

## 07 Conceptual Response & Option Analysis

This chapter explores the conceptual design process and proposes 3 building options for business case analysis.



7. Conceptual Response & Option Analysis

7.1 Overview

Provide a single civic building that integrates a multitude of community facilities and programme.

Co-location of civic building with a community external space for ease of accessibility, passive surveillance and increased ground floor interaction between internal and external environments.

Utilise southern site to compensate for lost car parking and increased demand. Allowing unhindered development of the hub and town park site.

Park at ground level to provide soft landscaping and greenery within central Footscray.

Seek opportunities for other external spaces within the building through roof terraces and courtyards.

External materiality to utilise a consistent pallet to differentiate itself with adjacent development. Material to play texture and reflections, rather than colour, to provide variation throughout the building.

Transparency between internal and external environments to be maximised at ground level.

Views and openings within the facade to provide select views of programming from outside in, as well as connecting internal spaces with park outside.

Provide an interior aesthetic that is robust and vibrant that is not only inviting but can adapt as the community grows.

Project Objectives

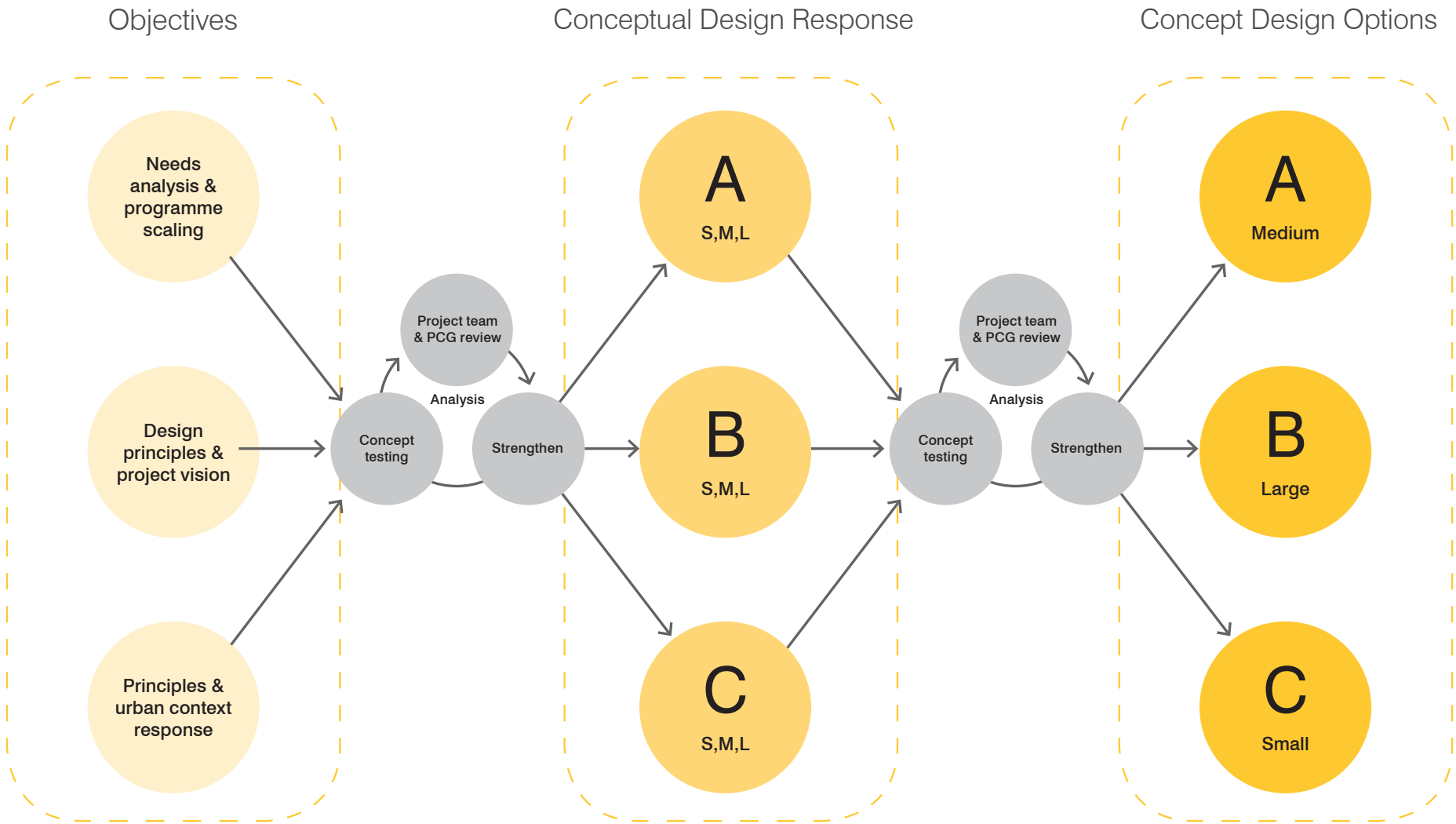
The objective was to generate an architectural response that was a direct evolution of the project vision established through the community engagement process. This was harmonised against the needs analysis and was shaped by the context and siting principles.

Conceptual Design Responses

Three conceptual design responses were prepared which explored the various project parameters in different ways and resulted in three distinct design directions. These conceptual architectural responses were each tested across three scales of building area to compare their individual viability at a small, medium and large scale development. In effect nine concepts were generated.

Concept Design Options

Together with Maribyrnong City Council representatives, the nine building concepts were assessed. Three options were selected for further analysis in the Business Case. This selection of the options was based on the suitability of each architectural response over the three building scales required.



7. Conceptual Response & Option Analysis

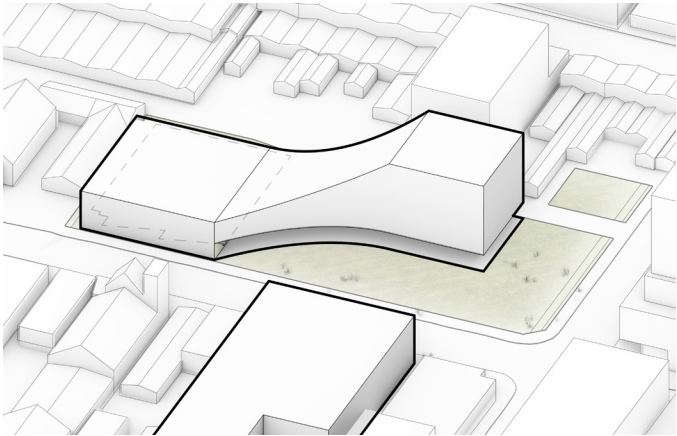
7.2 Conceptual Design Responses

Concept A

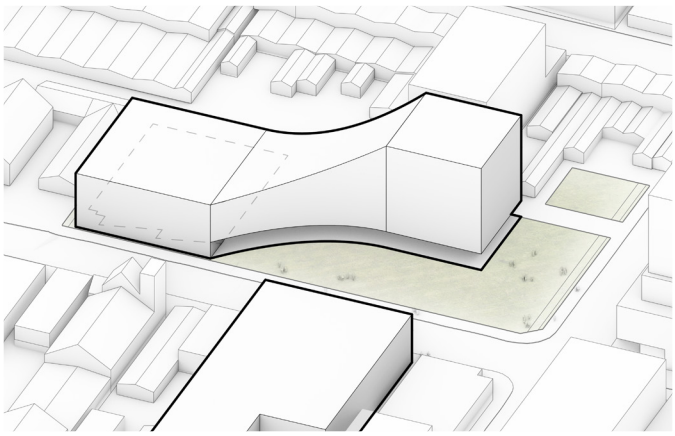
Concept A proposes an iconic building that contrasts against its surrounding context in order to elevate its civic presence. Roof terraces expand the precinct's available external space.

Flexible internal spaces utilise atrium/multi height spaces to provide light, volume and exploration.

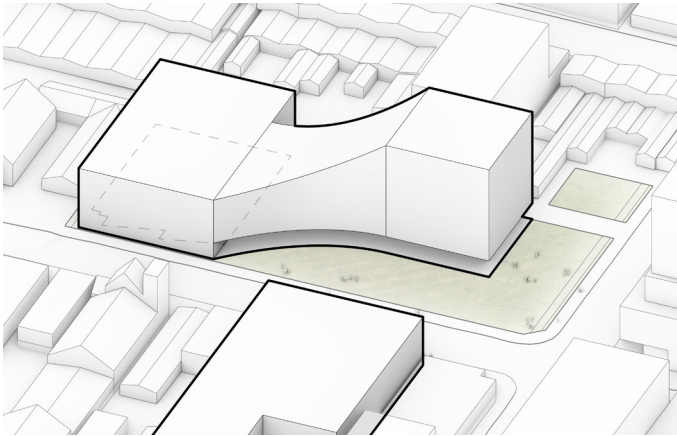
Maximised ground floor footprint increases accessibility and park/landscaping iteration.



Small - 6,850m²



Medium - 10,250m²

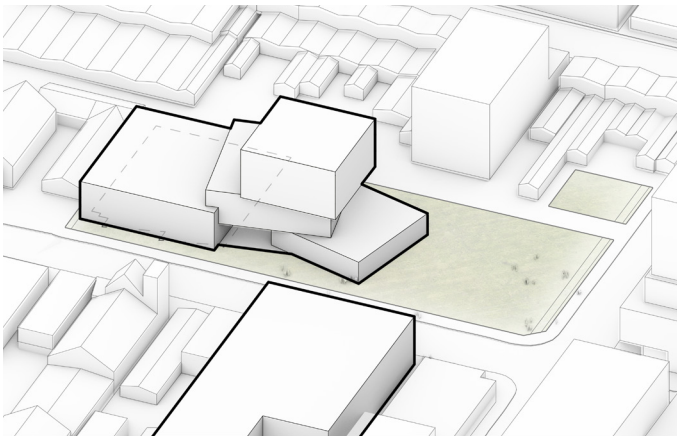


Large - 12,600m²

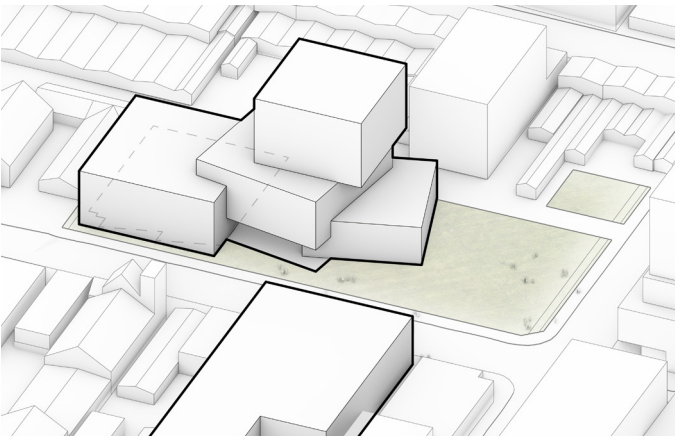
Concept B

Concept B places the park on the main corner of the site and utilises the opportunities available for building height to maximise development on the western portion of the site. Ground floor activation is oriented to the new park. Construction staging could keep the current library operating during development.

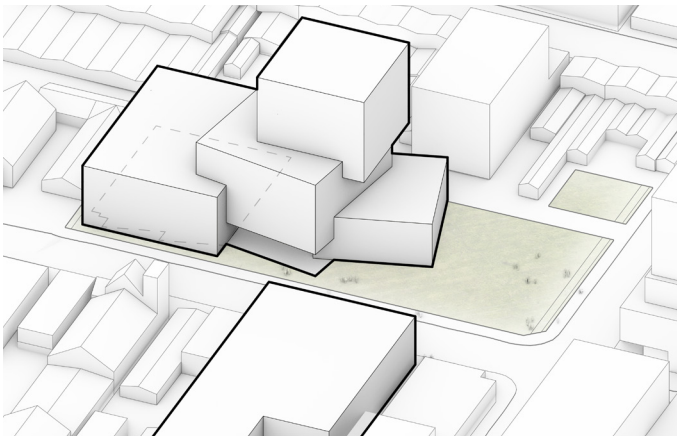
A flexible and compact scheme where roof terraces can be utilised, possibly together with atrium/ multi height spaces.



Small - 6,850m²



Medium - 10,250m²



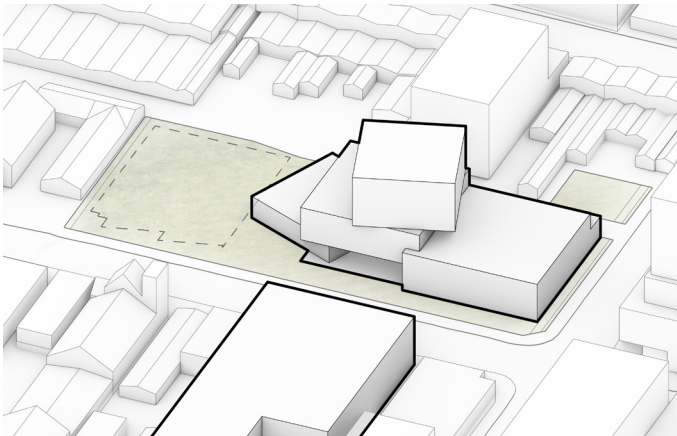
Large - 12,600m²

Concept C

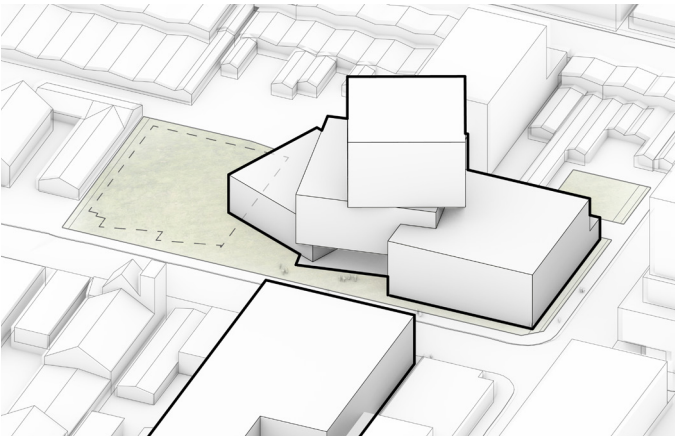
This option is a development of Concept B which seeks to directly respond to the proposed siting principles where the building holds the corner of the site and provides an activated street edge to the corner of Paisley and French Streets.

The new building is adjacent to the existing library which can remain operational during the development.

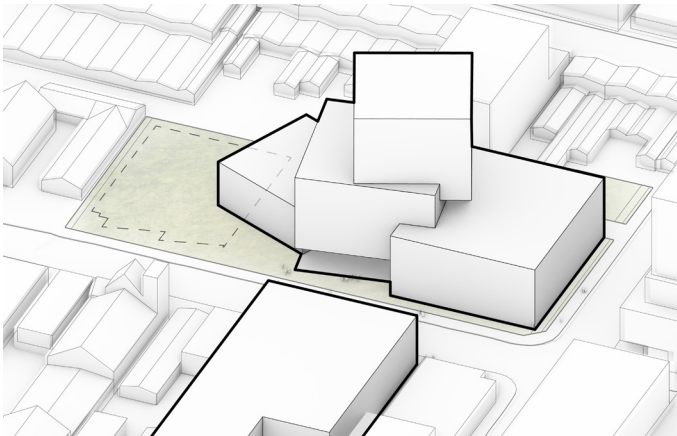
This siting strategy enables the greatest opportunity for the park to incorporate the adjacent church directly into the civic precinct.



Small - 6,850m²



Medium - 10,250m²



Large - 12,600m²



7. Conceptual Response & Option Analysis

7.3 Option Medium - Concept A

Opportunities

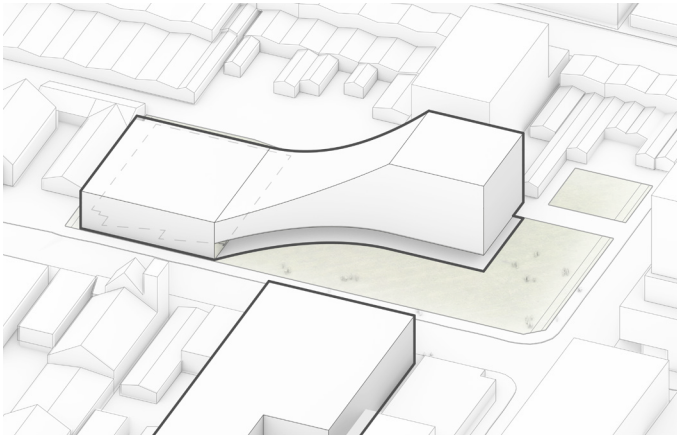
- Expression of building form; unusual / unique within Footscray. A space known for civic presence.
- Flexible and compact scheme. Library as the glue to connect and embrace secondary programs
- Large open floor plates for exploration and programme integration.
- Array of roof terraces. Ability for secure children & family areas.
- Park (+2000m²) which is integrated with building form and unique to NeXT.
- Northern courtyard; improve upon what is already cherished.
- Allows for construction staging. Retain existing library while NeXT Library is constructed.
- Ease of access for back of house and servicing.

Challenges

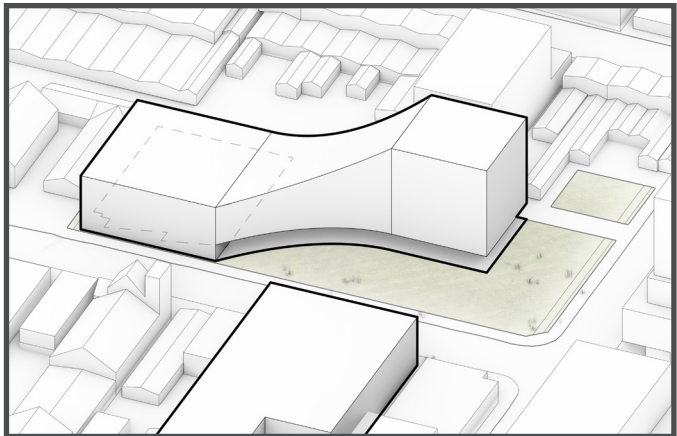
- Difficult to scale. Works best at medium sized option. Large scale dominates site. Smaller scale losses civic presence.
- Park (+2000m²) which is not a traditional park
- Overshadowing to southern portion of park.

Recommendation

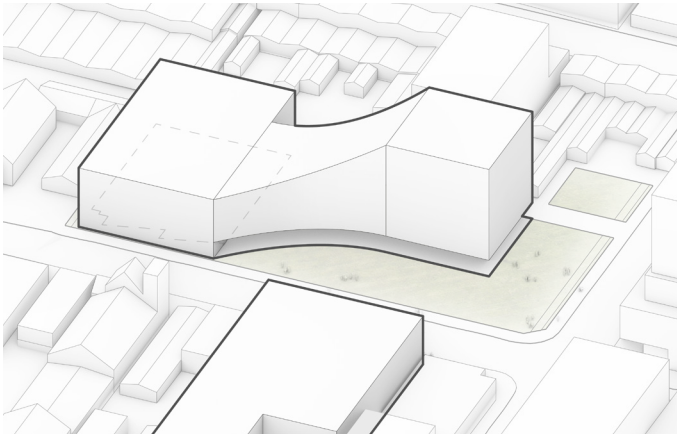
Preferred design solution for medium (11,600m²) feasibility option.



Small - 6,850m²



Medium - 10,250m²



Large - 12,600m²

7.4 Option Large - Concept B

Opportunities

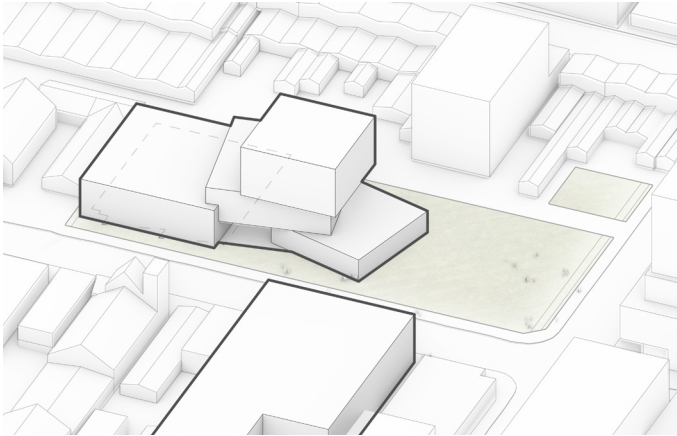
- Express of building form; clear definition of building programme.
- Maximises site height constraints, increased visibility and site presence.
- Flexible and compact scheme where vertical connections and volumes can be explored. Possibility for atrium/multi height spaces.
- Designated roof terraces for range of uses. Ability for secure children & family areas.
- Park (+2200m²) which is a more traditional park adjacent to NeXT.
- Allows for construction staging. Retain existing library while NeXT Library is constructed
- Ease of access for back of house and servicing.

Challenges

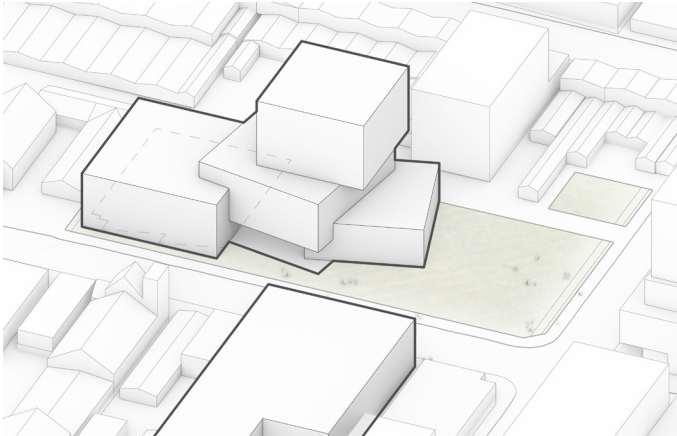
- Building form; verticality, connections and way-finding.
- Programme lifted within NeXT, reduces visibility.
- Reduces physical connection to ground plane / park.
- Smaller scale as reduced visibility site, loses site presence. Reduced floor plate sizes limits programme integration.
- Afternoon overshadowing to park
- Morning overshadowing to adjacent properties

Recommendation

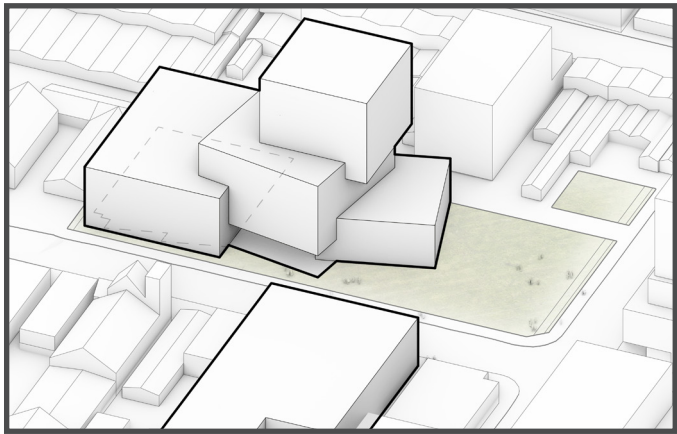
Preferred design solution for large (14,100m²) feasibility option.



Small - 6,850m²



Medium - 10,250m²



Large - 12,600m²



## 7. Conceptual Response & Option Analysis

### 7.5 Option Small - Concept C

#### Opportunities

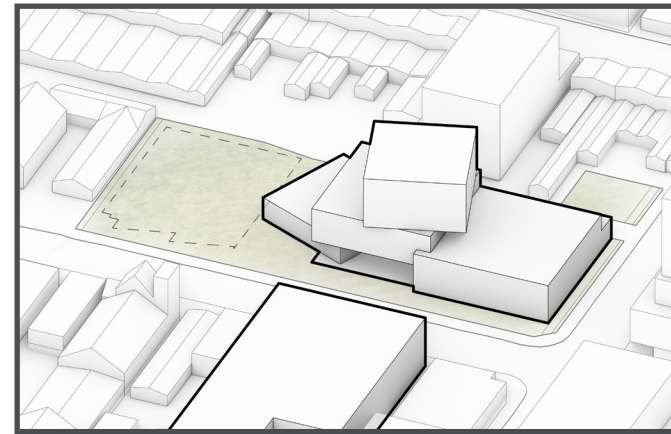
- Programme and function opportunities similar to Concept B
- NeXT (building) holds corner and increases street presence. Street activation.
- Increased dialogue to adjacent car park building and increased interaction between library and park.
- Park has the opportunity to be a place of sanctuary & escape
- Park (+3000m<sup>2</sup>) respects and embraces the scale of the two neighbouring churches.
- Adjacent northern properties (when developed) can respond / interact with park.
- NeXT can be built alongside the existing library. No need for construction staging.
- Good solar access to park and roof terraces

#### Challenges

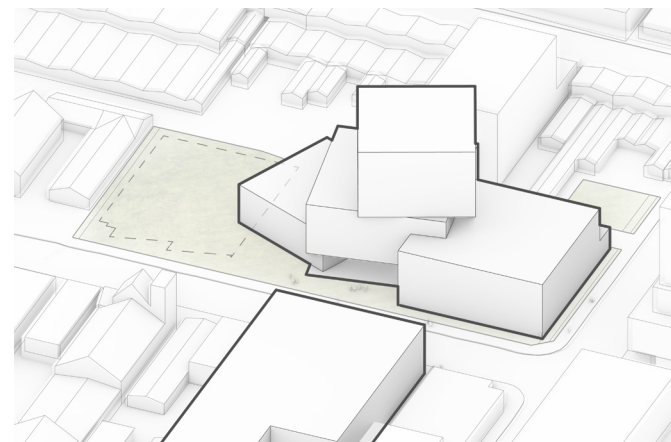
- Programme and function challenges similar to Concept B
- Exposure of adjacent northern properties to park.
- Overlap of back of house access and park.
- Relocation of French Street park to the west of site.

#### Recommendation

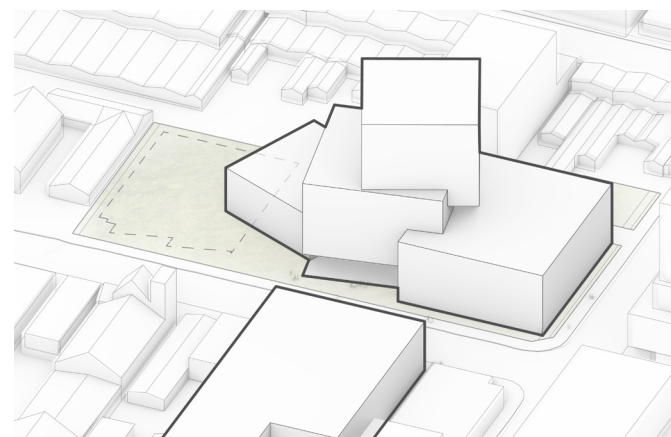
Preferred design solution for small (7,800m<sup>2</sup>) feasibility option.



Small - 6,850m<sup>2</sup>



Medium - 10,250m<sup>2</sup>



Large - 12,600m<sup>2</sup>

### 7.6 Summary

The purpose of exploring various scales of building form and programme was to provide the Business Case three varied building options that could provide clear comparison and value analysis.

During the process of developing the three scales of building into feasibility concepts, three different conceptual responses evolved to respond to context, brief and stakeholder consultation. These conceptual options have their own challenges and opportunities that can influence the Business Case analysis.

The feasibility concept options selected for analysis within the Business Case cover various programme scaling and various conceptual responses. The three conceptual options selected are:

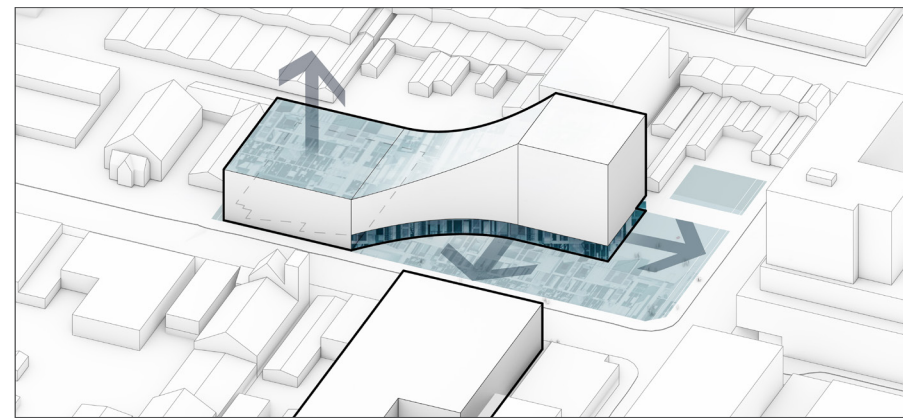
- Large option Concept B
- Medium option Concept A
- Small option Concept C



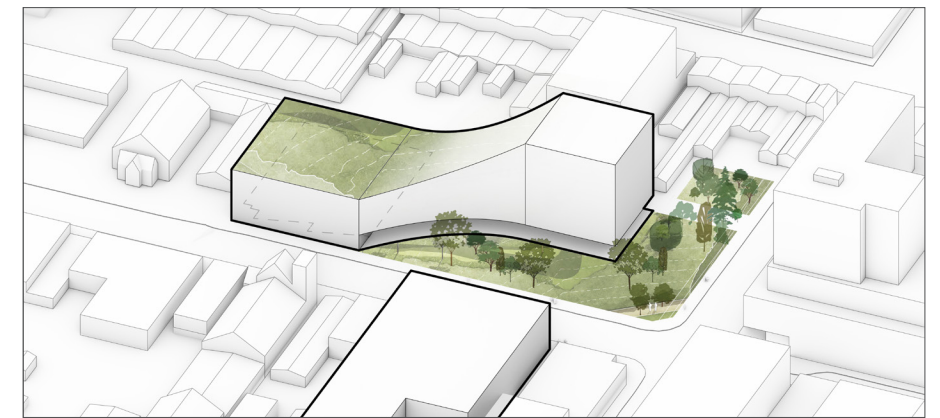
## 7. Conceptual Response & Option Analysis

### Concept A: Medium

- 10,250m<sup>2</sup> GFA
- Expression of building form to be in contact with its surrounding environment. Unusual and unique within Footscray. A space to be known for civic presence.
- Seeks to balance the ability to be able build high by lifting the building to the east to promote its visual presence and then curving down lower as response to the adjacent church to the west.
- A flexible and compact scheme. The library & community areas to act as the glue to connect and embrace secondary programs.
- Large open floor plates for exploration and programme integration.
- Array of roof terraces. Ability for secure children & family areas.
- Provide a park which is integrated with building form and unique to NeXT
- Additional northern courtyard accessed from within NeXT. To improve upon what is already cherished within the existing Library.
- Utilising a two-staged construction sequence the existing library will remain while NeXT Library is constructed.
- Ease of access for back of house and servicing.



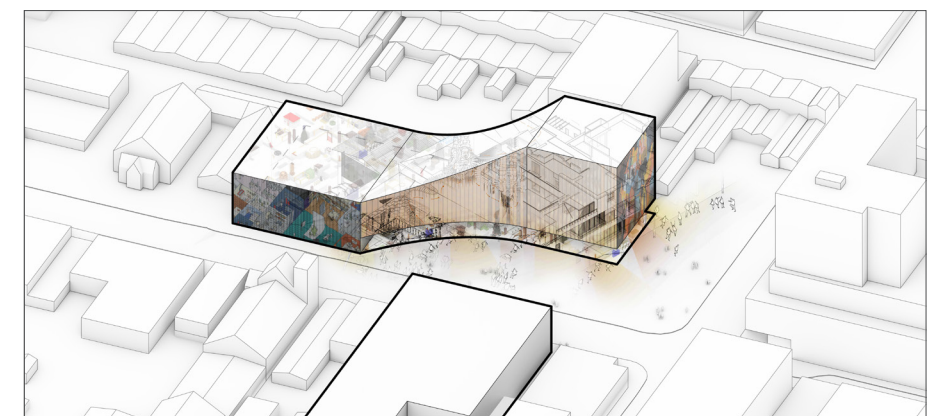
Open and Active



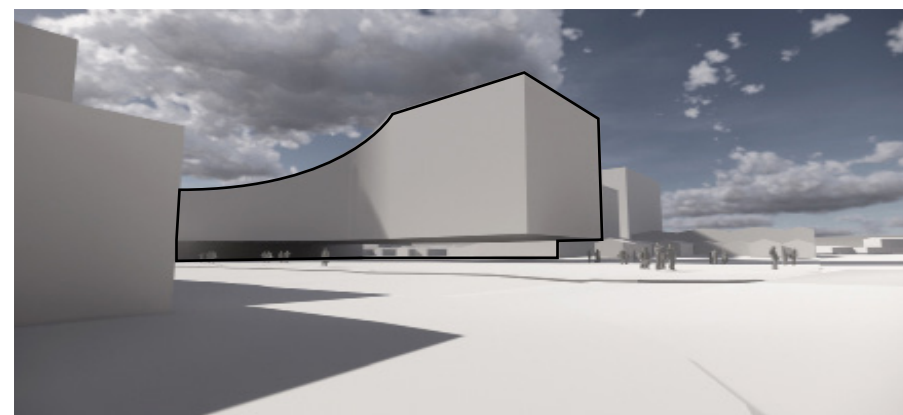
Park and Outdoor



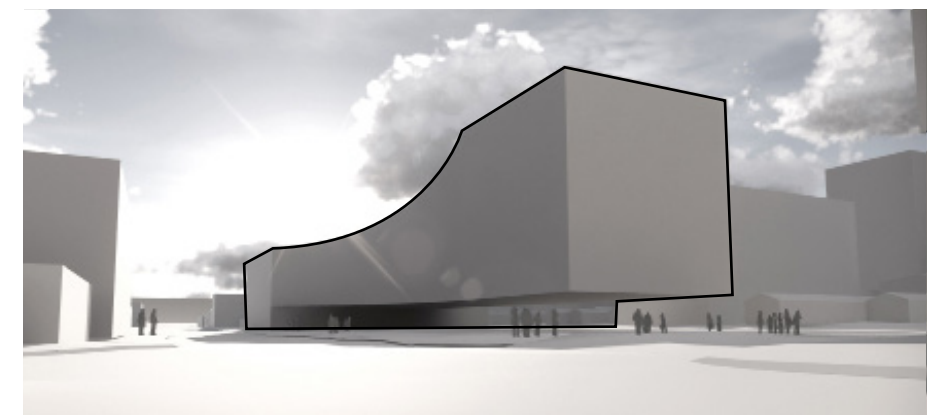
Program



Diversity



View from French St looking North

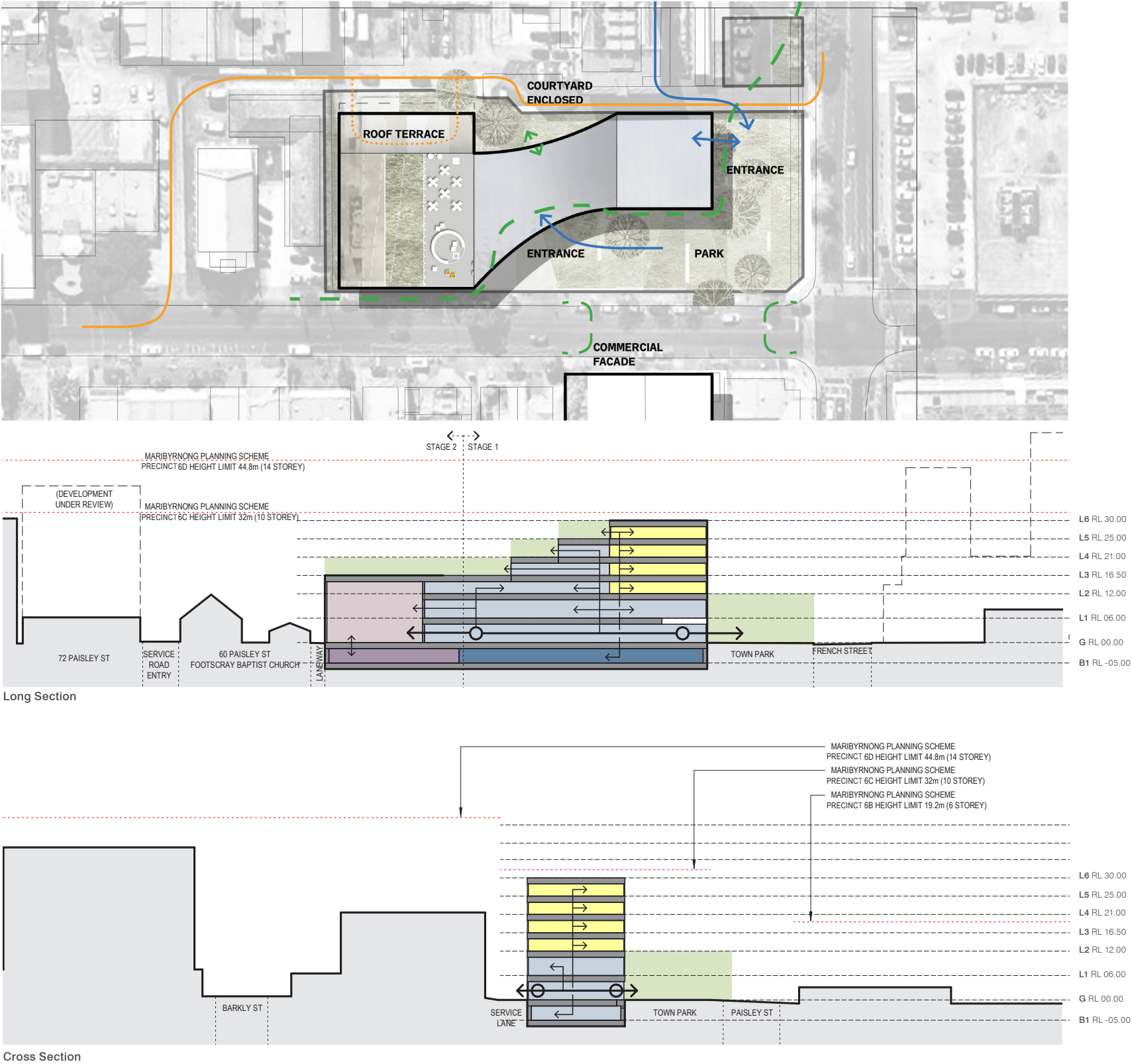


View from French looking West down Paisley St



7. Conceptual Response & Option Analysis

Concept A: Medium



- Legend
- Council / Administration / Co-working / Commercial Tenancy
  - Library and Community Facilities
  - Library and Community Facilities BOH
  - Performance theatre / Events / Functions
  - Theatre BOH
  - Gallery / Exhibition / Artist-in-residence / Maker-space



7. Conceptual Response & Option Analysis

Concept A: Medium

Refer to Appendix A for Architectural Concept Drawings

Refer to Appendix B for detailed Area Schedule

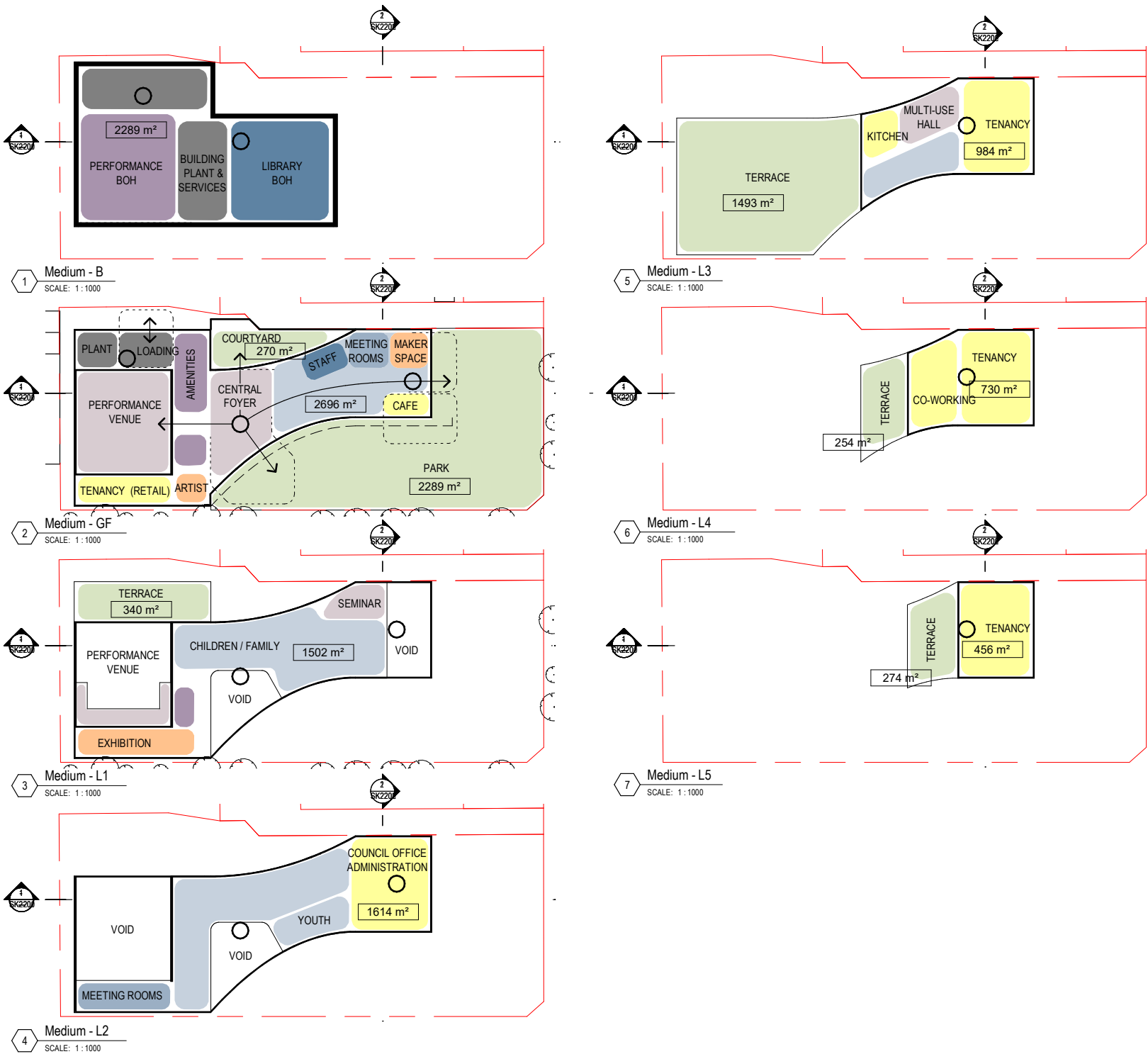
Refer to Appendix C for detail on Building Management and Operation

Refer to Appendix D for Site Services Report

Refer to Appendix E for Cost Plan

Medium Option	
Level	Area
Floor: Floor - Internal	
Basement 1	2289 m²
Ground Floor	2696 m²
Level 1	1502 m²
Level 2	1614 m²
Level 3	984 m²
Level 4	730 m²
Level 5	456 m²
	10270 m²
Floor: Floor - Park	
Ground Floor	2289 m²
Ground Floor	270 m²
	2559 m²
Floor: Floor - Roof	
Level 6	456 m²
	456 m²
Floor: Floor - Roof Terrace	
Level 1	340 m²
Level 3	1493 m²
Level 4	254 m²
Level 5	274 m²
	2360 m²
	15646 m²

- Legend
- Council / Administration / Co-working / Commercial Tenancy
  - Library and Community Facilities
  - Library and Community Facilities BOH
  - Performance theatre / Events / Functions
  - Theatre BOH
  - Gallery / Exhibition / Artist-in-residence / Maker-space





7. Conceptual Response & Option Analysis

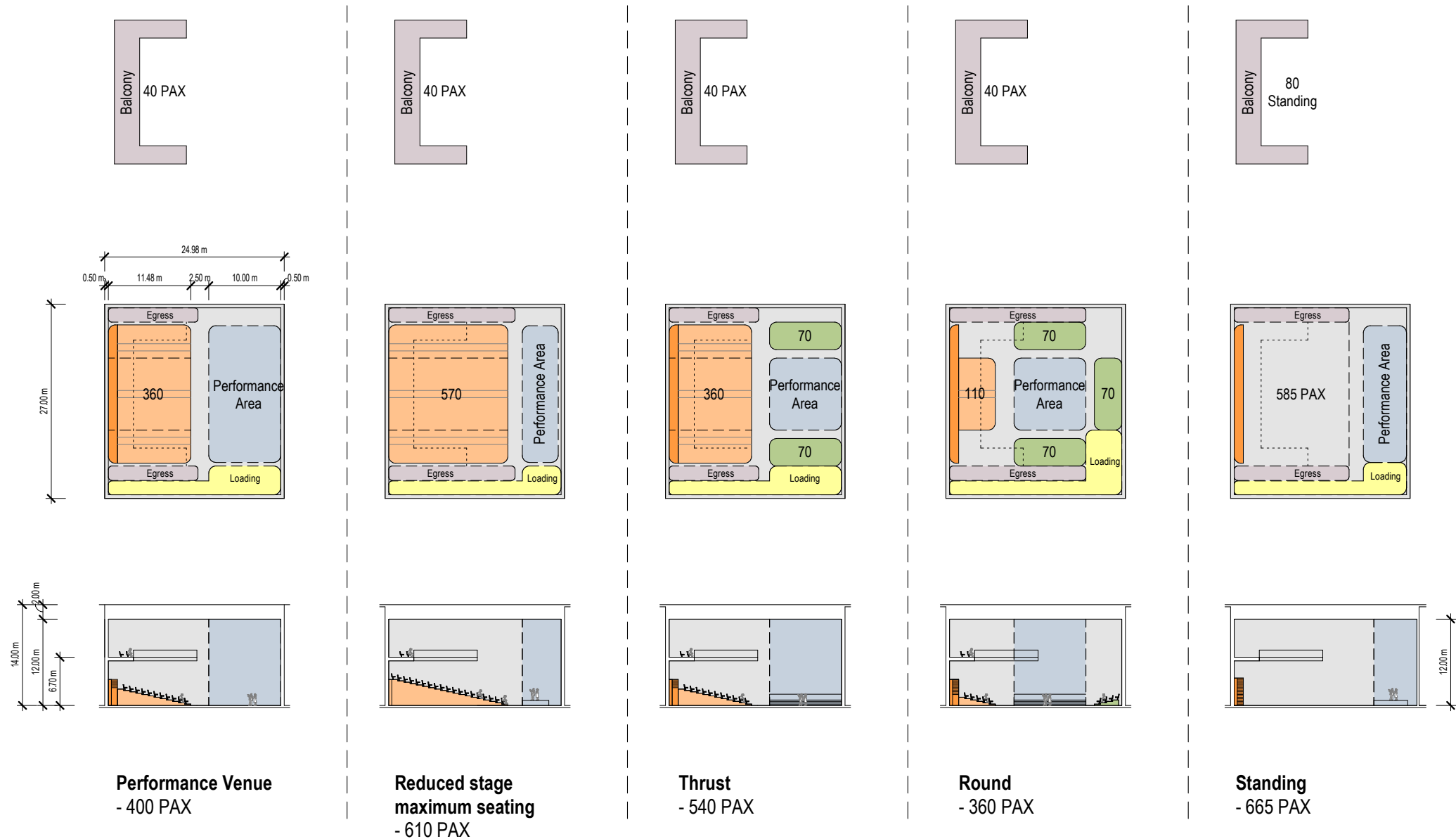
Concept A: Theatre

Flexible format Performing Arts Theatre:

- Flat floor theatre with adjustable stage location and banks of movable seating.
- Single level of balcony viewing to include removable seating to allow for seated and standing configurations.
- Venue capacity to range from 400 to 665 people depending on venue configuration.
- Single run of motorised adaptable tiered seating bank. Maximum of 19 rows (orange).
- Three relocatable adaptable tiered seating banks to be stored in adjacent back-of-house space (green).
- Provide rigging for acrobatics, in addition to lighting and audio rigging
- Additional loose furniture for seated performances, cocktail and banquet events located in basement below stage.
- Loading dock located at theatre level in adjacent space for ease of access.
- Detailed theatre briefing and theatre design to be prepared in accordance with ‘Oh you beautiful stage’ industry standards guideline.

Benchmark projects:

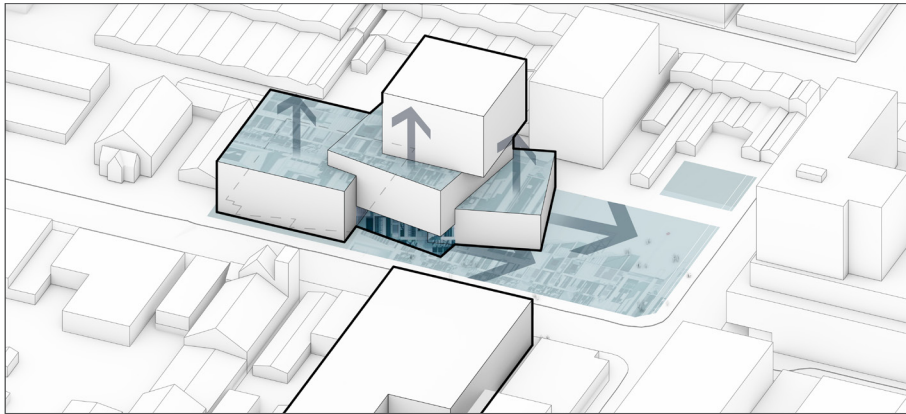
- Q Theatre, Auckland
- Malthouse Theatre, Southbank



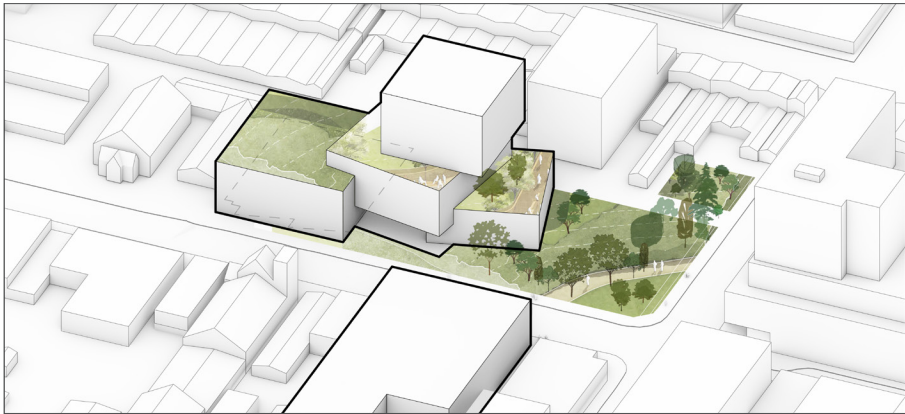
# 7. Conceptual Response & Option Analysis

## Concept B: Large

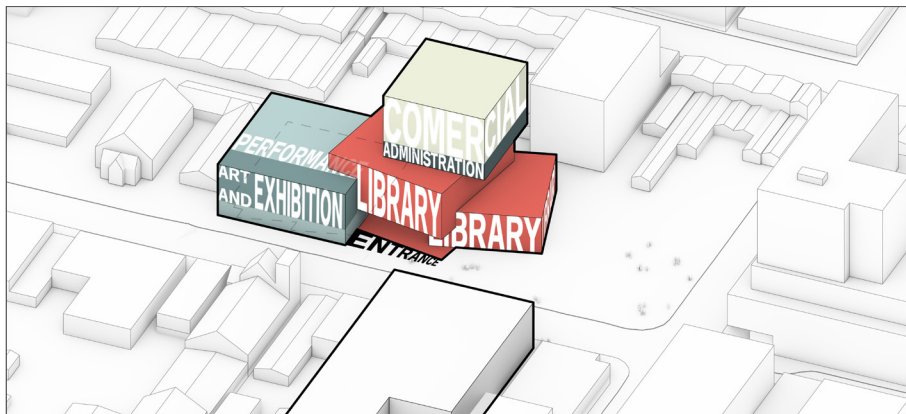
- 12,600m<sup>2</sup> GFA.
- Building form expresses clear definition of programme within.
- Maximises verticality of building by exceeding planning site height constraints and increased visibility and site presence, while still allowing the programme to stagger down to the west as a contextual response to the adjacent church to the west.
- Flexible and compact scheme where vertical connections and volumes can be explored
- Possibility for atrium/multi height spaces to connect programme vertically.
- Designated roof terraces for range of uses. Ability for secure children & family areas
- Traditional park located in alignment to MCC Planning Strategy.
- Utilising a two-staged construction sequence the existing library will remain while NeXT Library is constructed.
- Provides ease of access for back of house and servicing.



Open and Active



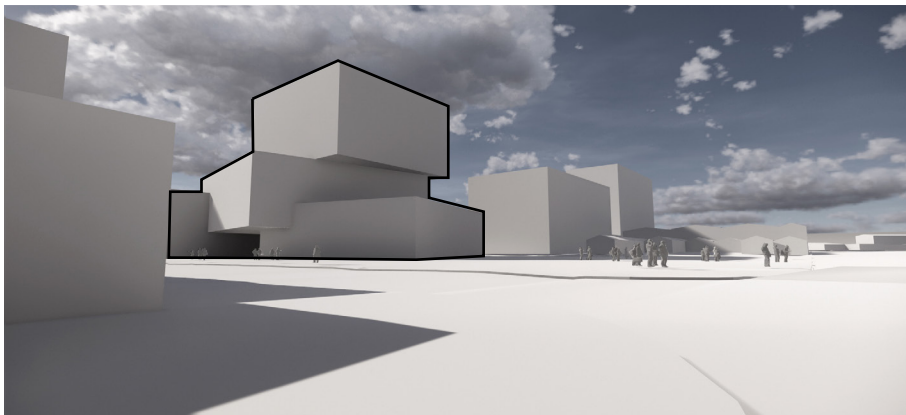
Park and Outdoor



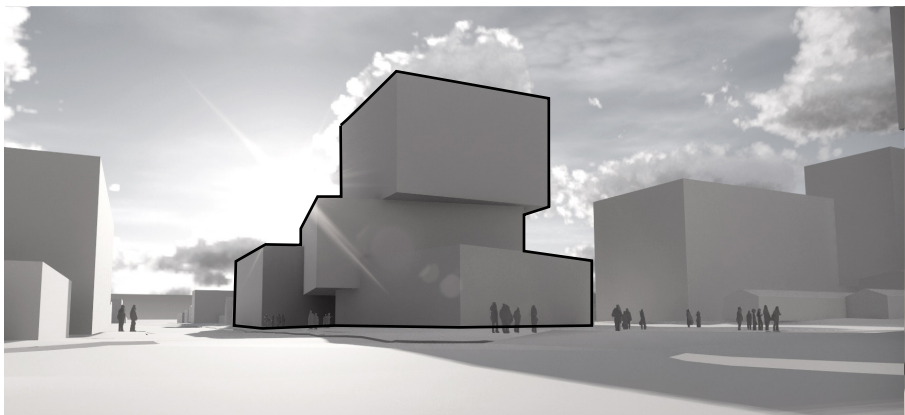
Program



Diversity



View from French St looking North

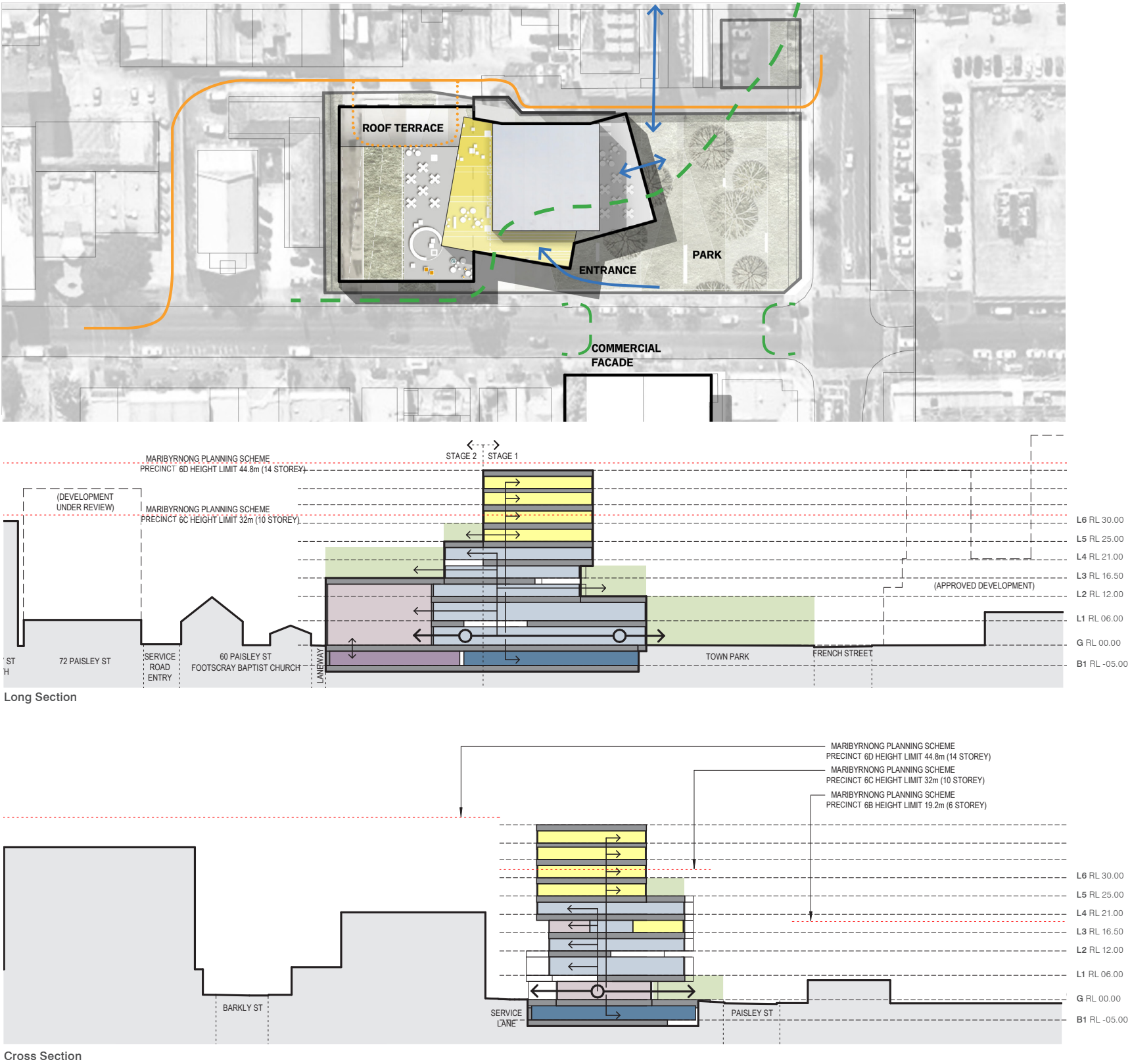


View from French looking West down Paisley St



7. Conceptual Response & Option Analysis

Concept B: Large



7. Conceptual Response & Option Analysis

Concept B: Large

Refer to Appendix A for Architectural Concept Drawings

Refer to Appendix B for detailed Area Schedule

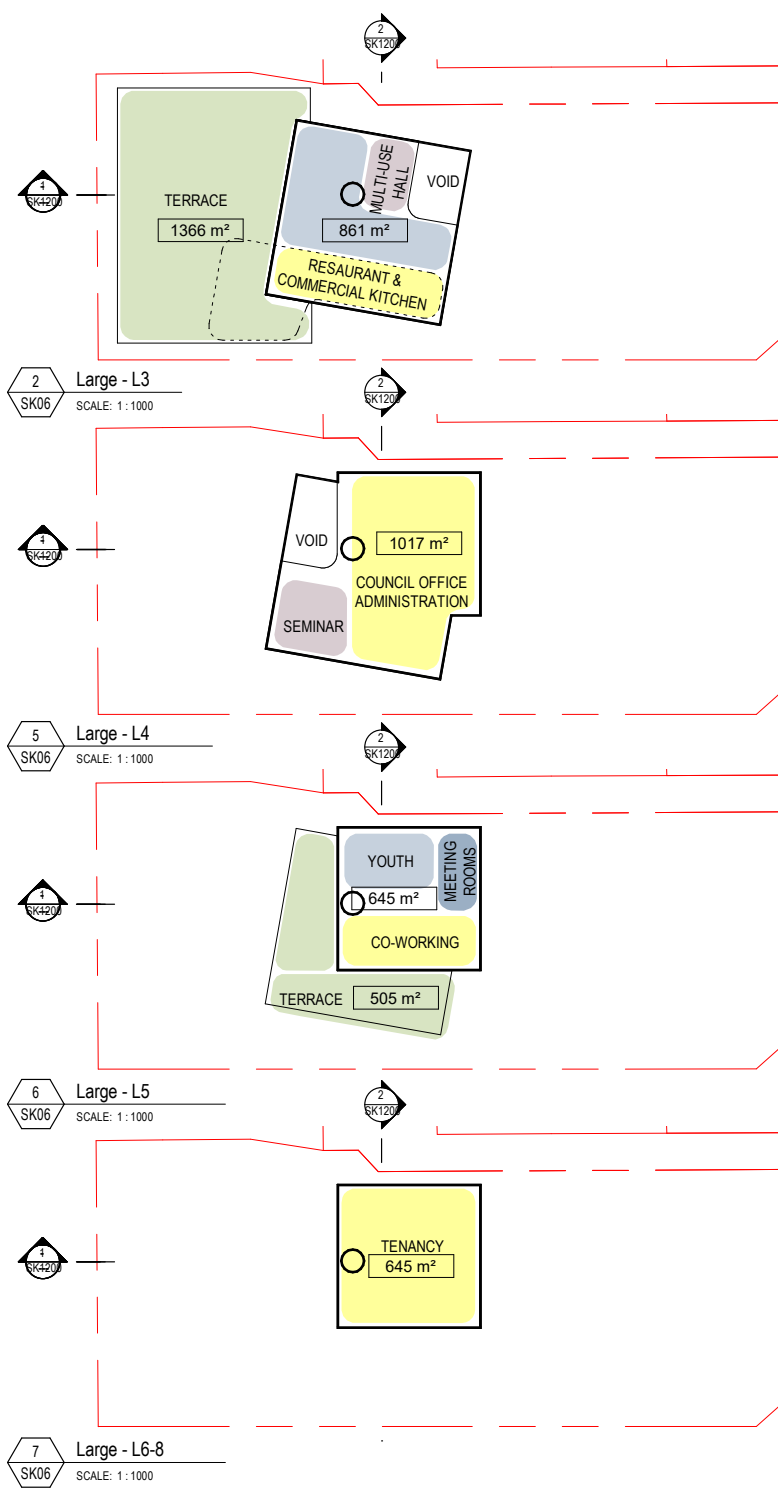
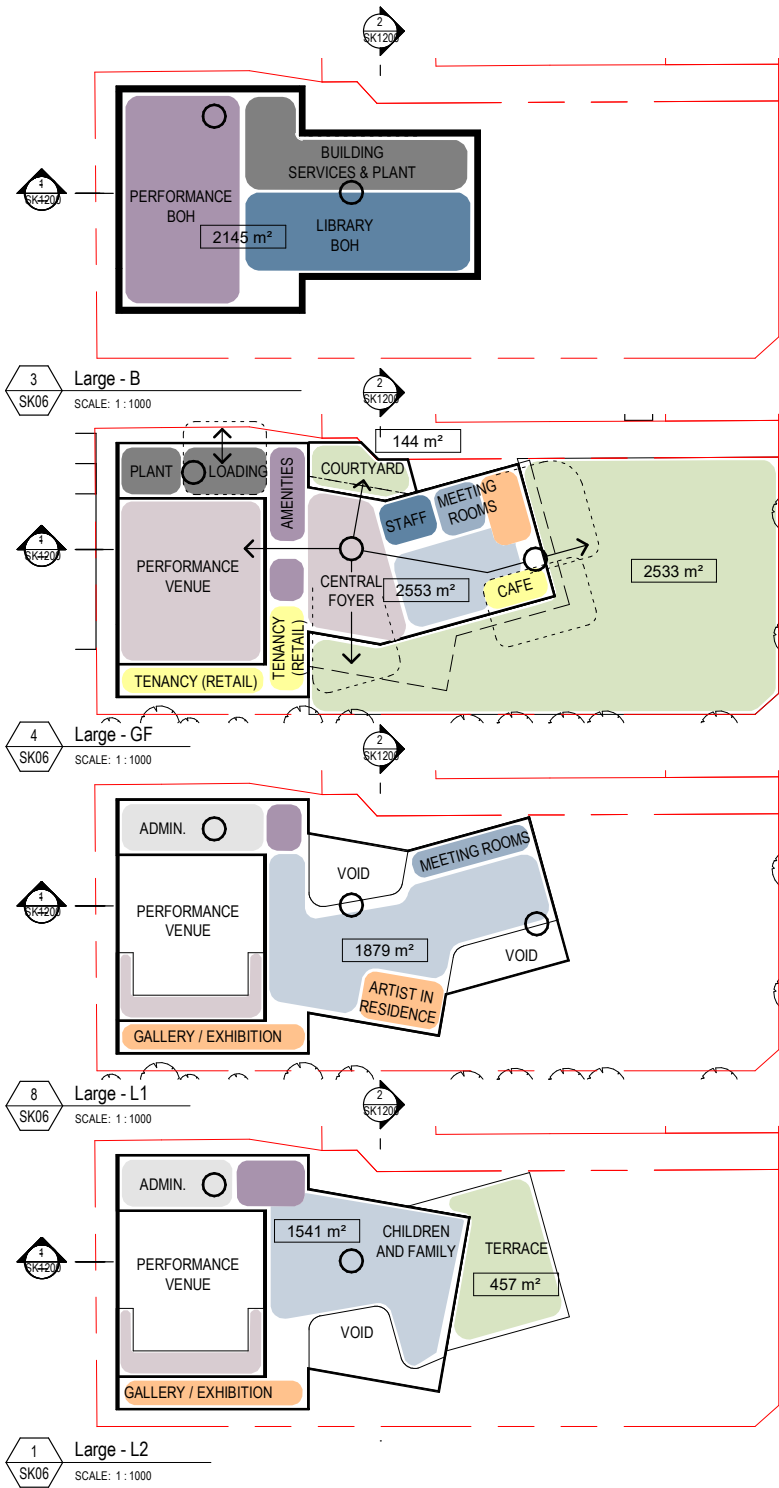
Refer to Appendix C for detail on Building Management and Operation

Refer to Appendix D for Site Services Report

Refer to Appendix E for Cost Plan

Large Option	
Level	Area
Floor: Floor - Internal	
Basement 1	2145 m²
Ground Floor	2553 m²
Level 1	1879 m²
Level 2	1541 m²
Level 3	861 m²
Level 4	1017 m²
Level 5	645 m²
Level 6	645 m²
Level 7	645 m²
Level 8	645 m²
Floor: Floor - Internal	12577 m²
Floor: Floor - Park	
Ground Floor	2533 m²
Floor: Floor - Park	2533 m²
Floor: Floor - Roof	
Level 9	645 m²
Floor: Floor - Roof	645 m²
Floor: Floor - Roof Terrace	
Level 2	457 m²
Level 3	1366 m²
Level 5	505 m²
Floor: Floor - Roof Terrace	2328 m²
	18083 m²

- Legend
- Council / Administration / Co-working / Commercial Tenancy
  - Library and Community Facilities
  - Library and Community Facilities BOH
  - Performance theatre / Events / Functions
  - Theatre BOH
  - Gallery / Exhibition / Artist-in-residence / Maker-space





7. Conceptual Response & Option Analysis

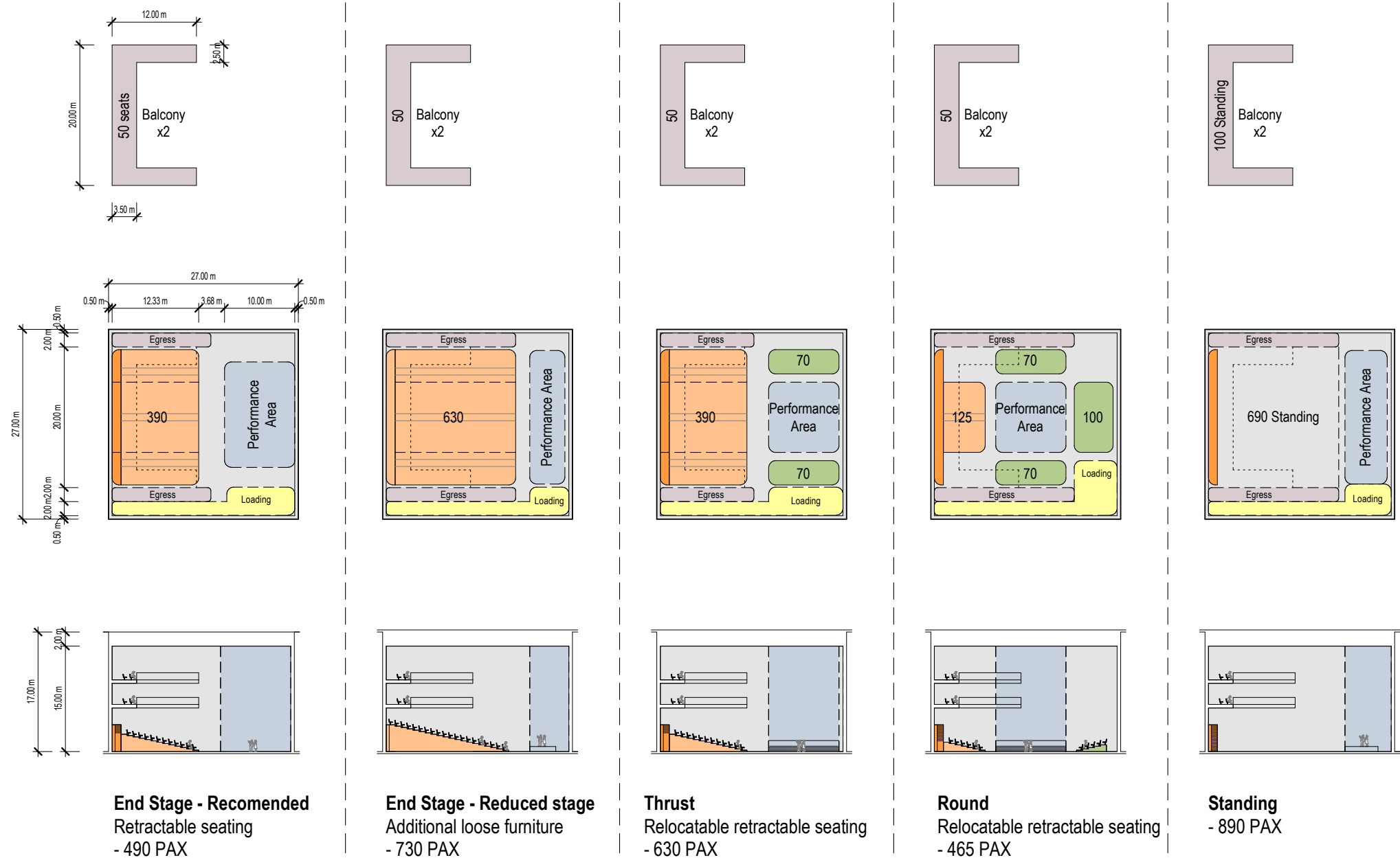
Concept B: Theatre

Flexible format Performing Arts Theatre:

- Flat floor theatre with adjustable stage location and banks of movable seating.
- 2 levels of balcony viewing to include removable seating to allow for seated and standing configurations.
- Venue capacity to range from 490 to 890 people depending on venue configuration.
- Single run of motorised adaptable tiered seating bank. Maximum of 20 rows (orange).
- Three relocatable adaptable tiered seating banks to be stored in adjacent back-of-house space (green).
- Provide rigging for acrobatics, in addition to lighting and audio rigging.
- Additional loose furniture for seated performances, cocktail and banquet events located in basement below stage.
- Loading dock located at theatre level in adjacent space for ease of access.
- Detailed theatre briefing and theatre design to be prepared in accordance with 'Oh you beautiful stage' industry standards guideline.

Benchmark projects:

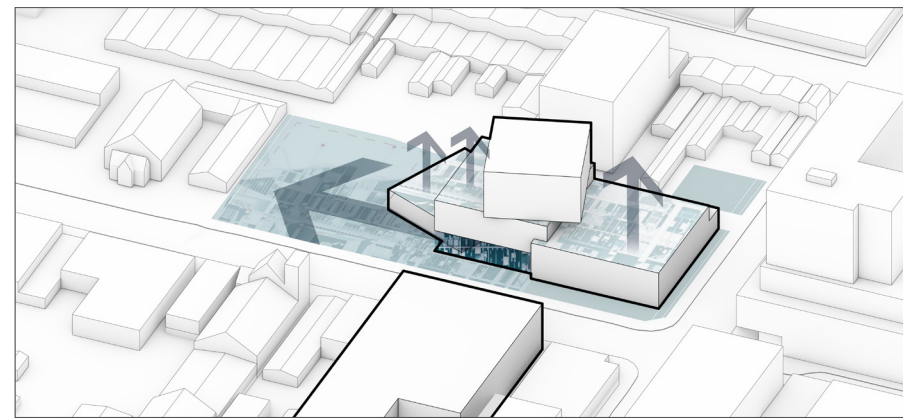
- Q Theatre, Auckland
- Malthouse Theatre, Southbank



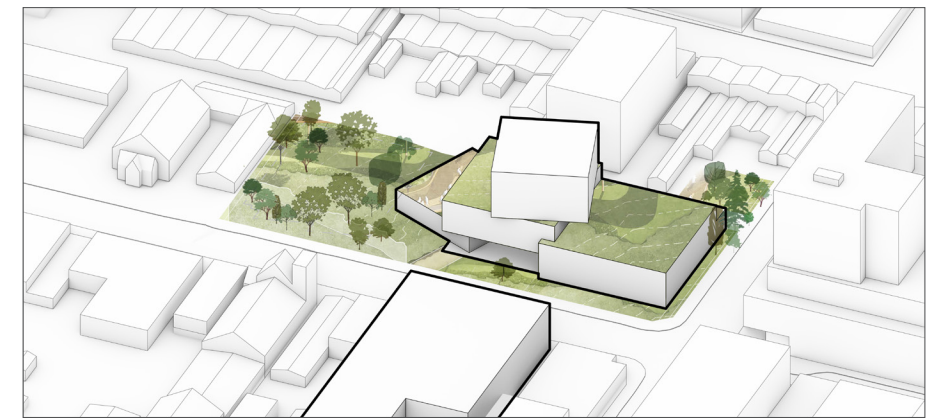
## 7. Conceptual Response & Option Analysis

### Concept C: Small

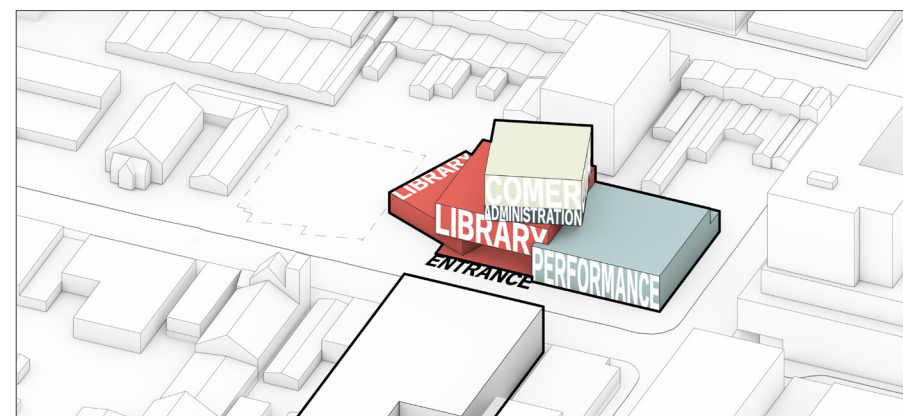
- 6,850m<sup>2</sup> GFA
- Building form expresses clear definition of programme within.
- Maximises verticality of building, while still allowing the programme to stagger down to respond too the park located to the west.
- Response to the preferred siting strategy by 'holding the corner' of Paisley and French St with the building, increasing the buildings street presence.
- Siting response allows for the construction of NeXT adjacent to the existing Library, which could be developed in to a town park after the opening of NeXT.
- Siting response allows for increase interaction between a town park and adjacent church to the west.
- Siting response increases the ability for potential future development of adjacent properties to respond and address the park rather than a sole service laneway.



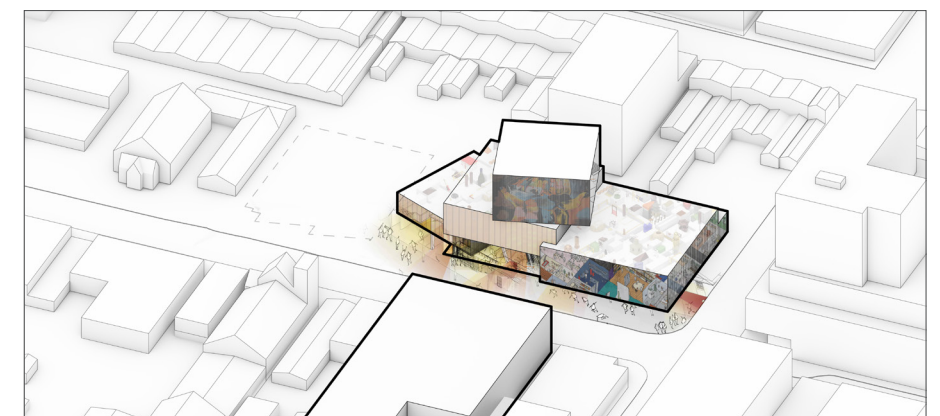
Open and Active



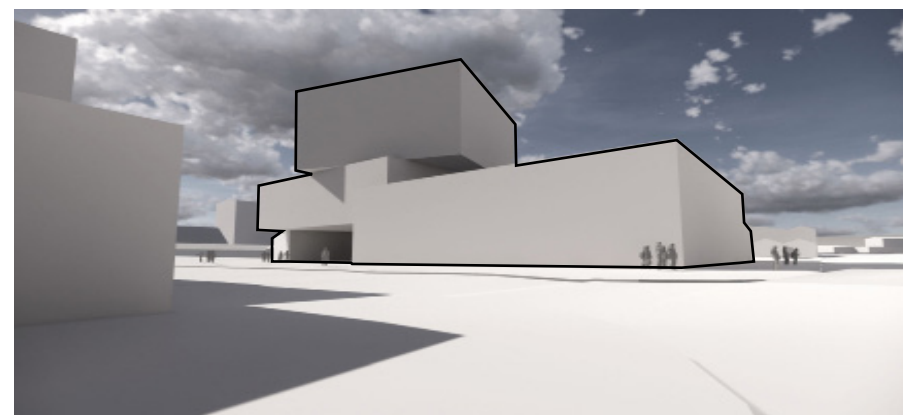
Park and Outdoor



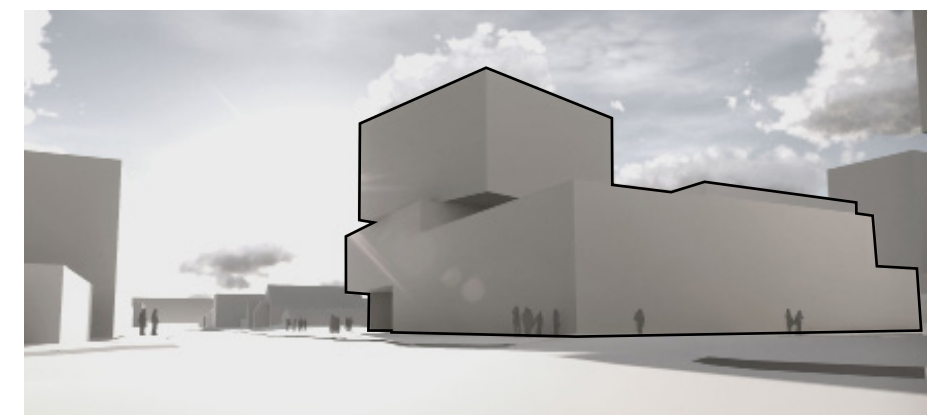
Program



Diversity



View from French St looking North



View from French looking West down Paisley St



7. Conceptual Response & Option Analysis

Concept C: Small



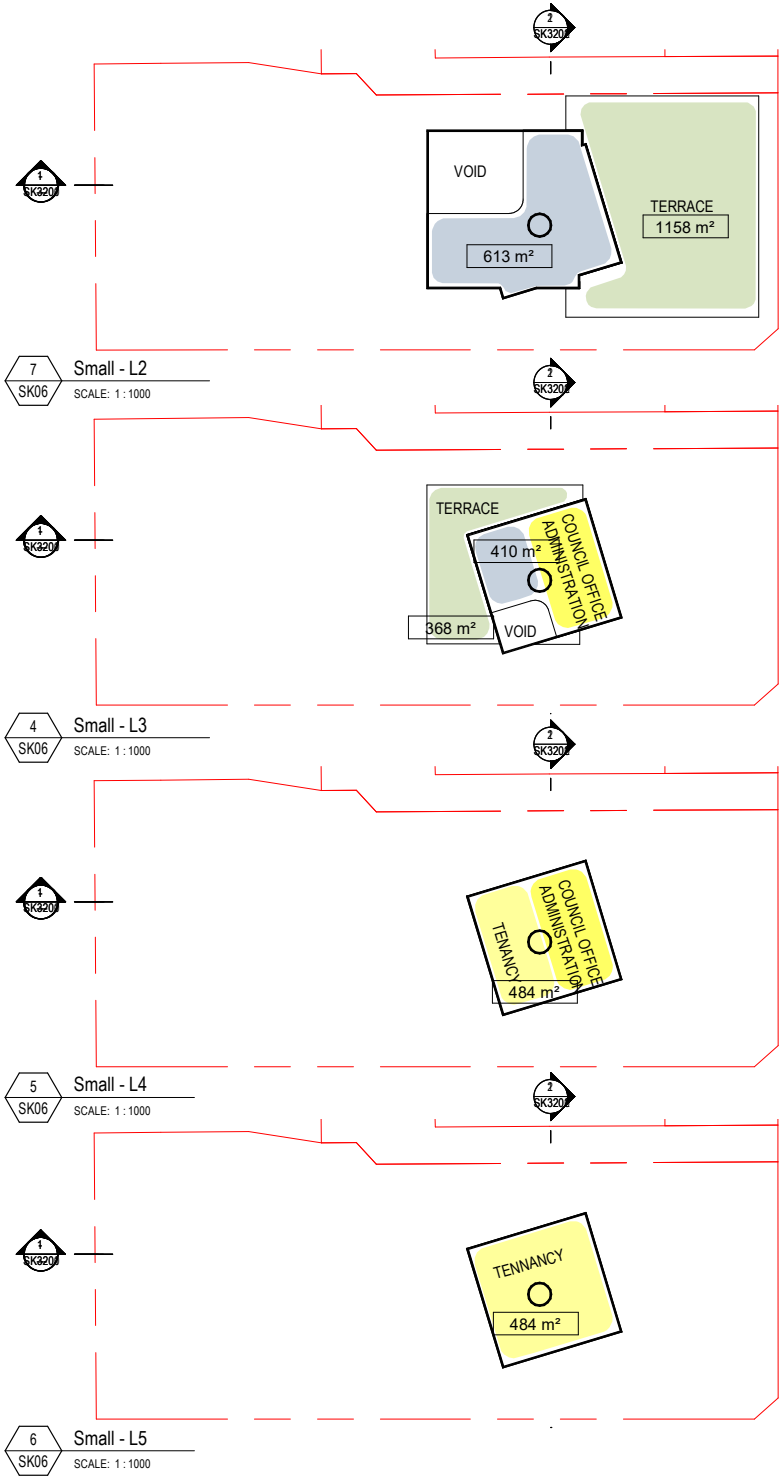
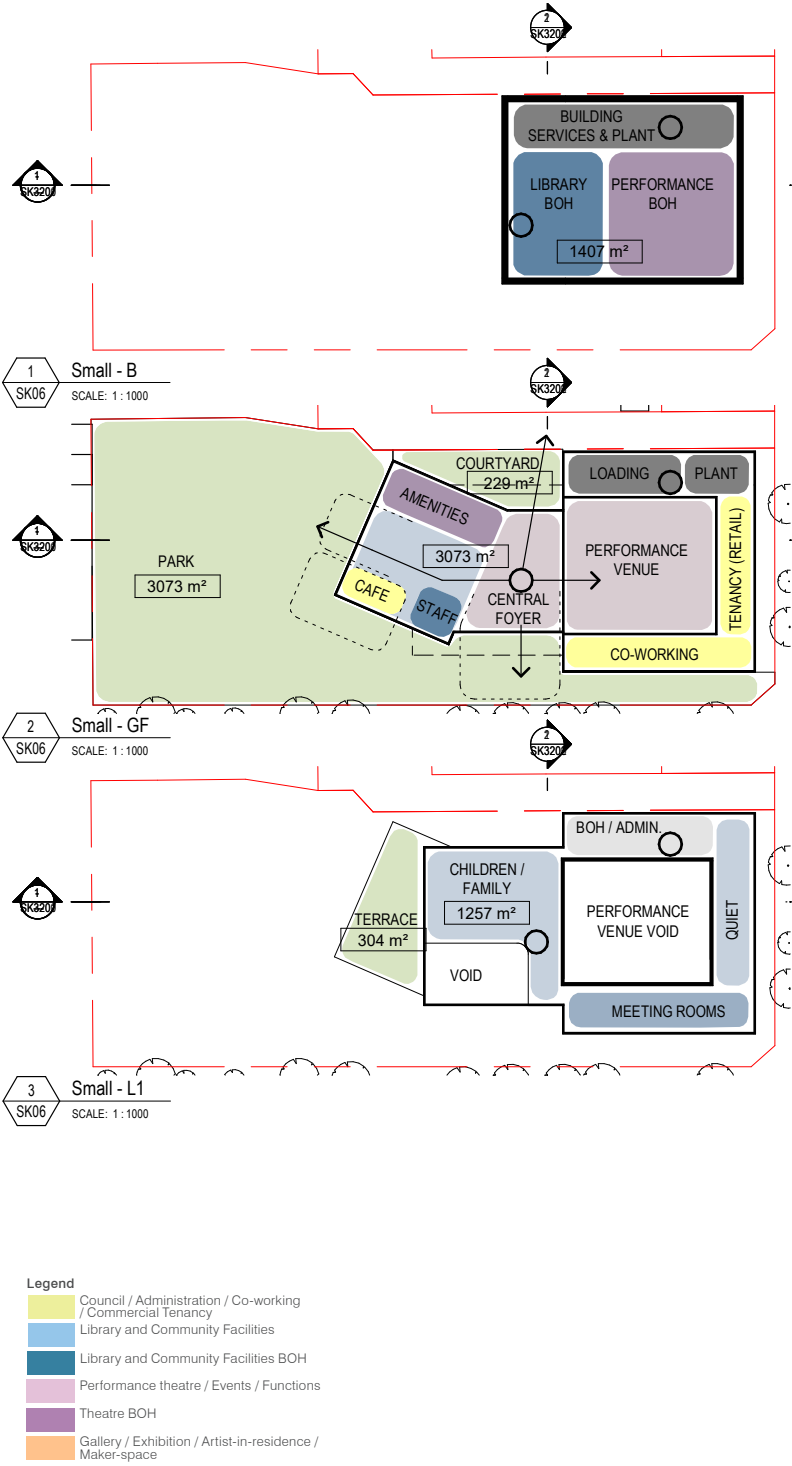
- Legend**
- Council / Administration / Co-working / Commercial Tenancy
  - Library and Community Facilities
  - Library and Community Facilities BOH
  - Performance theatre / Events / Functions
  - Theatre BOH
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7. Conceptual Response & Option Analysis

Concept C: Small

Refer to Appendix A for Architectural Concept Drawings  
Refer to Appendix B for detailed Area Schedule  
Refer to Appendix C for detail on Building Management and Operation  
Refer to Appendix D for Site Services Report  
Refer to Appendix E for Cost Plan

Small Option	
Level	Area
Floor: Floor - Internal	
Basement 1	1407 m²
Ground Floor	2211 m²
Level 1	1257 m²
Level 2	613 m²
Level 3	410 m²
Level 4	484 m²
Level 5	484 m²
	6866 m²
Floor: Floor - Park	
Ground Floor	229 m²
Ground Floor	3073 m²
	3302 m²
Floor: Floor - Roof	
Level 3	10 m²
Level 6	484 m²
	494 m²
Floor: Floor - Roof Terrace	
Level 1	304 m²
Level 2	1158 m²
Level 3	368 m²
	1830 m²
	12492 m²





7. Conceptual Response & Option Analysis

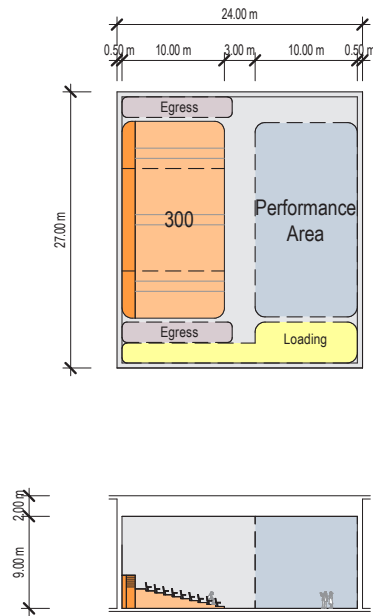
Concept C: Theatre

Flexible format Performing Arts Theatre:

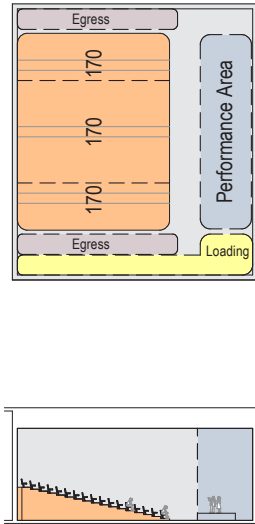
- Flat floor theatre with adjustable stage location and banks of movable seating.
- Venue capacity to range from 300 to 545 people depending on venue configuration.
- Single run of motorised adaptable tiered seating bank. Maximum of 17 rows (orange).
- Three relocatable adaptable tiered seating banks to be stored in adjacent back-of-house space (green).
- Provide rigging for acrobatics, in addition to lighting and audio rigging
- Additional loose furniture for seated performances, cocktail and banquet events located in basement below stage
- Loading dock located at theatre level in adjacent space for ease of access
- Detailed theatre briefing and theatre design to be prepared in accordance with 'Oh you beautiful stage' industry standards guideline.

Benchmark projects:

- Q Theatre, Auckland
- Malthouse Theatre, Southbank



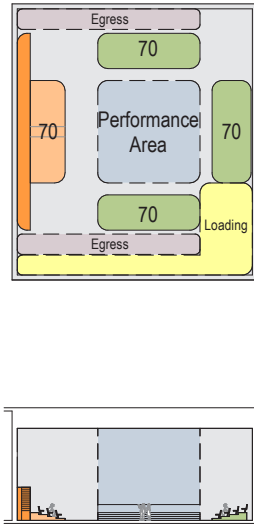
**Performance Venue**  
- 300 PAX



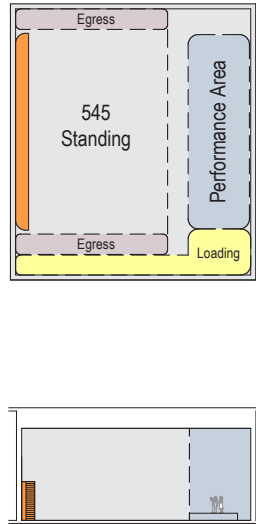
**Reduced stage  
maximum seating**  
- 510 PAX



**Thrust**  
- 440 PAX



**Round**  
- 280 PAX



**Standing**  
- 545 PAX



## 7. Conceptual Response & Option Analysis



Afternoon shot from urban park looking towards west  
Café in the SE corner with flexible creative zone at NE corner of the site.





## NeXT Design Expression for Exteriors

The design intent is to create a civic building that is approachable and inviting – a welcoming heart of Footscray.

Very open on ground floor. Despite the size of the building, the ground floor in the periphery is intentionally kept low, relating to human scale and streetscape.

In front of the café and in carefully selected points along the southern facade, 'mini squares' allow activities within the building to spill out when desired and create a lively transition zone into the urban park. These mini squares can be appropriated for a variety of uses and will be very attractive zones in the evenings with the light from the building spilling out.

The building sits otherwise in an urban lawn, giving the visitor a sense of well-being in the very dense city center, which is only going to get denser. The building actively engages with the green – with the goal to create an urban park that's unique in character to Footscray.

The building is robust and honest in its material palette, inviting the users to 'make it their own.'

Careful use of timber in some areas such as the café brings contrast to this raw and honest palette to give a sense of warmth and 'home.'

The façade is depicted as a series of panels with varying degrees of opacity and reflection, allowing views into the space and the activities beyond. This approach that relies on varying transparency and textures has the potential to create a façade that reads as one – uniform enough in large scale to tie all the different programs together and appear as one facility - yet playful and diverse so one's experience of the building will change according to their viewing angle and time of day. At certain times it will appear subtle and other times artistic in its expression. In the evenings it will glow from within.



## 7. Conceptual Response & Option Analysis







## NeXT Design Expression for Interiors

Depicts the buildings' adaptability and versatility.

Generosity of space is felt regardless of the buildings size.

The building should feel like it's built to last, a space that can gradually change and acquire a patina over time, solid and grounded.

The interiors have a strong identity. The materials are raw and honest contrasted by hot spots that bring in warmth and softness.

The spatial generosity allows the activities and the life in the building, in Footscray, to set the tone. Scenography can change and be modified by the users, over time. The spirit of the community can thrive in all corners of this building.

Roof terraces are the mini squares on the upper levels of the building. These mini squares can also potentially be interior spaces – double or triple height spaces – trays that are stacked internally, providing visual connections between the multitude of activities on offer.

Creating physical and visual connections between the different levels and outdoor spaces is key.