



223 ROUSE STREET, PORT MELBOURNE

Urban Context Report

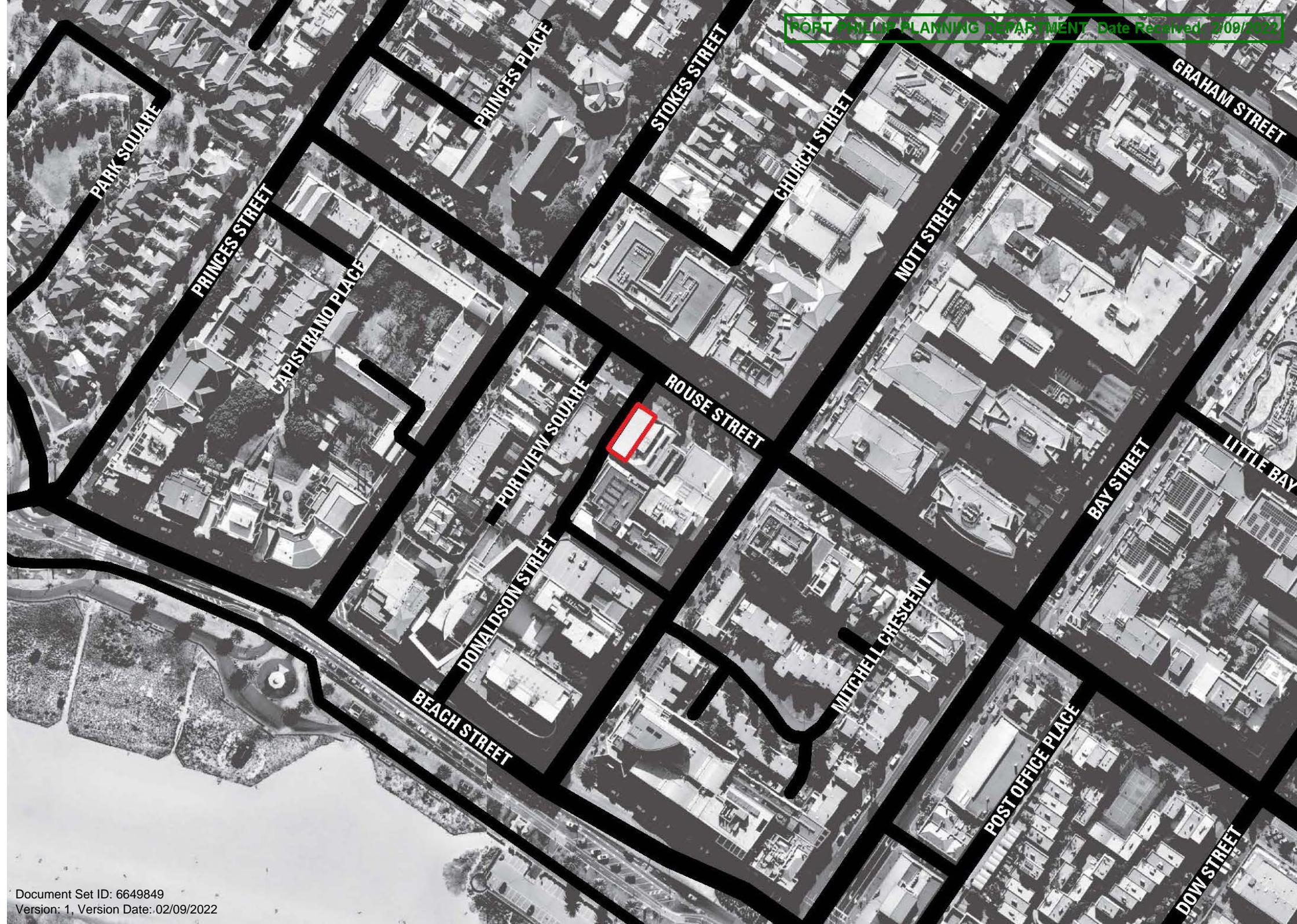
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for JGK INVESTMENTS Pty Ltd
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1.0 INTRODUCTION

The following urban context report has been prepared by Hansen Partnership on behalf of **JGK Investments Pty Ltd** as part of a planning permit application for a proposed mixed-use development at **223 Rouse Street, Port Melbourne**. Details of the proposed development are outlined on the architectural plans prepared by **Jam Architects Pty Ltd**, dated 10/08/2022. This report is based on an independent urban design assessment of the proposal.

The proposed development represents an excellent opportunity to realise Local Planning Policy ambitions for the development of land for mixed use land with an emphasis on high density residential growth. The site is 203m² in size, positioned to the south-west periphery of the Bay Street Activity Centre boundary, comprising limited heritage interfaces and exposure to a pocket of Port Melbourne undergoing considerable urban morphological change. The site can therefore comfortably accommodate a new built form regime of increased intensity and scale in this commercial setting.

This report presents an analysis of the relevant built form and urban design matters, and demonstrates how the proposed development responds successfully to the key features of the urban context. The purpose of this report is to demonstrate that the proposed development will realise a positive 'fit' within its setting and is therefore one that deserves approval.



Existing building at 223 Rouse Street

2.0 PROPOSAL

The proposal is seeking approval to construct an 6-storey mixed use building with 1 basement level and a roof terrace at 223 Rouse Street on the corner of Donaldson Street in Port Melbourne and specifically comprises of;

- A 6-storey building with 3 podium level and a building height of 19.1m not including roof terrace and core overrun. The podium is defined by a three storey street wall along the primary frontage of Rouse Street with upper level setbacks ranging between 1.0m from the balcony and 3.0m from the primary structure.
- Donaldson Street forms a laneway function to the north-west and continues the 3 podium levels with 0.9-1.0m upper level setbacks. The form has a recess at the midway point along the Donaldson Street facade that continues from the Ground Floor entrance to the Fifth Floor and denotes lobby windows within the podium and screened bathrooms above.
- A Ground Floor indoor recreational facility (52m²) encompassing the ground level interface with Rouse Street is setback 0.6m from the boundary and has two access doors from the street and a 1.2m wide canopy extending beyond the title boundary along the entire north-eastern frontage. The frontage is also fully glazed with a tilt panel door to the east, 3 internal bike racks and an accessible toilet and shower.
- Vehicle access via Donaldson Street is located at the rear of the site as a 9.0m wide car-stacker system accommodating 8 spaces and setback approximately 3.0m from the Donaldson Street boundary allowing for car turning movements.
- The rear of the site backs onto a 3.5m wide laneway and the south-eastern edge interfaces with an existing 2-3 storey industrial building.
- The residential lobby entrance is located centrally to the Donaldson Street interface and is setback from the boundary 1.5m. The 'core' of the building at Ground Floor includes lift, stairs, a bike rack, a separate room for bins, services internally and letterboxes externally.
- The First and Second Floors above comprise two apartments on each level of between 76-78m² accessed from a central lobby. Each apartment includes living areas with adjacent balconies, 2-bedrooms including a master and secondary bedroom, bathroom and laundry facilities. Apartments facing Rouse Street also have an ensuite connected to the master bedroom.
- The Third, Fourth and Fifth Floors comprise one apartment per level of 130m² each. Living areas are oriented towards the Rouse Street interface with adjacent balconies overlooking the street. Surrounding the core are the bathroom, laundry and powder room. Three bedrooms are located to the rear of the site with an ensuite and WIR connected to the master bedroom. The master and another bedroom share a 0.9m wide terrace to the rear.
- The roof level includes lift overrun and stairs to the roof terrace. The terrace is setback between 1.5-2.1m from the roof edge and is bound by a 1.2m high glass balustrade on all sides except for the south-west where a 1.7m opaque glass balustrade obscures views to neighbouring apartments.
- The proposal provides a selection of building finishes and materials that reflect contemporary architectural forms. This includes grey face brickwork to the ground floor, rendered cladding and glass balustrades to the First and Second Floors are combined to form a strong base for the podium. The upper levels consist primarily of metal cladding, glazing and glass balustrades, while these materials are also used to break-up the other materials at podium level.
- The proposal also has space set aside for potential sculpture above the canopy and/or for urban art on the north-western wall of the indoor recreational facility.



Artists impression of proposed 6-storey building at 223 Rouse Street

3.0 PLANNING FRAMEWORK

PLANNING POLICY FRAMEWORK

- Clause 11 – Settlement
- Clause 11.03-1S – Activity Centres
- Clause 15.01 – Built Environment
- Clause 15.01-1S – Urban Design
- Clause 15.01-2S – Building Design
- Clause 18.02 – Movement Networks

The Planning Policy Framework strongly supports the provision of mixed-use development within activity centres to support housing growth with good access to services, amenity and public/active transport options. The proposal is consistent with this aspect and furthermore seeks to provide residential apartments for a diversity of future residents.

LOCAL PLANNING POLICY FRAMEWORK

- Clause 21.01 – Vision and approach
- Clause 21.02 – Municipal Context and Profile
- Clause 21.03 – Ecologically Sustainable Development
- Clause 21.04-2 – Activity Centres
- Clause 21.05 – Built Form
- Clause 21.06-4 – Port Melbourne and Garden City
- Clause 22.12 – Bay Street Activity Centre Policy

Local planning policy builds on the policy framework set down at State level by providing more specific guidelines for the use and development of land within the Municipality.

Development of the subject site is presently guided by the Bay Street Activity Centre Structure Plan, 2014 (the Structure Plan) which is a reference document to the Port Phillip Planning Scheme and forms the basis of Clause 22.14 - Bay Street Activity Centre Policy. The Structure Plan and Clause 22.14 provides the vision for the Bay Street area of Port Melbourne and outlines key ambitions for its urban form growth and land use function.

Clause 21.02 - Municipal Context and Profile notes that the City of Port Phillip recognises its importance in 'providing well designed additional housing to accommodate population growth'. The Bay Street Activity Centre has a major role in housing supply for to provide alternatives to urban sprawl and diverse, affordable housing options with easy access to sustainable transport options.

Specifically, Clause 22.14 - Bay Street Activity Centre Policy seeks;

- To strengthen the role of the Bay Street Activity Centre as the hub of Port Melbourne.
- To concentrate new housing growth opportunities in identified strategic precincts within the activity centre.
- To protect heritage and neighbourhood character values of the low-rise, fine grain residential areas surrounding the activity centre.
- To ensure new residential development contributes to a diversity of housing choice (in terms of size, type and tenure) and to the supply of accessible and adaptable housing.
- Consolidate the new contemporary higher-rise character of the Port Melbourne mixed use area south of Graham Street while:
 - Respecting remaining significant heritage places, and
 - Protecting the neighbourhood character values and amenity of the adjoining low rise, residential areas.
- To facilitate 'active edges' across the activity centre to promote a safe and vibrant street-life.

The following reference documents are further highlighted as relevant:

- Port Phillip Activity Centres Strategy (2006)
- Port Phillip Activity Centres Strategy Implementation Plan (2007);
- Plan Melbourne 2017-2035 (2017);
- Urban Design Guidelines for Victoria (2017);
- Victorian Government, Urban Design Charter (2010).

PLANNING PROVISIONS

The subject site is located within a **Mixed Use Zone**. As outlined in Clause 32.04, the purpose of the zone is to:

- *To provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality.*
- *To provide for housing at higher densities.*
- *To encourage development that responds to the existing or preferred neighbourhood character of the area.*
- *To facilitate the use, development and redevelopment of land in accordance with the objectives specified in a schedule to this zone.*

The subject site is proposed for use as a mid-rise residential including complementary non-residential use appropriate to the locality. The building provides basement parking and communal gym at ground level.

The site is subject to **Design and Development Overlay - Schedule 1-2 (DDO1-2)** and is located Area 2 in Table 1 of the Clause (43.02), the purpose of the overlay is to:

- To encourage a built form that responds to the area’s significant development opportunities at the same time as respecting those elements that make this area special and distinct from other parts of the municipality such as its seaside ambience, open sky views along Bay Street between Rouse and Beach Street and low rise built form at the street frontage.
- To preserve solar access in mid winter to the foreshore including associated bicycle and pedestrian paths, and to Bay Street and Rouse Street.
- To achieve a built form that responds to the existing characteristics of Port Melbourne (which include the diversity of lot sizes, built form, design features and the complex grain of the urban fabric).
- To achieve an acceptable balance between the opportunity for increased built form, bulk and height and maintaining a reasonable level of residential amenity.
- To encourage pedestrian movement and promote active street frontages in the areas between Station Pier and Bay Street Shopping Centre by:
 - Requiring flexible building layouts at ground level capable of accommodating a mixture of uses.
 - Ensuring that ground floors of new developments at street level are easily accessible and relate well to the street.

- To protect the setting, appearance and significance of heritage places by:
 - Ensuring that the height and design of new development on sites adjacent to a heritage place does not adversely affect the cultural heritage significance of the heritage place.
 - Ensuring that frontage setbacks of new development complement the frontage setbacks of a heritage place on the same site or an adjoining site.

Within Area 2 of Clause 43.02 an Absolute Maximum Height of 19.5m although architectural features may encroach into this area if they do not exceed the Absolute Maximum Height by more than 4m or by 10% of the gross floor area of the top building level.

The site is also subject to a **Developer Contributions Overlay - Schedule 1 (DCPO1)** and an **Environmental Audit Overlay (EAO)**.



ZONE MAP



OVERLAYS MAP

4.0 STRATEGIC CONTEXT

4.1 STRATEGIC FRAMEWORK

The subject site is located approximately 3.8km south-west of the Melbourne CBD and within the Bay Street Activity Centre which has been identified as a Major Activity Centre (MAC) within State Planning Policy (see Plan Melbourne). The area is undergoing significant investment, development and urban transformation from a historically maritime and industrial port area to dynamic mixed use Activity Centre within the Melbourne metro area.

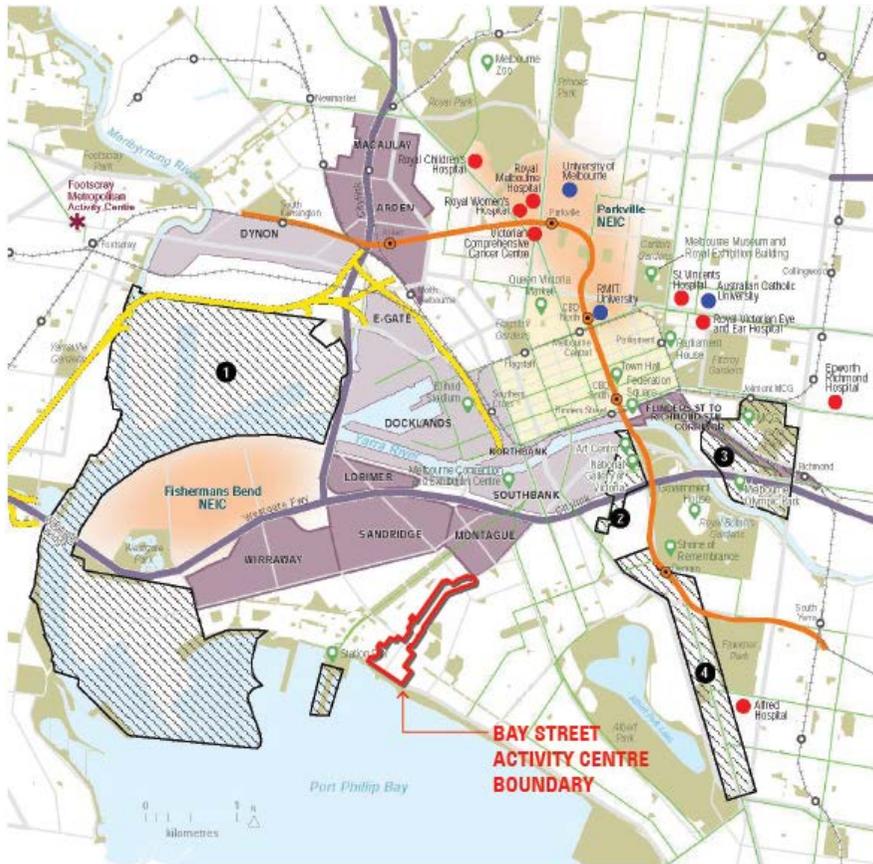
The site is in close proximity to local shopping offerings, schools and is afforded by a range of public transport options. Bus routes 234 and 236 travel to the Queen Victoria Market via the CBD and 606 to Fishermans Bend and Elsternwick Station to the east. Tram Route 109 also has a service to Box Hill via the city and all routes can be accessed in less than a 10min walk from the subject site. It is important to note that the existing public transport and growth in active transport infrastructure has been a catalyst for the substantial change seen in residential development within the area.

The site is also located just 2mins walk from the Port Melbourne Beach, the foreshore and all of the associated amenities including separated bike lanes, the lookout, Melbourne Terminal (shipping), bars, restaurants, hotels, Port Melbourne Yacht Club and views to Port Phillip Bay and beyond. This area is subject to the Port Melbourne Waterfront Urban Design Framework (2013) which sets out a vision and strategies for various precinct along the waterfront.

Apart from the development of areas in the Port Melbourne area, there are also several Major Urban Development precincts plan for the Fishermans Bend area which is projected to add another 800,000 residents.



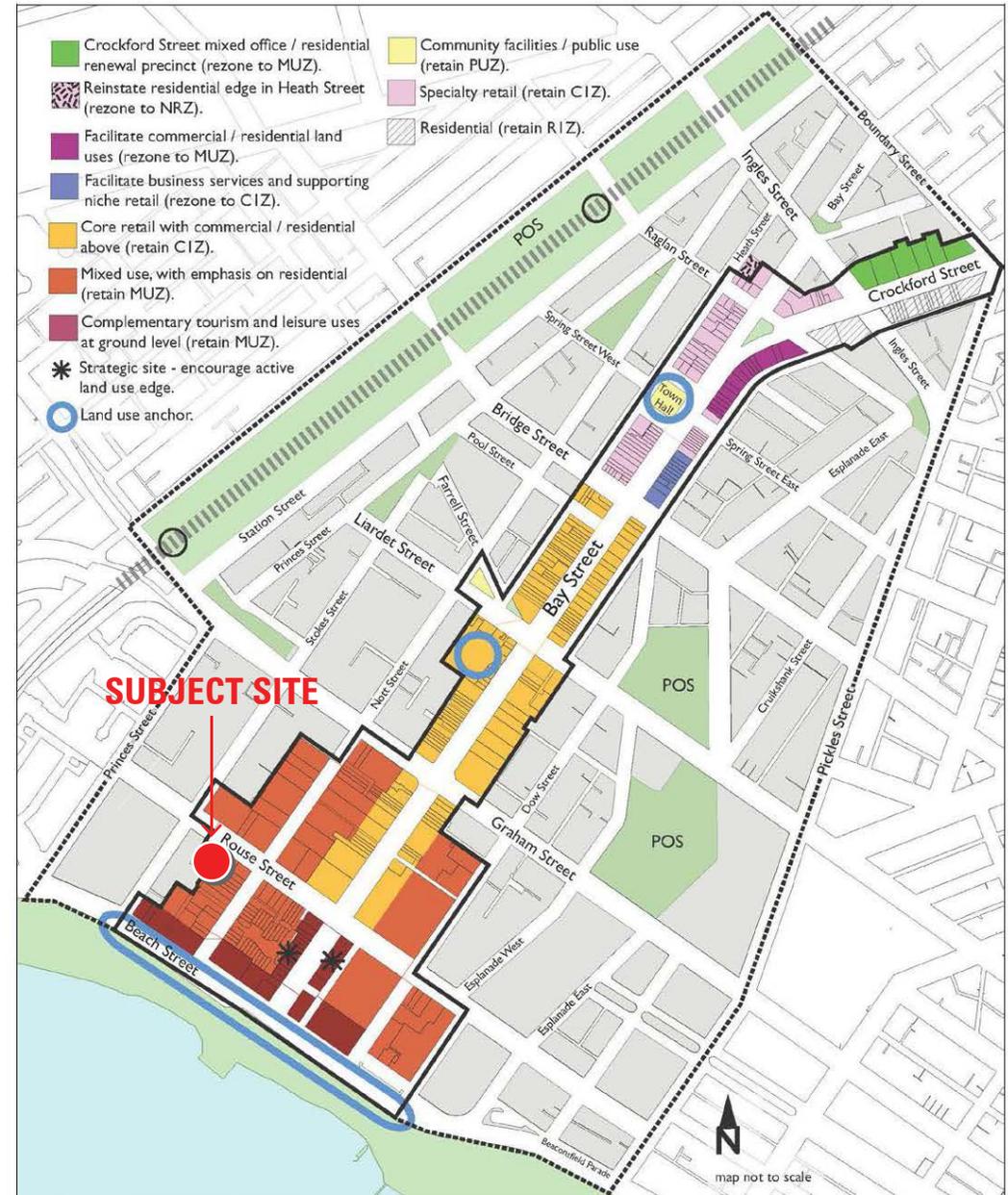
Bay Street looking north towards South Bank and the CBD.



Map 4

Key features in and around Melbourne's central city

- Central Business District
 - National employment and innovation cluster (NEIC)
 - Major urban renewal precinct (2015 - 2051+)
 - Priority precinct⁽¹⁾
 - Other precinct
 - Health facility
 - Education facility
 - Key precinct
 - 1 Port of Melbourne
 - 2 Arts precinct
 - 3 Sports precinct
 - 4 St Kilda Road precinct
 - Lamemark
 - Public open space
 - Metro Tunnel (rail)
 - New station
 - State significant road corridor
 - Western Distributor (potential alignment)
 - Rail network
 - Tram station
 - Tram network
 - Road network
 - Waterway
 - Waterbody
 - (1) Priority precincts:
 - 1 Fishermans Bend (Lorimer, Montague, Sandridge, Werrisway)
 - 2 Arden and Macaulay
 - 3 Flinders Street Station to Richmond and Station Lonsdale
- Source: Department of Environment, Land, Water and Planning



Activity and Business Mix Framework Plan. Extract from Bay Street Activity Centre Structure Plan (2014)

Extract from Plan Melbourne 2017-2050

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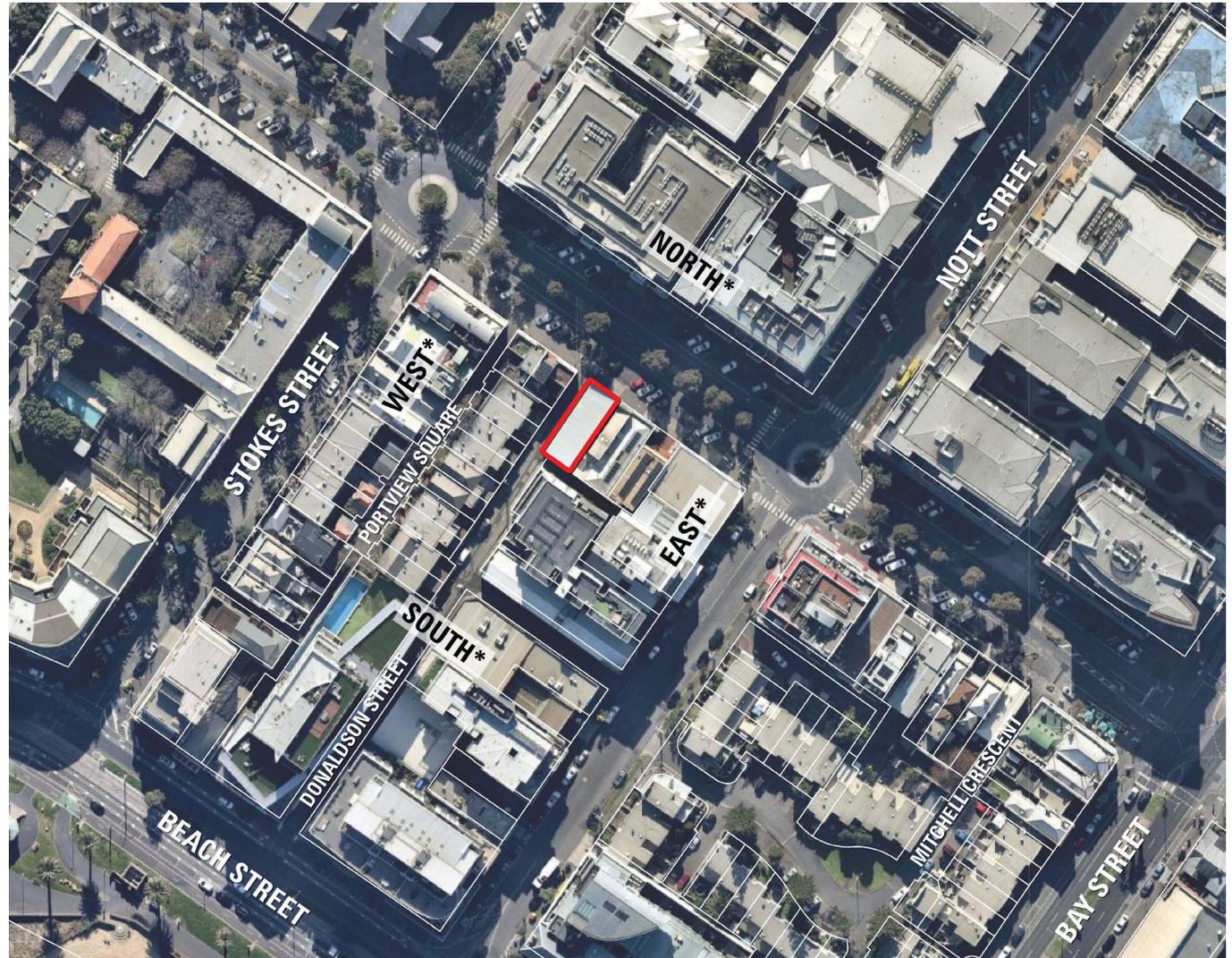
5.0 SUBJECT SITE

The site comprises one allotment on a relatively flat, single title measuring 203m² (approx.). The site has direct frontages to Rouse Street to the north, to Donaldson Street to the west and a service lane to the south. It is approximately 9m in width and 22.5m in depth. The site is serviced by a door and vehicle access to both the front and rear of the building. Currently the site accommodates a 1-storey warehouse building to the full boundary extent with site used as an 'indoor recreation facility' (gym).

The site has the following interfaces;

- To the immediate **north** is Rouse Street, a 30m road reserve divided by a central median that includes low planting and well established native trees. There is 2-way carriageway split by a central median and head-in chevron parking on both sides of the street. To the south the footpath is 4.0m wide with occasional kerb outstands and tree planting/ rain gardens between parking spaces. To the north the footpath is 4.0m wide but narrows in sections where there are grassed verge areas or tree pits. Kerb outstands between parking spaces also provides space for tree and shrub planting. The street predominantly comprises 6-storey mixed-use apartment buildings recessed behind 3-storey street walls.
- Further north of Rouse Street are predominantly recent 6-storey mixed-use, residential apartment buildings occupying large sites. This level of intensive development increases towards Bay Street (east) while to the north and west the urban form becomes less intensive 1, 2 and 3 storey detached, townhouse and units developments.

***Given the sites' acute angles in relationship to a traditional four pointed compass the Figure (right) seeks to simplify descriptions by nominating the 'closest' interface to each of the four cardinal directions (north, south, east and west).**



SITE CONTEXT (NEARMAP).

- To the immediate **south** is a 3.5m wide Right of Way (ROW) service laneway running between allotments fronting Rouse Street and a recent 6-storey residential development internal to the urban block with the address and built form frontage to 41 Nott Street. The laneway provides 'rear' access to properties fronting Rouse Street and car parking for 'The Hamptons' hotel (45 Nott Street), where it terminates.
 - Donaldson Street, which forms the western interface of the site, is a laneway that staggers, widens and narrows before terminating at Beach Street (south). To the east on Donaldson Street are 1-2 storey light industrial and commercial premises while to the west rear garages, fences and gates present from the townhouses fronting Portview Square (west).
 - Further south are 6-9 storey mixed-use apartment buildings fronting onto Beach Street, with views over Port Phillip Bay.
- To the immediate **east** are former and current 1-2 storey commercial premises, all addressing Rouse Street, most with 0.0m setback and occupying the entire site, unless parking in front is provided. Each property has a crossover for vehicle access.
 - On the corner of Rouse Street and Nott Street is a takeway coffee shop (Zoux) with outdoor seating. The intersection also has a roundabout, zebra crossing and raised threshold treatment in all directions.
 - Further east is a recent 6-storey mixed-use/residential apartment development (203 Rouse Street) with other 5-storey developments and 1-2 storey townhouses closer to Bay Street.

- To the immediate **west** are two, 2-storey townhouses fronting onto Rouse Street with a deep row of recent townhouses fronting Portview Square and still more townhouses fronting Stokes Street. The former Swallow and Ariell offices heritage building on the corner of Stokes and Rouse Street has been adapted to accommodate apartments including recessed third level above the original 2-storey building.
 - Further west is are the 2-3 storey former Swallow and Ariell factory buildings, now converted to apartments within a gated precinct.

- To the north-west is St Josephs Church with associated buildings set within open grounds.
- West of Princes Street are low scale, 1-2 storey housing developments as well as public housing estates.

The broader context consists of a mix of commercial and retail uses towards the core of the Activity Centre surrounding Bay Street and suburban dwellings to the east and west. The Port Melbourne Beach is also a key activity generator for residents and visitors alike.



The subject site and immediate surrounds

6.0 CONTEXT ANALYSIS & DESIGN RESPONSE

6.1 LAND USE & ACTIVITY

Land use refers to the existing operation of parcels within the surrounding context. An appropriate design response is one that capitalises on its location and not only complements the surrounding development character but also the anticipated future character of the area.

Context

- The subject site is located on an urban block comprising a range of commercial and retail offerings, mixed use apartment buildings and low scale residential terraces. While most of the buildings have minimal or no setback from the street and generally have transparent and permeable frontages, there isn't a high rate of activation along these frontages. As a result, while the urban block contains primarily commercial uses, it is not one of vibrant activity as offered in the core of the MAC further east.
- An exception to the highly urban interfaces within close vicinity of the site is St Joseph's Church, to the west of the site. The church and associated building are set within landscaped grounds and open to the street.
- The core of the MAC is located north of Graham Street with a full-line Coles supermarket being the key activity anchor of the otherwise fine-grained retail hub with a 'village-like' atmosphere. While Bay Street between Graham Street and Rouse Street is also has fine-grained commercial uses, it is not as vibrant as uses to the north.
- This fine-grain retail character wraps around into Rouse Street to but its intensity is reduced further west. This is not entirely due to lack of tenancies but rather a prevalence of ground floor residential uses on the north side of Rouse Street.
- Although the subject site is within a commercial setting, it is to be acknowledged that it also sits within an area of transition. The site is positioned between residential and low rise commercial properties that are likely to see a significant change to their

urban form. Rouse Road is located in a Mixed use precinct that is identified in the Structure Plan as a residential growth area. This precinct consists of a diversity of lot sizes and a variety of mixed use apartment buildings which are emerging as the dominant building form in the area.

- Although there are several parks in the area with quality facilities the Port Melbourne Beach foreshore is the main open space anchor and accommodates a range of attractions to support an 'active' lifestyle, within close proximity of the site. The Melbourne Yacht Club, lookout, band rotunda and Station Pier are all focal points of interest and activity for residents in the area.
- Retail amenities, community facilities, medical facilities and a school (Albert Park College) are focused along and adjacent to Bay Street while other civic institutions are clustered further north of Graham Street.

KEY IMPLICATIONS

- A mix of ground floor commercial and residential above is an appropriate response to policy and the emerging built form pattern.
- With the primary commercial activity concentrated along and around Bay Street, a ground floor use that serves the immediate neighbourhood would suit the site and its context.
- Providing a flexible commercial space that can be occupied by a range of potential tenants with options to consolidate or split spaces in future.

Land use and activity design response has been addressed in built form and public realm discussion.



Fine-grain retail character of the Bay Street Activity Centre (pictured along Bay Street).



The beach and beachfront attracts those with active lifestyles.



LAND USE AND ACTIVITY MAP

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6.2 BUILT FORM AND DEVELOPMENT

The proposed development must seek to achieve a comfortable ‘fit’ with the scale and context of existing or proposed development whilst achieving contemporary standards of design and the highest and best use of land. This section addresses building height, form, massing or scale of the proposed development.

Context

- The subject site is located close to the south-west boundary of the MAC. The scale of the emerging built form is 6-storeys with 3-storey street-walls. This includes recent developments directly north and south of the site.
- To the immediate east are 1-2 storey commercial premises and to the west are 2-storey townhouses. While there are heritage buildings further west, there is no sensitive residential interfaces adjacent to the site that require height transitions.
- The site is bound by Donaldson Street to its western edge which provides a spatial buffer to lower scale townhouses adjacent. A recently constructed 6-storey development to the south of the site has relatively sheer interface with Donaldson Street with levels above the podium setback approximately 1.0m.
- Some existing 6-storey buildings along Rouse Street also have roof terraces beyond the absolute maximum height of 19.5m. The roof terraces improve the level of residential amenity and have minimal visual bulk impact if set back from the roof edge.
- Existing 6-storey buildings along Rouse Street Road typically have a 5.0m setback above the podium level, with balconies projecting into that space. There is an example of a building fronting Rouse Street (52 Dow Street) with a 3.0m setback and balconies projecting 2.0m into the space.
- Existing buildings generally comprise balconies with solid materials and tones. Those balconies with lighter materials (transparent) and tones (white) tend not to form a dominant feature of the facade.

- Buildings with existing balconies and narrow setbacks may provide a spatial or material break between balconies to reduce the overall impact of upper levels when experienced from street level.

KEY IMPLICATIONS

- The proposal should respond to the emerging scale of overall building height on allotments with similar conditions in the precinct.
- The proposal should respond to the emerging 3-storey street wall profile of the precinct to ensure it is commensurate with the emerging context form
- The site should ensure amenity to neighbours is not adversely impacted by additionally overshadowing or overlooking, particularly to the west.
- The site should ensure that no roof top structures can be viewed from the public realm.
- The site should provide balconies that present to the street to provide activation and passive surveillance.

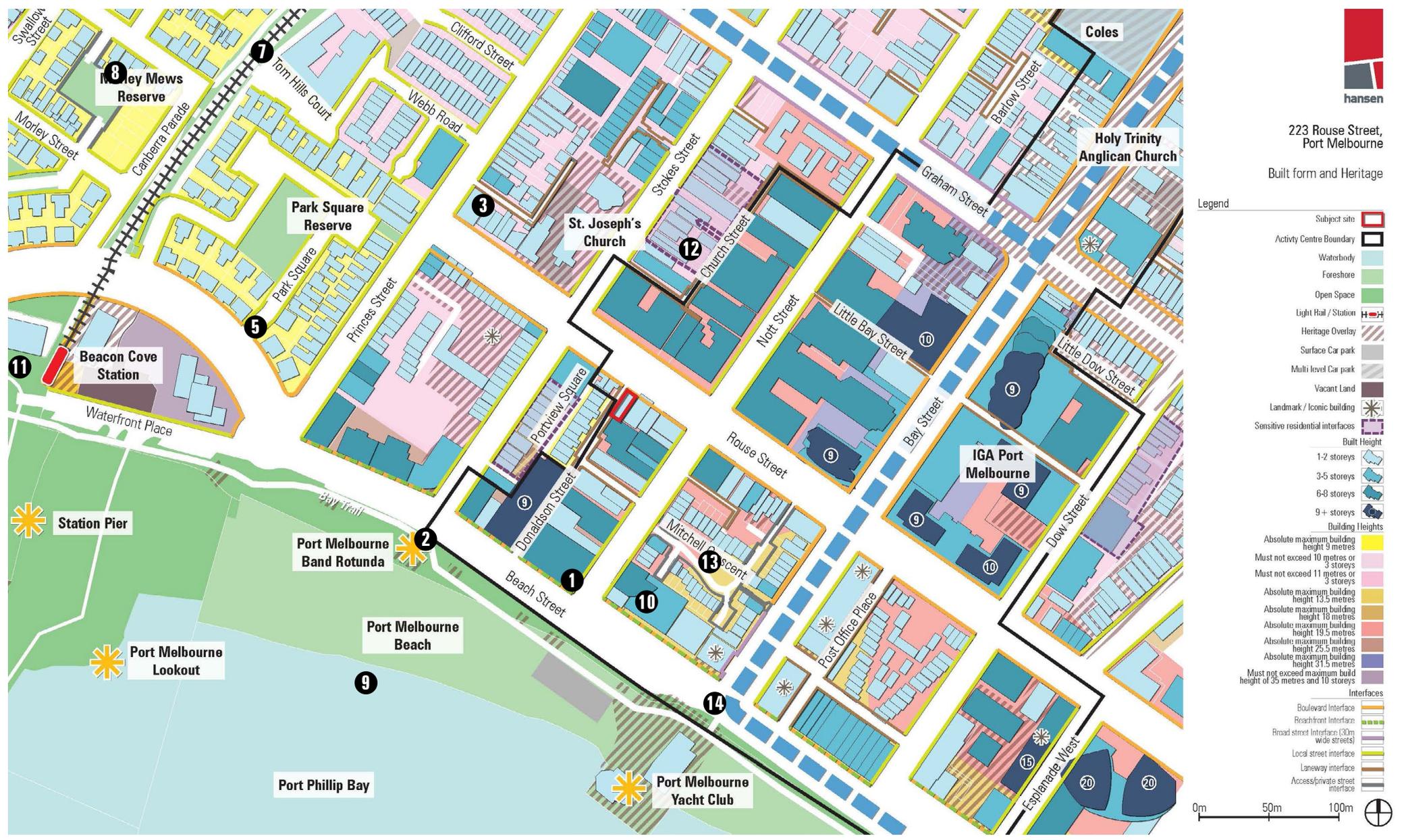


Contemporary and remnant building stock within the subject block



Many heritage maritime and industrial buildings have been reused as residential precincts

URBAN CONTEXT REPORT AND DESIGN RESPONSE | 223 ROUSE STREET, PORT MELBOURNE



BUILT FORM AND SCALE MAP

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HEIGHT AND UPPER LEVEL SETBACKS

A DD01 Design Objective states:

- To achieve an acceptable balance between the opportunity for increased built form, bulk and height and maintaining a reasonable level of residential amenity

To determine the appropriate development scale, the proposal has been measured against the following objectives set out in Clause 43.02:

- They do not exceed the preferred maximum height specified in the tables to this schedule.
- Architectural features such as domes, towers, masts and building services do not exceed the absolute maximum height by more than 4 metres and do not exceed 10 per cent of the gross floor area of the top building level, except for DD01-5.

Height controls for DD01-2 are:

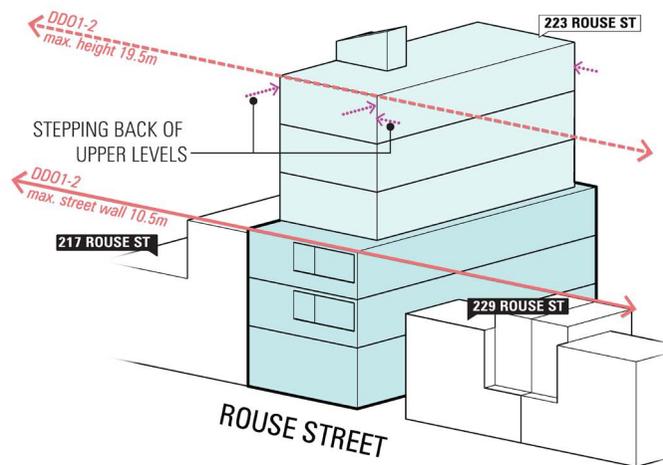
- Preferred maximum height less than 5m from any road boundary (10.5m)
- Absolute maximum height (19.5m)

It also outlines what is considered appropriate outcome in Area 2 (DD01-2):

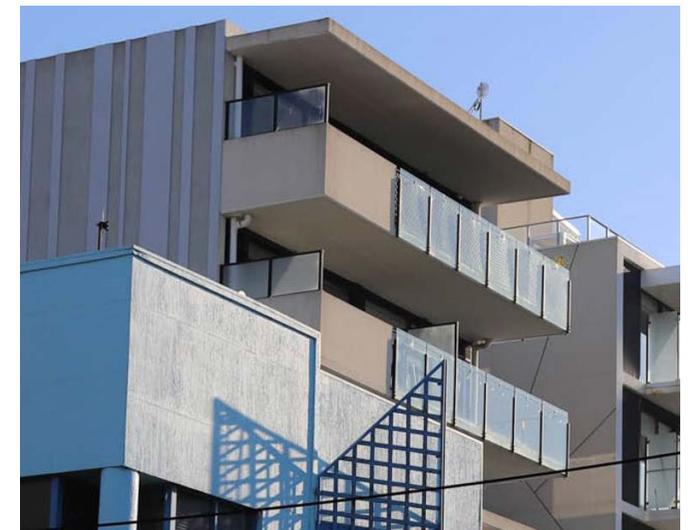
- Providing a street wall with a distinctive podium and 'punched' openings
- Upper levels up to a maximum of 6 storeys are distinct from the podium through setbacks and an expressive and heavily articulated form.

The proposal has responded to the urban design objectives and principles by:

- Providing strong podium base with 'punched' openings that is distinct from the upper levels.
- Setting back upper levels 3m from the primary frontage (Rouse Street) and 1m from the secondary frontage (Donaldson Street).
- There are multiple examples within the Bay Street Activity Centre that have used solid or bulky materials for the balustrade, awning and on occasion, to frame a series of balconies. This has the effect of increasing the bulk within the setback 'zone' and reducing the perceived setback to the built form mass.
- To provide residents on the upper levels with a reasonable level of internal amenity the proposal seeks to encroach into the preferred setback zone while employing strategies that lessen perceived negative impacts to the buildings' massing.



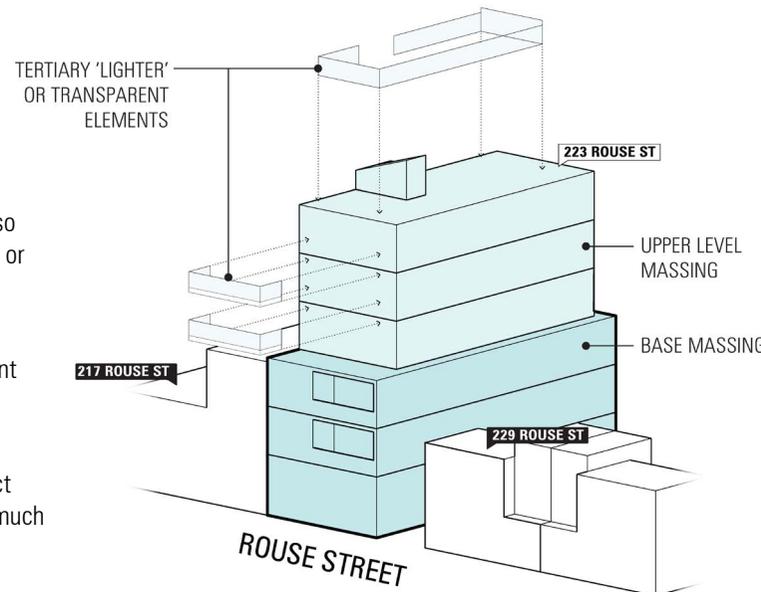
Heavy framing elements to balconies diminish upper level setback objectives



Solid materials are sometimes used for upper level balconies and awnings.

- A 3m upper level setback with 2m balcony is the same (approximate) condition seen at 52 Dow Street which also fronts onto Rouse Street. The key elements observed at this site were incorporated into this proposal:
 - Spacing either side of the balcony to ensure the structure does not dominate the full facade width.
 - Use light toned finishes the structure and underside of the balconies where they can be seen from the street.
 - Use clear glazing to minimise visual impact by increasing transparency of the structure.
- The roof top terrace does encroach into the maximum allowable height for the area however several strategies have been employed to mitigate the visual impact of the structure while still maintaining amenity for the residents:
 - Like the balconies to the Rouse Street interface, the roof terrace balustrade is also clear glazing to minimise the visual impact.
 - The balustrade is setback from the roof boundary so the upper levels conceal the roof terrace structure above and so occupant cannot into neighbouring balconies, open spaces or living area.
 - Balustrade to the rear laneway interface is 1.7m high and opaque to ensure the overlooking does not impact apartment building residents to the south.
 - Several planter boxes have been located inboard from the balcony edge or to the rear of site to minimise visual impact from the public realm. The planter boxes will also provide much needed greenery to open terrace environment.

- Although not visible on the graphics below the rear laneway interface also employs similar strategies to the Rouse Street interface:
 - Levels 1-3 have a strong base with levels 2-3 also having 'punched' openings
 - Levels 4-6 have a 0.9m setback which reinforces the podium as a strong base with recessive upper levels.
 - Balconies to this interface have 1.7m opaque screens to ensure the overlooking does not impact apartment building residents to the south.



BUILDING HEIGHT TRANSITION ACROSS THE PRECINCT



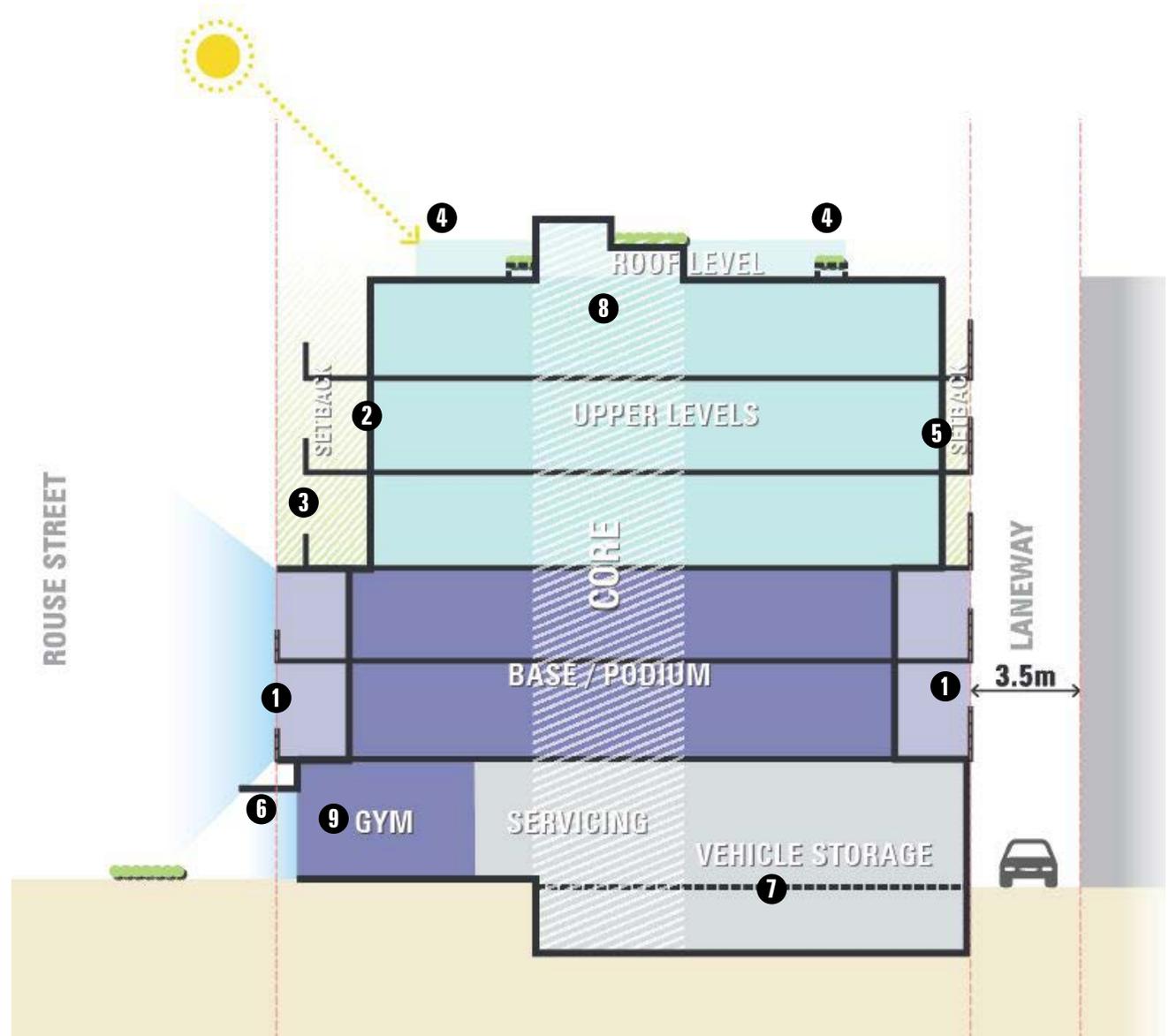
Balconies siding fronting onto Rouse Street setback 1.0m from the boundary at 52 Dow Street



Balconies siding onto Nott Street setback 0.0m from the boundary at 203 Rouse Street

Summary of key moves shaping the development envelope:

- 1** A 3-storey street wall that defines the street/laneway edge and pedestrian experience with 'punched' balcony opening.
- 2** A 3.0m setback at levels 4-6 that strengthens the notion of the street wall and reinforces a 'break' between the podium and upper levels.
- 3** Balconies projecting 2.0m from the upper level facade that read as 'lighter' additions to the overall mass rather than adding weight to the composition when viewed from Rouse Street.
- 4** A rooftop terrace setback from the roof edge to avoid overlooking, being viewed from the public realm and to providing additional communal open space for residents with northern aspect and vegetation softening the building top.
- 5** A 0.9m stepping back of upper levels to laneway and Donaldson Street (not shown here) to contrast with heavier massing at podium levels.
- 6** A canopy extends beyond the ground floor tenancy providing pedestrian refuge to patrons and building entrants.
- 7** The vehicle stacker is accessed via Donaldson Street and storage partially located underground, allowing space for a recess and entry lobby to provide passive surveillance over the laneway.
- 8** Lift and stair core located central to the site and inboard to ensure services overruns cannot be viewed from the public realm.
- 9** A gym space with glazed interface to the street to allow passive surveillance of the street when in use.



Section through site looking east

ARCHITECTURAL LANGUAGE & MATERIALITY

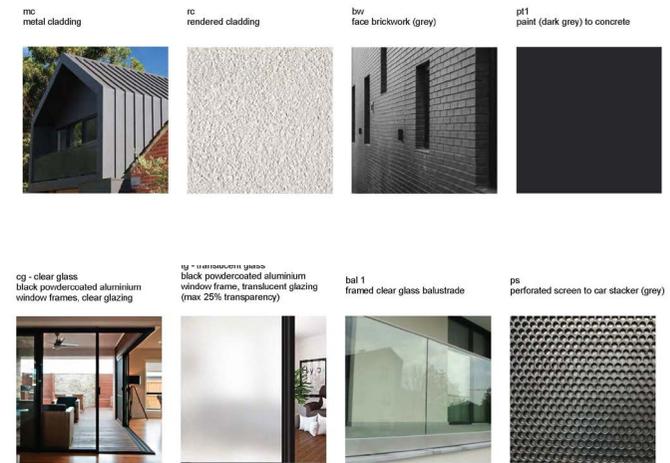
The architectural language and materials seek to emphasize the following urban design principles (encouraged by the DDO1):

- At lower levels, include a predominantly masonry style with 'punched' openings.
- Emphasize a street based urban form by strengthening the street wall effect.
- Step back upper levels to all street/lane frontages and articulate massing to create a 'lighter' style of design.

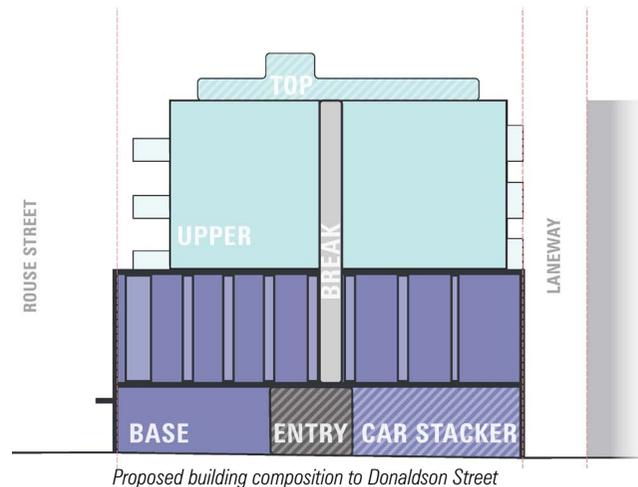
The proposal has responded to the urban design principles by:

- The proposed street wall to Rouse Street is comprised of solid materials such as brick face and rendered concrete in the form of thick frames the Ground Floor and another frame wrapping the base facade. This 'strong' base is however balanced by the need to provide glazing for street activation and passive surveillance.
- The base along the Donaldson Street facade also uses solid materials such as brick face, painted concrete panelling and rendered concrete. The Ground Floor has regular but necessary openings for access and passive surveillance while the First and Second Floor add to the sense of a solid street wall with broad columnal forms between regularly spaced, tall and narrow windows.
- The proposed street wall to the facade of the base levels (Rouse Street, Donaldson Street and rear laneway) comprises solid materials such as face brick, painted concrete panelling, rendered concrete and metal cladding with glazing punctuating the surfaces for transparency and activation.
- The concrete columns also contribute to the grain and streetscape rhythm - creating well spaced 'breaks' between the glazing that provides engagement, surveillance and activity.

- Levels 4-6 have employed a darker palette that creates a single rising form distinct from the base. The material metal cladding is firm in appearance but softened by regular vertical ridges.
- Along the western elevation there is a vertical recess that creates a visual break to the upper level facade. The break has a practical function by providing light deeper into the internal space. It also continues down through the base levels to mark the residential entrance to the building.
- Balconies to the Rouse Street frontage appear as separate additions to the main upper level structure. With minimal structure, clear glazing and white painted underside they appear to float above the street wall. This also strengthens the proportionality of the building composition and emphasizes the street wall and upper levels as separate components.
- The roof top terrace is well hidden from view from the public realm. Further use of clear glazing ensures it remains inconspicuous from various street level locations.

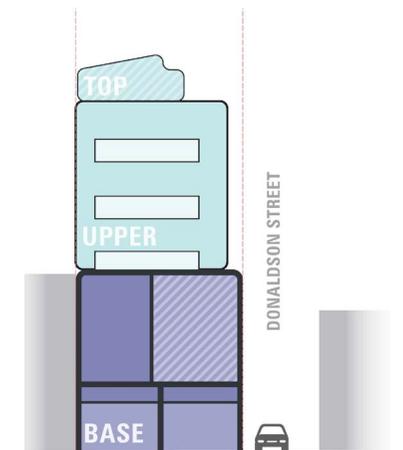


Proposed materials palette (Jam Architects)



Proposed building composition to Donaldson Street

HIDDEN TOP LEVEL
BALCONIES WITH LIGHT WEIGHT FRAMING AND MATERIALS
RECESSED MIDDLE SECTION
SOLID FRAMED BASE WITH 'PUNCHED' OPENINGS



Proposed building composition to Rouse Street

6.3 ACCESS & MOVEMENT

- 223 Rouse Street can be accessed from the arterial roads Bay Street to the east (180m) and the Graham Street to the north (290m). Bay Street offers wider connections to South Bank and CBD (north) and Port Melbourne Beach (south). Retail and commercial activities are clustered towards its intersection with Graham Street and further north. Graham Street offers connections east, parallel to the beach front and west to the West Gate Freeway via Williamstown and Todd Road.
- Bay Street is a 30m wide boulevard with 4 vehicular lanes and a 4m central median with palm tree planting and regular breaks for turning lanes. Further north, the road veers east connecting to City Road and Southbank.
- Graham Street is a 30m wide road with 2 travel lanes, a central median and chevron parking to the east of Bay Street. To the west Graham Street has 4 travel lanes plus turning lanes with a narrow central median, widening to the west with tree planting and narrowing again when the road crosses the Light Rail via a bridge.
- The subject site is well serviced by public transport with close proximity to the Beacon Cove / Light Rail Station (550m) to the west. Bus routes 234 (300m) and 236 (450m) provide access to the Queen Victoria Market via the CBD. The 606 bus route (700m) provides direct routes to Fishermans Bend to the west and Elsternwick Station to the east.
- Rouse Street is approximately 30m wide with urban development on both sides of the road reserve and a central medium with low planting and canopy trees. On street bike lanes and on street parking is provided on both sides of the street with head-in parking in a chevron arrangement. A 4.0m foot path is provided on both sides while on the north side it narrows slightly in places to accommodate tree pits and grassed verges.

Kerb outstands accommodate trees to both sides of the street however the north side has more trees and shrub planting associated with the recent developments to that interface.

- Rouse Street has roundabouts at the closest intersections to the east (Nott Street) and west (Stokes Street). These intersections incorporate rain gardens to corners with low planting and trees. Each path connects to zebra crossings providing pedestrian priority to the surrounding urban network.
- Donaldson Street forms a 'T' shaped laneway network running north-south to beach street and west at mid-block to Nott Street. Vehicles can access the site via Nott Street or Rouse Street but bollards at the networks' mid point restrict access to pedestrians/cyclists.
- The Foreshore Trail (150m) provide bike connections east and west along the beach front.
- Station Pier (700m) offers a daily service to Devonport in Tasmania on the Spirit of Tasmania ferry.



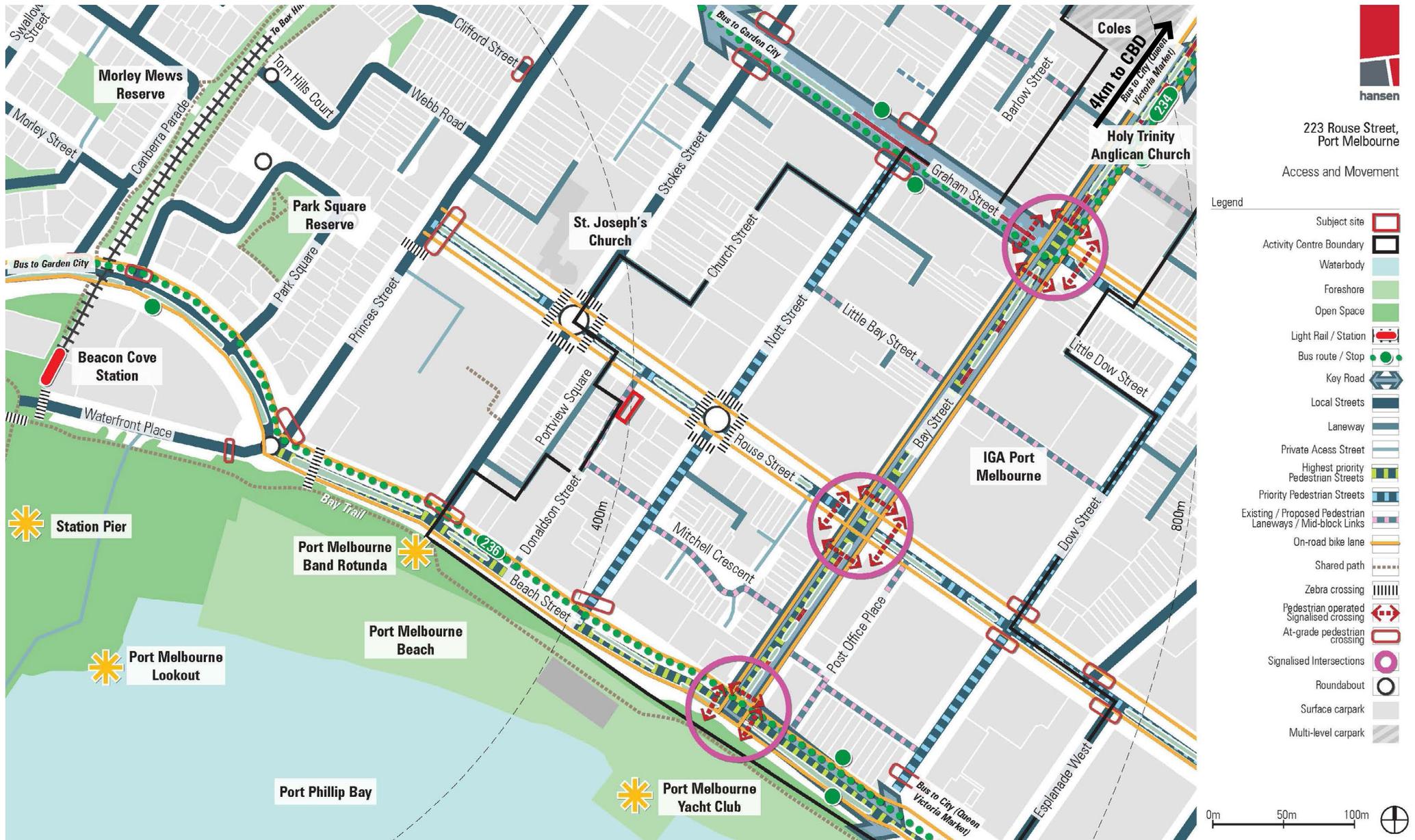
Donaldson Street, north-west of the site serves as a pedestrian connection to the beach

KEY IMPLICATIONS

- The site and surrounds can support dense residential development due to its close proximity to multi-nodal public transport options (bus, tram and active transport options).
- The site is afforded side access from the existing laneway network (Donaldson Street), with potential to conceal vehicular and servicing access behind the primary frontage along Rouse Street.
- The proposal should maximise its sense of address to its primary frontage along Rouse Street through legible building entrances and active uses.
- Pedestrian activity and entrances should be encouraged from to Donaldson Street to contribute to pedestrian activity in the wider laneway network.



Rouse Street with bike lanes, parking and pedestrian crossing, looking north-east



ACCESS AND MOVEMENT MAP

Hansen Partnership

Document Set ID: 6649849

Version: 1, Version Date: 02/09/2022

PROPOSED ACCESS ARRANGEMENT

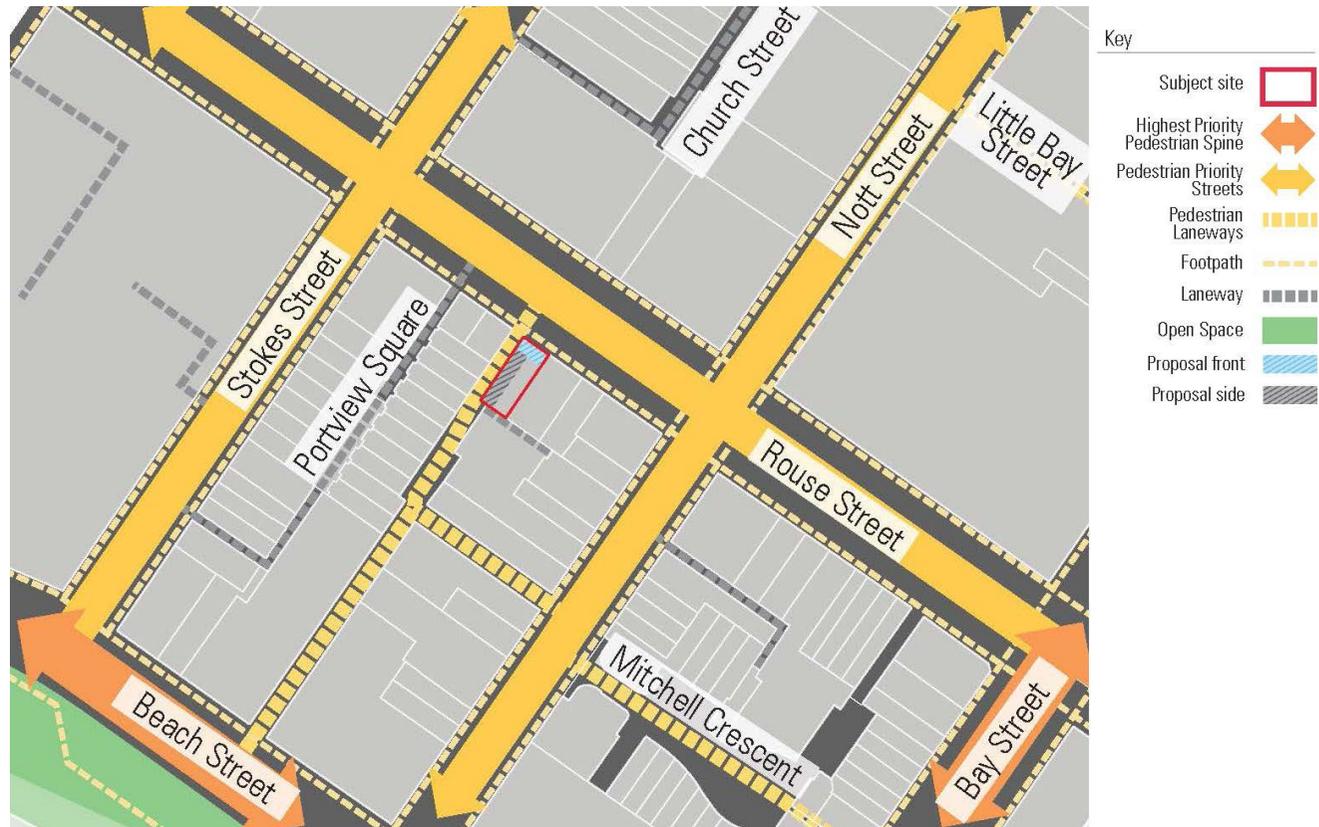
The site planning strategy acknowledges the subject site attributes as an infill site. To address movement and access, the proposal seeks to emphasize the following urban design principles (consistent with Structure Plan ambitions):

- Create an 'Active Edge' to Rouse Street with at least 50% clear glazing and pedestrian entries every 15m.
- Encourage land uses and new buildings to activate existing laneway i.e. along Donaldson Street.
- Avoid car parking and loading bays from facing public streets.

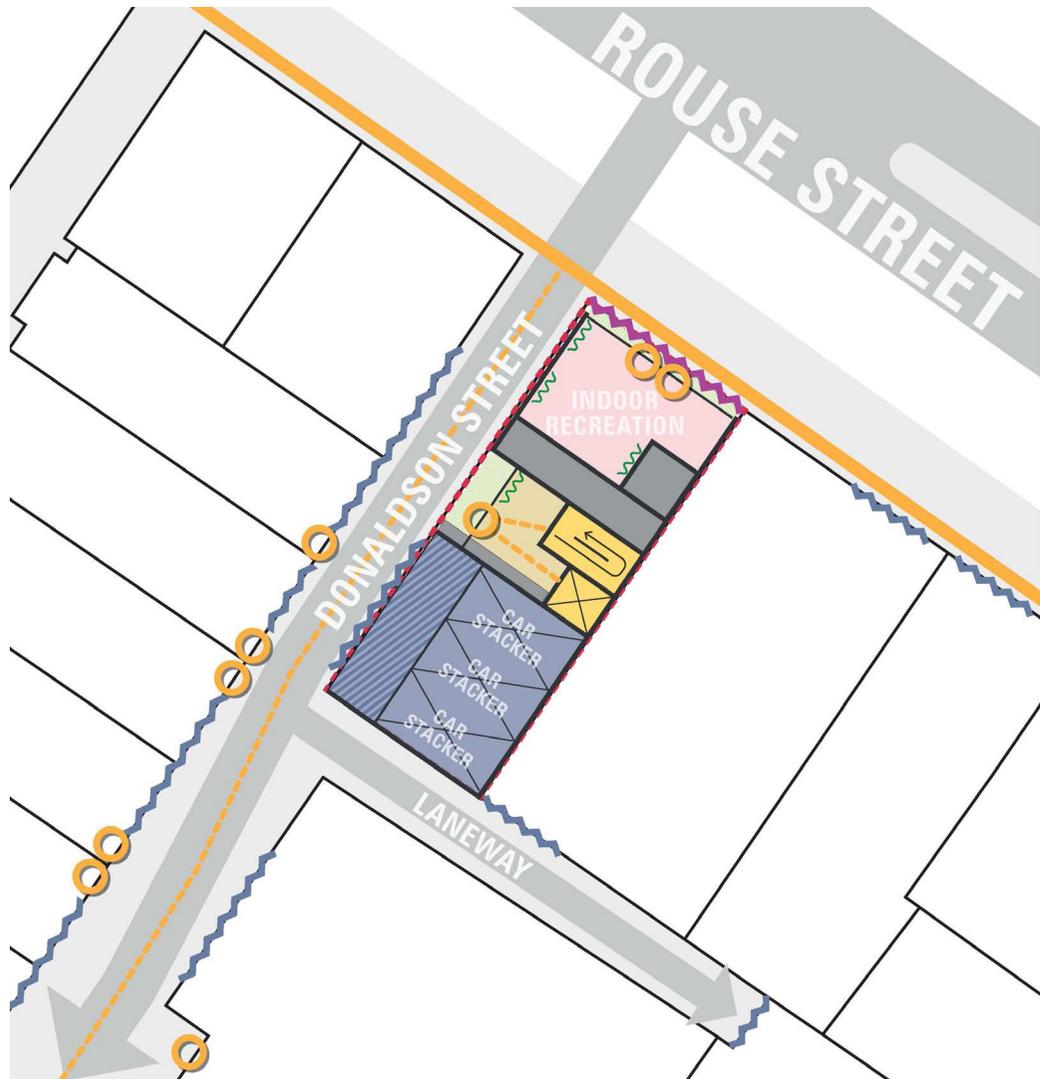
Design Response

- The proposal addresses Rouse Street to the north with two building entrances; both for the proposed 'indoor recreation' tenant however the proposal includes a partial partition for future adaptation of the space into multiple tenancies.
- The main pedestrian entrance the lobby and lift/stair core is via Donaldson Street at the lot's mid point. Locating the entrance off the principal street allows for a more intensive commercial activity to occur along Rouse Street while activating Donaldson Street with regular foot traffic.
- Vehicle access utilises the Donaldson Street, which functions as a laneway, ensuring that vehicular activity is appropriately positioned to the side, maximising opportunity for an activated streetscape response to Rouse Street.
- The car stackers are accessed via a recessed and covered area of the building which leads to 3, sub-basement car stacker bays (8 spaces total). The generous lot depth allows this arrangement and is preferred basement car parking which does not suit a site of this size. Donaldson Street is already utilised for vehicle access, for secondary pedestrian access and servicing for its full extent between Rouse and Beach Street allotments.

- The proposal adequately responds to Donaldson Street given the existing condition as a functional and important service lane. Positioning vehicular access to the side enables primary streets such as Rouse Street to prioritise pedestrian amenities through engaging built form frontages.
- The proposal includes a generous provision of bicycle parking both at ground floor within the indoor recreational facility and within the entrance lobby of the residential component. The provision of bicycle storage will encourage cycling as an alternative method of transport to and from the site.



Proposal fronts and backs relative to wider movement network



Proposed site access arrangement

Hansen Partnership

Key

- Subject site 
- Pedestrian network 
- Pedestrian circulation 
- Building entrance 
- Car waiting area 
- Bicycle parking 
- Vehicular interface 
- Commercial interface 

6.4 ACTIVATION, INTERFACE & PUBLIC REALM

The analysis of public realm features including natural and urban elements and their relationship to each other, the site and its context. The development has been assessed in relation to views, street interfaces, passive surveillance and ground level interface opportunities.

Context

- Landform in the area is generally flat but does rise up towards Station Pier, likely due to historic ramping for access, with the topography gradually falling towards Port Phillip Bay.
- The Rouse Street streetscape has a consistent quality of its public realm attributes. The primary landscape feature is the central median that separates traffic lanes and has well established native trees along its entire length. Low-level planting native plantings within kerb outstands and rain gardens provide green relief from the otherwise very hard urban landscape.
- Both sides of Rouse Street provide wide pedestrian paths between 1.5m (with verge) and 4.0m, which creates a comfortable pedestrian environment. With kerb outstands, zebra crossings and raised pedestrian thresholds, the streetscape experience currently favours pedestrians over vehicular traffic.
- The Donaldson Street laneway network has a more urban condition as its primary function as an accessway serving properties fronting Nott, Rouse and Beach Street. Apart from tarmac hardscape the laneway network does include some bluestone detailing to gutters and to the crossover at Nott Street.
- The building setbacks on the urban block surrounding the site are almost entirely 0.0m leaving limited opportunity for additional planting within lots that contribute to the landscape character of the area. This is mostly the case for areas north and east of the site however north and west of the site where houses on individual lots are prevalent there is a stronger landscape character within the private realm.

- Also to the west are pocket parks including Park Square Reserve, located within a five minute walk of the site. The lack of formal parks in the immediate area is balanced by the Port Melbourne Beach and foreshore (150m) which has amenities such as toilets, bike lanes, the Port Melbourne Yacht Club and allows any number of other sporting or leisure activities.
- The street pattern consists of a grid with streets running perpendicular to the beach. This provides long views from multiple streets running north-south.
- The public realm response should seek to capitalise views towards the Bay through Donaldson Street to enhance connection to place.
- There are several recent apartment buildings with roof terraces that take advantage of surrounding views while remaining hidden from the public realm.

KEY IMPLICATIONS

- The site has an opportunity to respond to its corner location by providing active interfaces to both Rouse Street and Donaldson Street.
- The public realm response should seek to capitalise views towards the Bay through Donaldson Street to enhance connection to place..
- Given the role of Donaldson Street as a pedestrian laneway, providing an increased activation presence to upper levels will provide laneway users with a greater sense of safety.



Raised pedestrian crossing, quality materials and enlarged WSUD verges create a pleasant environment along Rouse Street



Port Melbourne Beach is popular with active locals and tourists alike



LANDSCAPE AND PUBLIC REALM MAP

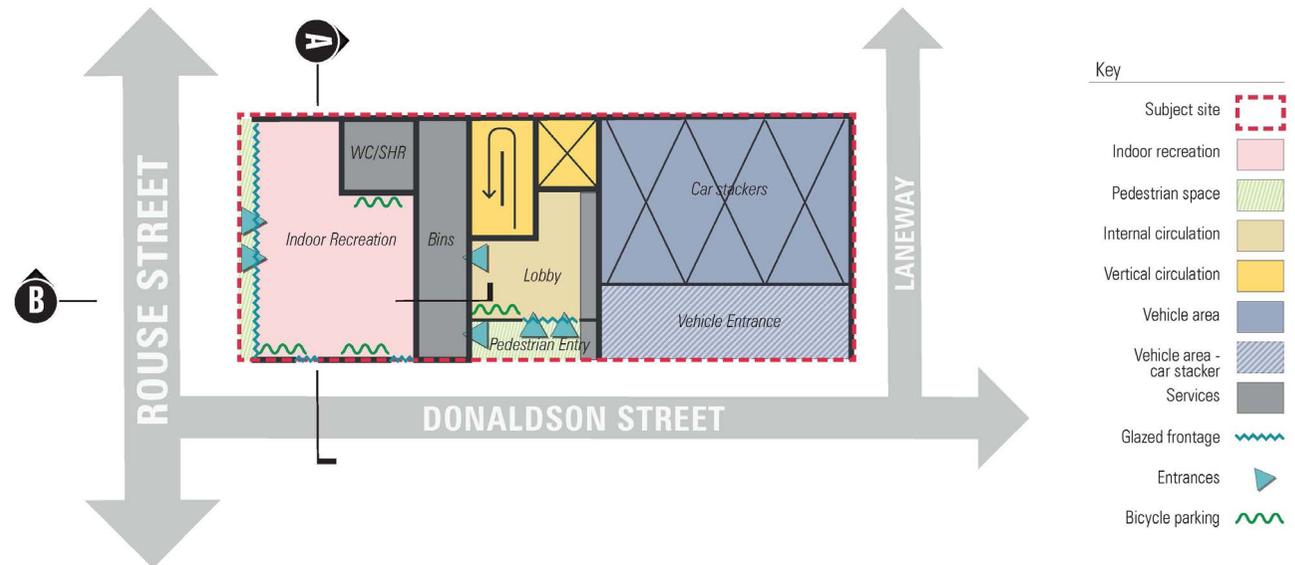
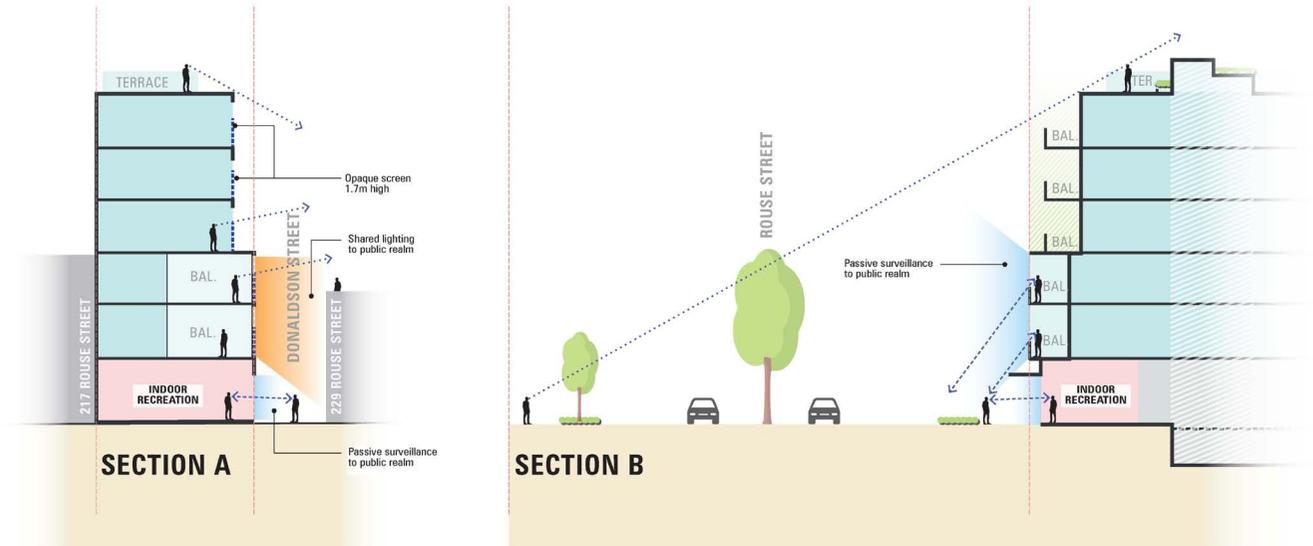
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ACTIVATION & SITE PLANNING RESPONSE

- The proposed indoor recreation facility at ground level will contribute to an emerging active street edge along Rouse Street. With increased mixed use and residential development in the MAC, future development with active ground levels will provide a lively and safe pedestrian experience.
- The proposal has door height windows to the western facade of the indoor recreation facility that provide Donaldson Street with activation and passive surveillance to the laneway system.
- The entry lobby located at mid way between Rouse Street and the rear laneway along Donaldson Street has a broad interface to enhance safety by allowing long, oblique views to Rouse Street and within Donaldson Street.
- The balconies above ground at the First and Second Floors provide activation and passive surveillance to Rouse Street. While opaque windows and screens interface Donaldson Street to avoid overlooking to neighbouring open spaces, living areas and roof terrace at 229 Rouse Street. These apertures add a sense of security through shared lighting to the public realm.
- The placement of the services is logical with access to the side laneway of Donaldson Street, away from the primary and relatively narrow frontage on Rouse Street.
- The proposal seeks to maximise its level of street activation to Rouse Street through containing vehicle and servicing activity to the side laneway of Donaldson Street, allowing for a pedestrian entrance for the gym to enter from the primary street network.
- The rooftop terrace is setback from the roof edge and the clear glass balustrade makes it well hidden from view from the Rouse Street and the public realm in general. The setback from Donaldson Street and the 1.7m opaque glass screen to the rear laneway interface also avoids overlooking into neighbouring open spaces, and living areas.



Proposed interface response at ground level

6.0 CONCLUSION

The proposal at 223 Rouse Street for a 6-storey mixed use, residential building represents an excellent outcome for Port Melbourne. The proposal contributes to the remnant heritage, maritime and industrial character and builds on the emerging commercial / residential character of its changing urban block. It also adds to the commercial mix of the neighbourhood and contributes to the growing vibrancy of the area.

The proposal demonstrates an urban form response that appropriately balances strategic ambitions for housing growth with the policy objectives outlined in the DDO1. It has sought to optimise the sites potential while ensuring the established and emerging character of Rouse Street and its surrounds is protected. A strong 3-storey street wall and a dynamic podium interface with the public realm demonstrate a well resolved response to the DDO's objectives.

The proposed indoor recreation facility is a fitting one for the subject site given its location near the south-western edge of the Activity Centre boundary and away from the core of Bay Street - it is ideally located to serve the local neighbourhood. It also adheres to DDO objectives by providing a flexible layout with multiple potential entry points and opportunities to partition the tenancy.

Above the street wall the mass appears as a single rising form above the solid base. Balconies to the Rouse Street interface are minimal in structure and light in tone to appear as lightweight 'additions' to the primary form. This strategy mimics similar examples in the area and with spatial breaks either side of the balconies they avoid creating a continuous street wall, an effect typical with bulkier balcony treatments.

The lift and stair core rise centrally to the site and setback to the party wall to ensure a high level of amenity to upper floors and so the core overrun cannot be viewed from the public realm.

The proposed roof deck with planter boxes provides improved residential amenity while the clear screening, setback from the roof edge will be almost invisible when viewed from the public realm.

The proposal wraps the corner of Rouse and Donaldson Street to form a highly articulated and interface with windows at lower levels for passive surveillance and shared light to the laneway. This improvement of the Donaldson Street interface will contribute to the safety of Pedestrian Laneways identified in the Structure Plan.

To site seeks to capitalise on the views and proximity to the Port Melbourne foreshore and the natural and recreational assets on offer there.

In conclusion, the proposal represents an outstanding urban design outcome that complements the policy ambitions within the Activity Centre and therefore warrants approval. It represents a contextually fitting model of development within this emerging precinct within the Bay Street Activity Centre.





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