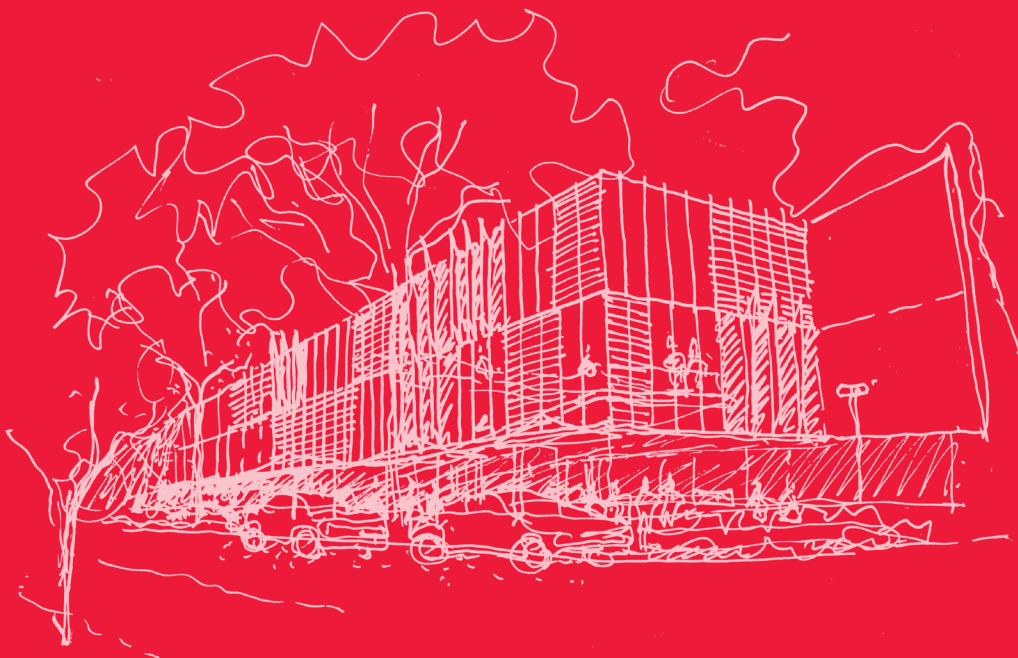


MARRICKVILLE METRO

SECTION 75W APPLICATION
STAGE 1 DESIGN REPORT

Prepared by Francis-Jones Morehen Thorp
for

AMP Capital
December 2012



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This report has been prepared on behalf of AMP Capital Investors to accompany an application to modify the existing Concept Plan Approval under Section 75W of the Environmental Planning & Assessment Act 1979. This application seeks to modify the existing Major Project Approval No. 09_0191, relating to the Stage 1 development of the Marrickville Metro Shopping Centre.

Concept Plan Approval was granted on 19 March 2012 for:

“...use of the existing building for retail premises and business premises, and expand the Marrickville Metro Shopping Centre including a first floor addition to the existing building at 34 Victoria Road, a new 2 level retail building at 13-55 Edinburgh Road and two levels of rooftop parking above each building.”

The proposed modifications relate only to Stage 1 of the project involving the redevelopment of the existing industrial land south of Smidmore Street (13-55 Edinburgh Road) to create a two level free-standing retail addition to the shopping centre with roof top car parking.

The proposed modifications seek to refine the approved design, enhancing its design quality both internally and externally and its relationship with the public domain. There is no proposed increase in floor area arising from the proposed modifications and vehicle egress locations will remain unaltered. While the building design and façade composition will be amended, the overall height of the approved development will be marginally reduced in scale.



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BACKGROUND

Marrickville Metro is the primary shopping centre serving the Marrickville municipality.

In March 2012 a Concept Plan approval was granted by the NSW Government Planning and Assessment Commission for a two stage redevelopment of Marrickville Metro.

This report provides the design commentary for the Section 75W amendment of the approval for the Stage 1 works.

The amended design addresses concerns raised in the community, by Marrickville Council and reflects the intent of AMP Capital Investments to provide a high quality design outcome for the residents and businesses of Marrickville.

DESIGN STATEMENT

A contemporary retail experience embracing the special character of Marrickville and bringing together the qualities of street activation and Marrickville Metro choice and convenience.

Bounded by Edinburgh, Murray and Smidmore streets, the Marrickville Metro 'Edinburgh Building' is a separate building addition to the Marrickville Metro shopping centre and sets a new direction for the centre.

Drawing it's inspiration from the robust and varied built form of Marrickville and the rich and diverse culture of the community, the Edinburgh Building places emphasis on the development of Smidmore Street as an active destination street in Marrickville and introduces a market character and scale (and market opportunities) to the internal spaces of the centre.

The appeal of Marrickville to its inhabitants and visitors centres around a strong food culture, an honest use and adaption of the built fabric, and a strong community and creative spirit. The Edinburgh Building design seeks to integrate Marrickville Metro with, and become an important part of, this appeal making it much more than a shopping convenience.

The design incorporates a number of key initiatives when compared with the existing concept approval for the Edinburgh site. These include:

- pull back the built form from Smidmore Street and develop opportunities for external seating and gathering on the north side of the building
- make the Smidmore / Edinburgh Road corner a better place for people and expand on the landscape opportunities
- relocate the vehicle ramp away from the Smidmore / Edinburgh Road corner and integrate the ramp into the design of the centre
- improve the landscape quality of the street verges and allow setbacks to provide further opportunity for planting
- create a permeable frontage to Smidmore Street both for ventilation and indoor/outdoor retail functions

- position the vertical circulation to be part of the activation of Smidmore Street in a signature double height space
- reduce the height of the development
- improve daylight, transparency and outlook
- develop the internal mall spaces as a market space that allows for regular and special event retail and community activities
- an aesthetic which has been thoroughly discussed with the Marrickville community to ensure that it relates to the character of Marrickville.



MARRICKVILLE

The Marrickville community is in a state of flux. For many decades it's demographic has been of working class and migrant communities but recently has welcomed many more families and professionals.

Many of its newer inhabitants have chosen Marrickville specifically for its tolerance and its diversity. Its proximity to the city brings the pressures of higher property prices, reducing housing affordability which is often a priority for recent migrants. Yet most Marrickville inhabitants hold tenaciously to this sense of diversity and otherness.

Despite, or because of the differences of culture, Marrickville has a strong sense of community mindedness and social responsibility. They celebrate the best of many cultures, support each other, enjoy time together and have a strong sense of pride in

their locality. The ethos of the village square lies at the heart of many local communities, and is alive and well in Marrickville - meeting friends, having a coffee, gossiping, buying and sharing food with people you know, grabbing a bargain, delighting in something new.

The traditional working class and industrial heritage, combined with a culturally diverse population, have made Marrickville a destination for food. Many food based factories and providores in the area offer an exciting range of produce from the factory door.

Baristas and responsible food cafes have recently given rise to another layer of food offerings in an environment where there are already so many exciting restaurants from around the world. They also choose to be based in the more affordable

industrial zones, bringing greater activity and diversity to these areas, as well as local shopping strips.

Like a village, Marrickville makes the most of what is already there. It exhibits a frugality and a desire to reuse and rejuvenate. This layered approach is characterised by buildings and shops which are frequently recycled into new uses while keeping a sense of the past.

The markets, surrounded by cultural clubs, community radio, sustainable gardens and childcare, open in the grounds of old army barracks. It is therefore not surprising that the community highly values their individuality and is averse to generic shopping mall offerings. To some degree, the current metro shopping experience offers some of

the community and local experience that people desire in that it is small scale, offers affordable produce, and easily navigated, yet both its location and introverted configuration create a barrier to its community and result in an environment which encourages many local residents to shop elsewhere.

AMP Capital chose to revisit the design of the extension to the Metro understanding that the community wished for a shopping centre, which both reflected the character of its community and would be embraced by locals. It is after thorough analysis and community consultation that this amended design is submitted.



CONSULTATION

Through consultation and analysis of community feedback, AMP Capital chose to revisit the design of the extension to the Metro to meet the community's expectations to a much greater degree.

This process has involved seeking new design directions from an alternate architect, whose specialties include buildings that enhance the public domain and focus upon context and design excellence.

The team has thoroughly analysed the current scheme, identifying both its strengths and opportunities. During each stage of analysis and

during the evolution of the new design, the opinions and suggestions of community representatives were sought to ensure that their expectations were met.

Initial sessions with the community focussed on identifying the important characteristics and values of the Marrickville Community and analysing the currently approved scheme. A range of documents were referenced in compiling this information including Marrickville Council's Plans and Strategies, particularly the Community Strategic Plan, Draft Urban Strategy and Strategies for Ageing and Youth.

Market research undertaken by Two Blind Mice provided valuable information regarding community and Metro user opinions on the current Metro, current local shopping trends, community values and desired outcomes for the new Metro. Submissions to the Department of Planning as part of the notification period were also addressed as well as reactions to the currently approved design in the media and social media.

CONSULTATION OUTCOMES REGARDING MARRICKVILLE CHARACTER

- 1. Marrickville embraces its diversity culturally and historically
- 2. Marrickville residents regard their sense of community as unique
- 3. Marrickville is a food mecca both for the production of food, exemplified by gourmet factory door outlets, a broad range of restaurants, cafes and specialist coffee houses
- 4. Marrickville residents are highly concerned with sustainability and locally / responsibly sourced food
- 5. Marrickville finds a balance between affordable living and shopping, as well as valuing good quality food and produce.
- 6. The community is epitomised by both its traditional residents from migrant and working class backgrounds, as well as newer arrivals with professional backgrounds.
- 7. The community is both ageing and in a period of baby boom, with current growth in young families
- 8. The built form of Marrickville valued by the community is characterised by the layering of the past and recycling of existing. Ideally, new buildings should be sustainable and respectful of their context.
- 9. Marrickville embraces its industrial past and is currently developing a new industrial culture, where food, art and music are interwoven with factories and workshops

ANALYSIS OF GLOBAL TRENDS IN RETAILING

An analysis of global trends in retailing was undertaken to ascertain if the new Metro extension should embrace these changes. Generally, new retailing has moved towards:

- 1. Abandoning generic shopping for unique shopping experiences
- 2. Returning to locally sourced products and produce unique to a locale
- 3. Embracing smaller scale vendors and market style shopping - where the vendor is known
- 4. Reinstating shopping as a community experience, where time spent with locals and friends, as well as vendors, is valued
- 5. Embracing sustainable practices, organic produce, responsible sourcing
- 6. Embracing quality design rather than generic retail architecture, such as the MPREIS stores in Switzerland and Austria
- 7. Pop-up culture where utilizing short-term leases promotes creative, temporary retailing and varied product



ANALYSIS OF EXISTING APPROVAL

The design team undertook a thorough analysis of the existing scheme. Particular elements were identified in terms of their success in enhancing and reinforcing the overall scheme. This analysis was reviewed with community members to affirm the directions which the design team took. In particular, the team focussed on:

1. The spiral ramp located at the intersection of Edinburgh Rd and Smidmore St.
2. The provision of public realm surrounding the centre, particularly on Smidmore St, and primary vistas to and from the centre
3. Orientation and sun access
4. Surrounding uses and location of residential / industrial areas
5. Street analysis including public domain, active street frontage, landscape and significant trees
6. Pedestrian circulation within the new extension and between the existing and proposed centres
7. Configuration of market stalls within the centre
8. Traffic studies - vehicular movements, public transport and loading





PUBLIC REALM and PRIMARY VISTAS

The existing centre provides open space primarily to the north, surrounding the heritage cottage. This area adjoins residential uses and provides little connection with internal uses. There is minimal relationship between outdoor use and internal function other than providing a smoking area. Other than entries, there is no retail frontage to the surrounding streets.

Given that the extension to the Metro is proposed to the south, the importance of Smidmore Street is heightened. A large proportion of visitors to the existing centre arrive via the Smidmore Street entrance. An effective design must provide connection between the existing and new centres, and should take advantage of the opportunities provided by the northern orientation of the new centre.

Being separated from residential uses to a much greater degree also provides an advantage of mitigating the impact of outdoor uses upon surrounding neighbours. The currently approved design provides some setback to Smidmore Street and creates a level of retail activity facing the

pavement. This is limited, however, by ramps and ancillary services [substation]. Furthermore the main marketplace is placed perpendicularly to the street, there is no continuance of facade transparency at the upper levels, and circulation is drawn into the centre of the site.

To take advantage of the street's significant existing trees and to create valuable north oriented public open space, the new design has been set back significantly along Smidmore Street creating the opportunity for an 'outdoor room' along its frontage. Setback and landscaped zones are also provided to the west. This is enhanced by the openness and operability of the facade which allows the frontage to blend with the outdoor space. Ancillary spaces are moved away from the primary frontage and internal activity is brought to the facade by relocating internal circulation and the marketplace to align with the frontage.

The primary vistas addressed through the new design for the Edinburgh Site include the intersections of Smidmore St and Edinburgh Rd, as well as the roundabout at Murray Street. At Murray

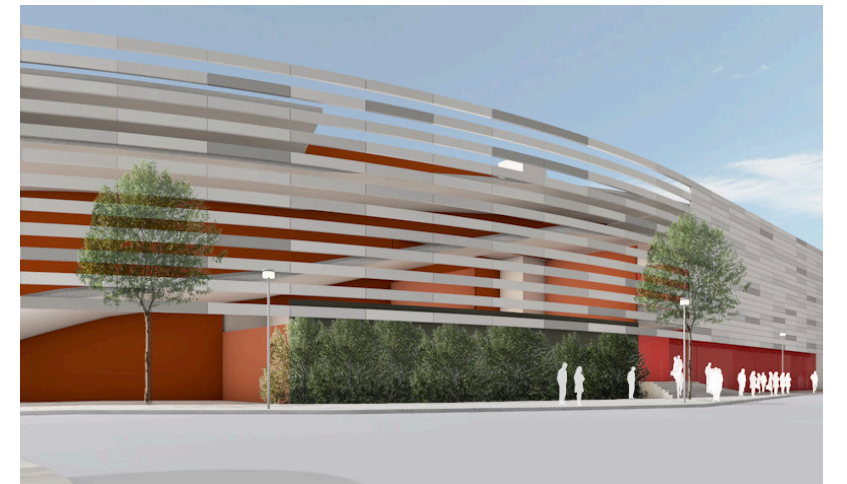
Street, on grade retail is offered before the floor level rises above the flood level. It is also critical to the success of both Metro sites that there is clear connection between the existing and the new precincts. By providing a transparent and attractive frontage to Smidmore Street, the functions of the new centre become apparent.

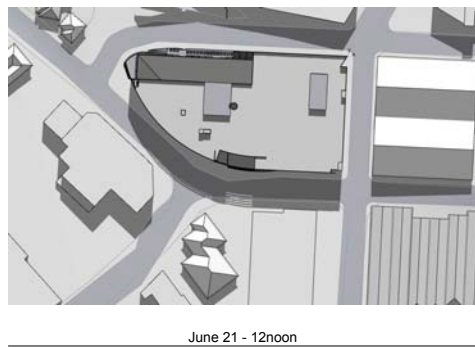
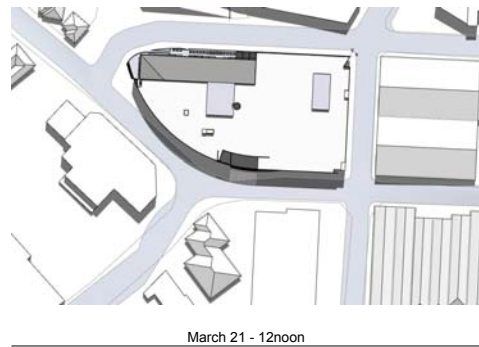
It is also through a transparent northern facade on all levels, that those visiting the new site will become aware of the existing centre and have clear sight lines to its entry. This is in contrast to the currently approved scheme which is internally focussed in its configuration and circulation. Whether any future opportunities arise to connect the old and new sites of the Metro across Smidmore Street cannot be foreseen, but the public domain and street design is critical in connecting and unifying the buildings and entries. This will occur in hard and soft landscape design as well as setting levels at the crossing between entries which will create an easily navigated path for shopping trolleys and people with limited mobility.



CARPARK RAMP

The spiral ramp, previously proposed on the intersection of Edinburgh Road and Smidmore Street was considered by the design team and community group to be a confronting element of a primary street address. Notwithstanding the difficulties of navigating a spiral ramp, the presentation of the new centre to the west, was deemed a critical element of the design. Given the visibility of this facade within the western street vista, elements of public domain, active frontage and landscape were viewed as preferred approach if the ramp could be relocated to the southern facade which faces industrial uses and is less visible within the wider context.





ORIENTATION, DAYLIGHT AND SUN ACCESS

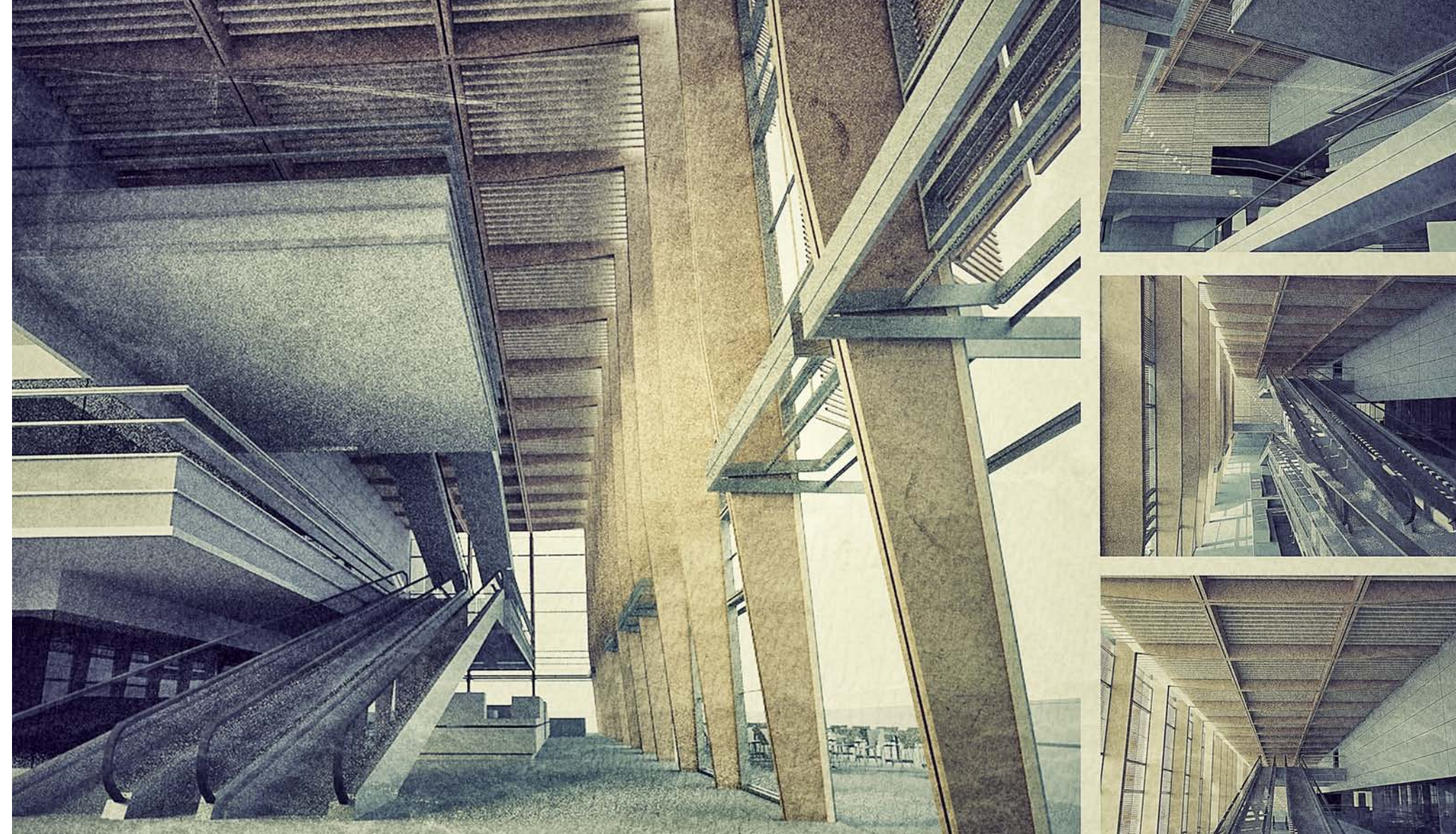
The approved scheme proposed a northern facade with only partial transparency at ground level and almost none at the level above. Other elevations were similarly or more solid in character. To a certain extent, the design echoed the configuration of the existing centre with minimal daylight or outlook. In an effort to improve sustainability initiatives and general amenity, much greater attention has been given to this area.

In the new scheme, the northern facade provides transparency, natural daylight, shading and operability, bringing a much improved environment to the new centre. Daylight will penetrate deeply into the centre via the double height atrium and market place, while circulation will be re-oriented to

take advantage of the northern orientation rather than being overshadowed and internalised.

The western edge, highly visible from Edinburgh Road, is treated with much greater sensitivity providing active frontage balanced with the shading required to address heat load.

The southern facade, currently facing blank industrial use is treated more economically, but is carefully detailed to deliver a unified scheme. It places the emphasis on the northern frontage but ensures that the relocated ramp is well screened and enhances a street, which is already well vegetated, with further landscaping and set back planted zones.



SURROUNDING USES and LOCATION OF INDUSTRIAL / RESIDENTIAL

Located at the boundary between residential and industrial use, the Metro is in an unusual location with little buffer to sensitive residential areas and no direct connection to commercial and retail areas.

It is logical the extension to the south should take advantage of its distance from sensitive residential streets and the opportunity to create a shopping precinct including active frontage and open space.

Primarily to the south, the industrial precinct is critical to the character of Marrickville, both in its traditional role, which includes a substantial number of food producers and providers, but also an underlying transformation of buildings into alternative uses.

A simple internet search of Marrickville Industrial Areas brings up enterprises such as bars and clubs, music venues, food tours and coffee houses. These

uses embrace the industrial simplicity of their settings without trying to force an entirely new character upon it.

Whilst the extension to the Metro must begin with a new building, an industrial typology is both appropriate and functional for the type of retailers and shoppers likely to inhabit the space.

The design of the Metro's extension intends to adopt an industrial structure as well as complementing and supporting the culture that arises from surrounding areas. The new design displays affinities both with Pop Up store phenomena and interior market design.



PEDESTRIAN CIRCULATION WITHIN THE NEW CENTRE

The approved design provides travelers within the centre of the building footprint. This allows tenancies to occupy the boundaries but has the disadvantage of pulling the majority of shoppers away from the street and internalises the shopping experience.

While travelers occupy a significant footprint, they do not entirely obstruct sight lines to spaces beyond. It is with this in mind, and the desire to create a dynamic and vibrant frontage to Smidmore St, that the new design proposes their relocation in line with the northern facade.

Passing through a building with significant natural daylight and outlook will undoubtedly improve the experience of visiting the new extension. The experience of walking through the atrium space and market place should also provide opportunity to interact with both smaller, unique stall owners, frequently missing from the shopping mall experience, as well as larger retailers. Pedestrian circulation from the car park ensures that the shopping experience is not internal and unconnected with surrounding streets and existing Metro uses.

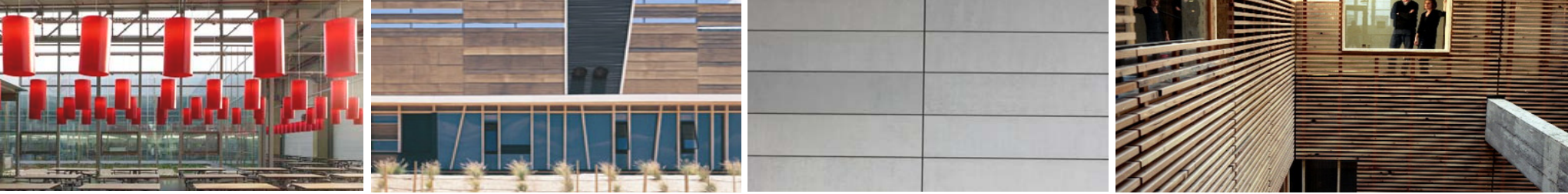


MARKET STALLS

The approved original design proposes a centrally located market stall area with narrow frontage to Smidmore Street, limited in area and placing priority on traditional retail tenancies.

The new design has reoriented the market area toward the street within an area which opens out to the frontage. The total provision of marketplace area has increased as well as ensuring that a large proportion of the Smidmore Street boundary is dedicated to market use.

Furthermore, all traditional retail frontages connect with the market zone at ground level or overlook the space from above, having opportunity to take advantage of the dynamic nature of these spaces in a similar way to well known internal markets such as Chelsea Market in New York, which seamlessly combine small and large retailers within a vibrant internal concourse.



MATERIALITY

The currently approved scheme was criticized for its lack of contextual fit. The design did not appear to appropriately align with the character of Marrickville.

The construction methods and materiality of the new design are intended to reflect the industrial context of the site as well as avoid the frequently overloaded style of retail architecture, which typifies suburban malls.

It has been made clear through consultation and market research that the Marrickville Community does not wish to have a generic shopping experience and desires an atmosphere which is more in keeping with local character and values.

Wherever possible the design will avoid adding additional layers of lining and focus attention on materials that are 'self finished'; that is, do not require additional coatings or layers.

The timber and concrete structure will reflect the simplicity of surrounding industrial buildings. Additionally, recycled and sustainable materials will be used wherever possible.

A finer grain and warmer materials are proposed for the Smidmore Street elevation. Here, a pattern of operability within the facade will create a rich texture of use allowing shading and openings for natural ventilation and pedestrian permeability.

Filtered views in and out of the centre will add to the vibrancy of the street and promote natural daylight within.

To the south, the precast cladding will reflect the texture of the northern timber shading through it's modular arrangement and scale. The weave will vary from solid to a feathered screen concealing the ramp access to rooftop parking. Internally, both shared areas and retail fitouts will focus on reducing the amount of unnecessary material, particularly ceiling and floor linings.

SUSTAINABILITY

The Marrickville community and Council are both recognized for their commitment to sustainability. This was reinforced in community meetings where representatives expressed their desire for the new extension to embrace sustainable practices as well as design. While the design is still at the early schematic stages, a range of improvements have been made in comparison with the existing approved scheme:

1. Significantly improved natural day-lighting through a double height transparent façade to the north and internal voids and atria
2. Improved passive solar design through careful detailing of the northern façade
3. Sustainable material selection wherever possible – with low embodied energy, self finished, minimal maintenance and minimal refinishing requirement. Detailing will allow for the recycling of materials and elements wherever possible
4. Mixed Mode Air Conditioning – the double height void to the north will provide an excellent form for natural ventilation in the temperate months and spill air conditioning during more extreme periods. The façade and roof will be designed to accommodate openings to allow for natural ventilation
5. Indoor Market style configuration which encourages people to expect a simpler and more direct relationship with external conditions rather than internal, mall-style climate control.
6. Improved landscaping and deep soil planting as well as designing to encourage existing tree planting to thrive through setbacks. External wall areas, combined with deep soil and setback also provide excellent opportunity for planted wall areas
7. Improved public domain which encourages outdoor use and visits on foot or by bike
8. On site detention of water and deep soil planting

Further initiatives will become apparent as the design progresses through the next stages of development.

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