

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

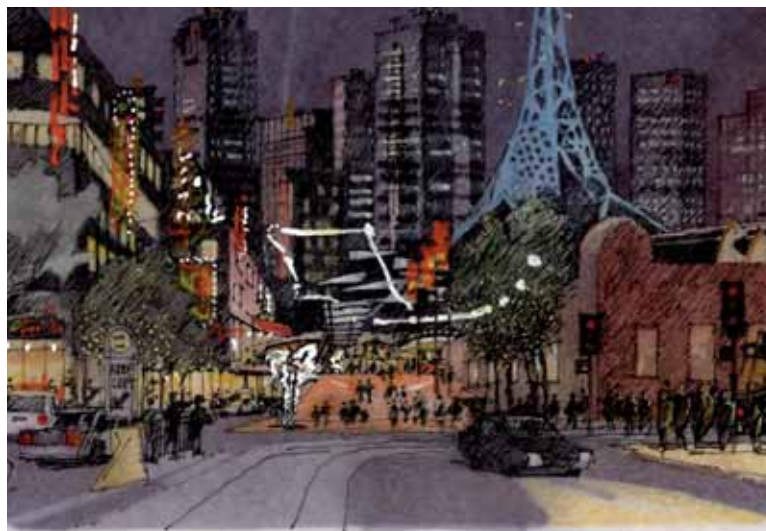
Develop the potential of a number of existing public places in Southbank – streets, plazas and parks - to host informal and formal events and activities.

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.