

PUBLIC DOMAIN

Frasers Broadway
Sydney

Jeppe Aagaard Andersen + Turf Design Studio

PROJECT APPLICATION BLOCK 2

Issue A

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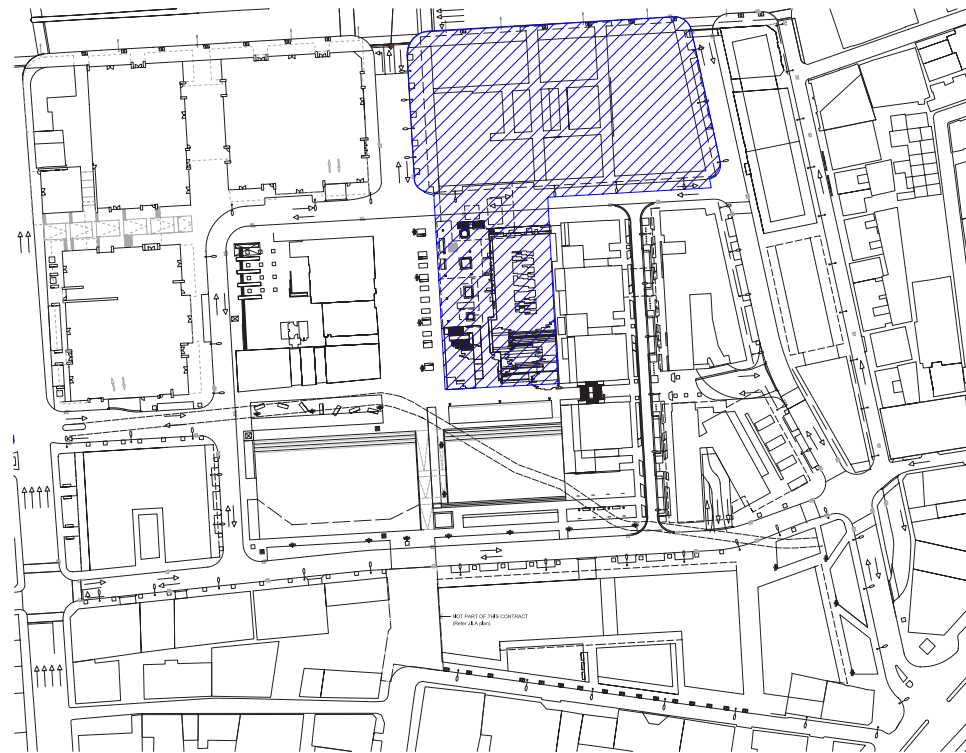
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PA Block 2

INTRODUCTION

SITE PARAMETERS

Block 2, designed by Ateliers Jean Nouvel (AJN), comprises the north eastern corner of the Frasers Broadway site. This PA includes one external street, Broadway and three internal streets, Balfour Street, Tooth Avenue and Kent Road.

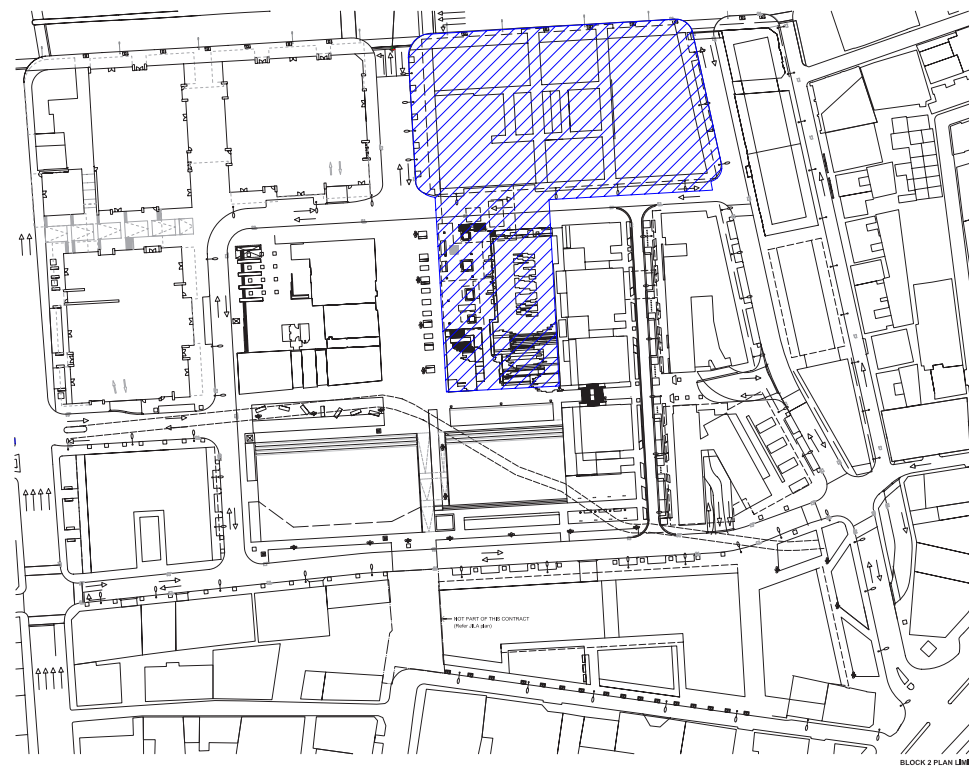
This PA includes the above streetscapes within the PA boundary. It includes soft and hard landscape such as planting, paving and urban elements including street furniture and lighting.

DESIGN INTENT

Urban design elements come together creating functional spaces for the proposed development, establishing a new aesthetic that complements the new building. The holistic design approach will ensure continuity across the whole site and beyond. The design it transitions from new to merge with the City of Sydney (CoS) existing design palette. Broadway and Kent Road conforms to the CoS design requirements.

The site will provide a place for pedestrians that insure logical ground level access to all destinations within the site as well as an enjoyable journey through the site.

The streetscapes provide a significant part of the character within Frasers Broadway. Planting creates the street edge character while the detail of paving provides a quality finish to the site. Urban elements will demonstrate a consistency across the whole site creating a design character that encapsulates the site and marries in with the CoS's design palette.



PA Block 2 zone

PROJECT DESCRIPTION

Key Strategies

CONNECTIVITY

Permeability, flow and a variety of spaces and functions allow the melding of landscape, infrastructure and history at the Frasers Broadway site. Prominent axes stitch the public domain spaces, drawing the visitor to destinations within the site. The AJN building allows pedestrian permeability from Broadway through to the lower plaza and on to the Main Park.

ACCESS

Universal access to AS has been incorporated into the streetscape, connecting walkways and building entries without compromising design quality.

STREET CHARACTER

The sidewalk character is designed to provide a comfortable space in direct relation to its adjacent building with consideration to the street traffic. Broadway is bustling with traffic creating a vibrant edge to the precinct. Street trees create dappled sunlight and a soft buffer from the traffic. Both Broadway and Kent Road are designed in coordination with CoS streets and street tree design codes.

STREET PLANTING

Trees compose the public domain streetscape by providing shade, a physical buffer from traffic and greater green corridor links with Chippendale. The arrangement and variety of tree species define space; frame architectural elements; allow for summer shade and winter sun; display a play of colours and seasonal change.

MATERIALS

Provide a high quality robust palette of urban elements such as paving, lighting, bollards and tree grates for the streetscapes. Promote a site specific style that complements urban elements in surrounding neighborhoods. Broadway and Kent Road comply with the CoS design requirements.



