

FRASERS PROPERTY AUSTRALIA

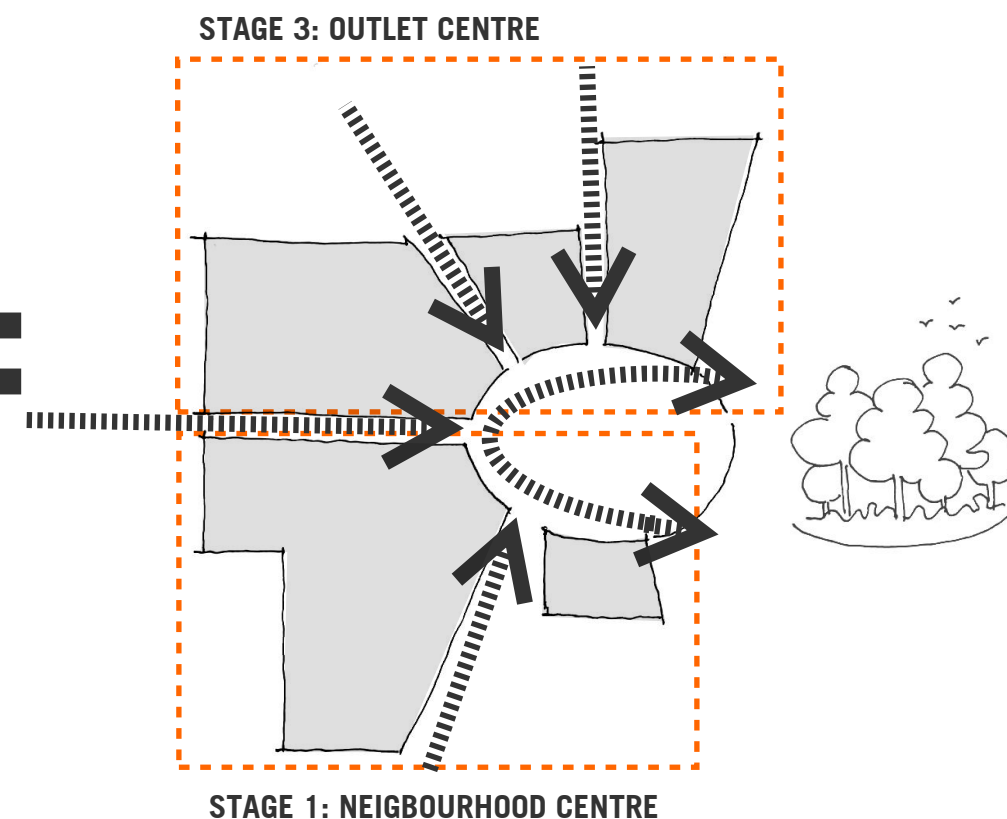
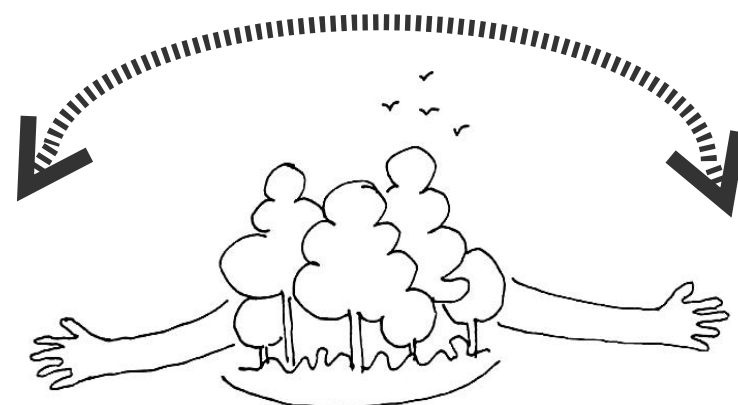
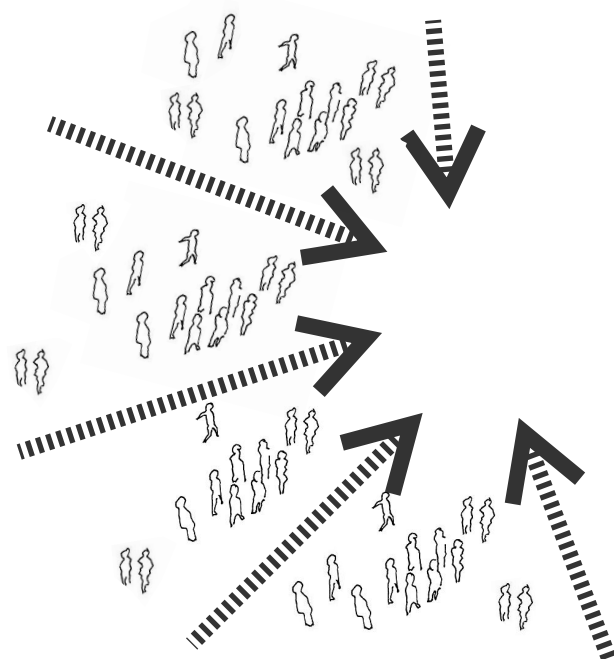
**EASTERN CREEK QUARTER STAGE 3 LOT 3**

ROOTY HILL ROAD SOUTH, EASTERN CREEK NSW 2766

PLANNING & ARCHITECTURAL DESIGN REPORT

17 DECEMBER 2020





## CONVERGENCE OF CULTURES

EASTERN CREEK QUARTER IS LOCATED IN THE MOST CULTURALLY DIVERSE CITY IN NEW SOUTH WALES AND THE DEVELOPMENT AIMS TO CELEBRATE THAT. THE CONVERGENCE OF PEOPLE CREATES IMAGINARY LINES TO A CENTRAL PLACE THAT WILL BECOME THE HEART OF THE DEVELOPMENT.

## EMBRACING THE PARKLAND

THE PARKLANDS IS THE BEST ASSET OF THE DEVELOPMENT. ORIENTING THE MASTERPLAN TO RELATE TO THE EXISTING PARKLANDS ALLOWS THE PEOPLE TO ENJOY THE CENTRE AS WELL AS VEGETATION THAT CHARACTERISES THE NATURAL LANDSCAPE OF THE PARKLANDS.

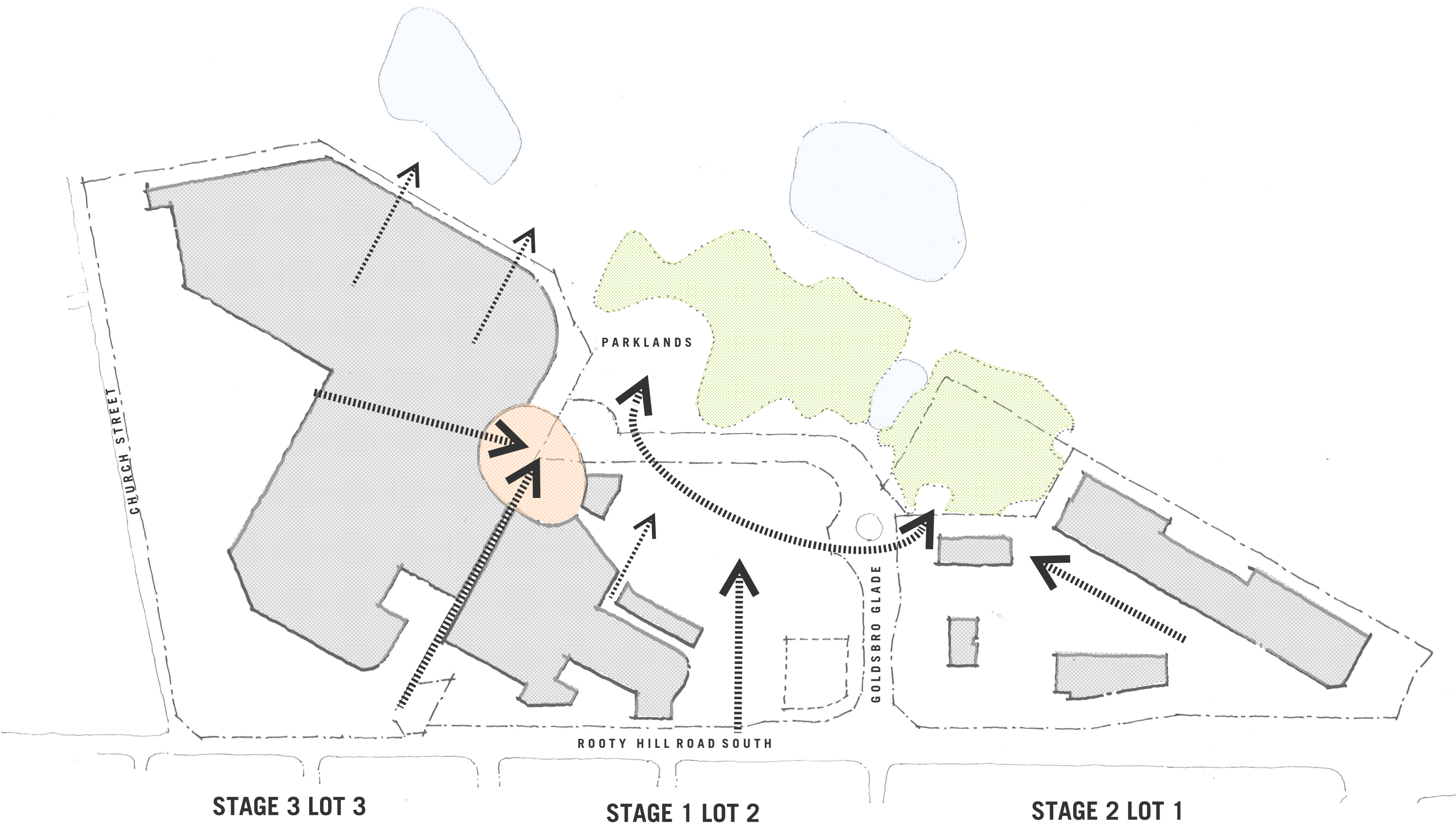
## NEIGHBOURHOOD & OUTLET CENTRE

THE COMBINED CONFIGURATION OF THE NEIGHBOURHOOD CENTRE AND OUTLET CENTRE IS THE MANIFESTATION OF THE IMPORTANT PLANNING PRINCIPLES CREATED FOR THE DEVELOPMENT. IT GENERATED A CENTRAL CORE WHICH SERVES AS AN IMPORTANT VENUE FOR PEOPLE TO COME TOGETHER, SOCIALISE, PLAY, DINE, RELAX AND CELEBRATE THE COMMUNITY'S DIFFERENT CULTURES FOR EVERYONE TO APPRECIATE AND EXPERIENCE.

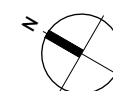
THE MASTERPLAN IS THE START OF FULFILLING OUR 'BELIEF', ENVISIONED FOR THE PROJECT TO BECOME A COMMUNITY HUB FOR ITS EXISTNG NEIGHBOURHOOD.

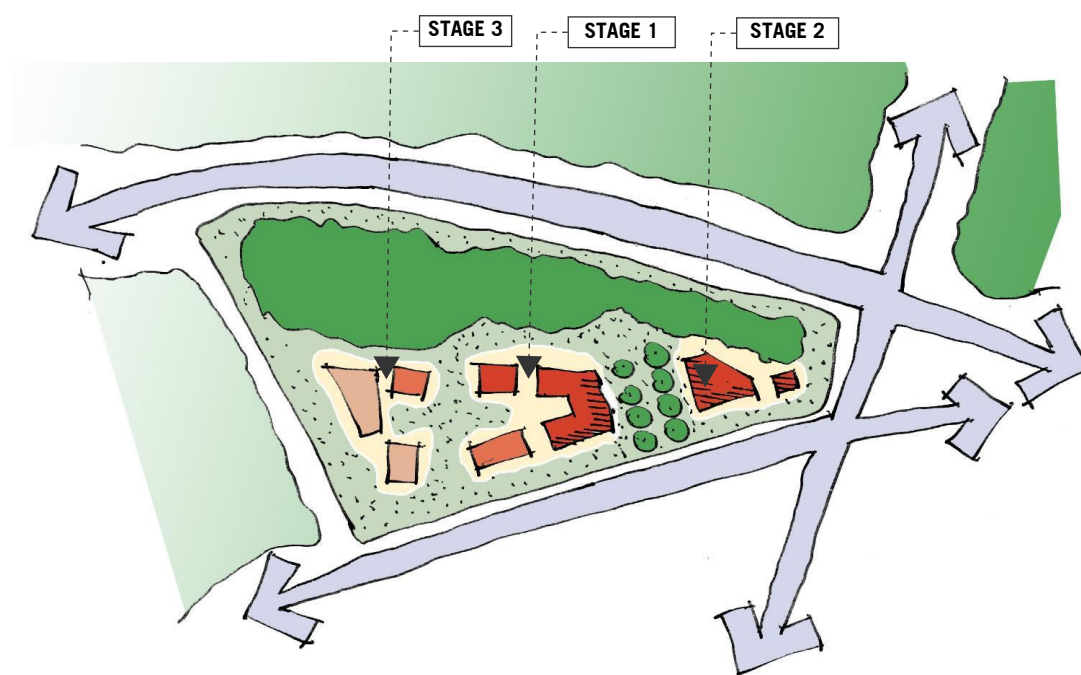
BELIEF:

*At Eastern Creek Quarter,  
we are for 'the new day out'.  
creating the most talked about place in  
Sydney's West.*



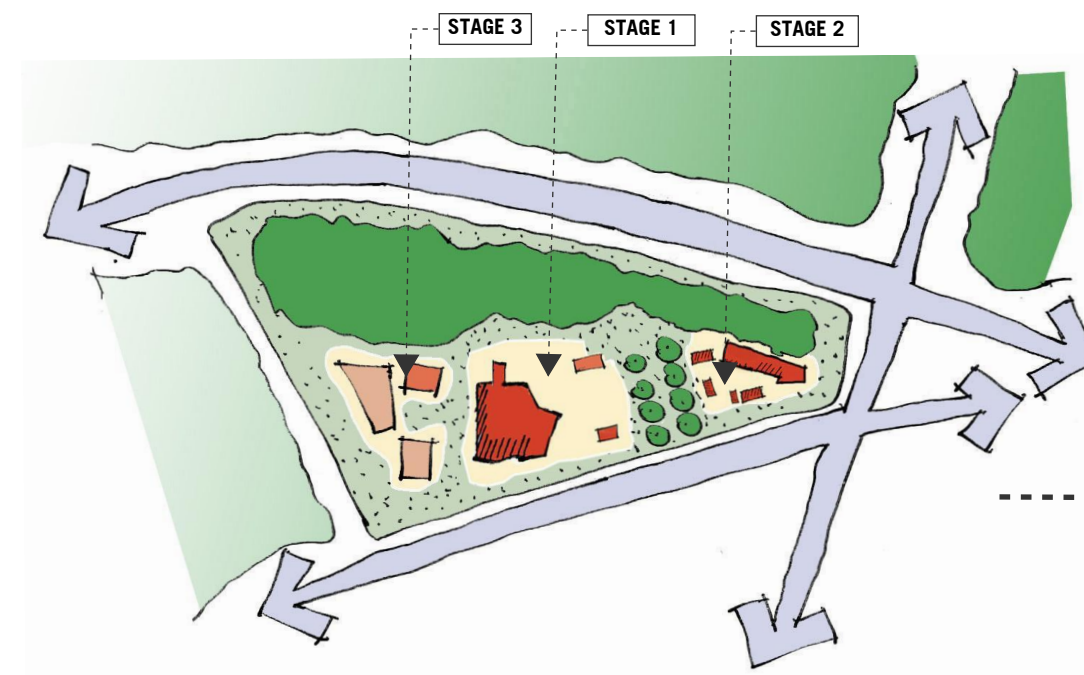
THE OUTCOME OF THE PLANNING PRINCIPLE OF 'CELEBRATING CULTURE AND NATURE' HAS CLEARLY RESONATED ON THE MASTERPLAN THAT INTEGRATES ALL THE DEVELOPMENT COMPONENTS FOR THE LOCALS AND VISITORS TO EXPERIENCE.





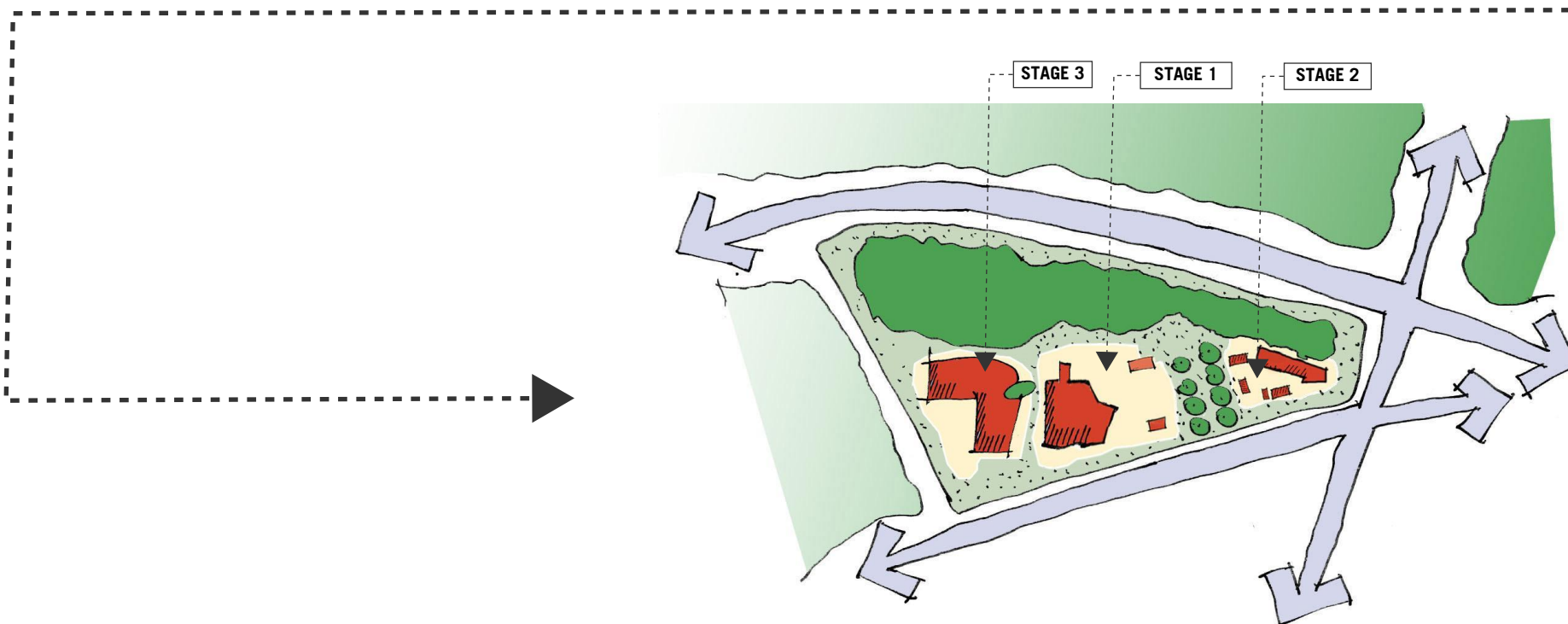
## ORIGINAL (ECBH DESIGN GUIDELINES)

THIS IMAGE SHOWS THE APPROVED MASTERPLAN IN ECBH DESIGN GUIDELINES



## APPROVED STAGES 1 & 2 LAYOUT

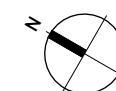
THIS IMAGE SHOWS THE APPROVED MASTERPLAN FOR STAGES 1 & 2



## OPTION 3 (CURRENT)

THIS IMAGE SHOWS THE PROPOSED BUILDING CONFIGURATION OF STAGE 3 WITH APPROVED LAYOUTS OF STAGES 1 & 2.

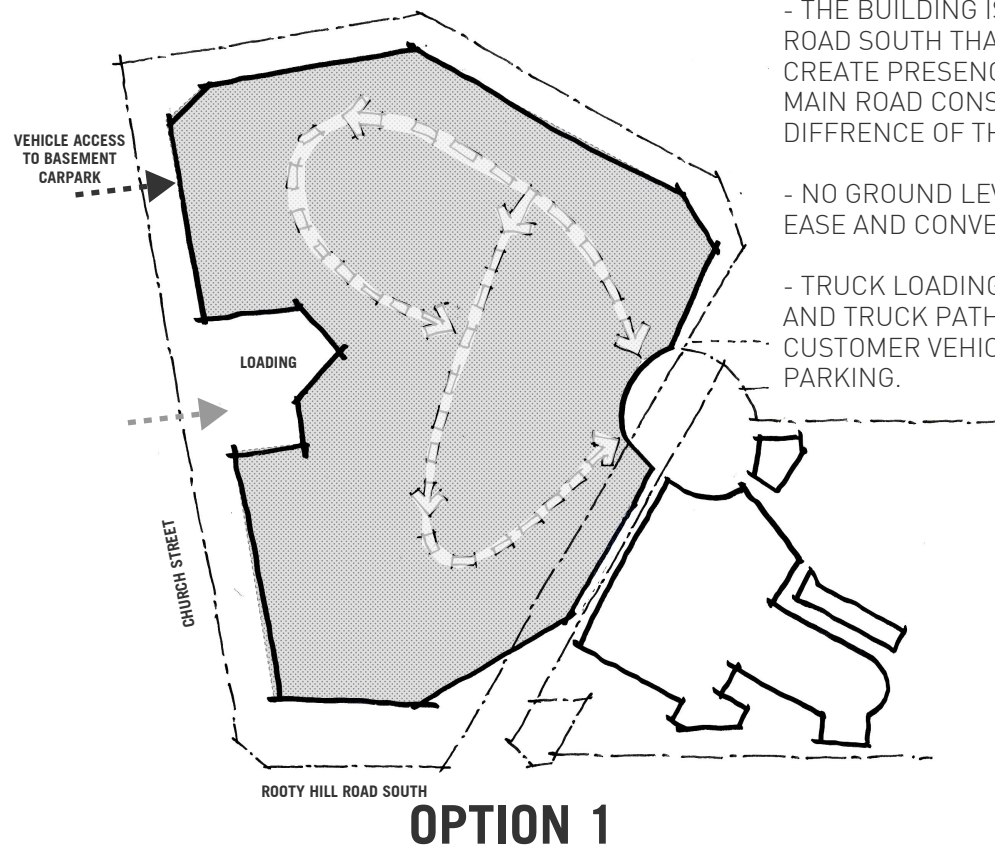
THE NEXT PAGE ILLUSTRATES THE DEVELOPMENT OF PROPOSED STAGE 3 MASTERPLAN .





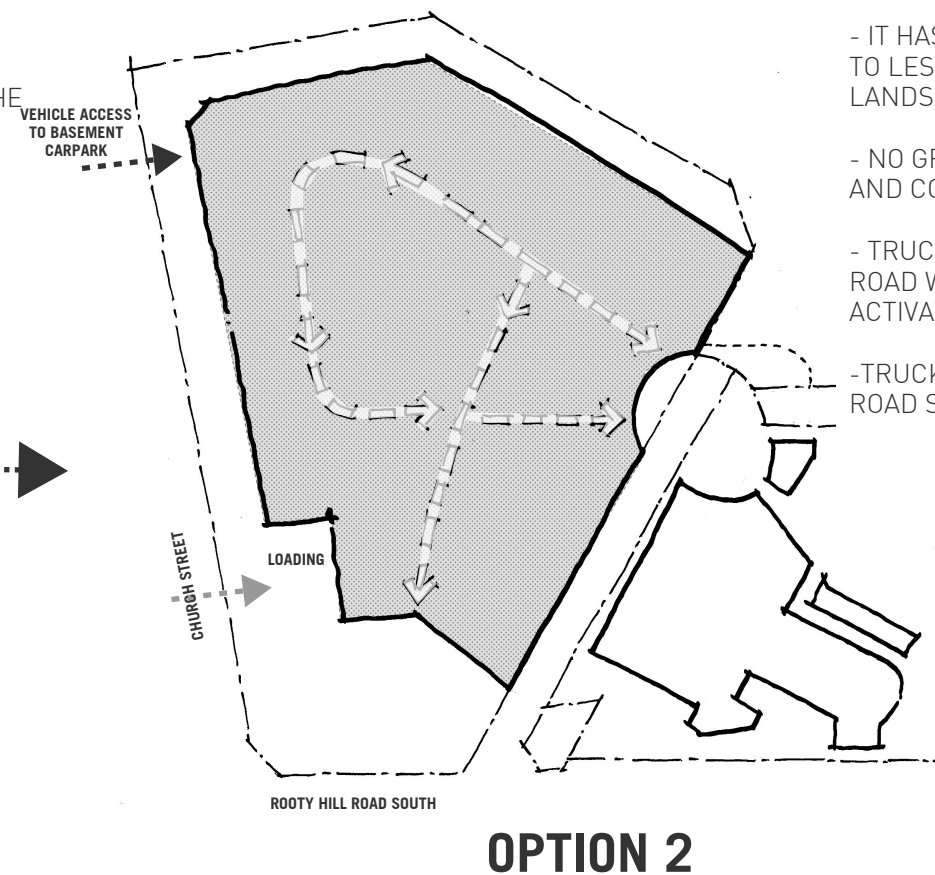
#### OPTION 1 WAS UNSUCCESSFUL BECAUSE:

- THE BUILDING IS TOO CLOSE TO ROOTY HILL ROAD SOUTH THAT THE FACADE WILL NOT CREATE PRESENCE AND ACTIVATION ALONG THE MAIN ROAD CONSIDERING THE LEVEL DIFFERENCE OF THE CENTRE WITH RHRS.
- NO GROUND LEVEL PARKING THAT OFFERS EASE AND CONVENIENCE TO VISITORS
- TRUCK LOADING IS HALF WAY THE PROPERTY AND TRUCK PATH WILL BLOCK THE FLOW OF CUSTOMER VEHICLES HEADING TO BASEMENT PARKING.



#### OPTION 2 WAS UNSUCCESSFUL BECAUSE:

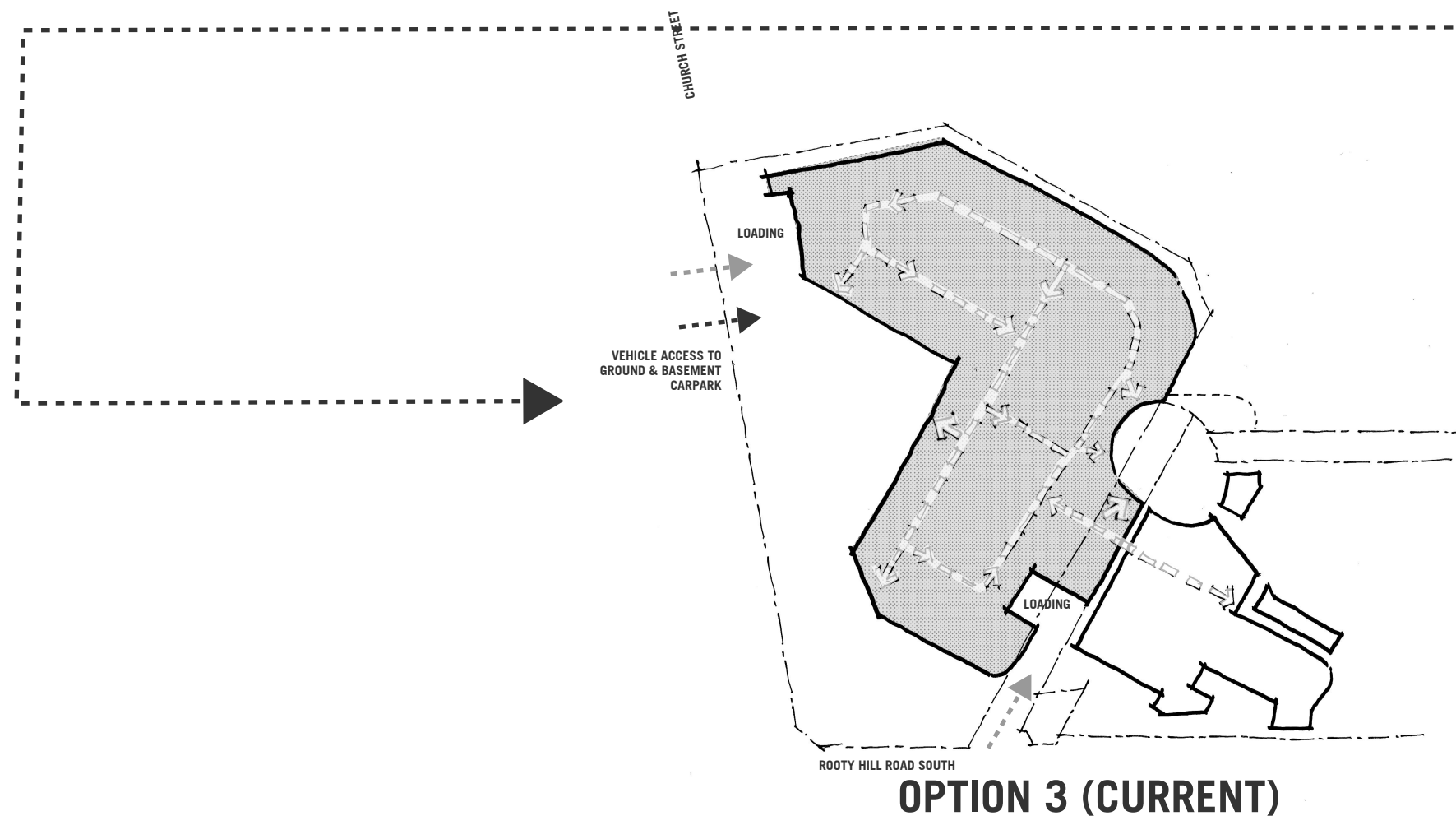
- IT HAS LARGE BUILDING FOOTPRINT RESULTING TO LESS OPEN SPACE AND LESS OPPORTUNITY FOR LANDSCAPING AND OUTDOOR ACTIVATION ZONES
- NO GROUND LEVEL PARKING THAT OFFERS EASE AND CONVENIENCE TO VISITORS
- TRUCK LOADING IS LOCATED FRONTING THE MAIN ROAD WHICH IS NOT A DESIRABLE SCENARIO TO ACTIVATE RHRS.
- TRUCK LOADING IS TOO CLOSE TO ROOTY HILL ROAD SOUTH



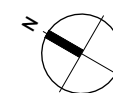
#### OPTION 2

#### OPTION 3 IS SUCCESSFUL BECAUSE:

- THERE'S A GOOD BALANCE OF THE BUILT FORM AND OPEN SPACE
- THE RIGHT SETBACK OF THE BUILDING FROM THE MAIN ROAD PROVIDES OPPORTUNITY FOR AN ACTIVE COMMUNITY ZONE AND BETTER PRESENCE FOR THE CENTRE CONSIDERING THE LEVEL DIFFERENCE OF THE CENTRE WITH RHRS.
- THE PRESENCE OF GROUND LEVEL PARKING OFFERS EASE AND CONVENIENCE TO VISITORS.
- TRUCK LOADING IS STRATEGICALLY LOCATED NOT TO DISRUPT CUSTOMER VEHICLE TRAFFIC FLOW TO GROUND AND BASEMENT CARPARK
- THE BUILDING CONFIGURATION INTEGRATES WELL WITH THE EXISTING STAGE 1 BUILDING.



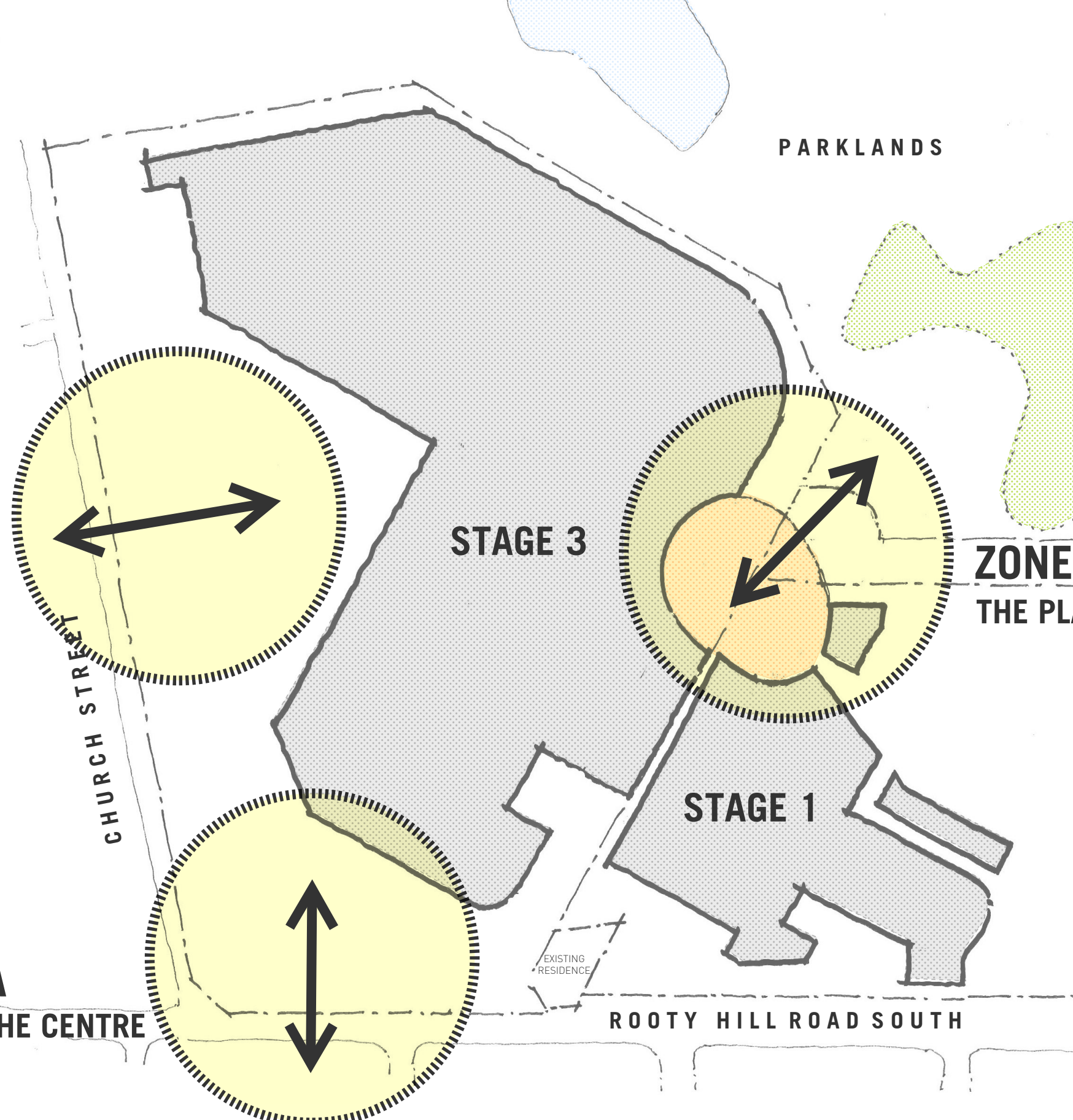
#### OPTION 3 (CURRENT)



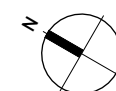
**ZONE B**  
CHURCH STREET & THE CENTRE

**ZONE C**  
THE PLAZA & PARKLANDS

**ZONE A**  
RHRS & THE CENTRE



EASTERN CREEK QUARTER (ECQ) STAGE 3 HAS THREE SIGNIFICANT ZONES THAT ACTIVATE THE SPATIAL RELATIONSHIP OF THE CENTRE TO ITS SURROUNDINGS - ROOTY HILL ROAD SOUTH, CHURCH STREET AND THE PARKLANDS



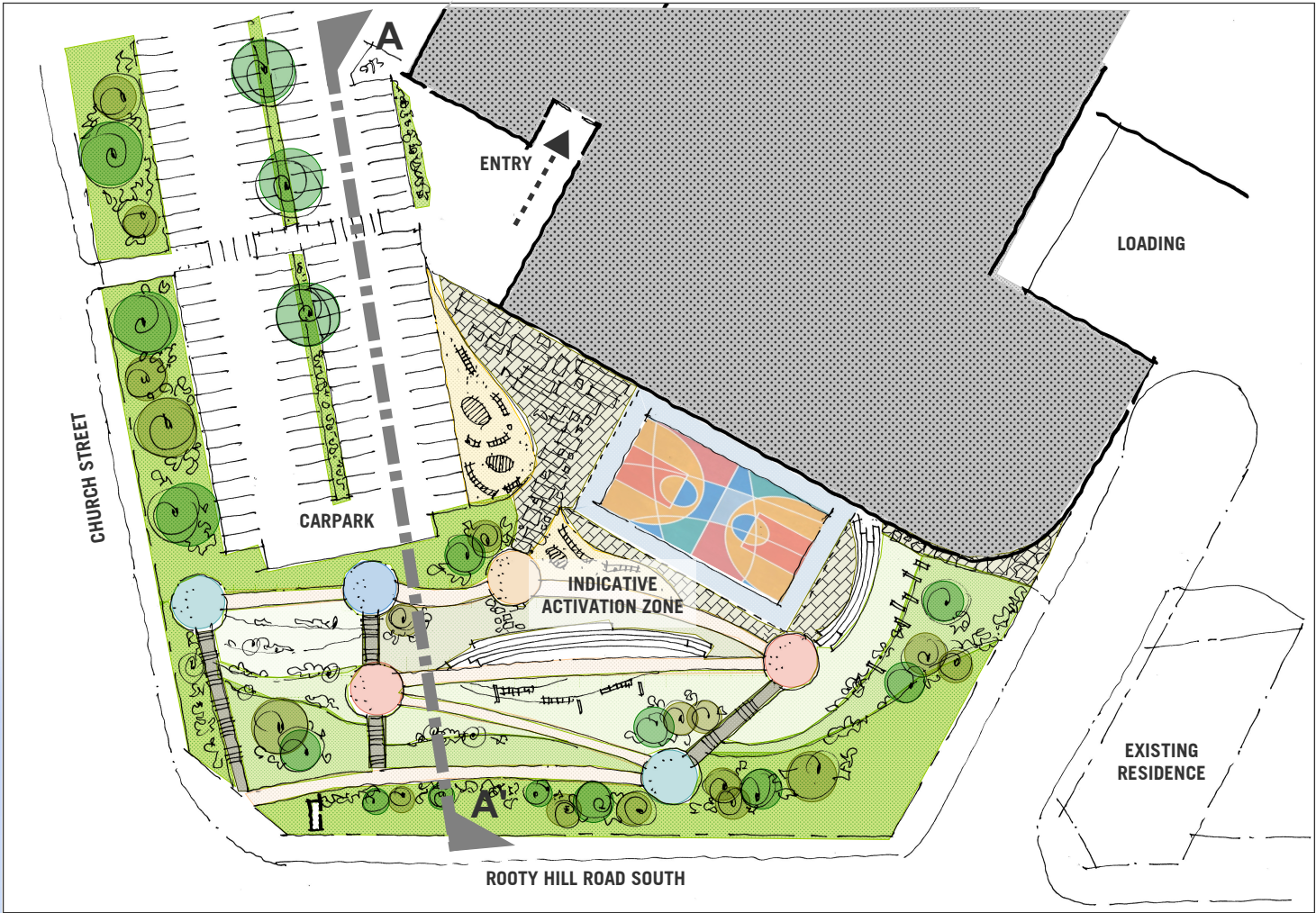


# ZONE A

## ROOTY HILL ROAD SOUTH & THE CENTRE

INTENTIONALLY POSITIONED FURTHER AWAY FROM ROOTY HILL ROAD SOUTH (RHRS) SO THAT THE FACADE CAN BE APPRECIATED FROM THE MAIN ROAD AS THE CENTRE SITS ABOUT 5 METERS BELOW FROM THE HIGHEST LEVEL OF THE RHRS .

THE GENEROUS SETBACK BETWEEN THE BUILDING FACADE AND THE RHRS PROVIDED AN OPPORTUNITY TO CREATE AN ACTIVE ZONE WHICH WILL BENEFIT BOTH THE COMMUNITY AND TENANCIES OF THE CENTRE.

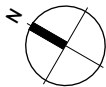


PLAN A



INDICATIVE ARTIST IMPRESSION

SECTION A-A'





# ZONE B CHURCH STREET & THE CENTRE

TWO MAJOR ENTRANCES TO THE CENTRE FACE CHURCH STREET, WHERE A CARPARK IS PROVIDED FOR CONVENIENCE. LANDSCAPE CORRIDOR BUFFERS THIS ZONE FROM THE STREET. A DEDICATED PEDESTRIAN WALKWAY LINKS THE CARPARK FOR CUSTOMER SAFETY AND EASE OF ACCESS TO DESIGNATED ENTRIES OF THE CENTRE.

ARCHITECTURE & DESIGN DETAILS OF THE BUILDING ELEVATION FACING THE STREET ARE CONSISTENT TO THE OVERALL CHARACTER OF THE DEVELOPMENT. ARTICULATION OF THE ENTRANCES ARE HIGHLIGHTED WITH DISTICT DESIGN THAT IS COHERENT TO THE ARCHITECTURE OF THE BUILDING

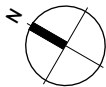
TREES AND PLANTING BETWEEN ROWS OF PARKING ALLOW SHADING AND VISUAL RELIEF FOR USERS.



PLAN B



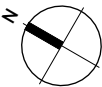
SECTION B-B'

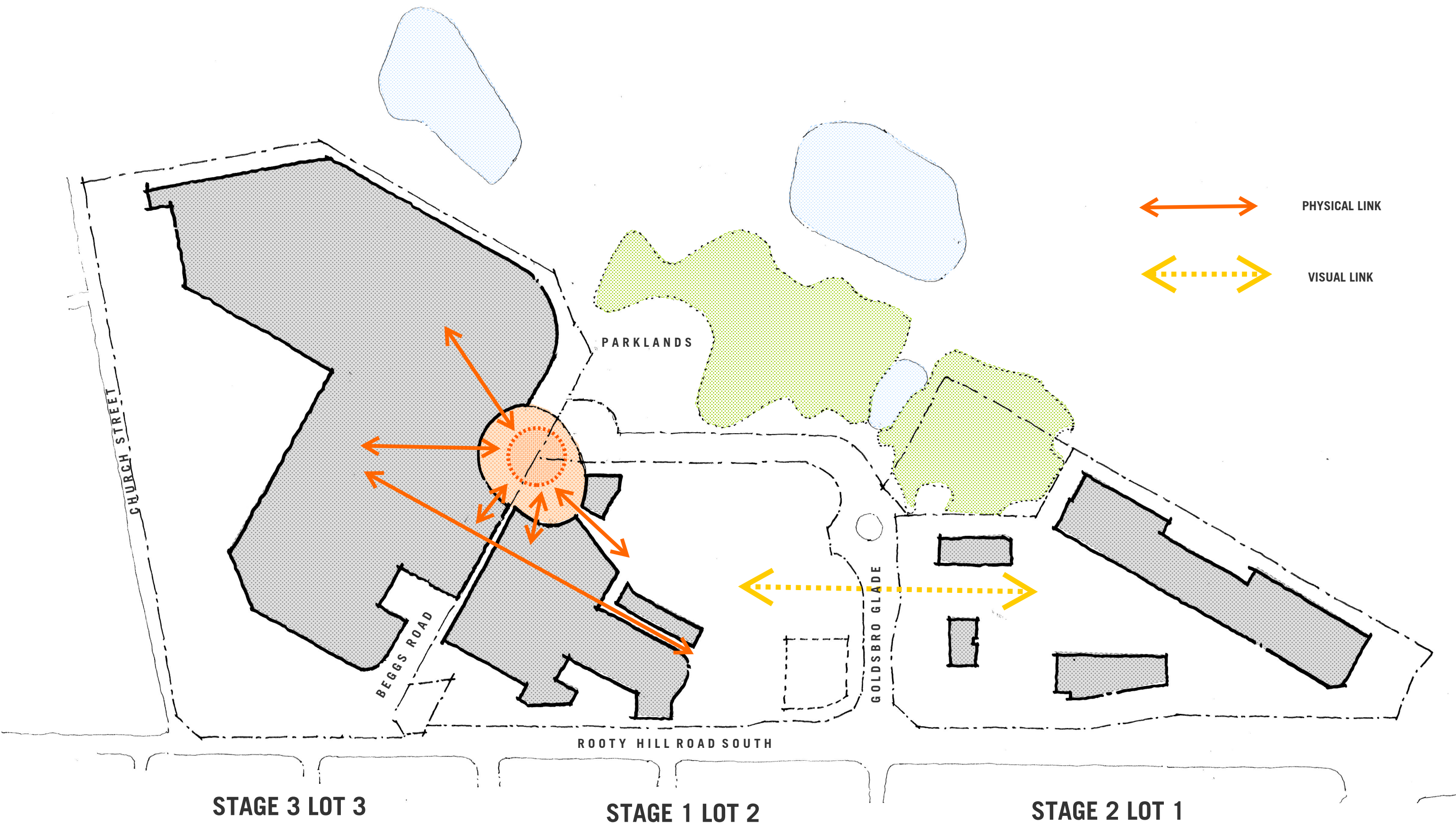




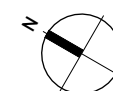
# ZONE C THE PLAZA & THE PARKLAND

AS ENVISIONED, THE PLAZA IS THE FOCAL POINT OF THE WHOLE DEVELOPMENT. WITH STAGE 3 TO COMPLETE VISION, THE PLAZA, AS THE MAIN GATHERING PLACE HAS ALL THE AMENITIES TO COMPLETE THE EXPERIENCE OF EASTERN CREEK QUARTER - RELAX, DINE, PLAY, ENJOY AND LINGER WITH FAMILY AND FRIENDS. THIS ZONE IS ALSO A GRADUAL TRANSITION OF THE CENTRE TOWARDS THE EXISTING PARKLAND. FUTURE ACTIVITIES MAY LINK THE CENTRE TO THE PARKLANDS.

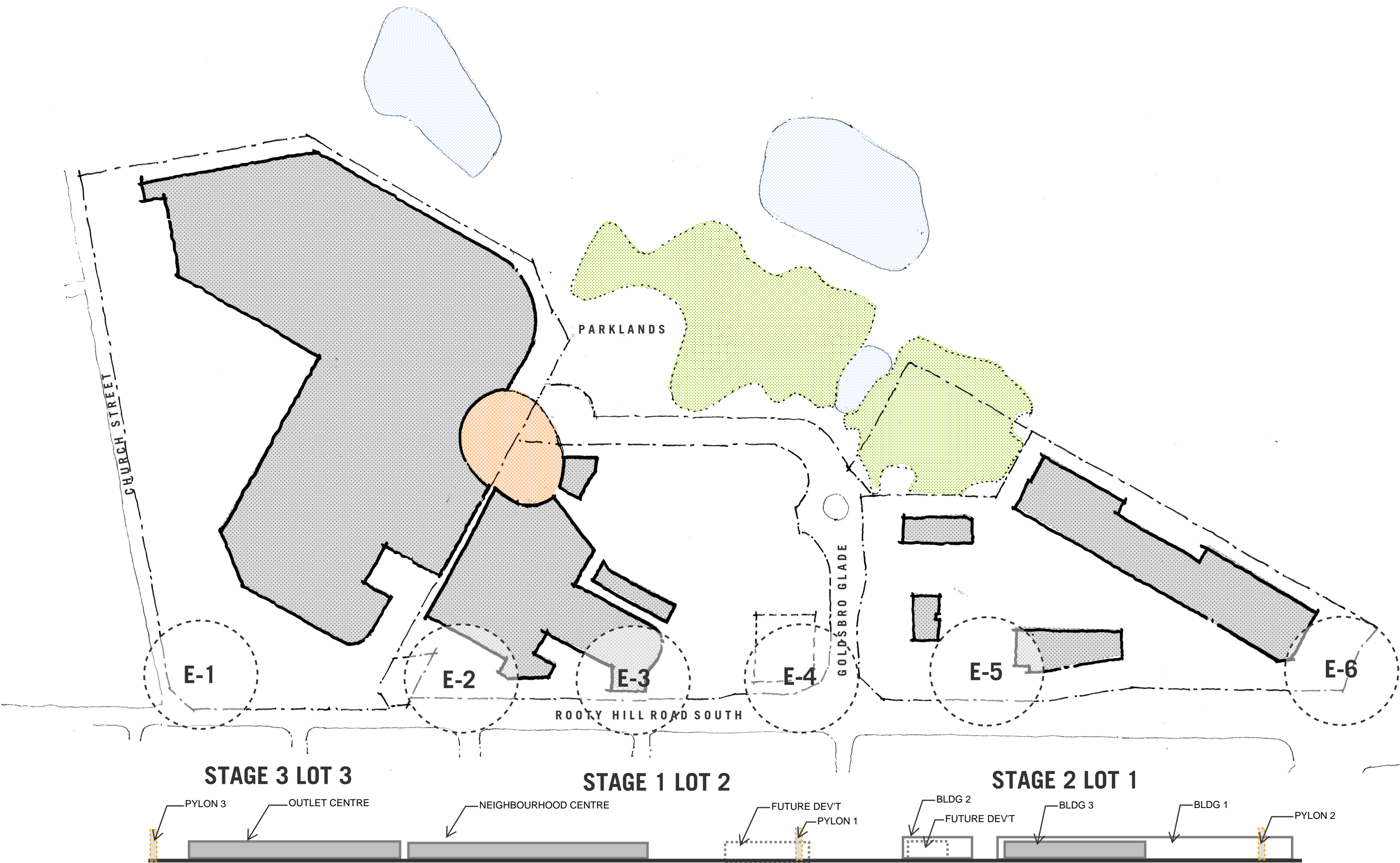




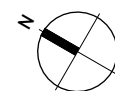
SPATIAL AND VISUAL LINKAGE INTEGRATES THE WHOLE EASTERN CREEK QUARTER DEVELOPMENT AND THE PROPOSED STAGE 3 WILL COMPLETE THE EXPERIENCE, OFFERING ACTIVATED ZONES RELATIVE TO ITS IMMEDIATE SURROUNDINGS FOR THE COMMUNITY'S BENEFIT. CONSISTENT ARCHITECTURAL DESIGN, DETAILS & MATERIALITY MAKE FOR A COHERENT ARCHITECTURAL CHARACTER OF THE DEVELOPMENT. EXPERIENTIAL JOURNEY OF THE USER THROUGHOUT THE DEVELOPEMTN WILL BE HIGHLIGHTED WITH ACTIVATED NODES AND GATHERING SPACE.







FRASERS PROPERTY AUSTRALIA  
**EASTERN CREEK QUARTER STAGE 3 NSW 2766**



**BUILDING ELEVATION ALONG RHRS**  
 ELEVATION

PROJECT  
 2018-217  
 DATE  
 17.12.2020

DRAWING NO.  
 SK23.10  
 DRAWN BY  
 DDE

MEL  
 SYD  
 PER  
 1800 422 533 i2c.com.au





E-1

THE FLOOR LEVEL OF THE PROPOSED OUTLET CENTRE IS ABOUT 5 METERS LOWER THAN THE MAIN ROAD. THE BUILDING FACADE IS SET FURTHER BACK FOR VISIBILITY AND PRESENCE ALONG THE MAIN ROAD (RHRS).



E-2

A COMBINATION OF PLANTING, GABION WALL, TIMBER FENCE AND PLAIN CONCRETE ARTICULATE THE AREAS FRONTING ROOTY HILL ROAD SOUTH AN CONCEALS THE BCK OF THE HOUSE OF THE EXISTING CENTRE WHICH IS ABOUT 2 METERS OR MORE LOWER THAN THE MAIN ROAD.



E-3

THE ARCHITECTURE AND DESIGN OF THE ENTIRE DEVELOPMENT ALL STARTS FROM THIS PEDESTRIAN ENTRY FROM ROOTY HILL ROAD SOUTH. THE ARCHITECTURAL DETAILS AND ARTICULATION CONTINUES ALL THE WAY TO THE INTERIOR OF THE CENTRE GOING TO THE PLAZA.



E-4

A CENTRE PYLON WITH A FUTURE CHILD CARE CENTRE AT THE CORNER OF ROOTY HILL ROAD SOUTH AND GOLDSBRO GLADE ARE THE CENTRAL LANDMARKS THAT WELCOME VEHICLES HEADING TO THE THREE STAGES OF ECQ DEVELOPMENT.



E-5

THE EXTERNAL FACADE TREATMENT OF BUILDING 3 IN STAGE 2 DEVELOPMENT IS CONSISTENT WITH THE COLOUR AND MATERIALITY OF THE THE EXISTING STAGE 1 FACADE WITH GOOD LANDSCAPE OF LOCAL TREE SPECIES AND PLANTS.



E-6

A PYLON AND THE CENTRE'S SIGNAGE WILL BE THE DOMINANT VISUAL FEATURE OF THE STAGE 2 DEVELOPMENT AS IT WELCOMES VISITORS TO THE CENTRE FROM GREAT WESTERN HIGHWAY HEDING TO ROOTY HILL ROAD SOUTH







M-1



M-2



M-3

EXTERIOR CLADDING WILL BE A COMBINATION OF THE SEAMED METAL (M-1) AND PRECAST CONCRETE (M-2) PANEL.

POLISHED CONCRETE (M-4) FLOORING WILL BE THE DOMINANT FLOOR FINISH IN BOTH INTERNAL & EXTERNAL AREAS, MAINTAINING THE OVER-ALL CHARACTER OF THE EXISTING STAGE 1 NEIGHBOURHOOD CENTRE. TIMBER DECKING (M-5) WILL BE APPLIED ON CERTAIN AREAS OF THE ALFRESCO.

LIGHT COLOURED BRICK CLADDING (M-3) WILL EMBELISH MOST OF THE EXTERIOR DESIGN & DETAILS LIKE PLANTERS AND BENCHES.



M-4



M-5

AS THE OVER-ALL CENTRE WAS CONCEPTUALISED TO HARMONISE WITH THE EXISTING PARKLANDS, VINES WILL ARTICULATE CERTAIN AREAS, WHERE PLANTS CLIMB IN STEEL CABLES AND MESH SUPPORTED BY VERTICAL AND HORIZONTAL STEEL FRAMES (M-6, M-7, M-8).

FABRIC SAILS SUPPORTED BY STEEL FRAMES (M-9) WILL PROVIDE ADDITIONAL SHADES IN THE ALFRESCO DECK. VARYING COLOURS OF THE FABRIC WILL ANIMATE AND ADD INTEREST IN OUTDOOR AREAS.



M-6



M-7

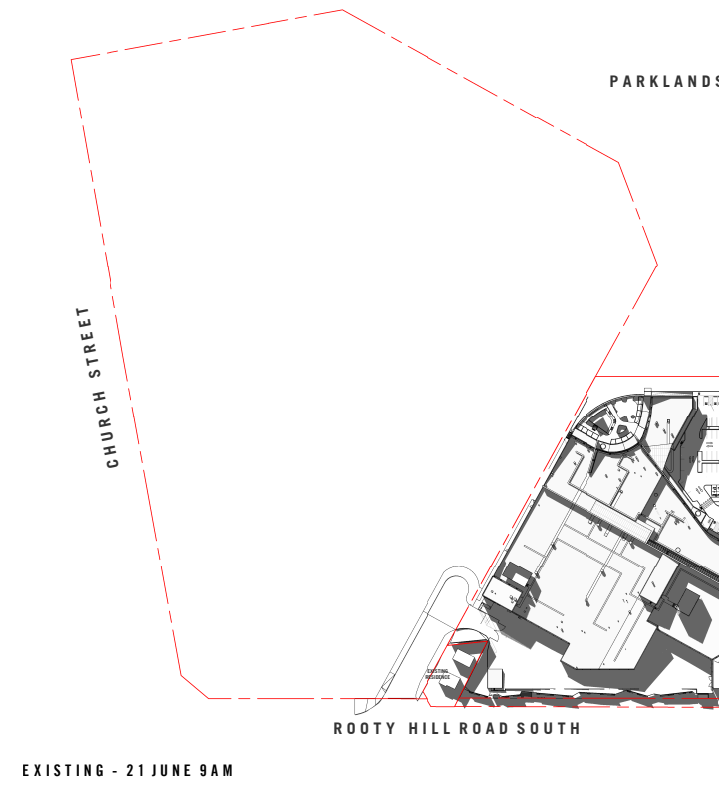


M-9

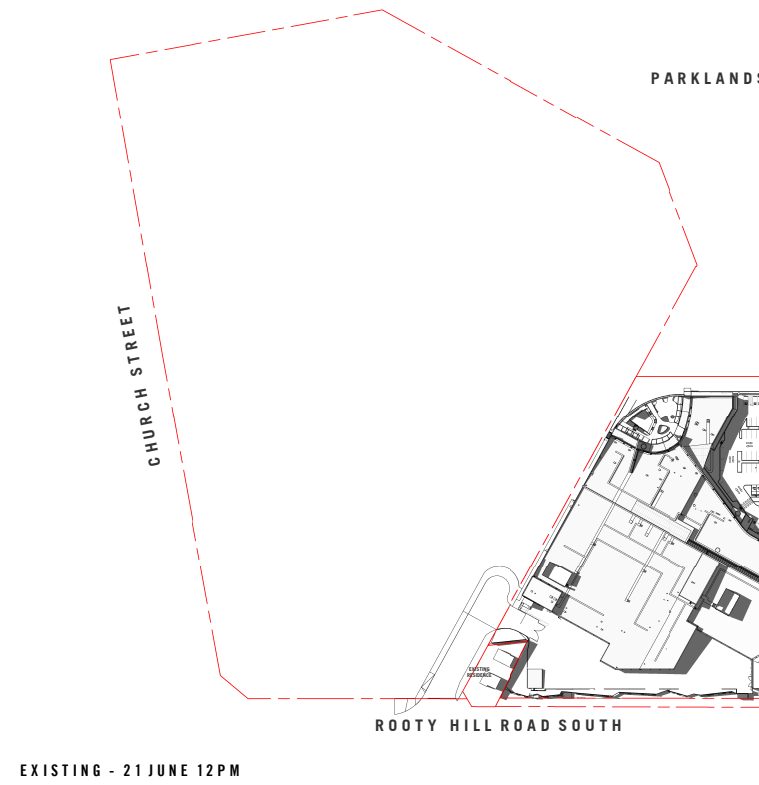


M-9

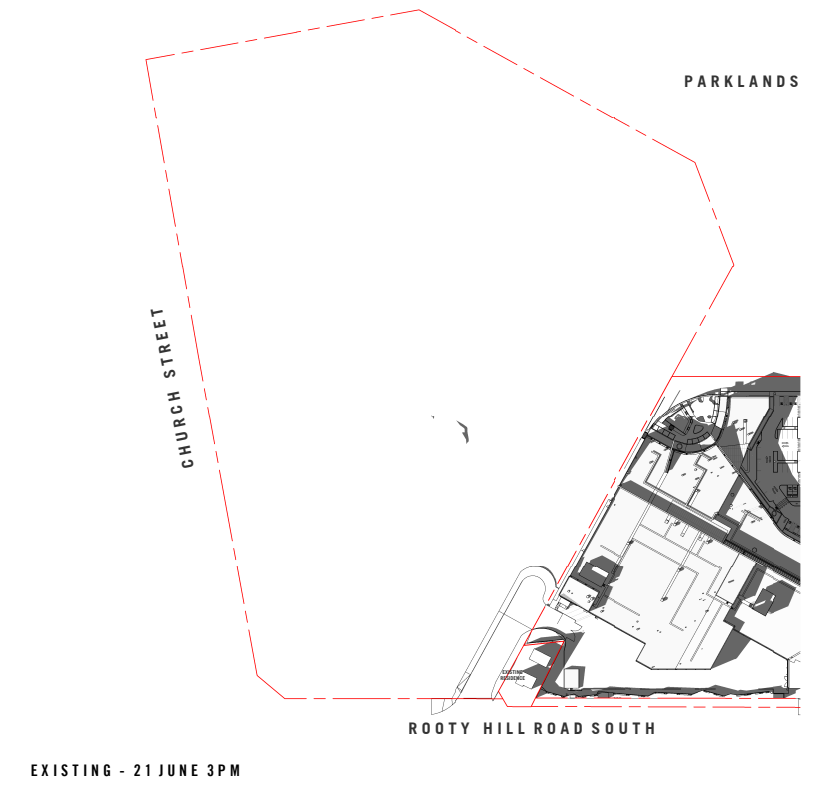




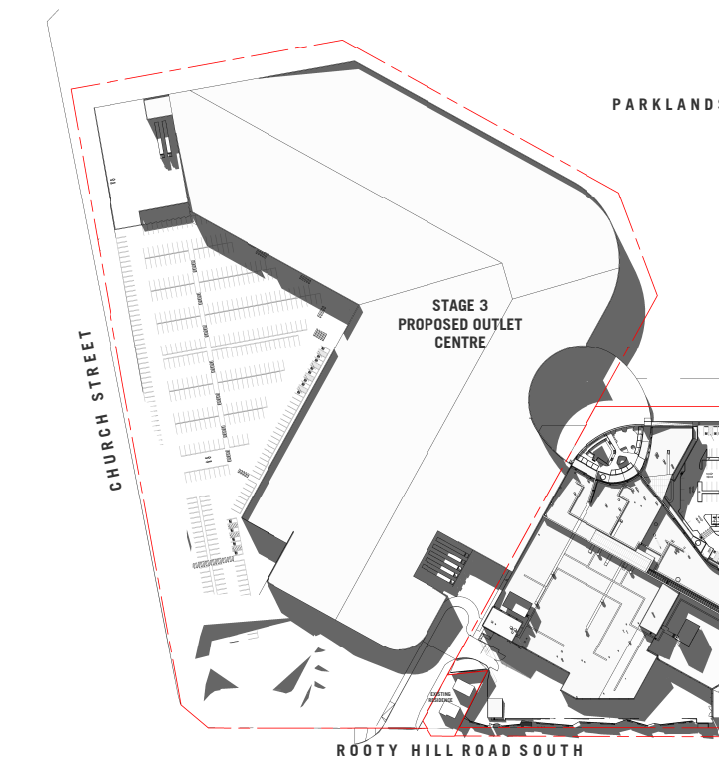
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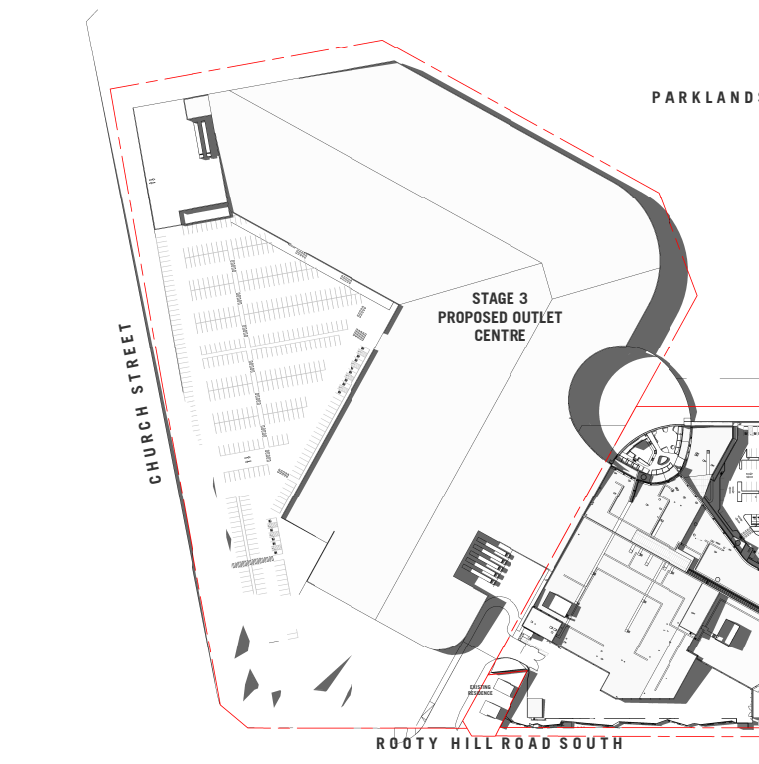
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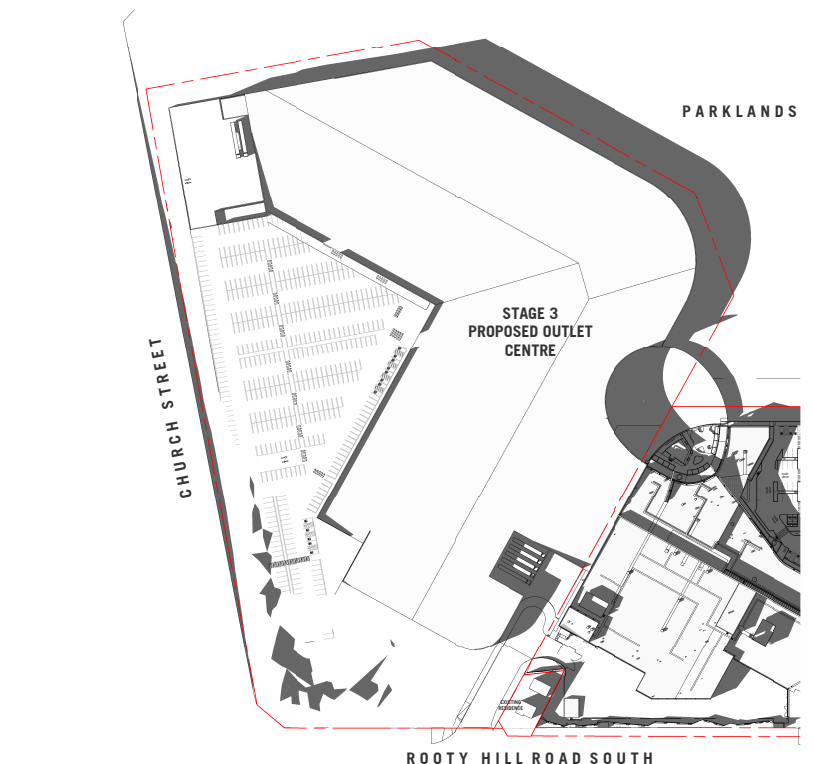
EXISTING - 21 JUNE 3PM



PROPOSED - 21 JUNE 9AM



PROPOSED - 21 JUNE 12PM



PROPOSED - 21 JUNE 3PM

FRASERS PROPERTY AUSTRALIA  
**EASTERN CREEK QUARTER STAGE 3**

**SHADOW DIAGRAMS**  
 DIAGRAM

PROJECT 2018-217	DRAWING NO. SK23.13	MEL SYD PER	i2C 1800 422 533 i2C.COM.AU
DATE 17.12.2020	DRAWN BY DDE		