Strategies for Diversity:
the consideration of marginal elements
for integration into the city

A research project submitted in fulfilment of the requirements for
the degree of Master of Architecture

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Declaration;

I certify that except where due acknowledgement has been made, the work is that of the author alone; the work has not been submitted previously, in whole or in part, to qualify for any other academic award; the content of the thesis is the result of work which has been carried out since the official commencement date of the approved research program; any editorial work, paid or unpaid, carried out by a third party is acknowledged; and, ethics procedures and guidelines have been followed.

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Preface

This document includes four projects carried out within the Urban Architecture Laboratory (UAL) over a period of one and a half years to fulfill the requirements of a Master of Architecture by research at the Royal Melbourne Institute of Technology (RMIT).

The first two projects were conducted in response to specific briefs outlined by the UAL, firstly to a brief entitled ‘the spatial implications of distributed work systems on contemporary urbanism’ and secondly to a brief entitled ‘the Eastlink’.

The later two projects evolved through the identification and development of ideas and interests developed in the first two projects.

*The Industrial Workplace 2* was the first project conducted within the candidature and as a result plays a more minor role in the body of research as a whole. *Mitcham 1* represents a major project in the candidature setting up themes which are carried through to the later two projects. *Incremental Growth 4* is another major project, and attempts to encapsulate aspects of the previous three projects and to extend the work introduced in *Housing Strategies 3*. 
Figure 1. Worker’s lunch area, Fishermans Bend, Melbourne
Strategies for Diversity
This candidature developed through the initial study of Fishermans Bend as a particular form of homogenous, ‘flat urbanism’ in the city of Melbourne. The architecture largely consists of big box industrial warehouses of the same height and scale with little diversity of use or occupation. The aim of this research is to alter this flat condition through the inclusion of marginalised programs, building types and uses. Understanding the city as existing in a constant state of flux, exclusion of marginalised elements can be seen to reinforce the homogeneity of a city, and the inclusion of these elements to encourage diversity. ‘Strategies for Diversity’ describes procedures, enacted through architectural design projects, for the re-integration of qualities and programs normally resisted in exclusive, uniform environments. ‘Strategies for Diversity’ establishes how designers can treat peripheral program types not normally given precedence in complete or central urban areas, but which are significant in the creation of a programmatically and demographically integrated city. These procedures work in opposition to the wholesale demolition of areas for redevelopment which leads to singular demographic environments and to monotonous forms of urbanism. Rather a series of alteration and insertion strategies have been formulated at the micro level that are targeted towards a macro level impact. Insertions and alterations are intended to act as catalysts to mediate change between different activities and to spark difference in the place of homogeneity.

Mitcham 1.
The Mitcham Project develops infill strategies for suburban renewal next to a transport hub. It proposes strategies to support social diversity beginning with the premise that the aging population is an important urban issue facing the city of Melbourne today. The elderly represent a marginalised group in society that are typically housed in enclave developments disconnected from public infrastructure. The project is situated across three sites in Mitcham, a typical middle ring suburb of Melbourne, and considers the integration of this demographic group as an aspect of difference to create an alternative renewal development.

Industrial workplace 2.
This project is sited in Fishermans Bend a unique urban and industrial workplace in close proximity to Melbourne’s central business district, docklands and a major port. The project develops a framework for the diversification of this area based on research into the transformation of Melbourne’s central business district following changes to liquor licensing laws. The project aims to add amenity and complexity to the workplace culture of Fishermans Bend through the introduction of differentiated programs, uses and temporal patterns to that of the surrounding area. The site is a greenfield area on Lorimar Street running parallel to Port of Melbourne land on the Yarra River, and adjacent to Holden land holdings. The project injects urban activities that would normally be excluded in these industrial and residential areas in order to create a more diverse workplace.

Housing strategies 3.
The project begins with the notion that affordable housing is progressively being pushed out of the central city to the city’s fringe.
The framework is based around the Liberal Government’s proposal in February 2011, to introduce 200 ha of affordable housing into the metropolitan area of Fishermans Bend, Melbourne. It is sited over 38 ha north of Williamstown Road between Graham and Bertie streets.

The project formulates a strategy for non-residential development that might seed a residential neighbourhood and seeks to insert residential and civic program into an industrial area without displacing employment.

**Incremental Growth 4.**

*The Incremental Growth Project* is a closer and more focused study of the methodologies started in the earlier *Housing Strategies Project* and allows for an investigation of these ideas at an architectural scale.

The site for this project is an existing brick warehouse building on the corner of Ingles and Woodruff Streets in Fishermans Bend, Melbourne.

The project introduces a series of alterations and insertions to change the scale of the test building and to allow for future expansion and contraction of the building into different sized tenancies and activities.
Diversity

‘A point of unlikeness; a difference, distinction; a different kind, a variety’.

‘To understand cities, we have to deal outright with combinations or mixtures of uses, not separate uses, as the essential phenomena.’

The candidature investigates elements required to generate a diverse environment; strategies and techniques for how these might be accommodated and the type of architecture and urbanism resulting from this process. Groups and activities normally excluded from infill/renewal projects are identified as points of difference to be re-accommodated to generate diversity. The social groups of the aged and the youth, and the activities of habitation and live music can operate as complimentary points of difference in the creation of alternative infill/renewal developments.

Strategies and techniques to achieve this involve the juxtaposition of program types and social groups, a flexible approach to development and the re-purposing of existing buildings. The resultant architecture is a diverse urbanism rather than a ‘flat urbanism’.

This notion of diversity was initially developed in the Industrial Workplace Project where live music venues were defined as an element progressively being pushed out of inner city Melbourne by complaints from apartment dwellers. The project looked at the introduction of this different and marginalised element into the homogenous metropolitan area of Fishermans Bend to add complexity as a strategy for transformation.

Case Studies

The Death and Life of Great American Cities

In Jacobs’ book ‘The Death and Life of Great American Cities’ she tackles the problem of monotony in our cities and, argues that danger and fear of the streets after dark, a lack of commercial choice and any cultural interest are the by-products of urban monotony.

To counteract this monotony, and to nurture diversity, she asserts that we must look towards difference and cross-use in the place of duplications. She defines diversity as “the principle of a close-grained diversity of uses that give each other constant mutual support, both economically and socially”.

Jacob’s code or set of strategies for the creation of urban diversity sets down four conditions required to promote vitality:

1. The district must serve more than one primary function (preferably more than
two) and ensure the presence of people who operate in the area at different times, and who are in the place for different purposes.

2. Blocks (streets) should be short with frequent opportunities to turn corners.

3. The district must be made up of buildings that vary in age and condition, to encourage differing economic yields. This mingling must be close grained.

4. There must be a sufficient dense concentration of people, including people who are there because of residence.

These strategies are reinterpreted within the Melbourne context toward diversification of the existing uniformity found there, but without wholesale alteration of that fabric.

### Local Code

Michael Sorkin’s book ‘Local Code’ (1993) sets up a utopian building code for a new city and is a codified list of what Sorkin sees as desirable in a city. It calls for a re-examination of the narrow coercions of conventional master plans, and instead offers a catalogue of ways in which the complex ecosystem of a city can support and nurture the diversity it harbours.

He includes a bill of rights in his book declaring that “the right to memory, expressed in the retention of the City’s authentic artefacts, not be infringed either by arbitrary destruction or by the substitution of simulca”.

For this candidature the work of Sorkin introduces the idea that it is possible to create diversity through following a series of strategies that promote and nurture it. These strategies will be discussed further in the document.

### Made in Tokyo

Atelier Bow-wow’s ‘Made in Tokyo’ (2001) is a guidebook and survey of strange, anonymous buildings in the city of Tokyo. The book lays bare the unique reality and diversity that is Tokyo, where roads and tram lines run over buildings, cemeteries are built over carparks and housing exists under bridges.

The buildings are described by the authors as shameless spatial compositions and unthinkable productions. They are a juxtaposition of architectural types and a mixture of uses. They are cross-categorical hybrids which are varied and interdependent yet completely unrelated to each other.

The example of the ‘Apartment mountain temple’ mixes program belonging to different categories that have no relation in use, but exist in the same location because the temple above, and the private apartment block below share the same structure. The forecourt of the temple building is not pebbles or gravel, but the waterproofing of the apartment roof terrace (see figure 9).

The ‘no-good’ architecture of ‘Made in Tokyo’ has implications for this research in formulating strategies to nurture diversity. It speaks about difference and variety and the creative approach to a combination of uses.

For example the industrial workplace of Fishermans Bend exhibits some of this strangeness and unthinkable combinations where a workers lunch area with a picnic table and awning are located in a vast concrete carpark alongside a Porsche convertible car (see figure 10).

The final Incremental Growth Project deals with the creation of an unlikely but plausible combination of development and form in Fishermans Bend as a strategy to create a diverse urbanism and to transform the area for housing.

Tall skinny residential towers of needle proportions are inserted into the middle of an existing brick warehouse building providing an episode of difference and an alternate reality to more common renewal projects (see figure 121).

The larger body of work discussed here is presented in contrary to the lack of variety and similarity of the Melbourne Docklands development.

5) Sorkin 1993, p. 16

6) Kuroda 2001
All three projects in Fishermans Bend have a preference for preserving and re-purposing existing buildings rather than starting with a tabula rasa, and for incremental development rather than instant solutions.

Melbourne’s Docklands
Melbourne’s Docklands is the product of an ongoing urban renewal project to extend the area of the central business district by over a third when completed around 2015. The Docklands development (150 ha), while still incomplete, has taken shape through developer-centric planning and is widely criticized by key planning and political leaders for its lack of “social glue, open green space, pedestrian activity and transport links”.8 The Lord Mayor of Melbourne, Robert Doyle in an interview with The Age in March 2006 declared that “at the micro level it doesn’t work. Where would you take your kids to kick the footy? Where would you have a casual beer?”.9

Some of these facilities do exist in the Docklands area but the flat urbanism resists these activities.

The re-facing of cities to the water was a key urban strategy employed in the 1980’s and 1990’s and was a catalyst for rapid economic transformation in cities around the world. This transformation was played out on an economic and political stage where there was a departure from normal paradigms of urban development.10

Planning approach
The traditional approach to urban transformation is grounded in both local site conditions and local communities of interest and was replaced by a new approach to urban renewal. Dovey writes that the Docklands development process abandoned the concept of public interests and was driven by forces that eroded the concept of public space. Projects were design driven by public/private partnerships under entrepreneurial modes of urban

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7) Lahey 2009
8) Miller 2006, The Age
9) Miller 2006, The Age
10) Dovey 2005, p. 5

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Figure 6. ‘Proactive Context Map: Not a Master Plan’, Docklands Authority, 1993 (Source: Fluid City)

Figure 7. Voluntary Planning Scheme, Docklands Authority, 1993 (Source: Fluid City)
Melbourne’s Docklands

Precincts
The final form of the Docklands development has resulted in a form of ‘flat urbanism’. It was based around large precincts of freehold land to be acquired by developers in support of private interests. Any public space and good city connections were seen as not having any realisable capital value for the precinct developer.

The ‘Proactive Context Map’ issued by the Docklands Authority (1993) shows large twenty-hectare lot sizes and suggests only the involvement of large consortia of development interests. The map’s primary guiding principle was that all design and funding of infrastructure was to be developer driven.12

Work undertaken by the earlier ‘Task Force’ involving substantial analysis and community consultation was abandoned and the driving force under the new Kennett government was the political desire to produce instant projects.

A planning scheme amendment based around the work of the Task Force was issued in 1995 for the Docklands area with no clear commitment to construct or enforce the plan. The plan dealt with a smaller grain of land parcels of one to five hectares and height limits of between fourteen to sixty metres to protect the waterfront from overshadowing. The amendment detailed urban design guidelines, public interest controls and the protection of heritage buildings that were abandoned in favour of what was built in the Docklands.

In an article in The Age, June 17, 2006, Morry Schwartz, the developer of the twin Watergate apartment towers, acknowledges that, so far, “Docklands lacks soul. It’s in the fine grain that Docklands really has its challenges”. Mary Crooks who worked on Labor’s Docklands strategy argues that the lack of affordability, prevents the social and cultural diversity that is evident elsewhere in Melbourne.13

This thesis argues that it is diversity that can provide what Schwartz calls ‘soul’ and that this is achieved through different methods of transformation.

Learning from the Docklands
The projects in this candidature, located in Fishermans Bend, will be contrasted to the Docklands development as an example of a mixed use development in the city of Melbourne which is commonly agreed not to have achieved any level of diversity.

The discussion will be framed around what the projects are reacting against and trying not to do, and what part alternatives can play in developments to promote diversity.

Figure 8. Precinct diagram, Docklands Authority, 1996
(Source: Fluid City)
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マンション山寺
apartment mountain temple

function: buddhist temple + private apartment housing
site: Daimachi, Higashiyama-ku, Yokohama-shi
- near Tanimachi station of Toyoko train line
- Konpira shrine is adjacent
- the religious approach passes the internal staircase of the housing, across the apartment roof and bridge to the main temple hall
- the forecourt of the temple is not pebbles or gravel, but the waterproof sheeting of the apartment roof terrace
- ventilators aligned in parallel on the roof terrace are like lanterns

Figure 9. Atelier Bow Wow, Apartment mountain temple (Source: Made in Tokyo)
Figure 10. Worker’s lunch area, Fishermans Bend, Melbourne
Infill strategies
The projects and design strategies discussed here are in reaction to developments which are complete and finite responses to a site or an area. The projects are located in higher density areas and start with investigating the nature of what currently exists, using this to inform a strategic approach. Sites relate to existing infrastructure and existing networks of social engagement.
Part A Infill Strategies
Figure 11. Aerial photo of Mitcham Station and surroundings (Photo credit: Near Map)
Mitcham 1.
Project background

Aging as an urban issue
In 2010, the State Government Treasury produced its intergenerational report projecting Australia’s population to grow to 35.9 million, an increase of 65 per cent, by 2050. Australians aged 65 and over will increase at an even faster rate, the report says, increasing to 22 per cent of the population over the next 40 years.14

The greying of Melbourne’s population places additional demand on land, a resource becoming increasingly scarce, and forces us to reconsider the existing qualities of our cities and the potential they hold for new adaptations and retrofitting.

The Middle Ring suburbs
The middle ring suburbs of Melbourne present opportunities for demographic change and for sensitive increases in density. It is here where many jobs and large population numbers already exist and where demographic change will create opportunities.15

Future Housing Scenarios
The Ageing of Aquarius research project asserts that current models of aged housing in Australia demonstrate little or no consideration of the changing nature of the future retirement activity of this demographic group and its huge market significance.16 The research suggests future housing models must take into account more dwelling based activity, incorporating transitional modes of activity between work and retirement with a greater reliance on household resources and less on public provision. It predicts future housing scenarios will support a greater sharing of resources including personal transport and household articles.

National planning strategies including The Melbourne 2030 planning strategy suggest population growth can be dealt with by a move towards denser cores of mixed-use around transport nodes, surrounded by the predominately dormitory suburb.17

Figure 12. Elderly housing developments in the Eastlink area
Mitcham 1

The *Mitcham Project* looks to the middle ring suburbs of Melbourne for potential new urban adaptations and sites of social diversity. Mitcham is chosen as a site for investigation due to its location on a major commuter transport line/node and because it has a high number of underdeveloped lots near the rail line. The *Mitcham Project* describes public as well as private sharing and spatial relations.

Teddy Cruz’s ‘Senior housing with child care’ is a small-scale, affordable-housing development with integrated multi-use indoor and outdoor spaces. Rather than conduct urban change through large-scale strategic or master planning moves, Cruz concentrates on highly specific, small scale projects that raise and articulate urban-scale issues of housing, community servicing and identity. The project sought to develop a concept that would stimulate the neighbourhood and challenge conceptions of density, community and communal space.

‘Senior housing with child care’ is connected by pedestrian social corridors, has a child care facility, a communal kitchen and an open-air shed that provides multiuse community space. Between each of the units is a pocket garden that both allows for circulation and community interaction. The project is a demonstration project for a more reflexive city, providing optimism for a more complex, urban-suburbia.

Figure 13. Senior housing with Childcare, Teddy Cruz Architect, San Diego, USA (image credit: Feireiss)
The Moriyama House is comprised of ten cuboid fragments of different floor area and height. The boxes are freely distributed across the suburban lot and the house sits among a dense concentration of single-family housing with its constituent parts forming a community of units. The spaces between the boxes and the street edge take on the public and private role of the community garden. The project introduces the idea of housing as a unit of urbanism, buildings with specific but shared functions and fluid boundaries between public/private space.

The Cheddar Road houses in Reservoir, Melbourne maintain the size and siting of the typical detached single family house but divides the house into three separate units. The grouping creates a relationship between the three units and the site planning encourages social interaction on a small intimate scale. The housing itself has a communal identity within of a larger residential context.
Figure 18. Elderly housing development, Eastlink area

Figure 19. Elderly housing development, Ringwood area

Figure 20. Elderly housing development, Eastlink area

Figure 21. Study of Aged housing showing disconnected enclaves of aged care & cultural areas in the Eastlink precinct
Observations from North Fitzroy

With a view to developing urban and architectural strategies for social diversity in Mitcham, the socially ‘diverse’ inner Melbourne areas of North Fitzroy and Carlisle St in East St Kilda were chosen as case studies for initial analysis. Observations were made to identify the methods by which the elderly in these locations are successfully integrated with the surrounding social and commercial infrastructure.

North Fitzroy is a suburb four kilometers north east of Melbourne’s central business district. It is a densely grained historic neighbourhood with three examples of elderly housing located in close proximity to the Rushall train station (see figure 25).

The three types are:

a - Rushall Park enclave housing
b - public senior housing on a public reserve next to a community garden
c - public senior housing on a cycle pathway next to a community hall

It has been observed that by siting this housing on, and next to, public circulation and bicycle pathways, a level of connection and engagement with the public has been achieved. Each housing development acts as a node along a network of green space providing a passage both to and from social and commercial infrastructure. The elderly are engaged physically with the adjacent community infrastructure (e.g the community garden and community hall) and are strategically located on a shared path to the primary infrastructure of the suburb (e.g the library and supermarket).

Figure 24 highlights the network of green space in North Fitzroy and introduces the idea of access to and circulation between primary and secondary destinations. This forms the basis of the strategy for the infill housing project in Mitcham.
Figure 24. Sketch showing elderly network in North Fitzroy
Figure 25: Elderly housing examples in North Fitzroy (Photo credit: Google Earth)
Public / Private space
Within each housing type, layers of public and private space allow a sense of security for the residents and achieve a level of integration with the public world.

Figure 26. Analytical sketch showing layers of public/private space in housing on a reserve (housing type B)
Public / private space

Houses in the Rushall Park enclave housing development (housing type A) are loosely sited, communal green space flows between and around the houses. Public/private boundaries are defined by hedges and gardens.

Figure 27. Analytical sketch of Rushall Park, single storey detached houses with a strong street identity

Figure 28. Analytical sketch of Rushall Park, high roofs visible over fence create a sense of inclusion with the street
Summary
The diverse inner urban precinct of North Fitzroy with its models of well integrated elderly housing provides the basis of strategies to be employed in the suburban context of Mitcham (to be discussed further in *Mitcham 1*).

The strategy is one where housing is located near existing public transport, on a network of public open green space and near commercial infrastructure. The housing itself has a communal identity while at the same time is part of a larger urban program.

Figure 29. Rushall Park, multiple units appear as a single detached house
Primary destinations:
supermarket, library, train station, 
RSL, Hotel / TAB

Secondary destinations:
hairdresser, park, pharmacy, 
bookshop, post office, cafe, bank

1 LIBRARY
2 SUPERMARKET
3 CAFE
4 HOTEL / TAB
5 BANK
6 TRAIN / TRAM
7 POST OFFICE
8 SPECIALITY FOOD STORE
9 FRUIT SHOP
10 PHARMACY
11 HAIRDRESSER

Figure 30. Networks of elderly engagement & destinations in Carlisle street, East St Kilda
Observations from Carlisle Street, East St Kilda, Melbourne

The shopping strip of Carlisle Street in East St Kilda represents a vibrant and diverse collection of civic facilities with retail. It is bordered either side by public and private housing in an inner urban suburb of Melbourne.

The area is heavily frequented by a diverse number of elderly inhabitants. It thus offers the opportunity to study the daily networks of circulation used by the aged. Elderly people in large numbers can be seen sitting on park benches, conversing on street corners or frequenting neighbourhood shops.

This research investigates the networks of circulation used by the elderly along this strip and divides these networks into two overlapping types (see figure 30).

The two types are:

- Major destinations - library, train station, supermarket and hotel.
- Secondary destinations - food shops, cafes, banks, pharmacies and hairdressers.

Figure 31. ‘The Wall’ cafe on Carlisle street, East St Kilda
Mitcham 1. Background

The initial brief for the project was based around the Eastlink toll road as a significant piece in infrastructure which both dissects and links the eastern middle ring suburbs of Melbourne. The suburban areas falling within the Eastlink precinct can be seen to be typical of the Melbourne suburb and provide fertile ground for the study of potential new models of urbanism in these areas.

The research is based on the premise that ageing is now a serious population issue facing the city of Melbourne and that the Eastlink precinct provides the perfect test area in which to study aged housing.
Site Observation
The site covers three parcels of land in the suburb of Mitcham in close proximity to the train line.

Mitcham is a suburb in Melbourne, Victoria, Australia, 20 kilometers east of Melbourne’s central business district. Its local government area is the City of Whitehorse. At the 2006 Census, Mitcham had a population of 14,211.

The main north-south roads are Mitcham Road and Heatherdale Road. The main east-west road is Whitehorse Road (Maroondah Highway) which connects with the EastLink tolled freeway that skirts the northern and eastern boundaries of the suburb.

The main shopping precinct is centred around the intersection of Whitehorse Road and Mitcham Road, and features a supermarket, cafes, fast food outlets and speciality shops.

It is typical of suburbs located on Whitehorse Road to have an abundance of under utilised and under developed land, and car parks near the valuable resource of a rail line.
Hypothesis
The elderly are currently housed in large-scale enclave developments away from public infrastructure and transport and can be integrated with public and commercial infrastructure. Such integration can nurture urban diversity.

Design aim
The project seeks to integrate a marginalised demographic social group (in this case the elderly) with the public/commercial and transport infrastructure of a suburban area to stimulate a more enriched, urbanised suburban realm. It seeks to raise the awareness of, and to stimulate involvement with this demographic group by articulating the urban-scale issues of housing, density, communal space and identity.

The project looks to conduct urban change through specific, small-scale infill development instead of large-scale master planning moves. It favours the opportunistic transformation of identified sites and capitalises on under utilised land and car parks near a transport hub.
Figure 37. Site Plan showing identified network of elderly engagement with new infill development shown in black.
Existing potential
The project identifies an existing network between primary destinations used by the elderly in Mitcham (train station, supermarket, TAB and the RSL) and takes this as its starting point. Sites were chosen that were empty or were under-utilised car parks at these locations.

Network of green space
A series of public and open green spaces were inserted along this network, to create new pedestrian corridors, stimulate circulation along the network and to provide additional public amenity for the suburb (see figure 38).

Public/commercial infrastructure
A layer of public and commercial infrastructure was added to the network of open space to be used by the elderly and other public. The addition of public infrastructure activates the use of the space and enlivens the living spaces to either side challenging the conception of community and communal space. The boundary between public park and domestic space is blurred and landscaping is used to delineate the transition in the place of fences (see figure 43).

Figure 38. existing network between primary destinations (train station, Hotel, RSL and supermarket) with the addition of new public green space

Figure 39. addition of secondary destinations and commercial infrastructure to public green space (cafe, pharmacy, bank, food stores, hairdresser)
At the station site there is further potential to create a new connection and pathway between the station building, the church, the tennis courts and out to the highway. The RSL site capitalises on an existing network of laneways creating a new pedestrian corridor between the supermarket and the RSL (see figure 37).

Figure 40. addition of buildings to be shared by the elderly (guest rooms, dining space, workshops)

Figure 41. elderly housing added
Proposal

Housing operates as a unit of urbanism and takes the form of a community of detached cuboid boxes loosely distributed on the site to encourage social interaction on a small and intimate scale. Buildings either function as living units or have specific shared functions to stimulate community interaction (dining facilities, guest housing and workshops). Communal space takes the form of pedestrian social corridors that also offer shared functions and connect the building units encouraging community interaction.
Figure 43. Commercial infrastructure facing onto communal public green space
Figure 44. site plan showing infill development near train station linking to existing church gardens and tennis courts
Figure 45. Infill site near train station showing public green space networked through development.
Figure 46. Site plan showing infill developments near RSL linking RSL to supermarket
Figure 47. Infill sites near RSL showing commercial infrastructure & shared facilities
Figure 48. RSL site infill development - image showing shared corridor between living units allowing for circulation & community interaction
Summary

The *Mitcham Project* demonstrates how the strategies used in the urban areas of North Fitzroy and Carlisle Street can be employed in a suburban setting to integrate a marginalised demographic group and to create an enriched urbanism.

Siting strategies with respect to public transport and the identification of existing networks between significant commercial infrastructures were key to the project, and form the basis of strategies to be discussed in the later two projects in this candidature.

The *Mitcham Project* suggests that housing can be used as a unit of urbanism providing an opportunity that challenges issues around communal space and identity to involve and engage the public and the social group.

Ideas are presented in the scheme for how living spaces might be activated and enlivened by a mix of programs and demographics, while also redefining boundaries between private and public spaces.
Figure 49. Aerial view of Fishermans Bend (Photo credit: Near Map)
Industrial workplace 2.
Background

The Industrial Workplace Project established Fishermans Bend as a site for expansion and residential development as Melbourne’s population expands and densifies over the next 50 years, to a projected 8 million by 2060.\textsuperscript{20} The project began with the premise that the nature of the site offers space for urban activities often excluded in residential areas. It looked at how excluded activities can be accommodated to generate a new diverse form of urbanism.

The project prefaced the formulation of a strategy that might integrate marginal elements to transform an area in a non-generic fashion. Entertainment venues for music were introduced into Fishermans Bend to spark as a precursor to residential growth and to act as a form of resistance to a Docklands style development.

Fishermans Bend was defined as an important and unique industrial/commercial workplace in the city of Melbourne that is largely unpopulated outside working hours.

History

Fishermans Bend was originally included in the area now known as Garden City and was renamed in 1929. From the 1850’s the Bend was home to fishermen of European descent who found additional work on the local docks. The area is significant in the history of Australian aviation and has been the home of several prominent Australian aircraft design and manufacturing companies. GM Holden began assembling motor vehicles at Fishermans Bend in 1936 and continues to manufacture from the area today.

Site observations

Fishermans Bend takes the form of a flat, homogenous, light industrial area which has little connection to the river’s edge. The Port of Melbourne currently separates the workplaces of Fishermans Bend from the Yarra River. Social activities largely occur in the unused areas/backs of industrial buildings. The area is dominated by vehicular traffic with few pedestrian networks.

The project site is located in a main section of the largest precinct of Fishermans Bend. It is a large unused parcel of land on Lorimer Street between Todd Road and Salmon Street and shares its southern border with GM Holden and with business parks to the east.

Hypothesis
The history of the transformation of Melbourne’s central business district provides lessons for the strategic transformation of Fishermans Bend. The introduction of alternative and different temporal program can act as a catalyst for change, and operate as a form of resistance to generic development patterns.

**Design Aim**

To add amenity and complexity to the workplace of Fishermans Bend through the introduction of different program/different temporal uses as a precursor to larger scale residential development in the area. To identify alternative urban activities for this area that would normally be resisted by residential precincts.

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**Industrial workplace 2.**

Figure 52. Factory building for adaptive reuse as live music venue, Lorimer Street

Figure 53. View down Lorimer Street to project site

Figure 54. Parking on boundary of project site, Port activity in background
Transformation in Melbourne’s Central Business District

The transformation of inner city Melbourne through the change in its temporal use was important in identifying potential drivers for a transformation of the Fishermans Bend area. A series of legislative changes relating to planning for residential buildings, liquor licensing and the 24 hour use of the city led to the population of the central city more than doubling between the years 1990-2001.

In 1992 the City of Melbourne introduced its Postcode 3000 planning policy, providing incentives for people living in the central area. It was aimed at increasing residential development in the city centre and reducing office vacancy rates.21

In 1998 changes to the Liquor Reform Act encouraged development of the licensed industry resulting in an increase in the number of entertainment venues. This was linked to the growth in the residential population. By 1999 Melbourne’s central business district was designated a 24 hour mixed use zone and by the year 2000, 3000 new apartment buildings had been built.22

A change in the city’s after-dark use helped to transform the central business district but also brought with it pressures on the live music scene. Many significant events occurred which incrementally transformed the urban culture of Melbourne’s central business district. In 2003 the full affect of the inner city gentrification was felt by the live music scene. Over 1000 people met at the Trades Hall to protest against noise problems. Their concerns were heightened by poorly insulated inner city dwellings and the City of Melbourne began to tighten liquor licensing laws. In 2010 the city placed prohibitive cost restrictions on ‘high risk’ premises opening after 1am. In January of 2010, the famous live music venue The Tote Hotel closed due to this pressure.23 It has since reopened under new legislation introduced to protect live music venues.

Central City in 1997

Central City in 2006

Figure 55. Apartment buildings in the central city in 1997
Source: City of Melbourne

Figure 56. Apartment buildings in the central city in 2006
Source: City of Melbourne

21) Postcode 3000, Victorian Government City of Melbourne
22) City of Melbourne’s Policy for the 24 Hour City, Victorian Government
23) Grace, 2010, The Age
Figure 57. Noise complaints in the City of Melbourne:
music from entertainment sources, 2006

Figure 58. Entertainment music venues in Melbourne city
Figure 59. Map showing Docklands noise attenuation area and potential development precincts in Fishermans Bend.
Live music venues as a catalyst for change
The Industrial Workplaces Project proposes Fishermans Bend as the ideal location for live music venues which are currently undercatered for and progressively being pushed out of the city due to pressure from inner city apartment dwellers. The project surveyed existing music venues to learn lessons which can be applied to new music venues.

Figure 60. Docklands Cotton Mill Warehouse, underground dance raves, fashion shows, art exhibitions. Venue lost from conversion to apartments & noise restrictions

Figure 61. Docklands Shed 4, new location of Docklands rave nights, venue is long and narrow compared to Footscray warehouse

Figure 62. Festival Hall & Tote Hotel concerts moving away to larger venues, difficult shape for good stage views Tote closed due to liquor licensing restrictions
Proposal

The initial ambitions for the project are achieved through programs ideally suited to the industrial area at nighttime (music venues), and the addition of amenity to the surrounding workplaces in the daytime (social spaces). A small arrival and ticketing building located on the edge of Lorimer Street acts as the hinge for the development. It creates a visual anchor for the site and provides a new pedestrian link over port activities connecting the area via the river to the city. A large-scale event space to be used for music concerts, exhibitions and trade shows can be used by the city at large and local businesses. The complex would contain, for example, a recording studio, a music school and a flexible performance space, for use by the entertaining industry and the performing arts. The scheme introduces the notion of architectural preservation to be further explored in the candidature, capitalising on the industrial grittiness of the nearby derelict factory building by its re-use as a nightclub and a new rock music venue. The combination of new and adapted existing buildings and of program ideally suited to an industrial setting provides a layer of social and physical complexity in the area.
Figure 63. Site plan overlay on aerial view of Fishermans Bend (Photo credit: Near Map)
**Temporal use**

This series of diagrams (figures 65-67) outlines the use of newly introduced programs at different times of the day and the relationship to new amenities for the surrounding workplace. A dance/music school and recording studio are operating by day, along with a café and an outdoor food stall area on Lorimer Street which sells lunches/fruit and vegetables to the workers. After 6pm the nightclub/live music venue operates as a bar for the local area and the restaurant and event space open in the otherwise deserted area. After midnight the nightclub is the only venue open while the surrounding area is deserted.
Industrial workplace 2.

1. WATER TAXIS
2. ARRIVAL & TICKETING BUILDING
3. RAVE VENUE / BAR / NIGHTCLUB
4. EVENT SPACE
5. RECORDING STUDIO
6. FLEXIBLE PERFORMANCE SPACE
7. RESTAURANT
8. CAFE
9. STREET STALL AREA

Figure 65. Day use 7am - 5pm
Figure 66. Evening use 5pm - 11pm
Figure 67. Late night use 11pm - 2am
Parcelisation

The later phase of the scheme proposes an intense subdivision of this large site into smaller, business-zoned lot sizes, as the first part of a programmed transformation. Reparceling the area is undertaken as a form of resistance to the more predictable patterns of development occurring elsewhere in the central business district or in the suburbs. The site is divided into land parcels that encourage a variety of uses on the site. Residential land – which is sufficiently separated from the entertainment precinct – is introduced along with commercial use such as studios for film production.

Figure 68. Scale comparison with the CBD and reparcilisation of the site into business zoned lot sizes
Figure 69. Reparcilisation into business zoned lot sizes & mixed use
Figure 70. View across nightclub to arrival / ticketing building showing connection across Lorimer Street to the river
Summary
The *Industrial Workplaces Project* is an initial investigation into ways future growth might be incorporated into the Fishermans Bend workplace in a way that supports and diversifies it. It learns from and further develops strategies such as those used in Melbourne’s central business district. The addition of a performing arts and entertainment precinct will add amenities and complexity to the surrounding industrial area. The project connects the river front and the city across the impenetrable port activities and also back to the city. Reduction of block size within the site reduces the grain of the area and encourages a multitude of future uses in contrast to the largely homogenous existing fabric.

Fundamentally, by using this site as a study for “relocating diversity” the project discovered techniques and strategies of incremental transformation of the existing industrial area of Fishermans Bend. The final two projects continue this investigation in the context of the proposed renewal of Fishermans Bend into the next Docklands.
Part B  Incremental Strategies
Figure 72. Aerial view of test area showing Bunnings Warehouse and Globe International (Photo credit: Near Map)
Housing strategies 3.
Background
The final two projects in the candidature are positioned within the context of the Government’s recent larger proposal for 200 ha of affordable housing in Fishermans Bend.24 It is not yet known what specific Government strategies are proposed to develop housing but there are a number of issues that need to be considered. These include the value of the land to industry and what form of density will evolve.

Site Observations
The site for this project covers an area of 38 ha to the north of Williamstown Road between Graham and Bertie Streets. The area has been chosen for its strategic location next to some of the only public amenities in the industrial area of Fishermans Bend, the J.L Murphy Reserve and the Port Melbourne Cricket Club. The chosen area is of particular interest as it is located on the Williamstown Road light industry border. Two non-industrial buildings, a Bunnings Warehouse and the Globe International Building, play a significant role in this project.

Design Aim
The project begins with the notion that affordable housing is progressively being pushed out of the city to the city’s fringe and that it is possible to integrate housing with industry in Fishermans Bend in a transformation that is incremental.

The research looks at strategies for the acquisition of land for housing and how this development might occur. Methods are explored for integrating new domestic and community programs into the homogenous industrial landscape of Fishermans Bend in a way that resists a Docklands style development. Strategies are developed to seed new development by investigating the existing links between significant non-industrial programs, by developing a narrative for what stays and what goes, and by knitting new program and porosity into the existing fabric.

The project favours the renovation and repurposing of existing buildings and revisits the earlier strategy used in the Mitcham Project to develop existing and potential networks.

Core industrial area
The City of Melbourne has earmarked Fishermans Bend as the municipality’s core industrial area and has a strategy to “facilitate the growth of industry in Fishermans Bend (Port Melbourne) and in the Dynon Road precinct”.25 Much of the industry in Fishermans Bend is no longer dirty, noisy and polluting and the area has the potential to locate high tech industry close to inner city knowledge workers and to the financial, legal and technological resources of the central business district.

Both the Housing Strategies Project and the Incremental Growth Project support the maintenance of existing industry in Fishermans Bend through the idea that housing and public infrastructure can successfully coexist with industry in an infill development that grows over time.

24) Johanson 2011, The Age
25) Department of Infrastructure, Melbourne 2030, p. 78
Figure 73. ‘Inner-city revolution, Go-ahead for huge riverside suburb’, The Age, Feb 18, 2011
Figure 74. Area site plan showing proposed location of new tram line, existing green space, community function, retail & areas for possible development.
Land acquisition strategies

In this project design strategies explore the phasing of 200 ha of land for housing development in Fishermans Bend based on the City of Port Phillip’s Planning and Economic Development Strategy report. 26 The report covers the Port Phillip section of Fishermans Bend, which is generally bound by the Westgate Freeway to the north, Williamstown Road to the south, City Road to the east and Port of Melbourne land to the west. The study defines two distinct precincts, both of which are expected to experience a significant change in both business mix and land use in the future. Port Melbourne, accounts for most of the area within Fishermans Bend along with a small area for development in South Melbourne of 39 hectares.

The site for this project lies between the two precincts highlighted in the report for future development, the area of South Melbourne and industrial land north of Williamstown Road. The chosen site takes advantage of its proximity to this development potential, as outlined in the report, and the site’s proximity to Melbourne’s central business district. The Port Phillip study suggests that development could occur in an incremental manner and be phased over time, beginning with the areas closer to the central business district. This strategy is a departure from other models of development such as the Docklands planning process, which involved the completion of the first large scale phase of development at one time. The proposed alternative model deals only with small acupunctural pieces of phased development to provide an overall outcome that is not so completed and predetermined. As a result a more incomplete urbanism can arise with the possibility of more unexpected moments, strange adjacencies and complexity.

26) City of Port Phillip, 2010
Figure 78. Bunnings Warehouse sausage sizzle, Fishermans Bend
New public transport
There is a need for additional public transport infrastructure to support growth in the area, and it is proposed that a new tram line be added along Williamstown Road to connect in a loop to the existing 109 tram (see figure 74).

Housing Affordability
Melbourne is Australia’s least affordable city for home buyers. Alan Davies, in his online discussion site ‘The Melbourne Urbanist’, believes the premium location of Fishermans Bend will mean that housing will be priced well out of the range of average income earners and the great bulk of first home buyers. He believes there is scope for some subsidised housing, but that there are limits to how much concentration is appropriate for the tenants, how much their owner-occupier neighbours will accept, and how much governments and developers will be willing to pay.

Davies argues that Fishermans Bend is a rare opportunity for more density, not less, seeing it as an opportunity to make up for the many restrictions on density elsewhere in Melbourne.
Density
The one-time development and density of large tracts of land in Docklands was led by short-term financial imperatives. In opposition, the final two projects don’t aim to maximise the potential of a large site area at one time but instead deals with density through small acupunctural interventions scattered over the site. The aim is to establish architectural and programmatic conditions for the area. The combination of demolished, re-used and new buildings presents a condition possible in this area that can provide a unique mixture of densities and different architectural conditions. Industrial buildings not normally considered for retention are retained and this aspect of re-use can add a layer of complexity and invention to the character of the urban spaces - both interior and exterior. This alternative urbanism presents the gritty reality of an industrial setting.

The existing Globe International Building (to be discussed in more detail) successfully re-uses and re-purposes what was an industrial building and provides an example of a complex combination of uses and a new character for the area (see figures 79-81).

Latent potential & Repurpose
The approach adopted here is in contrast to the concept of the master plan where the elements are planned in their entirety at a given moment in time. Rather the aim here was to seed non-residential development through adaptive re-use, the maintenance of industry, a mixture of old and new and a combination of uses to facilitate residential development and generate a more diverse urbanism. In addition to this the aim was to engage the trend for a change to residential activity with the already occurring “re-purposing” and incremental growth with the Globe International building and Bunnings etc.

The Bunnings Warehouse building and the Globe International building were pin pointed as seeds with potential to grow. Bunnings Warehouse represents an alternative use within an otherwise industrial setting. For example the Saturday morning sausage sizzle is an attractor of people on the weekends, a time when the area is otherwise deserted by industrial workers. The Globe International headquarters further up the road is an example of an existing building refashioned over time. It is located in a transformed former chocolate factory that is now the home for the Global skate brand. The 11,000sqm property, a collection of four large warehouses and a three-storey solid brick ‘loft’ building, provides a massive, solid steel truss-frame warehouse with docking facilities which house a recreational skate building, office space, a film production company and the Salford Lads Club café.

Program to activate landscape
Non-residential program that could co-exist in the Bunnings Warehouse/Globe International precinct include the following: a macro whole foods...
shop, a Mediterranean food market, a live music venue, a bar/restaurant, an auction house, discount wine store, outdoor cinema, bike polo and a gym (see figure 82). These would provide an initial hinge point and a precursor of a transformation to housing.

The existing Cambridge University Press building is repurposed as a macro foods market through minor architectural interventions, roller doors, balconies and skylights are added. A cafe provides outdoor seating and the parking lot is turned into a market on market day (see figures 88 & 92).

The massive steel truss-frame of the Delta Group warehouse building is transformed into a Mediterranean food market and a restaurant. Part of the building is left for later expansion and used as indoor parking in the interim (see figures 90 & 94).

Repurposing as a strategy is recognised for being an impermanent, temporary or partial response. It is adhoc in nature, non-sensitive and does not involve costly restoration.

**Re-purposing**

Retaining and preserving large warehouse buildings may initially seem inefficient and be outside the requirements of the Government’s brief. However, they can provide benefits to the urban realm through their retention and re-use. Selective demolition provides the opportunity for new infill buildings to exist side by side with the old. Retained buildings can become a point of resistance to the typical momentum of development and provide historical links to the area’s former industrial use. Retained buildings can operate as islands of potential development for consideration at a later date.

Rem Koolhaas has a critical view of preservation and believes that historic centres around the world are being sanitized of signs of age and decay, losing any sense of the identity that buildings accumulate over time. New buildings are designed in watered-down period styles, further eroding the distinction between what’s real and what’s fake, producing what Koolhaas calls a “low-grade, unintended timelessness.”

Rem Koolhaas’ and Shohei Shigematsu’s “Cronocaos” exhibition in New York’s New Museum (May 2011) draws on contemporary ideas around the theme of preservation.
The exhibition is housed in a former restaurant-supply store next to the museum, in a neighborhood where urban diversity is threatened by the gentrification of the area. The architects draw a line down the middle of the space, transforming one side into a pristine white gallery and leaving the other raw and untouched in a way that highlights the difference between cleaned up history and the gritty reality of age and decay. Koolhaus argues that preservation movements around the world, hand in hand with governments and developers, not only become a force for gentrification and social displacement, but are a new form of historical amnesia, that, perversely, further alienate us from the past. Koolhaus’ 1995 scheme for the Zurich International Airport addressed his ideas for preservation. He proposed filling in a series of leftover spaces between a labyrinth of existing terminals rather than demolishing them. His 2003 proposal for Beijing involves the preservation of entire sectors to preserve the buildings and the way of life of such areas as the traditional Hutong or communist housing blocks.

“For these programs it could even be argued that ‘the new’ is counterproductive. Like a blank film, it produces erasure: it undoes learning and experience, abhors compromise, rejects improvisation, and resists experiment. In the name of certainty and perfection, it promotes only sterility and aberration.” (OMA competition for Zurich International Airport)

Koolhaus’ approach to the idea of preservation informs the research presented here. It suggests that there is merit in leaving some things to decay, partially demolish or half renovate. There is the deliberate provision of room for expansion and change.
Figure 87. Buildings to be re-purposed shown in red, areas for development shown in grey, Bunnings Warehouse and Globe International building in blue & the addition of new green space & pedestrian corridors
Figure 88. Image of adaptive re-use of Cambridge University Press building as wholefoods market, addition of roller doors, balconies and skylights, use as a market on market day

Figure 89. Site photo - Cambridge University Press
Figure 90. Delta Group building re-purposed as Mediterranean food market, restaurant, parking & live music venue, addition of skylights, window awnings & balconies.

Figure 91. Location showing Mediterranean food market in black, Bunnings Warehouse in grey.

Figure 92. Cambridge University Press building re-purposed as wholefoods market, addition of roller doors, balconies and skylights.

Figure 93. Location showing wholefoods market in black, Bunnings Warehouse in grey.

Housing strategies 3.
Figure 94. Adaptive re-use of Delta Group building as Mediterranean food market, restaurant & live music venue, addition of skylights, window awnings & balconies, parking space used as a food market

Figure 95. Site photo - Delta Group
Figure 96. Community centre, new public open space & housing

Housing strategies 3.

Figure 97. Site plan showing community centre infill between adaptive re-use buildings
Figure 98. Image showing combination of re-used and new buildings, new public open space, school, housing and existing warehouse buildings used as covered parking (see G in Figure 99 for location of school)
Figure 99. Phase one and two of development introducing additional community amenity
Summary

The Housing Strategies Project contributes to the larger discussion on the development of large urban renewal projects by presenting an alternative to a Docklands style planning process and by offering strategies for the generation of more complex and inventive urban spaces. The idea of incremental growth occurring over time is investigated as an approach allowing for possible strange adjacencies, complexity and a more incomplete urbanism to arise.

The goal of seeding a community was achieved through the adaptive re-use of existing warehouse buildings for program that would attract people to the area and provide amenity for the new housing to come. The goal of a more complex and inventive urbanism was achieved through the demolition and preservation of existing buildings and the insertion of new community program and housing within this milieu.

Figure 100. Aerial view of site showing First Auto Wholesalers warehouse, Australian Institute of Design & Port Melbourne Cricket Club (Photo credit: Near Map)
Background

The Incremental Growth Project is the final project in the candidature and is, like the Housing Strategies Project, positioned within the larger context of the Government’s proposal for 200 ha of affordable housing in Fishermans Bend.

Site Observations

The site for this project is an existing brick warehouse on the corner of Ingles and Woodruff Streets in Fishermans Bend Melbourne, and is currently used as a car import storage facility. The site is across the road from the Australian Institute of Design and shares its rear boundary with the Port Melbourne Cricket Club.

Design Aim

Incremental Growth 4 revisits the idea posed in the earlier Housing Strategies Project of development occurring around a seed of latent potential. The project is located across the road from the Australian Institute of Design and takes advantage of this proximity by proposing the flexible use of the adapted warehouse building as artists studio space as the first stage. The warehouse backs onto the Port of Melbourne Cricket Club and creates a new connection to this important, strategic social amenity.

The project looks at the notion of diversity on both the physical and economic levels and uses the strategy of smaller scale incremental growth on one land parcel, rather than over a larger area as in the previous project. It is positioned as a first stage in the transformation of the area and sits comfortably within the previous Housing Strategies Project as an initial spark of development with the ability to affect larger development. The aim is to extend the ideas of the previous project, maintain industry and adaptively re-use the area. It proposes a diversity of use, occupation, possibilities and relationships.

Proposed interventions create the opportunity for a layer of complexity and for occurrences that don’t already exist in the homogenous landscape of Fishermans Bend.

Aspects from the precedent work referred to earlier, specifically in the section on diversity (Atelier Bow Wow and Jacobs), are brought to play. Tall skinny tower buildings/circulation core buildings are inserted into an existing warehouse building to add a layer of invention to the surrounding area (Bow Wow). New public ‘streets’ and void spaces are added to diversify the grain of the site (Jacobs) and to change the scale of the flat industrial setting (see figure 104). The Koolhaas and Jacob’s themes of combining the old and new and the Bow Wow preference for a juxtaposition of architectural types and a mixture of
Figure 101. Latent potential in Fishermans Bend showing site location in red between Australian Academy of Design & Port Melbourne Cricket Club
uses, is strategised in this project. This final project further investigates re-purposing alongside incremental additions in a complex of change that draws in the previously explored techniques and strategies for urban diversity.

**River Studios**

River Studios in Melbourne’s industrial renewal area of Footscray is an example of a vacant warehouse re-purposed into short term tenancies. The project, run by the City of Melbourne, has been adapted as a new studio facility for artists. The 3000sqm building spans over three levels and provides workspace for approximately 75 artists. Interior partitions dividing studio spaces are designed on a tight budget to be flexible and demountable. This project provides a strategy for introducing different rental scales to kick start an area’s renewal. It is a large grain industrial building and grows from a small scale upwards. This provides for expansion and change (see figure 105).
In contrast to Docklands

The Docklands model would be unlikely to be adopted in Fishermans Bend due to the commonly held criticism and demonstrated lack of urban vibrancy. Docklands was a developer-driven process that lacked substantial analysis and community consultation. This resulted in an area lacking in community infrastructure and diversity.32 Entrepreneurial-driven development such as Melbourne’s Docklands is not enough to drive change and to create a vibrant urbanism. Fishermans Bend would need government input and direction.

The Incremental Growth Project is capable of forming more complex and diverse development scenarios that involve additions, alterations, re-purposing and a continuation of existing activities. It is not proposed as a complete solution to the development of the area but could play an important role in establishing what the ideal is.

The project doesn’t aim to maximise the potential of a large site area at one time but instead deals with density through small acupunctural interventions to be scattered over the site. The project details the first of these interventions to happen as sites become available over time.

Public Infrastructure

In dealing only with public/private investment the Docklands planning process departed from normal planning procedures.33 The Government’s Fishermans Bend regeneration plan has sparked calls from residents in South Melbourne and Port Melbourne for more schools and infrastructure.34 The Incremental Growth Project pre-empts the need for multi-use public infrastructure by providing flexible community-use spaces, which could include a school.

Instead of favouring large investors the Incremental Growth Project takes the opposite approach. It encourages small investors and tenants to kick start the renewal of an industrial area by inserting small pieces of infrastructure in a small site. It is not seen as an end point but as a snapshot, a point in time rather than a complete image.
Latent potential

Old & new

Towers & vertical cores

Streets & voids

Cores & skylights for flexible future use

Figure 106. Design strategy
Figure 107. Site Plan showing adaptive re-use of warehouse building & insertion of new towers.
Proposal
The proposal takes the existing Australian Auto Group warehouse building and leaves a portion of the building for later expansion. Pieces of the building are removed to break up the mass of the site and to introduce a smaller grain to the area by the addition of new streets and void spaces (see figure 109). Tall wall elements are inserted alongside removed portions to architecturally slice the building into different pieces and programmatic parts (see figure 110).

Tall, skinny tower buildings are inserted into the building along with flexible cores to anticipate a multitude of programmatic uses. It is proposed that seven newly created spaces on Ingles Street can potentially be used as studio spaces by students from the Australian Institute of Design. Spaces could be converted into apartments at a later stage.
**Affordable housing**

Flexible warehouse apartments provide a creative new-form response for low to middle income housing. The project also presents an option for high density housing with tall needle towers in response to the government’s brief. It also supports a combination of densities, a mixture of old and new, and a variety of housing options such as high rise apartments and industrial loft style apartments.

The project establishes a strange flavour for the area through the image of the thin unlikely tower buildings inserted into a carved up, existing warehouse building.

**Flexible circulation elements**

Tall circulation and service buildings are inserted along Woodruff St anticipating the flexible use of the remnant warehouse building sections to either side. These service buildings provide entrance markers to the long unbroken length of building on this street and allow for the expansion and contraction of programs to either side. The cores also cater for public circulation to the areas/inner streets on either side. A community centre uses part of the building on Woodruff Street as a multi-use hall and the upper floors of the core building as meeting rooms. At the same time a small school starts to operate on the opposite side of the core and shares with or takes over the community’s multi-use hall as a school gym space.

Flexible cores are added to the inner building areas anticipating a variety of outcomes and cross-uses. At different stages of their development these spaces operate as apartments, studios, galleries or small office spaces.
Figure 112. Plan showing initial programming of spaces
Figure 113. Plan showing public circulation cores linking tenancies to either side & anticipating flexible use

Figure 114. Plan showing public circulation cores connecting school & office tenancies to either side

Incremental growth 4.
Figure 115. Section showing use by community, school & office space

Figure 116. Section showing share use of core by community & school
Figure 117. Section showing use by school & office space
Towers

New tower buildings are inserted into the existing warehouse building and diagonally across the street from this site. The buildings serve three primary purposes, firstly to provide for the density required for housing in the area under the government’s proposal. Secondly the new towers extend the boundaries of the development outside the warehouse alteration to a site across the road in anticipation of further development in the future. Thirdly the towers introduce a different scale to the surrounding flat landscape. The tall skinny tower buildings in groups of three needles accommodate just one apartment per floor and are unlikely residential needles in this industrial landscape. The towers are specifically introduced into this industrial landscape to have an impact here that would not be felt in the same way elsewhere. In the central business district for example they would be dwarfed by the skyline. But in this context they punctuate the existing flat urban fabric, encouraging diverse qualities of space.

Figure 118. Towers superimposed in Melbourne skyline
Incremental growth 4.

Figure 119. Elevation from Woodruff Street
Figure 121. Proposal superimposed on existing building
Figure 122. Outline of tall public circulation core elements
Figure 123. Proposal superimposed on existing building.
Figure 127. Section showing flexible use of warehouse as gallery & apartments
Summary
The Incremental Growth Project brings together elements, strategies and techniques developed in the previous four projects. The architectural proposal offers a new form of diverse urbanism that is a result of additions, alterations, re-purposing and a diversity of use and occupation.
In the transition of the Fishermans Bend area to housing the project can contribute by offering a more complex model of development that allows a greater variety of occupation, urban grain and urban diversity. It presents an alternative approach to the Docklands development by favouring a micro level response to affect macro level change.
Conclusion
Conclusion
The projects presented here provide alternative forms of infill/renewal developments to counteract ‘flat urbanism’ and generate new forms of urban diversity. The primary approach has been one that uses activities and re-accommodates groups, normally excluded from infill/renewal projects, as points of difference to generate diversity.

The social group of the aged in the Mitcham Project, and the youth in the Industrial workplaces Project, and the living activities (Mitcham) and live music (Workplaces), can operate as complementary points of difference in the creation of alternative infill/renewal developments. In the final two projects affordable housing is re-accommodated.

Strategies involved the juxtaposition of program types and social groups. In Mitcham 1 aged housing is programmed alongside public and commercial infrastructure, in Industrial Workplace 2 live music is inserted into a working industrial area, in Housing Strategies 3 new non-industrial program, housing and community program are intermixed with existing industry. In the final project a more diverse set of occupations and uses are inserted into a single complex.

Strategies are explored that encourage flexible development to take advantage of an already re-purposed existing building. Housing Strategies 3 presents an incremental approach to the development of areas for housing in Fishermans Bend. Existing buildings are re-purposed to engage an already existing trend in the area. Incremental Growth 4 is a more compact project that can operate as a phase in this incremental development.

This research presents an understanding of urban diversity as the consideration of the social aspect (marginalised groups) combined with greater development forces through incremental strategies, both within a building and in the urban space between.
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