



SICEEP - NE PLOT

Ground Plane and Retail Design Principles Report for SSDA7

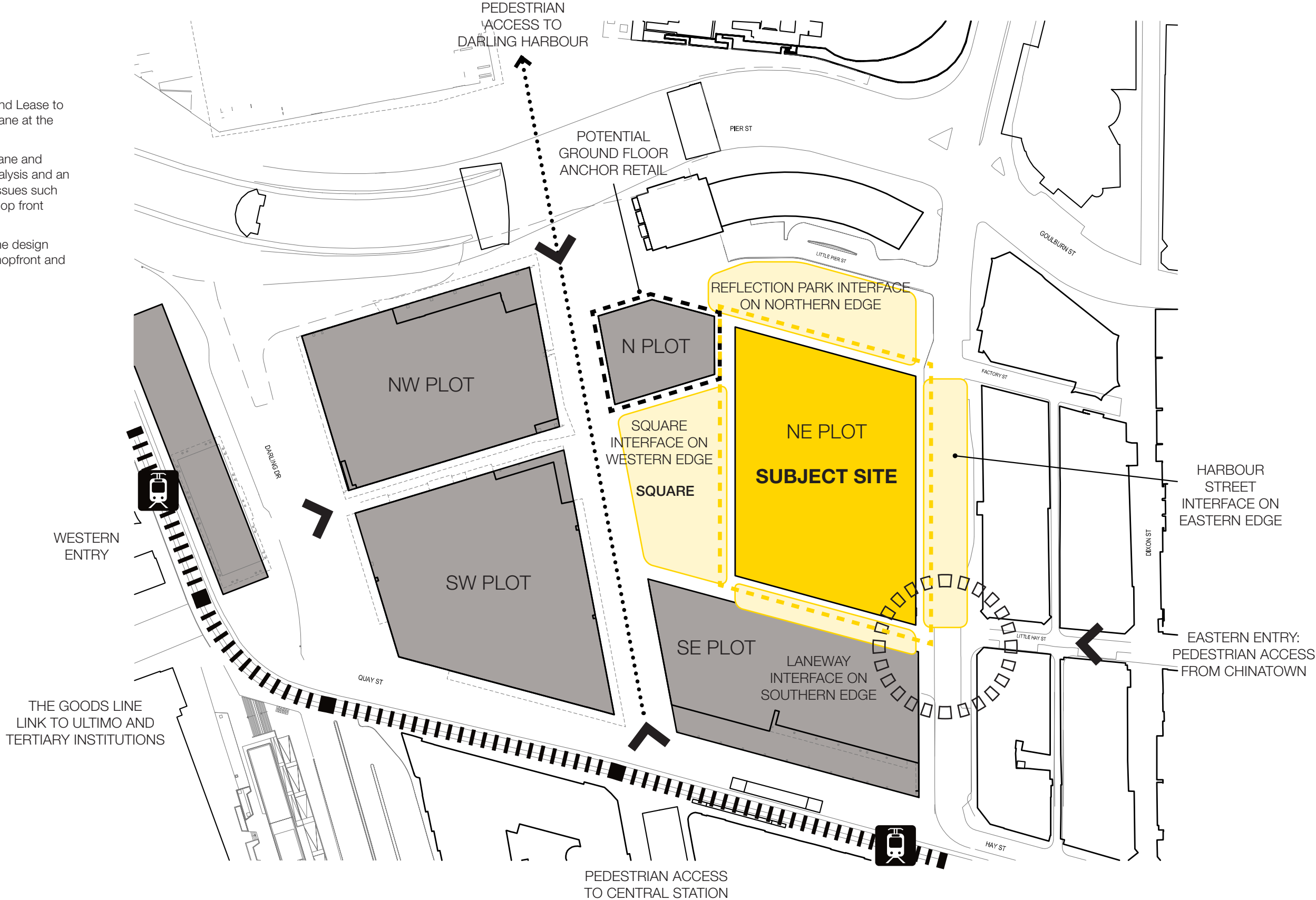
Six Degrees Architects | November 2014

INTRODUCTION //

Six Degrees Architects has been engaged by Lend Lease to provide an urban design report for the ground plane at the SICEEP NE Plot.

This report identifies guidelines for the ground plane and applies them to the site. It incorporates a site analysis and an urban design response and takes into account issues such as retail mix, landscape interface, awning and shop front design.

The principles outlined in this report will inform the design guidelines for the future retail fitouts, including shopfront and awning design.

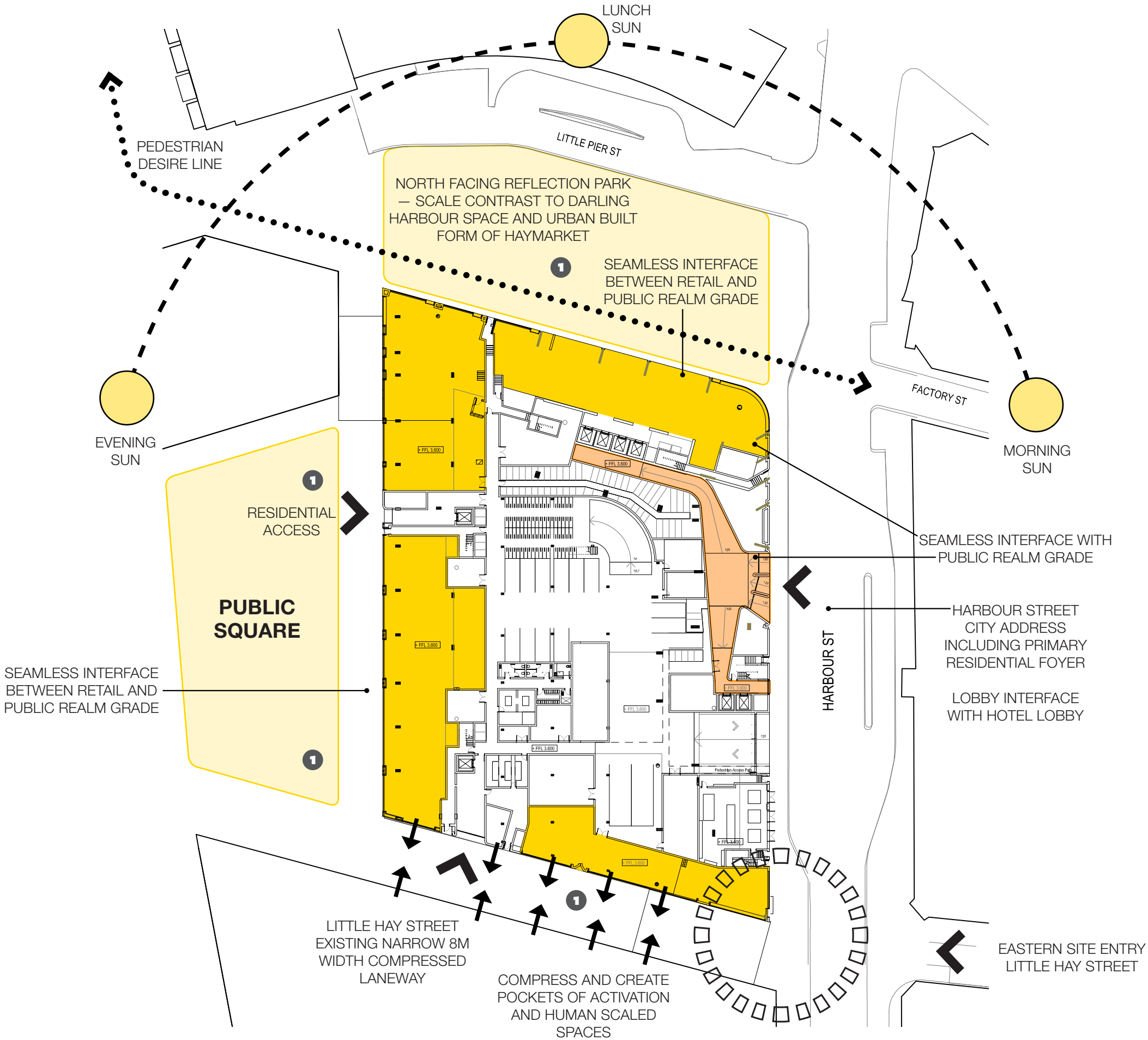


NE PLOT // GROUND PLANE SITE ANALYSIS

1 Interface opportunities existing on the northern, western and southern edges. Public realm spill out activation should be exploited

LEGEND //

- Ground Level Retail Opportunity
- Residential Lobby Entry

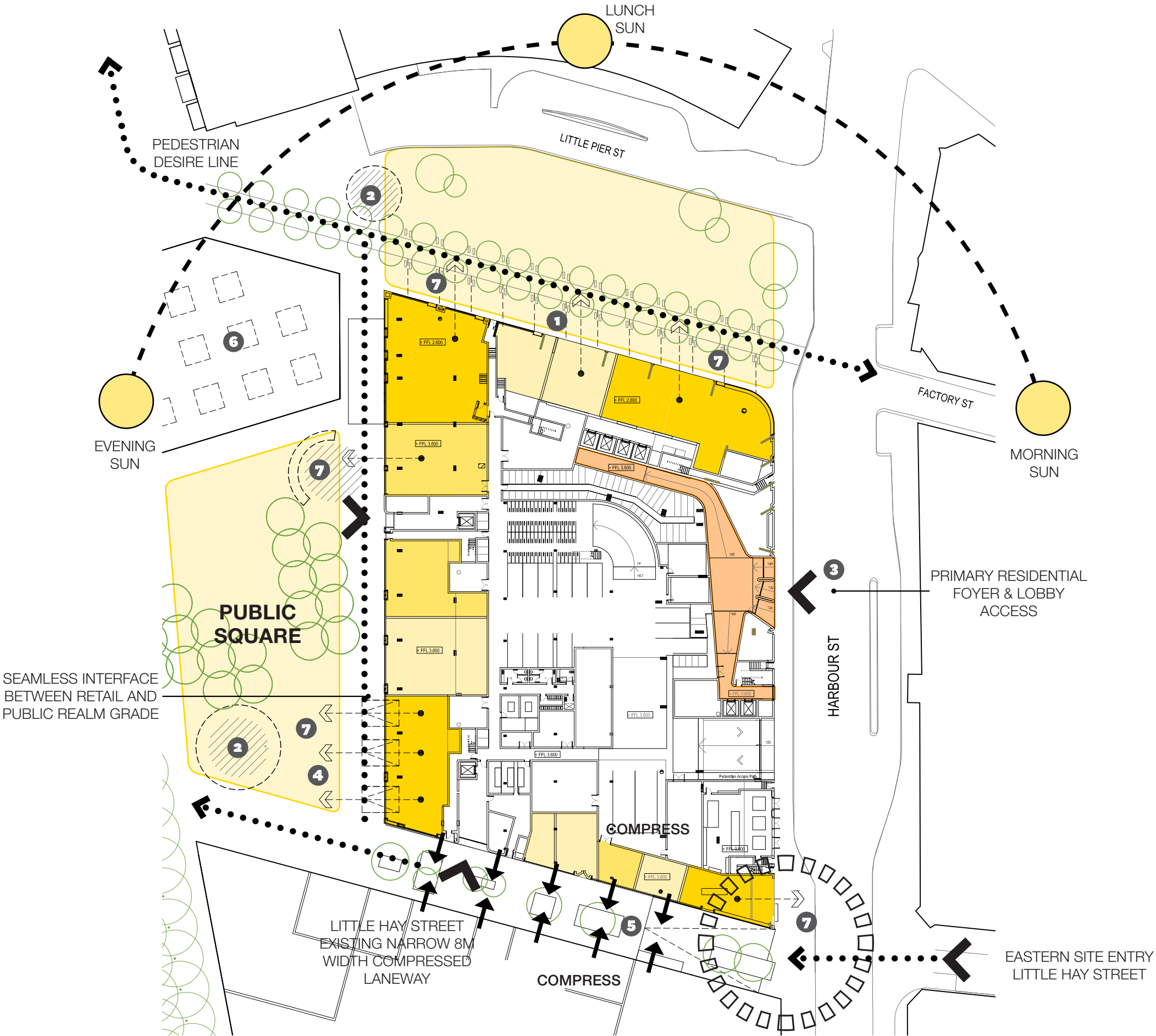


NE PLOT // GROUND PLANE URBAN DESIGN RECOMENDATIONS

- 1 Extend trading line to northern frontage
Permit external seating (including public seating)
Capitalise on the northern frontage and aspect
- 2 Potential temporary or event retail feature
- 3 Prominent entry identity for lobby
- 4 Corner tenant to 'reach out' into the square
- 5 Encourage a highly diverse retail mix in Little Hay Street laneway involving food and non food offers.
A diverse fine grain scale of tenancies will foster an active vibrant streetscape.
- 6 Proposed ground floor anchor retail (subject to subsequent SSDA)
- 7 Public realm spill out activation and interface opportunities

LEGEND //

- Opportunity for diverse retail mix including food and non food related offers
- Residential Lobby Entry



CHARACTER ELEMENT NO.1 //
RETAIL MIX

DESCRIPTION //

A diverse mix of retail offers should be offered throughout the NE plot.

The Little Hay Street interface is an 8m wide pedestrian only compressed space which will have an intensity of activity including both food and non food related offers in a range of different sized spaces.

The western square frontage is proposed to have a popular retail operator on the south west corner to help activate the public space.

The northern park frontage will have a major hospitality focus to capitalise on the northern pocket park aspect. Late night trading will help to bring natural surveillance and safety to the precinct by night.

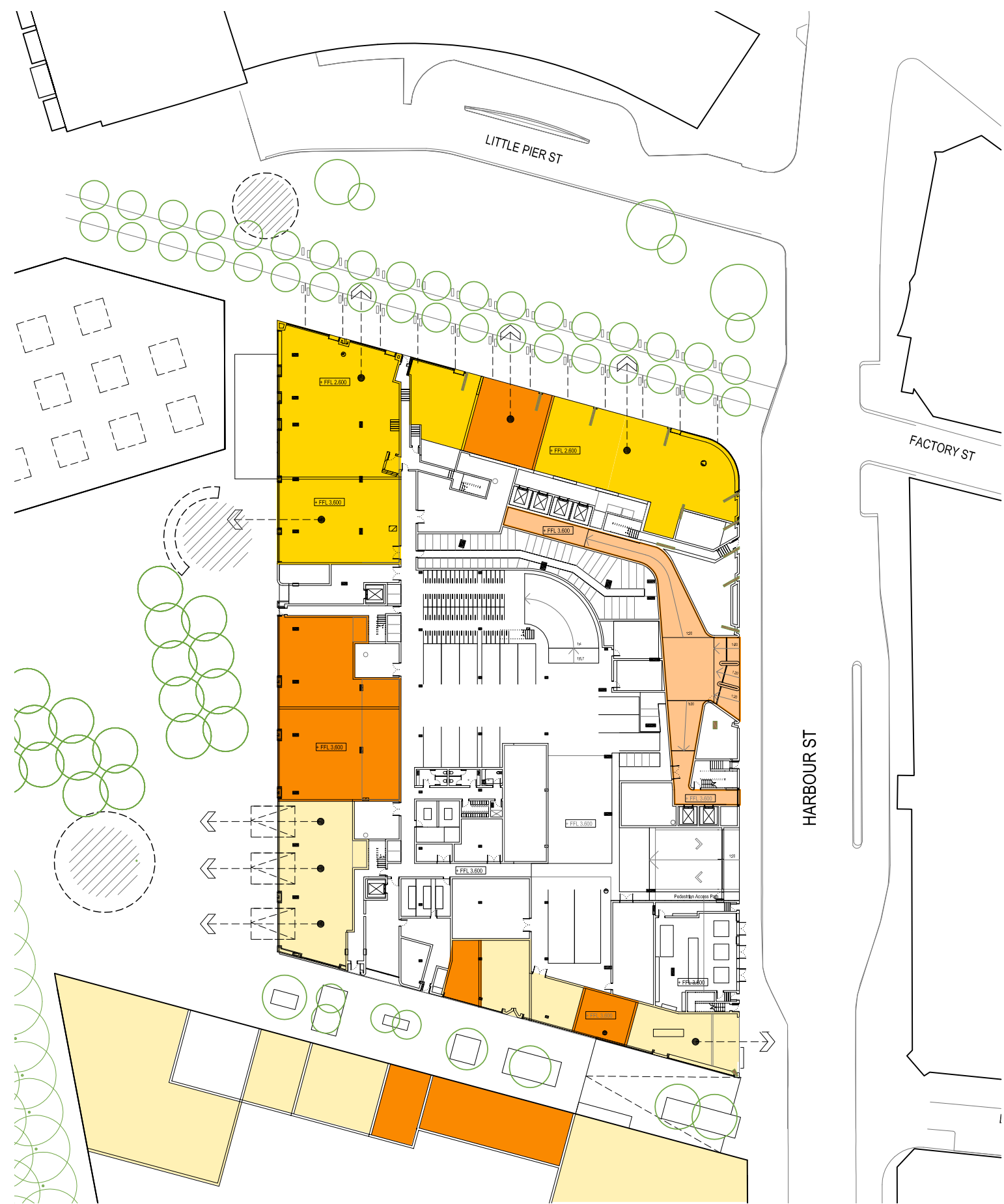
The eastern frontage will be focussed towards the foyer and arrival for the local resident population who live in the precinct. It provides a city address for the residential lobby and a natural interface with the existing hotel lobby on the opposite side of Harbour Street.

OUTCOME //

A diverse mix of retail offers will help encourage activity in the street over different periods of the day and night throughout the year. A diverse offer will help make the NE plot a destination and not just a precinct to pass through.

INDICATIVE RETAIL TENANCY SPLIT //

- FOOD & BEVERAGE
- FOOD RETAIL
- RESIDENTIAL LOBBY
- NON FOOD RETAIL



CHARACTER ELEMENT NO.1 //
RETAIL MIX EXEMPLARS



CHARACTER ELEMENT NO.2 // LANDSCAPE

DESCRIPTION //

Whilst the Square and Little Hay Street (permanent works) do not form part of SSDA7, the following principles and recommendations will be incorporated during detailed design. These components will be the subject of a future DA.

Landscaping elements should allow for unimpeded pedestrian flow but also define external seating areas and places to pause.

The deliberate placement of fixed elements such as raised planters, furniture and public art pieces will delineate walkway zones and seating areas. Planter edges can also be used for informal public seating.

Furniture will be ergonomic to encourage use and interesting in design to reflect the character of the laneway, square and northern park. Loose furniture elements provided by operators also adds diversity of character.

Placement of planters or other fixed elements adjacent to tenancies will help create compression at the shop front for better retail opportunities.

Mixed height plant species will be selected so as not to obstruct views.

Off setting raised planters around the food and beverage tenancies allows clear trading destinations between tenancies, and helps to maximise the feeling of activity, again through controlled compression of the space.

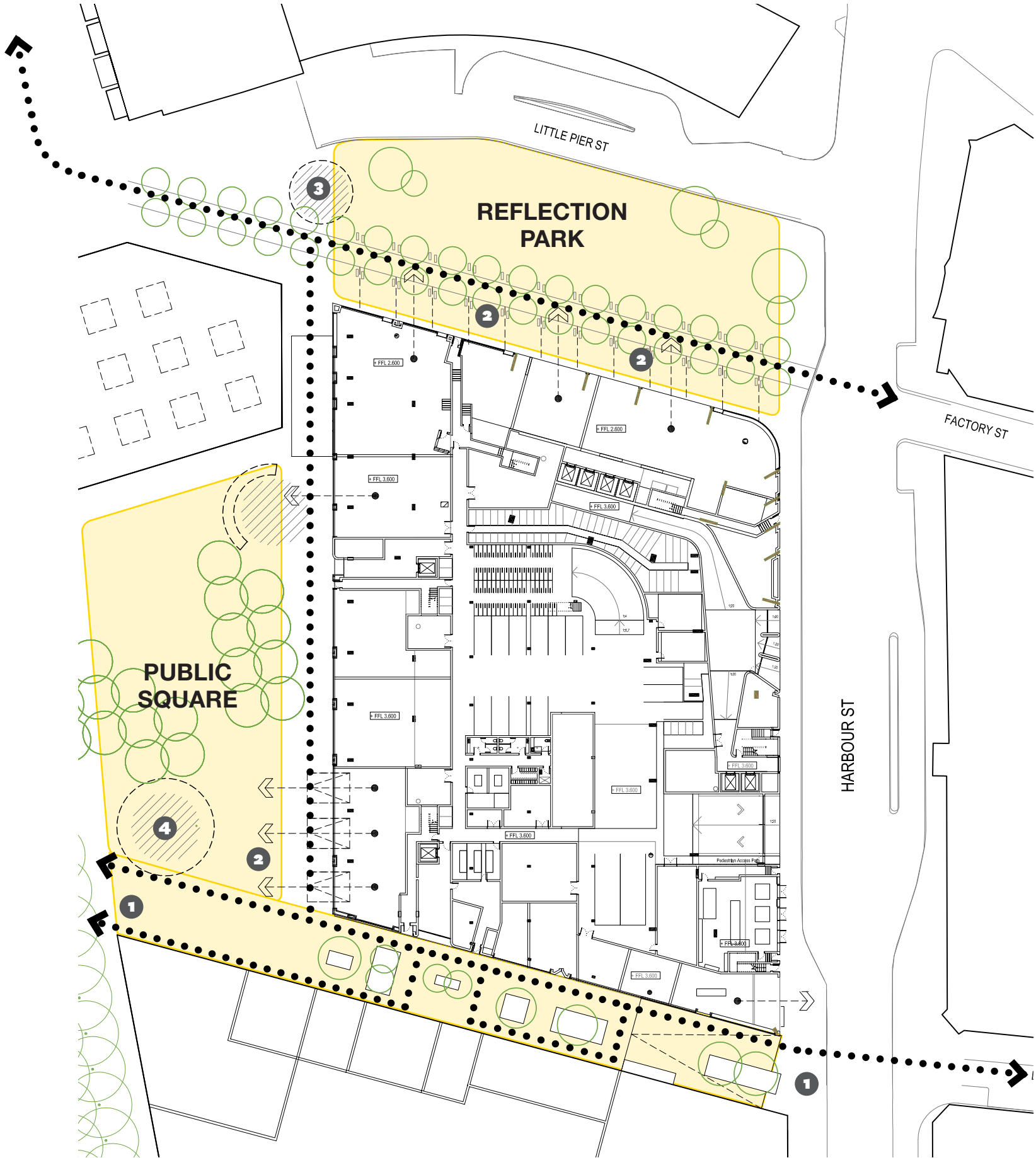
Minimum required pathways for ongoing maintenance services etc will need to be accommodated.

OUTCOME //

Landscaping to create a more intimate pedestrian experience and encourage people to stop and rest in the public spaces. Landscaping will also introduce a diversity of materials.

RECOMMENDATIONS //

- 1 Encourage multiple paths of travel through Little Hay Street
- 2 Seamless connection with landscape
- 3 Potential temporary or event retail feature
- 4 Potential central feature



CHARACTER ELEMENT NO.2 // LANDSCAPE EXEMPLARS



Landscaping to create a more intimate pedestrian experience and encourage people to stop and rest in the lane and along the square and northern pocket park edge.



Landscaping should capitalise on level change opportunities.
Steps and informal ledges are encouraged



CHARACTER ELEMENT NO.3 //

AWNINGS AND CANOPIES

DESCRIPTION //

A diverse range of awnings and canopies should be provided for weather protection. Continuous coverage is required for weather and wind protection.

Pedestrians need to be able to circulate the site largely under cover. Awning structures will vary considerably in height, scale, material and type (eg. cantilevered or column support). This strategy will help to present the subliminal diversity that is experienced in a traditional High Street.

Alfresco areas will be permitted to have umbrellas.

Fixed awnings and shop front design will incorporate elements such as heating and lighting to address user comfort and encourage use throughout the year.

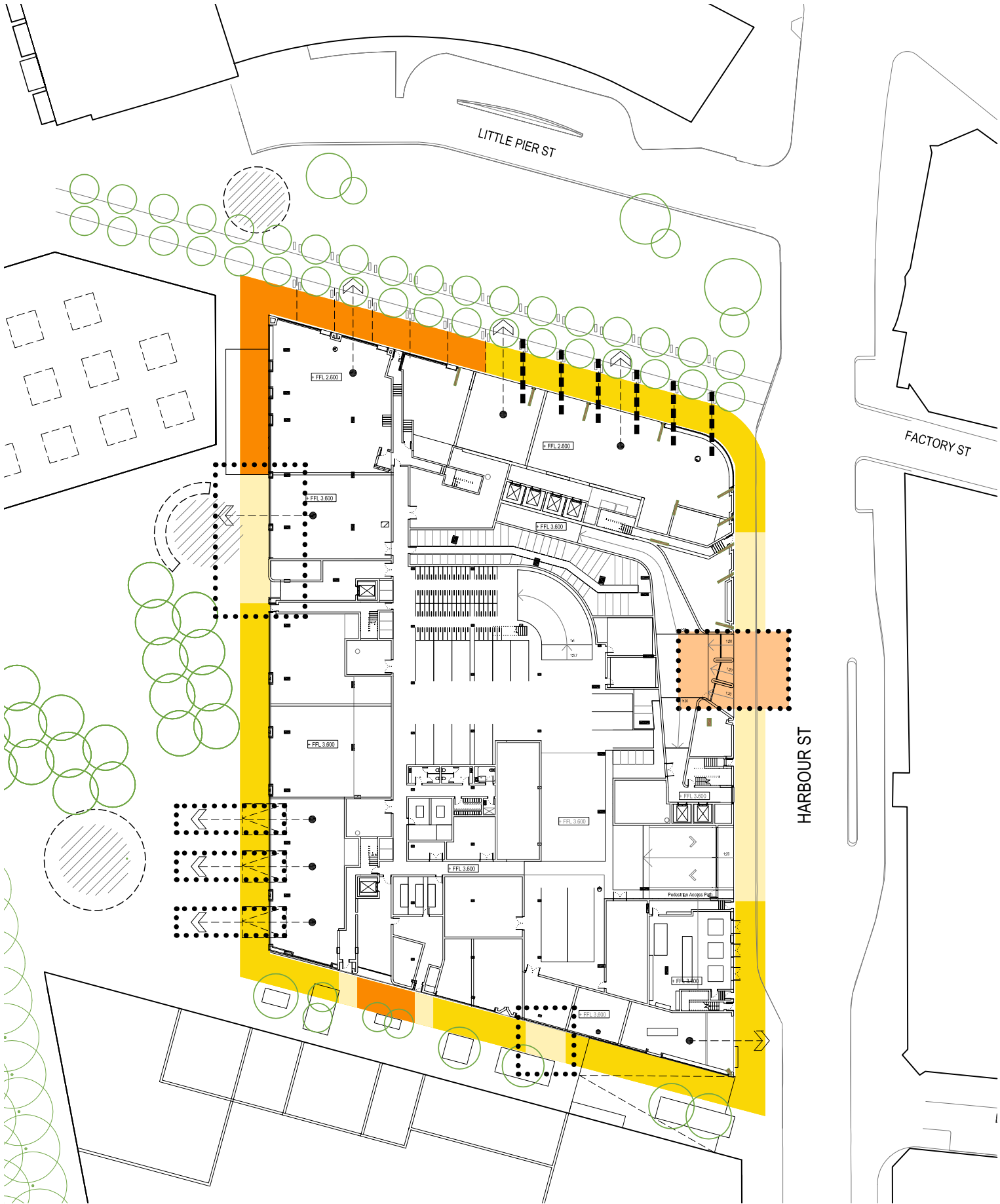
Canopy designs could also incorporate art work.

OUTCOME //

In addition to weather protection, awnings help to compress building heights and re-scale buildings to the human scale. They provide retailer expression to the street and add to the pedestrian experience.

LEGEND //

 Varied awning types



CHARACTER ELEMENT NO.3 //
AWNINGS AND CANOPIES EXEMPLARS



CHARACTER ELEMENT NO.4 // SHOP FRONT DESIGN

DESCRIPTION //

A diverse range of shop front designs should be provided to provide an engaging pedestrian experience.

Shopfronts will have active edges. Designs should incorporate 500mm high informal seating ledges and operable windows and canopies.

Designs will employ a diversity of glazing methods and materials, not a single repetitious solution including materials seen in the existing surrounding built form.

Setbacks to the glazing line, depending on the tenancy use, will be encouraged.

Small tenancy sizes will encourage a high ratio of door entries to the street and foster an engaging pedestrian experience.

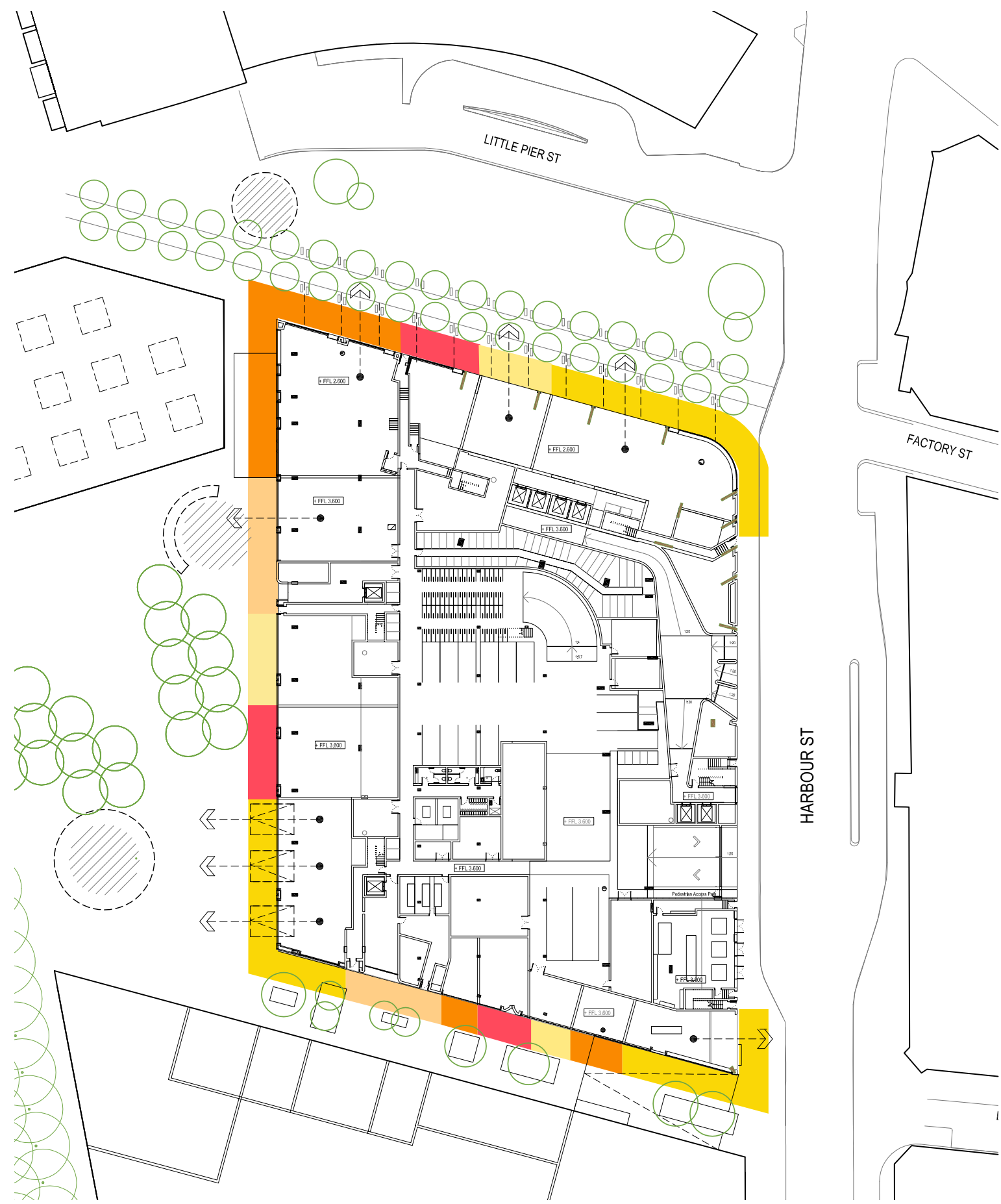
Incorporate barrier features to protect from overland flow where below flood level.

OUTCOME //

Individually designed shop fronts will not only help the street by creating visual interest but also assist operators present themselves to the public.

LEGEND //

 Varied shopfront types

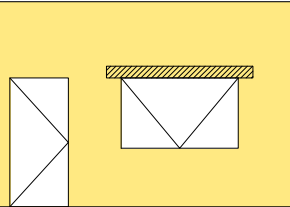


CHARACTER ELEMENT NO.4 // SHOP FRONT DESIGN EXEMPLARS

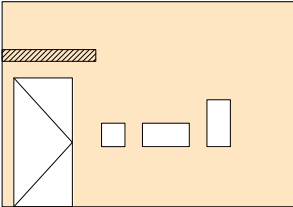


SHOPFRONT TYPOLOGIES //

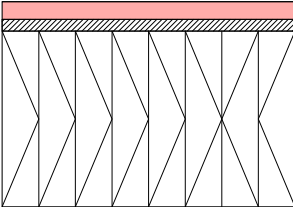
A variety of typologies provide cues to the customer on how to engage with the space and the ‘brand’ of the shop.



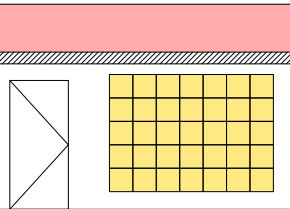
SERVERY



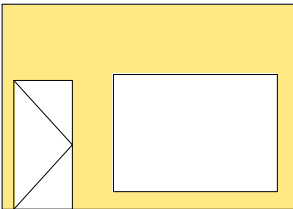
HIGH-END RETAIL



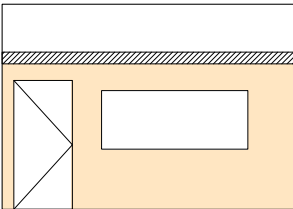
FULLY OPENABLE



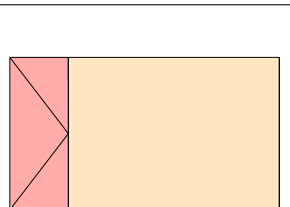
BASIC DISPLAY



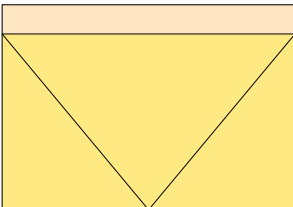
STANDARD RETAIL



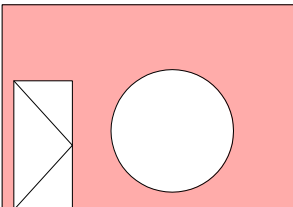
HIGH-END RETAIL



STANDARD RETAIL



FULLY OPENABLE



CUSTOM

CHARACTER ELEMENT NO.5 //
SIGNAGE AND LIGHTING

DESCRIPTION //

A diverse range of signage and lighting types should be adopted to add to the public realm interface diversity, particularly in the laneway. This will promote safe and active uses at night.

Designs will vary in size, materiality and orientation.

Extensive use of neon, backlit signage will double as lighting and promote retail activity at night.

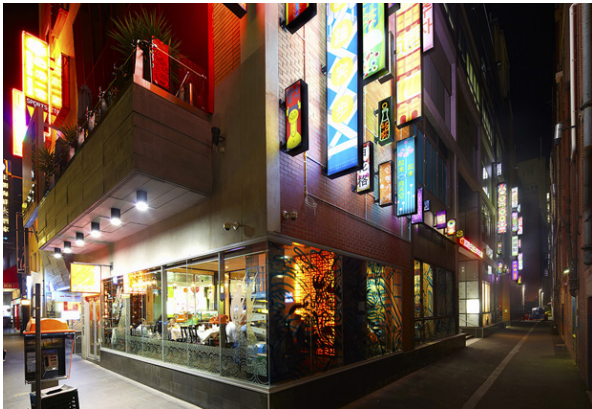
Lighting and signage installed at different levels and heights will add to the visual diversity and interest of the street.

OUTCOME //

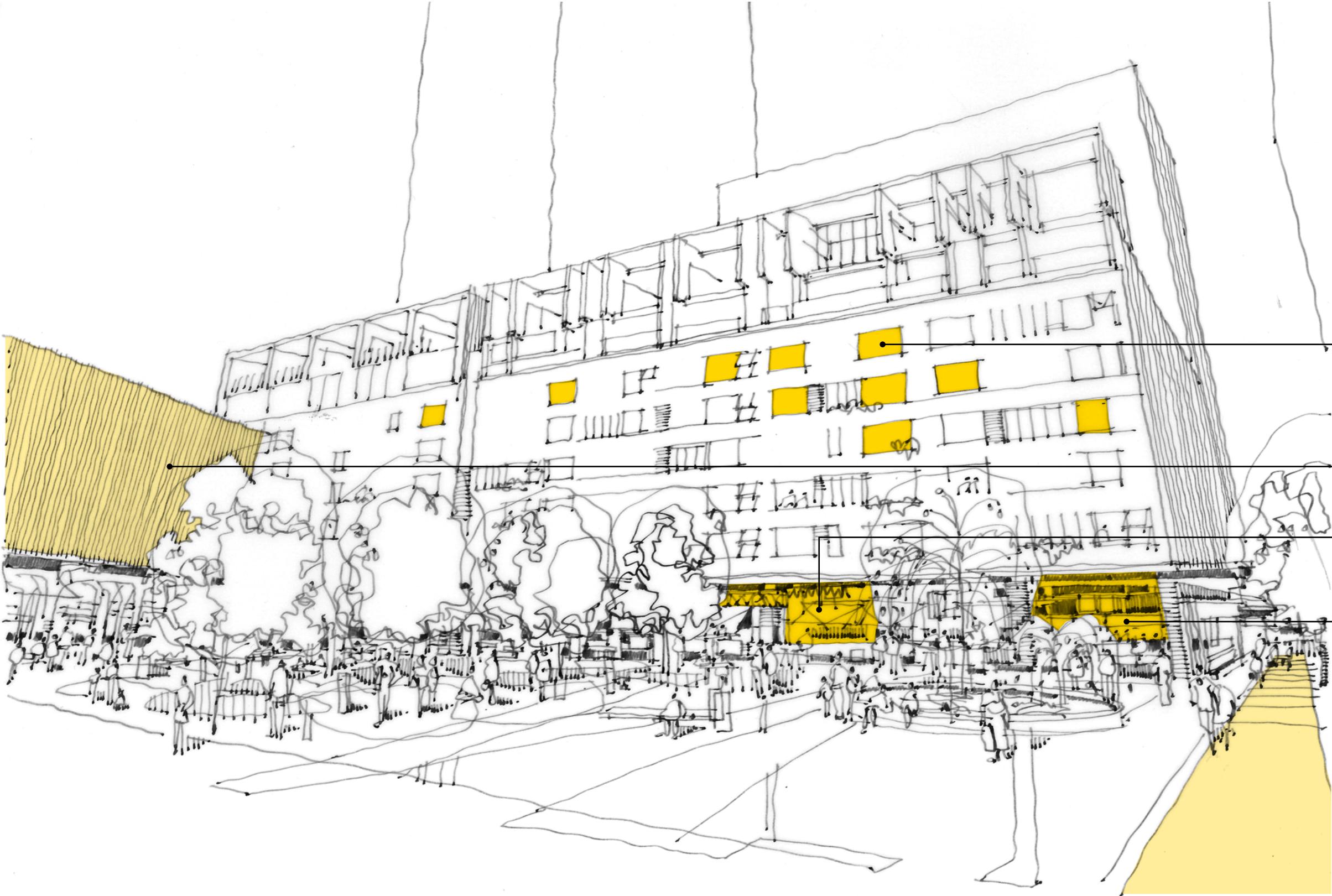
Another layer of designed interest and diversity will help make the street an engaging experience for the visitor both by day and night.



CHARACTER ELEMENT NO.5 //
SIGNAGE AND LIGHTING EXEMPLARS

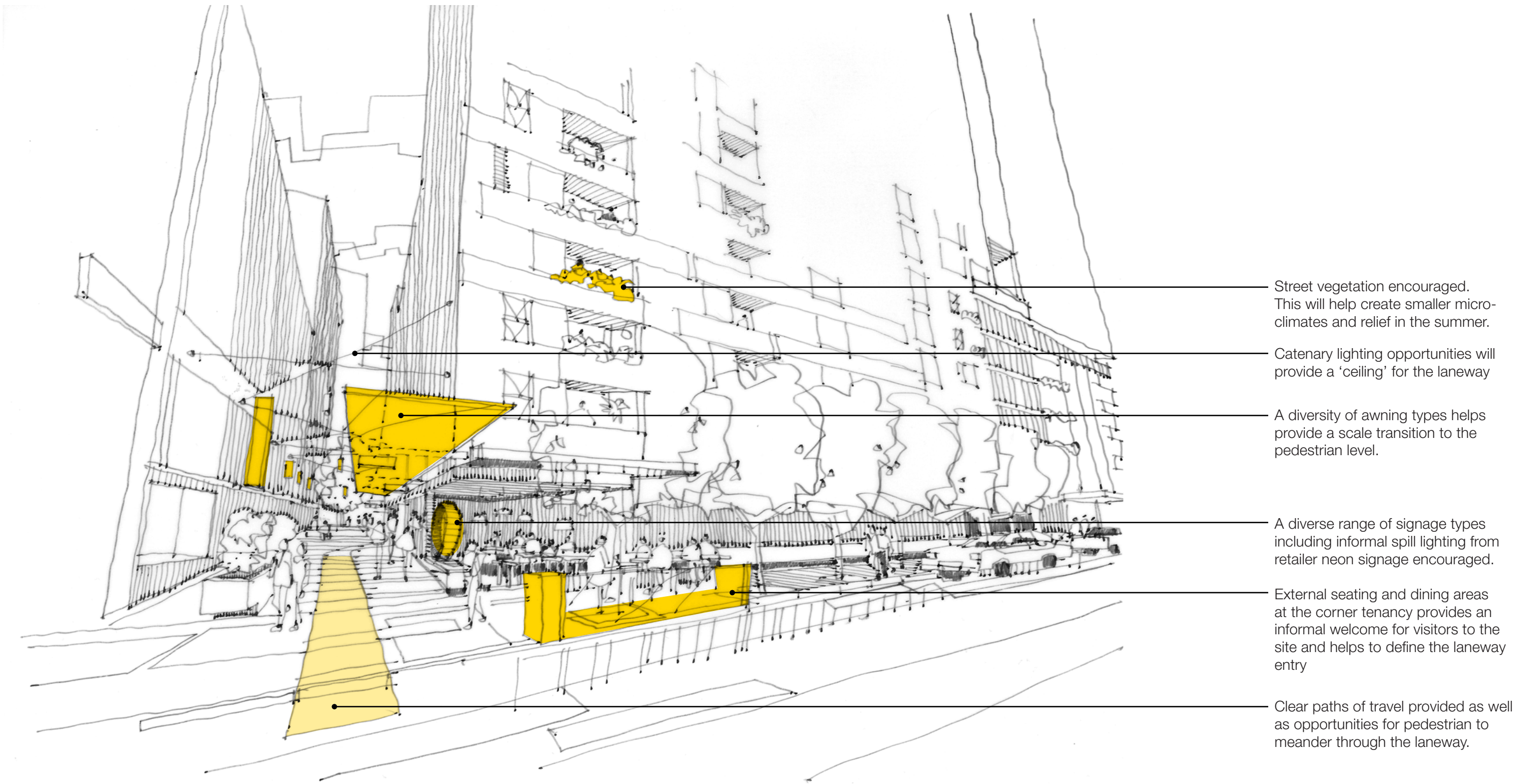


ENSEMBLE VIEW 1 //
WESTERN ELEVATION INTERFACE WITH PUBLIC SQUARE (INDICATIVE DESIGN)



- Upper level views into the square, including lights on at night time, will bring an informal level of security and comfort to the precinct at night.
- A new retail anchor will provide the main focus of activity for the square's public life.
- Large, operable windows and doors will help blur the line between indoor and out.
- Popular retail tenant on south west corner will help activate the public square. It will also help contain and compress activity in Little Hay street.

ENSEMBLE VIEW 2 //
SOUTH EAST CORNER / LITTLE HAY STREET LANEWAY ARRIVAL FROM CHINATOWN



Street vegetation encouraged.
This will help create smaller micro-
climates and relief in the summer.

Catenary lighting opportunities will
provide a 'ceiling' for the laneway

A diversity of awning types helps
provide a scale transition to the
pedestrian level.

A diverse range of signage types
including informal spill lighting from
retailer neon signage encouraged.

External seating and dining areas
at the corner tenancy provides an
informal welcome for visitors to the
site and helps to define the laneway
entry

Clear paths of travel provided as well
as opportunities for pedestrian to
meander through the laneway.

ENSEMBLE VIEW 3 //
NORTH WEST CORNER / NORTHERN PARK INTERFACE



A ground floor anchor retail will provide a major focus at the northern site entry

Operable windows and doors will help blur the line between indoor and out.

Informal seating opportunities and ledges at 450mm high encouraged.

External seating areas contained by raised landscape planters. This helps to define clear pedestrian paths of travel

