

South Melbourne Central Structure Plan 2007

The current *South Melbourne Central Structure Plan* (2007) sets out a vision for how the area should evolve over the last 15 years.

The South Melbourne Central Structure Plan identifies what is highly valued about South Melbourne Central and provides recommendations on how to ensure that these elements are retained for the benefit of all. At the same time, it examines how South Melbourne can embrace opportunities for growth and change, and evolve as a vital inner urban area of the 21st century. It outlines strategies on how the pressure for development within the area can best be managed.

While the current Structure Plan recognises the role of South Melbourne as a Major Activity Centre, new policy is required to strengthen this role, along with South Melbourne's role as an Enterprise Precinct. Further policy support is also required to address built form and building design in South Melbourne, ensuring that change is managed in a way that responds to South Melbourne's valued attributes.

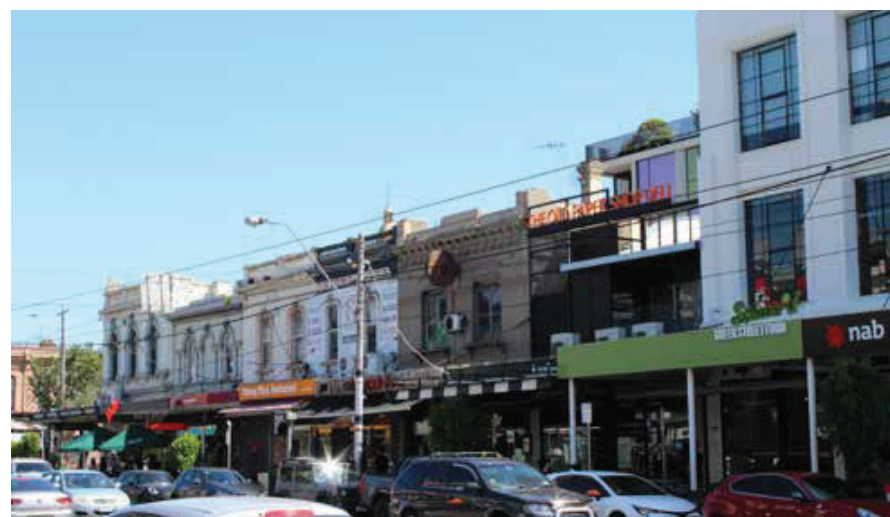
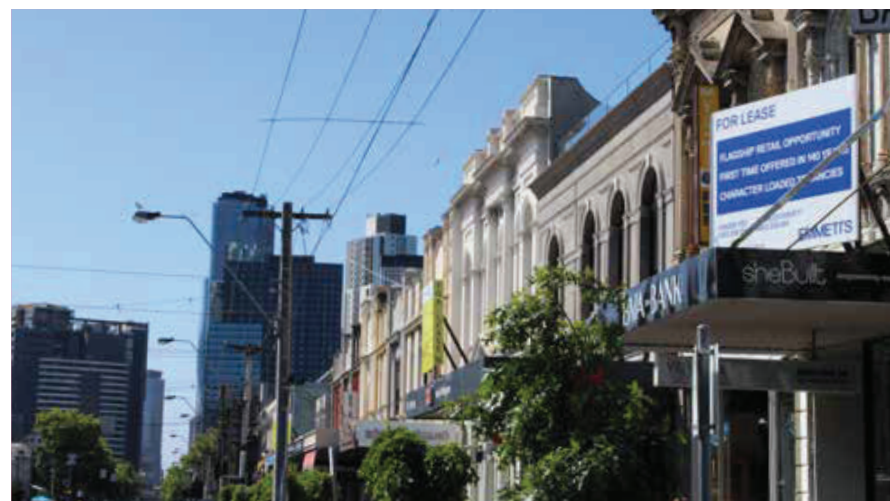
Defining the South Melbourne Major Activity Centre

Activity centres are a focus for housing, commercial, retailing, community, employment, transport, leisure, open space, entertainment, and other services and are places where people shop, work, meet, relax and live. South Melbourne is identified as a Major Activity Centre (MAC) in *Plan Melbourne 2017–2050: Metropolitan Planning Strategy*, the Victorian Government's long-term planning strategy that guides the way Melbourne will grow and change to 2050 while remaining a liveable city.

State planning policy directs the further expansion of these services into activity centres, and recognises that activity centres are ideally placed to provide for growth in household numbers. As such, activity centres will be a major focus for change in metropolitan Melbourne.

The *South Melbourne Structure Plan Major Activity Centre Boundary Report* (November 2023) informs this Structure Plan by assessing what land should be included within the South Melbourne MAC. The activity centre boundary differs from the structure plan boundary, which delineates the complete area that is being considered as part of the structure plan.

The existing activity centre boundary defined in the existing *South Melbourne Central Structure Plan* (2007) was analysed against the Activity Centre Boundary Criteria set out in Victorian Government guidance contained in



Planning Practice Note 58 (PPN58) (September 2018). These criteria support councils to define activity centre boundaries when structure planning for activity centres. Figure 7 shows the outcome of this analysis, recommending some additional areas to the activity centre that support its role. The report shows areas that are recommended to be included in the activity centre.

Including land within the South Melbourne MAC does not directly relate to likely development potential. A range of uses with a strong functional inter-relationship with the activity centre have been included, some of which may have limited opportunity for redevelopment.

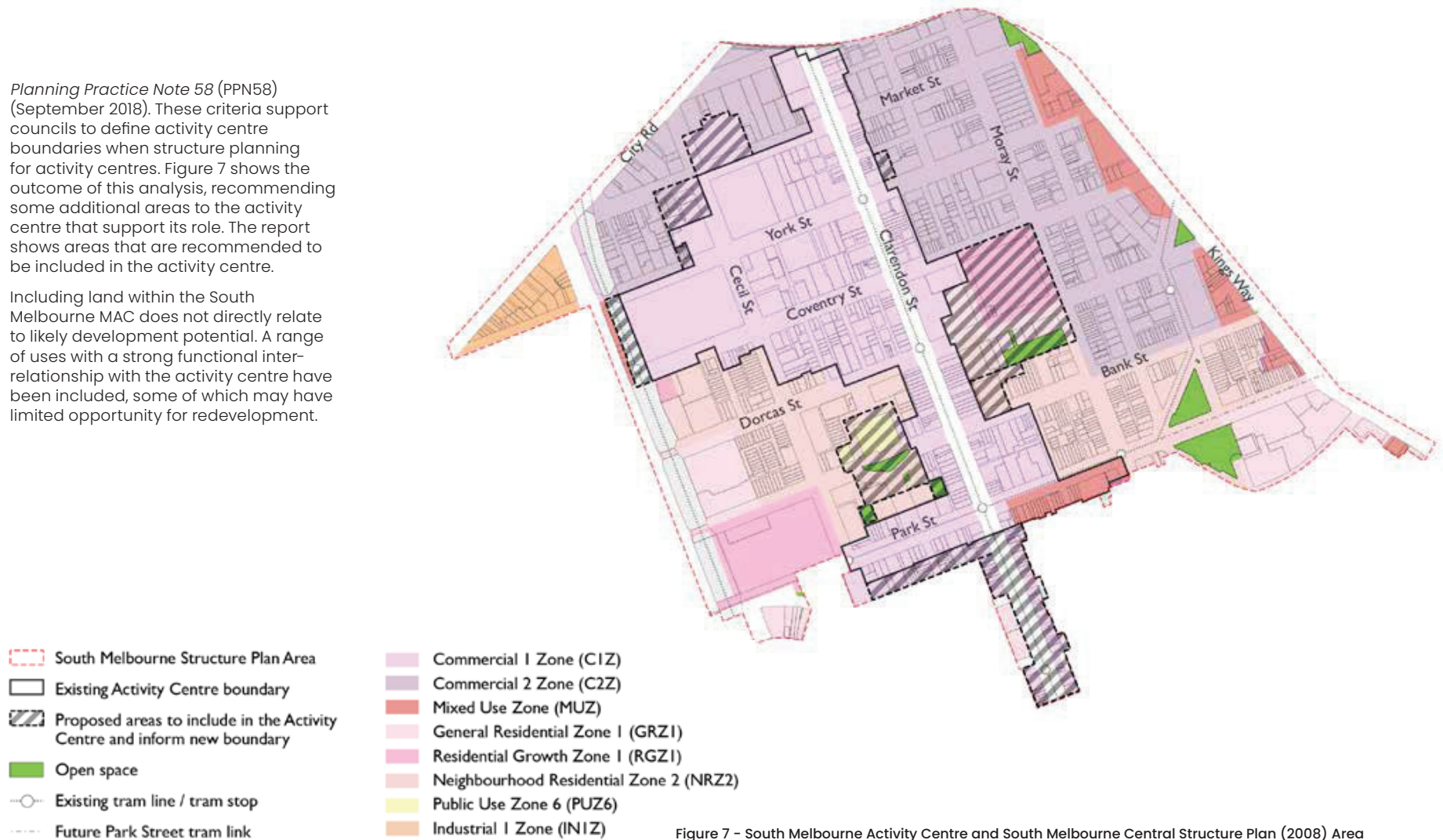


Figure 7 – South Melbourne Activity Centre and South Melbourne Central Structure Plan (2008) Area