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7 July 2016

Fishermans Bend Taskforce  
Department of Environment, Land, Water and Planning  
GPO Box 500  
EAST MELBOURNE VIC 8002

Dear Sir/Madam,

**Re: 189-191 Ferrars Street, South Melbourne – Fishermans Bend Consultation**

## Introduction and Background

This submission has been prepared on behalf of Marlton Pty Ltd. Marlton Pty Ltd is the registered owner of land located at 189-191 Ferrars Street, South Melbourne.

## Summary of Submission

The landholding located at 189-191 Ferrars Street is strategically located having regard to its proximity to existing and proposed land uses and infrastructure.

**Taking into account these strategic attributes, support is requested from the taskforce to designate the land for 10-15 storey development.**

## Submission

Mesh Planning is pleased to provide this submission on behalf of Marlton Pty Ltd.

The initiative to plan for significant redevelopment within the Fishermans Bend Precinct is supported. As set out on page 6 of the recast document, it is considered that the Fishermans Bend Precinct is exceptionally well located and suited to accommodate planned redevelopment and intensification.

## Strategic Context

Having specific regard to the aerial photograph which defines the sub-precincts within Fishermans Bend (which forms part of the consultation material), it is important to acknowledge that there are very significant differences in the land use pattern and form of development within the Fishermans Bend precinct as opposed to within Port Melbourne and South Melbourne.

Consistent with its origins as an employment precinct, landholdings within the Fishermans Bend Precinct vary significantly in terms of their area, orientation, availability of street frontage/s, land use and height. Accordingly the prevailing character is highly variable and inconsistent.

By contrast land holdings are far more consistent in terms of their size, orientation, availability of street frontage and height within the adjoining parts of Port Melbourne and South Melbourne (particularly to the south of the Wirraway, Sandridge and Montague Precincts). In these adjoining areas, the general character can be described as predominantly low to mid rise residential with a mix of office, retail and service/entertainment based land uses.

Acknowledging the strategic suitability of the Fishermans Bend Precinct and the adjoining suburbs of Port Melbourne and South Melbourne as desirable living and working destinations, the differences between the underlying structural conditions between the Fishermans Bend Precinct and the adjoining suburbs should not be underestimated.

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Where site amalgamation and prevailing character issues will be limitations to significant redevelopment and intensification in Port Melbourne and South Melbourne, and where single dwellings will retain an important role and presence, no such constraints exist within the Fishermans Bend Precinct.

Taking into account the key differences in the structural and character conditions within the Fishermans Bend Precinct, it is considered important to acknowledge from the outset that there is an opportunity to deliver increased intensification in the form of multi level residential/mixed use development (5-15 storey) as opposed to low to mid rise (1-4 storey) which is likely to be the predominant form of redevelopment to the south of the Fishermans Bend Precinct.

## Site Context

In moving beyond the broader strategic context of the Fishermans Bend Precinct as a whole, it is evident that the Montague Precinct (which the subject land is located within), is particularly well suited to accommodate multi level residential/mixed use redevelopment.

The subject land is located at 189-191 Ferrars Street (see attached site location plan). According to the *Ferrars Street Education and Community Precinct* document, the subject land and surrounds will benefit from 5 key projects being:

***Project A – New Primary School with integrated community facilities on Ferrars Street***

***Project B – Montague Open Space***

***Project C – Tram Stop Upgrade/Relocation***

***Project D – Intersection Upgrades***

***Project E – Public Realm/Streetscape Works***

These projects are significant initiatives that are all located within the walkable catchment of the subject land. In combination they will enhance the accessibility and overall liveability of the site and surrounds.

In terms of the appropriate scale of development, in addition to the strategic location of Ferrars Street and the influence of the projects above, it is important to acknowledge that Ferrars Street occupies a widened road reserve of approximately 30m. The widened road reserve has the capacity to support on street car parking and introduction of enhanced street tree and other plantings which will serve to ensure that the street has pedestrian amenity with the ability to accommodate non residential land uses at ground level and to set back upper floors as required.

It is also important to note that the subject land backs onto the light rail corridor and has dual street frontages.

For these reasons, it is considered that the subject land is very well suited to accommodate 10-15 level development as opposed to 4 level development which has been recommended. This outcome would be more consistent with the approved application at 171-183 Ferrars Street (24 Storeys) and the pending applications at 163-169 Ferrars Street (20 Storeys) and 134-142 Ferrars Street (up to 23 Storeys).

## Conclusion

For the reasons set out in this submission it is requested that the task force support designation of 189-191 Ferrars Street for multi level residential/mixed development (10-15 storeys).

Thank you for the opportunity to participate in the consultation and to lodge this submission. I would be

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pleased to discuss the submission and/or present to any expert Panel that may be convened.

Should you wish to discuss any aspect of the submission or arrange a meeting please contact me on 9695 3025 or 0418 148 605.

Kind regards,



Chris De Silva  
Director

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