

CHAPEL STREET TRANSFORMATION INSIGHTS AND OPPORTUNITIES



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This report has been produced with the input and support by the following specialist consultants. This report should be read in conjunction with the specialist return briefs listed as appendices.

Leftbank Co	Stakeholder engagement
Place Intelligence	People movement and destinations
Northrop	Civil and Water engineering
Studio Ongarato	Signage, Wayfinding and Experience
Arup	Lighting, Safety and night life
Purcell	Heritage
Morris Goding	Access and Inclusion
1 Mile Grid	Traffic and movement
Urban Enterprise	Economics
Slattery	Budget

Document Control

Rev	Date	Approved By	Description
01	08/09/2022	JH	Internal Review
02	15/08/2022	CB	Draft WiP
03	01/09/2022	CB	Draft
04	14/10/2022	CB	Final Draft

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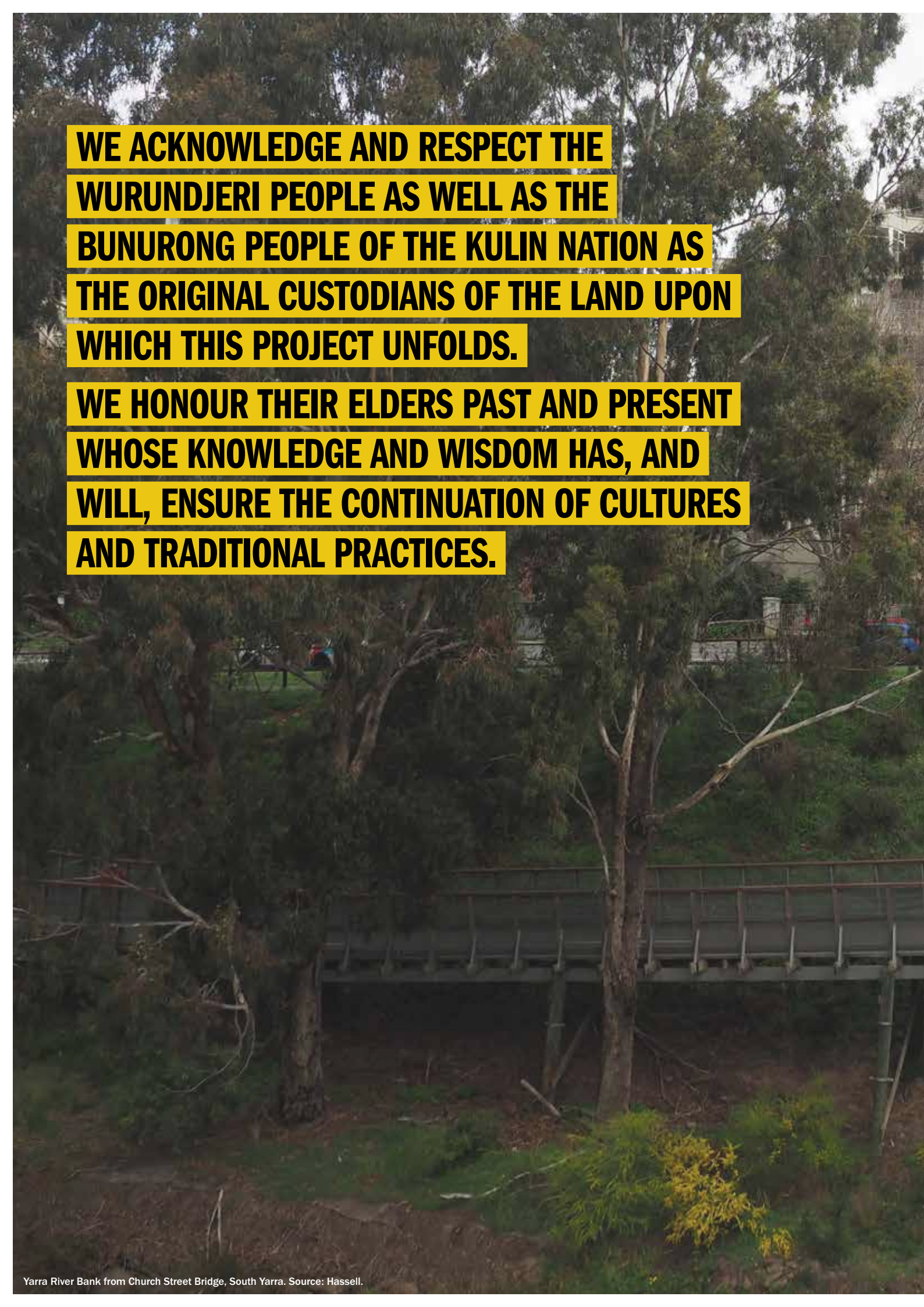
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A photograph of a riverbank with a bridge and trees. The image shows a concrete bridge with a metal railing crossing a river. The riverbank is covered with lush green trees and vegetation. The sky is overcast. The text is overlaid on the top half of the image in yellow boxes.

**WE ACKNOWLEDGE AND RESPECT THE
WURUNDJERI PEOPLE AS WELL AS THE
BUNURONG PEOPLE OF THE KULIN NATION AS
THE ORIGINAL CUSTODIANS OF THE LAND UPON
WHICH THIS PROJECT UNFOLDS.**

**WE HONOUR THEIR ELDERS PAST AND PRESENT
WHOSE KNOWLEDGE AND WISDOM HAS, AND
WILL, ENSURE THE CONTINUATION OF CULTURES
AND TRADITIONAL PRACTICES.**



EXECUTIVE SUMMARY

The City of Stonnington has identified the opportunity to reimagine what Chapel Street can be. The City of Stonnington is looking to create a vision for Chapel Street that can restore the diversity and energy of what was once a world class destination street. Chapel Street will be transformed into a vibrant, thriving, creative and unique cultural destination; celebrating the distinctive identity of Chapel Street, connecting people to place.

The purpose of this investigation is to confirm the scope, project delivery requirements and possible key moves for The Chapel Street Transformation Project, supported by an extensive understanding of background issues and opportunities affecting the precinct. It will serve as a strategic roadmap and provide the curatorial framework for the delivery of a new master plan and a series of primary initiatives for Chapel Street.

The document has been prepared in collaboration with key stakeholders, sub-consultants and the City of Stonnington (CoS). With early inputs from Left Bank, the document has been informed by stakeholder and community feedback with the aim to refine the scope of the project and the scope of future consultation.

The Insights and Opportunities report builds on previous and current studies such as the Re-discover Chapel Street Masterplan and the Place Led Economic Development (PLED) Strategy, both of which are referenced through this document.

Similarly, the report outlines the social and contextual positioning of Chapel Street, including historical,

spatial, experiential, and ecological analysis of the precinct to provide the foundations for designing and testing ideas, with an ability to measure the quality outcomes of the project and its implementation.

Ultimately, the Insights and Opportunities report will outline key challenges and opportunities for the project; defining the key objectives, 'big ideas' and aspirational visions for Chapel Street. These ideas and aspirational visions will then be developed as part of the new and visionary master plan for Chapel Street.

Vision

The ambition is to enable a transformation process that will see Chapel Street successfully responding to changing demands, needs and influences and to be revived as a vibrant, successful and self-sustaining cultural destination.

Chapel Street and its immediate context of parks, gardens, markets and recreational programs are all under increasing pressure from a growing population. This increase in demand on existing infrastructure,

along with a changing climate and evolving socio-economic behaviors requires Chapel Street to creatively respond to these changes. A reinvention of the street is required, as the cultural, economic and social epi-centre it has always been.

Outcomes

The masterplan will continue the legacy set through the 2013 reVision initiatives and provide clear design strategies that help to unlock future opportunities for Chapel Street.

These may include bold moves in regards to how the street will be used in future, public domain upgrade proposals to maximise the functional performance of the existing space and to optimise the experiential quality of the many user groups, creating an environment in which existing and new businesses will thrive.

The approach we take will be one of a 'portfolio' of interventions that adds up to a cohesive whole, one that is born from local need and reflects aspirations for the area.

Engagement

Many groups have an active interest in the street. The success of the project will be heavily informed by the successful integration of all parties that share and participate in this space, presently and in future.

In order to truly inform ways for an authentic and meaningful future of the street as a social and cultural meeting place and melting pot, it is important to engage with the Traditional Custodians of this land, whose connections with, and knowledge of the area, has continued for millennia.

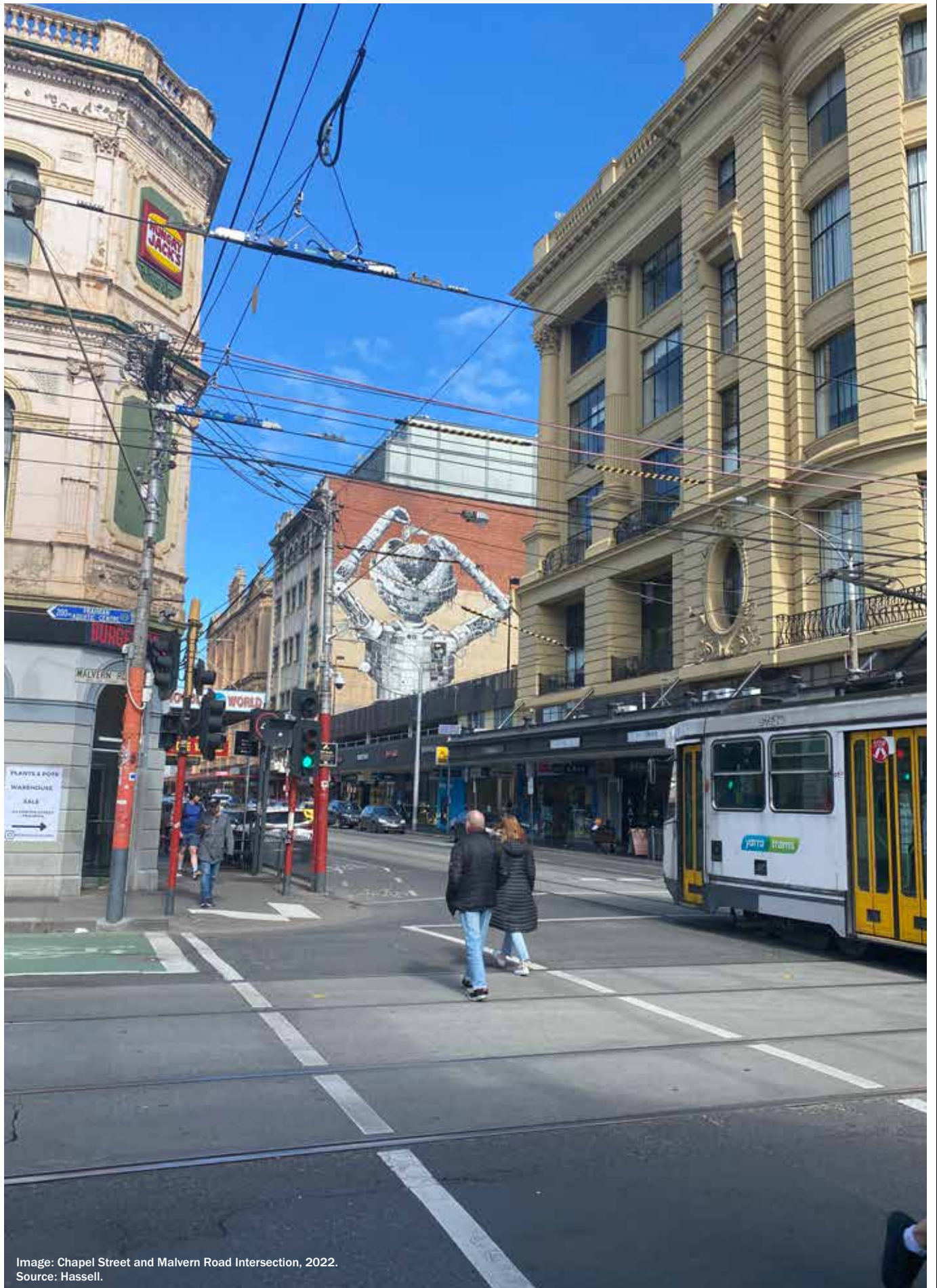


Image: Chapel Street and Malvern Road Intersection, 2022.
Source: Hassell.

INTRODUCTION

Chapel Street has been an iconic Melbourne destination for more than 150 years, offering a diverse and vibrant range of specialist retail, hospitality, entertainment and residential living. The precinct has a reputation for being a vibrant, highly regarded and exciting commercial hub, although the vibrancy of past decades has diminished and Chapel Street is facing many challenges.

The Chapel Street Transformation project provides an opportunity to re-imagine what Chapel Street could be, with a vision to restore the diversity and vibrancy that once was. This project seeks to create a thriving, creative and unique cultural destination that fosters a strong sense of community pride and belonging for all.



Image: 471 - 473 Chapel Street, South Yarra.
Photography by Rennie Ellis. Source: State Library of Victoria.

PROJECT UNDERSTANDING

This Insights and Opportunities report has been prepared in collaboration with key stakeholders, sub-consultants and CoS. This document responds to, and references the existing Re-discover Chapel Street Masterplan 2013 and other strategic planning policies prepared by the City of Stonnington to provide the necessary information to begin designing, with an ability to measure, the quality outcomes of the project and its implementation.

What

The City of Stonnington is embarking on a once in a generation project to transform Chapel Street into one of the great streets of the world again. Chapel Street is an iconic Melbourne destination offering a diverse and vibrant range of specialist retail, hospitality, entertainment and residential living. It is one of the Melbourne's greatest assets, but the vibrancy of past decades has diminished and now is the time to reimagine what Chapel Street could be, with a new place-based approach. The vision for this broader area seeks to create a thriving, creative and unique cultural destination that fosters a strong sense of community pride and belonging.

Why

The Chapel Street precinct is facing many challenges, including but not limited to;

- A change in retail conditions, consumer shopping practices (growth of online shopping) and competition from other major shopping destinations;
- Poor access and movement, traffic congestion and a conflict of roadway users such as trams, drivers, cyclists and pedestrians;
- Limited public and environmental amenity; lack of trees and softscape, and drainage issues;
- Evidence of physical decline in heritage fabric particularly;
- Safety issues relating to the night-time economy

How

Through a series of physical and purposeful activation propositions and strategies, the return brief, masterplan and primary initiatives will identify the needs and aspirations of the precinct to begin perceptual change and transformation of the Chapel Street precinct.

The project drivers discussed in this report will be referred to when making decisions in order to steer the transformation project in the right direction.

Proposed interventions will need to:

- Future proof for a growing population;
- Reflect a Connection to Country / First Nations approach
- Create a safer environment, in particular for cyclists;
- Enhance environmental quality and positive climate impacts;
- Support communal health and wellbeing by promoting active transport;
- Support a diverse and inclusive community;
- Support local businesses;
- Celebrate Chapel Street as a vibrant 24/7 destination.

Images:

- 01. 303 Chapel Street, Prahran, 1909. By John Young
- 02. 343 Chapel Street, Prahran, 1959. By Laurie Richards
- 03. 495 Chapel Street, South Yarra, 2021. By Fitzroys Melbourne



Stage 1 – Mobilisation and Insights and Opportunities study

- Project understanding
- Council consultation
- Engagement plan
- Provide initial findings to City of Stonnington

June-October 2022



Stage 2 – Masterplan

- Test optional design strategies
- Council + Stakeholder workshops
- Community engagement
- Create a shared project vision
- Prepare master plan documents

November 2022 - August 2023



Stage 3 – Primary Initiatives

- Confirmation of primary initiatives
- Council + Stakeholder workshops
- Community engagement
- Preparation of Documentation

September 2023 - February 2024

PROJECT AMBITION

What?

To re-energise Chapel Street as a vibrant, thriving & successful cultural epi-centre for a diverse, active and safe network of communities and;

To create a sustainable future for Chapel Street catering for changing needs and environmental impacts.

How?

Through physical and purposeful activation to begin perceptual change in those who live near-by and visit Chapel Street.

**To deliver a
thriving, creative
& unique cultural
destination,
celebrating the
distinctive identity
of Chapel Street.**

STRATEGIC POSITIONING

City of Stonnington aims to be a safe, inclusive and creative city; "one where we celebrate our people, history and culture, and embrace a healthy and sustainable way of life". A fast growing number of people with diverse backgrounds call the green and leafy neighbourhoods of Stonnington home. And Chapel Street is the cultural and economic backbone, deeply entrenched in Melbourne's legacy as a creator of lifestyle trends in one of the world's most livable cities.



Image: Chapel Street, South Yarra, 1980s.
Photography by Rennie Ellis. Source: State Library of Victoria

SITE CONTEXT

Chapel Street is one of Melbourne's most iconic and loved urban destinations offering a diverse range of specialist retail, entertainment, hospitality and residential living. For many generations it has been a destination for shopping, to hang out and socialise with friends, and of course to go clubbing on a night out.

Located in the City of Stonnington, the Chapel Street precinct extends from the Yarra River and Alexandra Avenue in the north, to Dandenong Road in the south. The length of the precinct traverses the south eastern suburbs of South Yarra, Prahran and Windsor, each providing its own distinct style, character and identity.

Key public transport connections link the precinct to its surrounding areas

and metropolitan Melbourne. Tram route #78 runs the entire length of the street and the Sandringham train line links Flinders Street Station with the South Yarra, Prahran and Windsor train stations all within 300m of Chapel Street.

The road network is central and accessible to the wider metropolitan area due to its accessibility via the Monash Freeway and other key east-west arterial roads (Alexandra Avenue, Toorak Road, Commercial Road/Malvern Road and High Street). Chapel Street provides a primary north-south link through from Richmond in the north through to St Kilda across Dandenong Road in the south for both vehicles and cyclists.

Surrounding and competing key 'destination streets' and shopping centres to Chapel Street can be seen on the adjacent page.

Key competitors to the Chapel Street Precinct include:

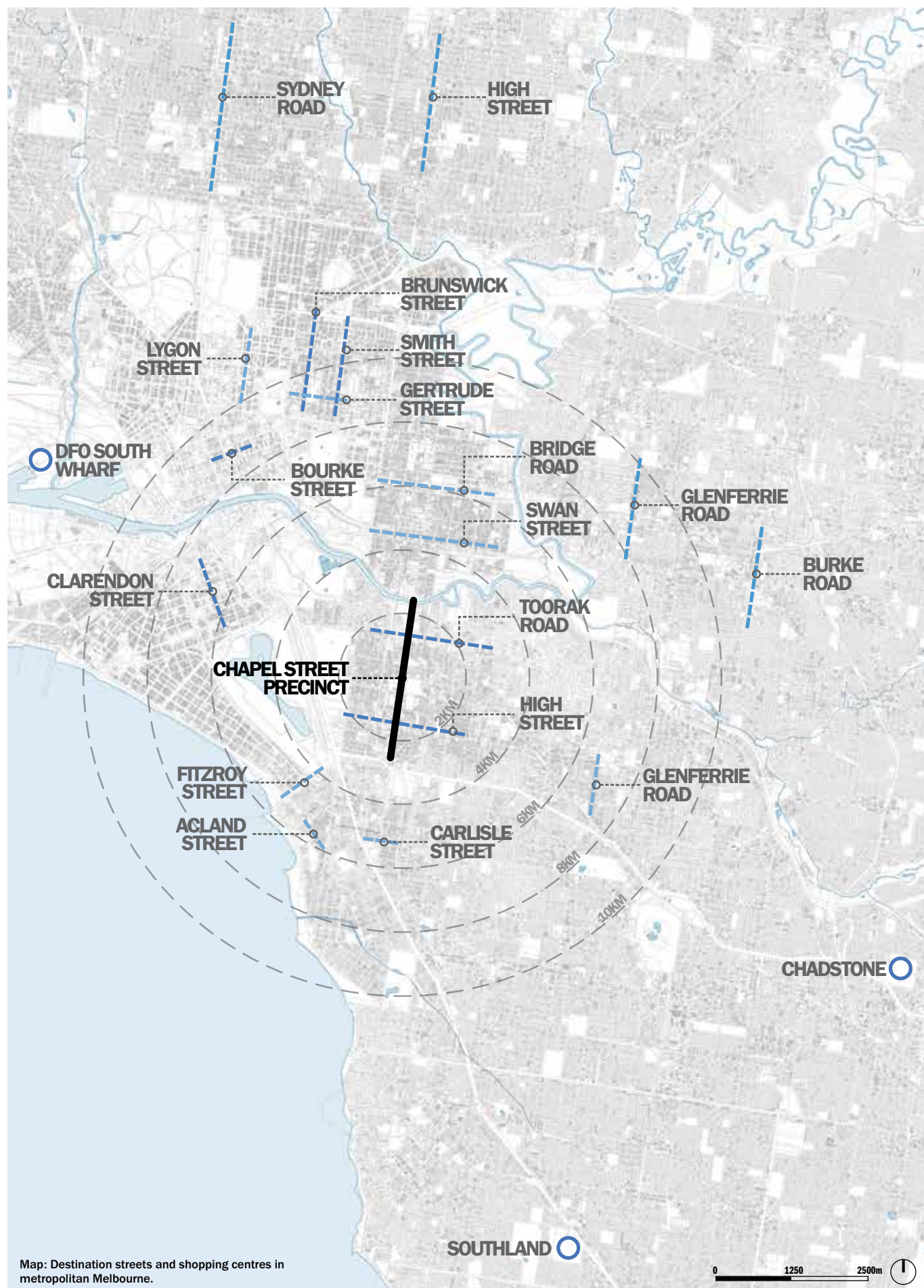
- Toorak Road, South Yarra
- Brunswick Street, Fitzroy
- Smith and Gertrude Streets Collingwood,
- Bourke Street, Melbourne
- High Street, Northcote
- High Street, Armadale
- Swan Street, Richmond

- Chadstone Shopping Centre
- DFO Southbank Shopping Centre
- Southland Shopping Centre.

Generally, retail strips such as Chapel Street face not only the competition of shopping centres, which offer a more concentrated and therefore easier to access shopping experience in a controlled environment. The general trend to online shopping enforces the decline in shopping activity on streets. Streets therefore need to continuously evolve to respond to user needs and trends. Sydney Road in Brunswick is currently promoted to become carfree with prioritisation of pedestrians and cyclists to boost retail activity.

This trend has proved globally to be successful with many case studies confirming that retail activities increase with slower traffic focus.

Chapel Street remains a hub for night-time activity, with many late-night venues distributed along the street. However, as a night-time destination, Chapel Street also has to contend with rising competition from other inner-city precincts that have established in recent years, particularly in the inner-north region (such as Fitzroy, Brunswick and Northcote).



URBAN PLACES

A great urban place is a complex ecosystem that draws together spatial, functional and emotional qualities to unlock multi-faceted experiences that are greater than the sum of their parts.

We believe that there are three quintessential ingredients that make great public places: the physical qualities of the space, the people that are using the place and its management. Over its life Chapel Street has established unique expressions of these elements, richly layered along its length. A successful masterplan will work with these existing qualities and seek to amplify them.

Some places serve as our homes and as destinations for social interaction; some facilitate production and economic activities; some are defined mainly by the natural environment, and serve also as sources of food, water, energy, materials, and shelter.

And then there are the places that integrate all three aspects of ecology, economy, and community into one.

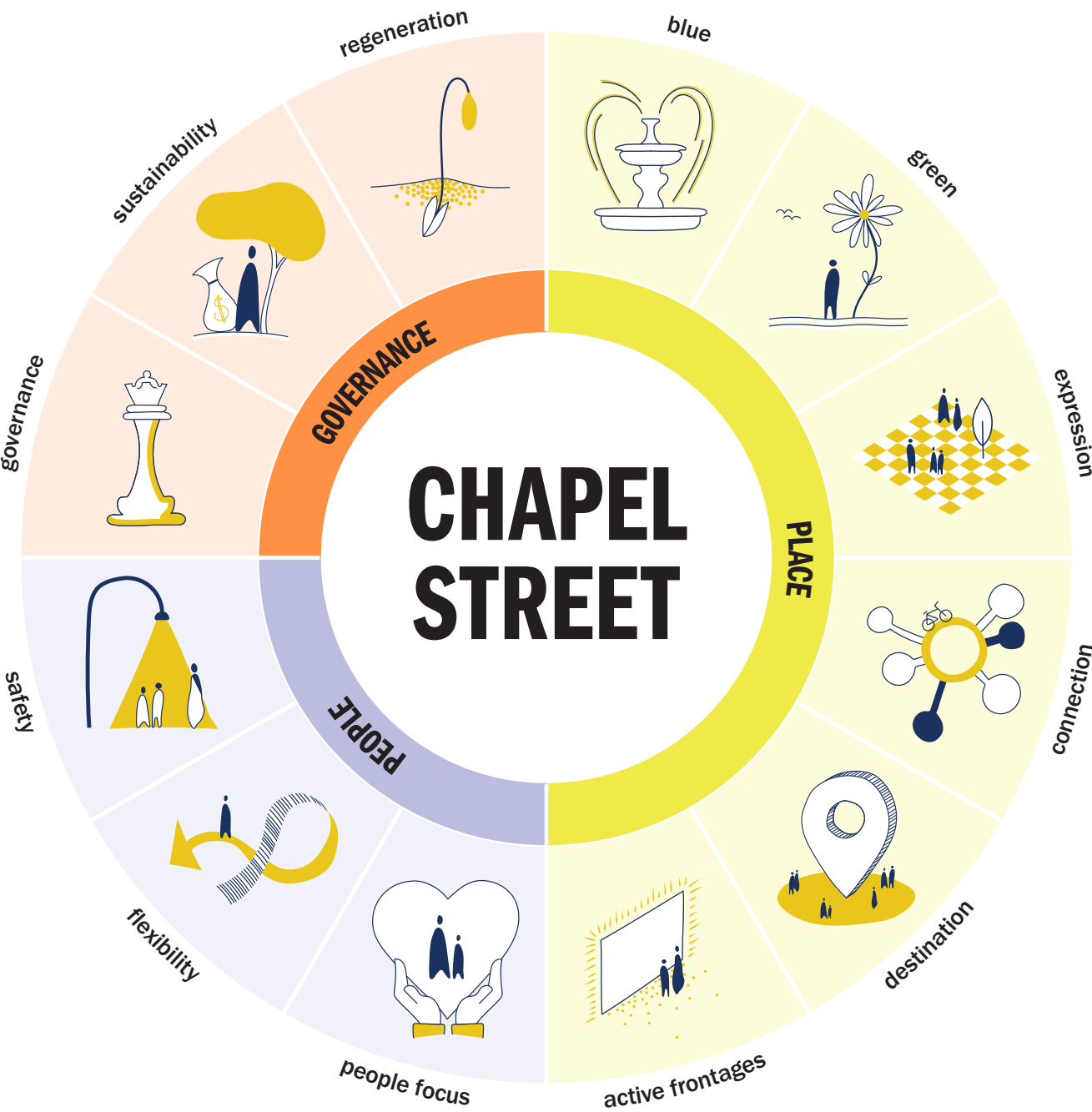
These places overlap functions in time and space and deliver greater outcomes across the full triple bottom line.

These are the truly great places. But, due to the built-in complexity of competing and complementing interests, they're also the hardest to recreate.

The framework

Through our initial briefing workshops with all CoS directorates, research of global benchmarks, and review of CoS's strategic policies, we have developed a framework which describes the urban design elements that seem critical to the successful transformation of Chapel Street. We found that the three quintessential ingredients can be broken down and specified in 12 distinct expressions.

The Return Brief seeks to assess these 12 ingredients of a successful urban place in their current scale and presence in Chapel Street and, by applying the learnings from our background review, to outline possible directions to transform these.



PLACE



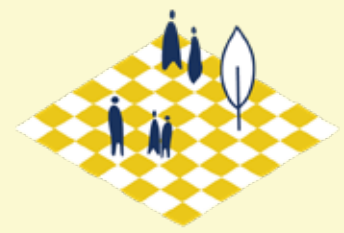
Blue

- Are water sensitive urban design principles embraced in the street design?
- Is the presence of water experienced in the street?
- Can the street deal with extreme rainfall and flooding events?
- Are the blue green assets fit for purpose to reduce runoff and provide flood calming in smaller events (1 in 10 years)?
- Are sponge principles being considered to maximise stormwater runoff absorption into the streetscape for passive irrigation of vegetation and cooling?



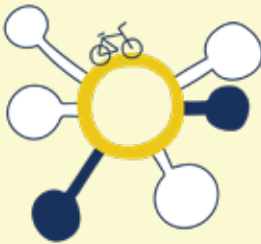
Green

- Does the planting increase local biodiversity?
- Is seasonal change represented through the vegetation present in the street?
- Is there considerable tree canopy provided for Urban Heat Island effect reduction?
- Are the planting tree selection lists being used to perform a number of functions (cooling, maximise growth, evapotranspiration) in the landscape to build climate resilience?
- Does the street provide canopy cover shade for ease of walking?



Expression

- Do heritage buildings / sites have presence in the street?
- Is the street clear of clutter and easily legible to newcomers?
- What are the physical characteristics that make the street unique?



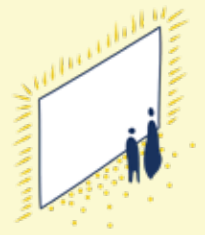
Connection

- Is the street accessible for people of all mobility levels?
- Does the street stitch in well with the immediate context?
- Are there a variety of transport options?
- Does the street perform as an ecological corridor?
- How can the connectivity be improved in regards to active and sustainable transport options?



Destination

- Does the street host boutique stores / experiences which contribute to the street identity?
- Is the street equally attractive to locals and visitors?
- How can the streetscape support existing and new visitor experiences?



Active Frontages

- Are street interfaces engaging during and after operational hours?
- Are frontages able to be engaged with?
- Is there street art present along the length of the street?
- Are there many vacant tenancies?

PEOPLE & GOVERNANCE



People focused

- Can people dwell along the street without participating in economic activity?
- Is there a great variety of people present, in age, gender, ability, culture, ethnicity, and background?
- Are pedestrians prioritised in the street hierarchy?



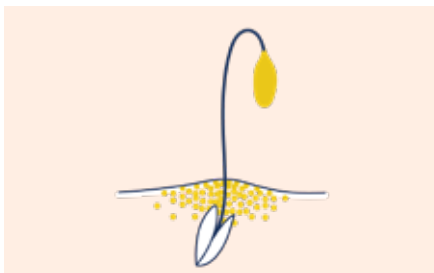
Flexibility

- Can the street be adapted by individuals to suit their needs?
- Can the various needs of different activities such as day and night time, be supported in harmony of each other?
- Can the street change to respond to future climate, cultural, and economic conditions?



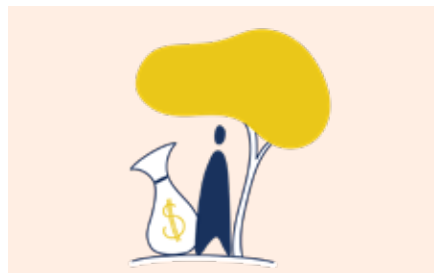
Safety

- Are there plenty of opportunities for passive surveillance?
- Can children occupy the street safely?
- Can vulnerable individuals walk down the street without increased stress / fear?
- Is the street safe for use by cyclists and other individual transport modes?



Regeneration

- Does the street engage with the traditional custodians of the land?
- Is the legacy of the street visible?
- Is the vegetation resilient, getting denser and richer with age?
- Can the DNA of the street continue to inform its expression in future?



Sustainability

- Does the street perform to meet CoS sustainability targets?
- Are venues diverse in purpose to build economic resilience?
- Is there a layering of uses to concurrently serve ecological, economic and societal purposes?
- Can the street respond to changing environmental conditions?



Governance

- Do all stakeholders collaborate to achieve the best street performances?
- Are there cultural and community events?
- Does operation of street servicing support the culture of the street?
- Are there mechanisms for concerns / maintenance to be raised and acted upon?
- Is the street tied into a smart network?

SELECT BENCHMARKS



Blue

DESIGN WITH SPONGE CITY PRINCIPLES

Banyoles City Square
MIAS Architects.



Green

A PROTECTING GREEN CANOPY, A LOCAL FLAIR.

La Rambla, Barcelona.
Photography by Manuel Subirats.



Expression

IDENTIFIABLE, A STRONG CHARACTER WITH LOCAL TIES.

Cefalu, Italy.
Photography by travel blog Along Dusty Roads.



Connection

CELEBRATING ACTIVE TRANSPORT.

Superkilen, Copenhagen, TOPOTEK 1 with BIG and Superflex.
Photography by Iwan Baan.



Destination

A PLACE EMBEDDED IN MINDMAPS AND DREAMS.

Degrafs Street, Melbourne.
Wurundjeri Woi Wurrung & Bunurong Boon Wurrung Country.
Photography by Harry Vincent.



Active Frontages

ENGAGING AND INSPIRING EDGES.

Croydon South End High Street, Hassell.
Photography by Jakob Spriestersbach.



People focused

PEOPLE OVER CARS.

Amsterdam Shopping Street.

<https://dailyhive.com/calgary/sharing-amsterdams-story-of-transformation-into-a-city-for-people>into a city for people - Curated



Flexibility

CREATIVE INTERACTION, A SPACE FOR MANY DIFFERENT DIALOGUES.

Dialogue as Form, Tel-Aviv, raumlaborberlin with Making Futures Bauhaus +.

Photography by Making Futures Bauhaus+.



Safety

SAFETY THROUGH LIGHTING AND MANAGEMENT.

Liverpool Entertainment precinct.

Nighttime economy masterplan Liverpool, MAKE Architects



Regeneration

DO MORE GOOD, NOT LESS BAD.

Victoria Park Sydney.

Hassell



Sustainability

PROOFING UP AN ENVIRONMENTAL, SOCIAL AND ECONOMIC FUTURE.

Sydney Studio Event, Hassell Studio.
Gadigal Country.

Photography by Chloe Ferres.



Governance

PLAN CHANGE OVER TIME, TOGETHER.

Times Square Redesign, Snohetta.

Photography by Michael Grimm.

SUPPORTING DOCUMENTS

“Our community is a safe, inclusive and creative city that celebrates and embraces its vibrancy of cultures.

Walking the tree lined streets, we pay respect to the influence of the Nation’s First Peoples past and living on a modern, sustainable and interconnected way of life that supports the good health and well-being of all”

Community Vision 2040 (City of Stonnington, 2021)

The return brief has been prepared in collaboration with CoS and responds to the existing strategic planning and reference documents for the Chapel Street precinct.

Supporting information and documents can be sub-categorised into master planning and public life, health and transport, sustainability and public realm and various other policies – all of which are outlined on the adjacent page.

Strategic outcomes and initiatives for the Chapel Street Transformation Project refer to and expand upon the:

Place-led Economic Development Strategy (PLED), 2022

The PLED will enable and facilitate decision making in relation to programs, activations and capital works in key precincts that contribute to Stonnington’s identity as a premier destination to live, work and invest.

A place plan for Chapel Street

will be developed as part of the PLED Strategy and will provide the foundation and impetus for the Chapel Street Transformation project, assisting in setting the project up for success.

Re-discover Chapel Street Masterplan, 2013

Helped Identify and deliver multiple projects in the precinct, although is no longer reflective of the conditions along Chapel Street and a new approach and direction is required to respond to the prevailing conditions and to rethink the future of Chapel St.

Chapel reVision Structure Plan, 2015

Provides a land use, activity, and built form vision for the Chapel Street Activity Centre until 2031. Outlines key actions and decision making framework that will enable the vision for the Chapel Street Activity Centre to be realised over time.

COUNCIL STRATEGIC DIRECTION



Future Stonnington
(Community Vision 2040)
(Council Plan 2021-25)

STATE GOVERNMENT POLICIES



Plan Melbourne
(2017-50)

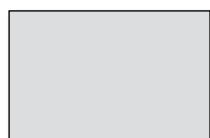


Victorian Cycling Strategy
(2019-28)



Movement and Place in Victoria
2019

MASTER PLANNING AND PUBLIC LIFE



Place-led Economic Development Strategy
(2022)



Re-discover Chapel Street
(2013)



Chapel reVision Structure Plan
(2015)



Chapel reVision Transport Strategy
(2015)



Economic Development Strategy
(2017-21)



Reconciliation Action Plan
(2018-20)

HEALTH AND TRANSPORT



Cycling Strategy
(2020-25)



Integrated Transport Plan
(2020)



Road Safety Strategy
(2018-22)



Road Management Plan
(2021)



Health + Wellbeing: Municipal Plan
(2021-25)



The Chapel Street Realisation Project
(2020)



Walking Action Plan
(2022-30)

SUSTAINABILITY AND PUBLIC REALM



Climate Emergency Action Plan
(2021-24)



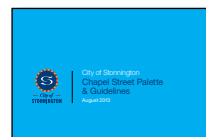
Green-Blue Infra. Manual



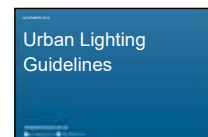
Sustainable Environment Strategy
(2018-23)



Urban Forest Strategy
(2017-22)



Chapel Street Palette Guidelines
(2018)



Urban Lighting Guidelines
(2018)



Public Realm Styles and Guidelines
(2017)



Strategies for Creating Open Space
(2013)



Public Realm Strategy
(2010)



Chapel Street Laneway Strategy
(2018)

CONTEXTUAL UNDER- STANDING

The experience of Chapel Street is informed by the many layers that shape, and have shaped in the past, the physical and cultural expressions of the place. The following pages document the influences past and present, that shape and make Chapel Street, based on GIS data, site survey and background review.



Image: Street cafe in Chapel Street, South Yarra, 1990s
Photography by Rennie Ellis. Source: State Library of Victoria.

PROJECT BOUNDARIES

As a major civic spine, Chapel Street traverses the municipality of the City of Stonnington from north to south, connecting into the adjacent municipalities of City of Yarra and City of Port Phillip.

Bookended by its intersections with Alexandra Parade in the north and Dandenong Road/ Princess Highway in the south, the iconic street crosses some of the major east west arterial roads such as Toorak, Commercial and Malvern, and High Street and is intrinsically interwoven with a fine network of local streets and lanes that make up the network of the Chapel Street activity centre.

Along the 2.5km length of the study area, the street changes its identity a number of times. This change demonstrates an amalgamation of organically grown and planned place making.





Four distinct neighbourhoods were identified in the 2013 Re-discover masterplan. The individual characteristics of each of these neighbourhoods have since been amplified.

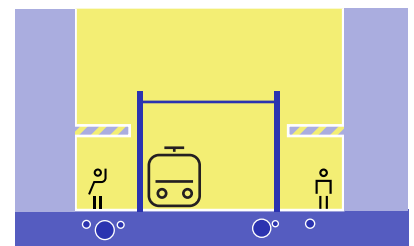
This masterplan will explore each of these four identities and assess the current and future opportunities to strengthen and align these.

The masterplan will focus on design strategies for the street corridor itself. The corridor is defined as per adjacent diagram. The public domain is framed and intersected by elements of the private domain. The plan will provide ideas only around improvements to the private domain, no construction scope is included in this project scope. This includes any focus on awnings, which although are likely to be a key aspect of the masterplan, fall under private ownership and therefore any recommendations to these would be at the discretion of the private landholder. Council would need to engage separately with private landholders to influence these types of initiatives.

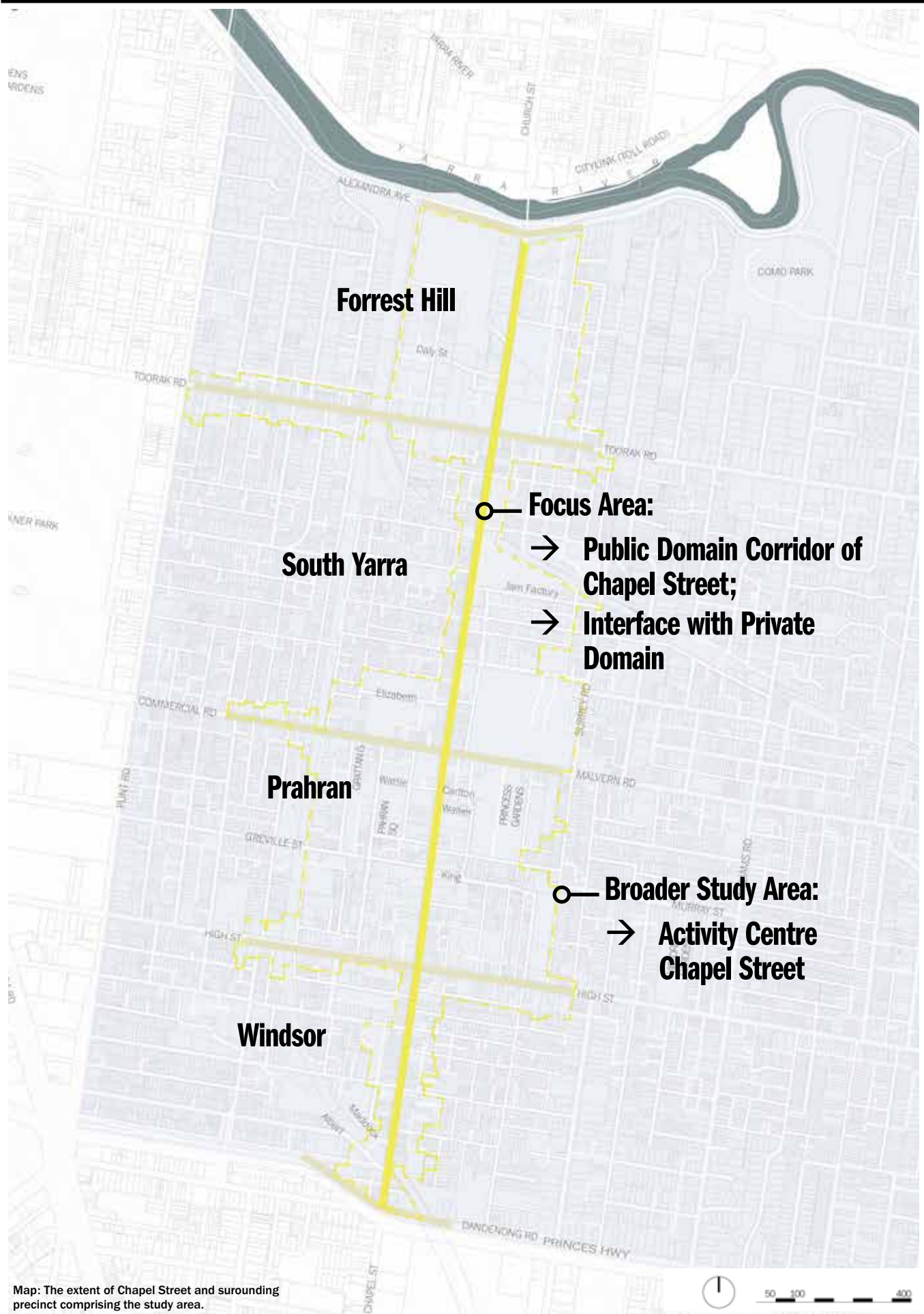
In order to inform strategies and actions for the public domain of Chapel Street it is critical to look beyond the sheer physical boundary of the street, and to understand the relationship with the broader public and private domains surrounding it.

Whilst the project study area is defined by the extent of the activity centre planning zone outline, the thinking about key influences may still go beyond this line. This may include major traffic or environmental influences.

-  **Public Domain:**
Masterplan Strategies and Stage 1 Built works
-  **Private Domain:**
Interface - Recommendations
-  **Private/Public Domain:**
Interface - Recommendations
-  **Services and Authorities:**
Interface - Recommendations and Coordination



The image above outlines in cross section the extent of works covered under this masterplan.



TRADITIONAL CUSTODIANS

- A cultural epi-centre for thousands of years
- Currently limited legibility of First Nations connections to the place
- Meaningful engagement with Traditional Custodians critical for a better understanding of place and its cultural value
- Acknowledged that more research into the history of the area pre-colonisation is required

Chapel Street always has been a cultural epi-centre, a meeting and celebration place for many various First Nations clans.

The study area is deeply entrenched in pre-colonial life and human occupation. The rich and fertile lands that often have been inundated with ephemeral wetlands have been hunting grounds and source for food for the Traditional Owners of this land.

There are two Registered Aboriginal Parties (State Government recognised groups) associated with the study area, the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and the Bunurong Land Aboriginal Corporation.

A heritage trail along Chapel Street identifies the below three markers and historical context:

1 Aboriginal campsite

Indigenous Heritage marker 5 notes that in what is today Forrest Hill, the thick tea tree scrub was used for protected camping by local clans and visitors from the Gippsland area.

2 Meeting place for corroborees

"It was generally in Chapel Road, between Commercial Road and Gardener's [sic] Creek Road, that the numerous body of Aboriginals – men, women, and children – headed by poor Jimmy Mann, used to meet to hold their corroborees and throw their boomerangs. ..." - Unknown, The South Metropolitan, 5 May 1906.

'Pahran', where the corroborees were often held, is a corruption of 'Pur-ra-ran'. Langhorne described it as a compound of two Aboriginal words signifying 'land partially surrounded by water'. Due to the many swamps in Prahran, Melbourne residents referred to the place as 'swampy poor ann' a play on the native name of 'Pur-ra-ran'.

3 Hunting Grounds of Chapel Street

"[...] Prior to white settlement Prahran's terrain was a combination of large trees, wattle scrub and many reed-filled swamps, habitat conducive to abundant wildlife....

The establishment of European settlements in the country of the Yalukit-willam people engineered the dispossession from their lands and the loss of access to their hunting grounds. Squatters commonly selected places for their homesteads

that were favoured locations for local clans. The sites selected for European settlements were equally important to local clans, but with them came the introduction of policing to safeguard European property and people.

In the 1830s, at least forty Yalukit-willam people lived in this area. ... Clan leader Derrimut lived in the neighbourhoods of Prahran and St Kilda for many years prior to his death in 1864."

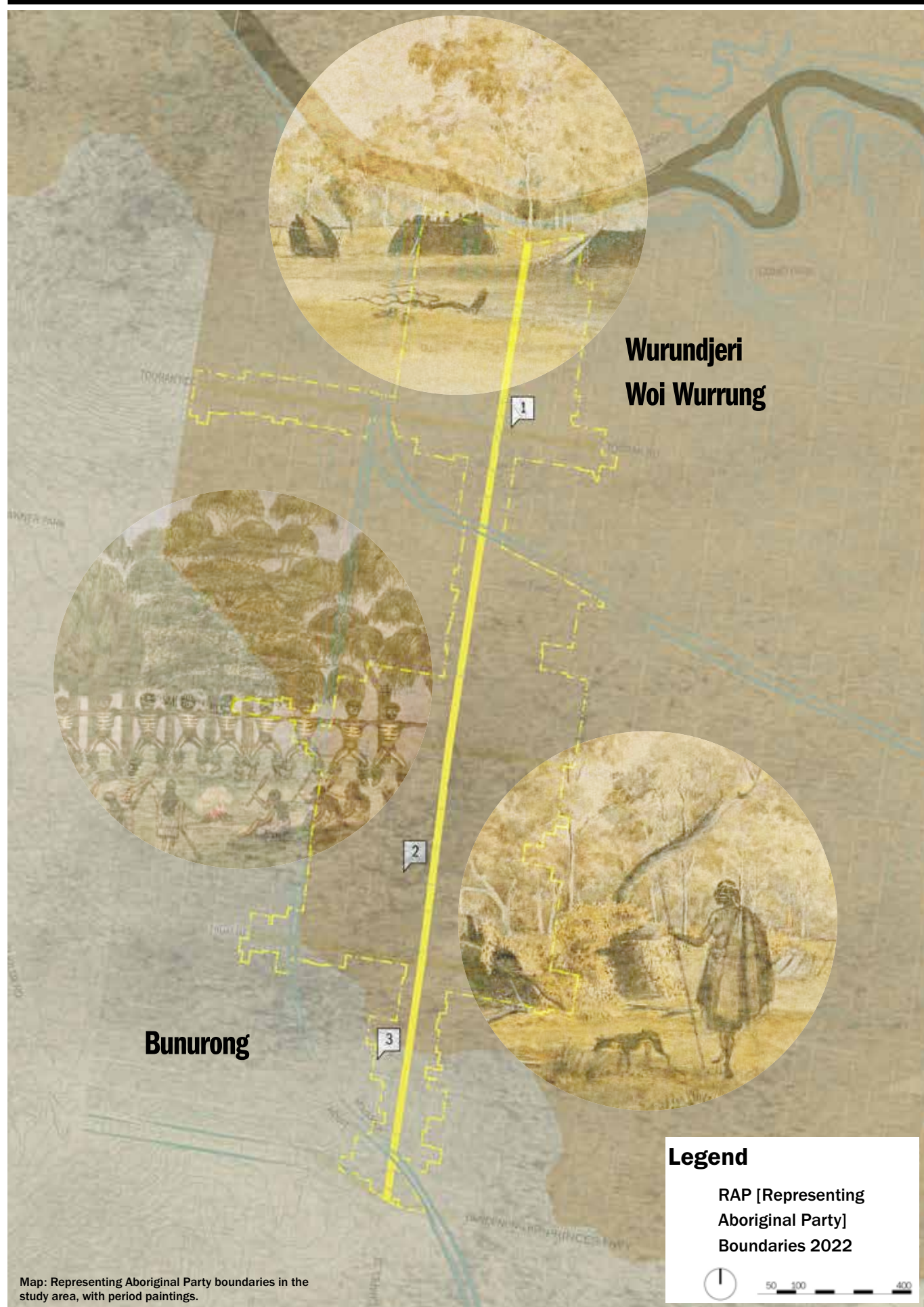
Present status

The First Nations people never lost their deep connections to the land of the study area.

In order to fully understand the site and its natural and cultural qualities and connections, a meaningful engagement with, and learning from, each of the clans is critical.

Source: All quotes from Indigenous Heritage Markers, City of Stonnington.

Source: . Cotton c. 1845. Native encampment on the banks of the Yarra. Watercolour with graphite pencil
A corroboree on Emerald Hill in 1840_Liardet_Wilbraham Frederick Evelyn
State Library of Victoria



TOPOGRAPHY AND WATER

- Pur-ra-ran - The Land partially surrounded by water
- Former waterways now in-grounded
- Flat area prone to flooding/ ponding
- Opportunity to re-engage with water in landscape
- Opportunity to thematically and spatially connect to Yarra
- Engeny Flood Modelling indicates flooding depth of 1 in 10 years with climate change until end of century (2100)

Pur-ra-ran - The Land partially surrounded by water. The presence of water has always been a key component of the landscape. Its negative impacts today can be an opportunity tomorrow to reveal the original place character.

The underlying geology of the study area is comprised of marine sediments, topped with Brighton Group sands, a layer of sand, silt and clay. Historically, where the impermeable compact clay meets the surface it would seal the ground against any stormwater infiltration. Heavy rains and floods would create temporary wetlands collecting surface flows in localised depressions.

The general topography of the study area falls from a high point at the south gradually towards the northern positioned Yarra River corridor.

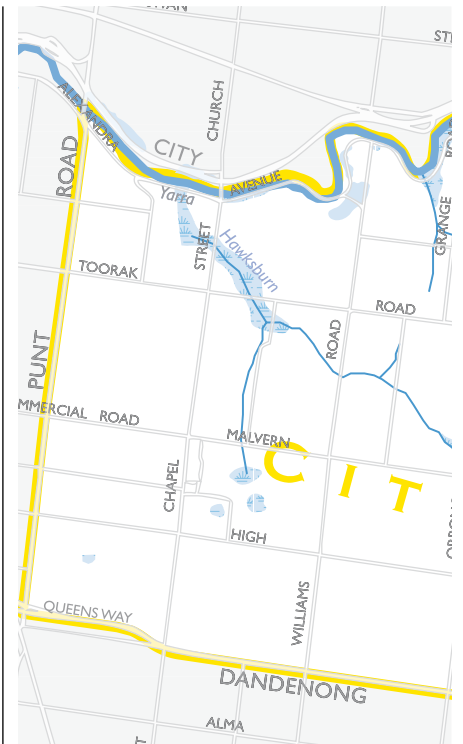
Two waterways, Gardiners and Hawksburn Creeks are the primary tributaries to the Yarra. Whilst the Gardiners creek still performs as

an open creek corridor, the wetland system around the lower reaches of Hawksburn Creek were attractive sites for housing and industrial development, and therefore drained and the waterway channelised. With increasing pollution of these drains, the Hawksburn Creek drain was eventually covered.

Today still, the planning overlays that manage possible implications by flooding, trace clearly the shape of pre-colonial overland flow paths and waterways.

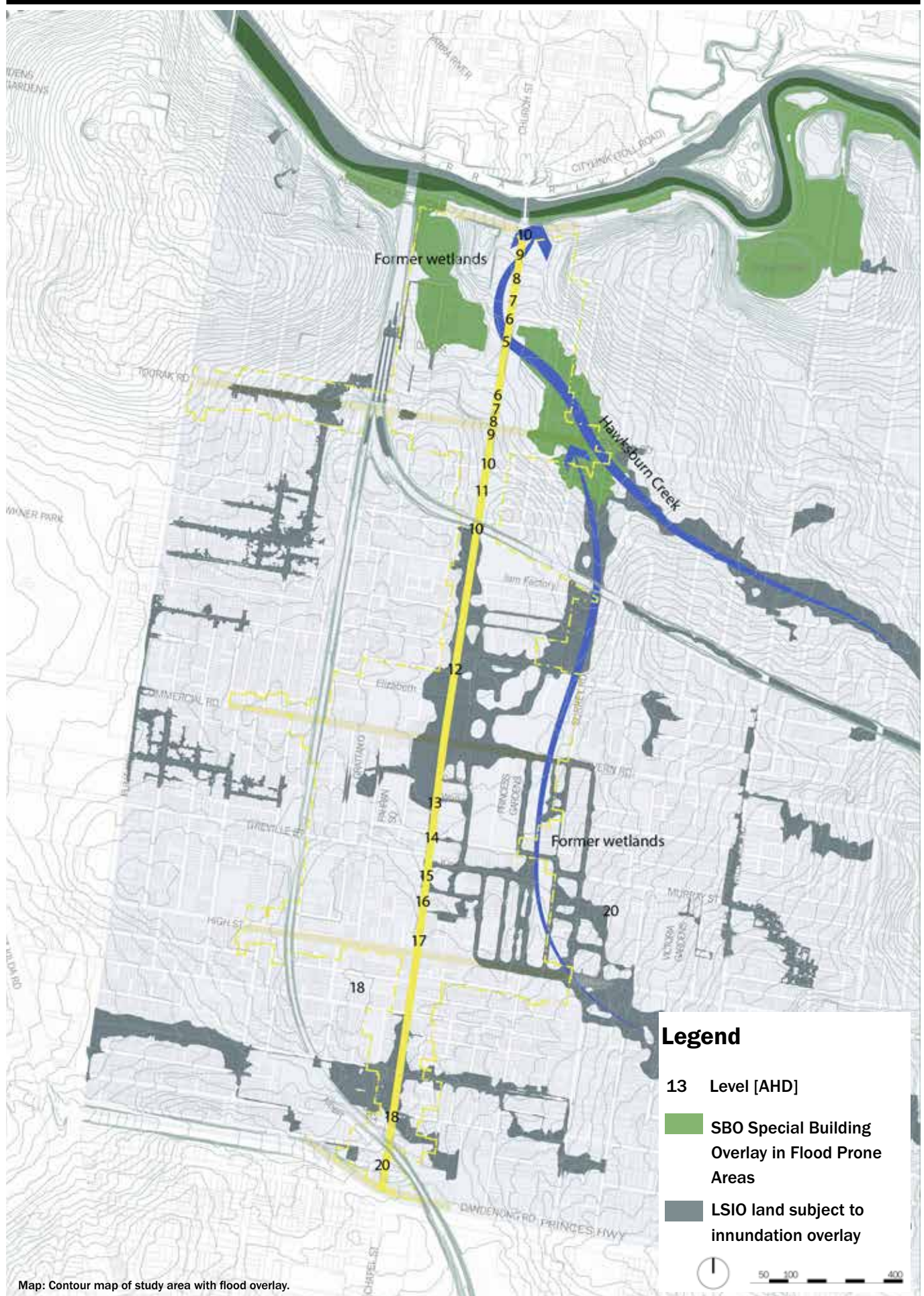
Impacts of existing overland flow paths through Chapel Street will be assessed to inform further design strategies within the study area.

Reflective of the natural topography of the area, the current Precinct Flood Modelling report (2022) by Engeny Water Management indicates extensive inundation along Chapel Street between 0.2m-0.5m above street level for smaller flooding events of 1 in 10 years. The flood depth with climate change scenario to the end of the century (2100) will see flood depth increases beyond this of 0.01m-0.08m or greater, with velocity of water flow typically ranging from 0.5-1m/s. Higher flooding events (1%AEP) will result in deeper flood levels and higher velocity in areas adjacent to Chapel Precinct which should be considered in design.



Map above:
Alignment of Hawksburn Creek prior to European settlement of the area. Source: Stonnington Thematic Environmental History.

Contextual Understanding



LANDSCAPE

- Lack of landscape experience
- Currently only 5% tree canopy cover
- One of the hottest streets in Stonnington
- Opportunity for additional tree canopy or alternative greening options

From thick wetland scrub to open grasslands, the original landscape was diverse and fertile, teeming with life. The current landscape character lacks any reference to its original.

"During the 1830s this area was surrounded by tea-tree scrub, ..., there is a range of different vegetation. In the South Yarra area, stretching as far as what will be the site of Hawksburn station, there are swampy lagoons covered in close growing ti-tree scrub. Much of the area between the river and the future location of Dandenong Road is swampy and prone to flooding, and in winter there is often water on the ground. In the area where Chapel Street and St Kilda Road will be, there is a thick wattle forest interspersed with mature gums." - Gary Presland, *Land of the Kulin*, 1985.

The Thematic Environmental History [2006/2009] outlines the original landscape and ecologies as per below. The adjacent map outlines the Ecological vegetation classes [EVC] as found pre-colonial impacts and modifications.

- The land has been actively fire-managed and supported the establishment of the 'Grassy Woodland' [EVC175]. This is characterised as open eucalypt woodland to 15 m tall or occasionally She-oak/Acacia woodland to 10 m tall over a diverse ground layer of grasses and herbs. The shrub component is usually sparse. It occurs on sites with moderate fertility on gentle slopes or undulating hills on a range of geologies.
- The second most present vegetation class is EVC 55, the Lignum Cane Grass Swamp. Shrubland to 2 m tall, typically occurring in shallow (to 1 m deep) depressions, on very heavy grey clay soils. This land may often remain inundated after rain events and become thick boggy areas.
- Along the Yarra and Gardiners Creek was a continuous strip of Floodplain Riparian Woodland, with the smaller tributaries carrying Creekline Grassy Woodland. Note the continuous alignment of the Hawksburn Creek (previous spread) with Coode Island Silt and the EVC 68 vegetation arm.
- Grazing of the area started with the settlement of Melbourne, with John Gardiner moving herds of cattle into the Gardiners Creek area as early as 1835.



01.

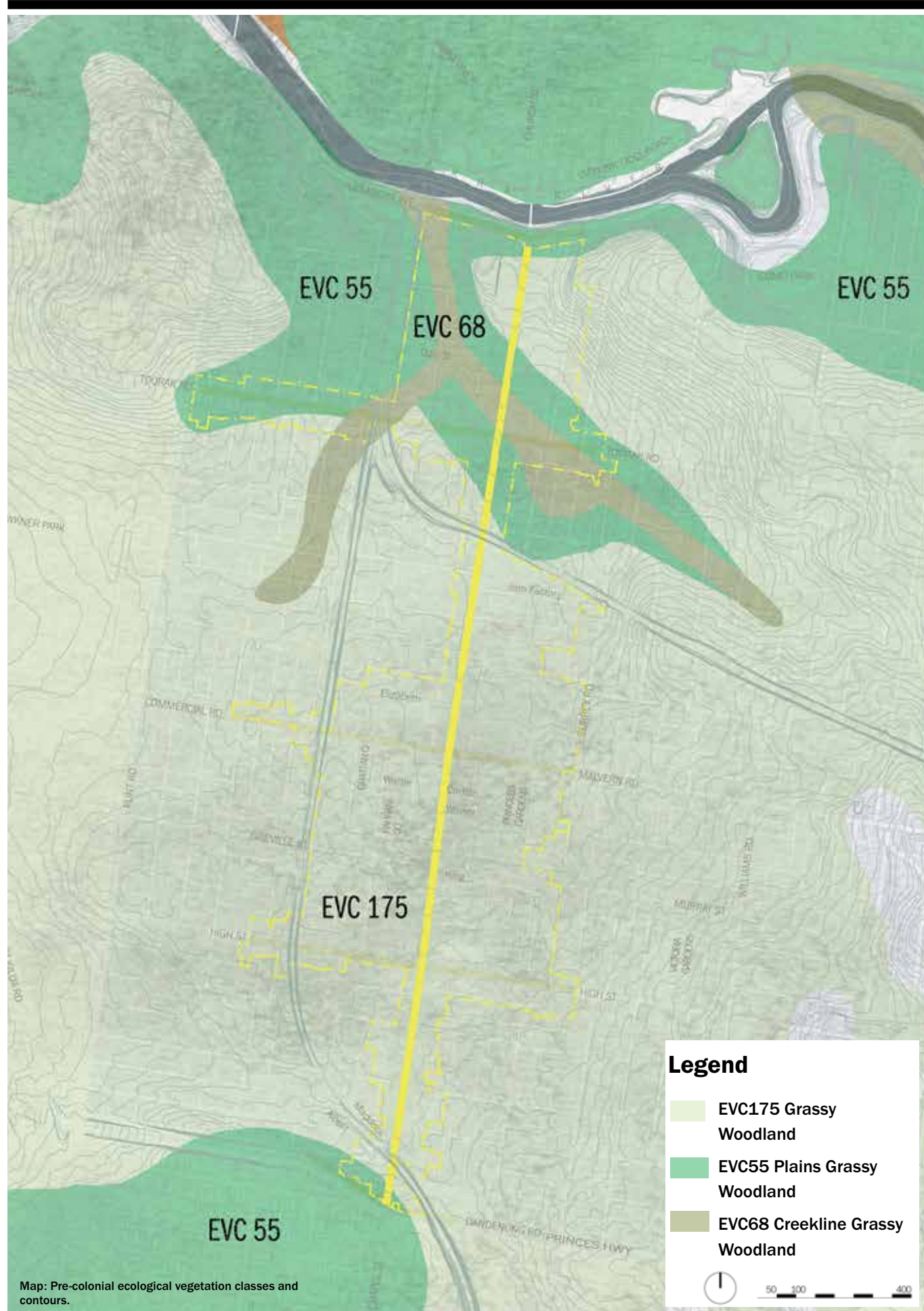


02.

Images:

01. Plains Grassy Woodland as seen in North Victoria. Source: Hassell.

02. J. Cotton c. 1845. Native encampment on the banks of the Yarra. Watercolour with graphite pencil and glazing medium. Note: This image may not be of the Yarra. Source: Thematic History/ State Library of Victoria.



A BRIEF HISTORY

- From wetlands and grassland, the landscape changed to brick quarries and market gardens
- Opportunity to reference back the colonial past of the site through material and plant selection

Chapel Street is one of the most important historic shopping strips in Victoria. Most of its buildings date from one of three periods: its initial surge of development in the 1860s; the 1880s and 1890s after the development of the cable tram routes in Chapel Street; or from the emporium development stage of 1900-15.

In the late 1830s, when the city of Melbourne was still in early development, Chapel Street was a rough, unnamed bush track leading south from the better known Gardiner's Creek Road in the direction of the Mornington Peninsula, crossing similar tracks that led east to Dandenong and beyond. Used mainly by horsemen and stock riders with their flocks and herds, it turned and twisted as it wound its way up and down small hills and gullies, avoiding the big red gums, the patches of thick scrub and the numerous waterholes, lagoons, creeks and swampy ground that lay across its path.

The street gained its name from the Independent Chapel situated near Commercial Road, Prahran in the late 1840s. A bridge linking Chapel Street and Church Street, Richmond was not built until 1857 and a ferry service operated over the Yarra River. Much of the area was formed of deep clay deposits which resulted in a number of brickmakers establishing businesses on both sides of Chapel Street. In the 1860s the arrival of the railway instigated the first surge

of development, and Chapel Street grew as a retail centre and expanded when the advent of trams in 1885 made the shops readily accessible to commuters.

Major building development in the 1880s / 1890s depression and later World War I, saw Chapel Street emerge as one of Melbourne's most important thoroughfares. During the interwar years, young Colin McInnes sensed the 'drama' of life as it surged between the 'five storey buildings with their turrets and towers' that lined the street, where was found the 'excitement of a big city' (*The road to Gundagai, 1965*).

The character of the retail district changed in the mid-20th century, influenced first in the 1950s by the motor car, which offered access to modern drive-in shopping malls like Chadstone. By the 1960s, the shops gave way to a greater variety of merchandise, as post-World War II European immigrants desired exotic ingredients to prepare their traditional food.

In the final decades of the 20th

century this cosmopolitanism attracted shoppers back to Chapel Street. Empty buildings like the AJC factory and Read's Store were converted to shopping centres; boutiques and restaurants opened; and supermarkets and other chain stores subsumed smaller shops.

The 1980s and '90s were the heyday of Chapel Street, with small local and international fashion boutiques proliferating along the street. Chapel Street's reputation as a prestigious shopping strip developed from this time, popular with discerning shoppers. It came to be renowned as a stylish, prestigious shopping precinct attracting many clients: locals, casuals and tourists alike.

Current times have seen the identity of the street as a once landmark shopping destination diminish, with high vacancy rates and a decline in the composition of traditional retail as the precinct competes with online shopping trends and more convenient shopping mall destinations. This has resulted in increased business diversity along the street, which has progressively shifted to support a greater dining and entertainment focus in some areas. Positioning the future Chapel Street as a vibrant mixed-use destination that offers diverse lifestyle amenity to be locals and visitors will be key to ensuring its success again as a world class street.

Source: Victorian Heritage Database

Images:

- 01. Chapel St South Yarra, 1920 by Rose Stereograph Co
- 02. Chapel St Prahran, 1920 by Rose Stereograph Co
- 03. Chapel St Windsor, 1920 by Rose Stereograph Co



TIMELINE OF EVENTS



Church Street Bridge opens between Church Street and Chapel Street in October. It is the first bridge besides Princes Bridge to link the south side to Melbourne.

The Independent Chapel is built, giving its name to Chapel Street.

"... when I first saw it was a dense bush of big trees, full of birds, kangaroos, opossums and wild fowls, with no roads... from the upper part of Chapel Street from High Street to St Kilda was a thick wattle scrub." - Joseph Crook.

Aboriginal Mission is established by George Langhorne, covering 895 acres.

Traditional Owners lived in the study area since time immemorial.

The train line from South Yarra to Windsor via Prahran is established, involving major earth works.

Hawksburn Creek is gradually converted into an open drain.

1837

1840

1849

1850s

1857

1860

1868

1870s

1888

1836

1861

John Gardiner establishes the first pastoral occupation of the area at Gardiners Creek.

The first crown land in the Parish of Prahran is sold to private landholders on 10 June 1840.

The northern end of Chapel Street becomes major brick production centre to support the building boom during the gold rush years.

Prahran Market opens

Prahran Town Hall opens



View of Gardiners Creek c. 1895.

Source: Stonnington Thematic Environmental History, 2009, City of Stonnington.

A cable tram is established, running between Swanston and Chapel Street.



Cable Tram No. 17 (Carlton to Prahran) in Chapel Street, c. 1915.

Horace Petty Estate is completed by the Housing Commission of Victoria.



Start of a 5 year stretch which saw the establishment of several emporiums, including The Colosseum, Love and Lewis, and Conway's.

Hawksburn Creek and its surrounding swamps are filled in once the underground Main Drain is completed.

Church Street Bridge is rebuilt and now carries a tram line linking Chapel Street with Richmond.

The last major factories in the area close, including the Jam Factory.

Chasers Nightclub & Greville Records open.

1910

1915

1918

1924

1929

1960s

1967

1970s

1978

1994

The Yarra River is straightened through cutting to reduce flood impact, creating Herring Island in the process.

Construction of Alexandra Ave reaches Chapel Street.



The quarry which removed Forrest Hill and early construction of Alexandra Avenue.

Relaxing liquor laws enliven the hospitality and entertainment industries, particularly in South Yarra and Prahran.

Slum clearing and urban renewal removes many workers cottages from the surrounding areas.

The City of Stonnington is formed out of the Municipalities of Malvern and Prahran.

HERITAGE BUILDINGS

- Presence of iconic heritage buildings, concealed behind awnings and clutter
- Opportunity to peel back and reveal the iconic edges
- Opportunity to celebrate the history as a retail destination for over 100 years

While individual significant buildings contribute to Chapel Street's architectural value, it is really the street's overall intactness which makes it remarkable.

Chapel Street has significant architectural, social, and historical heritage. The section between Commercial Road and High Street is nationally significant, and the remainder of the street is of state significance. The area is notable as a reflection of the evolving shopping habits of Melbournians, from the 1800s to the recent past.

The street is a key exemplar of the growth of suburban shopping strips along cable tram routes from the late nineteenth into the early twentieth century. The early development of the strip remains legible in the modest stores of Windsor, with later, boom-period buildings surviving throughout Prahran and into South Yarra. There are also a few structures remaining which attest to the area's pre-retail industrial past.

Awnings often have been retrofitted to buildings and now cover up many of the impressive façades. The preponderance of non-heritage fixed canopies over footpaths is a major factor contributing to the diminished spatial and experiential quality of the street. Apart from a relatively small number of fixed canopies that form part of the original host heritage building; the vast majority of canopies date from the 1980's.

These relatively recent canopies have the following detrimental impacts:

- They darken the footpaths and shopfronts;
- They are increasingly utilised as support structures for visually ugly and illegal air-conditioning condenser units;
- The canopy fascias are routinely increased in size to accommodate the proliferation of business signage;
- They inhibit easy access to the heritage facades for routine maintenance (and this accounts for the advanced deterioration of many heritage building facades in the street);
- They obscure the visual appreciation of the heritage architecture.

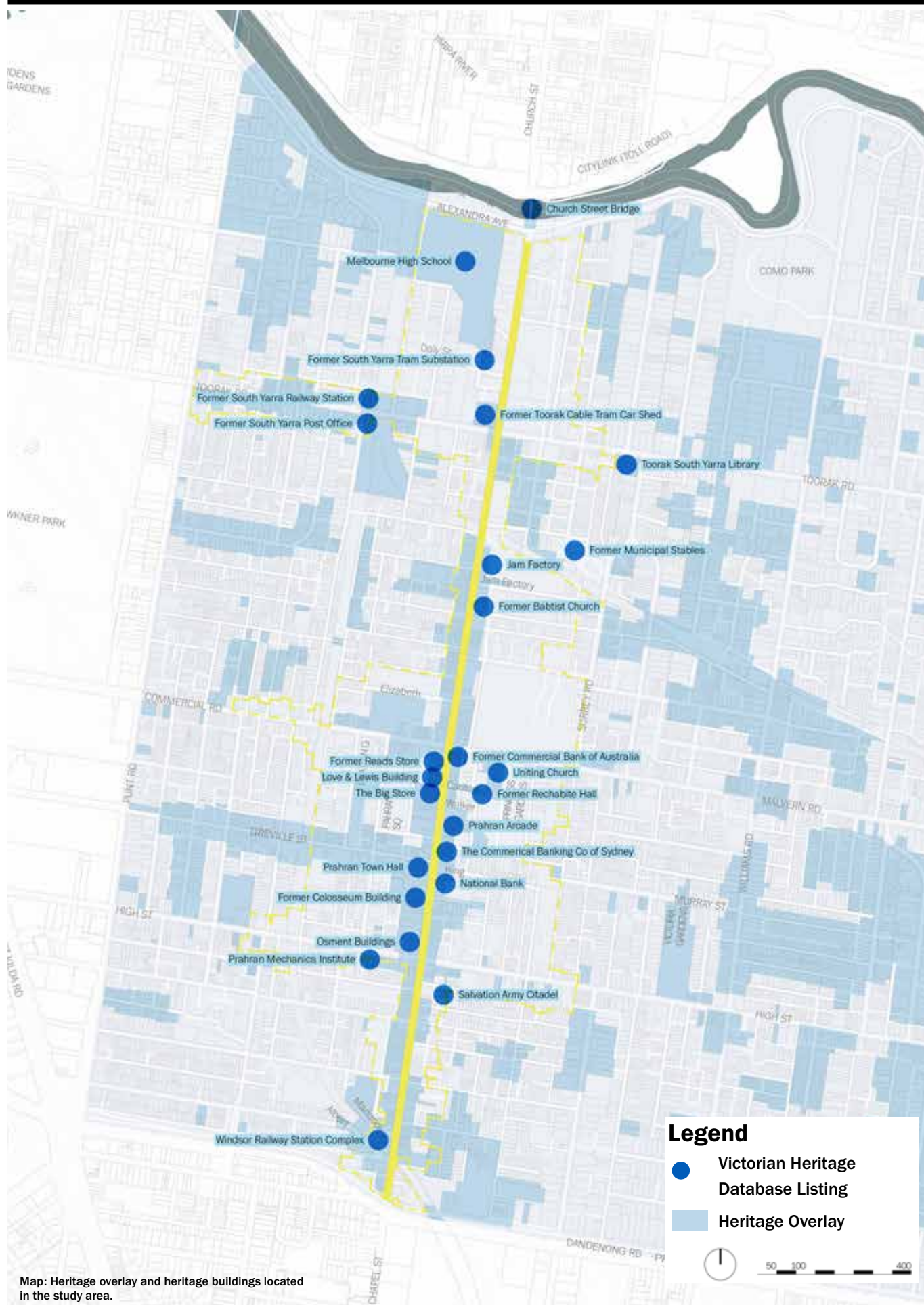
The progressive removal of fixed canopies should be a key area of exploration of the Master Plan (in consultation with building owners). Some businesses in Chapel Street (and, for example, many in High Street Armadale) have voluntarily removed their fixed canopies and many have installed lightweight retractable awnings. The result is a dramatic uplift in the quality of the pedestrian experience and the spatial quality of the streetscape.

Source: Heritage Victoria



Images:
 01. The Colosseum c. 1910. Source: State Library of Victoria.
 02. Prahran Town Hall c. 1861. Source: Stonnington Thematic Environmental History.
 03. Prahran Arcade as Dan Murphy's. Source: Storey of Melbourne.
 04. The Prahran Arcade renewal includes awning removal, revealing views of the facade. Source: Hassell.

Contextual Understanding



SOCIAL HERITAGE

- Legacy as a cultural melting pot
- Legacy as a diverse and inclusive community
- Hot spot of sub-cultural trends
- Opportunity to embrace and celebrate social diversity rather than managing it out
- Many of the rich stories of social and cultural legacy of Chapel Street are unknown and invisible to the public
- Ways in which artists could bring this rich social and cultural history into consciousness should be explored

Chapel Street is a melting pot and laboratory of [sub-] cultures and experiences dating back decades and leaving a rich legacy in the mind maps of not only Melburnians but all Australians.

The longevity of certain stores and cultures create the backbone of the street, and are important to acknowledge. Chapel Street has some of the oldest continuously operating stores in Melbourne:

- The Union Hotel, est. 1856;
- Prahran Market, est. 1864;
- Rosenberg Shoes, est. 1903;
- Uniting Prahran, est. 1946;

Source: The Soul of Chapel, Chapel Street

Gay and Lesbian History

Melbourne's first openly gay and lesbian commercial precincts developed in the 1980's, in Prahran and Collingwood.

The Prahran precinct focused on Commercial Road, with some aspects stretching along to cafés and venues on Chapel Street and Toorak Road. Two venues were key to cementing the precinct - the Xchange and the Market Hotel (previously 3 Faces). Other gay and lesbian businesses

opened along Commercial Road; including Hares and Hyenas, Melbourne's first gay and lesbian bookshop. Later, Beat Bookshop, also on Commercial Road, was Melbourne's first gay shopfront.

Source: Stonnington Thematic Environmental History, and the LaTrobe Journal: Aspects of Gay and Lesbian Life in Seventies Melbourne.

Street Art

Chapel Street features both, with every-evolving local works reflecting current issues, and iconic pieces like Space Invaders from Paris and Blek le Rat stencil works. The culture is kept alive with support from CoS and local traders, the presence of Swinburne University, and a thriving creative night life.

Supporting the street art life is Prahran Skatepark. The skatepark has been at the heart of the local skating community since its opening in 1987. It has featured in a documentary, numerous photo shoots and hosts local competitions. A world first trick was performed here, contributing to the park's reputation. Here, as elsewhere, skating and street art cultures benefit one another.

Demographics

Stonnington traditionally is home to faceted community ranging from people with very low to very high incomes. The diverse mix of socio-economic and cultural backgrounds is evident, and indeed a quality, in the street.



Images:
01. Rosenberg Shoes, Tales of Brick and Mortar. Photograph by Tatiana Scott.
02. Horace Petty Estate. Source: Hassell.
03. Phlegm Mural, Love and Lewis Building, 2017. Photograph by Filip Milovac.



SOCIAL INFRASTRUCTURE

- Strong civic centre in Prahran
- Strong creative and educational hub opportunity in Windsor
- Evident gap in social infrastructure in the north
- Opportunity for a landscape based [health and wellbeing] experience?

The Chapel Street precinct is replete with cultural infrastructure of all sorts to support diverse and inclusive local and visiting communities.

CoS investigations focus on community infrastructure which supports diverse groups in public space. Special attention is given to recent retirees & older persons, youth, mobility impaired persons, dog walkers, and homeless persons.

Education

There are significant secondary schools located at the northern and southern end of the precinct, which draw students from wide spanning catchments. Further, there are primary schools and kindergartens established within child-walking distance to Chapel Street. The proximity of these suggests walkability. Considering the likelihood of student movement, pedestrian and cyclist safety should be central to any Chapel Street project.

Inclusion of youth in the street design also offers great potential. This is

a demographic which is usually excluded from public spaces, and attributed with rowdy and unruly behaviour. Providing places for youth to spend time collectively and without spending money, such as dispersed play and sport/ skate facilities, will assist in activating the public domain.

A great opportunity exist in the redevelopment of the Arts and Education precinct on the Swinburne campus site. Already an emerging drawcard for creative and arts retail and education offer, the precinct can continue to attract growing visitation by students and consumers.

Civic Epi-centre

A civic epi-centre exists around the former Townhall in Prahran. From public cultural venues such as the library, Chapel Off Chapel and the future opportunities of a re-envisaged townhall use through to the commercial destinations like Prahran Market, the physical centre of Chapel Street is as much its civic centre.

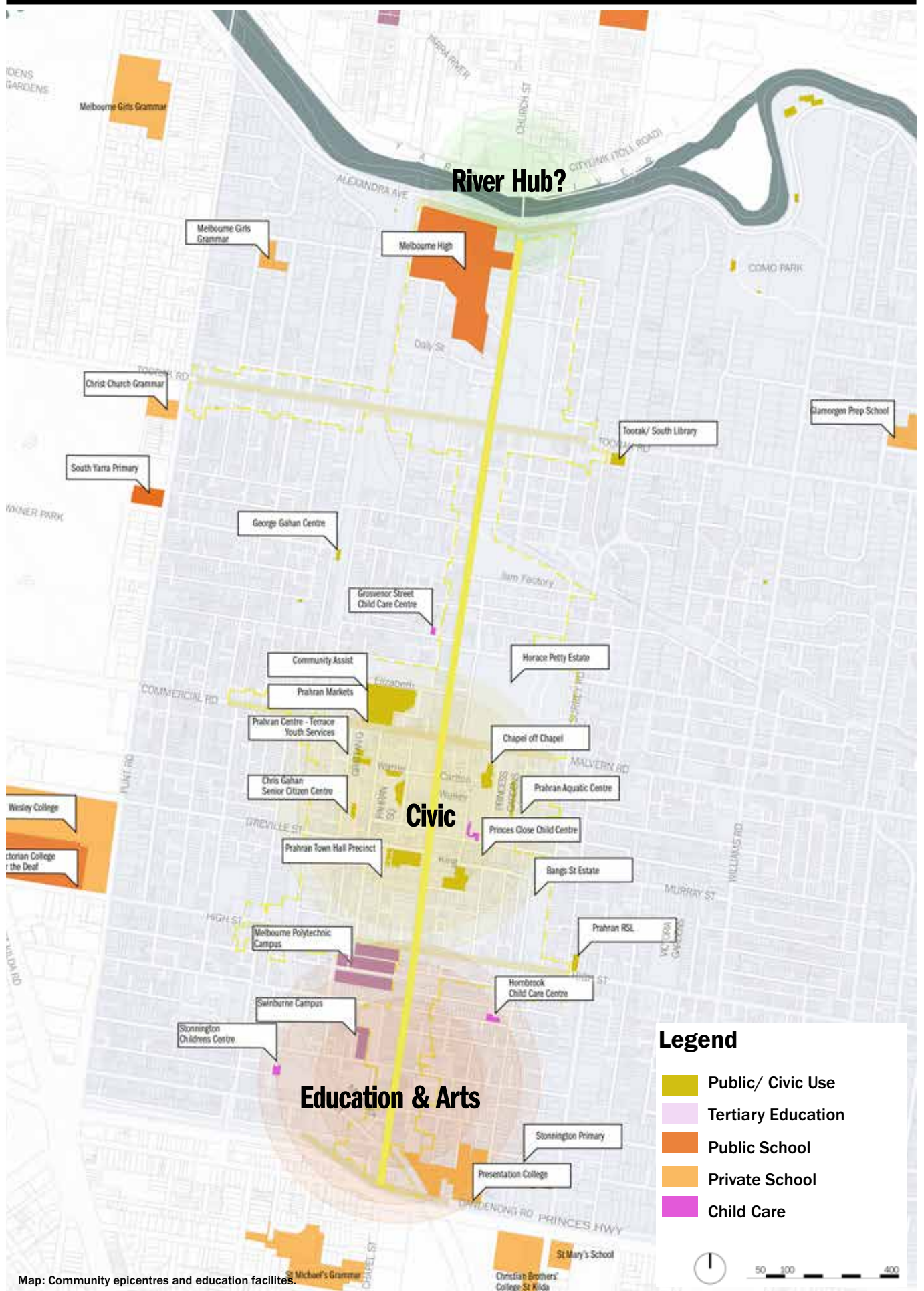
Active recreation is offered through the Aquatic Centre and skate and play facilities associated with the housing estates of Horace Petty. All these facilities are being rejuvenated currently and will attract new visitation in future.

Social Housing

In 2016, around 12,000 Stonnington residents [Affordable Housing Discussion Paper 2020] were in need of affordable homes. Stonnington thrives to continue to be a diverse and inclusive municipality, offering homes to all facets of social and economic profiles. Homes Victoria is currently renewing parts of Horace Petty and Bangs Street Estate, noting that the Horace Petty Y-shaped buildings are currently proposed to stay.

A range of social welfare organisations are located in the area, providing support to residents with acute needs. On or near Chapel Street a number of supporting services can be found, such as Stonnington Community Assist, St Joseph's Outreach Services, St Matthews and Uniting Prahran, as well as a Salvation Army and Sacred Heart Mission and op shops, supporting the diverse community that always has existed around Chapel Street.

Broadly speaking, the Chapel Street area contains a high proportion of private renters which is much greater than both the metro average and the rest of Stonnington.







A DEMOGRAPHIC SNAPSHOT

Residents

Year	2016	2026	2036
	45,400	54,391 (+8,991)	59,948 (+5,557)
Top 3 Largest Age Group:	20~29 (29%)	30~39 (25%)	40~49 (11%)

Household

Year	2016	2026		2036
	22,658	28,294 (+ 5,636)		31,711 (+ 3,417)
				
Median Family Income:		Couple family	Couple family	One parent
\$3,000-\$3,499 per week		with no children	with children	family
(yr. 2021)		(62%)	(24%)	(10%)

Commute

Transportation:



Vehicle (24%)



Public Transport (22%)



Active Transport (11%)

Distance to Work: **Less than 10km (52%)**

Data Source: ("Population summary | City of Stonnington | Population forecast", 2022) ("2016 Census of Population and Housing", 2021) ("Latest crime data by area | Crime Statistics Agency Victoria", 2022)

Economy

Jobs: **22,677 (39.3% of City of Stonnington)**

Employed Residents: 60%

3 Largest Employment Sectors:



Professional, Scientific and
Technical Services (18%)



Accommodation & Food
Services (15%)



Retail Trade (14%)

Annual Crime Incidents (Ending March 2022)

South Yarra: 1,976

Ranked 1st in City of Stonnington

Prahran: 1,765

Ranked 2nd in City of Stonnington

Windsor: 787

Ranked 4th in City of Stonnington

Visitors Profile

Residential Location

South Yarra, Prahran or Windsor

45%

Adjoining Postcodes

15%

Elsewhere

40%

Top 3 Visiting Purposes



Shopping

37.9%



Work

15.8%



Food & Drink

13.8%

Top 3 Most Common Arrival Mode for
Regular Visitors



Walking (54%)



Public Transport (24%)



Car (16%)

Data Source: ("REMPAN Online", 2022) ("Latest crime data by area | Crime Statistics Agency Victoria", 2022) (Chapel Street Travel Behaviour Surveys, 2020)

RETAIL, HOSPITALITY AND NIGHT LIFE

- Great diversity of retail estate [small to large]
- Great variety of retail offer along the corridor
- Slightly monocultural retail offer in South Yarra and Windsor
- Opportunity to promote retail diversity and support trends [Food and Beverages] through streetscape design
- Evening and night activity is already stronger than daytime activity - This trend should be embraced and supported

Chapel Street offers a diverse mix of retail and hospitality outlets from fine grain Victorian terrace to large scale modern floor plates. Its speciality offer has shifted slowly from fashion retail to hospitality. A trend that the street corridor needs to respond to and cater for.

The Chapel Street precinct represents nearly 600 ground floor tenancies, totalling approximately 165,000 sqm of retail space. This floorspace is broadly equivalent to the largest shopping centres in Australia; Chadstone, for example, has 156,000 sqm of retail area, not including circulation spaces.

The primary categories of ground floor retail tenancies throughout the precinct are:

Food & Beverage: 28%

Fashion: 16%

Specialty Retail: 11%

Service: 11%

Bar / Nightclub / Pub / Entertainment comprises 3.9% of ground floor retail occupancy.

Building use composition on Chapel Street is directly impacted by broad market need, changing shopping behaviour, and the competitive retail landscape. This can be seen in an Increase in health and wellbeing services over the last 12 months, corresponding to the Covid-19 pandemic. The current shopping behaviour change to online retail has also shifted perception of Chapel Street's primary offer, so that its status as the 'fashion capital' is "no longer relevant" (Chapel Street Preliminary Economic Analysis, Charter, 2022).

Progressing along Chapel Street is a gradual change in use. Forrest Hill comprises primarily office and F&B tenancies, with large 12m+ shop frontages. South Yarra hosts mostly fashion uses with scattered F&B, and has the lowest diversity of ground floor uses. Small and narrow building footprints are considered a reason for a decreased interest in new leases, as is the high sqm rental rate.

Fashion blends into Prahran's predominant F&B and service tenancies. Windsor has the greatest diversity of ground floor uses, yet still boasts a primarily F&B oriented offer.

Key daytime anchor sites along the corridor are the 670 Chapel Street Shopping Centre, the Jam Factory, currently undergoing redevelopment, Prahran Market, and Prahran Arcade (upgrade just completed). Night time anchors include Chasers Nightclub, Revolver Upstairs, and onesixone. The night time activity supports a vast array of take-away food outlets in the southern precincts. Particularly infamous is Melbourne's only 24-hour, 364 days-a-year bottleshop at the Railway Hotel in Windsor.

Chapel Street is known for its high use of al-fresco dining zones along the footpaths, which was partly amended and increased through the temporary installation of parklets during the COVID-19 pandemic.

Source: Chapel Street Preliminary Economic Analysis by Charter



Map: Landuse of properties along Chapel Street.

VACANCIES

- Amplified vacancies in South Yarra where retail is affected most
- Opportunity to engage with alternative retail or activation options
- Opportunity to support successful sectors [health, food&beverages]

Vacancy rates vary but are most significant where focus has been on fashion retail. The future Chapel Street needs to re-attract investment into its core offers, whilst enabling new offer to be attracted into a dynamic, busy destination.

The vacancy rate through the Chapel Street precinct has increased steadily over the years, and currently sits at 20.3% (as at February 2022).

South Yarra has the highest vacancy rate at 25.8%, followed by Prahran at 21.7%. There is an observable trend in these areas between the dominance of fashion as a ground floor tenancy primary category and their vacancy rates. It is also echoed in the rents that these suburbs can charge, with South Yarra followed by Prahran again experiencing the most significant decline 2015 - 2017.

Contrary, Windsor which has the lowest fashion category representation, at 5.7%, and has

the highest diversity in ground floor tenancy offers, also has the lowest vacancy rate. Rents in Windsor also increased from 2015 - 2017, but have again eased in the last 12 months.

The reasons for the decline in retail activity is manifold. General trends of moving to online shopping have been accelerated during the pandemic.

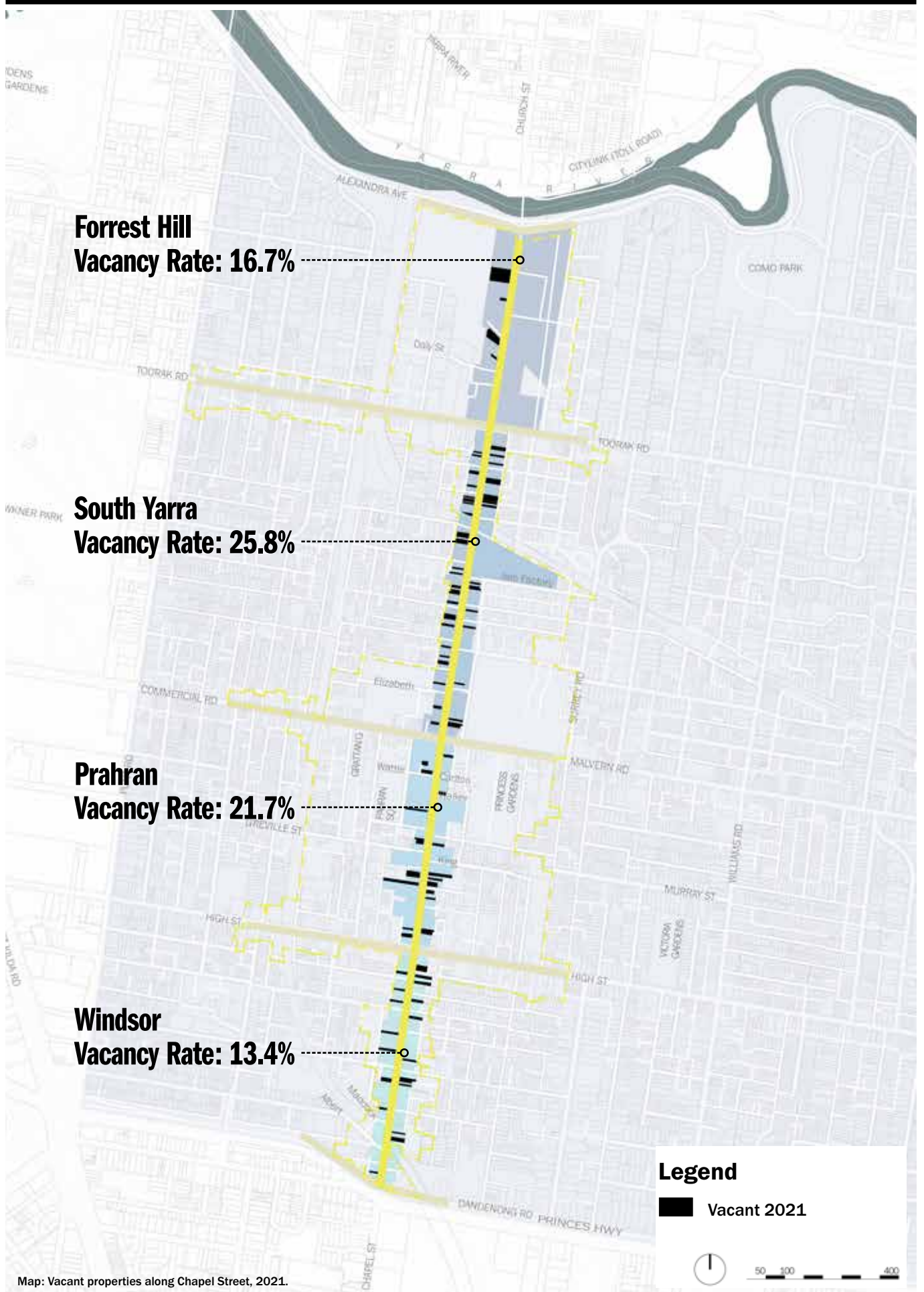
While online retail will grow over time, it is widely acknowledged that a physical shopping or brand experience continues to be sought by shoppers, creating opportunities for Chapel Street to continue to cater for both, niche and mainstream retail experiences.

The current trend of growth in the hospitality sector as well as in the health and wellbeing services sector, such as fitness and yoga studios, offers great options for both local and visiting communities.

Source: Chapel Street Preliminary Economic Analysis by Charter



Images:
01. Prominent NAB tenancy at Toorak Road and Chapel Street intersection for lease, South Yarra, May 2022. Source: Google Street View.
02. Two vacancies opposite key anchor tenant The Jam Factory, South Yarra, April 2022. Source: Google Street View.
03. Three consecutive empty tenancies, South Yarra, April 2022. Source: Google Street View.



PUBLIC OPEN SPACES

- Disconnected from large offer of public open gardens and reserves
- Opportunity to strengthen connections to green and other hinterland attractions

When walking along Chapel Street, it is not clear that there are gardens, reserves, playgrounds and sports facilities just a few lanes back.

The City of Stonnington offers the second lowest amount of public open space of any Victorian municipality at 6.7% (20sqm / person).

Within the study area, the largest open green space comes as the Yarra River corridor with its cycling and walking tracks, picnic and some smaller communal assets.

The Como Park and the Melbourne High Sports grounds are both built on former wetlands and offer a range of active recreation and large footprint sports programme.

A string of smaller reserves and parks along the spine of Chapel Street offer local respite and play opportunities.

The state housing estates of Horace Petty and the nearby Princess Gardens recreational destinations complement the offer of active recreation within the study area.

CoS is continuously looking for

additional land to convert into pocket parks, green laneways and squares.

The 2013 Re-discover Chapel Street masterplan which is currently being updated, encouraged the establishment of village squares as key public open spaces with a civic quality.

As part of this program, the Cato carpark was recently converted into Prahran Square, the flagship of public open space within the study area. Windsor Station forecourts offer a similar civic centre.

Other potential village hearts have remained unrealised to date.

However, when traveling along Chapel Street, access to and the experience of these nearby green spaces is disguised and hidden to the unconscious visitor.

Council's Strategies for Creating Open Space document and other policies demand that existing open space needs to perform better, provide more green amenity and be more attractive for local residents and visitors.

Chapel Street as the major open space in the western half of the municipality can substantially contribute to the provision of quality open space and assist in connecting to existing gardens.



01.



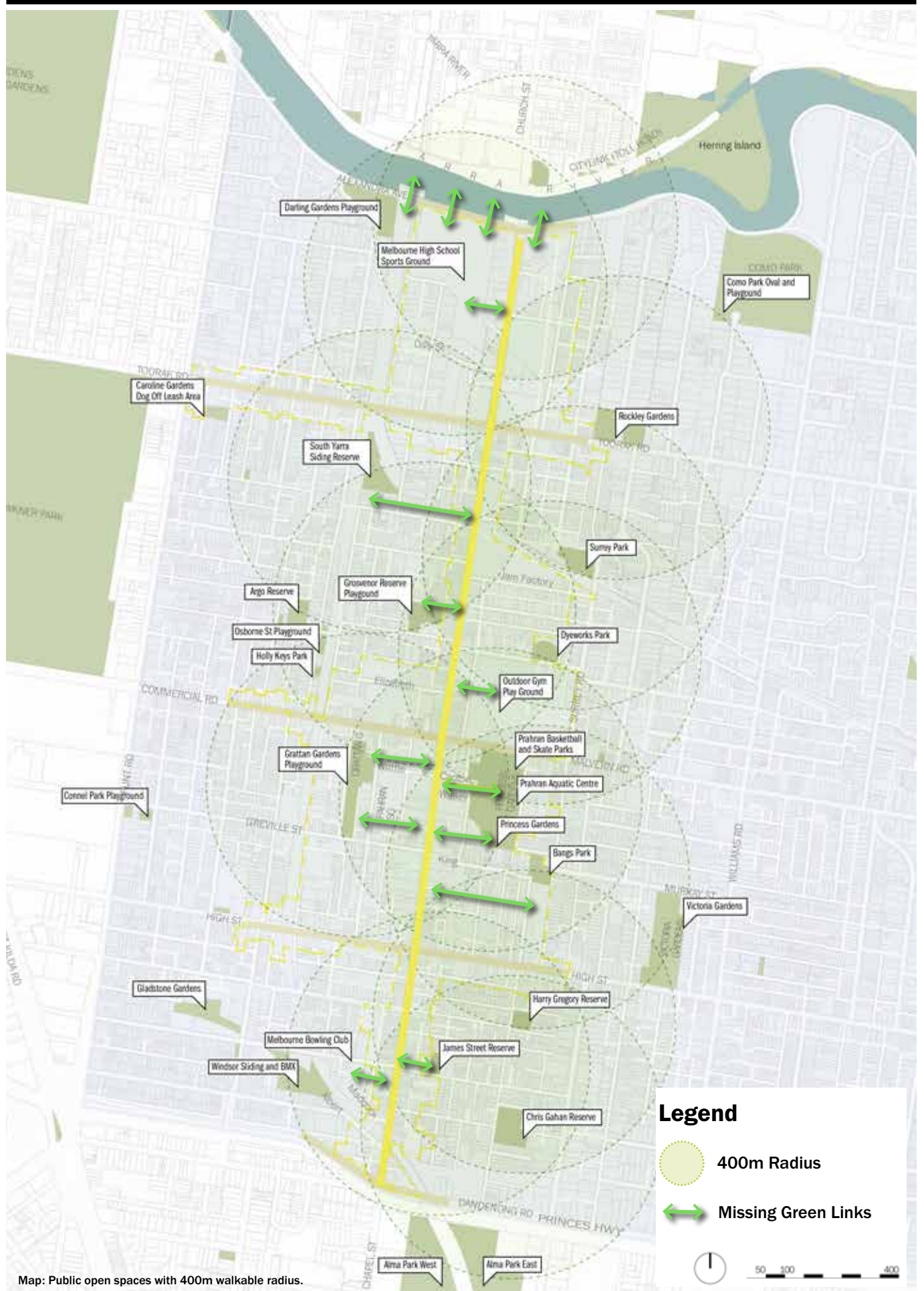
02.



03.

Images:
01. Yarra River offers a vast open green space, currently not fully connected to Chapel Street.
02. Grosvenor Reserve is one of the many local nature reserves and gardens offering community respite.
03. Prahran Square is the new cultural and recreational heart of Prahran.
All by Hassell.

Contextual Understanding



TREE CANOPY

- Current 94 existing trees provide cover of only 3000m² or approximately 5% canopy
- If a canopy target of 30% was targeted, additional 13,500m² or approximately 350 trees [7m diameter] would be needed
- Future additional tree planting will need to identify the spatial opportunities for larger canopies without conflicting with overhead services
- Species can be selected to re-connect to the original landscape character of the place, assist in telling local stories and histories, and contribute to the experiential quality of the street

Chapel Street is one of Stonnington's least tree canopy covered streets, making it vulnerable to urban heat effect and a less desirable place to be.

Melbourne's high streets are traditionally free of trees, in particular when the street is shared with trams. Overhead wiring, in ground utilities, and traditional prioritisation to carparking has resulted in a series of harsh, ungreen street environments across Melbourne. And Chapel Street is no exception.

There are two main trends in regard to street trees:

- The northern end in Forrest Hill has a number of established mature oriental plane trees. Another stand of plane trees can be seen in front of the Prahran Town Hall.
- Recent street upgrade projects, often in association with rain gardens, have introduced various small growing varieties of Fraxinus, Pyrus and Acer. Whilst these trees offer some amenity and green canvas during the summer months, due to their small growing nature and being deciduous, they provide little softening in the overall street experience.
- All trees are exotic and do not provide any reference to the original landscape character of the area.

The Urban Forest Strategy identifies the benefits of a dense street tree canopy, ranging from micro climate control to air pollution management, resulting in improved health and wellbeing of residents and visitors.

Chapel Street is one of the hottest streets of Melbourne, largely due to the missing tree canopy.

The existing tree canopy is a mix of entirely exotic trees. Mature oriental Plane trees can be found in Forrest Hill where indeed the sensation of a consistent overhead green canopy is somewhat pleasant. London Plane trees are also established around the Town Hall precinct in Prahran.

The London Plane has been associated with issues regarding serious allergies and there has been a program of removing and replacing them throughout Melbourne.

Other trees, that have been planted within the context of the 2013 re-discover masterplan, comprise of

small to medium sized exotic trees in the genus of maples, ashes and decorative fruit trees.

Future additional tree planting will need to identify the spatial opportunities for larger canopies without conflicting with overhead services.

Trees substantially contribute to the experiential quality of a street.

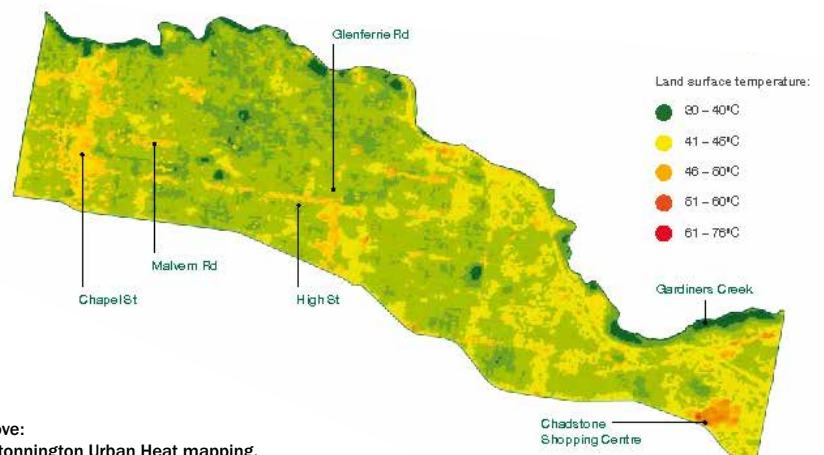
Species can be selected to re-connect to the original landscape character of the place, assist in telling local stories and histories.

All street trees should have access to passive irrigation.

Chapel Street area : 55,031m²

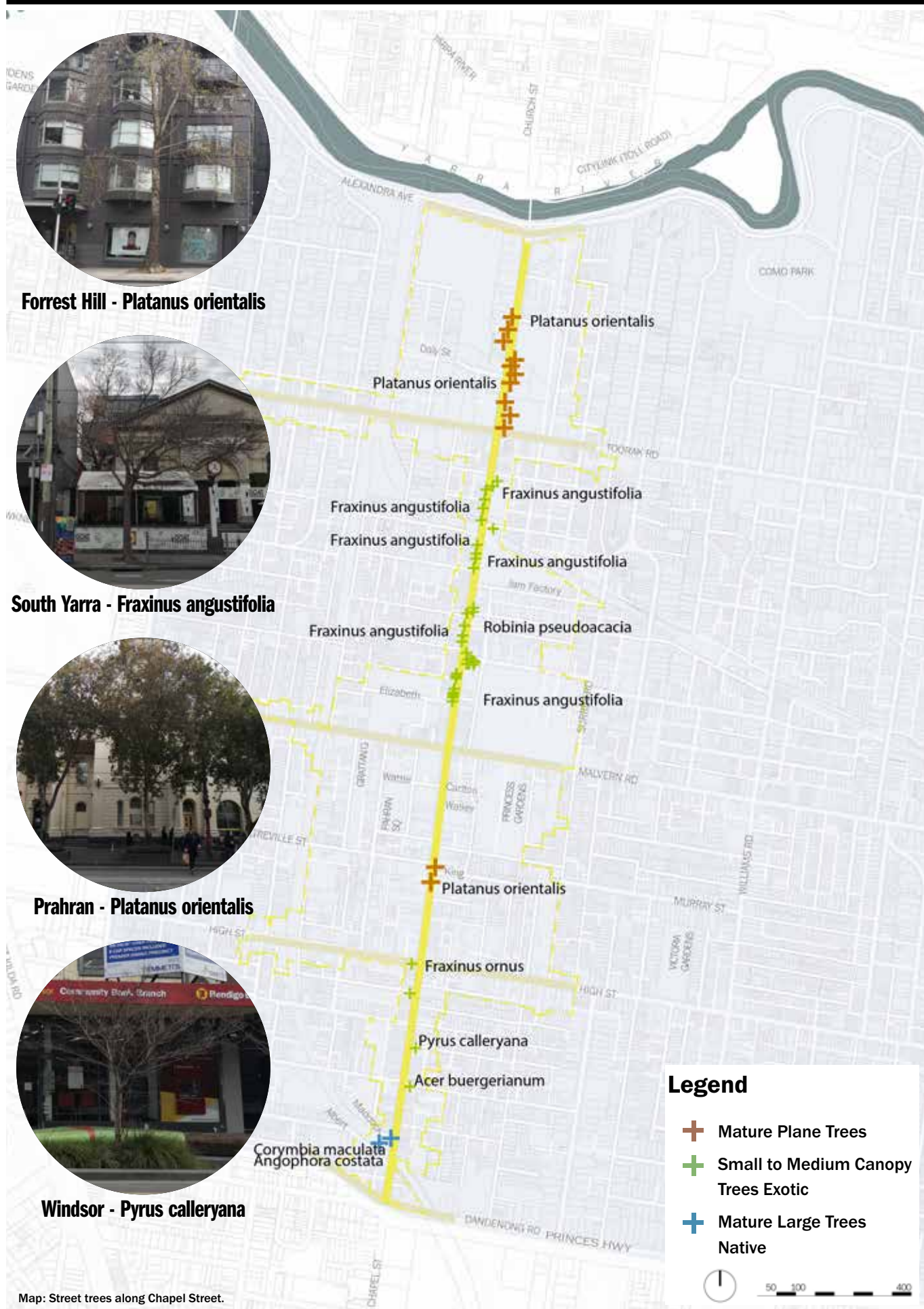
Tree Canopy current: 2,993m² - 5%

Potential aspirational Tree Canopy target: 16,509m² - 30%



Map above:
City of Stonnington Urban Heat mapping.

Contextual Understanding



LANEWAYS AND HINTERLAND

- Village hearts start to become legible
- Opportunity for better connections into the hinterland and its attractions and destination
- Laneways and side streets off Chapel a key focus for activation to support vibrant precinct economy

A beautiful network of fine grain streets and lanes already supports the central spine and draws activity into the precincts.

The 2013 Re-discover Chapel Street masterplan proposed a large series of lanes and local streets that intersect with Chapel Street to be converted to spaces with a higher amenity for pedestrians. The purpose of these 'Shared Streets' was to increase amenity for pedestrians by creating flexible spaces which support events and day-to-day street activation. These shared streets would allow vehicle travel at low speeds below 10km/hr which must give way to pedestrians, though this is an issue for management which is sometimes not adhered to by drivers.

Thirteen pedestrian-focused streets were proposed. Some have been fully realised, such as the King Street plaza, while others have materialised as intermediary projects, such as kerb extensions which increase pedestrian amenity while maintaining vehicular operations.

The material expression of King Street diverges from the bluestone approach for Chapel Street pedestrian

spaces. The granite used aligns more with the pavement palette introduced through Prahran Square, offering stronger yellow and beige tones.

There are obvious benefits to upgrades and improved pedestrian amenity, including better connection to programme and offers located in the streets behind Chapel Street. Shared streets can also significantly address narrow footpaths which are an accessibility issue in many areas.

There is already an abundance of different programme, starting with the iconic Prahran Market, the new Prahran Square, the successful precinct around Greville Street, some boutique shopping and cultural experiences and a vast number of public and private carparking facilities. In addition, most open green spaces are located within 100m from Chapel Street.

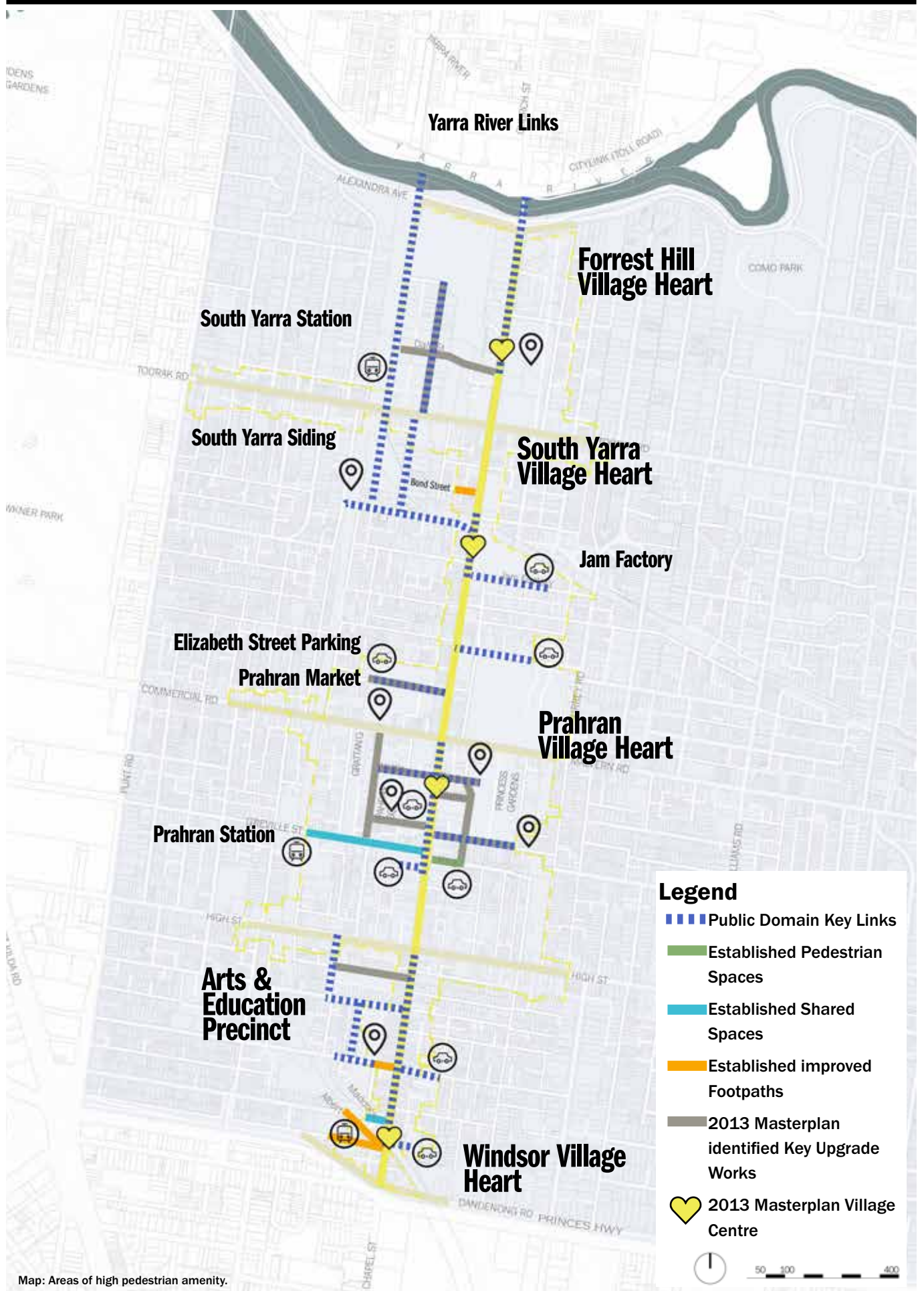
The challenge remains that this abundant offer is not directly and intuitively accessible from Chapel Street. Parks and gardens remain unvisited, and carparking facilities below capacity with hundreds of parking spaces available at any time.

A key opportunity for improvements to Chapel Street is to continue the trend of improving these side streets in order to ease access and experience to the rich hinterland offer.



Images:

01. Looking from Prahran Square towards Chapel Street along inactive facades and narrow footpaths.
 02. The newly completed King Street with high quality granite paving.
 03. Kerb extensions have been established to provide pause points and green amenity.
 All by Hassell.



ACCESS

- Well connected to public transport though poor universal accessibility a key issue
- Vehicular movement is largely local and destinational
- Very slow travel times - highly congested

Chapel Street attracts visitors from all over Melbourne and beyond. All modes of public transport connect well into the precinct.

Heavy Rail

Three railway stations are located within the study area, connecting travellers to four lines - the Pakenham, Cranbourne, Frankston and Sandringham lines.

South Yarra Station is the largest and busiest of these, with all four lines currently connecting through it. Further, the station is the second busiest within the broader Melbourne network with regard to passenger counts, excluding the City Loop stations. Following completion of the Melbourne Metro Tunnel project which is scheduled for opening in 2025, the Pakenham and Cranbourne lines will no longer stop at South Yarra.

The other two stations in the study area are Prahran and Windsor Stations. Both are connected only to the Sandringham line. Universal access at these stations is poor due to ramp gradient issues and stairs and therefore do not provide equitable access to public transport for the community.

All three existing stations are well connected with the surrounding tram and bus network, which operate along Chapel Street and other major roads within the study area.

Road

The major arterial roads near the study area are Alexandra Avenue,

Williams Road, Dandenong Road / Princess Highway and Punt Road, located respectively north, east, south and west of Chapel Street. These are connected to the activity centre either directly or through secondary major roads.

Chapel Street connects to Church Street over the Yarra River at its northern end. Despite this being one of only a few north-south river crossings, the street does not perform the same major arterial role as nearby Punt Road (which also has a north/south bridge connection).

This can be partially explained by the tram line which operates on Chapel Street. The trams' frequent stops interrupt smooth traffic flow and therefore limit Chapel Street's efficiency as a thoroughfare.

From the masterplan perspective, this provides significant opportunity to enhance place qualities and pedestrian focus on the street given the lower vehicular volumes expected of Chapel Street in the broader Melbourne network. This is observed currently, with a large amount of vehicular movement understood to be local and destinational rather than through-traffic. There is also significant duplicate volume on Chapel Street and surrounding streets with many cars often circulating multiple times to find free on-street parking.

Trams

Four tram lines, as shown in the adjacent graphic, are connecting in an east-west direction, one along the full length of Chapel Street.

The 78 tram line runs along the full length of Chapel Street and with tram stops located roughly at 400m intervals. It is recognised that no tram stop is currently compliant

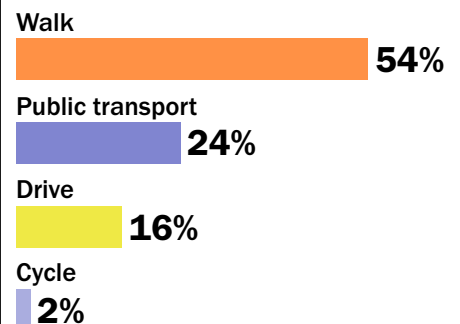
with standards for universal access, with no formal boarding stations along Chapel Street. Boarding and alighting occurs at road level and with significant level difference between roadway and tram. Tram stops also do not provide the full preferred tram stop length of 35m and often share alighting with loading and parking zones.

The 78 tram line is infamous as one of the poorest performing lines in the Melbourne wide network. Travel times from the northern to the southern end of Chapel Street [4km] can often take 20-30 minutes. It is evident that both, high traffic volume and tram operations have negative impacts on each other.

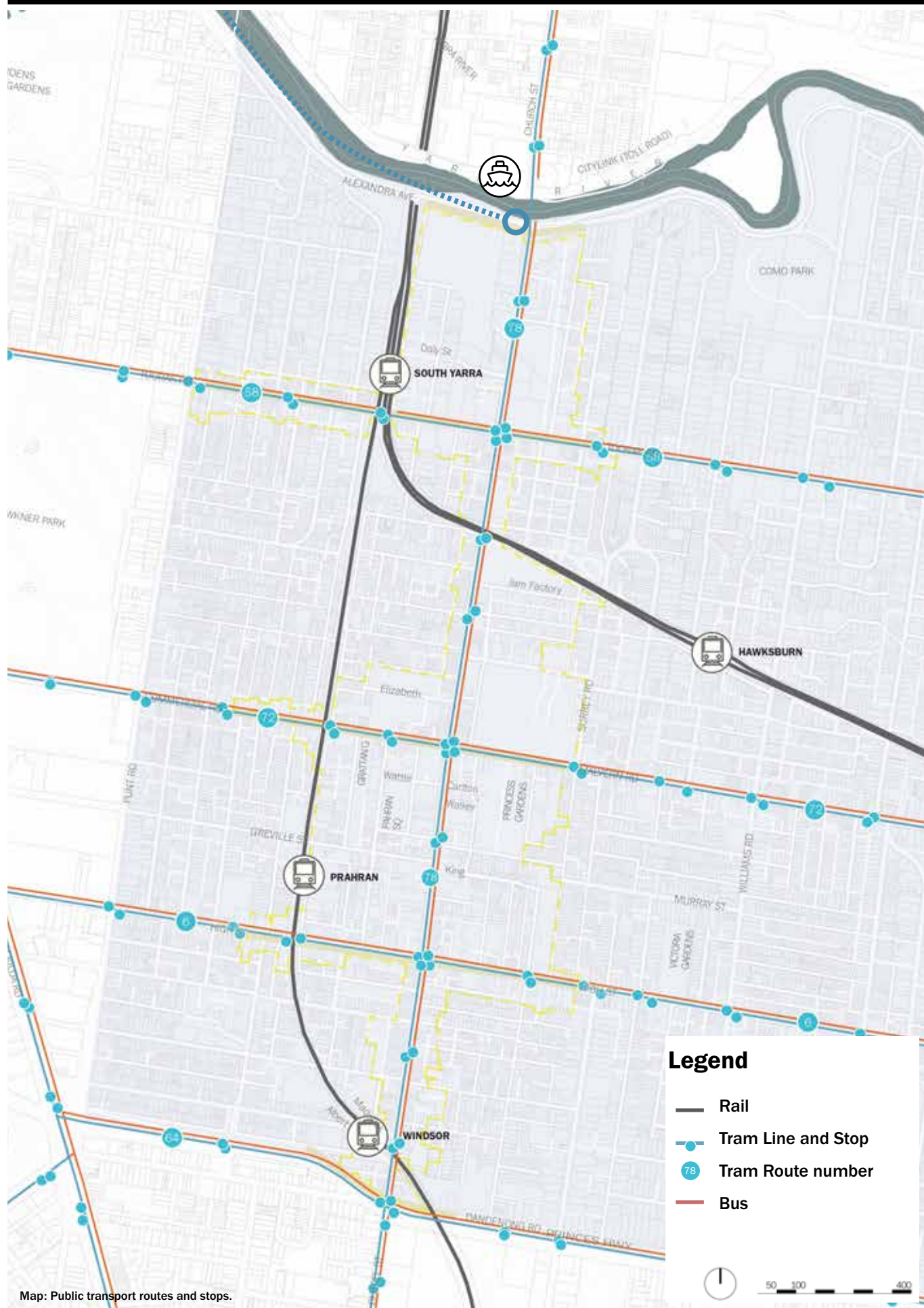
Travel Mode

Intercept surveys from over 600 people along Chapel Street identified walking as the most prevalent mode of transport for people arriving to the precinct. Driving encompassed just 16%. Although cycling represented only 2% of arrivals, the difficulty of intercepting riders was noted as a limitation of the survey which may likely be much higher. Further detail on active transport connections and parking are discussed on the following pages.

Travel mode



Source: Chapel Street Travel Behaviour Report, 2020.



ACTIVE TRANSPORT

- Key Strategic Cycling Corridor within metropolitan context
- Under-performing as a cycling corridor due to safety concerns and poor quality infrastructure
- Most dangerous cycling route in Melbourne

Within the broader Melbourne cycling network, Chapel Street plays a key strategic role connecting the north with the south, the bay and the river. The reality for cyclists on the street is far from meeting strategic aspirations and opportunities.

Strategic Cycling Connections

It is widely recognised that cycling will need to play an even more important role in city wide transport in future.

Cycling is already a popular mode both, for commuting between work and home, and for active recreation. Thus, cycling does contribute to the general health and well-being of Melburnians, as well as relieving the transport arteries from increasing pressure.

All local and state government transport policies note that in order to achieve targeted carbon reductions caused by transportation, the switch from car to bike [and public transport] is critical.

Within the broader Melbourne context, Chapel Street is a key connector between bayside cycling routes (such as Port Phillip Bay Trail) and those based on the Yarra River. Of these, the Greenline project

initiated by the City of Melbourne, seeks to further connect and improve the relationships between valuable natural open space, active transport and recreational opportunities for a growing population. The opportunities exist that Chapel Street can tap into, and connect, with these city-wide strategic changes.

The real conditions for cyclists are however far from the aspirations expressed in local and regional planning policy.

Cycling infrastructure on Chapel Street is provided by on-street dedicated or shared cycling lanes of approximately 1.3m width. Conflicts that result from this typical cross section of Chapel Street are discussed on the next page.

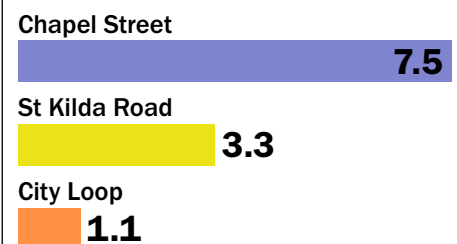
There have been attempts in the past to shift the cycling corridor off Chapel Street into more residential streets, however, practicality and acceptance by cyclists of these has not proven successful.

Recent surveys indicate that only around 2% of all visitors to the precinct come by bike. While this may be an underestimate due to the sampling technique it is clear most cyclists avoid Chapel Street as a cycling route.

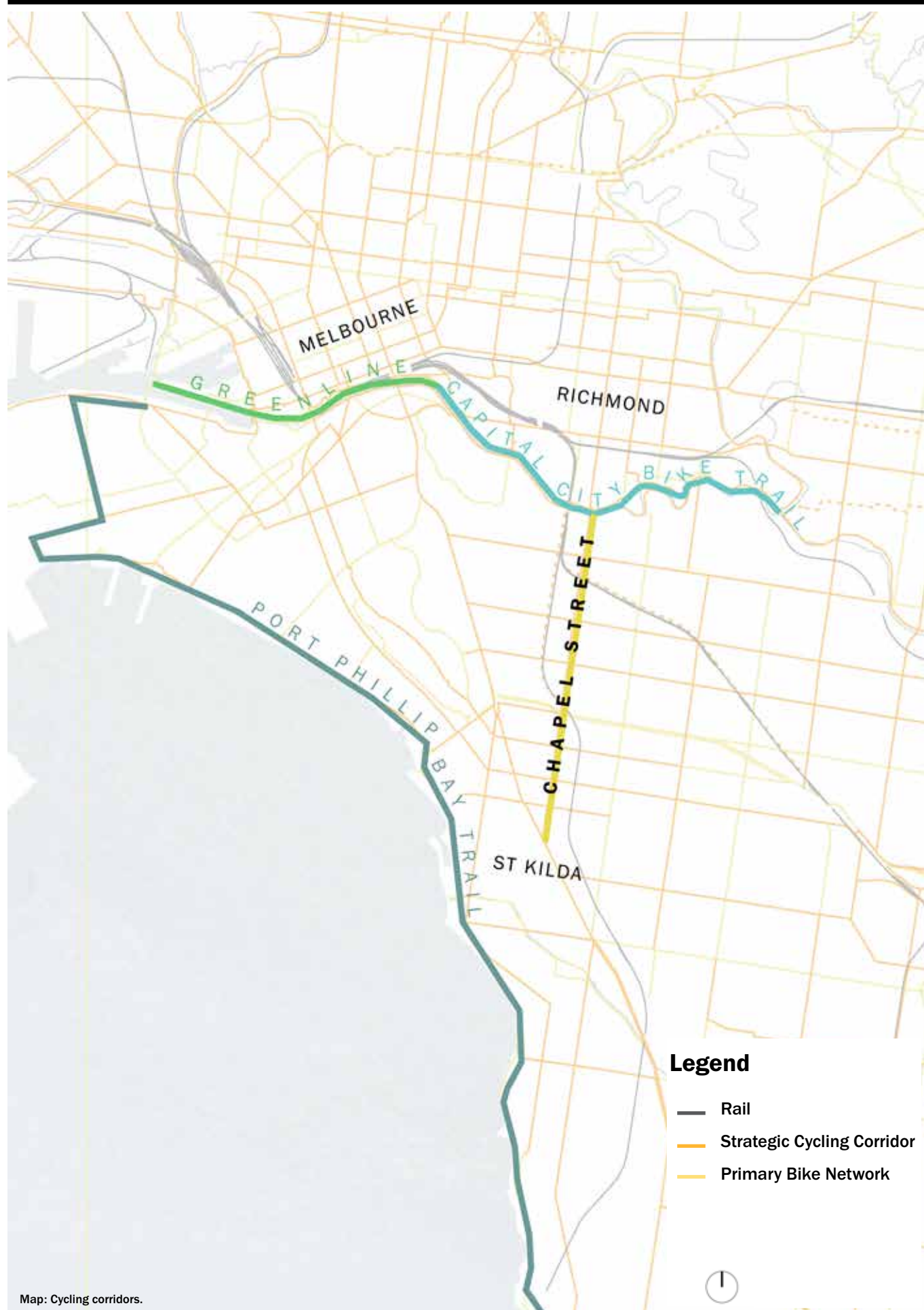
Chapel Street will and should remain the main artery for cyclists as they contribute to retail activity, streetscape activation and preferred sustainable transportation mode.

Key focus of the masterplan should be to enhance cycling opportunities for local residents and commuting neighbours.

Accidents per km/year



Map above:
Strava Global Heatmap, Cycling, accessed July 2022. Brighter colours indicate higher rates of use. Limitations noted as likely capturing more recreational riders than everyday commuters.



ACTIVE TRANSPORT

→ 54% of visitors walk to Chapel Street, yet they are allocated only 30% of the street space, much of which is constrained

Chapel Street is Melbourne's deadliest environment for cyclists (BikeSpot 2020 Project Report). There are many obstacles to overcome in order to achieve its active transport priorities as a designated Strategic Cycling Corridor.

Local Cycling Conditions

Cycling lanes are line marked along most of the study area, narrow and wedged between parking lots and the carriageways. In places, the lanes merge with turning lanes, loading zones, or disappear entirely. Due to the narrow nature of adjacent carparking spaces, cars are often extruding out into the dedicated cycling lane width, urging cyclists to swerve into the carriageways.

Bicycle Network have undertaken a bike lane rating scoring five distinct performance criteria such as position, separation, width, surface quality, condition and kerb structure. Five levels of performance quality can be achieved before a bike lane fails as deemed 'Not Fit For Purpose'. Chapel Street and Toorak Road both fail in this Melbourne wide bike lane assessment. For details on performance scoring and mapping see the following link:

<https://www.bicyclenetwork.com.au/our-campaigns/bike-lane-report-card/#map>

The statistics on cyclist amenity and safety reflect these conditions:

- More than 250 cycling accidents in the last five years in CoS, in average 1 serious accident per month
- 1 death on Chapel Street in 2018
- 68% of crashes resulted in serious injury requiring hospitalisation.

source: Cycling Strategy 2020-2025

These statistics seem largely caused by vehicular movement, desperately trying to secure free-of-charge on-street parking. These carparking spaces are short-term only adding to frequency of possible conflicts. Other reasons include 'dooring', when parked cars opening abruptly the doors without checking for cyclists. Turning vehicular movement with limited sightliness into the cycling lane are another reason.

The 2020-2025 Cycling Strategy promotes a series of possible interventions, to support trial projects and to test success and build community support.

A better separation between cyclists and cars is promoted, with Copenhagen style cycling lanes the ideal aspiration listed.

Other design strategies may include:

- Build-outs and jump signals;
- Dedicated cycling lanes along northern leg of Chapel to promote safer cycling at all hours of the day (currently limited to weekday peak hours);
- Re-thinking the short-term parking nature on Chapel Street;
- And balancing loading a pick-up/drop-off needs with cycling lanes.

Walking

Walking is a key focus for CoS which is reflected in the aspirations of their 2022-2030 Walking Action Plan. 54% of visitors walk to Chapel Street, yet they are allocated only 30% of

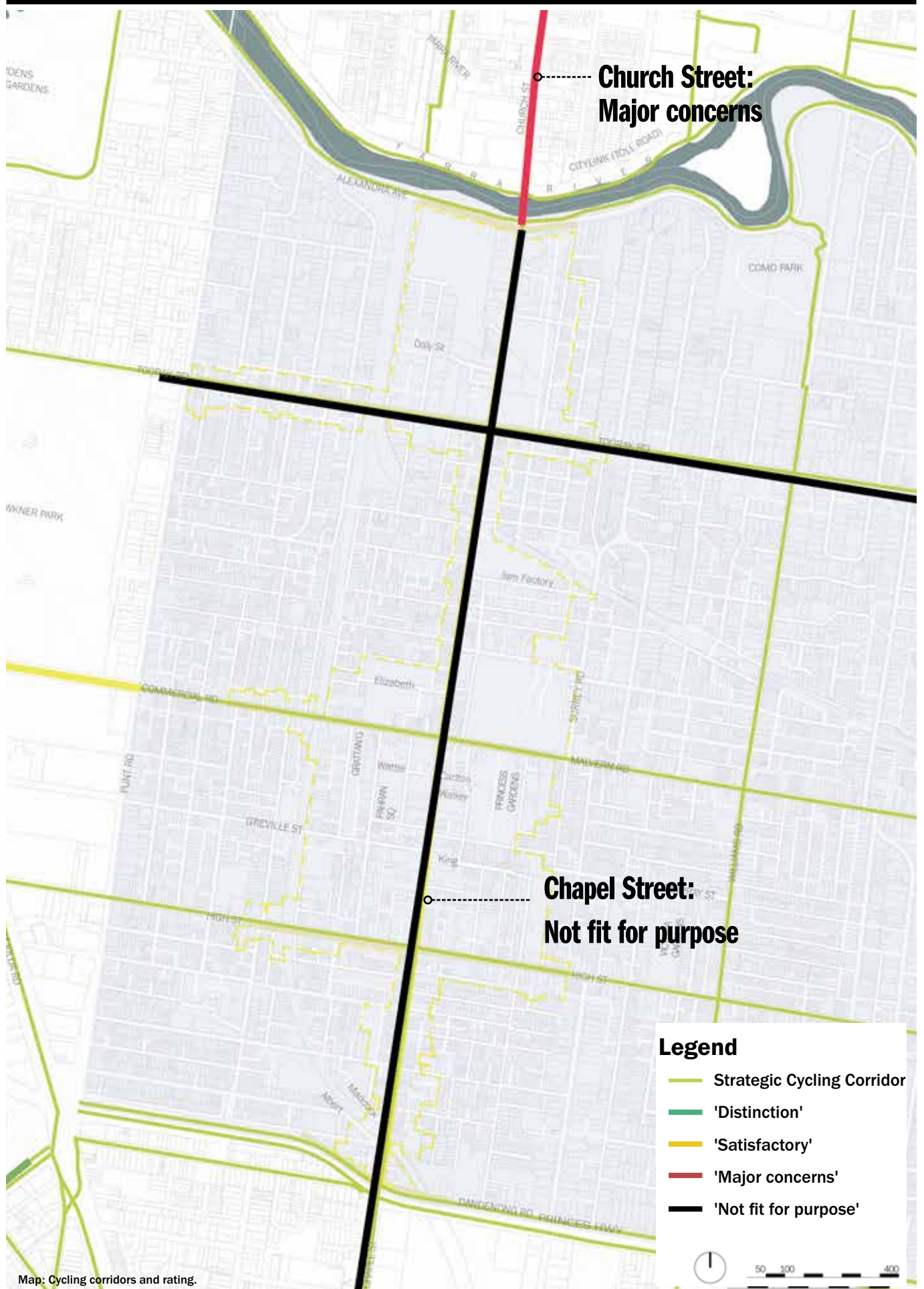
the street space, much of which is constrained and shared with other uses including on-street dining, shopfront stalls or displays, street furniture, lighting, bike parking, and tree planting. Crossing conditions and frequency of connections are also an inhibiting factor for pedestrian experience.

Improving both the area and quality of footpath space available to pedestrians in Chapel Street is critical to achieve the city's aspiration to provide a safe, comfortable walking environment for people of all abilities and for walking to be the preferred mode of choice for short trips. Walkers also have the highest spend profile across all transport modes in Chapel Street. Addressing areas of concern for disability access as well as providing shaded, green and welcoming places for movement are other key issues to address in design.

source: Chapel Street Travel Behaviour Report 2020
source: Walking Action Plan 2022-2030



Images:
01. Existing bike lane condition on Chapel Street. Source: Hassell
02. Copenhagen style bike lane on Grattan Street, Melbourne. Source: Hassell



Map: Cycling corridors and rating.

PARKING

- Free of charge on-street parking accounts for only 6.6% of the total precinct parking offer [398 spaces]
- 6 major CoS facilities provide off-street parking to the precinct [1,807 spaces]
- 50% capacity [776 spaces] exists at peak time in major CoS car parks
- All on-street parking could be accommodated for in nearby off-street parking facilities
- Other off-street parking not surveyed in this study includes several smaller CoS facilities [289 spaces] and other privately operated parking facilities [3,500 spaces]
- Total carparking offer currently available to precinct [5,994 spaces]
- Growing community support for increased on-street parking removal
- Improving signage and wayfinding could considerably increase utilisation of parking facilities off Chapel Street

During peak demand, about 50% of all CoS operated off-street carparking spaces are not used. Free on-street parking leads to traffic congestion and safety risks to pedestrians and cyclists.

There are three options to park a car when visiting the study area.

There are 398 parking spaces available on-street along Chapel St that offer parking for between 1 hour and 2 hours. These are free of charge.

Alternatively, there is on-street parking available in all adjacent side streets. These have maximum durations of various times, and are charged in various ways.

Thirdly, there are a number of off-street parking facilities, both operated by private providers such as the Jam Factory, and also operated by CoS, such as the newly installed Prahran Square carpark, the Elizabeth Street carpark next to the markets, and others. Overall, CoS offers 1,807 spaces in six major off-street facilities and an additional 289 spaces in smaller car parks. Private operators also provide an additional 3,500 off-street spaces across the precinct.

In total there are 5,994 car parking spaces available to the precinct in

both off-street facilities and on-street parking along Chapel Street. Note that this excludes any on-street parking also available in side streets off Chapel Street.

Traffic counts undertaken by One-Mile-Grid as part of this study suggest that at peak times on a Friday afternoon, occupancy of the 1,807 CoS surveyed off-street spaces varied between 38 - 83%. Traffic counts also reviewed useage of the 398 on-street parking spaces along Chapel Street. Collectively, a total of 776 spaces were available to visitors during peak times across this surveyed area.

Off-street carparking is signed by conventional non-dynamic wayfinding signage which can be difficult to spot in the general clutter of overhead services and signage.

The 2013 reVision Transport Strategy considers the highly sought after free of charge on-street parking spaces as one of the main reasons for traffic congestion, tram delays and cyclists accidents.

On-street parking during the evenings when most precinct visitors travel by ride-hailing modes such as Taxis, Uber or similar services, create conflicts for the safe pickup of passengers at many hot spots.

In turn, stacked car-park facilities in the back streets of Chapel are often considered unsafe and not attractive to be used at night time, pushing parking demand for example by employees and visitors of the many night -time businesses back onto Chapel Street.



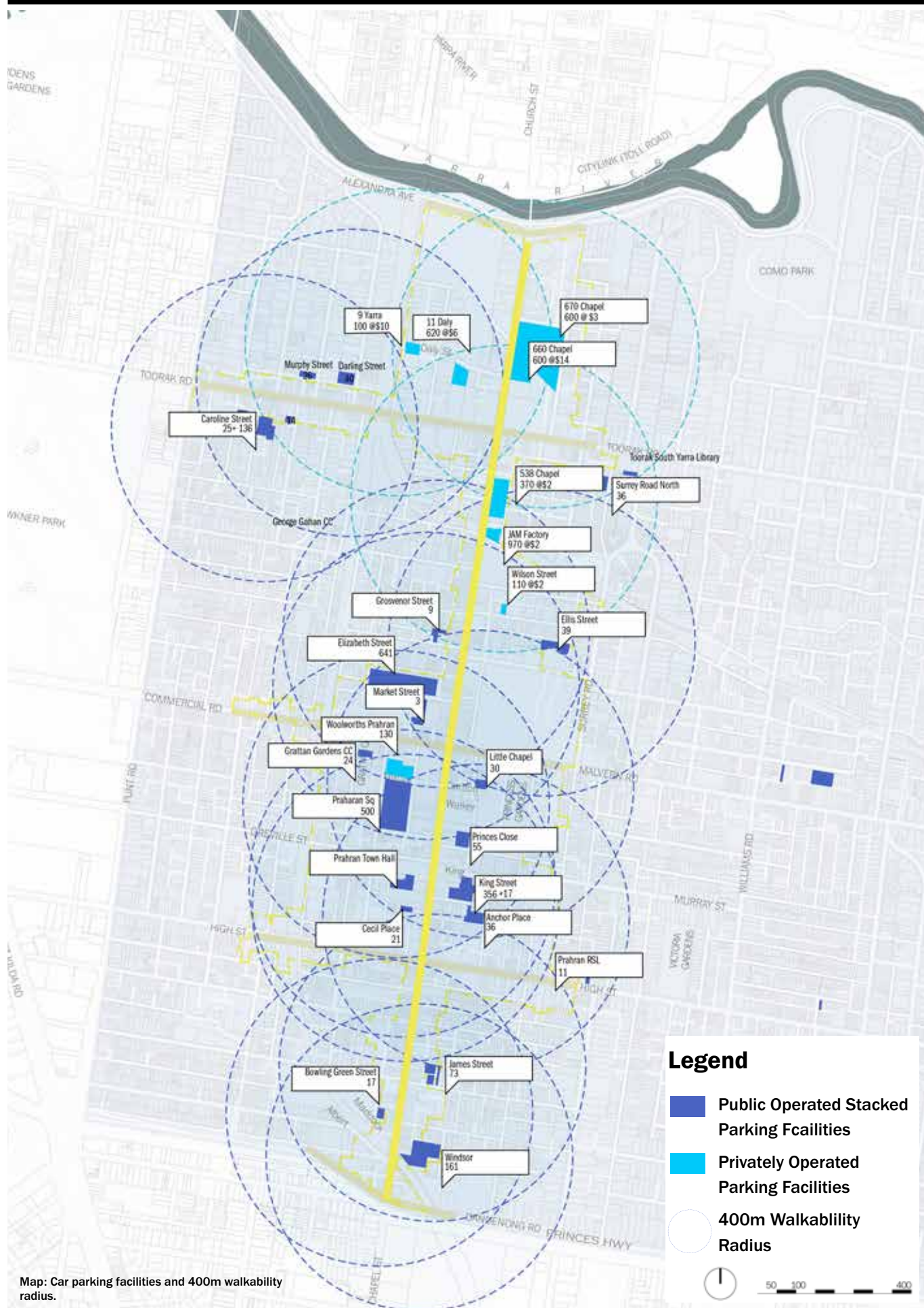
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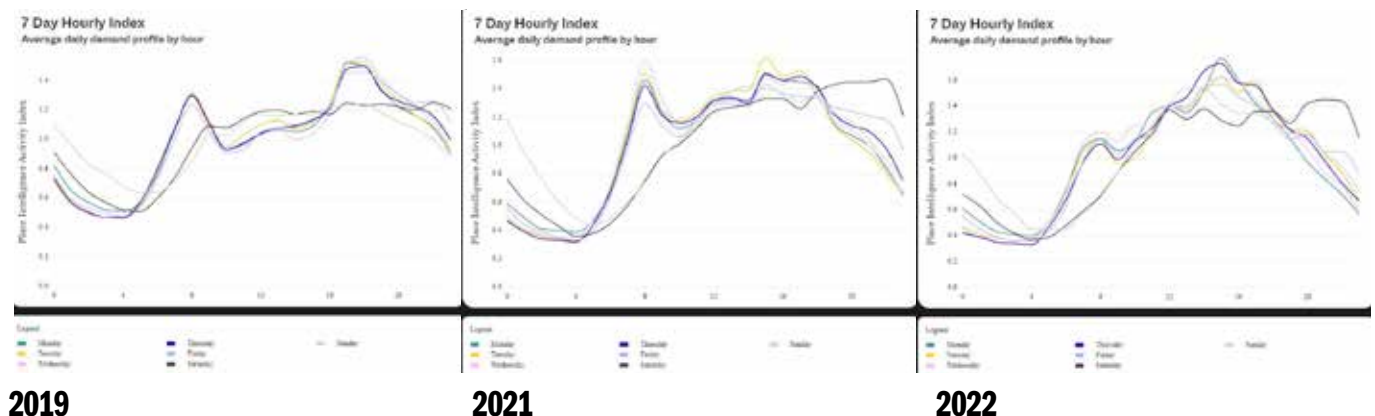
Images:
01. Weekend peak hour parking availability on Elizabeth Street carpark.
02. Wayfinding signage to one of the many off-street parking facilities.
All by Hassell.

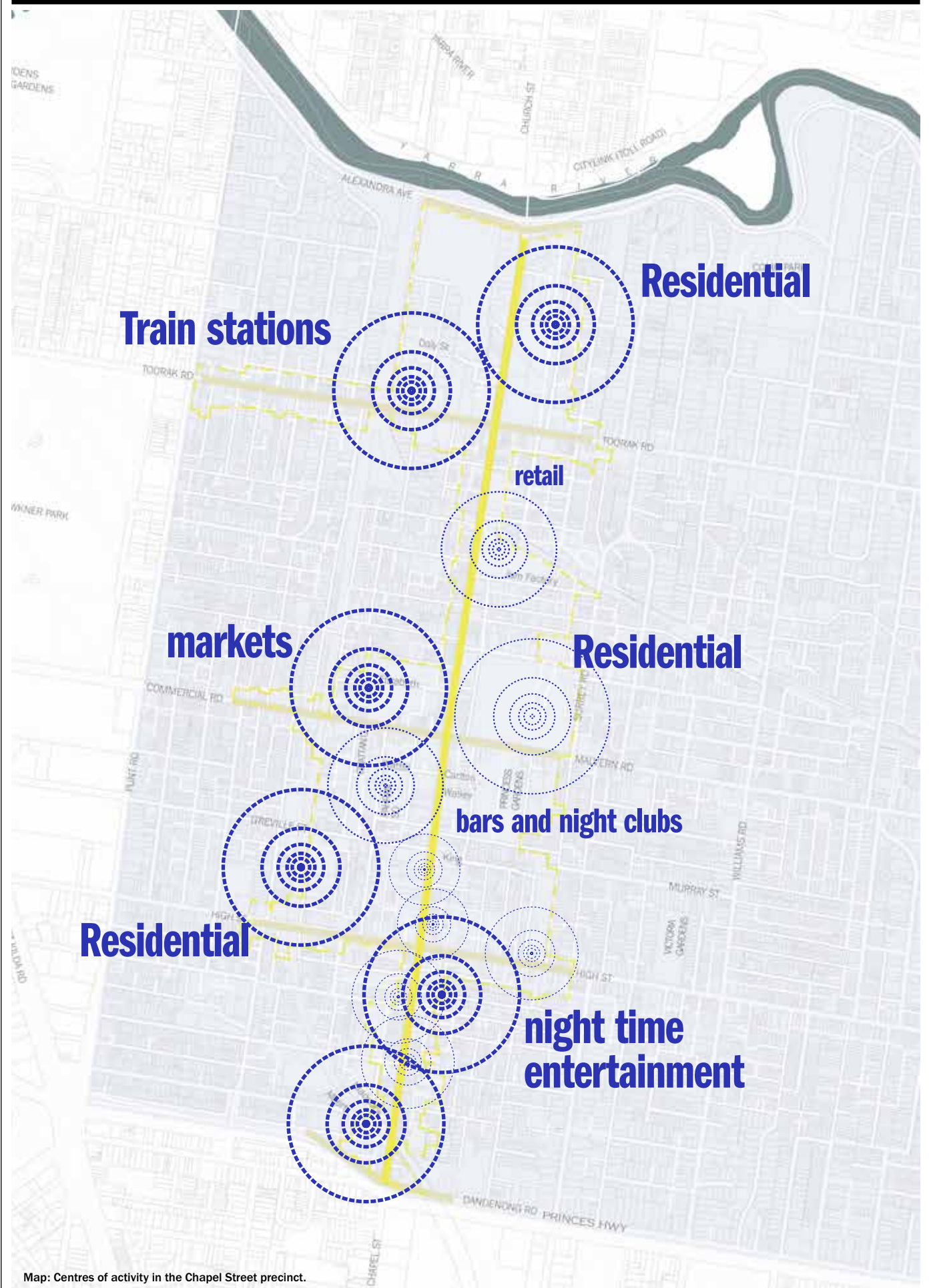
Contextual Understanding



VISITATION AND DESTINATIONS

- A detailed digital model of activity density, movement and destinations has been created for the time frame 2019-2022
- The model will be used by all consultants to test and verify assumptions
- Chapel Street is a true 24/7 activity precinct
- Peak activity occurs in the evening and night hours
- The hospitality focused Windsor shows second highest activity, the residential focused Forrest Hill shows highest activation [internalised]





Map: Centres of activity in the Chapel Street precinct.

STRESS & SAFETY

- Chapel Street is a true 24-hour activity precinct with high activation after dark
- Chapel Street and its side streets are often considered an unsafe and non-inclusive space
- The existing lighting is non-curated, ad-hoc and non-atmospheric
- Opportunity exist to better curate and use the theatrical opportunities of lighting to highlight features and create ambience
- Good lighting can assist in reducing anti-social behaviour and improve safety

Chapel Street is a true night time activity centre. The quality of light, from functional to spectacular, is important to enhance experiences and promote safety.

A large range of different light sources are observed along the corridor. Various luminaries, pole types and heights, light sources and colours, all contribute to a very diverse, un-curated spill of light. Whilst some areas are well lit, others even along the street itself, and more so in side lanes, are in comparison under-illuminated and create sensations of unsafeness. Community safety concerns have often related to inadequate lighting in laneways and also for people returning to parked cars.

Lighting is one of the most impactful

tools to create ambience, atmosphere and to highlight specific features. This can include the opportunity to use lighting for information e.g. public toilet signage at night.

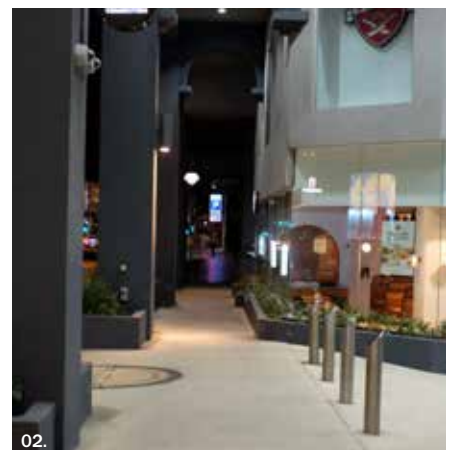
As such, the theatrical opportunities of lighting to choreograph the street and its divers identities, should be much more explored and utilised.

The CoS Urban Lighting Guidelines further outline the approach to a more sustainable, low energy consuming shift to LED lighting.

Impacts on environmental habitat in form of light pollution will need to be considered in particular in vicinity of parks and reserves, such as the northern end interfacing the Yarra ecological corridor.

The role of community safety cameras is also a point for discussion in managing night-time safety. The locations often rely on approval from utility companies to install on existing infrastructure and can lead to additional street clutter.

Images right:
01. Poorly-lit side streets. Source: ARUP.
02. Well-lit Como Centre. Source: ARUP.





VISITOR PROFILES

- Chapel Street is a 24/7 hour activity destination< attracting a wide range of different user and interest groups
- Stakeholders vary from local resident to metro Melbourne and state government agencies
- Between the various user groups, some conflicts of interest exist
- Opportunity exist by establishing a better public domain conditions for the various user groups, to reduce conflict

Chapel Street currently tries to be all things to all people. The users of Chapel Street vary greatly from day to night and although this creates vibrancy, it can also create tension between user groups.

A strong understanding of behaviours, priorities and drivers is needed to ensure infrastructure can support peaceful and safe co-existence and vibrancy. A large number of stakeholders can be identified that have a direct or indirect interest in the future of Chapel Street.

Many stakeholders are genuinely influential and must be consulted through this process. This will ensure individual and groups demands and needs are integrated into the Transformation process. These include:

- Traditional custodians;
- The local communities;
- Retail operators;
- Entertainment providers;
- Creative industry practitioners;
- Developers;
- Transport agencies;
- Education providers;
- Employees;
- Recreational visitors of all

abilities.

- Emergency service providers, particularly both Medical and Police

The adjacent diagram attempts to highlight special needs of certain stakeholders or user groups. These needs often stand in conflict with others, which is summarised below:

Local residents

- Need public open space to socialise, respire and be inspired by.

School students

- Need safe opportunity to commute to the many schools in the precinct, by foot or bike.

Cycling [commuters]

- Need safe cycling ways. This should be a priority given the existing sustainability and transport policies.

Shop workers and owners

- Need break out and meeting space, carparking.

Workers [growing numbers of office space]

- Need break out and meeting space, carparking.

Shoppers

- Need comfortable walk-able footpaths, an inspirational shopping experience, spaces to respire.

Diners and drinkers

- Love outdoor dining spaces.

Clubbers [late night business]

- Need queueing space, pick-up space and pre- or post-club gathering space [this may include possible anti-social behaviour];
- Clubbers demanding pick up in the early morning hours can clash with loading, servicing and operations;
- Clubbers also can clash with students and early locals, shoppers and commuters.

Share Ride Providers

- Need safe space for pick up.

Cars

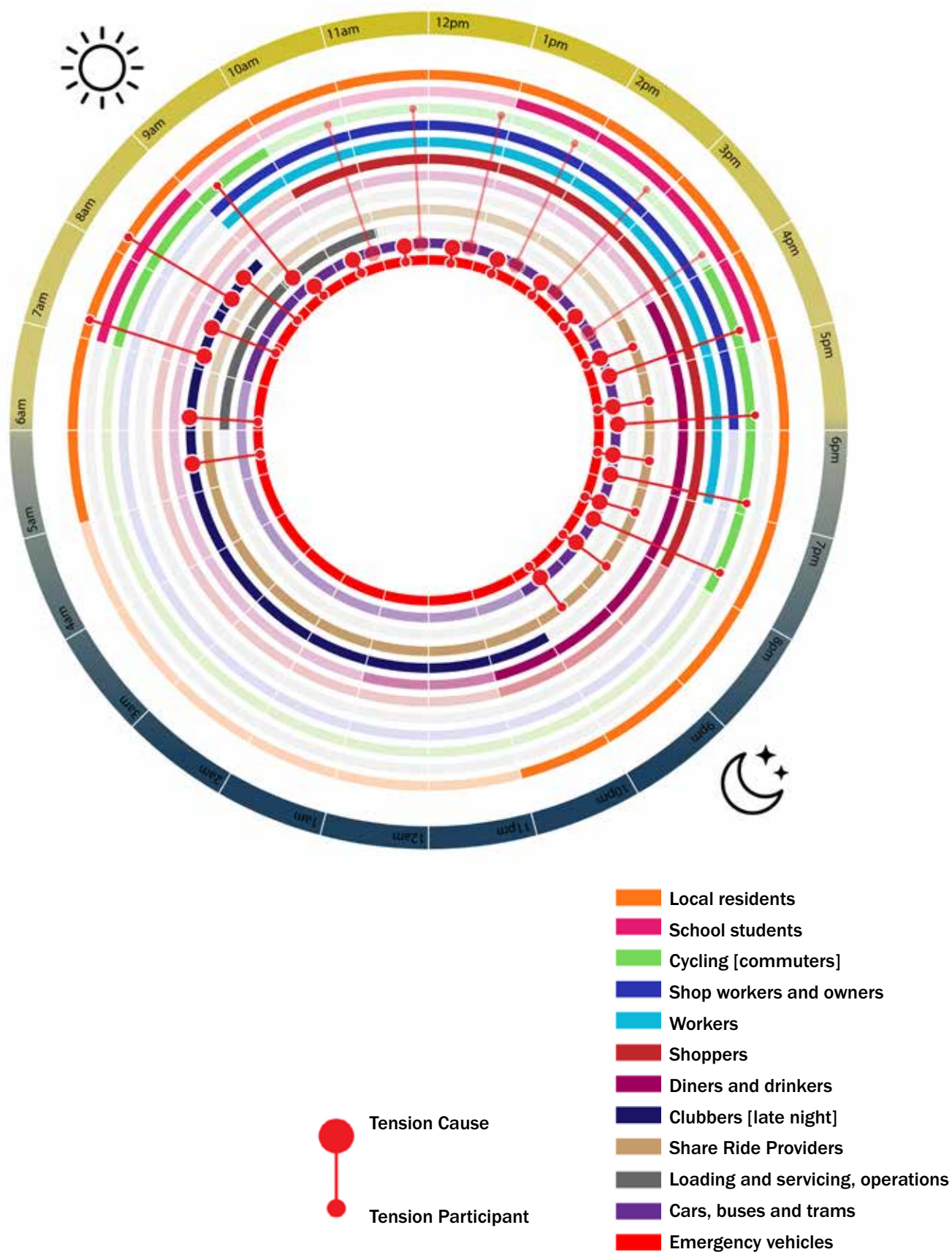
- Parking [on-street, spatial needs can be provided by off-street parking facilities]. On-street parking clashes with cycling and public transport;
- Driving [local traffic should get to destinations quickly, non-local traffic should be diverted to arterial roads].

Loading and servicing, operations

- Needs stopping zones non occupied by parking or ride share zones;
- Should be limited to specific day times to minimise conflicts.

Emergency vehicles

- Require access 24/7 to all locations. Currently, at night time, due to the concentration of parking, ride share and public transport, this often cannot be warranted.



OVERHEAD SERVICES

- A dense network of overhead wiring is still present in South Yarra and Windsor.
- Overhead services are a major detriment to spatial and experiential quality of the street
- The precincts with more recent development demonstrate a greatly reduced extent of power supply cabling
- Power supply cabling sits next to tram cabling [tram cabling not shown in adjacent map]
- Opportunity exists to continue to promote in-grounding of overhead wiring to improve both visual amenity and tree canopy coverage

The fourth elevation of Chapel Street, the sky, is a net of wires, poles and signs. These limit the experience of the open sky, reduce the ability to plant tall trees, and add to the overwhelming impression of 'stuff' in the street.

The major overhead wiring is utilised by the trams for power supply. It is generally high voltage electricity cabling. The networks are also shared with a number of other providers, such as CitiPower.

CitiPower overhead wiring mapping shows:

- Some sections in Forrest Hill and Prahran have received upgrades/ in-grounding in the past;
- South Yarra and Windsor sections still run linear wiring in addition to some cross cabling.

Overhead power supply for trams is not shown in the adjacent map, though are another key contributor to overall clutter in the sky.

The presence of both overhead power lines for buildings and wiring for trams is a major factor contributing to diminished spatial and experiential quality on Chapel Street. The undergrounding of powerlines for buildings and trams is now routine in comparable world streets.

In order to increase the opportunity for additional tree canopy, a long term strategy will be required to continue the successive in-grounding of overhead wiring. For Chapel Street, progressive undergrounding of power lines is inevitable and should be a high priority.



Images:
01. Overhead tram services, Chapel Street, 2022.
Source: Hassell.
02. Overhead electrical cables, Chapel Street, 2022.
Source: Hassell.

Contextual Understanding



GROUND PLANE

- Diversity in pavement materiality is contributing to a confused experience of villages and zones
- Some pavement types have reached near end of life and look tired
- Use of quality pavements is inconsistent with previous design guidelines
- Opportunity exist to continue to update pavement to reduce variety of old pavements whilst strengthening the main street experience against the special areas of village hearts

The pavements along Chapel Street are a mosaic of differing materials that have evolved piecemeal over time. Previous studies have identified the opportunity to unify these materials, however this has not been fully realised.

The 2013 Re-vision masterplan promoted the idea of a unified, standardised pavement design along the full extent of the street corridor, with exemptions at special places and pause points. The 600x 600mm bluestone pavement was intended to express quality, longevity and locality, matching with the City of Melbourne's standard material palette.

Portions of the street have been upgraded with the intended pavement. Over the years, repairs and infills with bitumen has removed the high quality feel to many of these sections.

Other sections have been upgraded with bluestone, however, the paver size and sometimes the joint grid

varied, resulting in a different experience to the original standard.

Some sections around Toorak Road have been upgraded with bluestone pavers however these can be extremely slippery when wet and have anecdotally not created a high quality experience when walking on them.

Many other sections are still the original, pre masterplan bitumen, precast concrete paver or insitu concrete slab options.

Other sections have been upgraded, and as per original masterplan with 'special pavement' to reflect pause points or articulate the village heart extent.

Through our site observation, these 'special pavements' can add to the visual confusion of Chapel Street.

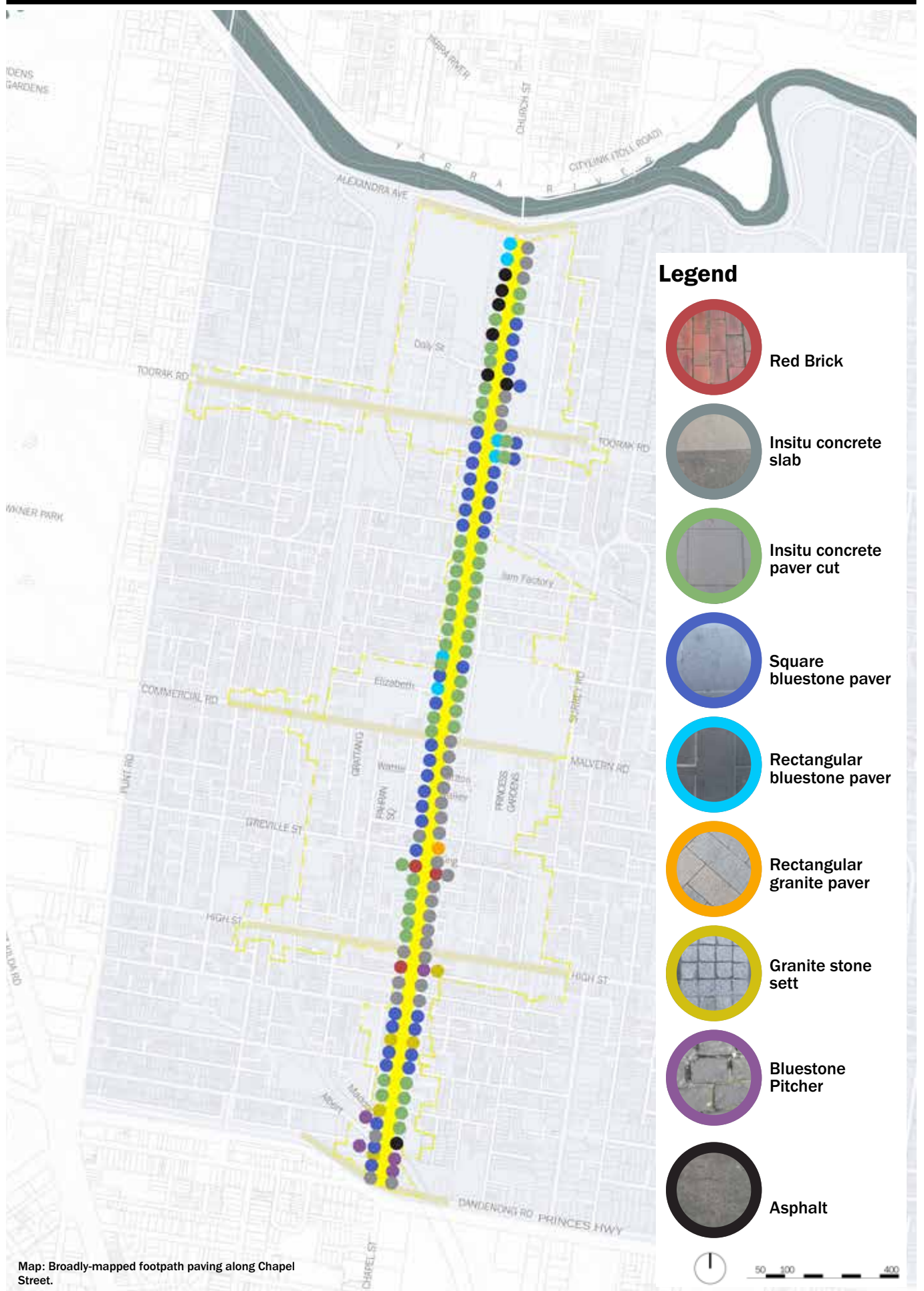
Whilst the original vision still needs to be supported in consequential projects of upgrade works over time, we believe that a review of the dispersion of pause points and village hearts is needed to enable a more legible experience of zones and precincts.

The future paving treatments of Chapel Street must also be assessed against stringent sustainability principles in regards to embedded carbon and source of the materials.



Images:
01 - 04: Various pavement types and qualities along the street. Source: Hassell

Contextual Understanding



PUBLIC LAND USE

- Over 55% of all space in Chapel Street is currently dedicated to vehicles, with 11% of that being dedicated to on-street parking
- Parking utilises over 6,000m²
- Parking contributes only 5% to retail activity
- Typically 12% of Chapel Street is allocated to cycling though this is not a true dedicated space and is frequently encroached by vehicles
- Successful installation of temporary parklets as alternative use of parking area

During COVID-19 lockdowns, temporary measures such as extension of footpaths and public domain areas enabled residents to better engage with the public domain.

The typical cross section of Chapel Street is approximately 20m. 30% of this is typically dedicated to pedestrian movement, with a 3m footpath either side of the street. The competing uses for this area include pedestrian movement, alfresco dining, street trees, furniture, bike parking etc.

The remaining 14m width is currently dedicated to all other modes of traffic, including parking, moving cars and trams, and bikes.

The Traffic and Transport section identified that space allocation for each transport mode is not meeting the increasing demands.

The same applies for movement and dwelling space for pedestrians.

Where there is alfresco dining areas, this 3m pedestrian allocation can reduce to 1.5m. This does not meet

current DDA standards for pedestrian thoroughfares. At peak times these pinch points can become a challenges to pass through.

The 2013 reVision masterplan has recommended the establishment of kerb extensions at pause points or street crossing locations. Some of these have been established, offering needed relief to pedestrians.

During the periods of COVID-19 lockdowns, CoS responded to a general human need across the world for additional outdoor public space. This response has been to ease the application and approval process for outdoor dining.

In addition, a suite of temporary parklets were installed on existing carparking spaces.

Comprehensive community surveys undertaken in 2022 confirmed that the vast majority of locals and visitors enjoyed the additional space for people.

[source: Urbis Stonnington's Outdoor Dining Reform Appraisal]

This matches a general global trend to shift public land use from car dominated to people focused. Many studies from around the globe confirm economic uplift by promoting slower travel speeds such as walking and cycling through retail streets.

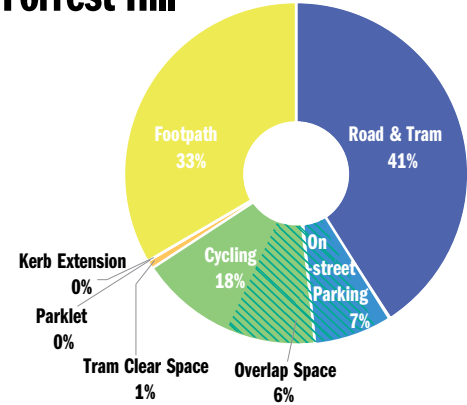


Images: Various expressions of people-focused land uses:

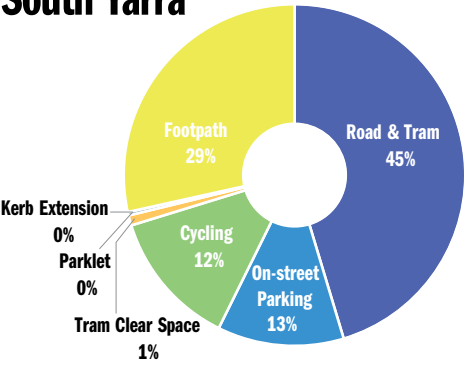
- 01. Parklet build-out in Windsor;
- 02. Pedestrian area in King Street, Prahran;
- 03. Greville Street, Prahran;
- 04. Kerb extension, Windsor.

Source: Hassell

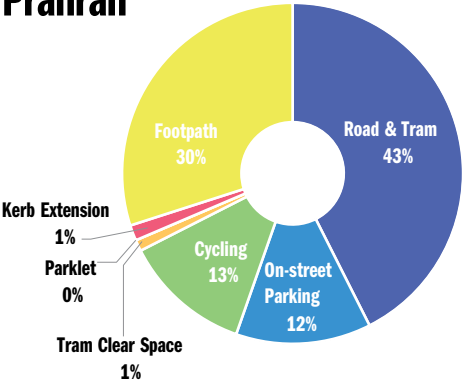
Forrest Hill



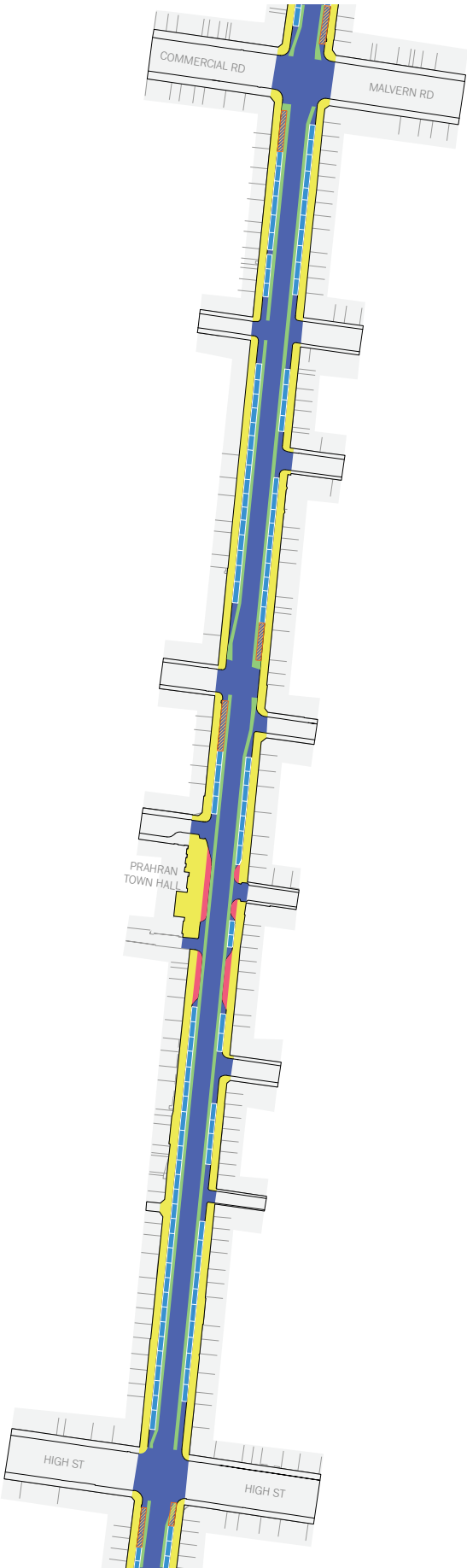
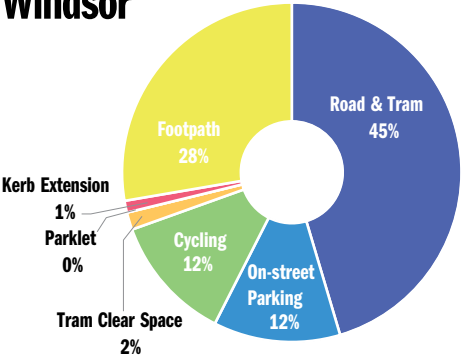
South Yarra



Prahran



Windsor



Map: Land use breakdown of the four precincts along Chapel Street

Map: Extract of Chapel Street showing approach to calculation of land use

INTERFACING MAJOR WORKS

→ Opportunity to align efforts for better synergetic outcomes between development and investment activities

A number of existing and future planned projects interface with the Chapel Street corridor, with various implications and opportunities.

From north to south, the following projects are known:

Melbourne Water Drainage Upgrade

Currently underway, an infrastructure lid associated with the former Hawksburn Creek Channel. The lid occupies a large piece of public domain, forcing pedestrian movement to utilise adjacent private domain. Opportunity is to integrate this section with some public programme, such as seating, resting etc. Site specific responses should support the overall masterplan vision and objectives.

Metro Tunnel Portals and Siding

The Metro Tunnel works ongoing for another 1-2 years includes the provision of a new public green space at the Siding Reserve and upgraded streetscapes, including minor design changes and landscaping along the new Lovers Walk. Potential future connection to a new plaza on Toorak Road also exists though this is dependant upon delivery of a private development described below. If delivered, this would ultimately allow a direct, high amenity pedestrian connection between Chapel Street and South Yarra station. Arthur Street is another key connector between the gateway of South Yarra Station and

the destination of the Jam Factory that should be explored for future public realm upgrade to create a safe pedestrian environment and further manifesting the notion of a South Yarra Village heart.

Jam Factory Renewal

Another opportunity to strengthen the village heart is the planned upgrade works to the Jam Factory. As these are in planning and aligned in regards to program with the Chapel Street masterplan, coordination between the two projects is desirable to maximise the relationship benefits between private and public domain.

Private Developments

Three major developments are earmarked to our knowledge. The 402-416 Chapel site, once no longer required for Metro use, will offer a mixed use and residential offer.

An integrated commercial/retail site and new public plaza interfacing to South Yarra station is proposed at 162-164 Toorak Road. If constructed, potential exists to establish direct pedestrian access from the new Siding Reserve delivered by Metro.

The Prahran Arcade is currently undergoing renewal, and once completed, should enable pedestrians to pause and engage with the renewed heritage building.

Homes Vic Estates

In Planning phase is the upgrade and development initiatives for Horace Petty and Essex St Estates, which supported by the current construction of Bangs Estate, will potentially deliver possible additional open space, playgrounds and skate parks

that could be an attractive 'hinterland offer' with strengthened connections to Chapel Street.

Services and utilities

Currently known are only telecomms upgrade works on King Street. More detailed understanding of additional service upgrades in the study area is intended through external stakeholder engagement in the next stage.

Yarra Trams/ PTV:

Referencing the Tactical Tram Stop Calgary model to test the roll out of better accessible tram stops in traditional high street environments. A potential location of these light structures has been identified at Windsor Station.

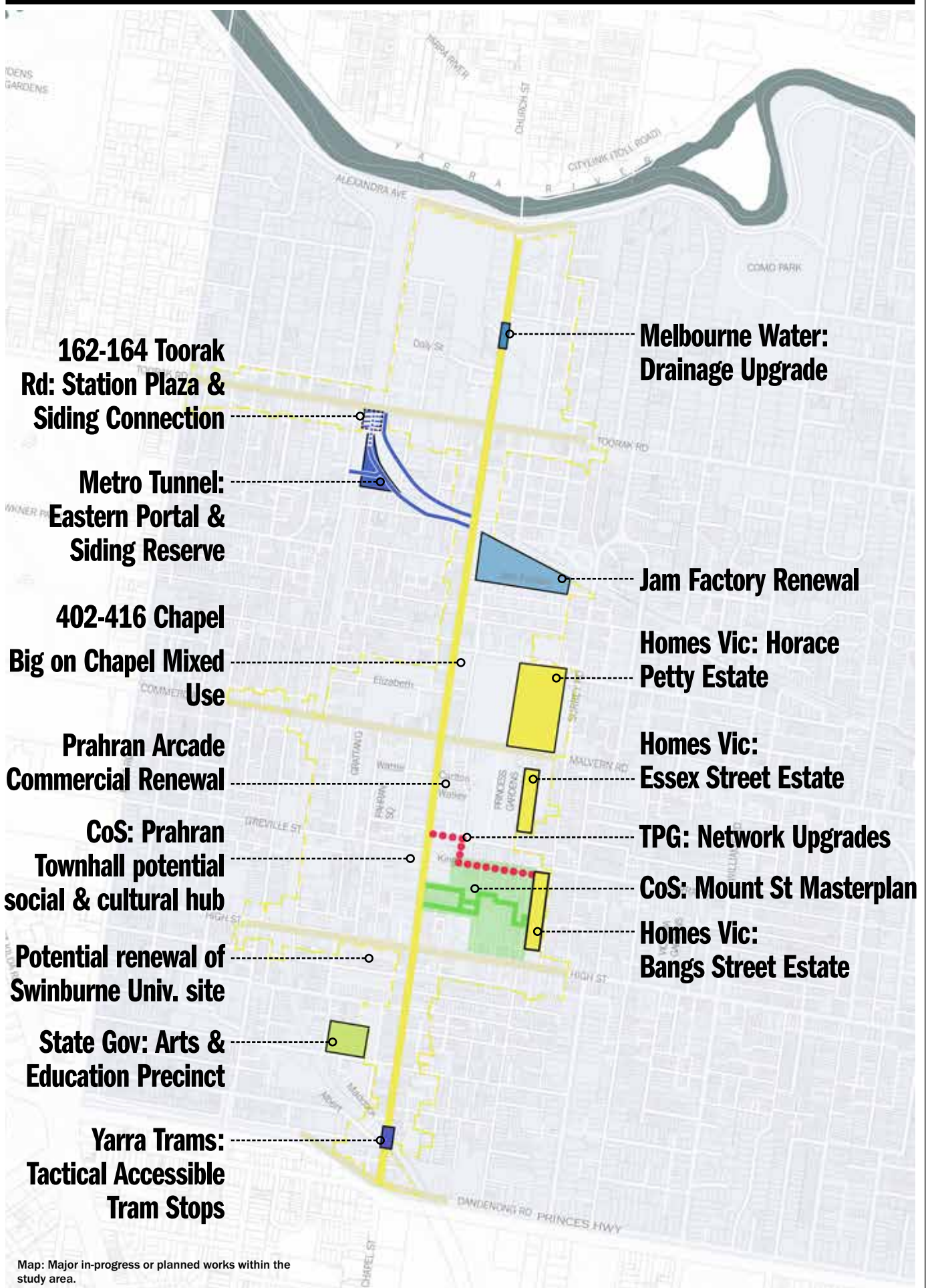
Yarra Trams currently have expressed no plans for any major network upgrades such as in-grounding the power supply.

Local Government

Local Government initiatives include the Prahran Aquatic Centre redevelopment and Prahran Skate park relocation and upgrade projects which will both assist in creating a more attractive and extended recreational program to the broader Chapel Street experience.

The Mount Street masterplan is another key project in this area that will enhance the interface between Bangs Street and Chapel Street through a series of interconnecting green spaces, pocket parks and people-friendly streets.

The Prahran Townhall is also currently being considered for redevelopment into a social and cultural hub.



STREET ASSESSMENT

Along the 2.5km of the study area, Chapel Street varies in expression and character. The following pages highlight the observed qualities of each village, summarise key connections, and identify destinations.



Image: Chapel Street, with bicycle rider, parked cars, pedestrians, 1990s by Rennie Ellis. Source: State Library of Victoria.

FORREST HILL

The fast growing village does not offer activated street edges along its entire length, does not celebrate its proximity to the Yarra. It contributes substantially to the overall activation of the area.



- Set-back gardens and pocket parks along the street



- Woolworths

- To the Yarra

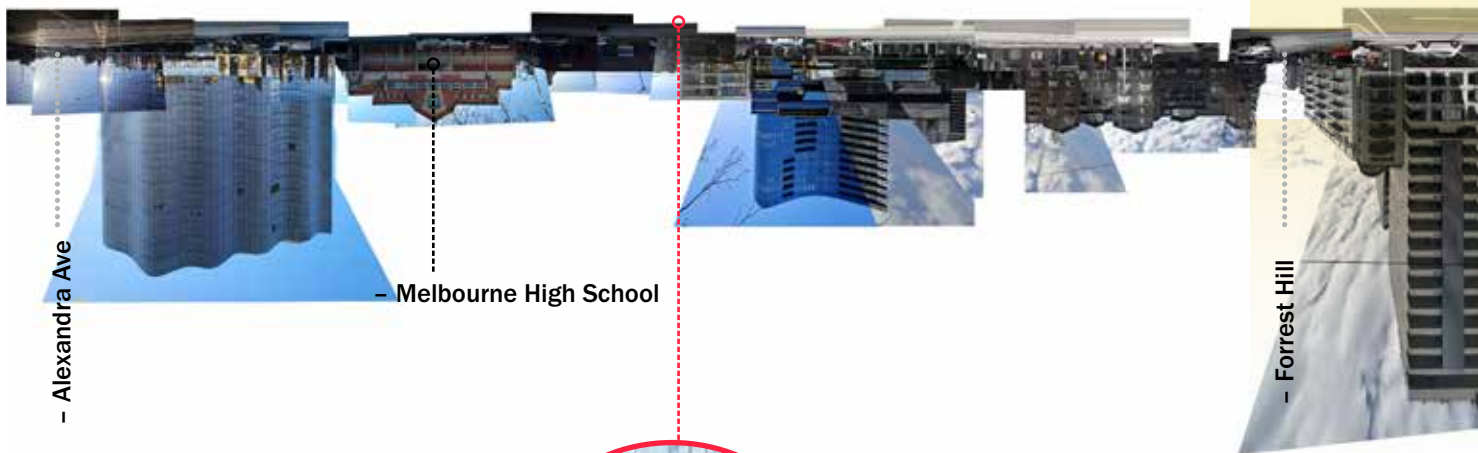


- Alexandra Ave

- Malcolm St



- 2013 M



- Alexandra Ave

- Melbourne High School

- Forrest Hill



- Cyclist share spaces with on-street parking, no dedicated cycle path outside peak hours

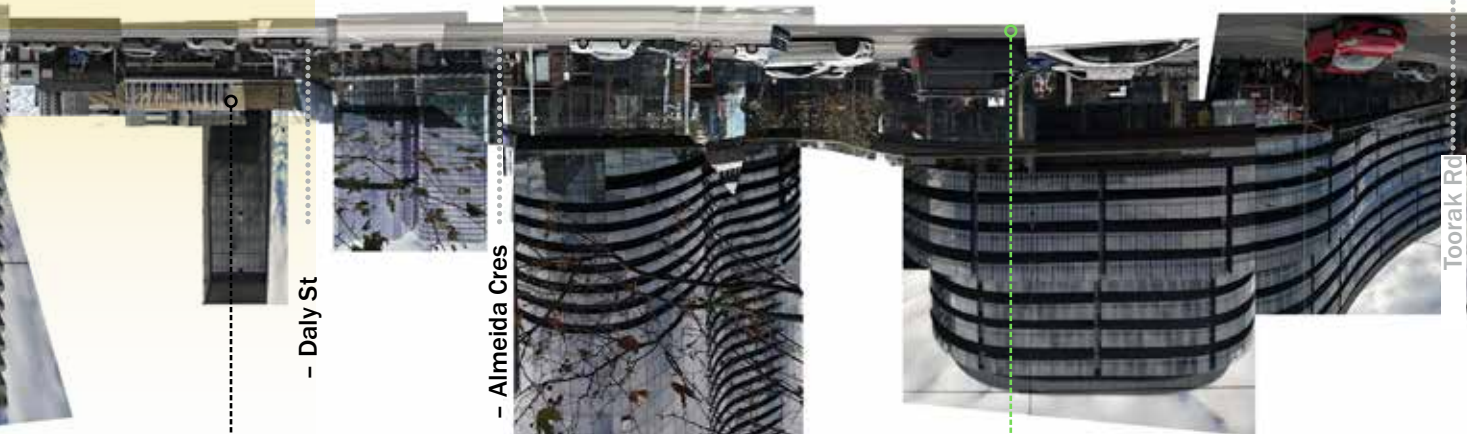
- Limited continuous active frontages & night-time activation



- Como Centre



Masterplan Village Square



- Daly St

- Almeida Cres

Toorak Rd



- Wide footpaths with high level of tree canopy coverage

- Laneway connections through to South yarra Station

SOUTH YARRA

The retail epi-centre offers some of the greatest destinations along the street, attracting shoppers, cinema visitors and a growing number of diners to the area.

Traffic congestion



To Surrey Park
(260m)



Colonnade



Jam Factory



2013 Masterplan Village Square

Toorak Rd

Oxford St

Palermo St

Garden St



To South Yarra
Station



Narrow & diverse
shopfronts

Bond St

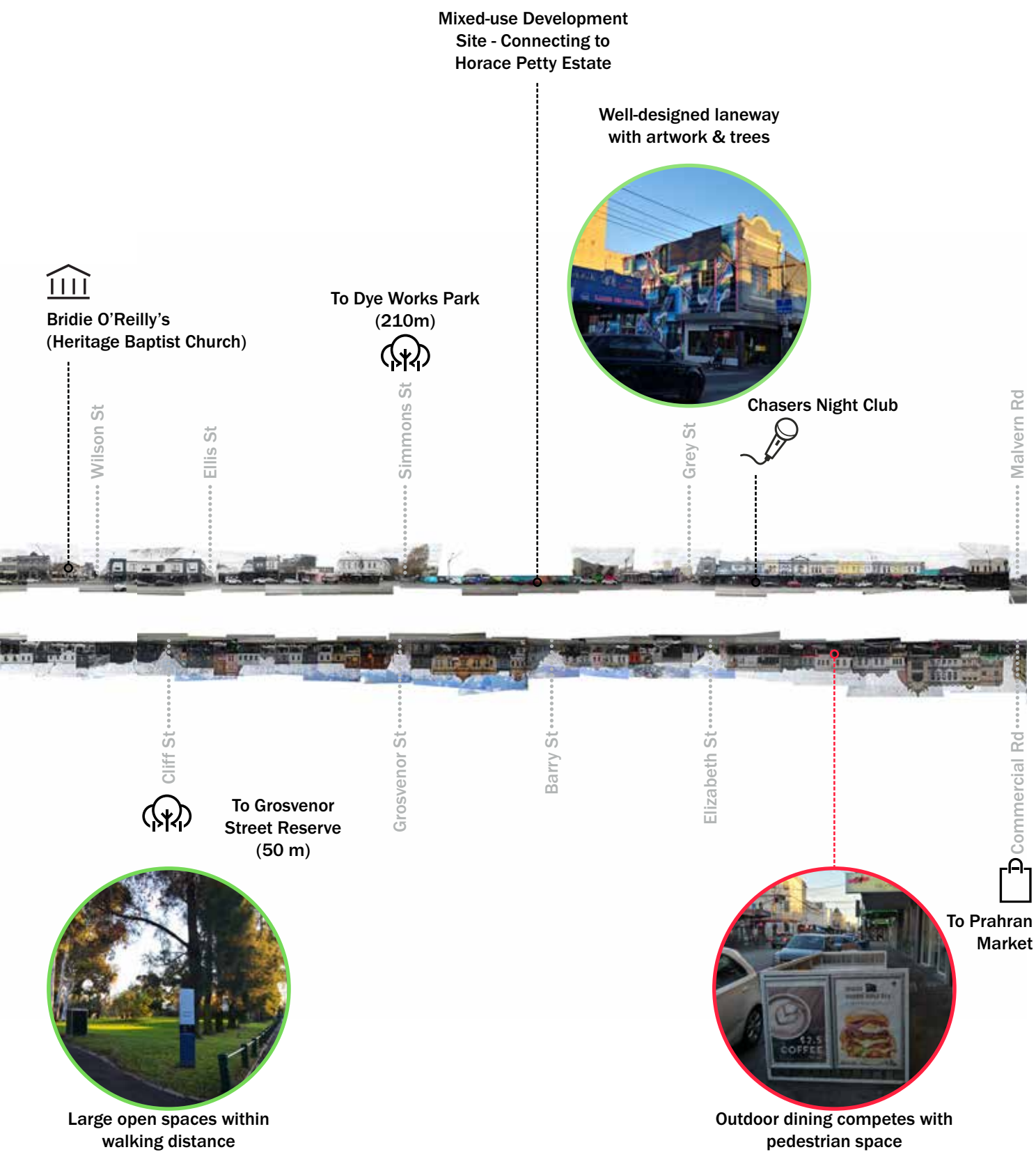
Lovers Walk

Arthur St

Fitzgerald St



To South Yarra
Siding Reserve
(260m)



PRAHRAN

Densely covered with boutique shops, cafes and restaurants, this village is not only the cultural and civic centre of the area but also amalgamating attractive shopping opportunities with evening and night time entertainment options. This precinct has seen substantial upgrade works.

Heritage facades hidden behind awnings & signage



To Prahran Aquatic Centre & Prahran Skatepark (160m)

To Princes Gardens (90m)

Chapel off Chapel

To Princes Gardens (150m)

Malvern Rd



Former Commercial Bank of Australia



Carlton St



Walker St



Prahran Arcade



Princes Cl

2013 Masterplan Village Square



Commercial Rd

Prahran Central



Love & Lewis Building



The Big Store



Former Reads Store



To Prahran Square (80m)



To Grattan Garden (160m)



To Prahran Square (80m)
Civic and parking



Laneways leading to hinterland destinations lack design qualities



Lit windows on both sides of the street create a safer walking environment at night

Urban upgrades around the Town Hall have brought back some pre-covid street vitality



Least tree canopy cover of the street



The Commercial Banking Co of Sydney

Parking

King St



National Bank

Cecil Pl

Anchor Pl

High St



Greville St

Court House Ln

Prahran Town Hall



Revolver Upstairs



Former Colosseum Building



The Osment Buildings



High St



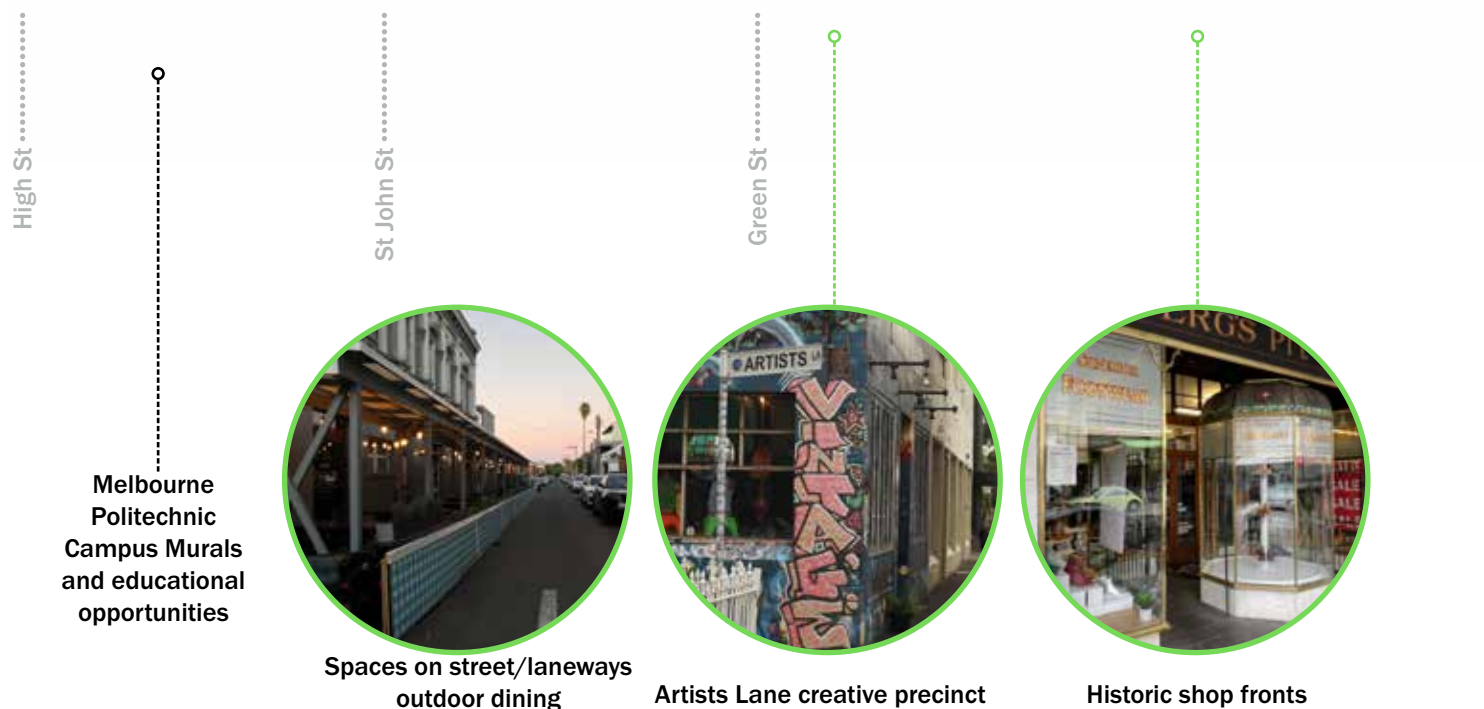
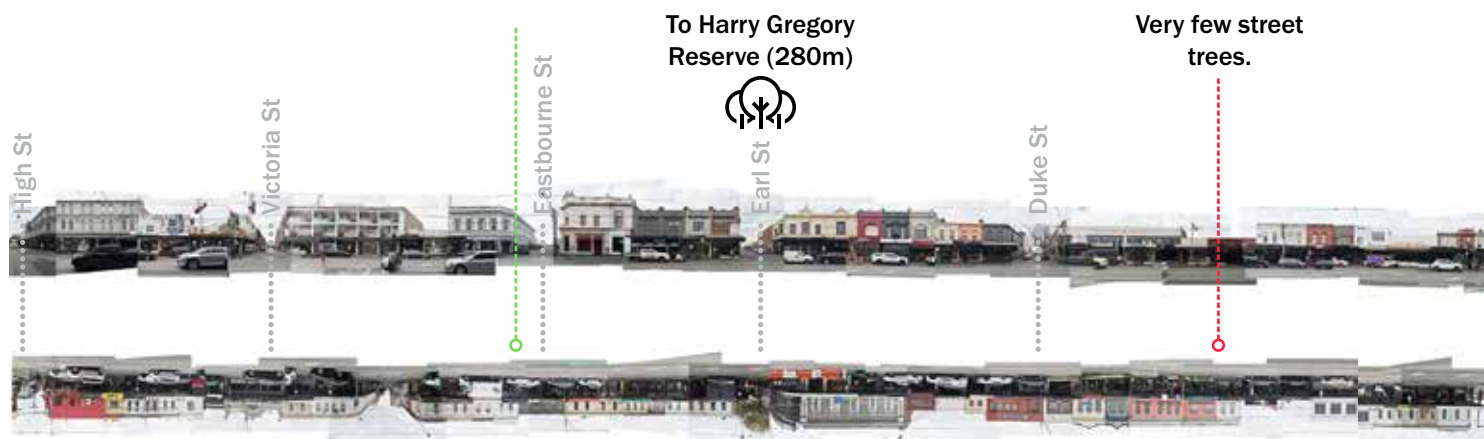
Greville Street Shared Zone as precedent for very successful transformation



Places & shops for all ages

WINDSOR

The hip southern village attracts with a range of bars and restaurants, attracting a growing number of food destinations such as Hawker Hall. The vibrant and diverse village still retains a bit 'grunge' vibe and got opportunities to become a creative hub.



Regular alfresco dining areas
on narrow footpaths



To Alma
Park West
(100m)



Dandenong Rd / Princes Hwy

Parking

To James Street
Reserve (80m)



James St



McIlwrick St

2013 Masterplan Village Square

Windsor Station



Maddock St

Peel St

Vine St

Dandenong Rd / Princes Hwy

Union St



To Windsor Siding
(200m)



Public open spaces around
Windsor Station



Public open spaces around
Windsor Station with night
time activities

4 IDENTITIES

→ Distinct characters of the 4 precincts should be amplified whilst the continuous experience of a Chapel Street Identity should not be lost

The observation of Chapel Street being made up of 4 distinct identities has been identified in past studies and is still observable today. This project will test this idea and amplify these differences.

Along the length of the street, the various characteristics of the 'villages' are quite noticeable.

Forrest Hill

With its contemporary large box mixed use developments, the precinct is built tall and dense. A number of new developments integrate shops and food&beverage outlets. Large sections remain inactive with carpark entries, closed façades or shop fronts stickered up glass façades. Footpaths are overall wider due to set backs.

South Yarra

The traditional retail epi-centre with its charming Victorian shopfronts offering a wide diversity of distinct architectural expressions.

Traditional food outlets enclose the narrow footpaths even further, few trees provide amenity.

Prahran

The physical centre of the street is also its civic centre. The former Townhall and auxiliary civic program such as library and community

centres, the historic food market have all created a highly active, dense neighbourhood. The glamorous retail architecture of the Prahran Central or the Prahran Arcades are legacy of the gold rush induced wealth.

Windsor

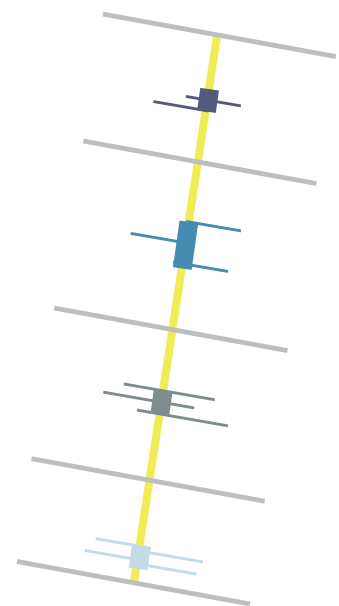
With its small and narrow shops Windsor has not benefited from the fashion and retail boom of the 80's and 90's. It remained a bit 'left of centre' until the recent hospitality boom discovered the charming well spaced real estate for small and hip bars, restaurants and cafés.

During the lockdown, Windsor saw most of the temporary parklets that were established on the roadside, which contributed to a generous vibrant flair once the city became alive again.

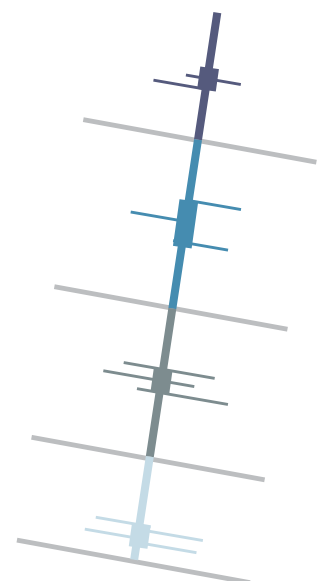
The 2013 reVision masterplan promotes the individualisation of these distinct neighbourhoods promoting diversity in user experience. Various street renewal projects of different qualities have resulted however in a somewhat in-homogeneous street experience not helping the legibility of each village, nor creating that continuous 'Chapel Street brand'.

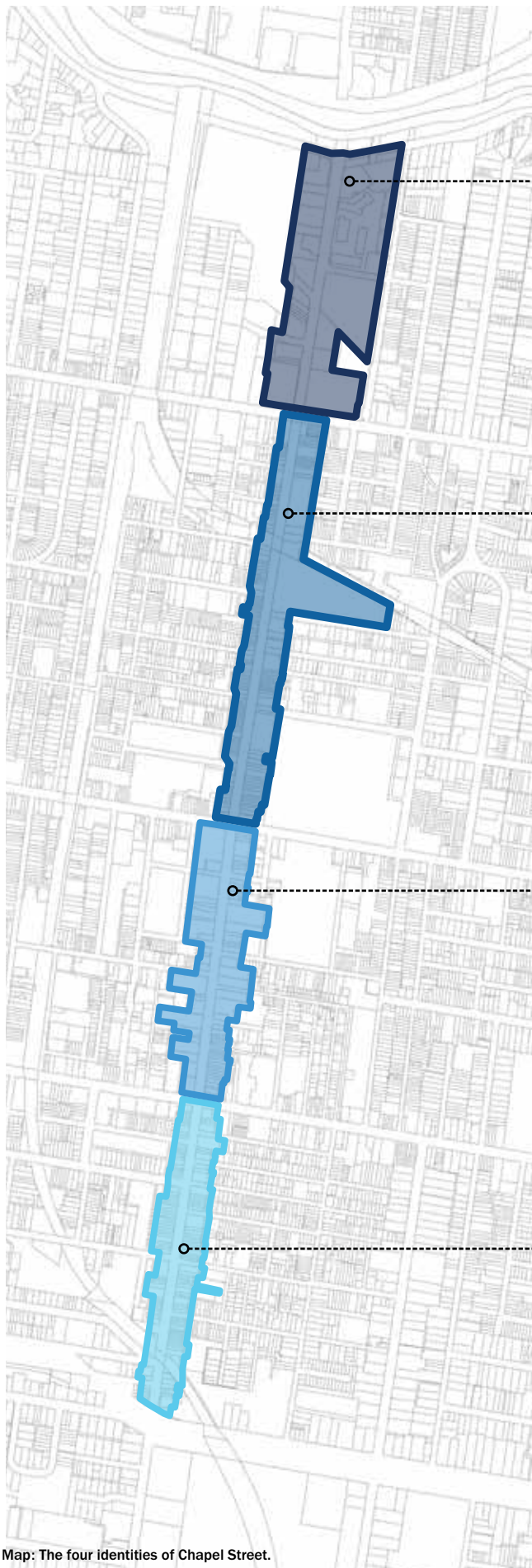
Whilst both directions have their own advantages, the 2022 masterplan will need to strengthen the preferred direction.

1 Chapel Street - 4 village hearts



4 neighbourhoods along a spine





Map: The four identities of Chapel Street.

Forrest Hill

- Largest existing trees along this stretch
- Commercial buildings and towers
- Building typology varies - height varies
- Commercialised the further north you go.
- North - clean, commercialised

South Yarra

- Fashion (mostly big name / conventional brands / chains)
- Furniture and art shops
- Culture area (Jam Factory / Cinema)
- Shopping culture has changed significantly - no longer the place to go for shopping - missing a point of difference

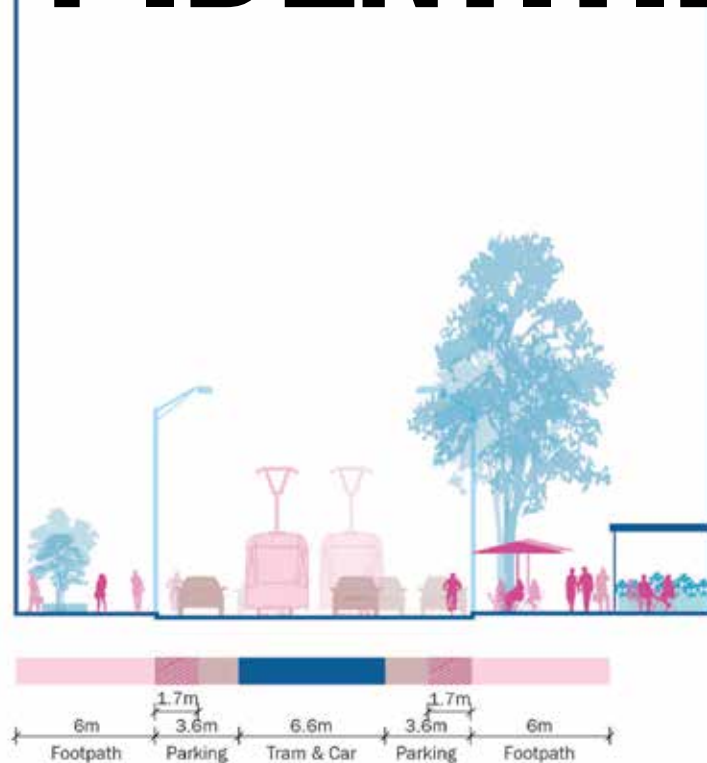
Prahran

- The heart that connects Chapel St.
- Has lost its character - eclectic shops, no vibe, grungy
- Grocery shopping and carparking and small eateries, late night bars/clubs
- Eclectic mix of shop types / retail / F&B - what's the vision for the offering?
- Greville Street demonstrates successful transformation

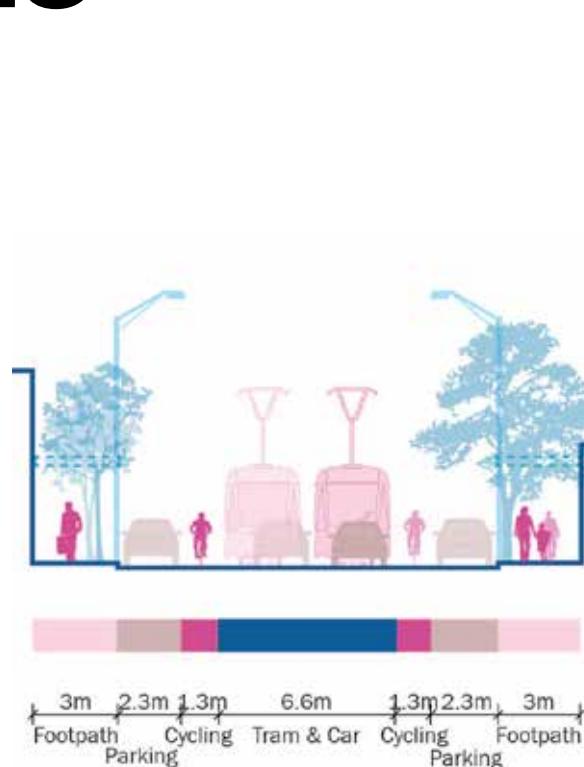
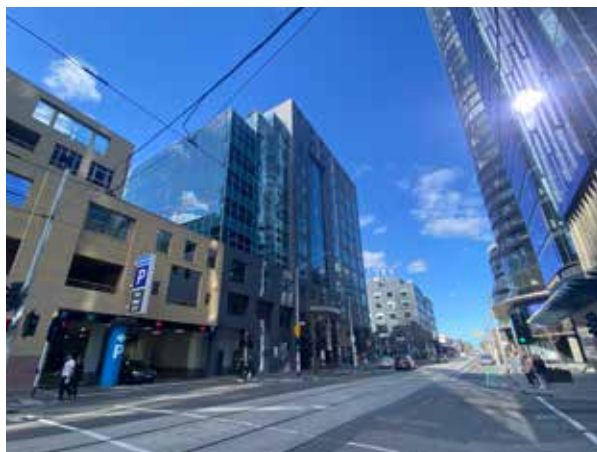
Windsor

- Food/Bar/Restaurant Zone
- Street Dining & temporary COVID-19 outdoor parklet dining areas
- Building typology - low height, heritage character facades
- Small floor plates
- Eclectic choice of furniture and fixtures and materiality
- South - grungy /eclectic.

4 IDENTITIES

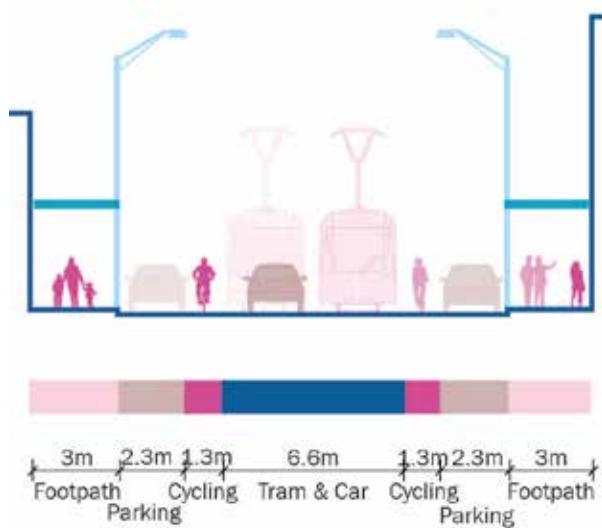


Forrest Hill

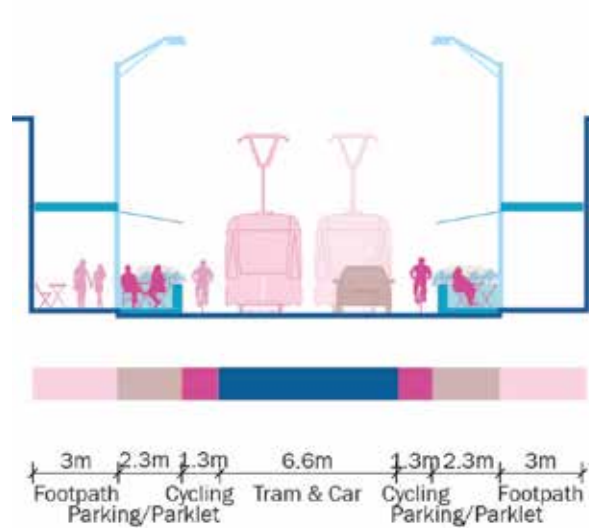


South Yarra





Prahran



Windsor



CLUTTER AUDIT

Chapel Street is a space filled with a variety of supporting infrastructure, each representing distinct responses to needs or concerns of its time. Over the decades, this accumulation of individual responses has created a confusion of information, expression and experience.

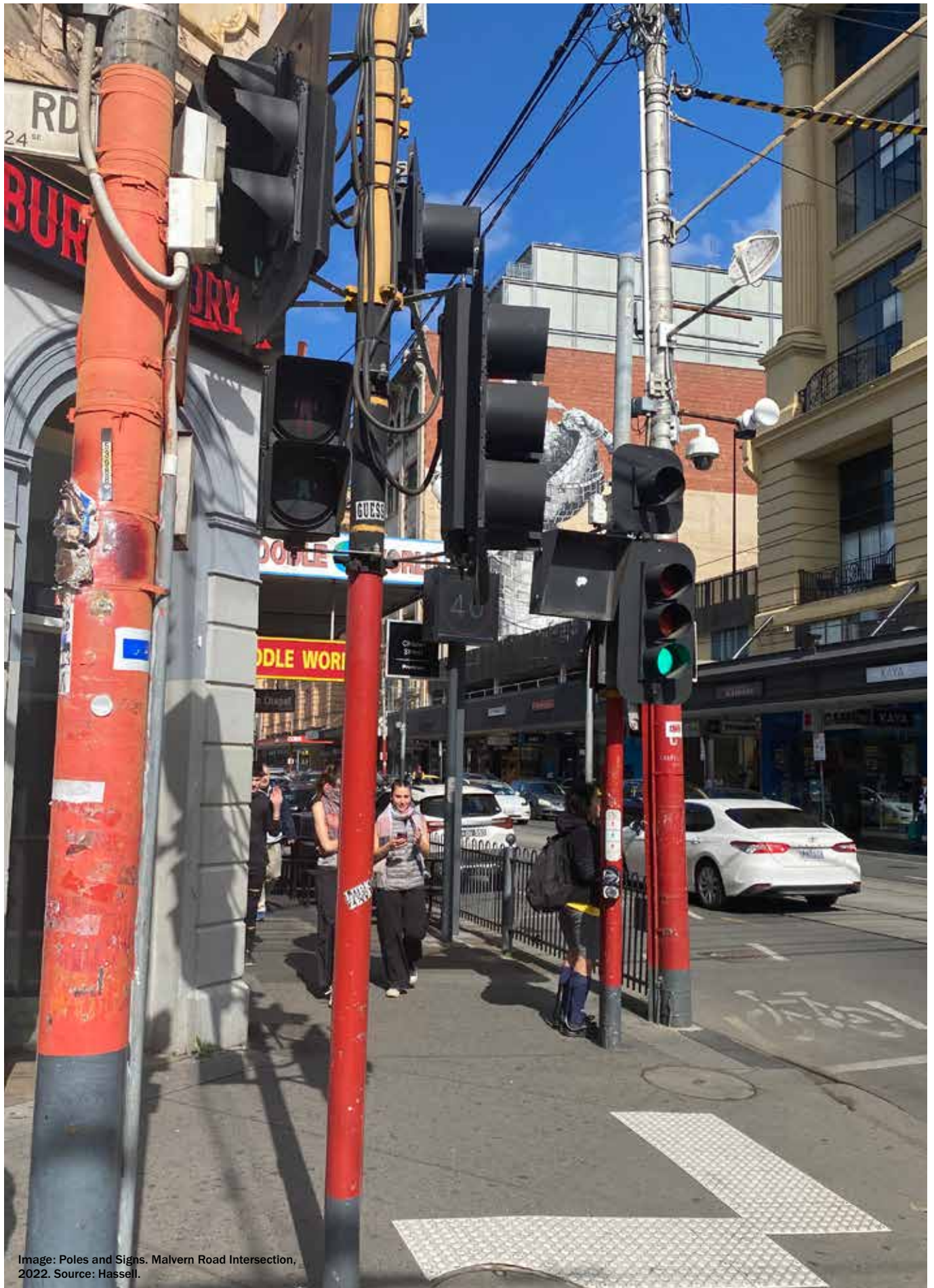


Image: Poles and Signs. Malvern Road Intersection, 2022. Source: Hassell.

CLUTTER OVERVIEW

The following pages summarise the extent of street clutter within the street corridor.

Street furniture and signage should enable the street user to conveniently move through the space, with opportunities to find destinations,

respire on public seating and enjoy the street context.

Currently, the presence of often redundant, damaged and conflicting signage of different signage palettes and strategies, dismiss their purpose and add to a general confusion,

taking away valuable space for possible people movement and engagement.





K1



K2



K3



B1



B2



B3



B4



B5



C1



C2



C3



L1



L2



L3



T1



T2



F1



F2



F3



P1



P2



P3



P4



P5



P6



P7



P8



R1



R2



R3



R4



R5



U1



U2



U3



U4



O1



O2



O3



O4



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O8



V4



V5



V6



V7



V1



V2



V3



V8



V9



V10



V11



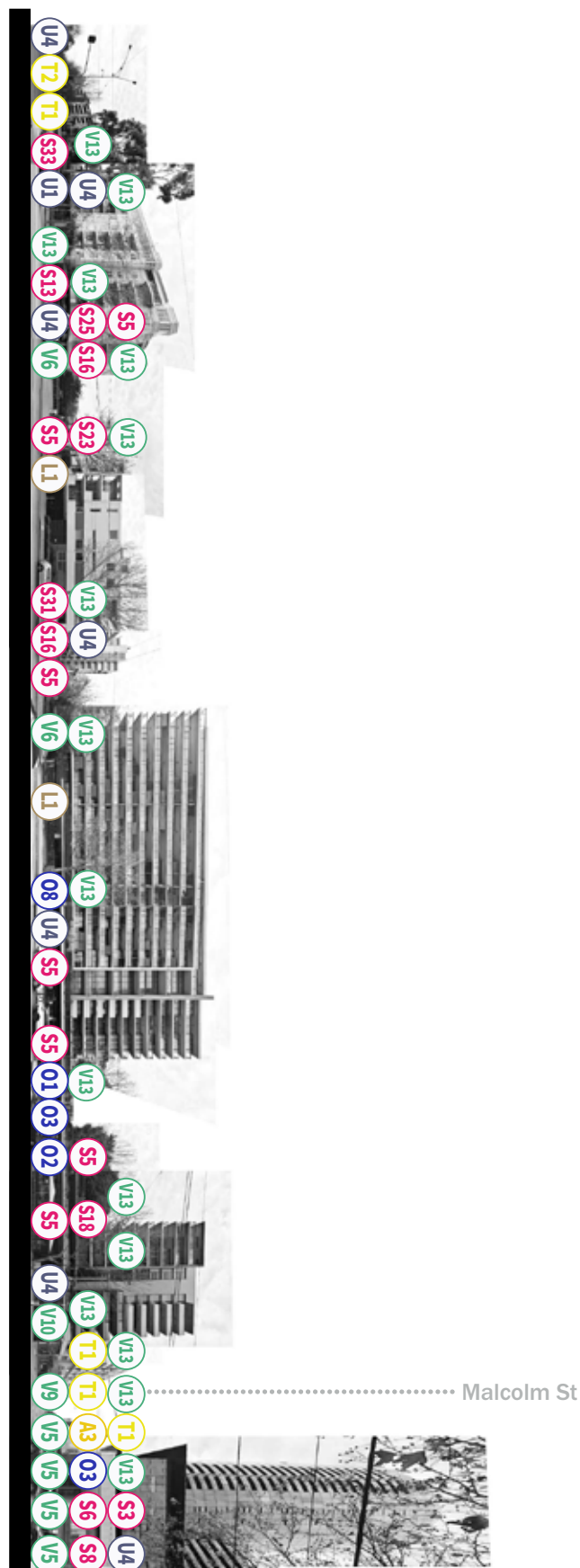
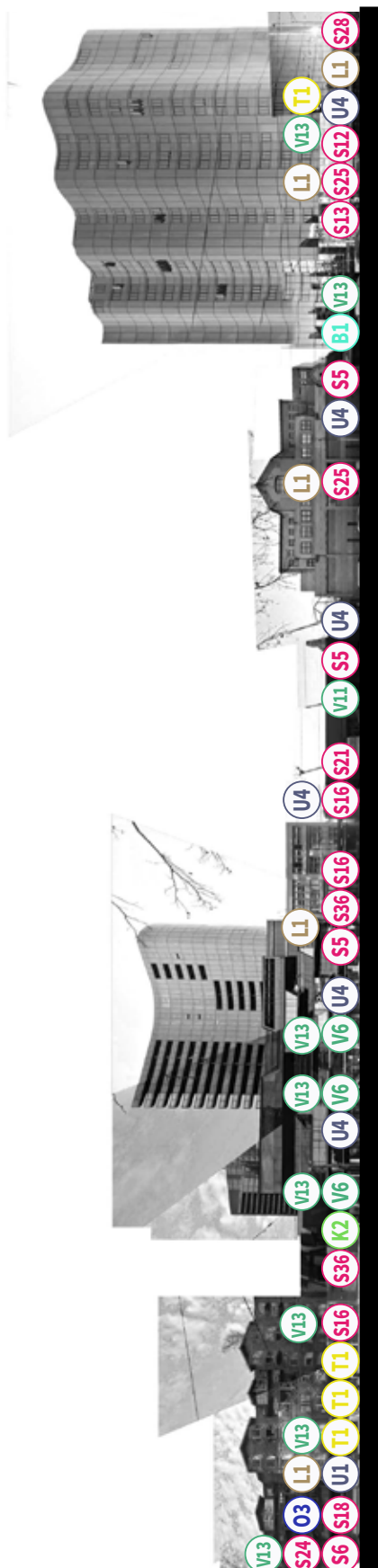
V12

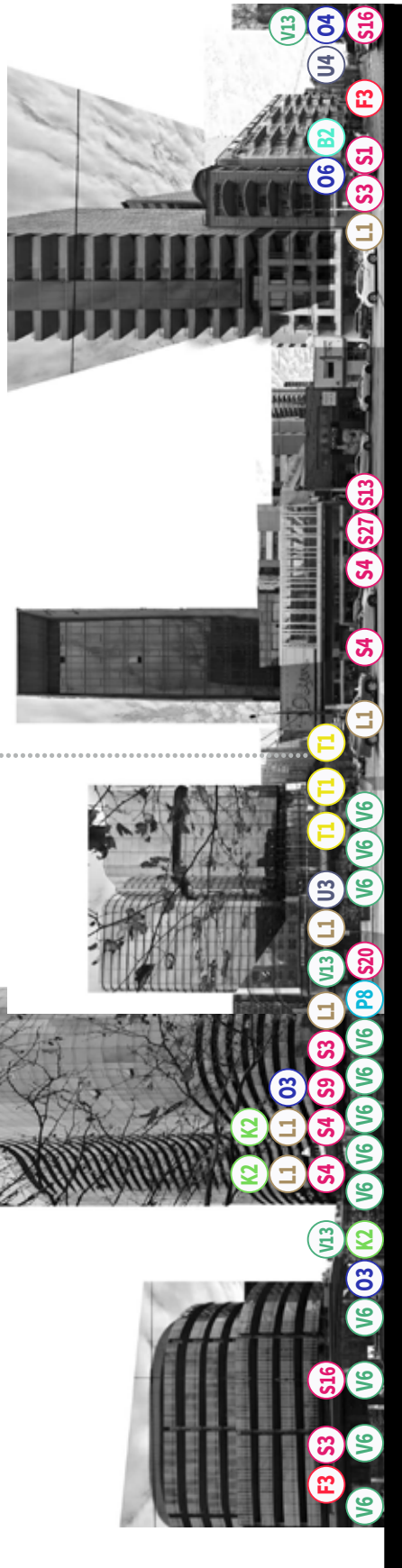


V13

FORREST HILL

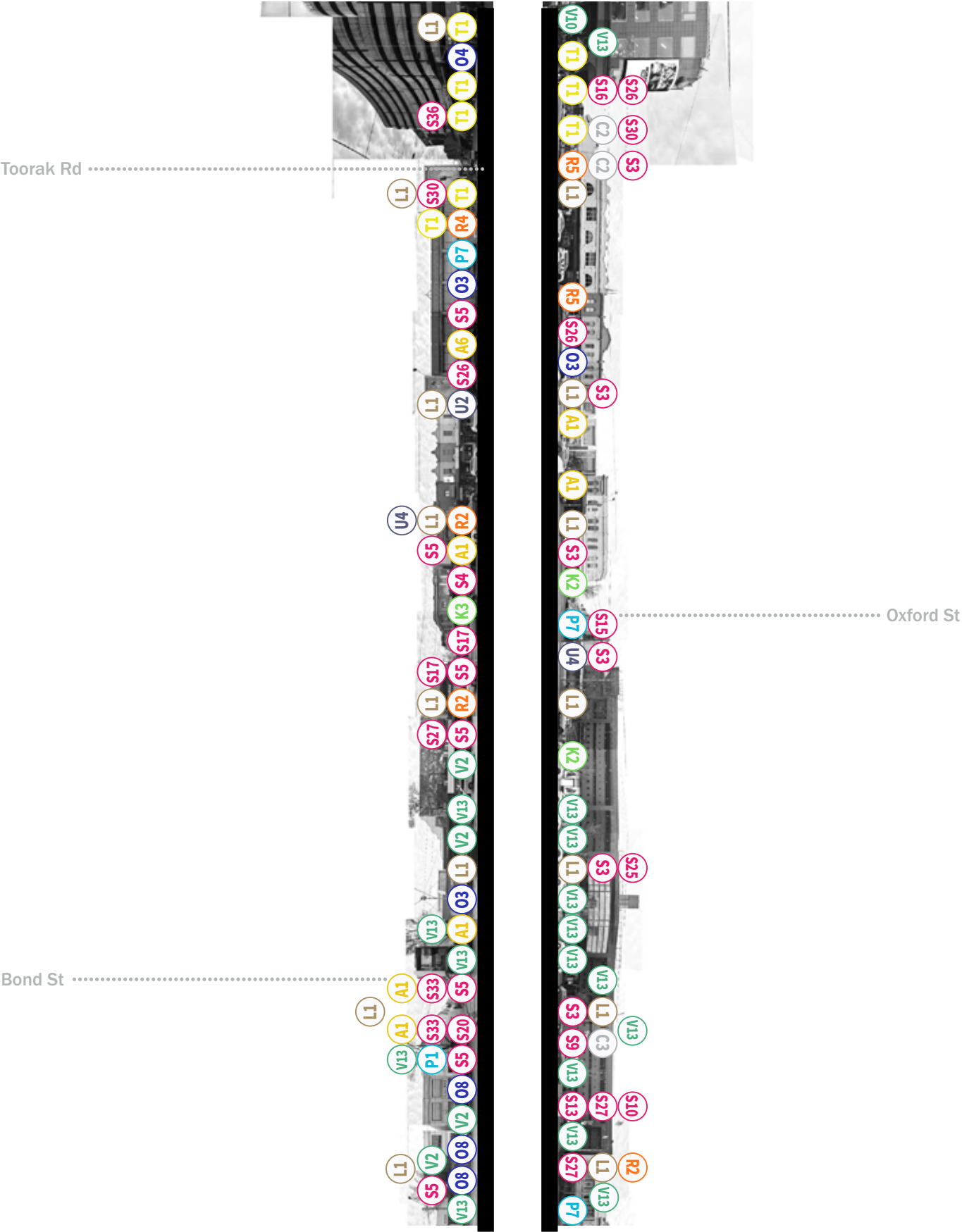
Alexandra Ave Alexandra Ave

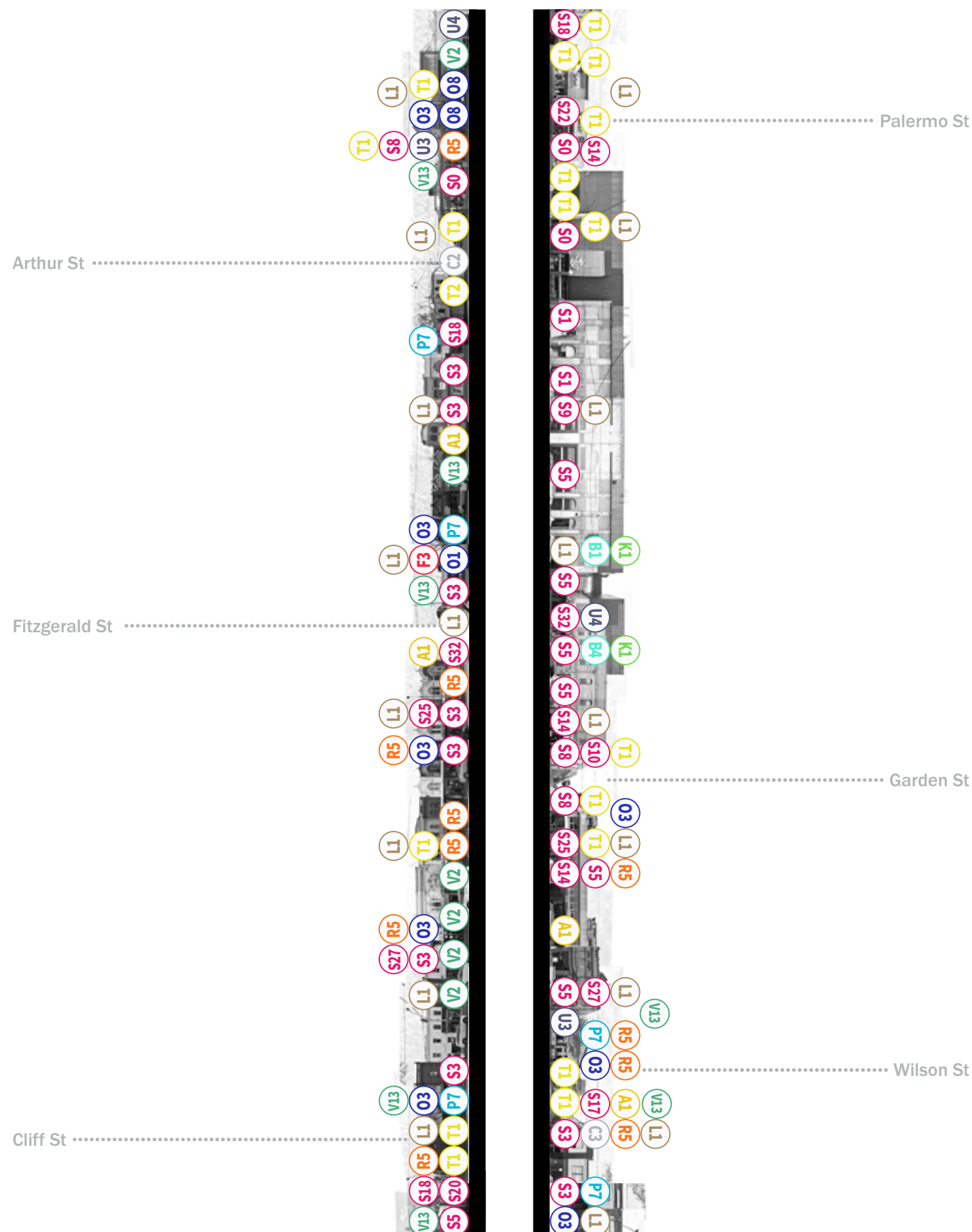




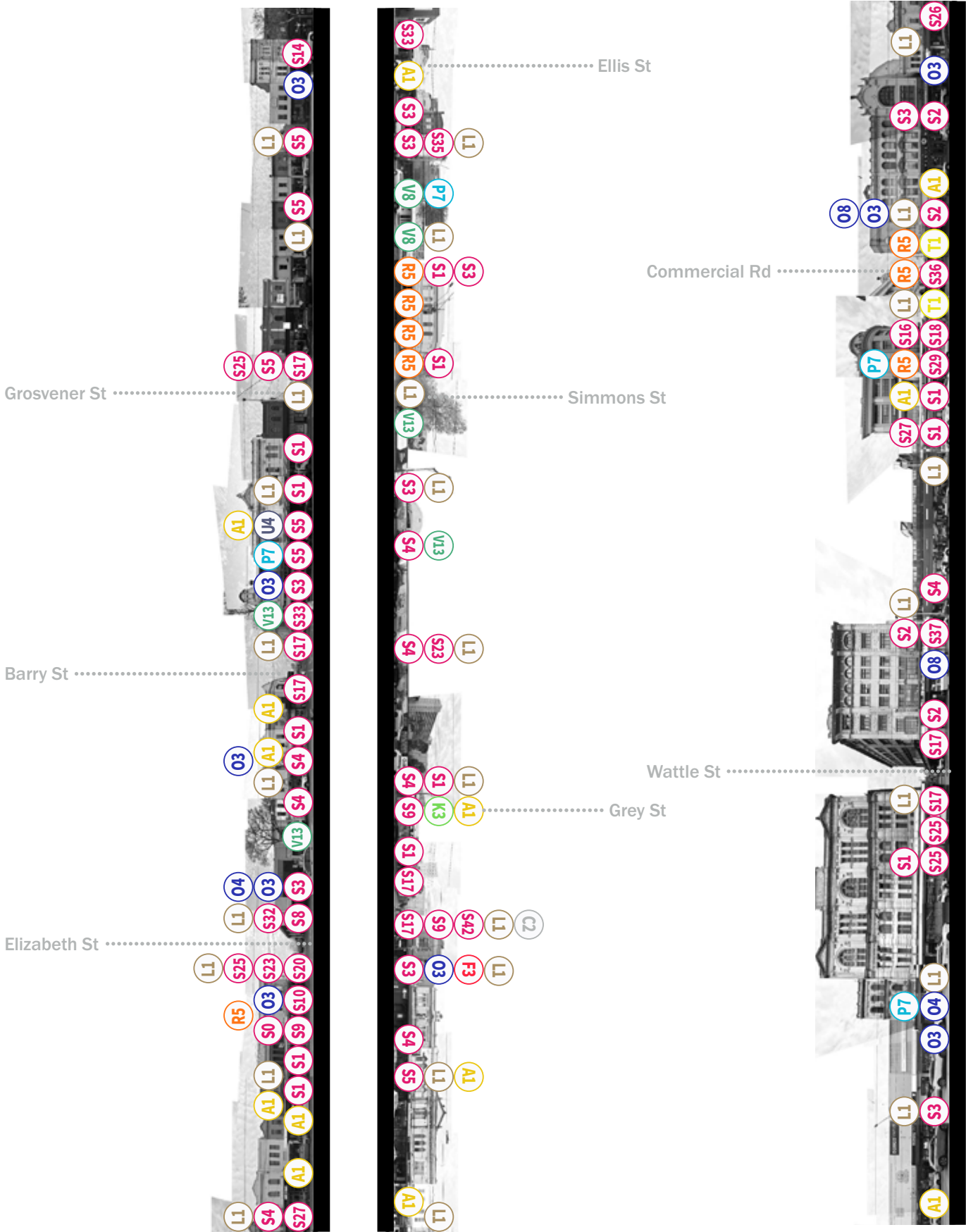
Daly St

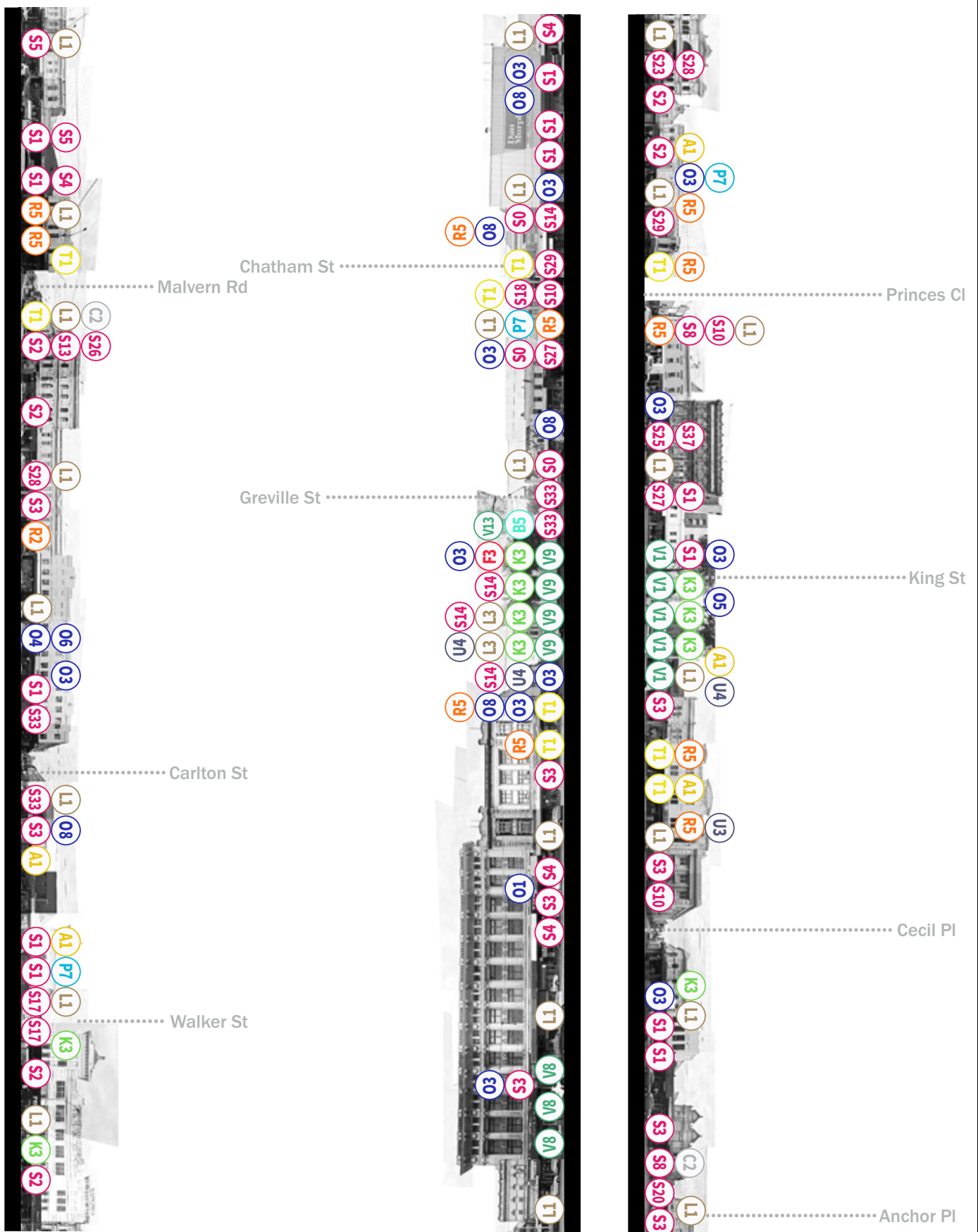
SOUTH YARRA

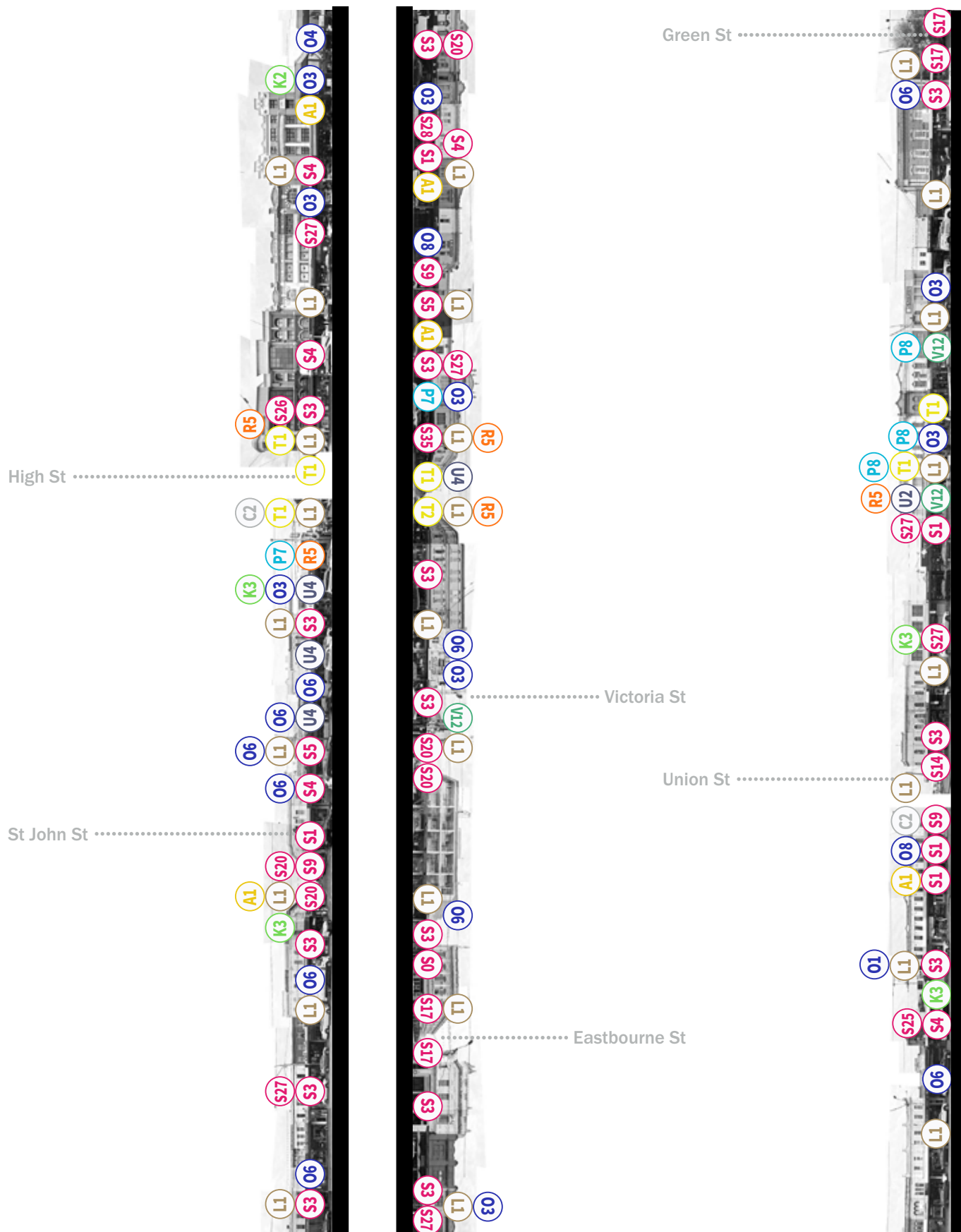


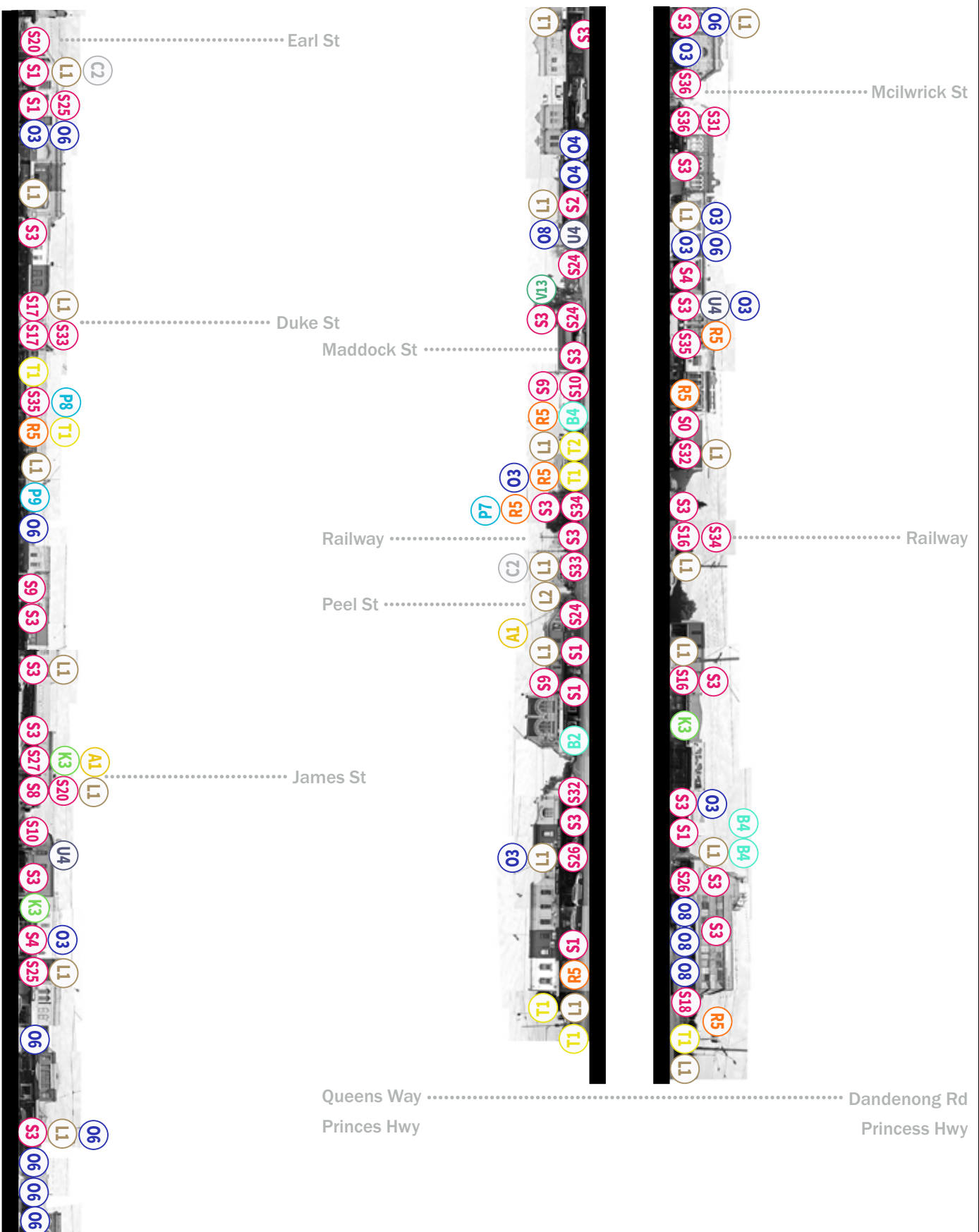


PRAHRAN









THE CHALLENGE

Summarising the above review, there is a multitude of influences and impacts, that all contribute to the diminished spatial and experiential quality of the street.



Image: Traffic on Commercial Road, 2022.
Source: Hassell.

THE CHALLENGE

A Street Loved To Death, By Too Many Different Interests

Private Vehicles

Wanting a free thoroughfare with access to destinations

Cyclists

Wanting a safe ride on a good bike lane and more bike locking options

Parking

Everyone wants that free street car park

Taxi & Rideshares

Needing zones to pick up and drop off, and a fast travel time

Traders

Concerned with visitation and sales, servicing of their venues, and the perception that loss of parking will adversely affect business

Locals

Focused on the offer of the street for both essential services & recreation.

City of Stonnington

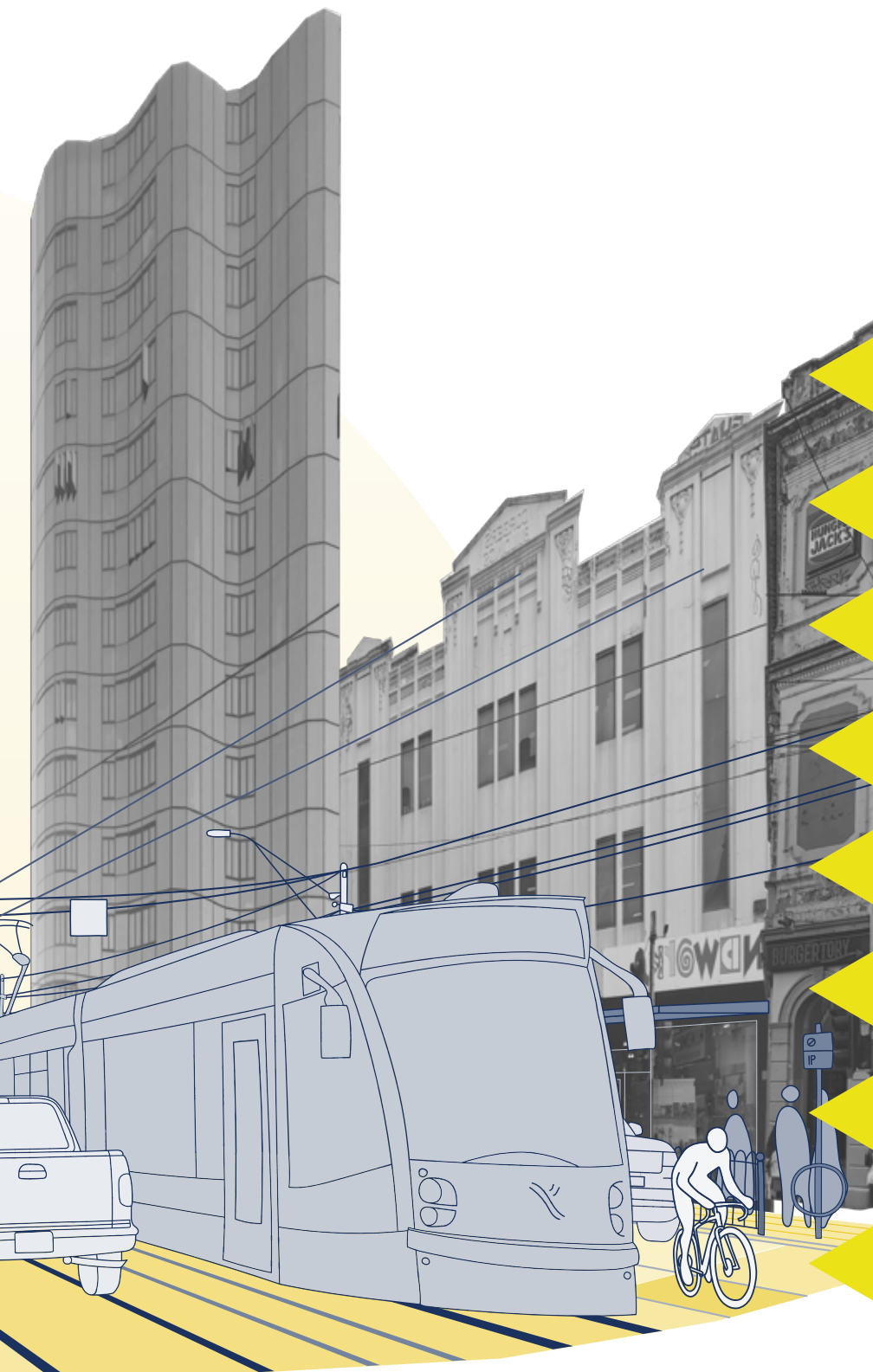
Concerned with the health, safety, functioning, accessibility, inclusion and longevity of the entire precinct and global positioning of the street.

School Kids & Youth

Interested in commuting through the street & participating in free community life.



Chapel Str



Utilities

Concerned with essential service delivery & quality of service.

Service Operators

Require access & time to service street. Includes cleaning, delivery, etc.

Victoria Police & Fire Rescue Victoria & Ambulance Victoria

Require priority access & proximity.

Visitors

Focused on their experience of the street, its offer (including anchor attractions), legibility, wayfinding & character.

Yarra Trams

Concerned with quality & speed of service.

Nightclub & Night-time Users

Concerned with their experience of the street, its accessibility, safety & character.

Department of Transport

Interested in broad scale movement, and the street as a node in the network.

DEWLP

Concerned with connections to the broader context

Street: 20m

THE OPPOR- TUNITY

A contemporary street is always a work in progress, filled with civic, commercial and community potential. Chapel Street offers an incredible opportunity to help Melbourne redefine what streets can do, and to revitalise one of its most beloved avenues.

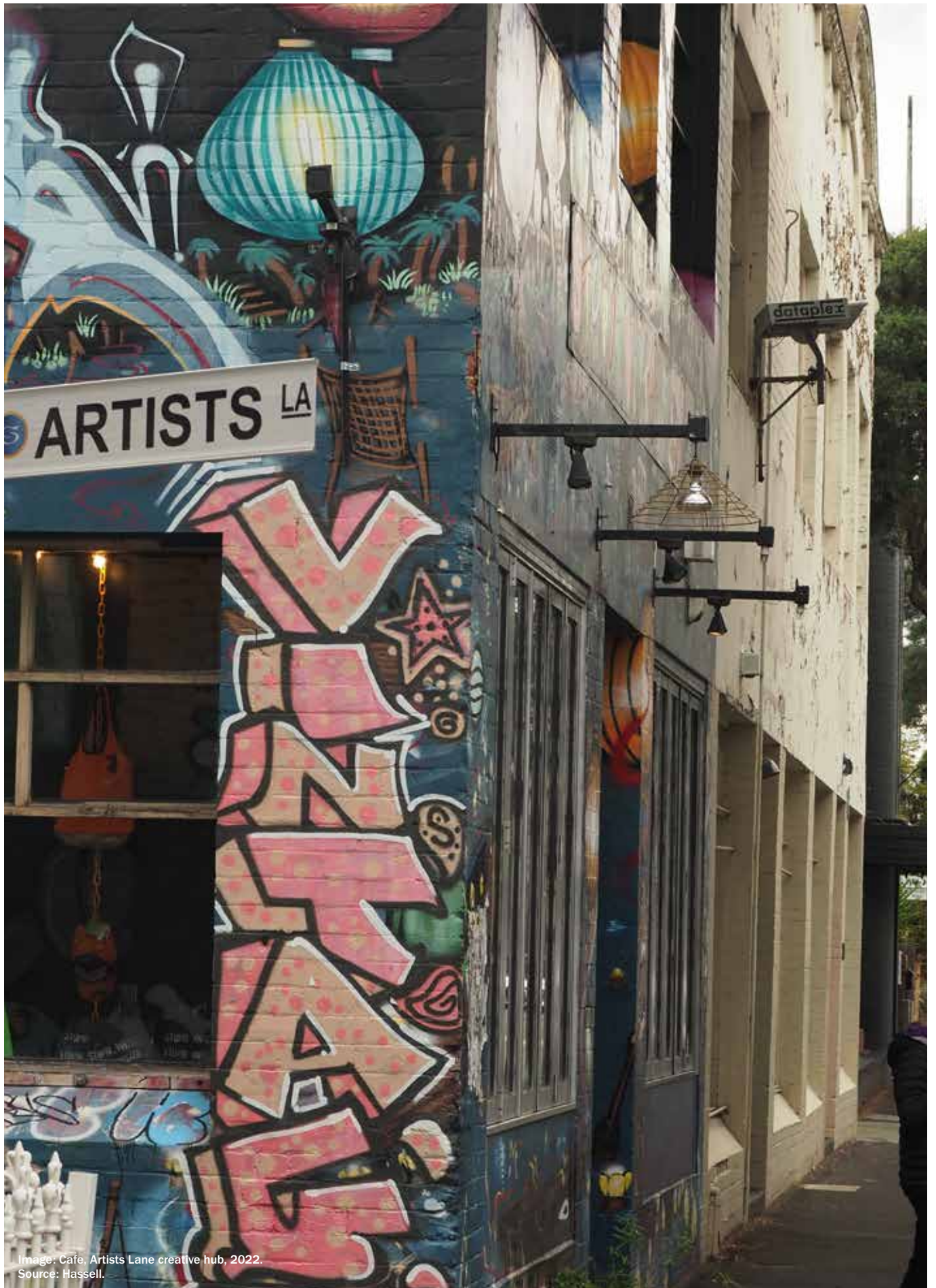


Image: Cafe, Artists Lane creative hub, 2022.
Source: Hassell.

SPECULATION

If anything had to go, what would be the most impactful? What would be least disruptive?

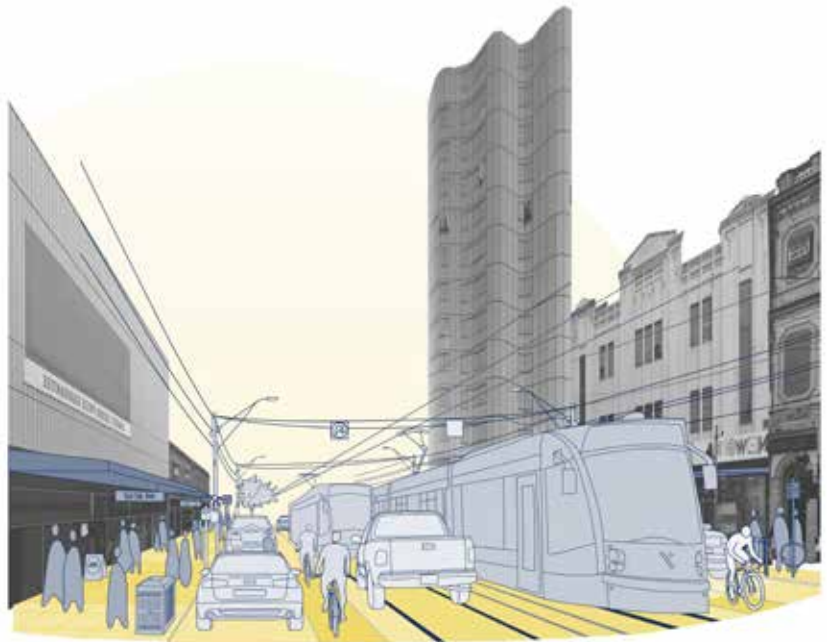
Remove outdoor dining



→ Increases pedestrian movement space



→ Removes outdoor dining & impacts trade
→ Decreases street vitality



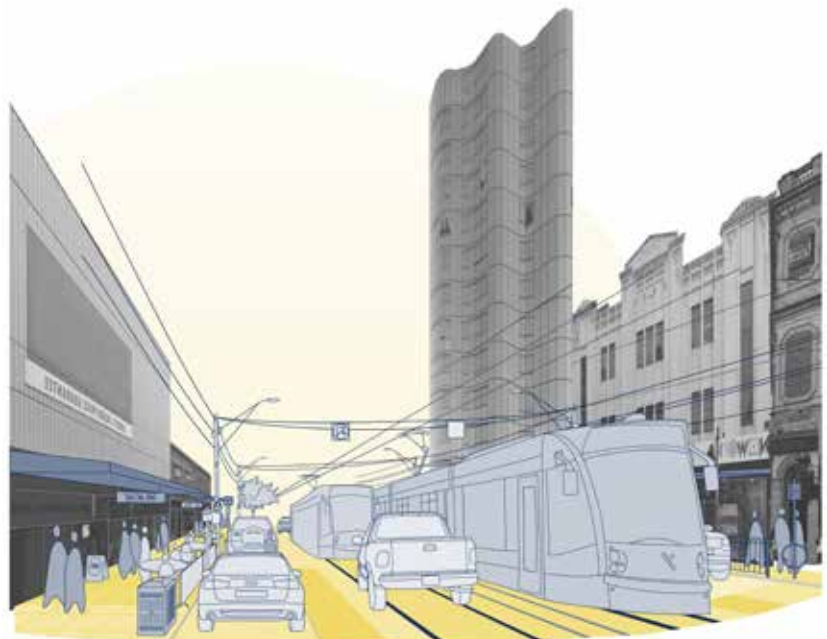
Remove cycling



→ Prevents further cycling accidents
→ Clarifies road hierarchy



→ Removes cyclists
→ Creates vehicle dominated environment
→ Not aligned with CoS's transportation and sustainability ambitions



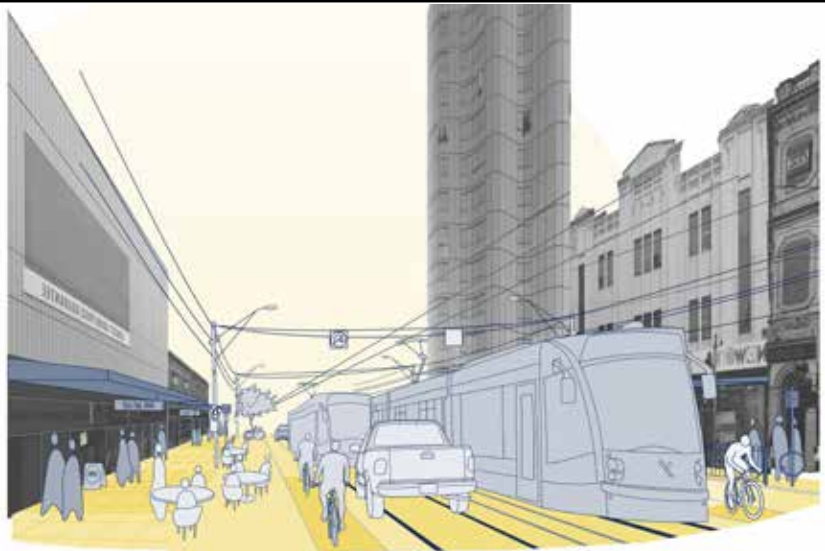
Remove parking



- Increases pedestrian movement space
- Increases footpath trading space
- Reduces cyclist hazards & clarifies movement corridor
- Reduces traffic congestion



- Removes parking
- Possible impacts on trade
- Impacts accessibility for some users



Remove vehicular traffic



- Reduces tram congestion
- Improves cyclist & pedestrian safety
- Increases pedestrian movement space and road crossing opportunities
- Increases footpath trading space



- Removes vehicular traffic
- Impacts accessibility for some users



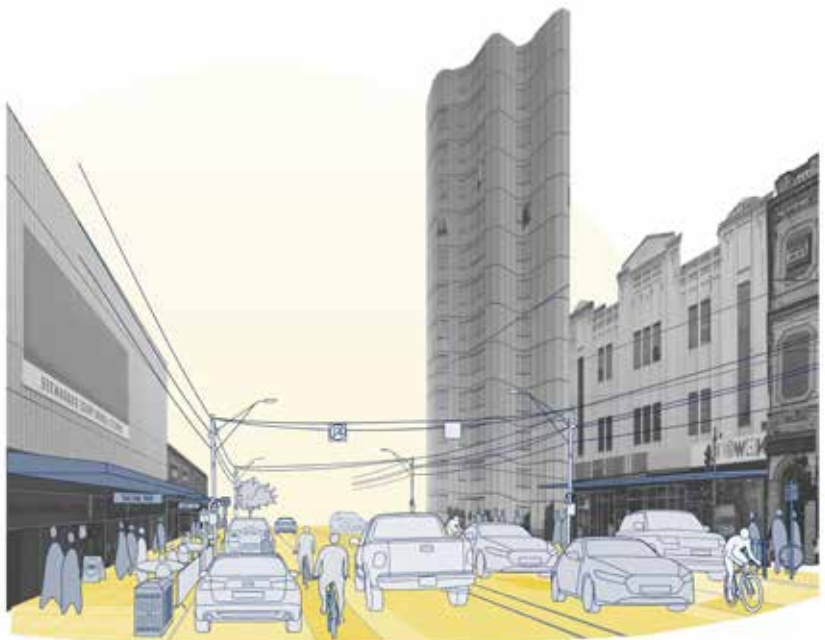
Remove trams



- Eases traffic congestion
- Removes some of the overhead services



- Removes trams
- Creates vehicle dominated environment
- Not aligned with metro Melbourne and CoS's transport and sustainability ambitions



SPECULATION

If Chapel Street should do something better - what would it be?

Creative

Every day feels like a street festival, as art, music, and life abounds on Chapel Street. Lighting installations and public art make every step a delight of new discovery. Music and activity spill out across the street 24 hours a day, and there is never a dull moment.



Natural

Embracing the natural environment creates a flourishing ecosystem on Chapel Street. Shoppers stroll through the dappled light beneath large canopies, pausing by beautiful window displays or to find a seat in the green. Diners enjoy the relaxed atmosphere to indulge in another bite.



Playful

It's a pure joy to walk down Chapel Street. Twisting architectural follies and lively planting entice visitors to explore and play. Children clamber over colourful structures while parents supervise with an aperitivo in hand at the nearest cafe.




Engaged

Focusing on people's needs creates a vibrant and inviting stage for all types of human activities from civic scale to personal experiences to play out. A place recognizant of former boulevards where 'seeing and be seen' once again comes to life.



SPECULATION

So what could happen in Chapel Street?



Can water be a core experience of Chapel Street - connecting to the Yarra?



Chapel Street - a tree boulevard despite all the wires?




Could de-cluttering the street improve identity & amenity?




Will it be safe to cycle on Chapel Street in the years to come?




The soul of Chapel - the soul of Melbourne?



People will always go shopping - but what is the future of retail?



More residents will want to be on Chapel. How can it cater for them?



More demand & more diverse demand. How will flexibility be embedded in the street?



A diverse community creates vibrancy. How can we co-exist on Chapel?



Can small communal projects engage the community?









Should nature & its seasons be experienced in the street?









Chapel Street has been a social gathering place for thousands of years. How do we retain this quality?

Image: Phlegm Mural, 2022.
Source: Hassell.

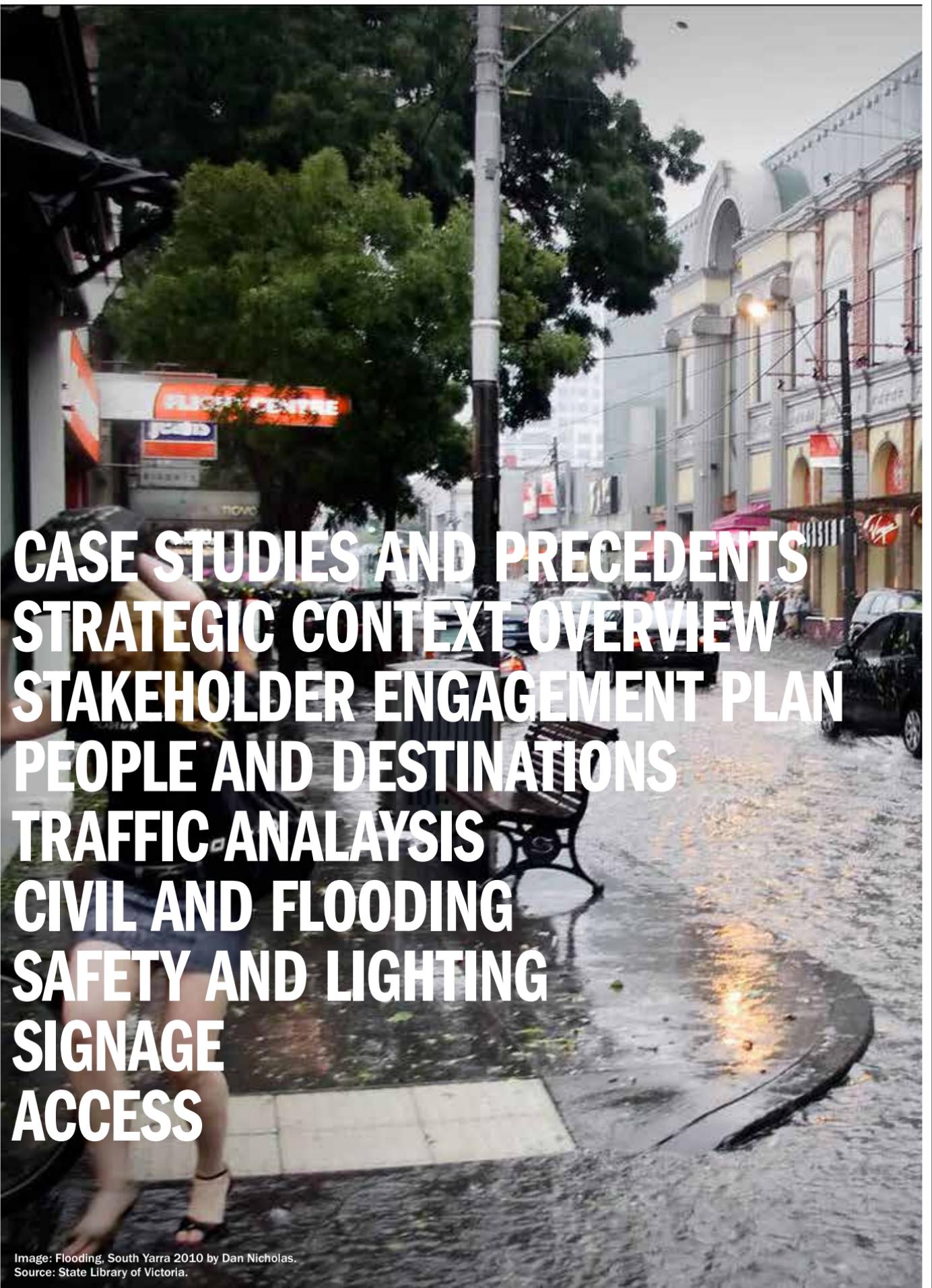
PLACE

Attribute	Observations	Opportunities
Blue 	<ul style="list-style-type: none"> → Challenges with overland flow & flooding → Disconnected from the Yarra → Hawksburn Creek formerly bisected the northern end → Rain gardens have been unsuccessful 	<ul style="list-style-type: none"> → Connect to the Yarra, physically & experientially → Re-discover natural water flow systems → Create amenity by making water present in the street
Green 	<ul style="list-style-type: none"> → Limited street trees or other vegetation → No remnant vegetation → Gardens & sporting facilities in close proximity in the hinterland 	<ul style="list-style-type: none"> → Intensify a tree canopy where possible → Explore alternative greening options → Soften the ground plane → Re-introduce a native character → Improve connection to nearby parks
Expression 	<ul style="list-style-type: none"> → Some universally established characteristics → Significant heritage buildings & sites → Considerable challenges with clutter → Unrefined ground plane 	<ul style="list-style-type: none"> → Strengthen the 'Chapel Brand' → De-clutter non-essential infrastructure → Continue pavement strategy consolidating approach & simplifying expression
Connection 	<ul style="list-style-type: none"> → Some areas are well connected to the immediate surrounds → Tied in well with the public transport network → Congestion affects tram efficacy → On-street carparking negatively impacts many aspects 	<ul style="list-style-type: none"> → Promote active transport, especially for local commuters → Improve public transport conditions → Integrate accessible tram stops → Test the removal of carparking → Improve cycling & walking amenity
Destination 	<ul style="list-style-type: none"> → Decline of boutique offers (???) → Identity as 'fashion capital' no longer relevant 	<ul style="list-style-type: none"> → Test the ability of temporary festivals to strengthen the identity as creative and playful place → Support hospitality sector through public domain responses → Build on legacy of a creative, sub-cultural precinct
Active Frontages 	<ul style="list-style-type: none"> → Greatly varies along the street → Considerable vacant venues → Primarily fine-grain buildings → Heritage façades concealed from the street 	<ul style="list-style-type: none"> → Investigate meanwhile uses for vacancies → Bring heritage façades back to have a presence on the street → Retain retail variety across and within precincts

PEOPLE & GOVERNANCE

Attribute	Observations	Opportunities
People Focus 	<ul style="list-style-type: none"> → Vehicular traffic dominates the street hierarchy → Limited opportunities to dwell without spending money → Chapel Street is a key public space for locals 	<ul style="list-style-type: none"> → Rebalance the street section to prioritise pedestrians & cyclists → Create places which allow people to linger → Create well designed multi-generational spaces that support different uses at different times
Flexibility 	<ul style="list-style-type: none"> → Overlapping requirements of day and night time uses in conflict → Singular, conventional street section hampers surprise & creativity 	<ul style="list-style-type: none"> → Create multifunctional and multi-generational spaces that encourage adoption & appropriation by users → Embed 24-hour economy design strategies
Safety 	<ul style="list-style-type: none"> → Prohibitively dangerous for cyclists → Day and night time safety concerns → Limited opportunities for passive surveillance → Non-curated lighting approach with diverse lighting levels and qualities 	<ul style="list-style-type: none"> → Improve cycling conditions → Implement existing CoS strategies for lighting, CPTED, activation & NightLife. Ensure fixing one problem won't create another i.e. street furniture (rough sleeping, antisocial congregation)
Governance 	<ul style="list-style-type: none"> → Limited recognition of the original custodians of the land → Progressive upgrade works have happened in the precinct → Multiple stakeholders → Strong local interest groups 	<ul style="list-style-type: none"> → Engage meaningfully with all stakeholders → Consolidate interests & initiatives → Promote occasional & festival uses → Promote testing phases and create acceptance to change over time → Incorporating designs that acknowledge our Aboriginal history
Sustainability 	<ul style="list-style-type: none"> → CoS has strong sustainability commitments → The streetscape is vulnerable to impacts from climate change 	<ul style="list-style-type: none"> → Deliver CoS sustainability commitments → Improve the environmental performance of the street → Chapel Street should be recognised as a green artery in Melbourne → Smart poles to reduce visual clutter of multiple infrastructure
Regeneration 	<ul style="list-style-type: none"> → Strong cultural & community legacy → Limited built-in diversity or resilience 	<ul style="list-style-type: none"> → Built on the strengths of the past → Continue to focus on culture & creativity → Include First Nations people in discussions around the quality of the future

APPENDICES



CASE STUDIES AND PRECEDENTS
STRATEGIC CONTEXT OVERVIEW
STAKEHOLDER ENGAGEMENT PLAN
PEOPLE AND DESTINATIONS
TRAFFIC ANALYSIS
CIVIL AND FLOODING
SAFETY AND LIGHTING
SIGNAGE
ACCESS

Image: Flooding, South Yarra 2010 by Dan Nicholas.
Source: State Library of Victoria.

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