

**IMPACT**  
**INVESTMENT**<sup>™</sup>  
**GROUP.**<sub>f</sub>

# DRAPER

Younghusband  
Wool Store  
2-20 Elizabeth Street  
Kensington, Melbourne

**WOODS**  
**BAGOT**<sup>™</sup>

# **Bringing it Together**

# **Workshop**

**Information pack prepared for  
community engagement discussion  
April 2017**

All material contained within this information pack is preliminary and for discussion purposes only. It has been prepared to enable a community discussion on the project.

This pack includes greater detail on the proposed layout of the site, architectural design, open space, transport and traffic management and sustainability initiatives. This is work in progress as we are very keen to have your input as we continue.

You will have the opportunity to discuss these proposals at next week's workshop where the project team will be available to answer your questions on this material and the overall vision for the site.

Following this workshop we will be considering what we have heard and finalising the master plan for the site. This will inform the preparation of a planning application for the first stage of the rejuvenation.



A CELEBRATION OF  
DIVERSITY, CURIOSITY,  
CHARACTER & CREATION

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**DESIGN STATEMENT**

The key realisation for us has been that we are not designing a building, but rather we are providing a framework for a community.

This project wants to achieve big things. To set a new benchmark for adaptive reuse projects locally and at an international level in an effort to change what has become a business as usual approach to property development. Community, sustainability and heritage are the framework that has been established to guide the design process of this development master plan.

The site of Younghusband is large at xxx m2 and as such the project will be delivered over 3 stages. This planning application is for the first stage of the master plan and is primarily a rework of the internal spaces to accomodate a new collection of building uses.

Our approach to the existing buildings is to touch lightly and only add what needs to be added and remove only what is necessary to achieve the project vision of a sustainable mixed use community development.

**The vision for the site is a made in Melbourne iteration of the STEAM concept. From this vision we have established some principles to guide the masterplan through design and construction, and beyond.**

**STEAM - Science, Technology, Engineering, Art and Mathematics**





# 1 THE SITE

The site is located on the corner of Elizabeth and Chelmsford Street in Kensington. There are a collection of existing buildings on site that once operated as a wool store. The site is well connected to road networks and has three train stations within 1 kilometer of the site. A forth-proposed station will come on line in the coming years.



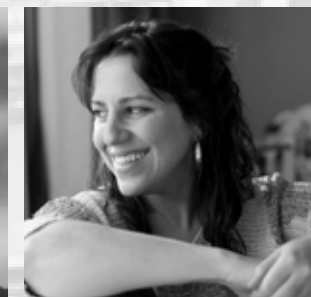
### Small Giants

### Impact Investment Group

### B Corp



**Chris Lock**  
Chief Executive Officer  
Co-Owner



**Berry Lieberman**  
Co-Owner



**Danny Almagor**  
Chairman  
Co-Owner



**Darren Brusnahan**  
Head of Funds Management  
Real Estate



**James Fitzgerald**  
Development Manager



The Dream Factory (Younghusband v1)  
Our first rejuvenation project is 'The Dream Factory' in Footscray - like Younghusband but on a much smaller scale. It was previously the headquarters for Lonely Planet, who downsized and then moved to Carlton. It is now the Melbourne headquarters of Engineers Without Borders, houses Co-health, Car Next Door, Snobal (VR), and the co-working company Inspire9 is continuing to build the community.

[www.dreamfactory.org.au](http://www.dreamfactory.org.au)

Small Giants was founded in 2007 by Danny Almagor and Berry Liberman to create, support, nurture and empower businesses and entrepreneurs that are shifting us to a more socially equitable and environmentally sustainable world.

Our mission is to lead our community towards Empathy and a New Economy.

That means we use business as our major tool for positive social and environmental impact, and provide people with a meaningful pathway to live a life of passion and purpose.

From start-up social enterprises and large-scale social and environmental investments, to sustainable property development and a more secure food system, the Small Giants family of businesses reflects our deep passions and diverse interests. For every business we ask ourselves: is it good for people? Is it good for the environment? Is it creating the world we want to live in?

This idea, which infuses empathy into the new economy, defines our theory of change: empathetic and self aware people leading purpose driven companies in an economic system that values relationships and prioritises people and nature.

Impact Investment Group (or IIG) is a leading Australian funds manager. Our goal is to shift capital towards investments that blend financial returns with deep social and environmental impact, and to lead by example in using all of our resources to create the world we want to live in. We are a B-Corporation.

We have been investing in commercial real estate since 2013. We started a renewable energy team in 2015 and a venture capital team in 2016. Within our real estate work, we have two styles of investments; we invest in new property that is best-in-class from an environmental sustainability perspective, and in existing properties, like Younghusband, that we believe can be rejuvenated and/or retrofit with highly sustainable elements. We aim to provide leases to tenants who share our values.

About 30 people work for Impact Investment Group (but we're growing fast), mostly based in St Kilda, but with a small group in Sydney. The company is co-owned by Chris Lock, the CEO, and by Berry Liberman and Danny Almagor, the chairman. The manager of the Younghusband rejuvenation project is James Fitzgerald, who has been with IIG since 2016 and lives in Footscray. For the majority of our projects, we co-invest with other people and families in a syndicate we have put together for the investment. At time of writing we've got more than \$400m in funds under management (directed towards impact investments), and more than 350 co-investors across all our projects.

[www.impact-group.com.au](http://www.impact-group.com.au)

B Corp certification is to sustainable business what Fair Trade certification is to coffee.

B Corporations represent an emerging group of companies that are using the power of business to create a positive impact on the world and generate a shared and durable prosperity for all.

Certified B Corporations have undertaken the B Impact Assessment, scored over 80, and have signed a term sheet that declares that they will consider all stakeholders. It is a rigorous assessment that explores a company's governance, transparency, environmental and social impact. B Corps voluntarily hold themselves to a higher level of accountability in these areas.

Together, B Corps redefine success in business by competing not to be the best in the world, but to be the best for the world.

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## VALUES

### Sustainability

Our team is committed to sustainability. We recognise that this project has the responsibility to deliver long term environmental improvements but perhaps more importantly the project must set an example for industry and the community to follow. For this reason this project can be truly transformative in its approach to sustainability.

Our experience has shown that sustainability is much more than just achieving a point score or the implementation of symbolic gestures. That is why we have developed a methodology to underpin our design process. It is based around 6 key themes:

1. Recycling and Waste
2. Community
3. Urban Impact
4. Health
5. Performance
6. Generational

### Community

A community already exists on site that is vibrant, cohesive and intelligent. The community is a mix of education, arts, production, co-warehousing and co working space. In many respects, most of the work that needs to be done has already been done.

It is proposed to build upon, rather than replace the existing community on site. The master plan will add new uses to the existing community mix with the aim of creating a more holistic and sustainable community focused development.

With a core building program that centres around Food, Education, The Arts, Technology, Co-working and Wellness, we hope this guiding mix of uses will promote organic growth within the buildings, and support the community on site and beyond.

### Heritage

The unusual spatial diversity of this collection of buildings is a rich condition that we will build upon. This is not a preservation project and it is not a new architectural project it sits somewhere in the middle. A dialogue between what has been done and what is possible is what we are striving for.

Respecting the past while innovating for the future. The architectural moves we do make or don't make will define the character of this project.

Kensington is a vibrant neighbourhood with an eclectic mix of people and places. The diverse demographics and range of communities in the area have become a cornerstone of the Younghusband wool store master plan. From the established Macaulay road village and the mix of the industrial buildings and worker's cottages this rich tapestry of the neighbourhood will shape our design direction of the project.





# THE VISION IS TO BE VICTORIA'S FIRST CARBON AND WATER NEUTRAL SITE

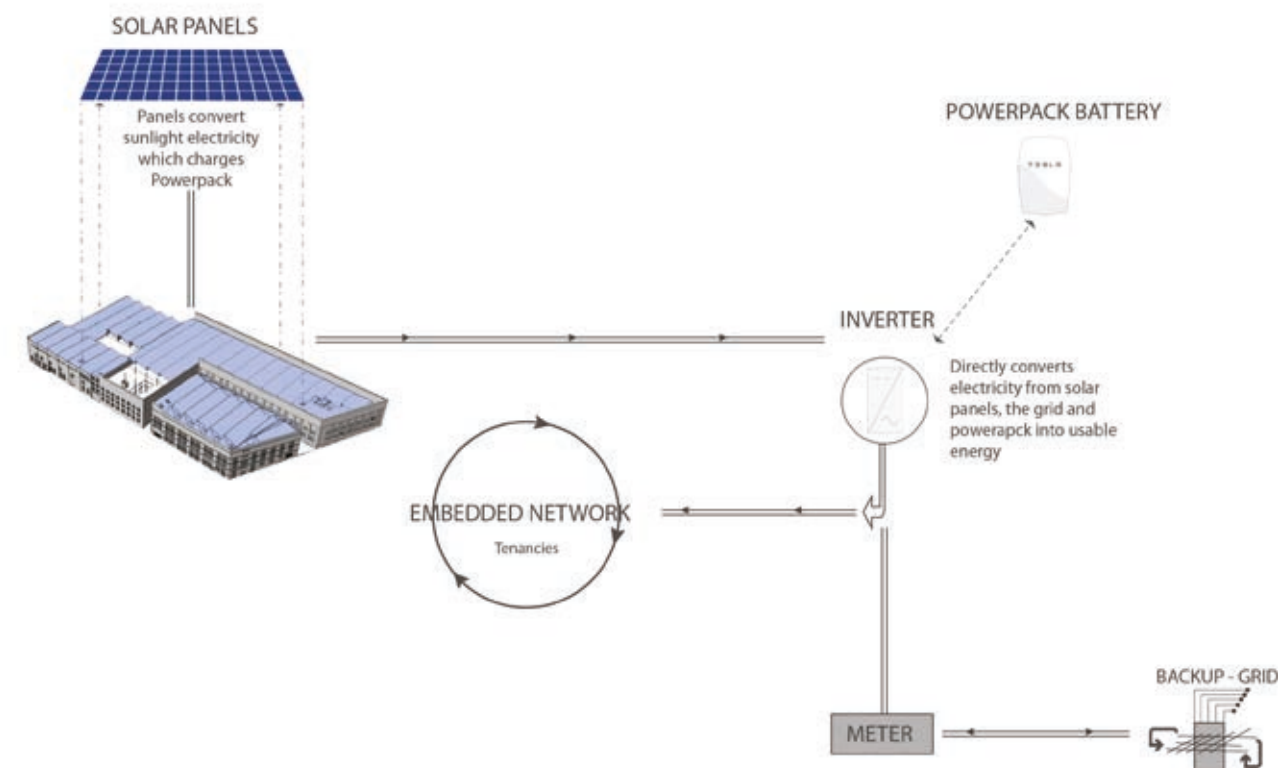
## ENERGY

### Key energy innovations

Building integrated photovoltaics used in retrofitting existing buildings

Building integrated photovoltaics used as part of roofing solutions

Photovoltaic and battery system within an embedded network



## 4 SUSTANABLE DEVELOPMENT

We are more interested in thinking about sustainability as an integrated system rather than as an overlay. Our approach is to focus our thinking on building ecology. The vision is to be Victoria's first carbon and water neutral site which would mean the site will effectively have net zero emissions and import virtually zero portable water. This vision is ambitious and makes water and energy systems a key part of the site. The obvious question is why innovate and why be so ambitious? There are no regulatory requirements to reduce the importing of water and energy within the site to this level. The key reasons an approach to this site are:

- It is the responsible approach given the impact cities and developed countries have on climate change, and the immediate need to take action and reduce greenhouse gas emissions
- Liveable and creative spaces are known to attract new businesses and create a more comfortable environment for residents and tenants.
- If well designed and managed, these innovations generally provide lower cost solutions over a long term lifespan

This is our intent. We have a long road to travel and things may change however we are working hard to ensure these values are retained.

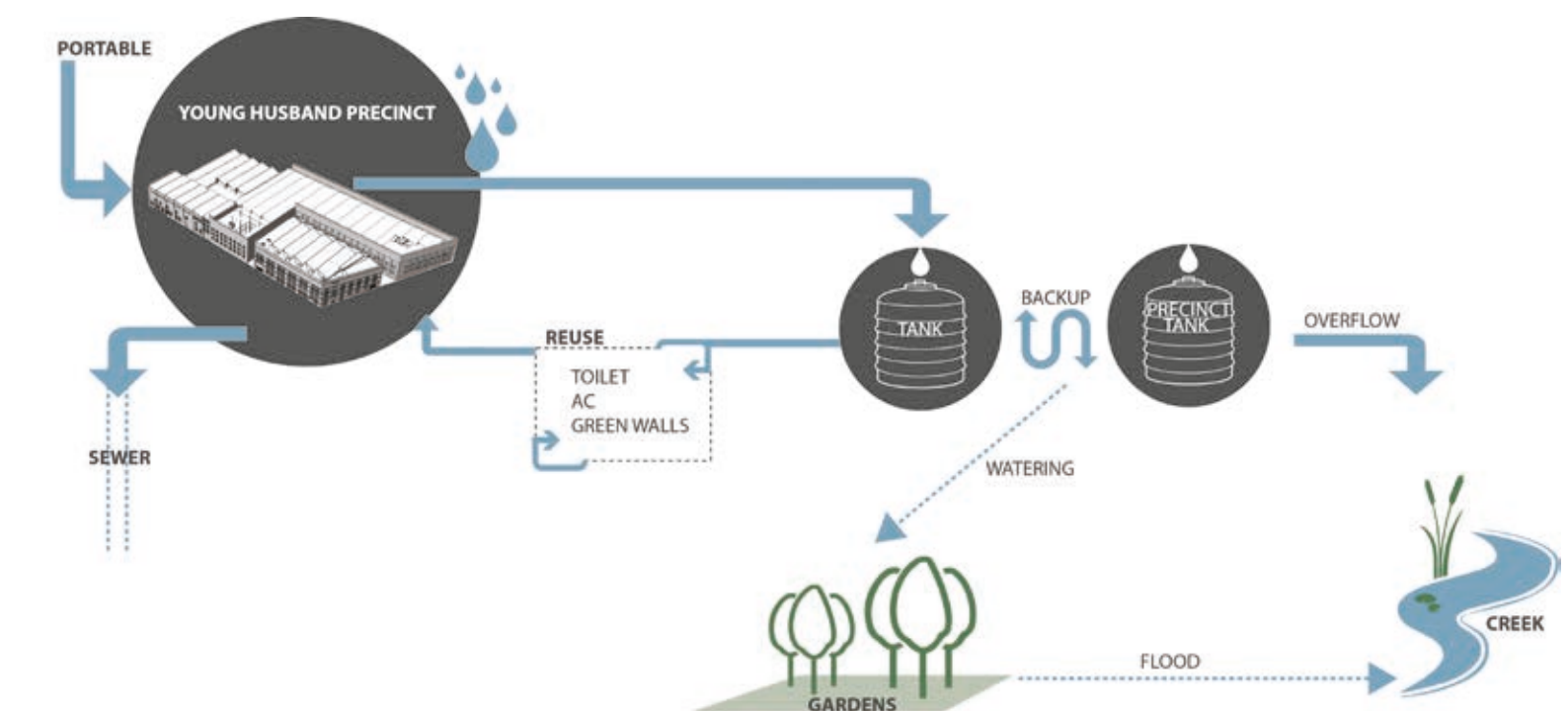
## WATER

### Key Water Innovations

Distributed rainwater harvesting system

Above ground storage with photovoltaic powered pumping

Green treatment plant for recycling of black water







## 5 THE MASTER PLAN VISION



Artists Impression

## 6 TENANT MIX

Curation of the tenants will be essential towards establishing the desired community. The diversity of tenant types are in line with the masterplan vision, and the objectives have been outlined below. These are only suggestions but begin to establish the tenant mix and tenancy sizes.



- OPEN SPACE
- CO-WORKING OFFICE
- MIXED
- EDUCATION



- S1** SECONDARY SCHOOL
- S2** MIXED USE
- S3** OFFICE
- S4** OFFICE
- S5** MIXED USE
- S6** PUBLICLY ACCESSIBLE PARK

## 7 STAGING

Due to the size of the project the intent is to stage the development. What is shown is our intent for the master plan. We have a long road to travel and things may change however we are working toward achieving this vision for the site.

- 1 STAGE 1**  
Food, Technology, the Arts, Co-Working laneway and public space
- 2 STAGE 2**  
Independent Secondary school  
New Publicly Accessible Park  
Childcare, Education and office space
- 3 STAGE 3**  
Workshops and office space  
Start-Up Incubator





AERIAL VIEW

Artists Impression



LANEWAY



## 8 PUBLIC REALM

To support the vision for the site the public realm and how it is composed has been a key design driver. Existing spaces such as the internal Laneway and open space along the train line will be pedestrianized and activated by adjacent building uses. This space will be open and accessible to the public. In addition to this a new publicly accessible park will be a key feature of the masterplan. In addition to the park a laneway that will connect Elizabeth Street and the rail line is proposed to open up inaccessible parts of the site.



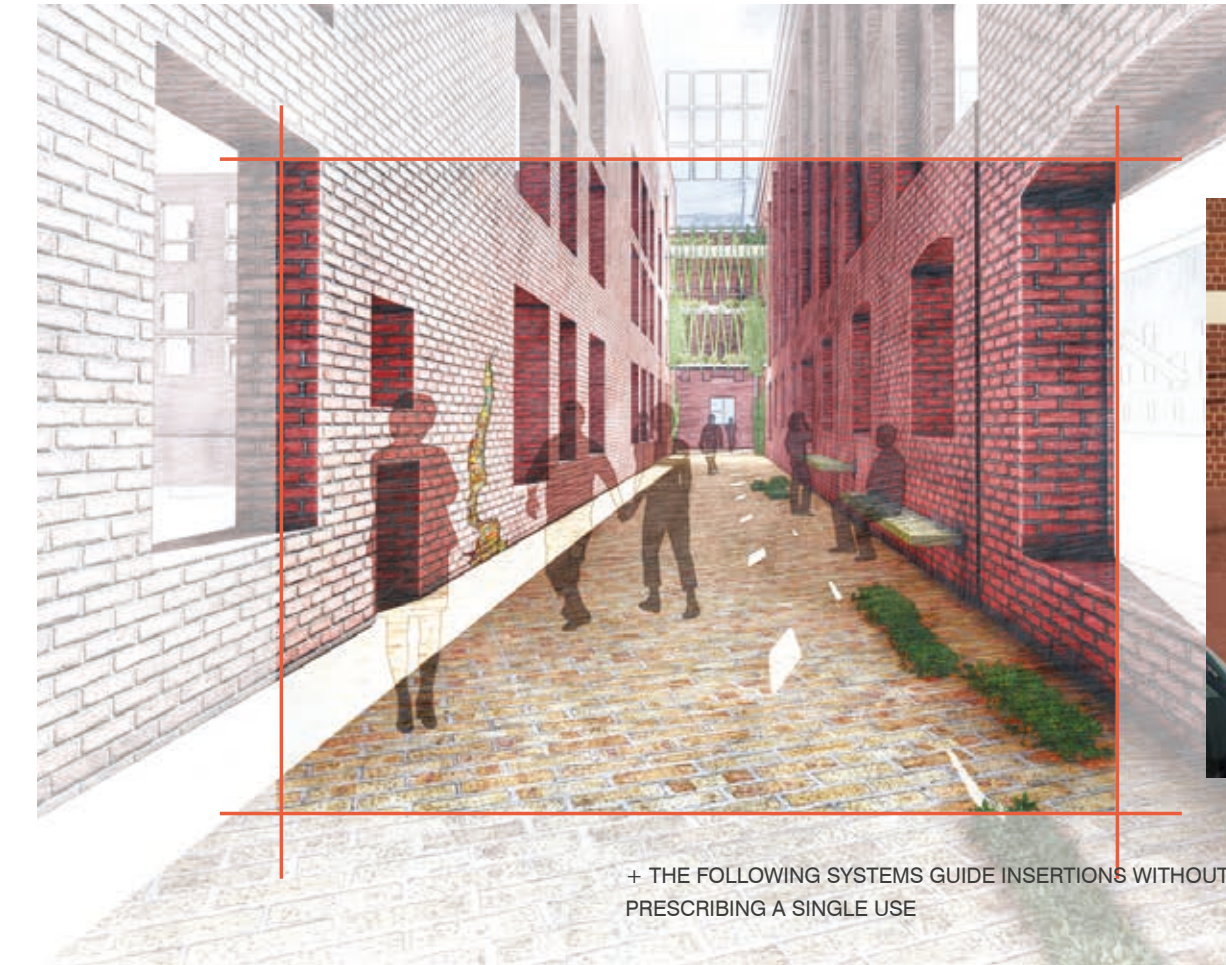
- 1 PUBLICLY ACCESSIBLE SPACE  
1,380 SQM
- 2 PUBLICLY ACCESSIBLE COURTYARD AND LANE WAY
- 3 PUBLICLY ACCESSIBLE LANE WAY  
485 SQM
- 4 PUBLICLY ACCESSIBLE PARK  
1,875 SQM

# Design Concept Landscape



- LEGEND**
- 1 RAILWAY SERVICE LANE / WALKWAY (MIN 3.5m WIDE)
  - 2 CANTILEVERED PLATFORM (WITH WALKWAY BELOW)
  - 3 EXISTING TREES (TO BE MAINTAINED)
  - 4 PRODUCTIVE GARDENS AND INTEGRATED WSUD
  - 5 PEDESTRIAN SHARED LINKS TO KENSINGTON STATION
  - 6 LANEWAY INSERTIONS
  - 7 SHARED STREET
  - 8 WATER PLAY
  - 9 NARROW CHELMSFORD STREET FOR PEDESTRIAN & WSUD AMENITY
  - 10 SHARE CAR PARKING
  - 11 PORTALS AND SEATING OPPORTUNITY USING EXISTING BRICK WALL
  - 12 PROPOSED STREET TREES
  - 13 LOWER OPEN LAWN
  - 14 UPPER OPEN LAWN
  - 15 AMPHITHEATRE
  - 16 PERFORMANCE SPACE
  - 17 DECONSTRUCTED BRICK LANDSCAPE FEATURES
  - 18 LOBBY
  - 19 CAFE
  - 20 VISITOR BIKE PARKING
  - 21 BIKE LINK TO MOONEE PONDS CREEK

# Design Concept Landscape



+ THE FOLLOWING SYSTEMS GUIDE INSERTIONS WITHOUT PRESCRIBING A SINGLE USE



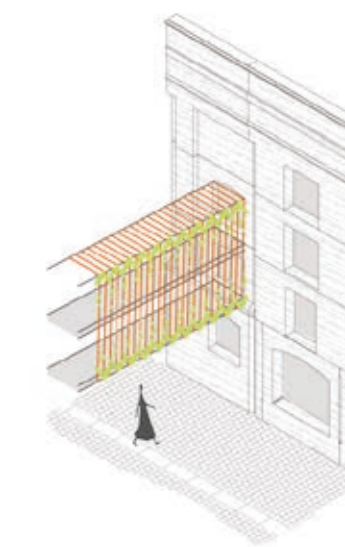
**CRACKS / VOIDS**  
ENABLE DISCOVERY AND EXPLORATION



**SHELVES / PARASITIC OBJECTS**  
ATTACH TO VERTICAL AND HORIZONTAL SURFACES



**SEATING / EXISTING SURFACES FOLD AND BEND**  
TO FUNCTIONAL OBJECTS



**GREENING / SMALL INSERTIONS OF GREEN TAKE**  
HOLD OVER TIME

## Artists Impression

**9**  
**TRAFFIC**



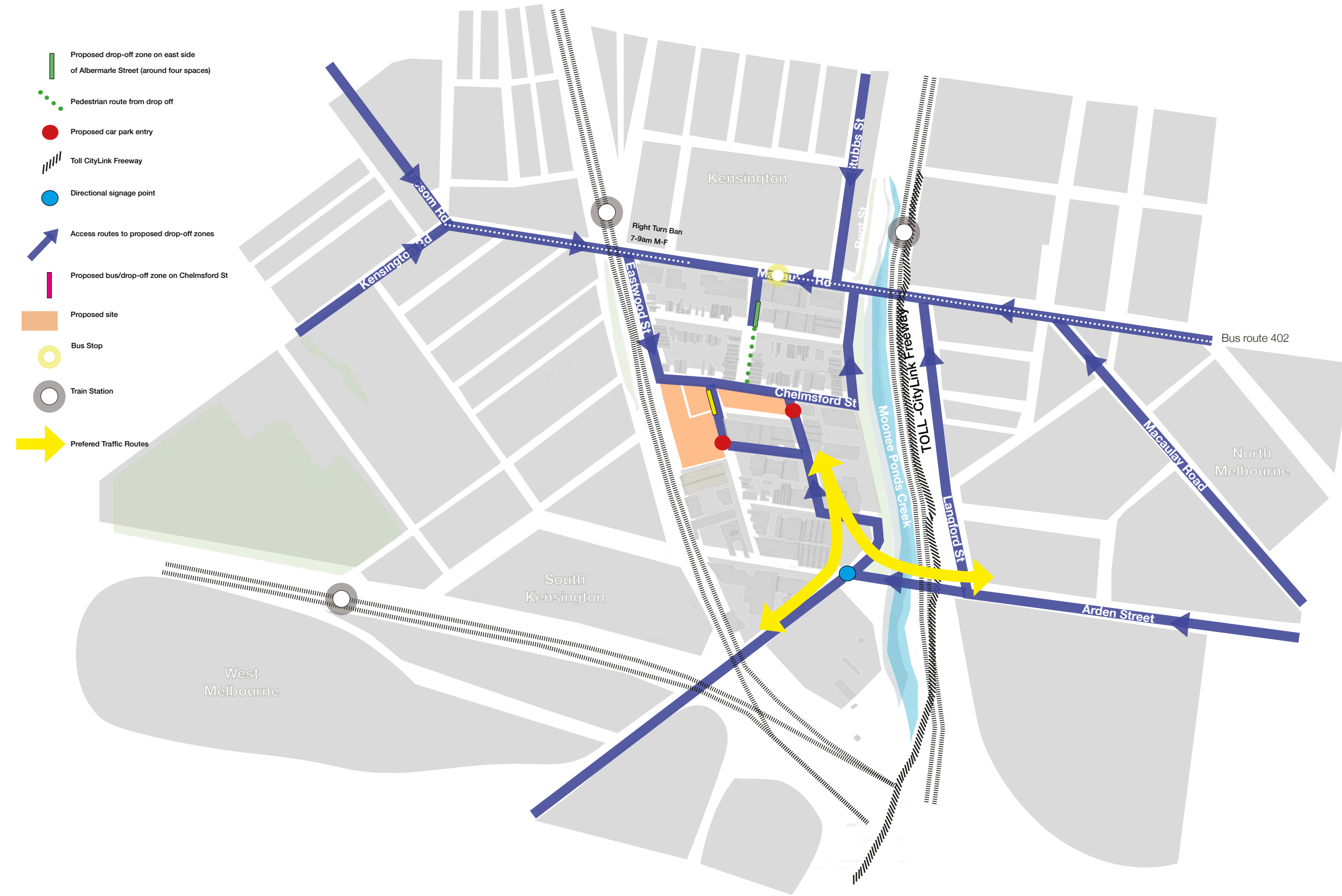
Traffic management is a key issue that has been raised during the community consultation process. How the proposed uses will generate traffic and how it will be managed on site have been considered for the masterplan and each stage of the development. Managing vehicles on and around the site including cars, loading movements and bikes has been assessed and planned to minimise impact on surrounding residents and business owners. Carpark and loading entries have been minimized and strategically located. Green travel plans will be implemented that promote the use of public transport and bike transport.

- CAR PARKING
- BIKE PARKING

- 1 BIKE PARKING & EOT  
120 BIKES
- 2 CARPARKING  
120 CARS
- 3 BIKE PARKING & EOT  
120 BIKES
- 4 CARPARKING  
120 CARS



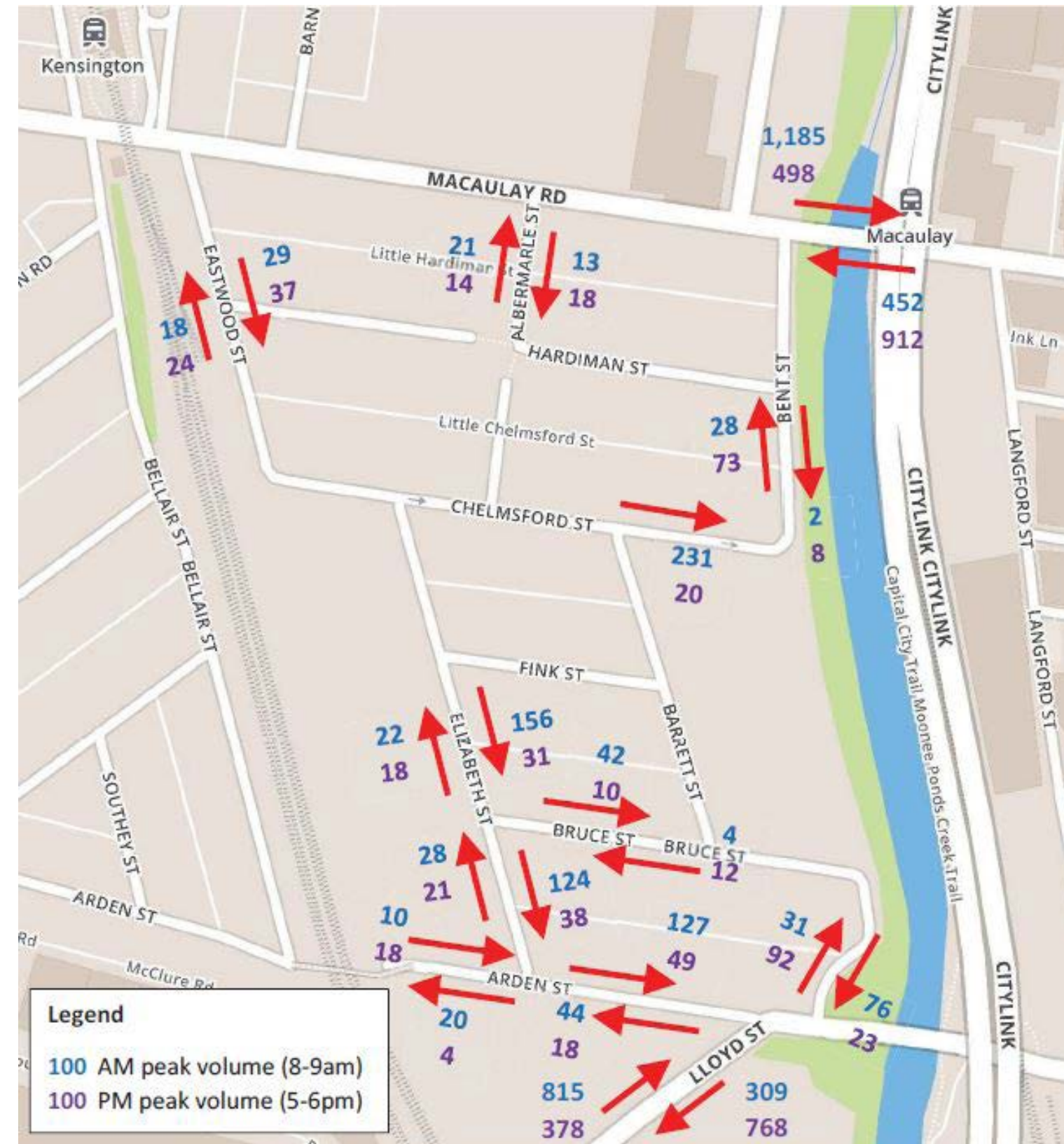
# Design Concept Traffic Movement



# Design Concept Bicycle and Pedestrian Movement



# Design Analysis Traffic Volumes



## 10 PROJECT TEAM

<p>ARCHITECTURE Woods Bagot woodsbagot.com</p>	<p><b>WOODS BAGOT</b> AUSTRALIA ASIA MIDDLE EAST EUROPE NORTH AMERICA</p>	<p>CLIENT Impact Investment Group impact-group.com.au</p>	<p><b>IMPACT INVESTMENT GROUP</b></p>	<p>LANDSCAPE ARCHITECT Oculus aspect.net.au</p>	<p><b>OCULUS</b></p>
<p>TOWN PLANNING Metropol Planning metropolplanning.com.au</p>	<p><b>Metropol</b></p>	<p>PROJECT MANAGER HGW Projects hgwprojects.com.au</p>	<p><b>H   GW</b> Projects</p>	<p>QUANTITY SURVEYOR Rider Levett Bucknall rlb.com</p>	<p><b>RLB</b> Rider Levett Bucknall</p>
<p>STRATEGIC PLANNING Hodyl + Co hodylandco.com</p>	<p><b>Hodyl + Co</b></p>	<p>HERITAGE Michael Taylor michaeltaylorarchitects.com.au</p>	<p><b>MICHAEL TAYLOR</b> ARCHITECTURE &amp; HERITAGE</p>	<p>STRUCTURAL ENGINEER Webber Design webberdesign.com</p>	<p><b>WEBBER</b> DESIGN</p>
<p>ESD Wave waveconsulting.com.au</p>	<p><b>wave</b> CONSULTING</p>	<p>BUILDING SERVICES Lucid lucidconsulting.com.au</p>	<p><b>LUCID</b> CONSULTING AUSTRALIA</p>	<p>WASTE Sustainable Development Consultants sdconsultants.com.au</p>	<p><b>SD</b> CONSULTANTS</p>
<p>TRAFFIC Movendo movendo.com.au</p>	<p><b>movendo</b> <i>Beyond the boundaries of transcending the ordinary</i></p>	<p>FIRE ENGINEER Arup arup.com</p>	<p><b>ARUP</b></p>	<p>ACOUSTIC Wood &amp; Grieve wge.com.au</p>	<p><b>W</b> WOOD &amp; GRIEVE ENGINEERS</p>
<p>BUILDING SURVEYOR BSGM Building Surveyors bsgm.com.au</p>	<p><b>BSGM</b> Consulting Building Surveyors</p>				



# IMPACT INVESTMENT™ GROUP.+

## Disclaimer

General information, opinions and other materials appearing in this package are of a general nature only and shall not be construed as a securities recommendation or advice. They show proposals relating to the Younghusband rejuvenation and have not been through a budgeting process, nor through a town planning and permitting process.

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