

Jam factory

WHAT IS THE ISSUE?

Council has long advocated for improved public transport to South Yarra to meet the needs of a growing urban population. One of the principal strategic priorities is to ensure the best possible transport outcomes are realised, especially with the rapid and substantial population and employment growth in the region.

Our strategic approach

Council has and continues to advocate for the incorporation of an interchange station at South Yarra as part of the Metro Tunnel Project so as to provide the best long-term outcome for transport services in South Yarra, and the wider network generally. Regardless, the existing station struggles to meet current demand which is set to increase and urgently needs upgrading.

Council is currently assessing a planning application for a proposed \$500M, 20,000m² commercial redevelopment of the Jam Factory site on Chapel Street. Council has identified the Jam Factory (500 Chapel Street, South Yarra) as a 'key strategic development site' for the municipality given its size, location and proximity to public transport.

The current application proposes the demolition of the majority of the existing building stock on the site. These critical factors present a significant and unique opportunity to integrate the development with the abutting rail network to address future transport needs of the South Yarra locality and the broader region.

Council action

Council has written to the Victorian Government seeking the integration of the Jam Factory redevelopment into the abutting rail network.