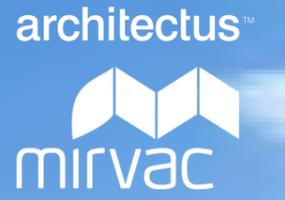


**City of Port Phillip  
Advertised Plan 1 of 69**



Prepared for: Mirvac  
Date: March 29, 2021

DA Architectural Town Planning Report - Revision C

380 St Kilda Road



# City of Port Phillip Advertised Plan 2 of 69

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Project and report	380 St Kilda Road
Date	29/03/2021
Client	Mirvac

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Project Team:

Client



**architectus™**

Planning & Urban Design



Services & ESD Engineer



Civil / Structural



Traffic Engineer



Waste Management



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# City of Port Phillip Vision Advertised Plan 3 of 69



The St Kilda Road Boulevard is an iconic cultural, civic, residential and commercial spine in Melbourne's inner south. It is home to the NGV, the Cultural Centre and is adjacent to the Royal Botanic Gardens.

Immediately opposite the gardens and the Shrine of Remembrance, 380 St Kilda Road owned by Mirvac is a highly recognisable structure on the boulevard and is soon to have further prominence with the opening in 2025 of the new Anzac Station adjacent to the site. With this station, the site will increase its already excellent access to public transport and other services.

The redevelopment of 380 St Kilda Road seeks to reconnect the site with its surroundings, providing additional amenity to the community through reinvented and highly activated retail and hospitality offerings. The edges of the building facing Park Street, Wells Street and St Kilda Road will have far more visual and physical permeability and an open, inviting presence.

As a wave of residential development arrives in the area, 380 St Kilda Road is well placed to service the growing community through a supermarket offer and multiple hospitality outlets.

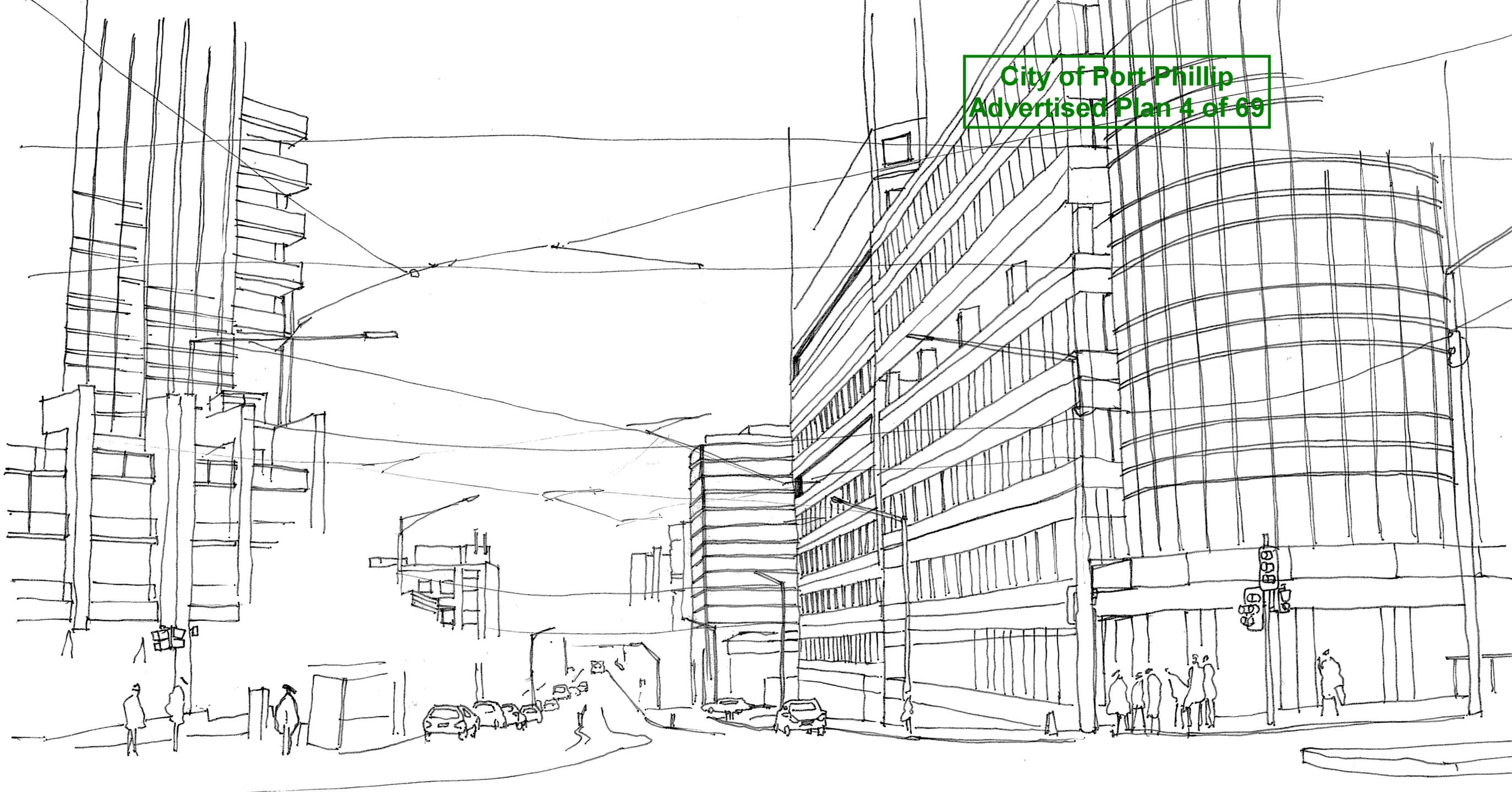
The lush greenness of the Royal Botanic Gardens will be mirrored on the level 8 terrace which features over 1000sqm of currently unutilised space. The redevelopment proposes to transform this space and provide access for use by tenants as a retreat for recreation and urban farming.

The redevelopment respectfully references the Shrine of Remembrance through nuanced materiality, form and patterning.

## Re-Connecting People to ...



City of Port Phillip  
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# 1 Urban Context

The Yalukit Wilum people of the Boon Wurrung are the Traditional Owners of the land that is now known as Port Phillip.

We recognise them as the custodians of the cultural heritage of this land.



Greater Site Description

Urban Context  
**City of Port Phillip**  
 Advertised Plan 5 of 69  
 Site Description

380 St Kilda Road sits at a key junction of one of Melbourne's great boulevards, serviced by tram routes direct to the city with the Royal Botanic Gardens directly across the road.

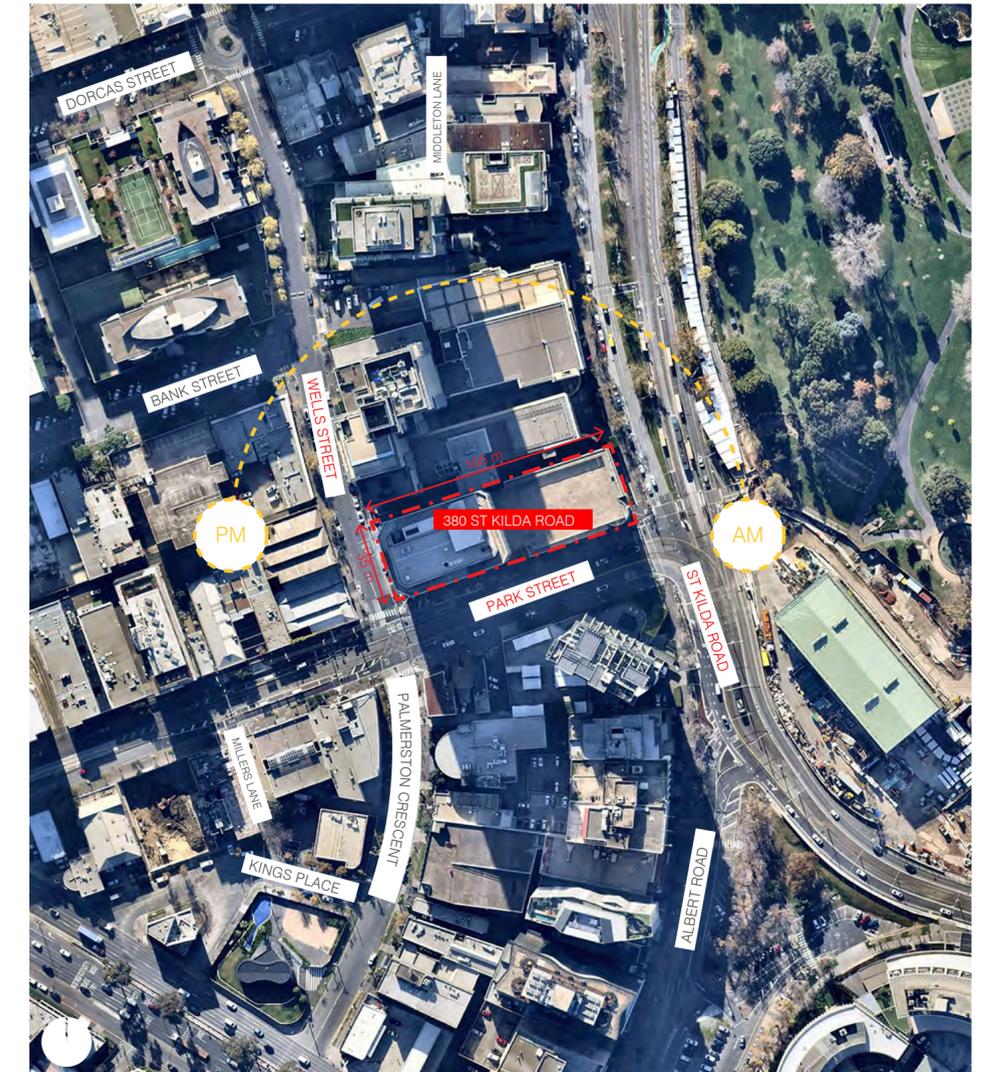
With the Metro Tunnel due to open in 2025, and a new station entry less than 200m away, the site is about to be connected like never before. With the site due for a revitalisation, the opportunity exists to substantially reposition the facility to attract or retain tenants, and introduce new retail and other commercial opportunities.

**Address:** 380 St Kilda Road, Melbourne, Victoria, 3004

**Local Council:** Port Phillip City

**Site area:** 3,651 m<sup>2</sup>

**Zones:** C1Z, DDO26-1a, DDO26-1c, DDO31



Site Location



Transport Links

# City of Port Phillip Advertised Plan 6 of 69

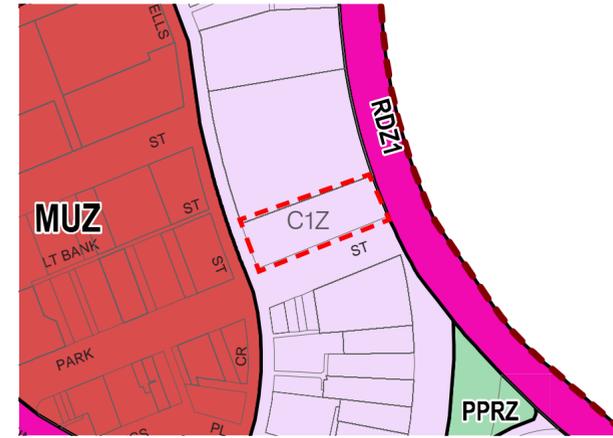
Urban Context  
Site Planning Controls

## The Surroundings

**Nature:** With the Botanic Gardens across the road and leafy St Kilda Road at the front door, the design draws the greenery in to the building. With Wellness a strong driver of asset and Workplace trends, biophilic elements are more and more relevant.

**Shrine of Remembrance:** A significant icon of Melbourne and a feature of eastern view from 380 St Kilda Road, the granodiorite exterior and sandstone interior provide strong reference points for materiality, palette and form.

**Anzac Station:** Anzac Station is going to change the way people access the site and the area. This creates entirely new possibilities for activation in and around the site.



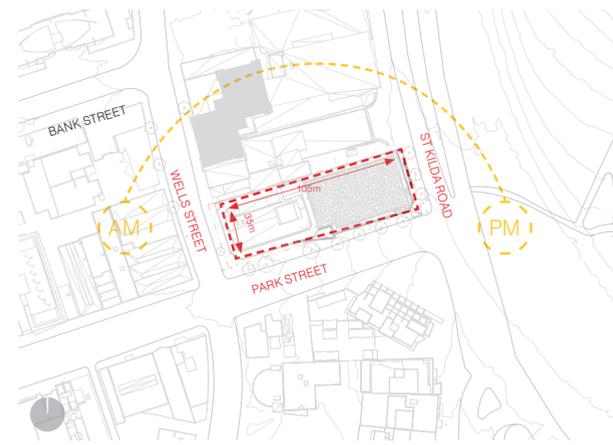
Commercial 1 Zone



Environmental Audit Overlay



Design Development Overlay



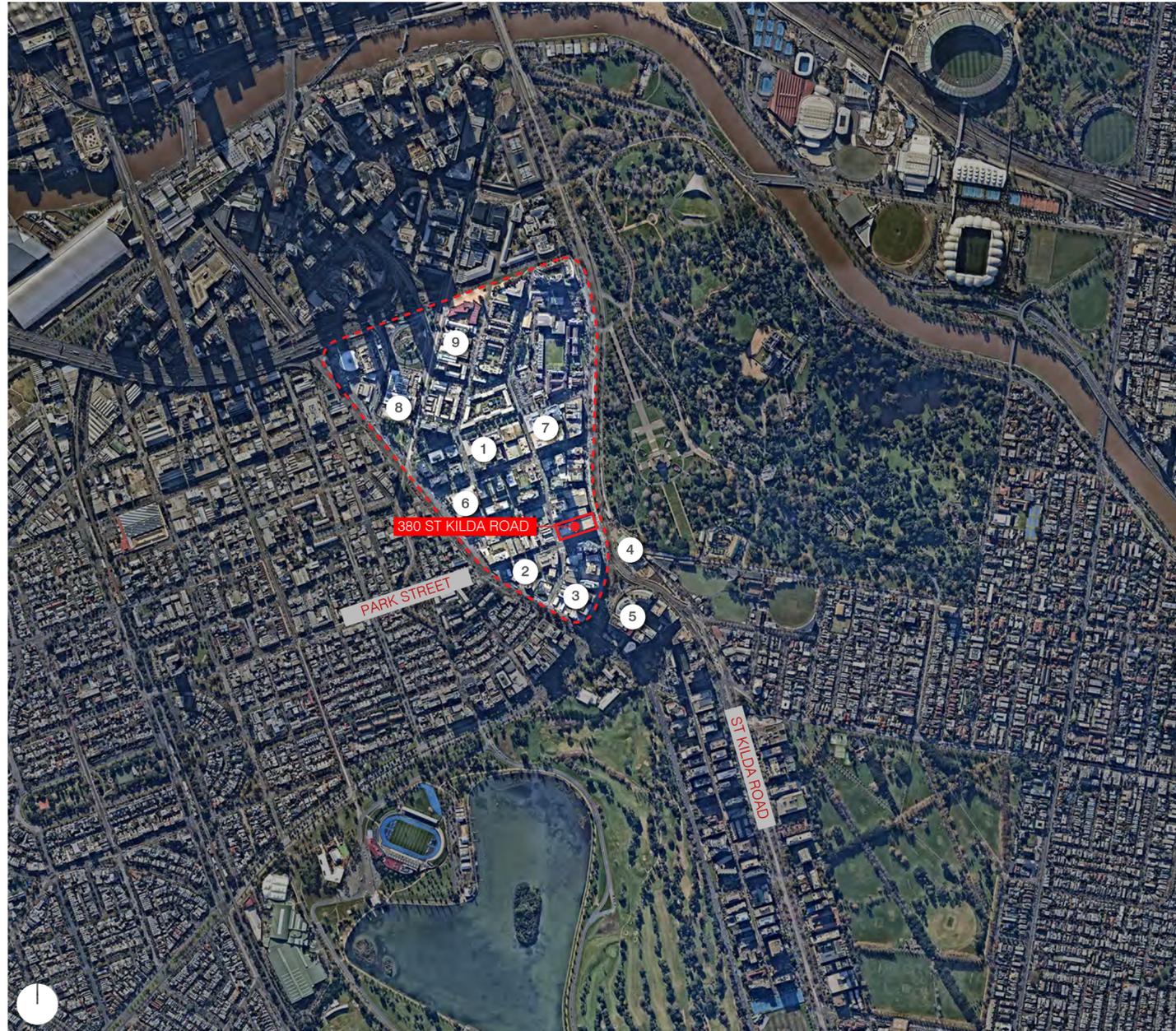
Orientation



View Corridors



Public Space and Trees  
 Trees  
 Public Spaces



Nearby Developments

Urban Context  
**City of Port Phillip**  
 Advertised Plan 7 of 69  
 Nearby Developments

The Surroundings

**The Neighbourhood:** The location is an enviable residential and commercial address and the provision of amenity has an audience beyond the 380 St Kilda Road boundary. The surrounding context of the site is rapidly changing with new residential developments in the pipeline in direct proximity of the site.



1. 58 Dorcas Street Apartments, 24 Levels



2. 13 Cobden Street Apartments, 19 Levels



3. 38 Albert Road Apartments, 28 Levels



4. St Kilda Road Train Station, 3 Levels



5. 35 Albert Road Apartments, 20 Levels



6. 38 Bank Street Apartments, 12 Levels



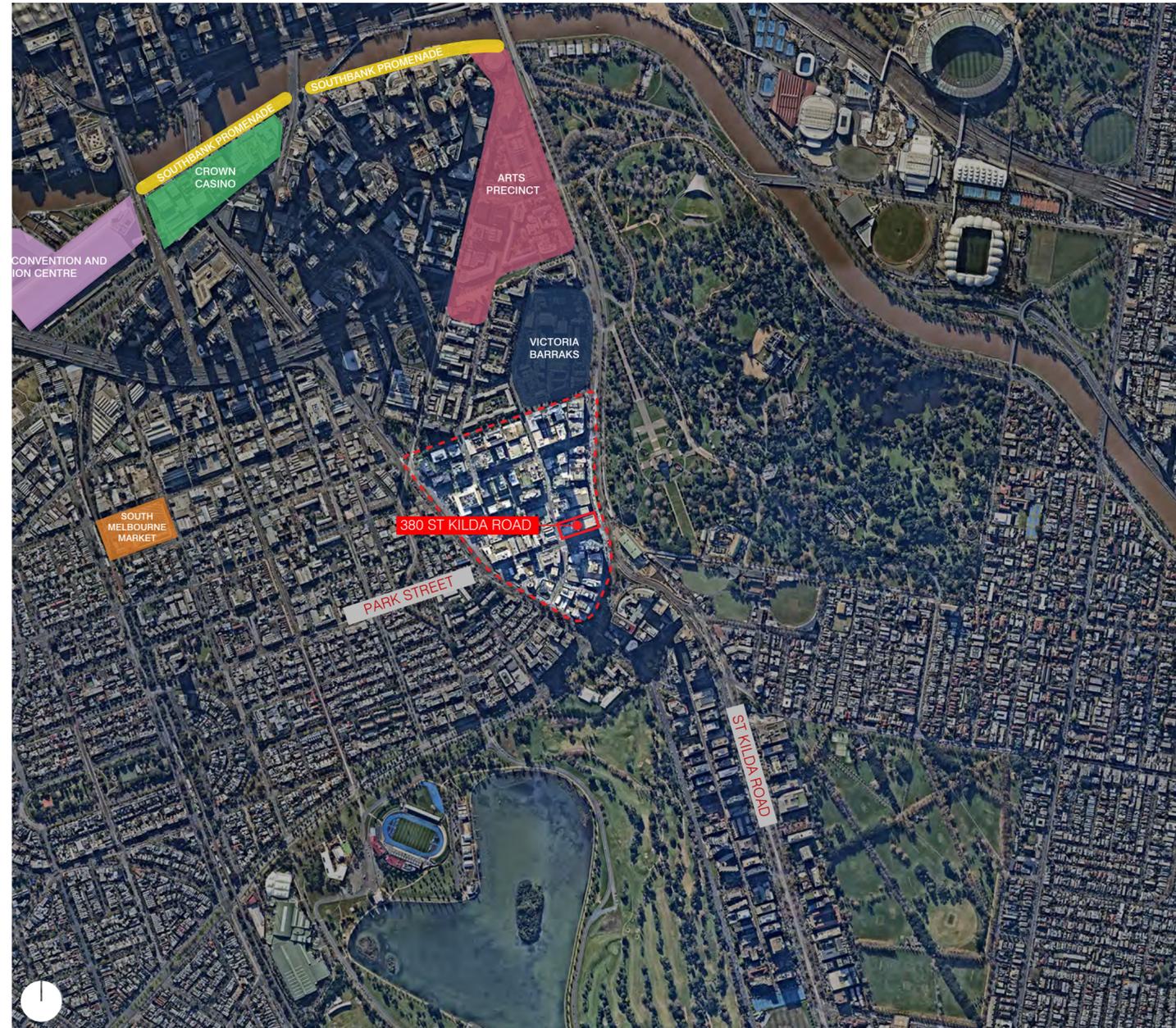
7. 31 Coventry Street Apartments, 21 Levels



8. 268 Sturt Street Mixed Use, 17 Levels



9. 135 Sturt Street Mixed Use, 18 Levels



Surrounding Precincts

Analysis

Surrounding Precincts

City of Port Phillip  
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The site is enviably located immediately adjacent to Domain Interchange, providing strong connections to the CBD and surrounding suburbs. In 2025, the Metro Tunnel will be complete, bringing a new train station - Anzac Station - to the Domain Interchange.

The area is rapidly developing into a mixed commercial residential zone, with many new residential developments recently completed, in construction or proposed for the immediate vicinity.

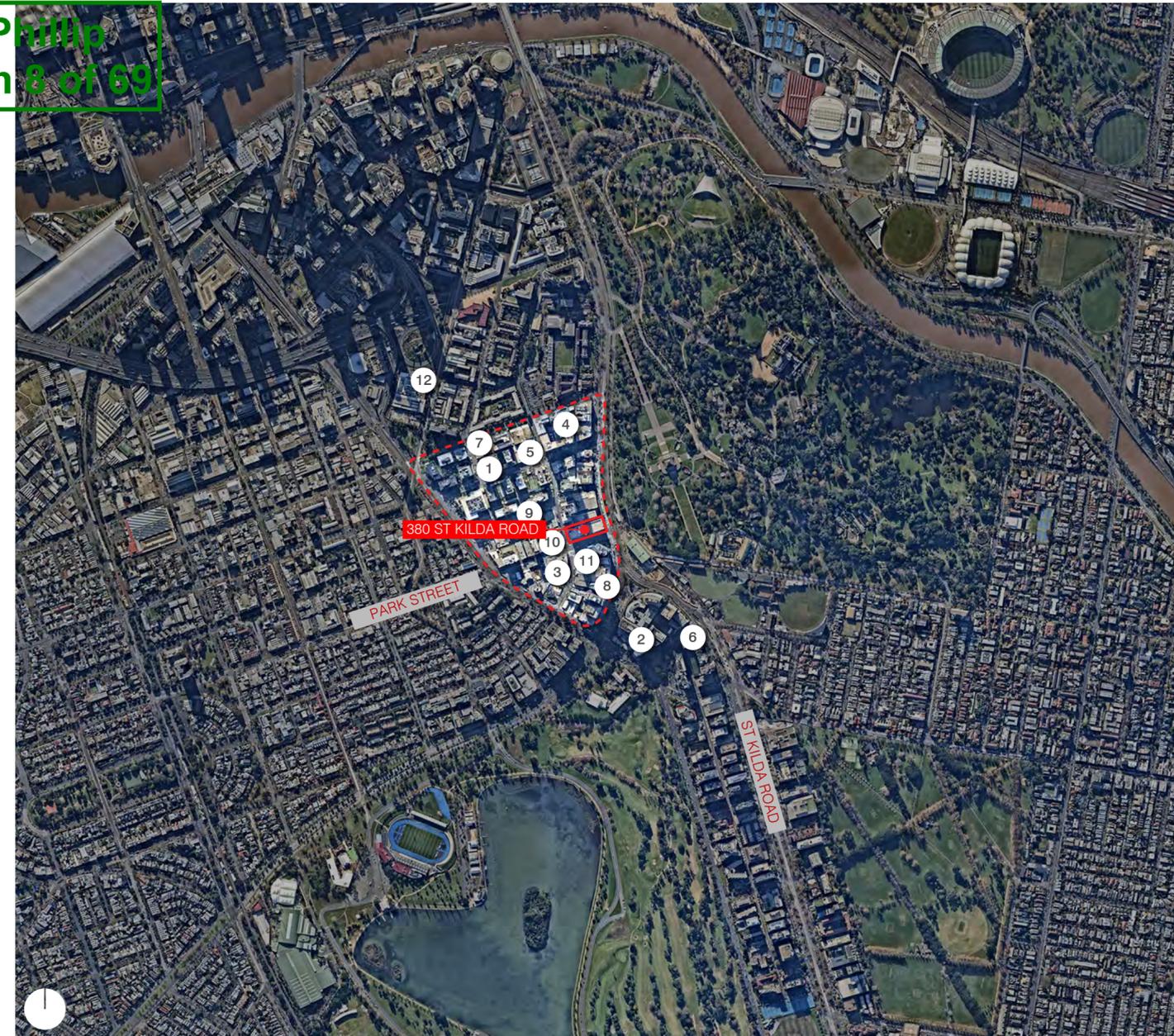
The St Kilda Road office precinct is an established secondary office market, albeit equivalent to 14% of the Melbourne CBD. The precinct, as defined by the Property Council of Australia (PCA) extends from Coventry Street in the north to Queens Way in the South, and includes offices between Queens and St Kilda Roads.

As the area has become more attractive as a premium residential location, in recent years office floorspace has been withdrawn from this market for residential conversion. Other uses surrounding the subject site include:

- High rise residential towers
- Hotel and serviced apartments including The Four Seasons and Quest
- Victoria Barracks
- To the north is Melbourne's established Arts Precinct including the National Gallery of Victoria, Southbank Theatre and Arts Centre Melbourne.
- From a retail perspective, this is dispersed across the ground level of commercial and residential towers.
- Directly opposite is Royal Botanic Gardens which extends across 36 hectares.

From the subject site, the heart of the retail core in the CBD is within a 15 minute direct tram ride.

Text and Diagram from '380 St Kilda Road: Retail Potential', prepared by Urbis.



Residential Developments

Analysis

Residential Development

The residential market is important in this area, with a significant volume of apartments in the pipeline for the catchment.

Currently 380 St Kilda Road has access to 9,050 residents in its catchment, which is forecast to grow to 13,065 by 2024 (Source: ABS; Cordell Connect; Urbis).

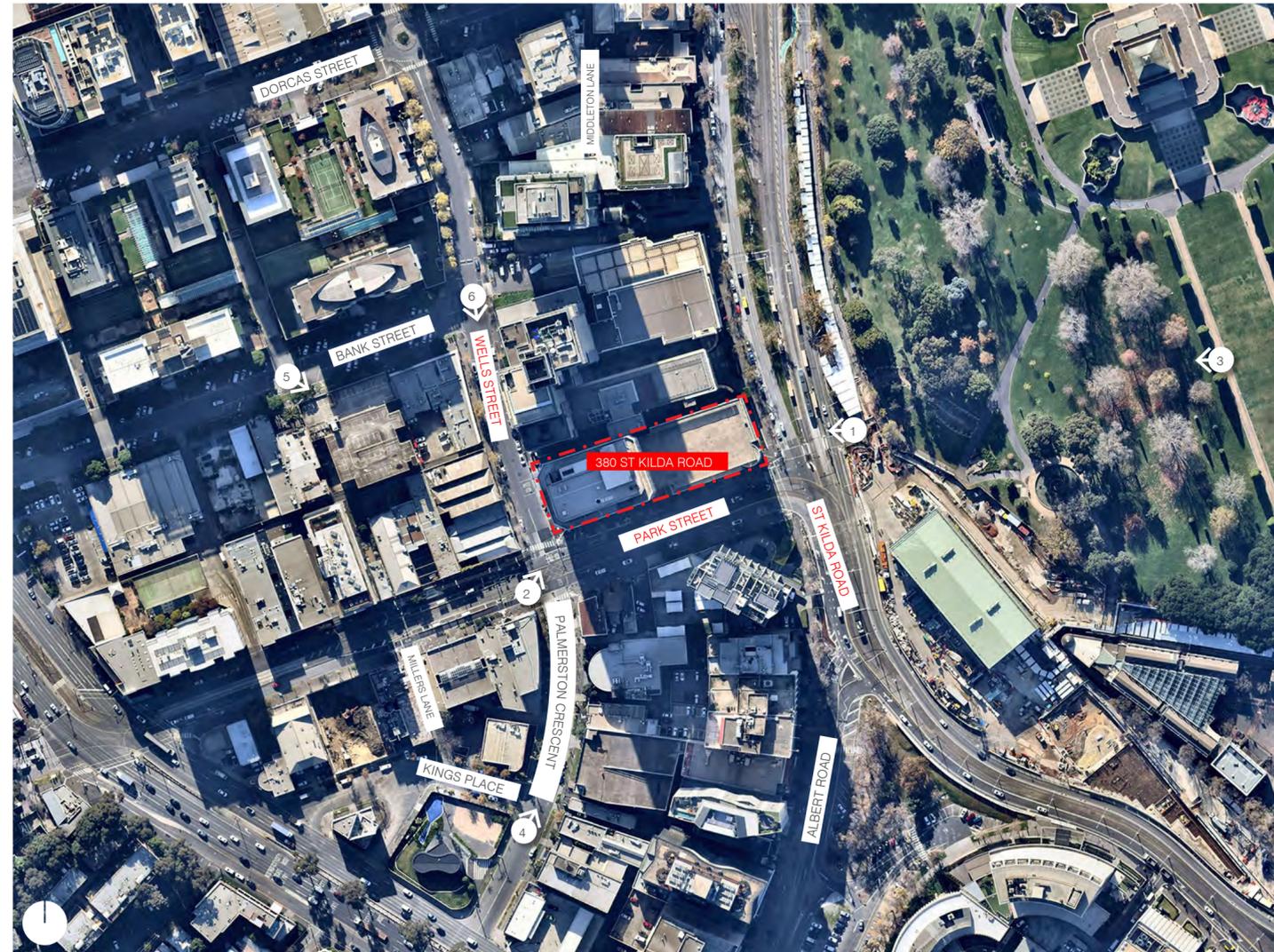
Map No	Residential Development
1	Kings Domain 68-70 Dorcas St, Southbank
2	Albert Place Residences 7-8 Bowen Crescent, Melbourne
3	Linden House 31-33 Park Street, South Melbourne
4	Botanic Apartments 25-27 Coventry Street, Southbank
5	The Evermore 49-61 Coventry Street (and 26-66 Dorcas Street), Southbank
6	The Mayfair 412 St Kilda Road, Melbourne
7	Coventry Street Mixed Use 83-89 Coventry Street, Southbank
8	Albert Road Mixed Use 28-32 Albert Rd, South Melbourne
9	Bank Street Mixed Use 41-49 Bank Street, South Melbourne
10	Wells Street Mixed Use 200-204 Wells Street, South Melbourne
11	Palmerston Crescent Mixed Use 9-11 Palmerston Crescent, South Melbourne
12	Stuart Street Apartment Building 175-187 Sturt Street, Southbank

Text and Diagram from '380 St Kilda Road: Retail Potential', prepared by Urbis.

Analysis

Site Details

Urban Context  
**City of Port Phillip**  
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 Site Images



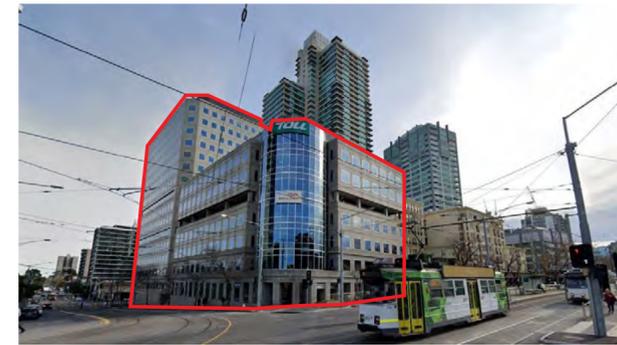
Site Images - Urban Context

The subject site is a commercial development located at 380 St Kilda Road in Melbourne, which currently provides approximately 23,664 m<sup>2</sup> of office floor space over 15 levels.

The site has frontage to St Kilda Road, Park Street and Wells Street. Pedestrian access to the development is available via St Kilda Road and Park Street. Vehicular access to the car parking and loading areas is provided via separate crossovers to Wells Street (at the rear of the development). Both vehicular access points are secured via roller doors.

The on-site car park is for use by staff only, with public access restricted. The private car park provides an access control system, incorporating a swipe card reader and boom gates for entering and exiting drivers. This off-street car park is severely underutilised and therefore it is proposed to convert some of the unused car parking areas into commercial and retail floor space.

From '380 St Kilda Road: Parking assessment summary', prepared by Cardno.



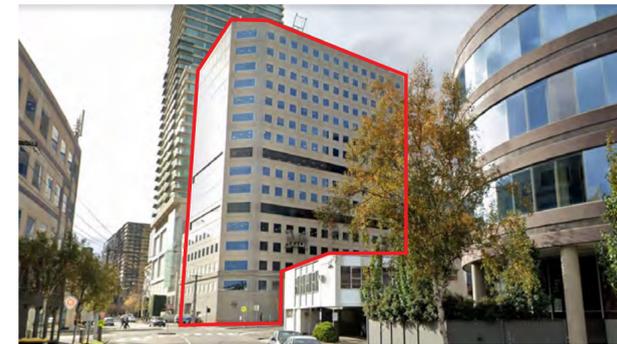
1. View of site from corner of Park Street and St Kilda Road



2. View of site from Park Street looking East



3. View of site from the Royal Botanic Gardens



4. View of site from Palmerston Cres



5. View of site from Bank Street

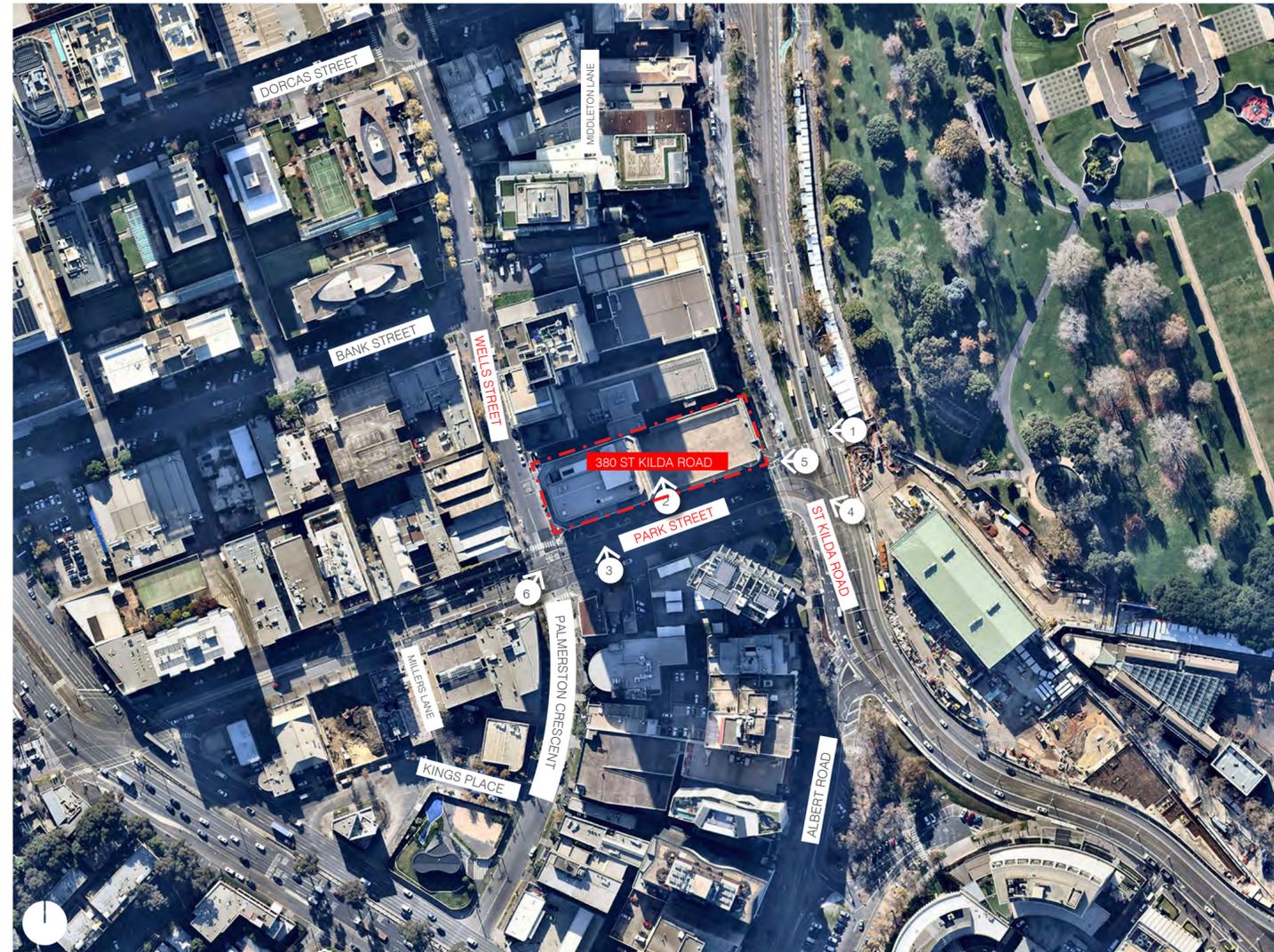


6. View of site from Wells Street looking South

Analysis

Site Details

Urban Context  
**City of Port Phillip**  
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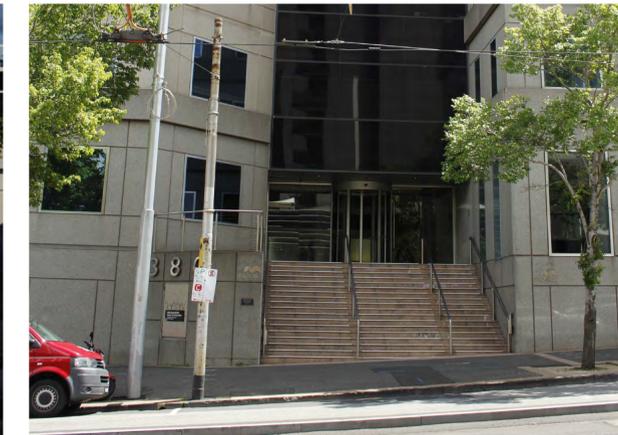
Site Images

At street level the building currently presents some challenges:

- Poor connection to the street from all sides;
- Park Street and St Kilda Road entrance set back from the street and appears dark and unwelcoming;
- False columns at the corner entrance restrict pedestrian traffic flow;
- Multiple paths of entry, with no 'main' entry journey, is confusing and reduces activation
- Windows along Park Street are not activated;
- Corner of Wells and Park street is an over-scaled blank wall with no activation;
- Corner of St Kilda Road is under scaled and does not address the corner in a prominent way.



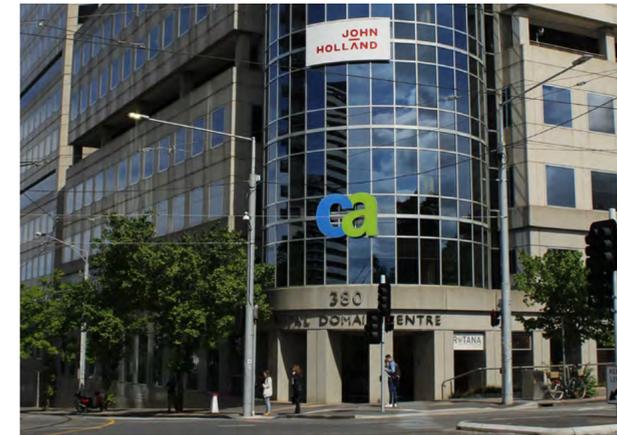
1. View of Corner Entrance from St Kilda Road



2. Central Entrance from Park Street



3. Corner View from Park Street



4. View of Corner Entrance from St Kilda Road/ Park Street



5. Pedestrian Entrance at St Kilda Road

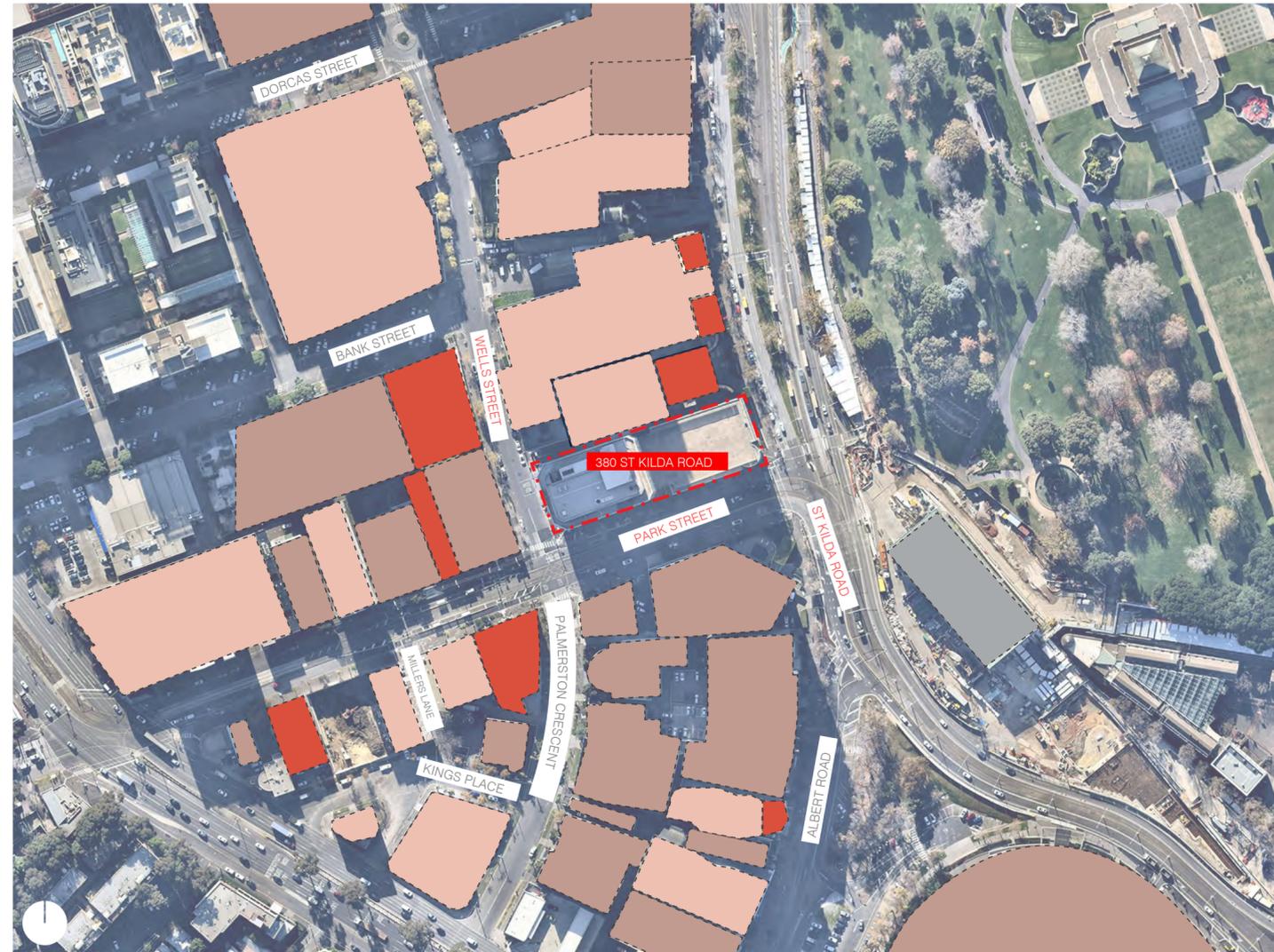


6. View from Wells Street/ Park Street Intersection

Analysis

Urban Context  
**City of Port Phillip**  
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Neighbourhood Character



Neighbourhood Character

The urban character of the site's surroundings is made up of a hierarchy of different scales in its street network and character.

Lifestyle opportunities and amenities abound in the locality. Pedestrian links, cycle paths and nearby train and tram transport allow for easy access to the leisure areas of parks and green space scattered throughout the suburb.

The area is rapidly developing into a mixed commercial residential zone, with many new residential developments recently completed, in construction or proposed for the immediate vicinity.

The site has been identified as the potential location of a supermarket of 900sqm. This would service the rapidly increasing residential population as well as the existing commercial population.

Previous retail on the ground floor of the building included a travel agency, a news agency and a bank branch, all of which have now vacated leaving empty retail spaces difficult to release due to lack of activation and visibility due to existing design constraints.

The unoccupied space has been requested by tenants for use as a yoga studio and other wellness activities, indicating a demand for such spaces.

Typologies

- Retail
- Commercial
- Residential
- Services



Kettle Black



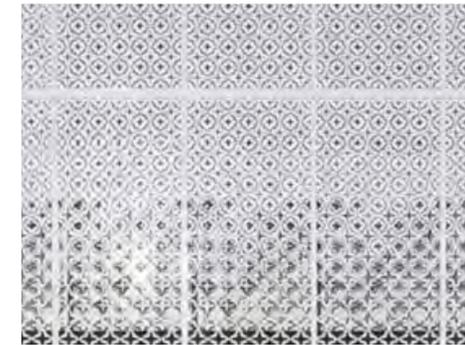
Kettle Black



Shrine of Remembrance



Australian Center for Contemporary Art



Cecil Street Facade



The Crux & Co



Royal Botanical Gardens

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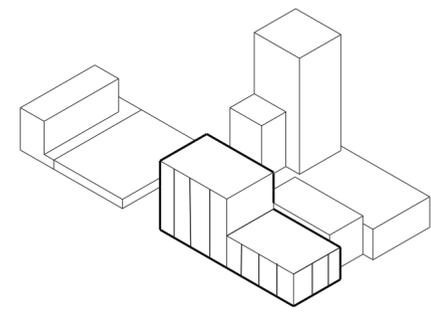


2 Design Response

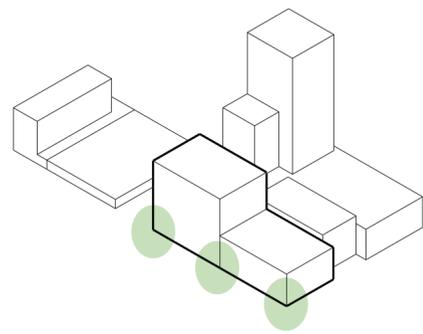
Design Response  
**City of Port Phillip**  
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Diagram

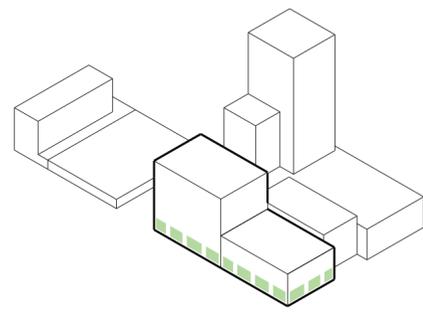
1. Datums, Rhythm & Modularity



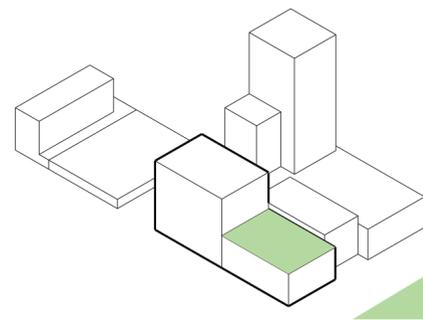
2. Vibrant Street Level



3. Meaningful Interventions



4. Green Connections



In conceiving the design of 380 St Kilda Road the main goal of the team was to revitalize the site by reinvigorating its connections to its physical and activity context.

Four distinct design principles were formulated as part of an in-depth study of context, planning and research, these considerations embody the architectural approach. These four key concepts run through our concept both externally and internally and tie our design to the surrounding context,

The four design principles:

- 1. Datums, Rhythm & Modularity
- 2. Vibrant Street Level
- 3. Meaningful Interventions
- 4. Green Connections

South Melbourne



Precedent

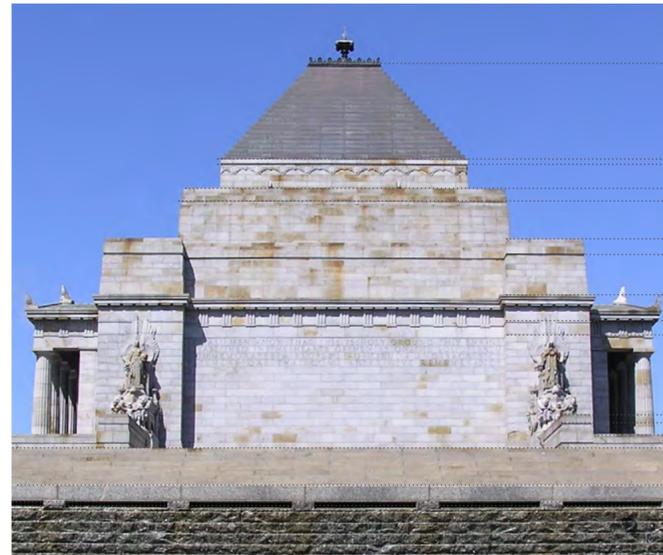
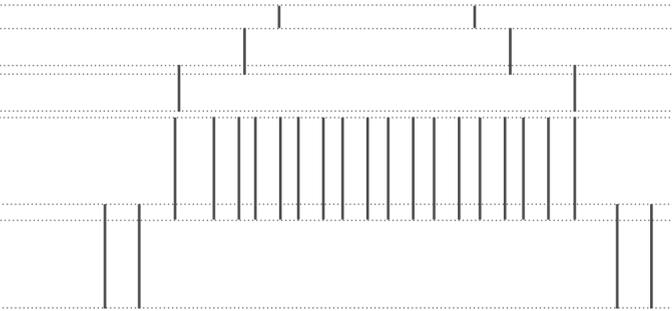


The new bronze burner for the Eternal Flame.

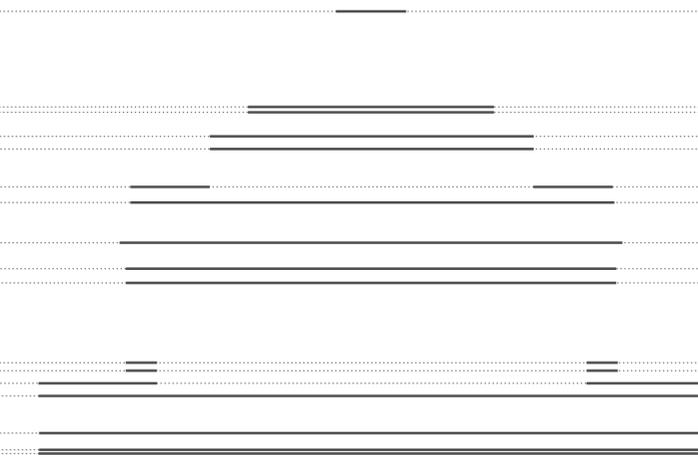


Shrine of Remembrance - Verticality

Verticality forming pattern and rhythm



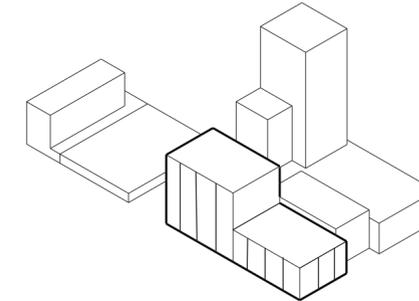
Datums forming continuity and connection



Close up of the Swan Street / Burnley Street Corner

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1. Datums, Rhythm & Modularity



The Shrine strongly informed our design strategy and material palette. The analysis of its form reveals a strong rhythm of vertical and horizontal moments, these moments have been interpreted and incorporated into the design language through the scheme.

The existing material finishes at 380 St Kilda Road, while dated, do provide a strong starting point and base to build upon. To complement the existing, the finishes base palette draws inspiration from the nearby Shrine of Remembrance. The introduction of warm and natural tones and hues into the facade and interior fit out compliments the existing finishes and begins to reconnect with the surrounding streets and gardens.

Finishes base palette:

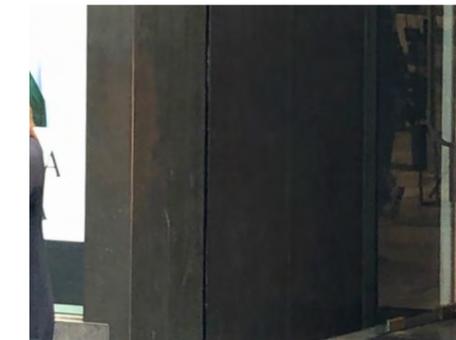
1. The existing polished precast concrete panels.



2. The Shrine external coloured facade cladding.

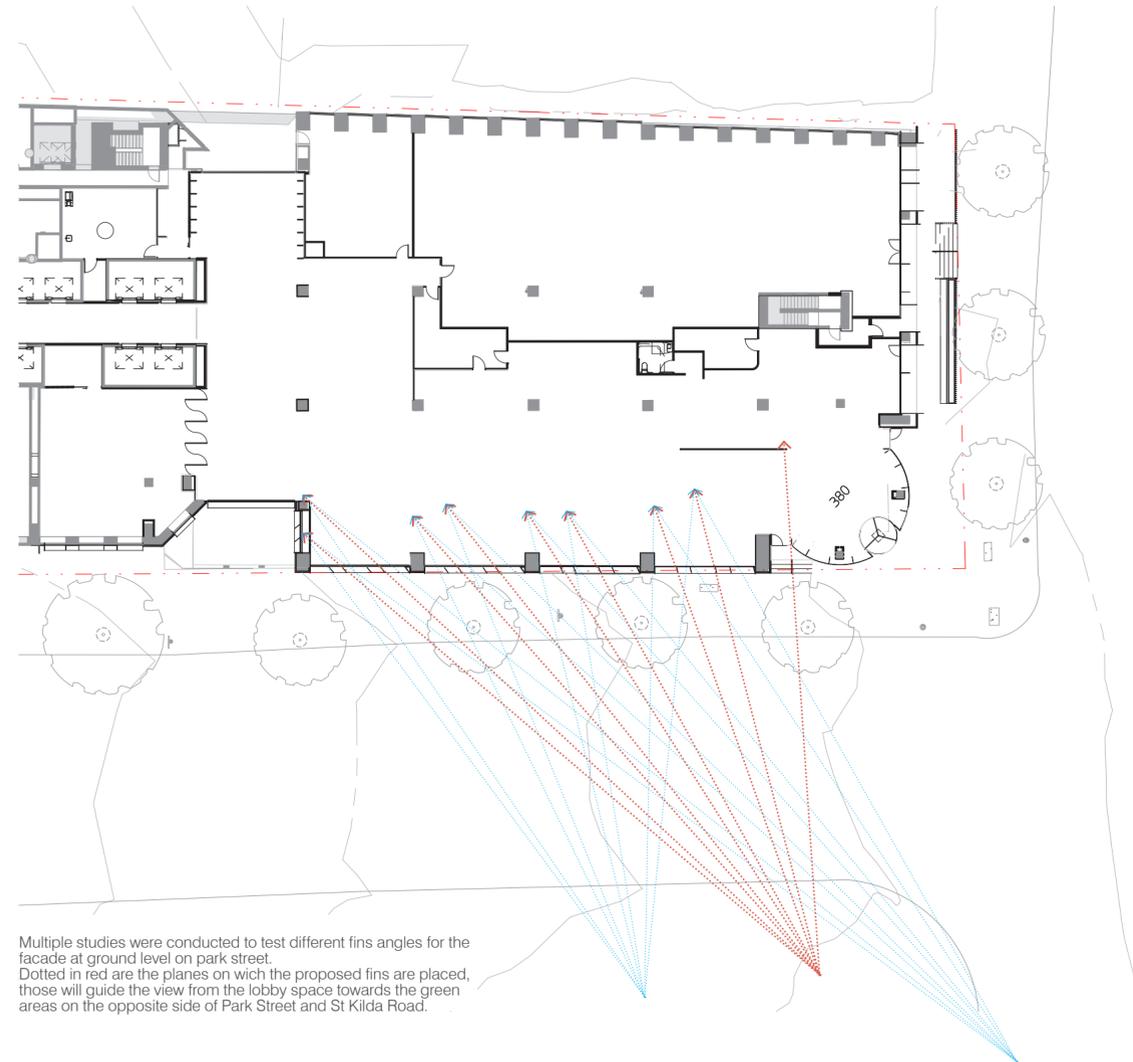


3. The Shrine metal medium/dark brown aged bronze finish.



Design Response

1. Datums, Rhythm & Modularity



Multiple studies were conducted to test different fins angles for the facade at ground level on park street. Dotted in red are the planes on which the proposed fins are placed, those will guide the view from the lobby space towards the green areas on the opposite side of Park Street and St Kilda Road.

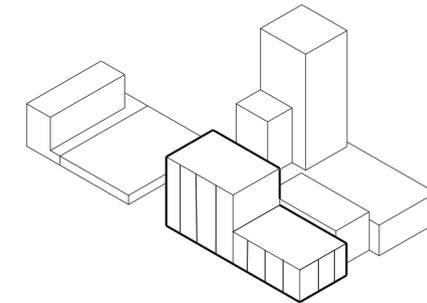
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Design Response

1. Datums, Rhythm & Modularity

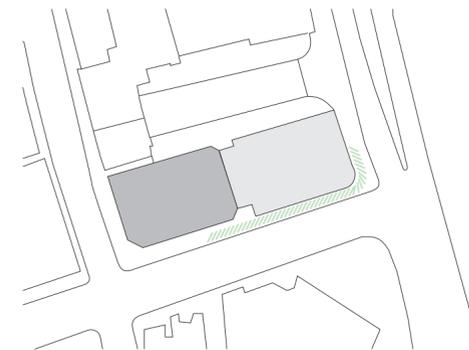


Above and below Analysis sketches of the existing facade on Park Street developed during the concept phase to analyze the existing facade modules



The facade design is based on the reading of the existing vertical and horizontal modules. By integrating the existing alignment an intentional grid is defined, which ensures the proposed works (highlighted in yellow opposite) integrate with the existing facade (highlighted in green - proposed to remain unchanged).

On Park Street, cladding of the existing structural columns is accompanied by a series of vertical fins in front of new, larger areas of glazing. The fins orientation help to direct the view from the refurbished interior space towards the green areas on the opposite side of Park Street and St Kilda Road.



Photograph of existing conditions along Park Street

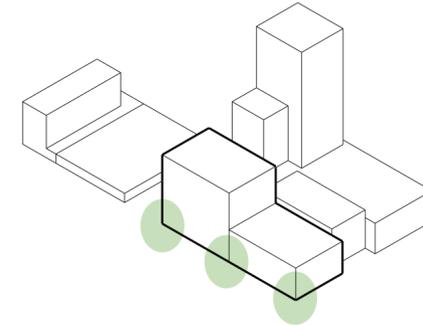


Proposed new conditions along Park Street



Study sketches developed during the concept phase.  
 - On the Left: Corner of Wells Str and Park St  
 - On the Right: Corner of St Kilda Rd and Park St

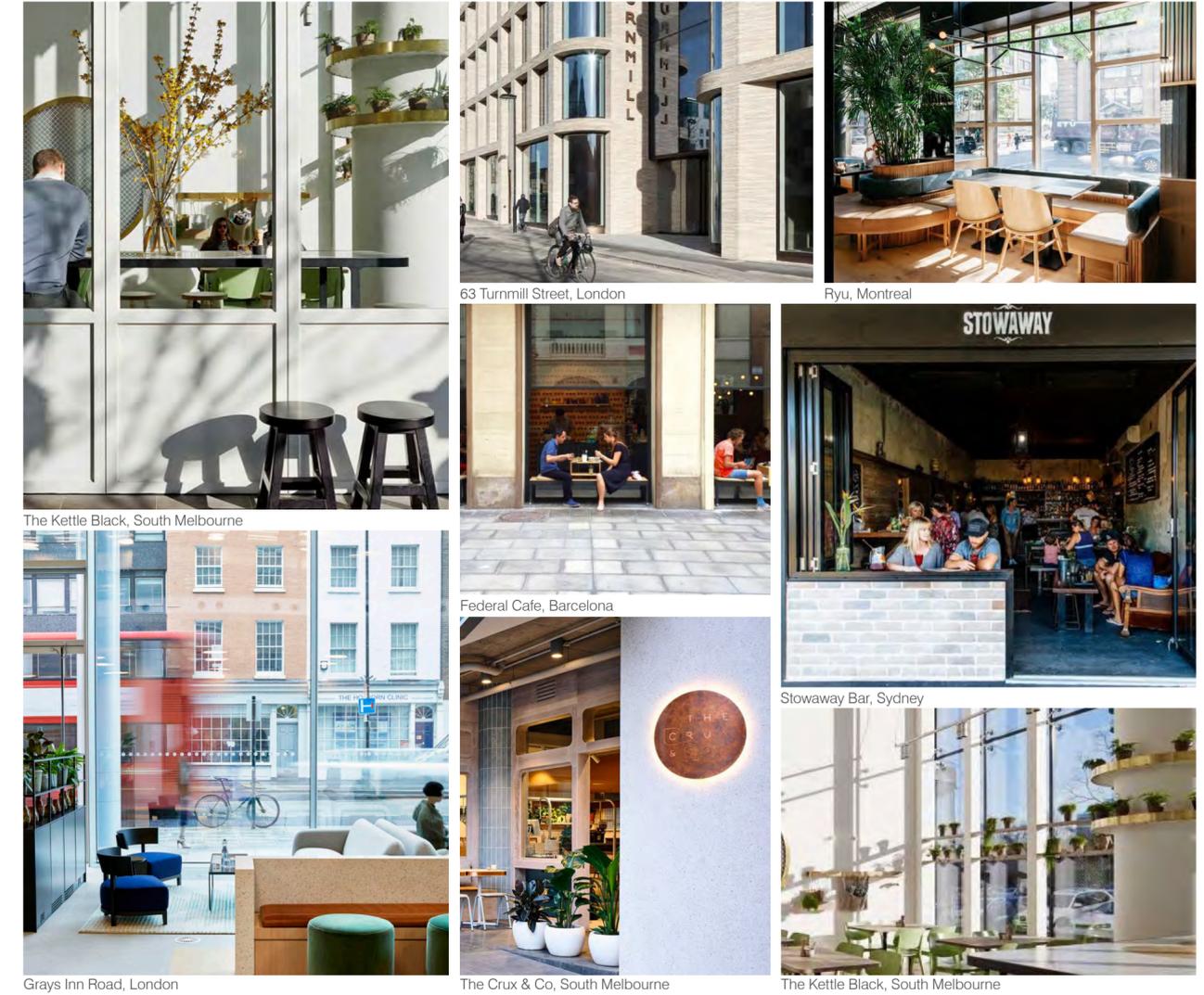
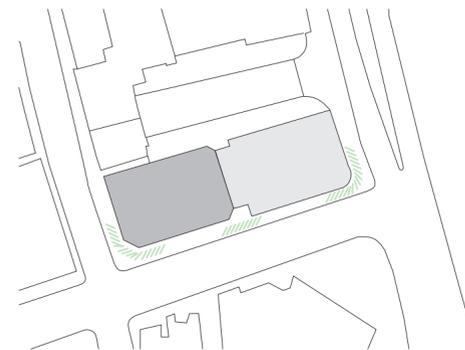
# City of Port Phillip Advertised Plan 16 of 69



The analysis of the existing condition highlighted a lack of activation at the street interface.

The design aims to improve the existing condition focusing on three main external interventions:

- the new Wells Street corner cafe to encourage pedestrians to stop and pause.
- the Park Street retail entrance to bring pedestrian engagement to the streetscape at street level.
- the new glazed feature main building entry at corner of St Kilda Road and Park Street, as well as new glazing along Park Street providing views through the building into the busy office lobby beyond.



63 Turnmill Street, London

Ryu, Montreal

The Kettle Black, South Melbourne

Federal Cafe, Barcelona

Stowaway Bar, Sydney

Grays Inn Road, London

The Crux & Co, South Melbourne

The Kettle Black, South Melbourne

Design Response



Turnmill / Piercy&Company, London



Hästen 21, Stockholm



Wonderwoods Towers, Utrecht

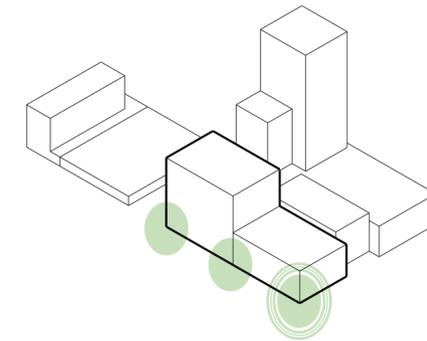


Above: Study sketch developed during the concept phase  
On the left: Main building entry reference images

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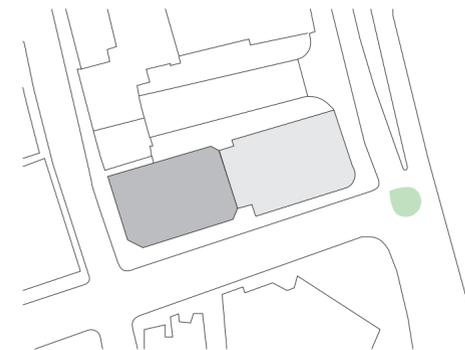
Design Response

2. Vibrant Street Level:  
- St Kilda Road Entry



The Corner of St Kilda Road and Park Street is under scaled and does not address the street properly. The entrance is set back from the street and appears dark and unwelcoming, the false columns at the corner entrance restrict pedestrian traffic flow.

Creating a double height entry point from St Kilda Road, and partially retaining the existing undercroft, the revised entry lobby is activated with food & beverage and retail offers as well as a strong connection to the commercial ground floor lobby.



Existing Facade

Corner St Kilda Road and Park Street

The existing view from the intersections and streetscapes surrounding the building do not show an activated facade, and give no indication of anything happening at street level.

The entrance at the corner of 380 St Kilda Road and Park street is not emphasised as the primary entrance. False columns reduce pedestrian movement and create a 'tight' aperture for entry.



Proposed Facade

Corner St Kilda Road and Park Street

A double height glazed lobby space at the corner of St Kilda Road and Park Street brings light into the ground floor entrance and offers views into the activated spaces within.

Renovations of the facade on ground level and lower basement levels give views into the break out spaces, retail zone and hospitality uses, creating a vibrant streetscape.



Artist's Impression

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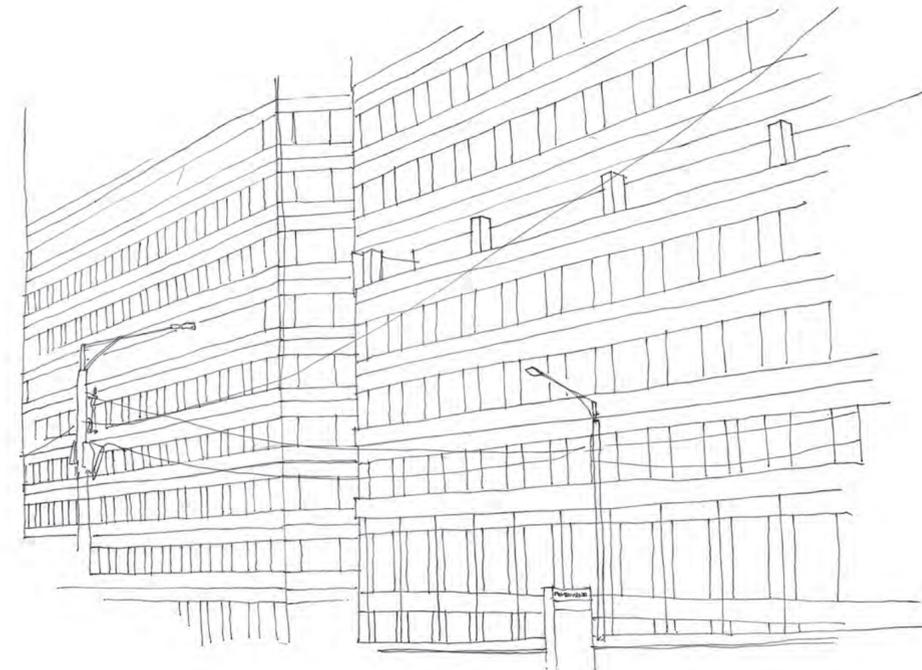
New Islands Brygge School, København DK



23 Savile Row, London

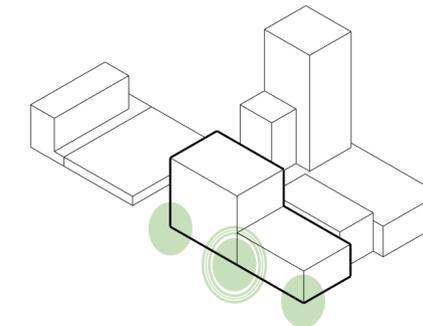


Eco Market, New York



Above: Study sketch of existing facade developed during the concept phase

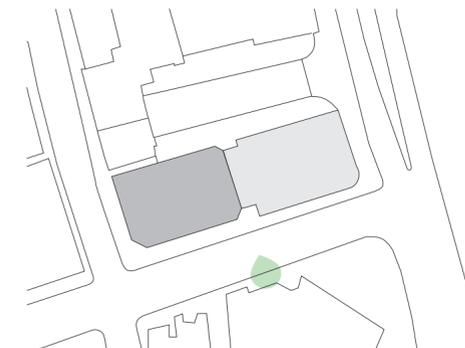
On the Left: New Park Street building entry reference images



A 900 m<sup>2</sup> supermarket has been accommodated on basement level 1, with direct access from Park Street. Opening up this level gives an access point at street level along Park Street, further activating the ground plane, bringing foot traffic and light in via the new glazed entry.

Glazed panels through to basement level below and glazed entry into the end of trip facilities (EOT) will mean this entrance is for both staff and customers at footpath level, diversifying the basement level usages.

Introducing a dedicated EOT entry at footpath level on Park Street will also divert bike users away from the current entry via the car park, and create a safer journey to the new facilities.



Existing Condition

Park Street Facade

Entrance appears dark and not inviting. The entrance is elevated from the ground plane and not interactive with the streetscape, and is only accessible for workers of the building.



Proposed Facade

Park Street Facade

Both public and private glazed entrances will encourage pedestrian movement and activation along the Park Street facade and draw foot traffic further along Park Street to the new corner cafe on Wells Street.



Artist's Impression

Design Response



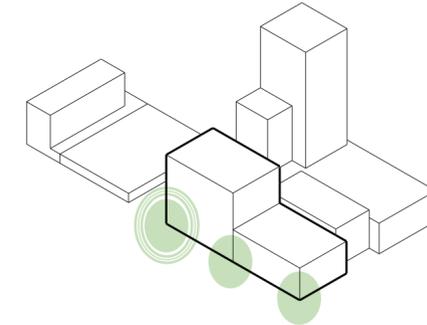
Above: Study sketch developed during the concept phase  
On the left: Well Street Cafe reference images



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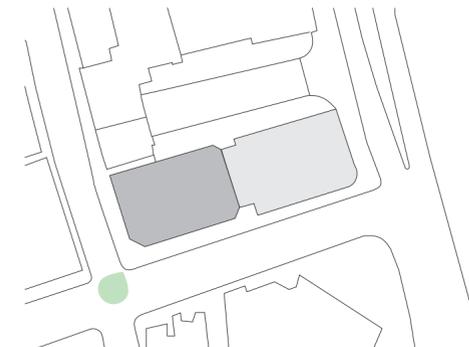
Design Response

2. Urban Site Level:  
- Wells Street Cafe



The opportunity to activate the rear of building at the corner of Wells and Park Streets has been considered, by opening up the facade allowing pedestrian interaction to this otherwise underutilised corner.

This location is prime for tram-stop foot traffic as well as local residents on their way to and from the new Anzac Station. The 'hole in the wall' style cafe will require some slab demolition, however brings value to this corner of 380 St Kilda Road.



Existing Facade

Wells Street Facade

Expansive and oversized concrete panels close off the Wells Street corner and provide no amenity or interaction with the streetscape.



Proposed Facade

Wells Street Facade

New cafe activates a previously blank corner of the building and draws locals and building users to the new offering. An expansive bi-fold door fronts the corner of the two streets and invites pedestrians into the space.

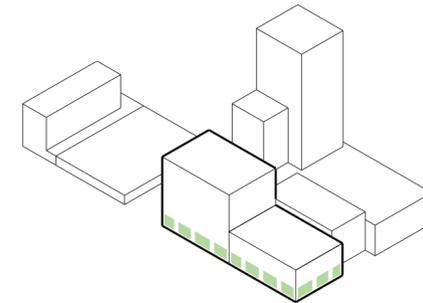


Artist's Impression

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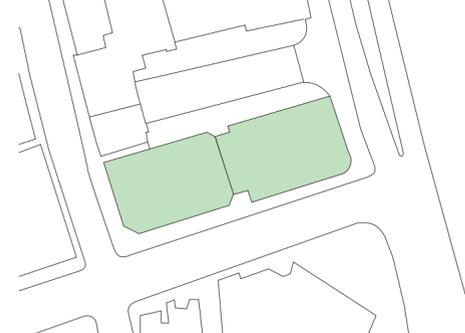
Artist's impression of the proposed St Kilda Entry Level refurbishment



The retail component of 380 St Kilda Road is a critical component of its successful reactivation. The mix of retail will:

- Be a controlled mix to provide useful amenity to the neighbourhood;
- Attract commercial and residential customers;
- Be spatially advantageous to the area;
- Contribute to positive activation of public spaces.

The creation of new pathways through and around the building will activate spaces and improve the performance of smaller retail offerings.



Elephant Grounds, Hong Kong



Thompson Hotel, Washington



The Meat Hook, NY



Fumi Coffee, Shanghai



2 Southbank, Melbourne



Brooklyn, NY



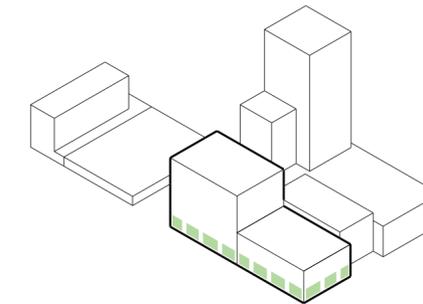
Hasten 21, Stockholm

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- 2. Meaningful Interventions
- The Lobby Experience



Artist's impression of the proposed St Kilda Entry Level refurbishment



A refurbished ground floor lobby with generous proportions is created to host new retail tenancies and useful amenity throughout for both staff and visitors of the building. The new facade at ground level helps activate the street scape from externally on the building as well as from within out to the street and gardens beyond.

The design approach affords increased options and opportunities for meeting, eating, drinking, working, reading and collaborating.

Activation is front of mind with multiple offers available to cater for individuals, one-on-one, small or large groups and communal gatherings.



Grays Inn Road, London



161 Collins Street, Melbourne



Ryu, Montreal



2 Southbank, Melbourne

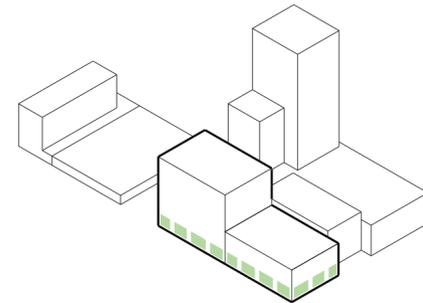


Artist's impression of the proposed new End of Trip facilities



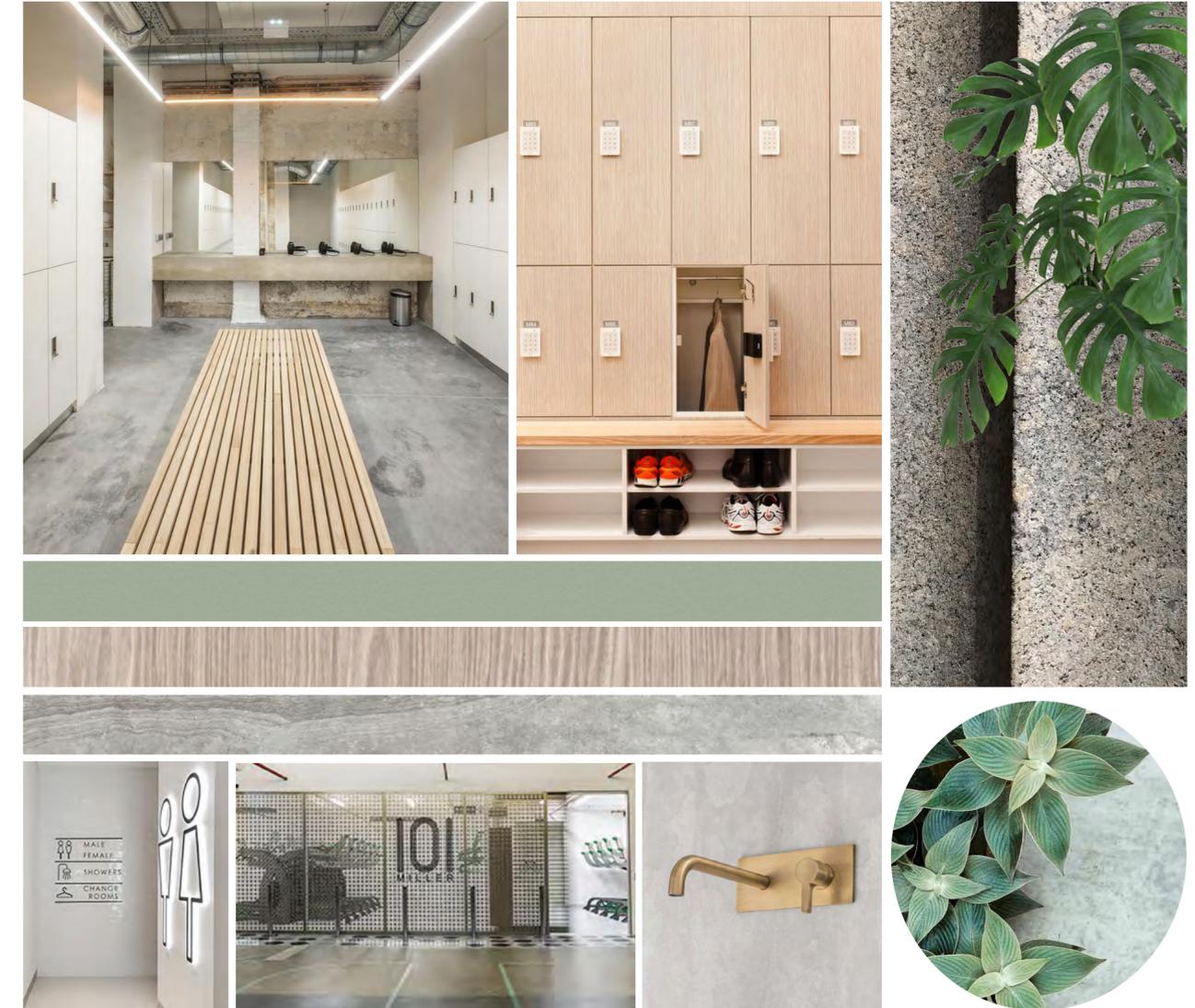
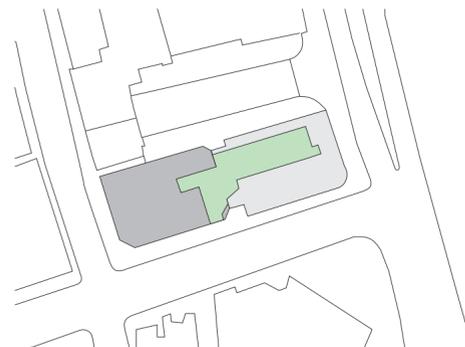
Design Response  
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2. Meeting Interventions  
 - The End of Trip

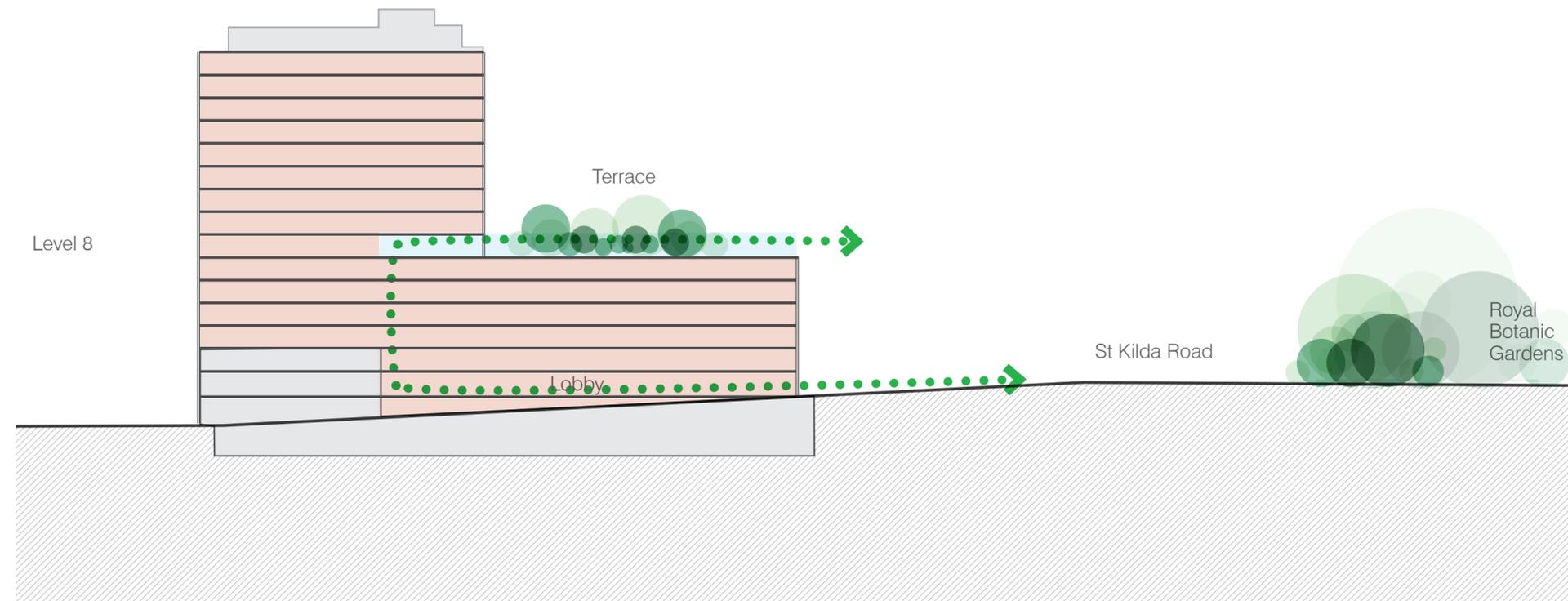


New end of trip facilities will be accessed directly from Park Street, and provide a planted entrance that reflects the nearby Botanic Gardens.

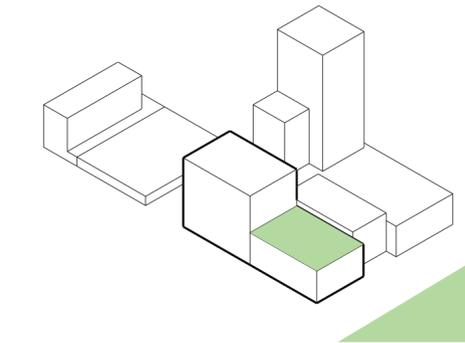
The facilities will offer an extensive 198 bike store and male and female facilities, as well 198 lockers and changing areas. The design reflects the new materials pallet adopted throughout and ties with the surrounding landscape and context by featuring timber, bronze, concrete and planting. The new EOT facilities has direct street access off of Park Street, negating the need for staff to share access with moving vehicles as in the current arrangement.



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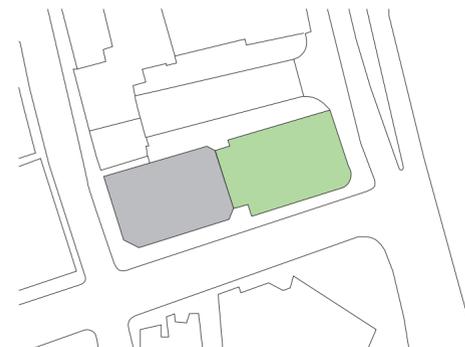


Royal Botanic Gardens, Melbourne



Level 8 of 380 St Kilda Road presents a unique opportunity to create incredible amenity for tenants.

The vast, unutilised terrace with views to the Shrine of Remembrance and the Royal Botanic Gardens has the potential to become a large, activated, multi-purpose outdoor space, at the same time promoting wellness by encouraging a multitude of uses by building tenants. This space will also create a biophilic link between the Gardens and the building.

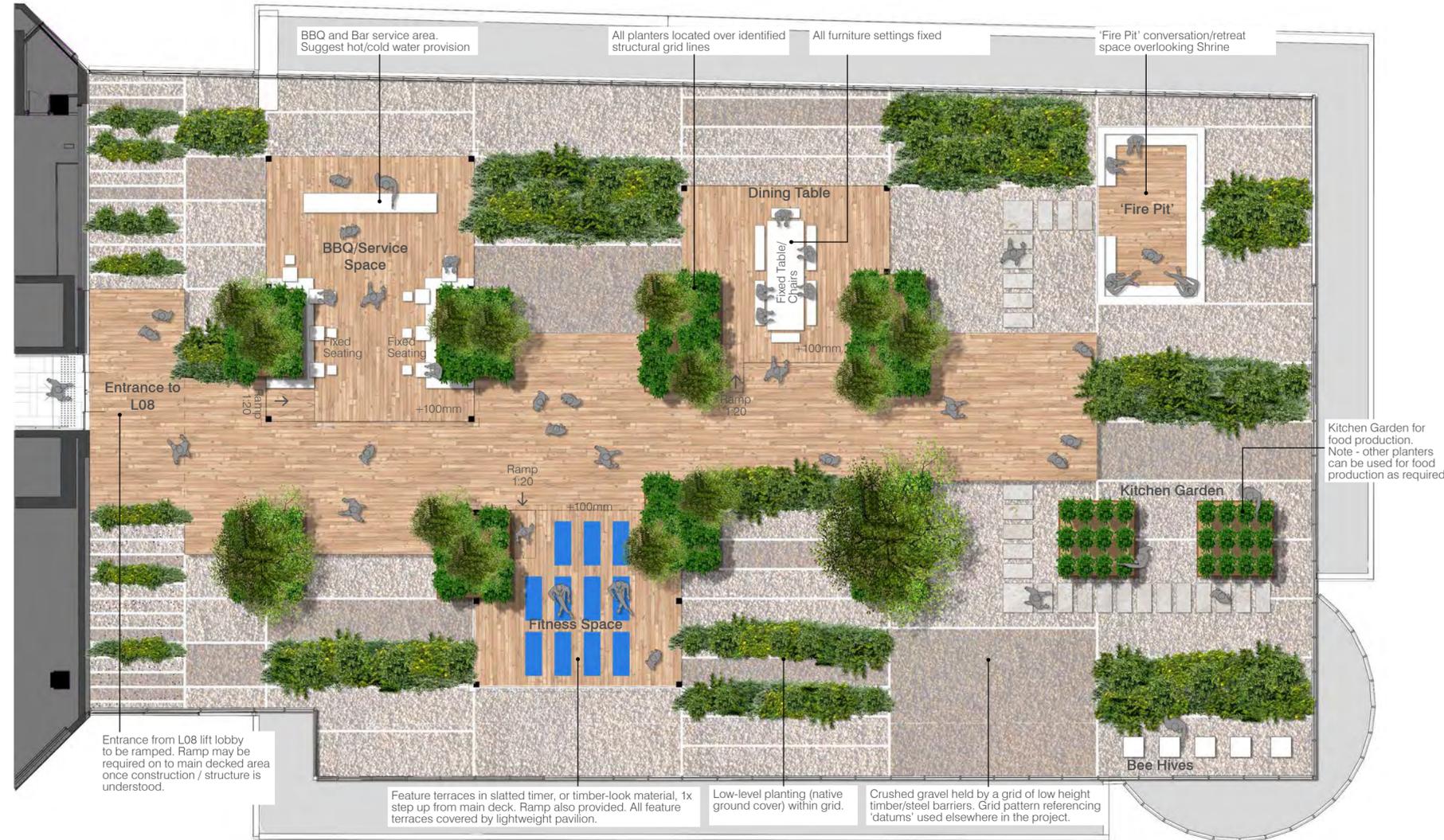


The connection to the lift lobby is not currently DDA compliant.



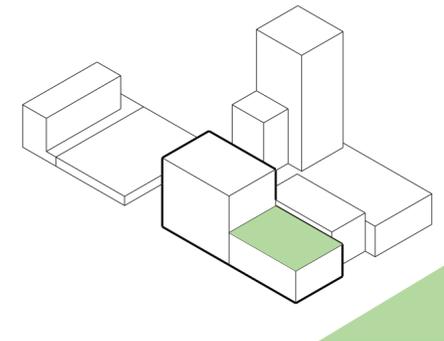
The Level 8 terrace is bare and unactivated with uneven, aged paving. It has no green space or shelter.

Photographs of Level 8 existing condition.



Concept plan for the new Level 8 terrace space

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The new rooftop green connection will provide views to the adjacent Royal Botanic Gardens as well as offer green space and respite to workers at 380 St Kilda Road.

The new DDA compliant entrance will connect to pavilions, shaded areas and tree covers that will shelter the staff from the elements, and generous green spaces will offer a refreshing escape from the office environment.



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Artist's impression of the proposed St Kilda Road Entry

The main changes in the basements levels are due to the introduction of the corner retail on Wells and Park Street at B02 and the new Supermarket/EOT at B01.

Above ground we have the introduction of a new office space at L01 (Ground), new void at L02 and the conversion of car park levels CP13-CP16 to office space extending L03 and L04 floorplates.

Minor changes on all office levels are also due to an amenities upgrade.

	NLA (m <sup>2</sup> )			GLAR (m <sup>2</sup> )			Common terrace area (m <sup>2</sup> )	Roof area (m <sup>2</sup> )	Carpark (n)		Carpark (n)		
	Existing	Proposed	Variation	Existing	Proposed	Variation			Existing	Proposed	Variation		
Basement 3			0			0			117	117	0	B3 0	
Basement 2			0		108	+108			105	92	-13	B2 -8 : Wells Street café B2 -4 : Waste	
Basement 1			0		1,125	+1125			101	16	-85	B2 -1 : Accessible car parking B1 -75 : Supermarket & EOT conversion B1 -8 : Wells Street café	
Basement 1 Mezzanine (CP07)			0			0			18	17	-1	B2 -2 : Fire Control Room CP07 -1 : Accessible car parking	
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,233</b>	<b>+1233</b>			<b>341</b>	<b>242</b>	<b>-99</b>	<b>-99</b>	
<b>Podium</b>													
Level 01, Ground Level (CP08 - CP09)	Lobby / Retail / Parking Office Space		486	+486	704	288	-416			31	31	0	CP08 0 CP09 0
Level 01M, Ground Level (CP10)	Parking			0			0			10	10	0	CP10 0
Level 02 (CP11, CO12)	Office Space	1,574	1,501	-73			0			31	31	0	CP11 0 CP12 0
Level 02M (CP13)	Parking			0			0			18	0	-18	CP13 -18 : Level 03 Conversion
Level 03 (CP14, 15)	Office Space	1,804	2,785	+981			0			32	0	-32	CP14 -14 : Level 03 Conversion CP15 -18 : Level 03 Conversion
Level 04 (CP16)	Office Space	2,335	2,780	+445			0			15	0	-15	CP16 -15 : Level 04 Conversion
Level 05	Office Space	2,629	2,621	-8									
Level 06	Office Space	2,803	2,795	-8									
Level 07	Office Space	2,795	2,787	-8									
Level 08	Office Space Terrace	1,156	1,148.5	-7.5				1,364					
Level 09	Office Space	1,151	1,143.5	-7.5									
Level 10	Office Space	1,268	1,260.5	-7.5									
Level 11	Office Space	1,274	1,266.5	-7.5									
Level 12	Office Space	1,271	1,263.5	-7.5									
Level 13	Office Space	1,271	1,263.5	-7.5									
Level 14	Office Space	1,272	1,264.5	-7.5									
Level 15	Office Space	1,261	1,253.5	-7.5									
Plant Level - Roof	Roof Plan							933					
<b>Total</b>		23,864	<b>25,619</b>	<b>+1755</b>	704	<b>288</b>	<b>-416</b>	<b>1,364</b>	<b>933</b>	137	<b>72</b>	<b>-65</b>	
<b>Grand Total</b>		23,864	<b>25,619</b>	<b>+1755</b>	704	<b>1,521</b>	<b>+817</b>	<b>1,364</b>	<b>933</b>	478	<b>314</b>	<b>-164</b>	

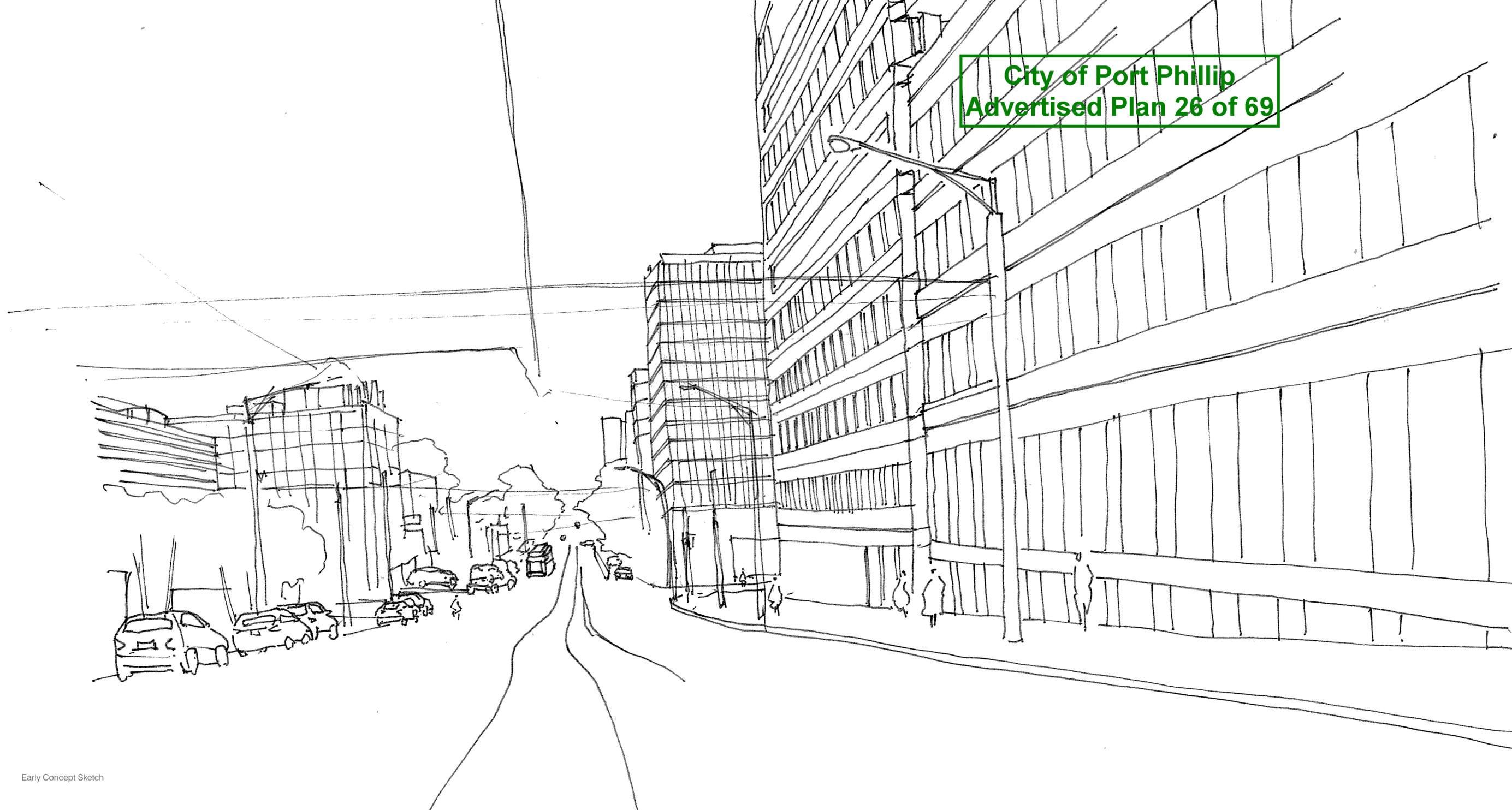
Area Summary by Use	Existing	Proposed
Total Retail	704	1,524
Total Office	23,864	25,619

NOTES:

Net Lettable Area (NLA) is calculated in accordance with the Property Council of Australia (PCA) guidelines as defined in 'PCA Method of Measurement for Lettable Area - Commercial'. It is calculated by measuring from the internal finished surfaces of permanent internal walls and the internal finished surfaces of the dominant portions of the permanent outer building walls.

Gross Lettable Area - Retail (GLAR) - "The aggregate of floor space contained within a tenancy using the following rules: External Building Walls / Fire Passage Walls Service Passage Walls / Standard & Service Facility Walls - measure from internal finished surface of dominant portion of those walls.

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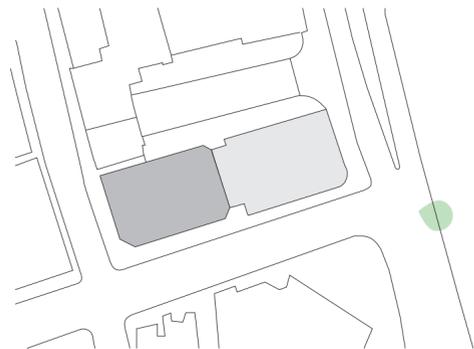


3 Views

Views

The new open lobby and activated facade onto St Kilda Road and Park Street will increase permeability of the site and open the site up to the new Anzac Station.

The new portal frames around the windows break up the monotony of the existing facade and give views through the space into the lobby and create interesting and activated retail and commercial spaces within.



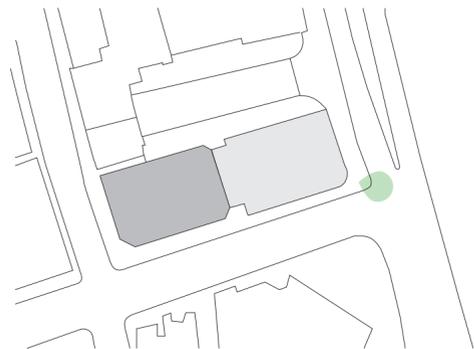
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Artist's impression of the proposed St Kilda Road Entry

Views

A singular main entry point to the building is proposed, activated by the new statement entry design. Leading through to a boulevard of F&B tenancies and third spaces, the space is activated with options for meeting, eating, drinking, working and reading, in a variety of offers for single, one-on-one or small group meetings as well as larger group or communal gathering.



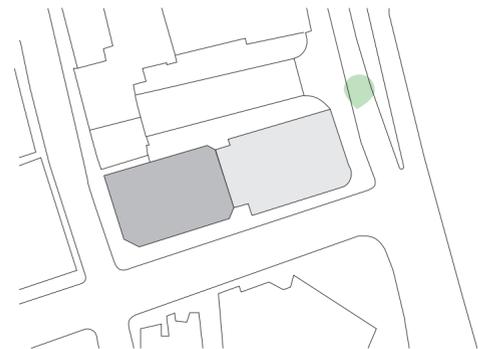
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Artist's impression of the proposed St Kilda Road Entry

Views

Increased transparency along the St Kilda Road facade allows views into the new commercial tenancy, breakout space and retail zones. Warmer materials, and a change in the fencing with a possible public art opportunity makes the entrance more engaging and connects to the surrounding area.



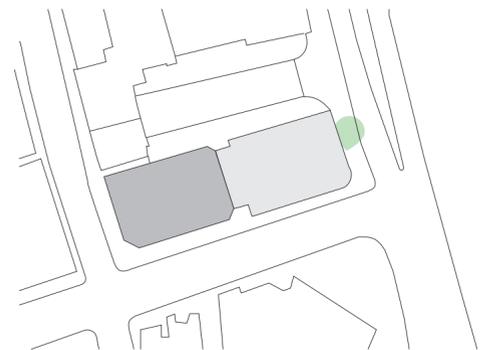
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Artist's impression of the proposed St Kilda Road Entry

Views

New feature fencing, planter beds, places to pause and views into the circulation spaces on St Kilda Road will activate the currently dark and uninviting facade.



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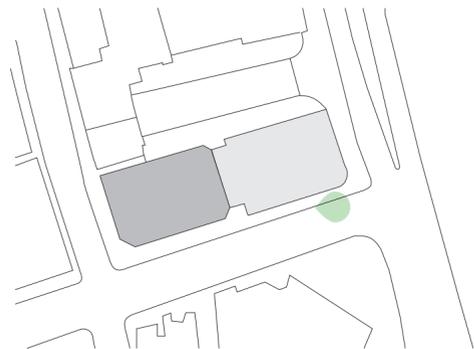


Artist's impression of the proposed St Kilda Road Entry

Views

Transparency through the new facade into the break out spaces along Park Street activate the streetscape and connect the internal spaces to the external.

Large portal like frames give rhythm to the streetscape and new materiality connects the building to the surrounding context.



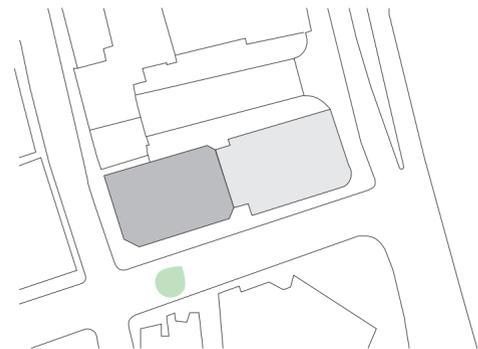
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Artist's impression of the proposed Park Street facade

Views

The new portal style facade treatment on Park Street will give the central entrance a prominent street presence and will draw customers in to the new basement retail. Activation along this busy street will give the office and break out spaces interaction with the streetscape and a lighter brighter work space.



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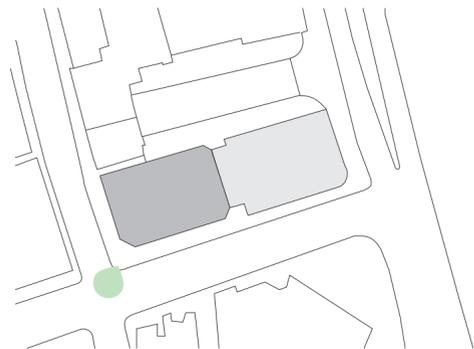


Artist's impression of the proposed Park Street entrance

Views

The new corner cafe at Wells and Park Street is a unique opportunity to activate an under utilised corner of the building and increase interest in the retail tenancies within 380 St Kilda Road, as well as connections to the surrounding busy retail and commercial zones.

The cafe will be cosy and intimate, allowing for a change of pace from the large imposing facade and connecting to nearby mixed use developments by providing street accessed amenity for passers by, not just office staff.



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Artist's impression of the proposed Well Street corner cafe