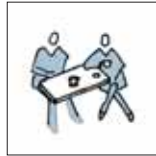


Key recommendations 1994



Strengthen street activity by physical changes (con'd)

Widen footpaths and convert centre-of-road parking into safer, more attractive medians.

Introduce more street trees.

Introduce quieter trams.



Encourage more people to use the city

Encourage more people into public spaces, especially in the afternoon and evenings by developing a lively city at night.

Invite more people to live in the city centre. Increase the residential community to at least 4,000 by 2001.

Increase the number of festivals and events, including a program of free central city entertainment on weekday afternoons and weekends.

Create street markets.

Increase the student community for the social diversity and vitality students add to the city's street life.

Introduce housing to offer low to medium cost options as well as the higher end of the property market.

Key findings 2004

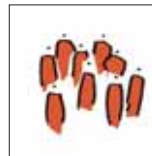


Livelier and more active streetscapes (con'd)

Landscaped medians have been introduced into Franklin Street and Russell Street, and public toilets have been relocated from footpaths where possible into central medians.

Street trees have strengthened the character of a green city, protecting the character, amenity and enclosure of streets and public spaces, and contributing to a healthy urban environment.

Melbourne's tram system is being replaced with new technology tram services that produce less ambient noise.



More people taking advantage of the 24-hour city

Evening activities have increased leading to a livelier and safer city at night. The Federation Square and City Square events programs animate the central city area on a year-round basis, particularly over the summer months.

The number of residents in the city centre has expanded by 830% from 1992 to 2002 - yielding 9,375 residents in 2002.

There are 75 major festivals per year in the City of Melbourne. Introduction of City Ambassadors and electronic information hubs assists visitors and tourists with general guidance and advice regarding activities, places and events in the city.

New street markets animating the city include the Hawkers and Gaslight (night) Markets at QVM, the book market at Federation Square, and Sunday art and craft market at Southgate.

The number of students attending academic institutions and/or living in the city centre has expanded by 62% from 1995 to 2004 - yielding nearly 82,000 students in 2004.

A wide range of low cost accommodation for students has expanded throughout the city in addition to other 'landmark' developments.