

Design Concepts and Key Diagrams

338 Pitt Street

Our building at 338 Pitt Street is one experienced in the round. Bordered by Pitt Street and two precinct laneways, it plays a vital role in connecting pedestrians to the heart of the development. In this sense, the building forms an important anchor within this city block, drawing people in and around this site.

Because of its strategic position, we reasoned that our building needed to maintain both civic presence and fine-grained permeability. This balance is what underpins our design proposal. Similarly, our building needed to resolve and accommodate a range of technical requirements, including a generous plant room. These requirements have influenced the building's scale, material selections and, ultimately, its expression.

Arced Building Form

At a civic scale, the building adopts a gentle arced form. This welcomes people into the precinct by softening each edge.

Along Pitt Street, the introduction of a soft curve breaks the flat, monotonous experience of the city's facades. As such, it is a welcome and delightful surprise for passers by, whether they move through the precinct or simply grace its edge.

Circulation and Permeability

The curved geometry also improves accessibility. Along Pitt Street, the sculpted edge provides a place to pause along the footpath. Within each laneway, the arcs subtly guide people into the precinct and draw them beneath the canopy of our building. The curves are complimented by sharpened corners, which pinch at their edges to amplify the experience of entering our building.

Programming

The organisation of our building is loosely broken into three bands. We have placed two small shop front boutiques along Pitt Street. Towards the middle of our site, we have introduced a market hall. The market stalls are small and discrete, conceived of as bustling 'micro retail' tenancies that people can easily wander through. Finally, towards the east, we have concentrated our escalators within a circulation hub.

Building Perimeter

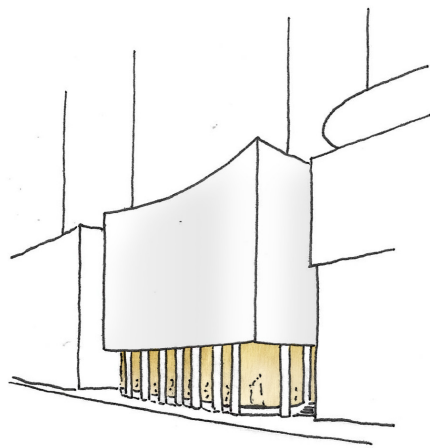
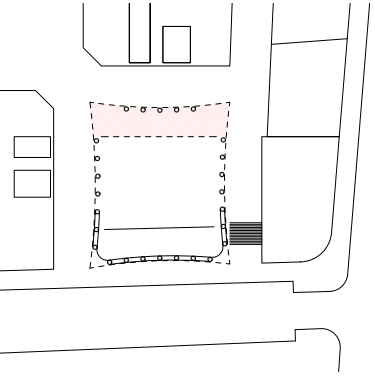
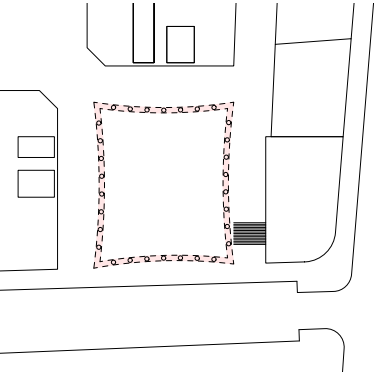
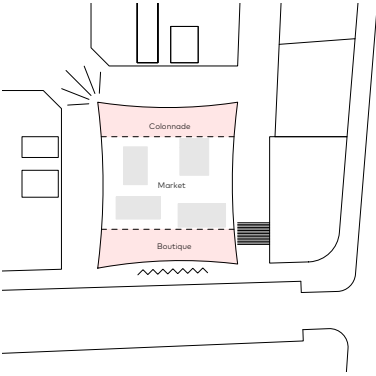
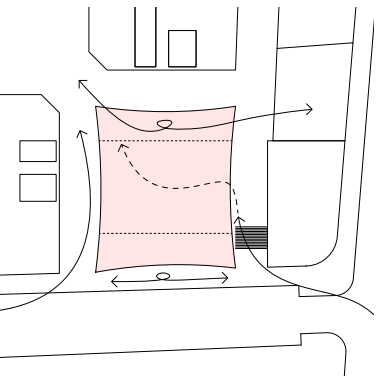
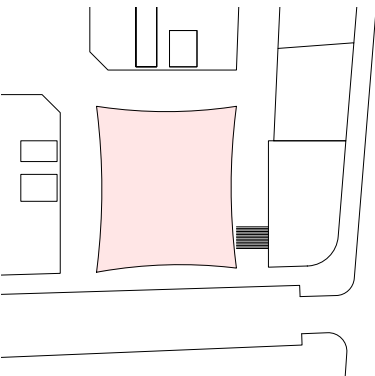
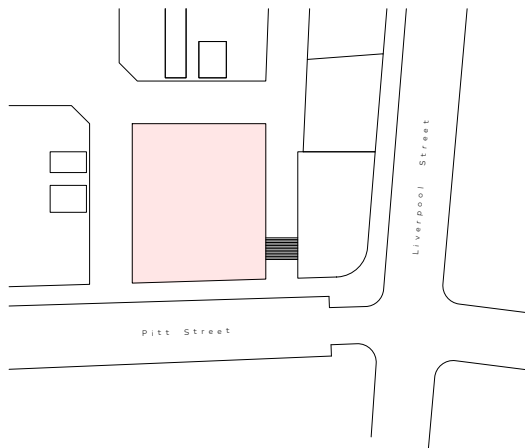
The perimeter condition of our building is conceived of as a colonnade. This architectural gesture was chosen because it is porous, rhythmic and adopts a scale that is both civic and humane.

The continuous colonnade encourages free-flowing movement around the precinct, improving its ability to facilitate through-site connections.

Three Colonnade Conditions

Around each edge, the colonnade responds to the building's requirements.

Towards Pitt Street, the columns define shop front bays, providing spaces for elegant window displays. Along each laneway, the colonnade defines the civic passageways, much like an arcade. Towards the east, the columns support a veil of plants, which cascade downwards.



Materials and Spatial Qualities

Weight and Weightlessness

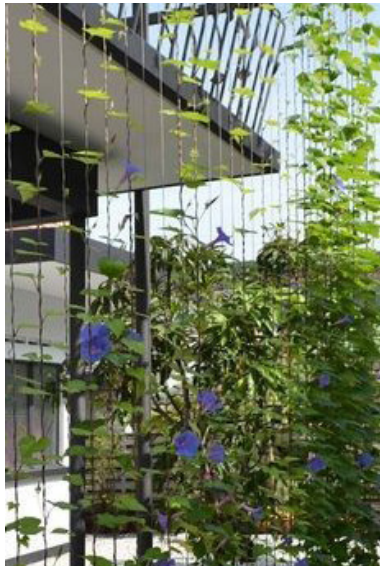
Above the colonnade, the building is shrouded in a delicate metal veil. This material was deliberately chosen to lend our retail building a sense of quality and craft, and to offset the heft of the column grid below. This interplay - of weight and weightlessness - is captured by this veil-like material, which feels draped over the building in gentle, undulating folds. Along the eastern edge, the facade gives way to thin wires, which draw planting upwards.

In line with many high-end retail buildings, this facade will have a strong and memorable urban presence. It has an ability to transform its character from daytime to night. The metal 'veil' also manages the complexities of our facade, which needs to ventilate two storeys of plant equipment. The perforations elegantly resolve and conceal these complex mechanics, offering a facade of beauty rather than mere utility.



Facade

- Perforated mesh panels
- Varying scales
- Bronze or brass tones
- Glazing set back, with frames matching the facade



Facade - Green Edge

- Planting growing up vines
- Some larger plants emerging from planter boxes



Columns, Beams and Planters

- Sandy coloured concrete
- Gently textured

Facade Detail Elevation - Pitt Street

338 Pitt Street

Our Pitt Street facade amalgamates our thinking around civic presence, the colonnade and materials.

Towards the ground floor, the broad concrete columns anchor the building and define shop front bays. This presents an intriguing offering to passers by, who can peer into the stores beyond.

Above this, the first floor retail adopts a folded metal facade. The widened panels are occasionally punctured by windows, allowing for light and views. The detailing is refined and consistent to promote a building of craft and quality. The upper floors are crowned by layers of perforated panels. These shift in scale, animating the building with curvature and gentle drapery.



Facade Detail



Residential Roof Garden

The perforated facade offers glimpses of this green space, while sheltering the residents above

Plant and Services

The facade artfully conceals the ventilation and access requirements of our building

First Floor Retail

Glass windows are set within the facade, allowing views into - and out of - the first floor retail space

Pitt Street Retail

Large glazing is set between the columns, creating shop windows and corner entrances

Circulation Hub Void

A second floor void exists over the circulation hub, offering additional planting and filtered light

Circulation Hub

The first floor facade is an open screen, with planting growing up and dripping down

Market Hall

The base of the building is open during the day, allowing visitors to wander between the market hall outlets



Facade Detail Elevation - Circulation Hub

338 Pitt Street

Our east facing facade offers a distinctive urban edge: one that is decorated in soft greenery and plants. This ties our building in to the broader landscape strategies that define the precinct. It also offers a contrasting experience to the Pitt Street facade; softness and drapery of a different kind.

The building is permeable and open on ground, allowing for seamless movement between inside and out. Beyond this, there are glimpses of the market hall and small store activity. The first floor is accessed via an escalator, which draws people to the upper levels of retail. This floor will feel light and airy, with the plants acting as a green backdrop. Above this, the facade returns to its consistent form, wrapping around to enclose the plant room and rooftop green spaces.



Planter Detail