

Thematic Public Realm Benchmarks toward a particular character.

### 3.3 Competitive Advantage of Precinct

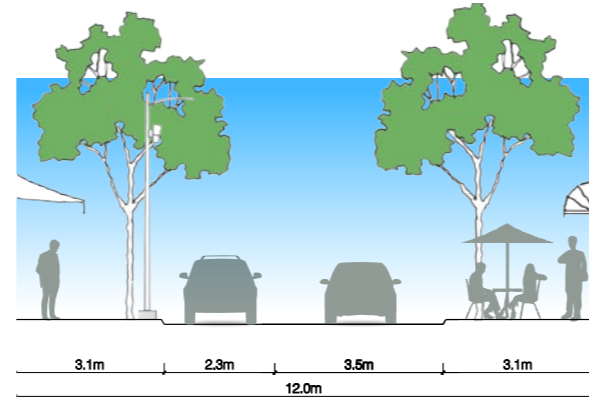
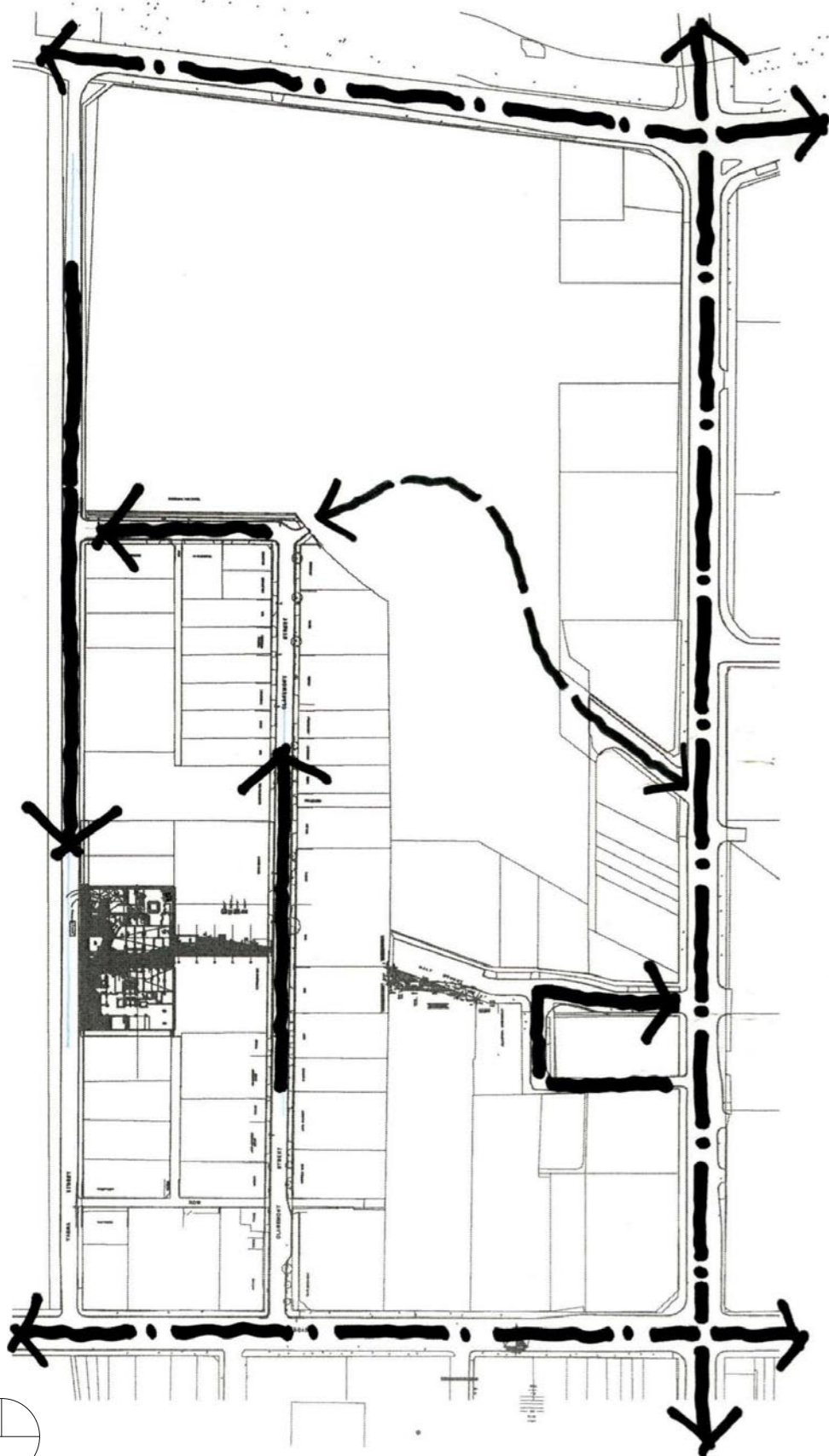
- Prestige address (South Yarra)
- Access to cultural precinct
- Fashionable ambience and hub for high end fashion
- Scarce and sought after address
- Prestigious/aspirational place
- Views
- Unique character of precinct
- Diverse rich lifestyle offer
- Capital growth for individual properties
- Potential long term financial benefits

### 3.4 Potential character/personality of the precinct?

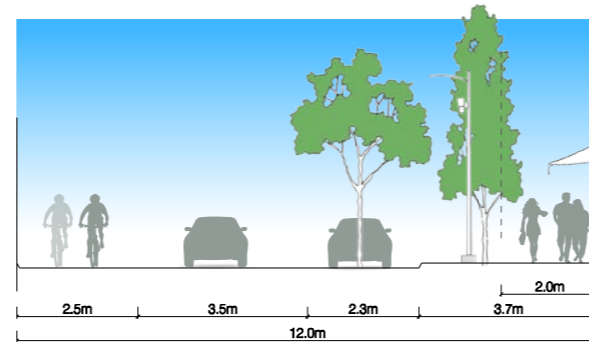
- Unique precinct
- Lifestyle and atmosphere
- Smart (well presented)
- High quality
- Art, gallery, design atmosphere
- Intelligent
- Youthful and fun
- Savvy
- Contemporary
- Sustainable
- Human, intimate scale
- Welcoming
- Fusion
- Vitality soul
- Legible identity
- Legible site



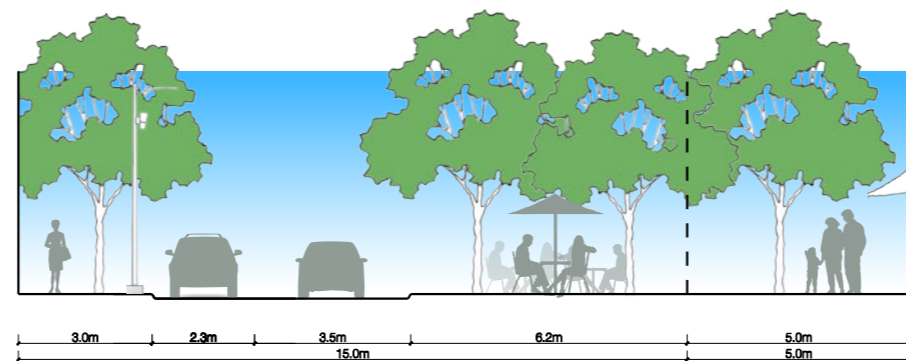
**OPTION 1**



- CLAREMONT ST
- Pedestrian footpath both sides
  - One way traffic (North bound)
  - Parking - alternating sides of street
  - Formal avenue of trees



- YARRA STREET
- One way traffic (South bound)
  - Designated bike path West side
  - Parking - East side
  - Trees between parking bays
  - Tree planting also on footpath (different)



- DALY STREET
- Maximise pedestrian amenity both sides
  - One way traffic
  - Parking - North side
  - Trees - maximise on South side

**3.5 Circulation/Traffic Review**

The current traffic circulation was reviewed as part of the process with three alternative options.

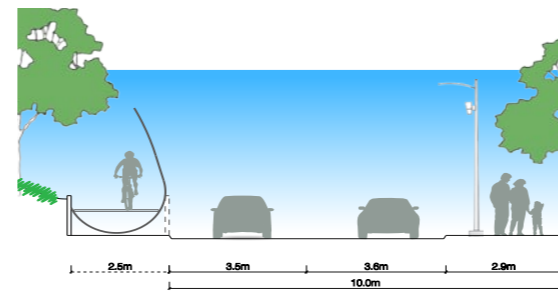
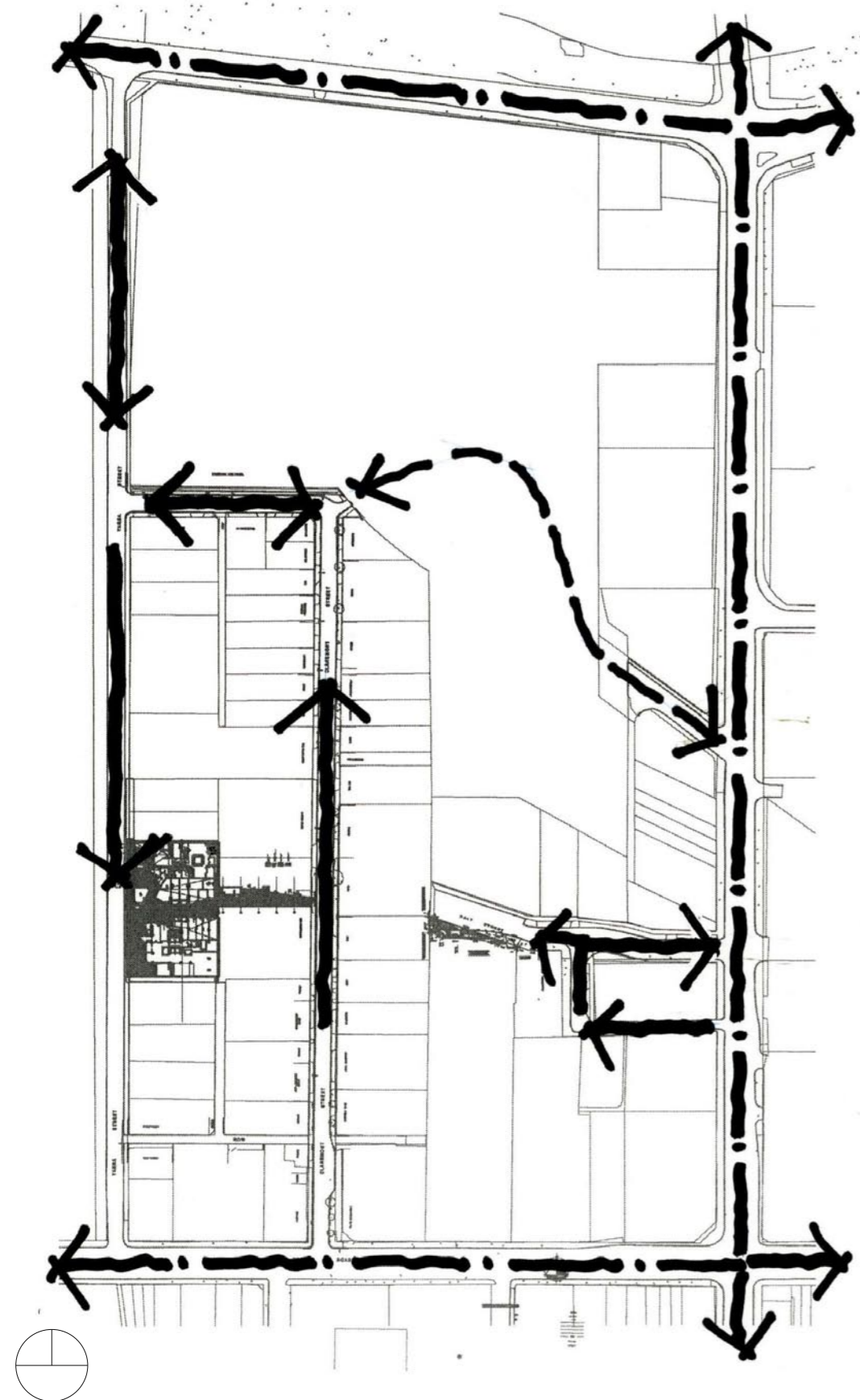
**Option 1**

Yarra Street – One way south

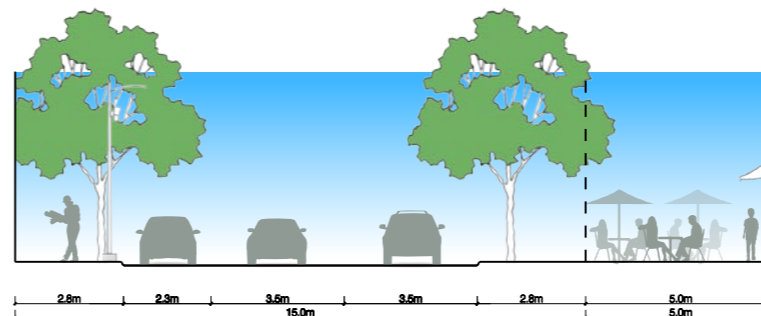
Claremont Street & Claremont Street (north) – one way north and west

Daly Street/Almeida Place – one way loop east

OPTION 2



- ⊕ YARRA ST (NORTH)
- Two way traffic
  - No parking
  - Borrowed landscape from MHS & rail corridor
  - Explore relocation of retaining wall to accommodate
  - Cycle access with VicTrack

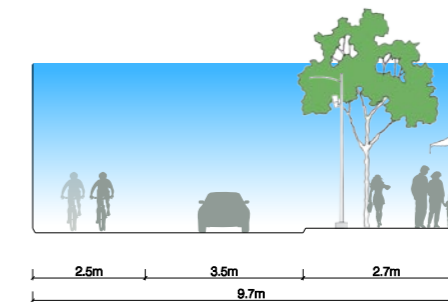


- ⊕ DALY ST
- Pedestrian accessibility both sides
  - Two way traffic
  - Parking - North side
  - Avenue of trees

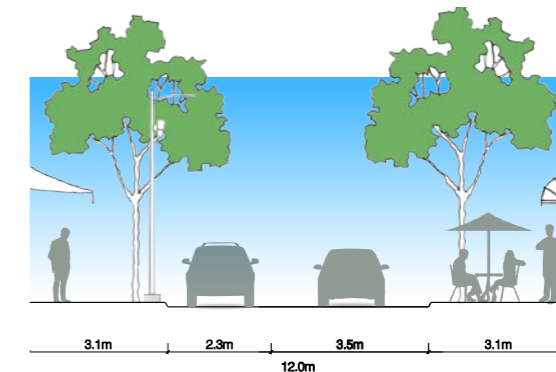
3.5 Circulation/Traffic Review (Continued)

Option 2

- Yarra Street north – Two way
- Yarra Street south – One way south
- Claremont Street – Two way north
- Claremont Street north – Two way
- Daly Street – Two Way
- Almeida Place – One way west



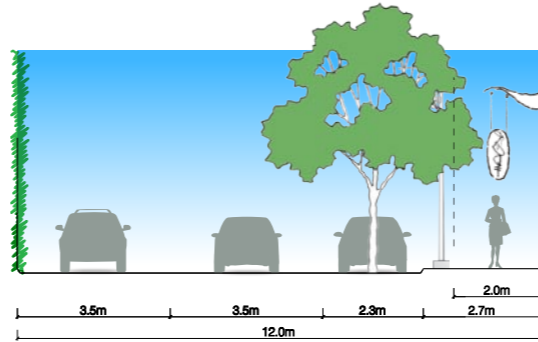
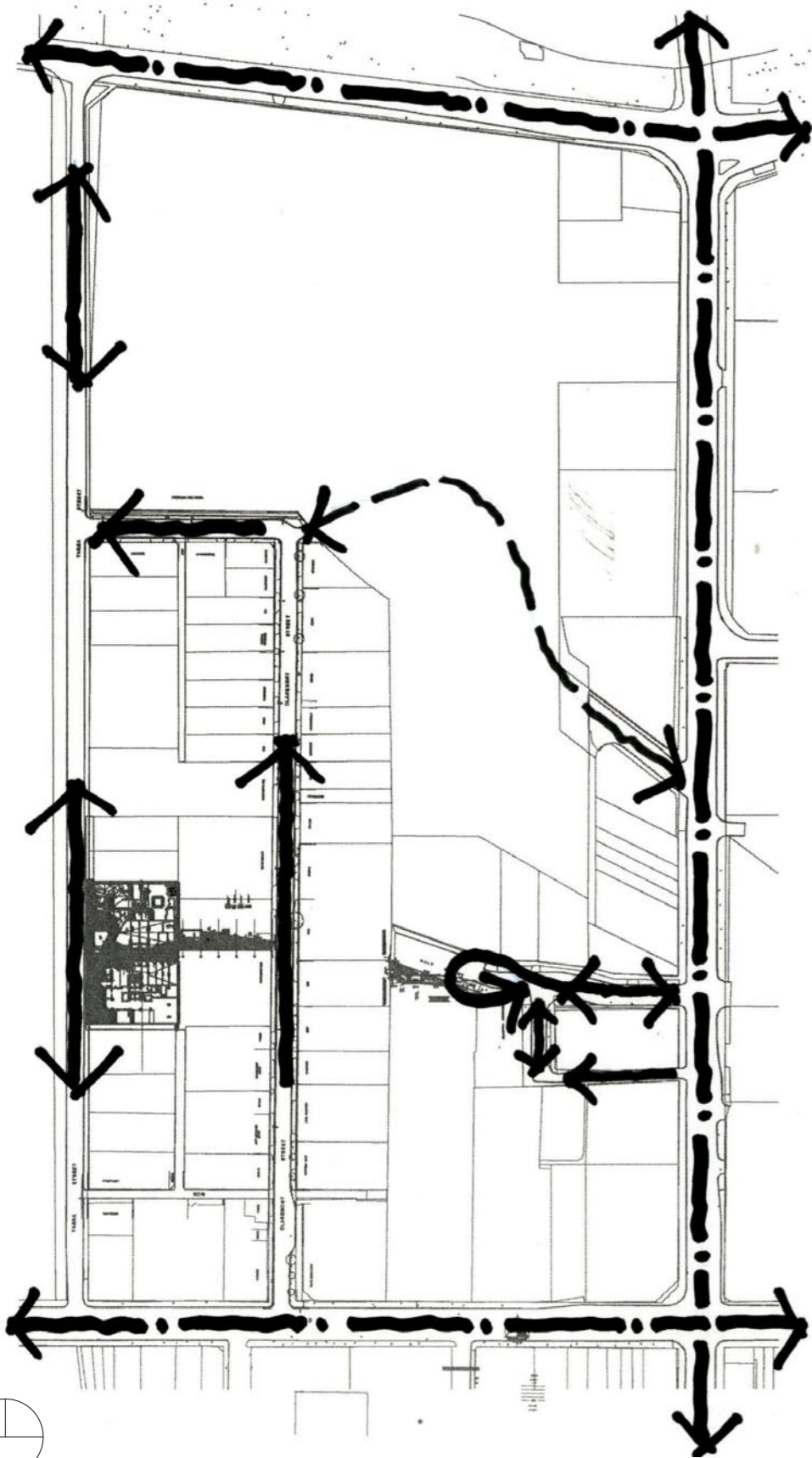
- ⊕ YARRA ST (SOUTH)
- One way traffic (South bound)
  - Designated on road bike path (West side)
  - Widened footpath to east with tree planting
  - No parking



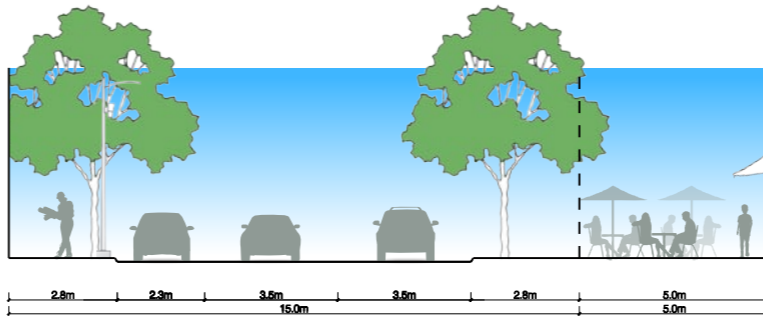
- ⊕ CLAREMONT ST (SOUTH)
- Pedestrian footpath on both sides
  - One way traffic (North bound)
  - Parking - alternating sides of street
  - Formal avenue of trees



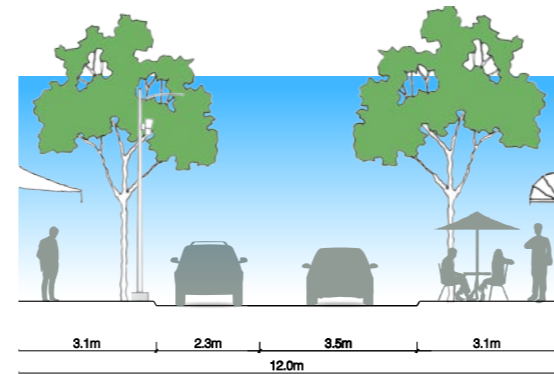
**OPTION 3**



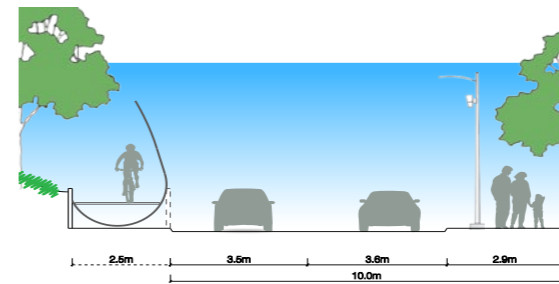
- ⊕ YARRA STREET
- Two way traffic
  - Parking - East side
  - Trees between parking bays
  - 'Green Wall' to existing station wall



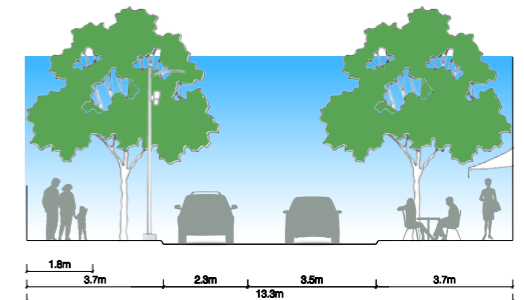
- ⊕ DALY ST
- Pedestrian accessibility both sides
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- ⊕ CLAREMONT ST (SOUTH)
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  - Parking - alternating sides of street
  - Formal avenue of trees



- ⊕ YARRA ST (NORTH)
- Two way traffic
  - No parking
  - Borrowed landscape from MHS & rail corridor
  - Explore relocation of retaining wall to accommodate
  - Cycle access with VicTrack



- ⊕ CLAREMONT ST (NORTH)
- Pedestrian priority both sides
  - One way traffic
  - Parking - North side
  - Trees - maximise on south side

**3.5 Circulation/Traffic Review (Continued)**

**Option 3**

- Yarra Street north – two way
- Yarra Street south – two way
- Claremont Street – one way north
- Claremont Street north – one way west
- Daly Street – two way, with turn around facility
- Almeida Place – one way west, two way north south

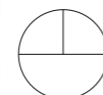
Review by Council traffic engineers, together with input from various stakeholders resulted in a clear direction to maintain the current situation at this point in time, Option 3, with a potential two way component at Claremont Street (north). Although this said the opportunity to re-consider traffic arrangement can be reviewed at a later date if Council believes this is necessary (i.e. Yarra Street one way would allow for a bike lane etc).





### DESIGN PRINCIPLES

1. **Improve streetscape amenity**
  - Legibility & hierarchy
  - Paving materials, colours, patterns
  - Consistent rhythm of trees
  - Lighting – ambient & directional
  - Furniture – public/tenant
  - Art to strategic locations
2. **Celebrate Nodal Squares/Gateways**
  - Delineate from adjoining streets
  - Unique paving/planting treatments
  - Identifiable theming
  - Reinforce pedestrian priority
3. **Permeability & connectivity**
  - Laneways to link with street network
  - Bicycle connectivity between Toorak Road & Yarra
  - Pedestrian linkages through precinct & to greater context.
  - Maximise footpath widths



#### LEGEND

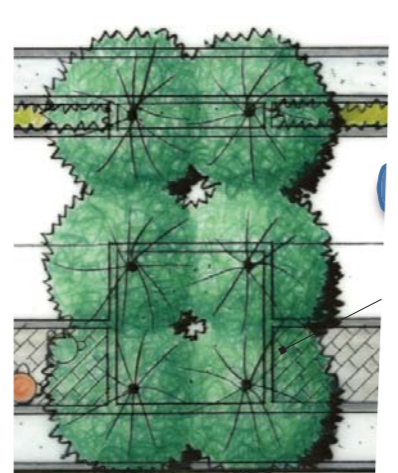
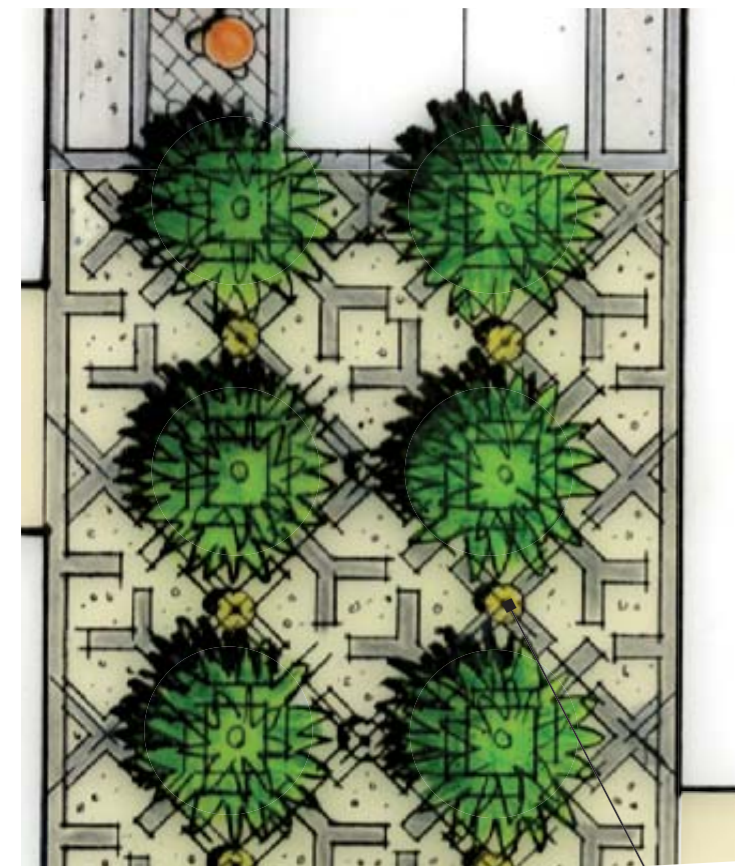
HERITAGE OVERLAY	STREETSCAPE IMPROVEMENTS	PEDESTRIAN LINK
PRECINCT STREETS	PRECINCT THRESHOLD	INFORMAL LINKS/LANEWAY ACCESS
PLANNING APPROVAL	SIGNALISED INTERSECTION	PRIMARY STREET
PLANNING SUBMISSION	NODAL POINT	LINKAGES
		BIKE LINKAGE

### 3.6 Design Principles

An objective appraisal of the analysis, circulation and design direction phase resulted in a set of concept design principles that form the basis of public realm design generation summarised as follows;

1. The Forrest Hill Precinct, South Yarra, will be the new urban heart of South Yarra, for those in touch with a spirit of the time
2. The possibility of branding the precinct to express a unique yet South Yarra related identity and sense of place, leveraging off the South Yarra experience, as a place of choice to live, work, play, see and be seen.
3. The style of Public Realm / Streetscapes open spaces will be the catalyst for place making, and should reflect the identified spirit of the proposed precinct.
4. Ensure a legible permeable network of pedestrian oriented activated streetscapes and arcade laneways.
5. Reinforce place making and way finding by way of an identifiable hierarchy of public realm spaces, including
  - Gateways
  - Nodal squares and piazzas
  - Individual streetscapes, alternative spaces
  - Co-ordinated signage
  - Contemporary suite of urban furniture
6. Reinforce, public open space/landscapes as the primary overlay to harmonise disparate elements of the precinct
7. Maximise pedestrian priority “public realm” wherever possible by way of
  - Offset vehicular carriageways
  - Creation of pedestrian shareways
  - Minimise trafficable dominance by way of rumble strips, shareways, plazas and laneways





Contemporary Formal

Contemporary Unique

## 4 Masterplanning Concept Options

### 4.1 Approach

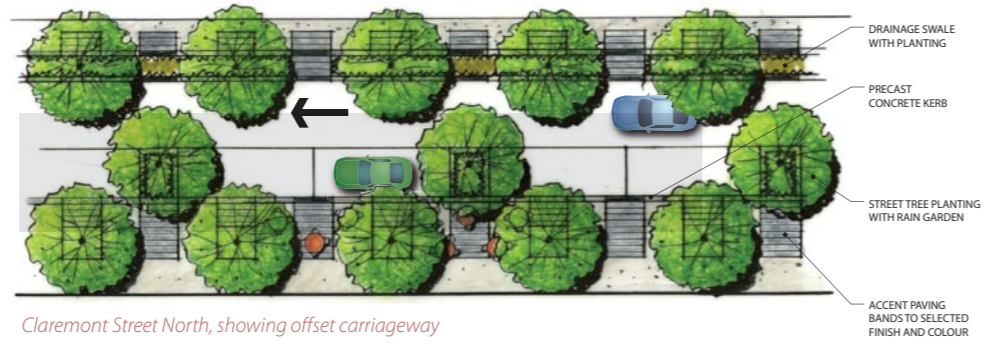
Two design options were developed based on the established design principles. The designs focus on key areas within the precinct to illustrate the particular design approach as potential relates to all aspects of the Forrest Hill Precinct, South Yarra, such as

- Nodal points and gateways
- Typical streetscapes
- A typical section of the east west pedestrian link (Daly Street)

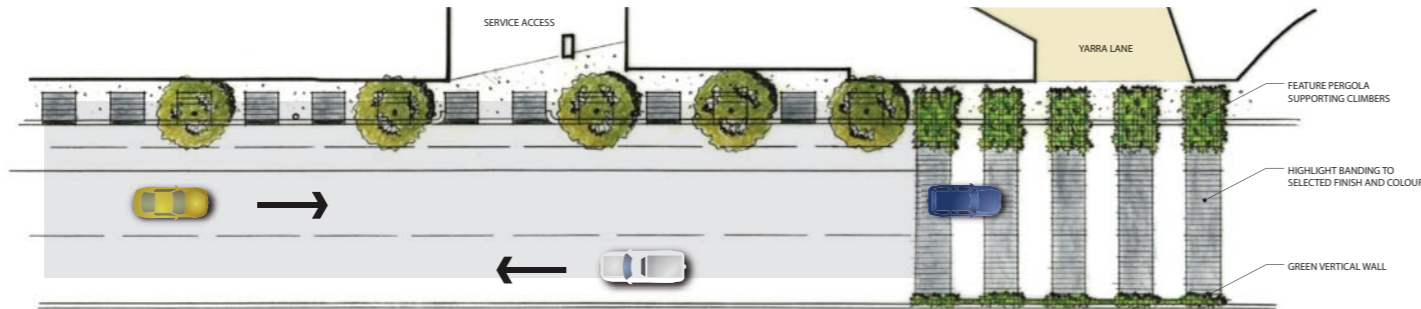
An elemental breakdown of the options includes;

- Configuration of asymmetrical carriageways within the road reservations, maximising a more pedestrian usable pavement on one selected side of the street.
- Hierarchical treatment of various zones within the precinct commensurate with their importance and function including
  - Nodal Points and gateways - materials and street furniture to reinforce an innovative contemporary environment with priority pedestrian use.
  - Streetscapes generally treated as the overall Forrest Hill Precinct, South Yarra public realm as a distinct sense of place in a more cost effective manner.
  - East west pedestrian link (Daly Street) adopting laneway/arcade treatments highlighting pedestrian priority, and extending treatments commensurate with the Nodal quality.
  - Central piazza/park – This area is the only open space offered within the precinct. As part of Daly Street it will be configured to maximise seasonal sunlight whilst reinforcing the heart of Forrest Hill Precinct, South Yarra, as the open space retreat to see and be seen for all who live, work and visit the precinct.





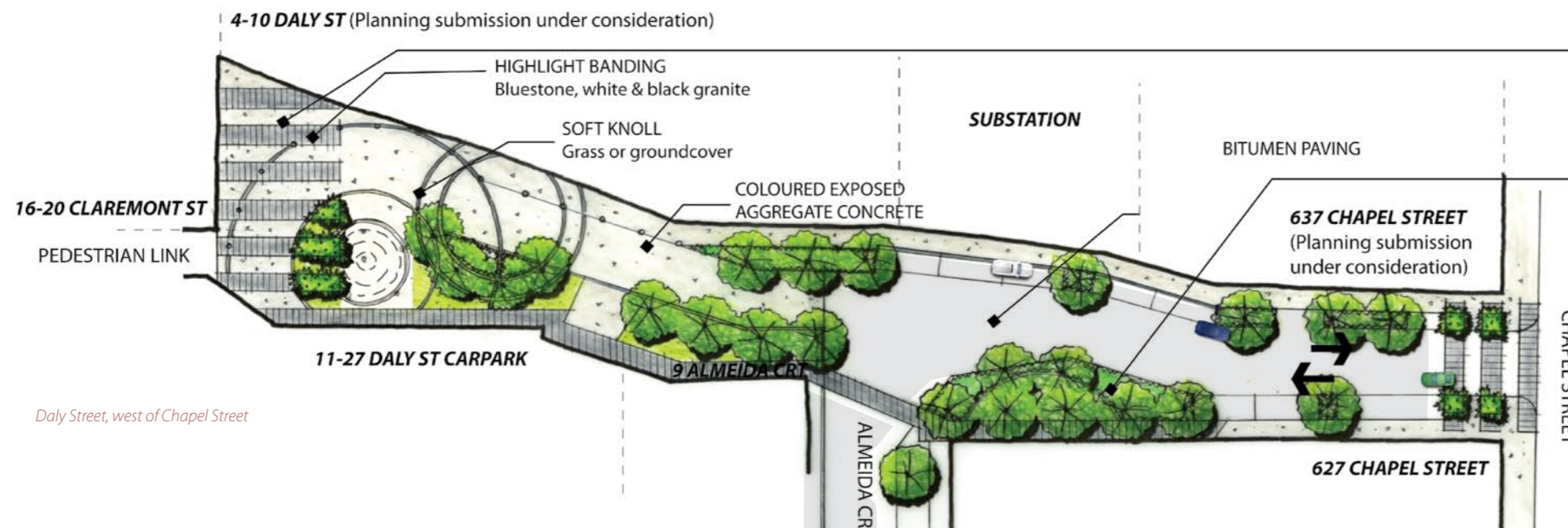
Claremont Street North, showing offset carriageway



Yarra Street at intersection of east west pedestrian link



Claremont Street intersection of pedestrian link



Daly Street, west of Chapel Street

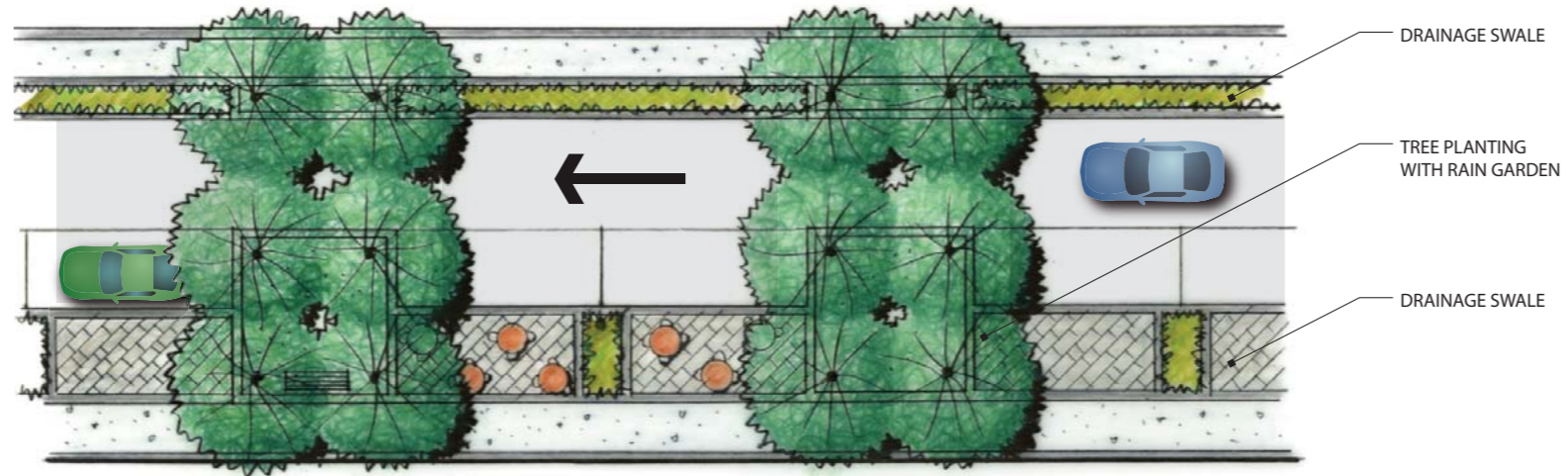


The design directions are summarised as follows:

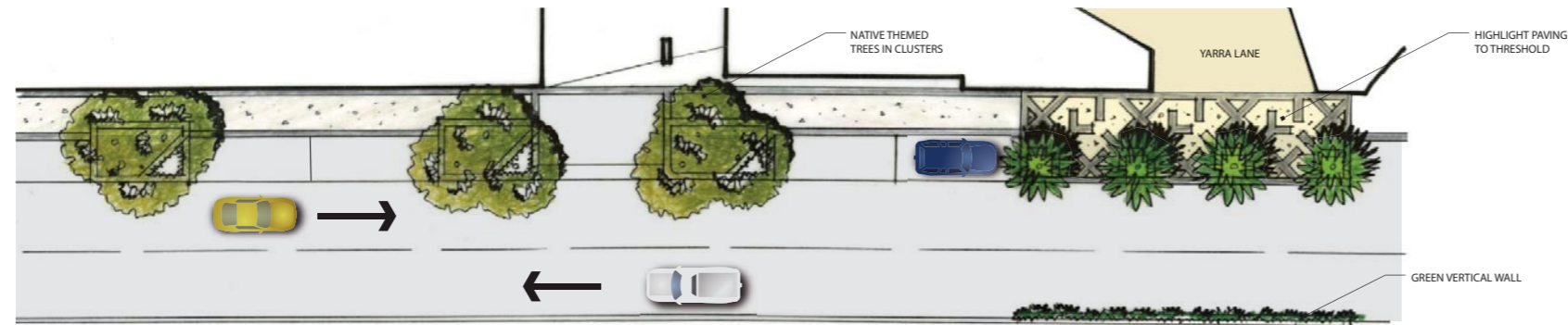
#### 4.2 Option 1. Contemporary "Unique"

This approach is intended as a bold innovative response to the need for a wow factor and a vibrant contemporary public realm. The intent is a point of difference by way of a style of public realm unique to Melbourne and possibly Australia.

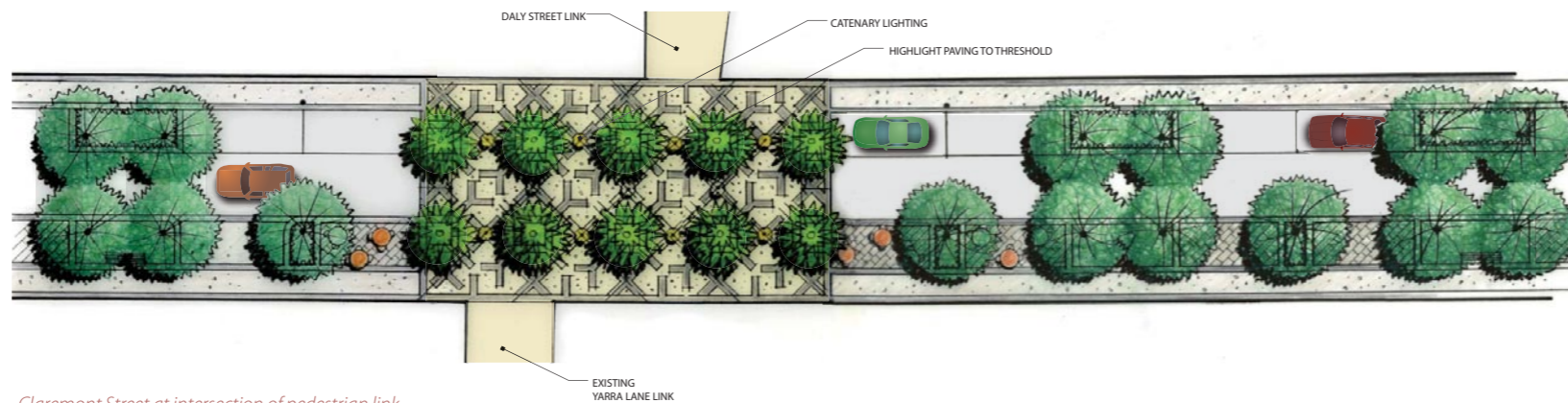




Claremont Street North



Yarra Street at intersection of pedestrian link



Claremont Street at intersection of pedestrian link

### 4.3 Option 2. Contemporary "Formal"

This approach is a contemporary reflection on some of the timeless exemplars of European piazzas and streetscapes, but still well within a recognisable contemporary language of public realm design.



## 5 Stakeholder Workshops

### 5.1

A series of workshops with key Precinct stakeholders were held at Stonnington Council.

The first forum was an information and consultation meeting in November 2007. A number of written submissions providing feedback were received.

The second session consisted of two "sub precinct" based workshops that were facilitated by council officers. The first was the Daly Street workshop with stakeholders of that precinct on 17th March 2008 followed two days later by the Yarra Street/Claremont precinct.

A brief summary of the overall stakeholder response is as follows

- Overwhelming support for the aim of the project and the contemporary "unique" approach
- Traffic and parking to be carefully reviewed as so not to compromise amenity.
- Maximise quality of pedestrian environment in Daly Street whilst acknowledging traffic functions.
- Street planting to adopt tree species that provide an open, transparent foliage.
- Maintain current traffic movement, investigate two way traffic in Claremont Street (north)
- Support undergrounding of all services (power, telcos) to all streets.
- Incorporate public art/sculpture
- Re brand and rename the precinct
- Timing – important to be ahead of all proposed development so as to ensure public realm delivery as part of each development is consistent and to one agreed plan.
- Creation of a new entry into South Yarra station off Yarra Street.
- Demonstration project should be piloted.
- Removal of all parking to alleviate congestion.
- Support for Forrest Hill Precinct, South Yarra to link up with regional bicycle network.
- Improved safety and pedestrian amenity, particularly for Melbourne High School students.

