

Esplanade Alliance Representatives	Becton Nominees
What is the context?	
<p>Espy site is defined by the local context</p> <p>the Espy Hotel site is located within an essentially low-rise suburb, composed of diverse collection of walk-up flats.</p> <p>Urban density with a combination of built form that maintains its relationship to the street has created the ambience, which differentiates St Kilda in the midst of Melbourne's suburban dominance. Maintaining this urban context is essential to maintaining the essence of St Kilda.</p>	<p>Espy site is defined by a regional context</p>
What makes the Espy a landmark site?	
<p>the site is distinguished by its existing built form and its relationship to other built forms on the Esplanade boulevard</p> <p>Thus:</p> <ul style="list-style-type: none"> • “the site has a certain character defined by the Espy Hotel, the Baymor flats and open spaces it is the presence of a well-known building, the Espy Hotel, which has a pre-eminent place among the landmark buildings of the Esplanade the Espy Hotel is the cultural, historical and architectural anchor -- the jewel in the crown • 	<p>The site is distinguished by its geographic /physical location</p> <p>Thus:</p> <ul style="list-style-type: none"> • the site is physically prominent . . as defined by its landform height and its position at a change of direction in the Esplanade • special site in a prominent position that would be given added value and significance by a building of very considerable height
What is the preferred scale and type of development?	
<p>“ a low to medium rise development in which the sense of human scale and relationship between the ground and upper levels, and the compatibility of scale between the new and existing buildings is never lost”</p> <p>It is a type and scale of development that:</p> <ul style="list-style-type: none"> • is capable of powerful and meaningful architectural and urban design gestures but does not sacrifice its core qualities to pursue those gestures by size alone. • will reinforce the strongest urban design qualities of the Esplanade's foreshore frontage 	<p>“ a prominent building . . . of a very high design standard”</p>

What should the new development represent?	
<p>the vision is articulated in terms of the harmonious integration of a development that has its own character.</p> <p>Key phrases:</p> <p>“human scale” “integrated relationship between the residential streets of the local area and the key foreshore institutions and activity areas”</p>	<p>the vision is articulated in terms of landmark feature, something that stands out, that sets it apart from its neighbours, and above its neighbours, a prominent building.</p> <p>Key phrases:</p> <p>“accentuate prominence” “physical potential as a ‘hinge’ or ‘bookend’” “potential for emphases”</p> <p><i>Also “big urban gestures are the only things worth making” is a constant theme as if good design is only possible if height is unrestricted.</i></p>
Benchmarks	
<p>“Most of the older blocks of flats along the Esplanade and nearby foreshore boulevards and the better quality walk-up flats of St Kilda”</p> <p>“The low rise residential district to the north-east of the site – Pollington and Victoria Streets in particular</p> <p><i>selecting elements that reinforce the qualities of the context</i></p>	<p>“ the two existing apartment buildings adjoining the site . . . set part of the context for development on this . . . site” ,</p> <p>..</p> <p>“(they) bracket the site to the north-west and the south-east and constrain a low building on the Espy site from providing any strong contextual response to the particular physical prominence of the site”</p> <p>“if emphasis is to be achieved . . any new development should be allowed to exceed the height of these buildings . . .</p> <p>“a reasonable benchmark is around 1.5 times the height of Arandale:</p> <p><i>selecting the elements that dominate, taller than, sticking out above</i></p>
Height	
<p>Height is an element of urban context and should complement that context and enhance it; it should not overwhelm or imbalance.</p> <p>The constraint</p> <p>“there is a point at which human scale is lost”</p>	<p>Height is an element of building design</p> <p>The constraint</p> <p>“regulating height is not the key to design management”</p>