








-  Tram Noise
-  Car noise
-  Activated Commercial Frontage
-  Opportunity to Extend Activated Commercial Frontage
-  Subject Site  
Piedimontes  
29- 47A Best St, Fitzroy North





No. 102 Scotchmer St  
Double Storey Brick Building

No. 108/ 110/ 112/ 114 Scotchmer St  
Double Storey Brick Building

No. 37-45 Best St and Scotchmer St  
Double Storey Brick Building

No. 35 Best St  
Single Storey Brick Building

No. 31 Best St  
Single Storey Masonary Building

No. 25 Best St  
Double Storey Brick Building







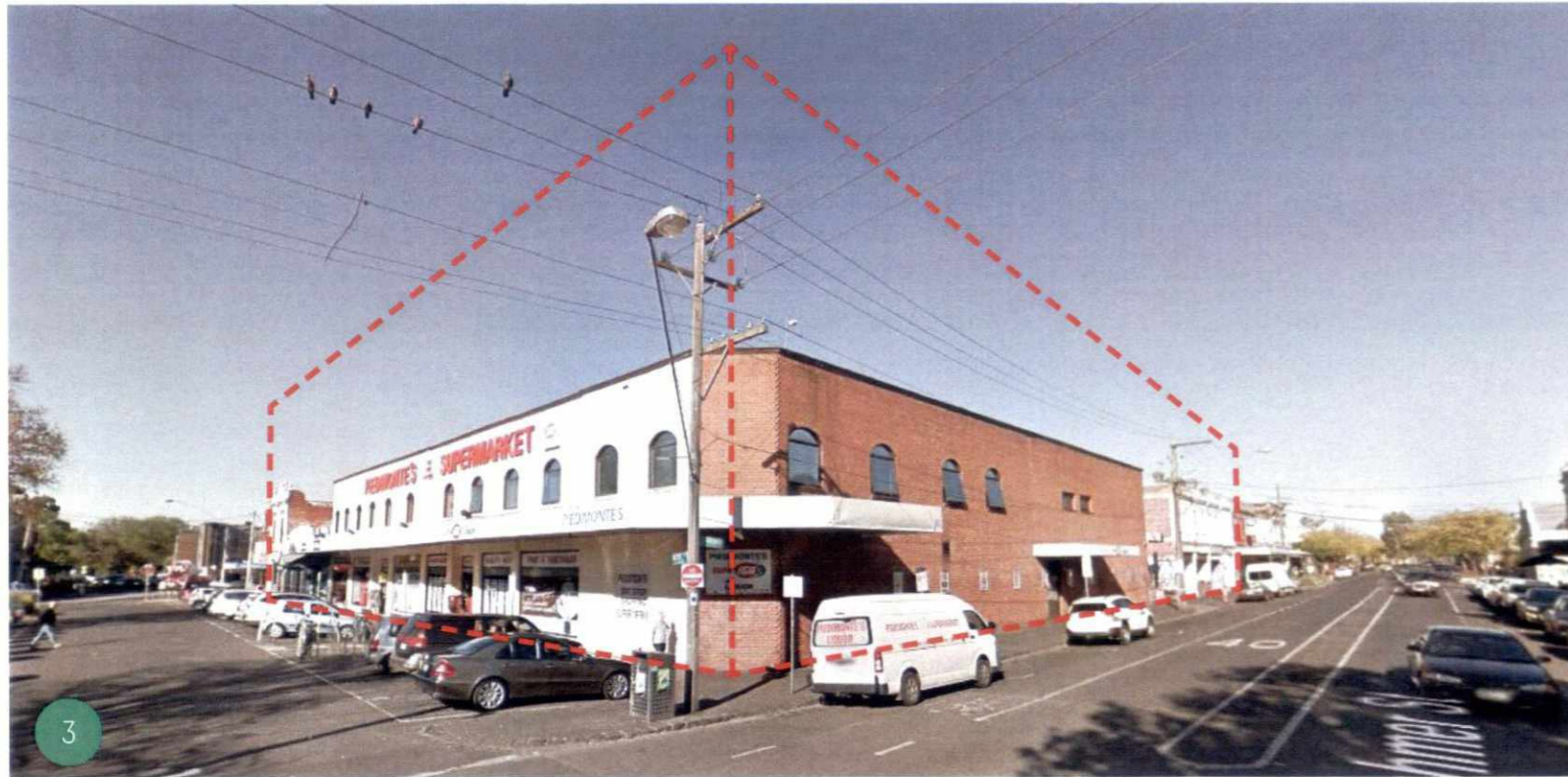




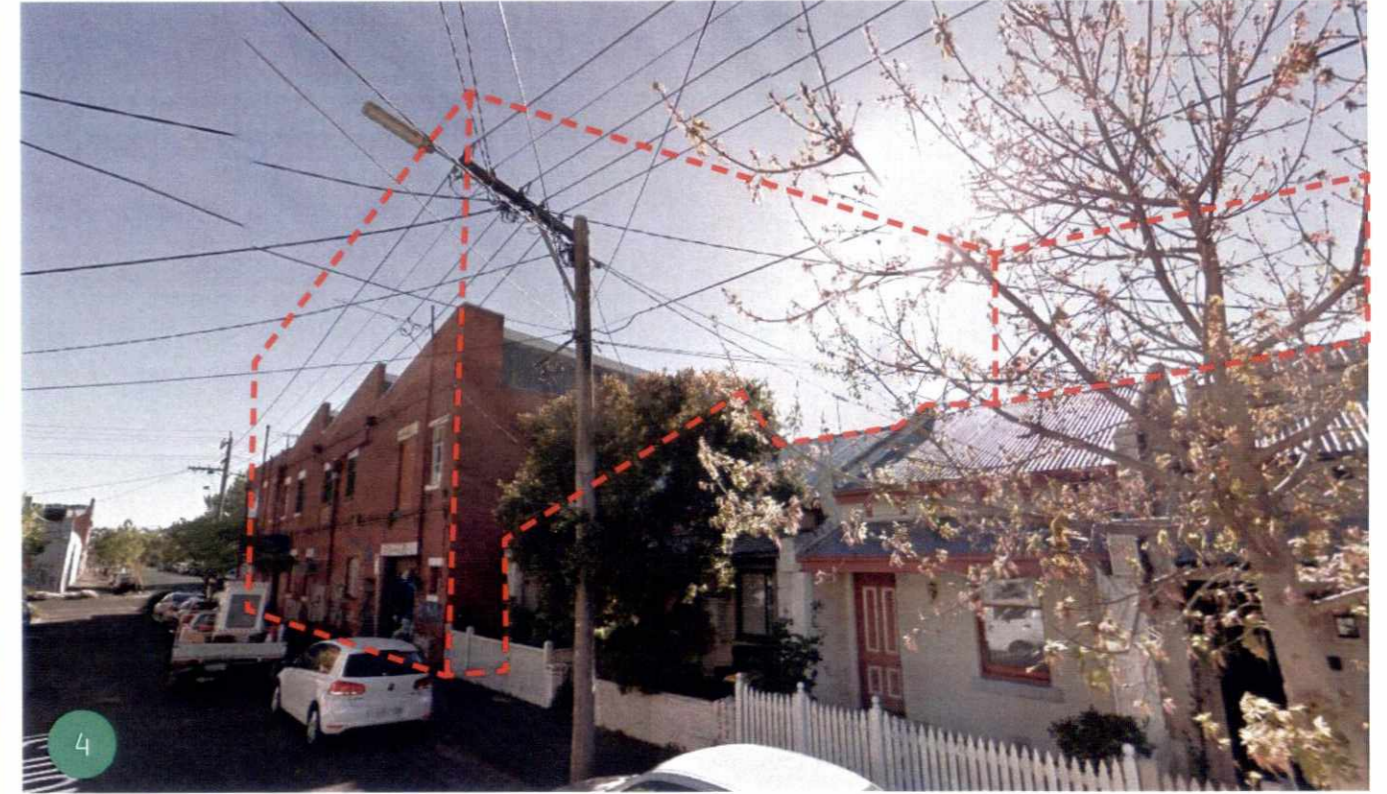
Photograph 01 - View from St Georges Rd



Photograph 02 - View from corner of Scotchmer St and Egremont St



Photograph 03 - View from corner of Best St and Scotchmer St



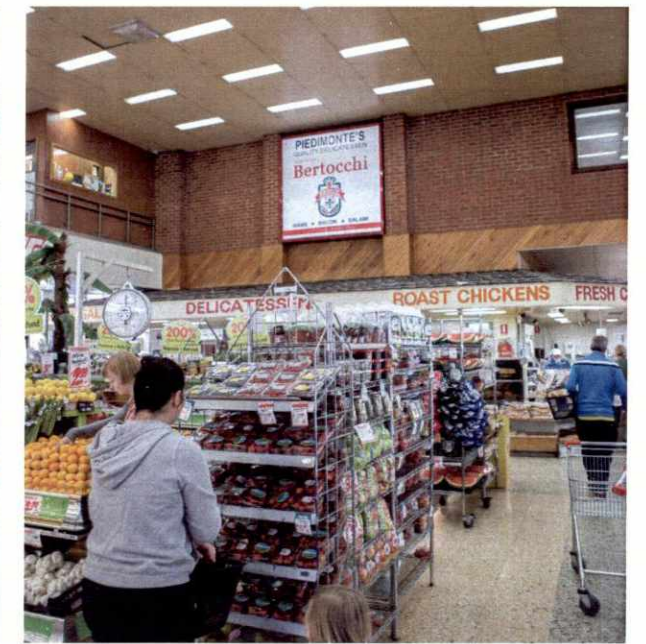
Photograph 04- View looking north up Egremont St





A key consideration in the site's redevelopment is the existing state of disrepair of many aspects of the current supermarket.

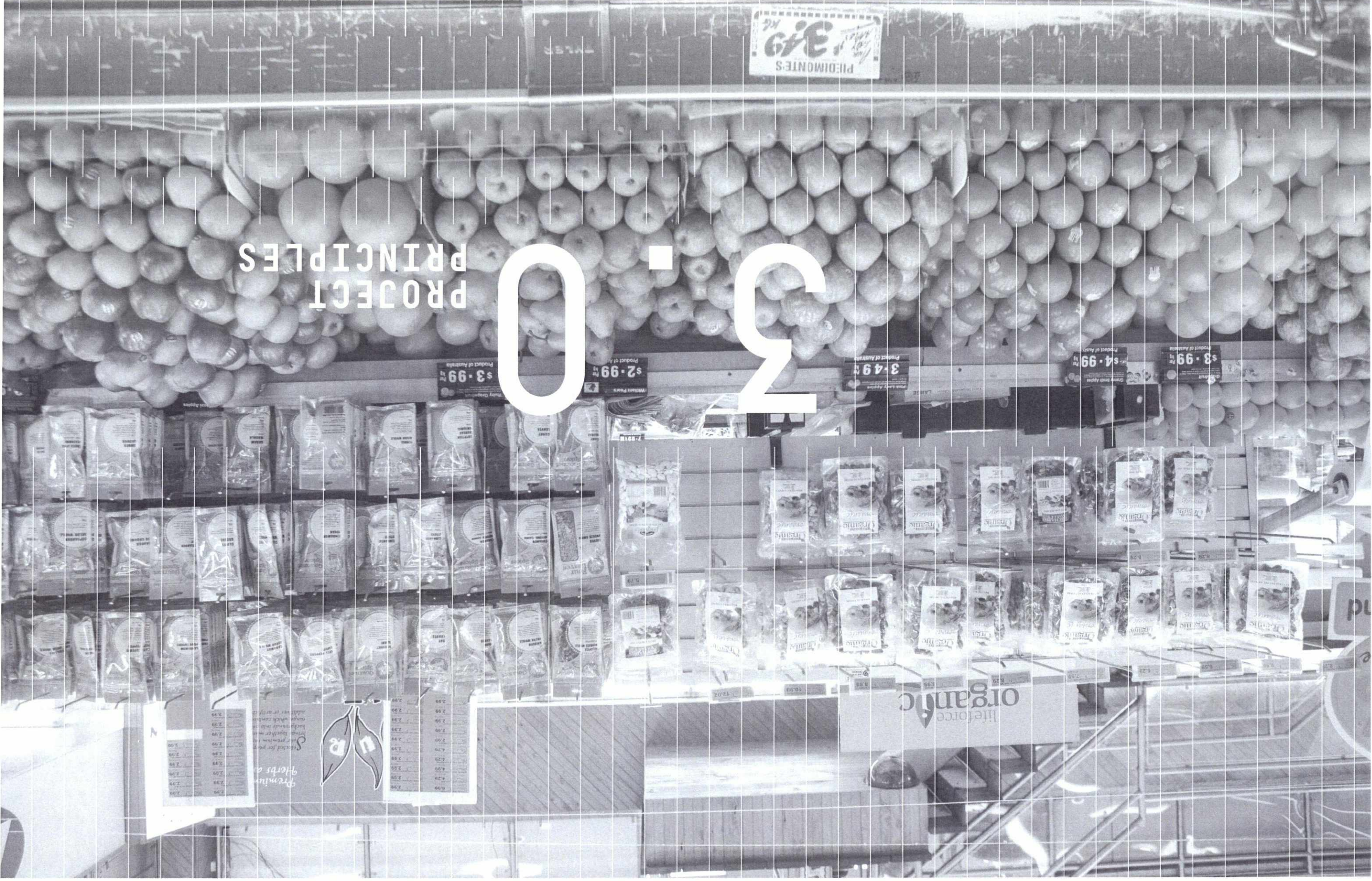
This includes items such as plant and equipment in various states of disrepair and/or operationally inefficient. Refrigeration equipment that is now ineffective and inefficient. Facades in various states of disrepair. Internally there are now various elements that would be non-compliant with current building codes, including balustrades, staircases, and loading areas.











PRINCIPLES

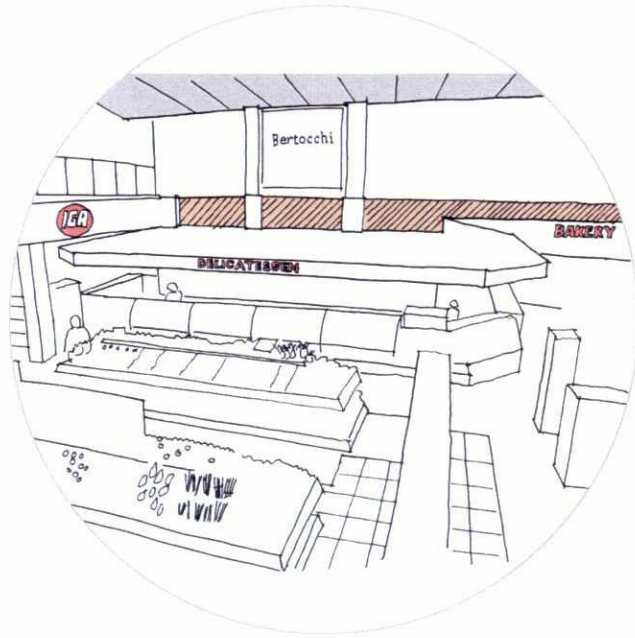
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Premium herbs and...  
packed for you...  
bring together the...  
bags which contain...  
address or visit...



lifeforce organic





**A RESPONSE THAT CAPTURES 'SPIRIT OF PLACE'**

The new supermarket is positioned as a further redevelopment of the store that has been operating and evolving on the site since 1958. The new design response will seek to capture the spirit and ambience of the current store in both a respectful and contemporary manner.



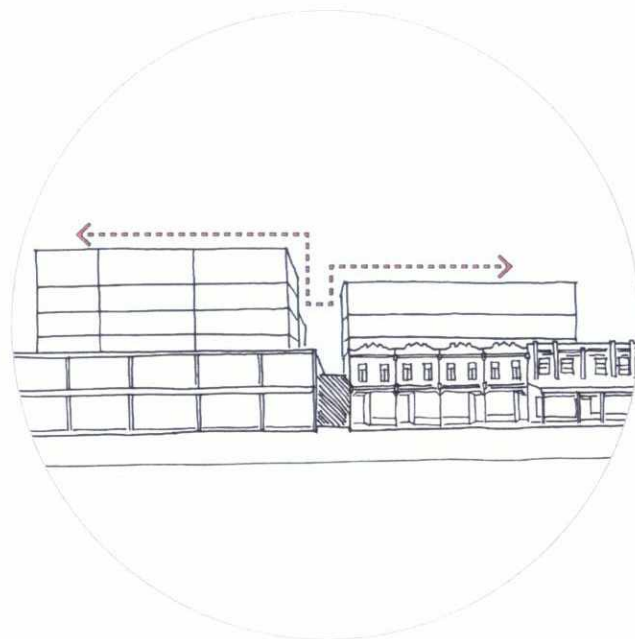
**A RESPONSE TO LOCAL CONTEXT - ACTIVATED EDGES**

The new Supermarket will embrace the Fitzroy North village settling through opportunities for improved visual permeability, kiosks and additional tenancies to the Village.



**AN IMPROVED MASSING STRATEGY**

The massing of the new proposal will utilise the corner siting and inherent opportunity for a robust built form outcome, providing an improved sense of identity to the village and supermarket and avoiding 'wedding cake' massing strategies



**AN IMPROVED RESPONSE TO BUILT HERITAGE**

Clear separation between the two forms to Scotchmer Street will be the cornerstone of an improved design response to the existing heritage fabric and surrounding context.

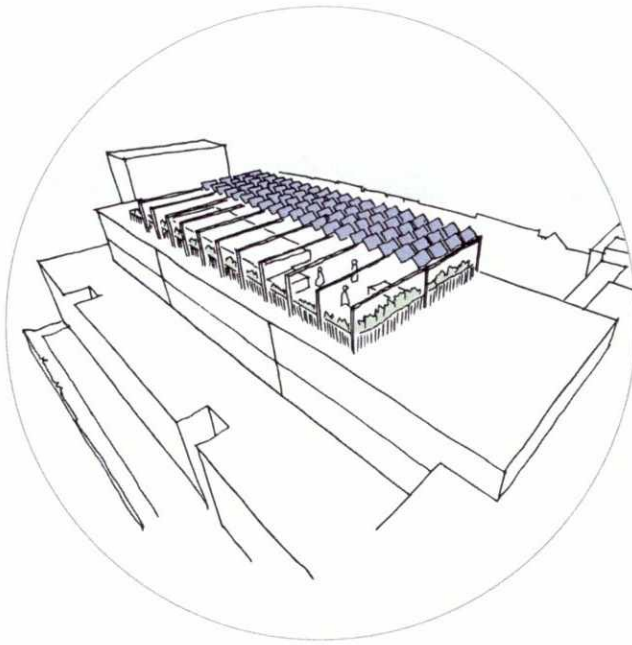


**A NEW URBAN SQUARE**

A new vision for Piedimonte's should take a holistic approach to the revitalisation of the Fitzroy North village. The opportunity for a new urban square in the best street triangle site should be explored to provide an improved civic presence and greater level of urban activation to the Village, whilst maintaining the provision of parking.

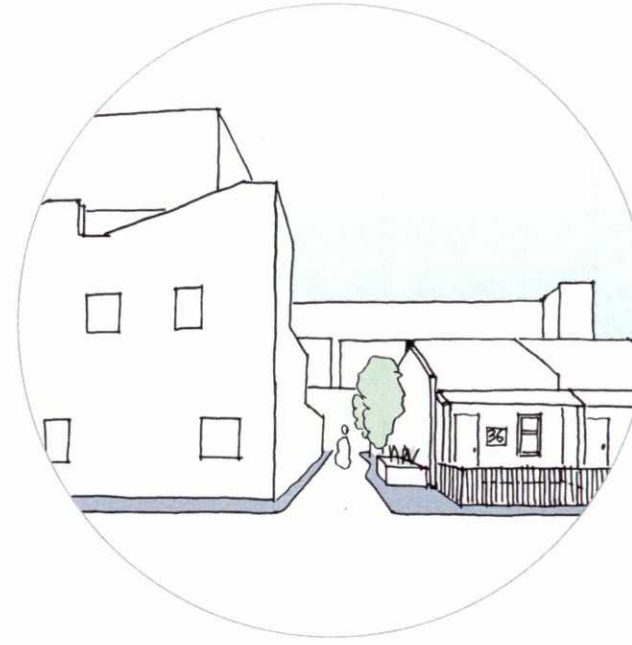






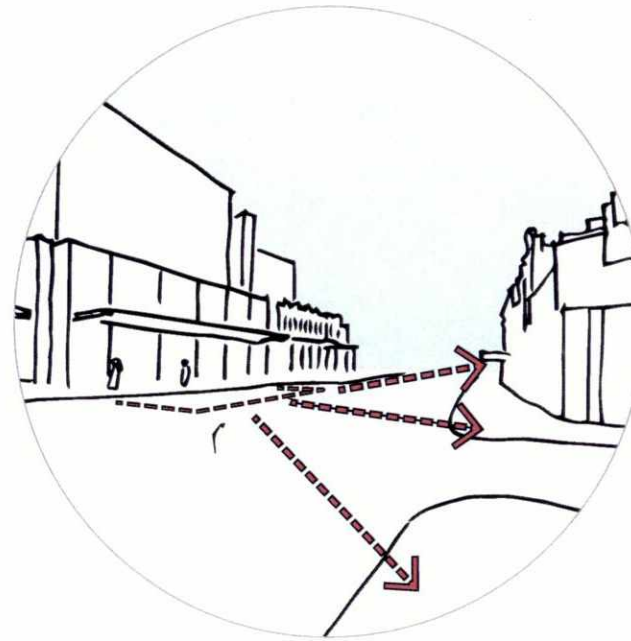
**IMPROVED ESD SOLUTIONS**

It is proposed that the new development will set a benchmark with respect to build quality and ESD outcomes for the Fitzroy North Village. This will include items such as solar panels and communal vegetable gardens to roof spaces.



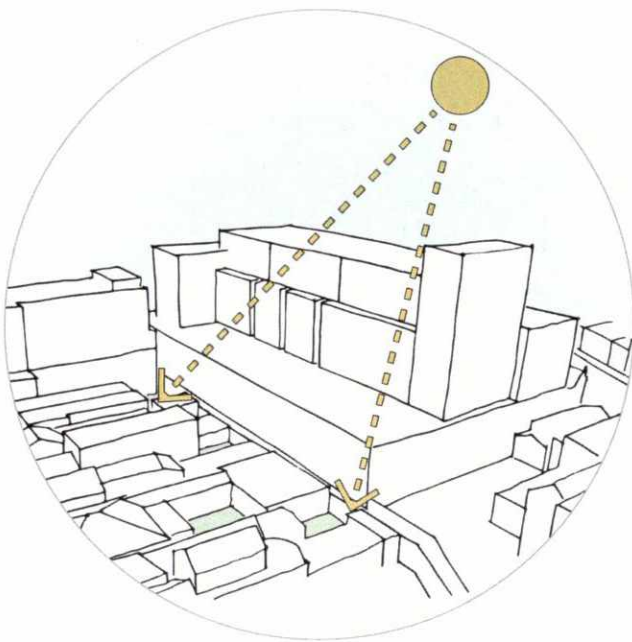
**A NEW COMMUNITY LANEWAY**

It is intended that the new laneway created through the development makes a positive contribution to the community. Opportunities for a new community garden adjacent to the lane will be explored with the Egremont Street residents.



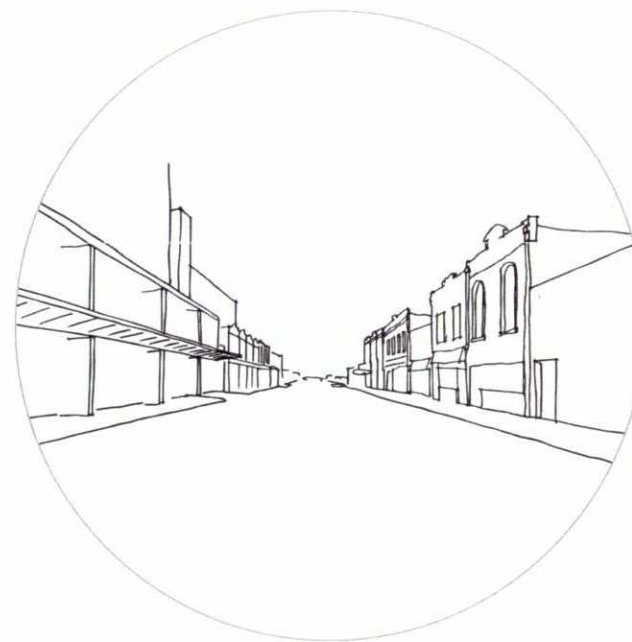
**IMPROVED LOGISTICS FOR WASTE AND DELIVERIES**

The new proposal will seek to reduce pressure on the current loading arrangements on Scotchmer Street by moving all deliveries from small vehicles to a dedicated loading area at basement level, freeing up use of the existing on street loading bays for other businesses within the village.



**A REDUCTION IN OVERSHADOWING**

The new proposal will provide an improved level of overshadowing to adjacent properties along Egremont street.



**A RESPONSE TO LOCAL CONTEXT - FINER GRAIN STREETSCAPES**


The new supermarket proposal will provide opportunities for an improved scale and grain to Scotchmer Street, paying homage to the fine grain of the heritage shopfronts to the north side of Scotchmer Street.











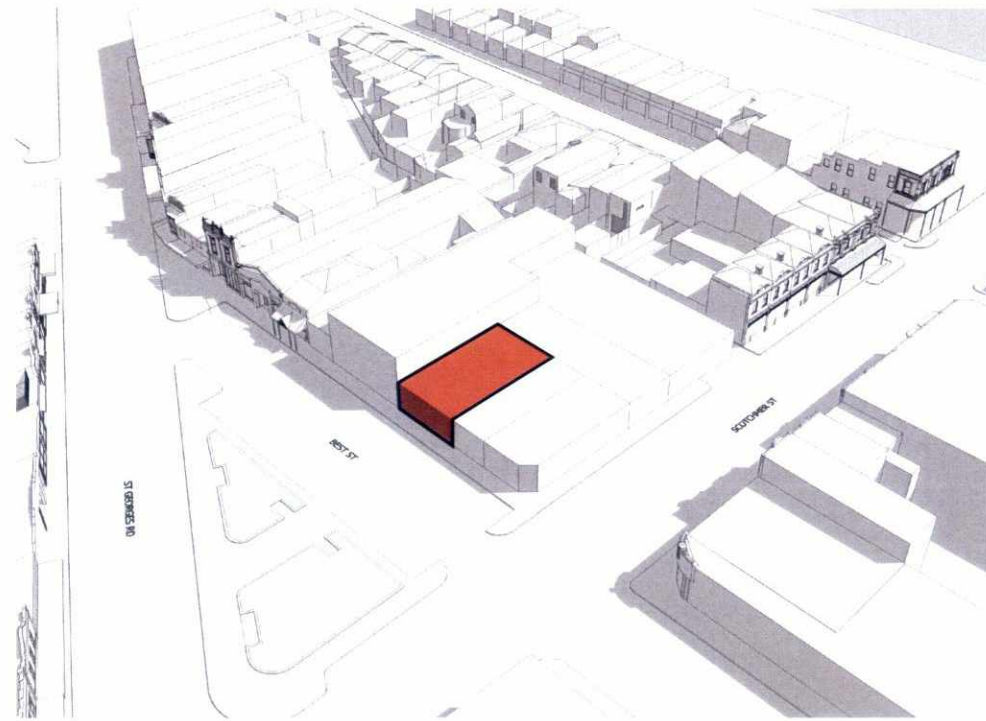
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DESIGN RESPONSE

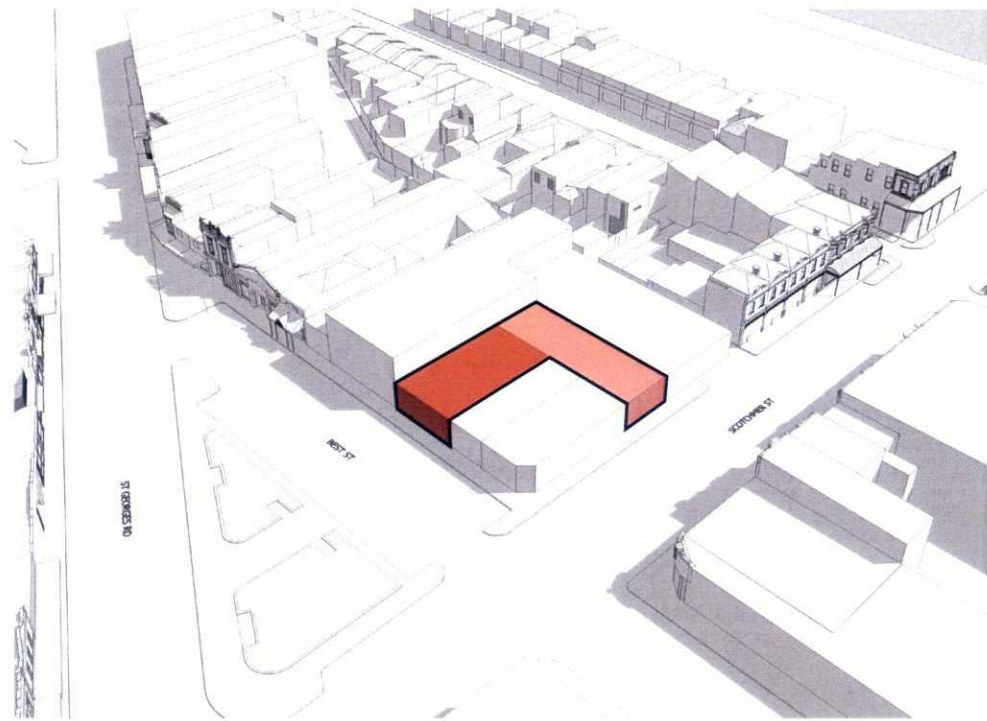




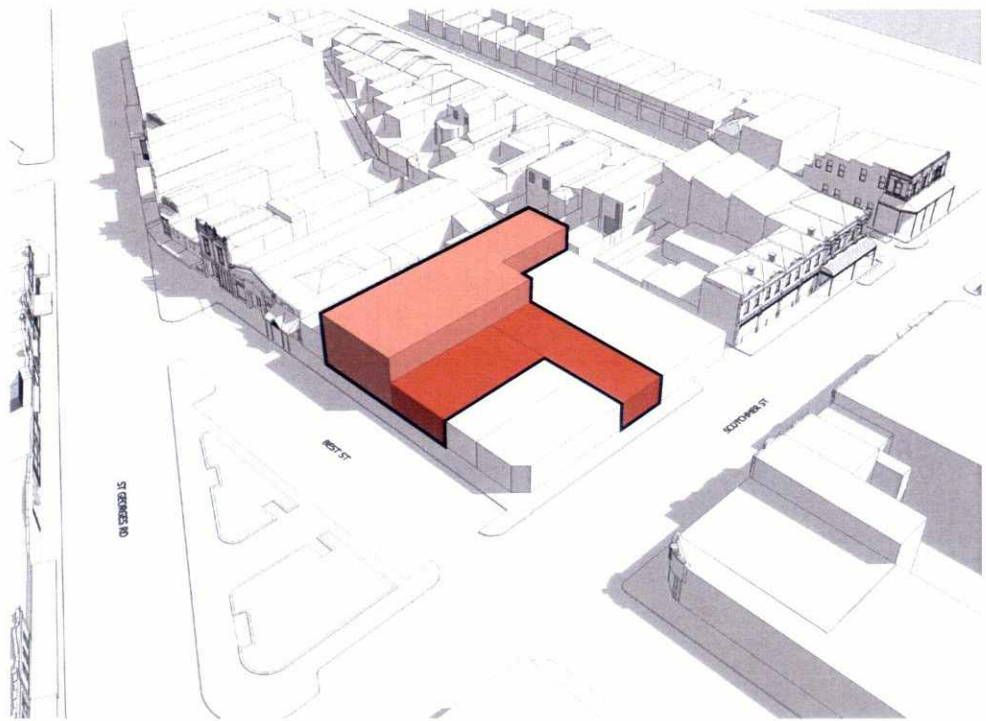
The new supermarket is positioned as a further redevelopment of the store that has been operating and evolving on the site since 1958. The new design response will seek to capture the spirit and ambience of the current store in both a respectful and contemporary manner. With this in mind, the project seeks to continuously look for ways architecturally to create connection and meaning to previous iterations of the store. Whether you have a fondness for the current store and its idiosyncracies, or even if you can remember the original 1958 deli, the project will actively engage in strategies to acknowledge the history and development patterns of the site.



1958



1962



1969

