



MARKET ST. MERIMBULA

29-33 MARKET ST. MERIMBULA
COMMERCIAL LAND STRATEGY SUBMISSION

29 April 2020

squillace



CONTENTS

1	Introduction	3
2	Existing Site Photos	4
3	Masterplan	8
4	Proposal	14
5	Proposed Amendments to Development Controls	18
6	Typical Plans	22
7	Sections	24
8	Shadow Diagrams	26
9	Key Point Vistas	28
10	Look and Feel	32
11	Squillace Precedents	33

1

INTRODUCTION

This reports accompanies the adjacent cover letter in response to the Draft Commercial Land Strategy dated 15th March and referenced adjacent.

The vision for the site is to aid in the transformation of Market St and the Merimbula CBD into a vibrant, viable and successful commercial centre via a high quality mixed use development with multiple building forms, bustling boutique ground floor retail tenancies and high amenity residential apartments above.

This concept proposal looks to amalgamate two commercial sites located along Market Street, Merimbula, to create a generous site area in excess of 4000sq.m. The site area available, coupled with its prime location, coastal setting and expansive views across the lake, afford an opportunity to design a high quality development which responds to the local context. The proposal looks to provide retail and car parking to the ground floor with 4 levels of residential apartments above.

The site presents a unique opportunity to provide a gateway to the Merimbula CBD and reflect the future desired character of the retail strip whilst maintaining a sensitivity to the existing streetscape. Based on our analysis we feel a nuanced and articulated building spanning up to 5 storeys with a substantial setback to the top storey is an appropriate response in alignment with the aspirations for the town centre. The placement of the site on the western side of Market Street enables the site to transition from the foreshore, substantiating an increase in height and heralding the site as a landmark building from long distance. Through considered distribution of massing we feel that a built form can be established that presents as lesser in scale with a fine grain of modulation that responds to the human scale and resides comfortably adjacent to its neighbouring 2 storey development.

The new buildings on site will provide both retail premises and residential accommodation contributing to commercial activity and the community of Merimbula. These will be of design excellence, amenity and performance with natural light, sun penetration and natural ventilation. An activated laneway will invite pedestrians through the site and provide a tangible visual and physical connection back to the foreshore.

This proposal is in keeping with the character statement of the Draft Commercial Land Strategy, Draft Residential Land Strategy and Merimbula CBD Landscape Masterplan which seek to:

- Consolidate commercial activity back towards the Merimbula CBD
- Prioritise pedestrian access within Market St
- Maximise connectivity to the foreshore
- Protect key view corridors and access to Merimbula Lake
- Provide well-articulated and proportioned development
- Maintain bulk and scale in keeping with the medium rise coastal setting
- Promote the enhancement of existing laneway
- Provide opportunities for boutique shopping, al fresco dining and landscape design
- Allow for night-time activation
- Reinforce existing commercial centres and promote access to shops and services
- Expand the diversity of housing
- Identify planning controls and incentives such as density and height bonuses

15th March 2020

Attn: Keith Tull & Sophie Thomson
Bega Valley Shire Council
Zingel Place
Bega NSW 2550

SUBMISSION TO THE DRAFT COMMERCIAL LAND STRATEGY FOR 29-33 MARKET ST,
MERIMBULA ON BEHALF OF SPUNGROW PTY LTD
(LOT 11, DP 838058 & LOT 112, DP1227927)

Keith & Sophie,

On behalf of our client, Spungrow Pty Ltd, please find enclosed our submission in relation to the public exhibition of the Draft Commercial Land Strategy relating to 29-33 Market Street, Merimbula.

In consultation with Council and Spungrow, we have undertaken a preliminary analysis of the existing controls for 29-33 Market Street in light of the objectives of the Draft Commercial Land Strategy (DCLS) and Bega Valley Residential Land Strategy (BVRLS). We understand a key aim of the strategy for Merimbula is the rejuvenation of the Market St retail strip to reestablish the town centre as a commercial hub. Additional to the necessity to reinject life into the CBD is the desire to provide residential accommodation that addresses the current shortfall of a diverse range of permanent dwellings in Merimbula. Within the BVRLS Council has acknowledged the opportunity to review existing controls, in particular height and density bonuses to trigger development and urban renewal. On this basis we have commenced a preliminary review of the potential development of the subject site which has been compiled into the attached submission.

We believe the subject site presents a unique opportunity to provide a gateway to the Merimbula CBD and reflect the future desired character of the retail strip whilst maintaining a sensitivity to the existing streetscape. Based on our analysis we feel a nuanced and articulated building spanning up to 5 storeys with a substantial setback to the top storey is an appropriate response in alignment with the aspirations for the town centre. Through considered distribution of massing we feel that a built form can be established that presents as lesser in scale with a fine grain of modulation that responds to the human scale and resides comfortably adjacent to its neighbouring 2 storey development.

During our analysis we have also kept an eye to the Merimbula CBD Landscape Masterplan which looks amplify the DCLS and enliven the town centre as a pedestrian friendly environment that maintains and enhances existing pedestrian movement through arcades/laneways, shared zones and informal gathering nodes. In reviewing the existing controls we looked to provide a response that builds upon the objective of a CBD that gives priority to the pedestrian and their enjoyment of their immediate surrounds.

Within this document we have included a preliminary study of the existing context, analysis of key vistas, solar access / overshadowing and massing in the form of hand sketches to reflect a potential high level response to form. It is our intent to undertake further analysis and development to provide a more detailed response in anticipation of a presentation to Council and the local community in the coming weeks. We look forward to further discussions with Council regarding the potential for redevelopment of the site to bring to life your vision for the Merimbula CBD as a vibrant and bustling commercial centre.

Yours sincerely,

Vince Squillace

Director
B.Arch (Hons) AAA, AIA
Reg No. NSW 6468, VIC 17219, QLD 3677

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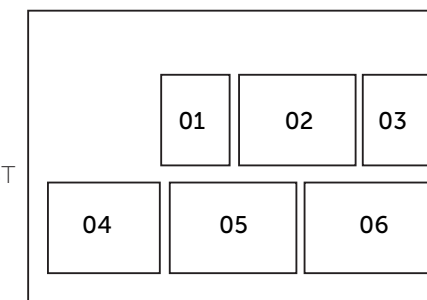
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Nominated Architect
Vince Squillace
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2

EXISTING SITE PHOTOS - OUR SITE

KEY

- | | |
|--|--------------------------------------|
| 01 TRAFFIC LIGHTS AT MARKET ST NORTH OF SUBJECT SITE | 04 SITE FROM MARKET ST LOOKING SOUTH |
| 02 CORNER OF MARKET ST & MONARO ST LOOKING NORTH | 05 REAR OF SITE FROM PARK ST CARPARK |
| 03 EXISTING PEDESTRIAN ARCADE THROUGH SUBJECT SITE | 06 SITE FROM MARKET ST LOOKING SOUTH |



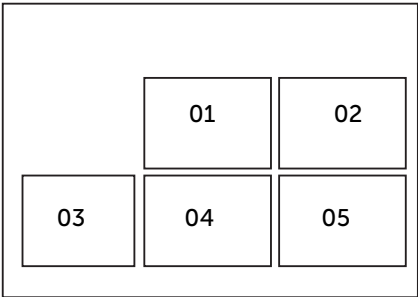
2

EXISTING SITE PHOTOS - CONTEXT

KEY

- 01 WATERFRONT CAFE
- 02 CORNER OF MARKET ST & MONARO ST LOOKING SOUTH
- 03 MARKET ST LOOKING WEST UP MAIN ST

- 04 PALMER LN LOOKING WEST
- 05 PALMER LN LOOKING NORTH



2

KEY

- SITE BOUNDARY
- EXISTING LOT BOUNDARY LINES
- 01 29 MARKET ST. MERIMBULA INFORMATION CENTRE
- 02 31 MARKET ST. MERIMBULA VISITOR CENTRE
- 03 33 MARKET ST. MERIMBULA EXTRA & MERIMBULA SCHOOL OF MUSIC

EXISTING SITE PHOTOS - STREETSCAPE



KEY

- SITE BOUNDARY
- EXISTING LOT BOUNDARY LINES
- 04 - KENNEDY & COOKE ARCADE
- 05 35 MARKET ST. SWANNIES CLOTHING CO.
- 06 39 MARKET ST. SALTWATER DREAM
- 07 43 MARKET ST. WESTPAC BANK
- 08 47 MARKET ST. PREVIOUSLY MERIMBULA BAKERY AND TACKLE WORLD
- 09 - EXISTING WALKWAY
- 10 49 MARKET ST. ROCKMANS CLOTHING



KEY

Additional 3M Setback
At Ground Plane For
Expanded Streetscape
Opportunities

Proposed Pedestrian
Laneway Access

Existing Pedestrian
Laneway Access



Shared Zone



Vehicular Access



Potential Retail For Street
Activation



Existing Main Retail Strip



Site Boundary



Retained existing brick
paving



New unit paving



New permeable unit
paving



Plain concrete paving



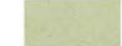
Rumble strip



Timber Decking



Garden Beds



Grass



Washed sand playground



Existing trees



Evergreen tree



Evergreen tree



Evergreen climber on
frame

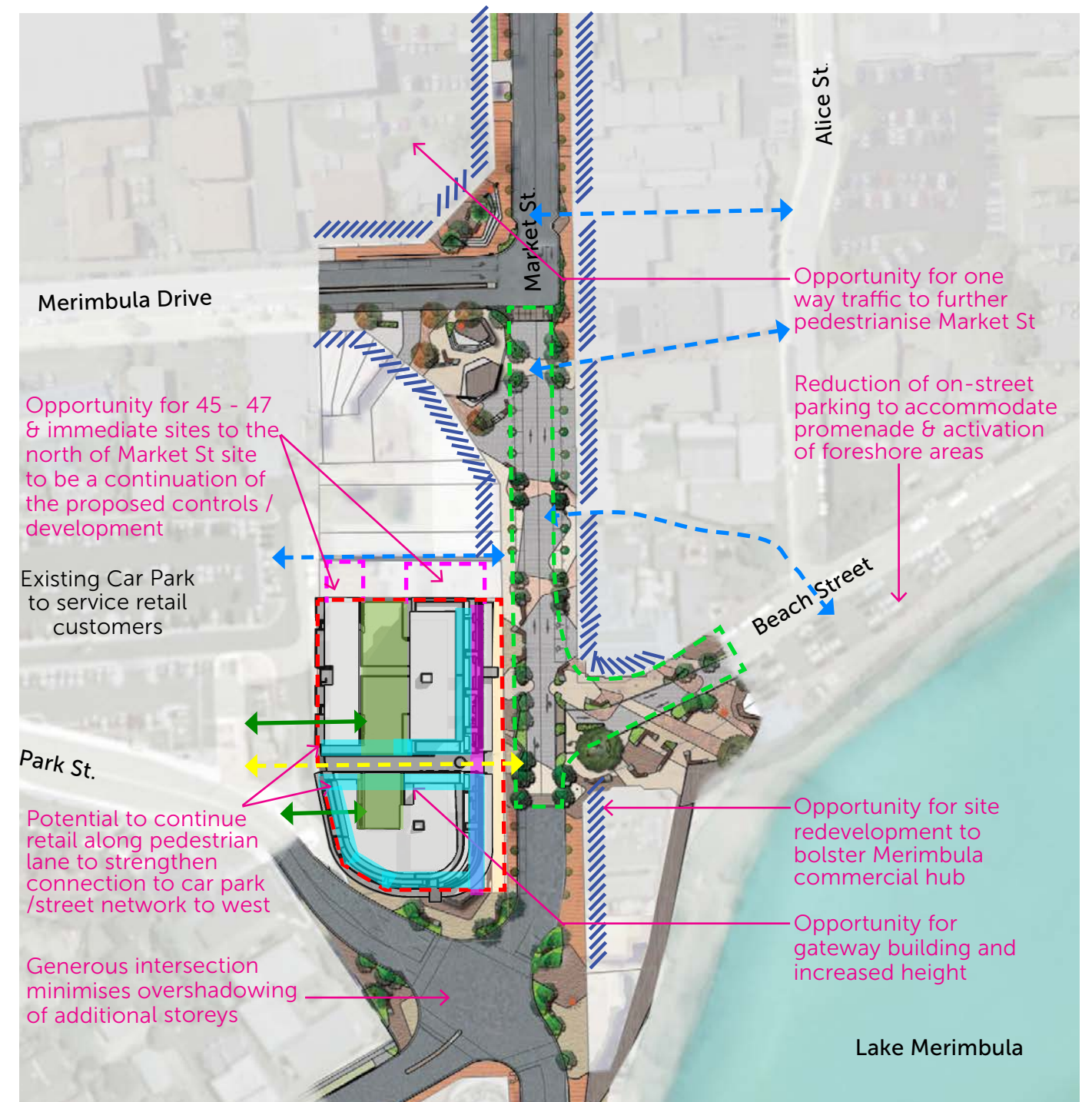
PROPOSAL MASTERPLAN

MERIMBULA CBD KEY POINTS & OBJECTIVES

- re-establish Market St as the retail and commercial hub
- allow for development focused around the lake to provide alternative uses and activation of foreshore areas that are under-utilised
- maintain the eastern vista across the bar to Fishpen from the northern end of town
- maintain existing pedestrian access "goat tracks" to the beach including the subject site

OUR SITE PROPOSAL SUMMARY

- a landmark and gateway site given its position along the main commercial strip of Market St and proximity to the Palmer Lane intersection and waterfront to the east
- potential to allow for a 5 storey development with a fine grain, articulated approach to the built form
- potential to provide boutique retail offerings at ground plane with residential above
- activation at the ground plane. Additional height may be offset by the reduction of the retail at the ground plane.
- potential to setback ground floor retail to Market St to accommodate flood levels, augment the public domain and allow for an improved and accessible connection to the ground floor
- 2 storey/10m street which is a sympathetic response to the existing retail development with upper levels setback
- opportunity to review side setbacks to accommodate a nuanced response to height
- car parking at grade or above due to water table/existing water easement
- potential incorporation of the 45-47 Market St site within the greater site, the proposal allows for a continuation of the scheme north to encompass the vacant block



MAP OVERLAY COURTESY OF SPIRE MERIMBULA CBD LANDSCAPE MASTER PLAN

text shown magenta reflects proposed enhancements and opportunities

3



SHARED ZONE PRECEDENT IMAGES

IMAGES COURTESY OF SPIRE MERIMBULA CBD LANDSCAPE MASTERPLAN

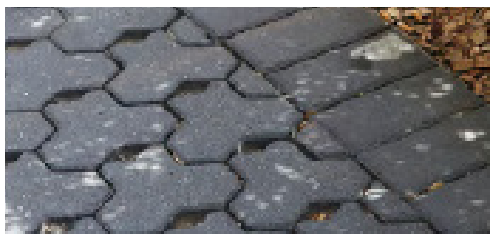
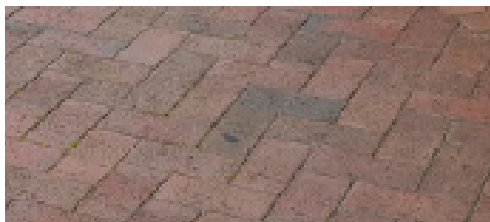
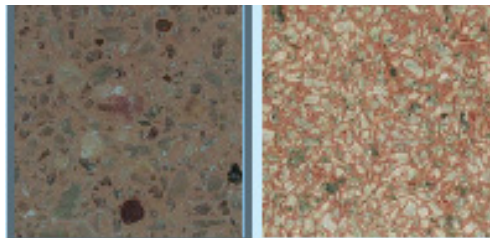


MASTERPLAN FOR MERIMBULA CBD - INTERPRETATION OF SPIRE CBD LANDSCAPE MASTER PLAN



3

LOOK & FEEL STREET INTEGRATION



PAVING



VISITAS & VISUAL CONNECTION TO STREET NETWORKS



BOUTIQUE RETAIL OFFERINGS



ACTIVATED LANEWAY



NIGHT TIME ACTIVATION

3

RETAIL SETBACK FROM SITE BOUNDARY TO AUGMENT STREETSCAPE

STREETSCAPE ELEMENTS SUCH AS INFORMAL SEATING, LANDSCAPING AND PAVING TO COMPLIMENT CBD LANDSCAPE MASTER PLAN

ACTIVATED LANEWAY WITH FINE GRAIN RETAIL SHOPS LINING PEDESTRIAN LINK

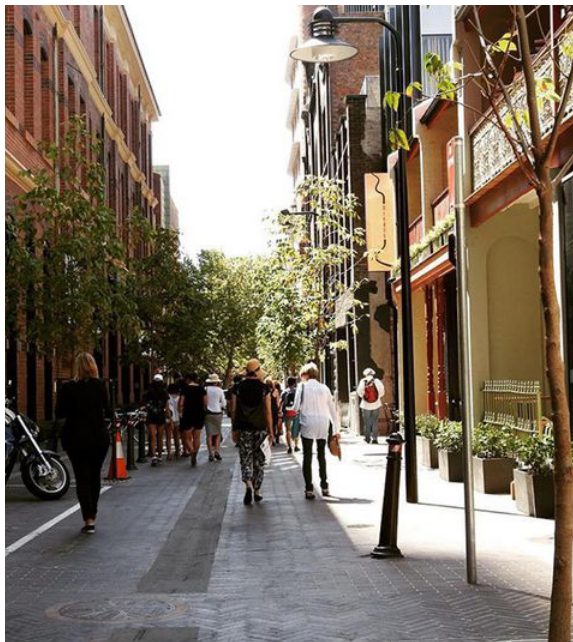
LANEWAY PROVIDES PEDESTRIAN ACCESS TO PARK ST CAR PARK TO MARKET ST & THE FORESHORE

OPPORTUNITIES FOR AL FRESCO DINING TO LANE



3

LOOK & FEEL ACTIVATED URBAN LANEWAY



ACTIVATED LANEWAY PRECEDENTS

KEY

VIEW LOCATION

SITE BOUNDARY

PROPOSAL

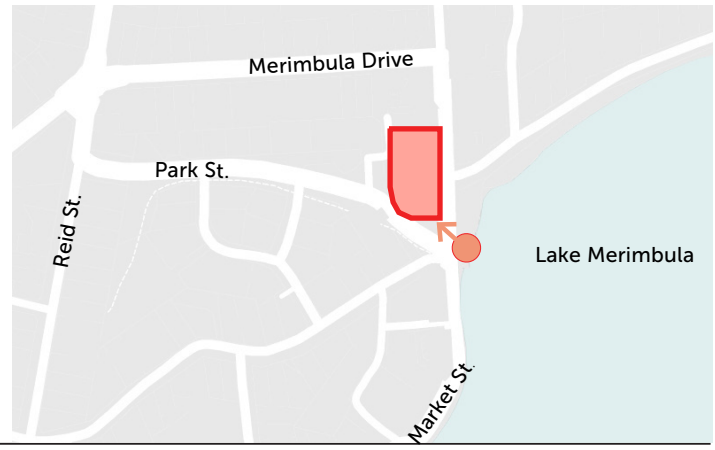
14

PERSPECTIVE OF PROPOSED ACTIVATED ALLEY

KEY

VIEW LOCATION

SITE BOUNDARY



PERSPECTIVE OF PROPOSAL FROM CORNER OF MARKET & MONARO STREET LOOKING NORTH

KEY

VIEW LOCATION

SITE BOUNDARY

A map of the Merimbula area showing the site boundary as a red rectangle on Merimbula Drive. The map includes labels for Reid St., Park St., Market St., and Lake Merimbula. An orange arrow points to the site boundary, indicating the view location.

A perspective view of the proposal along Market Street looking south. The image shows a street with commercial buildings on both sides. On the left, there are signs for 'PhantaSea', 'Gordon Lawyers', 'SECOND HAND BOOKS', and 'TACKLE WORLD'. A black car with license plate 'CP-10-AM' is parked on the left. A white truck is parked in front of the 'TACKLE WORLD' sign. On the right, there is a 'sails REAL ESTATE' sign and a 'Six D' sign. The sky is blue with white clouds.

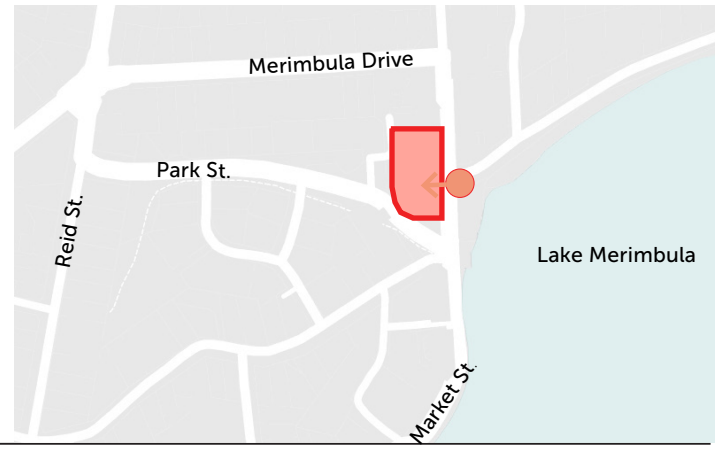
16

PERSPECTIVE OF PROPOSAL ALONG MARKET STREET LOOKING SOUTH

KEY

VIEW LOCATION

SITE BOUNDARY



PERSPECTIVE OF PROPOSAL ALONG MARKET STREET LOOKING WEST

5

PROPOSED AMENDMENTS TO DEVELOPMENT CONTROLS

Our proposal seeks to amend the current LEP & DCP controls for height, storeys and setbacks for the subject site and the property to the north at 45-47 Market Street.

HEIGHT & STOREYS

1. Bega Valley Shire LEP 2002 allows for a 13m Height of Buildings for the subject site with an additional 1m roof encroachment allowed for within the Bega Valley Shire DCP 2013. We are seeking that these controls be amended to 18m + 1m roof encroachment.
2. Bega Valley Shire DCP 2013 allows for 3 storeys for the subject site. We are seeking that this control be amended to 5 storeys (excluding mezzanine parking, plant & storage)

SETBACKS

1. Bega Valley Shire DCP 2013 allows for a 5m front setback above 2 storeys. We are seeking that this control be amended slightly to include balconies within the front boundary setback zone.

Justification fro the proposed amendments to the above controls is outlined within this section.

5

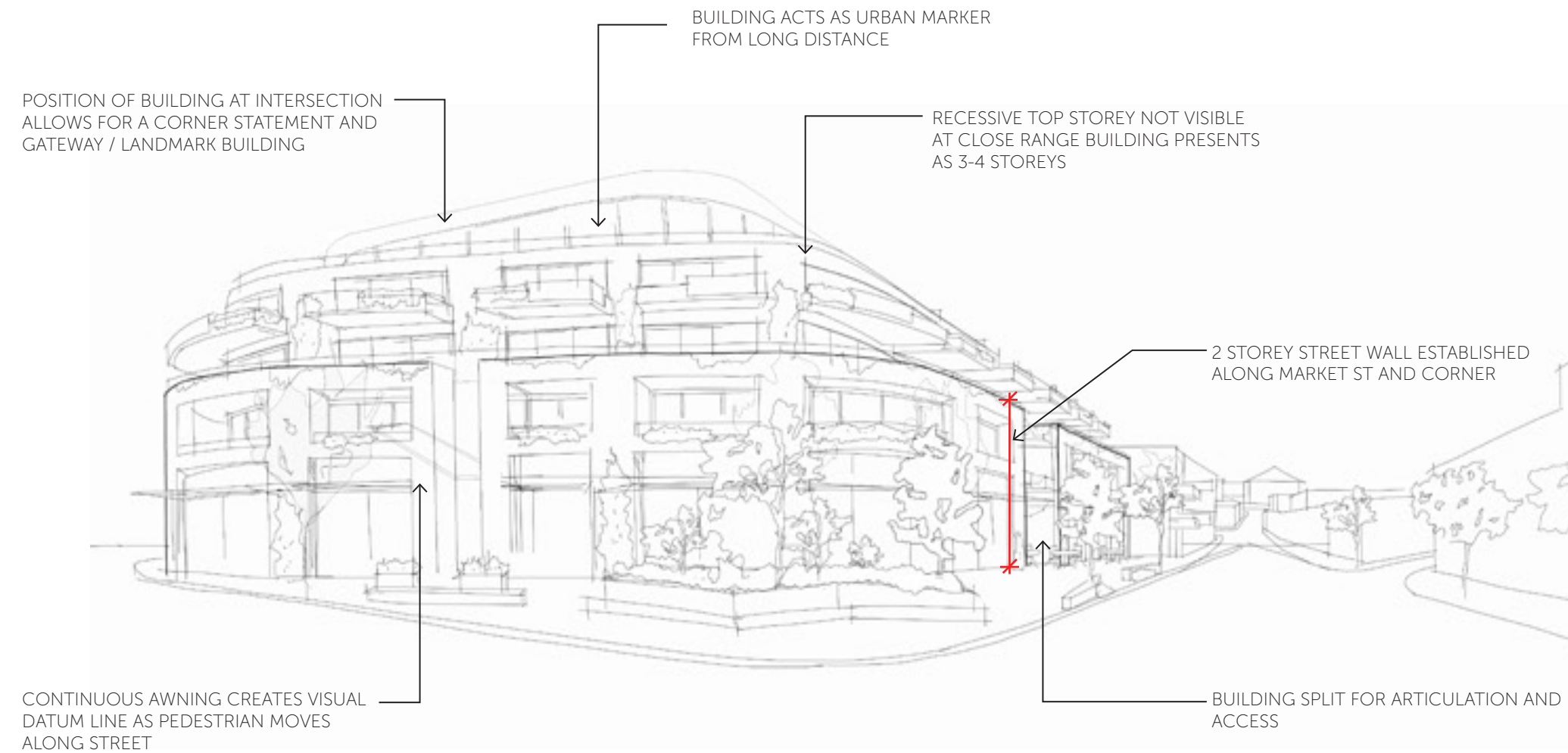
STOREYS & HEIGHT

Our proposal seeks to amend the current controls for height, & storeys from

1. 13m + 1m roof encroachment to 18m + 1m roof encroachment;
2. 3 storey to 5 storeys (excluding mezzanine parking, plant & storage)

given the below justification:

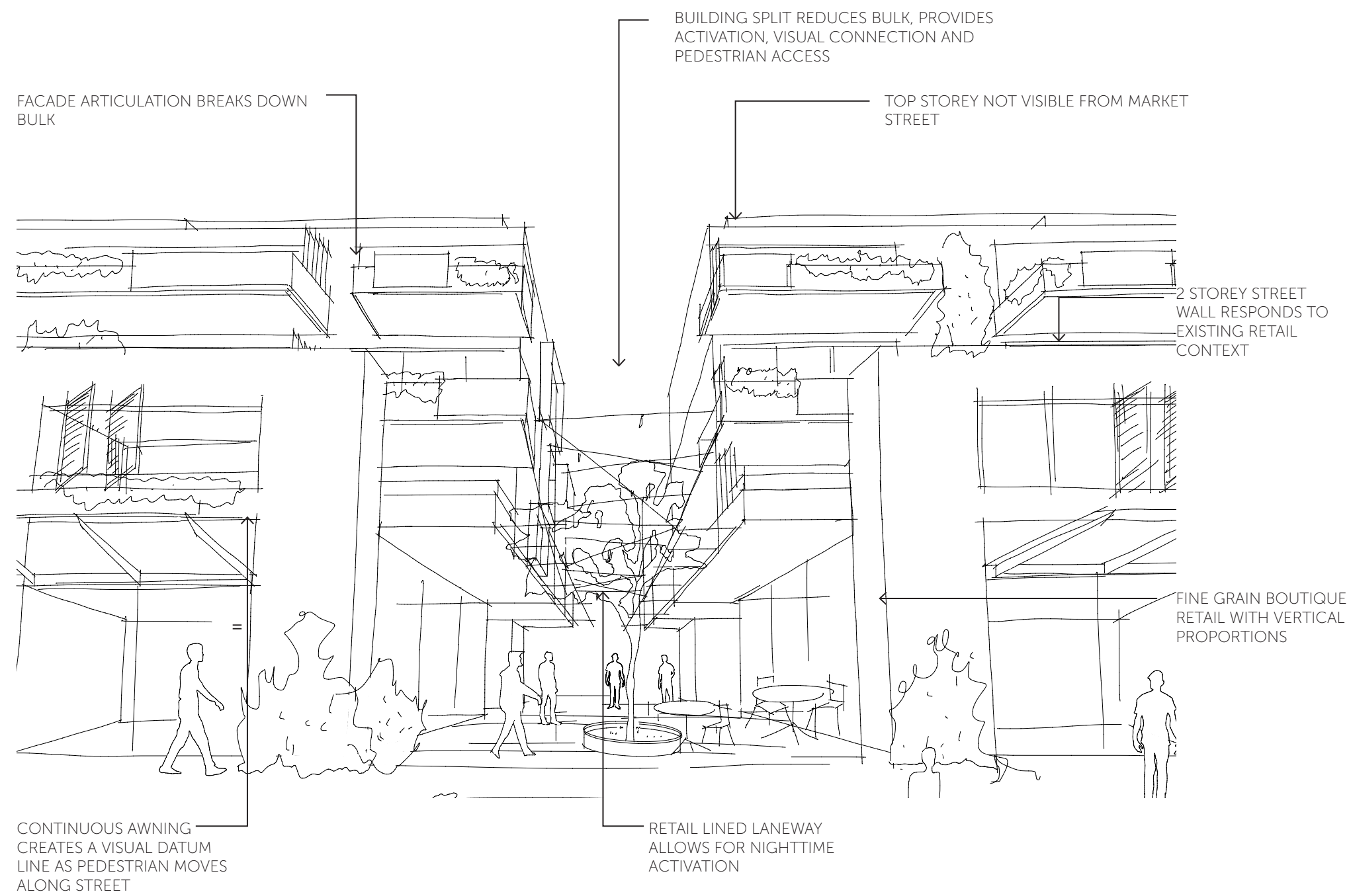
- 5 storey expression acts as an urban marker / gateway building for the Merimbula CBD when approaching from the south
- The 5th storey is generally visible at long distance. The fifth storey has limited visibility not to pedestrians along Market St looking west - please refer to Section 7 for further detail
- The proposed design does not break the ridge line when viewed from its surrounds, including Fishpen and the top of Market St - please refer to Section 7 for further detail
- Proposal reflects a similar amount of GFA as a 3 storey compliant envelope, relocated across 5 storeys to provide better articulation and a statement corner at the Market St/ Palmer lane/Monaro St intersection
- The proposed bulk and scale of the development is sensitive to the surrounding context and looks to minimise the appearance of bulk through articulation and good design
- The proposal introduces a rhythm of verticality through the streetwall which softens to a fine grain articulation of staggered balconies above, creating visual interest and movement
- The proposed built form is split north-south to maintain pedestrian access and express the built form as two separate volumes, not a monolithic mass



INDICATIVE PERSPECTIVE FROM SOUTHERN INTERSECTION OF MARKET & MONARO STREETS

5

STOREYS & HEIGHT



INDICATIVE PERSPECTIVE FROM MARKET STREET LOOKING WEST DOWN LANEWAY

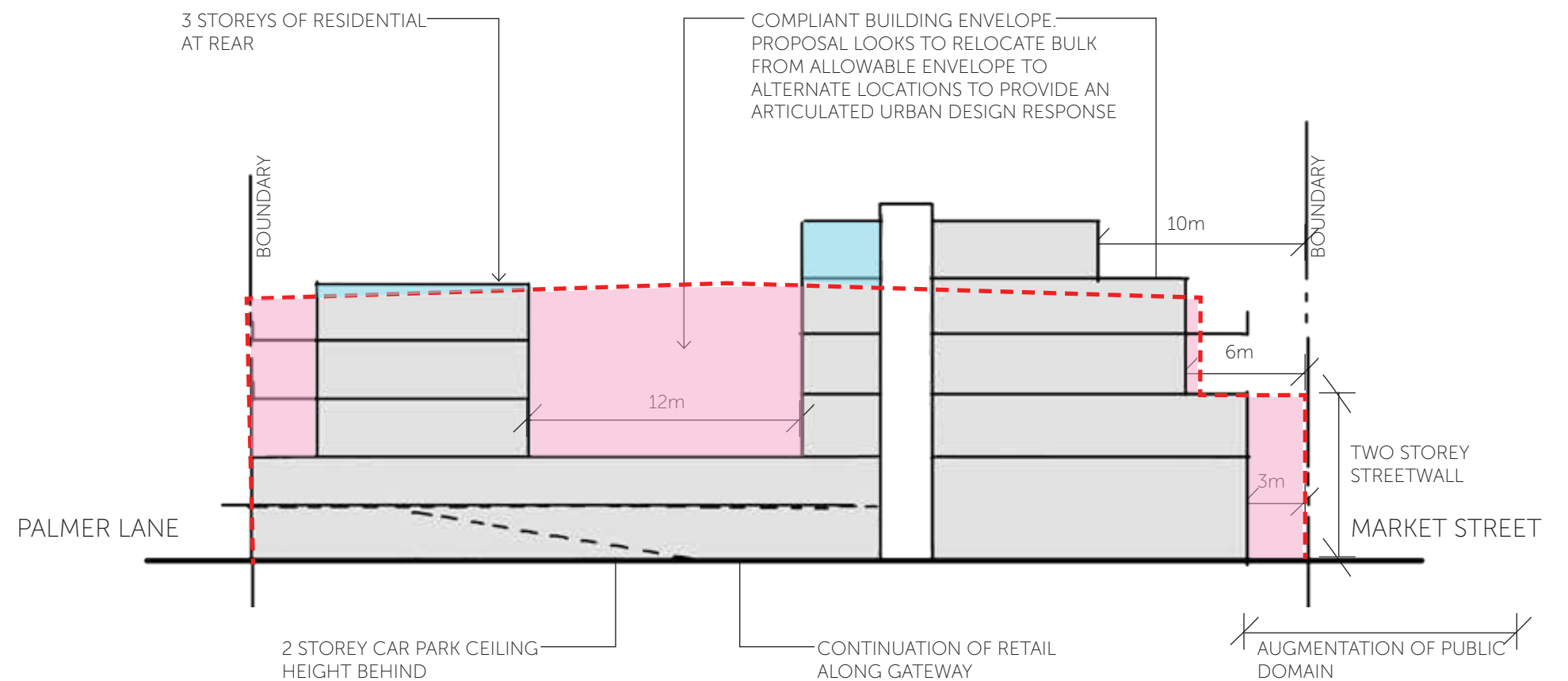
SETBACKS

Our proposal seeks to amend the current control for setbacks to include balconies within the 5m setback zone (above 2 storeys) given the below justification:

- Proposal looks to set back the ground floor retail by 3m to augment the public domain and further enhance and prioritise the pedestrian experience along Market St
- A 2 storey street wall is proposed along Market St and wrapping round the corner to Palmer Lane to maintain the existing streetscape character and bulk
- Recessed upper storeys are proposed to the front boundary with a deep recess (10m) proposed to the 5th storey to significantly minimise the visual impact of the upper storey
- Shadow diagram studies reflect that the additional height has no effect on the maintenance of 3hrs of solar access to adjoining properties - please see Section 6 for further detail
- The proposed bulk and scale of the development is sensitive to the surrounding context and looks to minimise the appearance of bulk through articulation and good design
- The proposed built form is split north-south to maintain pedestrian access and express the built form as two separate volumes, not a monolithic mass
- The proposal looks to provide an activated laneway which will facilitate pedestrian access through the site between Market St & Palmer Lane and provide further retail opportunities as you move west towards the Park St car park.

KEY

- PERMISSIBLE BUILT FORM UNDER CURRENT CONTROLS
- RELOCATED BUILT FORM TO PROVIDE IMPROVED ARCHITECTURAL OUTCOME
- COMPLIANT 3 STOREY ENVELOPE



DIAGRAMMATIC SECTION NTS

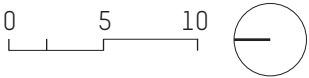
TYPICAL PLANS

GROUND FLOOR PLAN



GROUND FLOOR PLAN

1:400 @ A3



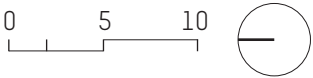
TYPICAL PLANS

RESIDENTIAL FLOOR PLAN





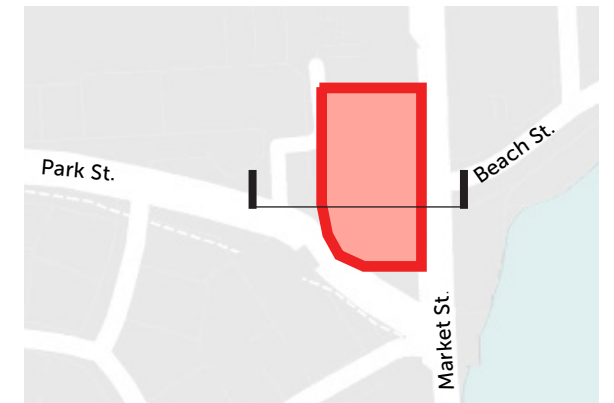
LEVEL 1 PLAN

1:400 @ A3

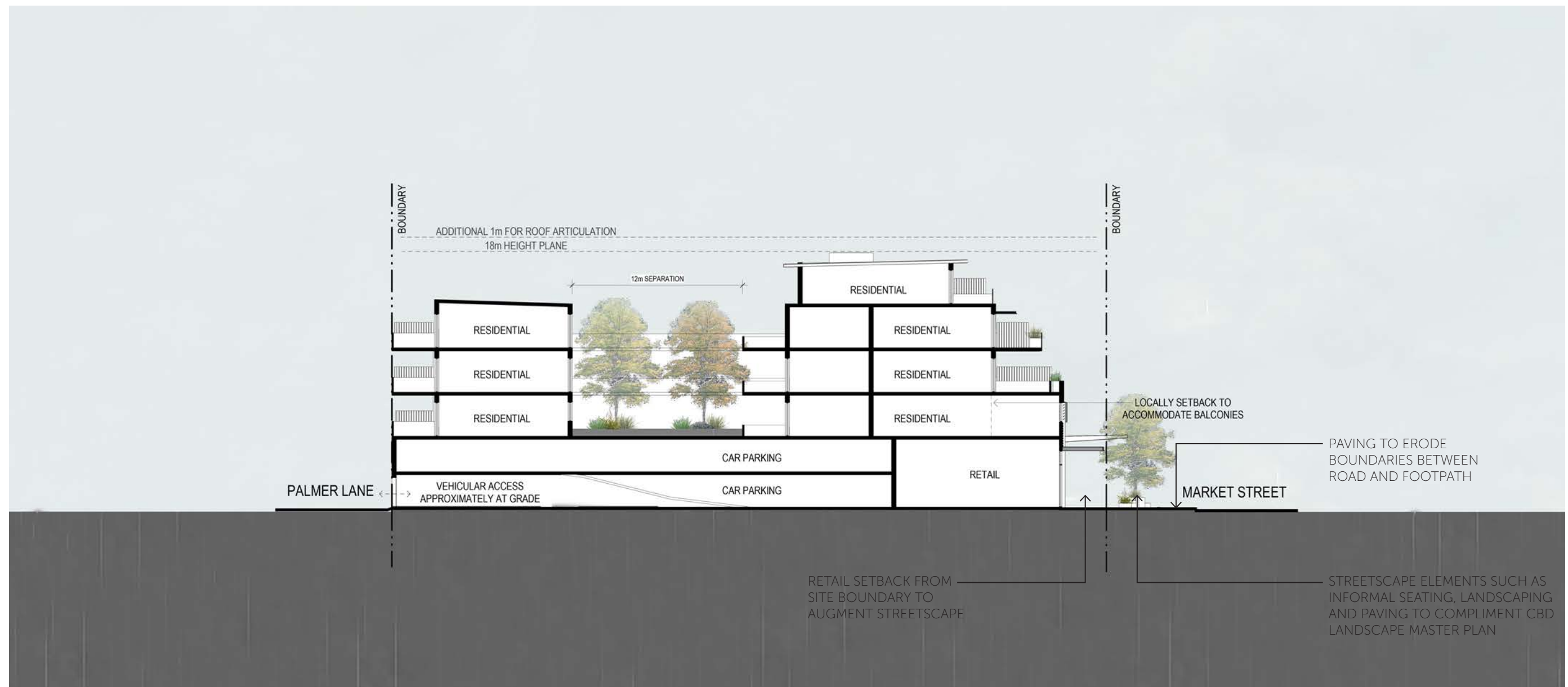


KEY

 VIEW LOCATION
 SITE BOUNDARY





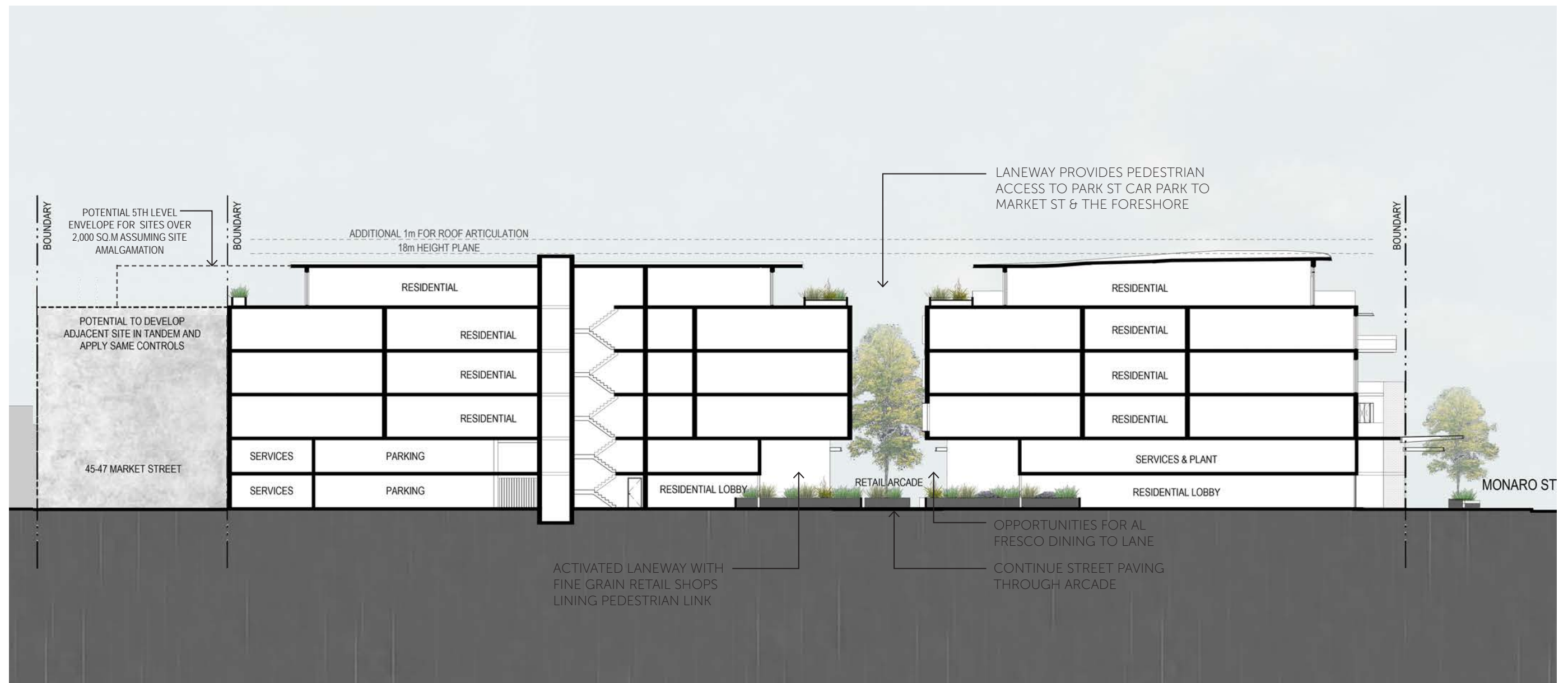
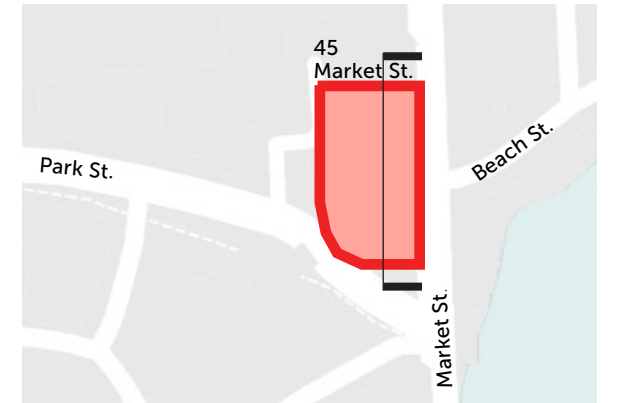
SECTIONS



EAST-WEST CROSS SECTION

KEY

-  VIEW LOCATION
-  SITE BOUNDARY

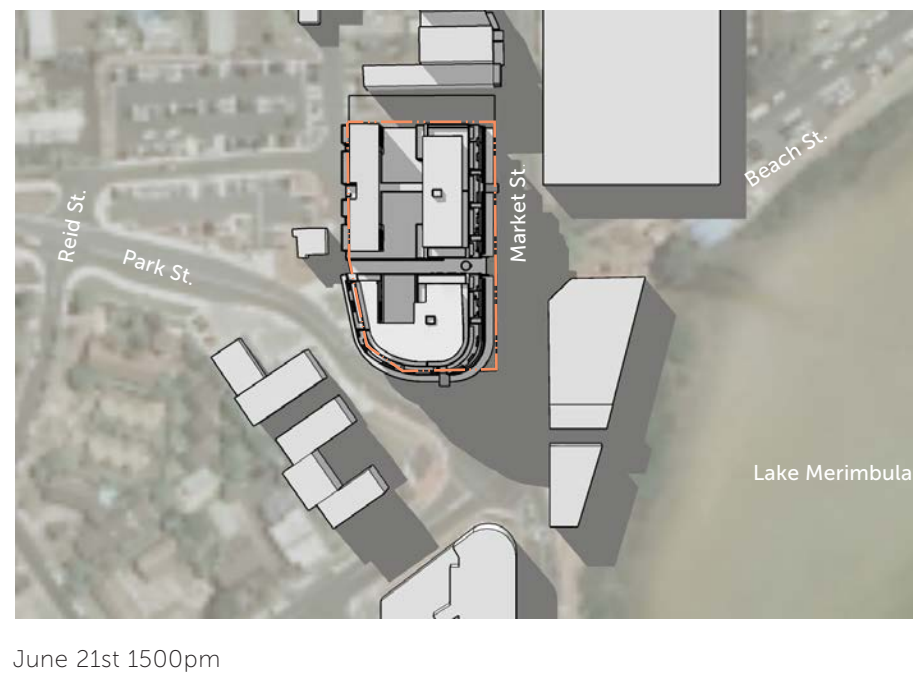


NORTH-SOUTH CROSS SECTION

SHADOW DIAGRAMS



Shadow diagrams show minimal overshadowing to the south, east and west on all neighbouring properties, therefore maintaining a minimum of 3 hours of solar access to living spaces between 9am - 3pm at 21st of June



KEY POINT VISTAS

KEY

VIEW LOCATION

SITE BOUNDARY

LINE OF COMPLIANT ENVELOPE

AREA ABOVE COMPLIANT 3 STOREY ENVELOPE

COMPLIANT 3 STOREY BUILDING ENVELOPE

PROPOSED FIVE STOREYS

28

- KEY
- VIEW LOCATION
 - SITE BOUNDARY
 - LINE OF COMPLIANT ENVELOPE
 - AREA ABOVE COMPLIANT 3 STOREY ENVELOPE

COMPLIANT ENVELOPE AT 3 STOREYS
BLOCK VIEWS OF WATER & ROTARY
PARK FORESHORE



COMPLIANT 3 STOREY BUILDING ENVELOPE

5 STOREY ENVELOPE SITS BELOW
RIDGE LINE



PROPOSED FIVE STOREYS



- KEY
- VIEW LOCATION
 - SITE BOUNDARY
 - LINE OF COMPLIANT ENVELOPE
 - AREA ABOVE COMPLIANT 3 STOREY ENVELOPE



COMPLIANT 3 STOREY BUILDING ENVELOPE



PROPOSED FIVE STOREYS



- KEY
- VIEW LOCATION
 - SITE BOUNDARY
 - LINE OF COMPLIANT ENVELOPE
 - AREA ABOVE COMPLIANT 3 STOREY ENVELOPE

COMPLIANT 3 STOREY ENVELOPE

BUILDING IN ALIGNMENT OR BELOW THE VISUAL HEIGHT PLANE ESTABLISHED BY THE EXISTING BUILT FORM



COMPLIANT 3 STOREY BUILDING ENVELOPE

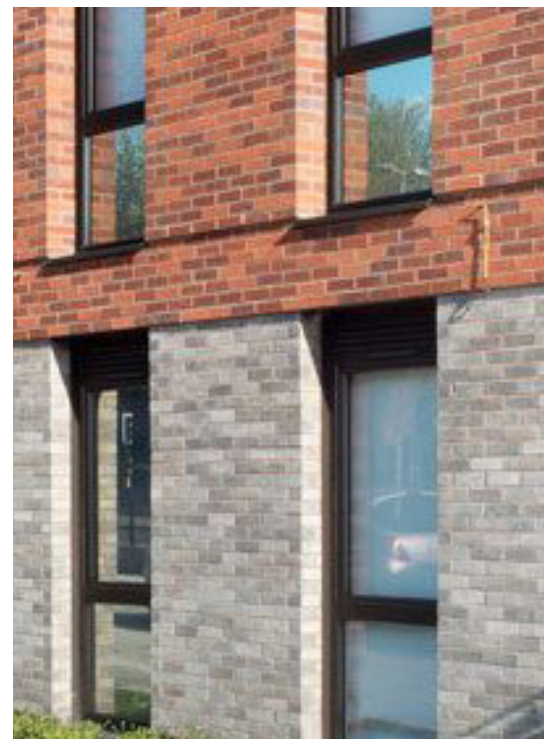


PROPOSED FIVE STOREYS

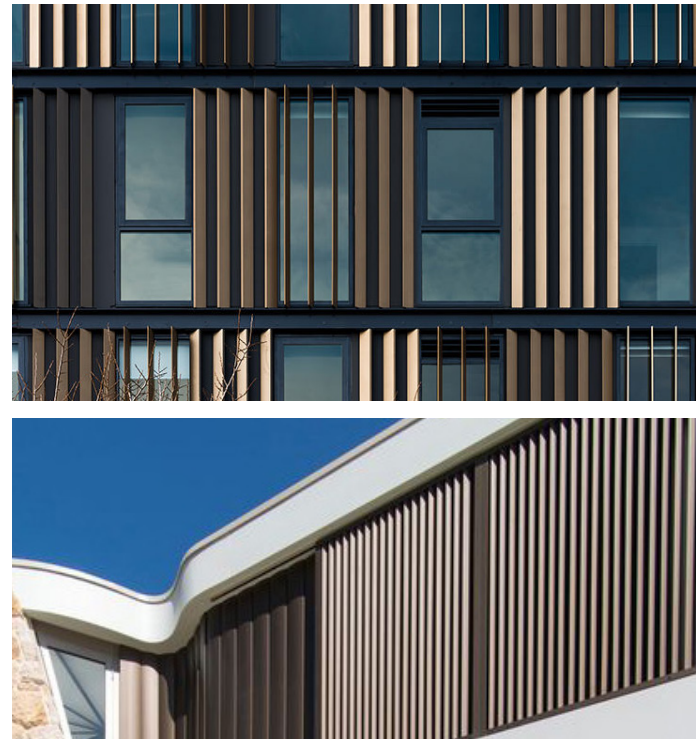


10

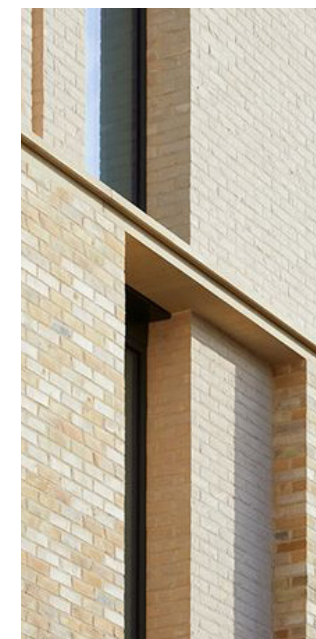
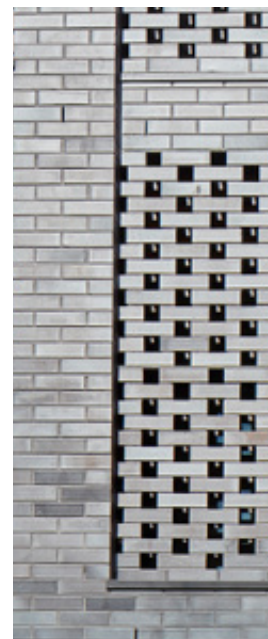
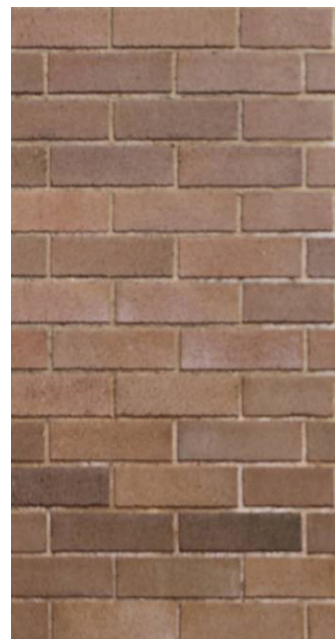
LOOK & FEEL MATERIALITY



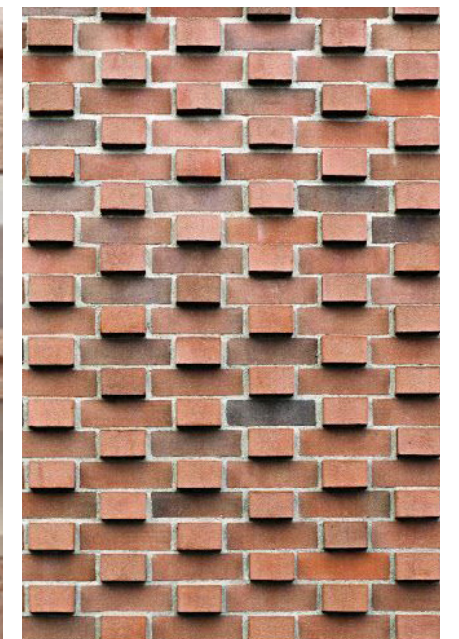
TONES & MATERIALS



BRICK COLOURS



RECESSIVE BRICK TO ARCH ELEMENT



FEATURE BRICK TO INLAIS

11

SQUILLACE PRECEDENTS

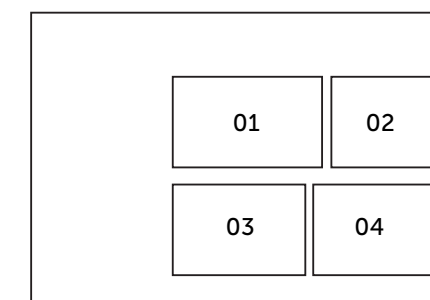
KEY

01 MAISON, HUNTERS HILL

02 HOMEBUSH APARTMENTS

03 RAMSAY RD DEVELOPMENT, FIVE
DOCK

04 WATTLE HILL, HURLSTONE
PARK



The following buildings are Squillace Architects examples of built form that present well proportioned articulation, verticality and respond to the human scale.

The information, opinions and views contained in this document present a fair reflection and assessment of the potential site development at high level based on the information available at the time of publication.

Whilst all reasonable measures have been undertaken to ensure this document is relevant and up to date, appropriate levels of inquiry and consultation will need to be sought by interested parties into the nature of the site and the concept proposal contained in this document.

The vista & overshadowing diagrams have been generated via a 3D modelling program based on the information available. During the design development process further investigation should be undertaken by relevant consultants to ensure greater accuracy and detail.

squillace

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Squillace are Architects and Interiors Designers.

We create design driven responses across a range of project types, including single dwellings, medium and high density residential, hospitality, commercial and adaptive re-use.

Our approach focuses on the holistic practice of architecture, incorporating a dynamic design aesthetic with a fundamental understanding of commercial realities.

We see opportunities in challenges and deliver architectural solutions that improve peoples lives, enhance communities and contribute to the fabric of our society.

This is a confidential document for private use only, client list available on request.

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