

THE
FOUNDATIONS
PORTLAND NSW

PLACE-LED
DCP PRIMER

23 MARCH 2023

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INTRODUCTION

THE FOUNDATIONS REPRESENTS A TRULY PLACE-LED PROJECT WITH A VISION TO CELEBRATE THE LOCAL INDUSTRIAL HERITAGE AND LANDSCAPE QUALITIES AND CAPITALISE ON OPPORTUNITIES FOR RECREATION, TOURISM, HOUSING, EMPLOYMENT AND CREATIVITY TO CREATE A DISTINCTIVELY UNIQUE PLACE THAT ENHANCES THE EXISTING TOWN.

To help ensure the vision is implemented successfully, it is vital to embed a place-led approach into the process, the design, and the controls that will guide development.

The purpose of this report is to highlight the key value proposition of place-led urban design compared to a more conventional approach. This in turn justifies the rationale underpinning the Development Control Plan and can be used to help approval authorities and stakeholders gain a better appreciation of the design intent.

The report briefly discusses the place-led approach and the supporting policy context and summarises the place understanding and the vision - the first steps in a place-led approach.

The report then discusses six key elements of place-led design, how these relate to the vision for **The Foundations**, and the value proposition compared to a conventional practice. Supported with case studies this justifies the case for place-led design.

“ **THE CASE FOR PLACE** ”





A PLACE-LED APPROACH

WHAT IS IT?

A place-led design approach considers the unique qualities of an area including the people who live, visit and work locally; the history, heritage and stories of the area; the memories and mental image of the place; key destinations; notable activities or events; local cultural, social and economic attributes; the landscape, topography and natural features; the climate; the character of the built environment; architecture; key views and connections.

As well as understanding what exists today, a place-led approach clearly defines the place envisaged in the future. This may focus on protecting existing attributes and/or addressing issues or elements that are lacking. This can range from the overall image of a place through to housing, land use, facilities, infrastructure, events, and any other aspect that can be influenced by the project.

The opposite of a place-led approach is a standardised approach where the precinct planning and design controls are consistent from one area to another resulting in homogenous places that are superficially differentiated, for example with naming and signage. There is little housing diversity, the streets look the same, there is a standard park type and treatment. This often occurs inadvertently through the standardisation of controls and requirements without tailoring to the specific place context and vision.



THE BENEFITS

There are many user benefits of a place-led approach:

- more responsive to the needs and desires of the broader community, catering to a more diverse community;
- more distinctive places that people more closely identify with;
- greater social capital and social life with a focus on people, activity and social connection;
- greater meaning and authenticity to a place, strengthening people's attachment to place;
- more child-, family- and elderly- friendly environments through a focus on all user groups;
- greener, safer and more comfortable environments with a user experience design approach;
- more innovative and creative outcomes resulting from tailoring to the unique qualities of a place;
- more sustainable with multi-functional places and a diversity of users more adaptive to social and economic change over time.



PLACE-LED POLICY

In recent years the NSW planning system has moved towards a place-led approach. In 2017 the NSW EP&A Act was amended to include “good design” which elevated the importance of design in the planning system. The Government Architect’s Better Placed design policy establishes what the NSW Government expects regarding good design.

Transport for NSW have also pivoted to Movement and Place in recognition of the broader opportunities and value of streets and networks other than simply movement. These key policies not only support the place-led approach for The Foundations but encourage it.



Better Placed is an integrated design policy for the built environment of NSW. It is used as a framework for design and assessment to elevate good design outcomes that are healthy, responsive, integrated, equitable and resilient. The document defines seven objectives for good design:



Better Fit

Good design in the built environment is informed by and derived from its location, context and social setting. It is place-based and relevant to and resonant with local character, and communal aspirations.



Better Performance

Environmental sustainability and responsiveness is essential to meet the highest performance standards for living and working. Sustainability is no longer an optional extra, but a fundamental aspect of functional, whole of life design.



Better for Community

Environmental sustainability and responsiveness is essential to meet the highest performance standards for living and working. Sustainability is no longer an optional extra, but a fundamental aspect of functional, whole of life design.



Better for People

The built environment must be designed for people with a focus on safety, comfort and the basic requirement of using public space. The many aspects of human comfort which affect the usability of a place must be addressed to support good places for people.



Better Working

Having a considered, tailored response to the program or requirements of a building or place, allows for efficiency and usability with the potential to adapt to changes over time. Buildings and spaces which work well for their proposed use will remain valuable and well-utilised.



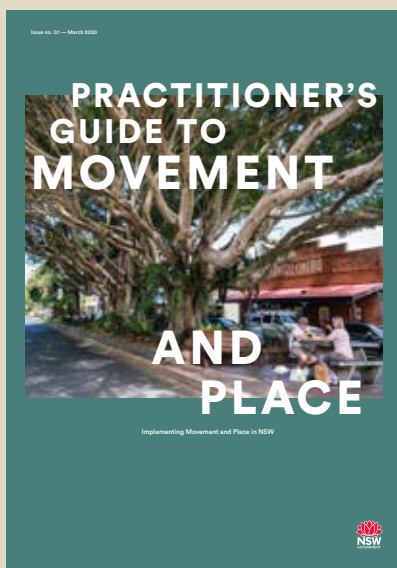
Better Value

Good design generates ongoing value for people and communities and minimises costs over time. Creating shared value of place in the built environment raises standards and quality of life for users, as well as adding return on investment for industry.



Better Look and Feel

The built environment should be welcoming and aesthetically pleasing, encouraging communities to use and enjoy local places. The feel of a place, and how we use and relate to our environments is dependent upon the aesthetic quality of our places, spaces and buildings. The visual environment should contribute to its surroundings and promote positive engagement.



At its core, the Movement and Place Framework seeks to integrate the efficient movement of people and goods with the amenity and quality of great places. It recognises that streets are not just about moving people and goods – they are also places for people to live, work and spend time.

TfNSW and the Government Architect have collaboratively developed a practitioners guide that sets out: a common understanding of place and movement; a model process for planning and project development; a methodology for street classification and a set of performance indicators.

The Movement and Place approach means that streets can be better tailored for the desired place character and function, resulting in more diverse street types and more coordinated place design.

UNDERSTANDING PLACE

LOCAL CONTEXT

The Foundations site was the backbone of Portland - the town's name originates from the "Commonwealth Portland Cement Company" which was located on the site. However today Portland has developed its own key attributes and distinct sense of place that can be celebrated and enhanced with the future development to create something unique and special. This in turn can help rejuvenate the town.



HARD-WORKING AND RESILIENT

True to Portland's working-class roots. Straightforward, dependable and transparent. Sharing pride in being able to 'bounce back' and 'not give up'.



COMMUNITY PRIDE

First priority is the community. Active community; "you provide for us and we'll provide for you". Village atmosphere.



DISTINCT ARCHITECTURE

Art deco and industrial built heritage.



UNIQUE ENVIRONMENTAL SETTING

A harsh environment, dry landscape with large lakes provides a distinct look and feel to the town.



CREATIVE CLUSTERING

A community founded in creation and artistic expression.

SITE CONTEXT

The site has many unique features including a range of industrial heritage buildings clustered to the south, three major lakes, rocky plateaus to the east and dense forest to the north and an undulating topography which provides vantage points across the site.



PLACE OPPORTUNITIES

- 1 CELEBRATE ICONIC INDUSTRIAL HERITAGE THROUGHOUT SITE
- 2 ENHANCE AND CONNECT HERITAGE INTERPRETATION ALONG VIEW CORRIDORS AND RAIL LINES
- 3 CONNECT TO WATER FOR RESIDENTS + VISITORS
- 4 UTILISE TOPOGRAPHY FOR PLACE MAKING AND VIEWS
- 5 POTENTIAL RENATURALISATION AND COMMUNITY GARDENS
- 6 CROSS-SITE CONNECTIVITY OF KEY DESTINATIONS + PLACES

PLACE VISION

THE FOUNDATIONS PORTLAND NSW

**A UNIQUE REGIONAL DESTINATION
THAT CAPTIVATES THE SENSES AND
INSPIRES THE SOUL**

With a rare combination of industrial heritage and picturesque natural beauty, The Foundations, Portland is a vibrant, regional destination that offers a diverse range of cultural, culinary, community and recreational experiences that make it perfect for a short stay or a more permanent lifestyle change.



PLACE VALUES

The following values are the principles used to guide the planning, design and development of The Foundations. They are the core values and fundamental beliefs of the project team, and will help to determine if the project is on the right path and fulfilling its goals.

HISTORIC

A place that carries a shared heritage, with stories that shape and enrich the social fabric of the community. The Foundations will honour the past and welcome the future.



RESILIENT

Despite historic circumstances, The Foundations is place that has bounced back. Its resilient nature will continue to allow it to thrive for years to come.



INCLUSIVE

The Foundations, Portland will be a welcoming, transparent, inviting and approachable place. The diversity of people, personalities, cultures and work within The Foundations will be distinct and accommodated through its places, spaces and offerings.



PIONEERING

The Foundations is a pioneer in placemaking and community building. It will create destinations, partnerships and provide skills and innovation within the regional economy.



AUTHENTIC

True to the Vision and evolving Community, The Foundations are proud of Portland's working-class roots. The Foundations is a place that is not manufactured, false or copied. It will be a place that leverages off the strengths, qualities and assets that have defined the place and the town.



CREATIVE

The Foundations will inspire experiences and spaces where arts and culture flourish. Artisan aesthetics of crafted places and spaces will inspire and transform the place and people.



COMMUNITY CULTURE

The value of 'providing for us and we provide for you' are qualities of the community that allow for a strong sense of connectedness and social cohesion.



SUSTAINABLE

The Foundations will be a place that positively contributes climatic, health and movement conditions to ensure smart new community development, walkability, enhances local economic development and quality of life.



WELLBEING

The Foundations will be a place that provides for physical, mental and social well-being. It will be a place that encourages active living, access to local amenity, walkable, pedestrian environments that supports arts and cultural experiences.



THE SITE'S PROPOSED HERITAGE STORY



HERITAGE ADAPTATION AND PROGRAMMING



TOURISM

- 1 **DIVERSE EVENTS PROGRAM**
Generous open spaces around the major historic items will play host to an events program which could include historic re-enactments, local art fairs, family open days, walking and photography tours, society visits and musical performances.
- 2 **BOTTLE KILNS VIEWING PLATFORM**
Concluding the heritage trail and offering views to the Powerhouse precinct and across Portland town centre.
- 3 **GLEN MUSEUM AND VISITOR CENTRE**
The relocated Glen Museum will offer a much-loved slice of local history and well-established presence. This reinvigorated building will act as a touristic gateway to the precinct and could be co-located with a visitor centre and amenities.



RECREATION

- 4 **SITE HERITAGE TRAIL**
A walking and cycling accessible route which follows the path of the cementwork's old railway tracks will reinforce the connection between the precincts, and encourage visitation to oldest heritage items in rural-recreational area of the site.



COMMUNITY

- 5 **A LOCAL, SOCIAL VIBRANCY**
Sensitive and reversible interventions could be inserted proximate to the Powerhouse building to bring a 'buzz' to the precinct and provide a fine-grained, 'urban' connection to Portland's high street. A pavilion-type structure would reactivate the space and draw residents in to enjoy it as a new social space.



CULTURE

- 6 **THE POWERHOUSE: A DESTINATION**
The powerhouse and associated boiler house buildings will form a cultural precinct, anchored by 'The Annex' artists' residences. Adaptive reuse will bring the impressive historic buildings back to life and introduce innovative commercial, civic and hospitality uses to the precinct.
- 7 **'PLACE STORY' WAYFINDING**
Engaging wayfinding will playfully reinterpret the site's rich history: offering maps, directions and anecdotes in a complimentary modern material palette.

DRAWING INSPIRATION FROM GLOBAL
BEST PRACTICE HERITAGE INSPIRATIONS



5
Lithgow Living History Group



5
Hartley Historic Site



4
Heritage Open Day
Gulf Station, Vic



6
Steel City Strings, Kiama



6
Performance
Pavilion
Steelstacks, USA



5
Multimedia library in old textile factory
Erstein, France



3
Hill End Heritage Centre



2
Meeker Swamp Viewing Platform



6 1
Carriageworks Arts Centre
in converted rail sheds



4 7
Cockatoo Island
Wayfinding



4
Narrabeen Bush Trail

PILLARS OF PLACE-LED DESIGN

The Foundations holds the potential to become a major regional destination for events and tourism – where industrial heritage, tourism and the great outdoors meet in the centre of a richly layered region. The Foundations Future Framework, Urban Design Report, March 2018, provides strategic framework, place strategy and key design principles to create a place-led master plan for the Site celebrating its unique character, history and qualities within the region.

Unique place qualities of the Site include:

- **Regional Position-** Bordering Central NSW and the Blue Mountains regions, Portland has the opportunity to capitalise on the complimentary characters of the two.
- **Compelling Historic Narrative-** Portland's rich heritage as a production hub and NSW town is kept alive through the Glen Museum's collection. This local resource is to be celebrated and relocated to The Foundations. The buildings and quarry lakes of the Cementworks site are an icon for the town and an intrinsic part of the heritage and fabric of the area.
- **Recreational Opportunities-** Portland offers the relationship between a town centre, event facilities, State Forests and lakes and dams in close proximity. This strong combination could be solidified through the support of existing activities (bushwalking, 4WD, bird watching, food harvesting, sporting events) and the introduction of new ones.
- **Town Centre Proximity-** Proximity and connectivity are the key ingredients for a great place destination. The compact Portland network of the Cementworks site, a well-presented Art Deco shopping centre and Saville Park, provides the opportunity for cross-programming and triangulation.

Portland's industrial heritage, active recreation, engaged community and cultural offerings promise a strong point of difference as a tourist destination and will ensure Portland plays its part to attract visitors from outside the region.



NEIGHBOURHOOD CHARACTER



OPEN SPACE



STREETS



BUILT FORM

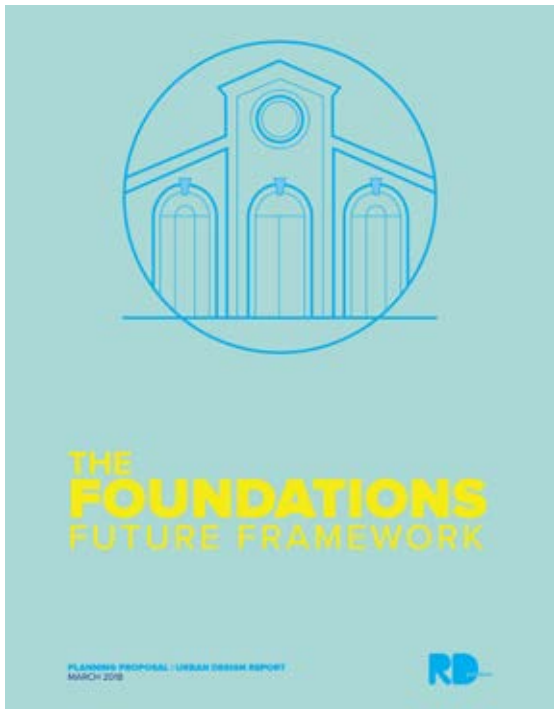


HOUSING DIVERSITY

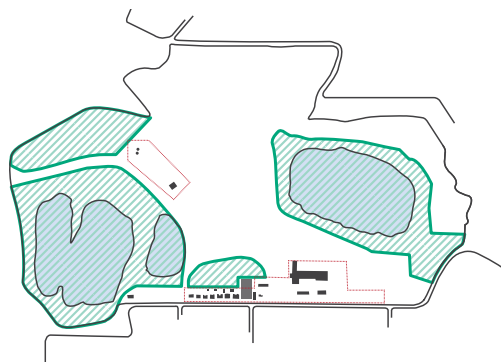


PLACE-MAKING

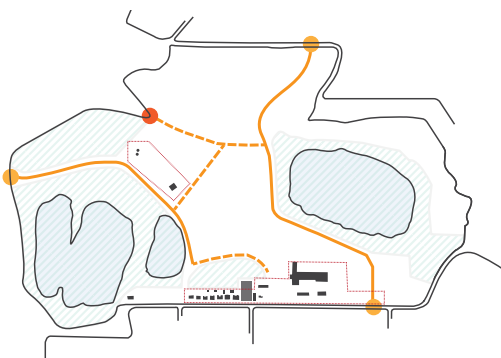
The following Design Moves were also developed as part of the 2018 Urban Design Framework. They are the key drivers for the site and form the basis for this Place-Led Design.



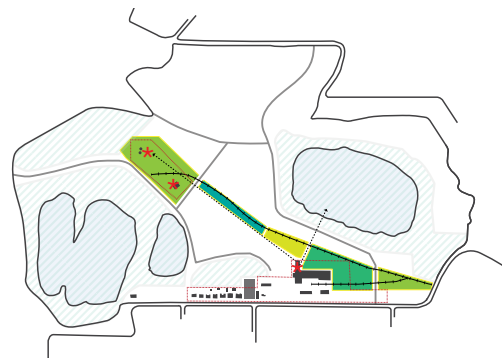
01 PROTECT LANDSCAPE FEATURES



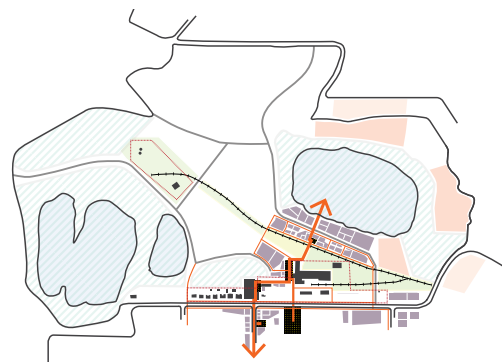
02 CREATE A LEGIBLE MOVEMENT SYSTEM



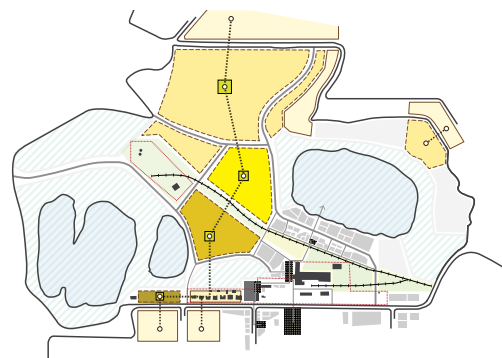
03 VISUALLY CONNECT HERITAGE FEATURES



04 ACTIVATE URBAN ECONOMICS



05 WEAVE IN RESIDENTIAL VILLAGES



01 NEIGHBOURHOOD CHARACTER

THE VISION

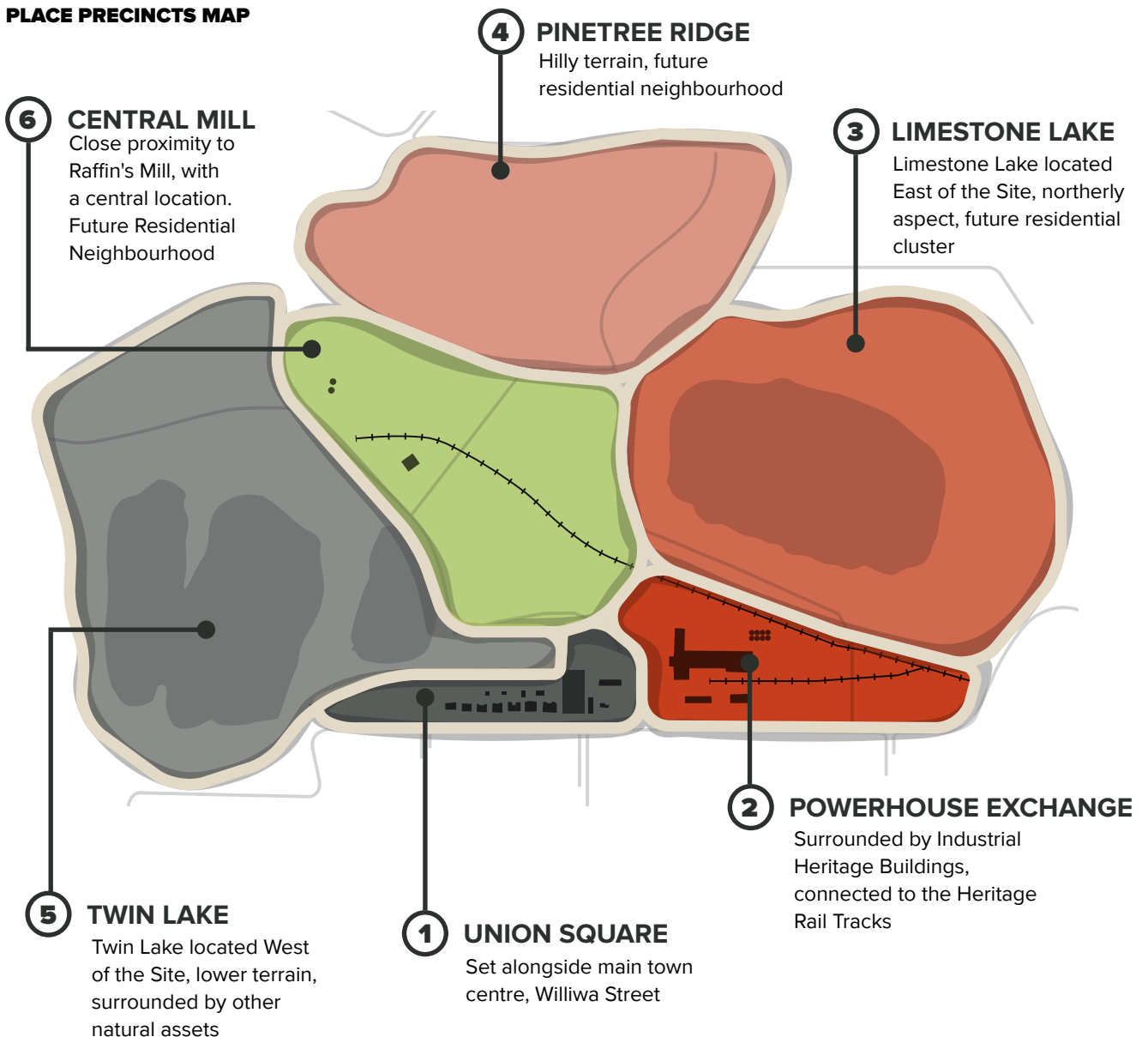
Building on the understanding of physical attributes of The Foundations site, a number of Place Precincts have been established to ensure the character and identity of each precinct is reflective of the look and feel unique to that setting. These distinct Place Precincts have been defined based on geographic, physical and historical attributes including hilly topography, proximity to the existing lakes, historical buildings on site and the town centre.

These Place Precincts will allow the various areas of the site to be easily identifiable in terms of the identity, physical setting, activities and future offerings. These precincts and sub-precinct include:

1. Union Square
2. Powerhouse Exchange
3. Limestone Lake
4. Pinetree Ridge
5. Twin Lake
6. Central Mill

All design principles (built form, open space, streets, etc) should relate back to precinct to reinforce the desired future character.

PLACE PRECINCTS MAP



CONVENTIONAL PRACTICE

Conventional residential development is often characterised by homogeneous suburban areas and 'big box' town centres with limited distinctiveness. The segregation of land uses leads to dormitory suburbs and car dependency, the lack of housing diversity limits the diversity of people, and there are limited opportunities for a mix of uses, smaller independent businesses. Such places lack local identity, diversity, legibility and resilience and a sense of community.

TYPICAL OUTCOMES TO AVOID:

- Places that lack identity, character, or anything that responds to the local context
- Limited variety of housing choices
- Car dependency



A PLACE-LED APPROACH

Place character at a precinct scale is focussed on creating compact, legible and distinct neighbourhoods, each with their own identity, focussed around a local public space. There are diverse housing types and mix of uses, the public spaces have personality and there is a strong sense of community pride and belonging.



KEY BENEFITS



A place-based approach in design can promote 'loveability' – supporting places which people have a sense of ownership over, and which people want to return to.



Place-based character areas create places that are authentic, more meaningful, and more resilient, because they support socially sustainable communities.



Distinctive character areas provide a unique opportunity to create an attractive and drawing community and destination for Portland NSW. The Foundations has the potential to become a renewed visitor and residential scene, with a rich history of an industrial productive use.

01 NEIGHBOURHOOD CHARACTER

NEIGHBOURHOOD STUDY

CENTRAL MILL NEIGHBOURHOOD

The current concept is for a compact residential neighbourhood (200m radius) focussed around the linear green space (heritage rail line), with view corridors and links to the lakes on either side and to the mixed-use Powerhouse Exchange precinct. There are a mix of housing types including typologies for live-work spaces. The size, structure, connectivity and character definition of this precinct is considered a best practice approach that would create a highly desirable community-focussed village environment and a unique value proposition for the area. The neighbourhood performance, or key land budget metrics, is comparable to our award-winning projects built around the country.

Precinct Area: 9.81ha

Open Space: 1.26ha (13%)

Streets: 3.08ha (31%)

Net Saleable Area: 5.47ha (56%)

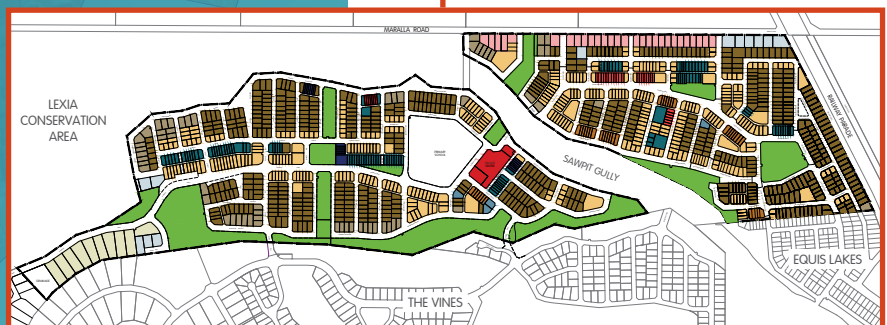
* note the metrics above are based on almost all lots being serviced with rear laneways. Saleable land area could increase 5-8% with reductions in laneways .



ELLENBROOK, WA



Annies Landing: 116ha
 Open Space: 16.7ha (15%)
 Streets: 23.2ha (20%)
 Net Saleable Area: 76.1ha (65%)



MICRO NEIGHBOURHOODS

An even more progressive 'next practice' approach is possible, which creates a series of 'micro neighbourhoods' or 'pocket neighbourhoods' comprising 10-20 lots around a small communal space. This approach replaces the rear laneways and backyards with communal open spaces which can create an even more distinctive series of villages, each with their own nuanced character, housing mix, open space design and strong sense of community connection. The removal of laneways can represent a cost saving and the increased open space adds greater value. The smaller lots can accommodate similar sized houses to the option above, but the smaller lot sizes can be pitched as either an affordable, or conversely a premium product.



DANIELSON GROVE, SEATTLE



GREENWOOD AVENUE COTTAGES, SEATTLE



CONCORD RIVERWALK, MASSACHUSETTS



02 OPEN SPACES

THE VISION

The open space vision for The Foundations is to build off the current site attributes to provide a wide range of parks and spaces open to the broader community from natural areas, lakes, urban spaces and event spaces, through to local neighbourhood parks. The key principles include:

- Enhance and protect view corridors to water bodies and landscape features
- Protect significant vegetation clusters and create pocket parks with green emphasis
- Treat water's edge sensitively and ensure unbroken communal access

The open spaces also provide the opportunity for productive community uses such as community farms which not only generates local produce but facilitates strong social cohesion.



CONVENTIONAL PRACTICE

Open space in conventional suburbs typically comprises neighbourhood parks (5,000 - 10,000 sqm) and playing fields which often lack diversity, identity sense of place and the intimacy found in great cities.

TYPICAL OUTCOMES TO AVOID:

- Lack of open space diversity
- Lack of distinct place character to open space
- Limited range of activities for the community
- Lack of shade and facilities
- Lack of distinctive/ unique designs
- Lack of invitations for social interaction
- Limited impact on health and wellbeing
- Lack of residential density and activation of public spaces
- Sub-optimal return on investment in public space.

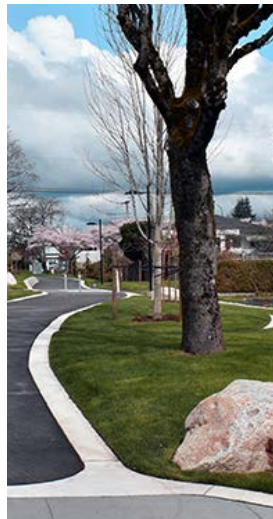


02 OPEN SPACES

A PLACE-LED APPROACH

Every community is diverse in its character and needs, so parks and open spaces that are equally diverse will meet a wide range of those needs, whilst also being unique in their particular character. Planning and design of open spaces play a significant role in preserving and enhancing that identity and diversity.

Well used and much loved public open spaces are invariably those that are easily accessible to all members of the community.



KEY BENEFITS



Improving health by encouraging residents to lead active lives, including walking, cycling and engagement with nature.



Enabling social connections by providing opportunities for people to connect with others in the community.



Enhancing distinctive neighbourhood character and place differentiation.

EQUITABLE ACCESS

Design Guidance/ Benefits

- Every home within a walkable distance (200m) of open space
- Easy access for people with disability
- Increasing the mental and physical wellbeing of all residents
- Supporting more active and equitable communities with stronger sense of community

DIVERSITY

Design Guidance/ Benefits

- Different types of parks and open spaces (size and function)
- Multi functional and flexible open spaces which allow for a range of users
- Providing facilities that cater to or are adaptable to a range of age groups and cultural backgrounds
- Seasonal variation to provide a diversity of experience all year round



PLAZA

Design Guidance/ benefits

- A public plaza as a space to reflect and reinforce the character of the precinct
- Providing focus for public events, celebrations and tourism
- Providing a more dynamic and coherent urban environment by creating active uses and connection to the surrounding buildings



URBAN AGRICULTURE

Design Guidance/ benefits

- Community development- affirming identity and active citizenship
- Creating local goods and services
- Building an alternative economy
- Promoting mental health and physical activity
- Generating sustainable tourism
- Diversifying parks for a sustainable neighbourhood



RECREATIONAL OPEN SPACE

Design Guidance/ benefits

- Protecting the existing natural values, biodiversity and landscape character
- Improving mental and physical health
- Offering recreation opportunities that are inclusive of all members of the community, whatever the age, gender, socioeconomic or cultural background

02 OPEN SPACES

OPEN SPACE VALUE ANALYSIS

CLOVERTON, VIC

CONVENTIONAL



+OPEN SPACE + MEDIUM DENSITY



BEST PRACTICE OPEN SPACE FRONTAGE: TRILITH, GEORGIA



**LEAKES ROAD,
WYNDHAM CITY, VIC**

OPEN SPACE



**THE FOUNDATIONS,
PORTLAND**

MAXIMISING PARK FRONTAGES



Indicative yield: 201 (in residential zone)

Homes with park frontage: 123 (61%)

61% LOTS WITH PARK FRONTAGE

A greater investment in open space creates a setting for increased residential densities, greater housing diversity

03 STREETS

THE VISION

The Foundations will provide a variety of street types that respond to the village character, prioritise pedestrian movements over cars, and encourage a slow speed environment that is safe for all ages. The streets will contribute to the character of the area with distinctive planting, street furniture, and connections into the wider active travel path network.



CONVENTIONAL PRACTICE

Conventional street typologies are designed to prioritise quick and efficient moving of motor vehicles over pedestrians and cyclists through wide, gently sweeping streets with limited or no obstacles to slow traffic speed. These wider and faster streets are more challenging for pedestrians to cross quickly and safely. Wide streets are also prone to the 'urban heat island effect' with greater unshaded asphalt radiating heat to the surrounding area. This can be greatly reduced with narrower carriageways and regular planting of large shade trees.

TYPICAL OUTCOMES TO AVOID:

- Wide carriageways with inadequate size and frequency of trees to provide sufficient shade coverage
- Identical street widths, characters, types, provide 'a one size fits all' rather than tailored to the neighbourhood scale and character
- Inefficient road reserve widths reduce available developable land
- Lack of pedestrian / cycle paths forces people to either walk unsafely on the road or drive, enforcing reliance on vehicles
- Wide intersections are slower and more dangerous for pedestrians to cross



03 STREETS




A PLACE-LED APPROACH

In areas of high pedestrian activity, street types should be provided that use elements to provide visual clues to vehicle drivers to drive slowly. This can be through road surface materials that provide audible feedback, increased street furniture closer to the carriageway, yield streets, and any elements that cause visual / physical friction to cause drivers to slow down.

To encourage high use of the active travel network the streets need to include a mix of footpaths and combined cycle / foot shared paths. They need to have sufficient shade coverage to make them enjoyable during summer. Intersections should be designed so the footpaths have a direct line of travel with the shortest journey across tarmac.



KEY BENEFITS

-  Greater sense of safety and walkability within the neighbourhood
-  Provides variety of streetscapes and character areas
-  Mental and physical health benefits by promoting walking and physical activity

TRAFFIC CALMED

Design Guidance

- Provide narrow travel lanes to cause friction between moving vehicles to slow them,
- Offsets in the middle of long straight travel lanes slow vehicles without the need for speed bumps
- Street furniture, trees, and lights provide visual clues to drivers to drive slower and safer with pedestrians around

MULTI-PURPOSE STREETS

Design Guidance

- Laneways - service access / pedestrian mews are spaces for vehicles and people and should have a welcoming characteristic
- Provide shared zones in areas of high pedestrian activity to encourage slow vehicle movements and prioritise walking / active travel



TIGHTER KERB RADII

Design Guidance

- Vehicles are required to drive slower around tighter corners which creates a safe slow speed environment for pedestrians



NARROWED INTERSECTIONS

Design Guidance

- Reduced carriageway widths at intersections creates a safer environment for pedestrians with less road to cross
- On-street parking is safer with reduced chances of accidents on corners



INDENTED ON-STREET PARKING

Design Guidance

- Provide tree pits between indented on-street parking to slow traffic and increase shade coverage to reduce the 'heat island effect'

03 STREETS

STREET STUDY



CONVENTIONAL APPROACH

- 20m wide main streets
- 16m wide local streets
- 9m laneways

Road Reserves: 2.7 ha (28%)



GREEN STREETS APPROACH

- 16m wide main streets
- 8m wide green streets
- 7m laneways

Road Reserves: 1.6 ha (16%)



SMALL STREETS APPROACH

- 16m wide main streets
- 12m wide local streets
- 5m laneways

Road Reserves: 2.0 ha (20%)



SHARED STREETS APPROACH

- 16m main streets
- 12m wide local streets
- 7m wide laneways

Road Reserves: 2.1 ha (21%)



TRILITH, GEORGIA



KENSINGTON, LONDON



ABODE HOUSING, GREAT KNEIGHTON



SURRY HILLS, SYDNEY



VAUBAN, GERMANY

04 BUILT FORM

THE VISION

The aspiration to connect with the rural village character at The Foundations extends to the built form. Elements such as pitched roofs, verandahs, windows, articulated massing and facades, materials, colours, fencing all contribute significantly. Its not simply about an aesthetic but is a critical part of establishing the human scale, visual interest and connection between public and private which contribute to the village character.



CONVENTIONAL PRACTICE

Too often new residential areas develop with a homogeneous, suburban look and feel that is indistinguishable between suburbs and even cities. The negative impact of this is particularly noticeable in regional locations that have a strong rural heritage character such as Portland, where such developments appear out of context with the existing town.

TYPICAL OUTCOMES TO AVOID:

- Monotonous and repetitive housing, or so variable that there is no rhythm.
- Poor relationship to streets and spaces and blank façades along secondary frontages.
- Excessive bulk and massing with insufficient space for landscape and trees creates a 'sea of roofs'.
- Lack of articulation and verandahs, low roof pitches, blank facades and poor materiality creates little interest and character.
- Closed fencing, or lack of fencing/ interfaces that create undefined and unwelcoming public domains. Inconsistent materials and colours that are out of context with its surrounds.



04 BUILT FORM

A PLACE-LED APPROACH

Creating cohesive, harmonious, balanced streetscapes provides more attractive and interesting neighbourhoods. This is achieved by focusing on key elements of built form that can be slightly tweaked to achieve better results and greater sense of character. Design Guidelines or controls can be used to ensure that the built form creates the desired outcome.

KEY BENEFITS



Encourage walking by providing a more attractive environment with cohesive streetscapes



Greater sense of safety by addressing the street



Provides consistency between different types of housing



FACADE DESIGN

Design Guidance

- Ensure building façades are articulated to complement and enhance the streetscape and neighbourhood character
- Encourage contemporary and innovative design to establish a preferred neighbourhood character in new and transitional residential areas
- Use articulation to avoid excessively long blank walls, particularly to end terraces and corner lots



ROOFSCAPE

Design Guidance

- Higher pitched roofs provide greater presence to built form, and help buildings address the street



FENCING AND LANDSCAPE

Design Guidance

- Low hedges and fences along the front and side boundaries help define public and private spaces without reducing opportunities for passive surveillance of the street
- Corner lots with Principal Private Open Space that fronts the side street should include fences that have some level of transparency to avoid long blank walls to the street.



MATERIALS AND COLOURS

Design Guidance

- Materials should be robust and not be visible as a 'veneer' on a single facade by ensuring they wrap around corners
- To create a cohesive streetscape, the amount of materials used on individual buildings should be limited.
- Provide neutral or natural materials that blend into the landscape



GARAGES / DRIVEWAYS

Design Guidance

- Garages should be set back significantly from the main portion of the building to reduce their dominance in the street
- Driveway widths should be reduced where possible to limit the amount of hard surfaces that can reflect heat into buildings and surrounds
- Rear loaded properties with garages on laneways are encouraged to provide a studio apartment above the garage for passive surveillance

05 HOUSING DIVERSITY

THE VISION

The Foundations will provide a variety of housing choices including types not currently available in Portland, which will service the needs of the current and future population in line with Council's forecasts and strategic planning to service a diverse community. The housing choices will provide people with different needs the opportunity to live in the area, and stay within the area as their needs change.

Housing diversity will include larger rural lots, to a variety of traditional detached housing, cottages,

narrow terraces, live-work formats, studios above garages, and a mix of front and rear loaded, and sizes from 2-4 bedrooms,

The housing typologies will be distributed in relation to the defined character areas and interface with neighbouring areas. A transect approach is used to transition from large lifestyle blocks at the peripheral natural areas and steeper lands to traditional and smaller lots in the central precinct, focussed around the amenity of parks and mixed use areas.



CONVENTIONAL PRACTICE

Many lower density residential developments provide only two housing typologies - traditional detached housing and one type of townhouse. Reduced choices in housing types limits the market appeal and therefore is less resilient to market changes. Housing needs may also change depending on work (eg. home offices, or live-work studios). Reduced choices can also limit the ability to age in place as households change in size and needs.

TYPICAL OUTCOMES TO AVOID:

- Limited range of lot sizes and housing types
- Lack of live-work options
- Lack of appropriate transitions between housing types.
- Inflexible master plans and controls that do not allow responses to market conditions

By the year 2036 it is expected that **two in every three homes** in the LGA will have only **one or two occupants** being couples without children or lone person households. A significant number of these homes will be occupied by persons over the age of 60. Therefore, **more one- and two-bedroom homes and smaller homes such as secondary dwellings, dual occupancies and townhouse/villas on smaller lots will be needed, having good access to town infrastructure and services.**

- Lithgow 2040 Local Strategic Planning Statement



05 HOUSING DIVERSITY

A PLACE-LED APPROACH

A wide range of housing choices provides the greatest opportunities to move into the community. This also allows residents the opportunity to stay in the community as their life changes and to 'age in place' by moving through the different options available.

OUTCOMES:

- Ability to 'Age in Place' by moving into different housing typologies within the same community as your life changes
- Provides appropriate interfaces to surrounding areas e.g. lifestyle lots interfacing with rural land
- Creates a central focused hub of activity around areas of high amenity
- Caters for alternative work opportunities, by providing live-work spaces
- Provides affordable housing opportunities by encouraging areas of smaller dwellings
- Provides areas of traditional family lots

KEY BENEFITS



Smaller lots and the mix of compatible uses around town centres provides higher densities in an environment where residents can easily reach key destinations by walking and cycling. This will result in a more active community and reduction in the likelihood of obesity



Strong social networks and bonds arise from a diversity of income and ages

A diverse neighbourhood supports a more vibrant community

Opportunity for direct interface with open space, and increase overlooking and safety of open spaces



Lifecycle housing allows people to move within their neighbourhood without leaving established social networks



A diversity of housing types can quickly respond to potential changes in market demand

More affordable housing options will attract first home buyers and younger generation



DUAL OCCUPANCY



STUDIO ABOVE GARAGE



LIFESTYLE LOTS



LIVE-WORK



SMALL LOTS



SMALL LOTS



TRADITIONAL LOTS

05 HOUSING DIVERSITY

CASE STUDY

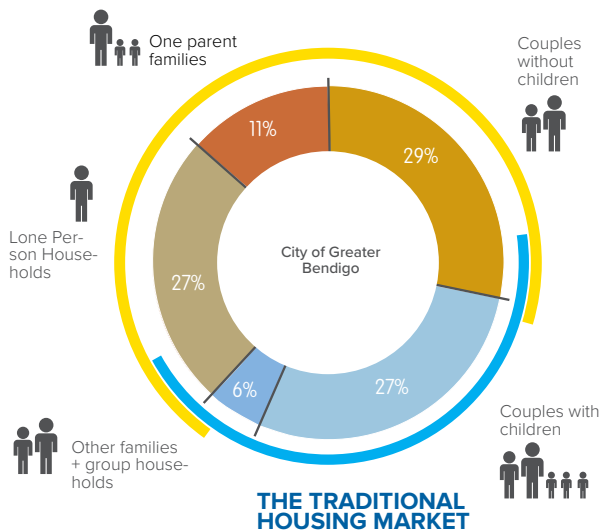
BENDIGO, VIC



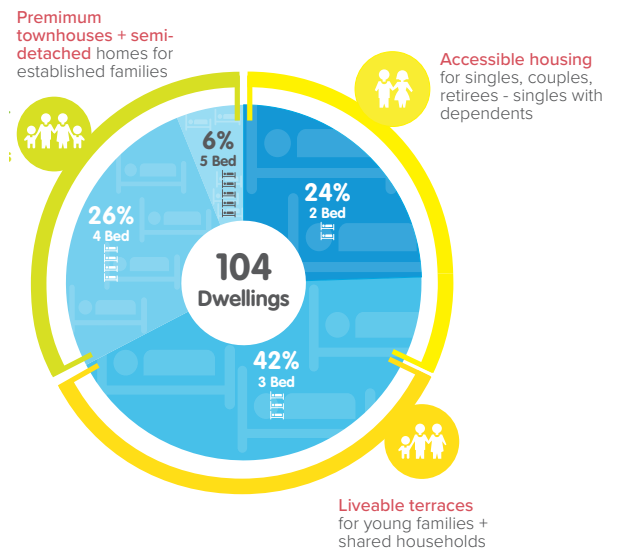
Genuine housing diversity inviting a broad spectrum of the community to the neighbourhood.



The compact housing market:



Proposed housing mix:



CASE STUDY

ELLENBROOK, WA



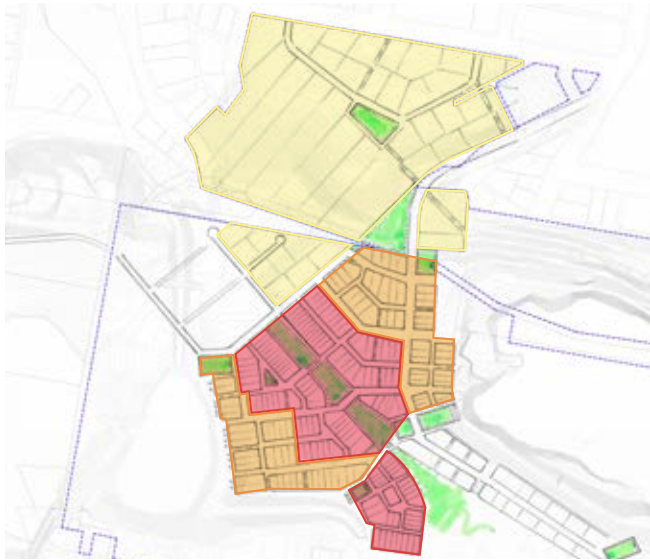
MICRO LOTS

The innovation/unique features of the Verge Micro housing at Ellenbrook:

- The Verge Micro affordability delivers a land and housing package under \$300,000.00. This being a price point that a mortgage can be serviced by the average first homebuyers wage, which is just under \$60,000.00;
- The delivery of Verge Micro broadens the range of urban housing types available within the Ellenbrook town centre and complements the other new forms of housing:
 - 4.5m x 28m (Terrace)
 - 6m x 28m (Terrace)
 - Maisonettes
 - Multiple dwellings (apartments)
 - Over 55's – retirement housing
- The traditional household comprising two parents and their children, is no longer the predominant form of family. The Verge Micro delivers an alternative, affordable urban housing option that caters for the growing proportion of 1-2-person households;
- By providing for housing choice, residents will be able to remain within the community as their housing needs change and a stable community where strong relations can continue to grow.
- The Verge Micro being a green title version of a 2 bedroom apartment with a greater living area while being delivered at an affordable price point.
- The Verge Micro provides a green title from of affordable living that allows purchasers a greater chance of securing finance.
- The Verge Micro is the first green title house and land package that offers an attractive and affordable alternative to apartment style living.

05 HOUSING DIVERSITY

HOUSING DIVERSITY STUDY



HOUSING DIVERSITY

The concept lot and housing diversity performance is very good when benchmarked against master planned communities in regional areas.

Large lots	Large lots	>1000sqm	10-15%
	Lifestyle lots	800-1000sqm	8-10%
Traditional lots	Family lots	600-800sqm	5-10%
	Traditional lots	450-600sqm	8-10%
Small lots	Cottage lots	300-450sqm	20-25%
	Townhouses	125-300sqm	25-30%
	Micro lots	80-125sqm	10-13%
	Live/work Terrace style dwellings		

CASE STUDIES



1. ELLENBROOK, WA

Family lots	600-800sqm	1%
Traditional lots	450-600sqm	40%
Cottage lots	300-450sqm	47%
Townhouses	125-300sqm	12%



2. WHITE ROCK, QLD

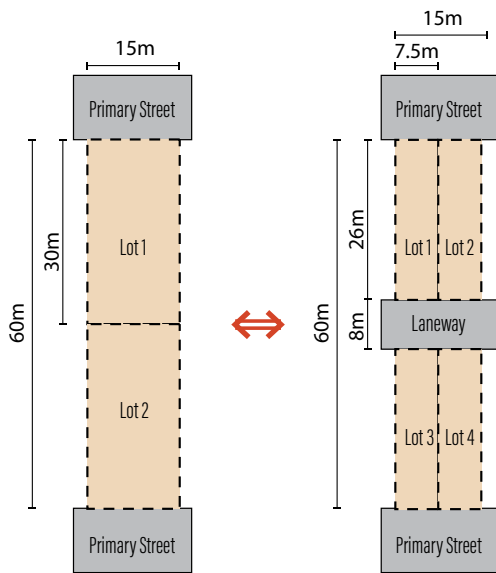
Duplex	225sqm	7%
Courtyard Lots2	450-600sqm	13%
Courtyard Lots1	400-450sqm	32%
Villa lots	300-400sqm	19%
Townhouses	225-300sqm	29%



3. RIPLEY VALEY, QLD

Family lots	600-800sqm	22%
Traditional lots	450-600sqm	41%
Cottage lots	300-450sqm	12%
Townhouses	125-300sqm	14%

A FLEXIBLE APPROACH



The concept layout can be adapted to accommodate different lot mix and types in response to the market, without changing street layout. As demonstrated below the same street block can accommodate traditional front loaded lots, rear loaded cottages and terraces, or even micro lots. With a flexible DCP the lot mix can be decided closer to the delivery of each stage to reflect market sounding.

VALUE IN DEPTH



Our master plan and subdivision design approach aims to create 'value in depth'. Knowing that frontage to parks, views and amenities adds value, we maximise these frontages. But we also add value to interior lots located further from amenity by aligning streets to create view corridors, providing more houses with view opportunities. We also offset front lot boundaries to create 'second corner' lots that have corner views, despite not being on the corner. These add value to the individual lots, and also add more interest and character to the streets and enhance the experience moving around the village, adding overall place value.

← Views to amenity

● Second corners

06 PLACE MAKING

THE VISION

Renewal of The Foundations site presents a unique opportunity to address the ongoing decline of Portland - re-positioning it within the region and renewing its identity.

Placemaking is all about creating meaning and authenticity. The identified Place Precincts will allow the various areas of the site to be easily identifiable in terms of the identity, physical setting, activities and future offerings.

Building on the understanding of physical attributes of The Foundations site, a number of Place Precincts have been established to ensure the character and identity of each precinct is reflective of the look and feel unique to that setting. These distinct Place Precincts have been defined based on geographic, physical and historical attributes including hilly topography, proximity to the existing lakes, historical buildings on site and the town centre.

These Place Precincts will allow the various areas of the site to be easily identifiable in terms of the identity, physical setting, activities and future offerings.

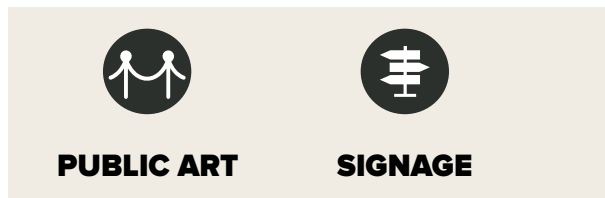
The Place Activation Strategy provides guidance on a variety of place activation opportunities based on the established place precincts, regional and local positioning, best practice case studies, leveraging site assets, market research and identifying current and future user groups to anticipate their needs.

This Strategy will be a pragmatic and practical guide for the team to utilise for early to long term activation renewal decision making.

This allows for a more curated and tailored approach to establishing a place-specific responses. The following sub precincts have been established based on distinct environmental, social and cultural features of the site.



CONVENTIONAL PRACTICE



Conventional developments typically approach place-making with a limited palette such as naming, signage and occasional public art. It is often superficial, doesn't do justice to the heritage and culture of a place, and does little to activate spaces and enhance character in a meaningful way.

TYPICAL OUTCOMES TO AVOID:

- Public places that do not attract people and offer limited range of activities for the full community
- Places that lack identity, local character and authenticity in design
- Insufficient gathering points and community facilities
- Superficial place branding
- Poor frontages including blank walls or dead zones around the edges of a place
- Lack of sense of community and attachment



PLACE-LED APPROACH



A place-led approach considers all facets of the place such as heritage, culture, activity, community, land uses and facilities to create meaningful and memorable connections to place that are inclusive to the whole community, generate ongoing activity and creates a destination of lasting value.

06 PLACE MAKING

MAKING PORTLAND A DESTINATION



RECREATION



ART & CULTURE



RETAIL & STAY

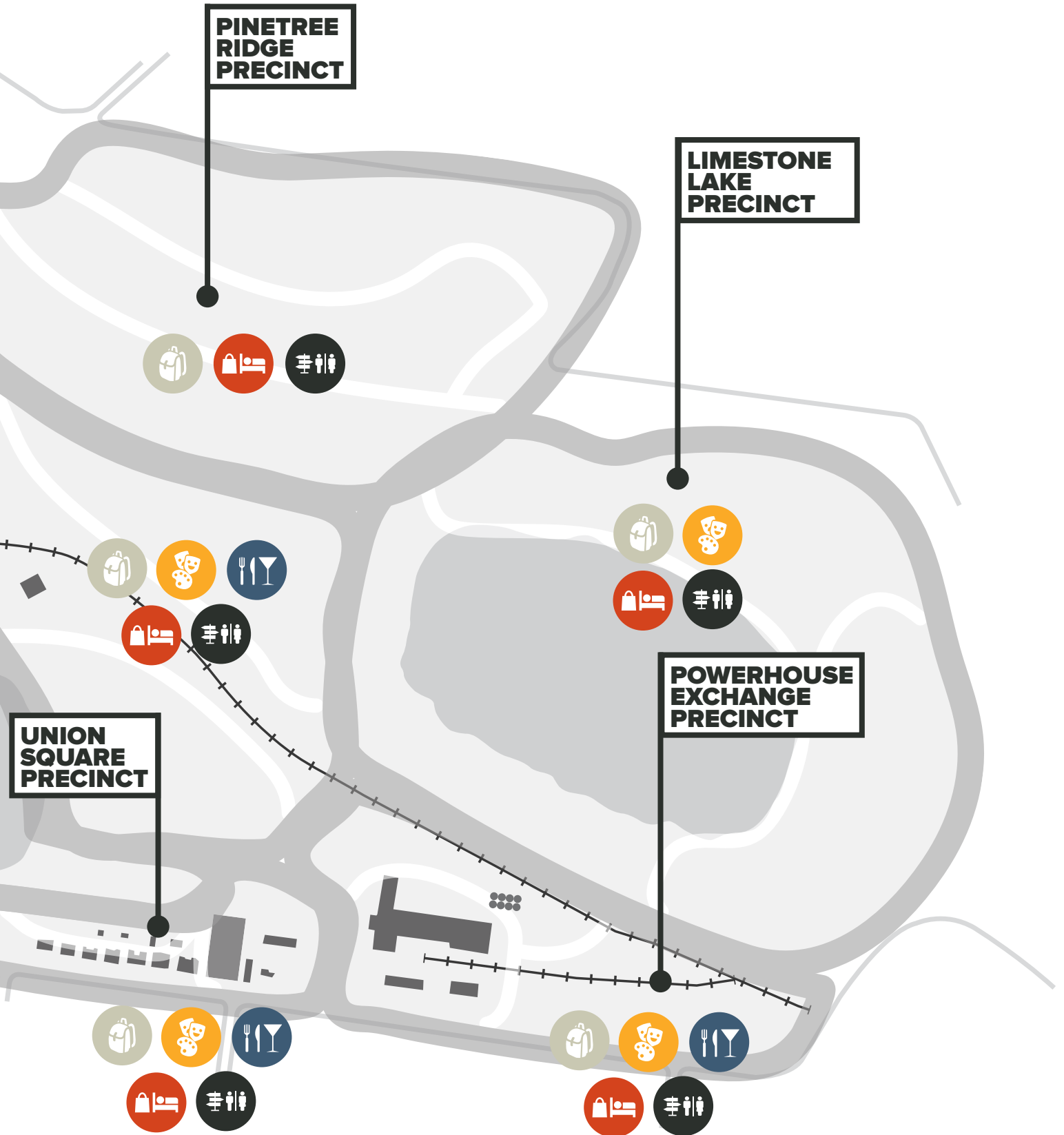


FOOD & HOSPITALITY



AMENITIES





NOT TO SCALE

CONCLUSION

The Foundations is on track to become an exemplar place-led project. From the investment in place activation, through to the place-led master plan, and now more detailed design, The Foundations has immense opportunity to create a distinctively unique place that not only enhances but transforms the existing town.

To realise the vision, it is vital to embed a place-led approach into the design and the controls that will guide development.

There are many benefits of a place-led approach including the creation of more distinctive places, stronger brand and identity and attraction to place and more enjoyable and memorable places to live and visit - all of which add economic, social and cultural value.

The policy environment in NSW is also heavily focussed on place outcomes, including the Government Architect's Better Placed, TfNSW's Movement and Place Framework, and DPIE's draft Design and Place SEPP, all of which support place-led design approaches.

Despite the value and state-level policy support for place-led design, there are risks and challenges compared to more conventional approaches. This is primarily associated with the level of support from Council from planning through to engineering, particularly with respect to housing diversity policies, lot layout, street design and open space planning.

To help address the risks, this report provides a brief overview of six key elements of place-led design, how these relate to the vision for The Foundations, successfully implemented examples and the value proposition compared to a conventional practice. That is, it presents the case for place.

The purpose is to provide a greater understanding of place-led design and how it can be achieved to garner the support of approval authorities for the proposed design in line with the vision.





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