

Urban Design Assessment

The design competition has produced an excellent design concept for this unique project; to deliver a landmark facility of a high architectural standard that positively contributes to the local and wider community.

The building is proposed to have a high quality contemporary response to the street, clearly distinct from the existing fabric of Fitzroy Street and highlighting its function as an important centre for the LGBTIQ community.

Height and bulk

Generally, the building is of an appropriate scale for the site, well-articulated and responds well to its context.

There are elements which exceed the maximum height control, however the additional height will have minimal visual impact from surrounding streets or views as it is set back from the Fitzroy and Jackson Street interfaces.

The radio mast/spire project above the allowable height, and are understood to serve also as a flag pole while serving an important symbolic function for the building. The northern boundary interface is a sheer wall and an uninspiring interface with adjoining neighbours. Part of this wall will be visible from Fitzroy Street and Jackson Street. It is understood that the historic 'Monroes' neon sign is proposed to be relocated on this interface, creating a connection to the building's past link with the LGBTIQ community. The location of this sign on the north-east elevation, in a location visible from Fitzroy Street will assist in improving the interface, however further work is required to improve the treatment of this wall.

Rooftop

The accessible rooftop deck is a component of the design that enables use and occupation for open space, gardens, activities and services. The amenity impacts to the surrounding residential area, including those immediately adjacent to the proposal on Jackson Street need detailed consideration. The roof top shelter and shade structures sit above the non-discretionary 16.5m height limit and cover more than 10% of the roof area. However, these elements have been considered from the outset of the design process, and are integrated well into the overall architectural concept and function of the building, and are supported.

Portico

The portico comprises an awning extending the full width of the Fitzroy Street frontage with a terrace above. Supporting columns in the manner of a colonnade along Fitzroy Street project above the terrace.

The awning itself is compliant with objectives of the DOO6-2, and provides weather protection to the footpath – however the proposed occupation of the awning as a terrace is not in line with *Port Phillip Planning Policy at Clause 22.06* which encourages terraces and balconies to be located and contained within the sites title boundary. The pride centre EOI included a terrace function in this location as a possibility, subject to planning approval. Community consultation may be an opportunity for Council to gain feedback on this feature.

The rationale presented by the Victorian Pride Centre for the colonnade that is reinforces the building as a landmark, with prominence similar to other local landmarks including the George Hotel and the Prince of Wales Hotel. This is however inconsistent with the existing development context and the objective sought by the DDO to achieve a consistent street wall and awning configuration along Fitzroy Street, and to maintain the prominence of the two hotels. Officers believe an iconic,

high quality, contemporary architectural building can still be achieved without the Fitzroy Street portico.

Street activation

The interfaces with Fitzroy Street and Jackson Street to the side and rear are generally well activated. Architects are encouraged to integrate services such as the substation and fire boosters as much as possible.

In general, officers consider this proposal to be a high quality architectural design which adopts sound architectural and urban design principles, and will contribute to the local Fitzroy streetscape and Melbourne community.