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 housing[1].
- 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 zoning[2].
- 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 services[3].

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.*

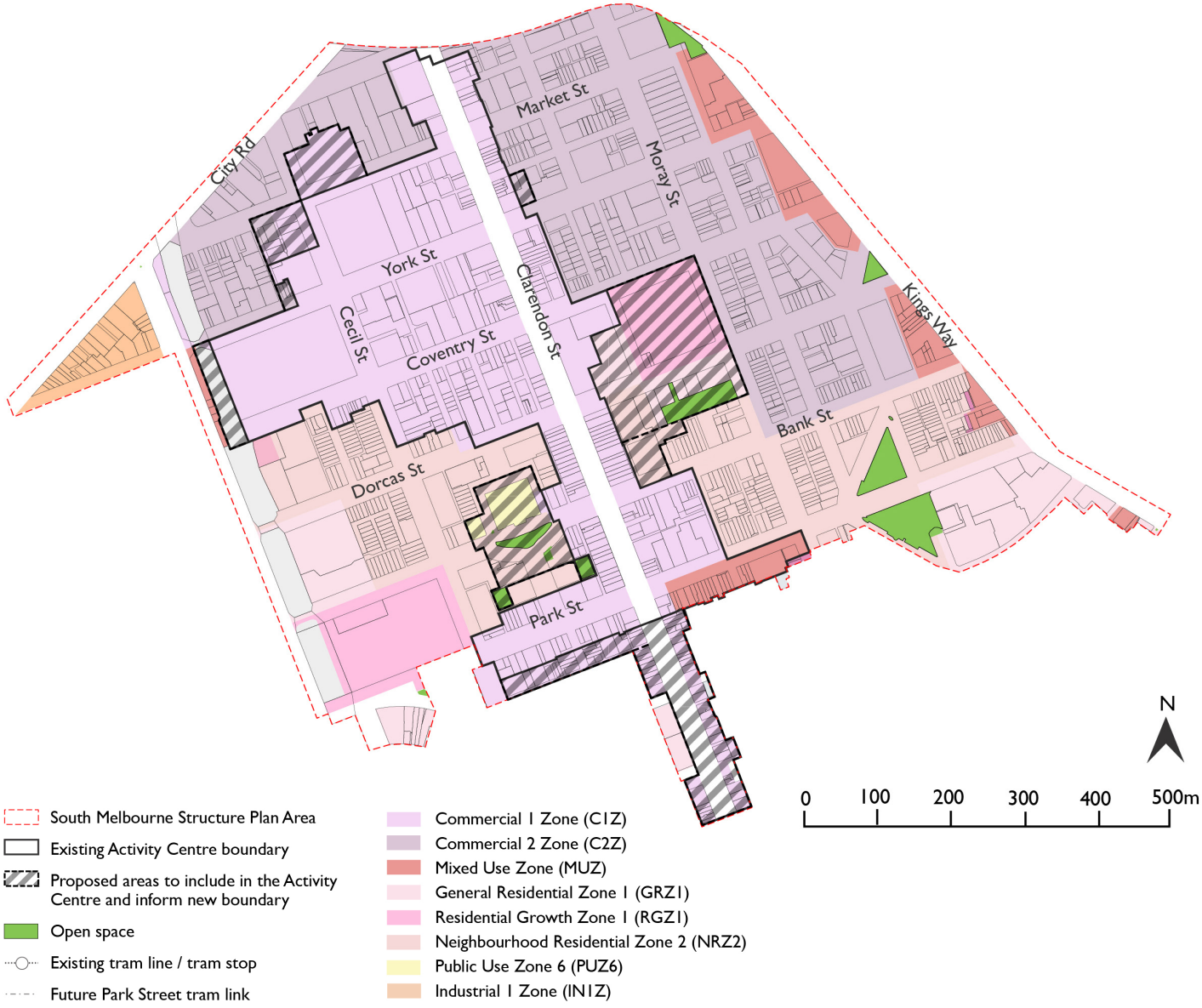

Figure 10 - Proposed South Melbourne Activity Centre Boundary.

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 boundary[4].

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 important 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.
- 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 uses[5].

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.

5 Urban Enterprise (2023).

