

# **64 ALEXANDRA PARADE EAST CLIFTON HILL**

## **URBAN CONTEXT REPORT**

PREPARED FOR

**DEPARTMENT OF TREASURY & FINANCE**

8 MAY 2017



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# INTRODUCTION

## THIS DOCUMENT

This document investigates the urban design opportunities and issues that relate to the site and provides an analysis of potential massing outcomes to inform future built form controls at 64 Alexandra Parade East, Clifton Hill. The urban design analysis includes contextual mapping and investigations to understand:

- The location of the site and its access opportunities
- The land use arrangement of the area
- Built form character zones of the wider precinct and how the site relates to these
- Heritage elements on and surrounding the site
- Public realm character and opportunities

The document sets out the design principles that have been established with reference to the context analysis. The massing studies at the rear of the document analyse different development massing proposals against the design principles. The aim of the study is to provide a high level assessment of a range of scenarios on the site in order to inform the recommended approach with regard to building height and setbacks.

## SITE OVERVIEW

The site presents an exceptional opportunity for significant redevelopment in response to the site's context and urban conditions and to make the most of this large inner city site. The site's redevelopment has the potential to respond to the following:

- Its excellent location, 2.5km from the CBD and in proximity to the Smith Street retail and lifestyle corridor and Wellington Street.
- The role of the Alexandra Parade corridor as a gateway to the CBD from the east.
- The evolving nature of the Alexandra Parade corridor and the opportunity to develop a new character that provides a well-considered response for such a key location.
- The proximity of established public transport networks and pedestrian and cycle access to the surrounding established community and CBD.
- The opportunity to develop a new character/urban typology along Alexandra Parade.

## STRATEGIC CONTEXT

The following key points describe the site's context which inform the appropriate design response:

- Alexandra Parade remains a recognised premier boulevard for the City of Yarra, which is expected to play a role in supporting Melbourne's projected commercial and residential growth.
- The 2016 Census showed that 77.2% of the dwellings in Clifton Hill were medium or high density, compared to 84.9% in the City of Yarra. The 2016 population for Clifton Hill was 6,341 and is forecast to grow to 7,331 by 2036, creating demand for new housing.
- The directions and support for growth in key locations such as Alexandra Parade are set out in Plan Melbourne - Metropolitan Planning Strategy, State Planning Policy and Local Planning Policy.
- A key element of the Plan Melbourne strategy is increasing choice in the housing sector. Demographic changes including an increasing population and smaller household sizes mean that a diversity of housing is required in established areas.

Plan Melbourne quotes that:

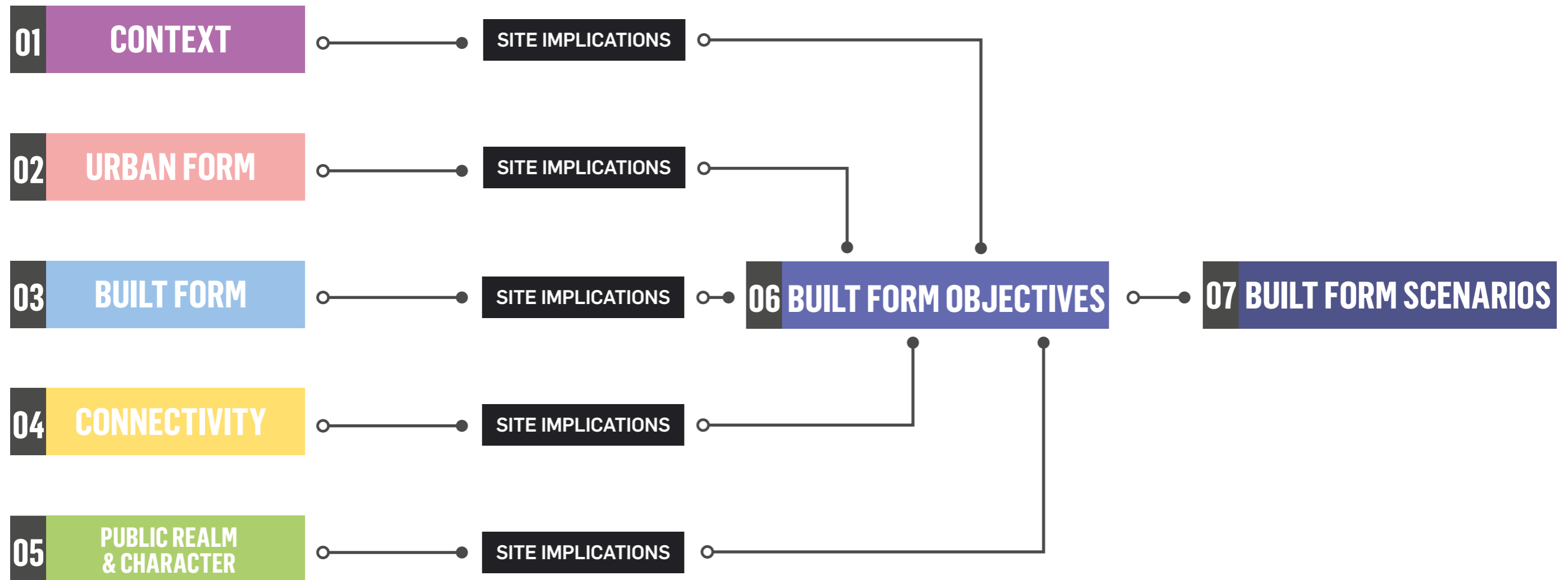
- *A challenge will be to provide housing to accommodate these changes in demand for new dwellings, locally, so that family connections can be maintained.*
- *This includes redeveloping underutilised and well-located urban areas to house more people and create opportunities for new investment in businesses and services. Smart technologies can improve the load capacity and efficiency of existing transport, water, waste and energy infrastructure in established urban areas.*
- *'There are many areas in Melbourne's established middle and inner rings which have the capacity to substantially increase their population, which would further support business growth. These suburbs have excellent amenities such as transport infrastructure and access to health services, as well as commercial and recreational services.'*  
– Urban Development Institute of Australia
- Alexandra Parade as a whole is recognised within Plan Melbourne as an urban renewal opportunity that is to be

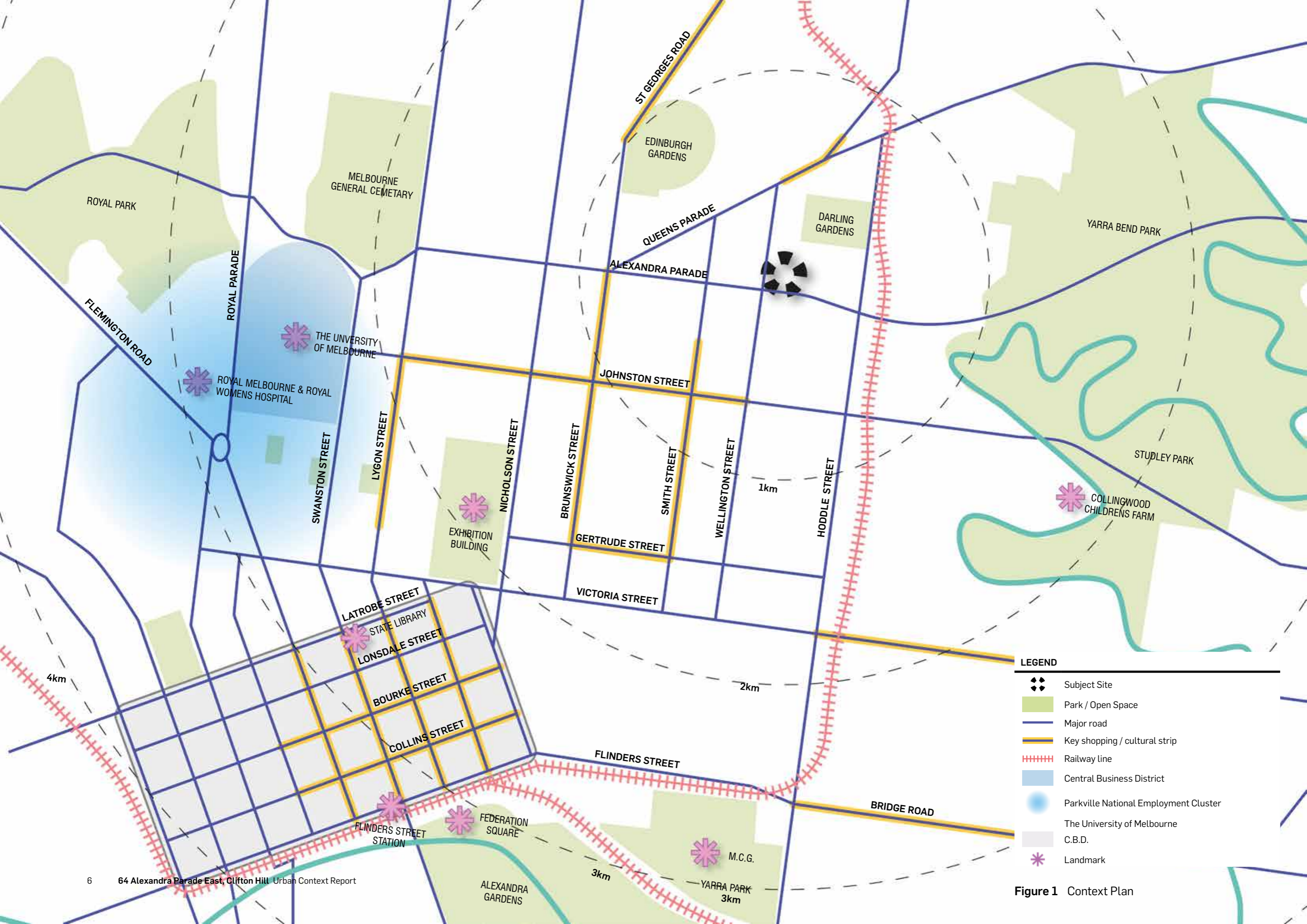
investigated for improvements to the amenity of the area in the short term.

- The site has the potential to provide a greater density of development and a greater dwelling mix to the area.
- The site is strategically located approximately 2.5 kilometres of the Melbourne CBD, with nearby access to public transport and a range of services and facilities benefiting residential uses and development. Alexandra Parade is currently subject to change and this is recognised by the current zoning and local policy applicable to the precinct.
- The site is not within a specific activity centre, structure plan or overlay which dictates precinct specific built form guidelines, therefore built form guidance will be drawn from Council's local built form policies, including in this case the Clause 22.02 Development Guidelines for sites subject to the Heritage Overlay.

## DOCUMENT STRUCTURE

The following diagram illustrates the structure of the document.





**LEGEND**

	Subject Site
	Park / Open Space
	Major road
	Key shopping / cultural strip
	Railway line
	Central Business District
	Parkville National Employment Cluster
	The University of Melbourne
	C.B.D.
	Landmark

**Figure 1** Context Plan

# 1.0 CONTEXT

## An Opportunity Site

The site is very well located, approximately 2.5km from the heart of the Melbourne CBD as seen in Figure 1. The site sits on the edge of the sought-after suburb of Clifton Hill, along Victoria Parade East, near the start of the Eastern Freeway. In addition to being within walking distance to the lifestyle precincts of the inner north, the site is serviced by a number of tram routes, the Hurstbridge and South Morang rail lines and numerous cycle routes.

Alexandra Parade is an important east-west connection within Melbourne's inner north, illustrated in Figure 2. Alexandra Parade East connects to the Eastern Freeway which provides access to the eastern suburbs of Melbourne and through to the southern suburbs via Eastlink. Alexandra Parade East forms a gateway into the city, celebrating the point where the freeway transitions into a lower speed urban road.



## SITE IMPLICATIONS

- The scale of development should take advantage of site's proximity to the CBD and other established amenities.
- The site contributes as a gateway into the city from the Eastern Freeway and should celebrate this opportunity potentially through verticality.

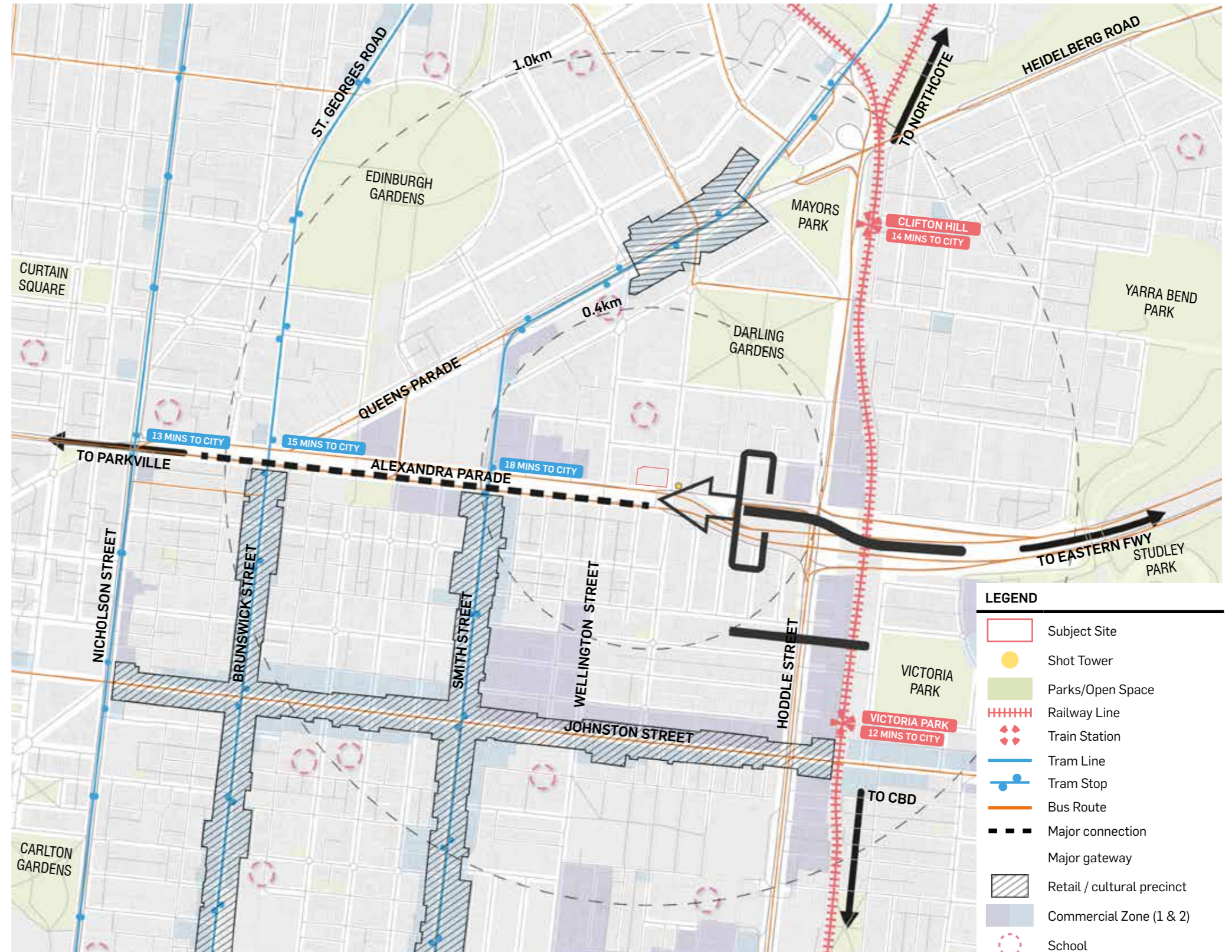


Figure 2 Local Context Plan

# 2.0 URBAN FORM

## Existing Context

It is recognised that this area of Alexandra Parade, particularly to the east, does not include many recent medium or higher density developments. This is considered to be a result of the ongoing uncertainty around the execution of the previously proposed East-West link, rather than the appropriateness of the context to facilitate such developments.

## An Emerging Local Character

The local area is characterised by the major street pattern and the land use response along the streets. Linear corridors of non-residential uses frame the major streets and break up the pockets of low density residential and character housing. These corridors have been the focus for incremental redevelopment and change. A number of the corridors (seen in Figure 3) have undergone a structure planning and or design review processes and masterplanning process that encourages redevelopment and investment. These include:

- Smith Street Structure Plan
- Victoria Street Structure Plan
- Johnston Street Local Area Plan
- Queens Parade Built Form Review
- Brunswick Street Streetscape Masterplan
- North Fitzroy Gasworks Precinct Urban Design Framework

A number of developments are under construction or approved within the local area. These are typically over 8 storeys and upwards of 11 storeys. The majority of these are along key activity spines such as Smith Street and Johnston Street. These developments are identified on Figure 4 with further information provided on page 10.

Alexandra Parade provides a key opportunity for redevelopment, with much of its interface composed of large allotments, many of which are occupied by redundant or expiring industrial buildings. Behind the Alexandra Parade interface is largely fine grain residential development, much of which is covered by a heritage overlay. These areas are compact and tightly held, with little opportunity for redevelopment. This places additional pressure on the Alexandra Parade corridor to accommodate growth within the

area. The various urban typologies surrounding the site are outlined in Figure 4.

## City of Yarra - Urban Design Strategy

Adopted in 2011, the strategy identifies Alexandra Parade within its Boulevard and Main Road category. It identifies existing built form as low scale and out of scale with the wide road corridor. The document earmarks main roads including Alexandra Parade for higher density developments and the need for consistent guidelines for boulevard built form to be developed. Further to this, the strategy acknowledges that existing built form controls do not address long term change along main roads which are a focus for higher density developments. The strategy also expresses that public transport rich locations are not fully utilised. As noted, 64 Alexandra Parade East is well serviced by tram, bus and train stations within short walks. Accessibility and connectivity is further analysed in Figure 9.



Figure 3 Proximate Structure Plan Area

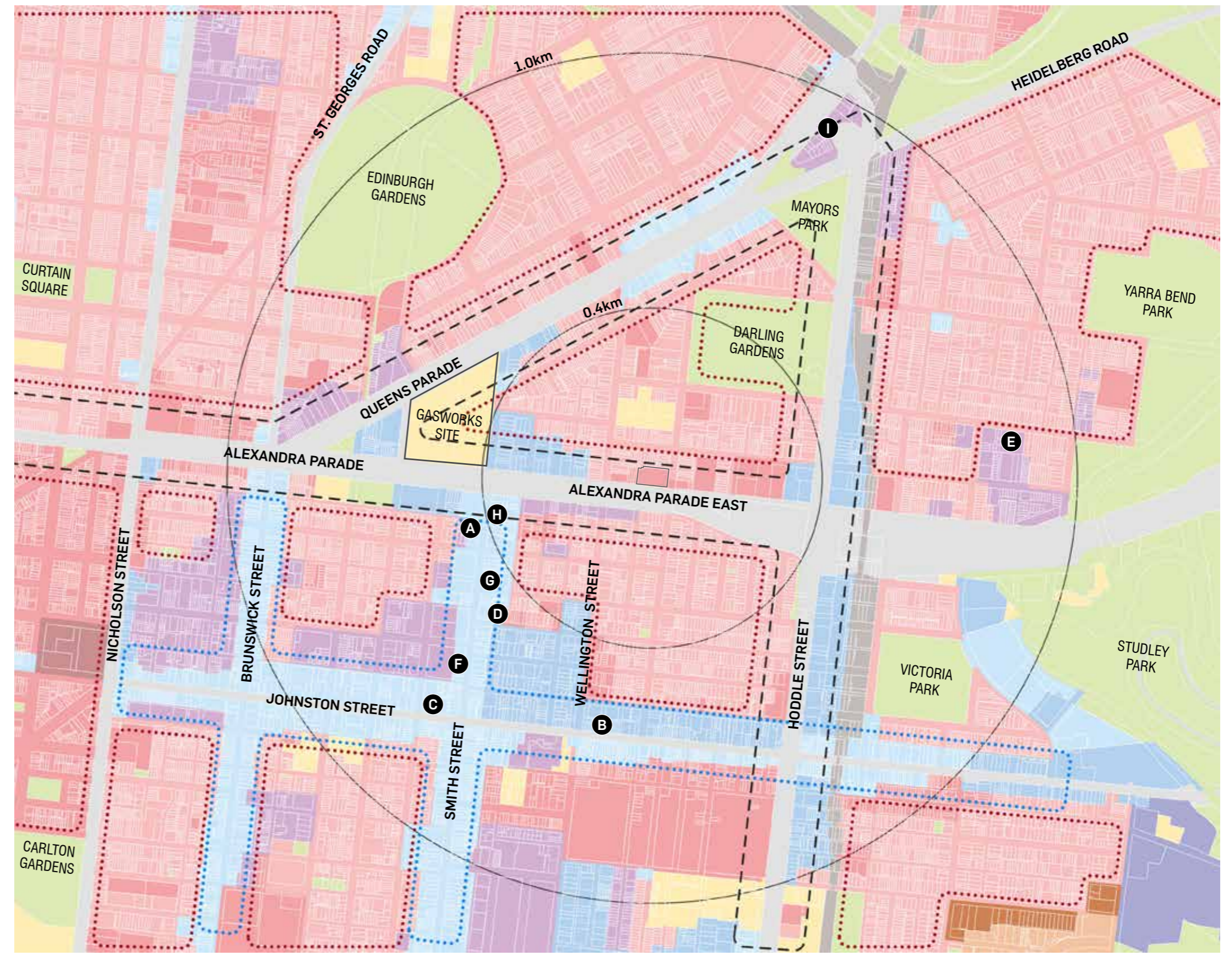


**LEGEND**

- Subject Site
- General Residential
- Neighbourhood Residential
- Commercial 1
- Commercial 2
- Mixed Use
- Public Use - Transport
- Public Use -
- Public Park & Recreation
- Industrial 1
- Industrial 3
- Special Use
- Road - Category 1
- Fine grain residential pocket
- Mixed use corridor
- Key development corridor
- A Approved development (refer over page for details)

**SITE IMPLICATIONS**

- The site is located along one of the linear corridors of mixed use / high density development that characterise the area.



**Figure 4** Land Uses, Character and Corridors





	ADDRESS	PROPOSED	LAND AREA	STATUS
<b>A</b>	150 CECIL STREET, FITZROY	7 STOREYS	490M <sup>2</sup>	REGISTRATION & SALES
<b>B</b>	80-90 JOHNSTON STREET, FITZROY	9 STOREYS, MIXED USE	7,918M <sup>2</sup>	APPROVED
<b>C</b>	239-249 JOHNSTON STREET, FITZROY	11 STOREYS, 160 DWELLINGS	2,118M <sup>2</sup>	APPROVED
<b>D</b>	6-10 KEELE STREET, COLLINGWOOD	8 STOREYS, 45 DWELLINGS	942M <sup>2</sup>	REGISTRATION & SALES
<b>E</b>	122-138 ROSENEATH STREET	5 STOREYS, 67 DWELLINGS	2,985M <sup>2</sup>	REGISTRATION & SALES
<b>F</b>	365 - 379 SMITH STREET, FITZROY	9 STOREYS, MIXED USE	911M <sup>2</sup>	APPROVED
<b>G</b>	416-422 SMITH STREET, COLLINGWOOD	8 STOREYS, 113 DWELLINGS		UNDER CONSTRUCTION
<b>H</b>	466-482 SMITH STREET, COLLINGWOOD	10 STOREYS, 106 DWELLINGS	1,289M <sup>2</sup>	UNDER CONSTRUCTION
<b>I</b>	247 QUEENS PARADE, FITZROY NORTH	11 STOREYS		APPROVED

**LEGEND**

- Subject site
- Redevelopment zone
- 10 Approved / under construction development height
- 10-15 STOREYS Potential logical height for redevelopment zone  
- Based on structure plans and approved development in study area.



**SITE IMPLICATIONS**

- A height of 8-10 storeys on the site would not be out of context given the role of Alexandra Parade.

**Figure 5** Indicative Redevelopment Zones and Heights

1:7500 @ A3  
0 100 200 300 400

# 3.0 BUILT FORM

The study area for a more detailed urban analysis (400m radius from site) is composed of a diverse mix of late 19th century to mid-20th century residential, industrial, civic and some religious buildings most typically of the Victorian era. Buildings are typically low rise, predominantly consisting of 1-2 storey buildings.

The Clifton Hill Shot Tower represents the tallest element along Alexandra Parade and its surroundings, standing at a significant 81 metres. Other tall elements in the area include the spire of St. John's Baptist Church at 45 metres in height.

There are a number of recent urban renewal and infill developments typically consisting of townhouses or perimeter blocks of generally 3-4 storeys. There are also examples of unit developments of similar heights. Building typologies are explored in Figure 6.

There is limited development opportunity in the tightly held residential pockets, that exist between the major linear corridors. These include narrow fine grain detached or semi attached residential buildings, often with a heritage overlay, restricting opportunity for redevelopment and site consolidation

The boulevard typology of Alexandra Parade presents the most development opportunities with larger allotments containing industrial buildings, many of which are redundant or expiring.

## BUILDING TYPOLOGIES OF ALEXANDRA PARADE AND CLIFTON HILL

LOW CHANGE ●.....▶ HIGH CHANGE



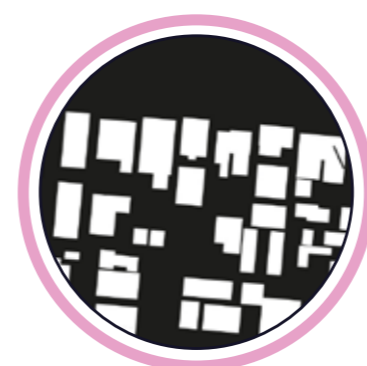
**TYOLOGY 5**

Special use building of educational / cultural uses. Generally a pavilion type building with a tall feature such as a spire or turret.



**TYOLOGY 1**

Fine grain, compact residential dwellings, typically of 1-2 storeys and mostly under heritage overlay.



**TYOLOGY 2**

Less compact mostly detached residential dwellings, typically 1-3 storeys under heritage overlay.



**TYOLOGY 3**

Relatively recent medium density residential developments. Typically either flat-blocks or courtyard style complexes of 3-4 storeys. Approximately half under heritage overlay.



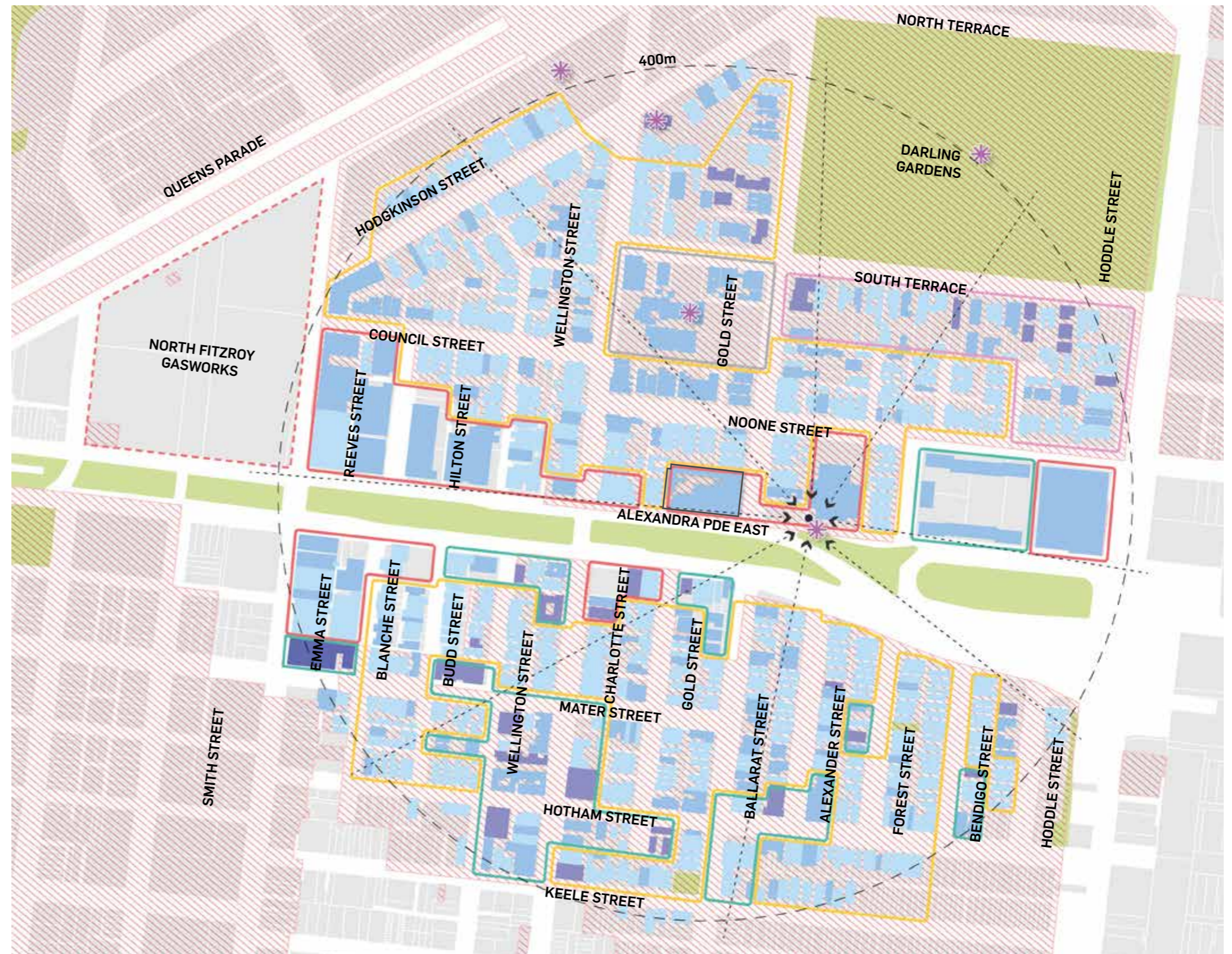
**TYOLOGY 4**

Large warehouse style industrial buildings, some of which are redundant, on large properties typically abutting Alexandra Parade. Typically 1-3 storeys with high ground level ceilings.



**LEGEND:**

- 1-2 Storeys
- 3-4 Storeys
- 5-8 Storeys
- 8+ Storeys
- Heritage Overlay
- Typology 1
- Typology 2
- Typology 3
- Typology 4
- Typology 5
- Strategic redevelopment site
- \* Landmark / significant building
- - - > Views to Shot Tower



**SITE IMPLICATIONS**

- Alexandra Parade East presents an opportunity to establish a new urban character that responds to the role of the corridor.
- Views along Alexandra Parade to the Shot Tower should be considered and maintained.

Figure 6 Built form context

## SITE BUILDINGS

*Text on this page is provided by heritage consultants at Trethowan Architecture:*

The subject site falls within Heritage Overlay HO317 Clifton Hill Western Precinct and is contributory to the precinct. The subject site adjoins HO85 Shot Tower which is an individually significant site best known for its prominent shot tower.

Summary of the Statement of Significance notes:

- The main development period for the precinct is the Victoria-era. Contributions from the Edwardian and Inter-War periods do however play a part.
- The precinct is largely residential with some industrial, civic and religious buildings.
- Alexandra Parade and Hoddle Street are notable as the site of Victorian-era industrial development.
- There are few remaining industrial sites along Alexandra Parade within the precinct with the subject site and the Shot Tower providing the bulk of the evidence of this historical use of the area.
- The subject site fits within both the Victorian-era development period and the industrial development clustered along Alexandra Parade.
- The subject site is important in demonstrating the nature of Victorian suburban life which did not isolate homes from industry. Secondly, for the strong industrial theme, seen in the south of the area with several 19th Century industrial buildings.
- The subject site is significant to the precinct by linking it to Victorian-era patterns of city development.

Contributory elements within the precinct include well preserved buildings, including one storey houses plus one and two storey industrial buildings from the pre-Second World War era. The subject site's contributory grading is likely due to its including a two-storey, timber-framed factory building from the Victorian era. The subject site also includes public infrastructure, expressive of the Victorian and Edwardian-eras such as bluestone pitched road paving, crossings, stone kerbs, and channels. There are two bluestone pitched site crossings with bluestone kerbs. These features form part of the original development of the subject site and contribute to its significance to the precinct. Figure 7 illustrates the scale and size of existing buildings on site.

### LEGEND:

- 1 Storey
- 2 Storeys
- Contributory feature (2 storeys)
- Bluestone crossing



**Figure 7** On site buildings



Timber frames of the 1880's building



Internal view: 1880's building looking south



Interior courtyard looking east



Interior courtyard looking west

### SITE IMPLICATIONS

- Consideration of the historic urban fabric including the 1880's factory building and bluestone crossings

# 4.0 CONNECTIVITY

The site is easily accessible by all modes of transport. Connectivity and access to the site is summarised in the following points:



















- Figure 9 shows that 64 Alexandra Parade East is highly accessible, an equidistant 12 minute walk between Clifton Hill and Victoria Park railway stations on the South Morang and Hurstbridge Lines, with 14 and 12 minute trips into the city respectively.
- A 5 minute walk west of the site is Smith Street which hosts the 86 tram line with connections to Waterfront City, Docklands via the CBD, and to Bundoora RMIT to the north.
- A number of bus routes operate in the area along Alexandra Parade, Queens Parade and Hoddle Street.
- Hoddle Street and Smith Street provide major north-south transit and vehicular connections into the city, whilst Wellington Street provides a strong north-south bicycle connection to East Melbourne.
- Alexandra Parade is a major boulevard connection between Eastlink and the Princes Highway, approximately 61 metres wide with 6-8 traffic lanes. Consequentially, it can be a barrier for north-south pedestrian permeability. However a number of signalled intersections facilitate movement, including one directly at 64 Alexandra Parade East.
- As highlighted in Figure 8, the block of the subject site contains three laneways which provide rear vehicular access to most properties. The site has laneway access to its western and northern boundary.
- The laneway to the north could be investigated to provide car parking access to future development subject to traffic input. There is also an existing crossover on the eastern boundary which could also be an option for a main entrance.



Figure 8 Property access on site block

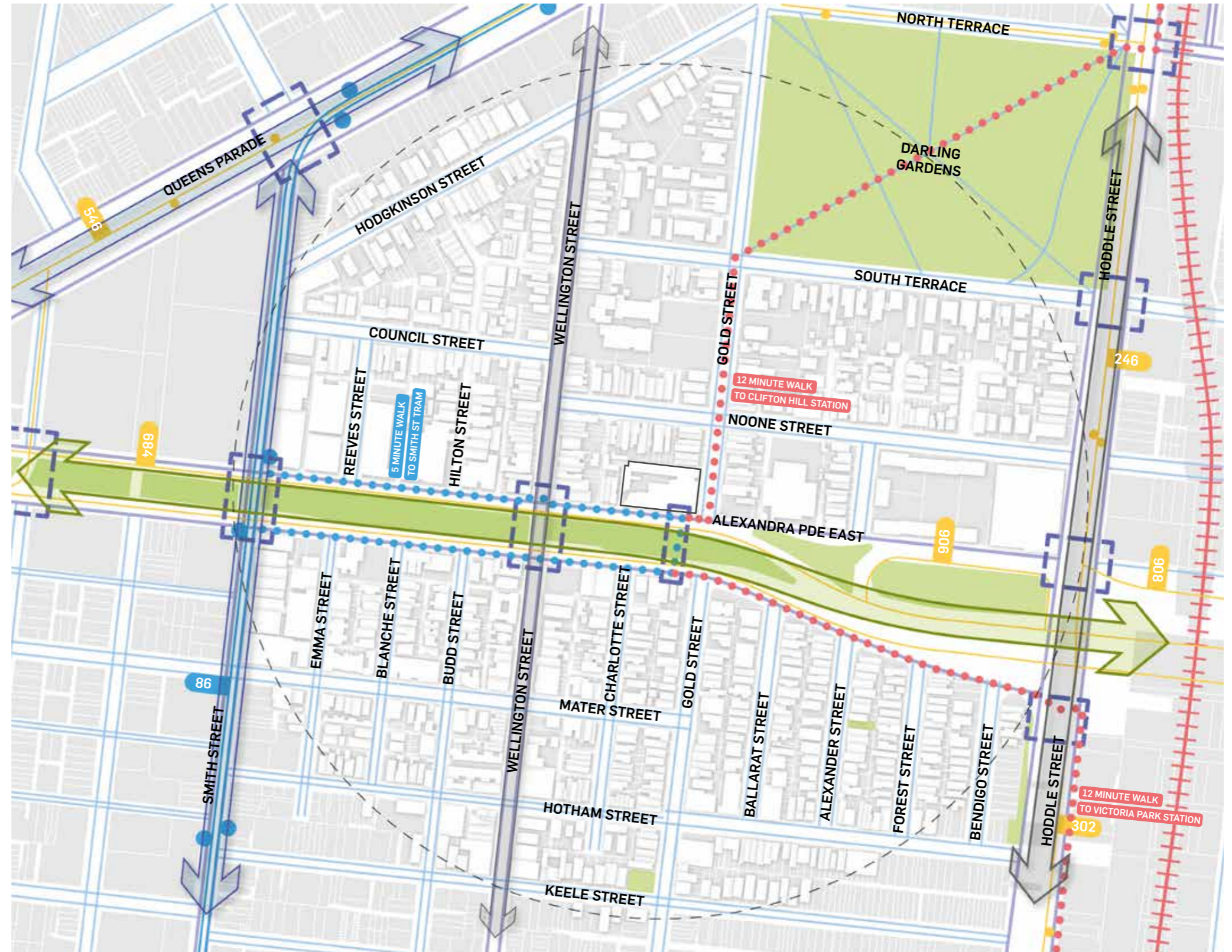


**LEGEND**

-  Subject Site
  -  Boulevard Corridor
  -  Transit Corridor
  -  Vehicle Corridor
  -  Primary Pedestrian Network
  -  Secondary Pedestrian Network
  -  Railway Line
  -  Tram Line
  -  Tram Stop
  -  Bus Route
  -  Bus Stop
  -  Walking Route (train station)
  -  Walking Route (tram stop)
  -  Signalised intersection
- LEFT:**
-  Laneway
  -  Vehicle Crossover
  -  Rear Access
  -  Signalised intersection

**SITE IMPLICATIONS**

- Density at the site should capitalise on variety and proximity to public transport options with short trips to key employment districts.
- Vehicular access to site should capitalise on two existing laneways at the northern and eastern perimeters.
- Potential for key pedestrian access on south-eastern corner of site at existing vehicle entrance.



**Figure 9** Broader connectivity and site access

# 5.0 PUBLIC REALM & LANDSCAPE CHARACTER

The most distinct elements of the site at 64 Alexandra Parade East are the Parade's vastness of 61 metres in width, and the presence of the Clifton Hill Shot Tower next to site, rising to 81 metres in height. The tower is a key landmark in the area and serves as a visual way-finder, projecting views through streets, corridors and from lower land. Views down Alexandra Parade and Princes Street toward the shot tower are important to the public realm. Development at the site has an opportunity to preserve the view and also contribute to framing the landmark. Other landmarks and significant buildings close to the site include the Clifton Hill organ factory, Darling Gardens, St. John's Church and the Croatian Catholic Centre shown in Figure 11.

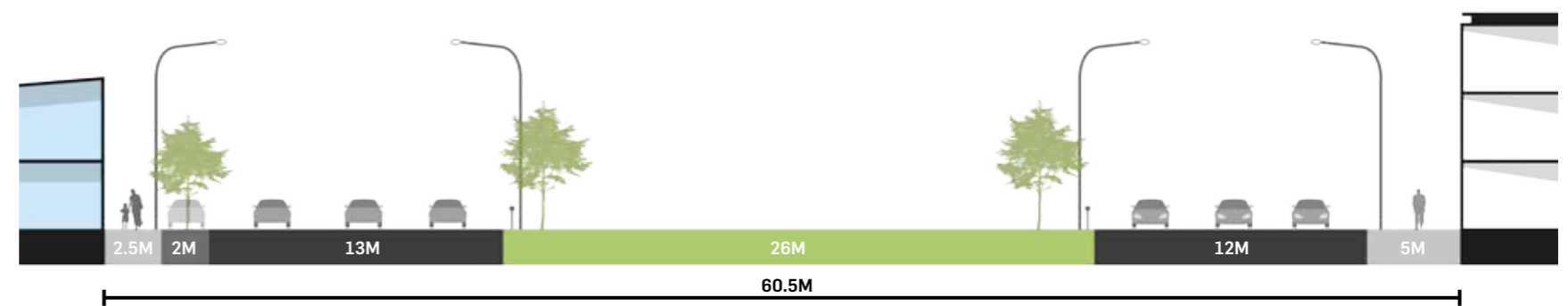
The Parade provides a distinct tree-lined boulevard typology, however the median strips are largely inaccessible for pedestrians except at traffic crossings, seen in Figure 10. This means the paved sidewalks contain most pedestrian activity. Despite being typically narrow sidewalks of 2.5m, there is opportunity to improve the green character at the Parade interface at the subject site.

Open views to city skyline are available north of the site along Wellington Street where the land is higher.

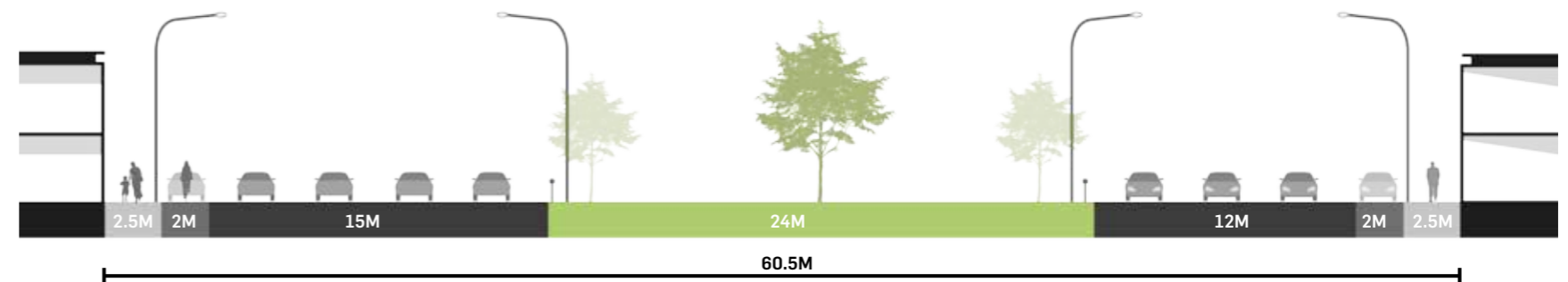


Figure 10 Street green character

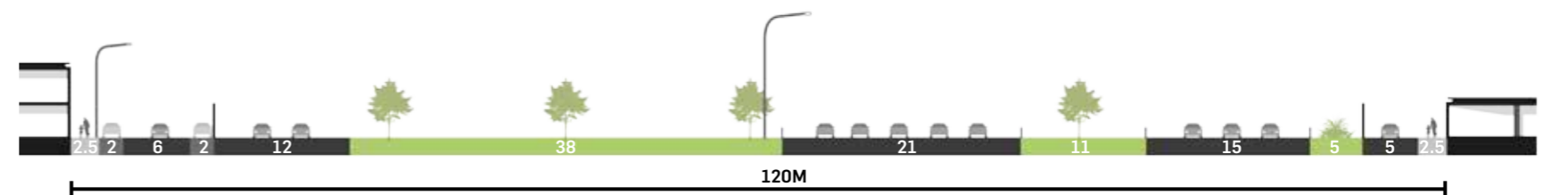
## SECTION A-A



## SECTION B-B



## SECTION C-C



**RIGHT**

- Subject Site
- Park / open space
- Street tree character
- Landmark
- Schools
- Strip shopping precinct
- Neighborhood scale precinct
- Active edges
- View corridors
- Confined views
- Open views
- Long range views (shot tower)
- Section Cut
- Boulevard character - larger grain
- Residential character - finer grain

**LEFT**

- Fence / barrier
- Existing tree (public realm)
- Existing tree (private realm)
- Opportunity for streetscape improvement

**SITE IMPLICATIONS**

- The site relates to Alexandra Parade character more so than surrounding low scale residential streets.
- There is opportunity to contribute to green character of Alexandra Parade.
- Development should preserve and complement views to Shot Tower.
- Views to CBD skyline would be prevalent in upper levels of a development on site and should be maximised.



Figure 11 Public realm context



## NEIGHBOURHOOD CHARACTER

The built form character of the Alexandra Parade interface is of significant contrast to the residential neighbourhoods to the north, largely impacted by heritage overlay controls. Compact residential streets surrounding the site are comprised of mostly single storey homes and a small number of double storey homes. Fine grain buildings built to their side boundaries, create a low scale, compact neighbourhood character.

In some cases where relatively recent renovations have occurred, works generally consist of rear extensions or an upper level addition recessed from street level. Most residential buildings have preserved their Victorian or Edwardian streetscape character.

There are also a number of townhouse style developments generally of 2 storeys on smaller allotments and up to 4 storeys on larger ones.

The open boulevard typology of Alexandra Parade with a historical use of industrial and commercial buildings create a contrasting neighbourhood character. Generally low rise warehouse style buildings of larger mass occupy wide allotments. With the industrial history of the subject site and its existing warehouse building, the subject site belongs to the Alexandra Parade boulevard typology more so than the rear character of the low scale, fine grain residential streets.



NOONE STREET

Noone Street: south facing frontages.



GOLD STREET

Gold Street: west facing frontages.



ALEXANDRA PARADE EAST

Alexandra Parade: north facing frontages.



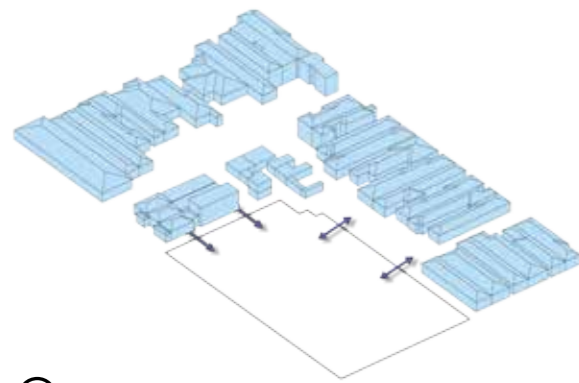
**SITE IMPLICATIONS**

- The site relates to Alexandra Parade character more so than surrounding low scale residential streets.
- There is opportunity for the site to respond to a large scale boulevard typology.
- Development should be sensitive to residences abutting the rear property boundary.

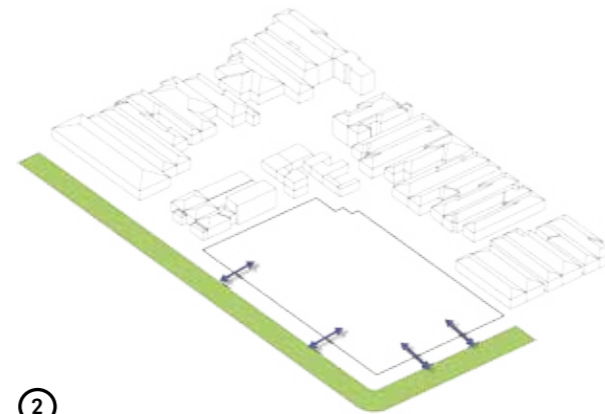


# 6.0 BUILT FORM OBJECTIVES

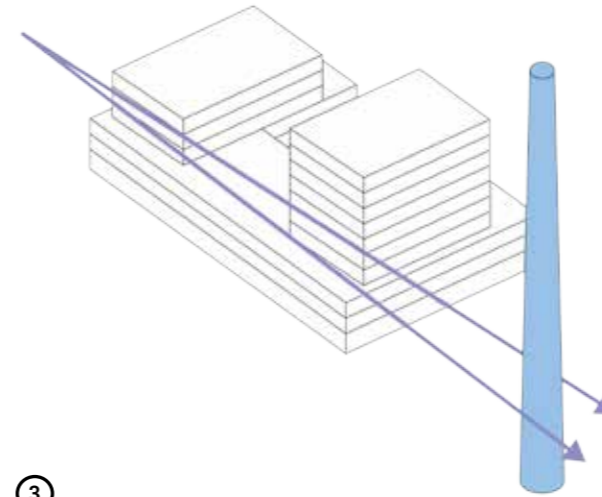
The preceding analysis of the sites context and character has identified the key influences that should inform the sites redevelopment and objectives.



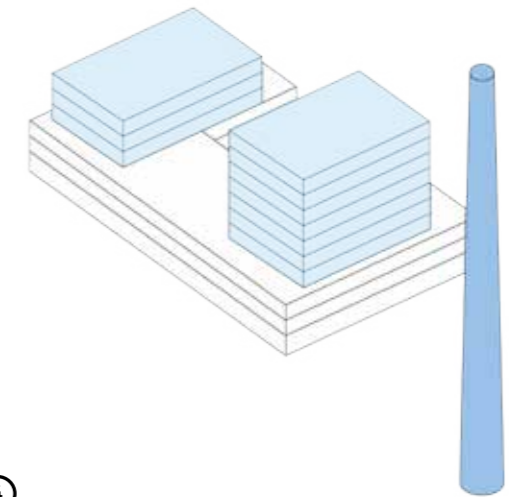
- ①
- Recognise the more sensitive residential interfaces to north and east of site boundary with appropriate form and scale.



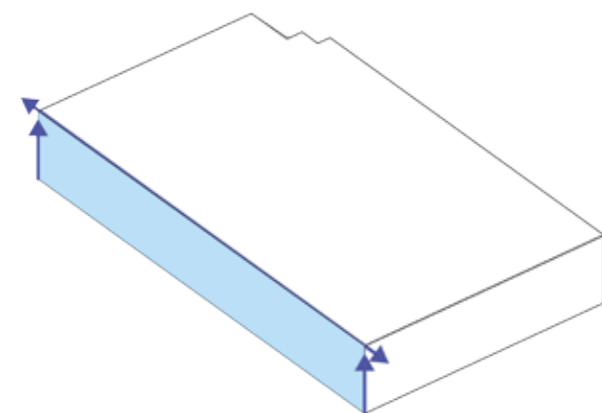
- ②
- Respond to the limited sensitivity in the interfaces of the southern and eastern boundary, with development to be of appropriate scale to the wide boulevard of Alexandra Parade.



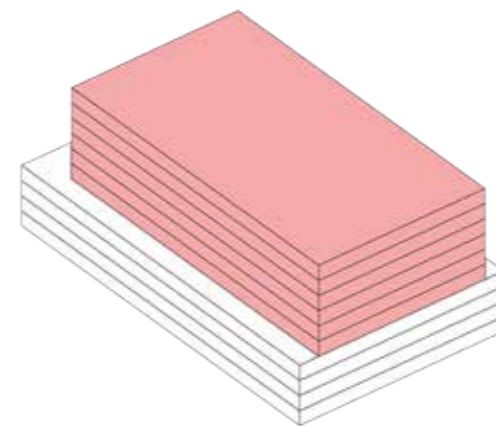
- ③
- Ensure upper levels of development are set back to maintain views toward the Shot Tower projected down the Alexandra Parade boulevard.



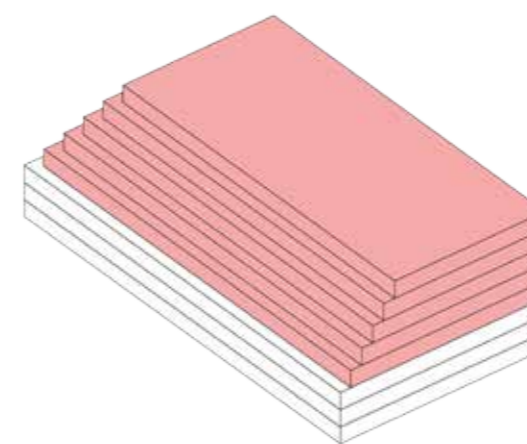
- ④
- Ensure upper level elevations exposed to the public domain are high quality, visually recessive and do not diminish the appreciation of the Shot Tower.
  - Incorporate balconies or terraces in upper levels to enhance the architectural articulation of proposed development.



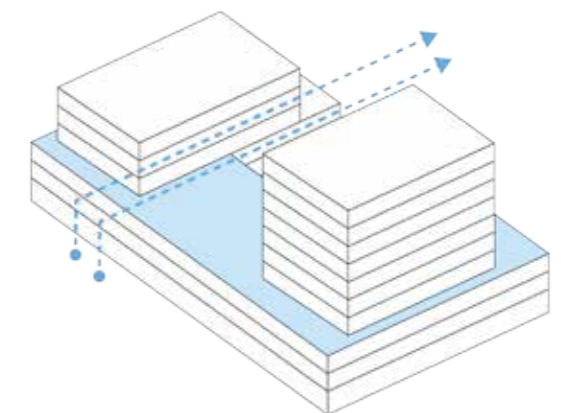
- ⑤
- Create a consistent street wall height and incorporate a building facade treatment treatment which enhances the public realm along Alexandra Parade.



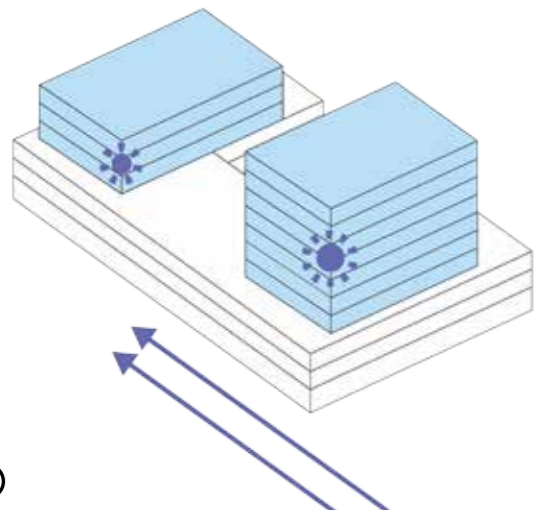
- ⑥
- Avoid development of dominant mass and impermeable sight lines.



- ⑦
- Avoid repetitive stepped built form at upper levels of development.

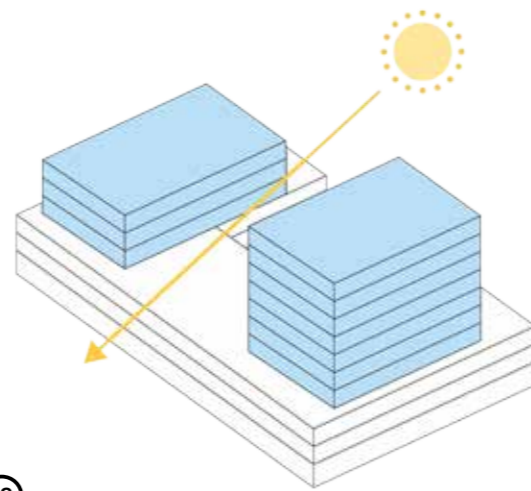


- ⑧
- Enable access to sky views above the street wall via forms that offer visual access.



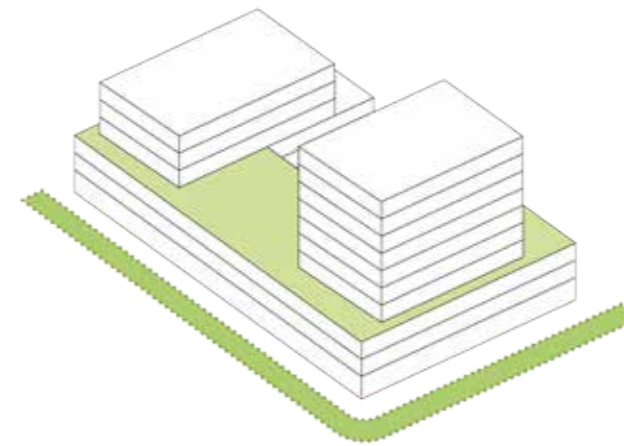
9

- Ensure development visually emphasises the importance of its location at the entrance to the city from the Eastern Freeway.



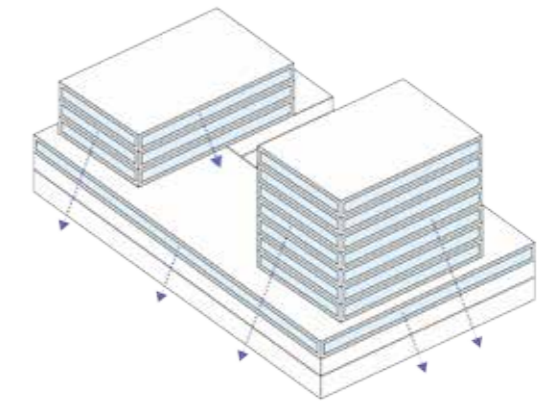
10

- Ensure adequate solar access is provided to the Alexandra Parade boulevard and public realm.



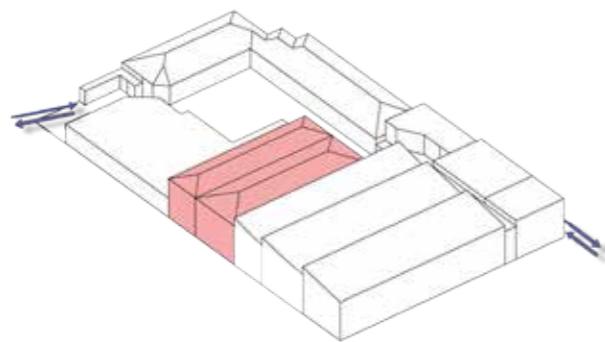
11

- Contribute to public amenity and providing private amenity for potential residents of the development.



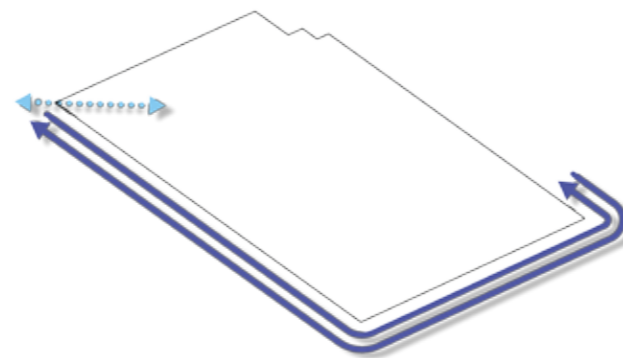
12

- Provide passive surveillance to overlook streets and footpaths, forming a connection with the street.



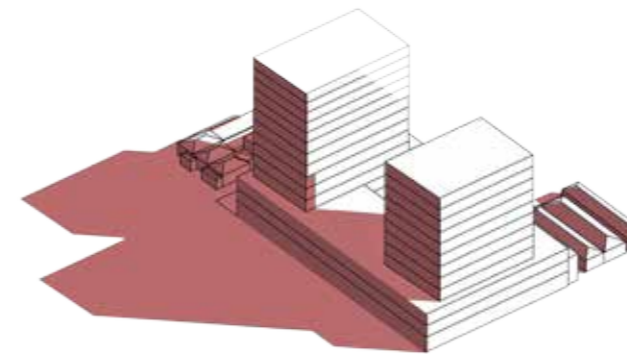
13

- Incorporate heritage values into the site such as the bluestone crossovers and structural components of the 1880's building through interpretive design.



14

- Ensure vehicle entrances do not disrupt or impact on high traffic flows on Alexandra Parade.
- Existing corner bluestone entrance could be retained as a pedestrian entrance.
- Ensure vehicle access does not dominate the Alexandra Parade streetscape.



15

- Ensure the form and scale of proposed development is not to the detriment of existing adjacent uses, particularly residences.

# 7.0 BUILT FORM SCENARIOS

## EXISTING

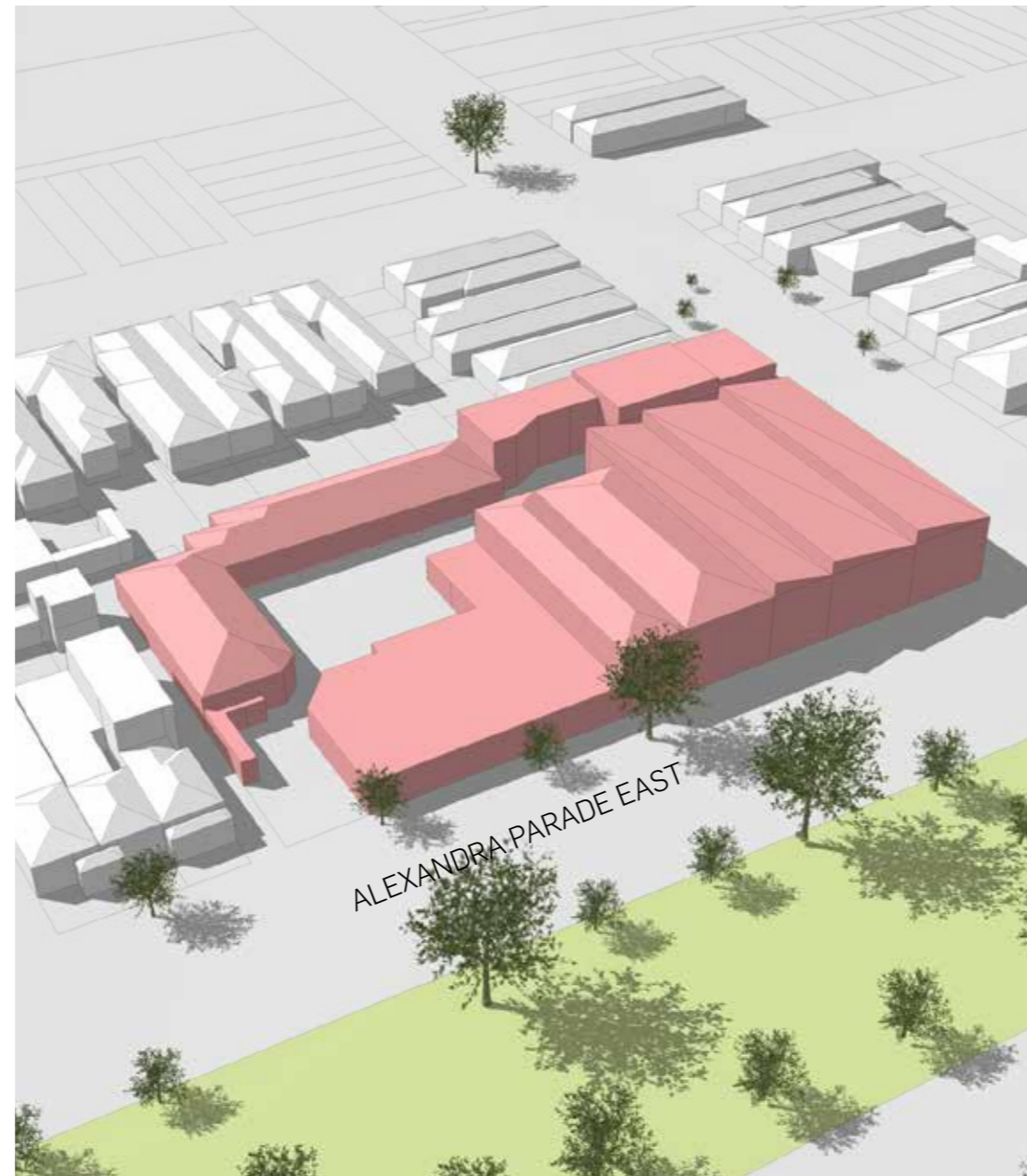
This analysis will assist inform the appropriate scale and possible form of development for the site.

### Scenario testing

Building on from the site implications and built form objectives, a number of built form scenarios are tested to analyse their forms, shadows and projected views from three locations. Included in the scenarios were the existing building and existing GRZ4 control of 11.5m for a comparative analysis.

Scenarios tested are:

1. Existing building.
2. GRZ4 control - 11.5m.
3. Medium scale: perimeter block development with 4 storeys across 13m.
4. High scale: perimeter block podium with two towers of 6-8 storeys across 19-25 metres.
5. High scale: two towers above three level podium. 6-10 storeys across 19-31 metres.
6. High scale: two towers above three level podium. 8-12 storeys across 25-37 metres.



## SHADOWS AT 23<sup>RD</sup> SEPTEMBER, SPRING EQUINOX

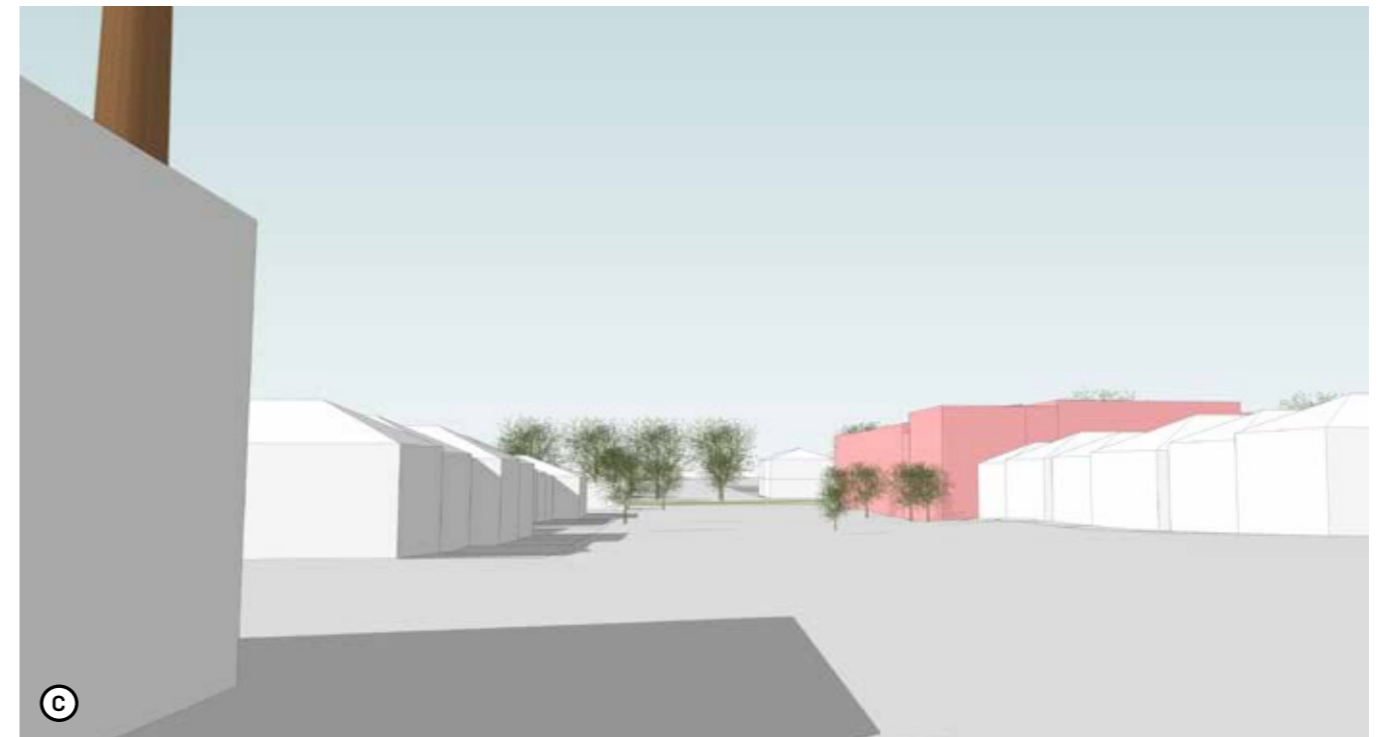






**SITE OUTCOME**

- The 8m building over 2 storeys is considered modest for its location and size of site.
- Existing building is generally visible from the range of viewpoints, with its low scale absorbed within the landscape setting from longer range views.



## EXISTING CONTROL - GRZ4: 11.5 METRES



## SHADOWS AT 22<sup>ND</sup> SEPTEMBER

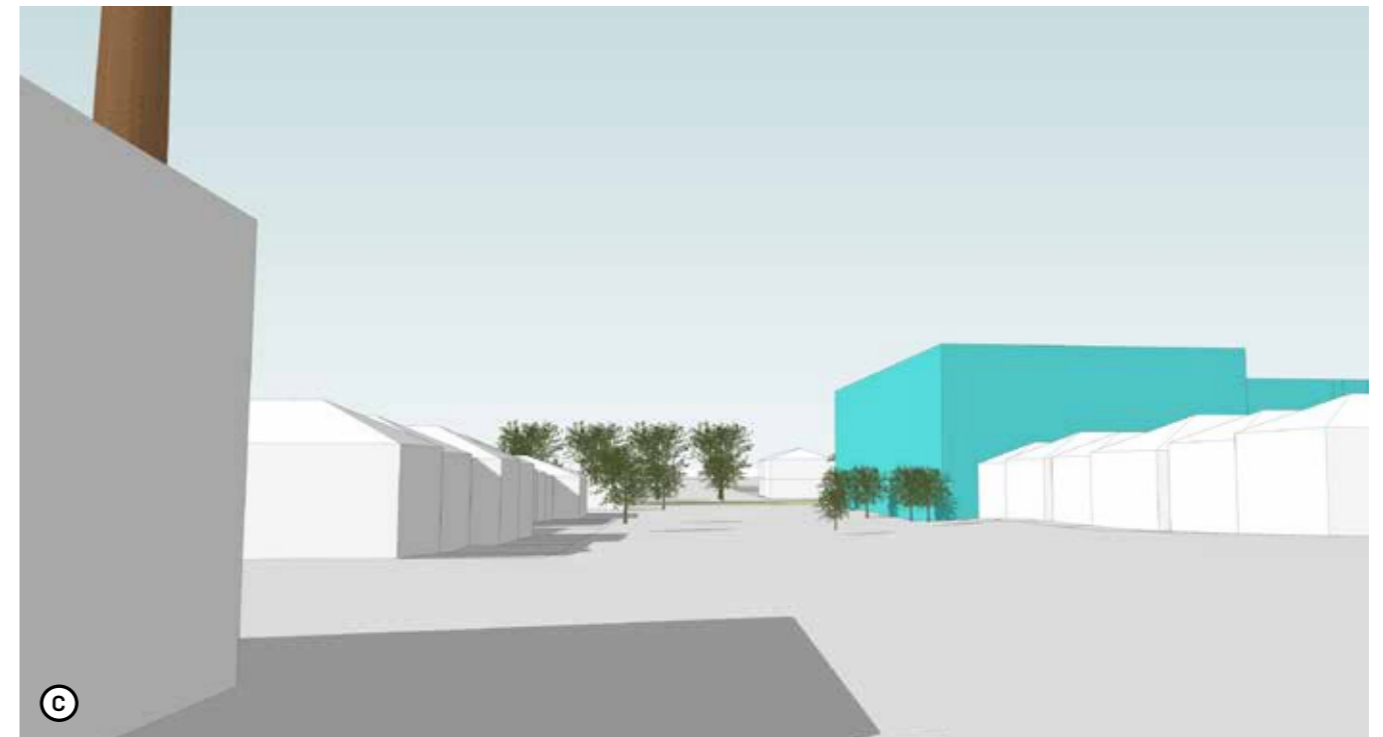




**X**

### SITE OUTCOME

- Existing GRZ4 control allows for 11.5m on site.
- The extruded control projects views similar to the existing building, appearing taller and bulkier to the rear of site without factoring in setbacks responding to adjacent residential uses.
- The scale of development is modest for the sites locational attributes and substantial size.



## MEDIUM OPTION A - PERIMETER BLOCK: 4 STOREYS, 13 METRES



SHADOWS AT 22<sup>ND</sup> SEPTEMBER

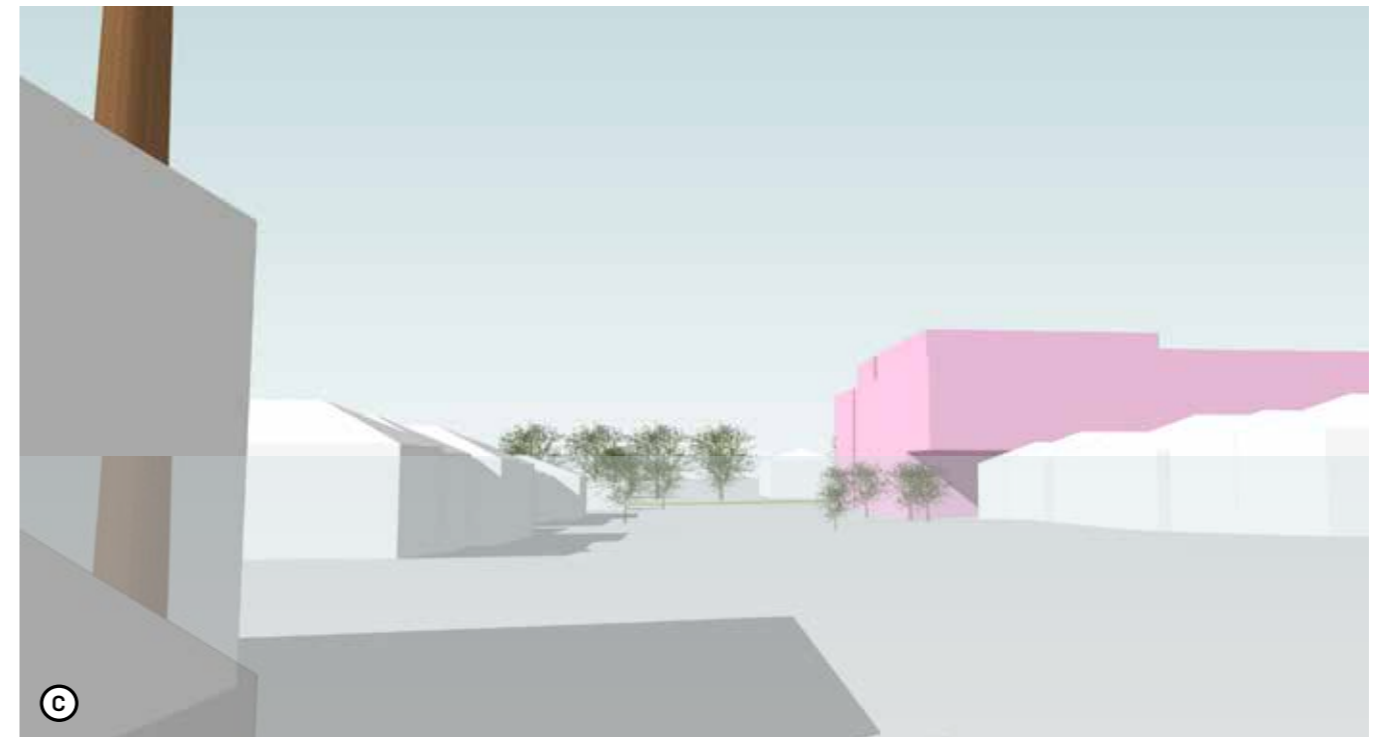




### SITE OUTCOME



- The medium scale perimeter block 13m option over 4 storeys is not dominant to the setting in comparison to the existing building.
- Rear/side setbacks ensure adjacent properties are not overshadowed.
- Longer range views absorbed in the landscape setting.



## MEDIUM OPTION B - HERITAGE RETENTION: 2-6 STOREYS, METRES



SHADOWS AT 22<sup>ND</sup> SEPTEMBER



11AM



2PM



### SITE OUTCOME



- 1880's heritage building retained and refurbished in its existing location.
- Two low scale tower blocks of 6 storeys sit adjacent, with a gap for pedestrian and solar access into the heritage building.
- Rear/side setbacks ensure adjacent properties are not overshadowed.
- Longer range views absorbed in the landscape setting.



## HIGH OPTION A - PERIMETER BLOCK: 6-8 STOREYS, 19-25 METRES



SHADOWS AT 22<sup>ND</sup> SEPTEMBER

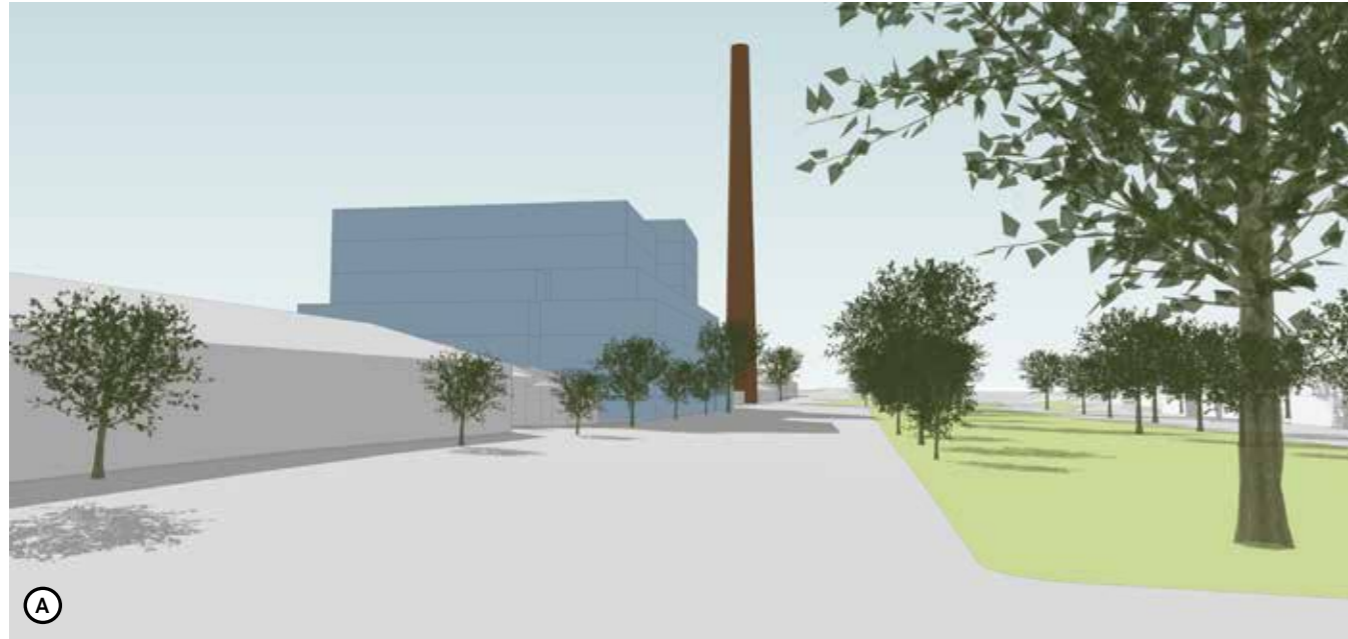


11AM



2PM





**SITE OUTCOME** ✓

- The first higher scale option entails two split towers atop a 4 storey podium with 6-8 storeys over 19m-25m.
- Rear/side setbacks ensure adjacent properties are not overshadowed.
- Towers are setback to frame views to Shot Tower. The higher scale option protrudes over vegetation without dominating the setting.

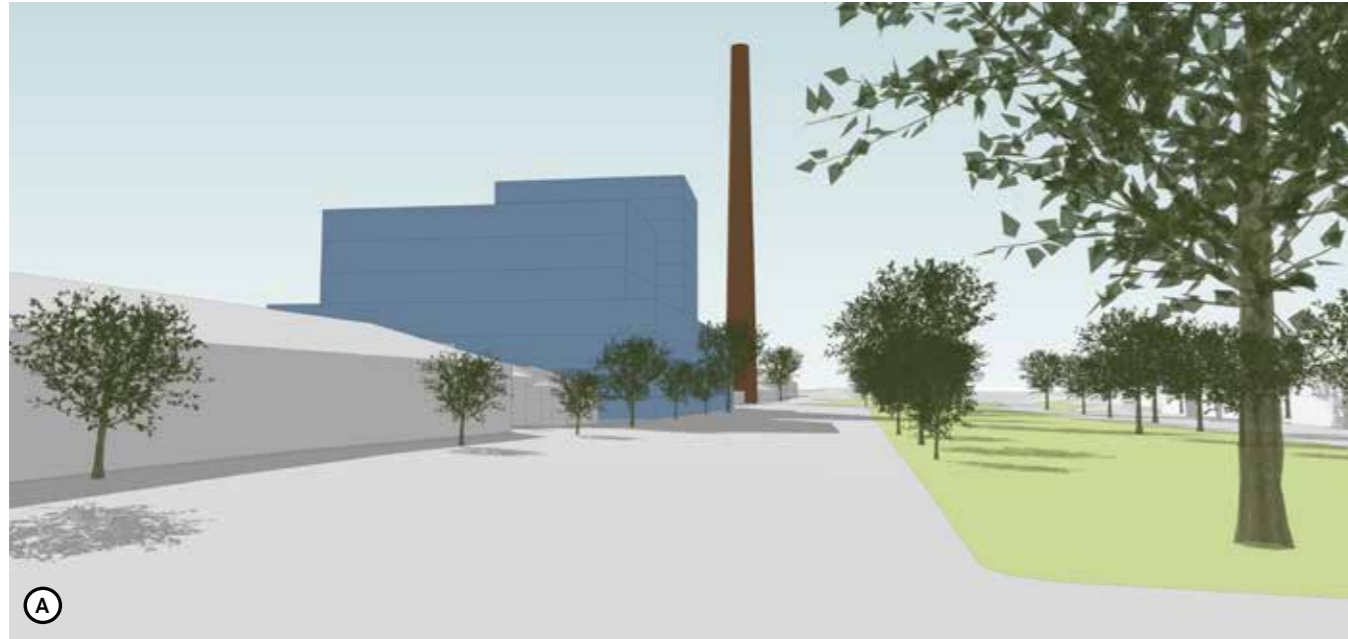


## HIGH OPTION B - TOWERS ABOVE PODIUM: 6-10 STOREYS, 19-31 METRES



SHADOWS AT 22<sup>ND</sup> SEPTEMBER





**SITE OUTCOME**

- Adds two additional storeys and 6m to eastern tower.
- Western tower remains as is to ensure adjacent properties are not overshadowed.
- Towers are setback to frame views to Shot Tower.
- Higher tower in this option begins to show potential development having more of a presence along Alexandra Parade.



## HIGH OPTION C - TOWERS ABOVE PODIUM: 8-12 STOREYS, 25-37 METRES



SHADOWS AT 22<sup>ND</sup> SEPTEMBER



11AM



2PM



### SITE OUTCOME



- Adds two additional storeys and 6m to both towers from previous scheme.
- Western tower has a moderate degree shadow impacts to adjacent property.
- Towers are setback to frame views to Shot Tower.
- Towers are visually prominent in the setting along Alexandra Parade.



# 8.0 CONCLUSION

The site presents an exceptional opportunity for significant redevelopment in response to the site's context and urban conditions and to make the most of this large inner city site. It is advantageously located 2.5km from the CBD and in close proximity of the Smith Street retail and lifestyle corridor, Wellington Street and Johnston Street. Its location in the Alexandra Parade corridor also plays a role as a gateway to the CBD from the east.

A range of established public transport networks support development at this site with short connections to the CBD, education and employment areas and established amenities.

The site offers the prospect to develop a well-considered response to contribute to a new character/urban typology along the evolving Alexandra Parade corridor.

Through studying the site's potential via the urban context analysis, the following site implications were found:

## Context:

- The scale of development should take advantage of the site's proximity to the CBD and other established amenities.
- The site contributes as a gateway into the city from the Eastern Freeway and should celebrate this opportunity.

## Urban Form:

- The site is located along one of the linear corridors of mixed use / high density development that characterise the area.
- A height of 8-10 storeys would not be out of the context given the role and scale of Alexandra Parade.

## Built Form:

- Alexandra Parade East presents an opportunity to establish a new urban character that responds to the role of the corridor.
- Views along Alexandra Parade to the Shot Tower should be considered.
- Consideration of the historic urban fabric including the 1880's factory building and bluestone crossings.

## Connectivity:

- Density at the site should capitalise on variety and proximity to public transport options with short trips to key employment districts.

- Vehicular access to the site should capitalise on two existing laneways at the northern and eastern perimeters.
- Potential for key pedestrian access on south-eastern corner of site at existing vehicle entrance.

## Public Realm:

- The site relates to Alexandra Parade character more so than surrounding low scale residential streets.
- There is opportunity to contribute to green character of Alexandra Parade.
- Development should preserve and complement views to Shot Tower.
- Views to CBD skyline would be prevalent in upper levels of a development and should be maximised.
- There is opportunity to respond to a large scale boulevard typology.
- Development should be sensitive to residences abutting the rear property boundary.

## BUILT FORM OBJECTIVES

From drawing out site implications through the urban context analysis, the following built form objectives were developed to set a framework for a positive outcome on site:

- Recognise the more sensitive residential interfaces to north and east of site boundary with appropriate form and scale.
- Respond to the limited sensitivity in the interfaces of the southern and eastern boundary, with development to be of appropriate scale to the wide boulevard of Alexandra Parade.
- Ensure upper levels of development are set back to maintain views toward the Shot Tower projected down the Alexandra Parade boulevard.
- Ensure upper level elevations exposed to the public domain are high quality, visually recessive and do not diminish the appreciation of the Shot Tower.
- Incorporate balconies or terraces in upper levels to enhance the architectural articulation of proposed development.
- Create a consistent street wall height and incorporate a building facade treatment which enhances the public realm along Alexandra Parade.
- Avoid development of dominant mass and impermeable sight lines.
- Avoid repetitive stepped built form at upper levels of development.
- Enable access to sky views above the street wall via forms that offer visual access.
- Ensure development visually emphasises the importance of its location at the entrance to the city from the Eastern Freeway.
- Ensure adequate solar access is provided to the Alexandra Parade boulevard and public realm.
- Contribute to public amenity and providing private amenity for potential residents of the development.
- Provide passive surveillance to overlook streets and footpaths, forming a connection with the street.

- Incorporate heritage values into the site such as the bluestone crossovers and structural components of the 1880's building through interpretive design.
- Ensure vehicle entrances do not disrupt or impact on high traffic flows on Alexandra Parade.
- Existing corner bluestone entrance could be retained as a pedestrian entrance.
- Ensure vehicle access does not dominate the Alexandra Parade streetscape.
- Ensure the form and scale of proposed development is not the detriment of existing adjacent uses, particularly residences.

## BUILT FORM SCENARIOS

Below are the two scenarios deemed most preferable from the modelled scenarios, for responding most to the site implications and built form objectives.

### Preferred Outcome A



- Two split towers atop podium with 6-8 storeys.
- Street wall height of 10.5m.
- Total height of 19 - 25 metres.

This scenario adopts a perimeter block model for its podium without building to the rear boundary. To avoid a bulky mass, storeys above a 4 level podium (fourth storey setback from street) is in tower form to allow solar access and sky views from Alexandra Parade.

With the building setback from the eastern boundary, overshadowing over adjacent properties is prevented.

The towers are set back from the street wall on an angle in which prevents the form from blocking views to the Clifton Hill shot tower and offers an element of framing to the landmark.

The form is largely absorbed by vegetation and existing buildings when viewed down the Alexandra Parade corridor from the east.

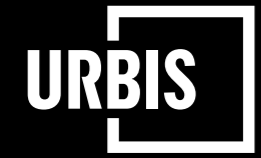
### Preferred Outcome B



- Two split towers atop podium with 6-10 storeys.
- Street wall height of 10.5m.
- Total height of 19 - 31 metres.

This scenario is a taller alternative to the previous, atop a 3 level podium providing greater solar access and sky views through the taller form.

Whilst this scenario has a greater visual prominence due to its added height, it is not dominant in the setting when viewed along Alexandra Parade.



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