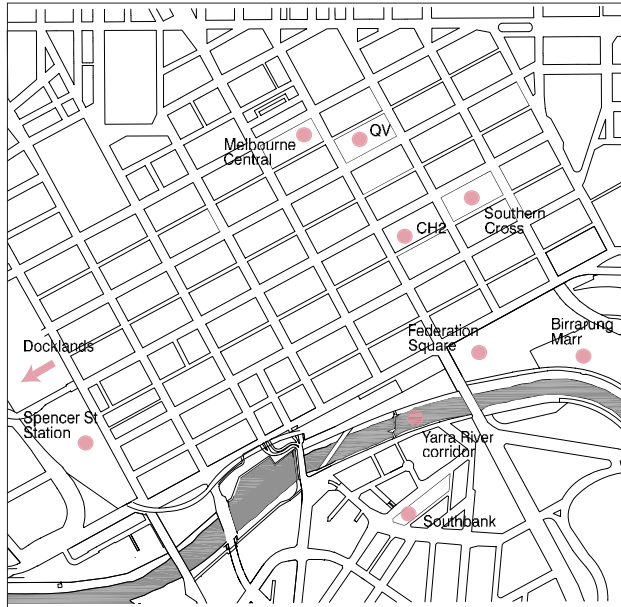


1.1 MAJOR ACHIEVEMENTS



This study examines the Central City area of Melbourne bounded by Spencer Street, LaTrobe and William Streets, Victoria Street, Spring Street and the Yarra north bank to the north, and the area of Southbank bounded by Clarendon Street, Whiteman and Power Streets, Grant Street and St Kilda Road. Parklands, open space and riverfront areas beyond this zone, including Docklands, have been excluded in order to focus on Melbourne's existing urban street life, and to make comparative assessments against the data presented in the 1994 *Places for People* study. The Southbank area has been extended to include the Arts Precinct and Southbank Promenade west in line with these areas' inclusion within the central business district as part of the Capital City Zone.

1985: City of Melbourne Strategy Plan

The 1985 Strategy Plan formed the foundation for the subsequent two decades of the city's urban renewal. Culminating in publications such as *Grids and Greenery* (1987), which represented the first documented strategic direction for urban design, the 1985 plan presented a development framework and implementation priorities for land use, movement, built form, community services, city structure and the physical environment.

1994: Places for People

In 1993 Professor Jan Gehl was invited to Melbourne by the City of Melbourne to conduct a survey of Public Spaces and Public Life in Melbourne. The study examined the issues and opportunities regarding public space and collected data on public life. The data was presented in *Places for People: Melbourne City 1994*, which incorporated both analysis and a set of overall recommendations. The publication served as a foundation for further development and improvement of Melbourne's public spaces, as new projects could be measured against the 1994 benchmark.

Places for People 2004

In 2004 Professor Gehl and GEHL Architects were invited to return to Melbourne to update the previous study in association with the Design and Culture division of Melbourne City Council.

The findings and recommendations of the 2004 study are presented in this report.

The purpose and the methods for the 1994 and 2004 studies have been kept identical in order to create an opportunity for direct comparisons. However, the area for the 2004 study has been extended to include the major new public spaces which have been established during the intervening ten years. *'A good city is like a good party – people stay for much longer than really necessary, because they are enjoying themselves.'*¹

Melbourne in 2005 is a lively, liveable and vibrant city that has been supported by sustained economic and population growth over the past decade. Important changes have altered the nature of the central city and its daily life from almost exclusively a place of work, to a place of work, recreation and residence in almost equal measure.² In line with planning for environmental and social sustainability, increased

¹ Gehl & City of Melbourne (1994) *Places for People*: 13

² City of Melbourne (2004) *Towards a better Public Melbourne: Draft Urban Design Strategy*: 29

³ City of Melbourne & Dept of Sustainability & Environment (2003) *Draft Southbank Structure Plan*: 2,7