

103 Beach Street Port Melbourne Town Planning Amendment



City of Port Phillip
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TOWN PLANNING AMENDMENT

17 February, 2022.

PORT PHILLIP PLANNING DEPARTMENT
Date Received: 18/02/2022

1.0	Introduction
1.1	The Team
1.2	Project Overview
2.0	Site Analysis
2.1	Site Context Plan
2.2	Site Aerial View
2.3	Site Context Photographs
3.0	Design Response
3.1	Building in the Round
3.2	Waterfront Place Street Wall
3.3	Bayside Response
3.4	Response to Endorsed Scheme
3.5	Renders
4.0	Appendix
	A - Architectural Drawings
	B - Existing Site Survey
	C - Planning Report
	D - Traffic Report
	E - Waste Report
	F - Landscape Drawings
	G - ESD Report

CONTENTS

Document Set ID: 6289078

1.1 The Team

The team has been assembled by Luxcon Group to provide a consistent approach to the site with specialty advice reflecting the experience across each discipline.

Client Luxcon Group

Architect Carr

Planning Consultant Urbis

Traffic Consultant Traffix

Waste Consultant Leigh Design

Landscape Architects Acre Studio

ESD Consultant GIW Environmental Solutions

1.2 Project Overview

The proposed development is for a mixed use building planned over five principal floors with two basement levels. Ground floor will be provided as retail with residential apartments above.

The design seeks to achieve active frontages to Beach Street (North) and Waterfront Plaza (South). There is a direct interface to the East with the Beacon Cove Light Rail in addition to a sensitive residential interface to the West

The project proposes 3 core ideas;

1. Building In the Round - a gateway building
2. Waterfront Place Street Wall - local site benefits
3. Bayside Response - architectural references

2.0 Site Analysis

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Map data © 2017 Nearmaps

- | | | |
|---------------------------------------|------------------------|------------------------------------|
| ① Melbourne CBD | ⑥ Coles Port Melbourne | ⑪ Princes Pier |
| ② Melbourne Aquarium | ⑦ Port Melbourne Beach | ⑫ Port Phillip Bay |
| ③ Crown Melbourne | ⑧ Spirit of Tasmania | ⑬ Port Melbourne Foreshore |
| ④ South Melbourne Market | ⑨ Spirit Station Pier | ⑭ Melbourne Grammar Playing Fields |
| ⑤ Melbourne Sports and Aquatic Centre | ⑩ J.L. Murphy Reserve | ⑮ Westgate Park |



2.1

SITE ANALYSIS / SITE CONTEXT PLAN

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document Set ID: 6289078



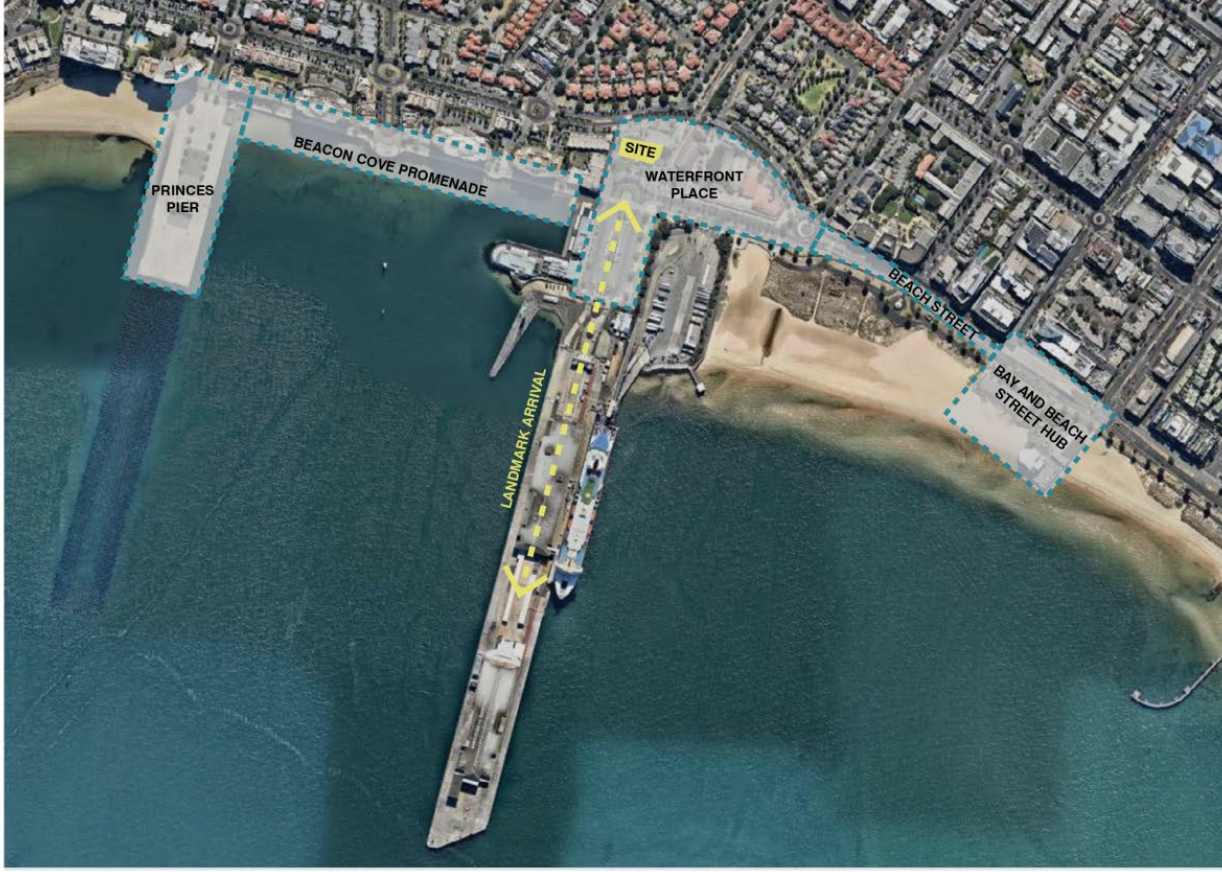
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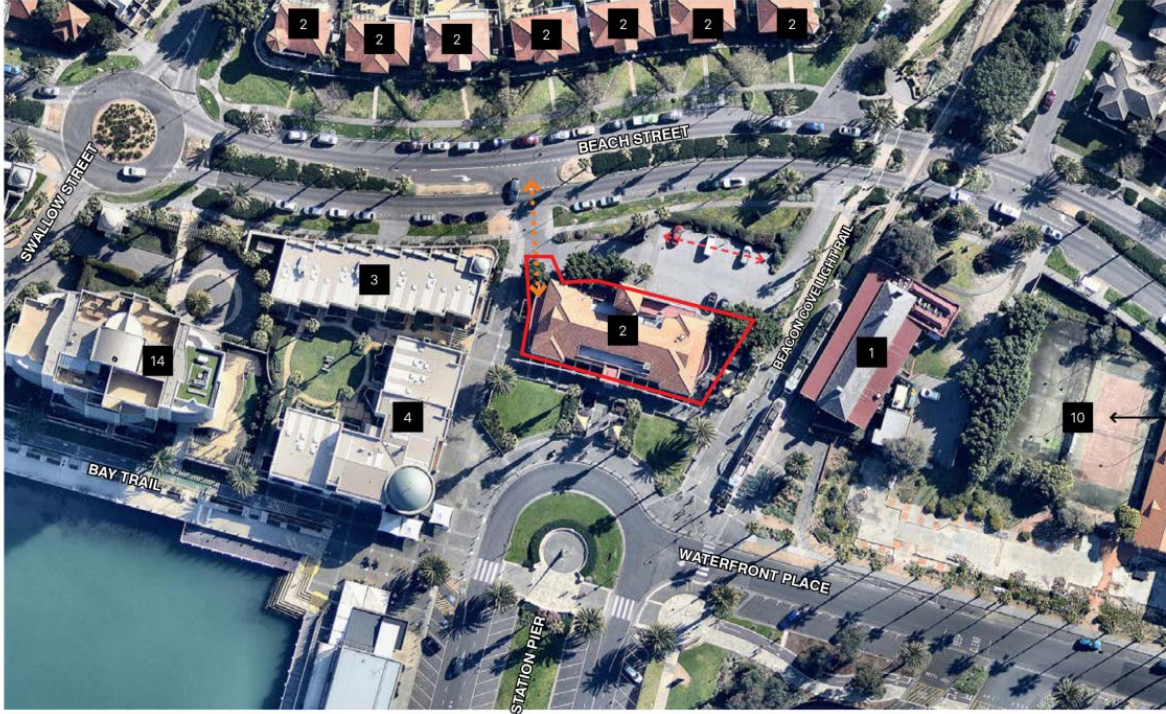
2.1

SITE ANALYSIS / SITE CONTEXT PLAN

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- **Subject Site** 103 Beach Street, Port Melbourne
 - - - Crown Land currently utilised as council controlled carparking
 - X **Building Heights** Surrounding Context (note: some building heights estimated from site photography / approved planning permits)
 - - - Laneway access for servicing and access to residential basement
- Map data © 2017 Nearmaps

1-7 Waterfront Place (Approved for 10 Storeys)



2.3

SITE ANALYSIS / SITE CONTEXT PHOTOGRAPHS

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document set ID: 6289078

10

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2.3

SITE ANALYSIS / SITE CONTEXT PHOTOGRAPHS

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Document Set ID: 6289078



2.3

SITE ANALYSIS / SITE CONTEXT PHOTOGRAPHS

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2.3

SITE ANALYSIS / SITE CONTEXT PHOTOGRAPHS

103 Beach Street Port Melbourne

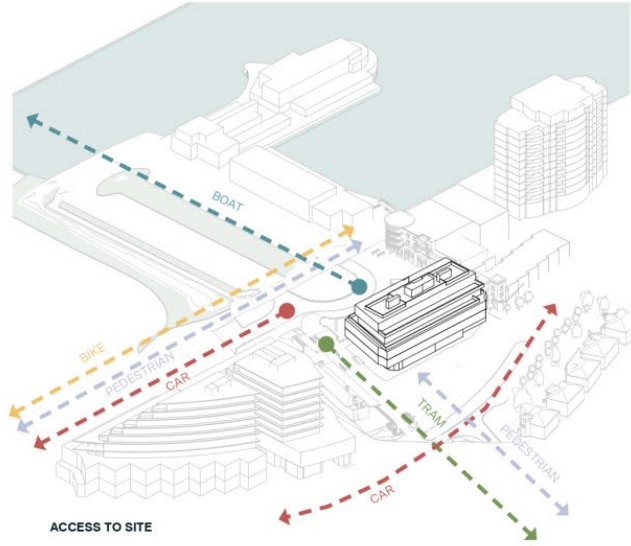
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13

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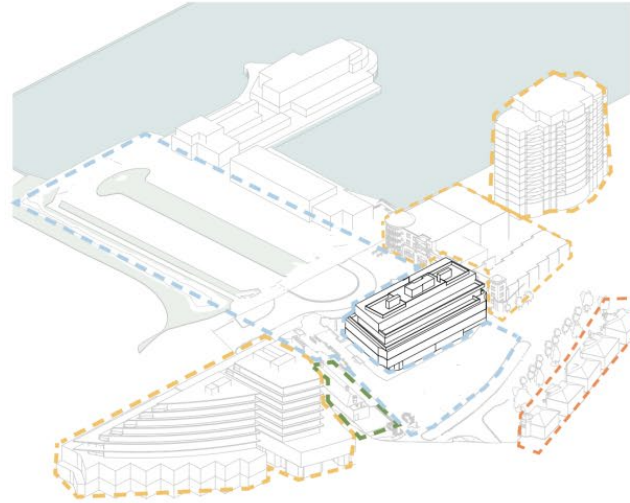
3.0 Design Response

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ACCESS TO SITE

Initial site investigations reveal 103 Beach Street Port Melbourne as an anchor site, acting as a key entry point to Melbourne via boat, and accessed easily by tram, bike and car and highly permeable urban landscape that encourages pedestrian access.



- SINGLE RESIDENTIAL
- MULTI RESIDENTIAL
- PUBLIC
- HERITAGE

RESIDENTIAL INTERFACE

Surrounded by both public space and a more sensitive residential interface, the site is a unique in its siting and requirement to provide a strong architectural presence from all sides with no façade being the lesser or more concealed than the others.

HERITAGE INTERFACE

The proposal acknowledges the heritage rail station through the setback of levels three and four to maintain a greater distance to the heritage element

PUBLIC INTERFACE

The proposal looks to maintain the amenity of the southern public plaza through limiting any overshadowing created through building bulk. This is achieved through setbacks to levels three and four to ensure solar access to the plaza to maintain a comfortable space for pedestrian activity.

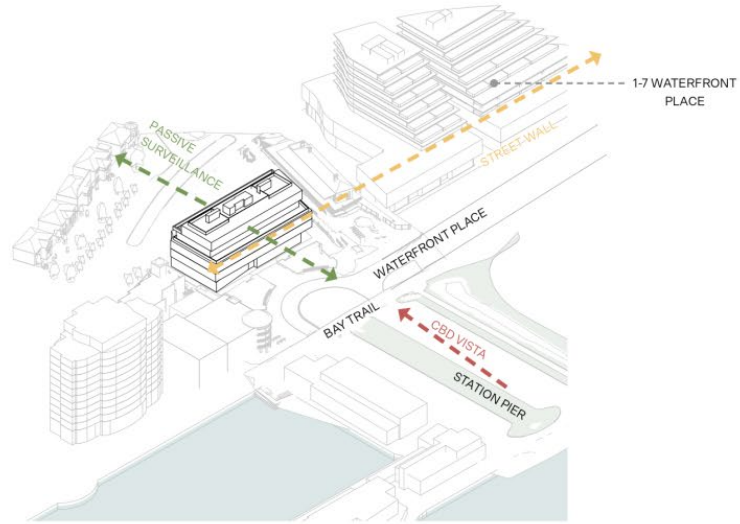
The location of the residential entry to the south of the building assists in activating the southern plaza



Image: Port Phillip Council 2013

BUILT FORM BENEFIT

The proposed development at 103 Beach Street Port Melbourne continues a chain of street wall hugging Waterfront Place. Most recently being added to by the 10 storey approval at 1-7 Waterfront Place.



PASSIVE SURVEILLANCE

This street wall built form will assist with passive surveillance to both the northern and southern Plaza, Bay Trail and Station Pier.

RETAIL AMENITY AND ACTIVATION

The proposed retail space at the ground floor will help service the community amenity while also introducing an active use that will assist with the framing of the public space.

VIEWS AND BUILD QUALITY

The proposed built form will form part of the view of the CBD from Station Pier and as such demands to be of a high build quality. The proposed will enhance the precinct and help to create a distinctive foreshore character enhancing the area as a tourist gateway.



PORT MELBOURNE WATERFRONT PRECINCT

The design intent of the scheme takes direct references from its siting within the Port Melbourne waterfront precinct.

The landscape scheme takes its cues from the siting and existing palm trees to enhance the sense of the coastal location.

3.3

DESIGN RESPONSE / BAYSIDE RESPONSE

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FLUTED FACADE

Sails, waves and the bayside winds that buffer the site all served as place-based design inspiration to create the asymmetrical fluted facade treatment.

The curved facade creates a rhythm that wraps the entire building facade.

Cutouts are provided to achieve light penetration deep into the apartment footprints and open up to beautiful views to the beach or Melbourne CBD.

The articulation of the facade reciprocates with the surrounding context in its mimicry of waves, an anchor in the heart of Port Melbourne and its prominence amplified upon docking at the Station Spirit Pier.

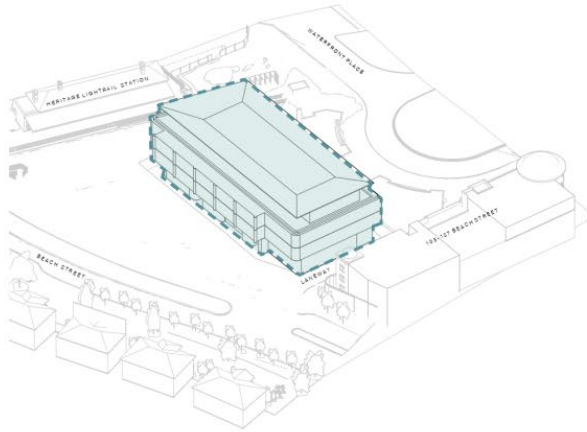
TEXTURED FACADE

Inspiration was taken from the sand grain of the adjoining beach – which has been implemented into the texture of the building facade.

RECYCLED TIMBERS

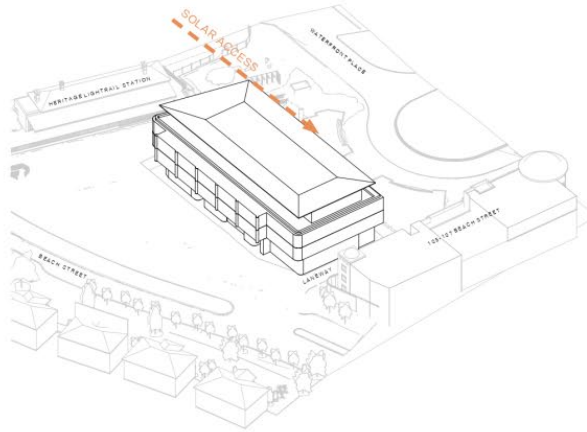
The heritage port influenced the use of recycled timbers. Used at in areas with the most tactile experience at the ground floor and residents soffit lining.

103 Beach Street Port Melbourne



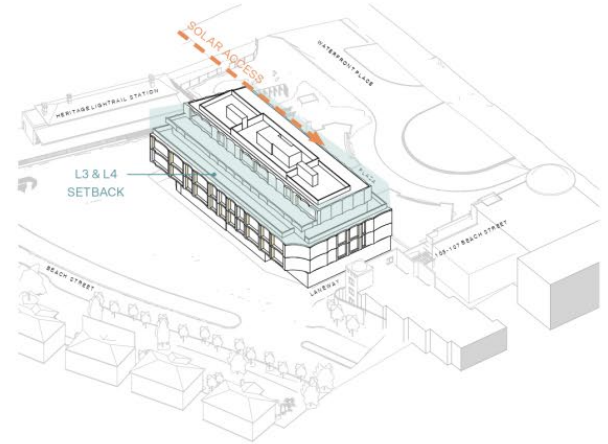
1. CURRENT ENDORSED SCHEME

The current endorsed scheme is a 4 storey development. Capped with a large cantilevered roof structure.



2. SOLAR STUDY

Solar amenity studies of the southern Plaza were prepared to understand the impact of the endorsed scheme.



2. SITE MASSING

Setbacks to levels 3 and 4 are proposed to ensure that similar solar amenity is maintained to the southern plaza.

These setbacks are wrapped around the building to provide reduced visual bulk from Beach Street and the Heritage Lightrail Station.



3.5

DESIGN RESPONSE / VIEW FROM PLAZA

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3.5

DESIGN RESPONSE / SHARED BIKE PATH (VIEW FROM SOUTH)

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3.5

DESIGN RESPONSE / VIEW FROM BEACH STREET

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21

3.5

DESIGN RESPONSE / VIEW FROM HERITAGE BUILDING

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3.5

DESIGN RESPONSE / WEST ELEVATION FROM BEACH STREET

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3.5

DESIGN RESPONSE / ELEVATED VIEW FROM BEACH STREET

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