



hansen

re-discover chapel st

masterplan report

prepared by
hansen partnership
on behalf of stonnington city council

rev F

august 2013



contents

1	introduction	3
	the purpose of this document	3
2	key shopping destinations	4
	destination streets	4
3	background review	6
	how we get there	6
	identifying chapel street	7
4	sketch framework plan	8-9
5	villages squares	10-11
6	shared streets	12-13
7	pause points	14-15
8	gateways	16-17
9	major intersections	18-19
10	greening	20-21
11	furniture	22-23
12	implementation	24
	how we will get it done	24
	<i>short term</i>	<i>25</i>
	<i>medium term</i>	<i>26</i>
	<i>long term</i>	<i>27</i>
1	ideas think tank	30
	workshop process	30
	what is chapel streets personality?	31
	what makes great street great?	32
	how can we make chapel street great?	33
2	community engagement & exhibition	35-38
3	planning overlays	39-41

register

title	revision	date
preliminary draft masterplan report	DRAFT	08/02/2013
draft masterplan report	A	28/03/2013
draft masterplan report	B	15/05/2013
draft masterplan report	C	17/05/2013
draft masterplan report	D	21/06/2013
draft masterplan report	E	08/07/2013
masterplan report	F	02/08/2013

1 introduction

the purpose of this document

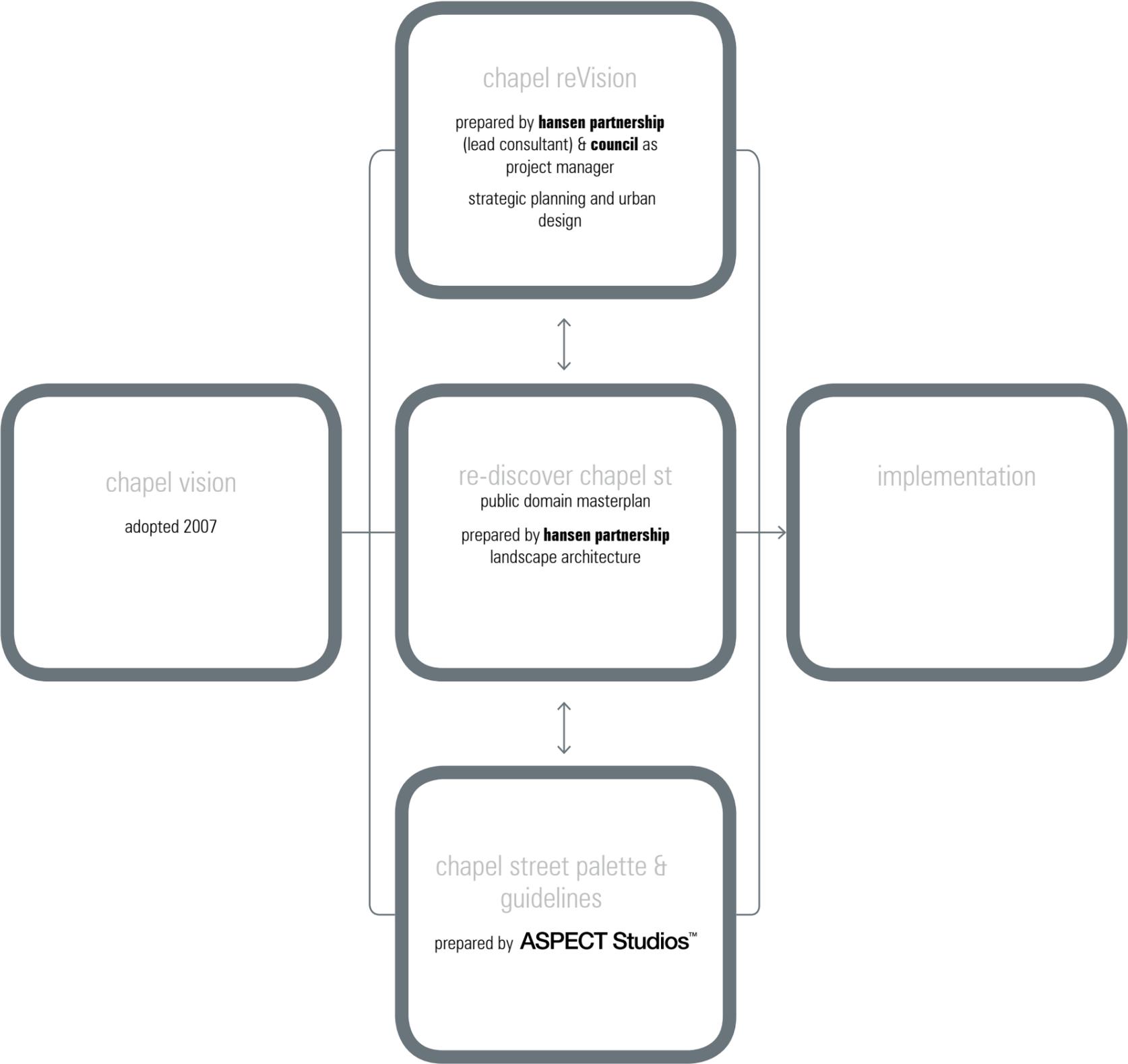
In 2007 a Chapel Street Structure Plan 'Chapel Vision' - was adopted by council to develop Chapel Street into a vibrant and sustainable place enriched by its distinctive social and cultural diversity and inclusion, creative enterprises, economic vitality, movement networks, liveability, individual neighbourhoods and high quality, amenable public spaces.

Chapel ReVision is the name given to a review of the Chapel Vision Structure Plan. It has taken into account quite significant changes that have occurred in the area over the past five years, and changing planning policies at both the State and local government levels. It replaces the previous document as Council's policy in relation to the future planning of the area.

Hansen Partnership were engaged by council to assist in the Chapel reVision process to update and revise the original structure plan by introducing permanent planning controls to replace the interim planning controls that were introduced following the original vision for Chapel Street. Chapel 'reVision' provides the strategic context to enable individual projects identified in this master plan to be achieved through capital works programs. This structure plan document presents the vision and the key directions for the future planning and development of the Chapel Street Activity Centre.

Hansen Partnership was concurrently engaged by Stonnington City Council to develop the 're-discover chapel st' Public Domain Masterplan. The masterplan is an implementation strategy from Chapel reVision, a way to re-discover Chapel Street to its glory days through public domain upgrades. The masterplan seeks to implement quality streets and public spaces to meet the needs of an increasing number of people that will live, work and visit the area in the future, with a focus on providing an adequate, attractive, accessible, 'safe' and green network of streets and public spaces. This masterplan report is to be used as a guide program of upgrades to the public spaces along Chapel Street. The masterplan aims are consistent with, and feed directly from the vision and outcomes of the chapel reVision project.

ASPECT Studios has also been engaged by Stonnington City Council to develop the Chapel Street Palette & Guidelines and to provide design advice on short term projects for Chapel Street. The Palette manual is a design guide to be used throughout the development of Chapel Street over time. It is consistent with the aims and visions of the 're-discover chapel st' Public Domain Masterplan and will ensure the future development of Chapel Street is consistent, controlled, prioritised and implementable.



2 key shopping destinations

destination streets

Chapel Street is one of Melbourne's 'destination streets'.

In the past, Chapel Street was seen as a world class destination street, with high class shopping, entertainment, restaurants and nightclubs. It was considered the high end shopping district in Melbourne.

Over time, other destination streets have been emerging and becoming more popular. Locals and visitors now have more destination streets to choose from and Chapel Street needs to stand out from the pack if it wants to survive the retail revolution in Melbourne.

The diversity and vibrancy of Chapel Street is what makes the precinct unique to other destination streets. Through strategic planning and public realm improvements Chapel Streets glory days can be re-discovered.

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.

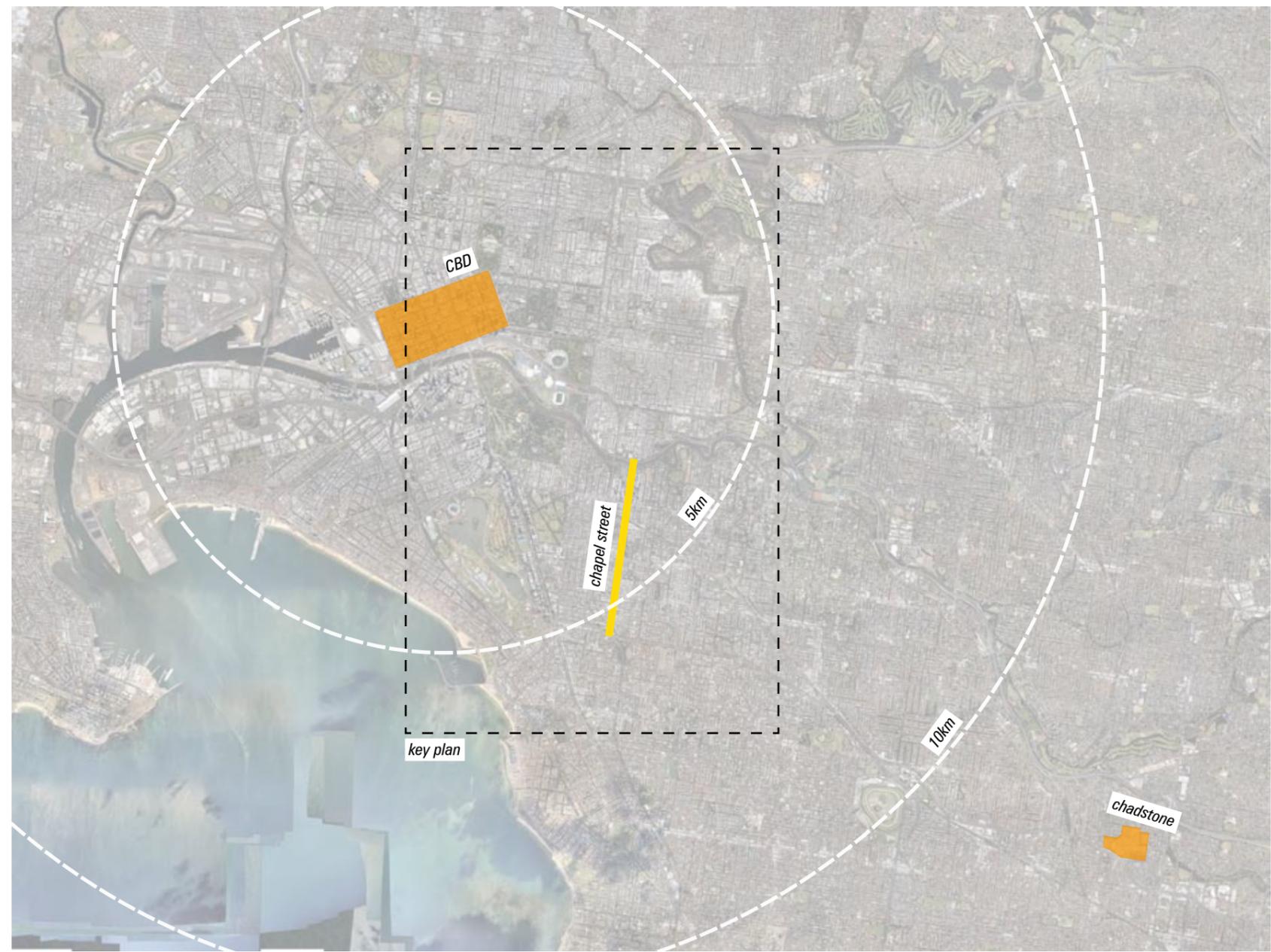
Visitors from all over the world will come to Melbourne and Chapel Street will be their destination of choice.



chapel street and toorak road intersection



key plan - key shopping destinations, melbourne



context plan - key destination streets, melbourne

how we get there

Over the years Chapel street has had extensive work and upgrades. A plethora of consultants and experts have developed concept designs and provided experience and insight into certain aspects for Chapel Street.

This masterplan report takes into account the many years of work and collaborative efforts from consultants and traders. It has acknowledged and learnt from these background documents and has combined this information with local knowledge of community members, traders and expert site analysis.

The documents reviewed as part of the masterplan process include:

- Chapel Vision Structure Plan 2007-2031 - adopted 2007 & chapel reVision (2013)
 - the masterplan aims are consistent with, and feed directly from the vision and outcomes of the chapel reVision project. The masterplan takes into consideration the expected growth and development as outlined in chapel reVision. The expected population growth in the immediate area highlights the necessity to cater for visitors and locals with public realm improvements, which is the basis of the re-discover chapel street Public Domain Masterplan.
- Stonnington Public Realm Strategy - ASPECT Studios 2010
 - the masterplan has used the *Stonnington Public Realm Strategy* as a strategic basis for the planning of, and decision making on, public spaces of Chapel Street. The strategy focuses on the provision of good quality open space in sufficient quantities in Stonnington. The masterplan has taken into consideration the recommendations for Chapel Street and connecting streets to nearby parks. Windsor and Prahran have been identified of areas with average provision of quality open space and the masterplan seeks to improve the quality of existing spaces in these areas, whilst providing new public space in others.
- Yarra River Biodiversity Linkage Project Fishing Platforms: Concept Design Report - OLDFIELD Consulting Australia 2011
 - the masterplan took into consideration the *Yarra River Biodiversity Linkage Project Fishing Platforms* Report as the Yarra River is an important feature of the northern gateway to Chapel Street. The future fishing platforms could bring more activity along the Yarra to Chapel Street and the public realm improvements as part of the masterplan would need to cater for it.
- Yarra River Biodiversity Linkages Project: Landscape Masterplan Information Kit - ASPECT Studios 2010
 - the masterplan considered the *Yarra River Biodiversity Linkages Project* as the connections along the Yarra River, as highlighted in the report, lead directly to the northern gateway of Chapel Street. They provide an important link to Chapel Street by commuters travelling on foot or bike.
- Electronic Service Location - Environmental Location Systems 2012
 - the Electronic and Service Location document provided information on the location of services along Chapel Street and was more directly related to the detailed work of the City of Stonnington chapel street palette & guidelines document (2013). Information from this was also considered in the masterplanning process.

This masterplan report has also taken into account the small projects currently being undertaken to improve and maintain Chapel Street, such as the painted posts undertaken in 2012 by Stonnington City Council, and looks to embrace, rather than undermine these small projects to ensure they are celebrated as part of the overall masterplan vision.

For further information on stakeholder engagement undertaken as part of the masterplan process refer to appendix 1 - Ideas Think Tank.

For further information on community engagement undertaken as part of the masterplan process refer to appendix 2 - community engagement.

identifying chapel street

The masterplan focuses on the pedestrian experience of Chapel Street as the public domain. The length of the street runs through different suburbs, each with a distinct character and identity. Together they bring something exciting to the experiential quality of the street. The masterplan has considered the different experiential qualities along the street and therefore identified four distinct 'neighbourhoods' which are separated by the major roads intersecting the street. The four neighbourhoods of the Chapel Street masterplan are:

- forest hill
- south yarra
- prahran
- windsor

It is important to draw a distinction between the 'neighbourhoods' as referred to in the masterplan and the neighbourhoods identified in Chapel reVision. Chapel reVision considers a larger study area and identifies neighbourhoods based on a broader set of criteria. This includes - vibe, built form, public spaces, influences and significant buildings.

Chapel reVision is concerned with precincts, where the masterplan is concerned with the street itself.

forest hill

Forest Hill is emerging with the development of high quality residential apartments.

south yarra

South Yarra is considered the 'traditional heart' of Chapel Street with high end shopping and entertainment.

prahran

Prahran is considered the 'community hub' and is known for its civic and cultural facilities and network of small streets and spaces 'off Chapel'.

windsor

Windsor is 'stylish and grungy' with community character and small scale local discoveries.

The sketch framework plan seeks to celebrate their individual identities, whilst also ensuring coherence and unification of the entire street.

describing chapel street

Chapel Street is long overdue for an upgrade. The existing condition of significant sections of the public domain can be categorised as 'rundown' or 'outdated'. Chapel Street has all the right ingredients to be an attractive and popular destination, yet the infrastructure and amenities do not support this. The upgrades and works required to transform Chapel Street range from small scale street issues to larger urban design and strategic planning issues, the latter being addressed in *Chapel reVision*.

Improvements to the public realm and streetscape are of high importance to the future vision of Chapel Street. The pavement and furniture of Chapel Street should be of high quality to reflect its importance to Melbourne and the community of Stonnington. The unification of Chapel Street and general street improvements are being addressed in the *Chapel Street Palette & Guidelines 2013* document. The work includes upgrades to the general condition of the pavement, furniture and street trees.

All work to be undertaken along Chapel Street must consider the planning overlays affecting the area. Of particular importance are the Heritage Overlays (HO) relating to the extensive areas of built heritage and the Special Building Overlays (SBO) that relate to flooding constraints. Refer to appendix 3 - overlays for further information.



chapel street neighbourhoods

4 sketch framework plan

sketch framework plan

The Chapel Street Public Domain Masterplan presents the vision and key directions for future public realm improvements to Chapel Street. The sketch framework plan is an integral part to the Chapel Street Public Domain Masterplan as it provides a spatial representation of key projects.

The key benefits of a Sketch Framework Plan for Chapel street are:

- to ensure a high level of flexibility in both future design resolution and implementation of works on the ground level;
- to provide guidance for council and designers to achieve the desired vision of Chapel Street; and
- to provide prioritisation of implementation of future works to Chapel Street .

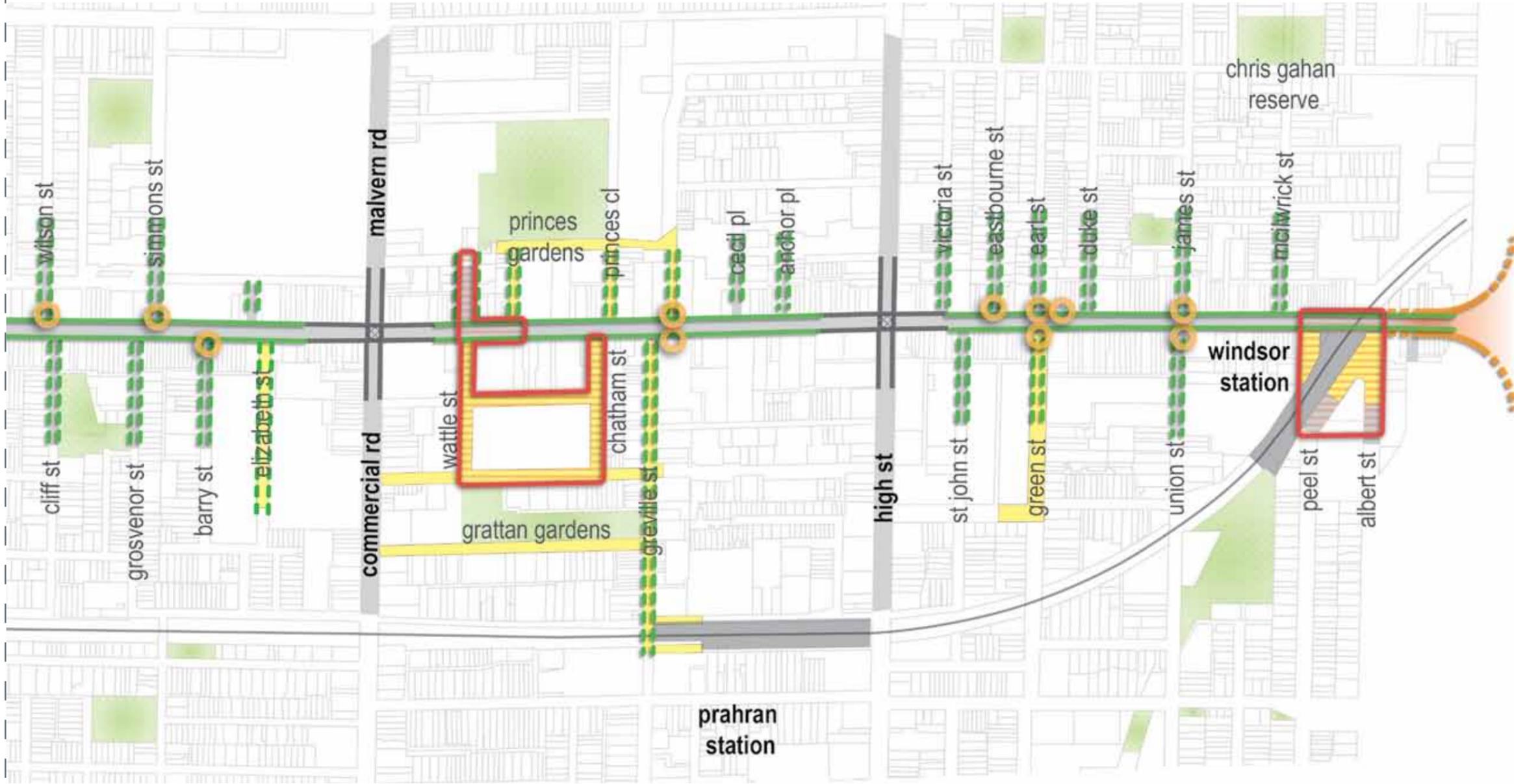
sketch framework plan typologies

The Sketch Framework Plan identifies the location of various typologies along Chapel Street. These include:

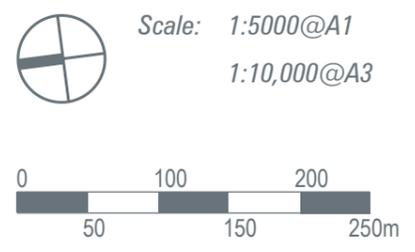
- village squares;
- shared streets;
- pause points;
- gateways; and
- major intersections.
- Neighbourhoods have been identified throughout Chapel Street due to the distinct characters associated with those areas. Each neighbourhood has been associated a village square which will act as a destination node and point of interest.
- A series of shared streets have been identified throughout the side streets of Chapel Street which will act as pedestrian priority zones with commercial activity and flexible use spaces.
- Pause points have been distributed throughout the length of Chapel Street at chosen locations for points of rest.
- Gateways to the north and south of Chapel Street have been identified as feature entrances.
- Major intersections have been identified to separate the proposed Chapel neighbourhoods and are intended to be major destination and way finding nodes.
- Greening Chapel Street is a major initiative of the sketch framework plan as a means to beautify the streetscape. This can be done in numerous ways, either in the form of street trees, planter boxes and/or climbers etc. For further information on greening techniques to Chapel Street refer to document *City of Stonnington Chapel Street Palette & Guidelines 2013*.
- The sketch framework plan also seeks to see pavement and furniture upgrades throughout the entire extent of chapel street. For further information on greening techniques to Chapel Street refer to document *City of Stonnington Chapel Street Palette & Guidelines 2013*.



continued



- | | | | | | | | |
|-----------------|--|--------------|--|--------------------------|--|---------------------|--|
| village squares | | pause points | | greening - chapel street | | major intersections | |
| shared streets | | gateways | | greening - side streets | | public open spaces | |



5 villages squares

objective:

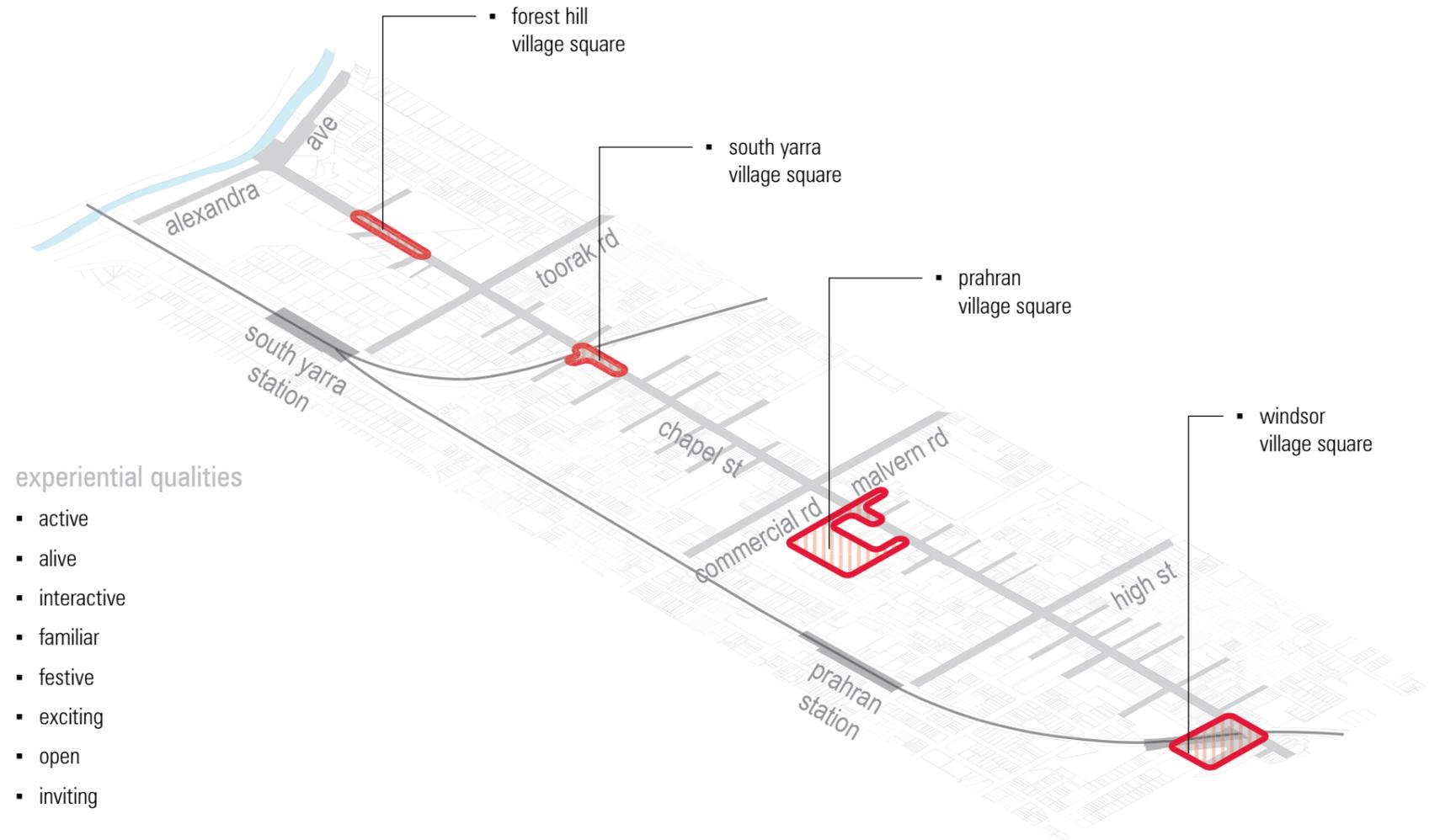
The masterplan seeks to define and establish village squares as well connected pedestrian friendly gathering points, with lots of commercial activity, greenery and flexible use spaces. They should each have a unique identity.

design principles:

- an area with a clear and well promoted village identity with individual character and a variety of exciting experiences;
- a dedicated pedestrian area with flush surface levels to improve links, accessibility, permeability and walk-ability;
- a pedestrian priority zone with slow traffic speeds and minimal car activity to improve safety and reduce visual clutter;
- an area with a focus on, and promotion of, activities associated with and originating from local generators eg. Jam Factory, Windsor Station;
- a welcoming and attractive location with high amenity value to entice visitors;
- a major transport stop with good tram connections and a clear/identifiable sense of arrival;
- a shaded location with high canopy cover, green/lush vegetation and a cool/comfortable environment;
- a safe and comfortable place to navigate at night, with ample lighting and passive surveillance;
- active frontages with old and new commercial interests; and
- an area with flexible use spaces for markets, festivals and community activities.



activity brought from weekend market shoppers



pop up markets to activate the space



pedestrian priority with plenty of tree provided shade

chapel street village squares

A village square is proposed for each of the four precincts along the length of Chapel Street:

- Forest Hill;
- South Yarra;
- Prahran; and
- Windsor.

Each village square is located near an 'activity generator' of that neighbourhood.

The Village Square in Forest Hill has been centralised between Alexandra Avenue and Toorak Road. It has been located at the entrance to Daly street which has been identified as a future link to South Yarra Station. To cater for the space requirements of a Village Square additional space can be achieved by removing on-street parking, and extending footpath widths with kerb outstands.

The Jam Factory is already an active and lively destination of Chapel Street and is therefore the logical activity generator and 'anchor' for the South Yarra Village Square. Additional space can be achieved by removing on-street parking and extending footpath widths with kerb outstands.

Future developments to the Cato Street car park will see a large area of land available to the public and has the potential to become an attractive and welcoming place to visit. Shared street connections will link this Village Square to the existing public space in front of the Prahran Town Hall.

Finally, Windsor Station is currently the arrival point of many commuters from train. The station precinct, which includes Windsor Station, Peel St, Albert St and Maddock St, has the potential to be a memorable arrival point and an interesting place to visit.

benefits of village squares

Village Squares will:

- provide amenity value and interests to entice people to spend more time on Chapel Street;
- provide a destination/gathering point in each neighbourhood with an interesting and individual character for visitors of Chapel Street;
- improve pedestrian walk-ability and activity along Chapel Street;
- create activity and life throughout each neighbourhood of Chapel Street;
- increase commercial activity through an increase in active frontages;
- improve safety at night through the introduction of lighting and open shop frontages; and
- increase interest and excitement of the area by providing opportunities for festivals and street activities.



artists impression of windsor village square highlighting public realm improvements

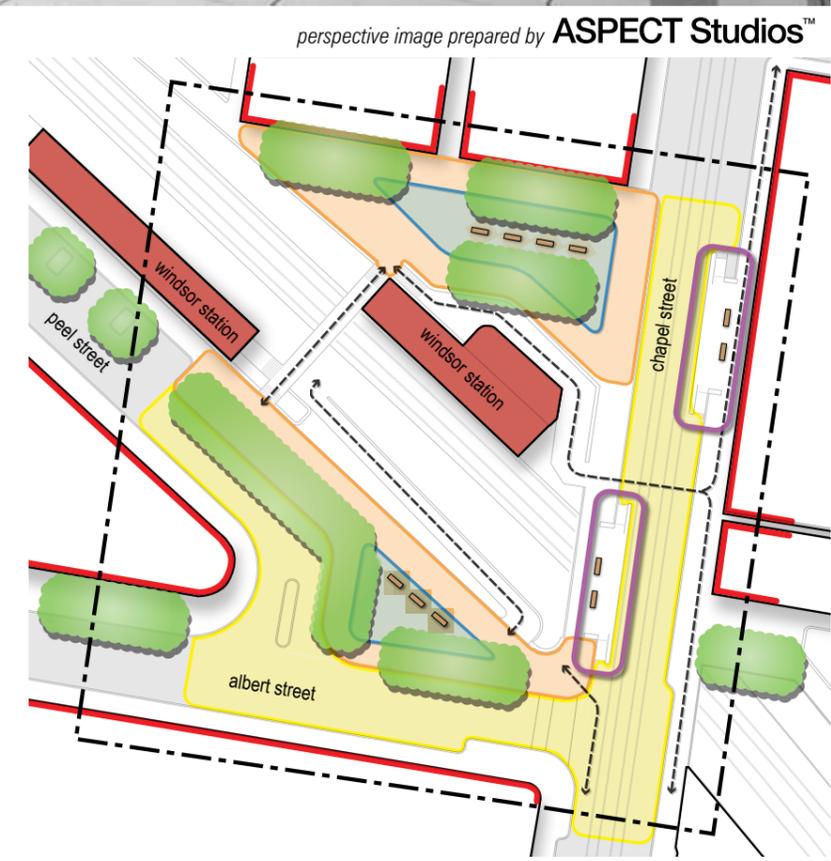


diagram of windsor village square showing key attributes and spaces

6 shared streets

objective:

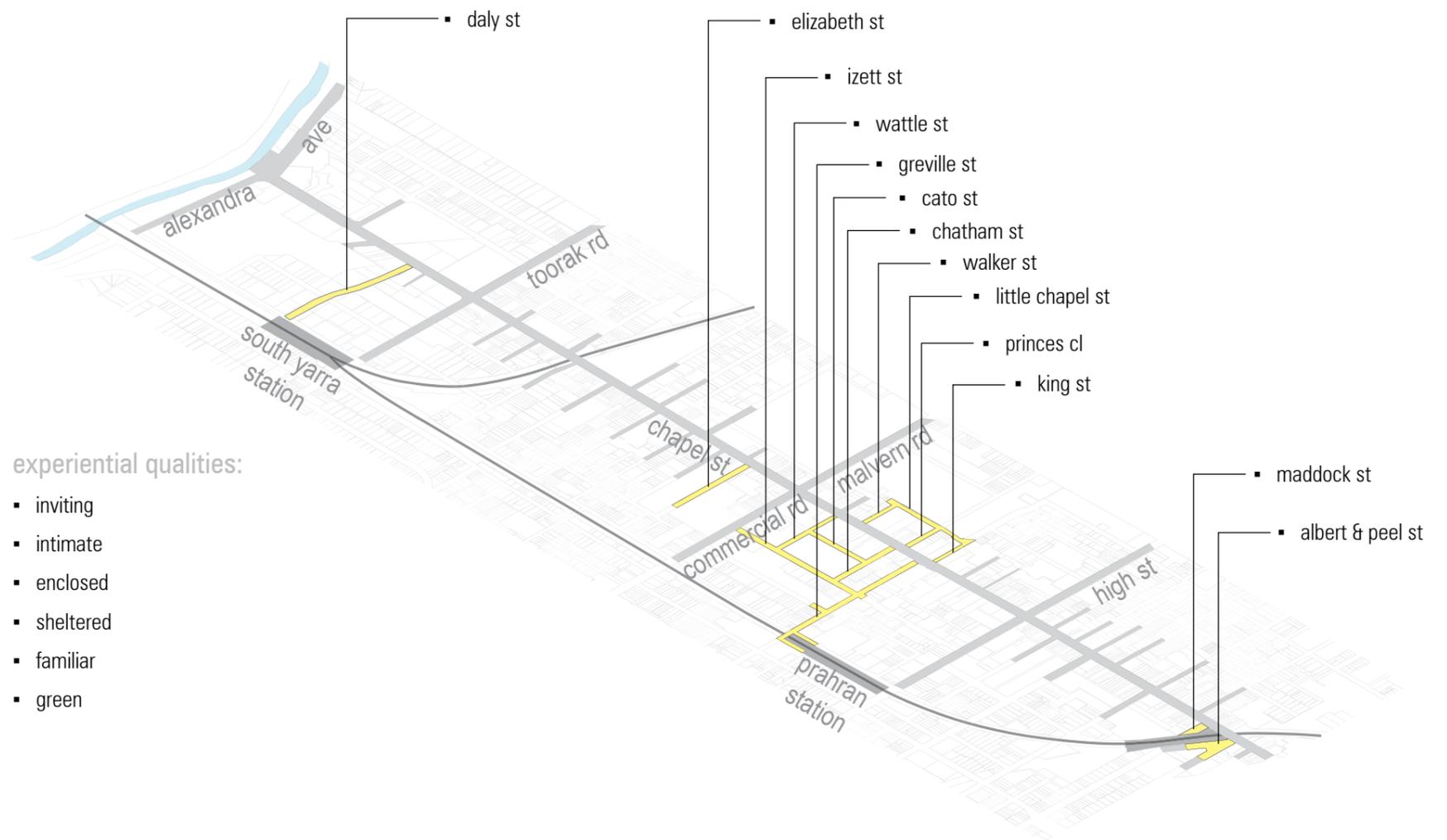
The masterplan seeks to define and establish shared streets as pedestrian priority zones with light traffic movement, lots of greenery, commercial activity and opportunities for social interaction.

design principles:

- a dedicated pedestrian street with high quality pavements to improve walkability;
- slow traffic speeds and minimal car activity to allow pedestrian priority;
- a pedestrian priority zone with slow traffic speeds and minimal car activity to improve safety and reduce visual clutter;
- a shaded location with high canopy cover, green/lush vegetation and a cool/comfortable environment;
- a safe and comfortable place to navigate at night, with ample lighting and passive surveillance;
- active street frontages with old and new commercial interests;
- a streetscape with flexible use spaces for markets, festivals and community activities; and
- a streetscape that has community interests and investments to promote local character and a familiar feel.

experiential qualities:

- inviting
- intimate
- enclosed
- sheltered
- familiar
- green



market stalls set up along streets with pedestrian priority



street side dining and stalls set up along small side streets with pedestrian priority



busker providing music and entertainment for people passing by

chapel street shared streets

A series of shared streets are proposed along the length of Chapel Street, mainly throughout the Prahran precinct. The streets identified have been chosen due to their connections to important features in the area and their general layout/scale.

greville street

Greville Street is already known as a key shopping and entertainment strip "off Chapel". The scale of the street is more intimate and traffic is slower than Chapel Street.

It provides an important connection for people arriving from Prahran Station to Chapel Street and the numerous commercial, cultural and civic facilities and attractions in the Prahran neighbourhood.

Through a combination of infrastructure improvements and slowing traffic speeds, Greville Street can become more walk-able and pedestrian friendly.

More foot traffic due to public amenity improvements will increase business activity.

Increased vegetation will provide more shade and create a cooler and more comfortable environment to shop in.

benefits of shared streets

shared streets will:

- improve pedestrian walk-ability and activity along streets;
- create activity and life throughout the side streets of Chapel Street;
- provide opportunities of discovery for shoppers;
- increase commercial activity through an increase in active frontages;
- improve safety at night through the introduction of lighting and open shop frontages;
- reduce traffic movement and visual clutter of parked cars along streets;
- increase bio-diversity through the connection of green corridors;
- increase interest and excitement of the area by providing opportunities for festivals and street activities; and
- provide spaces for community activities and allow local neighbourhood character to grow.



diagram of greville street showing key attributes and features associated with shared streets

legend

- activity generator: prahran station
- provision of greenery
- pedestrian linkages
- activity generators
- vehicle traffic with pedestrian priority
- active frontages
- flexible spaces
- widening of footpaths

SCAL

7 pause points

objective:

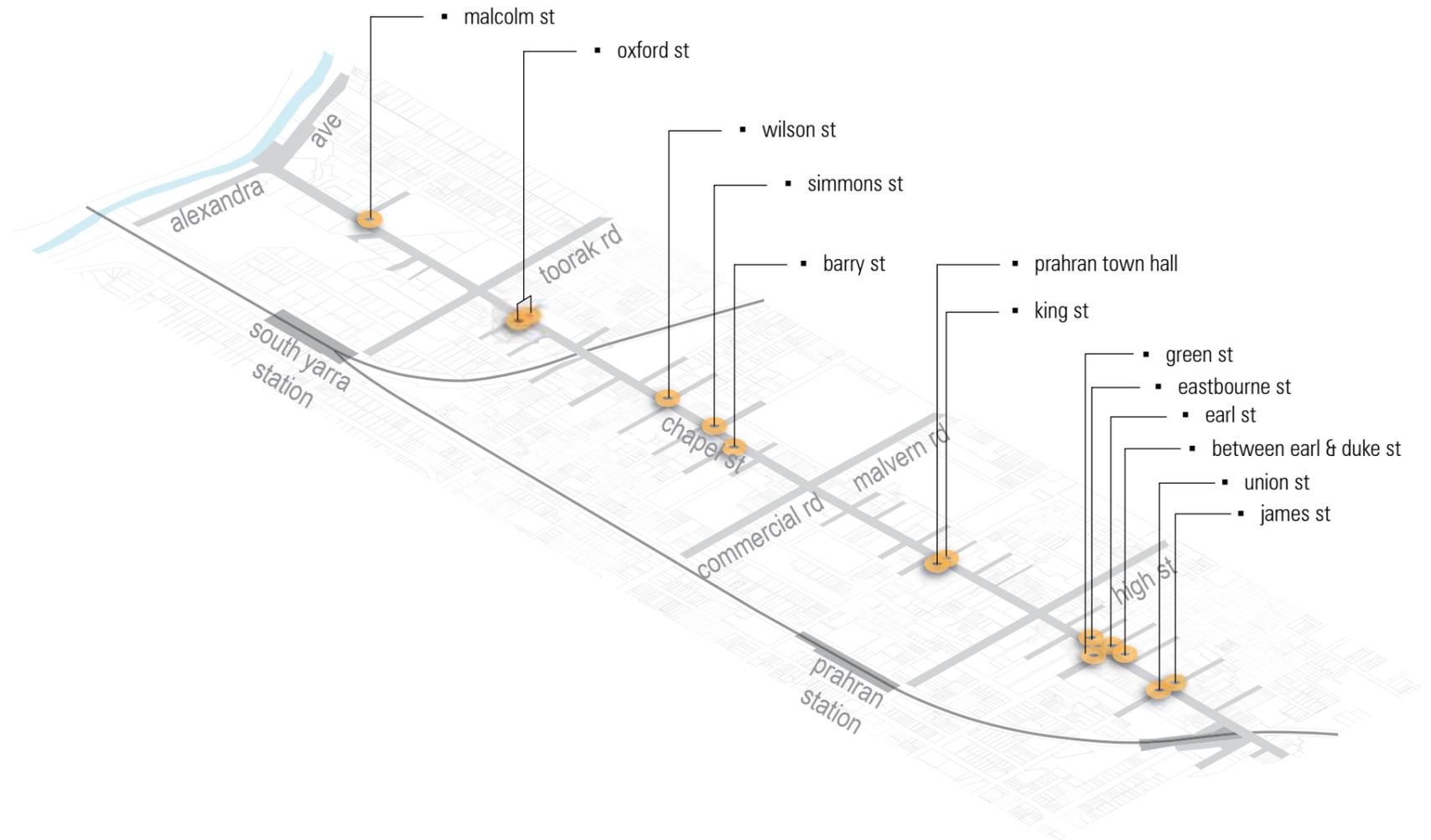
The masterplan seeks to define and establish pause points as intimate and incidental places of rest. They should be familiar/personal places and provide opportunities for seating, shade and an escape from the busy streetscape.

design principles:

- a secluded environment away from the busy streetscape;
- a place to sit and rest;
- a shaded location with green/lush vegetation and a cool/comfortable environment;
- an intimate and fun location that can be incidentally discovered by walking along Chapel Street; and
- a unique location with specially designed furniture that provides interest and excitement.

experiential qualities:

- intimate
- incidental
- passive
- friendly
- safe
- personal
- sheltered
- sense of calmness
- familiar



shaded seating location



custom furniture to provide individuality & a unique experience



dining opportunities under canopy shade

chapel street pause points

Numerous locations along Chapel Street have the potential to be re-configured as 'pause points'. The final location and amount of pause points to be introduced will be determined by availability of space and future site investigations.

Pause points will take place at corner locations or mid-block where road widths can be narrowed to allow for more pedestrian space. Refer to document: *City of Stonnington - Chapel Street Palette & Guidelines 2013* for outstanding guidelines.

The corners of James and Union Street have been used as typology case studies as there is substantial road width available to create kerb outstands without interfering with traffic movements.

james street

James St is an example of a one way exit street from Chapel Street. The road width has excessive space and can be reduced to cater for one way traffic movement.

The Union Hotel sits on the corner of James and Chapel Street and the pedestrian space immediately adjacent features outdoor dining settings. The footpath can be increased in this location to introduce additional space for outdoor dining. This is an example of where a pause point can increase the commercial activity of Chapel Street.

union street

Union Street is an example of a two way street adjoining Chapel Street. The road width has excessive space available and can be reduced to allow a kerb outstand.

The footpath in this location can be increased to allow for more available room for public use.

benefits of pause points

pause points will:

- increase streetside activity and improve passive surveillance
- introduce more public amenity in the form of seating opportunities, shade, greening, drinking fountains etc.
- provide areas of respite to allow shoppers time to rest and escape the busy street life.
- promote individual character of the area through use of bespoke furniture items.
- create an interesting and exciting discoveries for Chapel Street shoppers.



artists impression of a pause point highlighting public realm improvements and key features

perspective image prepared by ASPECT Studios™



road side dining under shade

legend

- area clear of movement
- widening of footpaths
- pedestrian linkages
- provision of greenery
- provision of seating

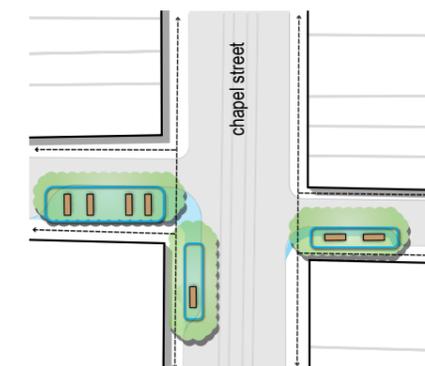


diagram of a pause point showing key attributes and features

8 gateways

objective:

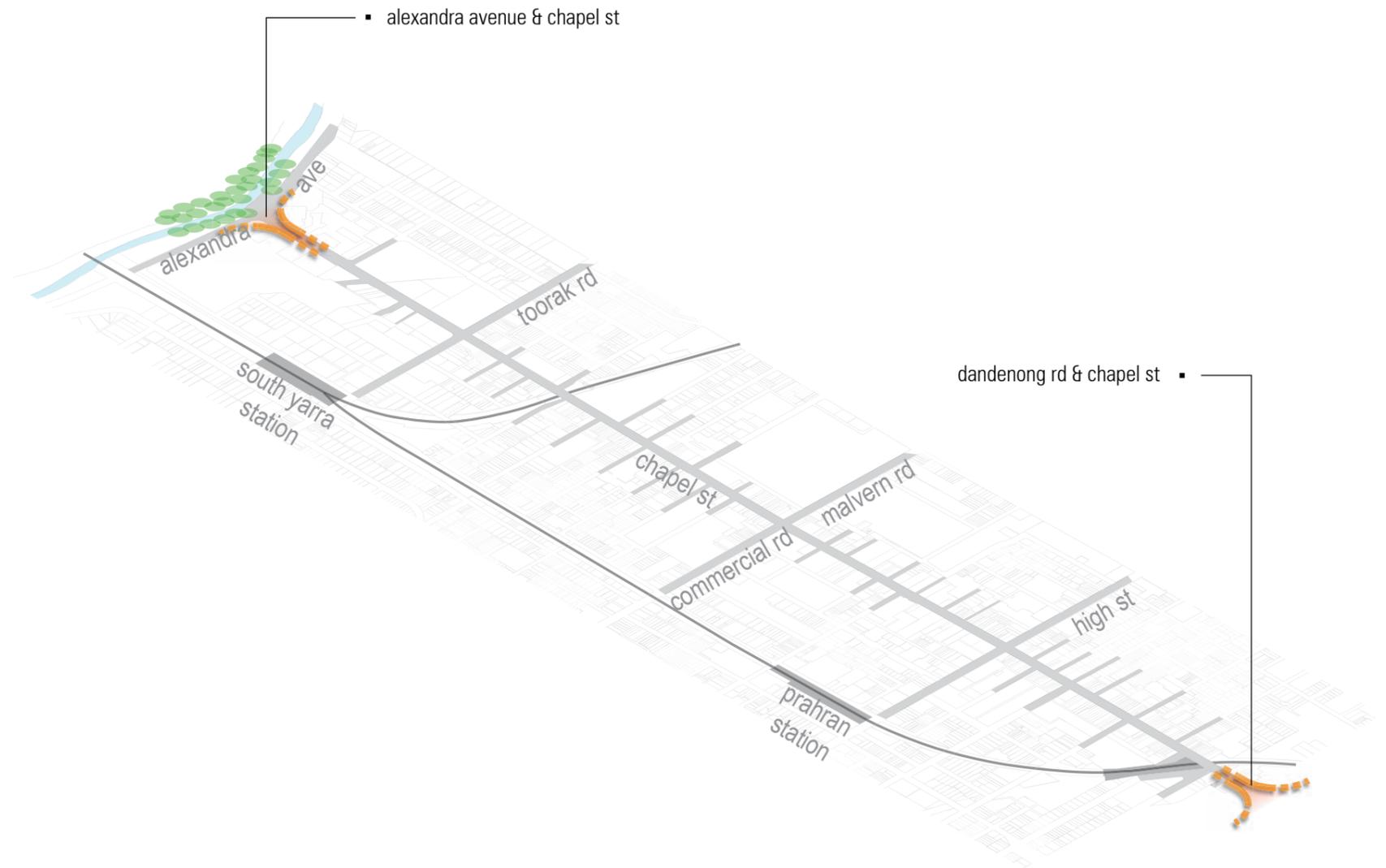
The masterplan seeks to define and establish gateways to chapel street as iconic nodes that welcome visitors. They should be well connected and legible.

design principles:

- an entrance with landmarks and clear definition that promote the entrance to Chapel Street;
- an arrival that is well organised, legible and easily navigated with clear signage and orientation;
- an identifiable entrance-way that has clear sight-lines from nearby locations;
- an unobstructed passageway that allows a clear thoroughfare for all transport modes; and
- a gateway with a bold urban statement, in recognition of Chapel Street's importance in a metro-wide context as a key destination street.

experiential qualities:

- grand
- iconic
- directional
- identifiable
- inviting
- legible



river ferry services



church street bridge leading into chapel st



princes bridge is considered the gateway link to Melbourne CBD

chapel street gateways

The gateways to Chapel Street have been identified to the north at the intersection of Alexandra Avenue and to the south at the intersection of Dandenong Road.

northern gateway

The intersection of Alexandra Avenue and Chapel Street has been identified as the gateway from the North because the Yarra River defines the boundary between South Yarra and Richmond.

The bridge is an iconic feature of Chapel Street and can be further enhanced through infrastructure improvements and lighting to improve visitor experience.

By introducing a ferry terminal, the Yarra River can become a means of transport, bringing people from Melbourne's CBD to Chapel Street.

High rise corner developments will act as pinnacle landmarks to assist in identifying the location of gateways.

The green corridor along the Yarra river can be extended to lead into Chapel Street with the intention of formalising street tree planting to enhance the boulevard effect down Chapel Street.

southern gateway

The intersection of Dandenong Road and Chapel Street has been identified as the gateway from the South as Dandenong Road defines the boundary between the beginning of retail to the north and residential to the south.

The broad intersection is heavy with traffic and will be seen by commuters passing by each day. This provides a chance to promote Chapel Street through branding.

The green corridor along Dandenong Road can be extended to lead into Chapel Street.

benefits of gateways

gateways will:

- assist in promoting identity of Chapel Street as a World Class Shopping Destination;
- signify the entrances to Chapel Street and improve orientation and way finding of Chapel Street;
- increase visitor numbers to Chapel Street through the introduction of public transport drop off points;
- make visits to Chapel Street a memorable experience

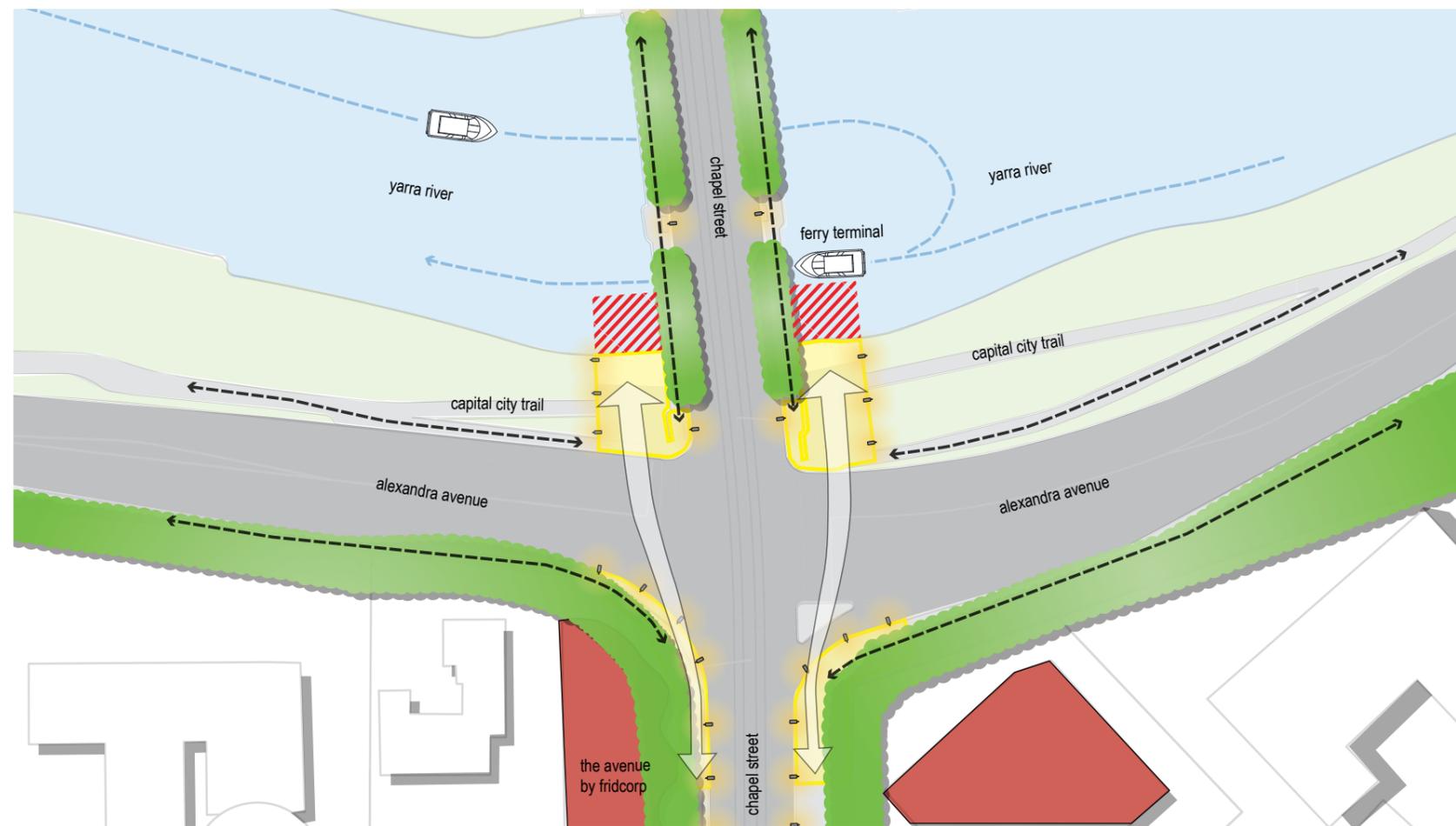
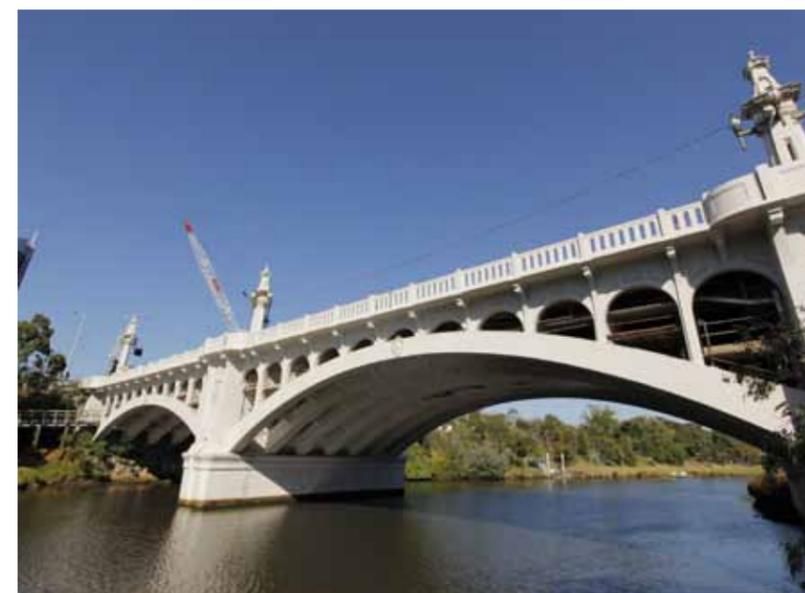


diagram of northern gateway to alexandra avenue and chapel street showing key elements and attributes

legend

- gateway entrance
- pedestrian linkages
- feature lighting
- provision of feature greenery
- pedestrian priority areas
- ferry terminal



church street bridge linking chapel st to church st and south yarra to richmond

9 major intersections

objective:

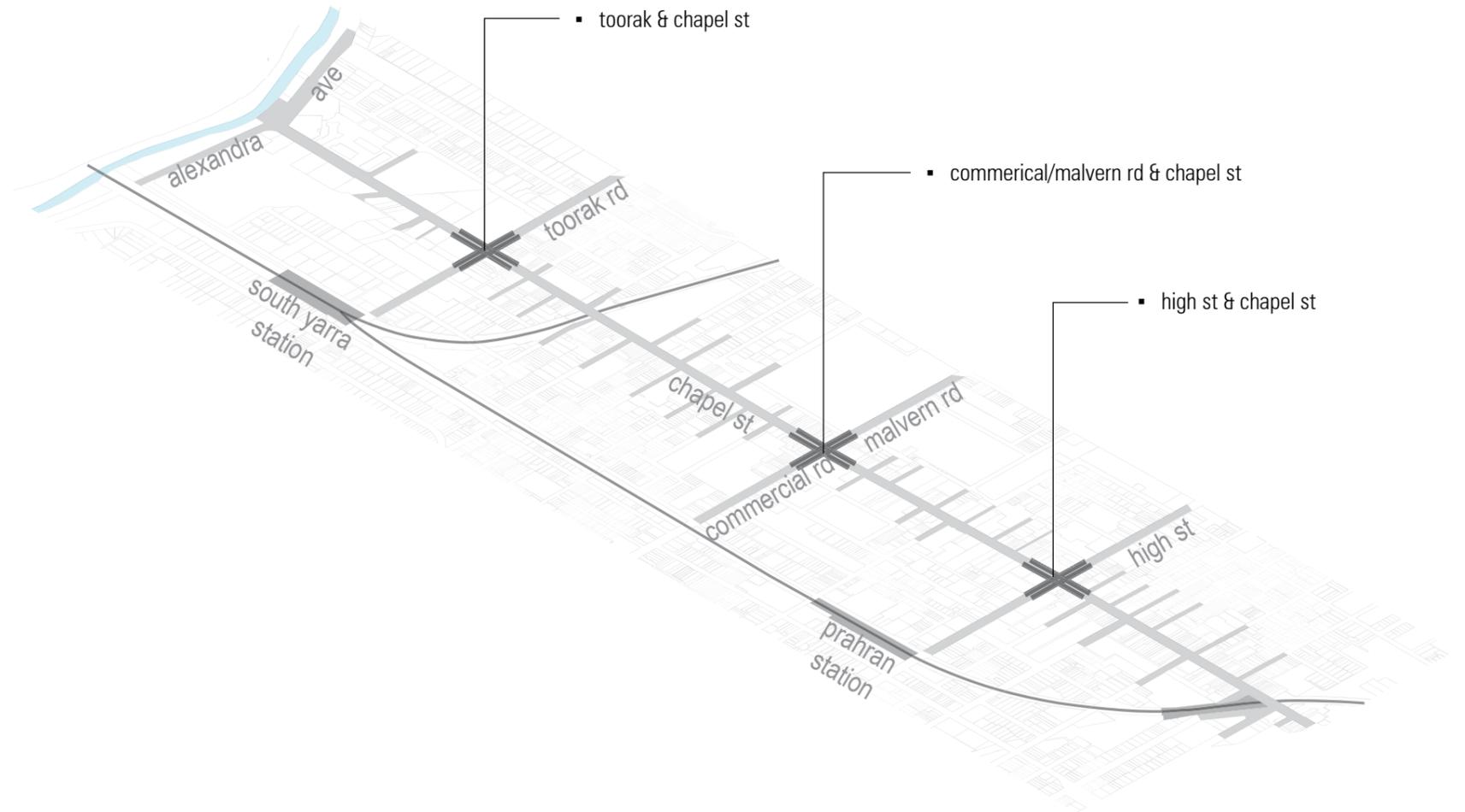
The masterplan seeks to define and establish major intersections as important destination nodes along chapel street. They should be identifiable, provide way-finding and commercial activity.

design principles:

- an intersection that is well organised, legible and easily navigated with clear signage and orientation;
- an open environment with de-cluttered airspace and clear sight lines;
- a welcoming intersection with generous pavement space for pedestrians, providing good connections at ground level;
- a destination that is welcoming, inviting and promotes a clear sense of arrival;
- a safe place to navigate at night, with ample lighting and passive surveillance; and
- an increase in pedestrian walk-ability and an improvement to crossing points by introducing barnes crossings.

experiential qualities:

- ordered
- controlled
- interactive
- open
- identifiable
- connected



barnes crossing point



barnes crossing point



barnes crossing point

chapel street major intersections

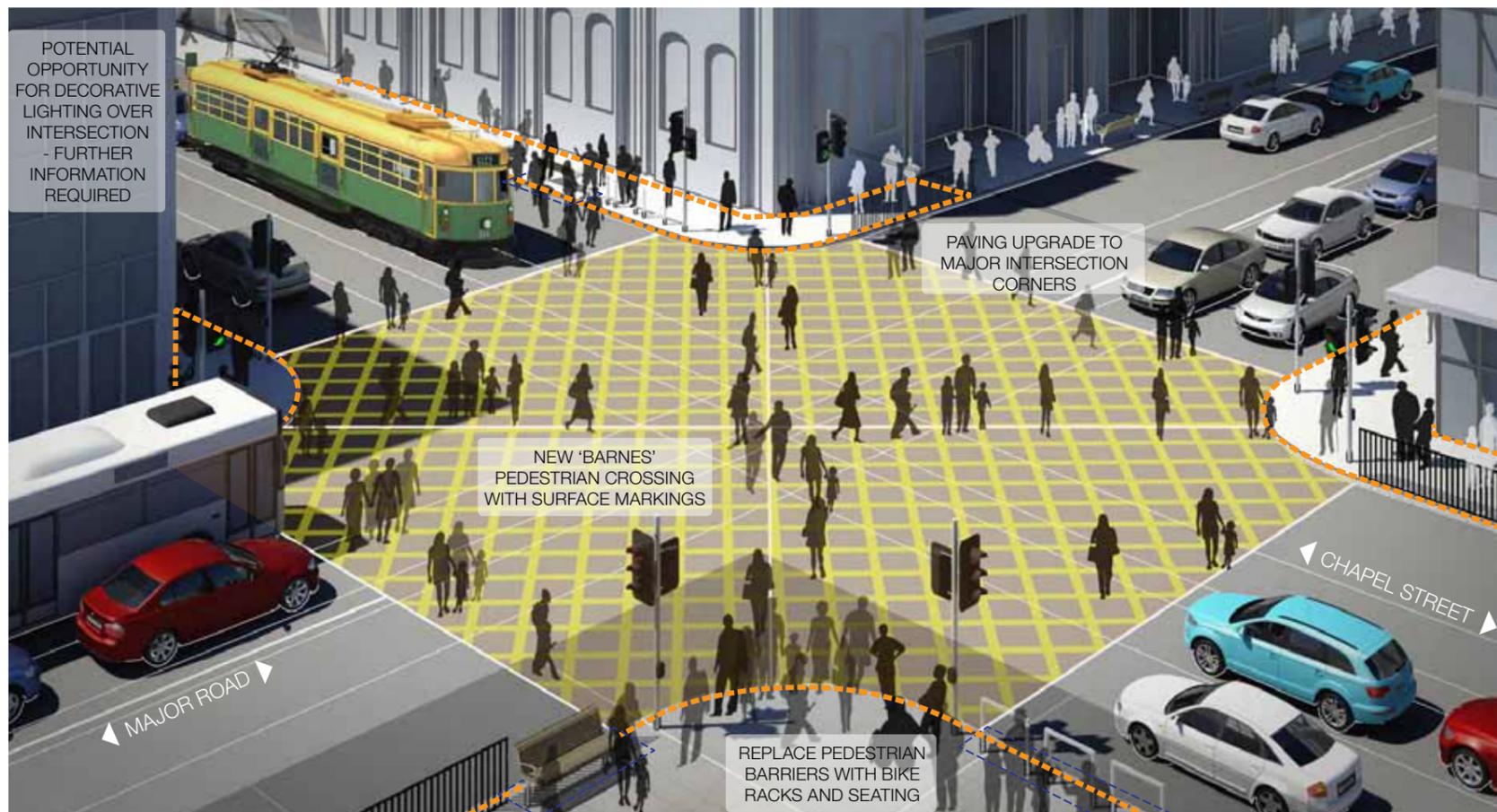
The sketch framework plan has identified three major intersections along Chapel Street.

- Toorak Road & Chapel Street;
- Malvern/Commercial Road & Chapel Street; and
- High Street & Chapel Street.

benefits of major intersections

major intersections will:

- improve walk-ability and pedestrian activity at ground level;
- provide orientation and way finding for shoppers along Chapel Street;
- define the junction between the different neighbourhoods along Chapel Street;
- increase safety at night through the introduction of additional lighting; and
- improve order and control of traffic movements for cars and public transport.

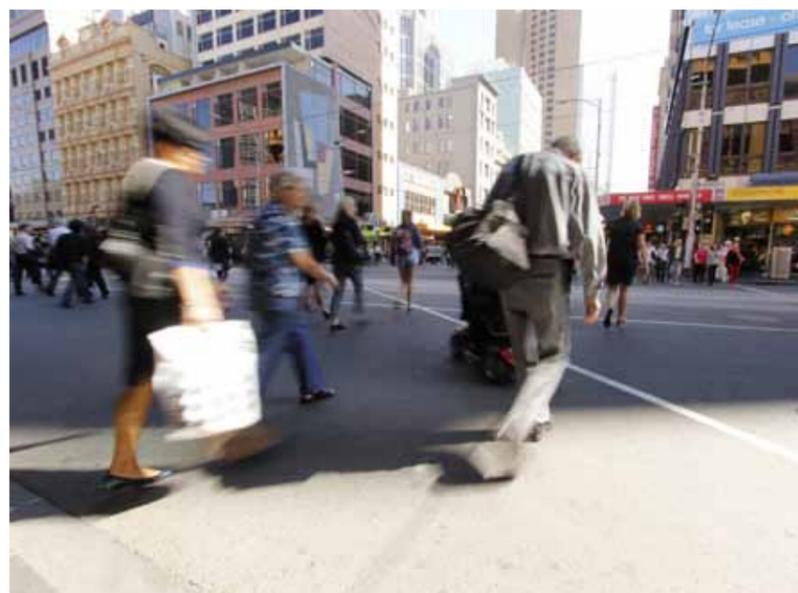


artists impression showing key attributes and features associated with public realm improvements to major intersection typology

perspective image prepared by ASPECT Studios™



barnes crossing point



barnes crossing point

legend

- footpath upgrade
- footpath extension
- barnes crossing
- pedestrian linkages
- active frontages

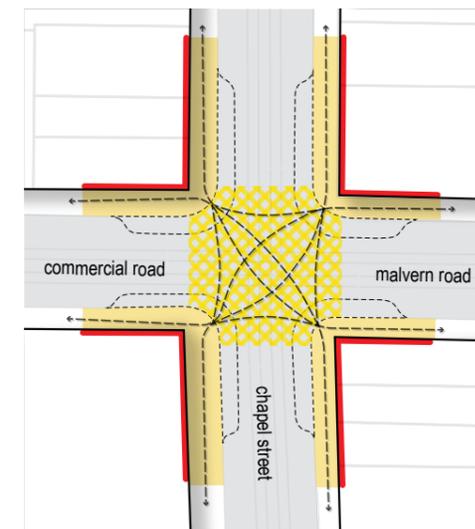


diagram of commercial/malvern rd & chapel st intersection showing key elements linkages

10 greening

objective:

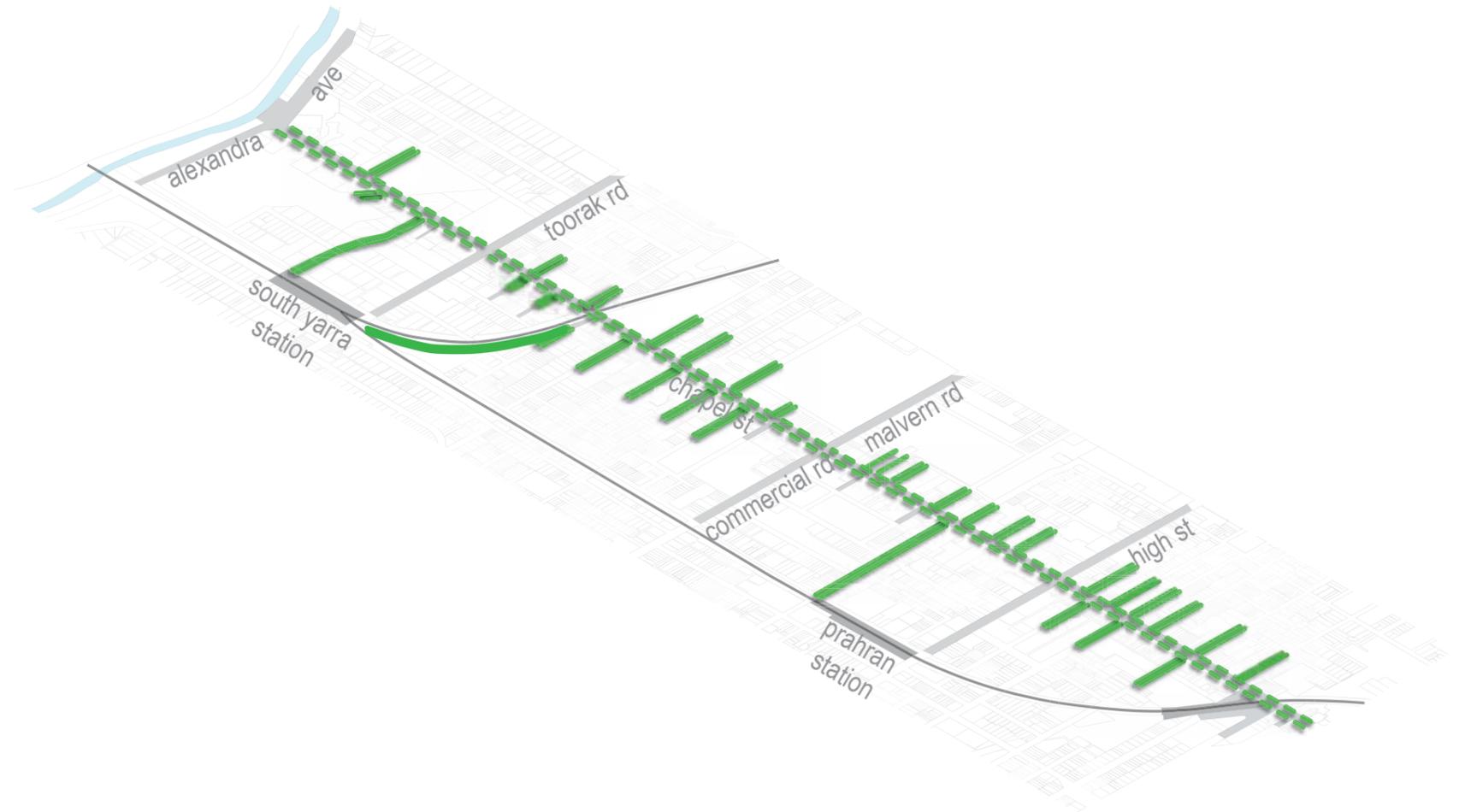
Greening Chapel Street is a major initiative of the sketch framework plan as a means of beautifying the streetscape and providing amenity value. This can be done in numerous ways, either in the form of street trees, planter boxes and/or climbers etc. The detail of which can be found in the *City of Stonnington - Chapel Street Palette and Guidelines (2013)* document.

design principles:

- an increase in available shade and canopy cover by planting trees along Chapel Street and adjoining streets;
- a well hydrated and fresh streetscape with implementation of water sensitive urban design principles;
- a unified street using a standard 'neutral' tree to line Chapel Street and 'signature' trees for each village square to celebrate the individual character of the four neighbourhoods;
- a series of streets, parks and local reserves connected through localised greening techniques; and
- a vibrant and lush streetscape with a variety of plant species to cater for a bio-diverse ecosystem.

experiential qualities:

- hydrated
- shade
- leafy
- lush
- cooling
- refreshing
- alive
- fresh



side street lined with shade providing canopy trees



moveable planter box