

South Melbourne Central

Urban Design Framework



City of Port Phillip

David Lock Associates

Aug 2007

The study team

The SMC Urban Design Framework has been prepared by a team comprising Port Phillip urban planning, landscape architecture and urban design staff and urban design consultants David Lock Associates.

Contents

	Page
1. Introduction	3
2. Background	5
3. Overview of South Melbourne Central	8
4. Urban Design principles and objectives for SMC	22
5. Built form guidelines and requirements	30
6. Public realm strategy	35
7. Precincts	39
Precinct 2 – Emerging Activity	40
Precinct 3 – Northern Mixed Activity Edge	45
Precinct 6 – South Melbourne Market	49
Precinct 7 – Eastern Business	52
Precinct 8 – Western Business	57
Precinct 10 – Kings Way	63
8. Key Sites	69
Kings Way	70
BOC Gasses	75
Spotlight	78
City Road Wedge	81
Uniting Church	85
9. Implementation	91
10. References / Further Information	

1 Introduction

Three documents make up the South Melbourne Central (SMC) Study:

1. SMC Background Report
2. SMC Structure Plan & Implementation Strategy
3. SMC Urban Design Framework

The documents are designed to be able to be read independent of each other.

The Background Report provides detail on the South Melbourne area, its history, geography, people, economy, shopping, heritage, culture, community, movement and access, urban form and image and open space. It outlines the methodology of the project and details the consultation processes. This report included detailed strategic investigations, drew on specialist consultant reports as well as consultation with the community and key stakeholders, and addresses the issues and opportunities identified as a part of that information gathering process.

The South Melbourne Central Structure Plan and Implementation Strategy (referred to as the “Structure Plan”) provides the vision and strategies for SMC and sets out how we would like to see both the South Melbourne Activity Centre and the larger South Melbourne Central area develop and grow over the next 10 –15 years. The Structure Plan and Implementation Strategy then details how we will achieve this.

The South Melbourne Central Urban Design Framework is the third document in the series. This document sets out the 12 urban design principles and objectives and built form guidelines and requirements. The report goes on to analyse the areas of change, identify preferred character, specify design objectives and built form guidelines.

In preparing the Structure Plan, the need to undertake a more detailed urban design study was identified. This recognises the fundamental role that the quality of the urban environment will play in achieving the overall vision for South Melbourne Central.

The purpose of this study is to set out an urban design framework for South Melbourne Central (SMC), building upon the strategic directions of the Structure Plan.

The study provides urban design principles for SMC as a whole, and then examines the area’s precincts and sub-precincts in detail, including prominent streetscapes and several key development sites. The recommendations of this study will help see the vision of the Structure Plan for SMC realised ‘on the ground’ by guiding the design of its buildings, streets and spaces.

The outcomes of this study will assist in the introduction of statutory design and development controls to SMC to guide development on privately owned land. A program of prioritised public realm works for the streets and open spaces of SMC is also included, to be undertaken by Council or as a part of developer contributions schemes.

Informing the development of this urban design study has been:

- on-site analysis and workshops with the design team to identify the principal elements of SMC's urban character.
- the issues raised in the various public consultation forums held during the preparation of the Structure Plan, whereby the needs and aspirations of the people who live and work in, or visit, SMC were identified.
- the key findings of the structure plan, including the land use, urban design, economy, transport and demographic profile of the area.
- the range of Council and government policies, studies and strategies that will inform development in SMC.
- identification of constraints and opportunities and the formulation of different options for development and change which will be tested with the community.

2 Background

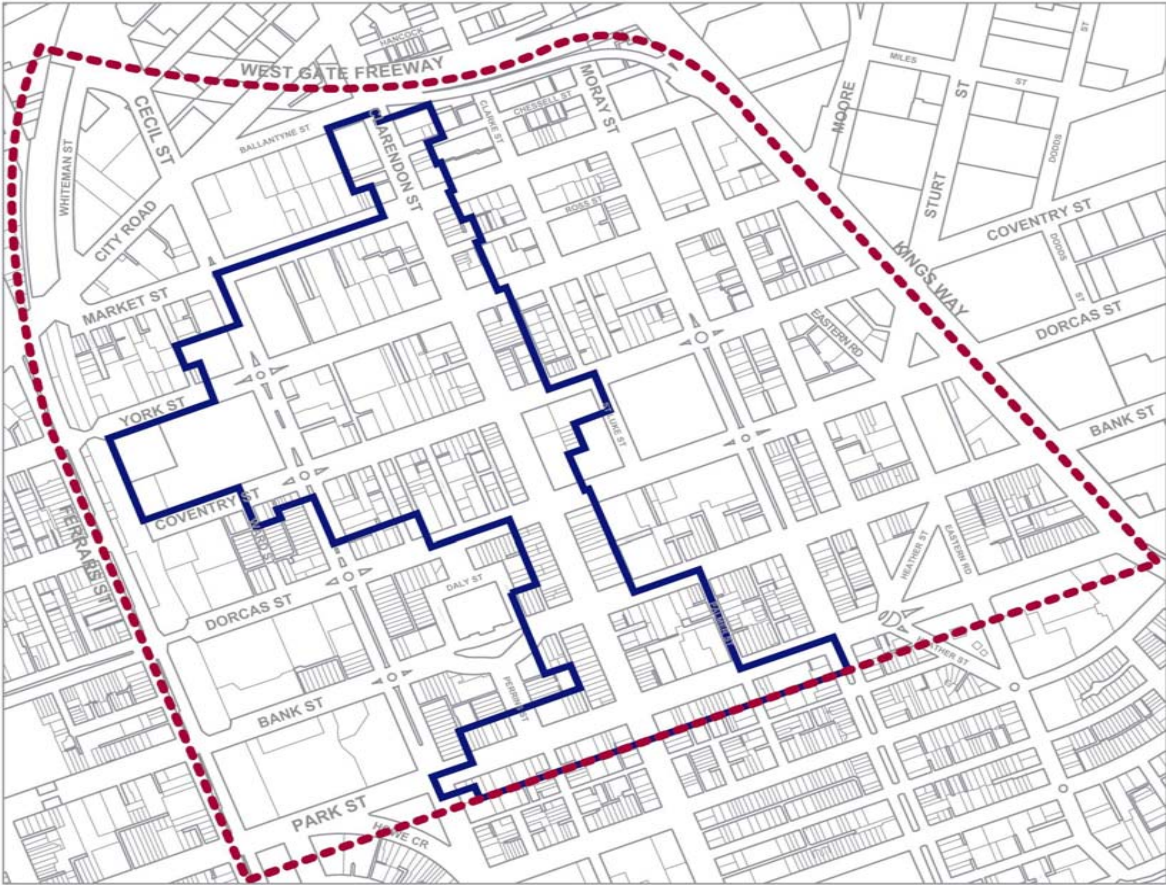
2.1 The Study Area

South Melbourne Central is the area bounded by the Westgate Freeway, Kings Way, Park Street and Ferrars Street, as illustrated on the map below. Within SMC is the South Melbourne Activity Centre which includes Clarendon Street and extends west to the Market.

In terms of new built form, this study focuses on the parts of SMC that will experience the most significant level of change, which are the business and mixed use areas. The built form of residential areas and the section of Clarendon Street included in the Heritage Overlay are generally adequately directed by Council’s heritage policy. Recommendations for key development sites in these areas have been included where it is considered that additional guidance is required.

The public realm strategy addresses the design of streets and open spaces throughout the SMC area as required.

Map 1 Study Area and Activity Centre



Source: City of Port Phillip and Land Vicmap data. Copyright Land Victoria and City of Port Phillip



2.2 SMC Structure Plan

The Structure Plan was prepared in response to the State Government Strategy *Melbourne 2030*, which identifies South Melbourne as a Major Activity Centre.

The Structure Plan is a comprehensive study of the South Melbourne Central area. It was informed by an extensive process of community consultation and background research.

The Structure Plan identifies what is highly valued about SMC and provides recommendations on how to ensure that these elements are retained for the benefit of all. At the same time, it examines how SMC can embrace opportunities for growth and change, and evolve as a vital inner urban area of the 21st century. Importantly, it outlines strategies on how the pressure for development within the area can best be managed.

The Structure Plan includes guidance on the land use patterns, activities and environment of SMC, based around the six key themes. It identifies thirteen precincts within the study area and makes specific recommendations on the land use and urban design of each.

2.3 The Vision for SMC

A vision for SMC was developed with the community as a part of the Structure Plan:

South Melbourne Central will be a sustainable mixed use precinct focussed on the South Melbourne Activity Centre. It will continue to provide a unique urban village character and street life, while the number of residents, workers and visitors continue to grow.

The Structure Plan's principal strategies supporting the vision include:

- supporting the retail role of the Activity Centre, including the South Melbourne Market.
- encouraging street life.
- promoting sustainable transport options.
- protecting heritage areas.
- providing opportunities for residential growth.
- supporting the important economic role of SMC's business areas.
- defining land uses suitable to each precinct.
- defining a preferred new character for areas that will undergo change, including maximum building heights.
- promoting excellence in design of new buildings and the public realm.
- protecting and enhancing the diversity of SMC - of its population, housing stock, land uses and activities.
- developing the network of cultural, educational and community uses in SMC and strengthening the role of the Emerald Hill community hub.

The urban design guidance and recommendations of this study have been developed to assist in achieving these strategies.

2.4 Policy context

An important part of the vision of *Melbourne 2030* is establishing a network of Activity Centres throughout the metropolitan area.

Melbourne 2030 places a strong emphasis on the quality of urban design within Activity Centres. It envisages Activity Centres as having a unique 'sense of place', being places for people to meet and where the culture or heritage of the area is expressed. It also sets out the importance of encouraging energy efficient design and reducing the dominance of the car in Activity Centres.

State Planning Policy

Clause 19.03 of the State Planning Policy Framework sets out ten principles to guide positive architectural and urban design outcomes. These principles provide the foundation for the recommendations of this study.

Port Phillip Urban Design Policy

The local policy basis for this study are:

- MSS urban design policy at Clause 21.05-4 of the Port Phillip Planning Scheme.
- local neighbourhood character policy at Clause 22.05.
- local urban design policy at Clause 22.06.

The aim of this study is to provide the local context for these policies, and to address specific detailed requirements to the SMC study area.

2.5 Consultation

The Structure Plan has undergone an extensive consultation process in its preparation over a period of almost two years. The vision and strategic objectives of the Structure Plan have been developed in close consultation with the community and aim to reflect the shared aspirations for the SMC area. It is the intention of this study to see the urban environment of SMC developed over the next 20 years to reflect those aspirations.

3 Overview of SMC

All aspects of the urban environment of SMC have been analysed in detail to inform the preparation of this study.

From each point of analysis key findings have been drawn. These findings summarise what is considered to be valued in the urban environment of SMC and should be retained. They also indicate what elements of SMC's environment could be changed for the better, and ways in which this could be achieved.

3.1 The SMC precincts

The Structure Plan sets out 13 precincts within SMC which have similarities in land use patterns and urban character. The Urban Design Framework adopts these precincts in its analysis and recommendations for ease of reference.

1. Clarendon Street Core Local Shopping Strip
2. Emerging Activity Precinct
3. Northern Mixed Activity Edge
4. Southern Mixed Activity Edge
5. Coventry Street Specialty Shopping Precinct
6. South Melbourne Market
7. Eastern Business Precinct
8. Western Business Precinct
9. Kings Way Mixed Use Corridor
10. City Road Wedge
11. Ferrars Street Light Rail Corridor
12. Heritage Overlay Residential Areas
13. Emerald Hill Civic, Cultural and Community Hub

Map 2 South Melbourne Central Precincts



3.2 Land use patterns

There are five broad land use directions for SMC set out in the Structure Plan:

The South Melbourne Activity Centre. The core retail role of Clarendon and Coventry Streets will be strengthened. Cecil, York and Market Streets will also emerge as major retail streets. Residential use at the upper levels is encouraged within the Activity Centre. The streets of the Activity Centre will be the focus for outdoor life and activity in SMC.

This includes the Clarendon Street Core Local Shopping Strip, the Mixed Activity Edges, the Emerging Activity Precinct, the Coventry Street Specialty Shopping Precinct and the South Melbourne Market.

The surrounding business precincts. The Eastern and Western Business Precincts will be rezoned to reflect the gradual change from predominantly industrial and service business land use to a wider business base including offices, showrooms and restricted retail premises.

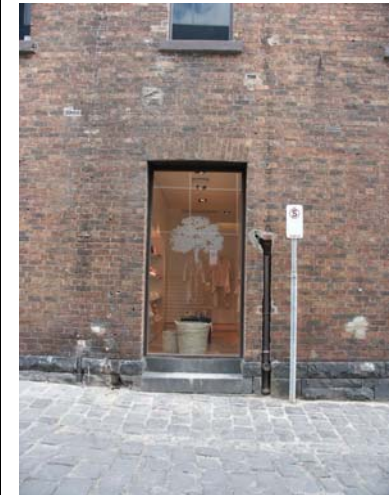
Mixed use precincts. The Kings Way Mixed Use Corridor and the City Road Wedge will be rezoned to Mixed Use to support a range of uses including office or commercial at street level and residential or office in high rise developments above.

Emerald Hill civic, cultural and community hub. Focussed around the South Melbourne Town Hall, this includes facilities such as the Emerald Hill Library, the proposed Urban History Centre, the police station, the Victorian Tapestry Workshop and the maternal and child health centre.

The heritage residential areas. The Structure Plan recommends minimal change in these areas in terms of land use and built form. As such, this study only looks at potential improvement to the public realm of these areas.

key finding:

- *The design of buildings, streets and spaces is a vital part of supporting the various land uses of SMC which are set out in the Structure Plan. Urban design strategies for SMC must be carefully integrated with the proposed land uses for each precinct.*



3.3 The streets and laneways

The urban form of SMC is defined by its street grid layout which comprises a range of street widths and scales:

30m wide axial streets (such as Clarendon St, Moray St, Market St). The roadway is 18m and footpaths 6m wide. Due to the width of the street and relatively low scale buildings, there is little sense of enclosure. The resulting open sky views are expansive and this is a valued character element of SMC, which became evident during public consultation.

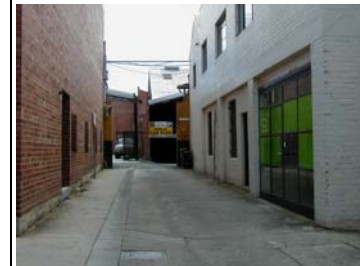
20m wide streets (such as Tope St, Clarke St, Eastern Rd). The roadway is 12m and footpaths 4m wide. In these streets there is a greater sense of enclosure and the sky views are less expansive, although still an important part of their character.

The little streets of 9-12m width (such as Chessel St, Ross St and the connecting streets between York and Coventry). These generally have 2m wide footpaths and the tighter width creates framed views along the street. Along with some of the laneways, they provide important through-block pedestrian and vehicular connections. They also offer a different type of urban space which is much more intimate and enclosed compared to the wider streets. The little streets and laneways are often home to some of the most innovative new architecture in SMC and some feature interesting works of urban art, reflecting the emergence of creative industries in SMC.

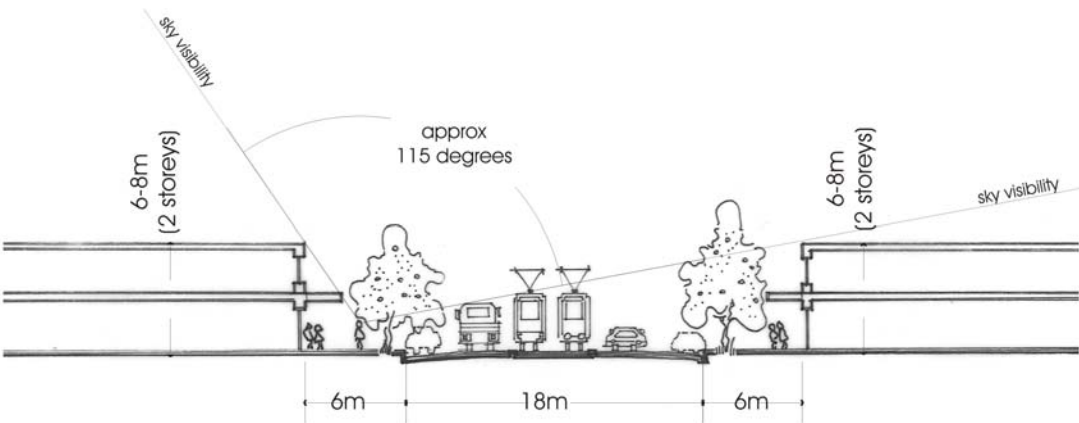
Laneways. Mostly 4.5m wide, the laneways are the most intimate public spaces in SMC. They have differing qualities depending on their role, location, the scale and use of adjoining buildings, the ground surface and the type of traffic they carry. Many have bluestone surfaces which is an important part of the townscape heritage, however this may result in problems for pedestrian, cyclist or disability access. Laneways can provide access and sunlight to the rear of sites or to sites with no street frontage. Where laneways are used by vehicular traffic as through roads or access to parking conflict between vehicles and pedestrians can sometimes arise.

key findings:

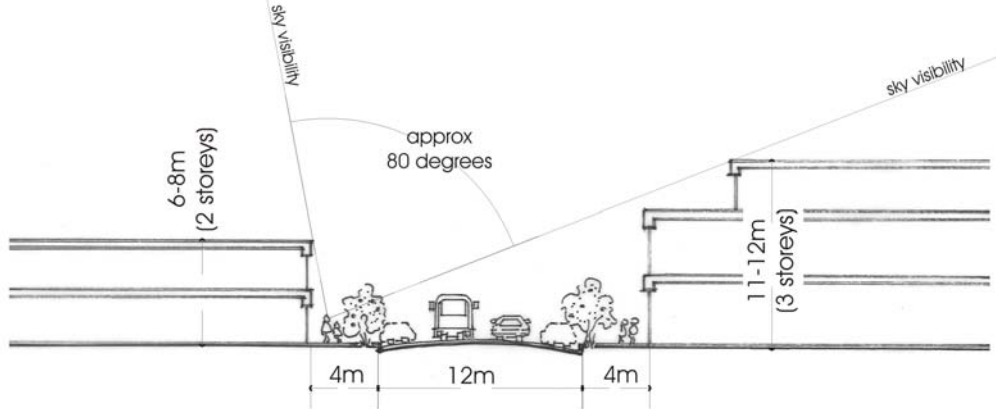
- *The streets and laneways are a major component of the open space system within SMC and have overlapping functions as spaces for both movement and activity.*
- *Opportunities for encouraging people to enjoy the streets and outdoor spaces of SMC should be explored.*
- *The variety of spatial experiences within SMC is a unique part of its urban character and this should be retained.*



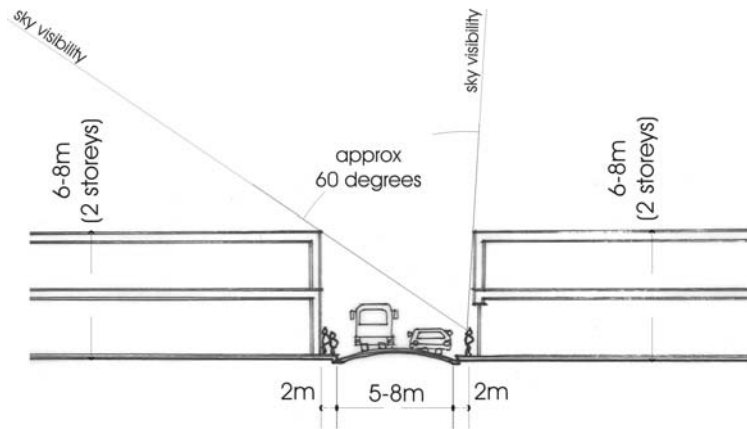
- The wide streets of SMC need a greater sense of enclosure and definition. However, at the same time the sense of openness and sky visibility which is a valued part of SMC's urban character must remain.
- The laneways and little streets of SMC should be maintained as distinct, intimate spaces and vital pedestrian connections. The hard street edge should be maintained in these narrow streets to create a strong sense of enclosure.
- Where the footpath width is narrow, the streets themselves will be used for walking. Ways to improve pedestrian, cyclist and disability access to laneways with bluestone surfaces should be investigated.
- The unique qualities of the laneways and little streets that attract the small creative industries to SMC should be fostered.
- Applying the same streetwall height throughout SMC would create a consistency of built form, yet also a variety of spaces depending on the width of the street. A three storey streetwall height, for example, would create a strong sense of enclosure within laneways while within the 20m or 30m wide streets the same streetwall height would have minimal impact upon the feeling of openness of these streets.



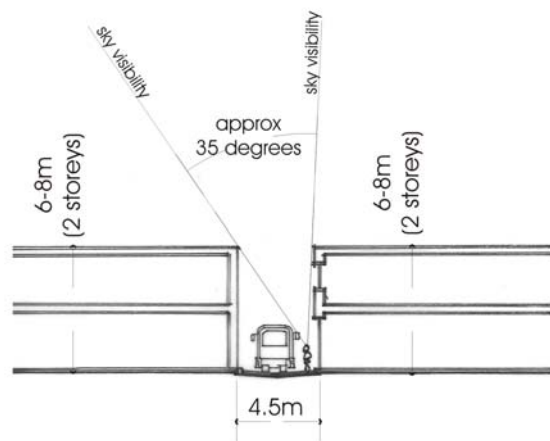
30m wide axial streets



20m wide streets



The little streets



Laneways

3.4 The gently sloping topography

From the high point of Emerald Hill land slopes away in all directions, most sharply to the east of Clarendon Street towards Kings Way. The elevation of Emerald Hill is now accentuated by the Town Hall spire. However as the high point of the area it was formerly the site of corroborees.

key finding:

➔ *The Town Hall spire must remain a prominent landmark of SMC.*

3.5 Characteristic built form

The diversity of building types, eras and styles within SMC is highly eclectic and reflects the different land uses of the area over its 150 year post-settlement history. This includes:

- Victorian era shopfronts of Clarendon Street.
- Coventry Street specialty shopping strip with its heritage shopfronts and converted industrial buildings.
- Emerald Hill heritage precinct and cultural/community hub, focussed around the South Melbourne Town Hall.
- South Melbourne Market.
- industrial areas surrounding the Activity Centre where the change in the business base is reflected in the increasing diversity of buildings.
- contemporary commercial and peripheral retail development along Kings Way.
- established heritage residential areas dating from the 1800s.
- social housing dating from the 1960s, including Park Towers.

key findings:

- *The eclectic character of the architecture of SMC is an important part of its urban identity.*
- *This eclectic character should be celebrated by encouraging different types of new, innovative building design.*
- *Many of the streetscapes within SMC lack definition due to the different building scales and gap sites.*
- *Design themes for the built form and public realm of each precinct within SMC should be developed. This would promote overall consistency and definition of its streetscapes, while still encouraging variety and interest at the detailed level. In some precincts it may be appropriate to set out design themes that are more prescriptive, whereas in others they might seek to maintain an eclectic character.*

3.6 Heritage

SMC comprises two Heritage Overlay areas: HO3 includes the heritage residential area, the Civic Precinct and Clarendon Street and HO4 comprises the City Road Industrial Area. The map opposite shows the extent of the Heritage Overlay.

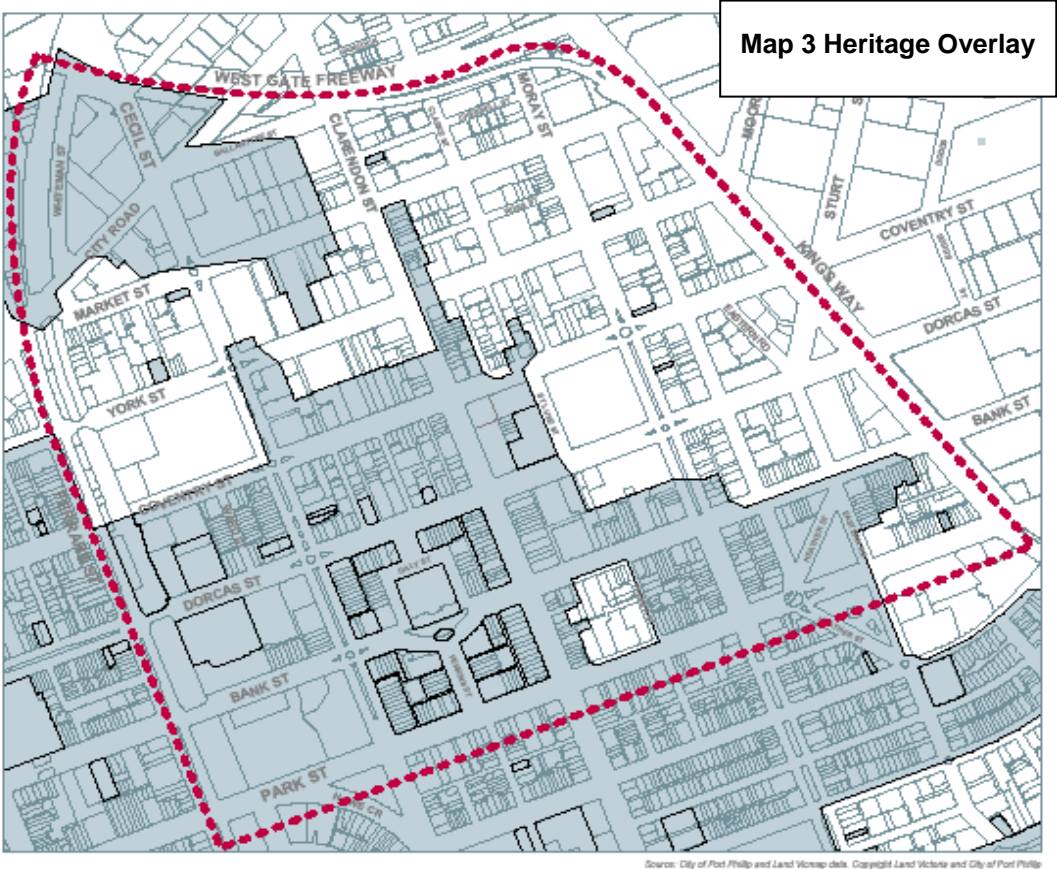
It is the City Road Industrial Area that will experience the most significant level of change and consequently is considered as a part of this UDF.

The Port Phillip Heritage Review describes the City Road area as an important indication of South Melbourne’s industrial growth during the early twentieth century. The remaining industrial buildings demonstrate the area’s pre-eminence as a location for Melbourne’s leading manufacturing companies during this period.

Port Phillip’s heritage policy discourages demolition of significant and contributory buildings. Development on other sites within the Heritage Overlay must respect the value and integrity of adjacent heritage buildings and the area.

Within the areas remaining white on the map substantial change to the existing built form can occur.

There are many examples of very well considered conversions of industrial heritage buildings evident in SMC, such as those that have been converted to offices or the shops on Coventry Street.



Source: City of Port Phillip and Land Vantage data. Copyright Land Victoria and City of Port Phillip

key findings:

- ➔ *The heritage buildings and precincts of SMC are a valuable part of its urban character and must be retained and respected.*
- ➔ *Port Phillip’s Heritage Policy will provide the guidance for development within heritage areas or on heritage sites.*
- ➔ *Where new development is permitted within a heritage area or adjacent to a significant/contributory building, it must respond appropriately to the heritage context, in accordance with the Heritage Policy.*
- ➔ *Innovative adaptive re-use of industrial heritage buildings should be encouraged. Comparator examples from SMC can be used to illustrate how this can be achieved*

3.7 A distinctive range of lot sizes

In many parts of SMC the historic fine grain subdivision pattern predominates and is a valued element of its character. This is seen in parts of the Eastern Business Precinct, for example, where there are many lots with frontages between 5m and 9m. These small lots accommodate many of the small offices that are an important part of the economy of the area.

Elsewhere, larger sites characterise the urban pattern. These sites were either established in the early subdivision of the area or are the result of later site consolidations. They include the industrial sites within the Western Business Precinct, the large-scale development along Kings Way and City Road, the South Melbourne Market, the Town Hall and the social housing schemes that saw reclamation of sub-standard residential lots.

Some of the more recent large-scale offices in Market, York and Coventry Streets are monolithic in their form and architectural style. With minimal openings at ground level, most of these buildings make little contribution to the appearance and activity of the street.

3.8 The 'fine urban grain'

During the process of preparing the Structure Plan, the 'fine urban grain' of SMC was noted as a highly valued part of the area's urban character. This refers to a range of factors:

- the small lot frontages found in many parts of the industrial/business areas.
- the eclectic nature of the streetscapes that have a variety of different buildings on these small lots.
- the pedestrian scale environment of SMC with its generally low height buildings.
- the intricate network of little streets and laneways allow passage through the main street blocks.

key findings:

- *The range of lot sizes is a distinctive element of SMC's urban character.*
- *The monolithic appearance of development on larger sites that is evident in parts of SMC should be avoided in the future.*
- *Although site consolidation cannot be prevented, the 'fine urban grain' of SMC can still be reflected in the development of larger sites through variations in the form and articulation of large buildings and inclusion of detailed design elements.*
- *The network of little streets and laneways are vital pedestrian connections in SMC and create intimate-scaled enclaves.*

3.9 *Building heights and setbacks*

A transitional scale in SMC can be seen, with building height rising up from the low scale heritage residential areas to the higher-rise development on the periphery of the area along Kings Way and the 20+ storey towers of Southbank and Docklands. This profile is described as the 'bowl of SMC' and is an important part of the area's urban character.

In general, the building scale in SMC ranges from two to four storeys, although there are some notable exceptions. The South Melbourne Town Hall spire, Park Towers and the St Luke's flats behind Coles supermarket form a distinct contrast to the low scale of development within SMC and are highly visible landmarks for the area. It was evident at the SMC Planning Forum and other consultations that a highly valued condition of SMC is its pedestrian friendly low-rise scale that is indicative of the heritage fabric of the area, in contrast to the nearby towers of Southbank and Docklands or the higher built form of Kings Way.

Within the commercial, retail and industrial areas, buildings are constructed to the street with a zero setback, creating a hard street edge. This 'perimeter block' form allows for maximum land use on a site and creates the potential for interaction with the activity of the street.



The 'bowl of SMC'

The elevated Westgate Freeway provides a strong horizontal element equivalent to 4 storeys (around 15 metres) in height along the northern edge of SMC. The development potential in the vicinity of the Freeway, particularly for uses with amenity considerations such as apartments or offices, is affected by clearance requirements, traffic noise, air quality and restricted viewlines in the first six storeys.

key findings:

- *The distinction in building scale between SMC and the high rise towers of Southbank, Docklands and Kings Way should be maintained as a highly valued part of the area's urban character.*
- *A degree of consistency in built form could be achieved by establishing a common streetwall height of 3 storeys.*
- *The appropriate height and setback of built form above the 3 storey streetwall height would vary according to the streetscape context.*
- *Height and setback controls should accommodate a range of development opportunities within SMC and these will vary according to the size of each site.*
- *A greater development potential should be allowed for sites in the business and mixed use areas of SMC, provided they respect their streetscape or heritage context and achieve all other design objectives.*
- *The zero setbacks and hard street edge should be retained in non-residential areas as a distinct element of SMC's urban character.*
- *Building heights can be used to express the topography of SMC and its prominent corner sites.*

3.10 Strongly defined street corners

The street grid layout of SMC creates prominent corner sites. Corners are often the location for emphasised built form or activity. This includes the three-storey Victorian era pubs and the cafes or shops which express their corner location in their design, window displays or the activity addressing both streets.

key findings:

- *New development on corner sites could be emphasised with slightly higher scale built form or architectural features.*
- *Street level activity, transparent facades or openings should address both streets. This is of particular importance in the Activity Centre.*

3.11 Activity streets and sunlight access

Clarendon Street, as the retail core of SMC, is the main area where pedestrians, shoppers and visitors congregate on the footpaths.

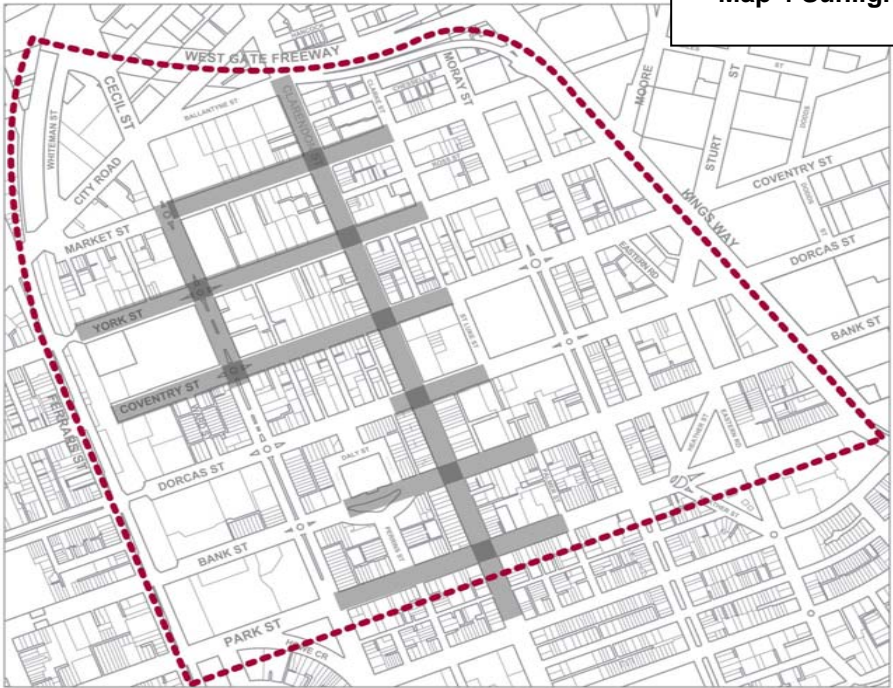
The east-west streets west of Clarendon Street are key pedestrian routes between the retail centre and the South Melbourne Market and the light rail. Parts of the east-west streets are also popular retail and/or restaurant venues, with outdoor dining profiting from the solar access on the southern footpaths.

Additionally, Cecil Street alongside the Market will become a major street space with the public realm works proposed to improve outdoor dining and street furniture for Market patrons.

The map opposite shows the principal activity streets that require year-round solar access.

The wide streets and low building scale in SMC allow a high degree of sunlight access, compared to other inner urban environments. Where people use the footpaths as open space the sunlight access has been identified as important part of the character of SMC and a highly valued aspect of the area’s ambience and walkability. Community feedback strongly supported planning controls to avoid overshadowing of the public realm in areas of street activity.

Map 4 Sunlight Access



Source: City of Port Phillip and Land Vicmap data. Copyright Land Victoria and City of Port Phillip

SMC STUDY AREA

key findings:

- ➔ Year-round sunlight to the southern footpaths of the principal east-west activity streets should be retained during the middle of the day.
- ➔ Year-round sunlight to the principal north-south activity streets should also be retained: the western side receiving morning sun and the eastern side receiving afternoon sun.
- ➔ Sunlight should access the entire width of these footpaths at these times, up to the property frontage, so that maximum use can be made of this space.

3.12 Public open spaces

There is a range of public open spaces within or nearby SMC. This includes the small spaces located within the residential areas, or regional spaces such as Albert Park and the foreshore. Good access to these spaces for the people who live or work in SMC is vital.

The South Melbourne Market provides an important activity space, particularly in winter as it is undercover. This space would benefit from better integration with the street and the station. The sunny northern edge is an underused resource.

The open space in front of the Town Hall is a formalised space, part of the C19th Emerald Hill subdivision design. There is potential for this space to be better used, as the main open space near the Activity Centre.

Otherwise, there is limited access to public open space within the retail and business areas of SMC. As such, it is the streets, with their wide footpaths of 4-6m that are the main open spaces. In many places the footpaths and kerb extensions are used for outdoor dining and while this lends activity and vibrancy to the streets, it is important that this is balanced with street space for general public use.

key findings:

- *The streets of SMC must reflect their role as the principal activity spaces. Hence their design, planting, street furniture and lighting are of critical importance in encouraging street life.*
- *A balance must be met between using the street spaces for private use such as cafes, and public street space. Private and public use of street spaces should be well integrated.*
- *Connection to nearby open spaces such as Albert Park or the foreshore must be improved, as detailed in Council's Walking Strategy.*
- *The Civic Precinct space in front of the Town Hall is an underused resource and should be redeveloped for a variety of activities.*
- *Long term plans for the Market should profit from its northern aspect and location near the station in terms of generating street activity and providing new outdoor spaces for shoppers.*
- *Dead-end streets such as Coventry Street at the light rail stop and Chessel Street at Kings Way could be better used as public spaces.*

3.13 Movement and access

SMC is fortunate to have access to a range of transport options including tram, bus, walking and cycling links and nearby arterial roads. These are described in detail in the Structure Plan.

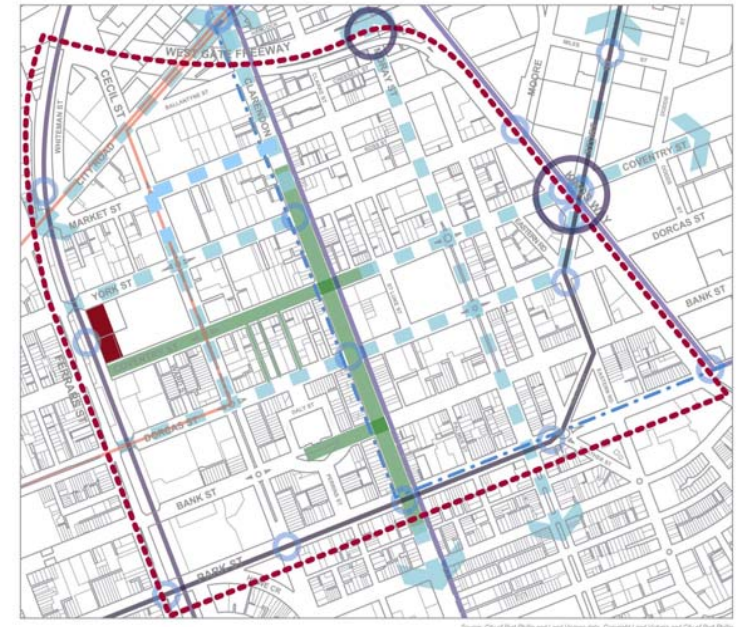
Clarendon Street is like many other shopping strips developed in C19th Melbourne, being designed around pedestrian movement and accessed by trams. It is these basic design principles that are recognised today as foundation ingredients for vital and sustainable Activity Centres.

In line with Council's transport strategies, the focus of the Structure Plan is to build upon these attributes and develop SMC as a 'modern day' sustainable transport hub. This requires careful management of vehicular traffic, as well as substantial investment in the quality of the public realm to encourage people to walk, cycle or take public transport.

Projects in SMC are currently planned or underway to achieve this aim:

- Redesign of Clarendon Street between Park and York Streets with 'new generation' tram stops. This includes footpath widening and the introduction of hook turns to give trams priority.
- Pedestrian priority crossings at the South Melbourne Market roundabouts, on the corners of York and Coventry Streets.
- As a part of Council's Walking Strategy, a study has been commissioned to improve walkability in Clarendon Street and the pedestrian connection from Albert Park to Spencer Street Station. This study will examine how the public realm of Clarendon Street affects pedestrian movement, as well as the legibility of the environment (i.e. how well the design of the urban environment assists in our orientation).

The map below shows existing public transport and pedestrian routes, and proposed improvements and extensions to these.



Map 5 Movement and Access

Issues that need to be considered in terms of managing vehicular traffic include:

- The north-south streets, particularly Moray and Clarendon, provide access to the CAD and carry high daily traffic volumes. The heavy traffic on these streets is a defining part of their character. By contrast, the east-west streets carry a significantly lower level of traffic and have a quiet ambience.
- Carparking in SMC is a critical issue. Council is currently investigating ways to improve parking and this may include options such as a commercial parking limitation policy and establishing a parking reservoir to be accessed by the whole area.
- The conversion of Market Street from one way to two way traffic in conjunction with the Red Bears development. This will greatly increase access to and activity within Market Street.
- Many sites in SMC benefit from rear or laneway access. Crossovers and garages on the street frontage of properties impede upon pedestrian space and street activity and detract from the façade design.
- The wide streets of SMC allow a high degree of on street parking. The 30m wide streets have angle parking and the small streets have parallel parking.
- The changes in land uses within the Emerging Activity Precinct (i.e. new retail and commercial development) will require loading bays.

key findings:

- *The public realm design in SMC will reinforce pedestrian links and connection to public transport stops.*
- *Pedestrian priority crossings installed at all roundabouts will assist in strengthening pedestrian networks.*
- *Generally, new crossovers should not be permitted as they are an impediment to street activity, building design and pedestrian movement.*
- *Rear or laneway access should be used wherever possible.*

3.14 Views

There are a number of significant views within SMC that are important for orientation or have symbolic value. This includes views to the Shrine of Remembrance along Bank Street, to the landmarks of the Town Hall and Park Towers or to the high-rise buildings of Southbank and the CAD. There is also a long-range view to the botanical gardens along Coventry Street from the Market.

Within the Eastern Business Precinct framed views are afforded down the streets and laneways to the CAD which acts as a backdrop for SMC.

key findings:

- *The visual prominence of the Town Hall spire should be retained both from within SMC as well as from long-range view points.*
- *Consider how new buildings can be used to frame views.*

4 Urban design principles and objectives for SMC

Urban design principles for SMC have been drawn from the key findings of the background analysis in this study and informed by the strategic intent of the Structure Plan.

They are supported with objectives and guidelines which set out in detail how these principles can be upheld in the design of new development and the public realm.

Principles

1. The design of buildings and spaces within SMC will support the realisation of the Vision and the Strategic Objectives of the Structure Plan.
2. The distinction in building scale between SMC, which is characterised by low to medium scale buildings, and the higher-rise buildings of Southbank, the CAD and Kings Way will be maintained.
3. The variety of spatial experiences within SMC – from the 30 metre wide streets to the network of laneways - will be retained and reinforced in the design of buildings and the public realm.
4. The streetscapes of SMC's business areas will be given a greater sense of definition and design consistency in their built form and the public realm.
5. SMC will have vibrant, attractive streets as spaces for outdoor activity. The year-round sunlight access to the principal outdoor street spaces in the Activity Centre will be maintained.
6. The built and cultural heritage of SMC will be protected and enhanced through responsive new development and encouraging expression in the built environment.
7. New development in SMC will achieve architectural and urban design excellence.
8. The industrial character of SMC's business areas and the highly valued 'fine urban grain' of SMC will be reflected in the design of new buildings and spaces.
9. A high level of amenity will be provided for the residents of SMC, in balance with their location within a busy Activity Centre.
10. SMC will be a sustainable transport hub, with pedestrian movement as the priority form of transport, followed by cycling and public transport. Cars shall be accommodated in SMC in such a way that they do not detract from the quality of the urban environment or the available sustainable transport options.
11. New development in SMC must be designed to achieve a range of sustainable outcomes.
12. A range of new developments of different type, scale and function will be encouraged within SMC, provided that the strategic intent of the Structure Plan is honoured and all urban design principles and objectives are met.

1. The design of buildings and spaces within SMC will support the realisation of the Vision and the Strategic Objectives of the Structure Plan.

Design objectives:

- 1.1 To ensure that changes to the urban form of SMC as a result of the different land use directions proposed by the Structure Plan are carefully managed.
- 1.2 To reflect the changing role of the business areas of SMC from industrial to a broader business base through quality in the design of new buildings and the public realm.
- 1.3 To establish a transitional scale for new development within SMC which responds to the existing predominant scale of two to three storeys, yet at the same time allows reasonable development opportunities.

2. The distinction in building scale between SMC, which is characterised by low to medium scale buildings, and the higher-rise buildings of Southbank, Docklands and the CAD will be maintained.

Design objectives:

- 2.1 To maintain the predominantly two storey building height of the heritage residential areas and the Clarendon Street Victorian era shops, in accordance with Port Phillip's heritage policy.
- 2.2 To establish a transitional height of up to six storeys in the retail and business areas of SMC that will undergo significant land use changes.
- 2.3 To express distinctly the edges of SMC with higher built form along Kings Way and the northern side of City Road so that there is a transition in scale between SMC and the highrise development to the north and east.

3. The variety of spatial experiences within SMC – from the 30 metre wide streets to the network of laneways - will be retained and reinforced in the design of buildings and the public realm.

Design objectives:

- 3.1 To create a greater sense of definition and enclosure in the 20m and 30m wide streets through the design of new built form and planting.
- 3.2 To ensure that the heights and setbacks of new built form will not unduly diminish the valued sky visibility of the 20m and 30m wide streets.
- 3.3 To maintain the unique qualities of the laneways and little streets as distinct intimate spaces with a hard street edge and strong sense of enclosure, in contrast to the 20m and 30m wide streets of SMC.
- 3.4 To maintain laneways and little streets as vital pedestrian connections.
- 3.5 To continue to encourage the innovative contemporary architecture that has emerged in the laneways and little streets of SMC.
- 3.6 To recognise the opportunities for street art within the laneways and little streets that adds interest to the urban environment of SMC.
- 3.7 To emphasise corner sites with an additional storey at the streetwall height, architectural features or activity addressing both street frontages.

4. The streetscapes of SMC's business areas will be given a greater sense of definition and design consistency in their built form and the public realm.

Design objectives:

- 4.1 To establish a streetwall parapet height of three storeys (or up to 12 metres) as the unifying design element throughout the business, commercial and retail areas (i.e. the parts of SMC that are subject to this study).
- 4.2 To allow variations to this streetwall height to reflect specific streetscape conditions, such as emphasis of corner sites, in response to a particular heritage context or to allow solar access as required.
- 4.3 To maintain the characteristic hard street edge of SMC whereby most buildings have no setback from the property frontage.
- 4.4 To define streetscapes with planting themes and public realm treatment that reflects the desired urban character of each precinct.

5. SMC will have vibrant, attractive streets as spaces for outdoor activity. The year-round sunlight access to the principal outdoor street spaces in the Activity Centre will be maintained.

Design objectives:

- 5.1 To provide active frontages within the retail and business areas of SMC which contribute to street amenity and activity and are compatible with the proposed land uses of each precinct.
- 5.2 To create spaces for outdoor activity within the footpath or on kerb extensions through the placement of street furniture, new planting or weather protection.
- 5.3 To encourage weather protection of footpaths in retail areas.
- 5.4 To provide a balance between outdoor spaces that can be accessed by the public and those that are privatised, such as cafes.
- 5.5 To employ well-considered and creative lighting design to encourage night time activity, create a safe environment and emphasise significant buildings.
- 5.6 To emphasise activity on corner sites throughout SMC with uses such as cafes, pubs or shops. Corner sites must have active frontages to both streets.
- 5.7 To provide year round sunlight access to the main outdoor street spaces within the Activity Centre. This applies to both new development and refurbishment of existing buildings.

6. The built and cultural heritage of SMC will be protected and enhanced through responsive new development and encouraging expression in the urban environment.

Design objectives:

- 6.1 Development within heritage areas or on heritage sites must comply with Port Phillip's Heritage Policy, at Clause 22.04 of the Planning Scheme.
- 6.2 To ensure that new development within a heritage area or adjacent to a significant or contributory building responds appropriately to the heritage context.
- 6.3 To encourage innovative adaptive re-use of industrial heritage buildings.
- 6.4 To ensure that the Town Hall spire remains a prominent landmark of SMC.
- 6.5 To investigate ways SMC's indigenous heritage could be expressed in the urban environment, particularly on Emerald Hill.
- 6.6 To encourage other constructive and innovative forms of urban art, such as commissioning stencils or graffiti art in laneways.
- 6.7 To ensure that advertising signage makes a positive and innovative contribution to the urban environment.

7. New development in SMC will achieve architectural and urban design excellence.

Design objectives:

- 7.1 To encourage design innovation in new development and conversion of existing buildings.
- 7.2 To ensure that new buildings or additions to existing buildings are of a high architectural standard in terms of their form, scale, massing, roof profile and materials selection, and respond appropriately to their streetscape context in this regard.
- 7.3 To encourage creative recycling of heritage buildings, in accordance with the Port Phillip heritage policy.

8. The industrial character of SMC's business areas and the highly valued 'fine urban grain' of SMC will be reflected in the design of new buildings and spaces.

Design objectives:

- 8.1 To retain the valued urban character elements of SMC's industrial areas in their transition to a broader business use. This includes:
 - ensuring new buildings retain the hard street edge with a zero setback.
 - the use of simple and uncluttered materials such as brick, galvanised steel or glass.
 - creative recycling of industrial buildings for different uses.
- 8.2 To ensure that the frontage design of large or consolidated sites (where the site frontage is over 10 metres) reflects the predominant frontage widths of the streetscape context. This is of particular importance within the Eastern Business Precinct, where the 'fine urban grain' is particularly evident and fewer sites have been consolidated.
- 8.3 To use planting in streets of large lot sizes and substantial building scale to soften building form and provide a greater sense of enclosure at street level.

9. A high level of amenity will be provided for the residents of SMC, in balance with their location within a busy Activity Centre.

Design objectives:

- 9.1 To ensure that residences have a sense of address at street level.
- 9.2 To provide outdoor areas for homes in the form of balconies or roof gardens, which are usable spaces and also make a contribution to the vibrancy of the Activity Centre above street level.
- 9.3 To ensure that residential developments are sited and oriented to receive adequate daylight and cross ventilation.
- 9.4 To ensure that residences have adequate visual and acoustic privacy

10. SMC will be a sustainable transport hub, with pedestrian movement as the priority form of transport, followed by cycling and public transport. Cars shall be accommodated in SMC in such a way that they do not detract from the quality of the urban environment or the available sustainable transport options.

Design objectives:

- 10.1 To create a pedestrian priority zone within the Activity Centre of SMC.
- 10.2 To reinforce the pedestrian spines of SMC through the design of the street level interface of buildings, public realm design and planting themes. The map opposite shows the location of the existing and proposed pedestrian spines.
- 10.3 To require new buildings on key pedestrian routes to make a positive contribution to the amenity of the street for pedestrians. This includes having active frontages as appropriate and awnings over footpaths in the Activity Centre (where this is considered to be an appropriate architectural response).
- 10.4 To assist in pedestrian and cyclist orientation with directional signage and information.
- 10.5 To investigate the removal of the Kings Way tram so that a tree-lined boulevard can be created significantly improving pedestrian amenity and access.
- 10.6 To ensure that the tram or bus stops of SMC are visible, accessible, safe and attractive. In particular, Council should investigate a joint initiative with Yarra Trams to improve the light rail stops.



Map 6 Existing & Proposed Pedestrian Spines

10.7 To complete local and regional walking and cycling links, including connection between Albert Park, SMC, Spencer Street, Southbank and Docklands.

- 10.8 To continue to work with other public transport operators, State government and adjoining Councils to improve sustainable transport options in SMC.
- 10.9 To improve links to sustainable transport for the workers of SMC. For example, new offices should establish green travel plans for employees and install bike racks and change facilities.

11. New development in SMC must be designed to achieve a range of sustainable outcomes

Design objectives:

- 11.1 To integrate sustainable design strategies into all new buildings.
- 11.2 To reduce operational greenhouse gas emissions from buildings through design strategies to maximise energy efficiency and minimise the impact of adjoining buildings on passive or active solar elements.
- 11.3 To reduce the use of potable water.
- 11.4 To reduce the generation of waste water through greywater and waste water re-use
- 11.5 To design buildings and the public realm in SMC to reduce peak and total stormwater and improve the quality of stormwater entering the stormwater system..

- 11.6 To facilitate the reduction of operation waste.
- 11.7 To reduce waste resulting from demolition of existing buildings and construction process.
- 11.8 To design buildings and the public realm in SMC minimise the total material resources used.
- 11.9 To encourage the use of materials with a low environmental impact.
- 11.10 To improve the Indoor Environment Quality of new and refurbished buildings

12. A range of new developments of different type, scale and function will be encouraged within SMC, provided that the strategic intent of the Structure Plan is honoured and all urban design principles and objectives are met.

Design Objectives:

- 12.1 To maintain the diverse building character typical of South Melbourne Central.
- 12.2 To increase the attraction of South Melbourne Central to businesses and residents by broadening its range of accommodation types and sizes.

5 Built form guidelines and requirements

5.1 Street context

Orientation and solar access to new office or commercial development

- New buildings should be oriented and sited to receive sufficient daylight to interior spaces to carry out daily tasks.
- New buildings should have a maximum dimension of 8 metres from any part of the interior space to an external window or light court.
- New buildings should allow sufficient daylight and sunlight onto the windows of main habitable rooms of adjacent buildings.
- New buildings should allow daylight and sunlight into private and communal open spaces on adjacent buildings.
- Private or communal open spaces included as a part of a new development should receive adequate sunlight access.

Active frontages

- Ground level facades should be designed to have transparent elements (i.e. doors, windows or display panels) so that a visual connection is created between the activity within the building and the street. Transparent elements should comprise at least:
 - 50% of the ground level façade for sites within the Activity Centre.
 - 25% of the ground level façade for sites within the business areas outside of the Activity Centre.
- On corner sites, the building must address both street frontages with transparent facades and/or street level activity.
- Within the retail and mixed use areas, balconies or roof gardens which will add to the night time presence in the street should be included in the upper levels.
- Where semi-basement walls are constructed on a street boundary the view of cars or blank walls should be screened by vegetation or appropriately designed cladding materials.

Awnings and verandahs

- Where new verandahs are to be installed the structure should be cantilevered, unless it is within a heritage context with post-supported verandahs nearby.
- Projections over streets/footpaths must meet Council's current Practice Note.

Street infrastructure and trees

- New development must take into consideration the location and requirements of adjacent street trees.
- In locations where Council is proposing to plant new street trees, new development should be sited and accessed so that adequate space is allowed for planting and growth.
- New crossovers are generally discouraged as they are an impediment to street activity, building design and pedestrian movement and safety.
- Building activities with the potential to animate the public realm, such as cafes, should be located where they can take advantage of broad and sunny footpath and nature strip areas.

5.2 Building form, siting and massing

The streetwall

- The streetwall of all buildings must have a zero setback from the property frontage to retain the industrial character of the area.
- The streetwall of all buildings should be built to the side property boundaries to create a solid and consistent streetscape.
- The only exception to the zero setback is where a publicly accessible and usable open space is created. This space must be designed, landscaped and furnished to the satisfaction of Council with the following standards:
 - a minimum dimension of 6 metres;
 - at least three hours of sunlight per day at the equinox; and
 - at least one active edge.

Side and rear boundaries

- Side or rear building faces above the streetwall should be sited to minimise overshadowing of adjacent properties and provide adequate daylight on the site.
- Minimum setbacks from rear boundaries above the streetwall are:
 - 6 metres for residential development.
 - 3 metres for commercial or office development.
 Minimum rear setbacks adjacent to a laneway may be reduced by half the laneway width.
- Where a site is located on a narrow street or lane unnecessary site entries should be avoided.

Front setbacks above the streetwall height

- The front setback above the streetwall height may be reduced where:
 - the architecture of the upper levels renders them distinctly different and visually recessive through variations in forms, materials, openings or colours.
 - the solar access requirements of the sub-precinct are met.
- This does not apply to the upper level of a building where the precinct requirements state that it must be obscured from view from the street.
- Up to 20% of the upper level façade may be built to the property frontage. This excludes levels that are to be recessed beyond sightlines as per the precinct specific requirements.

New upward extensions

- Additional levels must be designed to enhance and not violate the architectural integrity of the existing building.
- Additional levels must be of clearly differentiated design and materials to the existing building.
- The overall maximum height on a site may be achieved only where it can be justified in terms of off-site impacts and architectural and urban design quality.

Solar access

- Where a precinct or sub-precinct has particular solar access requirements, applications for new buildings or additions/alterations that will increase the height and/or decrease the setback of the street façade of a building must be accompanied by a shadow assessment demonstrating that the solar access objectives for the precinct will be met.

Overall building height

- The overall building height excludes architectural features not exceeding the maximum building height by 4 metres or greater than 10% of the gross building footprint.
- Pitched roofs with a gradient of less than 45° may exceed the overall building height limit.
- Lift over-runs and roof-mounted plant rooms must be incorporated within the design of the building.

Emphasis of corners with built form

- The streetwall height of corner sites may be increased by 4 metres (equivalent of one storey).
- Where the site has a street frontage of over 15 metres, the streetwall height may be increased by 4 metres within a distance of 15 metres from the corner.
- Increased streetwall heights at corners must take into consideration the solar access requirements of the sub-precinct.

5.3 External presentation

Architectural detail

- Extensive expanses of blank glass or solid wall should be avoided.
- Building facades should be modulated to add variety and interest. This may be achieved through the incorporation of the following features:
 - Projections and/or recessions
 - Balconies, roof gardens and verandahs
 - Architectural features or vertical elements such as corner towers or stairwells
 - Interesting roof forms
 - Varied colours and materials
- Colours and materials can also be used to differentiate between lower and upper parts of building. While the building finish above streetwall may be very different, it should relate to that of the streetwall.
- However, materials should be selected to:
 - Achieve simplicity and strength of design.
 - Avoid busy compositions.
 - Avoid high levels of reflectivity.
- The design of new buildings should have regard to the preferred character for the precinct.
- Signage should be integrated with the design of the building.

Expressing the 'fine urban grain'

- New development should express the characteristic 'fine urban grain' in the design of buildings on large or consolidated sites (those with frontages over 15m) by breaking down the appearance of a long elevation through detailed design.

5.4 ESD

Building Design

All buildings to achieve sustainable outcomes to the satisfaction of Council in each of the following environmental issues:

- Energy Efficiency
- Transport
- Water and Stormwater
- Waste
- Materials
- Indoor Environment Quality
- Innovation

Site considerations

Site design and layout to:

- Not increase existing stormwater loads
- Reduce existing stormwater loads where possible
- Ensure stormwater is treated prior to leaving site to the satisfaction of council.

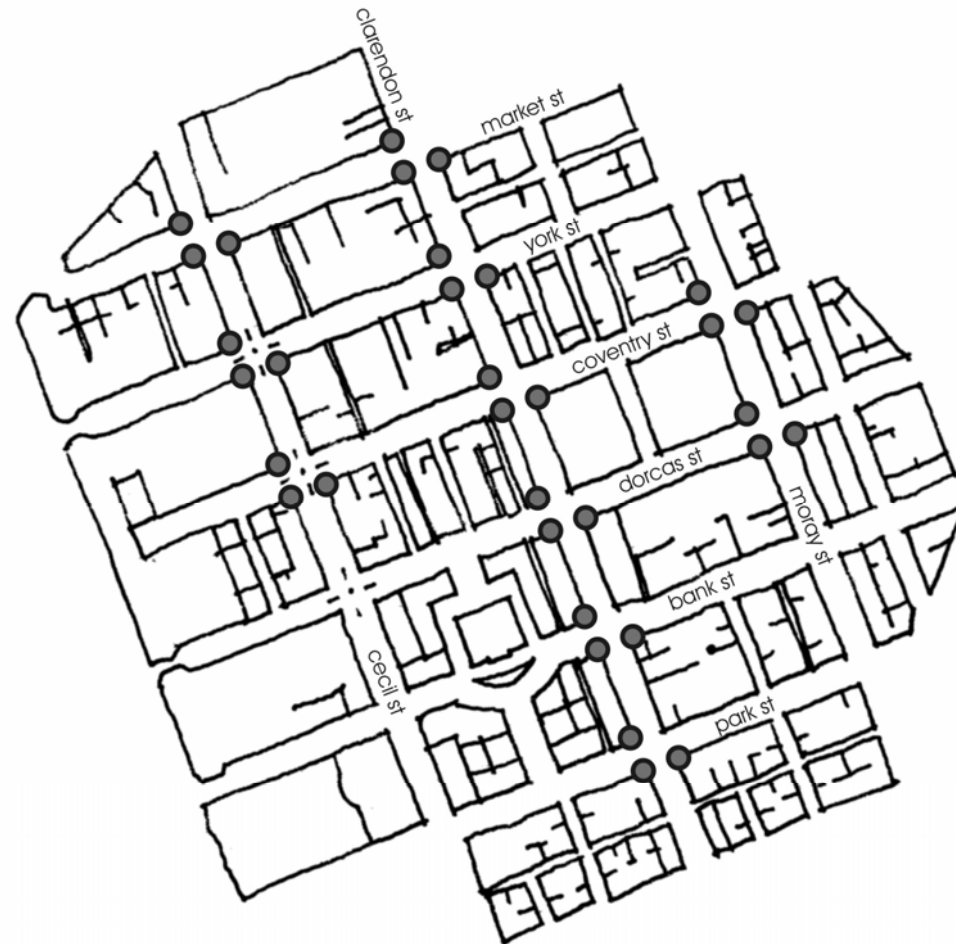
6 Public realm strategy

The design of the public realm should aim to stimulate and bring vitality back into people's lives. A predictable and homogenous environment can diminish people's experiential qualities and increase the passivity of their interactions. The public realm areas within SMC are made up of complex and dynamic networks and the design of the public spaces needs to respond with innovative, rich and diverse solutions.

The network of streets in South Melbourne Central is predominantly based on a grid system with the orientation of the grid approx 20 degrees to the west of north. This network can be classified into 4 distinct groups of streets which include:

1. 30 metre wide streets with an 18 metre roadway and 6m footpath (sometimes with a central median)
2. 20 metre wide east west axial streets with a 12 metre roadway and 4m wide footpath
3. 9-12 metre wide streets with 2 metre wide footpath
4. 4.5 metre wide laneways

The network of streets is also complimented with large roundabout traffic treatments with opportunities for large tree plantings.



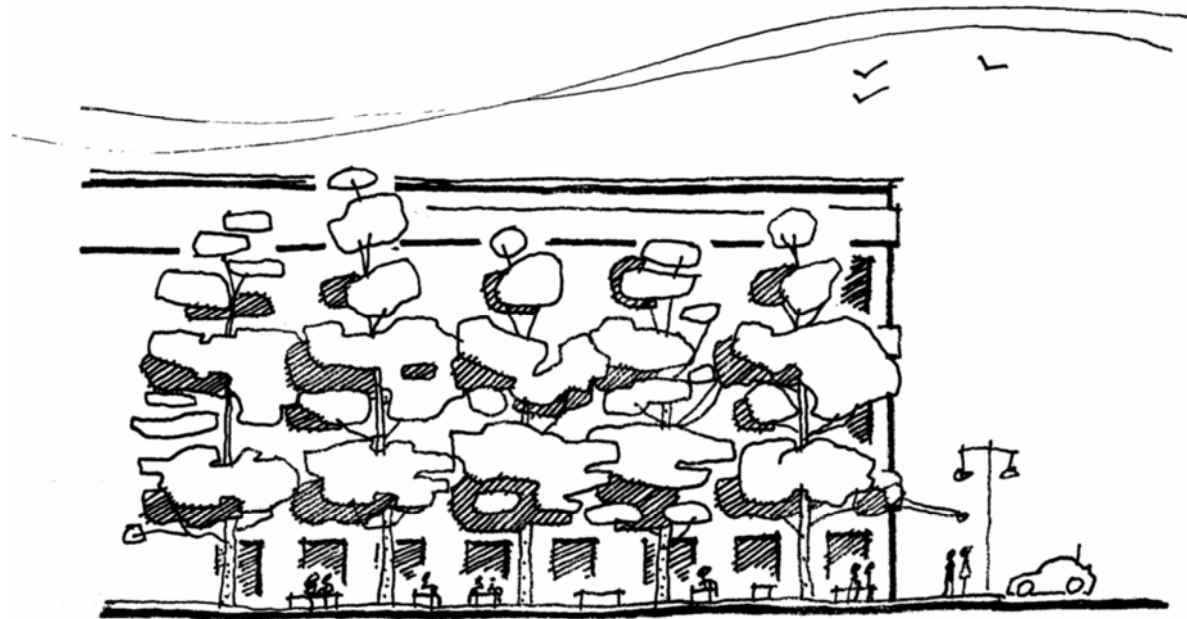
Map 7: Key street activity corner locations with maximum solar access

There is limited open space in the SMC area, and the streets with their wide footpaths and potential for further widening provide an opportunity to provide quality public space. The streets and locations where year round sunlight can be enjoyed need to be identified as key sites for the development of public realm spaces.

The 30 metre wide north south streets provide access to the CAD and have high levels of vehicular traffic, provide a greater challenge in achieving useable public realm areas than the east west streets, which have the potential to provide quality public spaces. The tree planting and surface treatments in the east west streets need to communicate their role as key links and major pedestrian connections.

The laneways running north south provide opportunities of framed views to the CAD. These views and the hard edges where the buildings meet the ground should be retained. Laneways should not be viewed as an opportunity to 'green' the environment but rather to celebrate this unique urban experience.

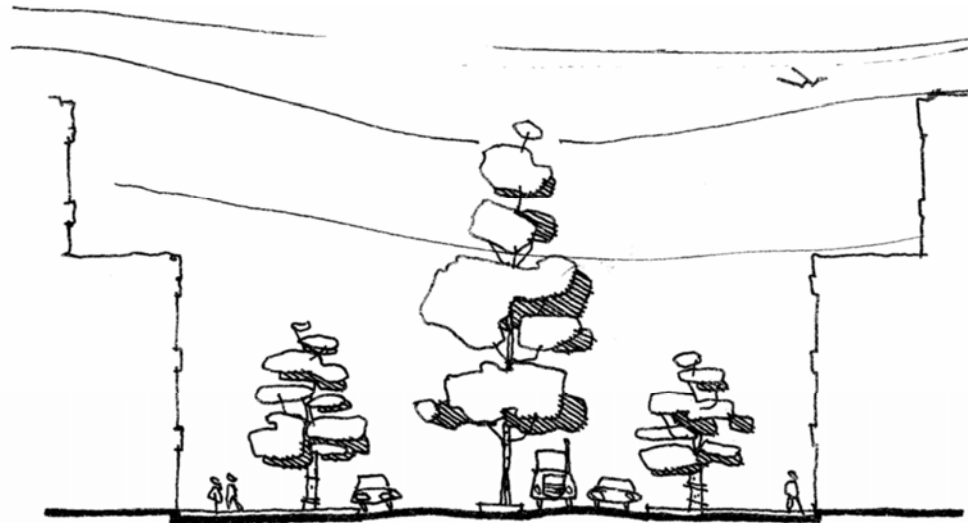
There needs to be a new way of thinking away from traditional streetscape design treatments if the SMC streets are to provide high amenity public space for residents and visitors.



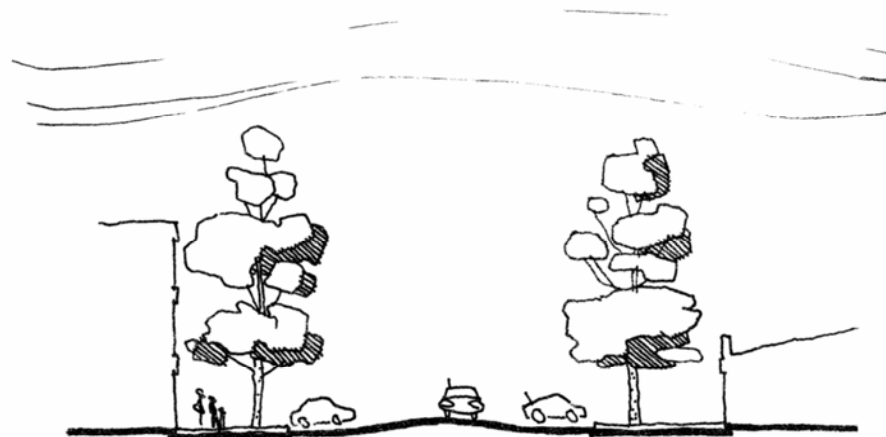
Widened pavement with massed plantings, seating etc provide public realm amenity.

Design Principles

- maintain year round sunlight access at key activity locations
- maintain the historic native planting theme specific to South Melbourne
- plant the largest tree species wherever possible and as appropriate to the site conditions
- tree plantings need to meet the design guidelines outlined in the City of Port Phillip Streetscape Strategy
- identify all opportunities offered by the 30 metre wide streetscapes to provide public useable space
- develop specific designs which are site specific for streetscapes wider than 20 metres
- implement consistent streetscape plantings and treatments for the streets narrower than 20 metres.
- identify opportunities for integrated urban art when designing new streetscapes (refer CoPP Urban Art Strategy)
- install simple surface treatments and materials
- ensure all new works and installations are well designed and understated.



Example of 30m wide street with central median of large trees



Example of tall plantings on typical 30m street

Design Proposals

- significantly widen footpaths at key locations along the east west streets identified as activity streets in Section 3 of this report , into public open space with trees, seating, drinking fountains and bbq's where appropriate
- ensure maximum solar access at the identified north west, south west and south east corners of Cecil, Clarendon and Moray Streets to provide amenity for outdoor dining (refer plan drawing)
- construct large kerb outstands in key activity corner locations with copses of tree plantings to complement outdoor café dining
- implement new traffic treatments and landscape design solutions to integrate the civic buildings and spaces around the Town Hall to provide increased public realm areas
- plant roundabouts with large trees except where significant view lines need to be retained
- construct quality asphalt pavements with well detailed edge treatments which are consistent with respective heritage controls
- install the CoPP suite of furniture in all streetscapes except in locations identified as appropriate for development as public open space
- increased density of tree plantings such as copses and 'urban forest' in new kerb outstands and along pavements identified as public realm spaces



Copse of tree plantings at key activity corners

7 Precincts

Detailed analysis of those precincts within SMC requiring urban design guidance has been undertaken.

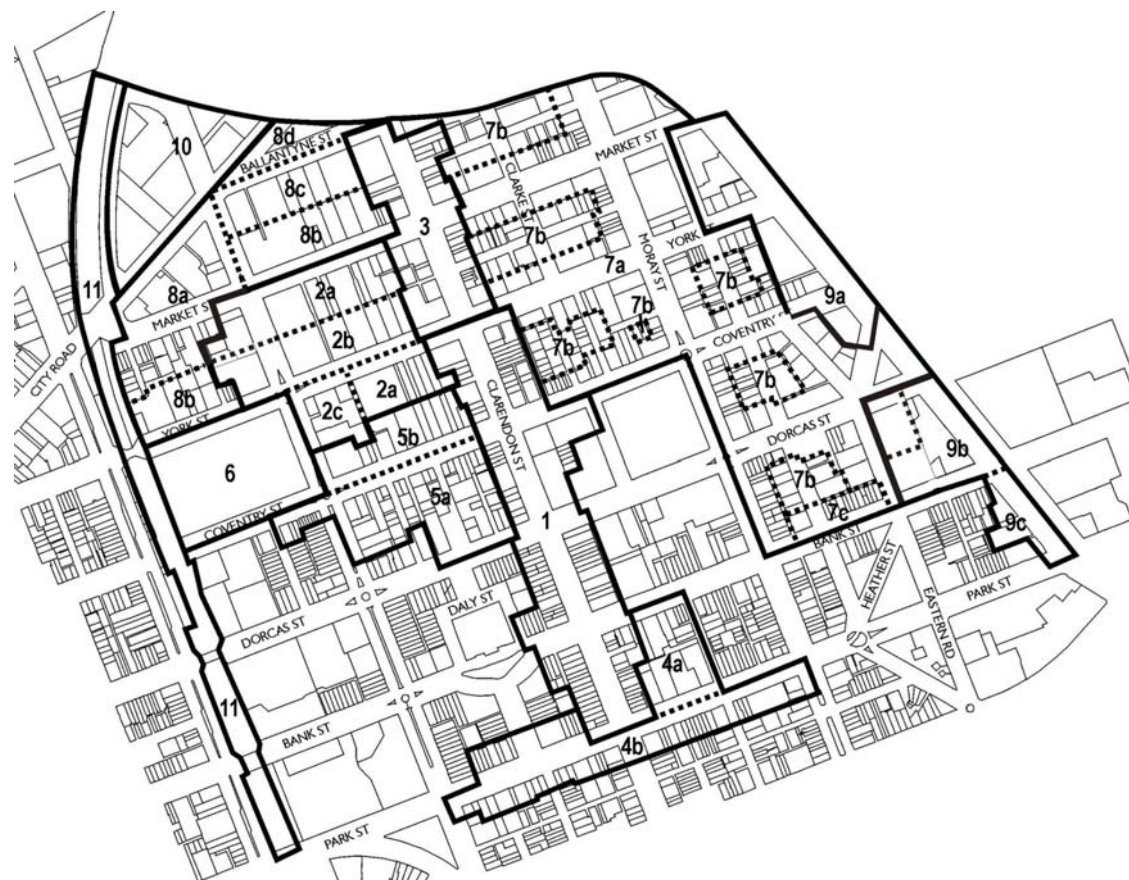
This Section provides detailed guidance on the following precincts:

- Precinct 2 – Emerging Activity
- Precinct 3 – Northern Mixed Activity Edge
- Precinct 6 – South Melbourne Market
- Precinct 7 – Eastern Business
- Precinct 8 – Western Business
- Precinct 9 – Kings Way

From this analysis, a statement of preferred character has been prepared. Design objectives and requirements set out how this preferred character could be achieved.

Within most precincts sub-precincts have been identified where unique streetscape conditions exist. These sub-precincts are shown on the map opposite.

Within this context, further detail is provided on key sites to guide future redevelopment. Section 8 provides these site-specific guidelines for key sites to achieve potential development outcomes, or where it is considered that a civic contribution can be made, such as creating a new public open space.



Map 8 South Melbourne Central Sub-precincts

7.1 Precinct 2: Emerging Activity Precinct

(DDO8-2)

The Emerging Activity Precinct, focussed around York Street, comprises mostly large-scale contemporary office buildings. This part of York Street has little sense of enclosure or definition, no pedestrian amenity and monolithic buildings with uninviting facades. Presently there is only a limited amount of street activity in this area, mostly associated with the offices and businesses.

The Structure Plan proposes that this precinct is developed as a mixed-use area with ground level retail and office or residential above. York Street is to become a major pedestrian spine of SMC, connecting the Market and Clarendon Street.

There are two key development sites in this precinct that will precipitate significant change: the BOC gases site which is currently vacant and the Red Bears site for which an application has been lodged to develop a mixed use retail and office complex. The corner of York and Cecil Streets will be an important pedestrian and street activity space with the Market, the Red Bears development and the Market Inn. The BOC gases site is a major redevelopment opportunity in this context.

There is a range of lot sizes in this precinct. On the north side of York Street are some of the largest sites in SMC. Consolidation of sites has resulted in many frontages up to 50m. The south side of York Street has 9m frontages near the intersection of Clarendon Street. Building heights range from 2 to 3 storeys.

The 1930s post office building between York and Market Streets is included in the City Road Industrial Area HO.

There are several laneways running between York and Coventry Streets with shared pedestrian and vehicular traffic. Access to sites is from York Street or side/rear laneways. Onsite car parking is provided within basement levels.

Preferred character

- The Emerging Activity Precinct will become a vibrant mixed-use area and York Street an extension of the Clarendon Street Activity Centre.
- York Street will become one of the key pedestrian thoroughfares in SMC, connecting Clarendon Street to the Market.
- Well designed new buildings, the public realm and street planting will see York Street emerge as an attractive pedestrian space, thereby supporting the retail and business role of this precinct.

Design objectives

- To encourage ground floor design that contributes to interaction with streetscape activity and balconies or terraces at the upper levels that overlook the street.
- To ensure that large or consolidated sites express the 'fine urban grain' through detailed articulation and varied streetscape frontages.
- To create overall visual consistency and a greater sense of streetscape enclosure with a standard streetwall height the equivalent of between two to three storeys.
- To ensure that the height and setback of levels above the streetwall retain the sense of sky visibility.
- To ensure that new built form on the northern side of York Street retains sunlight access to the southern footpath (up to 6 metres from the property frontage) between 11am and 2pm midwinter.
- To ensure the new built form does not adversely impact on sunlight access to the east and west footpaths of Cecil Street adjacent to the South Melbourne Market.
- To emphasise corner sites through built form, street level activity or planting.
- To enhance the pedestrian experience of this part of York Street as a principal pedestrian spine through the design of building frontages and the public realm.
- To encourage the provision of new public open spaces and people places.
- To realise the development potential of large sites without adversely impacting upon streetscape character or amenity.

Requirements

General requirements for this precinct:

- Buildings must have a zero setback to the street frontage, except where a public space is created (as per Council's requirements).
- The streetwall parapet height must be a minimum of 8 metres and must not exceed 12 metres.
- The streetwall must should be built to side boundaries.
- On corner sites, buildings must address both street frontages with either openings or street level windows.
- The overall building height should not exceed 23.5 metres (equivalent to six storeys).
- Side walls visible above adjoining buildings must be articulated to create an attractive façade.
- The ground floor entry must be level with the footpath.
- The building façade on sites with a frontage over 10 metres must be well articulated through variations in forms, materials, openings or colours or the inclusion of vertical design elements.
- At least 50% of the ground floor façade should be clear-glazed.
- Additional crossovers on to York Street are not permitted. Vehicular access is to be provided from the side or rear wherever possible.
- New garage doors to existing crossovers must be integrated with the design of the façade.

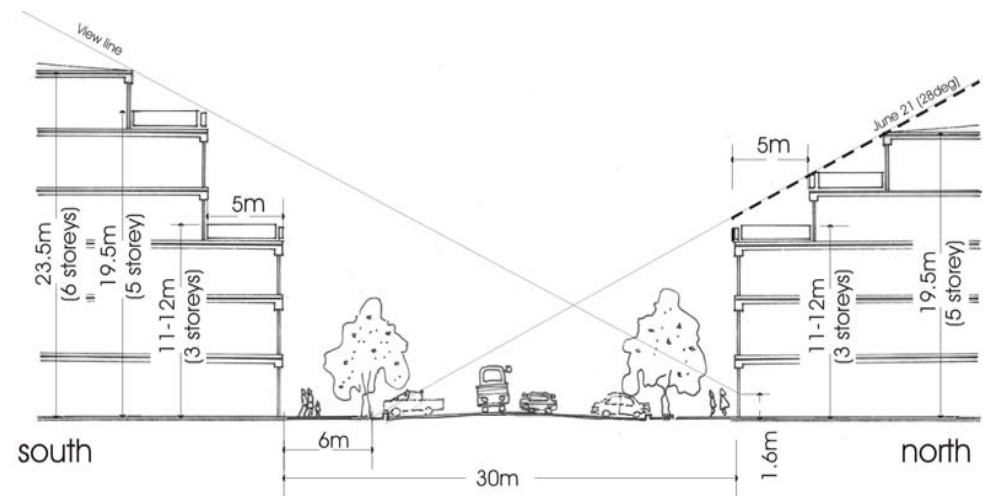
Buildings heights and setbacks above the streetwall for each sub-precinct:

Sub-precinct 2a

- The maximum overall building height should not exceed 23.5 metres or six (6) storeys whichever is lesser.
- Above the streetwall and up to a height of 19.5 metres (levels four and five) the building must be set back a minimum of 5 metres from the street frontage. This setback may be reduced where the requirements detailed in Section 5 are met.
- Any level above 19.5 metres (level six) must be set back so that it is not visible when viewed from the street frontage of the site/s directly opposite on the other side of the street, at an eye level of 1.6 metres above the footpath level.

Sub-precinct 2b

- The maximum overall height should not exceed 19.5 metres or five (5) storeys).
- Above the streetwall and up to a height of 19.5 metres (levels four and five) the building must be set back a minimum of 200mm for every 100mm in height. This represents a plane at a pitch of 27°.

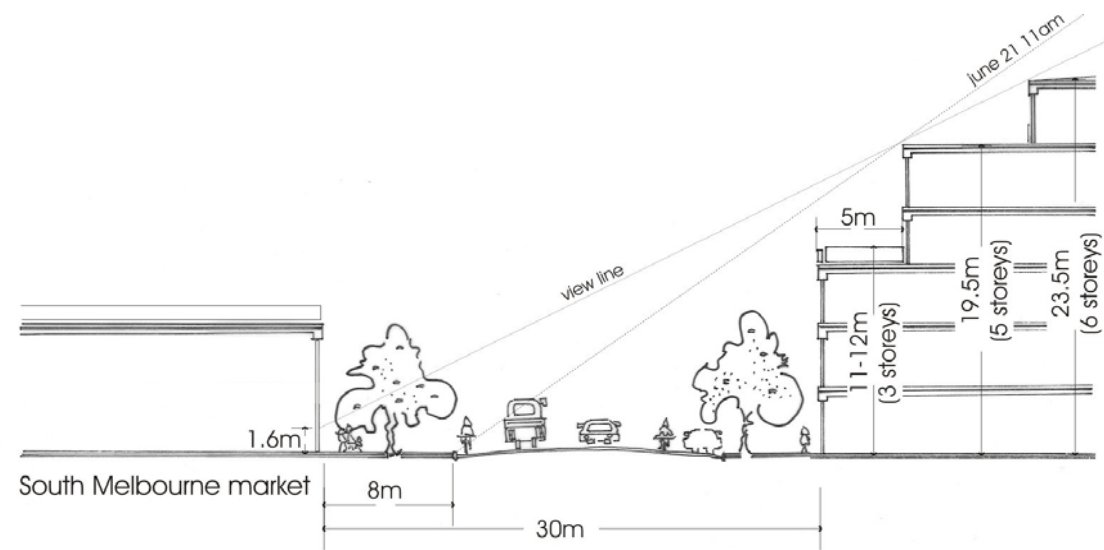


Typical section, sub-precinct 2a

Typical section, sub-precinct 2b

Sub-precinct 2c

- The maximum overall height should not exceed 23.5 metres or six (6) storeys whichever is the lesser.
- Above the streetwall and up to a height of 19.5 metres (levels four and five) the building must be set back a minimum of 5 metres from the street frontage. This setback applies to both the York Street and Cecil Street frontages.
- Any level above 19.5 metres (level six) must be set back so that it is not visible when viewed from the street frontage of the site/s directly opposite on the other side of the street, at an eye level of 1.6 metres above the footpath level.



Section through Cecil Street opposite the Market

7.2 Precinct 3: Clarendon Street – Northern Mixed Activity Edge (DDO8-3)

The northern section of Clarendon Street is a transitional area between the Victorian era shopping centre to the south of York Street and the edge of the CAD to the north of the Westgate Freeway.

Currently there is a mixture of modern offices and showrooms, converted industrial buildings, ground level retail, corner pubs and cafes. Residential or small offices are located above some of the shops. The Structure Plan proposes that the role of this precinct is expanded to accommodate larger scale retail premises and that the opportunities for residential accommodation on upper levels are realised.

Clarendon Street carries the highest volume of traffic in SMC. It is also the principal pedestrian spine, providing a connection between Albert Park and Spencer Street. Council is currently undertaking projects to assist pedestrian movement and improve tram travel times. This includes the installation of hook turns, kerb extensions and pedestrian information signage.

In addition to a high level of pedestrian movement, the cafes and outdoor dining on the eastern side of the road add to the activity of this part of Clarendon Street. These cafes enjoy the sun in the afternoon, as does the western side of the street in the morning.

Building heights range from 2 to 4 storeys. The Victorian era shopfronts on the eastern side of the street are included in the Heritage Overlay. Clarendon Street is 30 metres wide with 6 metre wide footpaths, typical of the main streets of SMC.

There is a range of lot sizes in this precinct. The western side of Clarendon Street comprises larger blocks with frontages up to 50m. On the eastern side near the freeway there are frontages up to 20m, while south of Market Street are mostly 6.5m shopfronts.

Vehicular access to nearly all sites is provided from laneways. In this area, laneways are used for service or access rather than pedestrian permeability.

Regular planting provides continuity in the streetscape, a sense of enclosure and shade for pedestrians.

Some shops have verandas, however this is not as strong a streetscape element as it is south of York Street.

Preferred character

- The Northern Mixed Activity Edge will be a vibrant and active pedestrian environment.
- Well designed new buildings, the public realm and street planting will support the retail and business role of this section of Clarendon Street, and provide an attractive gateway into the municipality.
- The scale and design of buildings in this precinct will make a visual transition between the Victorian era shopfronts of Clarendon Street and the CAD-edge development to the north of the Freeway.

Design objectives

- To enhance the pedestrian experience of this part of Clarendon Street as a major pedestrian thoroughfare within SMC through the design of building frontages and the public realm.
- To encourage ground floor design that contributes to interaction with streetscape activity and balconies or terraces at the upper levels that overlook the street.
- To create overall visual consistency and a greater sense of streetscape enclosure with a standard streetwall height of two to three storeys.
- To ensure that new development is designed to complement the scale of heritage buildings in this precinct.
- To ensure that the height and setback of levels above the streetwall retain the sense of sky visibility
- To ensure that new built form does not diminish sunlight access:
 - to the western footpaths (up to the property line) between 10am and 12pm midwinter.
 - to the eastern footpaths (up to the property line) between 2pm and 4pm midwinter.
- To emphasise corner sites through built form, street level activity or planting.
- To realise the development potential of all sites without adversely impacting upon streetscape character or amenity.
- To ensure that large or consolidated sites express the 'fine urban grain' through detailed articulation and varied streetscape frontages.

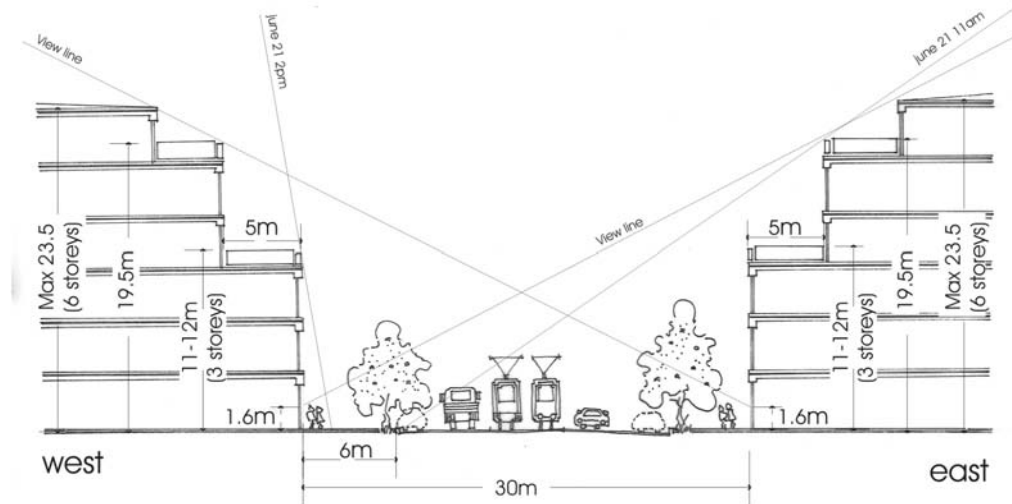
Requirements

General requirements for this precinct:

- Buildings must have a zero setback to the street frontage, except where a public space is created (as per Council's requirements).
- The streetwall parapet height must be a minimum of 8 metres (equivalent of two storeys) and must not exceed 12 metres (equivalent of three storeys).
- Applications for new buildings or additions that increase the height or decrease the setback of the façade must be accompanied by a shadow assessment demonstrating that the solar access objectives for this precinct will be met.
- On corner sites, buildings must address both street frontages with either openings or street level windows.
- The ground floor must be level with the footpath.
- The building façade on sites with a frontage over 10 metres must be well articulated through variations in forms, materials, openings or colours or the inclusion of vertical design elements.
- At least 50% of the ground floor façade should be clear-glazed.
- Side walls visible above adjoining buildings must be articulated to create an attractive façade.
- Additional crossovers or garage doors facing the street are not permitted. All vehicular access is to be provided from the side or rear.

Building heights and setbacks above the streetwall:

- The maximum overall height should not exceed 23.5 metres (equivalent to six storeys) whichever is the lesser.
- Above the streetwall and up to a height of 19.5 metres (levels four and five) the building must be set back a minimum of 5 metres from the street frontage. This setback may be reduced where the requirements detailed in Section 5 are met.
- Any level above 19.5 metres (level six) must be set back so that it is not visible when viewed from the street frontage of the site/s directly opposite on the other side of the street, at an eye level of 1.6 metres above the footpath level.



Typical section, sub-precinct 3

7.3 Precinct 6: South Melbourne Market (DDO8-6)

The South Melbourne Market Precinct comprises three main areas: the Market buildings covering the bulk of the site, and the western portions of the site currently occupied by the Coventry Street Child Care Centre and the York Street car park.

The South Melbourne Market performs a vital retail and social role for the SMC area. A significant (\$5M) investment is currently being made to bring the existing Market facilities up to contemporary standards. This project will focus mostly on improvements to its internal operation. An extension of that program would see the enhancement of the public realm with footpath widening to create casual outdoor space for market patrons. A further capital works program could include removal of the pedestrian ramp and the reconfiguration of the entrance at York and Cecil Streets.

Long term plans for the Market could see improvements to the appearance of the building and its street level presentation. This would dramatically improve the economic performance of the Market for traders and make it a more pleasant space for the people who visit.

The northern side could be opened to the street to make the most of the sunny aspect, reduce the sense of 'bulk' and contribute to the area as a pedestrian oriented space. The southern façade of the Market could be better integrated with the activity of Coventry Street and the South Melbourne light rail stop.

There is potential to create a public plaza in front of the station that gives improved access and visibility to the station and creates a more appropriate arrival space to SMC. This would also see the Market site better linked into the pedestrian routes that are being developed along York, Coventry, Cecil and Market Streets.

In contemplating potential development options over the next 15 years, the Structure Plan notes that the prime purpose of any such development should be to maintain the Market as the dominant land use and presence in this precinct.

The Structure Plan also notes options for development of the western portions of the site. These include upgraded multi-deck parking, new commercial or residential uses or community facilities.

There is potential for the at-grade car park to be redeveloped with a multi-storey development, which could include car parking and residential uses. This would enable the removal of the car park ramp in Coventry Street and a decrease in traffic movements in Coventry Street. With limited traffic, public realm improvements could be initiated to develop the area near the light rail stop as a public space / plaza.

Preferred character

- Investment in the public realm surrounding the Market and its connection to sustainable transport modes will see the retail operation and economic viability continue to improve.
- An active and attractive public realm will enhance the role of the Market as an appealing place to shop or socialise in SMC.
- Long-term plans will see active market frontages to York and Coventry Streets.
- The Market Precinct will profit from its access to tram, light rail and surrounding pedestrian and cycle routes.
- Development of the sites in the western part of the Market Precinct will take advantage of the strategic location adjacent to the South Melbourne light rail stop. Importantly, higher density development (in keeping with the scale of building in the area) will be encouraged alongside these sustainable transport connections.
- Parking access for South Melbourne Market should be from York Street allowing Coventry Street to be further developed as a plaza environment, and facilitating sustainable transport initiatives in Cecil and Coventry Streets.

Design objectives

- To improve the design quality and amenity of the Market's ground level frontages to encourage street life and activity.
- To widen the footpath on Cecil Street to provide more space for pedestrians and more informal public space.
- To investigate the long-term potential to provide active market frontages and new public spaces:
 - on the York Street frontage, to profit from the sunny northern aspect.
 - on Coventry Street frontage to provide an improved sense of connection with the light rail stop.
- To ensure new development is of a scale and form that maintains a pedestrian scale in this precinct.
- To retain sunlight access to the key activity spaces surrounding the Market.
- To improve access to the Market by sustainable transport modes by:
 - establishing the Market Precinct as a pedestrian enclave.
 - improving access to the adjacent light rail stop.
 - providing adequate access and parking for cycles.
- To improve access to the Market for visitor, stallholder and delivery vehicles.
- To ensure that development on the two sites in the western portion of the Market Precinct is complementary to the scale of development to the north and south of the site and provides an acceptable transition in scale to the two storey Market building.
- To reduce the dominance of vehicles by concentrating parking facilities in locations with good, safe access.
- To ensure adequate pedestrian and landscaping linkages are created to integrate the market site with new developments on Cecil Street.

Requirements

- The existing scale of the Market building should be maintained.
 - Sunlight access to the streets surrounding the Market Precinct must be retained.
 - New development must have an active street frontage.
- Development on the two sites in the western part of the precinct:
 - must have a streetwall height of between 8 and 12 metres (between 2 and 3 storeys).
 - The maximum overall building height should not exceed 23.5 metres (equivalent to 6 storeys).
 - must be set back above the York Street streetwall and up to a height of 19.5 metres a minimum of 5 metres from the street frontage. This setback may be reduced where the requirements detailed in Section 5 are met.
 - must be set back above the Coventry Street streetwall and up to a height of 19.5 metres a minimum of 200mm for every 100mm in height. (This represents a plane at a pitch of 27°.)
 - must be set back above a height of 19.5 metres (level 6) so that it is not visible when viewed from the street frontage of the site directly opposite on the other side of the street, at an eye level of 1.6 metres above the footpath level.

7.4 **Precinct 7: Eastern Business**

(DDO8-7)

The Eastern Business Precinct has an eclectic urban character. This reflects the mixture of land uses and the gradual transition from industrial to a broader range of business types.

Light industry and service businesses such as printing firms are housed in utilitarian, 'hard-edge' buildings. There are many small offices in this area, some of which are in converted industrial buildings, as well as larger offices occupying consolidated sites. Isolated groups of Victorian cottages remain, such as those on York Street, which are now used for offices.

The many small lots with frontages between 5-10m create the 'fine urban grain' that is a highly valued part of the precinct's character. The Structure Plan recognises the role these sites play in facilitating small to medium enterprises, which are a vital part of SMC's economy.

Overall there is a low building scale of two storeys. Most buildings have no setback and the hard street edge is an important part of the predominantly industrial character.

The SMC street hierarchy is strongly defined within this precinct, and ranges from laneways to 30m wide streets. The 30m wide streets lack a sense of enclosure and definition due to the low building height and lack of consistency in street planting.

In most streets public realm detailing is sparse and there is a limited amount of pedestrian traffic and street activity.

Along Moray Street the Victorian era pubs define the street corners, and they are important local landmarks in terms of their heritage architecture, prominent scale, and activity. Some street corners have small cafes. Otherwise, there is a limited amount of street activity in this precinct, associated with the offices and businesses. There are many blank or uninviting facades due to the nature of land uses.

Moray Street is a major connection to the CAD and the heavy traffic distinguishes this streetscape. At peak times east-west streets carry a higher volume of traffic feeding into Kings Way. The central median with street planting also helps to define this 30m wide street.

The Structure Plan proposes that pedestrian routes are developed through this area: Moray Street as the main route to the CAD, and Coventry - Dorcas Streets as east-west connections between Clarendon Street and Sturt Street/Southbank. Presently, the public realm is somewhat uninviting to pedestrians and the roundabouts at the corners of Moray Street and Dorcas/Coventry Streets make it difficult to cross the road.

Preferred character for the Eastern Business Precinct

- The Eastern Business Precinct will be an eclectic, vibrant and attractive business area with a mixture of innovative new architecture and traditional industrial buildings.
- The high quality of new architecture, refurbished industrial buildings and the public realm will complement the range of businesses that are attracted to this precinct, including many creative industries.
- The highly valued 'fine urban grain' of the buildings and lot sizes will remain a defining feature of this precinct.
- The variety of streetscapes and spatial experiences within this precinct will be reinforced through the design of buildings, the public realm and planting.

Design objectives

- To foster a new and distinct urban character that complements and reflects the traditional industrial nature of this precinct.
- To ensure that large or consolidated sites express the 'fine urban grain' through detailed articulation and varied streetscape frontages.
- To retain the eclectic mix of building types and functions.
- To create overall visual consistency in the precinct with a standard streetwall height of the equivalent of three storeys.
- To provide the main 30 metre wide streets with a greater sense of enclosure and definition through new built form and planting, while avoiding a canyon effect and retaining the sky visibility. This also includes the section of Eastern Road between Bank and Dorcas Street that is a key movement route.
- To realise the development potential of all sites without adversely impacting upon streetscape character or amenity.
- To emphasise corner sites through built form and / or activity.
- To encourage ground floor design that contributes to interaction with streetscape activity.
- To enhance the pedestrian experience and street activity through the design of building frontages and the public realm.
- To emphasise Moray Street as the principal street of this precinct through public realm treatment and planting.
- To maintain sunlight access to residential properties on the southern side of Bank Street, from the property frontage.

Requirements

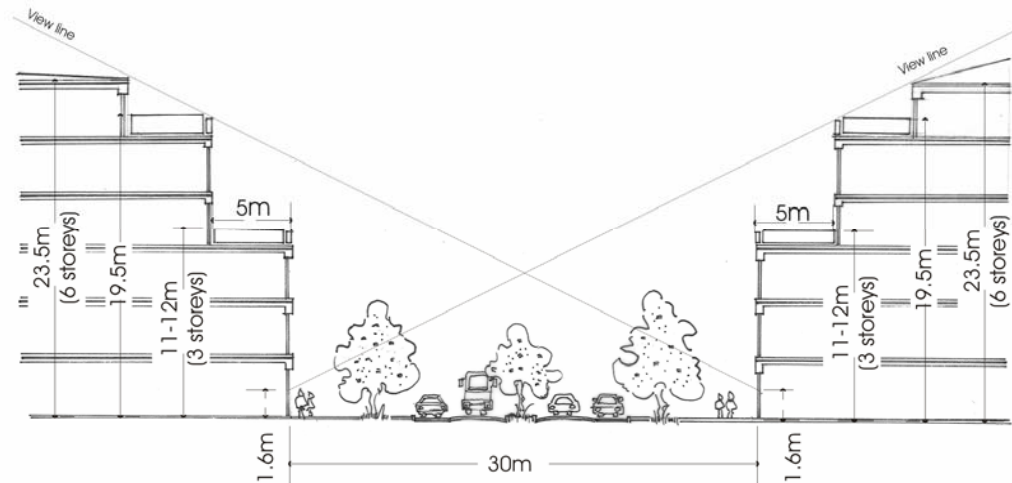
General requirements for this precinct:

- The streetwall parapet height must be a minimum of 11 metres and must not exceed 12 metres.
- The building façade on sites with a frontage over 10 metres must be well articulated through variations in forms, materials, openings or colours or the inclusion of vertical design elements.
- The ground floor level must not be more than 0.75 metres above the footpath level.
- At least 25% of the ground floor façade should be clear-glazed.
- Side walls visible above adjoining buildings must be articulated to create an attractive façade.
- On corner sites, buildings must address both street frontages with either openings or street level windows.
- Where garage doors are facing the street they must be integrated with the design of the façade.
- Additional crossovers are only permitted where the site frontage is over 30 metres. In this case only a single crossover is permitted per site.

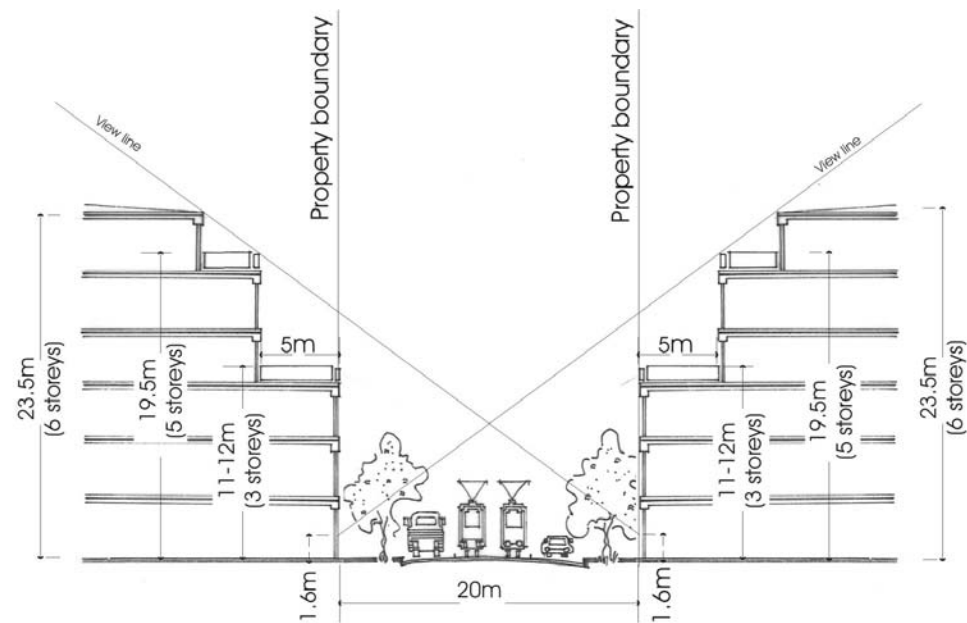
Buildings heights and setbacks above the streetwall are set out as follows:

Sub-precinct 7a

- The maximum overall height should not exceed 23.5 metres or six storeys, whichever is the lesser.
- Above the streetwall and up to a height of 19.5 metres (levels four and five) the building must be set back a minimum of 5 metres from the street frontage. This setback may be reduced where the requirements detailed in Section 5 are met.
- Any level above 19.5 metres (level six) must be set back so that it is not visible when viewed from the street frontage of the site/s directly opposite on the other side of the street, at an eye level of 1.6 metres above the footpath level.
- Where the street wall height is less than 10 metres both levels 5 and 6 must be set back so that they are not visible when viewed from the street frontage of the site/s directly opposite on the other side of the street, at an eye level of 1.6 metres above the footpath level.



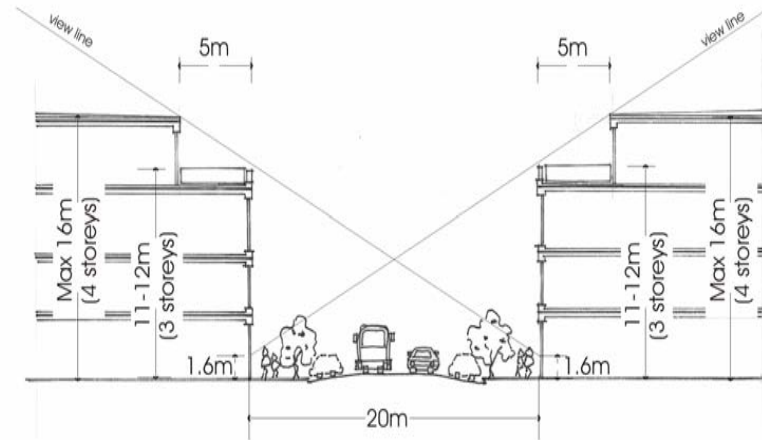
Typical section, sub-precinct 7a



Eastern Road section – between Bank and Dorcas Streets

Sub-precinct 7b

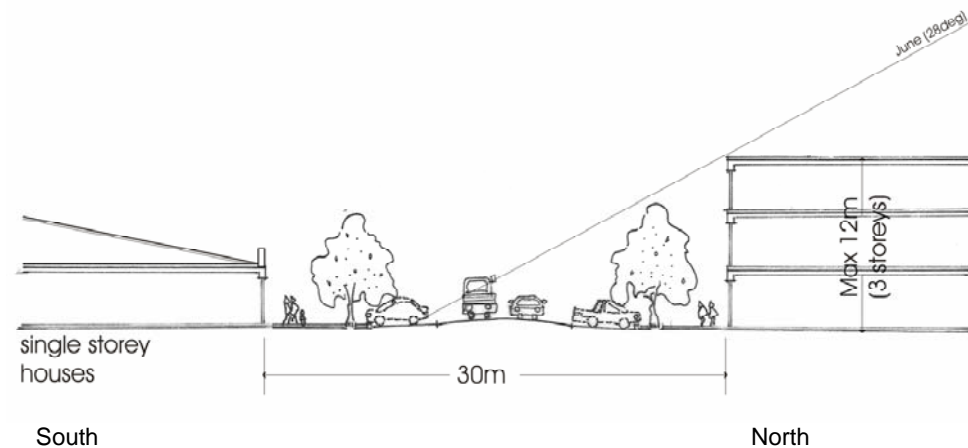
- The maximum overall height should not exceed 15.5 metres or four (4) storeys whichever is the lesser.
- Above the streetwall the building must be setback a minimum of 5 metres from the street frontage. This setback may be reduced where the requirements detailed in Section 5 are met.



Typical section, sub-precinct 7b

Sub-precinct 7c

- Buildings should not exceed 12 metres in height (equivalent of three storeys).
- New buildings on the north side of Bank Street must maintain the midwinter sunlight access to the footpaths on the southern side of the street. The entire width of these footpaths must have sunlight access, up to the property frontages, between 11am and 2pm, 21 June.



Bank Street section, sub-precinct 7c

7.5 Precinct 8: Western Business (DDO8-8)

This part of SMC is characterised by large scale industrial buildings and wide streets with little amenity. This creates a feeling of openness and sparseness.

There is a limited amount of street activity which, aside from one corner pub, is mostly associated with the offices and businesses. There are many blank or uninviting facades due to the nature of the land uses.

However, the Red Bears proposal on the southeast corner of Market and Cecil Streets will draw pedestrians to the area and generate street activity with the proposed ground floor retail and cafes. The one-way traffic system also contributes to the low level of street activity here, and this will potentially be converted back to two-way as a part of the Red Bears development.

Buildings are up to four storeys in height and uses range from large scale industrial, warehouse or showrooms to small workshops. On Market Street near Ferrars Street are small Victorian cottages that are still in residential use.

Part of the Western Business Precinct is included in the City Road Industrial Area Heritage Overlay. A key development site is the Spotlight building on the corner of Cecil and Market Streets, which is a converted brick warehouse.

The street trees and grassed nature strips in Market Street, west of Cecil Street significantly soften the hard industrial environment of this precinct.

Access to most sites is from the street frontage. Some sites have on-site surface carparking or basement carparking. There are several laneways running between Market and York Streets that are used only for vehicular access.

Corner emphasis is given in some instances, such as the large Spotlight building and the pub on the corner of Market and Cecil Streets which has seating and planter boxes in the kerb extension.

Preferred character

- New or revitalised buildings and public realm improvements will see the Western Business Precinct become an attractive business area while still retaining its present 'hard edge', industrial feel.
- The high quality of new architecture, refurbished industrial buildings and the public realm will complement the range of businesses, including larger scale offices and showrooms, which are attracted to this precinct.
- The interface of the Western Business Precinct with the Emerging Activity Precinct and the South Melbourne Market will be guided by the sunlight access, activity and streetscape design objectives of these precincts.

Design objectives

- To foster a new and distinct urban character that complements and reflects the traditional industrial nature of this precinct.
- To ensure that the facades of large sites are well articulated so that they create varied streetscape frontages.
- To retain the eclectic mix of building types and functions.
- To create overall visual consistency in the precinct with a standard streetwall height the equivalent of three storeys.
- To provide the main 30 metre wide streets with a greater sense of enclosure and definition through new built form and planting, while avoiding a canyon effect and retaining the sky visibility.
- To realise the development potential of large sites without adversely impacting upon streetscape character or amenity.
- To emphasise corner sites through built form or activity.
- To encourage ground floor design that contributes to interaction with streetscape activity.
- To ensure that the new development respects the scale of the heritage buildings on City Road.
- To enhance the pedestrian experience and street activity through the design of building frontages and the public realm. This is of particular relevance along Market and York Streets at the interface with the Emerging Activity Precinct and the South Melbourne Market, respectively.
- To ensure that buildings on the northern side of Market and York Streets within the Western Business Precinct maintain the midwinter sunlight access to the footpaths of on the southern side of these streets. The entire width of these footpaths should have sunlight access, up to the property frontages, between 11am and 2pm midwinter.

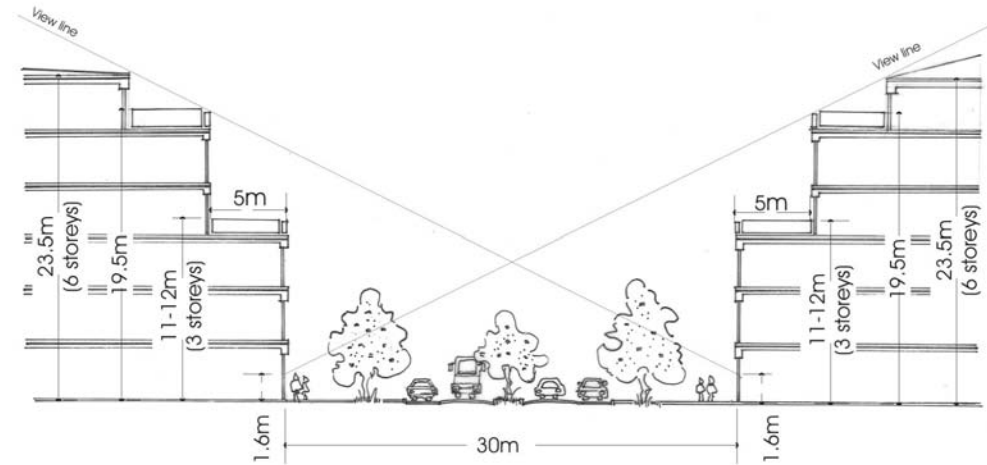
Requirements

General requirements for this precinct:

- Buildings must have a zero setback to the street frontage, except where a public space is created (as per Council's requirements).
- On corner sites, buildings must address both street frontages with either openings or street level windows.
- The streetwall should be built to side boundaries.
- The ground floor level must not be more than 0.75 metres above the footpath level.
- The building façade on sites with a frontage over 10 metres must be well articulated through variations in forms, materials, openings or colours or the inclusion of vertical design elements.
- Side walls visible above adjoining buildings must be articulated to create an attractive façade.
- At least 25% of the ground floor façade should be clear-glazed, except where this unreasonably constrains vehicular access.
- Additional crossovers on to York Street are not permitted. All vehicular access is to be provided from the side or rear.
- New garage doors to existing crossovers must be integrated with the design of the façade.

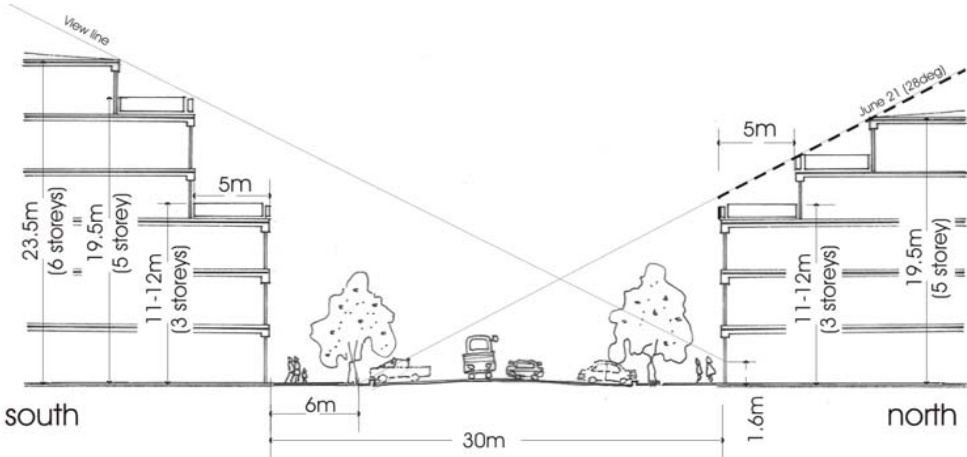
Buildings heights and setbacks for each sub-precinct:*Sub-precinct 8a*

- The streetwall parapet height must be a minimum of 8 metres and must not exceed 12 metres (between 2 and 3 storeys).
- The maximum overall height should not exceed 23.5 metres (equivalent to six storeys).
- Above the streetwall and up to a height of 19.5 metres (levels four and five) the building must be set back a minimum of 5 metres from the street frontage. This setback may be reduced where the requirements detailed in Section 5 are met.
- Any level above 19.5 metres (level six) must be set back so that it is not visible when viewed from the street frontage of the site/s directly opposite on the other side of the street, at an eye level of 1.6 metres above the footpath level.

*Typical section, sub-precinct 8a*

Sub-precinct 8b

- The streetwall parapet height must be a minimum of 8 metres and must not exceed 12 metres (between 2 and 3 storeys).
- The maximum overall height should not exceed 23.5 metres (equivalent to six storeys).
- Above the streetwall and up to a height of 19.5 metres (levels four and five) the building must be set back a minimum of 5 metres from street frontage.
- Any level above 19.5 metres (level six) must be set back so that it is not visible when viewed from the street frontage of the site/s directly opposite on the other side of the street, at an eye level of 1.6 metres above the footpath level.
- Where the street wall height is less than 10 metres both levels 5 and 6 must be set back so that they are not visible when viewed from the street frontage of the site/s directly opposite on the other side of the street, at eye level of 1.6 metres above the footpath level.



Typical section, sub-precinct 8a

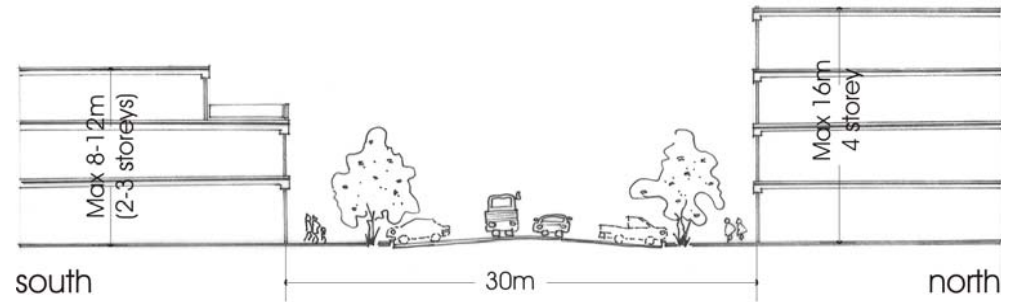
Typical section, sub-precinct 8b

Sub-precinct 8c

- The streetwall parapet height of new buildings must not exceed the parapet height of the adjoining site (or 10 metres, whichever is the greater).
- The maximum overall height should not exceed 12 metres (equivalent of three storeys). That part of the building above the street wall must be set back at least 5 metres from the street frontage.

Sub-precinct 8d

- There are no maximum height limits for buildings on this site / precinct.
- The overall development must achieve design excellence.



Typical section, sub-precinct 8c

Typical section, sub-precinct 8d

7.6 Precinct 9: Kings Way Mixed Use

(DDO8-9)

Kings Way is dominated by heavy traffic, being one of the principal access points to the CAD and to the north and west of the city. The urban character of Kings Way is distinct and unrelated to the rest of the SMC area due to its role as a regional thoroughfare.

Buildings are mostly of a large scale and there is little consistency in design. There is a range of building types, most of which have been developed in the last 20 years. No. 222 is the only high-rise tower at 15 storeys. Other buildings adopt a low-rise block form. There are no heritage buildings on Kings Way.

Land uses along Kings Way comprise a mix of commercial use at the ground floor, such as car dealerships or showrooms, and offices on the upper levels. The Structure Plan proposes that Kings Way is rezoned to Mixed Use and that the large scale commercial uses continue at the ground floor, with residential or office above. It is also a potential location for restricted retailing.

The width of Kings Way is 45 metres. This includes eight lanes of traffic and the tram in the central reservation, north of Park Street. The footpaths within the City of Port Phillip range from 2.8 metres to 4.5 metres wide.

Due to the heavy traffic, relatively narrow footpaths and buildings that make little connection with the street, pedestrian amenity is extremely poor and there is no street activity. Kings Way is difficult for pedestrians to cross and this creates a significant barrier to pedestrian links between SMC and Southbank.

Lot sizes are generally large, with frontages up to 80 metres. South of Bank Street lot sizes are considerably smaller, reflecting the urban pattern in that street block of 4 metre frontages. Most buildings have a frontage setback.

Design and development controls for the eastern side of Kings Way (within the City of Melbourne) currently stipulate a maximum height ranging from 8 to 11 storeys.

Access to sites is from side streets, laneways and Kings Way. Many sites have on-site surface or basement car parking.

Preferred character

- Kings Way will become an attractive transitional space between the CAD and the City Port Phillip, reflecting its status as a regional thoroughfare.
- The design of buildings and the public realm, new planting and the rationalisation of the various types of transport carried by Kings Way will eventually see it transformed into a major boulevard.
- New buildings and public realm improvements will consolidate Kings Way as an important and attractive location for large-scale commercial development, as well as inner city apartments.
- The pedestrian amenity of Kings Way will be significantly enhanced through the contribution of sensitive building design at street level, public realm improvements and planting.

Design objectives

- To create visual order and consistency in the built form and public realm of both sides of Kings Way.
- To require that new buildings are adequately set back from the street frontage to allow the planting of large canopied trees.
- To ensure that frontage setbacks from Kings Way are attractively landscaped and not used for car parking.
- To ensure that buildings on Kings Way make a positive contribution to the streetscape. This must address large-scale design elements in its role as a major traffic route, and pedestrian scale detail at street level.
- To create a transition in the built form between Kings Way and the interface with the Eastern Business Precinct.
- To ensure that buildings along Kings Way do not reduce sunlight access to nearby residential properties.
- To work with the City of Melbourne to achieve jointly desired urban design outcomes for Kings Way.

Requirements

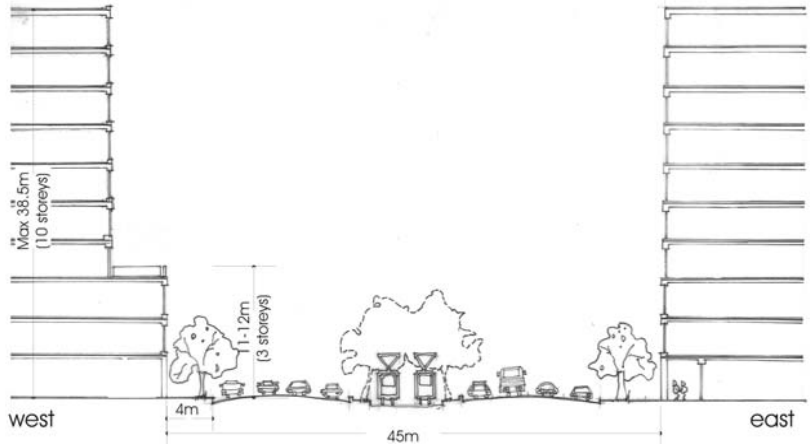
General requirements for this precinct:

- Buildings must be set back from Kings Way 1 metre to allow for the planting of canopied trees along the footpath. This setback will be used by Council as part of the footpath.
- Buildings fronting Kings Way or side streets may have a streetwall height up to 12 metres.
- Above the streetwall height of 12 metres, buildings must be set back from side boundaries and rear boundaries a minimum of 12 metres.
- Above the streetwall height of 12 metres, buildings must be set back from side street frontages a minimum of 12 metres.
- All ground level setbacks from Kings Way or side streets must be landscaped to the satisfaction of Council.
- The ground floor level must not be more than 1 metre above the footpath level or the 1:100 year flood level.
- At least 50% of the ground floor façade should be clear-glazed.
- Side walls visible above adjoining buildings must be articulated to create an attractive façade.
- Sites must be accessed from the side or rear where possible.

Buildings heights and setbacks for each sub-precinct:

Sub-precinct 9a

- Above the streetwall height buildings should have
 - a maximum width of 24 metres (dimension parallel to the Kings Way frontage and including balconies and architectural articulation);
 - a minimum setback of 12 metres from street frontages;
 - a minimum setback of 12 metres from the side and rear site boundaries and
 - a minimum distance of 12 metres to an adjacent tower, either on the same site or an adjacent site.
- Overall building height should not exceed 40 metres (equivalent to 10 storeys).
- There is no minimum front setback above the streetwall. However, clear articulation is required between the streetwall and upper level towers. This may be achieved by setting back or bringing forward the tower form, using a distinctively different façade treatment in terms of colours, materials and openings, or by introducing a dominant horizontal articulation line.



Typical section, sub-precinct 9a

Sub-precinct 9b

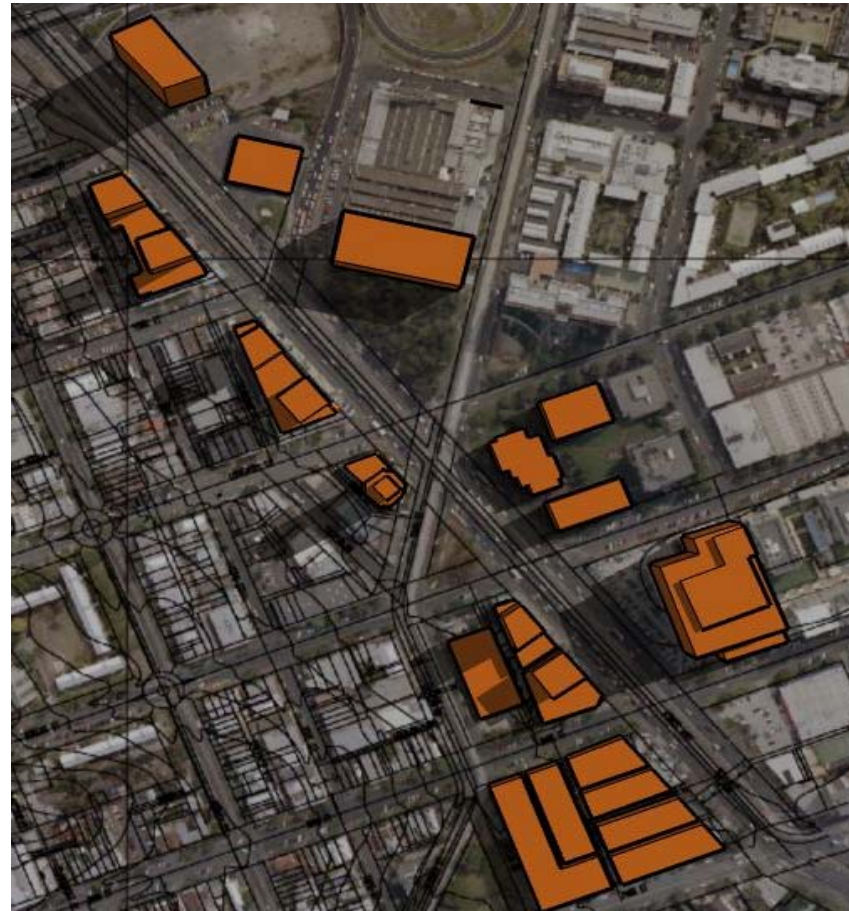
- Buildings may be constructed to the side and rear property boundaries up to a height of 12 metres.
- Overall building height should not exceed 23.5 metres (equivalent to 6 storeys).
- All buildings above 12 metres height should be set back 12 metres from the side and rear boundaries (other than from Eastern Road, Bank Street and Victoria Street).
- Above the street wall, all buildings must be set back a minimum of 5 metres from Eastern Road.
- Above the street wall, all buildings must be set back a minimum of 5 metres from Bank Street (or a greater set back as required so as not to diminish sunlight access to nearby residential properties).
- All buildings above 12 metres in height should be set back a minimum of 6 metres from Victoria Street.
- There is no minimum front setback above the streetwall. However, clear articulation is required between the streetwall and upper level towers. This may be achieved by setting back or bringing forward the tower form, using a distinctively different façade treatment in terms of colours, materials and openings, or by introducing a dominant horizontal articulation line.

Sub-precinct 9c

- Overall building height should be a minimum of 11 metres and should not exceed 12 metres (equivalent to 3 storeys).
- Buildings may be constructed to the side and rear property boundaries provided they do not diminish sunlight access to nearby residential properties.

Sub-precinct 9d

- The street wall height must not exceed 12 metres. This applies to both Dorcas Street and Eastern Road.
- Overall building height should not exceed 31 metres or 8 storeys whichever is the lesser.



Kingsway shadow analysis, 9am at equinox

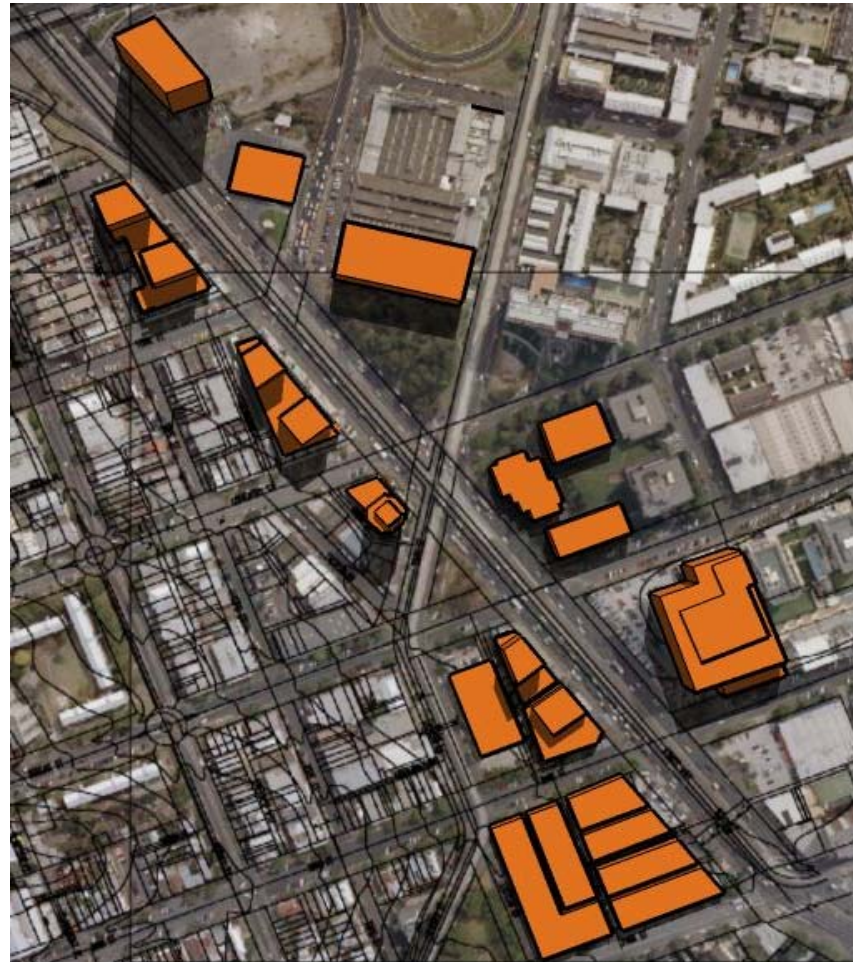
- Above the street wall, and up to a height of 23.5 metres (equivalent to 6 storeys), the building must be set back a minimum of 5 metres from both Dorcas Street and Eastern Road. That part of the building above level 6 must be set back a minimum of 12 metres from these streets.
- All buildings above 12 metres in height should be set back a minimum of 6 metres from Victoria Street.
- Buildings may be constructed to the side and rear boundaries up to a height of 12 metres.
- All buildings above 12 metres in height must be set back a minimum of 12 metres from the side and rear boundaries (other than from Eastern Road, Dorcas Street and Victoria Street)
- Above the street wall height buildings should have:
 - A maximum width of 24 metres (dimension parallel to Dorcas Street /Eastern Road and including balconies and architectural articulation);
 - A minimum distance of 12 metres to an adjacent tower, either on the same site or an adjacent site.
- Clear articulation is required between the street wall and upper level towers. This may be achieved by setting back or bringing forward the tower form, using a distinctively different façade treatment in terms of colours, materials and openings, or by introducing a dominant horizontal articulation line.

Projects and initiatives

The development of a shared and co-ordinated urban design vision for Kings Way with the City of Melbourne and other relevant authorities will assist in reviving this street as a major boulevard.

Continued investigation of the long term possibilities to redesign Kings Way is required, such as:

- tree planting along footpaths when new building setbacks achieve adequate footpath width.
- removal of the tram route to create central median and further opportunities for planting.



Kingsway shadow analysis, 12 midday at equinox

8 Key Sites

The South Melbourne Central Structure Plan identifies a number of strategic sites that have an inherent value to the quality of South Melbourne's character, while at the same time presenting a development opportunity.

These are:

1. Kings Way
2. BOC Gasses
3. Spotlight
4. City Road Wedge
5. Uniting Church
6. Non-heritage sites Bank and Park Streets

These Principles and guidelines have been prepared to assist the owners of the strategic properties to work with Council to develop a built form outcome and preferred use that meets the objectives of the South Melbourne Central Structure Plan and Urban Design Framework.

A site analysis is undertaken for each site or area to determine the existing conditions, the planning controls and policy framework. From this Design and Siting guidelines are identified. They are intended to give direction to the future development of these sites and iterate Council's preferred outcome while leaving opportunity for creative architecture and design outcomes.

The Planning Controls and Policy elements below are common to all the sites unless otherwise specified within the guidelines.

ResCode (if applicable)

The provisions of ResCode are to be followed where applicable.

Car Parking Requirements (for each permitted use)

Car parking is to be provided at ratios set out in the Planning Scheme. Any variation from this should be determined with the consent of Council's Co-ordinator Sustainable Transport.

Heritage Policy

Much of the South Melbourne Central study area lies within HO3 and HO4.

Kings Way, BOC Gasses and the Non-heritage sites in Park Street, three of the identified Key Sites are not covered by Heritage Overlays. The remaining 3 key sites considered in this section are subject to Heritage controls.

Port Phillip's heritage policy discourages demolition of significant and contributory buildings.

Development on other sites within the Heritage Overlay must respect the value and integrity of adjacent heritage buildings and the area.

8.1 Kings Way

1.0 INTRODUCTION

These Urban Design Principles are for the Kings Way precinct, as identified by the South Melbourne Central Structure Plan. The Kings Way precinct is comprised of a number of potential development sites.

2.0 URBAN DESIGN CONTEXT

The subject precinct is located along the Kings Way arterial road, bordered by Park St to the south, Market St and the Westgate Freeway overpass to the north, and Kings Way to the east. The sites interface the tram route 55, which runs along Kings Way, with several stops at intersecting streets. There is no associated car parking. The context is typically hard edged with minimal street landscaping and experiences very high volumes of traffic throughout the day and evening along Kings Way.

Constraints include noise levels along Kings Way along with the impact road traffic has on pedestrians in the area. Large advertising signs located on top of existing structures compromise the urban realm as well as those placed in open car parks between Park St and Bank St.

Site analysis

Views and vistas to and from

Views along Kings Way extend relatively uninterrupted towards the CBD and long views are available to the south. The width of Kings Way allows relatively broad views.

Slope

The precinct is relatively flat with a gentle southerly decline.

Orientation

The site runs in a southeast - northwest direction providing an opportunity to provide good northern aspect to development due to the width of Kings Way.

Public transport

Tram route 55 runs along Kings Way and route 1 crosses it at Sturt Street.

Vehicular access points

Kings Way offers limited potential for direct access, however there are several streets running west from it that can provide access points to sites within the precinct. These include Park St, Bank St, Dorcas St, Coventry St and York St.

Existing movement patterns

Primary traffic movements are north-south along Kings Way. Bicycle lanes exist on some side streets although not on Kings Way. There is little pedestrian movement and it is predominantly in the side streets.

Subdivision pattern

North of Bank Street the sites are generally large, with frontages of up to 80 metres, while south of Bank Street they are generally narrow, typically 4 metres.

Existing buildings

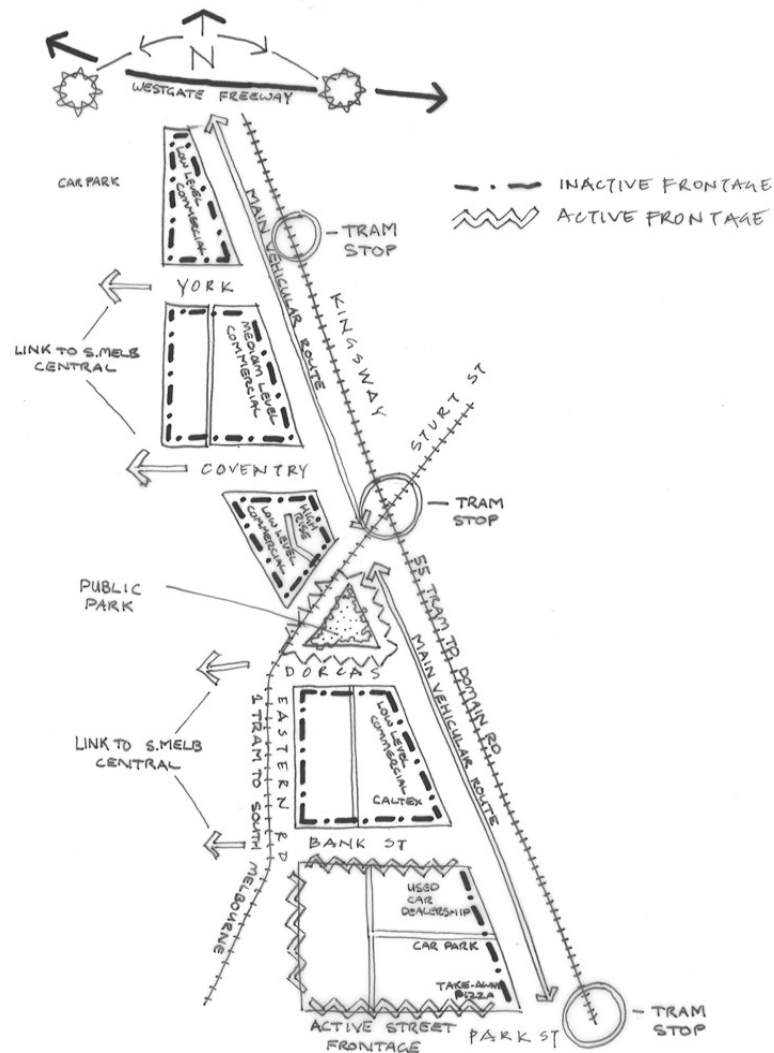
Buildings occupy most sites within the precinct. These include a pizza take-away, car dealerships, a Caltex petrol station, and assorted light industrial and commercial buildings. There is also a nightclub. Some of these buildings are empty.

Streetscape character

Kings Way dominates the character of the precinct through heavy traffic movement. The built form ranges from ground level car parks, to low-rise commercial premises including one high-rise (15-storey) tower. Most buildings present inactive frontages to the street and there is no heritage value and little built form character.

Vegetation

The area has extremely limited landscaping due to the domination of the road reserve by road carriageways and the tram route, and a high level of site cover.



Pedestrian amenity
 Kings Way is an unpleasant walking environment with narrow footpaths enjoying little to no buffering from moving cars. There are limited (though signalised) crossing points with limited pedestrian phases, adversely affecting not only people wishing to cross the road (heading, for instance, for Southbank) but also those wishing to reach a tram stop. However, there are parks both within the precinct adjacent to Sturt Street and diagonally opposite across Kings Way.

3.0 PLANNING CONTROLS FOR KINGS WAY PRECINCT

Zoning and Overlays

Existing:	Proposed (Amendment C52)
<ul style="list-style-type: none"> • Industrial 1 zone • Industrial 3 zone • Business 2 zone • Residential 1 zone 	<p>Mixed Use zone</p>

Overlays: DDO8-9 (proposed), DDO 14 and SBO

The changes to the zoning, along with changes to the Local Planning Policy Framework (LPPF) and the proposed building scale, will direct development along Kings Way to have an active ground floor with more intensive commercial and / or residential above.

It is also proposed to rezone two Residential 1 Zone properties on the corner of Kings Way and Park Street to Mixed Use in order to consolidate the Mixed Use zoning along Kings Way, recognise the existing non-residential use of the corner site and reflect the gateway/ landmark location of these properties on Kings Way.

Design Development Overlay 14

DDO 14 affects the frontages of properties on Kings Way generally between Market and York Streets. It is to ensure the ongoing operation of the City Link Exhaust stack in Sturt Street. One objective is:

- *To ensure that development of land around the City Link exhaust stack does not adversely affect the operation of the stack.*

Design Development Overlay 8-9 (proposed in Am C52)

The proposed Design Objectives of the DDO 8-9 are:

- *To create visual order and consistency in the built form and public realm of both sides of Kings Way.*
- *To require that new buildings are adequately set back from the street frontage to allow the planting of large canopied trees.*
- *To ensure that frontage setbacks from Kings Way are attractively landscaped and not used for car parking.*
- *To ensure that buildings on Kings Way make a positive contribution to the streetscape. This must address large scale design elements in its role as a major traffic route, and pedestrian scale detail at street level.*
- *To create a transition in the built form between Kings Way and the interface with the Eastern Business Precinct.*
- *To ensure that buildings along Kings Way do not reduce sunlight access to nearby residential properties.*

Requirements

- *Buildings must be set back from Kings Way 1 metre to allow for the planting of canopied trees along the footpath. This setback will be used by Council as part of the footpath.*
- *Buildings fronting Kings Way or side streets may have a street wall height up to 12 metres.*
 - *Above the street wall height of 12 metres, buildings must be set back from side boundaries and rear boundaries a minimum of 12 metres.*
- *Above the street wall height of 12 metres, buildings must be set back from side street frontages a minimum of 12 metres.*
- *All ground level setbacks from Kings Way or side streets must be landscaped to the satisfaction of Council.*

- *The ground floor level must not be more than 1 metre above the footpath level.*
- *At least 50% of the ground floor façade should be clear-glazed.*
- *Sites must be accessed from the side or rear where possible.*

Special Building Overlay (SBO)

The purpose of SBO is to identify land in urban areas liable to inundation by overland flows from the urban drainage system as determined by, or in consultation with the floodplain management authority. It is to ensure that development maintains the free passage and temporary storage of floodwaters, minimise flood damage and be compatible with the flood hazard and local drainage conditions without causing any significant rise in flood level or flow velocity.

21.04-04 South Melbourne, Albert Park, Middle Park

In South Melbourne, Albert Park and Middle Park the Council envisages:

St Kilda Road and Kings Way are key ‘gateways’ to the Melbourne CAD from the south eastern suburbs and comprise high quality medium to high rise commercial development that enhance the important metropolitan role of this area as Melbourne’s premier commercial precinct outside the CAD, with ancillary residential development ensuring that the area is vital and active at all times of the day.

21.05-8 Commercial Land Use

In relation to the South Melbourne, Albert Park and Middle Park Neighbourhoods, this statement contains the following:

- *Encourage some limited office development in the Mixed Use zone and in the South Melbourne East Industrial and Commercial area.*

- Ensure that new uses located in the St Kilda Road, Kings Way and Albert Road Commercial and Residential Area will support and enhance the strategic role of the areas:
 - a key location for major office and related commercial development in the municipality, particularly in the Business 5 zone, and
 - location for residential use at a higher density and larger scale than in the established residential areas.

21.05-12 Mixed Use Areas

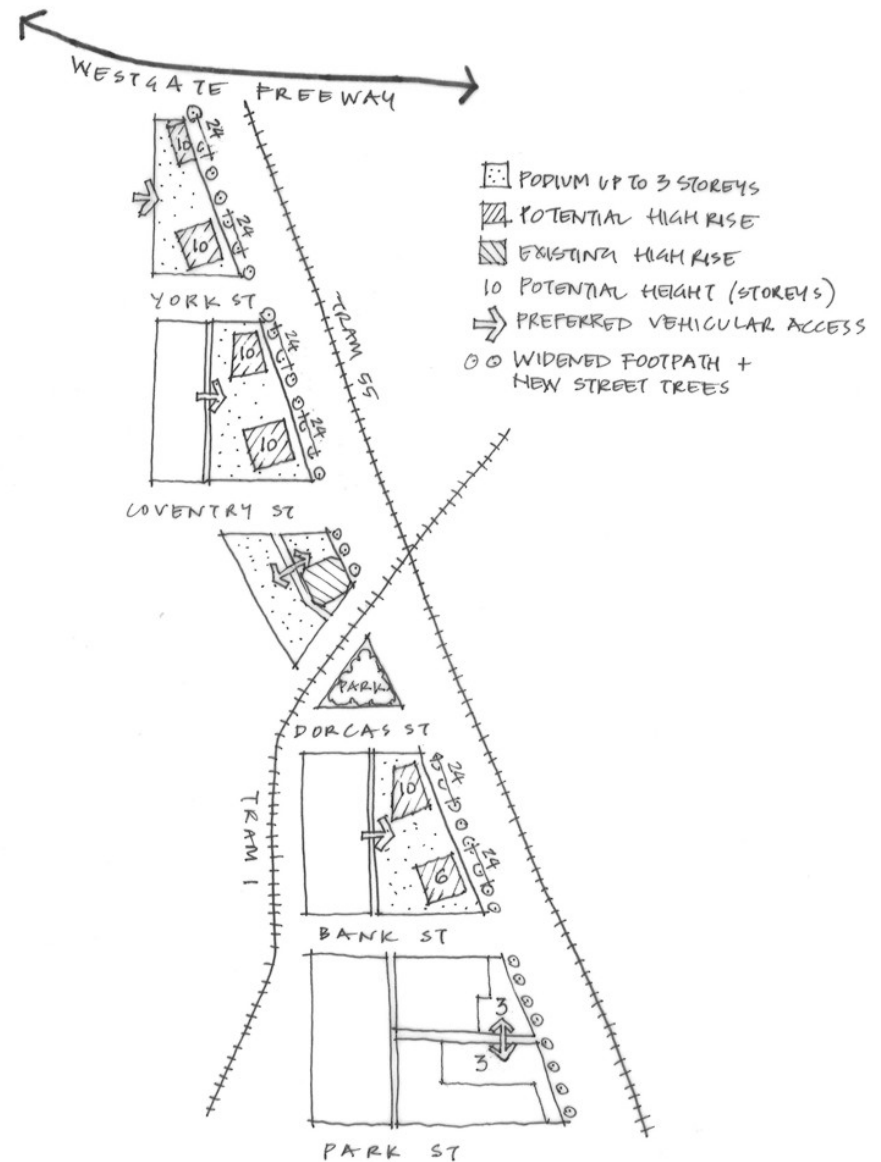
In relation to the Kings Way and Albert Road Commercial and Residential Area, this statement contains the following:

- Support offices, if the site has frontages to Kings Way ...
- **Encourage the use of ground floor frontages in Kings Way ... as convenience shops, food and drink premises, and offices that have a customer service area accessible to the public such as banks, real estate agencies and travel agencies**
- Encourage new commercial and office uses along the Kings Way corridor.

4.0 DESIGN AND SITING GUIDELINES FOR PRECINCT

Building Use and Street Activity

- Encourage mixed-use activity incorporating large-scale commercial uses and restricted retailing at ground floor level with residential or office above, as opposed to current industrial zoning.
- Enhance the public realm along Kings Way through wider footpaths, new street trees and active street frontages for all new developments.
- Encourage removal of advertising sky signage along Kings Way. Reduce signage to a 'walking city' scale compared with the current '60 mile/hour city' scale.



Built form and external articulation

- Develop a 'boulevard' character, providing a positive image while reflecting the status of Kings Way as a regional thoroughfare, and creating a transition space between Southbank and SMC.
- Promote high-rise buildings up to 10 storeys high, reflecting the scale of the street, the relative lack of sensitive neighbours and the scale of buildings permitted across the road, while capitalising on the commercial advantage of Kings Way's high traffic volumes. New high-rise development would also 'absorb' the existing 15-storey tower, lessening its adverse visual impact.
- Step buildings down towards Bank Street to respect the character and amenity (particularly sunlight access) of the residential properties to its south.
- Create a transition in building heights down to the Eastern Business Precinct.
- Require 'podium-tower' development forms with podiums no higher than 3 storeys and 'towers' that are visually distinct from their podiums, no wider than 24 metres and separated from each other by at least 12 metres, to create visual order, maintain continuity with the existing low-rise character, maintain sunlight and sky views between the towers, and ensure good internal amenity.
- Require high quality architecture reflective of the high visibility of the precinct, with particular emphasis on an attractive and interesting street façade to the podium, and an attractive composition of the overall building form.
- Encourage urban art as an integrated component of any built form.

Site movement patterns

- Provide vehicle access from side streets or rear lanes.
- Enhance pedestrian access along and across Kings Way through front setbacks creating a wider footpath and tree planting.
- Retain bluestone paving in laneways, which contribute to the tradition of bluestone laneways within Melbourne.

Sustainable Design Requirements

- Utilise northern aspect for natural light and passive solar gain
- Utilise natural cross ventilation
- Incorporate thermal mass into built form

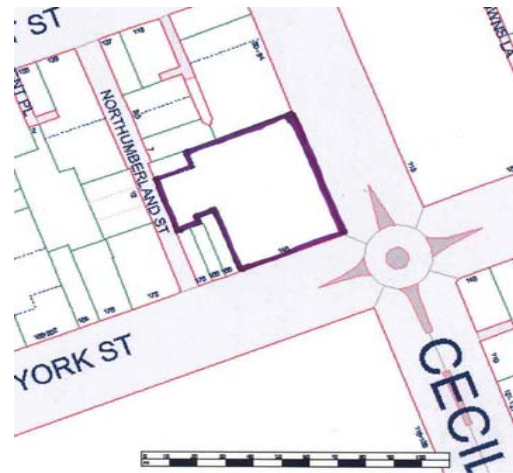
Developments must address the sustainable design requirements of Council.

8.2 BOC Gases Site

1.0 INTRODUCTION

These Urban Design Principles are for the BOC Gas site, located on the corner of Cecil and York Streets, opposite the South Melbourne Market. The site's western boundary faces Northumberland St.

These Guidelines have been prepared to assist the owner of the property to work with Council to develop a built form outcome that meets the objectives of the South Melbourne Central Structure Plan.



2.0 URBAN DESIGN CONTEXT

Site analysis

Views and vistas to and from

The site enjoys a view to Southbank to the north across the Spotlight buildings. The southern edge of the site enjoys a view of South Melbourne market, sight lines to the light-rail to the west and Clarendon St to the east.

Slope

The site slopes slightly from the south-east to the north-west.

Orientation

The site is on the north west corner of an intersection and is roughly square in shape. There is the good solar access to the site during winter from mid-morning.

Vehicular entry points

There are existing vehicular access points from Cecil Street and Northumberland Street.

Existing buildings on the site

There is an existing single story glazed brick industrial building on site the site and various shelter structures and outhouses. The buildings are not considered to have heritage value.



Vegetation

There is no significant existing vegetation on site.

Existing movement patterns

This site is on the outer edge of one of the proposed active pedestrian spines identified in the South Melbourne Central Structure Plan, potentially benefiting from the pedestrian activity between Clarendon Street and the South Melbourne Market.

Movement through the site is currently limited to private use.

Streetscape character: building style, heights, etc.

The streets adjoining the site, Cecil and York, are 30 meters in width, generally with 6m footpaths. The immediate vicinity comprises a number of architectural styles including Victorian, the brick brutalist South Melbourne market and more recent glazed brick commercial buildings.

The building height around the site ranges from single story to about 3 – 4 storeys. The street tree landscape is fairly inconsistent along Cecil Street between York and Market. There is a consistent tree scape located in the centre of the road adjacent to the South Melbourne Market south of the site.

The proposed development for the Red Bears site is a more contemporary development with a height of 7 levels.

Generally in the vicinity of the site there is a consistent hard edge to the street boundary.

The South Melbourne market will have a major influence on the development of the BOC site. The BOC site is located opposite the northern edge of the market, however the active edges of the market are predominantly to the eastern and southern sides. The South Melbourne Central Structure Plan highlights the importance of opening up the north side of the market for permeability and to take advantage of the northern aspect.

3.0 PLANNING CONTROLS

Zoning and Overlays

- Industrial 1 zone currently but Business 1 Zone proposed under Amendment C52
- DDO 8-2b (proposed)

The site is within an area of mixed use and has been identified within the South Melbourne Central Structure Plan as a location for residential growth.

Heritage Policy

While the site has no heritage overlays or heritage significant buildings it is in the vicinity of heritage significant buildings and adjacent to residential buildings that are contributory to neighbourhood character.

ResCode (if applicable)

The provisions of ResCode are to be followed where applicable.

Car Parking Requirements (for each permitted use)

Car parking is to be provided at ratios set out in the Planning Scheme. Any possible variations from this should be determined with the consent of Council's Co-ordinator Sustainable Transport.

4.0 DESIGN AND SITING GUIDELINES

Design Development Overlay 8-2 (proposed in Am C52)

The proposed Design Objectives and Requirements of DDO 8-2 are:

- *To create overall visual consistency and a greater sense of streetscape enclosure with a standard street wall height the equivalent of two to three storeys.*
- *To ensure that new built form on the northern side of York Street retains sunlight access to the southern footpath (up to 6 metres from the property frontage) between 11am and 2pm midwinter.*
- *To ensure the new built form does not adversely impact on sunlight access to the east and west footpaths of Cecil Street adjacent to the South Melbourne Market.*
- *To enhance the pedestrian experience of this part of York Street as a principal pedestrian spine through the design of building frontages and the public realm.*

Requirements

- *The street wall parapet height must be a minimum of 8 metres and must not exceed 12 metres.*
- *The ground floor must be level with the footpath.*
- *At least 50% of the ground floor façade should be clear-glazed.*
- *Additional crossovers on to York Street are not permitted. Vehicular access is to be provided from the side or rear wherever possible.*
- *The maximum overall height should not exceed 19.5 metres (equivalent to five storeys).*

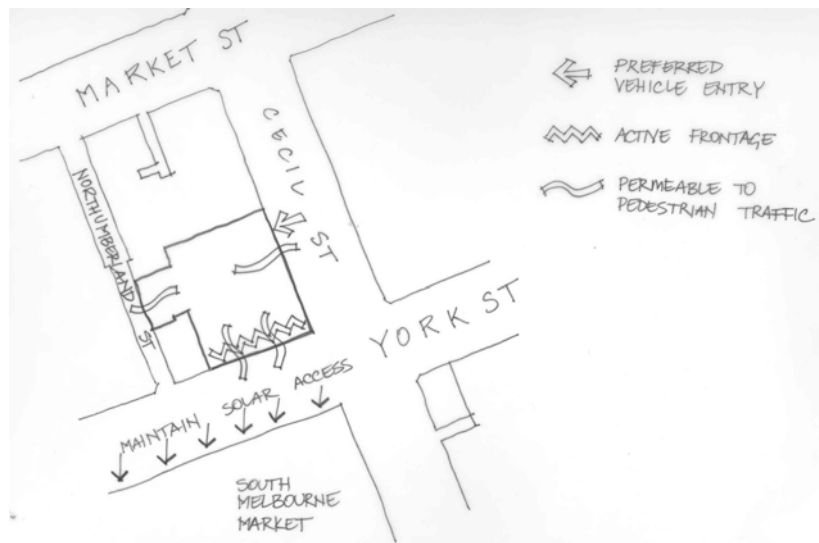
Above the street wall and up to a height of 19.5 metres (levels four and five) the building must be set back a minimum of 200mm for every 100mm in height.

Building Use and Street Activity

- Site boundary to York Street to have an active street interface to compliment the future development of the northern side of the market site.
- Low scale, mixed use development, including cafes and/or shops at ground level with non-residential above would be appropriate, with some upper level residential use.

Built form and external articulation

- Maintain solar access to southern side of street by containing development within the specified building envelope:
 - a maximum street wall height of 12m (3 storeys)
 - above the street wall and up to a height of 19.5 metres, the building must be set back a minimum of 5 metres from the street edge of Your and Cecil Streets.
- Redevelopment may provide for a new public open space and/or people place orientated to South Melbourne Market and must be designed in such a manner as to define the corner of Cecil and York Streets.

**Site movement patterns**

- Vehicle entry to the site must be from Cecil Street.
- Site to be permeable to pedestrian traffic on all street boundaries

Sustainable Design Requirements

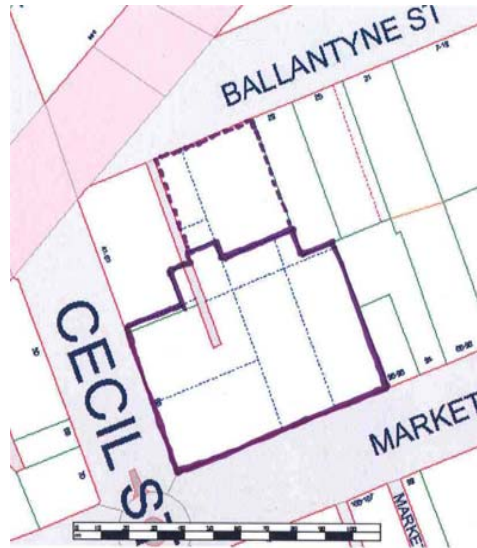
- Solar must be maintained into any public space incorporated into the site between 11am and 2 pm on 21 June.
- Solar access must be maintained to the southern footpath of York Street between 11am and 2pm on 21 June.
- Developments must address the sustainable design requirements of Council.

8.3 Spotlight Site

1.0 INTRODUCTION

These Urban Design Principles are for the 'Spotlight' site, located between Market and Ballantyne Streets to the northern side of the South Melbourne precinct extending to the corner of Cecil Street.

The site comprises 100 Market Street (63 Cecil Street) and 39 Ballantyne Street. Both sites contain existing buildings with heritage significance.



2.0 URBAN DESIGN CONTEXT

Site analysis

Views and vistas to and from

The site enjoys views to the north across the west gate freeway to Southbank. Similarly, there are views of the site from the West Gate freeway. The site enjoys views to South Melbourne market.

Slope

Generally the site slopes from the south east to the north west.

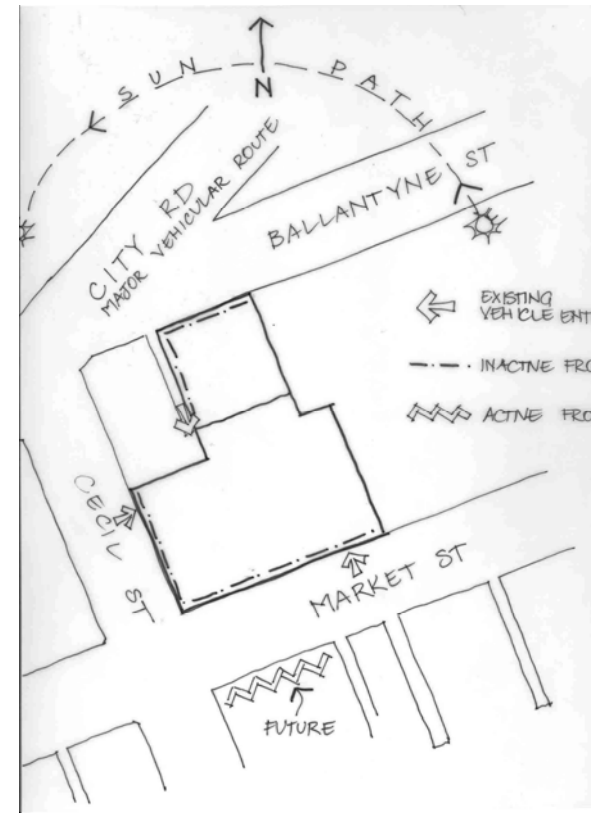
Orientation

The site is oriented to the east west along Market Street and extends to the north to Ballantyne Street.

Vehicular entry points

There are existing vehicle entry points along all sides of the site including: two garage cross-overs from Cecil Street, car park entry from Market

Street and two garage cross-overs from Ballantyne Street. There is also access to the site from a bluestone laneway from Ballantyne Street in the north west corner of the site.



Existing buildings on the site

100 Market Street contains a former factory from the 1940's. Originally known as the Montearth Pipe and Foundry Company, it is more recently known as the 'Spotlight' store.

A stark functionalist design typical of the early 40's, the building comprises 'several tall shed-like structures clad in corrugated galvanized street enveloped along the two street frontages by a

double-storey red brick functionalist-style building with a rectilinear tower at the corner'.

39 Ballantyne Street contains a double story factory / office from the mid 1940's. Known as the K L Ballantyne factory the building is a representative example of inter-war factories that were common in the South Melbourne area. The building comprises 'face clinker brick

construction, with a tripartite composition that comprises a central portion with a longitudinal gabled roof (clad in terracotta tiles) flanked by wings with smaller hipped roofs concealed by parapets’.

Refer to the Port Phillip Heritage Review 2000 Version 6, for more information on these buildings.

Vegetation

There is no significant existing vegetation on site.

Existing movement patterns

Cecil Street experiences a significant flow of traffic with over 5,700 vehicles per day. The site is located adjacent to City Road, which experiences over 24,000 vehicles per day. An existing bus route and bike path travel past the site on Cecil Street.

The site is not adjacent to existing pedestrian spines, and it is not proposed by council to develop pedestrian movement networks in the immediate area.

There is limited public access through the site.

Streetscape character: building style, heights, etc.

The streets adjoining the site, Market, Cecil and Ballantyne, are all 30 meters in width, with 6m footpaths generally. The immediate vicinity generally comprises historical brick industrial buildings, with some more recent brick glazed commercial buildings along Market Street towards Clarendon Street.

The building height around the site ranges from 2 – 3 storey to 4 storeys on City Road. There is a consistent street tree landscape along Cecil Street to the south of Market Street and a reasonably consistent tree scape along Market Street to the East of Cecil Street. There are minimal street trees surviving on Ballantyne Street.

The proposed development for the Red Bears site to the south is a more contemporary 7-storey development.

Generally in the vicinity of the site there is a consistent hard edge to the street boundary.

3.0 PLANNING CONTROLS

Zoning and Overlays

- Business 3 Zone
- DDO 8-8
- HO 4

Heritage

The buildings on this site are identified as Significant in the Port Phillip Heritage Policy Map. Citations have been prepared for both properties.

39 Ballantyne Street is a double storey clinker-brick building of domestic scale and character. It was constructed in 1945 for KL Ballantyne Pty Ltd; produce merchants, who continue to occupy the building.

The Spotlight store at 100 Market Street was built around the early 1940s as the Montearth Pipe and Foundry Company. It is identified as being a substantial complex and although slightly altered, the “*overall form of the building is still readily identifiable as a fine and particularly substantial manifestation of the stark and volumetric Functionalist style, typical of the late 1930s and early 1940s*”.

ResCode (if applicable)

The site has not been identified within the South Melbourne Central Structure Plan as a location for residential growth and the zoning (B3) prohibits residential development other than a caretaker dwelling.

4.0 DESIGN AND SITING GUIDELINES

Design Objectives (from DDO8-8 Western Business District)

- *To foster a new and distinct urban character that complements and reflects the traditional industrial nature of this precinct.*
- *To retain the eclectic mix of building types and functions.*
- *To create overall visual consistency in the precinct with a standard street wall height the equivalent of three storeys.*
- *To provide the main 30 metre wide streets with a greater sense of enclosure and definition through new built form and planting, while avoiding a canyon effect and retaining the sky visibility.*

- To ensure that the new development respects the scale of the heritage buildings on City Road.
- To enhance the pedestrian experience and street activity through the design of building frontages and the public realm. This is of particular relevance along Market and York Streets at the interface with the Emerging Activity Precinct and the South Melbourne Market, respectively.
- To ensure that buildings on the northern side of Market and York Streets within the Western Business Precinct maintain the midwinter sunlight access to the footpaths of on the southern side of these streets. The entire width of these footpaths should have sunlight access, up to the property frontages, between 11am and 2pm midwinter.

Building Use and Street Activity

- Site boundary to Market Street should have an active street interface to compliment the future development of the southern side of Market Street on the Red Bears Site.
- Medium scale, industrial and/or commercial development with office at upper levels.

Built form and external articulation

- The street wall parapet height must be a minimum of 8 metres and must not exceed 12 metres (between 2 and 3 storeys).
- The maximum overall height should not exceed 23.5 metres (equivalent to six storeys).
- The street wall height may be increased by 4 metres (equivalent of one storey) within 15 metres of a street corner.
- Above the street wall and up to a height of 19.5 metres (levels four and five) the building must be set back a minimum ratio of 200mm for every 100mm in height. This setback may be reduced where the Council's requirements are met.
- The part of the building above 19.5 metres must be set back so that it is not visible when viewed from the street frontage of the site/s directly opposite on the other side of the street, at an eye level of 1.6 metres above the footpath level.
- Where the street wall height is less than 10 metres both levels 5 and 6 must be set back so that they are not visible when viewed from the street frontage of the site/s directly opposite on the other side of the street, at an eye level of 1.6 metres above the footpath level.

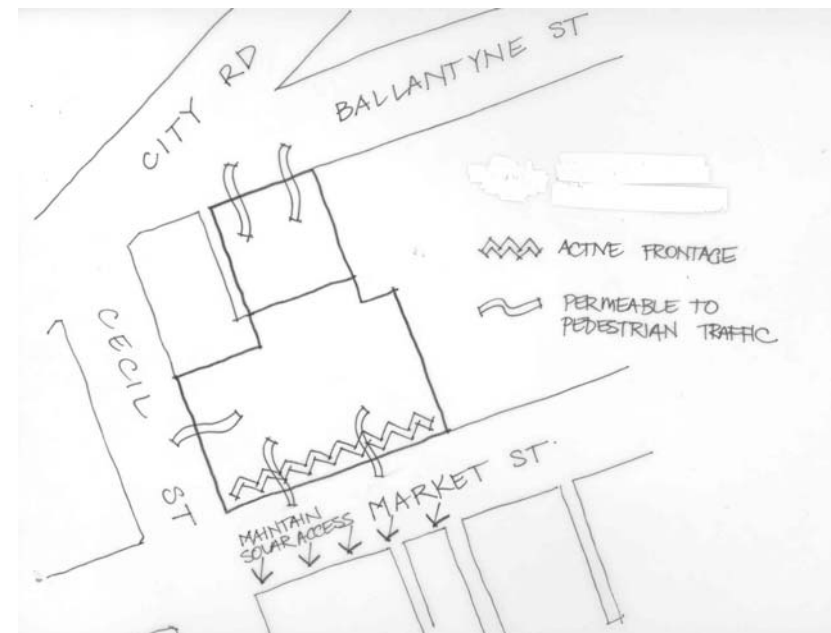
An Urban Design Analysis must accompany any application demonstrating how the proposal meets the design objectives and requirements for this area within the context of the streetscape, the view from the freeway, and for substantial development proposals, within the context of the entire precinct.

Site movement patterns

- Site to be permeable to pedestrian traffic on all street boundaries

Sustainable Design Requirements

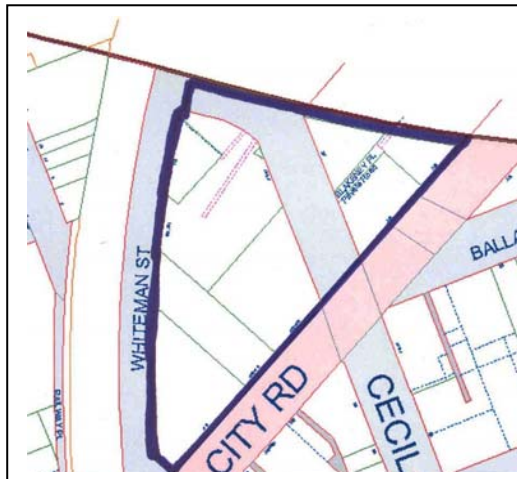
Developments must address the sustainable design requirements of Council.



8.4 City Road Wedge

1.0 INTRODUCTION

These Urban Design Principles are for the City Road Wedge. South Melbourne has been identified as a major activity centre in *Melbourne 2030*.



Cecil Street bisects the “wedge”. The western portion of these sites includes properties at:

- 400-406, 406-410 and 412 City Road
- 127-131 and 115 Whiteman Street
- 10-14 Cecil Street

The eastern portion includes:

- 25 Cecil Street
- 378 and 380 City Road

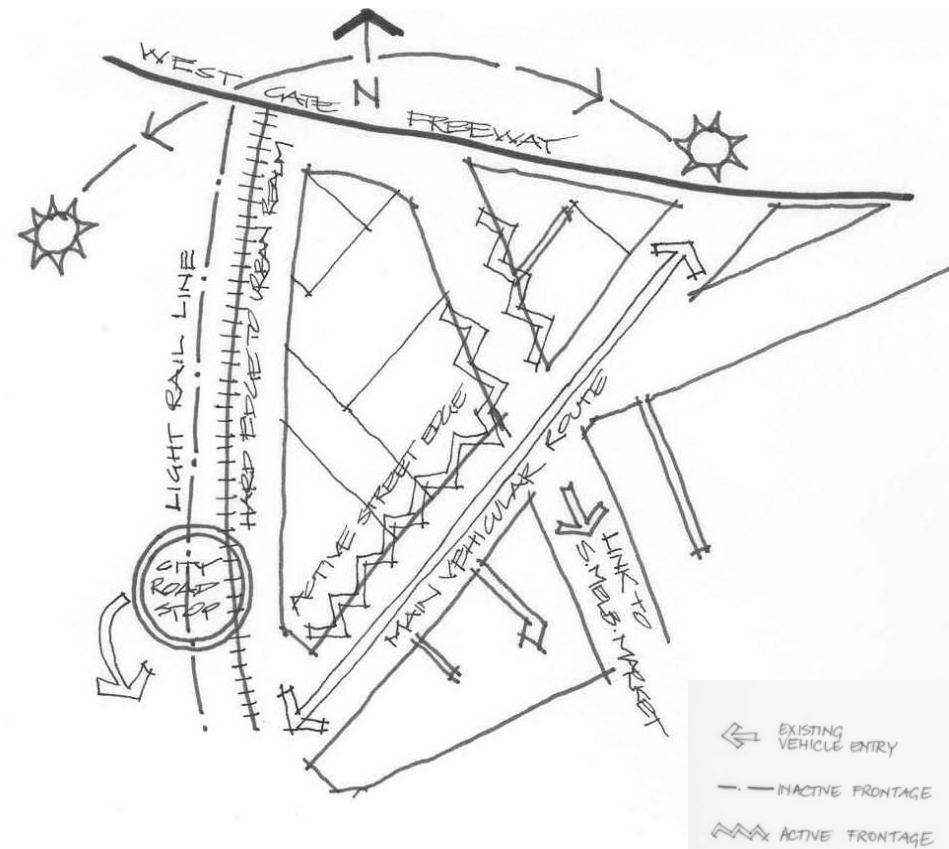
2.0 URBAN DESIGN CONTEXT

Site analysis:

The City Road Wedge area is bordered by City Rd, Whiteman Street and the Westgate Freeway overpass to the north. Cecil Street bisects these sites. Blakeney Place, a private road, services the sites in the eastern portion of this area.

The western portion of the area interfaces with the St Kilda light rail line embankment, City Rd light rail stop with associated car park which abut to the west of Whiteman Street.

The context is typically hard edged with minimal street landscaping and experiences high volumes of traffic along City Rd and the freeway.



Constraints include building clearance requirements to the Westgate freeway overpass that abuts the site at a 5-6 storey height. The urban realm has been compromised by large advertising sky signs erected on factory roofs within the area.

Views and vistas to and from

Views exist towards South Melbourne market along Cecil St while those towards the CBD and Southbank are partly obscured by the Westgate Freeway.

Slope

The site is relatively flat except for the change in topography along the St Kilda light rail line embankment.

Orientation

The subject site runs in a north east – south west direction and has opportunity to maximize the northern aspect.

Vehicular entry points

There are multiple entry points to the sites from Whiteman and Cecil Street and City Road as well as Blakeney Place.

Existing buildings on the site

The existing buildings on site are commercial and light industrial exhibiting heritage merit in part.

Vegetation

The area has limited landscaping with buffer planting to the light rail line and street planting to City Rd.

Existing movement patterns

Primary traffic movements are along City Rd. Bicycle and pedestrian routes are along Cecil or Whiteman Streets.

Streetscape character

The built form ranges from a mix of single storey painted brickwork warehouses up to three and four storey commercial office buildings. There is a high level of visual connectivity associated between the auction houses and City Rd and Whiteman St - enhancing the public realm.

3.0 PLANNING CONTROLS**Zoning and Overlays**

- Existing Mixed Use zone and Industrial 1 zone. It is proposed to rezone the whole precinct to Mixed Use zone.

The rezoning will consolidate the MUZ of this area and reflects the recommendations of the City of Port Phillip Industry and Business Strategy. In conjunction with the proposed preferred height limit, this

will support the potential for increased residential densities in this area of SMC.

- DDO 8-10
- HO 4

Design Objectives

1. *To ensure that the new built form of the City Road Wedge adopts a transitional between the scale of built form in SMC and the Southbank highrise.*
2. *To create visual order and consistency in the built form on both sides of City Road.*
3. *To enhance pedestrian amenity of City Road, Cecil and Whiteman Streets through the contribution of sensitive building design at street level, public realm improvements and planting.*
4. *To encourage retention of significant heritage buildings or heritage facades.*
5. *To encourage adaptive re-use of heritage buildings as appropriate so that they form a unique and valued part of the contemporary urban fabric.*
6. *To ensure site responsive design that takes into consideration the location of the Precinct adjacent to the Freeway and associated amenity issues and required setbacks.*
7. *To encourage urban art as an integrated component of any built form.*
8. *To investigate the opportunity for a freeway acoustic barrier for noise attenuation.*

Requirements

- *The streetwall parapet height must not exceed 16 metres (equivalent to 4 storeys).*
- *The overall maximum height should not exceed 90 metres (equivalent to 25 storeys).*
- *Above the streetwall, buildings must be set back 10 metres from City Road.*
- *Buildings must incorporate the existing significant heritage fabric by way of sensitively including these buildings within the podium level.*

- *Create a transitional hierarchy of built form between the low rise industrial character of South Melbourne Central and the high rise residential to Southbank along Whiteman St.*
- *Buildings must be set back from the Freeway structure in accordance with VicRoads specifications.*
- *An Urban Design Analysis must accompany any application demonstrating how the proposal meets the design objectives and requirements for this area within the context of the streetscape, the view from the freeway, and for substantial development proposals, within the context of the entire precinct.*

Heritage

The entire precinct is in the Heritage Overlay. Six of the buildings are significant and there is one contributory graded heritage building.

Statement of Significance

The South Melbourne City Road Industrial Area occupies industrial land between the Westgate Freeway and the St.Kilda railway bridge over City Road. It is historically important (Criterion A) for its capacity to demonstrate South Melbourne's industrial growth on the low lying land south of the Yarra River during the first four decades of this century. Some of the buildings demonstrate South Melbourne's pre-eminence as a location for Melbourne's leading manufacturing companies during this period. The Area is also of interest for the surviving evidence of the South Melbourne Council's public works associated with the paving and draining of the Area as a necessary pre-cursor to its development. Finally, the survival of the railway bridge and embankment and cable tramway engine house demonstrate the nineteenth century's answer to transport problems, as does the Westgate Freeway demonstrate contemporary solutions.

Port Phillip Heritage Review, 2000 p. 88.

There are individual heritage citations for the buildings within the City Road Wedge.

ResCode (if applicable)

The provisions of ResCode are to be followed where applicable.

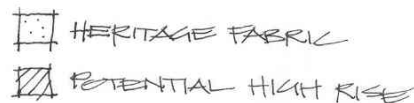
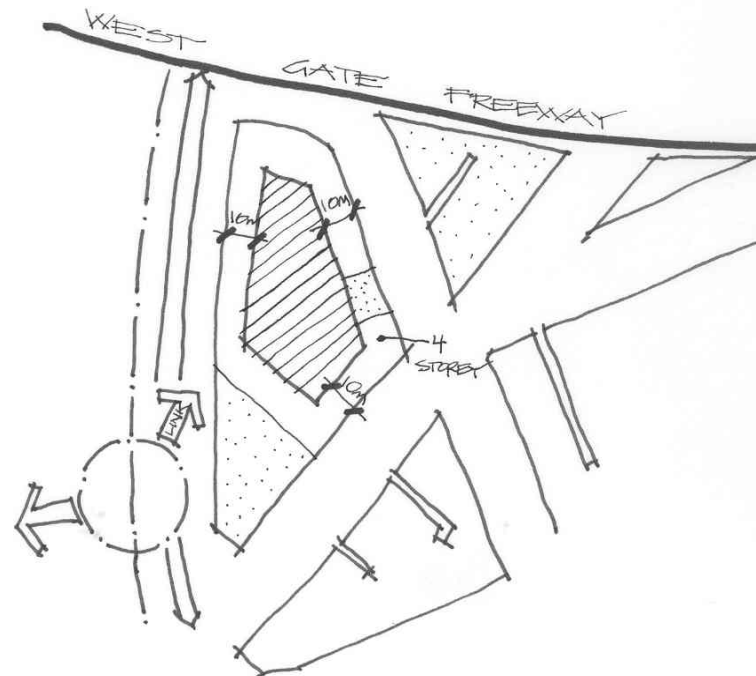
Car Parking Requirements (for each permitted use)

Car parking is to be provided at ratios set out in the Planning Scheme. Any possible variations from this should be determined with the consent of Council's Co-ordinator Sustainable Transport.

4.0 DESIGN AND SITING GUIDELINES

Building Use and Street Activity

- Encourage mixed use activity incorporating restricted retail, residential, commercial and hotel uses.
- Enhance the public realm to Whiteman St through landscaping treatments and footpath access adjacent to the light rail car park and through presenting active uses onto Whiteman Street.
- Retention of heritage buildings to Cecil St, City Rd and Blackeney Place based on research undertaken by Heritage Alliance.
- Encourage removal of advertising sky signage to City Rd and Cecil St.
- Built form and external articulation
- The City Rd, Whiteman and Cecil St precinct presents as an opportunity for further development with medium density residential or office and activated street level activity.
- Create a transitional hierarchy of built form between the low-rise industrial character of South Melbourne Central and the high rise residential to Southbank along Whiteman St.
- The scale of the built form must be site responsive to the demanding context of the adjacent elevated freeway and required setbacks. The design and location of a residential or office tower on this site would need to ensure it is responsive to the context of its proximity to the freeway, noise and potential visual bulk.
- Urban art must be included as an integrated component of any built form. A site responsive approach would be one that is functional and specific to its location.
- Investigate the opportunity for a freeway acoustic barrier for noise attenuation.



- The area is characterized by the use of bluestone paving – especially to Blackeney Place. There is an opportunity to use a similar palette of materials in a more contemporary approach.

Sustainable Design Requirements

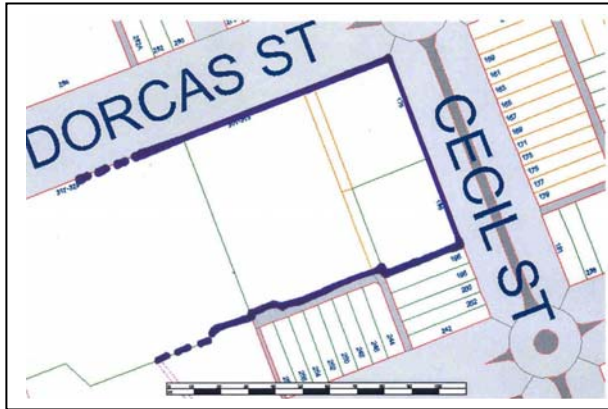
- Utilize northern aspect for natural light and passive solar gain.
- Utilize natural cross ventilation.
- Incorporate thermal mass into the built form.
- Developments must address the sustainable design requirements of Council.

Site movement patterns

- Enhance pedestrian access between the 'City Rd' light rail stop (city bound) and Whiteman St. This would involve an upgrade of the existing ramp, lighting, footpath provisions and signage.
- Encourage a high level of permeability through the site to enhance walkability and access to the light rail station stop.
- Enhance the Cecil St bike path and provide a continuation of the section from Southbank.

8.5 Uniting Church

1.0 INTRODUCTION



These Urban Design Principles are for the Uniting Church site, which comprises the properties 301-315 Dorcas Street, and 176 and 186 Cecil Street, South Melbourne.

Abutting these sites to the west is the property at 317-329 Dorcas Street that is occupied by the historic Uniting Church, a neo-Gothic bluestone structure set in lawns with mature trees, with more recent ancillary buildings. This site is of heritage significance.

2.0 URBAN DESIGN CONTEXT

Site analysis

Views and vistas to and from the site

Views and vistas to and from the site are local. The Dorcas/Cecil Streets corner is a prominent one and the urban form and design of any new building should respond to the high profile nature of the site. From the upper levels of any new development, limited views to the north, including to city buildings, may be able to be obtained.

Slope

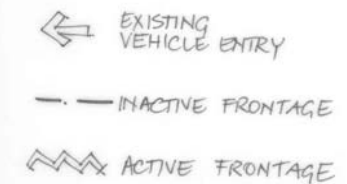
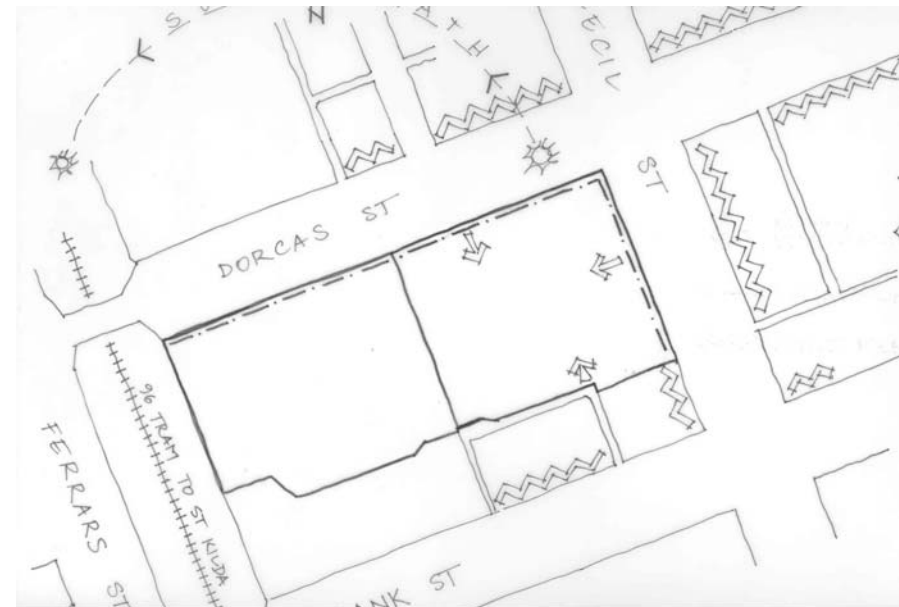
The site slopes to the west, with about a one-metre fall from a high point near the Cecil Street boundary.

Orientation

The site enjoys excellent exposure to the north and to the east due to the wide roads.

Vehicular entry points

There are several existing vehicular entry points to the sites from Cecil and Dorcas Streets as well as rear access via a laneway from Bank Street. Significant parking is provided on site.



Existing buildings on the site

The site has a frontage to the south side of Dorcas Street of about 80 metres and a frontage to Cecil Street of about 73 metres. It has a total area of about 5850 square metres. Residential development abuts the southern boundary.

The part of the site at 301-315 Dorcas Street has a single-story building of little architectural merit as well as open space, currently used for car parking. A laneway abuts part of the southern boundary and this could be used for vehicular or pedestrian access to this part of the overall site.

The part of the site at 176 Cecil Street has recently been cleared of a former petrol station and the contaminated soil has been removed (June 2005).

A three-storey block of walk-up flats occupies the part of the site at 186 Cecil Street. This structure could be demolished as part of any redevelopment.

Vegetation

There are some peppercorn trees on the site that should be assessed for their potential for retention.

Existing movement patterns

Dorcas Street experiences a significant flow of traffic with over 7,500 vehicles per day. The site is located close to Ferrars Street, which carries over 23,700 vehicles per day. The nearest off-street public car parking available in the immediate area is at the South Melbourne market, some 180 metres to the north.

A bus route passes the site on Dorcas Street, and the South Melbourne Central Structure Plan highlights the possibility of a future bike path along Dorcas Street. The site is not adjacent to existing pedestrian spines, however the South Melbourne Central Structure Plan proposed supporting the development of an improved pedestrian spine along Dorcas Street.

Streetscape character: building style, heights, etc.

Both abutting streets are 30 metres wide. Buildings in the area are predominantly two-storey Victorian-era terraces, with some more

recent infill. Setbacks are usually only several metres and many buildings do not have vehicular access

There is street tree planting on nature strips and, in Cecil Street, along a central median.

3.0 PLANNING CONTROLS

Zoning and Overlays

- Residential Zone 1
- HO 3

Heritage

All properties on abutting sites to the south and west are designated as “Significant buildings” in the Port Phillip Heritage Policy Map, but the subject sites have no specific designation.

The Uniting Church site at 317-329 Dorcas Street (abutting the subject site) has an individual Heritage citation (No. 1116).

The site is in an established heritage residential area.

ResCode (if applicable)

The provisions of ResCode are to be followed where applicable.

Car Parking Requirements (for each permitted use)

Car parking is to be provided at ratios set out in the Planning Scheme. Any possible variation from this should be determined with the consent of Council’s Co-ordinator Sustainable Transport.

4.0 DESIGN AND SITING GUIDELINES

Building Use and Street Activity

Future land use must comply with the provisions of the Residential 1 Zone under the Port Phillip Planning Scheme. Residential uses, such as nursing home / aged care facilities, may be appropriate for this site along with more intensive residential development for both private and social housing. Commercial uses are not supported on this site.

Dorcas Street is identified in the Structure Plan as a “Proposed Pedestrian Spine” and any development facing Dorcas Street should actively address this frontage.

Built form and external articulation

While there is no height limit applicable to these sites. The height and massing of any building should respect the predominant height of other buildings in the immediate vicinity. While these are generally of two storeys, a modern equivalent would be three storeys. It is possible that an additional floor could be added, provided it was set back from the primary façade to not read as part of the main structure and that the required number of car spaces was provided on –site.

As with building height, setbacks from street boundaries should reflect the current setbacks in the area. A distance of about 3 metres is proposed as a reasonable minimum.

Depending on the type of residential use of the proposed building, its external articulation, as seen from the surrounding public places, should be one that has a rhythm and scale that is derived from the terrace house idiom.

Setback areas should be used for landscaping or passive private or communal open space, not service yards or car parking. Street boundary fences should be low or transparent (pickets, palisade, or similar).

The landscaped setting of the Uniting Church is a valued aspect of the streetscape, and oblique views from the east to the church and grounds should be respected and retained.

Site movement patterns

Vehicular access to the site should be a minimum distance of 30 metres from the Dorcas and Cecil Streets intersection. The lane off Bank Street could also be used. Basement car parking should not result in visually intrusive holes in the street façade of any buildings. Pedestrian safety and amenity should be considered in terms of vehicular movement into and out of the site.

Design of crossovers should be sympathetic with the design and materials of the existing kerb and channel.

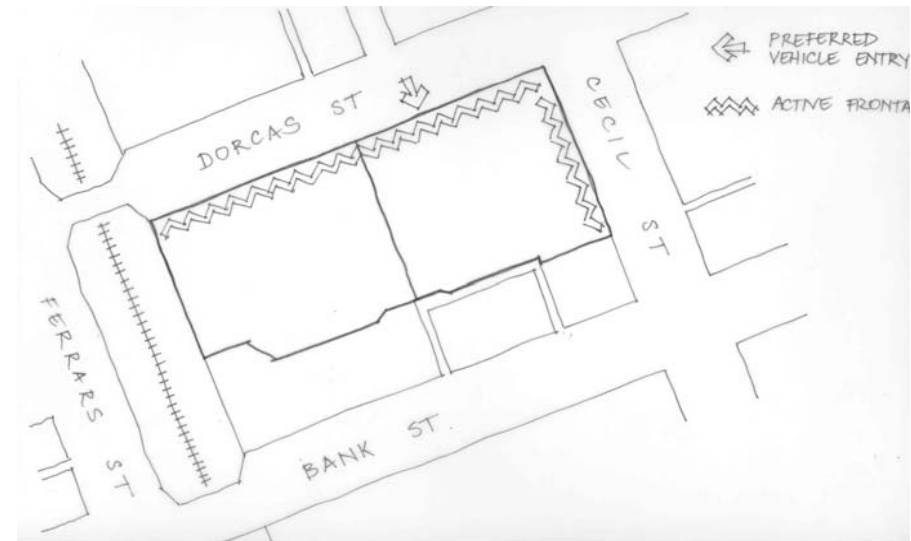
Sustainable Design Requirements

Developments must address the sustainable design requirements of Council.

Development to address:

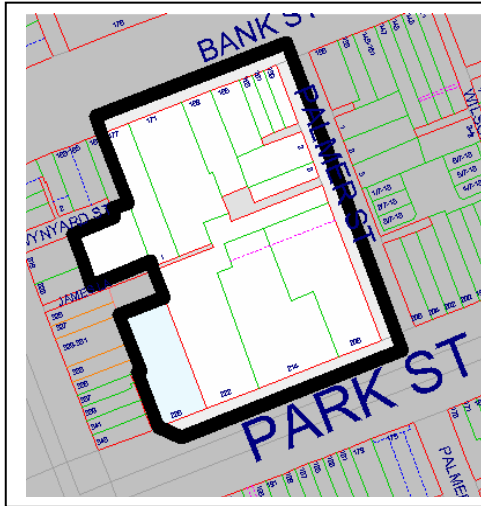
- Utilize northern aspect for natural light and passive solar gain.
- Utilize natural cross ventilation.
- Incorporate thermal mass into the built form.

Off-site impacts, in terms of overshadowing private open space, should be avoided. No additional rainwater should be discharged from the site; indeed, collection of rainwater and its on-site use is strongly encouraged.



8.6 Non-heritage sites between Bank and Park Streets, east of Clarendon Street

1.0 INTRODUCTION



These Urban Design Principles are for the sites between Park Street and Bank Street, to the east of Clarendon Street which are not included in the surrounding heritage overlay.

Sites include:

- 208, 214, 222 and 228 Park Street
- 159, 161, 163, 165, 169, 171 and 177 Bank Street
- 2 and 8 Palmer Street
- 1-7 James Lane

2.0 URBAN DESIGN CONTEXT

Site analysis

Views and vistas to and from the site

There are local views to and from the sites and there is a vista along Bank Street to the Shrine of Remembrance.

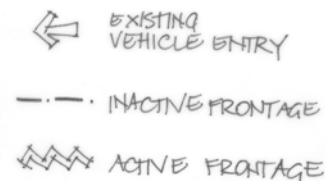
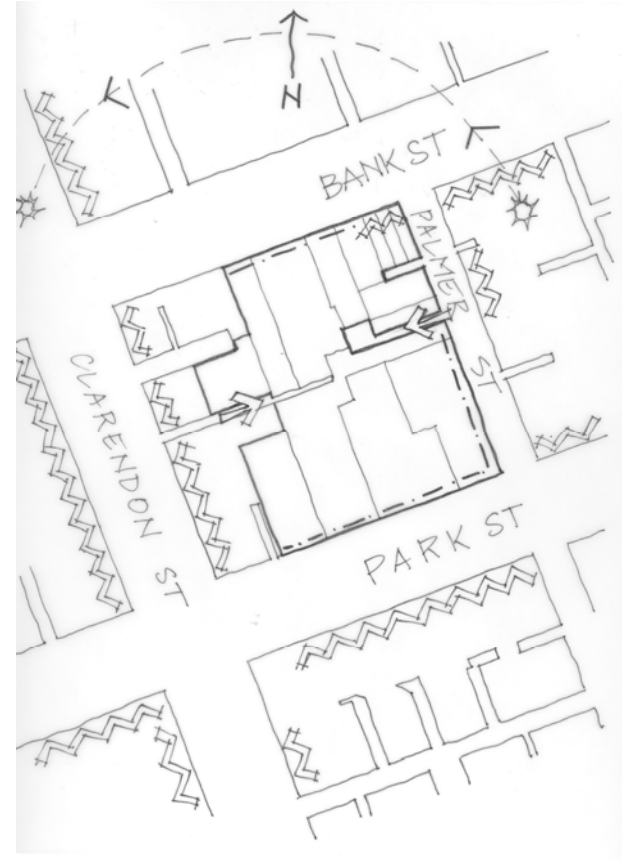
From the upper levels of any new development, limited views to the north, including to city buildings, may be able to be obtained.

Slope

The sites are generally flat with a slight slope to the east. There is about a 2-metre decline along the Park Street frontage.

Orientation

The Bank Street properties have a northern orientation while the large Park Street properties face south. There are 2 residences in this area that face east onto Palmer Street.



Vehicular entry points

There are multiple entry points to the sites in this area mainly from Park and Palmer Streets as well as access to some properties from James Lane and also via a network of small unnamed lanes.

Substantial parking is provided at the rear of 208 Park Street, which is accessed via Palmer Street. There is a Council car park at 228 Park Street accessed from Park Street.

Existing buildings on the site

The sites are substantially built over and generally consist of large commercial buildings. There is also an at-grade Council car park and substantial at grade and undercroft parking to the rear of some properties.

The buildings are largely used for commercial uses with several traditional residences at the east end of Bank Street and along Palmer Street.

Vegetation

There is one large eucalyptus located in the Council car park at 228 Park Street. Palmer Street is planted with street trees and has a small setback on the western side that has been vegetated. Park Street has regular street tree planting.

Existing movement patterns

Park Street carries significant traffic flows. Also the Council car park is accessed from Park Street.

Trams run along Park and Clarendon Streets providing good public transport access to the area.

Streetscape character: building style, heights, etc.

Bank Street is generally 2-3 storeys in height and is predominantly 1960s / 1970s concrete commercial buildings. Three double storey Victorian terraces occupy small sites at the corner of Bank and Palmer Streets.

Palmer Street has some double storey dwellings fronting the street but is predominantly 3+ storey sidages of commercial buildings.

Park Street was redeveloped in the 70s with a very substantial concrete building that is effectively 3-4 storeys in height. On the south side of Park Street is a heritage streetscape of double storey Victorian shopfronts with some infill development.

3.0 PLANNING CONTROLS**Zoning and Overlays**

- Business 2 zone
- DDO8-4

Heritage

This precinct is defined by being the buildings **not** included in a Heritage Overlay. HO3 surrounds this area, which was substantially redeveloped in the 1960-70s.

The Victorian shopfronts on Park and Clarendon Streets nearby are of State heritage significance.

Design Objectives for DDO8-4:

- To create overall visual consistency and a greater sense of streetscape enclosure with a standard street wall height of two to three storeys.
- To ensure that new built form does not diminish sunlight access to the footpaths of Park Street.
- To ensure that within sub-precinct 4a development on the west side of Palmer Street is complementary to, and respects the amenity of, the residential development on the east side of Palmer Street.

4.0 DESIGN AND SITING GUIDELINES

Building Use and Street Activity

These sites are located in the Southern Mixed Activity Edge precinct. The Structure Plan encourages mixed-use development in this precinct, with retail ground level and office or residential above. It also encourages contemporary design forms as long as they are in keeping with the heritage policy.

The Business 2 zoning provides for a variety of commercial office and retail uses as well as residential development. There is substantial opportunity for redevelopment in this precinct for more intensive office and residential uses. These sites are also within the SMC Activity Centre where the Structure Plan aims to achieve a greater density of development, for either residential or office in upper levels.

Built form and external articulation

There is a maximum height limit in this precinct should be 23.5 metres or 6-storeys providing adequate setbacks are maintained. Hard edge street walls up to 9 meters are required except in Palmer Street where the existing setbacks of the street should be matched. This will match the scale of the existing double storey Victorian shopfronts.

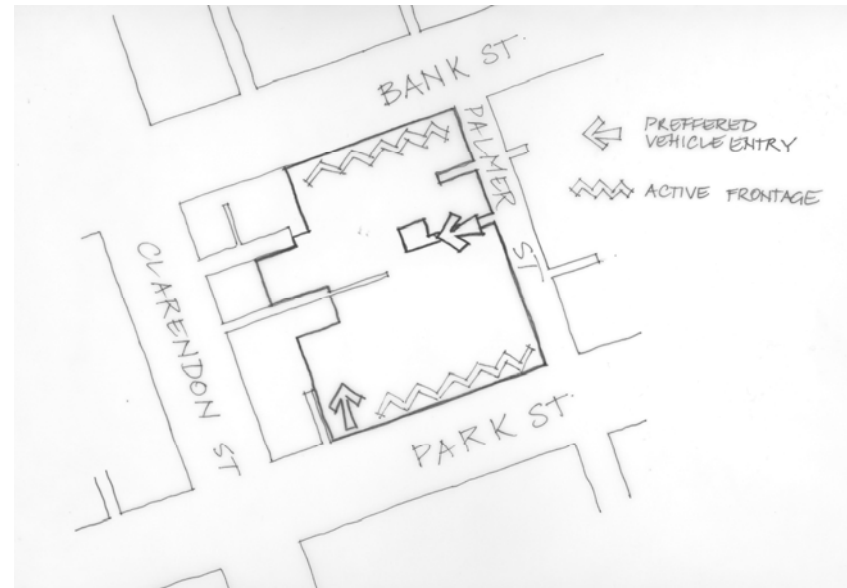
Development at the upper levels should be distinguishable from the podium through the use different façade style, colour, materials or openings. A 10-metre setback at the upper levels is required to give an impression of a separate building form sitting behind the development fronting the street.

Contemporary architecture is encouraged with a well-considered design response being particularly sympathetic to the heritage surrounds of this precinct.

Current “gaps” in the streetscape, such as the Council car park on Park Street, are encouraged to be redeveloped to reinstate the Park Street frontage.

Site movement patterns

A number of laneways permeate this area but generally only provide parking access and don't link to encourage pedestrian permeability between blocks.



Development should provide car parking on site accessed from the rear laneway system with new crossovers onto Park and Bank Streets discouraged. The provision of public car parking on these sites is encouraged to provide a public parking reservoir at the southern edge of the Activity Centre.

Sustainable Design Requirements

Developments must address the sustainable design requirements of Council.

9 Implementation

The SMC Urban Design Framework will be implemented via a number of initiatives:

9.1 Short term actions

- The recommendations of this study will be drafted as a new Design and Development Overlay to be included in the Port Phillip Planning Scheme.
- The Urban Design Framework will be included as a reference document in the Port Phillip Planning Scheme so that the rationale behind the Design and Development Overlays can be clearly seen.
- Appropriate development will be promoted through negotiation with owners / developers of sites.
- Clarendon Street tram stops and intersections will be upgraded to enhance ease and safety of tram access.

9.2 Medium-term actions (to 2006)

- South Melbourne Market will be upgraded.
- Public realm projects arising from the public realm strategy will be implemented.
- An urban design strategy will be developed for Kings Way in conjunction with the City of Melbourne and other relevant authorities.

9.3 Long-term actions (to 2015)

- Market frontages to York, Cecil and Coventry Streets will be opened up.
- The light rail stops will be redeveloped to improve access, visibility, amenity and safety.
- The Kings Way urban design strategy will be implemented.

10 References / Further Information

SOUTH MELBOURNE CENTRAL

South Melbourne Central Structure Plan, City of Port Phillip, 2005.

South Melbourne Central Economic and Employment Analysis, SGS Economics and Planning, 2003.

South Melbourne Central Retail Analysis Final Report, Patrick Partners, 2003.

South Melbourne Central Planning Forum Final Presentation, 21 July 2003, Ecologically Sustainable Development Pty Ltd, 2003.

South Melbourne Central Fact Sheet 1, City of Port Phillip, 2003.

South Melbourne Central Community Feedback Program Brochure, City of Port Phillip, 2003.

South Melbourne Central Fact Sheet 2, City of Port Phillip, 2003.

CITY OF PORT PHILLIP

Corporate Plan Framework 2002 – 2006.

Community Plan 1997 - 2007.

Port Phillip in Profile: Our city's population, neighbourhoods and people, 2003.

Port Phillip Industry and Business Strategy, 2003.

Sustainable Community Progress Indicators, 2003.

Community Hubs Strategy, 2003.

Port Phillip Heritage Review, 2000.

Sustainable Transport Framework Policy, 2003.

Parking Plan: Towards 2010, 2000.

Port Phillip Planning Scheme

STATE GOVERNMENT

Melbourne 2030 - Planning for Sustainable Growth, 2002.

Melbourne 2030 - Planning for Sustainable Growth: Draft Implementation Plan 4 – Activity Centres, 2002.

Melbourne 2030 - Planning for Sustainable Growth: Draft Implementation Plan 6 – Integrated Transport, 2002.

Structure Planning for Activity Centres - General Practice Note, 2003.

Melbourne 2030 page, Department of Sustainability and Environment website - www.melbourne2030.vic.gov.au

OTHER

South Melbourne Business Precinct – Opportunities and Future Directions, Planning By Design, 2001.

South Melbourne Business Precinct – Business Plan, Planning By Design, 2003.

South Melbourne Market – Masterplan and Benefit Cost Analysis, Macroplan, 2003.

Southbank / St Kilda Road Neighbourhood Audit, Collaborations, 2003.