

#### 7.4.4 Office Development in the Suburbs

Although Central Melbourne still has the major concentration of white collar jobs, office work has increased in the suburbs. This is notably so for offices which directly serve the public. These include insurance and finance offices and banks, and such professions as solicitors and accountants. Some government offices also belong in this group, including welfare, employment and health insurance.

Various government departments which have less day to day contact with the general public have moved to the suburbs. Examples are the Country Roads Board, Country Fire Authority, Soil Conservation Authority and the State Rivers and Water Supply Commission.

Between 1971 and 1976, office jobs in the established suburbs grew from 244 000 to 300 000. Because of faster growth in the outer area, the established suburbs' share of white collar jobs grew only slightly, from 55.6 percent to 56.3 percent. In the same period, white collar jobs in the outer area grew from 44 000 to 73 000, taking their share for the metropolitan area from 9.9 percent to 13.7 percent.

Development creating white collar jobs in the suburbs will be encouraged to establish in district centres as a first preference.

#### 7.5 Entertainment and Cultural Facilities

Central Melbourne has the largest concentration of cinemas, theatres and other entertainment facilities in Victoria. It also has the Arts Centre complex, museum, state library and many art galleries and similar facilities.

New zones in Amendment 150 provide for continuation of the entertainment function of Central Melbourne and for development in the vicinity of the Arts Centre to complement its function as a major cultural, tourist and entertainment facility.

#### 7.6 Areas Adjacent to the Central Business District

Certain areas, mainly to the north and south of the central business district, have an important function in support of the primary role of Central Melbourne. New zones are provided which seek to encourage development in accordance with the strategic objectives. These are:

- north of Victoria Street - where the new zone seeks to encourage commercial,

industrial and residential uses which serve Central Melbourne. Existing residential development should be retained

- south of the River Yarra - where the new zone seeks to encourage commercial, industrial and high density residential development. Development in this area should take advantage of the open space and recreational potential of the River Yarra
- Jolimont railway yards - the new zone seeks to encourage development above the railway yards, which complements the cultural, tourist and entertainment functions of Central Melbourne and enhances the frontage to the River Yarra.

#### 7.7 Retaining the Character of Central Melbourne

Central Melbourne has many major buildings which reflect its importance and character. Buildings of architectural and historic interest provide tangible links between the past and present role of Melbourne as the capital city of Victoria.

The existing powers of the Historic Buildings Preservation Council will ensure continued protection for historic buildings. New development and the renewal of existing buildings, however, should be compatible with such historic buildings and particularly with the maintenance and enhancement of the streetscape of Central Melbourne. The urban conservation strategic objectives in Amendment 150 reflect these concerns.

A new zone covers South Drummond Street, Jolimont and the Parliament House Precinct. It seeks to encourage development in these areas which will retain the character of buildings and their environs. A widened range of uses is allowed in the zone to assist in the retention of historic buildings.

Identification of significant streetscapes and buildings, particularly in the central business district, is being undertaken by the government. Following this review appropriate provisions can be included in the Metropolitan Planning Scheme and local development schemes to ensure that characteristics of these streetscapes are retained.

#### 7.8 Transport and Central Melbourne

Melbourne's continued outward growth, plus reducing population in the inner suburbs, has reduced the number of people



with relatively easy access to Central Melbourne. There have nevertheless been increases in traffic congestion, traffic-caused pollution and traffic hazards within Central Melbourne. In recent years more than half of traffic movements in Central Melbourne have arisen from through traffic and a study is now in progress which will provide a basis for the development of remedial measures.

The prospects of greatly stimulating activity within Central Melbourne will not be achieved unless improved or alternative routes for through traffic are provided.

The existing public transport network, notably the centrally oriented train and tram systems, is a massive community investment. The planning strategy seeks to encourage the better use of the network.

Although the majority of travel to the central business district is already by public

transport increased use of public transport will reduce the number of car journeys into the city. So too would greater encouragement of car pooling.

To assist in limiting further road congestion in the central business district, it is included within a parking limitation area. A means of controlling the amount of parking space will thus be provided. This should not deter development as individual site limits on parking are sufficient to accommodate managerial parking demand. Limited on-street customer parking will continue to be available and demand for fringe parking stations may increase.

A detailed parking and traffic management plan is to be developed for the whole of Central Melbourne which will specify appropriate levels of parking.

