

09039

'Parkview Place'

7 Parkview Drive_Sydney Olympic Park

Design Statement> EA Submission

12 November 2009

Borne out of a design excellence competition held by the GPT Group the proposed commercial building with associated retail and basement parking is the first in a family of commercial, residential and retail buildings at 7 Parkview Drive. Designed in collaboration with a full consultant team the building represents a cohesive and considered approach to the proposed building uses, the site and broader context of Sydney Olympic Park.

SITE CONCEPTUALLY

Sydney Olympic Park is typified by the large objects in the park. These suit stadium typologies that host large crowds. Parkview Place needs to respond at a different scale. We have proposed a reduction in scale.

We have taken the Sydney Olympic Park Authority Refined Masterplan, carefully placing building forms in a manner that at times defines the streets, and at other times delineates larger outside spaces that evoke a range of uses. The varying typologies of commercial, retail, residential and associated community uses are self sufficient in this regard to offer patterns of use that spread across various times of day and week.

The synergy of these uses together with the definition of public space will breathe a continuity of life with appropriate uses at an appropriate scale.

Building A, the extension of Murray Rose Avenue and associated public domain spaces will be the beginning and catalyst for future development at 7 Park View Drive, conceptually described by the project team as 'Parkview Place'.

BUILDING A

Located at the corner of Murray Rose Avenue and Park View Drive the proposed building, Building A, holds not only an important place in the planning of the overall site but also its relationship to Brick Pit Park and connection to the broader Sydney Olympic Park town centre.

Interface with the Public Domain

Inherent to the building design is the close relationship with the public domain. With all building facades responding to a variety of public domain spaces there are no secondary or rear elevations. As such, the planning of building uses have been made to create 'primary' elevations that interface with the public domain accordingly.

Murray Rose Avenue or 'Green Finger No.3' to the South

The primary building address and entry is located at street level along Murray Rose Avenue. The double height entry foyer together with the café, outdoor terrace and upper concourse provide an activated street frontage. Bicycle storage, typically relegated to left over space in the basement is placed on display at street level encouraging alternate means of transport. Services and plant, other than essential authority services are avoided.

'The Cutting' to the East

Holding the open space between Building A and the future Building B 'The Cutting' encourages movement to and from Brickpit Park from Murray Rose Avenue whilst the upper concourse level entry points encourage a dialogue between Building A and B. The activation of 'The Cutting' is further reinforced with the location of the café and outdoor terrace holding the corner of the building between the Murray Rose Avenue double height entry and upper concourse entry. Through a considered approach to the change in level, 1:14 gradient ramps are not required. Thus, design encumbrances typically associated with such ramps have been avoided

between Murray Rose Avenue and Brick Pit Park. This approach is consistent with both the interim and final public domain designs.

'Brick Pit Park' to the North

The building has been designed to take advantage of the unique aspect across Brick Pit Park. Dispersed across the façade deep balconies permit outdoor activities, whether private or communal reinforcing the connection to the park whilst jump scale 'bay windows' frame views across the park.

'Brick Pit Link' to the West

The 'Brick Pit Link' as the name suggests provides a continuation of Park View Drive and connection to Brick Pit Park. The link is a pedestrian priority space with the design and layout allowing use by vehicles servicing the building. Given the nature of the building, elements of the facade at street level need to be dedicated for servicing. Through a considered approach and using the vertical 'split' between the two main bar forms, service elements have been integrated into the building to ensure that the majority of the façade at ground level is glazed and provides a visual connection with the public domain.

Building Form & Character

The desire to create a strong connection and dialogue with the public domain has strongly influenced the form and character of the building.

The solid base holds the building to the street, sculptured to respond to the changing ground plane condition and movement patterns around the site. The concourse level, café and outdoor terrace sit on top of the building base with access via Murray Rose Avenue and 'The Cutting' public domain space. Floating above the ground plane, separated by a change in façade articulation the upper levels have been 'split' into two bar forms.

These bar forms run east –west and are aligned with the central core. The split in the floor plates allows the legible segregation of office tenancies but more importantly reduces the building bulk and scale. This split is further reinforced by stretching the bar form at the eastern end to assist in defining the edge of 'The Cutting' and concourse entry.

A deliberate change in façade character on the western façade at the corner of Murray Rose Avenue and Park View Drive signals the gateway or entry to 'Parkview Place'. A gesture intended to be repeated in the future development of Building C.

Façade Composition and Materiality

Drawing from the contextual characteristics of the site Building A, together with future stages, will adopt a familial composition of materials and finishes. The variety of building forms, intended uses and placement on the site relative to public domain spaces will ensure the legibility of individual buildings.

Taking on the hues of the geological profiles found on the site terracotta inspired façade panels provide horizontal bands of varying natural colours between clear vision panels. The horizontal nature of the façade is further reinforced on the north where fixed horizontal louvres 'extruded out' of the building form provide solar protection.

Continuing the selection of natural materials, pre-weathered corten inspired steel cladding assists in defining the building base, separated by clear glazing and a ribbon of metal cladding that folds its way around the building. A refined palette of glass fins and polished metal cladding provides a point of difference in the composition of materials at the Murray Rose Avenue entry, emphasising the double height foyer. A honed precast concrete colonnade holds the western 'gateway' element and the concourse entry at 'The Cutting'. Embracing the 'split' between the two bar forms, the metal cladding extends and folds its way to the rooftop creating an oversized entry foyer when viewed from 'The Cutting'.

Environmental Strategy

Fundamental to the development of the building has been the integration of a clear environmental strategy to ensure that a robust framework is setup to successfully integrate services, environmental and amenity initiatives within the architectural design from an early stage.

Externally this is manifest in the treatment to the facades. On the north horizontal louvre blades whilst on the west vertical louvre screens provide protection from the sun whilst maximising solar access in winter. External balconies along the north façade provide the flexibility of outdoor work spaces and the opportunity for natural airflow to internal areas. A combination of performance glazing and internal blinds appropriate to maintaining a high level of amenity to occupants will further contribute to reducing energy consumption.

Internally the building has been designed to maintain a high level of comfort to occupants and minimise energy use. Principle design considerations include providing a building floor plate that has the majority of all office areas within 12m of the façade to ensure adequate daylight levels are achieved.

To encourage occupants to cycle, walk and use public transport to work bike storage and change room facilities are provided at ground level adjacent to the main entry. To assist in reducing the impact of vehicles being used for transport to and from work a significant number of small car spaces have been provided.

Furthermore, spatial allowances in the building envelopes have been developed to ensure that the opportunity for a considered approach to the detailed services design, especially cooling and heating systems, can be explored during the detailed development of the design.

Summary

The proposed building creates an innovative urban design solution that is robust in both design and environmental initiatives. As the first stage of development at Parkview Place, Building A will underpin the objectives of the SOPA refined masterplan and ensure that both the interim and future stages provide a development appropriate to place and function.