

August 2024

South Melbourne Structure Plan



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The City of Port Phillip 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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Part 1: Introduction

This section provides an overview of South Melbourne's context and the development of the South Melbourne Structure Plan



Introduction

The South Melbourne Structure Plan sets out the long-term strategic vision for South Melbourne and an action plan on how it will be achieved. This section introduces the Structure Plan Area, strategic context and how the Structure Plan was prepared.

South Melbourne is a vibrant inner urban location with an engaged community, a diverse mix of housing and businesses, and a rich aboriginal cultural heritage and post-contact cultural heritage. These attributes, as well as its location between Melbourne's CBD and Port Phillip Bay, mean that South Melbourne will continue to be an attractive location to live, work and play.

The South Melbourne Structure Plan responds to the key planning issues and opportunities identified in the *South Melbourne Structure Plan Background Report* (City of Port Phillip, August 2024). It is also underpinned by various detailed investigations and analysis, including technical reports, demographic data, and community feedback.

In particular, this Structure Plan is primarily underpinned by these technical reports:

- *South Melbourne Structure Plan: Activity Centre Boundary Report* (City of Port Phillip, June 2024)
- *South Melbourne Structure Plan: Zoning Anomalies Report* (City of Port Phillip, June 2024)
- *South Melbourne Employment, Economic and Land Use Study* (Urban Enterprise, November 2023)
- *South Melbourne Built Form Review* (Hodyl & Co, August 2024)



Figure 1 – Relationship between the South Melbourne Structure Plan and other strategic documents.

- *Built Form Review: South Melbourne Major Activity Centre & Employment Precincts Heritage Built Form Analysis & Recommendations* (GJM Heritage, June 2023)
- *South Melbourne Heritage Study* (Trethowan, May 2023)
- *South Melbourne: Transport, Movement & Place Study* (Ratio Consultants, November 2023)
- *South Melbourne Public Realm Framework 2024-2044* (City Port Phillip, July 2024).

Figure 1 shows the relationship between the South Melbourne Structure Plan, the above documents and other key strategic documents, along with the implementation.

This document is organised into three parts:

- **Part One: Introduction** – This section provides an overview of South Melbourne's context and the development of the Structure Plan.
- **Part Two: Vision and Framework** – This section sets out the vision, along with the objectives and actions across four themes to deliver the vision for South Melbourne.

- **Part Three: Delivery and Implementation** – This section sets out the steps to implement the Structure Plan.

Together, these chapters will lay the foundation for public and private investment to achieve the vision for Future South Melbourne.

Why does South Melbourne need a new structure plan?

Plan Melbourne 2017-2050, the Victorian Government's metropolitan planning strategy, guides the way Melbourne will grow and change to 2050 while remaining a liveable city. As a designated Major Activity Centre (MAC) and Enterprise Precinct, South Melbourne is required to play a significant role in achieving the directions of the Strategy, particularly regarding housing and employment.

With the population in South Melbourne expected to grow by 28.8% from 9,105 in 2021 to 11,730 in 2041¹, a structure plan is required to help the City of Port Phillip plan and manage growth and change in the centre, while at the same time responding to community aspirations and providing vibrant, liveable local places for everyone to enjoy. Structure plans play an important role in setting out the long-term strategic vision for the centre and an action plan on how it will be achieved, in accordance with State Government planning policy. This Structure Plan will be implemented over a 20-year period from 2024 to 2044.

The current *South Melbourne Central Structure Plan* and *South Melbourne Central Urban Design Framework* were adopted by Council in 2005. Planning

¹ Population and demographic statistics are generally based on the South Melbourne neighbourhood, as defined by the City of Port Phillip and ID Consulting, generally using Census data as a foundation.

controls based on these documents were implemented in 2008. Since that time demographic and land use changes have occurred throughout South Melbourne and development pressure has increased. There is also a greater need to address challenge associated with climate change and respond to economic impacts from the COVID-19 pandemic.

Community and stakeholder involvement has significantly advanced the development of this Structure Plan. This input has provided a diverse range of views and valuable insights, ensuring that together the City, community and stakeholders can:

- Strengthen the qualities and attributes of South Melbourne as a unique place
- Protect employment land to ensure employment generating activities and businesses are maintained and encouraged.
- Facilitate enterprise hubs and specifically recognise the importance of creative industries to South Melbourne's economy
- Enhance South Melbourne's economic activity by improving accessibility from the CBD, Southbank, Docklands and the Fishermans Bend Urban Renewal Area
- Consider the changing role of the South Melbourne Activity Centre and the future of retail uses, particularly for Clarendon Street and the South Melbourne Market
- Explore how the Structure Plan could facilitate the Council Plan's goal to create a '10-minute city'

- Ensure that future development and land use in South Melbourne is sustainable, responsive to challenges such as climate change, sea level rise and achieves a high level of environmental performance
- Cater for the forecast population change in South Melbourne
- Embrace South Melbourne's heritage and reflect its rich history and culture

in the design of public spaces and new buildings, along with ensuring cultural guidance in the Structure Plan's implementation

- Ensure South Melbourne's residents, workers and visitors have access to public open space and high-quality streets.



Defining the Structure Plan area

The South Melbourne Structure Plan will apply to the area shown on the map in Figure 2, referred to as the 'Structure Plan Area' in this report. The Structure Plan Area is generally based around key roads, with Clarendon Street bisecting it. The rationale for the Structure Plan Area is explained further in Theme 1: Activities and Uses.

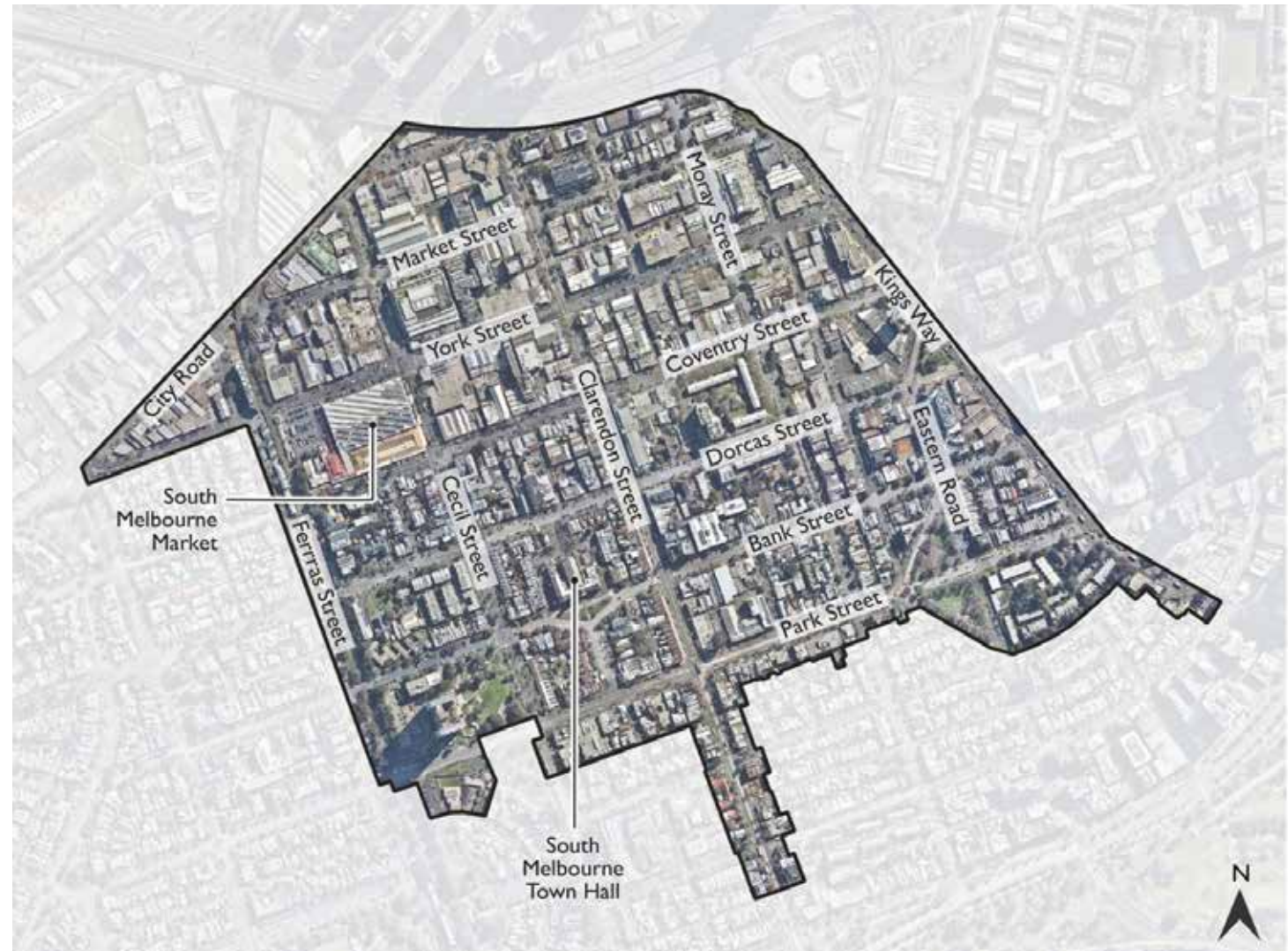


Figure 2 - The black line shows the South Melbourne Structure Plan Structure Plan Area.

Process to date

The South Melbourne Structure Plan is a multi-year project.
The timeline below summarises the process undertaken to date.



Community input

Extensive community engagement has been undertaken to inform the Structure Plan. This section summarises the results from the Phase 1 and Phase 2 community engagement undertaken to inform the project.

Future South Melbourne Phase 1

In March and April 2021, we undertook the first stage of community engagement on a new structure plan, called Future South Melbourne. We wanted to learn what people value about the area and how they would improve it.

Over 500 people participated, via online and hard copy surveys, community conversations, sessions with public housing residents and targeted stakeholder workshops. They told us that they most value:

- Closeness to CBD and beach
- Easy access to green and open spaces
- Strong sense of community
- South Melbourne Market
- Character and heritage
- Distinctive strip shopping.

When asked what they would improve about South Melbourne, they said:

- Increasing greenery and open space to cater for current and future populations
- Improving the perceptions of community security and safety, especially feeling safe in public areas
- Improving cycling and pedestrian infrastructure, lowering levels of traffic and congestion, and providing easier parking
- Managing development so it is of high-quality, caters for a growing population and enhances liveability for current and future residents
- Enhancing access to local services, facilities and infrastructure
- Responding to climate change and improving the environmental sustainability of development and transport to maintain South Melbourne's liveability.

Future South Melbourne Phase 2

In September and October 2022, over 400 people participated in our second stage of community engagement, providing feedback on the *South Melbourne Structure Plan Discussion Paper* (August 2022), which included a draft vision. Nearly three-quarters of survey respondents were supportive or very supportive of the draft vision. We also noted positive sentiments towards the draft vision in community conversation events and meetings with stakeholder groups. Engagement also included consultation with the Bunurong Land Council Aboriginal Corporation and Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation, the Registered Aboriginal Parties for the area.

We received suggestions to include more specific references to First Nations people and South Melbourne's qualities in the draft vision. Other key insights to emerge from the consultation include:

- There is general support for enhancing public space in South Melbourne, including more greenery, sunlight and an improved pedestrian experience, but some people think it should not limit parking and car access.
- People have a range of views about using wide streets for alternative public uses, but feedback agreed on promoting a vibrant streetscape that

encourages visitors and is positive for residents

- Adding vibrancy to the streets through improving walkability would help build a sense of community
- There is some support for activating the Town Hall Reserve by creating a new outdoor public space
- Attracting visitors will help the precinct thrive
- It is challenging to balance heritage protection with increasing density to bring more people to the suburb
- New development must get active street frontages right, so South Melbourne does not become a ghost town
- People think providing vegetation on buildings improves amenity, but some have concerns about maintenance and want to make sure the design and placement of vegetation complements heritage buildings.

Following Council endorsement in December 2022, we ran focus groups on the draft Built Form Design Objectives and Character Statements and Public Realm Framework Objectives in early 2023, to understand how the Structure Plan and *South Melbourne Public Realm Framework 2024-2044* (City Port Phillip, January 2024) can support the design of new buildings and public spaces. This feedback has directly informed this Structure Plan.

Future South Melbourne Phase 3

In February and March 2024, 240 people participated in our third stage of community engagement, providing feedback on the *Draft South Melbourne Structure Plan* (January 2024). The feedback we received informed changes that are reflected in this South Melbourne Structure Plan, including:

- Revising objectives in Theme 1: Activities and Uses to more clearly articulate the need to:
 - Support the future growth of South Melbourne as an integrated Activity Centre and Enterprise Precinct.
 - Support ongoing business growth and economic specialisation in South Melbourne.
 - Support diversification of retail, services and amenities in South Melbourne.
- Shifting content addressing recommended additions to the Heritage Overlay from in Theme 1: Activities and Uses to sit with heritage content in Theme 2: Built Form.
- In response to further built form analysis contained in the *South Melbourne Built Form Review* (Hodyl & Co, August 2024), update built form recommendations applying to specific sites. Appendix D of the *South Melbourne Built Form Review*

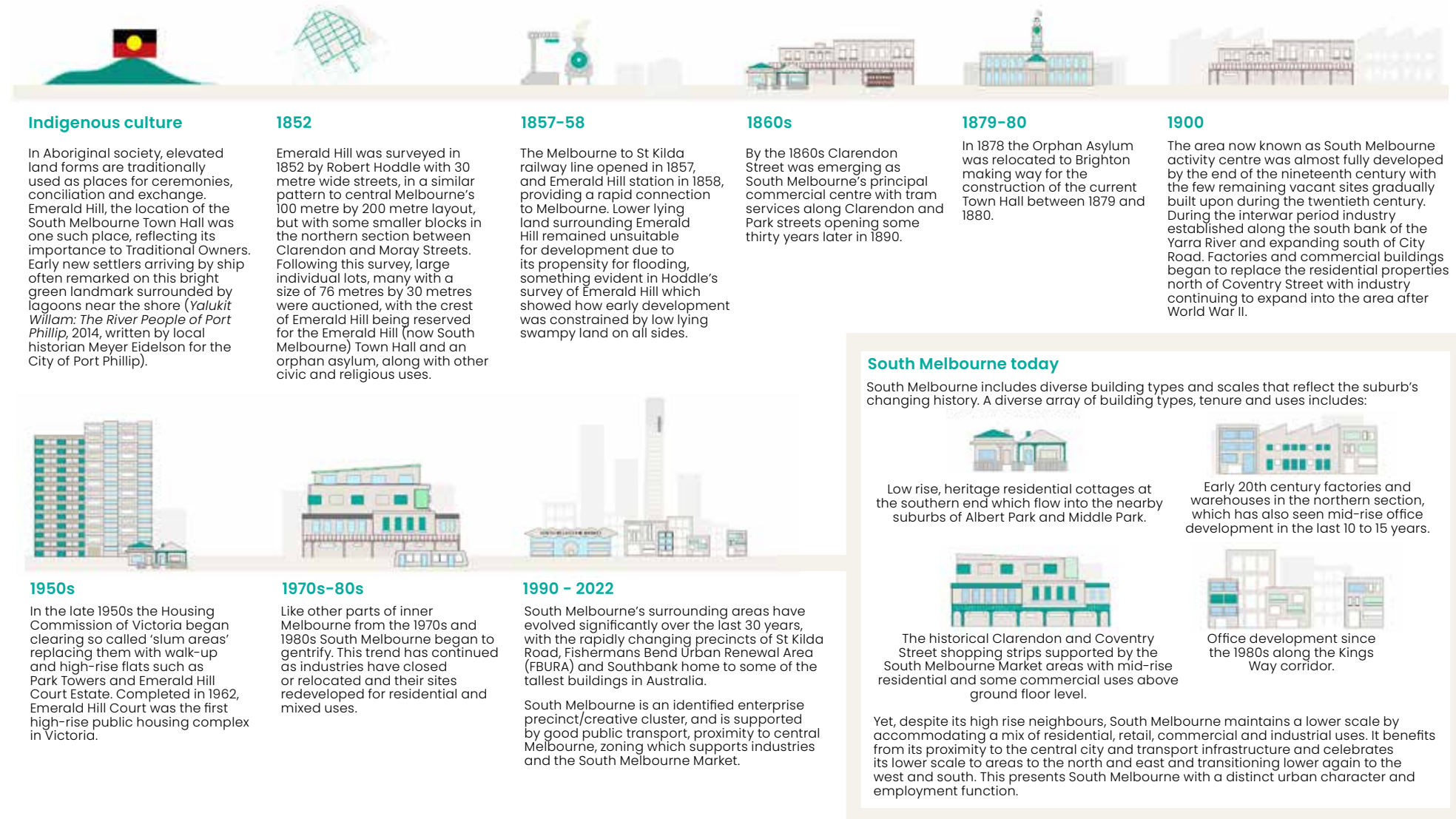
(Hodyl & Co, August 2024) contains further information about the process undertaken to test Floor Area Ratios (FARs) and built form recommendations contained in this Structure Plan.

Updates to the Structure Plan have not altered its overarching direction. The background documents informing the Structure Plan provide a sound and robust strategic basis for a new planning framework to be implemented in South Melbourne by an amendment to the Port Phillip Planning Scheme.



A snapshot of an evolving neighbourhood

South Melbourne has a distinct identity, varied character and mix of uses reflecting its evolution from a meeting place for Traditional Owners and then early colonial settlement, to a vibrant '10-minute' inner city neighbourhood within close proximity to the centre of Melbourne. This timeline shows the key periods of South Melbourne's development, highlighting how South Melbourne's form has been shaped by its underlying topography and flooding, location near the central city, industrial areas and transport infrastructure.



Location in context

South Melbourne is within two kilometres of Melbourne's CBD and Docklands. The area is flanked by Southbank, St Kilda Road, the Fishermans Bend Urban Renewal Area, and residential neighbourhoods in Albert Park and Port Melbourne. South Melbourne's north, west and east boundaries are formed by the strong physical edges of the M1 Freeway, Kings Way and the light rail, with established residential areas to the south. At its heart are the Clarendon Street shopping centre and South Melbourne Market. Both are important retail, community and cultural assets that draw many people to the area. The area is bounded and crossed by tram and bus services connecting to surrounding neighbourhoods and the broader metropolitan area. Southern Cross Station lies to the north and Anzac Station is under construction close by to the east.



Figure 3 – South Melbourne location in context.

Key surrounding landmarks



Albert Park Lake

To the south, Albert Park Lake provides sporting facilities and recreation reserves in a picturesque setting that brings sportspeople from across Melbourne year-round. It hosts the annual Australian Grand Prix, bringing tourism and international attention to the area.



Arts precinct

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



Melbourne Convention and Exhibition Centre

The Convention and Exhibition Centre hosts corporate events and displays throughout the year, attracting commercial ventures and trades from all over the world to share knowledge, technology and products.



M1 Freeway

The elevated M1 Freeway marks the northern extent of South Melbourne. Accessible from the area's north-east corner, it connects to the West Gate Bridge and CityLink.



Melbourne's Central Business District

Melbourne's CBD hosts legal, education, commercial, retail, entertainment and banking precincts, situated in an area twice the size of South Melbourne. With a growing population and large scale developments, the CBD skyline continues to evolve.



Royal Botanic Gardens

Melbourne's picturesque Royal Botanic Gardens are loved by locals and visitors alike, adding significant public open space close to the city centre. The gardens comprise diverse plants and landscapes and attract bird and animal life.



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. It offers exceptional facilities and connections to the city centre and public transport infrastructure.



Yarra River

Located a few hundred metres to the north, the Yarra River is a significant landmark for Aboriginal people and Melbourne's colonial history. 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.

Demographic snapshot

Given South Melbourne's strategic location near the Melbourne CBD, Docklands, Anzac Station (under construction), St Kilda Road and Fishermans Bend; its strong heritage appeal; and commercially zoned land, it is expected there will be strong development demand in the area. This requires careful management of South Melbourne's role, function and operation.

South Melbourne has a diverse community, with a population that is expected to grow by 28.8% from 9,105 in 2021 to 11,730 in 2041. In South Melbourne there is a higher proportion of lower income households compared with the municipal average, meanwhile the proportion of higher income households is just below the municipal average. South Melbourne has the highest proportion of social housing in the municipality, highlighting the important role South Melbourne has in providing a range of housing to meet the needs of different people and households.

Despite commercial offices being the predominate development type in South Melbourne, the number of dwellings in South Melbourne is forecast to grow from 5,435 in 2021 to 6,594 in 2041, with the average household size falling from 1.96 to 1.87 by 2041. It is estimated that there will be demand for an additional 145,000 square metres to 187,000 square metres of gross office floorspace and between 16,000 square metres and 21,000 square metres of retail floorspace between 2021 and 2041. In turn, from 2020 to 2040 the number of jobs in South Melbourne is projected to increase from 23,100 to between 30,700 and 36,700, an increase

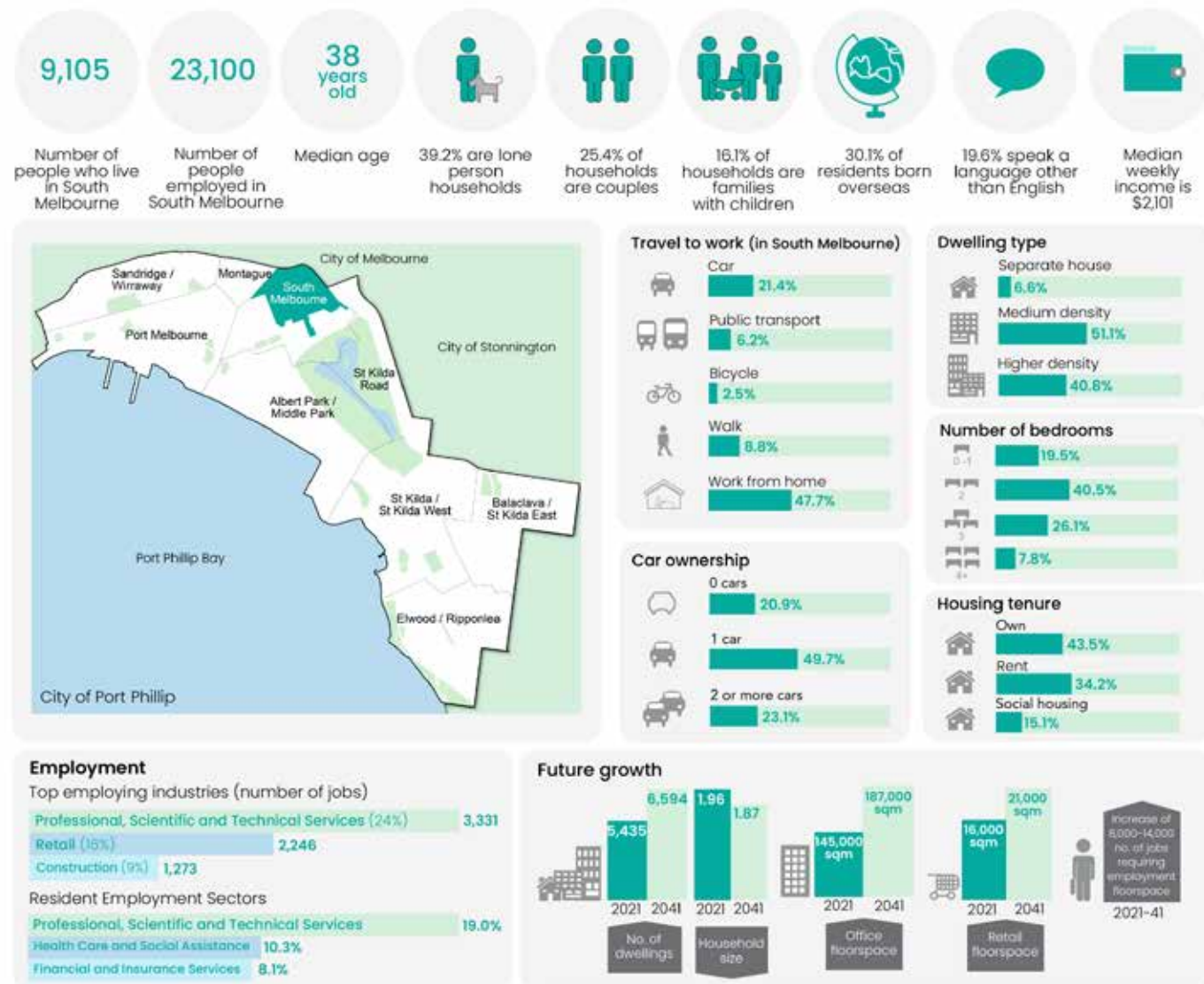


Figure 4 - Demographic snapshot of South Melbourne.

Source: Community Profile ID Consulting 2021 Census and South Melbourne Employment, Economic and Land Use Study, Urban Enterprise, October 2023

of between 7,600 and 13,600 jobs. Such projections highlight the importance of retaining employment land in South Melbourne.

The COVID-19 pandemic has slowed this growth in the short term, however it is expected the resident and worker population will continue to grow in the longer term.

South Melbourne's population growth

Figure 5 shows South Melbourne's population growth in context with its neighbours from 2021 to 2041.

Despite relatively modest population growth in South Melbourne itself, the areas around South Melbourne will experience significant population growth, in particular Montague to the west, Southbank to the north and Domain to the east.

The areas highlighted on the map will grow by 145,912 people, cementing South Melbourne's role as a Major Activity Centre for these neighbourhoods, especially areas like Montague, Southbank and Domain which do not contain a Major Activity Centre. Southbank is one of Australia's most dense neighbourhoods, as is Melbourne CBD.

The new Anzac Station under construction as part of the Melbourne Metro project will improve access to South Melbourne from the north-western and the south-eastern suburbs of Melbourne.

The growth and transformation seen in Southbank and Docklands over the last 30 years is also envisaged for Fishermans Bend. In particular, Montague, located adjacent to South Melbourne will be one of these key areas that will transform in the coming decades.

Therefore, these changes highlight the need for the South Melbourne Structure Plan to consider how to facilitate safe and convenient access from the areas around South Melbourne to South Melbourne itself and leverage these opportunities to further enhance and strengthen South Melbourne's Major Activity Centre and Enterprise Precinct.

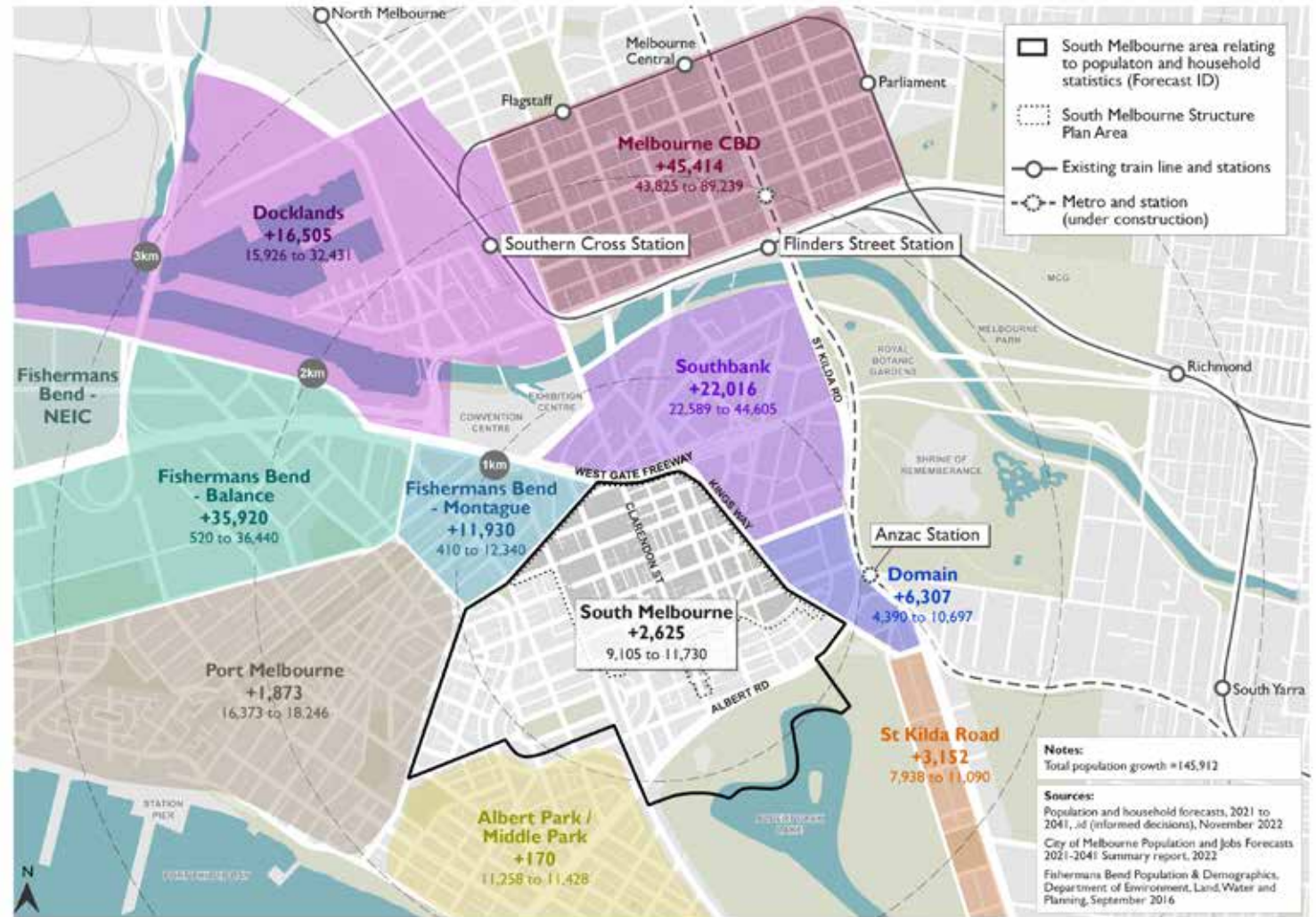


Figure 5 – Population Growth: South Melbourne and Surrounds (2021 to 2041).

Strategic context

This section summarises the strategic context for South Melbourne and the key strategies and policies that inform it, including state policy, local policy, the Port Phillip Planning Scheme, and existing *South Melbourne Structure Plan* (2007).

State Framework

Melbourne Industrial and Commercial Land Use Plan 2020

Provides a framework to more effectively plan for future employment and industry needs, and better inform future strategic directions. It identifies parts of South Melbourne within the Structure Plan area as both 'Regionally Significant Industrial Land' and as a 'Regionally Significant Commercial Area'. Kings Way and the West Gate Freeway are identified as part of the Principal Freight Network.

Plan Melbourne 2017-2050 – Metropolitan Planning Strategy

Establishes a vision for Melbourne by integrating land use, infrastructure and transport planning to meet the City's future environmental, population, housing and employment needs. Plan Melbourne identifies South Melbourne as a Metropolitan Activity Centre, places which have an important role in accommodating housing, employment and other future needs.

Planning and Environment Act 1987

Sets the legislative framework for Victoria's planning system. Section 4 sets out the objectives of planning in Victoria, which councils must implement.

Unlocking Enterprise in a Changing Economy Strategy 2018

Identifies South Melbourne as an enterprise precinct, one of three key areas outside Melbourne's CBD to attract new businesses and investment.

Urban Design Guidelines (Victorian Government, 2023)

Aims to create neighbourhoods that foster community interaction and make it easy for people of all ages and abilities to live healthy lifestyles and engage in regular physical activity.

Victoria's Climate Change Strategy 2021

Sets out a roadmap to net-zero emissions and a climate resilient Victoria by 2050.

Local Framework

Accessibility Action Plan 2023–25	Sets out the actions we will take to ensure that the City of Port Phillip is a community where people with disability are valued, included and feel a sense of belonging.	Don't Waste It! Waste Management Strategy 2018–28	Provides the blueprint for how the City and the community will work together to create a more sustainable future, through the way waste is managed in the municipality.
Act and Adapt Sustainable Environment Strategy 2023–28	Outlines the City of Port Phillip's commitment to environmental sustainability for the organisation and the wider community. It establishes a pathway that will help transition the City to a greener, cooler more liveable City where everyone is reducing their impact on the environment and are more resilient to the impacts of climate change.	Games Action Plan 2020–24	Recognises the opportunity for Port Phillip's games sector and related creative industries to continue as a significant part of the City's future economy.
Business Parklet Guidelines Version 6, 15 May 2024	Provides guidance to businesses seeking a business parklet permit in the City of Port Phillip and the criteria used by Authorised Officers in their decision-making.	Greening Port Phillip, an Urban Forest Approach 2010	Provides the strategic framework and policy context for the development and management of trees in Port Phillip.
City of Port Phillip Activity Centre Strategy 2006	Establishes a holistic understanding of the complex role and function of activity centres (areas focused on commercial and retail precincts) and the contribution they make to creating sustainable local communities.	Events Strategy 2023–2026	Sets out Council's vision for events in the municipality, and how they should contribute to the community and daily life in the City of Port Phillip.
City of Port Phillip Housing Strategy 2024–39	Outlines a housing vision, a residential development framework plan and preferred neighbourhood character statements to guide the growth and change of future housing in Port Phillip.	Every Child, Our Future Children's Services Policy	Describes Council's role in children's services and what we will do to support the wellbeing and development of children and families in our community.
Climate Emergency Action Plan 2023–28	Outlines how the City of Port Phillip will respond to the climate emergency and how the City will collaborate with stakeholders to cut our community's emissions and prepare for the future. It directly responds to Council's declaration of a climate emergency on 18 September 2019.	Footpath Trading Guidelines 2017	Provides a framework for the sustainable use and management of our footpath trading areas.
Council Plan 2023–27 (updated annually)	Sets out what the City of Port Phillip wants to achieve by 2027, and how we will support the current and future health and wellbeing of the City and our people.	Heritage Design Guidelines August 2022	Provide Council, property owners and occupiers with clear guidance for decision making in relation to the conservation and the future management and development of heritage places.
Community Engagement Policy February 2021	Demonstrates the City of Port Phillip's commitment and approach to community engagement, and to meet its legislative obligations under the Local Government Act 2020.	In Our Backyard – Growing Affordable Housing in Port Phillip, 2015–2025	Identifies the City's role and actions it will take to grow the supply and diversity of affordable housing in the Port Phillip to address priority local housing needs.
Creative and Prosperous City Strategy 2023–2026	Supports the creation of a thriving social, cultural and economic future for the City of Port Phillip and a continued focus on economic development and tourism, festivals, events, live music, our screen industry (including film and gaming) and arts, culture and heritage. It supports the economic recovery of the local economy following the COVID-19 pandemic.	LGBTIQA+ Action Plan 2023–26	Guides how we embed LGBTIQA+ inclusion into our roles as a service provider, leader, ally, consumer and in our workplace
		Live Music Action Plan 2021–24	Recognises the vital role that live music plays in the everyday life of Port Phillip, being central to its communities, its identity and its past, present and future.
		Library Action Plan 2021–2026	Sets out a vision, key actions and key focus areas for library services across Port Phillip to keep library services relevant and responsive to the community.

**Move, Connect, Live
Integrated Transport
Strategy 2018-28**

Along-term plan to ensuring that the community can adapt to the increasing number of trips and the challenges associated with increased congestion, while creating travel choices, prioritising effective and equitable access to transport options, and ensuring the liveability and safety of streets.

**Nature Strip and Street
Gardening Guidelines
August 2022**

Sets out how to plan, plant and maintain the nature strip or street garden outside homes and businesses.

**Outdoor Trading
(Dining) Policy 2022**

Sets out how City of Port Phillip will manage the provision of outdoor trading opportunities across the municipality under Local Law No. 1.

**Placemaking Action
Plan 2018-21**

The plan for reactivating areas of Port Phillip.

**Places for People
Public Space Strategy
2022-32**

Sets the vision and blueprint for the future of public spaces in Port Phillip.

**Port Phillip Heritage
Review (Version 36,
December 2021)**

The main heritage reference document for the City, providing a municipal-wide, post-European contact environmental history, and also includes citations for heritage precincts and individual heritage places.

**Port Phillip Local Law
No.1 (Community
Amenity) 2018**

Provide for the peace, order and good governance of the City of Port Phillip in a way that is complementary to the Council Plan.

**Positive Ageing Policy
2023-27**

Describes Council's role and commitment to creating an age-friendly city.

**Property Policy
September 2019**

Provides a sustainable framework for the management of the property portfolio into the future, taking into account changes occurring within the portfolio and the Port Phillip landscape.

**Spatial Economic
and Employment
Framework (March
2024)**

Sets out a series of directions and strategies to support economic growth and vitality over the coming years.



Port Phillip Planning Scheme

Planning Policy Framework – State Policy

The following State Policy in the Planning Policy Framework of most importance to South Melbourne includes:

- Clause 11.03-1S Activity centres and 11.03-1R Activity centres – Metropolitan Melbourne, addressing the role, function and direction for land in activity centres.
- Clause 13.01-1S Natural hazards and climate change seeks to minimise the impacts of natural hazards and adapt to the impacts of climate change through risk-based planning.
- Clause 13.01-2S Coastal inundation and erosion identifies the need to plan for and manage coastal hazard risk and climate change impacts. Importantly, it contains the strategy to plan for sea level rise of not less than 0.8 metres by 2100.
- Clause 13.05-1S Noise management identifies the need to assist the management of noise effects on sensitive land uses.
- Clause 13.06-1S Air quality management seeks to assist the protection and improvement of air quality.
- Clause 13.07-1S Land use compatibility, seeking to protect commercial, industrial and other employment generating uses from encroachment by use or development that would compromise the ability of those uses to function safely and effectively.
- Clause 17.01-1R Diversified economy relating to Metropolitan Melbourne, which:
 - Provides support for diverse employment generating uses, including offices, innovation and creative industries in identified areas within regionally significant industrial precincts, where compatible with adjacent uses and well connected to transport networks.
 - Requires consideration of how land use change proposals can respond to local and regional employment demand or identify how it can be accommodated elsewhere.
- Clause 17.01-1R Diversified economy – Metropolitan Melbourne – Inner Metro Region: Contains the strategy to “Retain and encourage the development of areas in and around Collingwood, Cremorne and South Melbourne for creative industries.”
- Clause 17.03-1S Industrial land supply contains the strategy to “Preserve locally significant industrial land for industrial or employment generating uses, unless long-term demand for these uses can be demonstrably met elsewhere”.
- Clause 17.03-2S Sustainable industry, which supports the retention of small-scale industries servicing established urban areas through appropriate zoning.

Planning Policy Framework – Local Policy

The following Local Policy in the Planning Policy Framework of most importance to South Melbourne includes:

- Clause 02.03 – Strategic directions.
- Clause 02.04 – Strategic framework plans.
- Clause 11.03-1L-05 – South Melbourne Central Major Activity Centre, addressing South Melbourne’s role as an activity centre.
- Clause 15.01-1L-02 Urban design, addressing landmarks, views and vistas.
- Clause 15.01-2L-02 Environmentally sustainable development, seeking to achieve best practice in environmentally sustainable development from the design stage through to construction and operation.
- Clause 15.01-5L Neighbourhood character, addressing how development should respond to specific character elements.
- Clause 15.03-1L Heritage policy, guiding development in the Heritage Overlay.
- Clause 17.02-1L Mixed Use and office areas, addressing uses in the South Melbourne office and mixed-use precincts.
- Clause 18.01-3L-01 Sustainable and safe transport in Port Philip, addressing the provision of high-quality walking and bicycle infrastructure and facilities to and between key destinations including South Melbourne.
- Clause 18.02-3L Public transport, addressing support for various new route connections and extensions to and through South Melbourne.
- Clause 19.02-4L Community facilities, addressing support for new community facilities within South Melbourne Central.
- Clause 19.02-6L Public open space and foreshore, addressing strengthening existing or creating new open space in South Melbourne.

Port Phillip Planning Scheme

Zones

Land use and development in the City is regulated by planning provisions in the Port Phillip Planning Scheme.

Zones are the primary planning tool used to control land and development in Victoria. A combination of commercial, residential, mixed use, industrial and public use zones are applied throughout the Structure Plan area, shown in Figure 6.

Most of the land within the Structure Plan area is in the Commercial 1 Zone (applying to 33.7% of the land). The purpose of this zone at Clause 32.01 of the Port Phillip Planning Scheme is to create lively areas with a mix of shops, offices, businesses, entertainment, and homes that fit well with the size and role of the commercial centre.

A smaller portion of the Structure Plan area (applying to 26.4% of the land), is within the Commercial 2 Zone, the central commercial and creative hub of South Melbourne. This area is a State identified enterprise precinct supporting South Melbourne's vibrancy, along with providing meaningful local and regional employment opportunities. Additionally, this area is identified in State policy in the Melbourne Industrial and Commercial Land Use Plan 2020 as 'Regionally significant Industrial Land' which are to be planned for and retained as locations for employment opportunities.

A key objective of the Commercial 2 Zone, as set out in Clause 34.02 of the Port Phillip Planning Scheme is to encourage commercial activities, without affecting the safety and amenity of adjacent, more sensitive uses. The zone mainly differs from the Commercial 1 Zone in that it prohibits residential uses, as well as allowing industrial and office uses as of right (subject to conditions), and allowing some retail, subject to the granting of a planning permit.

The southern part of the Structure Plan area also includes large pockets of land zoned for residential purposes. The purpose of residential zones (including the Residential Growth Zone, General Residential Zone and Neighbourhood Residential Zone) at Clauses 32.07, 32.08 and 32.09 of the Port Phillip Planning Scheme respectively are to provide for residential development to varying scales responding to the specific context.

A smaller section of land along the eastern and southern boundary of the Structure Plan area is covered by the Mixed Use Zone (MUZ). The MUZ's purpose is to accommodate various residential, commercial, industrial, and complementary mixed-use activities.

Overlays

Overlays are a complementary planning control to the zones. Unlike zones, that deal primarily with the broader aspects of the use and development of land, an overlay generally seeks to control a specific aspect of the development of land.

A significant proportion of South Melbourne is included in the Heritage Overlay (HO) either as part of a heritage precinct (HO440 Emerald Hill Residential, HO30 Emerald Hill Estate or HO4 City Road Industrial), or as an individual heritage place. South Melbourne contains several heritage precincts and places, including Clarendon Street and the Town Hall, some of which are included on the Victorian Heritage Register.

The current planning requirements that address the design of development are mostly contained in Design and Development Overlay Schedule 8 (DDO8) South Melbourne Central. Parts of the Structure Plan area are also included in the Special Building Overlay to ensure development in these areas respond to flood risk.

Planning Practice Notes

Preparation of this Structure Plan has regard to the following Planning Practice Notes (PPN) and guidance material published by the Victorian Government:

- *Planning Practice Note 1: Applying the Heritage Overlay*, May 2024
- *Planning Practice Note 57: Parking Overlay*, August 2023
- *Planning Practice Note 58: Structure planning for activity centres*, September 2018
- *Planning Practice Note 59: The role of mandatory provisions in planning schemes*, August 2023

- *Planning Practice Note 60: Height and Setback Controls for Activity Centres*, September 2018
- *Planning Practice Note 91: Using the Residential Zones*, July 2023
- *Planning Practice Note 94: Land Use and Transport Integration*, December 2021
- *Practitioner's Guide to Victoria's Planning Schemes*, Version 7, June 2022
- *Urban Design Guidelines for Victoria*, 2023.



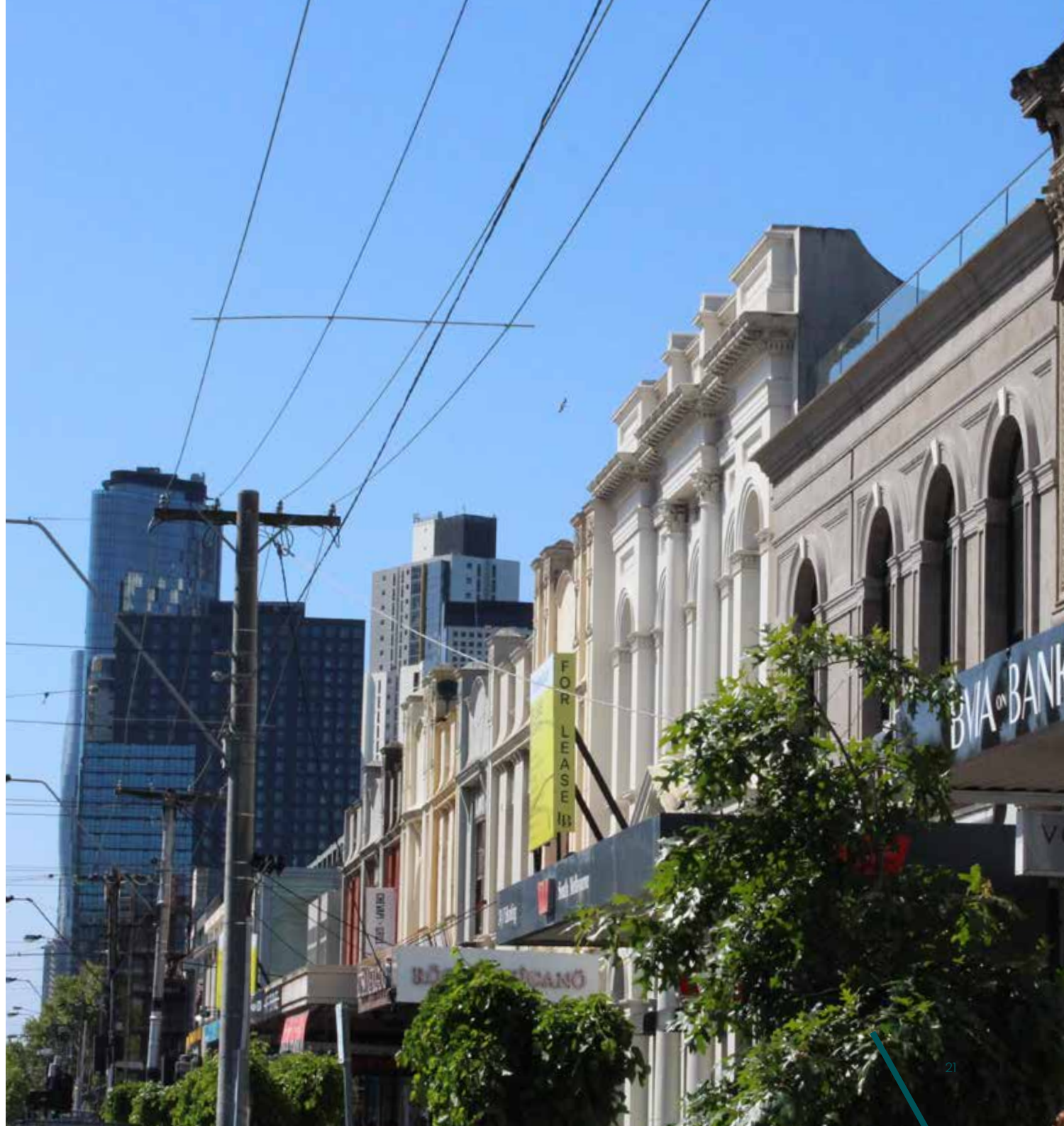
Figure 6 - South Melbourne's zones facilitate a combination of commercial, residential, mixed, industrial and public uses.

South Melbourne Central Structure Plan 2007

The current *South Melbourne Central Structure Plan (2007)* sets out a vision for how the area should evolve over the last 15 years.

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

While the current Structure Plan recognises the role of South Melbourne as a Major Activity Centre, new policy is required to strengthen this role, along with South Melbourne's role as an Enterprise Precinct. Further policy support is also required to address built form and building design in South Melbourne, ensuring that change is managed in a way that responds to South Melbourne's valued attributes.



Part 2: Vision and Framework

This section provides an overview of South Melbourne's context and the development of the South Melbourne Structure Plan



Vision for South Melbourne

Uniquely South Melbourne – a flourishing, welcoming and creative community.

Recognised as a meeting place on the traditional lands of the Kulin Nation in Naarm / Melbourne, South Melbourne continues to be one of Melbourne's great social hubs and dynamic economies. People from all backgrounds are welcome to live, work and visit this vibrant, liveable and diverse community, located in between Melbourne's CBD and the beaches of Port Phillip.

South Melbourne has a crucial role in providing access to jobs, services and amenities for adjoining higher-growth neighbourhoods such as Montague and Domain. South Melbourne's renowned Enterprise Precinct will continue to be an anchor for business growth, innovation and specialisation, especially in the creative industries.

The network of walkable, green streets and comfortable public spaces, combined with valued heritage places and attractive buildings, which are predominately mid-rise in scale, provide a variety of memorable destinations, productive businesses, creative industries and local services.

South Melbourne is a unique blend of the past and present – and is always looking to the future.



Theme 1: Activities and Uses

A place for living, experiencing, creating and innovating

Introduction

South Melbourne has emerged in the last 20 years as a centre for Melbourne's creative industries. This, coupled with the strong presence of professional and financial services, along with retail, hospitality and personal services, highlight the significance of South Melbourne's contribution to the local and regional economy.

Between 2020 and 2040, South Melbourne is expected to see a significant growth in job opportunities, with the number of jobs set to rise from 23,100 to a range of 30,700 to 36,700. This represents an increase of approximately 7,600 to 13,600 jobs, equating to a growth rate of about 33% to 59%. This growth is underpinned by robust state planning policies that support the retention of commercial and industrial land in South Melbourne, designating it as both a Major Activity Centre and regionally significant Enterprise Precinct.

The *South Melbourne Employment, Economic and Land Use Study* (Urban Enterprise, November 2023) highlights that South Melbourne's economic success has been partly driven by:

- Favourable land use zoning and development opportunities, especially land in the Commercial 2 Zone
- Its strategic location proximate to the Central City, south-eastern suburbs, western suburbs and beyond
- Transport connectivity including:
 - Public transport
 - Cycling infrastructure
- Recognition for creative and technology businesses
- An established activity centre with a vibrant retail and hospitality scene
- Sought-after residential opportunities within South Melbourne itself and the neighbouring precincts of Southbank, Domain and Montague.

Further, as businesses increasingly compete for talented workers, with those workers equally seeking high levels of local amenity, South Melbourne offers distinct advantages over traditional working environments. Unlike other commercial precincts of Melbourne, South Melbourne combines this economic edge with a range of housing options. However, the affordability of housing and workspaces is increasingly diminishing, requiring a nuanced land use planning framework.

The ongoing development of the Fishermans Bend Urban Renewal Area to the west of South Melbourne, particularly the Montague Precinct adjacent to the Structure Plan Area, will reshape the land use mix and economic landscape of the area. South Melbourne is well placed to respond to this challenge by leveraging its many advantages and the aspects that differentiate it from surrounding areas.

South Melbourne's land use context

As shown on Figure 5 on page 14, the population of South Melbourne and its neighbours will grow by 145,912, from 134,355 in 2021 to 280,287 in 2041.

The *Port Phillip Spatial Economic and Employment Framework* (March 2024) highlights that the substantial population increase expected in major urban renewal precincts within and adjacent to the municipality will increase demand for retail and services in Port Phillip, as well as create a larger labour force.

Within this context South Melbourne has an important role to play in accommodating businesses seeking

proximity to the Fishermans Bend National Employment and Innovation Cluster (NEIC) and will have an important role to play in productivity growth for the regional economy.

Therefore, accommodating business and employment growth in the northern part of the municipality, including within South Melbourne, is an economic priority of this Structure Plan.

Further, the northern part of the City is the subject of major public transport investment and land use change which presents opportunities for business attraction and employment growth (Figure 7). The attraction of South Melbourne to business is demonstrated by more than half of all commercial development within the City of the past



five years being in South Melbourne. Importantly, South Melbourne is one of the few areas in the City with a dedicated employment only zone.

Given its vibrant inner-city context, noise and air pollution sources require ongoing management. Potential noise sources include the West Gate Freeway, City Road and Ferrars Street, the Route 1 Light Rail corridor, and noise generating uses, for example motor repairs and panel beaters. Similarly, potential air pollution sources include Gate Freeway, City Road and Ferrars Street, and uses that create dust and odour emissions, for example for example motor repairs and panel beaters.

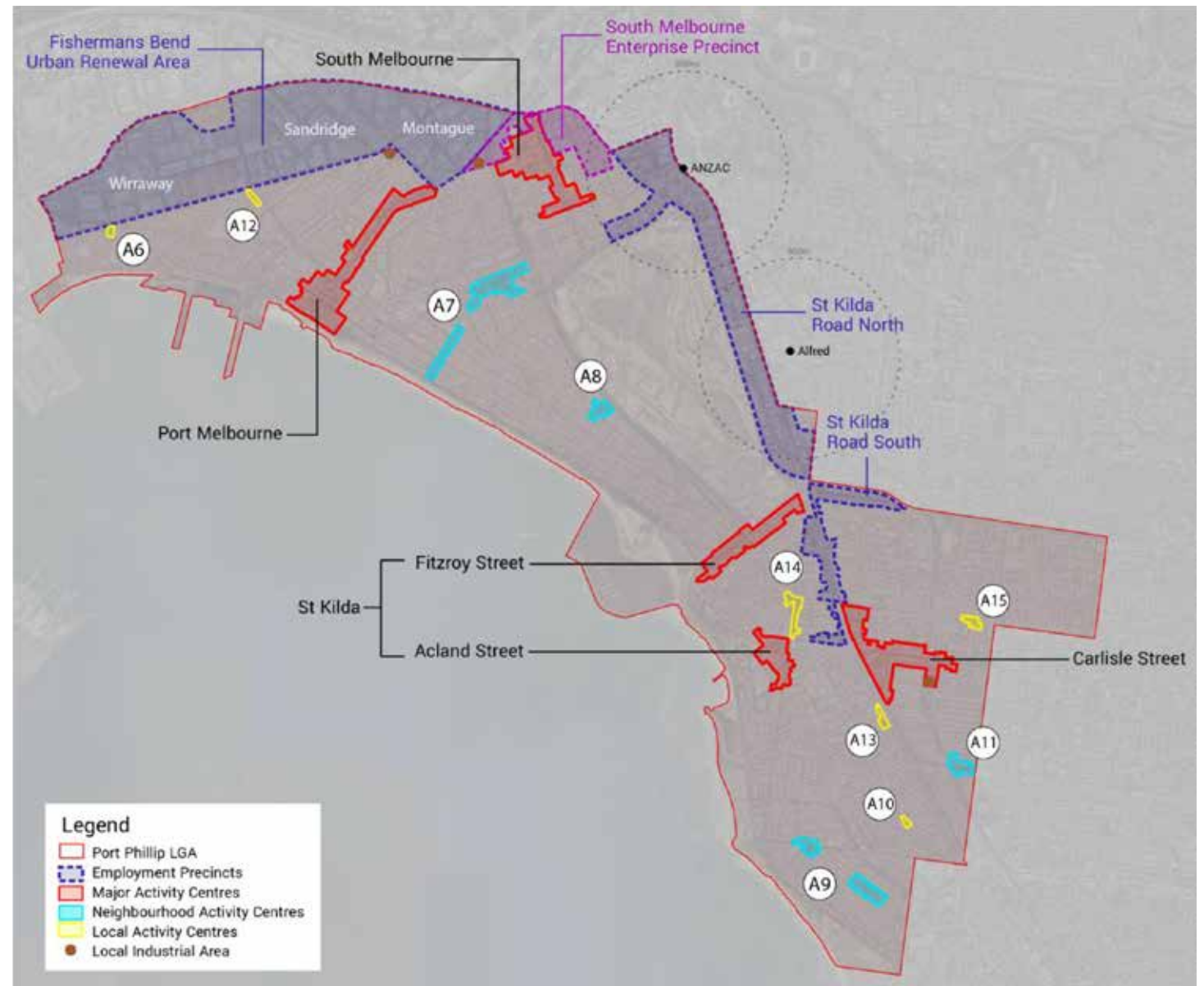


Figure 7 – South Melbourne's spatial context within the City of Port Phillip (Port Phillip Spatial Economic and Employment Framework 2024).

How will the South Melbourne Structure Plan support this theme?

The following objectives and actions under this theme will help deliver the vision for South Melbourne:

- Facilitate the future growth of South Melbourne as an integrated Major Activity Centre, Enterprise Precinct and Mixed Use Precinct (Activities and Uses Objective 1)
- Support ongoing business growth and economic specialisation in South Melbourne (Activities and Uses Objective 2)
- Support diversification of retail, services and amenities in South Melbourne (Activities and Uses Objective 3)
- Provide opportunities for ongoing reinvestment, mixed use development and new employment floorspace within walking distance to Anzac Station and Park Street tram upgrade (Activities and Uses Objective 4)
- Capitalise on the popularity of the South Melbourne Market to create a thriving street-based retail precinct (Activities and Uses Objective 5)
- Accommodate the housing needs of a welcoming, resilient and future-focused community (Activities and Uses Objective 6)
- Community infrastructure to enhance

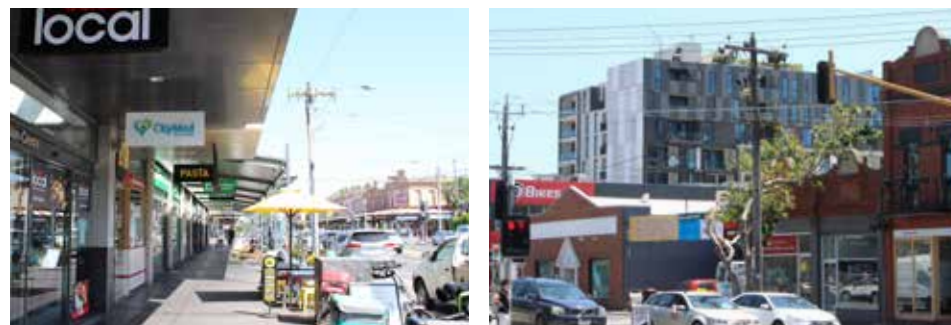
social connection (Activities and Uses Objective 7).

The key technical reports and strategies underpinning the objectives and actions under this theme are:

- For Activities and Uses Objectives 1 to 5, the *South Melbourne Employment, Economic and Land Use Study* (Urban Enterprise, November 2023 and *Port Phillip Spatial Employment and Economic Framework* (March 2024).
- For Activities and Uses Objective 6, the *City of Port Phillip Housing Strategy 2024-2039*.
- For Activities and Uses Objective 7, the *Creative and Prosperous City Strategy 2023-26* and *Library Action Plan 2021 to 2026*.



Figure 8 – South Melbourne’s Major Activity Centre, Enterprise Precinct, Kings Way Mixed Use Corridor and key civic hubs.



An integrated approach to planning for South Melbourne

South Melbourne's land use context is unique and represents a complex settlement framework given it comprises a Major Activity Centre, an Enterprise Precinct and the Kings Way Mixed Use Precinct within walking distance from one another. Figure 8, provides a conceptual representation of the relationship between these three places.

Figure 9 summarises the approach taken to planning for South Melbourne to integrate these three elements around the vision for South Melbourne. These include the following considerations, underpinned by extensive technical background analysis:

- Forecast demand for housing, commercial and retail floorspace to 2041
- Land use, namely catering for growth in retail and services, businesses, creative industries, housing, in addition to prioritising a full range of uses in the Major Activity Centre, while prioritising businesses, services and creative industries in the Enterprise Precinct and maintaining the Kings Way Mixed Use Corridor's supplementary role.
- Built form and public realm, including heritage and civic uses
- Undertaking an assessment to verify that the capacity of the recommended zoning and built form framework can cater forecast demand.

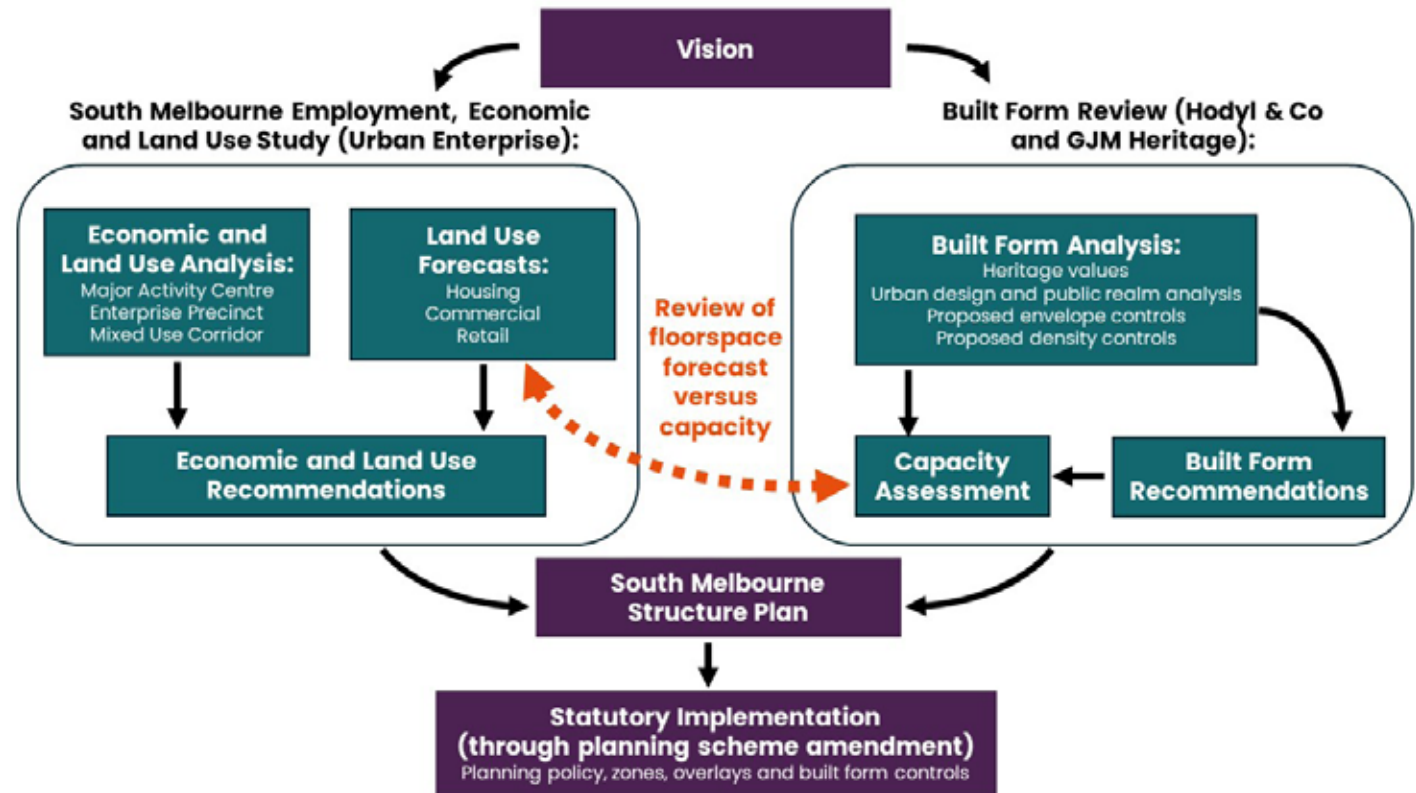


Figure 9: Approach to land use and built form in South Melbourne.

Activities and Uses Objective 1:

Facilitate the future growth of South Melbourne as an integrated Major Activity Centre, Enterprise Precinct and Mixed Use Precinct

Ensuring that future use and development of land within the Major Activity Centre, Enterprise Precinct and Kings Way Mixed Use Corridor maintain their distinctive but complementary role is crucial in supporting South Melbourne's future growth.

South Melbourne is distinctive from both an economic and land use perspective due to the proximity and integration of its Major Activity Centre, its Enterprise Precinct and the Kings Way Mixed Use Corridor within walking distance of each other. The relationship between them is shown in Figure 8 and is described below:

- Land along Clarendon Street, Coventry Street and the South Melbourne Market collectively comprise the South Melbourne Major Activity Centre (MAC), with a focus for business, employment, shopping, working, leisure, community facilities and higher density housing¹.
- Land on either side of the South Melbourne MAC forms part of the Enterprise Precinct, which supports a diverse array of employment generating uses, including offices, innovation and creative industries. This precinct is recognised within State Planning policy as being of regional significance which should be protected for employment and creative industries via appropriate land use zoning².

- Land along Kings Way forms part of a mixed use corridor which supports a mix of residential, commercial and large-format retail uses.

The proximity and complimentary nature of activities within each precinct ensures that South Melbourne Centre can continue to deliver a wide range of outcomes, including:

- Retaining a unique urban village character and street life, providing a high amenity setting for the future growth in residents, workers and visitors
- Retaining growth of existing industry clusters, so that the area can continue to develop its already strong reputation as a location for employment and creative industries
- Providing a wide mix of activities in proximity to each other, in turn enabling a wide range of social, cultural, economic and environmental outcomes
- Providing a mix of housing types and affordability
- Strengthening the physical and economic links between the Activity Centre, creative clusters in South Melbourne and Montague, and the Southbank Arts Precinct.

The future success of South Melbourne as an attractive place for residents, workers and visitors relies upon a considered and curated delineation between the separate roles and functions of the MAC, Enterprise Precinct and Kings Way Mixed Use corridor.

This Structure Plan will inform new policies in the Port Phillip Planning Scheme that recognise the distinctive but complementary roles that the MAC, Enterprise and Kings Way Mixed Use Corridor each play in supporting the future growth of South Melbourne.



¹ Consistent with State Planning Policy for activity centres (Clause 11.03-1S).

² Consistent with State Planning Policy for a diversified economy (Clause 17.01-1R & 17.01-2S).

Spatial definition of the Major Activity Centre, Enterprise Precinct, Kings Way Mixed Use Corridor and residential precincts.

This Structure Plan spatially defines the MAC, Enterprise Precinct and Kings Way Mixed Use Corridor based on consideration of present day land uses, together with relevant state and local land use policy directions for all land within the South Melbourne Structure Plan Area.

The South Melbourne Major Activity Centre boundary

State planning policy identifies that the South Melbourne Major Activity Centre (MAC) is ideally placed to provide for growth in a wide range of uses, including housing, commercial, retailing, community, employment, transport, leisure, open space, entertainment and other services³.

Planning Practice Note 58: Structure Planning for Activity Centres (PPN58) provides criteria for determining the spatial extent of activity centres, namely their boundaries.

The current MAC boundary contained within the Port Phillip Planning Scheme has been assessed against these criteria. This assessment has identified a number of proposed additions to the current MAC boundary, as shown in Figure 10.

The South Melbourne Activity Centre Boundary Report (City of Port Phillip, June

³ *Plan Melbourne 2017-2050: Metropolitan Planning Strategy.*

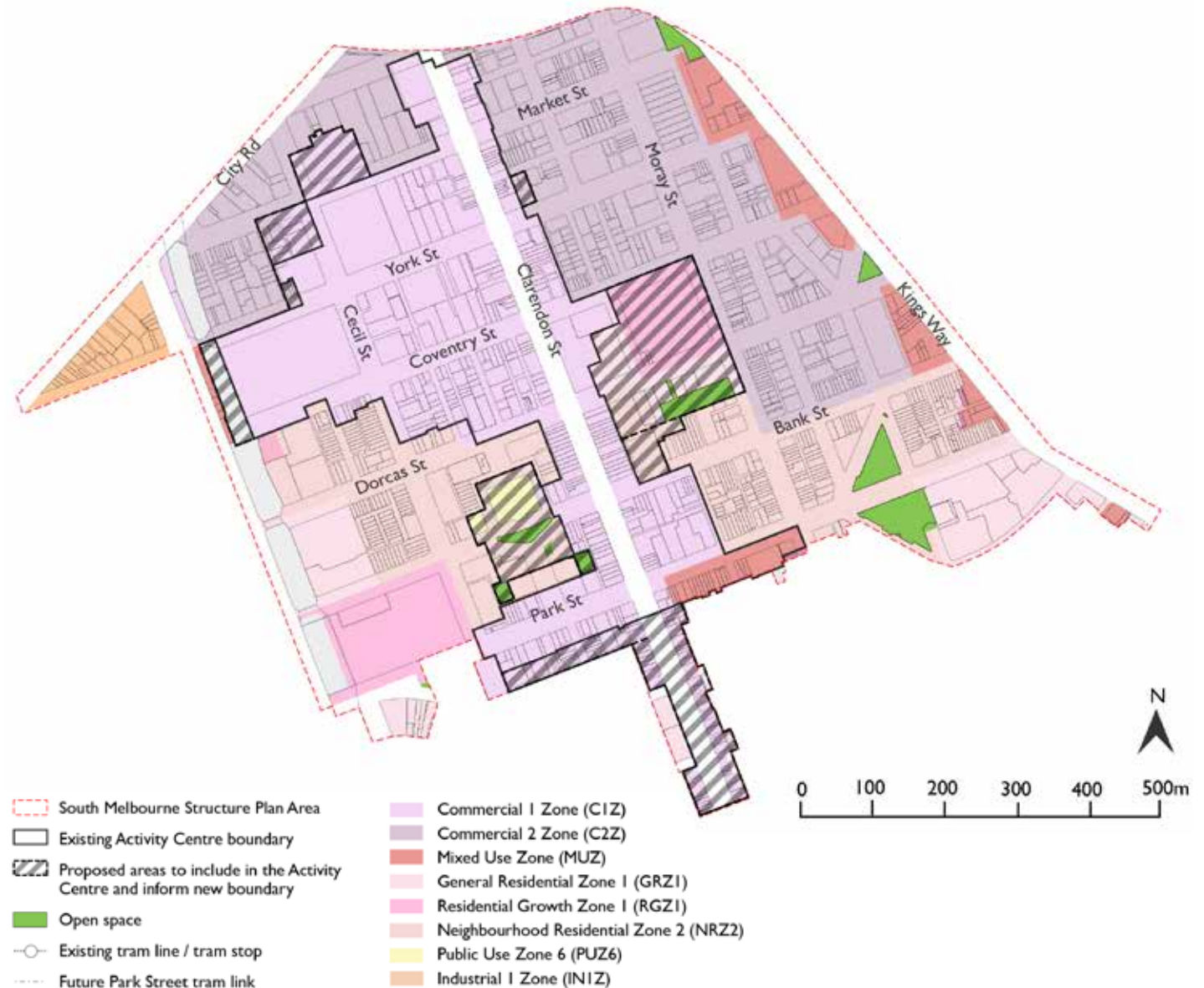


Figure 10 – Proposed South Melbourne Activity Centre Boundary.

2024) contains a detailed assessment of the MAC boundary against PPN58.

These proposed changes will include additional land within the MAC boundary, based on either the existing land use being functionally related to the activity centre, or the potential for the area to play such a role in the future.

These additions to the MAC boundary will also contribute towards achievement of the 20-minute neighbourhood concept, as defined in Plan Melbourne.

Reconciling the role of land within the MAC in catering for forecast retail, commercial and residential needs has been a major factor in determining the revised MAC boundary⁴.

The role of the MAC in catering for forecast growth in different land uses has been considered in the wider context of the activity centre.

This Structure Plan seeks to cater for growth in retail, commercial and residential needs within the MAC boundary, but it does not propose any substantial land areas within the adjacent Enterprise Precinct be included within the MAC boundary, for the following reasons:

- Land within the Enterprise Precinct is of strategic economic importance to the region, and it will be required to support future growth in employment and commercial floorspace
- The zoning of land within the Enterprise Precinct (Commercial 2 Zone) provides flexibility to accommodate a range of retail uses which are complementary to both the MAC and the Enterprise Precinct.

⁴ The anticipated land use forecasts and capacity within South Melbourne Major Activity Centre, Enterprise Precinct and Kings Way Mixed Use Corridor is described on page 35.

- While land within the MAC boundary will contribute towards accommodating future housing growth, there are also a number of areas identified for substantial housing growth in nearby locations that are well connected to the MAC by public transport, walking and cycling routes.

The Enterprise Precinct boundary

The Enterprise Precinct boundary includes all land within the Commercial 2 Zone and Industrial 1 Zone across South Melbourne, as shown in Figure 13 (other than a small number of instances where some zoning anomalies exist).

Both State and local policy identify land within these zones as being of regional significance and that they should be protected for such purposes.

The Mixed Use Corridor boundary

The Mixed Use Corridor boundary includes all land within the Mixed Use Zone (MUZ) along Kings Way, as shown in Figure 13. Land within this precinct is currently used for a mix of commercial, residential and large-format retail purposes.

The precinct is located close to Anzac Station and the economic analysis that has informed this Structure Plan identifies that this facility is expected to result in increased attractiveness for including residential, commercial and institutional uses⁵.

⁵ Urban Enterprise (2023).



Residential precincts

South Melbourne comprises two residential areas east and west of Clarendon Street comprising low rise houses often interspersed by mid-rise apartment and townhouse developments. Most of these areas are in the Heritage Overlay. These residential areas are mostly in the Neighbourhood Residential Zone, which has a height limit of 9 metres or two storeys, however some sites are in the General Residential Zone, which has a height limit of 11 metres or three storeys. Park Towers is in the Residential Growth Zone.

Detailed planning and building requirements for these areas are already in the Port Phillip Planning Scheme. Including these areas in the Structure Plan Area seeks to protect their established streetscape character, an attribute highly valued by the community. Importantly, the South Melbourne Structure Plan seeks to ensure that the fine grain character and heritage values of the residential areas are respected by building scale and design in larger adjoining commercial development.

Addressing zoning anomalies

The zoning of all land within the proposed MAC boundary has been reviewed in the context of its activity centre function.

There are five locations within the recommended MAC boundary where changes to zoning is proposed (refer Figures 11 and 12).

In three instances, multiple zones apply to a single site, and it is proposed to rezone the entirety of these sites to Commercial 1 Zone to provide clear alignment between the designation of these sites as part of

the MAC.

In the third instance (176–188 Bank Street), land is currently in the Neighbourhood Residential Zone but the land is currently used for commercial purposes. It is proposed to rezone this site to Commercial 1 Zone to reflect its current use and to provide clear alignment between the designation of the site as part of the MAC.

A further two anomalies have been identified near the corner of Park Street and Kings Way. In the first instance (number 6 in Figure 11), two zones apply to the site, and it is proposed to rezone the entirety of these sites to Mixed Use Zone to clearly designate these sites as part of the Kings Way Mixed Use Corridor. In the second instance (number 7 in Figure 11), it is proposed to rezone this site to Mixed Use Zone, to better recognise its existing function and facilitate an integrated mixed use development outcome. Both sites accommodate small-scale commercial uses.

Other than these proposed rezonings, no other sites have been identified as warranting a change in zoning within the South Melbourne Structure Plan Area.

The proposed zoning framework for South Melbourne is shown in Figure 13. Further justification about each rezoning is in *South Melbourne Structure Plan: Zoning Anomalies Report* (City of Port Phillip, June 2024).





Address	Current Zone	Recommended Zone
① The block of land bound by York, Cecil, Market and Northumberland streets, South Melbourne	Part Commercial 1 Zone, part Commercial 2 Zone	Commercial 1 Zone
② 176-188 Bank Street, South Melbourne (former South Melbourne Butter Factory)	Neighbourhood Residential Zone – Schedule 2	Commercial 1 Zone
③ 383-385 Clarendon Street, South Melbourne	Part Commercial 1 Zone, part Neighbourhood Residential Zone Schedule 2	Commercial 1 Zone
④ 68-72 York Street, 191-199 Clarendon Street and 31 Ross Street, South Melbourne	Part Commercial 1 Zone, part Commercial 2 Zone	Commercial 1 Zone
⑤ 120-142 Clarendon Street, Southbank	Part Commercial 1 Zone, part Commercial 2 Zone	Commercial 1 Zone
⑥ 102-106 Park Street, South Melbourne	Part Mixed Use Zone, part Neighbourhood Residential Zone Schedule 1	Mixed Use Zone
⑦ 77 Park Street and 286-294 Kings Way, South Melbourne	General Residential Zone Schedule 1	Mixed Use Zone

Figure 11 – Sites identified as zoning anomalies and recommended new zone.



Figure 12 – Location of sites identified as zoning anomalies and recommended new zone.

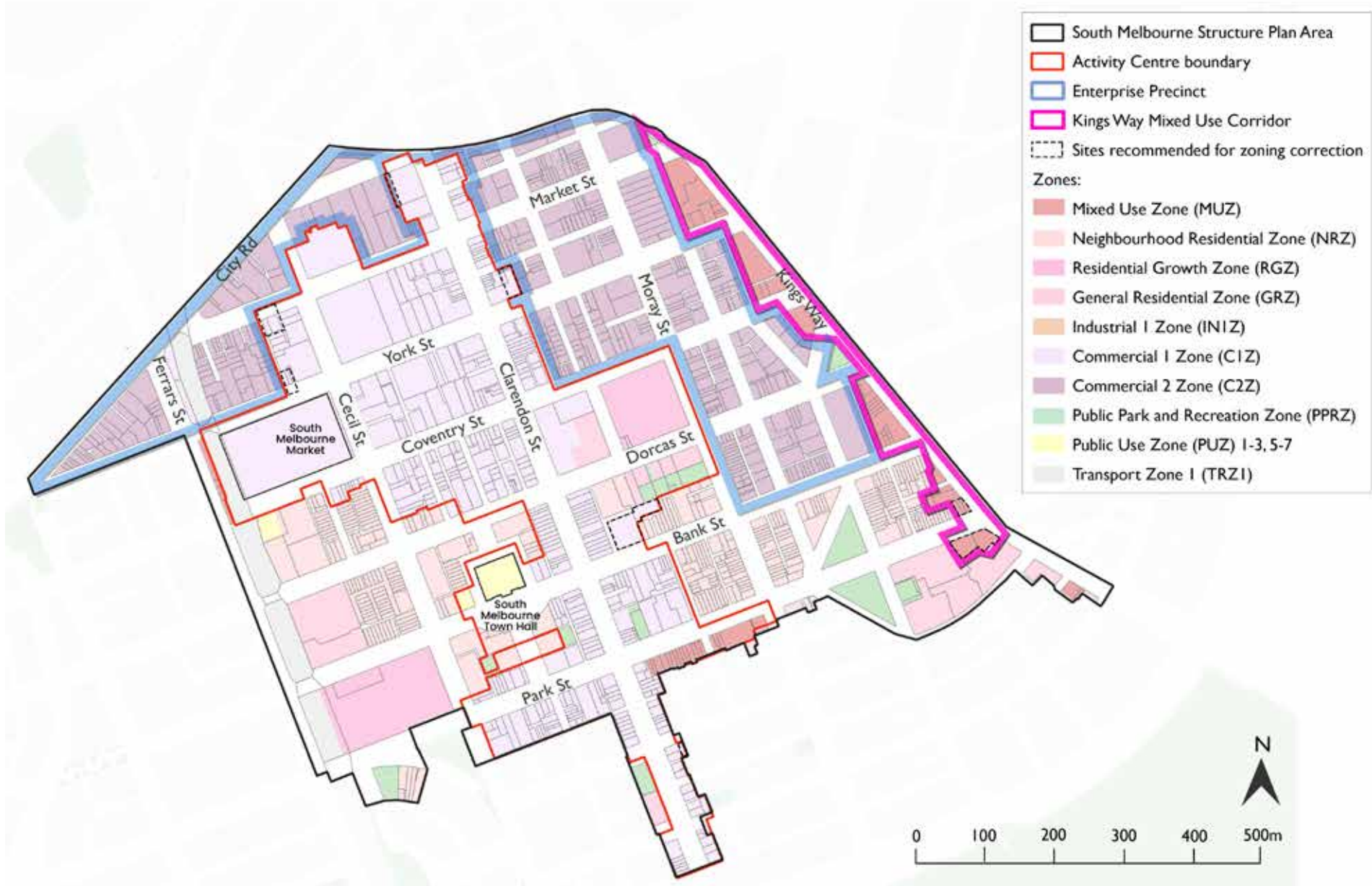


Figure 13 – Proposed zoning framework for South Melbourne.

Retaining the Commercial 2 Zone in South Melbourne's Enterprise Precinct

State planning policy directs that land within the South Melbourne Enterprise Precinct should be protected for such purposes via appropriate land use zoning.

The economic analysis that has informed this Structure Plan has included an assessment of which land use zoning would best support the economic diversity and vitality of land uses within the Enterprise Precinct.

The assessment considered the advantages and disadvantages of a range of zones for the Enterprise Precinct (Commercial 2, Commercial 3, Industrial 1 and Mixed Use zones) and it concluded the following:

- The Commercial 2 Zone (C2Z) is an appropriate zone to support a wider range of 'enterprise' and amenity-related land uses within the precinct, and this zone should be retained over land within the Enterprise Precinct.
- The C2Z (combined with the precinct's adjacency to the core part of the South Melbourne MAC) provides sufficient capacity for an appropriate range of land uses to establish within and adjacent to the precinct to support its intended 'enterprise' function.
- The land currently in the Industrial 1 Zone (the 'City Road Industrial Triangle' bound by City Road, Ferrars Street and York Street) should be rezoned to C2Z⁶.

South Melbourne's C2Z has supported South Melbourne's success as an Enterprise Precinct, anchored by its specialisations in creative industries and professionals services for many years now. Retaining the C2Z over land within this precinct will continue to protect the Enterprise Precinct's future employment growth. In turn, this will strengthen South Melbourne's specialisations, while also providing opportunities for new industries to establish in South Melbourne and contribute to its vitality.

Rezoning the 'City Road Industrial Triangle' to the C2Z will accurately reflect the land uses already established in this area (Figure 14). The nature of these land uses aligns with those within the broader Enterprise Precinct, and applying the C2Z to this area will provide greater certainty around the desired development outcomes for this area.

The C2Z would allow for various new sensitive uses to establish on this land, and it is therefore proposed to apply an Environmental Audit Overlay (EAO) to the land to ensure land is suitable for any future sensitive uses such as child care centres.

Applying the EAO to the entire area reflects the approach taken in the abutting Fishermans Bend, where the EAO has been applied to all precincts where residential development and other sensitive uses are envisaged. Studies undertaken to inform the Fishermans Bend Framework (Victorian Government, 2018) suggest that heavy metals and solvents may be widespread across Fishermans Bend and confirm issues with ground water contamination due to past land use activities. Further, a portion

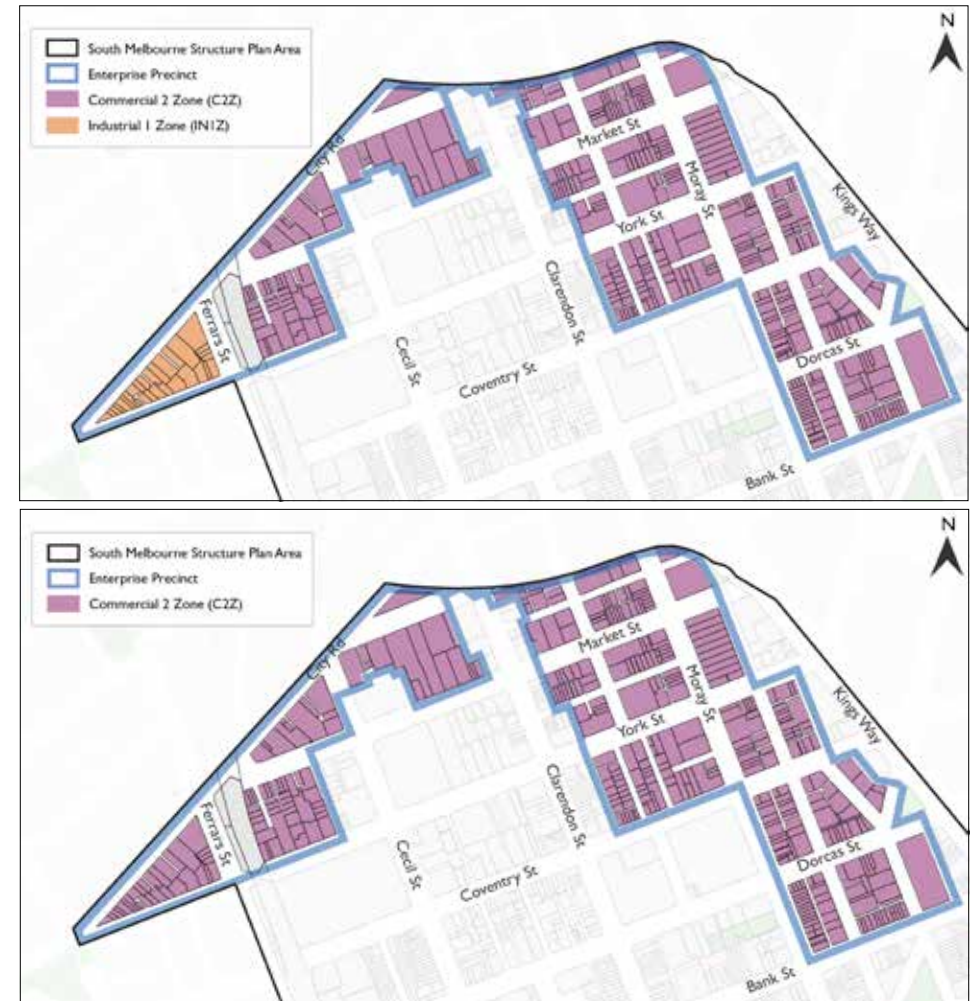


Figure 14 - South Melbourne's Enterprise Precinct with City Road triangle rezoned to Commercial 2 Zone.

⁶ SMEELUS, Chapter 8 (Urban Enterprise, 2023).

of Ferrars Street abutting the area is identified as a Groundwater Restricted Use.

Catering for forecast floorspace growth within South Melbourne

Planning Practice Note 58: Structure planning for activity centres (PPN58) notes that Structure Plans should demonstrate that an activity centre can accommodate projected future requirements for a wide range of uses such as housing, office, social and community infrastructure, business mix, retail, entertainment and employment uses.

PPN58 does not set any specific benchmark for the provision of housing in activity centres (other than stating that Structure Plans should provide for housing choice and diversity taking into account housing development data and housing capacity).

However, PPN58 states notes that the boundary for an activity centre should include sufficient land to provide for the commercial (retailing, office, fringe retailing and support activities such as entertainment) activities needed over a 15 to 20 year time frame and then 'into the 30-year horizon'.

The Structure Plan has been informed by the supply and capacity assessment contained within the economic analysis that has informed this Structure Plan⁷,

⁷ Urban Enterprise (2023).

together with the calculation of the total floorspace capacity within the proposed built form framework set out within the South Melbourne Built Form Review⁸.

The economic analysis forecasts the following floorspace growth in South Melbourne over the period 2023–2040:

- Between 145,000 and 187,000 square metres of office space
- Between 16,000 square metres and 21,000 square metres of retail floorspace
- Up to 968 dwellings (equivalent to 96,800 square metres gross floorspace @80sqm/apartment net).

The combined total floorspace (at the upper end of the forecast range) equates to approximately 304,000 square metres (net) over the period to 2040⁹.

These projections need to be monitored and may vary over time. However, they have been used as a guide to assessing whether or not the land use and built form framework proposed for South Melbourne is likely to have sufficient capacity to cater for the above mentioned demand forecasts.

The economic analysis identified a potential development capacity under the existing planning framework of approximately 360,000 square metres (net)¹⁰.

The built form review has identified that the total floorspace capacity associated with the proposed revised planning

⁸ Hodyl & Co (2024), pp.122–123.

⁹ Hodyl & Co (2024), pp.122–123.

¹⁰ Urban Enterprise (2023), page 90.

framework is approximately 525,000 square metres (net).

The combined total floorspace (at the upper end of the forecast range) of 304,000 square metres (net) would require approximately 57% of the development capacity available under the proposed revised built form framework to be realised over the period to 2040.

The economic analysis has also identified that:

- There will be strong competition between retail, commercial and residential uses within the MAC boundary (namely between land in the CIZ and MUZ) for development sites within these zones over the period to 2040.
- Land within the existing C2Z and INIZ will play a critical role in catering for future commercial floorspace needs in South Melbourne over this time horizon.
- There is no need to rezone land within the C2Z or INIZ to the CIZ in order to create a 'contingent' floorspace capacity for residential or retail uses within the study area over the forecast period, as there are other options available to achieve this which should be considered.

Implementing the outcomes of the built form review would substantially increase the floorspace capacity across South Melbourne, albeit that a substantial proportion of this increase would be

available on land within the Enterprise Precinct rather than the MAC.

This overall increase in floorspace capacity will ensure that South Melbourne can accommodate forecast commercial floorspace demand over the period to 2040, even in the context of land fragmentation. While a substantial proportion of this growth is expected to occur within the Enterprise Precinct (C2Z), this is appropriate given its adjacency to the South Melbourne MAC and the land use, economic and spatial synergies between each area.

In relation to retail uses, specific forms of complementary retail uses (for example, food and beverage) will be encouraged within the Enterprise Precinct (C2Z), and new policies will be introduced into the planning scheme to provide flexibility for certain types of 'core retail' (shop) uses in locations within the Enterprise Precinct that are adjacent to the MAC boundary.

In relation to residential uses, the Structure Plan provides for housing growth within the MAC boundary, and broader housing policies, as set out in the City of Port Phillip Housing Strategy (August 2024) and Port Phillip Planning Scheme, identify a number of other locations close to South Melbourne that have the potential to cater for significant housing growth. These areas have the potential to absorb any potential future unmet residential demand in the study area, should this need arise.

Actions

Planning Scheme Amendment – Policy

- 1.1 Prepare a planning scheme amendment based on the content in this South Melbourne Structure Plan to:
 - Introduce a new place-based policy and replace the existing Design and Development Overlay Schedule 8 in the Port Phillip Planning Scheme that supports South Melbourne as a vibrant, diverse, accessible and high amenity place comprising a Major Activity Centre, Enterprise Precinct and Mixed Use Corridor.
 - Includes specific policy directions for each precinct within South Melbourne that recognises their distinctive but complementary role in supporting the future growth of South Melbourne and provides direction on economic development, land use, built form and heritage, access and movement and the public realm.
 - Ensure planning policy and controls encourage a wide range of land uses in the Major Activity Centre and position the Enterprise Precinct as the last remaining ‘business only’ land area in the southern city fringe, where residential uses are prohibited and range of building types are retained and/or created to cater for diverse businesses.
- 1.2 Ensure built form controls for South Melbourne differentiate the area from neighbouring areas so that different business settings are available to a range of business types over the medium to long term.
- 1.3 Ensure local policy in the Port Phillip Planning Scheme continues to recognise South Melbourne as a Major Activity Centre that encourages a range of commercial, retail, residential, community and public uses.
- 1.4 Use the *South Melbourne Structure Plan: Activity Centre Boundary Report* (City of Port Phillip, June 2024) to define the spatial extent of the South Melbourne Major Activity Centre as shown in Figure 10, extending its spatial extent to include:
 - Site 1: 100 Market Street (existing Aldi centre site)
 - Site 2: 80–94 Cecil Street, 166–180 York and 80–94 Market Streets
 - Site 3: South Melbourne Station Route 96 light rail tram stop
 - Site 4: Area comprising Homes Victoria public housing site at 166 Moray Street and 209 Dorcas Street, Skinners Adventure Playground at 179 Dorcas Street, St Lukes Anglican Church at 210 Dorcas Street, the Greek Orthodox

Archdiocese of Australia at 221–229 Dorcas Street and Apple Blossoms Early Learning Centre at 219 Dorcas Street South Melbourne

- Site 5: 176–188 Bank Street South Melbourne (Former South Melbourne Butter factory)
- Site 6: Emerald Hill ‘civic heart’: Area comprising South Melbourne Town Hall, Emerald Hill Library and Heritage Centre, 222 Bank Street (currently occupied by Access Arts Victoria), Foundry Site Park and Edythe McCallum Reserve and the current South Melbourne Police Station at 211 Bank Street
- Site 7: Land already in the Commercial 1 Zone bound by Park, Clarendon, Dow and Cecil streets
- Site 8: Land along Clarendon Street between Park and Thomson Streets already in the Commercial 1 Zone
- Site 9: 31 Ross Street and rear of 68–72 York Street.

Planning Scheme Amendment – Rezoning

- 1.5 Correct zoning anomalies shown in Figures 11 and 12 at the following addresses:
 - The block of land bound by York, Cecil, Market and Northumberland streets, South Melbourne
 - 176–188 Bank Street, South Melbourne (former South Melbourne Butter Factory)
 - 383–385 Clarendon Street, South Melbourne
 - 68–72 York Street, 191–199 Clarendon Street and 31 Ross Street, South Melbourne
 - 120–142 Clarendon Street, Southbank
 - 102–106 Park Street, South Melbourne
 - 77 Park Street and 286–294 Kings Way, South Melbourne
- 1.6 Rezone land currently in the Industrial 1 Zone to the Commercial 2 Zone and apply the Environmental Audit Overlay to support this area’s future growth and evolution as part of the broader South Melbourne Enterprise Precinct.
- 1.7 Retain the Commercial 2 Zone in the South Melbourne Enterprise Precinct.

Activities and Uses Objective 2:

Support ongoing business growth and economic specialisation in South Melbourne

City fringe locations such as South Melbourne offer important alternatives to Melbourne's CBD, providing a wide range of commercial floorspace options, and a different type of amenity and vibrancy to that found in the central city. South Melbourne is an attractive location for business as it offers a distinct suite of characteristics that can continue to support economic growth and development.

The proximity of employment land to the Clarendon Street shopping strip, South Melbourne Market and the Southbank Arts precinct provides it with a 'quality of place' proposition that also differentiates it from any number of other older industrial areas across inner Melbourne.

These characteristics collectively support the function of South Melbourne as an Enterprise Precinct.

The economic analysis that has informed this Structure Plan assessed the commercial land within South Melbourne against a set of factors driving the success of enterprise precincts (set out with the Victorian Government policy paper *'Unlocking Enterprise in a Changing Economy'*, 2018).

This assessment identified that South Melbourne rates strongly for its quality of place, critical mass, infrastructure and accessibility, but not so strongly against factors such as affordability and the presence of anchor institutions¹¹.

This Structure Plan seeks to capitalise on South Melbourne's existing economic strengths and address areas of weakness in order to optimise the value of the place as a vibrant Enterprise Precinct.

Recognising the 'enterprise precinct' function of South Melbourne in local planning policy

State planning policy has recently been updated to formally recognise and support the development of enterprise precincts that build the critical mass of employment in an area, leverage the area's public and private sector economic competitive strengths and assets, and cater to a diversity of employment types and scales¹². The need to retain and encourage the development of land in South Melbourne for creative industries is now also formally recognised within the Port Phillip Planning Scheme¹³.

Economic analysis informing this Structure Plan has confirmed the need to protect and support the unique pre-conditions that enable the ongoing growth of business and creative industries within the South Melbourne's Enterprise Precinct.

Therefore, the South Melbourne Structure Plan provides the opportunity to provide better local policy directions for the South Melbourne's Enterprise Precinct.



Figure 15 - Factors driving the success of enterprise precincts (Victorian Government 2018, p.11)

¹¹ SMEELUS, Chapter 7 (Urban Enterprise, 2023).

¹² PPF Clause 17.01-2S.

¹³ PPF Clause 17.01-01R.

Preserving and enhancing the unique place qualities of South Melbourne

Quality of place is an important attractor for talent, particularly for creative workers. It includes both the quality of the physical amenity of an area as well as the availability of a diversity of uses that allow for social interaction and collaboration.

This Structure Plan seeks to preserve and enhance South Melbourne's heritage, low to mid rise and fine grain built form, quality public realm and genuine mix of land uses. These are all important features that make South Melbourne an attractive place for business, including creative industries.

New planning controls and policy will help continue to guide urban design and development outcomes that ensure South Melbourne remains attractive to these businesses. Such outcomes include:

- Preserving valued aspects of South Melbourne's heritage and physical character
- Preserving and enhancing the amenity of streets (for example, sunlight access on key pedestrian routes, street activation, openness and sky visibility, street activation)
- Maintaining a distinction between the low to medium rise character of South Melbourne and high rise buildings in the CBD, Southbank and along Kings Way.

Retain and grow South Melbourne's economic specialisations

South Melbourne has established concentrations of firms within related industry sectors, and this critical mass is an important factor in its success as an Enterprise Precinct.

The following economic specialisations already existing within South Melbourne and having strong potential for future growth:

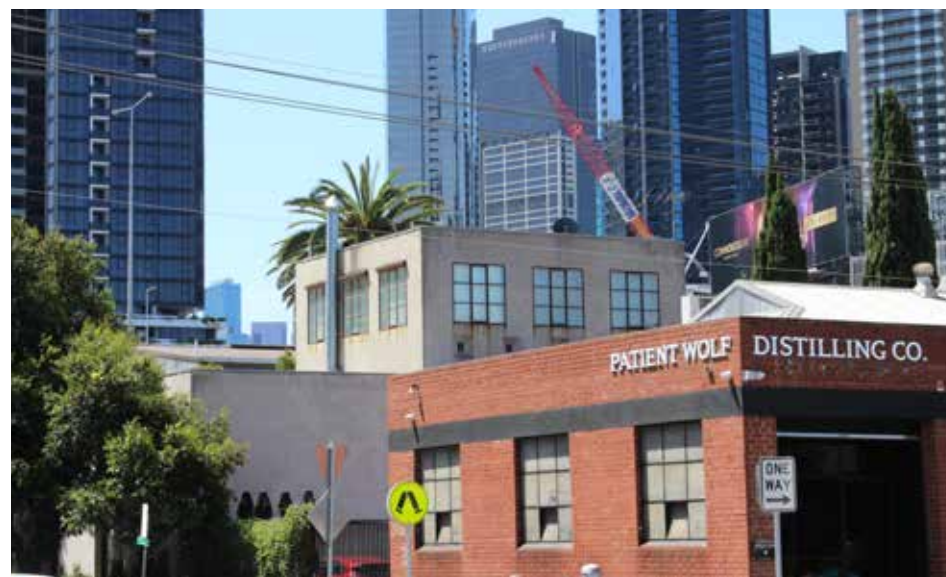
- Creative industries – an evolving mix of sectors spanning arts, culture, screen, music, design, games development, fashion, publishing and more. Victoria's creative industries largely comprise small organisations, micro businesses and sole practitioners. They operate within a creative ecosystem that extends from iconic cultural attractions and global businesses to educational institutions, government bodies and community groups.
- Professional and financial services – activities that relate to real estate and property services, engineering, management advice and consulting, insurance, legal, investment and accounting services, and administrative related services.
- Retail, hospitality and personal services – activities that relate to the retailing of goods and services, hospitality and personal services such as fitness, recreation, health, wellbeing and beauty¹⁴.

These specialisations add an estimated \$1.1 billion to Port Phillip's economy, demonstrating the overall importance of these industries in terms of productivity and value-add to the local economy.

This Structure Plan seeks to retain and support the growth of these economic specialisations by preserving employment land within an appropriate zone, namely the C2Z, and by supporting the creation of a diversity of commercial development typologies that are suitable for creative industries, professional services, retail, hospitality and personal service firms.

Provide the digital infrastructure to retain, support and grow South Melbourne's economic specialisations

The provision of world-class digital infrastructure is a particularly important factor ensuring the ongoing success of South Melbourne as an Enterprise Precinct. Providing the necessary utilities and infrastructure is central to supporting connectivity, collaboration, and innovation, for example supplying high-capacity broadband networks.



¹⁴ SMEELUS (Urban Enterprise, 2023)

Opportunities may also exist to embed smart technologies that enable real-time data to be collated and used to inform planning and guide investment across South Melbourne.

Retaining and creating affordable workspaces

As land values and rents increase, affordable spaces for business such as offices, studios, shopfronts and industrial premises reduce. For some creative and emerging businesses, this challenge leads to relocation elsewhere. Similarly, increasing rents and redevelopment of existing rented premises presents a threat to the retention of micro and small businesses, especially those using former industrial premises. The loss of smaller businesses at the 'emerging' end of the business cycle could limit local ideas creation and business and productivity growth.

Therefore, there are opportunities for state and local government to explore how to ensure that South Melbourne remains accessible and affordable for startups and creative industries. One way to do this is by retaining the Commercial 2 Zone in South Melbourne's Enterprise Precinct, which contains a variety of building types suitable for micro, small and medium businesses.

However, broader State-led planning policies seeking to provide more affordable workspaces are also required to support local initiatives such as the City's partnership with the Fitzroy

Street Business Association and Renew Australia to deliver Renew Fitzroy Street, which provides low cost retail spaces. State policy can help retain affordable workspaces in strategic locations.

Supporting coworking spaces

Leasing a space can be prohibitive for many small and start-up businesses. Hence, coworking spaces have emerged across high rent locations such as South Melbourne to minimise rent costs. Coworking spaces are open plan offices where spaces can be leased. Often these spaces feature shared facilities such as meeting rooms and kitchens. By bringing freelancers, early-stage entrepreneurs and other small business owners together, this can provide a supportive environment, along opportunities for social interaction that can drive innovation.

Supporting business establishment and growth, linking local workers with local jobs and exploring opportunities

The City is committed to actively supporting business establishment and growth in South Melbourne and throughout the municipality. Examples include the City of Port Phillip's Business Concierge service, as well as working with traders' associations, the Prosperous Port Phillip Business Advisory Group and other stakeholder groups. Continuing these

initiatives will support South Melbourne's growth. Delivering placemaking initiatives guided by public realm actions in the South Melbourne Structure Plan and building on the directions in the *Creative and Prosperous City Strategy 2023-2026* to develop an investment attraction strategy are also important initiatives that will support South Melbourne's attractiveness to businesses.

The most common occupations held by South Melbourne residents are professionals (40%) and managers (23%) in the professional, financial, technical and insurance service sectors, generally reflecting South Melbourne's economic specialisations.

Hence, exploring how to link the expertise of the local workforce with local businesses will not only support South Melbourne's economic development, but also its vibrancy as more people live and work within their neighbourhood. Connecting local secondary school and tertiary students to businesses will help develop the expertise of the emerging workforce of the future, including connecting students from the new University of Melbourne Fishermans Bend campus to be delivered in the City of Melbourne.

Within this work are opportunities to collaborate with and advocate to the State Government for investment attraction, infrastructure delivery, workforce and destination development.

Data collection and monitoring to drive ongoing investment in South Melbourne

As South Melbourne's popularity as a business destination increases, it will be crucial to collect accurate and detailed data to effectively monitor and review business activity in South Melbourne and encourage ongoing investment.

Using South Melbourne as a pilot to establish a municipal Census of Land Use and Employment similar to that undertaken by the City of Melbourne to collect data and build a database containing key information will expand and enhance the City of Port Phillip's business planning, policy development and strategic decision making capacity.

Providing more comprehensive information about land use, employment and economic activity in South Melbourne, will assist investors, consultants, students, urban researchers, property analysts and businesses gain key insights and make investment decisions.

Actions

Planning Scheme Amendment – Policy

- 1.8 As part of preparing a planning scheme amendment to implement the South Melbourne Structure Plan in the Port Phillip Planning Scheme, ensure the planning policy framework in the Port Phillip Planning Scheme for South Melbourne:
- Prioritises delivery of commercial floorspace to accommodate projected employment growth, especially in small and medium premises within the South Melbourne Enterprise Precinct
 - Supports the growth of media, and creative industries, professional services, hospitality and personal service firms by preserving employment land within an appropriate zone (Commercial 2 Zone), and preserving and/or creation of a diversity of commercial development typologies
 - Promotes the preservation and enhancement South Melbourne's heritage, low-mid rise and fine-grain built form, quality public realm and genuine mix of land uses
 - Supports the growing role and utilisation of coworking spaces in South Melbourne.

Digital infrastructure

- 1.9 Support the provision of high-capacity digital infrastructure throughout South Melbourne.
- 1.10 Investigate opportunities to provide 'smart' infrastructure within South Melbourne to facilitate innovation, investment and data activation.

Support business establishment and growth

- 1.11 Encourage businesses to establish in South Melbourne and support their prosperity by:
- Building on the directions in the *Creative and Prosperous City Strategy 2023-2026* to develop an investment attraction strategy for South Melbourne
 - Continue using the City of Port Phillip's Business Concierge service to support businesses establish and grow their business in South Melbourne

- Continue working with and supporting the Clarendon and Coventry Streets Business Association and other stakeholder groups to support businesses and drive investment in South Melbourne
 - Continue working with the Prosperous Port Phillip Business Advisory Group to:
 - Identify and facilitate the co-creation and co-contribution of short, medium and longer-term actions the City can make to achieve a vibrant and thriving City
 - Support recovery efforts for local traders hit hard by the COVID-19 pandemic
 - Create and attract new jobs to Port Phillip
 - Delivering placemaking initiatives guided by public realm actions in this South Melbourne Structure Plan.
- 1.12 Work with State Government departments and agencies to advocate for State Government investment attraction, infrastructure delivery, workforce and destination development.

Linking local workers with local jobs

- 1.13 Provide South Melbourne's educated labour force with opportunities to work closer to their homes by:
- Exploring how to connect South Melbourne's educated labour force with local businesses
 - Exploring how to connect local educational institutions and local students with local businesses
 - Retaining employment land, especially land in the Enterprise Precinct that is in the Commercial 2 Zone.

Actions

Collect accurate and detailed data to effectively monitor and review business activity in South Melbourne and encourage ongoing investment

- 1.14 Investigate the feasibility of using South Melbourne as a pilot to establish a municipal Census of Land Use and Employment similar to that undertaken by the City of Melbourne to collect data and build a database containing information such as:
- Industry structure and type (ANZSIC code and number of establishments or business locations)
 - Floor space type and use (office, retail, industrial, accommodation or entertainment and office vacancy rates)
 - Employment type (full-time, part-time, casual or contractor)
 - Building information (number of floors, year of construction, gross floor area and lettable area)
 - Venue and capacity measures (cafe or restaurant seats, child care centre spaces, off-street car parking spaces, bicycle and shower facilities, residential dwellings, student dwellings, student beds, theatre and stadium seats, conference and meeting seats and gaming machines)
 - Spatial distribution (maps, CLUE small areas, blocks and customised regions).
- 1.15 Monitor the growth and change in South Melbourne by reviewing changes in commercial office floorspace, employment growth, planning permit activity and rents.

Advocacy to support affordability

- 1.16 Advocate to the State Government to provide further planning guidance and best practice models for the delivery of affordable workspaces for creative and innovation industries necessary for the desired economic activity.
- 1.17 Advocate to the State Government to adopt a state-wide definition of affordable workspace and creative neighbourhoods.



Activities and Uses Objective 3:

Support diversification of retail, services and amenities in South Melbourne

The role of the South Melbourne Major Activity Centre in supporting the needs of a growing population

The South Melbourne Major Activity Centre (MAC) plays an important role in delivering a range of retail, hospitality and other services to residents living nearby and further afield, as well as to the many workers and businesses that are located nearby, and people visiting South Melbourne.

The South Melbourne MAC will continue to provide for a wide range of retail, hospitality and other uses, with such activities complementing the regionally significant South Melbourne Market.

New planning policy will encourage the creation of spaces for retail, hospitality and other non-residential uses on the ground floor of sites within the South Melbourne MAC that are in the Commercial 1 Zone (C1Z).

The role of the South Melbourne Enterprise Precinct in providing for complementary retail, services and amenities

There are a range of retail uses, services and amenities that are complementary to the employment function of the South Melbourne Enterprise Precinct. Examples of these include cafes, bars, takeaway

premises, convenience shops, child care and gyms.

New planning policy will encourage the establishment of such uses at on sites across the South Melbourne Enterprise Precinct.

Any future supermarket uses proposed within the Enterprise Precinct are encouraged to be located immediately adjacent to the South Melbourne MAC and be well connected to the South Melbourne Market or Clarendon Street, Coventry Street and York Street retail shopping strips, to concentrate such activities centrally within South Melbourne, and strengthen the economic function of the MAC.

Other types of shop uses (excluding convenience shops) are generally discouraged from locating within the Enterprise Precinct.

Providing community, social and recreational facilities to support residents and workers

A wide range of public and private community, social and recreational facilities are supported across South Melbourne Central. Such uses will add to the diversity and vitality of the place for residents, workers and visitors alike.

Expand the night time economy

South Melbourne provides a vibrant retail, hospitality, and personal services sector, coming second only to St Kilda in the density of live music venues. However, there is a notable lack of vibrancy in the Enterprise Precinct. These areas can be dark and unsafe at night due to the absence of a thriving nighttime economy, given workers tend to head straight home after work without lingering.

Therefore, opportunities exist to investigate how to leverage this specialisation to expand South Melbourne's night time economy, including designating South Melbourne as a live music precinct similar to St Kilda.



Actions

Planning Scheme Amendment – Policy

1.18 As part of preparing a planning scheme amendment to implement the South Melbourne Structure Plan in the Port Phillip Planning Scheme, ensure the planning policy framework in the Port Phillip Planning Scheme for South Melbourne:

- Supports diversification of retail, services and amenities in South Melbourne MAC and Enterprise Precinct
- Encourage the creation of spaces for retail, hospitality and other non-residential uses on the ground floor of sites within the South Melbourne Major Activity Centre that are zoned Commercial 1 Zone (C1Z)
- Encourages a range of uses such as cafés, bars, takeaway premises, convenience shops, child care, gymnasiums, etc. to locate across the South Melbourne Enterprise Precinct
- Encourages any future supermarket uses proposed within the Enterprise Precinct to be located immediately adjacent to the South Melbourne MAC and well connected to the South Melbourne Market or Clarendon Street, Coventry Street and York Street retail shopping strips, to concentrate such activities centrally within South Melbourne, and strengthen the economic function of the MAC
- Discourages other types of shop uses (excluding convenience shops)) from locating within the Enterprise Precinct
- Supports leveraging South Melbourne's specialisation in hospitality and speciality food related manufacturing and distribution services to grow its offering in the Enterprise Precinct
- Encourages a wide range of public and private community, social and recreational facilities are supported across South Melbourne.

Night-time economy and live music

- 1.19 Investigate opportunities to expand South Melbourne's night-time economy, particularly within the C2Z area through a strategic review.
- 1.20 Seek opportunities to support live music in South Melbourne, including exploring the possibility of designating South Melbourne as a dedicated live music precinct.



Activities and Uses Objective 4:

Provide opportunities for ongoing reinvestment, mixed use development and new employment floorspace within walking distance to Anzac Station and Park Street tram upgrade

Encouraging and supporting investment in South Melbourne's economy

One of South Melbourne's strategic advantages is its excellent access to public transport. The new Anzac Station, expected to open in 2025, will strengthen this advantage. Anzac Station will provide heavy rail public transport to the South Melbourne and St Kilda Road areas for the first time. Anzac Station will improve access to South Melbourne from Melbourne's north-western and the south-eastern suburbs. Associated with the new Anzac Station will be the construction of the Park Street link, which will redirect trams from St Kilda Road along Park Street and Clarendon Street into the CBD. This will significantly increase trams and commuters traveling through South Melbourne, potentially encouraging greater visitation into South Melbourne.

Figure 16 shows that the south-eastern section of the Enterprise Precinct and Kings Way Mixed Use Corridor will be within 800m (a standard measure of 'walking distance') from the station entrance. In turn, improving accessibility and walkability from Anzac Station to South Melbourne's Activity Centre and Enterprise Precinct will be crucial.

Given Anzac Station will significantly improve public transport access to the South Melbourne and St Kilda Road areas, it is expected that demand will increase for employment uses. According to the *South Melbourne Employment*,

Economic and Land Use Study (Urban Enterprise 2023), commercial floorspace requirements are projected to be between 145,000 to 187,000 square metres by 2040 .

New planning policy and controls presented in the South Melbourne Structure Plan and implemented in the Port Phillip Planning Scheme will encourage ongoing reinvestment, mixed use development and new employment floorspace in areas close to public transport. Doing so will ensure that South Melbourne remains a premiere location for a variety of businesses within its Enterprise Precinct and activity centre.

The South Melbourne Structure Plan area shares a direct interface with the Domain precinct. Adopted by Council on 18 September 2019, the *Domain Precinct Public Realm Masterplan* will continue to guide public realm improvements in the Domain precinct.

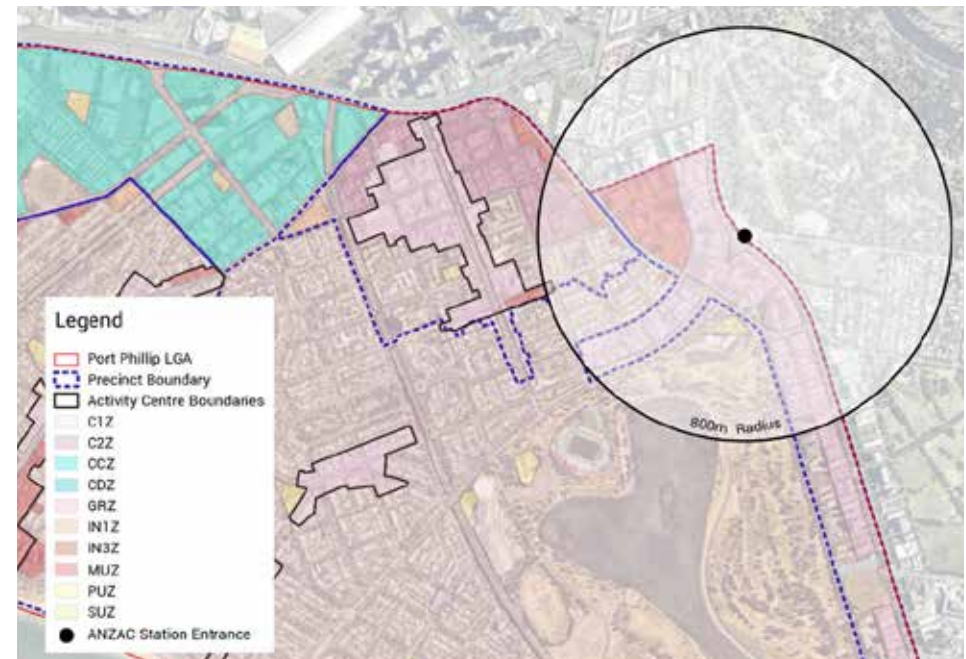


Figure 16 - Anzac Station location and proximity to Structure Plan area (Urban Enterprise 2023).





Actions

Planning Scheme Amendment – Policy

- 1.21 As part of preparing a planning scheme amendment to implement the South Melbourne Structure Plan in the Port Phillip Planning Scheme, ensure the planning policy framework in the Port Phillip Planning Scheme for South Melbourne provides opportunities for ongoing reinvestment, mixed use development and new employment floorspace in areas close to public transport.
- 1.22 Use the actions in this South Melbourne Structure Plan to drive ongoing investment in South Melbourne and support its evolution as a vibrant, diverse, accessible and high amenity place comprising a Major Activity Centre, Enterprise Precinct and Mixed Use Corridor.

Domain Precinct Public Realm Masterplan

- 1.23 Continue using the *Domain Precinct Public Realm Masterplan* (adopted by Council on 18 September 2019) to guide public realm improvements in the Domain Precinct.

Activities and Uses Objective 5:

Capitalise on the popularity of the South Melbourne Market to create a thriving street-based retail precinct

South Melbourne Market – a treasured landmark now and into the future

South Melbourne Market is one of the major drawcards to the area. Since 1867, South Melbourne Market has been a treasured inner-city landmark and a favourite amongst locals and visitors. It is the quintessential village market, a place where people come not only to purchase fresh food, but to meet, eat, drink, shop, discover, share and connect. With annual visitation of at least 4 million people the South Melbourne Market is a major retail destination which directly contributes to the amenity and vibrancy of the Structure Plan Area. Several office and residential developments have been constructed or are underway near the market, with this intensification of activity indicating the desirability of businesses, workers, and residents to be located near the Market.

South Melbourne Market Project Connect is currently being undertaken to futureproof this thriving village market. Project Connect is currently in the preliminary stage, with designs being developed that address the best use of the Market footprint to achieve the desired outcomes which include reviewing current structural issues, integration with surrounding roads, footpaths and car parking, and assessing safety and amenity requirements.

While the South Melbourne Market Project Connect is currently in development, this Structure Plan can support the Market

by aiming to increase activity along and integration with York Street. Part of this initiative involves implementing planning policies to preserve solar access to the area, with a particular focus on ensuring that key locations like the Market receive ample sunlight, especially during the winter months.

Moreover, there are also opportunities to explore how to leverage the strength of the South Melbourne Market to provide greater benefit for the whole area. Leveraging the Market's strength as an anchor that draws people from a broad catchment will encourage people to spend more time within the broader South Melbourne Major Activity Centre. This, in turn, boosts foot traffic, benefiting local businesses and contributing to the Market's overall success and vibrancy.

Actions

Planning Scheme Amendment – Policy

1.24 As part of preparing a planning scheme amendment to implement the South Melbourne Structure Plan in the Port Phillip Planning Scheme, ensure the planning policy framework in the Port Phillip Planning Scheme supports the South Melbourne Market's renewal, particularly with its interface to the public realm.

South Melbourne Market – other actions

- 1.25 Continue implementing the *South Melbourne Market Strategic Plan 2021-25*, which includes moving towards financial sustainability, improved customer experience and an enhanced and safer public asset for the City and its visitors, as well as implementing future strategic plans.
- 1.26 Continue progressing South Melbourne Market Project Connect.
- 1.27 Identify opportunities to leverage the South Melbourne Market's strength as an anchor that draws people from a broad catchment will encourage people to spend more time within the broader South Melbourne Major Activity Centre.
- 1.28 Consistent with Council's advocacy position prior to the 2022 State and Federal elections, seek opportunities for a partnership with the Victorian and Commonwealth Governments to co-fund a renewed and reinvigorated South Melbourne Market to ensure it can continue to thrive in the local community.



Activities and Uses Objective 6:

Accommodate the housing needs of a welcoming, resilient and future-focused community

Supporting sustainable housing growth and change

By 2036, an extra 38,290 people are expected to move to the City of Port Phillip and live in an additional 21,480 homes. The *City of Port Phillip Housing Strategy 2024–2039* is one of the main ways the City will plan for our residents' current and future housing needs. It considers population growth, housing demand and supply, housing quality and diversity, affordability, and sustainability.

The Strategy determines how housing growth can be best accommodated in South Melbourne and Port Phillip, including where and what type of housing is required. Ultimately, *City of Port Phillip Housing Strategy 2024–2039* will be implemented through the Port Phillip Planning Scheme.

The Strategy's key draft housing Principles include:

- **Resilient Housing:** *Facilitating housing development that adapts and mitigates the impacts of climate change.*
- **Diverse Housing:** *Facilitating housing of diverse size, tenure, type and cost/affordability that accommodate existing and future communities of all ages, genders, abilities and needs.*
- **Inspiring Housing:** *Facilitating innovative, site-responsive, design that contributes positively to the street and make our neighbourhoods safe, welcoming, distinct, and inspiring.*
- **Evolving Housing:** *Facilitating housing*

change to meet contemporary housing needs that are aspired by current and future communities.

The South Melbourne Structure Plan supports the development of *City of Port Phillip Housing Strategy 2024–2039* by identifying the scale and form anticipated for the centre, including building height limits. Future scale and built form is informed by the urban design and heritage analysis presented in Theme 2: Built Form. This information is a key factor, amongst other base assumptions, used by the Housing Strategy to determine the total housing capacity within the centre.

Furthermore, the plan establishes a preferred land use framework. By retaining the Commercial 1 Zone in the Major Activity Centre, this will ensure that South Melbourne continues to provide housing in locations well-served by public transport, jobs and amenities. Doing so will contribute to South Melbourne's vibrancy. Retaining the Mixed Use Zone along the Kings Way Mixed Use Corridor seeks to achieve a similar aim.

However, rezoning land in the Commercial 2 Zone for housing growth is not recommended. This land, designated as an Enterprise Precinct, is recognised in State policy for its significant contribution to Victoria's economy and opportunities to provide for employment and innovation. Retaining the Commercial 2 Zone is crucial for South Melbourne to support employment growth, which is projected to increase from 23,100 in 2020 to between 30,700 and 36,700 in 2040.

This too will support South Melbourne's vibrancy.

Housing to support an evolving neighbourhood

Ongoing demographic trends towards the increase of one person households, along with changing work patterns due to the COVID-19 pandemic, highlight the importance of providing diverse dwelling types. Similarly, increasing purchase and rent prices highlight the need for affordable housing options, including social housing, which makes an important contribution to South Melbourne. Affordable housing is housing, including social housing, that is appropriate for the needs of very low and moderate-income households.

Social housing is short and long-term rental housing that is owned and run

by the government or not-for-profit agencies. New housing should be sustainable, durable and demonstrate high quality design and amenity.

Housing growth in South Melbourne will be relatively steady. However, neighbouring areas particularly Montague (Fishermans Bend), Southbank and Domain will experience population growth that will expand South Melbourne's worker and visitor catchment, as shown earlier in Figure 5. Already, Southbank is one of Australia's most dense neighbourhoods, as is Melbourne CBD. In this way, South Melbourne will benefit from this change, by serving these future populations, while retaining its valued character and unique identity for generations to come.



Emerald Hill Court and Housing precinct

Homes Victoria is preparing a master plan to revitalise the Emerald Hill Court public housing estate bound by Dorcas, Moray, Coventry and St Luke streets.

The master plan will focus on improvements including new housing, ground-floor uses which respond to local needs, improved connections around the site, and better green and shared spaces.

The master plan aims to improve outcomes for Emerald Hill residents and the broader South Melbourne community by planning for:

- Future development of social and affordable homes for more Victorians
- New community facilities and ground-floor uses
- New movement pathways and improved open and green spaces.

The master plan boundary includes Skinners Adventure Playground, which is owned by the City of Port Phillip. Opportunities to improve the layout and interface to meet future community needs will be explored. The City of Port Phillip is not disposing of Skinners Adventure playground. It will remain accessible to the community. The City's 10-year financial plan allocates funds towards upgrading Skinners Adventure Playground. In this way, there are opportunities for the City to collaborate with Homes Victoria to seek the best possible outcome for the community.

Homes Victoria will also deliver Stage 1 of the Emerald Hill Big Housing Build which will integrate new social and affordable housing with a community hospital.

As part of Stage 1, Homes Victoria will build at least 70 new homes and include ground floor uses and better open spaces. The site will also accommodate a new Emerald Hill Community Hospital that will be operated by Alfred Health in partnership with Star Health and will provide tailored health services to meet the community's needs.

The Emerald Hill Health and Housing precinct is being delivered by Homes Victoria and the Victorian Health Building Authority. Construction will start in 2023.

This Structure Plan confirms the City's support for retaining, upgrading and increasing the provision of social and public housing.



Park Towers

Homes Victoria has commenced taking steps towards retiring Melbourne's older public housing towers, including Park Towers.

Homes Victoria proposes to retire and transform 44 older-style towers across Melbourne over the coming years and decades, seeking to deliver modern, accessible homes, and better community facilities to enrich communities.

The *South Melbourne Built Form Review* (Hodyl & Co, August 2024 p.116) identifies high level built form principles to guide future development outcomes on Park Towers should the Victorian Government progress with their proposal.

Opportunities

In light of other Victorian Government public housing projects, Council endorsed a series of guiding principles in October 2022 to provide parameters for Council officer input into Victorian Government public housing projects. These broad principles have informed principles to guide future built form outcomes for Park Towers, which covers an area of approximately 1.48 hectares (14,780 square metres).

Urban structure

There is an opportunity to provide a more formal street arrangement at the existing north-south accessway to the east of the tower. This would assist in improving the permeability of the block and improve integration into the surrounding street network and public realm. An additional vehicle entrance or pedestrian link could also be provided to the west of the tower to integrate with a proposed location for new development.

Public open space

There is an opportunity to improve the reserve at the east of the estate including increased public access. The *Places for People: Public Space Strategy 2022-32* includes the following action:

Action 68. Park Towers Reserve: Advocate to, and partner with the Victorian Government to improve access into Park Towers Reserve.

The accompanying technical report to *Places for People* notes that a larger open space would have potential to provide a greater diversity of unstructured recreational facilities for everyone including residents of Park Towers. Applying the open space hierarchies in the technical report, a large open space would require 18-67% of the total site area. The existing 0.6 hectare open space occupies approximately 40% of the site area.



Built form

On the basis that the existing tower remains on site, the area of surface car parking to the west of the tower provides the greatest opportunity for redevelopment. An initial assessment indicates that:

- There are no sensitive interfaces within the surrounding context to this portion of the site
- As the western site boundary is approximately 100 metres in length, multiple buildings should be delivered to provide an appropriate grain and scale of development
- The buildings would be orientated north-south presenting a slender elevation to both Bank Street and Park Street
- Building separation of approximately 15 to 18 metres could be achieved between the new development and the existing tower
- Development up to 8 storeys (26.4 m) at the southern end would not overshadow the southern footpath of Park Street at the spring equinox (22 September)
- The northern end could support a taller tower form
- Separation between buildings along the western boundary as well as the built form articulation of each building will be crucial in maintaining outlook for dwellings on the western side of the existing tower
- Current vehicle access to the existing surface car parking could continue to

be utilised or an alternative entrance could be provided from Park Street.

Additional development would likely require encroachment into the Park Towers Reserve resulting in a reduction in open space. This should be reallocated to other areas of the site to ensure there is no net loss of open space. If the Victorian Government was to consider development in this area, an initial assessment indicates that:

- Any built form should be located to the south of the site to protect sunlight to the northern portion of the open space
- A development along the southern boundary up to five storeys (16.8 m) comprising one storey of non-residential and four storeys of residential that is setback 6 metres from the property boundary to Park Street would not overshadow Howe Crescent Reserve between 10 am and 2 pm on the winter solstice (22 June)
- Any development should provide active frontages and passive surveillance to the open space
- Opportunities to increase activation to the ground floor of the tower should be explored, either by retrofitting existing spaces or through additions which 'sleeve' the base of the tower.



Actions

Planning Scheme Amendment – Policy

1.29 As part of preparing a planning scheme amendment to implement the South Melbourne Structure Plan in the Port Phillip Planning Scheme, ensure the planning policy framework in the Port Phillip Planning Scheme:

- Encourages housing that provides diverse dwelling typologies and tenures, accommodates changing work patterns, is sustainable and durable, and demonstrates high quality design and amenity.
- Recognise in planning policy that while housing growth in South Melbourne will be relatively modest, neighbouring areas particularly Montague (Fishermans Bend), Southbank and Domain will experience population growth that will expand South Melbourne's worker and visitor catchment.

City of Port Phillip Housing Strategy 2024–2039

1.30 Support the development, objectives and implementation of the *City of Port Phillip Housing Strategy 2024–2039*.

Social and affordable housing

1.31 Support retaining, upgrading and increasing the provision of social and public housing, along with increasing opportunities to provide affordable housing for rent and purchase by:

- Supporting the Victorian Government's upgrade of existing public housing supply and advocate for increases in public housing supply.
- Facilitating and strengthening the partnership between community housing providers and the development industry.
- Advocating to the Victorian Government to provide social and public housing when developing government land or require the provision of social housing when selling surplus government land.
- Requiring new developments to contribute to achieving The City's affordable housing objectives, articulated in the *City of Port Phillip Housing Strategy 2024–2039*.



Activities and Uses Objective 7:

Community infrastructure to enhance social connection

Community infrastructure supporting South Melbourne

Community infrastructure refers to spaces, facilities and services that support the health and wellbeing of people and the community. It includes facilities for residents as well as those who work or study in the area, provided by the City of Port Phillip, other government agencies, non-government not-for-profit organisations and private enterprise. Benefiting from both a legacy of social and community housing and ongoing investment, South Melbourne has an extensive network of community infrastructure servicing residents, students, workers and visitors, meaning that they do not have to travel too far to access services or facilities.

The City of Port Phillip provides a variety of community infrastructure in South Melbourne, including civic and community spaces, services for families and children, services for young people and spaces for learning. Key sites include the South Melbourne Town Hall on Bank Street, the Emerald Hill Library and Heritage Centre also on Bank Street, Skinners Adventure Playground on Dorcas Street and the South Melbourne Market on Cecil Street. Many facilities contain spaces that can be reserved for community use.

While South Melbourne has a good range of community facilities, there are opportunities to explore how to address a lack of places for young people aged between 12 and 18 years to spend time

in South Melbourne, as highlighted in community engagement. Identifying how to activate public spaces can contribute to South Melbourne's arts and cultural scene, connecting the community with local creatives. Theme 4: Public Spaces and Places outlines how a refresh of the *Emerald Hill Master Plan 2012* prepared by the City of Port Phillip (not to be confused with the master planning process led by Homes Victoria for the Emerald Hill Court Estate) could do this, building on community feedback seeking to activate this area.

Importantly, in terms of community infrastructure, a refresh of the *Emerald Hill Master Plan 2012* will investigate opportunities for the adaptive reuse of the existing South Melbourne Police Station should the construction of a new police station in Dorcas Street proceed. It will also investigate how the Emerald Hill Library and Heritage Centre can more prominently contribute to cultural and public life, including investigating the delivery of an outdoor community events space.

The delivery of the Emerald Hill Health and Housing precinct at the Emerald Hill Court public housing estate will see a community hospital and other new community facilities and ground-floor uses.

It will be vital for the City to continue planning for the provision of community infrastructure and services required for the increased population and projected demographic change for South Melbourne. This includes consideration

of where community infrastructure is located to minimise travel times between locations. Private and non-profit providers can also consider the location of facilities such as child care centres to ensure they are close to workplaces.

It will also be vital to work with all organisations that influence the provision and delivery of community infrastructure in South Melbourne, especially within the context of change anticipated for

Fishermans Bend. Strategies such as the *Creative and Prosperous City Strategy 2023-26*, the *Library Action Plan 2021-26* and future versions of these strategies will support the provision of community infrastructure and services and how this contributes to South Melbourne's flourishing arts and cultural scene.

Actions

Community infrastructure supporting South Melbourne

- 1.32 Continue to plan for the community infrastructure and services required for the increased population and projected demographic change for South Melbourne and surrounding areas that rely on South Melbourne's rich provision of community infrastructure.
- 1.33 Work with all organisations that influence the provision and delivery of community infrastructure and services in South Melbourne to strengthen service offering and ensure it meets local needs and is in convenient locations that minimise travel time.
- 1.34 Use the actions in this South Melbourne Structure Plan to guide how the public realm can support the provision of and access to community infrastructure, arts, culture and libraries.
- 1.35 Use the *City of Port Phillip Guiding Principles for Victorian Government public housing projects*, adopted by Council on 19 October 2022, to support The City's collaboration with Homes Victoria the Victorian Health Building Authority to deliver the Emerald Hill Health and Housing precinct master plan, including the integration and improvement of Skinners Adventure Playground and provision of new community infrastructure.
- 1.36 Advocate to the State Government on behalf of the community for the best service delivery as part of the Emerald Hill Health and Housing precinct.

Theme 2: Built Form and Building Design

A place where quality design enhances South Melbourne's distinct characteristics

Introduction

Current planning requirements

The character of South Melbourne will continue to evolve as development pressure increases. With increasing demand for varied workplaces and residences, South Melbourne will continue to be a highly attractive location for public and private sector investment.

The current planning requirements for South Melbourne are mostly contained in Design and Development Overlay Schedule 8 (DDO8) – South Melbourne Central at Clause 43.02 of the Port Phillip Planning Scheme, shown in Figure 17. DDO8 came into effect in 2008 when it was implemented by Amendment C52 to the Port Phillip Planning Scheme and was updated in 2012 by Amendment C102. The Design and Development Overlay Schedule 16 (DDO16) exclusively applies to the Spotlight Centre/South Melbourne Central shopping centre at 111 Cecil Street.

Assessment of development over the last 15 years has provided lessons on how the outcomes sought by DDO8 and DDO16 have been delivered and where planning controls need to be improved. Key identified development issues include:

- Recent development can be characterised by buildings with multiple upper-level setbacks, referred to as a 'wedding cake', creating the following issues:
 - Awkward and inefficient floor plate layouts

- Poor internal amenity
 - Environmentally unsustainable building designs
 - Increased construction costs
 - Poor architectural design outcomes
 - Designs that are not responsive to neighbourhood character.
- Setback requirements making it difficult to build to permitted heights.
 - The need for greater policy guidance around articulation and streetscape frontages.

These issues are highlighted in Figure 18.

Retaining South Melbourne's unique character

South Melbourne's buildings are typical of an inner-city, mixed-use neighbourhood developed, subdivided and developed from the mid nineteenth century onwards.

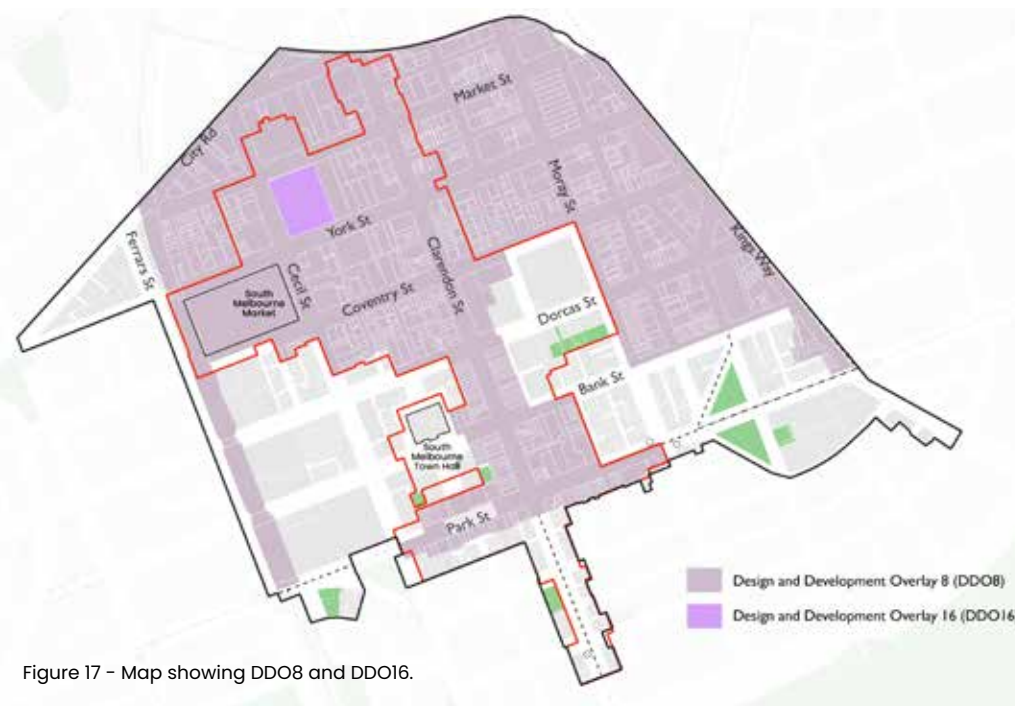


Figure 17 – Map showing DDO8 and DDO16.



Building styles and types found within the Structure Plan area include:

- Victorian and Edwardian era shop residences, larger retail stores, banks and pubs
- Early 20th century factories and warehouses in the northern section
- Mid-20th century walk-up and high-rise public housing at Park Towers and Emerald Hill Court
- Mid-rise commercial development since the 1970s in the northern section
- Residential and mixed-use development since the 1970s with growing demand for living in the inner-city
- Office development since the 1980s along the Kings Way corridor.

Many of South Melbourne's buildings are in the Heritage Overlay, so it will be important for new development to respond appropriately, ensuring that new development adds to South Melbourne's unique mixed-use identity while protecting valued heritage buildings.

It will be equally important to ensure that important views and local landmarks are not compromised as they contribute to reinforcing a sense of place, retaining crucial historic reference points and providing a positive experience for visitors.

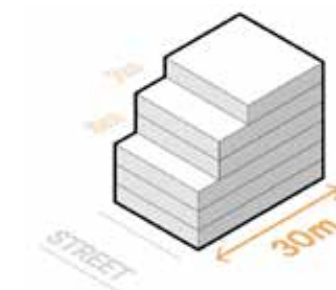
As addressed in Theme 1: Activities and Uses no changes are proposed to the residential precincts in the Neighbourhood Residential Zone (NRZ). These areas are already covered by existing planning controls that will continue managing development.

New planning controls to guide future development

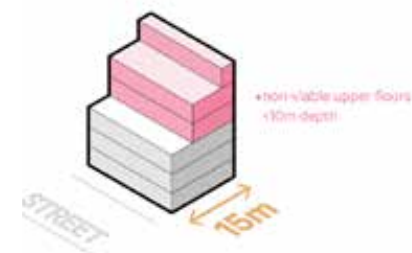
Sustained development, design issues and the need for clearer policy directions to guide South Melbourne's future character highlight the need for new planning controls addressing the way buildings are designed.

New planning controls will provide more clarity and certainty for landowners, the City and the community. They will also seek to strengthen South Melbourne's position as a Major Activity Centre and Enterprise Precinct and encourage greater investment, while protecting heritage, enhancing the public realm, managing amenity impacts and strengthening South Melbourne's sense of community.

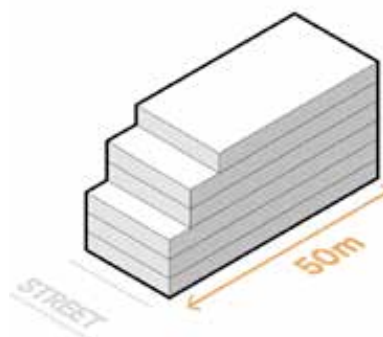
Most of the new planning requirements will be contained within new schedules to the Design and Development Overlay (DDO). The DDO is a planning tool that is applied to areas which need specific requirements to guide the built form and design of new development. DDOs set requirements for the height, form and the general design of buildings. DDOs can include built form and design requirements that are mandatory, discretionary or preferred. A mandatory requirement is a requirement that must be met with no opportunity to vary it. A discretionary (or preferred) requirement provides for some flexibility in how the required outcome is achieved. It is proposed that the new DDOs will contain a mix of mandatory and discretionary controls. The DDOs will apply to four



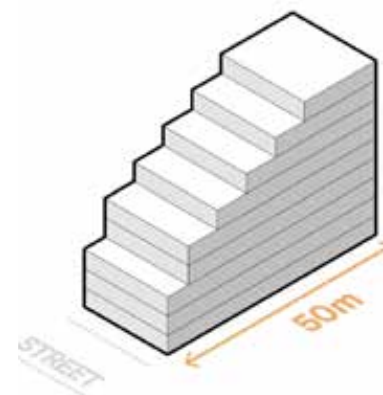
General example of a development under the current DDO8 built form controls, with a 3 storey street wall, levels 4 and 5 setback 5m, and level 6 setback a further 7m.



On sites with limited depth, the controls can result in upper level floor plates that are not viable for development.



On deeper sites, it is common to fill the available planning envelope which has resulted in buildings with significant bulk, limited outlook and poor internal amenity.



As development under DDO8 'should not exceed' the relevant building height (discretionary rather than mandatory), buildings on deeper sites can contribute to stack additional upper levels with further setbacks. This results in massing that resembles a wedding cake, increased visual bulk and inefficient floorplates.

Figure 18 – Diagrams showing a general example of how the planning envelope controls in DDO8 and the depth of sites impacts development outcomes (Hodyl & Co 2024).

distinct precincts: Clarendon Street, Market, Enterprise Precinct East and Enterprise Precinct West. Defining four precincts will support a tailored approach to new development in South Melbourne.

How will the South Melbourne Structure Plan support this theme?

The Structure Plan's approach to developing a built form and heritage framework has been informed by extensive technical analysis including, the *South Melbourne Built Form Review* (Hodyl & Co, August 2024) and the *Built Form Review: South Melbourne Major Activity Centre & Employment Precincts Heritage Built Form Analysis & Recommendations* (GJM Heritage, June 2023).

The Review identified four design objectives to guide the preferred built form and heritage parameters for South Melbourne, including:

1. Ensure development is responsive to the local context and character
2. Contribute to engaging and walkable precincts
3. Provide high-amenity housing and workplaces
4. Integrate climate responsive design.

Each objective is addressed in turned and includes the preferred built form and heritage outcomes for key design elements, such as (but not limited to) Floor Area Ratio (FAR), building height,

heritage, internal amenity, street wall height, upper-level setback, solar access to the public realm, and building separation. Collectively, these preferred built form and heritage outcomes for development will help define a preferred building envelopes for new development.

The following summarises the process undertaken to test Floor Area Ratios (FARs) and built form, with further information contained in the *South Melbourne Built Form Review* (Hodyl & Co, August 2024):

- **Step 1:** Consider what is the vision for South Melbourne, the type of buildings that align with the vision and establish a starting point for Floor Area Ratios and built form recommendations.
- **Step 2:** Establish good design outcomes, by identifying good design objectives, examples of design recommendations that respond to these objectives and test how this influences Floor Area Ratios and built form recommendations.
- **Step 3:** Select sites for testing, consider different site conditions and test how this responds to these objectives and test how this influences Floor Area Ratios and built form recommendations.
- **Step 4:** Test and evaluate Floor Area Ratios and built form recommendations through an iterative design process.



Built Form Objective 1:

Ensure development is responsive to the local context and character

South Melbourne has a diverse mix of architecture and building uses, attributes valued by the community. It is important that new buildings are responsive to their context which varies significantly across the Structure Plan area. This ranges from sensitive responses to highly intact heritage properties through to locations where higher density and taller building heights can be accommodated.

Design recommendations

Underpinned by extensive analysis, the following design recommendations from the *South Melbourne Built Form Review* (Hodyl & Co, August 2024) provide guidance on how to achieve this objective:

- Ensure development responds to the valued attributes of South Melbourne and contributes positively to the existing and future character within each precinct
- Enable precincts that are human scaled with a diversity of building types that are mainly mid-rise with some higher built form in specified areas
- Ensure development respects the height, scale and proportions of adjoining heritage places and residential areas
- Ensure development reinforces the fine grain, vertical rhythm and visual interest of streetscapes

- Encourage reduced visual bulk and maintain sky views on larger sites through the development of individual buildings or through the separation of built form elements at upper levels
- Carefully locate taller built form to minimise visual bulk and overshadowing
- Ensure solar access controls are more targeted to maintain sunlight at certain times of the year to key streets and open spaces
- Ensure street wall controls are more targeted by responding to the built form character and hierarchy of streets
- Maintain the existing street wall height of heritage places and buildings while enabling taller street wall heights in non-heritage areas
- Enable simple and legible building forms and efficient floor plates by avoiding multiple setbacks above the street wall
- For heritage buildings, provide a sensitive distinction between the lower building levels and the new upper building levels through changes in form, details and materials.

Built form outcomes

Floor Area Ratios

The use of a density control or Floor Area Ratio (FAR) contributes to higher quality buildings and greater certainty in planning outcomes.



The review of DDO8 and DDO16 noted that the current controls lack necessary clarity and consistency which contributes to uncertainty, disagreement between parties and poor quality built form outcomes. A density control or Floor Area Ratio (FAR) can provide greater certainty by specifying the amount of gross floor area that can be developed on a site. The use of FAR controls alongside building envelope controls is a standard planning mechanism that is used nationally and internationally in regulating development.

What is a Floor Area Ratio?

A FAR is a common measure that represents the density of a building (or buildings) within a specified area of land. It is expressed as a ratio between the amount of Gross Floor Area (GFA) that can be developed and the area of a site. For example, with a FAR of 4:1, the GFA that could be developed on a site of 1000 square metres would be 4000 square metres, which is four times the site area.

FARs are used with other building envelope controls such as street wall heights, upper level setbacks, building separation and building heights. The use of FARs with other controls can be tailored to specific areas to ensure buildings are responsive to the context as well as providing for greater flexibility or diversity of design outcomes. This is related to the use of mandatory and discretionary controls.

Figure 19 illustrates different outcomes that could be delivered with a FAR of 4:1. The examples illustrate why a FAR should

also be paired with other built form controls, such as discretionary heights and setbacks need to be provided a level of design flexibility that is appropriate for the context.

The use of mandatory and discretionary controls

It is recommended that FAR controls are mandatory if they are to be effective.

Building envelope controls are typically discretionary although certain mandatory controls may be justified, for example to protect sunlight to streets and parks or to ensure appropriate building heights and upper level setbacks above an existing heritage building.

Benefits of density controls

The key benefits of using FAR controls alongside building envelope controls include:

- Providing greater clarity and certainty of future development yield that can be delivered on the site whilst ensuring that amenity outcomes are appropriately managed
- Provides design flexibility to respond to the specific conditions of a site and the surrounding context.

The relationship between FAR and site size

Delivering good design outcomes requires FARs to be carefully calibrated to site size. While infill sites can often rely on spaces outside of the site to deliver

high amenity (for example, outlook to surrounding streets), developments on larger sites must also deliver amenity within sites. This means that FARs on larger sites can be lower than the FARs that apply to smaller sites, recognising that as site size increases, more space within sites must be dedicated to creating sufficient separation between buildings, and on some sites accommodating additional communal open space or pedestrian connections.

Figure 21 illustrates the different design outcomes sought on larger sites in comparison to smaller infill sites.

The relationship between FAR and residential / commercial building typologies

Commercial buildings can typically support larger and deeper floorplates than residential buildings, resulting in a higher GFA per floor. However, this does not mean that differentiated FARs are

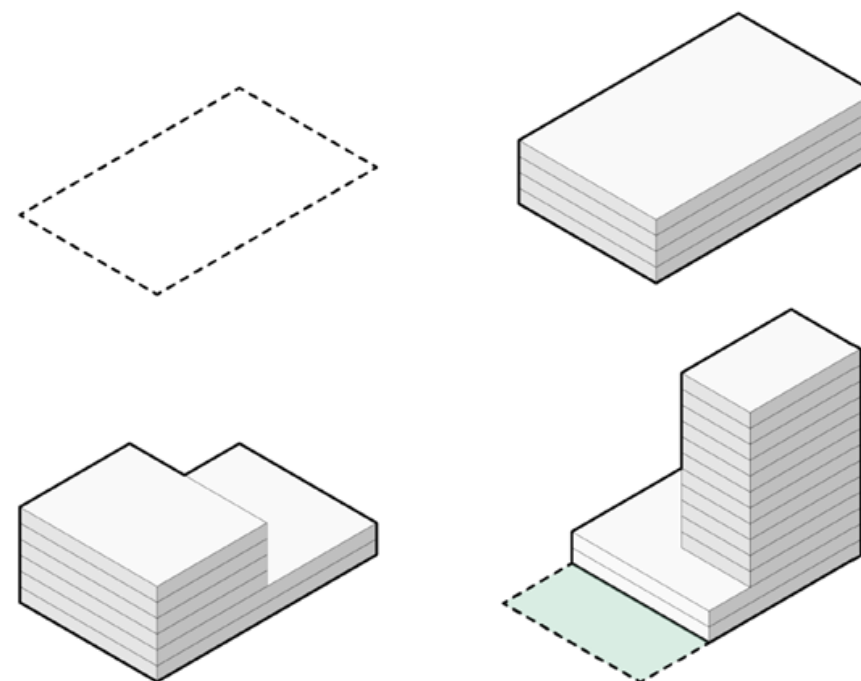


Figure 19 – General example of how a FAR of 4:1 can result in different design outcomes based on relationship with other built form controls including building height, street wall heights and setbacks (Hodyl & Co 2024).

required to apply to sites of the same size. Figure 19 illustrates how differences in floor-to-floor heights and overall building height for residential and commercial buildings mean that residential buildings are often able to deliver an extra storey within the height envelope, resulting in a similar FARs for sites of both residential and commercial uses.

Delivering more efficient built form

The built form controls in the current DDO8 and DDO16 result in building mass being pushed to the centre and rear of a site as upper levels are increasingly setback above the low street wall heights. Reorienting the building mass towards the street as shown in Figure 21 allows for higher internal amenity, increased connection between building occupants and activity in the public realm, as well

as greater efficiency in the design of floor plates. This approach can be used in a targeted way as it is important to maintain lower street wall heights in particular contexts, for example in areas where there is a cohesive heritage streetscape, on narrow streets or laneways or where there is a transition to low rise residential areas. Figure 19 shows the relationship between FAR and site size.

Building height

The proposed building height ranges reflect the highly varied character of the Structure Plan area and have been determined through considering factors such as the role and width of streets, lot sizes, interfaces and land uses. There are opportunities for taller built form up to 12 storeys along Kings Way and on larger sites in the north of the precinct. Mid-rise

buildings generally up to 7 or 8 storeys can be located along the 30 metre streets with lower building heights up to 5 or 6 storeys on the narrower 9 and 12 metre streets. In general, properties on the Victorian Heritage Register, heritage precincts with cohesive shop residence

streetscapes will have lower building heights of 3 to 5 storeys, as well as areas with more sensitive interfaces such as to the residential zoned land south of Park Street.

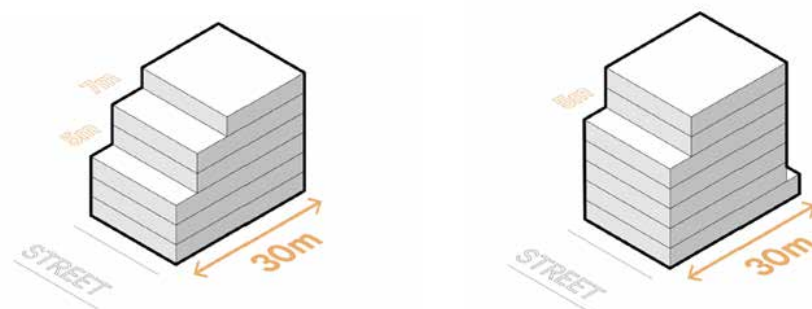


Figure 20 - Diagrams showing a general comparison between the current DDO8 built form controls and built form that allows for more of the building mass to be reoriented towards the street frontage (Hodyl & Co 2024).

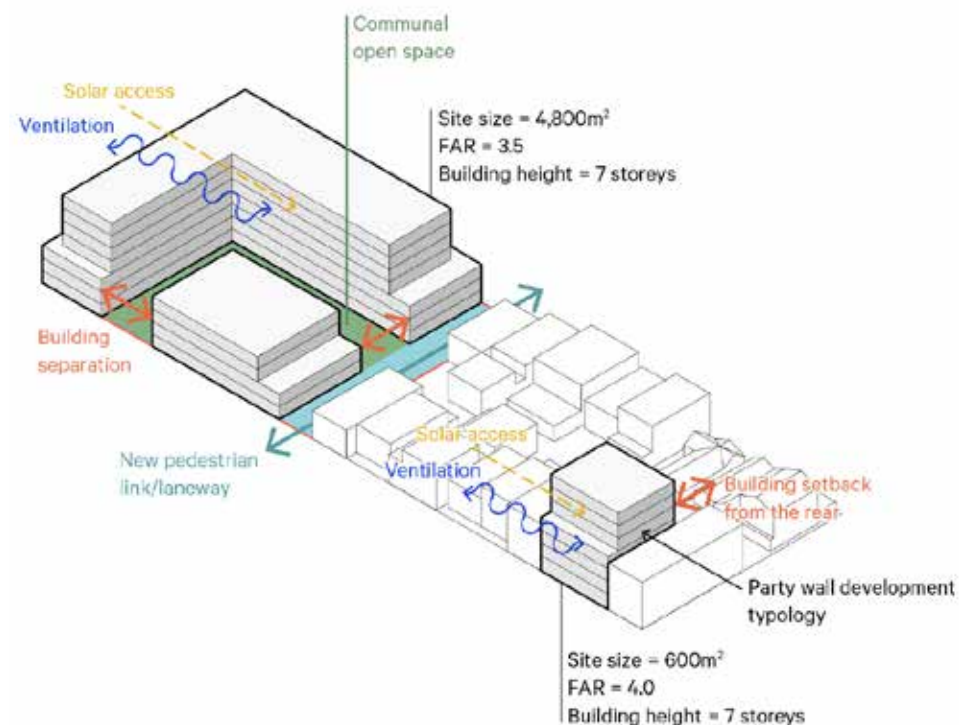
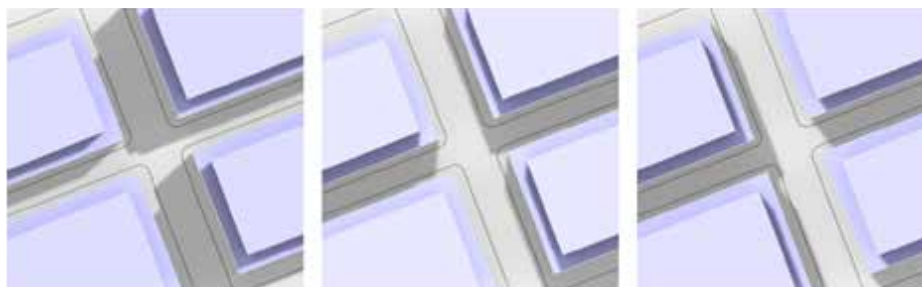


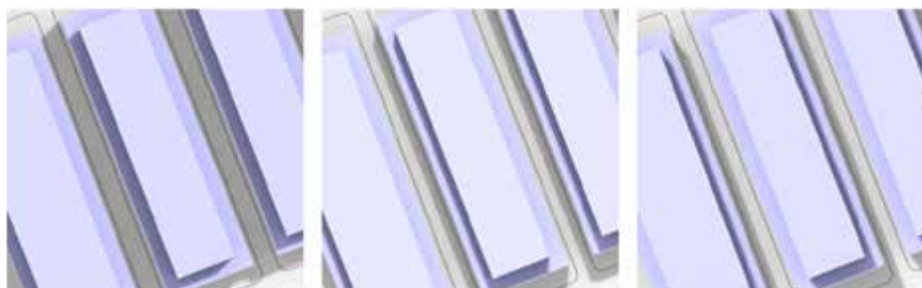
Figure 21 - The relationship between FAR and site size, as illustrated by an infill site of 600 sqm, and an island site of 4,800sqm (Hodyl & Co 2023).



Overshadowing of 30m wide streets at 10.00am, 12.00pm and 2.00pm based on a 5 storey street wall, 5m upper level setback and 7 storey building height for non-residential development.



Overshadowing of 20m wide north-south streets at 10.00am, 12.00pm and 2.00pm based on a 4 storey street wall, 5m upper level setback and 6 storey building height for non-residential development.



Overshadowing of 9m wide north-south streets at 10.00am, 12.00pm and 2.00pm based on a 3 storey street wall, 5m upper level setback and 5 storey building height for non-residential development.

Figure 22 - Studies of overshadowing to common street types at the spring equinox (22 September). Based on the level of development indicated above, sunlight protection is maintained to southern footpaths on 30m wide streets with sunlight access provided to all north-south oriented streets. Due to the alignment of blocks in South Melbourne, the impact of overshadowing to north-south streets is greater in the morning and improves in the afternoon (Hodyl & Co 2024).

Solar access to the public realm

Much of the activity in the Structure Plan area occurs along, and is oriented towards, the 30 metre streets. With limited public open space in the Structure Plan Area, the street network will play a crucial role in delivering high quality amenity in the public realm. This includes providing good sunlight access to the wide footpaths located on the southern, eastern and western side of the main streets. There is a direct relationship between sunlight access, the orientation of streets and the proposed street wall heights, upper level setbacks and building heights.

The existing built form controls in DDO8 includes mandatory winter sunlight controls for several streets:

- The western and eastern footpaths of Clarendon Street
- The southern footpaths of Market, York and Coventry Streets to the west of Clarendon Street streets surrounding the South Melbourne Market
- The southern footpath of Bank Street between Moray Street and Eastern Road.

Changes to these restrictive controls are recommended to enable development outcomes that better reflect the role and function of South Melbourne as a Major Activity Centre and Enterprise Precinct. Hence, it is recommended that sunlight controls for the spring equinox (22 September) are generally applied across the Structure Plan area to better balance built form outcomes with winter controls targeted to more specific locations. Sunlight access measured at the spring

equinox is a standard measurement implemented consistently in Planning Schemes across Victoria. This date is at the mid-point between the winter solstice (22 June) where shadows are at their longest, and the summer solstice (22 December) where shadows are at their shortest. The renders in Figure 22 indicate the level of sunlight access that can be achieved at different times of the day at the spring equinox.

On narrower streets, a balance needs to be struck between enabling appropriate levels of development and providing sunlight access at the spring equinox. Buildings on narrower north-south streets can still provide a level of sunlight access through the middle of the day, while achieving this on east-west streets is challenging.

The built form propositions for each precinct later in this chapter include further detail on specific streets, footpaths and open space where development must not cast shadows at specific times for either the spring equinox or winter solstice.

Interfaces with adjoining sites

Density and built form controls will enable new development to respond positively to important interfaces in the Structure Plan area. Recommended built form planning controls for each precinct, set out later in this chapter, specify important interface conditions requiring a specific built form response, such as separation between buildings.

Heritage outcomes

South Melbourne has a rich mix of heritage architecture with buildings of varying sizes and character found in heritage precincts, along cohesive heritage streetscapes and on isolated sites. There is a mixture of residential, commercial, and industrial heritage with several buildings of State importance.

Figure 26 (on pages 65 and 66) identifies the types of heritage building found in South Melbourne. Key municipal-wide landmarks within South Melbourne include the Shrine of Remembrance, the South Melbourne Town Hall, views along the north and south of Clarendon Street. South Melbourne features many local landmarks, which are shown in Figure 27 (on page 67).

The recommended built form outcomes will apply to heritage buildings and sites adjoining heritage buildings to ensure appropriate consideration is given to the heritage values within South Melbourne.

The appropriate development response to heritage buildings will vary depending on the typology, size and status of heritage buildings. Figures 23 to 25 show examples of varied responses to different types of heritage buildings.

New development within the Heritage Overlay

The following recommendations from the *Built Form Review: South Melbourne Major Activity Centre & Employment Precincts Heritage Built Form Analysis &*

Recommendations (GJM Heritage June 2023) apply to new developments on land subject to the Heritage Overlay across precincts and heritage building typologies:

- Ensure that upper storey additions are sited and massed behind the principal facade (or facades), particularly in intact or consistent streetscapes where a mandatory minimum 6 metre upper-level setback control should in most cases ensure the visual primacy and legibility of the heritage streetscape
- Ensure that any upper-level or infill development is respectful to the heritage fabric in terms of mass, scale and materiality
- Retain chimneys and principal roof forms visible from street views. To allow for the redevelopment to the rear of commercial buildings local heritage policy at Clause 15.03-1L in the Port Phillip Planning Scheme which discourages alterations to “Contributory fabric, the principal façade, roof or any walls or surfaces visible from the public realm including a side street or laneway for Significant and Contributory places” will need to be moderated to give greater weight to street views rather than laneway views.
- Ensure that key public realm views, as identified in the local policies at clauses 15.01-1L-02 (Urban design) and 11.03-1L-01 (South Melbourne Central Major Activity Centre) of the Port Phillip Planning Scheme are protected. This includes the following landmark views and view corridors:

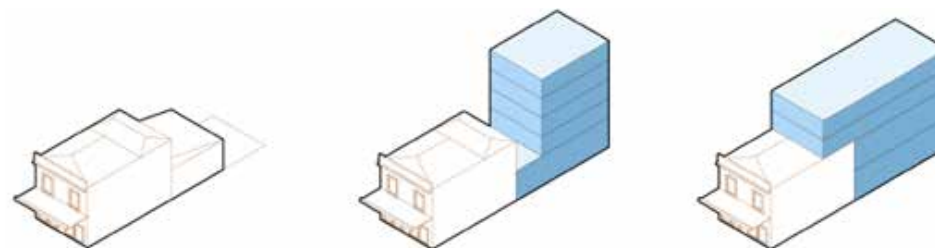


Figure 23 - An example of an existing shop residence in South Melbourne with two different approaches to redevelopment. The middle image maintains the heritage fabric of the main building with a taller volume towards the rear of the site. The image to the right maintains the front rooms of the main building as well as the existing floor to floor levels, with the new addition being more directly integrated into the heritage fabric (Hodyl & Co 2024).

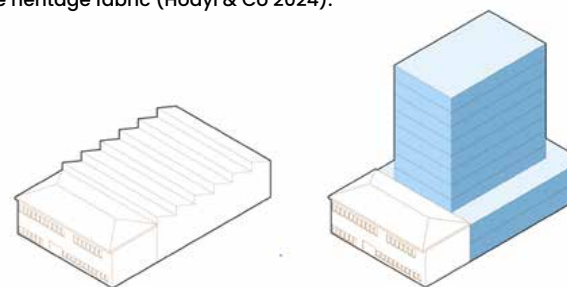


Figure 24 - An example of industrial heritage building with a distinct element to the street that fronts a sawtooth warehouse space. This approach avoids facadism by maintaining the front element which allows the facade and roof form to be read from the public realm. The new development can then occupy the remaining site area of the former sawtooth warehouse (Hodyl & Co 2024).

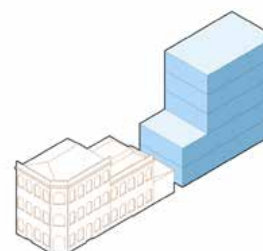


Figure 25 - An example of how an adjacent site should respond to the form and scale of a heritage building. In this general example, an office building had a two storey rear interface which matches the height of the two storey pub. A significant upper level setback provides separation for the taller element of the commercial building (Hodyl & Co 2024).

- The clock tower of South Melbourne Town Hall when viewed from the footpath on the south-eastern corner at the intersection of Clarendon and Bank streets
- The Shrine of Remembrance when viewed along Bank Street from Clarendon Street
- Looking north along Clarendon Street towards Melbourne's CBD and Southbank
- Looking south along Clarendon Street towards Albert Park.
- Retain the visual prominence within the streetscape of local landmarks identified in Figure 27. To achieve this, new upper-level development behind existing heritage buildings should:
 - Incorporate materials and finishes that are recessive in texture and colour
 - Generally utilise visually lightweight, but high quality, materials that create a juxtaposition with the heavier masonry typical of the heritage buildings
 - Incorporate simple architectural detailing so it does not detract from significant elements of the existing building or streetscape.
- Provide a recessive backdrop to the heritage streetscape within precincts and to individual heritage buildings by:
 - Avoiding highly articulated facades with recessed and projecting elements
 - Avoiding highly contrasting or vibrant primary colours
- Avoiding the replication of existing decorative features and architectural detail.
- New development on land immediately abutting heritage places should:
 - Provide a sensitive site-responsive transition between the existing heritage fabric and the proposed new built form
 - Be distinguishable from the original heritage fabric and adopt a high quality and respectful contextual design response
 - Incorporate simple architectural detailing so it does not detract from significant elements of the existing building or streetscape.
- Retain the visual prominence of the return façades of heritage buildings that address two major streets, by applying a mandatory minimum 6 metre upper-level setback control for new upper-level development from both street frontages. This includes corner buildings within heritage streetscapes and standalone individual heritage places, located at the following intersections:
 - Clarendon Street with Market, York, Coventry, Dorcas, Bank and Park streets
 - Cecil with Market, York and Coventry streets
 - Moray with York, Coventry, Bank and Park streets
 - Eastern Road and Bank Street
 - Park and Perrins streets (on the key



north-south axis to South Melbourne Town Hall).

- Retain the visual prominence of return façades – or end of terrace (side) elevations – of heritage buildings that address a secondary (or minor) street, by applying a preferred upper-level setback control for new upper-level development above the secondary street frontage. This includes corner buildings within heritage streetscapes and standalone individual heritage places, located at the following intersections:
 - Clarendon Street with Alfred Lane and Chessell, Ross, Wynyard, Dow, Napier, Raglan and Thomson streets
 - Moray Street and Little Moray Place
 - York Street and Northumberland Street
 - Coventry Street with Hotham, Francis, Union, Charles and Yarra streets
 - Dorcas Street with Union, John and Charles streets
 - Clarke Street and Ross Street
 - Park Street and Church Street.
- Encourage high quality, contemporary design that respects and complements the heritage place consistent with the local heritage policy at clause 15.03-1L of the Port Phillip Planning Scheme.
- In addition, a further setback from the principal street frontage at the uppermost level should be applied where appropriate to ensure that this floor is visually recessive, when viewed from the public realm.

New infill development within cohesive heritage streetscapes

The following recommendations apply to the consistent and visually cohesive heritage streetscapes found within the Structure Plan area. This typically applies to the rows of shop/residences and commercial buildings found in Clarendon, Coventry, and Park streets that are included within the extent of HO440 – Emerald Hill Residential Precinct. While forming a consistent and cohesive heritage streetscape, the rows of shop/residences on the western side of Clarendon Street and the northern side of Park Street included in the extent of the Emerald Hill Estate (VHR H1136), have not been considered in these recommendations as they are included in the Victoria Heritage Register.

To maintain the visual cohesiveness and prominence of the heritage street wall:

- Adopt a zero site setback from the street boundary for infill development
- Maintain a street wall height for infill development that reflects the established (Victorian and Edwardian-era) predominantly two-storey scale between 8 metres and 11 metres by encouraging the street wall height of infill development to not exceed the height of the flat upper surface of the parapet of an adjacent Significant- or Contributory-graded heritage building.
- Discourage single-storey street wall infill development unless the both adjacent graded buildings are single-storey.



- Ensure that the heritage buildings and terrace rows remain visually prominent within the streetscape and retain their three-dimensional form as viewed from the public realm to avoid ‘facadism’. This can be achieved by applying mandatory controls for minimum upper-level setbacks behind the street wall of consistent streetscapes of shop/residences (Clarendon, Coventry and Park streets) through:

- Requiring new upper-level development to be set back from the street wall by a minimum of 6 metres which will retain the substantial majority of the front chimneys as freestanding rooftop elements and would retain the ‘front’ room of the deep plan form (typically around 13 metres)
- Respecting the inter-floor heights of the existing heritage fabric at ground and first floor levels; and
- Ensuring that the height of new buildings does not visually dominate the heritage streetscape by applying a preferred height limit to complement the mandatory FAR. Within the cohesive heritage streetscapes this height limit may vary from 14.8m (4 storeys) to 18 metres (5 storeys) and up to 21.2 metres (6 storeys) depending on lot size and depth, emerging built form and the character of the heritage streetscape as determined by the *South Melbourne Built Form Review* (Hodyl & Co, August 2024).

New development on individual Heritage Overlay places

The following recommendations apply to individual heritage places that do not form part of a precinct. Within the Structure Plan area typical examples include industrial buildings, church/halls and larger commercial premises, such as corner hotels that are not within or about a heritage precinct. Any new development within the Heritage Overlay must consider, as a starting point, the Statement of Significance for the heritage place.

To retain the prominence of heritage buildings and the legibility of a building’s three-dimensional form:

- Upper-level setbacks above individual heritage buildings should be informed by:
 - Statement of Significance for the heritage place
 - The heritage fabric, such as chimneys, parapets and other rooftop element
 - The depth of structural bays
 - The original roof form.
- To ensure that new built form does not visually dominate the heritage place new development should:
 - Incorporate materials and finishes that are recessive in texture and colour
 - Generally utilise visually lightweight, but high quality, materials that create a juxtaposition with the



heavier masonry typical of the heritage buildings

- Incorporate simple architectural detailing so it does not detract from significant elements of the existing building or streetscape.
- Provide a recessive backdrop to the heritage streetscape within precincts and to individual heritage buildings by:
 - Avoiding highly articulated facades with recessed and projecting elements
 - Avoiding highly contrasting or vibrant primary colours
 - Avoiding the replication of existing decorative features and architectural detail.

Sites adjoining land subject to the Heritage Overlay

New development on land not subject to the Heritage Overlay abutting heritage buildings should provide a suitable transition to lower-scale of heritage buildings. This may be achieved by:

- Encouraging new development adjoining land on the Heritage Overlay to match the street wall height for a distance equivalent to a typical structural or façade bay (approximately 6m in the case of a typical nineteenth century shop residence)
- Where the proposed development is separated from the heritage place by a laneway, the street wall height for new development on adjacent land should not be greater than two storeys taller than the neighbouring heritage building, for a minimum distance of equivalent to a typical structural or façade bay
- Where land not subject to the Heritage Overlay adjoins a Significant- or Contributory-graded building, encourage upper-level development to be set back from the street wall to avoid visually overwhelming the adjacent heritage building.





Figure 26 - Building typologies in South Melbourne, showing typical features (GJM Heritage 2023).



Figure 26 - Building typologies in South Melbourne, showing typical features (GJM Heritage 2023).

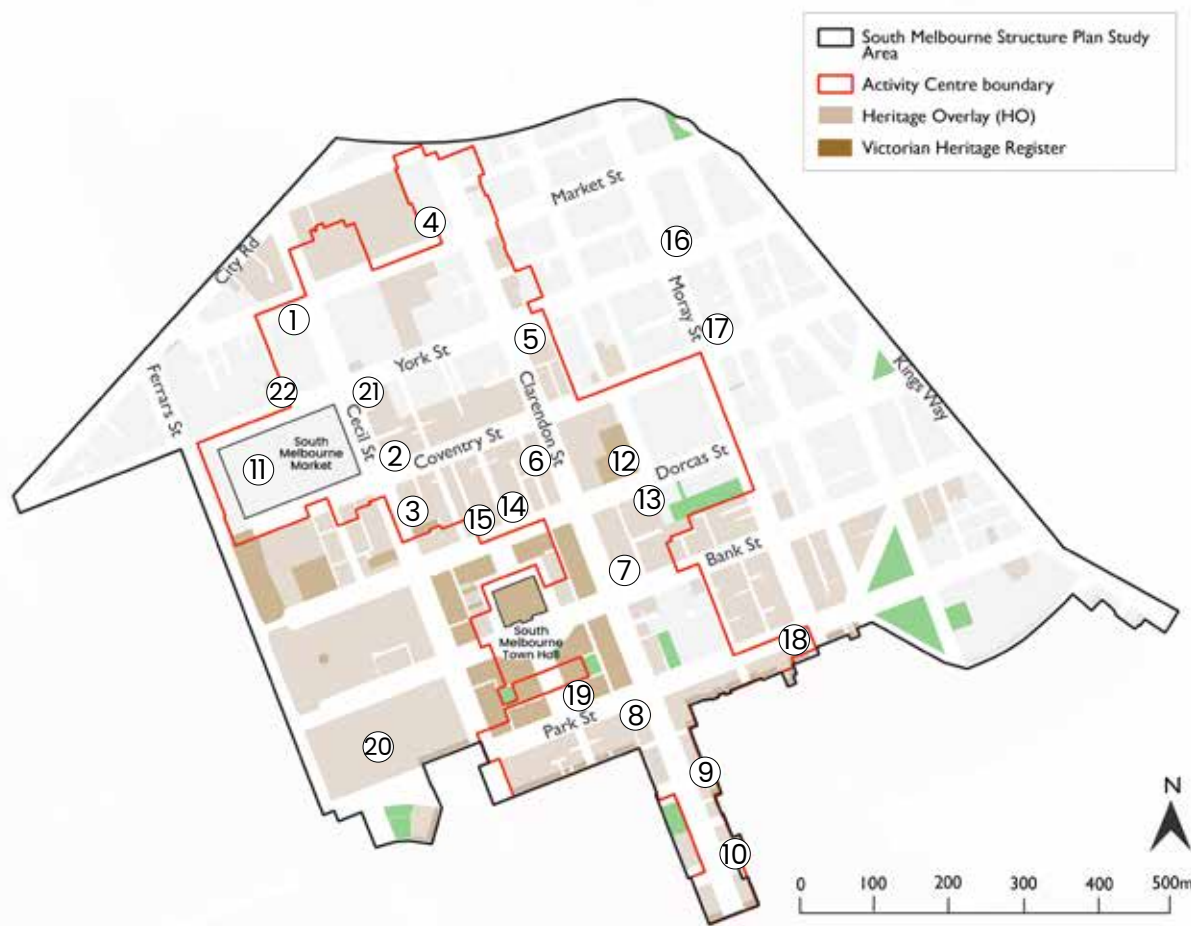


Figure 27 - Location and description of local landmark buildings in South Melbourne identified by GJM Heritage (2023).



78 Cecil Street (Southern Cross Hotel)

Type: Hotel on a prominent corner site
Grading: Significant Heritage Place – inside HO (HO440)



139 Cecil Street (George Hotel)

Type: Hotel on a prominent corner site
Grading: Significant Heritage Place – inside HO (HO440)



155 Cecil Street (Finn Barr)

Type: decorative façade and distinctive tower
Grading: Included in the Victorian Heritage Register (VHR H0715)



152-160 Clarendon Street (Market Hotel – Former Star Hotel)

Type: Hotel on a prominent corner site
Grading: No HO; identified as a Significant Heritage Place in the South Melbourne Stage 2 Heritage Review



209-215 Clarendon Street (Clarendon Hotel)

Type: Hotel on a prominent corner site
Grading: Significant Heritage Place – inside HO (HO440)



260 Clarendon Street (Maples Building)

Type: Large three-storey former showroom within predominantly two-storey, fine grain streetscape
Grading: Significant Heritage Place – inside HO (HO440)



307-309 Clarendon Street (Former bank)

Type: Former bank on a prominent corner site
Grading: Significant Heritage Place – inside HO (HO440)



364-368 Clarendon Street (Limerick Arms Hotel)

Type: Hotel on a prominent corner site
Grading: Significant Heritage Place – inside HO (HO440)



409-415 Clarendon Street (Emerald Hotel)

Type: Hotel on a prominent corner site
Grading: Contributory Heritage Place – inside HO (HO440)



433-435 Clarendon Street (Coppersmith Hotel)

Type: Hotel on a prominent corner site
Grading: Contributory Heritage Place – inside HO (HO440)



322-328 Coventry Street and 116-136 Cecil Street (South Melbourne Market)

Type: Market building that occupies whole block
Grading: No HO



210 Dorcas Street (St Luke's Anglican Church)

Type: Church
Grading: Included in the Victorian Heritage Register (VHR H0218)



221-229 Dorcas Street (Former bank)

Type: Greek Orthodox Church
Grading: Significant Heritage Place – inside HO (HO440)



232 Dorcas Street (Former Salvation Army Citadel)

Type: Hall
Grading: Individual Heritage Place (HO109)



250 Dorcas Street (Former Baptist Church)

Type: Church
Grading: Individual Heritage Place (HO110)



117-119 Moray Street (Māori Chief Hotel)

Type: Hotel on a prominent corner site
Grading: Individual Heritage Place (HO205)



147 Moray Street (Bells Hotel - Former Freer's Family Hotel)

Type: Hotel on a prominent corner site
Grading: Individual Heritage Place (HO206)



256-258 Moray Street (The Rubber Chicken)

Type: Hotel on a prominent corner site
Grading: Significant Heritage Place – inside HO (HO440)



256-264 Park Street (Former Harcourt Parry Building)

Type: Former emporia with decorative façade and distinctive tower
Grading: Included in the Victorian Heritage Register (VHR H1136)



332 Park Street (Park Towers)

Type: Prominent high-rise residential building and adjacent reserve
Grading: Significant Heritage Place – inside HO (HO440)



143 York Street (Market Tavern)

Type: Hotel on a prominent corner site
Grading: Significant Heritage Place – inside HO (HO440)



172 York Street (Albion Hotel)

Type: Hotel on a corner site across from the South Melbourne Market
Grading: Individual Heritage Place (HO311)

Update to Heritage Overlay

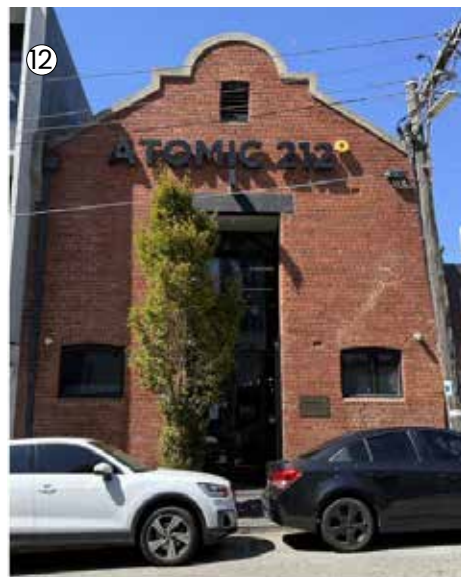
To complement new built form controls recommended by the Structure Plan, which will continue to protect and enhance South Melbourne's heritage character, the Structure Plan recommends implementing the findings of the *City of Port Philip Stage 2 Heritage Review: South Melbourne* (Trethowan 2023).

Doing so will address gaps in the Heritage Overlay by protecting places assessed as being of local significance, consistent with the heritage criteria used for assessing the heritage value of places contained in *Planning Practice Note 1: Applying the Heritage Overlay* (Victorian Government, May 2024). These places are illustrated in Figure 28.



Figure 28 – Places recommended to be included in the Heritage Overlay.





Actions

Planning scheme amendment – built form controls

2.1 Prepare a planning scheme amendment to introduce and implement the built form recommendations for the South Melbourne Structure Plan, addressing the following built form parameters:

- The need to identify planning tools such as Floor Area Ratios to deliver more certainty and better buildings
- Delivering more efficient built form
- Building heights
- Delivering sunlight to streets and parks.
- Heritage parameters for:
 - New development within the Heritage Overlay generally
 - New infill development within cohesive heritage streetscapes
 - New development on individual Heritage Overlay places
 - Sites adjoining land subject to the Heritage Overlay.

Planning scheme amendment – heritage gaps

2.2 Implement the *City of Port Phillip Stage 2 Heritage Review: South Melbourne* (Trethowan, 2023) by:

- Adding the places assessed as being of local significance, listed in Figure 28, to the Heritage Overlay of the City of Port Phillip Planning Scheme.
- Including the new statements of significance for the significant places as incorporated documents in the Port Phillip Planning Scheme.
- Adding the properties assessed as being of local contributory significance, listed in Figure 28, to the Heritage Overlay of the City of Port Phillip Planning Scheme as Contributory places within revised precinct boundaries for Heritage Overlay 440 (Emerald Hill Residential Precinct).

Monitoring and review

2.3 Establish an ongoing monitoring and review program to assess the performance of new planning controls for the South Melbourne Structure Plan Area.



Built Form Objective 2:

Contribute to engaging and walkable precincts

Each building must contribute to the creation of a comfortable and engaging public realm and encourage people to inhabit streets and public spaces.

Design recommendations

The following design recommendations from the *South Melbourne Built Form Review* (Hodyl & Co, August 2024) provide guidance on how to achieve this objective:

- Provide high-quality frontages to streets and laneways.
- Encourage a mix of small and medium tenancies along key pedestrian streets and laneways in retail and commercial areas.
- Reduce the impact of servicing on the public realm by minimising the number of vehicle crossovers required and removing vehicle crossovers where appropriate.
- Ensure that the location of vehicle entries does not undermine the attractiveness, experience or safety of the public realm.
- Minimise the extent of servicing located on main street frontages and other key pedestrian routes, carefully integrating the design of servicing into the overall design of the ground floor.
- Provide depth and detail to all visible facades, with high quality and visually rich details in lower levels.
- Carefully integrate signage into

the design of the ground floor and discourage signage treatments that reduce activation and passive surveillance of the public realm by obstructing windows and doors.

- Provide continuous weather protection along main street frontages and other key pedestrian routes that allows for exposure to winter sun and shelter from summer sun.
- Encourage new development to include splayed corners which are a prominent urban and architectural feature of the area.

Built form outcomes

Building and street wall heights are key elements of building form that also contribute to a 'human-scaled' streetscape. Figure 30 demonstrates how these controls work together to deliver design outcomes that respond to the street widths in South Melbourne.

Street wall heights

Street wall heights have been determined through considering the role and width of streets. The relationship or ratio between the street wall height and width of the street therefore varies across the Structure Plan area. The resulting ratios are generally between 0.67:1 to 1.33:1 which results in a comfortable 'human-scale' as experienced from the street. In heritage precincts or cohesive heritage streetscape, the ratio will be lower in order to maintain a consistent street wall height with existing heritage buildings such

as 2 storey shop residences. Street wall heights on narrower streets will often result in a greater level of enclosure to achieve reasonable development outcomes.

As a result of these factors, street wall heights across this Structure Plan area range from 3 storeys (equivalent to 2 storeys for a heritage shop residence) up to 6 storeys.

Street wall heights and corner sites

For corner sites with two different street wall heights, the higher street wall should return around the corner before stepping down to the lower street wall height. As South Melbourne has a highly varied character, the distance that the higher street wall returns should be determined through a design led response. Within the precinct, this could include reflecting spatial patterns such as finer grain lot sizes, the modules of neighbouring existing buildings, or the spatial plan of the proposed development such as the module of an apartment or structural bay of a commercial development. Figure 29 shows two approaches to turning a corner from a wider to narrower street, both of which have the same Floor Area Ratio and in an area with a higher street wall requirement. The street wall height maps for each precinct later in this section include the turning of corners.

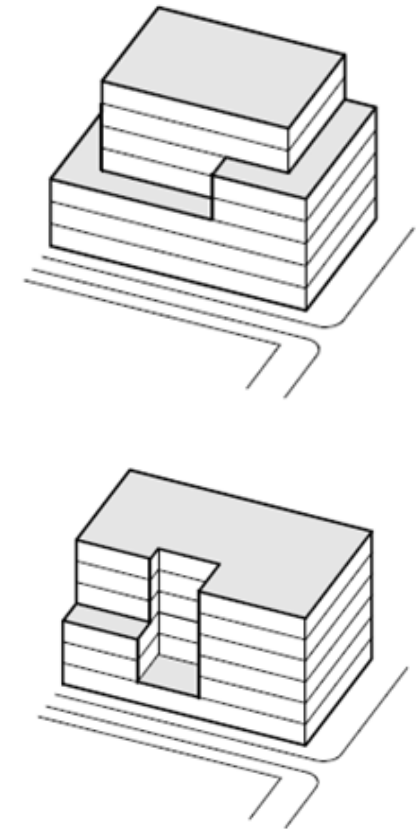


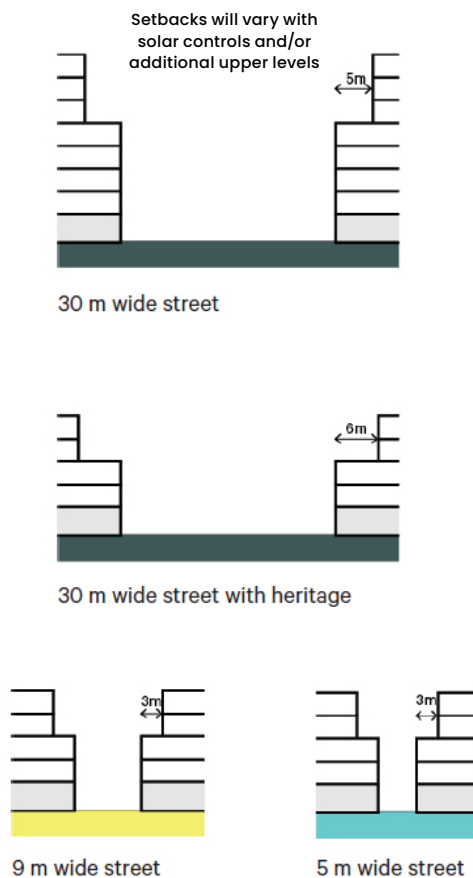
Figure 29 - Two approaches to turning a corner from a wider to narrower street, both of which have the same Floor Area Ratio.

Upper level setbacks

Setting back the upper levels of buildings above the street wall reinforces the 'human-scale' of the street and allows sunlight to reach the street. With taller street wall heights, the number of upper levels can be reduced and accommodate within a single setback. This results in the upper levels being read as a 'cap' to the building rather than a 'wedding cake' where there is a series of upper levels with multiple setbacks.

A discretionary setback of 3 to 5 metres is generally proposed above the street wall (Figure 30). This will help to reduce the visual bulk of the upper level building 'cap' or ensure that sunlight reaches the street. All development should provide a single setback above the street wall to avoid 'wedding cake' outcomes. For areas with taller buildings heights resulting in more than 2 or 3 storeys above the street wall, or if the preferred maximum building height is exceeded, the setback is to be increased to meet any solar requirements and ensure the 'human scale' of the street experience is maintained. Setbacks above the street wall for heritage precincts and properties are more varied.

Mixed-use residential development



Non-residential development

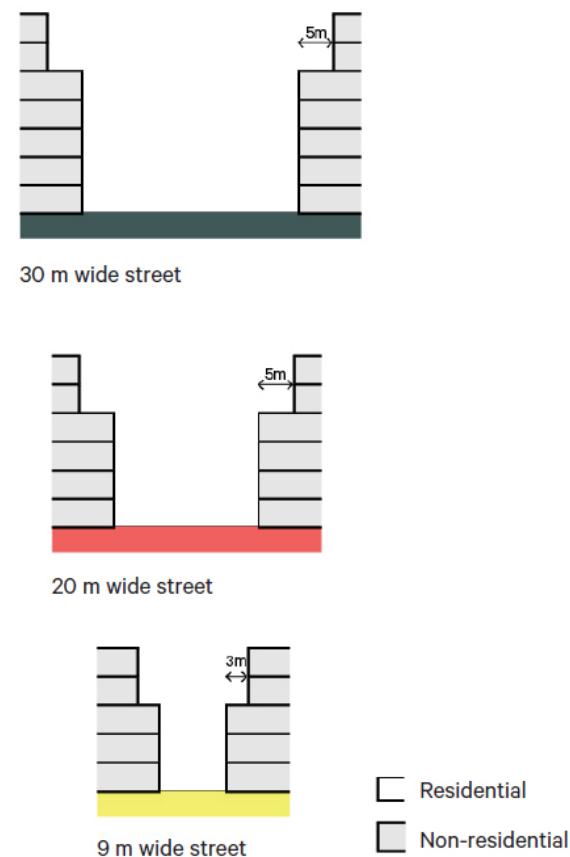


Figure 30 – Diagrams demonstrating the relationship between street widths, street wall heights, upper level setbacks and building heights along typical streets in the Structure Plan area for both mixed-use residential development and non-residential development.

Active frontages

The design of all frontages, including active frontages should be carefully considered to enhance the passive surveillance and contribute to a public realm that is attractive, engaging and safe. The built form propositions for each precinct later under this theme identify specific streets where the design of active frontages is a priority.

Actions

Planning scheme amendment

2.4 Prepare a planning scheme amendment to introduce and implement the built form recommendations for the South Melbourne Structure Plan, addressing:

- Design recommendations to support Design Objective 2, including:
 - Street wall heights and upper level setbacks that avoid multiple 'steps'
 - Active frontages.



Built Form Objective 3:

Provide high-amenity housing and workplaces

Providing a high level of amenity will contribute to the health, wellbeing and productivity of building occupants. It is important to ensure that good levels of daylight and sunlight enter buildings. It is also important that high amenity buildings provide equitable and dignified access to all, along with ensuring that buildings are adaptable to respond to changes in use over time.

Design recommendations

The following design recommendations from the *South Melbourne Built Form Review* (Hodyl&Co, October 2023) provide guidance on how to achieve this objective:

- Provide internal amenity and equitable development between sites by ensuring adequate building separation
- Support equitable development by ensuring that the primary outlook is secured to the street or within the development site
- Ensure that internal privacy is well managed through building separation, landscape interventions and the careful location of windows
- Avoid relying on screening to manage privacy issues at the ground floor and at upper levels
- Provide adequate floor-to-floor heights that support good internal amenity outcomes and are adaptable to changes in future land use over time, including the floor-to-floor heights of

car parking

- Ensure universal design principles are achieved to provide equitable and dignified access for everyone.

Built form outcomes

Internal amenity

Adequate building separation distances are required to ensure that good levels of daylight and sunlight enter buildings, as well as providing adequate cross ventilation. Building separation also ensures that outlook is provided from within buildings to connect occupants to the outside world and that privacy between neighbouring buildings is managed.

Building separation is also important to provide development equity, ensuring that the way one site is developed does not diminish the potential to deliver a well-designed building on an adjacent site. This is achieved by setting buildings back from side and rear boundaries and by separating buildings within sites.

To provide high levels of internal amenity, buildings should be designed to secure amenity from:

1. Streets
2. The rear of the property through appropriate setbacks and building separation
3. Communal outdoor open space within the development that has a dimension that meets building separation requirements.

Proposed building separation requirements are set out in Figure 30 and Figure 31, as well as being described in further detail below.

For residential development, primary outlook refers to living spaces and balconies, while secondary outlook refers to bedrooms and bathrooms. For non-residential development, building separation should utilise the distances under primary outlook.

Shared rear title boundaries

Where two properties share a rear boundary, development abutting the boundary should be a maximum of 3 storeys subject to any daylighting and ventilation requirements. Above the ground floor, any floors should be setback from the rear boundary to provide amenity by meeting the requirements for building separation, presented in Figures 31 and 32. For non-residential development, these requirements may not apply for properties with a depth of 16 metres or less that share a rear boundary where appropriate amenity can be achieved through a single outlook to the street.

Narrow laneways

The Structure Plan Area includes narrow laneways that are generally 3 metres wide or less. To ensure that there is appropriate internal amenity and equitable development for properties on the opposite side of the laneway, the rear of developments should be setback



above the ground floor to provide adequate building separation.

For properties with a side boundary to narrow laneways, development abutting the laneway may be up to 22 metres or the height limit (whichever is lesser) if amenity is secured to streets or the rear of the property, and if the facade to the laneway is slender.

Light wells

The use of light wells for daylight should be avoided or minimised. Where light wells are provided, they should:

- provide daylight access to bedrooms only.
- be painted in a light reflective colour.
- provide an opportunity for usable space at ground level.
- ensure bedroom windows in separate dwellings that face light wells are staggered to avoid direct overlooking.
- provide ground level access to the light well via a door.
- provide opportunities for landscaping.
- avoid designs which rely on multiple small light wells by consolidating light wells into a larger courtyard space.

While factors other than building height, such as site orientation, will influence the level of daylight to light wells, the following preferred light well dimensions are recommended:

- buildings up to 22 metres: 18 square metres (minimum width 3 metres).

- buildings above 22 metres and up to 27 metres: 36 square metres (minimum width 4.5 metres).
- buildings above 27 metres: 54 square metres (minimum width 6 metres).

Floor to floor heights

Floor to floor heights of 3.2 metres have been adopted for residential development with floor to floor heights of 4 metres for non-residential development. This aligns with best practice, provides a high level of internal amenity, and promotes sustainable building design.

Floor area ratio

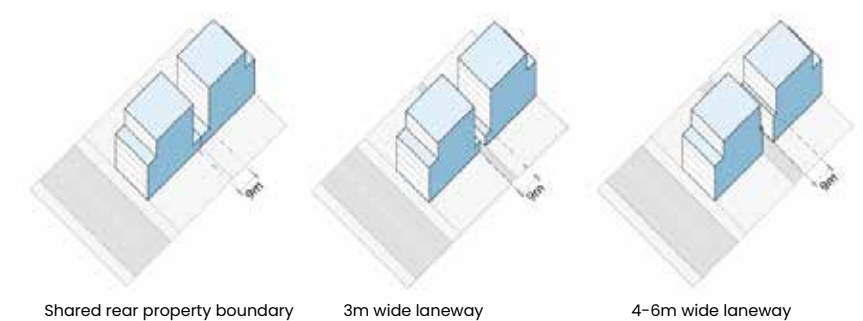
Floor area ratios in conjunction with building envelope controls can work together to achieve positive amenity outcomes by providing design flexibility to respond to the specific conditions of a site and the surrounding contexts. This will ensure that future buildings deliver high amenity dwellings and workplaces for future occupants.

Building Height	Minimum separation from site boundary		Separation between multiple buildings on an individual site
	Primary outlook	Secondary outlook	
Up to 22m	4.5 m	3 m	9 m
Above 22m and up to 27m	6 m	3 m	12 m
Above 27m	9 m	4.5m	18 m

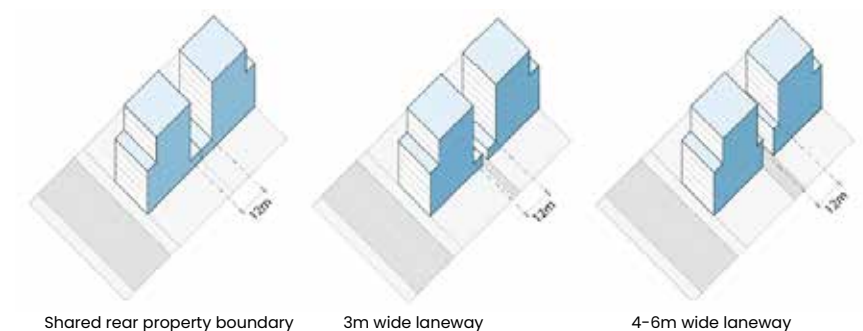
Figure 31 – Recommended building separation.



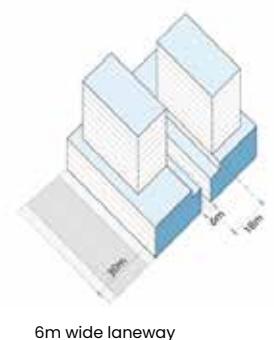
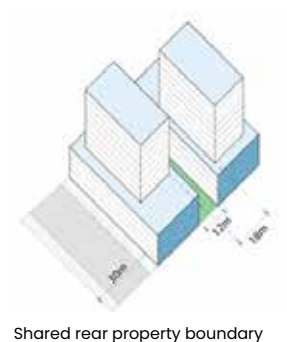
Building height up to 22m with 9m building separation



Building height up to 22m and up to 27m with 12m building separation



Building height up above 27m with 18m building separation



Actions

Planning scheme amendment

2.5 Prepare a planning scheme amendment to introduce and implement the built form recommendations for the South Melbourne Structure Plan, addressing:

- Design recommendations to support Design Objective 3, including:
 - Internal amenity
 - Development equity
 - Shared rear property boundaries
 - Narrow laneways
 - Light wells
 - Floor to floor heights
 - Floor area ratios.

Figure 32 - Sections showing recommended minimum building separation for primary to primary outlook.

Built Form Objective 4:

Integrate climate responsive design

Delivering sustainable buildings is integral if South Melbourne is to contribute to addressing the Climate Emergency declared by Council in 2019 and support the outcomes sought by *Act and Adapt: Sustainable Environment Strategy 2023–28*. Sustainable, high-quality building design leads to reductions in energy costs and healthier building environments for residents, workers and visitors.

Design recommendations

The following design recommendations from the *South Melbourne Built Form Review* (Hodyl & Co, August 2024) provide guidance on how to achieve this objective:

- Support increased urban greening through green walls and green roofs.
- On larger sites, consider opportunities to provide deep soil zones to support in ground planting and canopy trees in the private realm.
- Provide carefully considered design solutions for buildings in flood affected areas, particularly in the transition from the building to the public realm to ensure that building entries and frontages are accessible and active.
- Encourage on site flood mitigation and Water Sensitive Urban Design (WSUD).
- Incorporate design detail and material choices that reduce urban heat.

Built form outcomes

Flood risk

The City of Port Phillip is particularly vulnerable to the impacts of climate change, including rising sea levels, increased storm severity and frequency, and more extreme rainfall. These effects are expected to significantly impact low-lying areas within South Melbourne's Enterprise Precinct.

Much of these precincts are covered by the Special Building Overlay¹ (SBO). Conditions that apply to development in these locations can include ground floor levels being set above the flood level or limitations on the design of basement parking and access.

In October 2021, the Minister for Planning approved Amendment VC171, which revised the Victoria Planning Provisions (VPPs) and planning schemes, including the Port Phillip Planning Scheme to strengthen coastal hazard planning and implement the Marine and Coastal Policy 2020.

Amendment VC171 replaced the previous requirement for councils to plan for a 0.2-metre sea level rise by 2040 with a new requirement to plan for a sea level rise of at least 0.8 metres by 2100. It also emphasises the need to consider the combined effects, such as tides, storm surges, coastal processes, and local conditions, when assessing climate change-related risks.

¹ The SBO is a planning tool designed to identify areas in the Planning Scheme susceptible to overland flooding and to facilitate appropriate development in these areas.

The *Water Act 1989* and State Planning Policy requires the City to use the best available data for determining flood levels.

These changes have highlighted more locations in South Melbourne vulnerable to flooding when compared to what is currently affected by the SBO. These changes now identify additional sites either susceptible to flooding or facing an elevated flood risk, and this information is not currently reflected in the Planning Scheme. Melbourne Water will work with the City to address this in the future.

Melbourne Water's sea level rise data

To assist with the City's consideration of this new benchmark, Melbourne Water has provided the City with flood data and mapping, highlighting areas of Port Phillip, including South Melbourne most susceptible to sea level rise.

This modelling is an interim measure while amendments are prepared to introduce the new controls into the Port Phillip Planning Scheme to identify land subject to future flooding and ensure appropriate referrals are made to Melbourne Water. These amendment/s are scheduled to commence in 2024/25.

In January 2024, the Department of Energy, Environment and Climate Action (DEECA) released the *Port Phillip Bay Coastal Hazard Assessment* (PPBCHA). This project provides additional modelling on coastal erosion, permanent and tidal inundation and groundwater.

Until such time as Melbourne Water

and the City have reviewed the PPBCHA data, the City will continue to rely on the Melbourne Water Sea Level Rise data as the best available to inform statutory and strategic planning decisions.

Proactive approach to flood risk mitigation

Flood mitigation can be addressed at the precinct or individual lot scale. The Victorian Government released *Guidelines for Development in Flood Affected Areas* February 2019 to assist with managing the impact of flood risk on our community. Melbourne Water is required to use this document to assess development.

Lot scale

As the site-specific level, the Melbourne Water advises:

- New development should incorporate flood protection to mitigate tangible damage (e.g. structural building damage, economic losses) and intangible damage (e.g. emotional trauma, health impacts)
- Where new development must achieve the nominal flood protection level (NFPL), as per the Victorian Government's Guidelines, the relevant NFPL for coastal inundation will be defined as the 2100 1% AEP flood level, plus 600mm freeboard
- Residential infill development and subdivisions will be assessed against the 2100 planning horizon for coastal inundation

- Basement entries must be protected to the NFPL. For constrained sites in areas affected by sea level rise, self-closing barriers may be considered to provide the freeboard protection (minimum apex to 2100 1% AEP flood level), with supporting documentation and legal agreements
- For multi-storey development, practical discretion will be exercised as appropriate for setting floor levels for lower risk service areas such as bin rooms, bike storage and transition zones
- Temporary buildings or structures with a limited life span may be permitted with floor levels below the 2100 NFPL at the discretion of the floodplain manager
- New development should be designed to minimise exposure of people to dangerous floodwaters
- The 'Flood Safety' principles and assessment criteria in the Victorian Government's Guidelines will be considered for the 2100 1% AEP flood event in the assessment of coastal inundation
- Where flood depths for the 2100 1% AEP exceed the safety criteria in the DELWP Guidelines, development may not be supported. Consideration must be given to the Planning Policy Framework, including the relevant 'flood risk factors' in any applicable overlays.

Managing flood impacts on a site-by-site basis is generally addressed at the planning permit application stage. During this stage, Melbourne Water as the

floodplain manager provides statutory referral comments on new development, primarily regarding minimum floor levels based on current flood mapping.

Precinct scale

At the precinct level Melbourne Water has provided preliminary guidance for South Melbourne aimed at proactively steering high levels of built form / development density away from areas at elevated risk of flooding, as defined by the safety criteria outlined in the Guidelines for Development in Flood-Affected Areas.

The Structure Plan is well placed, as a forward looking strategic planning document, to support flood mitigation efforts in the area including formulating land use policies that consider flood risk. To this end, Melbourne Water and the City will work together to collectively.

Environmentally Sustainable Design

As a member of the Council Alliance for a Sustainable Built Environment (CASBE), the City of Port Phillip is working with 24 other councils to push for planning policy that elevates sustainability requirements for new buildings and encourages a move towards net zero carbon development. The goal of the project is to better protect the natural environment, reduce resource and energy consumption, and support the health and wellbeing of future occupants.

Under the proposed changes, new developments would:

- Produce net zero carbon emissions
- Reduce household bills by making buildings more energy efficient
- Provide a healthier and more comfortable environment for building occupants
- Better manage water quality, use and collection
- Protect and enhance greening and biodiversity
- Be more resilient to changing climate impacts.

It is therefore important that the City of Port Phillip continues its advocacy with CASBE to elevate sustainability requirements for new buildings, not just for South Melbourne, but also throughout the municipality.

In the meantime, new buildings will continue to be assessed against sustainability provisions in the Port Phillip Planning Scheme, namely Clause 15.01-2L-02 (Environmentally sustainable development).

Cooling South Melbourne: Impact Analysis of Cooling Interventions 2020 also highlights how deploying new technologies and innovative design can contribute towards mitigating against and adapting to the effects of climate change.

High albedo (i.e. reflective) materials for urban surfaces like roofs walls and streets, along with increasing urban greenery are highly effective in reducing both average and maximum surface and ambient temperatures. Water irrigation or misting also plays an important



role in reducing both ambient and surface temperatures throughout the day. Investigating how to implement a combination of these tools will crucially improve the outdoor thermal comfort of South Melbourne, particularly in a warming climate.

Actions

Planning scheme amendment

- 2.6 Prepare a planning scheme amendment to introduce and implement the built form recommendations for the South Melbourne Structure Plan, addressing:
- Design recommendations to support Design Objective 4
 - Public interfaces in flood prone areas.

Council advocacy

- 2.7 Advocate to the State Government to introduce updated planning provisions addressing flood risk into the Port Phillip Planning Scheme as soon as possible.

CASBE advocacy

- 2.8 As a member of the Council Alliance for a Sustainable Built Environment (CASBE), continue to advocate for planning policy contained in Amendment C208port that elevates sustainability requirements for new buildings and encourages a move towards net zero carbon development.
- 2.9 Using *Cooling South Melbourne: Impact Analysis of Cooling Interventions 2020*, encourage innovative design in new development that contributes towards mitigating against and adapting to the effects of climate change.



Built form precincts

To support the implementation of the design objectives, four precincts have been identified to deliver place-specific outcomes for South Melbourne. These precincts are shown in Figure 33 and include:

1. Clarendon Street Precinct
2. Market Precinct
3. Enterprise Precinct East
4. Enterprise Precinct West.

Each built form precinct contains a character statement. A character statement is a short summary of the elements of an area that make it distinctive. It identifies valued existing characteristics and outlines the preferred future character by describing the desired appearance of the precinct in the future.

The character statements and precinct boundaries were determined by considering the following attributes:

- Role of South Melbourne
- Existing and preferred streetscape character
- Streets and public spaces
- Existing buildings and land use
- Heritage
- Sunlight
- Size of blocks and land parcels
- Access and movement
- Vistas and views
- Flood risk.

Approach to recommended built form controls

The recommended built form controls for each precinct provide guidance on key design elements, including density, building height, street wall height, upper level setbacks and building separation. The controls are tailored to the varied character identified within each of the four precincts.

Two overarching approaches are recommended for the built form controls as shown in Figure 33. In the Clarendon Street Precinct, envelope controls are proposed for the majority of properties to best enable built form outcomes that are responsive to the significant low-rise heritage context. The controls include mandatory building heights as well as mandatory street wall heights and upper level setbacks on main streets. For other streets and laneways within this precinct, street wall heights and upper level setbacks are discretionary.

The remainder of the Clarendon Street Precinct, as well as the other three precincts, provide an opportunity to support more flexible design outcomes while also providing for appropriate densities across these areas. The recommended controls for these areas include mandatory Floor Area Ratios (FARs) with discretionary building heights, street wall heights and upper level setbacks. The extent of the Structure Plan area covered by these two approaches is shown in Figure 33.

With highly varied lot sizes across the precinct, it is important to note that



there may be challenges in developing smaller sites to achieve the maximum FAR or building height. In some instances, lot consolidation may be required for development to be feasible, or a small heritage lot in combination with setback requirements may limit development.



Figure 33 - Map showing South Melbourne's built form precincts along with the areas covered by an envelope control and Floor Area Ratio.

Clarendon Street Precinct

The Clarendon Street Precinct covers an area of approximately 16.7 hectares and is shown in Figure 34. It includes properties fronting Clarendon Street from Market Street in the north to Thomson Street in the south. The precinct extends along sections of York Street, Coventry Street, Dorcas Street, Bank Street and Park Street which all run east-west and intersect Clarendon Street. There are several smaller streets and laneways within the area. The larger Clarendon Centre site forms part of the precinct.

Preferred future character statement

The Clarendon Street Precinct will continue to be a vibrant shopping strip and mixed-use precinct with significant and highly intact heritage buildings.

The Victorian era residential shops and larger hotels, banks and commercial buildings along Clarendon Street provide a visually cohesive streetscape within the central section of the precinct.

The streetscape on the western side of Clarendon Street between Dorcas and Park Street is particularly significant with all properties listed on the Victorian Heritage Register (VHR).

There is greater diversity elsewhere in the precinct including Edwardian and Interwar buildings, as well as more recent development from the late twentieth and early twenty-first century.

The limited scale of any future development respects the valued heritage character of the precinct.

Existing street wall heights are maintained with setbacks to upper-level street frontages.

New development uses materials that sensitively distinguish between contemporary built form and existing heritage buildings.

New development reinforces the existing ground floor character of the precinct by providing small tenancies with active frontages that support and enhance the public realm and pedestrian experience.

Recommended built form planning controls

Envelope controls

Envelope controls are recommended for most of the precinct (refer to Figure 33, page 83). This is to ensure an appropriate design response on sites with heritage buildings, along with infill sites that directly adjoin or are close to heritage properties. In responding to the valued heritage of the area, as well as the smaller site sizes, the built form controls seek to establish a more consistent design outcome through building heights and setbacks in comparison to the increased design flexibility of a Floor Area Ratio control. The envelope controls include mandatory controls such as building heights, as well as a mix of mandatory and discretionary controls such as setbacks to upper levels.

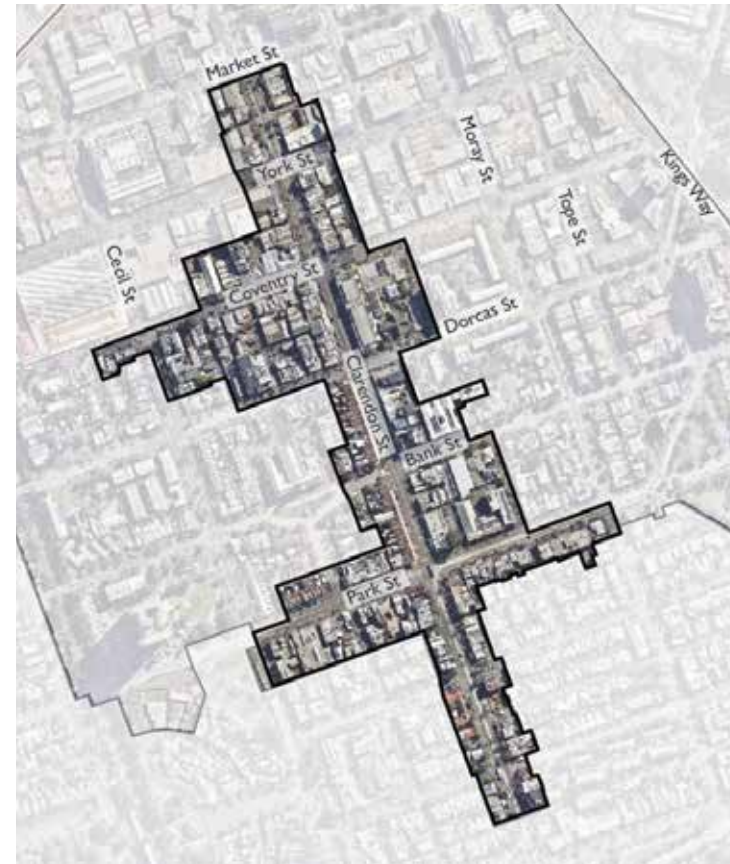


Figure 34 - Map showing the Clarendon Street Precinct.

Floor Area Ratio

A Floor Area Ratio (FAR) range of 3.5:1 up to 5:1 is recommended for the precinct (refer to Figure 36). FARs will be mandatory maximums and have been tailored to reflect the emerging and future precinct character. FAR controls have generally been targeted to larger sites within the precinct that:

- Are located away from the central Clarendon Street corridor
- Are located at the northern end of the corridor where there are less heritage properties
- Comprise the Clarendon Centre.

Building heights

Mandatory maximum building heights of 3 to 5 storeys will apply to properties covered by an envelope control in response to the extent of heritage buildings and finer grain lot sizes within this area (refer to Figure 37). Preferred maximum building heights of 3 to 8 storeys will apply to the remaining properties covered by a Floor Area Ratio control. There is a relatively higher proportion of sites in this precinct with lower building heights as most properties are within a Heritage Overlay, on smaller lots or have an interface with low rise residential areas to the south of Park Street. Taller building heights are generally proposed for sites with larger lot sizes that primarily have frontages to the wider main streets or deeper lots that can provide appropriate upper level setbacks.



Figure 35 – Visualisation demonstrating the view along Clarendon Street representing indicative built form (*South Melbourne Built Form Review*, Hodyl & Co 2024).

Street wall heights

Mandatory street wall heights of 2 to 3 storeys will apply throughout most of the precinct to maintain the street wall heights established by existing heritage buildings (refer to Figure 38). In the remainder of the precinct, preferred street wall heights of 3 to 4 storeys will apply. Street wall heights have been established in response to the street hierarchy, existing heritage buildings, and to manage transitions at the interface with low rise residential areas to the south of Park Street.

Setbacks

For areas of the precinct covered by an envelope control, a mandatory maximum setback of 6 metres will apply to all upper levels on 30 metre wide streets. For all other streets and laneways, a discretionary setback of 3 metres will apply.

For areas of the precinct covered by a Floor Area Ratio control, a discretionary setback of 3 to 5 metres will apply above the street wall to provide design flexibility in responding to street widths and protection of sunlight to footpaths.



Figure 36 - Map of the areas in the Clarendon Street Precinct covered by envelope controls and Floor Area Ratios (FARs). The specified FAR does not necessarily reflect approved development.

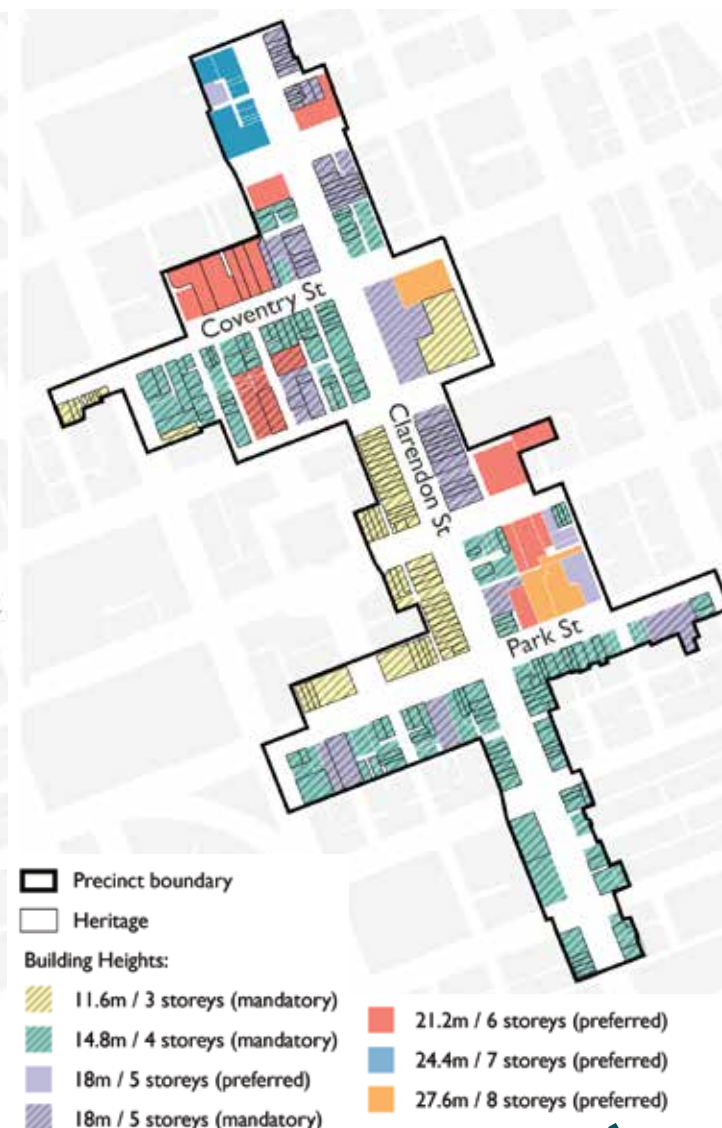


Figure 37 - Map of building heights in the Clarendon Street Precinct.

Overshadowing

Development must not overshadow the southern footpath of the following streets between 10 am and 2 pm on the spring equinox (22 September):

- Market Street
- York Street
- Coventry Street
- Dorcas Street
- Bank Street
- Park Street.

Interfaces

Density and built form controls for the precinct will enable new development to respond positively to important interfaces in the area including:

- Ensuring that new development does not overwhelm the St Luke's Anglican Church complex on Dorcas Street.
- Providing an appropriate scale of development and transition to low-rise residential properties that interface with properties at the southern end of the precinct on Park Street, Dow Street and Clarendon Street.

Active frontages

The design of all frontages, including active frontages should be carefully considered with a focus on the following areas:

- York Street
- Coventry Street
- Clarendon Street
- Park Street.

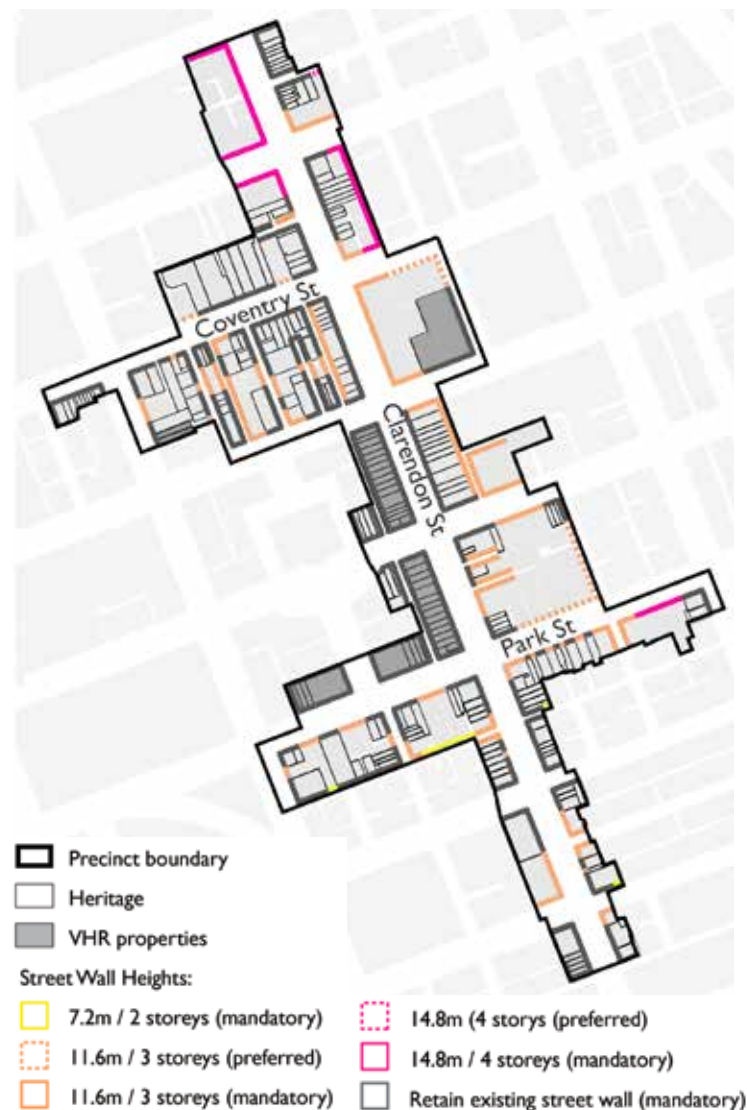


Figure 38 - Map of street wall heights in the Clarendon Street Precinct.



Market Precinct

The Market Precinct covers an area of approximately 9.3 hectares and is shown in Figure 39. It includes the South Melbourne Market and many of the larger lots in the Commercial 1 Zone that front Market Street, York Street, Coventry Street and Cecil Street, as well as several smaller streets and laneways. The precinct also includes several properties at the northern end of Clarendon Street that provide a transition from the interface with the West Gate Freeway.

Preferred future character statement

The precinct contains a mix of heritage factory and warehouse buildings, many of which have been redeveloped, as well as corner hotels and terrace housing.

With larger lot sizes and significant building development from the mid-1970s to today, the commercial character of this precinct is substantially different from the fine grain heritage character of the Clarendon Street Precinct.

Following renewal and reinvigoration, the South Melbourne Market continues to operate as a thriving destination for the local community and a regionally significant attraction. The upgraded market will be a key driver for further development as the precinct evolves into a vibrant mixed-use area.

A more varied built form character emerges as development responds to the different conditions in this precinct including the South Melbourne Market, isolated heritage buildings, irregular

lot sizes and transition to the low-rise heritage character of Clarendon Street.

New development will improve the existing ground floor character of the precinct, particularly along York Street, by providing small and medium tenancies with active frontages that support and enhance the public realm and pedestrian experience.

The public realm supports an active pedestrian environment with York Street connecting the market with Clarendon Street in the east and the Fishermans Bend Urban Renewal Area to the west.

Recommended built form planning controls

Floor area ratio

A Floor Area Ratio (FAR) range of 3:1 up to 5:1 will apply throughout the precinct (refer to Figure 41). FARs are mandatory maximums and have been tailored to reflect the emerging and future precinct character. There is a relatively higher proportion of sites in this precinct with higher FARs as most properties have larger lot sizes and frontages to wide main streets. Lower FARs will apply to properties with small lot sizes with several being heritage buildings as well as an island site located centrally within a block

Building height

Preferred maximum building heights of 4 to 8 storeys will apply throughout the

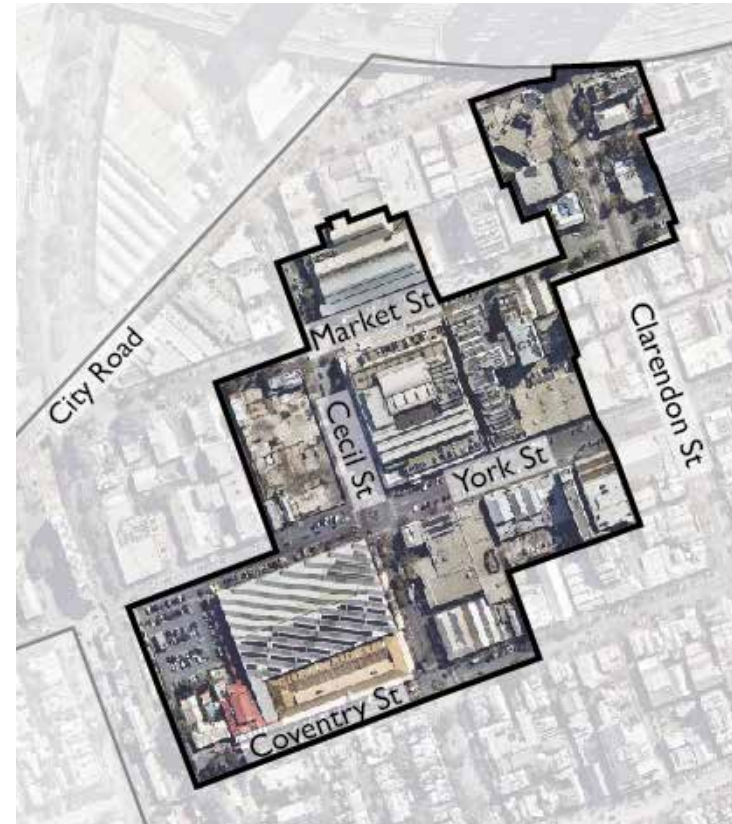


Figure 39 – Map showing the Market Precinct.

precinct with some opportunities for development up to 12 storeys on larger sites where there is the potential for multiple buildings of different scale (refer to Figure 42). There is a relatively higher proportion of sites in this precinct with taller building heights as most properties have larger lot sizes and frontages to wide main streets. Properties with lower building heights reflect the small lot sizes with several being heritage buildings, as well as an island site located centrally within a block.

Street wall heights

Preferred street wall heights of 3 to 5 storeys will apply throughout the precinct (refer to Figure 43). Street wall heights have been established in response to the street hierarchy and existing heritage buildings.

Setbacks

A discretionary setback of 3 to 5 metres will apply above the street wall to provide design flexibility in responding to street widths and protection of sunlight to footpaths.

Overshadowing

Development must not overshadow the southern footpath of the following streets between 10 am and 2 pm on the spring equinox (22 September):

- Market Street
- York Street to the east of Cecil Street
- Coventry Street.



Figure 40 – Visualisation demonstrating the view along York Street representing indicative built form (*South Melbourne Built Form Review*, Hodyl & Co 2024).

Development must not overshadow the southern footpath of the following streets between 10 am and 2 pm on the winter solstice (22 June):

- York Street from the western boundary of South Melbourne Market to Cecil Street.

Interfaces

Density and built form controls for the precinct will enable new development to respond positively to important interfaces in the area including:

- Providing an appropriate scale of development on the northern side of York Street to protect sunlight to the southern footpath along the northern boundary of the South Melbourne Market.

Active frontages

The design of all frontages, including active frontages should be carefully considered with a focus on the following areas:

- York Street
- Coventry Street.

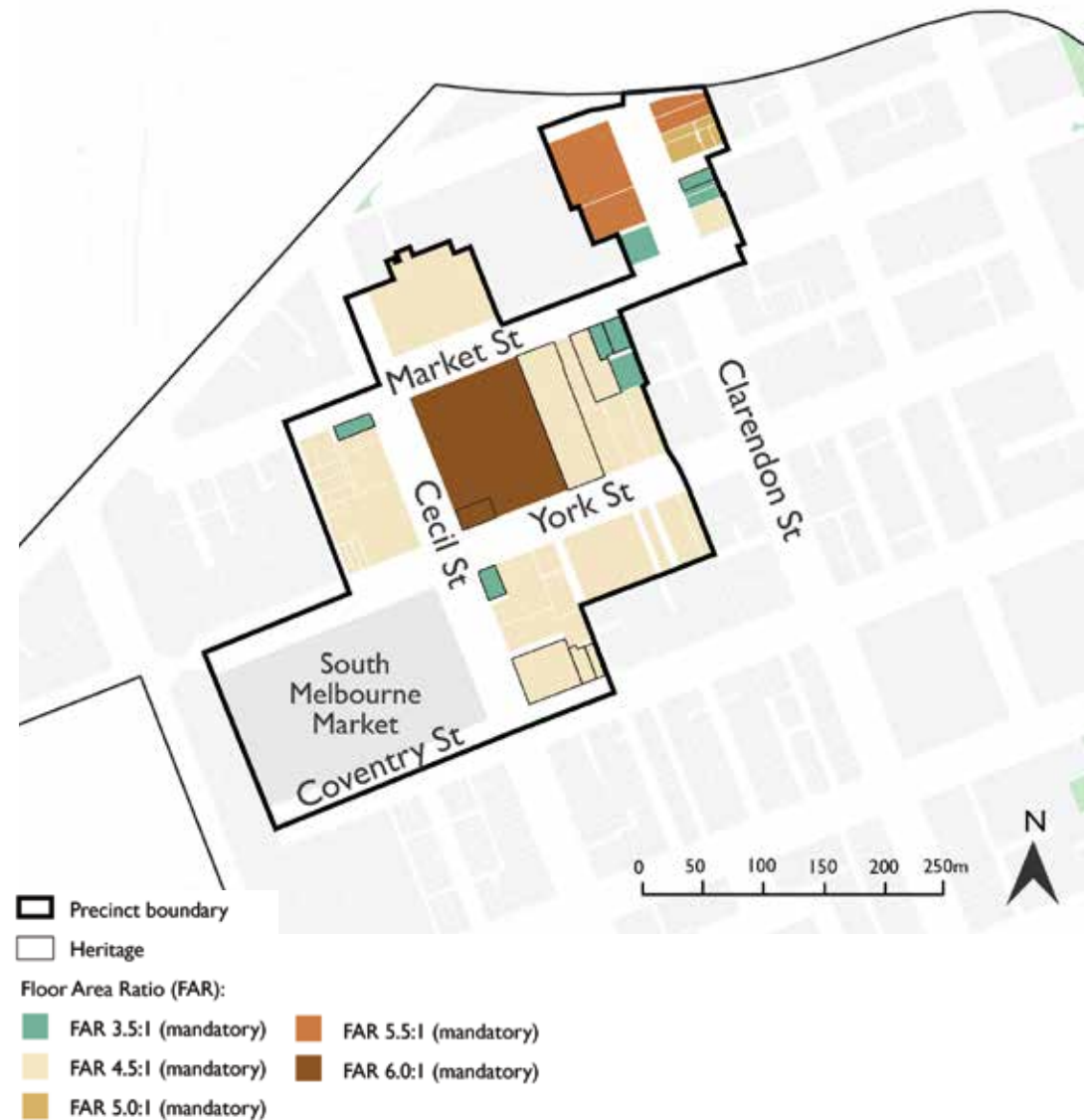
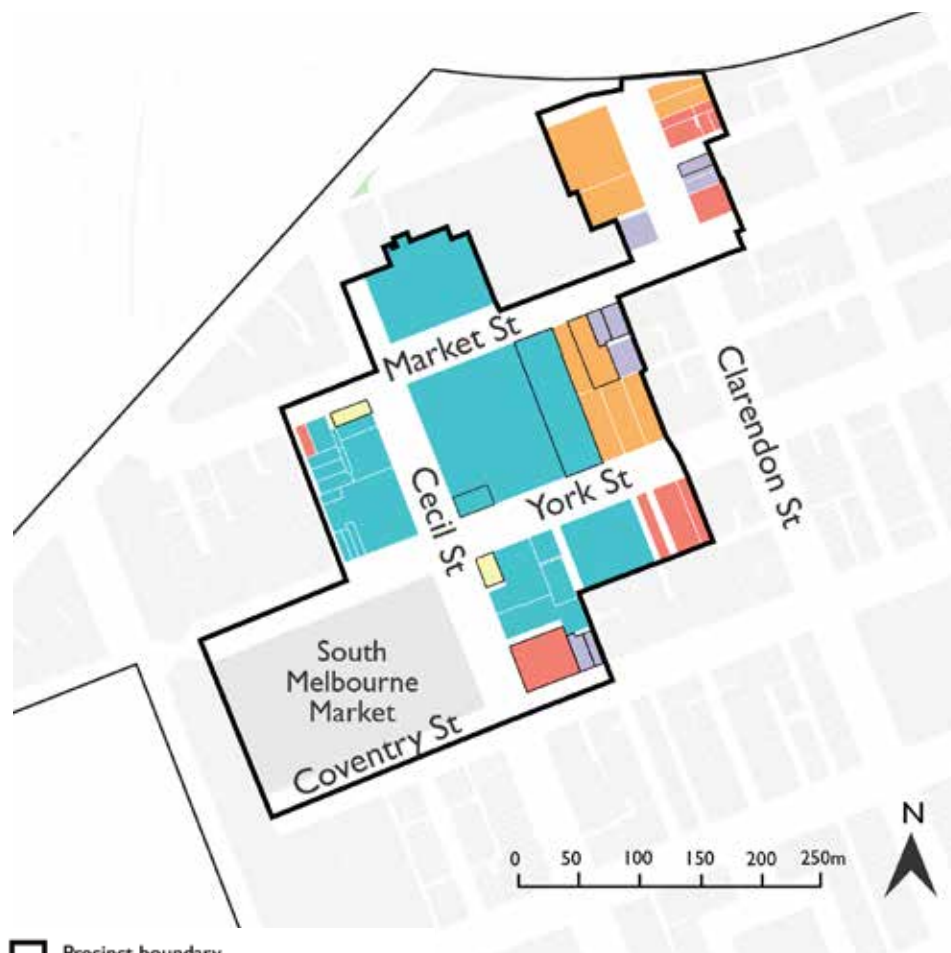


Figure 41 – Map of Floor Area Ratios (FARs) in the Market Precinct. The specified FAR does not necessarily reflect approved development.



▬ Precinct boundary

▬ Heritage

Building Heights:

14.8m / 4 storeys (preferred)

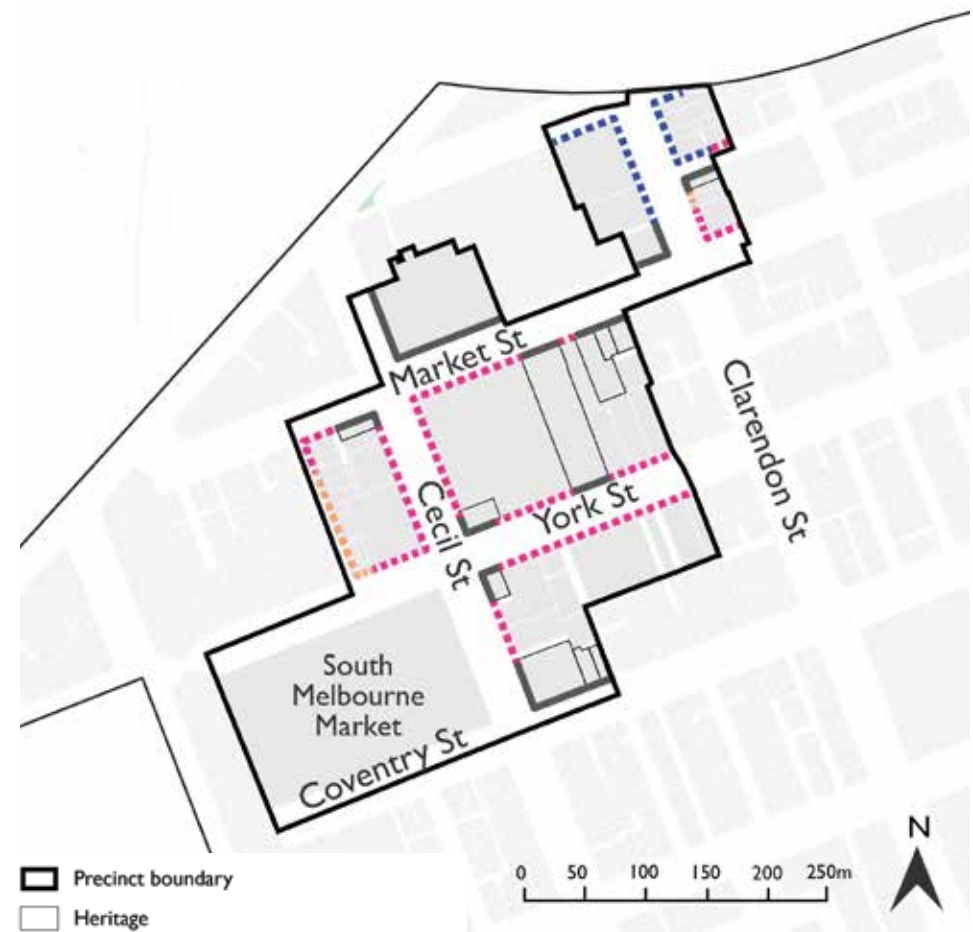
18m / 5 storeys (preferred)

21.2m / 6 storeys (preferred)

27.6m / 8 storeys (preferred)

27.6m - 40.4m / 8-12 storeys (preferred)

Figure 42 - Map of building heights in the Market Precinct.



▬ Precinct boundary

▬ Heritage

Street Wall Heights:

11.6m / 3 storeys (preferred)

14.8m / 4 storeys (preferred)

18m / 5 storeys (preferred)

Retain existing street wall (mandatory)

Figure 43 - Map of street wall heights in the Market Precinct.

Enterprise Precinct East

The Enterprise Precinct East covers an area of approximately 18.2 hectares and is shown in Figure 44. It primarily supports employment uses located between the West Gate Freeway in the north and Bank Street in the south. The eastern edge of this area interfaces with a strip of properties in the Mixed Use Zone with an interface to Kings Way. The western boundary follows Moray Street and Coventry Street, as well as having an interface to properties fronting Clarendon Street. There are several smaller streets and laneways across the precinct.

Preferred future character statement

Part of South Melbourne's enterprise precinct and a regionally significant industrial area, Enterprise Precinct East continues to support employment activity with a focus on creative industries.

With wide streets, few heritage buildings, and more recent development from the late twentieth and early twenty-first century, the precinct character will evolve through the development of well-designed contemporary workplaces.

New development comprises simple and legible building forms. Efficient floor plates and higher street walls enable design outcomes that avoid multiple upper-level setbacks.

Taller development along Kings Way is integrated into the precinct with frontages and building entries oriented towards the precinct or addressing

key east-west streets that provide connections from South Melbourne to the eastern side of Kings Way.

Maintaining the diversity of lot sizes provides variation in the commercial floor space offer, supporting start-ups, creative industries, and established businesses.

With short block lengths and a highly permeable street network, the ground floor of new development comprises small to medium sized tenancies with active frontages that support and enhance the public realm and pedestrian experience.

Recommended built form planning controls

Floor area ratio

A Floor Area Ratio (FAR) range of 3.5:1 up to 6.5:1 will apply throughout the precinct (refer to Figure 46). FARs will be mandatory maximums and have been tailored to reflect the emerging and future precinct character. The FARs recognise the diversity of streets, lot sizes and interfaces by providing for predominantly medium density development. Higher FARs are generally located on sites with an interface to Kings Way with lower FARs on sites to the west of Moray Street where there is a finer grain of smaller sites and narrower streets.

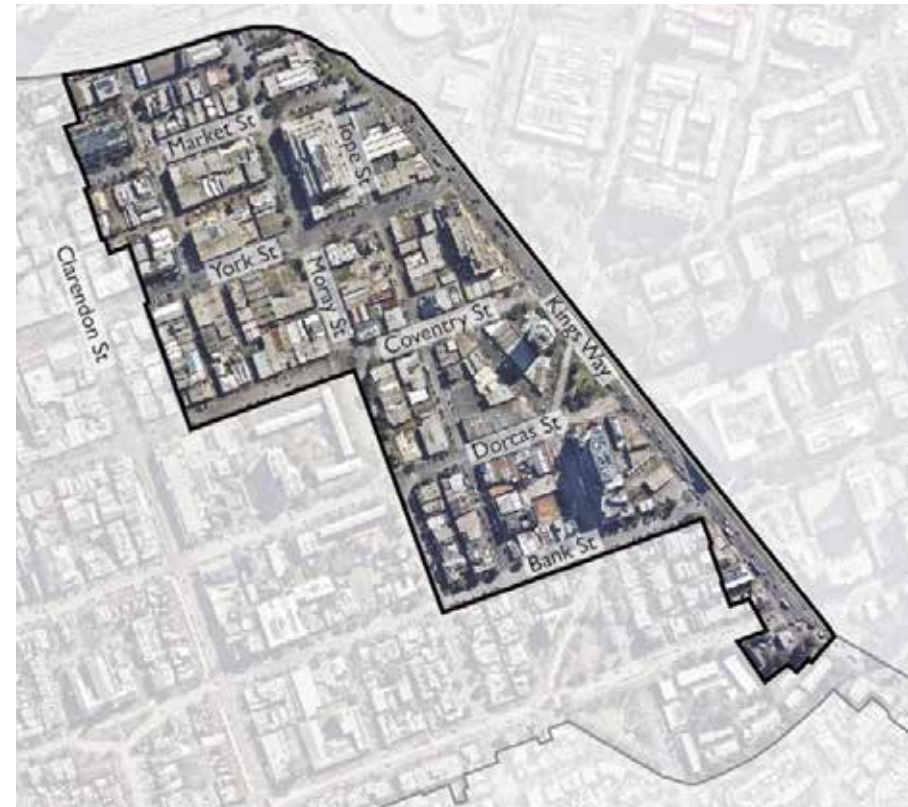


Figure 44 – Map showing the Enterprise Precinct East.



Building heights

Preferred maximum building heights of 5 to 12 storeys will apply throughout the precinct (refer to Figure 47). Taller building heights are located along the interface with Kings Way and on larger land parcels. Most sites have a preferred maximum building height of 6 or 7 storeys. Several properties to the north of Coventry Street have a preferred maximum building height of 5 storeys in response to smaller lot sizes, narrow streets, heritage properties and shared rear boundaries. Similar conditions are found in other properties with a preferred maximum building height of 5 storeys located on the northern side of Bank Street and at the southern end of Moray Street.

Several properties along Kings Way are in the Mixed Use Zone which allows for both residential and non-residential development. An entirely commercial development may result in taller building height compared to a residential development due to the difference in floor-to-floor heights for commercial and residential buildings.

For sites within the Special Building Overlay (SBO) the preferred maximum building height can be increased to allow for the minimum flood protection level nominated by the floodplain management authority.



Figure 45 – Visualisation demonstrating the view along Market Street representing indicative built form (*South Melbourne Built Form Review*, Hodyl & Co 2024).

Street wall heights

Street wall heights have been established in response to the street hierarchy and the limited number of heritage buildings within the precinct.

Discretionary street wall heights of 3 storeys (12 metres) to 5 storeys (20 metres) are proposed for the precinct (refer to Figure 48). Variations in street wall height may be appropriate in order to respond to site specific conditions, for example:

- Reducing the street wall height to align with an adjoining heritage building
- Increasing the street wall height to mark corners.

Setbacks

A discretionary setback of 3 to 5 metres will apply above the street wall to provide design flexibility in responding to street widths and protection of sunlight to footpaths.

Overshadowing

Development must not overshadow the southern footpath of the following streets between 10 am and 2 pm on the spring equinox (22 September):

- Market Street
- York Street
- Coventry Street
- Dorcas Street
- Bank Street.

Street wall heights and setbacks to development fronting Clarke Street could be tailored to provide sunlight access to either part or all of the street between 11 am and 3 pm on 21 June based on the opportunity for a potential new linear public open space.

Interfaces

The proposed density and built form controls for the precinct will enable new development to respond positively to important interfaces in the area including

- Providing for taller development along Kings Way
- Providing sunlight protection to all, or the majority of, Dorcas Street Reserve at the winter solstice (22 June) from 10.00 am to 2.00 pm
- Providing lower street wall heights as a transition to the low-rise residential properties on the south side of Bank Street.

Active frontages

The design of all frontages, including active frontages should be carefully considered with a focus on the following areas:

- York Street to the west of Moray Street
- Coventry Street to the west of Moray Street
- Clarke Street from Chessell to York Street.



Figure 46 – Map of Floor Area Ratios (FARs) in the Enterprise Precinct East
The specified FAR does not necessarily reflect approved development.

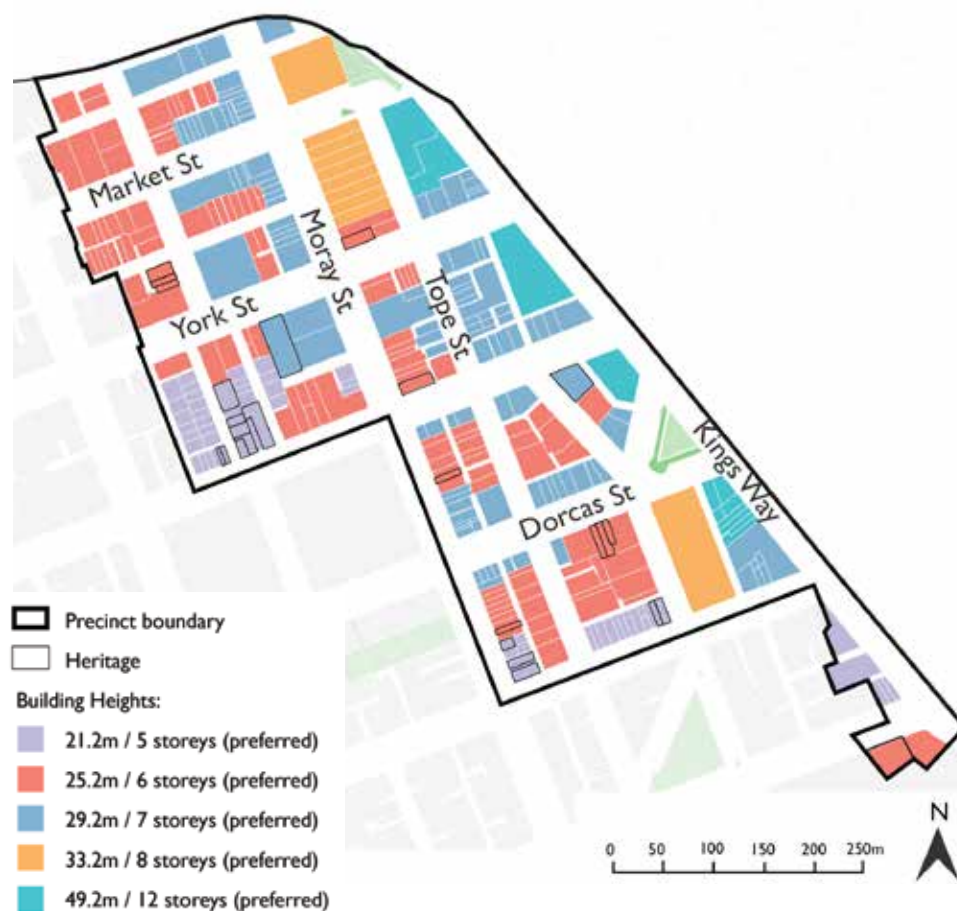


Figure 47 - Map of Building Heights in the Enterprise Precinct East.

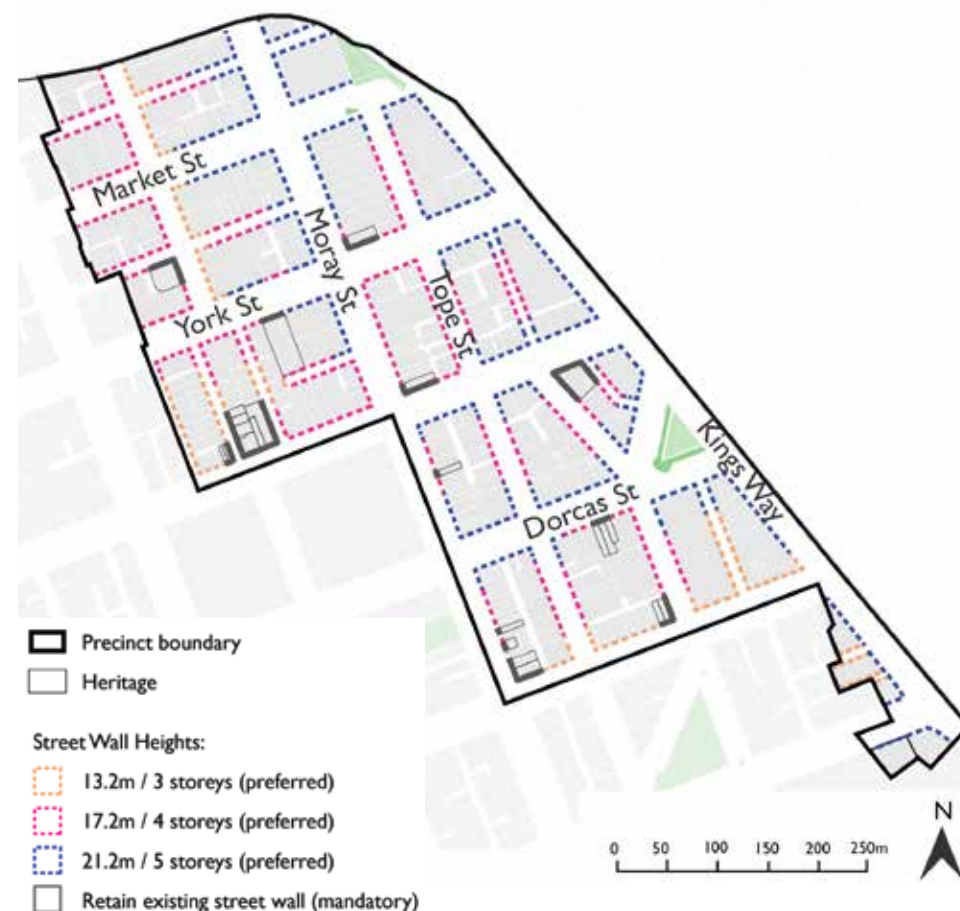


Figure 48 - Map of street wall height in the Enterprise Precinct East.

Enterprise Precinct West

The Enterprise Precinct West covers an area of approximately 7.4 hectares and is shown in Figure 49. It supports employment uses located along City Road and at the interface with the West Gate Freeway. Other sites in the precinct have frontages to Ballantyne Street, Market Street, York Street and Cecil Street, as well as several smaller streets and laneways. A small number of properties are directly opposite the South Melbourne Market on the north side of York Street.

Preferred future character statement

Part of South Melbourne's enterprise precinct, a regionally significant industrial area, and comprising a small pocket of industrially zoned land, Enterprise Precinct West continues to support diverse employment activity.

The precinct has a more industrial feel and contains a mix of heritage factory and warehouse buildings, and terrace housing, with more recent development from the late twentieth and early twenty-first century.

A more varied built form character emerges as development responds to the different conditions in this precinct including the remaining heritage buildings, interfaces to City Road, West Gate Freeway and South Melbourne Market, or the triangular blocks and irregular lots.

New development on non-heritage sites comprises simple and legible building forms.

Efficient floor plates and higher street walls enable design outcomes that avoid multiple upper-level setbacks.

Sensitive redevelopment of heritage buildings in the precinct ensures that buildings retain their three dimensional form and that key architectural elements remain clearly legible.

New development will improve the existing ground floor character of the precinct, particularly along York Street, by providing small and medium tenancies with active frontages that support and enhance the public realm and pedestrian experience.

The public realm supports an active pedestrian environment with improved and new connections to the Montague Precinct in Fishermans Bend and to South Melbourne Market.

Recommended built form planning controls

Floor area ratio

A Floor Area Ratio (FAR) range of 3.5:1 up to 5.0:1 is proposed for the precinct (refer to Figure 50). FARs will be mandatory maximums and have been tailored to reflect the emerging and future precinct character. While street widths within the precinct are generally consistent, the FARs recognise the diversity of lot sizes and interfaces while providing for predominantly medium density development. Higher FARs are generally located on sites with an interface to City Road, the West Gate Freeway, Ballantyne

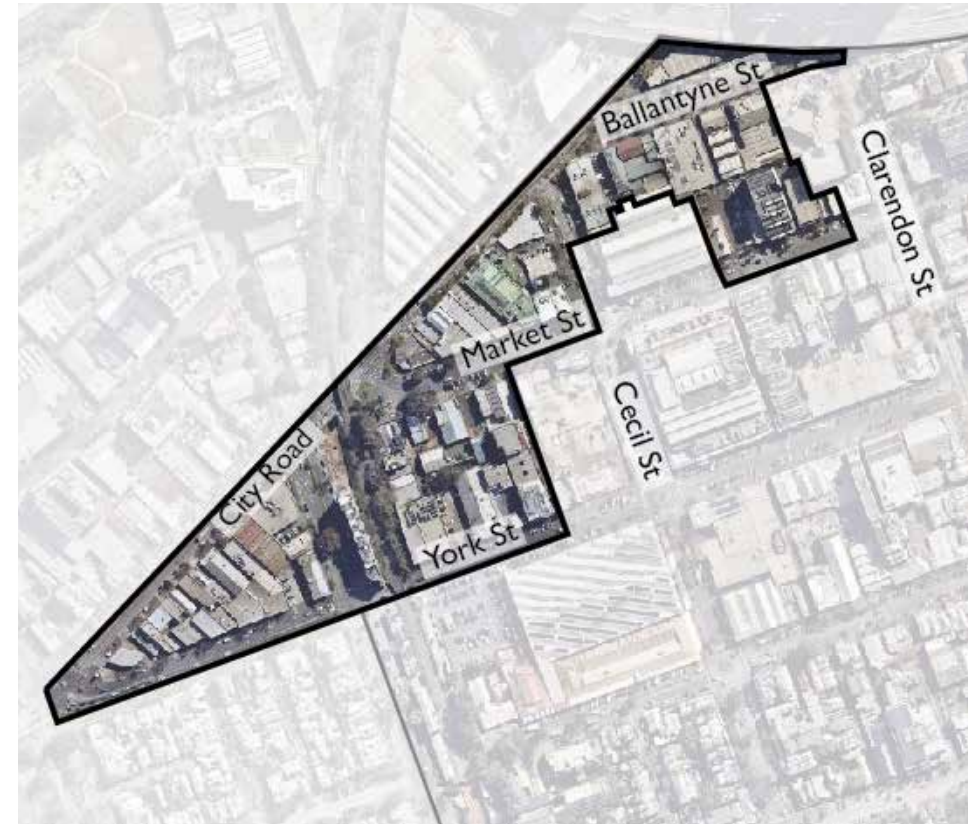


Figure 49 – Map showing the Enterprise Precinct West.

Street and Market Street. Lower FARs are generally located on sites with a frontage to the north side of York Street which enables a transition to low-rise residential properties and the South Melbourne Market on the southern side of the street.

Building heights

Preferred maximum building heights of 3 to 7 storeys will apply throughout the precinct with some opportunities for development up to 10 storeys where a taller building with increased setbacks would enable greater retention of the front elements of industrial heritage buildings (refer to Figure 51). Taller building heights are located on Ballantyne and Market Street in response to the larger lot sizes and lack of sensitive interfaces. Several properties to the north of South Melbourne Market have a preferred maximum building height of 5 storeys in response to smaller lot sizes, narrow streets, and to manage overshadowing of York Street and potential future open space on the market site.

For sites within the Special Building Overlay (SBO) the preferred maximum building height can be increased to allow for the minimum flood protection level nominated by the floodplain management authority.

Street wall heights

Preferred street wall heights of 3 to 5 storeys will apply throughout the precinct (refer to Figure 52). Street wall heights have been established in response to the street hierarchy and interfaces.



Setbacks

A discretionary setback of 3 to 5 metres will apply above the street wall to provide design flexibility in responding to street widths and protection of sunlight to footpaths. Additional setbacks may be required for properties on the north side of York Street to provide sunlight protection to the southern footpath.

Overshadowing

Development must not overshadow the southern footpath of the following streets between 10 am and 2 pm on the spring equinox (22 September):

- Market Street
- York Street from City Road to the western boundary of South Melbourne Market.

Development must not overshadow the southern footpath of the following streets between 10 am and 2 pm on the winter solstice (22 June):

- York Street from the western boundary of South Melbourne Market to Cecil Street.

Interfaces

Density and built form controls for the precinct will enable new development to respond positively to important interfaces in the area including:

- Providing for taller development along City Road and at the interface to the West Gate Freeway.
- Providing an appropriate scale of development on the northern side of York Street to protect sunlight to the southern footpath along the northern boundary of the South Melbourne Market.

- Providing an appropriate scale of development and transition on the northern side of York Street (west of Ferrars Street) to the low-rise residential properties on the south side of the street.

Active frontages

The design of all frontages, including active frontages should be carefully considered with a focus on the following areas:

- York Street to the east of Ferrars Street.

Actions

Planning scheme amendment

2.10 Prepare a planning scheme amendment to introduce and implement the built form recommendations for the Clarendon Street, Market, Enterprise Precinct East and Enterprise Precinct West precincts, addressing:

- Floor area ratio
- Building heights
- Street wall heights
- Setbacks
- Overshadowing
- Interfaces
- Active frontages.

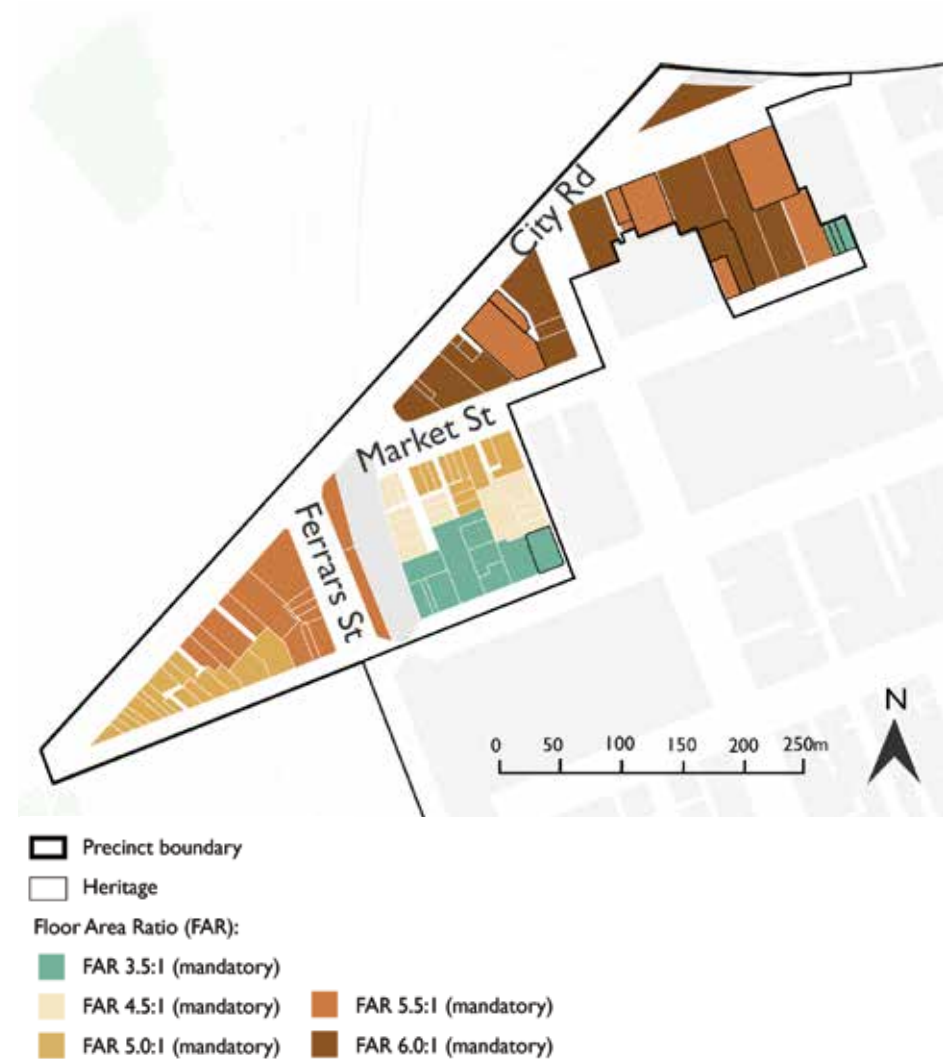


Figure 50 – Map of Floor Area Ratios (FARs) in the Enterprise Precinct West. The specified FAR does not necessarily reflect approved development.

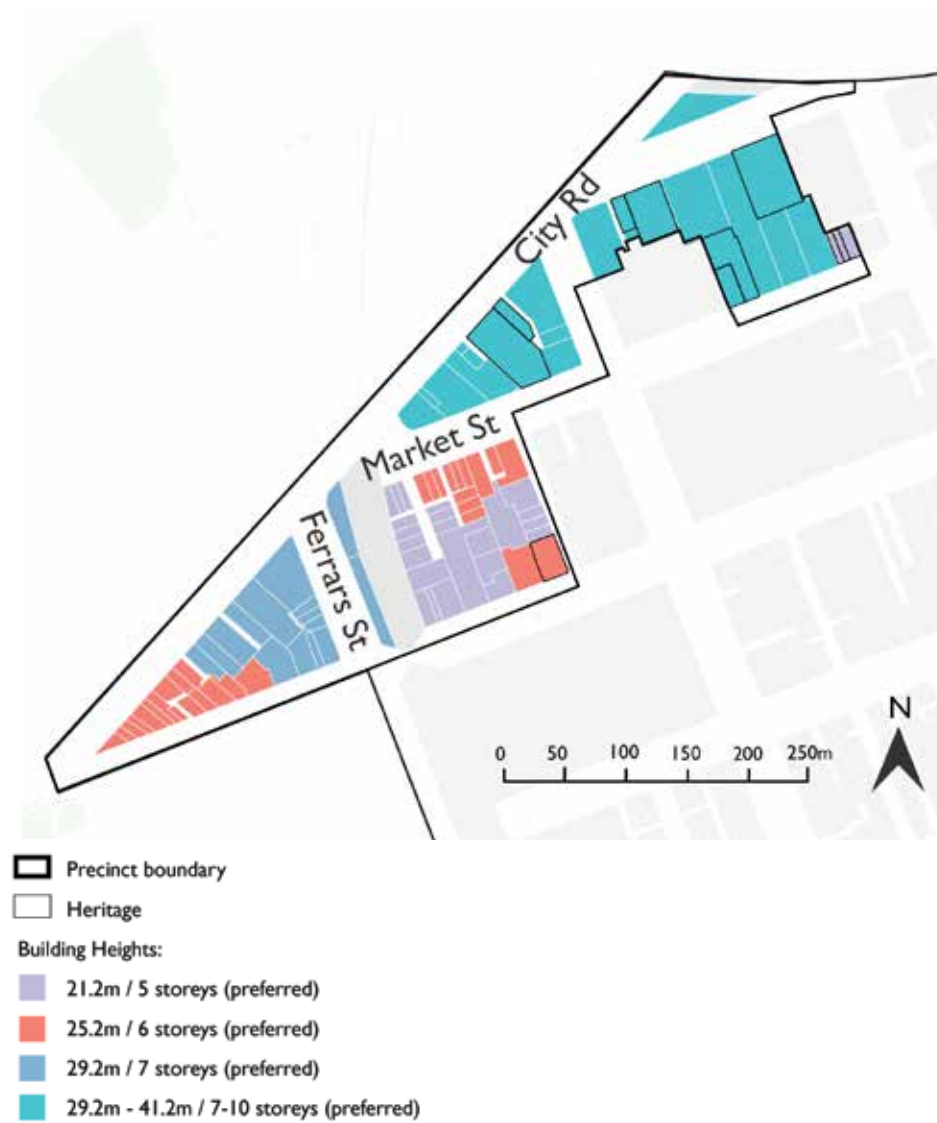


Figure 51 - Map of building heights in the Enterprise Precinct West.

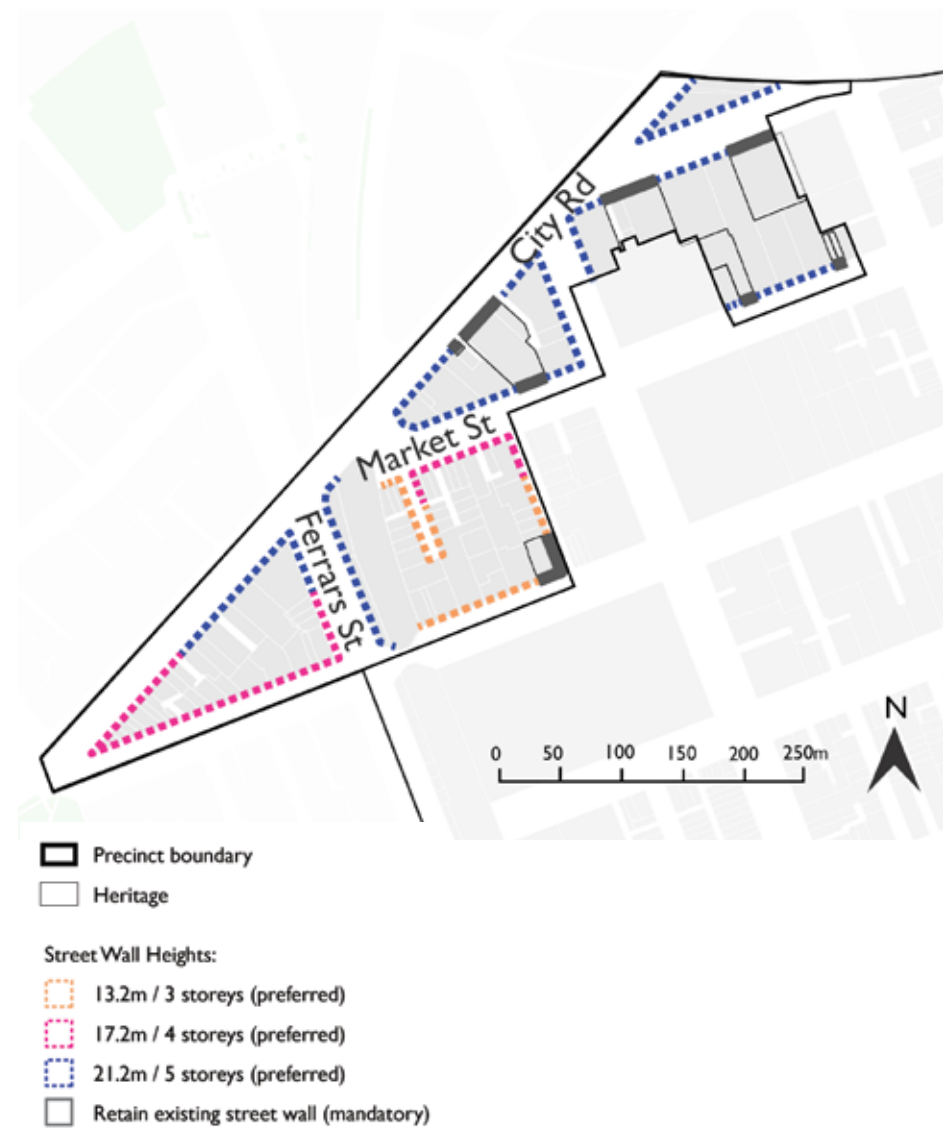


Figure 52 - Map of street wall heights in the Enterprise Precinct West.

Theme 3: Access and Movement

South Melbourne is a place that is connected and easy to move around for all

Introduction

As activity intensifies in South Melbourne, competition for road space among people who use motor vehicles, ride a bike, walk or use public transport will also increase. A proactive and balanced approach is essential to effectively manage access to and within South Melbourne, mitigating congestion.

Streets for people

South Melbourne's streets, covering nearly half of its land, are pivotal for fostering a lively and sustainable community. Streetscapes and shopping strips contribute to South Melbourne's public space network, their important role recognised in *Places for People: Public Space Strategy 2022-32*. Reducing vehicle conflict points with pedestrian areas and limiting new crossovers on streets and removing redundant crossovers will prioritise high amenity, safety and comfort for pedestrians.

South Melbourne's gridded street network, shown in Figure 53, facilitates connections between key destinations. Improving the accessibility of South Melbourne's streets provides an opportunity to create a safe and comfortable walking and cycling environment for all, particularly to:

- Support health and wellbeing (including social inclusion and exercise) and sustainability
- Encourage the community to make less trips using private vehicles

- Enable a walkable community for all people regardless of age or ability
- Provide a network of 'amenity pockets', providing opportunities for rest and social interaction.

Successfully delivering streets for people is dependent on providing a public realm that is safe, comfortable, vibrant and engaging. Theme 4 provides further detail on how interventions in the public realm can support streets for people.

In doing so, this can advance the achievement of a 10-minute neighbourhood and support outcomes in *Move, Connect, Live: Integrated Transport Strategy 2018-28*, such as providing safe, connected and convenient active transport choices.

Enhancing public transport

South Melbourne enjoys excellent public transport coverage, shown in Figure 54. High levels of connectivity provide convenient public transport choices for residents, workers and visitors.

Tram and bus routes provide connections to nearby suburbs and Melbourne's Central Business district. Supplementing other public transport options is the Hop-on Hop-off Community Bus (minibus) service, delivered by Council at no cost to users and is delivered on Monday to Friday (except public holidays) from 9am until 4.30pm.

Most of the Structure Plan Area is within a five minute walk from a tram stop. The new Anzac Station and Park Street tram link to be delivered as part of Metro

Tunnel will only further encourage people to visit or work in South Melbourne by using public transport. This dedicated tunnel from Kensington to South Yarra will create a direct connection between the Melbourne's west and south east, making train travel significantly easier for people travelling on the Cranbourne, Pakenham and Sunbury lines. In this way, the Metro Tunnel will importantly increase South Melbourne's visitor and worker catchments, particularly in the Enterprise Precinct.

However, not all tram stops are accessible to people with limited mobility such as older people and people with a disability or people with prams or trolleys. Hence, there are opportunities to work with the Victorian Government to improve the accessibility of tram stops to achieve

greater consistency with the Disability Discrimination Act 1992 and support the implementation of *Move, Connect, Live: Integrated Transport Strategy 2018-28*.

While South Melbourne's tram network facilitates easy and convenient access to Melbourne's CBD, this is less so for travel to the west towards Port Melbourne and Fishermans Bend. Here, strengthened pedestrian and bicycle links can provide convenient local travel options.

A safe and attractive place to walk

One of South Melbourne's strengths is that is well serviced by an extensive pedestrian path network, with footpaths on both sides of the street, extensive pedestrian crossing opportunities and



some seating. This footpath network provides convenient access to South Melbourne's retail opportunities, public transport options, open spaces, workplaces and key attractions, particularly Clarendon Street, Market Street, York Street and Coventry Street. However, the existing light rail corridor running adjacent to Ferrars Street, along with Kings Way provide major barriers to pedestrian movement. Managing the pedestrian network will need to consider movement to and from the South Melbourne Market on days it is open,

along with pedestrian movements to and from Montague in Fishermans Bend and Anzac Station. Strengthening connections to Montague will be crucial, especially as the area transitions from industrial uses to a vibrant community. It will also be important to make it more inviting for people to walk between South Melbourne and Southbank.

In this way, South Melbourne's walkability is crucial to its attractiveness as a liveable destination for investment, housing and jobs.



Figure 53- Map of street widths in the Structure Plan Area (Hodyl & Co 2024).



Figure 54 - Public transport connecting South Melbourne.



Making bike riding safer and easier

Cycling is currently the least used sustainable transport mode within Port Phillip, making up only 6% of existing transport movements. Council's *Move, Connect, Live: Integrated Transport Strategy 2018-28* sets out an overarching municipal framework to increase this number in light of sustained population growth.

North-south bike routes are located on Moray Street, Cecil Street and Ferrars Street, shown in Figure 55. Some sections are configured as high-quality protected bike lanes with buffers from parked cars and traffic. Most streets are shared with cars and bicycles. Ferrars and Cecil streets provide connections to Southbank, Montague and the broader Fishermans Bend Urban Renewal Area. Moray Street, Dorcas Street, Cecil Street and Park Street east of Moray Street are currently listed as part of the Department of Transport and Planning's Strategic Cycling Corridor.

As South Melbourne's resident, worker and visitor population continues to grow, there is a greater need to provide infrastructure that supports shifts to sustainable modes of transport such as bike riding and e-scooters. Increasing the provision of safe cycling infrastructure is crucial to ensuring that South Melbourne is accessible for bike riders of all ages and abilities, rather than being limited to experienced riders or the 'strong and fearless'.



Figure 55 – Bicycle network, infrastructure and land use context map.

How will the South Melbourne Structure Plan support this theme?

The objectives and actions under this theme will help deliver the vision for South Melbourne by:

- Enhance South Melbourne's movement network to prioritise sustainable and active travel, while improving capacity and circulation (Access and Movement Objective 1).
- Provide an attractive and safe local pedestrian and cycling network that connects key destinations and strategic corridors (Access and Movement Objective 2).
- Improve public transport services and access to meet the needs of South Melbourne's residents, workers and visitors (Access and Movement Objective 3).
- Car parking and loading approaches support more sustainable modes of transport and reduce the impacts of development generated parking demand (Access and Movement Objective 4).

Access and movement proposals addressed in this theme are summarised in Figure 56.

The key technical reports and strategies underpinning the objectives and actions under this theme are:

- *South Melbourne: Transport, Movement & Place Study* (Ratio Consultants, November 2023)
- *South Melbourne Public Realm Framework 2024-2044* (City Port Phillip, July 2024).



Figure 56 - Map showing summary of access and movement proposals addressed by Theme 3.



Access and Movement Objective 1:

Enhance South Melbourne's well connected movement network to prioritise sustainable and active travel, while improving capacity and circulation

As the intensity of activity increases, space efficient and sustainable forms of travel will be required as an alternative to car usage. Priority will need to be given to accommodating the needs of pedestrians, cyclists, buses and trams and trains. Cars and commercial vehicles will continue to be provided for as part of a more balanced approach to movement in the area.

Promoting sustainable transport

Council's *Move, Connect, Live: Integrated Transport Strategy 2018-28* sets a target of no additional trips made by private cars by 2028, seeking to maintain 2016 levels of car trips within Port Phillip. Forecast resident and worker population growth and limited opportunities for the road network to accommodate more car movements, highlight the need for significant shifts to sustainable transport modes. This is confirmed by the analysis contained in the *South Melbourne: Transport, Movement & Place Study* (Ratio Consultants, November 2023).

Further encouragement of mode shift from private vehicles to sustainable transport modes will contribute to reducing car dependency and limiting increases in vehicle volumes. Importantly, directing trips to more sustainable modes of transport will aid in maintaining intersection capacities within acceptable limits, reducing the need for intersection capacity improvements, as well as allowing these resources to be directed elsewhere. Doing so will also support the outcomes sought by *Act and Adapt*:

Sustainable Environment Strategy 2023-28.

With the shift toward sustainable transport options and need to reduce the impact of transport on the climate, there will be increases in electric vehicle ownership and use. While not necessarily contributing to lower private car trips, it will nevertheless be important to identify opportunities to improve the availability of vehicle charging in South Melbourne.

Improving capacity and circulation

While South Melbourne's gridded network facilitates efficient movement, increases in vehicle trips will continue to limit circulation.

Assessment of the road network highlights sections that are operating over capacity, including Park Street between Kings Way and Moray Street, and York Street between City Road and Ferrars Street, and Ferrars Street to Cecil Street. There are opportunities to investigate parking bans to improve movement through sections of road. Other improvements could include banning right turn movements and consolidating access points. It will be important for improvements to not impact public space, pedestrian safety and amenity and, bike riding opportunities and bike routes.

Additionally, there are opportunities to work with Department of Transport (DTP) for improvements to existing signalised intersections along Kings Way, City Road and Ferrars Street, to improve capacity and performance, along with achieving

improvements for pedestrians and bike riders crossing these busy roads. Improvements could include changes to signal phasing and times, turn lane lengths and changes to parking bans on approaches. Changes to parking bans on approaches could also support safer junctions for all road users.

Another opportunity is to investigate the re-instatement of right hand turns from

Sturt Street into Kings Way. The current arrangement of the Sturt Street / Kings Way / Coventry Street intersection sees right turn movements from Sturt Street on the north-east banned. Consequently, vehicles perform a short loop between Sturt Street and Dorcas Street to re-enter Kings Way northbound traffic. Removing the necessity for vehicles to loop through Dorcas Street will improve efficiency and safety.



Movement and Place

Importantly, the Structure Plan considers how streets work in South Melbourne. Hence, there will be an ongoing need to work with DTP to implement the Movement and Place Framework in South Melbourne, illustrated in Figure 57. The Movement and Place Framework seeks to address Victoria's strong population growth which continues to place pressure on the transport system.

A guiding principle of Movement and Place thinking is that streets and roads are for everyone, they carry people and goods, are multi-modal, and can change with time. Streets are the sum of many elements working well together. Their fundamental purpose to varying degrees is to facilitate movement, enhance place, ensure safety, and prioritise health and wellbeing, and the environment. Working with DTP, councils can identify different streets using the Movement and Place Framework.

Several streets within the Structure Plan Area are identified as Activity Streets and provide access to shops and services by multiple movement modes. These streets have a high demand for movement as well as place with a need to balance different demands within the available road space.

High Activity Streets are multi-modal, major destinations for people to visit, work and live. They play a central role for the community, supporting a concentration of commercial, residential civic and community land use. High Activity Streets, where possible, should

include wide footpaths and crossing opportunities for pedestrians, enable safe cycle access, reduced traffic speeds, and provide access to off-street parking. Clarendon Street is an example of a High Activity Street in the Structure Plan Area.

Mixed Activity Streets are secondary, mixed-use corridors. They support the local community to access goods and services. Potential Mixed Activity Streets within the Structure Plan Area include Coventry Street (west of Clarendon Street), Cecil Street (in the vicinity of South Melbourne Market) and Sturt Street (emerging). Mixed Activity Streets, where possible, should include wide footpaths and crossing opportunities for pedestrians, enable safe cycling connections, reduced traffic speeds, some parking loading spaces to serve local land uses.

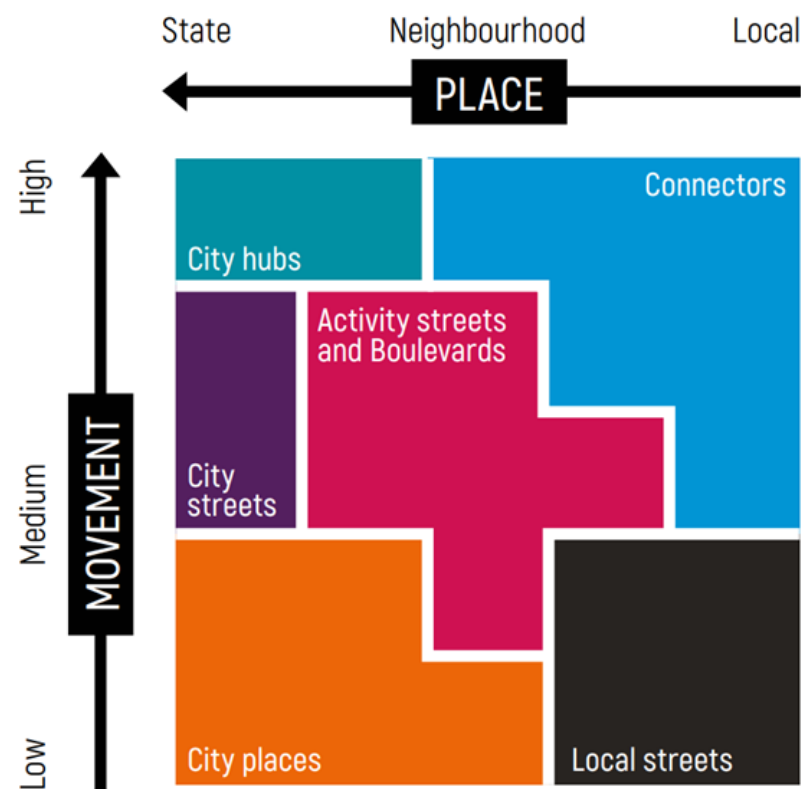


Figure 57 - Movement and Place Framework (DTP)

Actions

Increase mode shift towards sustainable transport

- 3.1 Building on the actions contained in *Move, Connect, Live: Integrated Transport Strategy 2018-28*, further encourage and promote mode shift from private vehicles to sustainable transport modes to reduce car dependency and limit increases in private vehicle trips.

Electric vehicle charging

- 3.2 Investigate improved charging facilities for electric vehicle use.

Improving circulation

- 3.3 Investigate the implementation of parking bans and other capacity improvements at the following streets which are operating beyond their capacity:
- Park Street between Kings Way and Moray Street
 - York Street between City Road and Ferrars Street
 - York Street between Ferrars Street to Cecil Street.
- 3.4 Investigate and advocate to DTP for improvements to existing signalised intersections along Kings Way, City Road and Ferrars Street, to improve capacity and performance.
- 3.5 Work with DTP to investigate the opportunity to re-instate the right turn movement from Sturt Street into Kings Way to remove the necessity of vehicles to loop through Dorcas Street.

Movement and Place

- 3.6 Continue to work with DTP to implement the Movement and Place Framework in South Melbourne.



Access and Movement Objective 2:

Provide attractive and safe local pedestrian and cycling networks that connect key destinations and strategic corridors

South Melbourne's gridded street network provides excellent connections between key destinations. South Melbourne's wide streets¹ provide many opportunities to enhance the attractiveness and safety of the pedestrian and cycle network, which can also support investment throughout the Structure Plan Area. Strengthening pedestrian and bike connections between South Melbourne and the surrounding Fishermans Bend, Domain and Southbank neighbourhoods will also support accessibility.

Enhancing South Melbourne's walkability and strengthening connections

South Melbourne is already a highly walkable neighbourhood, with its wide streets, extensive footpath network and many crossing opportunities. To improve walkability and accessibility, pedestrian safety and design for people with a disability and other vulnerable user groups will be at the forefront of all planning and design of streets in South Melbourne, consistent with the recommendations in the *South Melbourne: Transport, Movement & Place Study* (Ratio Consultants November 2023). Further investigations will identify opportunities to enhance pedestrian protection at all intersections and road thresholds. In addition, any on-street parking should be designed in a way

¹ South Melbourne's main street grid is 30 metres wide, which is the same width as the streets in Melbourne's CBD.



which safely separate pedestrians and vehicles.

Specific opportunities to enhance walkability and pedestrian accessibility include:

- Improving crossing facilities at the Clarendon Street / York Street intersection, which will see a further 3,000 additional pedestrian movements per day by 2043, to create an intersection that accommodates all users.
- Improving pedestrian infrastructure at the Sturt Street / Dorcas Street intersection, which may include raised pedestrian thresholds, wombat crossings or pedestrian operated traffic signals.
- Introducing pedestrian crossing facilities at the Clarendon Street / Market Street intersection.
- Implementing pedestrian threshold treatments along key pedestrian movement corridors including Market Street, York Street and Coventry Street, which could also include WSUD interventions like raingardens.
- Enhancing pedestrian amenity along Market Street and Cecil Street.

Given the growth anticipated for neighbourhoods around South Melbourne, there is a need to encourage visitors from these areas to walk to South Melbourne. As such, investigations will also focus on improving pedestrian crossings at these locations, shown in Figure 58:

1. Kings Way / Coventry Street
2. Kings Way / York Street
3. Kings Way / Park Street
4. City Road / Montague Street
5. City Road / Ferrars Street / Market Street
6. City Road / Cecil Street
7. Ferrars Street / York Street.

Coloured pavement treatments, continuous footpath treatments and raised crossings over slip lanes, raised intersection, wayfinding, appropriate signage, lighting and amenity can be used to guide pedestrians in and out of South Melbourne.

Kings Way poses a significant barrier to pedestrian movements. Hence, it will be crucial to advocate to and work with the DTP to improve pedestrian crossing opportunities along Kings Way to increase pedestrian crossing time and movements to accommodate the increase in future pedestrian movements.

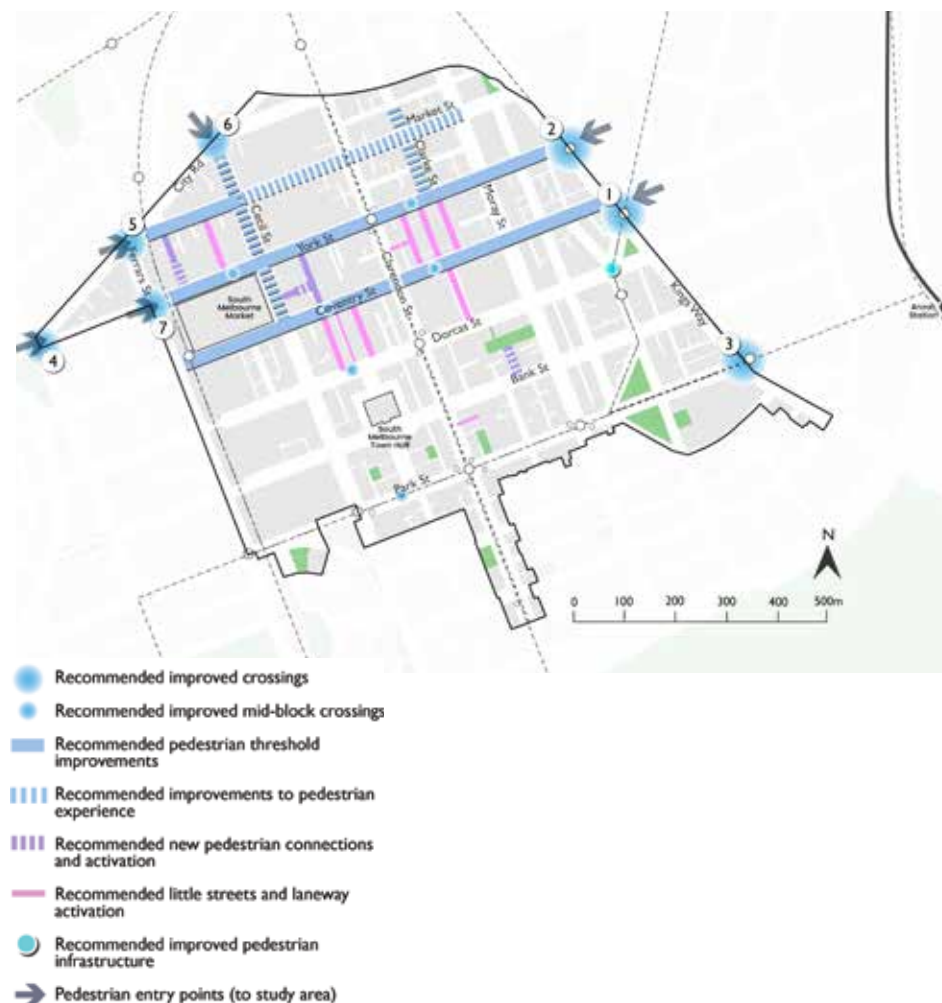


Figure 58 - Recommended future pedestrian network improvements.

Safer bike connections and more convenient infrastructure

With more people living, working and visiting South Melbourne, it will be important for South Melbourne to be a safer and more attractive place to ride a bike.

Designing bike riding infrastructure so it is accessible for everyone to ride will ensure that South Melbourne is accessible for cyclists of all ages and abilities, not just experienced or the 'strong and fearless'. Expanding the bicycle network, providing more bike infrastructure and enhancing bicycle protection will make South Melbourne a safer, more attractive and more comfortable place to ride a bike. New upgrades will encourage take up of bike riding by providing an appropriate network of cycling infrastructure within South Melbourne and to nearby key destinations such as Fishermans Bend and the Anzac Station under construction.

Opportunities to improve bike riding in South Melbourne include (Figure 59):

- Introduce bike riding infrastructure along Clarendon Street to facilitate safe movement.
- Introducing safer bike riding infrastructure along Dorcas Street between Ferrars Street and Moray Street, which forms part of Melbourne's Strategic Cycling Corridor.
- Advocating to DTP for an additional cycling crossing location at the Dorcas Street intersection with Kings Way.

- Integrating and improving existing bike riding infrastructure to and from roundabouts in South Melbourne.

These actions will be supported by integrating bike riding and micromobility infrastructure, such as bicycle hoops, parking, storage, charging stations, repair kit stations across the precinct and especially at key public transport stops and destinations, including:

- South Melbourne Light Rail Tram Stop
- South Melbourne Market
- Clarendon Street
- South Melbourne Town Hall.

Development will be encouraged to provide bicycle parking and appropriate end-of-trip facilities in line with industry best practice, including providing a Green Travel Plan for larger developments. Doing so will support the attractiveness of the Enterprise Precinct for workers and businesses alike.

Planning for the uptake of electric micromobility devices such as e-scooters and e-bikes will ensure all future road network and intersection design considers e-bike and e-scooters as road users in the same way as cyclists and pedestrians. This is crucial given Melbourne is one of the highest demand cities for e-scooter use globally. Data from the Victorian Government's e-scooter trial reveals that to 30 June 2023, over 4.8 million individual e-scooter trips had been taken on the 2,500 shared e-scooters across Melbourne (500 e-scooters are in Port Phillip).



Figure 59 – Recommended future cycling network improvements.



Actions

Pedestrian safety and access for all

- 3.7 Ensure pedestrian safety and design considers universal design principles so South Melbourne is accessible for everyone including people with a disability and other vulnerable user groups.
- 3.8 Investigate opportunities to enhance pedestrian protection at all intersections and road thresholds.
- 3.9 Design on-street parking to safely separate pedestrians and vehicles.

Specific opportunities to enhance walkability and pedestrian accessibility

- 3.10 Enhance walkability and pedestrian accessibility by:
 - Improving crossing facilities at the Clarendon Street / York Street intersection, to create an intersection that accommodates all users
 - Improving pedestrian infrastructure at the Sturt Street / Dorcas Street intersection, which may include raised pedestrian thresholds, wombat crossings or pedestrian operated traffic signals
 - Introducing pedestrian crossing facilities at the Clarendon Street / Market Street intersection
 - Implementing pedestrian threshold treatments along key pedestrian movement corridors including Market Street, York Street and Coventry Street, which could also include WSUD interventions like raingardens
 - Enhancing pedestrian amenity along Market Street and Cecil Street
 - Improving wayfinding signage to support walkability and accessibility
 - Explore the opportunity to extend these laneways:
 - Albert Place to York Street, to provide a direct connection to the South Melbourne Market from City Road and Fishermans Bend
 - Waterloo Place to York Place, to increase permeability and mid-block connection.
 - Upgrade the existing bluestone laneway south of Skinners Adventure

Actions

- Playground, to create an accessible pedestrian connection to Bank Street.
- Explore providing raised mid-block pedestrian crossings in the following locations:
 - Coventry Street, near Francis Street
 - Coventry Street, near St Luke Street
 - York Street, near Clarke Street
 - York Street, near Cecil Street
 - Dorcas Street, near Marshall Street
 - Park Street, near Perrins Street.

Safe and efficient pedestrian entry to the Structure Plan Area

3.11 Investigate improvements to pedestrian crossing arrangements at:

- Kings Way / Coventry Street
- Kings Way / York Street
- City Road / Montague Street
- City Road / Ferrars Street / Market Street
- City Road / Cecil Street
- Ferrars Street / York Street.

Kings Way advocacy

3.12 Advocate to DTP to improve pedestrian crossing opportunities along Kings Way to increase pedestrian crossing time and movements to accommodate the increase in future pedestrian movements.

Cycling access and safety for everyone who wants to ride

- 3.13 Design bike riding infrastructure so it is accessible for everyone to ride, not just experienced or the 'strong and fearless'.
- 3.14 Investigate opportunities to enhance cycling protection at all intersections and along key cycling routes within South Melbourne.
- 3.15 Design on-street parking to incorporate protected cycling lanes.

Specific opportunities to improve bike riding in South Melbourne

3.16 Improve bike riding in South Melbourne by:

- Introduce bike riding infrastructure along Clarendon Street to facilitate safe movement
- Introducing on-road bike riding infrastructure along Dorcas Street between Ferrars Street and Moray Street, which forms part of Melbourne's Strategic Cycling Corridor
- Advocating to DTP for an additional cycling crossing location at the Dorcas Street intersection with Kings Way
- Integrating and improving existing bike riding infrastructure to and from roundabouts in South Melbourne.

Integrated cycling infrastructure

3.17 Work to integrate cycling and micromobility infrastructure such as bicycle hoops, parking, storage, charging stations, repair kit stations throughout the South Melbourne Structure Plan Area, and especially at key public transport stops and destinations, including:

- South Melbourne Light Rail Tram Stop
- South Melbourne Market
- Clarendon Street
- South Melbourne Town Hall.

Best practice end-of-trip facilities and cycling infrastructure

3.18 Encourage development to provide bicycle parking and appropriate end-of-trip facilities in line with industry best practice, including providing a Green Travel Plan for larger developments.

Micromobility

3.19 Plan for the uptake of electronic micromobility devices such as e-scooters and e-bikes and ensure all future road network and intersection design considers e-bike and e-scooters as road users in the same way as cyclists and pedestrians.

Access and Movement Objective 3:

Improve public transport services and access to meet the needs of South Melbourne's residents, workers and visitors

Public transport for South Melbourne

South Melbourne is well connected, with several tram routes and bus routes servicing the area. Not all tram and stops are accessible to people with limited mobility such as older people and people with a disability. Working with DTP to fast track and upgrade public transport stops to achieve greater consistency with the *Disability Discrimination Act 1992* will support achieving accessibility for everyone in the community.

Recommended improvements to public transport in South Melbourne are summarised in Figure 60. A key improvement for South Melbourne will be realigning the Route 96 South Melbourne Station tram stop. The current grade separated tram stop between Coventry Street and York Street results in long and indirect access when using the ramp. Relocating the tram stop closer to York Street will overcome the grade separation issues at the current location. Improvements to tram stops at this location will also enhance accessibility to the South Melbourne Market, a treasured landmark loved by visitors and locals alike.

Extending the Route 1 tram along Park Street between Heather Street and Kings Way will enable future tram services to run from St Kilda Road (and the future Anzac Station) to South Melbourne and the CBD via South Melbourne. Not only will this also encourage public transport use and further connect train services to alternative public transport services, but

it will provide economic opportunities as more people work and visit South Melbourne.

The vast majority of public transport trips in South Melbourne are on tram services. However, bus services also provide a vital public transport option. Currently two bus services from within the Structure Plan Area operating every 10-minutes to 40-minutes, where 10-minute services occur during the peak period. Increases to bus frequency at peak times will aid in assisting increased bus patronage and provide alternative transport modes for users travelling to the east and west of South Melbourne.

Tram stop improvements

Most tram stops in South Melbourne do not allow for universal access. They create a barrier for people in wheelchairs and those with reduced mobility. Improving accessibility at these tram stops will facilitate inclusive access to sustainable transport.

The *South Melbourne Public Realm Framework 2024-2044* (City Port Phillip, July 2024) reinforces the importance of a design led process with supporting design principles for all tram infrastructure in the municipality.

A design led process should:

- be a whole-of-Government approach.
- be design-led and context specific.
- locate structures and consider minimising impact to public realm.
- incorporates surrounding projects and



Figure 60 – Recommended future public transport improvements.

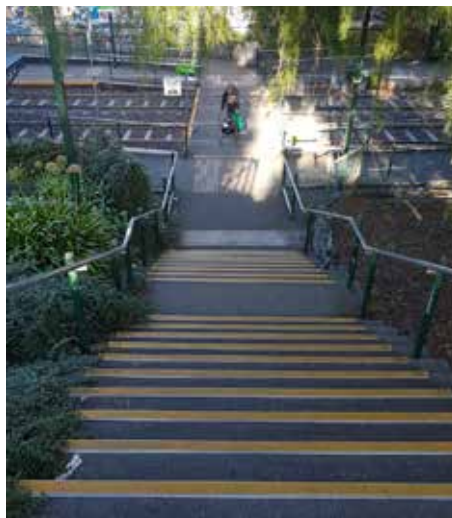
futureproofs opportunities for other projects.

- provides a public realm or community benefit.
- secure funding and any required approvals early.
- includes a clear communication and engagement strategy that involves stakeholders and engages the community.

Design principles for tram stop improvements include to:

- cause no net loss of public space or healthy trees
- provide design excellence and an innovative design response
- minimise building footprint and construction impact
- be co-located or have a multifunctional use
- consider visual impact and scale from all aspects
- consider Crime Prevention Through Environmental Design (CPTED) principles
- use high-quality materials that are durable and readily maintained.

In this way, best practice design principles combined with working constructively with the Victorian Government will provide safe and accessible tram stops that facilitate convenient movement.



South Melbourne is well connected, however not all tram stops are accessible, limiting access for users such as older people and people with a disability.

Actions

DDA compliant public transport stops

- 3.20 Work with DTP to fast track upgrading non-compliant public transport stops.
- 3.21 Work with DTP to fast track upgrading level-access (no step) public transport stops.

Tram advocacy

- 3.22 Advocate to DTP to upgrade the Route 96 South Melbourne Station tram stop to improve safety and accessibility for those visiting South Melbourne Market.
- 3.23 Advocate to DTP to extend the existing Park Street tram line between Kings Way and Heather Street to enable future tram services to run from St Kilda Road (and the future Anzac Station) to South Melbourne and the CBD via South Melbourne.
- 3.24 Advocate to and engage with DTP for tram stop upgrades which consider Council's principles.

Bus advocacy

- 3.25 Advocate to DTP to increase the frequency of bus services serving South Melbourne.
- 3.26 Investigate and advocate to DTP to improve bus stop locations and encourage greater bus patronage.

Access and Movement Objective 4:

Car parking and loading approaches support more sustainable modes of transport and reduce the impacts of development generated parking demand

Managing parking in South Melbourne

Parking will need to be carefully managed in South Melbourne to ensure it can support the needs of an evolving Major Activity Centre and Enterprise Precinct.

Continuing to implement the *City of Port Phillip Parking Management Policy 2020* will ensure parking spaces are carefully managed and respond to community. Implementing technologies such as dynamic wayfinding signage and parking overstay detection devices can ensure parking spaces are available for those who need them.

Assessing the merits of preparing a Parking Precinct Plan and associated Parking Overlay is crucial, given how car parking management has the potential to influence shifts to more sustainable modes of transport. Underpinned by advice in *Planning Practice Note 57: Parking Overlay* (Victorian Government 2023), a Parking Precinct Plan would identify car parking needs and issues for South Melbourne and set objectives and development strategies to manage parking at an activity centre wide basis. Recommendations in the Parking Precinct Plan would be implemented in the Port Phillip Planning Scheme, including a Parking Overlay.

Similarly, investigating the implementation of parking maximums for new developments can encourage more sustainable transport trips and improve the efficiency of off-street car parking. To this end, the Department of Transport

and Planning is proposing reforms to planning for planning requirements and bicycle facilities. These changes include:

- Adopting a Public Transport Accessibility Level (PTAL) approach to car parking policy¹
- New land use groups that replace outdated land use terms in Clause 52.06 (Car Parking) and consolidate land use terms into seven categories based on car parking demand
- Updated context specific car parking rates to implement updated car parking rates to align with public transport accessibility and the proposed PTAL parking policy. These proposed parking rates often reflect parking rates approved by the Victorian Civil and Administrative Tribunal
- Bicycle parking and end of trip (EoT) facilities to adopt new minimum rates and new design standards for bicycle parking and EoT facilities
- A consolidated parking and EoT facilities requirement in the Victoria Planning Provisions.

These changes have the potential to benefit the City by:

- Encouraging modal shift to more sustainable forms of transport and support climate change mitigation
- Improving amenity by reducing impacts of noise, traffic and pollution associated with excessive vehicle usage

¹ PTAL is a measure of connectivity by public transport. The PTAL of a location is a representation of how well it is connected to public transport services (trains, trams and buses). It does not include trips by car (Department of Transport and Planning, 2023)



- Making more efficient use of the City's limited land resources
- Improving urban design outcomes and safety by reducing vehicle related infrastructure impacts on the public realm
- Improving housing affordability, noting the significant costs to provide car parking in residential developments
- Reducing resources spent and costs of delay to consider car parking waivers/reductions that almost always are approved.

To maximise the benefit of these new reforms for South Melbourne and the broader municipality, the City will identify opportunities to work with the Victorian Government in their formulation.

Along with other stakeholders, the City will work with the Victorian Government to introduce planning provisions that benefit South Melbourne and the broader municipality. In turn, these reforms can be well placed to support the Council Plan's

community vision where it is possible to visit lively shopping and dining destinations or access public transport within a 10 to 15 minute walk or cycle from our neighbourhoods.

Exploring opportunities to install electric car charging stations in publicly available areas with higher visitation and identify opportunities to increase electric charging infrastructure in new developments (including for e-micromobility devices) will support further uptake of electric vehicles.

Car share supporting sustainable travel in South Melbourne

Supporting more sustainable modes of transport, car share initiatives will continue to be supported in South Melbourne. Car share is a cost-effective alternative to owning a car, providing 24/7 access to a vehicle on an 'as needs basis'.

Car share vehicles provide residents and businesses access to safe and affordable transport, while freeing up parking and helping to reduce carbon emissions.

According to the RACV, research has shown that every car share vehicle takes around 10 cars off the road. Users of the service cut their total vehicle use by 15% to 50%, switching trips (previously made by cars) to public transport, walking, and cycling. Reduced vehicle ownership improves parking availability, while reducing traffic congestion and greenhouse gas emissions.

Encouraging new development to incorporate car share according to the *Car*

Share Policy and Guidelines 2023–2028 and other vehicle sharing initiatives will support broader initiatives to support and expand car share in South Melbourne.



Actions

Implement the City of Port Phillip Parking Management Policy

- 3.27 Implement the approaches to parking management outlined in *City of Port Phillip Parking Management Policy 2020* including kerbside user hierarchies (typically through restrictions) and new technologies. Implementation will involve considering appropriate parking restrictions based on the change of business types and user needs within the precinct.

Improvement to parking management

- 3.28 Implement existing and emerging car parking technologies such as dynamic wayfinding signage and parking overstay detection devices to better manage parking.

Encouraging car share and other vehicle sharing initiatives in new developments

- 3.29 Use the *Car Share Policy and Guidelines 2023-2028* to provide strategic direction for the management of car share in public on-street and Council managed off-street parking spaces in the City of Port Phillip and support for car share in new developments.
- 3.30 Support the implementation of car share in new developments to reduce the burden of vehicle ownership on owners who only require private motor vehicle for a small number of infrequent trips.
- 3.31 Increase the number of car share spaces with the public road network for public use, including electric charging infrastructure.

Implement parking maximums for new developments

- 3.32 Investigate the implementation of maximum car parking rates for new developments in line with anticipated vehicle ownership to improve the efficiency of off-street car parking and encourage also encouraging more sustainable transport trips.

Parking Precinct Plan

- 3.33 Investigate the merit of preparing a Parking Precinct Plan for South Melbourne, which:

- Considers detailed car parking occupancy and duration surveys
- Explores how to implement the *City of Port Phillip Parking Management Policy* February 2020
- Identifies and considers car parking issues and needs from both a Council and community perspective. Investigates opportunities to repurpose existing on-street car parking for other purposes such as outdoor dining or public realm initiatives
- Identifies opportunities to alter car parking restrictions to better suit the needs of users including residential visitors, business and visitors
- Establishes appropriate mechanisms including Parking Overlay to implement the actions.

Public electric charging facilities

- 3.34 Investigate opportunities to install electric car charging stations in publicly available areas that generate higher volumes of non-local and visiting traffic, for example around South Melbourne Market.
- 3.35 Identify opportunities to increase electric charging infrastructure in new developments (including for e-micromobility devices).

Theme 4: Public Spaces and Places

South Melbourne will be a place with a welcoming and creative community that celebrates its diversity and shares its stories supported by attractive, vibrant, climate-resilient and people-friendly public spaces

Introduction

South Melbourne's public realm plays a vital role in connecting people to destinations and activities, providing spaces for individuals to pause, meet, and rest during their journey. The area's roads, footpaths, shared laneways and parks contribute to the distinctive streetscape character, enhancing the overall environment through incorporation of greenery, shade, and weather protection.

A well-used and well-maintained public realm not only feels safe but also encourages people to use it. In the context of South Melbourne, especially at the interface with the Central City, the quality of public spaces is crucial. Consultation on this project highlighted how much the community values South Melbourne's easy access to green and open spaces. Consultation also highlighted the community's desire to increase greenery and open space for current and future generations.

A key feature of South Melbourne is that its main street grid is 30 metres wide, which is the same width as streets in Melbourne's CBD. South Melbourne's wide streets account for 42% of the Structure Plan area which is significantly more than other inner Melbourne areas such as Cremorne at 22% and Fitzroy and Collingwood and 32%. The existing road network, presents an opportunity to maximise improvements to the public realm and open spaces in South Melbourne as the area grows and evolves.

A public realm that supports a thriving Major Activity Centre, Enterprise Precinct and Mixed Use Corridor

The public realm will have a vital role in supporting the success of the South Melbourne Major Activity Centre (MAC), Enterprise Precinct and Kings Way Mixed Use Corridor. Importantly, the public realm contributes to facilitating connections between workers across and within industries. Collaboration allows for the dots to be connected between people, institutions, economic clusters, and place, creating synergies across multiple scales and platforms. Similarly, improving quality of place will enable the expanded offering of quality experiences that accelerate outcomes and increase interactions. Improving collaboration and quality of place will see the public realm become a conduit of common ground between workers where meetings take place and connections are made.

In this way, an attractive and welcoming public realm will increase investment confidence, encouraging businesses of all sizes to locate in South Melbourne. This is particularly the case for South Melbourne's industry specialisations such as professional services and creative industries where the public realm will support the clustering of these industries. Clustering of industry specialisations will also encourage other businesses to locate in South Melbourne and leverage this specialisation to diversify employment opportunities.



The public realm comprises spaces and places that are open and freely accessible to everyone, regardless of their economic or social conditions. These spaces can include streets, laneways and roads, parks, public plazas, waterways and foreshores.

Urban Design Guidelines for Victoria, Victorian Government 2023

Strengthening climate resilience

Urban heat island

South Melbourne has been identified as a hot spot¹, which is an area specifically vulnerable to the impacts of the urban heat island effect. The urban heat island effect is created when large areas of hard surfaces such as concrete and asphalt absorb and retain heat, thereby increasing outdoor temperatures. This can impact public health, especially vulnerable community members who may experience health issues during extended heat waves. Figure 61 shows 2020 surface temperatures in South Melbourne, highlighting the extent of urban heat islands within the local area.

Modelling for *Cooling South Melbourne* highlights there are opportunities to reduce heat in the area and create a comfortable and liveable environment for residents, workers and visitors. Within public spaces and places, more trees need to be planted to provide a shaded canopy that cools South Melbourne's streets and provides a comfortable walking and cycling experience for all. Doing so will support the outcomes sought by *Act and Adapt: Sustainable Environment Strategy 2023-28*.

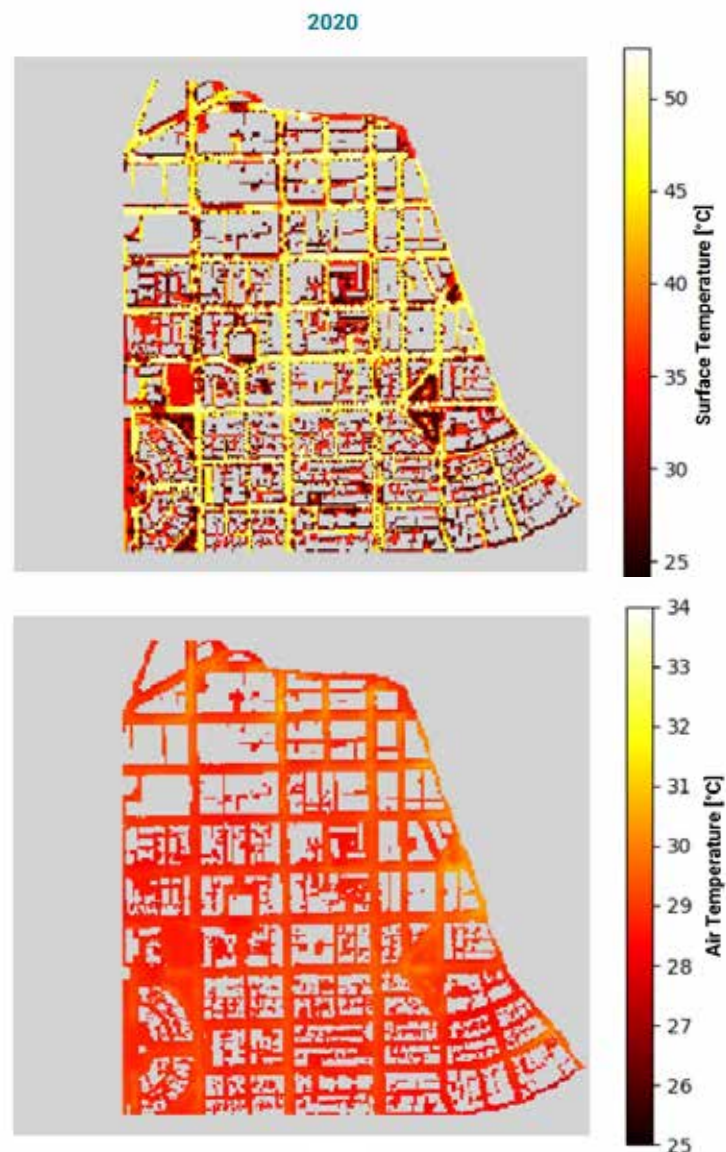
¹ *Cooling South Melbourne: Impact Analysis of Cooling Interventions*, 2020, the University of New South Wales in conjunction with the City of Port Phillip

Flood risk

Much like many parts of Port Phillip, South Melbourne low-lying geography means that has a higher flood risk than other areas. This condition is compounded by almost 75% of the suburb of South Melbourne being covered by impervious surfaces.

As the impacts of climate change are more widely felt, there is a greater need for public spaces and places to incorporate water management technologies including permeable surfaces and Water Sensitive Urban Design (WSUD) features that can adapt, mitigate and manage this risk.

Figure 61 – Surface temperature and air temperature in South Melbourne, highlighting the extent of urban heat islands exacerbated by climate change (Cooling South Melbourne 2020, p.39).



Investigating opportunities for public open space

Despite South Melbourne's proximity to regional open spaces, such as Albert Park Lake, there is limited open space² within the Structure Plan Area. Most of these spaces are south of Dorcas Street, reflecting South Melbourne's industrial expansion in the early to mid-twentieth century where houses were replaced with factories and warehouses. There is only 1,300 square metres of public open space north of Dorcas Street which has poor amenity due to its frontage to Kings Way.

The City's *Places for People: Public Space Strategy 2022–32* provides the framework to manage and upgrade South Melbourne's much-loved open space network. It identifies the need for two new open spaces (one in the South Melbourne Major Activity Centre and one in the South Melbourne Enterprise Precinct). It also identifies the need to improve pedestrian amenity in local streets and recommends increased greening and upgrading local open spaces.

The high cost of the City acquiring freehold land for new open space and constraints and challenges with the existing, fixed road network, requires exploring alternative avenues. One approach includes collaborating with the Victorian Government on projects such as the Emerald Hill Housing and Health Precinct at the Emerald Hill Court Estate, to provide integrated public open spaces as part of this site's redevelopment.

² Public open space includes parks, gardens, reserves, the foreshore and urban spaces such as plazas and squares.

To meet the community's needs and enhance the overall public space landscape in South Melbourne, the City will also need to actively seek and capitalise on various opportunities for collaboration. This includes exploring partnerships with the Victorian Government on multiple projects and engaging with developer-led initiatives.

Streets for people

South Melbourne's unique street network is a significant asset, laying a foundation for a vibrant and sustainable community. Its primary network of wide streets contrast with a smaller network of narrow streets and laneways. While South Melbourne's wider streets often accommodate relatively wide footpaths, its streets are dominated by cars, narrow

streets have narrow footpaths and there are a lack of trees and places to sit.

In carefully considered locations within the Major Activity Centre and Enterprise Precinct, wide streets present an opportunity to improve the pedestrian amenity by accommodating more trees and new places to sit and rest. Wide streets may also afford opportunities to introduce traffic calming measures to reduce conflict between modes of transport.

Maintaining and growing a sense of community

Community consultation emphasises that many value South Melbourne's welcoming and diverse community. Placemaking and activating public

spaces will strengthen connections between South Melbourne's resident, worker and visitor populations and the places they share. Placemaking and activation initiatives are vital in encouraging people into South Melbourne, will improve safety and support greater social connection in South Melbourne. The design of new public spaces should prioritise areas for gatherings and events, aiming to nurture community bonds, support existing businesses, and stimulate the growth of new ones. Ultimately, the objective is to create a more vibrant and connected South Melbourne, where residents feel a deep sense of belonging.



Holland Street, Thebarton by JPE Design Studio
(Photographer: Sam Noonan)



Caloundra Main Street, Sunshine Coast Council
(Photography: Andrew Maccoll)

How will the South Melbourne Structure Plan support this theme?

The following objectives and actions under this theme, and summarised in Figure 62, will help deliver the vision for South Melbourne:

- Create cool, green streets for people to improve amenity, comfort and public health (Public Spaces and Places Objective 1)
- Be water-wise to effectively respond to climate change, and protection of assets and property (Public Spaces and Places Objective 2)
- Shape public spaces to support a variety of uses and enterprises (Public Spaces and Places Objective 3)
- Reinforce civic pride and sense of place (Public Spaces and Places Objective 4).

The key technical reports and strategies underpinning the objectives and actions under this theme are:

- *South Melbourne Public Realm Framework 2024-2044* (City Port Phillip, July 2024)
- *Places for People: Public Space Strategy 2022-32*
- *South Melbourne Transport, Movement & Place Study* (Ratio Consultants, November 2023).

Importantly, the *South Melbourne Transport, Movement & Place Study* reviews the feasibility of the recommendations from the *South Melbourne Public Realm Framework 2024-2044*, finding that the recommendations are compatible with the local traffic network.

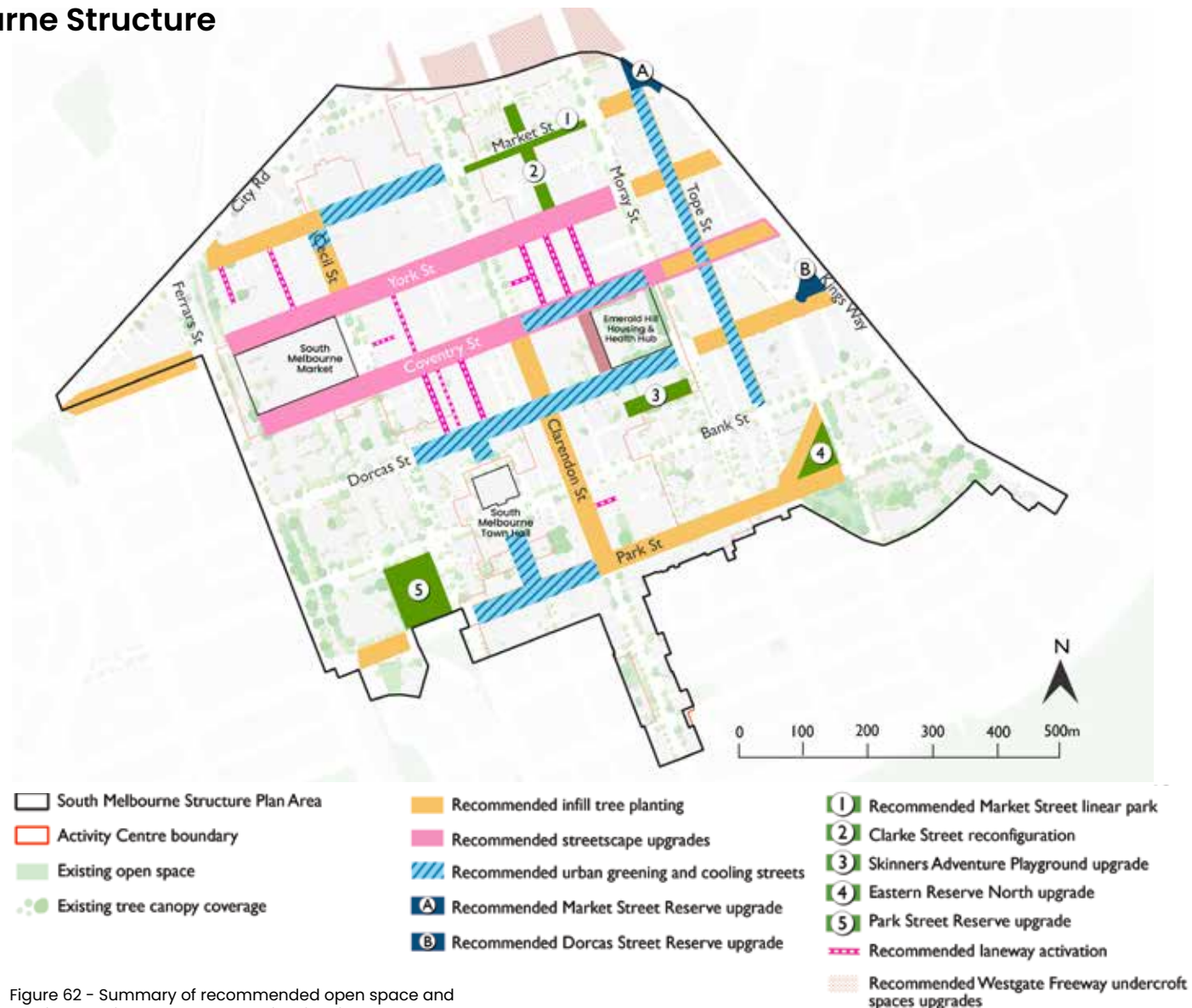


Figure 62 - Summary of recommended open space and public realm improvements detailed in this theme.

Public Spaces and Places Objective 1:

Create cool, green streets for people to improve amenity, comfort and public health

Protecting and increasing tree canopy coverage in South Melbourne is crucial for creating streets that are comfortable to walk and cycle along and support South Melbourne's climate response.

Implementing the strategy *Greening Port Phillip: An urban forest approach 2010*

The Structure Plan Area features over 2,500 trees located within road reserves and Council owned land, providing approximately 17% canopy coverage. South Melbourne's tree canopy is lower than other areas of the City, due to most buildings constructed to the property boundary and overhead powerlines compromising tree growth.

To successfully improve tree canopy coverage, it will be crucial for street tree planting to align with the strategy *Greening Port Phillip: An urban forest approach 2010*. A new *Urban Forest Strategy* provides an opportunity to ensure the most current information is available to protect existing trees, prioritise tree planting and identifying areas where excessive pavements can be reduced through depaving.

Protecting and increasing tree canopy, increasing urban greenery and enhancing and supporting biodiversity

The *Cooling South Melbourne* study shows that increasing urban greenery in the public realm and the addition of cool materials for all streets, footpaths and private hard surfaces would be highly effective at reducing street level

air and surface temperatures, especially in business and retail precincts that have wider, unshaded streets. Increasing urban greenery and planting larger tree species in strategic locations that are not constrained by services and utilities will:

- Increase tree canopy
- Soften the interface between buildings and the public realm
- Support mitigating climate change impacts, including the urban heat island effect
- Ensure plantings promote pollination and biodiversity connections for flora and fauna
- Creating habitat and address gaps in canopy tree coverage
- Provide shaded places for people to enjoy, meet and relax under.

Recommended locations for infill tree planting and urban greenery are

presented in Figure 63.

Landscaping should maintain easy access from on-street parking to the footpath and integrate with adjoining streetscape, laneways, and buildings.

Reducing street level air and surface temperatures will be supported by identifying opportunities to:

- Protect existing trees in South Melbourne and retain healthy mature trees in streetscapes
- Improve tree canopy throughout the Structure Plan Area, prioritising key locations
- Install new medians, green verges and kerb outstands for understorey planting.

It will be important for significant projects such as the Emerald Hill Health and Housing Precinct by the Victorian Government to retain existing mature

tree canopies and integrate them with new landscaping, given their contribution to reducing the urban heat island effect and increasing biodiversity. Maintaining existing awnings will also contribute to cooler streets and providing shade for pedestrians. Nature strip and street gardens equally contribute to increasing urban greenery and supporting biodiversity. It will therefore be crucial to continue using the *City of Port Phillip Nature Strip Guidelines 2022* to support nature strip or street gardens.

Tree planting palette

To support a unified and cohesive approach to tree planting in South Melbourne, a tree planting palette will be established that sets out recommended tree species to use in the area. The tree planting palette will:

- Enhance the streetscape character and provide consistency throughout



South Melbourne

- Improve resilience to the effects of climate change and disease by including a suitable range of trees
- Identify suitable replacements for current tree species that may no longer be suitable due to climate change or disease threat
- Specify tree species that support increased tree canopy coverage in alignment with future targets in *Greening Port Phillip: An urban forest approach 2010*
- Support the planting of large canopy trees in appropriate locations.

Exploring cooler materials and new technologies to cool streets

The *Cooling South Melbourne* study undertaken by the University of New South Wales in conjunction with the City of Port Phillip analyses different interventions to reduce heat in the area.

Therefore, it will be vital to investigate how cooler materials and new technologies can complement increasing greenery to support South Melbourne's ability to mitigate and adapt to increasing heat. For example, treating streets with heat absorbent coatings has many benefits including:

- Reducing heat islands
- Improved local comfort
- Reduced stormwater runoff and improved water quality
- Lower tire noise
- Enhanced safety
- Better night time visibility.



Figure 63 – Recommended infill tree planting and urban greening locations shown with existing tree canopy coverage in South Melbourne (City of Port Phillip, using LEAF).

Actions

Greening Port Phillip

- 4.1 Ensure all street tree planting aligns with the broader street tree planting program as part of implementing the *Greening Port Phillip: An urban forest approach 2010* and new *Urban Forest Strategy* due for release in 2024.

Tree planting palette

- 4.2 Create a tree planting palette for South Melbourne to ensure a unified and cohesive approach to tree planting.

Urban greening and urban biodiversity

- 4.3 Explore opportunities for urban greening in South Melbourne, especially in the following locations:
- Tope Street
 - Coventry Street (between Clarendon and Moray streets)
 - Market Street (between Cecil and Clarendon streets)
 - Cecil Street (south of Market and Cecil Street intersection)
 - Dorcas Street (between Cecil and Moray streets)
 - Marshall Street
 - Perrins Street
 - Park Street between Cecil and Clarendon streets).
- 4.4 Support opportunities to enhance biodiversity in South Melbourne, including using the *City of Port Phillip Nature Strip Guidelines 2022* to support nature strip or street gardens.

Infill tree planting

- 4.5 Explore opportunities for infill tree planting in South Melbourne, especially at the following locations:
- Tope Street (north of Bank Street)
 - Dorcas Street (east of Moray Street)
 - Coventry Street (east of Moray Street)

- York Street (east of Moray Street)
- Market Street (east of Moray Street)
- Market Street between City Road and Clarendon Street
- Cecil Street between York and Market Streets
- York Street, west of Ferrars Street
- Clarendon Street, between Coventry and Park Streets
- Park Street between Howe Crescent and Ferrars Street
- Park Street between Cecil Street and Eastern Road
- Heather Street, north-west side.

Protecting healthy mature trees

- 4.6 Integrate existing healthy mature trees with future streetscape upgrades by minimising the loss of existing mature tree canopy in the design and construction of streetscape upgrades and new public space.

Increasing tree canopy

- 4.7 Plant larger tree species in areas that are not constrained by services and utilities such as overhead power line cables and underground infrastructure.

Emerald Hill Health and Housing Precinct

- 4.8 As part of the delivery of the Emerald Hill Health and Housing Precinct by Homes Victoria and the Victorian Health Building Authority, advocate to retain existing mature tree canopies and integrate them with new landscaping.

Cooling South Melbourne

- 4.9 Using the *Cooling South Melbourne: Impact Analysis of Cooling Interventions, 2020* as a basis, identify and explore opportunities to incorporate cool pavements and heat absorbent coatings on streets, footpaths and other surfaces.

Public Spaces and Places Objective 2:

Be water-wise to effectively respond to climate change, and protection of assets and property

Given the increased risk of flood and sea level rise, there will be a greater need for and expectation on the public realm to manage climate change impacts in South Melbourne.

Continue to integrate water management into South Melbourne to support a resilient and liveable place

Integrated Water Management (IWM) considers the interactions of all elements of the water cycle including potable (drinking) water, rainwater, stormwater, recycled water and groundwater to ensure they are used to support and enhance social, ecological and economic outcomes.

The City of Port Phillip invests in its assets by:

- Increasing investment in maintenance, mapping, upgrades and modelling of our drainage network. Stormwater inspection teams use robotic technology to monitor and maintain 236 kilometres of stormwater channels
- Upgrading irrigation infrastructure and buildings to maximise water efficiency
- Constructing raingardens in streets and parks – to date more than 200 raingardens constructed have been constructed in streets across the City to clean water before it enters the Bay
- Increasing permeable surfaces that allow water to drain more easily in streets and public spaces
- Investigating new stormwater harvesting projects to clean water and reduce potable water use.

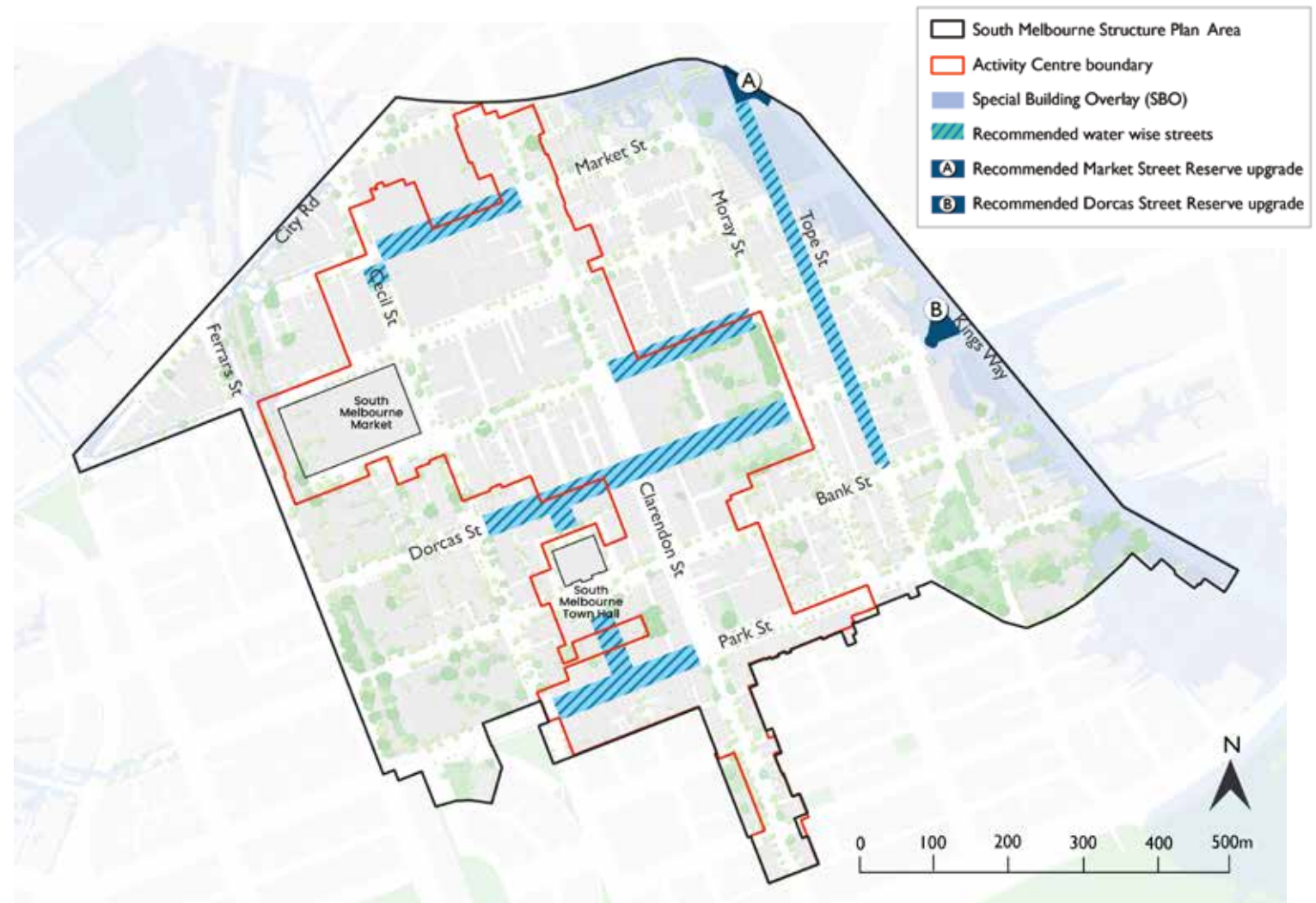


Figure 64 – Recommended areas of investigation for Water Sensitive Urban Design (WSUD) and flood

Increasing investment in these actions will support how public areas can contribute to managing water in ways that effectively respond to climate change, protect assets and protect property.

Mitigate flood risk by improving stormwater management using Water Sensitive Urban Design principles

South Melbourne has wide streets and excessive hard surfaces. As South Melbourne becomes greener, there is an opportunity to integrate Water Sensitive Urban Design (WSUD) and permeable pavement treatments to mitigate flood risk in low-lying areas and beyond. Figure 64 includes suggested locations for investigation including:

- Tope Street (north of Bank Street)
- Coventry Street (between Clarendon and Moray streets)
- Market Street (between Cecil and Clarendon streets)
- Cecil Street (south of Market Street and Cecil Street)
- Dorcas Street (between Cecil and Moray streets)
- Marshall Street
- Perrins Street
- Park Street (between Cecil and Clarendon streets).

WSUD infrastructure should:

- Integrate with other landscape and streetscape improvements
- Reduce flooding inside and outside South Melbourne

- Use permeable pavement surface treatments to mitigate flooding
- Provide a source of irrigation for trees in streets and reserves
- Improve stormwater quality.

Upgrades to Dorcas Street Reserve and Market Street Reserve that improve water management, increase tree canopy cover to reduce UHI impacts and improve amenity and biodiversity

Dorcas Street Reserve is a 685 square metre local park located at the south-eastern corner of South Melbourne. It is triangular, bounded by Kings Way, Dorcas Street and Sturt Street. Its safety, amenity and attractiveness are compromised by the busy roads that surround the site – particularly Kings Way and Eastern Road. The reserve is also located at the base of a catchment and is prone to flooding.

Improving biodiversity and stormwater management for the precinct can reduce flood risk and adapt to the impacts of climate change. The reserve marks the eastern green gateway for visitors and commuters travelling from the arts precinct via Sturt Street.

Similarly, Market Street Reserve is a 565 square metre local park located at the north-eastern edge of South Melbourne, next to Kings Way and the West Gate Freeway on-ramp. The reserve has poor pedestrian amenity and lacks a sense of safety due to its location, which limits its potential for recreational use and community activation. Market Street Reserve also has great potential to support climate change adaptation.

Working with agencies to manage flood risk

Managing the impacts of climate change is a collective effort relying on sustained investment in infrastructure upgrades along with implementing policy that contributes to effectively managing flood risk. It is therefore vital that the City continues working with agencies such as Melbourne Water and South East

Water to deliver infrastructure projects, such as the South Melbourne Sewerage Capacity Upgrade. It will also be vital to work with Melbourne Water to update the Special Building Overlay, which addresses overland flow, as new modelling is available from Melbourne Water.



Existing Dorcas Street Reserve aerial view (Nearmap)



Existing Market Street Reserve next to West Gate Freeway ramp



Actions

Integrated Water Management

- 4.10 Use the *South Melbourne Public Realm Framework 2024-2044* to support Integrated Water Management approaches in South Melbourne.
- 4.11 Enhance Integrated Water Management approaches in South Melbourne by:
- Identifying possible locations suitable for Water Sensitive Urban Design initiatives such as raingardens to irrigate street trees and improve stormwater quality, including at:
 - Tope Street (north of Bank Street)
 - Coventry Street (between Moray Street and Clarendon Street)
 - Market Street (between Clarendon Street and Cecil Street)
 - Cecil Street (south of intersection Market Street and Cecil Street)
 - Marshall Street
 - Perrins Street
 - Dorcas Street (between Moray Street and Cecil Street)
 - Park Street (between Moray Street and Clarendon Street).
 - At Dorcas Street Reserve:
 - Exploring the feasibility of incorporating WSUD infrastructure for Dorcas Street Reserve
 - Exploring the use of public art or landscaping to create a gateway feature for Dorcas Street Reserve.
 - At Market Street Reserve:
 - Exploring opportunities to increase tree canopy planting and install public art to manage the visual impacts of above-ground services at Market Street Reserve
 - Exploring the feasibility of stormwater detention and management at Market Street Reserve

- Identifying locations for urban greening opportunities
- Seeking opportunities for bioretention basins in the public realm
- Investigating opportunities for the use of permeable pavement.

Reducing flood risk

- 4.12 Contribute to reducing flood risk within and outside the Structure Plan Area by continuing to:
- Identify areas currently impacted by runoff
 - Work with Melbourne Water to identify areas of flood risk and implement any updates to the Special Building Overlay, which addresses overland flow, where new modelling and information is available
 - Work with Melbourne Water and South East Water to deliver infrastructure upgrades.

Public Spaces and Places Objective 3:

Shape public spaces to support a variety of uses and enterprises

Existing open space and new open space

Places for People: Public Space Strategy 2022–32 is the key framework for managing and upgrading the municipality's open spaces. In the Structure Plan area, it recommends upgrades to open spaces at Eastern Reserve North, Park Street Reserve and Skinners Adventure Playground, shown in Figure 65. The *South Melbourne Public Realm Framework 2024–2044* (City Port Phillip, July 2024) outlines principles to guide existing open space upgrades.

Places for People highlights that the South Melbourne neighbourhood (a larger area than the Structure Plan Area) has 18 open spaces, making up 14 per cent of the total neighbourhood. This is lower than the City average of 17 per cent. Addressing gaps in South Melbourne's provision of open space is therefore a priority. Recommended improvements to existing open space and new open space are set out in Figure 66.

A proposed linear park on Market Street between Clarendon Street and Moray Street would address a historic gap in South Melbourne's open space network. Exploring the feasibility of converting parts of or all of Clarke Street between York Street and Chessell Street into a linear park would also contribute to addressing South Melbourne's open space gaps. Together these spaces would contribute to the amenity sought by workers in the Enterprise Precinct by providing a place outside to socialise and rest. Attractive outdoor spaces would also encourage businesses to locate

and invest in South Melbourne, crucial to growing South Melbourne status as a premiere Enterprise Precinct on the edge of Melbourne's CBD.

Opportunities also exist to deliver additional open space as part of Victorian Government projects such as the Emerald Hill Housing and Health Precinct. Integrating a new public open space on the corner of Coventry Street and Moray Street would provide a complementary function to the future community hospital. There are also opportunities to advocate to the Victorian Government to improve access to Park Towers Reserve.

Activating laneways to create new destinations

South Melbourne's laneways and narrower streets traditionally provide 'back of house' access to commercial buildings for deliveries and parking for both commercial and residential buildings. However, an opportunity exists to explore how to activate key laneways and small streets to complement South Melbourne's major destinations and increase its appeal to visitors. In exploring outdoor dining, street trading and other opportunities in laneways, managing safe pedestrian and vehicular movement to avoid conflicts is paramount.

Art, music and culture

The City of Port Phillip is committed to a thriving social, cultural and economic future for the municipality and a continued focus on economic development and tourism, festivals,

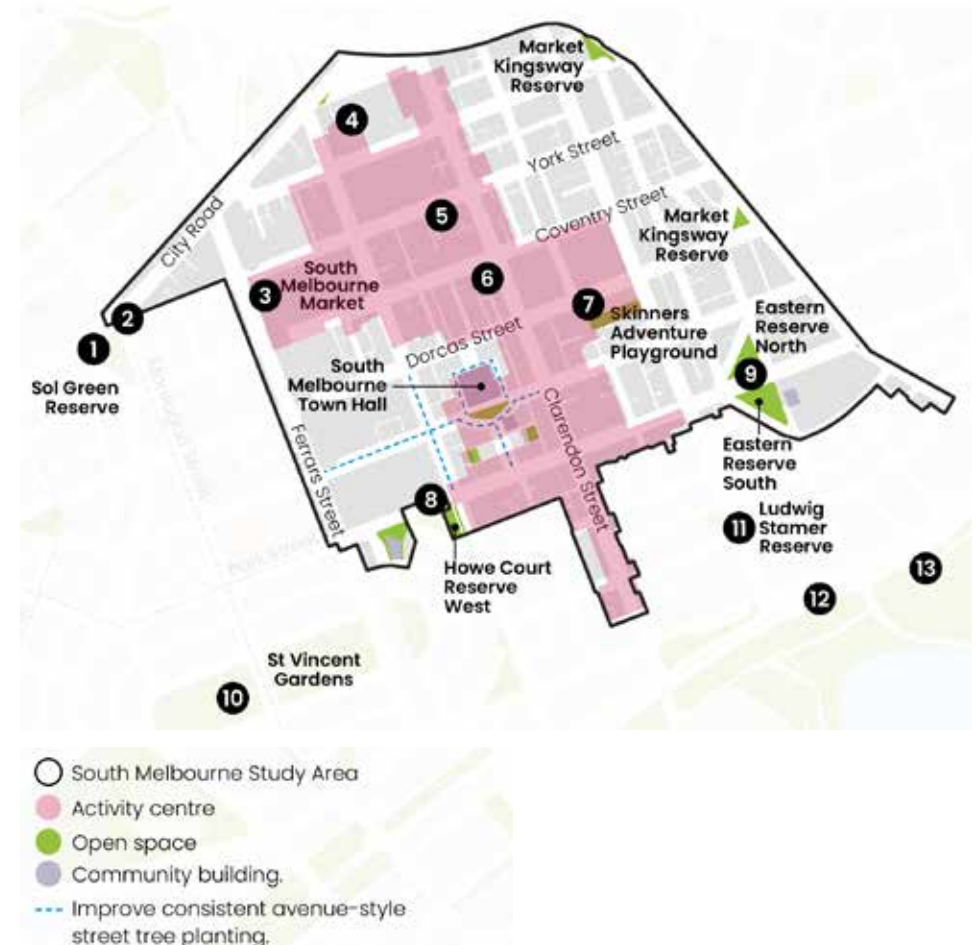


Figure 65 – The *Places for People: Public Space Strategy 2022–32* identifies open space and public realm opportunities.

events, live music, our screen industry (including film and gaming), and arts, culture and heritage. South Melbourne in particular has a specialisation in creative industries that is important to foster.

Guided by the *Creative and Prosperous City Strategy 2023–2026* and *Events Strategy 2023–26*, exploring opportunities for art and cultural expression will reinforce the link between creative industries and communities, contributing to economic development. Working with Traditional Custodians to identify opportunities for cultural expression and knowledge sharing will enhance the community's understanding and appreciation indigenous heritage and culture.

In addition, there is an opportunity to build on Council's declaration of St Kilda as Victoria's first live music precinct, to identify areas and venues in South Melbourne that could form a South Melbourne live music precinct, as discussed on page 42.

Outdoor spaces encouraging people to spend time outside

South Melbourne has specialisations in hospitality, food and retail, reinforced by the popular South Melbourne Market and Clarendon Street and Coventry Street shopping strips. Continuing to support these businesses thrive by providing opportunities for outdoor dining and street trading is essential.

Continuing to use the *Business Parklet Guidelines May 2024*, *Outdoor Trading (Dining) Policy 2022* and *Footpath Trading Guidelines 2017* will ensure outdoor dining and footpath trading do not negatively impact pedestrian movements along footpaths and other public infrastructure.



Figure 66 – Recommended areas for improvements to existing open space and new open space.

Actions

Existing open space

- 4.13 Use *Places for People: Public Space Strategy 2022-32* and *South Melbourne Public Realm Framework 2024-2044* as the key frameworks for managing and upgrading South Melbourne's open spaces, including upgrading Eastern Reserve North and Skinners Adventure Playground.

New open space and parks

- 4.14 Deliver a new linear park on Market Street between Clarendon Street and Moray Street to enhance and increase business activity in the Enterprise Precinct.
- 4.15 Explore the feasibility of converting parts of or all of Clarke Street between York Street and Chessell Street into a linear park. Partner with the City of Melbourne to explore the feasibility of continuing this linear park north to City Road.
- 4.16 Advocate to the Victorian Government and State agencies the value and necessity for delivering new public spaces in South Melbourne as part of delivering new projects and infrastructure.
- 4.17 Explore the feasibility to increase public space near City Road on Market Street.
- 4.18 As part of delivering a new Master Plan for the Emerald Hill Court Estate, advocate to Homes Victoria for the creation of a new public open space on the corner of Coventry Street and Moray Street that is integrated with the broader future Emerald Hill Housing and Health Precinct.

Laneways

- 4.19 To increase visitation and economic opportunities, identify how the following laneways and small streets could be activated:
- Alfred Place (east of Clarendon Street)
 - Yarra Place

- Albert Place
- St Lukes Street
- Wynyard Street
- Waterloo Place
- York Place
- Yarra Street
- Francis Street
- Union Street
- Hotham Street
- Northumberland Street
- Craine Street.

Art, music and culture

- 4.20 Identify opportunities in the public realm, Council-owned spaces and private spaces that are suitable for art, creative or cultural expression, consistent with the *Creative and Prosperous City Strategy 2023-2026* and *Events Strategy 2023-26*.
- 4.21 Work with Traditional Owners to identify opportunities for cultural expression and knowledge sharing within South Melbourne.
- 4.22 Seek opportunities to support live music in South Melbourne, including exploring the possibility of designating South Melbourne as a dedicated live music precinct.

Outdoor dining / street trading

- 4.23 Continue using *Business Parklet Guidelines* May 2024, *Outdoor Trading (Dining) Policy* 2022 and *Footpath Trading Guidelines* 2017 to ensure outdoor dining and footpath trading do not negatively impact on pedestrian movements along footpaths and public infrastructure.

Public Spaces and Places Objective 4:

Reinforce civic pride and sense of place

South Melbourne's public spaces are crucial to reinforcing civic pride and its sense of place. Key projects will support broader initiatives to enhance South Melbourne as a destination.

Streetscape management plan for South Melbourne

A streetscape management plan will unify public space character in South Melbourne through the consistent use of materials, planting, lighting and street furniture. The *South Melbourne Public Realm Framework 2024-2044* identifies that a streetscape management plan should:

- Unify public space appearance through the consistent use of materials, planting, lighting and street furniture
- Encourage the use of materials and street furniture that are high quality, durable, practical to maintain and consistent with municipal standards
- Locate street furniture within the appropriate footpath zone to avoid obstructing pedestrian access and movement, retain car drivers' view lines and support their functional use
- Encourage decluttering by consolidating and removing redundant poles, furniture, signs and other disused structures on the streets
- Improve safety by using Crime Prevention Through Environmental Design principles
- Provide accessibility for all users
- Avoid removing mature street trees.

Providing additional guidance beyond what can be contained in policy in the Port Phillip Planning Scheme will further clarify how public and developer-led projects should contribute to the public realm.

Streetscape upgrades

Clarendon Street is identified in *Move, Connect, Live: Integrated Transport Strategy 2018-28* as an Activity Street. Upgrades to Clarendon Street will support this designation strengthening Clarendon Street as the key spine of South Melbourne, displaying its rich layers of heritage character. Clarendon Street will continue to host vibrant shopping, dining and socialising opportunities in a walkable environment that is well-connected to surrounding destinations.

Upgrading streetscapes at Coventry Street between Ferrars Street and Kings Way and York Street between Ferrars Street and Moray Street will support this function, providing attractive east-west links. Recommended streetscape upgrades are presented in Figure 67.

Protect and interpret Aboriginal cultural values and heritage in the design of South Melbourne

The City of Port Phillip is on the traditional lands and waters of the people of the Kulin Nations. Their connection to country extends back more than 60,000 years.

While links to South Melbourne's traditional custodians have been diminished through post colonisation development, there is an opportunity to restore some of these links through



Figure 67 – Recommended streetscape upgrades.

recognition and interpretation of Aboriginal cultural values in South Melbourne.

Engagement with the development industry, community and other stakeholders and ongoing consultation and collaboration with Traditional Custodians will provide opportunities to embed Caring for Country principles in the design and management of open spaces. Opportunities for the Aboriginal naming of streets, parks and community infrastructure will be encouraged.

Celebrating South Melbourne's civic heart

The *Emerald Hill Master Plan 2012* prepared by the City of Port Phillip (not to be confused with the master planning process led by Homes Victoria for the Emerald Hill Court Estate) seeks to revitalise the underutilised areas around the South Melbourne Town Hall. There is an opportunity to refresh the *Emerald Hill Master Plan 2012*, guiding the precinct's

reinvigoration and re-establishment as the cultural and civic heart of South Melbourne. The refresh will investigate:

- Opportunities to reimagine and expand the existing Town Hall Reserve to become a more attractive destination that facilitates social connection.
- Investigate how the area can support the establishment of a cultural and community hub that strengthens connections with South Melbourne's creative industries.
- How the lease of the South Melbourne Town Hall precinct to the Australian National Academy of Music (ANAM) can be leveraged to create a cultural hub around Emerald Hill.
- Should the construction of a new police station in Dorcas Street proceed and the Bank Street police station no longer be required, explore opportunities for the adaptive reuse of this heritage building.
- How the Emerald Hill Library and Heritage Centre can more prominently contribute to cultural and public life.
- Strengthen connections between the Town Hall and Clarendon Street that encourage greater visitation.
- Explore opportunities to create a Collingwood Yards Arts Precinct type model for the area.
- Opportunities for activation along abutting streets and nearby open spaces.

In turn, a refresh of the *Emerald Hill Master Plan 2012* will highlight how the

public realm can support the provision of community infrastructure, in particular providing places where people can socialise and linger.

Supporting the South Melbourne Market's vibrancy

South Melbourne Market is one of the major drawcards to the area. Since 1867, South Melbourne Market has been a treasured inner city landmark and a favourite amongst locals and visitors. It is the quintessential village market, a place where people come not only to purchase fresh food, but to meet, eat, drink, shop, discover, share and connect.

A plan is currently being developed to futureproof this thriving village market – the South Melbourne Market Project Connect. It seeks to ensure the Market remains a safe and accessible venue for everyone to enjoy and provide a prosperous environment for trade for many years to come. There are opportunities to create a more welcoming environment by partnering with the Victorian Government to create an open space in between the South Melbourne Market and South Melbourne Station light rail stop.

To support activity along and improve integration with York Street, planning policy will protect solar access along York Street from the western boundary of South Melbourne Market to Cecil Street. Such policy will ensure there are places in South Melbourne have access to sunlight in winter and spring.



Collingwood Yards by SBLA Studio and Fieldwork
(Photographer: Colin Chen)

Emerald Hill Health and Housing precinct

Homes Victoria is preparing a master plan to revitalise the Emerald Hill Court public housing estate bound by Dorcas, Moray, Coventry and St Luke streets (Figure 68)

The master plan will focus on improvements including new housing, ground-floor uses which respond to local needs, improved connections around the site, and better green and shared spaces.

Homes Victoria will also deliver Stage 1 of the Emerald Hill Big Housing Build which will integrate new social and affordable housing with a community hospital.

Partnering with the Victorian Government will provide opportunities to advocate for a new open space at the corner of Coventry Street and Moray Street, integrated community spaces that accommodate flexible uses and support community needs, and provide parking and end-of-trip facilities for bicycles and other micro-mobility devices such as e-scooters.

The master plan boundary includes Skinners Adventure Playground, which is owned by the City of Port Phillip. Opportunities to improve the layout and interface to meet future community needs will be explored. The City of Port Phillip is not disposing of Skinners Adventure playground. It will remain accessible to the community. Council's 10-year financial plan allocates funds towards upgrading Skinners Adventure Playground.

West Gate Freeway undercroft spaces

The undercroft areas under the West Gate Freeway (Figure 69) present a significant barrier between South Melbourne in the City of Port Phillip and Southbank in the City of Melbourne, with their poor amenity diminishing perceptions of safety in the area. Given the undercroft areas are in the City of Melbourne, the City of Port Phillip cannot directly influence outcomes on these sites. However, there are opportunities to advocate to the City of Melbourne, Victorian Government and car park operators to improve the presentation and use of the undercroft.

Advocacy can focus on:

- upgrading lighting and new plantings to create a safer and more pleasant walking experience
- offering to collaborate with stakeholders and explore opportunities for workers in the Enterprise Precinct to park their cars at privately operated car parks
- exploring options for the City of Port Phillip to contribute to improving undercroft areas such as landscaping improvements along abutting streets.



Figure 68 – Emerald Hill housing precinct masterplan area (Source: Homes Victoria).



Figure 69 – Location of West Gate Freeway undercroft spaces.

Actions

Streetscape management plan

- 4.24 Develop a streetscape management plan for South Melbourne to unify public space character in South Melbourne through the consistent use of materials, planting, lighting and street furniture.

Protecting and interpreting Aboriginal cultural values

- 4.25 In consultation with Traditional Custodians, support opportunities to embed Aboriginal language, design and names in streets, parks and public buildings, possibly in a streetscape management plan for South Melbourne.

Emerald Hill Master Plan Refresh for South Melbourne Town Hall and surrounds

- 4.26 Review the existing *Emerald Hill Master Plan 2012* to:
- Identify the actions implemented from the 2012 master plan
 - Investigate how the area can become a cultural and community hub that strengthens connections with South Melbourne's creative industries
 - Explore options to expand the Town Hall Reserve to create an attractive and vibrant public space
 - Seek opportunities to embed Aboriginal language, design and names
 - Strengthen connections between Town Hall, the Library and the Police Station as public buildings
 - Identify opportunities to activate public areas, namely the Town Hall Reserve, Marshall Street, Daly Street and the Foundry Park, along with identifying opportunities to improve connections between these spaces
 - Strengthen landscape and open space connections between the Town Hall on Bank Street and Clarendon Street that encourage greater visitation.
- 4.27 Seek opportunities for short term activations at the Town Hall Reserve.

Pedestrian priority streetscape upgrades

- 4.28 Ensure streetscape upgrades for Clarendon Street reinforce its role as the key activity spine of South Melbourne.
- 4.29 Deliver streetscape upgrades that improve pedestrian priority at:
- Coventry Street between Ferrars Street and Kings Way
 - York Street between Ferrars Street and Moray Street.

South Melbourne Market public realm

- 4.30 Support the delivery of public realm improvements to the interface between the South Melbourne Market and footpath.
- 4.31 In a planning scheme amendment, include policy to ensure there is no overshadowing on the winter solstice between 11am to 2pm along the northern interface of the South Melbourne Market from the property boundary to the first 6 metres along York Street.
- 4.32 Advocate to Victorian Government for improvements between South Melbourne Station light rail stop and the South Melbourne Market, improving integration and accessibility.
- 4.33 Advocate to the Victorian Government to partner with the City of Port Phillip to create a welcoming and integrated open space in between the South Melbourne Market and South Melbourne Station light rail stop.



Terry Spinks Place, Linkcity, London by Turkington Martin and Light Follows Behaviour

Actions

Emerald Hill Health and Housing precinct (Emerald Hill Court Estate)

- 4.34 Work with Homes Victoria and the Victorian Health Building Authority to deliver the Emerald Hill Health and Housing precinct master plan and advocate to:
- Create a new public open space on the corner of Coventry Street and Moray Street that is integrated with the broader future Emerald Hill Housing and Health Precinct
 - Deliver an integrated community spaces that accommodate flexible uses and support community needs
 - Deliver parking and end-of-trip facilities for bicycles and other micro-mobility devices such as e-scooters
 - Preserve existing mature tree canopies and integrate them with new landscaping, given their contribution to biodiversity and reducing the urban heat island effect.
- 4.35 Work with Homes Victoria and the Victorian Health Building Authority to improve the layout and interface of Skinners Adventure Playground to meet future community needs.

West Gate Freeway undercroft spaces:

- 4.36 Advocate to the State Government and City of Melbourne to upgrade the West Gate Freeway undercroft spaces, addressing the need to:
- Improve safety and accessibility
 - Improve amenity and landscaping
 - Identify opportunities for activation
 - Ensuring car parking areas cater to worker needs.

Part 3: Delivery and Implementation

This section sets out the steps to implement the Structure Plan



Implementation

Several mechanisms will support the implementation of the actions in the South Melbourne Structure Plan.

Actions are organised into:

- Short-term actions – 1 to 5 years
- Medium-term actions – 6 to 10 years
- Long-term actions – 10 to 20 years.

Planning Scheme Amendment

A key part of implementing the Structure Plan is updating the planning controls for South Melbourne. Changes to planning controls would require a Planning Scheme Amendment. This is a statutory process which would introduce the proposed changes and includes compulsory community engagement.

Following finalisation of the Structure Plan, Council would request the Minister for Planning allow Council to prepare and exhibit new planning controls for South Melbourne. The planning scheme amendment would then be publicly exhibited as per statutory requirements. This process provides an additional opportunity for the community to have its say on the proposed planning provisions and allows for an independent review of submissions at a planning panel hearing. The Minister for Planning would make the final decision on whether the proposed planning provisions are approved, with changes or refused.

Capital Works Program

The City of Port Phillip Council Plan and Budget sets out specific projects and activities that will be undertaken over the year that contribute towards achieving the strategic objectives in the Council Plan. Once finalised this Structure Plan will inform Council's Capital Works Program.

There will be ongoing monitoring of the planning controls based on this Structure Plan.

Advocacy

Many actions in the South Melbourne Structure Plan will require Council to advocate and work with other levels of government for matters outside of Council's jurisdiction. For example, the State Government is responsible for public transport services and the arterial road network.









Remaining actions









Remaining actions can be progressed independently of the Planning Scheme Amendment process or being included in Council's Capital Works Program. Progressing these actions is subject to future budget allocation.






Monitoring and review










Progress towards achieving the actions in this Structure Plan will be subject to a regular monitoring and review process.









Reports will be made on an annual basis to Council on the progress of implementing this Structure Plan for the first five years after it is adopted by Council.









Action	Short Term 1 to 5 years	Medium Term 6 to 10 years	Long Term 10 to 20 years	Ongoing
Activities and Uses				
 Actions 1.1, 1.2, 1.3, 1.4, 1.8, 1.18, 1.21, 1.22, 1.24, 1.29: Planning Scheme Amendment – Policy	●			
 Action 1.5, 1.6, 1.7, 1.8: Planning Scheme Amendment – Zones	●			
 Actions 1.9, 1.10: Digital infrastructure	●			
 Actions 1.11, 1.12, 1.15, 1.16: Support business establishment and growth				●
 Action 1.13: Linking local workers with local jobs				●
 Actions 1.19, 1.20: Night-time economy and live music		●		
 Actions 1.14, 1.15: Collect accurate and detailed data to effectively monitor and review business activity in South Melbourne and encourage ongoing investment		●		
 Actions 1.16, 1.17: Advocacy to support affordability				●








Action	Short Term 1 to 5 years	Medium Term 6 to 10 years	Long Term 10 to 20 years	Ongoing
Activities and Uses				
 Deliver <p>Action 1.23: Domain Precinct Public Realm Masterplan</p>				●
 Deliver  Advocate <p>Actions 1.25, 1.26, 1.27, 1.28: South Melbourne Market – other actions</p>				●
 Deliver <p>Action 1.30: <i>City of Port Phillip Housing Strategy 2024–2039</i></p>				●
 Advocate <p>Action 1.31: Social and affordable housing</p>				●
 Deliver  Advocate  Partner <p>Actions 1.32, 1.33, 1.34, 1.35, 1.36: Community infrastructure supporting South Melbourne</p>				●








Action	Short Term 1 to 5 years	Medium Term 6 to 10 years	Long Term 10 to 20 years	Ongoing
Built Form and Building Design				
 Actions 2.1, 2.4, 2.5, 2.6, 2.10: Planning scheme amendment – built form controls	●			
 Action 2.2: Planning scheme amendment – heritage gaps	●			
 Action 2.3: Monitoring and review	●			
 Action 2.7: Council advocacy				●
 Actions 2.8, 2.9: CASBE advocacy				●








Action	Short Term 1 to 5 years	Medium Term 6 to 10 years	Long Term 10 to 20 years	Ongoing
Access and Movement				
<div> Advocate</div> <div> Partner</div> <div> Deliver</div> <div>Action 3.1: Increase mode shift towards sustainable transport</div>				<div></div>
<div> Deliver</div> <div>Action 3.2: Electric vehicle charging</div>	<div></div>			
<div> Deliver</div> <div> Partner</div> <div>Actions 3.3, 3.4, 3.5: Improving circulation</div>	<div></div>			
<div> Partner</div> <div>Actions 3.6: Movement and Place</div>				<div></div>
<div> Advocate</div> <div>Actions 3.7, 3.8, 3.9: Pedestrian safety and access for all</div>				<div></div>
<div> Deliver</div> <div>Action 3.10: Specific opportunities to enhance walkability and pedestrian accessibility</div>		<div></div>		









Action	Short Term 1 to 5 years	Medium Term 6 to 10 years	Long Term 10 to 20 years	Ongoing
Access and Movement				
 Deliver	Action 3.11: Safe and efficient pedestrian entry to the Structure Plan area		●	
 Advocate	Action 3.12: Kings Way advocacy			●
 Deliver	Actions 3.13, 3.14, 3.15: Cycling access and safety for everyone who wants to ride			●
 Deliver	Action 3.16: Specific opportunities to improve bike riding in South Melbourne		●	
 Deliver	Action 3.17: Integrated cycling infrastructure	●		
 Advocate	Action 3.18: Best practice end-of-trip facilities and cycling infrastructure			●
 Deliver	Action 3.19: Micro-mobility	●		
 Advocate	Actions 3.20, 3.21: DDA compliant public transport stops			●




Action	Short Term 1 to 5 years	Medium Term 6 to 10 years	Long Term 10 to 20 years	Ongoing
Access and Movement				
 Advocate <p>Actions 3.22, 3.23, 3.24: Tram advocacy</p>	●			
 Advocate <p>Actions 3.25, 3.26: Bus advocacy</p>				●
 Deliver <p>Action 3.27: Implement the City of Port Phillip Parking Management Policy</p>				●
 Deliver <p>Action 3.28: Improvement to parking management</p>			●	
 Advocate <p>Actions 3.29, 3.30, 3.31: Encouraging car share and other vehicle sharing initiatives in new developments</p>				●
 Deliver <p>Action 3.32: Implement parking maximums for new developments</p>		●		
 Deliver <p>Action 3.33 Parking Precinct Plan</p>		●		
 Deliver <p>Actions 3.34, 3.35: Public electric charging facilities</p>		●		

Action	Short Term 1 to 5 years	Medium Term 6 to 10 years	Long Term 10 to 20 years	Ongoing
Public Spaces and Places				
 Action 4.1: Greening Port Phillip				●
 Action 4.2: Tree planting palette		●		
 Action 4.3, 4.4: Urban greening and urban biodiversity				●
 Action 4.5: Infill tree planting				●
 Action 4.6: Protecting healthy mature trees				●
 Action 4.7: Increasing tree canopy				●
 Action 4.8: Emerald Hill Health and Housing Precinct				●

Action	Short Term 1 to 5 years	Medium Term 6 to 10 years	Long Term 10 to 20 years	Ongoing
Public Spaces and Places				
 Deliver	Action 4.9: Cooling South Melbourne		●	
 Deliver	Actions 4.10, 4.11: Integrated Water Management			●
 Deliver	Action 4.12: Reducing flood risk			●
 Deliver	Action 4.13: Existing open space			●
 Deliver  Partner  Advocate	Action 4.14, 4.15, 4.16, 4.17, 4.18: New open space and parks			●

Action	Short Term 1 to 5 years	Medium Term 6 to 10 years	Long Term 10 to 20 years	Ongoing
Public Spaces and Places				
 Action 4.19: Laneways				●
  Actions 4.20, 4.21, 4.22: Art, music and culture				●
 Action 4.23 Outdoor dining / street trading				●
 Action 4.24: Streetscape management plan	●			
 Action 4.25: Protecting and interpreting Aboriginal cultural values				●
 Action 4.26, 4.27: Emerald Hill Master Plan Refresh for South Melbourne Town Hall and surrounds	●			

Action	Short Term 1 to 5 years	Medium Term 6 to 10 years	Long Term 10 to 20 years	Ongoing
Public Spaces and Places				
 Deliver <p>Actions 4.28, 4.29: Pedestrian priority streetscape upgrades</p>		●		
 Deliver  Deliver  Partner  Advocate <p>Actions 4.30, 4.31, 4.32, 4.33: South Melbourne Market public realm</p>			●	
 Advocate  Partner  Deliver <p>Action 4.34, 4.35: Emerald Hill Health and Housing precinct (Emerald Hill Court Estate)</p>		●		

Action	Short Term 1 to 5 years	Medium Term 6 to 10 years	Long Term 10 to 20 years	Ongoing
Public Spaces and Places				
 Advocate  Partner  Deliver Action 4.36: West Gate Freeway undercroft spaces				●

Next steps

How will we use your feedback and what happens next?

Your diverse views and insights have provided a crucial foundation for the draft South Melbourne Structure Plan and South Melbourne Structure Plan Background Report.

At its 21 August 2024 meeting, Council decided to commence the process to implement recommendations from the Structure Plan into the Port Phillip Planning Scheme through a planning scheme amendment process. This process involves statutory notification, as per the requirements of the *Planning and Environment Act 1987*, to all affected property owners providing a further opportunity for input, including provision for consideration at an independent Planning Panel.

The project timeline shows the key steps for developing the South Melbourne Structure Plan.





City of Port Phillip

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