

Department of  
Sustainability and  
Environment



# SouthbankPlan



A Victorian Government initiative

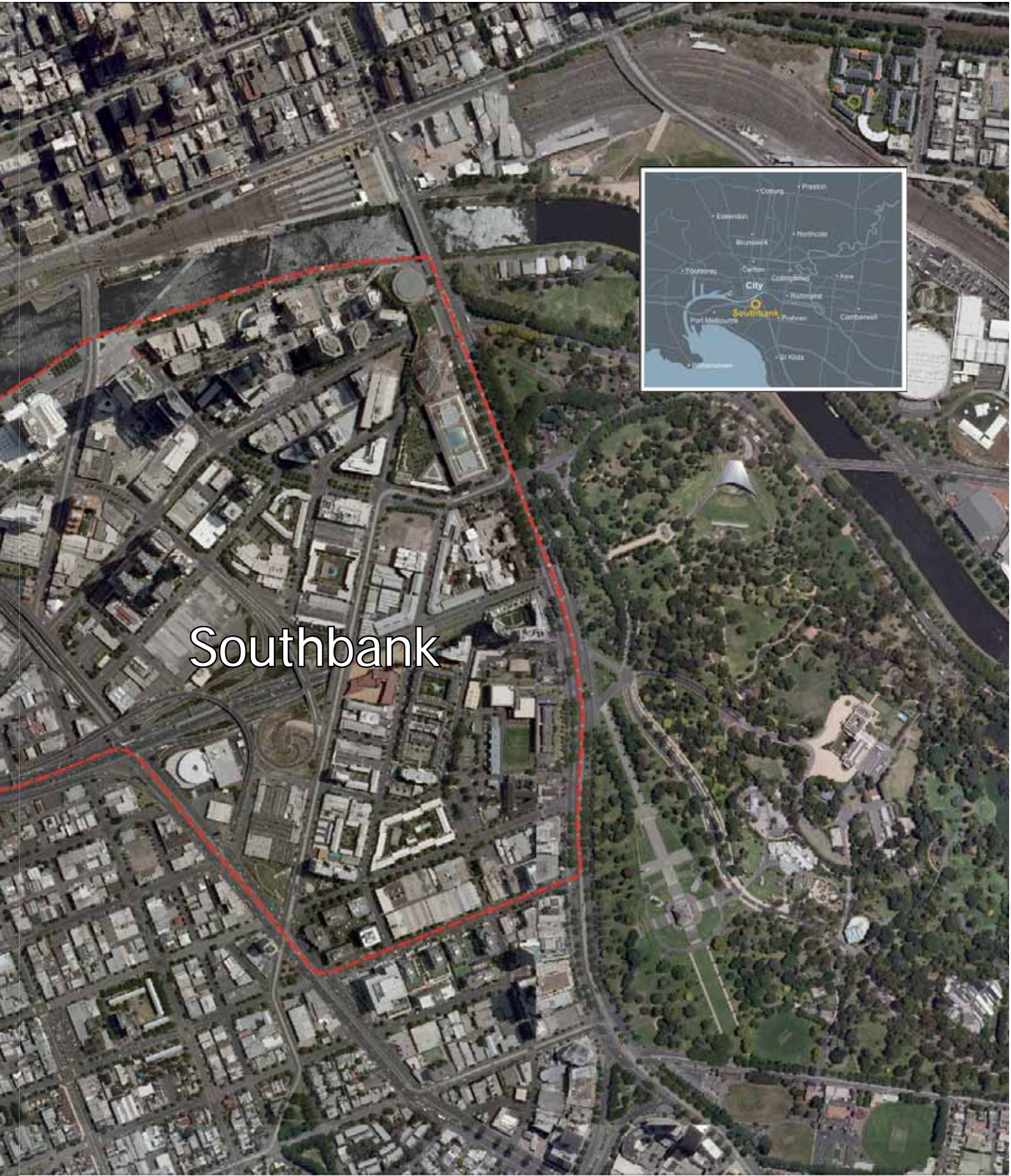


# Southbank (Aerial Photo)

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Southbank will mature as Melbourne's premier arts and entertainment district and as a high quality, central city residential neighbourhood and these will be balanced and integrated throughout by a high quality public environment.





Southbank





Since time immemorial, Aboriginal people have cared for this land and its cultural resources. This long and unique association continues today through Aboriginal communities who live and work in Victoria. Accordingly, the Victorian Government is proud to acknowledge Aboriginal people as the original inhabitants of this land.

This is an updated draft of Southbank Plan that has been revised following community and stakeholder feedback. It is still a working document subject to further refinement and consideration by the Victorian Government.

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# Contents

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<b>Introduction</b>	
Message from the Minister for Planning	ii
Message from the Lord Mayor	iii
Partnership	iv
Executive summary	vi
<b>Context</b>	
The need for a new plan	1
The place	2
Planning and policy	4
Development potential and activity	6
The people	8
<b>Issues</b>	
What are Southbank's issues?	11
Poor quality public environments	12
Poor walkability	14
Isolated buildings	16
Inadequate community infrastructure	18
<b>Principles</b>	
Improved public environment	21
Vision	22
1. Create an integrated walking network	24
2. Provide better public spaces	26
3. Encourage a complementary mix of uses	28
4. Encourage high quality built form	32
5. Improve the cycle and traffic network	34
6. Coordinate parking provision and access	38
<b>Projects</b>	
Projects	41
Map of projects	42-43
1. The Sturt Street cultural spine	44
2. Southbank Boulevard open space link	48
3. CityLink interchange precinct	50
4. Kavanagh/Moray Street local link	52
5. Westgate Freeway undercroft and Docklands-South Melbourne link	54
6. Whiteman Street local centre and park	56
7. Activating life in the public environment	58
<b>Appendices</b>	
Opportunities	63
<b>References</b>	
Acknowledgements	69
Index of plans	69
References	70



# Message from the Minister for Planning

Southbank is one of Melbourne's most vibrant and exciting inner city districts. Since the late 1980s, Government and private investment have contributed to significantly transforming the area from a neglected industrial zone to a thriving entertainment, business and residential hub.

The Victorian Government and the City of Melbourne have developed a new Plan for Southbank to ensure future development of the whole of Southbank accommodates the diverse needs of the area and builds upon the successful transformation along the Yarra River.

This Southbank Plan is a guiding vision for the next phase of the district's development, outlining individual projects that will shape quality development throughout Southbank over the next ten to fifteen years.

The vision is to consolidate Southbank's status as Melbourne's premier arts and entertainment and residential district, providing a balanced and integrated high-quality public environment.

Initiatives contained in the Plan will contribute to improving the extent and quality of the public environment, increasing walking and cycling opportunities, encouraging continued investment in a complementary mix of development, promoting quality building design and enhancing vibrant street life.

The implementation of the Southbank Plan will be co-ordinated and monitored by a joint working party of the Victorian Government and the City of Melbourne to deliver the best possible outcomes over the next fifteen years and beyond.

With this Plan we are putting in place a vision to ensure this popular district continues to flourish as Melbourne's premier cultural, business and residential precinct.

A handwritten signature in black ink, reading "Justin Madden". The signature is stylized and cursive.

**Justin Madden MLC**  
**Minister for Planning**

# Message from the Lord Mayor

The Southbank Plan provides an exciting vision for the renewal of Southbank. It sets out principles and projects to make Southbank a better place to live, work and visit.

Southbank has been experiencing phenomenal growth in the past five years - there are now more than 7,000 residents living in nearly 6,000 dwellings in Southbank.

With growth come the challenges of providing an improved level of community amenity.

The Southbank Plan will further improve and connect the urban fabric across Southbank by increasing community services and facilities as well as providing more open space further back from the Yarra.

It outlines plans for bringing life to the streets of Southbank - increasing an emphasis on events, new signage, and a retail strategy.

This plan will turn Southbank into a more attractive and better integrated place and consolidate the area's reputation as a nationally recognised Arts Precinct.

I would like to commend the Department of Sustainability & Environment for partnering with the City of Melbourne on this exciting plan.

Thank you.



**The Right Hon. John So**  
Lord Mayor of Melbourne



# Partnership

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## Partnership

### Coordination & facilitation

The Southbank Plan proposes a range of projects which seek to improve the amenity and vibrancy of the area. The Plan has been developed jointly by the Victorian Government and the City of Melbourne. The Plan identifies key objectives and project opportunities for building up a high quality public environment in Southbank. To realise these opportunities the Victorian Government and the City of Melbourne recognise the need to formally coordinate their actions in Southbank. For some of the project opportunities this will mean a partnership, in others it will be a matter of coordinating the actions taken individually by each agency.

There are also project opportunities where collaboration with private organisations, independent public institutions, and the community will be needed to realise the potential to contribute to a better public environment.

Finally the Victorian Government, through its departments and agencies is committed to ensuring that their initiatives and responsibilities in Southbank are coordinated to result in the best possible outcomes.

### A joint working party

A joint working party of the Victorian Government and the City of Melbourne will coordinate and monitor implementation of the Southbank Plan. The joint working party will be supported by the Department of Sustainability and Environment and will have oversight of the priorities and integration of the projects, guide their implementation and monitor and report on the effectiveness of the Plan.

The joint working party will coordinate the strategies and actions of the Victorian Government departments and agencies that will have an impact in Southbank. In particular implementation of some of the more complex project opportunities will require a whole-of-government approach to facilitate:

- Land consolidation, site acquisitions and land exchanges including strategic use of Government land holdings.
- Support from agencies for works that will affect their assets or operations.
- Development of joint project initiatives and partnerships.
- Identification of the appropriate options for the design and construction of works.

### Funding

The Southbank Plan provides a structure for coordination and integration of improvement opportunities. It is not a funded works program. Obtaining the necessary funding to implement projects will follow the normal budgetary processes through which each government decides their overall expenditure priorities and allocations. The Southbank Plan and the joint working party will facilitate project funding proposals and in particular joint funding proposals for consideration by the Victorian Government and the City of Melbourne.

A number of opportunities in the Plan have already been identified for action and funded by the Victorian Government and the City of Melbourne including the walking/cycling link through the new Convention Centre and the development of parking and access strategies for Southbank.



The Arts Centre spire as seen from St Kilda Road



# Summary

## THE VISION

The vision for Southbank is that it will mature as Melbourne's premier arts and entertainment district and as a high quality, central city residential neighbourhood and these will be balanced and integrated throughout by a high quality public environment.

## Summary

The central Melbourne district known as Southbank contains a powerful mix of national, metropolitan, and locally significant destinations and activities.

It has four distinct parts:

- the south bank of the Yarra, or the river edge
- the Arts Precinct
- Southbank Central
- Southbank Village.

Collectively, these make up an inner city neighbourhood that complements the Hoddle Grid to define the centre of Melbourne with the Yarra River at its heart.

### Vision for Southbank

This Plan envisions Southbank's maturity as Melbourne's premier arts and entertainment district and as a high quality, central city residential neighbourhood.

These elements will be balanced and integrated throughout by a high quality public environment.

### The need for the Southbank Plan

The Southbank Plan has been prepared jointly by the Department of Sustainability and Environment and the City of Melbourne to:

- Define the individual and collective roles of the Victorian Government and the City of Melbourne in relation to Southbank
- To coordinate and guide private and public sector projects in Southbank
- To develop Southbank as a integrated, high quality central city area

### Development context

Southbank today is largely the result of urban renewal programs by successive Victorian Governments from the 1980s onwards.

Public works and land sales stimulated private redevelopment. Construction of the Westgate Freeway, CityLink, Southgate, Crown Entertainment Complex, the Melbourne Exhibition Centre and significant residential development occurred in a short period.

There is significant current development in the area and this is likely to continue over the next 5-10 years.

# Summary

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## **Amenity issues**

Away from the river, many streets are harsh and unattractive, lined with blank building facades. There is little street life and too few local shopping centres for the Southbank community. There are traffic and parking problems, discontinuous walking and cycling routes and a shortage of public open space.

There is, however, continued support for the area's strategic role in the metropolitan transport network.

## **Statutory planning**

Statutory planning responsibility for Southbank is shared by the Victorian Government and the City of Melbourne. For large development proposals, the Victorian Government is the Responsible Authority while the City of Melbourne acts as a Notice Authority. For smaller projects, the City of Melbourne is the Responsible Authority.

## **Planning & policy context**

A number of policy documents produced by the Victorian Government, the City of Melbourne and the City of Port Phillip are relevant to Southbank.

These include:

- Melbourne 2030
- the Melbourne Planning Scheme and Municipal Strategic Statement
- City Plan 2010
- Southbank Community Plan (2004)
- South Melbourne Central Structure Plan
- Metropolitan Transport Plan (2004)
- Transport Strategy Moving People & Freight (2006).

A draft Structure Plan for Southbank was prepared by the Department of Infrastructure and the City of Melbourne in 1999. It was included in the Melbourne Planning Scheme as a reference document but not adopted by the Victorian Government.

## **Issues in Southbank**

The Southbank Plan focuses on issues of the public environment. The public environment is one of the fundamental enablers of the social, cultural, economic and civic life of cities. If the public environment is sub-optimal or dysfunctional then city life suffers for residents and visitors alike.

In a dense and intense part of the city such as Southbank a high quality public environment is even more important. But Southbank's public environment is often poor.

The area is difficult and often unpleasant to walk around. Buildings on private land are often disconnected from the public environment, and for those who live in Southbank the sense of a local community identity in the public environment is very weak.

# Summary

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## **Principles for improving Southbank's public environment**

Led by the vision and informed by the understanding of public environment issues in Southbank, a conceptual framework of principles has been developed for improving the public environment.

There are six such principles:

1. Create an integrated walking network
2. Provide better public spaces
3. Encourage a complementary mix of uses
4. Encourage high quality built form
5. Improve the cycling and traffic network
6. Coordinate parking provision and access.

Within the framework of these principles, Southbank has been analysed for the particular issues, priorities, and strategies required to achieve improvements to Southbank's public environment.

## **Applying the principles**

By applying the six principles to the public environment issues in Southbank, a number of specific opportunities for improving the public environment have been identified. These opportunities have been selected as practical and useful ways that the Victorian Government and the City of Melbourne could initiate public environment improvements.

A summary of these is appended in the opportunities section of this document.

In this Southbank Plan, the feasibility of a number of these opportunities has only been broadly defined. In most cases, more detailed design and assessment will be required, including consultation with the relevant stakeholders.

The priorities and funding for the implementation of most of the opportunities have yet to be determined but these will be subject to the ordinary budget processes of the Victorian

# Summary

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Government and the City of Melbourne and coordinated as the Plan is implemented.

Most of the opportunities have been grouped into project suites either around specific localities in Southbank (as in Projects 1- 6) or in the case of Project 7 around common themes.

The Project grouping of the opportunities are:

## **1. The Sturt Street cultural spine**

A pedestrian promenade along Sturt Street linking all of the major arts facilities and institutions (existing and new) of the Southbank arts precinct and connecting directly to St Kilda Road through a plaza at the Victorian Arts Centre into the CAD to Federation Square.

## **2. Southbank Boulevard open space link**

An improved walking link and sequence of high quality public spaces along Southbank Boulevard, connecting to the Yarra River at Queensbridge Square to the north, and to the Domain and the Sturt Street cultural spine to the east.

## **3. CityLink interchange precinct**

The dislocation and leftover spaces in central Southbank from the construction of the CityLink Interchange are repaired through consolidation and development of fragmented land, with new local movement links joining separated areas, and a strengthened local centre at the south end of Sturt Street.

## **4. Kavanagh / Moray Street local link**

A local link between Southbank and South Melbourne, providing a generous and attractive space for walking and cycling that is animated by new high density development along its length.

## **5. Westgate Freeway undercroft conversion and Docklands - South Melbourne links**

A landscaped open space corridor below the Westgate Freeway with an offstreet cycling and walking route linking a series of active recreational facilities such as netball courts, and enhanced streetscapes linking Southbank to South Melbourne and through to Docklands.

## **6. Whiteman Street local centre and park**

Improved public transport and cycle links in Clarendon and Cecil Streets. A local shopping centre with community services and a larger park between Whiteman Street and Normanby Road.

## **7. Activating life in the public environment**

An active street life is made up of people walking, sitting and bike riding in the public environment. Particular focus will be given to Sturt Street as a pilot for place-making initiatives of relevance to the district as a whole.

Context



## The need for a new plan

Southbank forms part of the City of Melbourne. The Council is generally responsible for planning and managing the area. However, the forces that have shaped Southbank – and continue to do so – are largely the result of major projects undertaken by the Victorian Government.

Action to redefine Southbank as a major urban renewal area was initiated by the Victorian Government in the 1980s, using public works and land sales to stimulate private redevelopment. Subsequent initiatives included construction of the Westgate Freeway, CityLink and other significant new road links between the freeways and central city via Southbank. Consequently, Southbank's road and motorway links form major components of the city's strategic road and freight systems. The Victorian Government has also had a continuing involvement in the development of major facilities in Southbank such as Crown Entertainment Complex, the Melbourne Exhibition Centre and the Arts Precinct.

Statutory planning for Southbank is the joint responsibility of the Victorian Government and the City of Melbourne and in practice this is conducted as a working partnership between the two levels of government. The City of Melbourne has primary responsibility for development proposals less than 25,000m<sup>2</sup>. Except in specially defined precincts (as set out in Clause 61.01 of the Melbourne Planning Scheme), the Victorian Government has primary responsibility for proposals over 25,000m<sup>2</sup> and in these cases the City of Melbourne is a Notice Authority who is consulted.

A draft Structure Plan aiming to guide Southbank's future development was prepared in 1999 by the Department of Infrastructure in conjunction with the City of Melbourne. The Plan was included in the Melbourne Planning Scheme as a reference document but was not adopted by the Victorian Government.

In July 2001, the Government initiated a review of the Structure Plan. Factors making a review necessary included:

- Continuing rapid redevelopment in Southbank and adjoining areas, which often failed to achieve the urban design aims for the area.
- Local policies and guidelines developed through the review of the City of Melbourne's Planning Scheme and Municipal Strategic Statement, and the City of Port Phillip's focus on the South Melbourne Central district adjoining Southbank.
- A neighbourhood audit of the area, undertaken by the Cities of Melbourne and Port Phillip, which identified deficiencies in local amenity and social support structures, leading to endorsement of the Southbank Community Plan by the City of Melbourne in March 2004.
- Change in the definition of 'Southbank' as a city district. The 1999 Draft Structure Plan included parts of the Yarra's north bank and southern fringes of the Central Activity District (CAD) but extended south only to the Westgate Freeway and Grant Street. This definition has since been changed to extend from the river south to the municipal boundary between Port Phillip and Melbourne, including the area between Grant and Dorcas Streets previously treated separately as 'Southbank Village'.

## Context

In July 2001, a review of the draft 1999 Southbank structure plan was initiated.

A revised and mutually endorsed plan is needed to bring together metropolitan and local objectives, helping the Victorian Government and the City of Melbourne to:

- To define and coordinate the individual and joint roles of the Victorian Government and the City of Melbourne in Southbank.
- To coordinate and guide private and public sector projects in Southbank.
- To develop Southbank as a integrated, high quality central city area.

# Context



'Airsy' view of Princess Bridge and Southbank c1930 (RHSV Collection, from Whitehead, *Civilising the City*)



Southbank and the CBD in 1969

## Neighbouring Districts

- The Yarra River Corridor (City of Melbourne)
- Melbourne (City of Melbourne)
- South Melbourne (City of Port Phillip)
- The Domain Parklands (City of Melbourne)
- Docklands (VicUrban).

## The place

Southbank's urban history began as part of an extensive government reserve on the floodplain separating Melbourne's original Hoddle grid from Emerald Hill (South Melbourne).

With the exception of City Road and a strip of wharves and related facilities along the river front, the area north of Victoria Barracks remained an open paddock well into the 1870s.

Following reclamation of the marshy land, Southbank developed rapidly into an industrial precinct. Although port facilities were gradually relocated downstream, lighter industries, warehousing and wholesale trading continued in the area. The high ground along St Kilda Road was retained for a variety of government institutions including the Victoria Barracks, Prince Henry's Hospital and an extensive police complex.

At the turn of the 20th century, the Yarra was widened to control flooding and the St Kilda Road approach to Princes Bridge was straightened and laid out as a broad boulevard. At the river bank, the Snowden Gardens formed a pair with Alexandra Gardens. A fairground just south of this area was used regularly by Wirth's Circus, and adjoined by an amusement complex and later the Trocadero dance hall. The 1954 Melbourne and Metropolitan Board of Works Planning Scheme promoted redevelopment of these sites. The eventual construction of the National Gallery of Victoria (1959-68) and the Victorian Arts Centre (1969-84) founded an arts precinct that extended the pattern of civic institutions facing onto St Kilda Road. While this had little impact on industrial Southbank, it provided an anchor for later urban renewal initiated by the Victorian Government in the late 1980s with construction of Southbank Promenade, the Yarra footbridge and Southbank Boulevard in parallel with the sale of major public sites including the former Prince Henry's Hospital.

Rapid redevelopment of the area followed, starting with Southgate, which opened in 1991. Southbank now accommodates a mixture of land uses dominated by commercial and entertainment activities along the river, with high-density housing to the south. A number of cultural institutions have also relocated to the area including the VCA, which now occupies most of the former police complex.

The focus of most recent efforts to improve Southbank has been on the river edge and its environs. But the success of the Promenade and adjoining Southgate development has not flowed through to Southbank as a whole.

The result is a sharp contrast within Southbank between the best and worst of the inner city's public environments. Away from the river, public amenity is compromised by car dominated roads and a lack of street life, discontinuous walking routes and poor provision of open public space.

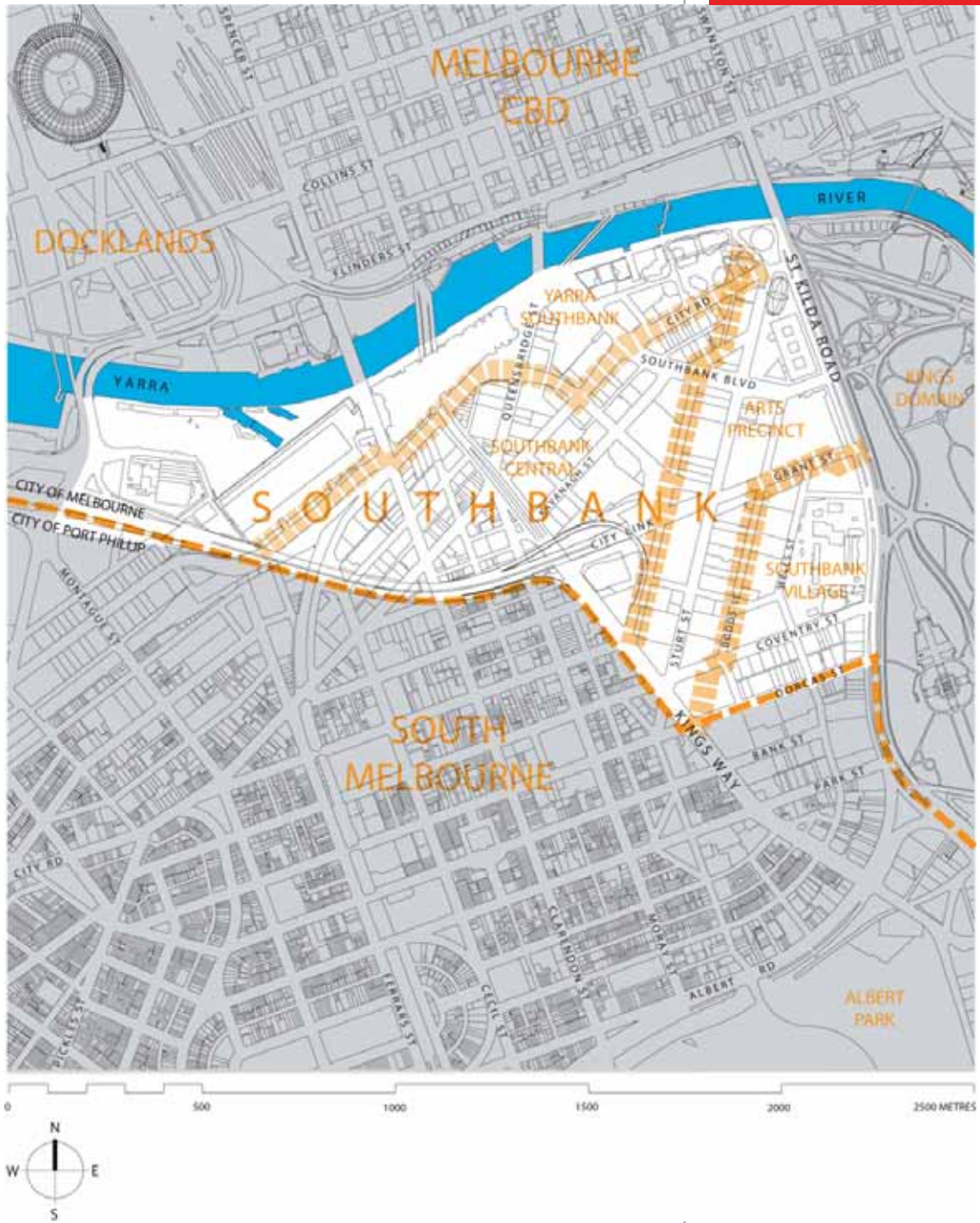
In some respects the extensive redevelopment of Southbank can be seen as an expansion of the city centre across the river, making the Yarra River the centre of Melbourne. However, Southbank is a fundamentally different place from Melbourne's traditional city centre, both in the nature of its private development and its public environment. It is important that it is seen as a district in its own right.

Southbank now contains a vibrant mix of metropolitan and locally significant destinations and occupations along with significant commuter and freight roads infrastructure of metropolitan significance. It has four distinct precincts:

- the south bank of the Yarra, or the river edge
- the Arts Precinct
- Southbank Central
- Southbank Village.



# Context



# Context



## Planning & policy

A number of policies of the Victorian Government, the City of Melbourne and the City of Port Phillip underpin Southbank Plan.

### Victorian Government objectives

*Melbourne 2030* is the Victorian Government's strategy for the future development of Melbourne. Some of the broad objectives that relate to Southbank are to create:

- A great place to be – through good design; a greater sense of place and community; a city that is and feels safe; protection for heritage buildings; more open space and parks.
- A more compact city – through high quality activity centres that are easy to reach and serve the whole community; more community services in and around shopping centres; and more housing close to services and public transport.
- A fairer city – through well-located, affordable housing; social, cultural and creative facilities where these do not exist; better community transport services; and neighbourhood houses that are inviting places to meet and learn. In particular: Policy 6.4 - Develop a strong cultural environment and increase access to arts, recreation and other cultural facilities.
- Better transport links, and in particular, support for public transport, planning for access and modernisation of all transport modes, balanced management of the road system, priority for walking and cycling, and the promotion of sustainable personal transport.
- Direction 4.2.4 in particular encourages ways of improving the capacity of the public transport system and the potential for new tram links at Southbank.

*Creating Prosperity: Victoria's Capital City Policy* (1994) aims 'to enhance the future prosperity of Victoria and metropolitan Melbourne by enriching the Capital City's national and international profile, role and competitiveness'. It proposes the Yarra corridor be made 'the heart of City life' with 'globally attractive cultural, entertainment, commercial, exhibition and sporting facilities'.

While most projects named under the Capital City Policy are complete, the draft *Yarra Plan* (2001) pursues the same aims, and its objectives and design principles have been agreed by the Victorian Government.

*Linking Melbourne: Metropolitan Transport Plan* (2005) emphasises safety and manages:

- Congestion
- The demand for new infrastructure and services arising from growth
- Efficient movement of freight and commercial traffic to support growth.

*Creative Capacity +* (2005) In particular, Strategy 4: (Creating space and place) supports places which integrate innovative cultural practice, stimulate activity and community.

*Meeting Our Transport Challenges* (2006): is a framework for investment in Victoria's transport infrastructure and includes widening of the Westgate Freeway in Southbank.

## Context

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### Local government objectives

*The Melbourne Planning Scheme, Municipal Strategic Statement and City Plan 2010* direct development in the City of Melbourne and economic and cultural activity. They also guide Council programs including capital works and delivery of community services. These policy statements set out objectives for individual neighbourhoods including Southbank. The aim for Southbank under these plans is creation of a 'downtown' residential, cultural and service business precinct with consolidation of the residential precinct south of CityLink. The area of Southbank along the Yarra River is included with the central business district as part of the Capital City Zone, reflecting the aims of the 1994 Capital City Policy.

A review of Melbourne's Planning Scheme in 2002 resulted in amendments to the *Urban Design within the Capital City Zone Policy* and preparation of a new *Urban Design outside the Capital City Zone Policy*, and a series of Design and Development Overlays (DDO's) guiding the heights and setbacks of buildings.

The *South Melbourne Central Structure Plan* (City of Port Phillip, April 2004) addresses the activity centre focused on Clarendon Street and extending to the south-western boundaries of Southbank.

*The Southbank Community Plan 2004*, has been developed with active input from local residents, traders, service providers and community organisations. The Plan identifies a number of key initiatives to address current and future needs of the local community and was adopted by the Melbourne City Council in 2004.

Council adopted the *Transport Strategy Moving People & Freight* in 2006. It commits to increased pedestrian and public transport priorities in the City of Melbourne. It also commits to progressively undertaking on-street parking and access reviews in all local areas including Southbank.



# Context

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## Development potential & activity

A number of sites in Southbank are yet to undergo significant redevelopment, which will transform these localities in a way that is consistent with *Melbourne 2030* aims for urban consolidation. There are a number of un-actioned development permits and current investigation of other potential development sites.

In addition to private land, there are sites in public ownership that offer potential for redevelopment such as the vacant site at the corner of Sturt Street and City Road. There is uncertainty about the future of some government-owned sites and activities, such as the continuing use of the old stables by Victoria Police. There are also sites within the VCA campus that provide opportunities for its expansion and redevelopment.

There is also a great deal of land in Southbank held in 'limbo' in the wake of road infrastructure projects. The spaces below the Westgate Freeway are Crown land, generally leased until around 2015 to car park operators except for the McDonalds site at Clarendon Street. Most of these spaces have street frontages and affect the amenity of public spaces through a large swathe of Southbank. Activities other than long-term at-grade car parking would be highly desirable in these areas.

Large unused areas exist in and around the CityLink interchange. These are made up of fragments of land between the road alignment and boundaries of properties acquired for the roadworks, and pockets trapped between off-ramps. It may be possible to consolidate some of these fragments of Crown land (with adjoining private properties) and to contrive access to island sites, creating more usable development parcels or public open space.

Any public land has long term scope for redevelopment as existing facilities age and the delivery of public services adapts to changing needs. For example, the Coronial Services facility occupies a large site (owned by the Victorian government) and the



Southbank's current development (2006)

## Context

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Victoria Barracks owned by the Commonwealth. While relocation of these facilities is not anticipated, it is always a possibility in the long term.

There are institutional drivers for development in Southbank. The Melbourne Symphony Orchestra (MSO) is looking to establish a new base in Southbank following disinvestment from the ABC in the near future. There are now three music schools within central Melbourne. In 2006, the Premier awarded the University of Melbourne funds to investigate amalgamating these into a single new Conservatorium, housed in a new facility. A feasibility study has been undertaken for locating this in the Victorian College of the Arts (VCA). Furthermore, the Victorian Government (through VicUrban) has funded a feasibility study for a new Secondary College affiliated with the VCA.

Identifying potential private and institutional developments is important because it indicates:

- The potential magnitude of the open space levy
- Where the value of private development for the public environment needs to be maximised through the provision of design guidance and complementary public works
- Where public amenities and facilities need to be developed to support the increased activity
- Where substantial improvement of the public environment is needed to enhance the profile and use of cultural facilities in Southbank.



Access to cultural activities for residents, workers and visitors will be enhanced by improvements to the public environment



Australian Centre for Contemporary Art

SOUTHBANK PLAN

7

# Context

**Residents:**  
2,239 (1996)  
6,754 (2004)

**Workers:**  
33,000

**Visitors:**  
20 million (per year)



Southbank Promenade

## The people

### Residents

Significant residential development has occurred in Southbank in the past decade, with an increase in population from 2,239 people in 1996 to 6,754 in 2004. Most of this growth comprises young people 15 - 29 years of age.

Generally, residents are highly educated and high income earners compared to those in other parts of the City of Melbourne. In addition:

- 20% of Southbank residents are full-time university or TAFE students.
- 48% were born overseas, including Indonesia (14%), New Zealand (4%), Malaysia (4%) and England (4%).
- 39% do not speak English at home, with the most prominent non-English languages being Indonesian, Mandarin and Cantonese.
- 54% of Southbank dwellings are rented, and turnover of the student population is rapid.

Southbank's population is expected to double between 2004 and 2016, from around 6,700 to around 13,400. Almost 3,000 new dwellings were under construction as of November 2004, with more than this number again in various planning stages.

### Workers

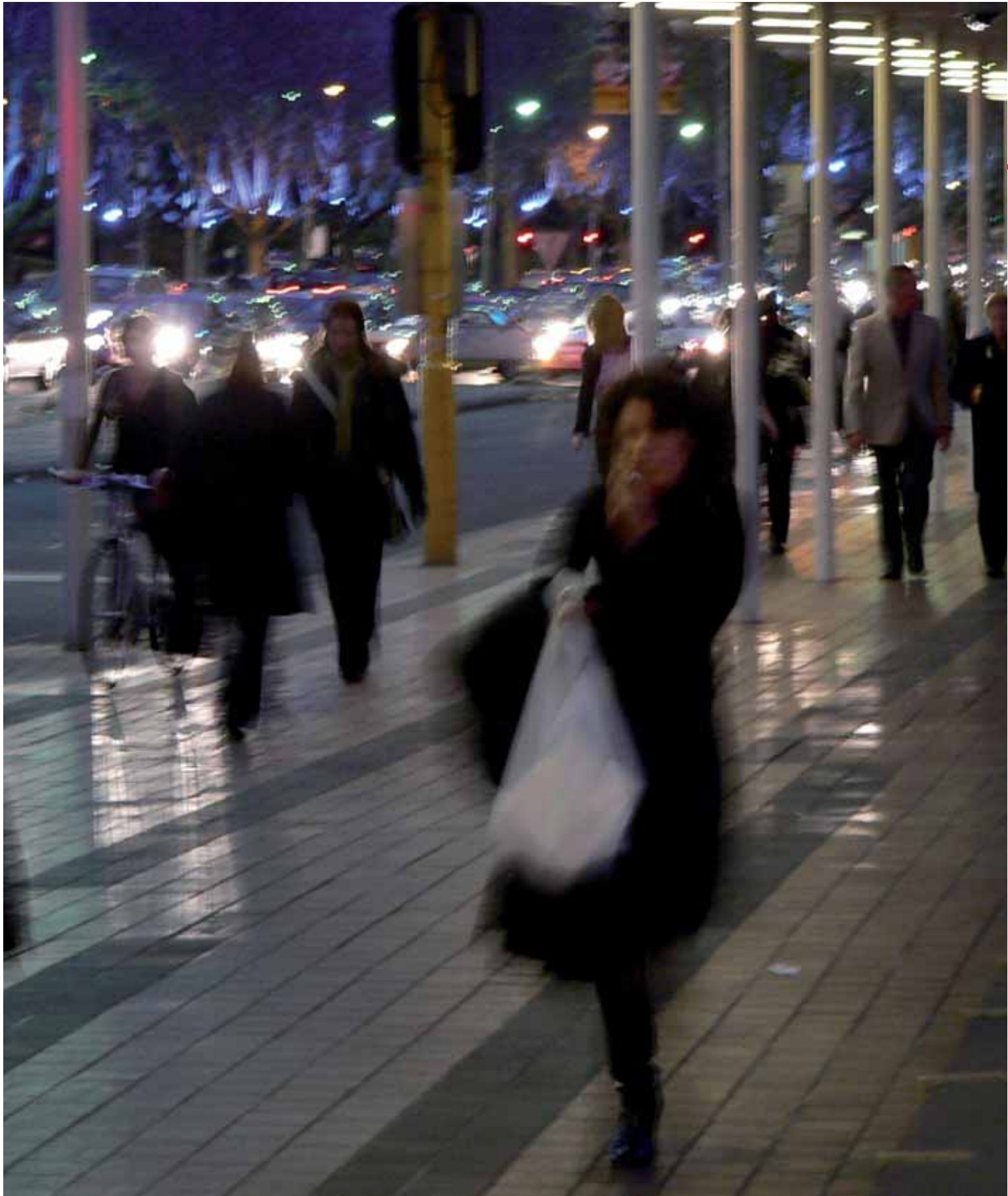
Culture and recreation are the major employment sectors in Southbank, in contrast with the City of Melbourne as a whole, which is dominated by property and business services.

Housing, offices and commercial parking each occupy similar proportions of the built land area in Southbank although housing dominates in terms of total floor space. Most high-rise buildings are residential. There are about 33,000 workers in Southbank – nearly five times the current residential population and more than twice the forecast residential population for 2016. So even without allowing for any parallel growth in employment, the needs of workers are clearly important. However, there is also a significant overlap between residential and worker populations.

### Visitors

Residents and workers are an important part of Southbank, but the drivers of the area's economy are visitors attending various cultural and entertainment facilities. The Victorian Arts Centre, National Gallery of Victoria, Australian Centre for Contemporary Art, Malthouse, Crown Entertainment Complex, and Melbourne Exhibition Centre all generate a regular flow of Victorian, interstate and international visitors, who are supported by cafes and retail outlets along the riverside. In addition, major events such as the Melbourne International Arts Festival and New Years Eve celebrations draw significantly larger crowds. Students at the VCA and VUT also contribute to the vitality of the area. Estimated annual visitor numbers include:

Crown Entertainment Complex	9.0 million
Southgate	7.0 million
Arts Centre	2.6 million
Exhibition Centre	1.0 million
National Gallery	0.6 million



Issues

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## Issues

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### What are Southbank's issues?

The Southbank Plan focuses on issues of the public environment. The public environment is one of the fundamental elements that enable the social, cultural, economic and civic life of cities.

If the public environment is sub-optimal or dysfunctional then city life suffers. In a dense and intense part of the city such as Southbank a high quality public environment is even more important. But Southbank's public environment is often poor. The area is difficult and often unpleasant to walk around. Buildings on private land are often disconnected from the public environment and for those who live in Southbank the sense of a local community identity in the public environment is very weak.

This section analyses these issues as a basis for understanding, then develops a strategy for improving Southbank's public environment.

When we talk of Southbank's public environment we:

- Refer to all areas in (or directly linked to) Southbank that invite public movement and use, or can be seen from adjacent public spaces.
- Include streets, squares, parks, lanes and other back-of-house or interstitial spaces that provide access and connections through the district.
- Take into account the spaces themselves and their edges, which include buildings and other delineating elements such as motorways and the river.
- Include public and privately-owned land that has clear public access and occupation.



- Poor public environment
- Poor walkability
- Isolated buildings
- Inadequate community infrastructure

# Issues

A high quality public environment is particularly important in a high density district such as Southbank. However Southbank's public environment has yet to be developed to a standard to match its residential and entertainment uses.

## Poor quality public environments

The excellent design standards applied along the riverfront promenade are an exception to the norm in Southbank, where much of the public environment is dominated by heavy or fast vehicular traffic. Some improvements, especially the reconstruction of Grant Street over the CityLink tunnels, have resulted in well-finished but often unused spaces that are unrelated to nearby development. The City of Melbourne's standard approach of low-key but highly effective streetscape improvements has only been partially implemented. For example, tree planting and footpath reconstruction has been implemented in Sturt Street without power lines being located underground.

The contribution of private development to the public environment has also often been inadequate. Despite aspirations for a 'downtown' character, much of Southbank's recent development has created insular and self-contained buildings designed to be accessible primarily by car. The creation of some pedestrian enclaves is an understandable reaction to harsh conditions in arterial roads, but merely reinforces this condition and further compromises a functioning and integrated urban environment.

The result is that the interfaces between buildings and streets generally don't support street life, interest and safety in the public environment. Many streets are lined with blank walls of carparks (or in lower levels of buildings.)

Major infrastructure projects and other works in Southbank have often been poorly integrated with the urban environment. No consideration was given to the integration of the Westgate Freeway and its undercroft spaces to the surrounding environment. Southbank Boulevard's name implies a formal, highly legible and pedestrian-oriented civic streetscape, but it is actually disorienting and dominated by sprawling road carriageways and slip lanes.

The Arts Centre, Southgate and Crown Entertainment Complex, while strongly addressing St. Kilda Road and the river, turn their back on Southbank, disrupt local movement networks and expose back-of-house facilities onto public areas.



# Issues

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## OBJECTIVES

1. Develop a public open space network throughout Southbank that provides diverse opportunities for recreation and social and civic engagement.
2. Significantly improve the amenity of Southbank's streets and other public spaces.
3. Significantly improve the functional engagement between Southbank's public spaces and buildings around them.
4. Ensure Southbank's open space and movement networks complement each other, providing access to public spaces and using pedestrian movement to generate activity and interest within the spaces.



# Issues

Walking should be supported as the preferred means of mobility and a valuable form of recreation in and around Southbank.

## Poor walkability

All urban travel and access relies on walking. The importance and benefits of walking increase significantly with increasing urban density.

Southbank has excellent potential as a walking environment. It is a high density, largely residential district within easy walking distance of the Yarra River, the old Central Melbourne, South Melbourne and extensive parklands. The presence of large numbers of people, the compact area, good public transport services and relatively flat terrain all make walking a desirable means of travel and a valued recreational activity. For similar reasons the area has excellent potential for cycling.

However, most travel in Southbank at present is not on foot. There is little pedestrian activity in streets away from the riverfront. About 50% of the local population's work destinations are in Southbank or the CAD, and yet the majority of these people travel to work by car.

Many of the reasons for this relate to physical conditions in Southbank. There are three major physical impediments to walking in Southbank:

- It is divided by major through-traffic routes including the Westgate Freeway, City Road and Kings Way.
- Large blocks and massive buildings such as the Crown Entertainment Complex and Exhibition Centre restrict direct and convenient access.
- The north-eastern area near St Kilda Road contains two disconnected 'ground' levels. The few existing walking routes between these levels are generally inconvenient, unattractive, hard to find and disorienting.

Southbank is also difficult to mentally map. Its street layout is disorienting and confusing, especially in contrast with the ordered street grids typical of Melbourne. The blocks are also large and there is a lack of choice of options for navigating through Southbank.

The amenity of the walking network is generally poor, being characterised by:

- Exposure to winds, turbulence, heavy traffic noise and fumes.
- A general absence of shelter along paths and sidewalks.
- In much of the recent building development there is poor definition of a visually coherent and continuous street facade, making it difficult to conceptualise and navigate Southbank's street layout.
- Inconsistent attention to finishes, street furniture, and other street design elements that are known to support walking in buildings facing streets and places.
- Lack of passive surveillance from surrounding uses.



# Issues

Provision for use of cars in Southbank has been a further disincentive to walking. Most streets are designed and managed to favour vehicles and have narrow footpaths, limited pedestrian crossings, long waits at signals and high traffic speeds. Large areas of poor quality at-grade carparks are perceived as threatening and often ugly.

Other concerns that need to be addressed to improve walking in Southbank include:

- Legibility, continuity and direct connections to important destinations and critical points, such as bridges.
- Amenity including shelter, shade and attractive appearance.
- Physical safety especially management of traffic conflicts.
- Personal safety supported through visual openness, alternative escape routes, maintenance of paths and avoidance of hidden spaces adjoining pathways.
- Activities which engage with street life such as convenience and service retail shops, cafes and space for sitting.
- Universal access including provision for the mobility and visually impaired, with clear paths along building lines and traversable level changes.

## OBJECTIVES

1. Create a fine-grained network of clearly articulated, attractive and safe walking routes in and to Southbank.
2. Make navigation in Southbank easier for pedestrians.
3. Buildings that strengthen the abutting walking environment with active frontages and shelter.
4. Encourage cycling and public transport to and within Southbank as a complement to walking.
5. Discourage unnecessary use of cars for travel within Southbank, and minimise the unnecessary detrimental impact of traffic and parking on the walking environment.

### PLAN 1: Walking barriers



#### PHYSICAL BARRIERS TO WALKING

Areas greater than 300 metres in length, where no through-pedestrian access is possible, are highlighted on the plan above. Walking through Southbank is impeded by barriers including the river, large buildings and busy roads with signalised pedestrian crossings mostly limited to major intersections. To encourage walking, a much finer network of streets and walkways is desirable – preferably with blocks no longer than 100 metres. Where this is not achievable, the attractiveness of links that do exist becomes particularly important.

#### MAJOR PSYCHOLOGICAL BARRIERS TO WALKING

Although crossings are provided at reasonable intervals, Kings Way, City Road and the Westgate Freeway create major psychological barriers due to long waits at traffic signals and poor amenity resulting from heavy traffic and undercroft spaces.

# Issues

Much of the residential and institutional development has tended to create self-contained and isolated enclaves.

## Isolated buildings

Good urban amenity results from mutually supportive relationships between individual buildings, their neighbours and their abutting public environment. High-density districts demand careful consideration of these issues.

The aspirations for Southbank are to be an inner city district with arts, entertainment and recreational facilities, commercial activity and a significant residential population. These hopes go beyond just accommodating these different functions in one area. They anticipate an everyday experience of visual and social variety resulting from coexistence and interaction of these uses.

In its early days the new Southbank was largely a run down industrial district. In part, this explains why major facilities including the Victorian Arts Centre and Crown Entertainment Complex have similarly been designed and managed as enclaves – a fact reflected even in their directional signs – with more apparent concern for their separate identity than for their integration into wider Southbank.

Similarly, much of the residential and institutional development has tended to create self-contained and isolated enclaves, creating often harsh street environments. Individual developments pay little attention to: the qualities of walking routes around them; active uses such as retailing engaging directly with streets; the effects of wind turbulence and overshadowing; privacy and proximity between neighbouring buildings; or to the benefits of sharing facilities between developments or with the public.

In part, the integration of activities is also made difficult by the lack of strong coordination of the public and private realms.



Private development has generally responded to the quality of Southbank's public spaces as they are now, rather than as they should be, and there are no effective measures in place to ensure this is only a transitional phase rather than a permanent state.

One of the most problematic aspects of dense urban development in Southbank is the intense demand for car parking. The provision of car parking is itself a limitation on high density development – reducing real land use densities, degrading the quality of the urban environment and discouraging walking and the use of public transport. The question needs to be asked whether it is sustainable to anticipate, encourage and provide for this parking demand in Southbank, or whether future development needs to be based primarily on walking and public transport. This does not deny the legitimate need to consider temporary car parking for friends and family visiting Southbank residents. But if Southbank had a thriving public culture of walking, cycling and public transport use the relative importance of the car and parking would be more balanced.



# Issues

## OBJECTIVES

1. Foster the development of a complementary mixture of land uses in Southbank:
  - Diverse high-density housing supported by retail, small business and neighbourhood facilities.
  - Cultural and entertainment facilities supported by arts organisations, studio space, housing and other complementary uses.
  - The river corridor supported as Melbourne's major cultural and entertainment precinct.
  - Businesses providing support and professional services to the central city (but not major offices due to likely traffic impacts).
  - Public and retail uses at ground level to support street life and provide pedestrian interest.
2. Ensure development adds amenity and vitality to surrounding public spaces. Ensure that buildings with a significant public role are exemplary in this regard.
3. Ensure all developments are designed to reasonably protect amenity on their own and neighbouring sites.
4. Ensure that development utilises and contributes to Southbank's accessibility through sustainable responses to walking routes, public transport and vehicular traffic.
5. Provide and manage car parking in ways that support the desired type and quality of urban development in Southbank.
6. Improve architectural design standards.

# Issues

Various Southbank communities have expressed a desire for a well defined and functioning local centre where local shopping, services and socialising can occur.

## OBJECTIVES

1. Support the ongoing role of the Yarra River corridor as a focus for major civic and cultural activities.
2. Ensure that community services and facilities in Southbank meet the needs of local residents and workers, including provision for projected local population growth.
3. Improve walking links from Southbank's residential areas to existing community facilities and local shopping areas in and near Southbank.
4. Facilitate the development of new local centres in Southbank, based on easy walking catchments.
5. Provide a range of physical spaces and venues that support formal and informal community activity.
6. Ensure that public spaces in and near Southbank cater to local community use including the recreational and cultural needs of young people, households with children, older adults and other specific social groups.

## Inadequate community infrastructure

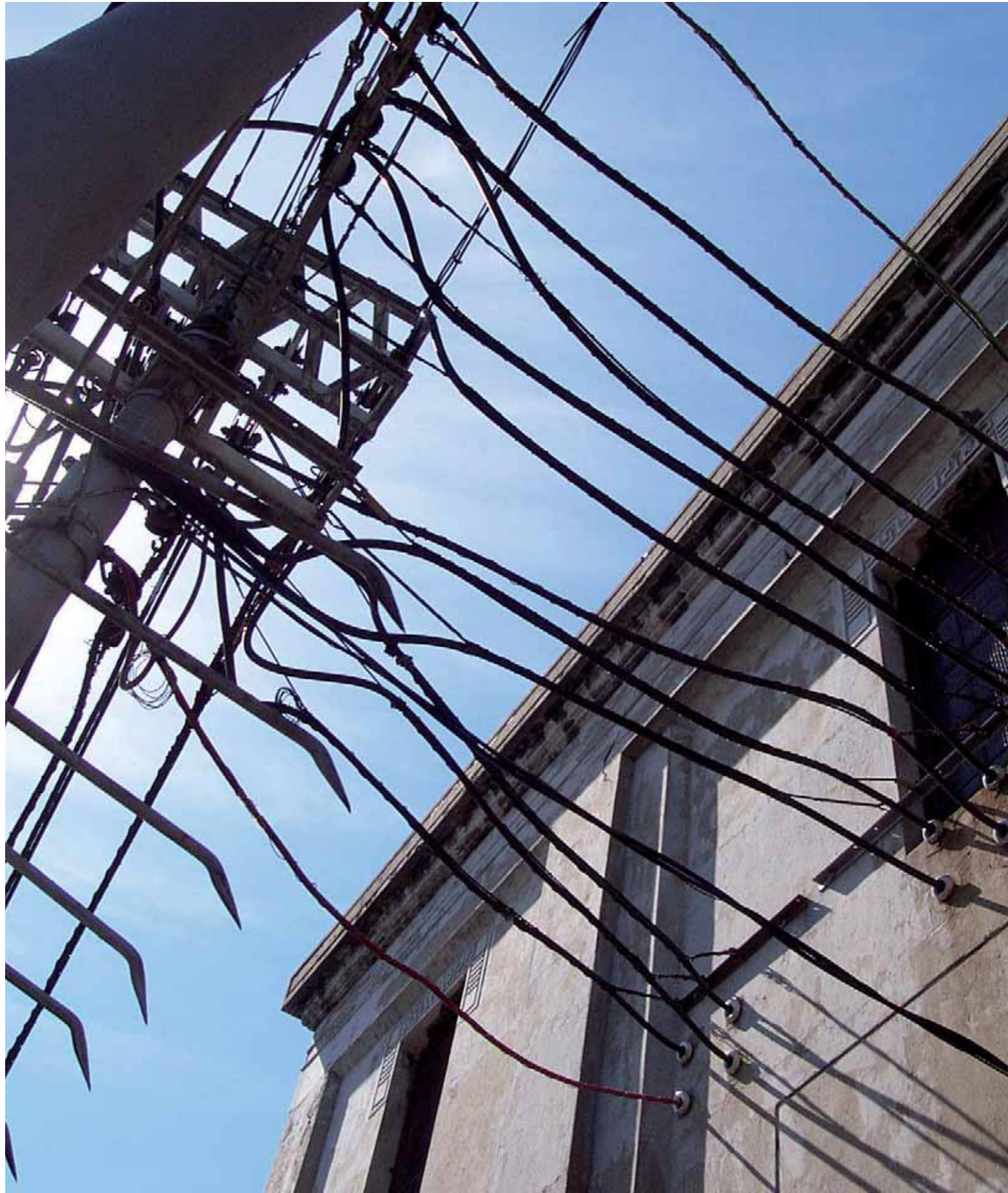
In addition to a good physical environment, a range of activities and services is important to people's sense of social wellbeing and to the development of a healthy community. Social support is served by physical facilities, spaces, transport and less tangible means such as community information and recreation programs. Facilities like libraries and open spaces are important throughout people's lives, while others meet needs at particular life stages.

The local population growth has outstripped the provision of some public services. Facilities are needed for both visitors and residents, but each group also has unique requirements. While Southbank offers access to excellent cultural and sporting facilities, regional open space and public transport, there is an absence of neighbourhood facilities such as pocket parks, playgrounds, meeting spaces and an undersupply of life-stage specific services such as family and children's services, schools, youth services, recreation for older adults. Community services can be found in neighbouring areas such as South Melbourne but physical barriers limit access to them.

Southbank's physical environment further impedes community development. The design of many buildings limits social interaction. The CityLink intersection is a 'dead heart' in Southbank which combines with other barriers, separate residents from one another and from services and facilities.

As a result of these issues, various Southbank communities have expressed a desire for a better defined and functioning local centre where local shopping, services and socialising can occur. This highlights the differences between the river edge and its role as a regional entertainment destination, and the qualities needed to support Southbank as a local city district.





# Principles



# Principles

## Improved public environment

In this section, led by the vision and informed by understanding of public environment issues, a conceptual framework of principles is developed for improving the public environment in line with the vision. There are six principles:

1. **Create an integrated walking network:** There should be a convenient, attractive and safe walking network permeating throughout Southbank and linked to surrounding areas.
2. **Provide better public spaces:** There should be a generous and accessible public open space system with diverse opportunities for recreation and social and civic engagement.
3. **Encourage a complementary mix of uses:** The mix of uses in Southbank should be diverse, fine grained and complementary so that they generate activities of exchange and interactions in the public environment and so contribute to its vitality.
4. **Encourage high quality built form:** Buildings should provide an active and positive interface with the adjoining public environment and respect the amenity of neighbouring buildings.
5. **Improve the cycling and traffic network:** The street network should be designed and managed to achieve a better balance between motor vehicles and sustainable modes of public transport, walking and cycling and between the local and regional importance of parts of the network.
6. **Coordinate parking provision and access:** Car parking provision throughout Southbank should balance accessibility by car with the creation of a more liveable and sustainable dense urban district.

Within the framework of these principles the following section is an analysis of the particular issues, priorities, and strategies required to achieve improvements to Southbank's public environment.



### Integrate and provide better:

1. Walking networks
2. Public spaces
3. Land use mixes
4. Quality built form
5. Cycling & traffic networks
6. Vehicle access

# Principles

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## THE VISION

The vision for Southbank is that it will mature as Melbourne's premier arts and entertainment district and as a high quality, central city residential neighbourhood and these will be balanced and integrated throughout by a high quality public environment.

## The vision for Southbank

### VISION

The vision for Southbank is that it will mature as Melbourne's premier arts and entertainment district and as a high quality, central city residential neighbourhood and these will be balanced and integrated throughout by a high quality public environment.

The elements of this vision include Southbank being:

- A home to world class, major cultural facilities and activities for visitors from here and abroad.
- One of Melbourne's major residential areas, providing a mix of central city housing at varying densities and scales, household size and affordability.
- A place where commercial and service retail activities, and community facilities and services, complement the residential and cultural characteristics of the area.
- A place with a safe, civilised and healthy public environment, producing vital street life conducive to walking and cycling as the primary means of local travel.
- A place with attractive public spaces complementing private land uses with good quality architecture.
- A place with active meeting places and vibrant neighbourhood hubs and public spaces that encourage community activity and interaction.
- Well connected to surrounding neighbourhoods via walking and cycle routes and to wider metropolitan Melbourne, through effective public transport and managed vehicular traffic that supports economic activity but also minimises the detrimental local impacts of heavy through traffic.
- Environmentally sustainable in its design.

To achieve this vision the further development of Southbank must:

- Improve the public environment.
- Foster streetlife activity.
- Develop better local community infrastructure.
- Integrate private land development with the public environment.





Southbank circa 2004

# Principles

There should be a convenient, attractive and safe walking network permeating Southbank and linking to surrounding areas.

## 1. Creating an integrated walking network

There should be a convenient, attractive and safe walking network permeating Southbank and linking to surrounding areas.

### 1.1 Improving existing walking routes

Priorities are to:

- Undertake significant enhancement of priority walking routes, with more generous provision of space for pedestrians and using universal access design principles
- Apply the range of conventional streetscape enhancements throughout Southbank as used elsewhere in the City of Melbourne. (See also 2.3 Enhancing Streets as Public Spaces.)
- Encourage building along these routes to have active frontages, weather protection and high quality architecture. Avoid driveway crossovers and service entries if property access can be gained from service streets. (Refer to Encouraging Complementary Land Uses Plan 4.)

### 1.2 Making new walking routes through existing barriers

Priorities are to:

- Provide easy connections to public transport facilities and local shops, and out of Southbank to adjoining areas.
- Link existing important walking routes.
- Provide high amenity environments that are conducive to walking.
- Add to the path network to make navigation easier.

New walking routes should be provided through areas that are now blocked off or where existing access is of such poor quality that the route is not used. (Refer to Plan 2.)

New crossings should be created over the major access barriers along these routes, including the river, the freeway, City Road and Kings Way.

Disconnected levels and circulation in building complexes, especially the Victorian Arts Centre and Southgate, can be reworked as more legible walking routes.

There should be no closures or discontinuance of streets and lanes in Southbank.

### 1.3 Supporting way-finding

The design of streets, buildings and open spaces should support way-finding through:

- A legible logic in the alignment of routes.
- Using landmarks visible to pedestrians.
- Street design detail that adds to the legibility of the system.
- Buildings that add to continuous street facades and scale that visually reinforces the street hierarchy.
- Avoidance of building extensions or links over streets and lanes.
- Building entrances designed to clearly express their function.
- Signs including street names, building numbers and directional signs integrated with the broader city signage system, and multi-lingual signs for key destinations in tourist areas.

# Principles

PLAN 2: Walking network



## 1st priority walking routes (proposed shown dashed)

These should be provided with a very high level of amenity including generous footpaths, trees, seats and lighting. Traffic management should: encourage low speeds; allow for a buffer between pedestrians and moving traffic (for example kerbside parking and substantial street trees); and provide signalised single-stage pedestrian crossings at frequent intervals with minimised pedestrian waiting times. Adjoining buildings should present active frontages, wind protection, high quality architectural detailing and finishes, and other measures to improve amenity. Driveway crossovers and service entries should be avoided on priority walking routes if access to properties can be gained from other streets. Where crossovers cannot be avoided, their widths should be minimised and clear priority given to pedestrians on the footpaths by the footpath going over the driveway.

## 2nd priority walking routes (proposed shown dashed)

These should be provided with a high level of amenity although footpath widths may not be as wide as first-priority routes. Traffic management objectives apply as for first priority routes. Active frontages are desirable but may represent a lower proportion of each development frontage. Passive surveillance should be provided by windows overlooking the routes.



## Barriers to major routes to be crossed

Projects for further investigation:

1. Connect Sturt Street and City Road walking routes to St Kilda Road.
2. A new mid-block link between City Road and Kavanagh Street.
3. Crossing of City Road at Southbank Boulevard and Queensbridge Road.
4. Connect Moray and Kavanagh streets under Kings Way.
5. Improved crossing facilities across Kings Way at Coventry and Sturt Streets.
6. A crossing of Normanby Road at Ferrars Street.
7. Provide bridges over the Yarra River at the Exhibition Centre and Birrarung Marr.
8. Connect across Flinders Street Station from Sandridge Bridge to Elizabeth Street.

# Principles

There should be a generous and accessible public open space system with diverse opportunities for recreation and social and civic engagement.

## 2. Providing better public spaces

There should be a generous and accessible public open space system with diverse opportunities for recreation and social and civic engagement.

### 2.1 Creating new public spaces

An Open Space Strategy is needed for Southbank to comprehensively identify local and regional open space needs, analyse current open space provision and accessibility and propose a long term strategy for acquisition and development of public open space. In addition to acquiring land for parks and plazas the strategy should also include opportunities to convert existing underutilised publicly owned land that can't be readily developed as public open space.

In Southbank a wider range of passive and active recreation opportunities for locals and visitors is needed for multiple uses as well as specialised facilities. Southbank's demographics suggest that appropriate facilities may not be typical of other parts of Melbourne.

As the riverside open spaces offer very good amenities, priority should be given to new and improved spaces in other parts of Southbank. A major opportunity is surplus, poorly used or 'ornamental' space within the roadway system, which could possibly be converted to pedestrian use. Key opportunities are at Normanby Road, below the Westgate Freeway, below Kings Way, and within Southbank Boulevard. (Refer to Plan 3.)

There are also open spaces associated with major institutions which may be made more accessible and useful if integrated with their surroundings. This could include provision of public access with walking links through these sites and shared use of open spaces. Making these routes and spaces inviting and accessible to the general public would generally enhance Southbank.

New and upgraded spaces should incorporate water sensitive urban design.

### 2.2 Improving accessibility, safety and amenity of public spaces

Existing public spaces in and near Southbank can be improved to better provide for:

- Diverse passive and active recreational opportunities, meeting needs of specific groups including young people and households with children.
- Protection from extremes of weather and exposure to traffic noise.
- Opportunities for social contact and interaction between residents.
- Improved amenity and personal security.

Access to major parks near Southbank should be improved (Refer to Walking Network - Plan 2) and open spaces should be protected from overshadowing.

Southbank also has some public open space in sub-optimal locations, while there are underdeveloped sites in private ownership that are well located for a park. Opportunities for land swaps should be explored to achieve usable public open space in optimal locations.

### 2.3 Enhancing streets as public spaces

Many of Southbank's streets still reflect its former industrial character – with narrow footpaths, overhead power lines and little street furniture. These streetscapes should be upgraded to reflect Southbank's new character.

A reduction of driving is important to give pedestrians greater priority and safety in local streets. Streetscape design must support a low speed setting.

Where feasible, permitting the suspension of tramway wires from buildings to reduce the number of poles in footpaths should be encouraged.

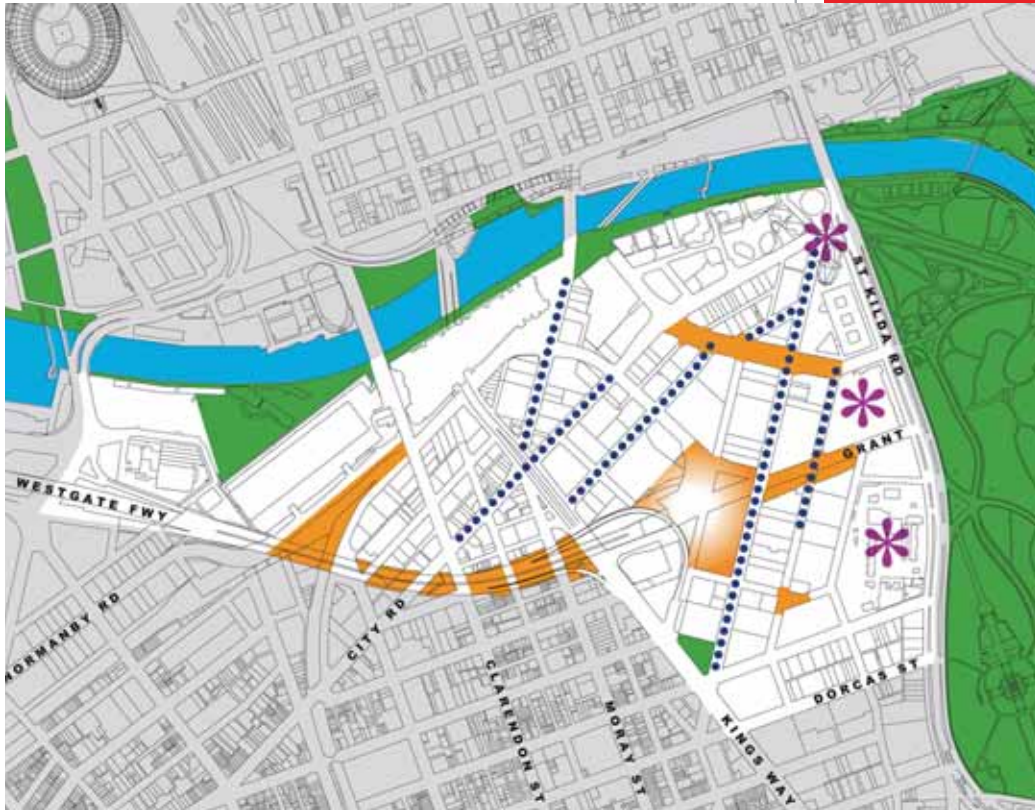
### 2.4 Managing the place

Public space management programs can be developed to improve spaces and encourage a greater range of uses on an ongoing basis.




# Principles


PLAN 3: Public open space system



 Existing open spaces

 Opportunities for use of public space in road reserves

These open spaces should be developed to a high standard of paving, planting, lighting, and furniture (especially with abundant seating) and to provide good universal access, visibility and safety. The spaces should be designed to cater for diverse recreational activities. Open spaces should be protected from overshadowing. Adjoining buildings should provide active frontages on to these spaces. Adjoining buildings should also provide windows overlooking public open space to support passive surveillance.

 Opportunities for significant streetscape upgrade

Undertake detailed modelling to determine which streets with excess lanes or widths in proportion to traffic demand could be redesigned to:

- Allocate more space to pedestrians and create more and safer crossings.
- Place power lines underground, especially where they affect street trees.
- Create medians to facilitate crossings and to accommodate tree planting.
- Plant more trees. A range of preferred species is identified in the City of Melbourne's Southbank Tree Planting Design.
- Improve paving, furniture and detailing, and street lighting in accordance with the City of Melbourne's Technical Notes and Lighting Strategy.
- Reallocate some parking space to pedestrian uses.



Institutions with opportunities to provide public access to their open spaces

# Principles

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The mix of uses in Southbank should be diverse, fine grained and complementary so that they generate activities of exchange and interactions in the public environment and so contribute to its vitality.

## 3. Encourage a complementary mix of uses

The mix of uses in Southbank should be diverse, fine grained and complementary so that they generate activities of exchange and interactions in the public environment and so contribute to its vitality.

### 3.1 Encouraging genuine mixed use development: vertical mixes

A lively, mixed use character for most of Southbank is a clear intention of the Melbourne Planning Scheme and related policies. So is the aim to use retail, small offices and other uses to enliven high-rise residential buildings at street level and provide retail services to the local population. However, most development in Southbank has not provided this mixture of activities. While this is partly a function of recent market demand for housing, there is also a bias towards residential only uses within the Mixed Use Zone as it has been applied in Southbank. Also vertical stacking of uses has been inhibited by institutional barriers such as property trust structures and financial/tax disincentives.

A current lack of demand for retail space fronting Southbank's underpopulated streets discourages developers from providing tenancies that create active frontages. However, with further increases in local population and enhancement of the public environment, the level of activity will change and buildings should be designed to be easily adaptable to make active retail street level frontages possible.

### 3.2 Integrating institutions and other segregated uses

Rather than treating residents, institutions and other users of Southbank as isolated groups it would be mutually beneficial to work towards integration of community and institutional activities. This can be supported by:

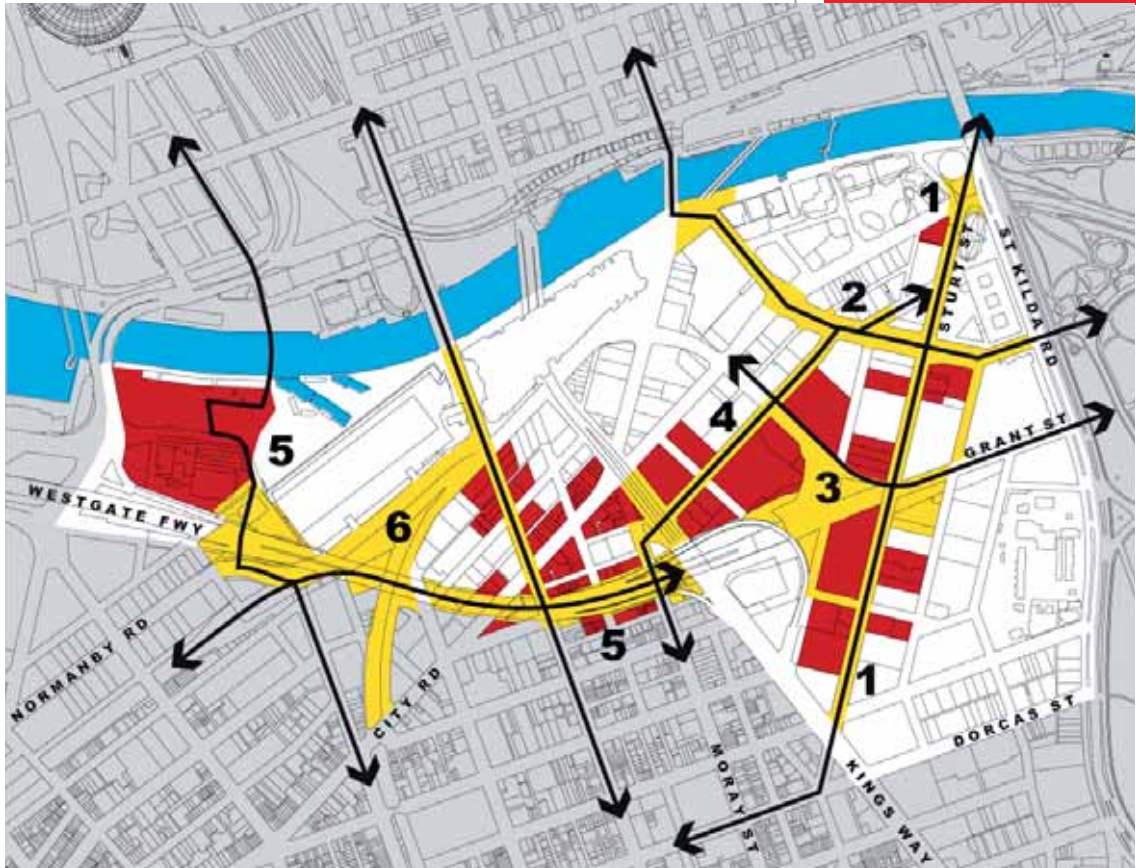
- Extending institutions into the community (e.g. sponsoring artists' studios, using public spaces for VCA activities) to enrich the whole area.
- Bringing the community into the institution. The VCA and other institutions may be able to offer initiatives of community interest.
- Shared use of space and facilities, both indoor and outdoor, within the sites of institutions and in residential and mixed use developments (including recreational facilities in apartment buildings).

### 3.3 Filling gaps in activity mixes and supports

Local public services and facilities in Southbank are inadequate to meet the needs of the growing residential population. Spaces are needed for these services (community meetings etc). It may be possible to secure use of existing spaces for public use as well as provide new spaces and facilities within new developments. These spaces need to be designed as hubs co-locating a number of services in local centres. These hubs should be within convenient walking distance of a large proportion of residents.

# Principles

PLAN 4: Strategic development & improvement opportunities



- Major sites where development is confirmed or likely
- Key opportunities for improved walking and cycle links
- Areas of strategic public realm improvements

PLAN 5: Public land holding

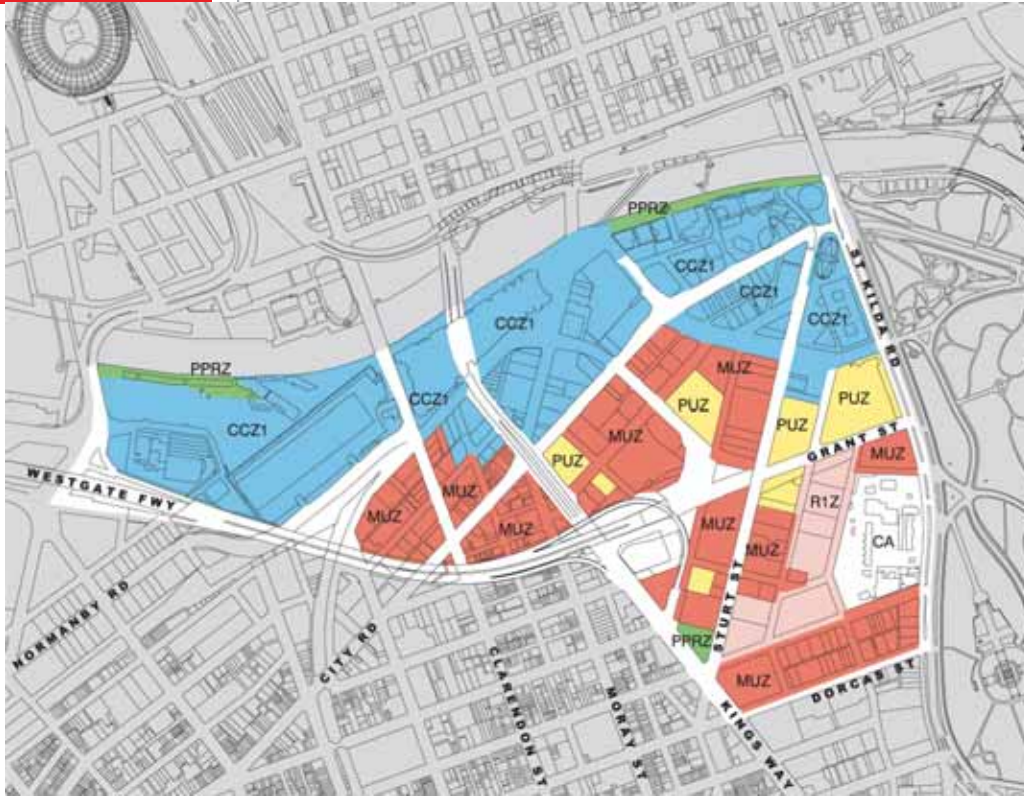


The extent of Southbank land in public ownership of some form including various permanent and temporary Crown land reserves, Crown leases, road reserves, etc, is shown on the plan above

- Victorian Government or City of Melbourne land
- Commonwealth land

# Principles

PLAN 6: Existing land use zoning and local hubs



The Planning Scheme uses five zones to control development in Southbank:

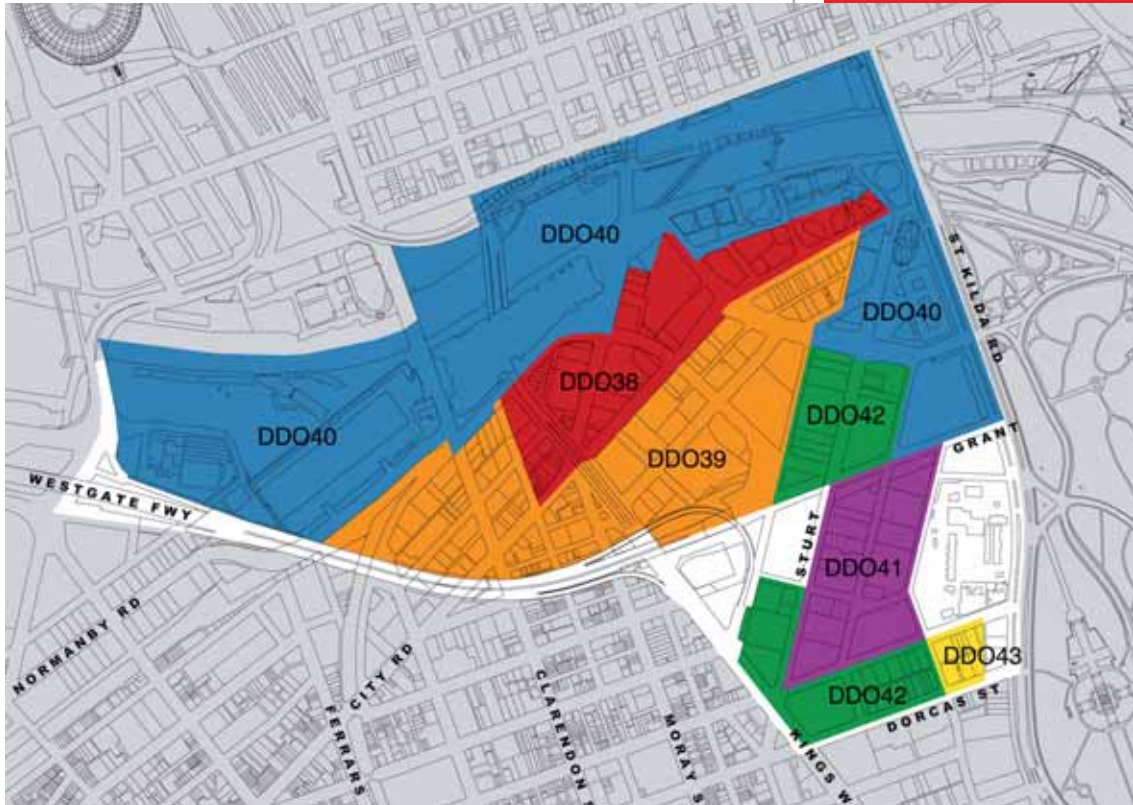
- CCZ1 Capital City Zone:** Intended to enhance the central city's role as Victoria's capital and includes the riverside areas of Southbank as well as the traditional central business district. It provides for financial, legal, administrative, cultural, recreational, tourist, entertainment and other uses that complement this role. The intent for this zone in Southbank is to support the arts precinct as well as commercial functions including specialist retailing and offices.
- MUZ Mixed Use Zone:** Provides for residential, commercial, industrial and other uses and is intended to support high density housing and associated infrastructure for a growing population. Due to the zone's bias towards housing, its replacement in some locations with a new zone is proposed to encourage other uses at street level in residential developments (retail, commercial, etc).
- R1Z Residential 1 Zone:** Provides for a range of building densities to suit various households. Non-residential uses that are compatible with residential character and amenity and serve the needs of the local community (e.g. convenience, retail and home occupation uses) may also be supported.
- PUZ Public Use Zone:** Applies to various local institutions.
- PPRZ Public Park and Recreation Zone:** Applies to the riverside promenade at Southgate and to small pockets in the southern part of Southbank.
- CA Commonwealth Land** at Victoria Barracks is not subject to local planning controls but zoning contingent on possible future sale of the land is recommended (see Development of Public Sites, next page).

Nearby areas of the City of Port Phillip include Business (B5Z) zoning along St Kilda Road; Mixed Use south of Dorcas Street; Industrial (IN1Z and IN3Z) along Kings Way and south of the Westgate Freeway; and Business (B1Z and B3Z) along Clarendon Street. These zones separate Southbank from Port Phillip's residential areas.

In addition to these existing controls, support for local hubs is recommended to provide focal points for community facilities, including shops and public spaces within convenient walking distance of most Southbank residents.

# Principles

## PLAN 7: Existing built form controls



The Melbourne Planning Scheme includes a series of DDOs addressing building heights, setbacks and other built form controls.

- DDO08 Southbank central core:** Guides high-density residential development, providing for buildings up to 160 metres tall, podiums between 16 and 28 metres, and generally 6 metre tower setbacks (up to 24 metre setbacks for buildings over 40 metres tall where they adjoin a tower of similar height).
- DDO39 Southbank central interface:** Guides high-density residential development, providing for buildings up to 100 metres, podiums between 16 and 28 metres, and tower setbacks generally 6 metres but up to 24 metres deep for buildings over 40 metres tall where they adjoin a tower of similar height.
- DDO40 Centre and river environs:** Seeks to protect pedestrian amenity, the character of St Kilda Road and views to the Arts Centre spire. It provides for buildings up to 6 storeys, with a 13.2 metre setback from St Kilda Road.
- DDO41 Southbank Village:** Seeks to maintain lower buildings heights, as well as preserving pedestrian amenity and being respectful of the Victoria Barracks. Provides for buildings up to 14 metres high.
- DDO42 Sturt Street:** Acknowledges this area's transitional nature, the opportunity to create a new built form character, Sturt Street's pedestrian role and its visual connection to the CAD and Victorian Arts Centre spire. It provides for 8 storey buildings, with 16 metre podiums and setbacks up to 6 metres from Sturt and Coventry streets.
- DDO43 Dorcas Street:** Encourages a higher built form along this street, recognising the potential for growth and change and the desirability of a contrast between this area and Southbank's central and interface areas.

In addition, plot ratio limits are set at 2:1 (excepting residential development) for the area between the Capital City Zone and City Link, to encourage high density residential development mixed with low density commercial uses, and to limit increases in commuter traffic and parking demands. A discretionary maximum plot ratio of 12:1 applies within the Capital City Zone.

More detailed guidelines are provided in the 'Urban Design within the Capital City Zone', and 'Urban Design outside the Capital City Zone' policies.

# Principles

Buildings should provide an active and positive interface with the adjoining public environment and respect the amenity of neighbouring buildings.

## 4. Encouraging high quality built form

Buildings should provide an active and positive interface with the adjoining public environment and respect the amenity of neighbouring buildings.

### 4.1 Orienting development towards streets

All development in Southbank should be oriented towards streets and other public spaces, with active frontages, overlooking windows immediately above ground floor, and high-quality architecture. This principle is reflected in the Melbourne Planning Scheme and related policies but has not been effective enough in shaping recent development, which continues to be dominated by insular buildings that relate poorly to surrounding streets.

In addition, there are many street frontages that are affected by road infrastructure, which limits development and the ability to define and animate the streetscape, especially along the CityLink interchange and the Kings Way overpass.

### 4.2 Protecting amenity in high-density development

Residents in mixed use areas cannot expect the same level of amenity – say in relation to ambient noise – as in residential neighbourhoods segregated from other uses. However, good residential amenity is still important, and high density development raises amenity issues not typical of other housing.

The Melbourne Planning Scheme and building regulations aim to protect the amenity of residents. Amenity issues such as noise are similar across the Melbourne CAD and should be addressed by policy in that context.

### 4.3 Ensuring exemplary development of public sites

The Victorian Government owns building sites of strategic importance to Southbank including 1-23 City Road at the intersection of Sturt Street and City Road. Development on such sites offers opportunities to support objectives for Southbank as a whole. A walking connection from Sturt Street to the Victorian Arts Centre podium and St Kilda Road could also provide a St Kilda Road address for this site. Development of the new Recital Hall and Melbourne Theatre Company facilities would be complemented by the redesign of Southbank Boulevard to create more pedestrian space, and it could also accommodate street level facilities to cater for workers in the arts precinct as well as residents. Desirable public outcomes for these sites should be developed and detailed in urban design guidelines.

Victoria Barracks is situated on Commonwealth Land and as such is not subject to local planning controls. Although no plans to sell or redevelop the site are known, it is reasonable to anticipate this as a possibility. Preparation of provisional zoning, heritage listing and design development overlays could be completed in advance to reduce the likelihood of a rushed planning response in the event of any sale.

# Principles

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Examples of development incorporating active frontages.

# Principles

The street network should be designed and managed to achieve a better balance between motor vehicles and the sustainable modes of public transport, walking and cycling and between the local and regional importance of parts of the network.

## 5. Improve the cycle and traffic network

The street network should be designed and managed to achieve a better balance between motor vehicles and the sustainable modes of public transport, walking and cycling and between the local and regional importance of parts of the network.

### 5.1 Managing vehicular traffic

Southbank suffers from heavy traffic, with morning and afternoon peak period congestion. However, CityLink was intended to reduce the strategic importance of some streets. For example, although City Road now serves generally as a bypass to the Domain and Burnley tunnels for proscribed loads its design hasn't been reviewed since CityLink opened.

Melbourne 2030's targets for reduced car use and increased use of public transport, walking and cycling rely heavily on areas like Southbank to compensate for others less well-served by public transport where the potential for change is limited. Some measures to better manage vehicular traffic include:

- The priority for through-traffic should be balanced against the need to foster local travel by public transport, cycling and walking by both locals and visitors.
- Investigate improved night-time and weekend public transport services in support of entertainment and tourism activities.
- Local streets should be designed to use space safely and efficiently, by re-allocating the current excessive lane widths and numbers.
- Intersections should be remodelled to overcome confusion, difficult access and excessive high speed turning radii.
- Reduce waiting time for pedestrians at traffic signals and replace, where possible, two-stage pedestrian crossings with single stage crossings.
- The streetscape character of major thoroughfares should be improved.

### 5.2 Supporting public transport

Public transport can be supported and improved with:

- Improved walking access, amenity, safety and security to and from stops.
- Bus and tram priority on important routes in and out of the central city particularly Principle Public Transport Network (PPTN) services.
- Improved east-west tram links (for example St Kilda Road to South Melbourne via Park Street, and Queensbridge Street to Clarendon Street).
- Effective fairways for trams during peak periods, evenings and weekends.

Private development can also contribute to the quality of public transport through:

- Active frontages near tram or bus stops to provide passive surveillance.
- Weather protection over footpaths at tram and bus stops to eliminate the need for separate shelters that would intrude into valuable footpath space.
- Avoidance of siting driveway crossovers in the vicinity of stops.
- Provision of taxi ranks that are capable of meeting anticipated demand.

### 5.3 Supporting cycling

Provision for cyclists is currently very poor. Improved routes through Southbank and with surrounding areas are required. Cyclists require convenient connecting routes, although longer routes through less active areas are more acceptable for cyclists than for pedestrians, and cycling in confined busy spaces is to be avoided.

The Capital City Trail is one of Melbourne's most significant cycle routes. Restrictions on cycling have been removed on a trial basis and the area along Southbank Promenade near Southgate is now signed as a Shared Path. Increased use of the north bank as an alternative bike route should also be encouraged along with appropriate management techniques to ensure safe cycling along the Southbank Promenade.



# Principles

PLAN 8: Existing public transport services



-  Train stations
-  Bus routes
-  Water routes
-  Tramways

Investigate opportunities to enhance tram services in Southbank, including:

- DDA compliant tram stop treatments (expected to be progressively installed from 2010.)
- Tram routes should be provided with a very high level of pedestrian amenity including convenient street crossings, shade from canopy trees, public lighting, and directional signage.
- Traffic should be managed to favour public transport.
- Private development adjoining tram or bus stops should provide active building frontages and overlooking windows to support passive surveillance.
- Private development should provide weather protection over the footpath and should avoid creating driveway crossovers in the vicinity of stops.
- Development along tram routes should allow for the suspension of overhead wires from buildings to reduce the number of poles in footpaths.

# Principles

PLAN 9: Bicycle network



**Bike routes: on-street (proposed shown dashed)**

Provision for bicycle access should be improved along these streets via these strategies:

- Provide dedicated on-street bicycle lanes or wide kerbside lanes, where possible.
- Ensure smooth pavement surfaces on bike lanes.
- Provide advanced start lines and storage boxes at signalised intersections.
- Manage traffic signal operations to favour cyclists.
- Avoid angle or perpendicular parking along bike lanes.

**Bike routes: off-street (proposed shown dashed)**

Provision for bicycle access should be improved along these routes via this strategy:

- Ensure off-street paths are wide enough and appropriately designed to provide for safe shared use with high volumes of pedestrian traffic.



**Barriers to major routes to be crossed**

1. Connect Sturt Street and City Road cycle routes to St Kilda Road.
2. Cross the City Road/Queensbridge Road intersection.
3. Cross Normanby Road.
4. Connect Moray and Kavanagh streets under Kings Way.
5. Cross Kings Way at Coventry and Sturt streets.
6. Bridge the Yarra River at the Melbourne Exhibition Centre.
7. Bridge the Yarra River at Birrarung Marr.

# Principles

PLAN 10: Local traffic network



This map indicates a preferred local traffic network concept and does not reflect VicRoads designated road hierarchy. It is subject to further detailed evaluation by City of Melbourne and VicRoads.

- Primary arterial road, freeway or tollway (dashed = grade separated)**

Priority provision for through traffic functions to be maintained. Clarendon Street should be given greater priority as a tram and walking route, and Queensbridge Street (south to Power Street) proportionally upgraded for through traffic.
- Secondary arterial road**

Provision for through traffic to be balanced with consideration local access needs including kerbside parking and loading zones, and on-street bicycle lanes.
- Collector road**

Provision for through traffic maintained but priority given to local traffic including walking, cycle and public transport. Where appropriate, minimise lane numbers, lane widths and traffic speeds, and apply other simple traffic calming measures. Maintain kerbside parking and loading zones.
- Local road**

Through traffic should be discouraged but flexible use for local traffic maintained. Minimise lane numbers, lane widths and traffic speeds. Maintain kerbside parking and loading zones. Street closures are not recommended but where appropriate, alternative traffic calming measures should be investigated.

# Principles

Car parking provision throughout Southbank should balance accessibility by car with the creation of a more lively and sustainable dense urban district where there is greater use of sustainable modes of mobility.

## 6. Coordinate parking provision and access

Car parking provision throughout Southbank should balance accessibility by car with the creation of a more lively and sustainable urban district where there is greater use of sustainable modes of mobility.

### 6.1 Limiting local parking supply

The 1999 Southbank Structure Plan outlined a preferred scenario for Southbank's development that was based, in part, on the road network's capacity to carry more traffic. Provision of up to 12,000 parking spaces was considered feasible within the existing road system and commercial development was limited to keep parking demand below this level.

However, there are now 11,920 spaces in commercial car parks, 4,633 spaces in private car parks and a further 2,907 on streets around Southbank, with considerably more spaces to be provided in expected redevelopment. In addition, peak parking demands in Southbank are related to entertainment and cultural events rather than commercial activity, with Saturday evening being the busiest time. Although Southbank contains an extremely large share of the commercial car parking spaces in the City of Melbourne (21%), many people still perceive a lack of local parking and this is likely to be exacerbated by development of additional entertainment venues.

### 6.2 Improving access to existing parking spaces

Access to car parks should allow for sharing of spaces between different user groups. The more widely parking is shared, the more each space can be utilised. Sharing car parks between office and entertainment activities holds promise given their differing peak hours. Changing existing seven day per week leased spaces in commercial car parks to weekday leases could help meet the weekend peak demand without building more parking structures. Carparks in nearby areas could be made more accessible to Southbank visitors, especially in the CBD where the dominance of commercial activity means that peak parking demands are unlikely to overlap with those in Southbank. This use of CBD car parks would be supported by improved walking links, public information indicating the availability of parking facilities, way-finding signage, and encouraging car park operators to set favourable opening times and rates. Improved services along related tram links and shuttle buses are areas for review and consideration.

It may be possible to open some private car parks in Southbank to public access on a commercial basis, at times when they are not fully utilised.

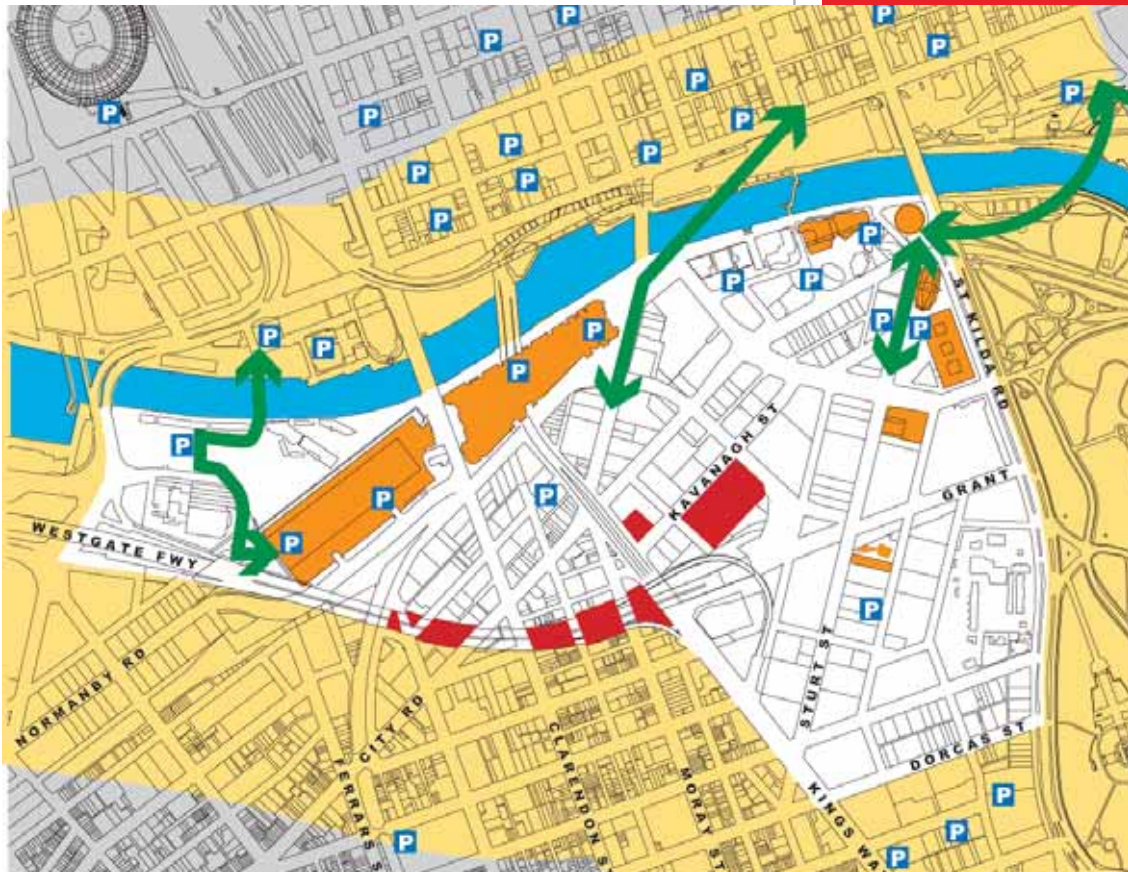
Car parks in new buildings should be designed to maximise options for their long term management, including public or shared access.

### 6.3 Managing on-street parking

On-street parking can be shared between multiple user groups. Its usual short stay nature contributes to pedestrian amenity and personal safety by helping to generate activity in streets. It supports adjoining land uses and encourages buildings and new developments to address the street as a pedestrian space. Unlike the CBD, residents in most parts of Southbank are issued with on-street parking permits and there is an expectation that spaces will be available to them. This is at odds with the concept of a high-density 'downtown' environment, and inclusion of a large part of Southbank in the Capital City Zone. Where parking is limited it should be available to the most essential uses. On-street spaces need to support nearby building users, thereby favouring short term, loading zones or taxi ranks for most kerbside parking spaces instead of resident or commuter parking.

# Principles

PLAN 11: Major public and private car parks



- 500 metre nom. walking catchment
- Major entertainment and events destinations
- Existing public car parks
- Existing surface car parks to be developed for other uses
- Opportunities for new walking links to access existing car parks

Projects



# Projects

## Projects

By applying the six principles to specific public environment issues in Southbank, a number of specific opportunities for improving the public environment have been identified. These opportunities have been selected as practical and useful ways that Victorian Government and the City of Melbourne can achieve public environment improvements. A summary of the opportunities is appended.

In the Southbank Plan the feasibility of a number of these opportunities has only been broadly defined. In most cases a more detailed design and assessment will be required including consultation with the community and relevant stakeholders. The priorities and funding for implementation of specific opportunities have yet to be determined. These will be subject to the ordinary budget processes of the Victorian Government and the City of Melbourne and coordinated as the Plan is implemented.

Most of the opportunities have been grouped into project suites either around specific localities in Southbank as in Projects 1- 6 or in the case of Project 7, around common themes.

### 1. The Sturt Street cultural spine

A pedestrian promenade along Sturt Street linking all of the major arts facilities and institutions (existing and new) of the Southbank arts precinct and connecting directly to St Kilda Road through a plaza at the Victorian Arts Centre into the CAD to Federation Square.

### 2. Southbank Boulevard open space link

An improved walking link and sequence of high quality public spaces along Southbank Boulevard, connecting to the Yarra River at Queensbridge Square to the north, and to the Domain and the Sturt Street cultural spine to the east.

### 3. CityLink interchange precinct

The dislocation and leftover spaces in central Southbank from the construction of the CityLink Interchange are repaired through consolidation and development of fragmented land, with new local movement links joining separated areas, and a strengthened local centre at the south end of Sturt Street.

### 4. Kavanagh / Moray Street local link

A local link between Southbank and South Melbourne, providing a generous and attractive space for walking and cycling that is animated by new high density development along its length.

### 5. Westgate Freeway undercroft conversion and Docklands - South Melbourne links

An open space corridor below the Westgate Freeway with an offstreet cycling and walking route linking a series of active recreational facilities such as a netball courts, and enhanced streetscapes linking Southbank with South Melbourne and Docklands.

### 6. Whiteman Street local centre and park

A landscaped improved public transport and cycle links in Clarendon and Cecil Streets. A local shopping centre with community services and a larger park between Whiteman Street and Normanby Road.

### 7. Activating life in the public environment

An active street life is made up of people walking, sitting and bike riding in the public environment. Particular focus will be given to Sturt Street as a pilot for place-making initiatives of relevance to the district as a whole.

The Southbank Plan aims to coordinate private development and public improvements over a fifteen year period.

Sturt Street cultural spine



SOUTHBANK PLAN

# Projects

PLAN 12: Southbank Projects

## Kavanagh / Moray Street local link

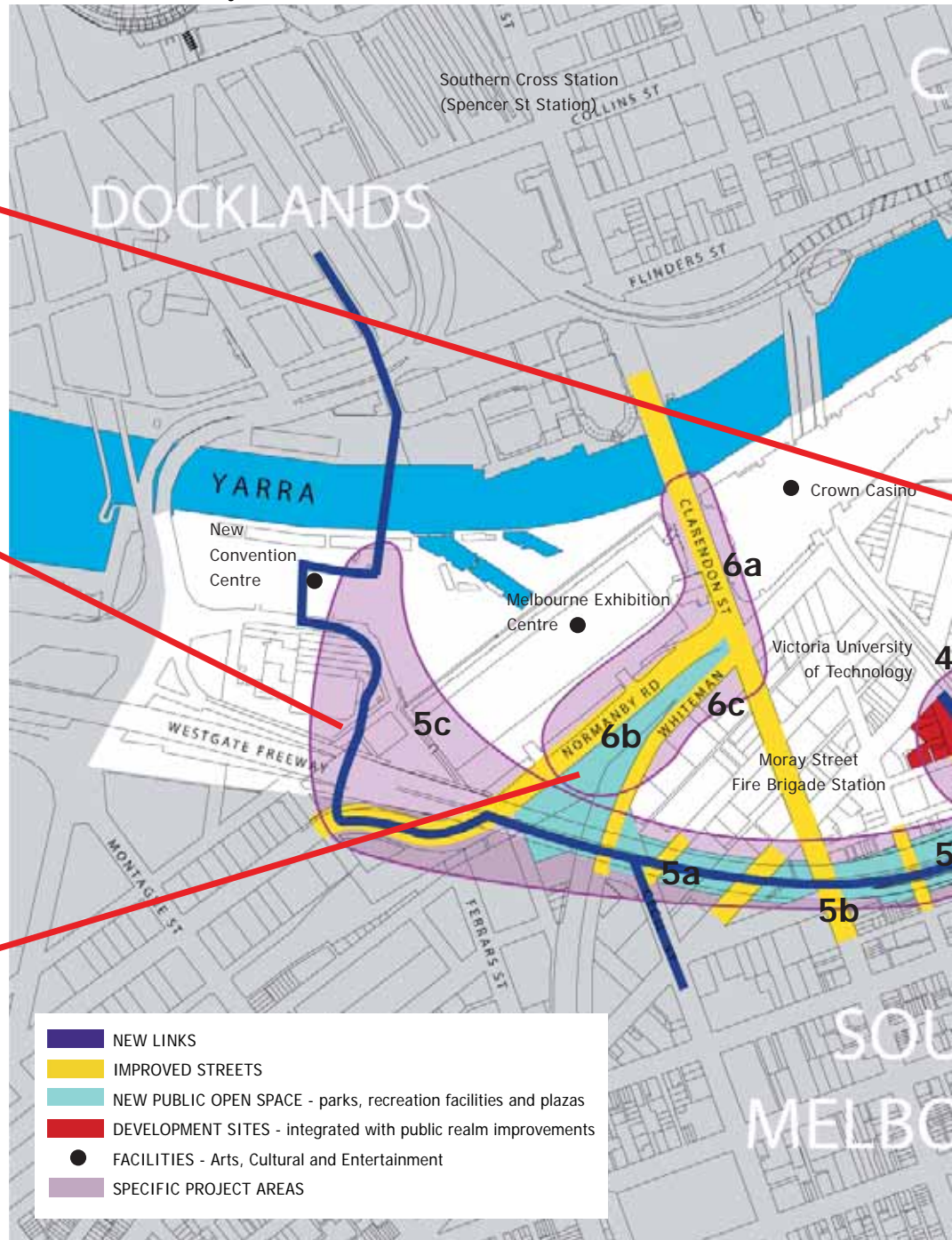
- 4a Kavanagh Street redesigned for better pedestrian and cyclist amenity
- 4b A new underpass to link Kavanagh Street to Moray Street
- 4c Moray Street reconfigured in the Kings Way undercroft

## Westgate Freeway undercroft conversion and Docklands - South Melbourne link

- 5a Landscaped public space, cycling and walking paths and recreational facilities under the freeway viaducts
- 5b Streetscape improvements below the Freeway
- 5c A cycle/walking link from Docklands to South Melbourne via the new Convention Centre.

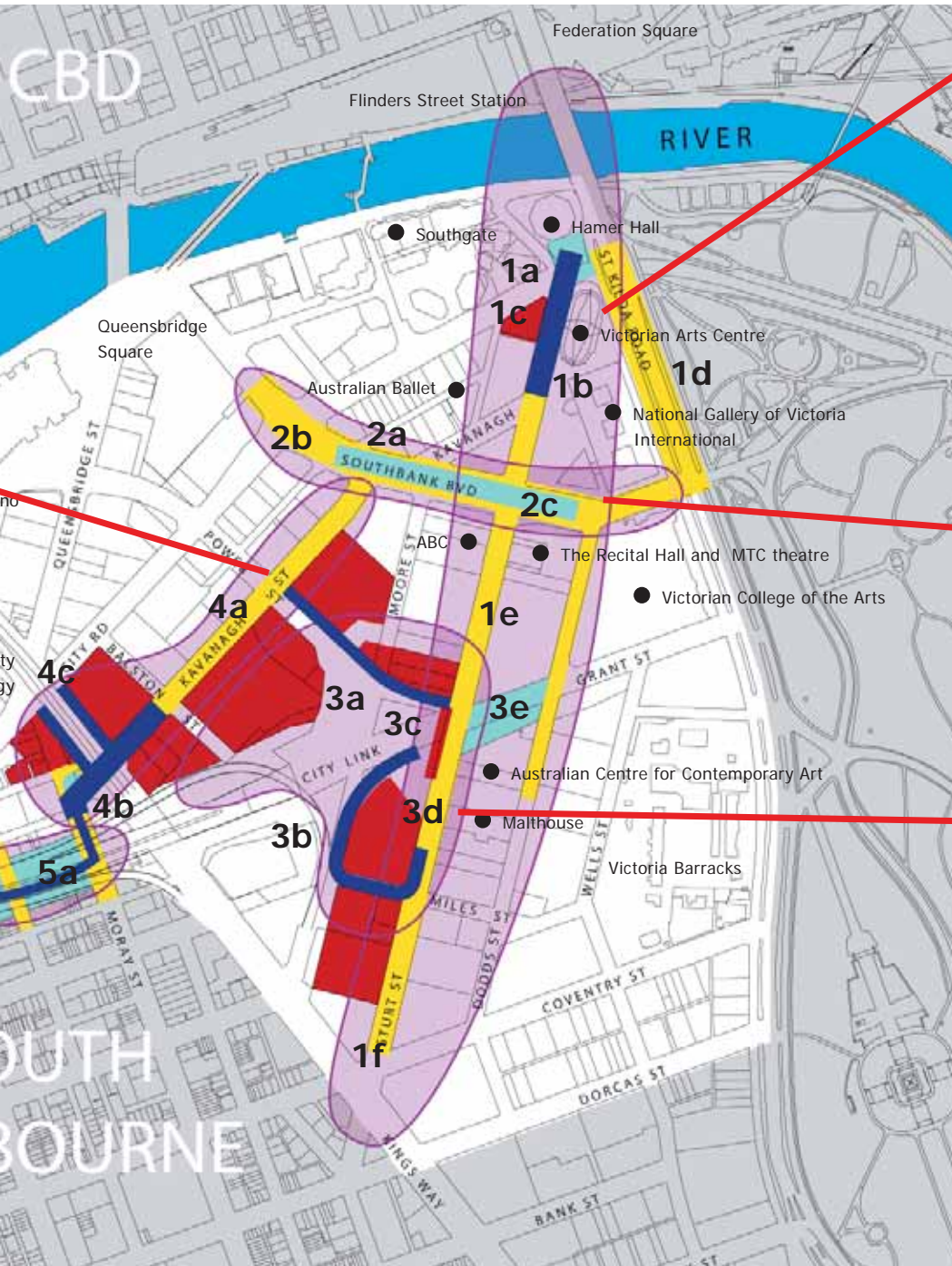
## Whiteman Street local centre and park

- 6a Develop Clarendon Street as a continuous activity strip
- 6b Rationalise the Normanby Road space to consolidate the wide median and verges into one useable park
- 6c Development of local centre at Clarendon Street/Whiteman Street





# Projects



## The Sturt Street cultural spine

- 1a A new urban plaza between Hamer Hall and the Arts Centre theatres
- 1b A pedestrian and bicycle connection extending Sturt Street via a generous ramp up to the Arts Centre podium
- 1c Develop the vacant site at the corner of City Road and Sturt Street as a major new arts facility
- 1d St Kilda Road tram and pedestrian upgrade
- 1e New activity district and arts street
- 1f Improved pedestrian crossing at Kingsway and Sturt Street

## Southbank Boulevard open space link

- 2a Linear open space in Southbank Boulevard
- 2b Improved pedestrian crossing at the City Road intersection
- 2c Generous tram stops at the new Recital Hall/MTC building

## CityLink interchange precinct

- 3a Expand and upgrade the existing 'walking/cycling street' linking Sturt, Moore and Kavanagh Streets
- 3b Investigate retrieving land from the CityLink interchange for building and open space development along Sturt Street
- 3c Contain and activate the edge of Sturt Street at the Domain Tunnel
- 3d Foster the development of increased and more diverse shopping in Sturt Street
- 3e Provide better quality and well located public open space

# Project 1

A major activity strip the length of Sturt Street linking all of the major arts and cultural institutions (existing and proposed) in the Southbank Arts cluster and connecting directly to St Kilda Road and the CAD via a plaza at the Arts Centre.



## OBJECTIVES:

1. Foster the development of the Sturt Street strip into a vibrant mixed use activity strip with a strong arts activities character.
2. Integrate the arts cluster around the spine of Sturt Street and connect this spine directly into the CAD and Federation Square.
3. Develop the collective identity of the Southbank arts cluster.
4. Provide a high quality, accessible public environment around the new Recital Hall and Melbourne Theatre Company building.



Above: Existing view along Sturt Street from the Arts Centre podium

Right: View down the proposed ramp from the Arts Centre Plaza to Sturt Street.

## The Sturt Street cultural spine

### ISSUES

#### Arts facilities along Sturt Street:

Sturt Street runs past every major arts institution in Southbank including the Arts Centre, the Australian Ballet, National Gallery of Victoria (NGV), Malthouse, Australian Centre for Contemporary Art (ACCA), Victorian College of the Arts (VCA), Iwaki Auditorium, and the Recital Hall and Melbourne Theatre Company (MTC). Other facilities under consideration (a new music conservatory and VCA secondary college) further add to this Arts Cluster. But the Arts Cluster has little coherent identity and is largely disconnected from the CAD.

#### Poor access and orientation:

There is no direct pedestrian link between the Arts Centre's front-of-house at St Kilda Road and the facilities to the south in Sturt Street. They are distant, hidden and inaccessible from the CAD and river. There is no visual indication for visitors to Southbank of the Sturt Street Arts Cluster from the surrounding streets.

#### Streetscape amenity and facilities:

Most buildings along Sturt Street have inactive street frontages. The footpaths are wide and trees have been planted recently, but overhead power lines are still in place and will limit their growth. There is no provision for disabled access to trams or for bicycle lanes.

#### The Arts Centre:

The Arts Centre has a proposal to create a new pedestrian plaza on the lawn between the State Theatre and Hamer Hall. This plaza is designed to be a major activity hub comparable to Federation Square. But the Arts Centre podium is 8 metres above Sturt Street and has dead frontages and service spaces on its western side. Sturt Street north of Kavanagh Street is effectively an 'off-ramp' from Alexandra Avenue, however it carries very low traffic volumes.

#### Crossing Kings Way:

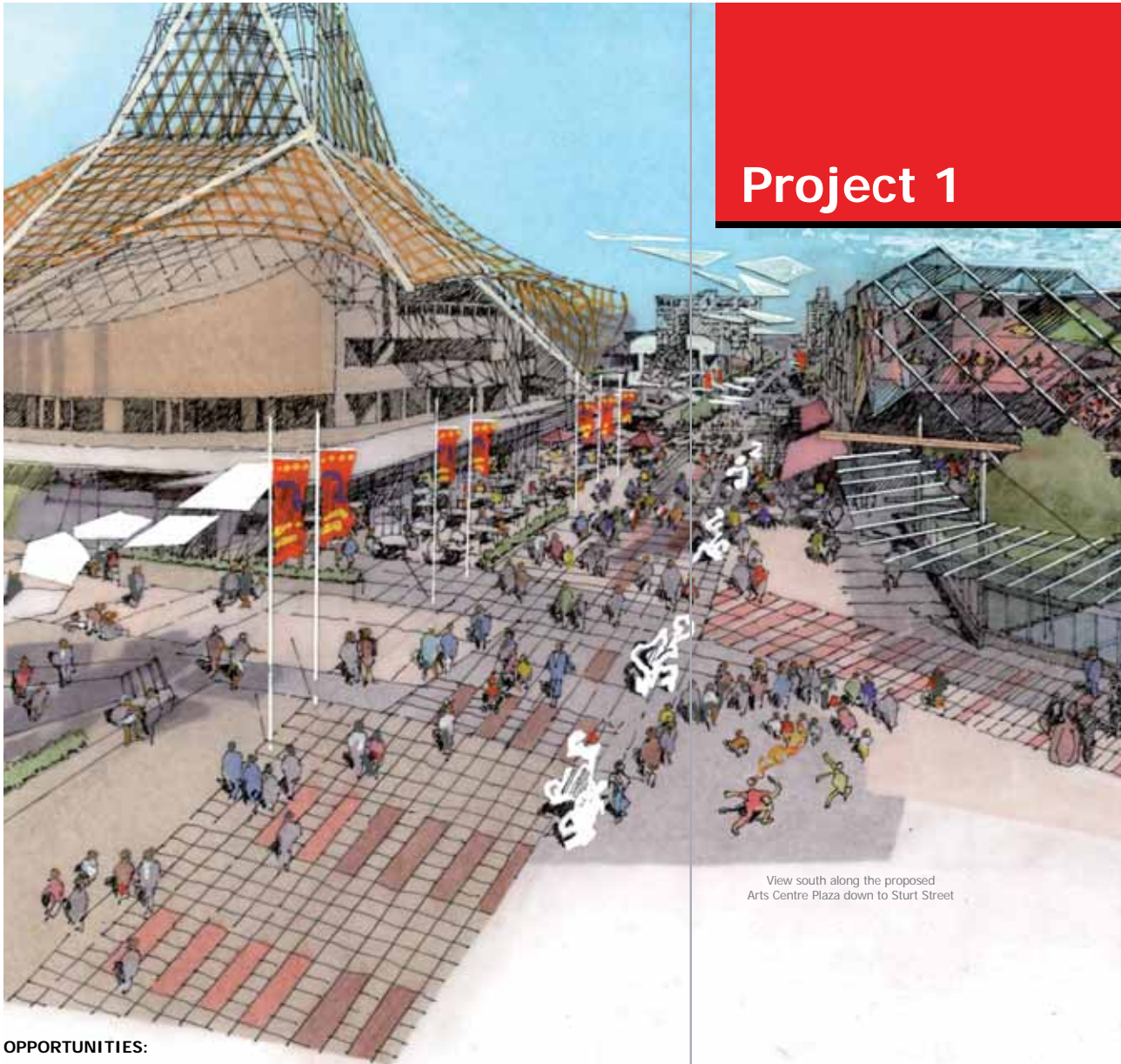
The route 55 tram is an important service to the central city north of the river. But access to and from the stops in the middle of Kingsway is hazardous and unpleasant. The Sturt Street crossing of Kings Way leads directly to South Melbourne's shops. The crossing at all sides needs significant improvement.

#### Public open spaces:

Most public space near Sturt Street is poorly located in terms of amenity for active use, abutting blank building walls or noisy roads. A park such as the Sturt Street Reserve would ideally be better located more centrally.



# Project 1



View south along the proposed Arts Centre Plaza down to Sturt Street

## OPPORTUNITIES:

### 1a. A new urban plaza between Hamer Hall and the Arts Centre theatres:

A major new public place in Melbourne with a direct link along the west of Hamer Hall to the Southgate podium (Arts Centre Theatres). Extending over the entire width of Sturt Street connecting directly to the Ballet building and a new arts building (possibly for the MSO) at the corner of Sturt St and City Road.

### 1b. A pedestrian and bicycle connection extending Sturt Street via a generous ramp up to the Arts Centre podium:

Extending Sturt Street via a generous ramp up to the Arts Centre podium through the new plaza to St Kilda Road and on to Federation Square. This connection will open up Sturt Street as Melbourne's arts street – an entirely new and exciting prospect for the central city. It will further elevate the proposed Arts Centre plaza as a major new hub of public life and open up further the Sturt Street address of the NGV.

### 1c. Develop the vacant site at the corner of City Road and Sturt Street as a major new arts facility:

Develop the vacant site at the corner of City Road and Sturt Street as an exciting new arts facility, possibly a music centre and base for the Melbourne Symphony Orchestra (MSO).



Existing view along Sturt Street from the top Hamer Hall balcony

# Project 1

A new pedestrian ramp connecting a new Arts Centre plaza at St Kilda Road to Sturt Street



- Sturt Street Arts Cluster
1. Proposed Southgate Link
  2. Proposed Plaza
  3. Proposed road upgrade
  4. Proposed arts building
  5. Proposed podium extension
  6. Proposed ramp connection
  7. NGV Sculpture Plaza
  8. Proposed road upgrade
  9. New Recital Hall & MTC Theatre



Existing view along Sturt Street to the Arts Centre podium and City

Right: Night view up Sturt Street to proposed pedestrian ramp connection to the Arts Centre Plaza

## 1d. St Kilda Road tram and pedestrian upgrade:

Upgrade of St Kilda Road from Princess bridge to Southbank boulevard to provide improved pedestrian and tram service to the Arts precinct and manage tram shunting.

## 1e. New activity district and Arts Street:

A comprehensive reshaping of Sturt Street's identity and character from north to south including:

- Closing or reducing the Sturt Street exit off Alexandra Avenue to improve traffic movements for parking and loading at the Arts Centre.
- A pedestrian priority crossing at the Southbank Boulevard intersection.
- Powerlines underground, bike lanes, generous high quality sidewalks and lighting, and universal access tram stops at the key nodes including the Iwaki Auditorium/ Recital Hall/MTC and ACCA/Malthouse.
- Exciting new architecture and artistic treatments (such as a continuous sculpture walk from the Malthouse to St Kilda Road) and activities in the street and adjoining public spaces.
- A public place along Sturt Street's western footpath at the Domain tunnel entry and, as far as possible, closure of the gap in the west side of Sturt Street created by the CityLink interchange. (See project 3.)
- Intensification and activation of all street frontages including the VCA with up to eight storey buildings, cafés, bars, restaurants and other retailing and commercial activity, to make this an active and diverse strip day and night interspersed along its length with theatres, galleries and performance venues. (See Project 7f.)

## 1f: Improved pedestrian crossing at Kings Way and Sturt Street:

Make significant improvements to pavement treatments and signal timing and lighting to facilitate the safe, convenient and attractive crossing of Kings Way at Sturt Street both to reach the tram stop and to make the walk to and from South Melbourne shops. Investigate the options for removing slip lanes. Upgrade the tram stops.



# Project 1



Sturt Street Cultural Spine

ACCA & Malthouse Theatre

VCA

New Recital Hall & MTC

New NGV sculpture plaza

New pedestrian and cycle ramp connection to Sturt Street

New arts building on vacant site at City Road - possible MSO base

Ramp connection up from City Road

Arts Centre

New Arts Centre plaza and gateway to Sturt Street cultural precinct

Hamer Hall

# Project 2

A pedestrian link and linear park along Southbank Boulevard, connecting the Yarra River via Queensbridge Square, to the Domain and the Sturt Street cultural spine.



## OBJECTIVES:

1. Create public spaces that are attractive to local pedestrian use.
2. Improve amenity and service for pedestrians and bicyclists.
3. Improve pedestrian links from the riverside promenade to arts and performance facilities along Southbank Boulevard and Sturt Street.
4. Improve pedestrian crossings of City Road at Southbank Boulevard.
5. Contribute to the formal character and legibility of Southbank.

## Southbank Boulevard open space link

### ISSUES

#### Excess traffic capacity of Southbank Boulevard:

Southbank Boulevard was designed as a through route between St Kilda Road and the CAD via Queensbridge, but because of its closure at Queensbridge Square, traffic volumes are now low in proportion to the road space provided. This encourages excessive driving speeds and creates a poor pedestrian environment. Southbank Boulevard north of City Road is now a strictly local route. The footpaths were widened and traffic lanes reduced in conjunction with the development of Freshwater Place, however the road space provision is still very generous. East of Sturt Street, tram tracks and a narrower road reserve limit a boulevard treatment.

#### Pedestrian amenity and facilities:

Despite its name, Southbank Boulevard lacks the formal, pedestrian-friendly urban qualities of a genuine boulevard. Its variable width and alignment and irregular medians make a disorienting space that fails to provide a civic focus for Southbank. Pedestrian crossings are degraded by splayed intersections and slip lanes, and pedestrians are frustrated by wait times at signals. There are no bike lanes although it is the only convenient alternative to the Yarra promenade, where cycling conflicts with pedestrians.

#### Recital Hall and MTC project:

The old Telecom site between Sturt and Dodds Street on the south side of Southbank Boulevard is the site for the new Recital Hall and MTC building. The current standard of pedestrian amenity and the general presentation around the site is very poor as a context for two major performance venues. A good quality pedestrian crossing is needed here to connect pedestrians to the Arts Centre. (See Project 1.)

#### City Road crossings:

The Southbank Boulevard intersection with City Road is difficult, hazardous and slow for pedestrians to cross. This is worsened by slip lanes at all corners and long waiting times for signals. Vehicular traffic at the intersection remains heavily congested, despite excess capacity in other sections of Southbank Boulevard. This crossing is a significant break in an important walking link to the river from the Arts Precinct.

### OPPORTUNITIES:

#### 2a. Linear open space in Southbank Boulevard:

Reduce traffic and turning lanes between Sturt and Fawkner Streets. This linear park will include treed lawns for passive recreation and a generous walking path. Treatments could include a sculpture walk of artworks located at key sites along Southbank Boulevard in connection with the National Gallery collections, and/or temporary exhibits linked to the VCA to draw visitors from the Yarra promenade.

#### 2b. Improve pedestrian crossing at the City Road intersection:

At all corners of the intersection remove slip lanes, reduce corner radii, reduce pedestrian signal waiting times and create a generous gathering space at the intersection for waiting pedestrians.

#### 2c. Generous tram stops at the new Recital Hall/MTC building:

Provide a high quality public transport stop, particularly for night time use for patrons of the new performance venues and to meet requirements for universal access.

## Project 2



Southbank Boulevard  
View from Sturt Street



### Southbank Boulevard transformed into a local park

Plan: One option for transforming Southbank Boulevard into a linear park and walking and cycling link between Sturt Street and the Yarra River.

A schematic design of one option for Southbank Boulevard south of City Road (illustrated above) has been prepared by the City of Melbourne. This has been subjected to traffic analysis indicating its feasibility, and public consultation indicating support for the proposal. The next stage is to allocate a capital works budget, prepare a final design option, obtain formal VicRoads and planning approvals and then to prepare and implement a detailed design.

Better pedestrian crossings of City Road at Southbank Boulevard (existing views below) are important to complete the link to the new Queensbridge Square and Yarra Promenade.



### Easier pedestrian crossings of City Road at Southbank Boulevard

Existing site conditions around the proposed Southbank Boulevard.

# Project 3

The repair of leftover spaces in central Southbank from fragmented land development.



## OBJECTIVES:

1. Bring together land fragments around the CityLink interchange to create sites that could be developed for open space and private buildings with active street fronts.
2. Re-establish local circulation links that were disrupted by construction of the motorway.
3. Develop a local shopping centre.
4. Foster the development of more diverse local shopping (refer Project 1).
5. Investigate the provision of public open spaces that better meet the needs in the locality.
6. Provide pedestrian shelter and active frontages to the footpaths along Sturt Street.

## CityLink interchange precinct

### ISSUES

#### Property fragmentation and inefficient land use:

The construction of the Westgate Freeway and CityLink has left large areas of land throughout Southbank as fragmented, inaccessible spaces abutting high traffic roads and cut off from any form of pedestrian use.

#### Sturt Street frontages:

About 300 metres of Sturt Street's west side adjoins the CityLink Southbank interchange where it enters the tunnel. This gap in the streetscape has no active uses fronting the street and even the views to the ornamental planting in the interchange are negated by the noise of the CityLink traffic.

#### Severance of Southbank from South Melbourne:

The combined effect of the freeway and Kings Way is to cut Southbank from South Melbourne where established local community and retail services are located.

#### Neighbourhood shopping centre and meeting places:

There is a limited local shopping centre and common meeting places for people living and working nearby. (Refer to Project 1c for making Sturt Street an activity strip.)

#### Limited local parks:

There is limited suitable local public open spaces for people living and working nearby. Grant Street and the ACCA forecourt to its south suffer from a lack of active frontages and open space amenities, and are little used. This is an opportunity for a local park.

#### Development:

A series of current planning approvals are in place between Kavanagh Street and the Westgate Freeway. Some of these are yet to be constructed, creating opportunities for mutually beneficial design review. There are also institutional manoeuvrings for development in Southbank:

- The MSO now shares facilities with the ABC as a tenant, but the ABC is unable to offer the MSO long-term security of tenure and alternative accommodation is desired.
- There are three music conservatories in central Melbourne and an investigation recently commenced into the potential to consolidate these into a single new Conservatorium, housed in a new facility in Southbank.
- The State Government (through VicUrban) has recently funded a feasibility study for a VCA-affiliated secondary college in Southbank.

### OPPORTUNITIES:

#### 3a. Expand and upgrade the existing 'walking/cycling street' linking Moore and Kavanagh Streets:

Investigate expanding this space as much as possible into the CityLink interchange landscape to create a linear open space linking Sturt, Moore and Kavanagh Streets. Ensure any future adjacent development along the north side fronts the 'walking street'. Provide good signage, lighting and seating. Investigate with CityLink the potential for increased planting in the northern area of the CityLink interchange to improve a visual outlook for pedestrians in McGowan Street and adjoining development. Encourage the consolidation of sites to the north and peripheral land in the CityLink interchange to create a more substantial development site fronting Sturt Street. (Refer Project 7.)



## Project 3



New development south of Kavanagh Street

Upgrade the 'walking/cycling street'

New public open space

New edge and canopy to western footpath of Sturt St at CityLink tunnel entry

Consolidated development site at CityLink intersection

LEFT: View of Sturt Street and the entry to the freeway tunnel underneath

### 3b. Investigate retrieving land from the CityLink interchange for building and open space development along Sturt Street:

The Domain interchange on and exit ramps at Sturt and Power Street carry very low traffic volumes. There are large areas of land (about 1.8ha) associated with these ramps. Investigate, with CityLink and VicRoads the potential for closing these ramps and reclaiming the land to achieve the objectives for activating Sturt Street. The land could be redeveloped for buildings fronting Sturt Street and/or open space. There are also current but unactioned planning permits for several sites around the interchange. Investigate the options for consolidating/swapping these lands with the possible remnant CityLink sites and other government owned land in the area to optimise land parcels for private development and new public facilities to achieve the objectives of this project.

### 3c. Contain and activate the edge of Sturt Street at the Domain Tunnel:

Where Sturt Street bridges the Domain Tunnel remove the existing planter and create a partially-walled edge with overhead shelter to carry the continuity of the Sturt Street building frontage and create shelter from the noise and elements. Investigate widening the footpath, providing lighting and also locating a tram stop (opposite the Malthouse).

### 3d. Foster the development of increased and more diverse shopping in Sturt Street:

Through the planning scheme and the development of government land ensure a more extensive provision of retailing along Sturt Street and expand the retail services available to the local community of residents and workers.

### 3e. Provide better quality and well located public open space:

A public open space is needed that both attracts and meets the needs of local residents better. ACCA's north forecourt could be combined with Grant Street to create a larger, centrally-located local park for the area while being careful to maintain and enhance the monumental visual setting of the ACCA building.

### New development generating activity around the CityLink interchange



ABOVE: Example of canopy treatment

### Activate Sturt Street along the CityLink tunnel edge



ABOVE: The Power Street on-ramp

# Project 4

A generous and attractive local link between Southbank and South Melbourne for walking and cycling.



## OBJECTIVES:

1. Improve pedestrian and bicycle links between South Melbourne and Southbank.
2. Encourage attractive and active interfaces between the ground floor of new developments and Kavanagh Street.
3. Simplify the intersection of Queensbridge Street / City Road / Moray Street to improve amenity and legibility for all modes of traffic.
4. Optimise opportunities for useable public space associated with new development.
5. Encourage the development of built form that reduces the visual impact of the Kings Way overpass by screening it where possible and by creating a street-related architectural scale.

RIGHT: View west down Kavanagh Street to the blockage of the Kings Way overpass. (Walking and cycling could go through here)

## Kavanagh / Moray Street local link

### ISSUES

#### Poor pedestrian and cyclist amenity in Kavanagh Street:

Although Kavanagh Street has a generous (30m) road reserve width that far exceeds basic requirements for vehicular traffic, it makes poor provision for pedestrians. Most of the existing street space is used for car parking, and the extensive angle parking is hazardous for cyclists. Overhead power lines remain on the southern side, detracting from the appearance and limiting opportunities for effective street tree planting.

#### Likely impacts on the quality of street frontages to future developments:

Kavanagh Street has a 'back-of-house' appearance, largely resulting from its predominant use for car parking, but it is the primary address for substantial development sites to the south as well as an important frontage for the former Victorian University of Technology site near Kings Way. Collectively, these represent a large proportion of potential development in this part of Southbank. The existing condition of the street jeopardises good development outcomes on these sites, especially active engagement between building uses and adjoining streets.

#### A pedestrian and cycle route to South Melbourne:

Kavanagh Street could provide a useful link to Moray Street, South Melbourne (which provides an important north-south cycle route). Currently, the ramps up to the Kings Way overpass block this connection.

#### Queensbridge Street / City Road intersection:

The intersection of Queensbridge Street and City Road is very large and complex due to the angled crossing of four streets as well as a tramway. It is further complicated by the overhead structure of Kings Way; traffic connections weaving between the piers of Kings Way are disorienting and create multiple conflict points between vehicles and pedestrians, as well as poor visibility. Levels of service and amenity for pedestrians are extremely poor.

### OPPORTUNITIES

#### 4a. Kavanagh Street redesigned for better pedestrian and cyclist amenity:

Redesign Kavanagh Street to provide generous spaces and a high level of amenity for pedestrians and cyclists, as well as local traffic access to adjoining properties. New development could provide a highly active ground level frontage onto Kavanagh Street with a mix of local retail and hospitality uses and public seating, creating a lively and attractive public environment.



## Project 4



#### 4b. A new underpass to link Kavanagh Street and Moray Street:

Investigate the feasibility of opening up a broad walking and cycling passage under the Kings Way flyover ramp. Ensure good natural light and night lighting.

#### 4c. Moray Street reconfigured in the Kings Way undercroft:

Reconfigure the intersection at Moray Street between Kavanagh Street and City Road, to link with the new underpass (4b) and simplify the Queensbridge Street / City Road intersection.

**Kavanagh Street transformed into an attractive walking and cycling street and linked to Moray Street**

BELOW LEFT: Existing view down Kavanagh Street.

BELOW: View of upgraded Kavanagh Street streetscape.



SOUTHBANK PLAN

53

# Project 5

An off-street cycling and walking route below the Westgate Freeway linking the heart of Southbank to the river and including a series of open spaces with recreational facilities such as netball or tennis courts.



## OBJECTIVES:

1. Make the undercroft spaces attractive, exciting and active spaces that contribute positively to the amenity of the area.
2. Remove the blight effect of the undercroft spaces.
3. Provide space and facilities for local recreational needs.
4. Create an attractive, safe and convenient east-west route for cycling and walking.
5. Improved cycle links between South Melbourne, Southbank and Docklands along Cecil Street and through the Exhibition Centre/ Convention Centre precinct.

## Westgate Freeway undercroft conversion and Docklands - South Melbourne links

### ISSUES

#### Available space:

The undercroft includes large land parcels, potentially suiting activities that demand large ground-floor spaces. The clearance to the overhead structures varies from 12 to 15 metres, and with the wide spacing of the piers, the spaces have reasonable natural light and shelter. They are generally unencumbered by structures other than the elevated motorway, with only wire mesh fences and car parking attendants' facilities in portable buildings. Landscape devices to protect structure supports could be incorporated into the recreational landscape design. These spaces offer unique opportunity.

#### Blighted land:

The undercroft is unattractive with shabby pavements, fences, temporary structures, and use of the area for car parking causing unnecessary environmental blight.

#### Ownership and uses:

The undercroft spaces between Kings Way and Montague Street are Crown land. Most have been leased until around 2015 to a variety of car park operators, except where a McDonalds outlet has been built west of Clarendon Street at City Road.

#### Street frontages:

All of the spaces are exposed to local streets. Because of this exposure, the condition of the undercroft blights a wider area beyond it, affecting perceptions of environmental quality, safety and vitality, degrading land values and development potential, and deterring pedestrian circulation between Southbank and South Melbourne.

#### Lack of local open space:

There is a lack of open space in the immediate area.

#### Connecting through the new Conception Centre:

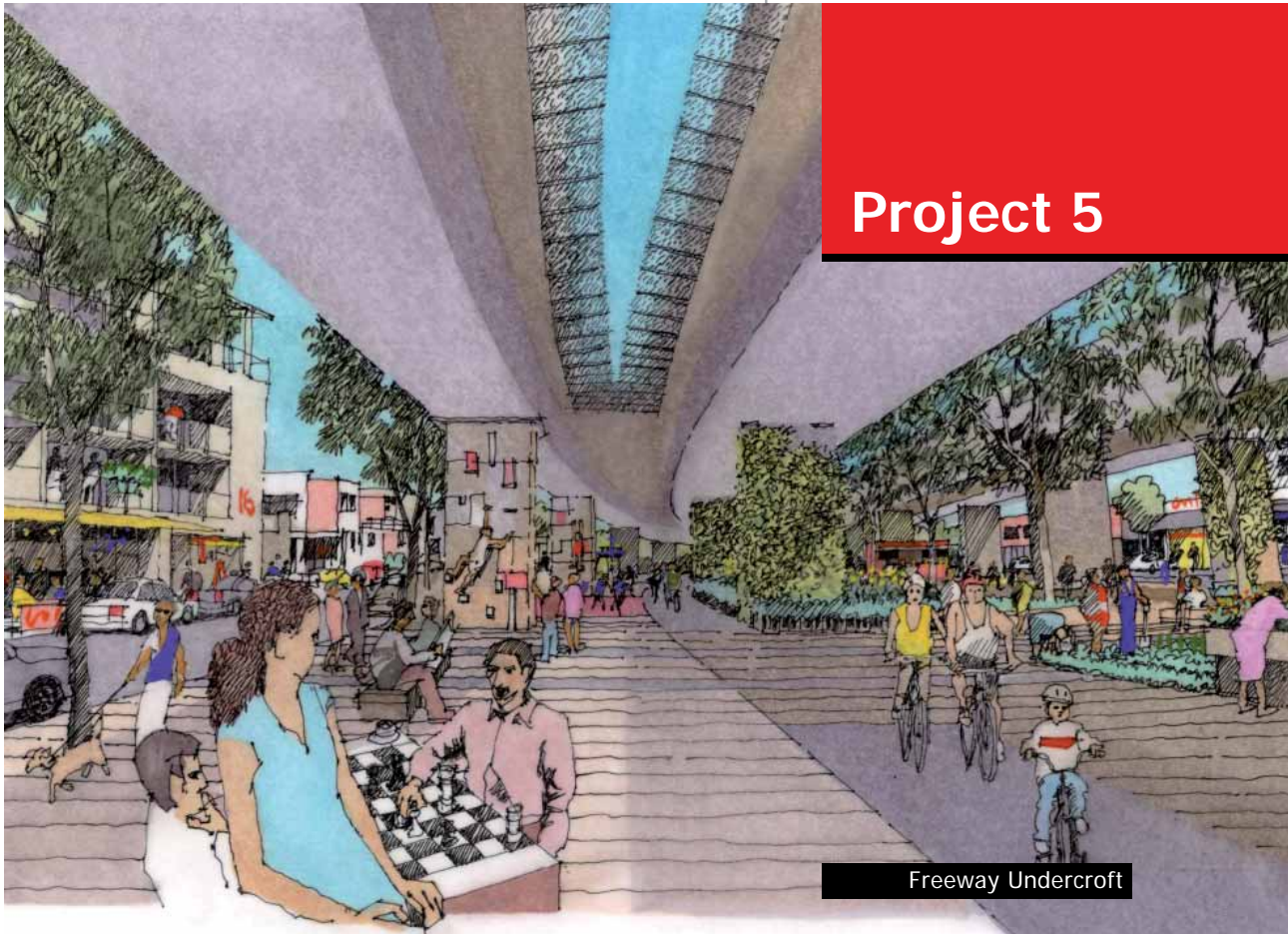
It is a planning scheme requirement to provide a new footbridge over the Yarra River and a shared walking/cycling path from the new bridge through the new Convention Centre to Normanby Road. This will be an important link to the river and Docklands from the south.

#### Opportunities:

##### 5a. Landscaped public spaces, cycling and walking paths and recreational facilities under the freeway viaducts:

This will be a new, off-street and generous east-west pedestrian and cycle link running through Southbank from Kavanagh Street (refer to project 4b) to South Melbourne. Parks using freeway undercrofts have been successfully developed in Seattle and San Francisco where they have provided skate parks, dog walking areas and other facilities. These spaces under the Westgate Freeway offer an important, strategically located resource for Southbank and South Melbourne communities. The proposed upgrade of the Westgate Freeway is an opportunity to implement this project. These spaces can accommodate local recreational needs, especially active uses that are less sensitive to traffic noise than passive recreation and selected city-wide recreational needs that are difficult to meet in existing parks. This should also be a distinctive example of how to transform the image and use of spaces that are usually considered to have little potential as public space.

# Project 5



Freeway Undercroft



The blighted freeway undercroft transformed as space for active recreation, walking and cycle paths and activating adjacent sites

LEFT: Plan of Freeway undercroft.

BELOW: Existing blight of the undercroft.

## 5b. Streetscape improvements below the Freeway:

The streetscapes of the roads that intersect the undercroft will need more attractive frontages onto the streets between Southbank and South Melbourne to encourage more walking in the area and provide pedestrian and bicycle crossing priority at the intersection with the undercroft paths.

## 5c. A cycle/walking path link from Docklands to South Melbourne via the new Convention Centre:

Connect to the priority bike trail from the bay up Cecil Street and along the freeway undercroft to Normanby Road. Integrate the tram stop at Normanby Road with the shared bike/walking path to cross into and through the Exhibition and Convention Centre precinct to the river and across the proposed footbridge to Docklands.



SOUTHBANK PLAN

# Project 6

Improved public transport and cycle links in Clarendon and Ferrars Streets. A local centre and a larger upgraded park at Whiteman Street.



## OBJECTIVES:

1. Support improved public transport services along Clarendon and Spencer Streets.
2. Enhance pedestrian amenity to encourage walking and use of existing public transport services.
3. Encourage development along Clarendon Street that activates the street edges.
4. Develop a new local centre for the residents of the western part of Southbank, including public open spaces.

## Whiteman Street local centre and park

### ISSUES

#### Lack of local open space:

There is a lack of open space for local residents. The Melbourne Exhibition Centre's forecourt is the nearest 'park', but this is isolated by Normanby Road and the Exhibition Centre itself, and is not designed to cater for local recreational needs.

#### Wasted land along Normanby Road and the light rail:

There is a wide swathe of land – about 5 hectares – between the Exhibition Centre and recent high-rise development south of Whiteman Street. Normanby Road balloons from its 30m reserve near Montague Street to about 45m through this area. This was provided purely to give a boulevard look. Anecdotal evidence suggests that even at peak times when traffic is leaving the Exhibition Centre car park, the road's capacity exceeds traffic demand. The light rail further fragments the space between Normanby Road and Whiteman Street. The area is thinly scattered with relatively ineffective tree planting, and is unuseable as a public space.

#### Poor image and amenity of Clarendon Street:

The area includes a mixture of residential and casino-related activity with remnant low-rise industrial buildings. There are many properties, especially fronting Clarendon Street, which would be appropriate for redevelopment with significantly larger buildings. The current amenity of Clarendon Street is very poor – resulting from factors such as the overhead Westgate Freeway and the degraded condition of its undercroft, wide splayed intersections, overhead power lines and poor footpath conditions as well as heavy traffic. This is a deterrent to desirable types of redevelopment.

### OPPORTUNITIES

#### 6a. Develop Clarendon Street as a continuous activity strip:

Upgrade footpath paving, rationalise cross-overs, introduce universal access tram stops, place power lines underground, plant street trees, install new public lighting and furniture. Guide new development of properties along Clarendon Street with active ground level frontages and canopies over footpaths for weather protection and continuous podium street walls.

#### 6b. Rationalise the Normanby Road space to consolidate the wide median and verges into one useable park:

Absorb the southern carriageway into the park and expand the north carriageway as a single two way four lane road. Further consolidate the triangle of shrubbery between the tram lines into the undercroft spaces (refer 5a). Landscape and equip this expanded park to meet the needs of local residents, for example with a children's playground.

#### 6c. Development of a local shopping precinct in Clarendon Street / Whiteman Street:

Encourage the development of retailing at street level in new developments to provide local shopping services.

# Project 6



Clarendon & Whiteman Streets

- Consolidated public open space
- New local centre at Whiteman St.
- New development along Clarendon Street
- Pedestrian, cycle and public transport improvements in Clarendon Street

ABOVE: Illustration of suggested development with a larger local park between Whiteman Street and Normanby Road.

# Project 7

Public environment enhancements will focus on Sturt Street as a pilot for place-making initiatives of relevance to the district as a whole.

Night Life is an integral part of the 'Southbank' experience and the Sturt Cultural Spine (refer to Project 1) will become a vital public space.

## Activating life in the public environment

An active street life is made up of people walking, sitting and bike riding in the public environment. Southbank has a concentrated and growing residential population and is home to a number of vital and dynamic institutions which generate activity which could be drawn out more into their neighbouring public spaces. Also night life is an integral part of the Southbank experience. Project 7 gathers together a range of policy and program initiatives that could facilitate this activity. While they form a general approach to street activation across Southbank, particular focus will be given to Sturt Street as a pilot for place-making initiatives. These opportunities will need to be coordinated with the other six projects.

### 7a. Events in public places

Develop the potential of a number of existing public places in Southbank – streets, plazas and parks - to host informal and formal events and activities.

1. Introduce an 'events in public places' process to support use of local public spaces.
2. Develop a cycle of local events to promote Southbank's public spaces.
3. Work with the local community and public institutions to develop a local public events calendar in Southbank and promote the use of local public spaces as part of the events.

### 7b. Promoting Southbank the place

Southbank already has much to draw visitors but this can be more proactively marketed with an emphasis on visiting and exploring Southbank on foot, by bike and with public transport.

1. Work with Tourism Victoria and the City of Melbourne to develop tourism promotion initiatives for Southbank.
2. Promote a precinct based coordination of events and performances under one Southbank brand.
3. Develop a visual theme for Southbank's identity to apply to promotions of events, activities and signage.
4. Make a tourist map of Southbank.





## **7c. Way-finding around Southbank**

Walking into and around Southbank can be made easier and more attractive by providing clear and well designed way-finding.

1. Investigate the preparation of design guidelines for streetscape works that will contribute to way-finding (City of Melbourne Technical Notes).
2. Extend the City of Melbourne way-finding elements into Southbank beyond the promenade to include poster pillars, etc.
3. Extend the City of Melbourne's directional and building number signage through Southbank.
4. Investigate the preparation of guidelines for private development to support wayfinding (to supplement or amend the existing Urban Design within/outside the Capital City Zone policies).

## **7d. Travel behaviour change**

Encourage people to take public transport and walk and cycle in public space, whether for commuting, visiting, shopping or recreation.

1. Work with DOI and the City of Melbourne to review traffic and mobility management.
2. Undertake a detailed review of traffic management measures such as clearways, turn lanes and signal phases throughout Southbank.
3. Encourage provision of more end-of-trip bicycle facilities, including parking and change-rooms in new developments.
4. Develop a program for on-street bicycle route improvement throughout Southbank
5. Investigate lower speed limits in local streets.
6. Initiate a TravelSmart travel behaviour change program for residents, workplaces, tertiary institutions and visitors.
7. Review traffic management on City Road to improve the street for pedestrians, cyclists and buses.
8. Investigate opportunities to enhance tram services in and around Southbank.
9. Prepare a Parking and Access Strategy for Southbank.
10. Investigate if and how preference should be given to development that generates daytime activity rather than uses that add to existing evening peak parking demands.
11. Manage traffic to give priority to public transport, especially trams in St Kilda Road, Kings Way and Clarendon Street and buses in Queensbridge Street/ City Road.
12. Investigate improvements to pedestrian access and amenity at and near transport facilities.
13. Develop improved walking links between entertainment areas in Southbank and commercial car parks in the CBD and Docklands.
14. Liaise with entertainment venues to explore incentives for patrons to use public transport.
15. Develop an Interim Traffic Plan (ITP) for Southbank.

# Project 7

## 7e. Retailing strategy

Promote active retailing along key street frontages as a major stimulant to the area's street life.

1. Develop retail promotion initiatives for Southbank that address the needs and opportunities for local convenience shopping.

## 7f. Development facilitation & policy

Facilitate an active street interface in new and existing buildings, particularly along identified key streets and walkways.

1. Advocate and encourage street-oriented development through negotiations in pre-application discussions and through the Planning Permit process; and by improving streetscape amenity where active frontages are desired.
2. Assess alternatives to the mixed use zone to ensure future development delivers retail/commercial uses.
3. Review the planning controls in Sturt Street to ensure they will deliver retail and commercial uses at street level, so that the street becomes a vibrant activity strip.
4. Work with VCA to capitalise on the unique opportunities that tertiary institutions can offer to activate the street life in their neighbourhood.
5. Prepare guidelines addressing measures to reduce noise generation through the planning and design of buildings, plant and equipment, and open spaces (to supplement the Urban Design within / outside the Capital City Zone).

Facilitating retail, cultural and other activities within the public environment will help to generate vibrant places for residents, workers and visitors to Southbank.



## **7g. Creating better streetscapes**

Across the entire Southbank road and path network undertake general improvements to make the streets better for pedestrian and cyclist and provide seating and public toilets at suitable locations.

1. Plan and undertake a comprehensive streetscape improvement program.
2. Where possible, improve pedestrian crossing facilities at all major intersections.
3. Provide more and enhanced pedestrian space along major routes, especially Southbank Boulevard, Sturt Street and Kavanagh/Moray Street.
4. Investigate a strategy for the undergrounding of power lines.
5. Where active frontages along key walking routes are not now likely to support viable tenancies, require provision for future conversion to active use through the design of the building and ensure that strata titles do not preclude such conversions.
6. Undertake a detailed review of use and management issues along Southbank Promenade (Princes Bridge to Melbourne Exhibition Centre) and make appropriate improvements.
7. Develop a strategy for long-term management of kerbside space to support appropriate development and street activity.
8. Develop an Interim Traffic Plan (ITP) for Southbank.

## **7h. Creating better public open space**

Develop strategic frameworks for a comprehensive provision of public open space in Southbank.

1. Prepare an Open Space Strategy to guide the provision of public open space in Southbank.
2. Work with the City of Melbourne to develop Southbank's public open spaces to better meet the range of local recreation needs.
3. Investigate opportunities to establish a substantial centrally located park in Southbank.
4. Ensure that any disposal and development of Victorian Government or Council land is conditional on meeting the objectives of the Southbank Plan.
5. Investigate suitable planning controls for the Victoria Barracks in anticipation of any possible future sale of the site (or part thereof).
6. Encourage the VCA, NGV, the Victorian Arts Centre and the Victoria Barracks to provide public access to spaces within their institutional grounds.
7. Investigate street closure to enable Miles/Dodds Reserve to be widened.

## **7i. Provide a community services building**

1. Identify and develop opportunities to provide community facilities in new building development in activity strips or centres within Southbank, in accordance with the Southbank Community Plan.

# Appendices



# Opportunities

## Project 1: The Sturt Street cultural spine

No.	Opportunities	Agency
1a	A new urban plaza between Hamer Hall and the Arts Centre theatres	Vic
1b	A generous pedestrian and bicycle connection extending Sturt Street via a generous ramp up to the Arts Centre podium	Vic
1c	Develop the vacant site at the corner of City Road and Sturt Street as a major new arts facility	Vic
1d	St Kilda Road tram and pedestrian upgrade	CoM/Vic
1e	New activity district and Arts Street	Vic
1f	Improved pedestrian crossing at Kings Way and Sturt Street	CoM/Vic

## Project 2: Southbank Boulevard open space link

No.	Opportunities	Agency
2a	Linear open space in Southbank Boulevard	CoM
2b	Improved pedestrian crossing at the City Road intersection	Vic
2c	Generous tram stops at the new Recital Hall/MTC building	CoM/Vic

## Project 3: CityLink interchange precinct

No.	Opportunities	Agency
3a	Expand and upgrade the existing 'walking/cycling street' linking Sturt, Moore and Kavanagh Streets	Vic
3b	Investigate retrieving land from the CityLink interchange for building and open space development along Sturt Street	Vic
3c	Contain and activate the edge of Sturt Street at the Domain Tunnel	Vic
3d	Foster the development of increased and more diverse shopping in Sturt Street	CoM/Vic
3e	Provide better quality and well located public open space	CoM/Vic

## Project 4: Kavanagh/Moray Street local link

No.	Opportunities	Agency
4a	Kavanagh Street redesigned for better pedestrian and cyclist amenity	CoM
4b	A new underpass to link Kavanagh Street and Moray Street	Vic
4c	Moray Street reconfigured in the Kings Way undercroft	Vic

# Opportunities

## Project 5: Westgate Freeway undercroft and conversion Docklands - South Melbourne link

No.	Opportunities	Agency
5a	Public space, cycling/walking paths and recreational facilities under the freeway viaducts	Vic
5b	Streetscape improvements below the Freeway	CoM
5c	A cycle/walking connection link from Docklands to South Melbourne via the new Convention Centre	CoM/Vic

## Project 6: Whiteman Street local centre and park

No.	Opportunities	Agency
6a	Develop Clarendon Street as a continuous activity strip	CoM/Vic
6b	Rationalise the Normanby Road space to consolidate the wide median and verges into one useable park	CoM/Vic
6c	Development of local centre at Clarendon Street/Whiteman Street	CoM/Vic

## Project 7: Activating life in the public environment

No.	Opportunities	Agency
<b>7a Events in public places</b>		
7a.1	Introduce an 'events in public places' process to support use of local public spaces	CoM
7a.2	Develop a cycle of local events to promote Southbank's public spaces	CoM
7a.3	Work with public institutions to develop a local public events calendar in Southbank and promote the use of local public spaces as part of the events	CoM/Vic
<b>7b Promoting Southbank the place</b>		
7b.1	Work with Tourism Victoria and the City of Melbourne to develop tourism promotion initiatives for Southbank	CoM/Vic
7b.2	Promote a precinct based coordination of events and performances under one Southbank brand	CoM/Vic
7b.3	Develop a visual theme for Southbank's identity to apply to promotions of events and activities and signage	CoM/ Vic
7b.4	Make a tourist map of Southbank	CoM/Vic

# Opportunities

No.	Opportunities	Agency
<b>7c Way-finding around Southbank</b>		
7c.1	Investigate the preparation of design guidelines for streetscape works that will contribute to way-finding (City of Melbourne Technical Notes).	CoM
7c.2	Extend the City of Melbourne way-finding elements into Southbank beyond the promenade to include poster pillars, etc	CoM/Vic
7c.3	Extend the City of Melbourne's directional and building number signage through Southbank	CoM
7c.4	Investigate the preparation of guidelines for private development to support wayfinding (to supplement or amend the existing Urban Design within/outside the Capital City Zone policies)	CoM
<b>7d Travel behaviour change</b>		
7d.1	Work with DOI and City of Melbourne to review traffic and mobility management	CoM/Vic
7d.2	Undertake a detailed review of traffic management measures such as clearways, turn lanes and signal phases throughout Southbank	CoM/Vic
7d.3	Encourage provision of more end-of-trip bicycle facilities, including parking and change-rooms, in new developments	CoM/Vic
7d.4	Develop a program for on-street bicycle route improvement throughout Southbank	CoM
7d.5	Investigate lower speed limits in local streets	CoM
7d.6	Initiate a TravelSmart travel behaviour change program for residents, workplaces, tertiary institutions and visitors	CoM/Vic
7d.7	Review traffic management measures on City Road to improve the street for pedestrians, cyclists and buses	CoM/Vic
7d.8	Investigate opportunities to enhance tram services in and around Southbank	Vic
7d.9	Prepare a Parking and Access Strategy for Southbank	CoM
7d.10	Investigate if and how preference should be given to development that generates daytime activity rather than uses that add to existing evening peak parking demands	Vic
7d.11	Manage traffic to give priority to public transport, especially trams in St Kilda Road, Kings Way and Clarendon Street and buses in Queensbridge Street/City Road	Vic
7d.12	Investigate improvements to pedestrian access and amenity at and near transport facilities	CoM/Vic
7d.13	Develop improved walking links between entertainment areas in Southbank and commercial car parks in the CBD and Docklands	CoM
7d.14	Liaise with entertainment venues to explore incentives for patrons to use public transport	CoM/Vic
7d.15	Develop an Interim Traffic Plan (ITP) for Southbank.	CoM/Vic

# Opportunities

## Project 7: Activating life in the public environment

No.	Opportunities	Agency
<b>7e Retailing strategy</b>		
7e.1	Develop retail promotion initiatives for Southbank that address the needs and opportunities for local convenience shopping.	CoM/Vic
<b>7f Development facilitation &amp; policy</b>		
7f.1	Advocate and encourage street-oriented development through negotiations in pre-application discussions and through the Planning Permit process; and by improving streetscape amenity where active frontages are desired.	CoM/Vic
7f.2	Assess alternatives to the mixed use zone which continuously fails to deliver retail/commercial uses.	CoM/Vic
7f.3	Review the planning controls in Sturt Street to ensure they will deliver retail and commercial uses at street level, so that the street becomes a vibrant activity strip.	CoM/Vic
7f.4	Work with VCA to capitalise on the unique opportunities that tertiary institutions can offer to activate the street life in their neighbourhood	CoM/ Vic
7f.5	Prepare guidelines addressing measures to reduce noise generation through the planning and design of buildings, plant and equipment, and open spaces (to supplement the Urban Design within / outside the Capital City Zone)	CoM/Vic
<b>7g Creating better streetscapes</b>		
7g.1	Plan and undertake a streetscape improvement program	CoM
7g.2	Where possible, improve pedestrian crossing facilities at all major intersections	CoM/Vic
7g.3	Provide more and enhanced pedestrian space along major routes, especially Southbank Boulevard, Sturt St and Kavanagh/Moray Sts	CoM/Vic
7g.4	Investigate a strategy for the undergrounding of power lines	CoM/Vic
7g.5	Where active frontages along key walking routes are not, now, likely to support viable tenancies, require provision for future conversion to active use through the design of the building and ensure that strata titles do not preclude such conversions	CoM/Vic
7g.6	Undertake a detailed review of use and management issues along Southbank Promenade (Princes Bridge to Melbourne Exhibition Centre) and make appropriate improvements	CoM
7g.7	Undertake a detailed review of the use of kerbside space	CoM
7g.8	Develop a strategy for long-term management of kerbside space to support appropriate development and street activity	CoM



# Opportunities

## Project 7: Activating life in the public environment

No.	Opportunities	Agency
<b>7h Create better public open spaces</b>		
7h.1	Prepare an Open Space Strategy to guide the provision of public open space in Southbank	CoM
7h.2	Work with the City of Melbourne to develop Southbank's public open spaces to better meet the range of local recreation needs	CoM/Vic
7h.3	Investigate opportunities to establish a substantial centrally located park in Southbank	CoM/Vic
7h.4	Ensure that any disposal and development of Victorian Government or Council land is conditional on meeting the objectives of the Southbank Plan.	CoM/Vic
7h.5	Investigate suitable planning controls for the Victoria Barracks in anticipation of any possible future sale of the site (or part thereof)	CoM/Vic
7h.6	Encourage the VCA, NGV, Victorian Arts Centre and Victoria Barracks to provide public access to spaces within the institutional grounds	CoM/Vic
<b>7i Provide a community services building</b>		
7i.1	Identify and develop opportunities to provide community facilities in new building development in activity strips or centres within Southbank, in accordance with the Southbank Community Plan.	CoM

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### Acknowledgements

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### Index of Plans

<b>Map 1:</b> Walking barriers	Page 15
<b>Plan 2:</b> Walking network	Page 25
<b>Plan 3:</b> Public open space system	Page 27
<b>Plan 4:</b> Strategic development and improvement opportunities	Page 29
<b>Plan 5:</b> Public land holding	Page 29
<b>Plan 6:</b> Existing land use zoning and local hubs	Page 30
<b>Plan 7:</b> Existing built form controls	Page 31
<b>Plan 8:</b> Existing public transport services	Page 35
<b>Plan 9:</b> Bicycle network	Page 36
<b>Plan 10:</b> Local traffic network	Page 37
<b>Plan 11:</b> Major public and private car parks	Page 39

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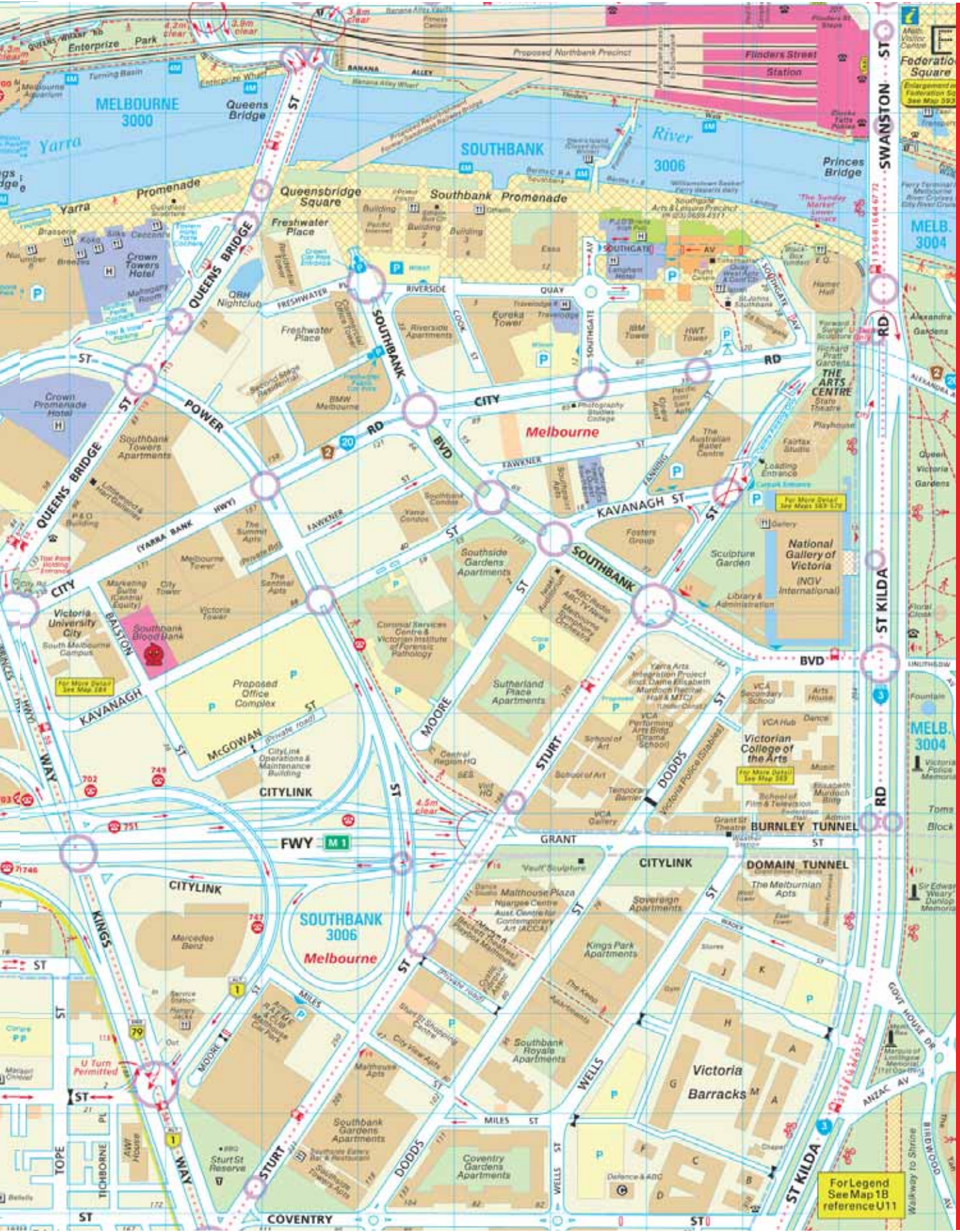
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For Legend See Map 1B reference U11



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