

DESIGN GUIDELINES I-7 WATERFRONT PLACE & AMENDMENT C104

PROJECT FACT SHEET



About

The draft Design Guidelines for I-7 Waterfront Place have been prepared to guide any possible redevelopment of the privately-owned site at I-7 Waterfront Place, Port Melbourne.

Design guidelines build on the ideas for the Waterfront Place precinct which are explored in the revised draft Port Melbourne Waterfront Urban Design Framework (2013) (UDF). They also incorporate community and stakeholder feedback, and recommendations from the Transport & Access Study (prepared by URS Australia), Views & Vistas Study (prepared by David Lock Associates), and Design & Development Study (prepared by SJB Urban, and Glas Urban).

Study Area



Future Directions Statement (Design Guidelines I-7 Waterfront Place)

Any redevelopment of I-7 Waterfront Place should be engaging, accessible and responsive to its context. It will be a mixed use development that positively enhances the surrounding public realm and provides the potential for a broad range of activities.

Design Objectives (from proposed Amendment C104)

Theme A - 'engaging, accessible'

- To increase pedestrian permeability and encourage movement through the site at ground level.
- To activate all ground floor frontages by designing buildings that can accommodate a range of land uses that are appropriate to site interfaces.
- To create accessible public space on the site.
- To design and create buildings and frontages which invite public access, usage and support activity.
- To reduce the dependence on cars as the primary mode of transport for residents and visitors.

Theme B - 'responsive'

- To locate taller built form in the eastern portion of the site, forming a 'marker' to the locality.
- To distribute building mass in a configuration appropriate to site interfaces and adjoining built form.

- To respond positively to the heritage Railway Station building.

- To respond positively to the wider maritime context and heritage of the locality.
- To positively address the adjoining streets and spaces of the public realm.
- To respond appropriately to significant views across the Port Melbourne waterfront.
- To ensure built form intended for residential uses (and other noise sensitive uses) in the vicinity of Port infrastructure includes appropriate acoustic measures to attenuate noise to a level suitable for living or sleeping.
- To achieve an appropriate balance of sunlight and shade in the public realm.
- To respond effectively to localised wind and other microclimate considerations.

Theme C - 'mixed'

- To design for a broad range of land uses within the development,

especially at the lower floor levels.

- To configure ground floor frontages to respond to the varied site interfaces, allowing for a land uses.
- To provide a built for that encourages residential diversity within the development.

Theme D - 'contributory'

- To increase pedestrian connectivity and access through the site.
- To ensure the site edges enhance the streetscape amenity.
- To incorporate locally-appropriate landscaping and planting within built form and public spaces on the site.
- To balance passive surveillance and activation with residential privacy and views, through façade and balcony design.

Theme E - 'quality'

- To respect and respond to the valued maritime heritage and

character of the precinct, in the design of buildings and public spaces on the site.

- To deliver buildings which are highly responsive to localised climatic conditions of sea breezes, salty air, precipitation and solar orientation.
- To achieve architectural design excellence, through site-responsive, considered and refined design.

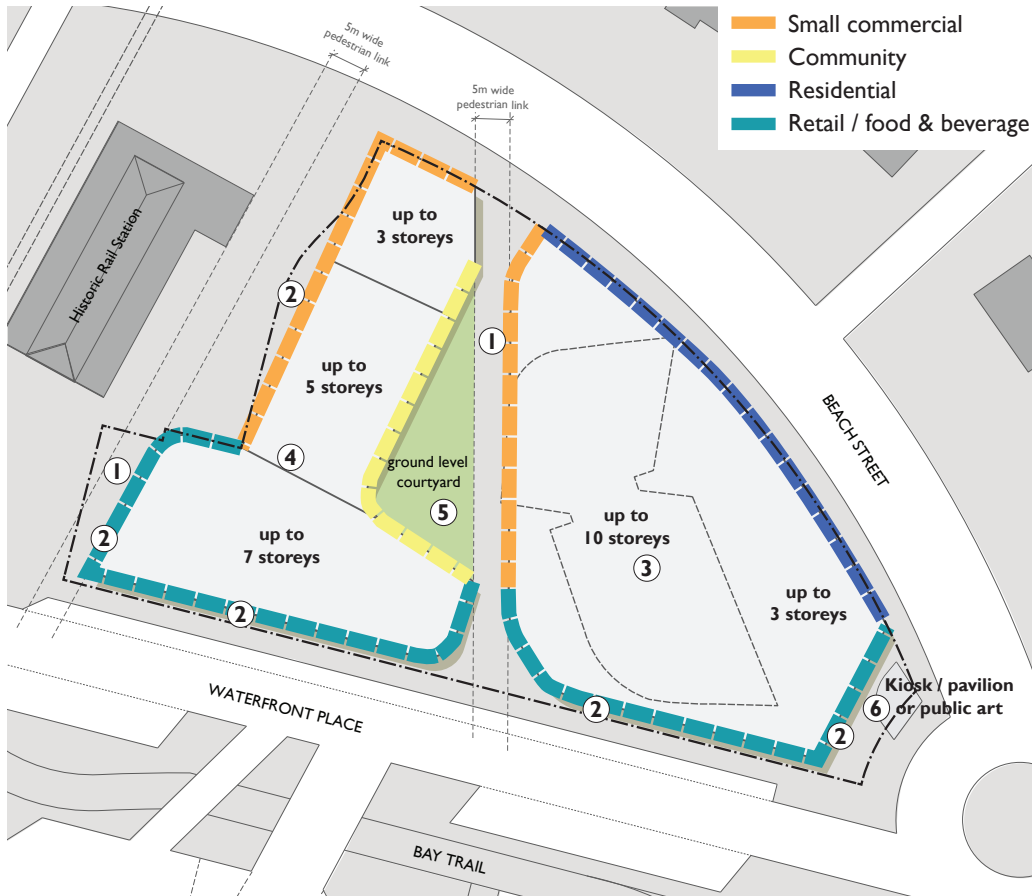
Theme F - 'adaptable'

- To provide for flexible spaces, capable of accommodating a broad range of household types and sizes, as well as home-working activities and other modes of occupation.
- To ensure that development at ground and upper levels is adaptable for a range of uses over time.



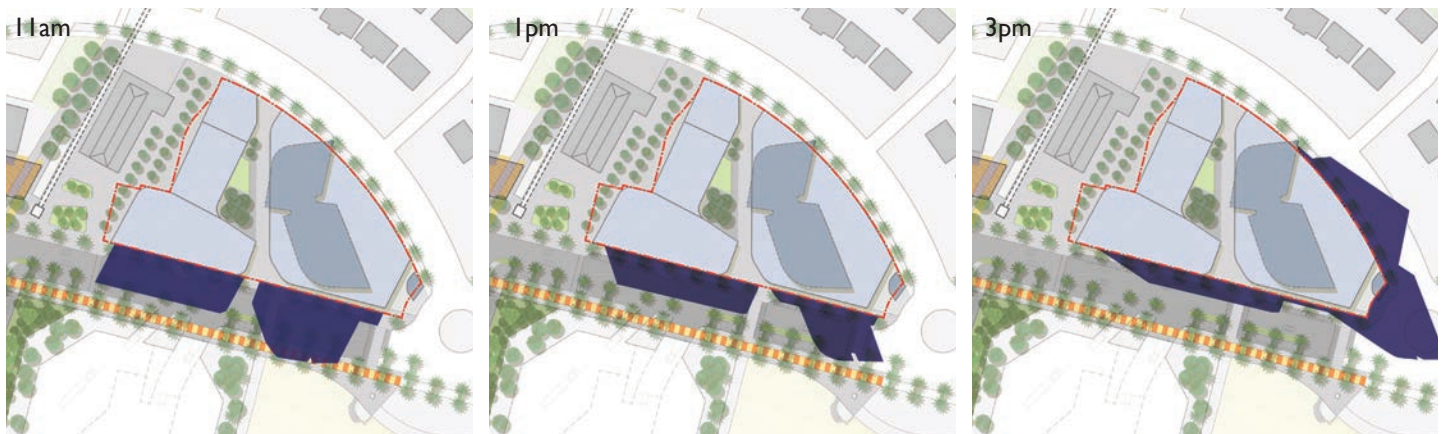
Draft Design Guidelines 1-7 Waterfront Place & proposed Amendment C104

To ensure that the Design Guidelines 1-7 Waterfront Place are able to guide the future development of the site they need to be part of the Port Phillip Planning Scheme. This is achieved through a planning scheme amendment. Council has prepared a draft amendment and is currently waiting on approval from the Minister for Planning to proceed with the formal amendment exhibition process. The formal amendment exhibition process, of at least one month, is expected to commence in May.



- ① Laneways created to increase pedestrian permeability and encourage movement through the site at ground level.
- ② Buildings and frontages designed to invite public access, usage and support activity.
- ③ Taller built form to a maximum of 10 storeys located in the eastern portion of the site to mitigate potential overshadowing and respond to the significant views and vistas across the Port Melbourne waterfront.
- ④ Built forms steps down "behind" the heritage rail station to respect the historic context.
- ⑤ The layout of buildings on the site provide for the creation of a ground level courtyard space adjoining the central north/south pedestrian link.
- ⑥ A small public space is created near the roundabout and activated by public art or a small kiosk/pavilion building.

Preferred location for ground floor uses



Shadow diagram showing possible development scenario on 22 September



For more information you can download or view online at the
Have Your Say web page

www.portphillip.vic.gov.au/haveyoursay

Or view a hard copy at any City of Port Phillip ASSIST counter or library