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STREET FRONTAGE ACTIVATION

HAY STREET

STAGE 1 DA OBJECTIVES

- To reduce the scale of the street and design it to the human scale
- To create a pedestrianised environment in look and feel
- To leverage Paddy's market activation to spill into Darling Square precinct
- To soften the hardscape of the transport corridor through planting and other measures
- To create a unity of language and continuity of Hay Street from the Museum of Applied Arts and Sciences all the way to George Street (ie beyond our immediate site boundaries)
- To create a remarkable car free intersection within the heart of Sydney
- To break down the volume and homogeneity of Paddy's Market and Market City facades and create a finer grain street front expression

DESIGN RESPONSE

- The proposed development carves out the mass of the building at the ground plane to create an undercroft area that will provide a unique public space experience
- The expression of columns creates an important urban gesture, a gateway element to the new development that will enhance the experience of the Hay Street public domain
- The space will be further activated by retail frontages as well as residential lobbies at the ground plane, maximising the potential of the undercroft public space

Refer to diagrams on pages 36-41.

LITTLE HAY STREET

STAGE 1 DA OBJECTIVES

- To achieve a space that has been designed and considered in three dimensions, crafting the ground plane as much as the elevations of the North East and South East plots and the laneway's ceiling
- To reinvent a contemporary, yet eclectic street front and shop front language that reflects the diversity and plurality of Sydney
- To create a space at the human scale by breaking down the potential canyon effect and creating spaces that promote comfort and interaction
- To facilitate zig-zag movement in plan through a series of experiences on either side of the lane (retail and food and beverage on either side of the lane)

DESIGN RESPONSE

- Creates a series of unique retail frontages at the ground plane, each individually articulated to offer each tenancy their own identity.
- A strong articulation of the corner tenancy addressing Harbour Street, creating interest to passers by.
- Above the ground plane retail, the podium steps back away from the plot boundary to maintain the human scale of the space, and is screened by landscaped planters.

Refer to diagrams on pages 42-43.

THE BOULEVARD

STAGE 1 DA OBJECTIVES

- To provide direct north south pedestrian connection
- To ensure a continuity of experience throughout the development all the way up to Central Station
- To enhance the visual connection between Central Station and the harbour
- To create a prestigious address for Darling Square
- To maintain the hierarchy of the Boulevard as a pedestrian thoroughfare no matter what it intersects with

DESIGN RESPONSE

- The podium creates a strong street defining form as you enter The Boulevard from the south, sweeping down and meeting the ground plane to break up and activate this important intersection.
- Retail frontages are provided at the ground plane.
- A distinction in materiality between the podium and the SE2 tower defines the lobby to the residential SE2 element.
- Refer to diagrams on pages 44-45

HARBOUR STREET

STAGE 1 DA OBJECTIVES

- To create a street that has status and legibility as a residential address
- To create a walkable and liveable street that successfully juggles functional requirements and a sense of arrival.
- To augment lobbies into spaces that are not only private spaces but also spaces that reflect the identity and the activity of the people who live there

THE DESIGN RESPONSE

- The podium form sweeps down to create a continuous transition between the varying scales at each corner of the development, and also conceal service and egress doors to present a high quality facade to the street.
- A discreet car park entry to the development is provided from Harbour Street, set back and concealed by the sweeping podium form
- Retail activation at both ends of Harbour Street
- Refer to diagrams on pages 46-47

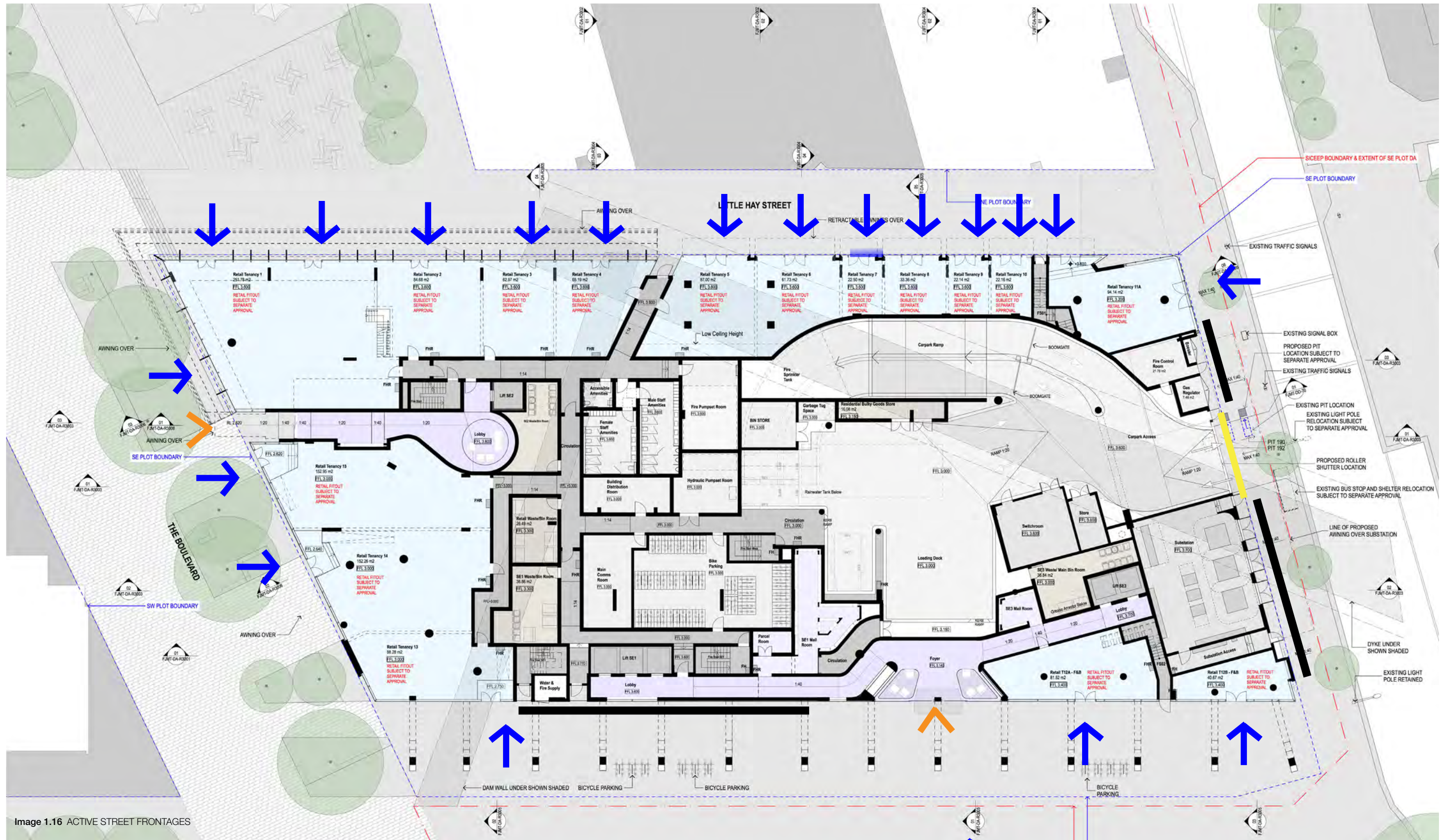
THE SQUARE

STAGE 1 DA OBJECTIVES

- To achieve a design that provides human scale to the Square through ground plane and elevational treatments.
- To create a unique square with a materiality and hardscape that contrast with other nearby spaces
- To create a predominantly public use of the Square, one that isn't dominated by privatised tables and chairs from nearby eateries or events
- To provide ten reasons to come to the square from a residential, worker and visitor perspective
- To maintain a gentle buzz of activity that is reflective of the neighbourhood character and marks a change of tempo from the nearby Boulevard and Little Hay Street
- To create a feeling of choice and variety of experiences through visual diversity and fine grain design of the retail frontages and elements within the Square itself
- To create a spectrum of tempos within the Square: from the edges to its centre
- To establish the Square as an extension of the residents' homes, extending the domestic footprint well into the public realm
- To include spaces that provide for both 'visual connectivity' and 'visual privacy' from the apartments above depending on the inhabitants choice.

DESIGN RESPONSE

- The SE2 tower differentiates itself from the podium through its form and materiality, creating a corner element that directly addresses the square.
- The north facing residential spaces that overlook the square are provided with privacy and light control by folding perforated screens, animating the facade.
- The rich materiality of the screening elements are brought down to the ground plane retail frontages with fixed perforated screens, bringing the building down to a human scaling and creating a high quality retail experience.
- Refer to diagrams on pages 48-49



—	Active Retail Facades	- 61% of Building Frontage
—	Residential	- 13% of Building Frontage
—	Solid Facade & non-active uses	- 23% of Building Frontage
—	Vehicular Entry	- 3% of Building Frontage

^ Residential Lobby Entries

↑ Retail Entries

HAY STREET & THE UNDERCROFT STRATEGY

Condition B6 of the Development Consent for the SSD-5878 Stage 1 DA Concept Proposal, states that;

“To the extent that an undercroft is contemplated in the design, the Future Development Application for the South East Plot shall include an Undercroft Design Assessment relating to the proposed undercroft area adjacent to (pedestrianised) Hay Street. The Assessment shall provide detailed design, use and management of the space.”

The following section details the undercroft design assessment.

The Hay Street boundary of the South East Plot is very important to the successful development of an activated and energetic public domain.

This proposed edge is characterised by complex relationships to in ground services, subterranean heritage infrastructure, overland flow path requirements (refer image 1:17), Light Rail infrastructure and the adjacent Paddy’s Markets.

In particular, the design response is constrained relative to the overland flow requirement as well as the provision of stormwater infrastructure along the southern boundary. The design response must honour very strict alignment and height constraints, Refer Image 1.18

- DESIGN PARAMETERS RELATED TO STORMWATER INFRASTRUCTURE AND OVERLAND FLOW REQUIREMENTS**
- The overland flow path utilises a space within the site along the southern boundary 9m wide and 6m high
 - Any elements supporting the structure over the overland flow path, such as columns, must be a minimum of 1m clear of the proposed additional subterranean drainage culvert.
 - The elements supporting the structure ,as noted above, must be a maximum of 1m in width.
 - The zone between supporting structure and the culvert must maintain a clear height of 6m.
 - No built works can protrude within a 5.5m wide space between the supporting structure and the 9m setback facade line, including street furniture or bicycle hoops.
 - All construction must be arranged so as to facilitate a minimum 6m diagonal clear space
 - No structure can interrupt the line of the existing subterranean heritage wall.

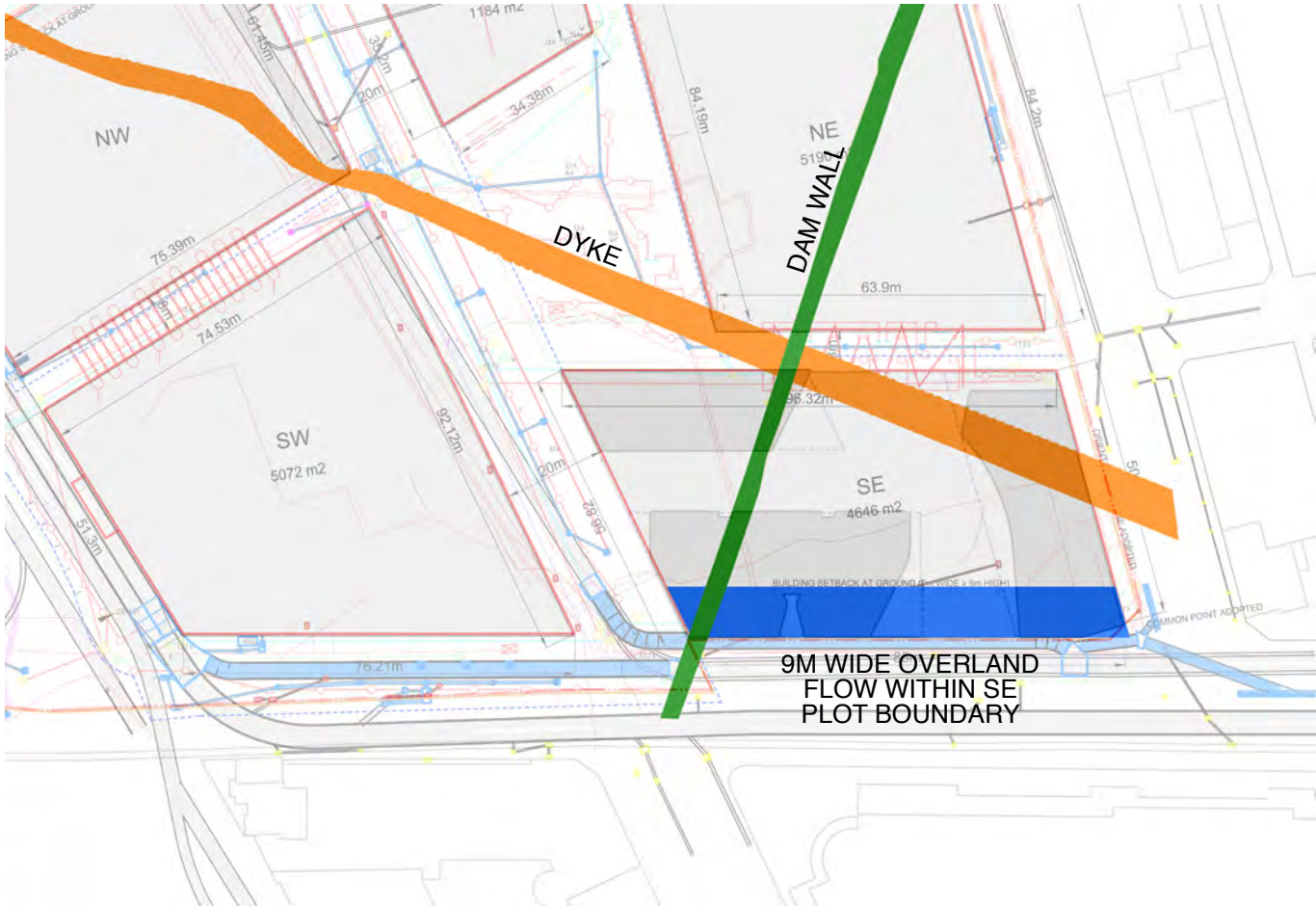


Image 1.17 Colonnade Subterranean Infrastructure

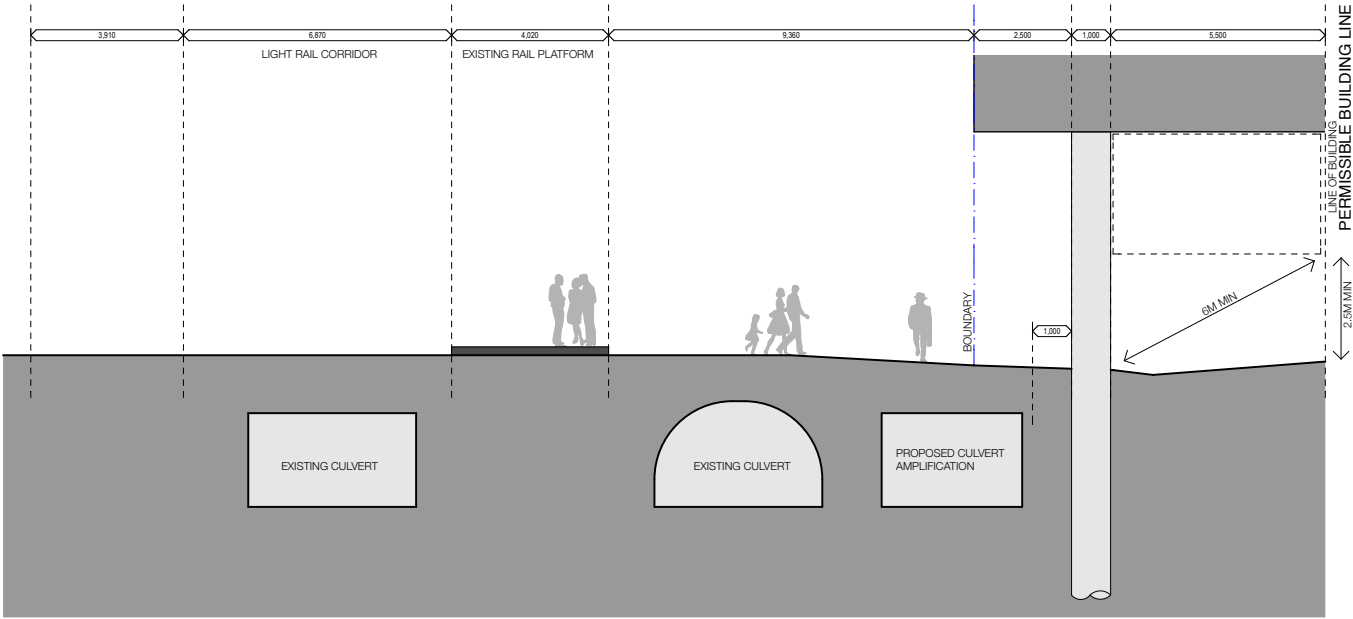


Image 1.18 Culvert Easement Diagram

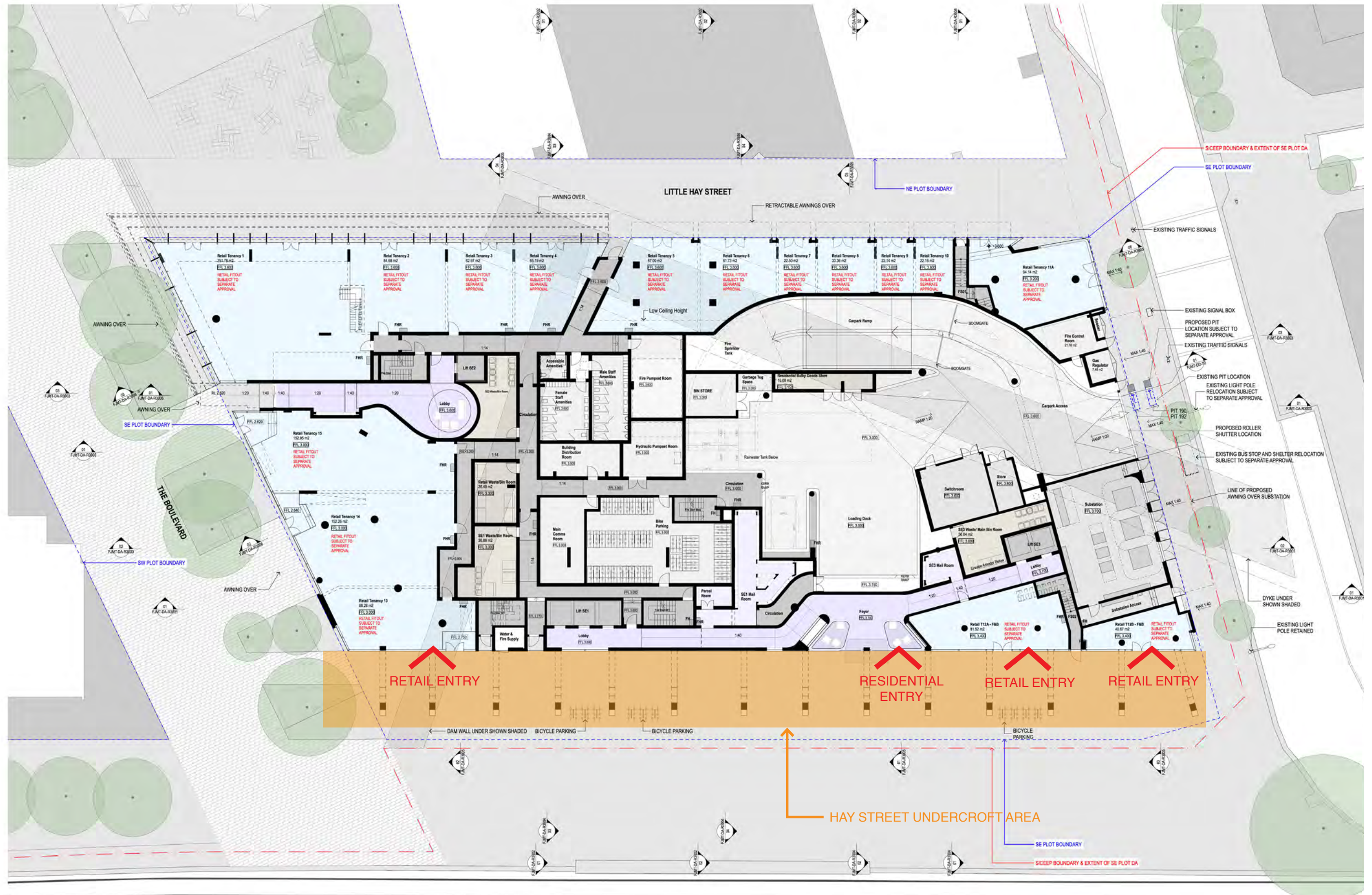


Image 1.19 FJMT-DA-R1002 [07] L00 Podium Ground.pdf

DESIGN RESPONSE

The proposed design of the Undercroft is an urban scale response/address to Paddy's Markets with the modulation of the colonnade, materiality and glazed facades complementing the modulation of the immediate context.

The colonnade is composed of a series of dynamic “K-Shaped” concrete columns which are sculpted to respond to the design constraints, and curve seductively away from the Hay street boundary and span into the building facade to create an archway which links the facade and ground plane.

The materiality of the colonnade is composed of class 2 off-form concrete columns, and linings and batten screens of natural hues evoking the warmth of timber, which blend seamlessly with the transparent glazed residential entries and shop fronts to create a modulated entry experience and facilitate an activated public domain.

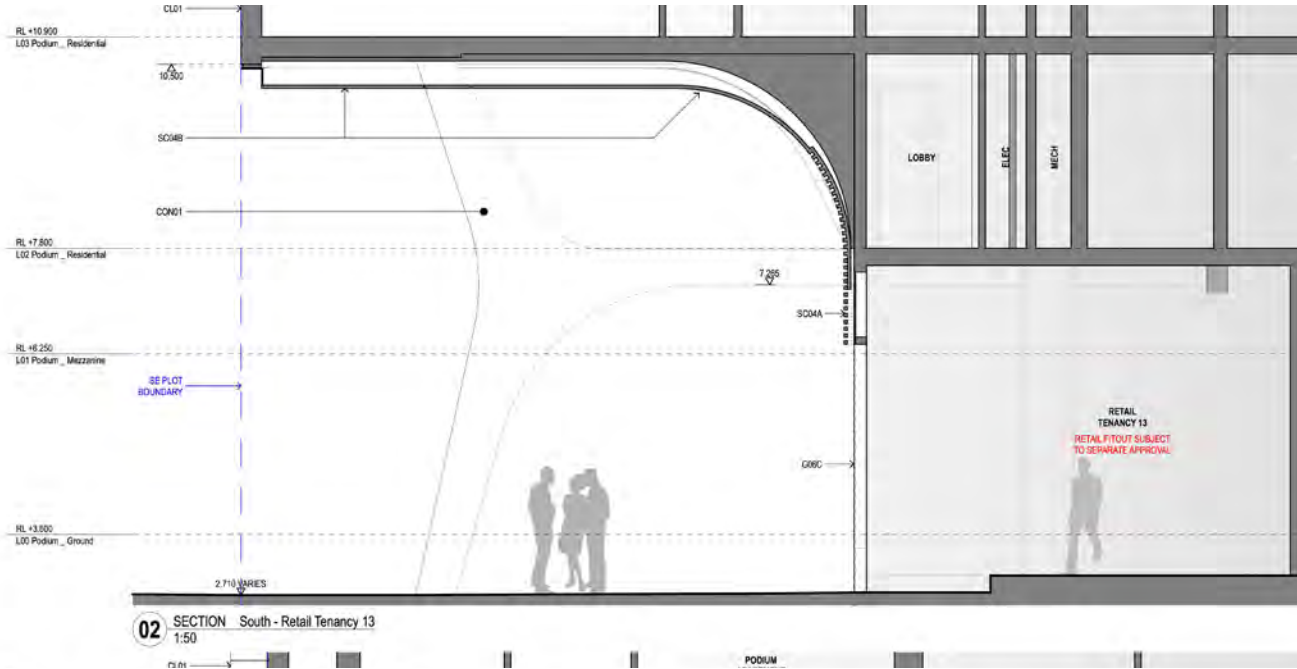
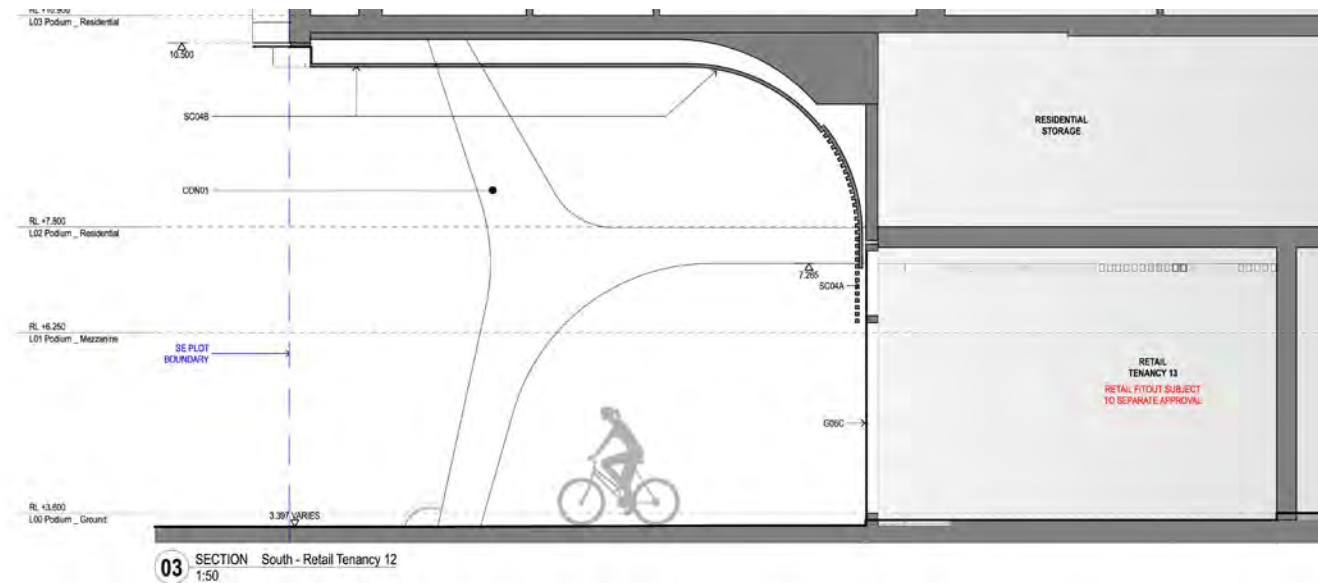
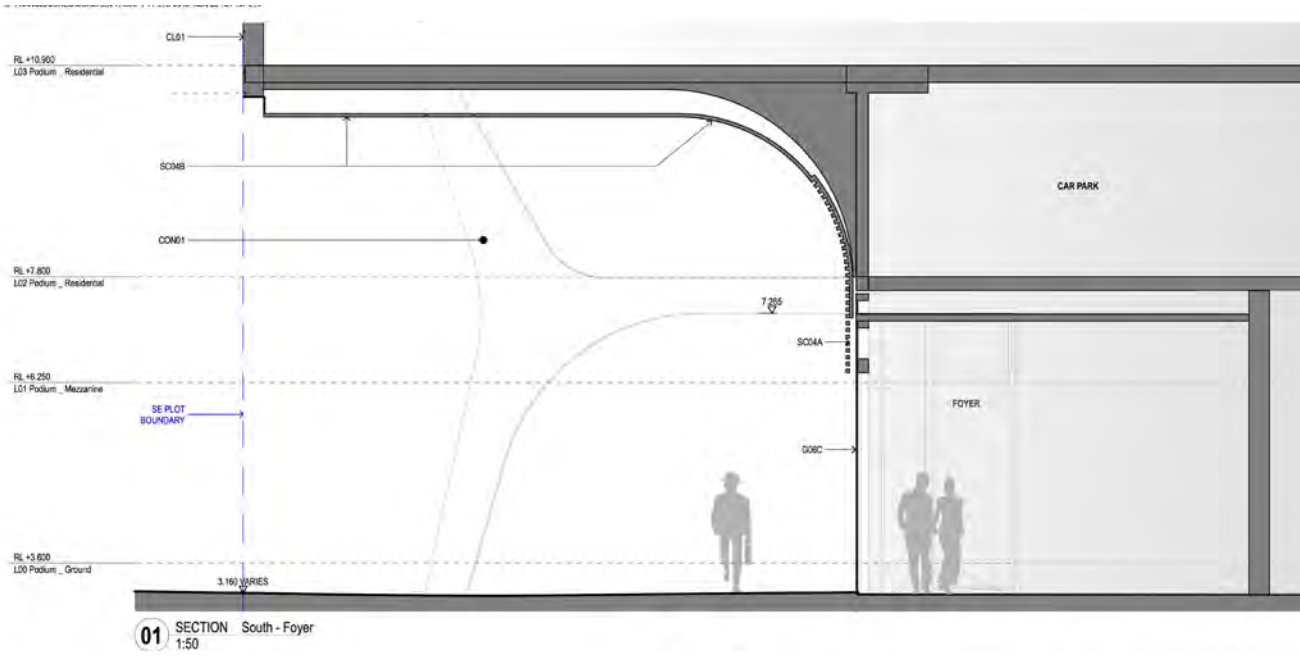


Image 1.20 FJMT-DA-R2001 [07] South Elevation.pdf



ACTIVATION

Activation of “The Undercroft” along the Hay Street boundary of SE Plot is an important precinct objective. To achieve this objective it was seen as beneficial to focus the existing and proposed pedestrian desire lines of Hay Street as much as possible toward the colonnade.

In pursuit of this objective, it was considered appropriate to locate the grand residential lobby midway along the southern boundary. Which will focus the pedestrian traffic of some 362 apartments into and through the colonnade.

Two retail tenancies have been located to anchor the corners of the Boulevard and Harbour Street and will be encouraged to focus or “project” their activities into the colonnade space through either outdoor dining in the case of a retail food tenancy or dynamic shop front displays in the case of traditional retail. This in combination with expansive glazed retail facades will attract the eye of passers by.

We have endeavoured to limit and minimise the extent of any “nooks” along the facade to ensure the space is perceived to be safe by regular users and to prevent loitering and the potential for the transient population to see it is a potential “home”

The design of the colonnade provides an iconic draw card that can be utilised not only as retail and lobby entrances but provides a unique opportunity for participation in key Sydney events such as VIVID, Art and About and the Biennale.

It provides an important focal point of difference to the development that acts as a landmark, a meeting place that draws visitors and residents to the development. It is a dynamic and dramatic urban response to the space.

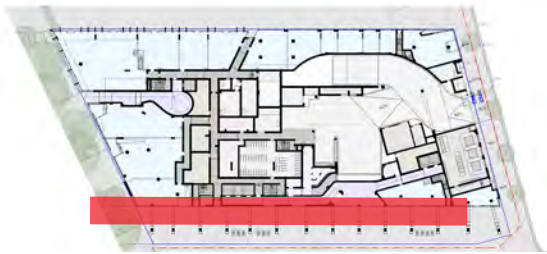


Image 1.23 KEY PLAN: HAY STREET UNDERCROFT

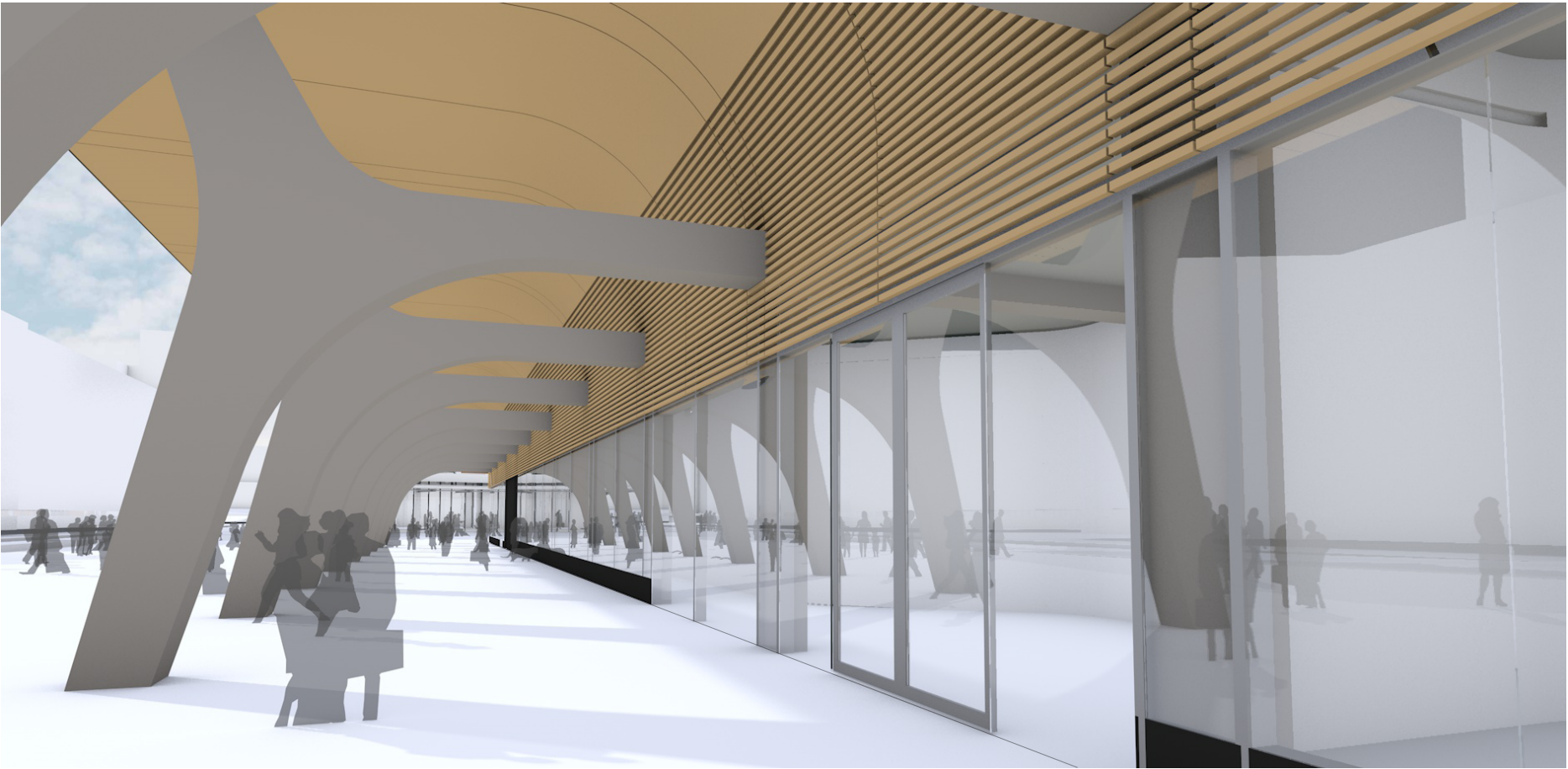


Image 1.22 Colonnade View

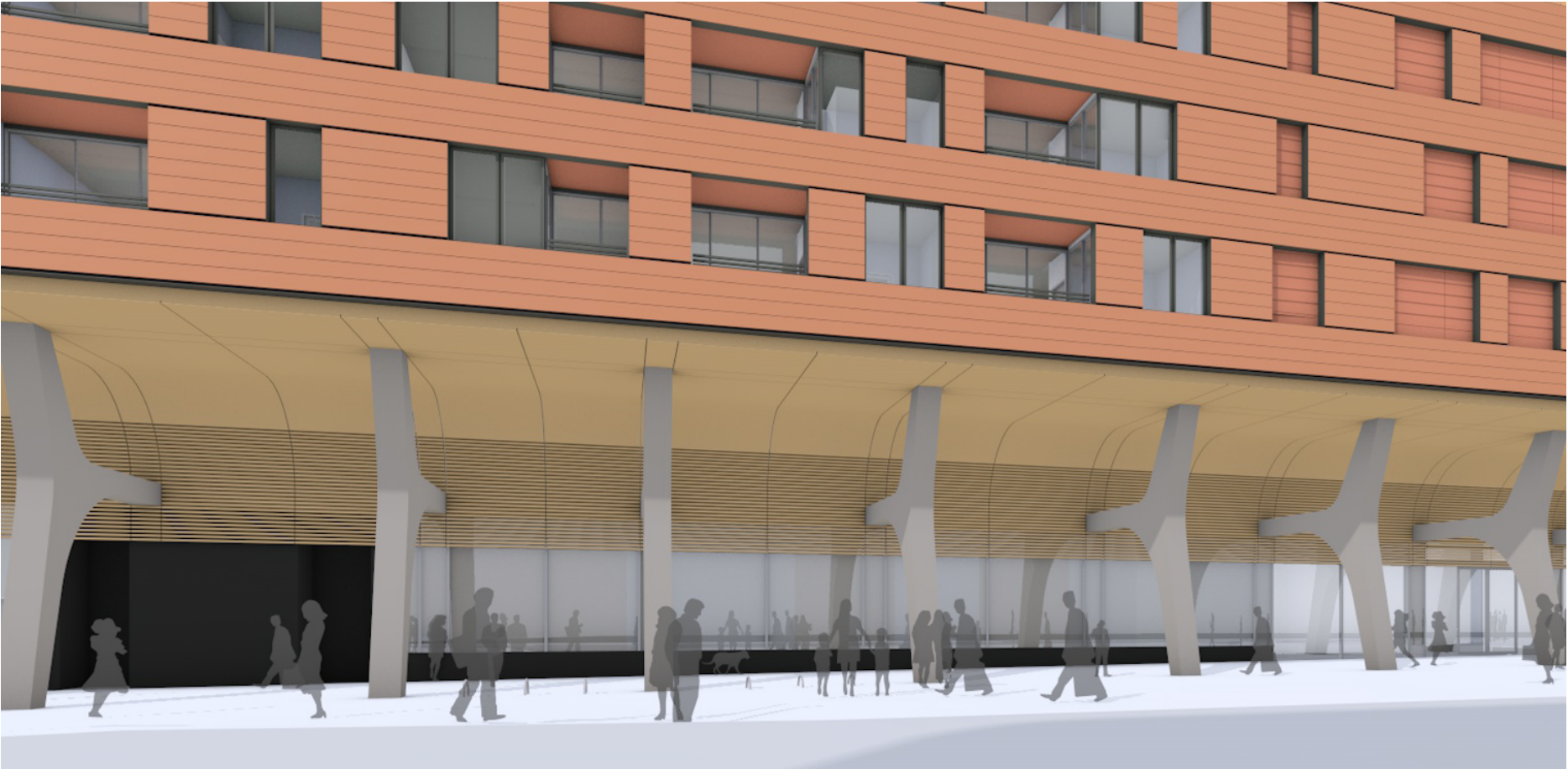


Image 1.21 Colonnade View



Image 1.24 Colonnade view from the south west

LITTLE HAY STREET

The extension of Little Hay Street creates an important pedestrian only connection between Harbour Street and Darling Square, linking Chinatown to the SICEEP precinct.

The proposed development responds to the laneway scale of the space by creating a series of unique retail frontages at the ground plane, reinventing a contemporary yet eclectic shopfront language. Retractable fabric awnings offer each tenancy their own identity while enabling activity and interaction to happen on the street.

A strong articulation at the corner tenancy addresses

Harbour Street and creates interest to passers by, highlighting activity within Little Hay. This gesture formally completes the corner at Harbour and Little Hay whilst offering a moment of relief and interest.

The form of the podium above ground floor further addresses the human scale at Little Hay by setting back its mass away from the plot boundary, with the carparking facade further softened by playful landscaped planters.

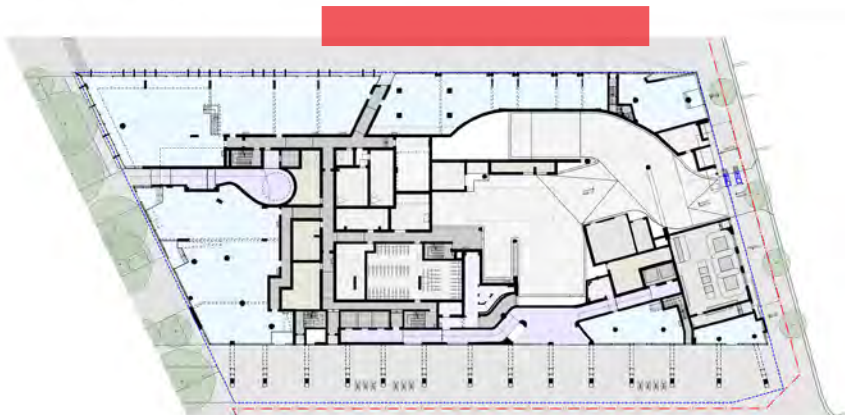


Image 1.25 KEY PLAN: LITTLE HAY STREET

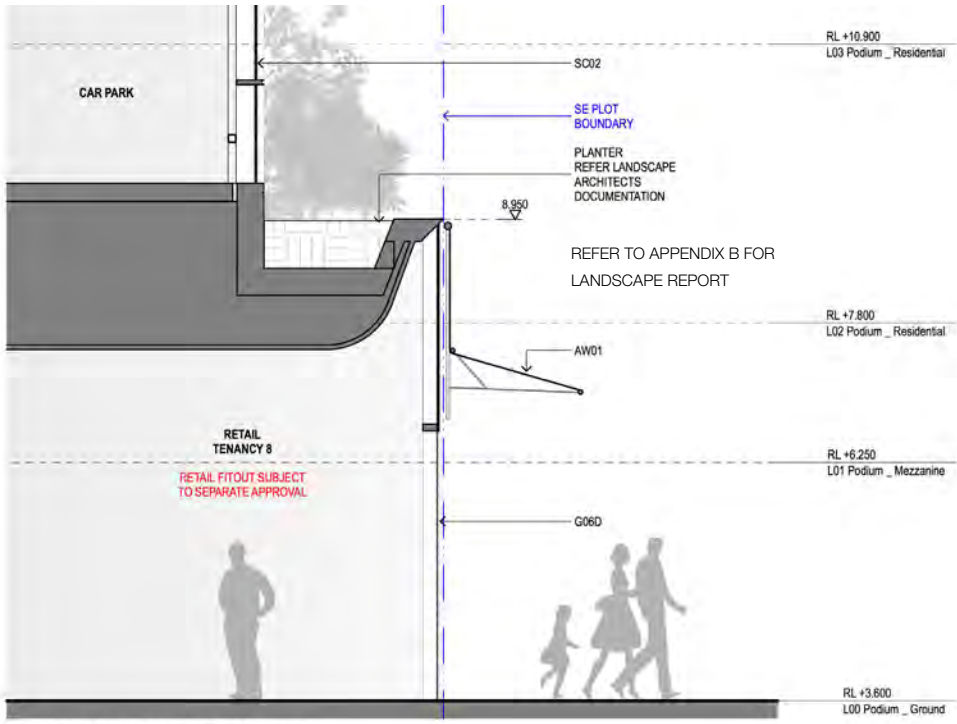


Image 1.26 SECTION: LITTLE HAY STREET RETAIL



Image 1.27 RETRACTABLE FABRIC AWNING EXAMPLES



Image 1.28 NORTH ELEVATION: LITTLE HAY STREET GROUND PLANE. RETAIL TENANCY FIT OUTS AND FACADE SUBJECT TO SEPARATE DA