



MARKET PLACE

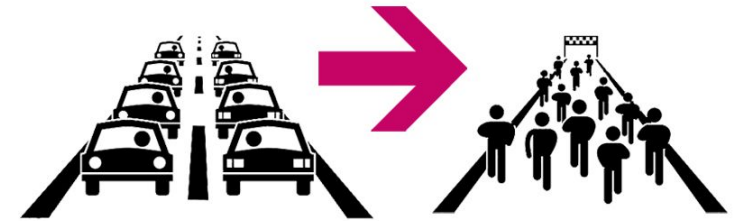
DESTINATION

“The Queen VIC with a twist”



ALEXANDRA PARADE

MARKET



URBAN DESIGN FRAMEWORK YARRA CITY COUNCIL VICTORIA STATE 2014



ALEXANDRA PARADE

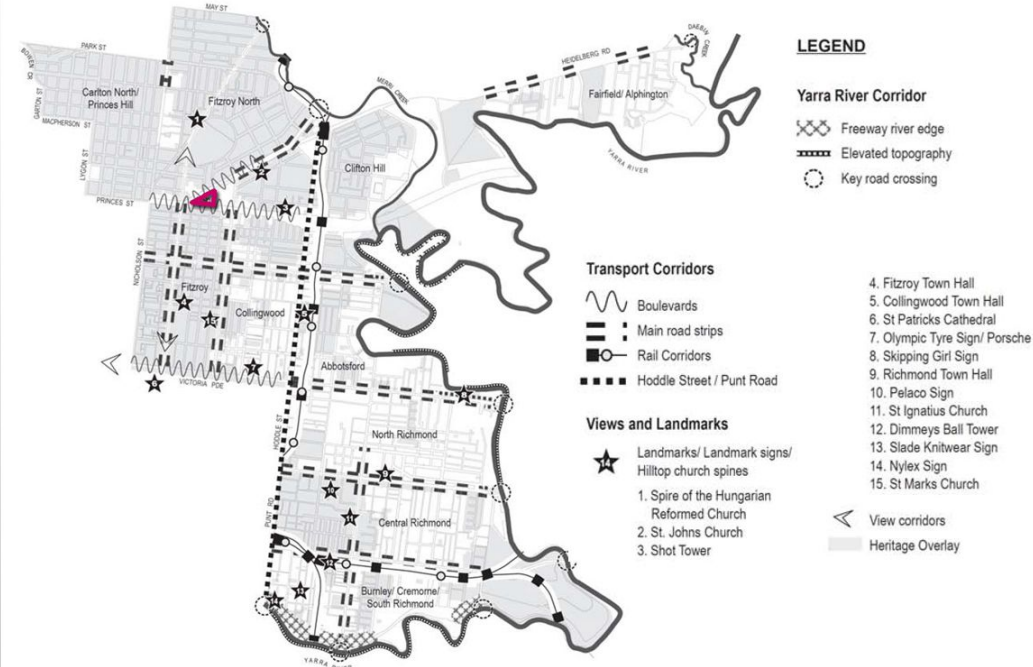


CONTENT

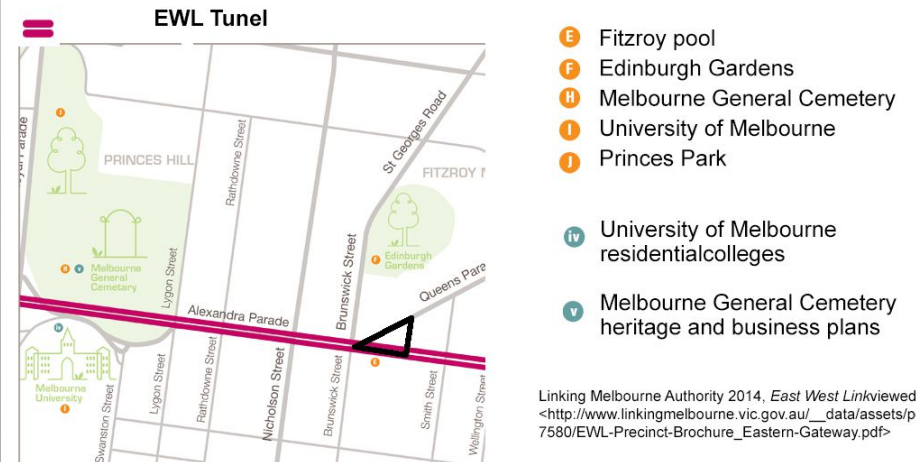
- 1. Executive Summary1
- 2. Site Analysis2
- 3. Vision.....3
- 4. Urban Design Framework Plan4
- 5. Objective 1 Organise local market place5
- 6. Objective 2 Create inner north destination6
- 7. Objective 3 Boost characteristics of built form7
- 8. Objective 4 Provide public realm by open spaces ...8
- 9. Implementation Plan9

Urban Form Framework Plan Yarra City Council

Planning Schemes Online 2014, Yarra Planning Scheme, viewed 30 October 2014, <http://planningschemes.dpcd.vic.gov.au/schemes/combined-ordinances/Yarra_PS_Ordinance.pdf>



2019 East West Link Tunnel



Linking Melbourne Authority 2014, East West Link viewed 30 October 2014, <http://www.linkingmelbourne.vic.gov.au/_data/assets/pdf_file/0020/7580/EWL-Precinct-Brochure_Eastern-Gateway.pdf>



DESTINATION

A destination. An intimate and community based market place and community hub that builds upon the local culture and atmosphere of the inner north, creating a destination and jewel amongst the local urban environment.

VISION:

PRICIPALS:

- BUILD DIVERSITY and EQUITABLE POSSIBILITIES
- PRESERVE the DOMINANT CHARACTERISTICS (history and greening)
- UNLOCK POTENTIAL OPPORTUNITIES
- IMPROVE SITE ACCESSIBILITY
- ENSURE MONITORING

OBJECTIVES:

- ORGANISE LOCAL MARKET PLACE**
- CREATE INNER NORTH DESTINATION**
- BOOST CHARACTERISTICS OF BUILT FORM**
- PROVIDE PUBLIC REALM BY OPEN SPACES**

SWOT:

STRENGTHS

- The existing neighborhood character is one based around **community and public involvement**. As such the site will benefit from this, as an appropriate **development** will become part of the **new urban culture** that will emerge in the coming years
- The current space allocate to the **roadway will provide scope for development potential** when motor vehicle traffic is reduced allowing scope for more public involvement / development of and around the subject site.

WEAKNESS

- The **site** is somewhat **inaccessible** given there are no close public transport stops around the site. There are no tram stops near the site with the closest one being Brunswick St. Similarly there are no bus stops relevant to the site and the distance of the train stations from the site creates a strong barrier to access.
 - o Closest train stations are:
 - o Rushal – 1850 m
 - o Clifton Hill – 1500 m
 - o Victoria Park 1700 m
- From this lack of public transport there only really exists an ability to walk from the nearest public transport stop or to drive. As such finding **parking is limited** at the best of times and **discourages people to access** the subject region.
- There is **no direct access to public facilities** apart from the Fitzroy Pool and **limited current community engagement**.
- Currently the site is dominating by motor vehicles and in-turn Alexandra parade. **Pedestrians** come last in hierarchy around the subject area and often feel **intimidated**.

OPPORTUNITIES

- Given the lack of **public infrastructure** currently evident in the area the ability to incorporate and bring together areas of weakness to create an area fulfilling this opportunity provides a fundamental strength and opportunity the site.
- Capitalizing on the existing character so evidently based on **community engagement** will be critical given its dominant location between the highly evident residential area to the north and the mixed-use zones to the south.
- The close proximity to the CBD and prominent landmarks will always create **demand for new and existing housing**.
- Current **built form** on the site **is in need of developing** and is of an age where life cycle costing will begin to be taking effect.

THREATS

- **Oversupply in the housing market** is an ever-present threat given the amount of supply to enter the market in the coming years.
- The **unknown affect of removing vehicles** from the road and placing them underground is challenging given that the volume to remain on the road is only a estimation.
- **Public opposition** to any development in the area is often strong and as much will need to be managed to benefit all aspects of the local community.

Areas of preservation:



Markets:

- Retail
- Housing
- Office

Dreams Time 2014, Royalty Free Stock Photography: Building Symbols, viewed 25 October 2014, <<http://www.dreamstime.com/royalty-free-stock-photography-building-symbols-collection-small-image34944777>>

Land owners



- Victoria State
- Yarra City Council
- Private
- Small ownership
- Large ownership

- Monitor
- Report
- Evaluate
- Improve
- ↓
- Monitor
- Report
- Evaluate
- Improve
- ↓
- Monitor
- Report
- Evaluate
- Improve

IMPLEMENTATION STAGES

I short-term	5 years	2015-2020
II medium-term	10 years	2015-2025
III long term	15 years	2015-2030



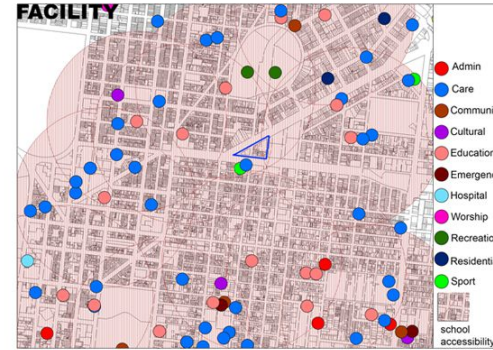
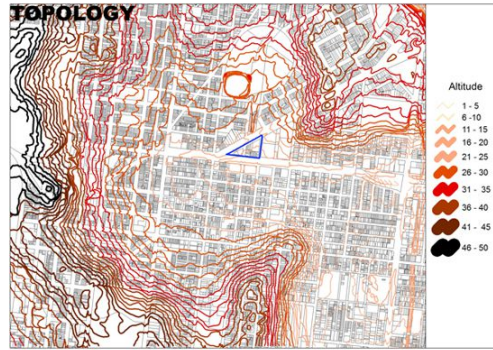
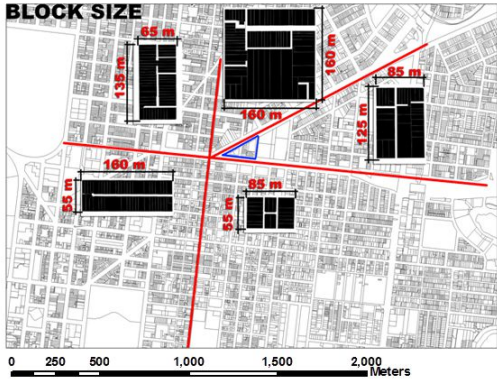
FUNDING

- Victoria State
- Yarra City Council
- Car Parking revenue
- Private retail developers
- Private housing developers

Maryc Dewar 2014, FJMT: Little Bay Residential, viewed 30 October 2014, <<http://cargocollective.com/mcdewar/FJMT-Little-Bay-Residential>>

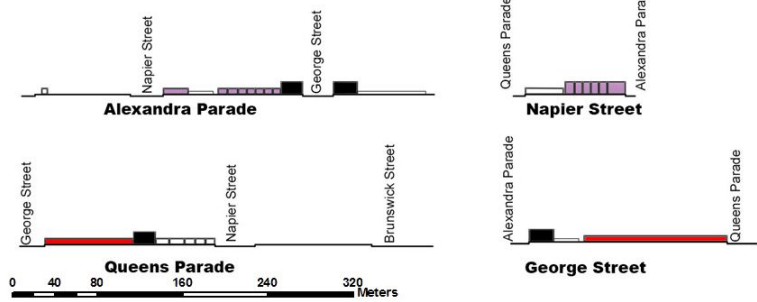


NEIGHBOURHOOD SCALE

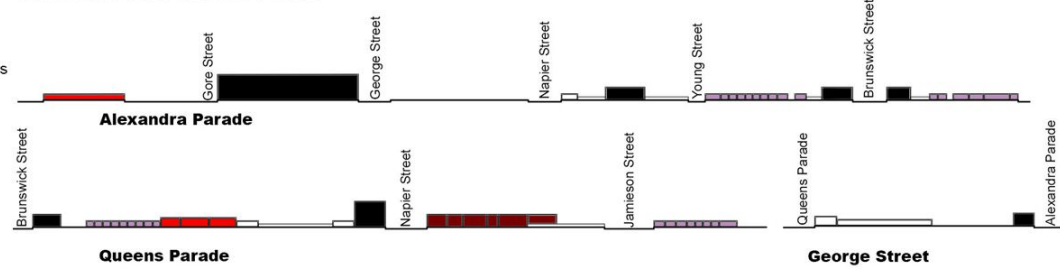


STREET SCALE

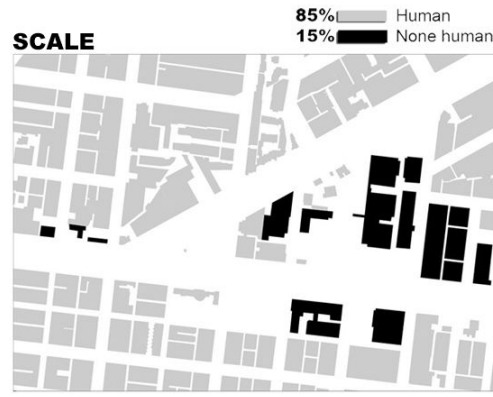
INTERNAL FACADE SCAN



EXTERNAL FACADE SCAN



SITE SCALE





DESTINATION

VISION: A destination. An intimate and community based market place and community hub that builds upon the local culture and atmosphere of the inner north, creating a destination and jewel amongst the local urban environment.



Via Architecture 2014, *Genius Loci: Brewery District*, viewed 21 October 2014, <<http://www.via-architecture.com/genius-loci-brewery-district/>>

Dreamtime 2014, Stock images, viewed 2 September 2014, <<http://www.dreamstime.com/stock-photo-earth-building-circle-drawing-image27506770>>

**POTENTIAL =
RECIRCULATION TO ENHANCE**



present

future



pedestrians

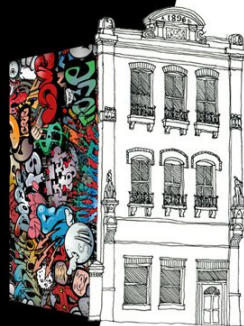
cyclists

cars



**MAIN FLOW
RECIRCULATION**

Urban image to support local culture and atmosphere



OBJECTIVES TO ENHANCE

OBJECTIVES:

- 1 ORGANISE LOCAL MARKET PLACE**
*Retail
Housing
Office
Community hub*
- 2 CREATE INNER NORTH DESTINATION**
*Bus
Bike
Tram
Pedestrian*
- 3 BOOST CHARACTERISTICS OF BUILT FORM**
*Historical facades
Fenestration
Active frontage
Street ratio*
- 4 PROVIDE PUBLIC REALM BY OPEN SPACES**
*Greening
Plaza
Outdoor markets
Velodrome
Roof activities*

PRICIPALS:

- 1 BUILD DIVERSITY and EQUITABLE POSSIBILITIES** 
- 2 PRESERVE the DOMINANT CHARACTERISTICS (history and greening)** 
- 3 UNLOCK POTENTIAL OPPORTUNITIES** 
- 4 IMPROVE SITE ACCESSIBILITY** 
- 5 ENSURE MONITORING** 



"The Queen VIC with a twist"



DESTINATION

A destination. An intimate and community based market place and community hub that builds upon the local culture and atmosphere of the inner north, creating a destination and jewel amongst the local urban environment.

VISION:



OBJECTIVES:

1 ORGANISE LOCAL MARKET PLACE

- Retail
- Housing
- Office
- Community hub

2 CREATE INNER NORTH DESTINATION

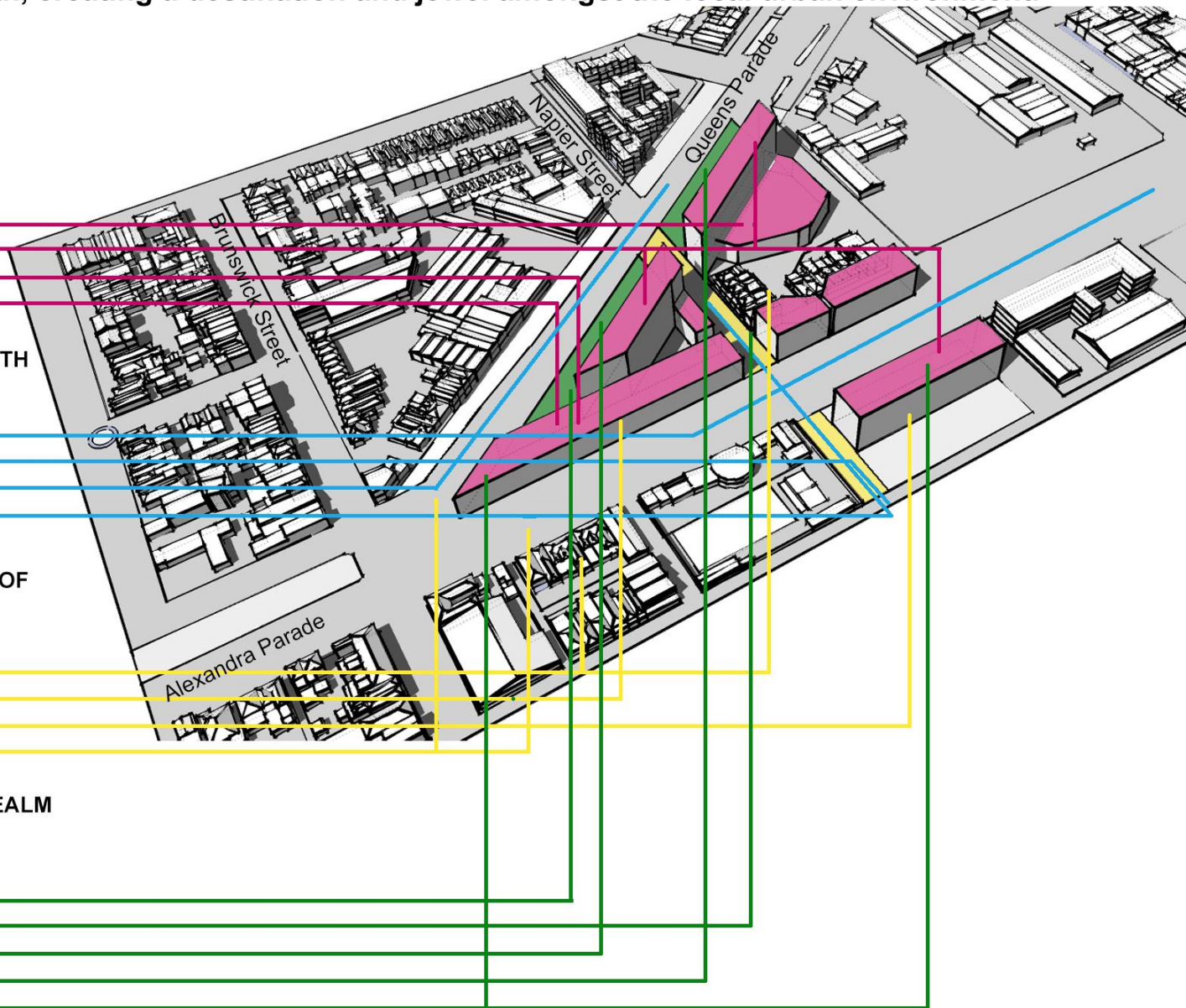
- Bus
- Bike
- Tram
- Pedestrian

3 BOOST CHARACTERISTICS OF BUILT FORM

- Historical facades
- Fenestration
- Active frontage
- Street ratio

4 PROVIDE PUBLIC REALM BY OPEN SPACES

- Greening
- Plaza
- Outdoor markets
- Velodrome
- Roof activities



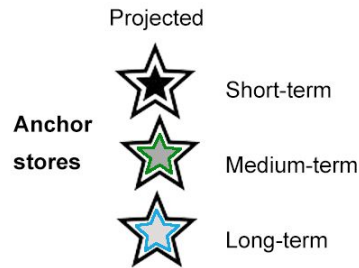
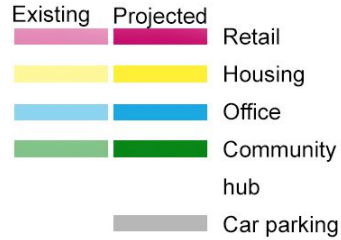
"The Queen VIC with a twist"



OBJECTIVE 1. ORGANISE LOCAL MARKET PLACE

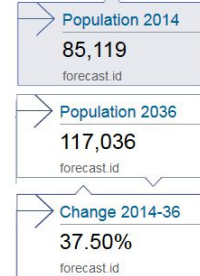


FUNCTIONS



1.1. To build retail market in order satisfy the demand of supermarkets and anchor stores in the North Fitzroy. Short-, medium-, long-term.

1.2. To build housing market two buildings along Queens Parade and one building along Alexandra Parade in order to accommodate growing population in Yarra City Council. Short-term, long-term.



Yellow Pages 2014, *Supermarkets & Grocery Store, Fitzroy*, viewed 30 October 2014, <<http://www.yellowpages.com.au/search/listings?clue=Supermarkets+%26+Grocery+Stores&locationClue=fitzroy&lat=&lon=&selectedViewMode=map>>

1.3. To build office market along Alexandra Parade in order to support administration of the City of Yarra and to bring a new function into proposed mix uses site. Medium-term.

1.4. To build community hub with a range of functions by combination of social functions with residential, commercial and office functions all over the site at the 1st and 2nd floors for convenient access of people. Short-, medium-, long-term.

1.5. To establish percentage of retail 20%, housing 60%, office 15% and community infrastructure 5% out of 100% mix uses functions. Long-term.

Lime & Tonic 2014, *Why we're hungry for The Age Good Food Month 2014*, viewed 30 October 2014, <<http://blog.limeandtonic.com/melbourne/>>

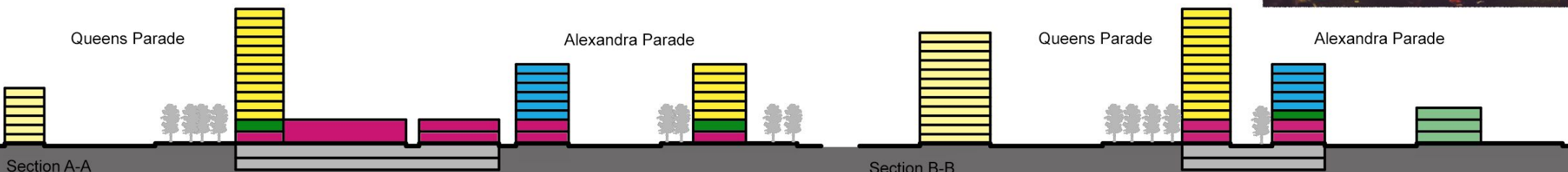


Queens Parade

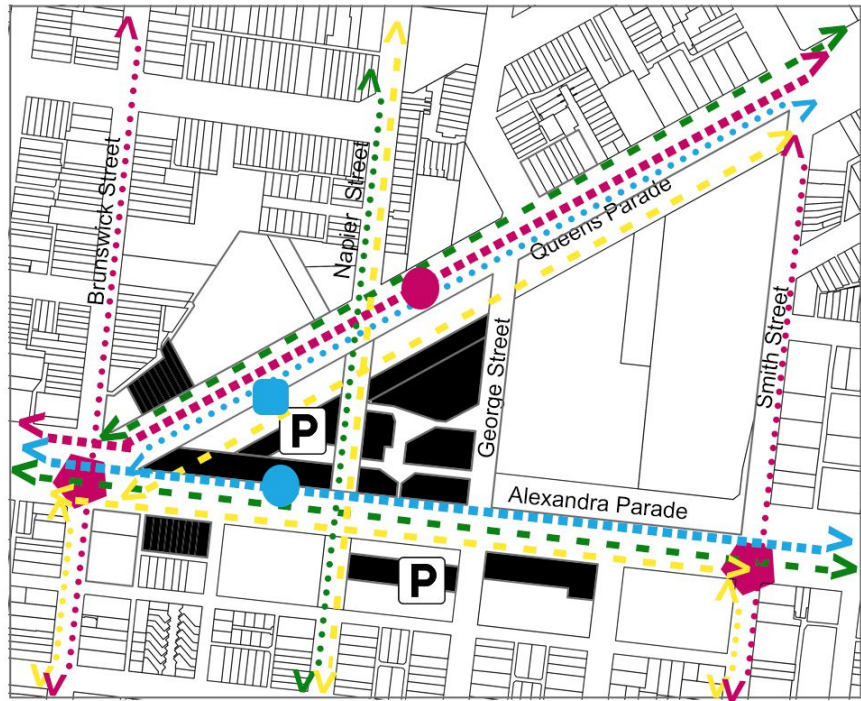
Alexandra Parade

Queens Parade

Alexandra Parade

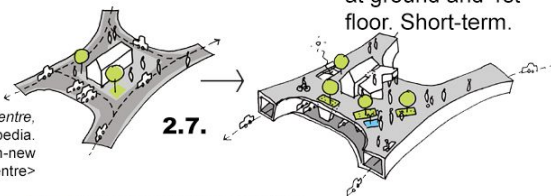


OBJECTIVE 2. CREATE INNER NORTH DESTINATION



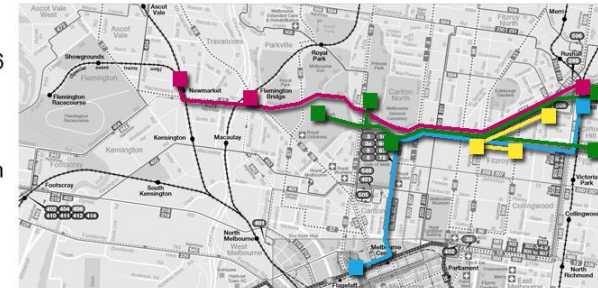
- LINES**
- Existing Projected
 - Bus line, medium-term
 - Bike line, medium-term
 - Tram line, medium-term
 - Pedestrian line, short-term

- STOPS**
- Existing Projected
 - Bus, short-term
 - Bus, medium-term
 - Tram, medium-term
 - Temporary car parking, short-term



2.1. To connect three railway stations Clifton Hill, New Market and Flemington Bridge by east-west segregated tram line along Queens Parade and Alexandra Parade. To arrange the tram superstop on Queens Parade between Napier and George Streets. Medium-term.

2.2. To connect two railway stations Melbourne Central and Clifton Hill by new bus route along Alexandra Parade and Swanston Street. To arrange bus stop on Alexandra Parade between Brunswick and Napier Street. Medium-term.



Public Transport Victoria 2014, *Local areasMelbourne*, viewed 30 September 2014, <http://ptv.vic.gov.au/assets/Maps/Localities/PDFs/30_Melbourne_LAM.pdf>

2.3. To arrange temporary bus stop on the existing bus route N546 on Queens Parade between Brunswick and Napier Streets. Short-term.

2.4. To connect existing pedestrian flow on Brunswick, Smith Streets and Queens Parade by providing pedestrian activities along Alexandra Parade and Queens Parade. Short-term.

2.5. To connect Yarra river green recreation corridor (Yarra Bend Park) with Melbourne University campus, Princes Park and Melbourne Zoo by segregated bike lanes along Alexandra Parade and Queens Parade. Medium-term.

2.6. To redevelop Alexandra Parade, Queens Parade and Napier Street sections in order to provide new lanes of flow. Medium-term.

2.7. To build underground car parking for 500 lots, two levels under site with direct access from tunnel. Medium-term.

2.8. To organise temporary car parking at ground and 1st floor. Short-term.

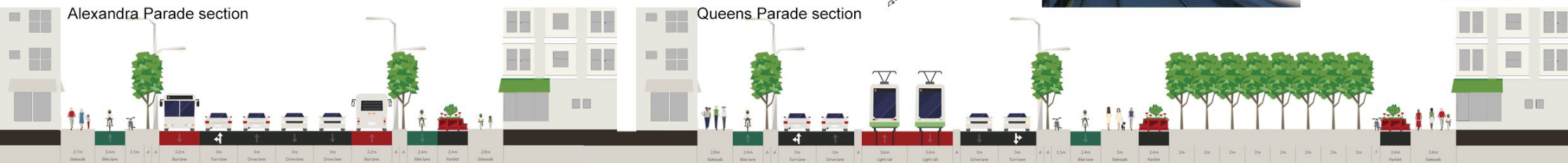


Green Edmonton 2014, *What Now? Making Whyte Ave Safer for Cyclists (part 1)*, viewed 27 October 2014, <<http://greenedmonton.ca/whyte-avenue-cycling-part-01>>

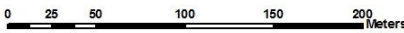
Victorian Bluestone Quarries 2014, *Yarra Trams Super Stops, Melbourne*, viewed 29 October 2014, <<http://www.vicbluestone.com.au/project/super-stop-trams/>>

Alexandra Parade section

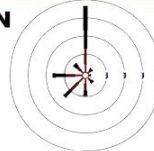
Queens Parade section



OBJECTIVE 3. BOOST CHARACTERISTICS OF BUILT FORM



WIND DIRECTION ROSE



Bureau of Meteorology 2014, *Wind speed and direction rose, Melbourne*, viewed 30 October 2014, <http://www.bom.gov.au/cgi-bin/climate/cgi_bin_scripts/windrose_selector.cgi>

BUILD FORM

Existing Projected

- Historical Victorian facades
- Respond to historical facades
- Fenestration
- Queens Parade facade
- Alexandra Parade facade
- Active frontage ground level
- Sense of enclosure



- 3.1.** To protect and activate existing historical Victorian terrace facades along Queens Parade, Alexandra parade and Napier Street. Short-term.
- 3.2.** To provide the response on the facades opposite to historical one with the same scale and arrangement of elements. Short-term, medium-term.
- 3.3.** To establish new street facade along Alexandra Parade and Queens Parade in correlation with street ratio according to sections A-A and B-B. Short-term, long-term.
- 3.4.** To provide the sense of enclosure within the site in correlation with street ratio according to sections A-A and B-B. Short-, medium-, long-term
- 3.5.** To provide active frontage along Alexandra Parade and Queens Parade to draw people to the site and support the concept of 24 Hour City.
- 3.6.** To provide the fenestration on established new street scan frontage along Alexandra Parade and Queens parade. Short-t, medium-, long-term.
- 3.7.** To ensure the residential building obtain the appropriate sun insolation, CBD view and wind loadings resistance. Long-term.
- 3.8.** To form flexible storeys 4.5 m from floor to floor for ground and 1st floors for new projected buildings. Short-, medium-, long-term.

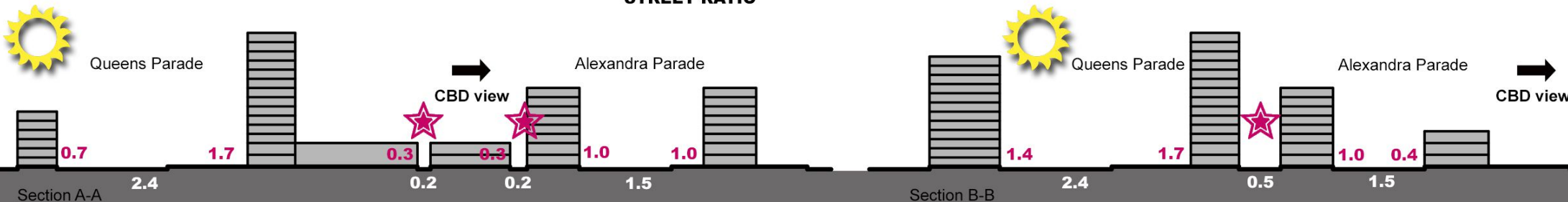


Maryc Dewar 2014, *FJMT: Atchison Street Tower*, viewed 30 October 2014, <<http://cargocollective.com/mcdewar/FJMT-Atchison-Street-Tower>>



Staffan, R. 2010, *Stockholm architecture*, viewed 30 October 2014, <<https://www.flickr.com/photos/rstaffan/4373169956/in/photostream/>>

STREET RATIO



"The Queen VIC with a twist"



OBJECTIVE 4. PROVIDE PUBLIC REALM BY OPEN SPACES



SPACES

- Projected
- Greening, short-term
 - Plaza, short-term
 - Outdoor artistic/food market; exhibition and festival short-term
 - Velodrome, short-term
 - Inner flow, long-term

OBJECTS

- Projected
- Park strips, short-term
 - Roof activities**
 - Sport playgrounds, short-term, long-term
 - Recreation activities, medium-term, long-term
 - Music and observation stages, long-term

4.1. To put under preservation the existing trees and green spaces under them (70% of the area) along Queens Parade and Alexandra Parade in order to gain cooling effect and achieve greater sustainability. Short-term.

4.2. To organize the plaza on Napier Street between Alexandra Parade and Queens Parade. To provide full pedestrian and bicycle access to plaza in order to create pedestrian and cyclist friendly zones and engage people with the site. Short-term.

4.3. To organise the outdoor food market (weekends), artistic market (weekdays) and exhibition/festival area in the green space between Brunswick Street and Napier Street along Queens Parade to attract people to the site. Short-term.

4.4. To support the diversity of cycling activities by organizing cyclist park and velodrome along Queens Parade between Napier and Smith Street. Short-term.

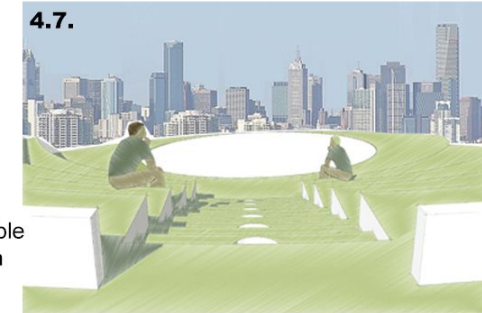
4.5. To provide inner flow between functions by creation the spaces of human scale and providing the sense of enclosure. To organise the shelter from wind and sun within these areas and ensure integrated surfaces for all type of visitors. Short-, medium-, long-term.

4.6. To create linking park strips that tier the functions together along Napier Street Plaza. Short-term.

4.7. To organise the activities at the roof planes for sport playgrounds, recreation, music stages and observation purposes. To provide 50% of roof area for the possible use for these activities in combination with greening (20 % of roof plane area).



4.4. Chandleraz 2014, Chandler Bike Park at Espee Park, viewed 30 September 2014, <<http://www.chandleraz.gov/default.aspx?pageid=727>>



4.5. Itv 2014, Scunthorpe development: artist's impression of public spaces, viewed 30 September 2014, <<http://www.itv.com/news/calendar/topic/scunthorpe/?page=16>>
 News Center 2014, A new Lower Sproul, long a dream, is taking shape, viewed 30 September 2014, <<http://newscenter.berkeley.edu/2012/01/30/lower-sproul-is-taking-shape/>>





DESTINATION

STAGES

I short-term 5 years
2015-2020

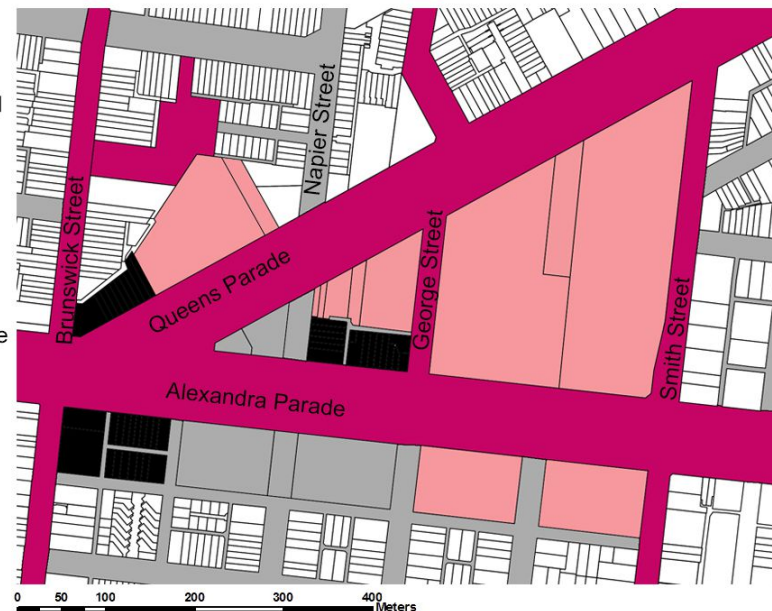
II medium-term 10 years
2015-2025

III long term 15 years
2015-2030

Stage 1: council involver monwey to festivals market and othe to draw peope to the site building under construction residential development ground and 1 st fllor to rise car parkingd revenue tempary stop organised by state
 Stage 2 reevolpment od street sectyon - residentila office and retainl markets , landscp money from revenue
 Stage 3 buil land from big and small ownneersip to buil retail and residential

LAND OWNERSHIP

- Victoria State
- Yarra City Council
- Private
- Small ownership
- Large ownership



IMPLEMENTATION

Action

- Retail market
- Housing market
- Office market
- Community hub
- Tram line +super stop
- Bus line +stop
- Temporary bus stop
- Pedestrian links
- Redevelop Alexandra Parade and Queens Parade sections
- Underground car parking
- Temporary car parking
- Historical façade protection
- Trees under preservation
- Plaza
- Outdoor markets, exhibition, festivals
- Velodrome, cyclist park
- Plaza park strips
- Roof activities
- Landscape and urban design
- East West link

Short-term

Medium-term

Long-term



CONSTRUCTION STAGES



SOURCE OF FUNDING

- Victoria State
- Yarra City Council
- Car Parking revenue
- Private retail developers
- Private housing developers

