

EXECUTIVE SUMMARY

Key recommendations 1994



Make gathering spaces of excellent quality
Redesign City Square to create a simpler space with lively edges.

Develop more urban plazas near pedestrian routes.

Improve the riverfront

Provide easy, safe access for people with disabilities.

Increase the city's ornamental and feature lighting.

Ensure that valuable historic environments are retained, restored, respected and interpreted.



Strengthen street activity by physical changes
Support and promote the city's 'café culture' by doubling the number and seating capacity of outdoor cafes.

Improve the quality of furniture in outdoor cafes, including umbrellas and screens.

Maintain and expand areas of good quality, interactive ground floor frontages in the retail, eating and entertainment areas.

Discourage through traffic by introducing traffic calming measures.

Key findings 2004



More gathering spaces that welcome everybody

City Square has been redeveloped to form a welcoming public space that offers a place for special events and public gatherings, and a venue for alfresco dining and informal interaction.

Federation Square has added a lively and highly successful square to the urban environment. Birrarung Marr has created an important open space interface between the city centre and the river. Smaller public spaces have been introduced into other intensively used pedestrian locations.

Southbank Promenade has been expanded west to include the Crown Casino and Melbourne Exhibition Centre river frontages. Waterfront promenades at the Turning Basin/Enterprise Wharf and Docklands have been created.

Planning controls have introduced compliance with DDA (Disability Discrimination Act) requirements throughout the entire municipal area. A program of improving pedestrian ramps has been instigated.

Street and laneway lighting, permanent ornamental and feature lighting, and temporary installations have all been increased to enhance the city's nightscape and its 24-hour appeal.

Places, programs and smaller individual features have been expanded to acknowledge and interpret the city's physical, social and environmental heritage.



Livelier and more active streetscapes

The amount of seats in kerbside cafes has gone up by 177% since 1994. Overall, the number of cafes, restaurants and bars increased from 95 in 1994 to 356 in 2004.

A cafe furniture standard has been developed ensuring that items complement the buildings, landscape features and heritage of the streetscape.

Active frontages have been introduced through the laneway improvement program, and establishment of vertical mixes of café, retail, residential and commercial uses in new and refurbished development.

Reduction of motor vehicle impact has been assisted by permanent or temporary (eg. during business hours) laneway closures, and lunchtime street closures in Flinders Lane and Lt Collins St.