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Richmond Club Hotel Expansion

Transport Impact Assessment



250140TIA001E-F
17 February 2026

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DOCUMENT INFORMATION

Prepared for	Australian Venue Co Ltd	Report Date	17 February 2026
File Name	250140TIA001E-F	Reviewed by	VPG
Prepared by	SF		

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1 INTRODUCTION

onemilegrid has been requested by Australian Venue Co Ltd to undertake a Transport Impact Assessment for the proposed expansion and refurbishment of the Richmond Club Hotel.

The existing Richmond Club Hotel is located at 100 Swan Street in Cremorne, with the expansion proposing to include the incorporation of the three (3) buildings directly to the west of the existing hotel, addressed as 94, 96 & 98 Swan Street.

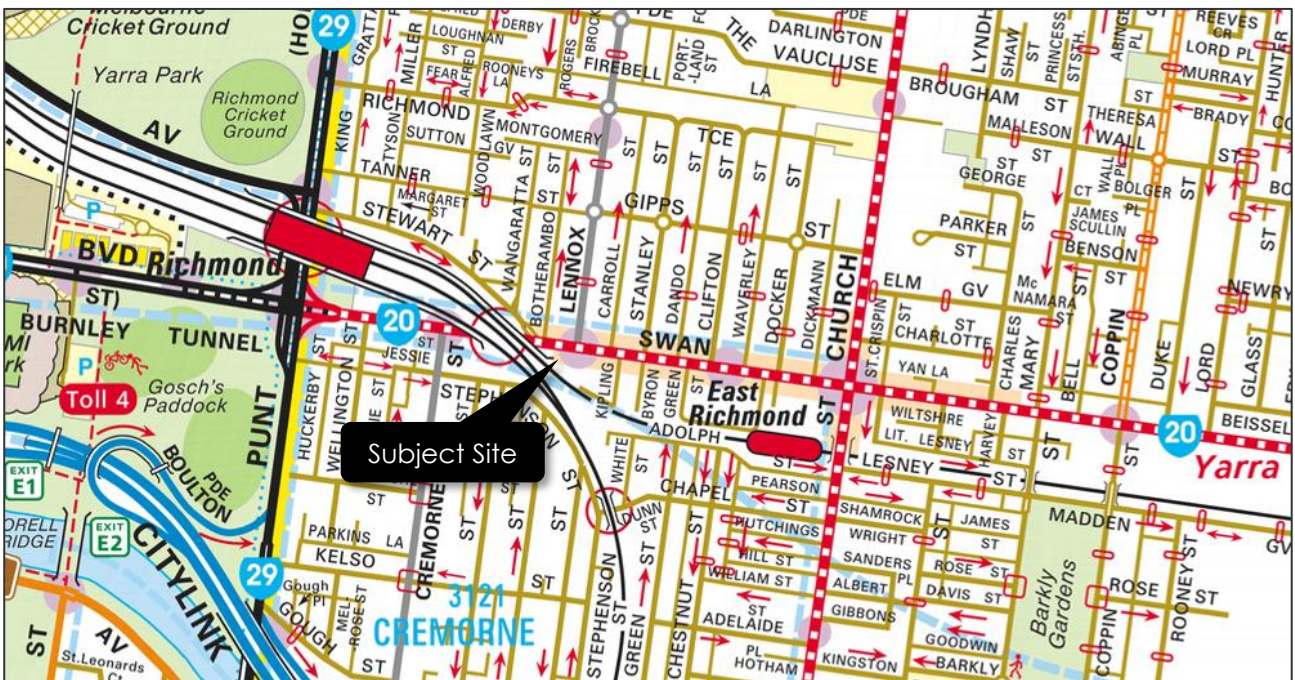
As part of this assessment the subject site has been inspected with due consideration of the development proposal and relevant background information has been reviewed.

2 EXISTING CONDITIONS

2.1 Site Location

The subject site is made up of four buildings addressed as 94, 96, 98 and 100 Swan Street; all of which are located on the south side Swan Street positioned between Lennox Street (opposite/north side of the road) and Laneway / Cubitt Street (laneway that runs along the western and southern boundaries of the combined site), as shown in Figure 1 below.

Figure 1 Site Location



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The existing Richmond Club Hotel is the eastern most of the buildings, addressed as 100 Swan Street, and has a frontage to Swan Street of approximately 12 metres and a depth of approximately 40 metres. For clarity, the occupants and land uses for the four (4) subject buildings are as follows:

- 94 Swan Street; Bar 9T4 (bar/lounge).
- 96 Swan Street; The GBar (sports bar).
- 98 Swan Street; The Wrap Shack (food & drink premises).
- 100 Swan Street; Richmond Club Hotel (bar/pub).

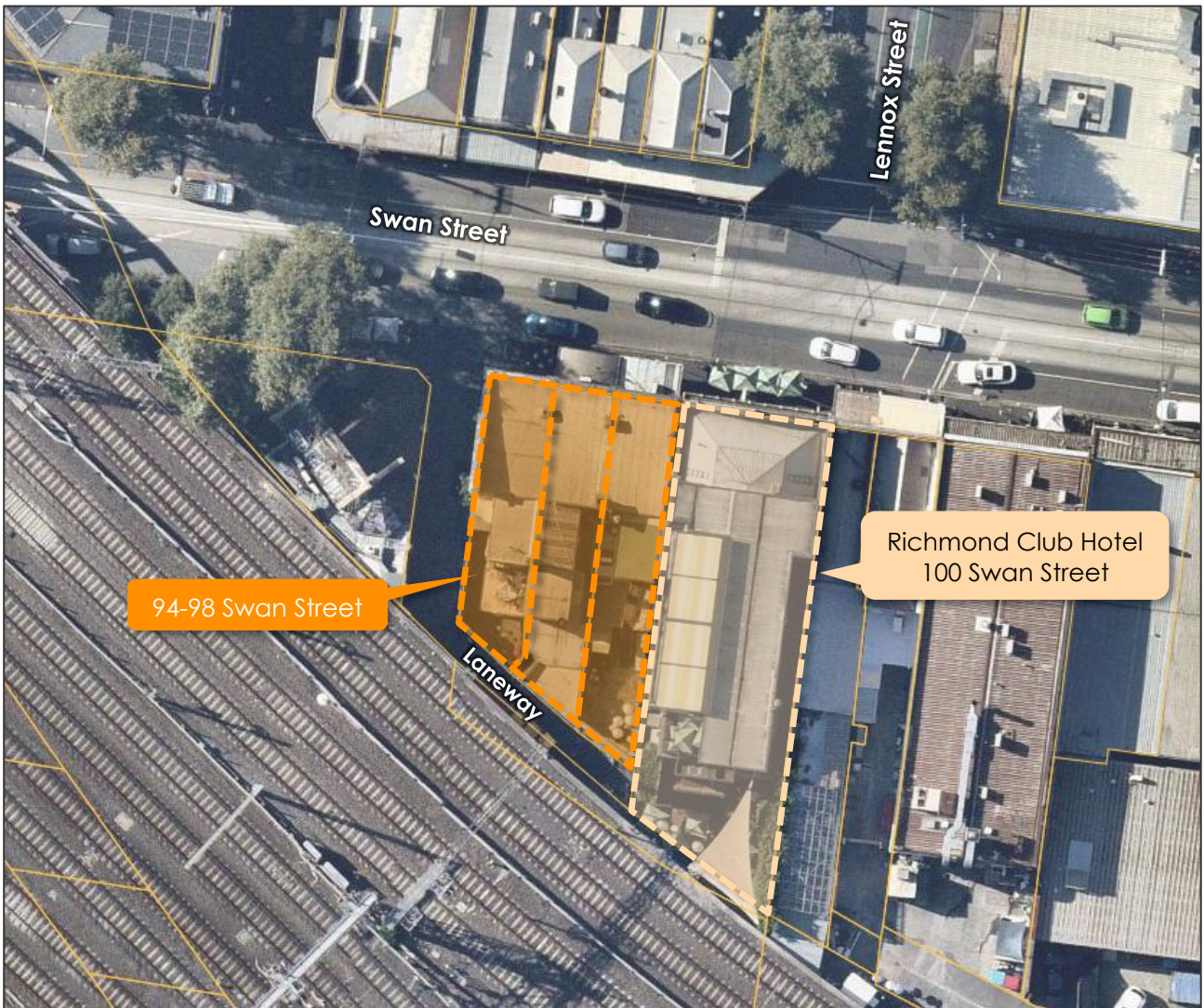
No car parking is provided on-site for any of the existing premises, with access provided via the rear laneway (Laneway / Cubitt Street) for deliveries and waste collection.

Land use in the immediate vicinity of the site is mixed in nature, and includes commercial uses along Swan Street, Richmond Railway Station to the east and residential properties to the north.

The site is location within the Swan Street Activity Centre which includes a variety of land uses such as retail, commercial, restaurants, and hotels. Of note a number of other licensed venues are located in close proximity including the Corner Hotel, Swan Hotel and the Precinct Hotel.

An aerial view of the subject site is provided in Figure 2 below.

Figure 2 Site Context (Friday 7 March 2025)

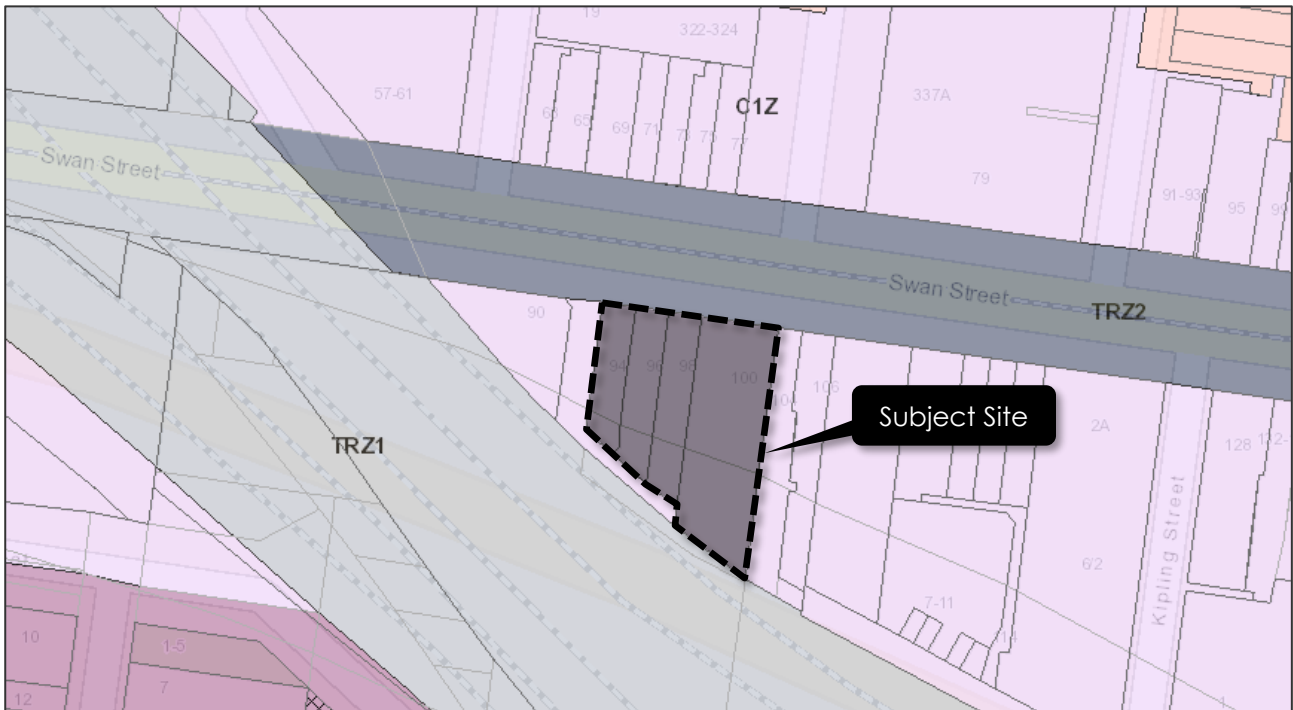


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2.2 Planning Zones and Overlays

It is shown in Figure 3 that the site is located within a Commercial 1 Zone (C1Z).

Figure 3 Planning Scheme Zones



Additionally, the site abuts Swan Street, which is within a Transport Zone (TRZ2), designating the Principal Road Network. Further, the railway tracks to the west and south of the site are within a Transport Zone (TRZ1), designated as State Transport Infrastructure.

2.3 Road Network

2.3.1 Swan Street

Swan Street is an arterial road generally aligned east-west, running between Punt Road in the west to Yarra Boulevard in the east. Swan Street provides two traffic lanes in each direction adjacent to the site, with the central lane shared with trams and the kerbside lane shared with parking outside of Clearway periods.

Clearway restrictions are in place on Swan Street between 7am-9:15am (Mon-Fri) on the south side of the road, and between 4:30pm-6:30pm (Mon-Fri) on the north side of the road. Along the site frontage general restrictions are No Stopping in front of 98 & 100 Swan Street, and 15-minute parking at all other times in front of 94 & 96 Swan Street. Further afield parking is generally time restricted and ticketed to 2 hours up to approximately 5:30pm everyday (5pm on Sundays).

The cross-section of Swan Street at the frontage of the site is shown in Figure 4 below.

Figure 4 Swan Street, looking west from the Richmond Club Hotel



Image date: March 2025

A 40 km/h speed limit applies to Swan Street in the vicinity of the site.

2.3.2 Laneway / Cubitt Street

Laneway / Cubitt Street is a local laneway generally aligned north-south, running from Swan Street in the north between The Posty and Bar 9T4 and then wraps behind 94 Swan Street to provide rear access to each of the four subject buildings fronting Swan Street.

Laneway / Cubitt Street provides a 4-metre-wide laneway for the initial north-south portion and then narrows to approximately 2.5-metres-wide behind the buildings, and is primarily use for waste collection, waste storage and loading activities including keg deliveries.

The cross-section of Laneway / Cubitt Street is shown in Figure 5 and Figure 6 below.

Figure 5 Laneway / Cubitt Street, from Swan Street



Image date: March 2025

Figure 6 Laneway / Cubitt Street, rear of Swan Street properties

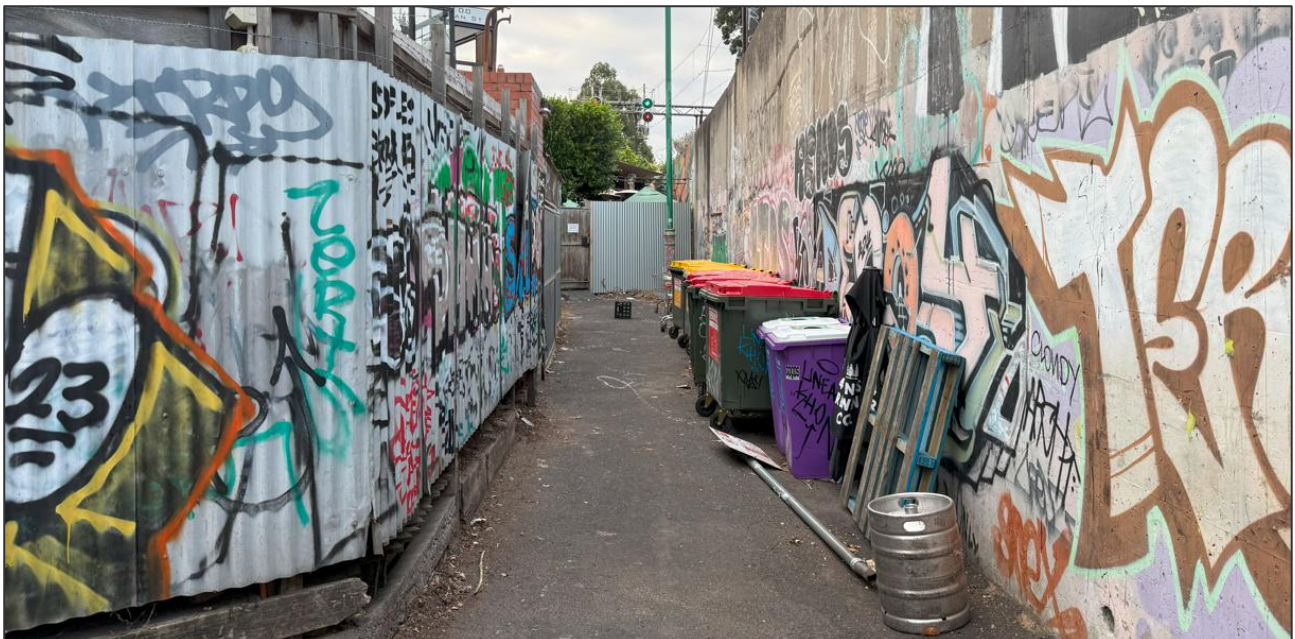


Image date: March 2025

3 SUSTAINABLE TRANSPORT

3.1 General

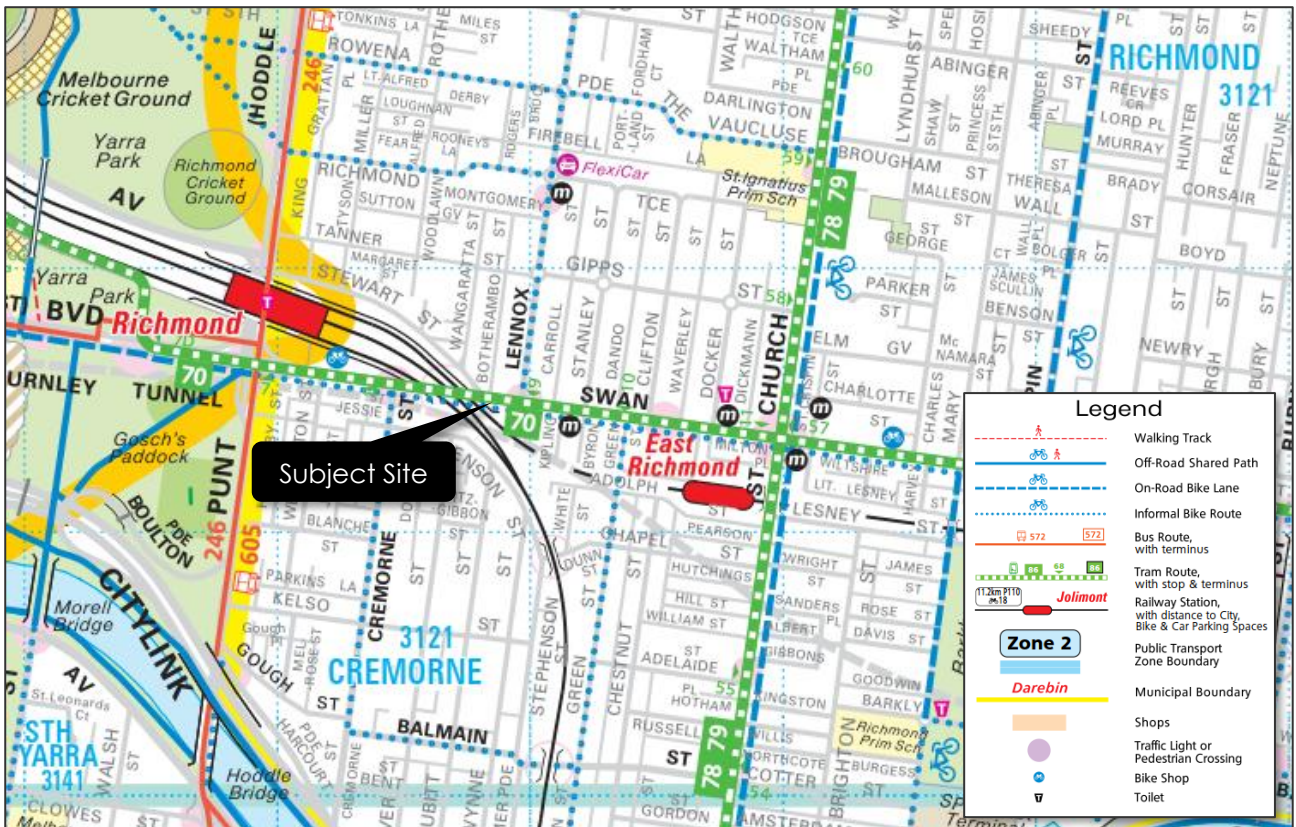
The subject site is exceptionally well serviced by public transport and is situated within a highly accessible urban environment offering a range of transport options. Most notably, the site is located in close proximity to Richmond Railway Station, a major public transport hub providing frequent services to Flinders Street Station (just one stop away) and connecting lines serving Melbourne’s south and east.

The area also benefits from an extensive tram and bus network, with multiple routes operating along Swan Street Punt Road and Church Street, enhancing connectivity to the broader metropolitan area.

The site has a Transit Score of 96, classifying it as a “Rider’s Paradise” with access to world-class public transportation.

An extract of the TravelSmart Map for the City of Yarra is shown in Figure 7, highlighting the public transport, bicycle and pedestrian facilities in the area.

Figure 7 TravelSmart Map



3.2 Public Transport

The full public transport provision in proximity to the site is shown in Figure 8 and detailed in Table 1.

Figure 8 Public Transport Provision

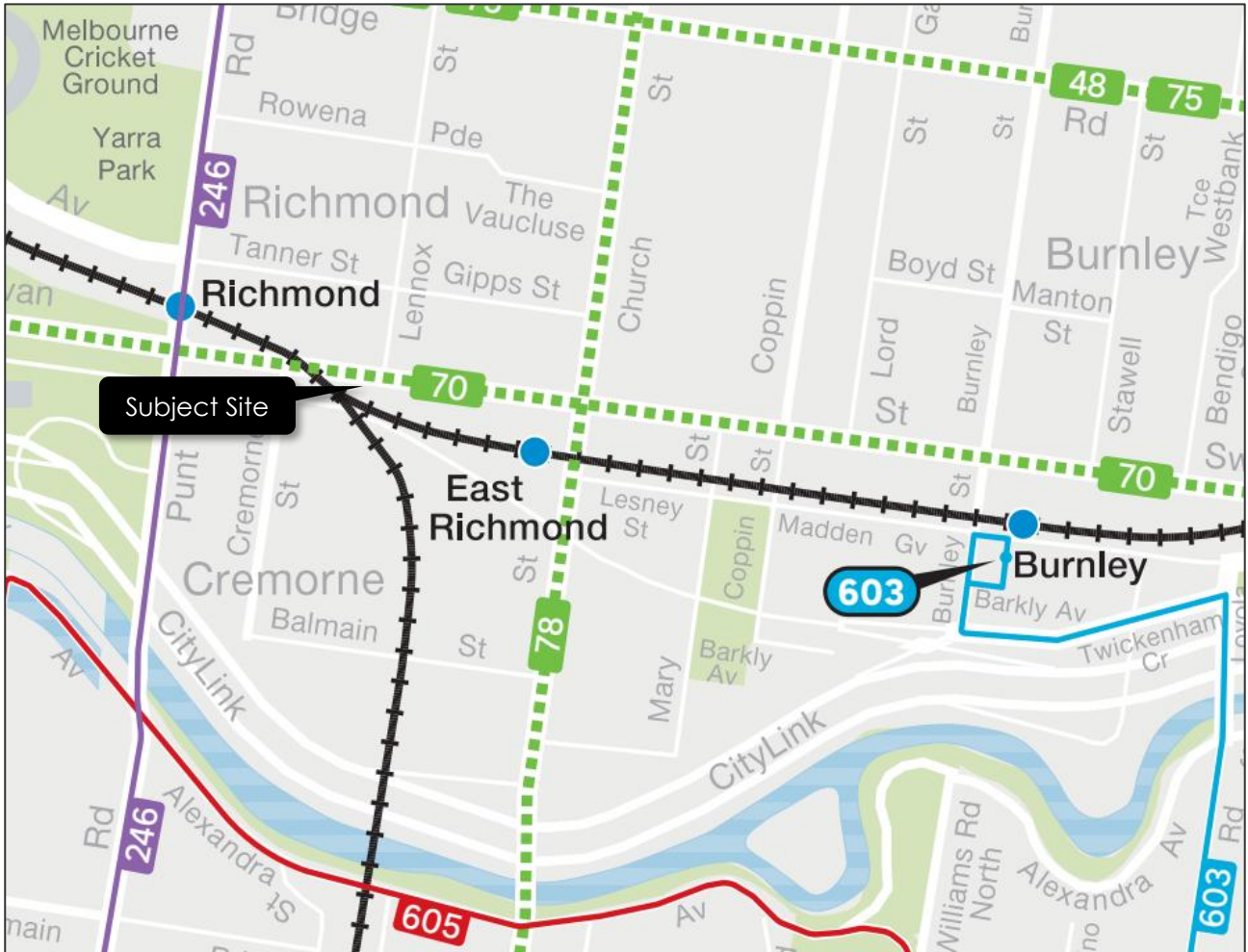


Table 1 Public Transport Provision

Mode	Route No.	Route Description	Nearest Stop/Station
Train		Alamein Line	Richmond Railway Station
		Belgrave Line	
		Frankston Line	
		Glen Waverley Line	
		Lilydale Line	
		Pakenham Line	
		Sandringham Line	
Tram	70	Waterfront City Docklands - Wattle Park	Swan Street
	78	North Richmond - Balaclava via Prahran	Church Street
Bus	246	Elsternwick - Clifton Hill via St Kilda	Punt Road

The site has excellent public transport accessibility, with a wide variety of transport modes and services servicing the immediate vicinity of the site.

4 EXISTING RICHMOND CLUB HOTEL OPERATION

4.1 General

The Richmond Club Hotel is currently operating with a maximum allowance for 707 patrons as per the liquor license. Also, in accordance with the liquor license held by the site, the operating hours of the Richmond Club Hotel are between:

- 12pm – 11pm | Sunday – Thursday
- 12pm – 1am | Friday & Saturday

It is understood that the Richmond Club Hotel has a gross leasable floor area of approximately 861 square metres across its three levels.

As is typical of venues along the Swan Street strip, patron behaviour reflects a precinct-based approach to visitation. Visitors often frequent multiple venues in a single outing, with venue choice frequently made after arriving in the area rather than being predetermined. Patrons commonly move between venues throughout the evening, depending on the offerings and atmosphere.

Furthermore, during major sporting or live entertainment events within the nearby Melbourne Sports and Entertainment Precinct, the hotel serves as a popular pre-event destination, with many patrons attending for a meal and a drink before proceeding to the event.

4.2 Existing Patronage

To understand the existing operation and patronage at Richmond Club Hotel, management conducted patron counts at **onemilegrid**'s direction, on the hour, between 4pm and 12am (midnight) on Friday the 15th and Saturday the 16th of March 2025.

The results of these counts are shown in Table 2 below.

Table 2 Existing Patronage Counts – Richmond Club Hotel

<i>Time</i>	<i>Friday 15 March 2025</i>		<i>Saturday 16 March 2025</i>	
	<i>Patrons</i>	<i>Staff</i>	<i>Patrons</i>	<i>Staff</i>
4pm	92	10	44	11
5pm	222	15	86	13
6pm	355	18	314	19
7pm	344	19	351	22
8pm	331	20	172	22
9pm	430	22	182	22
10pm	456	22	218	22
11pm	631	22	477	21
12am	706	20	488	17

4.3 Travel Mode Surveys

In addition to the patron counts, Richmond Club Hotel management also conducted travel mode surveys on Friday the 15th and Saturday the 16th of March 2025. The purpose of the surveys was to determine the current travel patterns for patrons to the venue as these are likely to reflect the future travel patterns of patrons.

Across the survey period a total of 100 patrons were interviewed with 50 responses on Friday and 50 responses on the Saturday. The patrons were asked about their mode of travel to the Richmond Club Hotel. A summary of the travel modes and their rate of use per patron for the Friday and Saturday are shown in Table 3 below.

Table 3 Patron Survey Results – Richmond Club Hotel

Mode	Rate Per Patron		
	Friday	Saturday	Average
Car as driver	0.10	0.16	0.13
Car as passenger (including Taxi / Uber / Ride Share / dropped off)	0.28	0.16	0.22
Public Transport	0.38	0.54	0.46
Active Transport (walk/cycle etc)	0.12	0.14	0.19

The above survey results identify a car parking demand of 0.13 spaces per patron on average.

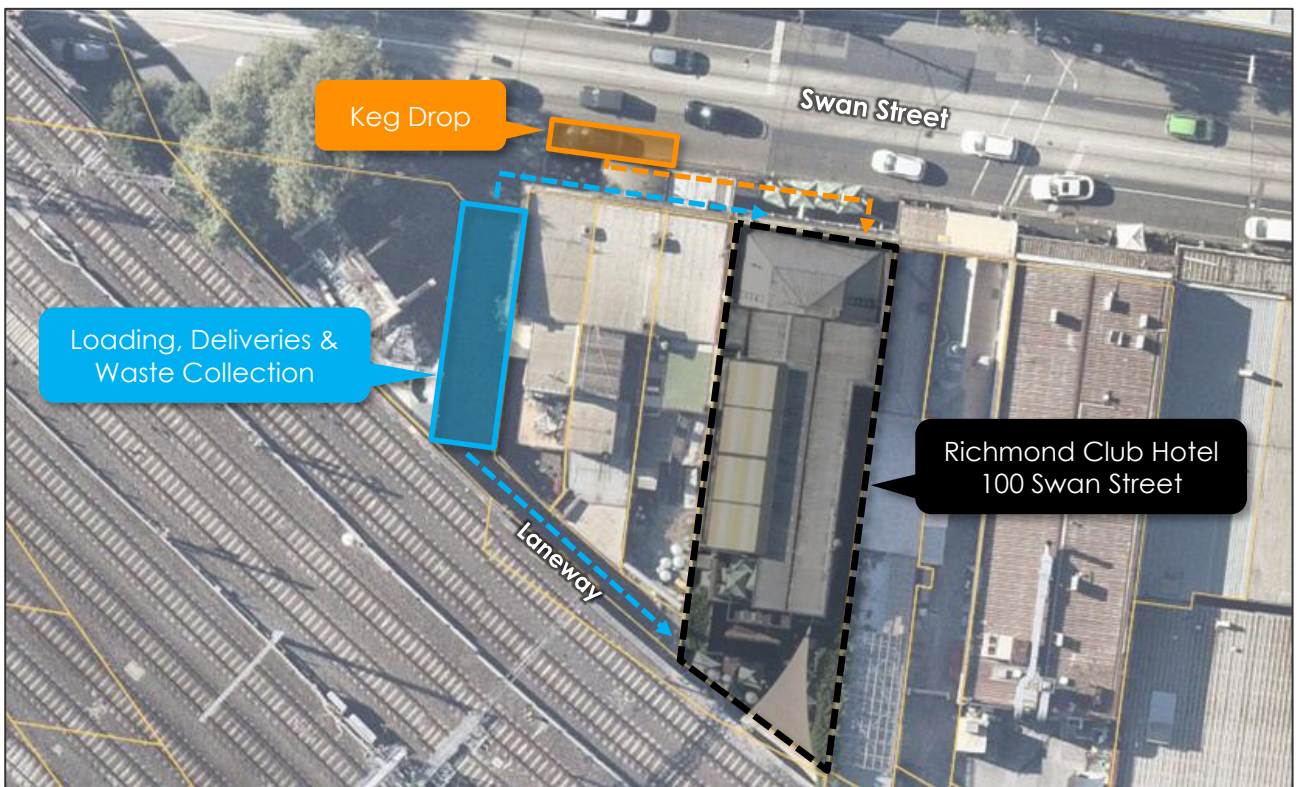
4.4 Loading Arrangements

Based on information provided by the operator, all loading, deliveries and waste collection for the existing Richmond Club Hotel occur in Laneway / Cubitt Street (rear laneway), will vehicles propping in the laneway and access the building from both the Swan Street and Laneway access points as required.

The exception is the keg drop, which takes place along Swan Street in the 15-minute on-street parking area directly to the west of the site. Keg drop delivery vehicles park on the south side of Swan Street in the permitted area (outside of the Clearway times along the south side of Swan Street), and transfer kegs / take empty kegs directly from the manhole access point from the frontage of the site near the eastern boundary.

A view of the existing loading, deliveries and waste collection locations is provided in Figure 2 below.

Figure 9 Existing Loading, Deliveries & Waste Collection



Copyright Nearmap

5 PROPOSAL

It is proposed to refurbish and expand the Richmond Club, including incorporating the three (3) buildings to the west of the existing hotel (94, 96 & 98 Swan Street) into a new and larger single premises. In addition, the application proposes to increase the patronage limit for the expanded hotel to 1,200 patrons across the entire site.

It is not proposed to provide any on-site car parking spaces, as per the existing conditions. An outline of the increase in floor area across the three (3) levels is provided in Table 4, with a view of the proposed ground floor shown in Figure 10. It is noted that the existing figures include all tenancies.

Table 4 Proposed Richmond Club Hotel Expansion (m²)

Section	Existing GFA	Proposed GFA	Existing Patron Floor Area*	Proposed Patron Floor Area*
GF Internal	646.78	623.14	420	375
GF External	183.34	222.85	110	165
L1 Internal	264	478.31	144	330
L1 External	-	71.9	-	60
L2 Internal	152	173.21	95	130
L2 External	-	179.83	-	108
Total GFA	1,246.10 m²	1,749.24 m²	759 m²	1,168 m²

*For the purposes of this report Patron Floor Area (PFA) is defined as area where a patron could eat or drink at the venue and excludes common areas such as stairs, lifts and toilets.

Note that PFA will be adopted throughout the report as this area represents the area of the venue that generates demand for patrons and staff to travel to the site.

Based on the above, the proposal will see an additional gross floor area of 503.12 square metres and increased patron floor area of 409 square metres.

6 LOADING

Clause 65 (Decision Guidelines) of the Yarra Planning Scheme identifies that:

"Before deciding on an application or approval of a plan, the responsible authority must consider, as appropriate: The adequacy of loading and unloading facilities and any associated amenity, traffic flow and road safety impacts."

It is proposed to continue to utilise Laneway / Cubitt Street for all loading activities associated with the Richmond Club Hotel, with vehicles propping in the laneway to access the site.

In addition, the 15-minute parking area located on the south side of Swan Street will also continue to be utilised for the keg drop as required.

With the existing premises at 94, 96 & 98 Swan Street also currently utilising Laneway / Cubitt Street for loading, deliveries and waste collection purposes, overall operation of the laneway is expected to improve noting there will be a consolidation of deliveries required to the site with the same operator.

The provision for loading is therefore considered appropriate for the expanded use.

7 BICYCLE PARKING

The bicycle parking requirements for the subject site are identified in Clause 52.34 of the Yarra Planning Scheme, which specifies the following requirements for the different components of the proposed development.

It should be noted that the bicycle parking requirements have only been applied to the proposed expansion area. The expansion area is equal to 409 m² and is calculated by subtracting the existing PFA from the proposed PFA as listed in Table 4.

The site has been assessed under the 'hotel' use. It is noted that the Planning Scheme rates for hotel developments are based on 'floor area available to the public' and is also split into 'bar' and 'lounge' areas. It is proposed to provide 122 m² of dining area with the rest of the proposed expansion representing bar space.

Table 5 Clause 52.34 – Bicycle Parking Requirements

Component	Area	Requirement	Total
Hotel (Bar) – Employee Requirement	122 m ² of bar area available to the public	1 space per 25 m ² of bar floor area available to the public	5
	287 m ² of lounge area available to the public	1 space to each 100 m ² of lounge floor area available to the public	3
Sub-Total (Employee)			8
Hotel (Bar) – Visitor Requirement	122 m ² of bar area available to the public	1 space per 25 m ² of bar floor area available to the public	5
	287 m ² of lounge area available to the public	plus 1 space to each 100 m ² of lounge floor area available to the public	3
Sub-Total (Visitor)			8
Total			16

As outlined above, a total 16 bicycle parking spaces are required for the proposal. It is not proposed to provide any new bicycle parking spaces on-site for the proposal and as such a reduction in the bicycle parking requirements applies.

There is currently no formal bicycle parking spaces provided on-site with any cyclists using the existing on-street supply in the area. Noting that the proposal will draw the majority of its trade from those already travelling to the area, a dedicated bicycle parking facility on-site is not considered necessary. Similar to car parking, the bicycle parking resources are shared amongst all users. Back of house areas can accommodate staff bikes as necessary.

In view of the above no bicycle parking provision dedicated for the use is considered acceptable in this context.

8 CAR PARKING

8.1 Statutory Car Parking Requirements

The car parking requirements for the subject site are identified in Clause 52.06 of the Yarra Planning Scheme. Clause 52.06 specifies that:

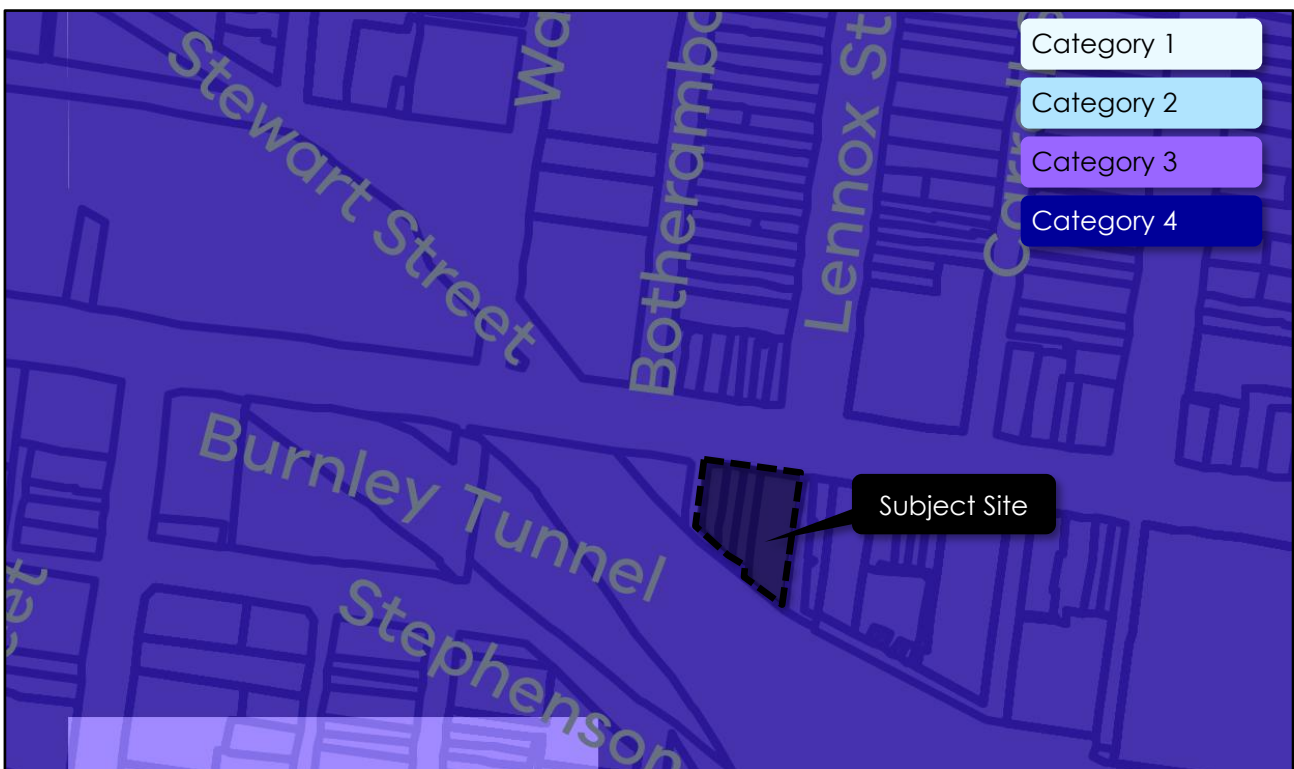
'Where an existing use is increased by the measure specified in Column C of Table 1 for that use, the car parking requirement only applies to the increase, provided the existing number of car parking spaces currently being provided in connection with the existing use is not reduced'.

Noting that the application seeks to increase the floor area of Richmond Club Hotel, an assessment of the parking requirements is only needed for the increase in PFA – not the entire site.

Clause 52.06 of the Yarra Planning Scheme provides different requirements depending on the public transport accessibility of the site. This can be determined from the land category, which is identified in the Car Parking Requirement Maps published by the Department of Transport and Planning.

As shown in Figure 11, the site is located within Category 4.

Figure 11 Car Parking Requirement Map



It is noted that for sites within Category 4, only **maximum** car parking rates apply.

As per Clause 73.04 of the Planning Scheme, hotel land uses are nested under food and drink premises. Accordingly, the food and drink premises car parking rate are used to assess the development below.

Table 6 Clause 52.06 – Car Parking Requirements (Maximum)

<i>Use</i>	<i>No/Area</i>	<i>Rate</i>	<i>Car Parking Measure</i>	<i>Total</i>
Hotel (food and drink premises)	409 m ²	1	to each 100 m ² of net floor area	4

Based on the above calculations a maximum of four parking spaces applies to the proposed development.

It is proposed to provide no on-site car parking spaces to service the proposed development, which is below the maximum Planning Scheme requirements outlined above.

The provision of car parking therefore satisfies the Planning Scheme requirement.

9 TRAFFIC CONSIDERATIONS

The proposed expansion is not expected to result in any significant increase in private vehicle traffic to or from the site. Given the nature of the venue and its location within an activity centre with excellent access to public transport and limited parking availability, the majority of patrons are expected to arrive on foot, via public transport, or through ride-share and taxi services.

The site is part of a broader precinct including the MCG, AAMI Park and Melbourne Park for sporting and entertainment activities while Swan Street itself is host to a myriad of hospitality venues. Patron behaviour within the Swan Street precinct therefore supports a centre-wide approach to access and parking, with visitors typically frequenting multiple venues during a single outing. As such, traffic impacts are distributed across the broader activity centre rather than being concentrated at a single destination.

Furthermore, the proposal seeks to expand the Richmond Club Hotel by absorbing three existing hotel (bar) land uses. As such, the proposal does not represent a large increase in hotel (bar) offerings within the precinct. As such, the increase in Richmond Club Hotel's patronage will largely be from customers already regularly visiting the precinct and will not result in a large increase in traffic, pedestrian or otherwise, to the subject site.

Given the hotel land use, the proposal will attract customers who will largely be consuming alcohol on site. In this regard, the vast majority of patrons to the site will utilise alternative transport modes such as public transport and ride share services to travel to the site.

Additionally, the surrounding road network is designed to accommodate activity centre traffic volumes, and the proposal is not anticipated to materially affect intersection performance or road safety in the area.

Due to the site's excellent access to public transport, limited supply of convenient parking options and its multi-trip precinct location, it is expected that the traffic impact on the surrounding road network due to the proposal will be negligible.

10 CONCLUSIONS

It is proposed to refurbish and expand the Richmond Club, including incorporating the three (3) buildings to the west of the existing hotel (94, 96 & 98 Swan Street) into a new and larger single premises. In addition, the application proposes to increase the patronage limit for the expanded hotel to 1,200 patrons across the entire site.

Considering the analysis presented above, it is concluded that:

- It is proposed to maintain the existing loading arrangements for the venue, with the majority of deliveries occurring along the laneway (Cubitt Street) along the western boundary of the newly consolidated site;
- This application has a statutory requirement to provide 20 bicycle parking spaces, with a waiver of all 20 spaces being sought;
- The proposed car parking provision is less than the maximum Planning Scheme requirement and is therefore considered satisfactory;
- The anticipated traffic volumes generated by the development are expected to have a negligible impact on the operation of the Swan Street or the surrounding road network and;
- There are no traffic engineering reasons which would preclude a permit from being issued for this proposal.