

AMENDED ARCHITECTURAL PACK – MGS ARCHITECTS

An architectural rendering of a modern multi-story building complex. The building features a mix of brickwork and large glass windows. It has several balconies with metal railings and some greenery. The ground floor appears to be a commercial or public space with large glass entrances. In the foreground, there are parked cars, a few people walking, and a person on a bicycle. A tall, thin chimney is visible in the background. The overall scene is set in an urban environment with trees and a clear sky.

Hoffman Brickpress

Brickpress Interpretation Centre and Apartments

Architectural Package

Prepared by MGS Architects
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Ninety Four Feet Property Development and
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1.0 Introduction

The proposed 7 storey future development is located on the corner of Brickworks Drive and Dawson Street. An 8th storey comprises of a lift lobby and internal staircase providing access to the common roof garden and urban farm taking advantage of the views to city.

The new building houses a mix of programmes including a dedicated heritage interpretation centre, a commercial restaurant/ cafe, co-work/ community bookable office/ meeting space, and residential apartments. Community-centred development with a historical significance is designed to provide high level pedestrian priority and improved streetscape. The development will also deliver significant, high-quality community benefits in the form of a managed heritage interpretation space that is open to the public for extended hours, community workspaces and landscape improvements to the broader precinct.

The architecture takes measures to respect the heritage overlay on site, the existing buildings and to reduce the visual bulk of upper levels. The material palette for the external cladding is inspired by the Hoffman Brickworks industrial heritage and the surrounding architectural language. Materials comprise of red brick recycled from the existing buildings and profiled galvanised steel sheet metal cladding. Upper levels accommodating the apartment dwellings are clad with a combination of mesh metal sheeting and powder coated sheet metal to break the facade visually and be less intrusive to the surrounding built environment. The built form will have minimal amenity impact on any neighbouring properties due to its interfacing streets to the south and west.

The proposal is well positioned to accommodate increased yield and building height do to its excellent connectivity to transport, open space, retail amenities and educational and community assets, and will make a positive contribution towards to local amenity and communicating to locals and visitors the impressive historic use of the site.



View to the proposed development from Dawson Street (looking north-west)



Existing Site Images

2.0 Context & Locality

The site is located within central Brunswick, approximate 6km from Melbourne CBD. The locality enjoys the following conveniences:

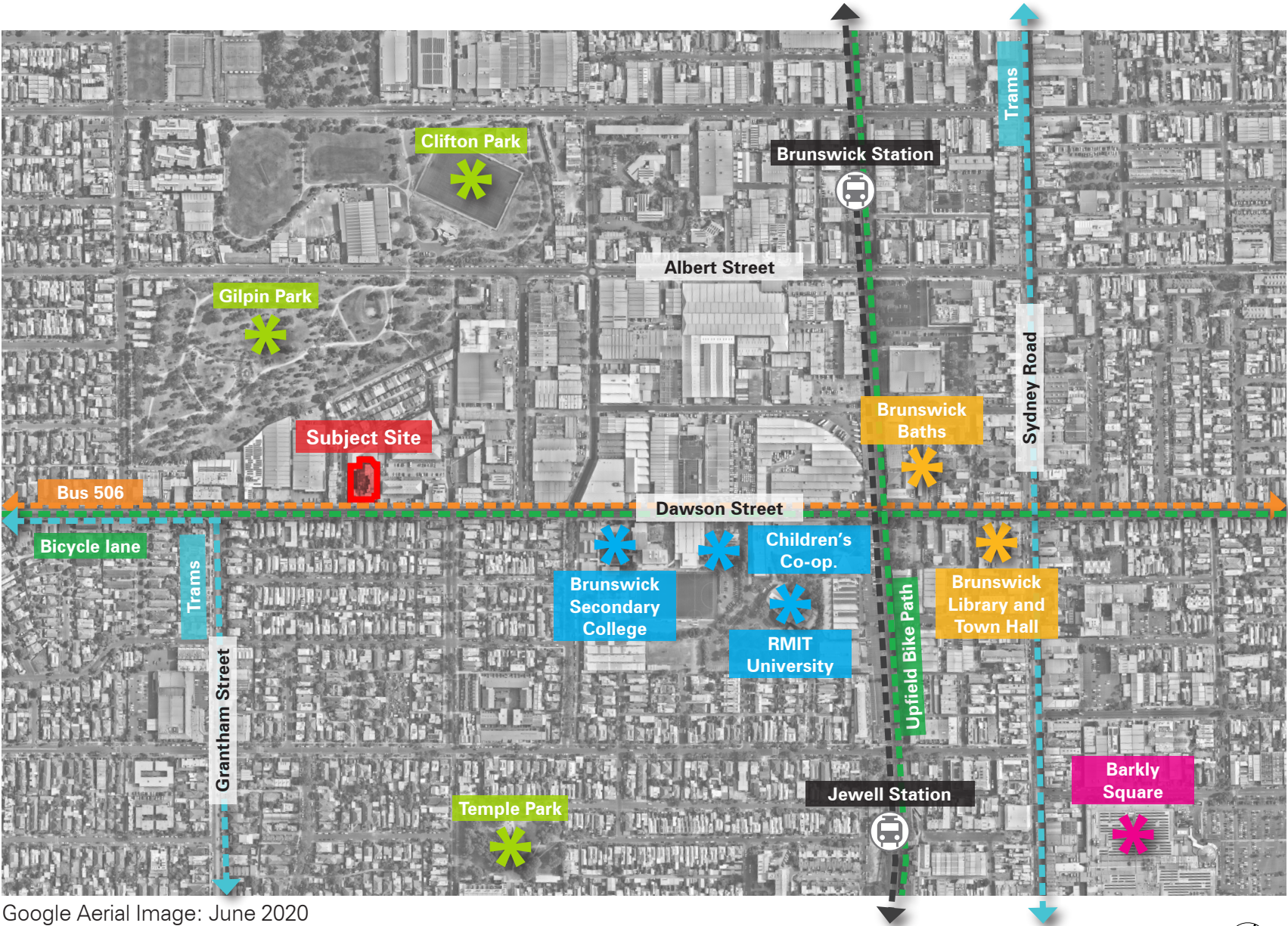
Transport/ connectivity; The nearest train station is Brunswick Station (approximately 770m (or 10 minute walk). Jewell Station is marginally further at a distance of 820 metres. Dawson Street is also serviced by Bus 506 which provides access from Westgarth Station to Moonee Ponds. Trams to the City and Coburg are available on Grantham Street approximately 190m west of the site (tram 58 from Toorak to West Coburg) and Sydney Road approximately 870m east of the site. Dawson Street includes separated bicycle lanes in both directions that provide convenient access to bicycle networks including the Upfield Bike Path and the popular Sydney Road/ Royal Parade networks that provide convenient access to the City and northern suburbs.

Open space; The site enjoy convenient access to high-quality public open spaces including Gilpin Park (comprising passive open space and children’s play equipment) 120m to the north, Clifton Park (comprising sports/ playing fields and skate park) approximately 300m to the north. Also within walking distance is Temple Park (passive open space and children’s play equipment) approximately 400 metres to the south.

Schools and education; The site is excellently serviced with convenient access to schools including Brunswick Secondary College (approximately 300m to the west) and Brunswick South West Primary (approximately 720m to the west). Also in close proximity are Dawson Street Children’s Co-operative childcare centre and the RMIT University Brunswick campus.

Community; Located on Dawson Street, approximately 700m-800mto the east of the site are Brunswick Baths and Brunswick Library and Town Hall.

Shopping; Within 10 minutes’ walk are the conveniences of Sydney Road shops, cafés and businesses. The nearest supermarket is Woolworth located approximately 750m to the east of the site. Also within 1km is Barkley Square Shopping Centre.



Google Aerial Image: June 2020

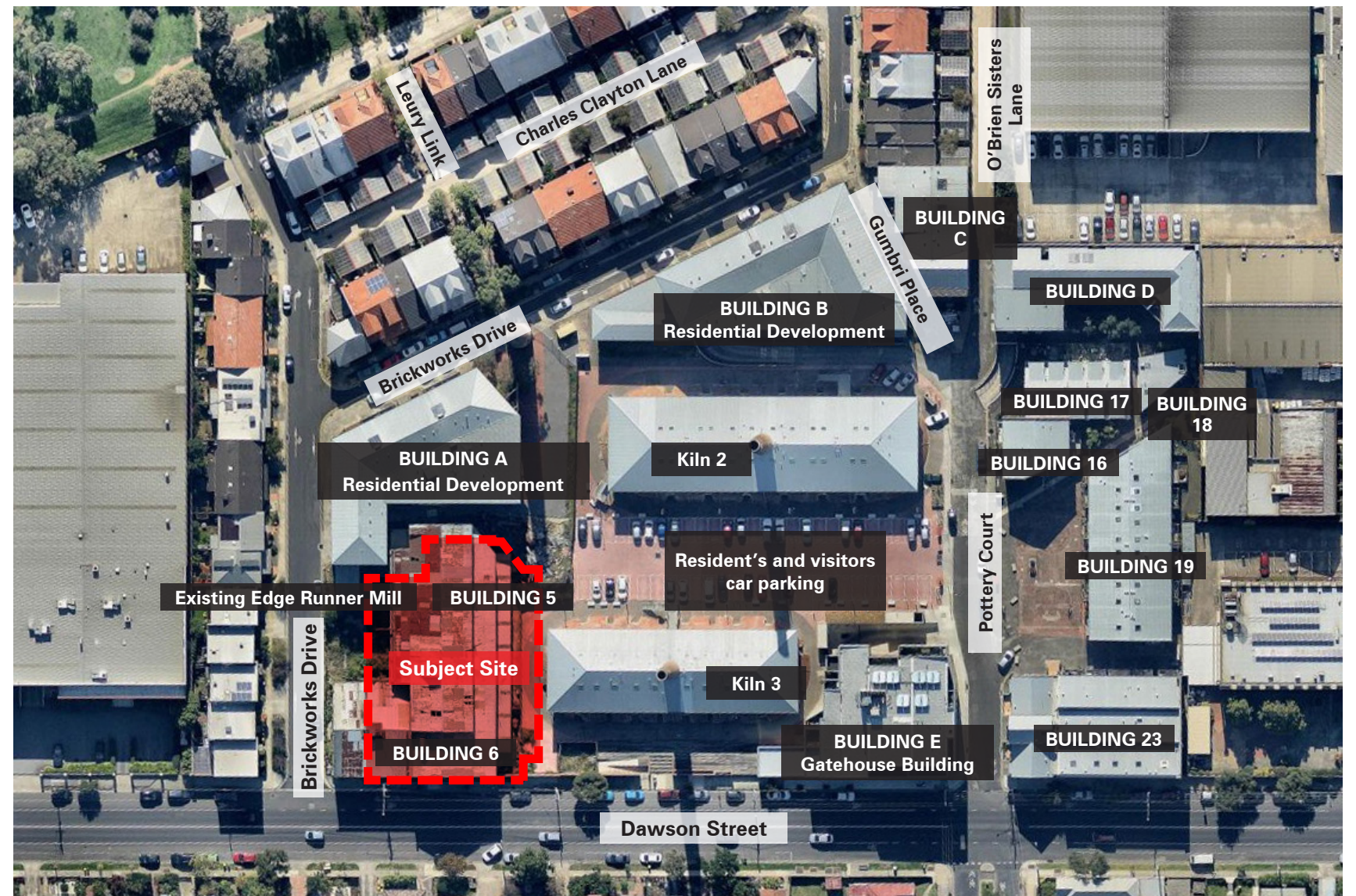
2.1 The Site

The subject site is located corner of Dawson St and Brickworks Drive. Site Address: 103 Brickworks Drive Brunswick, VIC 3056.

Total site area (whole of landholding) is 5,446m²

The site is presently occupied by two buildings. One is constructed with brick while the adjacent building is constructed using large timber members and clad externally with corrugated iron cladding, accommodating 7 brick presses. A edge runner mill is located to the rear of the site. The intention is to relocate the existing brick presses and edge runner mill and incorporate into the architectural scheme.

There is no notable vegetation on site.



Aerial Site Plan



2.2 Built Form and Character

Dawson Street

Dawson Street serves as a key connector street providing east-west connectivity from Fitzroy North, through Brunswick to Moonee Ponds. Whilst only catering for a single land in each direction, Dawson Street is a relatively wide street comprising continuous on-street bicycle lanes and parallel on-street car parking on either side. The width of road creates a reasonable separation from properties to the south.

The character of built form and land uses on the street also varies considerably. The southern side of the Dawson Street, in proximity to the site, is generally single and double storey detached/semi-detached and low rise unit residential. The northern side of Dawson Street is more varied in character and use with built form varying in scale from two storey through to 4.5 storeys. Within the Brickworks precinct, the tallest forms are the historic brick chimneys.

To the east and the west of the Brickworks precinct, uses include predominantly light industrial, warehousing and commercial uses across varying, but relatively large landholdings. Given the proximity to amenity and local services, it would be reasonable to expect that these sites would be attractive for future redevelopment and density of uses, and that this future development would significantly alter the character and scale of built form in the precinct.

Brickworks Drive

Brickworks Drive is a two lane road with nature strip on the western side of the road. There is currently no footpath adjacent to the site on the eastern side of Brickworks Drive.

In proximity to the site, the western interface includes 2 storey town-houses. Towards Dawson Street, these are characteristically sawtooth in roof profile which increases their visual height to almost 3 storeys at the apex of the roof. To the north, immediately abutting the site is a 4 storey residential development that is elevated over a semi-basement.



Existing Site Character Images

2.3 Streetscape and Built Form



View A from Dawson Street - Subject Site, looking North



View B from Dawson Street

