

Free Form

Mornington

Free Form

Mornington

Free Form

Mornington



Designed for you.

Made for Mornington.

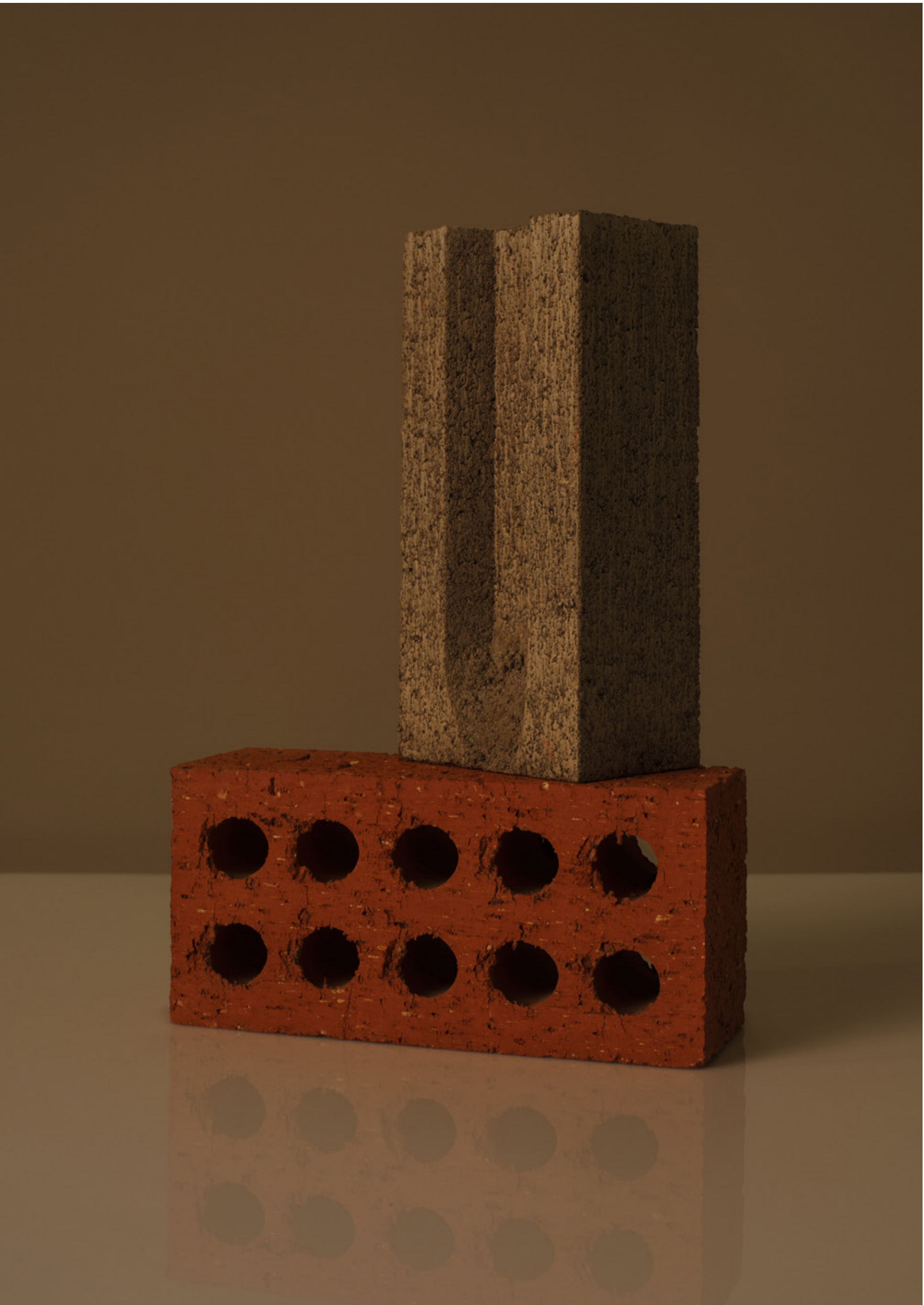


Free Form	12
Vision	14
Location	16
Site plan	24
Inclusions	69
Partners	76
Insights	84





Sarah Forgie and Liz Bird for Free Form.



The space you need to make your future happen.

Free Form is a limited collection of flexible warehouse, retail and studio spaces by Gestalt, designed by Watson Young Architects and Plume Studio.

The opportunity is here to establish a base in a new kind of commercial community, developed specifically for this site in Mornington and the needs of its people.

With easy access to Mornington-Tyabb Road, Main Street and the Nepean Highway, as well as ample parking, extensive greenery and an on-site cafe, everything has been considered to go beyond a standard business park or industrial precinct to create a place of genuine community value.

Whether you need an office, a creative studio, a retail outlet, last-mile logistics or just somewhere secure for personal storage, Free Form delivers the kind of flexibility you've been missing.





Mornington and surrounds, captured by Henry Trumble.

Vision

As Mornington continues to grow, it needs a place businesses are proud to call home. The sort of place where you can welcome clients and collaborators. Where you know your neighbours. Where you're among good people doing great things.

Free Form has been created to meet that need, bringing a new standard of space to the peninsula's industrial landscape. That's why Gestalt has brought its experience in high-end residential property to the project, engaging award-winning architects and landscape architects, taking care with materials, framing the built environment with greenery, and talking with potential purchasers to understand the kind of spaces they want.

Gestalt creates enduring places for all kinds of people. That's the vision for Free Form: a place with flexibility, quality and community at its heart.



“I have a vested interest in making sure Free Form is delivered to a high standard. I'm not only a Mornington local; I'm going to have my office here.”

— Kyle Reeve, Gestalt founder



More kinds of businesses are calling Mornington home.

Established in 1850, it was named after the Earl of Mornington, Sir William Wellesley-Pole, who was the brother of the Duke of Wellington. Initially, Mornington served as a port town for the thriving agricultural region of the Mornington Peninsula. Over time, it developed into a residential and commercial hub, attracting settlers and businesses to the area.

Today, Mornington is known for its beautiful coastline and vibrant community. It’s a gateway to the peninsula. It’s easily reached from the city. It’s also ideally placed by the beach. And with a bustling retail scene and an ever-growing selection of cafes, bars and restaurants, it’s easy to see why the commercial and industrial reputation of the area has evolved alongside its residential growth and visitor economy.

MORNINGTON PENINSULA REGIONAL GALLERY	FEATURING AN IMPRESSIVE COLLECTION OF AUSTRALIAN ART
WINE COUNTRY	RENOWNED FOR BOUTIQUE WINERIES AND COOL-CLIMATE WINES
MORNINGTON RAILWAY	A HERITAGE RAILWAY OPERATING VINTAGE STEAM AND DIESEL LOCOMOTIVES
MARKET DAY	PICK UP FRESH PRODUCE, CRAFTS, AND OTHER LOCALLY-MADE GOODS
FESTIVALS AND EVENTS	A PACKED CALENDAR OF CULTURAL AND CULINARY EVENTS

Location

Free Form is positioned at the centre of Mornington’s industrial precinct among other established businesses, neighbouring parkland and with easy access to the Mornington-Tyabb Road, Main Street and Nepean Highway.

1.	FREE FORM
2.	TAR BARREL BREWERY & DISTILLERY
3.	COMMONFOLK COFFEE
4.	DALLAS BROOKS PARK
5.	ANYTIME FITNESS
6.	MORNINGTON CYCLES
7.	WOLFDEN CROSSFIT
8.	TOTAL TOOLS
9.	NATIONAL TILES
10.	CHEMIST WAREHOUSE
11.	F45

NEPEAN HWY	1.5KM
BELEURA PRIVATE HOSPITAL	1.5KM
DREAMER CAFE	2.9KM
THE BEACH	3.5KM
HOME CO.	3.7KM
BUNNINGS	3.9KM
RYE	33KM
CBD	70KM





Lifestyle

When you can choose your pizza from DOC or 400 Gradi, you know you're in a good place. Coffee from Common Folk starts your day right, with an increasing choice of bars, pubs and eateries on offer for lunch and knock-off drinks.



Industry

Being in an industrial hub places you closer to potential partners and suppliers, as well as customers and clients. Free Form will add to the mix with a wide range of creative and commercial enterprises working together.



Connectivity

The M1 and Mornington Peninsula Freeway bring you and the city together, with the Nepean Highway also connecting you to Melbourne's bayside. With Mornington-Tyabb Road close by, this is also a gateway location to the rest of the peninsula.



Vibes

Even with all the amenities of a modern commercial region, Mornington still has a coastal getaway culture at heart. From the parks to the Pier, and from the beaches to the beer gardens, this is still a place of escape.

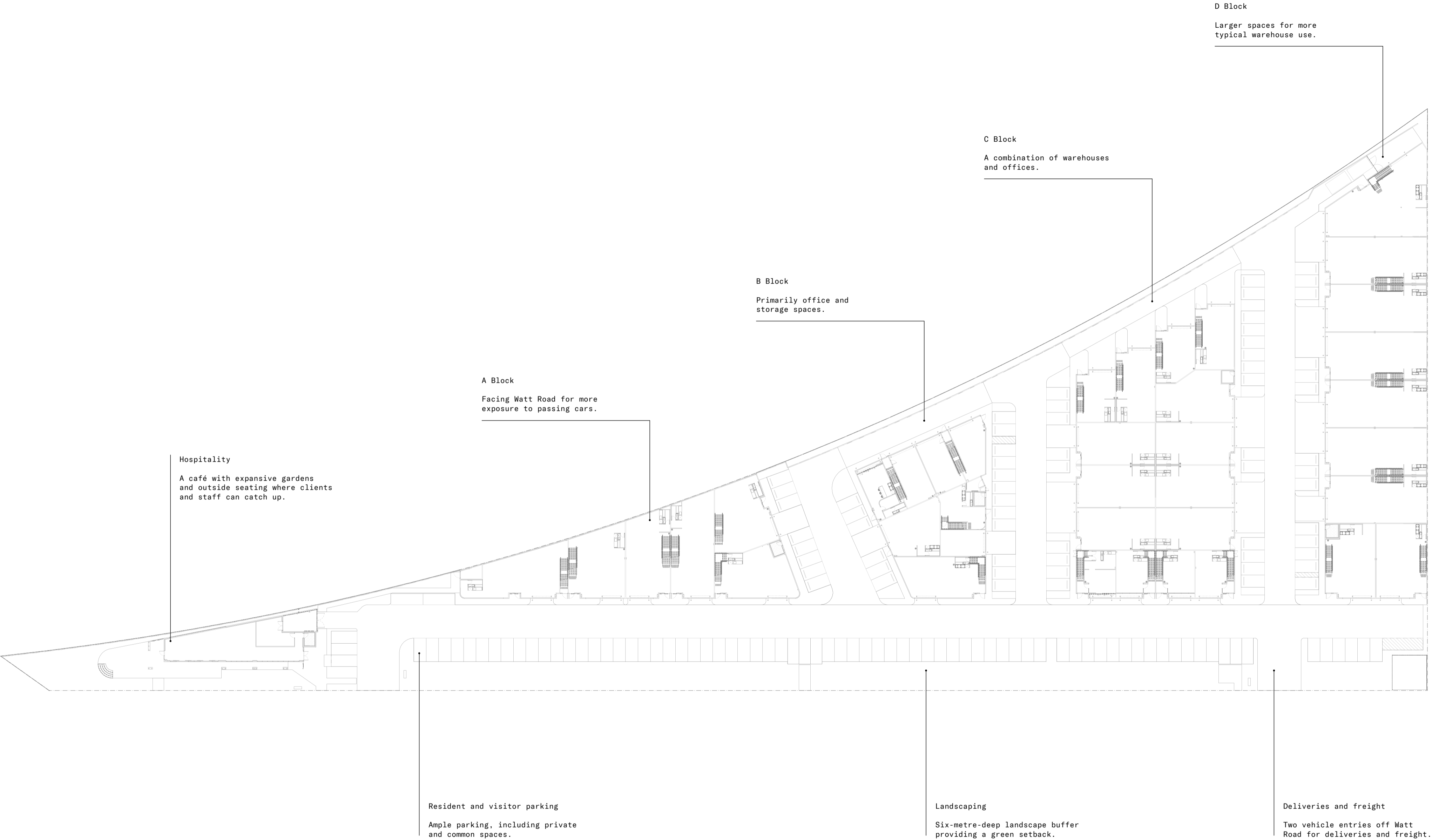


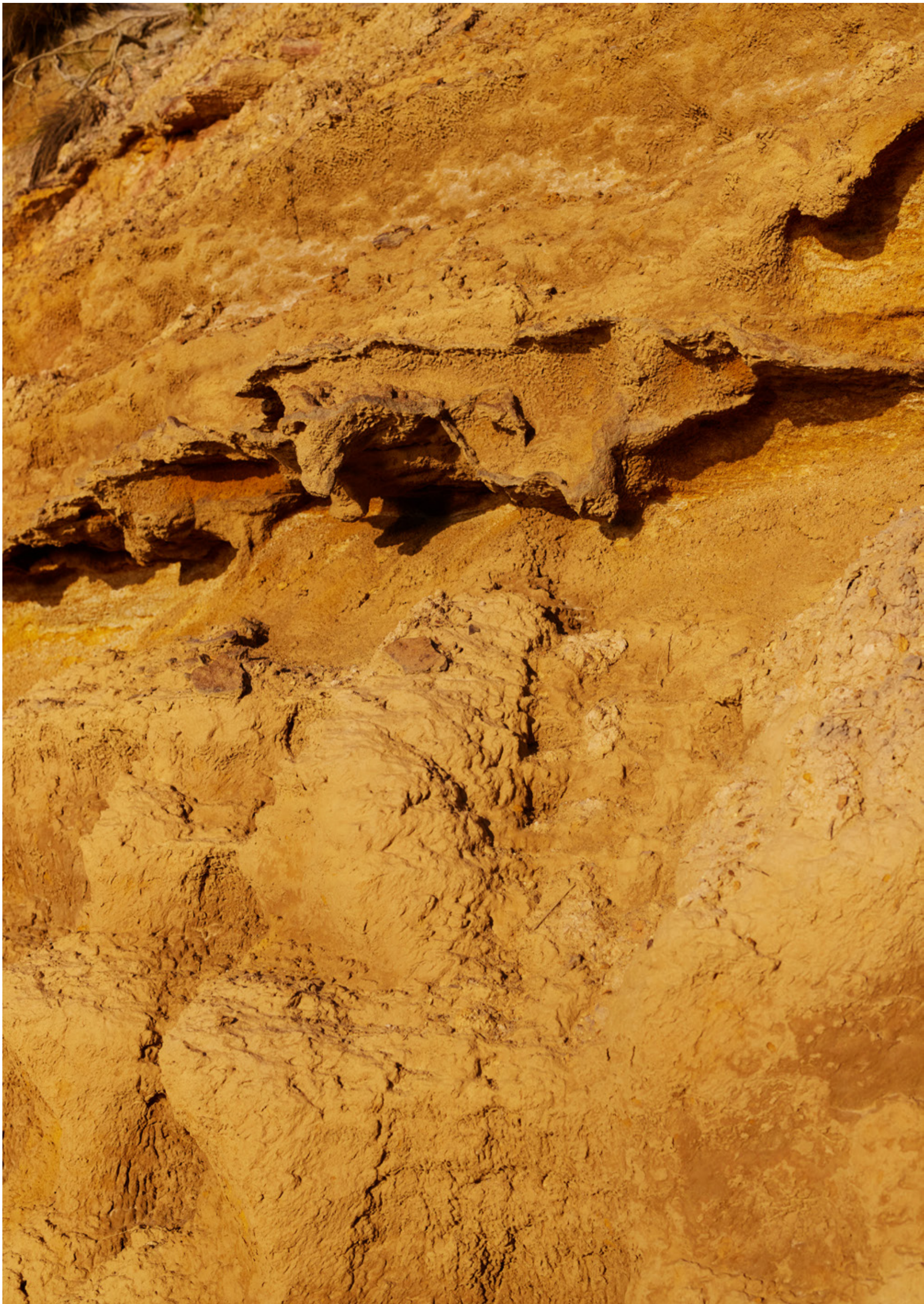
We asked. We listened. We created a site plan to meet your needs.

Free Form has been developed in consultation with prospective purchasers. This inclusive approach has helped Watson Young design spaces for greater accessibility and security. It has also informed the landscape architecture by Plume Studio, with lush gardens and a green buffer along Watt Road.

Perhaps most importantly, plans are in place to have coffee flowing from an on-site café, along with outdoor places to take a break and catch up with clients and colleagues.

Site plan

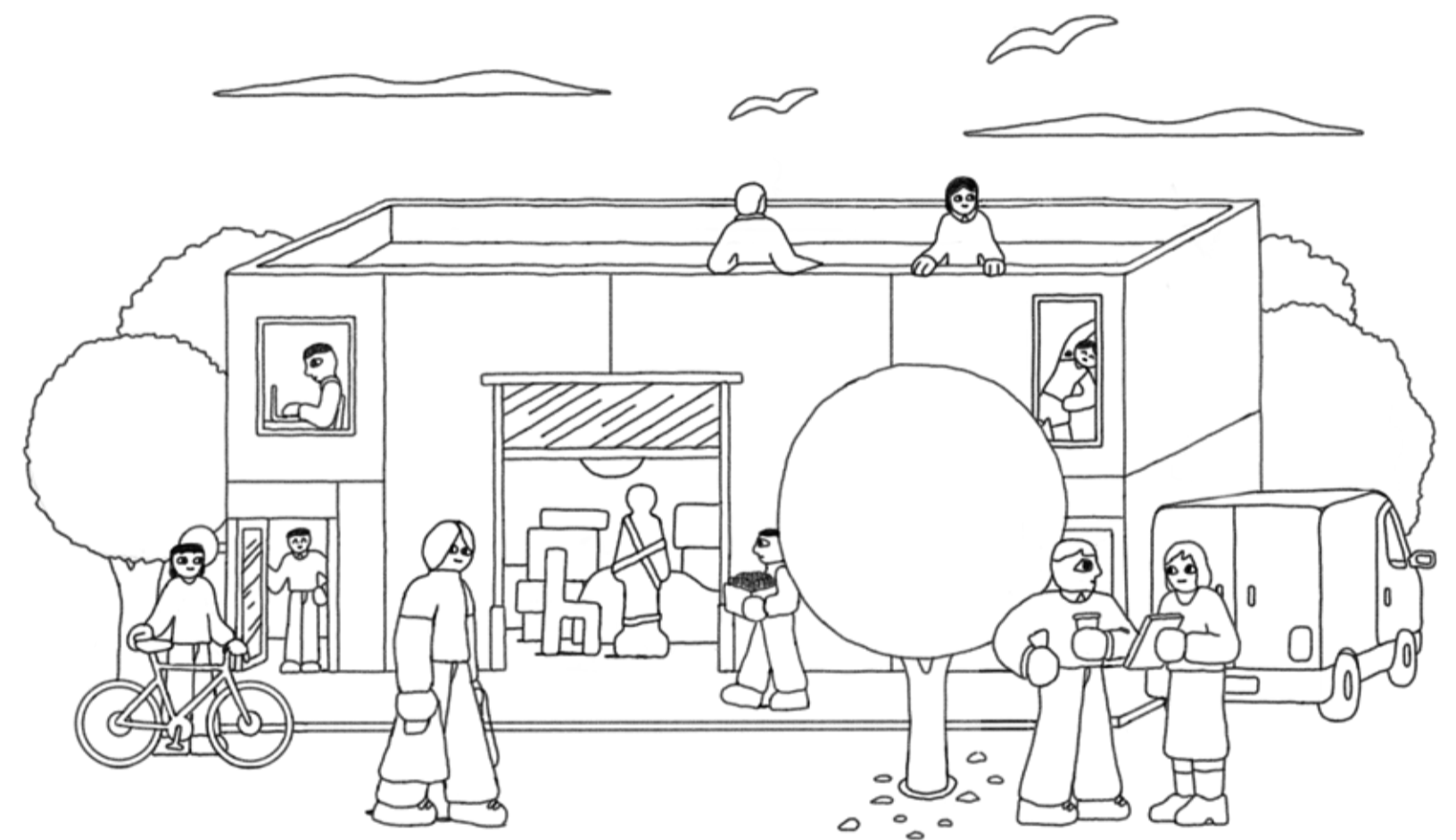




Mornington and surrounds, captured by Henry Trumble.



Store. Sell. Make. Tinker.
Craft. Roast. Build. Brew.
Whatever works for you.





Sarah Forgie and Liz Bird for Free Form.





Free Form sets a new benchmark for a modern business park.

From the exterior materials and masterplan landscaping to the finishes and details being delivered inside, every element has been considered to make life – and business – easier

Working with Gestalt and Watson Young, you're also able to customise your space to suit your needs. Whether it's pallet racking, an upgraded kitchen or EV charging, we'll work with you to make sure everything you need is in place from day one.

Inclusions and features.

As standard

Free Form offers industry-leading, architecturally designed workspaces, each with an individual sense of address and exceptional features included.

- Combination of private and shared car parking
- NBN – Fibre to the Premises (FTTP)
- Individually metered three-phase power
- 5-metre motorised roller doors
- Electric hot water units
- Ambulant bathrooms in each

Exteriors

Free Form is not your average commercial precinct. We’ve designed the exteriors to be warm and inviting, while also using materials that are long-lasting.

- Brightonlite white cement-based external precast concrete panels
- Timber look feature battens
- Stack bond brick look pattern
- Steel entry canopy

Interiors

Open, bright and beautifully detailed. For the interiors, we’re drawing on our experience in high-end residential projects to elevate the spaces you’ll use every day.

- Stainless steel kitchen & bathroom cabinets
- Feature wall light
- Steel stairs with timber treads & perforated metal balustrade
- Natural stone benchtops, satin nickel tapware and ply lined bathroom walls



Customisation and upgrade options

PREMIUM BREAK OUT SPACES	PLY-LINED WALLS
	FEATURE LIGHTING
	WOOD-WOOL SUSPENDED NATURAL CEILINGS WITH CONCEALED FIXINGS
	FEATURE SHELVING
	FEATURE COAT HOOKS
PREMIUM OFFICE UPGRADES	WOOD WOOL CEILINGS WITH CONCEALED FIXINGS
	BROADLOOM CARPET
	PLY LINED WALLS
	FEATURE LIGHTING
	WINDOW FURNISHINGS
	STAINLESS STEEL CLAD ENTRY DOOR
KITCHEN UPGRADES	NATURAL STONE FINISHED ISLAND BENCH, WITH:
	INTEGRATED DRAWERS
	STORAGE AND BIN
OTHER UPGRADES	GLAZED PEDESTRIAN DOORS LOCATED BEHIND ROLLER DOOR
	PAINTED HALF-HEIGHT WALLS
	PAINTED CEILINGS (BLACK / WHITE)
	EV CHARGING
	SOLAR SYSTEM WITH INVERTER





Free Form is being delivered by people who want to challenge the norm, lead by example and deliver a new place they're proud to put their name to.



Watson Young Architects

Watson Young is a multi-disciplinary practice that take a holistic approach to design, meticulously conceptualising and crafting designs for each environment. We are motivated to transform ideas and extend opportunities into exceptional realities. Our people care deeply about delivering projects that are exceptional, not just in their form but also in their function.



Gestalt

Gestalt is a property developer creating enduring places for all kinds of people. We care about good design and the difference it can make to residents, communities and the environment for years to come. That's why we partner with like-minded and industry-leading people who value discourse, original thinking and unique opportunities.



Plume Studio

Plume Studios is a landscape architecture and design firm committed to making good things with good people. Our studio is driven by the exploration of how we live and move within our landscapes, and the stories these insights enable us to tell. We believe in the power of interacting with nature and the benefits of forming a connection that's authentic to you and your space.

Talking with Watson Young Architects.

Watson Young is a multi-faceted practice working across commercial, industrial, residential, interior design, masterplanning and education projects. Gestalt spoke with senior associate Tas Tzoulis and project lead Ben Murdoch on Free Form regarding their approach, and what makes this project different.



Artist's impression.

What was Kyle’s brief? And how did you initially respond?

At its core, Kyle explained this would be a mixed-use development that integrates commercial, residential, and communal spaces. We responded by conducting site analysis, understanding local zoning regulations, and investigating the Mornington environment.

Was there an overarching philosophy to the architecture?

We wanted to design a place that reflects its coastal setting. The architecture has been guided by principles of community engagement, and contextual design with light tonal materials to blend with the environment.

Most of these kinds of projects are dark, whereas Free Form will be more “beachy” in its tones: bright and light concrete finishes, white brickwork, and timber that will age over time.

There will be plenty of green space and landscaping, natural light, views, and materials that feel at home. It was also important to make sure that place would be safe, and have a welcoming atmosphere.

Part of the vision for Free Form is to build community, rather than just being a series of boxes. How did this inform your design?

In a few ways. Firstly through the variety of spaces; offices, warehouses, and so on. Secondly, by incorporating communal gathering spaces, pedestrian-friendly pathways, and mixed-use zones to encourage interaction. Amenities such as shared gardens and opportunities for collaboration are all part of fostering a sense of belonging.

We also have in-house interior designers on the project, so we’ve workshoped the interiors with Kyle to create a very neutral palette. There’s the option to use a lot of natural plywood inside the spaces, as well as a choice of stainless steel kitchenettes, and even some pops of colour in the office spaces.

You’ve worked on several industrial projects over the years. Have you noticed a shift?

Yes. With traditional shop fronts disappearing as we know it, and online shopping rising, we’ve seen more of a diverse use of industrial projects. These types of developments were sometimes also known for being mostly “man sheds” or mini-factories, so they were mostly precast boxes. Today, you’re more likely to find coffee roasters, breweries and people running businesses.

Another part of the Free Form vision is to push the boundaries of design. What are some of the notable features?

With Free Form, we’ve been able to use traditional industrial or warehouse typologies but create a more dynamic and engaging built environment. For example, in the use of materials, we’re using common materials throughout the development to help create a sense of unity.

There are also design features around the entries that soften the concrete, such as timber battens, curved corners, and more refined signage space than would be typical.

Finally, what are you most proud of on this project?

From a design perspective, it’s some of the detailing that’s more like something you might find on a bespoke residential project, such as the brickwork, timber and landscaping.

From more of a personal perspective, we’re proud of achieving a balance between the project’s functional requirements, aesthetic aspirations, and development goals.

We take pride in creating a place that not only meets the needs of its users, but also makes a positive contribution to the community.



Sarah Forgie and Liz Bird for Free Form.



Talking with Plume Studio.

Plume is a landscape architecture studio renowned for creating gardens of enjoyment, entertainment, and reflection for private homes and multi-residential projects along the east coast, from the Mornington Peninsula to Byron Bay. Gestalt talked with the studio director, Heath Blair, about bringing his deep horticultural design experience to a different kind of realm at Free Form.

Tell us about Plume. Does the studio have a general philosophy or approach?

We like landscaped spaces that are fun, with liveliness and fluidity. For every site we work on, we delve into its narrative and try to look at spaces differently.

How are you doing that at Free Form?

Kyle approached me with the challenge of thinking outside the box. So, from the first point of entry on the site, we wanted to soften the site and help create a narrative. We thought it was a great opportunity to reinvent what a site such as this could look like.

These kinds of places are traditionally concrete, monolithic, and pretty sterile. But what the architects at Watson Young have put forward has reimaged that here, and we think the landscape does too.

What was your point of inspiration?

We wanted this to be the kind of place where people could go and feel that they could stay; that it wasn't just a thoroughfare. A place that, hopefully, will become a local point of reference.

So, we've created a fun planting palette that's sympathetic to the area but is also very lush. One of our points of inspiration was actually Palm Springs: tactile, textural and seasonal, with variations of colour and plenty of personality.

Tell us about your approach to the sustainability of these gardens.

It's a very hardy mix to suit the environment. So it will be robust and self-sufficient. There are palm trees that will be the real highlight, as well as a lot of natives and shrubs.

And how have you responded to the site itself?

One of our design intents was to create a buffer in the gardens along Watt Road around a metre high. It works as a kind of threshold. So when you drive into the site and through that green buffer, you feel a sense of belonging.

Let's say you come back in 10 years from now. What would you like to see?

I'd love to see a rambunctious garden growing with lots of layering happening. Kyle and I have described it as the kind of place where, if you're driving along Watt Road, you might look out your window and think, "Wait, what did I just pass?" So we've tried to create a kind of liveliness within the planting mix. Something that just emulates fun and personality and makes you want to visit.

Thinking about the landscape architecture of Free Form, what are you most proud of?

It would have been easy to roll out something fairly obvious or pedestrian. But I feel that we've challenged the norm here. So, Free Form works within our ethos, as well as the original brief from Gestalt: thinking outside the box.



On-site cafe - artist's impression.

Creating community

“We had over a hundred responses to the questionnaire which was incredible. Given the diversity of industries and the passion of everyone we heard from, Free Form is shaping up to be a brilliant community.”

— Kyle Reeve, Gestalt founder + Mornington local

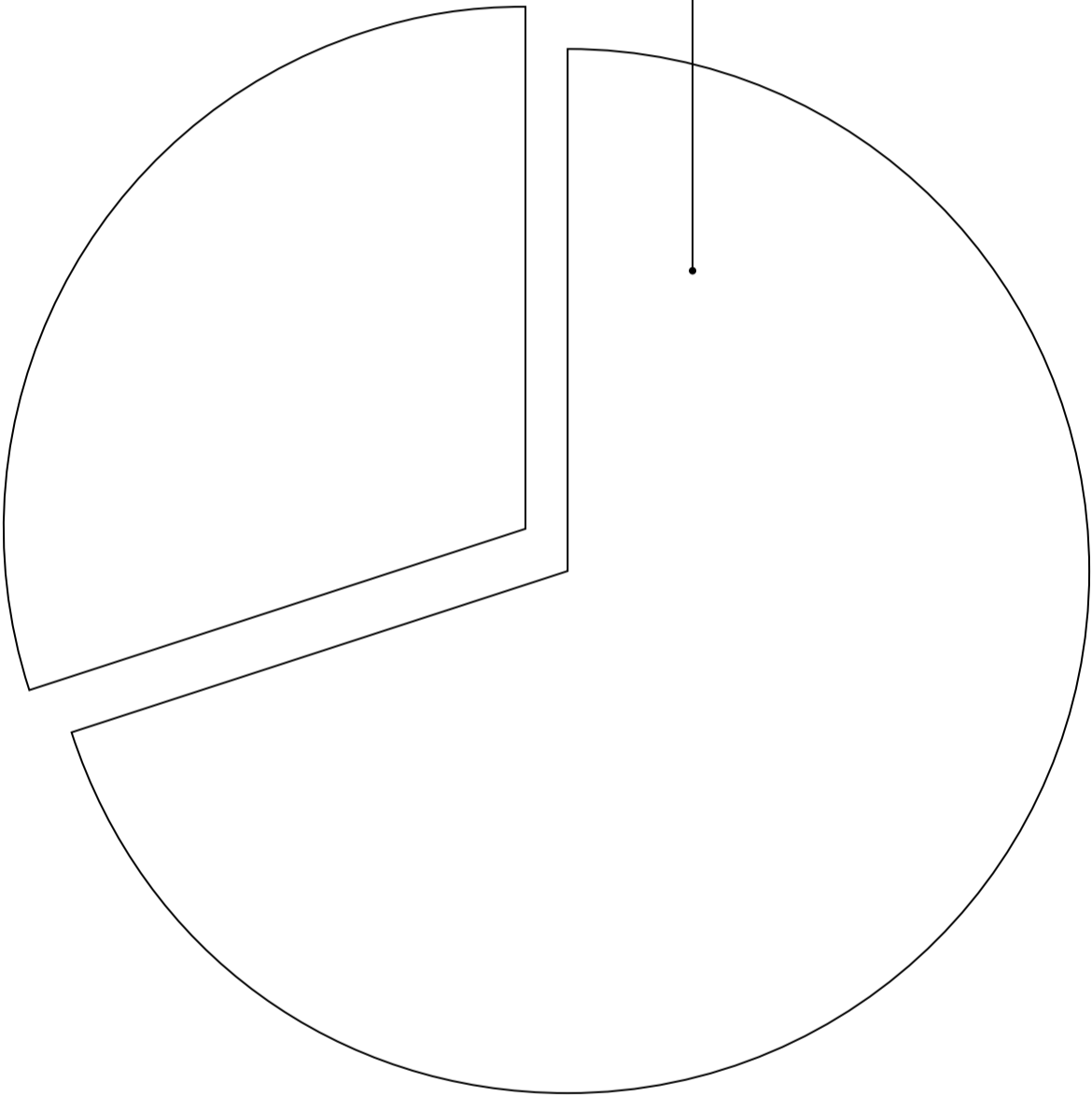
At Gestalt, we recognised that to create a new kind of business park, we needed to go about things differently. That’s why we created a questionnaire for business owners, local creatives and any Mornington entrepreneurs curious about Free Form.

The response was overwhelming, and extremely useful as we are now able to adapt the design to suit the market. We learned there was a clear need for small to medium-sized businesses in the area. Most responders described themselves as owner-occupiers (not investors), and most were looking for a business space rather than for personal storage. The inclusion of an office was the most common request – and the idea of an on-site cafe was very popular.



The responses. The findings.

71% of responders plan to occupy the space themselves, with a small portion looking to invest.



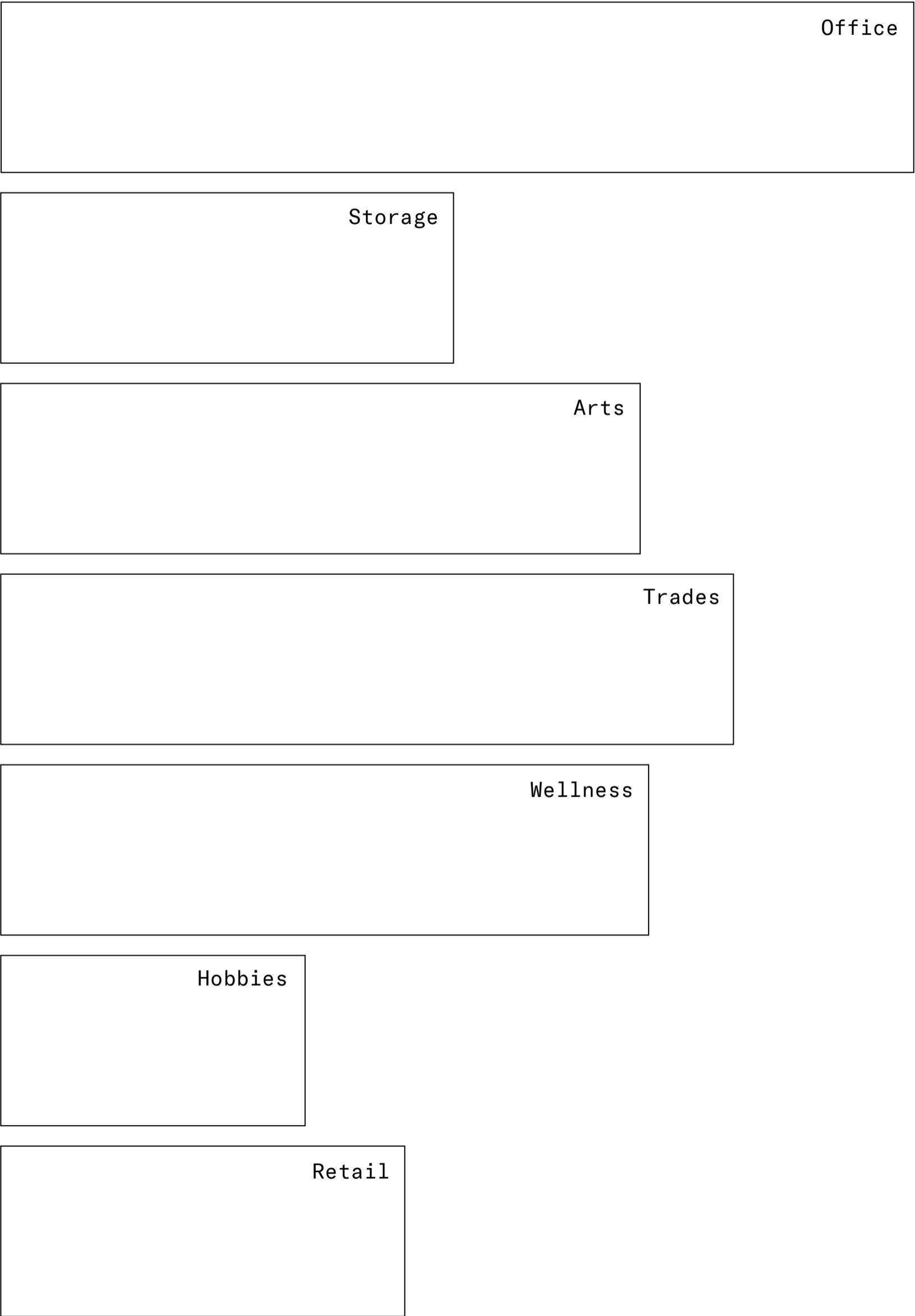
Business-minded

Almost 90% intend to use the space for business purposes, with a small handful of personal hobbies and storage.

Ease and enjoyment

Community, generous car parking and design were front of mind for most.

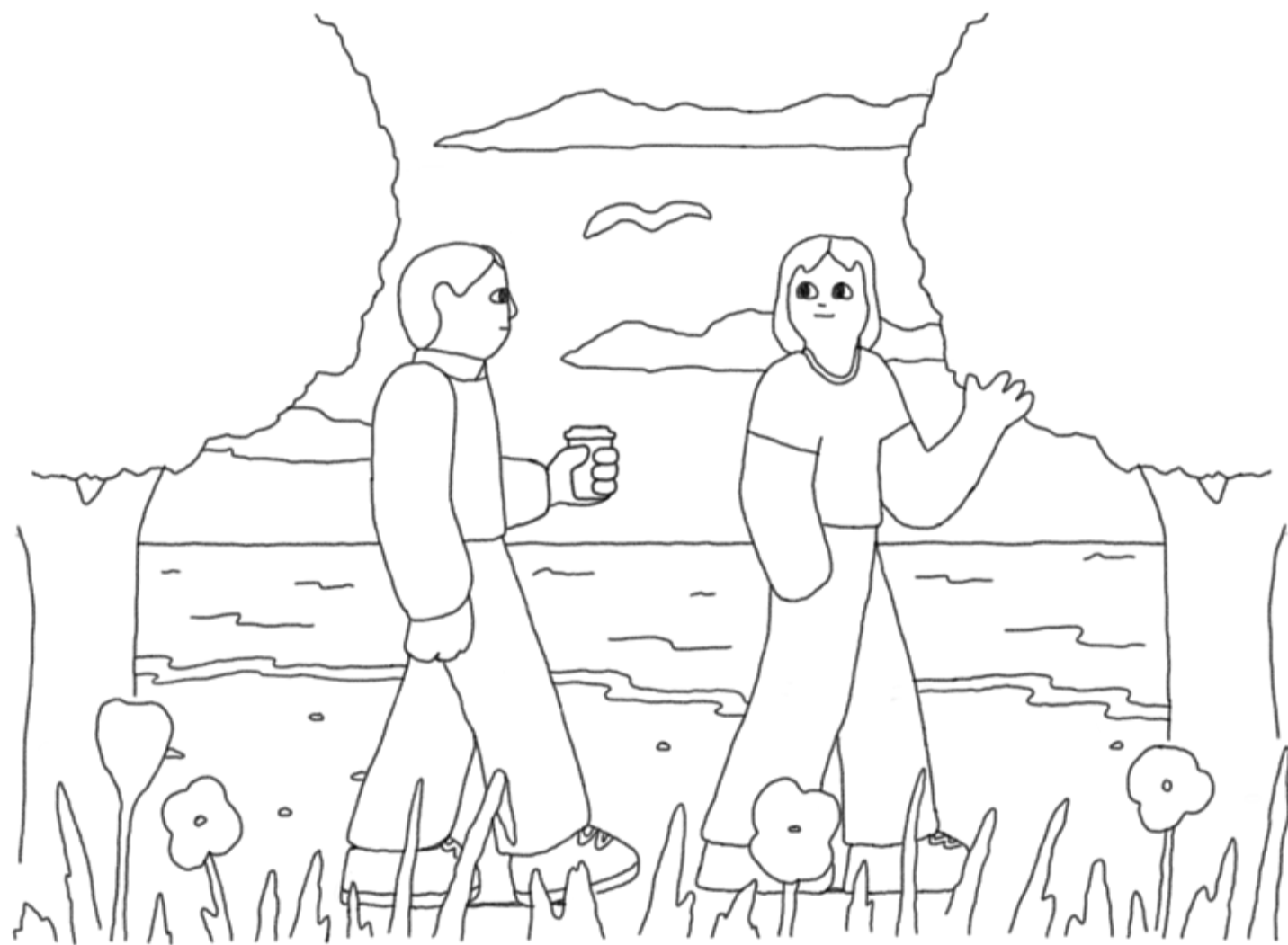
A variety of business types declared their interest in Free Form. This is shaping up to be a diverse and vibrant community.





Sarah Forgie and Liz Bird for Free Form.





A Gestalt Project

Gestalt is a property developer creating enduring places for all kinds of people. We care about the places we develop, the contribution these places make to the community, and the people who will call these places home.