

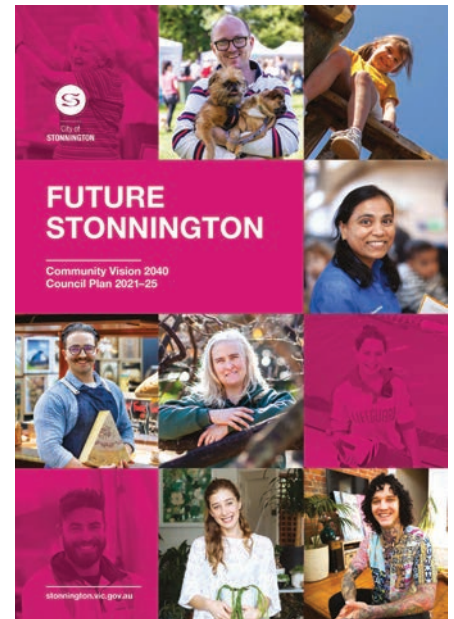


CHAPEL STREET TRANSFORMATION STRATEGIC CONTEXT

Future Stonnington

(Community Vision 2040 and Council Plan 2021-25)

Chapel Street is waking from its slumber, with Council prioritising and investing in its revitalisation as an iconic location. (Future Stonnington, p34)



Overview

Future Stonnington incorporates two important documents: the Stonnington Community Vision 2040, articulating the community's aspirations for the future, and the Council Plan 2021–25, which describes how Council will strive towards this vision during its four-year term.

The Stonnington Community Vision 2040 comprises an overarching vision statement and six supporting principles. Together, these will guide Council's strategy, priorities and actions. Developed with our community, the Council Plan is one of the most critical pieces of work Council will undertake in its four-year term. It must consider our Community Vision, the challenges and opportunities we face, as well as the functions and obligations required of Councils by law. Once adopted, it becomes our framework for action and guides the delivery of everything we do. The City of Stonnington has developed this Council Plan centred on three strategic directions representing our broad aspirations in achieving the community's vision.

Key messages

The Community Vision highlights the importance of local places and a sense of identity:

- Principle 1: Stonnington is a modern city that **maintains heritage sites** and its cultural identity whilst **embracing progressive development, which supports its local businesses** and encourages creative initiatives
- Principle 6: We provide access to a variety of quality services and amenities for everyone within 20 minutes.

The applicability of these to Chapel Street's Transformation is clearly articulated in the Council Plan:

- Strategic Direction 1: Identity and A thriving and unique place
 - Priority 1.1.2: Define, celebrate and promote what our residents and visitors love about our individual neighbourhoods to guide Council programs, activations and capital works.
 - Priority 1.1.3: Define and reinvigorate the Chapel Street precinct as an iconic destination.
- Strategic Objective 1.2: Thriving and desirable businesses
- Strategic Objective 1.3: Pride of place and character

How is this relevant

- There is strong Council commitment to Chapel Street's Transformation as articulated through the Council Plan, particularly Priority 1.1.3.
- The Community Vision and Council Plan provide wider guidance for consideration in the type of place Chapel Street should be.

Walking Action Plan

2022-2030

Walking, whether unaided or with the assistance of a mobility device, is central to how we live and enjoy the vibrant precincts, parklands, river side trails and tree-lined streets of our neighbourhoods. To make walking an attractive transport option, we need to provide a safe, comfortable walking environment for people of all abilities.



Overview

The Walking Action Plan defines the vision, strategic priorities and actions that will ensure the City of Stonnington's walking environments and networks are safe and accessible to all people walking in and around the city.

The Walking Action Plan directly supports the Community Vision 2040 and Council Plan 2021-2025.

Four overarching Strategic Priorities are identified in the plan:

- Safe, accessible and inclusive streets for people
- Efficient, connected and convenient walking networks underpinning the local economy
- Walking for healthy lifestyles and community connection
- Interconnected, green and resilient walking environment

Priority Areas and Key Actions are established under each of the Strategic Priorities to guide implementation of the plan.

Key messages

The Vision highlights by 2030:

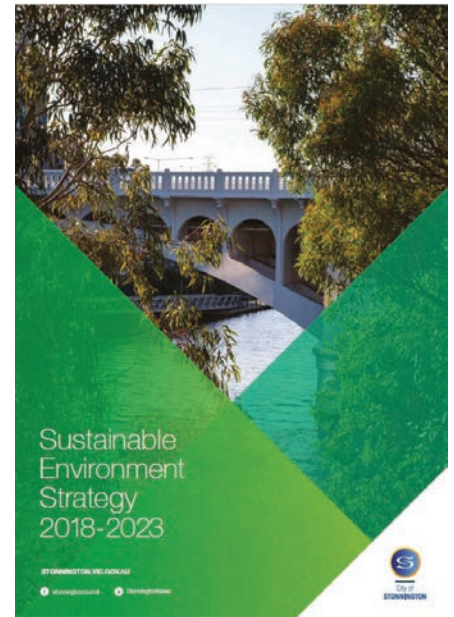
- Stonnington will be a recognised walkable city where pedestrians are at the heart of how the city operates.
- Our pedestrian environment will be accessible and inclusive to all in the community.
- Our road crossings, streets and laneways will be safe and welcoming with more pedestrian crossings, priority zones and reduced vehicle speeds that make walking more attractive.
- Our streets and activity centres will be built around walking with wide high-quality footpaths, an interconnected network and abundant public space for outdoor dining, trading, and socialising.
- Walking will be the mode of choice for short trips including walking to school, ensuring no one is disadvantaged by not having access to a private vehicle or public transport.
- Walking routes will be green, shaded and welcoming places for moving, meeting and resting.

How is this relevant

- **Most Stonnington residents live within a 10-minute walk** of a shopping precinct, train, tram or bus.
- **Walking hotspots and issues identified** (p15)
- **Top reasons why people walk:**
 - Exercise and recreation (67%)
 - Local shopping and recreation (37%)
 - to access employment (21%)
 - to access public transport (18%)
 - 50% of respondents usually walk for short trips
- **Surveyed respondents most wanted to see:**
 - 66% more street pop-ups and parklets to create people oriented streets
 - 58% wider, better quality paths and more space for pedestrians
 - 44% improvements to missing pedestrian connections, crossings, and greater pedestrian priority and crossing time
 - 43% improving lighting
 - 33% more separation of pedestrians and cyclists
 - 31% more shade, shelter, public toilets, drink fountains and rest stop seating
 - 30% reduce impacts of busy roads or encroachment of moving vehicles

Sustainable Environment Strategy 2018-2023

Together with the community, the City of Stonnington is working towards creating a healthy and sustainable city for future generations.



Overview

The key objectives of the strategy that has been co-developed with the broader community and key stakeholders, are to:

- Demonstrate council's commitment to sustainability
- Improve council's own environmental performance and practices
- Guide council decision-making and activities
- Integrate sustainability into the planning and delivery of council
- Infrastructure, services, facilities and planning functions
- Mitigate and adapt to climate change
- Protect and enhance the local natural environment and biodiversity, and
- Support and inspire the community to adopt sustainable practices and work together towards a more sustainable future.

Key messages

5 key strategic priority areas have been identified:

1 CLIMATE CHANGE AND ENERGY

- energy efficiency
- renewable energy
- environmentally sustainable design

2 RESOURCES AND WASTE MANAGEMENT

- food waste
- resource recovery
- waste avoidance education

3 INTEGRATED WATER MANAGEMENT

- efficient water use
- water quality
- managing water capture and reuse

4 URBAN ENVIRONMENT

- growing the urban forest
- protecting and maintaining natural areas
- increasing habitat and biodiversity

5 EDUCATION, ENGAGEMENT AND COLLABORATION

- monitoring and reporting
- partnerships
- collaborative projects

How is this relevant

Key focus on climate change and the reduction of greenhouse gas emissions through:

- Promoting **public and active sustainable transport modes**
- Promoting local destinations
- Promoting Car Share options
- Promoting e-mobility
- Street Light upgrades
- Promotion of solar PV powered systems

Environmental sustainable design

- Reduce impact of construction through **material choice**
- Re-use/ Recycle priority
- Maximising the **value of water in streets**

- WSUD [passive irrigation/ rainwater harvesting/ rainwater treatment]

- **Smart technologies** for responsive open space performances

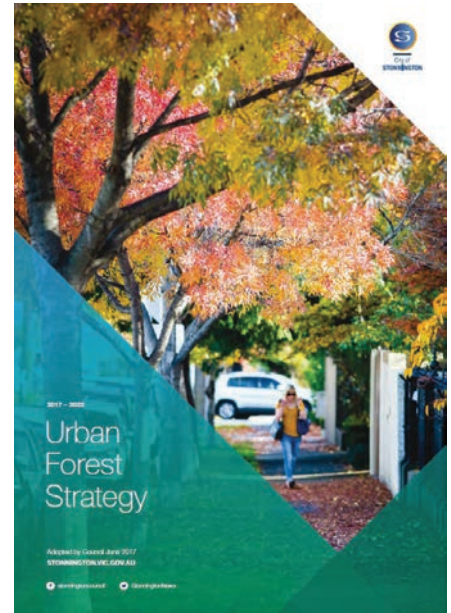
Urban environment

- Reduce urban heat island effect by maximising **street trees, green roofs/ walls and other green infrastructure**
- Monitor and report environmental performances for education and improved management
- Require private development contribution to ESD outcomes

Urban Forest Strategy

2017-2022

The City of Stonnington will have a healthy, resilient, diverse and valued urban forest that will continue to be a core element of the character and liveability of the City. The urban forest will underpin the health and well-being of the community, increase biodiversity and environmental outcomes and help strengthen economic activity.



Overview

The Urban Forest Strategy seeks to achieve the following outcomes:

- Increased vegetation cover
- Improved health and quality of the urban forest
- Greater resilience to a changing climate
- Reduced urban heat island effect
- Enhanced amenity and liveability.

The urban forest contributes significantly to improving the physical and mental wellbeing of a city's residents and visitors. Trees also provide many other benefits to the community, the environment and local economic activity including improved air quality, cooler streets, reduced UV exposure, improved water management and reduced energy costs.

However, the Urban Forest is under constant threat by urban densification and development, and climate change.

The Urban Forest Strategy provides clear guidance and direction on tree planting on public and private land.

Key messages

- Urban Forests provide many environmental, social, and economic benefits such as:
 - Cleaning and cooling of air
 - Provide wind and sun protection
 - Store carbon
 - Provide biohabitat
 - Improve mental health
 - Increase property value.
- Chapel Street is one of of Stonnington least tree'd, most urban heat impacted space;
- The Urban Forest is aging - 45% of all trees are mature or old
- Species Diversity: 30% are natives, 10% plane trees.
 - Future tree species to consider climate change and increase biodiversity
- Competition for limited space:
 - Tree pit size is dependent on presence of services, narrow street corridors with overhead services and assets conflict with broad tree canopies

How is this relevant

- Road Reconstruction projects:
 - Redesign road layouts to minimise conflicts with in ground services and overhead structures
- CoS prefers a unified tree character within street corridors for consistency
 - Increase availability of water to trees to warrant health over expected hotter and drier weather
- Create feature boulevard plantings
 - Create habitat [corridors] - Utilise Chapel Street as an ecological corridor linking to the Yarra system
- Explore the installation of containerised growing conditions for new planting
- Increase the cover of alternative green infrastructure such as green roofs and walls, rain gardens

Our Climate Emergency Action Plan 2021-2024

Our commitment is framed around an overarching principle of leadership and three strategic priorities that address both climate mitigation and adaptation. Each strategic priority includes a series of actions. 1 – Zero carbon Stonnington 2 – Thriving in a changing climate 3 – Working together for change.

**Towards
Zero Carbon 2030:
Our Climate
Emergency Action
Plan 2021-2024**



Overview

The City of Stonnington is committed to immediate and urgent action to reduce our own emissions, as well as helping to reduce community emissions and preparing and adapting our city for a changing climate.

Council declared a climate emergency on 20 February 2020, recognising that urgent action is required by all levels of government, including local councils. Climate change is already impacting the environment, economy and the health and wellbeing of our community and it will continue to do so.

Key messages

– 3 priority actions are identified

ZERO CARBON

- Transition to renewable energy;
- Conversion of Council fleet to electric
- Avoid single use plastic
- Expand food waste recycling
- Facilitate circular economy
- Develop a walk-able city
- Develop a cycle-smart city
- Promote use of active and public transport
- Support zero carbon developments
- Facilitate increased access to electric vehicles and charging infrastructure

THRIVING IN A CHANGING CLIMATE

- Increase the Urban Forest
- Ensure WSUD
- Develop an integrated water management
- Support local food production

WORKING TOGETHER FOR CHANGE

- Educate and inform [council staff and community]
- Monitor and report on climate action progress
- Partner with state and federal governments

How is this relevant

- Increase **access to active and public transport** for emission reductions;
- Decrease attractiveness of using private mobility
- Improve kerbside waste management [better recycling/ food waste separation]
- Target is **zero carbon for the entire community by 2030**
- Commitment to **increased urban greening**
- Localised food production
- Water smart design
- Efficient street lighting
- Enhance **pedestrian connectivity** through traffic speed reductions, optimised street crossings and better footpaths
- Promote cycling by providing bike locking, repair stations, rest stops etc
- Develop and implement a **parking strategy** and policies to manage parking more efficiently and allocate road space in line with Council's economic, transport and sustainability objectives.
- Incorporate **passive irrigation and WSUD**
- Include climate change considerations to plant selection
- Maximise use of **lighter surfaces** to reduce Urban heat

Green-Blue Infrastructure Manual



The City of Stonnington aspires to be an inclusive, healthy, creative, sustainable and smart community. There are, however, practical considerations to guarantee success of design initiatives.

Overview

The Green-Blue Infrastructure Manual is a practical guide to achieve and deliver on Council's aspiration and commitment to be a cool and water smart city.

The key objectives targeted through the detailed outline of urban design initiatives are:

- Improve stormwater quality entering waterways
- via Water Sensitive Urban Design (WSUD) treatments.
- Protect, maintain, and enhance biodiversity and liveability values through the development of its urban forest.
- Enhance design outcomes of public spaces, places and building

Key messages

- When done correctly, green-blue infrastructure can support plant health, urban cooling and downstream water quality.
- Most places have a multitude of green-blue design options. Identify and decide on preferred options early with all stakeholders
- Identify site constraints such as:
 - Sun and shade
 - overhead conditions
 - underground conditions
 - catchment
 - ground conditions
 - safety
- A matrix of common design responses in context of specific site conditions highlights for commercial shopping strips:
 - avoid rain gardens;
 - consider open tree pits
 - proceed with permeable pavement and soil strata systems

How is this relevant

- Whilst green-blue infrastructure is recommended, not all types are suited. Open rain gardens are not recommended.
- **Tree vault systems** and tree pits are preferred.
- A tree master list is provided

Urban Lighting Guidelines

2019

The City of Stonnington is committed to creating a sustainable and resilient city, with enhanced natural and urban environments for the community. Council's ESD Strategy includes strategic objectives to reduce energy use and associated greenhouse gas emissions and protect, maintain and enhance areas of natural environment throughout the city.



Overview

The purpose of these guidelines is to ensure a consistent and coordinated approach to planning, designing and installing lighting in the City of Stonnington. The guidelines will help to ensure that lighting is best practice, fit-for-purpose, and supports a vibrant and safe city while meeting Council's sustainability objectives.

The guidelines outline recommended actions in regards to lighting the various public open spaces within the municipality in context of public safety and amenity, energy efficiency, biodiversity.

Key messages

Lighting a sustainable city

- Bright lighting can impact on local biodiversity and contribute to light pollution.
- Lighting levels should be kept at a minimum to provide amenity and safety without impacting negatively on the environment.
- Public lighting contributes currently to about 24% of Council's Greenhouse gas emissions. Target is to reduce by 60% by 2030.
- Good lighting increases public safety and amenity and helps to experience the city's features in better ways, such as façades, public art and landscapes.

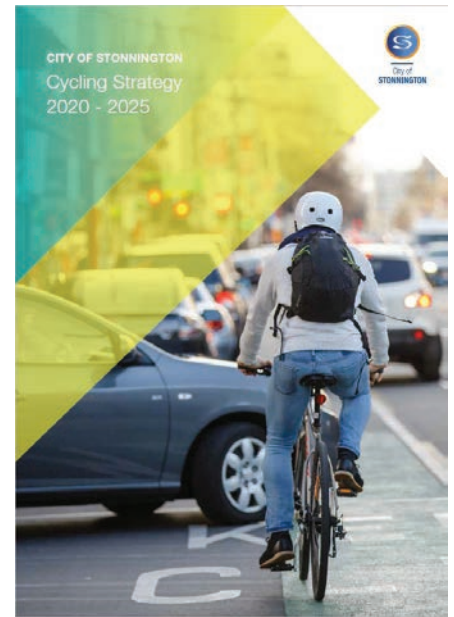
How is this relevant

- Upgrade all lighting to LED
- Apply crime prevention through environmental design
- Highlight specific features through lighting
- Don't over illuminate
- Feature **lighting limited** to special places

Cycling Strategy

2020-25

Now more than ever, cycling is being viewed as an accessible and reliable way of travelling around the city – whether riding to school, to workplaces or to link to public transport.



Overview

The aim of the five-year Cycling Strategy is to increase the number of people cycling in Stonnington, with a specific focus on improving safety.

Currently in Stonnington, 43 per cent of trips under 2km are made by car. With Stonnington's population expected to grow by 25,000 people over the next two decades, it is increasingly important for Council to provide safe and viable alternative transport options for both on and off road cycling, that support greener and healthier habits for the community.

The strategy specifically targets three major issues affecting the area of Stonnington:

- Safer cycling along the Chapel Street corridor
- Paths which everyone can feel comfortable using
- Delivery of strategic cycling corridors through state investment

Key messages

- 1 cyclist in average per month is seriously injured by cars on Chapel Street.
- With expected population growth comes an urgent need to shift from individual vehicular travel to active or public modes.
- The shift to active and public travel modes is underpinned by various Council policies such as Sustainability and considerations for communal well-being.
- Current trend is that destination shopping is moving to online shopping. Local residential shopping however is strong.
- Traffic congestion is identified as risk to retail activity.
- Active transport [slow] is increasingly valued as strengthening retail activity.
- Community has indicated strong support for the removal of parking to support cycling.

How is this relevant

- Chapel Street will always remain a popular cycling route.
- The plan supports trial projects to test success and build community support.
- Enhance better separation of bike lanes and vehicular lanes
- Create a fully bike dedicated lane in Forest hill
- 'Copenhagen style' bike lanes should be explored

The Chapel Street Realisation Project

2020

People have died and been seriously injured riding bikes along Chapel Street and this will likely continue unless we work together to address the issue.

The Chapel Street Realisation Project

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City of Stonnington
Cycling Strategy 2020-2025

Stonnington Bike Users Group
Submission for council funding

27 November 2020

Overview

This report has been produced by the Stonnington Bike Users Group for Council consideration and action.

The report outlines the commercial, well-being and environmental benefits of cycling compared against vehicular dominated travels and street uses.

Proposals to turn Chapel Street into a Strategic Cycling Corridor include:

- Removal of parallel parking
- Improvements of cycling infrastructure
- Reduction of travel speeds
- Closure of Chapel Street to traffic
- Prioritise walking and cycling through traffic design

Key messages

- Cycling prioritisation creates retail revenue
- The scene is set for change through the pandemic caused conversion of parking to parklet
- Chapel Street needs to respond to a growing population and densified demands
- Removing circulating traffic due to car park hunting will relieve traffic congestion and enhance public transport performance
- The RACV 'Strategic Cycling Corridor Review' identifies Chapel Street as the highest priority route in Melbourne.

How is this relevant

- **Catchments of schools** drive demand for safe cycling
- **Remove parallel parking** along Chapel Street to:
 - expand space for pedestrians, trees, street furniture and outdoor dining; and
 - reduce the risk of cyclists colliding with car doors;
- Improve cycling and pedestrian infrastructure along Chapel Street;
- Reduce the speed **limit along** Chapel Street to 30km/h:
 - to lessen the frequency and severity of collisions between cars and cyclists, and cars and pedestrians;
 - to decrease vehicle noise and exhaust emissions;
- Closing Chapel Street off to through traffic at one point along its length;
- **Elevating footpaths** on side-streets feeding into Chapel Street; and
- Automating pedestrian crossing lights at intersections.

Preliminary Economic Analysis

2022

Chapel Street's long history is a reminder that it had faced and overcome significant challenges on numerous occasions, each time adapting and successfully forging a new role. [...] Recognising and enabling changing land uses and supporting contemporary development outcomes through a supportive policy framework, assisting local businesses and investing in the public realm should be Council's primary focus.



Overview

The report has been prepared to support Council in managing required change to policy and planning to guide the transformation of Chapel Street.

The reports discusses general changes to the retail sector and its implications on Chapel Street's current offer.

Visitor and activity data analysis helps to provide inside in the street's performance and offers opportunity to sketch outlook and possible change.

Key messages

- Retail volume in general slows, underpinned by a continuous growing shift to e-commerce.
- Australia has one of the highest density of retail outlets per person, given the current trend of e-commerce, the likelihood of [brick and mortar] shop decline is large.
- Retail outlets along the corridor divide into:
 - Food & Beverage: 27.8%
 - Fashion: 15.7%
 - Retail: 11.0%
 - Service: 11.5%
- Current vacancy rates per precinct:
 - South Yarra: 25.8%
 - Pahrn: 21.7%
 - Windsor: 13.4%
 - Greville Street: 19%
- Vacancy rates can be further updated shortly with January/ August 2022 data.
- The better performance of Windsor may be reasoned with a focus of food and beverage offer
- Highest activity days are Saturday, followed by Friday
- Visitors stay long: 1.5 to 2 hours
- Residential development is high however slowing in growth.

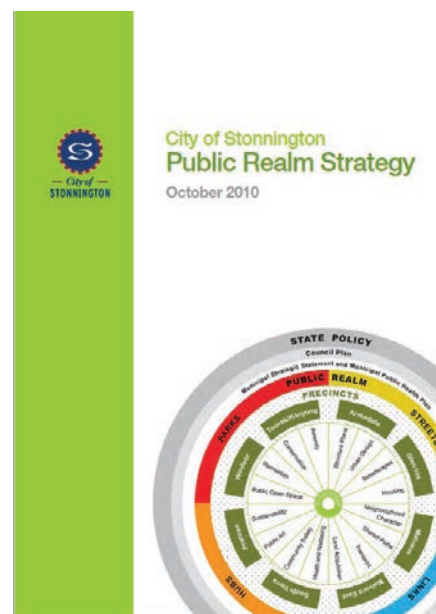
How is this relevant

- 'Retailment' opportunities - Mixing brand experience with retail
- Cater for the **residential population**
- Plan for millennials
- Potential to capture a true **24-hour economy** as the diversity of Chapel shifts from traditional retail with increasing relevance of hospitality as key anchors
- Chapel Street can play an increasingly significant role in providing for a variety of **employment** types, in particular professional services such as, **health and well-being**, medical and-information technology. The continued expansion and popularity of the nearby Cremorne precinct, less than one kilometre to the north from the northern end of Chapel Street, will provide future synergies, particular focused on younger cohorts.
- Consolidate small shops [high rent] to larger footprints
- Focus public domain upgrades on areas of private development upgrades - such as the Jam Factory
- Plan for **pedestrian amenity**
- **Creative sector assets** and activity can further drive amenity and visitation to the precinct, adding to a 24-hour economy and place

Public Realm Strategy

2010

Stonnington's public spaces – urban, green, large and small, streets, parks – are constantly evolving. They are fundamental to the health and well-being of the City's community and its vision.



Overview

The Public Realm Strategy intends to help understand the public realm within the municipality. It sets guidance for future planning of all types of public open space with focus on developing a sense of place, community well-being, and access for all people to Stonnington's public spaces.

The strategy highlights opportunities for:

- Improved links such as active and public transport options;
- Improved quality of public open space and access to it;
- Improved sustainable performances of public open space in environmental, economic and social terms;
- Increased public open space by strategic acquisition of land.
-

Key messages

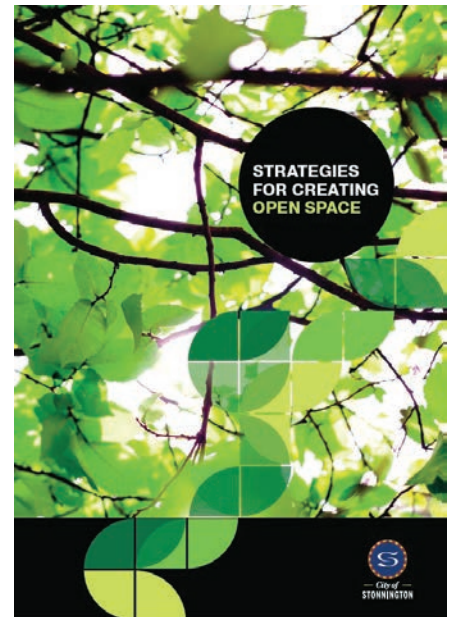
- Next to parks and gardens, the plan acknowledges streets and lanes as key public open spaces. A series of finer grain laneways and small retail streets provide a great level of attraction and amenity.
- The public realm vision seeks to increase the quality of streetscapes in the municipality by:
 - Balance between vehicular, pedestrian and cyclist movement
 - Establishing an urban commercial/shopping streetscape improvement program
 - Integrating street infrastructure with public realm works
 - Implementing WSUD streetscape design
 - Improving the quality of frontages of new developments onto streetscapes
 - Improving levels of maintenance
 - Supporting community based activities in streets to improve the local community and sustainability

How is this relevant

- Increase **urban green in Chapel Street**
- Maintain street as premium regional and local destination
- The plan identifies that Chapel Street in South Yarra and Prahran is a 'Principle Activity Centre', whilst Chapel St in Windsor is a 'Neighbourhood Activity Centre'
- The plan encourages the development of the public realm through higher quality residential and commercial streetscapes (such as Chapel St)
- The plan identifies indigenous heritage information along Chapel Street such as known camping sites in Chapel Street Windsor as well as the Toorak Road/Chapel Street junction. Refer page 88 of the strategy.
- This strategy is under review and will be updated and consolidated with the Open Space Strategy within the next 12-18 months.

Strategies for Creating Open Space

2013



Open space is a highly valued community priority and it is becoming increasingly scarce as population growth and development density in stonnington continue to place pressure on all areas of the municipality.

Overview

This brief overview of open space opportunities within all precincts of the City of Stonnington's municipality highlights the pressing issue of the lack of open space, with currently only 20 sqm per person on average provided, with areas like Windsor offering significantly less.

Stonnington has the second lowest amount of public open space at 6.7% (20 sqm per person) of any Victorian municipality and with the population increasing, the current average rate of 20 sqm of open space per person is continuing to decline.

This strategic implementation plan summarises the investigations and presents options on a range of possible strategic purchases of suitable land as it becomes available across the municipality.

The aim is to establish strategies and a sustainable model of acquisition and action to deliver increased public and accessible open space across the municipality.

Key messages

Strategies to deliver more and better public open space include:

- Identify strategic valuable additional locations for public open space;
- Improve performance of existing open space;
- Develop a sustainable financial model for acquisition of additional space;
- Increase private sector contribution to open space;
- Investigate the ability to convert open car parks to open space
- Partner with state agencies to optimise use of public/ crown land;
- Connect better to the Yarra as a key underutilised open space;
- Enhance linkages and corridors;
- Engage with 'alternative' open spaces such as green roofs;
- Optimise the performance of streets as important open space for active and passive recreation;
-

How is this relevant

- **Optimise linkages** such as Lovers Walk
- Improve performance of public open space around the Horace Petty Housing estate;
- Convert at grade carparking
- Encourage **access to the Yarra**;
- Explore opportunities to traffic calm, green and increase **accessibility for walking and cycling** through the corridor;
- Encourage access to the Yarra as an underutilised open public asset
- Improve linkages to surrounding green spaces such as Albert Park, St Kilda Boulevard;
- This strategy is under review and will be updated and consolidated with the Public Realm Strategy within the next 12-18 months.

re-discover chapel street

2013



The objectives and goals of the Chapel Street Public Domain Masterplan are to promote Chapel Street once again as a world class destination street whilst at the same time recognising the importance of existing local presence and future population growths.

Overview

The re-discover masterplan explores how the street corridor, through design initiatives, could regain its once leading role as destination street within Melbourne. Based on community and stakeholder engagement, a set of design initiatives are developed to help re-structure the corridor.

Key concern is to

- Break down the length of the street into distinct areas or neighbourhoods,
- Increase footpath widths,
- Minimise parking
- Reduce clutter, move power underground,
- Celebrate the architecture,

Key messages

- **4 distinct neighbourhoods** of Forest Hill, South Yarra, Pahrn and Windsor.
- **Village squares**
 - a green, pedestrian priority area with reduced traffic speeds
- Shared streets
 - Dedicated pedestrian spaces with high quality pavements
 - Safe, active, green, flexible
- **Pause points**
 - Secluded escape spaces for pause and recovery
 - Intimate, set back, shaded, calm
- Gateways
 - Church Street Bridge
 - Entry from Dandenong Road
 - Create representative entry experiences
- Major intersections
 - Celebrate intersections as uncluttered open spaces
 - Enhance pedestrian connectivity through Barnes crossings
- **Greening Chapel Street**
 - proposed through additional tree planting, planters, canopies/trellis

How is this relevant

- The implementation of the plan is nearly finished. Most village squares apart from Forest hill and South Yarra are delivered. Many shared streets with varying success to provide attractive pedestrian focused activity zones.
- Street break down into precincts may have caused **decrease in identity** and singular character.
- Extensive engagement has been undertaken. Key opportunities for the street are:
 - **edgy, vibrant, social, eventful, an international destination**
- The community widely supports the idea of 4 distinct villages however generally point out a loss in identity

Chapel Street Palette & Guidelines

2013



Chapel Street is one of Melbourne's premium retail and social streets. Its pavements and furniture should be of a high quality to reflect its importance to Melbourne and the community within the City of Stonnington.

Overview

Chapel Street is one of Melbourne's premium retail and social streets. Its pavements and furniture should be of a high quality to reflect its importance to Melbourne and the community within the City of Stonnington.

This report intends to provide a palette for furniture, materials and vegetation which best meets a balance between overall unity of Chapel Street and precinct identification and celebration. The intention is to ensure Chapel Street's ongoing economic, social and environmental health by improving the public amenity, character and physical amenities within the street.

The guidelines have been developed in conjunction with the re-Vision masterplan.

Key messages

- Unified expression along the corridor with distinct 'special responses';
- Develop a unique palette of furniture and pavements used only in Chapel Street;
- Bespoke moments distinct to the 4 villages to create pause points and define village squares;
- Pause points should be created at side road intersections via kerb extensions;
- Public art experiences are to be installed at village squares;
- A colour coding system to light poles has been suggested to identify the various villages;

How is this relevant

- The instalment of **one unique pavement has not been completed**;
- Various stone pavement sizes and styles installed since 2013 have somewhat **eroded the approach to consistency**;
- A high number of 'special places' created a very diverse non-consistent experience of the corridor;

reVision Transport Strategy

2013/ 2015



The objectives and goals of the Chapel Street Public Domain Masterplan are to promote Chapel Street once again as a world class destination street whilst at the same time recognising the importance of existing local presence and future population growths.

Overview

The re-vision masterplan is joined by a dedicated transport strategy, updated in 2015.

The strategy focuses on the current and future conditions for all traffic modes within the Chapel Street corridor, including walking, cycling, private vehicular movement, freight and servicing, public road based, and rail based transport.

It recommends a hierarchy of prioritisation from walking and cycling to public transport, then servicing and down to private traffic. (See officially endorsed diagram of road user hierarchy below, taken from the 2020 Transport Strategy)

The strategy outlines a series of possible projects to respond to current and future demands.



Key messages

- Establish an integrated transport network that prioritises walking, cycling and public transport use.
- Develop a safe and highly accessible transport network that has high quality new and improved infrastructure appropriate to service predicted growth.
- Establish a local access street hierarchy that provides safe, direct and attractive pedestrian, cyclist and local vehicle links to key nodes and open space.
- Prioritise the growth of sustainable transport modes and contain vehicular access and parking provision within that context
- Move freight efficiently to and through the area.
- Maintain access for private vehicles to residential streets within the area.

How is this relevant

- Capital City Trail bike route bypassing Chapel Street
- Strengthen **pedestrian links** as per masterplan [links and shared streets]
- Focus on **relocating through traffic** from shopping strips to elsewhere
- Slow traffic speeds
- Enhance **pedestrian street crossings**
- Barnes Crossings at Toorak, Commercial and High Street intersections
- Enhance cycle-ability of the precinct/ and corridor
- Enhance **bike parking** along the corridor
- tram runs are very often delayed by vehicular traffic congestion
- Explore no-right turns crossing tram tracks as short term solution
- Improve **universal access to all tram stops**
- Relocate tram stops to better integrate with key pedestrian movement patterns
- Promote **off-street parking**
- Install a section of shared street on Chapel Street
- Decrease through traffic

Transport Strategy 2020

“The City of Stonnington is serviced by a transport network that supports an inclusive, healthy, creative, sustainable and smart community.”



Overview

The Transport Strategy sets key directions to guide the future planning and development of the transport system, and support sustainable growth in the municipality over the next five years. It builds on the 2014 transport plan, to define transport, travel and planning issues for Stonnington, and provides a refreshed five-year plan (within a longer-term framework) for improving travel and access.

Key messages

- Pedestrian networks and infrastructure need to be of sufficient quality to support a growing demand for street space;
- a fast growing population will create intensified pressure onto transportation;
- In addition to a growing resident population, the number of visitors to Stonnington for work, shopping and leisure is expected to increase. This will emphasise the need to invest in improved linkages to key attractors such as the Melbourne CBD, activity centres and Chadstone Shopping Centre, particularly by more-space efficient and sustainable forms of travel.
- In 2016, 4000 residents walked to work, walking is one of the main modes of travel in Stonnington;
- Key focus of this strategy is to improve walkability across the municipality.
- 2.7% of all residents cycled to work in 2016, however cycling on-road is very unsafe and unattractive;
- Some of Stonnington's roads are Victoria's worst performers in regards to traffic conveyance;
-

How is this relevant

- Chapel Street is regularly reported as one of the top ten locations for crashes involving cyclists in Melbourne;
- Continue to promote development and intensity of activity around **high-quality sustainable transport**.
- Review use of street space, **prioritising pedestrian movement, cycle safety** and accessible public space, while retaining servicing access.
- Promote reduction of non-essential private vehicular traffic
- Highlight Chapel Street as main pedestrian corridor
- **Reduce street clutter** to address footpath crowding issues including reviewing the Footpath Trading and Awnings Policy to provide appropriate design standards and enforcement practices.
- **Reform on-street car parking** to maximise the efficient use of street space
- Make more efficient use of **on-street loading, and the role of taxi ranks**.

Place Led Economic Development Strategy

2022-2026

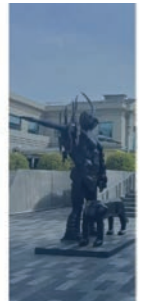
Purpose of the Strategy

The Place-led Economic Development Strategy is intended to:

- 1. Identify and set out a vision and strategy framework for economic development across the City of Stonnington, based on opportunities and challenges identified in the community consultation process.
- 2. Establish a framework for economic development that is aligned with the City's vision and strategic priorities, and that is consistent with the City's role as a local government.
- 3. Establish a framework for economic development that is aligned with the City's vision and strategic priorities, and that is consistent with the City's role as a local government.

What is the Strategy Document?

The Strategy Document is a key document that sets out the vision and strategy for economic development across the City of Stonnington. It is a framework for economic development that is aligned with the City's vision and strategic priorities, and that is consistent with the City's role as a local government.



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To develop and use a place-led strategic framework with related tools to identify economic strengths, needs and opportunities across Stonnington's precincts and activity centres.

Overview

Great Places, Thriving Communities
– Stonnington's Place-led Economic Development Strategy is in draft form, and when endorsed, will represent Council's new and transformative approach to economic development.

It will **prioritise people, place, and quality of life** to create greater opportunities for economic success.

The Strategy comprises two parts:

- Context (demographic and economic), engagement insights, economic opportunities and a place framework; and
- Place Plans for the seven biggest commercial precincts across Stonnington (three of which apply to Chapel Street).

Key messages

- The Strategy brings together industry, community, visitor and resident perspectives and uses analysis of the prevailing economic conditions to identify opportunities and recommend actions that will respond to the unique needs, aspirations and challenges of key commercial activity centres within Stonnington.
- Intensive engagement with community and other stakeholders has informed the development of concrete actions and interventions that will direct future development opportunities

How is this relevant

- The PLED Strategy has been developed acknowledging that each identified activity centre, including Chapel Street, has its **own unique identity and character**.
- When endorsed, the Strategy and the **three place plans** that apply to Chapel Street (South Yarra, Prahran & Windsor) will provide the strategic direction and **guide tailored interventions**, including capital works, activations, events or other specific actions to respond to individual challenges within the strip and inform the Chapel Street masterplan

Chapel Street Travel Behaviour Report 2020

Over half of survey respondents walked to Chapel Street and 45% live in Prahran, South Yarra or Windsor. Only 1 in 6 people drove, and most drivers parked in off-street car parks.



Overview

The Council commissioned study investigated origins and behaviour of visitors to Chapel Street.

The ambition was to understand how visitors would travel to, and around the activity centre of Chapel Street.

The study includes evaluation of dwelling times, expenditure per stay and origins of visitation, such as from afar or being a local resident.

Key messages

- From all visitors asked, 45% are local residents, 55% are visitors from adjacent or further away postcodes;
- 54% walk to and through the precinct, 24% use public transport, cars contribute only 16% of all visitations;
- Cycling activity is low at 2% though the difficulty in intercepting riders is noted, which could be higher
- Only 5% of all visitors used on-street parking;
- Parking was evenly distributed between on-street on chapel, on-street on side roads, and off-street in stacked facilities;
- Key reasons for visitation were:
 - Shopping 37%
 - Work 15.8%
 - Food& Bev 13.8%
 - Health and leisure 13.5%
 - Visiting a friend 6%
 - Travel through 5%
 - personal business 4.7%
 - Entertainment 4.7%
- The predominant age group of visitors is between 20-39;
- The bulk of visitors to Chapel Street are people who visit regularly. Walking is the most frequent mode and also has highest spend profile.
- Although car arrivals spend a high amount of money on the street they comprise a small portion of total visitation and visit less frequently than other modes.

How is this relevant

- Walking is the main travel mode along Chapel Street
- On-street car parking contributes very little to the overall spending on Chapel Street. Only ~5% of people visiting parked their car directly on Chapel Street.
- Cycling is substantially under represented as mode of travel;
- The typical visitor is a local resident

Economic Appraisal of Stonnington's Outdoor Dining Reform

2022



Stonnington's Outdoor Dining Reform Delivers Economic Growth and Jobs.

Overview

The Extended Outdoor Dining Program was an initiative by the City of Stonnington to respond to the specific conditions of retail and hospitality opportunities during the COVID-19 pandemic.

The program extended on street dining options via extended footpath use, additional 'elevated' dining space via parklets, and road closures in side streets.

Key messages

Under this program, the City:

- Approved 222 more [+52%] Outdoor dining permits;
- Enabled an additional 4,440 chairs on footpaths and roads;
- created a 92% satisfaction rate amongst businesses;
- created a 86-94% satisfaction rate amongst residents;
- The loss of parking has not been identified as an issue.

How is this relevant

- Parklets have proven a very **successful strategy** to amend and increase critical outdoor dining and retail activity space;
- Extended alfresco dining can increase the total **economic turn over** in the street;
- Parklets can also be used for non-commercial purposes such as communal wellbeing, gathering, play and to provide green amenity

Chapel Street Place Score

2018



Over half of survey respondents walked to Chapel Street and 45% live in Prahran, South Yarra or Windsor. Only 1 in 6 people drove, and most drivers parked in off-street car parks.

Overview

PLACESCORE is a place experience (PX) diagnostic, engagement, benchmarking, and data tracking platform that helps guide and measure more effective investment in urban environments.

PLACESCORE offers two sophisticated data collection tools, Care Factor and PX Assessments.

Like a 'place census', Care Factor captures what a community really values. PX Assessments measure the community's lived experience.

A place score survey was undertaken in February 2018.

Of all surveyed, 43% were local residents, 24% visitors, 26% workers, and 6% students.

5 key 'dimensions' are evaluated through the surveys, these are:

- Look and function
- Sense of welcome
- Things to do
- Uniqueness
- Care
- The overall PX score for Chapel Street was 64 out of 100, averaged from 8 areas in the precinct
- It must be noted that the study was completed before opening of Prahran Square and COVID, two significant points of change in the precinct.

Key messages

- Overall, Greville Street is ranked highest in all 5 dimensions, with a total PX score of 73 out of 100
- The lowest overall ranking received the section around High Street with a PX score of 57 out of 100
- Workers and visitors rate Chapel Street lower than local residents;
- The highest rated attributes across the entire study area include:
 - Ease of walking around (including crossing the street, moving between destinations) (x5)
 - Welcoming to all people (x4)
 - Overall visual character of the area (x3)
 - Amount of public space (including footpaths and public spaces) (x3)
 - Walking paths that connect to other places (x3)
- The lowest rated attributes across the entire study area include:
 - Amenities and facilities (x5)
 - Car accessibility and parking (x5)
 - Vegetation and natural elements (street trees, planting, water) (x3)
 - Elements of the natural environment (views, vegetation, topography, water etc) (x3)
 - Space for group activities or gatherings (x2)

How is this relevant

- General disappointment with **public amenities such as seating, drinking fountains and toilets;**
- lack of engagement with **local history, nature, and heritage**
- lack of connection to **surrounding places**
- lack of general street life such as **entertainers, buskers etc**
- lack of **care and love** of recent investments [management and operations]

Chapel Street Activity Centre Laneway Strategy

2018



Chapel Street is supported by a network of adjoining laneways which form a crucial part of the activity centre planning and contribute to the overall success and vibrancy of the precinct.

Overview

The City of Stonnington commissioned this study to identify all laneways within the Chapel Street precinct and subsequently undertake a high level audit and assessment of each laneway.

88 laneways are identified within the four precincts of Forrest Hill, South Yarra, Prahran and Windsor.

Each laneway is classified against a grading system to establish their importance within the Chapel Street network. Potential Council actions are also assigned against each laneway to guide the future implementation of:

- Planning controls
- Art/Events
- Civil works
- Traffic management

Five priority laneways were identified for further analysis, supported by an indication of high level design and traffic interventions. These would guide Council in committing further resources to confirm and implement improvement of the five priority laneways. The intention is that the Laneway Strategy would enable Council to proceed with a rolling laneway upgrade program following the realisation of the 5 priorities.

Key messages

For this study, a laneway was defined to be a narrow road, easement of way or right of way with no dedicated footpath and less than 5m in width listed on the Register of Public Roads.

Key findings included:

- Despite complying with the definition, some laneways were determined as having more of a local street function and subsequently removed from the study after inspection;
- Potential to enhance the north-south networks of laneways in Precinct 4 - Windsor;
- Many laneways have adjacent residential uses and any development would need to be sensitive to surrounding context;
- Significant number of adjoining property owners to many laneways make improvements difficult to achieve;
- Consideration should be given to the long term utilisation of at grade car parks which are adjacent many laneways;
- Enhance greening of laneways where appropriate;
- Many laneways lack adequate street lighting causing potential safety concerns, particularly for cyclists and pedestrians.

How is this relevant

- None of the design interventions proposed for the 5 priority laneways appear to have been realised since their recommendation within the strategy;
- Further analysis and review would be required to determine the appropriate location for laneway investment and uplift recommendations within the context of the current Chapel Street Transformation project, supported by an understanding of why these priority laneway projects had not been pursued;
- **Strategic connections to the hinterland [irrelevant of the street typology]** should be made to support safe and accessible movement and activity between Chapel Street and surrounding areas.

Plan Melbourne 2017-2050



Melbourne will continue to be a global city of opportunity and choice.

Overview

The State Government's Plan Melbourne proposes strategies to maintain the established level of livability, to enhance sustainability and accessibility. The Plan seeks answers to secure jobs opportunity, transportation, housing and recreation options across the Broader Melbourne footprint.

The plan develops 9 principles, 7 outcomes, 32 directions and 90 policies to unlock the future potential of Melbourne.

The 9 principles structure the strategies into:

Jobs and investment, housing, transport, liveability, Neighbourhood focus, sustainability, connectivity to the region.

Key messages

- Melbourne's population will grow to 7.9m by 2050
- Principle 3 - Transportation:
 - Transform Melbourne's transport system to support a productive city
 - Improve local travel options to support 20-minute neighbourhoods
- Principle 4 - Liveability:
 - Create more great public places across Melbourne
- Principle 5 - Neighbourhood:
 - Create a city of 20-minute neighbourhoods
- Principle 6 - Sustainability:
 - Transition to a low-carbon city to enable Victoria to achieve its target of net zero greenhouse gas emissions by 2050
 - Integrate urban development and water cycle management to support a resilient and liveable city
 - Make Melbourne cooler and greener

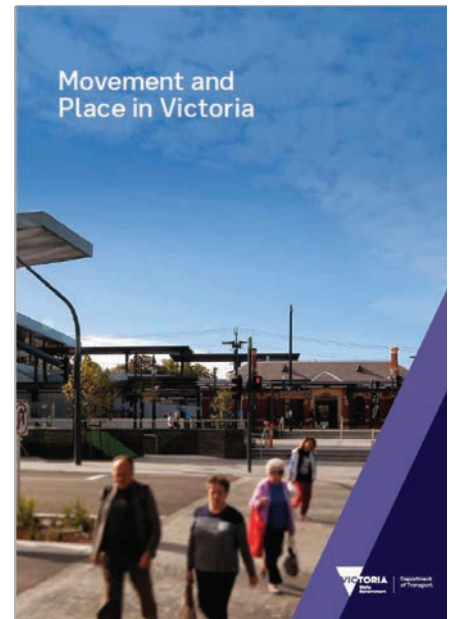
How is this relevant

- Improve cycling amenity by introducing **separated bike lanes in arterial roads** such as Chapel Street; This can be achieved by **removing and re-purposing on-street carparking** [Plan Melbourne page 67]
- Create **pedestrian friendly neighbourhoods** - people walk more when opportunity is given;
- Cycling should be a more attractive option for short trips. Local infrastructure, such as cycle routes and bike parking, can support cycling in local streets, neighbourhoods and to public transport, as well as catering for longer-distance commuter and recreation trips.
- VicRoads supports placemaking principles in street designs. It is acknowledged that streets are destinations as much as thoroughfares.
- **Protect Melbourne's waterways** - WSUD needs to play a priority role in public domain design;
- Improve **air quality** through urban design [tree canopy, planting, water]
- Critical need to enhance **urban greening** across the city to mitigate climate change impacts

Movement and Place in Victoria

2019

Fundamental to movement and place thinking is recognising that streets perform multiple functions. Transport links not only move people from A to B, they also serve as key places and destinations in their own right.



Overview

This State Government document provides an overview of movement and place thinking and steps through the four modules in the Movement and Place Framework.

The Department of Transport and VicRoads will continue to work with transport and planning agencies, local councils and stakeholders on our shared movement and place approach as projects, plans and opportunities present themselves.

Practitioners using movement and place thinking in transport and land use planning will need network maps, technical guidance, and classification information to conduct their own movement and place assessments.

Key messages

- Population growth creates pressure on existing movement corridors;
- As width of existing corridors cannot be changed, we need to look for options how to better use these;
- Not all streets can be popular destinations, but in return, not all streets can be thoroughfares and car based;
- The idea of SmartRoads rethinks the usual user based cross street profile by which largely parking width has been allocated to green, cycling and PT
- City streets can be classified into 6 types of streets, City Hubs, City Streets, Activity Streets, Connectors, Local Streets - of these, Chapel Street fits best into the category of an Activity Street:
 - **Successful Activity Streets and Boulevards provide access to shops and services by all modes. There is high demand for movement as well as place with a need to balance different demands within the available road space. Activity Streets and Boulevards aim to ensure a high quality public realm with a strong focus on supporting businesses, traders and neighbourhood life.**

How is this relevant

- Chapel Street needs to cater for many users, cars are part of this. The discussion needed is to see how much space is dedicated to all the various users to enhance activity, liveability and place quality.
- The Movement and Place framework directly informs aspirations for Strategic Cycling Corridors in Victoria

