MONTAGUE PRECINCT STRUCTURE PLAN



MONTAGUE

LIVE – CONNECT – WORK

MELBOURNE'S NEWEST INNER-CITY SUBURB



1. Introducing Montague

WHY PREPARE A STRUCTURE PLAN?

In 2010, Council undertook the *Fishermans Bend Planning and Economic Development Strategy* which examined the South Melbourne Industrial Precinct.

THE STRATEGY IDENTIFIED THAT:

- The Precinct is not considered 'core industrial land'.
- The Industrial I zoning of the Precinct limited the area's land use, built form and economic potential.
- The Precinct is strategically located, with good access to public transport and close proximity to Melbourne's CBD.
- The Precinct has a strong urban structure with a well defined network of wide roads that provide an ideal base for urban renewal.
- The Precinct provides an ideal location for more intensive commercial and residential activities.

The Strategy recommended the preparation of a structure plan to determine the most appropriate land use and built form future for the Precinct.

PURPOSE OF THE STRUCTURE PLAN

This Structure Plan provides a vision for the future development of Montague and its new community. It:

- Provides a framework for land use and built form in the Precinct.
- Establishes principles around community services and facilities, physical infrastructure, public realm, access and sustainability.



Montague's great location

Montague occupies a prime strategic location in inner Melbourne and:

- Is within two kilometres of the Melbourne CBD, 500 metres from South Melbourne Central Activity Centre, 800 metres from Bay Street Activity Centre and adjacent to South Wharf.
- Is adjacent to the Sandridge and Lorimer Precincts of the Fishermans Bend Urban Renewal Area.
- Benefits from a high level of public transport accessibility, including Light Rail Tram Routes 109 and 96 that provide direct access to the Melbourne CBD.
- Is well connected to the metropolitan road network, with direct access to the West Gate Freeway / M1.
- Is located within the context of higher density residential development, including Docklands and City Road / Southbank.

Montague's valued characteristics

While a major change in land use and built form will occur in Montague, the Precinct has some strong attributes that will be maintained and enhanced. These include:

- Distinct areas with different characters and potential for change.
- A fine grain pattern of subdivision with lanes and small streets, south of the Light Rail Line.
- Larger landholdings and lot sizes to the north of the Light Rail Corridor.
- A clear road hierarchy of primary and secondary streets.
- City views from many public streets and the Port Melbourne Light Rail Route.
- Established road and light rail connections to adjoining Precincts (including Docklands and Southbank) and to Melbourne's CBD.



MONTAGUE PRECINCT STRUCTURE PLAN

Montague's growth in context

Montague is one of a number of inner city areas where substantial urban renewal is being planned or is underway.

These areas include:

- E Gate (on Footscray Road in West Melbourne)
- Arden Macaulay (North Melbourne / Kensington)
- City North (Carlton)
- Southbank
- Docklands.

It is estimated that:

- E Gate (20-25 ha) will accommodate up to 12,000 residents in 8,500 dwellings.
- Arden Macaulay (147 ha) 22,500 residents and 20,500 jobs.
- City North (130 ha) 28,400 residents and 22,000 jobs.
- Southbank (160 ha) 74,000 residents in 57,000 dwellings and 56,000 workers by 2040.
- Docklands (146 ha) 17,000 residents in 8,300 dwellings and 40,000 workers by 2020.

Preliminary development capacity modelling identifies that Montague could accommodate up to 25,000 residents, 13,000 dwellings and 14,000 workers¹.

When fully developed, Montague could potentially provide a large proportion of the projected demand for housing in the City of Port Phillip and inner Melbourne.

NB - Based on a maximum development of the Precinct. See Montague Capacity Study (2012). The modelling will be revised once land use and built form parameters are finalised by Council. Population projections in *Victoria in Future 2012* estimate that by 2031 Port Phillip's population will reach 120,327 – a 21,800 increase on Port Phillip's current estimated resident population of 98,524.

It also estimates private dwellings² will increase from 53,092 in 2011 to 67,478 in 2031 (a 14,386 increase).

Montague has the potential to provide a substantial proportion of this growth.

POPULATION, DWELLINGS AND JOBS IN MONTAGUE

	Numbers	Population densities
Residents	25,482	510/ha
Dwellings	3,4 2	268/ha
Jobs	4, 93	284/ha

Key assumptions:

- All developable sites are developed (i.e. maximum development of the Precinct.)
- A mix of residential and business uses (varies by neighbourhood).
- 1.9 people per dwelling
- Five jobs per 100 square metres of floor space.

1

Neighbourhoods

Three neighbourhoods within the Precinct have been determined during the development of the plan.

The neighbourhoods are differentiated by their:

- physical location (eg position in relation to the Light Rail)
- context (eg adjoining established residential areas or vacant land)
- constraints and opportunities (eg presence of heritage buildings)
- subdivision and property ownership patterns.

CITY ROAD CORRIDOR

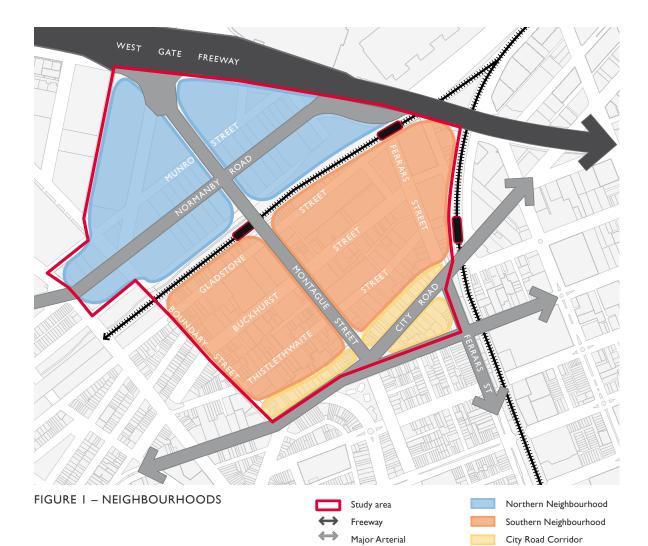
The City Road Corridor consists of land fronting City Road and a triangle of land bounded by City Road, York Street and Ferrars Street.

SOUTHERN NEIGHBOURHOOD

The Southern Neighbourhood is located north of City Road and south of the Port Melbourne Light Rail Route. It is bounded by Boundary Street in the west and the St Kilda Light Rail Route to the east.

NORTHERN NEIGHBOURHOOD

The Northern Neighbourhood is a triangular shaped area, located north of the Port Melbourne Light Rail Route. It is bounded by the Port Melbourne Light Rail Route, West Gate Freeway / MI and Governor Road.



Light Rail Corridor

Format of the Structure Plan

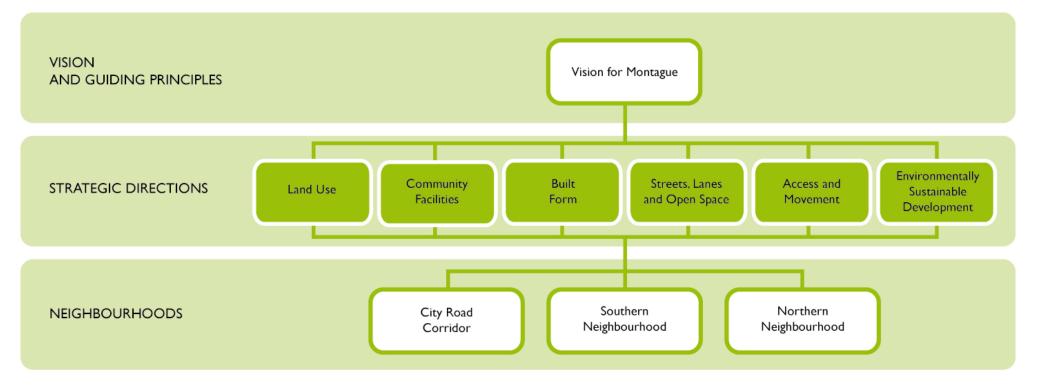


FIGURE 2 – FORMAT OF THE STRUCTURE PLAN

I. INTRODUCING MONTAGUE

Introduces the Precinct and explains what is contained in the Structure Plan.

2. VISION AND GUIDING PRINCIPLES

Presents the vision for Montague and identifies five guiding principles for the Precinct.

3. STRATEGIC DIRECTIONS

Outlines the Structure Plan strategies, initiatives and opportunities based around six strategic directions:

- Land use
- Community facilities
- Built form
- Streets, lanes and open space
- Access and movement
- Environmentally sustainable development.

4. NEIGHBOURHOODS

Details specific strategies for the three defined neighbourhoods within Montague.

5. IMPLEMENTATION

Outlines the actions required to realise the Structure Plan on the ground in responsible and practical ways.

6. GLOSSARY

Defines key terms in the plan.

BACKGROUND PAPER

The Background Paper details the Precinct's history, the physical and policy context, land use and employment, urban structure and built form, community infrastructure and open space, access and movement, and sustainable infrastructure and development.

It outlines the project methodology, the consultation processes used and subsequent findings. The paper also presents the broad land use and built form options considered by Council, in consultation with landowners and businesses.

MONTAGUE PRECINCT STRUCTURE PLAN

What property owners, businesses and the community told us

Property owners and businesses have been keenly involved in the development of the Structure Plan.

Landowners and residents in the residential and industrial areas surrounding Montague were also asked for their views.

Details of the consultation are outlined in the Background Paper.

Features of the consultation demonstrated:

- There was strong stakeholder support for major change in the Precinct.
- There was a shared vision from property owners/businesses, south of the light rail, including:
 - The opportunity for inner urban vibrant mixed-use and diverse neighbourhood with businesses, residential development and cafes and restaurants.
 - A strong view that Southbank style of development is undesirable.
- There was less clarity from stakeholders in terms of land north of the light rail line. A range of candidate land uses were discussed including residential, office, warehouse and retail.
- A key challenge is how to retain business (such as creative industries) given rising land values and limitations of planning tools.
- There was strong support for investment in a well-planned 'new place' (i.e. more than just a rezoning) incorporating:
 - Infrastructure improvements (such as public realm works) to occur alongside changes to land use and built form.
 - A community 'hub' i.e. some shops, community facilities and shared open space.
 - Innovative sustainability initiatives / enhancement of walking, bike riding and public transport.

2.0 VISION & GUIDING Principles

VISION

By 2030: Montague will be rejuvenated as a vibrant and sustainable inner city suburb with a diverse land use mix accommodating up to 25,000 New residents and 14,000 workers.

The Precinct will be distinguished by its high quality living and working environment, supported by a network of green open spaces, activated streets and accessible community facilities.

Montague will reflect a diverse and unique urban character; blending intensive contemporary development with the Precinct's industrial heritage, network of wide streets and intimate lanes, which will be enhanced to create a place for people.

Montague is strategically located between the City and the foreshore. Its connections to South Wharf, Southbank, Docklands, South Melbourne and Port Melbourne will be enhanced.

Walking and bike riding links will be prioritised, together with enhanced public transport to make Montague easy to get around and ensure residents and workers can travel sustainably to destinations within the Precinct and beyond.

Montague will become an exemplary environmentally sustainable urban area through the use of technology, greening and ecological design.

MONTAGUE

The Structure Plan has been prepared by the City of Port Phillip with assistance from David Lock Associates and Charter Keck Cramer.

Adopted September 2012

Image Credits:

Page 77: Miami SoundScape Park, Miami Beach USA (Photo: West 8) Page 96: Southbank Brisbane (Photo: City of Port Phillip Collection) Page 87, 116, 122, 130: Illustrations (Geoff Falk, FPPV Architecture)

GUIDING PRINCIPLES:

The Structure Plan is underpinned by five guiding principles. Collectively, they provide the key ingredients of a highly liveable, environmentally sustainable and socially diverse inner urban area.



Guiding Principle 1:

A diverse, inclusive and well serviced community with a strong sense of local identity

Montague will become a highly liveable and identifiable local neighbourhood. The Precinct will be welcoming for people of all ages and backgrounds as a place to live, work and visit, both day and night.

Montague will differ from other high density places. Residents, workers and visitors will have great access to a range of community facilities and goods and services in Montague and in nearby areas.

A new local activity centre, complete with shops, cafes, a community centre and health services will be the heart and soul of Montague. Other services such as schools and childcare centres will also be available.

The Precinct's well designed mix of housing will accommodate a diverse community and offer choice for a range of household types, including families and older persons. A high proportion of affordable housing will be available.

Employment generating uses will be encouraged, as well as cultural and recreational activities that create opportunities for social interaction and participation in community life.

- A lively, inclusive and diverse new community is created, providing amenity and social benefits for both residents and workers.
- A thriving community heart and community hub is established that provides a place to meet, socialise, work and study.
- Community infrastructure, facilities and services required by the new community are planned for and provided early in the development of the Precinct.
- Opportunities for social interaction and community building are enhanced through the design of streets, public spaces, housing and a vibrant community hub and local activity centre.
- Affordable housing is available / accessible to rent or buy, suitable for the needs of all people at various stages of their lives.



Guiding Principle 2:

A high quality, vibrant and diverse mixed-use Precinct

Montague will combine a strategic mix of well designed housing types, job spaces, shopping, local gathering places and community facilities, all within a short walk of each other.

Specialist shopping and entertainment in Docklands, South Wharf, Southbank, the Bay Street and South Melbourne shopping strips are also within walking distance. The CBD and the foreshore are easily accessed by tram or bike.

Buildings in the Precinct will combine different uses. A wide choice of housing from townhouses to high-rise apartments will be available – either above shops and offices, or in stand-alone buildings.

The mix of uses also means that many residents will work in Montague, either from their home or in one of the many businesses located in the area.

Creative industries such as architects' offices, film production companies, advertising firms and other small offices will be located in the many boutique office spaces in the lanes, heritage buildings and in architecturally designed new buildings. Affordable and flexible office spaces will be available for start-up businesses.

The mix of uses and proximity to services and community facilities and jobs means that many residents and workers may not need to own a car.

Montague's blend of uses will create interesting and vibrant streets. The Precinct will feel safe because there is activity day and night.

Local residents, businesses and visitors will have access to a variety of dining, shopping and recreational options.

Buildings will be well designed to minimise the impacts of noise and odours between uses.

- The Precinct is transformed into an exciting and thriving new place to live and work, capitalising on its excellent location and easy access by walking, bike riding and public transport.
- Montague provides both significant residential and business / employment opportunities.
- A cluster of 'creative' industries thrives in the Precinct, benefiting from proximity to related businesses and the accessibility and lifestyle offered by the Precinct.
- The internal amenity of new development is of a high standard.

Guiding Principle 3:

An exemplary environmentally sustainable Precinct

Montague will be water, waste and energy efficient. New / upgraded and efficient energy, water and waste systems will be integrated into the Precinct. New buildings will be designed to be energy, water and waste efficient, adapted to climate change, less resource intensive and healthier for their occupants.

In the long term, power will be generated by distributed energy systems. Waste heat from the process will be used to provide heating and cooling for buildings in the Precinct. Small scale renewable energy sources (such as solar panels and micro wind turbines) will also provide power.

Stormwater, rainwater and waste water will be captured and used in buildings to flush toilets and to water public and private green spaces, reducing the use of drinking water.

Rain gardens, vertical green walls and other water sensitive urban design will be integrated into all buildings, streets and parks, improving the quality of water going into the Yarra River and Bay, and helping to reduce local flooding.

Trees will be planted throughout the Precinct. Bitumen will be removed and green corridors and parks will be created.

Montague will also be designed to encourage residents and visitors to leave their cars at home. Public transport will be convenient and easy to use. It will also be easy to walk and bike ride.

- The Montague community is well positioned to respond to the challenges of climate change and peak oil.
- Energy and water services are constructed and supplied sustainably.
- High levels of energy, water and waste efficiency are delivered through new buildings.
- Water is managed efficiently to minimise the use of potable (drinking) water, mitigate against climate change, manage local flooding and improve water quality entering the Bay.
- The Precinct's streets, parks and roofs are greened, mitigating the effects of the urban heat island and softening the built environment.



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Guiding Principle 4:

A highly connected place

Montague will develop as a unique and vibrant part of Melbourne's inner suburbs. It will be distinct from, but connected to Docklands, the CBD, South Wharf, Southbank, South Melbourne and Port Melbourne.

From Montague, it will be easy to get to the CBD, Yarra River, Bay Street, Clarendon Street and the beach.

Montague will be easily accessed by walking, bike riding, public transport or car.

The Precinct will be permeable and comfortable to get around. People, rather than cars, will be given priority on most streets.

The streets will be busy and interesting. The network of laneways that crisscross the Precinct will provide interesting and direct routes for pedestrians and bike riders. Streets will be fronted by lively cafes and businesses. New lanes will provide shortcuts through large blocks.

Safe and attractive off-road and on-road bike routes and improved footpaths and pedestrian crossings will ensure it is easy to get to the Precinct and through it, and will encourage more people to leave their car at home.

A new tram route though the Precinct will be developed, connecting to the CBD and Docklands. Existing light rail and bus routes and facilities will be improved.

- The Precinct has a high degree of connectivity for pedestrians and bike riders both within the Precinct, and to public transport and surrounding attractions and services including:
 - South Melbourne Major Activity Centre
 - Bay Street Major Activity Centre
 - Docklands, Southbank, South Wharf and the Convention Centre
 - The Foreshore via the light rail route.
- Transport services, facilities and activities are highly integrated and the majority of trips in and around Montague are undertaken by walking, bike riding and public transport.
- Reliance on the car, car ownership and the amount of space devoted to the car is lower than other inner suburbs.
- Traffic impacts are minimised on surrounding residential areas.

Guiding Principle 5:

A place with a well-defined and unique identity

Montague will build on its great bones – it features an easy-to-navigate grid, wide streets, intimate lanes and views of the city skyline.

The Precinct will be known for its interesting, pedestrian friendly and tree - lined streets, lanes and public spaces.

High quality, accessible public spaces will provide significant recreational opportunities for the Montague community to interact, be active or simply relax.

A series of parks will be centrally located within each neighbourhood, providing recreational opportunities for residents and workers, and allowing space for greening with trees and plants.

Well designed public open spaces are essential to the liveability of dense urban environments and to attract a diversity of household types, including families.

The Port Melbourne Light Rail Route will become the Precinct's own High Line Park, providing an elevated green corridor alongside the existing light rail where people can walk, bike ride or just sit and enjoy the view.

The Precinct will be a safe and attractive place to be. At street level, buildings present a human scale. Streets will be vibrant and lively with activities spilling out onto footpaths and upper floors that overlook the street. Cafes, restaurants and other businesses will be open at night to enliven the area. Footpaths will be wide and shady with lighting and places to sit. Some streets will become green corridors and will be used for walking, bike riding and landscaping.

Different building styles with contemporary and creative architecture will reflect the context and character of the three different neighbourhoods within the Precinct.

Mid-rise building forms will be emphasised for much of the Precinct, with taller towers to the north of the light rail route. Care will be taken to ensure that buildings sensitively transition into surrounding residential neighbourhoods.

- A high quality, highly urban built environment with a unique identity is created.
- Streets and lanes in the Precinct are recognised as high quality people spaces.
- Montague is high density Precinct that is leafy and green.
- A diverse range of public parks and urban spaces are well located, easily accessible, meet the needs of residents and workers, and foster social connections.
- The valued elements of Montague's urban fabric, such as its heritage buildings and lanes, are reused and celebrated.
- New development contributes to a high quality public realm maximising solar access and natural surveillance of public areas to enhance their safety.



UNIQUE IDENTITY



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INTRODUCING MONTAGUE

Montague is a 50 ha Precinct bound by the M1 / West Gate Freeway to the north, City Road to the south, Boundary Street and Fishermans Bend to the west and the St Kilda Light Rail Line (Route 96) to the east.

A Structure Plan has been prepared to provide a planning framework to underpin the urban renewal of the Montague Precinct, strategically located between the CBD and the foreshore.

The Plan establishes a vision for the Precinct and its three distinct neighbourhoods. It provides directions for future land use mix, built form, a public open network, transport and access and community infrastructure. The creation of a highly liveable and sustainable new place is a fundamental direction of the plan.

Montague has a proud and interesting history. In the early 20th Century it was a heavily populated residential and industrial area. In the 1930's and 40's, the slums were cleared, the residents were relocated and the area transitioned to its current industrial use.

In 2010, Council undertook the *Fishermans Bend Planning and Economic Development Strategy* which examined the Precinct and its potential. The Strategy determined that Montague's industrial future was limited but that its strategic location offered significant potential for change. The preparation of a structure plan to determine future directions for the renewal of the Precinct was a recommendation of the 2010 Strategy.

The Montague Precinct Structure Plan has been developed through:

- research and detailed analysis (such as a survey of land use and business, market analysis, built form review); and
- consultation with landowners, businesses and adjoining residents, Government Departments and other key land holders (May 2011).

The Structure Plan provides the framework for reinvigorating Montague as a living and working environment.



By 2030: Montague will be rejuvenated as a vibrant and sustainable inner city suburb with a diverse land use mix accommodating up to 25,000 new residents and 14,000 workers.

The Precinct will be distinguished by its high quality living and working environment, supported by a network of green open spaces, activated streets and accessible community facilities.

Montague will reflect a diverse and unique urban character; blending intensive contemporary development with the Precinct's industrial heritage, network of wide streets and intimate lanes, which will be enhanced to create a place for people.

Montague is strategically located between the City and the foreshore. Its connections to South Wharf, Southbank, Docklands, South Melbourne and Port Melbourne will be enhanced.

Walking and bike riding links will be prioritised, together with enhanced public transport to make Montague easy to get around and ensure residents and workers can travel sustainably to destinations within the Precinct and beyond.

Montague will become an exemplary environmentally sustainable urban area through the use of technology, greening and ecological design.

MONTAGUE PRECINCT STRUCTURE PLAN

EXECUTIVE SUMMARY

MONTAGUE'S GROWTH IN CONTEXT

Montague is one of a number of inner city areas in Melbourne where substantial urban renewal is being planned or is underway.

Preliminary development capacity modelling identifies that Montague could accommodate up to 25,000 residents, 13,000 dwellings and 14,000 workers.

When fully developed Montague could potentially provide a large proportion of the projected demand for housing in the City of Port Phillip and inner Melbourne.

Population projections in *Victoria in Future 2012* estimate that by 2031, Port Phillip's population will reach 120,327 – a 21,800 increase on Port Phillip's estimated resident population of 98,524.

It also estimates private dwellings will increase from 53,092 in 2011 to 67,478 in 2031 (a 14,386 increase). Montague has the potential to provide a substantial proportion of this growth.

KEY FEATURES OF THE STRUCTURE PLAN

A diverse, inclusive and well serviced community with a strong sense of local identity:

- Montague will have a strong community heart.
- A new community hub with library, meeting spaces and maternal health and child care, building on opportunities around the existing Montague School, will be created.
- The Precinct will provide opportunities for a new primary school catering for up to 500 students.

A high quality, vibrant and diverse mixed-use Precinct:

• The Precinct will be serviced by a compact well-located retail and restaurant cluster to provide for the needs of residents and workers.

- Montague will combine a mix of well designed housing types, job spaces, shopping, local gathering places and community facilities, all within a short walk of each other.
- Montague will provide significant new residential development opportunities housing up to 25,000 residents in a range of housing types and sizes from townhouses, home offices and apartments.
- At least 20 per cent of new houses will be 'affordable' and Montague will again have a role in providing well-located social housing.
- Space for up to 14,000 jobs will be provided in the Precinct in the form of offices, home offices and spaces for creative industries.

An exemplary environmentally sustainable Precinct:

• Montague will showcase green buildings and sustainable infrastructure (such as integrated water and distributed energy systems).

A highly connected place:

- Montague will capitalise on its strategic location. Its great connections to the CBD, South Wharf, Southbank, Docklands, South Melbourne, Port Melbourne will be strengthened by:
 - Improvements to the light rail stops / routes and bus routes.
 - New, integrated bike riding and pedestrian routes.

A place with a well-defined and unique identity:

- Montague will build on its existing and well-defined urban structure its easy-to-navigate grid, wide streets, intimate lanes and views of the city skyline.
- Montague's own 'High Line Park' an elevated green transport corridor, where people can walk, bike ride or just sit, is planned to run alongside the existing Port Melbourne Light Rail Route. The new park will link Southbank to the foreshore / Station Pier.
- A series of parks will be centrally located within each neighbourhood.
- Montague's well designed streets and its gritty lanes will create distinct and inviting spaces to encourage social interaction and community life.

Montague's neighbourhoods

Montague is made up of three distinct neighbourhoods, each with a different built form character and land use mix.

CITY ROAD CORRIDOR

- The City Road Corridor (located along City Road) will become the gateway to the renewed Montague Precinct.
- Residential and commercial land uses will address City Road, with the fine grain streetscape and significant heritage buildings maintained.
- The Neighbourhood will provide a location for high quality townhouses and apartments (an important market driver).
- The lower scale buildings will provide a sensitive transition to the adjoining residential areas.

SOUTHERN NEIGHBOURHOOD

- The Southern Neighbourhood is located south of the Port Melbourne Light Rail Route.
- Development in this Neighbourhood will build on the Neighbourhood's wide streets, fine-grained character and network of lanes.
- It will provide opportunities for a vibrant mix of residential and employment uses (including creative industries).
- Business uses at ground level, such as showrooms and restaurants along Montague Street, will contribute to activated 'people focused' streets which offer a high level of pedestrian amenity.
- A centrally located community 'hub' and local activity centre will be the focus for the new Montague community.
- A moderate development scale of up to eight storeys is envisaged in the Neighbourhood. However buildings will be lower along the Boundary Street interface to respect the existing character of the street in the adjoining established residential area.

NORTHERN NEIGHBOURHOOD

- The Northern Neighbourhood, located north of the light rail, provides opportunities for a high rise built form that blends with Docklands and Southbank.
- It will feature predominantly residential land use with some commercial (predominantly office) activity encouraged at lower levels with corner cafes.
- New development will be in the form of towers, with podiums that are designed to achieve a human scale and an attractive and active street level experience.

1.0 INTRODUCING MONTAGUE

In the early 20th Century, the South Melbourne Industrial Precinct, or 'Montague', was a heavily populated residential and industrial area. In the 1930's and 40's, the slums were cleared, the residents were relocated and the area became a purely industrial precinct.

The area is changing again and the City of Port Phillip is planning to rejuvenate Montague as a living and working environment.

The Precinct presents a major opportunity for urban renewal in the City of Port Phillip.