

South Melbourne Urban Design Framework

STAGE 1 - Existing Conditions

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Introduction



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

The UDF includes two sections:

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

The aim of the UDF is to:

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



Built Form Review

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

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

Existing controls need to be updated to:

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

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



Public Realm and Linkages Study

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

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

Key elements for consideration include:

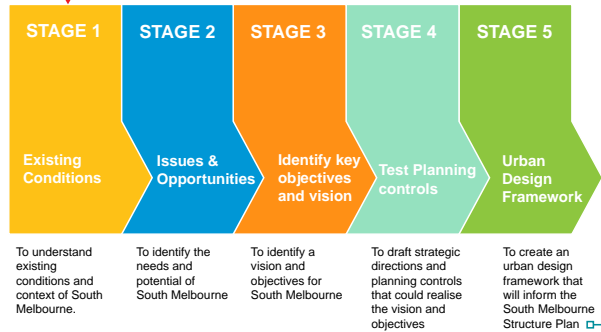
- identifying opportunities to improve the public realm, including enhancing pedestrian and cycling connections to activity and public transport nodes within and beyond the precinct
- identifying opportunities to ensure character and vitality are considered holistically along with any public realm improvements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

Public realm improvements and interventions can:

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

Introduction

Urban Design Framework Staging



South Melbourne Structure Plan

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

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

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

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

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

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

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

Introduction



What is South Melbourne?

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

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

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

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

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

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

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

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

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

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

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

Some key elements of the study area are:

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

a current-day '10-minute' village

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

Context

Overview

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

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

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

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



Context

Overview

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

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

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

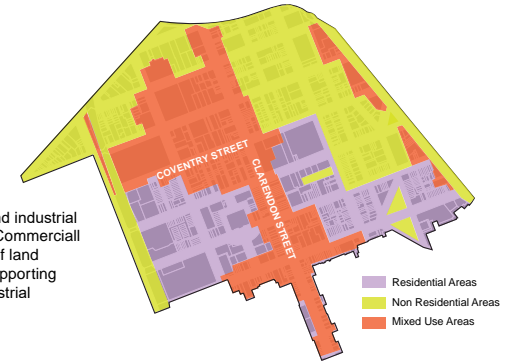
The C2Z provides protection for creative industries from potentially conflicting uses such as residential. South Melbourne's creative industries benefit from proximity to Melbourne's CBD, good public transport access, zoning and building stock (former industrial and commercial uses). South Melbourne's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

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

Employment land within the Study Area

Commercial 2 Zone
Net Sum: 11.1Ha (14.7% of study area)
Mean parcel size: 289m ²
CoPP Commercial 2 Zone: 100%
Industrial 1 Zone
Net Sum: 0.84Ha (1.1% of study area)
Mean property size: 384m ²
CoPP Industrial 1 Zone: 66%

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



Context

Policy Context

Plan Melbourne 2017-2050

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

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

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

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

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

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

Implications for the Precinct

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

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

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

Implications for the Precinct.

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

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

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

Relevant policies:

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

Implications for the Precinct:

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

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

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

Implications for the Precinct

- Prepare Urban Design Framework for South Melbourne.

Outcome 5: Inclusive, vibrant and healthy neighbourhoods.

Relevant policies

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

Implications for the Precinct.

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

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

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

Implications for the Precinct

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

Melbourne Industrial and Commercial Land Use Plan 2020

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

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

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

Context

Policy Context

Inner Melbourne Action Plan 2016-2026

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

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

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

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

Unlocking Enterprise in a Changing Economy Strategy 2018

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

Local strategic context

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

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

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

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

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

Key policies and strategies

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

Table 1 Key Council policies

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

Surrounding Areas

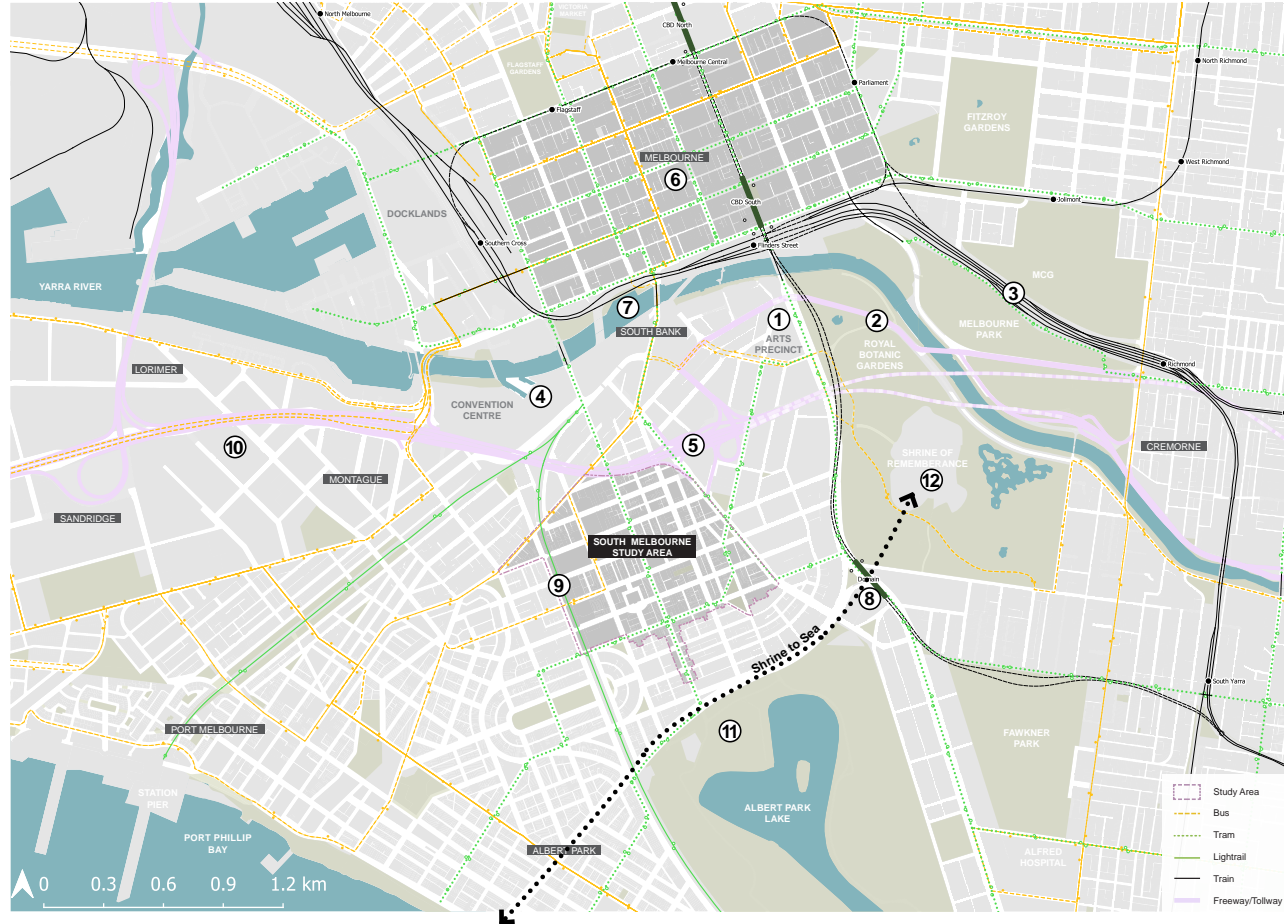
South Melbourne is close to central Melbourne, the Port of Melbourne, major recreational areas, other centres and attractions. It has good access to many transport connections.

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

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

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

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





① Arts Precinct

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



② Royal Botanic Gardens

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



③ Sports Precinct

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



④ Convention & Exhibition Centres

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



⑤ M1 Freeway

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



⑥ Melbourne's CBD

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



⑦ Yarra River

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



⑧ (Future) ANZAC Station

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



⑨ South Melbourne Light Rail

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



⑩ Fishermans Bend Urban Renewal Area

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



⑪ Albert Park Lake

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



⑫ The Shrine of Remembrance

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

Population, Density & Economic Profile

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

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

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

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

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



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



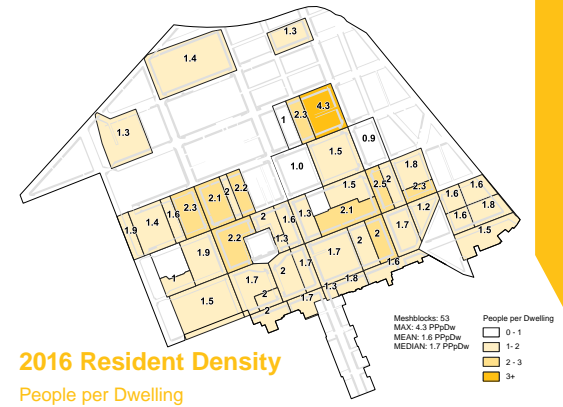
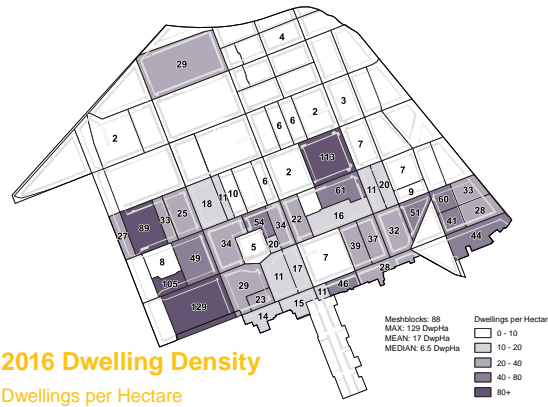
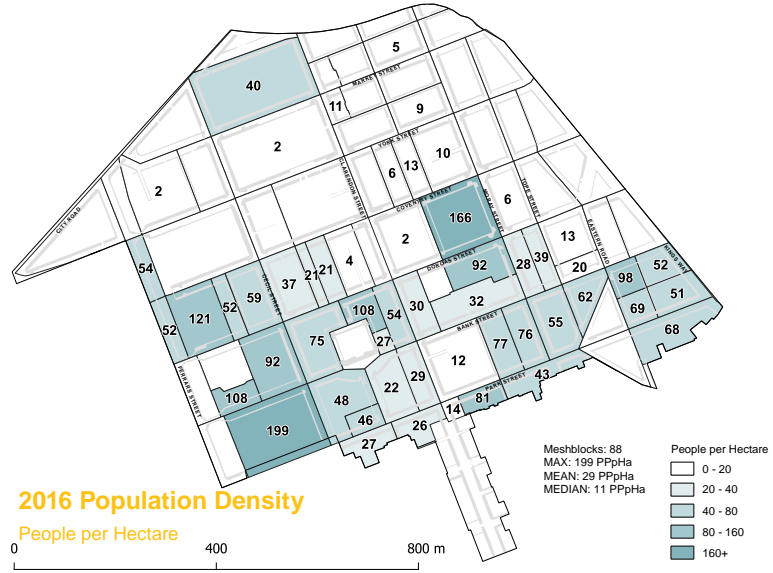
25 Dwellings per Hectare include terrace housing built up to the title boundary with little backyards and shared party walls.



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



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



Energy, Water & Waste Management

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

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

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

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

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

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

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

Energy



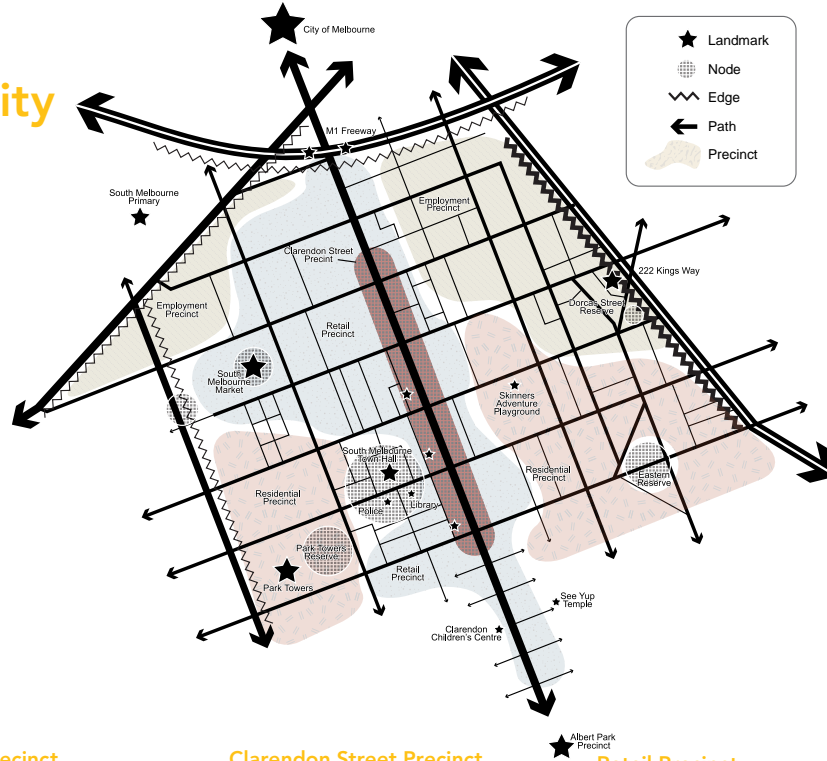
Water



Waste



Legibility



Residential Precinct



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

Clarendon Street Precinct



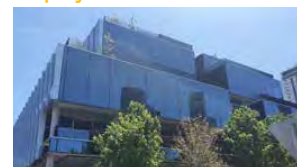
- Characterised by low-rise Victorian area shopfronts with fine grain subdivision pattern
- Recent 'shop-top' development is setback above the heritage façade, consistent with adjacent view line requirements
- Structured weather protection
- Well equipped with street furniture
- High transparency
- Splayed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

Retail Precinct



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

Employment Precinct



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

Landmarks



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

Nodes



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

Edges



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

Paths



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

Context

Topography

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

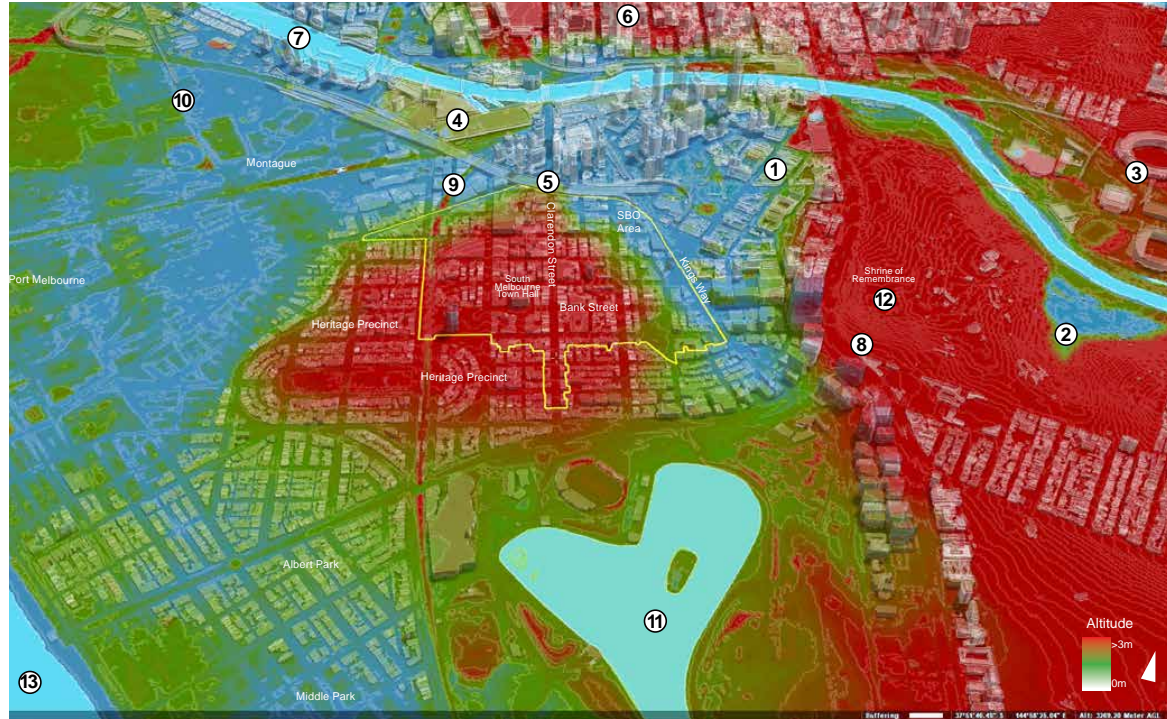
The elevation of Emerald Hill is accentuated by the Town Hall Clock Tower. From Emerald Hill, land slopes away in all directions, most sharply to the east of Clarendon Street towards Kings Way. As a consequence of this topography, buildings act as prominent landmarks which are visible from many locations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

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

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

Landmarks

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



Flooding

Surface Water, Sea Level Rise and Storm Tides

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

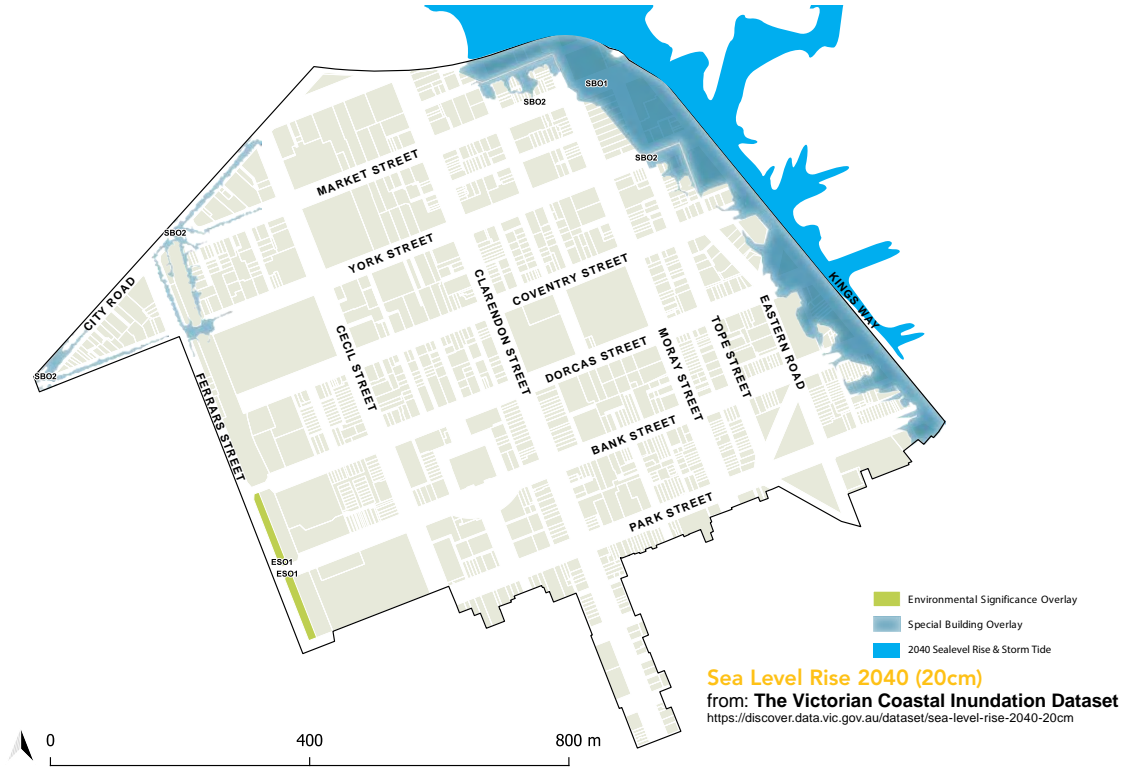
Flooding causes damage to private properties and public assets, including buildings, roads and open space. Flooding also causes disruption to transport, businesses and services and increases insurance costs.

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

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

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

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



Overlays

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



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



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

Vistas

View lines

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

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

Thresholds

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

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



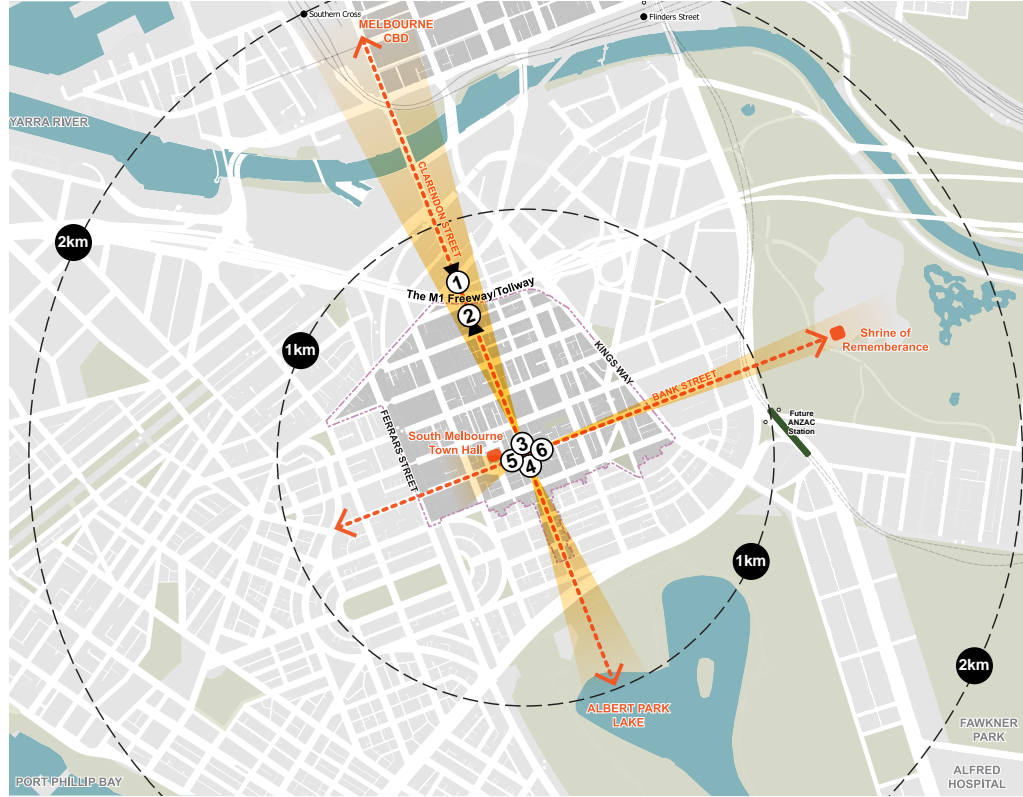
Looking north on Clarendon Street from the M1 freeway overpass threshold.

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

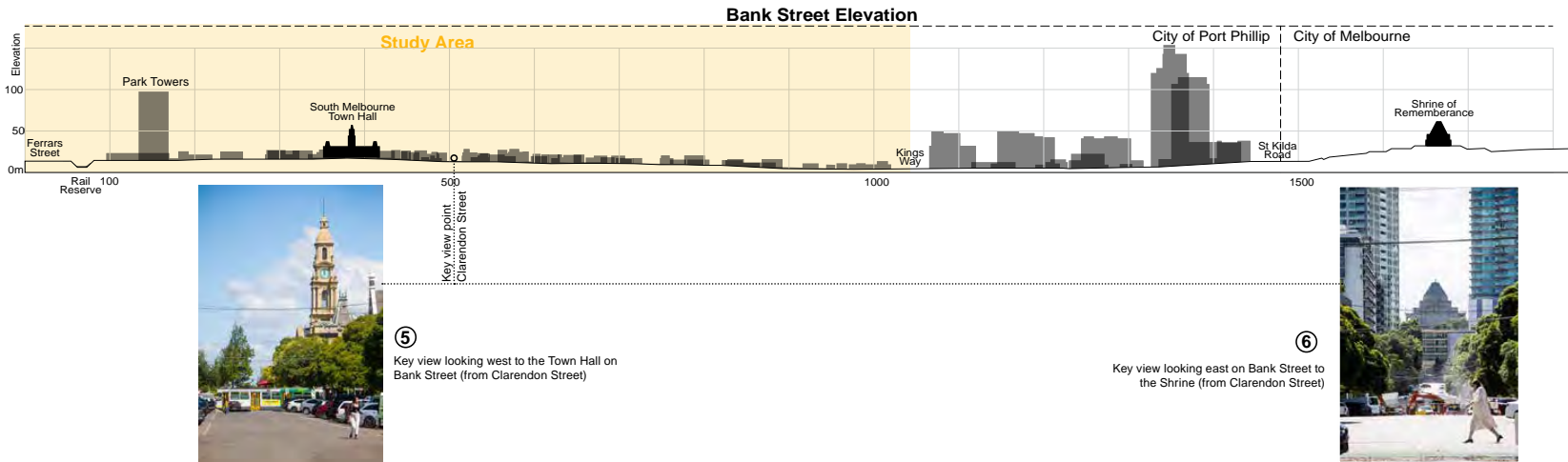
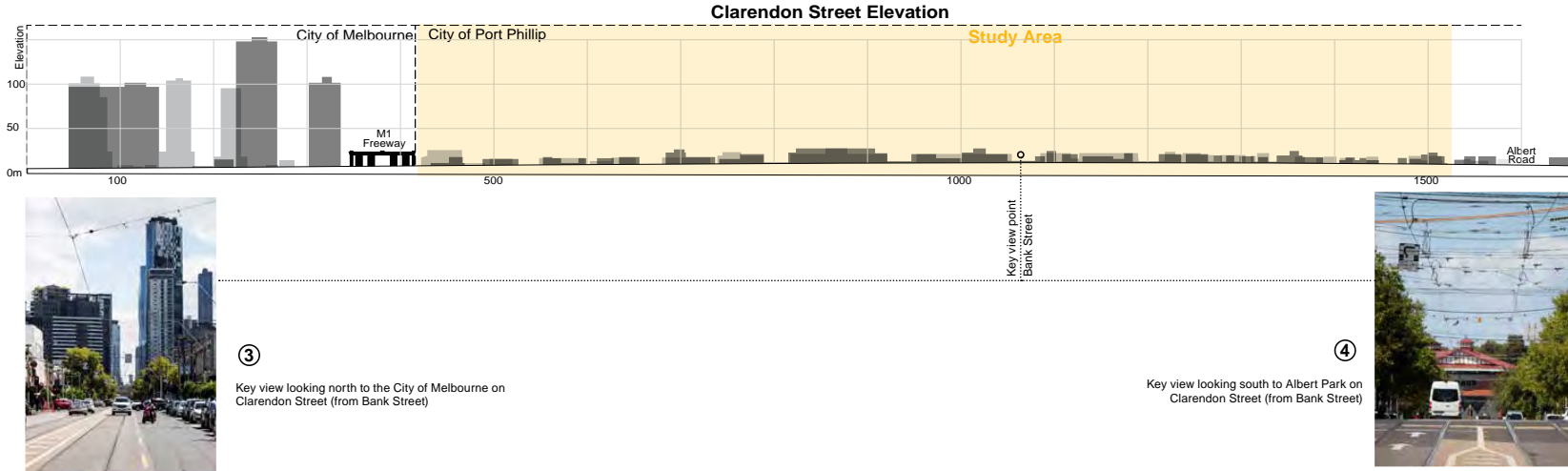


Looking south on Clarendon Street from the M1 freeway overpass threshold.

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



Vistas



Land Uses

Zones

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

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

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



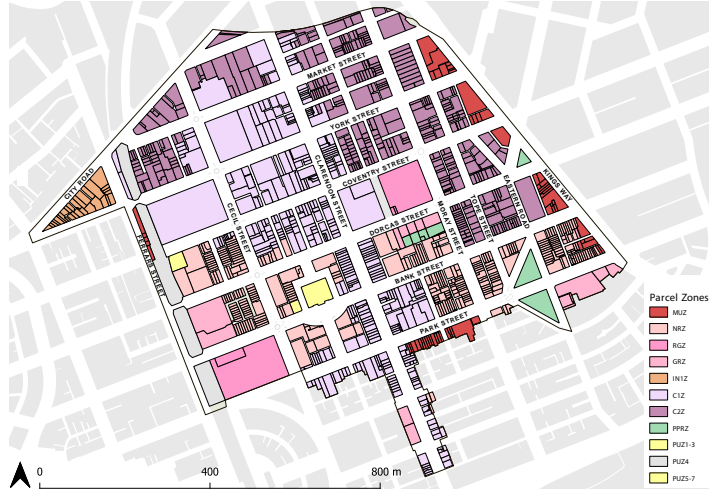
The purpose of the C1Z is to create vibrant mixed use commercial centres for retail, office, businesses, entertainment and community uses, whilst also accommodating residential uses at densities complementary to the role and scale of the commercial centre.



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



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



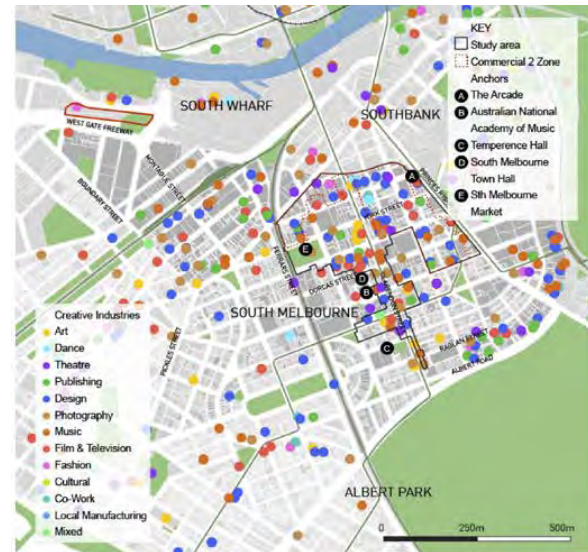
Creative industries

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

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

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

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



South Melbourne Urban Design Framework - Stage One - Existing Conditions PAGE 21

Land Uses

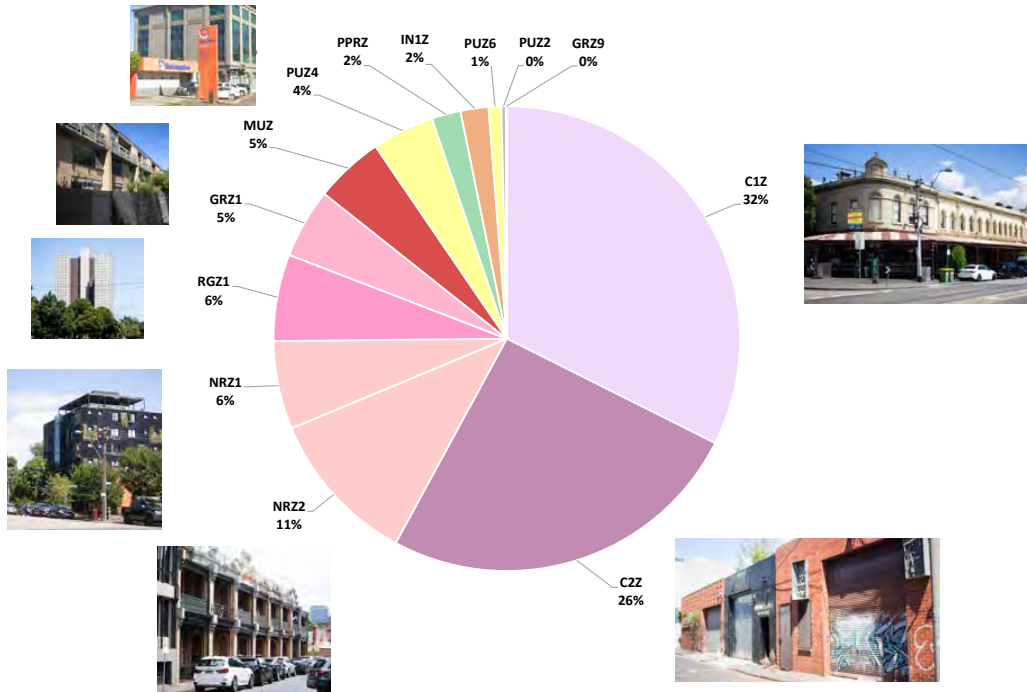


Residential Areas

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

The specific purpose of each residential zone is:

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



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

Zone	Zone Code	Study Area	Parcel Area (net)	Parcel Size (mean)	#Parcels	Footprint	Site Coverage (mean)
Commercial 1	C1Z	18.7%	14Ha 32%	408m2	347	11.4Ha	84%
Commercial 2	C2Z	14.7%	11Ha 25%	289m2	385	7.0Ha	91%
Neighbourhood Residential	NRZ2	6.2%	4.7Ha 11%	328m2	144	3.1Ha	72%
Neighbourhood Residential	NRZ1	3.5%	2.7Ha 6%	155m2	173	1.8Ha	72%
Residential Growth	RGZ1	3.5%	2.6Ha 6%	5282m2	5	0.8Ha	33%
General Residential	GRZ1	2.8%	2.1Ha 5%	1511m2	14	0.5Ha	47%
Mixed Use	MUZ	2.8%	2.1Ha 5%	337m2	62	1.5Ha	78%
Public Use	PUZ4	2.5%	1.9Ha 4%	4706m2	4	0.2Ha	5%
Public Park and Recreation	PPRZ	1.2%	0.9Ha 2%	978m2	9	0.0Ha	0%
Industrial 1	IN1Z	1.1%	0.8Ha 2%	281m2	30	0.7Ha	78%
Public Use	PUZ6	0.5%	0.4Ha 1%	1914m2	2	0.4Ha	95%
Public Use	PUZ2	0.2%	0.1Ha 0.3%	1353m2	1	0.09Ha	68%
General Residential	GRZ9	0.03%	0.03Ha 0.06%	72m2	4	0.02Ha	83%

Land Uses by Property

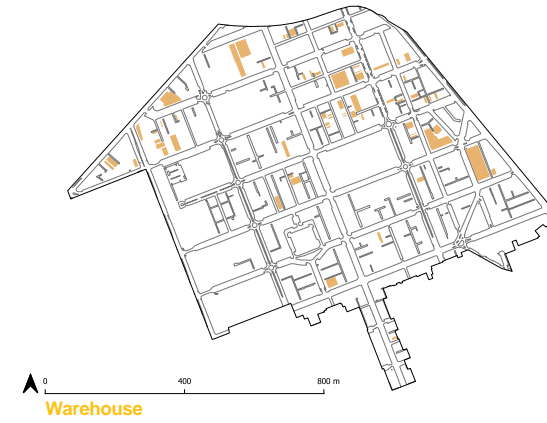
2018 Value Advisory Partners (VAP) Property classifications

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

Numerous properties demonstrate both commercial and residential uses.

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

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



Adjacent Zones

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

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

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

Capital City Zone (CCZ)

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

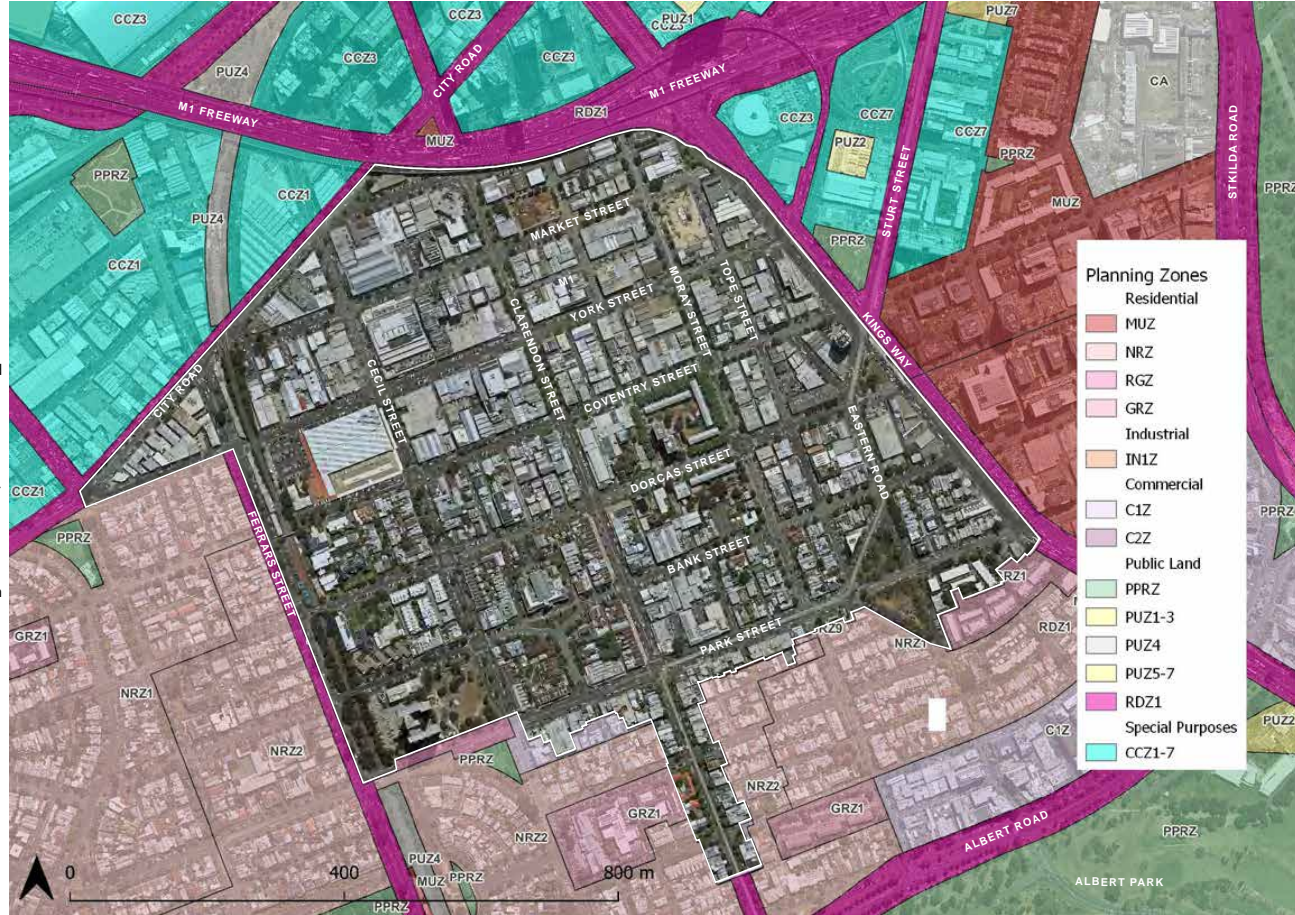
Mixed Use Zone (MUZ)

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

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

Neighbourhood Residential Zone (NRZ)

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



Extension of the Study Area

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

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

1. South Melbourne Community Centre

Address: 1-5 HOWE CRESCENT SOUTH MELBOURNE
 Use: Community Centre
 Zone: NRZ2
 Overlays: HO441
 Parcel area: 1446m²
 Building Area: 600m²



2. Substation Site

Address: 7-9 HOWE CRESCENT SOUTH MELBOURNE
 Use: Substation Utility
 Zone: NRZ2
 Overlays: HO441
 Parcel area: 1740m²
 Building Area: 260m²



3. Commercial One Zone

Address: Parcels fronting DOW STREET
 Use: Mixed Uses including residential, office and retail
 Zone: C1Z
 Overlays: HO440
 Parcels 15
 Parcel area: 2520m²
 Building Area: 1612m²



4. General Residential 9

Address: 260 & 262 MORAY STREET
 Use: Residential
 Zone: GRZ9
 Overlays: HO440, DDO8
 Parcels 2
 Parcel area: 195m²
 Building Area: 125m²



Map showing hatched areas added to the Study Area

5. City Edge

Address: 36a, 58a NAPIER STREET & 99 EASTERN ROAD
 Use: Residential
 Zone: GRZ1
 Overlays: SBO1
 Parcels 3
 Parcel area: 8900m²
 Building Area: 3520m²



6. General Residential 9

Address: 308-310 KINGS WAY
 Use: Hotel Accommodation
 Zone: GRZ1
 Overlays: SBO1
 Parcels 1
 Parcel area: 982m²
 Building Area: 648m²



7. Kings Way Mixed Use

Address: 312-320 Kings Way
 Use: Office
 Zone: MUZ
 Overlays: SBO1
 Parcels 2
 Parcel area: 600m²
 Building Area: 532m²



8. Kings Way General Residential

Address: 322 KINGS WAY
 Use: Restaurant
 Zone: GRZ1
 Overlays: SBO1
 Parcels 1
 Parcel area: 174m²
 Building Area: 118m²



Development

Overview



Boon Wurrung people occupied the area now known as Emerald Hill for ceremonies, meetings and exchange. It was noted as Emerald Hill by new settlers remarking on the bright green tree canopy surrounded by lagoons.

Emerald Hill was surveyed in 1852 with 30m wide streets, in a similar pattern to central Melbourne's 100m x 200m layout, but with some smaller blocks in the northern section between Clarendon and Moray streets. Following this survey the auction of individual lots, many 76m x 30m (approx.) were quickly taken up with the crest of the hill reserved for an orphan asylum along with other sites for civic and church uses.

The Melbourne to St Kilda train line opened in 1857, and Emerald Hill station in 1858, providing a rapid connection to Melbourne. The lower lying land surrounding Emerald Hill remained unsuitable for development due to its propensity for flooding.

By the 1860s Clarendon Street was emerging as the principal commercial centre with tram services along Clarendon and Park streets opening some 30 years later in 1890. In 1878 the Orphan Asylum was relocated to Brighton making way for the construction of the current town hall between 1879-1880.

The area now known as South Melbourne Activity Centre was almost fully developed by the end of the 19th century with the few remaining vacant sites gradually built upon during the 20th century. During the interwar period industry established along the south bank of the Yarra River and expanded south of City Road. Factories and commercial buildings began to replace the residential properties north of Coventry Street with industry continuing to expand into the area after World War II.

In the late 1950s the Housing Commission began clearing 'slum areas' replacing them with walk-up and high rise flats such as Park Towers. This trend was reversed in the 1970s and '80s as South Melbourne, like other parts of inner Melbourne, underwent gentrification. This trend has continued as industries have closed or relocated and their sites have been redeveloped for residential and mixed uses.

South Melbourne's highly permeable grid street network provides the majority of sites (80%) with multiple frontages allowing protection of the primary frontage while confining service access, substations and services cupboards to secondary frontages.

Over time lots have been consolidated and subdivided into a varied pattern of fine grain development and entire blocks built out as a single development. The size and proportion of individual lots varies from narrow fronted houses and shops, generally in the southern parts of the Study Area, through to larger industrial and commercial sites in the north and east.

The Study Area has a generally low-scale character with most of the area's buildings (80%) less than three storeys (15m) high and only about 20 buildings greater than four or more storeys (25m). Site coverage by buildings is high with many built to the boundaries, particularly in the industrial and commercial portions of the Study Area, resulting in few examples or opportunities for canopy trees within private properties.

Some recent planning applications have sought approval for office buildings of seven or more storeys. Eight applications have been approved, or are at appeal, for buildings greater than seven storeys (25m or more). No current applications have been submitted for multi-storey residential developments within the Study Area.

The area has a generally consistent street wall of one to two storeys with predominant zero front setbacks, a defining characteristic of the area. Street wall controls are set below 12m across the activity centre. Most street wall heights within the DDO8 area are one to two storeys and considered a key element of the existing urban character. The relatively low street walls, coupled with 30m wide streets, results in a 1:3 street wall to road reserve ratio in the main streets and in narrower streets and laneways there are ratios of 2:1 or greater. The DDO8 built form controls reinforce the prevailing street wall conditions, however, some recent VCAT decisions have approved street wall heights well beyond the dominant character.

On several occasions VCAT has found that the current DDO8 provisions lack sufficient clarity, certainty and objectivity to provide the necessary guidance regarding built form outcomes. This has resulted in VCAT approving buildings that exceed the setbacks, streetwall and building heights within the current provisions. These provisions therefore warrant review and updating to provide the appropriate guidance for future development proposals.

Design and Development Overlays

Schedule 8 to the design and development overlay (DDO 8) accounts for 48Ha or 64% of the Study Area. It is divided in to 10 precincts and 21 sub-precincts. The DDO8 applies to the mixed use and commercial areas, though not the industrial/residential/public use zoned land.

DDO 8 Sub Precincts



DDO 8.1



DDO 8.3



DDO 8.5



DDO 8.7



DDO 8.9



DDO 8.2



DDO 8.4



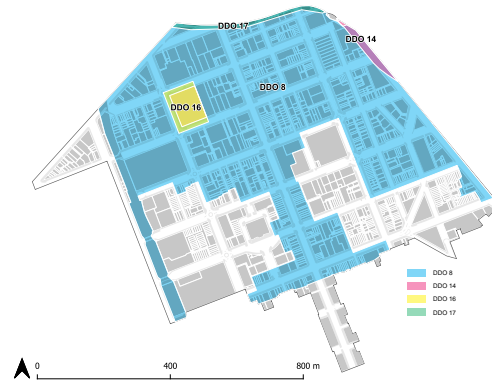
DDO 8.6



DDO 8.8



DDO 8.11



DDO 14



DDO 16



DDO 17

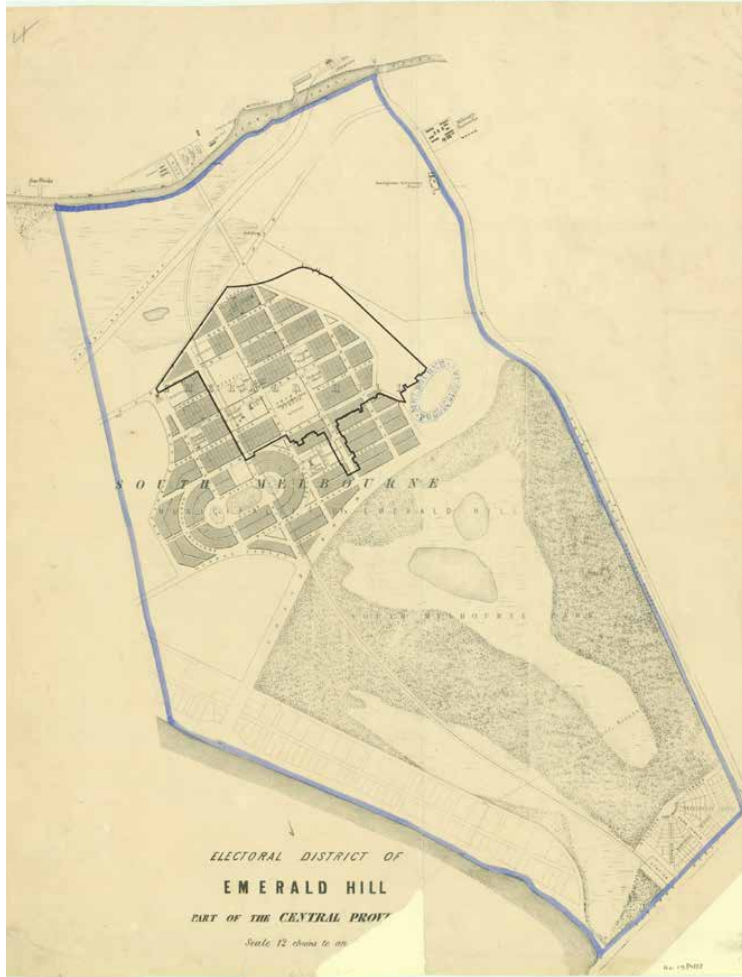
DDO 14 ensures that the development of land around the CityLink exhaust stack is not adversely affected by the operation of the stack. DDO 14 also overlaps with DDO8

DDO 16 is site specific overlay for the corner of Cecil and Market streets. It outlines the setbacks, building heights and design objectives.

DDO 17 ensures that the use and development of land under and immediately adjacent to a bridge does not prejudice the safety of the structure and its safe and efficient operation and maintenance and to ensure that appropriate standards of visual amenity are maintained. DDO 17 also overlaps with DDO8.

Layout & Subdivision

Historical Reference



Emerald Hill 1855
Image from State Library of Victoria



Emerald Hill 1863
Image from State Library of Victoria

Street Blocks

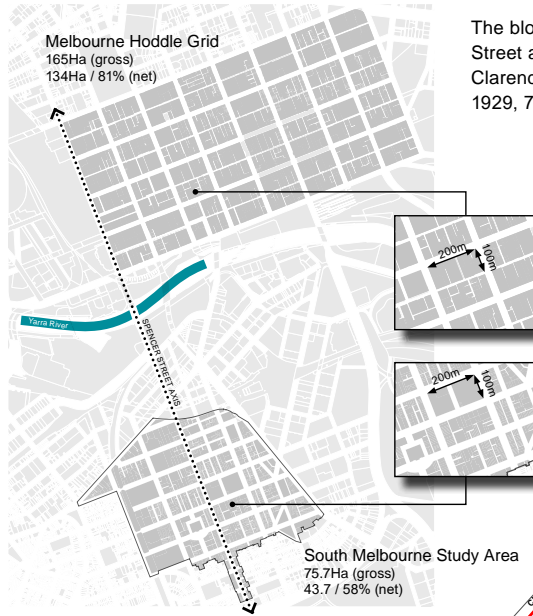
South Melbourne has the same block dimensions and orientation as central Melbourne's Hoddle Grid. South Melbourne's relatively large road reserve has proportionally less net parcel area (58%) than Melbourne's Hoddle Grid (81%).

The block size supports pedestrian movement and vitality as well as a diversity of building types and uses. The frequency and closeness of intersections contributes to lower traffic speeds and, therefore, quieter streets.

Block lengths are generally 200m (east-west) by 100m (north-south) creating a highly walkable area. Many of the blocks immediately east of Clarendon Street have mid-block breaks. Those east of Moray Street are the smallest blocks generally 100m (north-south) by 50m (east-west) providing the greatest permeability.

The main retail precinct has larger blocks although recent developments on consolidated parcels have resulted in mid block arcades providing additional public access (during regular business hours).

The employment area north of Dorcas Street and the civic precinct around the Town Hall contain small blocks. Neither area currently provides retail consistency or continuity however, they are highly permeable for both pedestrian and vehicle traffic.



The blocks in South Melbourne are aligned to the Spencer Street axis although the bridge joining Spencer and Clarendon Streets (over the Yarra River) was only built in 1929, 75 years after the initial block layout was drafted.



Area Schedule	Sum	Mean	Smallest	Largest	Count	First Quartile	Third Quartile
Block Area (Net)	39.7Ha	4049m ² 155m ²	14m	3.3Ha	98	1271m ²	4027m ²
Frontages (linear)	24.4km	60m	14m	323m	408	27m	91m
Block Perimeter	29km	295m	54m	1047m	98	149m	354m

Built Form

South Melbourne's buildings are characteristic of a classical inner-city, mixed-use neighbourhood developed from the mid 19th century onwards.

With a diversity of building types, architectural styles, and ages the activity centre supports a wide range of land uses including residential, retail, civic and community, commercial and office, light industrial, warehousing.

Many of the buildings are of heritage significance, several of State and National importance, with decorated, visually rich architecture.

The diverse nature of the buildings, their uses and settings display many of the features or hallmarks sought by Plan Melbourne's 20-minute neighbourhood policy.

Many of South Melbourne's buildings are of load bearing brick construction, particularly those constructed before the mid-late 20th century. Their fronts usually have unfinished face brick or are rendered with a plaster or cement finish. Also, many buildings are painted, either in lighter shades such as cream, through to darker shades of grey or black. Vertical format windows of clear glass are generally 'punched' or recessed into the masonry walls.

The Emerald Hill precinct around South Melbourne Town Hall is characterised by unpainted red or dark brickwork as a common material in houses and other buildings.

The fronts of houses, shops and civic buildings from the 19th and early 20th century usually have decorative plaster work or brick work in neo-classical forms and patterns.

More recent buildings are often constructed of plain, pre-cast or in-situ concrete or clad with metal panels. These buildings' windows are usually of large panes of tinted float glass within metal frames flush with the face of the building.



Apartment building



Victorian retail terrace



Victorian retail



Victorian Neo-gothic commercial



Victorian weatherboard cottage



Civic building- SM Town Hall



Civic building- SM Town Hall



Spanish mission- Civic building



Victorian terrace housing



Late 20 century office building



Victorian terrace housing



Victorian corner shop



Late 20th century light industrial



Victorian hotel



Victorian worker's cottages



South Melbourne Market



Contemporary commercial infill



Large format commercial building



Commercial infill building



Mixed use SOHO building



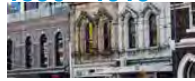
Commercial office- two storey

Construction Dates

The data used for construction dates may have irregularities due to incremental changes to some developments where minor works to original buildings may have been recorded in the data set over a long period of time.

All efforts were made to ensure any identified irregularities in Council's construction records have been corrected in the maps below to show when the buildings that remain in 2021 were completed.

1850 - 1918



The first buildings were constructed in the 1850s and only a few survive today. Clarendon Street began to emerge as the principal commercial centre by the 1860s.

In 1880 the new Town Hall was opened and became the centre of the civic precinct.

During the development boom of the 1880s many of the early buildings were replaced. The Study Area was almost fully developed by the end of the 19th century.

1918 - 1945



During the inter-war period the industrial area established along the south bank of the Yarra River and began to expand into the area to the south of City Road and residential properties in the blocks to the north of Coventry Street began to be replaced by factories and commercial buildings.

The few remaining vacant sites were gradually built on during the 20th century.

1945 - 1965



The expansion of industry continued after World War II as development was characterised by replacement of older buildings with new ones.

In the late 1950s the Housing Commission of Victoria (HCV) began clearing 'slum areas' and in 1960 constructed their first estate in South Melbourne on a large site in Moray Street.

The areas cleared by the HCV included some of the earliest residential neighbourhoods.

1965 - 1975



In 1969 the HCV constructed the Park Towers estate after removing an entire early residential block bounded by Bank, Cecil and Park streets and the railway.

At the opposite end of Park Street City Edge, a pioneering medium density private residential development is constructed on land cleared by the HCV.

1975 - 2000



In 1981 the original South Melbourne Market buildings were destroyed by fire and replaced.

Redevelopment of older buildings continued, increasingly for office use.

2000 - 2021



In the late 20th century industries began to close and the buildings were redeveloped for mixed use, commercial and residential development.

Gross Floor Area (GFA)

Built Form Capacity (under existing planning controls)

The Commercial 1 Zone (C1Z) is nearing capacity with 75% of its development potential already realised. This zone supports residential development and combined with MUZ and RGZ1 areas, there remains capacity for housing growth equivalent to 2000 x 2 bedroom apartments (see housing potential model - bottom right).

The C2Z also shows capacity for more development with less than 60% of the permissible development potential realised to date. However, more recent examples have managed to consolidate smaller blocks to maximise the GFA potential. It is also worth noting that a lot of existing Commercial 2 buildings have a ground floor configuration suitable for workshops, logistics and warehousing that may not be conducive to multi-storey development without displacing their existing industry and function.



Capacity Analysis Methodology

While the capacity model includes all lots within the precinct, it is not a definitive master planning exercise and did not produce a definitive development option.

Calculations were undertaken at the block scale rather than parcel scale assuming some future consolidation of parcels is likely. It is also more representative of the precinct scale and census data collection meshblocks.

In the table below, **GFA m²** is the realised development (as built). The GFA for each block was calculated, noting:

- untested accuracy of GFA calculations +/- 10%
- only GFA above ground was calculated
- calculations are at block scale, with some partitions created where zone or DDO sub-precinct boundaries divide the block
- the model/calculations also include approved development and developments under construction.

Data was extracted from the following surveys:

- Fishermans Bend 3D model – August 2019
- South Melbourne 3D Model – May 2020
- City of Port Phillip Footprints (ground floor only) LiDAR scan – November 2017
- recently approved development plans.

Two anomalies were added to the calculations, 80 Cecil Street approved development and 34 Eastern Road development that is currently under construction but not yet complete.

Capacity GFA is the permissible development calculated under existing planning controls (what could be built 'all things equal'). The capacity GFA for each block was calculated from a 3D model prepared by the University of New South Wales (UNSW) for the Cooling South Melbourne project (completed in 2020). From this model, the GFA for each block was calculated (adding the levels of all above ground floor levels together for each building). The UNSW model has an assumed accuracy of +/- 20%

The following steps were taken to develop the model:

- Investigate each precinct and sub-precinct to identify the maximum permissible envelope based on the existing planning controls, geographical boundaries and the permitted/targeted building types (ie Kings Way development sites with envelopes likely to accommodate majority residential uses).
- Remove HO sites and recently developed sites (constructed within the last 20 years).
- Include additional key sites (City Road Wedge, large sites within the HO with capacity for development based on precedent, low scale recently developed sites which have upper level unrealised capacity).
- Within these requirements, provide for the maximum permissible development potential while responding to the scale of neighbouring sites.
- Within each development site, the possibility for consolidation, optimised private greenery and tower separation scenarios have been considered in the assumed built form scenarios.

The **Realised GFA** represents the percentage of potential development that is permissible but has not occurred.

It is acknowledged that this calculation is based on the broad assumptions of the GFA (m²) calculation and the capacity GFA calculation that is primarily built on development potential of the larger and assumed consolidated sites. A 20% error has been factored in to this assumption that may allow for unknown variables and speculation.

While there is potential for some additional infill development (above shopfronts along Clarendon Street within the Heritage Overlay), calculations indicate that any additional floor space is minor within the precinct and context.

The NRZ, GRZ, PUZ and PPRZ zones also have capacity for additional infill development although it is unlikely they would alter the overall capacity of the precinct and therefore, were omitted from calculations.

By Zone (existing)

Zone	Area m2 (net)	Footprint	Site Coverage	assumed accuracy	assumed accuracy	Realised GFA	
				+/-10%	+/-20%		
				GFA (m2)	Capacity GFA		
C1Z	136,000	114,000	84%	289,000	384,000	75%	+/-20% = (63% / 94%) 461,000 / 307,000
C2Z	111,000	70,000	91%	231,000	407,000	58%	+/-20% = (47% / 71%) 488,000 / 326,000
NRZ2	45,000	31,000	72%	56,000	-		
NRZ1	28,000	18,000	72%	27,000	-		
RGZ1	27,000	8,000	33%	47,000	80,600	58%	+/-20% = (47% / 71%) 488,000 / 326,000
GRZ1	24,000	5,000	47%	20,000	-		
MUZ	21,000	15,000	78%	36,000	67,000	54%	+/-20% = (45% / 67%) 96,700 / 64,500
PUZ4	18,000	2,000	5%	2,000	-		
PPRZ	8,800	0	0%	0	-		
IN1Z	8,000	7,000	78%	10,000	16,000	62%	+/-20% = (52% / 78%) 19,200 / 12,800
PUZ6	4,000	4,000	95%	7,000	-		
PUZ2	1,040	900	68%	1,230	-		
GRZ9	240	200	83%	270	-		

Housing Potential Model (scenario based on an average 2 bedroom apartment type)

Assumed dwelling and population capacity

- based on an average 2br apartment @ 80m²
- no retail use
- no circulation or plant areas

Zones with residential capacity

- C1Z: 95,000 / 80m² = potential additional 1190 (2br apartments)
- MUZ: 31,000 / 80m² = potential additional 390 (2br apartments)
- RGZ1 33,000 / 80m² = potential additional 410 (2br apartments)

Assumed maximum possible under current planning scheme:

- additional 2br apartments = 2000
- additional population (2 x PpDw) = 4000

Lot Frontages & Depth



Single Fronted Properties

Of the 900+ properties within the Study Area:

- around 116 (13%) properties have single frontage
- around half have dual frontage and 250 are on corner sites (not including right-of-way.)

South Melbourne's highly permeable street network provides most properties with more than one street frontage. This allows rear access, waste management, and placement of boosters and substations to be located away from the primary frontage.



Corner Sites

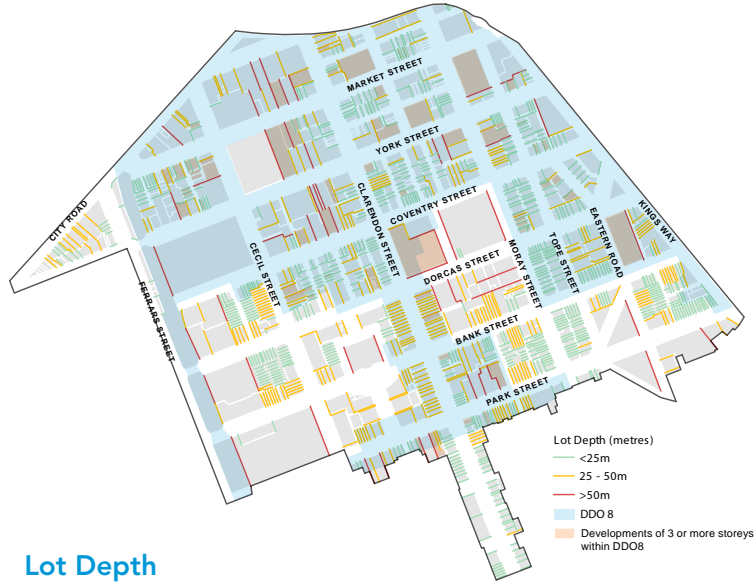


Corner sites ideally address two frontages and can have capacity for greater building height than mid block locations. Taller developments on corners can improve legibility and play a landmark function. Within the pedestrian space, splayed corners improve sight lines and wind impacts at street level and form part of the built form character and pedestrian amenity in South Melbourne.

South Melbourne's permeable street network results in 255 corner properties and 362 main street frontages within the Study Area. There are another 140 narrow street frontages and 60 regular street frontages.

The corner sites address two or more street frontages and those with two main street frontages present setbacks above the streetwall (generally 5 or more metres). This limits visual bulk and massing within the site, and reduces the possibility of overwhelming adjacent developments while protecting pedestrian amenity.

Lot Frontages & Depth



Lot Depth

Lot depths range from 7m to 102m. Most are 23m and the mean lot depth is 26m. The deepest lots include social housing estates, along the light rail reserve and the commercial lots off Market and York streets.

The shallow lots fronting Ferrars Street and the light rail reserve are only 7m deep (in part) with development approvals for buildings more than five storeys. However, these sites are not within the DDO 8 area.

Fine-grain lots in residential areas are mostly between 20-50m deep. Retail areas present lot depths around 30m deep with Coventry Street near the market presenting the shallowest lots within the DDO 8 area



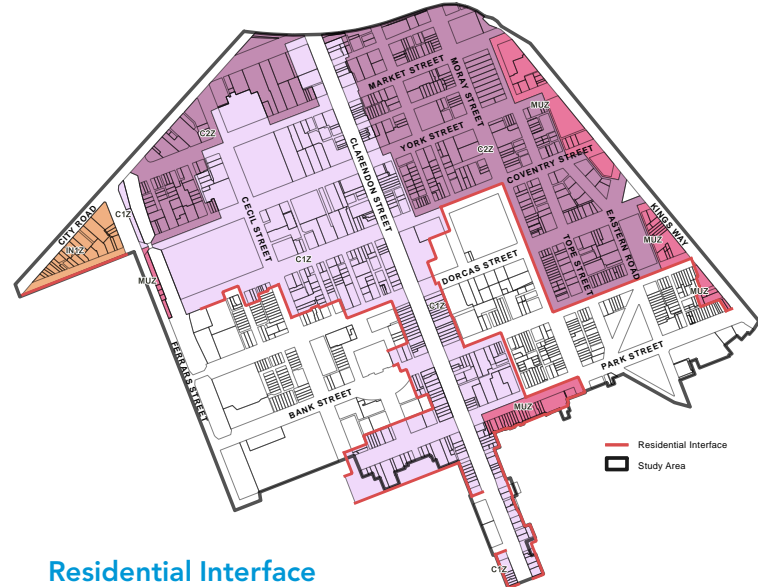
Lot Depths less than 25m



Lot Depths between 25 - 50m



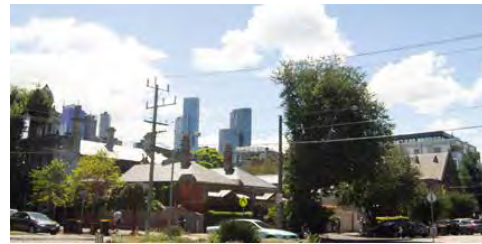
Lot Depths greater than 50m



Residential Interface

Commercial, Mixed Use and Industrial Zones may provide for large developments, however, when they interface with residential areas, future development needs to respond to the adjacent sensitive uses and prevent unacceptable off-site impacts.

All Commercial 2 and Industrial 1 zoned land is buffered from residential areas by road reserves while the Commercial 1 and Mixed Use zones abut residential zoned land. With residential zones more sensitive to larger built form character, appropriate built form controls along the interface may help transition from one zone to another.



Residential interface from Commercial 1 to Neighbourhood Residential

Building Heights

Building heights are based on absolute building height Above Ground Level (AGL). Measurements are rounded to the nearest metre and do not include plant equipment or ornamentation above the roof level.

The Study Area has a generally low-scale character with most buildings within the DDO8 less than three storeys high.

Across the entire Study Area, 74% of the buildings are less than 10m high and less than 4% of 50 buildings are greater than 15m high.

Recent development applications have sought approval for buildings greater than seven storeys. All are office developments with ground floor retail proposed.

There are eight buildings either approved or at appeal of seven or more storeys (25m or more). No current applications are proposing residential over retail use.

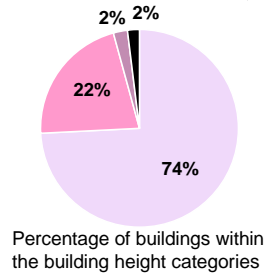
Only seven buildings taller than 15m are outside Commercial 1, Commercial 2 and Mixed Use Zones including the public housing buildings and the South Melbourne Town Hall.

There are three buildings taller than 15m within the Mixed Use Zone all front Kings Way. There are 11 buildings taller than 15m are within Commercial 2 Zone

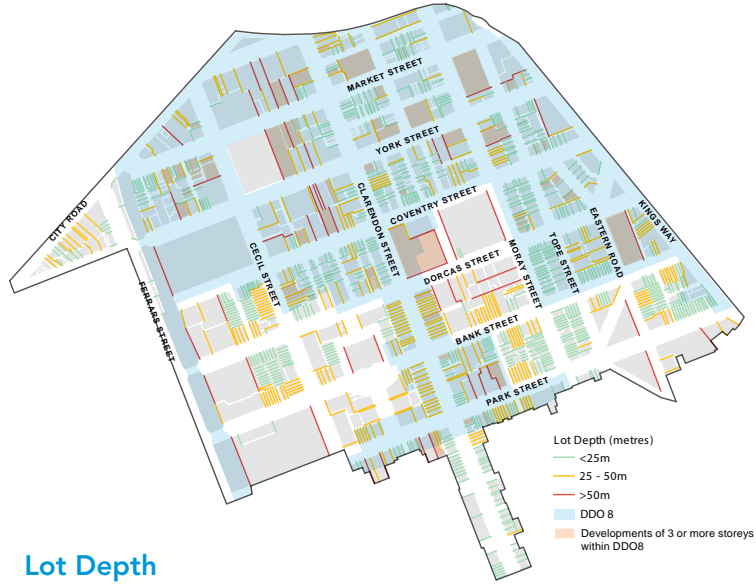
The tallest building is Park Towers.



* The clock tower component of the South Melbourne Town Hall stands 40m (AGL) while the main building is 15m (AGL)



Lot Frontages & Depth



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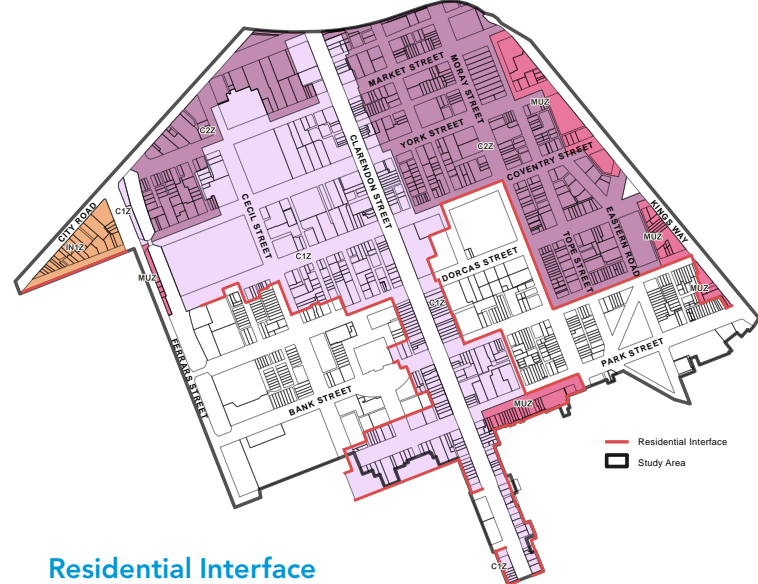
Lot Depths less than 25m



Lot Depths between 25 - 50m



Lot Depths greater than 50m



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Residential interface from Commercial 1 to Neighbourhood Residential

Site Coverage

Overall, the mean site coverage of the Study Area is 82% with a notable cluster of >90% site coverage lots along the Clarendon Streetretail core, Coventry Street east of Cecil Street and in the Commercial 2 employment areas.

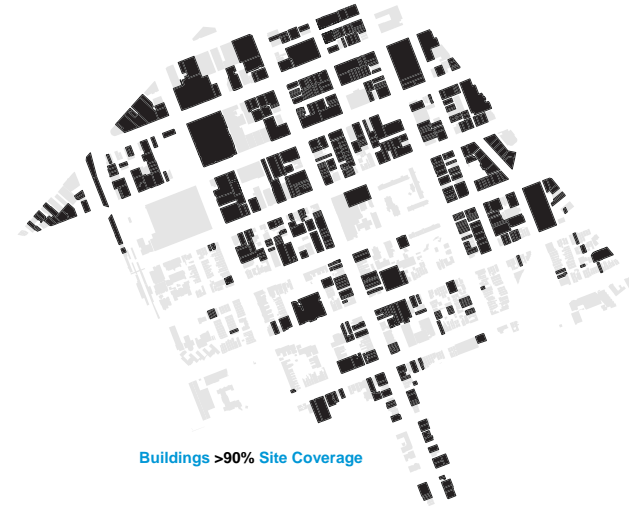
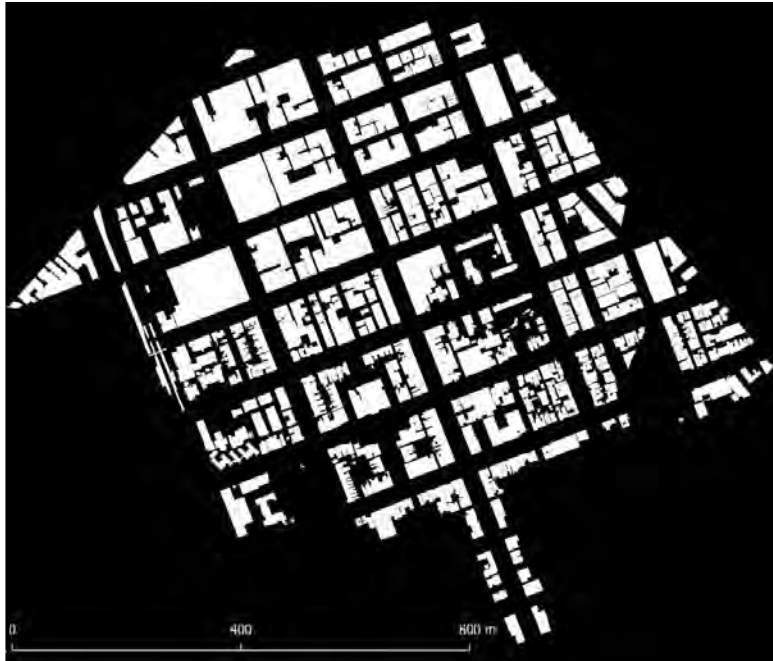
The building footprint of the Study Area is 27.5 Ha or 36% of the gross Study Area. Most footprints align to the front title boundary (with no front setback), offering few opportunities for vegetation to soften the edge or improve internal amenity in rooms fronting the street.

The largest building footprint is the South Melbourne Market covering more than a hectare. Overall the mean building footprint is 279m².

Understandably, the greatest site coverage is found in the commercial and industrial zones with many buildings covering more than 90% of the site.

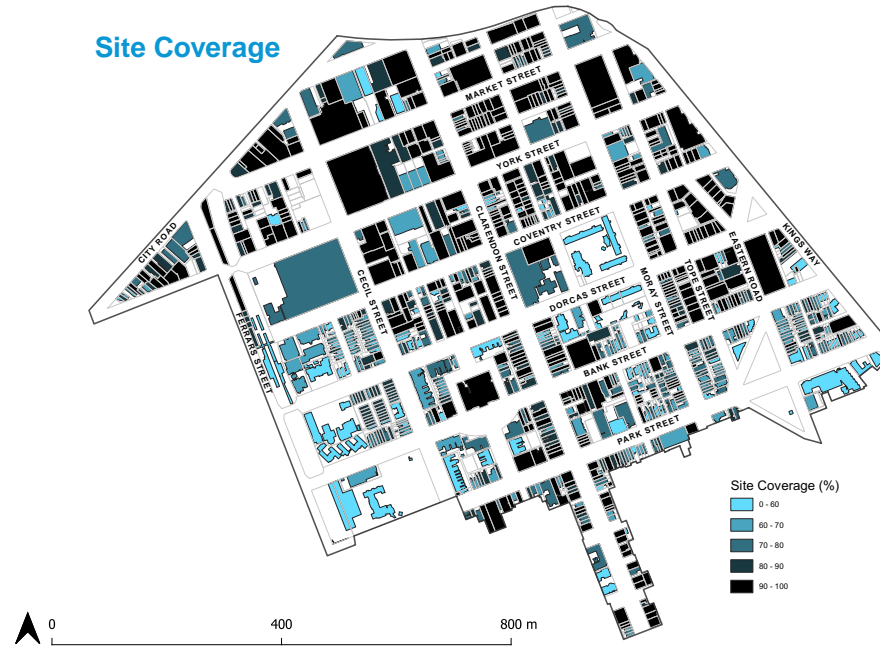
In contrast, the residential precincts have a site coverage of around 60-70% with the exception of two parcels zoned GRZ9 and the parcels zoned RGZ1 that include the Department of Families, Fairness & Housing (DFFH) buildings. These have low site coverage of 33% due to the open spaces and setbacks from all frontages.

Footprint



Buildings >90% Site Coverage

Site Coverage



Gross Floor Area (GFA) - By Overlay

The Gross Floor Area (GFA) is the total floor area of a building, measured from the outside of external walls or the centre of party walls, and includes all roofed areas. This includes approved developments that are yet to be completed.

The map (right) shows the GFA at the block scale with mid-block breaks created where multiple DDO8 sub-precincts are assigned to a block. It also includes areas of the Study Area that are not within the DDO8.

With the block area and GFA quantified, an indicative Floor Area Ratio (FAR) was calculated to show the scale of development in relation to each sub-precinct. (FAR is the ratio of a building's total floor area to the size of the piece of land on which it is built).

By Overlay	GFA (m ²) <small>assumed accuracy +/-10%</small>	Block Area (m ²)	FAR
None	179,313	154,062	1.16
16	40,653	8,154	4.99
8-9d	12,161	2,107	5.77
8-9c	2,929	2,108	1.39
8-9b	12,473	4,056	3.08
8-9a	23,874	13,677	1.75
8-8d	907	987	0.92
8-8c	17,130	7,567	2.26
8-8b	25,519	14,766	1.73
8-8a	23,729	13,637	1.74
8-7c	3,399	2,049	1.66
8-7b	40,652	23,122	1.76
8-7a	111,613	49,391	2.26
8-6	20,628	16,916	1.22
8-5b	14,801	7,370	2.01
8-5a	33,198	13,780	2.41
8-4b	24,391	15,565	1.57
8-4a	9,129	7,296	1.25
8-3	27,335	12,229	2.24
8-2c	5,762	3,681	1.57
8-2b	17,903	6,338	2.82
8-2a	27,089	9,267	2.92
8-11	1,634	18,203	0.09
8-1	44,700	26,357	1.70

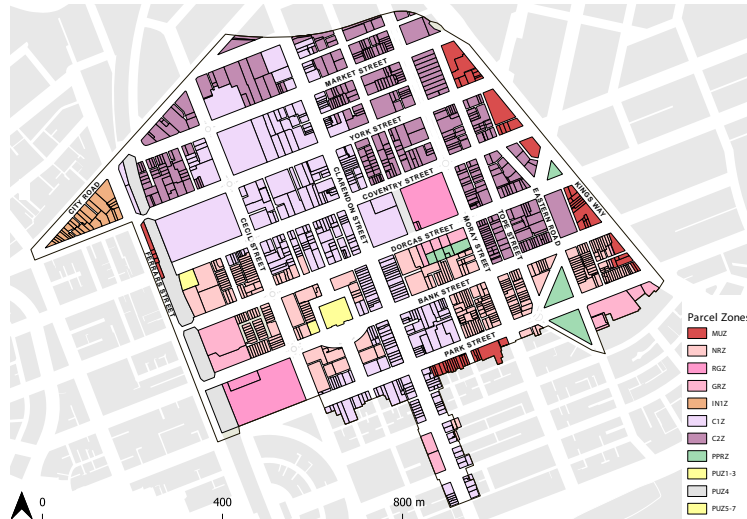


Schedule	Sum	Study Area	Mean	Median	Smallest	Largest
Study Area	75.7Ha (gross)					
GFA Area	72.4Ha GFA from 43.17Ha of property [FAR = 1.7]					
Footprint (Net)	27.5Ha	36.3%	279m ²	124m ²	19m ²	13,300m ²
Site Coverage	27.5Ha	36.3%	82%	88%	0%	100%

Gross Floor Area (GFA) - By Zone

The Gross floor area (GFA) is the total floor area of a building, measured from the outside of external walls or the centre of party walls, and includes all roofed areas. This includes approved developments that are yet to be completed.

The map (right) shows the Floor Area Ratio (FAR) at the block scale with mid-block breaks created where multiple Zones are assigned to a block. With the block area and GFA quantified, an indicative Floor Area Ratio (FAR) was listed showing the scale of development in relation to each zone. As overlays relate to both use and development and zones only relate to use, mapping the GFA and FAR by zone was undertaken to identify the scale of development in relation to different uses.



By Zone

Zone	Area (net)	Footprint	Site Coverage (mean)	GFA (m2)	FAR
C1Z	13.6Ha	11.4Ha	84%	289,000	2.1
C2Z	11.1Ha	7.0Ha	91%	231,000	2.1
NRZ2	4.5Ha	3.1Ha	72%	56,000	1.2
NRZ1	2.8Ha	1.8Ha	72%	27,000	1.0
RGZ1	2.7Ha	0.8Ha	33%	47,000	1.7
GRZ1	2.4Ha	0.5Ha	47%	20,000	0.8
MUZ	2.1Ha	1.5Ha	78%	36,000	1.7
PUZ4	1.8Ha	0.2Ha	5%	2,000	0.1
PPRZ	0.8Ha	0.0Ha	0%	0	0.0
IN1Z	0.8Ha	0.7Ha	78%	10,000	1.3
PUZ6	0.4Ha	0.4Ha	95%	7,000	1.8
PUZ2	0.1Ha	0.09Ha	68%	1,230	1.2
GRZ9	240m2	0.02Ha	83%	270	1.2

assumed accuracy +/-10%



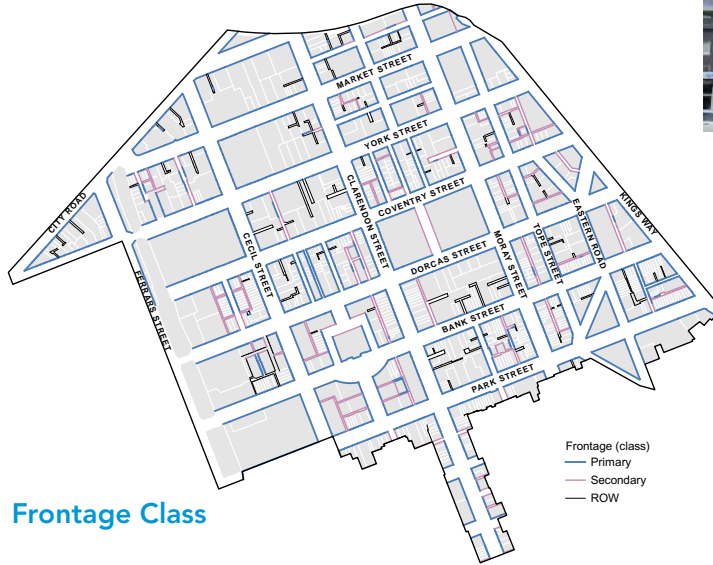
Floor Area Ratio (existing)

The Floor Area Ratio (FAR) map (above) was calculated at the block scale with partitions created at zone boundaries. Two anomalies were added to the calculations, 80 Cecil Street approved development and 34 Eastern Road development that is currently under construction but not yet complete.

The FAR tabled (left) is based on GFA averaged out over the net zone area. It shows C1Z and C2Z facilitating the larger scale developments.

These approved developments and other more recent developments have the higher floor area ratios and illustrate the scale of approved developments in commercial areas that contrast with the lower FAR calculations in the residential, civic and heritage places.

Lot Frontages & Depth



Frontage Class

Primary frontages (parcels) align to the main streets and most of the regular streets. The primary frontage in retail and mixed use areas is generally less than 20m with some larger parcels delivering multiple small tenancies. Primary frontage to lot depth ratios are generally between 1:4 and 1:2 in mid block locations and 2:3 on corner sites.

The secondary frontage is well suited to vehicle access, fire boosters, waste management and services due to its longer length and reduced conflict with pedestrian movements.



Primary Frontage



Secondary Frontage



Right of Way



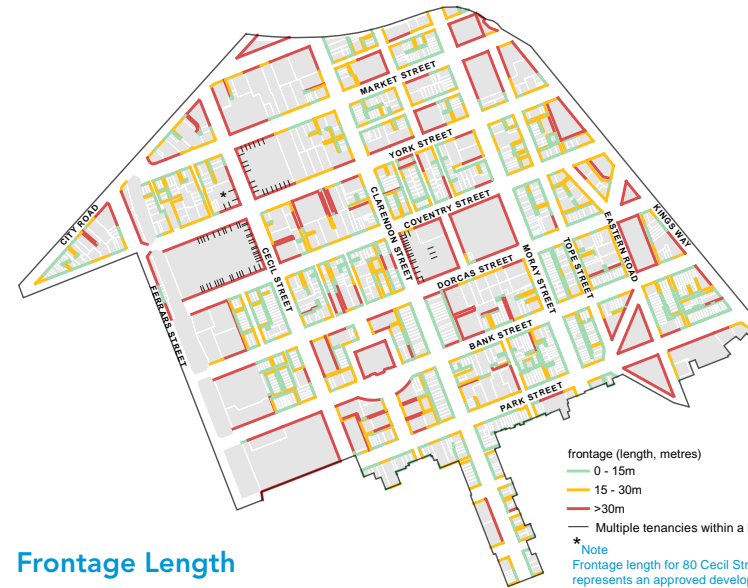
<15m frontages



Multiple tenancies within a lot



>30m frontages



Frontage Length

Frontage length (parcels) illustrates the distance or the rhythm of the street. When walking past many buildings over a short distance, the feeling is 'fine grained' and when walking past a long, continuous frontage, the feeling is less human scale or attractive for foot traffic.

The residential areas, employment areas east of Clarendon Street and the retail areas around the market feature many fine grain frontages although the market itself presents long frontages, it has multiple tenancies that create a finer rhythm.

Some of the longest frontages are in the secondary streets and, like the market, some consolidated retail sites (Spotlight, South Melbourne Central) have ground floor interface sleeved with multiple 'fine grain' tenancies within a lot.

Building Heights

Building heights are based on absolute building height Above Ground Level (AGL). Measurements are rounded to the nearest metre and do not include plant equipment or ornamentation above the roof level.

The Study Area has a generally low-scale character with most buildings within the DDO8 less than three storeys high.

Across the entire Study Area, 74% of the buildings are less than 10m high and less than 4% of 50 buildings are greater than 15m high.

Recent development applications have sought approval for buildings greater than seven storeys. All are office developments with ground floor retail proposed.

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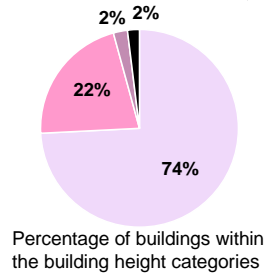
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The tallest building is Park Towers.



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Building Heights

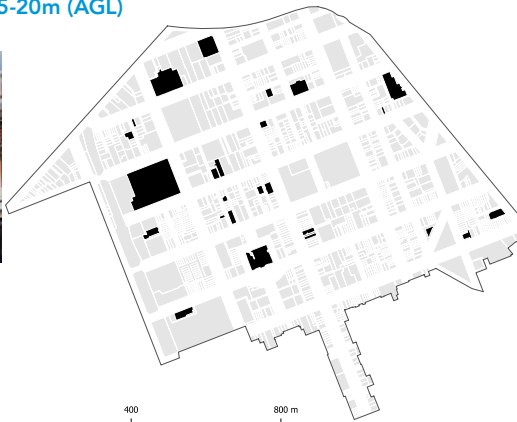
Building heights less than 10m (AGL)
837 buildings



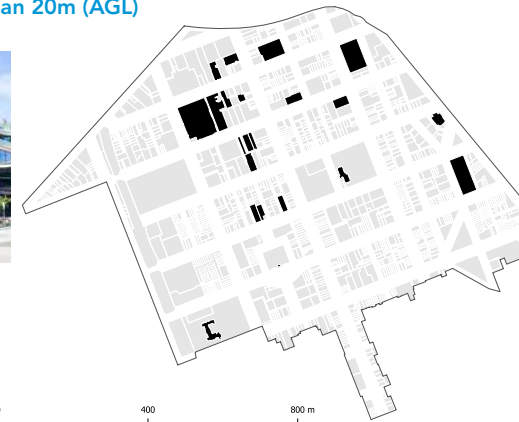
Building heights between 10-14m (AGL)
243 buildings



Building heights between 15-20m (AGL)
26 buildings



Building heights greater than 20m (AGL)
22 buildings



Building Heights

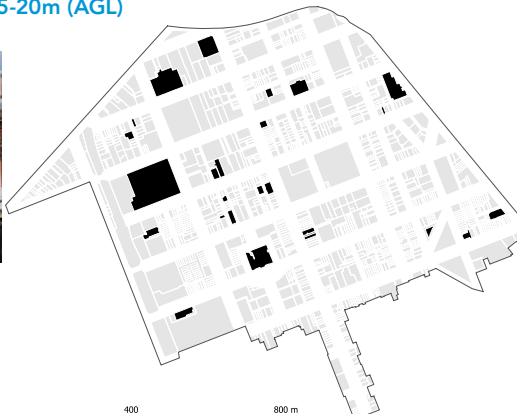
Building heights less than 10m (AGL)
837 buildings



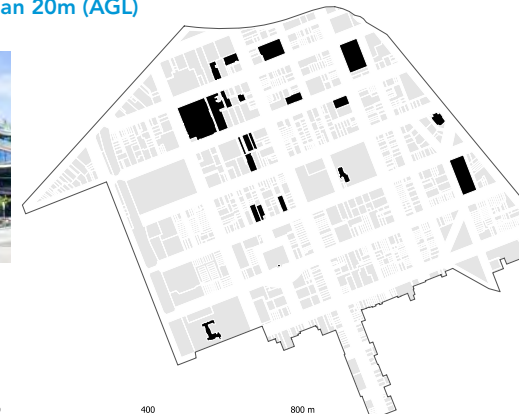
Building heights between 10-14m (AGL)
243 buildings



Building heights between 15-20m (AGL)
26 buildings



Building heights greater than 20m (AGL)
22 buildings



Street Walls

Much of the activity centre is defined by buildings with zero setback to the street. A highly consistent street wall is a consequence of the zero setback and predominant 19th century development patterns. Planning scheme controls have since sought to preserve this distinct character with development immediately above the streetwall generally setback between 5m and 10m.



10m setback above the Street Wall

Most street wall heights within the DDO8 area are one to two storeys. Areas outside the DDO 8 area have a less defined street wall due to residential developments that are normally set back from the property boundary.

A recent VCAT approval for a development on the corner of Moray and York Streets permitted zero setback above the streetwall on both frontages. The approval permits a two storey street wall facing Moray Street increasing to a 10 storey street wall at the rear of the site. VCAT required a setback above street wall to Moray Street only. Council argued that it should also apply to York street (as a duel frontage site), however VCAT determined that a site can only have one frontage. This decision may provide a precedent with the potential to undermine the highly consistent and unifying street wall character of the precinct.

Many early and intact hotels mark their street corner locations with increased street wall heights. These serve as landmarks acting to define the intersections and the associated street segments. Main Streets within the activity centre have an average street wall to street width ratio of 1:3. Regular Streets have a ratio of 1:2 and in some places the Narrow Streets and laneways display ratios of 2:1 or greater. Clarendon Street's consistent two storey street wall and broad 30m road reserve reinforces its status as a key view corridor with an 'open to the sky' character. This presents a distinctly different character from the more intense development seen along the axis within Southbank and central Melbourne.

Several recent developments within commercial and employment areas have resulted in buildings of up to four storeys with similar street wall heights. Public parks, some community and civic buildings, and multi-level public housing present no defined street wall or setbacks from the street edge.



Street Wall Height (metres)

- No Street Wall
- 0 - 9
- 9- 15
- >15m



One Storey Street Walls



Two Storey Street Walls



Three Storey Street Walls



Four Storey Street Walls

Heritage Places & Character Buildings

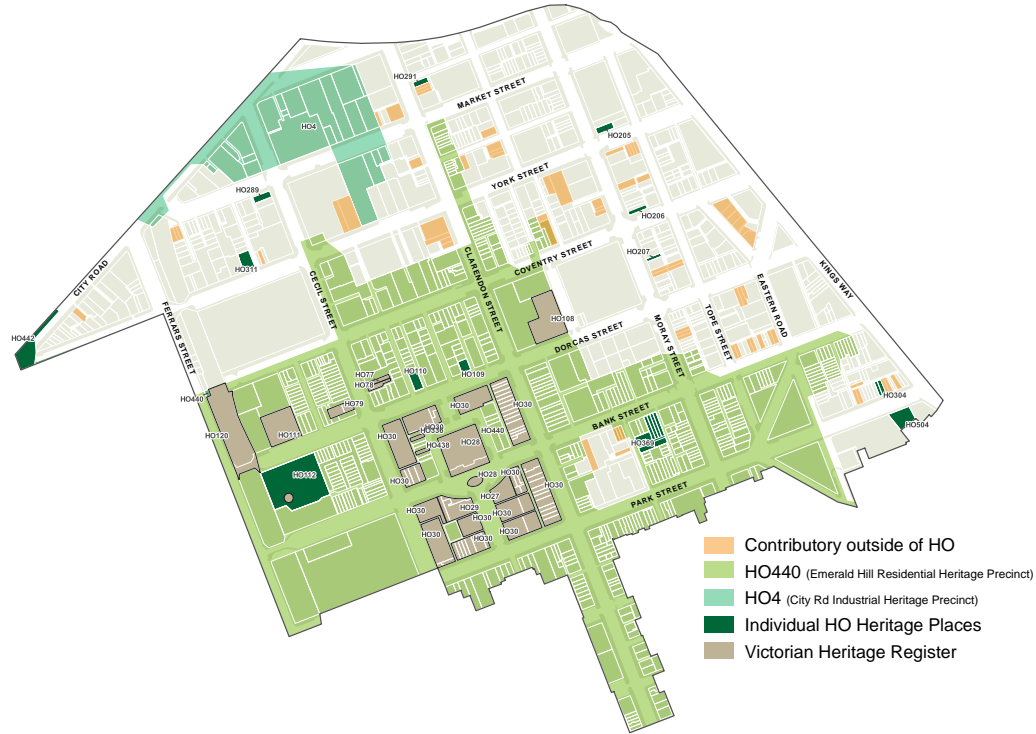
Protection of heritage places in the City of Port Phillip is primarily controlled by the Heritage Overlay (HO) in the Port Phillip Planning Scheme. A planning permit is required to demolish, remove, construct, externally alter or paint a building. HOs can apply to heritage precincts or individual buildings.

HO440 Emerald Hill Residential heritage precinct applies to the residential and commercial areas surrounding the South Melbourne Town Hall. The building stock includes houses, hotels, retail and commercial and civic and community buildings as well as several churches predominantly dating from the 19th and early 20th centuries.

HO4 City Road Industrial heritage precinct applies to the former industrial area north and south of City Road. The building stock predominantly dates from the early to mid 20th century. Many of the early factories have been adaptively reused and incorporated into mixed use commercial developments.

Outside these two heritage precincts, individual heritage overlays apply to several buildings. Many of these are corner hotels such as the Albion (172 York Street), Southern Cross (78 Cecil Street), Maori Chief (117-119 Moray Street), which are a distinctive feature of South Melbourne.

The 'Contributory outside of HO' buildings mostly date from prior to 1945. Most of these are remnant 19th century houses and shops, and early 20th century factories and warehouses. They contribute to the character of this area and require further assessment to determine their relative heritage significance.



Contributory outside of HO



Individual HO Heritage Place



HO4



HO440



Victorian Heritage Register

Access & Movement

Overview

South Melbourne's regular street grid provides clear, direct and legible options for all transport modes within and beyond the activity centre. The streets are wide, approximately 30m, and account for 42% of the overall Study Area which is significantly more than other inner Melbourne areas such as Cremorne at 22% and Fitzroy/Collingwood at 32%.

Kings Way, Ferrars Street and the M1 Freeway form the eastern, western and northern boundaries and provide direct access to metropolitan, regional and national road and freight networks. Large volumes of traffic on Kings Way and the separated tram corridor restrict options for crossing, especially for pedestrians and cyclists, to Eastern Road and Park Street.

The activity centre is well serviced by tram routes along Clarendon Street, Eastern Road and Park Street with a further two routes along the boundaries of Kings Way and alongside Ferrars Street. These routes provide frequent connections to the centre of Melbourne and other local and metropolitan destinations. Some tram stops provide access for people with a disability, but many stops within the centre are yet to be upgraded to comply with DDA and Australian Standards.

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

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

Since 2014 there have been nine traffic incidents resulting in serious pedestrian injury, with seven of those occurring on Road Zone 1 roads (VicRoads). Fortunately, there have been no fatalities in this time.

In the same period there have been 11 serious injuries to cyclists since 2014, with seven of these occurring on Road 1 Zone roads (VicRoads). Again, fortunately there have been no cyclist fatalities within the activity centre and serious injuries to cyclists have been in decline since 2014.



Street Widths

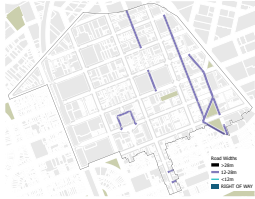
Four distinct categories of roads in South Melbourne:

- Main Streets (+28m wide)
- Regular Streets (12-28m wide)
- Narrow Streets (less than 12m wide) and
- Right of Way Streets (providing access)



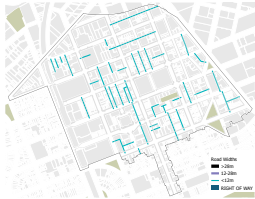
Main Streets (more than 28m wide)

The South Melbourne Study Area has mostly wide streets with a 30m wide road reserve (property boundary to property boundary). In comparison, Sydney Road Brunswick, Chapel Street Prahran, Glenferrie Road Hawthorn and Swan Street Richmond present 20m road reserves and feature active street frontages, awnings, on-street parking and dual tram ways. The Main Streets generally extend beyond the Study Area and are a defining element of South Melbourne due to their width and broad character.



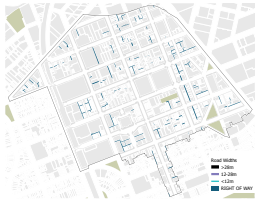
Regular Streets (12 to 28m)

Tope Street, Clark Street and Eastern Road are narrower than most. Without significant retail or residential uses, offices, warehouses, workshops and showrooms are in abundance. These uses require less pedestrian amenity and present a standard street wall to road width ratio of around 1:2 & 2:3. Many of the Regular Streets run north-south.



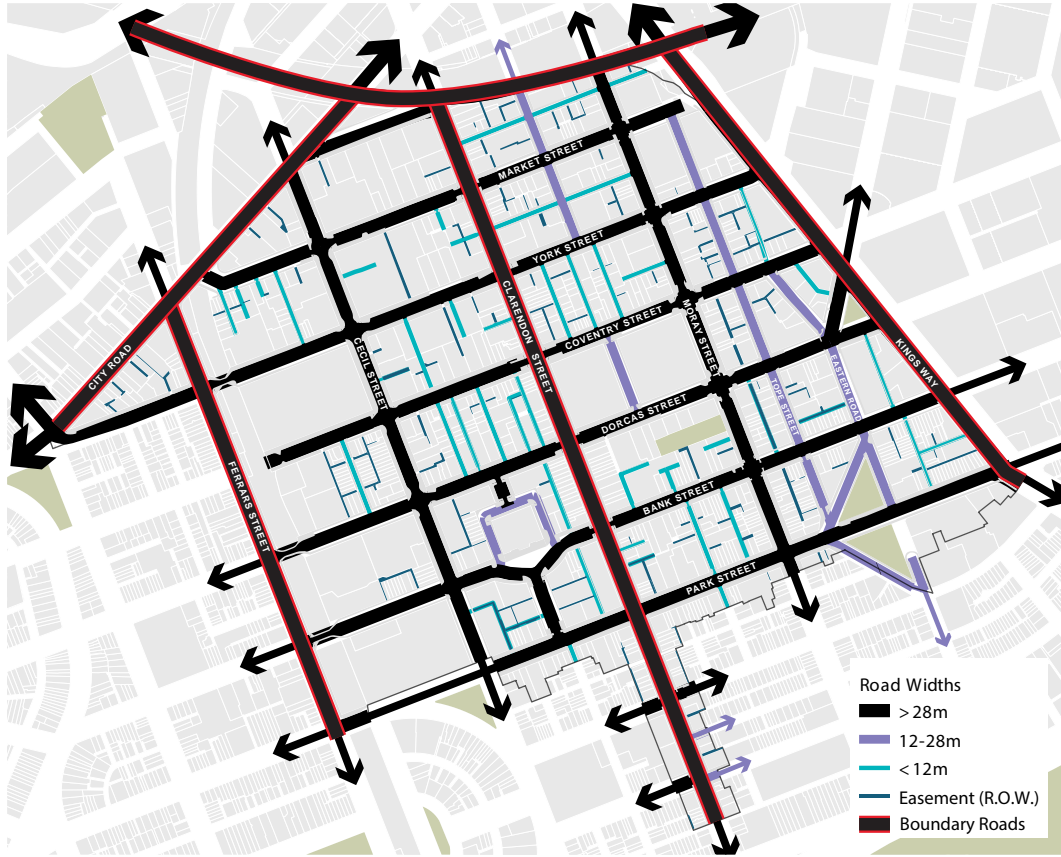
Narrow Streets (less than 12m)

Narrow Streets have laneway functions of loading, storage and waste management. Most Narrow Streets in the Study Area run north-south and do not have the high levels of pedestrian amenity along the primary frontages in the retail precinct. Many have been developed with taller street wall ratios although recently approved developments are expected to increase the levels of activity. The Narrow Streets are all contained within the Study Area.



Right of Way Streets

Each property requires an access point and where buildings have no setbacks to the street or build to both boundaries, the Right of Way provides the access point. Originally for night soil collection, contemporary use includes vehicle access away from pedestrian conflict and offers a consistent active edge. They also are used for back-loading deliveries and parking. In recent years, the original bluestone laneways have become a treasured characteristic.



Movement & Place

The Movement and Place Framework (M&P Framework) is a Department of Transport (DoT) managed framework that aims to turn strategic aspirations and objectives of transport and planning into movement and place goals in the context of road safety and environmental outcomes.

The road network is divided into transport links and each link is assigned a movement and place classification based on State-level transport and land use planning strategic vision and strategies. Local government can influence the reclassification of transport links in consultation with DoT.



Freight

The key freight route servicing the area is the M1 Freeway. Kings Way is a Principal Freight Network (PFN) route and facilitates significant freight movements (F2 classification). Clarendon Street, Albert Road, City Road and Ferrars Street provide freight access although freight is not a priority movement (F3 classification).



Tram

Key tram corridors (T1 classification) are identified on Kings Way and Park Street connecting to the St Kilda Road corridor. Other tram routes are identified and classified as T2 routes that provides high frequency services in the Study Area.



Bus

Bus route 234 provides a key high frequency service along City Road and is classified as a B3 route. A proposed bus route operating via Dorcas Street and Cecil Street is included in the Framework as a B5 classified route providing a low/irregular frequency service.



Cycle

The primary cycling routes, classified as C1 are identified along Dorcas Street, Park Street and Moray Street connecting east to St Kilda Road. There are currently no signals to complete the connection to St Kilda Road. Key north-south routes along Cecil Street and Moray Street are classified as main cycling routes (C2 classification). It should be noted that Ferrars Street and Clarendon Street have been excluded from classification. Proposed upgrades to the M1 undercroft have also not been classified yet.



Walk

The 400m walkable catchment around ANZAC Station is pedestrian priority (including parts of Kings Way). This edge of the Study Area has very little street furniture or pedestrian amenity while a number of smaller laneways and minor streets provide the best walking environments due to the lack of conflict with noise and vehicles. The Principal Pedestrian Network (PPN) is classified as W2 routes in the Study Area.



Interchange

Currently, no other jurisdictions use the 'interchange' classification in Movement and Place frameworks. Domain Interchange is classified as an I2 interchange that is of regional significance, attracting a high number of travellers. Part of Albert Park Golf Course as well as pedestrian paths and boulevards around the Shrine of Remembrance have also been classified within the interchange.



Movement

The highest order Movement streets include the M1 Freeway and eastern section of Park Street (M1 classification). Kings Way, Clarendon and Park streets (western section) are classified as significant movement routes (M2 classification). Dorcas and Moray streets are moderate levels of movement (M3 classification) whereas Cecil, Moray and Coventry streets are identified for municipal level movements (M4 classification). The remaining roads and streets have been classified as minor, local movement routes.



Places of Street Activity

The capital city zoned land to the north of the Study Area (including the M1 freeway and on/off ramps) have been classified as places of street activity of national or state significance (PA1 classification). Key places of street activity within the northern portion of the Study Area have been identified as having municipal significance (PA3 classification).

Road Reserves

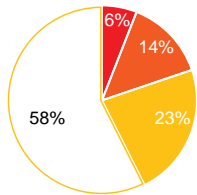
A total of 42% of the Study Area is road reserve: (For comparison, Fitzroy/Collingwood = 33% & Cremorne = 22%).

Most buildings have zero setbacks to the road reserve, highlighting the importance of public realm vegetation to provide pedestrian amenity and soften the street edge.

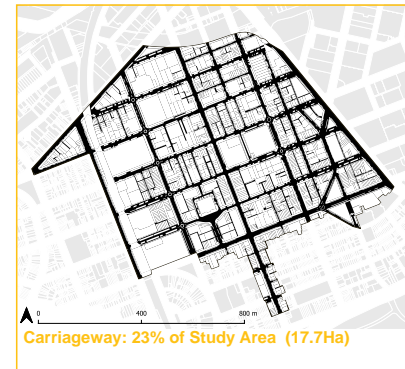
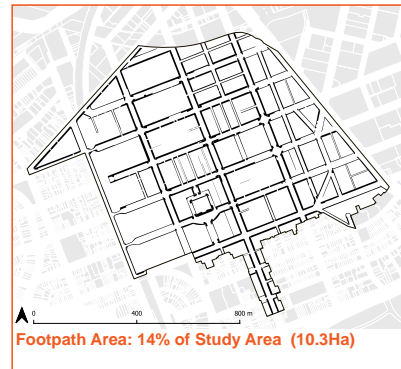
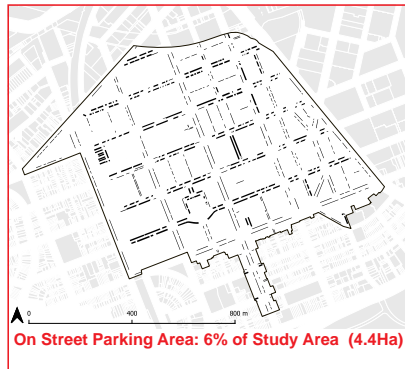
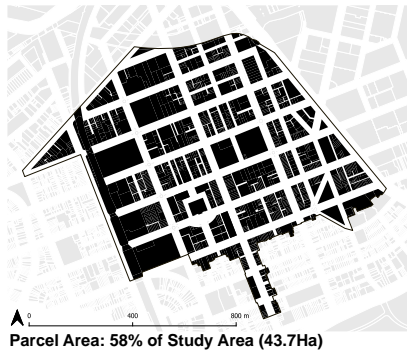
Parking on Council-owned land (at-grade and on-street parking) is 4.4Ha or 6% of the Study Area.

There is scope to reconfigure the road reserve (consolidate parking, skim excess carriageway) and increase space for improved pedestrian amenity and vegetation.

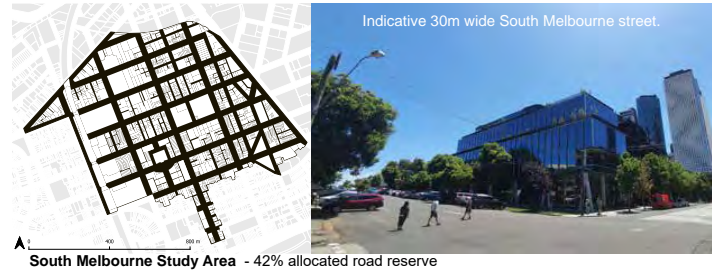
Apart from a few one-way street segments and lanes, most streets have two lanes. Exceptions include Clarendon Street, City Road and Ferrars Street that have four lanes and Kings Way, with eight lanes.



Schedule	Sum	Study Area
Study Area	75.7Ha	
Parcel Area (Net)	43.7Ha	58% (freehold and public land)
Road Reserve	32Ha	42%
● On Street Parking	4.4Ha	6% (14% of Road Reserve)
● Footpath	10.3Ha	14% (32% of Road Reserve)
● Carriageway	17.7Ha	23% (54% of Road Reserve)



Scaled comparison of South Melbourne & Cremorne



Connections (Local)

The Study Area has good connections with frequent multi-modal public transport services. A regular street grid provides good legibility and direct movements along key streets and back streets through and beyond the Study Area.

Major roads and Freeway/Tollway connections provide regional access for vehicles, freight and logistics. Kings Way, Ferrars Street and the M1 Freeway create an edge effect along the northern, western and eastern boundaries while the southern extent is not defined by visual/physical barriers but the end of the commercial uses.

A recent upgrade of separated cycling infrastructure has occurred on Moray Street. Future bike connections on Dorcas Street and Park Street may improve east west cycling safety.

Two bus routes service the Precinct with Route 236 passing the South Melbourne Market on Cecil Street and Route 234 passing the northern extent on City Road.

The Light Rail connects St Kilda with the Melbourne CBD and links the South Melbourne Market although accessibility is limited with grade separations and an overpass that is difficult for some people to use. Tram services along Clarendon Street provide direct access to Southern Cross Station and Albert Park, linking the retail centre to a broader catchment.

The Kings Way and Eastern Road trams provide additional services. A new connection is planned along Park Street linking the future ANZAC Station with Clarendon Street including the capacity to divert some services away from Swanston Street and linking up with Southern Cross Station. Some Tram stops will need to be upgraded to meet DDA requirements.

