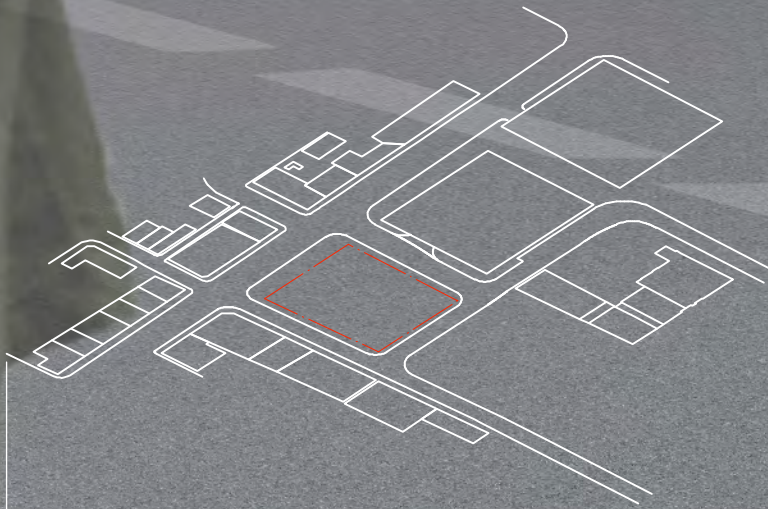
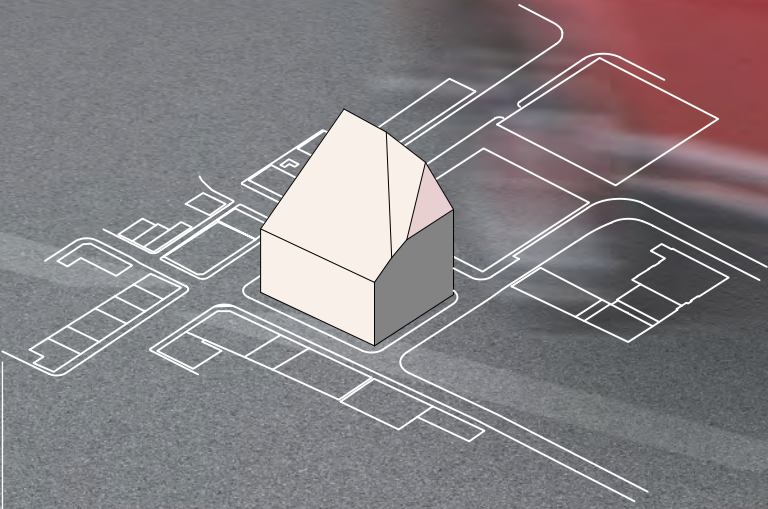




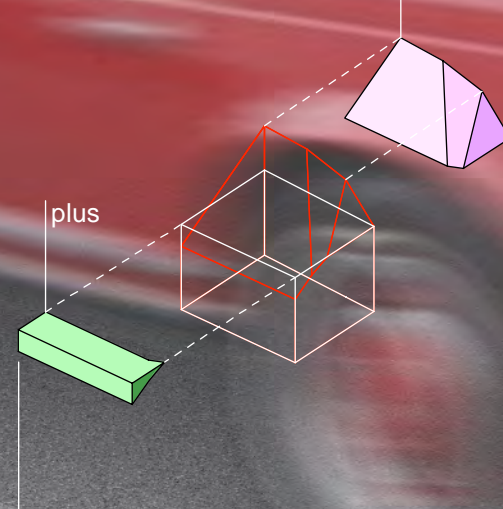
site



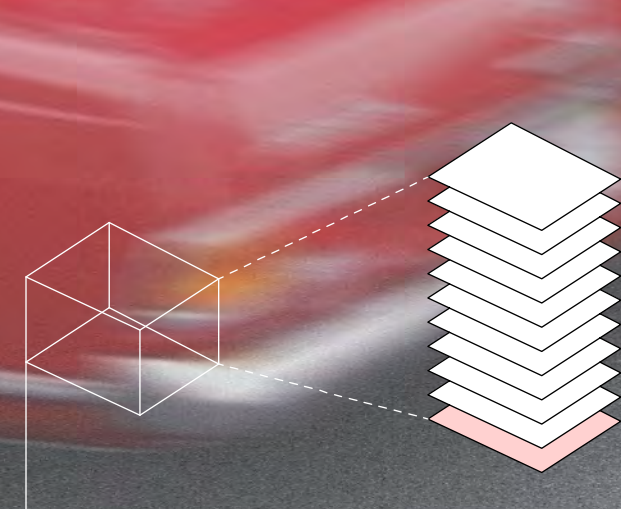
context



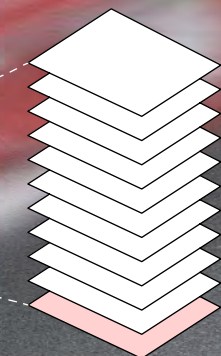
solar envelope



plus / minus



solar average



residential = 10

retail = 01

TONY CARO ARCHITECTURE

PROJECT VISION AND OBJECTIVES
This Design Statement describes the Design Excellence Competition Concept Design prepared by TCA for Block 8 Central Park of the Frasers Property Broadway development. This exciting new precinct is being created on the former CUB site at the western threshold to the Sydney CBD.

The proposed Concept Design responds to the key planning, commercial, and design objectives applying to the development, as established in the Design Competition Brief.

- Key project objectives that TCA have considered in this Concept Design are:
- To complement and contribute to the transformation of this industrial site into a dynamic, sustainable mixed-use community on the edge of the City.
 - To integrate the site with its existing and proposed public domain structure and provide a well-scaled, active street interface.
 - To complement and integrate new built form with existing and proposed development.
 - To consider broader scale potential and benefits of public connectivity through the site.
 - To create an architecturally distinctive, well-scaled and high quality built form proposal for this residential typology.
 - To provide a mix of apartment types and sizes that will encourage a wide demographic band of residents.
 - To ensure that apartment design achieves design excellence in terms of urban design, efficient planning, residential amenity and environmental sustainability.
 - To ensure that the key Brief targets for GFA/NLA and apartment yield, type and mix, are achieved within an over-arching framework of high-quality, sustainable design.
 - To use a variety of high quality, sustainable, low maintenance and cost effective materials, particularly where visible from the public domain.
 - To integrate car-parking and vehicular access in an unobtrusive manner.
 - To provide a design concept that will deliver cost-effectiveness through efficient floor planning, continuity of building structure, and a rational approach to construction systems, cladding and material selections.

SITE CONTEXT
The site is located on the south-west corner of the CUB site, on the corner of Abercrombie and O'Connor Streets. The public domain plan for the CUB redevelopment creates new streets to the north and east, resulting in the Block 8 development being a new, free-standing building with frontages to markedly diverse orientations and urban contexts.

Of particular note is its eastern address across Carlton Street to the new Central Park, and its frontage to Abercrombie Street with exposure to afternoon sun and an intense traffic environment.

The CUB site is in the midst of a changing, rapidly emerging new precinct and place. To the north, a dense commercial mixed-use precinct is now being transformed by UTS into an exciting, inner-city education-based campus. To the immediate west and south lies historic Chippendale, a vibrant, inner-city suburb with a rich mix of traditional residential and light industrial buildings being adapted to new uses. It is presently isolated from the CUB site by the high Abercrombie Street traffic volumes.

Transition and integration with this inner-city fine grain to the south and west, as well as with the much denser and taller development to the immediate north is a key urban design consideration for the Central Park Block 8 site.

