

Report to the Future Melbourne Committee

Agenda item 6.5

MI 22 Design Excellence Program Update

9 April 2024

Presenter: Jocelyn Chiew, Director City Design

Purpose and background

1. The purpose of this report is to provide an annual update on the Design Excellence Program (the program) to the Future Melbourne Committee (FMC) (Refer Attachment 2 of report from management).
2. The program was endorsed by FMC on 19 November 2019. The first annual report was presented to FMC in March 2023 and covered two pillars - Leadership and Design Review. The latest report includes Competitive Design, Awards and Advocacy.

Key issues

3. Program achievements are summarised below.

Leadership: Design Excellence Advisory Committee (DEAC)

4. From December 2022 to November 2023, DEAC held four meetings and a workshop on emerging design issues, Metro Tunnel Project precinct opportunities, housing, sustainable building design and design competitions. Discussion partners included Homes Victoria, Launch Housing, RMIT University, Super Housing Partnerships, Kerstin Thompson Architects, Infrastructure Victoria, Urban Design Forum, CBUS and CBRE. Presentations were received from Copenhagen and Vancouver as part of the committee's City in Focus agenda item.

Design Review: Melbourne Design Review Panel (MDRP)

5. MDRP was formalised as an ongoing program in March 2023, following a successful 12-month pilot. Panel membership was refreshed in mid-2023, informed by an Expression of Interest. 16 panel members were farewelled, and 10 new panellists welcomed.
6. From December 2022 to November 2023, MDRP provided nine reviews for seven projects across four neighbourhoods. The reviews covered six private developments and one City of Melbourne project, with a total construction value of approximately \$320 million. 67 individual proponents attended reviews with 43 panellist touchpoints.
7. 30 per cent of all project representatives were women, up from 14 per cent previously. Women accounted for more than half of all panellists. Adjustments to the Terms of Reference have helped to improve gender equity in project representation; however, more work is needed.

Awards: December 2021 to November 2023

8. Council sponsored two awards in 2023 - the Australian Institute of Architects (AIA Victoria) Maggie Edmond Enduring Architecture Award and the Australian Institute of Landscape Architects (AILA) Victorian Urban Design Award. Council staff supported multiple awards programs in various roles, including AILA Victoria Awards Juror and AIA Sustainability Awards Chair.
9. The Melbourne Awards City Design category received three submissions and shortlisted two projects in 2023.
10. Nine national and state awards were received for six Council projects. The awards recognise excellence in design process and outcome. Fourteen private projects won awards, evidence of the calibre of design in Melbourne and its ongoing reputation as a design city.

Advocacy: December 2021 to November 2023

11. The Excellent City Series was launched in 2021 to promote discussion and debate on design excellence, specific to Melbourne. 13 events were curated for MPavilion, Melbourne Design Week and the

12. International Union of Architects, with diverse collaborators. DEAC informed the first events. 45 collaborators from community, design and allied industries have informed the discussions.
13. Council staff participated in an additional 54 design industry events in the role of presenter, panellist or tour host. Settings included Open House Melbourne, the Australian Landscape Conference, Data Informed Design Conference, Green Building Day and Design Excellence Network for Local Government.
14. Tours and presentations were curated for four international delegations from the European Union, Osaka, Belgium and Germany.
15. Council staff collaborated with tertiary educators to inform thinking on the draft Future Streets Framework, Innovation Spaces and Gender Equity.
16. Council staff were separately engaged in writing for industry publications and design review panels. These touchpoints are representative of public confidence in Council's design expertise and innovation. These activities have linkages to the program as they contribute to industry awareness of contemporary design issues and Council initiatives.

Competitive Design: Design Competition Guidelines

17. FMC endorsed the draft Design Competition Guidelines (the Guidelines) to proceed to community engagement on 21 March 2023. Community engagement ran for 7.5 weeks from 22 March to 14 May 2023 via Participate Melbourne, targeted emails, social media and stakeholder briefings.
18. The Guidelines were adjusted in response to feedback from the community and key stakeholder engagement. Key adjustments include clarifying the process, embedding values from other Council strategies, and including measures for gender equity and inclusion, sustainability and Aboriginal people's involvement.
19. FMC endorsed the final Guidelines on 5 December 2023 and recommended that management return to FMC with a whole-of-organisation recommendation by March 2024, setting out potential options for Council-led projects that may be suitable for a Design Competition.
20. Council officers are reviewing potential projects to be brought back to Council for consideration in mid to late 2024. The next report will recommend a competition site and timing aligned to project program.

Recommendation from management

21. That the Future Melbourne Committee:
 - 21.1. note the Design Excellence Program Annual Report 2022-23 (Attachment 2 of report from management).

Attachments:

1. Supporting Attachment (page 3 of 46)
2. Design Excellence Program Annual Report 2022-23 (page 4 of 46)

Supporting Attachment

Legal

1. There are no direct legal implications arising from the recommendation from management.

Finance

2. There are no direct financial implications arising from the recommendation from management.

Conflict of interest

3. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Health and Safety

4. No occupational health and safety issues or opportunities have been identified.

Stakeholder consultation

5. No consultation was undertaken as this is an update on an ongoing program.

Relation to Council policy

6. The recommendations are consistent with Major Initiative 22 of the Council Plan 2021–25 to 'Champion high quality development and public realm design through delivering the Design Excellence Program, including implementing the DEAC for strategic planning work.'

Environmental sustainability

7. The ongoing Design Excellence Program supports environmental sustainability through processes that enable better design outcomes.



CITY OF MELBOURNE



DESIGN EXCELLENCE PROGRAM ANNUAL REPORT 2022-23

MARCH 2024



PREPARED BY CITY DESIGN

Photo credit: Aaron Walker

The City of Melbourne respectfully acknowledges the Traditional Owners of the land we govern, the Wurundjeri Woi-wurrung and Bunurong / Boon Wurrung peoples of the Kulin and pays respect to their Elders past and present. We acknowledge and honour the unbroken spiritual, cultural and political connection they have maintained to this unique place for more than 2000 generations.

We accept the invitation in the Uluru Statement from the Heart and are committed to walking together to build a better future.

INTRODUCTION

Council Plan 2021-25

The Design Excellence Program is aligned with the following Strategic Objectives of City of Melbourne’s Council Plan 2021-2025:

Melbourne’s unique identity and place

Melbourne is a city defined by its places, people and cultures, these are assets we want to celebrate and protect. Driven by our creative, entertainment and education sectors we will ensure Melbourne remains a unique, vibrant and creative city with world-leading liveability.

Major Initiative of the Council Plan 2021-25:

“Champion high quality development and public realm design through delivering the **Design Excellence Program**, including implementing the City of Melbourne Design Review Panel and a Design Excellence Committee for strategic planning work.”

The Design Excellence Program 2019-2030

The Program comprises short, medium and long term initiatives to **foster a culture of excellence in the built environment**.

The Design Excellence Program consists of five pillars:



Purpose of this document

The purpose of this report is to provide an update on all five pillars of the Design Excellence Program, as follows:

- year 2 of the Design Excellence Advisory Committee (DEAC) and Melbourne Design Review Panel (MDRP)
- Design Competition Guidelines
- years 1-2 of Awards and Advocacy.

Although an annual report, it includes 2 years of Awards and Advocacy as these pillars were not previously reported.

Background

The Design Excellence Program was endorsed by the Future Melbourne Committee (FMC) on 19 November 2019.

The first annual report, covering Leadership and Design Review, was presented to FMC in March 2023.

DESIGN EXCELLENCE ADVISORY COMMITTEE

The Design Excellence Advisory Committee provides a platform for industry, academia, and community members to engage with a range of design challenges and opportunities in the city.

The following is a summary of the meetings held in 2023. The discussion report for each meeting and the snapshot for each City in Focus are included in the appendix.

22 members. **8** technical experts/industry representatives, **5** community members and **4** technical advisors.

5 quarterly meetings, including **1** workshop. **8** topics discussed.

20 guests, including **3** international and **17** local.

Meeting 6 - February 2023

Topics: Emerging Design Issues and Precinct Opportunities for Melbourne Tunnel Projects

Four emerging design issues were identified as key priorities to be addressed by DEAC.

Priority 1: Strengthen the value of Design within Government.

- There is a critical and urgent need to recognise the value of design in all levels of government.
- There is considerable benefit in having in-house expertise of Architects and designers in government to oversee and reinforce the quality of new built form and infrastructure.

Priority 2: Defining and growing Melbourne's DNA to benefit 'brand Melbourne' at both local and global scales.

- Consider the ongoing brand of Melbourne, taking into account what we are valued for now and what we want to be valued for in future.
- Define and protect the elements that make Melbourne distinct and unique to assist in defining the future city.

Discussion: DEAC prioritised 4 Emerging Design Issues for future meetings and identified unique opportunities aligned with Metro Tunnel Project.

Priority 3: Unlocking latent potential of vacant, single-use and underutilised spaces.

- Explore innovative solutions for higher order and best use of underutilised public spaces, buildings and precincts to support diverse functions and changing community needs.
- Retrofit and adaptively reuse under-performing building stock, and engage with State Government on this unique challenge.

Priority 4: Refresh procurement processes to enable opportunities for emerging, small, medium practice, Indigenous agency and extraordinary outcomes.

- Update procurement processes to empower and build capacity across emerging, small and medium sized practices, having consideration for cultural, gender and intersectional equity.
- Preference the use of diverse practices, especially Indigenous, small and emerging, to strengthen design excellence, diversity of thought and opportunities for innovation.

Meeting 7 - May 2023

Topics: Future of Housing in City of Melbourne and City in Focus: Copenhagen

Guests: Emma Appleton - Homes Victoria, Vere Longmore - Launch Housing, Rebecca Roke - RMIT University, Kerstin Thompson - Kerstin Thompson Architects, Carolyn Viney - Super Housing Partnerships, Llewellyn Reynders - Infrastructure Victoria, Kath Phelan - Infrastructure Victoria, Rune Veile - Urban Power Copenhagen, Arne Cermak Nielsen - Urban Power Copenhagen

Discussion: Five of the invited guests presented on issues related to the Future of Housing, including office to residential conversions, public housing estate adaptability, how to attract investment in affordable housing, the role of the planning system and the make-up of housing developments. Urban Power shared a presentation on Copenhagen's innovation in housing, and ways to address housing quality and diversity challenges.

Workshop - June 2023

Topic: Future of Housing in City of Melbourne

Guests: Margie McKay - Homes Victoria, Vere Longmore - Launch Housing, Llewellyn Reynders - Infrastructure Victoria, Kath Phelan - Infrastructure Victoria, Marjorie Kennedy - Head of Statutory Planning, Planning and Building

Discussion: DEAC discussed the Future of Housing as a continuation of meeting 7. The Committee suggested exemplar housing projects, discussed what can be learned from them and suggested priorities for Design Excellence in housing.

Meeting 8 - August 2023

Topics: Sustainable Building Design and City in Focus: Vancouver

Guests: Councillor Elizabeth Doidge, Tiffany Crawford - Co-Director Climate Change and City Resilience, Dominique Hes - Zero Carbon Buildings Lead, Emma Robinson - Manager Zero Carbon Cities, Marc Gillespie - Cbus Property, Su-Fern Tan - CBRE, Micah Lang - City of Vancouver

Discussion: CBRE presented on New York's approach to retrofits and how a carbon cap led to improved assets. Cbus presented on their approach to reduce building carbon emissions. The Committee discussed methods to incentivise building retrofits and to support building owners in the transition to zero carbon buildings. City of Vancouver presented on the consequences of climate change and the need to protect vulnerable residents from extreme temperatures.

Meeting 9 - November 2023

Topics: Design Competition Guidelines and Design Excellence Update

Guests: Katherine Sundermann - Urban Design Forum, Marjorie Kennedy - Acting Director Planning and Building

Discussion: Marjorie Kennedy presented on the VPELA Study Tour to Sydney. DEAC discussed the benefits to community of competitive design processes around the world and the difficulties in diversifying the pool of design firms. The Committee acknowledged Sydney's success with its policy and New York City's prioritisation of emerging design practices in city-led competitions. DEAC provided advice on the implementation of design competitions.



DEAC Meeting 6

MELBOURNE DESIGN REVIEW PANEL

A highly valued expert advisory group who provide independent design advice on significant projects and improve designs.

The following is a summary of the meetings held in 2023.

6 formal bi-monthly meetings.

9 advisory reports issued to proponents.

7 new projects and **2** returning projects located in **4 of 9** neighbourhoods, including **6** private developments and **1** City of Melbourne project.

\$320m approx. total construction value of reviewed projects.

“The open and collaborative MDRP panel process is a terrific forum that helps to communicate the value of good design and how it can be achieved through expert review and innovative approaches. It helps to raise awareness of the need for design quality and the understanding that it is always possible to improve outcomes, building new design champions within Council, and amongst other stakeholders.”

- Proponent Team Planner

“The MDRP program has been an invaluable resource to the Statutory Planning Team. The process has assisted capability building, enabling council planners and urban designers to better advocate for excellent design and planning outcomes.”

- Marjorie Kennedy, Head of Statutory Planning

16 expert panellists.

8 technical experts.

72 individual panellist touch points through formal MDRP meetings and separate activities including Homes Melbourne EOI Assessment, Design Competition Guidelines advice, design excellence events, Visioning Undercrofts Tour and the Greenline Project Site One workshop.

67 individual proponents including site owners, developers, architects, landscape architects and planners. Women accounted for only **30 per cent** of all project representatives, up from **14 per cent** previously.

The Panel was refreshed in July 2023, retiring 16 panel members and welcoming 10 new members for a period of two years.



MDRP meeting

DESIGN COMPETITIONS

Guidelines that provide a clear and ethical process for design competitions to enable uplift of development quality and equity of design opportunity.

Following community engagement, the Design Competition Guidelines were adjusted. Future Melbourne Committee endorsed the Guidelines on 5 December 2023, and requested recommendations by March 2024 on potential City of Melbourne projects suitable for a design competition. Further consultation with industry will be undertaken in parallel, as part of an exploration of pathways to potential mandatory design competitions.

Key Dates

21 March 2023 FMC: Draft Design Competition Guidelines endorsed to proceed to community engagement.

22 March to 14 May 2023: Consultation and Targeted Stakeholder Engagement.

3 October 2023 FMC: Deferred, Policy alignment with Vic Housing Statement and refinements.

5 December 2023 FMC: Design Competition Guidelines endorsed.

Community Engagement

Community engagement ran for 7.5 weeks from 22 March to 14 May 2023 via Participate Melbourne, targeted emails, social media and stakeholder briefings.

700 visitors to the Participate Melbourne page.

273 document downloads.

13 survey responses.

5 submissions from Melbourne planning and design practices and Victorian Government.

Specific feedback included:

- strong support for the proposal to trial the Guidelines on City of Melbourne owned sites.
- support for the scalability of the competition model.

Adjustments to the guidelines

The guidelines were adjusted in response to feedback and to better support several City of Melbourne strategies.

Adjustments include:

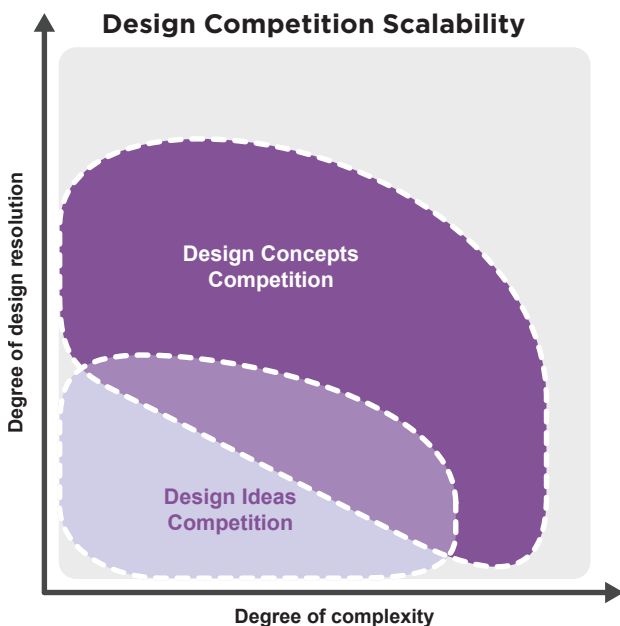
- clarifications to the process.
- embedding values from other strategies.
- including measures for gender equity and inclusion, sustainability and Aboriginal people's involvement.

Implementation

The proposal to lead with City of Melbourne projects is:

- a way for City of Melbourne to show leadership and build confidence.
- an important way to refine the process set out in the Guidelines, before the possibility of embedding them in the planning scheme.

A recommendation to FMC with potential City of Melbourne projects suitable for a design competition will be provided in 2024.



AWARDS

Awards enable the promotion of design excellence and build awareness and literacy of design.

The following is a summary of presented, received and sponsored awards since the establishment of the Design Excellence Program.

Melbourne Awards: City Design Category Winners

2021 State Library Victoria Vision 2020 Redevelopment by Architectus and Schmidt Hammer Lassen

2022 Queen & Collins by Kerstin Thompson Architects with BVN

2023 Victorian Family Violence Memorial by Muir and Openwork

9 National and State awards given to **6 City of Melbourne projects**.

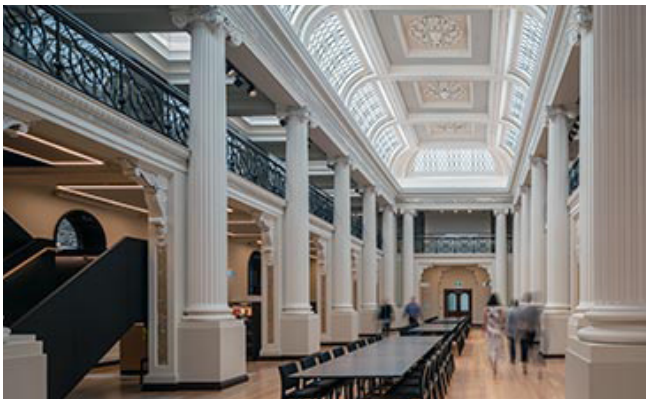
14 industry projects received awards.

3 Melbourne Awards presented.

2 awards sponsored by City of Melbourne.

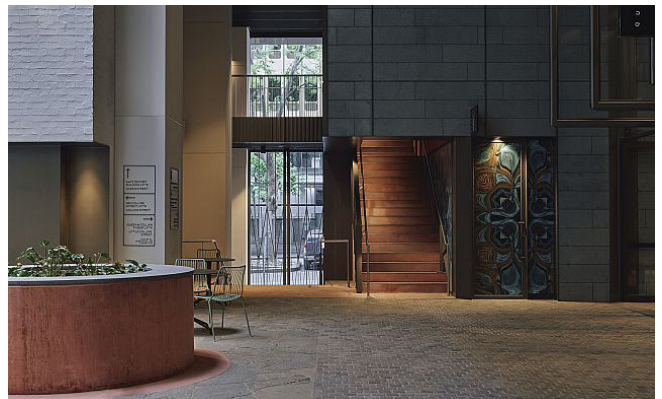
For more information about the Melbourne Awards visit: melbourne.vic.gov.au/about-melbourne/celebrating-melbourne/melbourne-awards

2021



State Library Victoria Vision 2020 Redevelopment by Architectus and Schmidt Hammer Lassen

2022



Queen & Collins by Kerstin Thompson Architects with BVN. Photo by Derek Swalwell, Sharyn Cairns, Leo Showell

2023



Victorian Family Violence Memorial by Muir and Openwork, with City of Melbourne. Image by Peter Bennetts

Award-winning City of Melbourne Projects

City of Melbourne designed or collaborated in the following award-winning projects:

City of Melbourne's Green Factor Tool won the 2022 AILA National Climate Positive Design Award.

Green Our City Action Plan: Strategic justification for regulatory requirements for sustainability won the 2022 AILA National Climate Positive Design Award.

Lincoln Square Playspace won the 2023 AILA National Play Spaces Landscape Architecture Award.

Transforming Southbank Boulevard with TCL and Mike Hewson won the 2023 AILA National Civic Landscape Award of Excellence.

QVM Shed Restoration by NH Architecture won the 2023 AIA Heritage Award.

The Victorian Family Violence Memorial by Muir and Openwork won the 2023 Melbourne Award, 2023 AILA National Small Projects Award of Excellence and 2023 AIA Small Projects Award.

Sponsored awards

The sponsorship of awards demonstrates our leadership in and commitment to design excellence. The following awards were sponsored by City of Melbourne:

2023 AILA Victorian Landscape Architecture Awards Urban Design category.

2023 AIA Victorian Architecture Awards Maggie Edmond Enduring Architecture Prize.



Transforming Southbank Boulevard by City of Melbourne, TCL & Mike Hewson
2023 AILA National Civic Landscape Award of Excellence
Photo by Dianna Snape



Lincoln Square Playspace by City of Melbourne
2023 AILA National Play Spaces Landscape Architecture Award
Photo by Andrew Lloyd



QVM Shed Restoration by NH Architecture with City of Melbourne.
2023 AIA Heritage Award
Photo by Dianna Snape

ADVOCACY

Advocacy enables the promotion of design excellence, builds awareness and literacy of design, while enabling partnerships.

The following is a summary of the advocacy events held since the establishment of the Design Excellence Program.

The Excellent City Series

The Excellent City Series was launched in 2021 to promote debate on design excellence, specific to Melbourne. The following events have been delivered in partnership with MPavilion, Melbourne Design Week and the International Union of Architects.

The Excellent City Series at MPavilion

Designing Equity March 2022, with panellists Lara Brown, Michele Acuto - Melbourne Centre for Cities, Simona Castricum and Gerhana Waty - Hansen.

Design Yarning March 2022, with panellists Aunty Joy Wandin Murphy - Wurundjeri Woi-wurrung Elder, Sarah Lynn Rees - JCB Architects, Anne-Marie Pisani - ASPECT Studios and Jason Eades - Aboriginal Melbourne.

Design Resilience March 2022, with panellists Florian van den Corput - Sustainability Victoria, Professor Sarah Bell - University of Melbourne, Stephen Webb - DesignInc Melbourne and Amelia Tonkins - ARUP.

Designing Excellence April 2022, with panellists Karen Alcock - MAArchitects, Karl Fender - Fender Katsalidis Architects, Daniel Soussan - Tract, Bridget Smyth - City of Sydney, Georgia Birks - Architecture Media and Nicholas Reece - Deputy Lord Mayor.

Build Your Own City January 2023, interactive activity with Mike Hewson - installation artist.

Embracing Country February 2023, with panellists Aunty Joy Wandin Murphy - Wurundjeri Woi-wurrung Elder, Rau Hoskins - TRIBE Architects and Aretha Brown - Gumbayniggirr activist, artist and comedian.

Enduring City February 2023, with panellists Grady Peterson - Sustainability Victoria, Robbie Neville - Revival Projects, Mastura Mokhtar - Six Degrees Architects and Clare Parry - Development Victoria.

Design Futures March 2023, meditation and collaborative creative reflection activity featuring Xan Coppinger - Musician.

67 advocacy events in total.

45 collaborators.

13 Excellent City Series events.

10 Open House Melbourne events.

4 international delegations.

The Excellent City Series at Melbourne Design Week

Intersectional Gender Equity in Practice

May 2023, with panellists Nikhila Madabhushi, Teneille Summers and Dr Derlie Mateo-Babiano - University of Melbourne.

City of Play May 2023, with panellists Dr Sanne Mestrom - University of Sydney, Dr Troy Innocent - RMIT Future Play Lab and David Lloyd - National Heart Foundation of Australia.

Design Review in a Design City May 2023, with panellists Professor Martyn Hook - RMIT, Sarah Lynn Rees - JCB Architects, Sophie Patitsas - Office of the Victorian Government Architect and Quino Holland - Fieldwork Architects.

The Excellent City Series at UIA World Congress of Architects, Copenhagen

Architects in Government, July 2023, presentation with Jill Garner - Office of the Victorian Government Architect and Camilla van Deurs - City of Copenhagen.

Reclaiming Space for Design Excellence: Melbourne & Copenhagen, July 2023, presentation with Urban Power.

Open House Melbourne

City of Melbourne collaborated with Open House Melbourne, an independent not-for-profit organisation, to build design awareness and literacy.

- Get to know the Greenline (2022) self-led tour.
- Design Excellence (2022) guided tour.
- Pocketbook of Playspaces (2022) self-led tour.
- This is Public: Collective City (2023) presentation collaboration.
- Get to know the Greenline Project (2023) walking tour with Aspect Studio and TCL.
- Design Excellence (2023) self-led tour.
- Grey to Green (2023) self-led tour.
- Pocketbook of Playspaces (2023) self-led tour.
- Transforming Southbank Boulevard (2023) walking tour with TCL and Mike Hewson.
- Birrarung Floating Wetlands (2023) walking tour with WET Systems.

Design Excellence Network

City of Melbourne is a member of the Design Excellence Network (DEN) for Local Government. DEN exists to advance the value and delivery of design excellence in all aspects of the built environment within local government in Victoria. City of Melbourne staff form part of DEN's Committee.

- Launch event, July 2022, introduction, workshop and Council House 2 tour.

Delegations

- European Union - International Urban and Regional Cooperation, March 2023.
- Osaka delegation tour, October 2023.
- Belgium Economic Mission Australia - Towards Safer Connected & Resilient Smart Cities Seminar, October 2023.
- German Chamber of Commerce, November 2023.



Designing Equity: The Excellent City Series - MPavilion 2021/22



Enduring City: The Excellent City Series - MPavilion 2022/23



Embracing Country: The Excellent City Series - MPavilion 2022/23

Other events

Panels, presentations and events

2022

- Good Design Matters panel
- Be Summit – Embodied Carbon panel
- City of Melbourne International Women’s Day panel
- AIA International Women’s Day panel
- Gendered commemoration for GenVic panel discussion
- NGV Contemporary Design Competition panel
- Singapore National University of Singapore – City Design hosted presentation
- SAY IT LOUD Naarm Melbourne exhibition
- MDW How Privately Owned Public Space (POPS) is Transforming the City, panel with Denton Corker Marshall
- Australian Landscape Conference, Site Tour
- Design Student Society Industry Night, University of Melbourne
- Urban Collective Industry Night, Melbourne School of Design, University of Melbourne
- Design Studio Guest Presentations, Masters of Urban Design, University of Melbourne
- Landscape Architecture Professional Practice – Symposium 1, RMIT University
- Monash Masters of Urban Planning and Design guest critic
- PIA Accreditation Visiting Board: Masters of Urban Planning and Design, Program Advisory Committee, Monash University
- PIA Accreditation Visiting Board: Masters of Urban Planning and Design, Program Advisory Committee, University of Melbourne

2023

- City of Melbourne International Women’s Day panel discussion and MC.
- AIA International Women’s Day panel
- Tract International Women’s Day panel discussion.
- Data Informed Design Conference, City DNA event with City Data
- Finding Her Launch panel discussion with Put Her Name On It.
- University of Melbourne Removing Barriers – Public Design presentation.
- Landscape Architecture x Change Makers Project Interview presentation.
- Intersectionality in Architecture, Hearing Architecture podcast
- Green Building Day keynote presentation with Climate Change and City Resilience.
- Archibuild Expo - Equitable Design in Urban Spaces: The Practical Role of Architecture presentation.
- Landscape Architecture Professional Practice Symposium - Gender Equity presentation.
- Urban Greening Forum - Retrofits presentation.
- The Architecture Symposium: Acts of Generosity presentation.
- Design Student Society Industry Night, University of Melbourne
- MDW Perspectives: Collective Futures panel
- MDW Perspectives: Sustainable Modalities panel with Alberto Kritzler Ring and Kelvin Mureithi
- Design Studio Guest Presentations, Masters of Architecture, University of Melbourne
- Green and Thriving Neighbourhoods, presentation with C40 Cities, UIA World Congress
- Australian Embassy Event, by Office of the Victorian Government Architect, UIA World Congress
- Australian Urban Design Awards Panel, What does urban design in the public interest look like?
- 500 Women in Property Program, mentor and mentees
- AILA Fresh Mentor Program

Publications

City of Melbourne design staff have individually authored or contributed to the following publications, optimising Council visibility and impact, and extending opportunities for staff performance and professional growth.

- Good Design Matters panel Subject/Object, Landscape Australia, May 2022.
- Tabletalk: Who influences urban development, and how? New knowledge systems, Architecture Australia, September / October 2023.
- Urban Futures and Systems Thinking in Architecture: Guest Editor, Architect Victoria, Edition 3, 2023.
- Footpath / flow path, Architect Victoria, Edition 3, 2023.
- The importance of gender Impact Assessments in shaping future cities, Architect Victoria, Edition 3, 2023.
- Design Review Panels in Action, Architecture Australia, October 2023
- Embracing complexity and the unseen: 2023 Festival of Landscape Architecture, Landscape Australia, November 2023.

Sponsored organisations

In addition to the sponsorship of selected awards and events, City of Melbourne supports organisations that advocate for design excellence. These organisations support debate and professional development.

- Parlour Collective
- Urban Design Forum



Build Your Own City: The Excellent City Series - MPavilion 2022/23



Perspectives: Collective Futures - The Excellent City Series, 2023



Enduring City: The Excellent City Series - MPavilion 2022/23

APPENDIX

DEAC Discussion Reports and City in Focus Snapshots

The following are the Discussion Reports and City in Focus Snapshots for DEAC meetings in 2023. The former provide a summary of each of the meetings. The latter provide an overview of each City in Focus.

- DEAC Discussion Report - Meeting 6
- DEAC Discussion Report - Meeting 7
- DEAC City in Focus Snapshot: Copenhagen
- DEAC Discussion Report - Workshop (Special Meeting)
- DEAC Discussion Report - Meeting 8
- DEAC City in Focus Snapshot: Vancouver
- DEAC Discussion Report - Meeting 9

DEAC DISCUSSION REPORT

Meeting 6

DATE 14.2.2023

Date	14 February 2023
Time	5:30pm – 7:30pm
Venue	Town Hall Commons

Attendees Deputy Lord Mayor Nicholas Reece (Chair), Councillor Rohan Leppert (Deputy Chair), Evan Counsel (General Manager Strategy, Planning and Climate Change), Jocelyn Chiew (Director City Design), Rob Adams (City Architect), Jill Garner (OVGA), Bill Krotiris (AIA), Georgia Birks (Architecture Media), Professor Martyn Hook (RMIT University), Professor Julie Willis (University of Melbourne), Gabby McMillan (Planning Institute of Australia), Cath Evans (Property Council of Australia), Robyn Pollock, Dr Ben Milbourne (Community Member), Daniel Ong (Community Member), Nivedita Ravindran (Community Member), Danni Hunter (Technical Adviser), Monique Woodward (Technical Adviser)

Apologies Lara Brown (Community Member), Matthew York (AILA), Sarah Lynn Rees (Technical Adviser)

Support Danielle Jewson, Bronwen Hamilton, Justin Kelly

Priority Emerging Design Issues for DEAC

An overview of Emerging Design Issues was presented, followed by an interactive digital survey to identify priority issues for members. The following priority emerging design issues will be used to frame and inform future meeting topics and discussions.

DEAC members are invited to review the following Priority Emerging Design Issues and provide input into potential stakeholders and relevant case studies:

Priority 1: Strengthen the value of Design within Government	
Description / Discussion	<ul style="list-style-type: none"> There is a critical and urgent need to enhance the understanding of the value of design in all levels of government. There is considerable benefit of having in-house expertise of Architects and designers in government to oversee and reinforce the quality of new built form and infrastructure. Architects and designers in government have a deep understanding of place, built over time and champion the ongoing legacy of the city. An understanding of industry and relationships with industry is important to ensure design process and expertise continue to meet best practice. Often design advice comes from professional practice and understanding of industry challenges.
DEAC Feedback: What stakeholders would help to catalyse or revolutionise solutions?	<ul style="list-style-type: none"> Working closely with the private sector is crucial to delivering high quality design outcomes through the approvals process. Ensuring that expectations are clear from the outset provides certainty and minimises risk of policy change and delays throughout the concept, feasibility, design and approval processes, enabling investors and developers to make informed decisions and direct an increased level of investment toward Melbourne’s CBD. This is crucial for delivering high quality planning, design and built form outcomes in precincts and on sites where Government play a lead role (ie Arden, Fishermans Bend, Richmond-Flinders). While state government and the City can lead through regulation, policy and process, it is the private sector which makes investment decisions and delivers on design and built form outcomes.

	<p>Collaboration and certainty is critical to securing mobile capital investment in the City of Melbourne, especially as suburban opportunities increase over coming years.</p> <ul style="list-style-type: none"> • Over and above the roles played by identified design experts, getting many more design-literate advisers into numerous parts of government would likely enhance project outcomes. Where there is a commitment to a design policy, this is more likely to happen. This ambition needs to filter through to many parts of an organisation.
DEAC Feedback: Relevant case studies	<ul style="list-style-type: none"> • A state design policy that could be reflected cascading into local government. A culture of design commitment through this type of policy exists in many places including Denmark and Scotland.

Priority 2: Defining and growing Melbourne's DNA to benefit 'brand Melbourne' at both local and global scales	
Description / Discussion	<ul style="list-style-type: none"> • Melbourne's 'brand' is inherently tied to its soft and built DNA and legacy of valued spaces, places and programs. • As a city, we must consider the ongoing brand of Melbourne, taking to account what we are valued for now and what we want to be valued for in the future. • There is opportunity to define and protect the elements that make Melbourne distinct and unique to assist in defining the future city.
DEAC Feedback: What stakeholders would help to catalyse or revolutionise solutions?	<ul style="list-style-type: none"> • Leveraging Melbourne's existing iconic 'DNA' and emphasising the 'bright sparks' – laneways, (legal) street art, interface with the Yarra, is a natural way to incorporate good design through the street-level experience of the city. The design and linkage of public spaces and streetscape for example, is essential to Melbourne's look and feel. • Within private and commercial spaces, good design can be catalysed through investment dynamics – for example, realisation of value in Melbourne's built form often drives higher quality design outcomes. • The City should consider its ability to encourage and compel design outcomes that increase the global brand of Melbourne and incorporate elements that amplify Melbourne's "bright sparks" of success. • There is value in a serious study of an updated version of Melbourne's built environment DNA. The work and thinking dating from the 1980s (reinvent the river, invest in the public building / place) and the 1990s / 2000s (streets, laneways, arcades, networks etc) remains valid. The more recently overlaid Asian high-rise city onto Melbourne's Colonial structure, underpinned by an indigenous history is multifaceted and complex.
DEAC Feedback: Relevant case studies	<ul style="list-style-type: none"> • 80 Collins Street has delivered new laneways and public spaces at street level, while curating a new precinct of high quality restaurants and retail at the premium end of the CBD. • Melbourne Quarter has created new public open spaces linking the streetscape and what was a fairly bleak thoroughfare between the CBD and Docklands with the presence of public art and neighbourhood elements. • We have often looked to international case studies to confirm a possible future. Melbourne is rather unique and a first principles approach could be valuable. Observations from non-local urban experts could be helpful in their capacity to bring independent eyes.

Priority 3: Unlocking latent potential of vacant, single-use and underutilised spaces (established areas and urban renewal)	
Description / Discussion	<ul style="list-style-type: none"> • Explore innovative solutions for higher order and best use of underutilised public spaces, buildings and precincts to support alternative functions to support the diverse and emerging needs of the city. • Consider the use of buildings and spaces across time. For instance, this might be the span of a day for institutional buildings and the span of a week for sporting facilities. • This includes underutilised infrastructure in both established precincts and Melbourne’s vast urban renewal areas, such as Arden and Fisherman’s Bend, which will undergo significant investment over the next 10 years and beyond. • Within the central city, there is a significant opportunity for the retrofit and adaptive reuse of existing building stock which are underperforming from an economic or environment perspective and offer limited design quality or amenity to the public. There is opportunity to engage with State Government on the uniqueness of this challenge in a central city environment
DEAC Feedback: What stakeholders would help to catalyse or revolutionise solutions?	<ul style="list-style-type: none"> • The Net Zero Buildings Program offers an opportunity to encourage renewal of older, redundant sites if owners can be convinced and incentivised to unlock investment. Opportunities for site amalgamation should be supported by the City so that owners and investors may realise greater value in reinvesting in older stock. • There is a need to identify the many parts of the city’s ambitions for occupation. The City has engaged with residents to establish wants, needs and expectations. What do these look like relative to one another? Identifying relative ambitions may lead to possible ways to impact one thing relative to another. For example, if young creatives are a target, input from them is critical and presumably rents need to be peppercorn. • In the interest of authenticity, it seems important to avoid any catalysing projects becoming stage props for transitory visitors.
DEAC Feedback: Relevant case studies	<ul style="list-style-type: none"> • Hardware Lane is a prime example of where there is a micro-precinct opportunity across this whole CBD block for urban renewal that would significantly lift a central CBD precinct both in terms of reducing the carbon emissions of older buildings, increase amenity and street level design and engagement, and activate renewal across the surrounding area. • Berlin after the wall came down, empty buildings of scale were sold for low prices in an effort to occupy an unoccupied city. East Berlin did not pull buildings down, however like every liveable city, gentrification and real estate value has thoroughly changed the context.

Priority 4: Refresh procurement processes to enable opportunities for emerging, small, medium practice, Indigenous agency, extraordinary outcomes (avoid competitive fees)	
Description / Discussion	<ul style="list-style-type: none"> • Update procurement processes to empower and build capacity across emerging, small and medium sized practices, having consideration for cultural, gender and intersectional equity • Preference the use of broad range of practices, especially Indigenous, small and emerging, to strengthen design excellence, diversity of thought and opportunities for innovation • Build on the success of multi-generational teams by enabling greater opportunities for small and medium practices to collaborate on major projects • Advocate for Indigenous agency in procurement and design • Need for robust competition guidelines that encourage diversity, healthy competition and collaboration
DEAC Feedback: What stakeholders would help to catalyse or revolutionise solutions?	<ul style="list-style-type: none"> • Certainty of process, timing and risk is crucial to increasing competition within procurement • The network of state government architects across Australia have been required to amend their office models to ensure they are not in conflict with the work of architects in practice. The government architect in each state comprises an in-house team of 'advisers' with design skill, industry knowledge and experience and the capability to be a design advocate for others. • The city may consider whether advocacy could be undertaken for smaller practices to participate in city-shaping projects.
DEAC Feedback: Relevant case studies	<ul style="list-style-type: none"> • The City of New York set up a commitment to awarding projects to small practices (10 practices on a panel for a fixed period). The Folk Art Museum (by Billie Tsien and Todd Williams) was one of these projects delivered.

Precinct opportunities aligned with Metro Tunnel Project

The Design Excellence team provided an overview presentation on the Metro Tunnel Project and its alignment with major urban renewal precincts and innovation districts. Break out groups were formed to workshop the unique opportunities in a more connected, post-MTP, post-COVID-19 Melbourne. The following opportunities were identified by DEAC members. Refer Appendix 2 for workshop outputs.

Arden Station precinct opportunities

1. Ensure public open space remains public and has good solar access. Passive surveillance to provide a safe urban environment.
2. Provide a diversity of lot sizes and bring the grain of the surrounding streets into the redevelopment area. Foster a laneway culture with mid-block transitions that facilitate mix use as well as delivering high quality accommodation with usable retail spaces to activate streets.
3. Accept very tall buildings will be a reality here but make sure that they come to ground well to create a good urban environment. Learn from recent experiences in Sydney and other places doing density well.
4. Development to be supported by robust and innovative development controls – reference to Loftus Lane in Sydney (Studio Bright)
5. Maximise opportunities from the investment of the Royal Melbourne Hospital. Reach out to the Department of Health to learn from the positive experience of the recent Bendigo Hospital development.
6. Key worker housing is an opportunity to locate close to the hospital site.
7. Provide affordable housing and locate it near to the open spaces to help provide activation.
8. Extend Queensbury street alignment as a green boulevard to and across the Moonee Ponds Creek and link-up open-spaces more broadly throughout the precinct.
9. Use the blank slate aspects of the precinct to ensure a high level of innovation.

Parkville Station precinct opportunities

1. Grattan Street forms part of a key strategic cycling connection between Fitzroy and West Melbourne. The downgrade of traffic, new protected bike lanes, integrated bus services and a high quality public realm will be of significant benefit to the surrounding institutional uses. Swanston Street was considered a relevant precedent in this context.
2. Grattan Street contributes to the broader university campus public realm experience. Maximise north-south connectivity through formal and informal crossings as well as other pedestrian priority treatments, particularly at the interface with University Square.
3. Preserve the low and slow traffic environment of lower order streets in the precinct.
4. The future upgrade of the Haymarket roundabout should adopt a greenway typology, prioritising pedestrian and cycle movement as well as enhance the quality and character of public realm landscape, connecting with the surrounding boulevards of Royal Parade and Elizabeth Street North. It was acknowledged this precinct forms an integral gateway to the central city.
5. Improve cycle safety and connectivity along Royal Parade through the delivery of protected bike lanes within the central carriageway, adjacent to the tram lines. This functional arrangement would improve tram and pedestrian priority and allow for additional landscape.
6. Investigate the opportunity to deliver an innovative, yet sensitive adaptive reuse at the heritage car park site on Cardigan Street. This could include inserting a new building within the centre of the heritage form and using the wrapping external ramp as a promenade, display gallery.
7. Innovation in an established city is highly challenging. The priority elements that require regulation included activated frontages, connectivity and quality open spaces.

State Library Station Opportunities

1. The precinct is important to the historic and cultural context of Melbourne's early street art scene. Opportunity exists for public art and wayfinding interventions to be embedded along Franklin and Swanston Streets aligned with RMIT University campus and Queen Victoria Market. This may include ground plane treatments, signage or other forms of integrated public art.
2. Encourage developers and property owners to retrofit old or underutilised commercial office buildings for family housing and aged care facilities to diversify the housing offering in the Central City.
3. Cardigan Street presents significant opportunity to be transformed into a high amenity pedestrian oriented street with low vehicle speeds and volumes, given surrounding institutional uses.
4. There is a critical need for green space to be catalysed in the central city over the next 20-30 years. This may include adapting underutilised spaces in road space or laneways for pocket parks, plazas and other interventions.
5. Consider how decisions makers and designers can Indigenise the city through the delivery of major infrastructure projects and future public realm investment.
6. Consider how the central city can better support families through housing, open space and community facilities.

Actions	Responsibility
1. Embed Priority Emerging Design Issues as part of future DEAC meetings for 2023.	<i>Design Excellence team, in-progress</i>
2. The next DEAC meeting will include housing as the key topic, and a City in Focus in Copenhagen	<i>Design Excellence team, in-progress</i>
3. Review WhatsApp membership and include new members.	<i>Design Excellence team, in-progress</i>
4. Investigate Masterplanning on Country processes for CoM projects	<i>Design Excellence team, in-progress</i>

DEAC DISCUSSION REPORT

Meeting 7

DATE 10.05.2023

Date	9 May 2023
Time	5:30pm – 7:30pm
Venue	Town Hall Commons
Attendees	Deputy Lord Mayor Nicholas Reece (Chair), Evan Counsel (General Manager Strategy, Planning and Climate Change), Jill Garner (OVGA), Matthew York (AILA), Bill Krotiris (AIA), Georgia Birks (Architecture Media), Professor Martyn Hook (RMIT University), Noel Matthews (Planning Institute of Australia), Cath Evans (Property Council of Australia), Robyn Pollock, Lara Brown (Community Member), Daniel Ong (Community Member), Nivedita Ravindran (Community Member),
Guests	Emma Appleton (Homes Victoria), Vere Longmore (Launch Housing), Rebecca Roke (RMIT University), Kerstin Thompson (Kerstin Thompson Architects), Carolyn Viney (Super Housing Partnerships), Llewellyn Reynders (Infrastructure Victoria), Kath Phelan (Infrastructure Victoria)
Online	Attendees: Councillor Rohan Leppert (Deputy Chair) Guests: Rune Veile (Urban Power, Copenhagen), Arne Cermak Nielsen (Urban Power, Copenhagen)
Apologies	Jocelyn Chiew (Director City Design)
Support	Bronwen Hamilton, Danielle Jewson, Justin Kelly, Nicolas Chahin Atallah

Future of Housing in City of Melbourne

1. Five of the invited DEAC guests gave short Pecha Kucha style presentations discussing issues related to the Future of Housing in the City of Melbourne.
 - 1.1. **Kerstin Thompson (Kerstin Thompson Architects)**, presented projects undertaken by her practice and spoke about challenging regulations and norms, pushing boundaries for mutual benefits (occupants, neighbours and public) and encouraged using a range of typologies to do so. She encouraged the use of Floor Area Ratio (FAR) rather than maximum heights (and setbacks) to create more diverse urban conditions and better neighbourhoods.
 - 1.2. **Rebecca Roke (RMIT University)**, spoke of her research on collective housing models. The research found that this model tended to be aspirational and appealed largely to young professionals with higher incomes and potentially with young families, and to older single women. Some of the trends from surveyed buyers were cost savings, location, access to open space, ease of access to the city and good public transport. Factors such as quality design, including open circulation, acoustic separation, passive thermal control, good space planning, robust materials, and access to daylight, were all valued highly. Buyer confidence also increased noticeably if a trusted developer or an award-winning architect was attached to that project.

In post occupancy surveys, the sense of community and "neighbourliness" were valued highly, where residents might have been initially apprehensive, it had become a valued part of their experience. This was supported by responses suggesting that a manageable scale is important, breaking buildings into smaller clusters or limiting the number of neighbours using facilities so that residents see the same neighbours. Features such as bookable spaces, which are often promoted by developers, tended not to be valued by residents, while incidental communal spaces were prized.

Rebecca recommended that social value be considered a key part of the design process, to test that housing is fit for purpose and to analyse the real value of communal spaces. There is also an opportunity to engage the wider public to help them understand that collective housing models might offer different values to the neighbourhood.

- 1.3. **Emma Appleton (Homes Victoria)**, spoke of enabling quality design outcomes in the delivery of social and affordable housing. It was acknowledged that housing is a human right and the dominant land use in our cities. Emma promoted the opportunity of the Victorian Government's Big Build to invest in quality higher density housing and establish new housing models.. Homes Victoria are a builder and owner / manager and a significant landowner across the state. They plan to use good design to overcome the stigma attached to social housing by placing people at the centre of their work, connecting to Country and establishing design standards in project briefs. Quality design is embedded in the Homes Victoria program, procurement policies and development schedules, and designers are employed across the organisation. They also invest in post occupancy review and reflection.
- 1.4. **Vere Longmore (Launch Housing)**, spoke about his experience in the design and delivery of social housing particularly on underutilised sites. Focusing on their transportable housing project which consists of 48 low cost studio units placed on land leased from VicRoads. The program has been funded by philanthropic donations, and fills a Federal? funding gap. The units are energy efficient, architecturally designed and manufactured in Victoria (Horsham). Launch Housing plays a role across sectors working in various partnership arrangements. This includes with State Government to deliver a permanent facility for women and children escaping family violence, and Local Government to deliver housing on a peppercorn lease, and in market housing projects.
- 1.5. **Cath Evans (Property Council of Australia PCA)** presented examples of innovative housing projects that PCA member, Lendlease, is delivering in the United States. A prefabricated building model has benefits for build quality and efficiencies in manufacturing and construction, reducing delivery timeframes by 30 per cent. This is informing a prototype for the Australian market. Cath spoke of her experience exploring the emerging build-to-rent market and of the enhanced amenity provided by the range of communal spaces and facilities in that model of housing. Flexibility also exists in this model to rationalise internal walls for unit expansion or downsizing which will aid aging in place. The PCA is working with members to explore the conversion of office space to residential.
2. The Chair commenced the discussion with the topic of office to residential conversions, noting that the United States is further along in the post-Covid recovery and that San Francisco, in particular, has not seen much uptake in conversions. It was noted that many buildings have aging infrastructure and with requirements to bring base buildings up to standard and improve environmental performance, works may not be cost effective.
3. The discussion turned to adaptability of public housing estates and issues around rebuilding, converting and upgrading, it was confirmed that a case by case and contextual approach was followed. The issues are many and varied, ranging from efficiencies of space through to the operating costs of older stock. There are also urban design considerations, and how the estates and their planning contributes to the broader neighbourhood.
4. The Chair noted a desire for the Design Excellence Advisory Committee to be able to convert good discussion into action and asked what can the City of Melbourne do to attract more investment in affordable housing? The Property Council has commissioned deep research into this topic and noted it will require a range of initiatives rather than a single idea. Incentivising the build to rent market into the affordable space was seen as one move with significant potential to deliver at scale.
5. It was suggested to streamline the planning system. The committee spoke of the competition between states for investment and development, comparing the approvals process in Melbourne and Victoria with an expedited process available in Brisbane which makes that market much more attractive for investment. It was acknowledged that streamlined processes would also help keep housing investments in Australia rather than offshore.

6. Discussion moved to the make-up of housing developments and the appetite for communal facilities. The committee noted that more work, including post occupancy research, is needed to understand how spaces are used and what benefit they add. The Royal Institute of British Architects (RIBA) social value toolkit was pointed to as a useful resource, as was the process of continual iterative review undertaken in New Zealand.
7. The Chair recommended that this topic is further discussed at a future committee meeting.

City in Focus: Copenhagen

8. Arne Cermak Nielsen and Rune Veile, partners at Urban Power, shared a presentation on innovation in housing. Copenhagen, like many cities around the world, faces a shortage of affordable housing, a lack of diversity in housing typologies, mono functional housing areas and standardised housing without a site specific identity. Urban Power presented four of their projects as examples that look to address these challenges. Projects include Stejlepladsen, Stavnsholthave, Herlev Horkaer and B&W Student Housing.
9. Urban Power made the following recommendations relating to how cities can address the challenges of housing quality and diversity:
 - 9.1. Use existing structures as resources to benefit character, the environment and heritage.
 - 9.2. Adapt to the local character to create a sense of place.
 - 9.3. Create low and dense neighbourhoods to maintain a human scale.
 - 9.4. Combine housing with other uses to create vibrant places and to avoid unnecessary commuting.
 - 9.5. Provide a mix of dwelling typologies and ownership that cater to a variety of household compositions and incomes.
 - 9.6. Collaborate across municipalities to tackle regional issues.
 - 9.7. Deliver high quality open space, instead of focusing only on quantity.
 - 9.8. Draw attention to architecture and urban planning, involving the wider public in general design matters.
10. The City in Focus snapshot provides further information on presented projects, discussion topics and recommendations.

Actions	Responsibility
1. Hold a Special Meeting to continue the discussion on housing in the City of Melbourne	<i>City Design, in-progress</i>
2. Embed Priority Emerging Design Issues as part of future DEAC meetings for 2023.	<i>City Design, in-progress</i>
3. Investigate Masterplanning on Country processes for CoM projects	<i>City Design, in-progress</i>

CITY IN FOCUS SNAPSHOT: COPENHAGEN

DESIGN EXCELLENCE ADVISORY COMMITTEE
MEETING 7: 9 MAY 2023



PREPARED BY CITY DESIGN
MAY 2023

DEAC City in Focus

The City in Focus was established by The Chair of the Design Excellence Advisory Committee (DEAC) at the inaugural meeting in October 2021. The purpose is to explore benchmark projects of an international city to reflect on cross-cultural opportunities for Melbourne.

The City in Focus is an on-going agenda item for DEAC. This paper is a snapshot of the discussion and recommendations from The Committee.

Focus City: Copenhagen

In this DEAC meeting, the focus was on housing in Copenhagen. Urban Power partners Arne Cermak Nielsen and Rune Veile shared a presentation to the committee on innovation in housing, including some of the city's challenges and four of the firm's projects.

Housing in Copenhagen

After losing almost a third of its population in the 1970s and 1980s, and coming close to bankruptcy in 1993, Copenhagen is now home to around 1.4 million people. The 30% increase in population experienced in the last three decades has resulted in several challenges for Copenhagen, including:

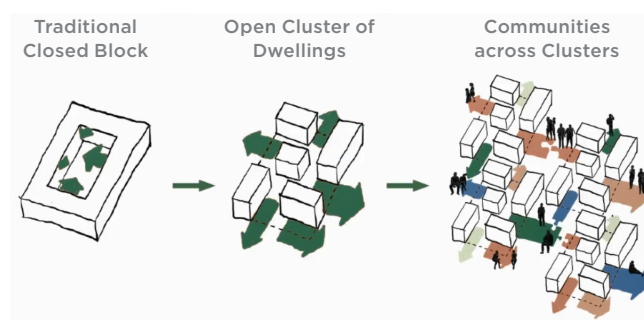
- A shortage of affordable housing
- A lack of diversity in housing typologies
- Mono functional housing areas
- Standardised housing without a site specific identity

Stejlepladsen (2019 - ongoing): adapting to local identity

The master plan and housing project is located next to an area with a strong character that originated from its history as a self-grown fishing village. Rather than imposing the standard Copenhagen perimeter block, the master plan adapted to the local identity and built upon the hierarchy and scale of the existing structure.

The master plan for Stejlepladsen consists of a low-rise and dense neighbourhood with a fluent and irregular open space network. Although uncommon for Copenhagen, the proposal integrates seamlessly with the existing structure and identity of the surroundings.

Dwellings are gathered in clusters around publicly accessible private open space. Shared streets prioritise pedestrians and cyclists, and provide flexible spaces for communal and recreational activities. Some of the ground floor dwellings include spaces that can be used for workshops, cafés and similar uses.



From closed blocks to open clusters - Stejlepladsen (Source: Urban Power)



Location of the four housing projects designed and presented by Urban Power (Source: Urban Power)

In reflecting the character of the area, the master plan includes a variety of housing typologies, materials and architectural styles. When completed, Stejlepladsen will include communal facilities and will be a sustainable neighbourhood certified under the German Sustainable Building Council (DGNB) standards.

Stavnsholthave (2017 - 2022): low-cost, low-emission community housing

This affordable community housing project was founded and financed by its 20 residents, including young and old couples, singles and families. The residents' aim was to create an alternative to the standard housing stock and to minimise the development's carbon footprint.

Stavnsholthave consists of 25 dwellings, including 15 different typologies that cater to the diversity of residents. These are arranged around a common house, used for communal dinners and events, and a common garden.

All buildings were constructed using low-emission pre-fabricated timber elements later assembled on site. The resulting carbon footprint of the development was one third lower than the Danish limit for new constructions.

Herlev Horkaer (2019 - ongoing): from mono function to mixed-use

The project is located in an industrial and commercial area on the outskirts of the city. These business parks built in the 1960s and 1970s are now being demolished to make way for mono functional housing areas.

The landowners and local government decided to keep part of the commercial activity and create a mixed use precinct instead. Central to the proposal is the retention and re-purposing of an office building, including the construction of a rooftop village. Part of its commercial space will be retained, with the rest to be re-purposed for home offices and a childcare centre, among other uses.

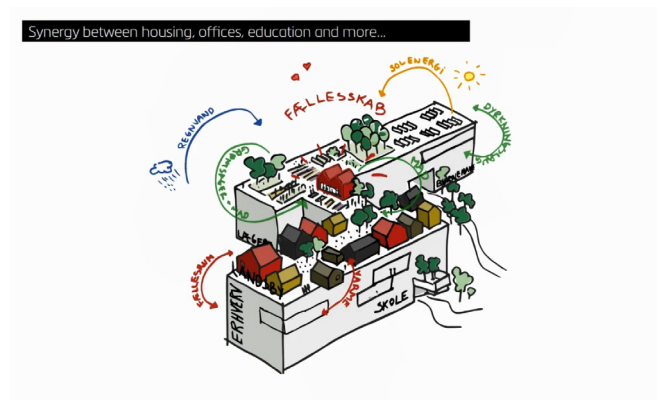
The rooftop village, inspired by historic Danish villages, will consist of 35 dwellings, a common canteen and a rooftop garden for both recreation and urban farming.



Open space network and low-rise density at Stejlepladsen
(Source: Urban Power)



Common house and dwellings at Stavnsholthave
(Source: Urban Power)



Synergy between uses at Herlev Horkaer (Source: Urban Power)



Rooftop dwellings and common areas at Herlev Horkaer
(Source: Urban Power)

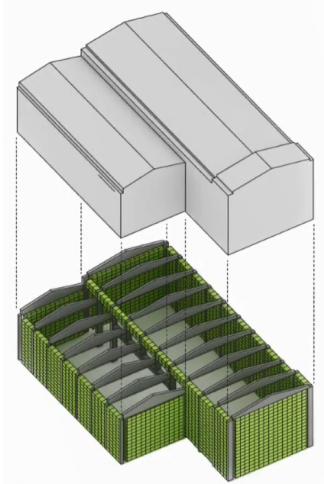
Summary of Urban Power Q&A

B&W Student Housing (2014 - ongoing): adaptive re-use of industrial heritage

Located at the former site of Scandinavia's largest ship wharf, the project proposes the re-purposing of the existing halls to address the lack of affordable student housing in Copenhagen.

The existing halls have mostly sat unused for decades but proved their potential as an event space after hosting Eurovision in 2014. However, renovations and insulation are required for the halls to perform as event venues.

As an alternative to demolition, Urban Power propose refitting the event space with a sleeve of around 1,500 student housing units. These would provide the required insulation to hold sports, music and art events, while increasing the city's supply of student housing.



1,500+ student housing units around existing halls structures.
(Source: Urban Power)

Government Role

- Urban Power noted that different levels of government in Denmark have played a role in the current distribution of social and affordable housing in Copenhagen, for better and for worse. They highlighted the importance of providing a mix of dwelling types and ownership that cater to a variety of household compositions and incomes. This would create stronger communities and reduce the stigma attached to social housing.
- They also noted the importance of Copenhagen's 'sense of place' guidelines in encouraging the retention and adaptive re-use of existing character buildings. Different to heritage buildings and precincts, these structures are special in their contribution to the community and identity of an area.
- Urban Power highlighted the importance of municipalities in a metropolitan area working together on regional issues. They noted the importance of a coherent regional strategy for climate adaptation, as one of the pressing issues that is not limited by municipal borders.

Planning Policy

- Urban power noted the importance of flexibility in planning policy in allowing the rooftop village at Herlev Horkaer. The backing of a philanthropic fund encouraged the much needed political support for the project. Companies in the retained building at the Herlev Horkaer project were presented with a proposal to expand, rather than tear down and start over from zero.



Adaptive re-use of shipyard halls as an event space sleeved with student housing (Source: Urban Power)

- They also noted that government regulations from the 1990s that required apartments to have a minimum area of 95m² had resulted in a lack of smaller, affordable housing. However, recent changes that allow for flexibility have enabled the existing dwelling type diversity in Copenhagen.
- Urban Power highlighted the importance of focusing planning regulations on the quality of open space and not just the quantity. In Copenhagen, strict rules around the quantity of open space to provide have resulted in leftover spaces that do not add value to the community around the development.
- Urban Power noted the importance of balancing density and human scale. Regulations in Copenhagen include a mix of building height, floor area ratio and site coverage. The Stejlepladsen project is an example of low rise density that required significant attention and political will to respect the surrounding context.

Design Culture

- They also noted the role of the Danish Architecture Centre (DAC) in promoting Danish design and maintaining Copenhagen's reputation as a good design exemplar. The DAC draws the wider public's attention to architecture and urban planning through exhibitions, events and campaigns, among others.

Urban Power's Recommendations

1. **Use existing structures as resources** to benefit character, the environment and heritage
2. **Adapt to the local character** to create a sense of place
3. **Create low and dense neighbourhoods** to maintain human scale
4. **Combine housing with other uses** to create vibrant places and to avoid unnecessary commuting
5. **Provide a mix of dwelling typologies and ownership** that cater to a variety of household compositions and incomes
6. **Collaborate across municipalities** to tackle regional issues
7. **Deliver high quality open space**, instead of focusing only on quantity
8. **Draw attention to architecture and urban planning**, involving the wider public in general design matters



Mixed typologies, styles and materials in the low-rise and dense Stejlepladsen (Source: Urban Power)

DEAC DISCUSSION REPORT

DATE 22.06.2023

22 June 2023 – Special Meeting

As a continuation of meeting 7 about the **Future of Housing**, a Special Meeting of the Design Excellence Advisory Committee was scheduled. This collaborative online meeting focused on multi-residential housing through the lens of design excellence. It included guided discussions and an activity to help shape a collective vision and **Ten Point Plan**.

Date	22 June 2023
Time	4:00pm – 5:30pm (1.5 hours)
Venue	Online
Attendees	Deputy Lord Mayor Nicholas Reece (Chair), Councillor Rohan Leppert (Deputy Chair), Evan Counsel (General Manager Strategy, Planning and Climate Change), Jocelyn Chiew (Director City Design), Jill Garner AM (OVGA), Matthew York (AILA), Bill Krotiris (AIA), Georgia Birks (Architecture Media), Professor Martyn Hook (RMIT University), Noel Matthews (Planning Institute of Australia), Robyn Pollock, Lara Brown (Community Member), Daniel Ong (Community Member), Professor Julie Willis (University of Melbourne), Danni Hunter (Hunter Collective), Sophie Handley (Director, City Strategy)
Guests	Emma Appleton (Homes Victoria), Margie McKay (Homes Victoria), Vere Longmore (Launch Housing), Llewellyn Reynders (Infrastructure Victoria), Kath Phelan (Infrastructure Victoria), Marji Kennedy (Head of Statutory Planning, Planning and Building)
Support	Bronwen Hamilton, Danielle Jewson, Justin Kelly, Nicolas Chahin
Apologies	Cath Evans (Property Council of Australia), Dr Ben Milbourne (Community Member), Rebecca Roke (RMIT University), Rob Adams (City Architect), Nivedita Ravindran (Community Member), Kerstin Thompson (Kerstin Thompson Architects), Carolyn Viney (Super Housing Partnerships)

Draft Vision

The Design Excellence Advisory Committee's ten year vision for housing in City of Melbourne is:

*Melbourne will be renowned for its **innovation in housing**. Ground-breaking projects will demonstrate **design excellence**, **test new schemes**, and **stimulate alternative funding and development models**.*

***High quality and amenity** will be the standard for all new developments and dwelling typologies will be **diverse and adaptable**, catering to households needs now and into the future. All neighbourhoods in the city will offer housing that is **affordable and inclusive**. **Buildings will celebrate local identity** while being **environmentally sustainable and resilient** to the effects of climate change.*

*Melburnians will be **engaged in the public discourse** around housing, and will be proud **advocates for diverse and sustainable models of housing** in their neighbourhoods.*

Proposed ‘Ten Point Plan’

1. Increase diversity of housing typologies, development models and ownership types, suited to different households, budgets and needs.

Ensure housing across the city provides diverse and inclusive options for essential workers to live locally and vulnerable community members to have secure accommodation and allow people who rely on caregiving to remain at home.

Regulation	Explore regulation that incentivises a typology mix that responds to existing and future needs and requires diversity in ownership types.
Advocacy	Advocate for State to mandate increased housing diversity in new developments.
Collaboration	Work with private sector to facilitate the delivery of diverse housing.

2. Foster ageing in place to develop sense of community

As Melbourne’s population continues to grow, ensure housing across all neighbourhoods support resilient and connected communities through functional and adaptable housing models that can meet changing needs.

Projects	Encourage housing developments relevant to each neighbourhood that enable people to build community and age in place
Regulation	Tweak development incentives by allowing increased FAR for specific housing needs
Collaboration	Through initiatives such as Homes Melbourne, work to provide dedicated housing for aging and empty nester population

3. Deliver exemplar social and affordable housing developments in a variety of contexts.

In partnership with State Government and the private sector, utilise demonstration projects as a means to highlight the benefits of high quality, high amenity and diverse housing typologies. This includes implementation of facilities, open space and other uses for the benefit of the surrounding community.

Projects	Continue the delivery of affordable housing through Homes Melbourne, following exemplar processes and foregrounding design excellence.
Regulation	Continue to explore incentives for increased affordable and social housing including inclusionary zoning on Council-owned land.
Advocacy	Advocate State and Federal governments for funding to deliver or co-deliver affordable and social housing.
Collaboration	Work with neighbouring councils to devise a unified approach. Work with State government and private sector to fund the provision of social housing in new developments.

4. Support research and innovation to unlock alternative forms of housing.

Partner with state government, private sector and academia to test alternative housing models underpinned by design quality, sustainability, affordability and resilience, suited to a Melbourne context.

Projects	Demonstrate innovative housing models on City of Melbourne owned-sites.
Regulation	Explore innovative regulation such as new planning tools, guidelines or development methodologies that efficiently lead to better outcomes.
Advocacy	Advocate State and Federal governments for funding to research and test alternative housing models. Share the knowledge and outcomes with other local governments.
Collaboration	Sponsor research or projects to test innovative approaches to housing

5. Incentivise retrofitting underutilised buildings for the delivery of sustainable and affordable housing

Encourage the adaptive reuse of underutilised buildings as a form of affordable housing, to support the reduction of carbon emissions and enhance local identity.

Regulation	Explore regulation that incentivises sustainable, retrofit housing, including streamlined planning processes.
Advocacy	Advocate to State government for incentives to avoid demolition of quality underutilised buildings.
Collaboration	Partner with the private sector to support retrofit projects.

6. Expand on the Future Homes program to establish housing templates tailored to City of Melbourne context.

Partner with State government to develop architectural designs for multi-residential housing suited to typical site conditions across the city. Allow designs to be purchased and supported by a streamlined planning process.

Regulation	Explore streamlined planning processes for pre-approved architectural designs.
Advocacy	Engage with the community and stakeholders on the draft designs and benefits of establishing templates Utilise the templates during engagement with planning applicants to encourage better outcomes and raise industry standards
Collaboration	Work with State, private sector and academy to create developable housing exemplars.

7. Continue to prioritise quality higher density housing in urban renewal areas and along public transport corridors

Regulation	All planning applications should be reviewed by a design review panel
Collaboration	Identify key sites for collaboration with developers and facilitate CoM sponsored Design Competitions
Projects	Growth and renewal areas, such as Arden and Macaulay, tend to be well located for public transport and present opportunities for pilot projects.

8. Provide certainty and consistency for new housing developments that are of a design excellence standard.

Developments which demonstrate high quality, amenity and environmental performance are recognised and enabled throughout approval processes.

Regulation	Explore regulation that incentivises higher quality housing and restricts or discourages low quality investor models.
Advocacy	Advocate State government for better apartment design standards that allow flexibility and innovation
Collaboration	Work with State, private sector and academy to improve existing dwellings.

9. Encourage the release of underutilised dwellings back into the rental market and introduce disincentives for idle land, vacant dwellings and short term rentals.

Maximise housing supply and increase vibrancy by reducing speculation and ensuring a high occupancy rate in all neighbourhoods. Create long term communities and provide opportunities to age in place.

Regulation	Explore regulation that penalises long vacancy periods and ensures short term rentals are treated as commercial operations.
Advocacy	Advocate State and Federal governments for regulation.
Collaboration	Work with neighbouring councils to devise a unified approach.

10. Communicate and promote to the public the benefits of different forms of housing in all neighbourhoods and what design excellence in housing looks like.

Publicly promote design excellence in housing through education campaigns that increase design literacy. Raise awareness of housing challenges and enhance the public discourse on achieving equitable housing outcomes for all people.

Projects	Introduce tools to provide community members and organisations with the knowledge to engage with the planning system in a critical and constructive way.
Advocacy	Continue to advocate for design excellence, publicly celebrate good design and promote critical, constructive public discourse.

Collaboration	Collaborate with State Government, private sector, media outlets and other stakeholders to celebrate good design.
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Discussion summary

Benchmarking exemplar housing projects

- The Committee was asked to suggest exemplar housing projects and discuss what can be learned from them.
- The Future Homes initiative by the Department of Transport and Planning (DTP) featured prominently in the discussion. The Committee expressed support for the initiative's role in demonstrating higher density, low rise developments that provide amenity and high quality housing are feasible under existing planning controls. The streamlined planning process applicable to Future Homes projects received general support.
- The Committee acknowledged that DTP's initiative is tailored to middle ring suburbs, with few areas within City of Melbourne that could benefit from Future Homes. However, the Committee expressed general support for government-led initiatives that, in partnership with the private sector, can act as catalysts and lead the way in the provision of high quality housing.

Vision for housing in City of Melbourne

- The Committee was asked to discuss what will be said ten years from now about housing in City of Melbourne.
- The Committee discussed several objectives for housing in future Melbourne and expressed general support for multiple statements to form the vision. The vision characteristics proposed by the Committee were grouped into eight broad overlapping themes. The Committee expressed support for future housing in City of Melbourne to be characterised by its:
 - High quality and amenity.
 - Diversity and adaptability.
 - Affordability and inclusivity.
 - Local identity.
 - Environmental sustainability.

Priorities for design excellence in housing

- The Committee was asked to suggest priorities under four different types to help shape a Ten Point Plan. This will be a plan for housing in City of Melbourne to achieve design excellence and be regarded by the previously identified characteristics.
- In addition to the priorities in the Draft 'Eight Point Plan' in page 2, the Committee proposed the addition of the following, which require further clarification:
 - *"Better leverage urban renewal areas, existing transport corridors and arterial roads (with PT) to deliver quality density including demo projects – refer WA mandated density for LGAs."*
 - *"Provide certainty and consistency and foreground design excellence – bridge demographic gaps."*

DEAC DISCUSSION REPORT

DATE 08.08.2023

Meeting 8

Date	8 August 2023
Time	5:30pm – 7:30pm (2 hours)
Venue	Media Presentation Suite, Town Hall
Attendees	Deputy Lord Mayor Nicholas Reece (Chair), Councillor Rohan Leppert (Deputy Chair), Jocelyn Chiew (Director City Design), Sophie Handley (Director City Strategy), Rob Adams (City Architect), Jill Garner (OVGA), Bill Krotiris (AIA), Noel Matthews (Planning Institute of Australia), Professor Martyn Hook (RMIT University), Professor Julie Willis (University of Melbourne), Daniel Ong (Community Member), Nivedita Ravindran (Community Member), Dr Ben Milbourne (Community Member)
Guests	Councillor Elizabeth Doidge, Tiffany Crawford (Co-Director Climate Change and City Resilience), Dominique Hes (Zero Carbon Buildings Lead), Emma Robinson (Manager Zero Carbon Cities), Marc Gillespie (Cbus Property)
Online Guests	Su-Fern Tan (CBRE)
Apologies	Evan Counsel (General Manager Strategy, Planning and Climate Change), Cath Evans (Property Council of Australia), Georgia Birks (Architecture Media), Robyn Pollock (Community Member), Lara Brown (Community Member), Matthew York (AILA)
Design Excellence Team	Danielle Jewson, Bronwen Hamilton, Elizabeth Campbell, Teresa Nguyen
Presentations	DEAC meeting 8 presentation, guest presentations

Discussion summary

Agenda Item 2: Sustainable Building Design: City of Melbourne

Sophie Handley (Director City Strategy) and Tiffany Crawford (Co-Director Climate Change and City Resilience) presented on Sustainable building design initiatives underway at City of Melbourne, including new and retrofit buildings. Key highlights include:

- The majority of carbon emissions in the City of Melbourne result from buildings. Commercial properties contribute 60 per cent and residential properties contribute 6 per cent to all carbon emissions. As the City of Melbourne owns less than 2 per cent of developments in the municipality, it is vital that the City of Melbourne works with developers and landowners to reduce carbon emissions of private building stock.
- Various sustainable building initiatives are currently underway at the City of Melbourne. Planning scheme Amendment C376: Sustainable Building Design aims to ensure future developments achieve best practice in environmentally sustainable designs by setting baseline standards for utilising ESD tools, improving efficiency of electricity use, designing buildings to facilitate cycling, car-share, electric vehicles maximising reuse and recycling, as well as mandating carbon reporting.
- As Amendment C376 is only applicable to new developments or large additions over 1,000 square metres, thus retrofitting existing building stock was identified as a vital opportunity to reduce carbon. Currently, there are only 7 retrofits to existing buildings per year in Melbourne. In

order to meet carbon targets, this needs to be increased to 80 retrofits per year. Currently, this is not a feasible target due to barriers such as cost, access to information, and regulatory limitations. Opportunities to overcome these barriers were identified to be; maintaining an online information portal, developing an advisory group of experts, empowering building owners to set up retrofit teams, and facilitate thought leadership events to exchange learnings.

Discussion

- DEAC Guest, Su-Fern Tan (CBRE) outlined New York's approach to retrofitting and how enforcing a carbon cap encouraged building owners to improve assets. New York is characterised by a significant portion of very old infrastructure that is difficult to retrofit. Previous initiatives which relied on voluntary action to reduce carbon emissions was ineffective. With goals to reach net zero by 2050, the city will introduce an enforced carbon cap to move the market toward this goal. The city has established services to support and advise mid-market building owners to reach compliance before the carbon cap becomes effective in December 2023.
- The committee acknowledged great examples of retrofit projects in Melbourne, namely 401 Collins Street and 90 Collins Street and discussed other methods to incentivise building retrofits. Suggestions were to; allow for flexibility through planning schemes to prevent regulatory impediments, promote the relationship between retrofitted buildings and healthy living spaces for occupants, ensure students are equipped with knowledge about retrofitting, and establish collaboration between industry experts to support building owners in the transition to zero carbon buildings.

Agenda Item 3: Sustainable Building Design: Industry Perspective

Presentation: Marc Gillespie (Sustainability Manager, Cbus Property)

- Marc Gillespie presented an overview of the Cbus property portfolio and how Cbus have approached reducing carbon emissions in their buildings. The City of Melbourne's Renewable Energy Project 2 provided Cbus with access to renewable energy. This enabled the Cbus to achieve Net Zero Carbon across their commercial offices, eight years ahead of schedule.
- The Cbus property portfolio consists of relatively new buildings which are gas-intensive. In order to electrify their entire portfolio, Cbus will need to draw a significant amount of energy from the existing grid or use on-site solar generation and batteries – both of which are not currently feasible. Cbus currently has one fully electric building - 83 Pirie Street (Adelaide). They are currently monitoring its performance and will be using that data to help electrify the remainder of the Cbus portfolio.

Discussion

- The DEAC chair posed the question of how Cbus would respond to mandated carbon caps and imposed incentives and penalties to encourage building owners to move towards zero carbon buildings. Cbus agreed that a carbon cap and corresponding penalties would be a significant driver and would definitely affect the timeline on retrofitting of their portfolio. However, Cbus also advised that in the current climate, with escalating construction costs, now is not the right time to make this investment.
- The committee discussed the increasing demand for residential buildings whilst office and commercial spaces remained underutilised. They acknowledged the difficulty of retrofitting commercial buildings for residential uses due to the location of plants, floor depths and floor

heights. It will be important to ensure a level of flexibility when designing new buildings to build in flexibility and adaptability for a range of uses (as per the Central Melbourne Design Guide, which specifies preferred clear floor to ceiling heights).

Agenda Item 4: City in Focus: Vancouver

- A pre-recorded presentation was prepared by Micah Lang (Senior Green Building Planner, City of Vancouver). In the presentation it was acknowledged that Vancouver is experiencing high rates of population growth and the consequences of global warming have increased extreme heat events. Vancouver City's Urban Design and Sustainable Buildings team has identified the need to protect vulnerable residents from extreme temperatures by reducing the building sector's greenhouse gas emissions and improving the operational performance of buildings to provide healthy and comfortable environments for people. To do so, they have set a goal of being 100 per cent renewable by 2050.

Discussion

- DEAC acknowledged the important work the City of Vancouver has been doing to reduce greenhouse gas emissions. Noting that Vancouver and Melbourne share similar urban characteristics, the committee is keen to facilitate more opportunities for knowledge share.

Agenda Item 5: Design Excellence Program Update

Jocelyn Chiew (Director, City Design) provided an update on the Design Excellence Program noting:

- The Design Competitions team are developing an approach to pilot the Draft Design Competition Guidelines on test sites.
- An expression of interest for MDRP panel members resulted in 34 high calibre submissions and ten new panellists.

Actions	Responsibility
1. The next meeting to include a follow-up on design competitions. DEAC members are invited to contact the Director of City Design to engage further on design excellence policies and processes.	<i>Design Excellence team, complete</i>
2. Prepare a City in Focus Snapshot for Vancouver and identify the next City in Focus with the Chair including nominate potential guests for invitation.	<i>Design Excellence team, in-progress</i>

CITY IN FOCUS SNAPSHOT: VANCOUVER

DESIGN EXCELLENCE ADVISORY COMMITTEE
MEETING 8: 8 AUGUST 2023



PREPARED BY CITY DESIGN
AUG 2023

CITY IN FOCUS: VANCOUVER

Introduction

The City in Focus was established by The Chair of the Design Excellence Advisory Committee (DEAC) at the inaugural meeting in October 2021. The purpose is to explore benchmark projects of an international city to reflect on cross-cultural opportunities for Melbourne.

The City in Focus an on-going agenda item for DEAC. This paper is a snapshot of the discussion and recommendations from The Committee. This meeting focussed on the City of Vancouver and their approach to sustainable building design.

In his presentation, Micah Lang (Senior Green Building Planner at the City of Vancouver), outlined the context for Vancouver’s push towards a zero carbon future.

The City of Vancouver has identified a need to ensure all buildings are designed to best practice standards, in alignment with Passive House strategies. In doing so, the city hopes to reduce the environmental impact of the built sector, while also delivering healthy, comfortable and efficient buildings for people. The city has identified that electrifying buildings will inject \$11 billion into the local economy and provide an additional 5,700 jobs by 2040.

Micah Lang delivered a presentation outlining the city’s sustainable building strategies, to improve the quality of new construction and how the city encourages the retrofit and upgrades of large existing buildings. These strategies and actions are summarised on the following page.

Vancouver’s Climate Commitments

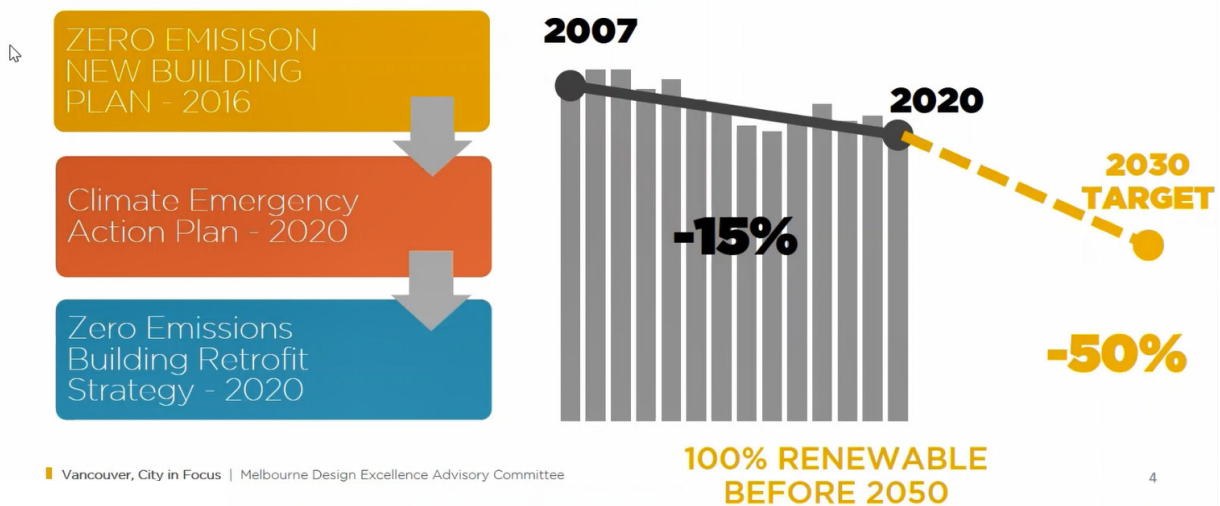


Image 1: Slide from Micah Lang’s ‘City in Focus’ presentation, detailing Vancouver’s roadmap to 100% renewable energy before 2050. The city has 3 major strategies which will provide guidance to reach 2020 and 2030 milestones.

The City of Vancouver's approach to new construction

1. Set clear and compelling destinations and path

- Use Passive House as the standard 'best practice' baseline when designing new buildings.
- Ensure that mid-market building owners and developers understand that high-quality sustainable buildings are vital to healthy living environments and that reaching a zero carbon goal is financially viable and beneficial for all stakeholders.

2. Find, feed and follow private sector leaders

- Incentivise sustainable buildings. Vancouver currently offers:
 - Financial incentives of \$20,000 for a case study.
 - Additional flexibilities such as extra floor area and building height to help offset the costs of sustainable developments and interventions to heritage buildings.

3. Build industry and government capacity

- Establish opportunities for training and provide appropriate resources to facilitate education.
 - Zero Emissions Building Exchange (zebx.org) was developed to facilitate knowledge and growth within the industry. Zebx develops and publishes resources such as; videos, case studies, newsletters and also facilitates events and training for industry professionals.

The City of Vancouver's approach to large existing buildings

1. Mandate energy and carbon reporting

- Mandate annual energy and carbon reporting for large buildings to ensure building owners are aware of how their building is performing over time.
 - Early signalling of future carbon limits to ensure all building owners are aware that they need to achieve a zero carbon emissions goal by 2040.
 - Encourage the implementation of high-quality long-term systems instead of short-term fixes aligned with zero carbon goals.

2. Enforce carbon pollution limits

- Enforce carbon pollution limits as of 2026, starting with the 25 per cent worst performing buildings.
- Encourage cost-effective, fast and easy-to-implement operational changes to address energy waste.
- Implement a goal of zero carbon limits by 2040-2050 for large buildings.

3. Develop a regulatory roadmap

- Set regulations in alignment with existing strategies, provincial regulations and the Metro Vancouver direction.
- Work with building owners to ensure that targets are realistic and achievable.



Image 2: JYOM Architecture and GBL Architect's tower for 601 Beach Crescent, Vancouver. The tower utilises Passive House strategies to exceed the expectations of Vancouver's Green Building Policy and reduce carbon emissions by more than 50 per cent of what is required.

The tower comprises of 303 market residential units and 152 social housing units. A cash contribution of \$12.1 million was made to facilitate affordable housing in the area.

Summary of Discussion

Following the discussions in the DEAC meeting and the presentation from Micah Lang, the committee noted:

1. There is potential to develop relationships with the City of Vancouver in order to facilitate knowledge share about sustainable building design. There is also room to share project knowledge and learnings from projects such as the Draft Future Streets Framework 2030 and Beyond.
2. There is a need to explore the implementation of incentives in accordance with potential carbon limits to encourage higher rates of building retrofits to meet the set target of 80 retrofits per year.

3. It is vital to work with and facilitate research and thought leadership with industry experts. There is definitely a need to incentivise building owners and developers to undertake sustainable retrofits on heritage buildings and to make it worthwhile for them.
4. It is Important to guide the mid-market in the transition to zero carbon and ensure no one is left behind. We must develop and promote appropriate resources for community members. Experts must be available to help building owners develop long term retrofit plans and ensure they compliance with regulations.

DEAC DISCUSSION REPORT

DATE 8.11.2023

8 November 2023 – Meeting 9

Date	Wednesday 8 November 2023
Time	5:30pm – 7:30pm (2 hours) – arrive at 5:15pm for check in at concierge desk
Venue	Rainbow Room, Level 6, Council House 2, 218-240 Little Collins St, Melbourne
Attendees	Deputy Lord Mayor Nicholas Reece (Chair), Councillor Rohan Leppert (Deputy Chair), Evan Counsel (General Manager Strategy, Planning and Climate Change), Jill Garner (OVGA), Naomi Barun (AILA), Cath Evans (Property Council of Australia), Georgia Birks (Architecture Media), Robyn Pollock, Lara Brown (Community Member), Daniel Ong (Community Member), Nivedita Ravindran (Community Member), Dr Ben Milbourne (Community Member)
Guests	Katherine Sundermann (Urban Design Forum), Marjorie Kennedy (Acting Director Planning and Building)
Apologies	Noel Matthews (Planning Institute of Australia), Professor Martyn Hook (RMIT University), Professor Julie Willis (University of Melbourne), Bill Krotiris (AIA), Julian Edwards (Acting Director City Strategy), Jocelyn Chiew (Director City Design), Rob Adams (Guest)
Support	Danielle Jewson, Bronwen Hamilton, Carlos Reyes, Nicolas Chahin Atallah, Libbie Hind
Presentations	DEAC meeting 9 presentation

Discussion summary

Agenda Item 2: Reflections on VPELA Study Tour in Sydney: City of Melbourne

- Marjorie Kennedy (Director, Planning and Building) presented on the VPELA Study Tour to Sydney held in October. The study tour included an expert panel discussion on City of Sydney's Competitive Design Policy. It was followed by guided visits of Quay Quarter Tower, Loftus Street, 1 Central park and Green Square Library.
- The expert panel highlighted the benefits of design competitions in Sydney. These include an increase in the diversity of design firms and an uplift in design excellence. Sydney's policy requires balancing design, planning and commercial objectives. These are set from the beginning, when the competition brief is established. The result is a balance between the consent authority's and the developer's expectations for the site. It also gives competitors clear guidance from the start.

Discussion

- The Deputy Chair posed the question of where the policy applies. There are triggers in the Sydney Local Environmental Plan 2012 that mandate a design competition. These are based on height, location and capital investment value, among other criteria. City of Melbourne's Design Competition Guidelines will be voluntary at first, in accordance with the Design Excellence Program 2019.

- The committee discussed the benefits to community of competitive design in Sydney. There is no mechanism in Sydney's policy that requires measuring benefits. Professor Robert Freestone has led currently available studies on the policy's effects. Findings show that competitive design in Sydney has improved design outcomes, created consensus between key stakeholders, encouraged design creativity, and diversified the pool of firms designing the built environment.

Agenda Item 3: Design Competition Guidelines: City of Melbourne

- Bronwen Hamilton (Principal Urban Designer, City Design) and Nicolas Chahin (Urban Designer, City Design) presented an update on the city's draft design competition guidelines and potential planning pathways (the latter to be explored in collaboration with industry after the guidelines' endorsement). City of Melbourne will lead the implementation of the guidelines on Council owned sites and projects.
- Subsequent to this meeting, the guidelines were endorsed by Future Melbourne Committee on 5 December 2023. The endorsed guidelines include adjustments in response to feedback. These adjustments clarify where the guidelines can be applied and will not apply, simplify the competition models, and limit the degree of design resolution. The refined principles, procedures and requirements balance commercial, design and planning objectives, reduce disadvantage to emerging firms, and capture the values of relevant City of Melbourne strategies.

Discussion

- The committee discussed the difficulties in diversifying the pool of design firms. Developers are used to working with the firms they trust. DEAC acknowledged the City of Sydney's success with its policy. New York City was also acknowledged for its prioritisation of young design practices in city led competitions. DEAC members agreed that the City of Melbourne needs to lead the first design competitions. This will build confidence and create opportunities to promote the guidelines.
- The committee discussed potential planning pathways and direct benefits to Proponents. They agreed that a potential yield uplift should be considered, such as in the City of Sydney. It will be important to collect data in the first competitions to ensure any such measure is necessary and tailored to match incurred costs. DEAC also discussed the importance of Traditional Owners involvement in design competitions. They acknowledged that cultural load must be considered and agreed that centralising engagement in the co-development of the brief would be most effective.

Workshop Activity

DEAC provided advice on the implementation of design competitions, including the following:

Question	DEAC Advice
What are the best outlets for the City of Melbourne to engage with industry partners on design competitions?	<ul style="list-style-type: none"> • Promote the Guidelines through industry specific media and conferences. Share the experience and success of the first competitions with industry. • Engage industry bodies and relevant organisations directly. • Provide a pool of resources to support and promote the Guidelines. Resources should be easily accessible to facilitate understanding of the process and to encourage design competitions.
What could attract industry partners to	<ul style="list-style-type: none"> • Explain and promote the benefits of design competitions, including the benefits of co-designing the brief and of exploring design options

collaborate on design competitions?	<p>during the procurement phase of a project.</p> <ul style="list-style-type: none"> Expand connections between City of Melbourne and industry partners. Ensure adequate remuneration for competition participants and promoting the opportunities for small firms to be involved in significant projects. A yield uplift or a time savings guarantee, and triggers in the planning scheme encouraging or mandating design competitions for significant sites.
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What is the role of industry partners in championing for design competitions in the City of Melbourne?	<ul style="list-style-type: none"> To promote and sponsor design competitions that highlight design excellence and intangible benefits. Explore how specific industry bodies and B Corps could promote or fund competitions that highlight benefits related to their values. To articulate the social licence of design competitions.
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Agenda Item 4: Design Excellence Program Update

Danielle Jewson (Design Manager, City Design) and Bronwen Hamilton provided an update on the Design Excellence Program noting:

- Ten new MDRP panel members were appointed. 21 projects throughout the municipality have gone through the MDRP process. 13 formal meetings have been held, resulting in 24 advisory reports.
- City of Melbourne's Transforming Southbank Boulevard won the 2023 AILA National Award of Excellence for Civic Landscape, which is the country's highest award for landscape architecture. The play spaces for Lincoln Square, also by City of Melbourne, won the 2023 AILA National Landscape Architecture Award in the Play Spaces category. Three projects in which the Municipality collaborated won a 2023 AIA Victorian Award.
- The winners of the Melbourne Awards were announced on 11 November 2023. The Victorian Family Violence Memorial by Openwork and Muir Architecture won in the City Design category. The runner up was Wesley Place by Cox Architecture and Oculus.
- City of Melbourne held three City tours and presentations for international delegations from Osaka, Belgium and Singapore to showcase projects in the municipality.
- The Excellent City Series' Festival of Design will be held at this year's MPavilion on 23 March 2024.

Actions	Responsibility
1. Recommend agenda topics for Meeting #10 to be confirmed in consultation with Chairs, GM Strategy Planning and Climate Change and Director City Design.	<i>Design Excellence team, complete</i>
2. Present topics and format of Festival of Design 2024 to DEAC in next meeting.	<i>Design Excellence team, in-progress</i>

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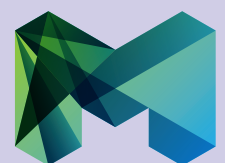
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