

MOUNT STREET MASTERPLAN

Social and Commercial Impact Assessment



Prepared for the City of Stonnington

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Executive Summary

The following Social and Commercial Impact Assessment (SCIA) has been prepared to understand the potential impacts of changes proposed by City of Stonnington for the Mount Street Area Streetscape Masterplan.

City of Stonnington intend to nominate enhancements to the existing streetscapes and Council-owned land to create opportunities to improve biodiversity, open space and movement throughout the precinct. This includes the creation of pocket parks and informal pedestrian links through an east-west green corridor.

Council have commissioned HillPDA to assess the social and commercial impacts of proposed changes.

What is a Social and Commercial Impact Assessment?

A social impact affects the level of social or community activity generated in a defined area either positively or negatively. Social impacts may directly affect the social well-being of an area's residents, visitors and employees by changing the social amenity and character of an area, the degree of social interaction, the availability of employment, social perceptions and opportunities. Social impacts may also alter the level of demand for services and accessibility to those services.

A commercial impact assessment is oriented towards the level of commercial activity in an area. Estimates can be made of the expected impact of a scheme on the level of commercial activity in an area.

This report will provide an assessment of the expected social and commercial impacts that the proposed changes to parking, traffic configuration, open space provision and biodiversity outlined in the Mount Street Masterplan will have. Groups subject to these impacts include the local residential community, businesses in the area, visitors, the wider suburb of Prahran and the Stonnington LGA.

Key Findings

The masterplan has been assessed through the social and commercial impact assessment utilising state and local planning policy, local demography and the community's views. The potential for negative impacts to arise from the removal of car parking has been identified, as has the potential for crime in public spaces. However, these impacts are able to be appropriately managed and addressed throughout the analysis as the proposal provides rational strategic justifications supported by previous council strategies. Mitigation measures for any negative impacts also have been proposed, including wayfinding to other car parks and implementing Crime Prevention Through Environmental Design protocol.

Potential benefits from the masterplan to the residents, workers, visitors and business owners in the Mount Street Area include:

- Improved public realm for universal accessibility
- Increased amenity resulting from proposed works
- Improved safety resulting from traffic mitigation measures
- Opportunity for interaction between residents, workers and visitors
- Improved passive surveillance and public safety with increased levels of activity and employment of CPTED protocol
- Health benefits from increased open space provision
- Health benefits from a better active transport network

- Construction-related expenditure and job generation
- Increased expenditure on retail associated with greater pedestrian footfall
- Increase in property value associated with amenity improvement
- Attracting new jobs to the area

Overall, the negative impacts of the planning proposal can be successfully managed with the implementation of the mitigation measures. HillPDA advises that the masterplan would have an overall benefit to the social and commercial environment of the Mount Street Area.

1.0 INTRODUCTION

1.1 The Proposal

The Mount Street Area Masterplan is a project currently being undertaken by City of Stonnington and nominates enhancements to the existing streetscapes and adjacent Council land. The masterplan nominates these changes through Amendment C172, which applies permanent planning controls to the Chapel Street Activity Centre to implement the Chapel reVision Structure Plan.

The ultimate vision of council is to present a masterplan that integrates new open space into a wider streetscape masterplan, nominating pedestrian priority zones and reducing on street car parking within the precinct.

Mount Street Area Streetscape Master Plan

The Mount Street Area Streetscape Masterplan is a strategic document currently being developed by the City of Stonnington and Tract Consultants. The proposed masterplan intends to reserve and develop pedestrian links, focussing on an east-west green corridor, servicing the precinct with upgraded pedestrian amenity and providing the opportunity for increased business frontages and commercial activity.

The masterplan seeks to do this through the implementation of recommendations from the Chapel Street Activity Centre: Chapel reVision Structure Plan 2012 – 2031, which include:

- Retain and enhance link through the King street carpark to provide pedestrian connectivity from Cecil Place to King Street
- New east-west pedestrian link connecting Clifton Street to Bendigo Street.
- Investigate new east-west pedestrian links as public open space or publically accessible open space to enhance pedestrian connections between Clifton Street and Bendigo Street, either as part of future developments or via land acquisitions.
- Require a 1 metre setback on the north side of Anchor Place.
- Encourage vehicle access from Bang street for properties fronting Regent Street to remove vehicle crossing on eastern side of Regent Street
- Investigate opportunities to underground or relocate the substation in Anchor Place to improve laneway activation and to provide up to a 1 metre setback at ground level at 3 Anchor Place, 11-13 Anchor Place and 10 Cecil Place along the south boundary to Anchor Place.

1.2 The Mount Street Area

The Mount Street area is characterised by a mix of small scale industrial buildings and a growing number of mid-rise residential buildings. To the north and east of the area are social housing developments including walk-ups and high-rise towers. To the west is the Chapel Street Precinct, which is a retail hotspot with commercial and late-night economies. Chapel Street hosts the number 78 tram which runs from North Richmond to Balaclava. The southern border of the Mount Street Area is High Street, which is an east-west retail strip that hosts the number 6 tram from Moreland to Glen Iris.

The area to which the Mount Street Area Streetscape Masterplan applies is seen in Figure 1.

Regent Street

Regent Street is one of three minor north-south roads in the study area. The street is approximately 7.5m in width. There is a single lane of traffic that travels north with parking on the western side of the road. The street has the least amount of new development and as such retains a strong light industrial character with red bricks, steel and concrete dominating. There is also a somewhat consistent scale of buildings to either side of the street. Many existing industrial buildings have been converted into private dwellings.³

Mount Street

Mount Street is one of three minor north-south roads in the study area. The street is approximately 8.5m in width. There is a single lane of traffic that travels south with parking on the eastern side of the road. The streetscape is dominated by several multi storey buildings along the western side of the street. Generally these buildings are setback from the footpath with paving between the building and the footpath. The far south-west corner of the street is activated by Middletown Restaurant. The restaurant wraps around the corner providing activation to both High Street and Mount Street.⁴

Clifton Street

Clifton Street is one of three minor north-south roads in the study area. The street is approximately 10m in width. There is a single lane of traffic that travels north with parking on the eastern side of the road. The streetscape is dominated by a large mixed use development to the south of the street that occupies the former Vision Australia Site. The heritage listed Protestant Hall at 22 Cecil Place, backs onto Clifton Street and is well setback from the footpath. The Smith Hotel occupies the south eastern corner of the street and activates High Street.⁵

Cecil Place

Cecil Place runs predominately east west and connects through to Clifton Street and Anchor Place via the existing carpark. The street is approximately 11m in width and traffic can travel in both directions with parking limited to the south side of the western end of the street. The streetscape is softened by the integration of 2 trees planted to the edge of the road reservation. There are two additional pockets of planting, with mature trees to either end of the existing carpark and a single mature gum to the pedestrian entrance of the carpark. Two mature cypress trees flank the front of Protestant Hall. 3.6 Cecil Place Section elevation: view east on Cecil Place.⁶

Anchor Place

Anchor Place provides an east west connection between Clifton Street and Chapel Street. The narrow street is approximately 6.5m in width with one-way east bound access. Parking is limited to the north side of the western end of the street. On the south side is a former, commercial two storey red brick building that has been converted into dwellings to the first floor and retail to the ground floor. These retail tenancies are successful at activating the street. Numerous upper level private balconies protrude beyond the building façade and into the streetscape.⁷

³ Ibid., p. 12

⁴ Ibid., p. 13

⁵ Ibid., p. 14

⁶ Ibid., p. 15

⁷ Ibid., p. 17

1.3 Community consultation

The City of Stonnington completed local community and stakeholder consultation for the Mount Street Masterplan in November - December 2018. This obtained an understanding of how various public spaces are currently used, what people enjoy most about the spaces and what could be improved. Feedback was obtained through a series of on street pop-up sessions, postcards, email and workshops with internal and external stakeholders. The feedback received within this phase was used to inform the draft masterplan proposal.

Upon review of feedback provided by City of Stonnington, there are several key trends in interests and concerns.

Community concerns include:

- Private vehicle dominating the street scape and Insufficient/unsafe active transport infrastructure
- Poor quality footpaths, both in width, typology and accessibility.
- Lack of urban landscaping, including green spaces, green infrastructure/facades and canopy cover
- Lack of safety, through insufficient passive surveillance street lighting and urban design considerations
- Opportunity for greater placemaking and public spaces provisions, similar to that of Grevillie Street

1.4 Key Findings

- There is conflict between pedestrians and private vehicles throughout the Mount Street Area.
- Finding parking throughout the Mount Street Area is difficult.
- The road network is already congested and at times dysfunctional.
- Industrial character of buildings has, at times, compromised pedestrian facilities (building setbacks are sometimes non-existent, affecting footpath width).
- The quality, design, maintenance, landscaping and facilities within streets, public realm, public places and parks/gardens will need to be significantly improved to accommodate the demand of future residents, workers and visitors.

2.0 STRATEGIC PLANNING REVIEW

2.1 State Planning policy

Plan Melbourne

Plan Melbourne, the most recent iteration of Melbourne's metropolitan strategy, is a response to the challenges the city faces with high levels of population growth. As a long-term plan designed to respond to the state-wide, regional and local challenges and opportunities Victoria faces between now and 2050, directions in streetscape design, amenity and distinctive design and character have been themes to inform similar proposals to the Mount Street Area Masterplan.

Plan Melbourne encourages local communities and councils to support the delivery of local parks and greening of neighbourhoods through Outcome 5 of the Plan Melbourne Strategy.

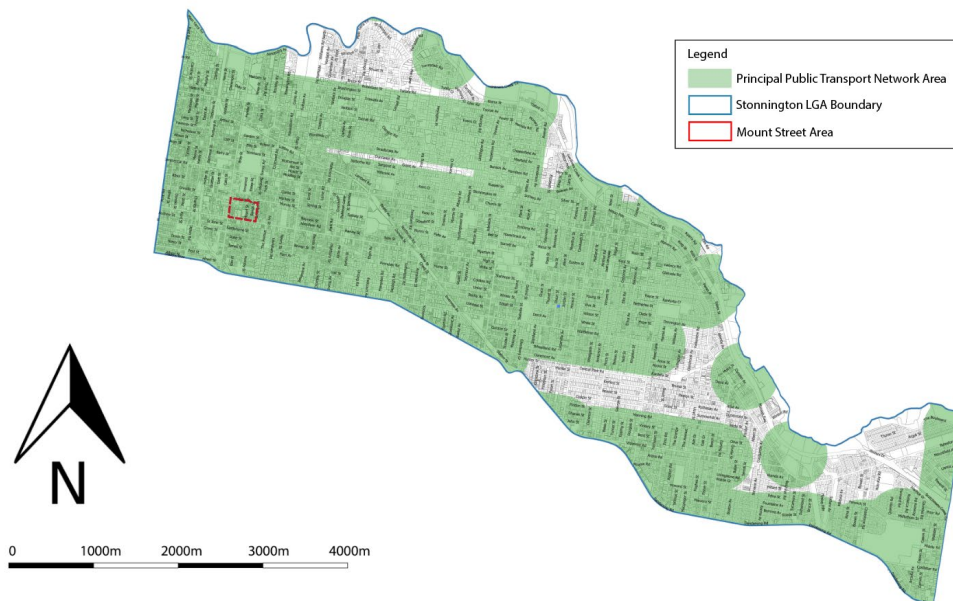
Table 1: Directions and policies for creating inclusive and vibrant neighbourhoods

Directions	Policies
Create a city of 20-minute neighbourhoods	Create mixed-use neighbourhoods at varying densities Support a network of vibrant neighbourhood activity centres
Create neighbourhoods that support safe communities and healthy lifestyles	Improve neighbourhoods to enable walking and cycling as a part of daily life
Deliver social infrastructure to support strong communities	Facilitate a whole-of-government approach to the delivery of social infrastructure Create health and education precincts to support neighbourhoods Support not-for-profit community services to build social capital and stronger communities Provide and protect land for cemeteries and crematoria
Deliver local parks and green neighbourhoods in collaboration with communities	Develop a network of accessible, high-quality, local open spaces Support community gardens and productive streetscapes

Principal Public Transport Network

The Principal Public Transport Network (PPTN) is a register of public transport routes across Melbourne which identifies current and future services provision. The network is governed in cooperation between Transport for Victoria and the Department of Environment, Land, Water and Planning, who aim to integrate transport and land use planning by encouraging denser development near public transport. One initiative designed to do so is Amendment VC148.

Figure 2: PPTN Map of Stonnington LGA



Amendment VC148 changed Clause 52.06 (Car parking) of the Victorian Planning Scheme to reduce car parking requirements for land that is within 400 metres of public transport on the PPTN. The land where the reduced parking rates apply is referred to as the PPTN Area.

Because the Mount Street Precinct sits within the PPTN, there are grounds to review both the car parking and transport movement and activities of local government areas, acknowledging the requirements of the 2010 Integrated Land Use and Transport Act.

2.2 Local Planning Policy

Chapel Street Activity Centre: Chapel reVision Structure Plan 2012 – 2031

The Chapel reVision Structure Plan is an update of the previous policy implemented by City of Stonnington in December 2007. Though it is not a completely new policy, the re-envisioned structure plan it takes into account significant trends and changes that have occurred in the area over the past five years, as well as changing planning policies at both State and Local levels⁸.

Chapel reVision provides guidance to:

- Both business and private development sectors - in terms of identifying locations where different levels of building development will be encouraged, and by providing direction regarding locations in which different land uses and building heights will be encouraged.
- Council and other government agencies – in terms of identifying the population growth that may result as a consequence of the development envisaged to occur, and providing a plan for the provision of public works and community services and facilities that will be required to accommodate the future needs of the community.

⁸ City of Stonnington & Hansen Partnership (2012), *Chapel Street Activity Centre: Chapel reVision Structure Plan 2012-2031*, p. 5

- The community – in terms of identifying the locations where development of different scales and intensity will be encouraged and identifying measures that will be put in place by Council to manage activity and development, having regard to the ongoing amenity of adjoining and nearby areas.

In relation to the Mount Street Area, the structure plan examines the built form through acknowledging the need to preserve the strong heritage and streetscape qualities, to better utilise the high quality access to public transport as the area. Additionally, the structure plan provides high-level objectives for the public realm of the activity centre as well as the LGA. The role of the public realm (which includes parks, village squares, streets and footpaths) is to provide a high standard of amenity that is functional, accessible, well-designed, interesting, and safe. The structure plan also has made recommendations for Council moving forward, with the Mount Street Area Streetscape Masterplan becoming an iteration and implementation of these recommendations.

Amendment C172

In August 2017, the Minister for Planning approved Amendment C172 to the Stonnington Planning Scheme.

Amendment C172 applied planning controls to the Chapel Street Activity Centre to implement the Chapel reVision Structure Plan. The planning controls include the introduction of the Activity Centre Zone – Schedule 1 (ACZ1) to direct built form, height and preferred land use mix.

Table 2: Land use and development objectives to be achieved by Amendment C172

Land use	Built Form	Amenity
To accommodate housing growth and diversity by providing a range of housing types, sizes and tenure, including higher density, affordable, community and shop-top housing, as well as mixed use development.	To protect and restore the built heritage of the Activity Centre through the conservation, reuse and restoration of heritage buildings.	To manage potential and existing conflicts between residential amenity and hospitality and entertainment uses.
To provide a diversity of retail, hospitality, entertainment, medical and community and cultural uses and a range of employment choices including corporate, boutique and incubator offices.	To significantly improve the public realm at the street level throughout the Activity Centre.	To ensure the appropriate location and scale of residential, hospitality and entertainment uses so as to contribute to the liveability and role of the Activity Centre.
To revitalise former light industrial areas behind Chapel Street to provide high quality mixed use development opportunities	To ensure that new development responds sympathetically to the Activity Centre's historical urban fabric, identity and character.	To protect and enhance amenity within the Activity Centre and surrounding established residential neighbourhoods.
	To create a vibrant, active place with passive surveillance of streets and other pedestrian and public spaces.	

The amendment also includes the following:

- Requirements to dwellings design, street wall heights, setbacks, overshadowing and active frontages to key pedestrian areas
- Guidelines for design and development, high and massing, overlooking and shadowing, business building entrances and pedestrian amenity.

Additionally, the amendment also includes objectives and requirements on a precinct level that are directly linked to the recommendations made within the Mount Street Area Streetscape Masterplan. Those that are of relevance to the Mount Street Area include:

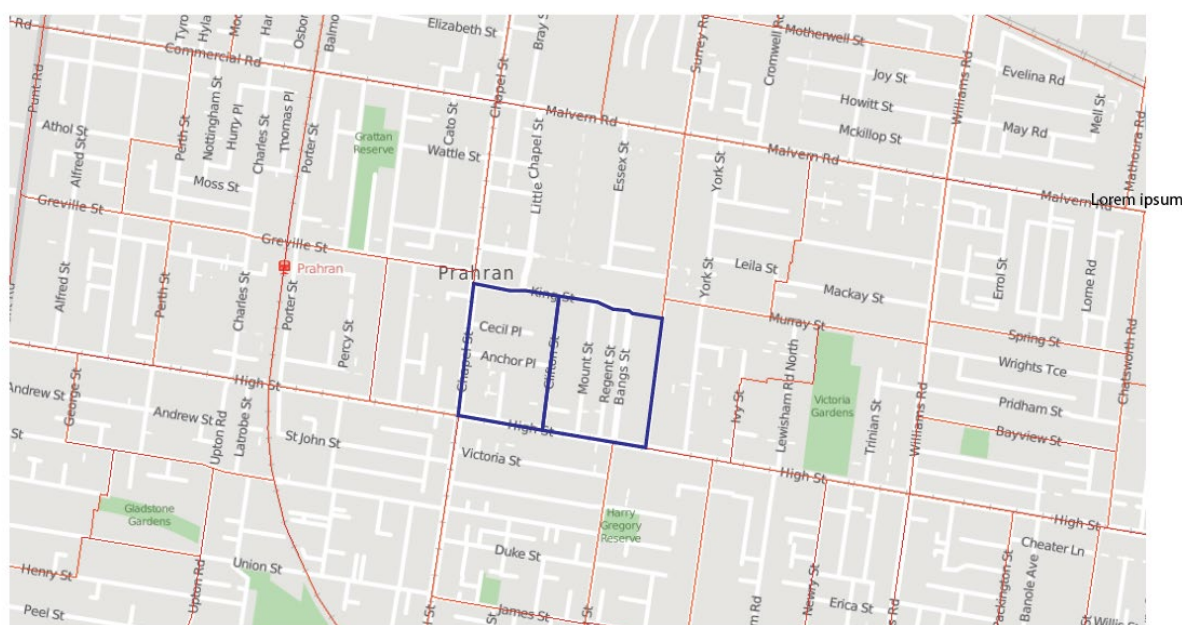
- Provide seating, shade and opportunities for public art and community interaction in publicly accessible entry forecourts. (4.3-9 Building Entrances and Pedestrian Amenity Guidelines)
- To achieve a revitalised civic, entertainment and social core of the Activity Centre (5.3-3 Precinct objectives)
- To encourage a mix of uses along main and side streets with active frontages and activities that requires interaction with customers, visitors and passers-by. (5.3-3 Precinct objectives)
- To enhance the role and identity of the precinct as a community, retail, commercial, social and residential hub. (5.3-3 Precinct objectives)
- To retain and protect the historic core within the Activity Centre. (5.3-3 Precinct objectives)
- To provide a safer walking environment and improve pedestrian amenity. (5.3-3 Precinct objectives)
- Maintain, improve and provide new access and pedestrian links to existing open spaces such as the Princes Gardens. (5.3-3 Precinct objectives)
- Encourage small scale industrial land uses along the west side of Bangs Street. (5.3-3 Precinct objectives)

3.0 DEMOGRAPHIC PROFILE

3.1 Methodology

For the purpose of the demographic profile, assessment has been made from the 2016 Census data via Table Builder Pro.

The masterplan boundary sits within two Level 1 Statistical Areas. To create a statistical boundary, HillPDA has demarcated the area on the map below. The Mount Street Area is focusing on the envelope of Bangs Street, King Street, Chapel Street and High Street.



LEGEND

SA1 Boundaries

Figure 3: Mount Street Masterplan SA1

The two Statistical Areas (Level 1) that encompass the Mount Street Master Plan, and will be used to construct the Demographic profile are:

- Prahran – Windsor SA1 – 2113614
- Prahran – Windsor SA1 – 2113615

Throughout the demographic analysis, the combined SA1 will be referred to the Mount Street Area.

3.2 Socio-Economic Snapshot

The following table provides general population statistics providing a socio-economic snapshot of the Mount Street Area in relation to the LGA and greater Melbourne, and will establish a basis for further demographic, social and commercial analysis of the precinct.

Table 3: Socio-Economic Snapshot of Mount Street Area

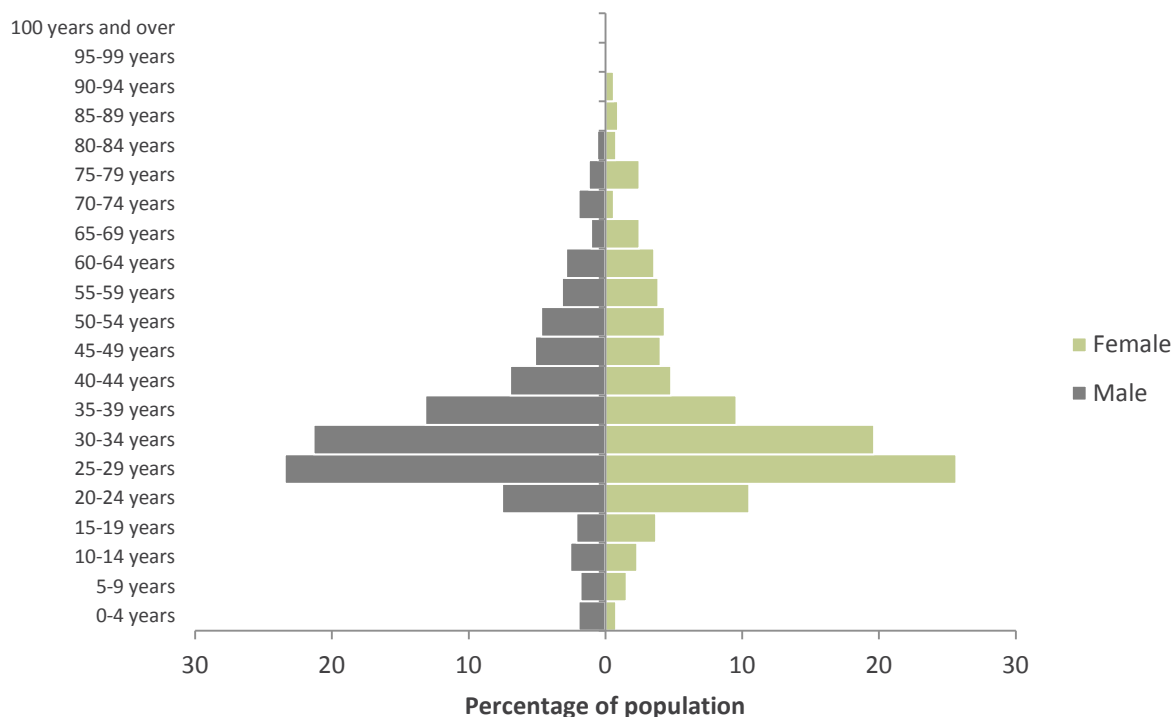
	<u>Mount Street Area 2016</u>	<u>Stonnington LGA 2016</u>	<u>Greater Melbourne 2016</u>
Population	1,312	103,832	4,485,211
Public Housing	51%	3%	3%
Renters	83%	44%	28%
High School Graduates	54%	73%	55%
Earning Under \$1000 Per Week	45%	33%	50%
Earning Over \$2000 Per Week	13%	21%	9%
Average Income	\$915	\$1266 per week	\$909 per week
Cars	0.8	1.4 per household	1.7 per household
Tenant Rate	77%	43%	28%
Owned Outright	5%	30%	33%
Mortgage Repayments	\$2,250	\$2447 per month	\$1842 per month
Bedrooms Per Household	2.2	2.5	3

Source: ABS Census 2016 TableBuilder

It is noted that within the Mount Street Area, the site contains both advantaged and most disadvantaged areas, with blending of houses, terraces, apartments and walk-up public housing flats, creating a diverse socio-economic profile within the sub-precinct of Prahran.

3.3 Demographic profile

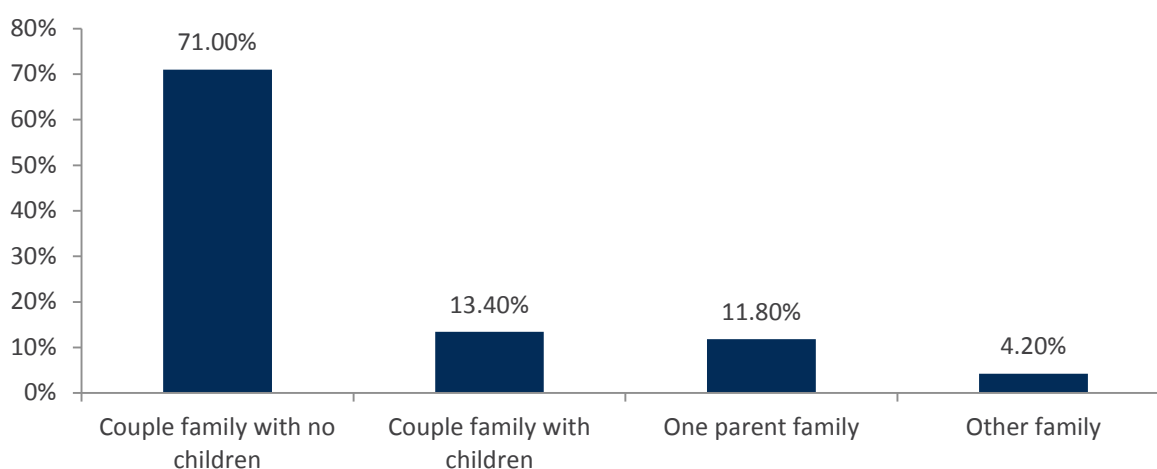
Figure 4: Population pyramid of Mount Street precinct



Source: ABS Census 2016

The Mount Street Area population can be compared to that of most urban environments within Australia, with the largest proportion of the population being aged between the 25-39 year brackets. This is in part due to proximity to employment hubs. This is consistent with internal migration data from the 2016 ABS Census, which indicates that job seekers and young professionals migrate to urban centres. An age structure weighted by 25-39 year olds is representative of higher levels of economic activity.

Figure 5: Household composition of Mount Street precinct

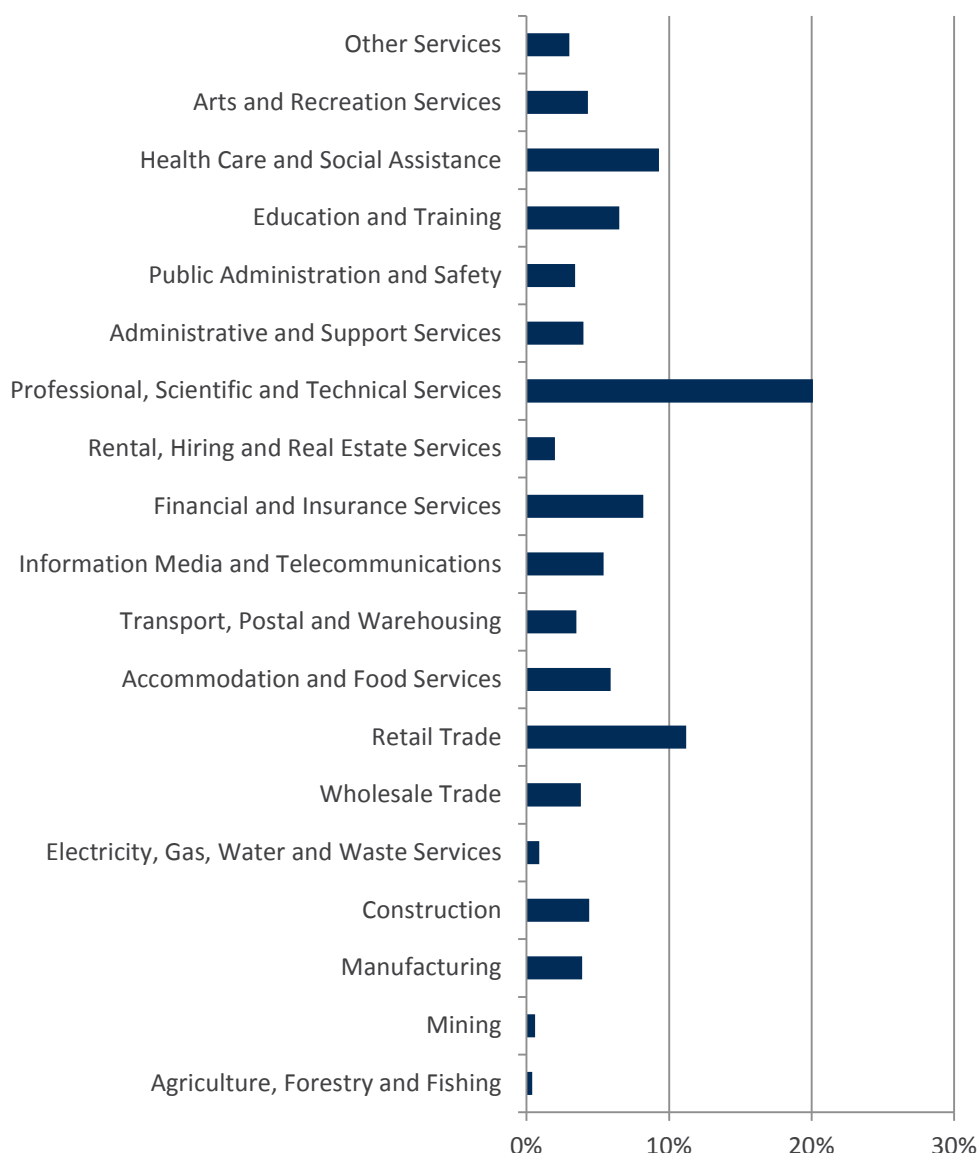


Analysing the household structure in the Mount Street Area, in conjunction with age structure, provides insight to the role the population plays in social and commercial activity.

Indeed, the large proportion of the households (71 per cent) are couple families with no children, can provide assumptions to activity within the Mount Street Area. As a hub for professionals and a cosmopolitan lifestyle, amenities such as retail, restaurants, cinemas and leisure centres are likely to be more prevalent, as wealthy young professionals typically have the time and capacity to enjoy the facilities, than those households with children, who make up a smaller proportion of household composition (25 per cent).

3.4 Local commercial and industry trends

Figure 6: Percentage of employment by industry

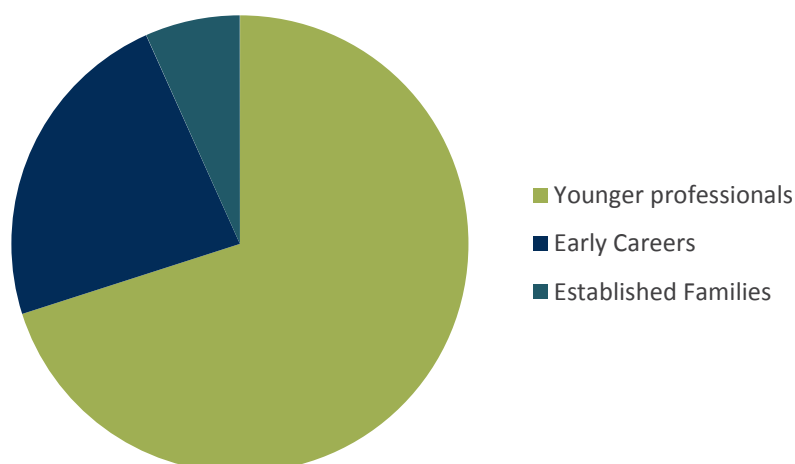


Source: ABS TableBuilder Pro

The above table provides the proportion of employed people as a share of total employment for each industry division. From initial review, it is evident that professional, scientific and technical services are the predominant industry (20.1 per cent) with retail trade being the second largest employer (11.2 per cent).

The proportion of professional, scientific and technical services is consistent with the increase of young professionals within the precinct, with 63.6 per cent of Prahran residents classified as younger professionals who tend to work locally and commute by a mode other than car.

Figure 7: Working age groups



Source: Mosaic demographic

Classification details:

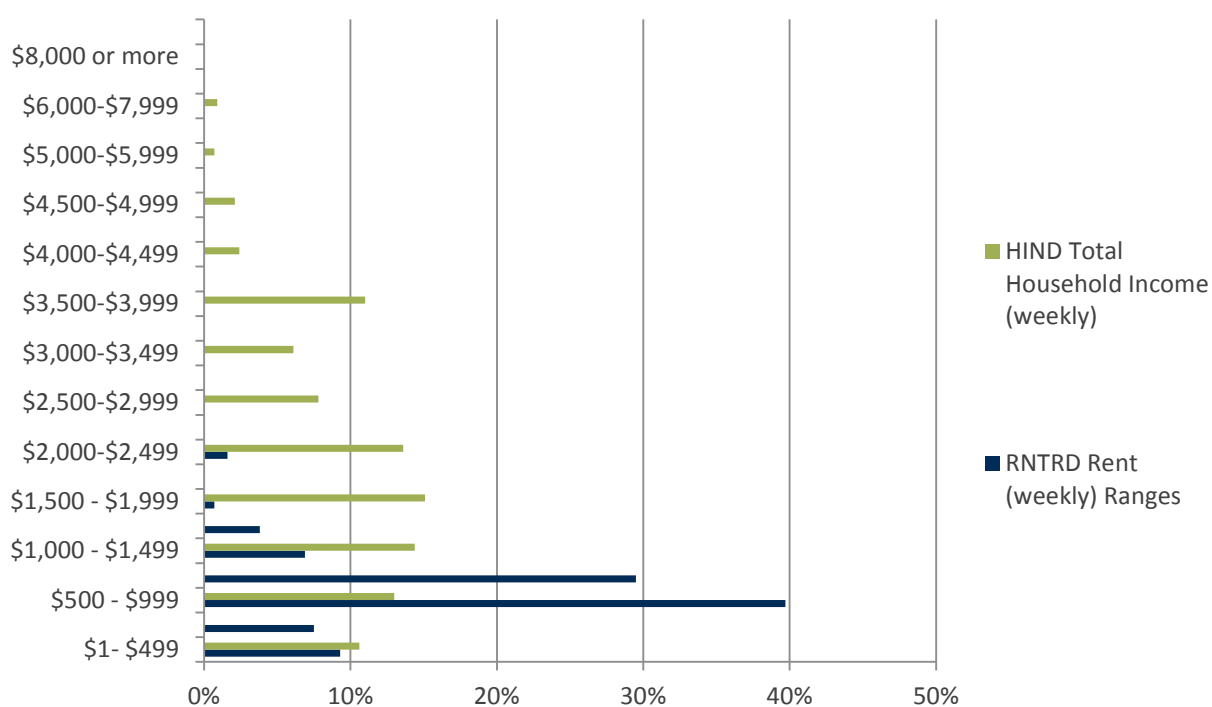
Younger Professionals: Aged under 35 – Young, successful, career-driven professionals with no children.

Early Careers: Aged 25-34 – Educated millennials and younger blue-collar workers at the start of their careers.

Established Families: Aged 35-54 – White collar families with school-aged children.

Figure 8 below displays the ranges of monthly household income and weekly rent expenditure within the precinct. As evident in Table 3, 83 per cent of those who reside within the precinct are renters, with 69 per cent paying between \$500 and \$1500 a week in rent.

Figure 8: Ranges of total household income and rent paid weekly by per cent of precinct population



Source: ABS Census 2016

As the dwellings are situated in the central area of Prahran and are highly accessible to the CBD, it is understandable why the proportion of renters is so high (83 per cent), as the high proportion (20 per cent) of professionals are seeking to live situated to work.

The historic development patterns of the Mount Street Precinct have led to the region having a higher proportion of infill housing than other locations of Melbourne. The grid-like street pattern and larger historical subdivision of the inner suburbs is conducive to medium density development. This has also been driven by less land availability in the Stonnington LGA, when compared to the north and west growth areas of Melbourne. For this reason, renting properties has become the most viable option to live within the cosmopolitan area that is Prahran.

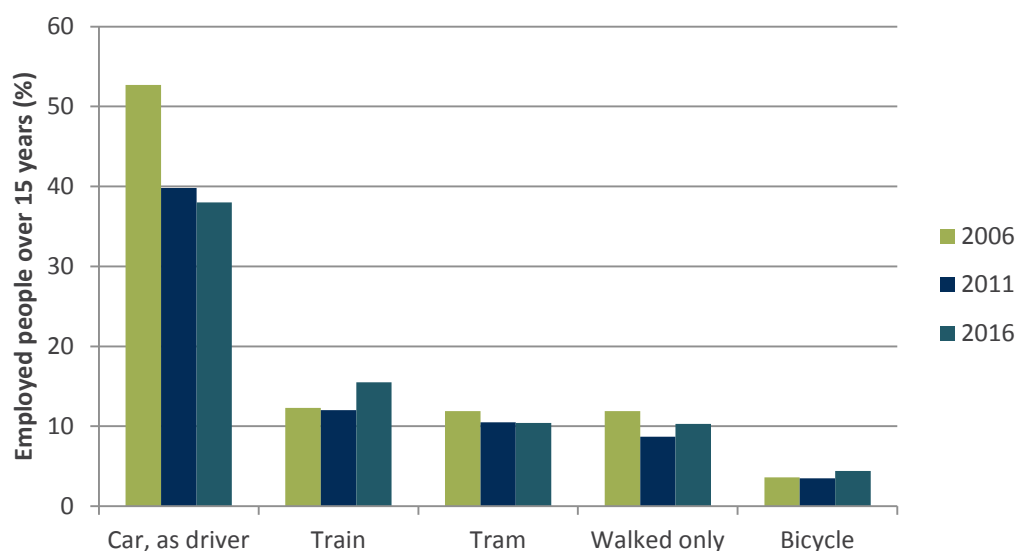
Such factors can influence the amount of rent being paid by apartment households. In 2016, rent or mortgage payments were more expensive for people living in apartments than for those living in separate houses, as rental ranges of inner city Melbourne have increased.

With increasing proportion of professionals and retail activity being the key economic drivers of the precinct, access and connectivity will continue to be prominent issues as population grows and the Mount Street Area hosts greater levels of commercial and residential density.

3.5 Street traffic and movement

Within the precinct, the most common methods of travel to work for employed people were private vehicles (39.9 per cent), public transport (28.7 per cent) and active transport (17.1 per cent). This is a notable increase in

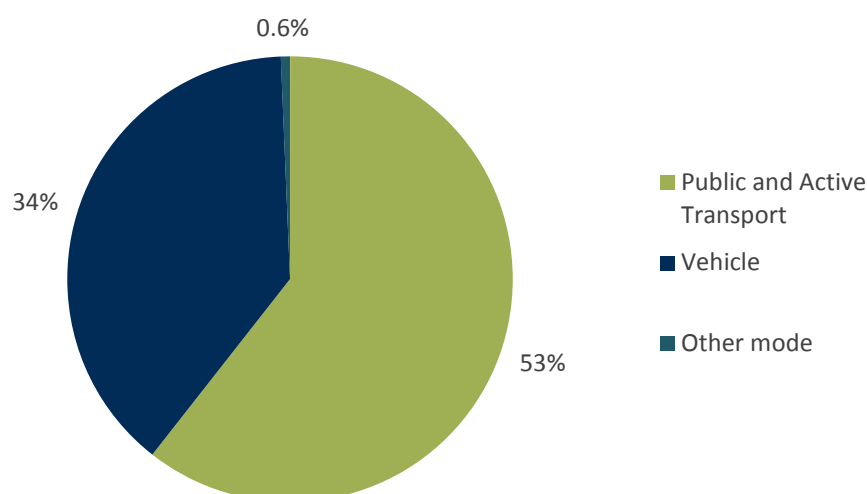
Figure 9: Method of travel to work, top responses - Prahran



Source: ABS Census 2006, 2011, 2016

This mix of transport uses within the Mount Street Area indicates that there is conflict between pedestrian and active transport and private vehicle usage. As the Chapel reVision strategy has identified several areas where traffic conflict may occur, pedestrian infrastructure is inadequate for the high demand for pedestrian and active transport facilities within the precinct.

Figure 10: Method of travel to work – Mount Street Area



Source: ABS Census 2016, TableBuilder Pro

As seen in Figure 10, active and public transports, when totalled, provide 45.8 per cent of residents within the Mount Street area with transport to work. As the integration of public transport services and active transport has the potential for greater synergies through a network effect, this can lead to greater patronage gains and throughput compared to that of a private vehicle⁹. Furthermore, an integrated transport networks enabled by seamless, ubiquitous, interconnected networks can further increase patronage usage, as they become more efficient for travel time and financially costs than conventional transport.

Table 4: Mode of transport to work for top five industry professions

	Retail Trade	Financial and Insurance Services	Professional, Scientific and Technical Services	Health Care and Social Assistance	Education and Training	Total
Vehicle	6.9 %	3.4 %	8.4 %	7.9%	6.4%	34.0%
Public Transport	6.4%	10.1%	17.5%	4.9%	4.4%	44.1%
Active Transport	6.9%	1.5%	8.9%	4.4%	1.7%	22.9%
Other Mode	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	20.4%	16.0%	35.0%	16.3%	12.8%	100.0%

Source: ABS Census 2016, TableBuilder Pro

As seen within Table 4, of the 5 highest employing industries within the precinct, employees are choosing to utilise public and active transport over that of private vehicles. This suggests that the five largest industries for employment are both contributing to the economic development of the Mount Street Area, and are also highly accessible through active and public transport options.

⁹ Hyde, R. Smith, D. (2017), *Assessing the value of public transport as a network*, Abley Transportation Consultants

Table 5: Private vehicle ownership within precinct

VEHRD Number of Motor Vehicles (ranges)	2016 Census
No motor vehicles	29.8%
One motor vehicle	56.2%
Two motor vehicles	12.6%
Three motor vehicles	1.3%
Four or more motor vehicles	0.0%
Total	100.0%

As evident in the above table the 'two car' lifestyle was maintained by only 12.6 per cent of apartment households. In contrast, only 28 per cent of households in separate houses had one vehicle, increasing to 39 per cent for two vehicles

Nearly 30 per cent of the precinct's households reported having no motor vehicle. This may reflect the inner city location of some apartments - and their close proximity to work, public transport and amenities. Victoria was particularly notable, with a quarter (25 per cent) of its apartment households being without a vehicle.

3.6 Crime

Figure 11: Criminal offences 2018 - Prahran

Offence division	Offence subdivision	Offence subgroup	Offence count
A - Crimes against the person	A20 Assault and related offences	A232 Non-FV Common assault	75
	A20 Assault and related offences	A212 Non-FV Serious assault	65
	A50 Robbery	-	9
	A70 Stalking, harassment and threatening behaviour	-	21
	A80 Dangerous and negligent acts endangering people (e.g. dangerous driving, throw or discharge object)	A89 Other dangerous or negligent acts endangering people	18
	Other crimes against the person	Other crimes against the person	57
B - Property and deception offences	B20 Property damage	B29 Other property damage offences	1
	B20 Property damage	B22 Graffiti	25
	B20 Property damage	B21 Criminal damage	142
	B30 Burglary/Break and enter	B322 Non-residential non-aggravated burglary	62
	B30 Burglary/Break and enter	B321 Residential non-aggravated burglary	115
	B30 Burglary/Break and enter	B312 Non-residential aggravated burglary	2
	B30 Burglary/Break and enter	B311 Residential aggravated burglary	15
	B40 Theft	B49 Other theft	202
	B40 Theft	B44 Theft of a bicycle	62

Offence division	Offence subdivision	Offence subgroup	Offence count
	B40 Theft	B43 Steal from a retail store	275
	B40 Theft	B42 Steal from a motor vehicle	236
	B40 Theft	B41 Motor vehicle theft	50
C - Drug offences	C10 Drug dealing and trafficking	C12 Drug trafficking	44
	C30 Drug use and possession	C32 Drug possession	261
	C30 Drug use and possession	C31 Drug use	4
D - Public order and security offences	D20 Disorderly and offensive conduct	D26 Disorderly conduct	2
	D20 Disorderly and offensive conduct	D25 Criminal intent	18
	D20 Disorderly and offensive conduct	D22 Drunk and disorderly in public	141
	D20 Disorderly and offensive conduct	D21 Riot and affray	15
	D30 Public nuisance offences (Jaywalking, begging)	-	17

Source: Crime Statistics Agency (2018)

Note: Several categories have been omitted for irrelevance

The above table displays criminal offences data for the suburb of Prahran during 2018. This data relates to the entire suburb of Prahran.

By principal offence, the category that made up the largest proportion of offender incidents was property and deception offences. Property and deception offences include property damage, theft, burglary/break and enter, bribery and arson.

Though the rates of offence are high when compared to state-wide offence data, it can be assumed that the Prahran is susceptible to criminal activity from outside of the suburb, with property and deception offences often being linked to high socio-economic profile of a suburb.

The social impact of increased property and deception offences needs to be addressed through increased passive surveillance and streetscape design that discourages people from committing property damage or theft.

4.0 FUTURE GROWTH

4.1 Population growth

The following projections for the suburb of Prahran were gathered from forecast.id population forecast services. The forecast data is based upon 2016 Census dwelling counts and estimated resident population. Table 6 shows a general overview of nominal population increases for Prahran.

Table 6: Population, households and dwellings projections - Prahran

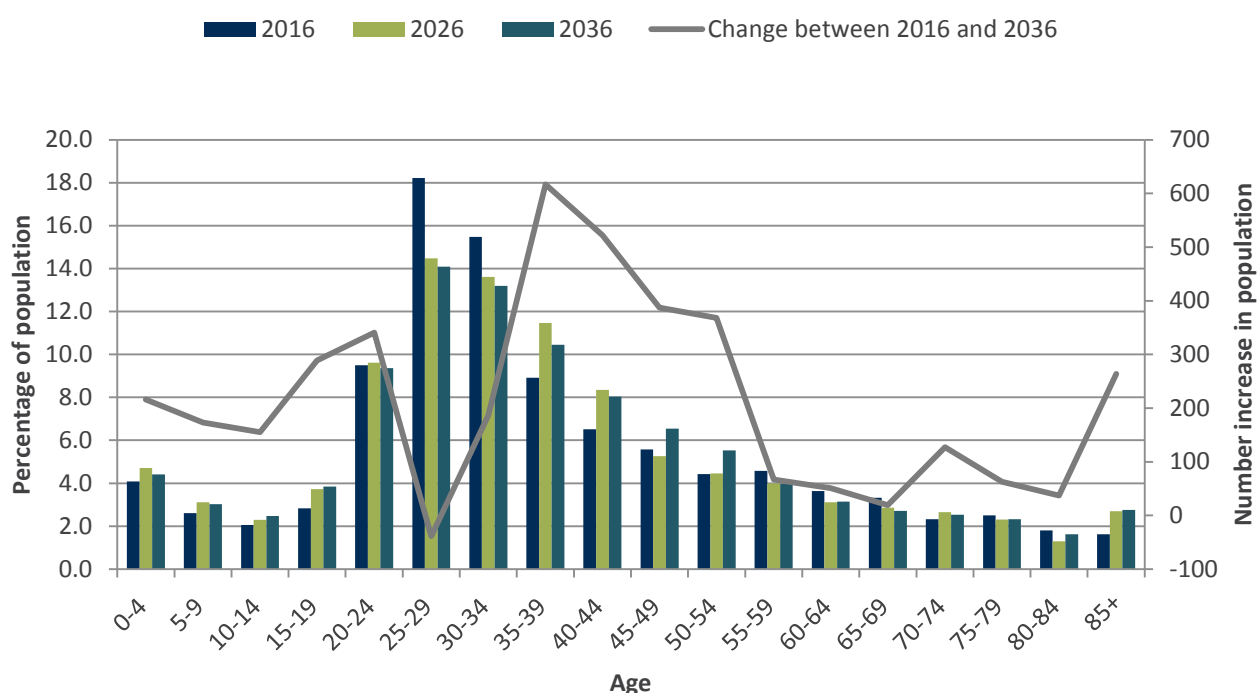
Measure	2016	2021	2026	2031	2036
Population	14,033	15,020	16,221	17,043	17,875
Change in population (5yrs)	-	+988	+1,201	+821	+833
Average annual change (%)	-	1.37	1.55	0.99	0.96
Households	7,126	7,525	8,132	8,606	9,108
Average household size	1.91	1.94	1.93	1.92	1.91
Dwellings	7,495	7,914	8,546	9,041	9,566
Dwelling occupancy rate	95.08	95.08	95.16	95.19	95.21

Source: Forecast.id

The study area is subject to substantial growth to 2026, with an increase of approximately 2,189 people. As average household size decreases, there will need to be a growth in the number of households (and dwellings for them to live in) to maintain or grow the population.

Age structure is presented in Figure 12. A rapid short-term decrease in the young workforce is noted. Over the next two decades the study area will be characterised by more children (particularly school-aged children) and adults aged 35-55.

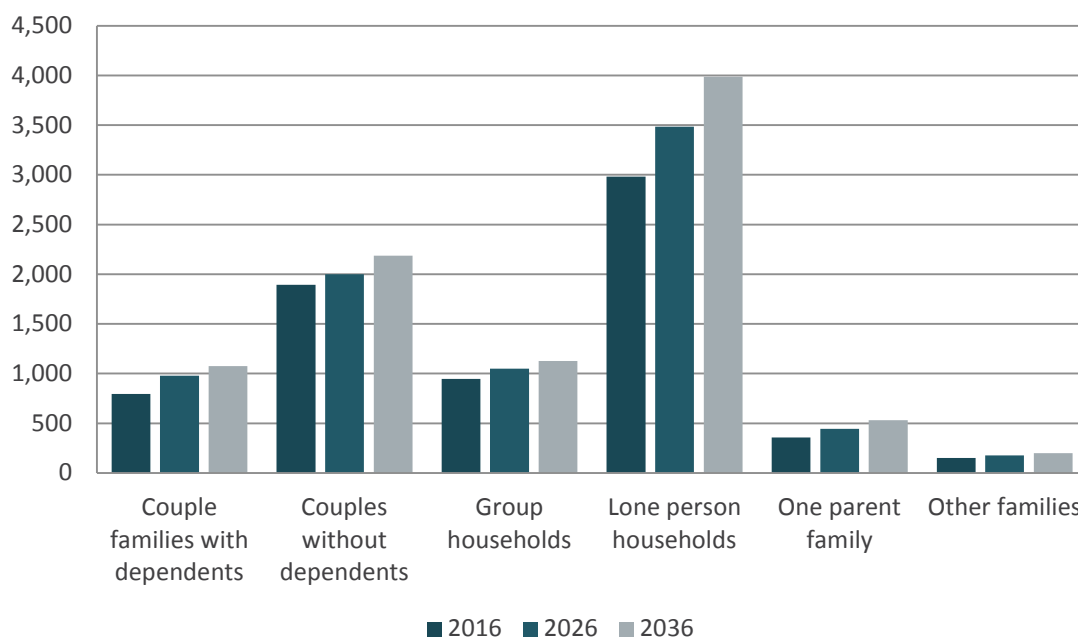
Figure 12: Forecast age structure - Prahran



Source: Forecast.id

Household projections in Figure 13 indicate nominal population increase across various household types.

Figure 13: Household types projections - Prahran



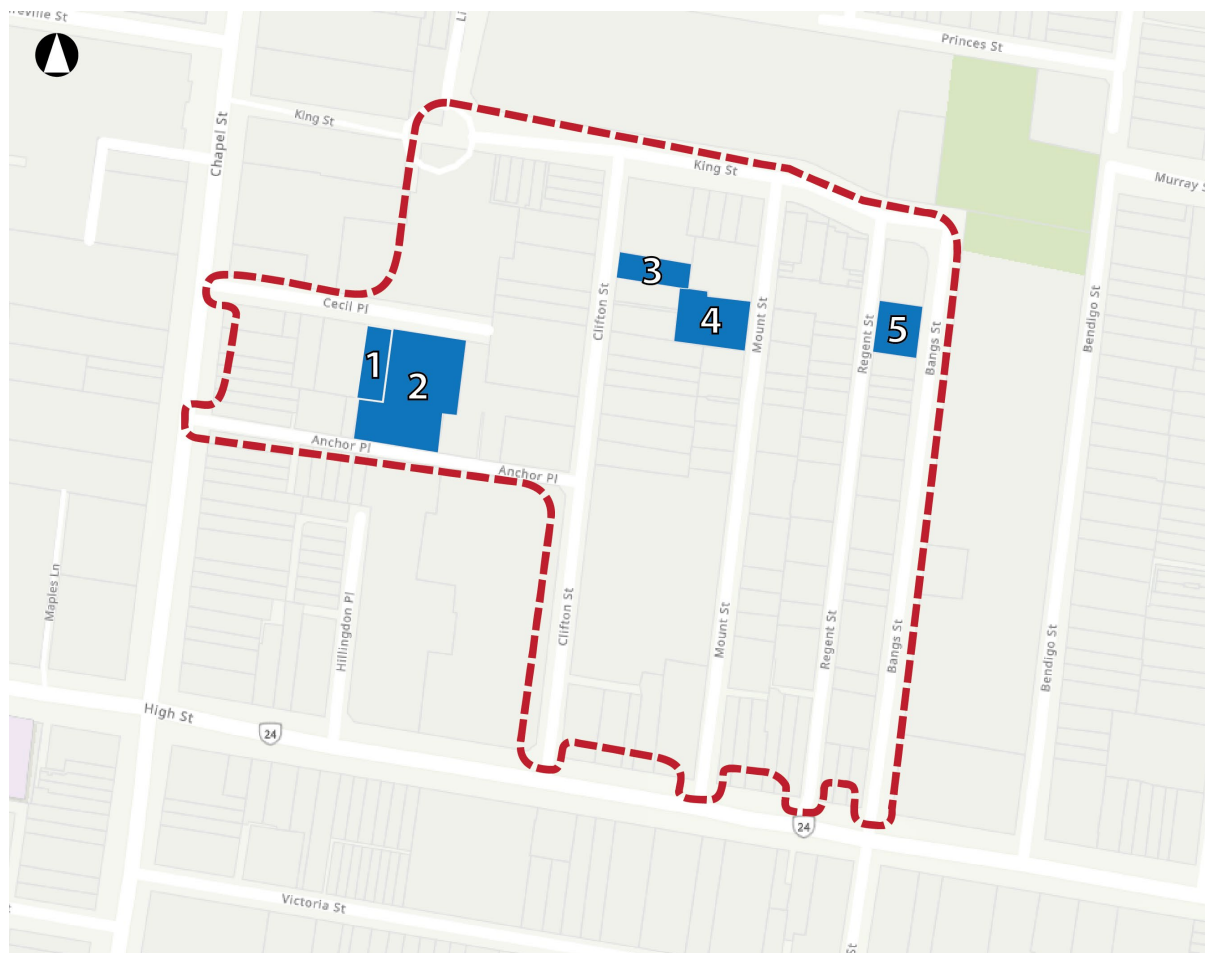
Source: Forecast.id

Household forecasts for Prahran are similar to other inner city locations where dense housing correlates to higher numbers of lone person households and couples without dependents.

4.2 Development audit

An audit of development within the precinct will provide a more accurate account of population growth and development trends. A map of future developments within the Mount Street Area is provided in Figure 14 and a register of these developments is seen in Table 7.

Figure 14: Development audit within study area



LEGEND

- Study area
- Development parcel

Source: Cordell Connect

Table 7: Development audit within study area

Map ID	Project title (STATUS)	Description	Number of dwellings	Completion date
1	Cecil Place Mixed Use Building (POSSIBLE)	Partial demolition of the existing building. Construction of a 6 storey mixed use building comprising of 8 apartments & office. Associated car parking & landscaping.	8	April 2021
2	Cecil Place Mixed Use Development (FIRM)	Construction of mixed use building to comprise 92 apartments, shop & food & drink premises. 1 x 10 bedrooms, 2 x 66 bedrooms & 3 x 16 bedrooms.	92	December 2020

Map ID	Project title (STATUS)	Description	Number of dwellings	Completion date
		Materials to include precast concrete render & glass balustrade. Associated car parking & landscaping.		
3	Clifton Street Mixed Use Development (POSSIBLE)	Construction of a multi-level mixed use development to comprise dwellings & office. Associated car parking & landscaping.	Unknown	April 2020
4	Mount Street Mixed Use Development (POSSIBLE)	Proposed conversion of the existing structure into a mixed use development to comprise warehouse & residential use. Car parking for 6 vehicles. Associated landscaping.	Unknown	April 2020
5	Bangs Street Mixed Use Development (DEFERRED)	Construction of a 5 storey building comprising of 17 apartments & an office on the ground floor. Materials to include face brickwork render finish, perforated metal screens & perforated metal panels to balustrade. Associated car parking & landscaping.	17	February 2021

Source: Cordell Connect; Prahran Housing Precinct Development Plan, DHHS

4.3 Key findings

- The population of Prahran will experience rapid short to medium term increase in population.
- The proportion of children and 35-55 year olds living in the study area will increase.
- Compared to 2016, the study area will house a lower proportion of 20-35 year olds over the next two decades; however, this age group will still be the top population age group.
- The number of lone person households will increase, thus creating a demand for more dwellings, more of which have fewer bedrooms.
- An audit of development within the Mount Street Precinct (n=6) showed that a majority of proposed developments are mixed use buildings with a majority residential use.
- The number of proposed dwellings totals around 120 in the next two years with an additional 350-450 by 2024.
- Populations within the Mount Street Precinct could increase by around 230 people by 2021.

5.0 COMMERCIAL AND RETAIL DEMAND ANALYSIS

5.1 Retail business opportunities

The Mount Street Area is estimated to have approximately 1,300 residents (as at 2016).

HillPDA retail data shows that expenditure on retail goods and services by Prahran residents is approximately \$18,400 per capita per annum. This is above the metropolitan average, which is around \$14,000 per capita per annum.

Retail spending from the Mount Street Area is approximately \$24.2m per annum at the current time. This level of spending supports around 4,500 sqm of floorspace across the retail economy. This demand is captured locally and in other locations around the metropolitan area and beyond. Most demand would be captured within the inner city.

Some of this demand relates to local level services such as cafes, bars, restaurants, small food and convenience stores and personal services like hairdressers. The level of floorspace supportable by these retail sectors is approximately 1,400 sqm at the current time.

The Mount Street Area could capture a share of such businesses. This is contingent on the supply-side 'offer' of the area being suited to meet business needs. This typically means having a high amenity pedestrian-oriented environment and good pedestrian visibility and exposure. The capacity to undertake street base activity is also appealing to such businesses (such as via alfresco dining).

The level of demand for such business could double from the local area in the coming demand. Moreover, if the location or a business becomes a destination, it could draw from a larger catchment to support more activity.

The finding of this review is that there is sufficient and growing local area demand to support some business activity in the area, subject to the design and amenity of the street level environment supporting street-based business activity.

Table 8: Mount Street Retail Metrics, 2016 (Based on 1,312 Residents)



Retail Sector	Expenditure Per Capita	Total Expenditure	Supportable Floorspace (SQM)
Food & Groceries	\$4,933	\$6,472,712	588
Liquor Take-Away	\$1,024	\$1,343,153	141
Take-Away Food	\$1,112	\$1,459,501	172
Apparel	\$2,213	\$2,903,550	509
Homewares & Manchester	\$483	\$633,644	181
Bulky Goods	\$2,992	\$3,925,284	1,061
Other Goods	\$2,462	\$3,230,737	687
Personal Services	\$686	\$899,914	257
Liquor Consumed On Premises	\$670	\$878,963	176
Meals in Pubs, Clubs, Restaurants	\$1,841	\$2,415,514	483
Total Expenditure	\$18,417	\$24,162,973	4,256

Source: HillPDA

5.2 Possible Office Typologies

In addition to local level retail business potential, the Mount Street Area may also be a candidate for small office-based businesses. This could include home-based businesses, SOHO's and small office suites. Co-working spaces are also becoming a more prominent part of the commercial office sector. These facilities are generally lower rent. Mount Street may be a candidate for such uses.

Table 9: Example office formats

Office Types	Comments	Examples
Home Based Business	Business from a traditional dwelling structure.	-
SOHO (Small Office Home Office)	Dual function properties including dwelling and office / business space. Includes separate access from both the living spaces and street level business access.	<p>Cowper Residences in Footscray</p> 
Co-Working Spaces	<p>Small tenancy options from open desk, dedicated desk, private office and custom private suites.</p> <p>Includes shared spaces including kitchen, conference rooms, outdoor spaces,</p> <p>Location that has access to lifestyle retail and public transport.</p>	<p>The Commons Co-working Spaces in South Melbourne</p> 

The infill development of the Mount Street Area is suitable for such. This is seen in two recent development applications for warehouse conversions. With regard to the masterplan, these workspaces such as these can be supported by greater access to open space, surrounding night-time activation, stronger pedestrian links to Chapel Street, and public art.

5.3 Key findings

- The Mount Street Area is in a catchment of high retail expenditure demographic (approx. \$18,400 per annum).
- Fourteen per cent of retail expenditure in the area is captured by liquor and meals in pubs, clubs and restaurants, indicating a strong market for after-work retail opportunities – this market may be nurtured through more street dining.
- Expenditure on apparel is 12 per cent of total retail expenditure in Prahran, which is justification for approx. 509 sqm of respective retail floorspace – this market may be nurtured through a better pedestrian environment.
- The Mount Street Area is a candidate for small office-based commercial businesses, which have a lower rent and lower floorspace per worker – this may trigger additional demand for public open space.

6.0 CASE STUDIES

A limited number of case studies are identified to provide examples of comparable instances where traffic mitigation and provisioning works had been undertaken. Where possible the impact of these works on the community is identified through reference to the case studies.

6.1 Forrest Hill Precinct, South Yarra

The Forrest Hill Precinct was historically an industrial area of South Yarra, with close proximity to the South Yarra Train Station. In 2005, Council prepared a structure plan for the Forrest Hill Precinct which in part called for a new public open space and an east-west pedestrian link, and streetscape improvements.

Stonnington Council commissioned Tract Consultants to produce a masterplan in 2005, informed by community consultation. Released in 2008, the study provided strategic vision, informed public realm design direction, and helped establish a development contribution scheme.

The key focuses of the masterplan included:

- Nodal Points and gateways - materials and street furniture to reinforce an innovative contemporary environment with priority pedestrian use.
- Streetscapes generally treated as the overall Forrest Hill Precinct public realm as a distinct sense of place in a more cost effective manner.
- East west pedestrian link (Daly Street) adopting laneway/arcade treatments highlighting pedestrian priority, and extending treatments commensurate with the Nodal quality.
- Central piazza/park – This area is the only open space offered within the precinct. As part of Daly Street it will be configured to maximise seasonal sunlight whilst reinforcing the heart of Forrest Hill Precinct



Including laneways in developments through the application process allowed for through-block links and increased opportunity for laneway-style retail and interface with the street.

6.2 Greville Street, Prahran

In 2015 the City of Stonnington prepared a plan to improve pedestrian safety and traffic movement along Greville Street and King Street in Prahran. This public realm strategy aimed at improving the pedestrian environment along a key link between Chapel Street and Prahran Station. A significant level of community consultation was undertaken which highlighted that retail and street life was a priority for locals.

Greville Street facing west from Town Hall



Source: Chapelstreet.com.au

Concern was raised over the changing retail climate resulting from reduced parking availability and a lack of familiarity with new road conditions. The community consultation report concluded that a large portion of the respondents would visit the precinct regardless of car park accessibility. The commercial impact assessment similarly identified this as a minor risk to retail businesses and that the increased pedestrian safety and accessibility would have a positive impact on retail trade. Following the implementation of proposed works, the area has experienced increased pedestrian footfall, which subsequently supports retail businesses.

6.3 East Precinct, Victoria Street, Abbotsford

The Victoria Street Structure Plan was adopted by the City of Yarra in April 2010. This was in part triggered by a ministerial investigation into the future development of the 'East Precinct' of Victoria Street in 2006-2008. The East Precinct bears similarity in urban structure to the Mount Street Precinct as it was characterised by small scale industrial uses with a growing residential presence. The production of a masterplan lagged behind rezoning and development of large residential buildings in the East Precinct.

Yarra Council prioritized connecting Victoria Street's key intersections or tram stops with the first released residential buildings.

The light industrial area is seeing more niche retail and food outlets moving into the area, drawing more pedestrian activity away from Victoria Street. Footpath widening resulted in the loss of a dozen car parks along Flockhart and Shamrock Streets, however, the area has been de-industrialising and the new retail residential land uses have a lower demand for car parking.



6.4 Shanghai Music Valley, Shanghai

During the most recent decade, the government of the Hongkou District in central Shanghai has been investing heavily in the transformation of its built environment, aiming to become an alternate cultural and economic centre of the city. The establishment of the Shanghai Music Valley is based on the Hongkou District Government targeting new emerging industries collocated with new residential buildings in an area of moderate heritage value.

Shanghai Music Valley



Source: Baidumap

Duolun Lu, Hongkou



Source: likeafishinwater.com

Until the mid-2000s, the area was characterized by dilapidated industrial buildings and high-density, low quality housing. There was very little formal public open space within the precinct; however this changed during the area's redevelopment. New high-rise developments were mandated to include forecourts and pocket parks with green space. The first of the public works was a street lighting upgrade, which was completed in 2011. The restructuring of the flood prevention wall along the Hongkou Creek included a pedestrian walkway with evergreen trees that formed a natural barrier between the road and the walkway. The pathways along Harbin Road were widened, and had their cobblestones restored, a process which also added trees to the streetscape. Several cobblestone roads surrounding notable heritage-conversion buildings were blocked with balustrades as priority pedestrian and scooter roads – an important feature as food-delivery services are prominent users of the street.

These public realm upgrades were designed to support the growing small-scale creative industries – a new, progressive and niche market in China. The increased pedestrian amenity supports relationships between businesses across the 28ha area. Commercial properties within the Shanghai Music Valley are at high occupancy rates, and have both domestic and international tenants. The area has been marketed by some as a 'campus-style' environment. As the area is a mixed use precinct, the public spaces enjoy night-time activation, with some bars and ad-hoc events popping up around the Shanghai Music Valley.

6.5 Brick Lane Threads, London

Pedestrian connectivity analysis



Source: Steer Group

Brick Lane Urban Pocket Park



Source: Google Maps

As a first step in establishing a wayfinding strategy to support smaller destinations across town centres, the London Borough of Tower Hamlets commissioned the Steer Davies Gleave design team to develop a high-level wayfinding strategy for Brick Lane and identify a series of interventions to increase footfall and aid discovery and exploration. The report, named *Brick Lane Threads*, proposed thirty projects to support the continued growth of retail businesses on the tributaries of Brick Lane. The team modelled pedestrian connectivity to show the performance of the footpath network based on the shortest routes to Brick Lane from 166 key locations – this helped identify a focus area for interventions.

The projects ranged from street name changes to the development of an urban pocket park. A balcony art installation reinforced informal wayfinding to draw footfall to the south and improve perception of the southern part of Brick Lane. The success of this project highlights the impact that landscaping and wayfinding works established from a strong masterplan may have on increasing retail business surrounding notable destinations. Drawing activity away from the main street (Brick Lane, or in this case, Chapel Street), can build the image of Prahran as a ‘place to wander’.

6.6 Key findings

- A well-designed public realm is crucial to supporting higher density infill development across a mix of uses.
- Public works should be identified and included in a developer contributions plan as a matter of priority in areas subject to future infill development.
- Pedestrian-focussed landscaping introduces a better retail environment compared to car-centric streetscapes.
- Public realm improvements support emerging creative industries that thrive in a high-amenity urban environment.

7.0 REVIEW OF SOCIAL AND COMMERCIAL IMPACTS

7.1 Impact assessment framework

Below outlines the criteria for defining duration, spatial and severity outcomes and Table 10 identifies the overall the level of impact rating which is comprised of multiple combinations of duration, spatial and severity outcomes.

Figure 15: Impact assessment framework

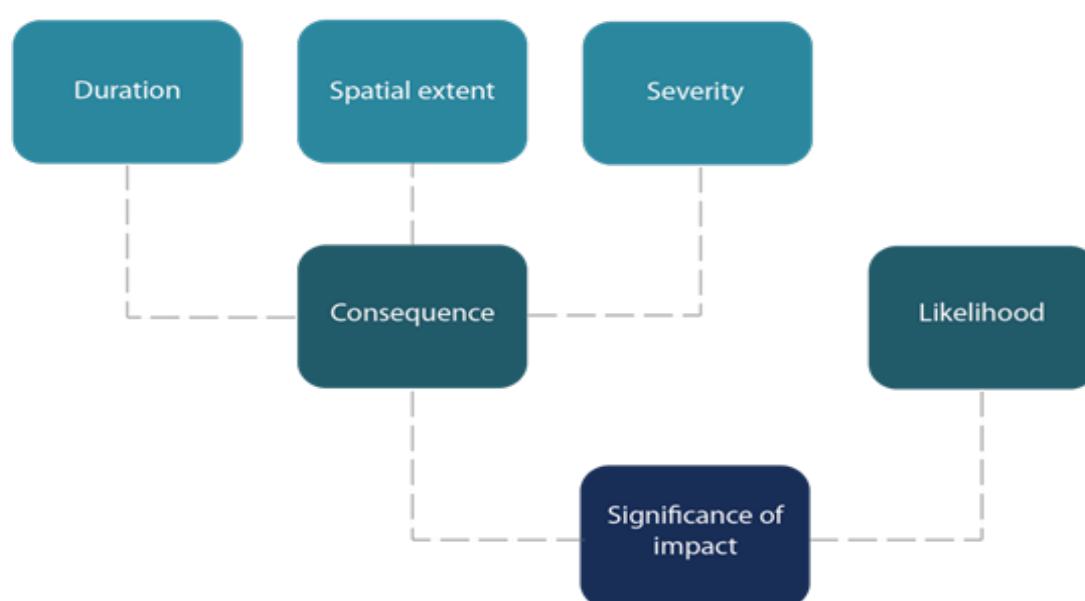


Table 10: Criteria for determining the significance of impact

	Duration	Impact	Spatial extent	Impact	Severity of impact
Short term	Less than one year Low frequency	Direct Property	Individual/household	Negligible	No discernible positive or negative changes to baseline conditions
Medium term	One to six years Medium intermittent frequency	Locality	Small number of households	Small	Minimal positive or negative changes to baseline conditions
Long term	Less than six years Consistent frequency	Suburb	Large part of/ whole community Suburb as defined by ABS	Medium	Moderate positive or negative changes to baseline conditions
		Municipality	Local Government area or greater	Large	Major positive or negative change to baseline conditions Government

Table 11: level of Impact

Category	Significance
Negligible	No discernible positive or negative changes to baseline condition.
Slight	Small change to baseline condition, generally short or short-medium term, confined to a locality or suburb and are able to be mitigated or enhanced.
Moderate	Medium change to baseline condition that may be short, medium, or long term. The spatial extent may vary, however impacts would usually respond to mitigation or enhancement.
Major	Large change to baseline condition usually resulting in medium to long-term effects. Spatial extent is generally at a LGA or regional level with the potential for substantial effects on the social or economic environment. Negative impacts would require extensive mitigation.

Likelihood of impact

The significance of which potential social impacts and benefits would occur as a result of the proposal is assessed by comparing the level of impact (low, moderate and high) against the likelihood of impact occurring. The likelihood criteria used for the assessment is identified in Table 12.

Table 12: Likelihood of Impact

Likelihood	Description	Probability
Near certain	Expected to occur, almost frequently	90 percent
High	Could occur in many instances	70 percent
Possible	Just as likely to happen as not	50 percent
Low	Very limited occurrence	30 percent

Significance of impact

Table 13 identifies the risk assessment matrix used to determine levels of risk from the likelihood (identified in) and consequence ratings.

Table 13: Significants of Impact

Consequence ratings					
Likelihood rating		Neutral	Slight	Moderate	Major
	Rare	Negligible	Negligible	Minor	Moderate
	Low	Negligible	Negligible	Minor	Moderate
	Possible	Negligible	Minor	Moderate	Moderate
	High likelihood	Minor	Minor	Moderate	Major
	Near certain	Minor	Moderate	Major	Major

7.2 Assessment of Impacts

7.2.1 Construction impacts

Impacts of construction

Construction-related activities and equipment may impact access to buildings and pedestrian and vehicular movement between buildings. Residents, workers and visitors may experience altered access routes to their homes, workplaces or retail outlets. This may include road closures or diversions, affecting streets across the Mount Street area.

During construction, the following may affect local amenity:

- The introduction of construction facilities to the environment
- Noise and dust arising from construction activities
- Unpleasant odours
- Increased traffic volumes and/or congestion.

Particularly, the residential and retail premises in the Mount Street Area are sensitive receivers to construction-related amenity impacts such as noise, dust, odours or vibration. Construction works during the early morning or late in the night can potentially effect peoples' sleep, and have carry-on effects to comfort and stress levels.

There will be an opportunity to assess construction impacts more fully at the development application stage.

The construction impacts to local accessibility and amenity could impact local businesses. Impacts to trade may result from lack of pedestrian or vehicular access, and also from reduced amenity (e.g. dust, noise, vibration). This would impact the mechanic businesses in the north-east quadrant of the Mount Street Area, whose trade relies on vehicular access. The mechanic businesses are identified as sensitive to changes in vehicle access. She Bangs Café, David's Restaurant, Grand Lafayette, Yoku and other food outlets in the area may experience commercial impacts resulting from construction works. These impacts are short term, and may be mitigated through temporary signage or development staging. Further recommendations are made in a Construction Management Plan.

7.2.2 Access and connectivity

An essential component of a fair and equitable society is that places may be accessed by all people. As such, good access to a place and a connection to elsewhere are fundamental elements of urban planning. Places that have great access to public transport, pedestrian and cycle networks and provide convenient and continuous paths of travel foster inclusive communities and promote healthier, more sustainable lifestyles.

Peoples' mode of travel to a place may impact the social, environmental and economic landscape of the area, thus impacting residents, workers or visitors.

Car parking

A fall in trade might be expected to result from fewer shoppers that use motor vehicles as their mode of transport visiting the Mount Street Area. A reduction in car parking could subsequently lead to contest over remaining car parking spaces.

The masterplan proposes a permanent loss of 16 two-hour parks, 14 all-day parks, and 2 permit two-hour parks.

Though a large proportion of workers within the precinct utilise public and active transport, those who require parking may become frustrated and display anti-social behaviours. Trade or employee efficiency would be expected to fall if motorists who currently work or shop in the area are unable to find conveniently located parking spaces that enable them to access the retail and office facilities on the street.

It is noted that the reconfigured traffic conditions could lead to a decline in motoring shoppers visiting the area as they are unfamiliar or deterred by the new layout. The duration of this impact might be expected to be relatively short as visitors familiarise themselves with the amended configuration of streets and parking.

Improved public realm for universal accessibility

A primary objective of the masterplan is to increase pedestrian accessibility and manoeuvrability of the Mount Street Area through upgrades to the public realm. This is proposed through footpath widening, streetscape greening and the integration of new open space with the wider pedestrian network.

Current levels of road traffic safety may deter some members of the community from visiting an area. This may apply to particular demographic cohorts to a greater extent than others. Community consultation highlighted that groups such as the elderly and parents with prams/children would positively benefit from upgraded footpaths. Older age cohorts may be more likely to visit the street as a result of improvements in safety, and benefit from increased levels of social interaction.

7.2.3 Amenity

Amenity has its meaning of pleasantness, but also has a physical (or tangible) component. This includes the character and appearance of buildings, proximity to commercial or recreational facilities, quality of infrastructure and absence of noise, unsightliness or offensive odours. It also has a psychological or social component.

Amenity is what makes one location feel different from another, but it also contributes to a place's identity and can be what makes our physical surroundings worth caring about. Amenity can affect the ability of a resident, a visitor or the community to enjoy or undertake activities within the local area.

Increased amenity resulting from proposed works

A key strategic direction of the masterplan is to increase the quality of the environment of the Mount Street Area. This is in line with state and local government policy of improving the public realm of higher density environments to support higher densities. The masterplan supports the following:

- More open space
- Less cars
- Increased biodiversity
- Wider footpaths
- Design direction to create visually appealing spaces
- Allows safer access to Chapel Street and High Street tramlines

These elements support the urban renewal process, and are positive impacts to those who would live in and visit the area over a long time period.

7.2.4 Community cohesion

Community cohesion refers to the connections and relationships between individuals and their neighbourhoods. A socially cohesive society is one which works towards the wellbeing of all its members, fights exclusion and marginalisation, creates a sense of belonging, promotes trust and offers its members the opportunity of upward mobility.

The inverse of this concept is community severance, which refers to physical or psychological barriers between communities. The Development Application has the potential to create and alleviate both of these effects.

Opportunity for interaction between residents, workers and visitors

Usage of community spaces is likely to increase as a result of improved safety and amenity. This would increase the viability of community facilities. Phasing of improvements linked with the proposed developments on the east of the Mount Street Area may provide an initial boost to use and activity of public space, as new residence move into the region and start to utilise the public infrastructure. Case studies of precincts such as the Shanghai Music Valley or Greville Street and Cato Street in Prahran confirm that additional public open space supports cohesion between different groups within a mixed use area. Resultantly, the increased opportunity for cultural events would help to build and strengthen community identity and cohesion.

Social unity resulting from community involvement

The City of Stonnington has included in the masterplan process an opportunity for community involvement. A consultation session was run at the She Bangs Art Café within the Mount Street area, and they provided opportunity for email submissions regarding the masterplan. Implementation of the consulted report's recommendations can be effective at bolstering a community-centred development.

The nature of the proposed works provides further opportunity for public involvement. Potential for further resident/worker/business input can include public art and design of pocket parks.

7.2.5 Health and safety

Developments can increase or decrease perceived and actual safety. This can impact personal physical health resulting from certain lifestyles, or the susceptibility for accidents or crime to occur in an area.

Crime within public spaces

The risk of the proposal directly or indirectly contributing towards crime in the area has been considered. Residents from the Mount Street Area voiced concern during the consultation process that public spaces within the precinct are subject to illicit activities. Buildings backing onto public open space may have greater susceptibility to break and enter crimes.

The risk of crime as a result of more open spaces in the area has been assessed as low impact because masterplan is actively deploying crime prevention methods through design. This is supported by amendment C172 including design controls for passive surveillance.

Improved safety resulting from traffic mitigation measures

All users of the street are expected to benefit from the improved safety afforded by reduced motor vehicle traffic. Should the streets be perceived to be safer, increased levels of visitation are expected. The reduction of vehicles within the Mount Street Area should help satisfy the community through increasing the perception of improved safety on the street through pedestrian friendly movement corridors.

To mitigate traffic, the masterplan proposes modifications to kerb alignment along each of the streets in the Mount Street Area to include tree planting bays and more formalized car parks. Introducing one-way access to Mount Street, Regent Street and Clifton Streets would similarly reduce the potential for accidents. Raising pedestrian crossings at key intersections would also increase pedestrian safety.

Vehicular and pedestrian accidents can be of high severity, and as such, the aforementioned traffic management measures are of high potential positive impact.

Beneficial health outcomes would also be realised through improvements in air quality. Air quality improvements would be expected to occur as a result of reduced motor vehicle usage. However, the impact of this is expected to be extremely localised.

Improved passive surveillance and public safety with increased levels of activity and employment of CPTED protocol

The masterplan would deploy Crime Prevention through Environmental Design techniques to deter criminal activity. This includes more streetlights along all of the streets in the area. Additional activity across generated by the public realm's works may deter crime. Community consultation highlighted that shift workers/pedestrian routes are unsafe at night.

Given the concerns raised in community consultation and the potential severity of such crime, this is a major positive impact that the masterplan could affect to the area.

Health benefits from increased open space provision

An enormous range of benefits to humans can be obtained from the interaction with nature, whether it is indirect, incidental or intentional.

Urban forested areas in parks, woods or botanical gardens act as a vehicle for carbon storage and particle filtration, contributing to better air quality in the area.¹⁰ Smaller managed green spaces are important for urban environments by providing cultural services by allowing frequent contact between people and nature. This helps humans notice other species, reforming a sense of belonging and connection with the natural environment.

Psychological wellbeing measures in cities are closely related with actual levels of biodiversity and health of ecosystems. Healthy ecosystems are defined by healthy populations of flora and fauna, connectivity of different spaces and structure that promotes and protects species diversity. The ecological resilience created in healthy ecosystems also supports the overall resilience of a place to environmental extremes.

Health benefits from a better active transport network

Health benefits have been seen from increase in walking and cycling access. This is complemented by a low travel time to work, which is a strong asset of the Mount Street area which is situated close to jobs and transport.

A better active transport network incentivises people to walk or cycle to work. This can lead to psychological impacts such as lower levels of stress, healthy blood pressure, reduced tension, increased mood and productivity.¹¹

Greater use of the pedestrian realm offers an opportunity for happen-stance interactions between residents, workers and visitors. This can build mental wellbeing and a sense of belonging.

¹⁰ Pinho P. et al. (2017) Biodiversity as Support for Ecosystem Services and Human Wellbeing. In: Pearlmutter D. et al. (eds) The Urban Forest. *Future City*, vol 7. Springer, Cham

¹¹ Lyons, G. & Chatterjee, K., (2008). 'A Human Perspective on the Daily Commute: Costs, Benefits and Trade-offs', *Transport Reviews*, p. 185-6

7.2.6 Commercial operations and employment

Accessible and diverse local jobs suited to the capacities of the local populations reduce the risk of unemployment and wider associated health and social outcomes. Unemployment and low income are associated with poor health and reduced social inclusiveness and resilience.

Increased expenditure on retail associated with greater pedestrian footfall

A number of businesses in the area rely on pedestrians for passing trade. Once developed, businesses on key pedestrian routes would benefit from an increase in visitor numbers, thereby improving the economic sustainability of the business. This is supported by residential and commercial densification in the area hosting a population with high retail expenditure.

Attracting new jobs to the area

Increasing on-street amenity would encourage street-based businesses. Subsequently, demand for ground-floor retail opportunities would be higher than would be without the masterplan's proposed works. When compared with a high average yearly spend in the Mount Street area, an increase in boutique retail and restaurants would be expected.

It is noted that the motor vehicle businesses in the northern part of the Mount Street area would be impacted by the shift towards a pedestrian-focussed environment following the rezoning to Activity Zone and the works proposed in the masterplan. HillPDA advises that masterplan's proposed works do not preclude the ability for existing businesses to continue in the area.

Furthermore, the masterplan's proposed works could lead to more creative businesses, small offices and co-working spaces to be established in the area. Employees in these businesses often have greater expenditure into the local economy.

7.2.7 Local and regional economy

Increase in property value associated with amenity improvement

Amenity improvements are often associated with increased property values for residential and commercial properties. This brings marginally greater wealth to property owners. In particular, there would be greater demand for ground-level real estate.

Construction-related expenditure and job generation

The construction of the development is expected to have short term benefits with respect to construction employment and the purchase of materials. During construction, the masterplan's proposed works would generate additional construction jobs. Local businesses are also likely to benefit from increased construction related trade. The industry has strong linkages with other sectors, so its impacts on the economy go further than the direct contribution of construction. Efforts to tender work to south-east Melbourne-based design, construction or landscaping firms would direct more of this expenditure to the local economy.

Increase in rent associated with amenity improvement

An increase in rental costs is expected with amenity improvements to an area. While this is predicted to be a marginal increase, around 80 per cent of the population of the Mount Street area are renters. An increase in rent greater than local wage growth could cause housing stress.

Table 14: Social and commercial risk assessment

	STAKEHOLDER	DURATION	EXTENT	SEVERITY	CONSEQUENCE	LIKELIHOOD	MITIGATION/ ENHANCEMENT	SIGNIFICANCE OF IMPACT
Potential negative impacts								
Construction period: accessibility, amenity and economic impacts	Residents, workers, local businesses and visitors	Short term	Locality	Medium	Inconvenience, temporary lower trade	High	Addressed in Construction Management Plan	Moderate negative
Loss of car parking	Residents, workers and visitors	Medium term	Locality	Small	Car users seek parking elsewhere	Near certain	Wayfinding to other car parks	Moderate negative
Opportunity for crime within public spaces	Public/private property, residents, workers and visitors	Medium term	Locality	Large	Harm to self, others and property	Low	Deployment of Crime Prevention Through Environmental Design in masterplan	Minor negative
Increase in rent associated with amenity improvement	Renters	Long term	Property	Negligible	Higher rents pushing out lower income people	High	Consider the need for affordable housing options/strategy.	Negligible
Potential positive impacts								
Improved public realm for universal accessibility	Residents, workers and visitors	Long term	Suburb	Small	Increased access for people regardless of age, disability, etc.	High	-	Minor positive
Increased amenity resulting from proposed works	Residents, workers and visitors	Long term	Locality	Medium	Greater wellbeing from access to jobs and services, biodiversity, and social spaces	High	Ongoing maintenance plan for public spaces	Moderate positive
Improved safety resulting from traffic mitigation measures	Residents, workers and visitors	Long term	Locality	Medium	Perceived safety throughout the site, increased visitation	High	Wayfinding for private vehicles to navigate through/around the Mount Street Area	Moderate positive

Opportunity for interaction between residents, workers and visitors	Residents, workers and visitors	Long term	Suburb	Large	Social harmony from more interactions between users	High	-	Moderate positive
Improved passive surveillance and public safety with increased levels of activity and employment of CPTED protocol	Residents, workers and visitors	Long term	Suburb	Large	Less crime, greater perception of safety	Near certain	Enforcing statutory requirements conducive with passive surveillance.	Major positive
Health benefits from increased open space provision	Residents, workers and visitors	Long term	Locality	Small	Better air quality, lower stress	Near certain	-	Minor positive
Health benefits from a better active transport network	Residents and workers	Long term	Locality	Medium	Healthier residents	High	-	Moderate positive
Construction-related expenditure and job generation	Local goods and service providers	Short term	Locality	Small	Slight, short term boost in revenue	Possible	-	Minor positive
Increased expenditure on retail associated with greater pedestrian footfall	Local goods and service providers	Long term	Locality	Large	Increase in revenue	High	-	Major positive
Increase in property value associated with amenity improvement	Property owners	Long term	Locality	Small	Increased wealth for property owners	Near certain	-	Minor positive
Attracting new jobs to the area	New workers and businesses	Long term	Locality	Small	More white-collar jobs	High	-	Minor positive

8.0 CONCLUSION

The City of Stonnington Council is seeking planning and development consent for the Mount Street Area Streetscape Masterplan, providing the area with increased pedestrian movement and accessibility through increased focus on streetscape design and public realm.

The masterplan has been assessed through the social and commercial impact assessment utilising state and local planning policy, local demography and the community's views. The potential for negative impacts to arise from the removal of car parking has been identified, as has the potential for crime in public spaces. However, these impacts are able to be appropriately managed and addressed throughout the analysis as the proposal provides rational strategic justifications supported by previous council strategies. Case studies in Melbourne and overseas indicate that widening footpaths and ameliorating the public realm increases pedestrian footfall, generates higher turnover for ground floor retail businesses and allows for workers and residents to interact.

Mitigation measures for any negative impacts also been proposed, including wayfinding to other car parks and implementing Crime Prevention Through Environmental Design protocol. Council will also have to consider referencing passive surveillance and setback requirements when assessing developments in the development application process.

Potential benefits arising from the development, when compared to the existing base case, include:

- Improved public realm for universal accessibility
- Increased amenity resulting from proposed works
- Improved safety resulting from traffic mitigation measures
- Opportunity for interaction between residents, workers and visitors
- Improved passive surveillance and public safety with increased levels of activity and employment of CPTED protocol
- Health benefits from increased open space provision
- Health benefits from a better active transport network
- Construction-related expenditure and job generation
- Increased expenditure on retail associated with greater pedestrian footfall
- Increase in property value associated with amenity improvement
- Attracting new jobs to the area

Overall, the negative impacts of the planning proposal can be successfully managed with the implementation of the mitigation measures. HillPDA advises that the masterplan would have an overall benefit to the social and commercial environment of the Mount Street Area.



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