

4.0 NEIGHBOURHOODS

To recognise the unique characteristics of different parts of the Precinct, the Structure Plan provides land use and built form directions for its three neighbourhoods.

1. City Road Corridor



ARTIST'S IMPRESSION OF THE CITY ROAD CORRIDOR

Vision The City Road Corridor 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. Lower scale buildings will provide a sensitive transition to the adjoining residential areas. Improvements to the street environment will contribute to high pedestrian amenity and create the identity of Montague as a new place.

DESCRIPTION

- The City Road Corridor consists of land fronting City Road and a wedge of land opposite bounded by City Road, York Street and Ferrars Street.
- City Road is a busy arterial road linking Port Melbourne and Southbank.
- The neighbourhood adjoins existing low-scale residential areas of South Melbourne and is within easy walking distance of the South Melbourne Central and Bay Street Major Activity Centres.
- The City Road Corridor forms an edge to the Precinct and, when redeveloped, will signal the renewal of Montague.
- There are a wide range of businesses along City Road and York Street including retail / wholesale trade, business services, food and drink premises, motor services and creative industries.
- The prevailing built form height of City Road is two storey, with commercial buildings creating a relatively continuous building line at the street edge.
- Buildings along City Road, although of different architectural styles and quality, present a strong fine-grained, lower-scale built form rhythm. This rhythm contributes to a distinct urban character and is reinforced by the presence of heritage buildings around the intersection with Montague Street.
- City Road has wide footpaths and the neighbourhood has significant potential for public realm improvements to enhance the image of the Precinct, including through street plantings, lighting and enhancements to surface treatments.
- Access to Bay Street and South Melbourne Central via walking and bike riding routes could also be enhanced, with a focus on the standard, continuity and legibility of links.



POPULATION, DWELLINGS AND JOBS

	Numbers	Population densities
Residents	1,550	379/ha
Dwellings	816	199/ha
Jobs	955	233/ha

KEY ASSUMPTIONS

- Mainly residential development in the wedge south of City Road and a 75 per cent residential and 25 per cent business mix.
- 1.9 people per dwelling
- Five jobs per 100 square metres of floor area.

1. City Road Corridor

LAND USE

ACTIONS

- On the northern side of City Road:
 - Encourage business spaces at street level, including offices, specialty retail and spaces for creative industries.
 - Encourage residential uses in townhouse / apartment forms above street level.
- On the southern side of City Road (wedge) bounded by City Road, York and Ferrars Streets):
 - Encourage townhouses / apartments at street level and above to provide an appropriately scaled interface to the adjoining residential area.
 - While residential uses are preferred at street level, allow some commercial / retail uses fronting the southern side of City Road.
- Promote the City Road Corridor, along with the Southern Neighbourhood, as a location for creative industries.
- Encourage the establishment of home-based businesses.
- Prohibit the establishment of brothels recognising the future extent of residential uses envisaged within the neighbourhood.

RATIONALE

The neighbourhood currently includes a number of commercial businesses. A number of creative industries such as architects' offices are also located along City Road. This location is well suited to these businesses and offices will continue to be encouraged along the City Road Corridor.

Many of these uses occupy significant heritage buildings clustered in the City Road Corridor, which will be retained and reused. The fine grained and lower-scale form of development sought in this neighbourhood will create occupancies conducive to smaller business enterprises.

The City Road Corridor (wedge, south of City Road) is one of the two locations in Montague where residential uses are encouraged at street level.

Residential uses in the City Road Corridor are most likely to occur in the form of townhouses or lower-rise apartments. Townhouses are attractive to the owner-occupier market and families. Owner-occupiers typically prefer larger, higher quality apartments in well established and vibrant Precincts.

The owner occupier market seeks locational attributes and amenities that are less significant to the investor grade (i.e. lifestyle choices, cafes, bars, restaurants etc). The City Road Corridor benefits from access to attractions such as the South Melbourne Market, Bay Street and the Port Melbourne Foreshore.

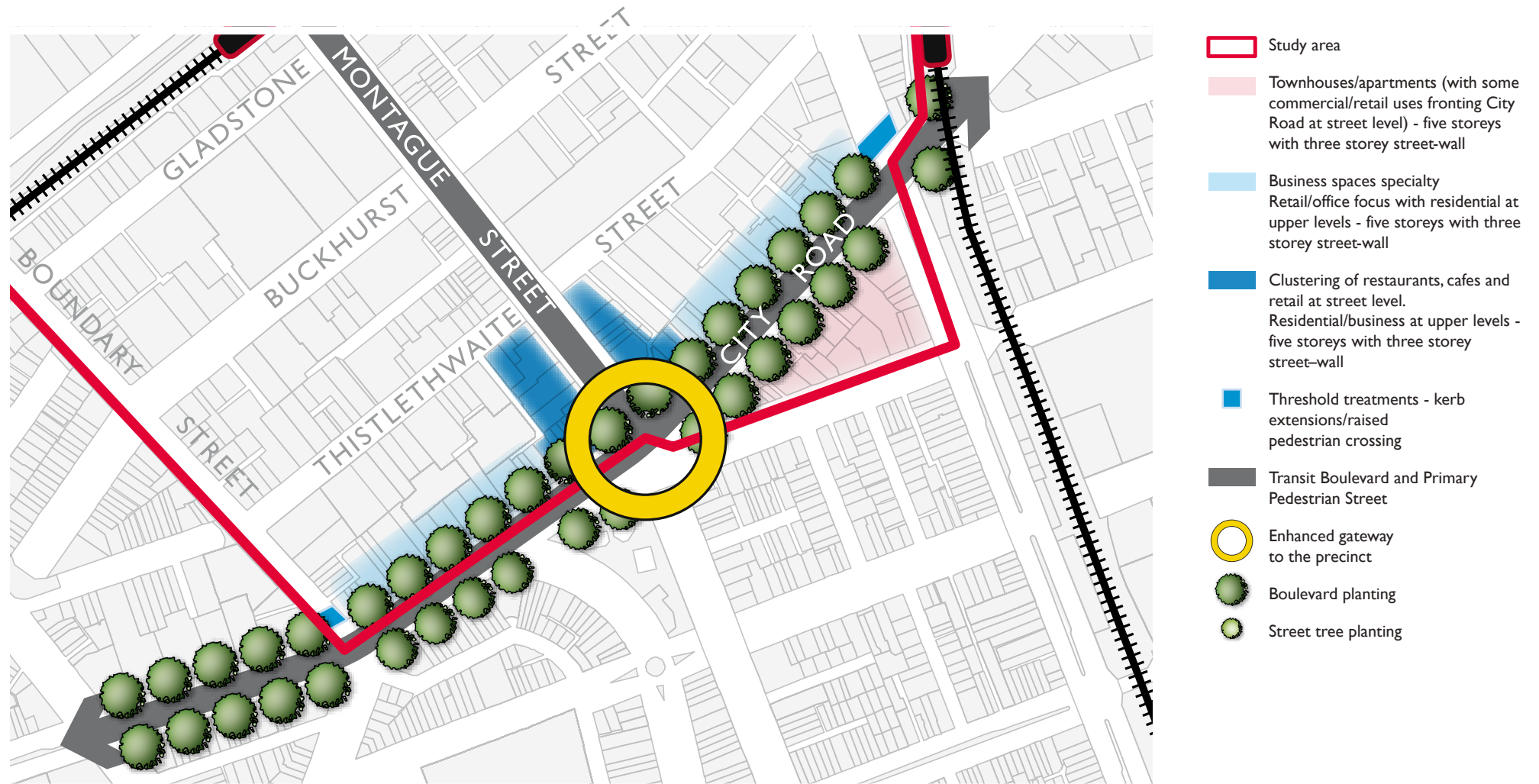
Owner occupier dwellings will become a catalyst for change in the area with investor grade apartments likely to come on board later in other neighbourhoods across Montague. High quality townhouses should form the first stage of the development of the Precinct, setting the tone for its development.

Townhouses will provide an attractive and distinctive gateway to Precinct. They will assist in broadening housing choice by offering a different product to other parts of the Precinct – contributing to a diverse community inclusive of larger and family households.

Townhouses will also help to reinforce the fine grain character, a key element of this Neighbourhood.

While City Road is a busy arterial road, public realm enhancements such as boulevard tree planting will make the environment more attractive for housing.

Figure 15 – City Road Corridor framework



1. City Road Corridor

BUILT FORM

ESTABLISH A FUTURE URBAN CHARACTER THAT REFLECTS:

A continuation of the existing fine grain, lower-scale street-wall, with active commercial and residential frontages at street level. Visually recessive forms above the street-wall will accommodate additional residential activity.

ACTIONS

- Reinforce the consistent hard-edge, lower-scale street-wall along City Road with visually recessive upper levels.
- Buildings should be built to the street edge (zero setback to the street frontage) and extend across the full width of the property at street level (built to side boundaries).
- The street-wall of buildings will not exceed 12 metres (and a maximum of three storeys) in height at the City Road, Ferrars Street and York Street boundaries.
- Above the street-wall, upper floors should be set back a minimum of five metres from the street and should be visually recessive and distinguishable from the street-wall through architectural form and design detail.
- The preferred maximum overall building height should not exceed 19 metres (and not more than five storeys). NB – Street-wall and building heights are based on floor to floor heights of 4.5 metres for commercial uses / 3.5 metres for residential uses at street level and 3.5 metres for upper levels.
- Ensure that where site consolidation or development on larger sites occurs, the prevailing fine grain subdivision pattern which characterises the Neighbourhood is achieved through well-articulated design, vertical design elements and variation of materials / colour.

RATIONALE

New development within the Corridor must be respectful of the well-defined existing urban form, including significant heritage fabric, the fine grained subdivision pattern and the surrounding low rise residential areas.

The preferred maximum building height of five storeys and lower-scale street-wall will ensure development respects these important neighbourhood characteristics whilst providing for additional development opportunities.

The setback of any new development above the street-wall, together with appropriate architectural treatments, will ensure increased building heights are visually recessive and do not dominate established streetscapes.

This will allow for better integration of new development into existing heritage streetscapes and maintain the existing character of openness and charm.

New development on 'gateway' locations must positively announce the arrival into the Precinct and create a welcoming first impression through a high quality design of buildings and the public realm.

It will be important that the redevelopment of this area does not erode these qualities through the consolidation of site ownership and the development of larger footprint buildings as this type of environment is not conducive to small businesses.

Vehicle access to new developments fronting City Road will be limited due to the road's status as a major arterial. Properties fronting City Road will be accessed from laneways and right of ways at the rear.

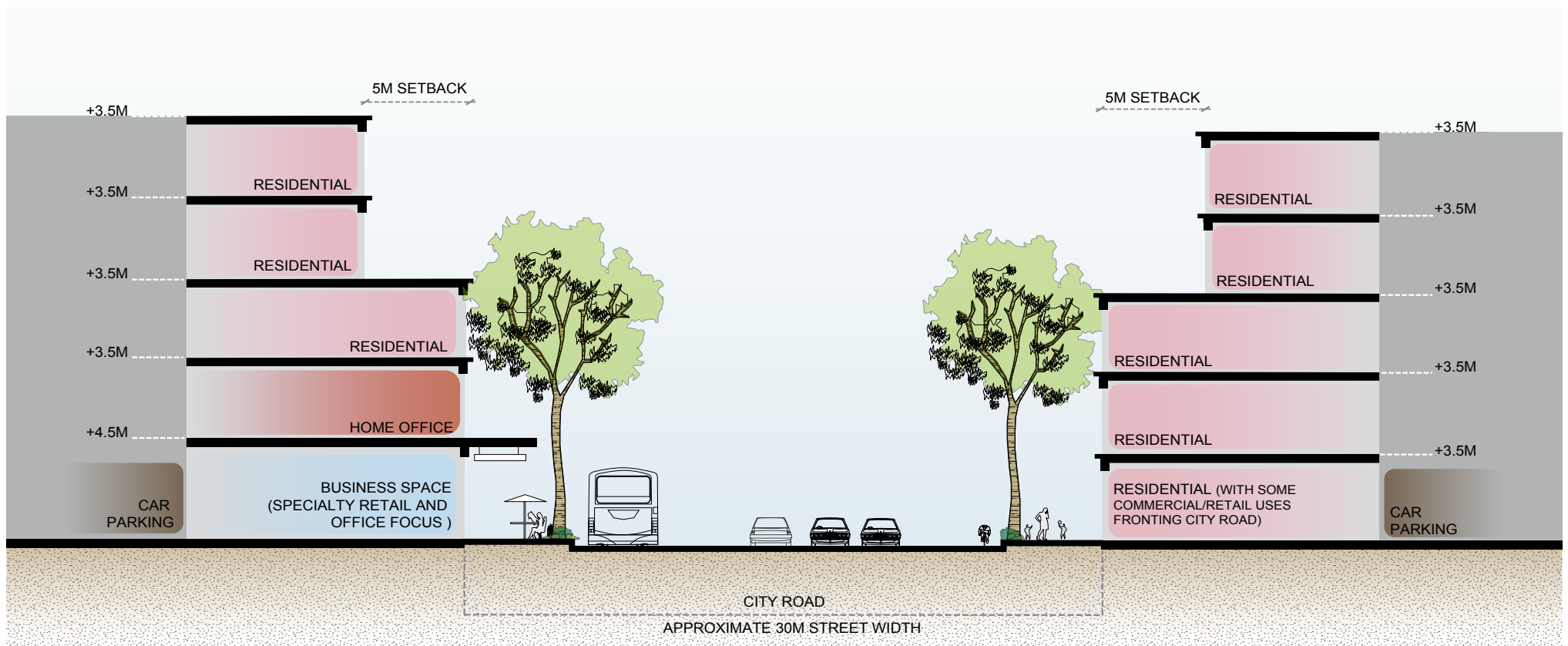


FIGURE 16 - PROPOSED HEIGHT AND SETBACKS FOR THE CITY ROAD CORRIDOR (BETWEEN MONTAGUE STREET AND FERRARS STREET)

2. Southern Neighbourhood



Vision The Southern Neighbourhood will retain its gritty and eclectic urban character whilst transforming to a vibrant mixed residential and business neighbourhood. Moderate scale development will support an increase in the intensity of land use activity, with a centrally located community 'hub' and local activity centre, a focus for the new Montague community. A diversity of building forms will provide housing choice and encourage a variety of business activities, including the growth of 'creative' industry clusters. Business uses at ground level will contribute to activated 'people focused' streets which offer a high level of pedestrian amenity.

DESCRIPTION

- The Southern Neighbourhood is located north of City Road and south of the Port Melbourne Light Rail Route. It is bounded by Boundary Street to the west and the St Kilda Light Rail Route to the east.
- The Southern Neighbourhood is centred on Montague Street - a key arterial linking South Melbourne with the M1 / West Gate Freeway. High volumes of traffic, particularly at peak times, dominate the street.
- In the east-west streets off Montague Street, the character changes. These streets are currently dominated by service industries, particularly relating to the motor industry. There is also a thriving cluster of creative industries, including architecture practices and film / video / sound production studios, particularly in Ferrars Street.
- Many of these east-west streets have generous footpaths and nature strips, mature street trees and wide road pavements.
- A network of lanes and smaller streets penetrate the Neighbourhood providing connections between main streets and access to properties / businesses.
- The current character is two and three storeys in scale with a mix of building styles and ages. The MAB development on Gladstone Street has been constructed at four storeys.
- There are several prominent heritage buildings in the neighbourhood, including multi-storey former warehouse buildings on Ferrars Street and original 'council housing' on Gladstone Street.
- There are also a number of unique red brick buildings that contribute to the gritty industrial character in some of the lanes.
- The Neighbourhood abuts an established residential area along its western edge with Boundary Street.
- The Montague Continuing Education Centre is located on Montague Street, serving pupils aged from 15 years to 18 years from throughout Melbourne with a mild intellectual disability.
- The Montague School site includes a number of important heritage buildings which contribute significantly to the character of the area.



POPULATION, DWELLINGS AND JOBS

	Numbers	Population densities
Residents	12,471	519/ha
Dwellings	6,564	273/ha
Jobs	9,980	415/ha

KEY ASSUMPTIONS

- 75 per cent residential and 25 per cent business mix.
- 1.9 people per dwelling
- Five jobs per 100 square metres of floor area.