

19055_ 1-7 WATERFRONT PLACE PORT MELBOURNE
URBAN CONTEXT REPORT
31.03.2021

City of Port Phillip
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ELENBERG FRASER

PORT PHILLIP PLANNING DEPARTMENT
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01



INTRODUCTION



DESTINATION

Port Melbourne



Site Context

1-7 WATERFRONT PLACE, PORT MELBOURNE





MELBOURNE CBD

DOCKLANDS

SOUTH BANK

SOUTH WHARF

WEST GATE FREEWAY

~4KM

~3KM

SOUTH MELBOURNE

~2KM

PORT MELBOURNE

~1KM

SUBJECT SITE

ALBERT PARK LAKE

ALBERT PARK

LAGOON PIER

STATION PIER

PRINCESS PIER

PORT PHILLIP BAY





 SUBJECT SITE





WEBB DOCK



PORT MELBOURNE YACHT CLUB



BEACON COVE



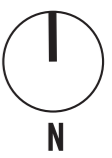
COASTAL BEACH RESERVE



STATION PIER



- SUBJECT SITE
- OFF STREET PARKING
- PUBLIC TRANSPORT ACCESS**
 - TRAM STOP
 - BUS STOP
 - TRAIN STATION
 - TRAM LINE
- ROAD ACCESS**
 - MAJOR ROAD
 - MINOR ROAD
 - ACCESS ROAD
- PEDESTRIAN ACCESS**
 - BIKE / FOOT PATH
- PORT ACCESS**
 - FERRY ACCESS





109 TRAM TERMINUS



BAY TRAIL FOOT / CYCLE PATH



CYCLE / FOOT PATH TO CBD



BEACH STREET



- SUBJECT SITE
- RETAIL
- PORT
- RECREATIONAL SPACE





WATERFRONT RESTAURANTS AND CAFE'S



YACHT CLUB



PORT PHILLIP BAY

Site History

LOCAL 19TH AND 20TH CENTURY, HERITAGE SITES



01. PRINCESS PIER



03. PORT MELBOURNE STATION

07. BISCUIT FACTORY

05. CENTENARY BRIDGE PILLAR

06. BAND STAND

04. LEADING LIGHTS

08. DOCK CRANE

02. STATION PIER



SUBJECT SITE

01. PRINCESS PIER

Bayside Heritage Study: (7) Princes Pier: Of state significance as an intact surviving example of early twentieth century overseas cargo and passenger facilities. Its landmark qualities and its individual structures register important changes in the technology, the economic, social and political history of Melbourne and Victoria

01.06_LOCAL HISTORICAL SITES



02. STATION PIER_CONSTRUCTED 1912-15

Bayside Heritage Study: (8) Station Pier: [Of state significance.] As the site of the old Railway Pier, remnants of which survive, Station Pier is of historic significance as a reminder of the importance of maritime trading activity to the economic growth of the state. The wing piers and their associated structures provide a link to our social history and the important leisure time use made of ferries and piers. Station Pier is also of cultural significance due to its association with the era of mass overseas shipping and the period of post-war migration.

Heritage Overlay(s) HO43



03. PORT MELBOURNE STATION_1898

Port Melbourne Railway Station is of architectural and historical significance at a State level. Although the curtilage of the station has been considerably altered by the removal of virtually all of the original railway infrastructure, the remaining station building and platform have important historical associations with the first public steam railway in Australia and with the development of the Port Melbourne piers. In particular, the station has historical associations with the rise of the bay steamers in the late nineteenth and early twentieth centuries, and demonstrates the social importance of the bay steamers in this period. The building is the only metropolitan example of the group of three brick stations of this type designed following the 1890s depression.

Heritage Overlay(s) HO46



04. LEADING LIGHTS_1924

The Bayside Heritage Study: (2) [Of state significance.] The lights are unique in Australia in terms of their form, material and location. From a navigational point of view they are of secondary significance. Their prominent siting has endowed them with landmark status for users of Port Phillip Bay and for the suburb of Port Melbourne.

Heritage Overlay(s) HO44



05. PORT MELBOURNE ROTUNDA_1919

The rotunda is of local significance. Historically it is of significance as a World War 1 memorial and for its links with the Port Melbourne Women's Welcome Home Committee. It is of architectural interest as a relatively late example of a common nineteenth and early twentieth century park structure.

Heritage Overlay(s) HO49



06. CENTENARY BRIDGE PILLAR_1934

The Centenary Bridge pillar is of local significance. A remnant of the 1934 bridge, the pillar is a reminder of this important structure, having associations with Victorian centenary and the intention behind the construction of the bridge to provide a fitting gateway to Melbourne from the sea.

Heritage Overlay(s) HO47



07. BISCUIT FACTORY_1854

Swallow & Ariell was a vertically integrated business with interest in flour milling, sugar plantations and refining. It was one of the largest biscuit manufacturers in the world, and a large employer in the Port Melbourne area until closure in the early 1990s. The site grew from one small building in 1854 manufacturing ships' biscuits to a large industrial complex by the early 20th century manufacturing biscuits, tinned cakes, plum puddings, jams, syrups, and preserved fruit.

Heritage Overlay(s) HO244

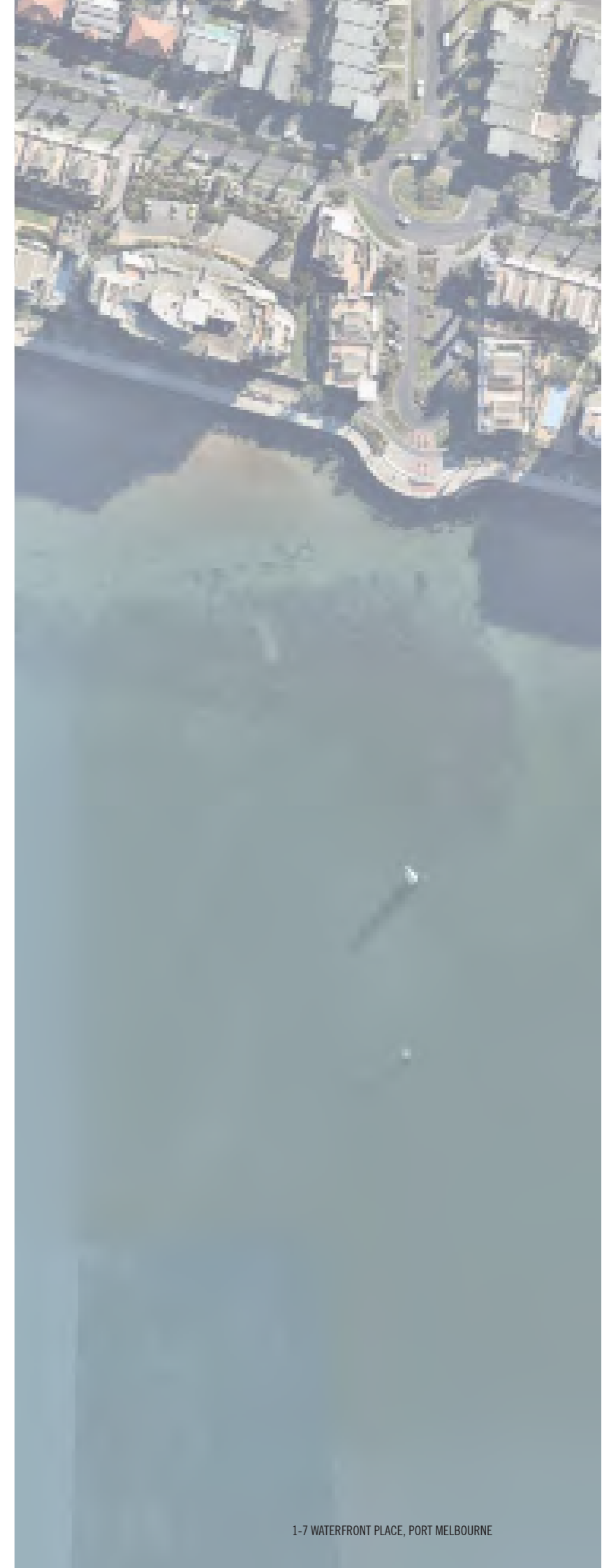


08. STOTHERT AND PITT CRANES

Of state significance, as the second oldest extant Stothert and Pitt portal cranes within the Port of Melbourne which can still be seen in the context of ocean going vessels and with the ability to demonstrate cargo handling in a traditional (non-containerised) port

Existing Condition

SITE PHOTOGRAPHS





6

5

4

3

7

8

9

2

1



SUBJECT SITE

1-7 Waterfront Place

SUBJECT SITE

2 - BEACH STREET_LOOKING WEST



1 - BEACH STREET_ LOOKING WEST



3 - BEACH STREET_ LOOKING SOUTH WEST

 SUBJECT SITE

1-7 Waterfront Place

SUBJECT SITE





4 - BEACH STREET_ LOOKING WEST



6 - BEACH STREET_ LOOKING EAST

 SUBJECT SITE



7 - WATERFRONT PLACE_ LOOKING NORTH EAST



8 - WATERFRONT PLACE_ LOOKING EAST

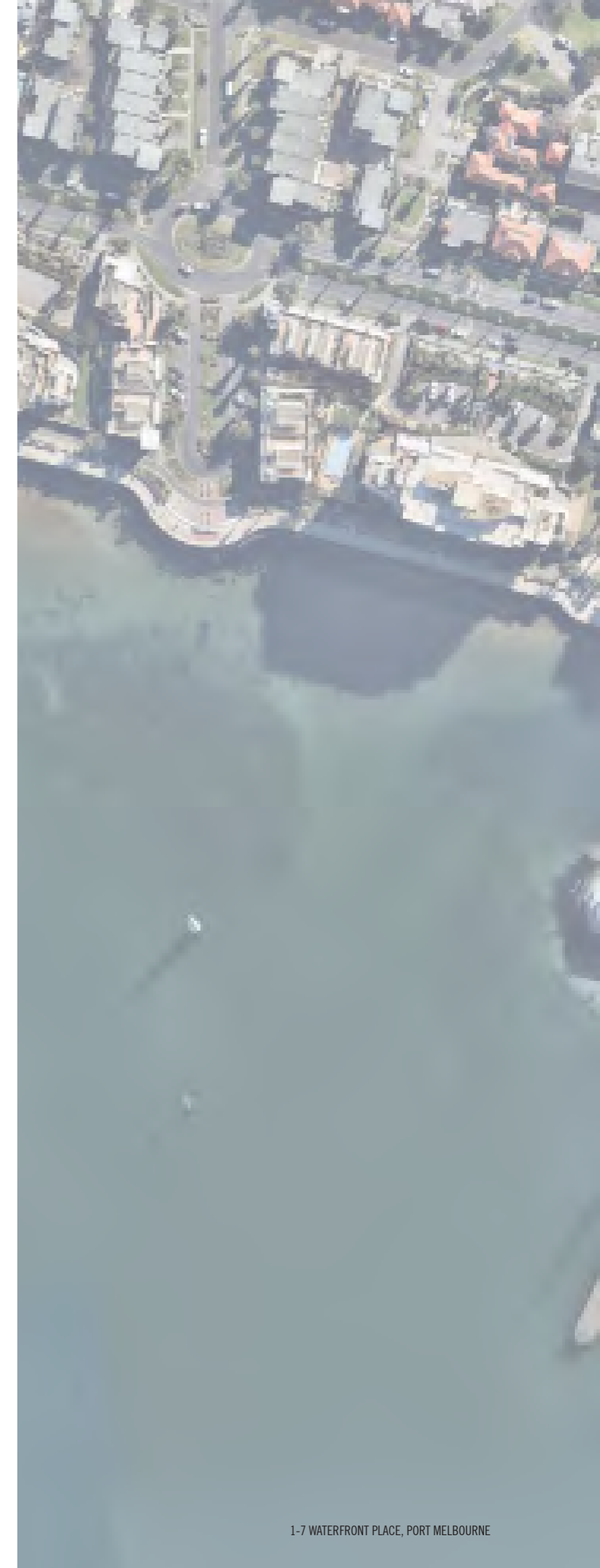
 SUBJECT SITE

1-7 Waterfront Place

SUBJECT SITE

Local Development

EXISTING AND PERMITTED LOCAL RESIDENTIAL DEVELOPMENTS





01.BEACON COVE DEVELOPMENT

103 BEACH STREET

HISTORICAL WATERFRONT

PORT MELBOURNE HOUSING

92 BEACH STREET

APARTMENT BLOCKS



SUBJECT SITE



01. BEACON COVE HIGH RISE DEVELOPMENT _ 1994



SWALLOW AND ARIELL HERITAGE REDEVELOPMENT_1990'S



PORT MELBOURNE MIRVAC HOUSING _ 1990'S



BEACH STEET APARTMENT BOLCKS _ 2000'S



103 BEACH STREET_PLANNING PERMIT_2019



92 BEACH STREET _UNDER CONSTRUCTION_2020

01.09_LOCAL DEVELOPMENT VIEWS

VIEW A

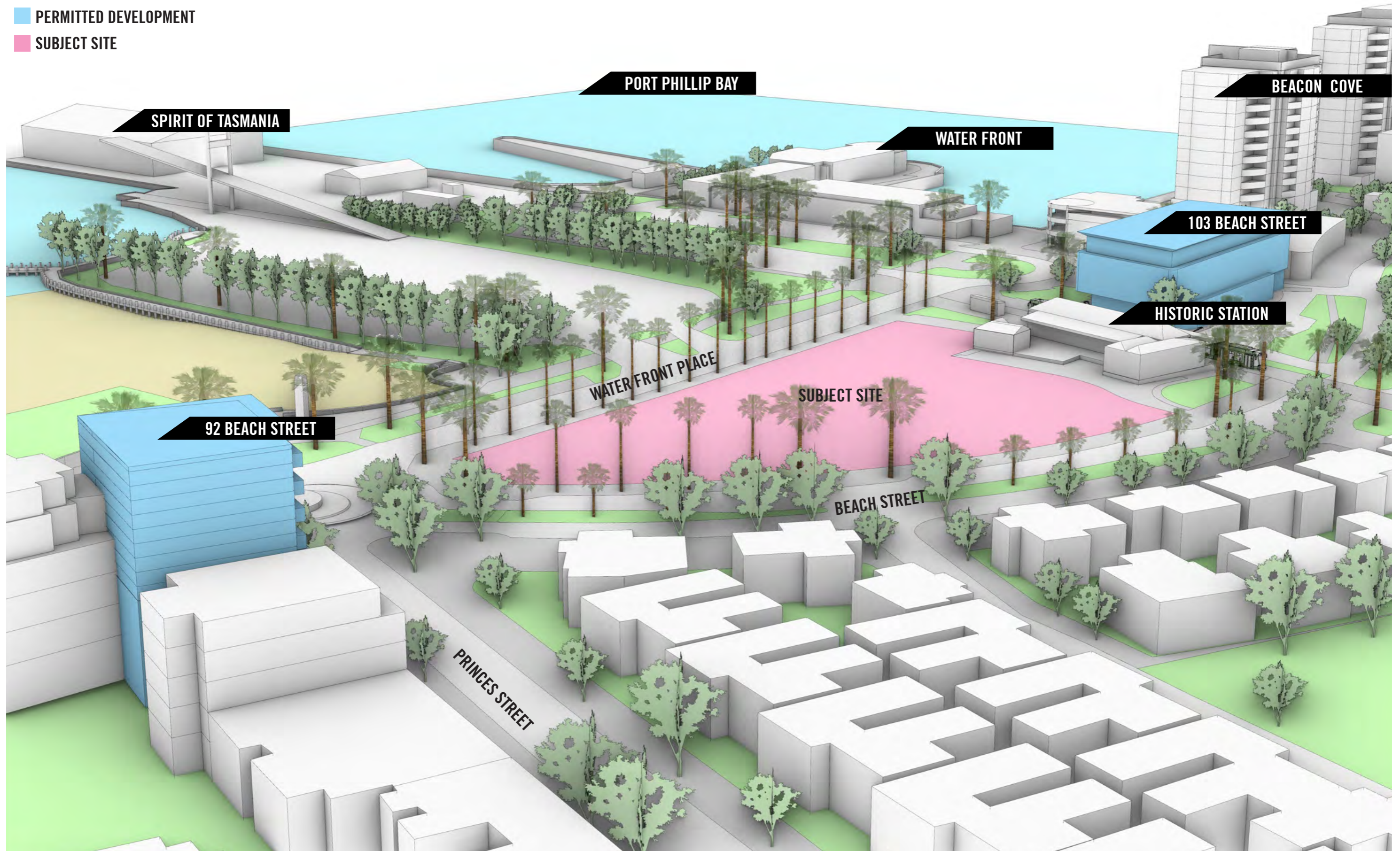
PERMITTED DEVELOPMENT

SUBJECT SITE



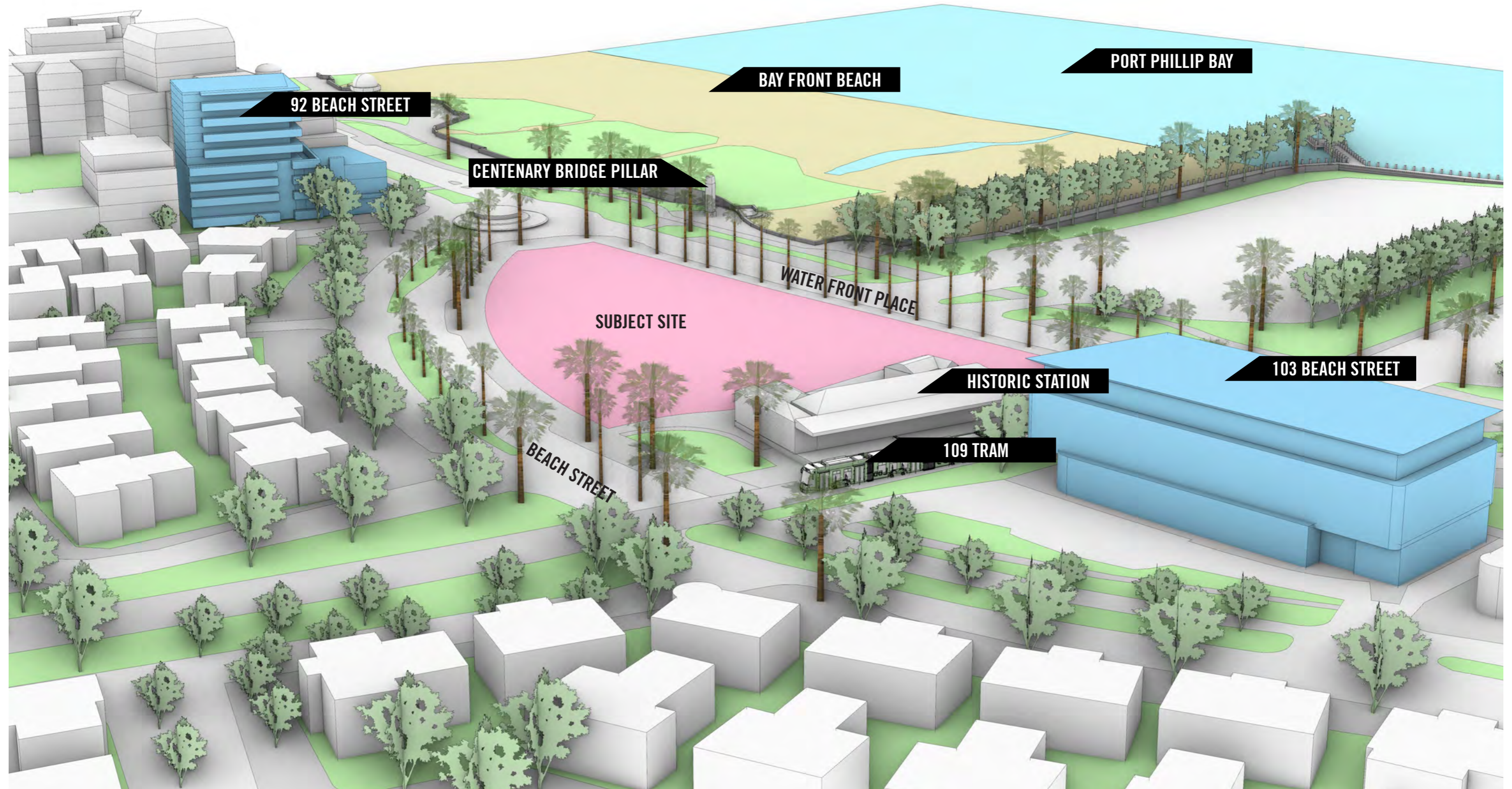
VIEW B

- PERMITTED DEVELOPMENT
- SUBJECT SITE



VIEW C

- PERMITTED DEVELOPMENT
- SUBJECT SITE



VIEW D

- PERMITTED DEVELOPMENT
- SUBJECT SITE



02

DDO DESIGN REQUIREMENTS



STRATEGIC DOCUMENTS

STRATEGIC PLANNING REVIEW

DESIGN AND DEVELOPMENT OVERLAY – SCHEDULE 23 (2015)

DESIGN GUIDELINES FOR 1-7 WATERFRONT PLACE (2014)

PORT MELBOURNE WATERFRONT URBAN DESIGN FRAMEWORK (2013)

COUNCIL PLANNING REPORTS

VCAT DOCUMENTS

TITLE DETAILS/COVENANT

KEY STAKEHOLDERS

CITY OF PORT PHILLIP

BEACON COVE NEIGHBOURHOOD ASSOCIATION (BCNA),

ADJOINING LANDOWNERS & OTHER RESIDENTS

PORT AUTHORITY

DEPARTMENT OF TRANSPORT & PUBLIC TRANSPORT VICTORIA

HERITAGE VICTORIA

MIRVAC

CURRENT ENVIRONMENT

RELOCATION OF SPIRIT OF TASMANIA SERVICES

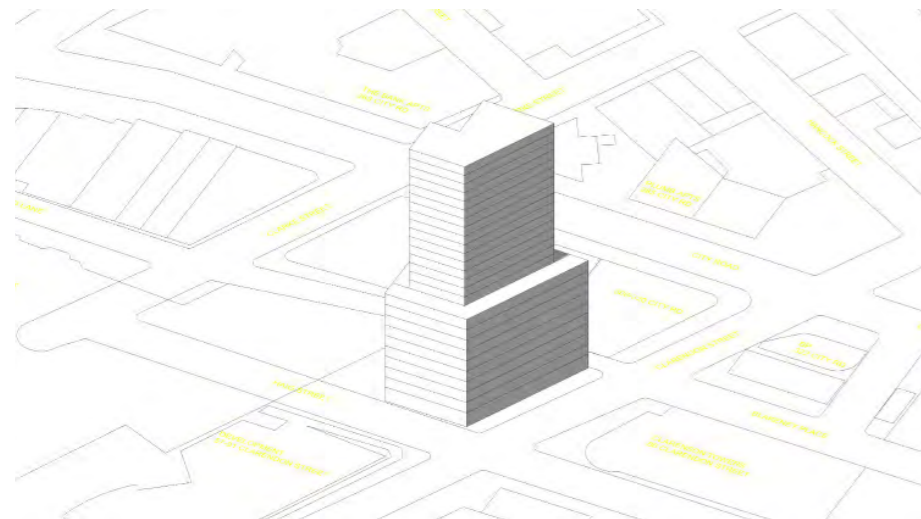
DESIGNING FOR POST COVID-19

BUILDING VICTORIA'S RECOVERY TASKFORCE

ONGOING ENGAGEMENT WITH KEY STAKEHOLDERS

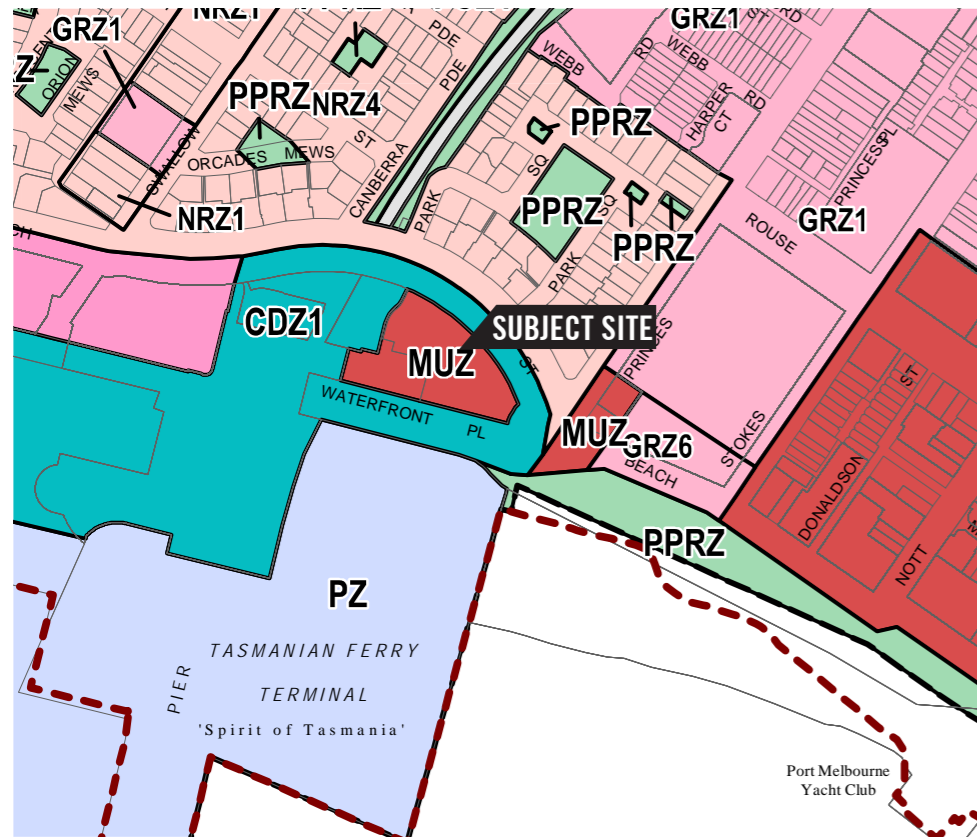
CURRENT STATE OF SITE – POTENTIAL FOR CLEAN-UP

REDEVELOPMENT OF STATION PIER AND WATERFRONT PLACE PRECINCT

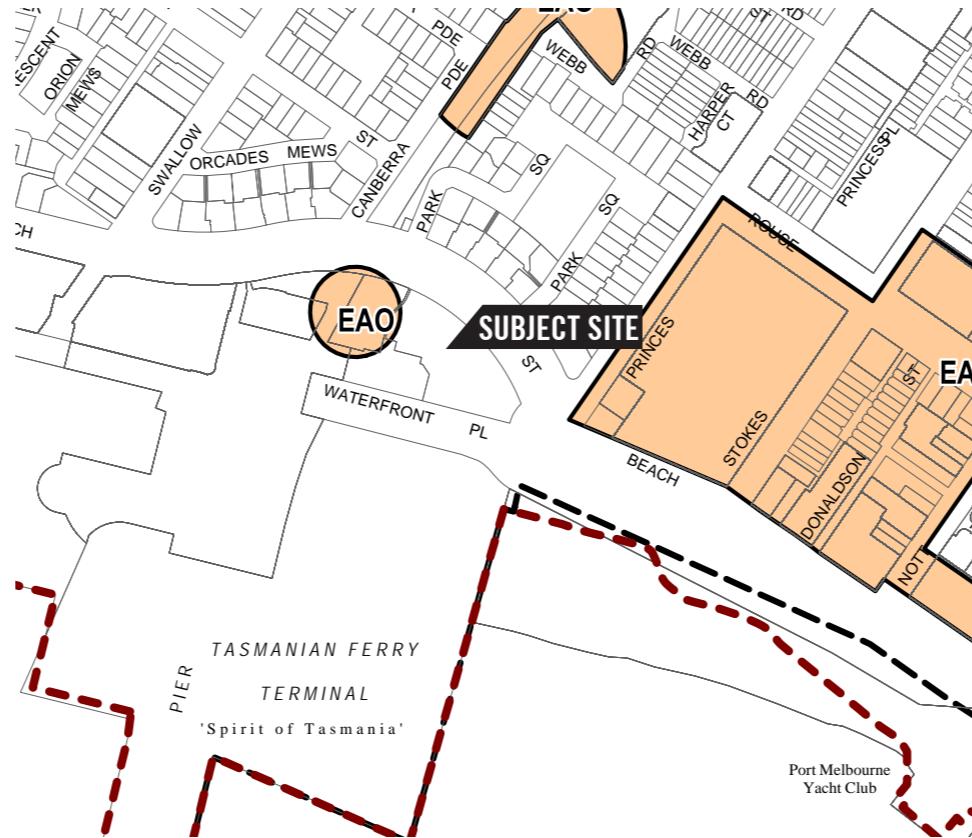


	PORT PHILLIP PLANNING SCHEME
30002010 C101	SCHEDULE 23 TO THE DESIGN AND DEVELOPMENT OVERLAY Shown on the planning scheme map as DDO23.
	1-7 WATERFRONT PLACE DESIGN AND DEVELOPMENT AREA
1.0 30002010 C101	Design Objectives
	Theme A - 'engaging, accessible'
	<ul style="list-style-type: none"> • To increase pedestrian permeability and encourage movement through the site at ground level. • To activate ground floor frontages by designing buildings that can accommodate a range of land uses that are appropriate to site interfaces. • To reduce the dependence on cars as the primary mode of transport for residents and visitors.
	Theme B - 'responsive'
	<ul style="list-style-type: none"> • To meet the overshadowing controls are achieved if a marker or terminal vista is provided to the eastmost point of the site marking the entry to Beacon Cove when approaching the site from Beesmead Parade and Beach Street east of the site. • To distribute building mass in a configuration appropriate to site interfaces and adjoining built form. • To respond positively to the heritage Railway Station building. • To respond positively to the wider maritime context and heritage of the locality. • To positively address the adjoining streets and spaces of the public realm. • To respond appropriately to significant views across the Port Melbourne waterfront.

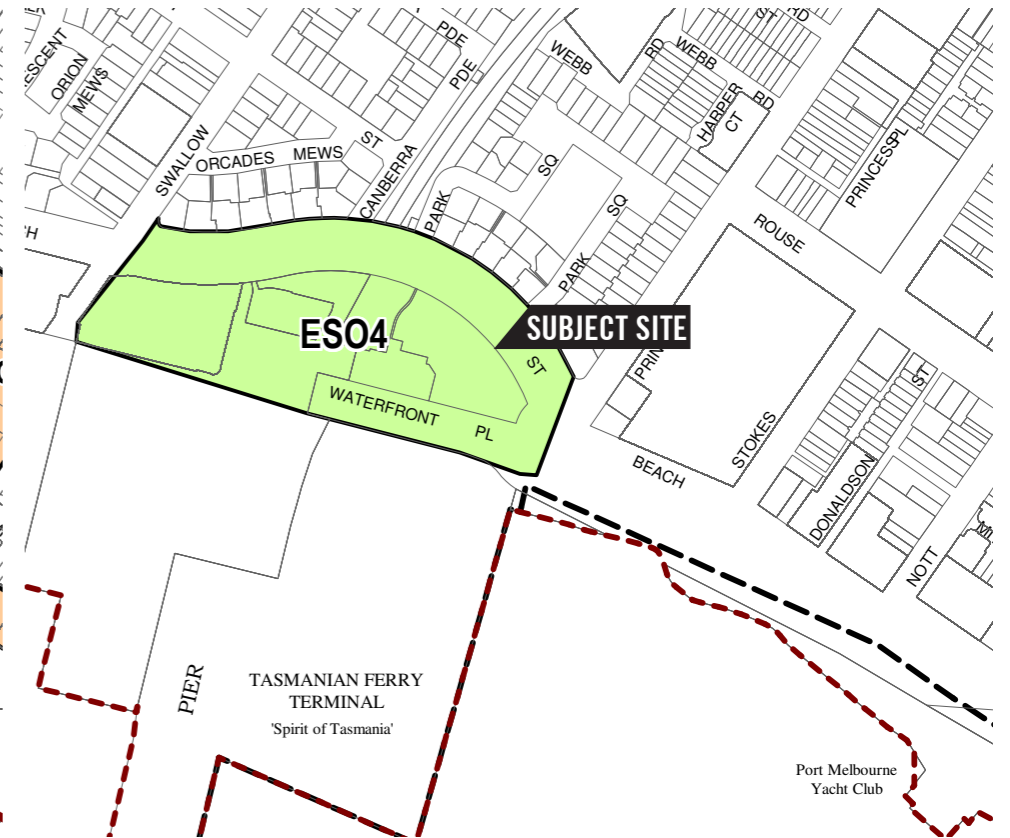
02.02_PLANNING OVERLAYS



02ESO_ZONING OVERLAY



02EOA_ENVIRONMENTAL AUDIT OVERLAY



02ESO_ENVIRONMENTAL SIGNIFICANCE OVERLAY

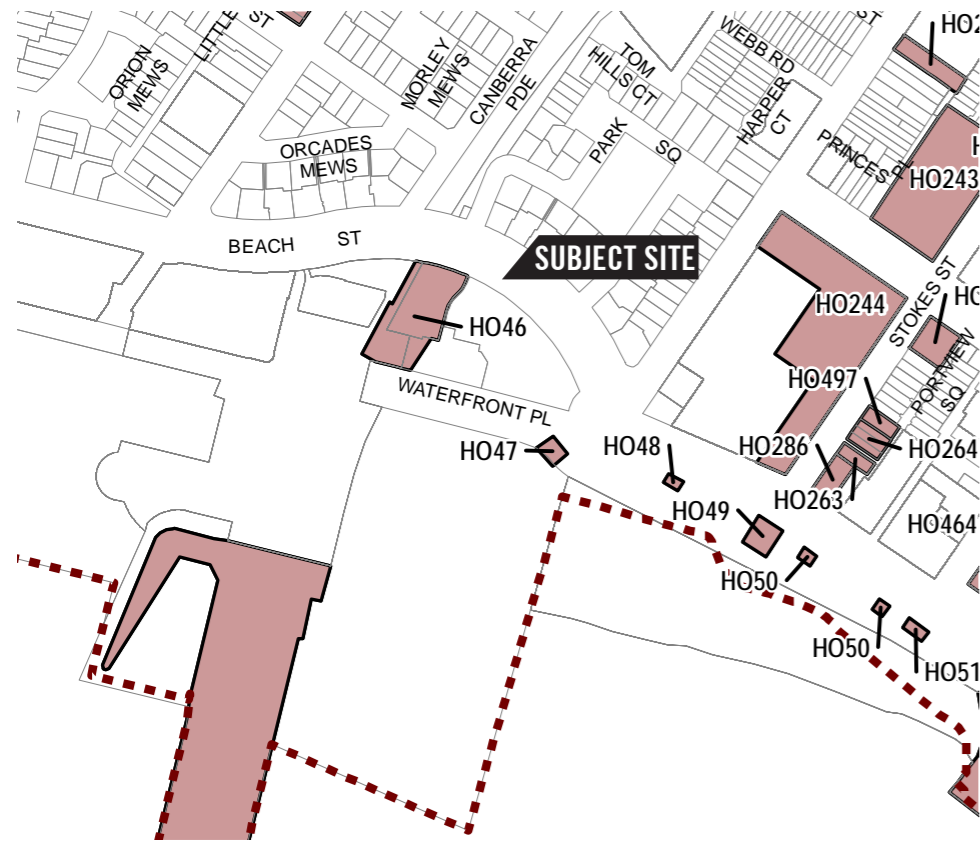
Commercial	Residential	Special Purpose
C1Z Commercial 1 Zone	GRZ1 General Residential Zone - Schedule 1	CCZ1 Capital City Zone - Schedule 1
I1Z Industrial 1 Zone	GRZ2 General Residential Zone - Schedule 2	CDZ1 Comprehensive Development Zone - Schedule 1
PPRZ Public Park And Recreation Zone	GRZ6 General Residential Zone - Schedule 6	PZ Port Zone
PUZ2 Public Use Zone - Education	GRZ7 General Residential Zone - Schedule 7	
PUZ6 Public Use Zone - Local Government	MUZ Mixed Use Zone	
PUZ4 Public Use Zone - Transport	NRZ1 Neighbourhood Residential Zone - Schedule 1	
RDZ1 Road Zone - Category 1	NRZ2 Neighbourhood Residential Zone - Schedule 2	
	NRZ3 Neighbourhood Residential Zone - Schedule 3	
	NRZ4 Neighbourhood Residential Zone - Schedule 4	
	RGZ1 Residential Growth Zone - Schedule 1	

Overlays
EAO Environmental Audit Overlay

Overlays
ESO4 Environmental Significance Overlay - Schedule 4

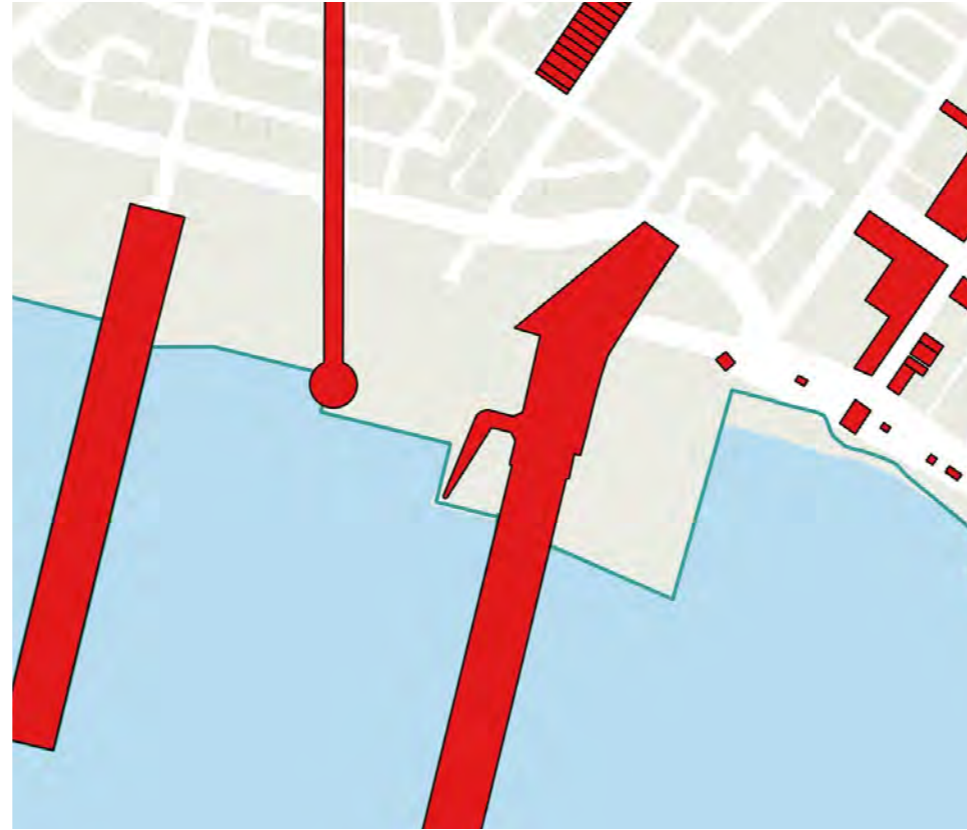


- SIGNIFICANT HERITAGE PLACE
- CONTRIBUTORY HERITAGE PLACE
- SUBJECT SITE



02ESO_HERITAGE OVERLAY

LEGEND
 HO - Heritage Overlay
 Municipal Boundary Disclaim
 This pt



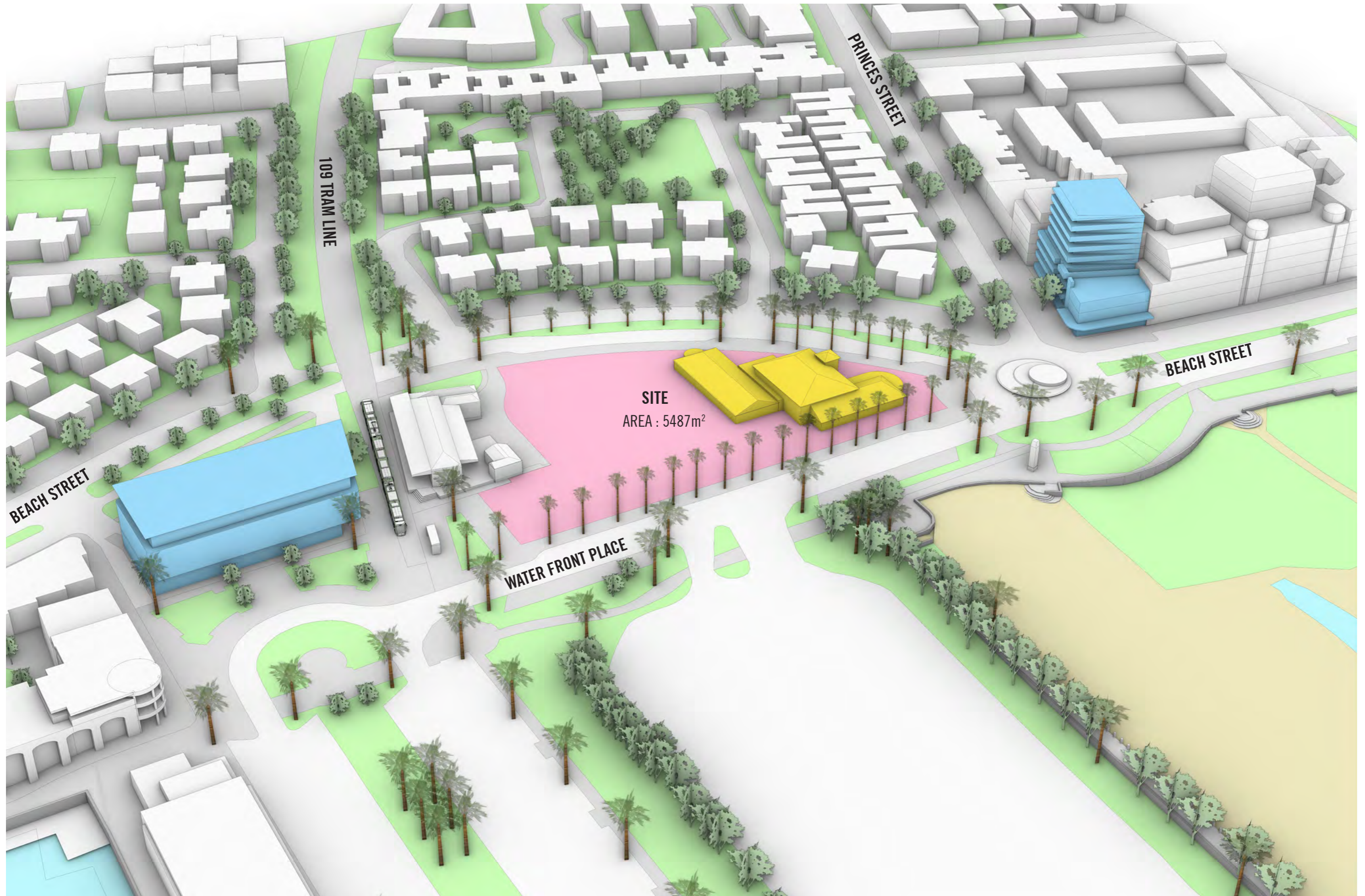
COPP_HERITAGE POLICY MAP

Significant Heritage Place - inside HO
 Contributory Heritage Place - inside HO



NEIGHBOURHOOD CHARACTER MAP

Contributory Heritage Place - outside HO



DDO DESIGN REQUIREMENTS

- To deliver buildings which are highly responsive to localised climatic conditions of sea breezes, salty air, precipitation and solar orientation.
- To achieve architectural design excellence, through site-responsive, considered and refined design.

- PERMITTED BUILDINGS
- EXISTING SITE BUILDINGS
- SUBJECT SITE



DDO DESIGN REQUIREMENTS

Design requirements B2: Tower height, siting and massing

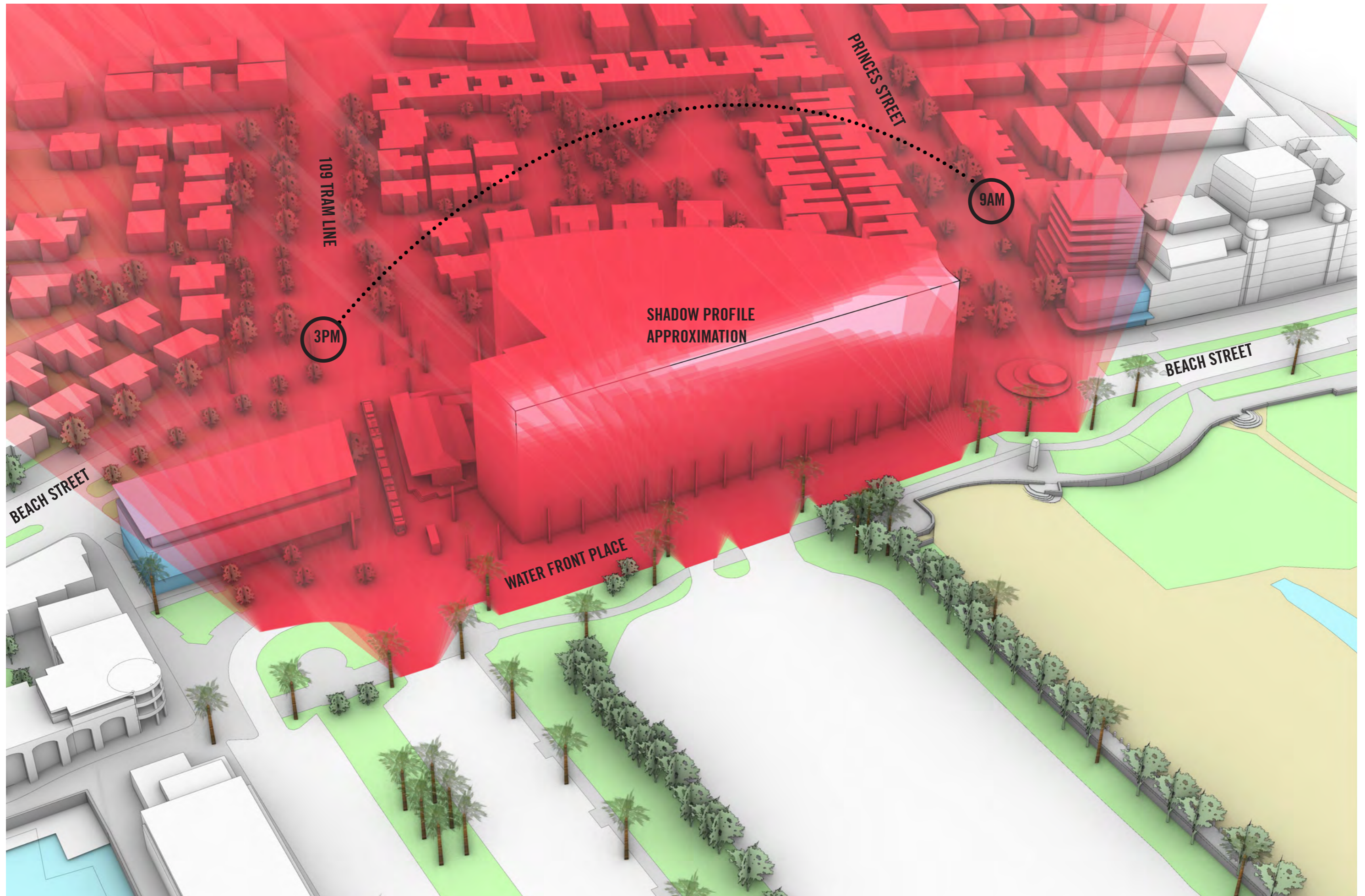
- Development must not exceed a maximum height of 10 storeys and 35 metres (inclusive of the podium and exclusive of rooftop services).
- Development above 3 storeys (and 12 metres) must be set back a minimum of 8 metres in addition to any ground level setback.

A permit cannot be granted to vary any of these requirements.

- The maximum height and siting of any tower form must be generally in accordance with Figure 1 of this Schedule.
- Any tower form should use design techniques to avoid a monolithic or bulky appearance. This should include separation into two tower forms with an average separation of 10 metres.
- Adequate separation between towers must be provided to achieve visual privacy and sufficient daylight to habitable room windows, reduce visual dominance and building bulk, and ensure wind impacts are minimised.

■ PERMITTED BUILDINGS

■ SUBJECT SITE



DDO DESIGN REQUIREMENTS

Design requirements B8: Sunlight and shadows

- Development must not cast a shadow beyond the southern kerb line of Waterfront Place between the hours of 9:00am and 3:00pm at the September equinox.

A permit cannot be granted to vary this requirement.

- Development should minimise overshadowing beyond the southern kerb line of Waterfront Place between the hours of 9:00am and 3:00pm at the June solstice.
- Public spaces on the site should be located to maximise opportunities for optimal solar access.
- Buildings should be configured and designed to minimise negative amenity impacts of shadows on the public realm and other publicly accessible areas.
- Solar access to key building frontages should be maximised, such as areas identified for outdoor dining, community uses and residential outdoor spaces.
- Direct solar access to residential dwellings should be maximised.

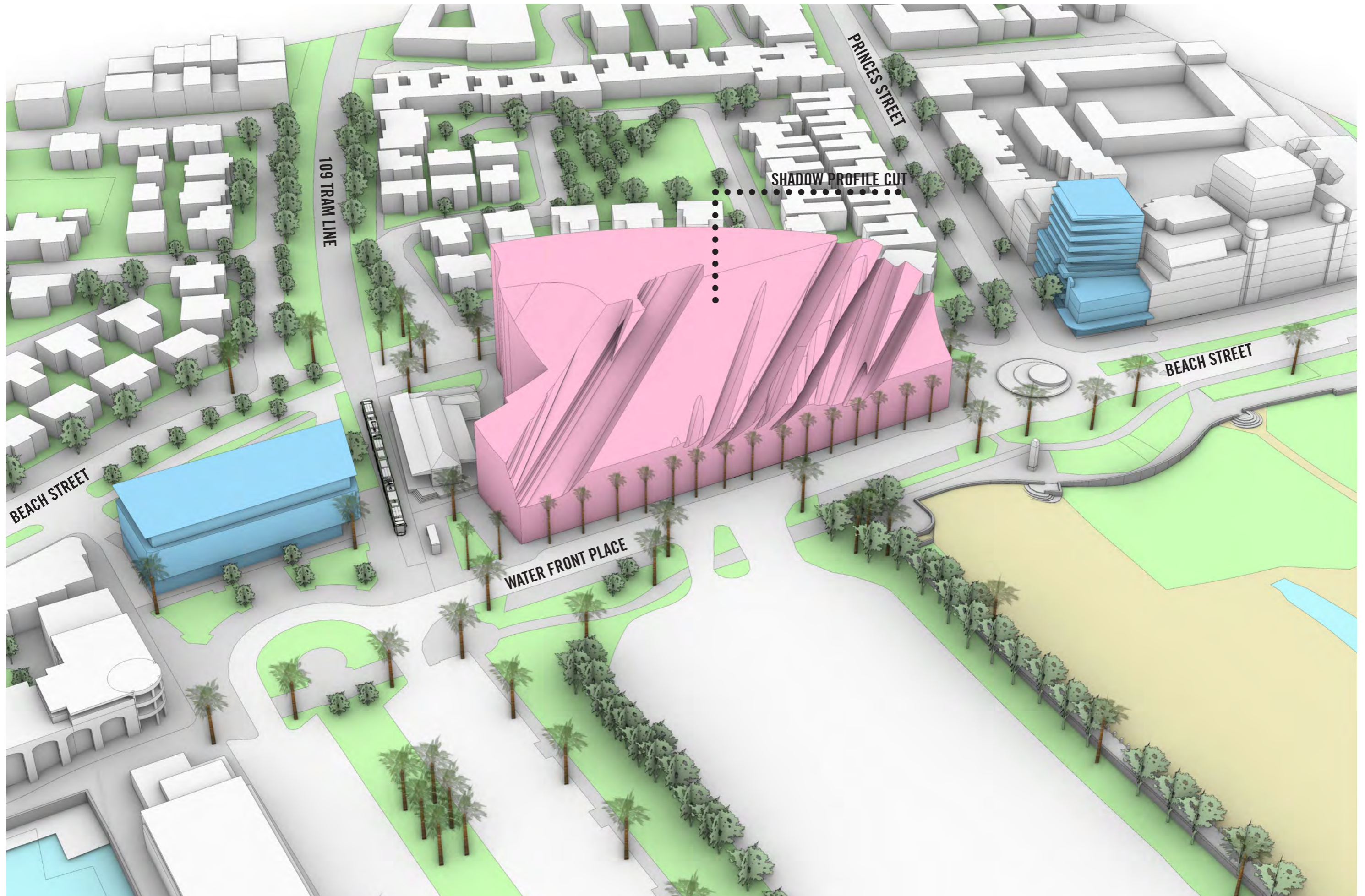
Design requirements B9: Wind and microclimate

- Building forms should be designed to minimise wind impacts on the public realm and other outdoor spaces. Enclosing publicly accessible spaces is an appropriate design solution to wind mitigation.

■ SHADOW PLANE
 ■ PERMITTED BUILDINGS
 ■ SUBJECT SITE

■ SUN DIRECTION
 ~ PREVAILING WIND
 ■ SUBJECT SITE





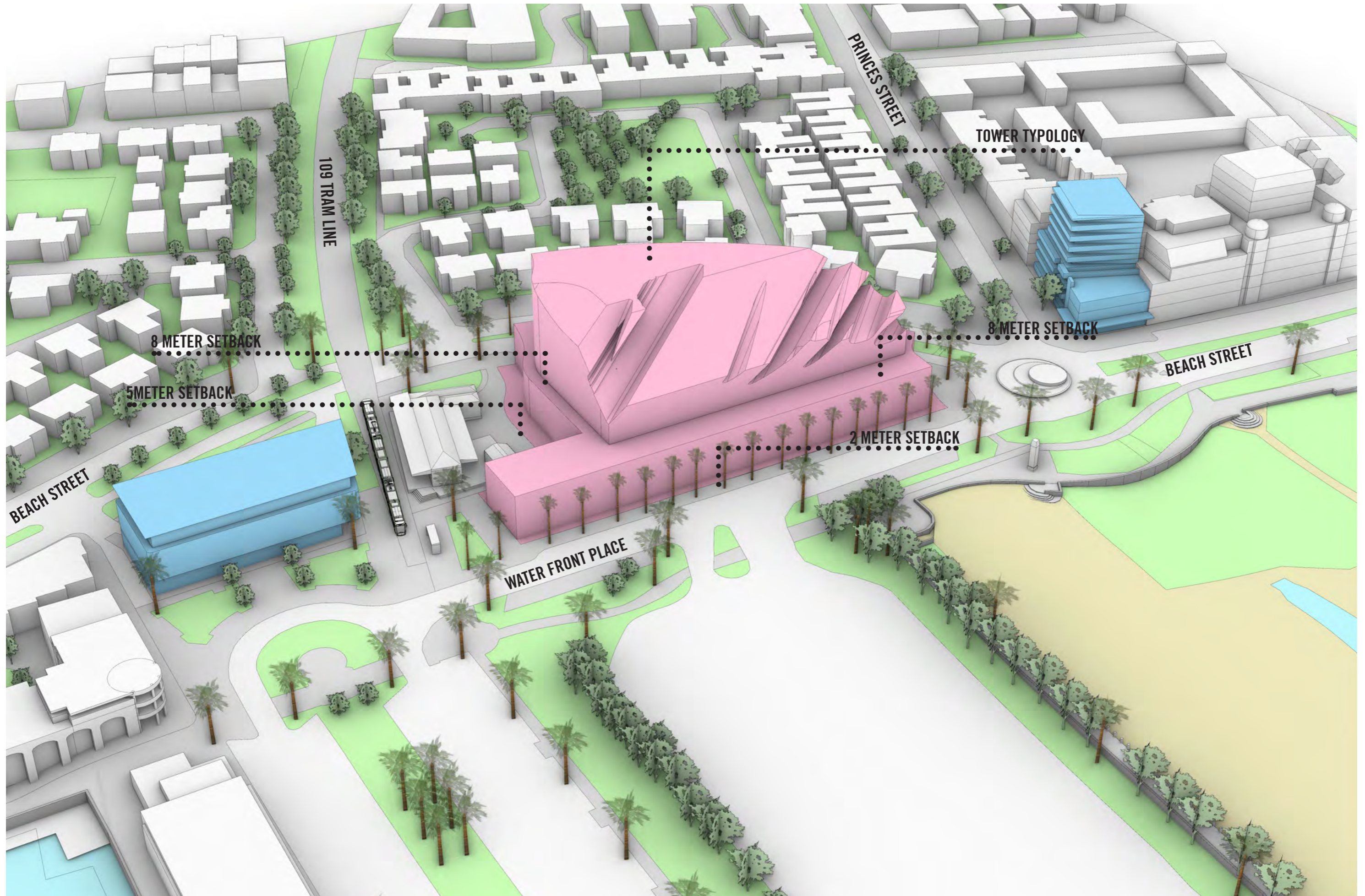
DDO DESIGN REQUIREMENTS

Theme B - 'responsive'

- To meet the overshadowing controls are achieved if a marker or terminal vista is provided to the easternmost point of the site marking the entry to Beacon Cove when approaching the site from Beaconsfield Parade and Beach Street east of the site.
- To distribute building mass in a configuration appropriate to site interfaces and adjoining built form.
- To respond positively to the heritage Railway Station building.
- To respond positively to the wider maritime context and heritage of the locality.
- To positively address the adjoining streets and spaces of the public realm.
- To respond appropriately to significant views across the Port Melbourne waterfront.
- To ensure built form intended for residential uses (and other noise sensitive uses) in the vicinity of Port infrastructure includes appropriate acoustic measures to attenuate noise to a level suitable for living or sleeping.
- To achieve an appropriate balance of sunlight and shade in the public realm.
- To respond effectively to localised wind and other microclimate considerations.

■ PERMITTED BUILDINGS

■ SUBJECT SITE



DDO DESIGN REQUIREMENTS

Design requirements B1: Podium height and massing

- As shown in Figure 1 to this Schedule, building height for the podium must not exceed 3 storeys and 12 metres.

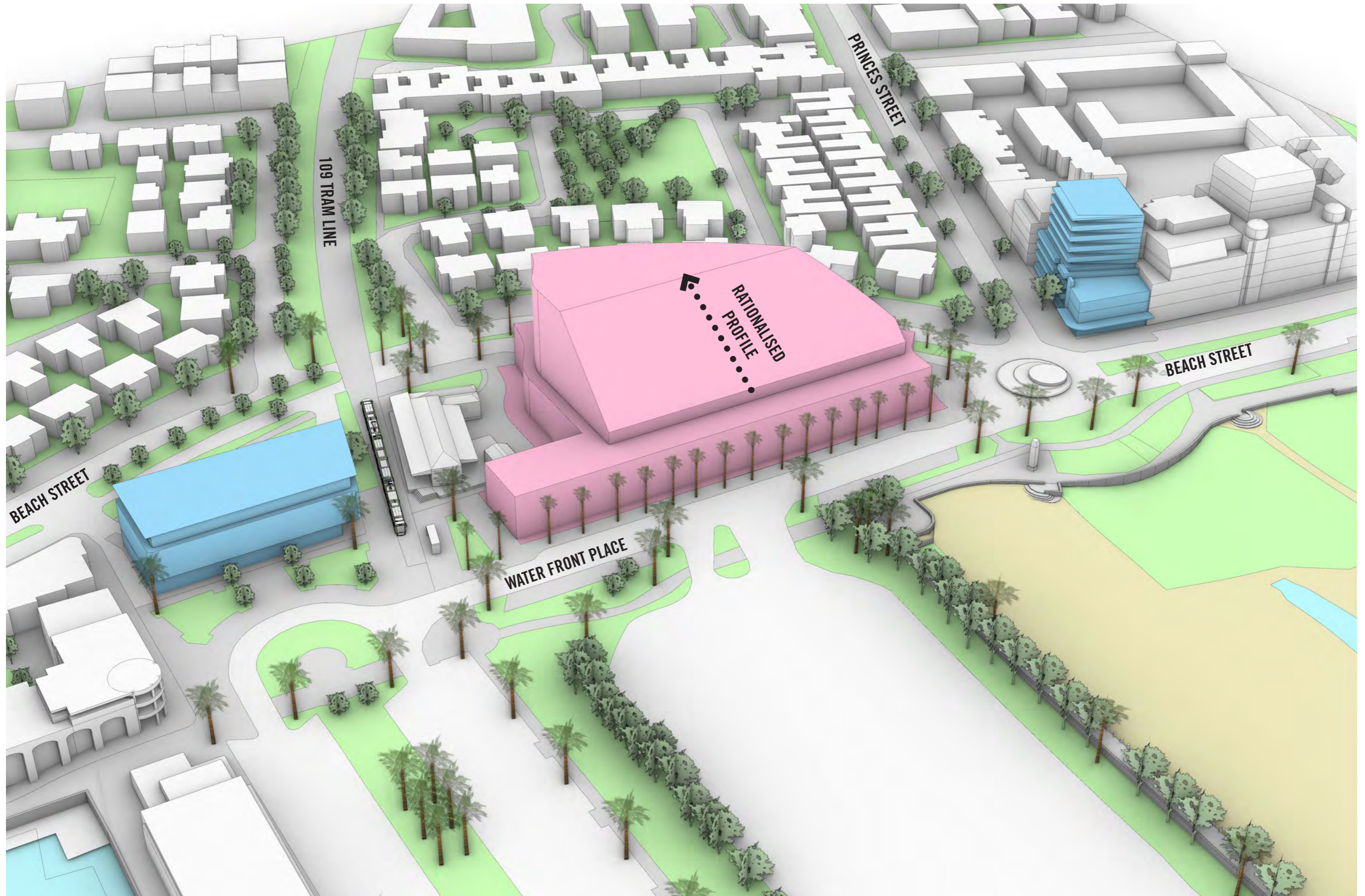
A permit cannot be granted to vary this requirement.

- Massing and location of built form must generally be in accordance with Figure 1 of this Schedule.



PERMITTED BUILDINGS

SUBJECT SITE



DDO DESIGN REQUIREMENTS

Design requirements D2: Streetscape

- Built form must be set back a minimum of 2 metres from the property boundary at Waterfront Place to create a widened footpath.
- Built form to the western site boundary (adjacent to the historic rail station) must be configured to enable the creation of a widened pedestrian space running north- south.

A permit cannot be granted to vary any of these requirements.

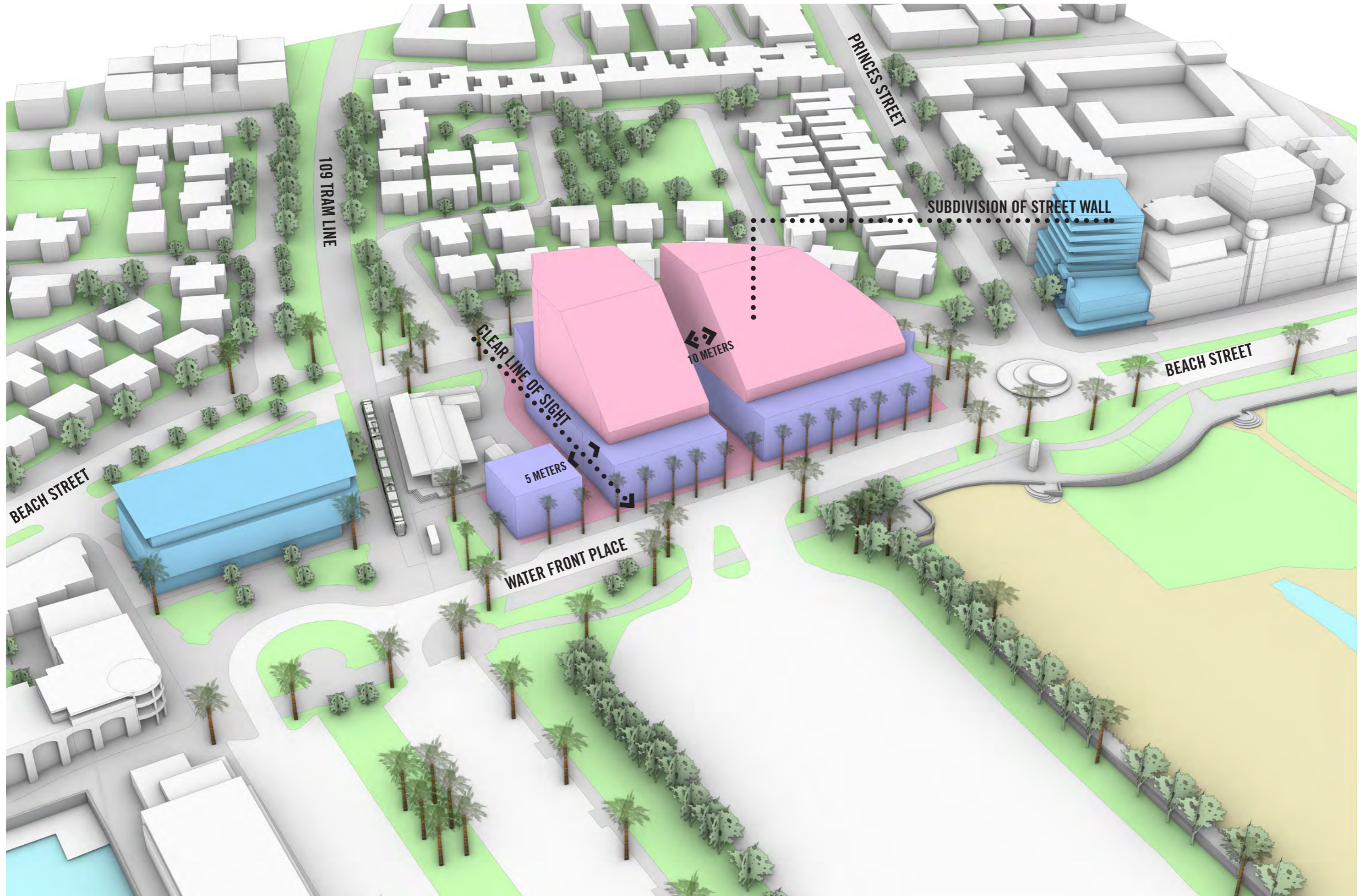
- Building design and interface with Waterfront Place (the southern site boundary) should contribute to the public realm by creating an appropriately shaded, high quality, and activated streetscape.
- The pedestrian space to the western boundary is to be activated at ground floor and may enable intermittent service vehicle access to the rear of the historic rail station building. The pedestrian space should create a direct line of sight from Beach Street (north) to the Waterfront Place and the landscaped buffer of the Station Pier environs to the south.

Design requirements D3: Greening buildings

- Buildings should include façade planting or ‘green walls’ to enhance the appearance and thermal/water conservation performance of new buildings.
- Significant rooftop and/or podium spaces should incorporate appropriate landscaping/planting, that are visible from the street where possible.

■ PERMITTED BUILDINGS

■ SUBJECT SITE



DDO DESIGN REQUIREMENTS

Design requirements B6: Port Melbourne Waterfront

- Built form massing should be configured to provide differing visual experiences when viewed from different locations in the Port Melbourne waterfront area. Development must demonstrate complexity, variation and layering of forms, rather than simplistic, bold or bulky forms. This may be achieved through the use of building stepping, recesses, and bends or folds in facades.

Design requirements B7: Station pier interface

- Any development intended for residential or other sensitive uses must include acoustic protection for future occupiers and be designed and constructed to ensure noise levels do not exceed:
 - 30dBA in any bedrooms; and
 - 45 dBA in living areas,

■ PERMITTED BUILDINGS

■ SUBJECT SITE



DDO DESIGN REQUIREMENTS

Theme C - 'mixed'

- To design for a broad range of land uses within the development, especially at the lower floor levels.
- To configure ground floor frontages to respond to the varied site interfaces, allowing for appropriate land uses.
- To provide a built form that encourages residential diversity within the development.

Theme D - 'contributory'

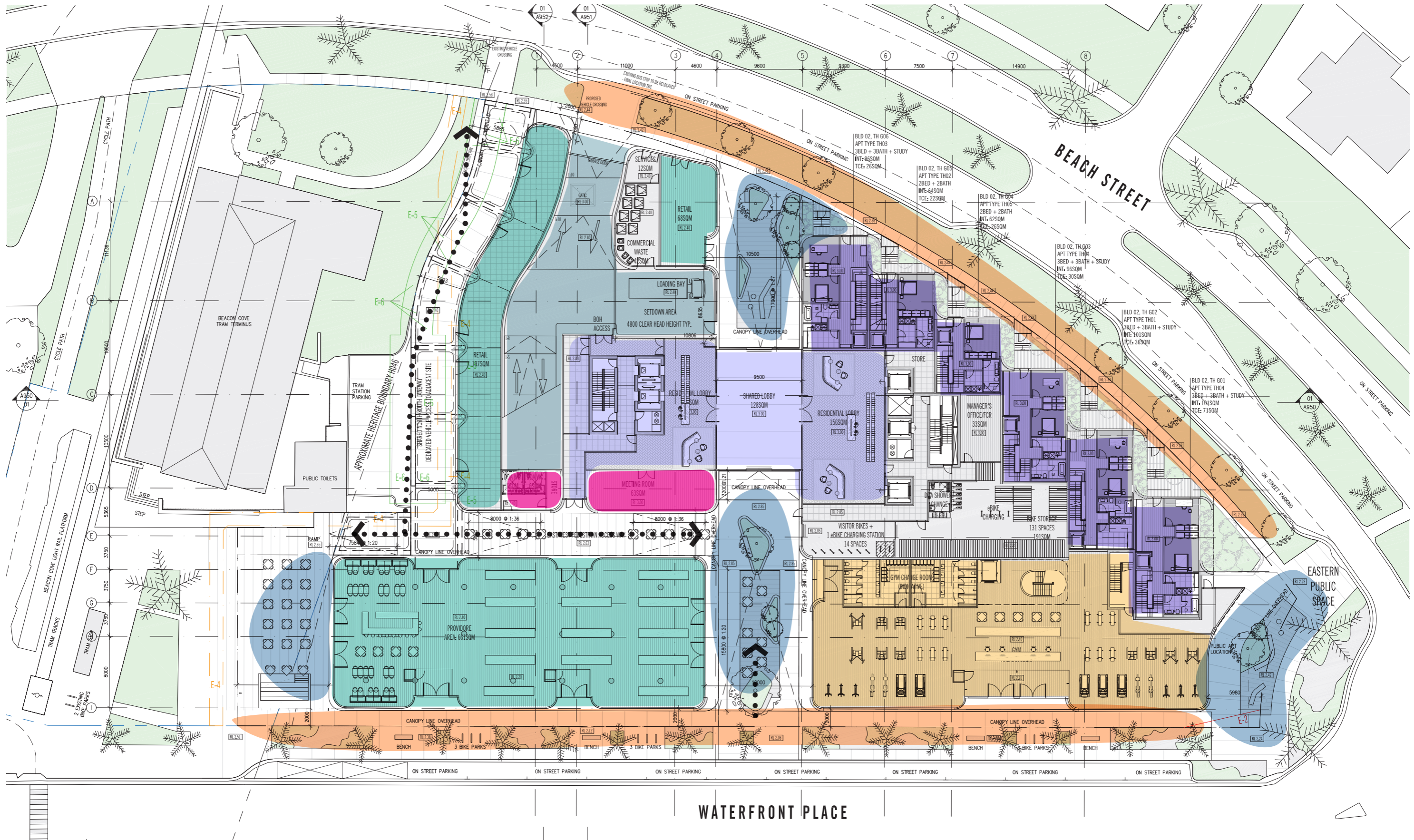
- To increase pedestrian connectivity and access through the site.
- To ensure the site edges enhance the streetscape amenity.
- To incorporate locally-appropriate landscaping and planting within built form and public spaces on the site.
- To balance passive surveillance and activation with residential privacy and views, through façade and balcony design.

■ PERMITTED BUILDINGS

■ MIXED USE

■ RESIDENTIAL

02.11_DIAGRAM 08_GROUND FLOOR ACTIVATION _ PROPOSED LAYOUT



DDO DESIGN REQUIREMENTS

Theme A - 'engaging, accessible'

- To increase pedestrian permeability and encourage movement through the site at ground level.
- To activate ground floor frontages by designing buildings that can accommodate a range of land uses that are appropriate to site interfaces.
- To reduce the dependence on cars as the primary mode of transport for residents and visitors.

Design requirements A3: Public spaces

- The layout of buildings on the site must provide for the creation of a ground level courtyard space.
- New public spaces must be open to the sky and visible from the surrounding streets, while being mindful of wind and other microclimate considerations. Spaces should be located and oriented to receive reasonable direct sunlight access.

A permit cannot be granted to vary any of these requirements.

- A small public space should be provided at the eastern 'point' of the site, close to the roundabout. This public space should be activated by public art or a small kiosk/pavilion building to define the site's 'point' or edge to the roundabout.
- All public space should be within 0.5m of natural ground level.

Design requirements A4: Connections

- Ground floor building frontages should be designed to maximise interaction between the buildings and the public realm.

Design requirements B3: Railway station interface

- The scale and massing of any new development must be sensitive to the heritage rail station and must demonstrate minimal visual impact when viewed from the 109 tram terminus.
- The location and form of new buildings must reinforce the heritage rail station as a 'stand-alone' building and provide a clear separation in building mass.

A permit cannot be granted to vary any of these requirements.

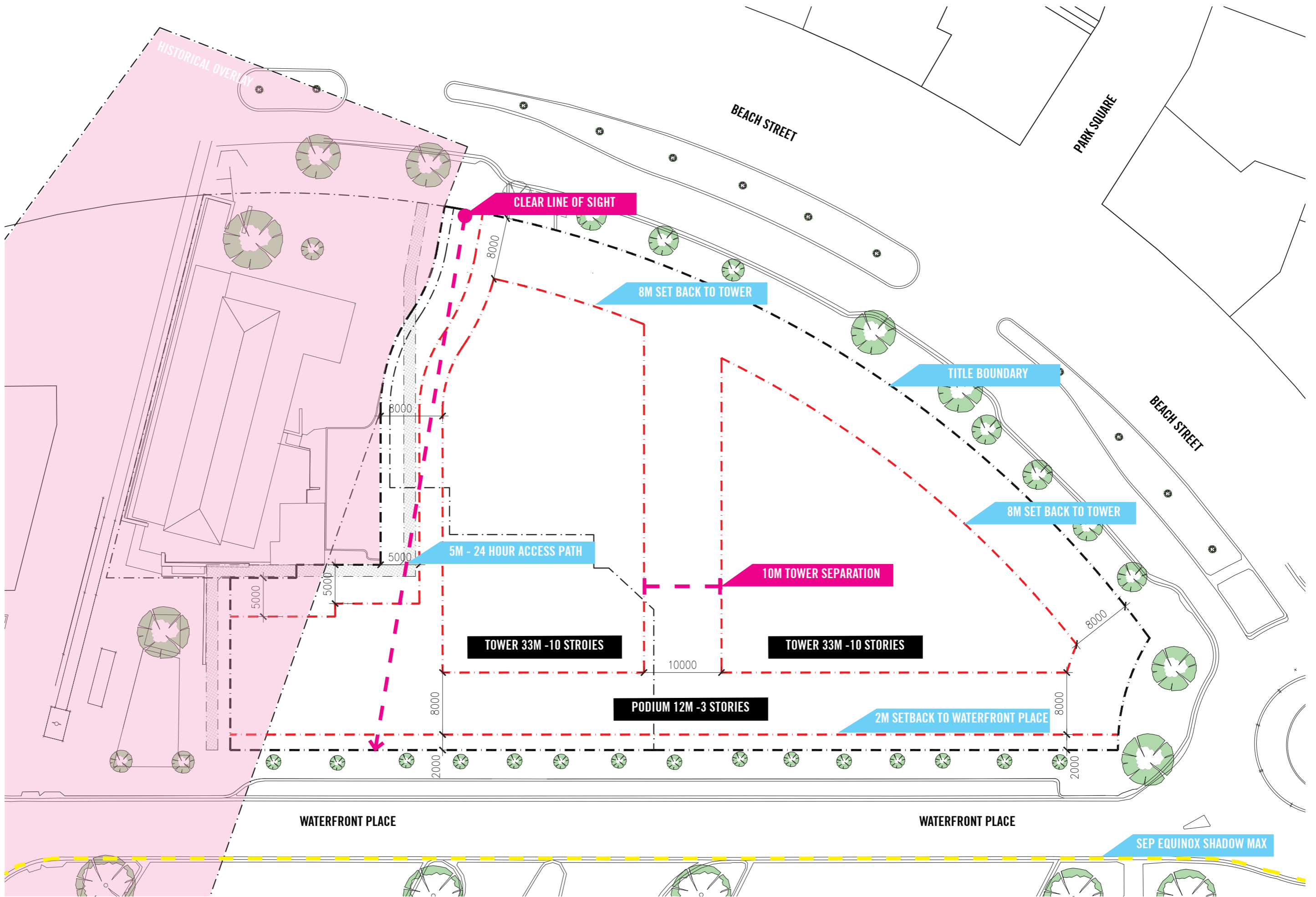
Theme C - 'mixed'

- To design for a broad range of land uses within the development, especially at the lower floor levels.
- To configure ground floor frontages to respond to the varied site interfaces, allowing for appropriate land uses.
- To provide a built form that encourages residential diversity within the development.

Theme D - 'contributory'

- To increase pedestrian connectivity and access through the site.
- To ensure the site edges enhance the streetscape amenity.
- To incorporate locally-appropriate landscaping and planting within built form and public spaces on the site.
- To balance passive surveillance and activation with residential privacy and views, through façade and balcony design.

- STREET FRONTAGE
- COMMUNITY SPACE
- HEALTH AND WELLNESS
- RETAIL
- RESIDENTIAL LOBBY
- SOHO TOWN HOUSE
- EXTERNAL PUBLIC SPACES
- PARKING AND LOADING



DDO DESIGN REQUIREMENTS

Theme A - 'engaging, accessible'

- To increase pedestrian permeability and encourage movement through the site at ground level.
- To activate ground floor frontages by designing buildings that can accommodate a range of land uses that are appropriate to site interfaces.
- To reduce the dependence on cars as the primary mode of transport for residents and visitors.

Theme B - 'responsive'

- To meet the overshadowing controls are achieved if a marker or terminal vista is provided to the easternmost point of the site marking the entry to Beacon Cove when approaching the site from Beaconsfield Parade and Beach Street east of the site.
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- To respond effectively to localised wind and other microclimate considerations.

02.14_MASSING DIAGRAMS _ MASSING VIEW A

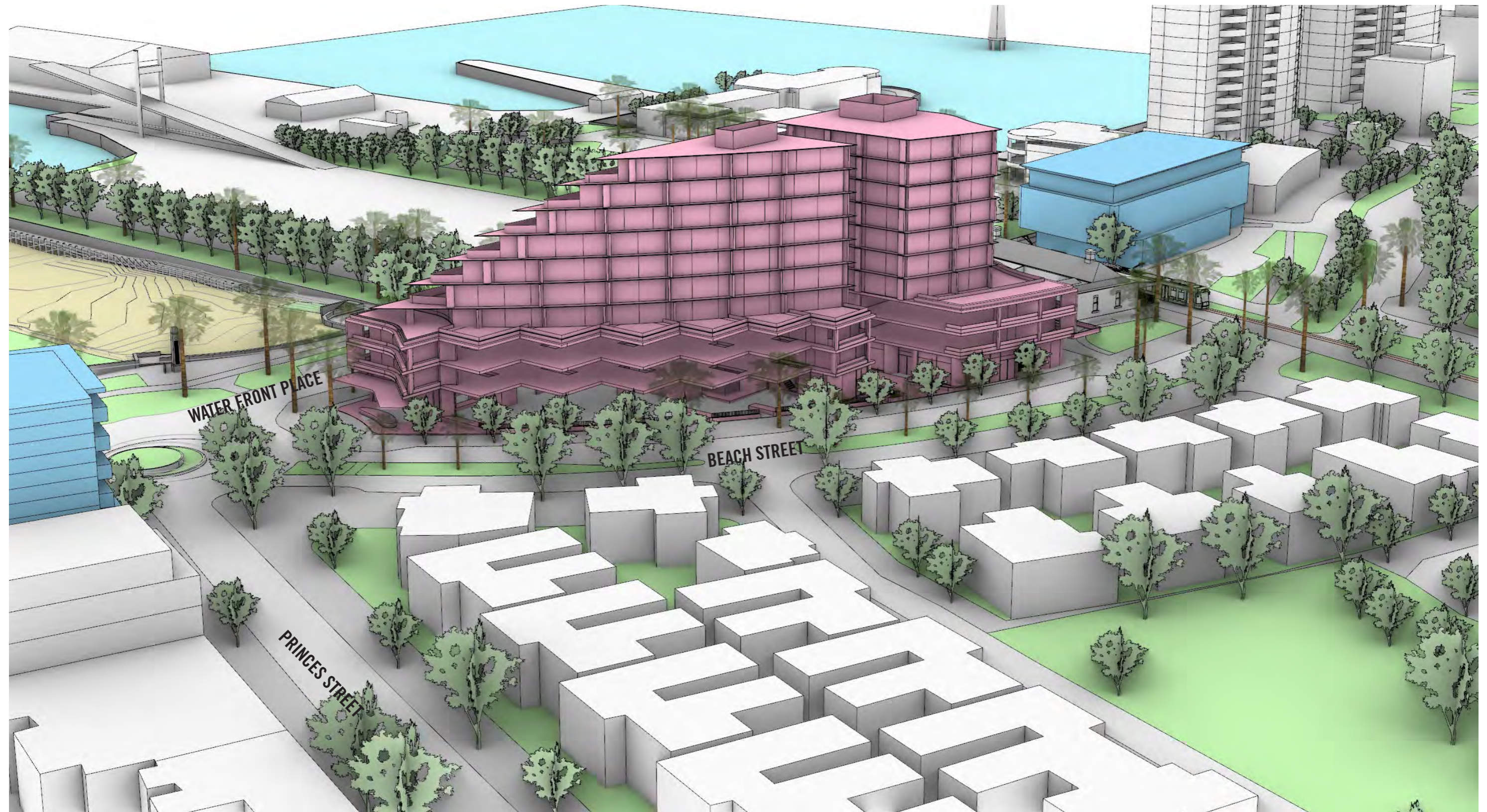
PERMITTED BUILDINGS

SUBJECT SITE



MASSING VIEW B

- PERMITTED BUILDINGS
- SUBJECT SITE



MASSING VIEW C

PERMITTED BUILDINGS

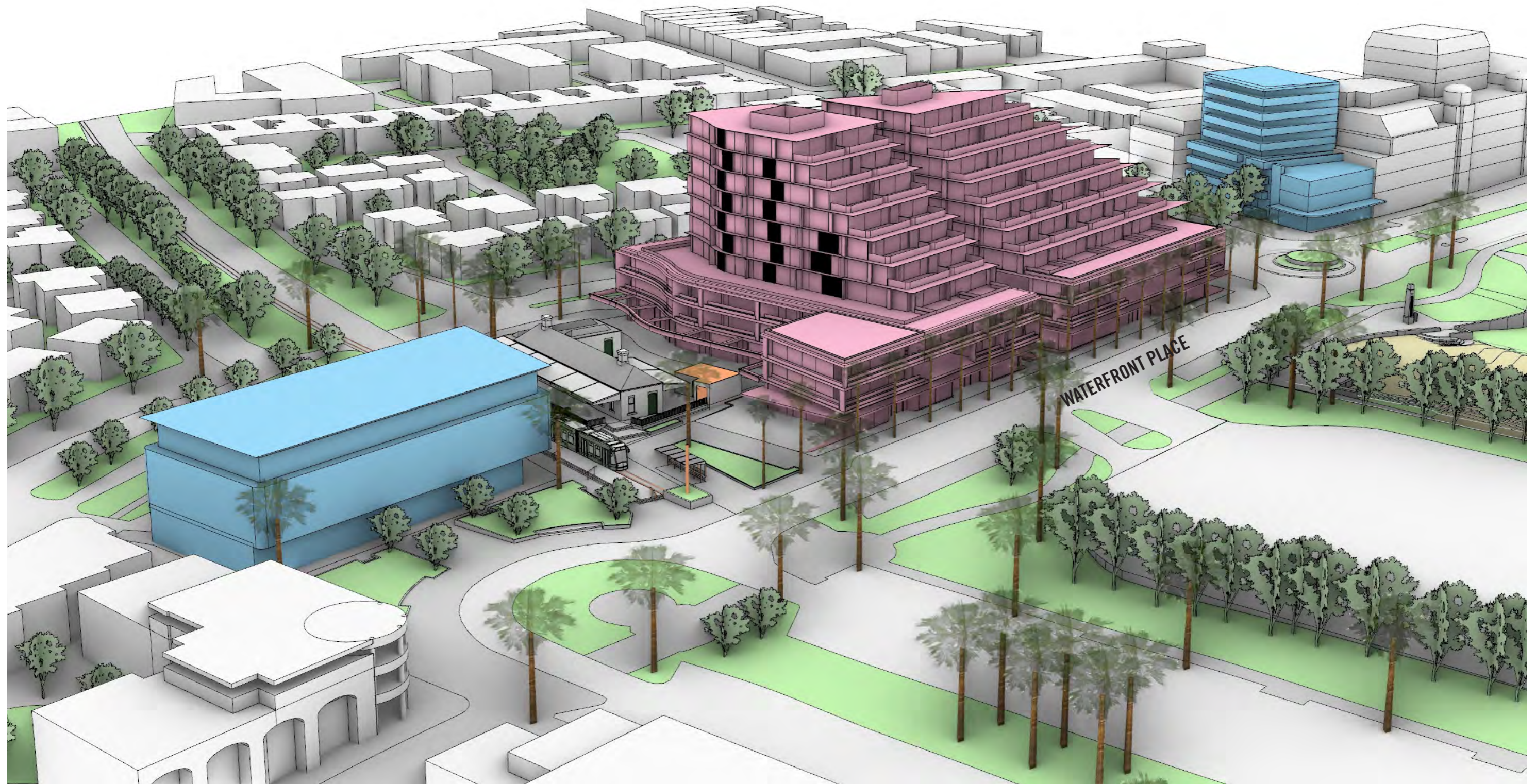
SUBJECT SITE



MASSING VIEW D

PERMITTED BUILDINGS

SUBJECT SITE



MASSING VIEW E

- PERMITTED BUILDINGS
- SUBJECT SITE



MASSING VIEW F

PERMITTED BUILDINGS

SUBJECT SITE



03



DESIGN RESPONSE



Architectural Concept

WHERE THE CITY MEETS THE BAY



Rock Pools - Ground

THE DYNAMIC THRESHOLD
FROM SEA TO LAND



Cliff Face - Podium

ERODED BY THE WAVES, SHAPED
BY THE OCEAN.



Dunes - Towers

A SMOOTH AND SCULPTED
AERODYNAMIC LANDSCAPE.

1
Waterfront Place

PENTHOUSE

Horizon Residences

RESIDENCES

TOWER

Bay Residences

RESIDENCES

City Residences

RESIDENCES

PODIUM

Resident's Club

COMMUNAL FACILITIES

SOHO Townhouse

RESIDENCES

Coastal Residences

RESIDENCES

GROUND

Public Space

COURTYARDS

Health and Wellness

AMENITIES

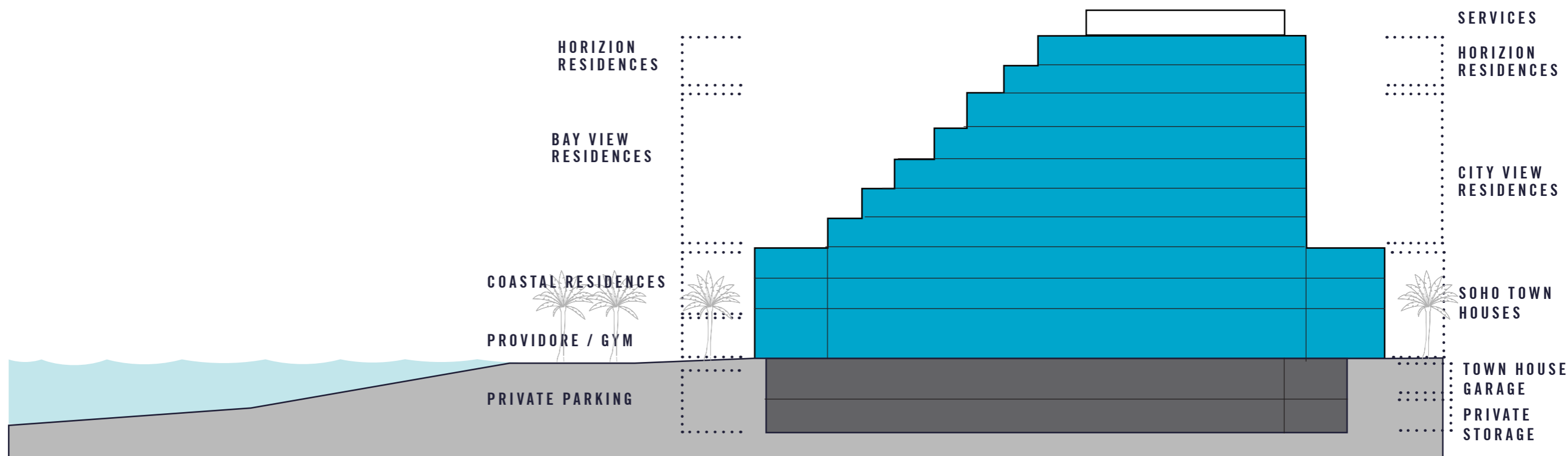
Providore

AMENITIES

BASEMENT

Private Parking and Storage

AMENITIES



Framing the View(s)

360° PANORAMIC VISTA





MELBOURNE CBD SKYLINE

YARRA RIVER

BEACON COVE

PORT PHILLIP BAY

MORNINGTON

ALBERT PARK



SUBJECT SITE



















BASEMENT

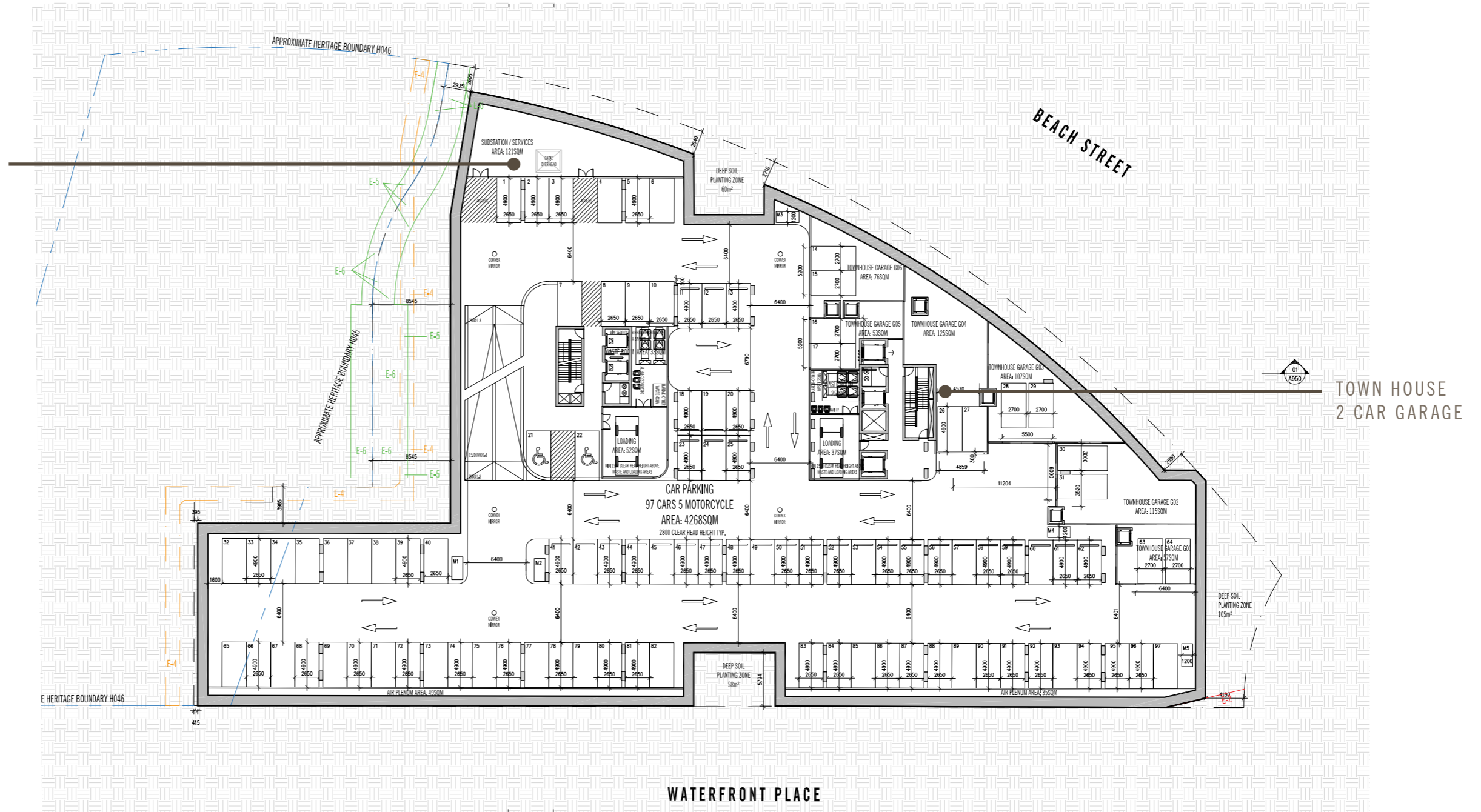
Private Parking and Storage



Private Parking and Storage

BASEMENT LEVELS

RESIDENCE
STORAGE @B2



TOWN HOUSE
2 CAR GARAGE

BASEMENT PLAN
LEVEL B1

PRIVATE PARKING AND STORAGE- BASEMENT LEVELS

- 01. LOCKABLE STORAGE FOR RESIDENTS
- 02. NUMBER PLATE RECOGNITION AT CARPARK ENTRY
- 03. POWER OUTLET PROVISIONS AT PARKING BAYS FOR ELECTRIC CAR CHARGING UNITS
- 04. COMMUNAL 'WORKSHOP' SPACE
- 05. CAR WASH FACILITIES
- 06. PRIVATE TOWN HOUSE GARAGE'S





GROUND FLOOR
Public Space

LOCATION - KENNETT RIVER, GREAT OCEAN ROAD, VICTORIA

