

“THE HAYMARKET”  
PRECINCT

PIER STREET



COMPARATIVE MASSING PERSPECTIVE - NW COMMERCIAL SITE & ICC THEATRE



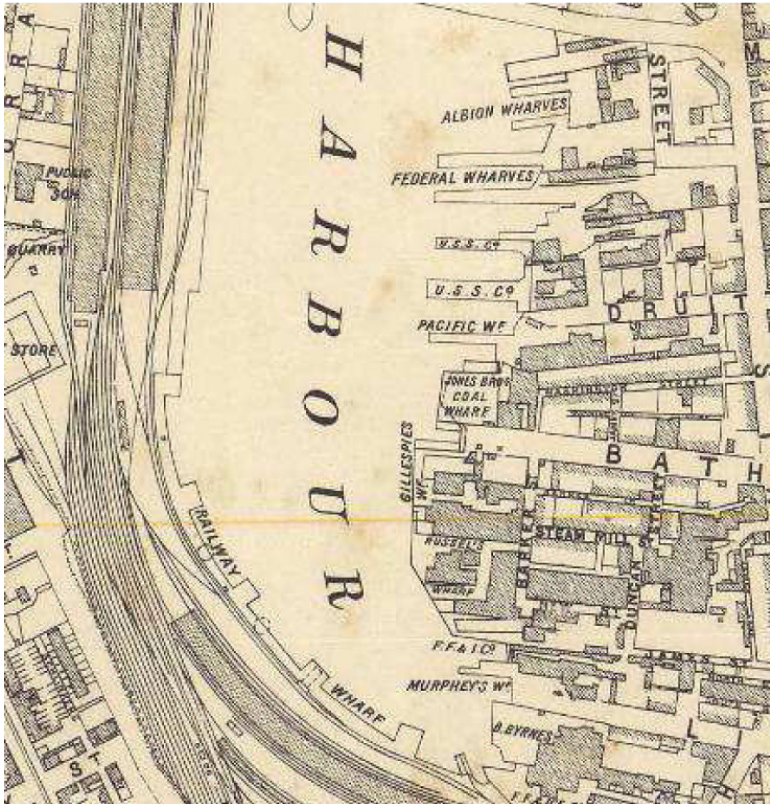
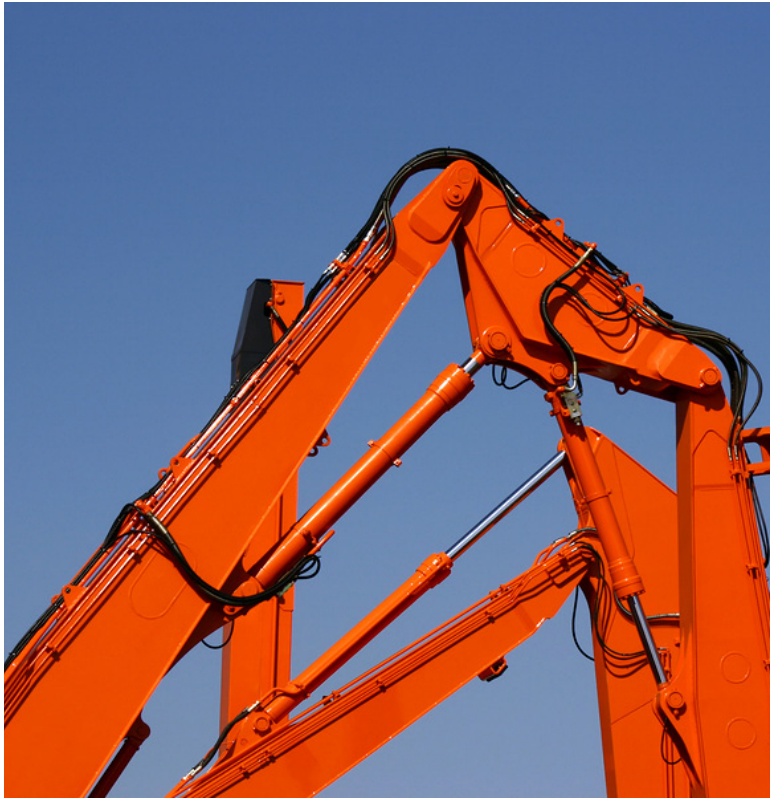


A design excellence strategy has been conceived to first recognise the practical, functional and property market driven requirements of a diverse mixed-use development as prescribed for the NW Plot. The strategy draws upon the refinement of these solutions while seeking subtle inspiration from local geological formations/characteristics which have inspired a “fold and crease” dynamic in the proposed architecture. A distinct colour palette and a desire for visually diversity has further informed the design approach which draws reference to former decades of working harbour and port related activity, for which the area was and is still (to a degree) known for. The aim has been to create an architecture which delivers design and visual excellence beyond a conventional multi-storey car park and commercial office scenario.

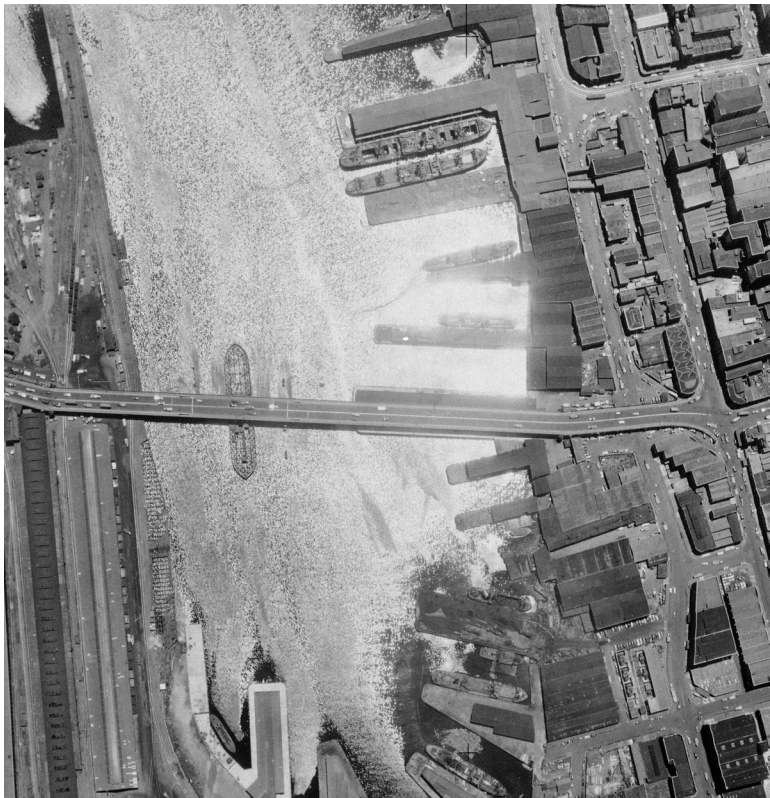
The strategy firmly shifts the conventional appearance of these functions toward a unique proposition which visually “reconciles” the façade treatment between car parking and office function with a strong colour/graphic approach blended with a fold and crease disposition applied to the façade planes. The fold and crease vocabulary intensifies at the lower level canopy and represents in a greater “animated” form in relation to ground level uses and structure as featured in lobby areas, retail frontages and feature walls . The intent is to move a conventional commercial architecture vocabulary towards one which is innovative and ultimately creates a positive contribution to the immediate precinct and greater residential context.



PORT HANDLING - COLOUR PRECEDENTS & BENCHMARKING



HISTORIC HARBOUR'S EDGE - ORTHOGONAL INTERVENTIONS

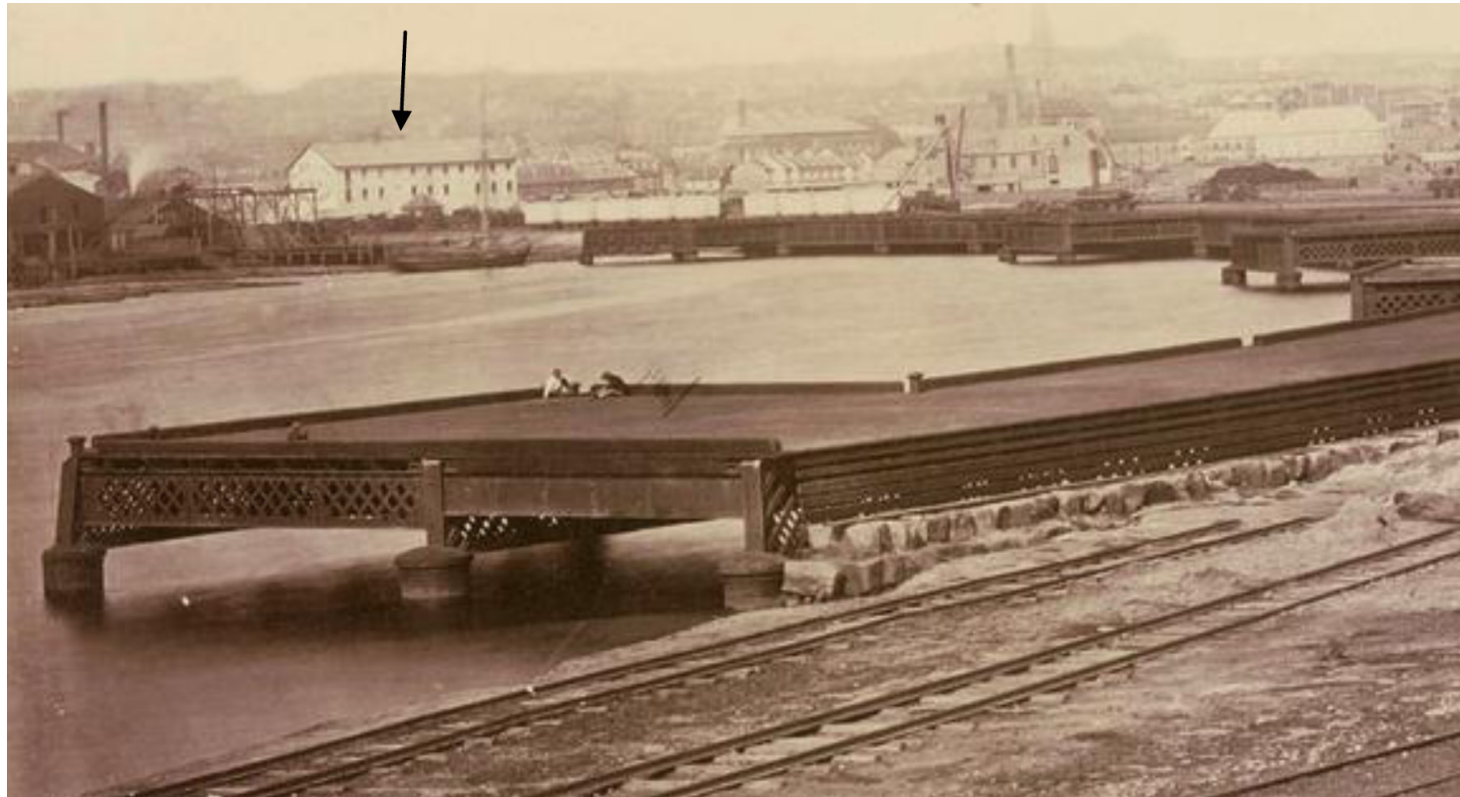


DARLING HARBOUR, 1948. CITY OF SYDNEY ARCHIVES

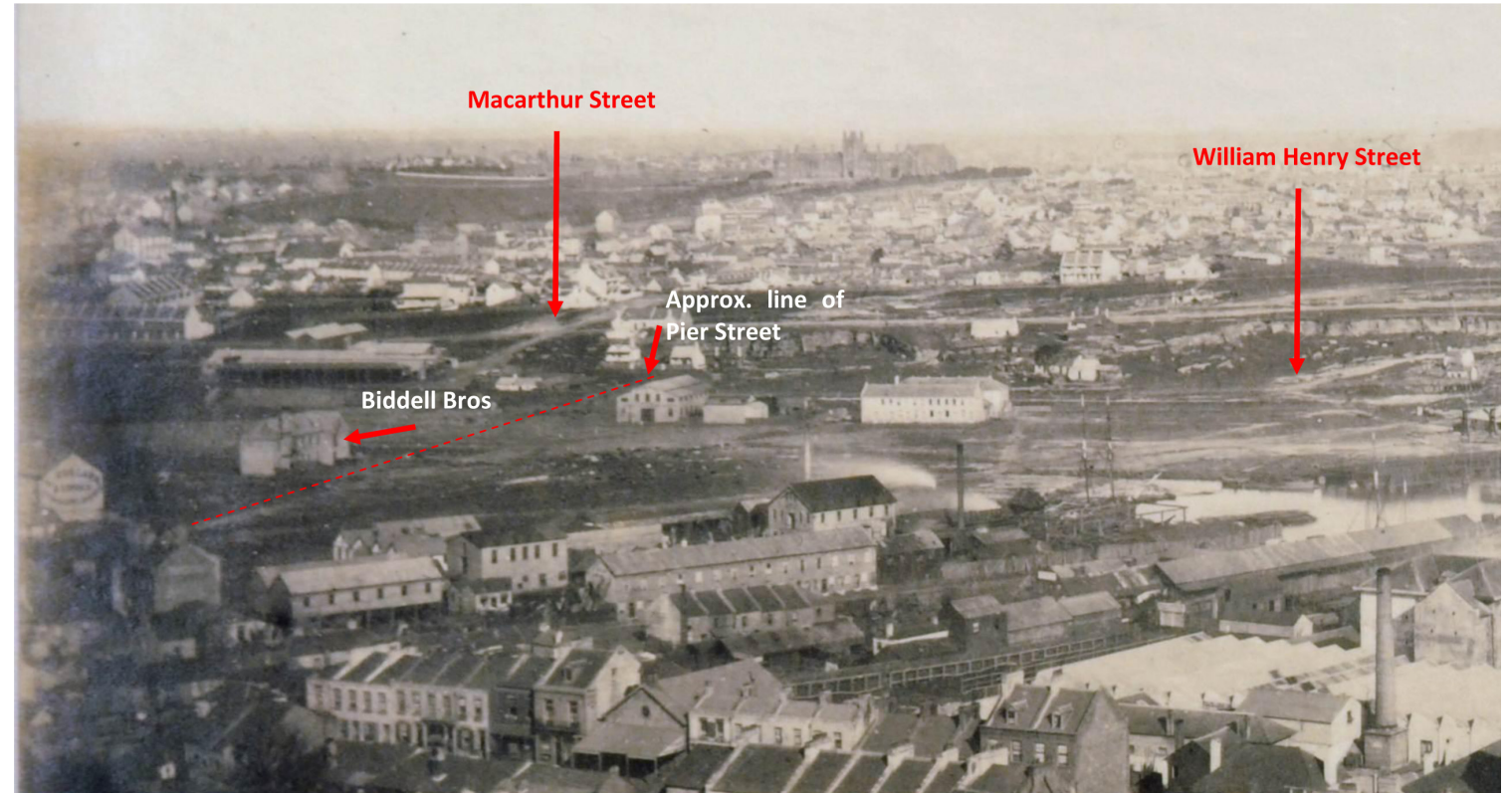


LOOKING NORTH ALONG DARLING HARBOUR, BY ADAM FORREST FRANT, PRE 1928. CITY OF SYDNEY ARCHIVES





HISTORIC MAN-MADE LAND / HARBOUR FRONT STRUCTURES. VIEW OF ZOLLNER'S WORKS (ARROWED) IN THE BACKGROUND WITH THE NEWLY CONSTRUCTED IRON WHARF IN THE FOREGROUND c1876. SPF 944 ML SLNSW.



HISTORIC MAN-MADE LAND / HARBOUR FRONT STRUCTURES. PANORAMA OF TOWN HALL, 1870s LOOKING SOUTHWEST OVER THE RECLAIMED LAND AT THE SOUTHERN END OF DARLING HARBOUR. ALL OF THE WESTER HALF OF THE HAYMARKET STUDY AREA IS WITHIN THIS IMAGE SHOWING THE RECLAMATION FURTHER TO THE NORTH ASSOCIATED WITH THE 1870s IRON WHARF AND NEW SEAWALL. SOURCE: CITY OF SYDNEY.



FISSURES & STRATUM - NATURAL GEOLOGICAL REFERENCES





# 04

## BUILT FORM

4.0 NORTH WEST PLOT DETAILED DESIGN RESPONSE

4.1 Design Quality

The design quality proposed for the development is based on the careful consideration of key functional and market driven requirements balanced with important urban and contextual responses. Further, inspiration has been drawn from early development economics related to area land use, geology and the port development legacy of Darling Harbour and the Haymarket precinct. These references have been considered in both a contemporary and historic sense with modern port handling colour references informing the overall building colours, above ground level combined with historic, masonry and steel references, designated to ground level treatments and frontages. The intent is to draw upon more recent and progressive maritime themes as well as significant port handling structures such as the Iron Wharf once prominent in the precinct. These aspirations, set within a clear massing and articulation strategy, have played a strong role in providing inspiration for the proposed design and architecture. The overall intent is to generate a design quality which draws upon both the natural and development related evolution of the area, to create an innovative and unique calibre of architecture which is appropriate to The Haymarket and overall SICEEP precinct plan.

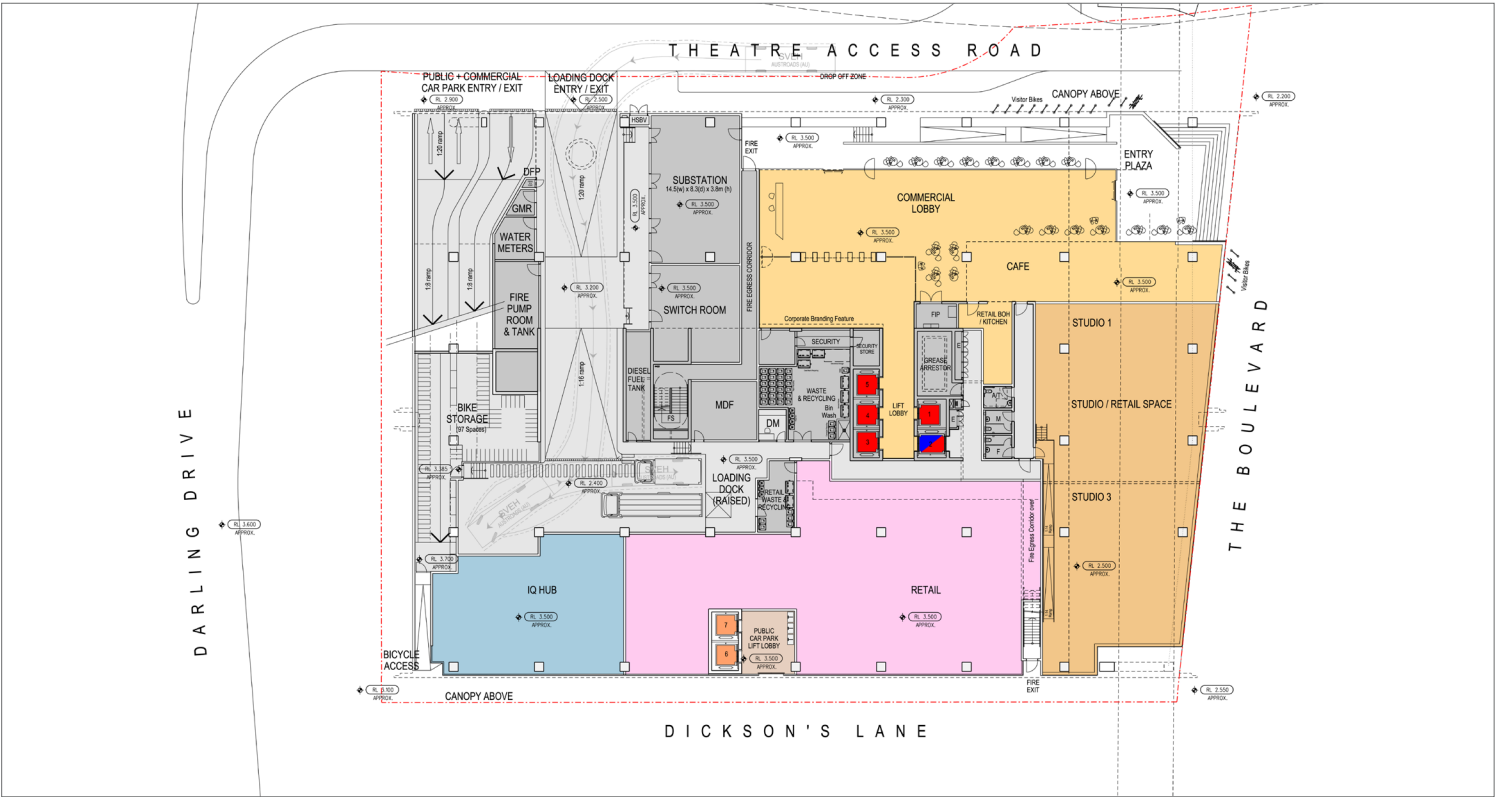
Given the mixed-use nature of the proposed development, which contains significant above grade car parking followed by commercial office levels, an innovative and creative façade solution is required for the architecture of the building. With the benefit of experience from projects around Australia which have successfully combined these two building functions, the design team has benchmarked and identified examples where the design quality is of high merit and contributes in a positive manner to the immediate context and the architectural outcome. These proven examples have informed and inspired the approach to a challenging building typology.



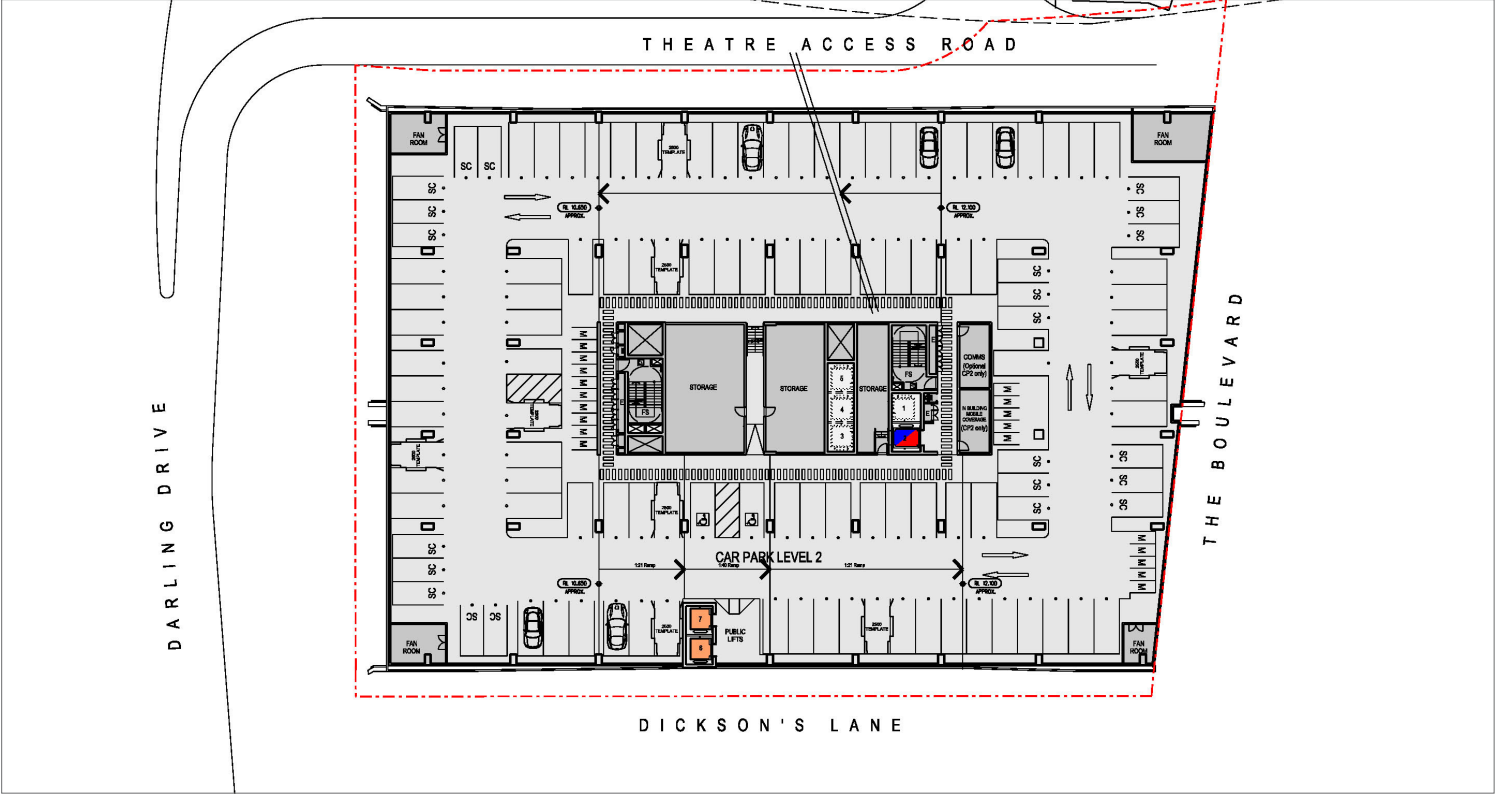
NW PLOT PERSPECTIVE - APPROACHED FROM THE BOULEVARD



NW PLOT PERSPECTIVE FROM ELEVATED PIER STREET



GROUND FLOOR PLAN - MULTI USE FUNCTION



TYPICAL CARPARK FLOOR PLAN