

SICEEP SE PLOT // LEND LEASE

GROUND PLANE AND RETAIL DESIGN PRINCIPLES REPORT FOR SSDA9

SIX DEGREES ARCHITECTS | JULY 2015



Six Degrees Architects have been engaged by Lend Lease to provide an urban design report for the ground plane at the SICEEP SE Plot, Sydney.

This report identifies guidelines for the ground plane. It incorporates a site analysis and an urban design response and takes into account issues such as retail mix, seating, landscaping, and the design of awnings, shop fronts, lighting and signage.

The principles outlined in this report will inform the design guidelines for the future retail fitouts, including shop fronts, awnings, lighting and signage design.

GROUND PLANE INTERFACES

Public realm activation should be maximised on the northern, western and southern edges of the SE Plot through the provision of a diverse mix of retail offers and the compression of space via the use of landscaping, ground treatment, external seating and pedestrian street cover. A diverse fine grain of tenancies will foster an active vibrant streetscape and create intimate, human scaled spaces. This is contrasted with the large boulevard and square tenancies which relate to the public realm scale.

RETAIL MIX

Provide a diverse mix of different retail offers across the site, with a food and beverage focus along the northern boundary to create a vibrant dining precinct on Little Hay Street.

SEATING GUIDELINES

The provision of external tenancy seating and public outdoor seating will help to blur the site boundary line and carry the activity out into the ground plane public realm. The set-up of the retail tenancies is designed to encourage spill out. Individual expression is encouraged via varied types of seating.

AWNINGS AND CANOPIES

The inclusion of awnings and canopies above the ground plane retail tenancies will provide shade and general weather protection for customers and pedestrians. These awnings should vary in height, material and character to create visual diversity in the building elevations. A combination of retractable & fixed awnings should provide good rain cover protection and solid shade during summer.

SHOP FRONT DESIGN

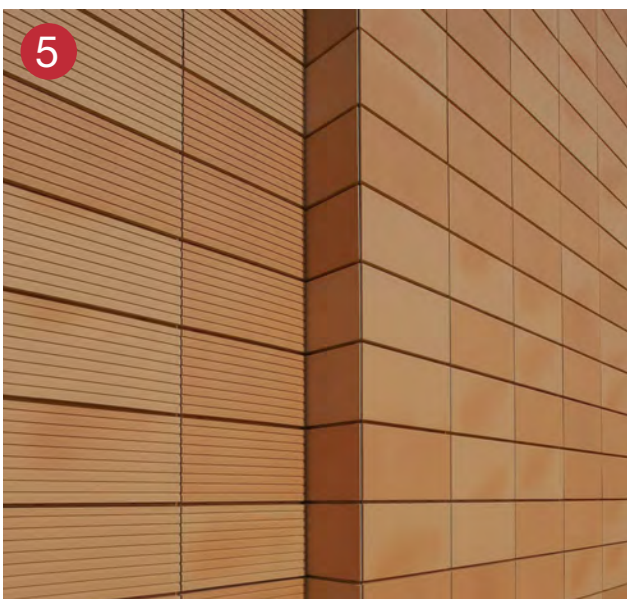
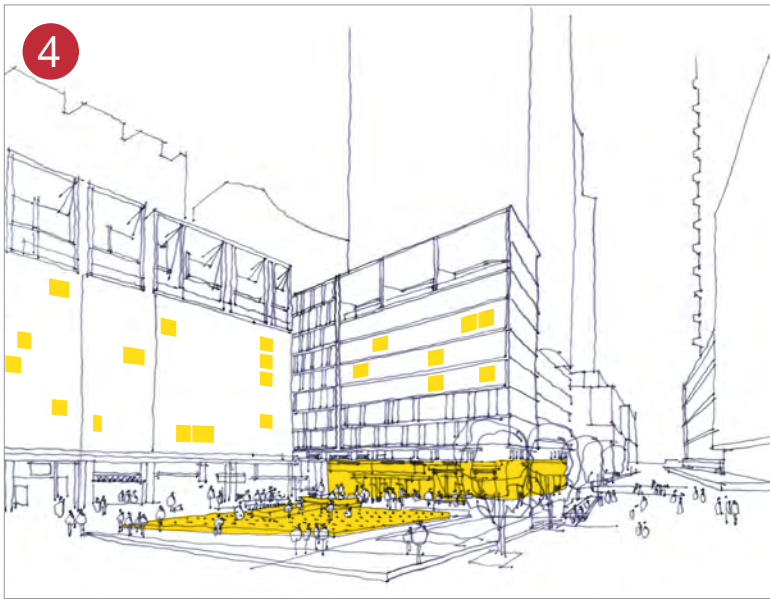
Individually designed shop fronts will be integrated with the architecture of the SEP, which will not only help the street by creating visual interest but also assist operators to present themselves to the public and promote engagement from users. Building elements are carried to the ground to provide a 'framework' for shop fronts.

LIGHTING AND SIGNAGE

Signage and lighting adds another layer of visual diversity and interest to the street, engaging users and activating the public realm at both the human scale and the scale of the building.

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ABOUT SIX DEGREES



Established in 1992, Six Degrees is one of Australia’s leading architectural practices.

We work across hospitality, learning, residential, retail, health and commercial environments, delivering design solutions for new and heritage places. We develop planning and design strategies for large public and private clients to create new urban places and to activate underperforming civic precincts.

Our success can be measured not just by AIA and industry awards. More meaningfully, our buildings and precincts are inspiring places attuned to their communities. They are enduring and intensely used places that stand the test of time and perform well for clients and the public alike.

Six Degrees have a successful working relationship with Lend Lease. We have provided architectural and retail design strategies for projects such as: The Sydney International Convention, Exhibition & Entertainment Precinct (SICEEP), Sydney; Merchant Street Docklands, Melbourne; Joondalup Shopping Centre, Perth; The RNA Showgrounds Redevelopment, Brisbane, and; Macarthur Square Shopping Centre, Sydney.



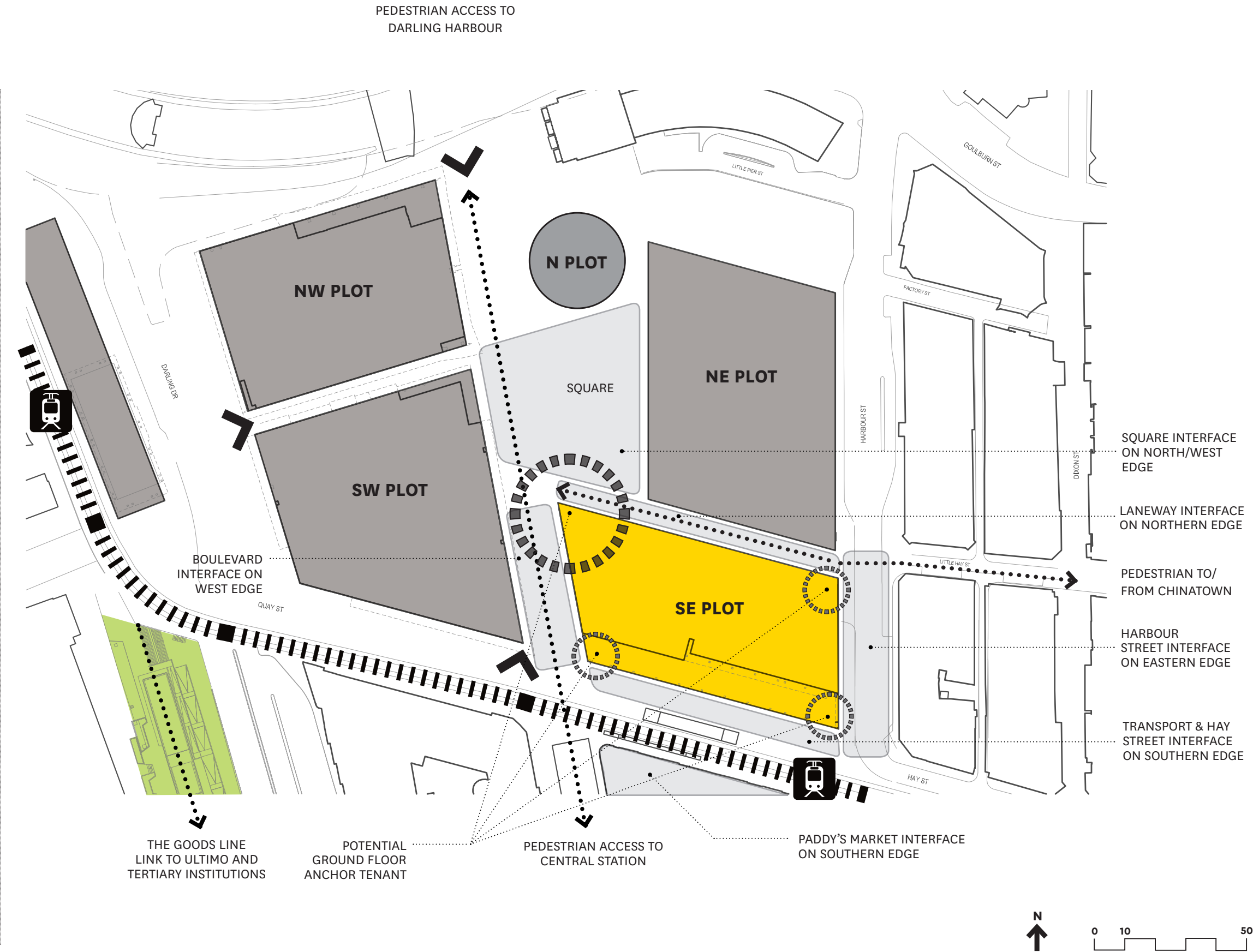
Images (Clockwise from Left): Top Paddock Cafe, Richmond // Newmarket Hotel, St Kilda // Crumpler Store, Melbourne // DeOlieu Cafe, Melbourne // Top Paddock Cafe, Richmond // City Square, Melbourne //

LEGEND

-  ENTRIES TO DARLING SQUARE SITE
-  LIGHT RAIL LINE
-  SUBJECT SITE
-  KEY RETAILERS
-  THE GOODS LINE
-  SITE INTERFACES

OVERVIEW

The SICEEP South East plot is well positioned next to a public transport link and directly across from the thriving Paddy’s Markets. The western edge of the site fronts onto a key pedestrian link from Railway Square to Darling Harbour, while the northern boundary has the potential to attract pedestrians venturing from Chinatown along the extended Little Hay Street.



SE PLOT GROUND PLAN

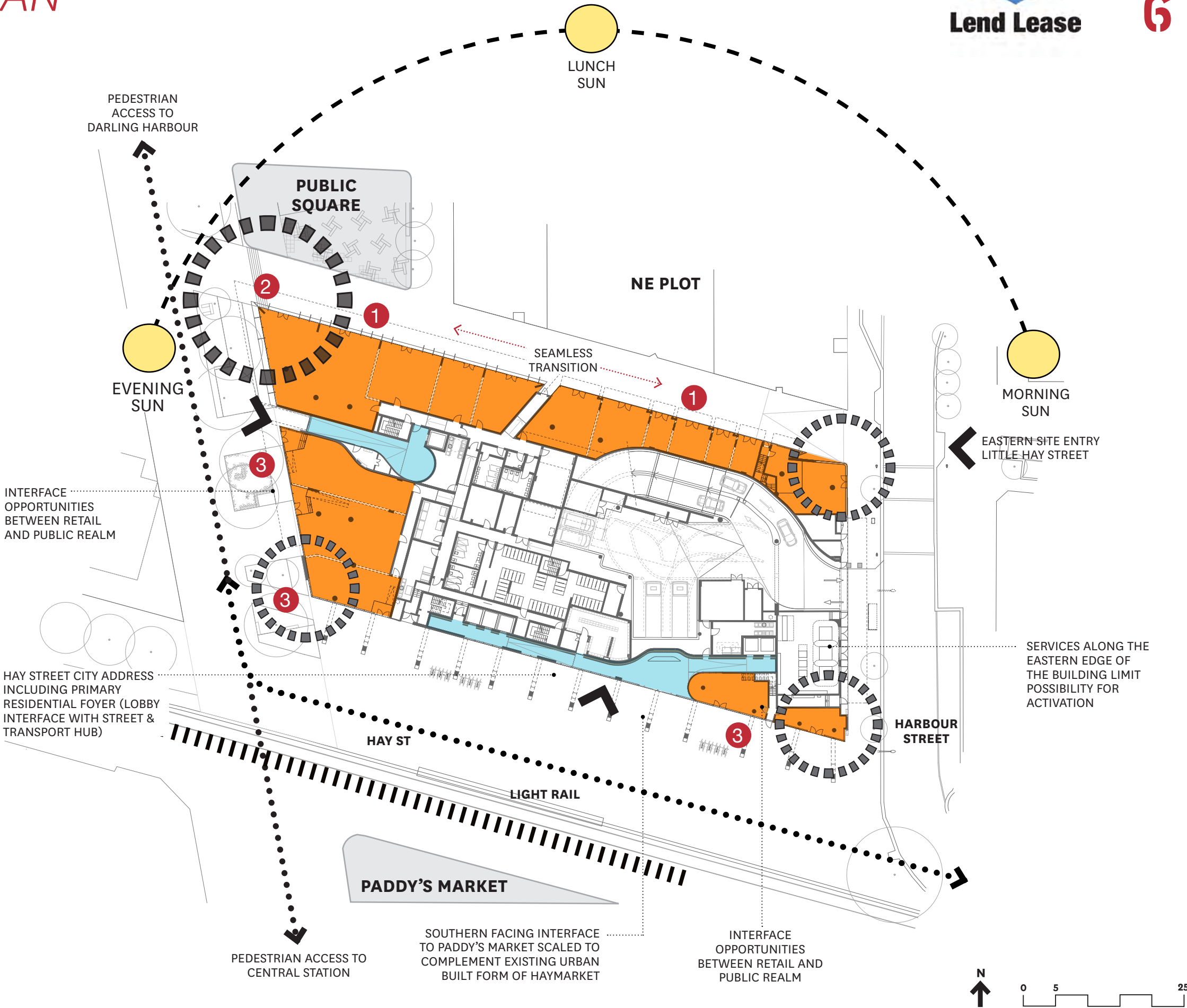
ANALYSIS OF PROPOSED DESIGN

LEGEND

- RESIDENTIAL ACCESS POINTS
- GROUND LEVEL RETAIL OPPORTUNITY
- KEY RETAILERS
- RESIDENTIAL LOBBY

OPPORTUNITIES

- 1 Seamless interface opportunities exist on the northern edge of the site. Public realm spill out activation should be exploited along the Little Hay Street laneway.
- 2 The north west facade of the building receives good afternoon sunlight. This feature should be capitalised on by installing a major anchor tenant and external seating to the square on this corner.
- 3 Sloping ground levels along the western and southern interfaces of the site limit opportunity for activation at these edges. Floor levels of tenancies fronting these interfaces should be lowered so as to achieve street access at grade. This will allow interaction between the street and tenancy threshold, creating more vibrancy along these edges.

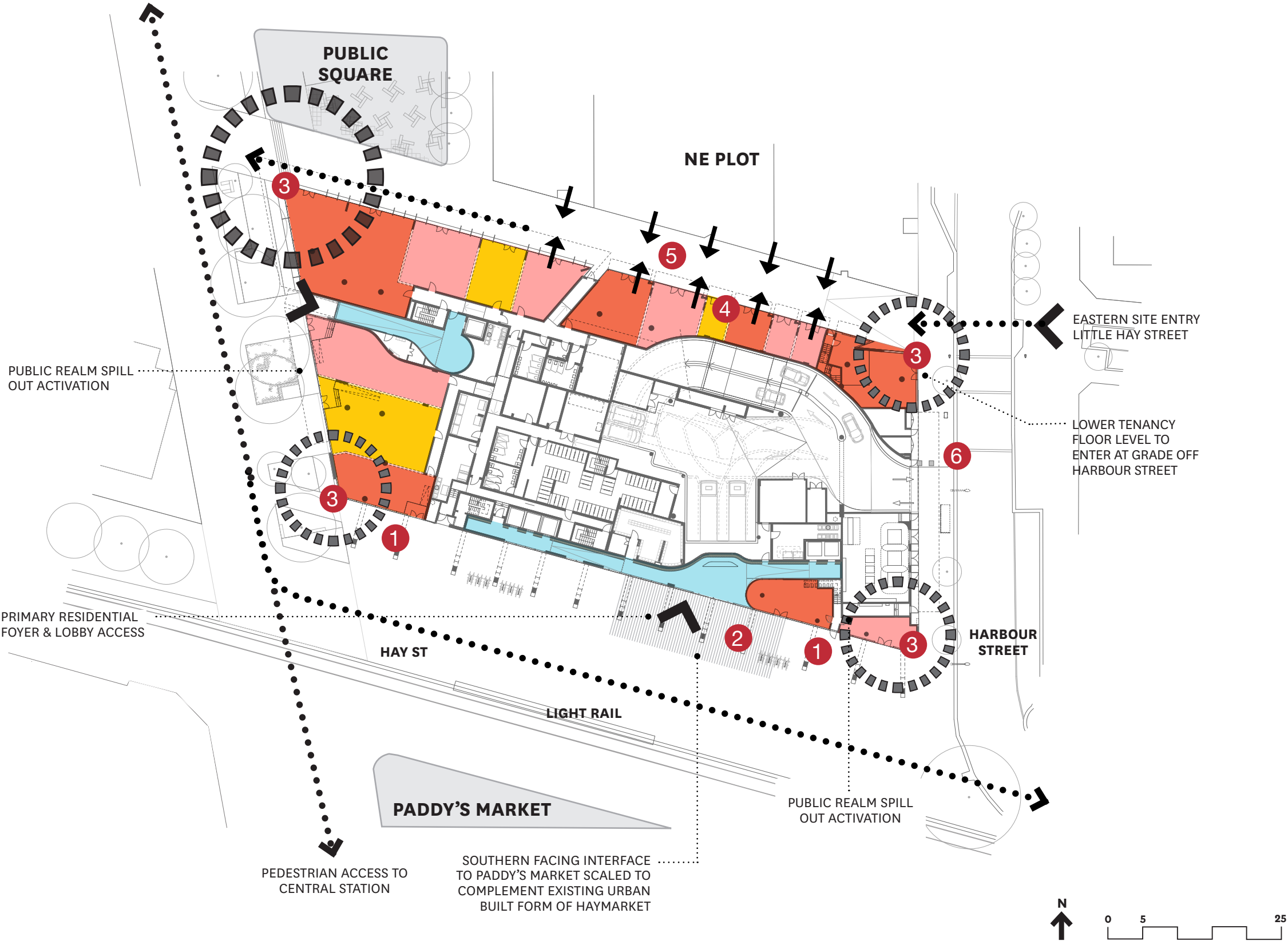


LEGEND

- RESIDENTIAL ACCESS POINTS
- GROUND LEVEL RETAIL MIX
- KEY RETAILERS
- RESIDENTIAL LOBBY
- PROPOSED GROUND TREATMENT

RECOMMENDATIONS

- 1 Encourage outdoor seating (including public seating) and service points to tenancies on southern frontage to establish a connection with the surrounding urban context, the existing market and transit points.
- 2 Introduce a different ground treatment to the footpath in front of the main residential lobby entry to signal arrival.
- 3 Proposed ground floor anchor retailers should 'reach out' into the square/street to activate the public realm (subject to subsequent SSDA).
- 4 Encourage a highly diverse retail mix in Little Hay Street laneway involving food and non food offers. A diverse fine grain scale of tenancies will foster an active vibrant streetscape.
- 5 Compress and intensify the activity in the Little Hay Street through the use of raised planter boxes, neon signage, street trees and a variety of shop front designs.
- 6 Minimise the negative impact of the BOH services on Harbour Street by activating the corners of the building and providing street planting where possible.



LEGEND

- FOOD AND BEVERAGE
- FOOD RETAIL
- NON FOOD RETAIL

OVERVIEW

A diverse mix of smaller, fine grain and larger anchor retailers will combine to make the SE plot not simply a place to transit through but also a destination for patrons. The SE plot will work to connect the precinct to the greater urban fabric and activate the site by day and night.

RECOMMENDATIONS

- 1

The SE plot should offer a diverse mix of tenancies punctuated by key retailers at the corners to both connect to and activate the public space.
- 2

The Hay Street interface should work at the building scale to provide a city address to both the residential and commercial premises beyond. The frontage should also work at the human scale to provide a permeable, open and inviting space for people to gather, interact and engage with directly from the street.
- 3

The Little Hay Street interface to the north is an 8m wide pedestrian only compressed space which will have an intensity of activity including both food and non food related offers in a range of different sized spaces.
- 4

Both the northern and southern corners of the western frontage should have popular retail operators to help connect and activate the public space beyond. The northwest corner should contain a key food and beverage tenancy that blurs into and engages with the public amenity and works to capitalise on the public square aspect. Late night trading will help to bring natural surveillance and safety to the precinct by night.



- ✔ Unique and individually designed shopfronts
- ✘ Avoid repetitive shop front design solutions



LEGEND

 GROUND LEVEL RETAIL MIX

OVERVIEW

External seating should be provided to food and beverage tenancies to help blur the line between inside and outside and activate the public realm at ground level.

RECOMMENDATIONS

- 1 Retailer seating should be provided outside tenancies along Little Hay Street to create a sense of vibrancy.
- 2 Seating should also spill out onto the footpath of Hay Street and along the western edge of the site to increase activity at these interfaces. The inclusion of public seating along these edges will also help to foster activity and provide an opportunity for informal gatherings.
- 3 Outdoor dining areas should be provided with shade and weather protection.
- 4 Food retailers could also be encouraged to incorporate seating or external product displays at shop fronts in the public realm.



SEATING GUIDELINES // EXEMPLARS

URBAN DESIGN RECOMMENDATIONS



LEGEND

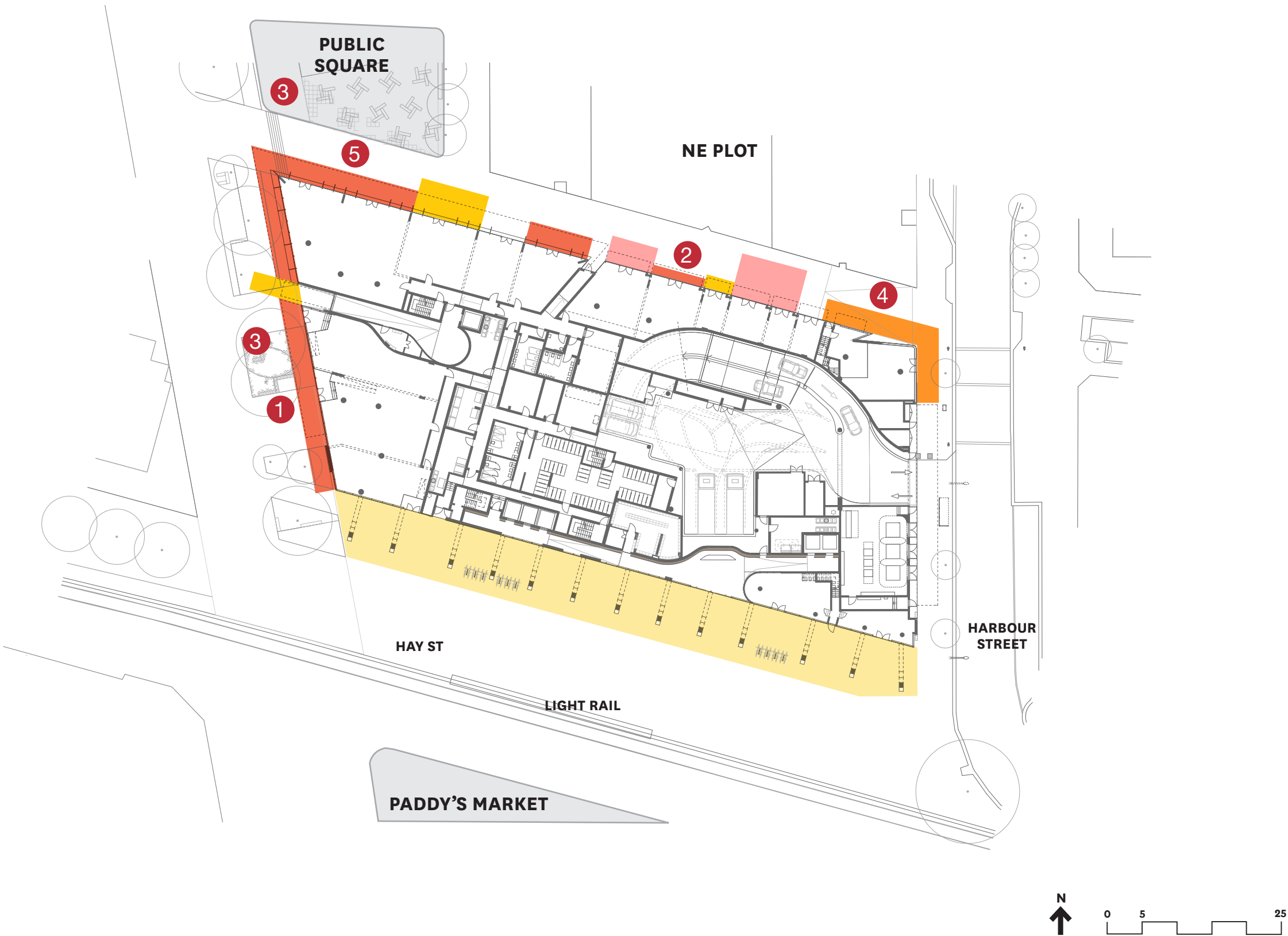
- VARIED AWNING TYPES
- UNDERCROFT SPACE

OVERVIEW

Outside coverage should be provided above ground level tenancies and building access points to allow pedestrians to comfortably circulate the site without overexposure to wind, rain and sun. Awnings and canopies also help to compress building heights, provide retailer expression to the street, re-scale buildings to the human scale and add to the pedestrian experience.

RECOMMENDATIONS

- 1 Continuous coverage should be provided around the edges of the building at the ground plane for weather protection.
- 2 A diverse range of awnings and canopies should be provided that vary considerably in height, scale, material and type (eg. cantilevered or column support). This variety of awnings and canopies help to give diversity and identity to the streetscape.
- 3 Alfresco and kerbside areas should be permitted to have umbrellas.
- 4 Fixed awnings and shop front design should incorporate elements such as heating and lighting to address user comfort and encourage use throughout the year.
- 5 Canopy designs could also incorporate art work.



AWNINGS AND CANOPIES // EXEMPLARS

URBAN DESIGN RECOMMENDATIONS



LEGEND

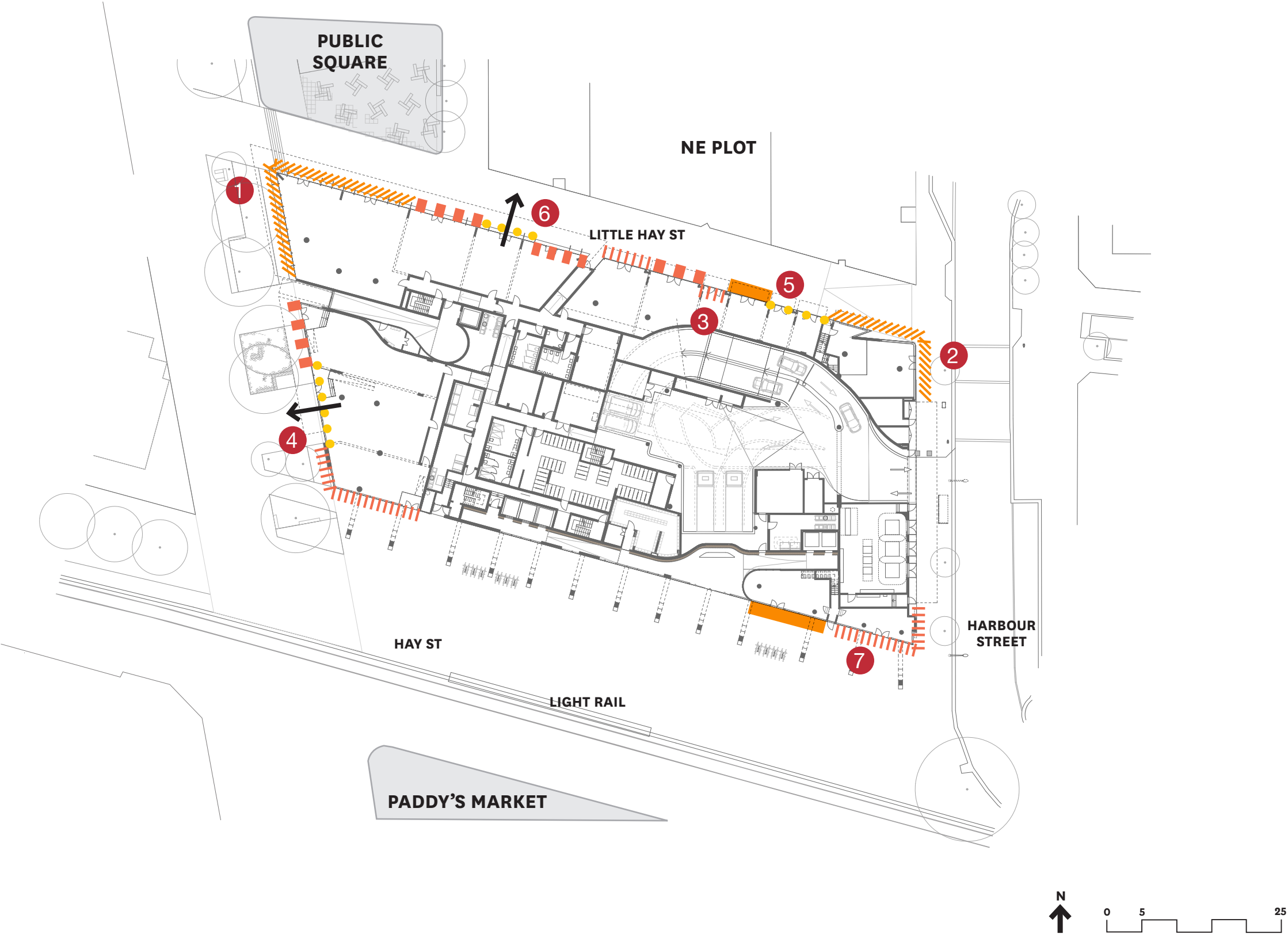


OVERVIEW

Individually designed shop fronts will not only help the street by creating visual interest but also assist operators to present themselves to the public.

RECOMMENDATIONS

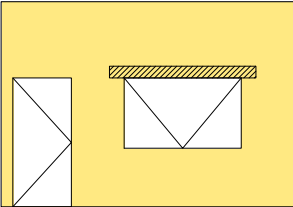
- 1 Shop fronts should have a diverse range of designs that activate and promote engagement from users.
- 2 Designs could incorporate 500mm high 'activated' ledges with built-in seating, displays or planting.
- 3 Designs should employ a diversity of glazing methods and materials rather than a single repetitious solution.
- 4 Designs should encourage clear views and access to outside spaces to ensure seamless integration of inside and outside, fostering engagement with the active street level.
- 5 Small tenancy sizes will encourage a high ratio of door entries to the street and create an engaging pedestrian experience.
- 6 Operable windows and canopies allow tenancies to trade in all seasons. This feature not only satisfies retailers, but the change in operation modes provides a varied and engaging customer experience, encouraging customers to return.
- 7 Building elements can be brought fully to ground in places so as to 'frame' the tenant shop front. (Refer to typologies, pg. 15)



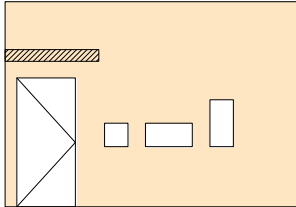


SHOPFRONT TYPOLOGIES

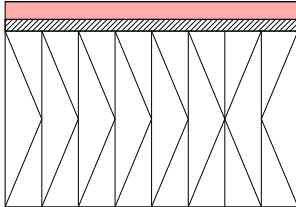
A variety of typologies provide cues to the customer on how to engage with the space and the ‘brand’ of the shop.



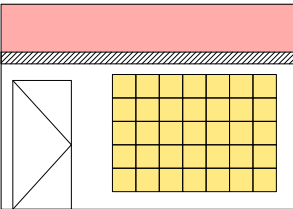
SERVERY



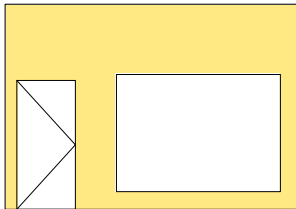
HIGH-END RETAIL



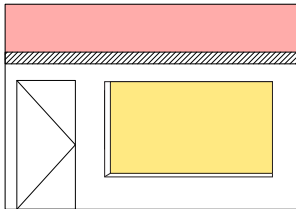
FULLY OPENABLE



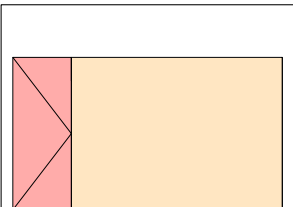
BASIC DISPLAY



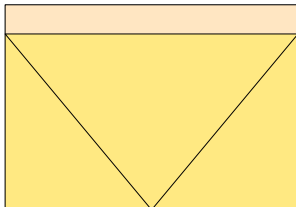
STANDARD RETAIL



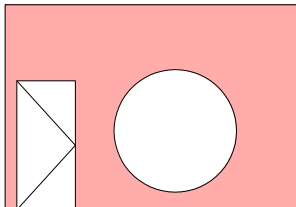
ACTIVATED DISPLAY



STANDARD RETAIL



FULLY OPENABLE



CUSTOM

LEGEND

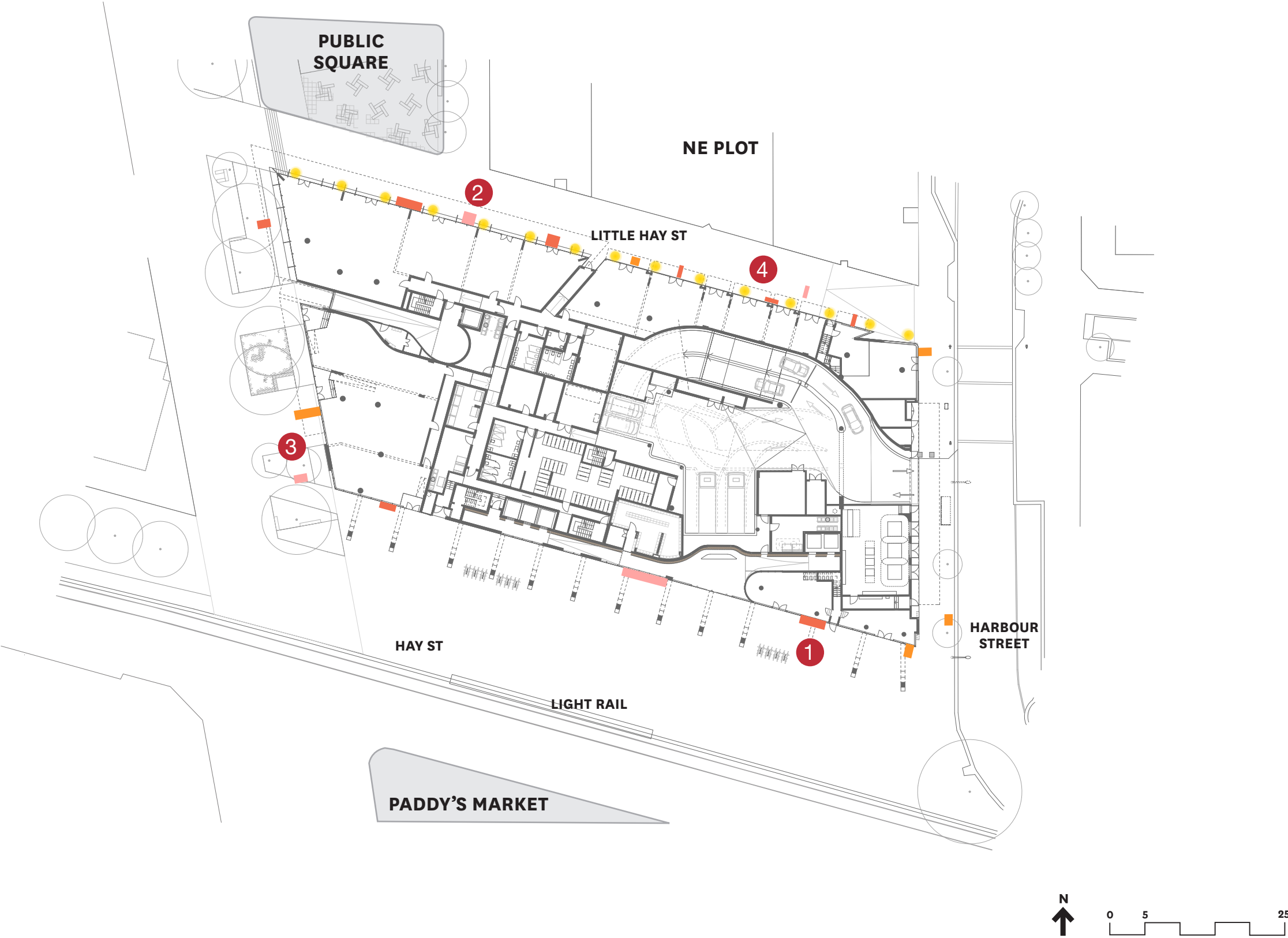
- SIGNAGE INSTALLED AT FRONT OF TENANCIES (NOT TO SCALE)
- WALL & UP LIGHTING

OVERVIEW

Signage and lighting works as another layer of design to engage and activate the street at both the building and human scale for visitors by day and night.

RECOMMENDATIONS

- 1 The precinct should adopt a diverse range of signage and lighting types, varying in size, materiality and orientation.
- 2 Extensive use of lit signage, e.g. neon, and backlit signage could double as lighting and work to promote safe and active use at night.
- 3 Lighting and signage installed at different levels and heights will add to the visual diversity and interest of the street.
- 4 Provide up lighting to high level green planters over shop fronts on Little Hay Street. This will help to draw the eye upwards and create interest on the facade at higher level.





OVERVIEW

Little Hay Street has the potential to become a vibrant food and retail 'hotspot'. Diversity in the design of shopfronts, awnings, lighting and signage can help to achieve this.

RECOMMENDATIONS

1 SHOPFRONT DESIGN

- Avoid monotonous, continuous glazing solutions
- Allow for individual shopfront designs
- Utilise a varied material palette

2 AWNINGS AND CANOPIES

- Vary height and colour of awnings to create visual diversity
- Awnings should extend far enough out to provide adequate weather protection to external tenancy seating

3 LIGHTING & SIGNAGE

- Allow gaps between awnings and canopies to accommodate signage elements and lighting

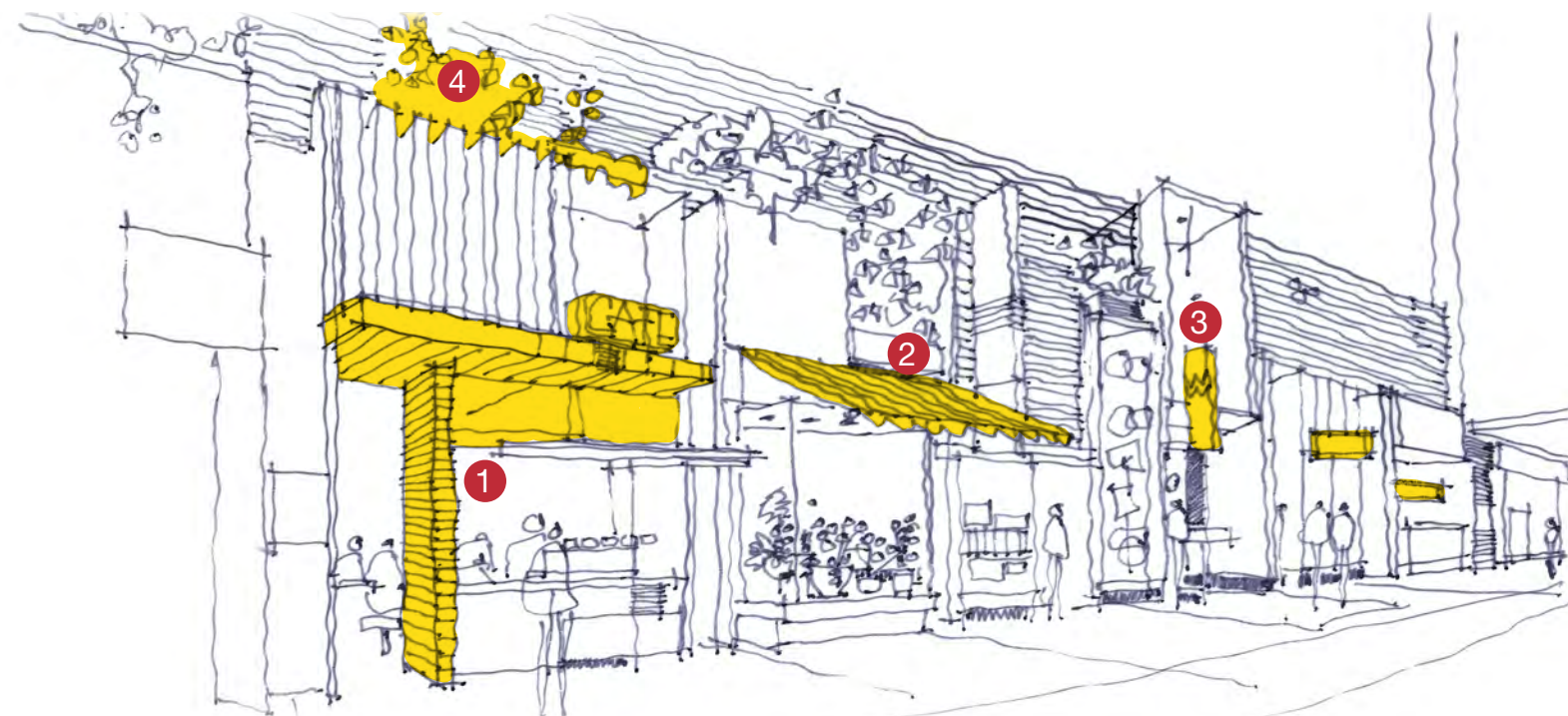
4 LANDSCAPING

- Planting above shop fronts helps to break up facades and adds visual interest to the streetscape

TENANT SIGNAGE ZONE TENANT DESIGN ZONE



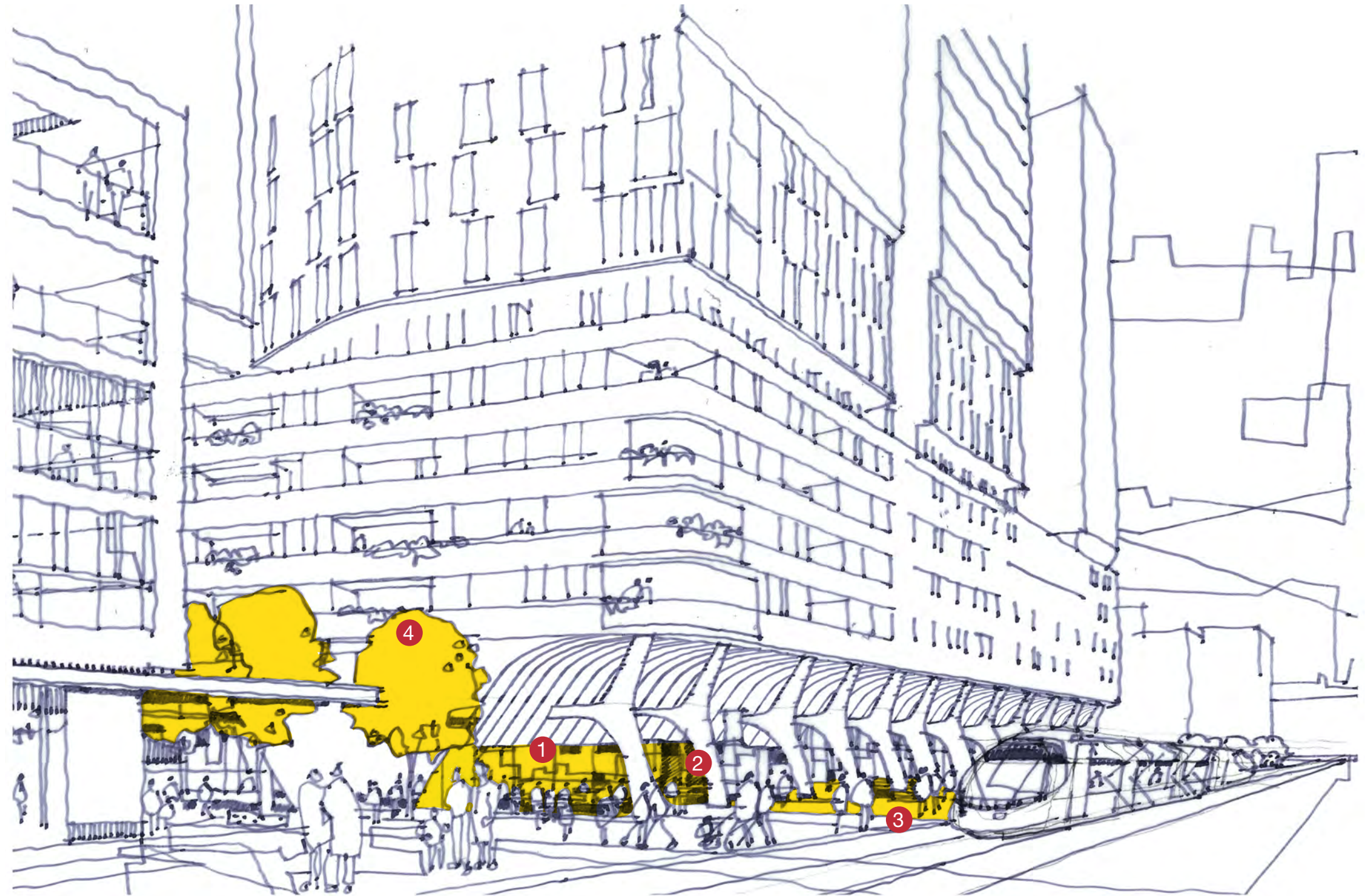
FRAMEWORK FOR INDIVIDUAL TENANCY FITOUT



ENCOURAGE A DIVERSITY OF SHOP FRONT DESIGNS WITHIN THE FRAMEWORK

RECOMMENDATIONS

- 1 An anchor tenant positioned on the south west corner of the site will act as a vibrant welcome to pedestrians coming from Central Station and Ultimo.
- 2 External seating and service points fronting Hay Street will help to activate the southern edge of the site and attract customers exiting the light rail system at Paddy's Markets.
- 3 A change in ground treatment outside the principal residential entry on Hay street will signal an informal arrival for new residents.
- 4 Trees and other landscaping elements will help to break up the space and delineate seating areas and paths of travel. They will also provide weather protection for pedestrians and retail customers by creating areas in dappled shade.



REFER TO SHOP FRONT
DESIGN FRAMEWORK
(P. 19)

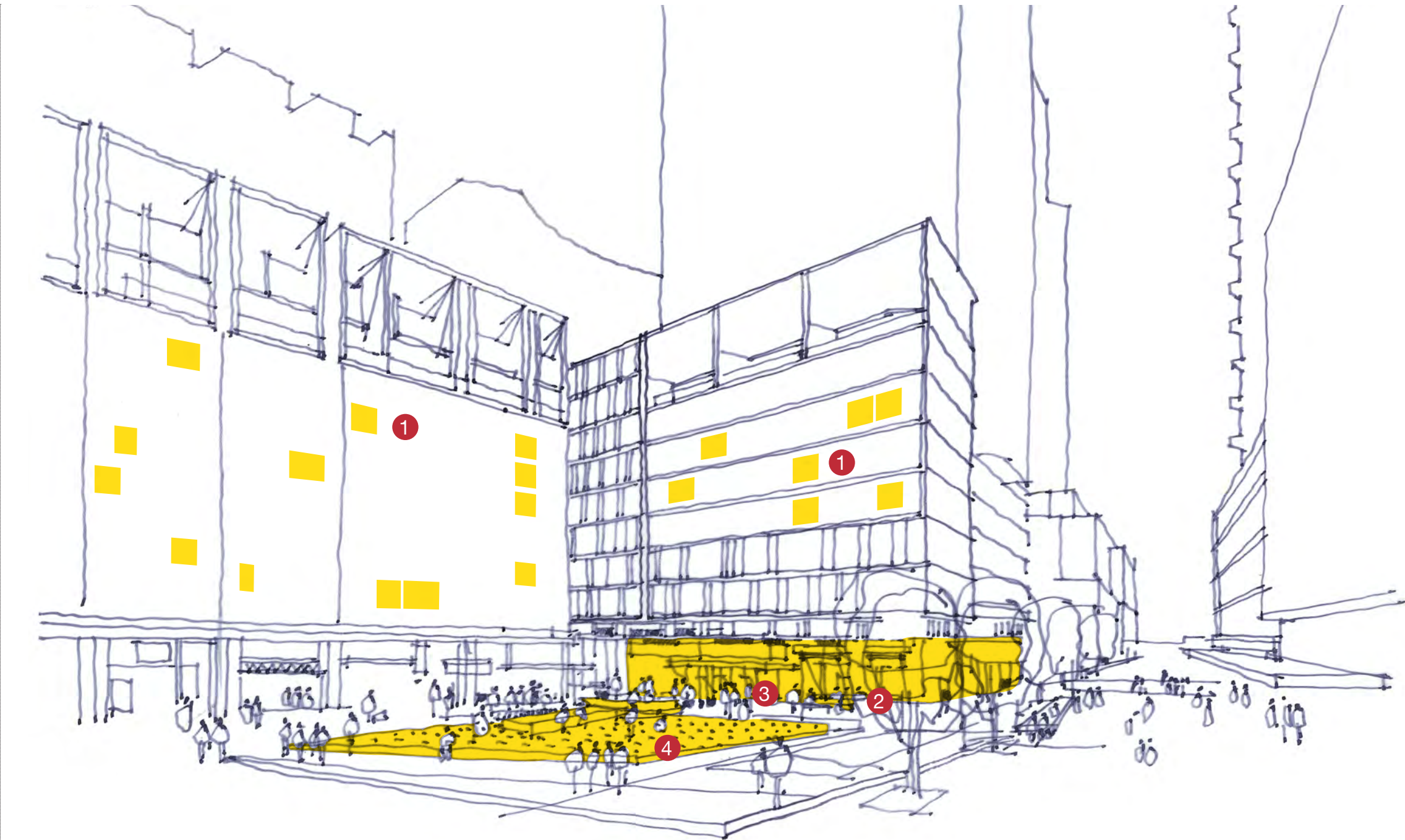
RECOMMENDATIONS

- 1 Overhead lighting, including up lighting and wall lighting, will help to make the space feel safer and more human-scaled.
- 2 A diversity of awning types helps provide a scale transition to the pedestrian level.
- 3 Diversity in signage including informal spill lighting from retailer neon signage is encouraged.
- 4 External seating and covered dining areas outside tenancies create an informal welcome for visitors and helps to define the laneway entry.
- 5 Clear paths of travel encourage pedestrians to meander through the laneway.
- 6 A green zone above the ground plane shop fronts provides another layer of enclosure and warmth to the bustling laneway.

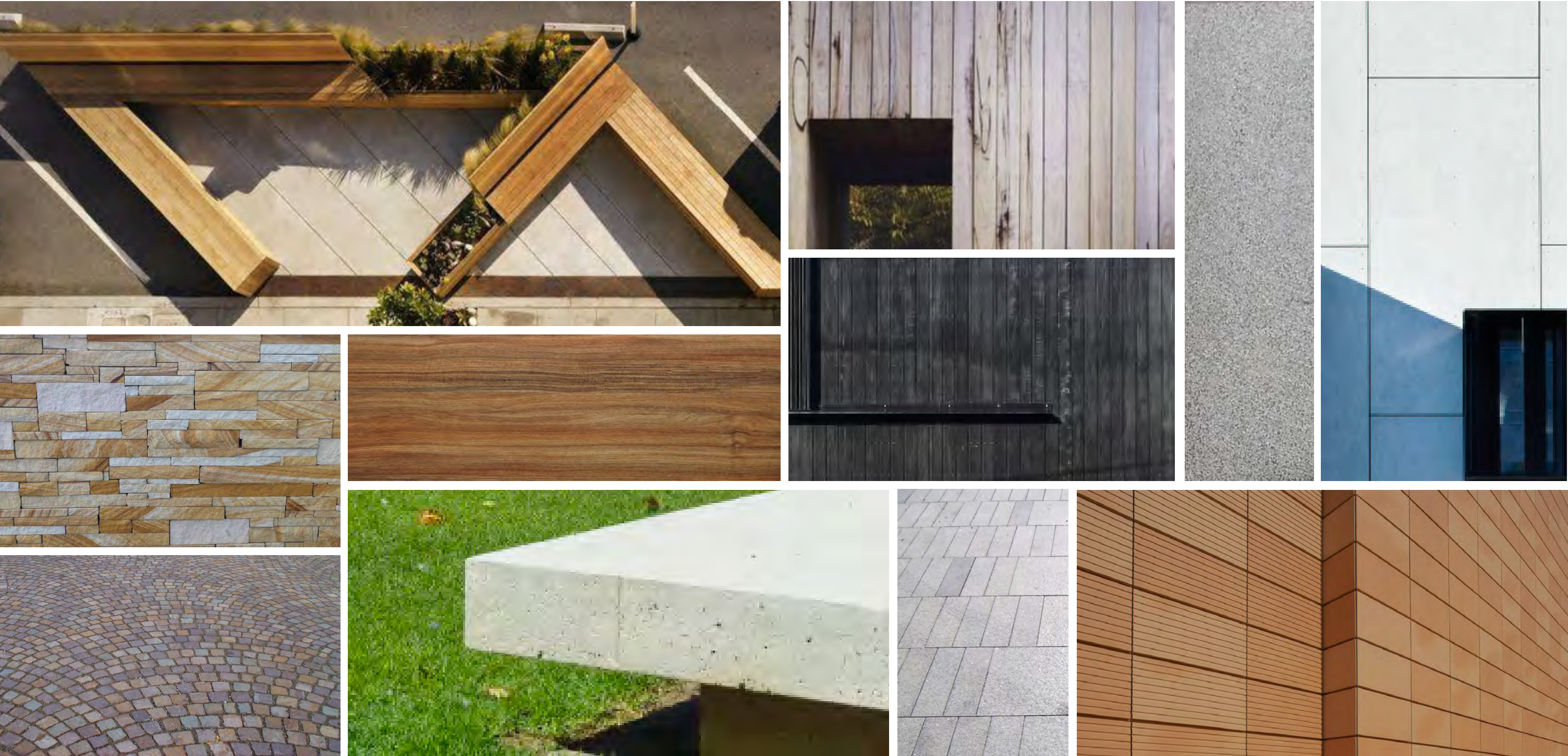


RECOMMENDATIONS

- 1 Upper level views into the square, including lights on at night time, will bring an informal level of security and comfort to the precinct after dark.
- 2 A key retailer will provide the main focus of activity for the square's public life and will help to contain and compress activity in Little Hay Street.
- 3 External tenancy seating and large, operable windows and doors will help to blur the line between inside and out.
- 4 Landscaped spaces provide places for people to meet, rest and gather, and can host temporary or event retail features to attract more people to the precinct (refer to SSDA10 for public realm).



INDICATIVE MATERIALS PALETTE



The recommendations described in this document are intended to assist Lend Lease in achieving a successful urban design outcome at the ground plane level of the SICEEP South East Plot, and reflect design elements that have been included in the design. The document has been prepared without advice from a planning or cost consultant and any design solutions presented should be treated as indicative and subject to change upon further review.

The key recommendations for the SE Plot, described here in detail, are:

- 1 Incorporate a diverse retail mix with an F&B concentration along the northern edge;
- 2 Provide external seating to tenancies;
- 3 Add green elements such as trees and planter boxes around the building edges;
- 4 Utilise a variety of different shop front designs across the site with a focus of Little Hay Street;
- 5 Include plenty of awning coverage to the pedestrian zone at ground level;
- 6 Incorporate lighting and signage elements into the design at ground level.

In combination, these design tactics can ensure that the SE Plot becomes a vibrant and active destination at all times of the day and night.

