

- reserving land for transport improvements
- creating a competitive advantage for Central Melbourne through land-use zoning and by reducing the time and therefore the costs and uncertainty involved in the rezoning or planning permit process and an easing of car parking requirements.

7.1.2

Transport Authority Actions should be directed to:

- removing through traffic from the heart of the City
- developing short term car parking for shoppers and people on business trips
- encouraging Central Melbourne employees to travel to work by public transport and encouraging the sharing of private cars.

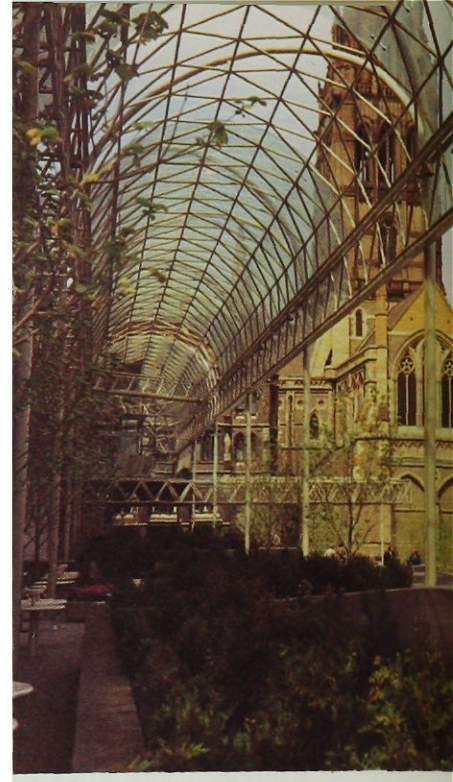
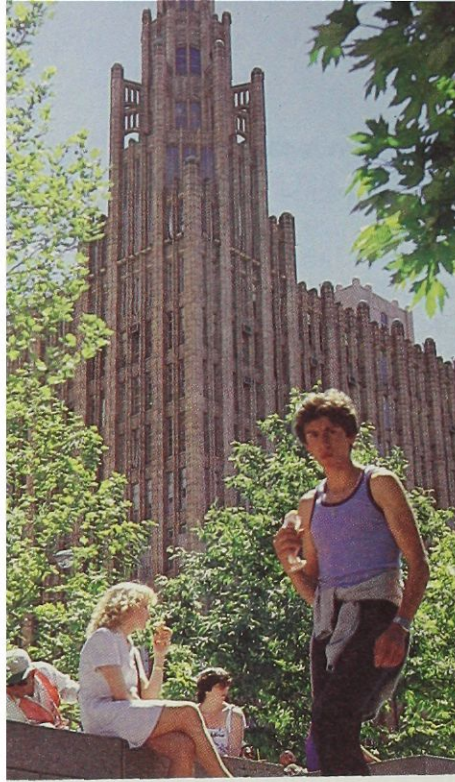


7.1.3

Other Authority Actions should be directed to:

- encouraging the conservation of significant buildings by modifying health and safety regulations that unnecessarily inhibit recycling
- encouraging the preservation of the very best examples of buildings of historic and architectural significance by appropriate funding and use suitable to the form and character of the buildings
- designing the physical environment to increase opportunities for on-street activities: for example, by providing open spaces for public performances and exhibitions, by providing pedestrian malls and by landscaping the banks of the River Yarra
- encouraging councils to implement traffic management measures in accord with guidelines supplied by relevant transport and planning authorities in order to improve the environment both for people who live in Central Melbourne and for people who come there for shopping, entertainment, business or sightseeing
- encouraging high density residential development in Central Melbourne particularly close to parks, the Victoria Market, educational and hospital facilities.





7.2 The Role of Central Melbourne

Central Melbourne and nearby areas contain by far the biggest concentration of community investment, both public and private, not only in the metropolitan area but in Victoria. It is important that the community of the metropolitan area and the state should continue to benefit from optimum utilisation of these assets.

For some years the central business district has had falling job opportunities and reduced rates of building construction, however there are recent signs of a resurgence in investment.

Studies by Melbourne City Council show that between 1972 and 1977 total central business district employment fell by 8.6 percent from around 160 000 to around 145 000. In the same period, the central business district's share of total metropolitan employment fell from 14.8 percent to 12.6 percent.

Some of the change in employment levels in the central business district is due to development in areas such as St Kilda Road. Activities conducted in these areas have strong administrative and commercial links with the central business district and this is recognised in the new concept of Central Melbourne. Development of major offices, retail and entertainment facilities will continue to be encouraged in the central business district and be supported by development in other parts of Melbourne. Amendment 151 to the Metropolitan Planning Scheme, exhibited at the request of the Minister for Planning, affects parts of Central Melbourne outside the central business district. This amendment is not yet approved and decisions on it will influence the final outcome of Amendment 150.

7.3 Retailing

Central Melbourne is the metropolitan area's major retail focus, even though its share of total retail trade has reduced.

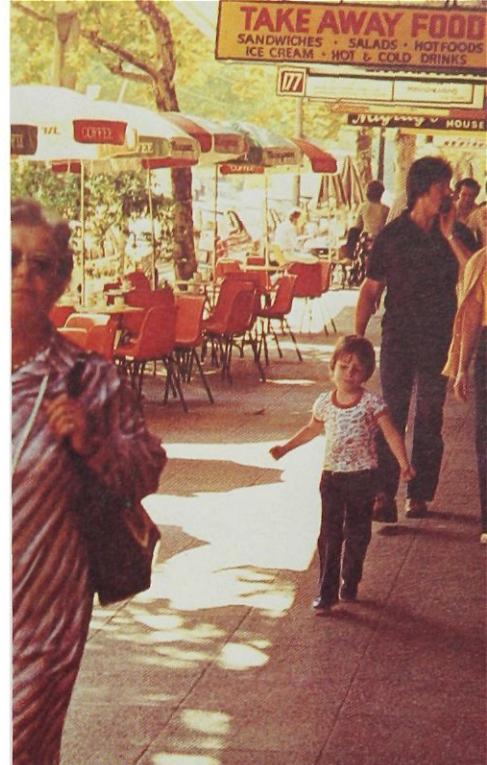
The central business district's share of retail sales in the Melbourne metropolitan area fell from over 40 percent in 1949 to about 11 percent in 1973. Retail floor space fell from about 646 200 square metres in 1954 to about 419 000 square metres in 1977, but was still three times as big as the largest suburban centre.

The future of Central Melbourne as the prime entertainment, retail and administrative centre in the metropolitan area has been the subject of much debate by many groups.

The Technical Advisory Committee on Retailing, formed by the Board in response to a request from the Victorian Government in 1979, noted that, with the growth of suburban retail centres, the central business district has become an area of specialist comparison shopping. About 60 percent of its retail space is speciality shops and showrooms, far more than in major suburban centres. This trend is likely to continue, with current retail investment in the area focussed on renovation to produce more speciality shops.

The Committee concluded that the central business district should be maintained as Victoria's major retail and business centre.

Workers located in the central business district provide a concentration of customers for city retailers. About 145 000 people work in the area, 100 000 of them in offices. In a report commissioned by the Board, G J



Conner & Associates estimate that in 1980 they accounted for 21 percent of city retail turnover, with a further 9 percent coming from workers located nearby. This suggests that increased activity in the central business district will lead to more opportunities for people to start business ventures that offer services to shoppers, the workforce and to other businesses.

A new zone is applied to the retail core of Central Melbourne to encourage continuation of the retailing function of Central Melbourne. The objectives for this zone also seek to encourage further establishment of speciality shops, urban design improvements and better use of buildings. However, retailing development in Central Melbourne will not be limited to the retail core area and retailing will be encouraged to complement activities in other areas.

Uses such as furniture warehouses, appliance sales and carpet sales require large display areas; the preferred location is within Central Melbourne or district centres and this is provided for in Amendment 150.

7.3.1 Major Shopping Complexes

The definition of a 'Major Shopping Complex' is a shopping development having a gross leasable floor area of 4 000 square metres or more. The Board will be the decision-making authority for approval of major shopping developments.

As a first preference, all major shopping complex developments will be required to be located in Central Melbourne or in a district centre.

Developers wishing to locate major shopping complexes elsewhere will have to show why they cannot or should not be in Central Melbourne or a district centre. The next most favoured location will be either within or near other commercial centres well served by public transport.

7.4 Offices

To help achieve the activity centre strategic objectives, a hierarchy of centres for office activities is proposed, along with new definitions for office developments. These steps are intended to encourage new office developments to locate in Central Melbourne or a district centre, and to keep major office development within Board control.

The proposed hierarchy is: 1. Central Melbourne. 2. District centres. 3. Other commercial and community centres. 4. Industrial zones. This hierarchy is consistent with the proposed activity centre strategic objectives.

7.4.1 Major Office Development

'Office Category 1' is defined as an office development having a gross floor area exceeding 4 000 square metres. These developments are encouraged in Central Melbourne particularly in the central business district and in district centres, but not elsewhere. Such major offices are permitted within relevant zones in the central business district but require Board approval in the remainder of Central Melbourne or in district centres.