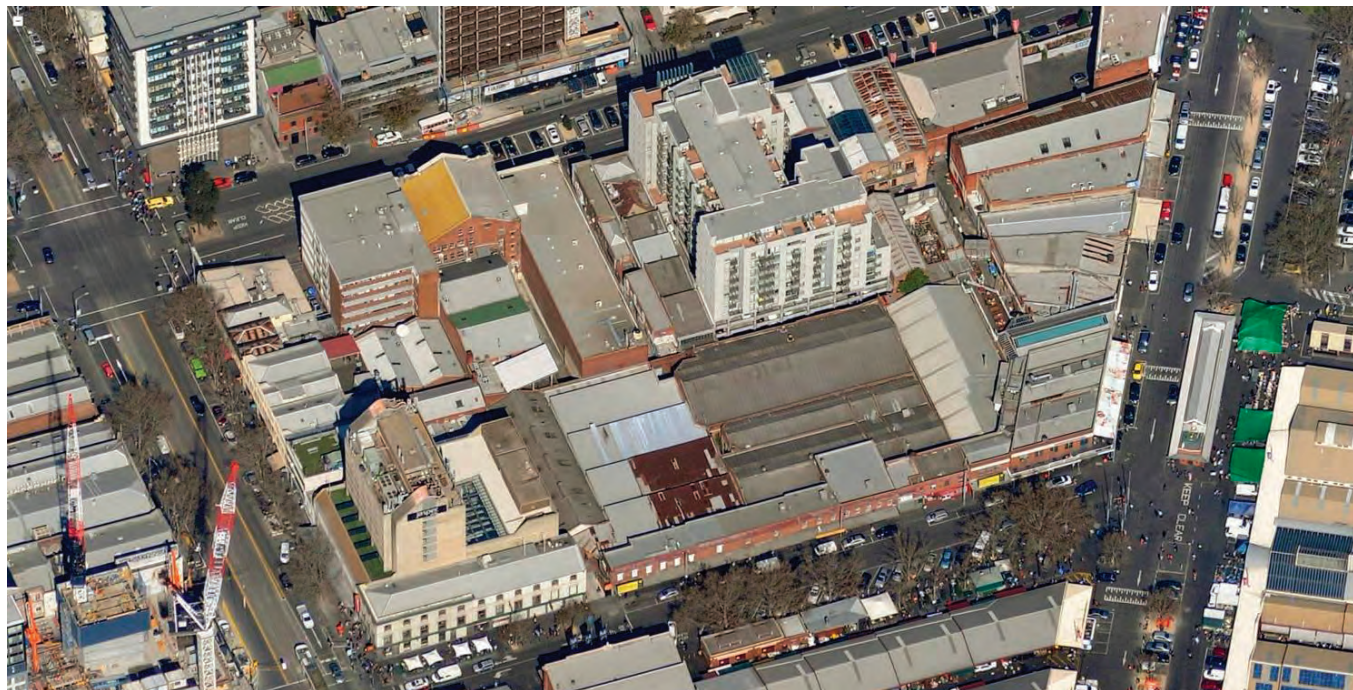


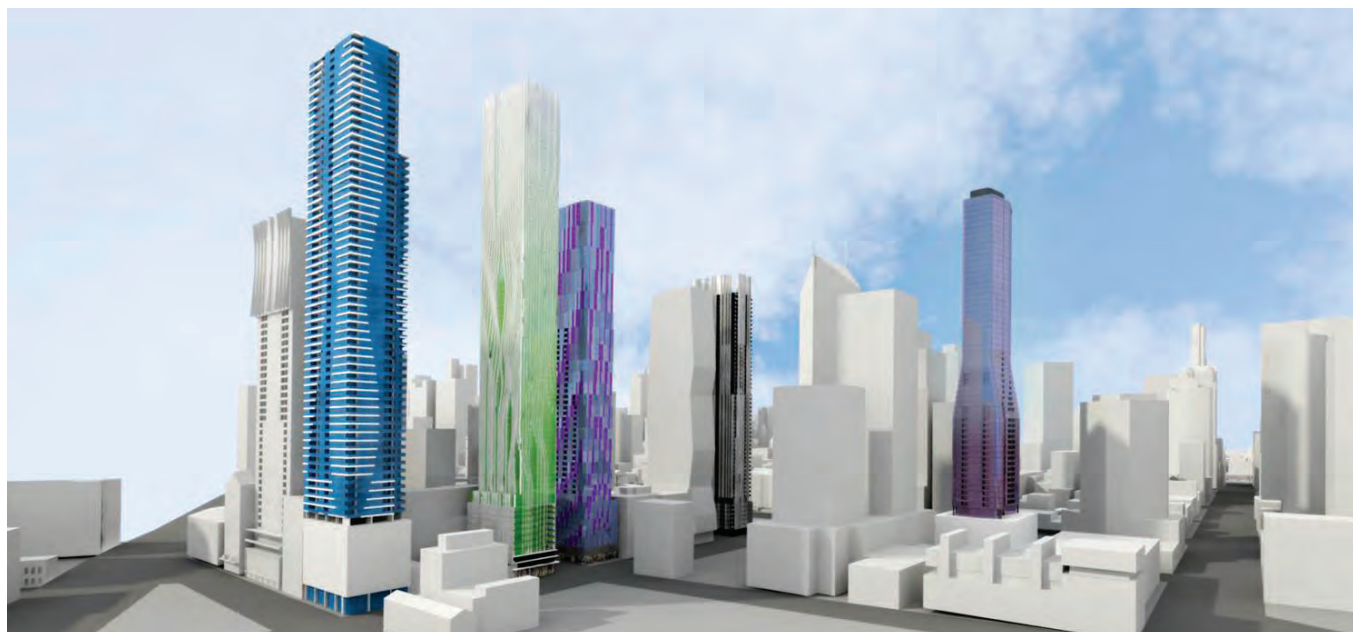
TERRY, ELIZABETH, FRANKLIN AND QUEEN: BLOCK PLAN



INTRODUCTION



Therry, Elizabeth, Franklin and Queen Street block



Current development context [Image: Urban Melbourne Blockhead]

PURPOSE & BACKGROUND

The City of Melbourne has prepared this document for developers and decision makers. The purpose of these development control guidelines is to outline the urban design parameters. They have been prepared by the City of Melbourne, to assist property developers and their consultants to prepare development proposals for the block bounded by Queen, Therry, Elizabeth and Franklin streets.

These high level guidelines outline parameters for building envelopes, access, streetscape frontages, architectural design quality and sustainability. They seek to guide the design of built form within the heritage precinct in the context of the adjoining Queen Victoria Market Precinct Renewal.

The Queen Victoria Market Precinct Renewal was announced in October 2013. Community engagement has commenced and is on-going, helping us inform the preparation of a draft masterplan. The draft masterplan will be released in May 2015 for further community engagement before being considered by Council in June 2015.

Disclaimer

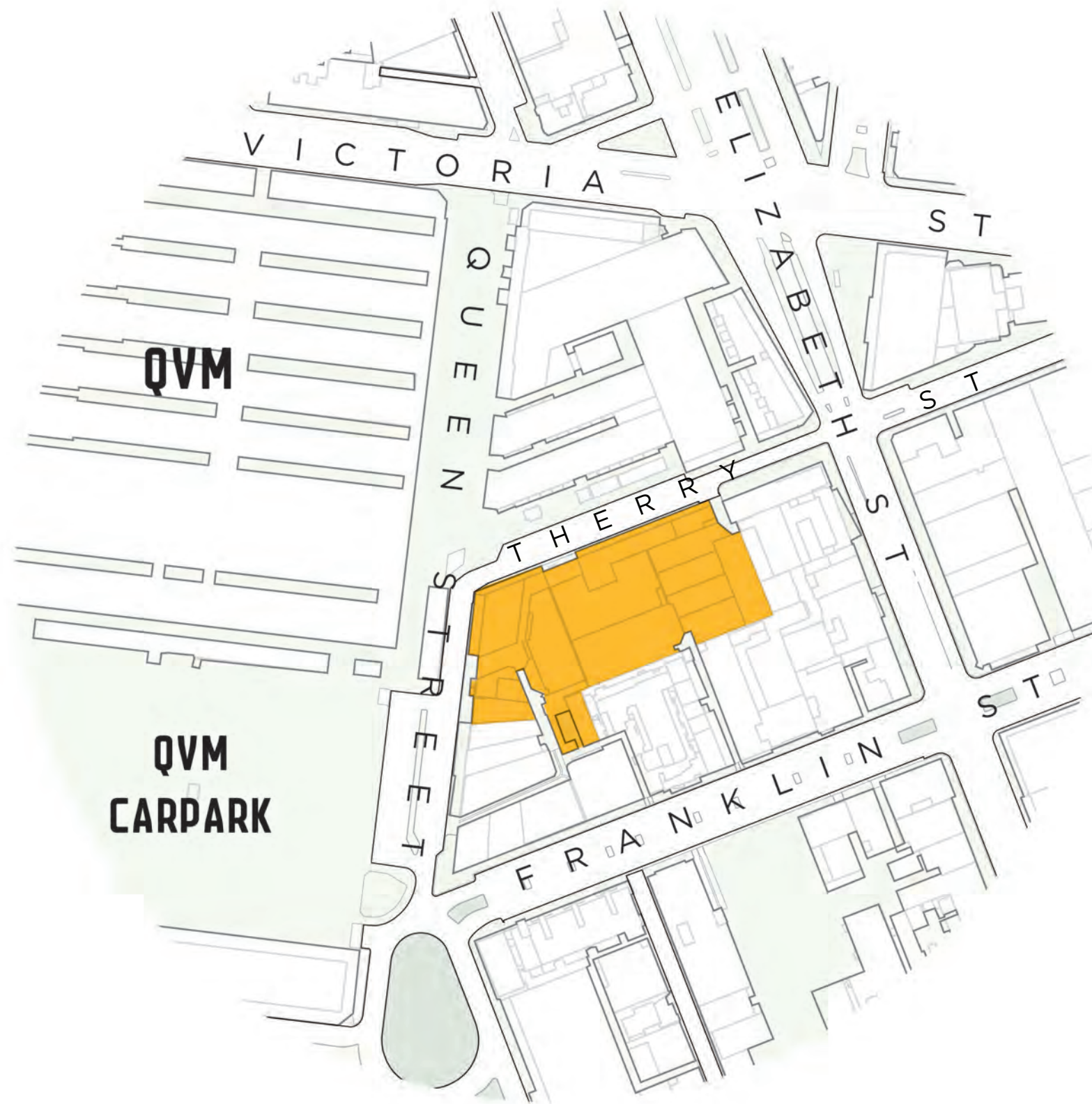
These guidelines should be read in conjunction with requirements of the Melbourne Planning Scheme. They do not replace planning or heritage provisions or the need to obtain all necessary approvals from the Responsible Authority.

REQUIRED OUTCOMES: BUILDING ENVELOPE



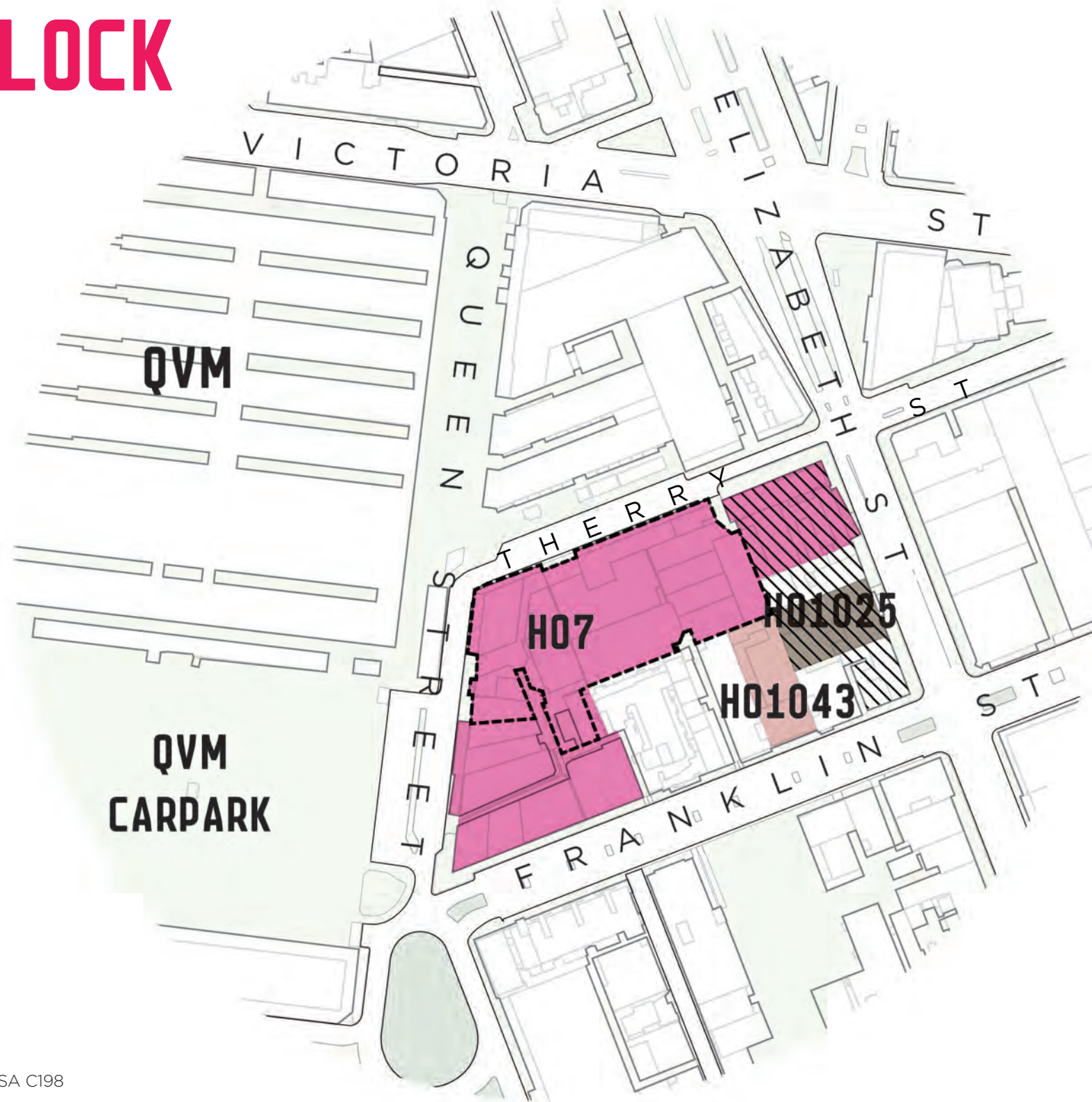
CITY OF MELBOURNE

MUNRO SITE CURRENTLY FOR SALE



Land on the corner of Queen and Therry Streets known as 'Munro site.'

HERITAGE OVERLAYS AFFECTING THE BLOCK



1.

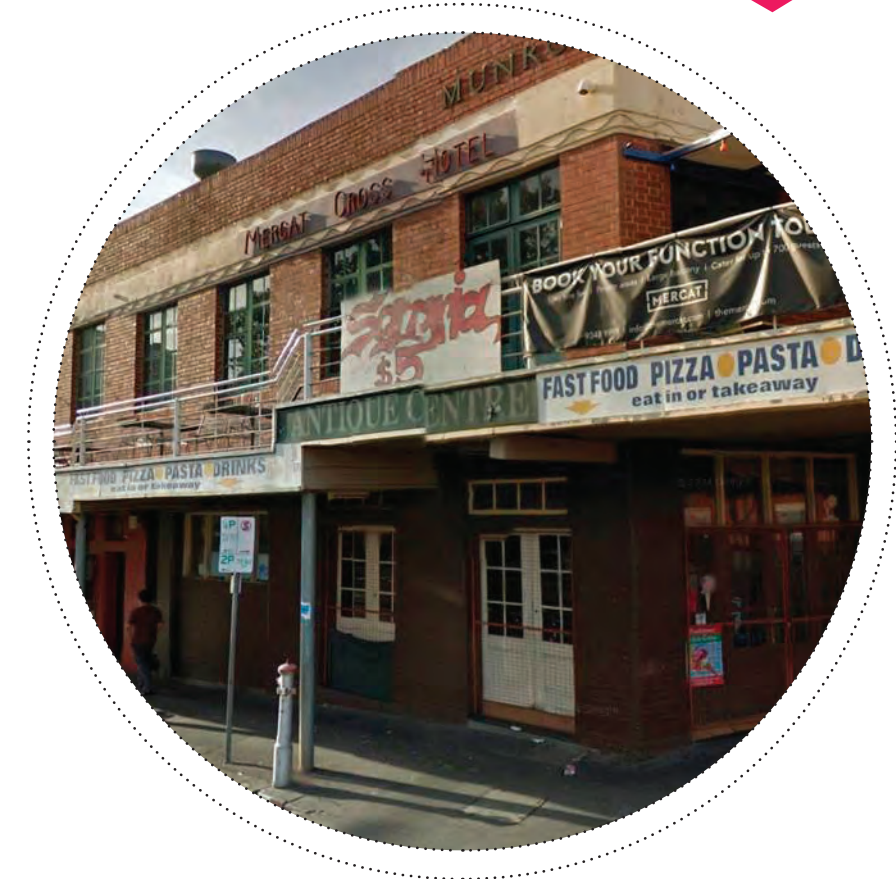
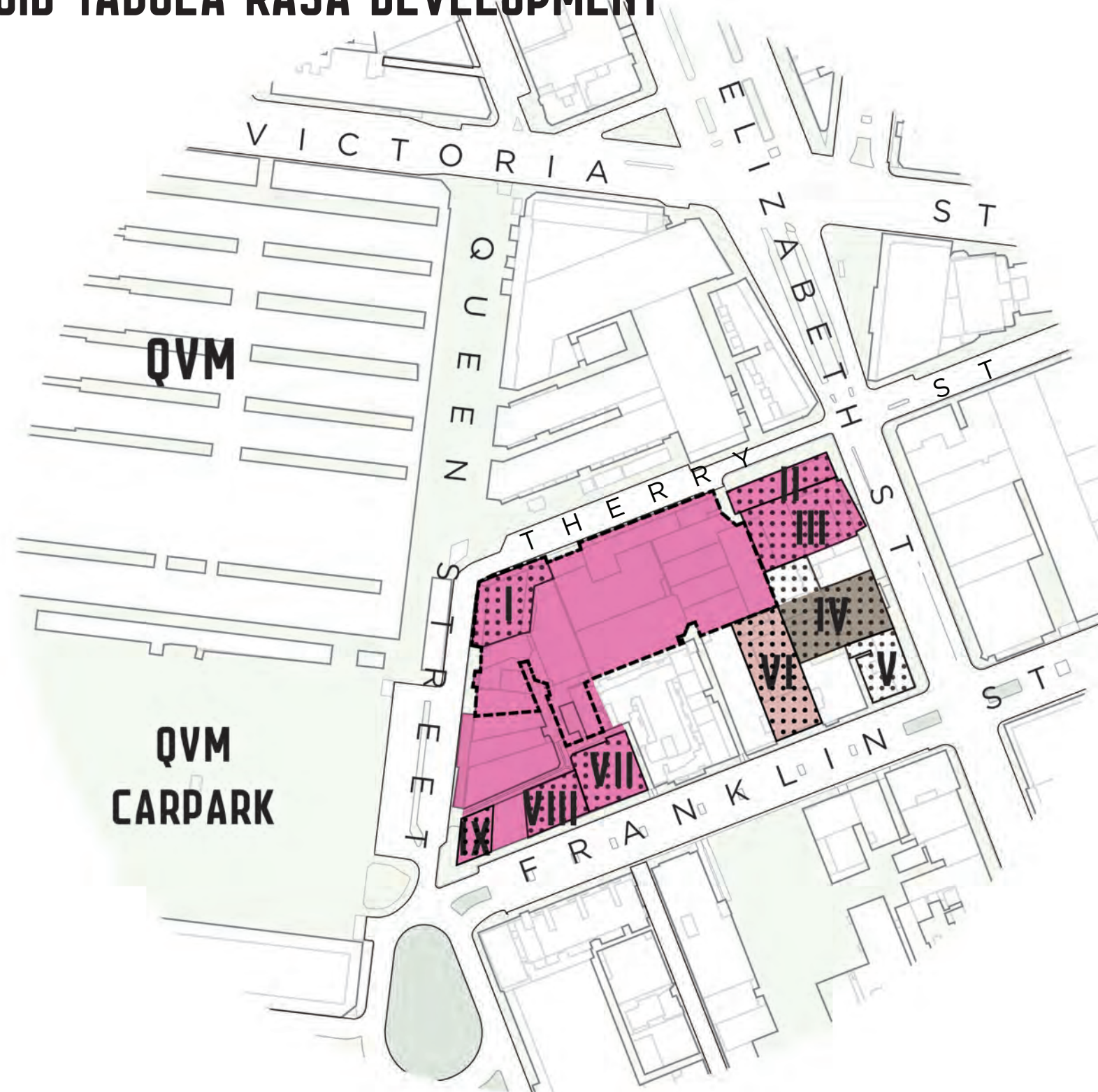
PREFERRED OUTCOME

The block bounded by Queen, Therry, Elizabeth and Franklin streets contains a variety of built form ranging in height from low to medium rise (circa 2-10 storeys). Many of the existing structures within the precinct date from the 19th century, and adjoin other more contemporary buildings.

RATIONALE

Heritage Overlay HO7 applies to the entire site. Regardless of heritage values, retention of some of the better buildings in the area is desirable to maintain a sense of the history of the precinct and its evolution over time

RETAIN AND RESTORE KEY BUILDINGS: AVOID TABULA RASA DEVELOPMENT



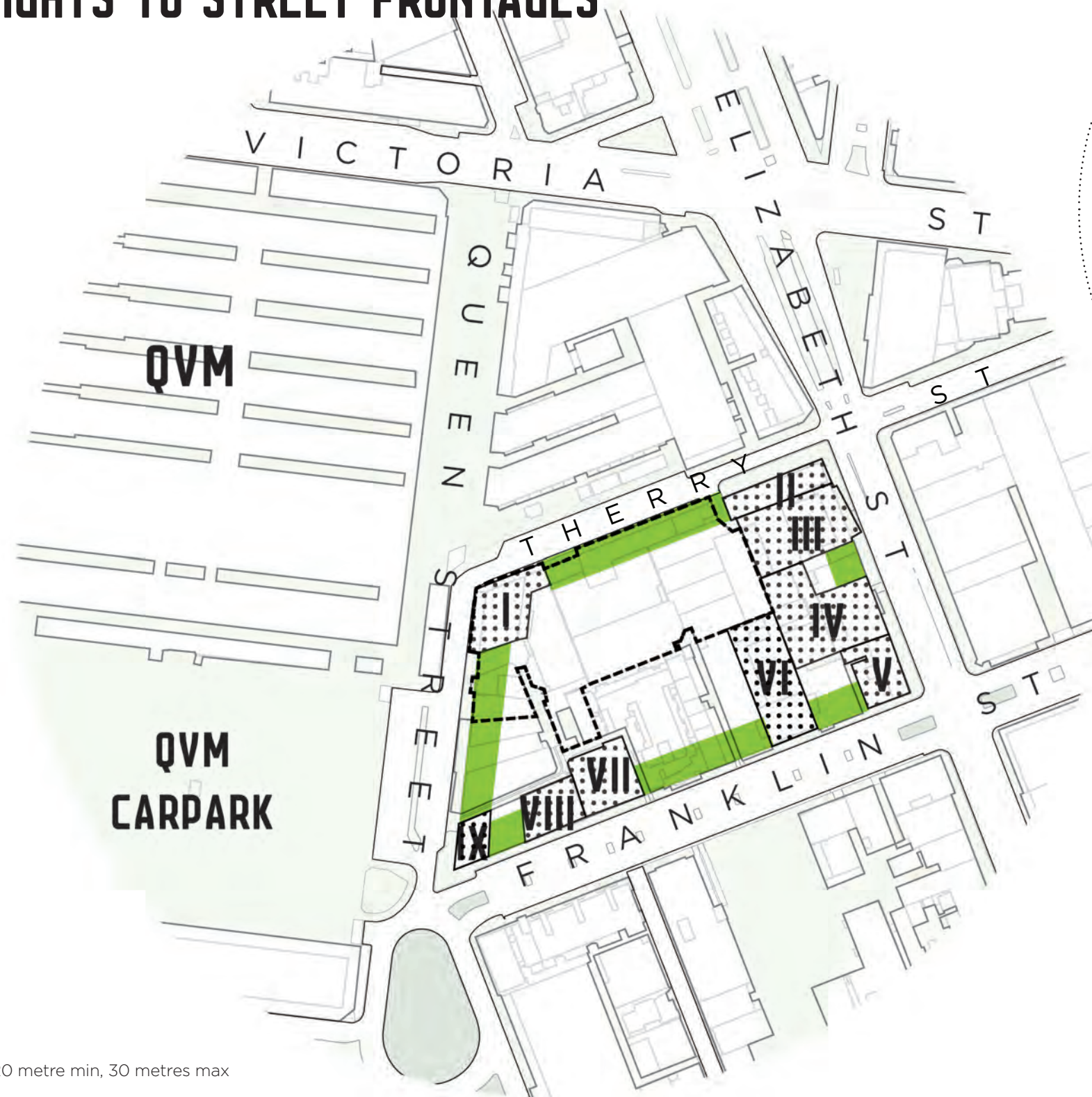
2. PREFERRED OUTCOME

In addition to graded heritage buildings, consideration should be given to retaining key buildings which contribute character and visual interest.

Retain the Mercat Cross Hotel building (Building I) in its entirety and undertake restoration works to its fabric following best practice heritage conservation principles. Consideration should be given to retaining buildings in the precinct identified as I - IX on the adjoining diagram.

MANDATORY MAX AND MIN PODIUM

HEIGHTS TO STREET FRONTAGES



3.

PREFERRED OUTCOME

Develop new building(s) (except at the Mercat Cross Hotel) to create a podium or 'street wall' along the frontages to Therry and Queen Street, not less than 20m high and not more than 30m high

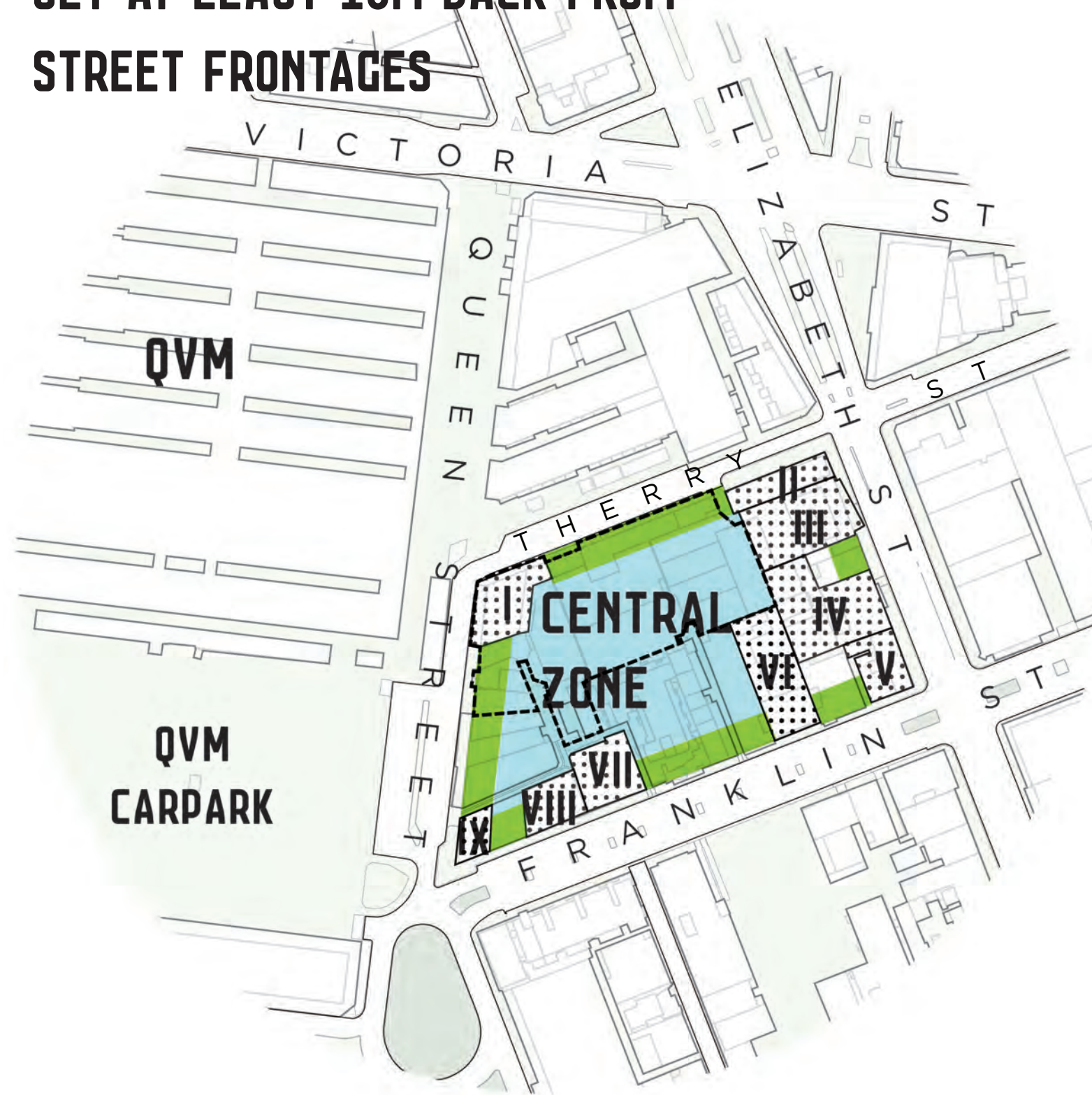
RATIONALE

A substantial podium along Therry Street and Queen Street will reduce the impacts of any high-rise development (including within and to the south and east of the subject site) on views from the QVM and adjoining streets

20 metre min, 30 metres max

CENTRAL ZONE:

SET AT LEAST 10M BACK FROM STREET FRONTAGES



4.

PREFERRED OUTCOME

Create a varied parapet height within that 20m-30m height range to provide a sense of articulation in the built form.

5.

PREFERRED OUTCOME

Set back all building forms higher than 20m at least 10m from the street frontages, inclusive of any balconies or architectural features.

RATIONALE

The streets and public spaces in the QVM precinct should be protected from impacts of wind turbulence and overshadowing.

6.

PREFERRED OUTCOME

Limit overall building heights so that there is no overshadowing of the proposed new open space (the existing QVM car park) after 11am - 2pm, beyond whatever shadowing may result from a 30m high podium built to the street frontage.

7.

PREFERRED OUTCOME

Minimise wind turbulence at ground level so as to ensure a streetscape environment that is conducive to public leisure activity including outdoor cafes.

a) Wind impact mitigation must be achieved through the design of built form and must not rely on street trees or street furniture.

b) Wind impact mitigation must be effective for the proposed development in combination with reasonably foreseeable development on nearby sites.

c) Achievement of objectives must be demonstrated with wind tunnel testing.

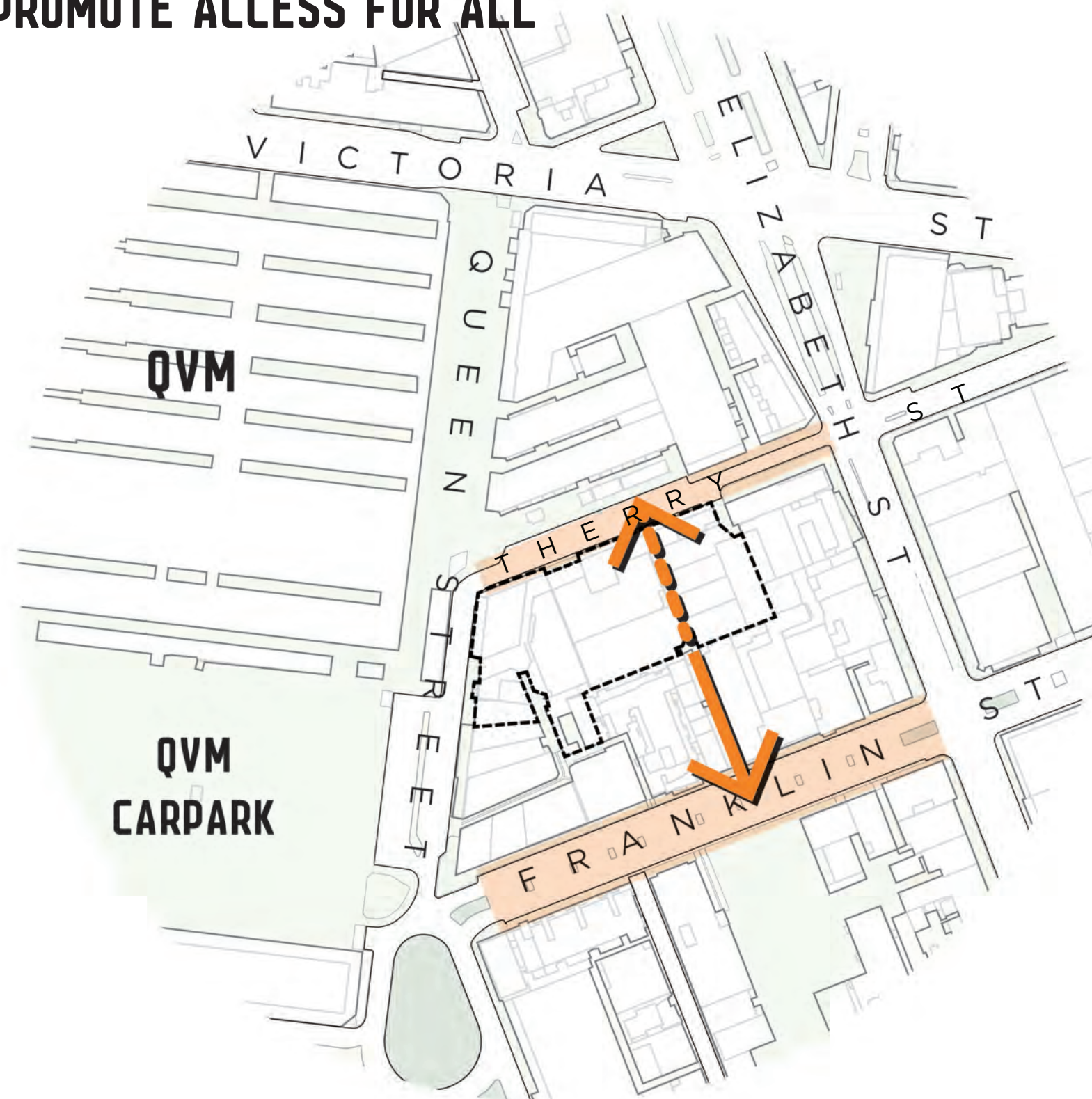
ACCESS AND PRECINCT CAR PARK



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CREATE MID BLOCK PEDESTRIAN LINK

TO PROMOTE ACCESS FOR ALL



8

PREFERRED OUTCOME

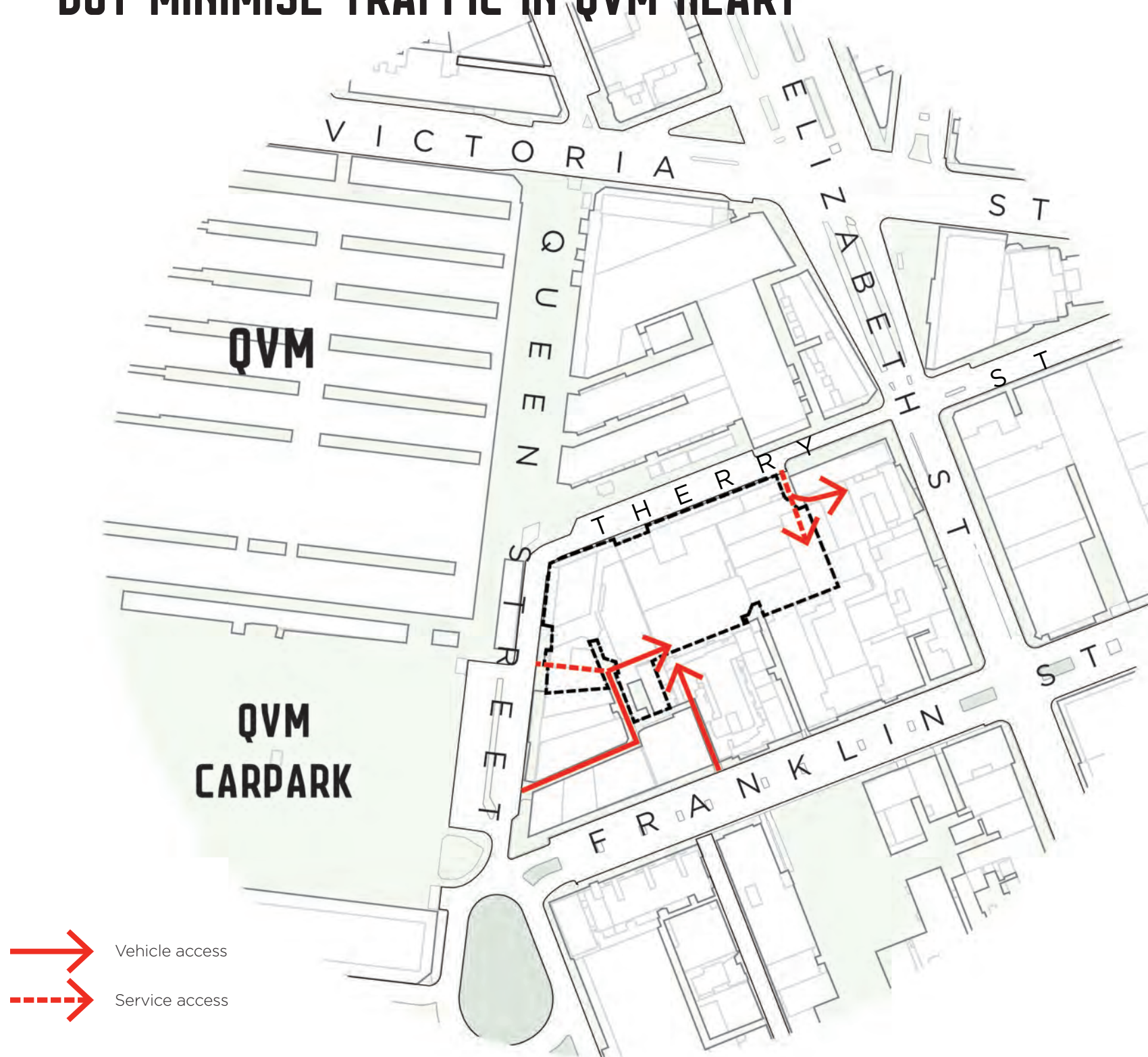
Create a pedestrian link between Franklin and Therry Streets by extending the existing laneway between 104-106 and 108 Franklin Street. This must provide for:

- a) Universal 24/7 public access.
- b) A high level of amenity including natural daylight and at least double-storey ceiling heights

RATIONALE

This block is one of very few in the Melbourne CBD currently lacking any north-south mid-block public pedestrian links. The development should contribute to an accessible, fine-grained pedestrian network.

EXISTING CROSSOVERS REQUIRED, BUT MINIMISE TRAFFIC IN QVM HEART



9.

PREFERRED OUTCOME

Vehicular crossovers in Therry Street and Queen Street exist and their use should be moderated or reduced where possible.

- a) Where crossovers in Therry and Queen Street exist and must be maintained, the development should be planned to reduce traffic using these crossovers.
- b) Any vehicular access to the subject site via Therry Street and Queen Street should assume limitations on vehicles longer than 8.8m in these streets.

RATIONALE

QVM and adjoining streets are an effective extension of the CBD's retail heart and a consistent level of pedestrian amenity and safety should be provided as in other key retail areas. Minimisation of service traffic and avoidance of any addition to existing traffic loads is desired.

ACCOMMODATE QVM PARKING

ONE OF MULTIPLE SITES

10.

PREFERRED OUTCOME

Up to 400 car parking spaces, from among the number of spaces as permitted under extant planning controls, must be designed and managed to function as public parking spaces catering to QVM patrons. The use of these parking spaces must be supported with:

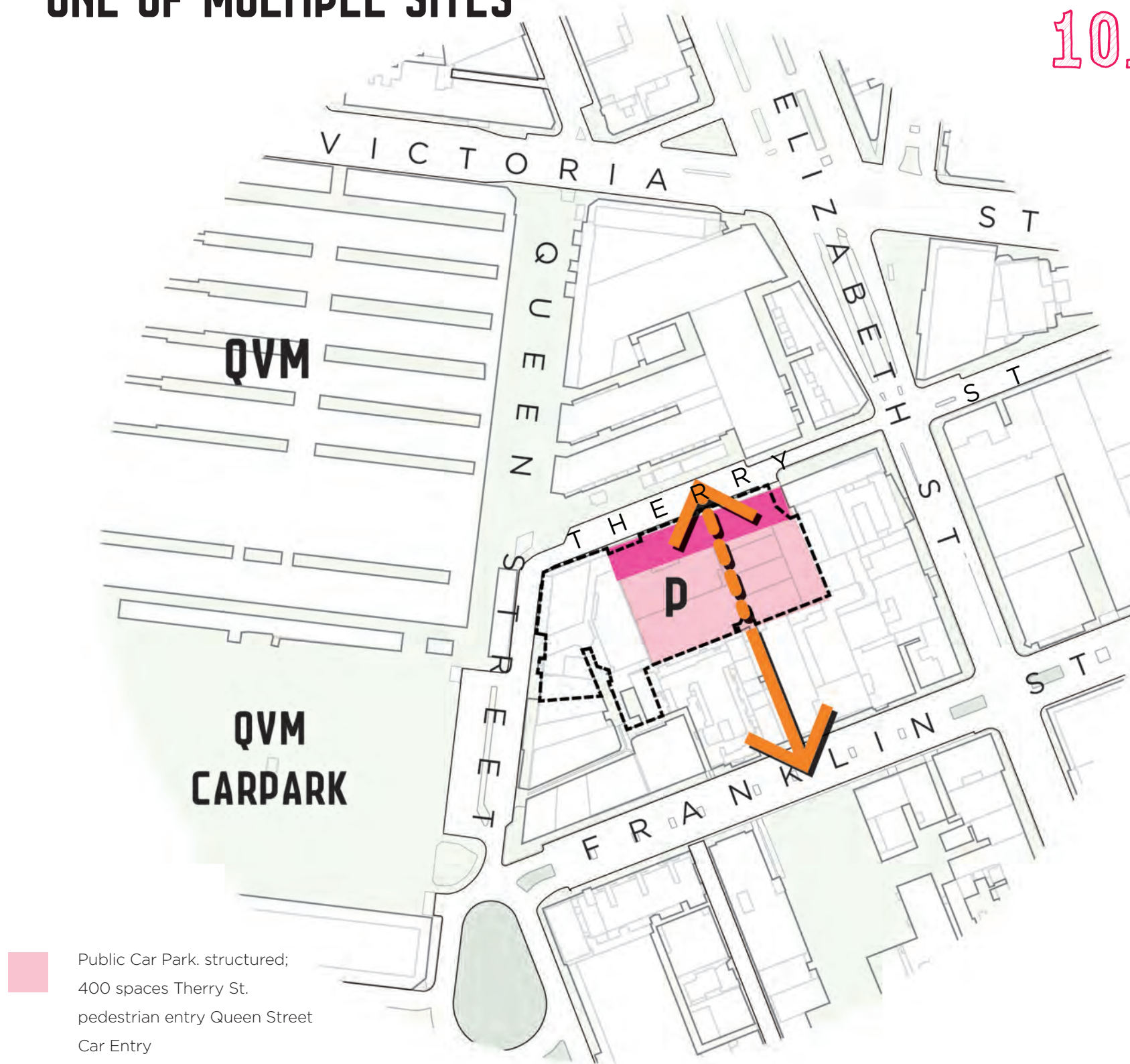
- a) Convenient and legible pedestrian access to Therry Street, with provision for access with shopping trolleys.
- b) Pricing and management at competitive rates to support short stay parking for QVM patrons during all hours of market operation including night markets and specially scheduled events.
- c) Dynamic parking information signage visible to Franklin Street indicating total and available numbers of parking spaces.
- d) Directional signage and information systems in the car park to facilitate efficient use of parking spaces.
- e) A safe, legible layout, preferably on a single level.
- f) Increased car park floor heights to support future adaptive reuse

RATIONALE

Car parking is important to support the ongoing role of QVM.

Provision of car parking within adjoining development sites could possibly facilitate the removal of the existing surface car park and redevelopment of the car park site as a new public open space.

Distribution of car parking through the precinct could minimise impacts of traffic congestion and cater to market shoppers arriving from different directions.



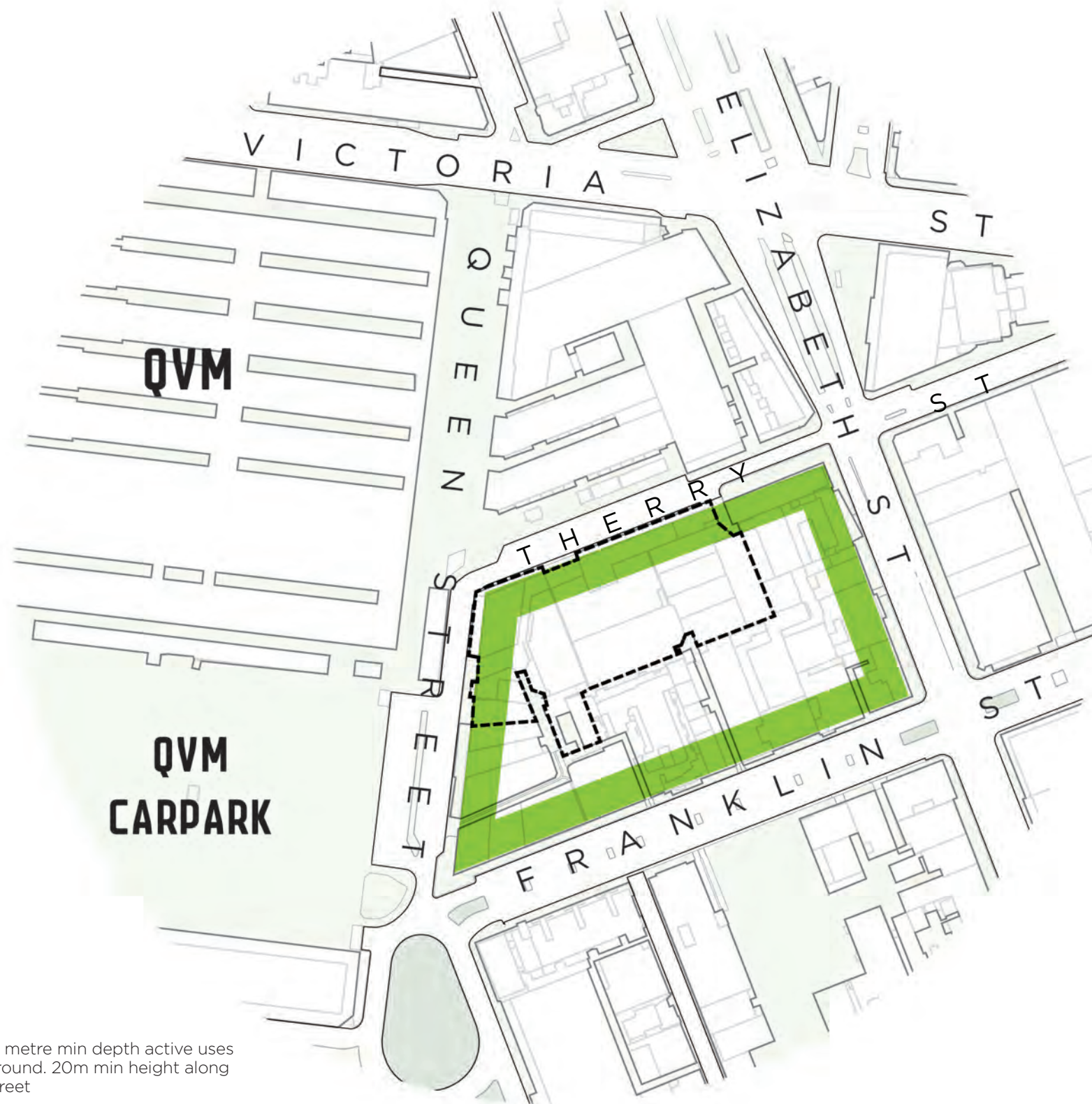
STREETSCAPE FRONTAGES



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WRAP INACTIVE USES

CARPARKING ETC. IN USABLE BUILDING SPACE



11. PREFERRED OUTCOME

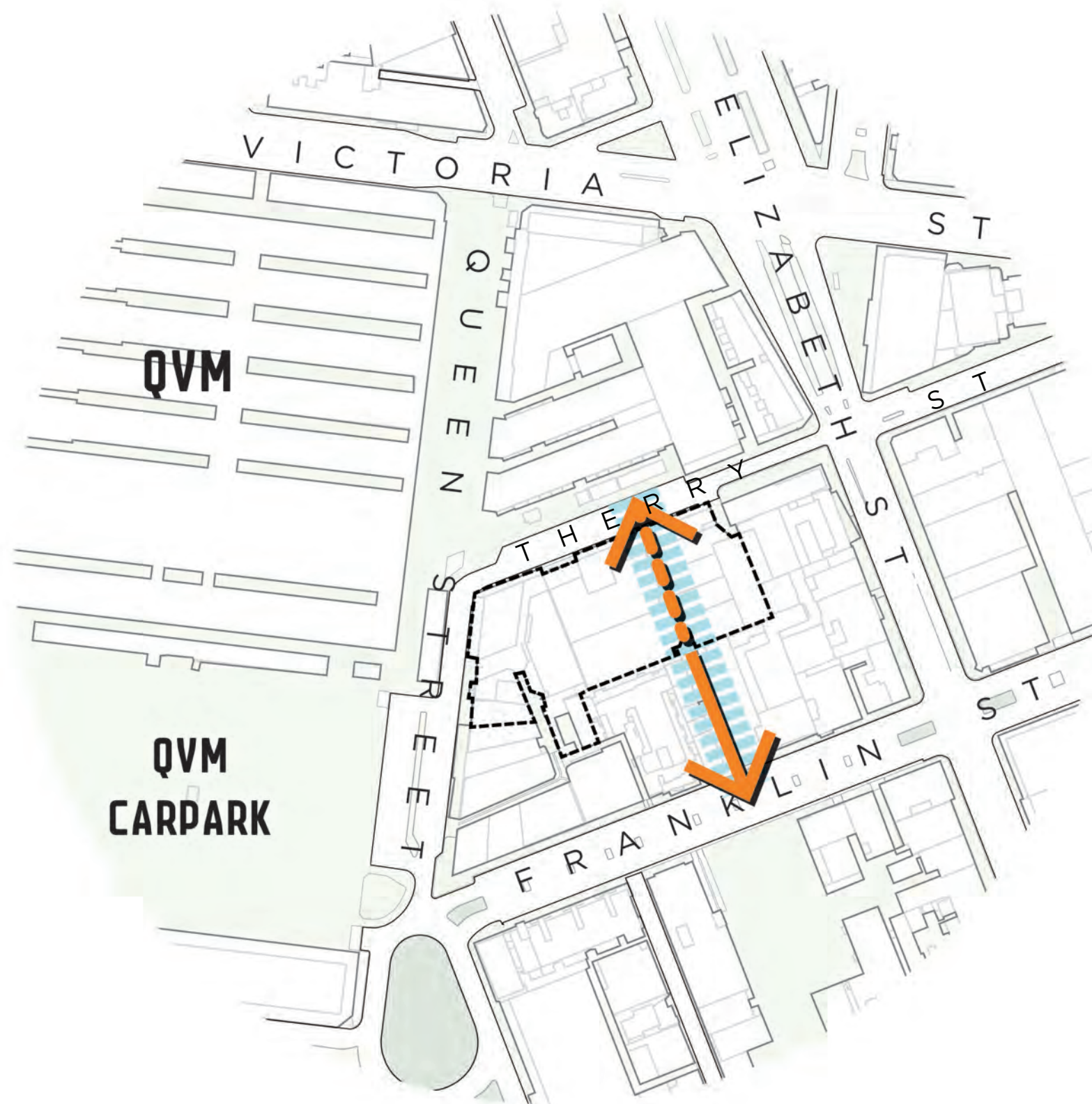
Building uses along street frontages must contribute to a high level of streetscape activation and passive surveillance of the public realm.

- a) Provide at least 80% of ground level street frontages as entries or display windows to shops or food and drink premises, or other uses such as customer service areas and activities that provide pedestrian interaction.
- b) Consider the provision of accessible balcony verandahs extending over the footpaths of streets adjoining QVM (i.e. along Therry and Queen Streets).
- c) Provide accommodation for a mixture of uses that will support activity in the precinct throughout the day and during evenings.

RATIONALE

Building forms and uses should contribute to streetscape activation, amenity and safety.

ACTIVATE PEDESTRIAN MID BLOCK LINK



12. PREFERRED OUTCOME

A high level of frontage activation must be provided along the recommended north-south mid block pedestrian link, with at least 60% of the ground level frontage as entries or display windows to shops or food and drink premises, or other uses such as customer service areas and activities that provide pedestrian interaction.

13.

PREFERRED OUTCOME

If located between ground level and 20m above grade, uses that occupy more than 30% of the length of a street frontage and that do not directly contribute to streetscape activation (e.g. car parks, store rooms, windowless performance spaces, etc.) must be set back 5-15m from the street frontage and sheathed in building spaces accommodating uses that do contribute to streetscape activation.

RATIONALE

Adequate floor space (considering width and length as well as gross area) needs to be provided for tenancies fronting onto streets to ensure a high quality of accommodation and flexibility and viability of uses over the long term.

14.

PREFERRED OUTCOME

Provide weather protection for pedestrians (verandahs or permanent awnings) over footpaths along Elizabeth, Therry and Queen Streets unless countermanded by heritage conservation issues related to specific buildings. All verandahs:

- a) Must maintain a minimum 750mm clearance behind the face of kerb (nom. 3m maximum projection along Therry St and nom. 4.5m maximum projection along Queen Street).
- b) Must maintain adequate clearance above footpaths.
- c) Must be cantilevered from the building on the subject site, with no supporting columns outside the subject site.
- d) Accessible balcony verandahs may be protected by roofs and may be partitioned along their length (e.g. at changes in tenancies) but must not be enclosed in any way at their front on a temporary or permanent basis, apart from balustrades as required for safety.

RATIONALE

QVM and adjoining streets are an effective extension of the CBD's retail heart and a consistent level of amenity should be provided as in other key retail areas.

SUSTAINABILITY AND ARCHITECTURAL DESIGN QUALITY



CITY OF MELBOURNE

SUSTAINABILITY AND ARCHITECTURAL DESIGN QUALITY

15.

PREFERRED OUTCOME

The design and development should achieve best practice sustainability, capable of achieving a minimum 5 star green star rating or equivalent

RATIONALE

Achievement of best practice sustainable development

16.

PREFERRED OUTCOME

The design of the proposed development must be reviewed at appropriate stages by the Office of the Victorian Government Architect (OVGA) Design Review Panel. At least three review sessions should be planned (e.g. at early development concept stage, schematic design, and when resolved to suit an application for Planning Approval).

RATIONALE

Achievement of an exemplary quality of architectural design for the street frontage.

17.

PREFERRED OUTCOME

The OVGA Design Review Panel is expected to play a key role in a review of designs and drawings submitted to the Responsible Authority for Planning Approval.

18.

PREFERRED OUTCOME

The OVGA Design Review Panel is not expected to undertake a full planning assessment but will be focus on key areas of concern including:

- a) The contribution of the podium level of the buildings to the amenity and interest of the public realm adjoining the QVM both in terms of activation and architectural quality.
- b) Compliance with design criteria and outcomes stated herein.
- c) Design quality more broadly.