

PLACES FOR PEOPLE

City of Melbourne in collaboration with
GEHL ARCHITECTS, Urban Quality Consultants Copenhagen

MELBOURNE 2004



Client

City of Melbourne
Design and Culture
PO BOX 1603
Melbourne 3001 Victoria
Australia

**City of Melbourne project team**

Project director: Prof Rob Adams
Project coordinator: Ros Rymer (Research, analysis and mapping)
Project team: Jenny Rayment (Text and layout)
Robert Moore (Advisor)
Alastair Campbell (Research and photographs)

Consultant

Project manager: Jan Gehl, Professor, Dr. litt.
Project coordinator: Henriette Mortensen, arch. MAA
Project team: Paule Ducourtial, arch. MAA
Isabel Sandra Duckett, arch. MAA
Lisa Hilden Nielsen, stud. arch.
Joan Maria Raun Nielsen, stud. arch.



GEHL ARCHITECTS ApS.
Strandgade 98
DK 1401 Copenhagen K
CVR. Nr.: 25 30 95 29
Ph.: + 45 32 950 951
Fax: +45 32 950 958
mail@gehlarchitects.dk
www.gehlarchitects.dk

FOREWORD

Over the last decade Melbourne has experienced an urban renaissance through a gradual but consistent transformation of streets, lanes and other spaces into public places that are culturally engaging and diverse, and that respond to the city's intrinsic physical character.

Much of this change is attributable to the City's strong strategic direction in planning and design since the mid 1980s. From this period, a vigorous pace of reform commenced through collaboration and joint initiatives between the State Government and the City of Melbourne. This has seen the consistent application of a range of urban design strategies and individual initiatives of varying scales. It has focused on achievable actions, and aimed at reinforcing the existing qualities of the city. In economic terms, the result has been a reversal of the long downward trend in CBD commercial activity and employment of previous decades. This has been supported by rediscovery of the city as a centre of culture and entertainment, a haven for small creative businesses, and a great place to live and learn.

Eleven years ago, the publication *Places for People: Melbourne City 1994* offered a vivid, factual picture of the quantity and types of activity occurring in the city's public places. It set ten year targets for attracting more people to the city and established benchmarks against which Melbourne could measure its progress. It has been instrumental in inspiring, directing and accelerating the process of revitalising the city's laneways, streets and spaces.

In 2005, this new document is the next instalment in Council's systematic and long-term urban plan. By applying the same methods used to analyse the uses of Melbourne's public spaces in 1994, it helps to understand how things have changed and which of these changes has been most beneficial in supporting the public life of the city.

The findings demonstrate Melbourne's remarkable success in attracting more public life through physical improvements to existing public places, providing additional public space, and initiatives such as PostCode 3000. The nature of public life has quite radically changed with more people choosing to stay for optional rather than purely necessary activities until late evening. The results clearly illustrate that places designed to be people-friendly attract people, and public life will follow.

Evolving urban issues require that we continue to pursue new avenues of excellence in urban design, particularly in response to changing patterns of use and Melbourne's expanding population. Collectively, the survey results, analysis and a range of recommendations will provide further direction over the decade to achieve our vision for a thriving and sustainable city.

Lord Mayor
John So





This study examines the Central City area of Melbourne bounded by Spencer Street, LaTrobe and William Streets, Victoria Street, Spring Street and the Yarra north bank to the north, and the area of Southbank bounded by Clarendon Street, Whiteman and Power Streets, Grant Street and St Kilda Road. Parklands, open space and riverfront areas beyond this zone, including Docklands, have been excluded in order to focus on Melbourne's existing urban street life, and to make comparative assessments against the data presented in the 1994 *Places for People* study. The Southbank area has been extended to include the Arts Precinct and Southbank Promenade west in line with these areas' inclusion within the central business district as part of the Capital City Zone.

□ □ □ Study area 1993

— — — Study area 2004

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1978 “An empty, useless city centre”

“Effective city planning has been almost unknown in Melbourne for at least 30 or 40 years. For the ordinary Melburnian that means our city has been progressively destroyed. It no longer contains the attraction and charm it once had.

“To the city retailer – ever ready to adapt to new circumstances – it means expensive expansion into the suburbs to chase the customers who no longer visit the city.

“Our planners lack the courage to bring the city back to life.

“Our planners should be reaffirming the notion of Melbourne as an arcaded city instead of allowing architects to allocate useless, wind-swept forecourts ‘for the public use’.”

Quote from “*The Age*”, June 1978

Article by Prof Norman Day

Background

By 1980 Melbourne’s city centre was generally thought to be unplanned and inhospitable, with the Melbourne City Council having a ‘laissez-faire’ approach to new development. This forms the backdrop for evaluating the improvement programs carried out over the twenty years from 1985 to 2005.



1985: City of Melbourne Strategy Plan

The 1985 Strategy Plan formed the foundation for the subsequent two decades of the city’s urban renewal. Culminating in publications such as *Grids and Greenery* (1987), which represented the first documented strategic direction for urban design, the 1985 plan presented a development framework and implementation priorities for land use, movement, built form, community services, city structure and the physical environment.



1994: Places for People

In 1993 Professor Jan Gehl was invited to Melbourne by the City of Melbourne to conduct a survey of Public Spaces and Public Life in Melbourne. The study examined the issues and opportunities regarding public space and collected data on public life. The data was presented in *Places for People: Melbourne City 1994*, which incorporated both analysis and a set of overall recommendations. The publication served as a foundation for further development and improvement of Melbourne’s public spaces, as new projects could be measured against the 1994 benchmark.



Places for People 2004

In 2004 Professor Gehl and GEHL Architects were invited to return to Melbourne to update the previous study in association with the Design and Culture division of Melbourne City Council.

The findings and recommendations of the 2004 study are presented in this report.

The purpose and the methods for the 1994 and 2004 studies have been kept identical in order to create an opportunity for direct comparisons. However, the area for the 2004 study has been extended to include the major new public spaces which have been established during the intervening ten years.

Key recommendations 1994



Improve the pedestrian network

Further develop Swanston Street and Bourke Street as 'the great walking streets of Melbourne'.

Increase the links between the central city and the Yarra River, especially the north bank.

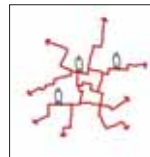
Introduce more sun, wider footpaths and more active facades.

Relieve overcrowding on the footpaths of the 10m streets and attract more activity to the wider streets.

Repair missing links in the pedestrian network.

Increase the usable length of Melbourne's arcades and laneways to offer good quality pedestrian access and high amenity.

Key findings 2004



A better pedestrian network

Swanston Street and Bourke Street have been upgraded in new sections with footpath widening, bluestone paving and tree planting. Large scale projects with active street frontages (including QV, new Melbourne Central, Federation Square and City Square) also support a livelier Swanston Street.

Many new links have been formed, such as north-south laneway sequences, Federation Square and Birrarung Marr, Enterprize Park and the Turning Basin, and Spencer Street footbridge.

Footpaths have been widened throughout the city's retail core, more active facades have been introduced through the laneway improvement program and other initiatives, and public open spaces have been developed to offer greater sunlight access.

Kerb extensions with bluestone paving have been implemented in sections of each of the 'little streets'. The combination of kerbside cafes on widened footpaths in the 30m streets and expanded street vendors promotes greater activity and vibrancy.

The systematic integration of laneways into the walking pattern has had a very positive impact on the pedestrian network and level of activity in the city centre.

Almost 3km of laneways have been redeveloped to become accessible and pedestrian-oriented. Of these, 500m are completely new lanes or arcades.

EXECUTIVE SUMMARY

Key recommendations 1994



Make gathering spaces of excellent quality

Redesign City Square to create a simpler space with lively edges.

Develop more urban plazas near pedestrian routes.

Improve the riverfront

Provide easy, safe access for people with disabilities.

Increase the city's ornamental and feature lighting.

Ensure that valuable historic environments are retained, restored, respected and interpreted.



Strengthen street activity by physical changes

Support and promote the city's 'café culture' by doubling the number and seating capacity of outdoor cafes.

Improve the quality of furniture in outdoor cafes, including umbrellas and screens.

Maintain and expand areas of good quality, interactive ground floor frontages in the retail, eating and entertainment areas.

Discourage through traffic by introducing traffic calming measures.

Key findings 2004



More gathering spaces that welcome everybody

City Square has been redeveloped to form a welcoming public space that offers a place for special events and public gatherings, and a venue for alfresco dining and informal interaction.

Federation Square has added a lively and highly successful square to the urban environment. Birrarung Marr has created an important open space interface between the city centre and the river. Smaller public spaces have been introduced into other intensively used pedestrian locations.

Southbank Promenade has been expanded west to include the Crown Casino and Melbourne Exhibition Centre river frontages. Waterfront promenades at the Turning Basin/Enterprise Wharf and Docklands have been created.

Planning controls have introduced compliance with DDA (Disability Discrimination Act) requirements throughout the entire municipal area. A program of improving pedestrian ramps has been instigated.

Street and laneway lighting, permanent ornamental and feature lighting, and temporary installations have all been increased to enhance the city's nightscape and its 24-hour appeal.

Places, programs and smaller individual features have been expanded to acknowledge and interpret the city's physical, social and environmental heritage.



Livelier and more active streetscapes

The amount of seats in kerbside cafes has gone up by 177% since 1994. Overall, the number of cafes, restaurants and bars increased from 95 in 1994 to 356 in 2004.

A cafe furniture standard has been developed ensuring that items complement the buildings, landscape features and heritage of the streetscape.

Active frontages have been introduced through the laneway improvement program, and establishment of vertical mixes of café, retail, residential and commercial uses in new and refurbished development.

Reduction of motor vehicle impact has been assisted by permanent or temporary (eg. during business hours) laneway closures, and lunchtime street closures in Flinders Lane and Lt Collins St.

Key recommendations 1994



Strengthen street activity by physical changes (con'd)

Widen footpaths and convert centre-of-road parking into safer, more attractive medians.

Introduce more street trees.

Introduce quieter trams.



Encourage more people to use the city

Encourage more people into public spaces, especially in the afternoon and evenings by developing a lively city at night.

Invite more people to live in the city centre. Increase the residential community to at least 4,000 by 2001.

Increase the number of festivals and events, including a program of free central city entertainment on weekday afternoons and weekends.

Create street markets.

Increase the student community for the social diversity and vitality students add to the city's street life.

Introduce housing to offer low to medium cost options as well as the higher end of the property market.

Key findings 2004



Livelier and more active streetscapes (con'd)

Landscaped medians have been introduced into Franklin Street and Russell Street, and public toilets have been relocated from footpaths where possible into central medians.

Street trees have strengthened the character of a green city, protecting the character, amenity and enclosure of streets and public spaces, and contributing to a healthy urban environment.

Melbourne's tram system is being replaced with new technology tram services that produce less ambient noise.



More people taking advantage of the 24-hour city

Evening activities have increased leading to a livelier and safer city at night. The Federation Square and City Square events programs animate the central city area on a year-round basis, particularly over the summer months.

The number of residents in the city centre has expanded by 830% from 1992 to 2002 - yielding 9,375 residents in 2002.

There are 75 major festivals per year in the City of Melbourne. Introduction of City Ambassadors and electronic information hubs assists visitors and tourists with general guidance and advice regarding activities, places and events in the city.

New street markets animating the city include the Hawkers and Gaslight (night) Markets at QVM, the book market at Federation Square, and Sunday art and craft market at Southgate.

The number of students attending academic institutions and/or living in the city centre has expanded by 62% from 1995 to 2004 - yielding nearly 82,000 students in 2004.

A wide range of low cost accommodation for students has expanded throughout the city in addition to other 'landmark' developments.

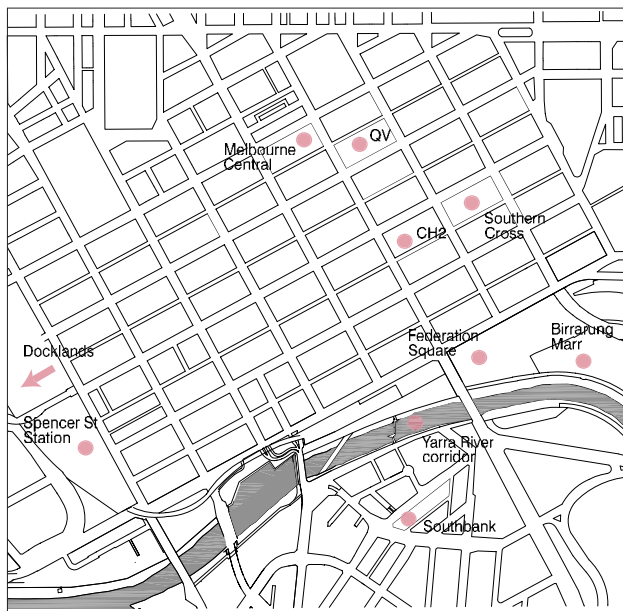


PART 1

PUBLIC SPACES & PUBLIC LIFE



1.1 MAJOR ACHIEVEMENTS



This study examines the Central City area of Melbourne bounded by Spencer Street, LaTrobe and William Streets, Victoria Street, Spring Street and the Yarra north bank to the north, and the area of Southbank bounded by Clarendon Street, Whiteman and Power Streets, Grant Street and St Kilda Road. Parklands, open space and riverfront areas beyond this zone, including Docklands, have been excluded in order to focus on Melbourne's existing urban street life, and to make comparative assessments against the data presented in the 1994 *Places for People* study. The Southbank area has been extended to include the Arts Precinct and Southbank Promenade west in line with these areas' inclusion within the central business district as part of the Capital City Zone.

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Melbourne in 2005 is a lively, liveable and vibrant city that has been supported by sustained economic and population growth over the past decade. Important changes have altered the nature of the central city and its daily life from almost exclusively a place of work, to a place of work, recreation and residence in almost equal measure.² In line with planning for environmental and social sustainability, increased

¹ Gehl & City of Melbourne (1994) *Places for People*: 13

² City of Melbourne (2004) *Towards a better Public Melbourne: Draft Urban Design Strategy*: 29

³ City of Melbourne & Dept of Sustainability & Environment (2003) *Draft Southbank Structure Plan*: 2,7

1.1 MAJOR ACHIEVEMENTS



A larger residential community



An increasing student population



Improved streets for public life



New squares, promenades and parks



A revitalised network of lanes and arcades



City-wide art programs



More places to sit and pause



Attractions and places to go



A 24-hour city



Better cycle and public transport access



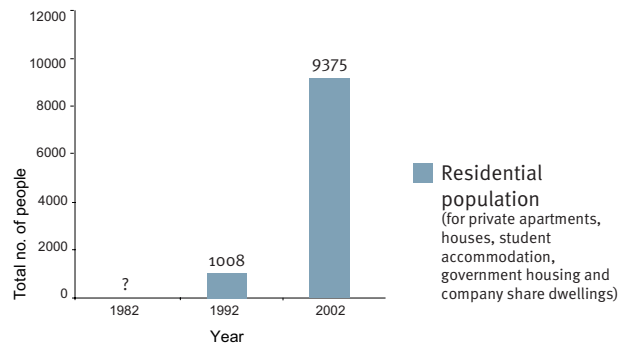
An integrated policy for street treatment and furniture



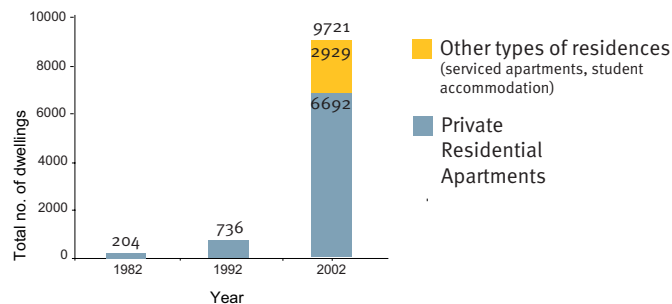
A greener city

1.2 A LARGER RESIDENTIAL COMMUNITY

Residential Population



No. of private residential apartments



830%
MORE RESIDENTS 1992-2002
&
3311%
MORE APARTMENTS 1983-2002

densities within central Melbourne have helped the greater metropolitan area to develop in a more compact manner. A finer grained mix of uses also continues to strengthen the local character of the city's inner neighbourhoods and support strong community outcomes.

The visual amenity and recreational opportunities offered by Melbourne's waterfronts are now well understood, and two patterns of change have been of particular significance since 1994:

- Continuing improvement of the **Yarra River corridor** has consolidated the city's recreational and civic spine, with water spaces and public promenades acting as the stage for many city celebrations and events.
- **Docklands** has moved from a development concept into a new piece of city where people are living and working in significant numbers.

Several **whole-of-block redevelopments** in the city centre have had a profound impact on its social as well as physical fabric:

- Federation Square
- QV
- Melbourne Central
- Spencer Street Station
- Southern Cross

Each of these redevelopments has provided areas suitable for multiple uses, as well as some specialised facilities to meet particular requirements. They have also made an important contribution to the city's network of public pathways that interconnect with surrounding streets and lanes.

Southbank has continued to develop from a place at the margins of the city centre and South Melbourne into an

important district in its own right, complementing the Hoddle Grid to define the centre of Melbourne with the Yarra River as its focus. Cultural activities and visitor/tourism/recreation are the main local employment areas, in contrast with the City of Melbourne as a whole which is dominated by property and business services.³



Infill residential development complementing the scale and articulation of adjacent facades, and enabling conversion of a previously underutilised site to desirable new uses

1.2 A LARGER RESIDENTIAL COMMUNITY

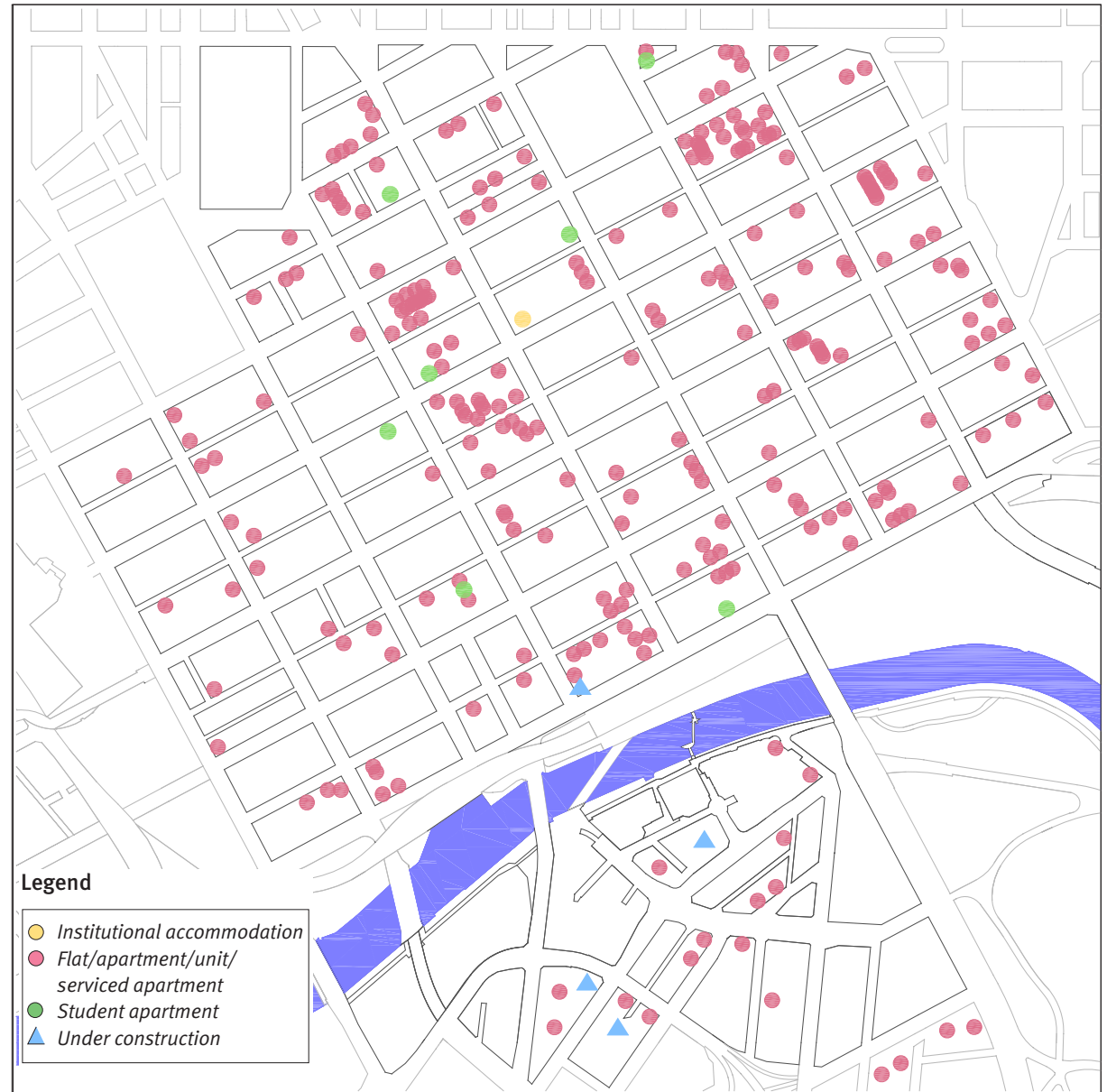


1982: 204 private residential apartments

1992: 736 private residential apartments



2002:
6958 private
residential
apartments



1.2 A LARGER RESIDENTIAL COMMUNITY

Previous building



Current



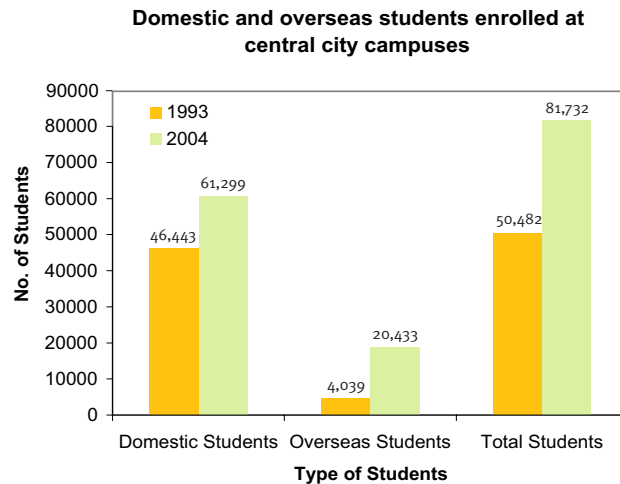
This page: The addition of new structures on top of existing buildings has helped to enable retention of various historic buildings by supporting economically viable redevelopment.

1.2 A LARGER RESIDENTIAL COMMUNITY



This page: Examples of large-scale residential development with apartments in the upper storeys and retail tenancies or residential occupation at street level

1.3 AN INCREASING STUDENT POPULATION



RMIT (above and below) has consolidated its status as a city university through continuous expansions in the city centre.

Universities and other educational institutions contribute to an active, lively urban environment by creating a people climate oriented towards young people. Students make a strong contribution to the city's vitality and cultural diversity, providing a youthful stimulus and often international perspective. They also tend to engage more overtly with the street scene and other public spaces because they are more available to spend time out of doors, and in so doing make a strong contribution to the local economy.

Melbourne has expanded the number of educational institutions in the city centre over the past decade, in most cases integrating these facilities into the city fabric. The number of students attending academic institutions and/or living in the city centre has expanded by 62 per cent since 1993 - yielding nearly 82,000 students in 2004.

Student housing is mostly located outside the central city, but some student apartments are located in the city centre. Student populations are expected to continue to rise as the number of student places at Melbourne's universities and institutes increases, and is supported by growth in inner city low-cost housing.

Traditional university towns throughout the UK, Europe and the US have long demonstrated that the presence of major research institutions in the city is a huge advantage in bringing technology, talent and tolerance to the local community. More recently, Richard Florida argues that an increased student population is a vital part of the creative/knowledge city, where high concentrations of creative people results in a high concentration of creative economic outcomes.⁴



⁴Florida (2003) *The Rise of the Creative Class*: 218

62%
MORE STUDENTS
IN THE CENTRAL CITY
1993-2004

1.3 AN INCREASING STUDENT POPULATION



Suburban and regional educational institutions, such as Victoria University, are now establishing central city campuses for different schools and faculties.



Outdoor spaces on- and off-campus provide important meeting places for students to work and socialise.

2004



1.4 IMPROVED STREETS FOR PUBLIC LIFE



The City has significantly improved its walking environment through a coordinated program of streetscape improvement works. The physical improvement of the city's streets and lanes provide for the safety, comfort and engagement of the pedestrian, inviting popular use within a wide choice of through-city routes.

The level of pedestrian priority public space has increased substantially in Melbourne during the past 20 years. Most significant is the redevelopment of Swanston Street in the early 1990s, which strengthened its status and character as the 'main street' of Melbourne. Since 1994, the upgrading of Swanston Street has extended to include the northern section from LaTrobe to Franklin Streets, including footpath widening, bluestone paving and tree planting. The construction of QV and redevelopment of Melbourne Central to create active street frontages supports a livelier northern sector of Swanston Street. Construction of Federation Square and City Square have reinvigorated the southern end of Swanston Street.

Many special initiatives have been introduced in the last ten years to create livelier streets for Melbourne's public life. Foremost amongst these is the rejuvenation of priority laneways to form attractive and fully accessible routes through dense city blocks, enlarging the pedestrian network and offering better connections within the central city. Footpaths have been widened and paved with bluestone throughout the central city, including sections of each of the 'little streets', Swanston Street as identified above, Therry and Franklin Streets.

The proliferation of kerbside cafes on widened footpaths in the 30m streets and along the little streets and lanes has resulted in an increase of seating in outdoor environments by 177% since 1993. Overall, the number of cafes, restaurants and bars increased from 95 in 1993 to 356 in 2004 (refer further 1.7 below).

Active frontages have been introduced throughout the city via the laneways improvement program (refer further 1.6). Other examples include the rear of Collins Place/Flinders Lane frontage, Melbourne Central redevelopment, QV redevelopment and the Westin Hotel frontage to City Square.

Bourke Street Mall, at the heart of the retail core precinct, will see a wholesale redevelopment during 2005-06. Bourke Street has been upgraded from Swanston to Russell Streets with kerb extensions, bluestone paving and tree planting. Additional active zones adjoining or in close proximity to Bourke Street will soon be offered by the Southern Cross and RACV redevelopments, and will help to reinforce its role as the city's premier east-west pedestrian spine.

Today Swanston Street (above and page opposite) is a leafy, lively retail precinct with broad bluestone pavements and convenient street furniture.

A wide range of other components brings added dimensions to the city's street life. These include:

- Expanded 'micro-scale' retail, such as flower and fruit stalls, newsstands, information pillars, etc, that attract greater activity to city streets;
- Consolidation of the city-wide streetscape greening program to protect the character, amenity and enclosure of streets and public spaces, and contribute to a healthy urban environment;
- Lunchtime street closures in Lt Collins Street and Flinders Lane and permanent or temporary (eg. during business hours) laneway closures. These assist in reducing motor vehicle impact and present opportunities for informal social interaction and reinforce a sense of place for people;
- Second floor building facades that provide interest through windows, displays, pedestrian overview of the street and visible indoor activity;
- Verandahs providing a generous quality of scale and enclosure to the footpath that greatly contributes to the walking amenity of the streetscape;
- The city's tram system being incrementally upgraded with new technology tram services that produce less ambient noise;
- Introduction of partial bicycle lanes / refuges along Collins Street – interrupted at only intersections where tram stops create congestion;
- Improved climatic conditions at ground floor level by encouraging setbacks above podiums where tower structures are required, to reduce wind downdrafts at street level.
- Public toilets relocated from footpaths where possible into central road medians.

1.4 IMPROVED STREETS FOR PUBLIC LIFE

1980s



2004



1980s



2004



1.4 IMPROVED STREETS FOR PUBLIC LIFE

Active edges policy

Melbourne's campaign to keep the city vibrant and engaging includes an active edges policy. The policy regulates the design of new buildings to ensure a lively street and urban environment with a mix of functions and activities.

The most important objective of introducing active edges along the city streets is to ensure that ground-floor facades appeal to pedestrians and contribute good lighting and levels of interest and activity. The policy sets the following framework:

- Shops and food service outlets must have a display window or entrance measuring at least 5 metres or 80 per cent of the ground-floor facade (whichever is the larger).
- The rhythm, scale, architectural detail, windows and colours of new facades must be in keeping with existing street space.
- Buildings must provide details of interest to pedestrians and use high quality, durable materials.
- Facades must not be devoid of detail; large facades in particular must be divided into smaller sections for articulation.
- Signs must be adapted to building designs.
- Windows must be glazed with clear glass; facade design must provide good lighting at night for additional security.
- Roller shutter doors are to be removed and replaced with visually permeable or transparent shopfront security screens mounted internally.

Additional regulations apply to bans on skywalks and height limits for buildings along the facade line to minimise overshadowing and wind turbulence along the street. The types of business permitted at ground-floor in the city centre are also carefully controlled to ensure that they are diverse and complementary to the high levels of adjacent pedestrian activity.

The maps opposite show the results of street level surveys of building frontages conducted in 1993 and 2004.

- 'A' grade facades offer two-way visual permeability at street level. The activities occurring within these buildings add a sense of life and diversity to the streetscape.
- 'B' grade facades provide some visual access to the interior, but it is obscured by displays, signage or the scale and type of glazing.
- 'C' grade facades have a poor street interface due to poor or no visibility, such as tinted one-way glazing, windows raised above pedestrian level, solid walls or absence of ground floor occupation.

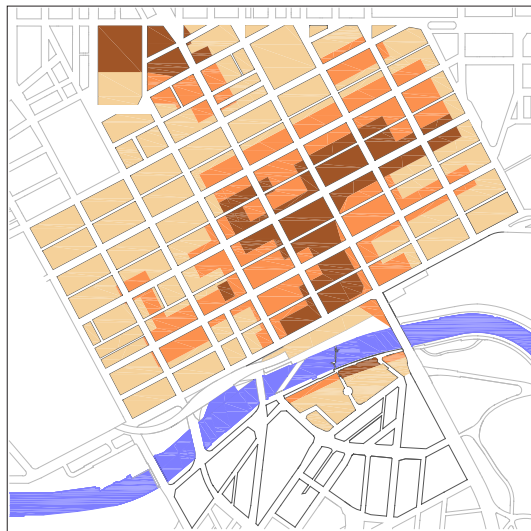
This survey shows that since 1993 there has been a significant increase of 'A' and 'B' grade facades in the west end of the Hoddle Grid. This has been aided by the emergence of cafes and convenience stores on the ground floor of apartments and offices, providing these buildings with an active street frontage. The most active frontages are still within the retail precinct centred along Swanston Street. The area of poorest quality facades are found throughout Southbank, and along the perimeter of the grid, particularly Spencer Street.



Large-scale developments designed in the 1980s such as Collins Place (right) and Melbourne Central (below) greatly damaged the street environment, but today the facades have been successfully redesigned and opened up to the streets. New developments such as QV (above) have provided active retail frontages that meet all the criteria of the facade policy.



1.4 IMPROVED STREETS FOR PUBLIC LIFE



1993

2004

Legend

- Grade A (high)
- Grade B (medium)
- Grade C (low)



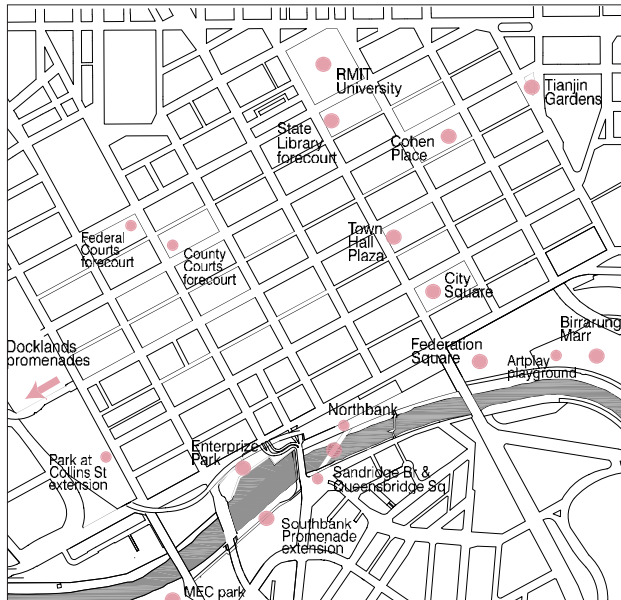
1980s



2004



1.5 NEW SQUARES, PROMENADES AND PARKS



Squares, promenades and parks introduced to Melbourne after 1994

Melbourne's three major public spaces in 1994 were Southgate Promenade, Bourke Street Mall and the southern half of Swanston Street Walk. Each of these has been upgraded and improved, and a diverse range of smaller, but nonetheless significant and meaningful, spaces have been introduced into the city. Major new public spaces have been developed at City Square, Federation Square and Birrarung Marr, and the State Library forecourt has been wholly rejuvenated. Collectively these represent a big step forward for a city previously lacking urban squares in the city centre.

The role of the city's public spaces as locations for animated activities (both organised and incidental) has become increasingly important as the city centre's entertainment and residential uses extend and diversify. In general they offer adaptable settings with the flexibility to accommodate diverse activities. These public areas have also begun to form a network and the future will indicate further dimensions associated with their impact on Melbourne's public life.

Southbank Promenade

Southbank Promenade has been extended westwards to include the Crown Casino and Melbourne Exhibition Centre river frontages. The promenade extends Southgate's well-scaled terraces and promenade, sunny spaces, vibrant restaurant edge and slowly moving 'passing parade' of the river.



71%
MORE SPACE FOR PEOPLE AND
ACTIVITIES ON STREETS AND SQUARES

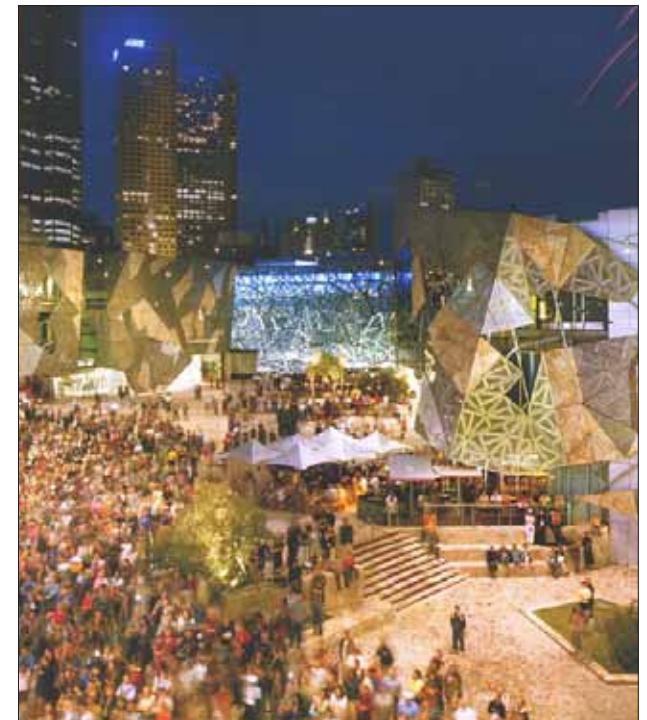
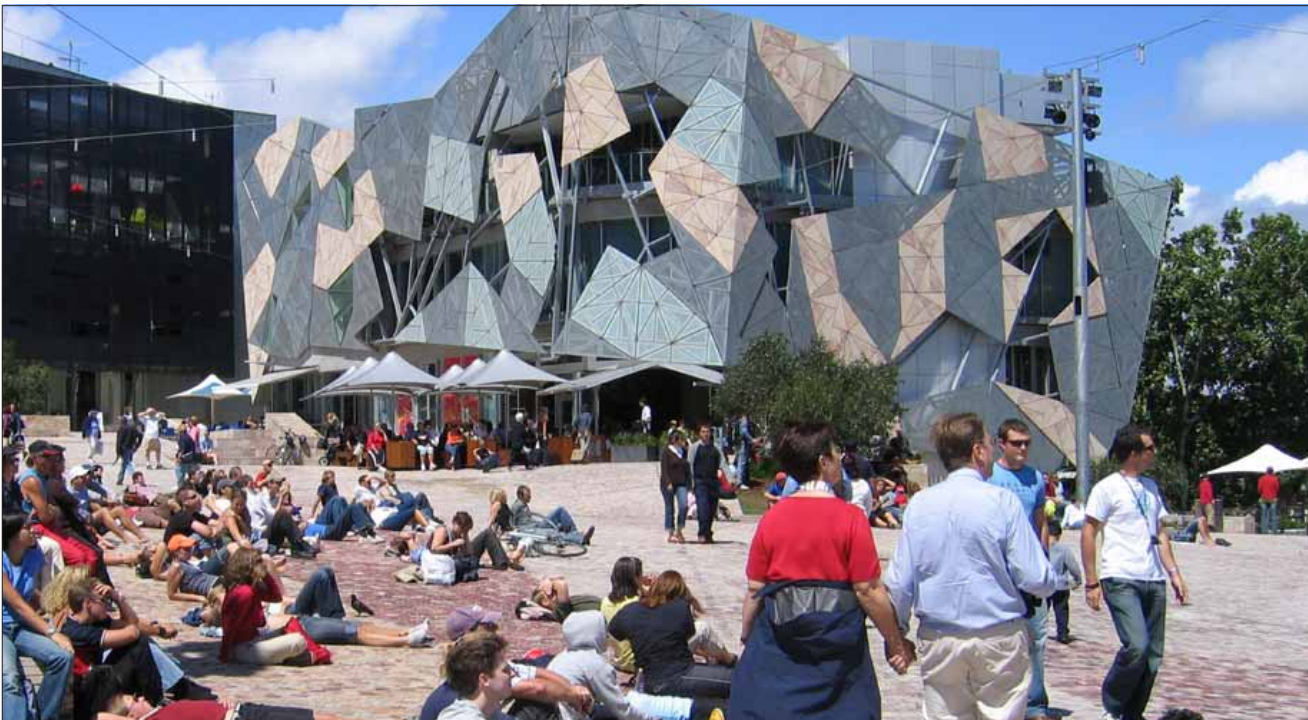
SQUARES, MALLS, PROMENADES
1994: 42,260m²
2004: 72,200m²
+ NEW CITY PARK:
BIRRARUNG MARR: 69,200m²

1.5 NEW SQUARES, PROMENADES AND PARKS



Federation Square 16,438m²

Federation Square has brought a highly successful square and centre of cultural activity to Melbourne. It is the city's new 'atrium'. The development offers a creative mix of attractions to engage citizens, visitors and tourists, and people eagerly accept the invitations. In design terms, the layout of independent buildings within a larger whole-of-block scale draws inspiration from the city's network of arcades and laneways.



1.5 NEW SQUARES, PROMENADES AND PARKS

City Square 2,800m²

Melbourne's City Square has been redeveloped to form a welcoming public space that offers a place for special events and public gatherings, and a venue for alfresco dining and informal interaction. The community's desire for a relaxed, park-like feel had to be realised within the technical constraints of a heavily used urban space on top of an underground car park. Its highly adaptable, granitic sand ground plan derives from the functionality and amenity of similar surface treatments throughout many European parks and squares. The square's informal interaction is supported by mobile furnishings and hospitable edge activities.



1.5 NEW SQUARES, PROMENADES AND PARKS

Birrarung Marr 69,194m²

Birrarung Marr is an inspiring new public park that reinforces qualities defining Melbourne's traditional parks through contemporary design. It focuses on environmentally sustainable principles, offers diverse recreational experiences and provides a robust setting that accommodates various events. The design abstracts the concept of water as a natural land-shaping process and represents the original lagoons and billabongs that were located on the site.



1.5 NEW SQUARES, PROMENADES AND PARKS

Sandridge Bridge

Restoration of the Sandridge Bridge and introduction of public activities linked with the commercial recovery of the vaults on the north bank, west of Flinders Street Station, will continue this process of city/riverfront integration. Queensbridge Square adds a well-located urban space, sheltered from surrounding traffic, to central Melbourne's relatively limited range of public squares.



New promenades

New promenades at Yarra's Edge, NewQuay and future Victoria Harbour precinct at Docklands offer waterfront areas with a mix of residences, work places, shops, bars and restaurants. The active frontages and attention to detail of the ground floor facades and building podium levels add considerably to the attraction of the harbour front.



RMIT's Urban Spaces Strategy involved the incremental transformation of a series of neglected spaces between buildings to create a well-organised series of interconnected, small and large, open and closed, public spaces throughout the campus block between Swanston and Russell Streets. The strategy offers a model for providing more universally accessible, sheltered, well-conceived and varied public spaces in and around buildings in other areas of the city.



1.5 NEW SQUARES, PROMENADES AND PARKS

Smaller public spaces in intensively pedestrian locations include **Tianjin Gardens** at Parliament Station, **Cohen Place** in Chinatown, **State Library Forecourt** and **Town Hall Plaza** on Swanston Street, and **Enterprise Park and the Turning Basin** on Northbank. Opportunities to introduce small plazas/pocket parks within the city's west end have been realised at the Federal Courts, County Court, and plaza at the east end of the Collins Street extension.



State Library forecourt: previously and current



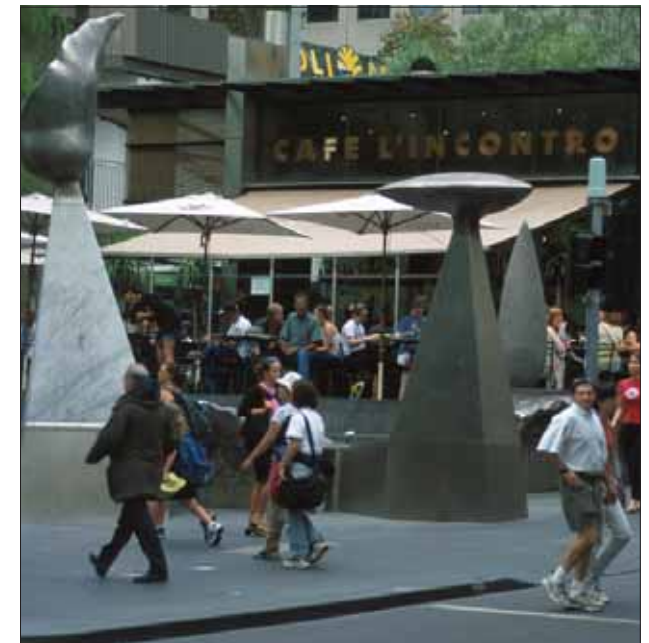
Tianjin Gardens

Enterprise Wharf and Turning Basin



Cohen Place

Town Hall Plaza, incorporating Cafe l'Incontro



1.6 A REVITALISED NETWORK OF LANES AND ARCADES



Eating out is a conspicuous feature of Melbourne life, and the laneways and 'little streets' contain some of the city's liveliest areas.

Redevelopment of Melbourne's laneways has contributed immeasurably to the character of the city centre as a dense and lively area for multiple activities. Physical improvement of the city's lanes provides for the comfort, engagement and entertainment of pedestrians, inviting a range of popular uses. They also create opportunities for innovation, surprise and unique approaches to both permanent and transient design (refer further 1.8 below).

Totalling some 230 lanes, places, streets, arcades and alleys, these routes serve as important north-south connections, expanding the city's pedestrian network while supporting the formal structure of the grid. The network of animated spaces also provides settings for activities that can not be accommodated in the 'little streets', since they also carry vehicular traffic.

With the increase in inner city living, many laneways have the additional function of providing user-friendly and safe entries to many residences. Increasing residential occupation of, and specialised retail activity within, the little streets, lanes and arcades introduces activities that are mutually enriching inside and out. The laneways therefore support sustainable inner city development by allowing retention of heritage streetscapes to coincide with increased residential density and better use of space.

Streets, lanes, arcades and rights-of-way are a set of spaces that offer intense, intimate experiences.



1.6 A REVITALISED NETWORK OF LANES AND ARCADES

2004



1987



Degrares Street (above) and Lt Collins Street (below) are fine examples amongst many in the city's laneway revitalisation program.

2004



1992



2004



1.6 A REVITALISED NETWORK OF LANES AND ARCADES

Accessible and active laneways in the city centre have been increased from 300m to 3.43km. Of these, 500m are completely new lanes or arcades – these are located within QV, the Melbourne Central, GPO and Southern Cross redevelopments, and future CH2/Lt Collins St Precinct redevelopment. More active facades and varied uses have been introduced into existing laneways, including the Causeway, Block Place, Centre Place, Degraeves Street, George Parade, Bligh Place, Equitable Place, Port Phillip Arcade, Manchester Lane and Driver Lane.

Many laneways are still used as service lanes only and are underutilised. Some of these present opportunities for future improvement, while others should be maintained for this important function and to protect the amenity of other streets and lanes. Collectively, Melbourne's laneways therefore offer highly varied experiences, ranging from art installations to garbage dumps, restaurant hubs and residential areas to main thoroughfares.

1994: 300m

2004: 3.4km

ACCESSIBLE AND ACTIVE
LANES, ARCADES AND ALLEYS



Integration of laneways into the walking pattern has had a very positive impact on the pedestrian network and the level of activity in the city centre.

1.6 A REVITALISED NETWORK OF LANES AND ARCADES



The Causeway



Centre Place



Block Place



Degraves Street



One of the city's principal north-south interblock links is the Causeway - Block Place - Centre Place - Degraves Street laneway sequence



One of the non-revitalized laneways.

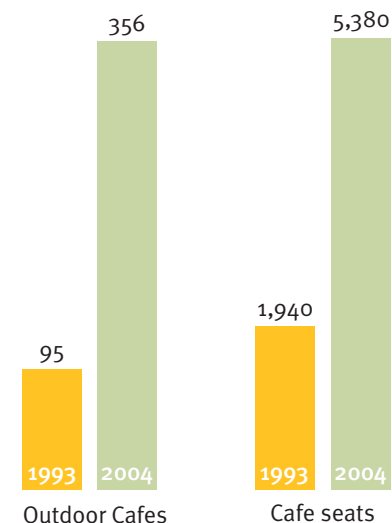
1.7 MORE PLACES TO SIT AND PAUSE

Resting is an integral part of pedestrian activity patterns. The provision of frequent seating opportunities gives people the opportunity to rest in order to be able to enjoy public life and the hustle and bustle of the city. Apart from the number of public benches, other factors such as views, shade and comfort, location on important pedestrian links, and orientation to street activities are important in order to provide a good seating ambience.

The amount of public bench seating in Melbourne has been almost constant since 1993, reflecting the substantial street furniture installation program undertaken during the mid 1980s to mid 90s. While new squares and parks have been added (eg. Federation Square and Birrarung Marr) public seats have been surrendered in several other locations (eg. Town Hall Plaza and City Square). Instead, widespread secondary seating options such as steps, planter box edges, low bollards and ledges offer opportunities for informal seating, perching and leaning.

What has substantially increased in Melbourne is the number of seats offered via kerbside cafes, yielding 5,376 seats by November 2004 – or an increase of 177 per cent since 1993. Again, the laneways have contributed greatly to this increase via smaller café ‘hubs’ with many new establishments. This reflects the sweeping emphasis on outdoor lifestyle and appreciation of a rich diversity of cultures in Melbourne. It is a sign of a city catering more and more to the local community and people visiting, inviting them to stay longer and participate in the public life of the streets.

Respite in the city is offered in many forms, ranging from public benches (top Swanston Street), movable chairs (middle, City Square) to informal features such as lawns, retaining walls and stairs (below, State Library forecourt).



Melbourne has seen a remarkable increase in the number of outdoor cafes and cafe seats over the past decade.

1993-2004
275%
 MORE CAFES & RESTAURANTS

1993-2004
177%
 MORE CAFE SEATS

1.7 MORE PLACES TO SIT AND PAUSE



Outdoor cafes 1983

Outdoor cafes 1993



2004



1.8 CITY-WIDE ART PROGRAMS

City-wide arts and cultural programs have delivered installations (permanent and temporary), events and celebrations, and interactive landscapes into public spaces, with subjects and locations that engage passers-by and prompt spontaneous interaction.

An Arts Strategy has been adopted that sets out Council's commitment to creating an environment in which arts activities can flourish, prosper and reach all aspects of city life. Its aims are many-fold: raising the visible profile of Indigenous art and culture; examining regional, national and international perspectives; engaging communities and cultural development; interpreting heritage and history; and providing strategies to link funding with projects and events that contribute to the creative vitality of the city. Council currently commits around four per cent of its total operating expenditure on the arts.

There are many ways in which art can be reflected in the fabric of the city and its social and physical environments. Developing art for specific locations attracts or conveys a human dimension or level of interpretation to streetscapes and other public spaces. Arts activities build social connections, strengthen social inclusion and foster community development, noting the particular needs for marginal and high needs groups. Other opportunities include linking Council's cultural venues to opportunities for national touring circuits in the performing arts and contributing to initiatives in cultural tourism. Encouraging children's participation in the arts helps to build stronger, more diverse and tolerant young communities.

Creative collaborations between the different design disciplines, the community and/or cultural groups has therefore effectively become standard practice in bringing urban art to the public landscape.

Yarra arraY - a major biennial exhibition of outdoor sculpture - focused on temporary works in Birrarung Marr. It gathered together groups of emerging to mid-career, Indigenous and non-Indigenous, artists whose work explores what is under the 'skin' of the city: invisible, unspoken, ignored, imagined or unloved. Other recent installations include collective works that particularly express the concerns, conditions and aspirations of Indigenous Australians.



1.8 CITY-WIDE ART PROGRAMS



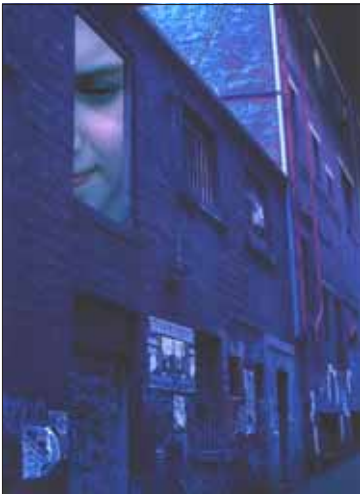
Utilitarian features such as roundabouts have been transformed through public art into exciting city landmarks.

The city has a fine collection of memorials and monuments to commemorate eminent people and historic events – the earlier proliferation of these items is now being harnessed, but they make a valued contribution to the streets, public plazas, parks and gardens nonetheless.



1.8 CITY-WIDE ART PROGRAMS

Temporary art in the city



One of the major initiatives is the laneway commissions program that temporarily transforms city lanes into contemporary art spaces and offers challenging opportunities for local artists to create their works around a specific location, taking the lane's function, usage pattern and history into account. The installations are introduced at intervals and removed after a few months. This invites people to go and see places of the city otherwise rarely visited, and thus contributes to a greater awareness of the city's often 'hidden' character.

This page: Examples from the laneways commissions program shows the eclectic blend of installations in response to their different sites.

1.8 CITY-WIDE ART PROGRAMS

Permanent city art

Art and cultural programs also help to ensure that valuable historic environments are retained, restored, respected and interpreted. Other places interpret or reflect more recent or contemporary culture.



Scar installation at Enterprize Park was created by Indigenous artists from different regions throughout Victoria.



1.8 CITY-WIDE ART PROGRAMS

Light as art



Water feature at night, Southbank Promenade Crown Casino frontage



'Light as art' introduces another dimension to the nightscape of the city. Three main categories of ornamental and feature lighting have been introduced - street and laneway lighting (eg. St Kilda Road trees (left), King Street lighting and Little LaTrobe Street pavement LEDs); permanent ornamental and feature lighting (eg. Centre Place light, the 'blue line' to the railway viaducts (below left), Tianjin Gardens and Birrarung Marr illuminated sea wall); and temporary installations (eg. the Town Hall Millennium light project (below)).



1.8 CITY-WIDE ART PROGRAMS

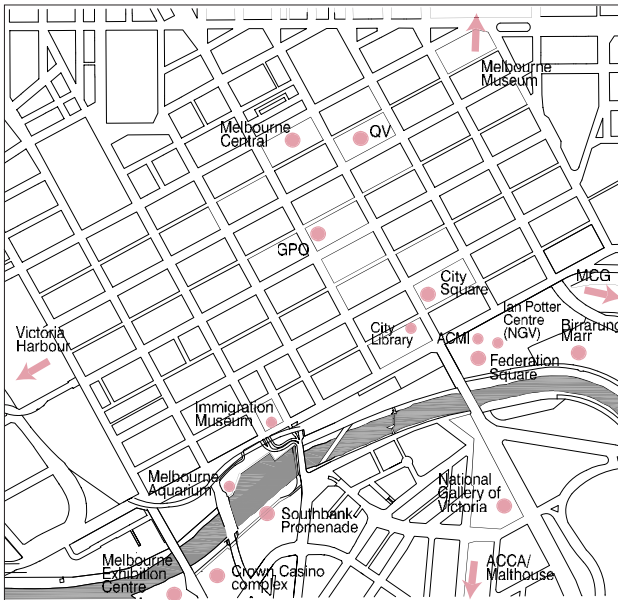
Art at play



This page: More 'playful' dimensions of public art include imaginative children's playgrounds, the city's designated graffiti walls, street busking and live, performance art.



1.9 ATTRACTIONS AND PLACES TO GO



Attractions introduced to Melbourne after 1994

Melbourne has benefited from an abundant growth in cultural institutions and sporting facilities that attract visitors from local, regional, Australia-wide and international places. These new attractions are mostly situated close to the north-south civic spine, to the Yarra riverfront or the eastern parklands. In each case, new facilities have been attached to large-scale public space improvements that enhance the profile and accessibility of these locations.

Increasingly the museums, art galleries, theatres and sports grounds provide the 'symbolic common ground' for Melbourne and its citizens and visitors.

Major new attractions since 1994 have been:

- the Ian Potter Gallery (NGV) and the Australian Centre for the Moving Image at Federation Square
- National Gallery of Victoria redevelopment
- Melbourne Exhibition Centre (above, right)
- Crown Casino
- Melbourne Museum (above, left)
- Immigration Museum
- Melbourne Aquarium
- City Lending Library
- MCG redevelopment.

The 'blue park' of Victoria Harbour and continued revitalisation of the Yarra River corridor combines to create a new image of Melbourne as a waterfront city. Recent major redevelopments such as Federation Square, QV, GPO redevelopment and Melbourne Central have also created inclusive spaces serving community purposes for improved travel, recreation, retail employment and overall enjoyment for locals and visitors.

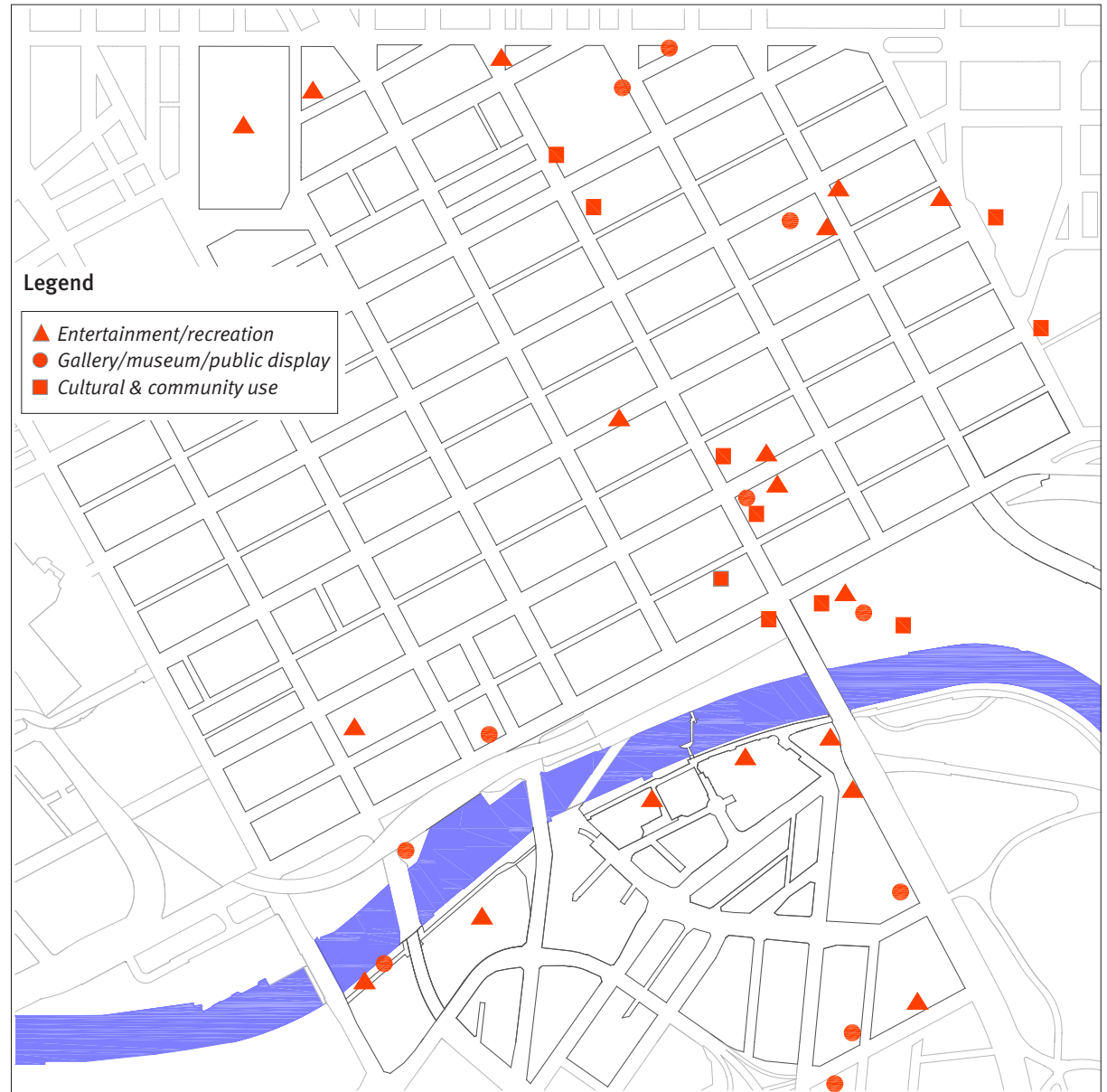
Evening activities and attractions have increased leading to a livelier and safer city at night (refer further 1.10 below). Events programs at Federation Square and City Square also act as highly popular drawcards that animate the city centre on a year-round basis, particularly over the summer months.

1.9 ATTRACTIONS AND PLACES TO GO



Buildings and venues such as the refurbished GPO (top) and BMW Edge at Federation Square (above) offer new experiences, respectively, in shopping and public events.

2003



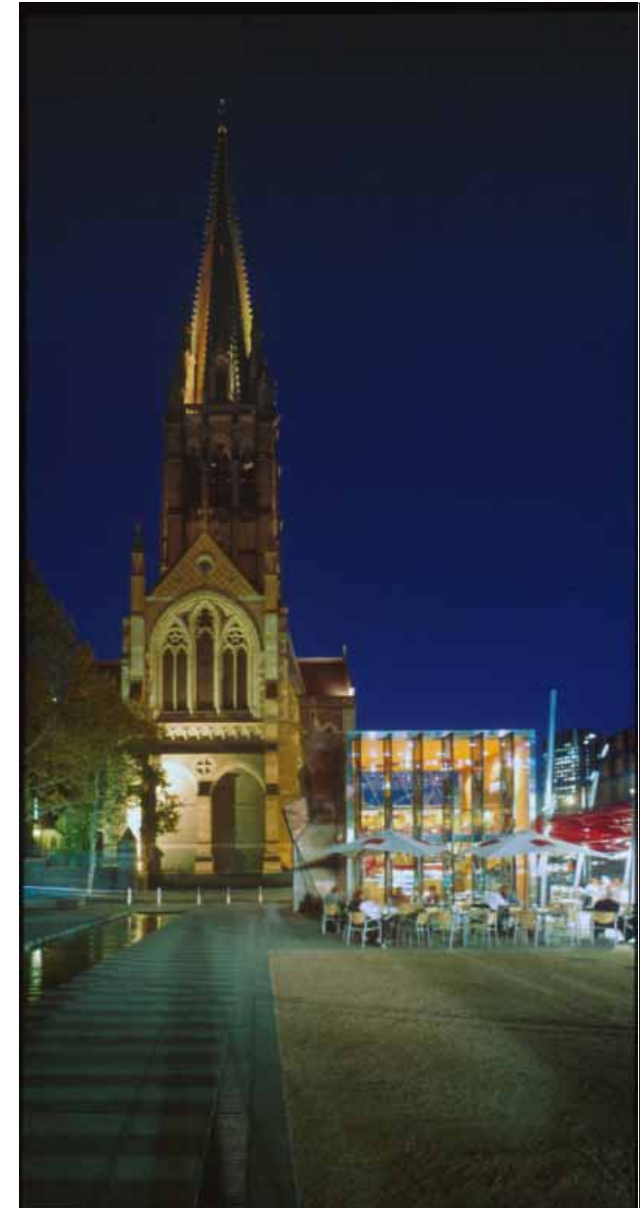
1.10 A 24-HOUR CITY

The number and location of nighttime and weekend activities - including bars and restaurants, sporting and cultural venues - are important factors for the vitality and safety of the 24-hour city. Melbourne's inner city population boom supplies an expanded audience during periods when it was previously relatively inactive. With today's more portable work practices and flexible schedules, people also want ready access to recreation on a 'just-in-time' basis - and nightlife is considered a vital component of this lifestyle and amenity mix.

The combination of active frontages animating the nighttime landscape, mixed-use development incorporating commercial, retail and residential functions, and the wide distribution of activities (rather than being concentrated in a few areas) leads to a lively and safer city at night and weekends.



The night scene is lit up through extended hours for cafes (such as Hardware Lane, above, and City Square, right), and the city's full calendar of evening events (such as at Birrarung Marr, below).



1.10 A 24-HOUR CITY

The public life of the 24-hour city has been supported by various lighting and safety initiatives. A whole-of-city approach to city safety is being applied, with measures including lighting in parks and streets, provision of safe city car parks and taxi ranks, greater security at public transport stops, cleaner and more active laneways, and glazed retail frontages and fewer blank walls. Other features such as facilities and services for young people and improved siting and design of public toilets assist in crime prevention, building community and modifying behaviour.

In particular, a lighting strategy is being implemented to ensure that places which are attractive by day will be safe, comfortable and engaging after dark. This program promotes extensions and improvements to the city's lighting system and sets up a hierarchy of lighting appropriate to the scale, form and function of different places. While the strategy provides direction for public and private external lighting throughout the municipality, its focus is to improve the quality, consistency and efficiency of night lighting in areas intended for public use and access.

Special emphasis is given to upgrading lighting at the edges of streets where most people walk to provide better visibility within ancillary spaces such as lanes, car parks, forecourts and recessed building entrances – many of which are often associated with nighttime activities. Event lighting and temporary illuminated displays are encouraged, especially when they are linked to Melbourne's busy calendar of festivals and other events.

Legend

- ▲ Accommodation - hotels, apartments...
- + Entertainment - theatres, cinemas, clubs...
- Eateries - restaurants, cafes and pubs
- 24hr convenience stores &
- Retail - shops, kiosks, stalls...



1.11 IMPROVED CYCLE AND PUBLIC TRANSPORT ACCESS

Council has been actively engaged in developing facilities for cyclists since the first bike plan in the 1980s. Cycling has grown significantly throughout Melbourne due to its relatively flat topography, wide streets and temperate climate. The most popular form of cycling has to date been recreational, although cycling for commuting has been gaining interest. This has been stimulated by advocacy from user groups, an increasing number of events that publicise and introduce people to cycling, support from a range of local, state and federal agencies, and higher density developments where a combination of nearby destinations and provision of cycling infrastructure makes cycling a mode of choice.

Results of a survey under a 2004 study indicated that of the 570,000 people visiting the city each weekday and the 320,000 per weekend day, 2 per cent travel by bicycle in both cases – 11,000 and 6,500 respectively. While no definite travel patterns could be identified on the city streets, it was apparent that cyclists are present on every street despite safety issues and high traffic volumes to contend with. There was a predominance of north-south travel, particularly on Swanston, Elizabeth and Queen Streets, and less east-west movement.

The competing demands for CBD road space has impeded the development of a central area bicycle network providing the required level of safety and comfort for bicycles. While streets within the city centre still have no dedicated bicycle space, Swanston Street is obviously the focus for north-south movements, and refuges have been established along Collins Street. Other more cycle-friendly works have been installed along Bourke and Elizabeth Streets, and LaTrobe and William Streets in peak clearways. On-road cycle lanes have been established on many city approach routes.

Incremental network development within the city centre and wider municipality has been supported by high quality off-road dedicated cycle paths along river, bay and rail corridors.

Public transport has traditionally been, and will continue to be, a preferred mode of transport for the city community. Data gathered in recent studies shows that travelling by public transport for work dominates the weekday travel to the city centre, although large numbers of people also travel by public transport for shopping and social activities.

Of the 570,000 people visiting the city each weekday, 58 per cent of all travel is undertaken by public transport. In 1994, private cars accounted for 49 per cent of the work trips to and from the City of Melbourne. By 2001 this had reduced to 42 per cent of work trips, with commensurate increases in train, tram and bus travel shares over this period. Of the 45 per cent of all weekday trips, train travel comprised 31 per cent, tram 12 per cent and bus 2 per cent.

As the majority of public transport trips to the city are taken by train, railway stations are major points of disembarkation and pedestrian activity and more adequate provision on the adjacent streets is still required to cope with the pedestrian pressure, particularly during peak times. Tram travel has been assisted by the establishment of tram ‘superstops’ at key destinations and interchange points, and bus travel will be improved by development of a major bus terminus and interchange at Spencer Street Station.

Council is also supporting and facilitating the rollout of the State Government’s TravelSMART program that measures and influences travel behaviour.

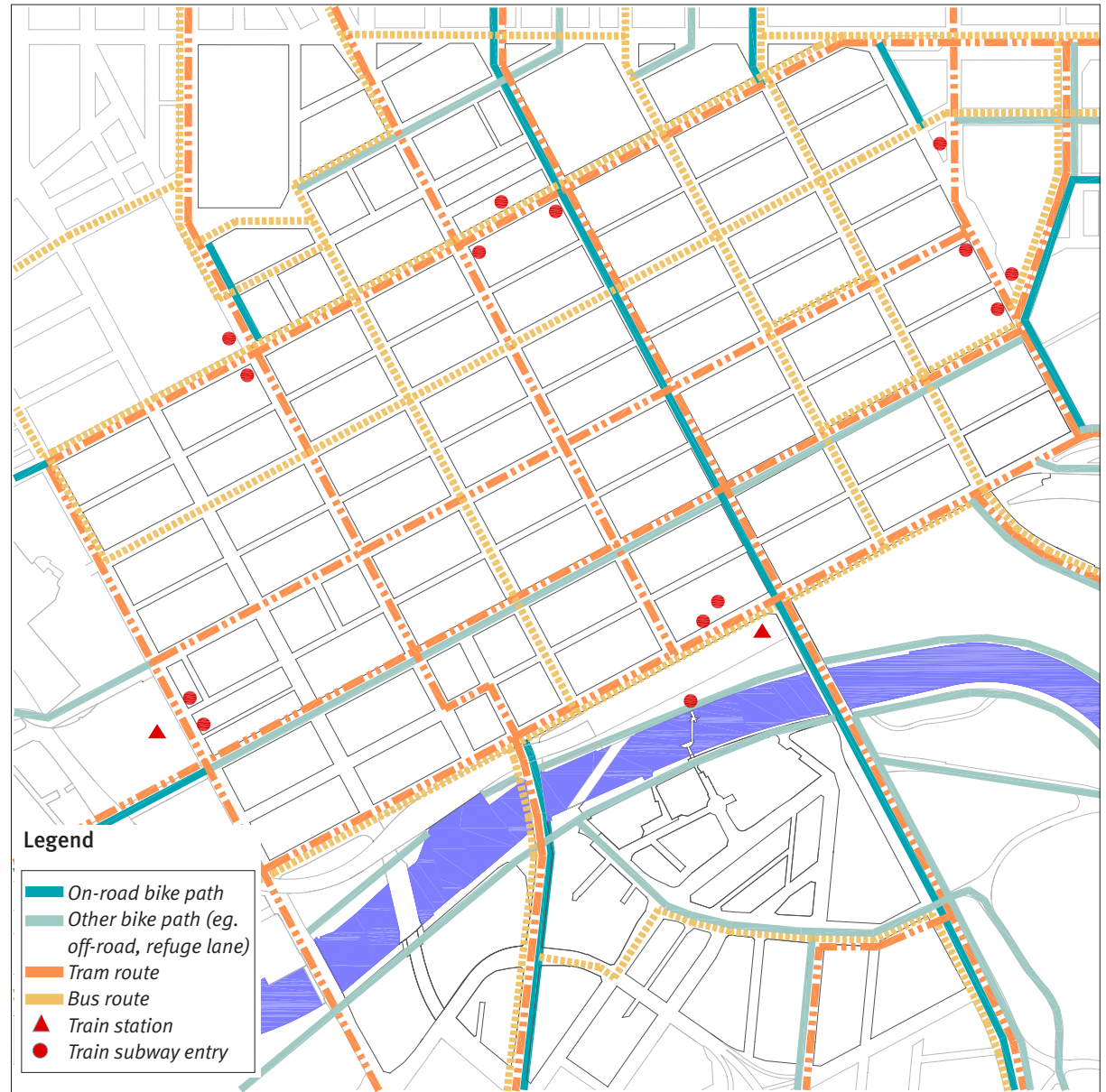


Above and page opposite: Measures such as linemarking for cyclist movement and superstops for tram passengers have been implemented, however there are still many opportunities to further support sustainable transport.

1.11 IMPROVED CYCLE AND PUBLIC TRANSPORT ACCESS



2004



1.12 AN INTEGRATED STREET FURNITURE COLLECTION



Information pillar



Drinking fountain



Self-cleaning public toilet



Newspaper pillar – closed



Newspaper pillar – open

In many respects, the suite of street furniture that has been designed and dispersed throughout the central city has become a 'signature' to its local character. From the sawn bluestone pavements upwards, a consistent, elegant and adaptable palette of public furniture, lighting and micro-scale retail has been established throughout the city.

Incorporation of small scale street vendors such as the newsstand and magazine kiosk, the fruit vending stall and flower stall, all address practical retailing requirements but also stimulate use and street activity levels. Other items such as the news pillar, retractable kerbside cafe canopy and information hub make a strong impact on the personal scale, vitality and colour of the streetscape.

A comprehensive lighting strategy, covering functional and ornamental programs has been developed and is being implemented throughout the city. Notably, pole-mounted dual fittings that cover the pedestrian footpath independently of the road corridor has greatly improved nighttime safety in King Street, and will be adopted in other non-tram streets in the city.

A cafe furniture standard, covering items such as furniture, protective screens, umbrellas, awnings and planter boxes, has also been developed. Its aim is to ensure that materials and finishes are attractive and durable, unobtrusive and complements the culture, character and significance of the street.

Finally, planning controls have introduced compliance with DDA (Disability Discrimination Act) requirements throughout the entire municipal area. Specific initiatives include: pram ramps, braille tiles, disabled parking bays, widened footpaths with clear access to shop frontages, audible traffic signals, tram superstops, ramps for universal access into public buildings, fully accessible toilets, safe city car parks, and an approved mobility centre at Federation Square.

Fruit stall



1.12 AN INTEGRATED STREET FURNITURE COLLECTION

Melbourne's bluestone pavements are an integral part of the heritage of the city and one of the defining elements of its character. Since the early 1980s there has been an extensive program of retention and repair of bluestone surfaces, and upgrading asphalt footpaths to sawn bluestone paving, particularly in the city centre retail core area. Where original bluestone pitchers exist, they are re-laid to improve drainage or to ensure smooth passage for all pedestrians, including people with disabilities, or replaced with sawn bluestone (below). Traffic measures such as road widenings, road closures, medians and roundabouts are, as much as possible, constructed in a manner sympathetic to adjacent bluestone kerb and channels. Sawn bluestone is also the standard material for all new kerbs and gutters, except where equality of access issues, bicycle lanes or vehicle safety issues require an alternative treatment.



2004



1.13 A GREENER CITY

There are approximately 3,000 trees in the central city, making a vital contribution to the health and amenity of its streets and public spaces. Trees increase amenity, trap airborne pollutants, absorb carbon dioxide and provide structure and definition to open spaces, creating a more pedestrian-friendly environment and human scale.

Streetscapes represent the most significant public spaces of the city, and Melbourne's street trees are maintained to the highest possible standards. Council's annual tree planting program establishes an average of 2,000 per year throughout the municipality, with an approximately 30-40 per year in the central city. The majority of 30m wide streets within the CBD have been established with London Planes. These have been selected to form a regular, continuous canopy to reinforce the formal symmetry, regularity and 'grand' landscape scale of these major streets. As new locations are created, greening opportunities are realised wherever possible, including planting in footpaths, centre medians and tree islands.

Due to the multiple demands for space, the places for planting in the narrower streets are more limited. Where space is available in the 'little streets', plazas and lanes, a variety of smaller trees is being planted to provide compatible scale, horticultural diversity and offer a subtle emphasis on local character. Biodiversity is vital to sustainable landscapes, and a range of deciduous and evergreen, exotic and native trees are being planted to ensure a healthy and diverse tree population into the future.



In the five years since planting, the tree canopy outside the City Square has developed into an enclosed pedestrian avenue.

1.13 A GREENER CITY



1987



2004

The well-established Plane Tree canopy along Swanston Street (above) and St Kilda Road (below) contributes greatly to both the daytime and nighttime landscape.



2004



1.14 A REMARKABLE INCREASE IN PUBLIC LIFE

How is the city used in 2004 compared to 1993?

As a final item in this story of Melbourne City's achievements, it only remains to take a closer look at the extent and character of public life in the city compared to the situation recorded in 1993.

This is possible because Melbourne is one of the few cities in the world where accurate data on public life have previously been collected.

The surveys carried out in November 2004 used exactly the same methods, in similar seasonal and weather conditions and at the same locations as in 1993. Given that a number of new public spaces have been added over the intervening period, however, the 2004 study covered a wider range of sites. The public life survey is described in detail in Part 3 of this document. Outlined below are the most interesting findings regarding changes to public life.

A remarkable increase in pedestrian traffic

Pedestrian traffic was recorded on ten sites both during the week and on Saturdays, from 10am to midnight. Nine of the ten streets were also studied in 1993, which gives a solid basis for comparing the situation then and now.

The 2004 survey shows a remarkable increase in the number of people who walk in the city.

On weekdays during the day (10 a.m. to 6 p.m.) an increase of pedestrian traffic by 39 per cent was recorded. Significantly, the number of pedestrians in the evening (6 p.m. to midnight) on weekdays has doubled. In 1993, the pedestrian flows on weekdays were markedly lower than on Saturdays. In 2004, the pedestrian numbers on weekdays – by day or by night – have grown so much as to equal the Saturday figures, while the Saturday figures have increased less than on weekdays, but still grown by a notable 10 per cent.

The most prominent increases are found in Bourke Street Mall, Bourke Street (Swanston to Russell Streets), Swanston Street (south) and at Princes Bridge, while the recordings from Russell Street are almost unchanged. The widened footpaths in Bourke Street (east), the development of Federation Square and upgrading of laneways west of Swanston Street are attributed to this trend. Fears expressed years ago about the viability of Swanston Street Walk have clearly been proved unfounded. In 2004 Swanston Street has more pedestrians per day than Regent Street in London!

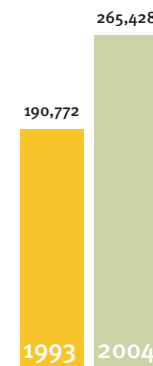
In summary, the increase in pedestrian traffic at all times of the day and week – and not least the doubling of people on the streets by night – are absolutely remarkable. The pattern is logical and consistent, with figures from one street being reflected by similar counts in connecting streets, and collectively forms a resounding picture of a city that is experiencing an impressive increase in public life.

Pedestrian traffic 1993 and 2004 weekdays

Daytime
10am - 6pm

TOTAL 1993: 190,772
TOTAL 2004: 265,428

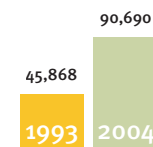
UP 39%



Evening
6pm - 12am

TOTAL 1993: 45,868
TOTAL 2004: 90,690

UP 98%



Pedestrian traffic 1993 and 2004 Saturday

Daytime
10am - 6pm

TOTAL 1993: 194,764
TOTAL 2004: 212,862

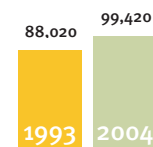
UP 9%



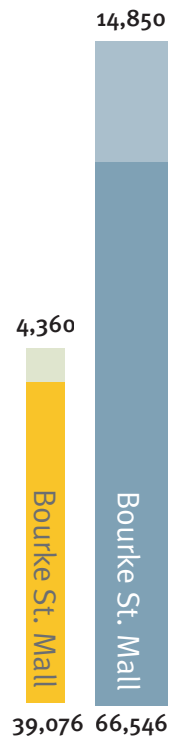
Evening
6pm - 12am

TOTAL 1993: 88,020
TOTAL 2004: 99,420

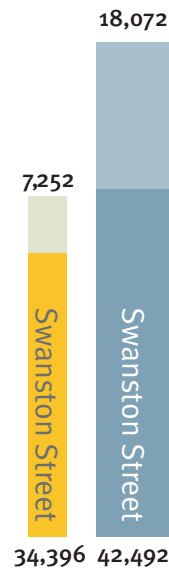
UP 13%



1.14 A REMARKABLE INCREASE IN PUBLIC LIFE



1993-2004
Bourke Street Mall, Melbourne
 From 43,000 to 81,000 pedestrians per day. Evening traffic has trebled and is now almost 20% of total.



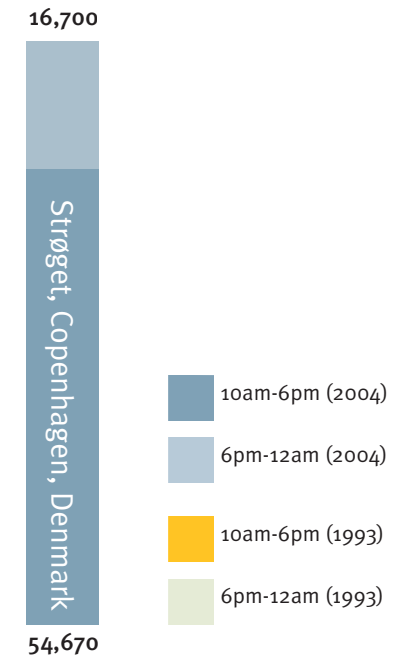
1993-2004
Swanston Street (south), Melbourne
 From 41,500 to 60,500 per day. Evening traffic has increased markedly and is nearly 30% of total.



2002
Rundle Mall, Adelaide
 A very compressed city centre, which works almost like a shopping mall. Many people by day; no-one by night.

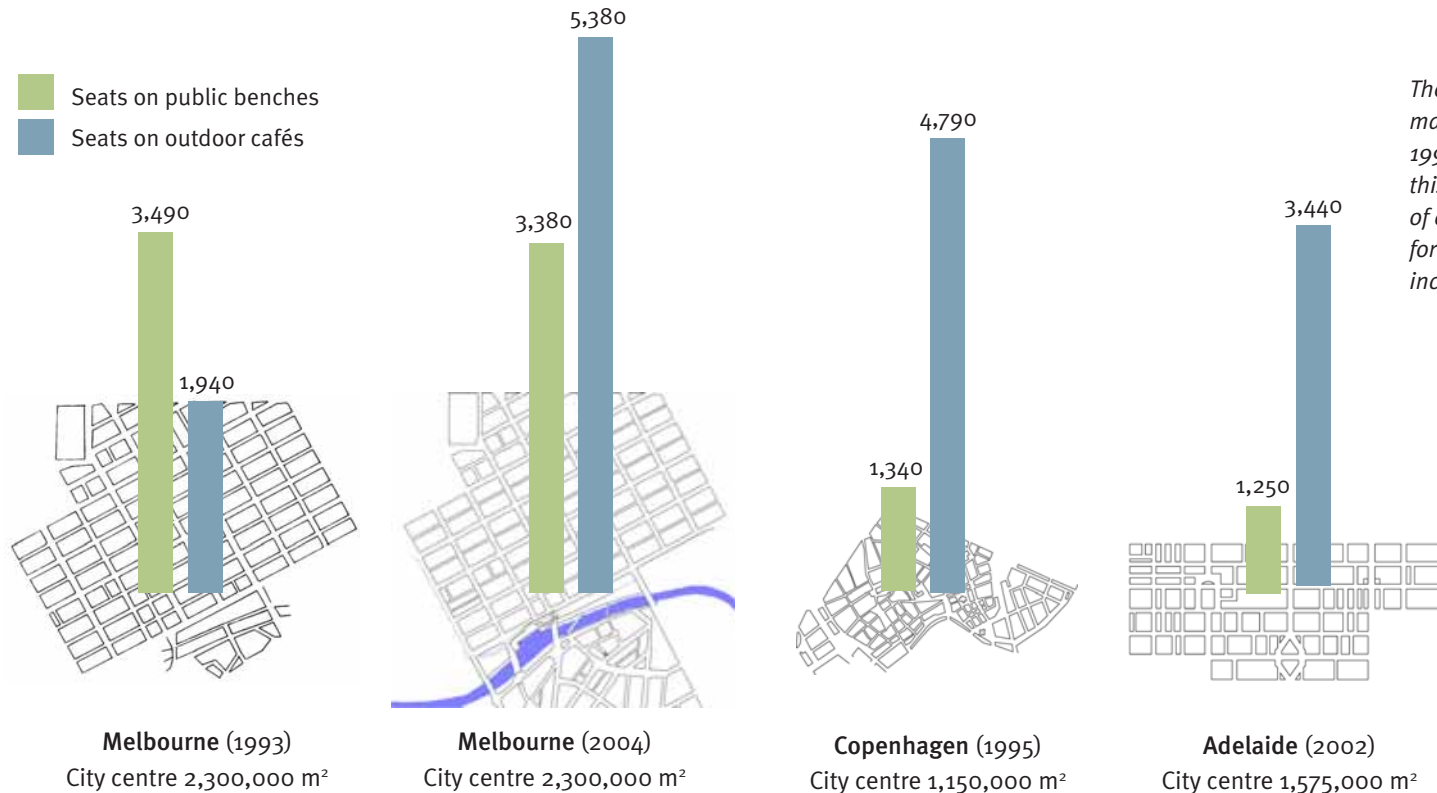


2002
Regent Street, London
 A total of 55,500 pedestrians per day. Less than Swanston Street in Melbourne.



1995
Strøget (Main Street), Copenhagen
 A total of 71,500 pedestrians per day in this narrow street (11 metres). A healthy evening activity level.

1.14 A REMARKABLE INCREASE IN PUBLIC LIFE



The density of public benches and seats in Melbourne is markedly higher than in the other cities shown. Already by 1993 this was the case. 2004 does not show any increase in this category, but shows a remarkable increase in the number of cafe seats. Altogether, Melbourne by 2004 offers seating for a total of 8,760 persons which compared to 1993 is an increase of 62 per cent.

1993-2004
275%

MORE CAFES & RESTAURANTS
ALMOST 4 TIMES MORE OUTDOOR CAFES

1993-2004
177%

MORE CAFE SEATS
ALMOST 3 TIMES MORE CAFE SEATS

An impressive increase in stationary activities

In addition to recording the pedestrian flows, the 2004 public life survey investigated on the city's stationary activities, namely all the activities people engage in when not walking: standing, sitting, watching, leaning, listening, playing and so on. These are often regarded as 'incidental' activities that can truly reflect the value of a place to 'be in' for its own sake, rather than just move through as part of destination-oriented activities.

These activities were recorded in nine areas of which seven were also surveyed in the 1993 study. While stationary counts from these locations appear less significant than the walking figures (i.e. 5-10 per cent more people staying in the survey

areas as an average number of persons at any time between 12 p.m. and 4 p.m.), there is still a clear logic to the overall picture. For example, in 1993 Southbank was among the few places in the city offering places for rest and enjoyment on Melbourne's waterfront. In 2004 Southgate has lower stationary figures than 10 years ago, however there is now a much wider range of attractions along the Yarra River, including Federation Square which has become a huge success with a constantly high number of visitors. Bourke Street (east) has moved ahead greatly with the introduction of many new benches and cafe seats. Here the activity levels have doubled since 1993. In other areas where no additional seats or attractions have been added – such as Bourke Street Mall – the number of stationary activities have more or less remained unchanged.

Quite clearly, where new cafe seats have been introduced, the number of people spending time in the city has increased. While the increase in stationary activities have been relatively minor for those sites surveyed in 1993, new and revitalised public spaces such as the laneways and Federation Square have more than compensated for these.

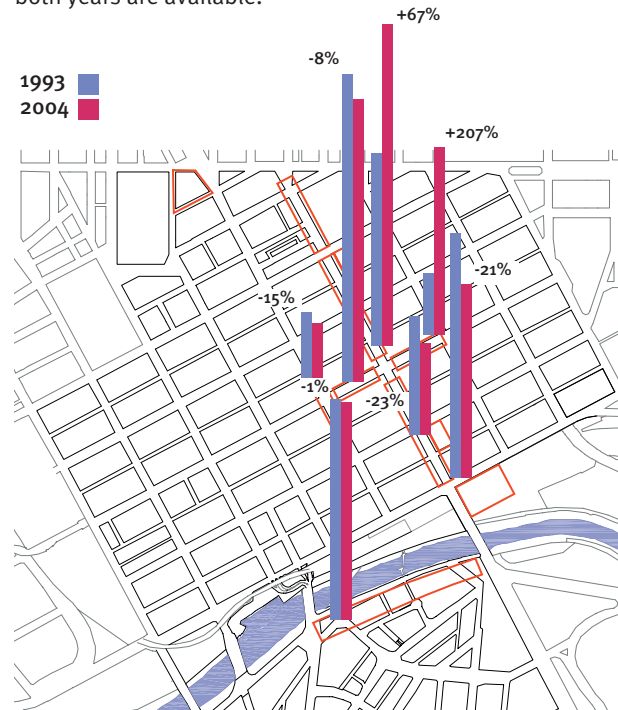
Given that the number of outdoor cafes has increased by 275 per cent in the past decade and the number of cafe seats has trebled, it can be safely assumed that the number of people spending time in the public spaces in Melbourne is between two and three times higher than in 1993. This is again an astonishing development towards a livelier and more attractive city.

1.14 A REMARKABLE INCREASE IN PUBLIC LIFE



Stationary activities on a summer weekday.

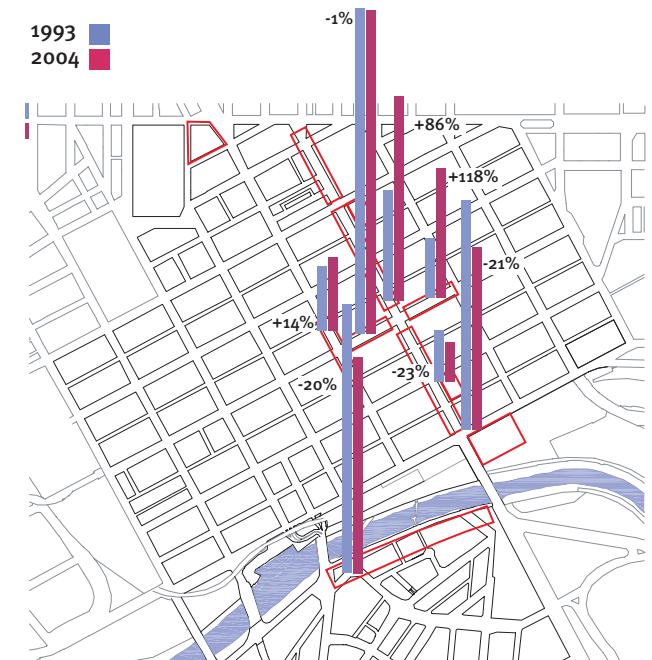
Comparison 1993-2004 in the 7 locations, where data from both years are available.



The average number of people involved in stationary activities between 12 p.m. and 4 p.m. in 1993 and 2004, respectively, is shown on these bar diagrams. While the average increase in stationary activities in the 7 locations shown represents an increase of 11 per cent (weekday) and 5 per cent (Saturday), the overall figure for the city centre as a whole is likely to be much higher. This is based on the fact that, while some of the locations surveyed in 1993 have actually declined in activity, others such as Swanston

Stationary activities on a summer Saturday.

Comparison 1993-2004 in the 7 locations, where data from both years are available.



Street (middle) and Bourke Street (east) have shown strong increases in stationary activities, and the newly surveyed spaces at Swanston Street north and Federation Square have added substantially to these figures. Given that there is also a much greater choice of high quality public spaces and a huge increase in cafe seats throughout the entire city, the total figure for the city centre is likely to be two to three times higher in 2004. (For more details see pages 84-85)



PART 2

RECOMMENDATIONS



2.1 MAJOR CHALLENGES

Melbourne over the next ten years will continue to enjoy all the benefits of its population growth, economic stability and high levels of environmental amenity. Rather than any fundamental changes in direction, it is expected that a consolidation, expansion and refinement of the past decade's achievements will take place.

The desire to encourage the street as a place to sit, eat and drink, and watch the passing flow of people has manifested in a range of fixed infrastructure with permanent physical claims on the edges of many retail streets. In terms of balance, it may be that the proliferation of kerbside cafes has had a mixed result: while they create a vibrant, active street edge where previously none existed, they provide most of the stationary activity and reduce the freely available public zone alongside. A socially active and economically viable streetscape support a natural ebb and flow between public and private activity, but it must not privilege private use at the expense of public rights. Similarly, while the city's laneways provide greater animation and social participation via new active edges, it is important to offer places available to sit without consuming, that are well lit and accessible to all.

A city-wide program is well underway to expand and upgrade the cycle network, including both on- and off-road paths. A key obstacle to increasing cyclist safety is a lack of motorist awareness, and improving communication through driver education programs, public appeal and building partnerships will be just as critical as introducing new features such as different on-road alignments, better integration with public transport, and providing additional facilities, routes and services.

Expansion of commercial activities and construction of high-rise apartments has reinforced Southbank's riverfront as one of Melbourne's most vibrant public places, however substantial remnants of the low-rise, low-intensity land uses that once characterised the area still exist behind the waterfront zone. This highlights the differences between the role of the river's edge as a regional entertainment destination, and the qualities of a centre needed to support Southbank as a local city district. The joint aim of the State Government and City of Melbourne for Southbank is for it to become a 'mixed use, inner city district featuring a strong presence of the arts ... entertainment and recreational facilities concentrated along the Yarra and St Kilda Road, some commercial activity and a significant residential populations ... an everyday experience of visual and social variety resulting from co-existing and interacting uses.'⁵ However, recent development falls short of these aspirations, and numerous issues need to be addressed including open space provision and links, clarifying the street hierarchy, and improving the street environment for the local residential and working populations.

Because of the former industrial nature of Docklands and the remaining active port facilities and railways surrounding it, its connections to surrounding areas are poorly developed and opportunities for new routes are constrained. With Victoria Harbour as its focus, this offers a highly valued recreational resource. The development of small-scale links are just as important to the overall network as major ones, and linear spaces will act as recreational assets in their own right (ie. as journeys not just connectors of destinations). More detailed directions and action plans are required to link open space in Docklands with open spaces, facilities and services elsewhere within the Melbourne municipality that are convenient and safe, 24 hours a day, and accessible by foot, bicycle and public transport.

⁵Draft Southbank Structure Plan: 14

2.2 EXPAND THE PEDESTRIAN NETWORK

Although generous improvements have expanded the walking environment of the city during the past 10 years, further work can still be undertaken to reinforce the pedestrian network and encourage greater and more varied levels of street activity.

- Expand the number of universally accessible, designated pedestrian-oriented routes along local, district and arterial roads.
- Classify streets according to their hierarchy – for example, the wider streets with greater regularity, and narrower with greater idiosyncrasy and informality reflective of city precinct character.
- Ensure high quality, transparent facades and high standards for paving, street furniture and lighting, along primary walking routes.
- Ensure that arcades, laneways and other semi-public thoroughfares have longer opening hours and increased lighting for amenity and safety.
- Redevelop freeway undercrofts and railway viaducts to support public recreation and pedestrian and cycle access.
- Recover public spaces from road reserves, develop them to a high standard of detail, protect from overshadowing, and encourage active frontages in adjacent properties where possible. Convert where possible centre-of-road parking into safer, more attractive medians.
- Continue to implement footpath widenings in conjunction with bluestone paving throughout the city. Priority should be directed towards Elizabeth Street, Collins Street and key areas of the city's west end.

- Increase the number and range of respite areas in the city. Increase the number of public seats throughout the city, particularly in the west end and at the east end of Bourke Street.
- Develop an integrated signage system to supplement inbuilt aids to way-finding. Improve directional, informational and interpretative signage in the city and introduce electronic (touch-screen) information hubs.
- Extend lunchtime street closures in the retail heart, maintaining access to car parks where necessary (especially Lt Bourke Street and more of Lt Collins Street and Flinders Lane).

Continuous movement, free from impediments, along city pavements are important for providing places for everyone.



This small laneway at Queen Vic Market (above) shows how others that provide more than just a thoroughway function (top) can be brought to life with some active frontage and more 'animated' building facades.

2.2 IMPROVE THE PEDESTRIAN NETWORK

Site-specific recommendations include:

- Develop better connections between the Arts Centre Plaza/St Kilda Road and Sturt Street/City Road. Improve the Concert Hall and Princes Bridge undercroft spaces.
- Extend improvements along Yarra north bank for access, safety and recreational amenity. Upgrade Banana Alley, the railway viaducts and Batman Park.
- Redevelop the triangular space at the intersection of Swanston and Victoria Streets, incorporating the historic tram control box. Close Franklin Street to through-traffic between Swanston and Victoria Streets to form a link from RMIT/Bowen Street to the City Baths and redeveloped plaza.
- Create additional active zones adjoining or in close proximity to Bourke Street to reinforce its role as the city's premier east-west pedestrian spine.
- Extend footpaths in Swanston Street outside the City Square and State Library forecourt to the edge of the tram lines to form new tram stops.
- Install pedestrian signals at the intersections of the little streets with Spencer and Spring Streets where they are currently missing to alleviate difficult and dangerous crossing conditions.
- Develop plans and implementation programs for the 'city gateway' at Flemington Road/Royal Parade/Elizabeth & Peel Streets intersection (Haymarket roundabout) and the Domain interchange (Albert Square).



The QV development offers several new retail lanes leading to a central plaza, providing through-block access where previously none existed.

2.3 REINFORCE AND IMPROVE THE CYCLE NETWORK



Examples of cycle traffic management from Copenhagen

The low environmental impact and space efficiency of cycling makes it an ideal mode to provide alternative transport to motor vehicle use while preserving local amenity. Melbourne has excellent potential for being a 'first class' cycling city. To date, Council has worked hard to maximise bicycle provision while maintaining existing road capacity and, in so doing, has progressed cycling provision to the point of maximum use of this 'spare' resource. The most beneficial action for cyclist safety is to reduce traffic volumes. What is now needed is reallocation of some of the road capacity to cycle priority.

- Provide dedicated on-street bicycle lanes or wide kerbside lanes along all arterial roads to expand the Principal Bicycle Network.
- On other wider routes throughout the city, including the 30m wide city streets, make provision for safe on-road cycle movement, including coloured line-markings (continuous or frequent interval), advanced start lines and storage boxes at signalised intersections.
- Where possible, especially along boulevards and other major entry routes to the city, place cycle lanes between the footpath and on-street parking (Copenhagen model, at left top) or introduce cycle lanes on a raised level separate from the road.
- Integrate cycle transport with public transport. Supply cycle parking facilities at transport termini or popular interchanges, and cycle carrying facilities (internal or externally mounted).
- Create continuous, fully accessible public walkways and cycle paths along the rivers, integrated with the city-wide network of open space corridors, including the Metropolitan Trail Network. Connect the inner city network with suburban cycle routes (above right).
- Ensure that cycle provision meets all relevant standards or local requirements for pavement surfaces, gradients and curves, lighting, security, signage and bicycle parking.
- Provide more end-of-trip facilities and secure bike parking in key locations including public transport interchanges, academic institutions and sporting/cultural venues.



- Develop and implement community education and traffic behaviour campaigns to increase reciprocal awareness between cyclists and other road users.
- Introduce planning policy to ensure that all new buildings or extended floorspace incorporate trip end facilities.
- Encourage private commercial off-street car parks to increase cycle parking provision.
- Introduce cycle lanterns at intersections (example at left, bottom).
- Resolve difficult points or gaps in the network and provide realistic alternatives as part of an ongoing, annual implementation program.
- Introduce Sunday cycle-ways onto a network of streets that are usually used only intermittently on Sundays, and re-divert traffic accordingly.
- Implement the Northbank Promenade for universal access, popular use and safety. Widen sections of the path and improve below-bridge access to offer a preferred route to Southbank Promenade as part of the Capital City Trail.

2.4 DEVELOP BETTER LINKS TO PUBLIC TRANSPORT

The benefits of increased city visitation and patronage of city services and facilities by public transport is significant, especially as much of the infrastructure places little demand upon the road network and city approach routes. Within the local traffic network, streets need to be designed and managed to achieve a better balance between requirements for essential vehicular access, and encouraging a dramatic increase in the proportion of trips using sustainable transport. Coordination between public transport, walking and cycling removes countless vehicles from the city's streets, enabling the development of attractive people-friendly spaces.

- Increase bus and tram priority on important routes into and out of the central city, including increased peak, evening and weekend services.
- Develop active frontages adjoining tram or bus stops to provide passive surveillance.
- Provide additional functions and amenities at transit stops including weather protection, real-time information screens, etc.
- Improve the quality of pedestrian/tram interchanges within streets, ensuring the safety of both boarding and alighting passengers, people with disabilities, and pedestrian passers-by.
- Develop active frontages adjoining tram or bus stops to provide passive surveillance.
- Support the State Government's 'Tram Priority' program and ongoing improvements to tram services and infrastructure.
- Coordinate with bus companies to identify route improvements and improve access to the central city, including bus priority along certain routes and at key intersections.



- Improve water-based public transport on the Yarra, linking to services on Victoria Harbour and the Maribyrnong River and providing supporting riverside facilities including wharves, ferry docks and water taxi stops.
- Plan for further public transport extension into the Fishermans Bend area.

The recent installation of tram 'superstops' provides safer and more comfortable, fully accessible access for passengers, and includes touchscreens and real time travel information.

2.5 UPGRADE STREETS ABUTTING MAJOR TRANSPORT AND RETAIL CORRIDORS



While the requirements for through-traffic in the city are clearly understood, there are still opportunities to upgrade Elizabeth, Spencer and Flinders Streets.

Elizabeth Street

Elizabeth Street has for many decades been overshadowed by Swanston Street. The opportunity is long overdue to realise the potential of Elizabeth to complement the north-south retail spine and expand the heart of the city.

- Link Queen Victoria Market to the city's concentrated and vibrant retail heart by a higher quality pedestrian route and areas of greater shopper interest.
- Strengthen Elizabeth Street's role within the network of pedestrian-friendly 'main streets' of the city.
- Improve the standards of retail and commercial mix along Elizabeth Street (and Swanston Street).
- Reduce the impact of kerbside parking via street tree planting and widened footpaths.
- Introduce cycle lanes in both directions.
- Create standards for ground floor retail frontages and encourage openings and activities at above ground levels.



Spencer Street

With the expansion of Docklands to the west, Spencer Street is now positioned to take on a new role as the integrating spine between Docklands and the CBD. Transforming Spencer Street into an attractive and pedestrian-friendly city street will be one of the most important ways to integrate Docklands with the CBD.

- Develop a framework, with initiatives and priorities, for the incremental improvement of Spencer Street to achieve similar status to Swanston Street as the major north-south spine in the city's west end.
- Improve pedestrian connections from all directions to the new Southern Cross Station at Spencer Street.



Flinders Street

The proposed removal of the King Street overpass opens up opportunities for creating a strong interface between Flinders Street and the Yarra River that has previously been unavailable.

- Incorporate the railway viaducts and develop commercial frontages onto both Flinders Street and Batman Park.
- Reinforce the links, physically and visually, to Flinders Street Station.
- Provide incentives to reactivate the commercial tenancies along Banana Alley, with high quality active frontages to Flinders Street and reconstructing the promenade and ramps to the wharf along the river.

In all streets, introduce high quality lighting, strengthen tree planting, widen footpaths where possible and pave with bluestone, upgrade the amenity and functions of tram stops, improve pedestrian crossings, and implement standards for street furnishings and signage.

2.6 LINK SOUTHBANK WITH THE CITY



Southbank is full of opportunities for revitalising blank facades and upgrading street environments (above) to create precincts with appealing or active edges (right).



Although Southbank Promenade forms the southern edge of the Yarra and defines the south boundary of the city centre, little of its liveliness, animation and commercial activity transfers to the 'hinterland' of Southbank. The aim for Southbank as a whole is for a 'downtown' residential, cultural and service business precinct, including consolidation of the residential precinct south of City Link.

- Improve the visual and social connection between the waterfront public spaces and the streets, buildings, walking routes and other public spaces of Southbank.
- Continue to strengthen Southbank's metropolitan significance as a major visitor destination, and its local significance as a high-density residential environment (ie. balanced and mutually supportive)
- Develop a new local centre to support the expanding population of Southbank.
- Employ measures including widened footpaths, more frequent crossings of busy roads, wider and landscaped medians, and reduced vehicular speeds and car park structures, to decrease Southbank's focus as a car-accessed enclave.

- Reinforce and upgrade Sturt Street-St Kilda Rd, Moray-Queensbridge Streets, Clarendon-Spencer Streets as priority movement routes for universal access.
- Reinstate bicycle access (without demounting) along Southbank Promenade as part of the Capital City Trail.
- Develop Dodds and Grant Streets as priority pedestrian routes within Southbank in addition to Sturt Street.
- Clarify the street hierarchy and provide edge activities to link walking routes with opportunities for new public spaces.
- Protect the urban residential environment from the detrimental impact of high-rise buildings (including wind conditions, overshadowing and obstructing glimpsed views of the city).
- Resolve and implement a plan for integrating the City Link intersection that currently (combined with other physical and psychological barriers) creates barriers within the community and between services, facilities and open spaces.
- Provide appropriate measures for universal access along South Wharf.



The traffic management system and pedestrian access network at Southbank need to be re-designed to reduce the barriers and discontinuity between the Arts precinct, riverfront and central city.

2.7 LINK DOCKLANDS WITH THE CITY



Melbourne Docklands has added thousands of square metres of land area and water frontage to the fabric of the inner city. Where the initial impetus for development was largely residential, an integrated, mixed-use community is becoming well established.

- Identify the main open space links to the city and to the water, and strengthen these physically and visually.
- Redevelop existing sites to maintain the heritage values of the area and possibly allow lower rent paying businesses to move in.
- Expand the range of active water-based activities.
- Introduce a ferry service to link with the Yarra River and Port Phillip Bay systems.
- Actively develop the three key themes for the 'blue park': the working waterfront, integrated transport, and a recreational focus combining land- and water-based activities.

- Support and promote the proposal to construct a footbridge linking the north and south banks of the Yarra to the west (between the MEC precinct/South Wharf and public open space at North Wharf) to integrate the exhibition, tourism and convention facilities on both sides of the river, as well as to form part of a regional link from South Melbourne to Docklands.
- Provide a pedestrian link aligned with Lonsdale Street and meeting the concourse level at Docklands Stadium.
- Improve the amenity and accessibility for pedestrians at the intersection of Flinders Street and Wurundjeri Way.



New bridges have been constructed to extend the city's main east-west streets to Docklands (above) and to provide north-south pedestrian access across the Yarra River (above left).

2.8 CONTROL BUILDING HEIGHTS AND FORM

Height controls have in the past, and continue to be, applied to certain areas within Melbourne. A 40 metre height limit prevails throughout the retail core to reinforce human scale and the fine grain of buildings and blocks. Other areas of the city, however, suffer from adverse environmental impacts of high rise development at ground level. Development should contribute to, rather than detract from, the quality of the public environment and be respectful of neighbouring development and land uses.

- Maximise opportunities to introduce low to medium rise buildings to reinforce city centre density, increase diversity of uses, reduce wind tunnel effects and increase sunlight at street level.
- Identify main view lines to be maintained in perpetuity without being obstructed by tall buildings.
- Extend the City's policy on sunlight to public spaces to include protection from overshadowing of more spaces, including Southbank Boulevard, Southbank Arts precinct (VCA/ACCA/Malthouse) and Birrarung Marr.
- Ensure that buildings give streets and public spaces an appropriate three-dimensional form, including continuous street walls and architectural character that visually reinforces the street hierarchy.
- Continue to recycle and adapt older building stock to new uses, including underutilised spaces at above-ground level, attention to rooftops, and preserving and upgrading facades.



The 40 metre height limit over the retail core area is clearly apparent in the city's physical form, centred on Swanston Street.



Medium-rise developments such as Melbourne Terrace apartments protect streetscape amenity while enabling high quality, compact floor plans for inner city living.

2.9 MODERATE COMMERCIAL ADVERTISING IN THE CITY



Signs are a fact of life in the city. Signage that contributes to the vibrancy of the public environment and the city's identity is highly valued. However people should be able to enjoy their city without being bombarded with commercials, excessive promotional material and gimmicks. It is acknowledged that branding and marketing have brought some degree of vitality to the city's streetscapes and support the commercial sector and local economies. However it must not be employed in a way that opportunistically 'appropriates' the city, or at the expense of a visually cohesive urban environment.

- Review regulatory frameworks for reducing aggressive advertising and 'visual noise' including, but not limited to:
 - prevent physical intrusions into public space, eg. display of goods on footpaths, or bus/tram shelter advertising that blocks an undue proportion of the footpath width
 - prevent salesmen from using microphones and/or obstructing the walking rhythm on the footpath
 - avoid loud music spilling from shops into public spaces.



- Harness advertising media in a way that allows vitality and vibrancy to be maintained but aggressive intrusions prevented.
- Reduce over-extensive advertisements, large-scale commercials mounted on buildings, rolling advertising boards and flashing signs, the cumulative effect of which adds confusion to the streetscape.
- In line with overseas cities, introduce protocols for reducing the impact of moving commercials on trams to preserve their important role as part of Melbourne's cultural identity.
- Reduce the extent of commercial advertising on tram and bus shelters.
- Ensure that commercial and shop signage is scaled to fit the pedestrian environment into which it is placed.



This page: Current examples of commercial advertising proliferating throughout the city on trams and buses, public transport shelters and draped on building facades.

2.10 EXTEND CITY IMPROVEMENTS TO ADJACENT NEIGHBOURHOODS

The achievements in improving urban spaces within the central city can be adopted and adapted to the adjacent inner city neighbourhoods. The combined effect will be to strengthen Melbourne's capital city role, to support links in pedestrian, cycle and public transport networks, and to reinforce the local character of individual areas.

- Develop neighbourhood hubs where a combination of facilities, service retail and public spaces will help to support community interaction.
- Identify the unique or defining characteristics in each area to be preserved and enhanced.
- Ensure that standards for paving, lighting, furniture, planting, signage parking, traffic management, etc, are maintained across local boundaries.
- Develop an appropriate balance between commercial activity in public places, and the invitation or ability for people to linger without obligation to spend.
- Engage in consultation that focuses on local area or neighbourhood issues, priorities and community outcomes.
- Develop an open space network and accessible links that will orientate people to neighbouring areas, creating a sense of connection in physical as well as social terms.
- Redevelop underutilised street spaces and redundant pieces of public reserve to create pocket parks for local amenity.
- Support and promote the long-term redevelopment of the air space above the Jolimont rail lines from Federation Square east and south-east to the Sports and Entertainment precinct and Richmond Station.
- Establish a city-wide program for undergrounding powerlines.



Examples of inner city neighbourhoods where improvements to the scale, built form and streetscape of the central city have capitalised on existing fabric (top) or are emerging (above).



The redevelopment of previously industrial lands such as at Docklands (top) and the Jolimont rail yards (above) have already established, and will continue to play, an important role in expanding the city centre to neighbouring local areas.

2.11 BUILD A SUSTAINABLE CITY

Most literature on modern cities focuses on encouraging the urban setting to minimise its impact on the environment in order to create places that endure. Melbourne is ideally placed to demonstrate its commitment to becoming a sustainable city consisting of interconnected communities and integrated, biologically diverse open spaces, and in so doing will increase its capacity to meet its lifelong needs.

- Support and strengthen the city's 'people climate', ensuring that residents, workers and visitors are offered abundant high-quality amenities and experiences that meet their 'quality of life' demands.
- Design spaces to be receptive to contributions from a wide range of social and cultural groups, inviting participation in the city's rich urban life and celebrating its unusual blend of cohesion and diversity.
- Establish environments that encourage children and young people to participate in family, community and social life, to join in activity programs, and to enjoy green spaces in ways that will help to ensure an ongoing engagement with the city.
- Increase diversity in planting throughout the city, using native or indigenous species wherever possible to reduce water use and introduce habitat that supports natural systems.
- Develop planning frameworks that require Water Sensitive Urban Design to be built into the design of all public places and spaces.
- Implement a long-term strategy for managing Melbourne's boulevards and major roads, including sustainable management of trees and increased provision and safety for cyclists, pedestrians and public transport users.



Planning for the next decade and the future city includes nurturing the young as the citizens of tomorrow, creating long-term robust landscapes, and providing realistic alternatives to a cityscape dominated by motor vehicles.





PART 3

PUBLIC LIFE DATA



3.1 PUBLIC LIFE STUDIES - METHODOLOGY



3.1 PUBLIC LIFE STUDIES - METHODOLOGY

STREETS AND SQUARES SURVEYED

Pedestrian Traffic Survey

- 1 Bourke Street Mall
- 2 Bourke Street east
- 3 Swanston Street south
- 4 Swanston Street middle
- 5 Swanston Street north
- 6 Collins Street
- 7 Elizabeth Street
- 8 Russell Street
- 9 Little Bourke Street
- 10 Princes Bridge

Stationary Activity Survey

- a Bourke Street Mall
- b Bourke Street east
- c Swanston Street south
- d Swanston Street middle
- e Swanston Street north
- f Elizabeth Street
- g City Square
- h Federation Square
- i QVM (Queen Victoria Market)
- j Southgate



Pedestrian counts and observations

The purpose of this part of the study was to examine how urban spaces are used. It provides information on where people walk and stay either as part of their daily activities or for recreational purposes. This can form the basis for future decisions on which streets and routes to improve to make them easy and pleasant places to visit, not just act as traffic conduits.

This part of the study also provides information on how many and where people sit, stand or carry out other stationary activities in the city. These stationary activities act as a good indicator of the quality of the urban spaces. A large number of pedestrians walking in the city does not necessarily indicate a high level of quality. However a high number of people choosing to spend time in the city indicates a lively city of strong urban quality.

How the data was collected

- counting pedestrians
- surveys of stationary activities (behavioural mapping)

Method

The method for collecting this information has been developed by GEHL Architects and used in previous studies in Perth, London, Riga, Stockholm, Oslo, Adelaide, Wellington, Copenhagen and Edinburgh, as well as in Melbourne in 1993.

This second study of Melbourne has been undertaken using exactly the same methods as in 1993, including similar weather conditions and the same survey locations.

- Pedestrian counts were carried out in the selected streets for 10 minutes every hour between 10 a.m. and 12 p.m. Count results were later extrapolated to produce an hourly estimate.
- Stationary activities were mapped for the remainder of each hour on all sites surveyed in 1993, with the addition of Federation Square and Southgate Promenade extension.
- The surveys took place on summer days with fine, sunny weather in November 2004.
- The data was collected on weekdays (Thursday) and Saturdays.

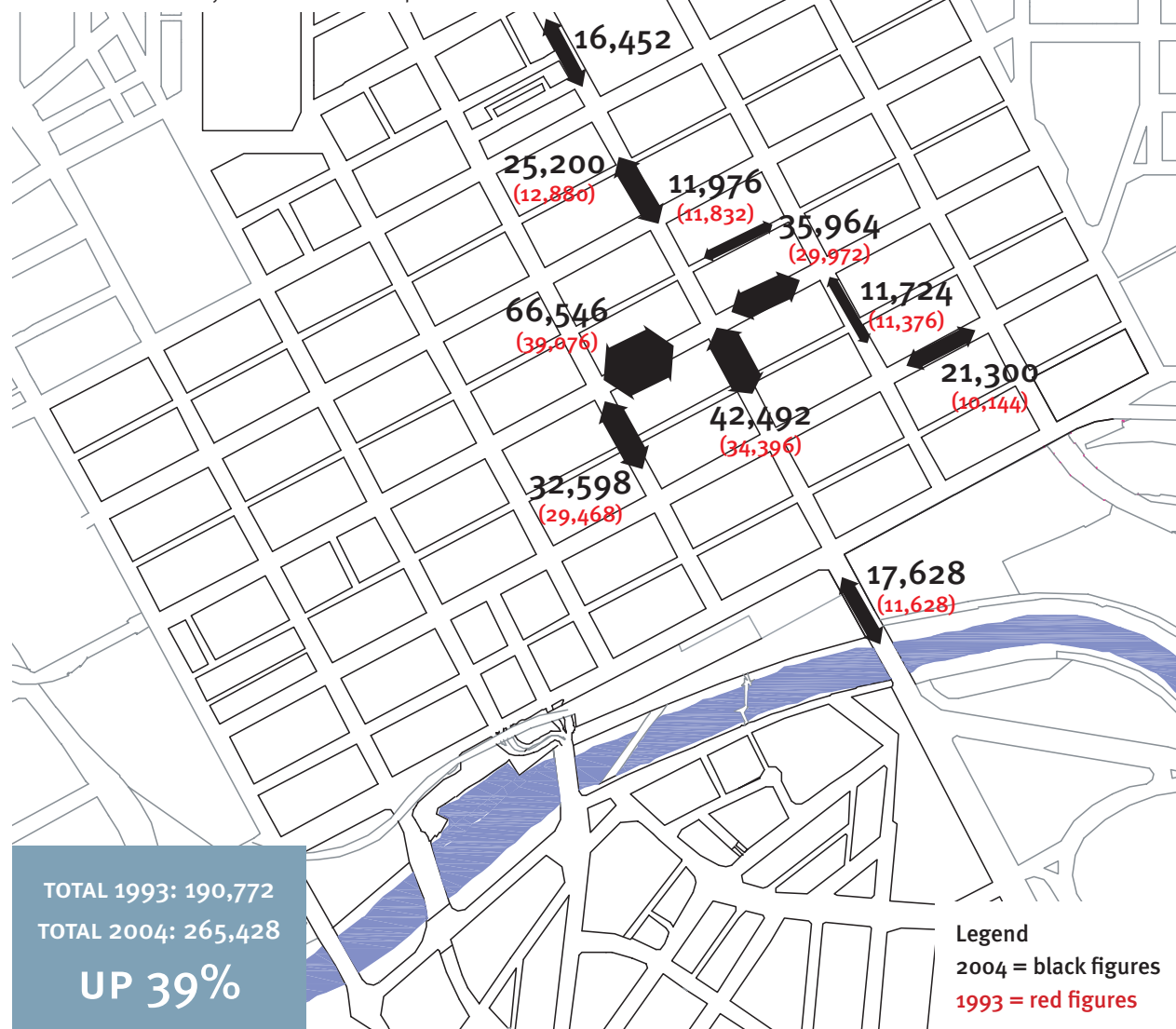
The Melbourne study thus serves a double purpose: firstly, to record how public life has developed in the period 1993-2004; and secondly, to obtain accurate information on how Melbourne's city centre is currently being used for the purpose of future planning.

3.2 PEDESTRIAN TRAFFIC - SUMMARY

Pedestrian traffic on a summer weekday

Daytime 10 am to 6 pm

Recorded on Thursdays in November 2004



Pedestrian traffic on summer weekdays (Map to left)

This map highlights the area around Bourke Street Mall as the most active in the city. Nearly all streets carry more pedestrians than 10 years ago. Altogether the increase in daytime pedestrian traffic amounts to an amazing 39 per cent increase since 1993.

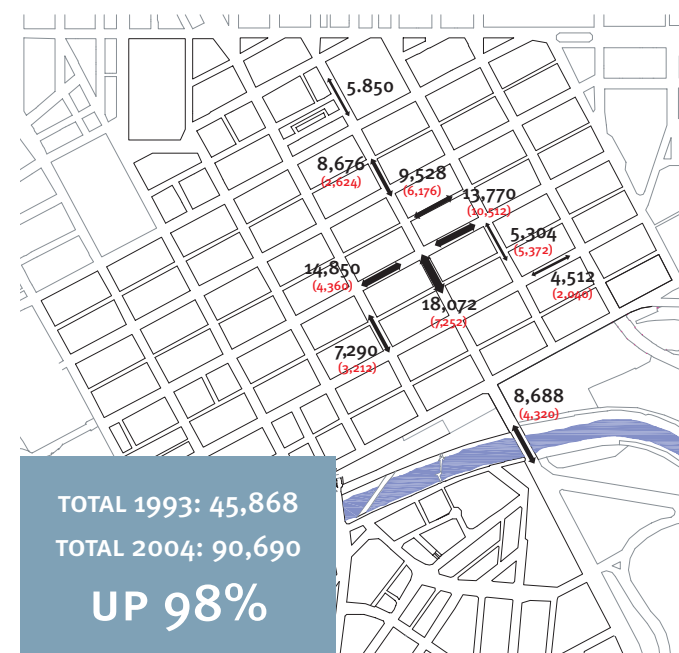
Pedestrian traffic on summer weekday evenings (Map below)

This map shows total pedestrian traffic from 6 pm to 12 am. Some 30 per cent of the total daily pedestrian traffic occurs in the evening. The number of people walking in the evenings has doubled since 1993.

Pedestrian traffic on a summer weekday

Evening 6 pm to 12 am

Recorded on Thursdays in November 2004

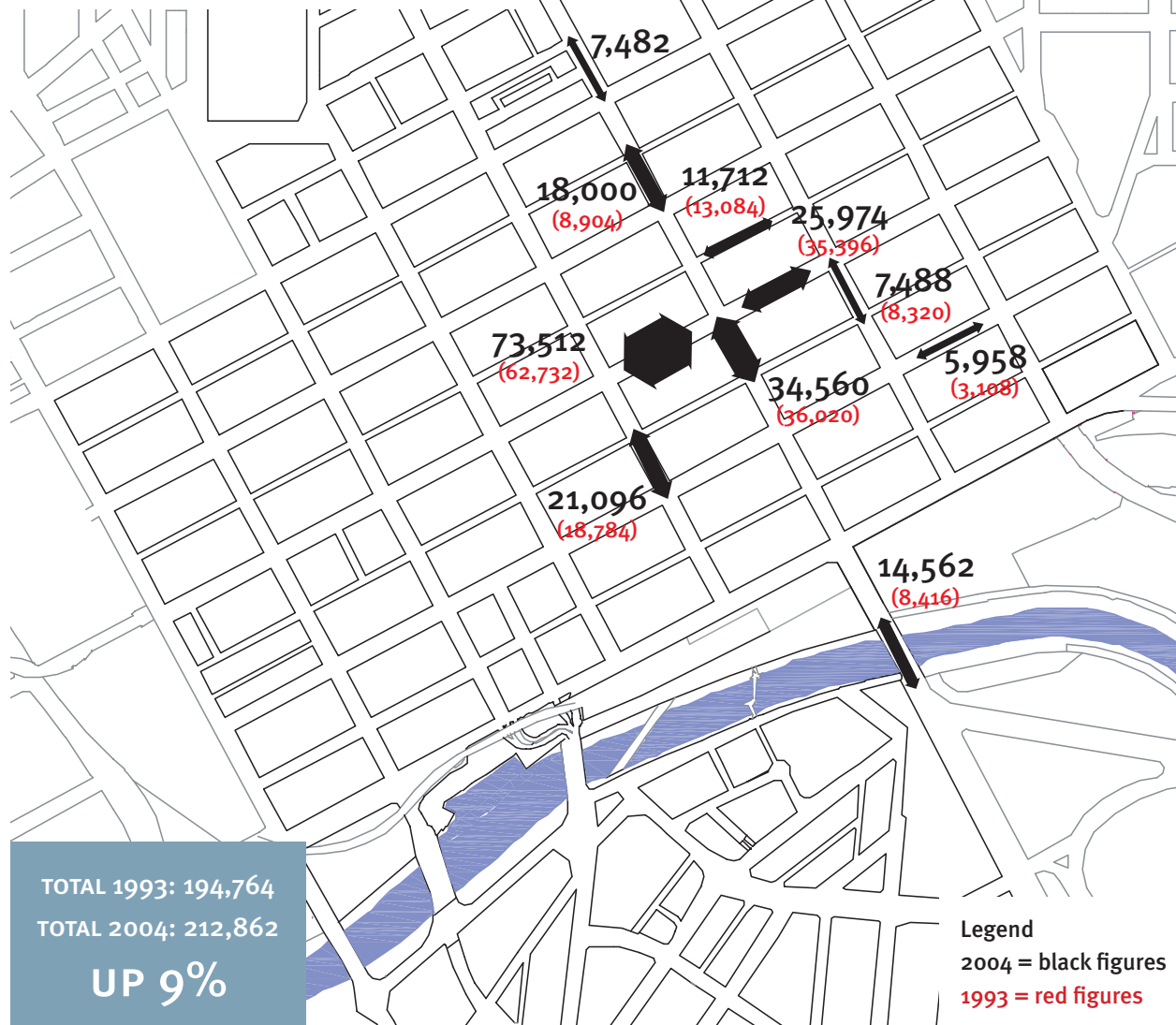


3.2 PEDESTRIAN TRAFFIC - SUMMARY

Pedestrian traffic on a summer Saturday

Daytime 10 am to 6 pm

Recorded on Saturdays in November 2004



Pedestrian traffic on summer Saturdays (Map to left)

The Saturday patterns are generally similar to those found for the weekday, with the exception of Bourke Street Mall where there are more people, and Swanston Street and Bourke Street (east) where there are fewer pedestrians than during the week. There has been a 10 per cent increase in the number of pedestrians on Saturdays since 1993.

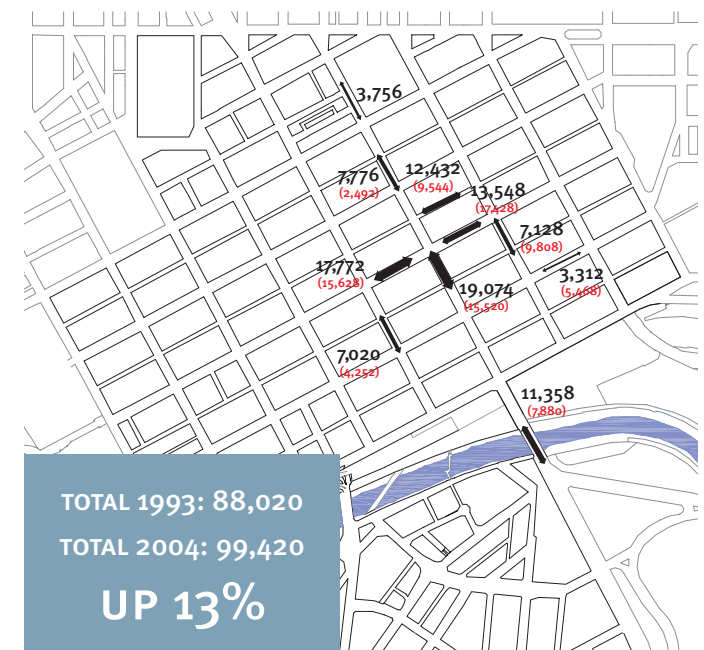
Pedestrian traffic on summer Saturday evenings (Map below)

Compared to the weekday pattern, Saturday evening pedestrian flows are nearly twice as high while daytime pedestrian traffic has only changed slightly over the last decade.

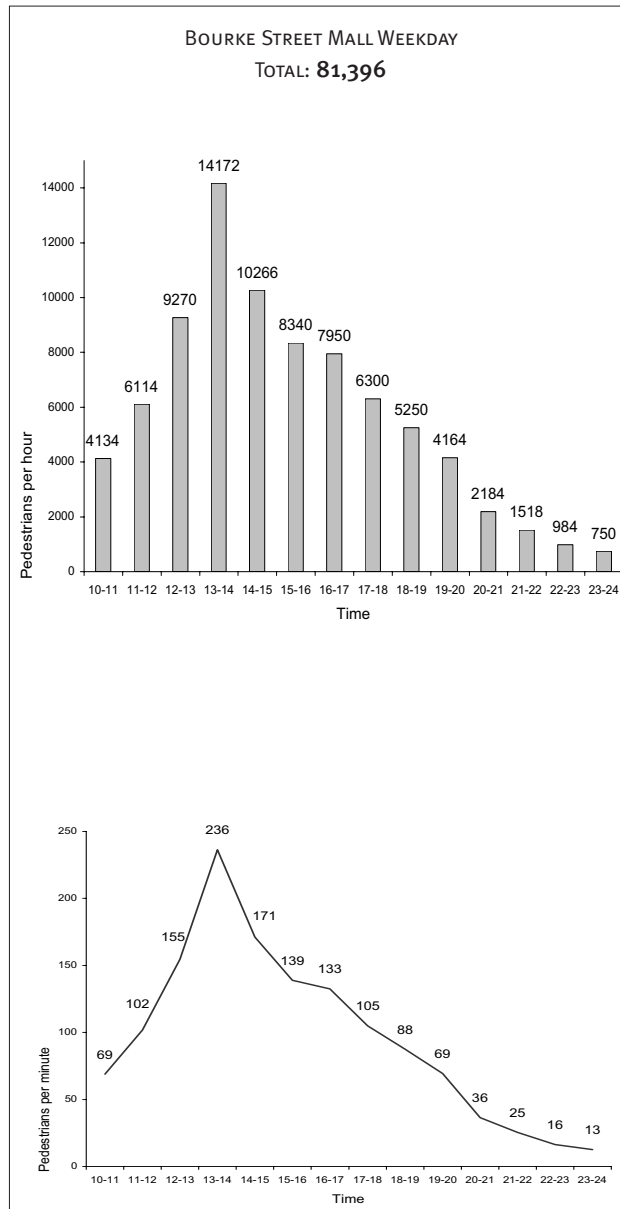
Pedestrian traffic on a summer Saturday

Evening 6 pm to 12 am

Recorded on Saturdays in November 2004



3.2 PEDESTRIAN TRAFFIC - BOURKE STREET MALL



Counts:

Weekdays: 25/11- 2/12 2004 : 10am-12 midnight

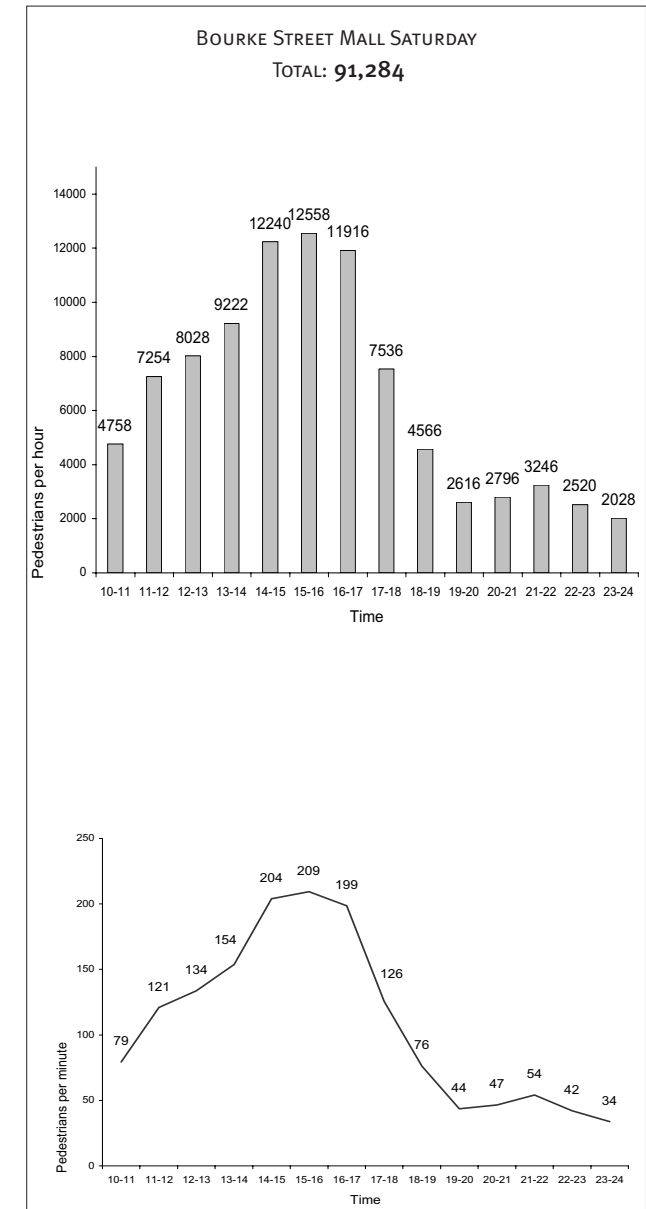
Saturday: 27/11/2004 : 10am-12 midnight

Weather: Fine at all times

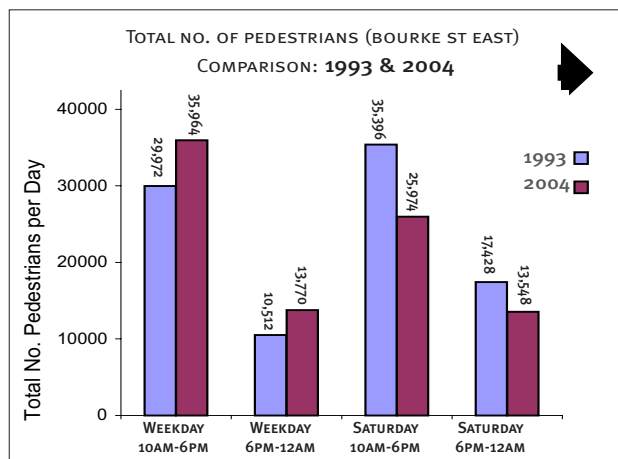
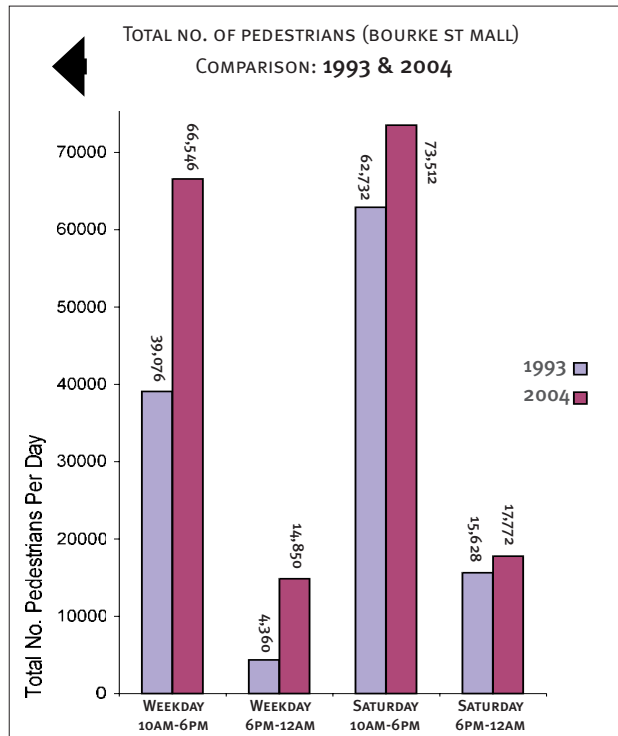
On summer weekdays, the pedestrian traffic through Bourke Street Mall reaches an impressive 81,000. There is a definite peak during lunchtime and early afternoon, while the evening numbers are markedly lower, falling steadily each hour after the close of trading. On Saturdays, the number of pedestrians is 91,000 with pedestrian volumes more evenly spread out than during the week. There are more pedestrians in the evening on Saturday compared to weekdays.

Comparison 1993 to 2004 (Diagram page 75)

Since 1993, daytime pedestrian traffic on weekdays has increased by 70 per cent, while evening numbers have trebled. The total number of pedestrians from 10am to midnight has almost doubled. However, the number of people walking on Saturdays remains close to the 1993 figures.



3.2 PEDESTRIAN TRAFFIC - BOURKE STREET (EAST)

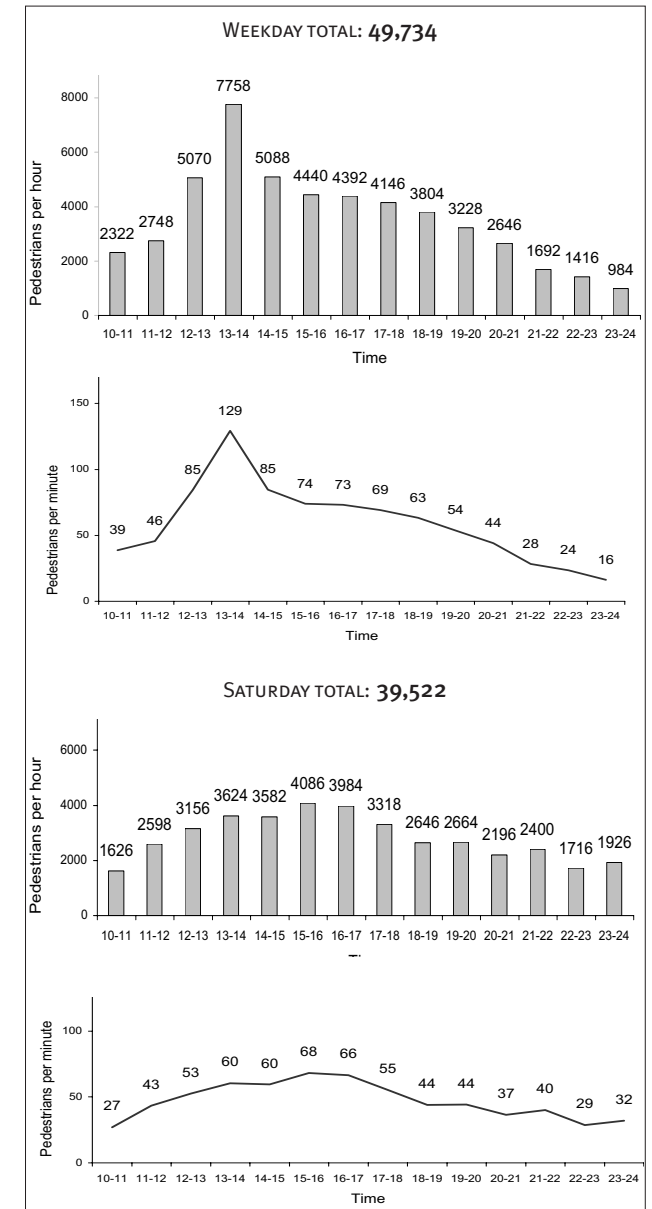


Counts:
 Weekdays: 25/11- 2/12 2004 : 10am- 12midnight
 Saturday: 27/11/2004 : 10am-12 midnight
 Weather: Fine at all times

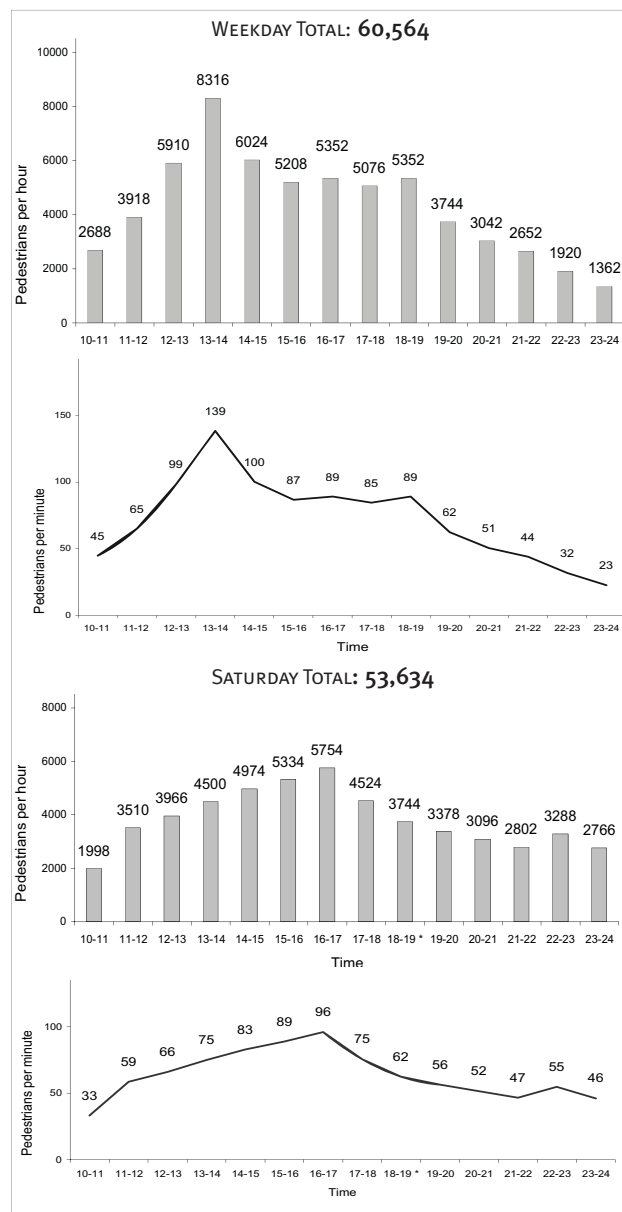
The pedestrian survey in Bourke Street (east) was recorded mid-block between Swanston and Russell Streets. This precinct has undergone significant revitalisation since 1993, with the widening of footpaths, installation of new street furniture and trees, and the emergence of kerbside cafes. On a summer weekday, the street is used by a total number of 50,000 pedestrians and on Saturday, the figure is slightly lower at 40,000. The use patterns show a marked lunchtime peak on weekdays while pedestrian numbers are more evenly spread out on Saturdays.

Comparison 1993 to 2004 (Diagram on left)

Compared with 1993, the weekday figures are 20 per cent higher during the day and 30 per cent greater in the evening. The Saturday pedestrian numbers between 10am and midnight are clearly less than a decade ago, declining by around 25 per cent.



3.2 PEDESTRIAN TRAFFIC - SWANSTON STREET (SOUTH)



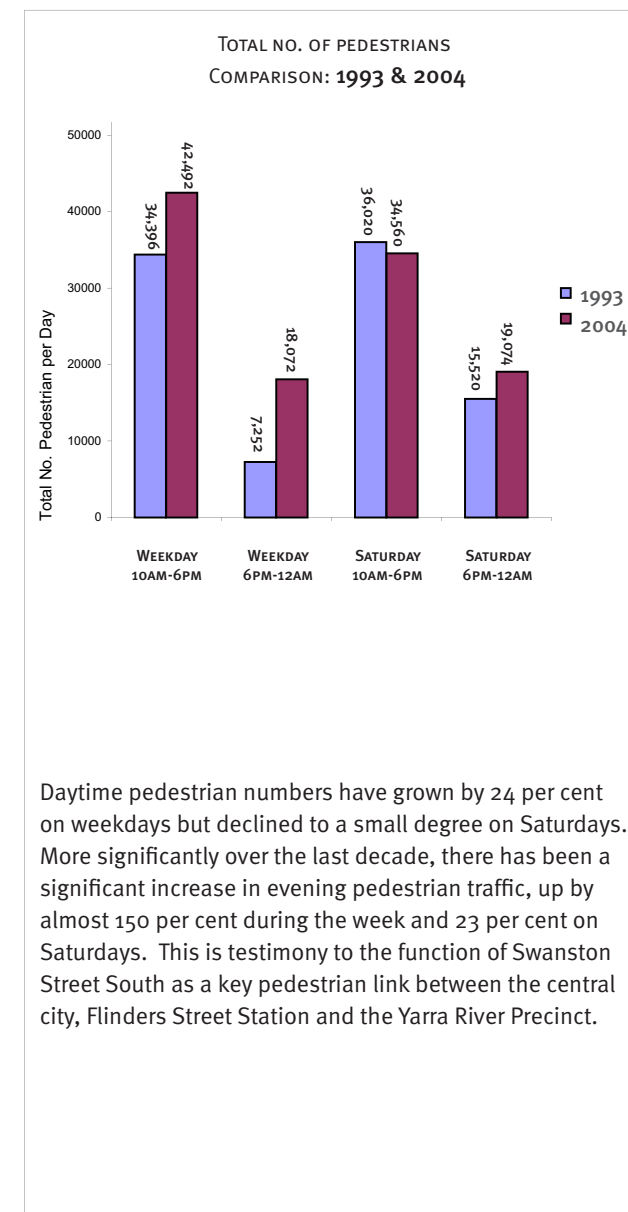
Counts:

Weekdays: 25/11 + 2/12 + 16/12 2004 : 10am-12 midnight

Saturday: 27/11/2004 : 10am-12 midnight

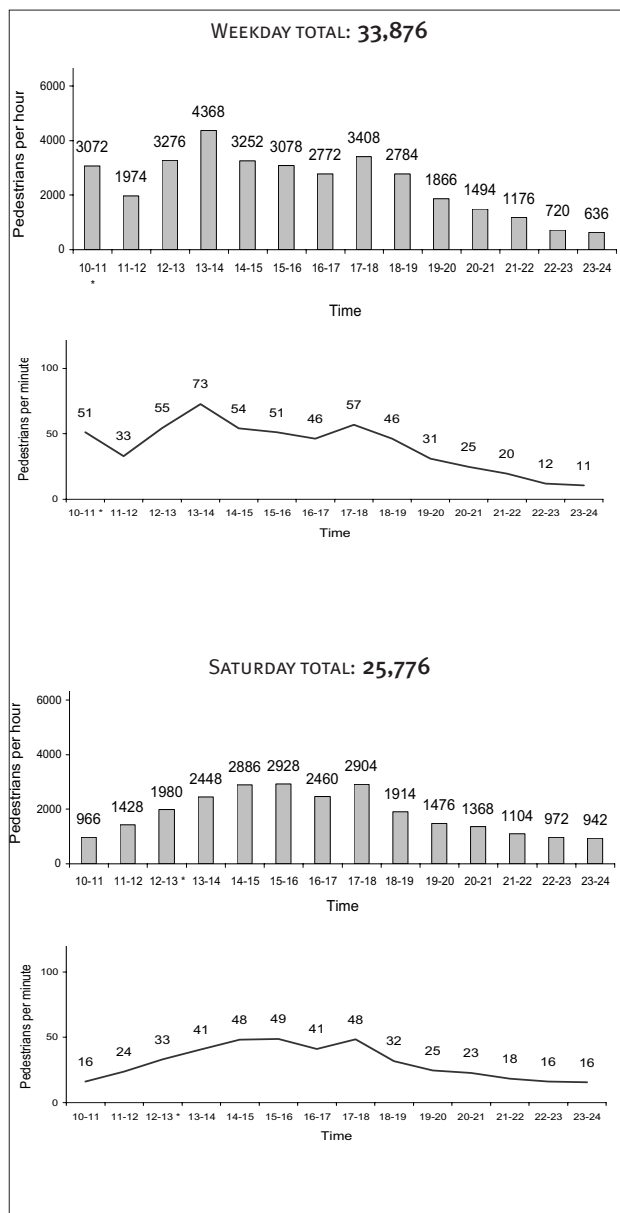
Weather: Fine at all times

The counts in the southern section of Swanston Street were recorded mid-block between Bourke and Little Collins Streets. During a summer weekday, some 60,000 people pass by and on Saturdays, the counts are 54,000. Both on weekdays and Saturdays, the pedestrian flows are generally evenly distributed. However during the week, one third of the total number of pedestrians pass by after 6pm. On Saturdays, the pedestrian traffic picks up slightly in the late evening.



Daytime pedestrian numbers have grown by 24 per cent on weekdays but declined to a small degree on Saturdays. More significantly over the last decade, there has been a significant increase in evening pedestrian traffic, up by almost 150 per cent during the week and 23 per cent on Saturdays. This is testimony to the function of Swanston Street South as a key pedestrian link between the central city, Flinders Street Station and the Yarra River Precinct.

3.2 PEDESTRIAN TRAFFIC - SWANSTON STREET (MIDDLE)



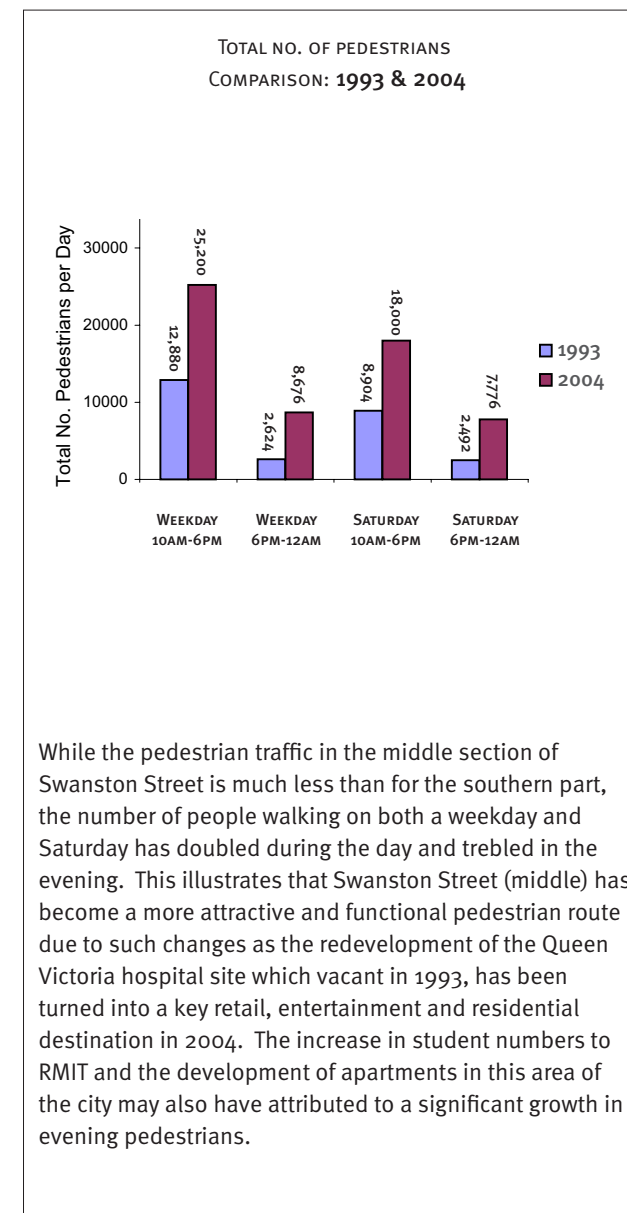
Counts:

Weekday: 25/11/2004 : 10am-12 midnight

Saturday: 27/11/2004 : 10am-12 midnight

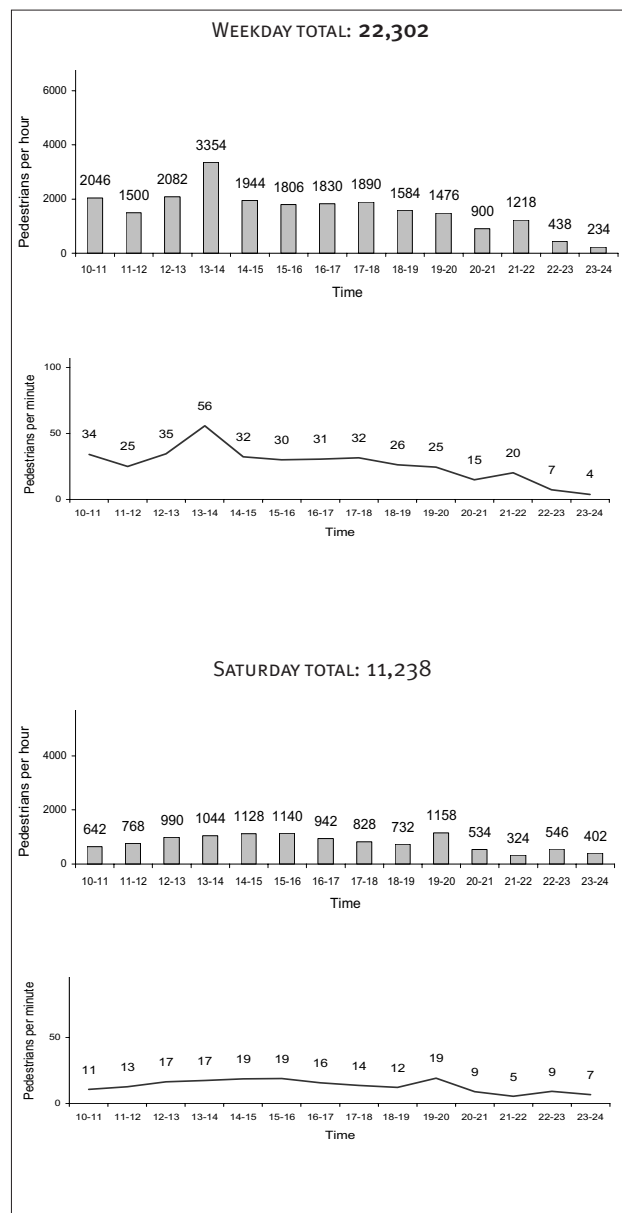
Weather: Fine at all times

The pedestrian counts at Swanston Street (middle) were undertaken mid-block between Lonsdale and Little Lonsdale Streets. During the week, a total of 34,000 pedestrians were recorded, just slightly more than half that in the southern part of Swanston Street. The Saturday figures are 26,000, about half the number of pedestrians found in Swanston Street (south).



While the pedestrian traffic in the middle section of Swanston Street is much less than for the southern part, the number of people walking on both a weekday and Saturday has doubled during the day and trebled in the evening. This illustrates that Swanston Street (middle) has become a more attractive and functional pedestrian route due to such changes as the redevelopment of the Queen Victoria hospital site which vacant in 1993, has been turned into a key retail, entertainment and residential destination in 2004. The increase in student numbers to RMIT and the development of apartments in this area of the city may also have attributed to a significant growth in evening pedestrians.

3.2 PEDESTRIAN TRAFFIC - SWANSTON STREET (NORTH)



Counts:

Weekday: 25/11/2004 : 10am-12 midnight

Saturday: 27/11/2004 : 10am-12 midnight

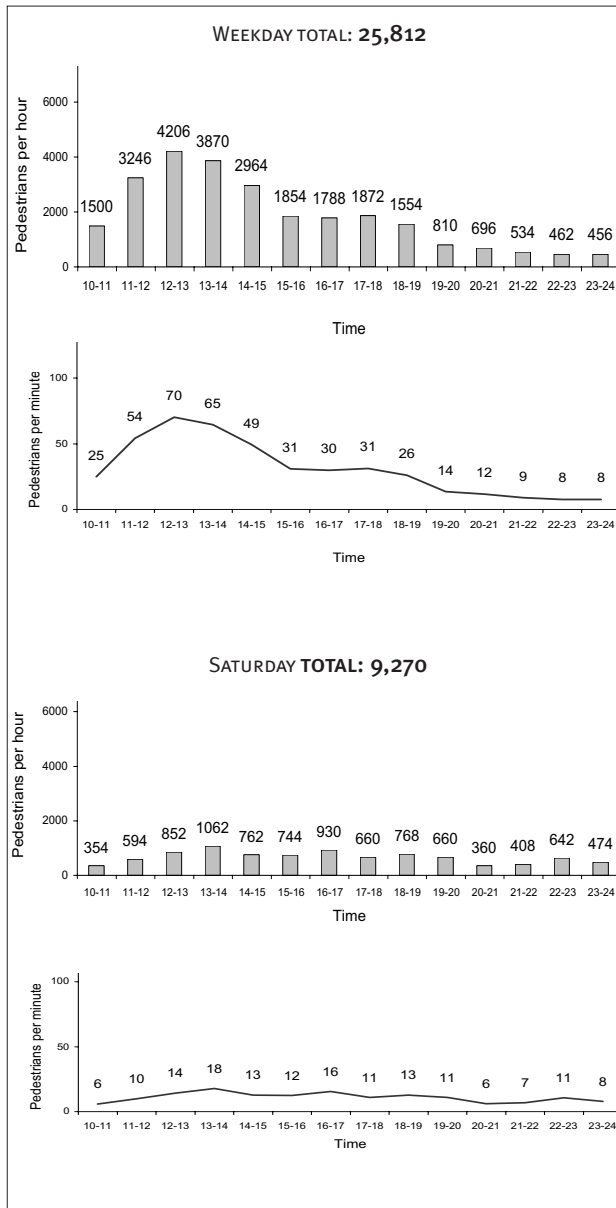
Weather: Fine at all times

The Swanston Street (north) counts were made outside the main entrance to RMIT. This part of Swanston Street has only recently been remodelled in line with the remaining section of the Street within the city centre. Footpaths have been widened and paved with bluestone, new furniture, street lights and trees installed, and there has been a growth in kerbside cafes, particularly on the western side of the street.

The pedestrian numbers on weekdays are 22,000 which represents about half of the numbers found in the busiest section of Swanston Street (south). On Saturdays, 11,000 pedestrians walk by, a figure that is just 20 per cent of the number of people walking in the southernmost part of the Street. These figures suggest that Swanston Street (north) is currently located outside of the main flow of pedestrian traffic which gravitates to the retail precinct. However, the figures do show that RMIT and nearby apartments, offices and other institutions ensure a lively street scene during the week.

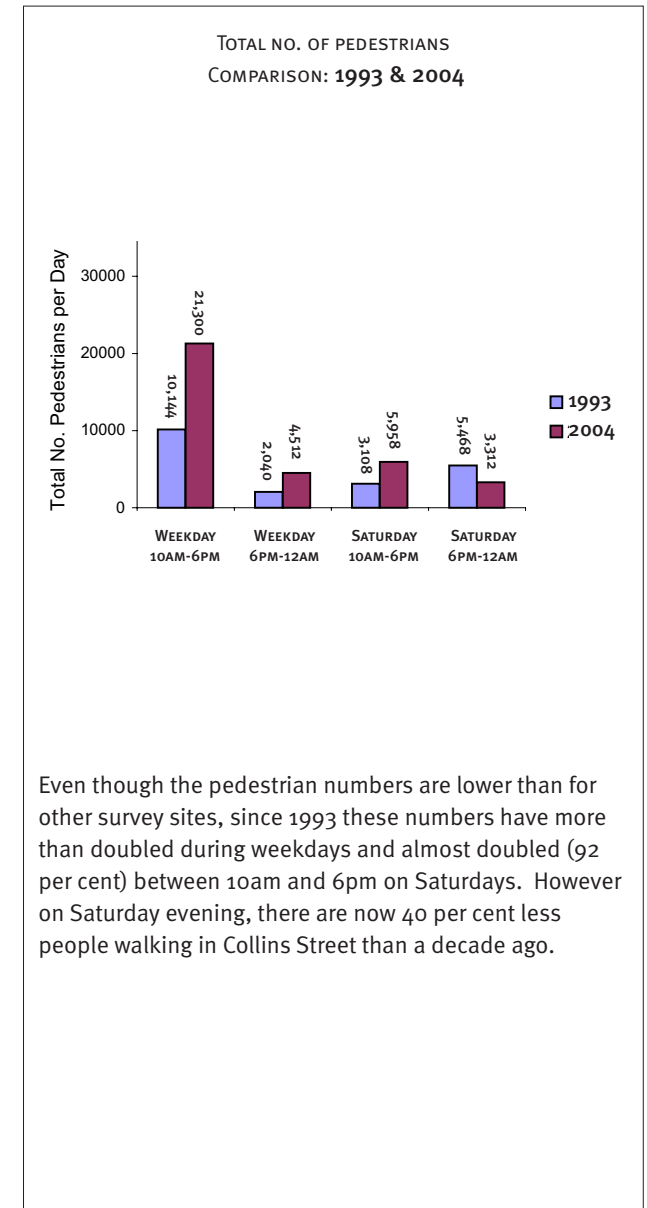
As this section of Swanston Street had not yet been revitalised in 1993, no surveys were conducted and so a comparison cannot be made with the 2004 data.

3.2 PEDESTRIAN TRAFFIC - COLLINS STREET



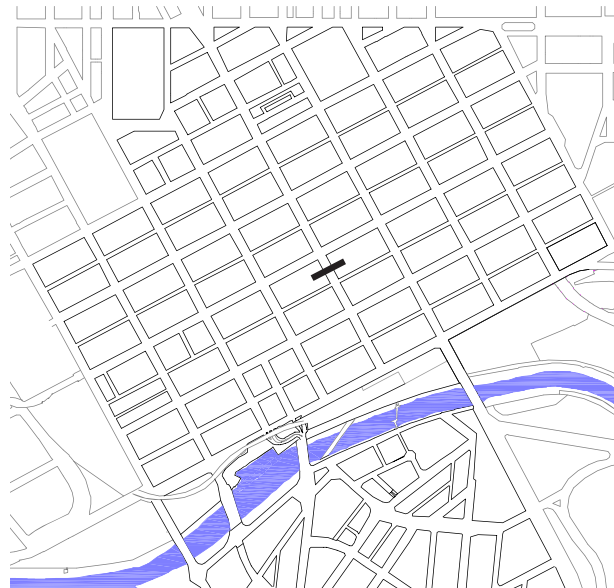
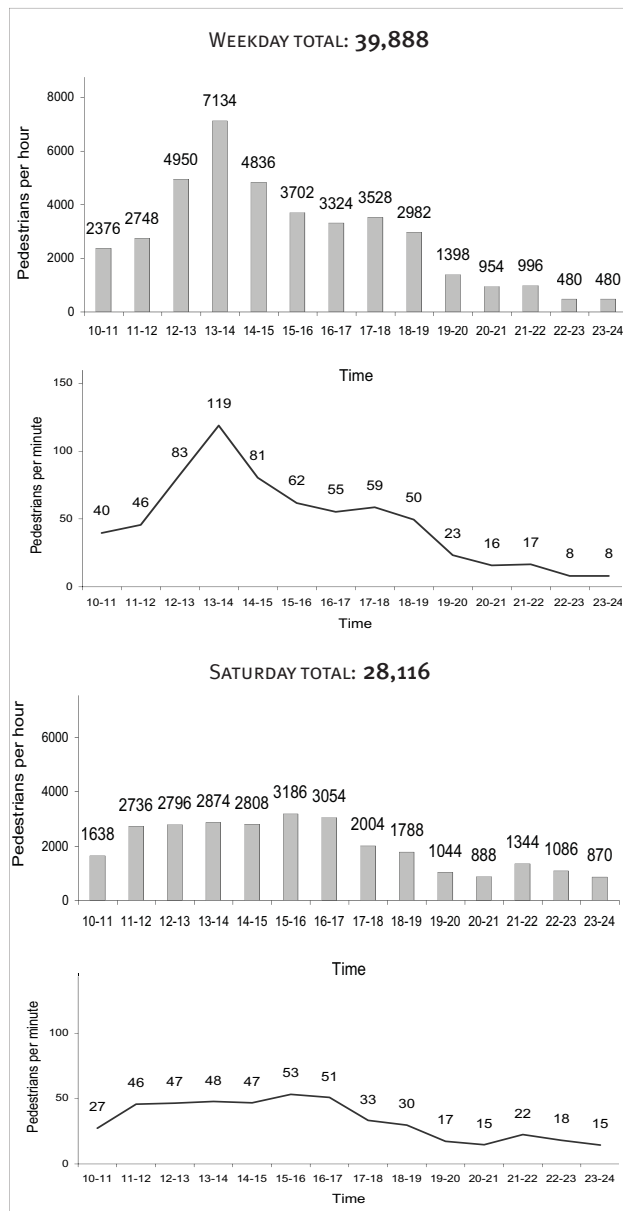
Counts:
 Weekday: 25/11/2004 : 10am-12 midnight
 Saturday: 27/11/2004 : 10am-12 midnight
 Weather: Fine at all times

The counts in Collins Street were made East of Swanston Street, between Russell and Exhibition Streets in an area characterised by hotels, offices and shops. On weekdays, some 26,000 pedestrians pass this stretch of Collins Street, close to the figures for Swanston Street (north), but less than half the number for the southern section of Swanston Street. On Saturdays, there are only 9,000 pedestrians between 10am and midnight.



Even though the pedestrian numbers are lower than for other survey sites, since 1993 these numbers have more than doubled during weekdays and almost doubled (92 per cent) between 10am and 6pm on Saturdays. However on Saturday evening, there are now 40 per cent less people walking in Collins Street than a decade ago.

3.2 PEDESTRIAN TRAFFIC - ELIZABETH STREET



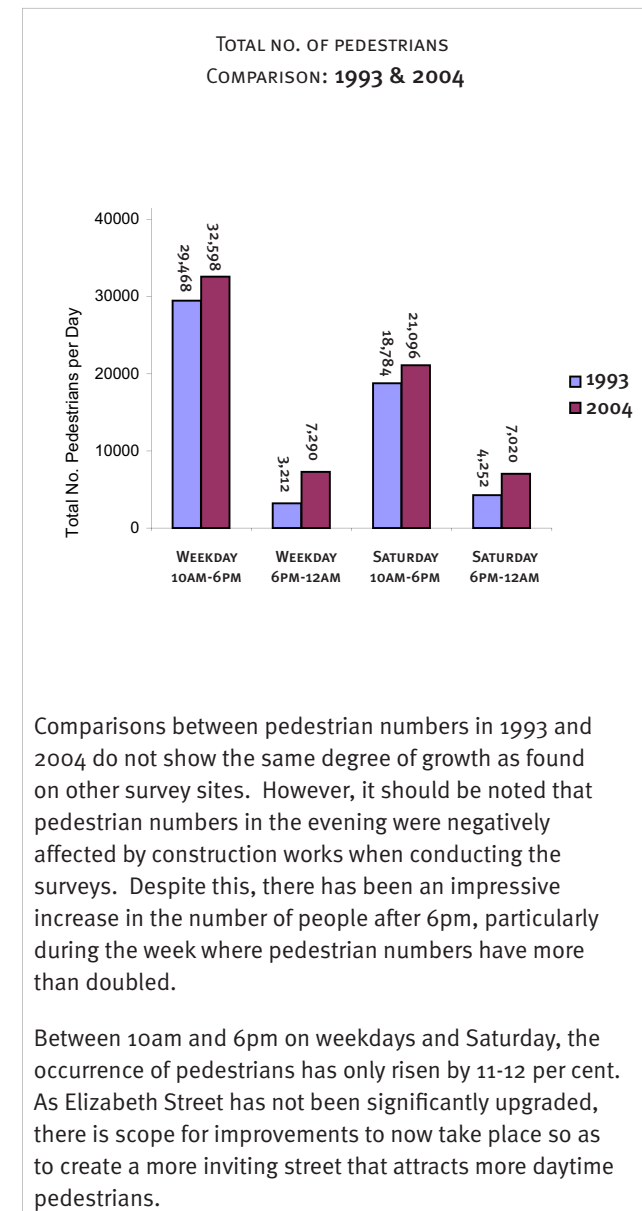
Counts:

Weekday: 25/11/2004 : 10am-12 midnight

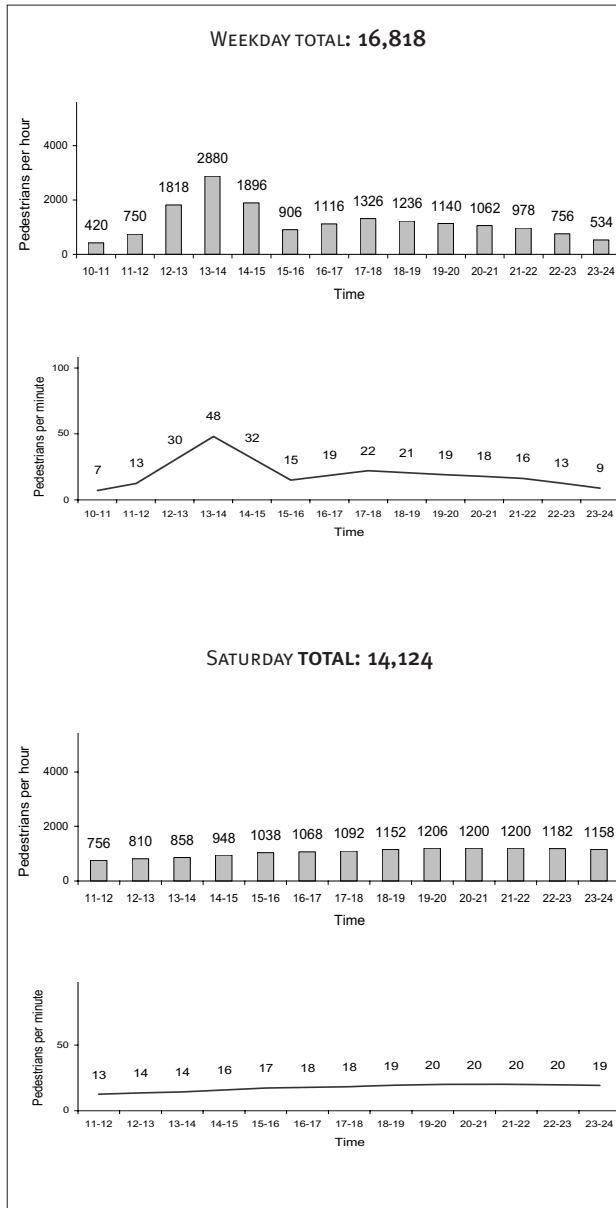
Saturday: 27/11/2004 : 10am-12 midnight

Weather: Fine at all times

The counts in Elizabeth Street were conducted mid-block between Bourke and Little Collins Streets. During the week, there is a total of 40,000 pedestrians, which equates to the number of people found walking in Swanston Street (south). On Saturday, the pedestrian traffic is around 28,000.

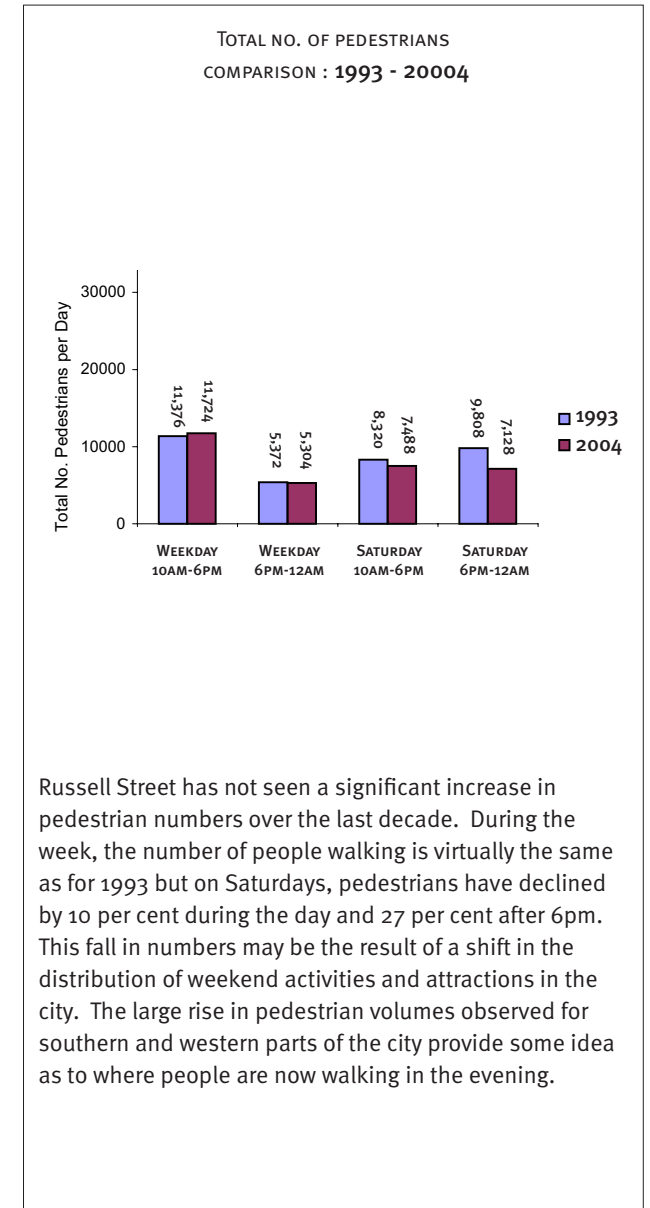


3.2 PEDESTRIAN TRAFFIC - RUSSELL STREET



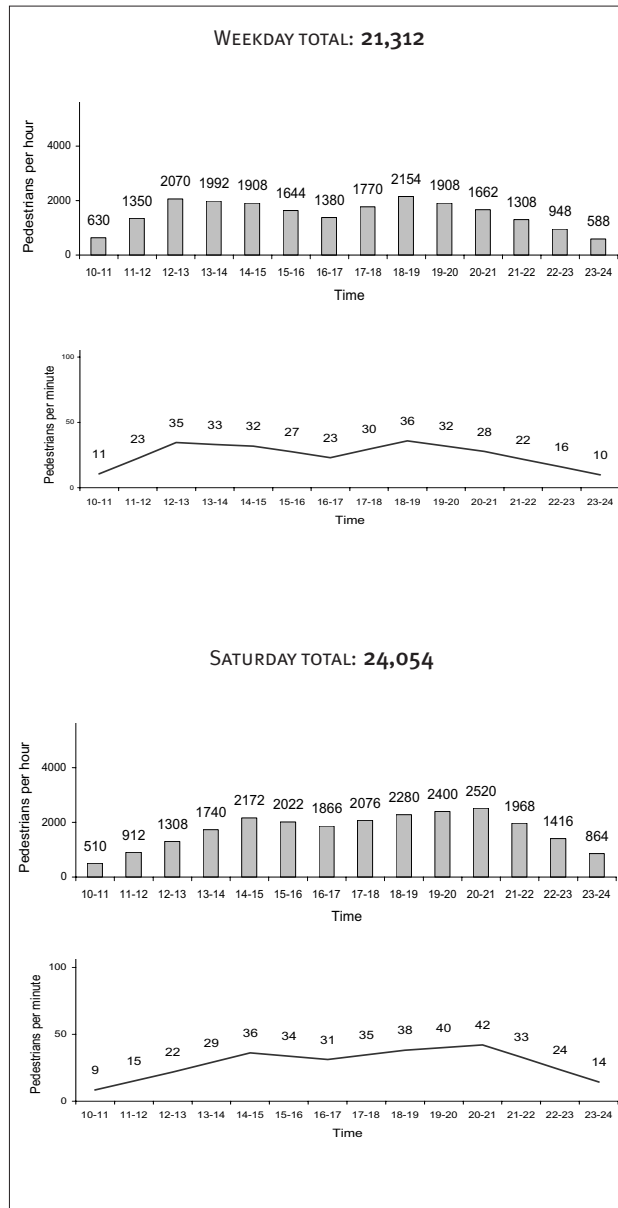
Counts:
Weekdays: 25/11 + 2/12 2004 : 10am-12 midnight
Saturday: 27/11 : 10am-12 midnight
Weather: Fine at all times

The counts in Russell Street were taken in the middle of the block between Bourke and Little Collins Streets. Both on weekdays and Saturday, the number of pedestrians recorded was modest: just 17,000 and 14,000 respectively.



Russell Street has not seen a significant increase in pedestrian numbers over the last decade. During the week, the number of people walking is virtually the same as for 1993 but on Saturdays, pedestrians have declined by 10 per cent during the day and 27 per cent after 6pm. This fall in numbers may be the result of a shift in the distribution of weekend activities and attractions in the city. The large rise in pedestrian volumes observed for southern and western parts of the city provide some idea as to where people are now walking in the evening.

3.2 PEDESTRIAN TRAFFIC - LITTLE BOURKE STREET



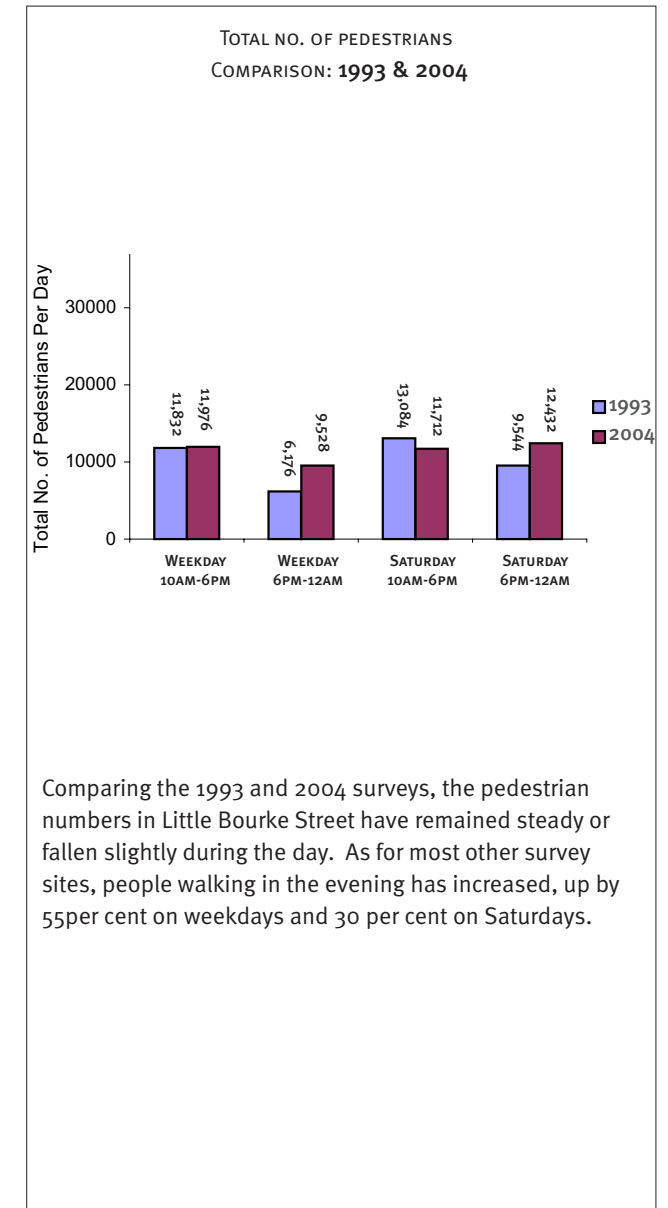
Counts:

Weekdays: 25/11 + 2/12 2004 : 10am-12 midnight

Saturdays: 27/11 + 4/12 2004 : 10am-12 midnight

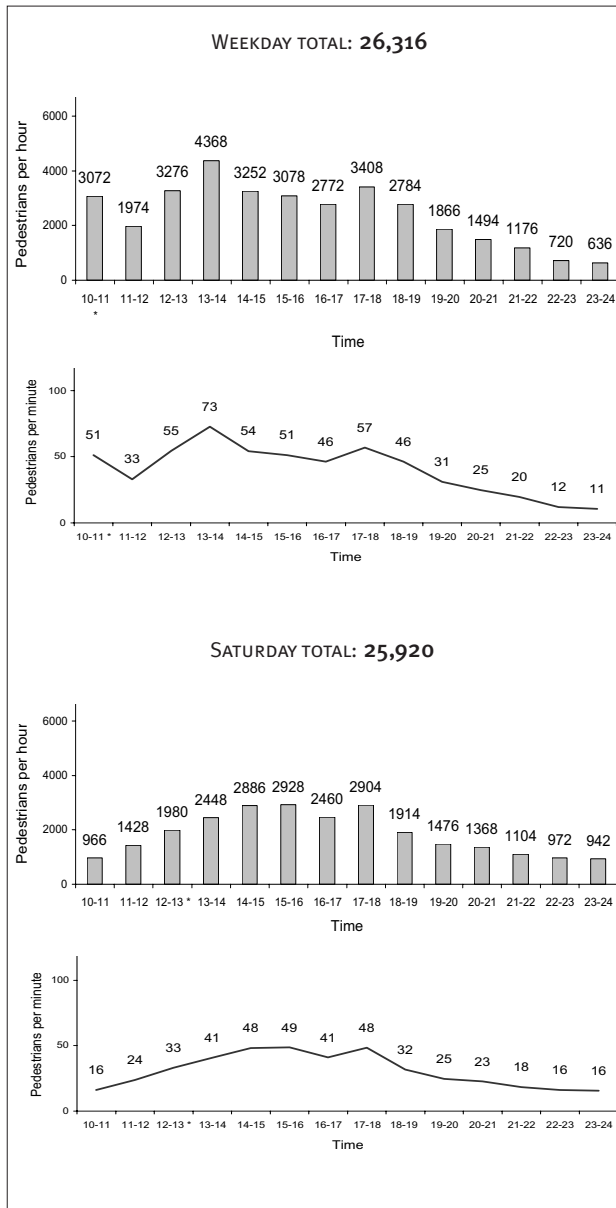
Weather: Fine at all times

In Little Bourke Street, pedestrian counts were made mid-block between Swanston and Russell Streets, in the heart of Chinatown. The weekday figures (21,000) and Saturday numbers (24,000) demonstrate the considerable attraction of Chinatown. There are almost as many people walking in Little Bourke Street as for Swanston Street (middle).



Comparing the 1993 and 2004 surveys, the pedestrian numbers in Little Bourke Street have remained steady or fallen slightly during the day. As for most other survey sites, people walking in the evening has increased, up by 55per cent on weekdays and 30 per cent on Saturdays.

3.2 PEDESTRIAN TRAFFIC - PRINCES BRIDGE



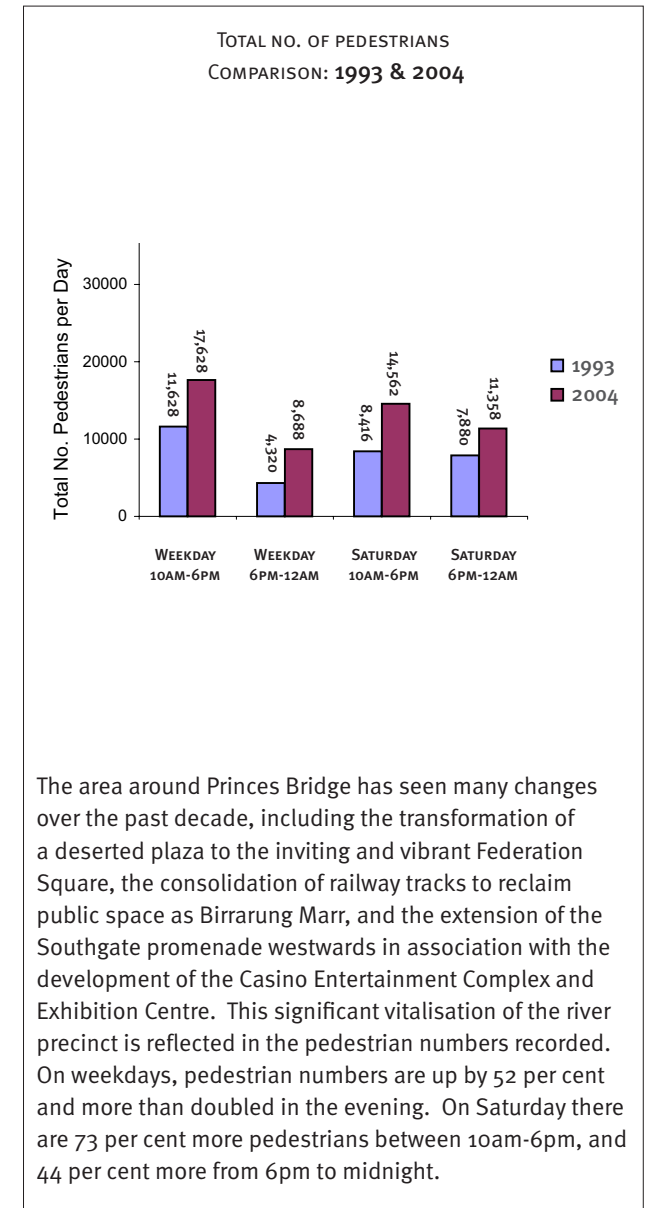
Counts:

Weekdays: 25/11 + 2/12 2004 : 10am-12 midnight

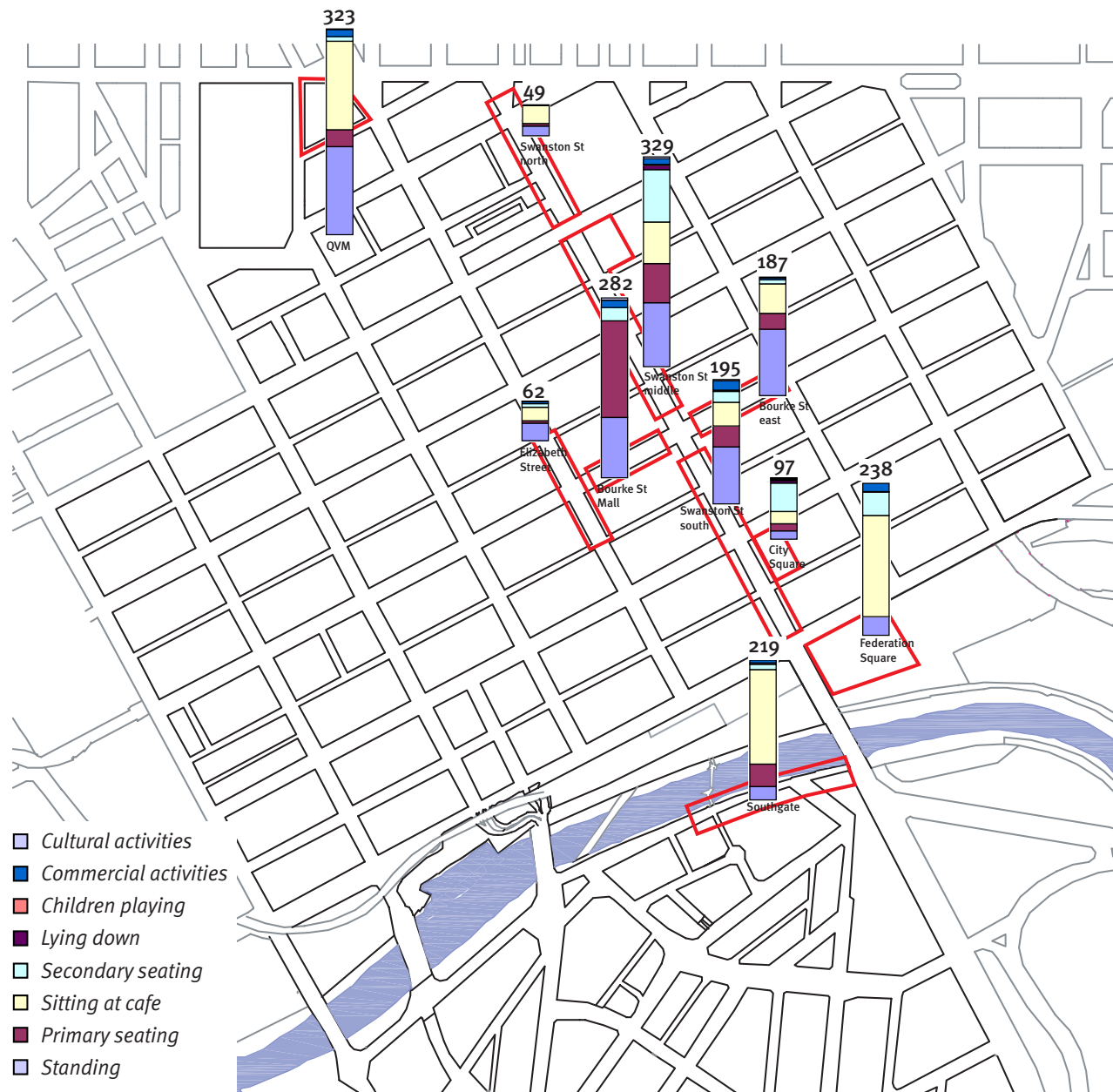
Saturdays: 27/11 + 4/12 2004 : 10am-12 midnight

Weather: Fine at all times

The pedestrian survey halfway along Princes Bridge recorded about 26,000 people both during the week and on Saturday. Despite a busier period during lunchtime and in the afternoon, the number of people walking generally does not fluctuate but remains steady throughout the day and into the evening.



3.3 STATIONARY ACTIVITIES - SUMMARY



Stationary activities on a summer weekday. Average in the period between 12pm and 4pm.

A high number of people engaged in stationary activities tell a story of a city with popular and inviting public spaces. Stationary activities were recorded in 10 locations in Melbourne's city centre, between 10 am and midnight.

On the map to the left are shown the average number of activities found between 12 pm and 4pm. Or told in another way: If an aerial photo was taken at any time between 12 pm and 4pm this is the number of persons who would likely be found in the photo.

For each location the types of activities people were engaged in are shown:

Bourke Street Mall: Many people standing and seated on benches, but no outdoor café activities are found in this crowded and predominantly retail mall.

Bourke Street (east): The newly introduced benches and outdoor cafés are clearly reflected in the use pattern.

Swanston Street: Many people standing and sitting in the middle section which incorporates the State Library forecourt. Lower activity levels in the southern and northern sections of the Street.

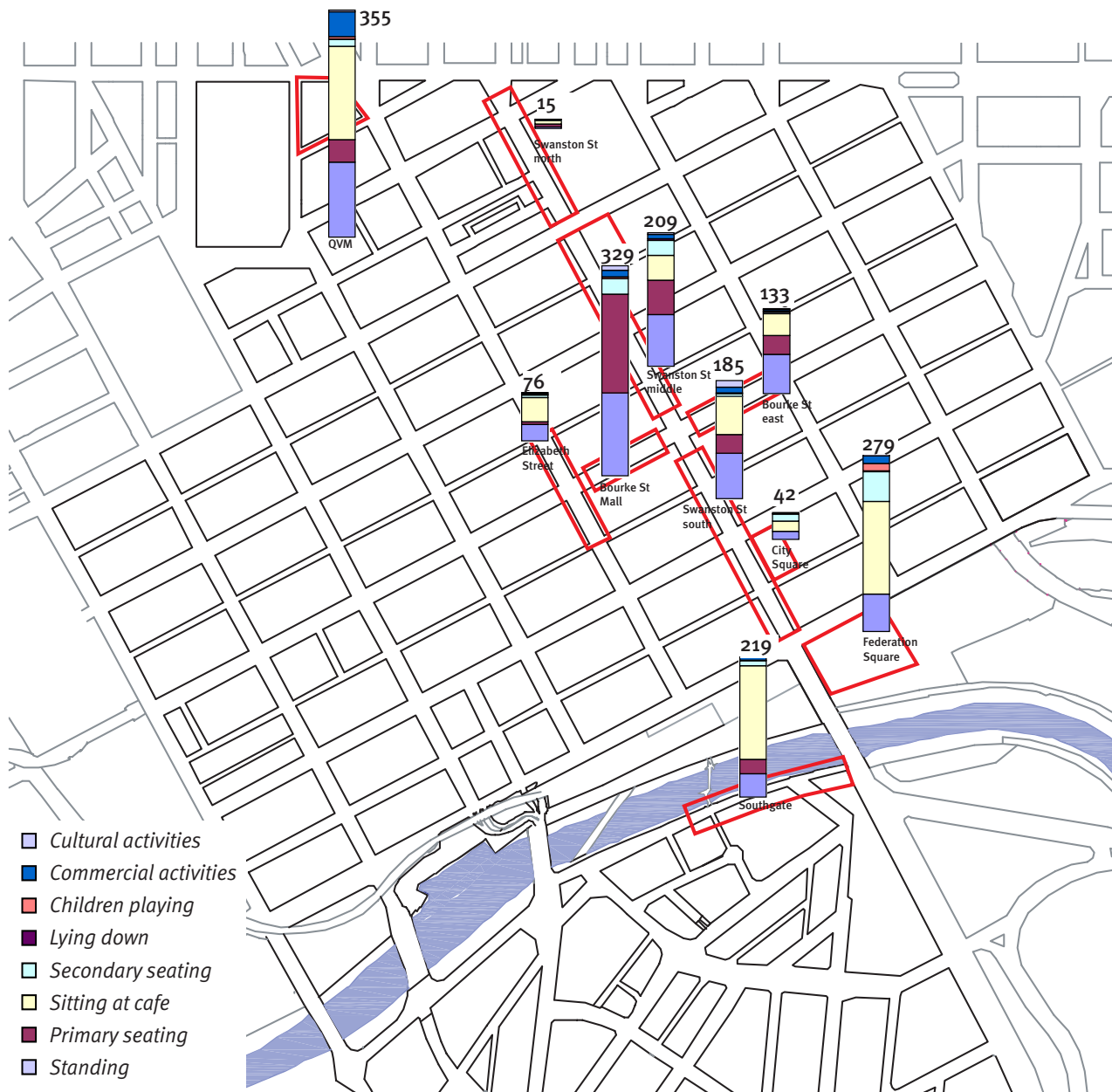
City Square: People are seated on informal seating such as ledges and grass.

Federation Square: The popularity of this new square is clearly reflected in the recordings. At lunchtime more people are found here than in Southgate. Cafe activities dominate the use pattern.

Queen Victoria Market: Competes with the middle part of Swanston Street in being the liveliest spot in town, when the Market is open. People at kerbside cafes dominate the use pattern.

Southgate: The use pattern is dominated by people in outdoor cafes.

3.3 STATIONARY ACTIVITIES - SUMMARY



Stationary activities on a summer Saturday. Average in the period between 12pm and 4pm.

The use patterns found on Saturdays around lunchtime and in the early hours of the afternoon closely resemble stationary activities recorded on weekdays.

During the daytime hours on Saturday the total pedestrian traffic in the city centre is 25 per cent lower than on weekdays. However this is compensated by a markedly higher number of pedestrians during the evening hours on Saturdays.

Given the fact that fewer pedestrians are around on Saturdays, the high number of stationary activities points to a more leisurely use pattern, with people spending more time in public places rather than merely moving through them.

Bourke Street Mall: The higher number of people standing and sitting found on Saturdays reflects that the Mall, contrary to most other survey sites, has more visitors on Saturdays.

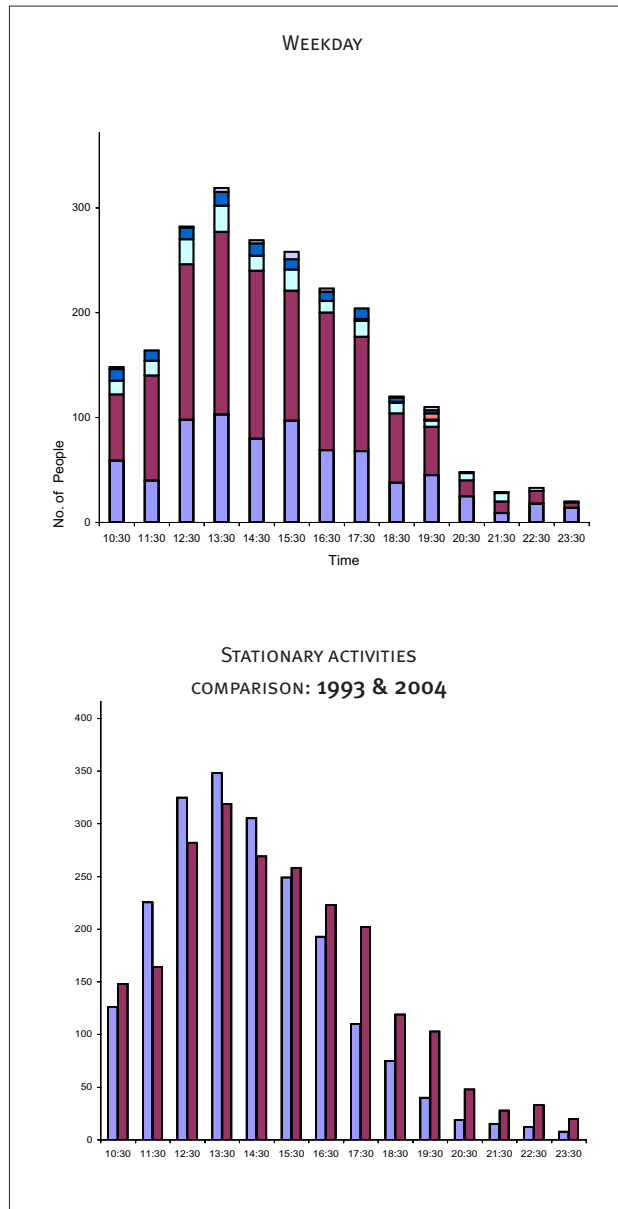
Swanston Street: All sections have fewer people spending time than on weekdays. It is noteworthy that the Northern part of Swanston Street has almost no activities on Saturdays when RMIT and offices are closed.

Federation Square: The use patterns on Saturdays closely resemble the weekday pattern however, 20 per cent more people use this Square on Saturdays.

Queen Victoria Market: As for during the week, the Market, when open, is the liveliest place in town. It is dominated by people buying and selling and many seated on benches and in cafes.

Southgate: The activities recorded in the midday period of Saturdays are just about identical to the weekday use patterns.

3.3 STATIONARY ACTIVITIES - BOURKE STREET MALL



Counts:

Weekdays: 11/11 + 25/11 2004 : 10am-12 midnight

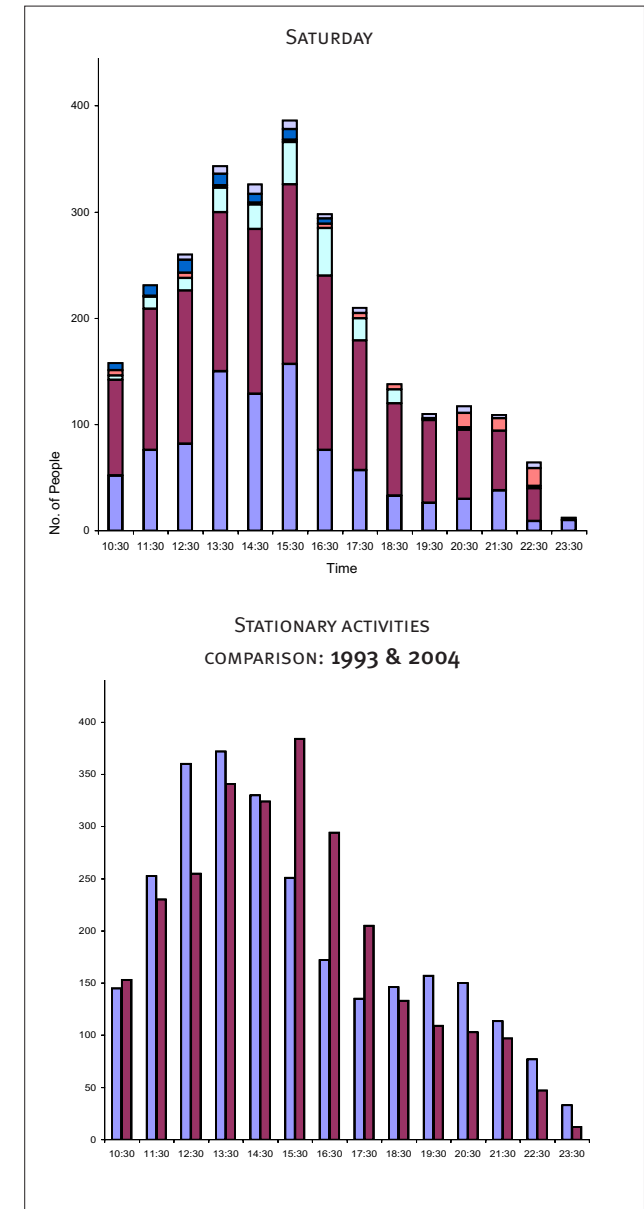
Saturday: 27/11/2004 : 10am-12 midnight

Weather: Fine at all times

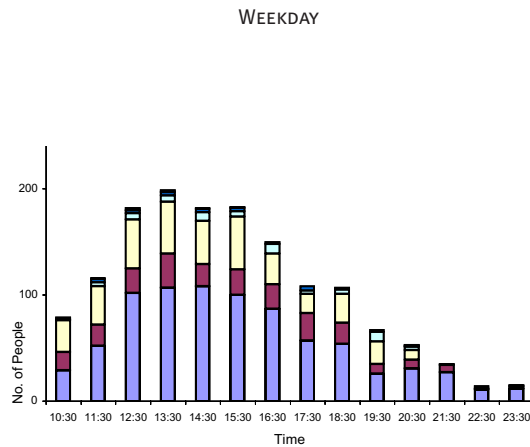
- cultural activities
- commercial activities
- children playing
- lying down
- secondary seating
- sitting at cafe
- primary seating
- standing

On weekdays activity levels peak around lunchtime while on Saturdays more activity is found in the early afternoon. Weekday evenings are very quiet, while use patterns on Saturday evenings represent some 25 per cent of the peak figures.

Comparing the 1993 and 2004 data, there has been a distinct shift of activities occurring mainly in the morning and lunchtime to later in the day - both afternoon and evening. This is true for both weekdays and Saturdays however Saturday evenings have a slightly lower activity level than in 1993.



3.3 STATIONARY ACTIVITIES - BOURKE STREET (EAST)



Counts:

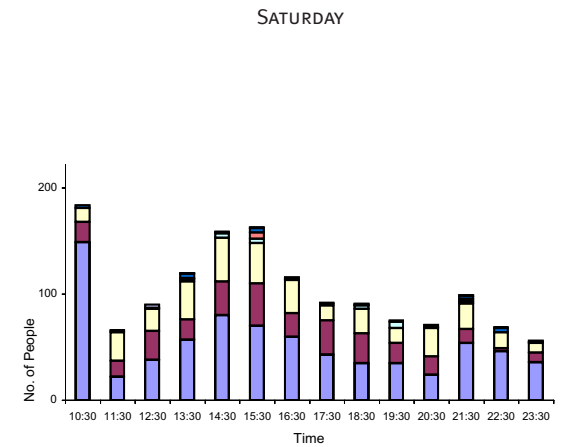
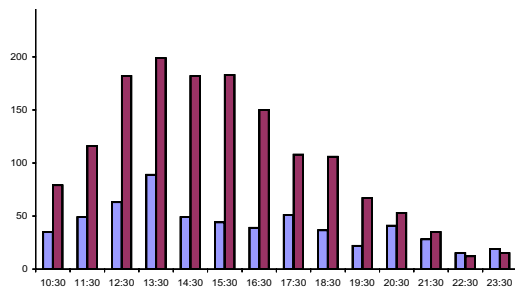
Weekdays: 11/11 + 25/11 2004 : 10am-12 midnight

Saturday: 27/11/2004 : 10am-12 midnight

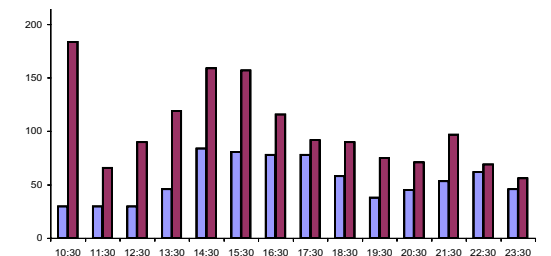
Weather: Fine at all times

- cultural activities
- commercial activities
- children playing
- lying down
- secondary seating
- sitting at cafe
- primary seating
- standing

STATIONARY ACTIVITIES COMPARISON: 1993 & 2004



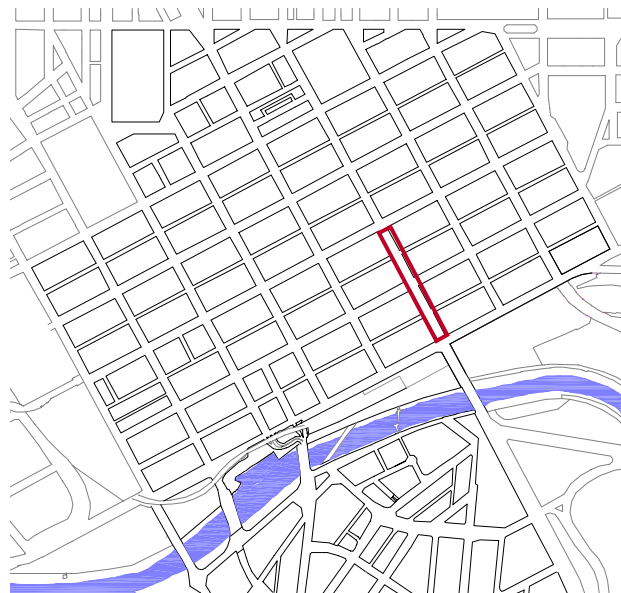
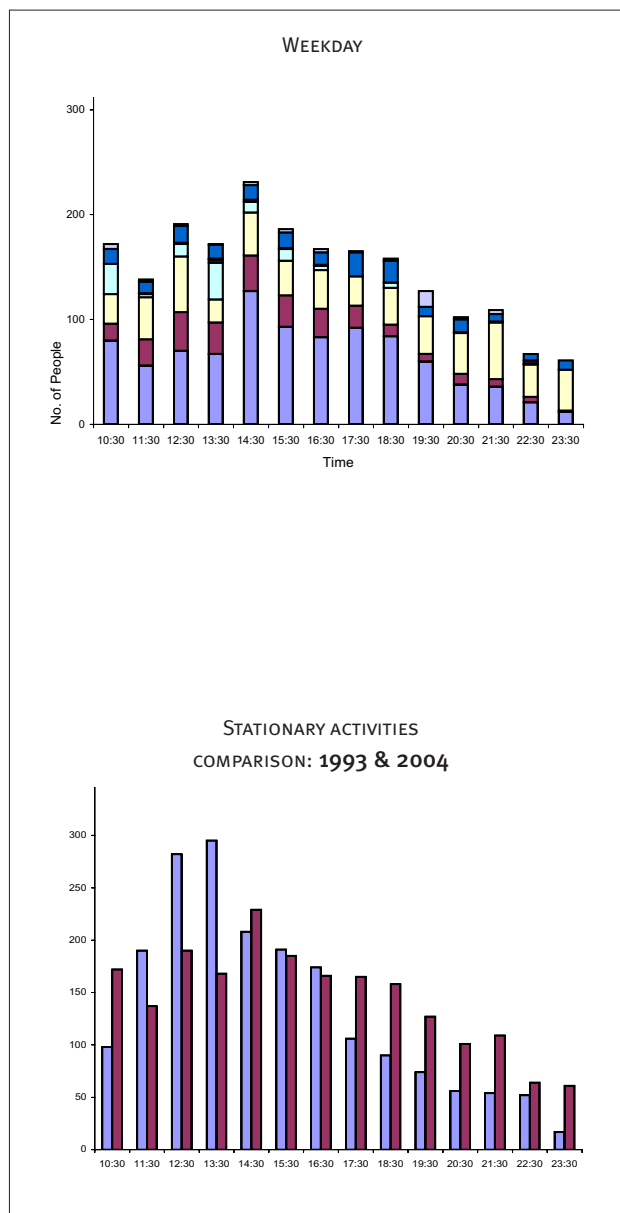
STATIONARY ACTIVITIES COMPARISON: 1993 & 2004



In Bourke Street (east) stationary activities occur mainly at lunchtime and in the early afternoon.

Compared to 1993, there are between two and four times more people spending time in this street on weekdays and Saturdays. This can be seen as a direct result of streetscape improvements that offer more seats and inviting places for people to stop and linger.

3.3 STATIONARY ACTIVITIES - SWANSTON STREET (SOUTH)



Counts:

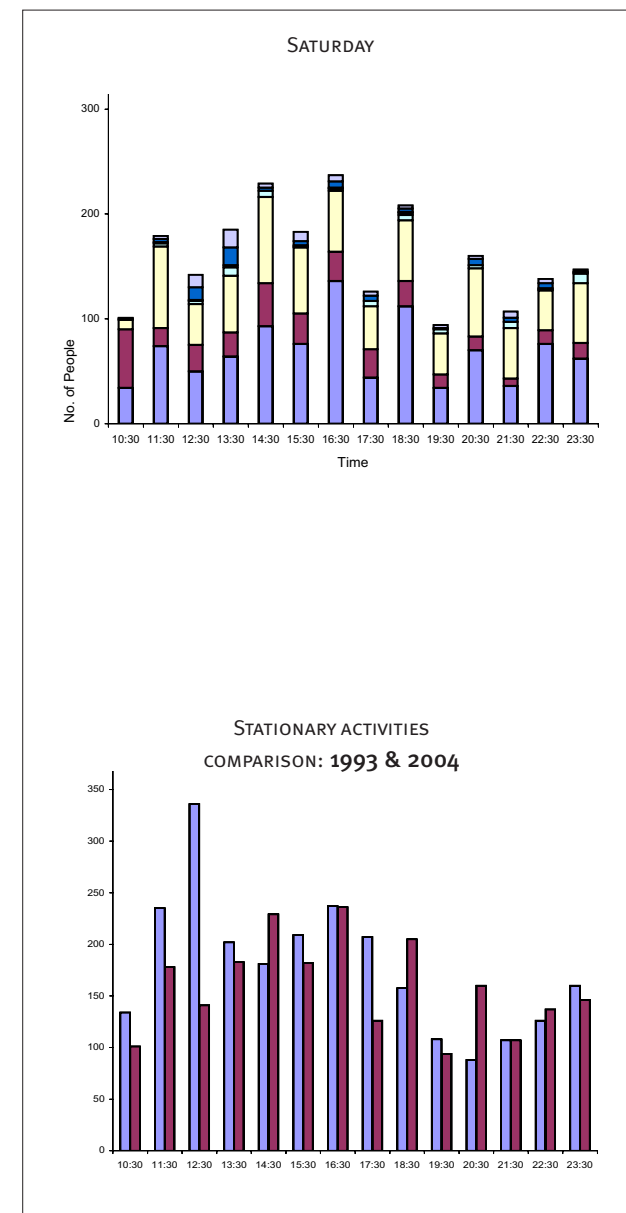
Weekdays: 11/11 + 25/11 + 2/12 2004 : 10am-12am

Saturday: 27/11/2004 : 10am-12am

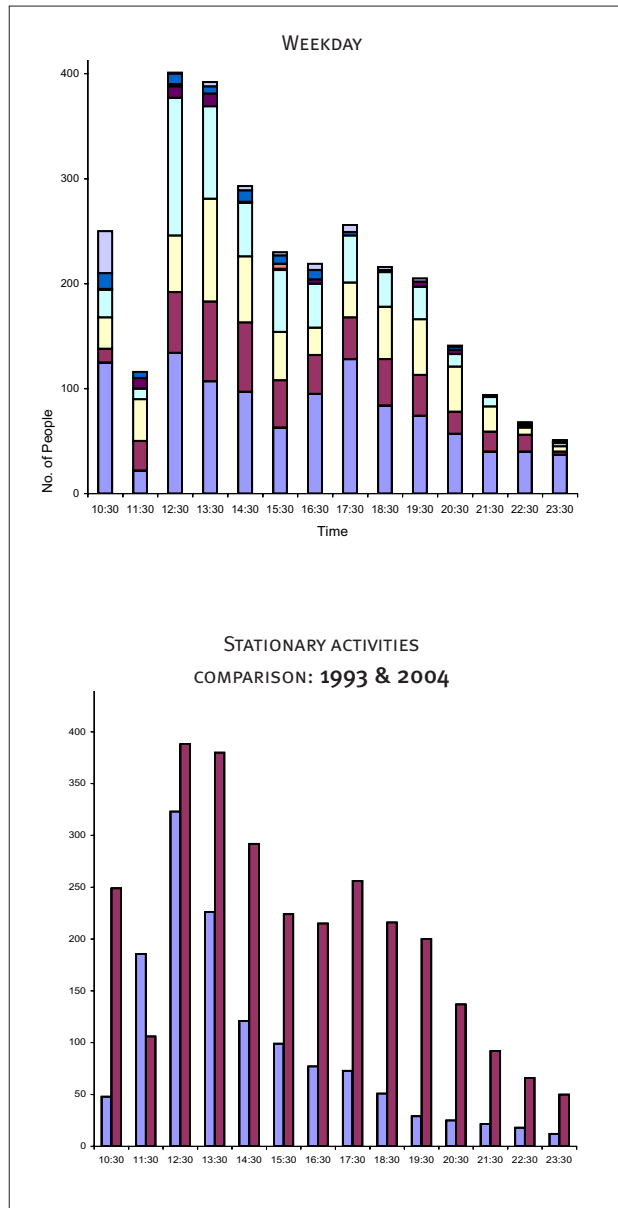
Weather: Fine at all times

- cultural activities
 - commercial activities
 - children playing
 - lying down
 - secondary seating
 - sitting at cafe
 - primary seating
 - standing
- 1993
■ 2004

This section of Swanston Street has seen a decline in the number of cafe seats due to issues associated with kerbside cafe management. However, a quite impressive activity level has been upheld, especially on Saturday evenings. But overall, there is 20 per cent less stationary activity occurring on weekdays and Saturdays compared to 1993. Over the past decade, there has been a general shift of activities to later in the day, from the morning to mainly in the afternoon and evening.



3.3 STATIONARY ACTIVITIES - SWANSTON STREET (MIDDLE)



Counts:

Weekday: 25/11/2004 : 10am-12 midnight

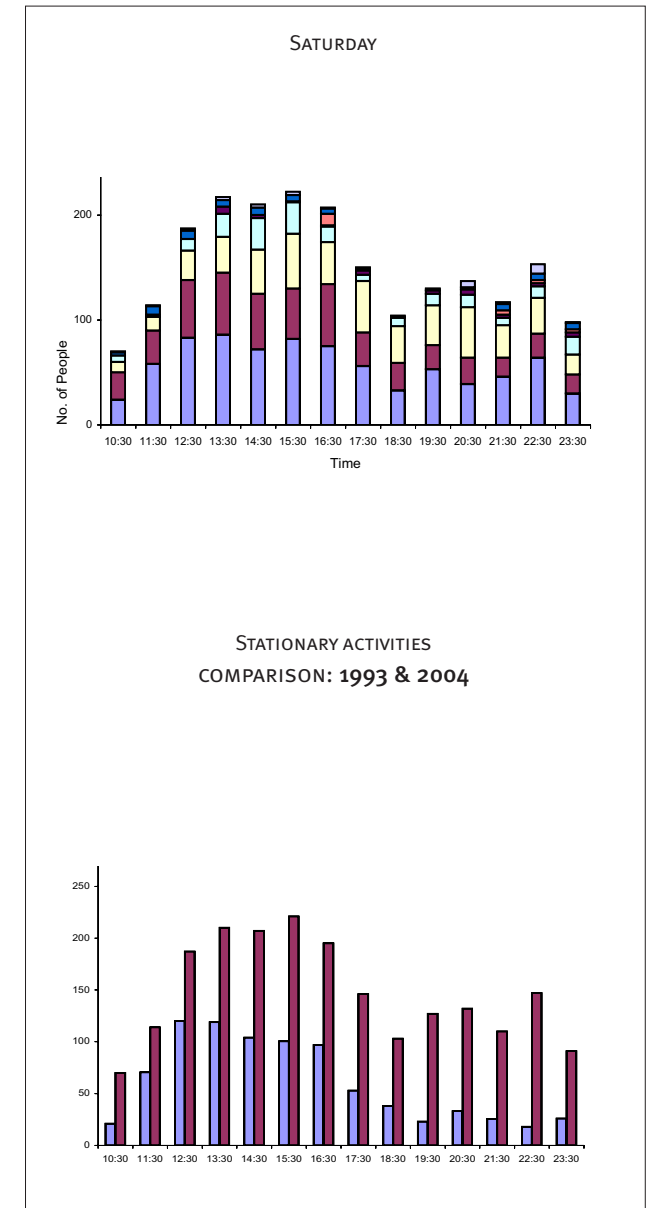
Saturday: 11/11 + 27/11 2004 : 10am-12 midnight

Weather: Fine at all times

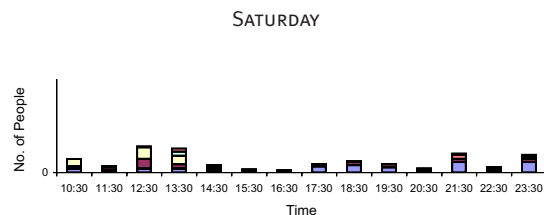
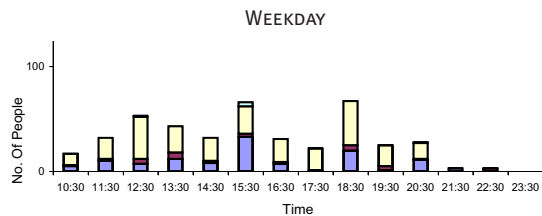
- cultural activities
- commercial activities
- children playing
- lying down
- secondary seating
- sitting at cafe
- primary seating
- standing

An impressive weekday activity level was recorded with the State Library forecourt attracting many people through informal seating opportunities (eg. lawn, stairs and ledges). Weekdays are noticeably busier than Saturdays, however the evening activity levels for Saturdays are noteworthy.

Since 1993, there has been an impressive increase in stationary activities, particularly Saturday evenings.



3.3 STATIONARY ACTIVITIES - SWANSTON STREET (NORTH)



Counts:

Weekday: 25/11/2004 : 10am-12 midnight

Saturday: 27/11/2004 : 10am-12 midnight

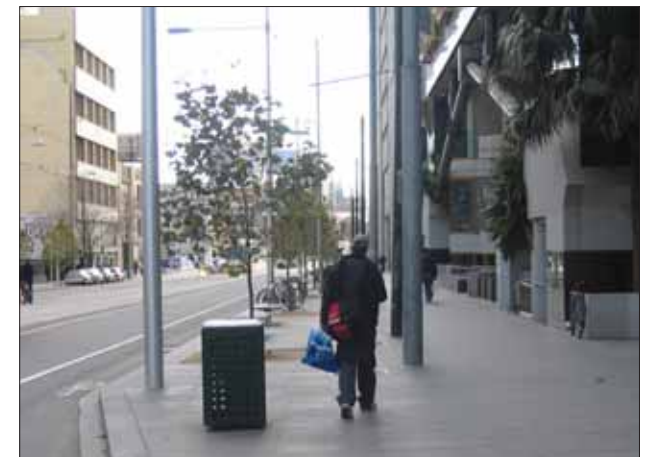
Weather: Fine at all times

- cultural activities
 - commercial activities
 - children playing
 - lying down
 - secondary seating
 - sitting at cafe
 - primary seating
 - standing
- 1993
■ 2004

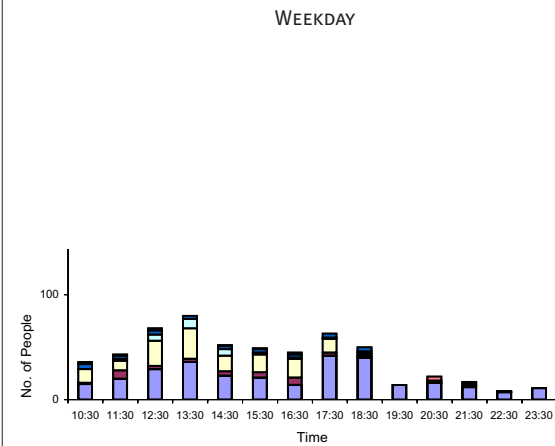
The northern section of Swanston Street has only recently been refurbished. Wider footpaths, new street trees and furniture has been introduced which together with the expansion of educational activities, promises a livelier street scene in the future.

The present day activities are still very modest. Weekdays show a somewhat higher level than Saturdays when universities and offices are closed; a condition which is also reflected in the modest pedestrian numbers recorded.

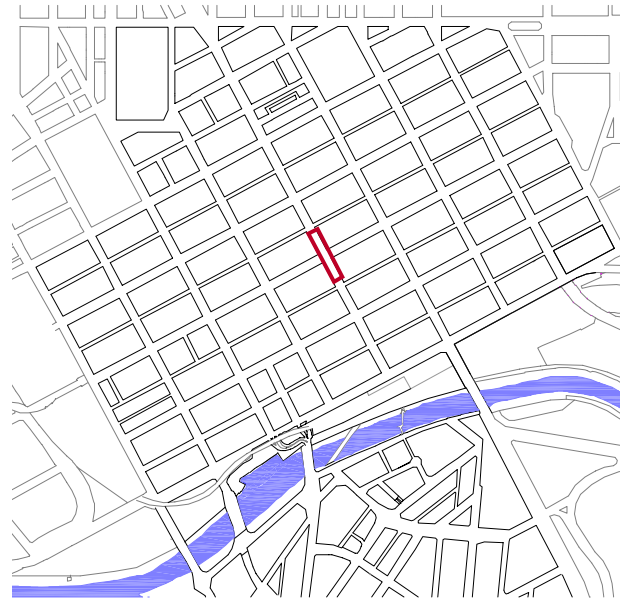
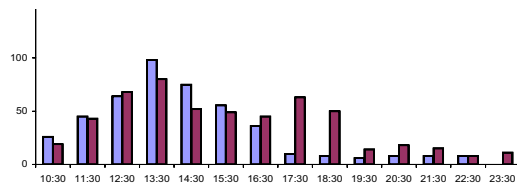
Swanston Street (north) has only recently been renovated and upgraded. An increase in use in the future is to be expected, when more bench seats, cafes and other activities are introduced into the area. Planning for the square outside the City Baths, incorporating the tram terminus, is currently under way to create a new major focal public space.



3.3 STATIONARY ACTIVITIES - ELIZABETH STREET



STATIONARY ACTIVITIES
COMPARISON: 1993 & 2004



Counts:

Weekdays: 11/11 + 25/11 2004 : 10am-12 midnight

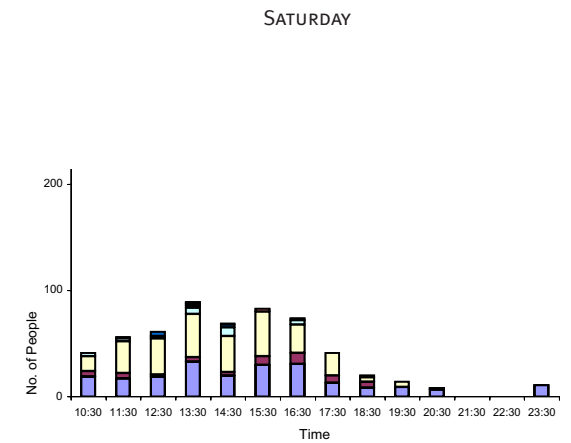
Saturday: 27/11/2004 : 10am-12 midnight

Weather: Fine at all times

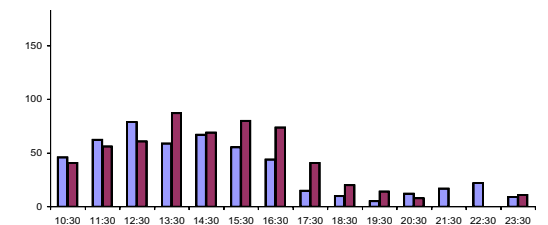
- cultural activities
 - commercial activities
 - children playing
 - lying down
 - secondary seating
 - sitting at cafe
 - primary seating
 - standing
- 1993
■ 2004

The stationary activities recorded in Elizabeth Street reveal a low level of public life during the week and Saturdays. This is symptomatic of there being fewer attractions than other survey sites, but can also be attributed to construction works affecting the results.

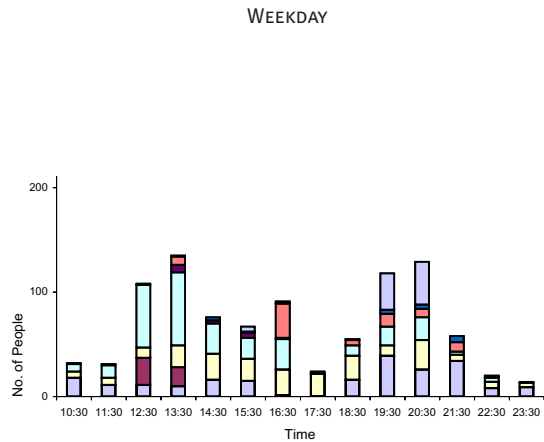
Over the past decade, the activity levels in Elizabeth Street have not significantly changed, with low levels also recorded in 1993. However the growth in pedestrian numbers points to the potential for a much more attractive and vibrant place in the future, if a better quality streetscape is offered.



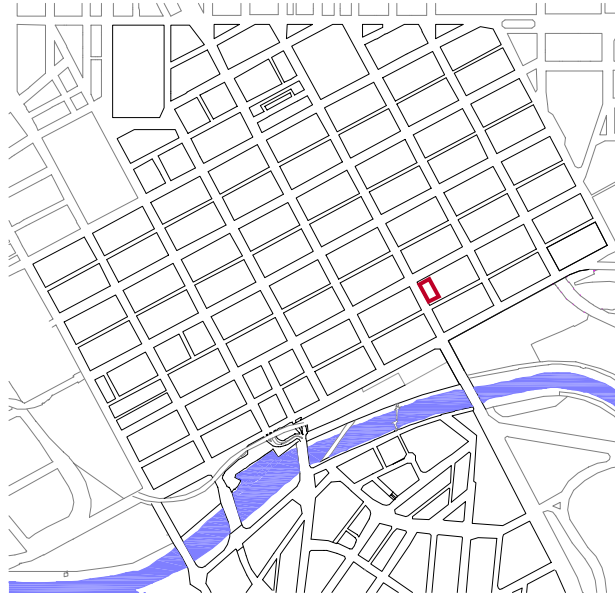
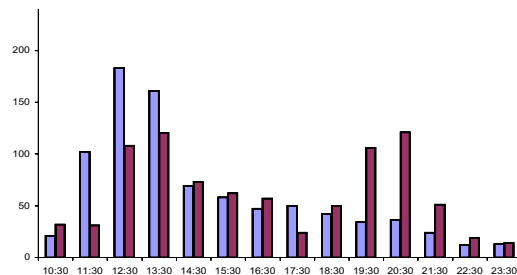
STATIONARY ACTIVITIES
COMPARISON: 1993 & 2004



3.3 STATIONARY ACTIVITIES - CITY SQUARE



**STATIONARY ACTIVITIES
COMPARISON: 1993 & 2004**



Counts:

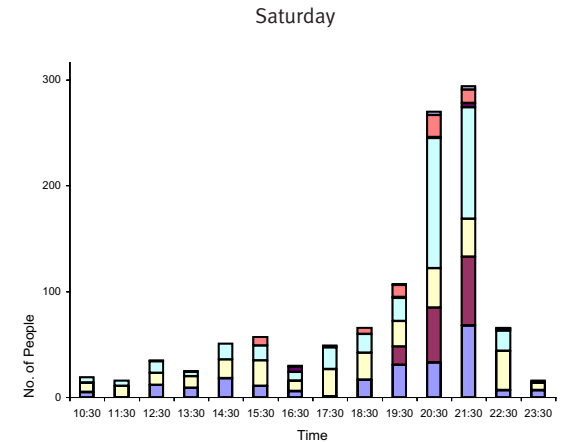
Weekdays: 11/11 + 25/11 + 2/12 2004 : 10am-12 midnight

Saturday: 27/11 2004 : 10am-12 midnight

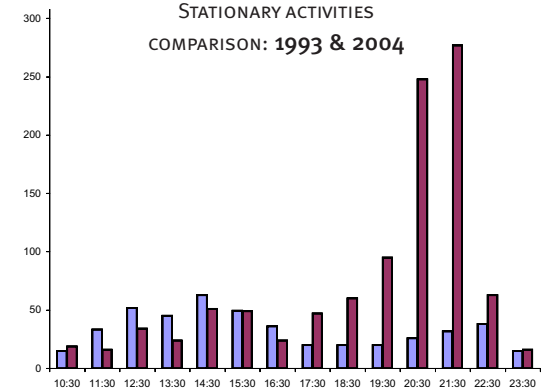
Weather: Fine at all times

- cultural activities
 - commercial activities
 - children playing
 - lying down
 - secondary seating
 - sitting at cafe
 - primary seating
 - standing
- 1993
■ 2004

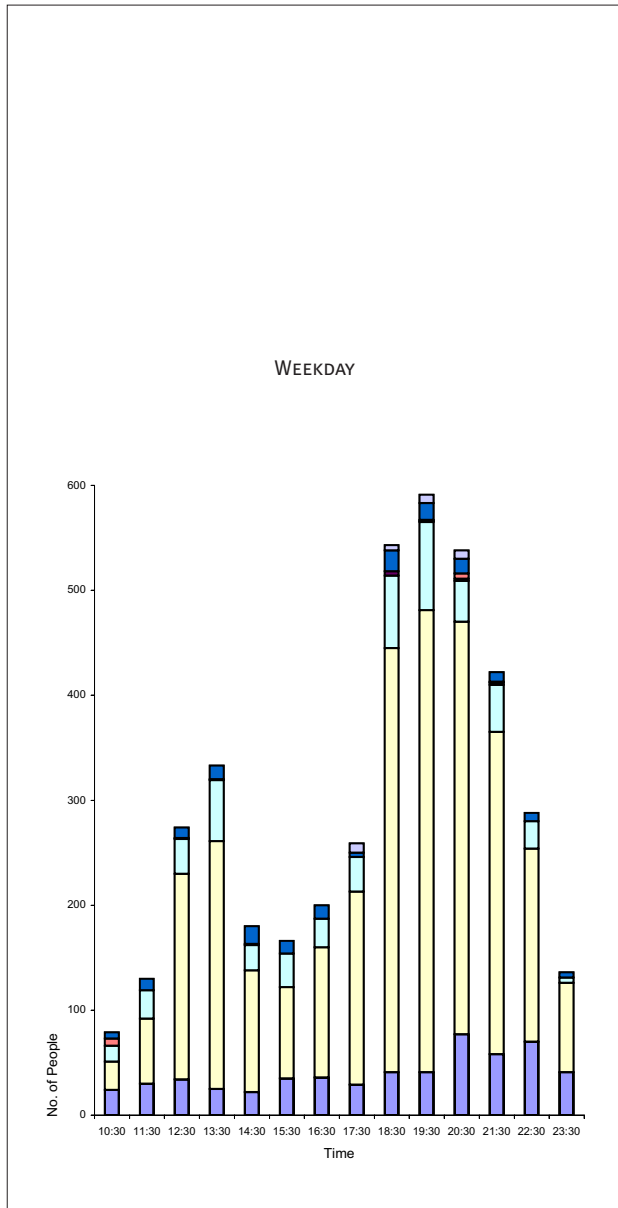
Since 1993, a completely new City Square has been created, offering more active edges with cafes on street level, informal seating on ledges and raised grass platforms, as well as an active program of visual and performing arts. Since 1993, there has been an increase in activity levels with a significant shift from daytime only activities in 1993, to a much livelier day and evening scene by 2004, particularly on Saturday nights.



**STATIONARY ACTIVITIES
COMPARISON: 1993 & 2004**



3.3 STATIONARY ACTIVITIES - FEDERATION SQUARE

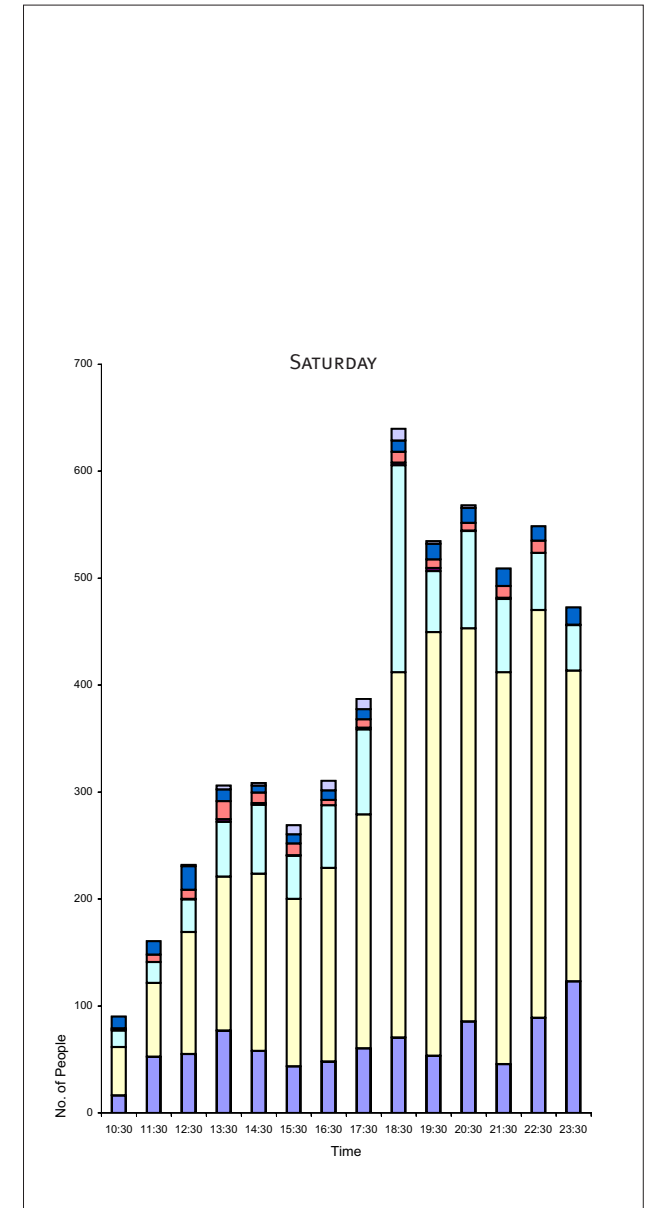


Counts:
 Weekday: 25/11 2004 : 10am-12 midnight
 Saturdays: 27/11 + 4/12 2004 : 10am-12 midnight
 Weather: Fine at all times

Legend:

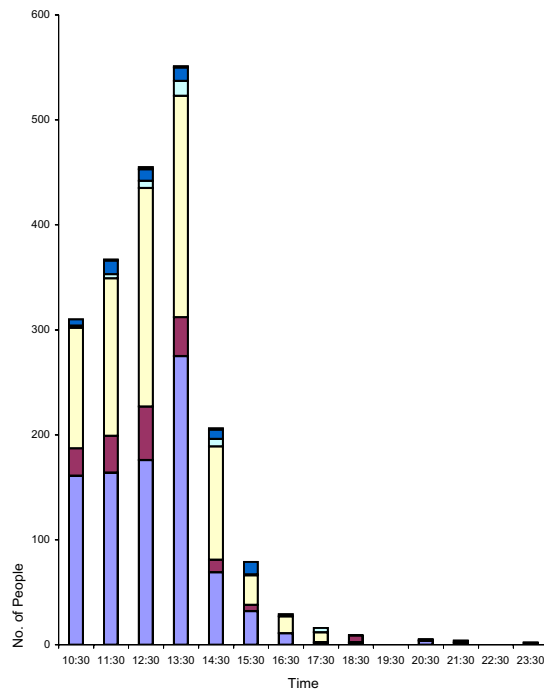
- 1993 (light blue)
- 2004 (dark blue)
- cultural activities (light blue)
- commercial activities (dark blue)
- children playing (red)
- lying down (purple)
- secondary seating (light green)
- sitting at cafe (yellow)
- primary seating (dark red)
- standing (light purple)

Federation Square is a new public space opened just a few years ago but with an already established high level of stationary activities. On weekdays the Square is well used but by late afternoon and in the evening hours the activity levels really take off. On Saturdays the number of visitors spending time in the Square is considerably higher and growing steadily throughout the day until the evening hours. Altogether this is a very impressive success story.



3.3 STATIONARY ACTIVITIES - QUEEN VICTORIA MARKET

WEEKDAY



Counts:

Weekday: 25/11/2004 : 10am-12 midnight

Saturday: 27/11/2004 : 10am-12 midnight

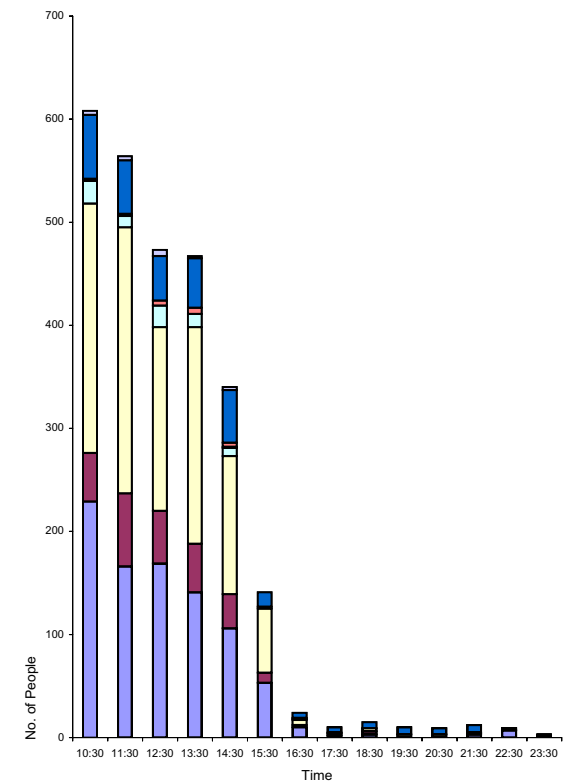
Weather: Fine at all times

- cultural activities
- commercial activities
- children playing
- lying down
- secondary seating
- sitting at cafe
- primary seating
- standing

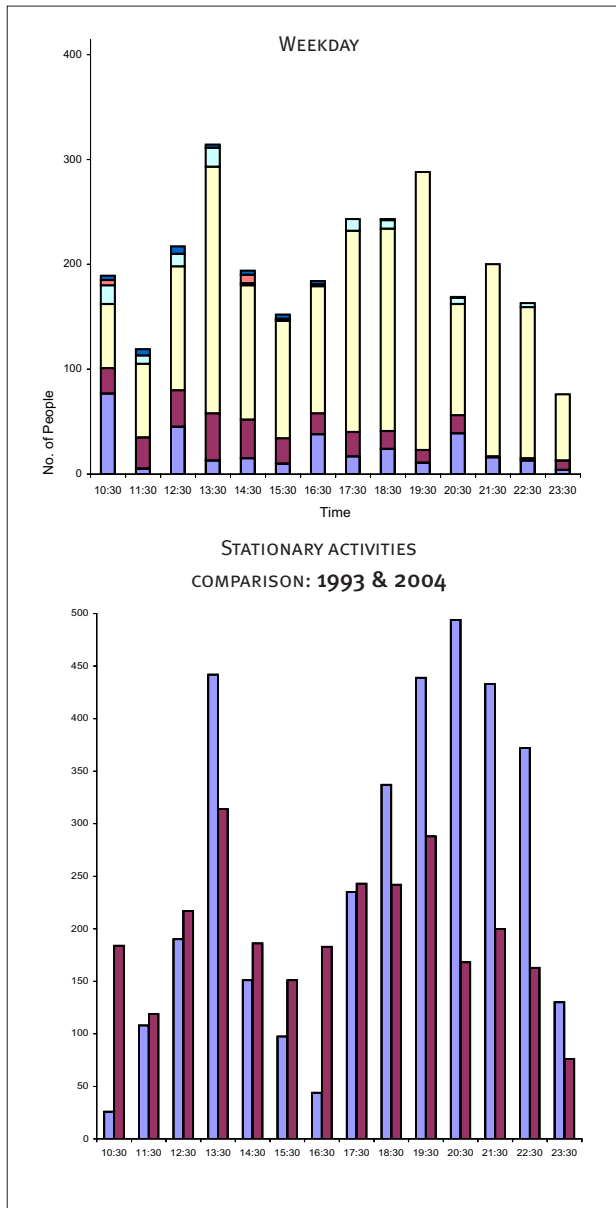
Queen Victoria Market is a well-established local institution and popular tourist destination and so finding a high level of activity was expected. It is interesting to note that when open, the Market is the liveliest place in the city both during the week and on Saturdays.

There is an interesting difference in use patterns between weekdays and Saturdays. During the week, activity levels grow steadily until lunchtime and then drop off quickly. On Saturdays, the morning hours are the most active. Interestingly, people in outdoor cafés constitute almost 50% of all stationary activities.

SATURDAY



3.3 STATIONARY ACTIVITIES - SOUTHGATE



Counts:

Weekday: 11/11 + 25/11 2004 : 10am-12 midnight

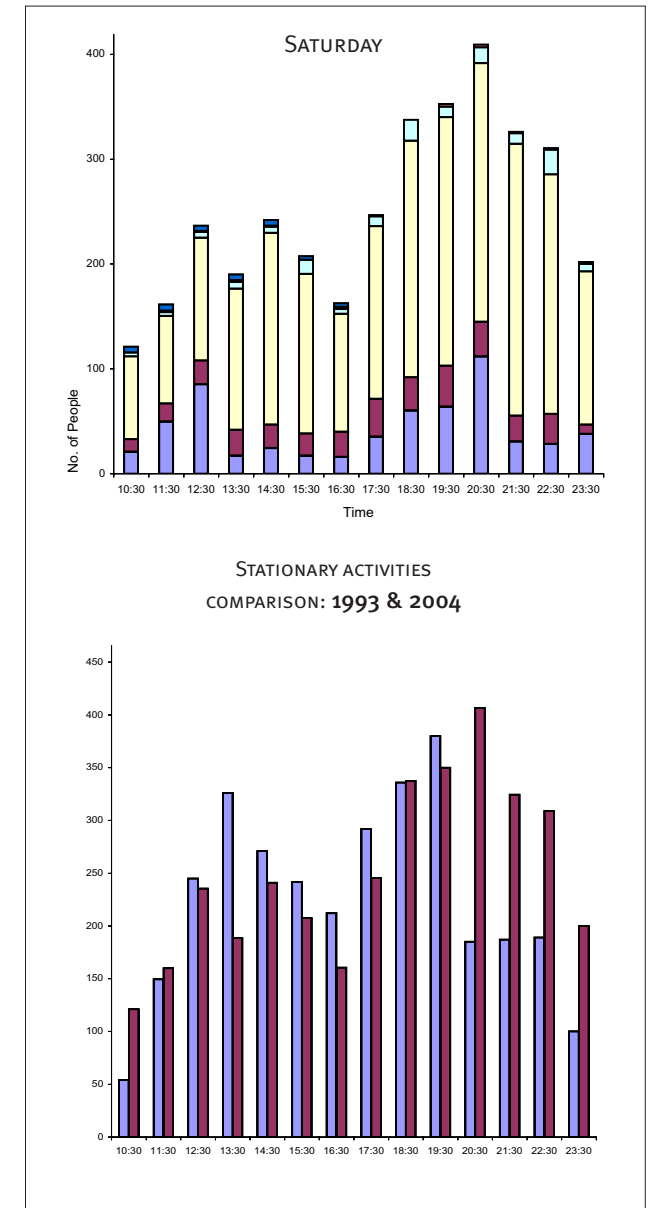
Saturday: 27/11 + 4/12 2004 : 10am-12 midnight

Weather: Fine at all times

- cultural activities
- commercial activities
- children playing
- lying down
- secondary seating
- sitting at cafe
- primary seating
- standing

1993
2004

In 1993, Southgate was newly established and so one of the only attractions offered along the Yarra River. By 2004, a great many new destinations have been added: Federation Square, Casino Entertainment Complex, Exhibition Centre, Melbourne Aquarium and Birrarung Marr. As could be expected against this new competition, Southgate has somewhat fewer visitors on weekdays, especially at lunchtime and in the evenings compared to 1993. The Saturday pattern resembles the 1993 patterns more closely, but shows more evening visitors than 10 years ago. For anytime of the day or week, people in cafes is the dominant stationary activity.



For a number of years it has been held that improvements to the pedestrian environment will result in a more lively and attractive city: where more people would like to walk and spend time.

Evidence from various traditional European cities such as Barcelona, Lyon, Strasbourg, Freiburg and Copenhagen has been plentiful. Copenhagen has been the first city in the world to produce solid documentation showing the impressive growth in public life following substantial improvements to the public realm over several decades.

Melbourne now adds a new dimension to this story. A grid city, with wide streets and no squares included in its original design, containing uncoordinated high-rise development from the 1960s and 1970s, it was considered to be a mono-functional, 'empty and useless city centre' by 1980: a 'doughnut' with nothing in the centre. Many cities across the 'New World' fit this description. And in most of these, the car continues to be the king and the 'doughnut-syndrome' is still prevailing.

This is definitely no longer the case in Melbourne. A carefully planned and executed process for turning the city into a people-oriented city has been orchestrated and gradually implemented since 1985, but particularly during the past decade.

Of all the things a city can do to improve its environment, Melbourne has done almost everything: more residents and students, more people streets, squares, lanes and parks, wider sidewalks, quality materials, active shop frontages, fine furnishings, new street trees and public art programs. Many opportunities provide the invitation to walk and to linger. Meeting sustainability objectives such as greening the city and upgrading the public transport systems and bicycle infrastructure have been systematically addressed.

Most of this has been accomplished over a short span of time, and the outcome of this effort comes out strongly in this report. Public life in Melbourne has changed dramatically. Many more people are walking the streets: on weekdays some 40 per cent more, and in the evenings twice as many as in 1993. And many more people come to town to promenade and to spend time enjoying the city, the surroundings – and especially the number one city attraction: other people. An estimated two to three times more people are using the squares, parks, street benches and cafes as compared to 1993.

In summary, the underutilised and inhospitable city centre of the early 1980s has in 20 years been turned around into a vibrant, charming 24-hour place that is livelier, more attractive and safer than most other city centres found worldwide: an almost European atmosphere - yet Down Under!

The 'Melbourne miracle' that is documented in this report gives hope and incentive for cities in all parts of the world struggling with the 'doughnut-syndrome'. While many improvements have been substantial, even the most incremental changes to public spaces of the city can make vast changes to its economy, attractiveness and public life.

Melbourne, August 2005
Jan Gehl - Professor, Dr.Litt



2003 "Funky Town" - "Melbourne's CBD ... is hitting new heights"

"After taking a beating for 100 years, Melbourne's central business district is fighting back."

"New census figures ... paint a picture of a city few would have imagined 30 or even 10 years ago."

"The key is a fine-grained understanding of the CBD's streets and spaces."

"... CBD retailers employ more people and occupy more floor space than they did 20 years ago ... since 2000, job growth in the CBD has outstripped growth in the city as a whole."

"An increasing proportion of the growth in business is taken up by new restaurants and bars. That means a new central city: more residential, more lifestyle, less office and dramatically less manufacturing."

"... the grid, with its wide main streets and network of lanes, is such a powerful town planning statement that it will always reassert itself."

"The council prides itself on its efforts to support small creative businesses, to nurture the growth of the city economy and to care for laneways."

Quote from "The Age", 4 June 2003
Article by Royce Millar

Acknowledgments

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Austin Ley, CoM
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Ron Jones, Jones & Whitehead Landscape Architects
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Photographic credits:

Jan Gehl
Alastair Campbell
Phillip Smith
Rob Adams
Jenny Rayment
Ros Rymer
John Gollings
Andrew Curtis
David Tatnall
Duke Albada
Lars Gemzoe
Henriette Mortensen

Public art credits:

‘Mockridge Fountain’ at City Square Artists: Simon Perry, Daryl Cowie and Ron Jones (p.24)
‘Mean Yellow’ Artist: John Meade (p.34)
‘empty centre’ Artist: Sandra Selig (p.34)
‘Terraderma’ Artist: Karen Casey (p.34)
‘Island Wave’ Artist: Lisa Young (p.35)
‘Walking On Air’ Artist: Duke Albada (p.36)
‘Rosie’s Secret’ Artist: Lisa Richardson (p.36)
‘There are a few facts I think you ought to know ...’ Artist: Louisa Bufardeci (p.36)
‘Federation Bells’ Artists: Neil McLachlan and Anton Hassell (p.37)
‘Scar - A Stolen Vision’ Artists: Karen Casey, Craig Charles, Glenn Romanis, Maree Clarke, Ray Thomas, Ricardo Idagi, Treahna Hamm (p.37)
‘Constellation’ Artists: Geoff Bartlett and Bruce Armstrong (p.37)
‘Ilotopie’ Various artists (p.39)

Architecture credits (major buildings):

51 Spring Street Apartments, Fender Katsalidis Architects (p.12)
Hero Apartments, Fender Katsalidis Architects (p.14)
QV2 Apartments, McBride Charles Ryan in association with NH Architecture (p.15)
The Melburnian, Bates Smart in association with HPA Architects (p.15)
Melbourne Terraces, Fender Katsalidis Architects (p.15)
Storey Hall, RMIT, Ashton Raggatt Macdougall (p.16)
Victoria University Law School, Peter Elliot Architects (p.17)
BHP Billiton Headquarters at QV, Lyon Architects (p.20)
Federation Square, LAB Architecture Studio in association with Bates Smart (p.23)
City Square, MCC Design Branch (p.24)
Melbourne Museum, Denton Corker Marshall (p.40)
Melbourne Exhibition Centre, Denton Corker Marshall (p.40)

