

11.03-1L-05 South Melbourne Central Major Activity Centre

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Proposed C203port

This policy applies to all land in the South Melbourne Central Major Activity Centre and environs, as shown on the map to this clause.

Activity and business mix**Objective**

To develop a sustainable mixed use precinct focused on the South Melbourne Central Major Activity Centre, that includes local and specialised retailing, while retaining the unique urban village character and street life.

Strategies

Promote activity, diversity and vitality by:

- Ensuring that the centre retains its vital local convenience retail and service role which serves the surrounding residential community and workforce.

Support the local economy by:

- Protecting and enhancing the core sub-regional retail role of the centre.
- Promoting the centre as a sub-regional retail destination with a business services and light industry focus.
- Exploiting the centre's strategic location, adjacent to the Central City, as an expanding location for knowledge-based and creative industries.
- Protecting the core industrial role of the centre's industrial precincts from pressure for alternative land uses.

Create a great place to live by:

- Encouraging a moderate intensification of housing, with a consistently high design quality to enhance the visual and streetscape amenity of the area.
- Balancing increased mixed use and residential development pressure in the northern precincts of the centre, given their proximity to Southbank and the Central City.
- Encouraging the provision of additional open space opportunities, particularly north of Park Street within the centre's wide footpaths.

Ensuring that new development respects:

- The views of the South Melbourne Town Hall clock tower in Clarendon and Park Street.
- The view of the Shrine of Remembrance along Bank Street.
- Views to the City and Albert Park.

South Melbourne Central Precincts**Objective**

To provide for high quality, well designed use and development in the precincts of South Melbourne Central, as shown in the map to this policy.

Strategies**Clarendon Street Core Retail Strip**

Retain the daily / weekly retail goods and services role as the retail focus of the wider South Melbourne Central precinct with upper level residential or small office uses.

Strengthen Clarendon Street as a key pedestrian connection between the centre and the Central City.

Encourage activities that complement the core retail function of Clarendon Street.

Coventry Street Specialty Shopping Centre (within South Melbourne Central)

Reinforce the precinct as a regionally significant specialty retailing area and as a vital pedestrian link between Clarendon Street and the South Melbourne Market.

South Melbourne Market Precinct

Reinforce South Melbourne Market as a principal retail and community focus for the local and wider area.

Encourage residential, community or commercial uses on the western edge of the market, provided the operation of the market is ongoing.

Emerging Activity Precinct

Encourage activities that complement the core retail function of Clarendon Street.

Diversify land uses through mixed use development with ground level retail or commercial frontages and upper level office and residential.

Northern Mixed Activity Edge

Support conference or function centres on larger sized lots, subject to parking considerations.

Support upper level office and residential development.

Southern Mixed Activity Edge

Support retail, service business, small-medium or home offices, and residential uses in the precinct.

Eastern Business District

Support the substantial light industrial / service business and expanding high technology / knowledge based industries in the precinct.

Support small scale office use and development for start-up and emerging business, and the creative arts, including small studio spaces.

Western Business District

Support new office development and the precinct's substantial light industrial / service business and showroom role and expanding high technology / knowledge-based industry business roles.

Maintain an attractive and vibrant interface between the precinct and South Melbourne Central along Market Street.

Kings Way Mixed Use Corridor

Create a regionally significant mixed use area.

Provide quality, higher density residential use and development (including above larger scale commercial development).

Create an attractive boulevard between the City of Port Phillip and the Central City by ensuring excellence in the design of new buildings and the public realm.

Ferrars Street Light Rail Corridor

Support 'out of centre' and restricted retail premises where they will not detrimentally impact on the core retailing role of the activity centre.

Encourage transit-based development through mixed use retail (including small scale convenience retail clustered around transport stops) and increased residential density.

Ferrars Street Light Rail Corridor

Support 'out of centre' and restricted retail premises where they will not detrimentally impact on the core retailing role of the activity centre.

Encourage transit-based development through mixed use retail (including small scale convenience retail clustered around transport stops) and increased residential density.

Emerald Hill Civic, Cultural and Community Hub

Develop the South Melbourne Town Hall and Emerald Hill as the major focus of cultural activity and an integrated network of civic, cultural and community facilities for the local and wider community.

Encourage cultural, community and educational facilities to establish in and adjacent to this precinct.

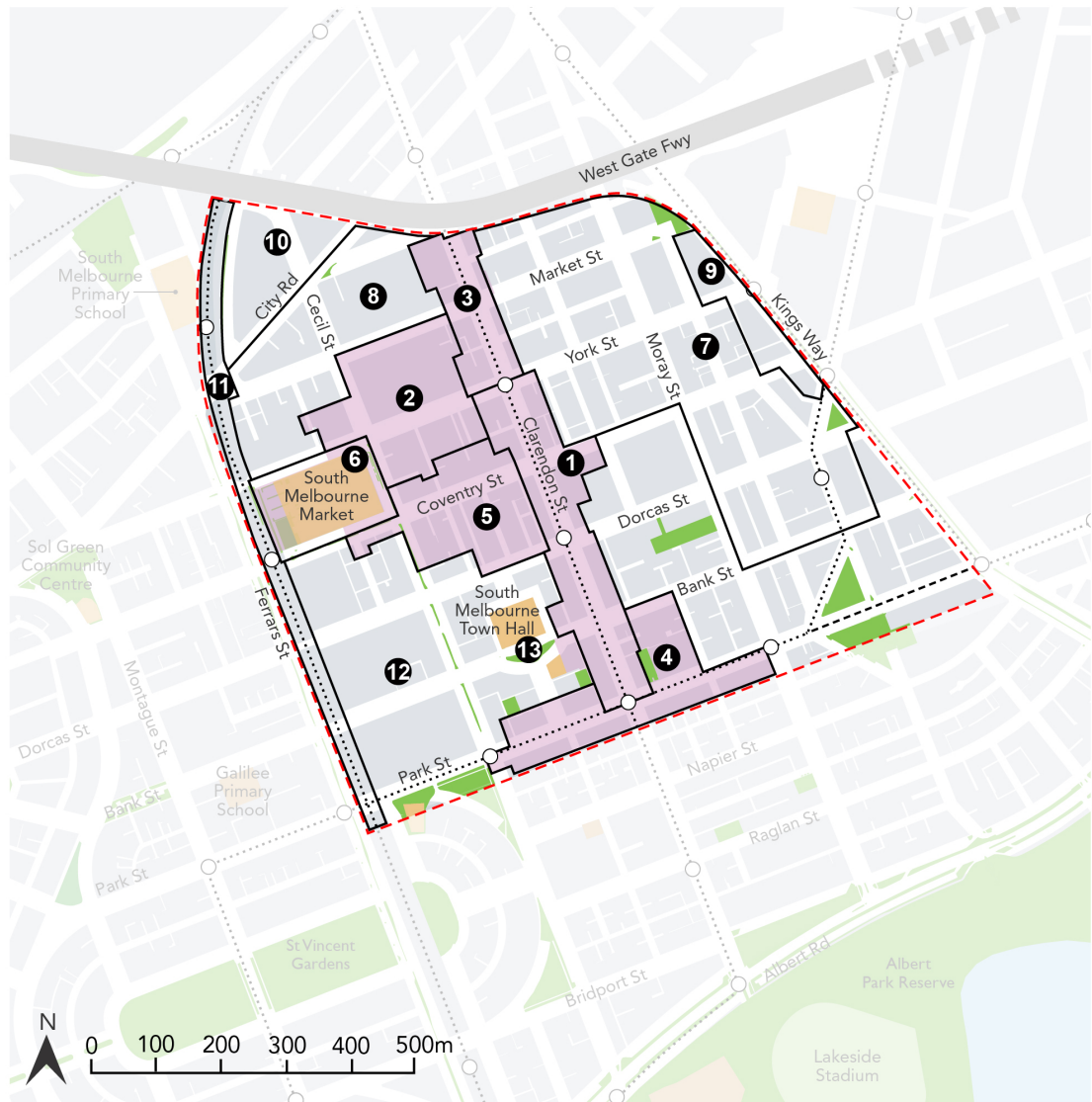
Support the establishment of an UrbanHistory Centre in the Emerald Hill precinct.

Policy documents

Consider as relevant:

- *South Melbourne Central Structure Plan* (City of Port Phillip, August 2007)
- *South Melbourne Central Urban Design Framework* (DavidLockAssociates and City of Port Phillip, August 2007)

South Melbourne Central Major Activity Centre and Study Area



- Study area boundary
- South Melbourne Central Activity Centre
- Open space
- Existing tram line / tram stop
- Future Park Street tram link

Precinct/Character Areas

- 1** Clarendon Street Core Retail Strip
- 2** Emerging Activity Precinct
- 3** Northern Mixed Activity Edge
- 4** Southern Mixed Activity Edge
- 5** Coventry Street Specialty Shopping Centre (within SMC)
- 6** South Melbourne Market Precinct
- 7** Eastern Business District
- 8** Western Business District
- 9** Kings Way Mixed Use Corridor
- 10** City Road Wedge
- 11** Ferrars Street Light Rail Corridor
- 12** Heritage Overlay Residential Areas
- 13** Emerald Hill Civic, Cultural and Community Hub