





Image of South Melbourne Town Hall

Council respectfully acknowledges the Traditional Owners of this land, the people of the Kulin Nations.

We pay our respect to their Elders, past and present.

We acknowledge and uphold their continuing relationship to this land.

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Study Area and Landmarks

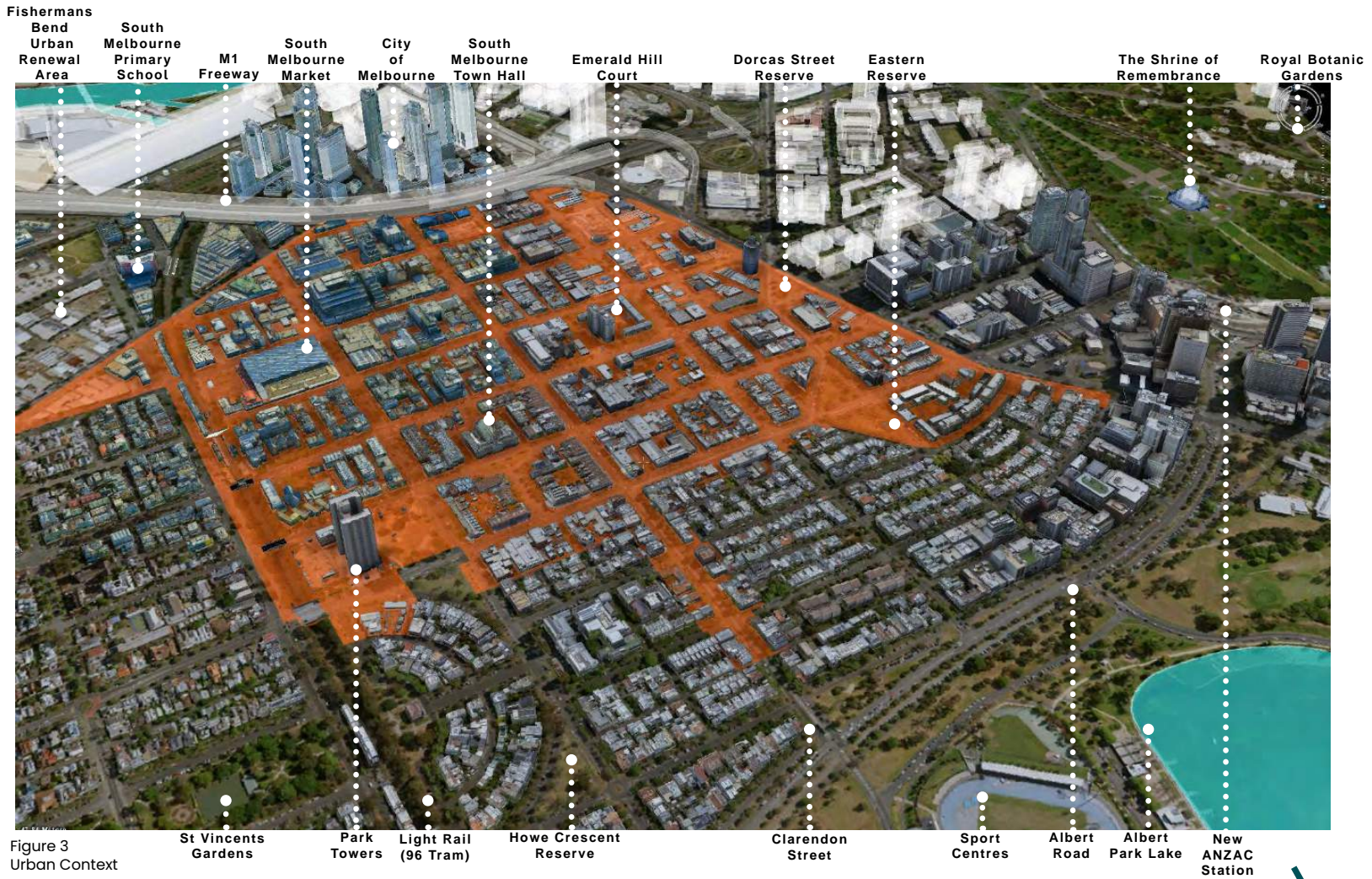


Figure 3
Urban Context

Objectives

The City of Port Phillip's Council Plan outlines the strategic directions for a liveable and vibrant city that enhances the wellbeing of our community.

The Council Plan's strategic directions have been used to underpin the following objectives.

The issues and opportunities in this report identify problems and solutions that could realise the Council Plan directions by guiding future actions and ideas as South Melbourne continues to evolve.

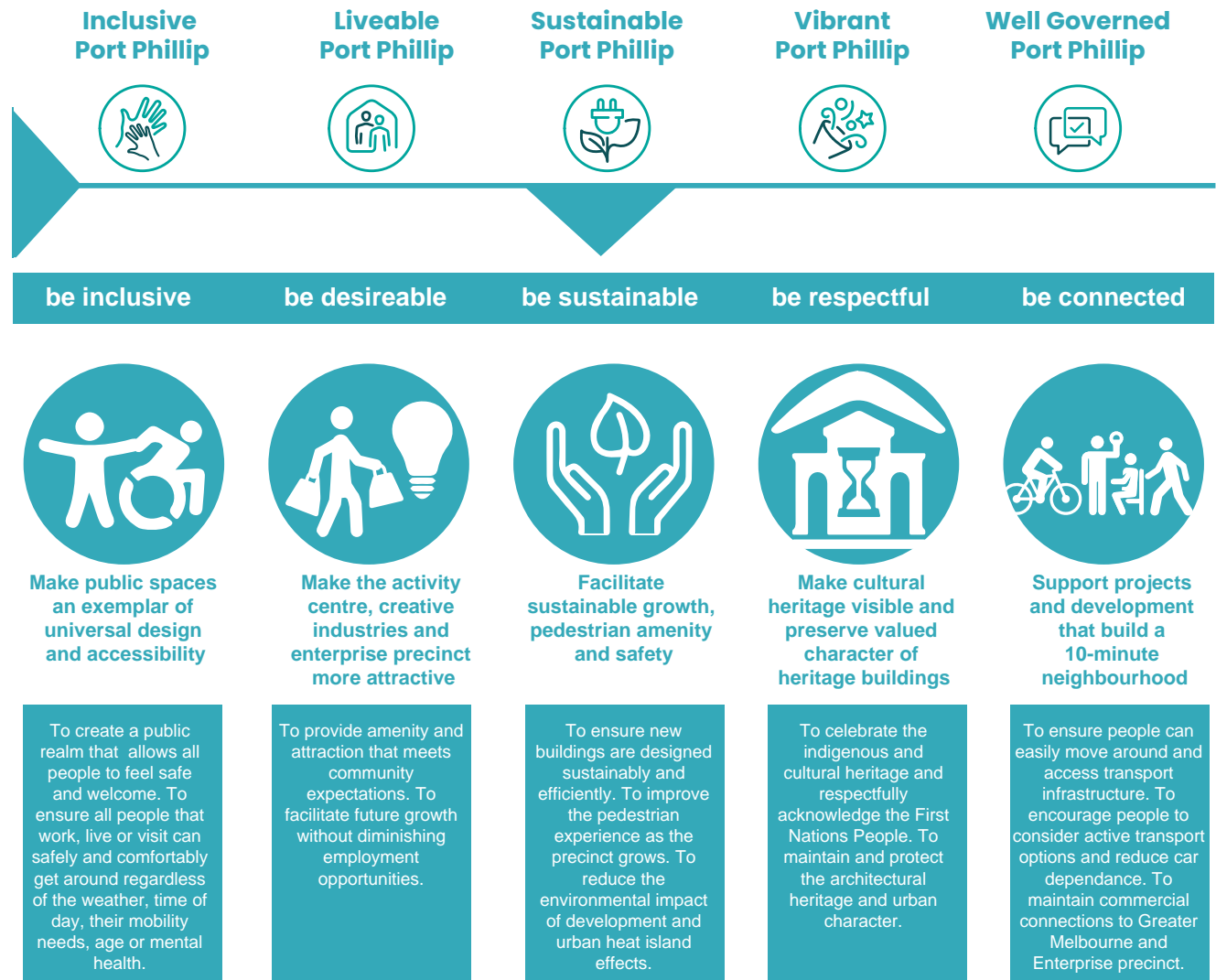


Figure 4: Objectives for the South Melbourne UDF to realise the Council Plan strategic directions

Context

Context relates to the areas around the Study Area, their land uses and strategic purposes.

Enterprise Precinct and a 10-minute village

South Melbourne’s long history of production and commerce close to its residential community has resulted in distinctive building characteristics. This co-location of activities has underpinned South Melbourne’s development into a thriving precinct.

Today South Melbourne contains a rich mix of employment, retail, and residential land uses supporting a vibrant economy. It is adjacent to Melbourne’s CBD and has excellent transport connections to greater Melbourne, recreational areas and other precincts.

Former industrial areas of South Melbourne have undergone change to more commercial uses while protecting their significant employment role and function.

Threats to South Melbourne’s Enterprise Precinct and vibrant activity centre include lack of affordability, pressure for residential development, shifts in working and shopping patterns. To address these trends, South Melbourne must evolve to remain a sought-after location to live, work and visit.

Specifically, affordability is critical to maintaining diversity, vibrancy and creativity as drivers of innovation in enterprise precincts.

The ‘Places for People’ Public Space Strategy 2022-32 identified a lack of public open space, particularly within the C2Z. Public spaces are important for innovation and economic growth in knowledge industries. They can support spontaneous and incidental interactions, collaboration, ideas sharing and networking.

The Mixed Use (MUZ) and Residential Growth (RGZI) zones can continue to be the focus for housing development. Other residential zones within the Study Area can only provide modest increases in housing and are restricted by the need for contextual design responses to heritage and neighbourhood character. The Commercial 2 (C2Z) has capacity for increased development with less than 60% of its potential floor area currently realised.

Fishermans Bend is a designated urban renewal precinct with capacity to accommodate significant growth in employment, housing and population. This precinct will rely on South Melbourne in the short-medium term for a range of services. However, access between these precincts is compromised by existing transport routes.

Emerging Issues

Since South Melbourne’s current planning controls were drafted several issues have emerged including:

- South Melbourne was a significant meeting place for First Nation’s People and the unceded lands of the Kulin Nation are no longer legible.
- South Melbourne’s Commercial 2 and Industrial 1 zoned land has been designated by the State Government as an Enterprise Precinct, however affordability issues are displacing smaller enterprises including creative industries.
- South Melbourne is susceptible to the impacts of the urban heat island effect and modeling indicates that the intensity/frequency of flooding will increase in parts of South Melbourne over this century too.
- New building technologies are enabling more efficient, sustainable and larger buildings on smaller sites. Regulations could be embedded to encourage higher performing built form design.
- Affordability and equality are key issues facing greater Melbourne, and specifically, South Melbourne.



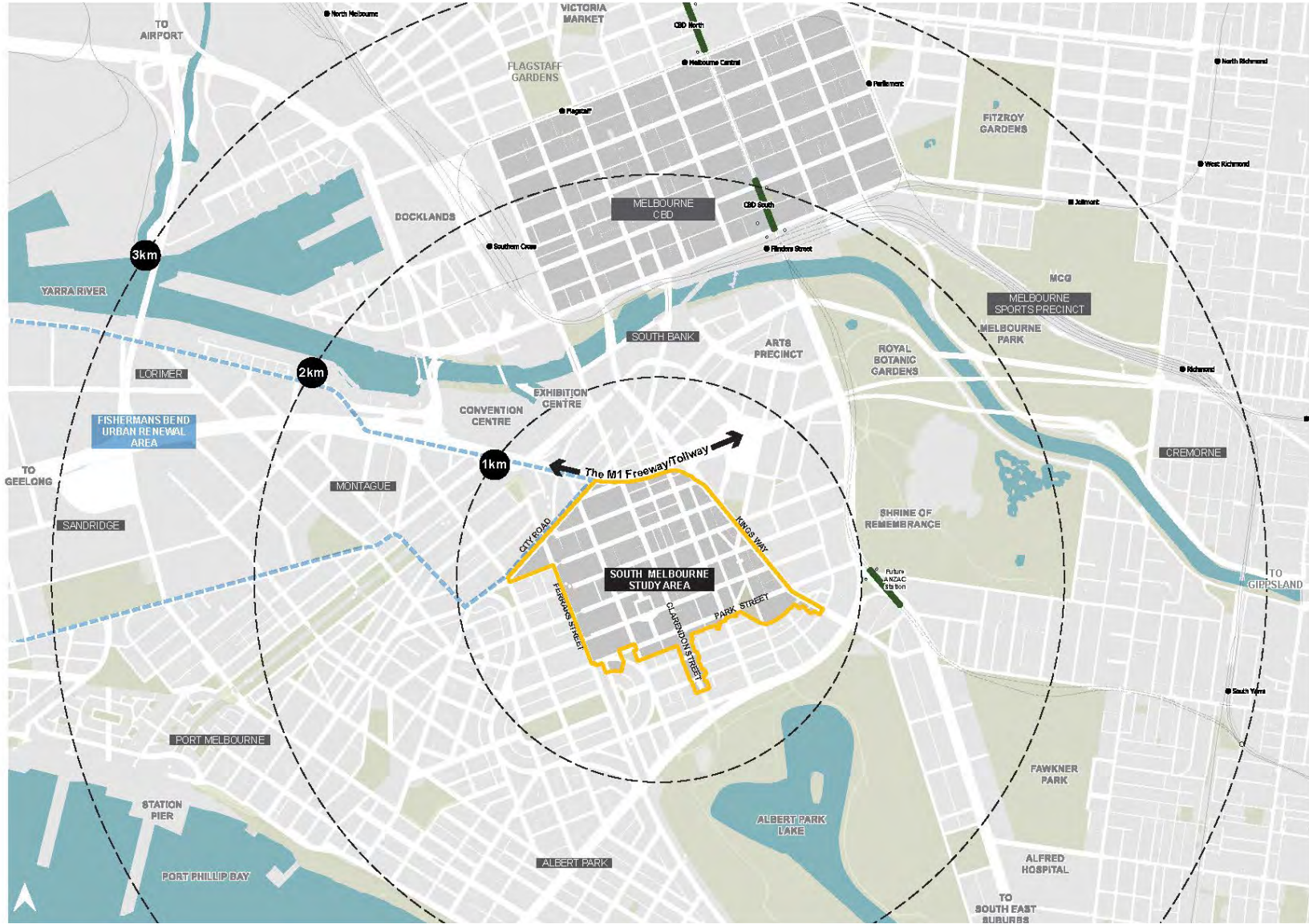


Figure 5: Context includes Melbourne CBD, Sports Precinct, Royal Botanic Gardens, Shrine of Remembrance, Fishermans Bend, Docklands, Port Melbourne and Albert Park, Southbank and Port Phillip Bay.



First Nations Heritage

The First Nations heritage of the Study Area predates colonisation and today, there is an absence of acknowledgment.

Opportunities

- Work with Traditional Owners to recognise the cultural heritage of South Melbourne through respectful and collaborative partnerships. Develop South Melbourne’s policies and programs with Aboriginal self-determination and align with Treaty aspirations.
- Recognise the diversity of Aboriginal people living in South Melbourne and the importance that Traditional Owners and the broader community place on these lands.
- Make South Melbourne’s cultural heritage visible.



Figure 6: Example of culturally sensitive landscaping

Urban Heat Island Effect

South Melbourne is characterised by high levels of site coverage with limited space for onsite landscaping.

With few trees on private land, combined with broad 30m wide streets, the urban heat island effect is exacerbated.

Larger buildings add to the urban heat island effect reducing pedestrian comfort, amenity and safety. Any increased height beyond current planning controls needs to be carefully considered to avoid exacerbating the urban heat island effect.

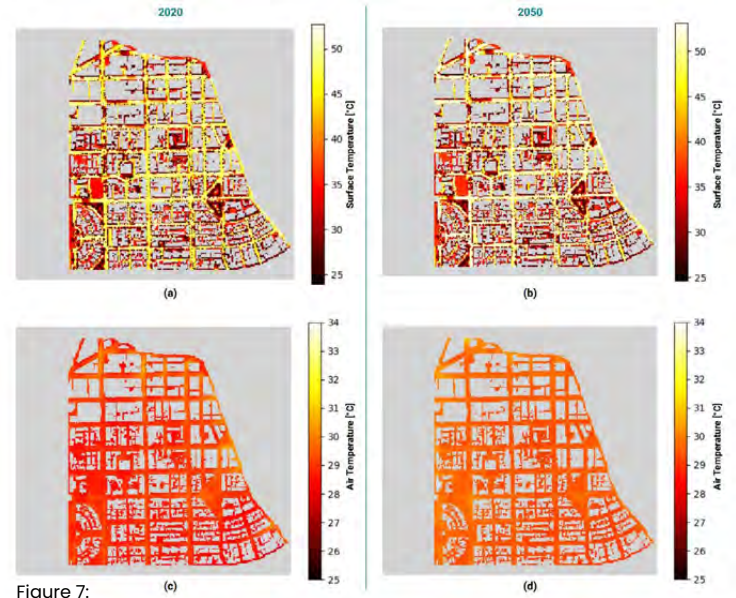
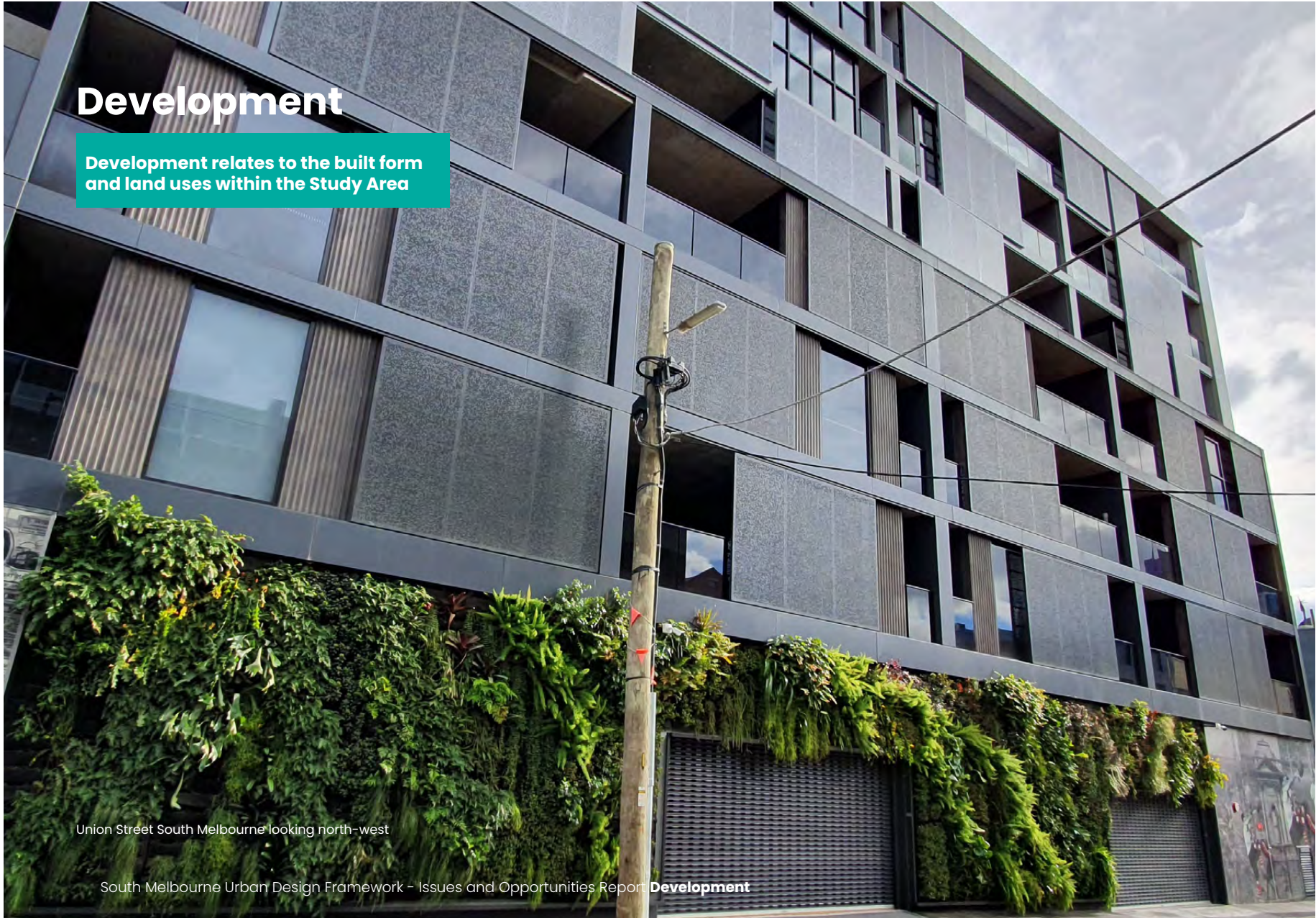


Figure 7: Surface temperature distributions for (a) 2020 and (b) 2050; and air temperature distributions for (c) 2020 and (d) 2050; from the change in built form with new buildings and ‘business as usual’ private green coverage. from: [Cooling South Melbourne 2020](#)

Opportunities

- Explore ways to protect pedestrian comfort and reduce the urban heat island effect including increased tree canopy and other landscape treatments.
- Advocate for new and existing building designs that mitigate the urban heat island effect with cool roof and facade materials, green coverage, landscaping and shade devices.
- Manage surface flows from rain events to filter landscapes, cool urban areas and reduce severance from flooding events on York Street and Kings Way.
- Increase green infrastructure including the use of cool and permeable surfaces and water misting systems along key pedestrian routes. Improve the amenity of green open spaces and plant additional street trees along wide streets.



Development

Development relates to the built form and land uses within the Study Area

Union Street South Melbourne looking north-west

Development

Defining character elements

Preserving the valued character of heritage buildings is critical to maintain South Melbourne’s valued character.

- South Melbourne has a relatively low scale, with 96% of buildings less than three storeys and only 2% above six storeys. Its building scale contrasts with the adjoining precincts of Southbank, Docklands, Kings Way, St Kilda Road North and (planned) Fishermans Bend.
- South Melbourne contains significant built form heritage precincts and places including Clarendon Street and the Town Hall. Key landmarks assist with legibility and wayfinding, however, only a few notable recognised landmarks exist. Most notable is Emerald Hill, the land that was used as a meeting place by First Nations People. It slopes away in all directions, most sharply to the east of Clarendon Street towards Kings Way. The elevation of Emerald Hill is today accentuated by the Town Hall spire and has no landmark feature celebrating the centuries of use prior to settlement.
- Most development fronts the 30m wide gridded streets. These streets account for 42% of the overall Study Area at a significantly larger ratio than most other places in Melbourne, which reduces the amount of land available for development.
- In addition to servicing buildings, rear access and waste management, a secondary network of narrow streets and laneways are rarely used to provide vital pedestrian connections, laneway retail and entertainment experiences.
- The variety of lot sizes interwoven with heritage and character buildings are a distinctive element of South Melbourne’s urban character.
- Buildings of 2-3 storeys consistently define and enclose the edges of streets particularly within the shopping and employment areas.



Figure 8: Some of the diverse building types that support diverse uses and tenure throughout the Study Area

Opportunities

- Review South Melbourne’s sub precinct character elements to identify likelihood for change or preferred urban character design objectives.
- Retain the diversity of buildings and experiences within South Melbourne’s sub-precincts.
- Encourage new commercial opportunities along the narrow streets and laneways.
- Protect valued heritage buildings and precincts from inappropriate development.



Street wall/corner sites

Within the commercial, retail and industrial areas, buildings are mostly constructed to a height of one to three stories creating well defined and a highly consistent 'street wall'.

This characteristic helps shape the urban character people think of when they visit South Melbourne. It varies from 'very strong' in the retail core, where the street wall defines view corridors to 'medium' in the commercial areas. Nevertheless, the application of a consistent 'street wall' form has become a unifying character element across the Study Area.

In the activity centre, buildings on corner sites address two or more street frontages and emphasise their corner location with splayed or chamfered corners (fig 9). Early buildings have ornamental details above the building's parapet that is another defining characteristic and valued heritage detail.

Opportunities

- Encourage buildings that emphasise the corner location and provide a positive interface to both streets through activated ground floors and high-quality, context responsive architecture.
- Review appropriate street wall heights to ensure they protect heritage and character.
- Ensure new development provides activated street interfaces to protect and enhance pedestrian amenity and safety.
- Reinforce the zero setbacks and hard street edge in non-residential areas as a distinct element of South Melbourne's character.

Building heights

South Melbourne's building heights transition from high-rise development to the north and east (within the City of Melbourne) to the lower residential precincts to the south and west (fig 11).

South Melbourne is expected to accommodate additional growth in development and population. Continued protection of its distinctive urban character will maintain its point of difference, attractiveness and liveability

The mix of heritage and non-heritage buildings, differing lot sizes and street widths creates contrasting building scales (fig 10). While some sites have the potential to accommodate larger buildings, management of their off-site amenity impacts is necessary to protect valued urban character. Smaller sites possess less capacity to accommodate development scales similar to their larger neighbours.

Opportunities

- Encourage context responsive solutions that facilitate good design and built form outcomes.
- Ensure building height is appropriate for the site, limits offsite amenity impacts, and reinforces the preferred character.
- Explore height and setback controls to accommodate diverse development opportunities.
- Require new development to respect the scale of, and positively respond to, adjoining heritage, character and residential buildings.



Figure 9: Buildings in South Melbourne with splayed corners and dual frontages addressing two streets and creating a landmark.



Figure 10: South Melbourne building heights (foreground) in contrast to those in the City of Melbourne (background).



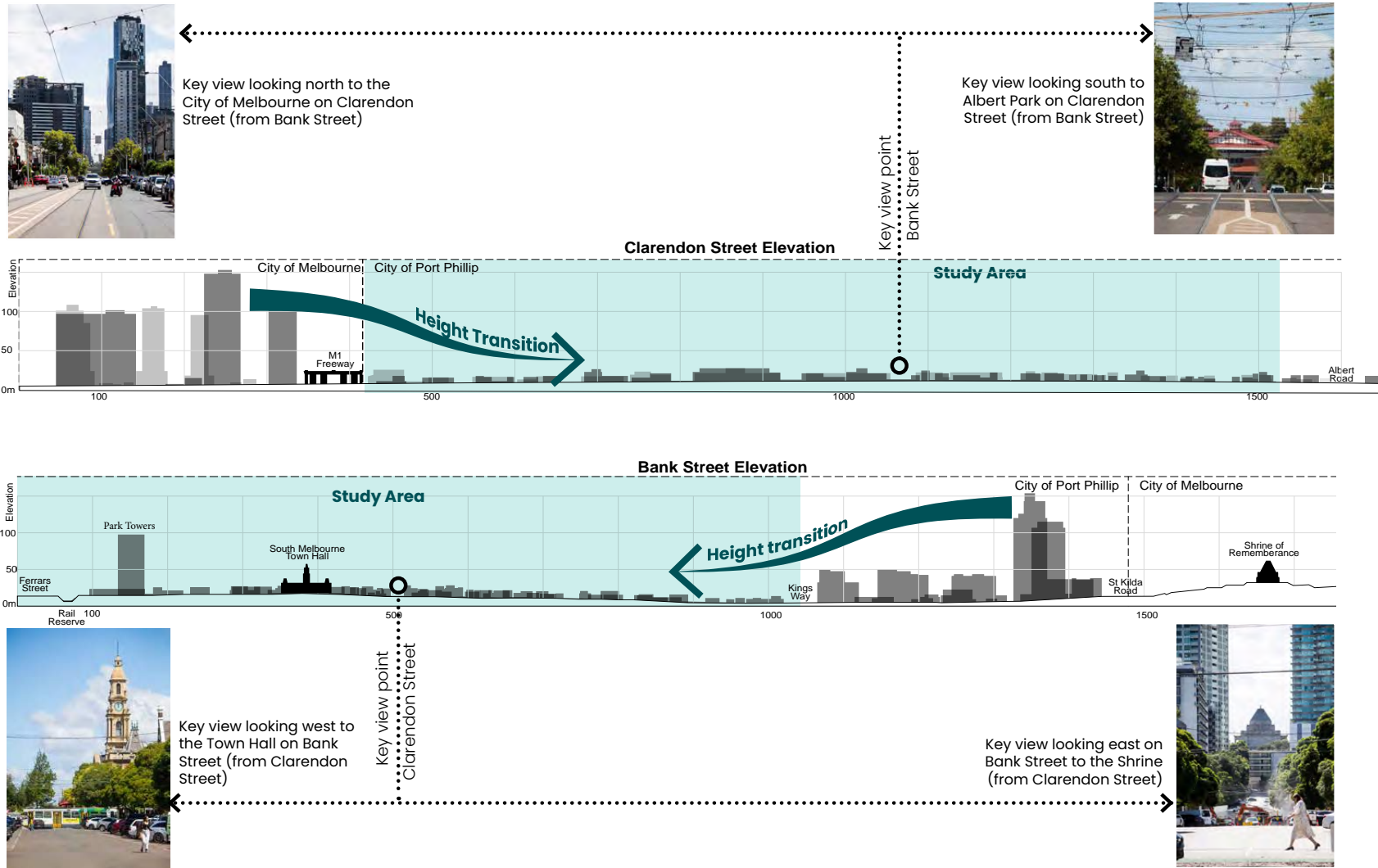


Figure 11: Elevations along Clarendon Street and Bank Street show the transition in built form character from areas to the north and east of the Study Area.

South Melbourne structure plan **Development**



Building types

South Melbourne's diverse building types, architectural styles and ages support a wide range of land uses including residential, retail, civic and community, commercial and office, light industrial, and warehousing.

Many buildings have heritage significance, displaying decorated, visually rich architecture. Their diverse age and appearance reflect the varied land uses and the evolution of building systems and styles. South Melbourne should continue to celebrate and protect its heritage while supporting innovation and technology in new building systems and styles.

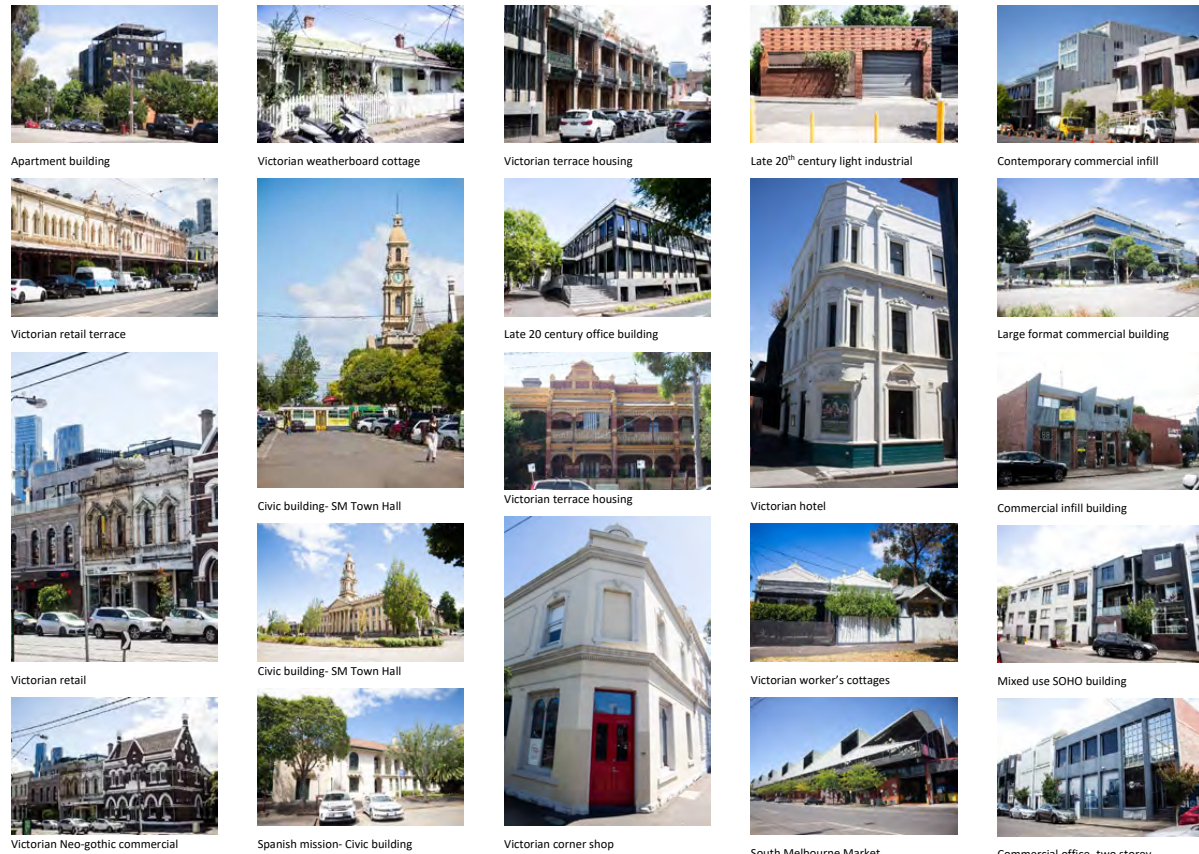


Figure 12: The diversity of South Melbourne's buildings provide a mix of scales, tenure and land uses including housing, employment and retail

Opportunities

- Encourage diverse and high-quality, innovative and creative building designs that reinforce South Melbourne's preferred urban character.
- Ensure future development protects and provides for the continuation of employment generating industries.
- Explore mechanisms that support development of new and affordable spaces.
- Protect valued heritage buildings and places.

Upper setbacks and building separation

The existing planning controls have led to buildings where upper levels are added with ever reducing floor plates, ensuring compliance with angled requirements.

These buildings are referred to as having a 'wedding cake' typology that seek to maximise the site's yield within the permitted solar and sightline controls.

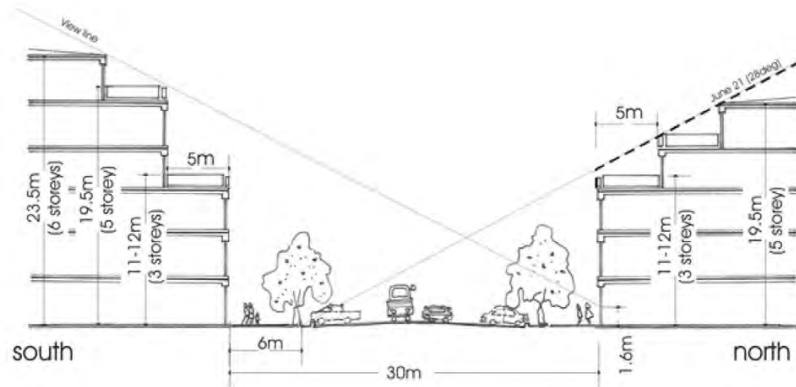


Figure 13: An example of the existing planning controls

The massing of development is important to create a scale that does not overwhelm the streetscape or reduce solar access where high levels of amenity are sought, and also to provide a scale that is compatible with the heritage fabric of South Melbourne.

Controls should ensure that the heritage buildings and streetscape qualities are protected while encouraging high quality, efficient and sustainable architecture.



Figure 14: An example of how the existing planning controls are influencing development in South Melbourne.



An example of an alternative upper floor setback arrangement.

Opportunities

- Identify appropriate upper-level setbacks that protect heritage, character and off-site amenity and respond to the defined emerging context. Avoid multiple steps in the upper levels of buildings to improve design and sustainability outcomes.
- Review the effectiveness of sight-line and overshadowing controls. Apply more evidence-based requirements to address public realm impacts of buildings.
- Ensure development maintains/provides a high level of internal amenity with access to light, privacy and outlook for existing and proposed buildings.
- Identify areas where solar access to public open space (parks and streets) require protection.

Street frontage

Retail areas



Figure 15: Clarendon Street

Clarendon Street is one of the three hearts of South Melbourne (outlined in the Place Plan) with a character quite distinct to neighbouring areas within the City of Melbourne. A consistent street wall, fine grain retail frontages, broad pavements, and views to the sky have a distinct character from the adjoining areas. These attributes are key to South Melbourne's distinctive character and are worthy of protection.

The retail core's concentration of narrow or 'fine grain' shop frontages enhances the vitality, activity and safety of streets while some recent larger developments orient shops inwards, diminishing the quality of the street frontage.

Service cupboards, infrastructure and long expanses of signage or unglazed ground floor frontages also diminish the vitality, activation and quality of streets. Glazed frontages are often masked with advertising material reducing transparency and passive surveillance.

Quality pavements, street furniture, awnings and vegetation contribute to pedestrian comfort, safety and amenity, while vehicle crossovers interrupt the continuity of footpaths for pedestrians.

Employment Areas



Figure 16:

Vehicle access and service boosters in less prominent location

South Melbourne's older stock of workshops and warehouses are attractive for new businesses.

Over recent decades a new built form character has emerged with purpose built, larger scale commercial building typologies with large amount of glazing.

Street frontages in employment areas are mainly occupied by offices, warehouses or workshops. The ground floors of these buildings need to be able to accommodate deliveries and loading of large vehicles and require, often broad, driveway crossovers.

New office developments should maintain ground floor heights and levels capable of being adapted for different uses in future.

Maintaining active frontages in commercial areas is an important objective. Visibility to the street of ground floor activities and placing service boosters in less prominent locations is important in this regard.

Opportunities

- Ensure buildings in the activity centre and Commercial 1 zoned areas provide frontages with generous transparency within the ground floor of buildings, fine grain shop front rhythm and good pedestrian permeability.
- Identify key pedestrian streets and laneways that should provide ground floor activity.
- Ensure building services minimise impacts on the public realm, and are designed as an integrated design element.
- Avoid vehicle and pedestrian conflict points by prioritising rear or laneway access for vehicles and discourage new crossovers on main streets.
- Minimise the visual, physical and amenity impact of car parking on the public realm.
- Ensure buildings in employment areas maintain access for vehicle deliveries while still providing pedestrian and cyclist safety.
- Ensure new buildings are adaptable for different ground floor uses and provide flexible net lettable areas in office buildings.

Affordability

Employment

The SGS report 'Analysing Melbourne's Enterprise Precincts' commissioned by the State Government, rates South Melbourne's affordability as low.

The South Melbourne Enterprise Precinct needs affordable premises for small and start-up businesses. Rising property values can contribute to businesses relocating to more affordable areas.

Opportunities

- Maintain the viability of employment land within South Melbourne.
- Investigate mechanisms to improve affordability within the C2Z.
- Encourage residential development towards mixed use areas rather than low growth residential and employment areas.
- Investigate why mixed use areas have seen low rates of development under DDO8.



Figure 17: Affordable office / warehouse buildings

Housing

South Melbourne hosts a mix of affordable and social housing that is unlikely to meet increasing demand.

There are few detached houses in the Study Area with more flats and apartments supplying the market.

Purchasing a house is difficult due to high demand from people seeking the convenience of a central location. This puts a premium on property prices and rental properties alike. With more people working from home and changing family sizes, flexible and diverse housing options are required.

More social housing would contribute to the socio-economic diversity of the Study Area, providing an improved employment base, enhancing the lives of individuals and creating a vital and inclusive environment that supports the activity centre.

Opportunities

- Create a diverse housing and tenure mix.
- Maintain accessible and high quality housing options that can enable people to 'age in place'.
- Advocate for more social and affordable housing options.
- Avoid housing that may conflict with the Enterprise Precinct's performance.
- Ensure heritage assets are not diminished by urban renewal.

Flooding

Lower lying parts of the Study Area are subject to flooding, with new developments required to include raised ground floor levels.

This can disconnect internal activities from the street diminishing accessibility and vitality.

Opportunities

- Require buildings to provide an activated, engaging and universally accessible interface to the street.
- Encourage integrated flood mitigation, water sensitive urban design (WSUD) and stormwater harvesting solutions around the South Melbourne Market and Kings Way.
- Explore potential underground stormwater storage systems within the public realm.

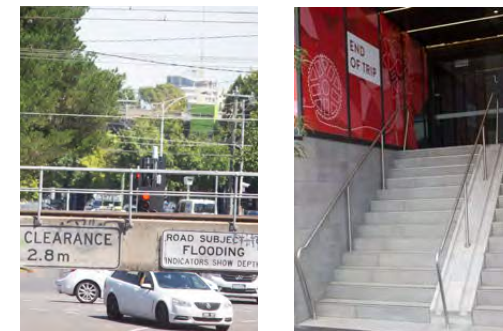


Figure 18: Responses to Special Building Overlays

Built form heritage

South Melbourne activity centre was almost fully developed by the end of the 19th century.

Much of the area is protected by heritage overlays although further work is needed to identify heritage buildings beyond these.

Opportunities

- Identify and protect significant heritage buildings not within the heritage overlay.
- Ensure large scale developments provide an appropriate scale response to adjacent residential areas and heritage buildings.
- Ensure built form controls support high levels of amenity with appropriate interface and activation.



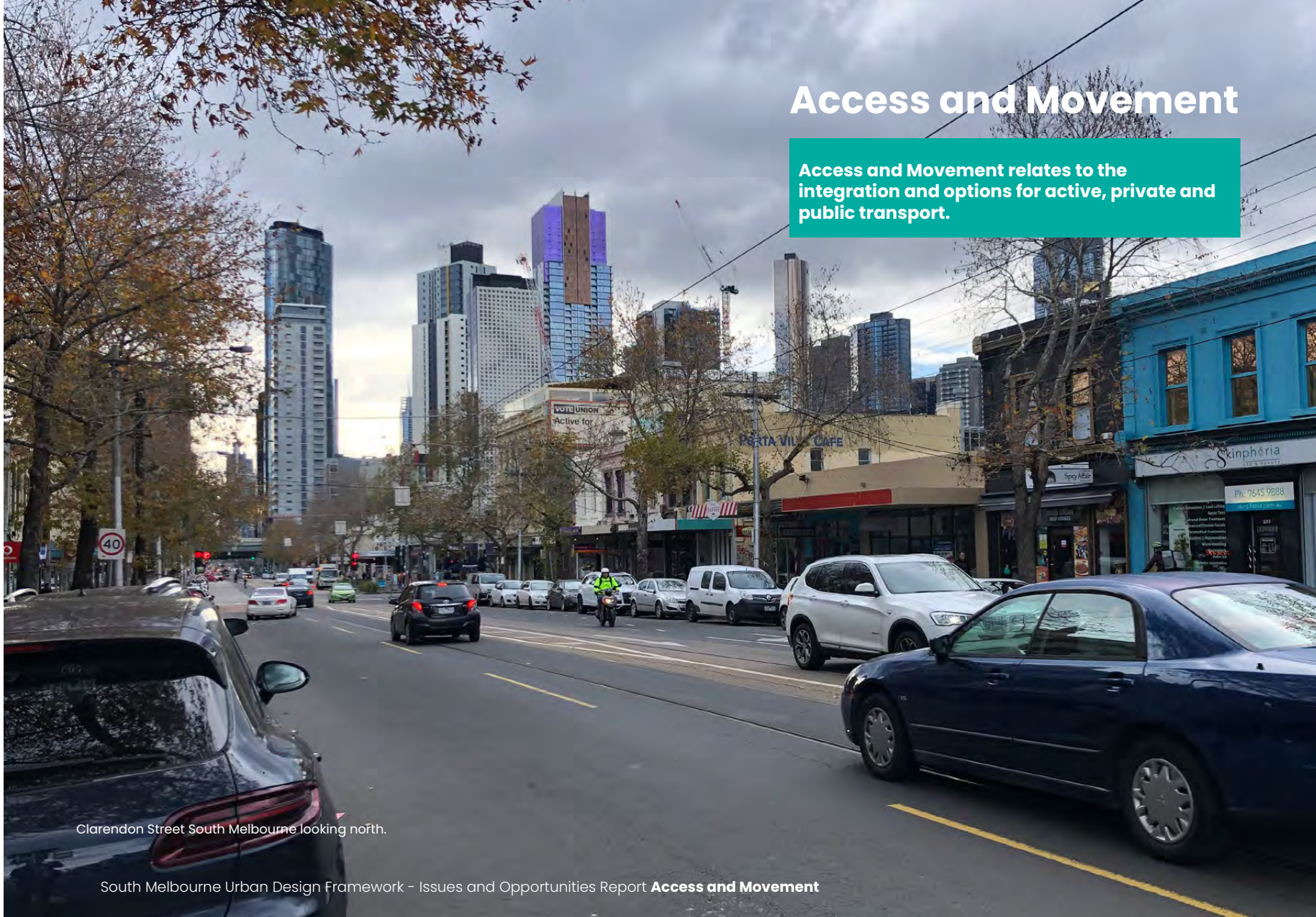
Figure 19: Contributory buildings not within heritage overlay



Figure 20: Map of heritage buildings and precincts



Figure 21: Buildings on the Victorian Heritage Register



Clarendon Street South Melbourne looking north.

Access and Movement



Figure 24: Council's road user hierarchy prioritises different users and considers active transport a priority to ensure the community gets the most value for their investments.

Streets and lanes

South Melbourne's regular street grid provides access for all transport modes within and beyond the activity centre.

Most streets are 30m wide occupying 42% of the overall Study Area. The resultant large areas of asphalt can compromise pedestrian comfort. Many streets have capacity for improved pedestrian amenity or improved vegetation while maintaining necessary access.

Major roads direct through traffic past the precinct while supporting its connectivity to greater Melbourne.

Minor streets and laneways provide for vehicle access and loading, waste collection and other services. Some have bluestone paving with historic interest. They also provide pedestrian connections and support a mix of building typologies and street trading.

Opportunities

- Identify areas where landscape (in a variety of forms) could replace excess pavement or road space.
- Identify opportunities for retail and market uses to spill out and occupy street space.
- Explore opportunities to improve links to Southbank/CBD.
- Work with VicRoads to improve Kings Way and Ferrars Street crossings.
- Identify the implications of VicRoads Movement and Place Framework.
- Maintain the laneway network for access and services and to support the active frontages on major streets.
- Improve access, lighting, art and place-making initiatives.
- Identify opportunities for pedestrian upgrades and improved landscaping.

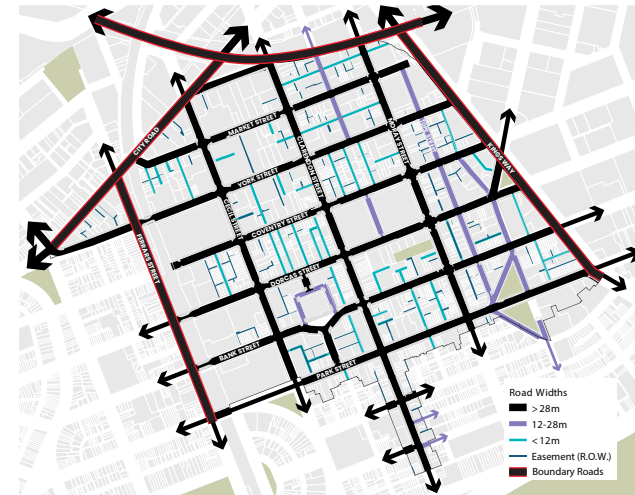


Figure 25: The range of road widths show a regular grid with relatively wide roads and boundary roads connecting to greater Melbourne.

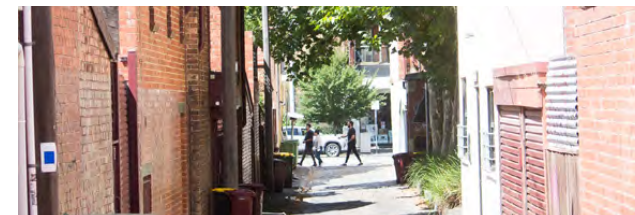


Figure 26: (Above) Clarendon Street – a 30m wide connecting road to the City of Melbourne hosting pedestrians, cyclists, trams and cars. (Below) Lane used as pedestrian link while hosting rear vehicle access and waste management.

Active transport Infrastructure

South Melbourne is well connected with infrastructure for all transport modes. Some have dedicated space on and off the street network and others share space within the carriageway.

The activity centre is well serviced by active transport infrastructure. Tram routes run along Clarendon Street, Eastern Road and Park Street with a further two routes along the boundaries of Kings Way and alongside Ferrars Street. These routes provide good connections to greater Melbourne with new connections to ANZAC Station and Park Street Tram extension soon to be completed. They also provide frequent connections to the centre of Melbourne and other local and metropolitan destinations. Some tram stops provide access for people with a disability but many stops within the centre are yet to be upgraded to comply with DDA and Australian Standards.

Bus routes are located on Cecil Street passing the South Melbourne Market, and along City Road. Cycle lanes or markings are provided on many of the streets within the centre, with separated cycle lanes recently constructed along Moray Street, and Cecil Street between Coventry Street and City Road. These existing cycle lanes extend in all directions beyond the activity centre.

The wide footpaths and relatively close intersection spacings provide a convenient, accessible and permeable network for pedestrians. Signalised, zebra and wombat crossings facilitate safe crossing and are located at intersections of the major streets and busy pedestrian locations such as the South Melbourne Market.



Figure 27: Public Transport Infrastructure

Opportunities

- Identify areas with pedestrian, cyclist and vehicle conflict.
- Create safer roads and pedestrian spaces.
- Provide new active transport connections to ANZAC Station.
- Continue upgrading Moray Street and Cecil Street bike links to central Melbourne.
- Ensure new tram and bus interchange points are accessible and easily found.
- Ensure access points are universally designed to allow for errors and easy for people with impaired abilities.
- Ensure pedestrian thresholds at intersections are optimised to improve safety when people are crossing the road.

Transport partnerships

The Study Area is well serviced by public transport. Weekend services are less frequent reducing access to South Melbourne Market and other retail outlets in the area.

South Melbourne Market is open four days a week (Wed, Fri, Sat, Sun) and generates a significant increase in pedestrian traffic while decreasing vehicle speeds around the site. People who visit the Market more than once a week use active transport (walking, cycling and public transport) while people who visit the market once a week mostly use a car.

There are numerous transport projects underway that have implications for the Study Area. The Victorian Government and transport authorities are working with Council to deliver new infrastructure with the aim of improving services and connections to bus, tram, cycling and pedestrian routes. Some of these projects include:

Linkage Opportunities

1. Parking Rates Options Paper
2. Dorcas Street bike corridor investigations
3. Domain and Park Street tram / bike corridor
4. Clarendon Street tram stop review
5. Fishermans Bend investigations
6. Bike links in the City of Melbourne connecting the precinct to Melbourne's CBD
7. Shrine to Sea project
8. Proposal with the City of Melbourne for temporary bike lanes on St Kilda Road
9. Council proposed public transport network map
10. Potential activation of South Melbourne Market using road space.

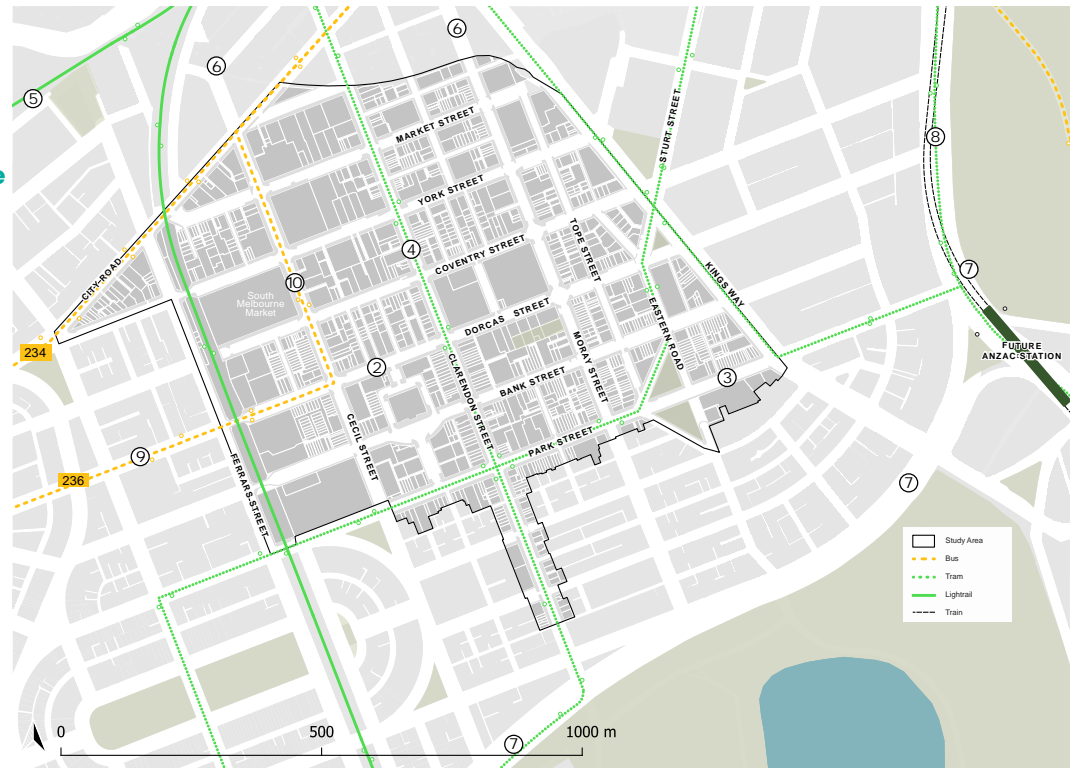


Figure 28: Proposed transport linkage opportunities

Beyond the Study Area, other City of Port Phillip transport initiatives are proposed to grow and improve the network, including:

- improved tram capacity and a schedule for constructing accessible tram stops.
- a comprehensive review of bus services and a plan to improve capacity, operating hours, links to other transport options and frequency
- upgraded cycling facilities on arterial roads and at key intersections
- pedestrian improvements, particularly in busy areas of activity
- construction of Melbourne Metro 2 train
- connection to Fishermans Bend.

Transport choices

Many people use private and public transport to travel to South Melbourne and walk and cycle to get around.

Transport choices are often needs based but for many, choices are influenced by levels of convenience and safety. As pedestrians and cyclists are most vulnerable, they are prioritised in the street hierarchy and are also the most active sustainable transport methods.

There are social and economic benefits when people feel safe walking or cycling. However, if people feel unsafe they tend to use private vehicles even for short trips.

Retailers need access for loading and the employment area has built its creative base on connections to Melbourne’s CBD, Southbank, the M1 Freeway and greater Melbourne.

Providing convenient parking in logical areas is important and demand fluctuates considerably on market days or during special events.

Traffic volumes vary through the precinct and will continue to fluctuate while plans for increased tram services on Park Street and Clarendon Street will soon to provide new connections to ANZAC Station and greater Melbourne.

The arrival of e-scooters, mobility devices and food delivery services have introduced new transport modes that share pedestrian, cycling and road space. Facilitating safe and convenient walking and cycling must remain as key priorities.

The City of Port Phillip’s community bus provides residents with a convenient and practical connection to South Melbourne Market for those who live outside the area.

Some people have special needs and may not be able, or choose not, to drive. Finding public transport services at different times may be a barrier or they find it difficult to get on and off trams or bus services.

Opportunities

- Ensure people using different mobility devices can safely travel to and through South Melbourne.
- Encourage multiple trips via multiple transport modes.
- Monitor and evaluate community feedback from the e-scooter trial to understand its appropriateness as a longer term transport solution.
- Encourage shared-mobility options such as car share, bike share and commercial passenger vehicles.
- Identify the capacity and demand for on street and off street parking.
- Facilitate accessible connections between emerging communities in Fishermans Bend and South Melbourne Market.
- Ensure future public transport upgrades provide safe and accessible connections.
- Research ways to better manage transport food delivery services.
- Ensure logistics and locational advantage of the employment areas are maintained.
- Promote active transport as a healthy lifestyle choice.



Walking



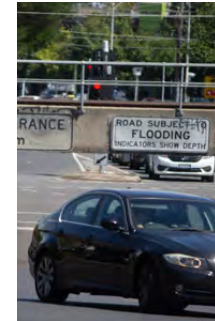
Cycling



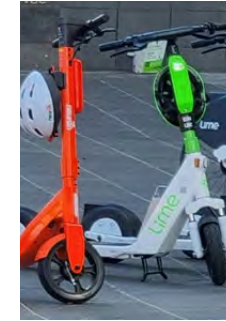
Tram



Mobility device



Car



E-scooters

Figure 29: Popular transport choices in South Melbourne.

Street sections and use

The building to streetwall ratio in South Melbourne presents relatively low rise development (most streets 1:3 ratio). South Melbourne’s wide streets and low-medium scale buildings ensures plentiful sunlight and daylight access to the south side of east-west oriented streets. They provide views to the sky and to the surrounding areas that host larger developments.

The street sections listed in Fig. 30 illustrate a variety of street widths, although most are greater than 28m wide. The street function, adjacent land uses and a relatively consistent scale of development provide generous space for pedestrians and vehicles. However, the excessive amount of hard surfaces across South Melbourne compound the urban heat island effect. This is pronounced in employment areas that need to allow for large vehicles to maneuver, yet do not need to facilitate large pedestrian volumes or public transport connections.

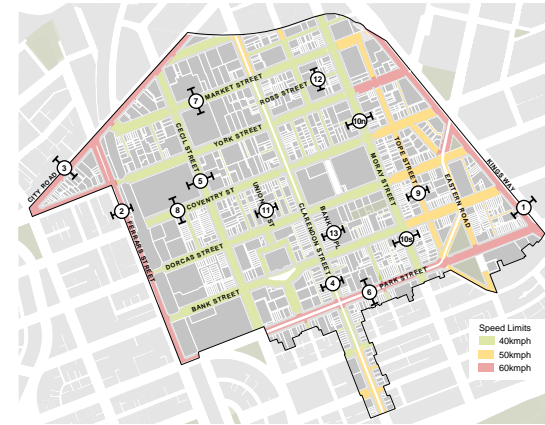
Many streets have overhead power lines and underground services that reduce the amount of suitable locations for improved vegetation and

landscaping. However, opportunities to consolidate utilities and offer more vegetation would enhance the pedestrian amenity, water permeability, ecology and to soften the buildings that frame the streets.

Vehicle speed limits vary across the Study Area, with faster traffic flows on the periphery and more pedestrian friendly environments centred around the Clarendon Street core. Despite the broad carriageways, most streets within the Study Area have minimal traffic. Ensuring pedestrians and cyclists are safe is paramount and designing streetscapes with the needs of vulnerable people in mind will help make a more inclusive environment and encourage sustainable transport options.

Park Street and Clarendon Street are currently earmarked for new tram connections and greater frequency of services. This is expected to facilitate more active transport options while vehicle traffic flow and on street parking provisions are likely to be affected.

The following pages illustrate four of the highest volume streets in section. A complete set of sections can be found in the South Melbourne Urban Design Framework - Existing Conditions Report.



Street Section	Street Wall Ratio	Street Width	Speed Limit	Traffic (VpD)	Lanes (total+VpL)	Active Transport
1 Kings Way	1:4	44m	60 kmph	100,000	8 (12,500)	44%
2 Ferrars Street	1:6	30m	60 kmph	30,000	4 (7250)	34%
3 City Road	1:5	30m	60 kmph	25,000	4 (6250)	39%
4 Clarendon Street	1:3	30m	40 kmph	20,000	4 (5000)	41%
5 Cecil Street	1:3	28m	40 kmph	7000	2 (3500)	58%
6 Park Street	1:3	30m	60 kmph	6500	2 (3250)	41%
7 Market Street	1:3	30m	40 kmph	2000	2 (1000)	38%
8 Coventry Street	1:5	30m	40 kmph	1600	2 (800)	44%
9 Tope Street	1:2	20m	50 kmph	1300	2 (650)	39%
10 Moray Street	1:5	30m	40 kmph	1100	2 (550)	53%
11 Union Street	2:1	9.5m	40 kmph	1000	1 (1000) one way	30%
12 Ross Street	2:3	12m	40 kmph	500	2 (250)	43%
13 Bank Place	3:1	6m	40 kmph	300	1 (300) two way	17%

Figure 30: Key street sections in South Melbourne showing greater sense of enclosure in the smaller streets and lanes while wider streets carry a greater number of vehicles at higher speeds. This allows for cross-town traffic but reduces amenity and pedestrian comfort.

1. Kings Way (State Route 60)

Structure: Framing the eastern edge of the Study Area is Kings Way. With an eight lane capacity, it hosts over 100,000 vehicles per day.

Purpose: Zoned as RDZ1, Kings Way funnels traffic on and off the M1 freeway providing freight connections to all parts of Victoria and vehicle traffic to Melbourne’s CBD. Connections with commercial employment areas within the Study Area are strengthened by State route connections as well as the tram Route 58 running along the median that intersects with Route 1 at Eastern Road.

Amenity: Pedestrian amenity on Kings Way is compromised by high volumes of motorised traffic, noise and emissions. With only a few small trees at the southern extent, thermal comfort is reduced and there is minimal attraction for street trading, cyclists and pedestrians to traverse or engage in the space.

Development: Kings Way land use within the Study Area is mostly mixed use allowing large scale developments although only a few sites have been developed to their potential. Flooding in the northern parts of Kings Way are leading to elevated finished floor levels that diminish access and development potential. The eastern interface has larger blocks and larger parcel sizes that have attracted more showroom style development utilising the high levels of exposure to traffic.

Opportunities

- Enable boulevard tree planting and stormwater harvesting in flood prone areas.
- Improve the pedestrian experience and amenity.
- Create legible pedestrian connections to ANZAC Station and safer connections to tram stops.
- Encourage more mixed use development



Figure 31: Kings Way street section

2. Ferrars Street

Structure: Ferrars Street sits on the western edge of the Study Area. It hosts four lanes of traffic and around 30,000 vehicles per day.

Purpose: Zoned as RDZ1, Ferrars Street funnels traffic from the coastal areas within the City of Port Phillip to Melbourne’s CBD. Running in parallel is the adjacent light rail service that links St Kilda, Middle Park, Albert Park and South Melbourne commercial area with Southbank and central Melbourne..

Amenity: Pedestrian amenity on Ferrars Street is diminished by traffic, noise and emissions although a good tree canopy, median planting and shrubs in kerb outstand areas softens the streetscape and improves the amenity.

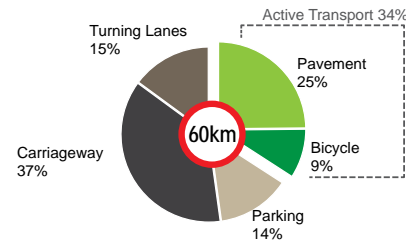
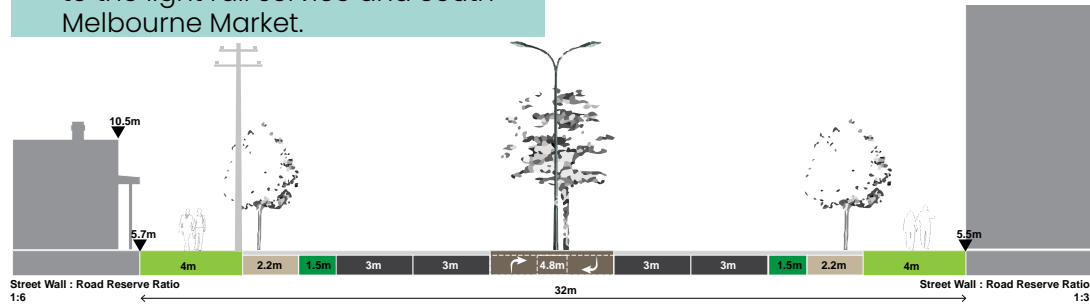


Figure 32: Ferrars Street section

Development: Recent mixed use developments have been approved along the narrow strip of land between the road reserve and the rail reserve on the eastern edge. The western interface presents mostly low density residential development with valued heritage and neighbourhood character.

Opportunities

- Retain significant vegetation around the light rail easement.
- Integrate stormwater harvesting to mitigate flooding near York Street and improve street tree health.
- Create legible pedestrian connections between South Melbourne Market and the emerging Montague precinct and areas north of City Road.
- Improve pedestrian connections to the light rail service and South Melbourne Market.



3. City Road

Structure: City Road is on the north-west edge of the Study Area. It hosts four lanes of traffic and around 25,000 vehicles per day.

Purpose: Zoned as RDZI, City Road provides connections to Melbourne’s CBD from Port Melbourne, Garden City and coastal areas.

Amenity: Pedestrian amenity on City Road is diminished by traffic, noise and emissions. The overhead power lines on both sides of the street constrain street tree development and thermal comfort.

Development: City Road has a transitional gateway character that steps up from the low density housing areas to the south west of the Study Area, through a light industrial and employment precinct. City Road

connects with Clarendon Street under the M1 freeway and is often overshadowed by the high density Southbank buildings.



- Opportunities**
- Create new pedestrian friendly connections to laneways and public space in the Montague precinct.
 - Explore ways to create a safer, more accessible environment for pedestrians crossing City Road.
 - Create legible pedestrian connections between South Melbourne Market and the emerging Montague precinct and areas north of City Road.
 - Identify WSUD landscaping opportunities in pedestrian areas.

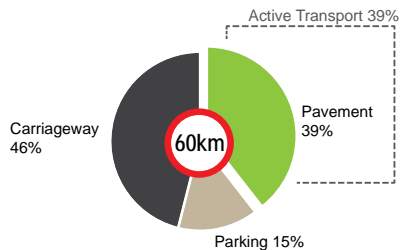
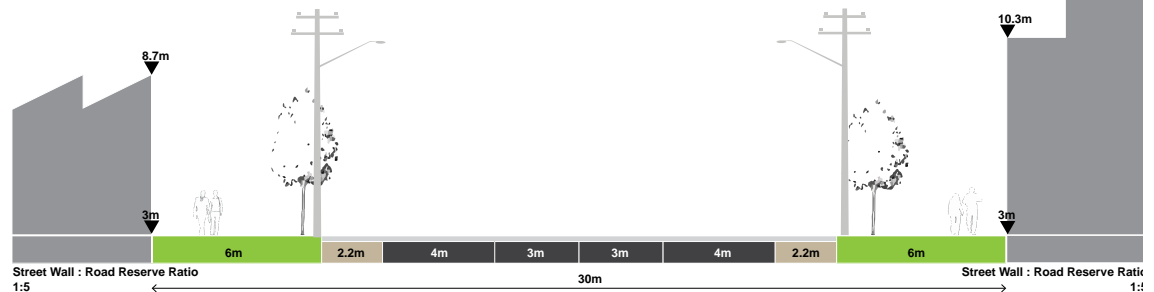


Fig. Figure 33: Road section



4. Clarendon Street

Structure: Clarendon Street is both physically and socially at the heart of South Melbourne. It hosts four lanes of traffic and around 20,000 vehicle movements per day as well as the Route 12 Tram.

Purpose: Zoned as RDZ1, Clarendon Street provides connections to Melbourne’s CBD and Albert Park with a direct transition to Spencer Street and Southern Cross Station.

Amenity: Clarendon Street hosts heritage awnings over broad pavements with high levels of transparency and retail activation. The street trees are constrained by these awnings and an abundance of overhead power lines.

Development: Clarendon Street presents a largely intact colonial street wall with an abundance of two storey shop-top housing and larger developments set back from the street edge. Distinctly smaller in scale and density from Southbank, it provides a dispersed and open feel to the south as it approaches Albert Road and Albert Park Lake.



Opportunities

- Preserve the Port Phillip ‘gateway’ character of Clarendon Street.
- Explore ways to create a safer, more accessible environment for pedestrians.
- Improve accessibility to new public transport and facilitate greater volumes of trams.
- Improve the street tree canopy where possible.
- Maintain heritage buildings and awnings and strengthen the legibility of the street wall and sense of enclosure.
- Explore areas in need of streetscape improvements to create a high amenity, safe and inclusive activity centre.

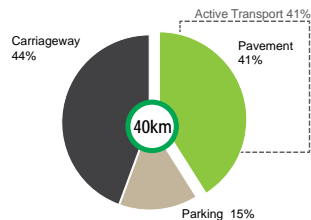
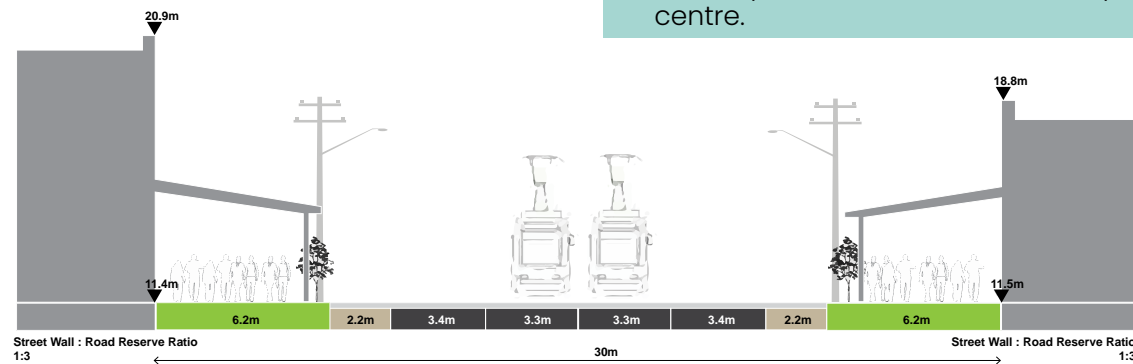


Figure 34: Clarendon Street section



Public Spaces

Public spaces are accessible areas open to everyone such as streetscapes and parks. The design of public spaces needs to consider the safety, amenities and experiences people have when using these spaces.



South Melbourne Town Hall forecourt, Bank Street.

Public Spaces

Public Open Space

The Study Area is close to numerous large parks, sports facilities and gardens including the Royal Botanic Gardens, 'The Tan' running track and Albert Park Sporting Precinct.

However, there are only a few local or neighborhood public open spaces within the Study Area. Some local parks, such as Dorcas Street Reserve on Kings Way, are compromised by high traffic and noise with impacts on quality, amenity and safety.

Skidders Reserve is a partially accessible adventure playground, restricted in its use, fenced off and not meeting community expectations.

Council's Open Space Strategy 2021 identified the need for new open spaces (Figure 35) in areas that improve access and amenity. New neighbourhood and local parks need to be provided that can maintain good sunlight access in the industrial and commercial areas north of Dorcas Street.

Streets and other public spaces that stimulate connectivity, collaboration and innovation are a key component of successful and vibrant enterprise precincts.

South Melbourne's public spaces should facilitate access for all, be safe, stimulating and sustainable and support community and economic development.

Public Open Space

Parcel Area (Net)

Study Area

1.2Ha of Public Open Space within Study Area

2.7% of the 43.5Ha Parcel area

1.6% of the 75.7Ha Study Area

Open Space	Area (m2)
1	565
2	685
3	2480
4	2580
5	3040
6	1060
7	120
8	480
9	540
Total	11,550

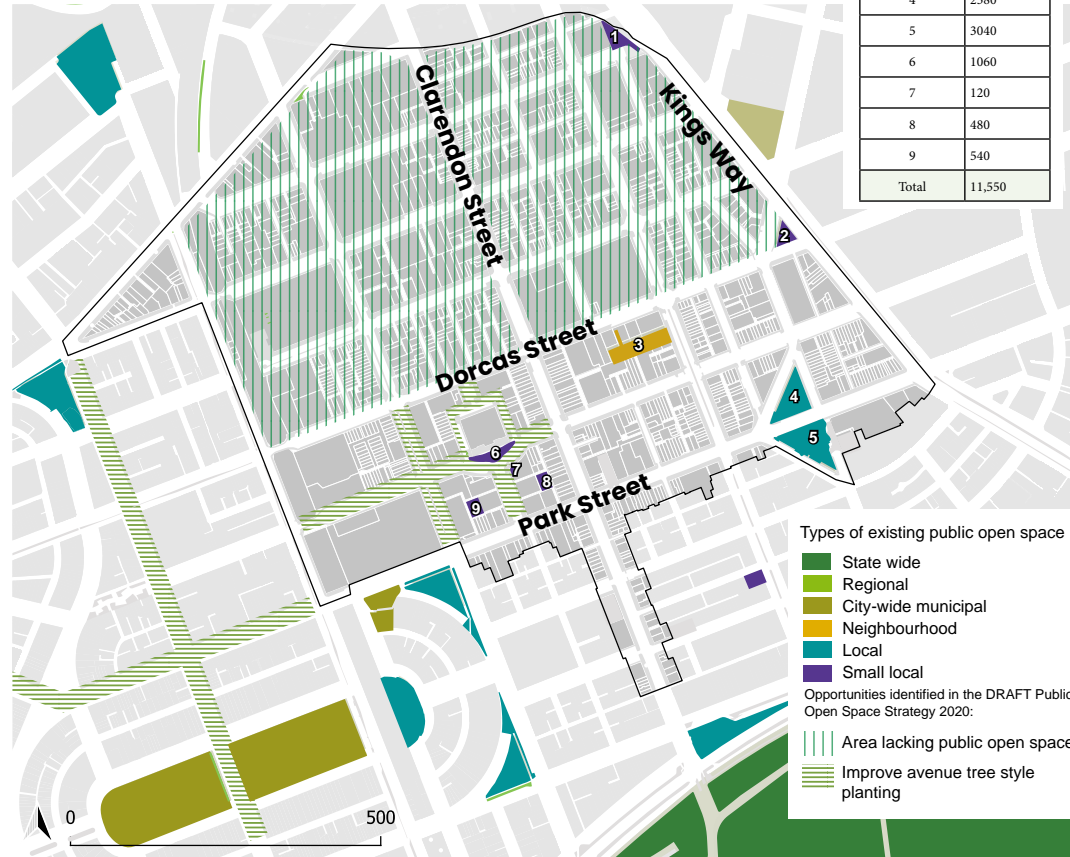


Figure 35: Map of public open space provisions and hierarchy (From City of Port Phillip's DRAFT Public Open Space Strategy, 2021)

Opportunities

- Integrate the actions of the Public Open Space Strategy within the Structure Plan.
- Identify potential locations for new local parks to meet user needs.
- Engage with Traditional Owners to integrate cultural history, ecology and biodiversity.
- Explore opportunities for new and innovative ways to meet the public open space needs of a growing community.
- Investigate opportunities for street reconfiguration to increase greening, cooling, permeability options and open space.
- Support the growth of the South Melbourne Enterprise Precinct by creating new public spaces that facilitate engagement, networking and social interactions.

Pedestrian amenity

South Melbourne’s streets generally feature safe pavements, passive surveillance, lighting, public seating and weather protection for pedestrians.

However, streets in employment areas have a lower level of amenity, especially around public transport stops along Kings Way. These streets could be improved to encourage more walking and cycling, and to reduce car dependence, congestion and parking demand.

The quality of streets and spaces need to support physical activity and healthy lifestyles. Pedestrian amenity has a direct correlation to an enjoyable experience that leads to more social interaction, walking, cycling and better preventative health outcomes.

‘End of trip’ facilities at workplaces and community facilities will support active transport choices and healthy lifestyles while reducing congestion and demand for parking facilities.

There is currently no ‘changing places’ facility in the South Melbourne Activity Centre. These facilities provide amenities and dignity for many people that require assistance or accessible toilets and showers when away from home.

Opportunities

- Provide a safe, universally accessible and comfortable environment for all users.
- Enhance the benchmark ‘10-minute neighbourhood’ that encourages healthy lifestyles and transport choices for people that live, work or visit South Melbourne.
- Ensure a pedestrian network that is high quality, safe, attractive and accessible by people of all abilities.
- Explore grants and locations suitable for a changing places facility in or near South Melbourne Market.

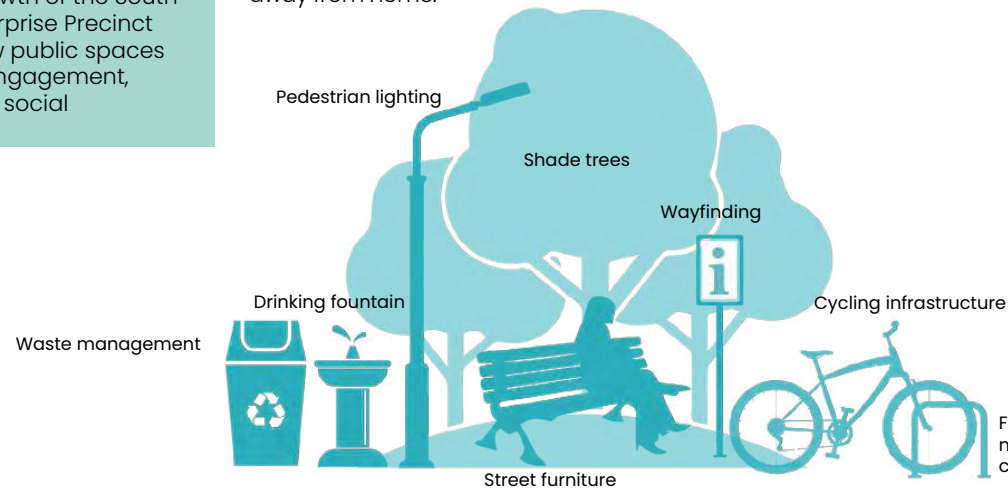


Figure 36: Examples of elements to help meet the public space needs of a growing community.

Sunlight access to public spaces

The Planning Scheme contains sunlight access controls to restrict overshadowing of pedestrian areas and streets around South Melbourne Market.

These controls are based on the winter solstice and protect some areas from overshadowing that may already be under awnings or overshadowed by buildings within the City of Melbourne.

Opportunities

- Review sunlight access to public space controls to ensure they are evidence-based and meet design quality objectives.



Figure 37: A balanced streetscape condition managing both light, shade and weather protection in public spaces.

Tree canopy and landscaping

Street trees and under-storey planting can provide cooler, more comfortable environments for pedestrians along with weather protection and visual softening of buildings.

The tree canopy has been declining in public and private realms. With high levels of building site coverage, deep soil areas for tree planting within the private realm are limited.

Street trees and garden areas can absorb surface flows during heavy rainfall, and provide cooling and habitat benefits.

Overhead and underground services can constrain optimal tree growth and necessitate regular tree maintenance to avoid interference with services. The surfaces beneath the drip line of many street trees are impervious restricting water penetration and oxygen transfer.



Figure 38: Tree canopy constraints in areas with awnings overhead or underground utilities

Opportunities

- Increase the tree canopy in South Melbourne with a range of suitable species.
- Encourage service authorities to work with Council and property owners to consolidate overhead and underground infrastructure to allow the tree canopy to flourish.
- Research alternative ground surfaces that promote evapotranspiration, filter pollutants and feed nutrients to vegetation areas.
- Advocate for more vegetation and landscaping incorporated in future developments and private land.
- Divert stormwater from roads for delayed discharge, surface cooling or irrigating street trees and WSUD solutions.

Streetscapes

Streets and laneways make up most of South Melbourne’s open space. They function as spaces for movement and activity and are a unique part of its urban character.

Streets vary in width and while narrow streets feel intimate, vibrant and active they are often underutilised for their commercial potential. The quality of streetscapes varies in terms of land use and built form, traffic volumes and behavior.

High volume arterial roads define the boundaries of the Study Area and play an important transport role but have diminished quality for pedestrians and cyclists.

South Melbourne’s broad streets have enough space to provide a pleasant environment for active transport users, while also accommodating private and commercial vehicles. However, high urban heat levels occur due to extensive areas of pavement in the Study Area, building site coverage and the proximity to other built up areas.

Many of current and planned transport projects focus on access and movement, development and infrastructure. However, these projects can be integrated or informed by public realm design ideas.



Figure 39: Poor pedestrian amenity and safety in Kings Way.

Opportunities

- Reduce the urban heat island effects and mitigate exposure to high temperatures in pedestrian areas.
- Provide safe, legible connections for all road users in order of priority of pedestrians, cyclists, public transport, private and commercial vehicles.
- Manage traffic behavior to improve pedestrian and cyclist amenity, comfort and safety.
- Support street activation with well-located street furniture. Encourage outdoor dining and footpath trading.
- Provide quality signage to support wayfinding and improve access.



Figure 40: Laneways often used as mid-block pedestrian links even though they were designed for utilities and vehicle access.



Figure 41: Streetscape elements that could be used to improve pedestrian amenity, safety and inclusion.

City of Port Phillip

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