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# 7-9 CLOW STREET, DANDENONG

## URBAN CONTEXT REPORT

## CONTENTS

1.0	INTRODUCTION . . . . .	3
2.0	EXISTING CONDITIONS. . . . .	4
3.0	STRATEGIC CONTEXT . . . . .	5
4.0	URBAN CONTEXT ANALYSIS & DISCUSSION . . . . .	6
4.1	Existing Context . . . . .	6
4.2	Proposed Contextual Response . . . . .	7
4.3	Existing Built Form. . . . .	8
4.4	Proposed Massing and Materiality . . . . .	9
4.5	Existing Interfaces . . . . .	10
4.6	Proposed Interfaces . . . . .	11

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## ACKNOWLEDGEMENT OF COUNTRY

The Traditional Owners of Country are understood to be the Bunurong People.

LatStudios acknowledge the Traditional Owners of the lands, waters and skies that this project is situated on, the Bunurong People of the Kulin nation. We pay deep respects to Elders past and present.

LatStudios commit to supporting the health and well-being of Country, by respecting, valuing and being guided by First Nations people.



*Banksia marginata* | Silver Banksia  
Native to the lands of the Bunurong People

# 1.0 INTRODUCTION

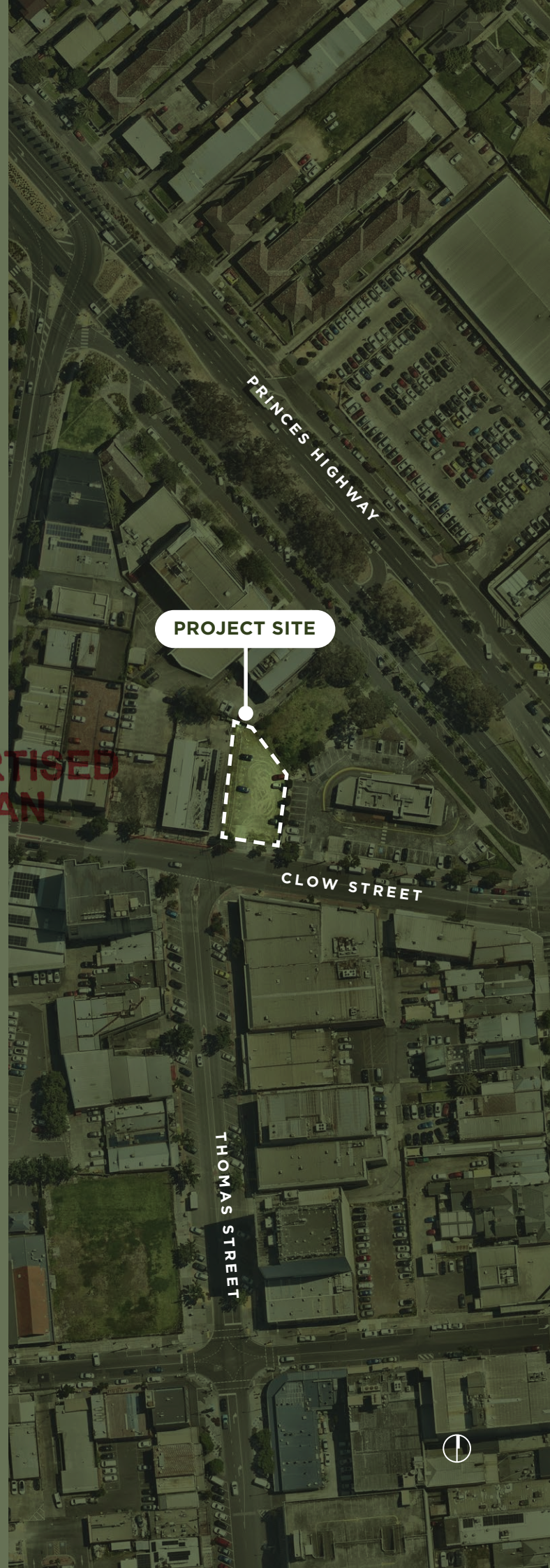
This Urban Design memo of support provides an urban context analysis to inform and support a planning permit for the development at 7-9 Clow Street, Dandenong.

The proposal for a residential development within the Comprehensive Development Zone of Dandenong, a Metropolitan Activity Centre, provides an excellent opportunity to deliver increased housing, and increased housing diversity, in a location close to all the amenities of a large activity centre.

The design of the project takes into consideration development constraints and opportunities including:

- A single street interface - limiting egress and access options
- Site size and shape - influencing car park efficiencies, apartment design and outlooks and upper level setbacks
- Land value and soil conditions - impacting on car parking design and the non-viability of basement car parking
- Interfaces and orientation - four neighbouring titles and a south facing street interface impact on views, internal and external amenity and future equitable development.

The following outlines how the proposal addresses these issues resulting in a well-considered, contextually appropriate and deliverable outcome for Dandenong.



# 2.0 EXISTING CONDITIONS

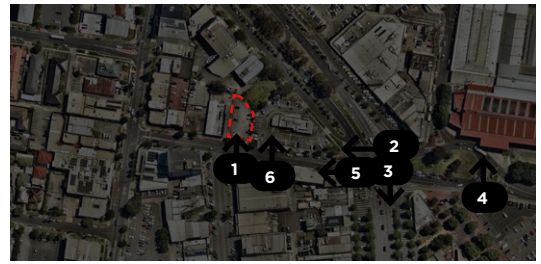


Figure 01: Subject site



Figure 02: Corner of Princes Highway and Clow Street, looking west



Figure 03: Lonsdale Street streetscape, looking south



Figure 04: Dandenong Market, viewed from Clow Street, 230 metres east of the subject site



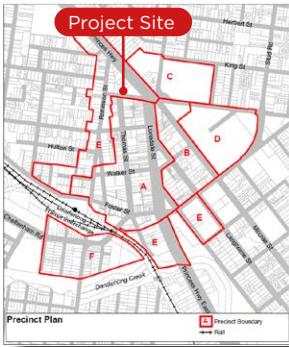
Figure 05: View of Clow Street streetscape looking west



Figure 06: Fast food development immediately east of the subject site

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# 3.0 STRATEGIC CONTEXT



## COMPREHENSIVE DEVELOPMENT ZONE (CDZ2 CENTRAL DANDENONG)

The subject site is located within the Comprehensive Development Zone Schedule 2, within Precinct E on the edge of the Central Dandenong activity centre. Higher density residential and office development is encouraged above ground level, alongside opportunities for tertiary and other compatible educational facilities, and a broader range of retail and commercial uses within walking distance of the Dandenong Transit Interchange.

Development within the precinct should respond appropriately to adjoining residential interfaces and the preferred future character of the area through considered built form outcomes, including upper-level setbacks, articulation, orientation and varied materiality.

The schedule to the zone doesn't stipulate any height controls.

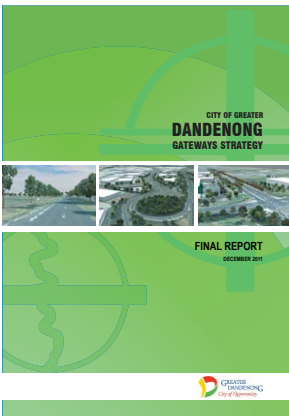


## CLAUSE 11.03-1L DANDENONG METROPOLITAN ACTIVITY CENTRE (CENTRAL DANDENONG)

Clause 11.03-1L seeks to revitalise Central Dandenong by consolidating a diverse mix of uses, including residential, commercial, retail, entertainment, education and community services, supported by an active public realm and high-quality built form.

The policy encourages a growing residential population through higher-density apartment development (generally five storeys or more) and diverse housing, with good access to public transport and design measures that minimise amenity impacts from surrounding non-residential uses.

The subject site is located immediately north of 'Street Level Activity Core Land Use' and 'Area 2 - Major Pedestrian Area', which are situated on the southern side of Clow Street.



## CITY OF GREATER DANDENONG GATEWAYS STRATEGY 2011

The subject site is located within 'Central Dandenong North-West Approach'.

The strategy encourages contemporary, high-quality and sustainable architecture incorporating principles of ecologically sustainable design, and seeks development that presents a strong visual presence to key gateway streets, including Clow Street. It also promotes active building frontages along key streets to support activity and improve the public realm.

## 13 CENTRAL DANDENONG (NORTH-WEST APPROACH)

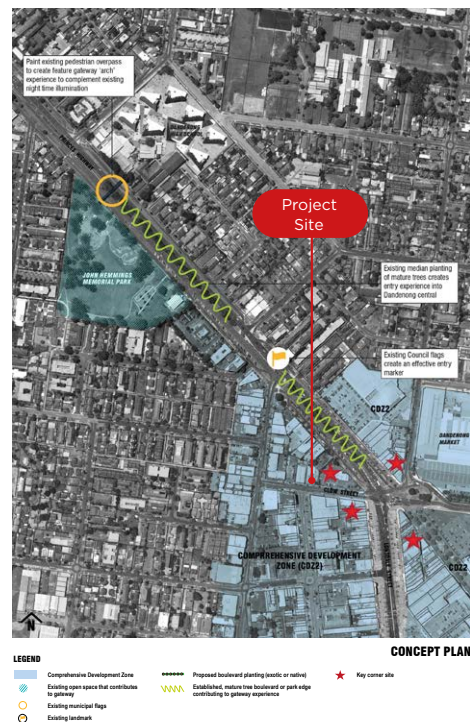


Figure 07: Central Dandenong North-West Approach Concept Plan (City of Greater Dandenong Gateways Strategy, 2011)

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## 4.0 URBAN CONTEXT ANALYSIS & DISCUSSION



Figure 08: Context map

### 4.1 EXISTING CONTEXT

The subject site is located within the Dandenong Metropolitan Activity Centre, close to a mix of commercial, retail, employment, and community uses. It lies 230 m west of Dandenong Market, a key activity centre destination, and is within walking distance of Dandenong Park and the Dandenong Creek Trail (685m south) and the Dandenong Library and Civic Centre (465m south).

It also has the potential to form the northern termination point of the designated 'Thomas Street Precinct' celebrated for its range of eateries, groceries and homewares offering Afghan fare and other cultural specialities.

The area benefits from strong public transport connectivity, making it attractive for residents and workers. The site is 635m north of Dandenong Railway Station and served by bus routes 843, 845, 862, 901 along Clow Street and 800 on Hemmings Street, providing access to the wider metropolitan area.

Despite these advantages, the site is currently underutilised, with a streetscape reflecting its historic role as a vehicle thoroughfare. There is limited pedestrian amenity, including minimal landscaping, street furniture, or weather protection and the interface of the fast food outlet directly to the east is focused on car parks and access rather than pedestrian comfort. As a result, the public realm prioritises movement over longer-term occupancy or residential activity.

The site's proximity to transport, activity centre amenities, and commercial corridors such as Thomas Street provides a strong foundation for future intensification and improved urban amenity.

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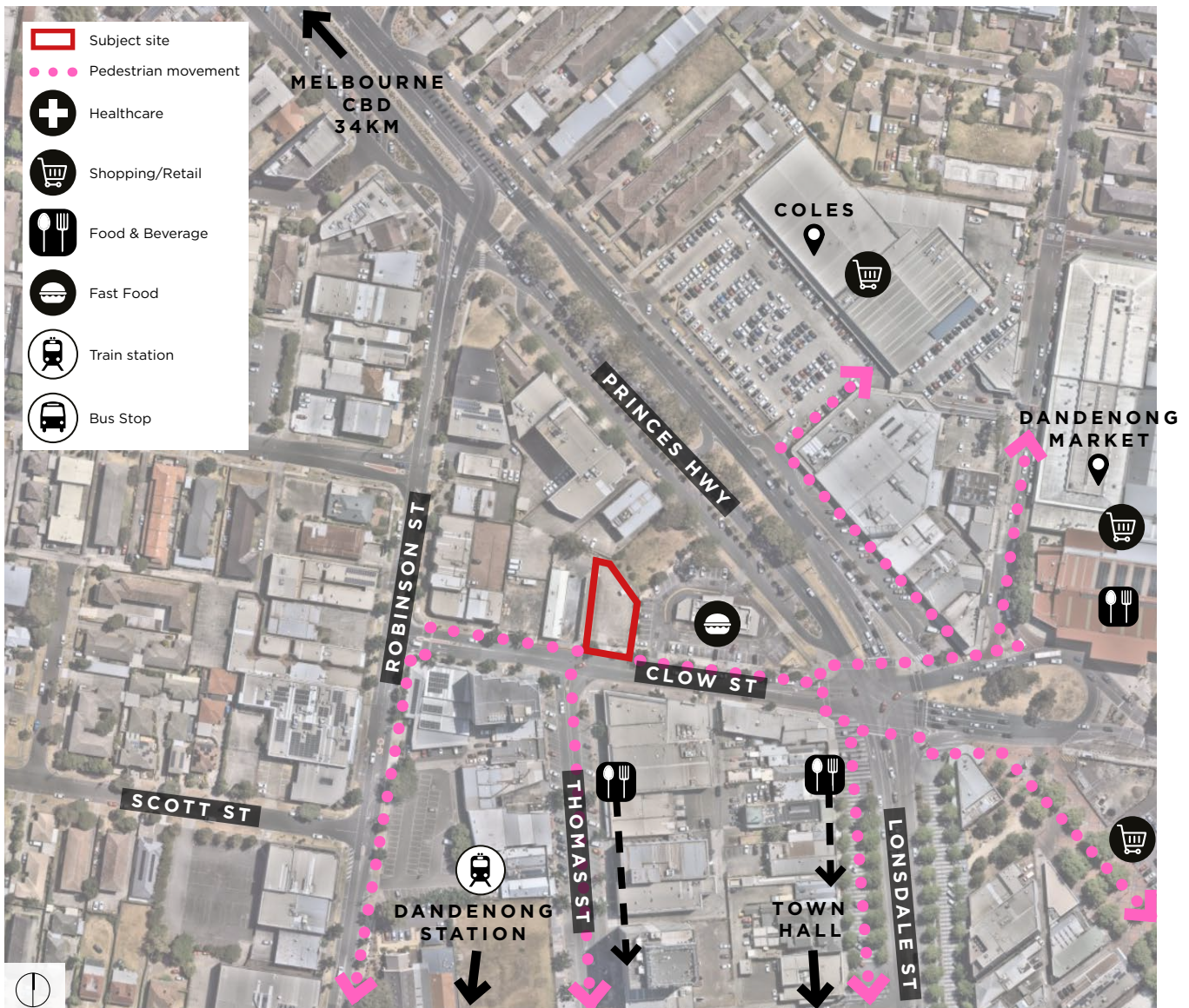


Figure 09: Local amenity

## 4.2 PROPOSED CONTEXTUAL RESPONSE

The proposed development represents an appropriate and logical evolution of the site within the context of the Central Dandenong Activity Centre. Given the site's strategic location, residential intensification is consistent with the role of activity centres in accommodating population growth and supporting a more diverse and active urban environment.

By introducing a permanent residential population to an underutilised site, the proposal has the potential to contribute to increased activity and vibrancy throughout the day and evening. The development supports the gradual transition of the precinct from a movement-dominated environment to one that better accommodates living, working and visiting within Central Dandenong.

The redevelopment of the site also provides an opportunity to improve the presentation and activation of this section of Clow Street through contemporary built form and increased urban presence, contributing to the broader renewal and intensification of the activity centre. Arranging the ground floor to maximise activation and minimise pedestrian barriers, and designing the podium to mimic apartment design rather than screened car parking, will contribute to the amenity of the neighbourhood.

The orientation of the site, which includes direct shared-boundary interfaces with four different land titles to the north, east and west, provides opportunities for the architecture to respond to neighbouring amenity and the different environmental conditions of the various aspects. This includes minimising solar loading to the western façade, allowing for equitable development to neighbouring sites, and optimising outlook for apartments.

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Figure 10: Existing built form typologies

## 4.3 EXISTING BUILT FORM AND MATERIALITY

The site is located within an evolving activity centre context. The site is located within an evolving activity centre context characterised by buildings of varying heights and typologies. This includes older low-rise commercial shops along Clow and Thomas Street, medium-rise developments along Thomas Street, and more recent higher-density approvals within the core of the activity centre, such as the approval at 139-157 Thomas Street, located approximately 550 metres south of the site and close to Dandenong Railway Station.

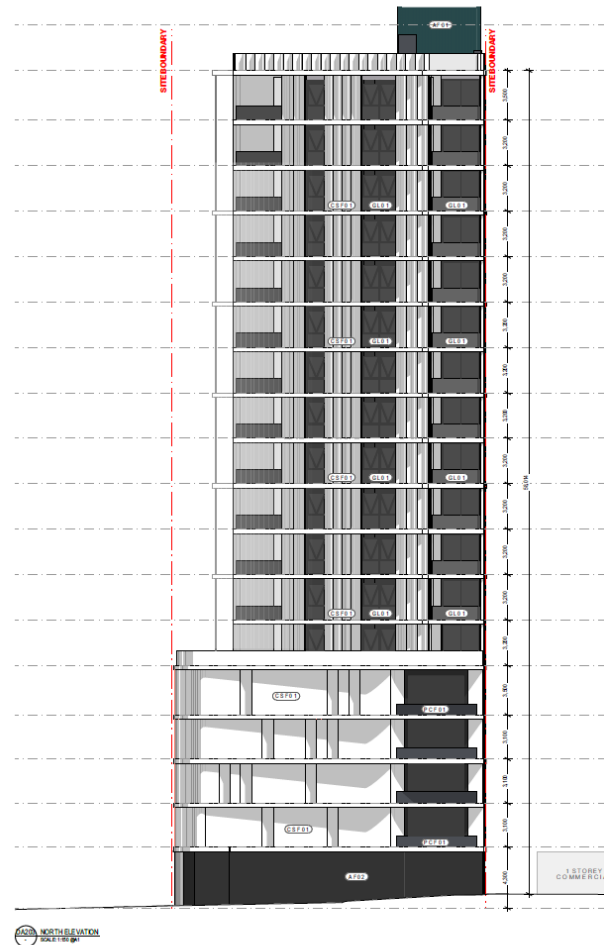
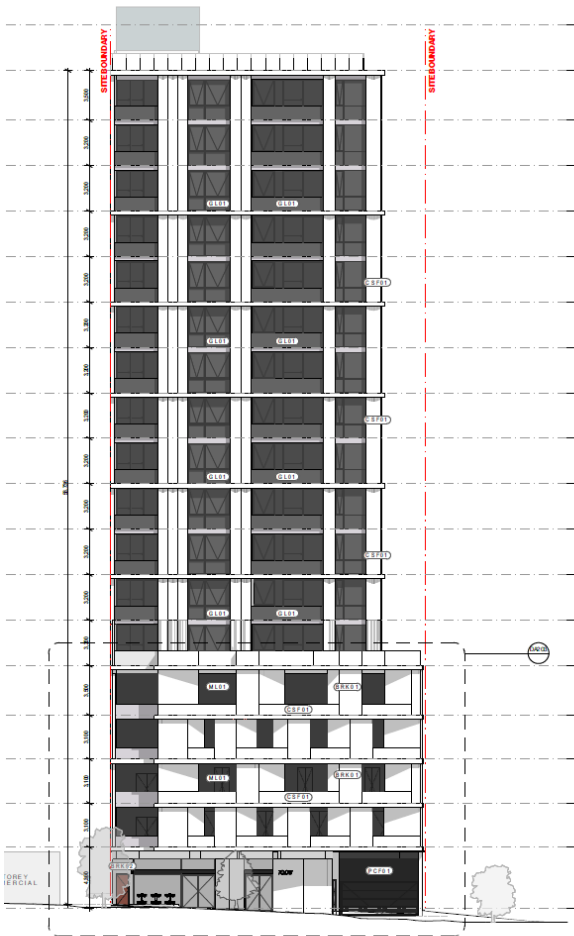
Massing of taller buildings is generally continuous and rectilinear with minimal setbacks above podiums (limited

podium-tower typologies). Lower levels vary in their contribution to streetscape activation with a number of exposed multi-level car parks, completely obscured glazed ground floors and solid walls interspersed with highly active cafes and restaurants with on-street dining.

Along retail/commercial streets, continuous canopies are common and provide shade and shelter for pedestrians. This contributes to the occupation of the footpath by traders and the opportunity for people to stop and linger and connect with community.

The public realm contains an eclectic mix of materials and design motifs. It is understood that Council may have a preferred palette for the city centre which may extend to Clow Street. Any development should contribute to Council's vision for the public realm in this location.

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## 4.4 PROPOSED MASSING

The proposed development adopts a tower-podium typology, with articulated built form that responds to the neighbouring titles and street interface.

The five level podium is built largely to all boundaries allowing for equitable development to occur in the future on neighbouring sites. The exception is the ground level of the Clow Street interface which is setback to the lobby doors and retail entry at the ground level, providing space for integrated services and some landscaping areas. It also allows the built form above to provide an area of shelter adjacent to the main entrances. This massing presents a mid-rise streetscape form which mediates between the highly varied heights of developments within the activity centre.

Figure 11: Proposed tower podium form  
Above ground, the podium encloses the car parking, services and storage cages. The Clow Street interface incorporates architectural detailing of solid blades at various angles with integrated landscape creating the illusion of apartments. While it is noted that basement car parking is preferred to maximise opportunities for passive surveillance, the practicalities of delivery and feasibility in this location prevent this as an option. The design illusion of apartments is considered to successfully address this issue enabling the development to provide some car parking as well as a reasonable street address.

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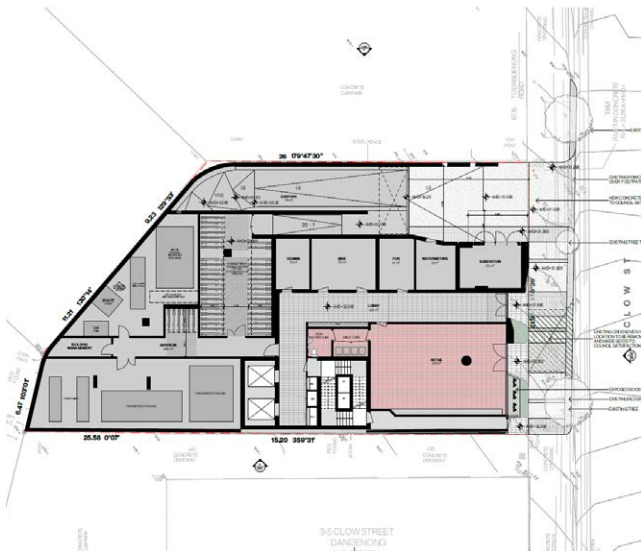


Figure 12: Proposed ground floor



Figure 13: Proposed podium car park



Figure 14: Proposed tower floor plate

Above the podium the tower rises to a height of around 59 metres. This will be the first building in the northern precincts of the Activity Centre to reach these heights. It is anticipated that it will soon be joined by developments around Princes Highway including the south-east corner of Clow and Lonsdale Street/Princes Highway and properties immediately to the north.

The northern and eastern edges of the tower are setback from the boundary 4.5 metres for the majority, with a small portion of the eastern interface toward Clow Street setback 3 metres. This setback is considered appropriate to allow for equitable access to light, air and minimise the need for screening for neighbouring properties.

The apartments on the eastern interface vary in setbacks behind balconies creating a push-and-pull in the façade. This articulation successfully increases visual interest of these upper levels which will be visible from the major Clow/Princes Hwy intersection to the east.

The small size of the site and the preference to minimise solar loading on the western interface logically results in the built form being built to the western boundary with the lift core/fire stairs set slightly in to provide some visual relief and shadow line on this interface.

Overall, the massing is an appropriate Urban Design response to the context, the site constraints and equitable development outcomes.

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Figure 15: View from the east looking west

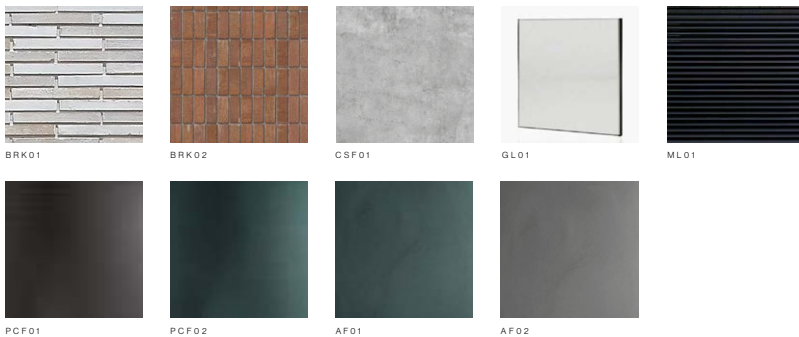


Figure 16: Proposed material palette

## LEGEND

- BRK 01 GREY BRICK - RUNNING BOND
- BRK 02 EARTHY RED BRICK - VERTICAL STACK BOND
- CSF 01 CONCRETE GREY FINISH - LIGHT
- GL 01 VISION GLAZING - CLEAR
- ML 01 POWDER COATED METAL LOUVRE - DARK FINISH
- PCF 01 POWDER COATED METAL - DARK FINISH
- PCF 02 POWDER COATED METAL - DEEP BLUE-GREEN FINISH
- AF 01 APPLIED FINISH TO MATCH DEEP BLUE-GREEN FINISH (PCF 02)
- AF 02 APPLIED FINISH - BLACK

## 4.5 PROPOSED MATERIALITY

The materials proposed distinguish the finer grain podium expression from that of the tower which is viewed from a greater distance.

The pale brickwork, faceted façade and landscape pockets present an engaging interface to Clow Street. The ground floor includes an area for exposed fire services which are incorporated as a purposeful design element rather than hidden behind doors and are incorporated into a landscape setting.

Soft landscaping is also used as a separating element between the entry to the apartments and the retail tenancy enhancing legible wayfinding.

The garage entry incorporates a pathway to the ground level bike storage and access to the substation. This easy access to bikes will help encourage sustainable transport modes in this highly serviced location.

In the upper levels, the balconies and terraces provide articulation across the southern, northern and eastern facade ensuring these interfaces read very clearly as 'residential' and avoid an overly commercial and glazed presentation.

The approach to materials provides a welcome contribution to the emerging and future character of Dandenong.

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Figure 17: Clow Street detail

## 4.6 EXISTING INTERFACES

The southern interface to Clow Street forms the site's primary public frontage. Land on the southern side of the street is identified as 'Street Level Activity Core Land Use' and 'Area 2 - Major Pedestrian Area', reflecting its strategic role in accommodating active frontages and pedestrian movement.

The existing streetscape however provides limited pedestrian amenity with the car park and drive through on the east, vacant land and a proposed 18 storey development to the north and a single storey commercial building to the west.

## 4.7 PROPOSED INTERFACES

The Clow Street interface successfully manages to incorporate numerous services and functional requirements while maximise opportunities for activation. The retail tenancy and lobby entry are positioned to the west of the edge, in line with the intersecting Thomas Street providing views down the street. The building setback provides opportunities to incorporate a small area of streetside or informal seating as well as a sheltered spot for visitors or delivery people to wait. The substation and water meter location take advantage of the required driveway entry which is also the bile store entre.

This design approach maintains a clear urban edge while enabling an activated frontage that enhances the pedestrian experience along the street.

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Figure 18: Southern elevation view

## 4.8 CONCLUSION

In summary, the development provides a successful, considered and deliverable urban design outcome for its physical and strategic context. Providing a tenancy on the ground floor, together with the apartment lobby and the bicycle and vehicle egress will help activate the streetscape on this interface that is highly visible from the Thomas Street Precinct. The design of the podium, creating visual interest and the illusion of 'occupation', manages the impacts of car parking, and the apartments provide a range of housing options not currently common in the market in Dandenong.

LatStudios support the proposal and consider it an excellent addition to the Dandenong Metropolitan Activity Centre.



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