

# Wardle



# Stockland



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# 79-81 Victoria Parade, Collingwood

# Design Response Report

We acknowledge the Wurundjeri Woi-wurrung People of the Kulin Nation as the Traditional Custodians of the land at 79-81 Victoria Parade, Collingwood.

We pay our respects to their Elders past and present.

Issue History:

01	12/12/25	Draft for Review
02	18/12/25	80% Issue
03	20/03/26	Town Planning Issue
04	25/03/26	Town Planning Issue Update
05	13/04/26	Town Planning Issue Update
06	15/04/26	Town Planning Issue Update
07	29/05/26	DTP RFI Response

Consultant Team:

→ Architect	Wardle
→ Urban Designer	Lat Studio
→ Town Planning	Urbis
→ Landscape	LatStudios
→ Structure	TTW
→ Traffic	Traffix
→ Waste	One Mile Grid
→ ESD	NDY
→ Stormwater Quality Assess. +WSUD	LatStudios and TTW
→ Quantity Surveyor	RLB
→ Wind	MEL Consultants

This report is to be read in conjunction with accompanying documentation, including:

- Architectural Drawings
- Town Planning Report
- Urban Context Report
- Structural Design Report
- Transport Impact Assessment
- Green Travel Plan
- Waste Management Plan
- Landscaping Design Report
- Landscaping Plans
- Water Sensitive Urban Design Report
- Sustainability Management Plan
- Stormwater Management Plan
- Acoustic Assessment
- Wind Assessment

The Design Response Report has been prepared by Wardle with contributions and input from Urbis (Planning framework) and LatStudios (Landscape)

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# Section 01—

Introduction

**79–81 Victoria Parade is proposed as a mixed-use neighbourhood precinct comprising residential and retail uses.**

**The site occupies a prominent corner at the intersection of Victoria Parade and Wellington Street, positioned on the threshold between Collingwood and East Melbourne**

The proposal accommodates approximately 478 dwellings and provides a broad spectrum of housing types, including townhouses, studios, one-, two- and three-bedroom apartments, as well as several larger dwellings.

Resident amenity is distributed across the ground plane and upper levels, incorporating dedicated landscaped garden areas and a range of shared communal spaces.

The precinct places strong emphasis on establishing two distinct public spaces, including a new pedestrian lane connecting Victoria Parade, activated and supported by integrated retail uses.

Two basement levels provide car parking, bicycle parking to service both the residential and retail components of the development



Architectural image, indicative only



Architectural image, indicative only

# Section 02—

Vision & Process

# Vision & Project Process

**Stockland Design Team: Wardle, Urbis, LatStudios**

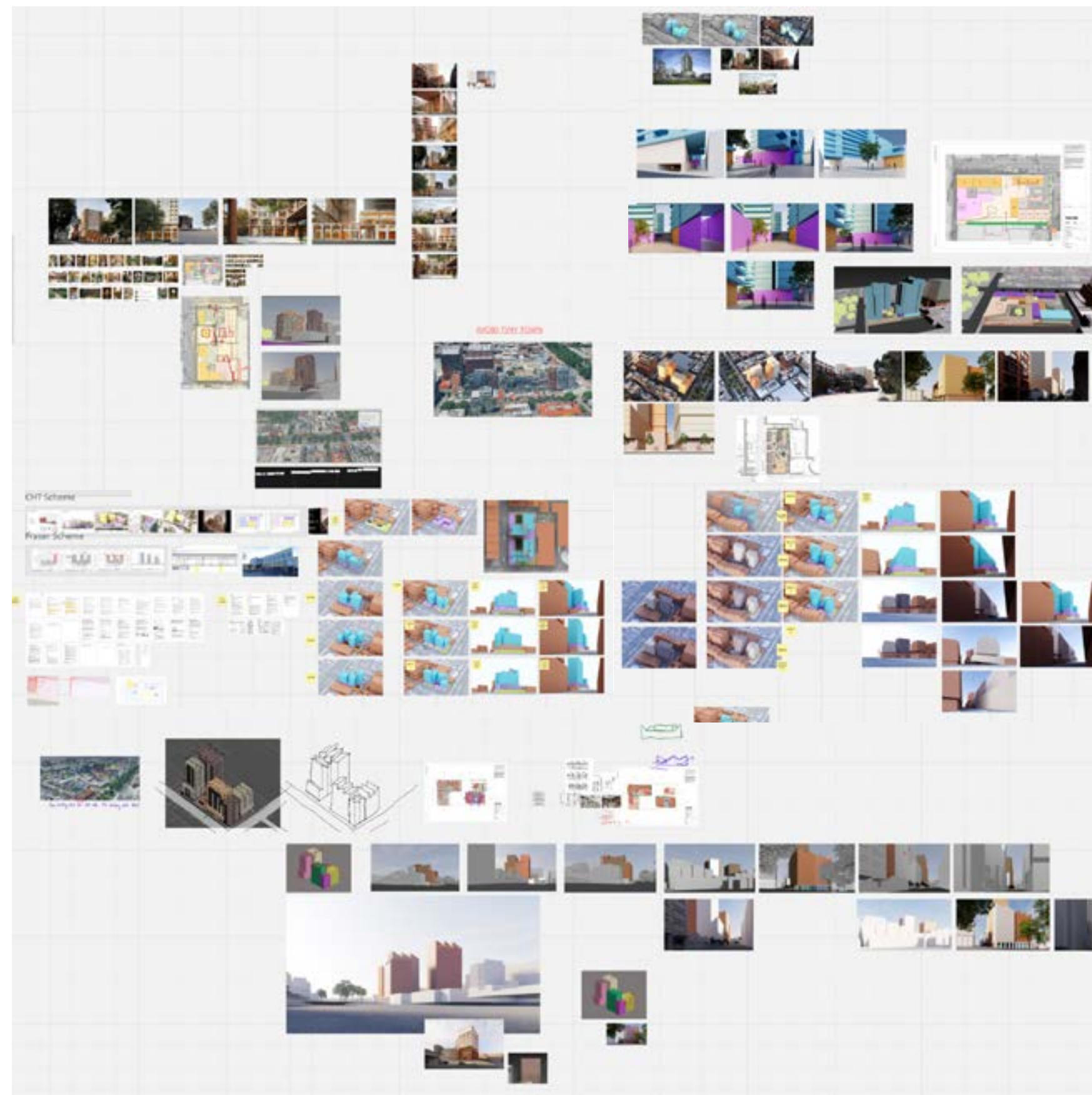
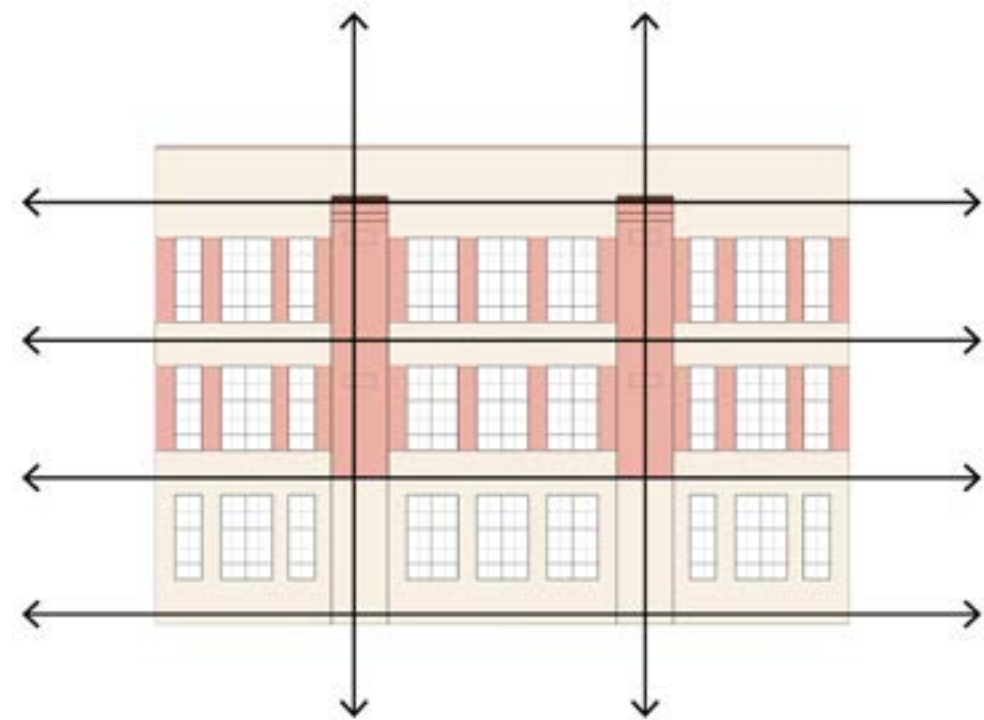
In June 2025, Stockland appointed the design team for the site following an invited competitive design competition won by Wardle, involving four architectural studios.

The site is currently occupied by an office building that provides limited public benefit, characterised by blank façades and minimal permeability. The proposed scheme presents a significant opportunity to deliver a vibrant retail plaza and a local neighbourhood hub serving both existing and future Collingwood residents.

Stockland and Wardle's vision is to deliver high-quality housing that complements and builds upon the established character of the Wellington Street precinct. The proposal integrates a publicly accessible ground plane into the urban fabric, enhancing walk-ability, safety and the broader pedestrian experience of Collingwood while strengthening the interface with East Melbourne.

In preparing this submission, the project team has undertaken several consultation sessions with the Department of Transport and Planning (DTP) and a wider group of stakeholders to ensure alignment with authority expectations and to support a collaborative design process.

Feedback from DTP has been well received and has informed and refined the current proposal.



Miro screen capture of the design process at Wardle



Architectural image, indicative only

# Section 03—

Site Information



## Site Location



# Immediate Site and Surrounds



From Wellington Street, looking south



From Victoria Parade, looking north-west



From Victoria Parade, looking north-east



From Victoria Parade, looking north



From Victoria Parade, looking north



From Wellington Street, looking east



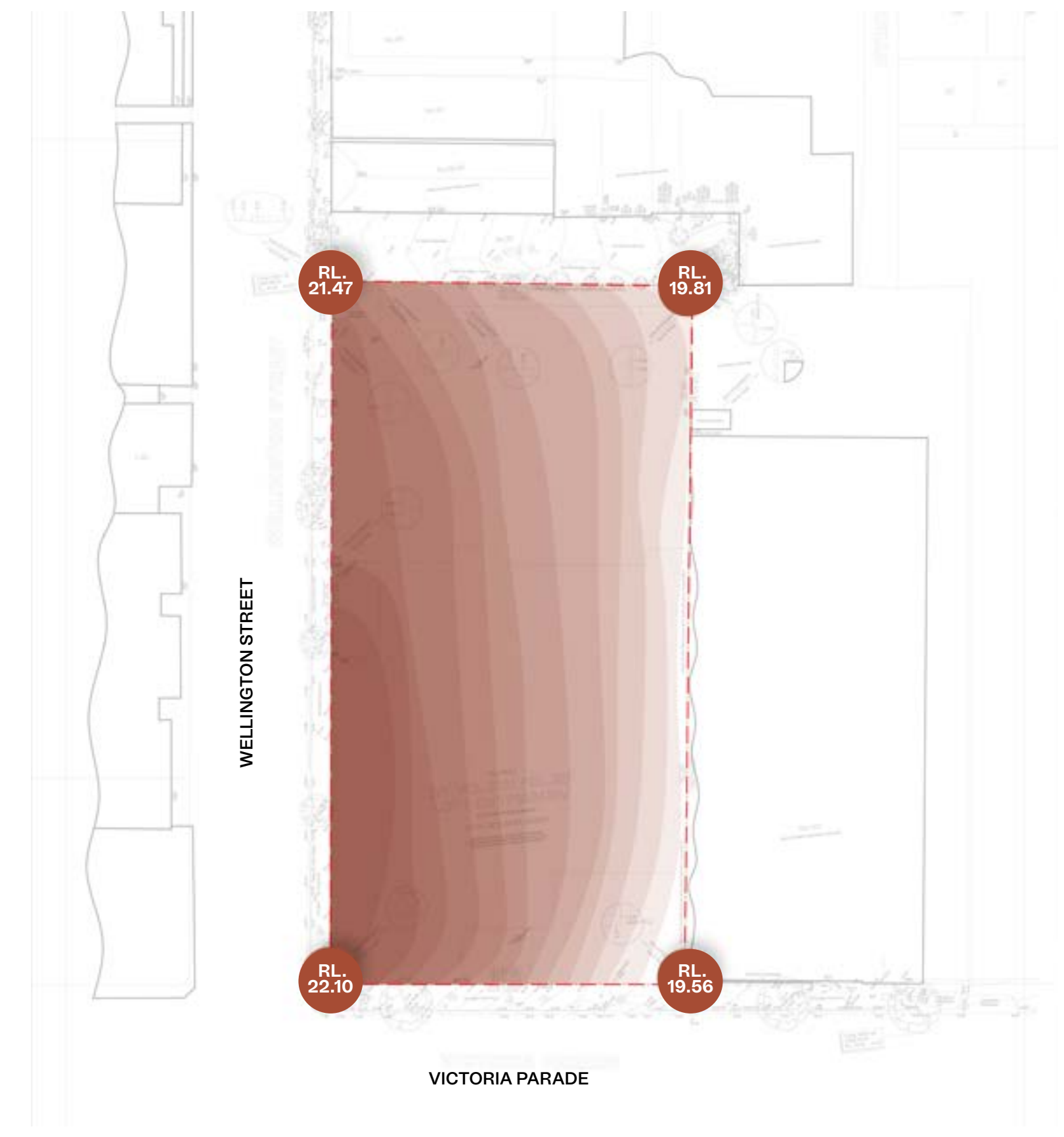
From Byron Street, looking south



From Victoria Parade, looking north-west



# Survey



# Section 04—

Design Principles

Design Principles



A Contextual Response to Scale and Grain



A Public Contribution Within

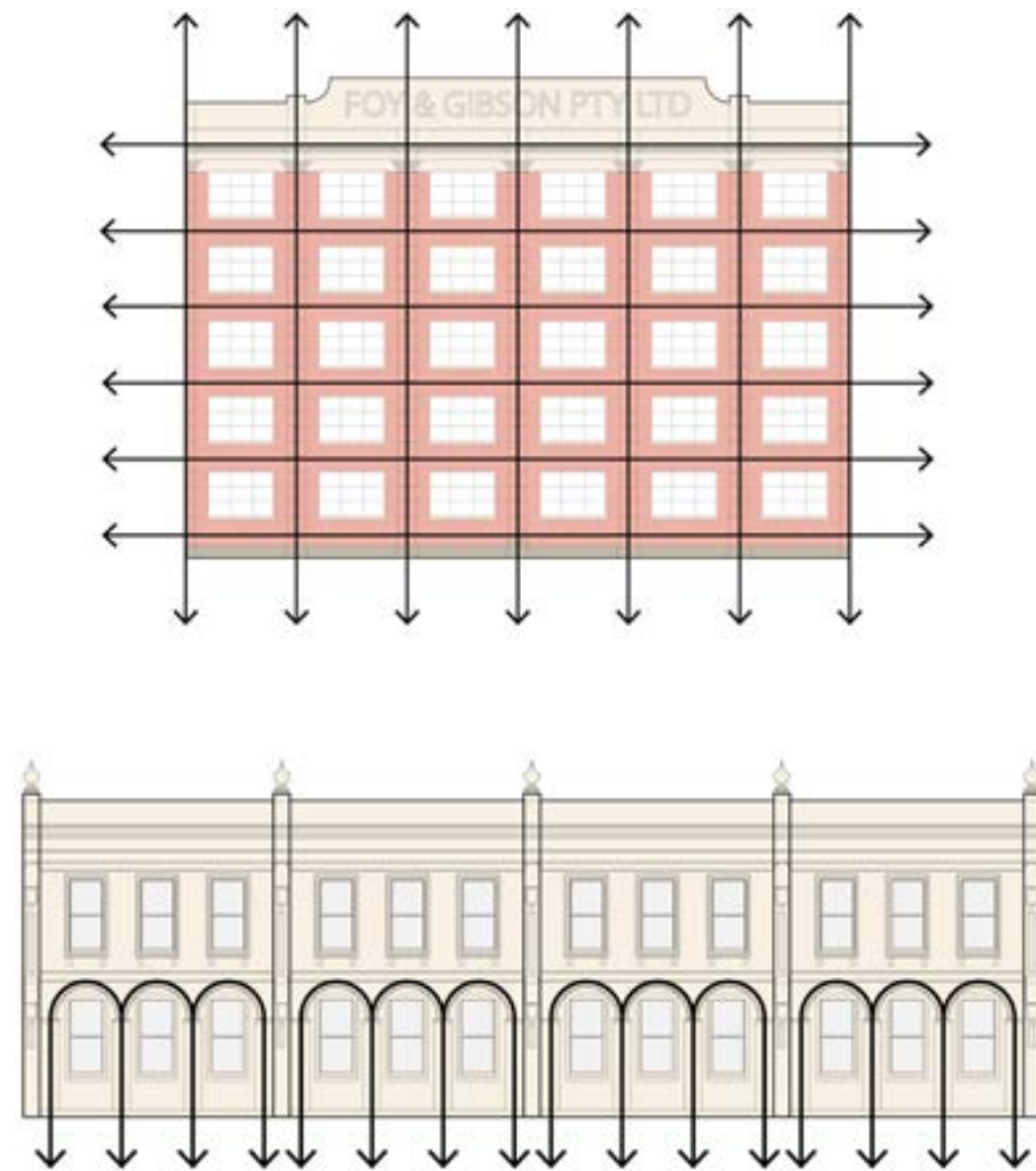


Stitching in to the Precinct



Prioritising Daylight, Separation, Outlook and Views

## A Contextual Response to Scale and Grain



The design deliberately responds to the scale and grain of the surrounding heritage warehouses, factories and silos, drawing inspiration from their robust materiality, ordered composition and rhythmic expression. Variations in the façade grid—balancing horizontality, verticality and window apertures—establish a strong architectural framework that underpins the scheme's overall massing and façade strategy

## A Public Contribution Within



The ground-floor arrangement places deliberate emphasis on the pedestrian experience throughout the site. A new public pedestrian link extends diagonally from Victoria Parade, framed by two distinct plazas: one oriented towards public space and retail activation, and the other towards residential amenity. The configuration of the buildings defines the edges of these spaces, enabling both passive and active surveillance.

Collingwood has limited access to high-quality parks and public open space, and the proposal delivers valuable new areas for respite, social interaction and fine-grain retail activity

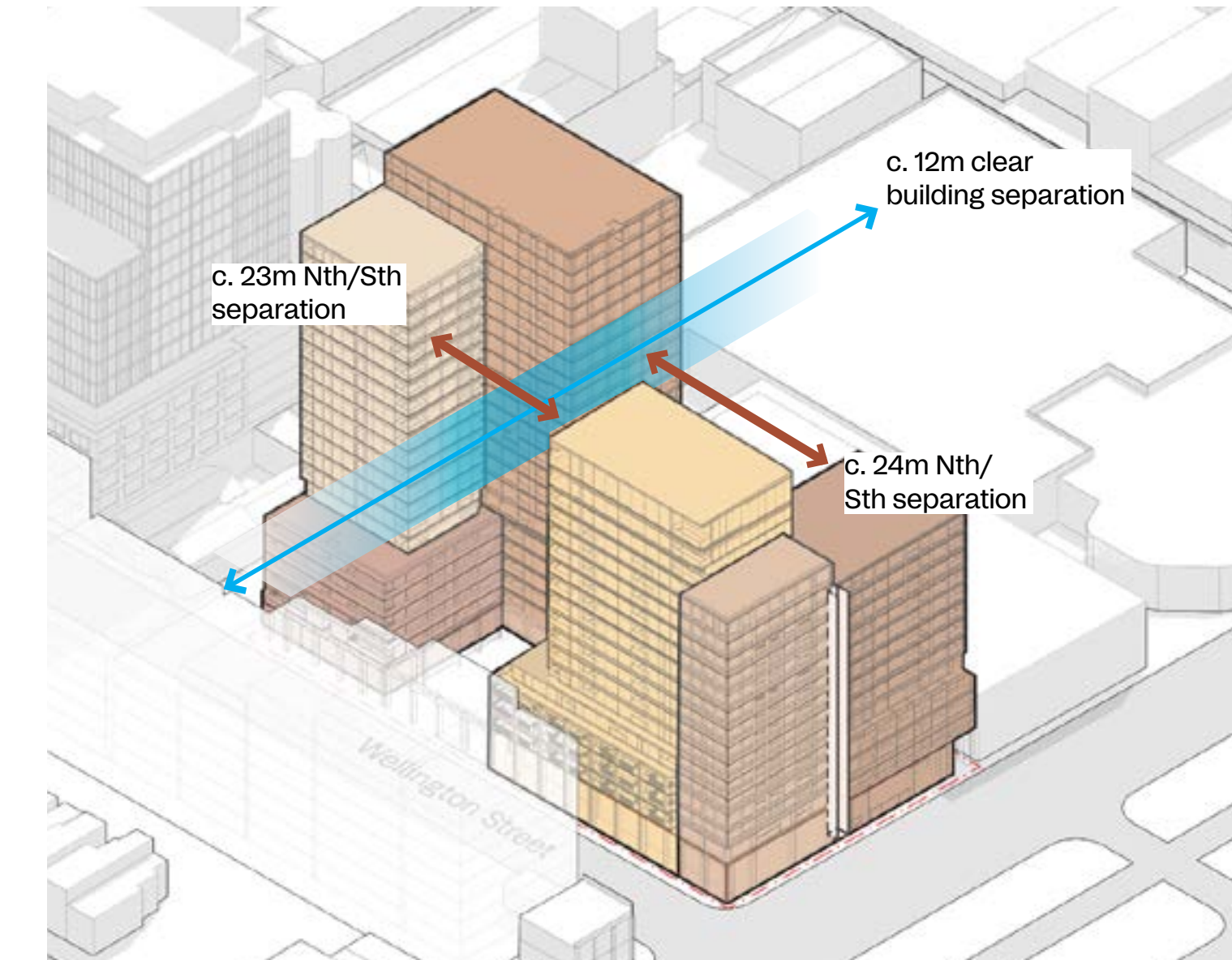
## Stitching in to the Precinct



The site occupies a pivotal threshold between the distinct suburbs of East Melbourne and Collingwood. This transitional condition strongly informs the architectural character, allowing each building to establish a clear sense of identity and address.

The arrangement of the buildings and the configuration of the ground plane also anticipate potential future development of adjoining sites, creating legible and equitable connection points that can extend through the precinct. The proposed setbacks establish a series of strategic datums that preserve key view lines and maintain access to daylight for residents

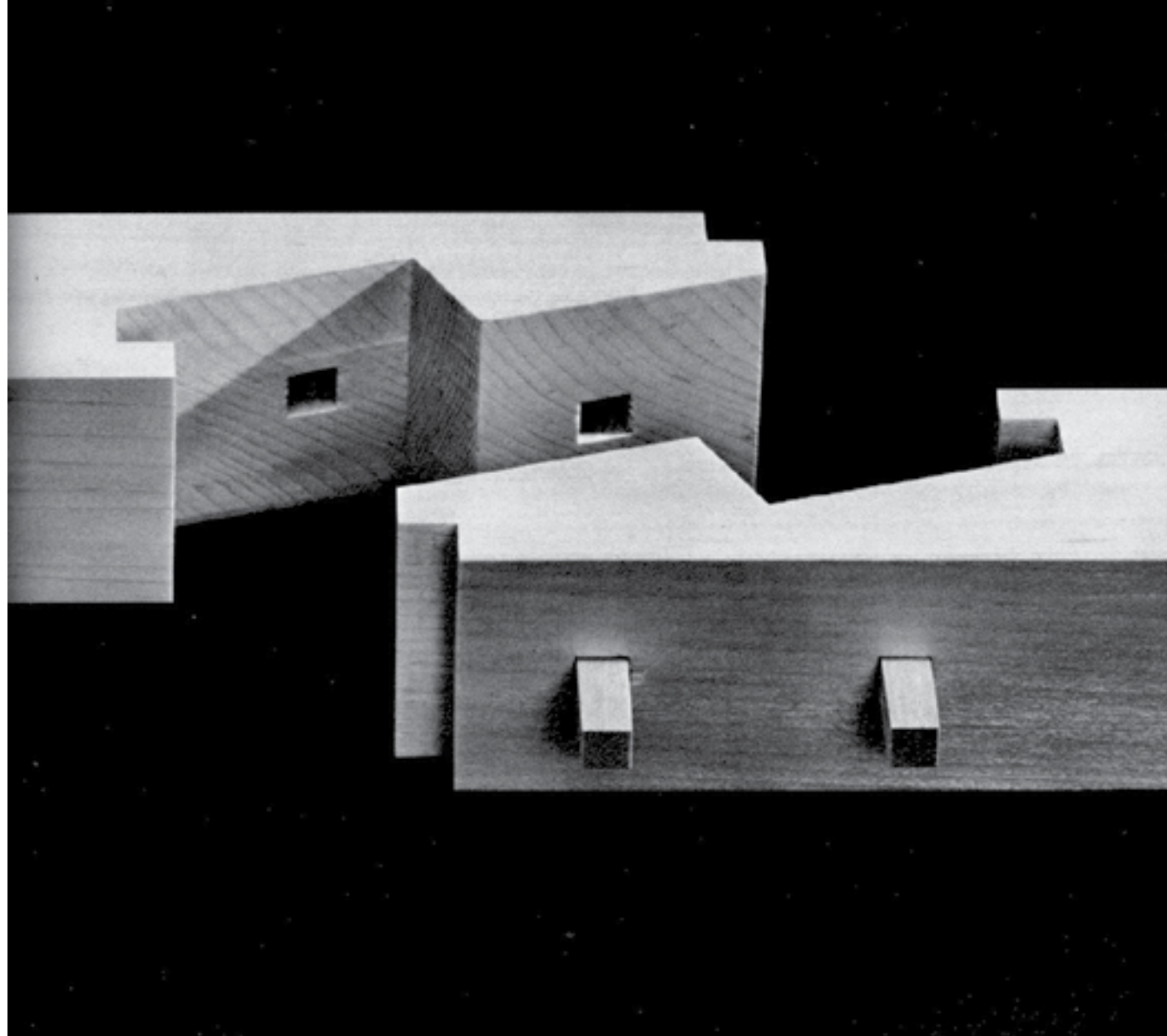
## Prioritising Daylight, Separation and Views



The buildings are configured in distinct 'L'-shaped forms, a strategic arrangement that preserves daylight access and enhances the visual amenity of dwellings throughout the precinct. By dividing the massing in this way, the scheme also maintains clear visual separation between the buildings when viewed from key public vantage points. This approach reinforces the prevailing urban grain along Wellington Street and Victoria Parade

# Section 05—

Massing Methodology

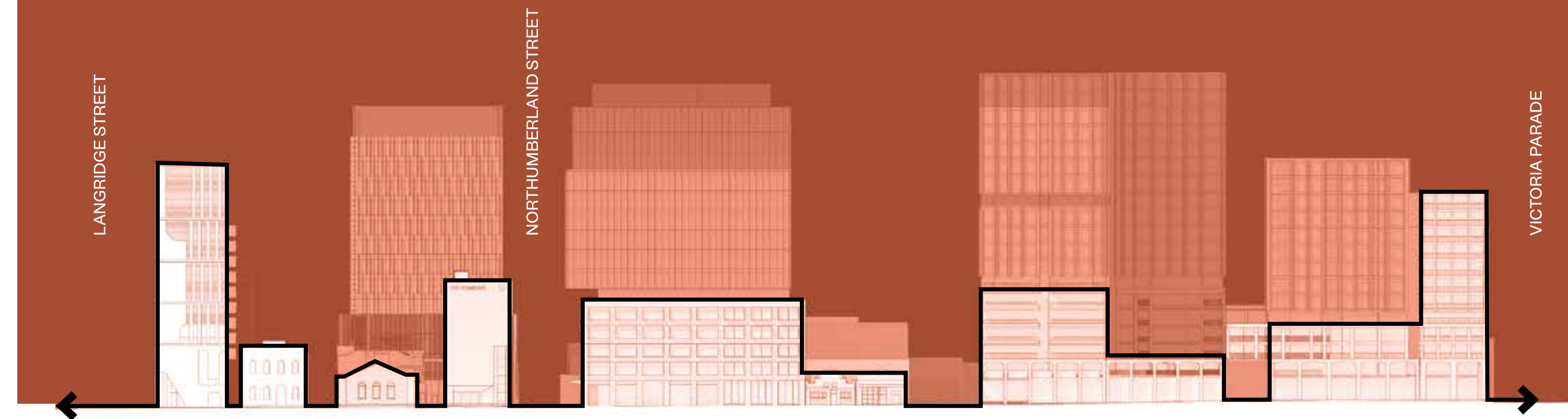


"A Scarf Joint"

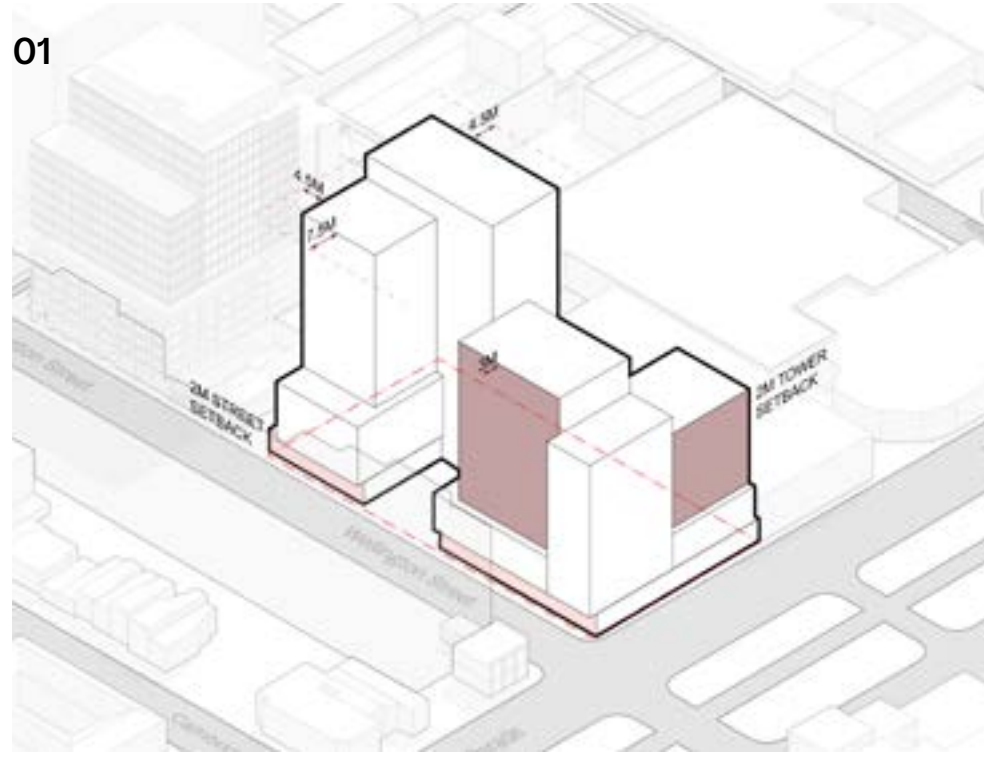
## The Character of Wellington Street

Along Wellington Street, the proposal seeks to build upon the prevailing rhythm of the recent development, and existing fabric by separating the street wall heights into two distinct heights, and employing a varied street setback dimension.

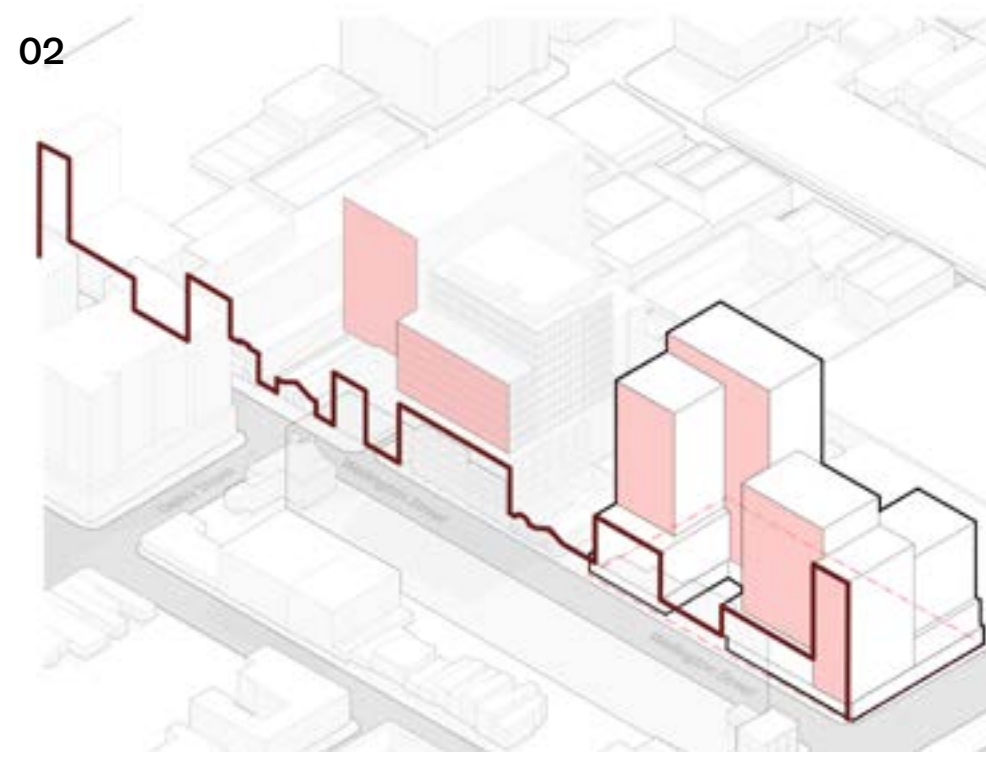
Transitioning to a minimum setback and reduced podium / tower difference at the Wellington Street and Victoria Parade corner, the design acknowledges the shifting condition to a major city avenue through to East Melbourne.



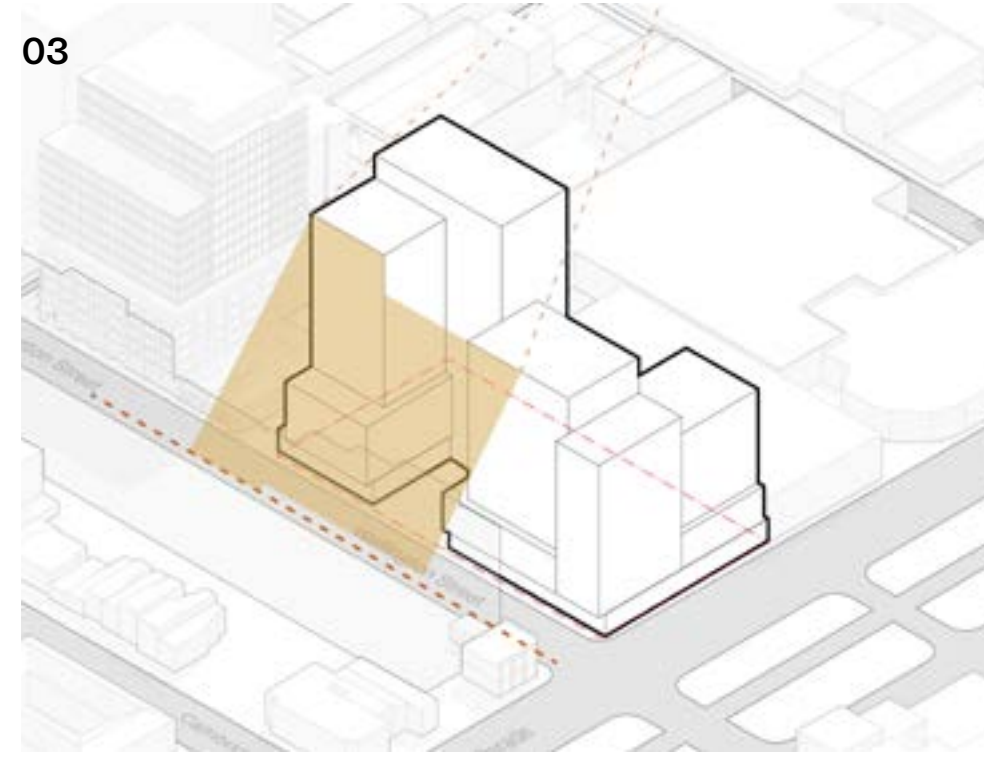
# Massing Methodology



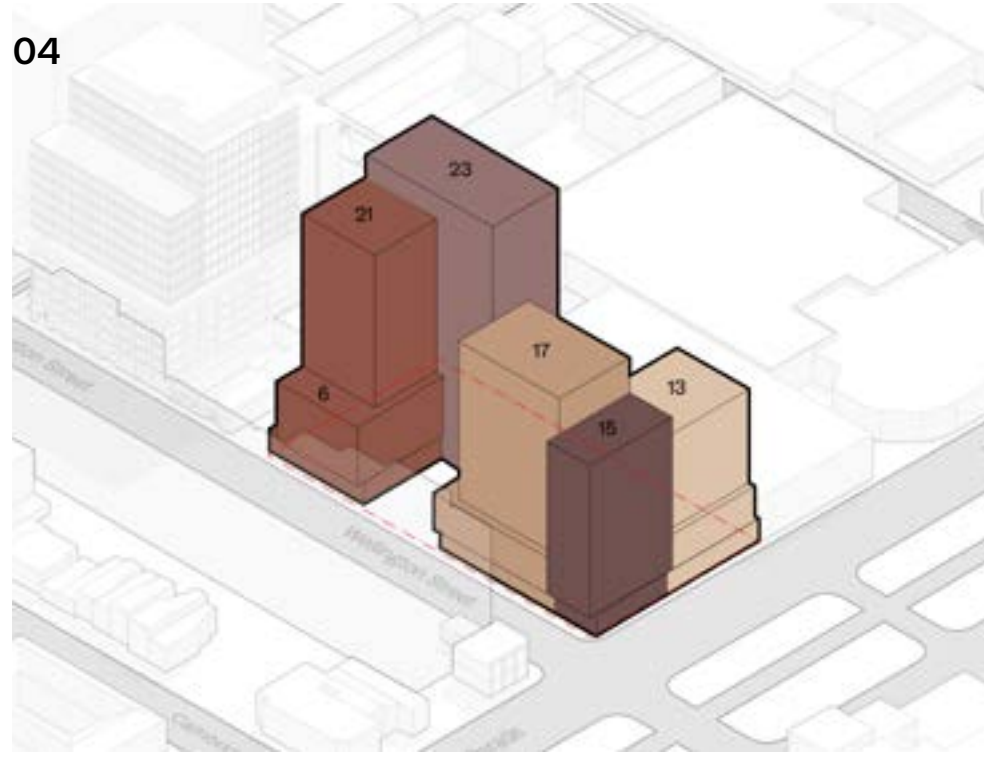
01 The northern building presents primary setbacks of 4.5 metres to both the northern and eastern boundaries, with a 2-metre podium setback to Wellington Street that increases to 7.5 metres at the tower levels. The southern building is set back 3 metres above the Wellington Street interface, holding the street corner before transitioning to a 2-metre setback along Victoria Parade



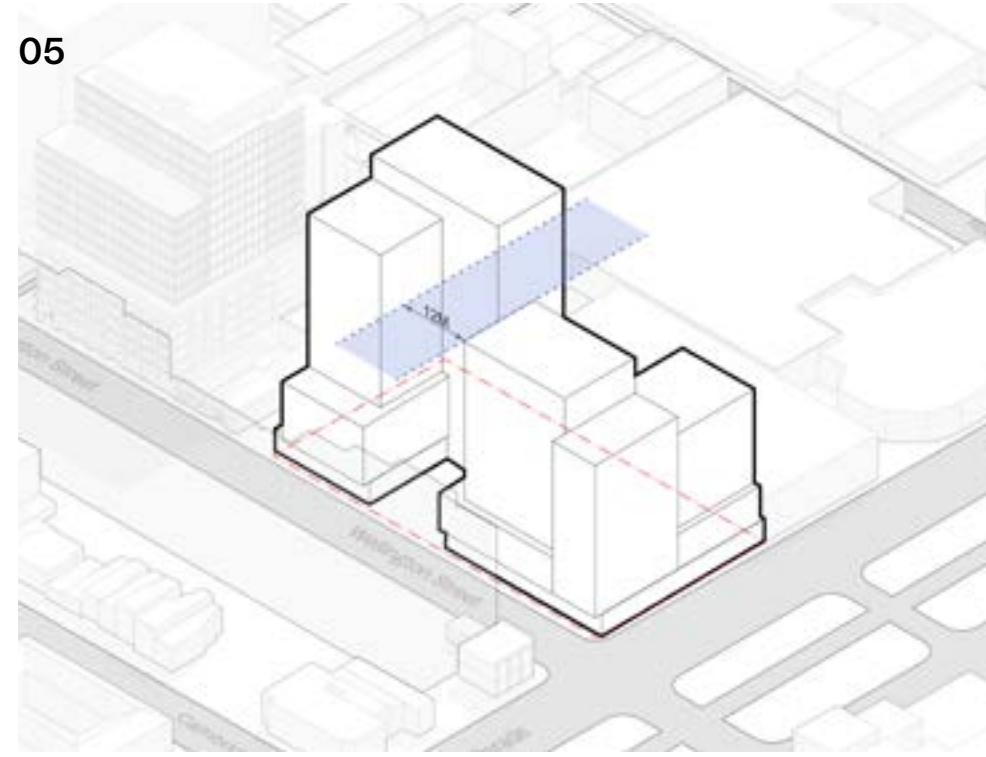
02 The varied setback dimensions and height to the podium and tower along Wellington Street is a site specific response, and builds upon the character of the existing streetscape, rather than defaulting to a traditional continuous street wall and setback tower relationship.



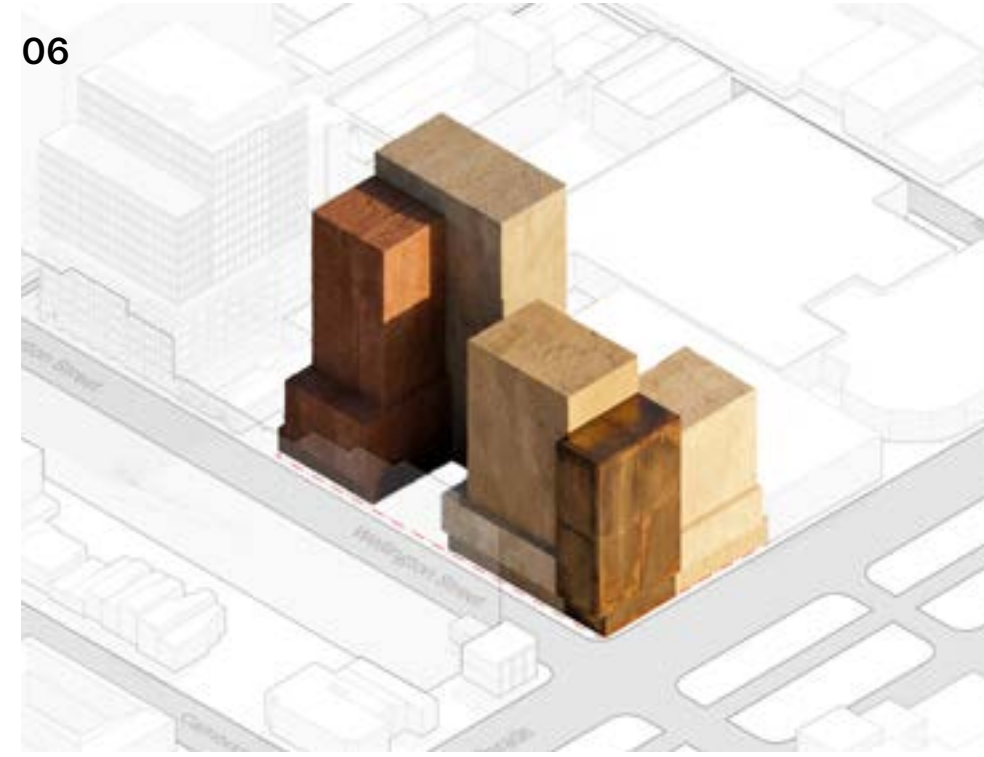
03 The overall height of the project is guided by overshadowing of the adjacent footpath to the west, 3 metres from the boundary at 11am



04 The precinct is conceived as a 'village of forms', comprising a deliberate and varied composition of building heights, materiality, tonal qualities and setbacks. This approach enables distinct architectural elements to be read individually as one moves through the site



05 A focus on daylight and separation - the massing is split and demonstrates a substantial visual separation when viewed from vantage points within the precinct. The split also preserves daylight and views for the residents, framing the public plaza.



06 The materiality is organised around the principle of a masonry base with metallic elements expressed above. While the materials vary across the precinct, a consistent tonal palette is carried through to the ground plane, reinforcing cohesion within the broader 'village of forms'. Durability and low-maintenance solutions are prioritised over secondary applied finishes

# Section 06—

A Focus on the Ground Plane

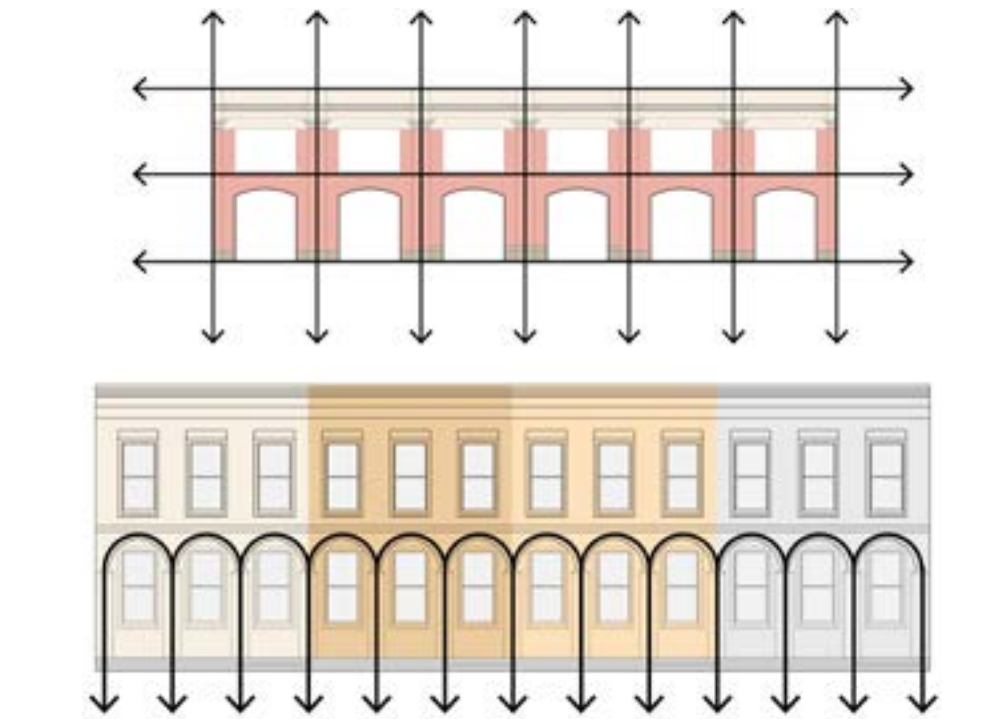
# Colonnades



The urban fabric of Bologna is characterised by changes in scale, material and colour, but stitched together by colonnades that are continuous across multiple buildings.

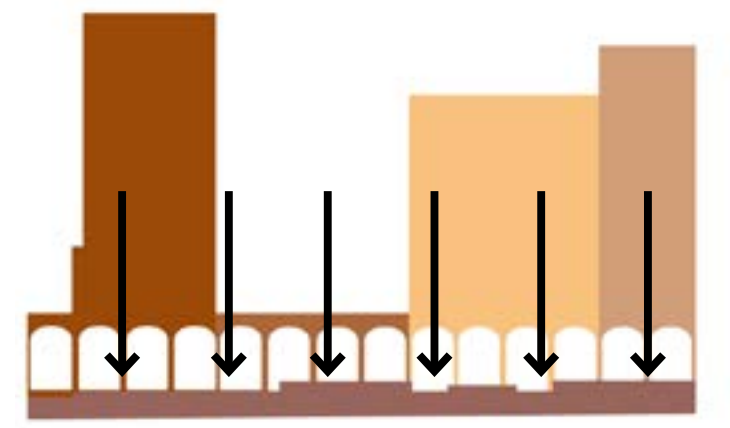


The colonnades define the streets, laneways and courtyards of the city, inviting people and movement an urban rhythm.

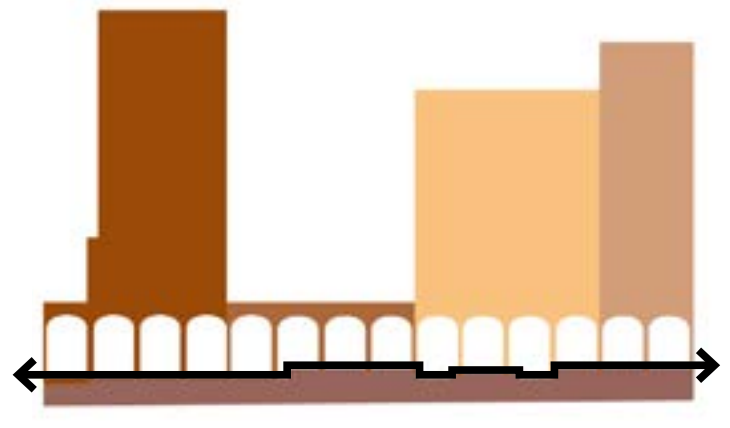


The Victorian streetscapes of Collingwood and East Melbourne are abstracted into a series of varied colonnade depths, providing definition, shade and character to the ground-floor plazas

# Materiality Rationale



The tonal qualities of the tower materiality extend to the ground plane, anchoring the overall massing and providing the precinct with distinct and varied characters

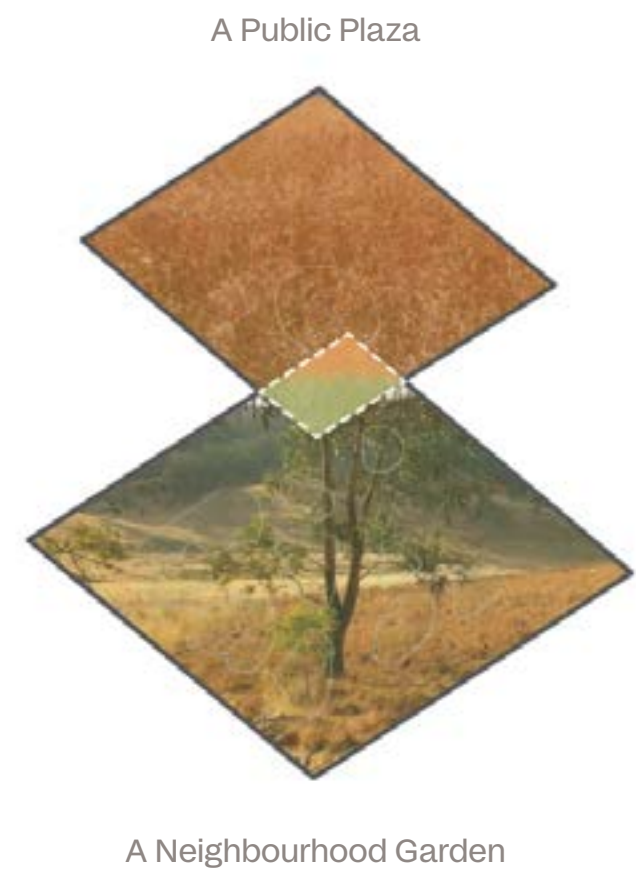


To create a cohesive ground plane and support intuitive wayfinding for residents and the public, the ground-level treatment employs a consistent material palette and unified character

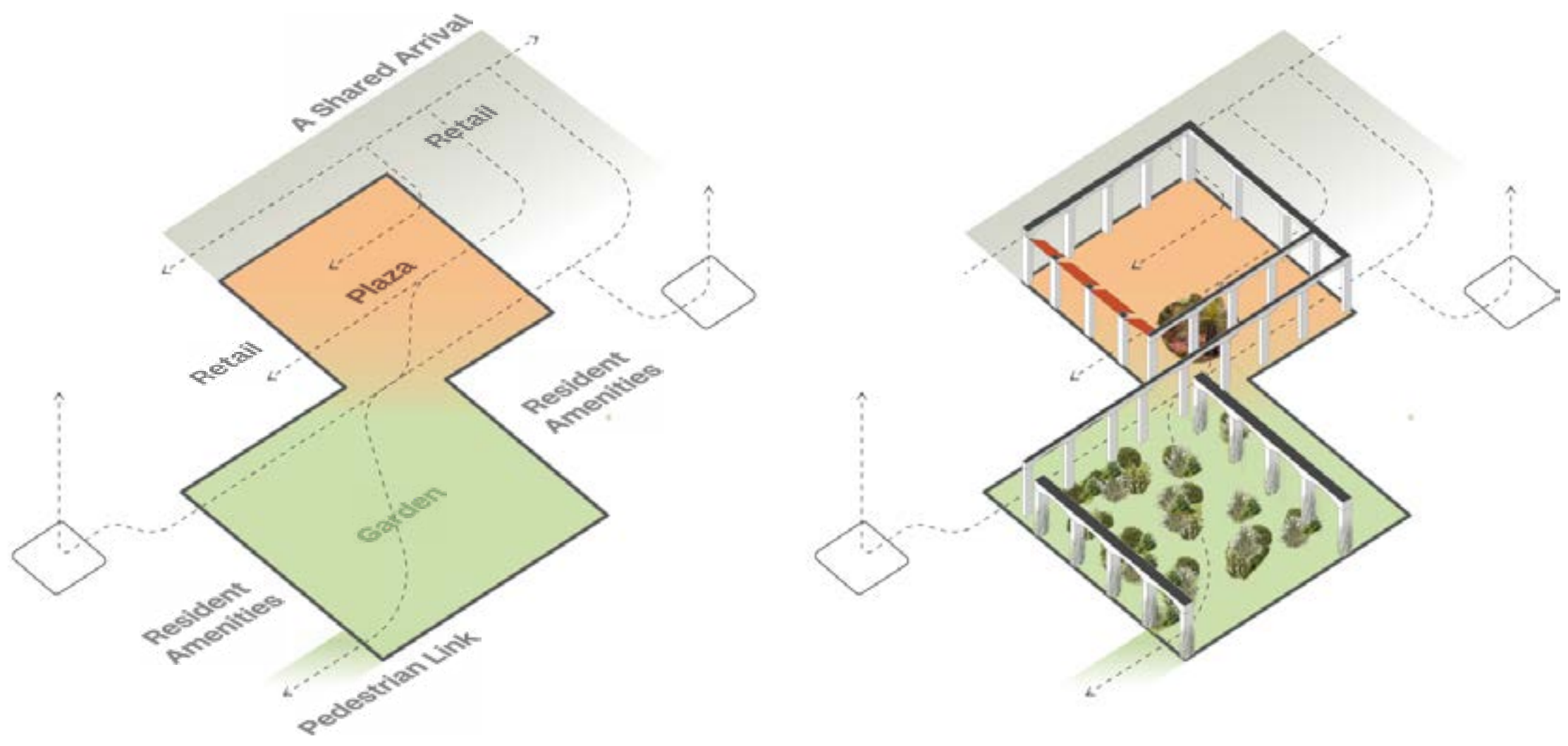


View along Wellington Street Architectural image, indicative only

# A Public Contribution Within



Two overlapping plazas establish two distinct characters within the ground plane. The geometry of the pedestrian environment is shaped by these plazas, each with its own scale and purpose. The plaza addressing Wellington Street forms the primary public and retail interface, while the rear plaza adopts a more intimate, planted character reminiscent of a neighbourhood garden.



The scale of the plazas, together with the placement of retail entries, residential lobbies, shared arrival areas and resident amenities along their internal edges, creates human-scaled experiences and visual connections throughout the precinct. These elements contribute to a legible and engaging daily journey for both residents and visitors.

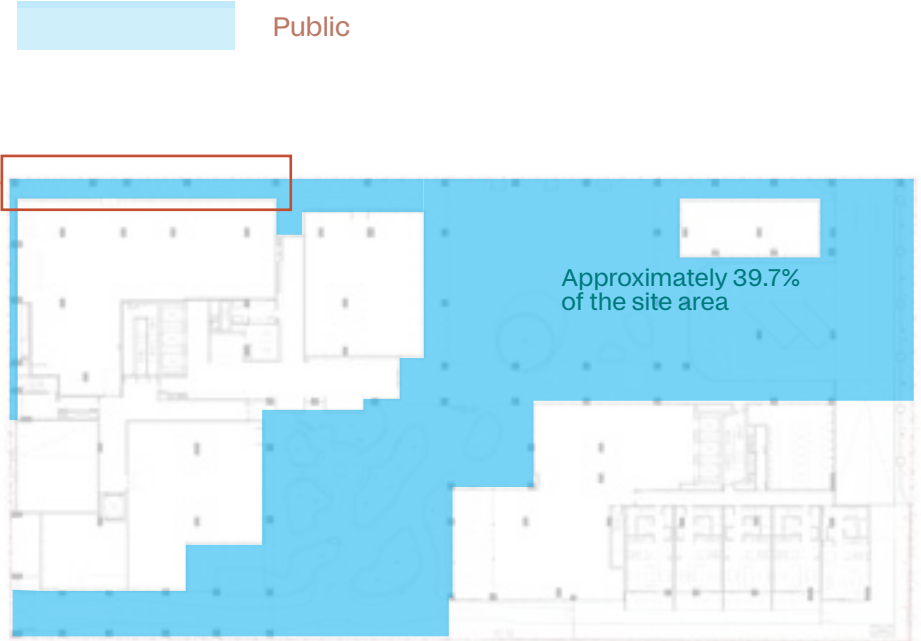
The character of the overlapping plazas is defined by the contrast between the retail- and respite-focused public plaza, incorporating seating and the more planted, amenity-focused neighbourhood garden. A public pedestrian link threads a continuous circulation path through the site, connecting these spaces and reinforcing their complementary roles within the precinct.



Interior Courtyard facing Victoria Parade Architectural image, indicative only

# Public Contribution Extent

## Public Spaces

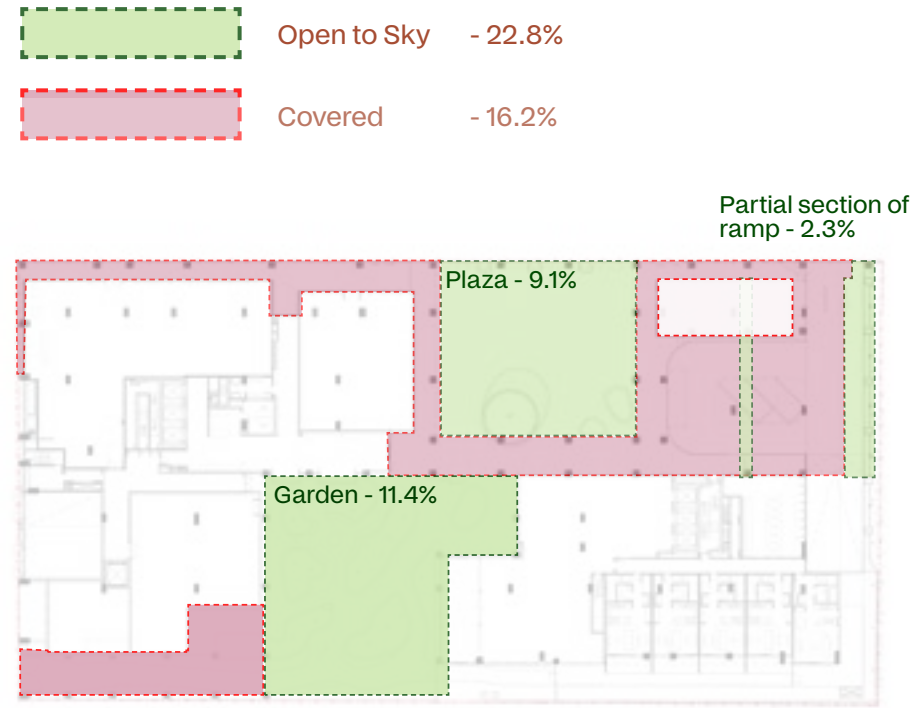


- New public plaza to Wellington Street
- New public thoroughfare link through from Victoria Parade
- Planted landscaping around north and east perimeter

Continuous widened ground plane condition and pedestrian refuge along the southern end of Wellington Street

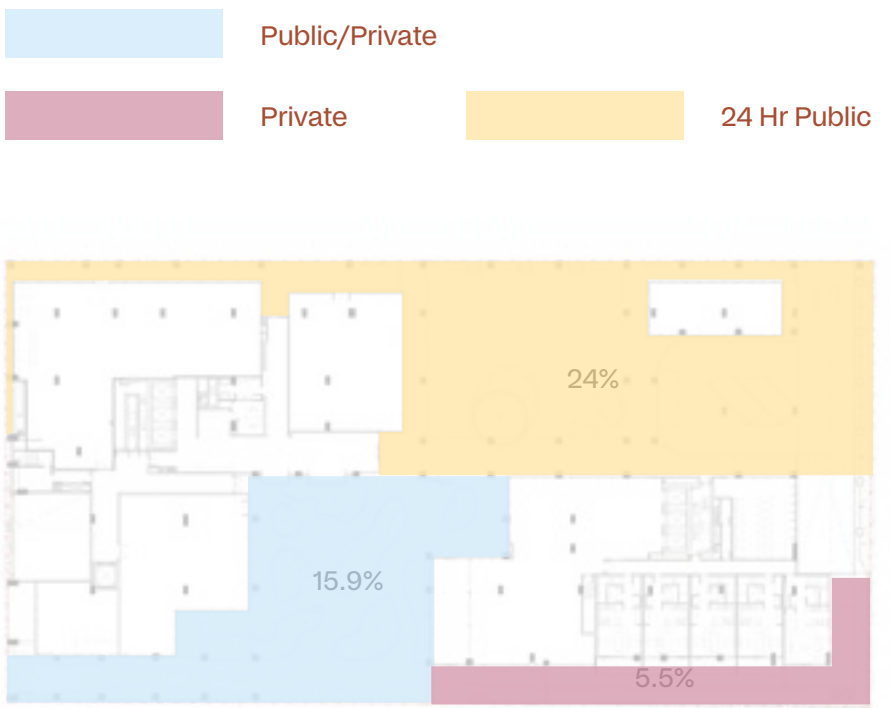
The ground plane condition along the southern end of Wellington Street offers a substantial setback of 2.2m from the site boundary to the building facade line and a combined widened footpath and pedestrian refuge zone of 4.7m from the Wellington Street kerb.

## Open to the Sky



This diagram illustrates the extent of public open space at pedestrian ground plane level, split into covered and open to sky.

## Public and Private Time Extents



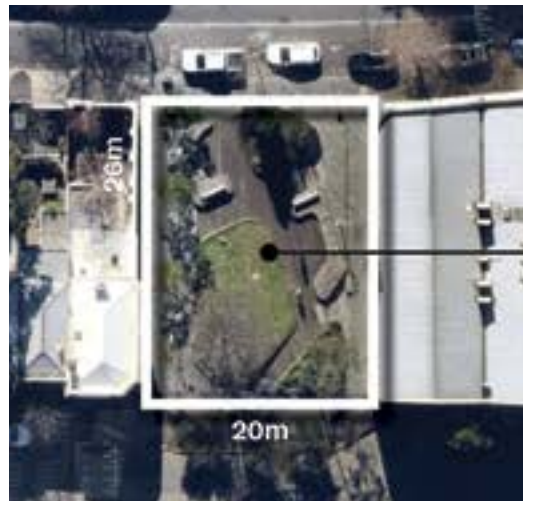
# Plaza Scale Comparisons



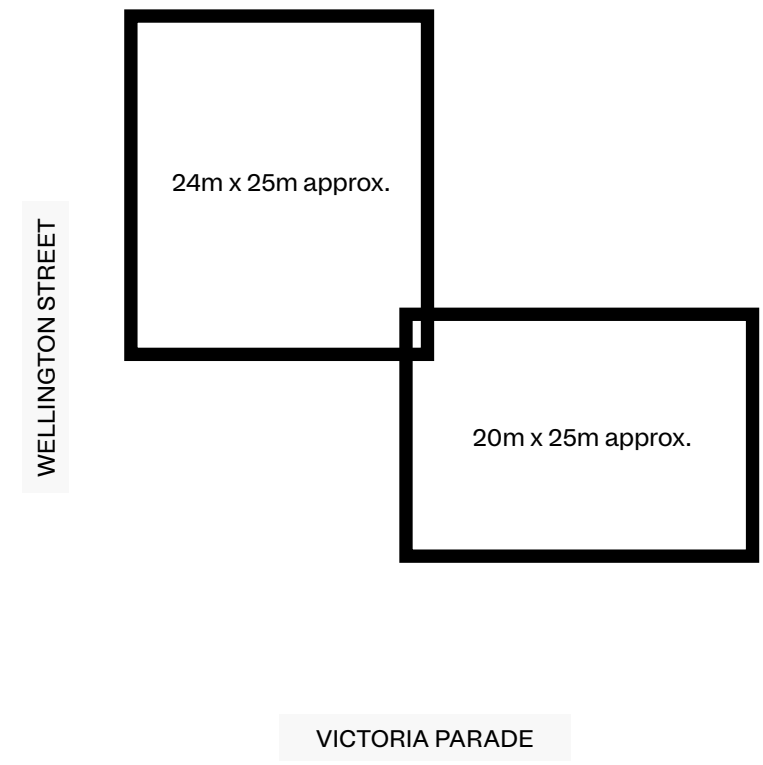
Peel Street Park, Collingwood



Cambridge Street Reserve, Collingwood



Oxford Street Park, Collingwood



The generous 1100m<sup>2</sup> public gathering space reinforces the project's intent to stitch into Collingwood's existing urban fabric. By echoing the character of local parks and reserves, the proposed plaza fosters a sense of community and integration within the site.

Civic Square, Northcote



Piazza Strolli, Florence



Jardins de Candida Perez, Barcelona



# Section 07—

Design Proposal

From Derby Street Corner, looking South



Looking South from the corner of Wellington Street and Derby street *Architectural image, indicative only*

From Wellington Street, looking south east



View looking south down Wellington St *Architectural image, indicative only*

From Victoria Parade, looking north east



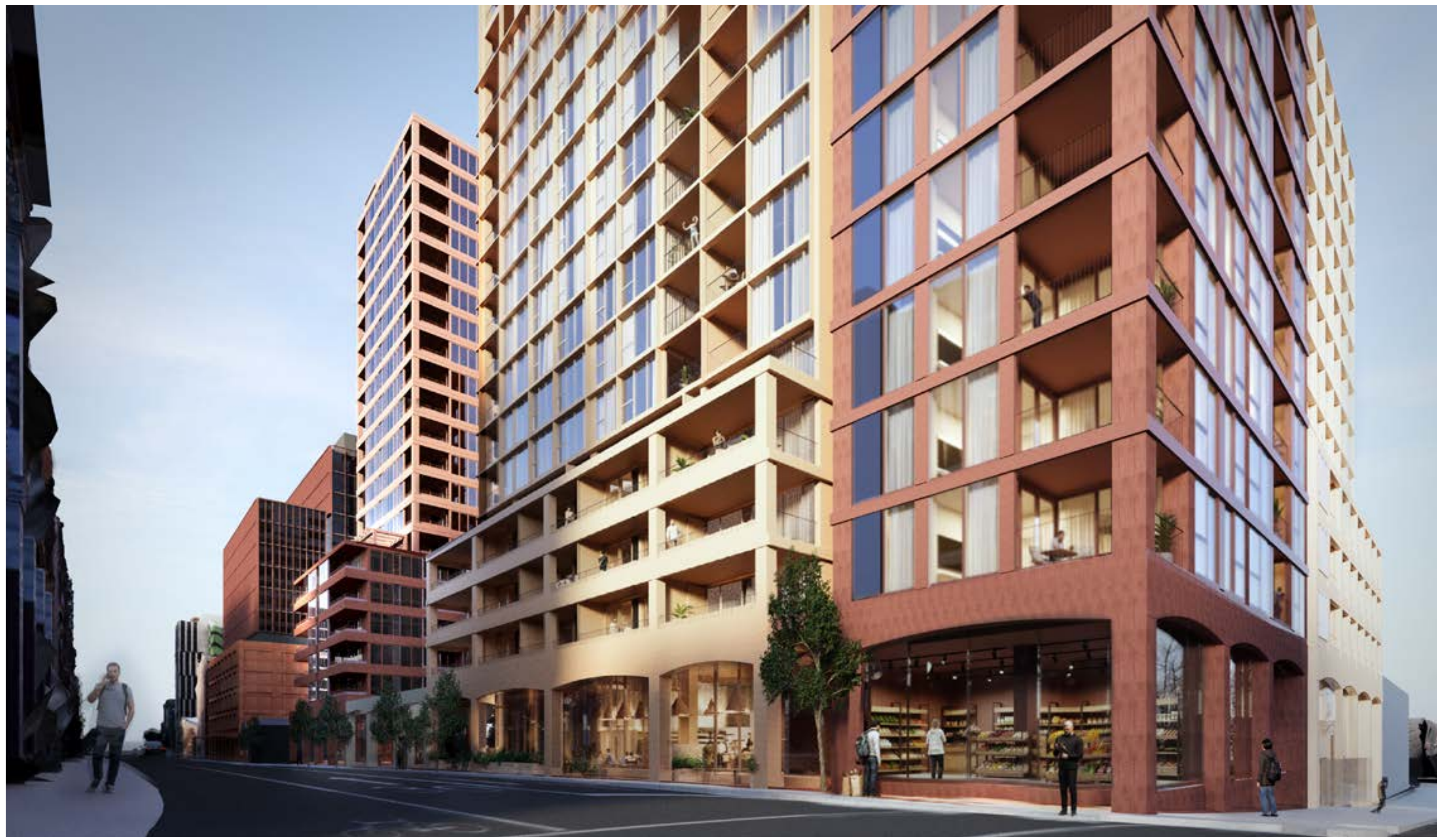
Looking North across Victoria Parade Architectural image, indicative only

From Victoria Parade, looking North



Podium elevation looking North across Victoria Parade Architectural image, indicative only

From Wellington Street, looking north east



View looking North up Wellington St Architectural image, indicative only

From Wellington Street, looking east



View along Wellington Street Architectural image, indicative only

From the public plaza, looking east



Interior Courtyard facing west Architectural image, indicative only

From the neighbourhood garden, looking south



Interior Courtyard facing south Architectural image, indicative only



Photomontage view facing east down Victoria Parade *Architectural image, indicative only*

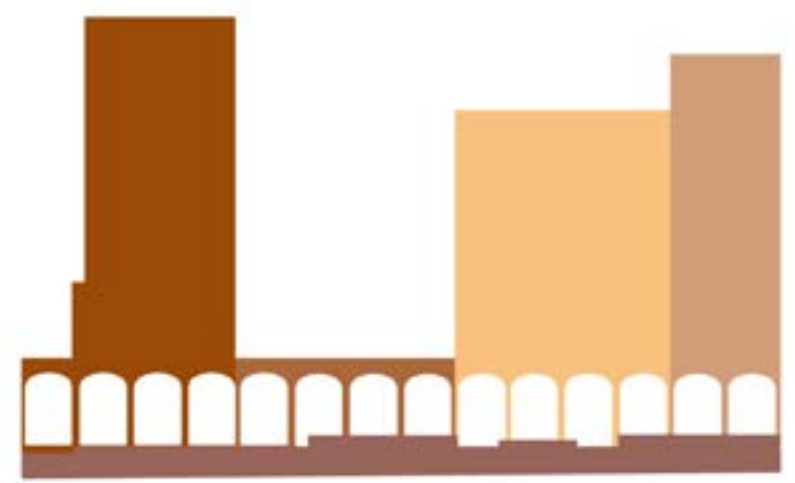


Photomontage view facing north-west across Victoria Parade *Architectural image, indicative only.* *\*Existing tree on Victoria Parade has been hidden in render image for clarity purpose\**

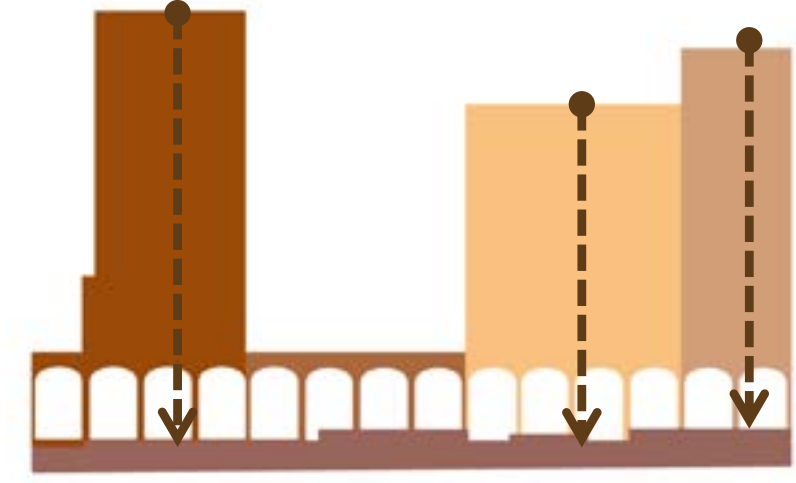
# Section 08—

Facade Strategy

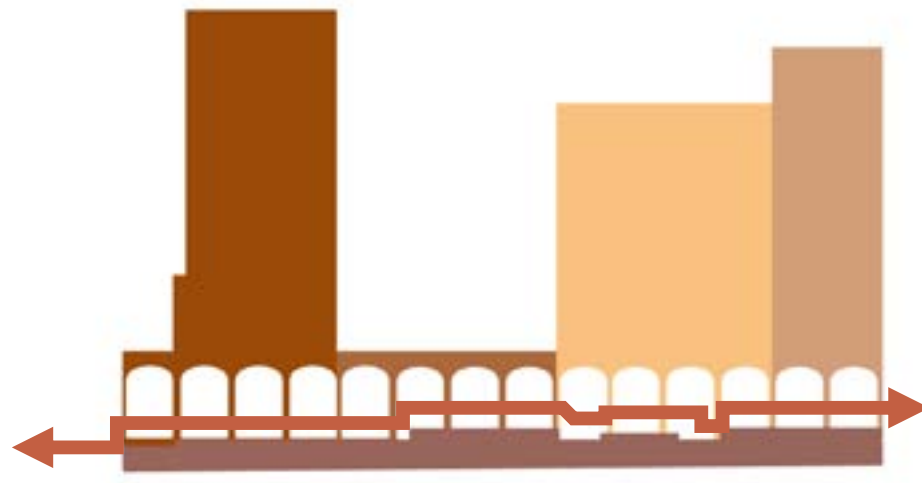
# Defining tower forms



Precinct Elevation Diagram



Tone of Towers Comes to Ground

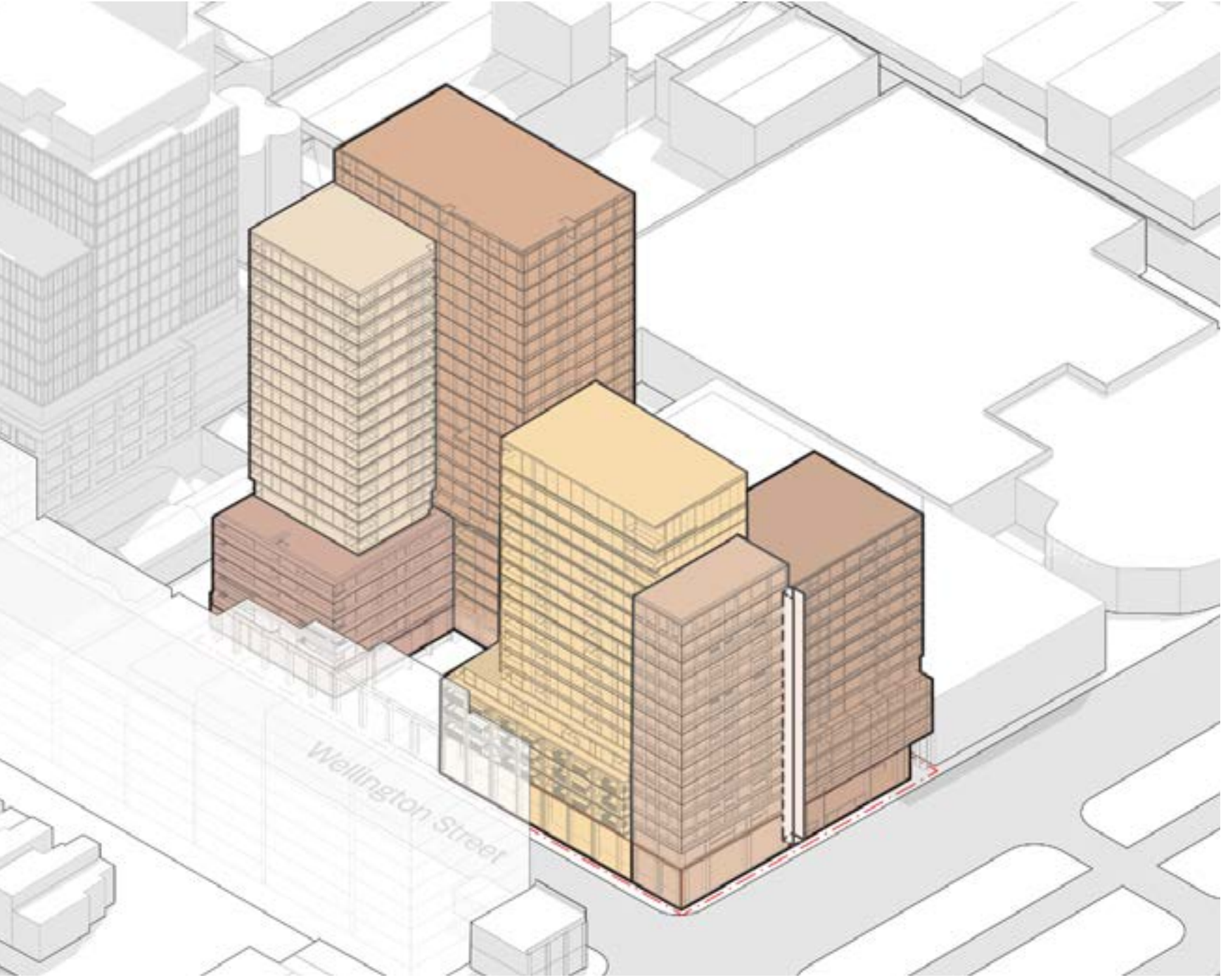
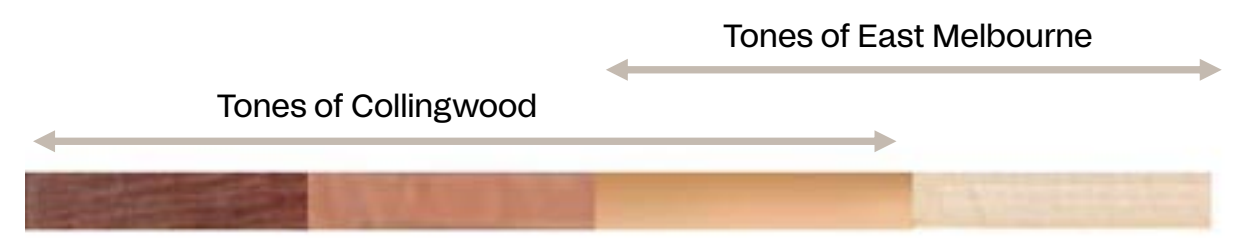
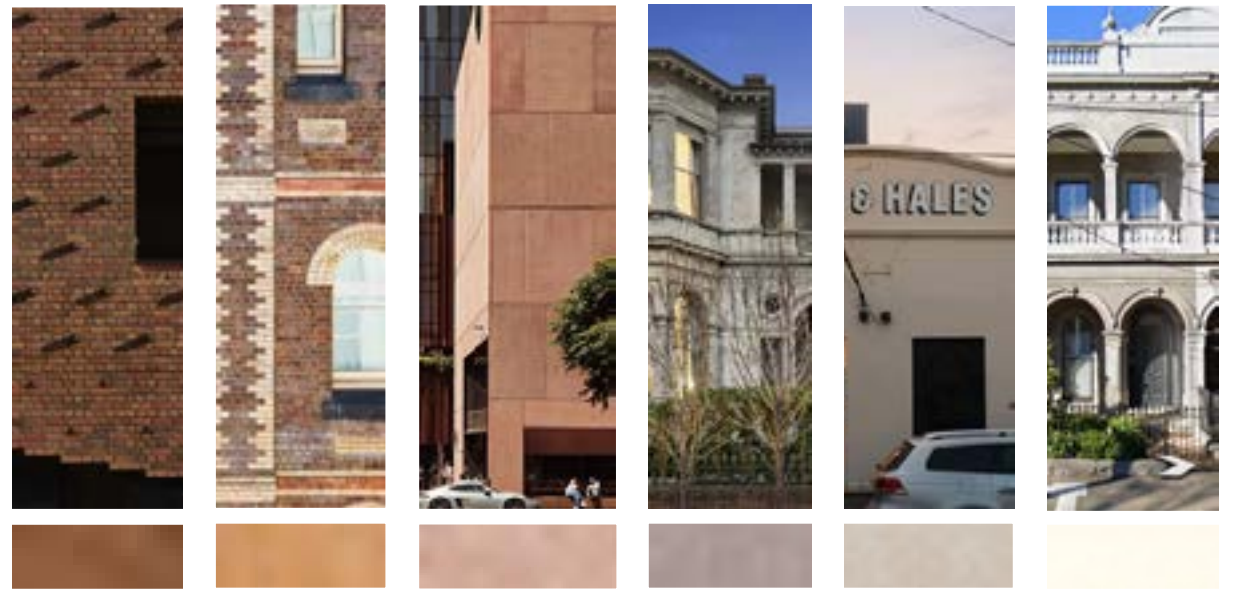


Ground Plane Materiality Continuous

# Exterior Palette

The site's unique position as a threshold between Collingwood and East Melbourne has directly informed the façade development of the project.

Building on the concept of a 'village of forms', tinted masonry is emphasised at the lower levels, while the upper floors adopt a rigorous composition of vertical and horizontal grid elements. Reinforcing the broader precinct strategy, a considered variety of tones and façade expressions—drawn from the surrounding built fabric—helps to define and differentiate the tower forms



Colour spectrum to provide significant colour difference between towers  
Application of colours and tones in concrete and aluminium finishes

# Defining towers within the precinct

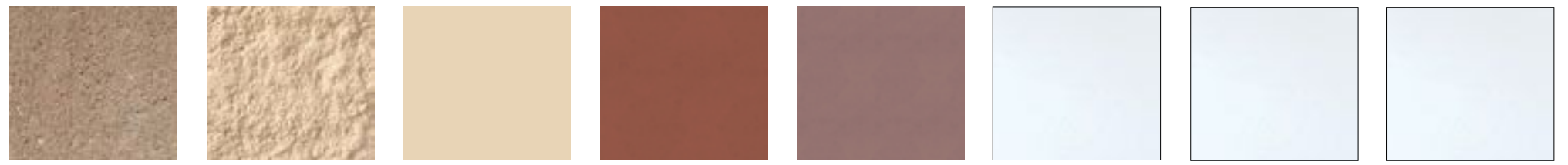
Each tower form is defined by a base colour.

Further colour variations occur within each tower with differing materials and finishes:

- Masonry – mineral silicate stain on concrete
- Façades – matte powdercoat to framing & cladding
- Metalwork – matte powdercoat to balustrades



# Annotated Render - Indicating Materials



A - Tinted concrete, varied tones  
 A1 - Textured Tinted concrete  
 B - Aluminium spandrel, varied tones  
 C - Aluminium balustrade (POS), varied tones  
 D - Concrete soffit, paint finish, varied tones  
 E - Clear Vision Glazing  
 F - Colourback Glazing (Opaque)  
 G - Clear Vision Glazing (Retail)

Wardle

Section 01 — Façade strategy

# Case Studies

Shift Architecture, Netherlands



Multiple towers with their own colour identity coming together to form a campus of buildings

Bourke & Bowden, Sydney



Variation in the facade expression is achieved through changes in depth, material and textures.

Melbourne Place, Melbourne



The overall external palette is composed of various facade elements, materials and colours



Each tower is a composition of several materials and colours to effectively achieve an overall colour palette.



Fine grain detail in cladding geometry and finishes can be appreciated at human scale.



The external material palette is also experienced from the interior.

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