

Modification 4 to the Wollongong Central
and West Keira redevelopment
Architectural Report
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Architectural Design Report to support Modification 4 to the Wollongong Central and West Keira redevelopment

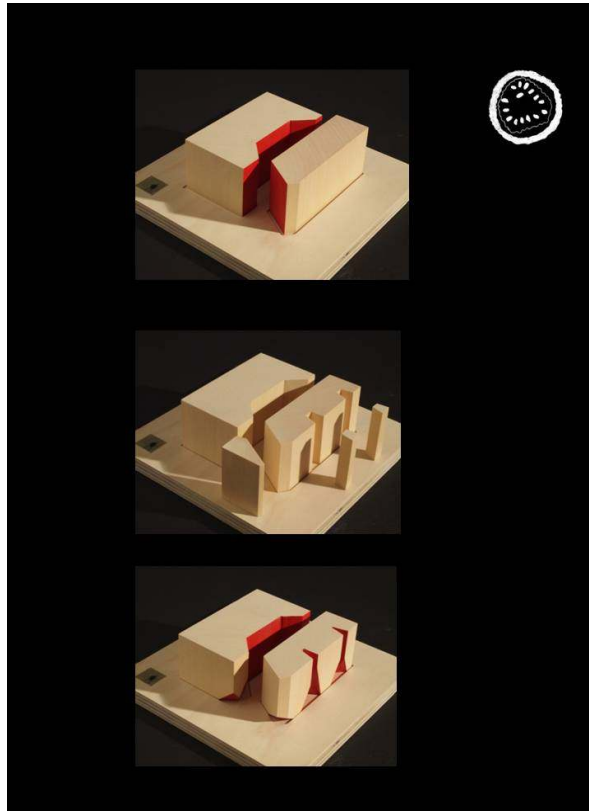
Introduction

The 71 Market St development effectively becomes the 'front door' (vehicular) address for the West Keira redevelopment and as such echoes the core design principles established in the Wollongong Central and West Keira approval, as modified. These principles speak to notions of connectivity which in 71 Market St is explored through the design of the facade.



1.0 Urban context

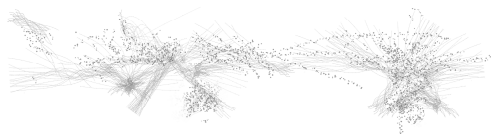
The Market St frontage responds to the existing adjacent built form by establishing important alignments and datum points but perhaps more importantly looks to the future desired built outcome for Market St as outlined in the current planning instruments and as built in the corner AHM development (cnr Market and Richardson St). In this way its design enhances rather than precludes the formation of a changing precinct important to the growth of the city as a whole.

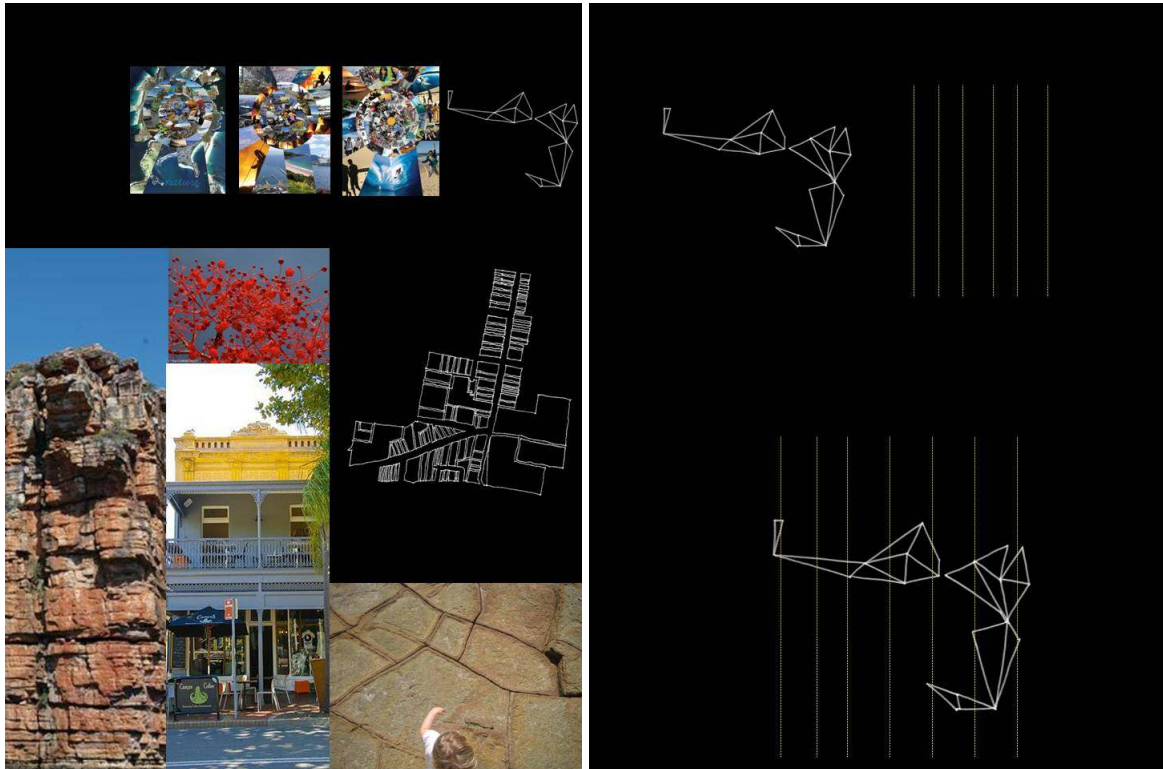


2.0 Built Form

The built form strategy is driven by a strong desire to have a clear and legible architectural language with a robust 'outer shell' which protects a 'soft inner core'; an appropriate analogy perhaps for the region which is often characterised by the steelworks yet is blessed by an extraordinary natural beauty. Visual activation is heightened along the street frontage by designing a facade which folds and facets allowing the play of shade and shadow. The faceting of the façade presents a fractured face to Market St which allows differing parts of the facade to be appreciated at pedestrian level.

This robust form is contrasted by the delicate patterning of the façade provided by the Iconic Illawarra flame tree which provides a punched and embossed motif.





3.0 Facades

As is the case with the street facades to the West Keira redevelopment the architectural expression, of the street facades in particular, must be strong and iconic; speak of the place and engage with the streets. The life, the pulse of the place must be felt in the public domain.

Architecturally the building evokes the faceted and layered form of the escarpment which dominates the Illawarra coastline. We then note the softer flora form of the Illawarra Flame Tree which adds pattern to the facade. Visual activation is also provided at night whereby the patterning of the façade is able to be dramatically lit.



The material palette of white patterned and perforated pre cast walls (or similar) is offset by a highly articulated steel entry portal at pedestrian level. The perforations emulate the form of the iconic Illawarra flame tree and provide a playful and fluid patternation across the facade.

Conclusion

Drawing strong design 'cues' from the approved West Keira redevelopment, the built form responds to the 'place' of Wollongong while respecting the fine grain nature of existing development patterns. The 71 Market St modification provides the 'entry gateway' to West Keira providing a finely articulated and visually activated streetscape while evoking a dynamic built form which speaks uniquely to the place.