



South Melbourne Structure Plan Phase 2 engagement report

November 2022

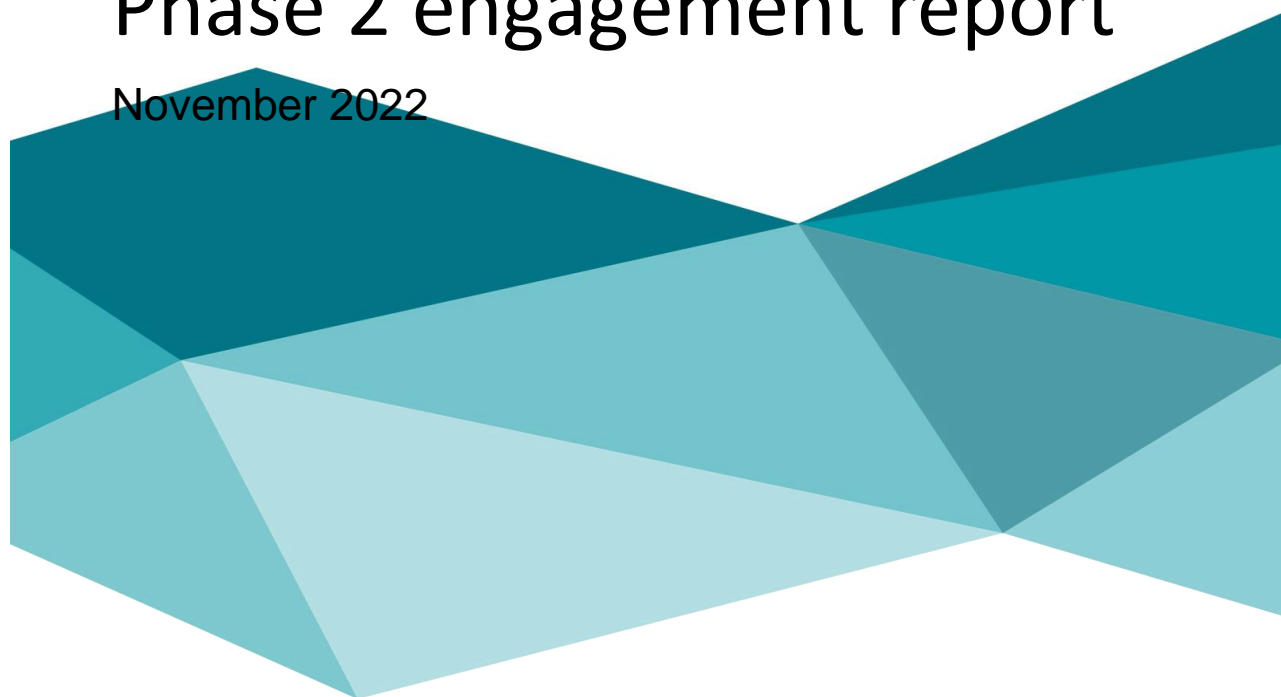




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City of Port Phillip South Melbourne Structure Plan - Phase 2 Engagement Report



About this report

This draft report provides the findings of engagement activities undertaken as input into the development of the draft South Melbourne Structure Plan. It provides an overview of the engagement activities conducted from September to October 2022 and a summary of the feedback received from participants. This includes engagement activities completed by the City of Port Phillip and i.e. community.

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Executive summary

In September and October 2022, the City of Port Phillip conducted engagement to inform the draft South Melbourne Structure Plan, promoted publicly as Future South Melbourne. Following an initial round of engagement in March and April 2021, the focus of this second phase was seeking community feedback on a Discussion Paper which set out a vision for South Melbourne, and three key directions: Quality Places, Quality Buildings and Quality Experiences with 16 ideas to test with the community.

In addition to sharing the outcomes from the first phase of engagement, the engagement sought to provide opportunities for the community to consider key issues faced in the development of the structure plan and to test a range of different ideas for how the community's vision for South Melbourne could be achieved.

The engagement process was designed to provide opportunities for feedback through a range of mechanisms, including surveys and workshops. Wherever possible, an effort was made to engage the community by meeting where they are already gathering, including community conversations (pop-ups) and attending Council advisory group meetings. Consideration was also given to holding the activities in locations that provided the best opportunity for specific segments of the community to get involved, including at public housing communities, the Clarendon Street shopping strip and the South Melbourne Market.

As a result, more than half of the participants were engaged at key locations across South Melbourne through the community conversations. When combined with the community workshop and advisory group meetings, almost 70 per cent of people were engaged in person.

The vision put forward in the Discussion Paper was strongly supported by the community, with feedback provided to make it more succinct and ensure it captures the unique identity of South Melbourne.

For Quality Places, there is broad support for Council's ideas to enhance public space and activate the streetscape, though the community was clear that car access and parking are important. Improving walkability is seen as an opportunity to add vibrancy to streets and build a stronger sense of community.

Attracting visitors and supporting businesses to prosper is seen as central to helping South Melbourne thrive. While South Melbourne Market is considered key to providing Quality Experiences, there is a view that more needs to be done to create vibrant mixed-used streets and provide a range of transport options with parking seen as a deterrent by some. Residential amenity is favoured over boosting local nightlife and live music.

When it comes to Quality Buildings, balancing heritage protection with increasing density is a key challenge identified by the community. Protecting neighbourhood character and ensuring 'appropriate' building heights came through strongly in how the community would like to see the

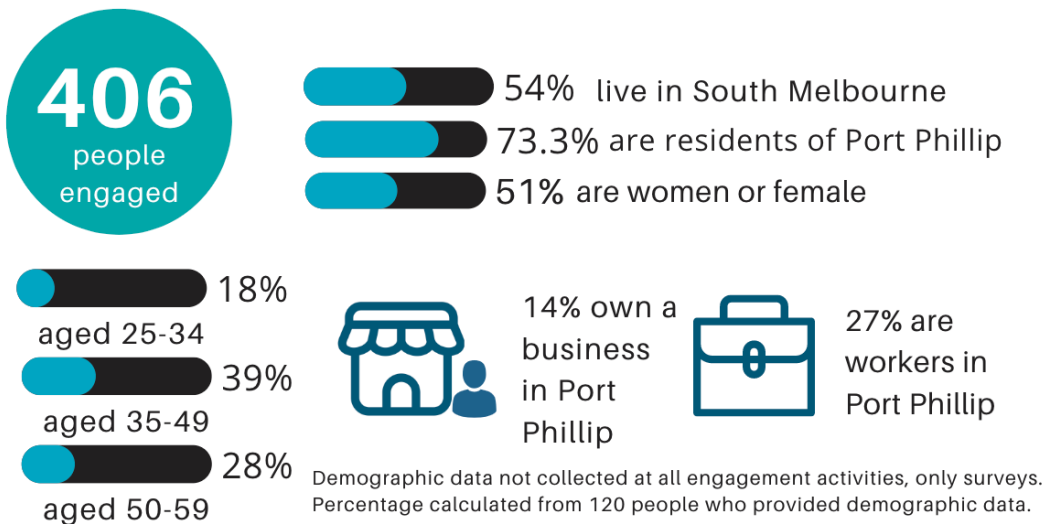


suburb developed. This was countered by feedback from business owners who believe increasing density, which likely requires increasing building heights in some areas, is necessary to support the South Melbourne economy to thrive.

The engagement process captured input from 406 people, including residents and community members, businesses and advisory committees.

Specialist community engagement consultancy, i.e. community, was engaged to design and deliver the community workshops, as well as the analysis and reporting of all engagement activities.

Snapshot of engagement participants





Introduction

Project background

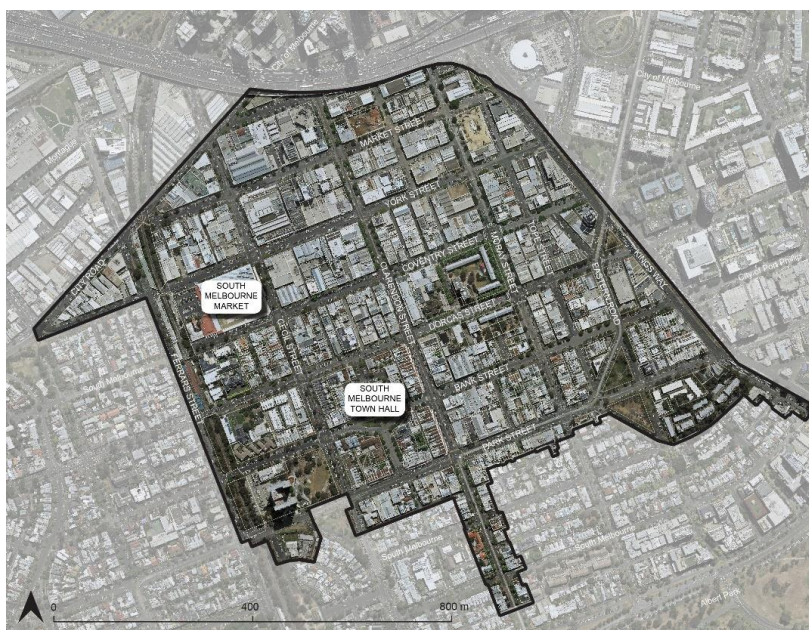
South Melbourne is a vibrant inner urban location with an engaged community, a diverse mix of housing and businesses, and a rich cultural and architectural heritage. These attributes, as well as its location between Melbourne's CBD and Port Phillip Bay, mean that South Melbourne will continue to be an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

A structure plan is a way a council can manage and plan for how an area looks, feels and functions. It sets out the long-term vision for an area and an action plan on how it will be achieved.

The current South Melbourne Central Structure Plan and South Melbourne Central Urban Design Framework were adopted by Council in 2005. Planning controls based on these documents were implemented in 2008.

Since that time population and land use changes have occurred throughout South Melbourne and development pressure has increased. Challenges such as climate change and the impacts of the COVID-19 pandemic are also placing new pressures on the community.

The study area for the South Melbourne Structure Plan is generally based on key roads and anchored by the Clarendon Street shopping strip. A map of the study area is provided below.





The development of a new Structure Plan for South Melbourne is a three year project which will:

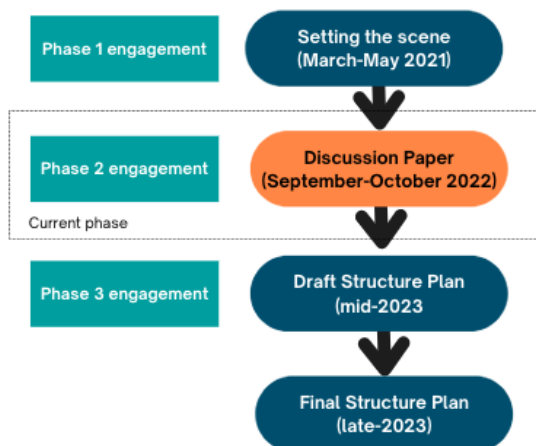
- Establish a vision and framework for the long-term future growth, development and character of the South Melbourne precinct
- Ensure that infrastructure, public space and transport provision meet the needs of a growing and changing population, including the flow-on effects from development in surrounding areas, for example the Fishermans Bend Urban Renewal Area
- Identify a set of outcomes and strategic directions to deliver the vision and framework for the future development of the South Melbourne precinct
- Establish an implementation plan for delivery, measuring and monitoring of the outcomes of the structure plan.

Engagement scope and objectives

The South Melbourne Structure Plan development process provides the community with the opportunity to provide input at key stages throughout the process. Phase 1 in 2021 sought community ideas and input which were used to develop a Discussion Paper, outlining key directions for the draft Structure Plan.

Phase 2, the focus of this report, sought community feedback on the Discussion Paper, specifically the vision, key directions and 16 ideas that will form the basis for the Structure Plan.

An overview of the process is provided below.





Overview of the three key directions

Quality Places

South Melbourne is a distinctive neighbourhood that is home to a cluster of diverse places and destinations that provide for all people. The South Melbourne Structure Plan will seek to ensure that the evolution of the area builds upon the existing foundations and strengths of the area, including enhancing the area's reputation as one of Melbourne's cultural, creative and market hubs.

Quality Experiences

The South Melbourne Structure Plan will focus on strengthening the valued qualities of the area that make South Melbourne a memorable experience to live, work and visit. South Melbourne is a place for all members of the community, where people feel supported and comfortable being themselves and expressing their identities.

Quality Buildings

The South Melbourne Structure Plan will ensure that future development and change is well-managed and meets the needs of the community. Planning controls will be reviewed and updated to improve clarity and consistency.

Engagement objectives

The objectives for Phase 2 were:

- Outline what was heard during the Phase 1 engagement
- Present key issues for consideration during the structure planning process
- Create opportunities for stakeholders to share their thoughts and aspirations for the study area within the context of the issues identified in the Discussion Paper
- Test different ideas that respond to the findings from Phase 1
- Introduce the local community, landowners and other stakeholders to the project, if they were not already familiar with the project
- Inform stakeholders about why the project is being undertaken if they were not already familiar with the project
- Maintain interest in the project following Phase 1.

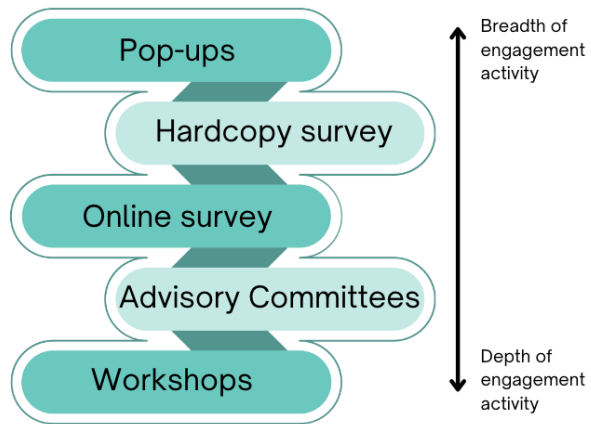


Engagement activities

The engagement activities conducted in Phase 2 were as follows:

- **Online survey** distributed through Council’s ‘Have Your Say’ platform. The survey was designed and distributed by Council, with initial data analysis by Council and further analysis by i.e. community.
- **Intercept survey and hardcopy (factsheet) survey** adapted from the online survey to be shorter and simpler. Intercept surveys were conducted at seven community conversations (pop-ups) delivered by Council using corflute boards to capture responses. The factsheet survey was distributed in hardcopy format with reply paid envelopes. The surveys were designed and distributed by Council, with initial data analysis by Council and further analysis by i.e. community.
- **Facilitated discussions** with Council’s Advisory committees and a local business association to seek feedback on and explore ideas in more depth. Six facilitated meetings were delivered by Council, with analysis by i.e. community.
- **Workshops** with community members to explore emerging key ideas in more depth. Three workshops were designed and delivered by i.e. community, in partnership with Council, with analysis by i.e. community.

Phase two engagement program



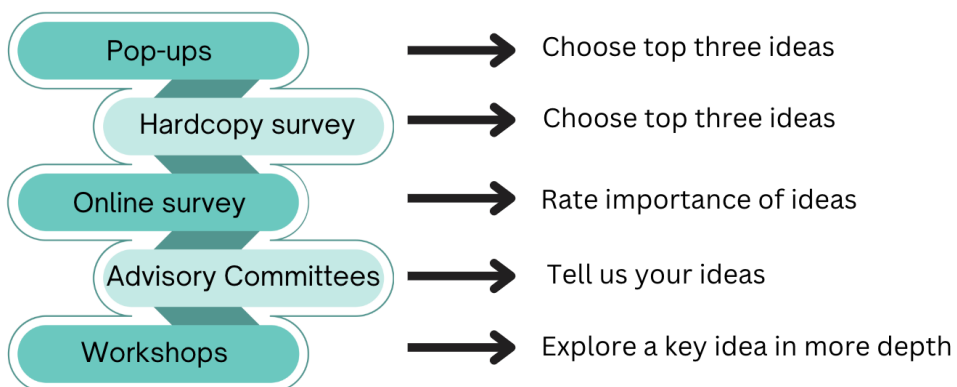
To promote the engagement program and support participation Council undertook the following activities:

- Distributed postcards to residents and businesses in the study area promoting the project, which listed locations of community conversation pop-up events and directed people to the project website.
- Advertising on social media.
- Email blast to interested parties, local businesses and other key stakeholders.



Overview of questions from each engagement activity

Each engagement activity asked slightly different questions, tailored to the format of the engagement, and allowing different breadth and depths of engagement. The type of question asked at each engagement activity is presented in the figure below. This was the same for each key direction.





Key findings

Vision

Recognised as a traditional gathering place for First Nations, South Melbourne continues to be one of Melbourne's great social hubs and dynamic economies. People from all backgrounds are welcome to live, work and visit this vibrant, liveable and diverse community.

The network of walkable, green streets and comfortable public spaces, combined with valued heritage places and attractive buildings, provide a variety of memorable destinations, productive businesses, creative industries and local services.

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

The Vision was strongly supported by the majority of participants.

The vision was supported by the majority of those engaged. Participants were asked to provide feedback on what they thought was missing, with the most frequent comments being:

- To make it more succinct and compelling
- To ensure it captures the unique identity of South Melbourne and doesn't sound generic.

Key direction: Quality Places

There is support for activating the streetscape, while maintaining access for cars and parking

The community is generally supportive of the ideas to enhance public space in South Melbourne, including more greenery and sunlight and an improved pedestrian experience. However, there were views that this shouldn't come at the cost of parking and car access.

There was a diversity of views on the idea that wide streets should be used for alternative public uses. This idea was ranked as a less important idea in the online survey, but one of the top three ideas through the community conversation pop-ups and hardcopy survey. These diverse views are centred around the desire to promote a vibrant streetscape that encourages visitors and is positive for residents. However, there are concerns around the loss of parking, the narrowing of streets to accommodate bike lanes, and the effects this idea would have on the unique sense of space the wide streets provide.



Adding vibrancy to the streets through improving walkability would help build a sense of community

'Promoting pedestrian access and walkability' arose as a key idea through all the engagement activities, including around Kings Way and key destinations in South Melbourne.

There was a view that activating the streets with pedestrians would bring vibrancy and help build a sense of community.

Key direction: Quality Experiences

Attracting visitors and workers to the suburb is of key interest to helping the precinct thrive

- 'Supporting businesses to grow and prosper in South Melbourne' emerged as a key idea throughout the engagement, including through leveraging the visitors that the South Melbourne Market brings to the area. There was a view that attracting more visitors and encouraging them to visit the whole precinct to support thriving businesses is key to bringing vibrancy to the suburb.
- There was an acknowledgment of the challenge of balancing the need to provide vibrant mixed-use streets incorporating places for people to gather with providing parking. In particular, workshop participants concluded that, while South Melbourne has great public transport connectivity, there was a perception that the possibility of not finding a suitable car park is still a deterrent for some people. At the same time, there was a view that to promote vibrant outdoor areas and businesses, people must be encouraged to come by public transport.

There were mixed opinions on the new open space at Town Hall Reserve

- There were a range of opinions around the idea to develop a new outdoor space at the Town Hall Reserve that recognises Traditional Owners. It was identified as one of the top three ideas in the community conversation pop-ups and hardcopy survey, but a less important idea through the online survey. Those who thought the idea was less important thought that new open space was not required, or that there were other open spaces that needed attention first. Some thought it was not the Council's role to decide on how First Nations should be recognised.

Participants would like to protect residential amenity over supporting a night time economy

- Supporting the local economy through nightlife and live music were not popular ideas. This was mostly due to concerns around the impact on residential amenity.



Key direction: Quality Buildings

Balancing heritage protection with increasing density to bring more people to the suburb was a challenge identified by the community

- 'Respecting heritage buildings and residential areas' and 'protecting neighbourhood character' were two key ideas supported through the engagement, with community and stakeholders recognising the heritage buildings made South Melbourne unique and is an important part of its identity. Workshop participants discussed the challenge of protecting heritage while also needing to increase development and density to bring more people to the area.
- Building heights emerged as a key issue across all engagement activities, with 'ensuring building height is appropriate' one of the top three ideas from the community conversations and hardcopy survey. There was recognition however, that increased density is required to bring more people to the area and promote vitality, but that height should be managed well. Southbank was referred to as an example of poorly managed building heights.

Active street frontages were identified as a key characteristic that new developments should get right

- Street frontages that add vibrancy to the street came through as a key idea in the online survey and workshops, with a desire to see South Melbourne not become a place that is a "ghost town" at street level, with wind tunnels and an unpleasant pedestrian experience.

There were mixed views on the idea for vegetation on buildings

- There were differing opinions on providing vegetation on buildings. It was identified as one of the top three ideas in the community conversation pop-ups and hardcopy survey, but as less important in the online survey.
- There was support for improving the visual amenity of buildings, but a view that the design and placement of vegetation should complement the heritage buildings and concerns around maintenance.



Who we heard from

Participation by engagement activity

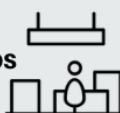
The engagement activities involved a total of 406 people. The participants in each engagement activity is outlined in the table below.

Engagement activity	Participation
Online survey	103 people
Community conversation pop-ups	222 people*
Hardcopy survey	19 people
Workshops	10 people
Advisory Committees	52 people (6 committees and groups)

*Estimated from total responses

Community conversation pop-ups

Purpose: to engage a broad cross-section of the community.




7 pop-ups across South Melbourne

222 people engaged

- South Melbourne Market
- Clarendon and Coventry Streets
- South Melbourne Central
- Gateway Ward Town Hall Meeting
- St Luke's Church next to Emerald Hill Court
- Park Towers

Community workshops and advisory group meetings

Purpose: to have in-depth discussions around key issues




3 community workshops were held

6 Advisory group meetings

62 people engaged

Online survey and hardcopy survey

Purpose: to seek feedback from broad cross-section of the community.

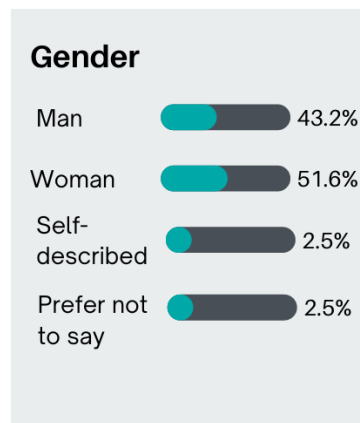
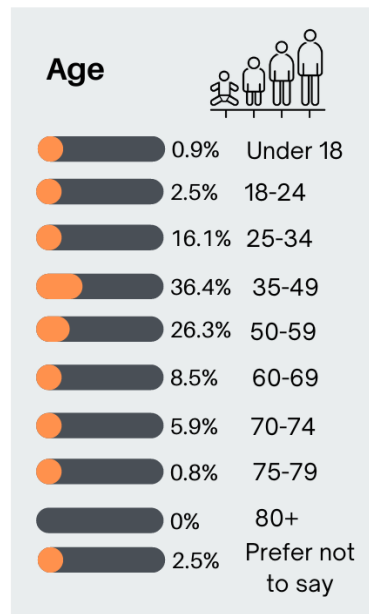
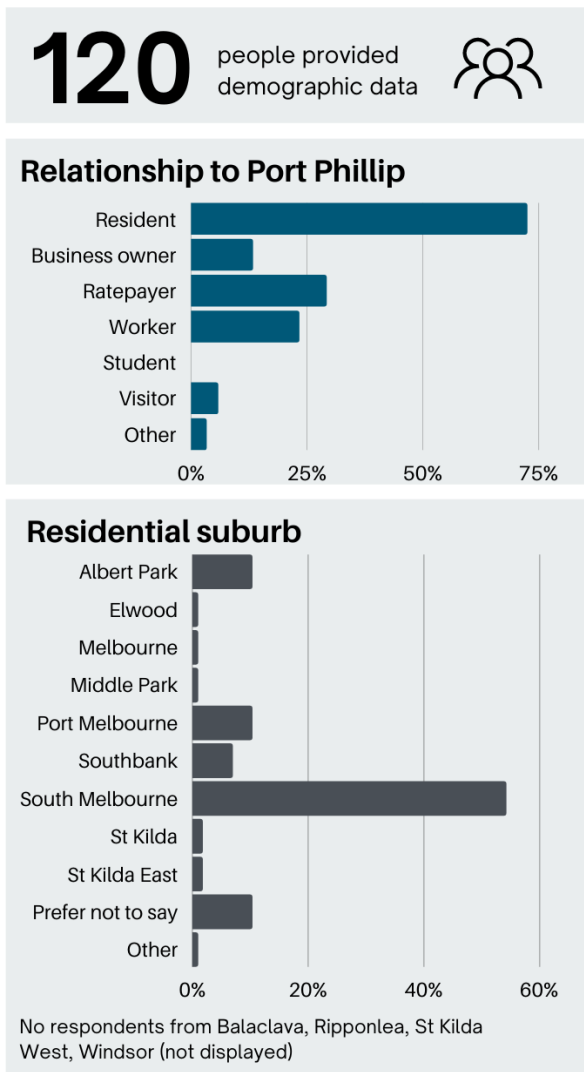


122 people engaged



Demographics of participants

Demographic data was captured through online and hardcopy surveys, but not in the workshops, community conversation pop-ups and advisory group meetings.





What we heard

Draft vision for South Melbourne

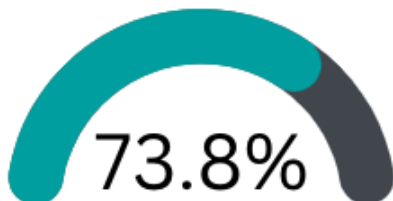
Community ideas and aspirations from phase one engagement were used to develop a shared vision for South Melbourne. The shared vision for South Melbourne is:

Recognised as a traditional gathering place for First Nations, South Melbourne continues to be one of Melbourne's great social hubs and dynamic economies. People from all backgrounds are welcome to live, work and visit this vibrant, liveable and diverse community.

The network of walkable, green streets and comfortable public spaces, combined with valued heritage places and attractive buildings, provide a variety of memorable destinations, productive businesses, creative industries and local services.

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

Support for the vision



of participants support the vision
(Supportive or very supportive)

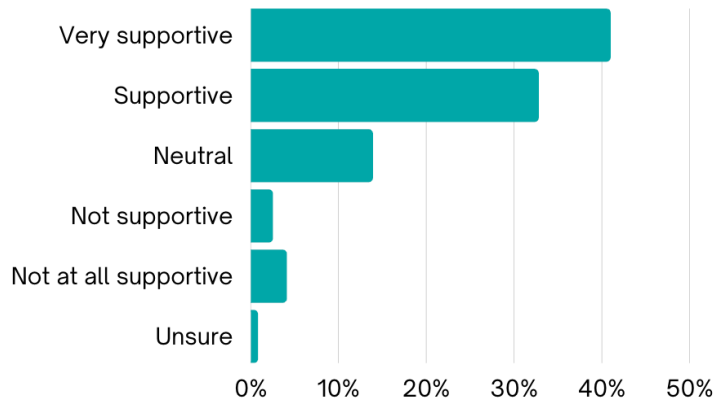
"Feels like South Melbourne" - Community conversation participant at Clarendon and Coventry streets

"A Vision needs to be more succinct, engaging and compelling. Resonates with people to want to support it or be part of it. Whilst the Vision stated above has many commendable components, it lacks punch." – online survey participant

"Great - like the acknowledgement of First Nations." – Community conversation participant at South Melbourne Market



The online survey and hardcopy survey asked for level of support for the draft vision. The results are presented in the chart below.



What’s missing from the vision?

To understand how the vision could be improved, the community was asked for their feedback, specifically what they thought was missing from the vision. This was asked in all engagement activities except the workshops.

Key themes across engagement activities

- Too generic: needs to capture what is unique and quintessential to South Melbourne
- More succinct and punchy: should be compelling, inspiring and resonate with people
- There is support for the acknowledgment First Nations at the start of the vision
- Amenity: could include greater reference to attractive streetscapes and green space
- Unique heritage: stronger recognition of South Melbourne’s history, unique heritage and character

“Vision documented is too generic, needs to be punchy! One which supports a long-term plan to ensure South Melbourne grows economically, more sustainable, vibrant, productive and liveable.”
 – online survey participant

“Need to be unique and authentic to the area, should capture what is quintessential to South Melbourne” – Advisory committee participant

“I would like to see a greater emphasis on greening the whole area with emphasis on street activity, accessibility, comfort and being aware of the diverse needs of different sectors of the population” – online survey participant



Quality Places in South Melbourne

Overview of key direction provided to the community

South Melbourne is a distinctive neighbourhood that is home to a cluster of diverse places and destinations that provide for all people. The South Melbourne Structure Plan will seek to ensure that the evolution of the area builds upon the existing foundations and strengths of the area, including enhancing the area's reputation as one of Melbourne's cultural, creative and market hubs.

Ideas that sit under this key direction

Provide new parks in South Melbourne

Explore how we could deliver new parks in South Melbourne, using Council's Public Space Strategy.

Plant more trees in streets

Plant more trees in streets to address South Melbourne's lower number of trees, mitigate the urban heat island effect, contribute to local amenity and improve the local environment.

In wide streets create more space for pedestrians, trees, landscaping and places to sit and socialise

Given South Melbourne's main street grid is 30 metres, explore opportunities to improve the use of wide streets to create more space for pedestrians, trees, landscaping, places to sit and socialise, bike lanes and short-term parking.

Make it easier for people to walk to and between key destinations within South Melbourne

Explore how to create streets that are comfortable, delightful and safe, potentially facilitating a network of priority pedestrian streets that are accessible for everyone.

Protect sunlight to parks and key streets

Review the requirements on how new development is to protect sunlight to public spaces, particularly which spaces should be prioritised and when sunlight access is most important.



Improve accessibility of tram stops

Not all tram stops are accessible to people with limited mobility such as older people and people with a disability. This idea seeks to improve the accessibility of tram stops, whilst minimising negative impacts on streets.

Improve pedestrian and bike connections from South Melbourne to the city and other key places

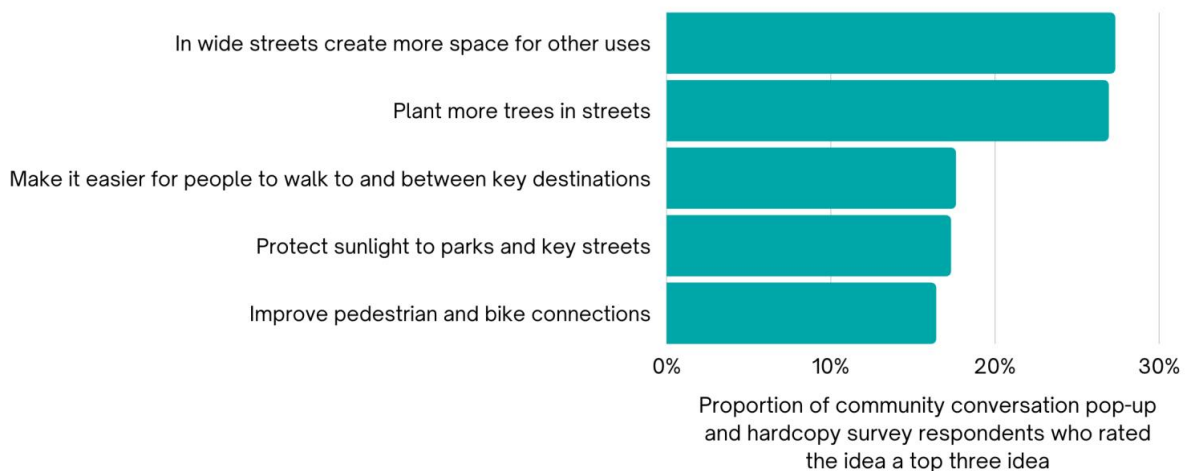
Explore how to improve pedestrian and bike connections between the study area and key destinations outside the study area for example, Southbank, Melbourne Central City, Fishermans Bend, St Kilda Road and the new ANZAC Station.

Improve pedestrian experience along and across Kings Way

This idea explores ways to improve pedestrian amenity and accessibility along and across Kings Way and to providing for street trees and other landscaping.

What we heard

Combined results from the hardcopy survey and community conversation pop-ups, which asked the same question: *choose your top three ideas for quality public space?*





Top three ideas for quality public space



“Clarendon Street needs to be greener.” - community conversation participant at South Melbourne Market

“More spaces for dogs, more dog parks.” - community conversation participant at Clarendon and Coventry streets

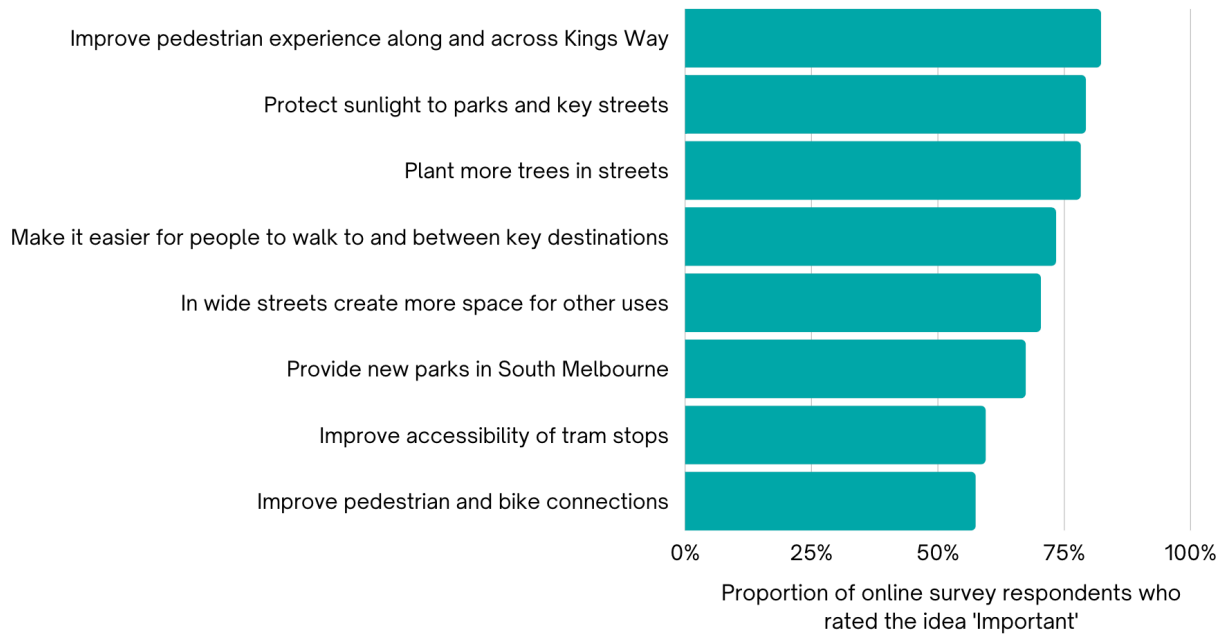
“The future will involve less privatised motor traffic - this is the guiding idea for development” - hardcopy survey respondent

Importance of ideas for quality places

To understand how the community rated the ideas on level of importance, the online survey asked the question: *How important to you are the following ideas to enhance public space?*

The community could respond: Important, Neutral, Not important, or Unsure. Those who responded Neutral or Not important were asked to state the reason.

The results for the how the community who responded to the online survey rated the different ideas 'Important' is presented below.



From this data, some of the ideas emerged as being more or less important to the community.

Most important ideas to enhance public space from the survey



Improve pedestrian experience along and across Kings Way



Protect sunlight to parks and key streets



Plant more trees in streets

“Add a pedestrian and bike bridge across Kings Way at Coventry St. Kings Way is an horrendous street to cross on foot and super dangerous with all the trucks and density of traffic” – online survey participant

“we want to encourage more sunlight all the way to the ground, not less. If that's what the statement means then it is very important.” – online survey participant

“More trees, more trees, more trees” – online survey participant



Less important ideas to enhance public space from the survey



Improve pedestrian and bike connections



Improve accessibility of tram stops



In wide streets create more space for other uses

Why are these ideas less important?

- Perception that bike lanes aren't currently used and they negatively impact cars, traffic and safety
- View that improvements are not needed, that South Melbourne already has good connectivity
- Concerns around safety issues of bikes and scooters for pedestrians

- View that tram stops are accessible enough already and do not need improving
- Concerns about tram 'superstops' and the impact on traffic, parking and the streetscape generally

- Concerns around wide streets being narrowed as they are more dangerous and difficult to navigate, such as the streets currently narrowed by bike lanes
- Wide streets are unique to South Melbourne
- Don't want to impact parking for residents
- Enough space for volume of pedestrians in South Melbourne, do not need more

"Too many bike lanes for hardly any bikes, the bike lanes are a safety hazard to pedestrians and motorists." – online survey participant

"Don't see an issue with current tram stops" – online survey participant

"Best thing about south Melbourne is the wide streets and sunlight. Do not make them smaller and close it off. Gives a sense of space lacking in so many other suburbs." – online survey participant



Feedback from Council Advisory Committees

Delivered by Council

Advisory Committees were asked: *What are your ideas for quality public space in South Melbourne?*

Feedback and suggestions on the ideas

- There is support for the ideas that have been put forward
- Need to balance access to parking with other uses, including providing parking with greater time limit
- Suggestions to improve the amenity in the area by:
 - Protection of sunlight to parks is valuable, more than to key streets
 - More plants and consistency of planting
 - Ensuring accessibility for all
 - Increase availability of public space through developer contributions
 - Providing nature strip gardens and community gardens
- Suggestions to activate the streets to attract visitors and build a sense of community by:
 - Providing street furniture and seating, opportunities for recreation and play
 - Activating laneway areas between the Market and nearby tram stop
 - Pedestrianise different areas
 - Attracting visitors from all demographics
 - Creating attractive streets with places for people to sit and socialise make it connected and vibrant
 - Getting the balance right of people and cars, with a view that currently there was not enough space for people, and too much space for cars
 - Beautification of nature strips
 - Exploring how to display and share stories from all of South Melbourne's communities
 - Establish bicycle corridors along key roads to encourage visitation to South Melbourne from the beach and other areas.
- Feedback that Council could improve safety in the area, including by the installation of more streetlights

"Wide streets provide opportunities for South Melbourne to be connected and vibrant" - advisory committee participant



Workshops

Delivered by i.e. community

The community workshops were an opportunity to explore emerging key ideas in greater depth. The workshop explored the questions:

South Melbourne has wide streets and there are competing demands to improve how roads are used for vehicles and other street uses.

- *Where do you see the greatest opportunity for these improvements?*
- *Are there examples of where this has been done well you think we should look at?*
- *What do you think will be the biggest barriers to making these improvements?*

Key themes from discussions:

- It is a challenge to balance activating streets with greenery and street furniture, while ensuring provision of parking for residents and visitors. There's an opportunity to improve amenity, while maintaining access to roads and parking
- Issues relating to bike lanes, with concerns relating to safety, congestion and loss of parking, and perceived lack of use
- There was support for greening the area, including replacing asphalt with grass in some areas, but consideration for the types of planting, with natives preferred
- A view emerged that narrowed roads by bike paths and other uses can cause issues with delivery trucks and visitors
- There is an opportunity to revamp the landscaping around South Melbourne to improve the area and encourage greater community interaction
- Every street is different and should be considered individually

Other general feedback:

Across the engagement activities there were comments provided that were related to the key direction but did not directly relate to the question asked. This feedback is captured here.

- In contrast to some of the more unpopular opinions towards bike lanes, of which largely stem from the pop-up bike lane trial led by the Department of Transport, some participants would like to see pedestrian and bike connectivity made a priority over private vehicles
- Greater consideration and enforcement of motorised scooters parking and riding on footpaths, to ensure pedestrian safety
- Consideration around the new bike lanes, with opinions they detract from the streetscape
- Reducing crime and promoting safety
- Greater affordability of parking needed
- Consideration for electric vehicle charging stations around the suburb
- Concerns around the availability of resident parking



Quality Experiences in South Melbourne

Overview of key direction provided to the community

The South Melbourne Structure Plan will focus on strengthening the valued qualities of the area that make South Melbourne a memorable experience to live, work and visit. South Melbourne is a place for all members of the community, where people feel supported and comfortable being themselves and expressing their identities.

Ideas that sit under this key direction

Support a broad range of businesses, industries, and jobs

Explore how we could deliver new parks in South Melbourne, using Council's Public Space Strategy.

Create an attractive and connected place to support business resilience and embrace creative industries, Vibrant nightlife, and Places to see live music

These ideas would explore how the City could better support creative industries within South Melbourne. This includes investigating opportunities to establish a live music precinct within South Melbourne and consolidating Port Phillip's reputation as a creative industries hub.

Create a new outdoor public space at the South Melbourne Town Hall Reserve that recognises this place as a traditional meeting place for First Nations people

Explore the opportunity to create a new outdoor public space at the South Melbourne Town Hall Reserve that recognises this place as a traditional meeting place for First Nations people.

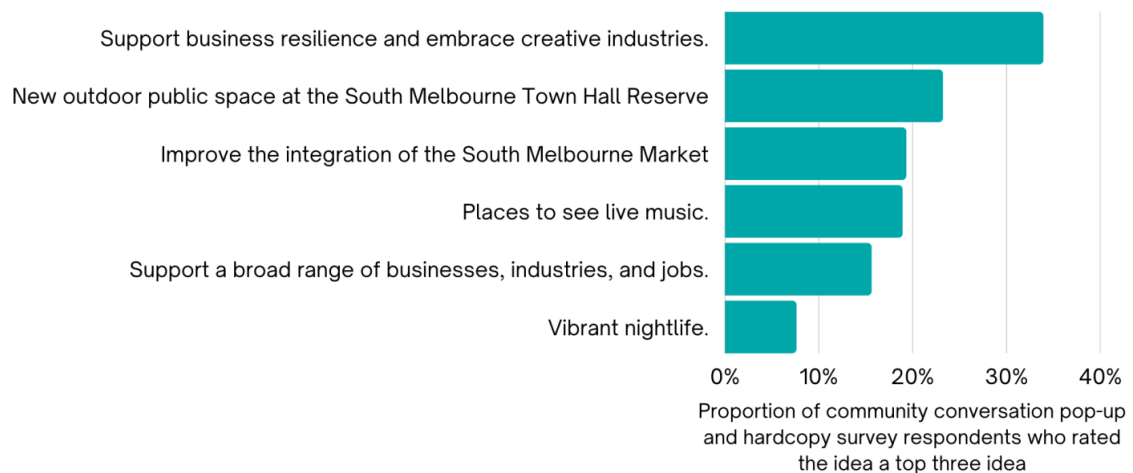
Improve the integration of the South Melbourne Market with surrounding businesses

Investigate how to leverage the strength of the South Melbourne Market to provide greater benefit for the whole area, including improving the integration of the market with surrounding businesses.



What we heard

Combined results from the hardcopy survey and community conversation pop-ups, which asked the same question: *choose your top three ideas to enhance South Melbourne as a destination and support the local economy?*



Top three ideas to enhance South Melbourne as a destination and support the local economy



“Inviting more business to make South Melbourne more alive.” - community conversation participant at Clarendon Street

“Traditional meeting places are important” - community conversation participant at Emerald Hill Court

“Improve the signage and wayfinding towards the South Melbourne Market” - community conversation participant at South Melbourne Market

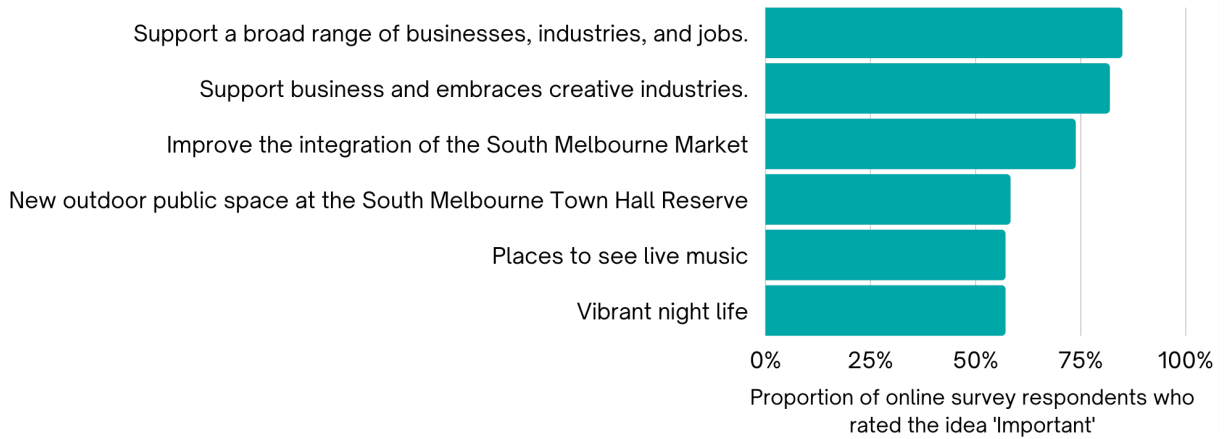


Importance of ideas for quality places

To understand how the community rated the ideas on level of importance, the online survey asked the question: *How important to you are the following ideas to enhance South Melbourne as a destination and support the local economy?*

The community could respond: Important, Neutral, Not important, or Unsure. Those who responded Neutral or Not important were asked to state the reason.

The results for the how the community who responded to the online survey rated the different ideas 'Important' is presented below.



From this data, some of the ideas emerged as being more or less important to the community.

Most important ideas to enhance South Melbourne as a destination and support the local economy



Support a broad range of businesses, industries, and jobs



Support business resilience and embrace creative industries



Integration of the South Melbourne Market with surrounds

"I believe if there are vibrant businesses they will attract people" – online survey participant



“Vibrant activation of streetscape, including the introduction of quality hospitality and entertainment businesses and facilitation of outdoor street usage will raise South Melbourne’s appeal to be more similar to that of Albert Park, and encourage visitors from further afield to patronise and enjoy South Melbourne, therefore enabling business to thrive and expand.” – online survey participant

“The structure plan needs to identify the best way to leverage from the market experience and connect it to the rest of the retail precinct. Clarendon Street through to the market should be an area of activation.” – online survey participant

Less important ideas to enhance South Melbourne as a destination and support the local economy

New outdoor public space at the South Melbourne Town Hall Reserve

Places to see live music

Vibrant nightlife

Why are these ideas less important?

- Not needed, or other parks like Vincent Park need more attention
- Not Councils role, should be First Nations decision on how to be recognised
- First Nations recognition can be achieved without constructing a new space
- Don’t want car access impacted on Bank Street

- Not needed, there are enough places already
- Concerns about residential amenity
- Safety concerns
- Don’t feel able to comment as don’t use

- Concerns about residential amenity, particularly for families living in the area
- Not needed as a focus area, the nightlife in South Melbourne is vibrant enough
- Nightlife isn’t what South Melbourne is about, would rather see vibrant daytime with shops and cafes
- Only if accompanied by safety improvements like lighting
- The restaurants in the area are struggling already, don’t need more

“Recognition can occur without a ‘space’ being built” – online survey participant

“South Melb is a desirable residential area, bringing more nightlife in to the area will be disruptive and change the serenity of the Area at night” – online survey participant

“I only agree creative industries/live music/night life if they don’t cause noise disturbance and don’t prevent me from the quiet enjoyment of my home” – online survey participant



Feedback from Council Advisory Committees

Delivered by Council

Advisory Committees were asked: *What are your ideas to enhance South Melbourne as a destination and support the local economy?*

Feedback and suggestions on the ideas

- There is support for the ideas presented
- Feedback on the night time economy idea
 - Greater definition required for the idea of night time economy, including defined live music precincts in the planning scheme
 - Support for a night time economy as it would support public safety and increase vibrancy, bring young people to the area
- Support for activating the area to attract visitors, with a view that South Melbourne is losing out of City of Melbourne for hosting events
- A need to revitalise old heritage buildings to build a sense of vibrancy, repurpose single use buildings that are rich with history for all to use. Encourage people to the area
 - For example, South Melbourne Town Hall, Police station which is an old Spanish Mission building
- Suggestions to avoid having commercial offices at ground floor, activate the area through other uses
- Proposed rezoning industrial areas for different uses
- Concerns around parking and limited timeframes for parking
- Desire to protect heritage buildings, recognised as part of the character and identity of South Melbourne - don't want it to be like Southbank
- Suggestions to consider how the South Melbourne local economy can support less fortunate members of the community
- Recognised opportunity for events at the Town Hall, Town Hall Reserve and at the event space behind the Town Hall. Events that showcase the diversity of cultures in South Melbourne, and promote sustainability like a suitcase rummage
- Suggestion that new developments should include public spaces that encourage visitors
- Would like to see better promotion of South Melbourne: the lifestyle, creative industries, local economy, destinations
- Suggestions to activate the streetscape through street art, encourage people to visit by developing galleries in South Melbourne
- Create a space for young people to meet and gather, suggestion for a potential skatepark
- Greater support businesses that cater to residents - not just restaurants and cafes
- Facilitate interaction between businesses and local community for skills exchange and community building
- Create more destinations in South Melbourne, like the Pride Centre in St Kilda, South Melbourne could be a multicultural hub of the City



Workshops

Delivered by i.e. community

The community workshops were an opportunity to explore some of the key ideas emerging from the engagement in greater depth. The workshop explored the questions:

The structure plan can encourage and enhance South Melbourne as a destination and support the local economy.

- *Why do you think these are emerging as key ideas?*
- *What are the issues or concerns they reflect?*

Key themes from discussions:

- There was a general consensus that attracting more visitors to the area is a good thing, and is much needed to support businesses in the area
- A recognised opportunity to leverage the foot traffic and visitors of South Melbourne Market to encourage visitation to the whole South Melbourne precinct. Better integration of the Market with surrounds to encourage visitors to enjoy more than just the market
- Acknowledgment of the challenge of balancing vibrant mixed-use streets with places for people to gather and providing parking. South Melbourne has great public transport connectivity but lack of parking is still a deterrent for people. Vibrant outdoor areas facilitated by people visiting by public transport
- Council has an opportunity to promote other attractions in the suburb, such as the See Yup temple, Town Hall, and other local history

Other general feedback:

Across the engagement activities there were comments provided that were related to the key direction but did not directly relate to the question asked. This feedback is captured here.

- Would like to see the structure plan supporting economic growth in the area, seen as much needed
- Leveraging South Melbourne Market to benefit the whole precinct
- Improving amenity around shopping areas such as Clarendon Street and the surrounds of South Melbourne Market
- Vibrant streetscape through areas designated for street art to support and engage local artists
- Walkability and wheelchair accessibility of footpaths
- Acknowledging South Melbourne's history, such as connection to the Swans AFL club
- Considerations around planting vegetation, including ensuring it is appropriate and supports wildlife to cross over roads safely



Quality Buildings in South Melbourne

Overview of key direction provided to the community

The South Melbourne Structure Plan will ensure that future development and change is well-managed and meets the needs of the community. Planning controls will be reviewed and updated to improve clarity and consistency.

Ideas that sit under this key direction

New developments should respond to South Melbourne's neighbourhood and urban character

Ensure new development responds positively to South Melbourne's character, protecting and building on its valued qualities.

Approach to new buildings

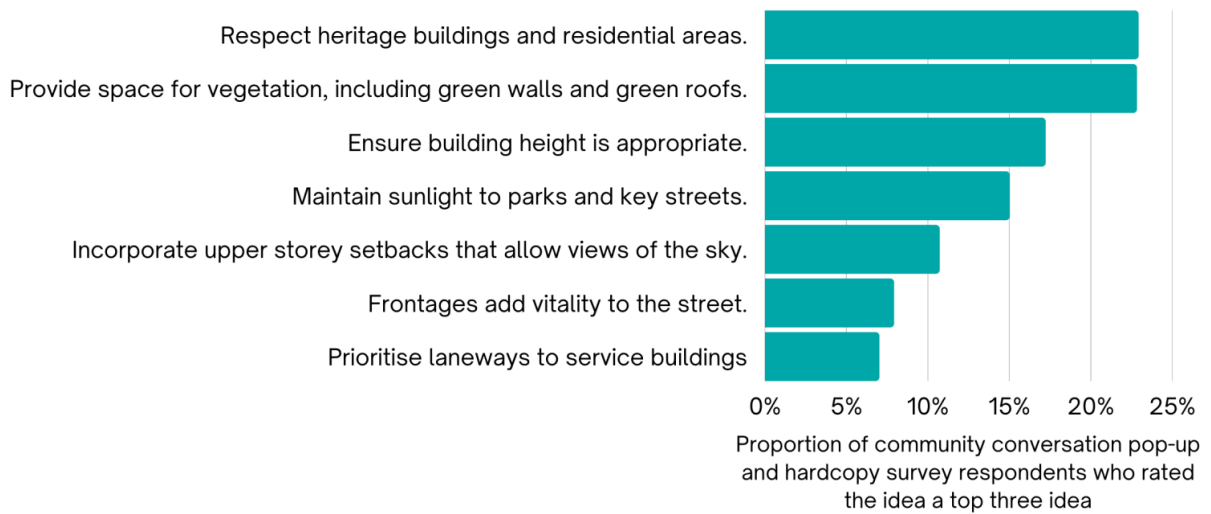
Developing an approach to ensure new buildings are designed to positively contribute to the character and life of South Melbourne, to achieve the following outcomes (presented as ideas for feedback):

- **Ensure building height is appropriate**
- **Incorporate upper storey setbacks that allow views of the sky**
- **Respect heritage buildings and residential areas**
- **Maintain sunlight to parks and key streets**
- **Provide frontages at the ground level that add interest, life and vitality to the street**
- **Prioritise laneways to service buildings, including providing vehicle access and car parking**
- **Provide space for vegetation, including green walls and green roofs**



What we heard

Combined results from the hardcopy survey and community conversation pop-ups, which asked the same question: *choose your top three ideas for quality buildings in South Melbourne?*



Top three ideas for quality buildings



“Please stop the proliferation of ugly buildings and focus on street level walkability and visual interest.” - hardcopy survey respondent

“Clarendon Street needs to be greener.” - community conversation participant at South Melbourne Market

“Park Towers is too tall, i.e. buildings should not be as tall as park towers.” - community conversation participant at Park Towers

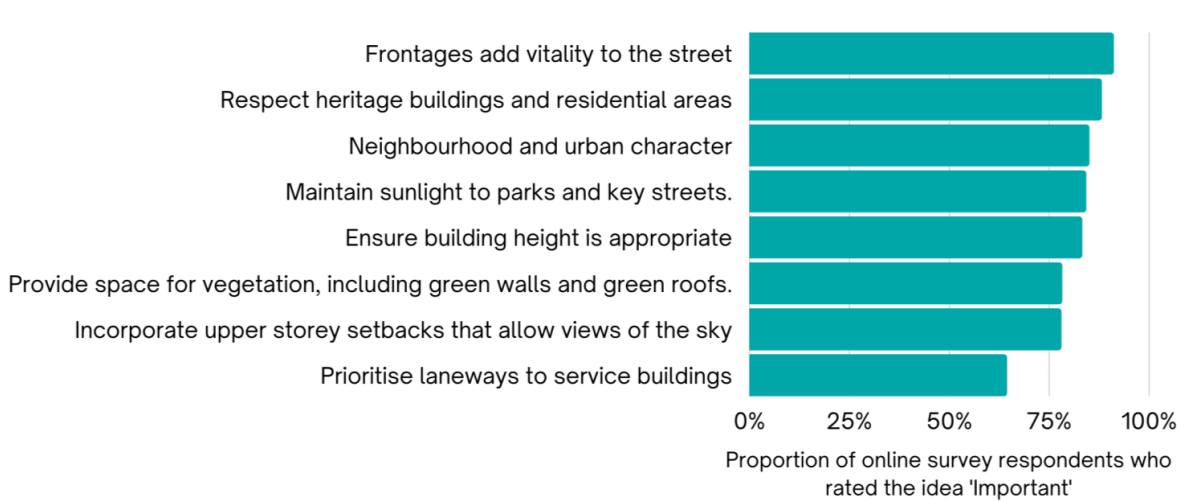


Importance of ideas for quality places

To understand how the community rated the ideas on level of importance, the online survey asked the question: *How important is it that new buildings respond to the following characteristics?*

The community could respond: Important, Neutral, Not important, or Unsure. Those who responded Neutral or Not important were asked to state the reason.

The results for the how the community who responded to the online survey rated the different ideas 'Important' is presented below.



From this data, some of the ideas emerged as being more or less important to the community.

Most important ideas for characteristics that new buildings should respond to

Frontages at the ground level that add interest, life and vitality to the street

Respect heritage buildings and residential areas

Neighbourhood and urban character

“Important to respect and compliment existing heritage and beautiful buildings” – online survey participant



“Please don’t allow high rise buildings that block light & create wind tunnels. Value in the current wide streets, low rise heritage buildings and peaceful haven for living, while having a vibrant business and creative hub for the community” – online survey participant

Less important ideas for characteristics that new buildings should respond to

Prioritise laneways to service buildings

Incorporate upper storey setbacks that allow views of the sky

Provide space for vegetation, including green walls and green roofs

Why are these ideas less important?

- Laneways should prioritise pedestrian connectivity, not be prioritised for cars
- Not needed, just improve existing service provision
- Some confusion around what this means

- Need to increase density and setbacks don't support this
- Not needed due to wide streets allowing views of the sky
- Some confusion around what this means - if it means rooftop entertainment it was not supported

- View that it is not needed, as there is enough vegetation already
- Concerns that vegetation would not be maintained
- View that design and placement of any vegetation should complement heritage buildings
- Feedback that Council should do this on own buildings before enforcing on private

“Providing car parking access is not important. Laneways are important pedestrian routes that should be protected as such.” – online survey participant

“Perhaps compare buildings in the CBD to what is happening here, there is no need for setbacks with our wide streets.” – online survey participant

“[Green walls and roofs] are never maintained” – online survey participant



Feedback from Council Advisory Committees

Delivered by Council

Advisory Committees were asked: *What are your ideas for quality buildings in South Melbourne?*

Feedback and suggestions on the ideas

- There was support for increased density of housing for residents and workers, and an acknowledgment this may require increased building heights
- Need to consider the impact of development in the Fishermans Bend Urban Renewal Area on development in South Melbourne
- There was support for activation of rooftops in the area, such as rooftop venues, and sky gardens that everyone can use
- Suggestions to activate laneways not for cars, but as a destination, widening footpaths to encourage pedestrians as they are very narrow in laneways currently
- Considerations for how buildings are designed: not just height, but also pedestrian accessibility, integration with laneways and street frontages, design and public art, the impact on wind tunnels, sustainability of materials and energy efficiency
- Recognition of the opportunities for landscaping in the wide streets of South Melbourne
- Need to consider building height within the context of the surroundings
- Protecting sunlight access to streets and parks is important because it keeps residents and visitors in the area. But also acknowledgement that there is a need to consider the impact of heat on streets as well, and the urban heat island effect caused by sunlight
- Need to consider the affordability of housing with options that support diversity of demographics in the community
- Should protect heritage buildings as these make South Melbourne unique, and an attractive place to live
- Make sure that all buildings are accessible, through universal design principles



Workshops

Delivered by i.e. community

The community workshops were an opportunity to explore some of the key ideas emerging from the engagement in greater depth. The workshop explored the questions:

The structure plan can encourage and enhance South Melbourne as a destination and support the local economy.

- *Why do you think these are emerging as key ideas?*
- *What are the issues or concerns they reflect?*

Key themes from discussions:

- How buildings front the street can have a lot of impact, they can add interest and contribute to business vitality if done well. Done badly, with City Road suggested as an example, they create an unpleasant experience as a pedestrian when car parks are at ground level, creating wind tunnels
- There was support for protecting heritage for the benefit of visitors and residents, but not at the cost of vitality and development. Acknowledgement that there is a need to balance building height and density with heritage protection to support a thriving local economy
- A view that Council should conserve heritage on some streets where there is a greater need to protect it, but allow should allow development where there are less heritage buildings to facilitate growth of the area
- There were concerns around managing appropriate building heights, with reference to Southbank and Port Melbourne as areas where building heights haven't been managed well, and something that South Melbourne should aim to avoid
- Support for the idea of protecting sunlight to key areas, as an acknowledgement that dark streets all the time are not attractive. It was suggested that sunshine to streets, parks makes a big difference to how they look and feel, particularly in autumn and spring, and makes cafes and restaurants on them more pleasant

Other general feedback:

Across the engagement activities there were comments provided that was related to the key direction but did not directly relate to the question asked. This feedback is captured here.

- Would like to see the Structure Plan support increased density, to support economic growth and vibrancy of the area
- Promoting walkability and supporting a shift to less private car travel
- Attractive streetscapes and buildings



Appendix

Schedule of engagement activities

Community conversations

Details of locations and times of the pop-ups.

Pop-up location (abbreviation used in report)	Date
South Melbourne Market (SMM)	16 September 2022
Clarendon and Coventry Street intersection (CxC)	17 September 2022
South Melbourne Central (SMC)	21 September 2022
Neighbourhood Engagement Program at South Melbourne Central (NEP)	30 September 2022
Gateway Ward Town Hall Meeting (GW)	15 October 2022
St Luke's Church next to Emerald Hill Court (EHC)	18 October 2022
Park Towers (PT)	19 October 2022

Council Advisory Committee engagement

Six meetings were conducted with key groups, including Council's advisory groups and committees, and a local business association. These were arranged during regular meeting times to facilitate easy participation.

Group	Date
Clarendon and Coventry Street Business Association	12 September 2022
Port Phillip Multifaith Network	12 September 2022
Prosperous Port Phillip Business Advisory Group	20 September 2022
Older Person Advisory Committee	3 October 2022
Youth Advisory Committee	11 October 2022
Multicultural Advisory Committee	11 October 2022



Community workshops

The community workshops were designed to explore some of the key ideas in more depth. Scheduled to support participation from diverse demographics across the community, the three workshops were held at different times of the day and week.

Workshop	Date
Community workshop #1	Thursday September 29 2022 evening
Community workshop #2	Saturday September 1 2022 morning
Community workshop #3	Wednesday October 5 2022 morning

The discussion questions were designed with the engagement objectives in mind, to share what's been heard to date through Phase 1 and 2 engagement, to provide an opportunity for community and stakeholders to build an understanding of, and to share their thoughts on, some of the key issues and challenges that Council must respond to through the Structure Plan.