

PROJECT  
146-150 BRIDPORT STREET,  
ALBERT PARK

PROJECT PHASE  
VCAT

DATE  
SEPTEMBER 2023

A CONCEPT BY  
**CERA**  
**STRIBBLEY**

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# Site Analysis



# Site Information

## Existing Address

146-150 Bridport Street, Albert Park 3206

## Site Area

972 sqm approx.

## Site Frontage

20.1m Bridport St approx.

20.2m Bevan St approx.

## Local Council

Bayside

## Council Property Number

199221

199222

186987



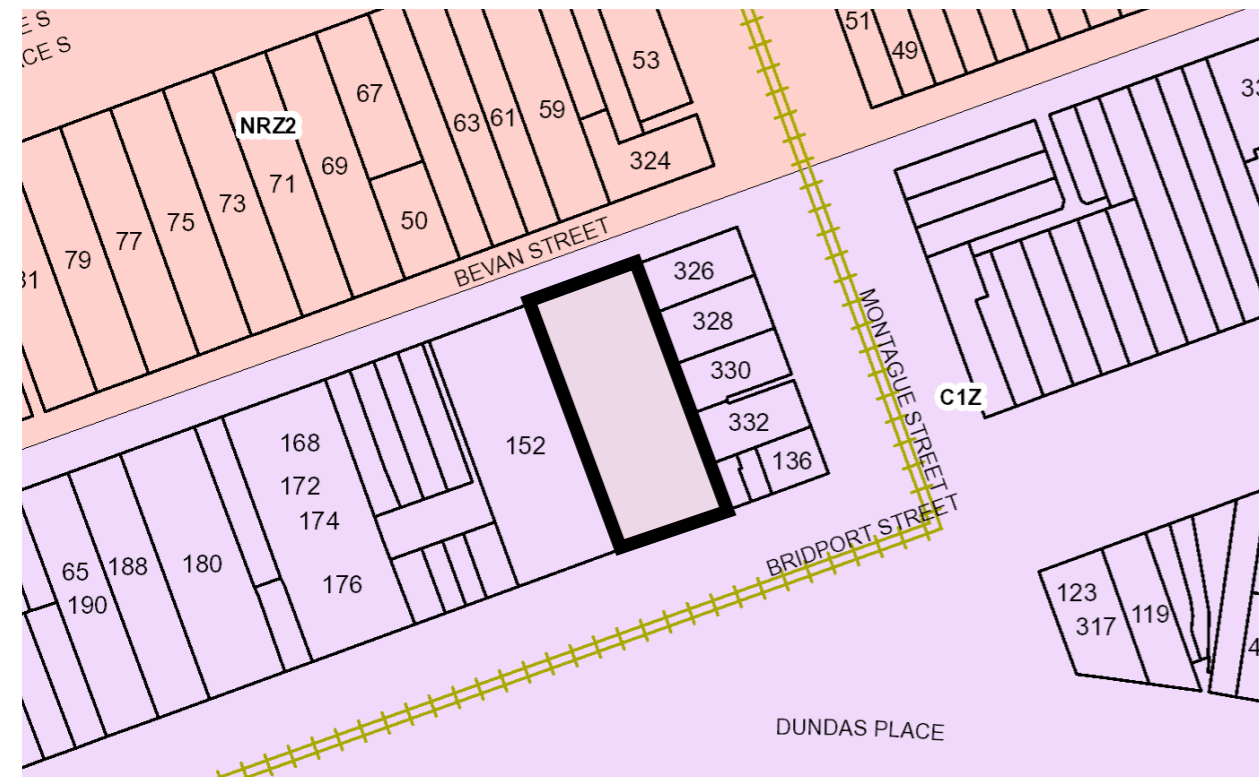


# Planning Controls

## Planning Zone

Commercial 1 Zone (C1Z)

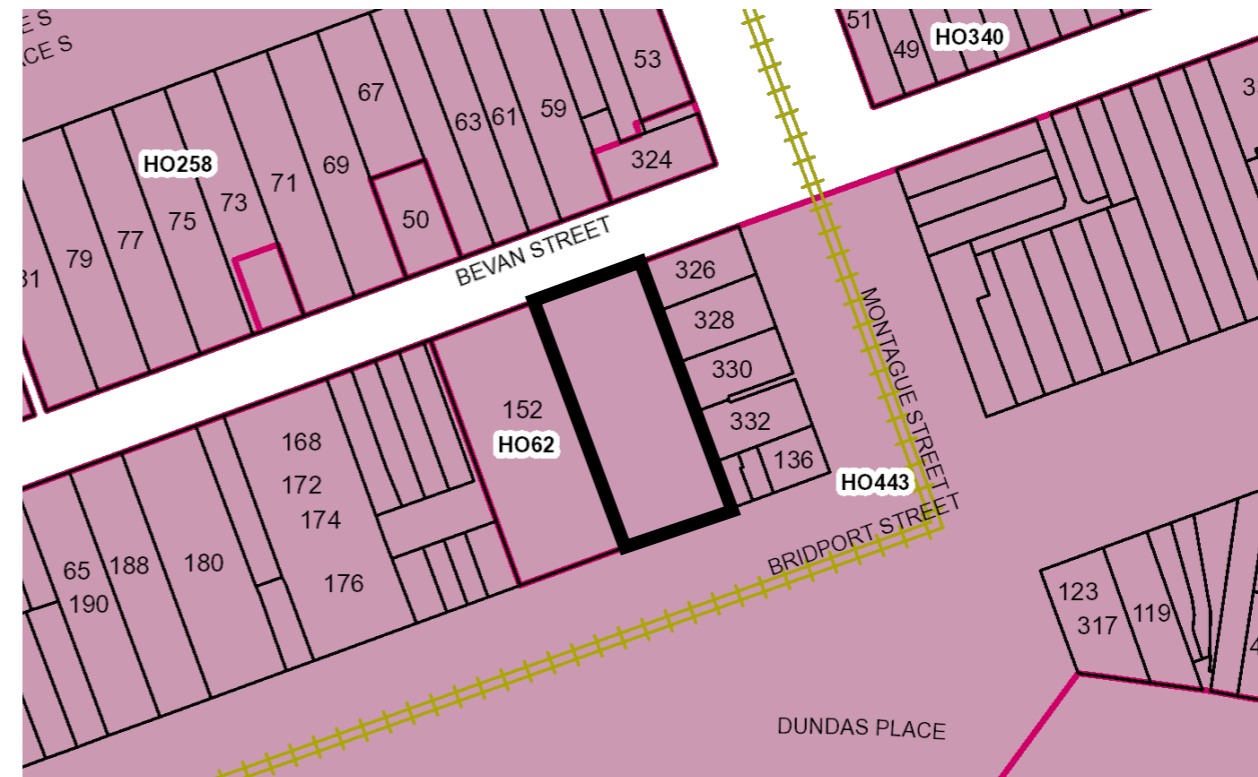
Schedule to the Commercial 1 Zone (C1Z)



## Heritage Overlays

Heritage Overlay (HO)

Heritage Overlay - Schedule (HO443)





# Site Context

**The site sits within the centre of Albert Park, 3km south-east of Melbourne's CBD.**

The subject site is located within one of two major commercial centres in Albert Park with the number 1 tram line running along Bridport Street. Visitors often pass through this commercial hub on their way to Port Melbourne Beach, making it a lively and bustling main street in a vibrant, busy area.

The surrounding context retains a remarkable proportion of heritage buildings from various periods throughout history.

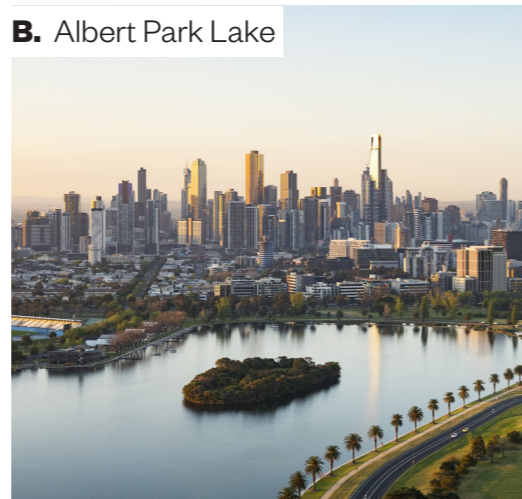
European development in Albert Park dates from the 1850s, spurred by the opening of the railway line. Expansion continued during the interwar period and the 1940s, and significant development occurred during the 1960s. The area has developed into a site of multi-generational architectural expressionism, featuring period homes and contemporary design interpretations.

St Vincent's gardens, located north of the subject site, are a historically important development in the area as Melbourne's first garden square in the 1850s. This typology was a catalyst for the terrace-lined streets that define the local character of Albert Park today.

**A.** St Vincent's Gardens



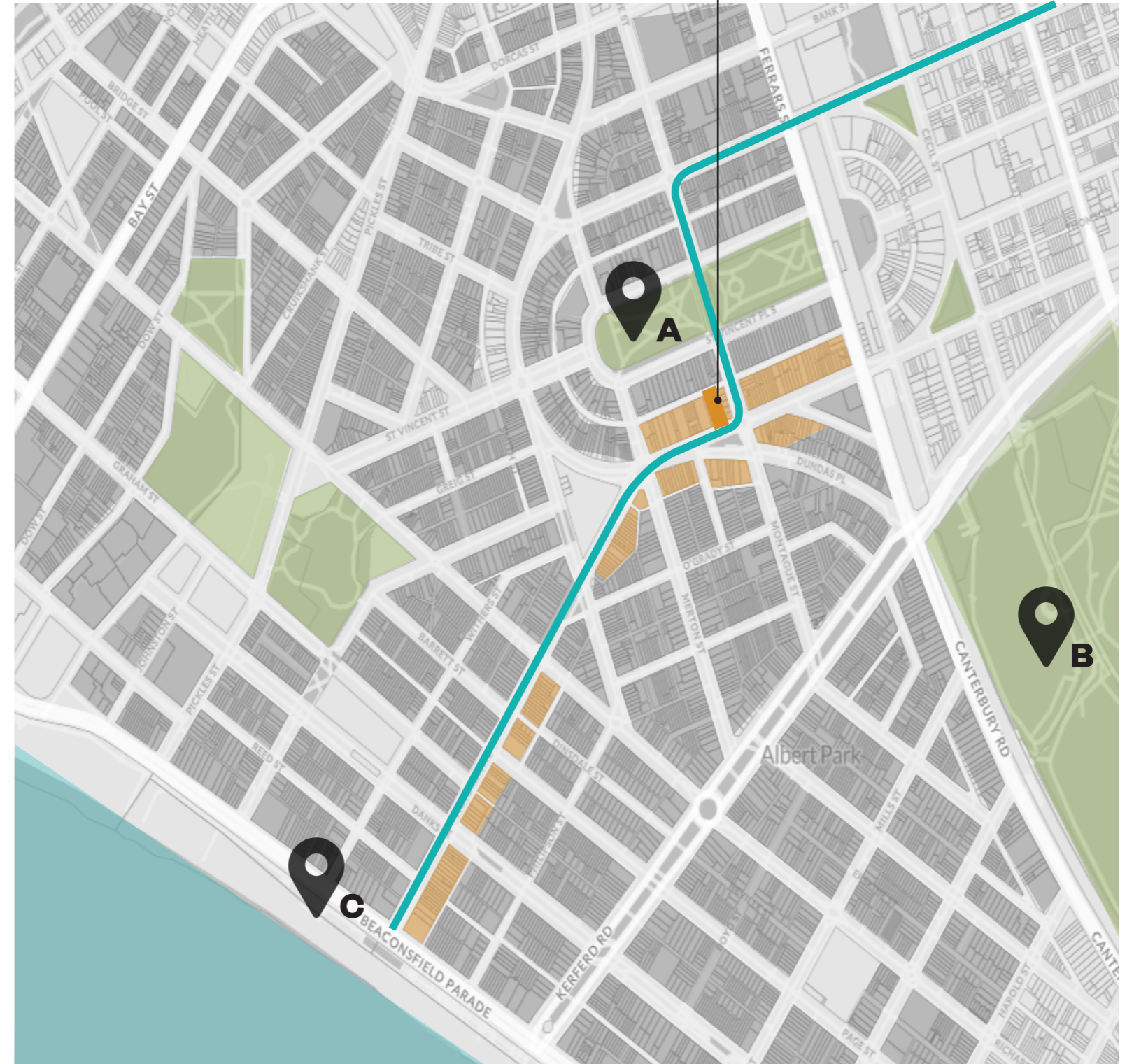
**B.** Albert Park Lake



**C.** Port Melbourne Beach



**SUBJECT SITE**  
146-150 Bridport Street

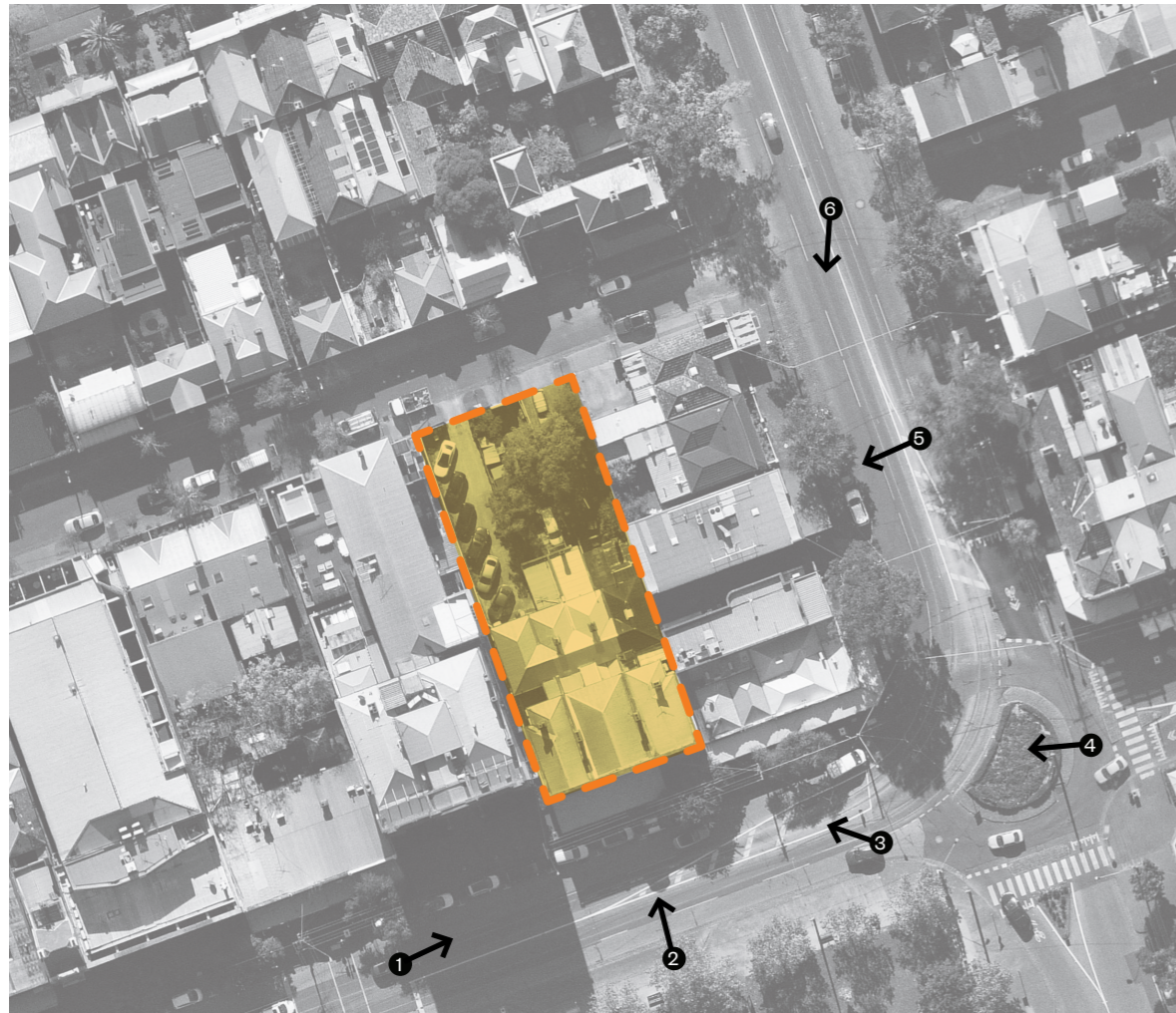


Parkland & Recreation
  Residential
  Shops & Hospitality
  Port Phillip Bay
  No. 1 Tram Line





# Views to Site



- 1 View from Bridport St (South West)
- 2 View from Bridport St (South)
- 3 View from Bridport St (South East)
- 4 View from intersection Bridport St / Ferras St
- 5 View from Montague St (East)
- 6 View from Montague St (North East)





# Bridport Street Urban Character

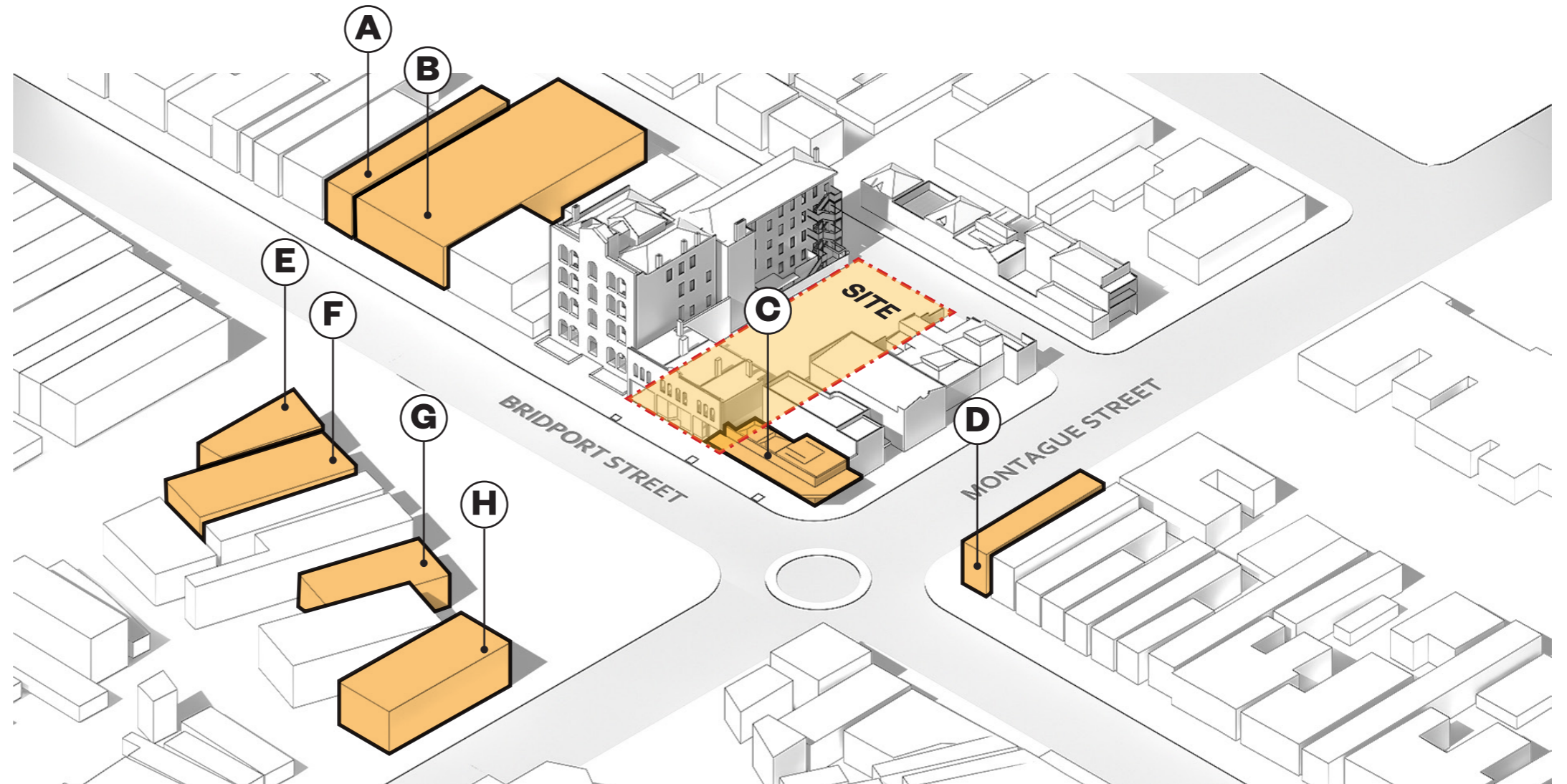
**Bridport Street comprises a vibrant mix of small restaurants and eateries, boutique shops and professional services.**

Albert Park's commercial spine runs from Port Melbourne Beach along Victoria Avenue, and along Bridport Street towards Albert Park Lake.

The urban fabric along this street is interwoven with various commercial offerings and building typologies, ranging from single-level storefronts, to double-storey dwellings, to corner pubs with seating areas spilling out into the street.

While the original heritage fabric in Albert Park remains incredibly intact, the street is also interspersed with more modern interventions that contribute to a rich layering of architectural styles along the streetscape.

The urban character of Bridport Street is defined by an eclectic mix of historical storefronts and contemporary additions, the combination of which has become the legacy of Bridport Street.

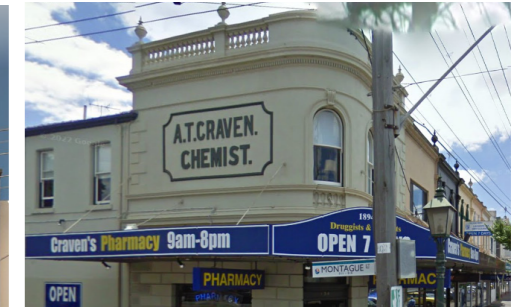
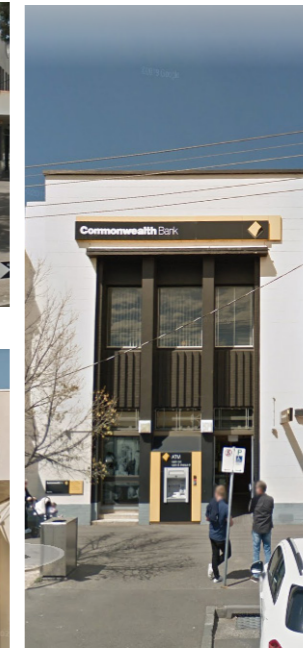
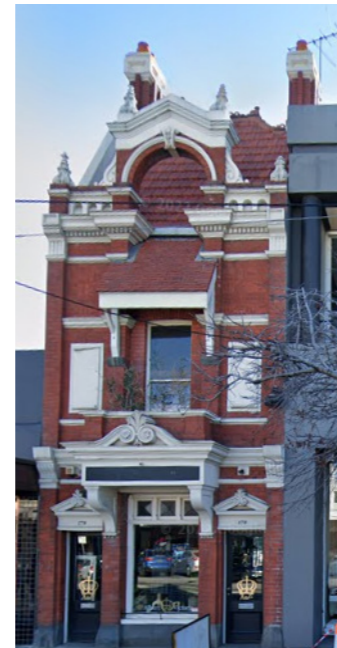


**A** 178 Bridport St

**B** 172-174 Bridport St

**C** 136-144 Bridport St

**D** 134 Bridport St



**E** 107-109 Dundas Place

**F** 101 Dundas Place

**G** 97 Dundas Place

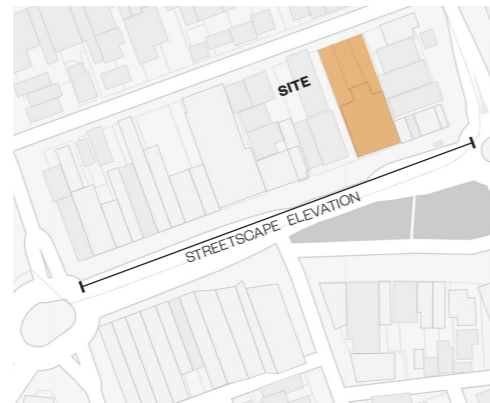
**H** 85 Dundas Place



# Bridport Street Existing Built Form

**Bridport is a streetscape speckled with new and old, layers of history coalescing.**

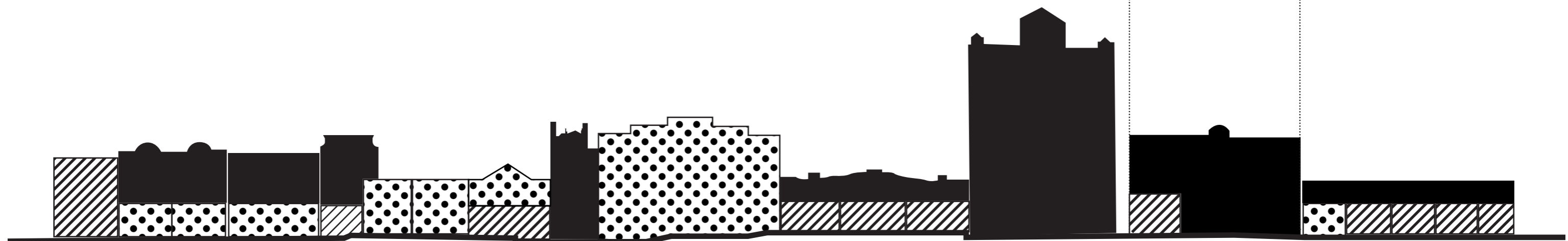
This wider context provides evidence that, while historical conservation is at the fore in Albert Park, contemporary additions have also formed a part of this history for many decades, and form an equal part of this legacy.



Merton Street

Montague Street

## Bridport Streetscape Elevation

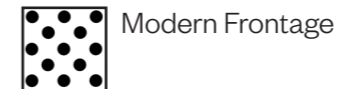
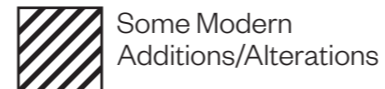
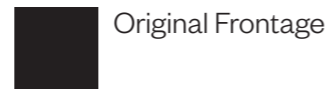


Merton Street

Montague Street

## Streetscape Elevation | Layers of History

\* From observations only.





# Bridport Street History

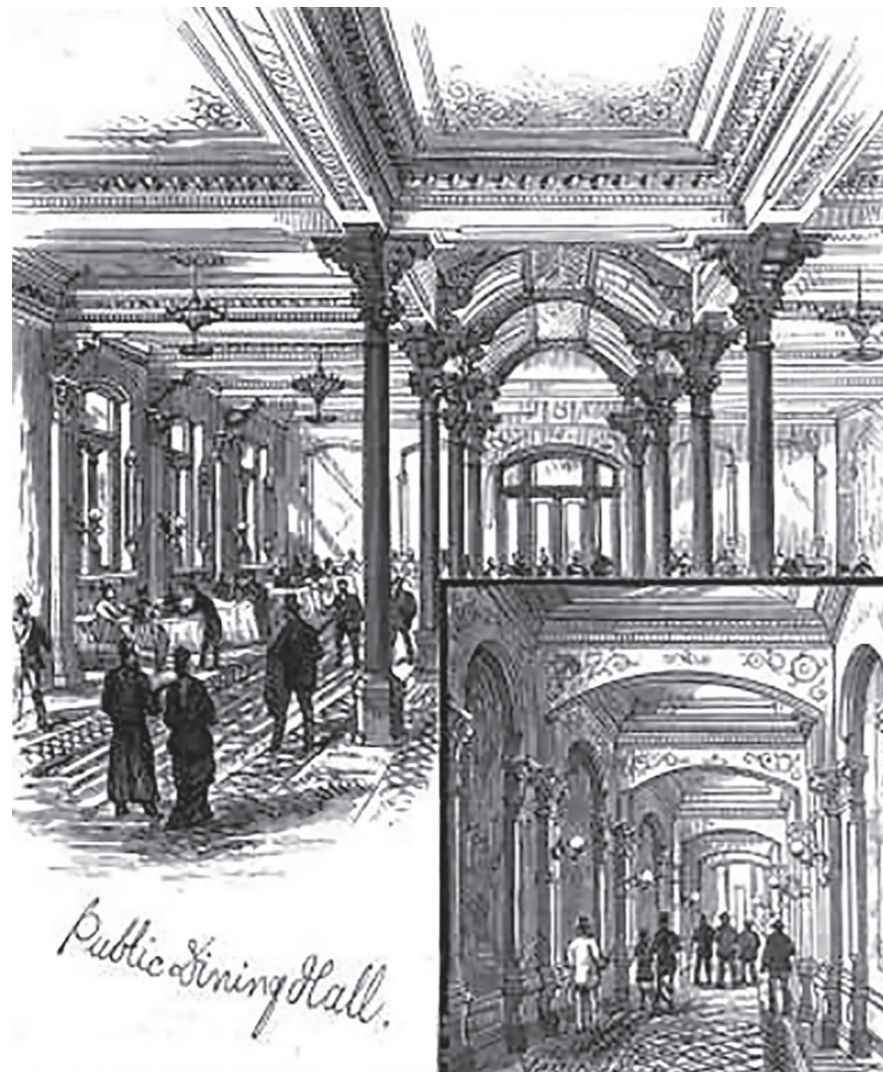
## Leisure, Luxury & Coffee Palaces

The historical context of Bridport Street is one of opulence and splendour. The current retail offerings along the main retail streets today are high-end and boutique, but the original occupants of these heritage shopfronts took luxury to another level entirely.

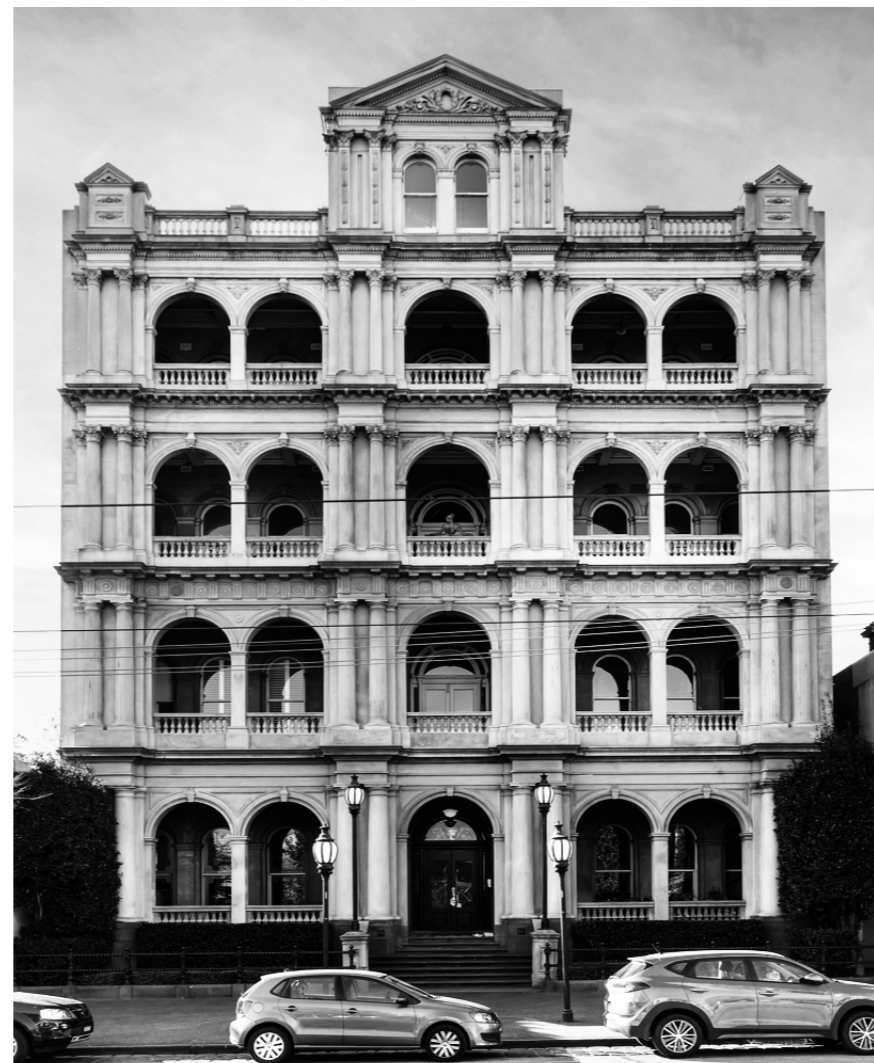
The neighbouring property at 152 Bridport Street was one of Melbourne's original coffee palaces, established during the Temperance Movement, these magnificent buildings were an ode to all things luxury and leisure, dripping with ornamentation and incredible articulation.



Existing Heritage Facade at 146-150 Bridport Street



Melbourne Coffee Palace Drawings



Historical Coffee Palace at 152 Bridport Street

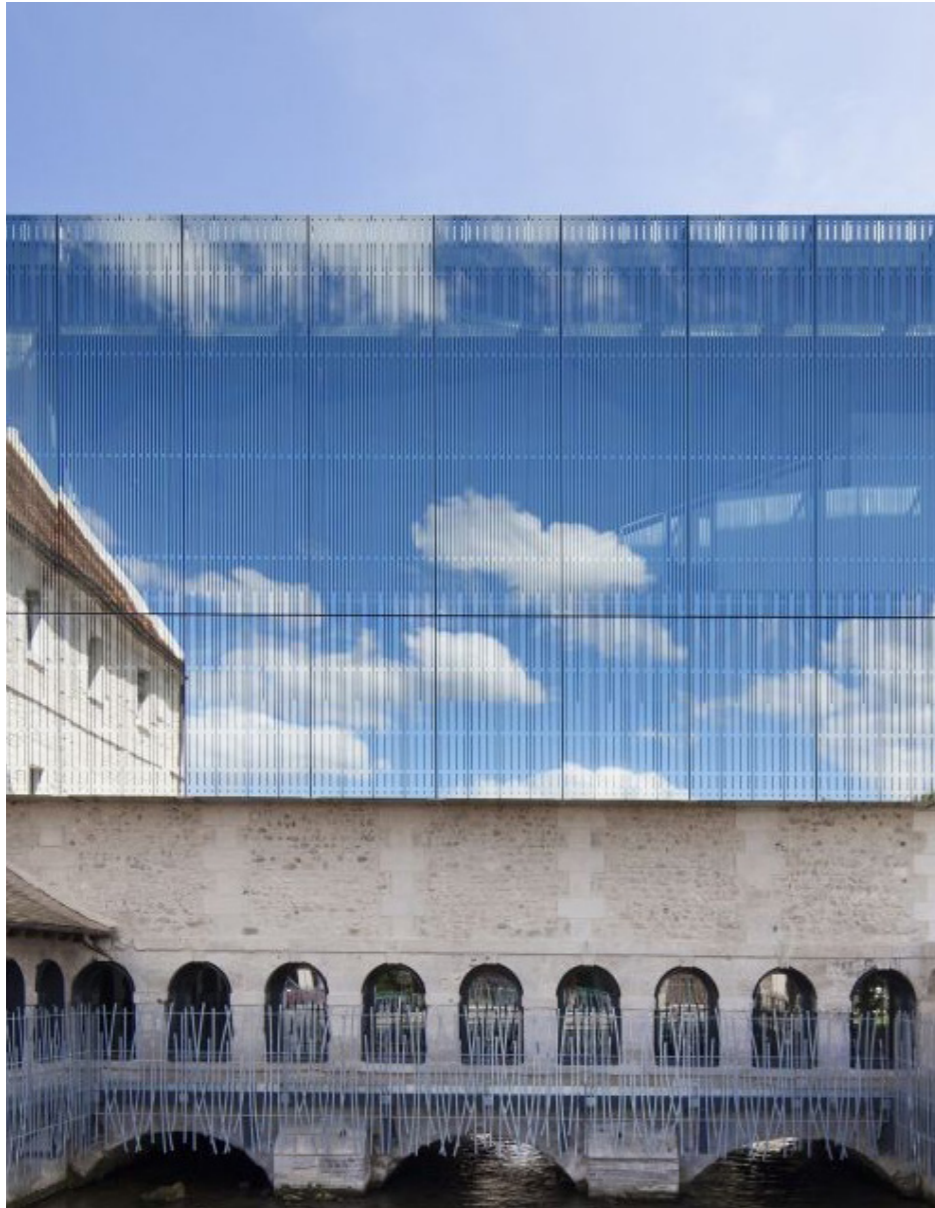


Ornate Coffered Ceiling



# Design Response

# Design Inspiration



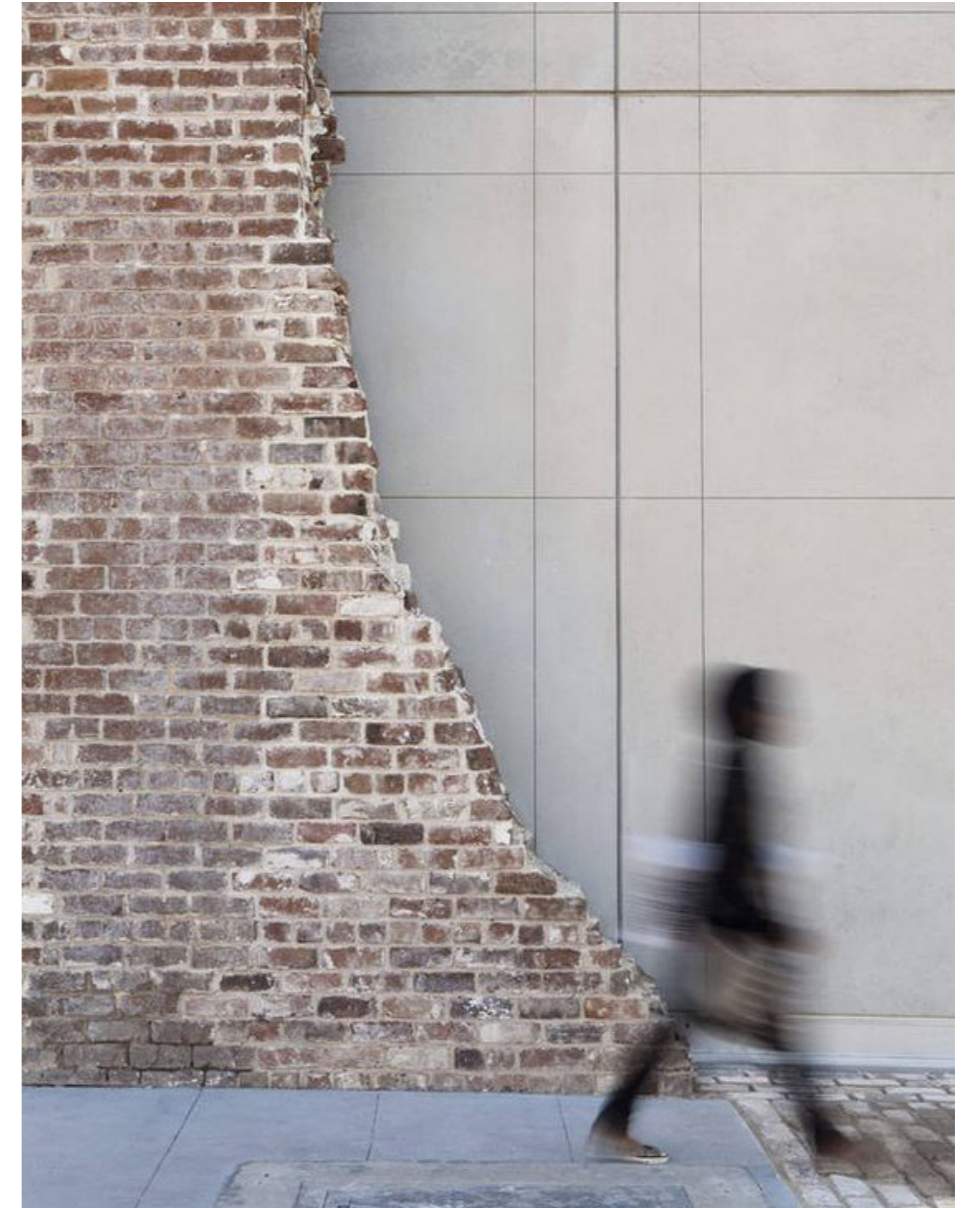
## Framing Heritage

The proposal will become a respectful backdrop to the existing heritage streetscape



## Contemporary Forms

The design takes inspiration from the site's history but reconstructs these cues in a modern reinterpretation

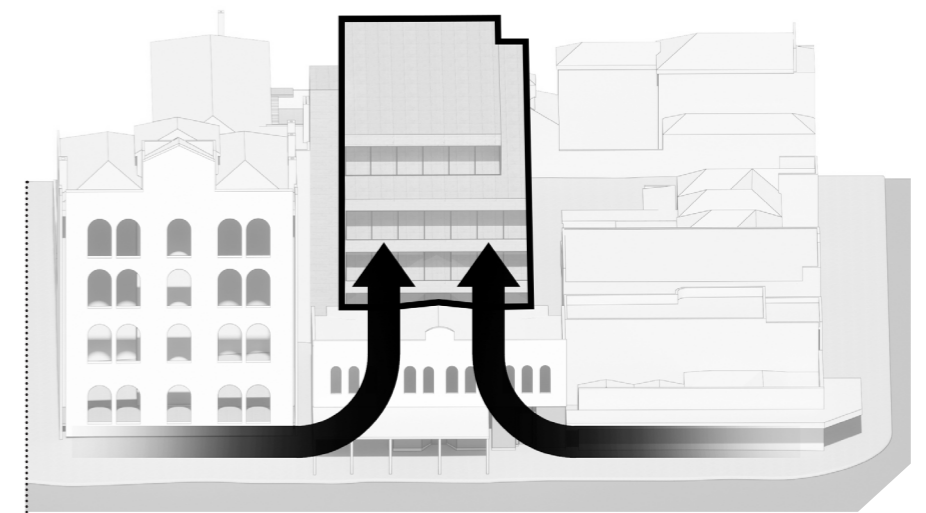
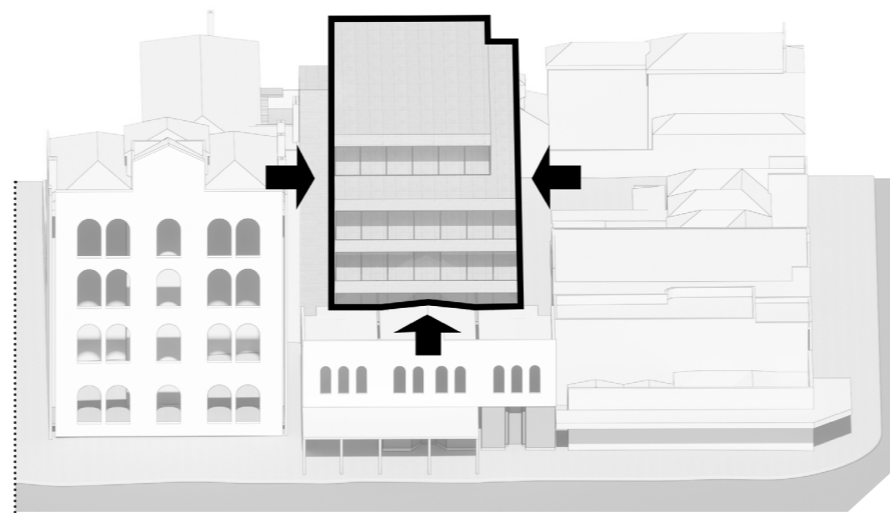
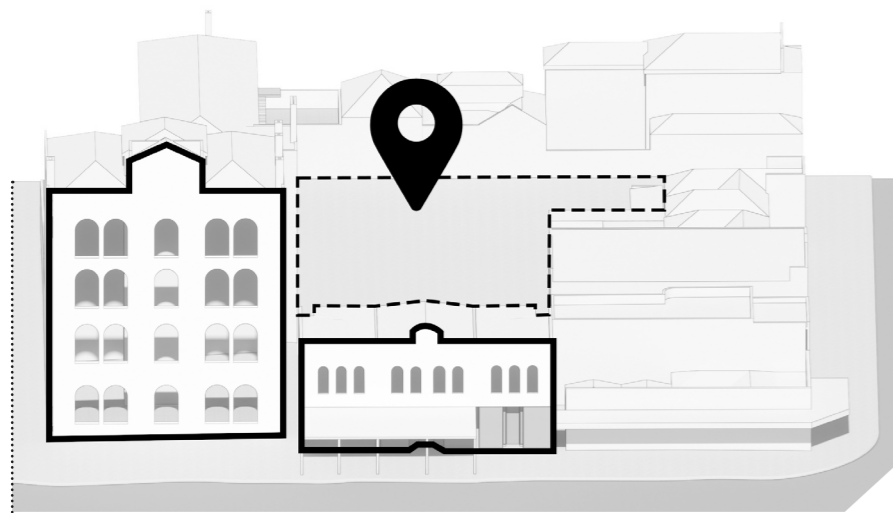


## Contrasting Materiality

The proposed materiality will contrast with the existing rather than attempting an impossible imitation of original heritage features



# Heritage Response



## Heritage Advice

### Historical Research & Investigation

“Encourage a **contextual** design approach ... where the alteration, addition on new development incorporates an interpretive design approach, derived through comprehensive **research and analysis.**”

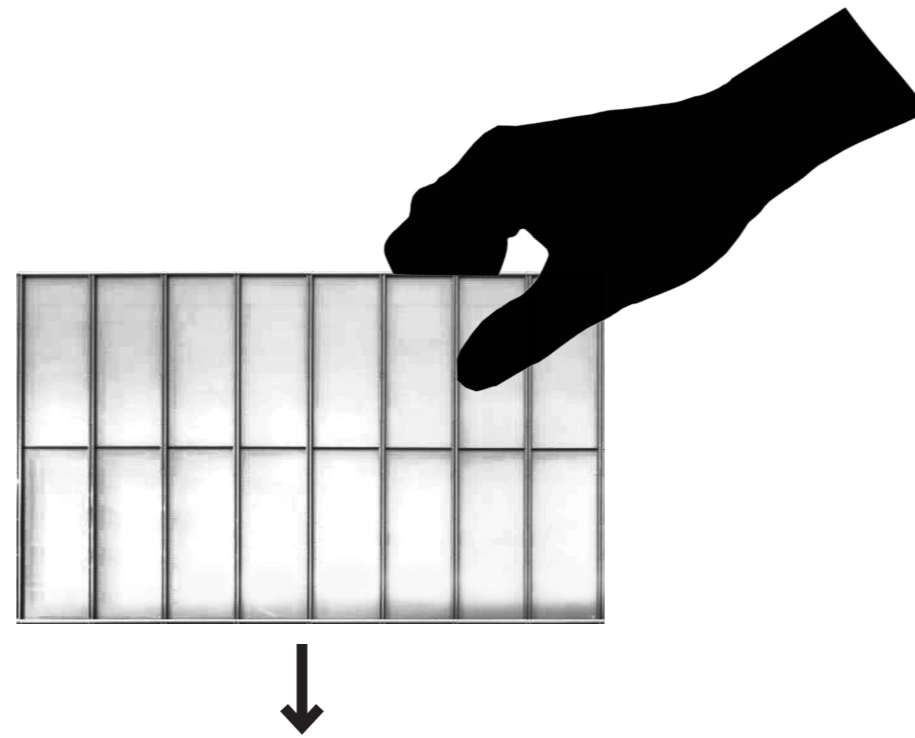
### Setbacks Respectful of Heritage

“New development should **sit comfortably** and harmoniously integrate with the site and within the streetscape and **not ... compete with the significance of the heritage place** or streetscape character.”

### Reinterpretation of Existing Character

“This approach ... **adds to the existing diversity and layering of styles through time.** This layering is a defining feature in a number of areas and is therefore an important component of Port Phillip’s heritage.”

# Design Response



## Existing

The existing heritage structure is already a singular, complete form that sits within the streetscape as a discrete object



## Addition

The proposed intervention is a simple rectilinear geometry that is dropped in behind existing facades as a new backdrop.



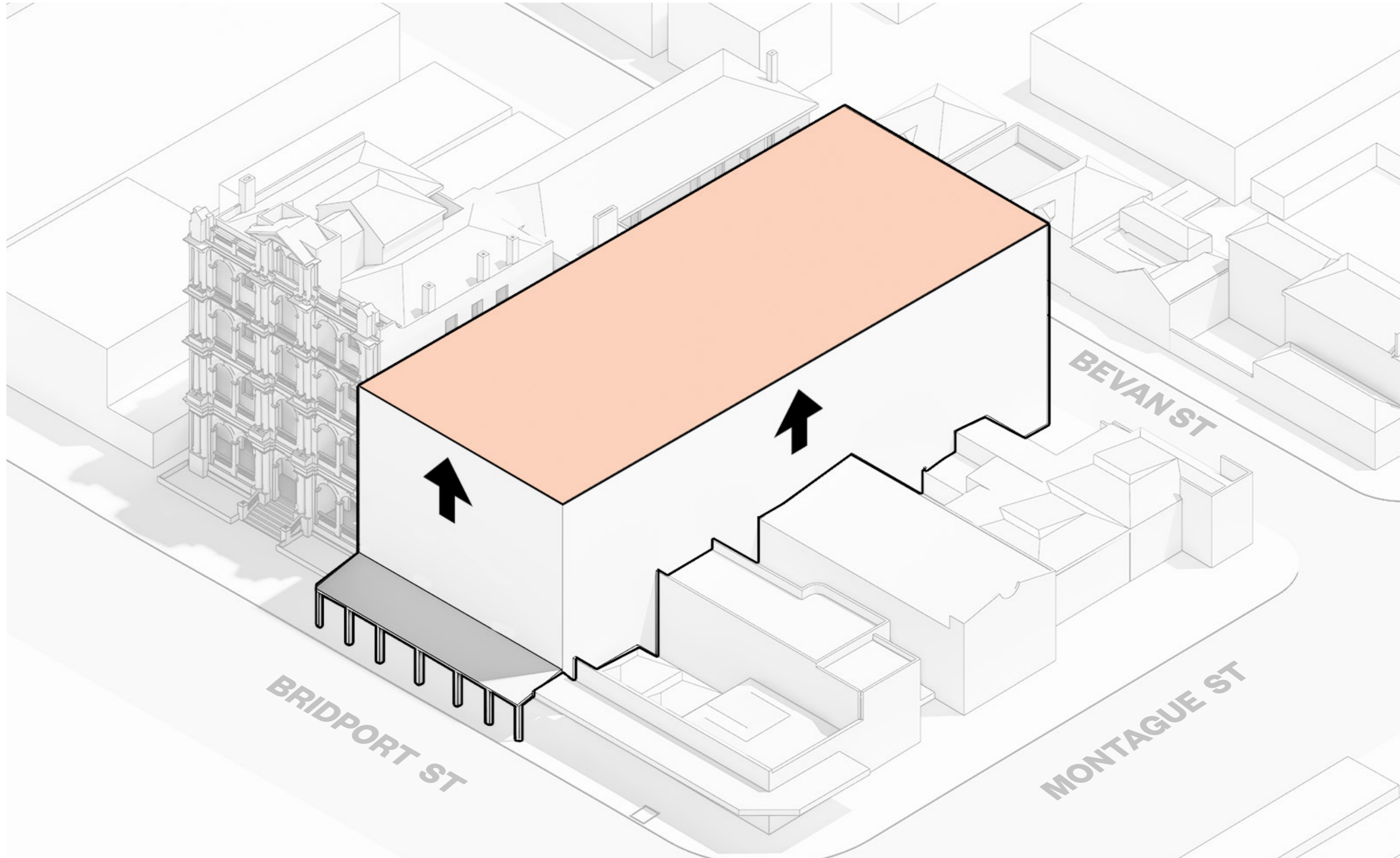
## Withdrawal

Setbacks to the site boundary push the intervention further into the background, highlighting the heritage facade rather than detracting from it

# Massing

## Initial Extrusion

Massing to align with existing heights along Bridport Street and not compete with neighbouring heritage structures

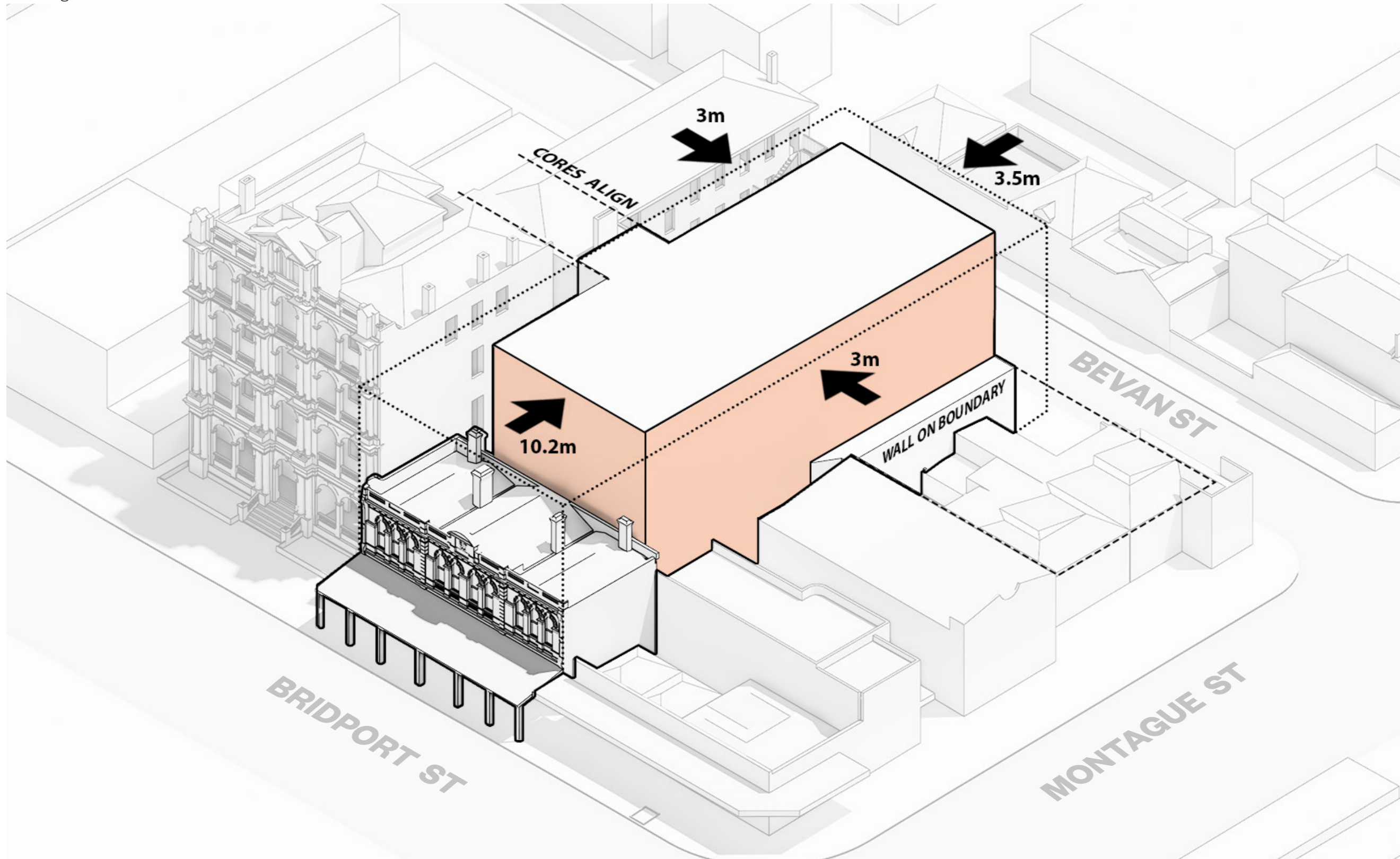




# Massing

## Heritage Setbacks

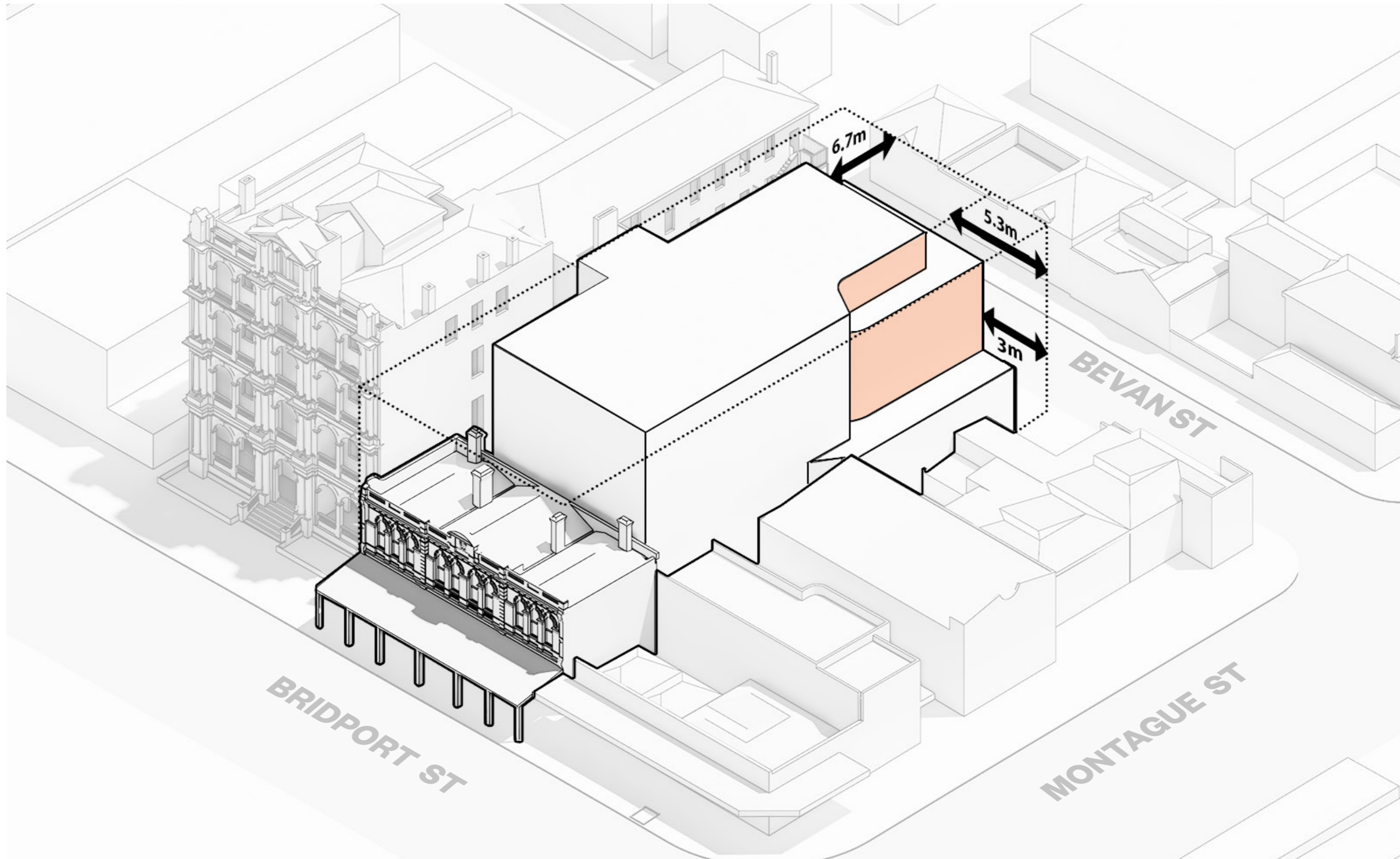
10.2 metre setback to Bridport Street to push proposed massing into background. 3m offsets from the east and west boundaries provide breathing room either side of the mass.



# Massing

## Upper Level Setbacks

Additional setbacks on the fourth level reduce the visible height from street level

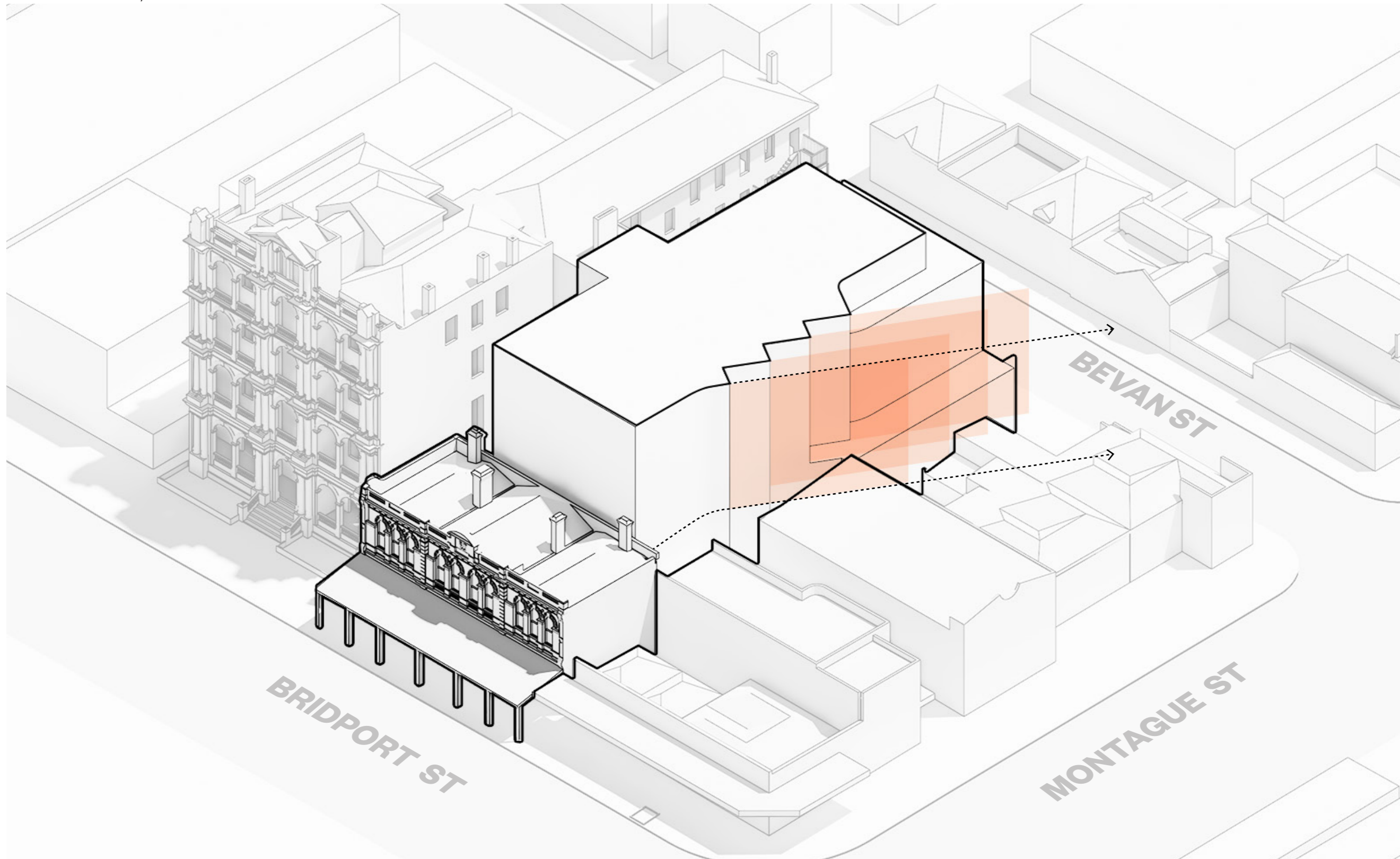




# Massing

## Introducing Sightlines

The eastern facade is reoriented towards the north, preventing overlooking of the neighbouring properties, and capitalising on northern views back towards the city.

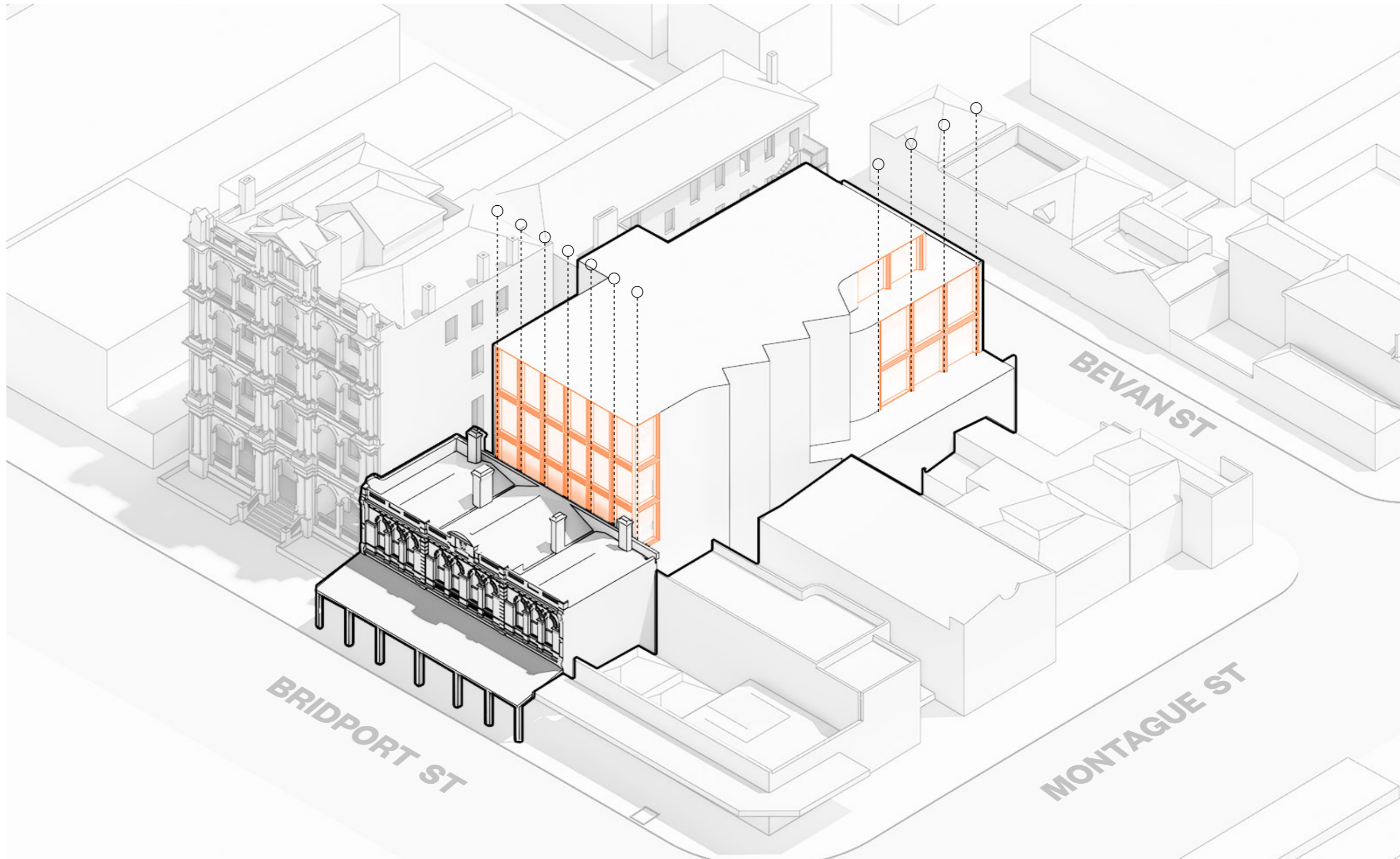




# Massing

## Classical Grid

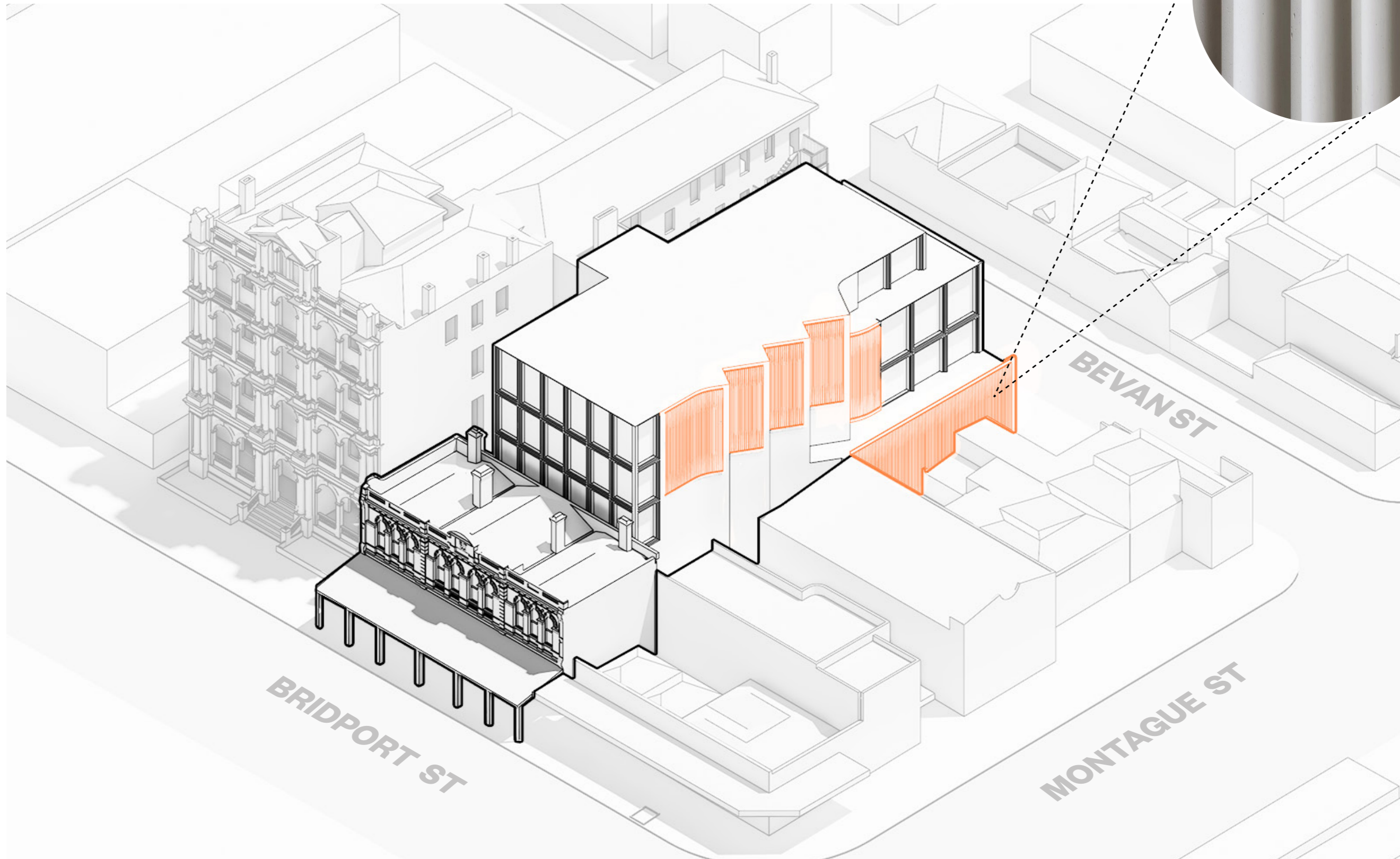
The facade articulation takes cues from the classical proportions found along the streetscape, while introducing a contemporary feel with more subtle articulation.



# Massing

## Solid Wall Articulation

Moments of solidity along the eastern facade are punctuated with a fluted detail, referencing the fluted forms of classical columns typical of neo-classical architecture.





# Massing

## Landscaping

Landscaping is introduced along terraces to soften the rectilinear forms and provide further screening to the neighbouring buildings.

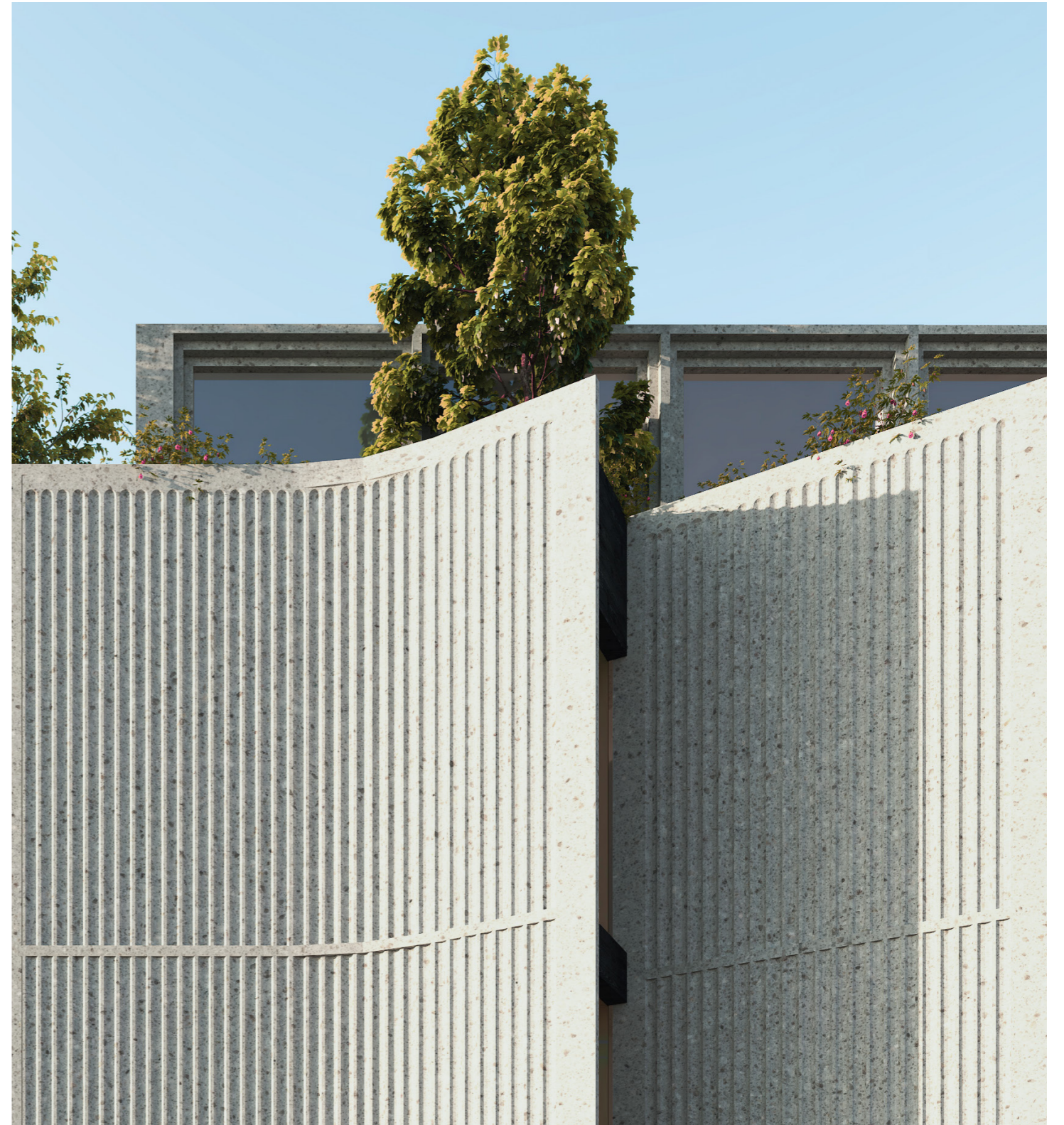




# Facade Articulation

## Fluted Facade

The facade takes inspiration from the fluted columns typical of the original heritage fabric in Albert Park. This motif is modernised in its application across the facade, providing textural intrigue and variation to the streetscape

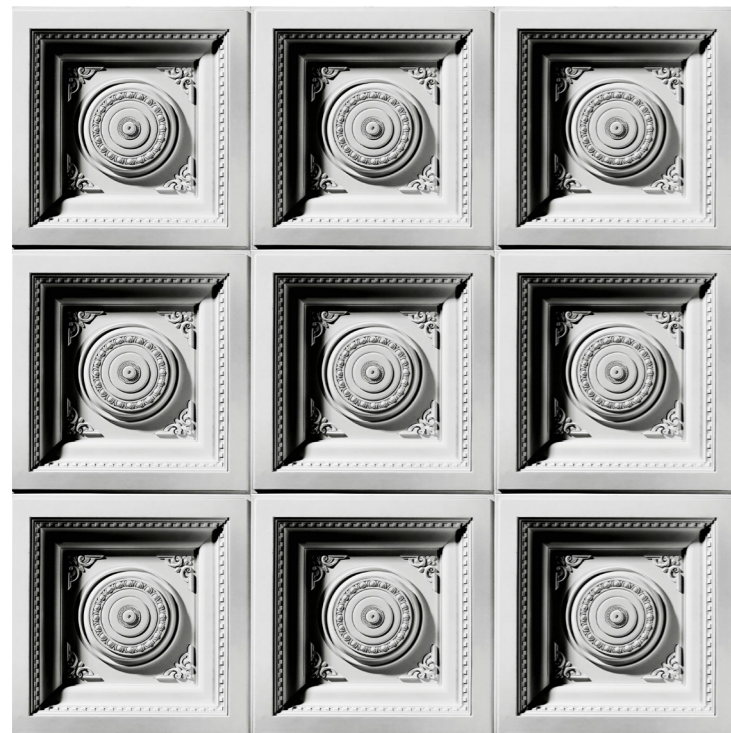




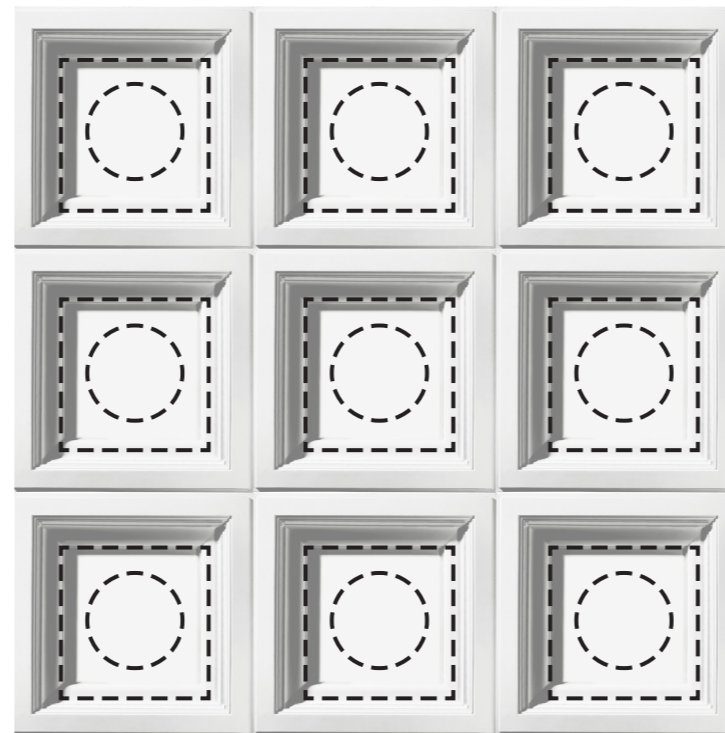
# Contemporary Articulation

## Neoclassical Grid

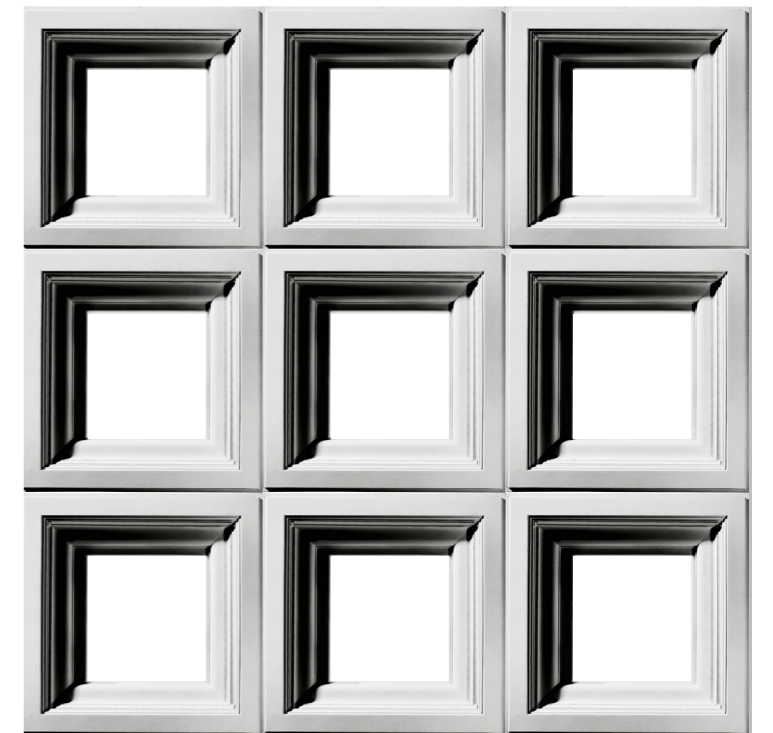
The classic interiors of Melbourne's Boom era architecture was extremely ornate and textural. The contemporary reimagining begins with stripping back the applied ornamentation to a primary grid.



Highly Ornamental Coffered Ceiling



Stripping Back Applied Ornamentation



Primary Neo-Classical Grid

# Visualisations