



South Melbourne Urban Design Framework

STAGE 1 - Existing Conditions

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City of Melbourne

City of Melbourne

Montague

MARKET STREET

YORK STREET

COVENTRY STREET

MORAY STREET

TOPE STREET

CITY ROAD

SOUTH MELBOURNE MARKET

CLARENDON STREET

DORCAS STREET

BANK STREET

EASTERN ROAD

KINGS WAY

City of Port Phillip

FERRARS STREET

CECIL STREET

SOUTH MELBOURNE TOWN HALL

PARK STREET

South Melbourne

South Melbourne

South Melbourne

Albert Park

0

400

800 m

Introduction



Why does South Melbourne need a new Urban Design Framework (UDF)?

The UDF includes two sections:

1. Built Form Review that will inform updated planning controls
2. Public Realm and Linkages Study to identify issues and opportunities for future improvements to South Melbourne's streets and spaces.

The aim of the UDF is to:

- Undertake a review of South Melbourne Major Activity Centre's existing built form and establish a vision for its future built form to support a climate resilient, '20-minute' mixed use neighbourhood and employment area.
- Inform the preparation of the South Melbourne Structure Plan (SMSP) is to guide future land use and development, and to plan effectively for future economic, employment and residential growth.
- Establish a strategic basis for updating current design and development controls in the Port Phillip Planning Scheme to effectively manage new development.
- Identify opportunities to improve South Melbourne's streets and other public spaces to enhance the connectivity, livability, identity, legibility, amenity and function of the precinct.
- Facilitate high quality built form and public realm outcomes.

Built Form Review

Several issues have emerged from the current built form provisions in the Port Phillip Planning Scheme (DDO8) that include:

- sub-optimal outcomes relating to the form and appearance of larger buildings, their energy performance and flood responsiveness
- controls that restrict the development potential of some sites
- Victorian Civil and Administrative Tribunal (VCAT) rulings finding that the current controls lack sufficient clarity and consistency regarding appropriate design objectives or outcomes.

Existing controls need to be updated to:

- bring them in line with current State policy
- accommodate projected population and employment growth
- continue to protect key heritage places
- provide responsive, high quality urban design and built form outcomes.

The SMSP and UDF align with *Plan Melbourne 2017-2050* objectives with the aim to provide jobs closer to where people live, plan for adequate commercial land, and create 20-minute neighbourhoods that are walkable, sustainable and resilient, healthy and cohesive, with vibrant local economies. They will also strongly align with the Victorian Government's first creative industries strategy, *Creative State 2016-2020*.

Public Realm and Linkages Study

The quality of the public realm has a major influence on the identity and functioning of a place and how it is experienced by users. The quality of the public realm will play a critical role in ensuring South Melbourne continues to develop as a successful creative/enterprise precinct.

Accordingly, the UDF will identify opportunities for placemaking and public realm improvements to enhance the image, identity, function and amenity of the precinct.

Key elements for consideration include:

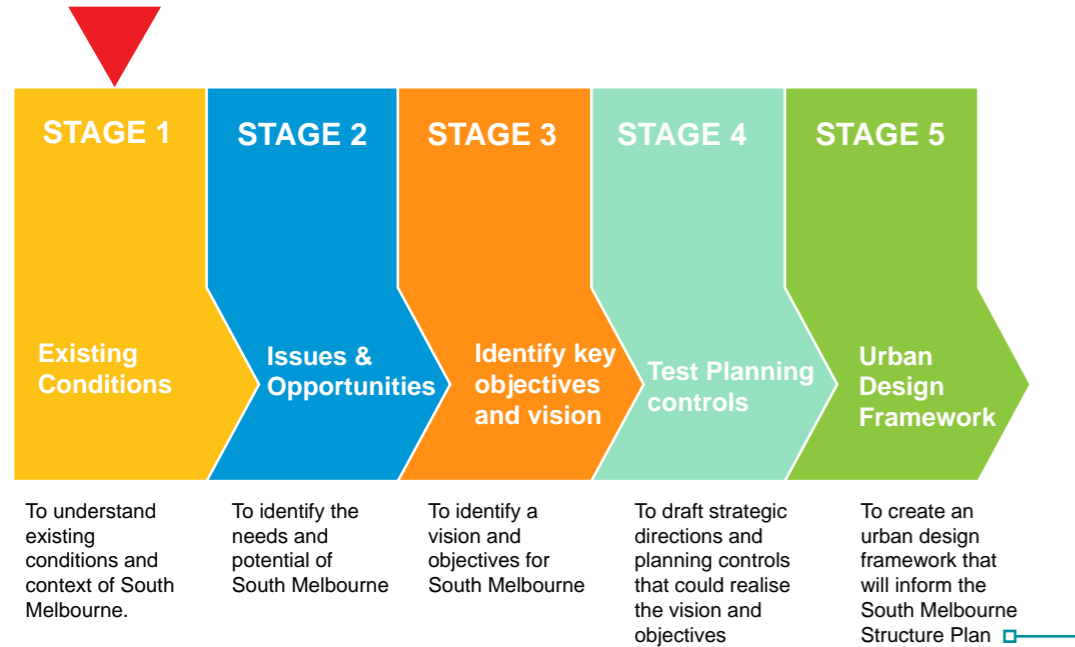
- identifying opportunities to improve the public realm, including enhancing pedestrian and cycling connections to activity and public transport nodes within and beyond the precinct
- identifying opportunities to ensure character and vitality are considered holistically along with any public realm improvements
- walking and cycling routes, crossing points, wayfinding signage.
- opportunities for improvements to existing, and creation of new open space
- opportunities to improve streetscapes, including landscaping, increase canopy cover, reduce heat and improve water management.

Public realm improvements and interventions can:

- mitigate the impacts of traffic within the precinct
- contribute to the consistency and continuity of streetscapes to strengthen place identity and legibility
- define and reinforce key activity nodes
- contribute to the safety, connectivity and amenity of principal pedestrian and bike routes
- build active edges and an engaging design at street level to enhance the pedestrian experience particularly along key linkages
- be combined with traffic management treatments
- support the delivery of a '10 to 20-minute city' and a 'sustainable and resilient city'.

Introduction

Urban Design Framework Staging



South Melbourne Structure Plan

The UDF will be one of several key background technical documents that inform the SMSP.

The SMSP will provide an integrated, medium-long term framework to facilitate employment, economic development, quality built form, housing opportunities, and public realm and movement improvements.

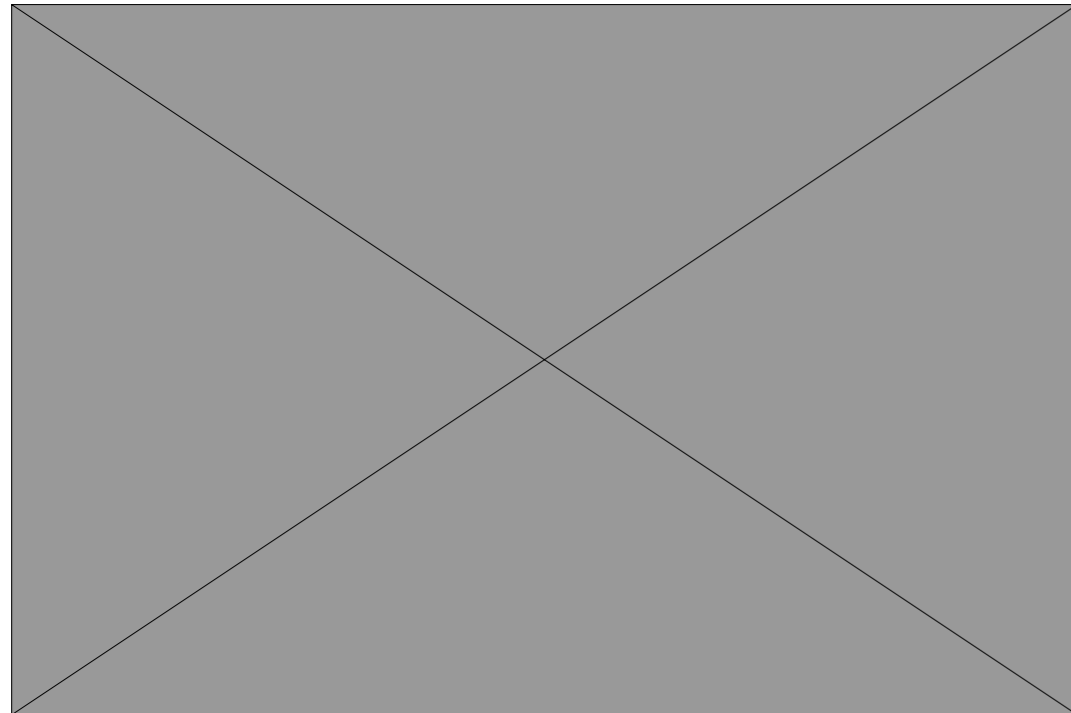
The SMSP will align with the Council Plan objectives, as well as outcomes and key actions included within Council's core strategies: Act and Adapt, Move Connect Live, Art and Soul, Public Space Strategy and Don't Waste It.

The drivers for the preparation of a new Structure Plan for South Melbourne include:

- its identification in the Council Plan.
- the current *South Melbourne Central Structure Plan and Urban Design Framework* are no longer current (prepared in 2007)
- the need to strengthen and protect the special qualities and attributes of South Melbourne and capture the community and stakeholder values and aspirations
- the need to review the built form controls in Design and Development Overlay DDO8
- to protect employment land and ensure employment generating activities are not crowded out by pressure from residential land use and development
- to facilitate enterprise hubs and to specifically recognise the importance of creative industries to the South Melbourne economy

- to ensure that planning controls support a vibrant and diverse economy, recognising that South Melbourne is positioned at the CBD edge and in proximity to Southbank, Docklands and Fishermans Bend
- to provide for future development and land use in South Melbourne that is sustainable and is resilient to climate change, including increased heat, flooding and sea level rise and achieves a high level of environmental performance in line with the Victorian Government's target of net zero emissions by 2050
- the *Unlocking Enterprise in a Changing Economy Strategy 2018* (Victorian Government) identifies South Melbourne as an enterprise precinct, one of three key areas outside Melbourne's CBD to attract new businesses and investment. It has also been identified as a state and regionally significant industrial and commercial precinct (outlined in the *Melbourne Industrial and Commercial Land Use Plan*). This represents a major partnership opportunity for Council to attract investment to achieve key initiatives of the *Art and Soul: Creative Prosperous City Strategy 2018-22*.

In addition, South Melbourne benefits from planned transport initiatives associated with the Metro Tunnel project, the construction of the ANZAC Station and upgrades to tram lines on Park and Clarendon streets. These projects provide an opportunity for an integrated land use and urban design policy approach to strengthen linkages to Fishermans Bend. They also support directions adopted in Council's Move, Connect, Live and Act and Adapt strategies.



Introduction



What is South Melbourne?

The Study Area is commonly called South Melbourne or Emerald Hill. Traditional Owners of the Boon Wurrung people used the area for ceremonies, conciliation and exchange. It was noted as Emerald Hill by new settlers remarking on the bright green tree canopy surrounded by lagoons.

The Emerald Hill Town Plan, prepared by surveyor Robert Hoddle in 1852, shows how early development was constrained by low lying swampy land on all side.

South Melbourne has a distinct identity, varied character and mix of uses reflecting its evolution from a pre-colonial meeting place and then early colonial settlement, to a vibrant '10-minute' inner city neighbourhood within close proximity to the centre of Melbourne.

South Melbourne's form has been shaped by its underlying topography and flooding, its location near the central city, and its industrial areas and transport infrastructure.

South Melbourne includes diverse building types and scales that reflect the suburb's changing history.

The regular street grid and largely uniform street width unifies the Study Area. A diverse array of building types, tenure and uses includes:

- low rise, heritage residential cottages at the southern end which flow into the nearby suburbs of Albert Park and South Melbourne

- the historic Clarendon St/Market commerce precinct with mid-rise residential and some commercial uses above ground floor retail
- early 20th century factories and warehouses in the northern section, where mid-rise office development has occurred in the past 10+ years
- office development since the 1980s along the Kings Way corridor.

South Melbourne's surrounding areas have evolved significantly over the last 30 years, with the rapidly changing precincts of St Kilda Road, Fishermans Bend Urban Renewal Area (FBURA) and Southbank home to some of the tallest buildings in Australia.

Yet, despite its high rise neighbours, South Melbourne maintains a lower scale by accommodating a mix of residential, retail, commercial and industrial uses. It benefits from its proximity to the central city and transport infrastructure and celebrates its lower scale to areas to the north and east and transitioning lower again to the west and south. This presents the South Melbourne Study Area with a distinct urban character and employment function.

South Melbourne is an identified enterprise precinct/creative cluster and is supported by good public transport, proximity to central Melbourne, zoning which supports industries and the South Melbourne Market.

Some key elements of the study area are:

- significant precolonial meeting place of First Nation's People
- characteristic built form reflecting the different functions the areas has accommodated over the last 150 years, that support

a current-day '10-minute' village

- the topography sloping away from the high point of Emerald Hill, accentuated by the tower of the Town Hall
- the orderly grid of 30m wide streets which is informed by, and aligned to Melbourne's Hoddle Grid
- the intimate scale of the laneways is an important contrast to the 'wide' streets
- well defined street corners and highly consistent street wall.
- subdivision pattern: in many parts of the study area, a fine grain subdivision pattern predominates, intersected with a network of laneways. In other parts, site consolidation and slum reclamation have resulted in larger lot sizes
- freestanding landmark buildings (Park Towers, the South Melbourne Market and Town Hall)
- view lines through and beyond the precinct
- mostly low scale buildings in contrast to the adjoining higher density precincts to the north, east and north/west
- distinct precincts: the area can be divided into a number of different character areas that are defined by common features around heritage, land use, building form
- concentrations of employment in Creative Industries (defined at State level as an 'enterprise precinct')
- impacts of climate change, specifically potential for increased flooding and the urban heat island effect.

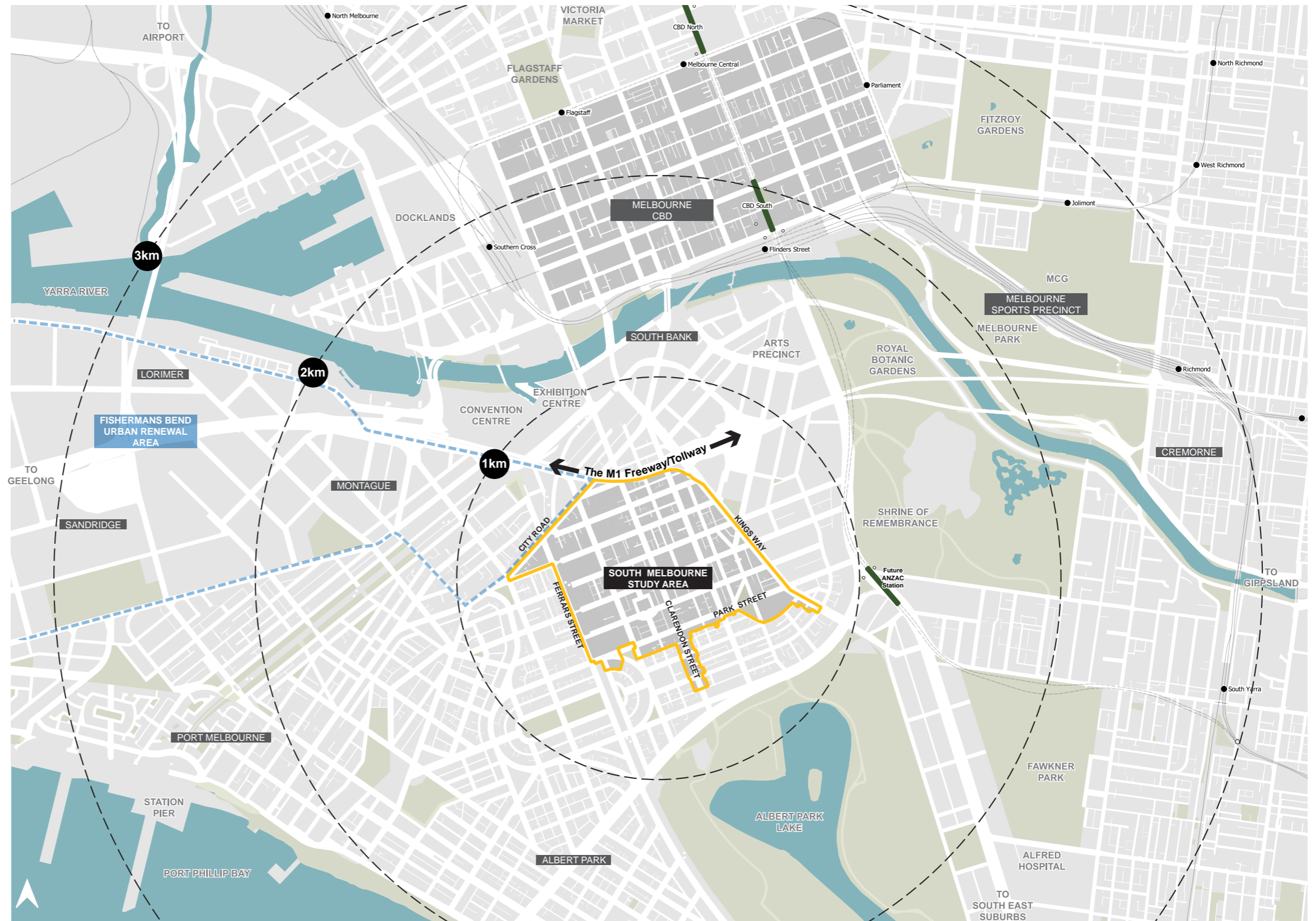
Overview

South Melbourne Major Activity Centre is strategically located within two kilometres of Melbourne's centre and Docklands. The area is flanked by Southbank, St Kilda Road, the Fishermans Bend Urban Renewal Area, Albert Park and Port Melbourne residential neighbourhoods.

The Study Area's boundaries are the M1 Freeway, Kings Way, Park Street and Ferrars Street, extending south along Clarendon Street over Park Street. It includes the triangle of land west of Ferrars Street where City Road meets York Street. The north, west and east boundaries are formed by the strong physical edges of the Freeway, Kings Way and the light rail with established residential areas to the south. The Study Area contains the South Melbourne Major Activity Centre including, at its heart, the Clarendon Street shopping centre and South Melbourne Market. These are important retail, community and cultural assets that draw many people to the area.

Historic residential areas dating from the 1880s directly adjoin the commercial, civic and employment precincts, reflecting the original settlement's mixed use character. Slum reclamation projects from the 1960s such as Park Towers, replaced whole blocks of low scale residential houses with consolidated social housing developments. These developments contrast to their neighbouring areas which often contain a mix of single and double storey 19th century terrace housing.

The Study Area is bounded and crossed by the Principal Public Transport Network with tram and bus services connecting to surrounding neighbourhoods and the broader metropolitan area. Just beyond the Study Area are the Southern Cross Station to the north and (under construction) ANZAC Station.



Overview

Areas zoned to prioritise residential uses are south of Coventry Street and transition through area of mixed uses to the north and east. The non-residential areas include public use, road and rail corridors, industrial and employment areas including the frontage to Kings Way where residential development is also supported.

The context map (right) shows the area schedule of the same zones in areas outside the Study Area. Four main land uses exist within the Study Area: Retail, Commercial/Employment, Residential and Civic. These uses have blended over the years including within buildings.

South Melbourne has a recognised creative cluster of industries. Home to 170 known creative businesses, the majority are located within the C1Z, C2Z and the MUZ with the areas of more intensive employment in the north and east parts of the precinct.

The C2Z provides protection for creative industries from potentially conflicting uses such as residential. South Melbourne's creative industries benefit from proximity to Melbourne's CBD, good public transport access, zoning and building stock (former industrial and commercial uses). South Melbourne's continuing role as an enterprise precinct could be compromised by increasing high land values and development pressure.

The Study Area contains several small parks. Given their limited number and sizes, improving connections to nearby larger parks and gardens is important.

Employment land within the Study Area

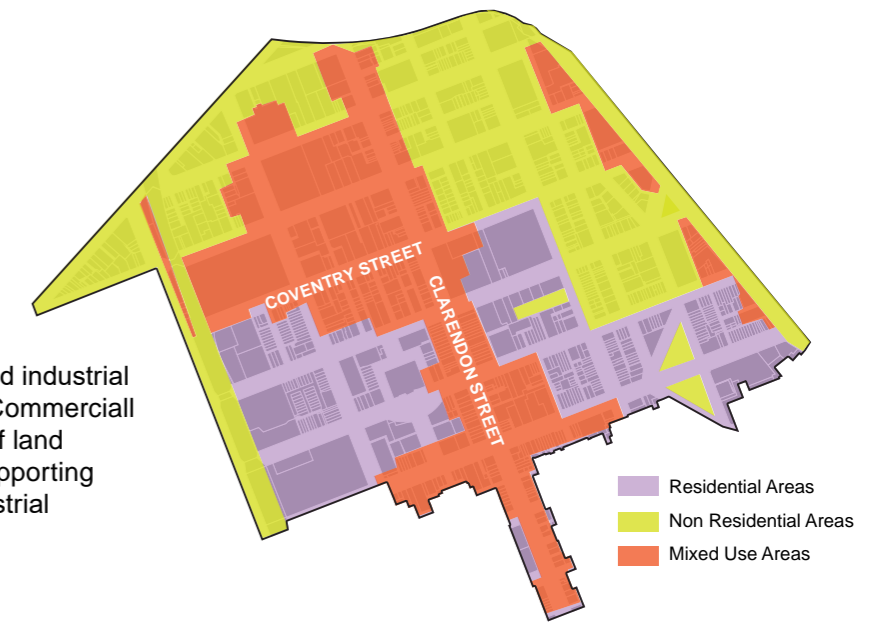
Commercial 2 Zone

Net Sum: **11.1Ha** (14.7% of study area)
 Mean parcel size: **289m²**
 CoPP Commercial 2 Zone: **100%**

Industrial 1 Zone

Net Sum: **0.84Ha** (1.1% of study area)
 Mean property size: **384m²**
 CoPP industrial 1 Zone: **66%**

The two employment zones support office and industrial uses. Within Port Phillip this is the extent of Commercial 2 zoned land contributing most of the 12Ha of land reserved for employment purposes by not supporting residential uses that may conflict due to industrial externalities



Policy Context

Plan Melbourne 2017-2050

Plan Melbourne is the Victorian Government's long term strategic planning document to guide the future growth of Melbourne. It establishes a clear vision for Melbourne by integrating land use, infrastructure and transport planning to meet the greater Melbourne's future environmental, population, housing and employment needs.

The Plan includes nine principles supported by seven outcomes, together with policy directions to be taken to reach those outcomes. It identifies South Melbourne as a Major Activity Centre (MAC). MACs are locations supporting investment and job creation to ensure that employment grows outside the central city and improves access to jobs. They are also locations supporting more housing closer to jobs and public transport.

Plan Melbourne includes the principle of 20-minute neighbourhoods where services, jobs, community services and transport are within a 20-minute walk of residents. The 20-minute neighbourhood concept is central to how planning policy is shaping the next phase of growth and change in established and growth areas of Melbourne.

Plan Melbourne outcomes and strategies relevant to the South Melbourne precinct include:

Outcome 1: Melbourne is a productive city that attracts investment, supports innovation and creates jobs. Relevant policies:

- Create a city structure that strengthens Melbourne's competitiveness for jobs and investment.
- Improve access to jobs across Melbourne and closer to where people live.

Implications for the Precinct

- Understand the precinct's employment needs/potential
- Continue to monitor and recognise the capacity of the South Melbourne Activity Centre to grow and diversify to support local jobs and 20-minute neighbourhoods.

Outcome 2: Melbourne provides housing choice in locations close to jobs and services. Relevant policies:

- Direct the supply of new housing in sustainable locations near jobs and public transport
- Increase supply of social and affordable housing
- Provide greater choice and diversity of housing.

Implications for the Precinct.

- Consider strategic locations for affordable housing.
- Consider where/how to facilitate social and affordable housing

- Develop a Housing Strategy to account for housing growth and promote housing diversity.

Outcome 3: Melbourne has an integrated transport system that connects people to jobs and services and goods to market

Relevant policies:

- Improve local travel options to support 20-minute neighbourhoods.

Implications for the Precinct:

- Encourage a greater focus on an integrated transport system.
- Encourage a greater focus on improving connections to public space for everyone including through a cycling and walking network to link public spaces and key areas through more defined green links.

Outcome 4: Melbourne is a distinctive and liveable city with quality design and amenity. Relevant policies:

- Create great public spaces.
- Promote design excellence.
- Respect heritage as we build for the future.
- Strengthen community participation in planning processes.

Implications for the Precinct

- Prepare Urban Design Framework for South Melbourne.

Outcome 5: Inclusive, vibrant and healthy neighbourhoods.

Relevant policies

- Create a city of 20-minute neighbourhoods.
- Support safe and healthy communities.
- Deliver social infrastructure to strengthen communities.
- Deliver local parks and green neighbourhoods.

Implications for the Precinct.

- Consider ways streetscapes can improve health and wellbeing.
- Deliver on the actions of the Public Space Strategy to address any gaps in the public space network and facilitate diverse, attractive and inclusive public spaces.
- Refine the concept for the 20-minute neighbourhood for an inner-city context.
- Consider opportunities to increase public open space.

Outcome 6: Melbourne is a sustainable and resilient city. Relevant policies

- Mitigate hazard events and adapt to climate change.
- Integrate urban development and water cycle management.
- Make Melbourne cooler and greener.
- Protect natural habitats.

Implications for the Precinct

- Incorporate sustainable outcomes in planning strategies.
- Implement the Public Space Strategy that aim to green and improve public spaces in the precinct.
- Consider opportunities for increased public realm 'greening'.
- Consider innovative ways to address waste management and potential noise pollution.

Melbourne Industrial and Commercial Land Use Plan 2020

The *Melbourne Industrial and Commercial Land Use Plan* (MICLUP) provides an overview of current and future industrial and commercial land use needs across metropolitan Melbourne and includes a framework to better plan for these future needs and to better inform strategic directions.

MICLUP identifies the C2Z land within the study area as 'Regionally Significant Industrial Land' a key industrial area that also contributes to local and regional economies. It identifies the C1Z land as a 'Regionally Significant Commercial Area'. Furthermore, it identifies Kings Way and the M1 Freeway which border the site, as part of the Principal Freight Network.

It identifies the South Melbourne Central Business Precinct as a '**Key Industrial and Commercial Area**' and notes that it:

offers a mixture of service industries and showrooms, offices and warehouses. This precinct is a long-standing key location for creative industries such as design, music, film and television as well as photography. The area enjoys a premium location adjacent to the South Melbourne Major Activity Centre. It has close proximity to the CBD and Fishermans Bend as well as good access to a skilled workforce and public transport services....Planning for the region should...retain and support areas in and around...South Melbourne to continue to develop as key locations for creative industry uses.

Policy Context

Inner Melbourne Action Plan 2016-2026

The Inner Melbourne Action Plan (IMAP) is a collaborative partnership between the municipalities of Melbourne, Port Phillip, Stonnington, Yarra and Maribyrnong. The aim of the IMAP is for the inner Melbourne municipalities to work together to strengthen the liveability, attraction and prosperity of the region, while responding to the challenges of rapid growth.

The *Inner Melbourne Action Plan 2016-2026* (IMAP) sets out a shared vision and goals to create:

- a globally significant, strong and diverse economy
- a connected transport network that provides real travel choices
- diverse, vibrant, healthy and inclusive communities
- distinctive, high quality neighbourhoods and places
- leadership in achieving environmental sustainability and climate change adaptation.

IMAP sets out five goals and 27 strategies which propose areas where councils can work together to progress joint advocacy, policy and projects to help address the impacts of city growth and achieve a more liveable city.

Unlocking Enterprise in a Changing Economy Strategy 2018

The *Unlocking Enterprise in a Changing Economy Strategy* (Victorian Government) identifies South Melbourne as an enterprise precinct, one of three key areas outside Melbourne's CBD to attract new businesses and investment. It has also been identified as a state and regionally significant industrial and commercial precinct (outlined in MICLUP).

Local strategic context

Council Plan 2017-27 provides the blueprint for how Council and the community will work together to create a more sustainable future for our City, ensuring our streets, public spaces and foreshore areas are kept to a high standard.

The 'We are Port Phillip' Council Plan 2017-27' is the long-term vision for the City of Port Phillip. This plan sets out what Council wants to achieve by 2027, and how it will support the current and future health and wellbeing of the City.

It is a single, integrated plan that delivers the Council Plan, municipal public health and wellbeing plan, strategic resource plan, 10-year financial outlook and annual budget.

The Council Plan outlines several investment initiatives for the precinct that are linked to six strategic directions of:

- Direction 1: We embrace difference, and people belong.
- Direction 2: We are connected and it's easy to move around.
- Direction 3: We have smart solutions for a sustainable future.
- Direction 4: We are growing and keeping our character.
- Direction 5: We thrive by harnessing creativity.
- Direction 6: Council's commitment to the community.

Key policies and strategies

Table 1 lists Council policies and strategies that are relevant to the future development of the South Melbourne precinct:

Table 1 Key Council policies

Document	Description
Act and Adapt Sustainable Environment Strategy 2018-28	Establishes Council's commitment to environmental sustainability for the organisation and the wider community ensuring we are continuing to increase greening, biodiversity and using water efficiently in our public spaces.
Move, Connect, Live Integrated Transport Strategy 2018-28	Sets the key priorities to ensure a well-connected transportation future for our City, with a transport network, streets and places that cater for our growing health and safe community.
Don't Waste It! Waste Management Strategy 2018-28	Provides the blueprint for how Council and the community will work together to create a more sustainable future for our City, ensuring our streets, public spaces and foreshore areas are kept to a high standard.
Art and Soul Creative and Prosperous City Strategy 2018-28	Describes the actions Council will take to deliver a creative and prosperous future for our community, ensuring our public places are dynamic and distinctive, activated through art and cultural events.
Places for People Public Space Strategy 2021-31 (Draft)	Informs Council's ongoing planning and investment in public spaces and will transform our existing spaces through an integrated action plan for each of our neighbourhoods.
City of Port Phillip Activity Centre Strategy 2006	Provides a holistic understanding of the role and function of activity centres in Port Phillip including the contribution that they make to the local community. It provides 'key strategic directions' that should be considered as input to any detailed structure planning for a Major Activity Centre. Note: this document is now out of date and will require updating (references Melbourne 2030 instead of Plan Melbourne).
City of Port Phillip Housing Strategy 2007-2017	Sets out a broad vision and makes recommendations for housing and residential development in Port Phillip. Note: this document is now out of date and will require updating.
Port Phillip Heritage Review	Is an incorporated document in the Port Phillip Planning Scheme that outlines the environmental and cultural history of Port Phillip. Note: this document is in the process of being updated and will include a broader and more up to date Thematic History of Port Phillip.
In our Backyard – Growing Affordable Housing in Port Phillip, 2015-2025	Outlines Council's plan to address housing affordability in Port Phillip and reflects Council's commitment to maintaining a diverse, inclusive and equitable City. It identifies the actions Council will take to grow the supply and diversity of affordable housing in our City to address priority local housing needs.
Greening Port Phillip, an Urban Forest Approach 2010	Provides the strategic framework and policy context for the management of trees in Port Phillip, ensuring that greening in our public spaces enhances the amenity, liveability, character, sustainability and biodiversity of our City. Note: this document is now out of date and will require updating.

Surrounding Areas

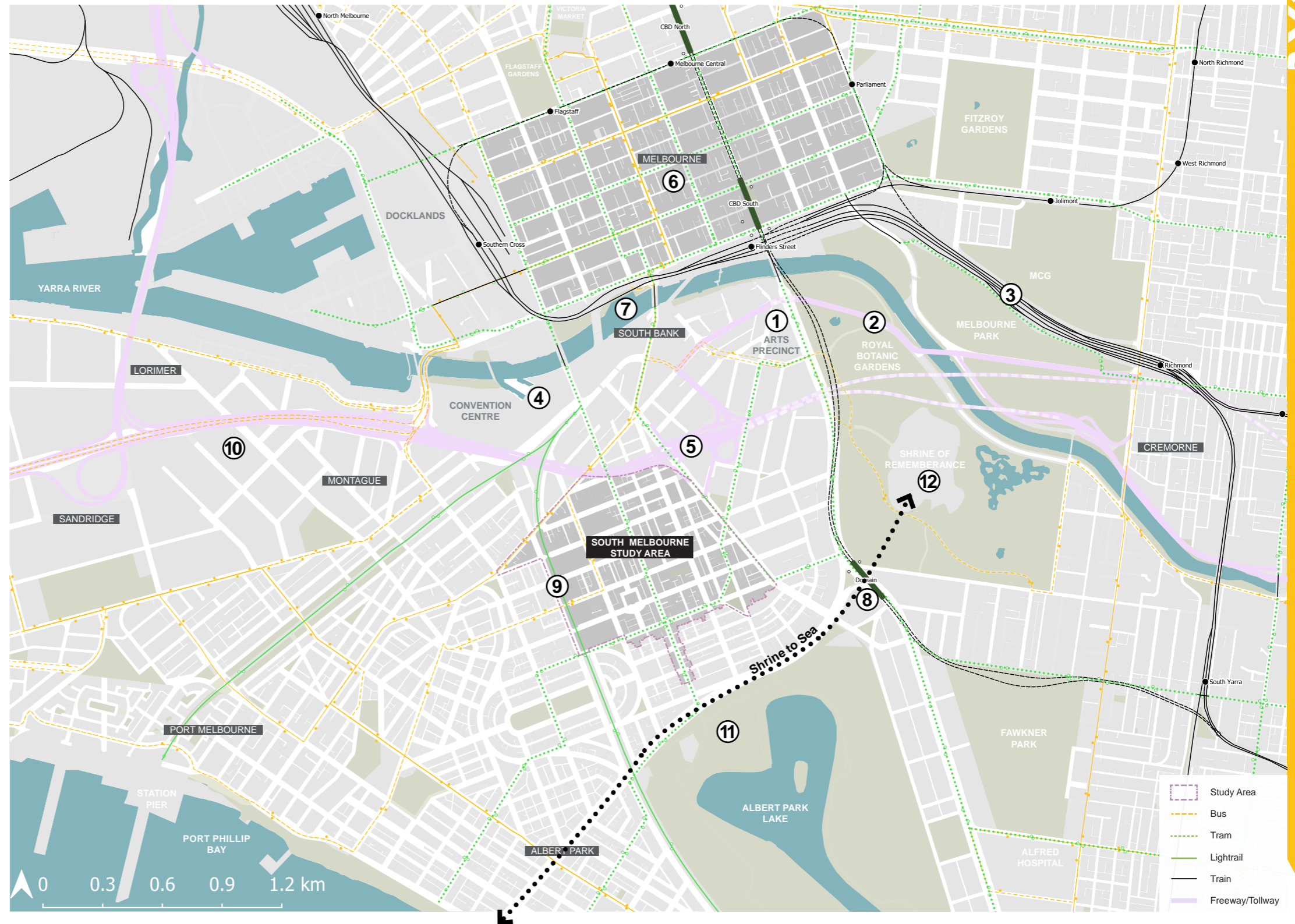
South Melbourne is close to central Melbourne, the Port of Melbourne, major recreational areas, other centres and attractions. It has good access to many transport connections.

Colonial development was established on the higher ground surrounded by wetlands and watercourses. The low-lying areas were later developed into employment areas, public parks, gardens and sports fields.

To the west, Fishermans Bend is a designated urban renewal precinct with capacity to accommodate significant growth in employment, housing and population. It currently lacks public transport infrastructure, or clear, amenable pedestrian connections to South Melbourne Activity Centre.

South of the Study Area is the planned Shrine to Sea project that will create a boulevard connecting the Domain Gardens to Port Phillip Bay via Albert and Kerferd roads. The Victorian Government announced \$13 million for this project's delivery as part of the 2017/18 state budget.

- 1. Arts Precinct
- 2. Royal Botanic Garden
- 3. Sports Precinct
- 4. Convention and Exhibition Centres
- 5. M1 Freeway/Tollway
- 6. Melbourne CBD
- 7. Yarra River
- 8. (Future) ANZAC Station
- 9. Light Rail
- 10. Fishermans Bend Urban Renewal Area (FBURA)
- 11. Albert Park
- 12. Shrine of Remembrance





① Arts Precinct

Melbourne's Arts Precinct hosts galleries, theatres and education facilities for the visual and performing arts. Collectively they contribute to Melbourne's cultural and creative identity.



② Royal Botanic Gardens

Melbourne's Royal Botanic Gardens contribute to Melbourne's public open space and attractiveness. Used by people for recreation and relaxation, the Gardens are loved by locals and visitors for its picturesque and gardenesque design and diverse mix of landscapes, plants and animals.



③ Sports Precinct

Featuring the Melbourne Cricket Ground and Melbourne Park (Tennis Centre) this cluster of sporting facilities is also used for large scale events and performances offering exceptional facilities and connections to the central city and public transport infrastructure.



④ Convention & Exhibition Centres

The Convention Centre and Exhibition Centre host corporate events and displays throughout the year. With direct connections to the central city, hotels and transport infrastructure, commercial ventures and trades are attracted from all over the world to share knowledge, technology and products.



⑤ M1 Freeway

Abutting the northern extent of the Study Area is the elevated M1 Freeway with direct access to the West Gate Bridge and CityLink from the north-east corner.



⑥ Melbourne's CBD

Melbourne's Central Business District hosts an array of activities with legal, education, commercial, retail, entertainment and banking precincts situated in an area twice the size of the Study Area. With a growing population and large scale developments, the skyline of the CBD continues to evolve with some parts of it overshadowing the Study Area throughout the year.



⑦ Yarra River

Located a few hundred metres to the North of the Study Area is the Yarra River. The river is a significant landmark for both Aboriginal and colonial heritage. Today, it is the setting for tourism and entertainment with high density living and large scale urban renewal extending the central city across to Southbank over the past 30 years.



⑧ (Future) ANZAC Station

Due to be completed in 2025, the underground ANZAC Station will provide a new tram/train interchange point and improved public transport services to the east of South Melbourne.



⑨ South Melbourne Light Rail

The South Melbourne Light Rail service connects the Precinct to St Kilda, Middle Park, and the CBD along the grade separated St Kilda rail reserve. The corridor defines the Study Area on the western edge and features numerous heritage listed buildings and bridges. Some buildings have been re-purposed as community facilities.



⑩ Fishermans Bend Urban Renewal Area

The Fishermans Bend Urban Renewal Area (FBURA) is undergoing rapid change with medium and high density developments emerging in recent years. This is expected to continue to grow and provide housing and mixed use development capacity for the City of Port Phillip.



⑪ Albert Park Lake

To the south of the Study Area is the Albert Park Lake. This provides sporting facilities and recreation reserves in a picturesque setting that attracts sporting events from across Melbourne throughout the year. Once a year, it hosts the Australian Grand Prix bringing tourism and international attention to the area.



⑫ The Shrine of Remembrance

Officially opened in November 1934, The Shrine of Remembrance was built to provide a place to grieve and remember Victorians killed in WW1. It is positioned on a high point and on an axis with South Melbourne Town Hall.

Population, Density & Economic Profile

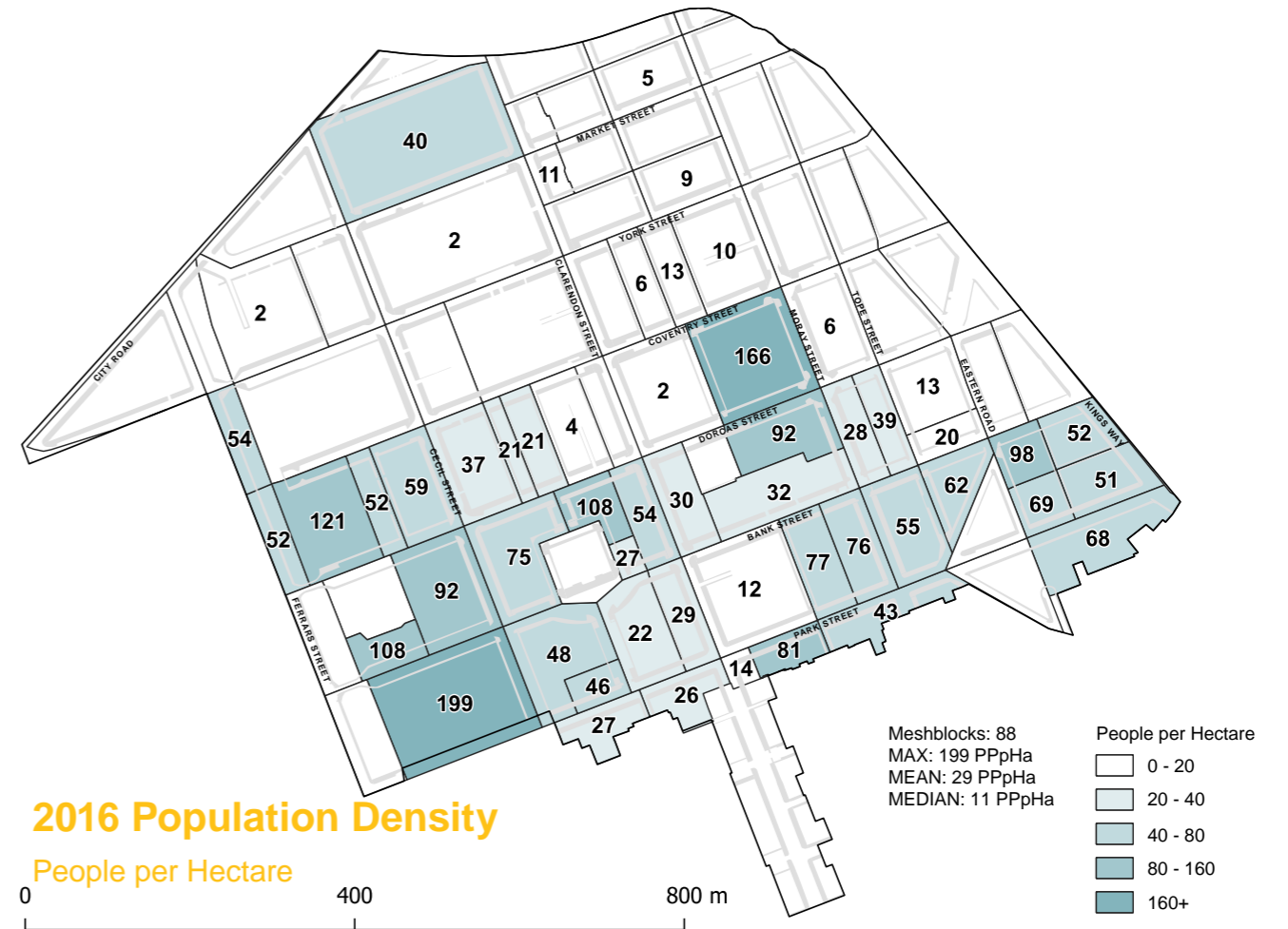
The statistics referenced below have been sourced from both 2016 Census data for dwelling and population at a meshblock scale, and I.D. data that offers more recent but larger scale statistics at a precinct scale. The 2016 Census provides a guide to the location and quantity of dwellings and population. However, some areas have experienced significant change since the 2016 Census and the 2021 Census is anticipated to provide a more accurate assessment when it is released in 2022. In addition, it should be noted that to avoid data distortion, the southern extent of the Study Area has been excluded from Census calculations as the larger portion of the meshblocks are outside the Study Area.

More recent ID data has been acquired for the broader area of South Melbourne (beyond the Study Area) showing a residential population in 2019 of 13,509 having grown at a rate of 2.7% pa or 3166 residents over the previous decade. This represented 12% of Port Phillip's population of 115,600 in 2019. Residential areas are mainly confined to the southern half of the Study Area with the highest densities associated with public housing at Park Towers and Moray Street. According to the ABS 2016 meshblock dwelling and population data, the Study Area shows a resident population of 2480 people (less than 20% of the South Melbourne population in 2019). Its median population density (people per Hectare) is 11 Pp/Ha while its mean density is 29 Pp/Ha and highest density at 199ppHa.

In 2016, the South Melbourne Study Area had 1535 dwellings in total. There are several meshblocks without any residential buildings and others with only a few dwellings. Some increase has occurred with several mixed use developments completed between Market & Coventry / Clarendon & Cecil streets. Based on 2016 Census data, the mean density is 17 Dwp/Ha and highest density at 129 Dwp/Ha.

South Melbourne's resident density (people per dwelling) is 1.7 Pp/Dw while its mean density is 1.6 Pp/Dw. South Melbourne's highest density is 4.3 Pp/Dw although the meshblock only has a relatively small population.

Port Phillip's economy has a value of \$14.3 Billion that supports 21,000 businesses and 95,000 local jobs for 72,000 residents. The largest proportion of these jobs are within the Professional, Scientific, and Technical Services sectors. Further analysis is currently being undertaken in collaboration with the Victorian Government and other local councils to gain additional insight into the economic and employment outcomes in South Melbourne and other employment precincts.



10 Dwellings per Hectare include detached and semi-detached housing generally with some commercial buildings within the meshblock.



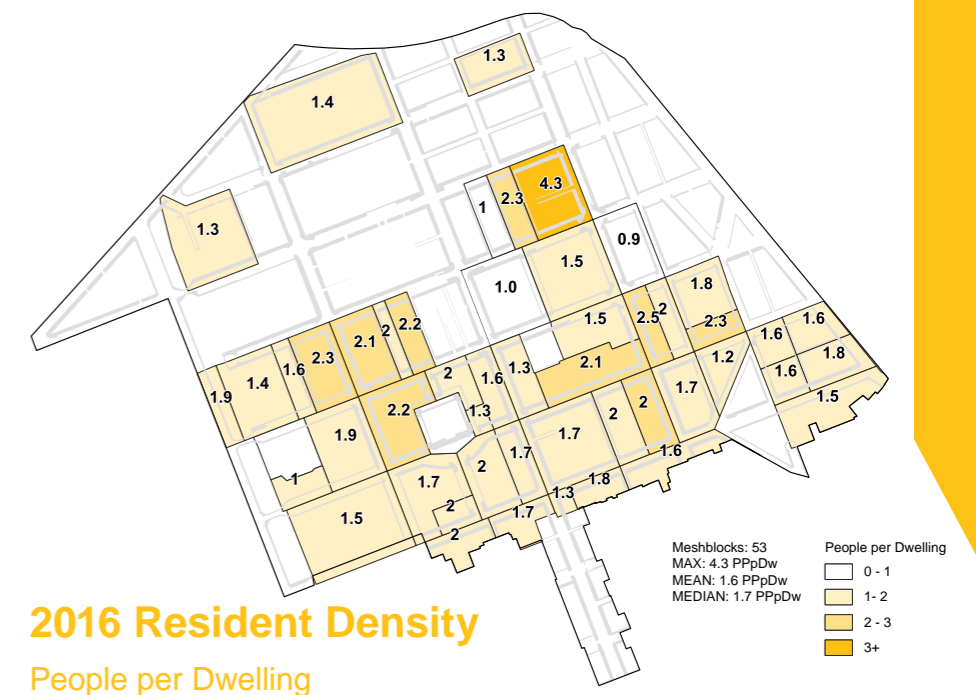
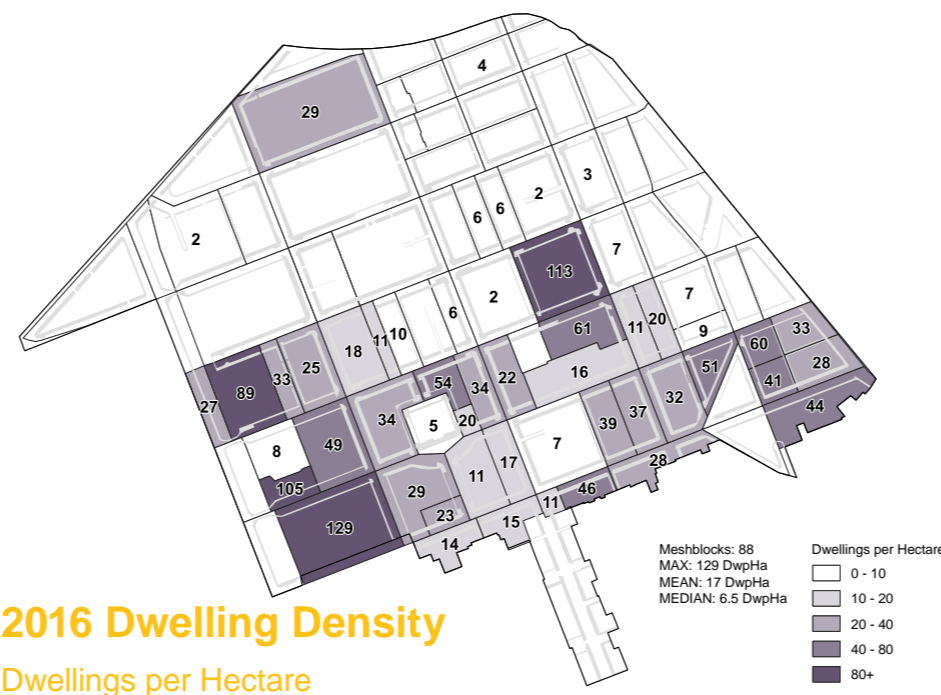
25 Dwellings per Hectare include terrace housing built up to the title boundary with little backyards and shared party walls.



50 Dwellings per Hectare include 21 century row houses with no back yards and small parcels containing 100% site coverage.



100 Dwellings per Hectare include strata titles of four or more storeys with apartments and flats and no commercial developments within the meshblock.



Energy, Water & Waste Management

Council has set a goal of net zero carbon emissions for the community by 2050, in line with the Victorian Government target. Emissions from land-fill, electricity and gas use contribute significantly to climate change.

A challenge in South Melbourne will be transitioning to waste and recycling system with four separate waste streams (food and organics, glass, mixed recycling and general waste). The broad mix of office, retail and residential properties means space allocation for waste storage and collection is varied and in some cases limited.

Properties in South Melbourne use approximately 135 MWh of electricity annually, approximately 13% of the total used in Port Phillip. Of this, 41.7% is used in residential properties, 38.1% in industrial uses and 27.2% in commercial properties. Many properties in South Melbourne have solar panels with a capacity of over 1.3MW. This is less than most suburbs in Port Phillip (by postcode).

Properties in South Melbourne use approximately 3,226 MJ of gas annually, approximately 10% of the total in Port Phillip. Of this, 53% is residential use and 47% is commercial and industrial uses.

More than 1,300ML/y of potable water is used in properties in South Melbourne. Increasing development and population require further water infrastructure and supply.

Commercial areas have high site coverage with very few gardens and extensive areas of pavement within the road reserves reduces the ability to absorb rainfall. As well as future concerns of sea level rise and inundation from the Yarra River, the low lying areas along Kings Way and in the Fishermans Bend Montague Precinct are subject to flooding which is expected to increase due to climate change impacts.

The datasets for electricity, gas, water and sewage infrastructure have been mapped but were omitted from this document due to privacy and intellectual property considerations.

Energy



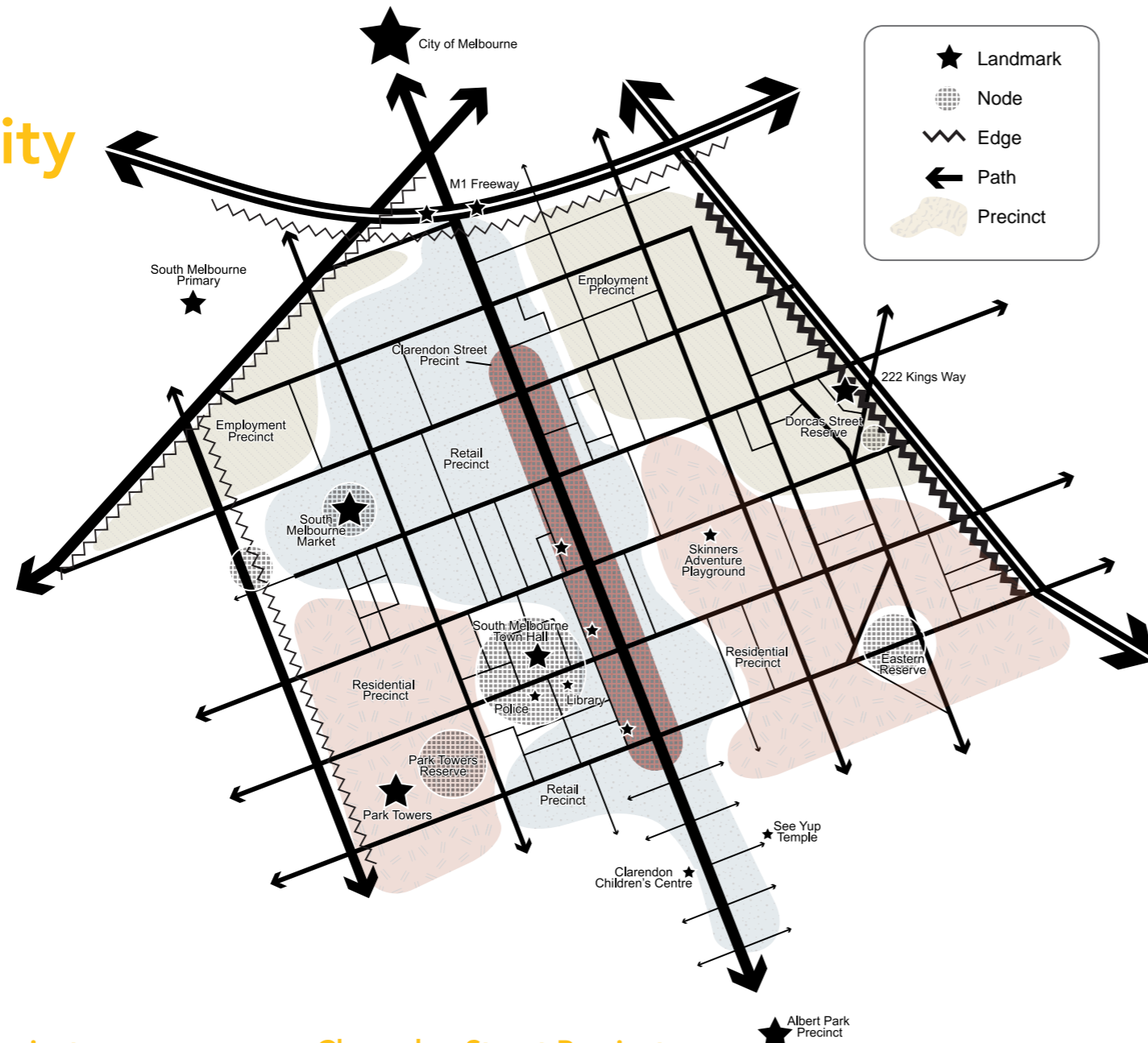
Water



Waste



Legibility



South Melbourne's major landmarks act as markers and include the Town Hall, Park Towers, Clarendon and Park Street shops, the South Melbourne Market (which also acts as a node) with other smaller ones such as the See Yup Temple.

Nodes are places or locations that people can enter and occupy such as civic place outside the Town Hall, the South Melbourne Market, Eastern Road parks.

South Melbourne's borders are defined by major roads. The M1, Kings Way, Ferrars St, City Road, Albert Road form clear, but relatively permeable, boundaries or edges.

South Melbourne has a clear and legible network of major streets in a grid pattern intersected by smaller laneways. South Melbourne has 30m wide streets with blocks approximately 200m long by 100m wide, similar to central Melbourne but without intermediate 'little' streets. South Melbourne's paths are well connected and integrated with the surrounding parts of the city.

Residential Precinct



- Heritage Overlay (HO) 440 Emerald Hill Residential heritage precinct applies to the residential and commercial areas surrounding the South Melbourne Town Hall. It has houses, hotels, commercial, civic and community buildings predominantly dating from the 19th and early 20th centuries
- The HO, and fine grain subdivision, mean that new development will be focused on 'infill', non-contributory sites and the larger consolidated social housing sites.
- Residential zoned land is not included within DDO8

Clarendon Street Precinct



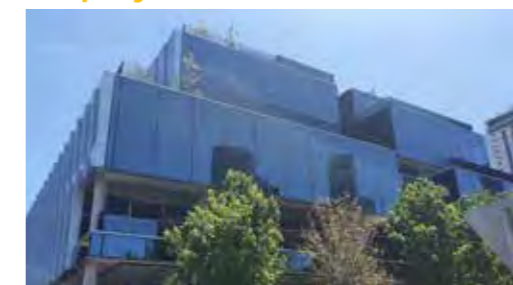
- Characterised by low-rise Victorian area shopfronts with fine grain subdivision pattern
- Recent 'shop-top' development is setback above the heritage façade, consistent with adjacent view line requirements
- Structured weather protection
- Well equipped with street furniture
- High transparency
- Splayed corners
- Almost no vehicle crossovers

Retail Precinct



- Links Clarendon Street to the Market, forming part of the wider activity centre
- Has experienced development activity in the last 20 years with mixed use buildings of up to 11 storeys
- Recent developments have a 'wedding cake form' in response to planning controls
- Larger lot sizes with zero street setbacks. Heritage buildings here are often isolated amongst more recent development
- Has high site coverage (over 80%)
- Vehicle entry points largely confined to right-of-ways and lanes

Employment Precinct



- Has high site coverage (over 90%)
- Has a higher number of vehicle crossovers than the other precincts
- North east:
 - Recently applications have been approved for seven or more storeys reflecting a trend to consolidate lots to accommodate larger developments
- Is highly permeable for both pedestrian and vehicle traffic, with larger blocks intersected by a number of 'regular streets'
- Contains a number of contributory buildings outside a HO
- North west:
 - Majority of buildings are under 10m, with >9m street wall
 - Partly within HO4 (City Road Industrial Heritage Precinct)

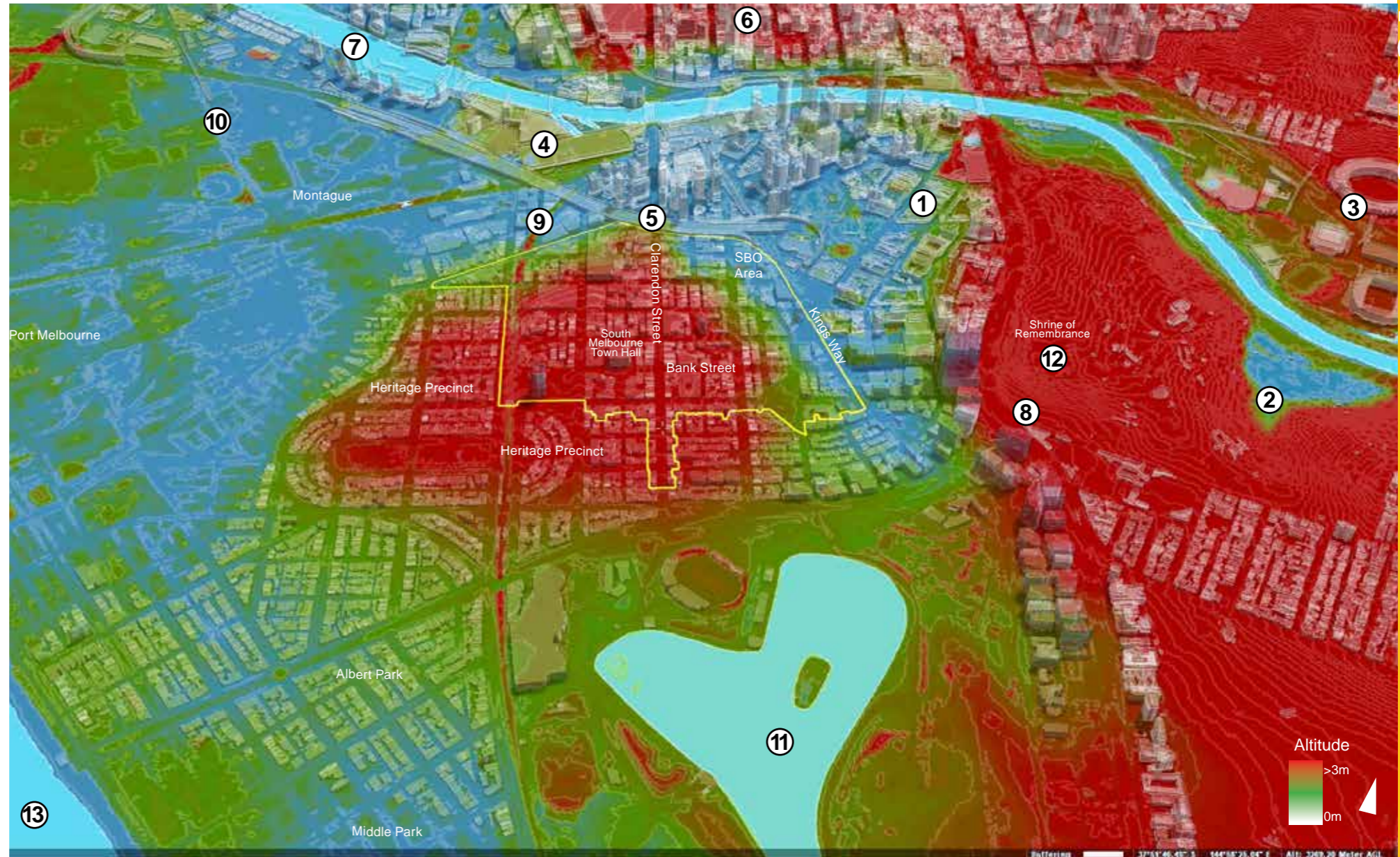
Topography

Surrounded by the Yarra River, Port Phillip Bay and Albert Park Lake, South Melbourne's distinctly elevated position designates the precinct as topographic landmark. The original village was developed on the higher land surrounded by these water bodies and flood prone areas, which now host parks and gardens.

The elevation of Emerald Hill is accentuated by the Town Hall Clock Tower. From Emerald Hill, land slopes away in all directions, most sharply to the east of Clarendon Street towards Kings Way. As a consequence of this topography, buildings act as prominent landmarks which are visible from many locations within the precinct.

Walkability is enhanced with relatively flat topography within the retail areas west of Clarendon Street while to the east, the land slopes to a low point along Kings Way.

Another visually prominent feature is the M1 Freeway. It provides direct access to greater Melbourne and regional Victoria and funnels cross-city traffic from the south-east to central, north and west Melbourne. The elevated freeway is a strong horizontal element equivalent to four storeys (around 15m) along the northern edge of the precinct. The land under this elevated freeway forms a corridor along the northern edge of the precinct which is mostly underutilised space used for car parking.



Landmarks

1. Arts Precinct
2. Royal Botanic Garden
3. Sports Precinct
4. Convention and Exhibition Centres
5. M1 Freeway/Tollway
6. Melbourne CBD
7. Yarra River
8. (Future) ANZAC Station
9. Light Rail
10. Fishermans Bend Urban Renewal Area (FBURA)
11. Albert Park
12. Shrine of Remembrance
13. Port Phillip Bay

Flooding

Surface Water, Sea Level Rise and Storm Tides

Low-lying areas of South Melbourne are prone to flooding. Kings Way was built over a former creek that drained towards the Yarra River. Areas surrounding City Road and Ferrars Street, including light rail underpasses flood regularly.

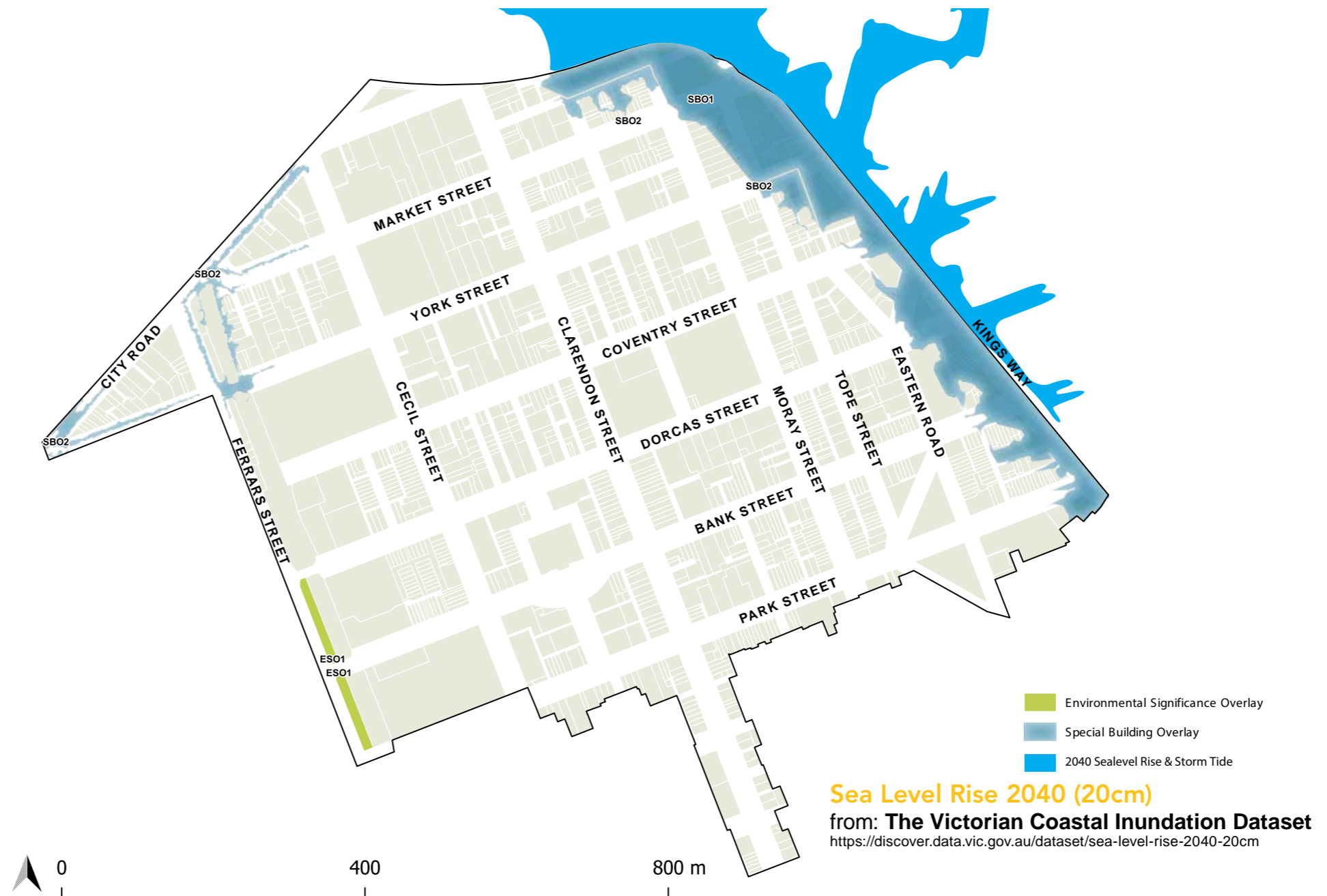
Flooding causes damage to private properties and public assets, including buildings, roads and open space. Flooding also causes disruption to transport, businesses and services and increases insurance costs.

Areas of South Melbourne are within Special Building Overlays set by Melbourne Water and Council. Within these overlays, new development is subject to special conditions that can include ground floor levels of new development set above the flood level, or limitations on basement parking that may result in adverse public realm outcomes such as diminished street activation, viability of retail and commercial buildings and compound equitable access issues from public to private areas.

Rising groundwater levels are also likely to increase flooding in low-lying areas, particularly where soil and groundwater may have high levels of contamination.

Climate change, including sea level rise, changing rainfall patterns and extreme weather events could see more properties flooded more often or more severely.

Increased development in the Yarra River Catchment creates additional hard surfaces such as roads, car parks and roofs. These add to stormwater volumes entering the drainage network and, compounded by the projected increased sea level rise of 200mm by 2040 highlight the need to address the current flood issues and mitigate risk of future inundation.



Overlays

Special Building Overlay 1 (SBO 1) relate to floor levels of building design to avoid ground floor inundation where Melbourne Water is the relevant floodplain management authority for the purposes of Clause 44.05-5

Special Building Overlay 2 (SBO 2) states that a permit is not required for an open sided carport, or other open sided structure such as a verandah or pergola and a fence that is the same height and constructed of similar materials as an existing fence. Applications are to be considered by the City of Port Phillip as the authority responsible for local drains.



York Street Flood Image:
May 10, 2016 by Picture: Richard Serong

Vistas

View lines

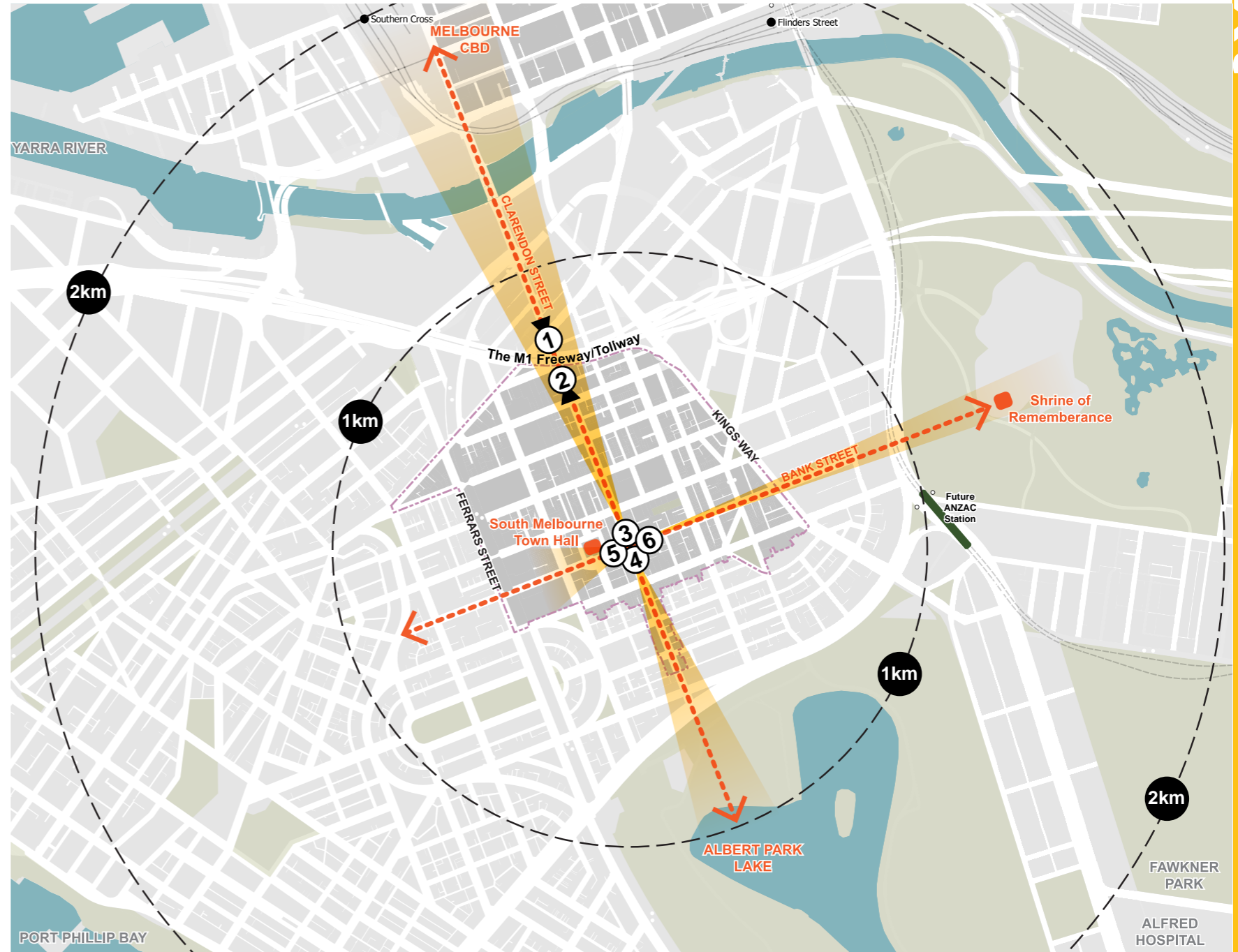
There are several important views along Clarendon Street to the high-rise buildings of central Melbourne and Southbank, and along Bank Street to the landmarks of the Shrine of Remembrance and South Melbourne Town Hall.

These views are a defining element of South Melbourne's character, locate the area within its broader context, and assist in orientation and way-finding.

Thresholds

Several significant thresholds occur on the boundary of the Study Area defined by different building types, forms and scales. The most prominent of these thresholds is at the northern end of Clarendon Street as it passes under the M1 freeway overpass. Beyond this threshold, the central city's tall and super-tall buildings contrast with South Melbourne's relatively modest building heights and defined street walls. This pronounced transition (illustrated in the Clarendon Street elevation on the next page) demonstrates the change in character from the City of Melbourne to the City of Port Phillip.

Although there are opportunities for larger developments in the Study Area (emerging in Montague and the employment precincts), the broad, high amenity streetscape and low-rise development along Clarendon Street contributes significantly to South Melbourne's identity and feeling of openness and light.



Looking north on Clarendon Street from the M1 freeway overpass threshold.

Predominantly no defined street-wall with large scale developments not set back from the street.

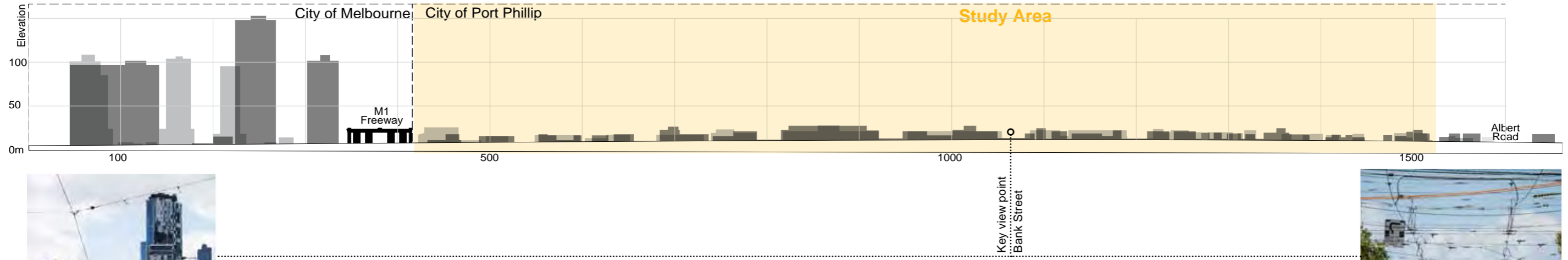


Looking south on Clarendon Street from the M1 freeway overpass threshold.

Predominantly two storey streetwall with new developments set back from the street.

Vistas

Clarendon Street Elevation



③

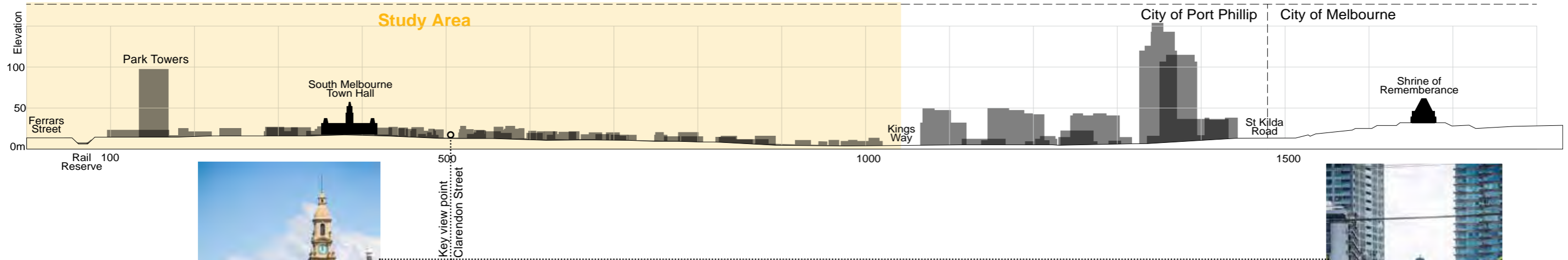
Key view looking north to the City of Melbourne on Clarendon Street (from Bank Street)



④

Key view looking south to Albert Park on Clarendon Street (from Bank Street)

Bank Street Elevation



⑤

Key view looking west to the Town Hall on Bank Street (from Clarendon Street)



⑥

Key view looking east on Bank Street to the Shrine (from Clarendon Street)

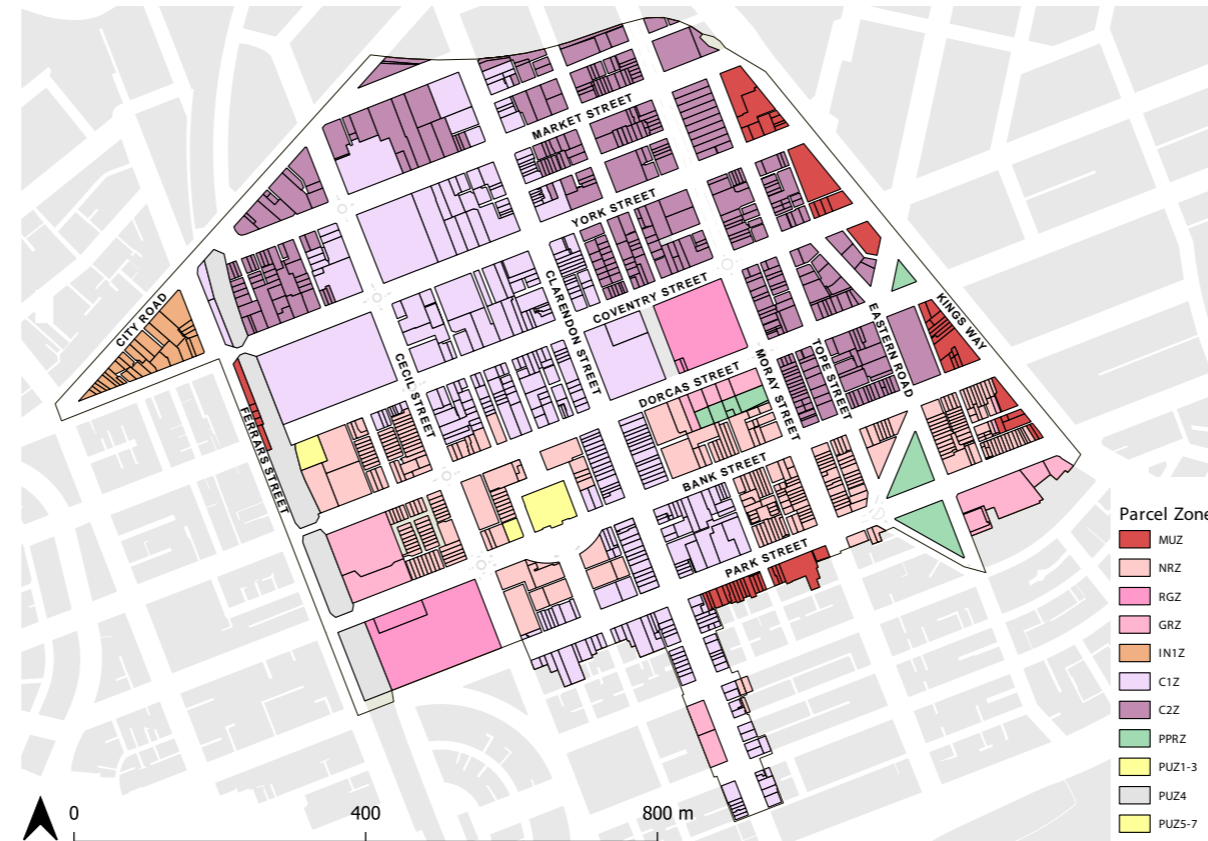
Land Uses

Zones

New development is regulated by the planning provisions, zones and overlays in the Port Phillip Planning Scheme.

The predominant zones within the Study Area include Commercial Zones (C1Z and C2Z) and Residential Zones (NRZ, RGZ, GRZ and MUZ). There are a number of sites along the Kings Way corridor within the MUZ, and a triangular Industrial 1 Zone bounded by Ferrars Street, City Road and York Street. There are several isolated sites within the Public Use Zone and the Public Park and Recreation Zone.

A total of 58% of the study area is within the C1Z (32%) and the C2Z (26%). One of the unique features of the study area is the C2Z (11 Hectares of freehold land), the only precinct with this zone in the City of Port Phillip.



The purpose of the C1Z is to create vibrant mixed use commercial centres for retail, office, businesses, entertainment and community uses, whilst also accommodating residential uses at densities complementary to the role and scale of the commercial centre.



The purpose of the C2Z is to encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services, while also ensuring that uses do not affect the amenity of adjacent, more sensitive uses. Accommodation is a prohibited use within C2Z.



A triangular portion of IN1Z land is located on the north-west edge of the Study Area. The purpose of this zone is to provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.

Creative industries

The majority of creative businesses in South Melbourne are clustered within the Commercial 1 Zone, the Commercial 2 Zone and the Mixed Use Zone.

The Commercial 2 Zone provides the strongest protection by reduced development pressure and rising land costs associated with residential development.

Also, the high proportion of industrial and commercial building stock is suitable for creative businesses that work out of regular hours and require warehousing of large sets, production and audio equipment.

Map source: SUPPORTING ENTERPRISE AND CREATIVE INDUSTRIES, 5.2 South Melbourne Precinct Opportunities.



Land Uses

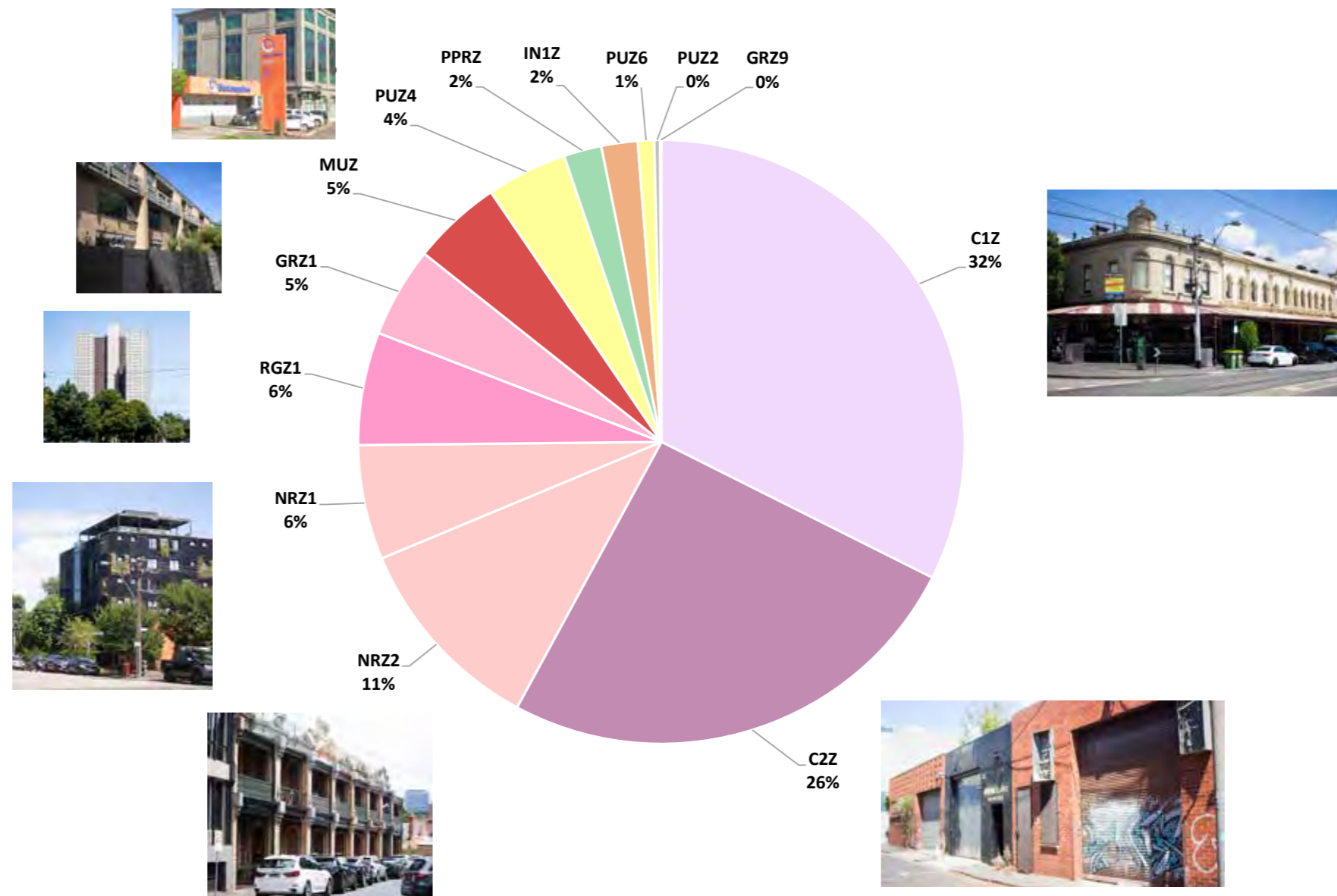


Residential Areas

As well as housing, residential zones allow for educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs in appropriate locations. A total of 33% of the Study Area is within a residential zone (NRZ 17%, RGZ 6%, GRZ 5%, and MUZ 5%)

The specific purpose of each residential zone is:

- **NRZ:** to recognise areas of predominantly single and double storey residential development, to manage and ensure that development respects the identified neighbourhood character, heritage, environmental or landscape characteristics.
- **GRZ:** to encourage development that respects the neighbourhood character of the area, to encourage a diversity of housing types and housing growth particularly in locations offering good access to services and transport.
- **RGZ:** to provide housing at increased densities in buildings up to and including four storeys, and to encourage a diversity of housing types in locations offering good access to services and transport including activity centres.
- **MUZ:** to provide a range of residential, commercial and industrial and other uses which complement the mixed-use function, provide for housing at higher densities, and encourage development that responds to the existing or preferred neighbourhood character of the area.



Schedule	Sum	Study Area	Parcel Size (mean)	Parcel Count
Study Area	75.7Ha			
Parcel Area (Net)	43.5Ha	57.4%	373m2	1180

Zone	Zone Code	Study Area	Parcel Area (net)	Parcel Size (mean)	#Parcels	Footprint	Site Coverage (mean)
Commercial 1	C1Z	18.7%	14Ha	32%	347	11.4Ha	84%
Commercial 2	C2Z	14.7%	11Ha	25%	385	7.0Ha	91%
Neighbourhood Residential	NRZ2	6.2%	4.7Ha	11%	144	3.1Ha	72%
Neighbourhood Residential	NRZ1	3.5%	2.7Ha	6%	173	1.8Ha	72%
Residential Growth	RGZ1	3.5%	2.6Ha	6%	5	0.8Ha	33%
General Residential	GRZ1	2.8%	2.1Ha	5%	14	0.5Ha	47%
Mixed Use	MUZ	2.8%	2.1Ha	5%	62	1.5Ha	78%
Public Use	PUZ4	2.5%	1.9Ha	4%	4	0.2Ha	5%
Public Park and Recreation	PPRZ	1.2%	0.9Ha	2%	9	0.0Ha	0%
Industrial 1	IN1Z	1.1%	0.8Ha	2%	30	0.7Ha	78%
Public Use	PUZ6	0.5%	0.4Ha	1%	2	0.4Ha	95%
Public Use	PUZ2	0.2%	0.1Ha	0.3%	1	0.09Ha	68%
General Residential	GRZ9	0.03%	0.03Ha	0.06%	4	0.02Ha	83%

Land Uses by Property

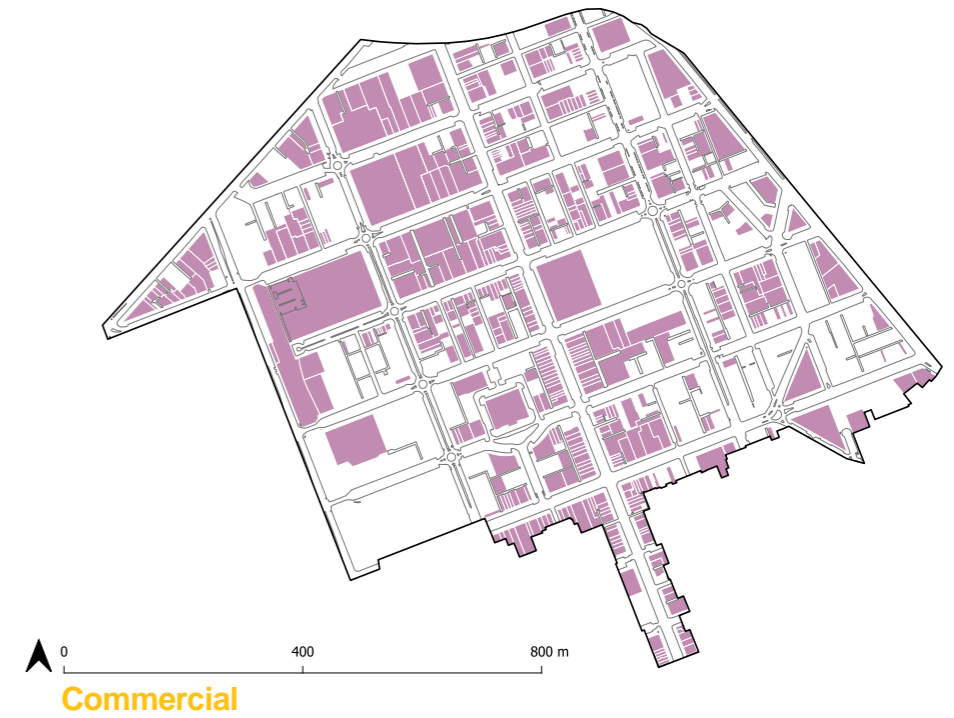
2018 Value Advisory Partners (VAP) Property classifications

There are more than 30 properties that include residential use within the Commercial 2 precincts.

Numerous properties demonstrate both commercial and residential uses.

There is a broad range of small warehouses, factories and industrial uses.

There is a significant amount of commercial use in the industrial zone west of Ferrars Street.



Adjacent Zones

The east, north, and west boundaries of the Study Area are each within Road Zone 1 (RDZ1). They carry large traffic volumes creating strong edge effects and define the precinct's boundaries.

Land uses around the north and east of the precinct include Mixed Use (MUZ) and Capital City Zone (CCZ) that can accommodate large scale, mixed use developments including high-density residential development.

South and west of the Study Area are low-density residential areas in well-established neighbourhoods. These areas have less capacity for major new development with only minor in-fill opportunities in all but the Commercial 1 Zone on Albert Road opposite Albert Park.

Capital City Zone (CCZ)

The CCZ is to enhance the capital city role of Melbourne's central city and as an area of national and international importance.

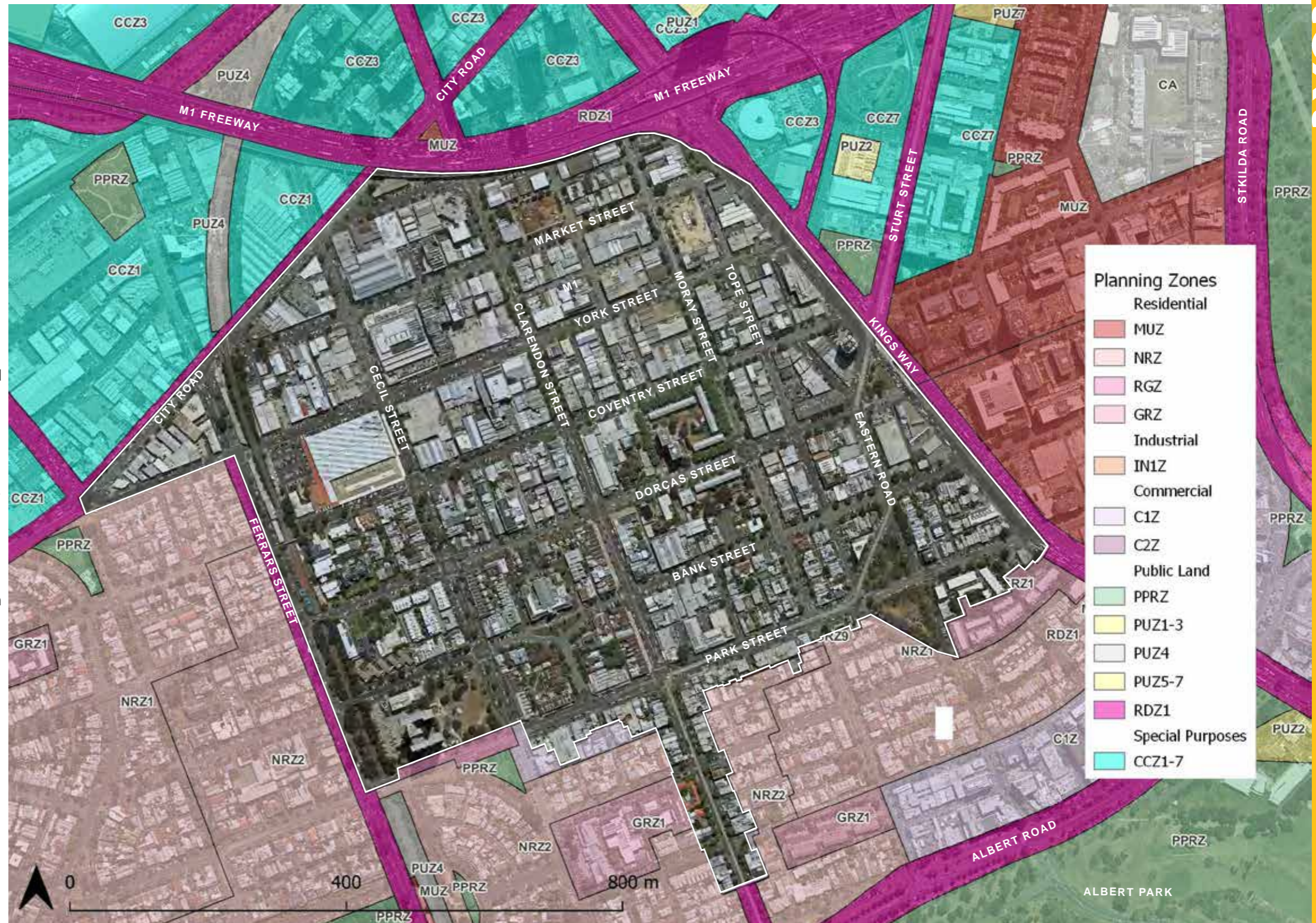
Mixed Use Zone (MUZ)

To the east of the Study Area, the City of Melbourne presents a Mixed Use Zone on larger parcels and larger blocks. The purpose of the MUZ is to provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality, and to provide for housing at higher densities.

East of Kings Way features large floor plates suitable for showrooms and mixed use developments. Although zoned the same on both sides of Kings Way, the City of Port Phillip parcels and blocks are significantly smaller and less likely to realise a similar building type without consolidating parcels or titles.

Neighbourhood Residential Zone (NRZ)

Located to the west and south of the Study Area are Neighbourhood Residential Zones (NRZ1&2). The purpose of the NRZ is to recognise areas of predominantly single and double storey residential development and to manage and ensure that development respects the identified neighbourhood character, heritage, environmental or landscape characteristics.



Extension of the Study Area

Following the initial analysis of existing conditions, a series of logical inclusions have been identified at the southern extent of the Study Area. These additions total 3.25 Ha or an extra 4.2% of the Study Area and have been included to ensure all opportunities within the structure plan can be explored.

The updated Study Area boundary will be featured in future assessments.

1. South Melbourne Community Centre

Address: 1-5 HOWE CRESCENT SOUTH MELBOURNE

Use: Community Centre

Zone: NRZ2

Overlays: HO441

Parcel area:1446m²

Building Area: 600m²



2. Substation Site

Address: 7-9 HOWE CRESCENT SOUTH MELBOURNE

Use: Substation Utility

Zone: NRZ2

Overlays: HO441

Parcel area:1740m²

Building Area: 260m²



3. Commercial One Zone

Address: Parcels fronting DOW STREET

Use: Mixed Uses including residential, office and retail

Zone: C1Z

Overlays: HO440

Parcels 15

Parcel area:2520m²

Building Area: 1612m²



4. General Residential 9

Address: 260 & 262 MORAY STREET

Use: Residential

Zone: GRZ9

Overlays: HO440, DDO8

Parcels 2

Parcel area:195m²

Building Area: 125m²



Map showing hatched areas added to the Study Area

5. City Edge

Address: 36a, 58a NAPIER STREET & 99 EASTERN ROAD

Use: Residential

Zone: GRZ1

Overlays: SBO1

Parcels 3

Parcel area:8900m²

Building Area: 3520m²



6. General Residential 9

Address: 308-310 KINGS WAY

Use: Hotel Accommodation

Zone: GRZ1

Overlays: SBO1

Parcels 1

Parcel area: 982m²

Building Area: 648m²



7. Kings Way Mixed Use

Address: 312-320 Kings Way

Use: Office

Zone: MUZ

Overlays: SBO1

Parcels 2

Parcel area:600m²

Building Area: 532m²



8. Kings Way General Residential

Address: 322 KINGS WAY

Use: Restaurant

Zone: GRZ1

Overlays: SBO1

Parcels 1

Parcel area: 174m²

Building Area: 118m²

