

2 March 2018

Draft Planning Scheme Amendment GC81

FISHERMANS BEND PLANNING REVIEW PANEL PRESENTATION



Australian
Institute of
Architects

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Background

The Australian Institute of Architects (Institute) is the peak body for the architectural profession in Australia. It is an independent, national member organisation with around 12,000 members across Australia and overseas. More than 3,000 of these are based in Victoria.

The Institute exists to advance the interests of members, their professional standards and contemporary practice, and expand and advocate the value of architects and architecture to the sustainable growth of our communities, economy and culture.

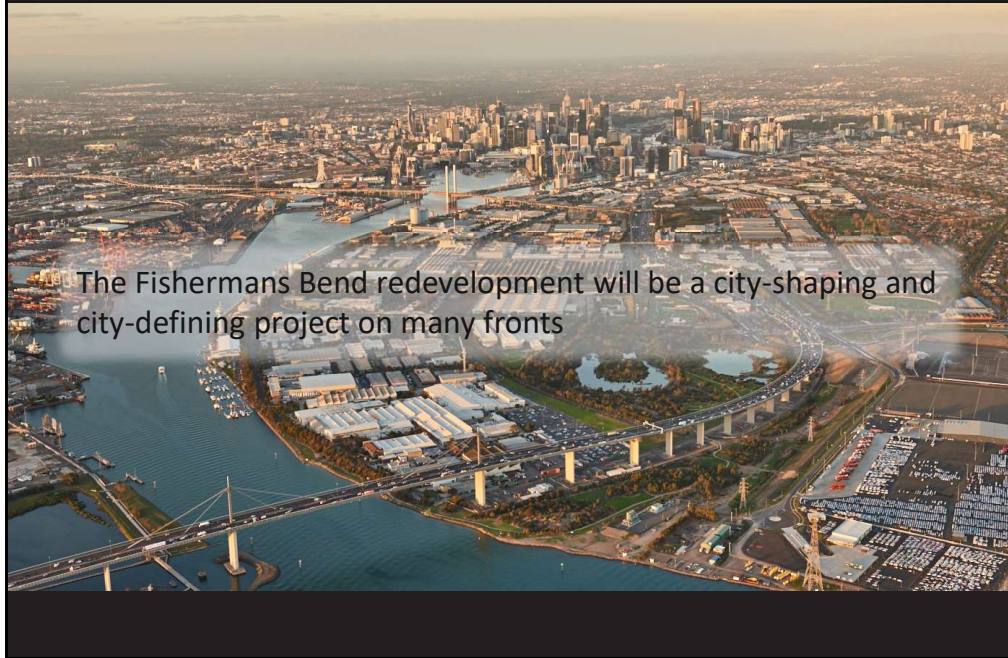
We welcome the opportunity to respond to the Fisherman's Bend Planning review panel. Fishermans Bend is a city-shaping and city defining project that will span the next four decades.

We are keen to continue to play an important role in delivering a Melbourne that is both able to support expected population growth of approx. 100,000 people a year, while maintaining its reputation of the most liveable city in world.

Our Institute was established in 1856. For 162 years our members have been, and continue to be, responsible for delivering the face of our marvelous city as we know it and celebrate it today.

Melbourne is a Creative City with a global reputation.

The Urban Renewal Project



Introduction

The Institute supports the Draft Framework's Vision and 10 Strategic Directions. We support the community and expert consultation undertaken. The Draft Framework is a welcome step towards re-orientating the urban design opportunities, that are substantiated through population targets and density modelling. To this end we are encouraged by the Government's decision to 'call-in' 26 applications to review design quality in the current context.

However, while Planning Controls and Density Controls are supported and provide an armature for good urban design, these controls alone cannot guarantee architectural design quality. Here we present mechanisms for embedding architectural design quality that delivers maximum public benefit, best value and highest possible quality. We welcome the opportunity to work closely with government to incorporate these mechanisms into the Framework.

Our presentation will reiterate the submission we made in December and expand upon it with illustrative examples.

- To quote Planning Minister, Richard Wynne

“Melburnians are passionate about their city and its streets and suburbs. They know its history. They love its culture and character. And they’re rightly suspicious of unfettered development.”

“Fishermans Bend is a golden opportunity for the government and community to work together to plan the future of this site, and our city.”

“If we do it right, we can make Fishermans Bend a global benchmark for smart, sustainable development and integrated communities where people both live and work.”

Introduction

We speak to 4 key proposals from our submission:

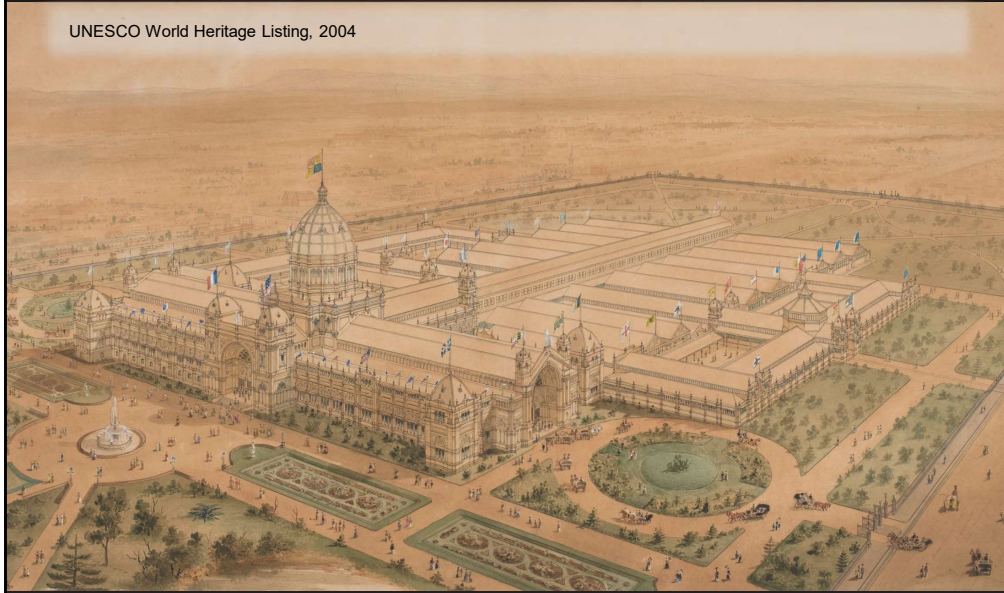
1. The need to develop the framework into a Master-plan (complete with integrated precinct planning, landscape design, social housing targets and heritage).
 2. The establishment of a transparent Governance structure – such as a dedicated Fishermans Bend Authority.
 3. The embedding of Tools for achieving Architectural Excellence - particularly establishing a dedicated Design Review Panel, with high calibre design professionals.
- and
4. Delivering infrastructure early, particularly transport infrastructure – in all forms.

We start with the core sentiment of this project as expressed in the introduction to the Framework – we cite Planning Minister, Richard Wynne’s quote.

Shaping the Face of Melbourne



UNESCO World Heritage Listing, 2004



Royal Exhibition Building and Carlton Gardens, 1880 – *Architect Joseph Reed*

The role and relevance of the Australian Institute of Architects

Melbourne has a history of being on the world stage. Our Royal Exhibition Building set within the Carlton Gardens, was purpose built as a “palace of industry” for the 1880 International Exhibition.

The 1888 International Exhibition was also hosted by Melbourne.

In 2004 the precinct was inscribed as a UNESCO World Heritage Site.

Shaping the Face of Melbourne



Architecture Awards

2001 RAIA National Sir Zelman Cowen Award for the Most Outstanding Work of Public Architecture in Australia
2001 RAIA Victorian Chapter – Victorian Architecture Medal
2001 RAIA Victorian Chapter – William Wardell Award for Institutional – New
1994 First Prize – Museum of Victoria International Competition



Melbourne Museum, 2000– *Architect Denton Corker Marshall*

Shaping the Face of Melbourne

Today the Melbourne Museum sits as a companion to the Royal Exhibition Building. The Melbourne Museum is the result of a design competition, won by local international practice, Denton Corker Marshall.

The Melbourne Museum, apart from being a major cultural attraction for the city, is a recipient of numerous architecture awards.

Creative City/Design City



- Melbourne selected as the 2018 partner for Hong Kong Business of Design Week.
- A showcase opportunity for Melbourne's design capability and leadership.
- Following in the footsteps of high profile design centres such as Chicago, Barcelona, Italy and Sweden.



Melbourne International Design Week, City Square, 2016

Melbourne on the World Stage Tomorrow

A case in point is Melbourne's selection to be a partner with Hong Kong Business of Design Week to be hosted in 2018. The partner city or country is selected each year based on the strength and profile of its design sector.

Entering the league of design capitals such as Italy, Chicago, Barcelona and Sweden, Melbourne will be the first city in the southern hemisphere to be chosen as partner city for the event. It will create an opportunity for both cities to reach a global audience and generate new business of design opportunities.

Creative Victoria will be promoting Melbourne as a centre of design where Melbourne architecture, architects and design professionals will showcase the way they influence our cities, the economy, culture and living.

“Vision”
“Strategic directions”
“Sustainability goals”
“Catalyst projects”
“Precincts”

The Draft Framework

Endorsement of the Fishermans Bend Draft Framework

The Institute supports the Draft Framework’s vision and strategic directions, the catalyst projects, the precincts and the embedding of sustainability goals throughout.

*“A thriving place that is a
leading example for
environmental sustainability,
livability, connectivity, diversity
and innovation.”*

Vision

We acknowledge and strongly support the Fishermans Bend Vision – particularly as it is informed by public consultation.



Strategic directions

The planning and development of Fishermans Bend has been informed by 10 strategic directions.

These outline the key aspirations and principles that Fishermans Bend must build upon.

The strategic directions were first identified in the Draft Vision 2013 and reaffirmed through consultation on the Fishermans Bend Vision in 2016, with strong community support.


The 10 strategic directions are:

1. the creation of 21st century jobs
2. the timely provision of infrastructure
3. a place that is easy to get around
4. a vibrant mix of uses and activities
5. distinctive and unique neighbourhoods
6. diverse communities
7. a high quality built environment
8. a sustainable and resilient place
9. manage industrial legacy and ground conditions
10. strong partnerships, effective governance and civic leadership.









Strategic Directions

The Institute firmly supports the 10 Strategic Directions that inform the Draft Framework. They provide a good initial framework for high level objectives, however to achieve this ambition, more detail is required to make it specific to Fishermans Bend, creating its own unique identity.

Fishermans Bend Sustainability Goals



Australian Institute of Architects

 <p>1 A connected and liveable community</p> <p>In Fishermans Bend, people will be connected through integrated walking, cycling and public transport links that will make choosing sustainable transport options easy. Digital high-speed data networks will also enhance connectivity. Activity cores will be located near public transport, and include community services and public spaces to ensure that people can access their daily needs close to where they live and work. Less than one in five trips will be made by private car.</p>	 <p>2 A prosperous community</p> <p>In Fishermans Bend, planning will support diverse employment and education opportunities across all precincts. Local and metropolitan jobs will be supported across a range of sectors and complemented by education and training opportunities. Opportunities for commercial and creative industries will be preserved to ensure that a balanced mix of uses is provided, building on the area's existing strengths including proximity to the CBD and Port of Melbourne.</p>	 <p>3 An inclusive and healthy community</p> <p>Fishermans Bend will be a community for people of all ages and backgrounds. It will provide a range of dwelling options for all types of households including family living and affordable housing. Community services, such as schools, health services, community meeting spaces, library services, sporting facilities and high quality public spaces will ensure that people have opportunities to lead healthy lives.</p>	 <p>4 A climate adept community</p> <p>Fishermans Bend will need to be resilient to extreme weather events – including flooding, drought, heat waves and storm surges associated with sea level rise. A high degree of social cohesion exists, creating an environment that enhances community resilience. In the future in Fishermans Bend, the urban heat island effect will be lower than in other areas of Melbourne.</p>
 <p>5 A water sensitive community</p> <p>Utilising stormwater and recycled water as a substitute for potable water to conserve water resources.</p> <p>An integrated water recycling facility will be developed to supply a new third-pipe network. Stormwater detention and retention will be provided within buildings. Landscapes will be designed to incorporate water sensitive urban design principles to improve water quality and manage flooding.</p>	 <p>6 A biodiverse community</p> <p>Biodiversity will be supported in Fishermans Bend with public spaces and buildings creating habitat opportunities for indigenous flora and fauna. This will be achieved through appropriate landscape design in streets and parks, as well as through the use of green walls and roofs in buildings. Green links will be established to link Fishermans Bend to surrounding areas with biodiverse environments such as Westgate Park and Port Phillip Bay.</p>	 <p>7 A low carbon community</p> <p>Greenhouse gas emissions in Fishermans Bend will be minimised through energy-efficient design, construction and operation of buildings, through renewable energy generation, energy storage and significant reductions in the use of private cars. Integrated smart management of energy within precincts and large sites will improve energy efficiency outcomes for Fishermans Bend.</p>	 <p>8 A low waste community</p> <p>Recycling will be maximised and waste to landfill reduced. Waste management systems will divert organic waste from landfills. Construction and demolition waste recycling opportunities will be maximised through reuse and recovery of building materials. Opportunities for advanced resource recovery (such as energy from waste) will be investigated, as will local, place-based waste solutions. Building design guidelines will support increased rates of recycling and diversion from landfill through best practice design and operation.</p>

Page 24, Fishermans Bend Framework

Sustainability Goals

We firmly support the notion of the 8 Sustainability Goals, where sustainability is applied in its broadest sense, as the main structural objectives and strategies underpinning the Draft Framework.

Catalyst Transport



Arup image for Plummer Street Light Rail

Catalyst Projects – Transport

We applaud the concept of catalyst projects and acknowledge the relevance of the 3 proposed projects – transport infrastructure, the GMH site, and the education/community hub.

Given that 90% of the Fishermans Bend land is privately owned, it is even more important for the government to set the direction for Fishermans Bend. It is imperative that these catalysts are delivered early to maximise the influence of the private sector delivered outcomes and shape the future character of this city precinct.

However, we question whether 3 catalyst projects are adequate when considering the ratio of public to private land ownership and the scale of the redevelopment.

Can there be incentives for private development to fund other critical and creatively conceived catalysts?



Arlington Grove Development, recently completed along Dulwich Hill Light Rail

Catalyst Projects – Transport

The provision of a new tram route as an interconnected spine within the precincts and into surrounding areas will give immediate confidence to investors and enable the ambitions for reduced car parking provisions. The immediacy of this need is evident in the extent of planning submissions and issued permits to date for the wider Fishermans Bend area.

In Sydney's inner west the implementation of light rail within urban renewal areas has seen a marked increase in private sector delivery of good quality apartments, with reduced parking and increased accessibility. The transformation of former redundant industrial land has made a valuable contribution in addressing Sydney's housing shortage.

We advocate that the tram network be implemented immediately in conjunction with increased bicycle parking amenity to dwellings, interconnected bicycle paths and immediate bike and car share opportunities, in line with world's best practice¹.

1. An international reference for this is the development of Orsestad, near Copenhagen's airport developed in 1995. Public transport networks, bike and footpaths, and water management preceding housing development. It now boasts several award-winning architect-designed apartment buildings and is an attractive new place to live adjacent to the city.





Catalyst Projects – GMH & Go Kart Sites

The government ownership of the GMH and Go Kart sites provide a significant opportunity as anchors to influence the proposed character of Fishermans Bend and enable the innovative employment ambitions, community and cultural activity centre ambitions and affordable housing policy ambitions for the State.

A similar opportunity in Tonsley South Australia, demonstrates the capacity for a joint government and private sector initiative possible for the Fishermans Bend precinct. The former Mitsubishi site brings together leading-edge research and education institutions, established businesses and start-ups, business incubators and accelerators as well as government and community, to connect and collaborate.

Catalyst GMH Site

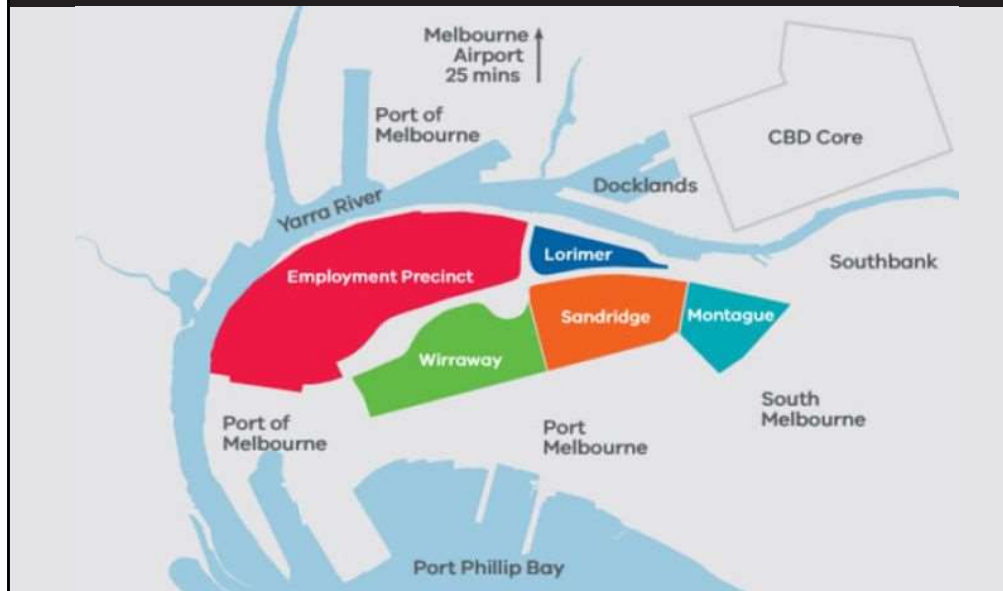


Tonsley Redevelopment Residential proposal

Catalyst Projects – GMH & Go Kart Sites

In addition to the innovation and research centre the Tonsley re-development will deliver a residential village comprising a range of apartments and townhouses. Bringing this into GMH site could allow for innovation and demonstration of alternative housing models, and assist government in delivering much of the affordable housing shortage.

Fishermans Bend Precincts

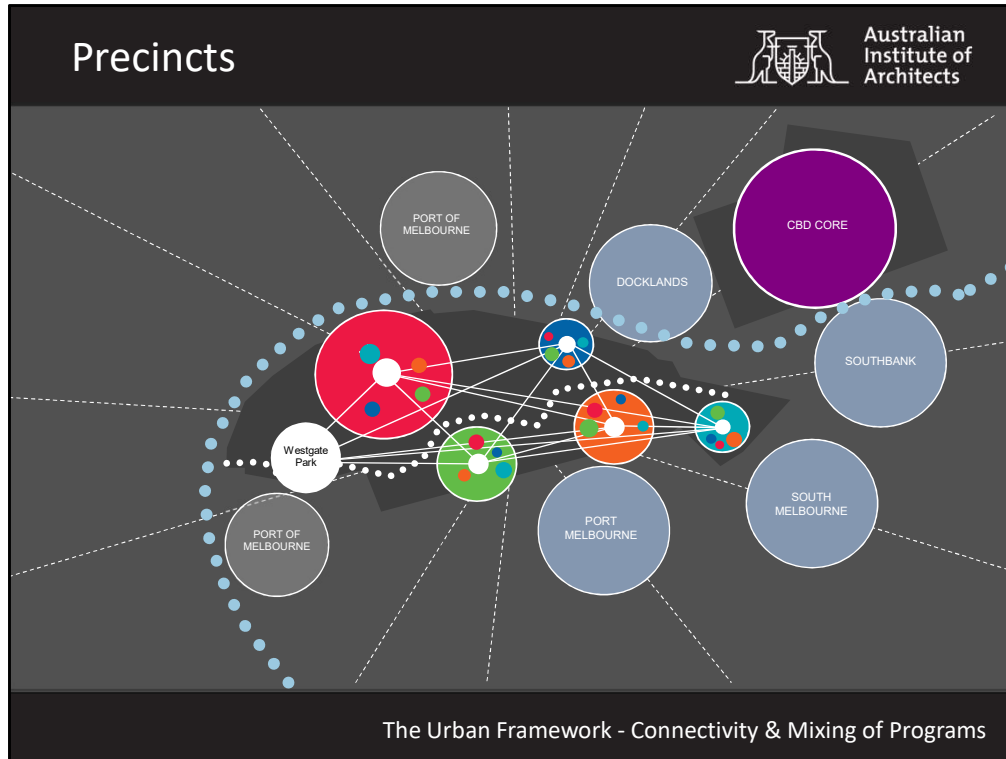


Page 22, Fishermans Bend Framework

Precincts

We generally support the development of Fishermans Bend as 5 “themed” precincts understanding the requirement to consider models for reducing the overall scale of the Fishermans Bend footprint.

We support the contribution of variation to built-form and housing numbers, to the retention of existing built heritage and light industry, and to the increased integration of Caring for Country, all toward enabling a sense of identity for each precinct.



Precincts

However, we have concern with the division and theming of the precincts as a mechanism to address diversity. This becomes an arbitrary tool from an urban planning perspective and can generate disparate outcomes.

In order for Fishermans Bend to work successfully as a Master plan and holistic series of precincts, it is imperative that the mix of precincts and varying programs are dispersed across the entire site.

Successful communities and places of vibrancy are ones where there is a conscious integration and mixing of programs which in turn will develop a strong and cohesive community. This prevents the “office park” model and its surrounding environment from becoming a place that is only utilised during office hours.

Successful communities are ones where there is a conscious understanding that activation and crossover of program assists with the building of diverse and rich communities.

Amsterdam Noord, Netherlands



Precincts – Amsterdam Noord

A successful example, of “blended” precincts relevant to Fishermans Bend is Amsterdam Noord.

The island of Noord was formerly home to Holland’s massive ship building industry, containing a curious collection of windswept buildings and a recovering polluted landscape.

It is now a healthy place, an interconnected series of vibrant and sustainable community focused precincts.

Buildings have been selectively retained and reused where safe to do so. Contaminated areas have been heavily planted with rehabilitation vegetation and provided with extensive tree canopy.

Former factories are filled with artists studios and creative industries. Community housing cooperatives are encouraged. Temporary containerised housing, has been used to solve an intense housing crisis for students.



Kraanspoor Office Complex, 2008 – Architect OTH

Precincts – Amsterdam Noord

Several major office project developments have been built to provide employment opportunities. Of note is the creatively conceived landmark building, the Kraanspoor office complex, which has been built on top of a massive former concrete crane base.



Alab, 2016, industry start-up under the Smart Amsterdam strategy

Precincts – Amsterdam Noord

An industry start-up building, Alab, which is part of the Smart Amsterdam strategy is another good example of repurposing the existing building fabric.

The brave mix of contemporary and local, low fi and high tech, large and small intervention, massive grain and fine grain, has resulted in an active mix of communities visited by thousands daily.

Like Amsterdam Noord, Fishermans Bend is not a tabula rasa and there is ample opportunity for future development to energise the layers of history within the context of contemporary architecture and the contemporary city.



Caring for Country

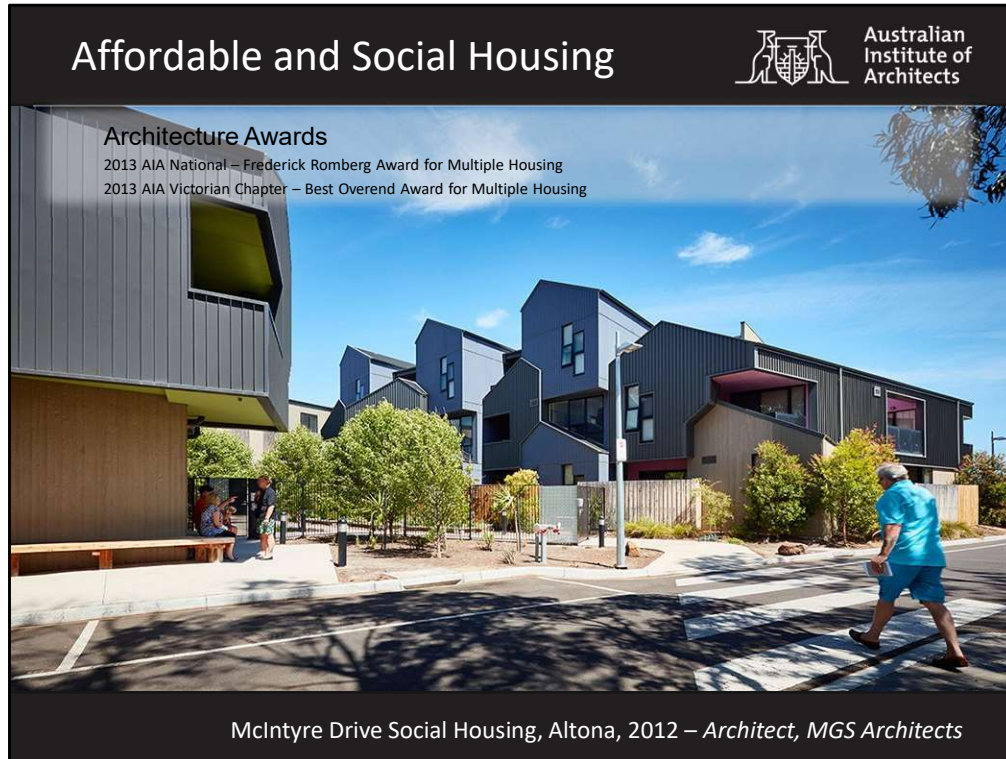
We strongly support the Caring for Country as positive recognition of first people and origin of the natural landscape of Fishermans Bend. Caring for Country needs to be applied holistically in the context of a complete urban ecology for the site.

We advocate that this value requires embedding in each objective to realise its full potential, and suggest the document “Caring for Country : An Urban Application. The Possibilities for Melbourne” as developed by the City of Melbourne and Monash University, is an essential reference.



Caring for Country

Wootten Road Reserve Interpretation Space on the outskirts of Melbourne, provides an example of integrated landscape and Caring for Country principles. A window into what was once there, it has created pathways and interpretive play areas for visitors to uncover and immerse themselves in the restored grasslands and built heritage references, and to understand and appreciate the original ecology and create a new focus for the community.



Affordable and Social Housing

The Institute supports the recognition for integrated social and affordable housing in Fishermans Bend as identified in Objective 3.5.

However, given the urgent need and the ambition for Melbourne's 20-minute city, the proposed 6% of dwellings should be significantly increased to enable provision for keyworkers and families better access to the inner city.

The recently initiated vacancy tax, and the State's proposed future definition of affordable housing provides significant opportunity for Fishermans Bend to meet the target of 30,000 units for the State.

Affordable and Social Housing



Affordable and Social Housing

The provision of social and affordable housing should be increased in line with other jurisdictions such as Ireland (10%), the UK (up to 40% in designated areas) and South Australia (15% affordable) as a mandated requirement, decoupled from the proposed Floor Area Uplift.

To this end, we support the establishment of a Fishermans Bend Affordable Housing Trust to enable and oversee this in conjunction with the other proposed initiatives.

Integrated Open Space, Landscape & Biodiversity



Elwood population density of 64.43 persons per hectare

Integrated Open Space, Landscape, Biodiversity and Water Sensitivity

The Institute supports the recognition of the value of landscape and diverse open spaces to meet the future needs of the Fishermans Bend community.

The strategies for various open spaces across the area, linked by linear corridors, will assist in determining the character of the precincts, and offer opportunities for an integrated Caring for Country approach.

Not only will they contribute to the overall health and wellbeing but can be integrated in a manner to mitigate the impacts of the heat island effect. It also offers a unique opportunity to include design principles such as the internationally adopted UIA-IFLA Indigenous Ecosystem Corridors and Nodes Project.

There is further opportunity for integrated landscape to assist in mitigating impacts from flood inundation and sea level rise, using landscape as a holistic natural retention system, similar to the landscaped canals of Elwood and Johnston Park in Geelong.



St Patrick's Island Bridge Calgary Canada - *W Architecture and Landscape Architecture*

Integrated Open Space, Landscape, Biodiversity and Water Sensitivity

At St Patricks Island, Canada, by allowing the 30-acre park to interact with the seasonal flow of the river, new ecologies have been opened to exploration and a more diverse habitat created for animals. Shared pathways, connecting into Downtown Calgary and adjacent urban centres, create unique place-making amenities with long-term resilience to the inevitable flooding of the Bow River. An exemplar of the opportunity for Fishermans Bend.

A precinct wide strategy, inclusive of incentives linked to floor area uplift, could reduce the negative impacts in the individual site responses, as evident in current planning applications within Fishermans Bend, where the necessity for raised ground floor planes is deactivating the public realm.

Master plan & Governance



Master plan and Governance

The Framework represents much thinking about the future development of Fishermans Bend, its challenges and opportunities. However, changes to the planning scheme alone will not meet the ambitions without implementation through a Master plan.

Benchmark examples of successful and healthy cities consistently show that they evolve through integrated processes inclusive of good design. The development of a Master plan is required as a holistic directive to address critical issues such as flooding, contaminated soil conditions, interconnectivity through public and active transport and landscape strategies.

A Master plan will maximize opportunities for the innovation sought in the area. It will integrate affordable housing and a universally accessible environment for aging and future populations, within active and vibrant neighbourhoods.

Master plan & Governance



Elbephilharmonie, HafenCity, Hamburg, 2017 - Architect, Herzog and de Meuron

Master plan and Governance

A benchmark project relevant to Fishermans Bend is HafenCity, an old port site south of Hamburg city centre. Its 21st century redevelopment is essentially based on a Master plan that was underpinned by a concept for an urban horizontal and vertical mix of uses and a flexible basic framework. The aim of the Master plan was to create liveable, walkable neighbourhoods out of the port's industrial leftovers.

The “flexible, basic framework” Master plan, was refined through urban design, open space and architectural competitions.

The City of Hamburg invited developers to propose projects that could effectively build the fabric of the city with street-oriented, people-friendly structures that mix urban uses - apartments, stores, offices, hotels, institutions, universities - to create an integrated 24-hour environment of neighbourhoods, without zoning separations.

To enable flexibility and agile responses to the future conditions, a governance structure should be established incorporating a steering authority that can assist in ensuring the objective and ambitions for Fishermans Bend are being achieved through the Master plan process.

***“FISHERMANS BEND IS WIDELY
ACKNOWLEDGED AS A PLACE OF
ARCHITECTURAL EXCELLENCE”***

Framework Sustainability Goal 1, Key Target for 2050

The Place of Architecture

We are encouraged to see that the role of architecture is explicitly referenced 7 times in the Draft Framework – with reference to ensuring architectural diversity, protecting architectural heritage and to delivering architectural excellence and support of architectural design in Objective 1.9.6.

Our industry knowledge and expertise are referenced against Sustainability Goal 1, *A Connected and Liveable Community* and against Sustainability Goal 3, *An Inclusive and Healthy Community*.

We note that under Sustainability Goal 1 *A Connected and Liveable Community*, one of the key targets for 2050 is that

***“FISHERMANS BEND IS WIDELY ACKNOWLEDGED AS A PLACE OF ARCHITECTURAL
EXCELLENCE”.***

The Place of Architecture



Architecture Awards

2015 AIA National – Sir Zelman Cowen Award for Public Architecture
2015 AIA Victorian Chapter – Victorian Architecture Medal
2015 AIA Victorian Chapter – John George Knight Award for Heritage
2015 AIA Victorian Chapter – William Wardell Award for Public Architecture
2015 AIA Victorian Chapter – Urban Design Award
2015 AIA Victorian Chapter – Melbourne Prize



Shrine of Remembrance, 1933 & 2003, 2014 – *Architects Hudson & Wardrop, ARM*

The Place of Architecture

As a peak body, we propose an integrated consultation process, along with our fellow city-shaping design professionals - the Planning Institute of Australia and the Australian Institute of Landscape Architects.

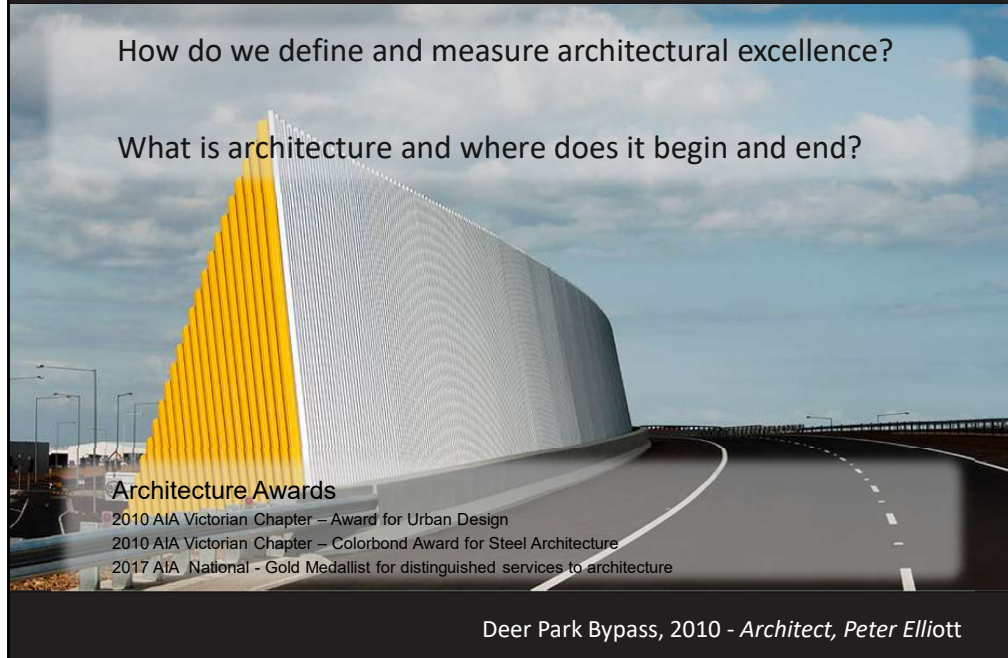
It is also imperative that we have a strong and workable collaborative framework model with industry partners such as the Property Council of Australia to ensure that there is a clear path and reasonable mechanisms to achieve win-win outcomes, for all parties, including the greater and longer-term good of the State of Victoria.

Mandating Excellence



How do we define and measure architectural excellence?

What is architecture and where does it begin and end?



Architecture Awards

- 2010 AIA Victorian Chapter – Award for Urban Design
- 2010 AIA Victorian Chapter – Colorbond Award for Steel Architecture
- 2017 AIA National – Gold Medallist for distinguished services to architecture

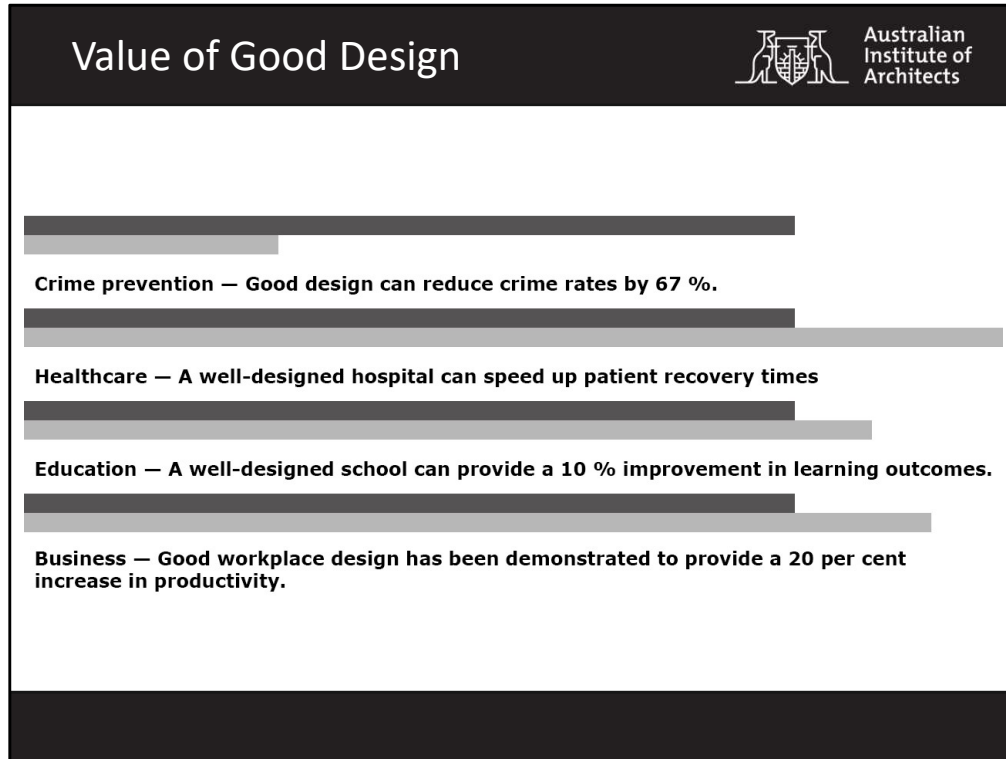
Deer Park Bypass, 2010 - Architect, Peter Elliott

Mandating Excellence

How do we define and measure architectural excellence?

What is architecture and where does it begin and end?

Architecture is the design of the built environment, inclusive of buildings, infrastructure, their functions and relationships to site and context. Architecture significantly contributes to longer term economic, environmental and cultural outcomes of a place.



Value of Good Design

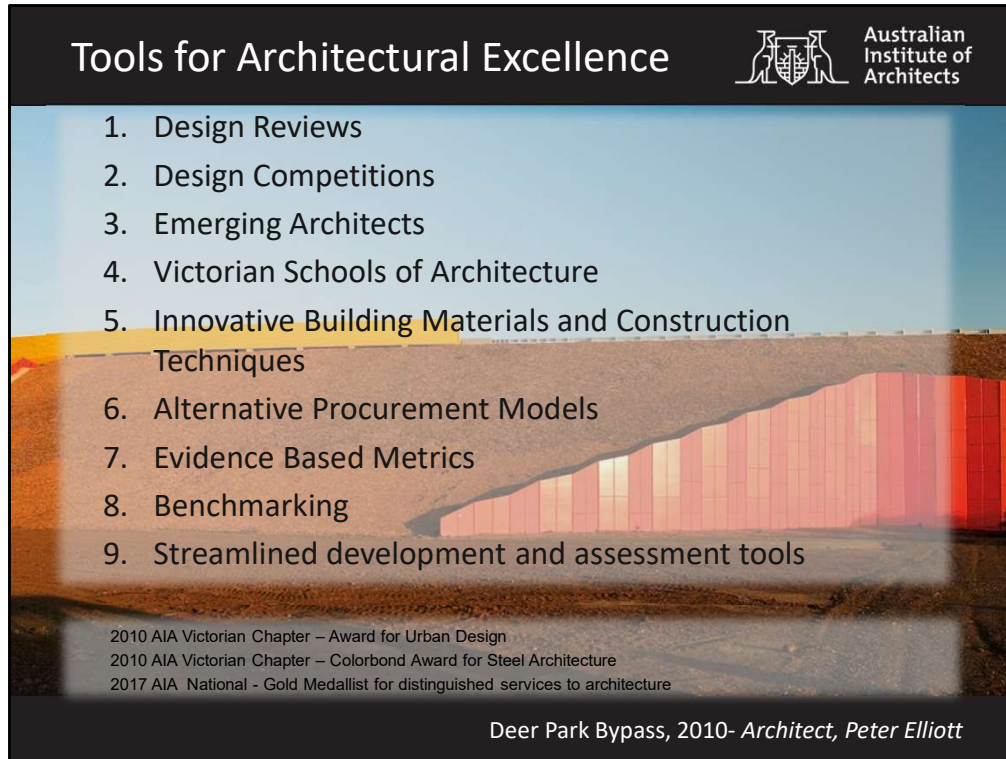
Good quality design and design excellence will ensure the long life of the built environment, not only in terms of building fabric, but also, that the built environment will have enduring appeal – a human connection that can pass from generation to generation.

Research from the UK, Europe and the US demonstrates that investment in good design generates significant economic and social value. Collectively, the studies provide evidence of the value of good design in the areas of:

- Crime prevention — Good design can reduce crime rates by 67%.
- Housing — The design of housing has been shown to have a demonstrable effect on the behaviour and well-being of occupants. Good residential design can deliver dwellings that are more liveable, flexible, adaptable, cost-effective to operate and maintain, and suitable for a wider variety of occupants.
- Healthcare — A well-designed hospital can speed up patient recovery times by 27%.
- Education — A well-designed school can provide a 10% improvement in learning outcomes.
- Business — Good workplace design has been demonstrated to provide a 20% increase in productivity.

Additionally significant evidence demonstrates that early integration of sustainable measures in the design process, reduces both up front and operational costs.

We strongly urge the State Government to actively and directly consult with the Institute in the ongoing development of the Fishermans Bend Framework to ensure that architectural excellence, which aspires to be world-class, upholds our “livability” fame, be loved and admired by all Melbournians, Victorians and visitors alike – can be achieved through real and measurable means.



Nine Tools to Support and Promote Architectural Excellence

While planning controls and density controls are supported and provide an armature for good urban design, these controls alone cannot guarantee architectural design quality. Here we present mechanisms for embedding architectural design quality that deliver maximum public benefit, best value and highest possible quality. We welcome the opportunity to work closely with the government to incorporate these mechanisms into the framework.

The Institute promotes policies and reforms that advance our urban environments and enhance our lives. As a minimum, the Institute would be advocating the inclusion within the Fishermans Bend policy and implementation documents and the following “tools” which more actively support and promote architectural excellence in a real and measurable way.

1. Design Review Panel



1. Design Review

The Institute advocates the ongoing Office of Victorian Government Architect (OVGA) involvement in precinct and project design reviews, particularly those which are developer-led. A dedicated Fishermans Bend Design Review Panel may be formed. Criteria should be set and pre-determined to identify projects to be reviewed. It could be a nominated percentage of projects, size or budget of the project, it could be the visibility and/or location of the project, or of significant impact on precinct ambitions. The Government would ideally set ambitious targets for the number of projects to be subject to design reviews.

In addition to a shortened approvals timeframe, the pre-lodgement process enables proponents and key decision-makers to:

- Identify, investigate and resolve planning and design issues up front.
- Gain access to the Development Assessment Commission – the relevant authority - during development of a proposal.
- Coordinate referrals and accelerate pre-lodgement agreements between proponents and referral agencies.
- Make sure applications are complete at lodgement.
- Achieve innovative design solutions to save time and money, reduce risks, and deliver progressive certainty for proponents.
- Improve development outcomes that support the marketability of projects.

Planning is often focussed on compliance with specific standards and metrics, but there are limits to how these prescriptive controls can be formulated and applied. In addition private development tends to focus on the private domain.

Performance-based controls offer greater flexibility and promote positive development outcomes, rather than simply defending against negative impacts. Flexible controls need to be applied with rigour and consistency to determine where standards could be appropriately varied or should be enforced.

Well-managed design review processes can facilitate this evaluation to inform statutory planning.

1.Design Review Panel



Architecture Awards

2013 WA Architecture Awards - The Harold Krantz Award for Residential Architecture for Multiple Housing



Lime Street Housing, Cockburn WA - *Formworks Architecture*

1. Design Review

In addition a Design Review Process would best assess Floor Area Uplift gains, with a capped percentage increase - where determination could be made that takes into direct consideration the unique attributes of the site, the immediate site context and the value or impact of a proposal within the wider urban framework.

In Western Australia local authorities such as the City of Vincent use the Design Advisory Committee to review and assess proposals providing opportunity to exceed plot ratios when design excellence is demonstrated.

Mornington Shire, Cockburn in Western Australia and various authorities and proponents in NSW have identified benefits of Design review and/or advisory panels.

1. Design Review Panel



- “...if you can design a good street, you can design a good city...” *Professor Rob Adams AO, architect and urban designer, Director of City Design at the City of Melbourne*
- ...a good street has life and activity, it creates a sense of place and promotes community identity...

1. Design Review

A Design Review Panel, comprised of high calibre cross disciplinary design professionals and all relevant stakeholders, will assess proposals focussed on the outcomes for public realm and the interface with the street.

2. Design Competitions



2. Design Competitions (under Institute endorsed competition guidelines)

Design competitions offer a unique opportunity to seek high quality design as the major selection criteria for a project. They can generate excellent outcomes, opening up the field for emerging practices, generating public interest in the project, and stimulating the industry.

Competitions may be open or by invitation. Key sites and key projects should be identified by industry experts, including design professionals. Competitions open to international architects should mandate the partnering with local architectural practices. The Government ideally would set ambitious targets for the number of sites required to be designed through competition, facilitating delivery of design excellence and community outcomes.

The Seaford Life Saving Club provides an excellent example of a community project delivered through a design competition. The Council held a national two stage design competition to identify the most suitable architectural team to meet the project objectives. The winner of the competition, was then appointed as the design architect for the project to develop the proposal further with the client and stakeholders. Similar competitions, in line with our guidelines, could be undertaken for community projects across Fishermans Bend.

3. Emerging Architects



3. Emerging Architects

Procurement models, where possible should mandate the inclusion of small and emerging practices to be part of the design teams as a means to foster and promote design talent that may otherwise have limited opportunity to work on projects of such scale and significance. This would be a genuine gesture toward architectural diversity and developing the skills of our creative industries.

4. Victorian Schools of Architecture



4. Victorian Schools of Architecture

Our young and energetic architects and thought leaders-in-training, should be encouraged to participate in ideas competitions through their course curriculum and other relevant forums. Young minds are full of fresh ideas which should be acknowledged and used to open up dialogue for innovation and future thinking.

Victorian architecture schools are also constantly researching and testing in areas such as:

- Construction technologies and Building Information Modelling.
- Housing typologies and means to deliver affordable housing and living.
- Urban and spatial data tools.
- Risk and resilience in construction.
- Productive and creative cities.
- Urban Governance and Management.
- Density, Housing, Urban Transport and Mobility, Productive and Creative Cities.
- Planning for urban resilience.
- Life cycle assessment.
- Design for healthy living.
- Transitioning cities.
- Software development for integrated qualitative and quantitative sustainable outcomes.

Collaboration with the various schools can assist in the future thinking as Fishermans Bend develops.



5. Innovative Building Materials and Construction Techniques.

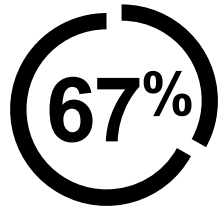
This is an important consideration not only in light of the 8 Sustainability Goals, including Caring for Country, but also in relation to the on-site challenges relating to soil contamination and reclaimed land.

The iterative process of design supports constant testing of materials and techniques to increase industry efficiency and improve outcomes. Examples such as the use of cross-laminated timbers (CLT) at Docklands Library by Clare Design and Hayball Architects, or modular units at Little Hero by Fender Katsalidis, demonstrate architects at the forefront of testing new construction technologies and methodologies which allow benefits such as 30% faster construction, increased sustainability and provision of safer worker environments in controlled conditions.

New construction technologies provide opportunities for the formation of new industries to replace lost manufacturing trades.

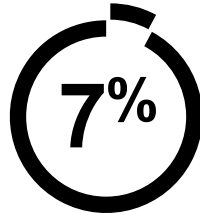
6. Alternative Procurement Models

Owner Occupied Housing



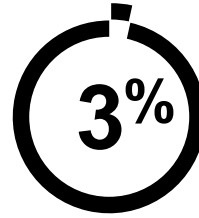
67% of homes in the Melbourne metropolitan region are owner-occupied.

Owner Occupied Housing - Apartments



7% of owner-occupied dwellings in the Melbourne metropolitan region are apartments.

Social Housing



3% of housing in Victoria is social housing (includes public and community housing) – the lowest proportion of all Australian states.

6. Alternative Procurement Models

Fishermans Bend provides the opportunity to apply socially and economically innovative policies for urban inclusion. For example, intergenerational housing, co-housing, and co-located housing developments, all within cultural precincts, activity centres and such like.

Other advanced economies, such as the Netherlands, Germany or Sweden, have a range of home ownership or home security models that could be applicable to Australia and Victoria.

It is worth taking a quick snapshot of local home ownership metrics based on the Australian Bureau of Statistics 2016 census:²

- 67% of homes in the Melbourne metropolitan region are owner-occupied.
- 7% of owner occupied dwellings in the Melbourne metropolitan region are apartments.
- 3% of housing in Victoria is social housing (includes both public and community housing). This is lowest proportion of all Australian states.

2. Provided by Dr Tom Alves, Melbourne School of Design, University of Melbourne, Faculty of Architecture, Building and Planning. As presented at MPavilion, *High Density Happiness*, February 2018.

6. Alternative Procurement Models



6. Alternative Procurement Models - Deliberative development

The alternative Nightingale model is a well-known, highly successful locally-grown model of what has been termed “deliberative development” as opposed to “speculative development”.

6. Alternative Procurement Models



Nightingale Village, Brunswick – innovative social enterprise model with 7 Architects

6. Alternative Procurement Models - Deliberative development

Nightingale's first development has been a success story on many fronts – financially, socially and environmentally. The model is now being used in other states, such as The Commons in Hobart, and in Victoria the first Nightingale Village is currently being developed.

7. Evidence Based Metrics



Western Harbour with Turning Torso, Malmo, 2005 – Architect, *Santiago Calatrava*

7. Evidence Based Metrics

Evidence-based design gives importance to design features of physical space that impact our health and well-being.

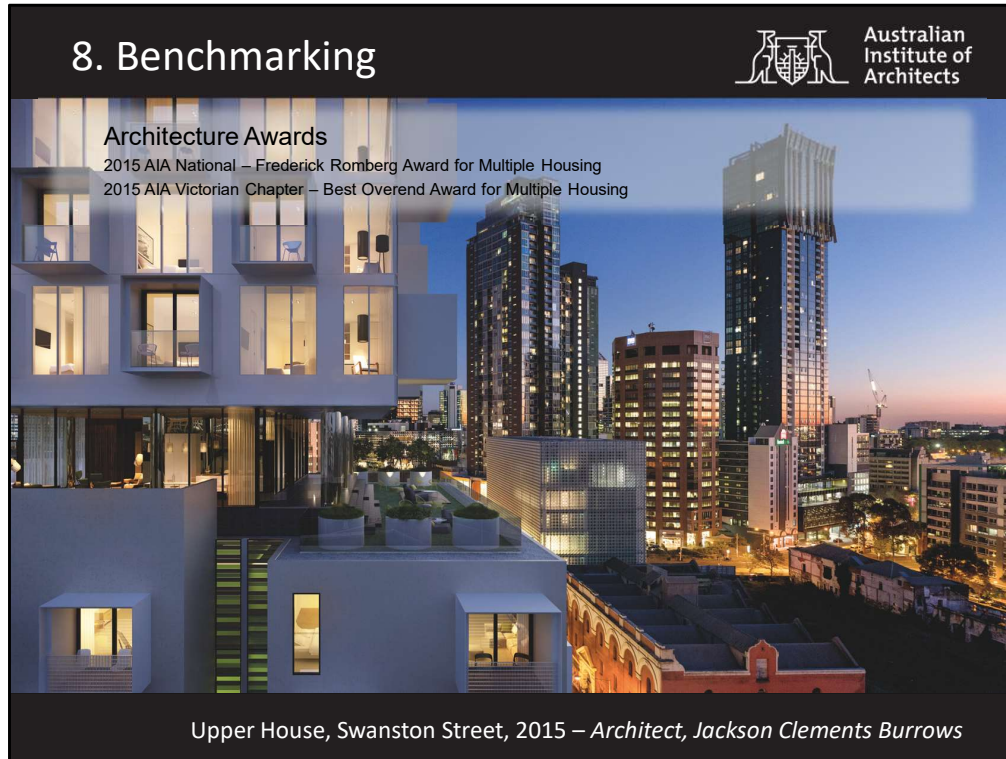
The development and implementation of evidenced based metrics, based on credible research, can be applied as a basis of making decisions about the built environment.

These metrics consider space at the scale of the individual as well as the urban scale. Research consistently shows that incorporating quality natural environments and green open spaces into our built environment will have a major influence on the health and wellbeing of the community.

A case study in sustainable urban design, and a healthy living environment is the Malmö Western Harbour redevelopment in Sweden, which was launched in 2001. Though still evolving, Western Harbour has achieved its ambition of becoming a national and international showcase for ecologically sustainable urban development featuring pioneering environmental solutions and innovative architecture. It has the country's largest collection of energy-efficient buildings and the most extensive system for collecting organic waste.

The former docks are now a thriving community and home to Malmö University, assorted media, cleantech and construction companies. The community includes eco-villages and demonstration projects - all founded on measured and measurable targets for sustainability – from best and next practice in energy, waste and transport systems.

Like Malmö, the environmental vision for Fishermans Bend must set the highest benchmarks to ensure we leave a healthy, sustainable and liveable environmental legacy to be enjoyed by future generations.



8. Benchmarking

Exemplary precedents should be referenced in the Fishermans Bend policy and implementation documents. We understand that the Task Force has undertaken extensive research on similar urban renewal projects in places such as Sweden, Denmark, Barcelona and Germany.

Lessons learnt locally, where applicable, should also be readily available and form part of the Fishermans Bend policy and implementation documents.

Benchmarking should include lessons learnt from South Bank, Docklands, and the tower developments around The Queen Victoria Market and along Swanston and Elizabeth Streets. Have we achieved quality building stock and quality urban spaces? Do these developments erase too much of the “soul” of an established city fabric? Do they strengthen or weaken the civic “heartbeat”?

With some exceptions, such as Upper House in Swanston Street, there is an under-representation of these projects entered into the Institute and other design awards programs – this is concerning.

Unbuilt projects could also be used as reference designs where designs have captured more radical and contemporary ideals. Lend Lease with Denton Corker Marshall at Melbourne Quarter and Riverlee with Fender Katsalidis for the North Bank Goods Shed Redevelopment.

8. Benchmarking

Barcelona 22@ - Innovation District



Market Vells, Barcelona, 2013 – Architect, b720 Fermín Vázquez Arquitectos

8. Benchmarking

Melbourne is often compared to Barcelona.

Undoubtedly worthy of comparison is Barcelona's Innovation zone 22@. This is a transformational project in the old industrial sector of the city. It is an exemplar of intelligent urban design encompassing the areas of environment, infrastructure, urban planning, and information technology.

This new urban renewal project is based on two key tools: new technologies and communications - with the chief aim of combining the best of "slow cities" and "smart cities", that is, "productive neighbourhoods working at human speeds in the context of a hyperconnected city".

The district plays host to universities, research and training centres, start-ups and cutting-edge technology companies. It is a vibrant mix of social housing, private art galleries, public open space, schools, hotels, local markets, corporate headquarters and world-class quality architecture – all designed to be interconnected through physical and social networks.

8. Benchmarking

statutory body, and also leader in public realm design in our municipality, we use these awards to recognise, encourage and celebrate good design outcomes in the private sector, in order to try to positively influence future design.

Place and Design, City of Port Phillip, 2018



Shimmerlands at University of Melbourne - *Ha Architecture*

8. Benchmarking

Benchmarking by a Fisherman's Bend Authority during its development may also be in the form of design awards. Architectural design awards are used globally to recognise the contribution of architecture for the benefit of community.

Fishermans Bend could undertake special awards, based on criteria inclusive of contribution to public realm and social, economic and environmental outcomes. These awards would identify and demonstrate exemplar projects and encourage increased quality.

Benchmarking is an ongoing tool and operates at both macro and micro scales.

In this presentation, 22@ and Malmo inform the vision and demonstrate the macro scale, while industry awards, such as in the City of Port Phillip, provide ongoing benchmarking at the micro scale.



UNESCO's Creative Cities Network

- 1. Montreal, Canada** – the “City of Designers”
- 2. Buenos Aires, Argentina** – the “benchmark of Design in Latin America”
- 3. Curitiba, Brazil** – “design as an agent of urban transformation”
- 4. Bilbao, Spain** – “major cultural facility” as a catalyst for economic transformation
- 5. Turin, Italy** – “moved up stream from automotive industries to aerospace”
- 6. Graz, Austria** – “injection of sustainability into everyday goods – providing the basis and leading the way for the Next Economy in a First World place”
- 7. Berlin, Germany** – “world leader in eco design...across energy, pollution and waste”
- 8. Helsinki, Finland** – “design is a government priority – from seats on public transport to education”

Built Environment – Diversity vs Coherency

While the Institute champions architectural diversity we are also aware of the value of strong and robust design ideas that will provide an overarching coherency and consistency to the entire scheme. Strong and robust design ideas will drive change, push innovation and capture the value of shared identity and meaning for the wider population.



UNESCO's Creative Cities Network, cont..

9. Dundee, Scotland – “ship building replaced by biotechnology and digital media” **10. Shenzhen, China** – “an emerging innovative power house of 11 million people – think Stock Exchange, Asian Cairns and Oct Museum” **11. Shanghai, China** – “exhibit A of a city growing its economy by investing in Design” **12. Kobe, Japan** – “a fashion design centre – if you can't go to Paris, go to Kobe” **13. Nagoya, Japan** – “a combination of tradition and the philosophy of Humanism with advanced technology” **14. Seoul, South Korea** – “Dongdaemun Design Plaza is like a modern Silicon Valley of design and creative expertise – serving as an incubator for innovation” **15. Beijing, China** – “huge number of museums and creativity clusters”

UNESCO Creative Cities

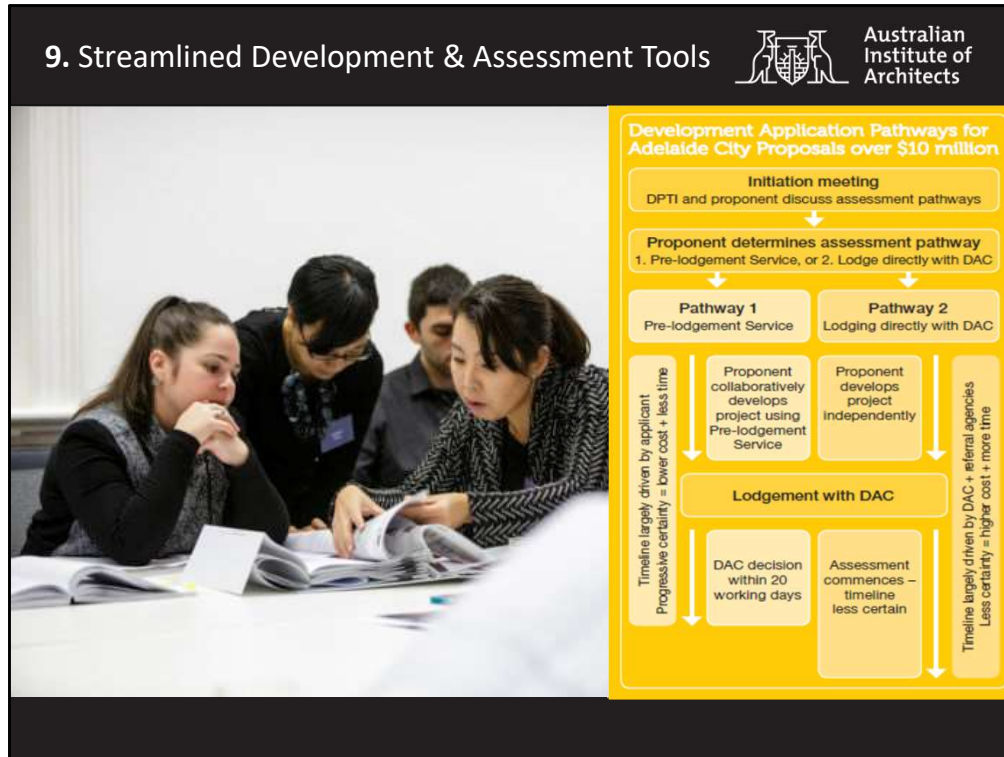
Melbourne as we have said, and as we know, is a Design City, a Creative City. Design and creativity are about compelling, intelligent, accessible and overarching ideas – they provide and sustain cultural capital.

UNESCO's Creative Cities Network recognise cities that are master planned and master minded by the city authorities where creativity and cultural industries are put at the heart of development plans.

15 “Cities of Design” have been identified based on these cities proving that their “creative specialty is unique and of important cultural and economic significance and is sustainable”.

The Network ranges from Montreal and Dundee to Nagoya and Seoul.

Fishermans Bend 2050 must provide the ambition for Melbourne to be inscribed in the UNESCO “Creative Cities” Network.



9. Streamlined Development and Assessment Tools

Design is an agent of change. Design touches every aspect of our lives, shaping our homes and cities, and defining how we live and connect with the world. Our built environment is a designed environment and design is about people and for people - good design benefits everyone. Good design and exceptional design is valuable and it endures.

Design though, is not just about the built environment, objects and things. It is also about ideas, processes and policies.

The Institute would strongly advocate that the mandating of architectural excellence through the inclusion of tools to support and promote excellence. These tools can be implemented so that they assist and streamline the planning process - and should not be viewed as potentially adding “red tape”.

Planning system design review panels can help to streamline approvals and design quality requirements when embedded in planning legislation.

The success of processes to expedite approvals and give greater confidence to the private sector has been demonstrated in South Australia where the Design Review Program, as a key component of a pre-lodgement service, offers significant incentives to developers, including shortened timeframes. Developers that elect to engage with the pre-lodgement design review process, enter a streamlined, expedited approvals process with a guaranteed decision within 20 working days.

The implementation of these tools has had a positive impact.

Advocacy – Key Issues



1. The importance of resolving the Master plan complete with integrated Precinct planning.
2. The importance of a transparent Governance structure – such as a dedicated Fishermans Bend Authority .
3. The importance of a Design Review Panel process, with high calibre design professionals.
4. The importance of delivering infrastructure early, particularly transport infrastructure – in all forms.

Victorian Chapter of the Australian Institute of Architects Submission

As a peak body, the Victorian Chapter of the Institute is unquestionably a key stakeholder in shaping the face of Fishermans Bend 2050.

To this end, our submission primarily focussed on:

1. The importance of resolving the Master plan complete with integrated Precinct planning. (A comprehensive plan to include catalyst projects, transport, public realm including footpaths and activating the building interface, development of key sites, identifying key opportunities, development densities, affordable housing, landscape and water management, and community benefit locations).
2. The importance of a transparent Governance structure – such as a dedicated Fishermans Bend Authority – to lead and manage the longer-term ambitions for the redevelopment.
3. The importance of Tools to achieve Design Excellence including the proven Design Review Panel process, with high calibre design professionals. This is in favour of a restrictive and rigid Planning Approvals process that cannot deliver innovative site specific and context specific responses.
4. The importance of delivering infrastructure early, particularly transport infrastructure. Infrastructure is key to delivering the vision and key to providing commercial viability for the private sector. Transport (particularly public and sustainable transport, including bike paths) is the vital link for the project - for mass connection and for mass movement.

Further Consultation



Architecture Awards
2017 AIA Victorian Chapter – Sustainable Architecture

Questions?

41X, 41 Exhibition Street, 2014 – Architect, Lyons

The purpose of this submission and presentation is to introduce ourselves and to invite further discussion and collaboration.

We look forward to working with the State in the future.

Ruth White – Executive Director Victoria

Prepared by Victorian Chapter Council