272-280 Normanby Road, South Melbourne

Fishermans Bend Planning Review Panel

Expert urban design evidence
Prepared by Craig Czarny, Hansen Partnership Pty Ltd

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1  Introduction

1. My name is Craig Czarny and I am a director of design at Hansen Partnership. I have over 30 years’ experience in urban design and landscape architectural projects in Australia and overseas. I hold a Bachelors degree in Planning and a Masters degree in Landscape Architecture and have provided urban design, streetscape and public domain advice on a number of projects of varying scales. I have a sound appreciation of the urban form, streetscape and public domain issues associated with residential, commercial and townscape settings, having provided advice on a number of activity centre, residential and neighbourhood character studies. I also have an appreciation of character issues in Port Phillip having prepared a series of built form and design studies on behalf of Council and private clients in the region over a period of more than a decade.

2. Projects that I have managed have received awards from the Planning Institute of Australia (PIA) and Australian Institute of Landscape Architects (AILA). I am a PIA Fellow and recipient of the 2008 AILA Victoria Medal, 2010 AILA National Planning Award and 2016 National ‘International’ Award. Details of my experience are set out in Appendix A.

3. On this occasion, I have been engaged on behalf of Submitter 202 by Minter Ellison to provide urban design commentary in relation to the proposed development of a 40 storey building at 272-280 Normanby Road, South Melbourne, in the context of current approved forms. I understand that the planning application for this proposal has been ‘called in’ by the Minister for Planning as part of an Advisory Committee Review of the Fishermans Bend PSA GC81. My instructions are therefore to focus on the design merits of the current proposal in morphological terms relating to the approved urban context; rather than those changes sought to be introduced through proposed Amendment GC81. On this occasion, I have been briefed to consider the proposal in the context of existing approved built form with regard to the consequential urban design outcome.

4. I have inspected the subject site and surrounds, on numerous occasions and most recently on the 27th March 2018 and reviewed the Plans prepared by Hayball (dated January 2018), the relevant background to the Port Phillip Planning Scheme Amendment GC81 and other background and policy documents. I have also had regard (as briefed) to the relevant planning provisions in place at the time of application.

5. In summary, I am satisfied that the proposed urban design response is appropriate given the existing approved context of the Montague precinct. Given the profile of other approved buildings on Normanby/Johnston Streets, I am satisfied that the proposal represents an acceptable design outcome at a strategically important intersection on the approach to the CBD from Fishermans Bend. In my view the proposal sets a high urban design benchmark and will sit comfortably in the already transformed arrangement on the Normanby Road CBD approach.
2 The site and context

6. The review site is located at 272-280 Normanby Road, South Melbourne. The site is currently located in an area defined by large warehouse and light industrial uses, adjacent to wide road reserves. As a result of the urban renewal of the Fishermans Bend, examples of mixed uses and residential development are emerging within the area, including vacating of associated industrial functions and some townhouse development adjacent to Port Melbourne Cricket Grounds.

7. The site is irregular in shape, forming a largely triangular site with 3 street frontages to Normanby Road (to the south), Johnston Street (to the west) and Munro Street (to the north).

8. The site is relatively flat and has a total site area of approximately 2,609m². There is an existing single storey building on the site (Tradelink).

9. The site has the following immediate abuttals:

   - To the north, is Munro Street which is a 20m wide road reserve, with 2-way traffic, street trees, pedestrian pavements and on street parking. On the opposite side of the road is a single storey warehouse (City Mazda) at 80 Munro Street. This warehouse is largely constructed to the site boundaries. This site has an application for construction of 3 mixed use towers under a master planning permit process (PA17000291). It is understood that this application has also been called-in by the Minister for Planning. Further north and on the opposite side of Johnston Street at 60-82 Johnston Street has approval for 4 towers ranging from 21 to 46 storeys.
- To the **east**, is 270 Normanby Road, which accommodates Furphy Advertising, a 2 storey commercial building. This site is separated from the subject site via a shared car parking area. An application (PA201535822) is currently under consideration on this site for a mixed use development. It is understood that this application has also been called-in by the Minister for Planning.

- To the **south**, is Normanby Road, a 30m wide road reserve, with 2 way traffic, street trees, pedestrian pavements and on street car parking. On the opposite side of the road is 253-273 Normanby Road. The site currently accommodates Oxford University Press in a single storey building, with car parking within the site. An application has been approved on this land for a 40 storey mixed use development comprising 2 towers above a 5 storey podium (PA170223).

- To the **west**, is Johnston Street, a 30m wide road reserve with 2 way traffic, street trees, pedestrian pavements and on street car parking. On the opposite side of the road is;
  - 90-96 and 98 Johnston Street, located on the intersection of Johnston and Munro Streets and accommodates a single storey substation (Heritage HO407); and
  - 56-58 Boundary Road, which accommodates a single storey Beaurepairs building.

10. The broader context is decidedly mixed comprising the main public infrastructure of the Westgate Freeway, the light rail line and major vehicle routes linked to and from the CBD. The site sits in an evolving renewal area, noting the distinction between large lots, finer industrial functions to the north, in transition to more fine grained parcels south of Woodgate Street. The process is well resolved as a city approach from the south west.
3 Existing design controls

11. The land affected by the Amendment is currently influenced by a range of design related Policies, Zones and Overlay controls. The site falls within the Port Phillip Planning Scheme and is located within the Montague Precinct. It is also located within the Capital City Zone, Schedule 1 (CCZ1), which seeks:
   - To enhance the role of Melbourne’s central city as the capital of Victoria and as an area of national and international importance.
   - To recognise or provide for the use and development of land for specific purposes as identified in a schedule to this zone.
   - To create through good urban design an attractive, pleasurable, safe and stimulating environment.

12. The site is also affected by the following relevant Overlays:
   - Design and Development Overlay, Schedule 30 (DDO30);

13. The purpose of the DDO is:
   - To identify areas which are affected by specific requirements relating to the design and built form of new development.

14. It is important to note that DDO30 (Area A6, in which the site is located), sets down a mandatory height of 40 storeys, a mandatory street wall height of 20m/5 storeys, a mandatory setback of 10m above street wall and a mandatory separation of 20m between towers. I understand that this is sought to be varied by GC81.

15. Relevant State and Local Policy, Particular Provisions and other relevant documents regarding design include (refer appendix B):
   - Clause 9 – Plan Melbourne;
   - Clause 15 – Built Environment and Heritage;
   - Clause 16 – Housing;
   - Clause 17 – Economic Development;
   - Clause 21.04 – Land Use;
   - Clause 21.05 – Built Form;
   - Clause 21.06 – Neighbourhoods;
   - Clause 22.06 – Urban Design Policy for Non Residential Development and Multi Unit Residential Development; and
   - Clause 22.15 – Employment and Dwelling Diversity within the Fishermans Bend Urban Renewal Area.

16. Other documents relevant to the proposal include:
   - Urban Design Guidelines for Victoria (2017); and
4 Proposal

17. The proposal is for a 40 storey mixed use development comprising:

- 40 storeys (126.1 AHD) above ground level (5 storey podium and 35 storeys above in tower);
- Car parking located within 1 level of basement and the podium but with ‘active/mixed use skin’ applied to the street frontages. A total of 215 car parking spaces are proposed;
- The podium is constructed to all site boundaries, with the exception of the eastern site boundary;
- A 4.5m wide through-block pedestrian connection from Normanby Road through to Munro Street at ground level along the eastern boundary;
- The residential entry lobby is provided from Johnston Street with 9m wide lobby/frontage;
- There are active retail uses to Normanby Road, Munro Street and Johnston Street;
- Above the podium are residential apartments, a total of 289 apartments are proposed (56 x 1 bedroom, 176 x 2 bedroom and 57 x 3 bedroom);
- A 10m setback to all boundary above the podium level; and
- The proposal adopts a contemporary materials and colours pallet, namely textured pewter coloured concrete and glazing, amongst others.

Artist impression, proposed development
5 Urban Design Assessment

22. Firstly, and in advance of any detailed assessment, it is important to note that my review is confined to the consideration of the existing and approved urban context of the site and surrounds. While I accept that Amendment GC81 seeks to introduce a new Planning regime for the land and the significant surrounds comprising Fishermans Bend, I believe that it is appropriate to contemplate the profile of the proposed 40 storey development at 270-280 Normanby Road, South Melbourne in the context of the suite of other existing and approved developments in the eastern sector of the Fishermans Bend urban renewal area. While it is widely accepted that the proposed controls emanating from Amendment GC81 (DDO30 and CCZ1) could affect (curtail) the proposed development (permit application number PA1600106), it is in my opinion appropriate to contemplate (in urban design terms) the physical impact of a more diminutive design response (as forecast in the revised DDO30 form) in a built form context comprising more substantial approved development envelopes and a largely reordered urban form along Normanby Road.

Site and surrounds – approved development
23. In simple terms and based on my appraisal of the existing conditions of the land and the surrounding approvals (noting approval of a number of forms of between 40 and 49 storeys), I believe that it is not appropriate to curtail the design response to this important corner site. The parcel holds ‘pride of place’ at the junction of Johnson Street, Normanby Road and Munro Street to the east of the important Boundary Street threshold. As a location which is both visually prominent and important to the legibility of the district, I believe that it is important to establish a form at the junction which is bespoke and (at least) commensurate with other nearby profiles. This is consistent with the calling in the Urban Design Guidelines for Victoria (Clause 15) – Element 5.1 to ‘shape the building form and detail to reinforce important street corners’. The basis for this opinion is set out below.

Montague as a place for taller form

24. An understanding of the urban form of the broader precinct, including street layout and geographical position in the eastern sector in Fishermans Bend abutting the Westgate Freeway, Melbourne Convention Centre and CBD edge, indicates that the Montague Precinct has considerable opportunity for taller form. This has been reinforced in the various (and most recent) Strategic Frameworks for the area over time, recognising its strategic location abutting the CBD and Southbank and proximity to notable services and facilities. The notion of a compact arrangement of towers immediately to the south of the Freeway is not new. Indeed, the arrangement of towers of an equivalent scale in Docklands (South Wharf to the north of the Westgate Freeway) and to the north-east of the Westgate Freeway in Southbank (west of Spencer Street) are representative of the extension of Central City urban design language and the realisation of an urban form that sits marginally below the Central Hoddle grid skyline. It is in my opinion entirely appropriate to extend more intensive development in Montague at this location having regard to its connections to existing established growth precincts forming part of an approach to the CBD.

25. The defined precincts within Fishermans Bend, comprising Montague and Sandridge are in my opinion different to others in the renewal area and distinctive from residential areas to the south-west. Importantly, the land is located at the boundary of the Montague precinct and its interface with Sandridge (to west) represents an important approach to the CBD from Williamstown Road at Boundary Street. I understand that the definition of a new urban space (parkland at the junction of Johnston, Boundary and Munro Streets) will herald this important threshold location. It is in my view appropriate to demarcate this location in urban form terms and in this instance with a tall building of the format represented by the application design.
26. The nature and form of land parcels (subdivision pattern) in the Montague precinct is also in my view different to that found in other parts of Fishermans Bend. The subject site and others to either side of Normanby Road represent larger parcels compared to those found further to the south of the light rail line. This is a notable distinction and highlights the importance of Normanby Road east of Boundary Street – as a threshold approach to the CBD.

**A transformed urban form in Montague**

27. It has been widely recognised and acknowledged (in information presented to the Panel) that a number of existing approved developments have been endorsed within the Montague and Sandridge precincts. This signifies a new urban language of ‘podium and tower’ form in general and the transformative outcome to both Johnson Street and Normanby Road. There are at least 11 approved developments in the immediate and nearby surrounds informed by DTPLI, MPA, DELWP or VCAT issued permits as illustrated in the Figure below. In my opinion, this indicates that the urban form of the context has already changed to the degree that curtailing opportunity on a key corner site of this kind has negative urban design consequences – such as undermining the presence and profile of the junction.
28. A number of key development approvals are located within proximity of the subject land. This includes sites identified in the Fishermans Bend Urban Renewal Area (information provided to the Panel) as the site

- C2 – 60-82 Johnson Street (4 forms of up to 46 storeys),
- D12 - 253–273 Normanby Road (up to 40 storeys),
- D13 - 245–251 Normanby Road (up to 40 storeys) and
- C4 - 228–238 Normanby Road (up to 49 storeys).

29. A three-dimensional appreciation of the location and profile of these forms (as illustrated) demonstrates that the subject land will be largely surrounded by a suite of forms of 40 storeys or more. While this does not in itself indicate a mandate for an equivalent scale on the subject land, I believe that such a triangular corner site with ‘pride of place’ deserves a commensurate response - given the morphological profile of the city at this location.

**Montague collective skyline and urban form**

30. Strategically assessed, the topography, subdivision and street arrangement of the Montague Precinct and the importance of the Normanby Road corridor indicate, in my opinion, that there is warrant for a ‘punctuation’ on the subject land- effectively announcing the corner of Normanby Road and Johnston Street. While it may be appropriate for marginally lower forms to line Normanby Road behind this premier location, the profile of the streetscape will be largely defined by the arrangement of tall 40 storey ‘podium and tower forms’ when viewed from the west (ie Port Melbourne Oval and surrounds), the light rail corridor and associated parklands. In the context of Montague and the eastern extent of Sandridge, I am satisfied that the attention drawn to the triangular corner site is such that it deserves a bespoke ‘landmark’ design response. While I accept that these qualities need not only be realised through ‘height’ alone – I believe that the definition of the junction as set out in the application design and the profile of taller buildings lining Normanby Road on approach to South Melbourne and the CBD is entirely appropriate.

![Diagram](image-url)
31. The configuration of the proposed development as it addresses its 3 frontages is set close to the road reserve, with a street wall of 5 storeys. I note that other local approved developments in Normanby Road and Johnson Street also employ a similar ‘podium and tower’ street wall response. In this context, and in light of the clear streetscape and building design objectives found in the Urban Design Guidelines for Victoria at Element 5.1.1 -it is in my opinion entirely appropriate to set the proposed development’s podium hard to the street frontage. Given the breadth of the local street network and Normanby Road’s role as a principal boulevard and CBD entry, ground level setbacks would in my view dilute the opportunity for activation and surveillance and presence of this key junction location.

Competence of the architectural form

32. While urban form propositions are too often interpreted empirically, this site is notable for the sophisticated and elegant arrangement of form and its architectural language including the proportional relationships between the compliant podium (17m) and setback tower (10m) rising to its apex towards the junction to the west. While the architects (Hayball) can (or could) design an alternative envelope to good effect, I strongly support of the proposed design response and the language employed including the building’s attractive ‘cap’. The important relationship between the building’s podium and upper levels will effectively conceal the line of more regular buildings located to the east – which by my interpretation are presented with the more rudimentary glazed wall approach.

33. Given the site’s condition as a triangular site, the design response employs a tapering building top that rakes away from the corner which is both visually interesting and dynamic in the viewshed. I believe that the proposed architectural form is a highly competent one which will be complementary to the Fishermans Bend and Montague skyline. It represents a fitting point of punctuation at the threshold of a key approach to the CBD. Given the unusual proportions and shape of the site, its abuttal to the main boulevard (to the south) and a future public open space (to the north), it is in my view entirely appropriate to locate a flush podium and setback rising tower response. I consider this to be consistent with the relevant State Guidelines found at Clause 15, which reinforce street and corner definition.
Summary

34. Given the above confined assessment, I am satisfied that the proposed development of the site at 272–280 Normanby Road (identified as current live application F15) is appropriate in whichever form the future urban design controls for the Fishermans Bend Urban Renewal Area may take. I believe that the proposed development as designed remains appropriate in terms of its form, scale and proportion due to the physical context of both existing and approved developments. I believe that any future controls applying to this district should have regard to existing approvals – as is required of any fulsome urban form strategy or Structure Plan process. To ignore such conditions, in my view threatens the order and integrity of the City’s urban form and has the capacity to create a somewhat diluted illegible morphology and skyline that does not assist in reinforcing the important factors of local wayfinding, precinct address and CBD approach.

Craig Czarny
MLArch BTRP AAILA RLA FPIA
Director
Hansen Partnership Pty Ltd:
9th April 2018
Appendix A

Curriculum Vitae: Craig Czarny
Craig Czarny: BTRP MLArch AILA RLA

qualifications

Master of Landscape Architecture,
University of Melbourne 1991.
Bachelor of Town & Regional Planning,
University of Melbourne 1986.

position:

Director, Urban Designer & Landscape Architect
Hansen Pty Ltd, Melbourne

professional affiliations:

Associate, Institute of Landscape Architects, AAILA
Fellow, Planning Institute of Australian, FPia
Registered Landscape Architect, RLA

awards:

Melbourne University, Postgraduate Scholarship 1990
RAPI Award for Planning Excellence (NSW) 1996
PIA Project Awards & Commendations (VIC) 03/4/5/6
Victoria Medal for Landscape Architecture 2008

special competence:

Master planning, Design Development & Documentation of
Public Domain projects.
Townscape and Streetscape Design Assessment.
Urban Design & Landscape Project Management.
Urban Design Education and Training.

Craig Czarny is a Director of Hansen and an Urban Designer
and Landscape Architect with over 28 years' experience in
local and international practice. He has worked on a variety
of urban planning and design projects, from broad urban
class character analyses to local area site planning, design and
documentation. He has also served as a sessional lecturer in
urban design and landscape planning at the University of
Melbourne.

professional experience

2002- present:
Hansen Partnership Pty Ltd
Sydney & Melbourne, Australia.
Director: Urban Designer/ Landscape Architect

1995-2002:
Context Conybeare Morrison Pty Ltd
Sydney & Melbourne, Australia.
Ass Director: Urban Designer/ Landscape Architect

1993-1995:
James Cunning Young & Partners,
Glasgow & Edinburgh, Scotland.
Senior Urban Designer/ Landscape Architect

1988-1993:
Wilson Sayer Core,
Melbourne, Australia
Urban Designer & Planner.

1989:
Design Workshop,
Colorado, USA
Urban Design/ Landscape Intern
PROJECT EXPERIENCE:

CRAIG CZARNY:

site redevelopment projects
- Mordialloc Built Form Review
- Bonbeach TAFE Site Redevelopment Framework
- Queenscliff High School Site Development Study
- Knox Strategic Sites: Urban Design Review
- ADI Development Footscray & Maribyrnong,
- Cape Cabarita Residential Development
- Essendon Airport Redevelopment Study
- Dandenong Treatment Plant Site development
- Marolt Ranch Community Village Project
- Horsham Tech Park: Urban Design Guidelines
- Victoria Park Housing Urban Design Masterplan

retail & commercial town centre design
- Rosebud Activity Centre Structure Plan
- Moonee Valley Activity Centres Structure Plans
- Geelong Western Wedge: Design Framework
- Knox Central Urban Design Framework
- Forest Hill Retail Centre Planning & Design
- Sydenham Town Centre Urban Design Plan
- Ringwood Town Centre Design Masterplan
- Melton Regional Centre
- Oakleigh Urban Design Framework.
- Carrum Urban Design Framework.

townscape & streetscape projects
- Ocean Beach Road, Sorrento
- Saigon Riverfront Masterplan, Vietnam
- Mersey Bluff Masterplan, Devonport
- Hastings Urban Design Framework
- Victoria St, Richmond Framework Plan
- Bayside Height Control/ Urban Design Study
- Punt Road Hoddle Street Urban Design Vision
- CBD Lanes Built Form Review.
- Manly Corso Streetscape Masterplan.
- St Kilda Foreshore Urban Design Study.
- Tunstall Square, Doncaster.
- Glasgow's Townhead Improvements.
- Ballarat Streetscape Study.
- Paddington Townscape Study.
- Liverpool Street Spanish Quarter.
- Petersham Streetscape Study.
- Queenscliffe Urban Character Study.
- Orchard Road Streetscape Upgrade, Singapore.
- Point Lonsdale Urban Design Framework

community planning & design
- Viengxay Town Masterplan, Viengxay, Laos
- RedCliffs Residential Development Plan
- Jackass Flat New Development Area
- Riverwood Housing Improvement Masterplan.
- MacQuarie Fields Improvement Masterplan.
- Ferguslie Park Common.
- Sydney Olympics 'Look of the Games'.
- Niddrie Mains Urban Design & Housing Project.

urban/landscape design documentation
- Wollongong Foreshore Plaza
- Western Sydney Park Masterplan/ Entries.
- Rouse Hill Regional Park.
- Bass Hill Plaza Memorial Parkland.
Appendix B

Relevant State and Local Policies
**Relevant Controls**

**State Planning Policy Framework**

**Clause 9: Plan Melbourne**
- To plan for the expanded central city to become Australia’s Largest Commercial and Residential Centre by 2040
- To create a City of 20-minute neighbourhoods.
- To protect Melbourne and its suburbs from inappropriate development.
- To create neighbourhoods that support safe communities and healthy lifestyle.
- To respect our heritage as we build for the future.
- To achieve and promote design excellence.

**Clause 15: Built Environment and Heritage**
- To ensure all new land use and development appropriately responds to its landscape, valued built form and cultural context, and protect places and sites with significant heritage, architectural, aesthetic, scientific and cultural value.
- To create quality built environments supporting the social, cultural, economic and environmental wellbeing of our communities, cities and towns.
- To ensure that land use and development planning must support the development and maintenance of communities with adequate and safe physical and social environments for their residents, through the appropriate location of uses and development and quality of urban design.

**Clause 16: Housing**
- To encourage development which meet the communities’ needs for retail, entertainment, office and other commercial services and provides net community benefit in relation to accessibility, efficient infrastructure use and the aggregation and sustainability of commercial facilities.

**Clause 17: Economic Development**
- To encourage development which meet the communities’ needs for retail, entertainment, office and other commercial services and provides net community benefit in relation to accessibility, efficient infrastructure use and the aggregation and sustainability of commercial facilities.

**Local Planning Policy Framework**

**Clause 21.04 Land Use**
- To provide significant opportunities for new residential development in designated locations which have the capacity for change, and which offer highest accessibility to public transport, shops, and social infrastructure.
- To ensure that new residential development does not compromise the heritage, neighbourhood character and amenity values of established residential areas.
- To support a diverse range of housing types to suit the needs of Port Phillip’s community.
- To ensure a high level of amenity for existing residents.
- To minimise potential amenity conflicts between residential and nonresidential uses.

**Clause 21.05: Built Form**
- To conserve and enhance the architectural and cultural heritage of Port Phillip.
- To protect and sensitively manage indigenous cultural heritage.
- To reinforce key elements of the City’s overall urban structure.
- To protect and enhance the varied, distinctive and valued character of neighbourhoods across Port Phillip.
- To ensure that the height and scale of new development is appropriate to the identified preferred character of an area.
- To retain Port Phillip’s fine grain street pattern.
- To maintain significant trees and vegetation as a key element of Port Phillip’s character.
- To protect and enhance the distinctive and valued character of the traditional retail strips across Port Phillip.
- To protect streetscape characteristics of the established residential areas.
- To ensure new higher density development is responsive to the existing scale and form of neighbouring sites.
- To ensure new development minimises any detrimental impacts on neighbouring properties.
- To ensure the built form of development along the foreshore enhances its significance as a natural, recreational and tourism asset.
To acknowledge the new and evolving built form character of the Fishermans Bend Urban Renewal Area.

To ensure the design of new development is of a high quality and enhances the amenity, comfort, safety and visual amenity of the public realm.

To encourage the provision of universal access in new development.

To ensure new development provides a positive contribution to the public realm.

To ensure existing and new infrastructure is sustainable and meets the needs of residents, workers and visitors – current and future.

To minimise damage to physical infrastructure (including trees) from new development.

Clause 21.06: Neighbourhoods / Clause 21.06-8 Fishermans Bend Urban Renewal Area
Vision
- Fishermans Bend is an innovative urban renewal project promoting a mix of residential, retail, commercial, entertainment and employment opportunities that complements the functions and built form of the Central City and Docklands.
- The Fishermans Bend urban renewal project will provide excellent access for residents to services and employment, improved housing affordability and choice and a diversity of activities in this key area of Melbourne. The area will provide opportunities for co-location of employment and housing, increasing productivity through decreased travel times for residents and reducing the need for fringe development.
- Fishermans Bend urban renewal project is driven by the fundamental principles of economic prosperity, social equity and environmental quality that takes advantage of its close proximity to existing employment, residential and transport links in the City/ Southbank/ Docklands areas.

Clause 22.06: Urban Design Policy for Non Residential Development and Multi Unit Residential Development
- To achieve high quality urban design and architecture that:
  - Responds to the context of places within the municipality.
  - Integrates with the prevailing neighbourhood character and contributes to the amenity and vitality of the area.
  - Respects and enhances places and sites with significant heritage, architectural, scientific and cultural significance.
  - Protects and enhances the valued elements of the municipality.
- To encourage the development of integrated urban art in new development that reflects the identity of place, community values, innovation and creativity.

Clause 22.15 Employment and Dwelling Diversity within the Fishermans Bend Urban Renewal Area
- To ensure development is in accordance with the Vision for Fishermans Bend and contributes to achieving the distinctive vision for each neighbourhood.
- To ensure communities have access to a full range of local services and facilities. This will include a mix of residential, commercial, educational, health, spiritual, public and civic uses offering a mixture of housing and employment opportunities to ensure a vibrant community is created.
- To ensure large developments are comprehensively planned to create integrated neighbourhoods and deliver high amenity, diversity and a good mix of land uses.

Other Relevant Documents
The Urban Design Guidelines for Victoria are policy guidelines within the State Planning Policy Framework of the Victoria Planning Provisions. The guidelines must be considered when assessing the design and built form of new development where relevant.

Section 6.6 Signs and way-finding
These guidelines focus on designing and locating signs in the public realm. Relevant Objective 6.6.4
- To ensure sensitive uses adjacent to illuminated signage are protected from light spill

The Urban Design Charter is a commitment by the Victorian government to make cities and towns in Victoria more liveable through good urban design. The Charter identifies the following principles as essential qualities for the functioning of good public environments, in making places that are valued and significant for those who use them.

- **Structure**: organise places so their parts relate well to each other
- **Accessibility**: provide ease, safety and choice of access for all people
- **Legibility**: help people to understand how places work and to find their way around
- **Animation**: stimulate activity and a sense of vitality in public places
- **Fit and function**: support the intended uses of spaces while also allowing for their adaptability
- **Complementary mixed uses**: integrate complementary activities to promote synergies between them
- **Sense of place**: recognise and enhance the qualities that give places a valued identity
- **Consistency and variety**: balance order and diversity in the interests of appreciating both
- **Continuity and change**: maintain a sense of place and time by embracing change yet respecting heritage values
- **Safety**: design spaces that minimise risks of personal harm and support safe behaviour
- **Sensory pleasure**: create spaces that engage the senses and delight the mind
- **Inclusiveness and interaction**: create places where all people are free to encounter each other as equal