Architectural Town Planning Submission

150 - 152 Bridge Road & 195 Lennox Street, Richmond

RFI Response - April 2020
1.0 Project Summary
The Proposed Development

The Proposed design aims to contribute to the surrounding public realm by defining a high quality architectural language that will be created with regard to both an urban and pedestrian scale. Being largely set back from the street & an infill site in nature, the proposal has been carefully crafted to stitch together rich industrial heritage culture of Richmond. The proposal seeks to create a carefully curated ground floor which includes additional laneway connections to surrounding streets & laneways, encouraging safe pedestrian passage through and around the site. The design also strives to foster a high level of wellness to be experienced by building users, offering high quality End of Trip facilities accessed from the ground floor laneway and connection to a wellness/yoga space.

Above ground the proposal offers a modern energy efficient office, with high ESD credentials. The Lennox Street wing is integrated with the broader office complex, but could also be used for medical suites with easy access to the Epworth hospital.

The Site

The site at 150 - 152 Bridge Road & 195 Lennox Street is located approximately 2km east of the Melbourne CBD in the City of Yarra Council. The site falls within a Commercial 1 Zone (C1Z) and Schedule 21 of the Design and Development Overlay. Excellent access to public transport and a wide range of local amenity make the site ideally suited to an office development. Additionally, there are two heritage listed building located within the site, a shopfront along Bridge Rd & an 18th Century House facing Lennox St.

The Opportunity

Currently the Bridge Road site is mostly an existing carpark, accessed from lanes exiting onto the Bridge Road shopping strip. The Lennox Street site is a former office complex, which is now derelict. Having a uniquely shaped site with frontages to both Bridge Road & Lennox Street and multiple laneway connections, it enables for a multitude of at grade access points, as well as a brand new through link connecting Bridge Rd to Lennox St.

Project Details

6 storey office building
11,821.1m² total NLA
Quality End of Trip facilities to encourage bicycle use
2 Basement carpark levels
Re-use of 2 Heritage Buildings
Internal laneway connection from Bridge Road to Lennox Street
2.0 Urban Context + Site Analysis
The Site
Located within a strategic node with panoramic views and access to the 4 corners of Melbourne.
Local Amenity

The site is within walking distance to a range of public amenities, including the Melbourne Sports and Aquatic Centre, South Melbourne Market, Clarendon Street shopping district, Eastern Reserve and Sturt Street Reserve. Melbourne’s CBD is just a short tram ride away.
2.0 Urban Context + Site Analysis

Existing Site Photographs

1. View south along Bridge Road frontage.

2. View north to rear of Bridge Road facing properties.

3. View south east to Pelaco building and existing building to be demolished.

4. View north down Wustermann Place.
Existing Site Photographs

1. View of adjacent properties to the north on Lennox Street.

2. View of adjacent properties to the east on Allowah Terrace.

3. View of exiting carpark on site.

4. Existing street frontage car garage on site.

5. Existing heritage building to be retained.

6. View of adjacent residential building to south on Lennox Street.
Existing Site Analysis

Site
- Located at 150-152 Bridge Road, South Melbourne
- Located within The Yarra City Council
- Site area is 1040m². With an 10.5m frontage to Bridge Rd and 17m frontage to Lennox St

Opportunities
1. Ability to engage with numerous views from upper levels
2. Close proximity to tram, bus and train routes.
3. Enhance pedestrian experience between Bridge Road, Lennox Street & adjacent laneways.
4. Enhance the two heritage buildings within the site.
5. Significant site size gives potential to define a precinct through considered built form composition
6. Capacity for significant place making and workplace enhancement
7. Utilise existing lane for car entry.

Constraints
8. 21m Height Control - DDO21
9. Mixed & evolving urban context
10. Proximity to residential dwellings
Planning Zones & Overlays

Property Planning Report
Address
150 - 152 Bridge Road, Richmond
Local Government
Yarra City Council
Directory Reference
Midway 44 E10

Planning Zones

- GRZ3 - General Residential Zone 3
- NRZ1 - Neighbourhood Residential
- MUZ - Mixed Use Zone
- C1Z - Commercial Zone 1

Planning Overlays

- Design and Development Overlay (DDO)
- Heritage Overlay (HO)

Legend

- Subject Site
- Planning Zones
- Planning Overlays

PROVIDED BY LAND MANAGEMENT SURVEYS

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Note: due to overlaps, some overlays may not be visible, and some colours may not match those in the legend.
Planning Controls

Design Development Overlay - DDO21

Views to landmarks requirements
Development must maintain existing views to the Pelaco sign when viewed from:
(A) the footpath on the north west corner of Wellington Parade; and
(B) the Tram Stop 13 on Wellington Street immediately west of Simpson Street.