



Waterfront Place Design and Development Study

'a place based urban strategy'

for the **City of Port Phillip**
March 2013

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Introduction + Background

A1. introduction

This Design Guidelines document has been prepared by SJB Urban in conjunction with Port Phillip City Council.

The Guidelines are intended to be specific to this site, and focus on urban design, built form and open space considerations. They are not intended to replace other applicable guidance, such as the Design Guidelines for Higher Density Residential Development.

Context

From our reviews of the site, team discussions and background information the following key considerations are applicable to the site and precinct:

Contested space

The Waterfront Place public realm is used by private vehicles, freight trucks, cyclists, pedestrians and joggers, as well as vehicles servicing cruise ships, transit campervans/caravans, and pets! The broad range of functions, destinations and activities make the limited public realm space highly contested and constrained.

Strong community interest and commitment

The local resident community of Port Melbourne and Beacon Cove takes a strong interest in this precinct, including its history and heritage, planning context, land uses and redevelopment potential.

Privately-owned property

Alongside the community/civic functions around the site, including the tram stop, Station Pier, local shops, Bay Trail and beach, and the former uses of the site (community centre and gym), the site remains privately owned land. This is an important consideration when planning for its future.

Decaying buildings and landscape areas

The site currently, is underutilised and poorly maintained. The buildings are damaged and decaying, and the gardens are overgrown, creating an unsightly backdrop to a busy public realm and transport hub.

Sensitive interfaces

The site is largely surrounded by potentially sensitive interfaces – low-rise residential houses to the north, a heritage Station building to the east, Station Pier forecourt and the beach to the south. The only non-sensitive interface is the freight terminal immediately south of the site. This terminal interrupts the waterfront and impacts on amenity, but is part of the Port functions of this locality.

The site is potentially a high amenity, very well serviced location, making it attractive for intensification of use, but it is essential that new development does not significantly affect or destroy the amenity that attracts this development.

While all sites are different, this is clearly a distinctive development site, because of its relative 'isolation' as an 'island site', its complex interfaces, waterfront location, and proximity to an active Port function which is seen to require significant upgrade.

The Objectives, Principles, Guidelines and Concepts in this report seek to address, respond to and integrate the diverse aspects of the context for this proposed redevelopment site and potentially enhanced public realm.



A2. review of background documents

This Part provides outline summaries, and a concise response or commentary, on the relevant sections of applicable background documents, as provided by the City of Port Phillip at the project outset. This is not a critique of any previous work, but a summary of relevant issues, considerations and inputs over recent years, to inform this current project.

Port Melbourne Waterfront UDF

This brief statement provides a concise Vision for the wider Port Melbourne Waterfront area (study area for the UDF), and a series of eight (8) high-level principles to inform the planning and design outcomes.

‘The Port Melbourne Waterfront is a gateway to Melbourne. It is a significant and celebrated part of greater Melbourne; a place that is valued by locals for its history and environment, and an active and welcome destination for visitors’.

Principle 01 – encourage Melburnians, local residents, and visitors to Port Melbourne with a mix of activities along the waterfront.

Principle 02 – create new high quality public places that inspire people to spend more time, to interact and to exchange.

Principle 03 – enhance the valued natural environment and reinforce the Port Melbourne Waterfront as a special place to live and visit.

Principle 04 – create a distinctive foreshore and new public places that celebrate the history of the Port Melbourne Waterfront.

Principle 05 – improve the year round look, feel and function of the waterfront through public and private development.

Principle 06 – actively partner with the Port of Melbourne Corporation and the community to enhance the quality and experience of the waterfront for residents, visitors, commercial and port operators.

Principle 07 – support the continued operations of ferry, freight and cruise ships alongside popular public open space and a nearby local community.

Principle 08 – encourage Environmentally Sustainable Design (ESD) in the architecture and design of buildings and public places.

Response / Commentary

This brief statement provides a high-level starting point for the guidelines, site vision and guiding principles to be prepared for the Waterfront Place sub-precinct. It is acknowledged that the Design Guidelines for Waterfront Place should seek to deliver on these Principles, where applicable.

Waterfront Place Urban Design Advice (MGS 2009)

Conceptual urban design parameters:

- ground floor setbacks to widen footpaths
- upper level setbacks
- preferred activities: mix of uses at ground and upper levels
- podium max 2 storeys / 8m
- symbolic entry / marker near roundabout (but noting this is the proposed ‘low height’ end of the building)
- access/movement/parking: basement access off Beach Street

Shadows as a determinant of form:

- overshadowing of the public realm/foreshore/pier as a key driver of height restrictions (and distinct benchmarking from nearby taller buildings).

The constrained street space cannot sustain a tall built form, although a signature landmark element at this prominent gateway site is considered appropriate.

Four overriding development principles for the site:

1. Urban character
2. Public space amenity
3. Movement
4. Sustainability

1. Urban character (key guidelines include):

- identification of the low-scale urban and heritage character, which should be responded to.
- reinforce primacy of Station building by retaining vistas.
- recognise the central local landmark value of the Waterfront Place and secure its prominent place among the landmark buildings along Port Melbourne waterfront
- create a notable entry at the roundabout
- ensure development is modest in scale and visually well integrated into its context given the site sits between a number of valued heritage assets and a key port gateway and recreational asset
- ensure no overshadowing of any part of foreshore area, south, east and west side footpath occurs from the new development between 10am to 4pm on 22 June

Shadow study diagrams of the new development shows the following:

- no overshadowing beyond the kerb line on the southern side of Waterfront Place footpath adjoining the Port Phillip Bay foreshore between the hours of 10 am and 4pm on 22 June (winter solstice)
- no overshadowing beyond the eastern kerb line

beyond Princess Street (London Hotel) between the hours of 10am and 4pm on 22 June (winter solstice).

- no overshadowing to public open space (civic square), western footpath and area between new development and Heritage Train Station building from 10am to 4pm on 22 June (winter solstice).

The report also provides a concise Visual Impact Analysis, but this is assumed to be superseded by a more current vies and vistas study, being prepared in parallel to this Guidelines document.

It is noteworthy that the recommended building envelope occupies the full site and steps up in height towards the heritage Station building. It is unclear if this is just a maximum envelope of a potential building form.

Other relevant guidelines include:

- encourage engaging vibrant interfaces that provide visual interest and human scale with highly articulated and activated frontages
- ensure any built form over 8m high is setback 6.5m from the front street front facade.
- provide wider pathways for safer cycling and walking
- reduce car impact on new development by relocating parking away from foreshore area, redesign of street parking to south of site and preferably relocate existing parking/new parking provision to basement parking.

Response / Commentary

The key outcome of this advisory report is the relatively modest scale of the permissible building envelope, driven by the local character and heritage considerations, and stringent controls on overshadowing of the public realm. It is noteworthy that many nearby buildings to the east and west overshadow the public realm, so this control would potentially be unique to this location, notwithstanding the heritage and character considerations.

This report suggests a mixed-use redevelopment of the subject site, which activates the public realm, while also allowing the widening of adjoining footpath/public spaces. It suggests commercial activities at the lower levels, with opportunities for higher density residential development above.

The report does not suggest pedestrian links through the site, but does recommend access between the rear of the heritage Station building and new built form on the Waterfront Place site. It also recommends basement car parking, accessed from Beach Street.

Port Melbourne Waterfront UDF Issues and Opportunities Report

This report describes Waterfront Place, located at the forecourt of Station Pier, an important gateway into Melbourne and an active Port facility. It notes that the area lacks a positive sense of identity and character and primarily serves as an access way to the Pier and not as an attractive destination within the Waterfront.

The report provides an overview of the key issues and opportunities for each precinct, and further details of the Issues and Opportunities across Public Realm, Land Use, Built Form and Movement and Access.

The **key issues** affecting Waterfront Place include:

- dominance of public car parking – space feels unwelcoming and uninteresting, and Station Pier does not present well.
- blank restaurant frontages to car park area
- poor integration with the Tram terminus.
- high traffic levels, temporary impacts and congestion
- impact of Port operations, including freight occupying foreshore space
- need for wider range of activities
- the Bay Trail is compromised by high levels of vehicular traffic entering the TT Line Freight area and the Station Pier car park.
- access to Station Pier is problematic, especially at cruise ship times
- the truck marshalling area (which supports the passenger and freight port operations) is unattractive and utilises a significant portion of the foreshore
- potential expansion and growth of Port activities including freight and passenger cruises
- lack of active, interesting edges and building facades.
- poorly defined public space, exacerbated by isolated buildings that are disconnected from each other
- along the Waterfront, there are a number of conflict points between pedestrians, cyclist, private vehicles and trucks.

Key **opportunities** for the Waterfront Place precinct include:

- creation of a significant civic space
- creating a high quality, attractive, vibrant destination
- addressing the car park to improve space quality
- new development to activate the area and increase the intensity and range of uses
- improved pedestrian amenity
- redesign as the civic space and ‘gateway’ of the Port Melbourne Waterfront
- improve connectivity for pedestrians onto Station Pier.

- an increased level of retail, restaurant and cultural uses could strengthen the role as an important destination within the Waterfront
- the architecture should reflect the importance of its role as a key gateway to Melbourne and celebrate the cultural history of this significant site.
- introduction of new buildings between the forecourt and the TT Line marshalling area to activate the eastern edge of the forecourt.
- conflict points can be removed to allow for safe movement of pedestrians and cyclists
- simplify movements of pedestrians and cyclists
- provide clear delineation/separation between pedestrians and cyclists.

Key **constraints** for the Waterfront Place precinct include:

- any new development would have to consider the operational requirement of Station Pier.
- any development of Waterfront Place should contain the flexibility to handle the temporary traffic demands, while not surrendering valuable urban realm.

Response / Commentary

The issues identified in this report highlight the ‘contested’ nature of the Waterfront Place area, and the complex interfaces and relationships between various land uses, buildings and spaces. While there are issues of congestion and poor interfaces, the need for additional activities and attractors is reinforced, creating a potential tension between generating activity and managing access sand the public realm.

This report suggests that the area currently is seen as unattractive and unappealing to visitors and locals, and that this should be addressed, by creating a destination and resolving the main land use conflicts.

It also reveals the multiple potentials for change in the precinct, in the public and private realms.

The spaces between buildings and facilities (Pier forecourt, car park, street, path) are where the key issues are played out, in terms of activation, address and interaction/passive surveillance, shadows, conflicts/overlaps, and accommodation of activities.

It is apparent therefore that a new framework or ‘paradigm’ for the space between buildings may be required, to facilitate a more effective cooperation between the various existing and new activities in the precinct, while facilitating new development opportunities.

Port Melbourne Waterfront UDF Vision Report

This report summarises a range of community inputs, derived predominantly through a Visioning Workshop, which aimed:

- to provide the opportunity to shape a vision for the future of Port Melbourne Waterfront.
- to provide feedback on what was heard in the issues and opportunities session.
- to hold a conversation on ‘values’.
- to prepare a shared list of values that will shape the development of the next stage – Objectives and Principles.

It is noted that this Vision Report, as well as the parallel Issues and Opportunities (see below), would contribute to developing a series of Objectives, from which a series of Principles would be derived.

The notes below focus specifically on the Waterfront Place area.

Workshop inputs:

Waterfront Place is valued for the shipping and maritime activities. They are important to the character of the place. The ability for the community to access the pier to view these activities is valued. The community values welcoming, unpretentious, exciting spaces that can act as civic meeting places. The community values less car domination to provide an inclusive civic plaza and the provision of museums, sporting and leisure facilities to activate the area further. Waterfront Place is valued for its maritime and military history.

Character and identity (‘what we heard’):

- *Heritage – buildings, piers and stories; low rise buildings; civic plaza; gateway to Port of Melbourne; immigration and military history; peacefulness; integrity; permeability; historical buildings create character; welcoming; unpretentious; respect for the past; globally connected; exciting and evocative.*
- *Aesthetics/Amenity – cleanliness, less car/traffic dominated.*
- *Activity – shipping, maritime activities, immigration museum, art centre, sporting/leisure hub, activate, not too commercial.*
- *Connectivity / Accessibility – public access to pier at all times, inclusive of tourists and locals, a civic meeting place.*
- *Natural Environment – indigenous landscape, birdlife, fish, sustainable buildings, dunes, clean water.*
- *Safety: (no specific inputs)*

Response / Commentary

While the suggestions above address a range of considerations and potentials, there is quite limited discussion of built form outcomes. Further, the document does not provide a definitive, agreed vision for the Waterfront area, or for the precincts such as Waterfront Place/Station Pier.

This report reinforces the importance of the public realm for the community, and also that of the character and history of the area.

There are several useful prompts to guide potential civic/ community uses within new development at Waterfront Place.

Consultation Outcomes: 29th Aug. 2012

The Key Stakeholder Forum was held to gain input from stakeholders into the development of design guidelines for the Waterfront Place precinct. This document contains a broad range of community ideas and suggestions for Waterfront Place, including land uses, activities, development design and public realm outcomes. The ideas are diverse and varied, and some very specific. Although comments collected at this event were varied, and often contradictory, the key points agreed on by the community included:

- Waterfront Place is an important destination within Melbourne for locals and visitors
- Open space and community use is important
- The Waterfront Place precinct should balance vehicle use and pedestrians
- There are many important views and vistas upon arrival in the precinct, including towards the CBD
- 1-7 Waterfront Place should remain a community asset
- Overshadowing of the public realm and detrimental wind effects from development are of concern in this area
- The heritage Station building must be celebrated and not undermined by new development at 1-7 Waterfront Place
- Traffic impacts from new development must be considered.

A3. public realm experience analysis

Arrival at Beacon Cove by Tram



Tram Journey

- The approach through the green corridor provides a strong transition from the city building the expectation.
- As the track curves around westerly views are offered but due to the vegetation and angle, no views of the 1-7 Waterfront place site are obtained until the end of the journey
- Glimpse view of the low supermarket feels a low density feel
- Glimpse views of the horizon suggest the sea



Tram Arrival

- Smell the sea...
- See the sea.....
- Poor identity and lack of distinctiveness
- Tram stop directs you away from the sea
- Underused open space surrounds the tram stop



Heading North

- Cafes and convenience shops provide local shopping
- Glimpse city views...
- Well defined shared path
- Path narrows by the cafe, Watch out for bikes!





Local Shops



Shops provide local amenity



Loose car parking structure creates poor urban realm, dominated by cars



Beach Street Crossing



Safe, well defined crossing



Change from urban beachfront feel to a leafy suburban area



Sandridge Rail Trail



Strong leafy suburban feel



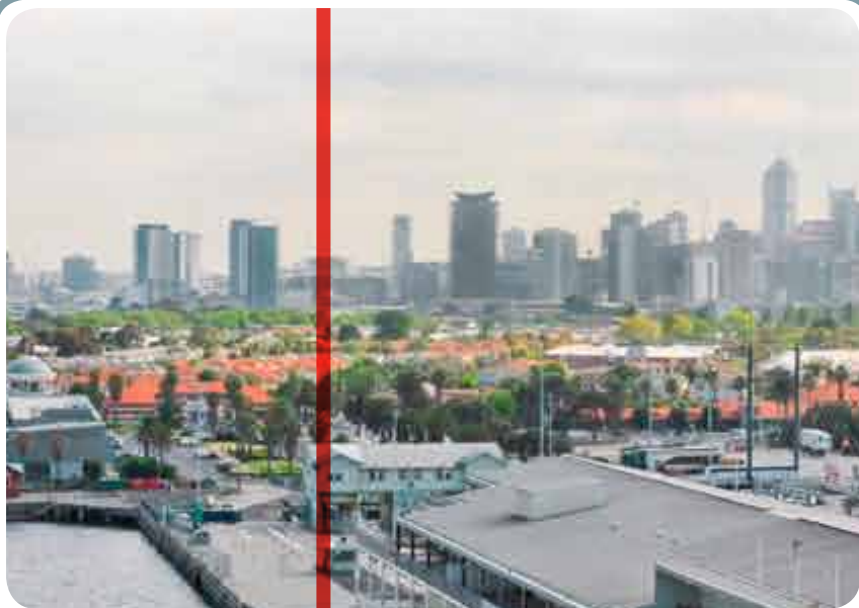
Small scale intimate landscape







Narrow shared path



Journey from the Cruise Ship to the Tram







Cruise Ship View

-  Melbourne skyline
-  View over 'green' inner suburbs, suggests a liveable city
-  Wayfinding path to destinations could be clearer, where is the tram? dilemma for nervous travellers
-  Character of the 'port' could be more distinctive and 'active'









Crossing from Station Pier

-  Poor quality materials, contrast the cruise ship experience
-  Smelly - strong rotting sea smell from the inlet at the northern end of the pier
-  Asphalt car infrastructure dominates
-  Information, taxi and bus services are contained within the docking area of the pier, removing the activation from the public spaces









Access to Waterfront Place

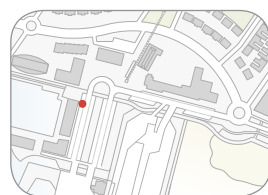
-  Cafes and restaurants by the water
-  Lack of water views
-  Narrow footpath
-  Lack of shade or shelter
-  Mixture of streetscape materials
-  Dominant place character is that of a car park









Bay Trail Corner

-  Active cafe frontage with views to the dock and the tram
-  Generous open plaza space
-  Lack of trees
-  Mixed streetscape materials
-  The car park dominates the character of the place
-  Well-connected location with tram, bay trail and car parking







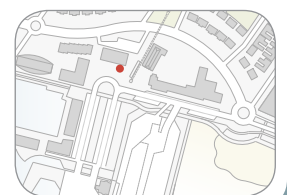
Waterfront Place 'Port Square'

-  Pedestrian dedicated path leads to the tram and beyond
-  Predominantly low built form, out of character with the scale of the dock and the surrounding newer residential
-  The combination of the low built form and the large open space exaggerates the emptiness of the public spaces
-  Lack of trees



Port Square Tram Stop

-  Large open raised garden beds suggest a suburban character. These areas are underused elements within the public realm
-  Additional wheelie bins augment the existing bins for busy summer days
-  Lack of shade
-  Cafe should open up onto the square



Arrival from the Bay Trail



Heading West from Opposite Donaldson Street

- Beach, bay, spirit of Tasmania view
- Natural area of the beach gives a strong specific character to the place
- Restorative place providing exercise with sky, sea and industry views
- Wide road, hard to cross
- Pavilions empty, lack of activation



Opposite 1-7 Waterfront Place

- Beach area has activities during summer (in good weather)
- Access to the pier
- Coastal screen planting of TT freight depot narrows the views
- Narrowing pathway
- Busy road
- Unclear whether the Bay trail continues



TT Freight Depot Entry

- Truck crossovers dominate the Bay trail suggesting vehicle priority
- Narrow footpath and a mixture of streetscape materials at the crossings
- Smell - truck engines revving
- Movement and activity of big trucks
- Pedestrian crossings to 1-7 Waterfront Place only at either end of the block





West End of TT Freight Depot



Dense native tree planting provides shade and creates an appropriate strong landscape edge to the depot allowing views



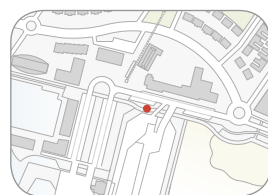
Mix of materials changes



Poor quality fence



Winding footpath reduces wayfinding visibility



Station Pier Crossing



Longer views along the trail, confirm the Bay trail continues



Activation at ground level of buildings



Higher buildings create a more urban, waterfront character



Large garden beds take up a lot of central space



Low canopy of Canary Island palm blocks views



Foreshore Promenade



Interesting water and industrial views



High quality public realm



Access to the water



Strong built form



Over-shadowing



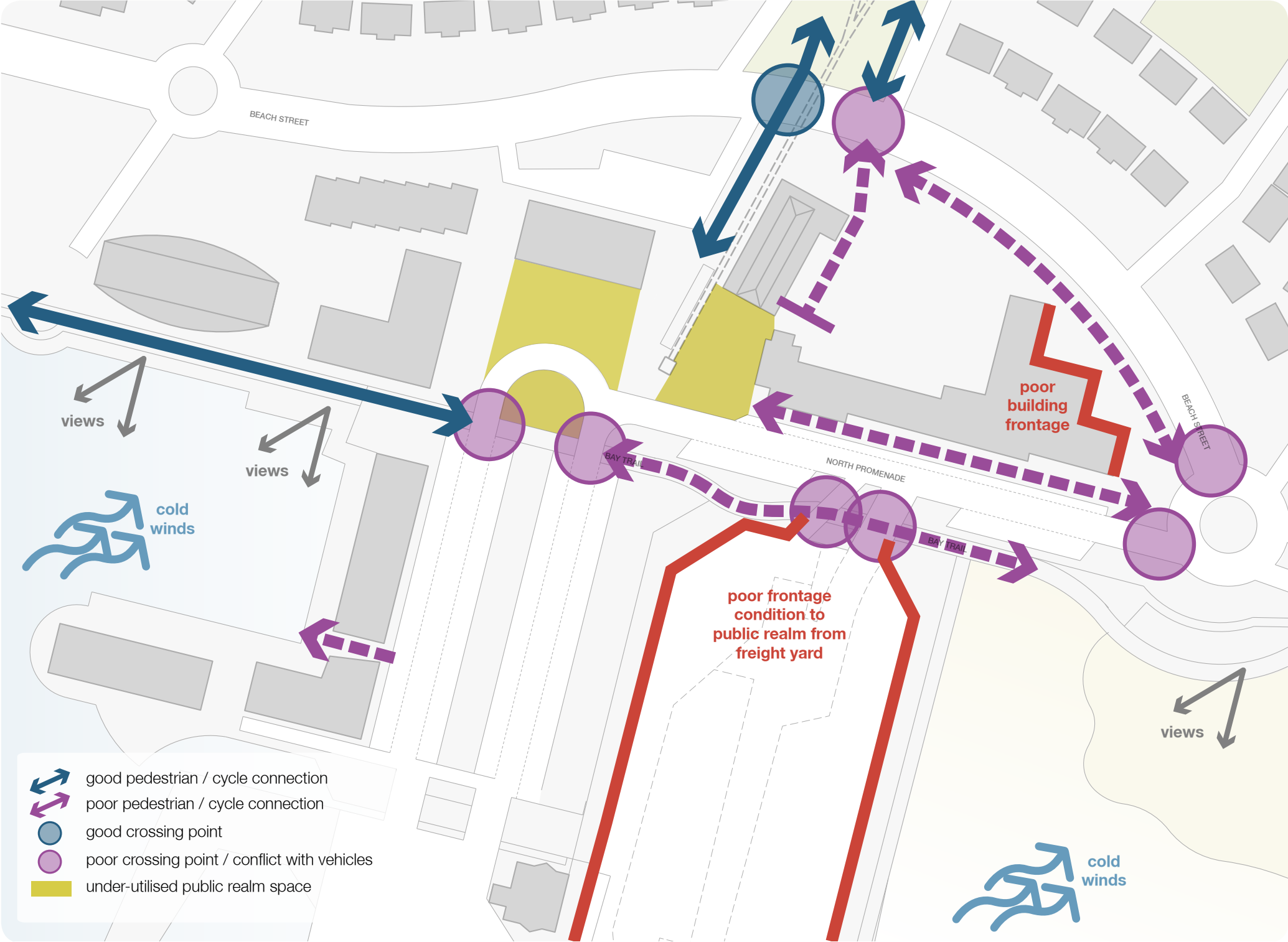
Exposed



A4. context analysis

The experience analysis highlights a series of issues within the public realm surrounding Waterfront Place. In particular the conflict between the different uses of the space creates friction and discomfort reducing the appeal of the area as a place to dwell. At present the poor quality of the public realm highlights the conflicts between these different uses.

The key assets of the place are the location and the unique proximity to the beach as well as visual and physical link to the city. In addition the vibrant mix of port side industry, bay side recreation and relaxed residential areas gives the area a strong character and potential. The location of the Spirit of Tasmania and the Cruise ship dock means that the area is the first experience of Melbourne and Victoria for many overseas and interstate visitors.



Waterfront Place Context Analysis

A5. summary of opportunities

The unique vibrant mix of portside industry, bay side recreation and relaxed residential areas provides the opportunity to create a distinct experience that becomes a celebrated place in the mental map of Melbourne as well as a celebrated international cruise destination. At present many of the key assets are in conflict. The urban realm design of Waterfront place will reorganise and the spaces to minimise conflict and maximise the enjoyment and thrill of the diverse mix of activities.

The key elements of the public realm strategy are:

01. to reinforce the Bay trail
02. to enhance the cruise arrival
03. to establish a new civic heart for Waterfront Place
04. to reduce congestion
05. to create a flexible space that can respond to the changing programme needs of the site and provide opportunities for new activities
06. to provide enhanced links to the adjacent neighbourhoods
07. to create a strong sense of place
08. to celebrate the diversity of the area
09. to enhance the natural environment



Waterfront Place Summary of Opportunities

The background is a dark, blue-toned photograph of a park. In the foreground, there's a paved walkway with several black bollards. In the middle ground, a playground slide is visible, surrounded by palm trees and other vegetation. In the background, there are some buildings and a cloudy sky. On the left side, there are two large, white, rounded rectangular shapes that overlap the background image.

Objectives + Principles

B1. objective statements

The Objective Statements articulate a defined but high-level ‘vision’ for both built form and open space (1-7 Waterfront Place) and the public realm (Station Pier, Waterfront Place, Bay Trail etc.), to inform the development of guidelines later in the project process. This visioning draws upon previous studies and reports, including community inputs through various forums, and seeks to respond to these forums. The Objectives describe **what** we want to achieve in this location.

Objective Statement: 1-7 Waterfront Place

1-7 Waterfront Place will be redeveloped as an engaging, accessible, site and context responsive, mixed development that positively enhances the surrounding public realm and the potential for a broad range of activities.

The redevelopment will be: engaging and accessible, responsive, mixed, contributory, quality, and adaptable.

Responsive

The shape, profile, siting and form of new building(s) will be demonstrably responsive to a range of site and context considerations, and will make appropriate concessions to establish the potential built form and activities in the locality. The applicable site and context considerations include:

- siting and location
- nearby development and housing
- public realm and streetscape influences
- heritage
- views and vistas in the public realm
- solar orientation and shading

Engaging, accessible

The new development will provide an engaging interface to streets, and permit public access into and through the area, in response to local pedestrian flows to and from key destinations. The built form and activities accommodated within will invite public usage and interaction, and enhance the experience of the locality, from a public realm, heritage and character perspective.

Mixed

The development will accommodate a broad mix of uses, to support daytime and evening activation, community access and enjoyment, and responsiveness to the history and character of the location.

Contributory

New development on the site will directly contribute to an enhanced public realm adjoining and nearby to the site.

Quality

The strategic and highly prominent position of this locality demands a development outcome of the highest, ‘best practice’ design quality. Design excellence will be vigorously pursued and tested, potentially through an independent expert panel to assist Council.

Adaptable

The ground floor spaces and commercial/community areas will be flexible and adaptable, to accommodate a range of uses over time.

Objective Statement: Station Pier and Waterfront Place public realm

The Station Pier and Waterfront Place public realm will become an engaging, enticing and dynamic public place, accommodating a range of formal and informal activities through the day, and throughout the year.

It will be: legible, comfortable, safe, user-friendly, enticing, flexible, shared, and contextual.

Legible

Locals, visitors, tram passengers, cruise ship and ferry passengers, pedestrians and cyclists, will be able to navigate the locality with ease and clarity, to identify key routes, destinations and places to spend time.

Comfortable

Walking, waiting, meeting, and viewing, and performances and formal activities, will be comfortable and amenable activities in this location, through effective weather protection, built form design, lighting, shading and public realm furniture.

Safe

Activation of the space will enhance safety outcomes, through increased activity and passive surveillance. The range of uses and transport modes will be effectively managed to avoid conflicts and reduce safety risks.

User-friendly

The place will be designed to effectively accommodate the range of expected uses and activities, and will directly address movement and enjoyment for visitors not familiar with the place.

Enticing

The public space will be visually and spatially interesting, dynamic and contemporary yet responsive to local character and heritage, to entice people to use the place for a variety of purposes, and providing varied opportunities for people to enjoy the waterfront location.

Flexible

The varying usage levels and types of activities will be supported by flexible public space(s) where individuals, small and larger groups of people feel comfortable and where a diverse range of activities can be effectively accommodated.

Shared

The range of interacting local activities and adjoining uses, and the limited, contested nature of the space, will derive a ‘shared’ approach to the public realm, where a mix of functions and activities take place in the same space, through mutual caution and cooperation.

Contextual and place-based

The waterfront location, adjoining beach, formal pier and functioning Port facilities will be key primary design influences. The public environment will be embedded in the history and maritime character of the locality, through its design, configuration, materiality and other aspects such as public art, signage, lighting and installations.

B2. principles

The Guiding Principles are intended to guide the translation of the Objectives, into Guidelines. These Principles articulate **how** we will deliver the Objectives, in a broad sense, with further detail to support the Principles provided in the Design Guidelines, later in this report.

The Guiding Principles are intended to respond directly to the context and circumstances of the subject site and study area, and will inform the preparation of the Design Guidelines.

Guiding Principles: 1-7 Waterfront Place

Responsive

Siting and location – built form should respond to the important location and key terminus point for trams, ferries and cruise liners - this may incorporate ‘marker’ forms or other devices to identify the location. Any new retail or hospitality activities should face Waterfront Place. Beach Street should maintain a residential interface in response to properties opposite.

Nearby development and housing – visual bulk and perceived mass should be managed with regard to existing dwellings on Beach Street. Built form fronting Waterfront Place may respond to the more ‘urban’ forms along the waterfront to the east and west.

Public realm and streetscape influences – new built form should incorporate a ‘street wall’ of appropriate height, with upper levels generally set back above this. Car parking should be located and configured to minimise public realm visibility or impacts, such as in full basement levels.

Heritage – the integrity of the Station building should be maintained and enhanced as a standalone building, and new built form should be configured in response to this and other heritage influences.

New built form should respond appropriately to the heritage value of this building and of Station Pier.

New built form design and land uses should avoid making this place a ‘generic’ tourist location, but should retain the essence of the maritime heritage and character.

Views and vistas in the public realm – long-range views from key viewing positions and arrival points should inform and guide the form of new buildings. Visual access and interaction between the public realm and internal spaces of new buildings, including upper levels, should be maximised.

New built form should not obstruct key existing view corridors, such as the CBD skyline, from key public realm locations or arrival points, but should make a positive addition to key view corridors and broader vistas such as the CBD skyline, from key publicly accessible locations and arrival points.

Solar orientation and shading – built form should be configured to mitigate excessive shadow impacts on the public realm, in particular the foreshore beach area.

Engaging, accessible

The ground floor and lower levels of built form should be seen as part of the public realm and civic environment, and should positively contribute to this outdoor environment.

Public pedestrian access through the precinct should be considered, particularly between new development and the heritage Station building. Pedestrian access ways should be publicly accessible and direct, allowing visibility through from each end.

Civic and community use(s) in new development are strongly encouraged, such as community meeting space or commemorative/informative functions related to the maritime and historic context.

Mixed

New development should incorporate horizontal and vertical mixing of uses, including retail, food and beverage, civic/community uses at ground and lower levels, with commercial and residential activities at upper levels above ground.

Incorporation of community uses which invite wider participation will be important in building on the site’s position within the location and its history.

As much as possible, internal spaces within new buildings such as tenancies and service areas should be configured to be flexible and adaptable to other uses over time.

Residential development should include a diverse range of dwelling sizes, and potentially types, including housing suitable for families.

Contributory

Opportunities to improve the public realm around the subject site should be explored and leveraged as part of any new development, such as new pavement, lighting, planting and configuration of paths and spaces.

The floor level of ground floor spaces should be close to the outside ground level, for ease of access and visual interaction

Ground floor activities are encouraged to ‘open up’ and fully engage with the public realm, effectively ‘blurring’ the boundary between inside and outside.

Quality

Architectural and urban design excellence is to be encouraged and pursued, through a rigorous assessment and design review process.

The design should be demonstrably responsive to its context, including the history and character of the place. This may be reflected in the building forms, materials, activities and other aspects.

Adaptable

Spaces should be configured to be adaptable for a range of activities over time, throughout the year, and as tenancies and uses change. This includes any aboveground car parking space (although this is discouraged).

Guiding Principles: Station Pier and Waterfront Place public realm

Legible

The space occupied by or dedicated to traffic and vehicles should be minimised and visual impacts from freight and traffic movements should be managed and minimised, where practicable.

From key arrival points (ferry and cruise ship terminus, tram terminus, bay trail path), public routes to key destinations should be clearly visible.

An appropriate wayfinding system of signage and other devices should be implemented.

Comfortable

Small spaces and/or walking routes that provide shelter from prevailing winds and rain should be provided.

New built form and planting should be located to provide appropriate microclimate management where practicable, such as shade and shelter from sun and wind.

Seating areas should be provided be provided at appropriate locations and ‘rest points’ along key routes such as the Bay Trail path.

Visually sensitive public realm lighting which supports wayfinding and legibility should be provided to facilitate ease of access during the evening and early morning.

Safe

The streetscape design should encourage pedestrian priority through slow-speed vehicle movements. Cycling should also be lower-speed through this precinct.

Visual interaction between building occupants and public spaces should be maximised.

User-friendly

The public realm should encompass a range of spatial types and sizes, to support diverse activities and habitation by individuals, small groups and larger gatherings.

Enticing

The design of the public realm should be contemporary, exciting and visually interesting, while maintaining relevance to the waterfront/working Port character of the area.

The visual appearance of public spaces at night should also be considered and designed.

All users (local community, children, tourists, visitors, cyclists etc.) should feel welcome and comfortable in the precinct.

Buildings, open spaces and activities should focus on local residents and invite local patronage, as well as accommodating tourists and visitors.

Flexible

Public realm design that accommodates a variety of temporary uses should be encouraged.

Infrastructure to support temporary uses should be incorporated, such as power supply, drainage/waste management and shelter for performances, market stalls and other installations.

Shared

Equitable, informal sharing of public space and street space should be encouraged.


Clear ‘pedestrian only’ zones should be demarcated, such as through bollards.

Contextual

Visual access to the water should be maintained wherever possible, and the sense of waterfront should be enhanced and extended.

Development and public realm outcomes should respond the local spatial ‘types’ of natural beach, streetscape and urban pier.

Building and pavement materials and landscaping/ planting should be appropriate to the coastal location.



Waterfront Place Design Guidelines

C1. built form design framework

The Built Form Design Framework provides an outline of the potential form of buildings and open space envisioned to be developed on the subject site, with supporting explanation or rationale for these outcomes.

For Design Guidelines to be rigorous and comprehensive, and to provide a level of certainty regarding the outcomes, it is necessary to develop a Framework for actual potential built form on the site, for the Design Guidelines to respond to.

This Framework builds on the Objective Statement and Guiding Principles for the site, and forms the basis for the development of Design Guidelines for future built form. The Built Form Framework is indicated in the plan below. It is not intended as a 'design' for the site, but an outline guide for built form and open space which meets the Objectives for redevelopment. The Framework encourages innovative and creative design responses to the Objectives, Principles and Guidelines for the site's redevelopment.

The Waterfront Place site is exposed to waterfront conditions including significant winds at times. Wind effects may cause issues or concerns for buildings and open spaces, and the Framework shown below may be subject to negative wind impacts. Any future development on the site would be subject to detailed design and a broad range of considerations, including wind effects, and outdoor spaces should be located and configured with wind protection as a key consideration.

The Framework includes a north-south pedestrian linkage through the development site, providing for pedestrian access and permeability. This is aligned to be approximately central in the site, and to align with the existing boardwalk along the water's edge to the south, which runs along the east side of the freight terminal. It may also provide views to the waterfront for pedestrians and cyclists using the light rail corridor linear park to the north.

The tower location indicated in the Framework seeks to minimise shadow effects to the public realm, through height, location and orientation of the built form. Indicative shadow extents are indicated below.



Waterfront Place Notional Built Form Layout

C2. design guidelines

Theme A | ‘engaging, accessible’

Design Objective A1:
To increase pedestrian permeability and encourage movement through the site at ground level.

Rationale:

The site should play a strong public/civic role, and encourage pedestrian movement and activity between residential areas to the north, and Waterfront Place, Station Pier and the beach to the south. The site is considered large enough to warrant through-links, and it is important that it is not redeveloped as an impermeable form occupying the full site area.

Design requirements:

Note: Refer to Public Realm Concept Plans within this document for further guidance for public open spaces on and around the site.

Establish a direct pedestrian laneway linking Beach Street and Waterfront Place, between the heritage Station building and new built form on the site.

Establish a direct north-south pedestrian laneway linking Beach Street and Waterfront Place through the Site, aligning with the entrance to the existing pier/boardwalk at the eastern edge of the freight terminal.

Pedestrian linkages through the site should be unambiguously public, providing for 24-hour access. They should be straight and direct, to allow for clear visibility through, and should be approximately 5.0m in width.

Building frontages on Waterfront Place should be set back approximately 2.0m from the property boundary, to allow for widening of the footpath on the north side of Waterfront Place. The specific outcomes along this public realm interface should be subject to appropriate detailed design.

Provide for an east-west pedestrian access and visual connection between the tram stop and the central courtyard space and pedestrian laneway. This link may take the form of an enclosed lobby space or dual-fronted tenancy space(s).

Design Objective A2:
To activate all ground floor frontages through a range of land uses, appropriate to site interfaces.

Design requirements:

Provide multiple entries to all street frontages, to support activation and movement.

Ground floor level of new built form should be at the same level as the outside ground level, or up to 300mm higher, to allow easy transition between inside and outside.

Focus land uses at ground floor frontages according to the diagram below, for optimal compatibility with surrounding streets, spaces, activities and outlook.

Minimise the frontage extent of vehicle entrances, loading/deliveries area and utilities/infrastructure, and integrate these elements in the façade design.

Locate vehicle access to on-site car parking and deliveries off Beach Street, east of the central pedestrian link.

Maximise the number of tenancies and provide narrow frontages at ground floor level, to maximise activation.

Residential frontages should be setback 1-3m from the street frontage, to allow for a small ‘verandah’ or terrace space between the dwelling entrance and front windows, and the streetscape.

New pedestrian laneways or linkages through the site should be activated by continuous, visually permeable ground floor frontages, for commercial, retail and community uses, which directly engage with the pedestrian space.

Design Objective A3:
To create accessible public open space on the site as part of any redevelopment.

Rationale:

It is important that new development contributes to the provision of accessible public space, and it is envisioned that the site can provide space which is more intimate, enclosed and sheltered than the beachfront areas, and activated by community and commercial uses,

Design requirements:

Create a courtyard space located adjoining the central pedestrian through-link at ground level, which is open and accessible, and visible from adjoining streets. This courtyard should be approximately 400 sqm in area (minimum), located for good solar access and visibility to/from the outside streetscapes.

This central courtyard space should be open and accessible during daylight hours or as appropriate, but may incorporate a level of enclosure to be closed-off at night, for example.

Where possible community uses in surrounding buildings should be configured to ‘break out’ into this space and activate its edges.

New public open space should be open to the sky and visible, yet should provide a sense of enclosure and protection from the elements, especially wind effects. Spaces should be located and oriented to receive reasonable direct sunlight access.

Establish a small public open space at the eastern ‘point’ of the site, close to the roundabout, which addresses the beach frontage and is activated by public art or a small kiosk/pavilion building which defines the site’s ‘point’ or edge to the roundabout.

New publicly accessible open space should be generally at natural ground level, or within 0.5m. Opportunities for significant tree planting should be incorporated in the courtyard, despite the potential for basement car parking below.

Design Objective A4:
To create buildings and frontages which invite public access and usage, and support activity through land use and design.

Design requirements:

Building frontages, especially at ground floor level, and the configuration and distribution of activities in new buildings, should be designed to maximise interaction between the buildings and the public realm/community. Built form which becomes an ‘island’ or disengages with the surroundings is not appropriate in this location.



Waterfront Place Notional Ground Floor Uses / Frontages

Theme B | ‘responsive’

Design Objective B1:
There is opportunity for a taller built form located east of the central pedestrian link, which forms a ‘marker’ to the locality.

Rationale:
The site is at an important location in the urban structure – it is the terminus of ships and trams, a key linkage to Melbourne CBD, a local activity node and a place of heritage and cultural significance. Therefore a ‘marker’ built form, of appropriate scale, is seen as appropriate in this location.

Design requirements:
Higher-density development within mid-rise built form (8-12 storeys) is seen as appropriate in this location, given the built form context, sensitive interfaces, heritage considerations and potential public realm impacts, and the strong civic/community role of the site and wider precinct.

The tower form is envisioned to extend up to 12 storeys in total height (including podium).

The tower form should utilise design techniques to avoid a monolithic or bulky appearance. These may include vertical recesses, ‘breaks’ in the form, lightweight materials, transparency and other techniques.

The form should be elongated or linear in plan, oriented generally NW-SE, to appear most slender as viewed from the beach to the east of Waterfront Place. This orientation also optimises views from the building to the bay and the CBD.

Detail design and materials of the tower form should reinforce its visual lightness reduce the sense of bulk or mass.

Design Objective B2:
To distribute building mass in a configuration appropriate to site interfaces and adjoining built form.

Rationale:
The site interfaces with a range of urban conditions, including Station Pier, the beach and low-rise residential development. This requires a complex response to allow new development to effectively respond to these diverse interfaces.

Design requirements:
The west building frontage should be setback 2m from the site boundary, to allow footpath widening along the north side of Waterfront Place.

The west building should range in height as follows:

- 3 storeys at the north (Beach Street interface)
- 5 storeys in central section (facing rear of heritage Station building)
- 7 storeys at the south (Waterfront Place frontage)

The upper level of the west building should be setback approximately 3m from the building frontage, to create a recessive ‘top’ to the building.

The east building should incorporate a podium up to 4 storeys in height.

The tower form should generally be set back significantly from the podium edges, but with opportunity for the tower to be located close to, or even over, the podium edge at the narrow tower ends, subject to a high-quality design outcome.

The tower form should be up to 12 storeys in height, including the podium.

The tower form’s width and shape should be designed to respond to a range of views and vistas, with varied views from different locations.

Design Objective B3:
To respond positively to the heritage Railway Station building.

Design requirements:
New development should seek to ‘frame’ the existing Station building, forming a neutral backdrop that does not dominate the Station building.

Built form in close proximity to or adjoining the Station building should be of low-medium scale (up to 5 storeys) to support an appropriate built form relationship and a transition towards taller built form further east.

The location and form of new buildings should reinforce the integrity of the Station building as a ‘standalone’ building in its original form.

The design response to heritage considerations should be subject to guidance and assessment by an experienced and reputable heritage architecture specialist.

Design Objective B4:
To respond positively to the wider maritime context and heritage of the locality.

Design requirements:
Initiatives to reflect and respond to the maritime heritage and character of this location should be embedded in new development, in a refined and authentic way, which avoids ‘themed’ or pastiche techniques.

Public art should be integrated with new built form and public spaces on the site, to reflect and respond to the history, heritage and character of the location.

Design Objective B5:
To positively address the adjoining streets and public realm spaces through new development.

Design requirements:

Ground level perimeter frontages should be at least 80% activated at ground floor level, i.e. visually permeable frontages with active uses (at least for daytime) occupy 80% of the façade perimeter, including frontages to through-site links.

Upper level building perimeter frontages should be at least 90% activated.

On-site car parking should be located in full basement levels (i.e. not half-basement) in order to minimise detrimental impacts on building frontages.

A continuous canopy above the widened footpath to Waterfront Place should be provided above the ground floor frontages of new buildings.

Podium frontages should be articulated and visually ‘broken up’, creating opportunities for diverse expression and multiple functions, in response to the intensive public realm activity in this area.

New buildings should incorporate visual diversity and complexity in their design and expression.

Building massing, design and expression are important public realm considerations, as the appearance of built form (especially larger buildings) can have a significant influence on the experience of the public realm. This consideration should strongly inform the development design.

Design Objective B6:
To respond appropriately to key views of the subject site through new development.

Design requirements:

Built form massing should be configured to provide diverse views from different positions, and to reflect complexity, variation and layering of forms, rather than simplistic, bold or bulky forms. This may include building stepping, recesses, and bends or folds in facades.

Buildings should be located with consideration of how they will be viewed in relation to one another, and to existing surrounding buildings.

The taller form should be designed to appear slender in proportions, avoiding any bulky or monolithic forms.

The taller form should be oriented to appear most narrow as viewed from the beach (i.e. from the south-east), with its wider view visible from Station Pier environs (i.e. from the south-west).

The design of taller building form(s) should be effective and appropriate the building proportions (height and width, in all dimensions), including consideration of building elements or components, profile, setbacks, materials and features, such as solar shading devices and external balconies.

Design Objective B7:
To respond effectively to solar orientation to manage sunlight access and shadow effects.

Rationale:

The beach frontage, pathways and Station Pier forecourt may experience shadow impacts from new development on the site. The location and form of new buildings must be informed by projected shadow effects, to achieve an appropriate balance of sunlight and shade in the public realm.

Design requirements:

Primary public open spaces on the site should be located relative to built form for optimal reasonable solar access.

Buildings should be configured and designed to manage shadow effects on the public realm, avoiding unreasonably detrimental impacts

Solar access to key building frontages should be maximised, such as areas identified for outdoor dining, community uses and residential outdoor spaces.

Direct solar access to residential dwellings should be maximised. South-facing apartments should be avoided where possible, acknowledging that the high-value water views are to the south of the site.

Design Objective B8:
To respond effectively to wind and other microclimate considerations.

Design requirements:

This open waterfront location can be exposed to significant wind effects. Building forms should be shaped to minimise wind impacts on the public realm and other outdoor spaces.

Wind effects from proposed building forms should be thoroughly tested, and modifications made to avoid any significant impacts.

Theme C | ‘mixed’

Design Objective C1:
To accommodate a broad range of land uses within the development, especially at the lower floor levels.

Rationale:
Redevelopment on the site should contribute to a vibrant, diverse, safe and enjoyable place, which activates the surrounding public realm during daytime and evening hours, while mitigating potential negative impacts.

Design requirements:
Significant redevelopment on the site should accommodate a broad range of land uses, including:

- retail and food and beverage spaces
- community uses, such as meeting rooms, gymnasium, childcare or other facilities
- small commercial office/studio spaces
- townhouses or home/office units
- residential apartments
- shared amenities
- accessible green roof spaces

Where appropriate, internal paces should be designed to accommodate different uses over time, such as retail, commercial, food and beverage or community activities.

Design Objective C2:
To configure ground floor frontages to respond to the varied site interfaces, through appropriate land uses.

Design requirements:
Ground floor areas should accommodate a mix of land uses, generally configured as follows:

- retail and food and beverage spaces, at ground floor level fronting Waterfront Place, and potentially part of the new laneways
- community uses, such as meeting rooms, gymnasium, childcare or other facilities, at ground floor level facing the central courtyard
- small commercial office/studio spaces, at ground and podium levels fronting Beach Street and new laneways
- townhouses or home/office units, at ground and podium levels fronting Beach Street.

Design Objective C3:
To provide for real residential diversity within the development.

Design requirements:
Deliver a mix of 1-, 2-, 3- and even 4-bedroom dwellings within the development, to encourage a diversity of household types, including families, to live here. This approach is also in keeping with the adjoining Beacon Cove estate.

Incorporate flexible units, studios and home-office units to facilitate a range of living/working configurations.

Home-office or ‘SOHO’ units may be located along the Beach Street frontage at ground floor and levels above.

Design Objective C4:
To support diverse commercial activities through varied, flexible tenancy spaces and potential for affordable rents.

Design requirements:
Ground floor tenancies should be diverse in size and configuration, including opportunities for very small operations such as coffee kiosks.

The configuration of tenancies, building structure and access provisions should maximise flexibility and adaptability.

Theme D | ‘contributory’

Design Objective D1:
To contribute to enhanced streetscape amenity at the site edges

Design requirements:
A streetscape canopy should be provided over the full extent of Waterfront Place northern footpath to a depth of at least 1.8m, above ground floor level of new built form.

Ground floor facades and shopfronts should be designed to facilitate and encourage passive surveillance and visual interaction between the buildings and the public realm, while also providing appropriate privacy to residential spaces. This may be achieved through extensive windows, minimal setbacks and appropriate fencing and landscaping design.

Redevelopment of the site should incorporate new footpath pavement, streetscape tree planting and other public realm improvements, subject to detailed design and confirmation with Council.

Design Objective D2:
To incorporate locally-appropriate landscaping and planting within built form and open spaces on the site.

Design requirements:
Investigate the potential for façade planting or ‘green walls’ to enhance the appearance and thermal/water conservation performance of new buildings.

Significant rooftop and/or podium spaces should incorporate appropriate landscaping/planting, to be visible from the streetscape where possible.

Design Objective D3:
To balance passive surveillance and activation with residential privacy and views, through façade and balcony design.

Design requirements:
Balconies may extend beyond the building line along the Waterfront Place frontage, given that this frontage will be set back 2.0m from the site boundary.

At the Beach Street frontage, balconies should be incorporated with the site boundaries.

Upper level balconies should not overhang or protrude into new pedestrian laneways through the site.

Balcony designs and profiles should help to animate the facades.

Balcony balustrades should provide for views out from internal spaces, as well as appropriate privacy for residents. Balconies and terraces on the lower 3-6 floor levels should contribute to opportunities for passive surveillance and visual interaction opportunities with the public realm.

Theme E | ‘quality’

Design Objective E1:
To respect and respond to the valued maritime heritage and character of the precinct, in the design of buildings and open spaces on the site.

Design requirements:
The design process should identify ways to ensure this development is ‘of’ the locality and relates to its heritage, function and complex nature.

Design responses to the maritime heritage and character of the area should be subtle, refine and authentic, and should not reproduce symbols or references. Public art, integrated with the building or open space design, is seen a potentially a suitable vehicle for achieving these references, as well as materiality, building proportions and building elements/detailing.

Design Objective E2:
To deliver buildings which are highly responsive to localised climatic conditions (wind, sea breezes, salty air, precipitation, solar orientation etc.)

Design requirements:
New buildings should incorporate sun-shading devices as an integral part of the design, especially for north- and west-facing frontages. An integrated approach to façade design, internal planning, balcony design and passive ESD is encouraged and supported.

Materials which are contextual and locally appropriate should be utilised, with consideration of weather effects, ageing and maintenance.

Building forms, window openings and outdoor spaces should be located and oriented to optimise benefit from climatic conditions, maximise comfort and ESD performance, and minimise impacts from unfavourable conditions.

Design Objective E3:
To achieve architectural design excellence, through site-responsive, considered and refined design.

Rationale:
The prominent location and high level of visual exposure of this site, as well as its value to the community historic role, demands a very high quality architectural design response.

Design requirements:
Significant variation in design and materials should be achieved, within an integrated, cohesive framework, with the various buildings, podium forms and tower elements being visually distinct, and with further fine-grain articulation and variation.

The composition of building forms and elements, open spaces and planting, should be carefully refined and resolved.

It is encouraged that redevelopment proposals be assessed by an independent ‘design review panel’ to test the proposals and encourage improved outcomes.

Theme F | ‘adaptable’

Design Objective F1:
To provide for flexible residential spaces, which can accommodate a broad range of household types and sizes, as well as home-working activities and other modes of occupation.

Design requirements:
Alongside housing diversity as discussed above, dwelling units which are flexible and adaptable are encouraged, to accommodate changing needs and demographics over time.

Residential types which can accommodate a range of household types (singles, families, children, students, group share houses etc.) are encouraged.

Residential types and sizes which encourage a significant proportion of owner-occupied dwellings in the development are encouraged, to support community development.

Design Objective F2:
To ensure that commercial, retail and community spaces and car park areas at ground floor or upper levels are adaptable for changing of uses over time.

Design requirements:
Ground floor tenancy spaces should be configured for adaptability, in terms of size, area and shape, structural elements, access and deliveries arrangements, and building services.

Floor-to-floor heights, floor levels and threshold details should be designed to allow for changing uses over time.

Any above ground car parking areas should be adaptable to other uses in the future, through appropriate ceiling heights, access and structural configurations.



Public Realm Concept Design

D1. public realm concept: ‘theatre of flow’

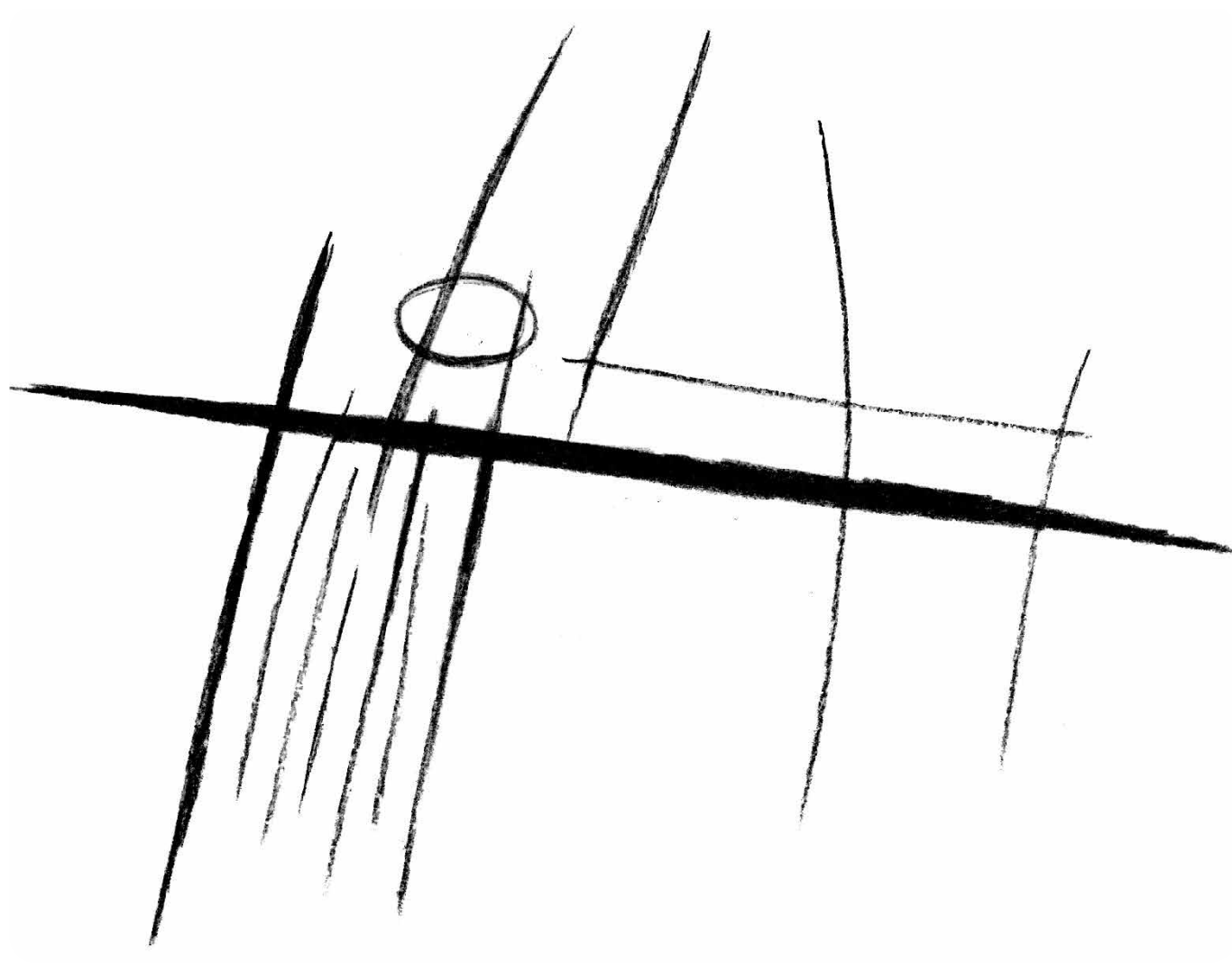
Waterfront Place will be a compelling, exciting place to be. It integrates recreation and a working port, celebrating the immense scale and constant activity of the port to build an enriched layered place for people. The natural landscape, as well as the successive layers of industrial use across the site, have inspired the shaping of new forms and places, to create a series of linear functional landscapes.

Traversed and linked by the Bay Trail, the new public spaces present a series of diverse experiences, which change as the ferries and ships come and go. The patterns of movement of people, cars, trams, buses and freight heavily influence the spatial program of the public spaces. At the heart of the new public realm, Port Plaza provides a transport hub and a place to pause and enjoy the bustling water’s edge.

Historic Port: Movement and Communicating with the City



Concept Diagram

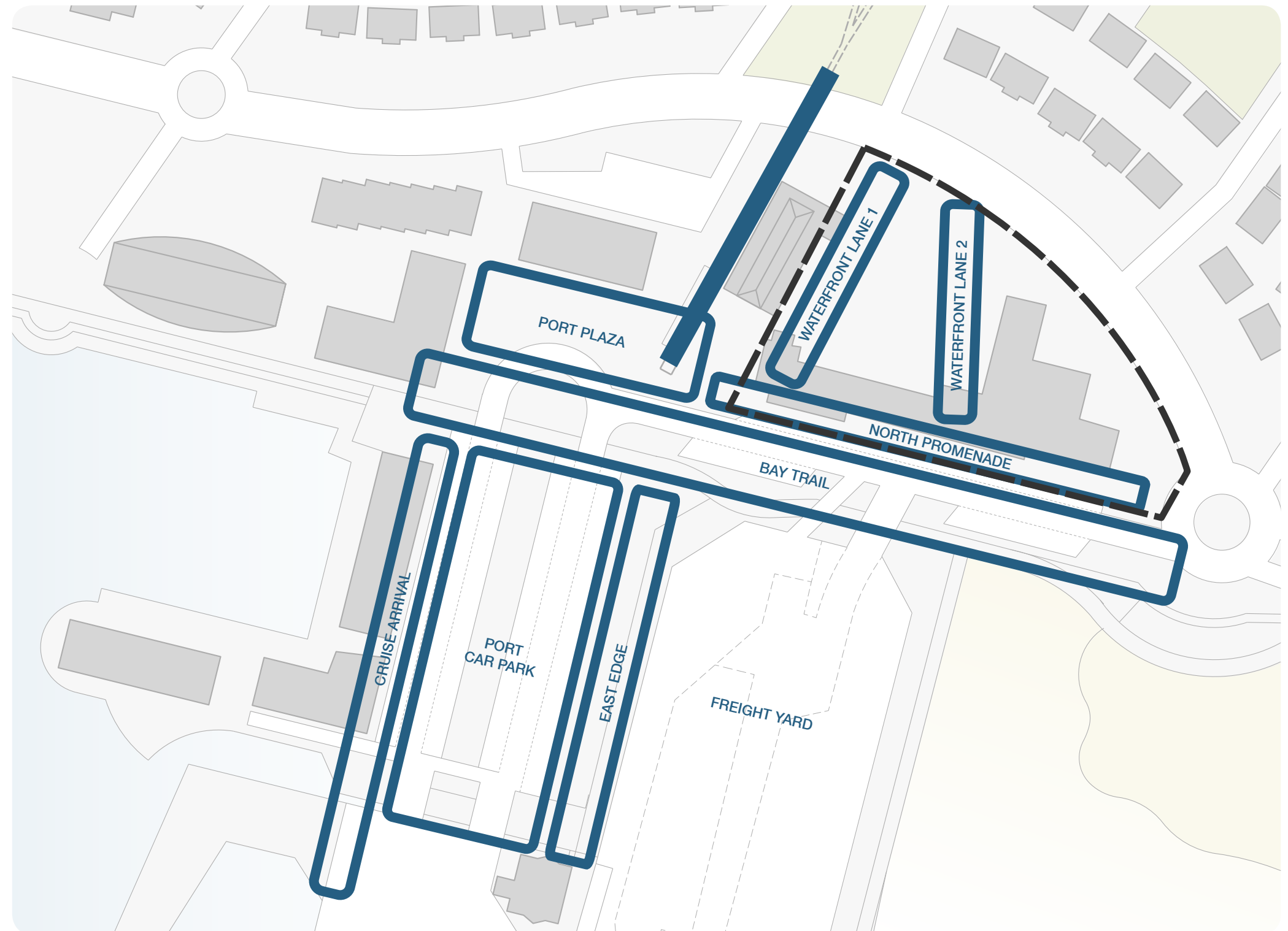


D2. public realm zones

The public realm of Waterfront Place will be upgraded and enhanced to create a distinctive, compelling 'port-side' place. A series of distinct urban spaces will celebrate the industry and recreation uses and offer a rich, and real water's edge experience that is unique to Waterfront Place.

The key urban spaces include:

- Bay Trail
- Cruise Arrival Walk
- Port Plaza
- North Promenade
- Waterfront Place Lanes
- Port Car Park
- East Edge



Waterfront Place Public Realm Zones

D3. proposed functional layout

The public realm will be improved to re-establish Waterfront Place as a premier destination for Melbourne. The functional layout presents a series of ideas for helping to promote the assets of the site and create a strong character and memorable place. These ideas are aimed at developing a long term aspiration for the site and are subject to further review by stakeholders.

Bay Trail

- 1A Upgraded path materials and new palm tree planting
- 1B New queuing lane
- 1C Raised pedestrian crossings

Cruise Walkway

- 2A Widened / upgraded path materials and shelter canopy
- 2B Widened café terrace area
- 2C Swale edge collects and filters rain runoff from car park

Port Square

- 3A Shade canopy over café terraces and informal seating
- 3B Realigned Sandridge rail trail provides additional space around tram stop
- 3C Bus stop
- 3D Interactive water feature
- 3E Mounded viewing lawns
- 3F Existing café seating retained
- 3G Existing café seating relocated to the north side of the plaza
- 3H Realigned parking provides additional space for Sandridge Rail trail
- 3I Rail trail connected to the Bay trail

North Promenade

- 4A Upgraded, widened footpath, new paving and palm trees
- 4B Active facades
- 4C New crossing

Waterfront Place Lanes

- 5A New connection to the east of the heritage station
- 5B Active facades
- 5C New laneway connection
- 5D Public use pavilion
- 5E Publicly accessible garden courtyard

Station Pier Car Park

- 6A Flexible open space changes use at different times to cater for normal operation, ferry loading, cruise ship arrival and special events such as markets.
- 6B Tree planting integrated to the functional layout provides structure and shade
- 6C Additional queuing lane

East Edge: Coastal Play Forest

- 7A Themed play park with native coastal forest
- 7B Glimpse views to the TT freight yard



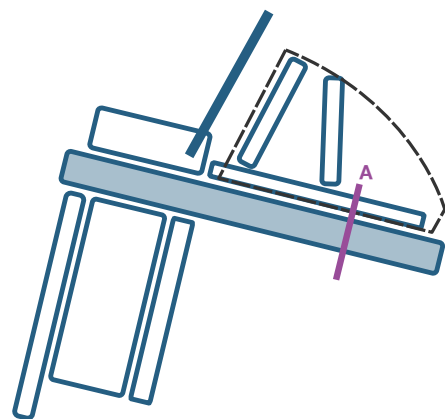
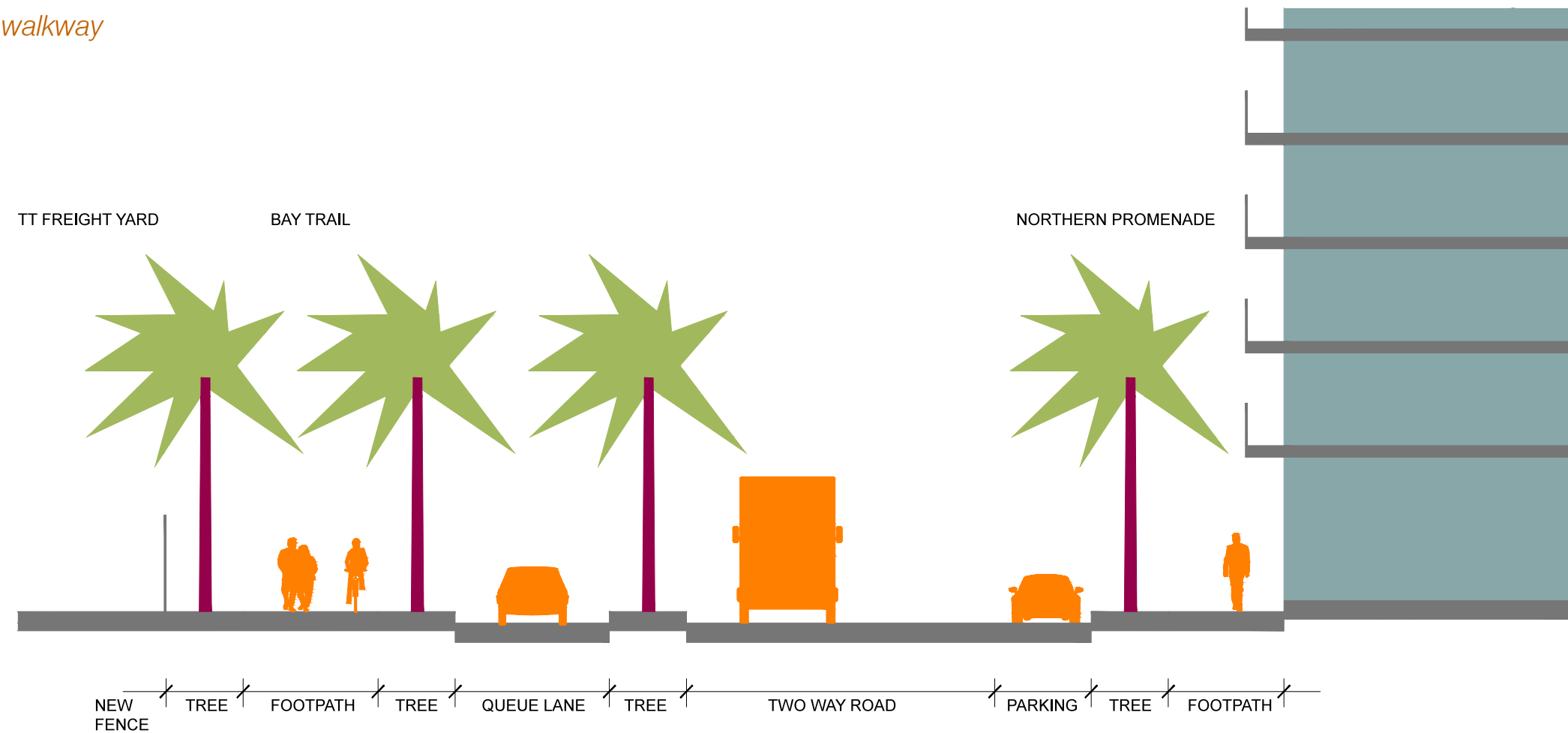
Waterfront Place Proposed Built Form and Public Realm Functional Layout

D4. proposed layout sections

Section A: Bay Trail | recreation 'super' walkway

The Bay Trail will provide a highly visible pathway connecting along the shoreline. The main enhancements will include:

- widened path to provide a consistent minimum width for a shared pedestrian cycle path
- more Palm trees, introducing a line of trees on the southern side to create an avenue and increasing the frequency of trees to be at a maximum of 10 metres apart. Trees should be planted in tree pits within paving to maximise the useable path width
- paving will be upgraded along the central path with bold patterns to increase the importance of the path and reduce the speed of cyclists
- upgraded fence to the south boundary with the TT freight yard
- raised crossings and continued path material to reinforce the pedestrian and cycle priority at crossings
- truck queue lane will be introduced to reduce congestion



Precedent references

The three photographs show: 1) A wide, paved path with palm trees and a building facade (Alicante, Spain). 2) A paved area with a raised crossing and a car (Brighton, UK). 3) A paved area with bold, wavy patterns (Cocacobana, Rio, Brazil).

A strong avenue of palm trees is created by adding an additional line of palm trees on the southern side of the path providing definition and shade (Alicante, Spain)

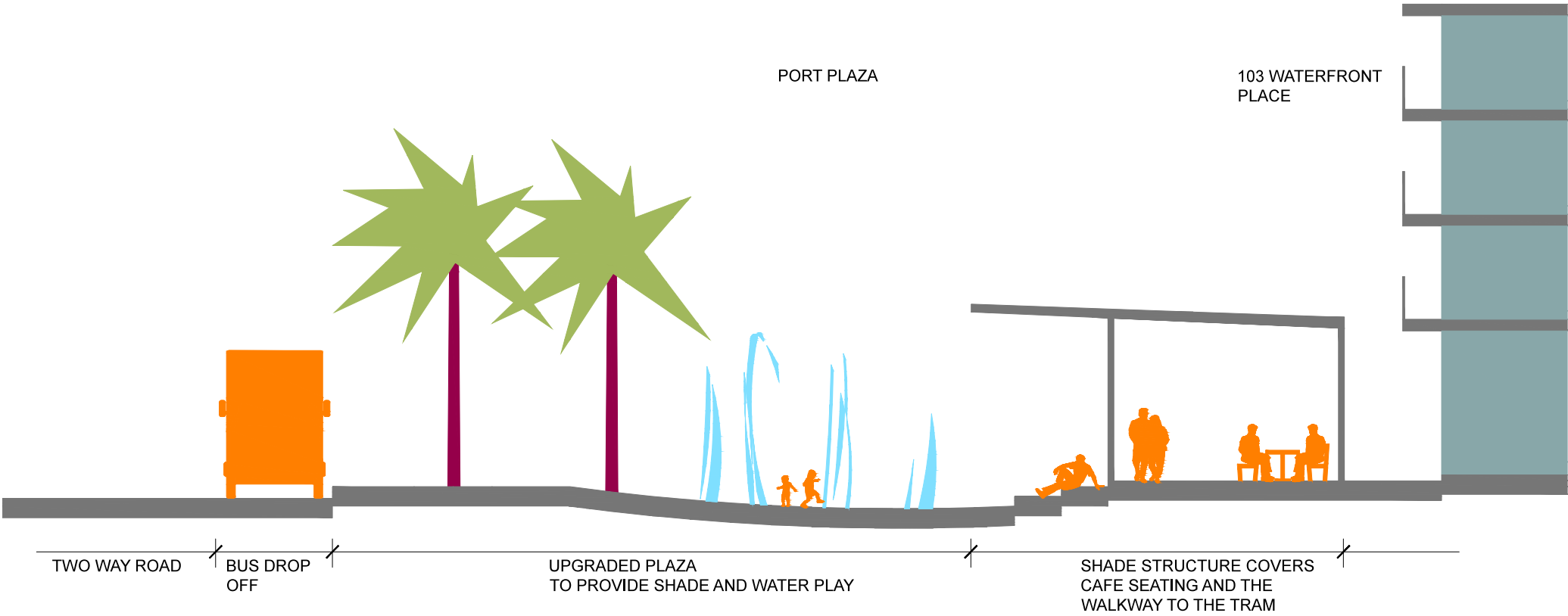
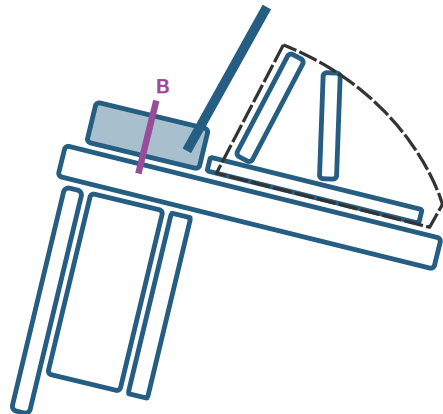
Upgraded paving and raised crossings prioritise pedestrians (Brighton, UK)

Bold paving colours help to emphasise the Bay trail as the major circulation path (Cocacobana, Rio, Brazil)

Section B: Public Plaza | Melbourne's beach + city square

Port Plaza will offer an intense urban sea-side experience. Only 15 minutes tram ride from Southern Cross, it will be a destination in its own right and would become a significant part of the Melbourne cityscape. Port Plaza is where the beach meets the port, providing the visitor to this place with a vantage point to observe the compelling activity of the port function. The design of Port Plaza will be inspired by the history of the place both the natural landscape and the past industries of the site. Port Plaza will redefine the heart of the Waterfront place urban experience, and include:

- palm trees planted closely together provide shelter and shade
- café terrace seating around the north and west edges provide a relaxed setting for people watching
- a series of mounds and valleys recall the dune-scape of the original natural environment
- a water play feature located centrally in the square providing a fun, energetic space for children and adults
- a long covered walkway from the cruise ship dock which will terminate along the west edge of the square
- bus parking along the southern edge which provides an easy link for cruise ship arrivals and or connections to the city
- widening and realignment of the city trail bike path to the east to provide more space around the tram stop
- relocation of the road to the south to provide a higher quality of space around the tram stop
- Upgraded paving to provide a high quality and robust urban space



Mounds and dishes reflect the topography of the long disappeared natural dune-scape, providing shelter and vantage points for views (Federal Courthouse Plaza, Minneapolis Minnesota)



Dished areas provide focal spaces and collect water (Plaza de Espana, Tenerife, Canary Islands)

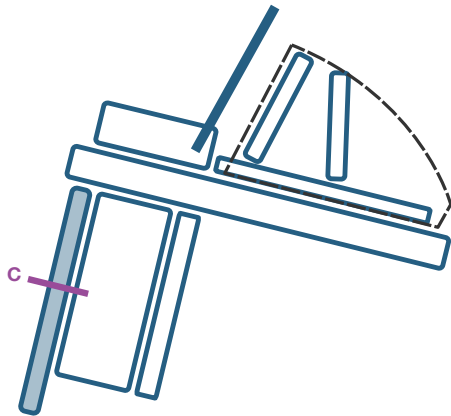
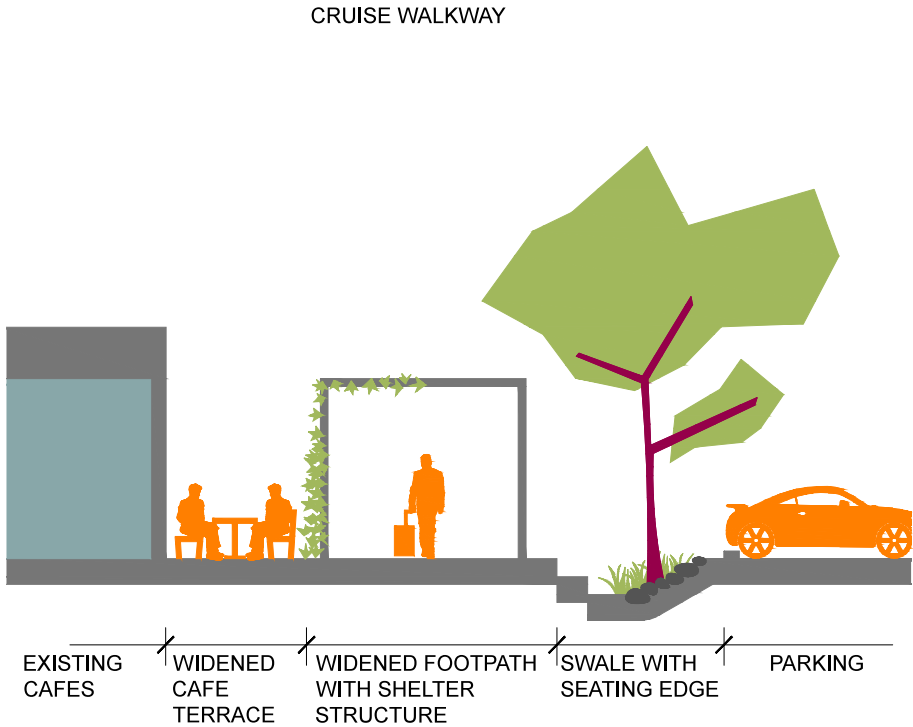


Interactive water play (Somerset House, London, UK)

Section C: Cruise Arrival | *a point of welcome to Melbourne*

The western edge of the pier will be upgraded to provide a memorable walkway for pedestrians arriving from the cruise ships. The main enhancements will include:

- a widened path to provide a generous walking area for pedestrians
- a covered shade structure running the length of the walkway creating a strong definition of the route and providing shelter from the elements
- high quality paving
- a café terrace to the west of the walkway
- a swale running along the east edge of the walkway capturing and filtering runoff from the car park for use in the Port Plaza water feature



Precedent references

Iconic architecturally designed canopy creates a strong impact and legible wayfinding for new visitors to Melbourne (Centre for the Arts, Valencia, Spain)

High quality pathway paving and shelter structure will create a strong impression of Melbourne for visitors (Houtan Park, Shanghai, China)

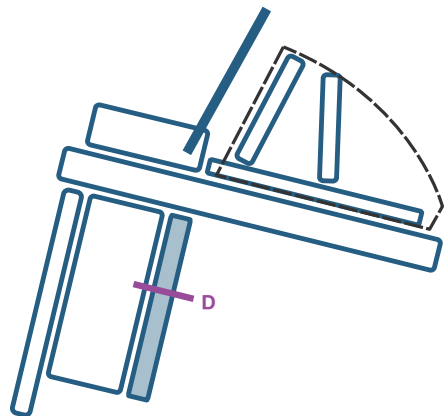
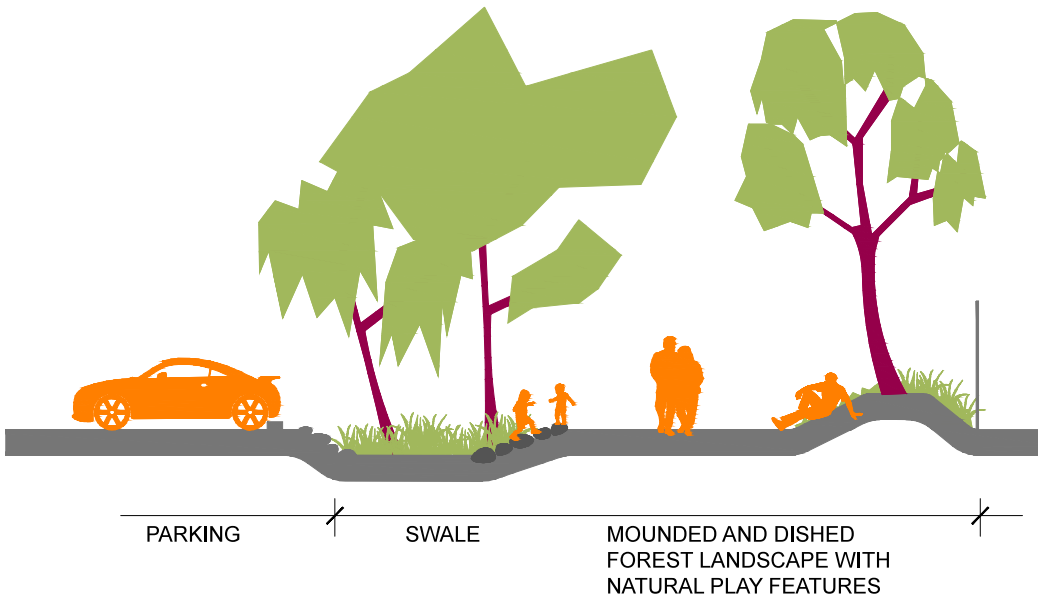
A linear water channel defines the edge of the walkway, capturing and filtering the water runoff from the adjacent car park (Millennium Park, Chicago USA)

Section D: East Edge | coastal dune play

The eastern edge of the pier will be re-landscaped to create an undulating dune-scape with native coastal forest planting. A series of clearings and plateaus will provide play spaces themed around the natural landscape. A winding pathway provides filtered and direct views of the TT Freight terminal allowing the motion of the freight to animate the experience of the play spaces. Key enhancements include:

- undulating landform of paths and spaces
- native planting
- tree planting buffer zone
- selected vistas of the TT yard industry

COASTAL DUNE PLAY



Precedent references



Canopy trees provide structure and shade reducing the urban heat island effect (Harbour Esplanade, Docklands, Melbourne)



Strong formal designed layout to relate to the wider context and history of the space and build a strong memorable identity (Hoenheim-Nord Terminus, Strasbourg, France)

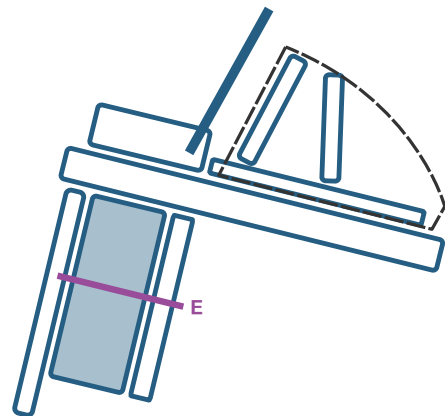
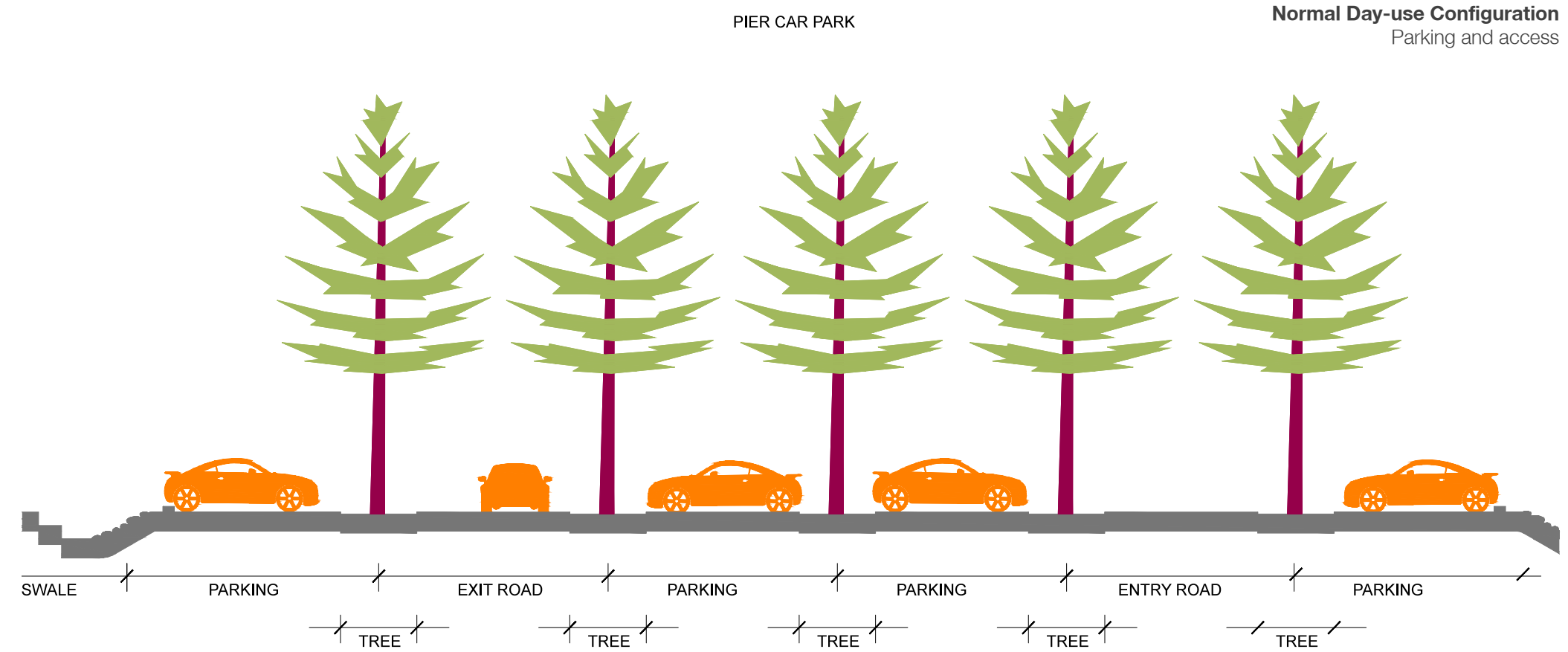


A flexible layout to enable multiple uses for the car park such as a market during quieter times (Collingwood farmers market, Melbourne)

Section E: Pier Park | multifunctional pier parking / circulation / market space

The car park will be reconceived as a multifunctional public space – a hard stand area beneath a grid of shade trees. During normal operation, the space will be used as access and car parking for the pier. During the ferry loading times, the car parking will be converted to queuing lanes. At weekends or for special events, the car parking areas can be used to create a large market space. On cruise ship days, the space can be converted to provide additional taxi and bus transfer spaces. The main enhancements will include:

- resurfaced asphalt hard space, re lined with different colour paint representing the lanes/parking/market plots depending on the use
- swales along the east and west edges capture and filter the run off from the car park to supply irrigation and the Port square water feature.
- a grid of trees planted within tree pits flush with the asphalt which provide a canopy of shade and reduce the urban heat island effect of the asphalt



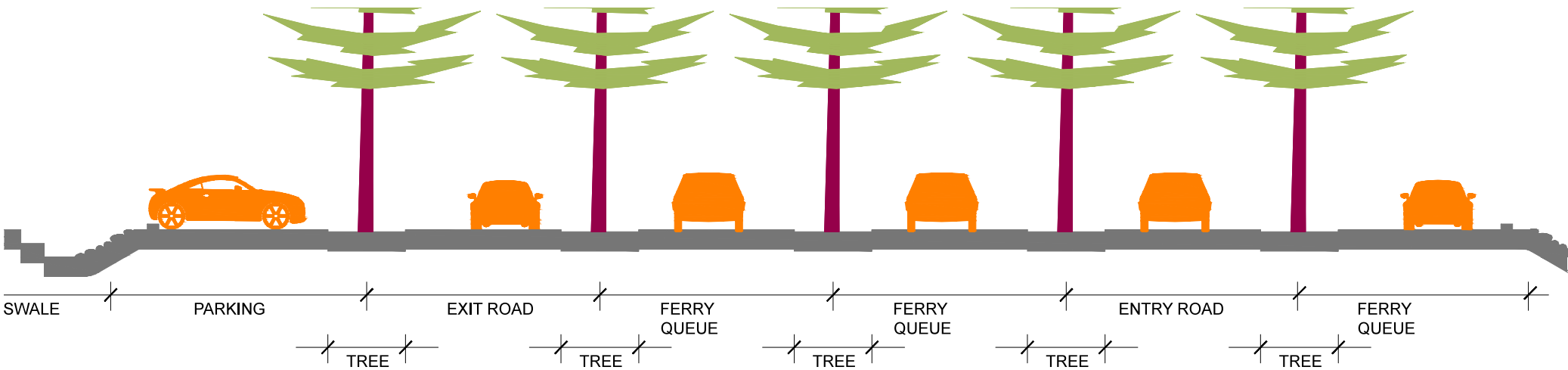
Precedent references

Landscape parkland inspired by the native coastal vegetation of Victoria (Cape Schanck, Victoria)

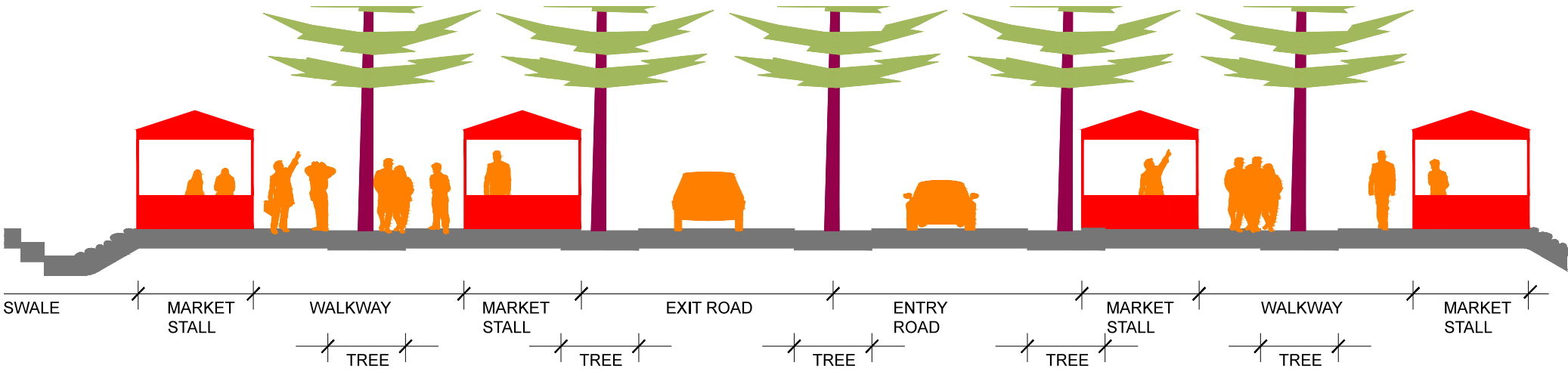
Pathways through dense forest creates a series of intimate spaces (Swamp Paperbark forest, Royal Botanic Gardens, Melbourne)

Play areas explore the materials and forms of the natural environment (Brooklyn bridge park, New York)

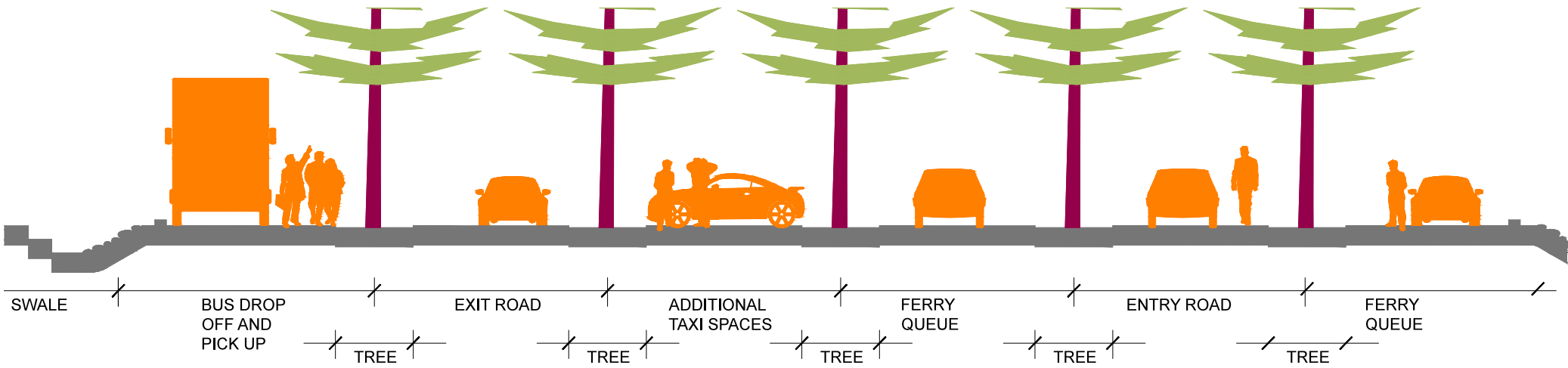
Ferry Loading Configuration
 Parking lanes are changed to become queuing for the Spirit of Tasmania



Market Day Configuration
 Parking isles are replaced with market stalls



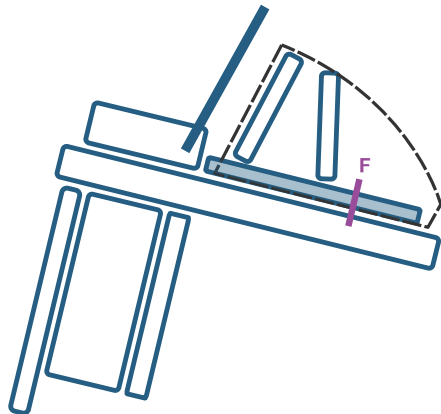
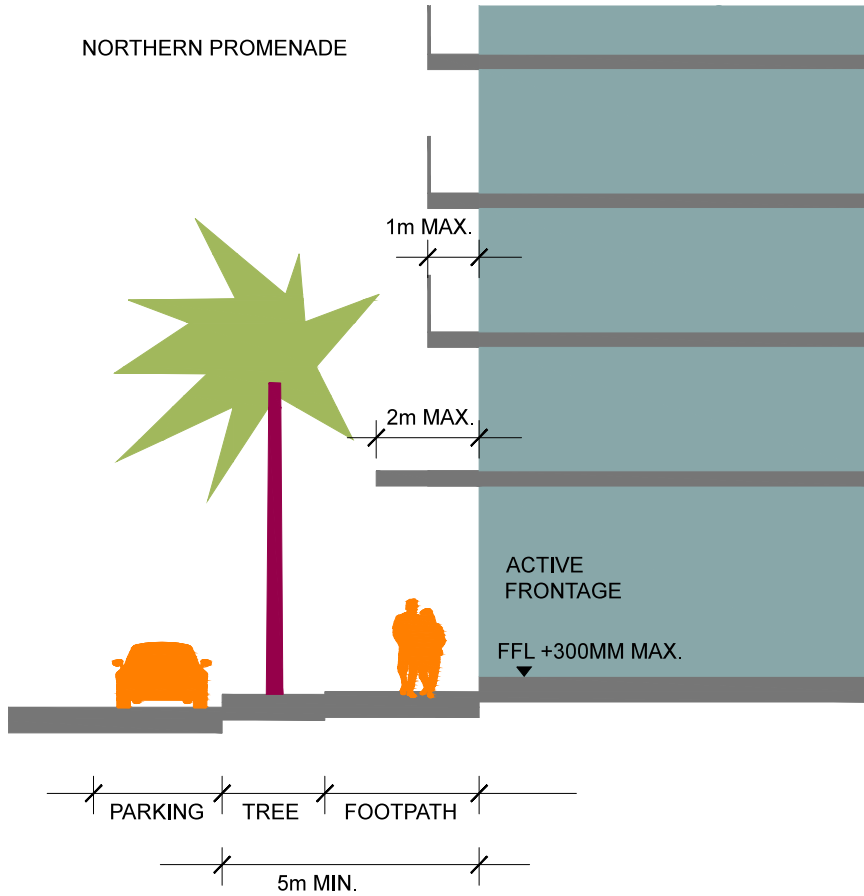
Cruise Day Configuration
 Some parking spaces are replaced with bus drop of spaces and additional taxi spaces



Section F: North Promenade | *shaded, high quality, active walkway*

The north promenade will be widened to provide a comfortable, elegant promenade. Adjacent new built form will be activated at ground level providing additional activity along the path. A single line of Canary Island palm trees will provide strong definition along the route and direct views along the road to the industrial and recreational areas of activity, assisting to reduce the presence of the blank edge of the TT yard. The main enhancements will include:

- a widened pathway
- upgraded surfacing in high quality paving from kerb to building edge
- new Canary Island Palm trees planted at 10 metres apart will replace the existing 'leggy' palms, providing increased definition of the path and improved shade and shelter
- active building edges along the north edge
- parking along the south edge



Precedent references

Upgraded footpath with palms and paving (Valencia, Spain)

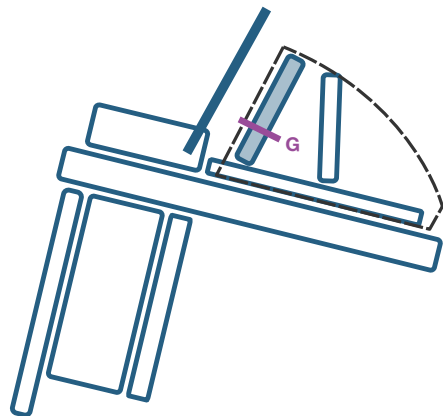
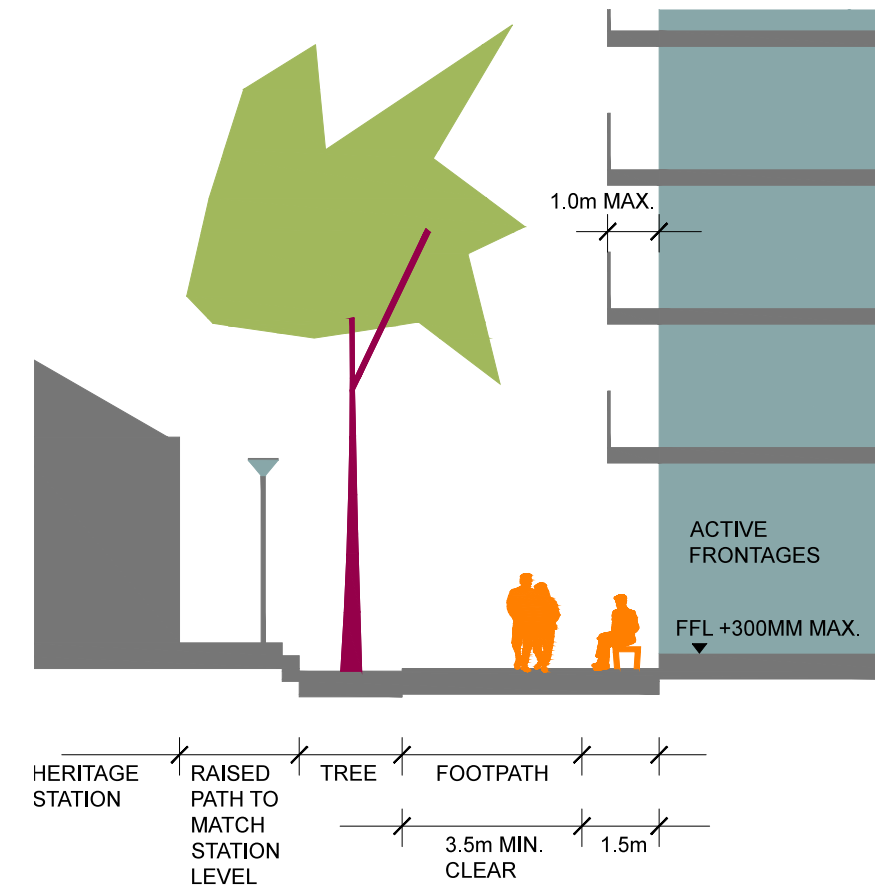
Ground level activation, engages the street and activates the footpath (Casela cycle café, New York)

Raised crossings provide pedestrian friendly connections to the beach (Barcelona, Spain)

Section G: Waterfront Place Laneway 01 | *historic, shaded, active*

A new laneway will be created along the east edge of the heritage station. Providing a buffer between the old and new building, the laneway enables a connection to the neighbourhood to the north. Varying in width along its length, the laneway will be an urban connection with active edges provided by the new building to the east. The main enhancements will include:

- new urban connection providing increased permeability
- improved space around the heritage station
- activated urban link
- high quality paving
- tree planting in wider sections of the laneway



Precedent references



Active facades with cafes and shops engaging with the public realm (Perth, Australia)



Materials and seating sympathetic to the heritage character (Tereul, Spain)

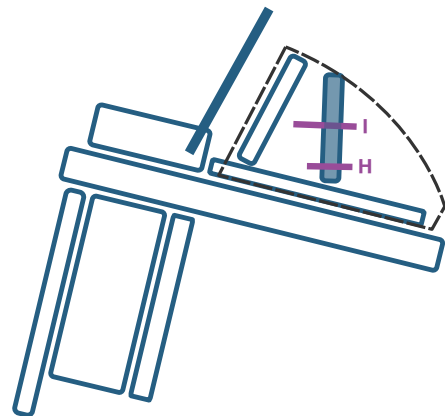


Providing essential urban linkages and an enticing public realm (Chinatown, Melbourne)

Section H: Waterfront Place Laneway 02 | *elegant, shaded, active*

A new public laneway will be created through the centre of the Waterfront place development connecting Beach Street to the west end of the Beach.

- new urban connection providing increased permeability
- linear urban connection activated with shops and offices along the east edge
- new private publicly accessed garden square in along the west edge of the laneway
- high quality paving



Precedent references



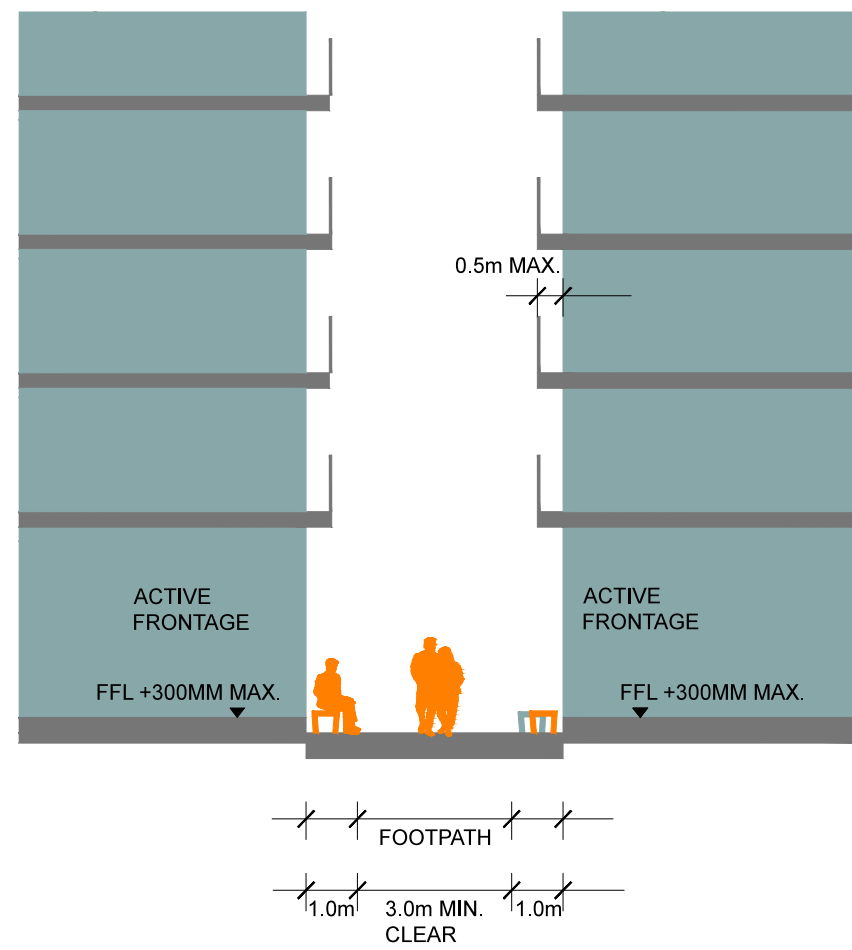
Relaxed public open space amidst planting (The Highline, New York)



Café seating in a relaxed sheltered space (Denmark, Copenhagen)



Space for children's play (Teardrop Park, New York)



D5. proposed experience analysis

Arrival at Beacon Cove by Tram



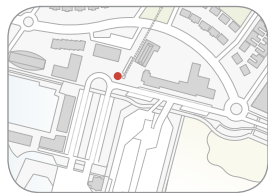
Tram Journey

- Heart icon: Arrival along the green corridor of Sandridge Rail corridor builds expectations of the journey from the city to the sea
- Eye icon: Glimpses of higher buildings through the tree tops announces the approach to the edge of land and the start of the bay
- Heart icon: Upgraded 101 Waterfront place suggests a high quality urban place



Tram Arrival

- Heart icon: Space to get out of the tram and take in the environment
- Heart icon: Smell the sea...
- Heart icon: See the sea....
- Heart icon: The upgraded public realm of the 'Port square' has a strong sea edge character emphasising the bustle of the port within a relaxed beachside environment






Heading North

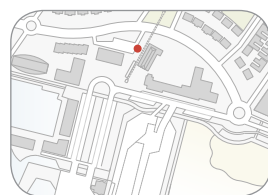
- Eye icon: Glimpse city skyline views
- Heart icon: Well defined shared path
- Heart icon: Shared path realigned to increase space around the tram stop
- Heart icon: Tree planting provides shade and separation to the bike trail








Local Shops

-  Local shops provides supplies for residents and visitors
-  Realigned car park provides more space for the cycle trail and pedestrian path
-  Tree planting provides shade from northerly sun



Beach Street Crossing

-  Safe well defined crossing
-  Strong contrast as you move from the urban beachfront to the 'leafy' residential areas
-  New raised crossing increases pedestrian and cyclist safety

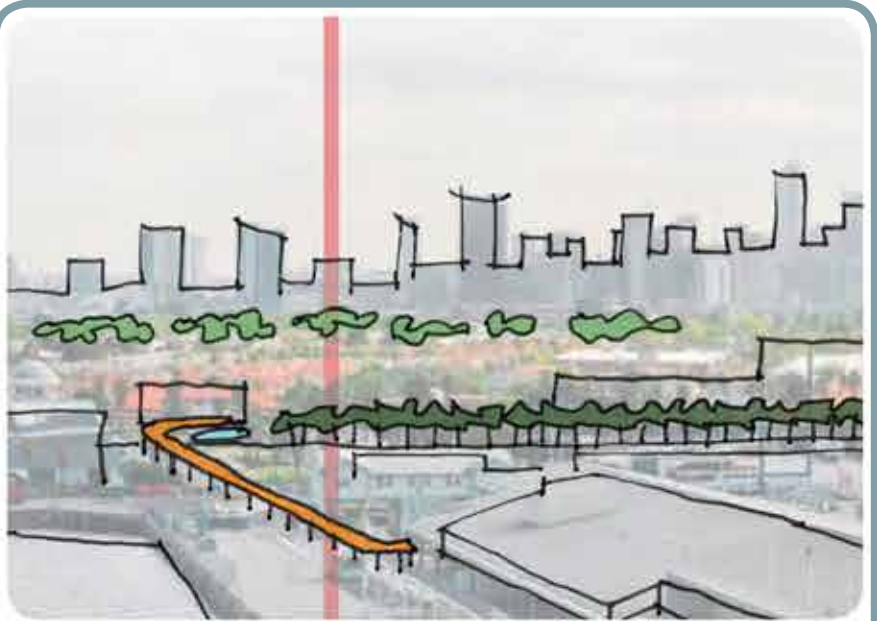


Sandridge Rail Trail

-  Widened shared path
-  Enhanced 'leafy' experience
-  High quality lighting



Journey from the Cruise Ship to the Tram







Cruise Ship View

-  First glimpse of the spectacular Melbourne skyline
-  Leafy foreground suburbs suggest a liveable city
-  The cruise walkway clearly indicates the pedestrian path to the 'Port square' providing simple wayfinding and encouraging visitors to dwell around Waterfront Place
-  A signed information pavilion is visible near the tram provides a focus for the start of the journeys into the city and surroundings
-  The Bay trail palm trees are clearly visible, suggesting the opportunity for a relaxed beach promenade







Crossing from Station Pier

-  High quality pedestrian paving welcomes the visitors
-  Upgraded raised crossing provides safe 'first steps'
-  Water sensitive urban design upgrades to parking areas means that the stagnant water smell is replaced by the smell of sea industry, sea air and diesel fumes
-  Architectural designed canopy provides an iconic sheltered walkway








Access to Waterfront Place

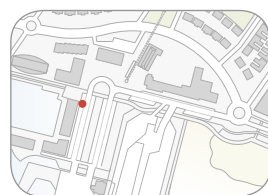
-  Widened upgraded footpath and shelter provides a high quality pedestrian experience
-  Native planting provide hints of Victoria's natural beauty
-  On the edge of the walkway a planted swale captures and filters rain water providing irrigation for native planting
-  Cafes terraces provide a place by the water and close to the walkway










Bay Trail Corner

-  Cafes and expanded café terraces provide space to relax and watch people on the bay trail and the cruise walkway
-  Information hub provides orientation guides for visitors
-  Generous open plaza shaded by palm trees
-  On cruise days bus parking and taxi parking align the cruise walkway delivering visitors from the ship to the heart of waterfront place
-  The cruise walkway canopy and paving provide a defined path towards the tram






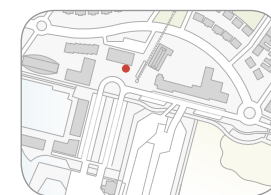
Waterfront Place 'Port Square'

-  New upgraded square provides a focal point for public life at the heart of Waterfront Place
-  Shade from canopies and trees surrounds the plaza providing comfortable informal and café seating areas
-  A central water feature animates the square with interactive water play
-  Designed to reference the undulating dunes of the natural landscape and the lines of the old rail network, the new square has a strong memorable character
-  The cruise walkway and paving defines the route to the tram



Port Square Tram Stop







-  Upgraded public realm improves circulation
-  Re-aligned Sandridge rail trail provides more space around the tram stop
-  New tree planting provides shade



Arrival from the Bay Trail






Heading West from Opposite Donaldson Street

-  Views of the beach, the bay, the Spirit of Tasmania provide an exciting visual experience of contrast and movement
-  The natural character of the beach creates a strong place character
-  A restorative place providing exercise and views
-  Additional crossings provide access to the north side of Beach street
-  Re-programmed pavilions provide interest along the route
-  Additional palm tree planting strengthens the Bay trail







Opposite 1-7 Waterfront Place

-  Beach activities activate the place during summer
-  A new crossing links the beach and the small pier through 1-7 Waterfront place to beach street and the neighbourhoods behind
-  New palm tree planting and widened upgraded path strengthens the presence of the Bay trail and shows it continues past the TT Freight yard






TT Freight Depot Entry

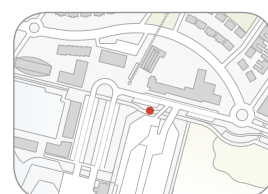
-  Widened upgraded footpath and shade provides a high quality pedestrian experience
-  Raised crossings provide pedestrian and cyclist priority
-  New queuing lane reduces vehicle congestion on cruise days
-  Single shared path encourages slower cycling










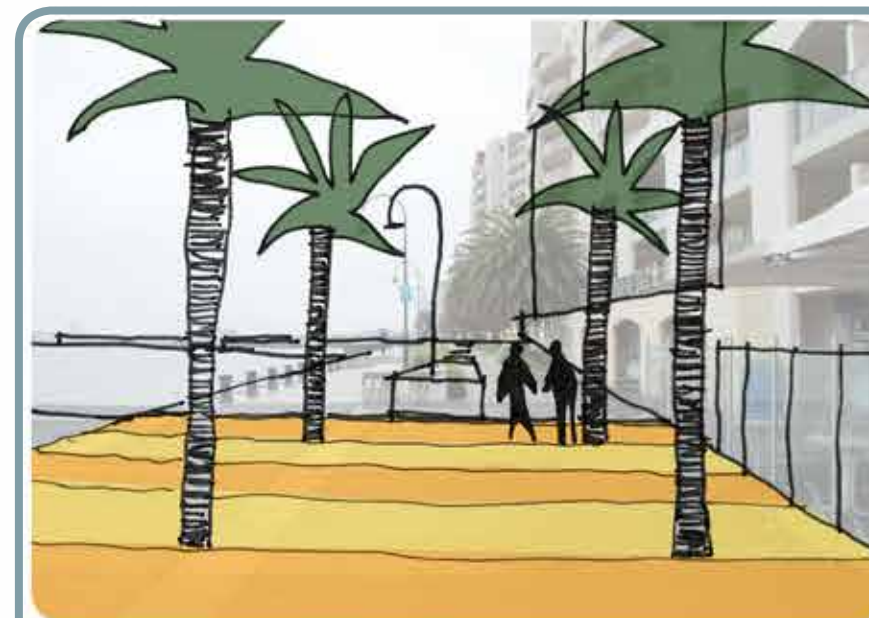
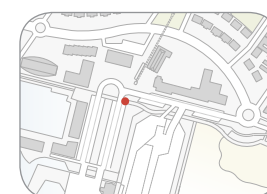
West End of TT Freight Depot

-  Bay trail straightened and native planting replaced with palms to reinforce the Bay trail allowing views through to Beacon cove
-  Bay trail path materials upgraded
-  TT freight depot fence upgraded providing glimpses of the freight yard








Station Pier Crossing

-  Longer views show the Bay trail continues
-  Activated ground floor cafes
-  Raised crossing increase pedestrian safety
-  Connection to the Sandridge rail trail
-  Pier car park upgraded to introduce shade trees and allow for temporary uses such as markets and festivals



Foreshore Promenade

-  Longer views show the trail continues along to Princes Pier
-  High quality public realm
-  Access to the water's edge
-  New palm trees provide shade and shelter
-  Café terraces activate the ground level of adjacent buildings

