

PIEDIMONTES

27 - 45 Best Street and 102-114 Scotchmer Street, Fitzroy North

Town Planning Application Amendment

19.02.2019

Rev 02



Jackson
Clements
Burrows
Architects



CONTENTS

1.0	Architects Statement	07
2.0	Urban Context	09
	Zonal Plan	10
	Community Facilities	11
	Transport and Infrastructure	12
	Site Analysis	13
	Site Photographs	16
	Existing Supermarket	17
3.0	Project Principles	21
4.0	Design Response	23
	The continual evolution of Piedimontes	24-25
	An improved massing strategy	26-27
	Canopy Motif	28
	An abstracted Grid	29
	Design Features and Materiality	31
	Internal Supermarket Amenity	32-35
5.0	Precedents	37-45
6.0	Perspective Images	47-51
7.0	Shadow Analysis	53-61
8.0	Responses to key objections and technical referrals	63
	Key Objections	64-65
	Technical referrals	66-67







1.0 ARCHITECTS STATEMENT





OVERVIEW

The subject site sits adjacent on the corner of Best and Scotchmer streets in the heart of the Fitzroy North Village. The site presents a genuinely unique opportunity within Fitzroy North – given its size and adjacencies – to act as a marker and focal point of the Village.

The buildings employ carefully considered design principles to maximize the level of amenity to the occupants and their neighbours, whilst contributing to the community by diversifying the mix of residential retail and hospitality spaces in the precinct. Public realm upgrades have also been proposed, which further integrate the scheme into its surrounds. This offers significant community benefit in the form of increased green space and associated amenity, safety and reconsidered access.

LOCATION

The subject site is within the Fitzroy North activity center in close proximity to the CBD, public transportation, and the Edinburgh Gardens park. The proposal is an exemplar project for the suburb and provides unique opportunity for urban density, which is in line with Plan Melbourne 2017-2050.

FORM

The unique qualities of the site have determined the proposal's siting, massing and overall forms. With interfaces to Best St, St. Georges Rd, Scotchmer St and Egremont St, the lower levels are characterized by sensitive responses to existing site heritage; a series of articulated columns that set the rhythm of the pedestrian experience, with columns positioned along old subdivision lines; markers of the old fabric of the village. The facade columns are generous in depth, creating a highly articulated ground plane with spaces for planting, product display and seating, creating a generosity and informal civicness to the Best Street ground plane. Above this, the upper level is screened with a continuous block facade, giving definition to the supermarket and creating a veil that gives definition to the retail offering and offers hints of what lies within.

The upper forms are conceived as a campus of buildings, with setbacks strategically increased and forms lowered to sensitive interfaces and heritage. The masonry mid-levels reflect the varying scales and proportions of the village in a masonry palette that respects the vernacular terrace housing stock of Fitzroy North. Punched openings are generous and irregular within highly regular forms, an ode to the evolution and adaptation of the suburb over time. Reveals to the masonry openings are deep, giving the façade 'thickness' that exudes quality and firmness.

The concrete block patterning to the recessive uppermost levels ties the upper forms to the supermarket below, creating a coherence in form and materiality.

STREET ACTIVATION

The proposal has considered the street interface as a key outcome for the design, particularly given the site's key position as the focal point within the Fitzroy North village. The structural bays of the supermarket form pays homage to the narrow shopfronts of the original site's subdivision and the adjacent shopfronts of the Fitzroy North village, creating a rhythmical colonnade. The ground floor canopies create a welcoming arcade, a subtle reference to the arched windows of the current store.

APARTMENT DESIGN

Careful consideration has been given to the planning of residential apartments. The rectilinear floor plates create difficulties in achieving passive ESD initiatives such as cross flow ventilation and solar gain. The proposal employs careful articulation and spatial planning to ensure all dwellings can meet both BADS and BESS requirements. The layouts afford a high level of amenity and flexibility to the internal spaces, with generous storage areas, living space and kitchens. Some apartments have access to oversized private balcony space allowing considerable access to natural light and cross-flow ventilation and views to the north, east and west. The apartments exceed many of the objectives in Clause 58 [Apartment Development].

MATERIALITY

Materiality has been used as a key tool for cultural exploration within the project. The proposal continuously seeks to create a dialogue between the vernacular of the inner northern suburbs as well as the various 'modifications' brought by post war European migrants, particularly ideas of screening and brise soleil.

The podium form focuses on concrete, tiles and stone. It is a palette with firmness, solidity and texture that talks to both the adjacent heritage buildings and broader village precinct, with a language that is consistent with a continental grocery store.

The upper forms continue this dialogue with Apricot coloured masonry facades referencing both the Terracottas of Tuscan hillside towns and the reds of the inner city.

The implementation of terrace vegetation creates a constantly evolving and engaging facade that changes according to seasonal variations whilst also providing passive cooling to the occupants during summer and solar gain during winter months. Careful consideration has been given to the composition of window and balcony elements which play on depth, transparency and rhythm.

PARKING

The proposal incorporates the provision for 126 car parks. The car parks are located between basement levels 01 through 03 which enables an open and permeable ground floor providing public amenity to train commuters and local residents. In keeping with the strong ESD agenda for the building, 128 bicycle spaces have been provided to encourage active modes of transportation.

ESD

The design proposal incorporates several ESD initiatives and has also made a commitment to a BESS scorecard rating of 70, an internationally recognized accreditation tool. The proposal accommodates a

generous bicycle space allowance, coupled with its location adjacent several major public transport nodes and location within one of Melbourne's major activity centers, the reliance of private car transportation is significantly reduced. Passive ESD initiatives such as control of solar gain, passive ventilation and natural daylighting coupled with the potential for adaptive re-use of some floor plates ensures that the fit for purpose longevity of the development is significantly increased when compared with conventional mixed use developments.

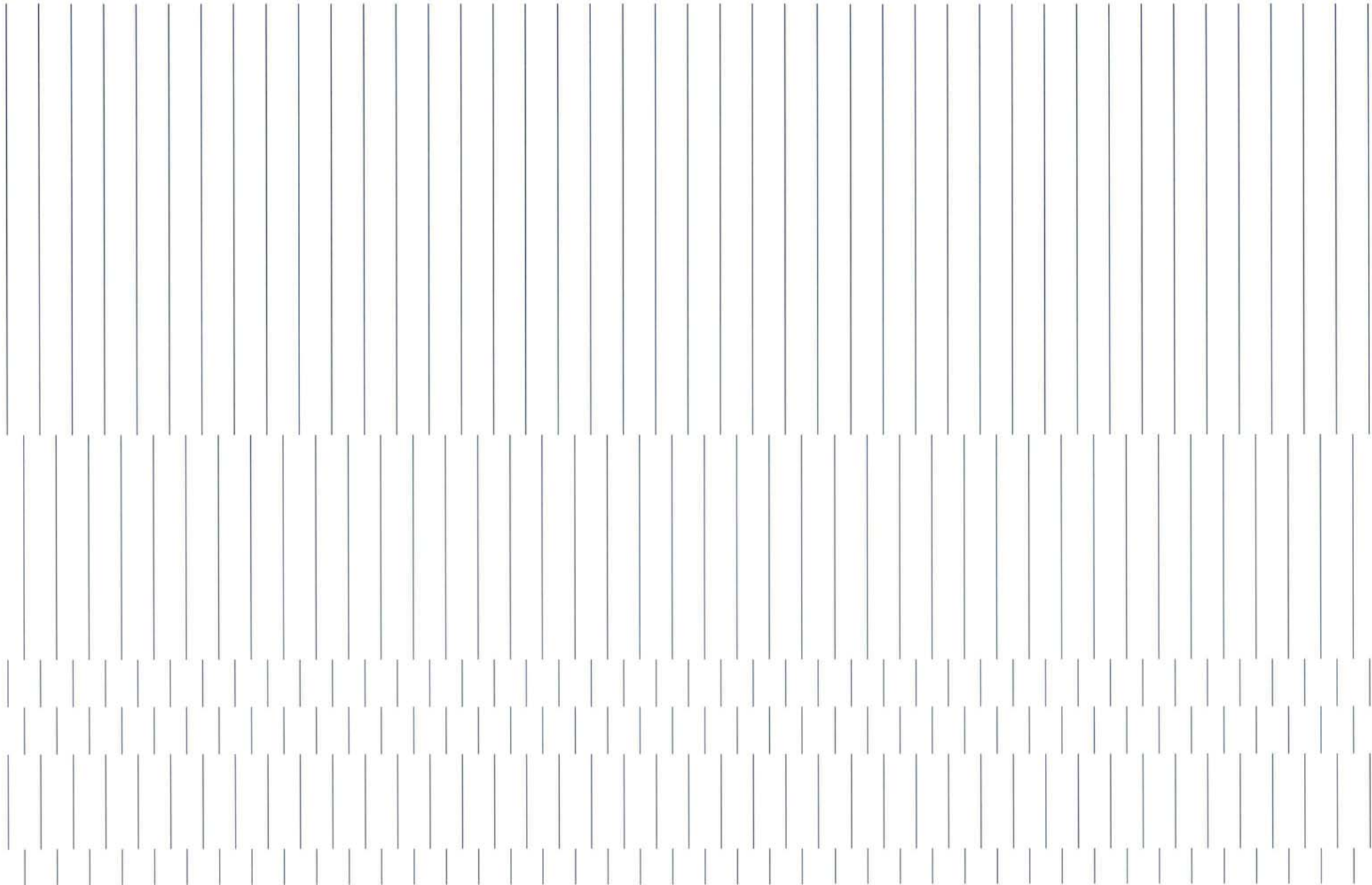
SUMMARY

This project has a unique opportunity to reinvigorate the Fitzroy North village and reaffirm Piedimonte's supermarket as an informal centre within the Village through an expanded retail offering, new business opportunities and new community function.

Through sensitivity in scale, massing, materiality and public realm improvements the new Piedimonte's will make an enduring contribution to Fitzroy North, ensuring a local 'institution' secures its long term future in the suburb.

Architecturally the building puts forward a unique conceptual proposition, embedding itself within its context, acknowledging the family's history operating on the site; as well as looking to the future with high amenity, family friendly apartments.







20

URBAN CONTEXT





-  RDZ1 - Road Zone
-  PPRZ - Public Park and Recreation Zone
-  C1Z - Commercial 1 Zone
-  C2Z - Commercial 2 Zone
-  Neighbourhood Residential Zone
-  Public Use Zone - Education
-  MUZ - Mixed Use Zone

- - - - - Subject Site
Piedmontes
29- 47A Best St, Fitzroy North



Curves Gym

BP

The Fitzroy Pinnacle

Australia post

North Fitzroy Library

Fitzroy North Primary School

Edinburgh Gardens

Subject Site
Piedmontes
29- 47A Best St, Fitzroy North



