

Attachment 3

Built Form Character Statements and Design Objectives

Background information to inform the Councillor workshop, Wednesday 16 November. Hodyl & Co have been engaged by the City of Port Phillip (CoPP) to prepare the South Melbourne Built Form Review (SM BFR). The purpose of this project is to prepare built form design objectives and requirements for the area generally bound by the existing Design and Development Overlay 8 (DDO8). The SM BFR is a background technical report that will inform the preparation of the South Melbourne Structure Plan. It will be an exemplar document that reflects best practice, is innovative and comprehensive. The built form recommendations are to be written and presented to ensure direct, easy and effective translation into the Port Phillip Planning Scheme.

The project is being undertaken across four stages:

1. Background Analysis
2. Character Statements and Design Objectives
3. Built Form Propositions
4. Final Built Form Recommendations

We greatly look forward to the workshop with Councillors on Wednesday 16 November. The workshop is part of stage 2 and will focus on:

Character Statements

A character statement is a short summary of the elements of a precinct that make it distinctive. It will identify valued existing characteristics and outline the preferred future character by describing the desired appearance of the precinct in the future.

Design Objectives

A design objective describes the good design outcome(s) that new development should achieve to ensure that South Melbourne is a vibrant place. Several design recommendations will be included under each design objective that provide guidance on how to achieve the objective.

The following sections provide a summary of the work undertaken that will be the focus of the workshop. This has been informed by the background documents provide by CoPP, a site visit and workshops with Officers, and our Background Analysis Report.

Precincts and Character Statements

DDO 8 currently comprises 10 precincts. Through our initial review and investigation, we are proposing to consolidate the number of precincts. We have currently identified four distinct character precincts:

1. Clarendon Street Precinct
2. Market Precinct
3. Enterprise Precinct East
4. Enterprise Precinct West

Please refer to figure 1 which indicates the boundaries for each precinct. Draft character statements have been prepared for each precinct. The workshop will provide an opportunity to review and refine the character statements.

The Design Objectives and Character Statements will be further refined and used to test possible built form outcomes (such as heights, setbacks) through further targeted engagement in early 2023.

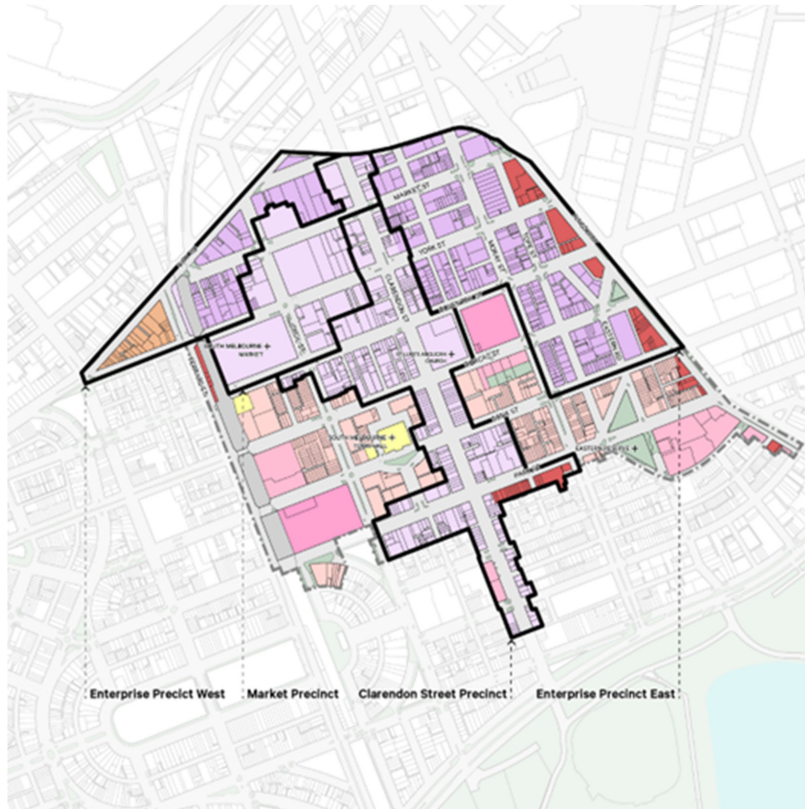


Figure 1. Proposed character precincts

Clarendon Street Precinct

- The Clarendon Street Precinct will continue to be a vibrant shopping strip and mixed-use precinct with significant and highly intact heritage buildings.
- The Victorian era residential shops and larger hotels, banks and commercial buildings along Clarendon Street provide a visually cohesive streetscape within the central section of the precinct.
- The streetscape on the western side of Clarendon Street between Dorcas and Park Street is particularly significant with all properties listed on the Victorian Heritage Register (VHR).
- There is greater diversity elsewhere in the precinct including Edwardian and Interwar buildings, as well as more recent development from the late twentieth and early twenty-first century.
- The limited scale of any future development respects the valued heritage character of the precinct. Existing street wall heights are maintained with setbacks to upper-level street frontages. Properties on the VHR are excluded from future development.
- New development uses materials that sensitively distinguish between contemporary built form and existing heritage buildings.
- New development reinforces the existing ground floor character of the precinct by providing small tenancies with active frontages that support and enhance the public realm and pedestrian experience.

Market Precinct

- The precinct contains a mix of heritage factory and warehouse buildings, many of which have been redeveloped, as well as corner hotels and terrace housing.
- With larger lot sizes and significant building development from the mid-1970s to today, the commercial character of this precinct is substantially different from the fine grain heritage character of the Clarendons Street Precinct.
- Following renewal and reinvigoration, the South Melbourne Market continues to operate as a thriving destination for the local community and a regionally significant attraction. The upgraded market will be a key driver for further development as the precinct evolves into a vibrant mixed-use area.
- A more varied built form character emerges as development responds to the different conditions in this precinct including the South Melbourne Market, isolated heritage buildings, irregular lot sizes and transition to the low-rise heritage character of Clarendon Street.
- New development will improve the existing ground floor character of the precinct, particularly along York Street, by providing small and medium tenancies with active frontages that support and enhance the public realm and pedestrian experience.
- The public realm supports an active pedestrian environment with York Street connecting the market with Clarendon Street in the east and the Fishermans Bend Urban Renewal Area to the west.

Enterprise Precinct East

- Part of South Melbourne's enterprise precinct and a regionally significant industrial area, Enterprise Precinct East continues to support employment activity with a focus on creative industries.

- With wide streets, few heritage buildings, and more recent development from the late twentieth and early twenty-first century, the precinct character will evolve through the development of well-designed contemporary workplaces.
- New development comprises simple and legible building forms. Efficient floor plates and higher street walls enable design outcomes that avoid multiple upper-level setbacks.
- Taller development along Kings Way is integrated into the precinct with frontages and building entries oriented towards the precinct or addressing key east-west streets that provide connections from South Melbourne to the eastern side of Kings Way.
- Maintaining the diversity of lot sizes provides variation in the commercial floor space offer, supporting start-ups, creative industries, and established businesses.
- With short block lengths and a highly permeable street network, the ground floor of new development comprises small to medium sized tenancies with active frontages that support and enhance the public realm and pedestrian experience.

Enterprise Precinct West

- Part of South Melbourne's enterprise precinct, a regionally significant industrial area, and comprising a small pocket of industrially zoned land, Enterprise Precinct West continues to support diverse employment activity.
- The precinct has a more industrial feel and contains a mix of heritage factory and warehouse buildings, and terrace housing, with more recent development from the late twentieth and early twenty-first century.
- A more varied built form character emerges as development responds to the different conditions in this precinct including the remaining heritage buildings, interfaces to City Road, West Gate Freeway and South Melbourne Market, or the triangular blocks and irregular lots.
- New development on non-heritage sites comprises simple and legible building forms. Efficient floor plates and higher street walls enable design outcomes that avoid multiple upper-level setbacks.
- Sensitive redevelopment of heritage buildings in the precinct ensures that buildings retain their three dimensional form and that key architectural elements remain clearly legible.
- New development will improve the existing ground floor character of the precinct, particularly along York Street, by providing small and medium tenancies with active frontages that support and enhance the public realm and pedestrian experience.
- The public realm supports an active pedestrian environment with improved and new connections to the Montague Precinct in Fishermans Bend and to South Melbourne Market.

Residential areas

- No change is proposed to the low-rise residential zoned areas.
- The Victorian Government is responsible for the public housing estates in the South Melbourne study area.

Design Objectives

Four design objectives have been identified to deliver good design outcomes:

1. Ensure development is responsive to the local context and character
2. Contribute to engaging and walkable precincts
3. Provide high-amenity housing and workplaces
4. Integrate climate responsive design

While the design recommendations included under each design objective will be developed and refined as part of stages 3 and 4 of the SM BFR, the following provides an outline of the likely areas the design objectives would cover:

Ensure development is responsive to the local context and character

- Ensure development responds to the valued attributes of South Melbourne and contributes positively to the existing and future character within each precinct.
- Enable precincts that are human scaled with a diversity of building types that are mainly mid-rise with some higher built form in specified areas.
- Ensure development respects the height, scale and proportions of adjoining heritage places and residential areas.
- Ensure development reinforces the fine grain, vertical rhythm and visual interest of streetscapes.
- Encourage reduced visual bulk and maintain sky views on larger sites through the development of individual buildings or through the separation of built form elements at upper levels.
- Carefully locate taller building elements to minimise visual bulk and overshadowing.
- Ensure solar access controls are more targeted to maintain sunlight at certain times of the year to key streets and open spaces.
- Ensure street wall controls are more targeted by responding to the built form character and street hierarchy. Maintain the existing street wall height of heritage places and buildings while enabling taller street wall heights in non-heritage areas.
- Enable simple and legible building forms and efficient floor plates by avoiding multiple setbacks above the street wall.
- For heritage buildings, provide a sensitive distinction between the lower building levels and the new upper building levels through changes in form, details and materials.

Contribute to engaging and walkable precincts

- Provide high-quality frontages to streets and laneways.
- Encourage a mix of small and medium tenancies along key pedestrian streets and laneways in retail and commercial areas.
- Reduce the impact of servicing on the public realm by minimising the number of vehicle crossovers required and removing vehicle crossovers where appropriate.
- Ensure that the location of vehicle entries does not undermine the attractiveness, experience or safety of the public realm.
- Minimise the extent of servicing located on primary street frontages and carefully integrate the design of servicing into the overall design of the ground floor.

- Provide depth and detail to all visible facades, with high quality and visually rich details in lower levels.
- Carefully integrate signage into the design of the ground floor and discourage signage treatments that reduce activation and passive surveillance of the public realm by obstructing windows and doors.
- Provide continuous weather protection along main streets that allows for exposure to winter sun and shelter from summer sun.
- New development should continue to provide splayed corners which are a prominent urban and architectural feature of the South Melbourne study area.

Provide high-amenity housing and workplaces

- Provide internal amenity and equitable development between sites by ensuring adequate building separation.
- Support equitable development by ensuring that primary outlook is secured to the street or within the development site.
- Ensure that internal privacy is well-managed through building separation, landscape interventions and the careful location of windows.
- Avoid reliance on screening to manage privacy issues at the ground floor and at upper levels.
- Provide adequate floor-to-floor heights that support good internal amenity outcomes and are adaptable to changes in future land use over time, including the floor-to-floor heights of car parking.
- Ensure universal design principles to provide equitable and dignified access for all.

Integrate climate responsive design

- Support increased urban greening through green walls and green roofs.
- On larger sites, consider opportunities to provide deep soil zones to support in ground planting and canopy trees in the private realm.
- Provide carefully considered design solutions for buildings in flood affected areas, particularly in the transition from the building to the public realm to ensure that building entries and frontages are accessible and active.
- Encourage on site flood mitigation and Water Sensitive Urban Design (WSUD).
- Incorporate design detail that reduces urban heat.