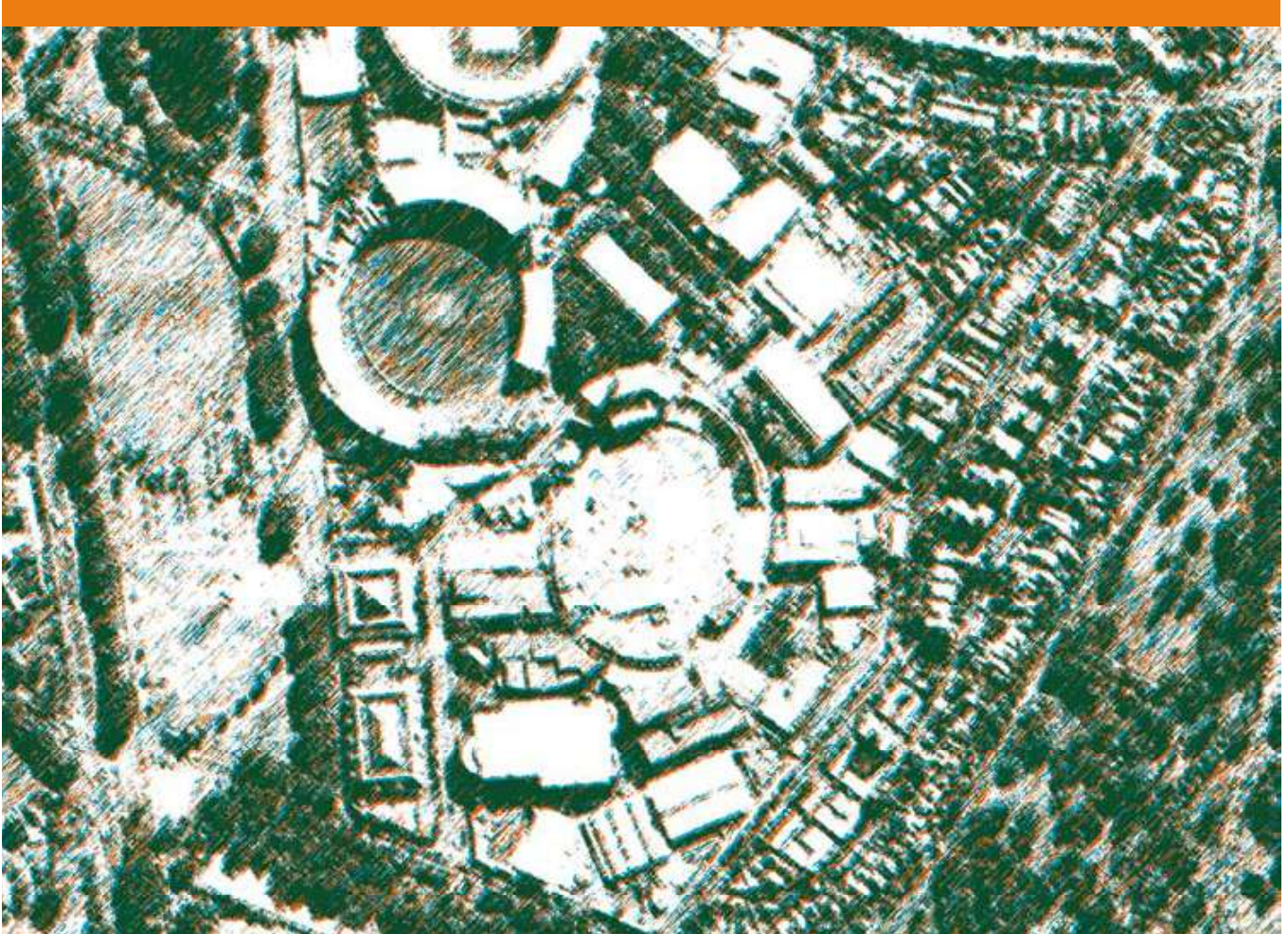


**ENTERTAINMENT QUARTER - CONCEPT PLAN APPLICATION FOR  
AMENDMENT OF THE MASTER PLAN  
URBAN DESIGN REPORT**



Prepared for Colonial First State Property Management  
Revision A  
20th August 2007



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# 01

## INTRODUCTION

This Urban Design Report has been prepared on behalf Colonial First State Property Management to accompany a 'Concept Plan Application to amend the Master Plan relating the former Moore Park Show ground'.

SEPP 47 allows a total of 144,000m<sup>2</sup> across the Fox Studios and Entertainment Quarter. Substantial additional development potential exists on the Entertainment Quarter. Current total Floor Space Area (FSA) of 117,813m<sup>2</sup> either exists or is under construction within Fox Studios and EQ combined. A deed between the current owners of the Entertainment Quarter and Fox Studios is in place which caps floor space in Fox Studios at 67,500m<sup>2</sup>. Hence an additional 26,187m<sup>2</sup> is allowable under SEPP47 within the Entertainment Quarter.

Submissions made when the Australian Film, Television and Radio School Project Application was exhibited in 2006 requested Colonial First State Property Management to provide clarification as to where the additional floorspace would be located within the Entertainment Quarter. This proposal addresses that request.

This application seeks concept approval by the Minister for Planning to allow the construction of an additional 26,187m<sup>2</sup> of Floor Space Area (FSA) in nine additional structures in nine locations within the Entertainment Quarter. The proposal involves the removal of Building 125 (Formerly the "Simpsons Down Under Building" and currently tenanted by Track-Down Studios), and the removal of Building 17 (F W Thring Building) located east of the Byron Kennedy Hall (Building 15) and south of the Cecil Holmes Building (Building 17). Additions are proposed to Building 230 (multi-deck car park) - immediately to the north-east corner of this structure and to the roof level terrace of Building 207.

### 1.1 BACKGROUND

Cox Richardson Architects and Planners have been engaged by Colonial First State Property Management to study the potential allocation of additional floorspace within the Entertainment Quarter of the Moore Park Showground.

The outcome of the study was an identification of 9 locations within the Entertainment Quarter to accommodate an area of approximately 26,187m<sup>2</sup> of additional floorspace.

The 9 locations have been proposed on the basis that the positive qualities currently inherent in the precinct and the principles described in the original master plan are 'enhanced', or at the very least 'maintained'.

# 02

## URBAN CONTEXT

### 2.1 ORIGINAL MASTER PLAN PRINCIPLES

The following section describes briefly the principles inherent in the original master plan and following Development Application proposals; and an assessment of the opportunities and constraints inherent in the site.

This Urban Design Report acknowledges the following character of the Precinct as defined by the original Master Plan and subsequent Development Applications:

- significant leisure entertainment and retail uses which activate Bent and Main Streets;
- the Parade Ring as the focal point and primary open space feature;
- built form that spatially defines the Parade Ring, Bent Street, Main Street and Cinema Plaza;
- planting that defines Bent and Main Streets;

- a coordinated suite of urban elements;
- hierarchy of paving finishes;
- heritage buildings as landmarks features; and
- the provision of shade and shelter for pedestrian amenity.

The actual built condition of the Entertainment Quarter is such that the above principles are generally evident in the actual built condition of the Precinct.





## 2.2 OPPORTUNITIES AND CONSTRAINTS

### 2.2.1 Opportunities

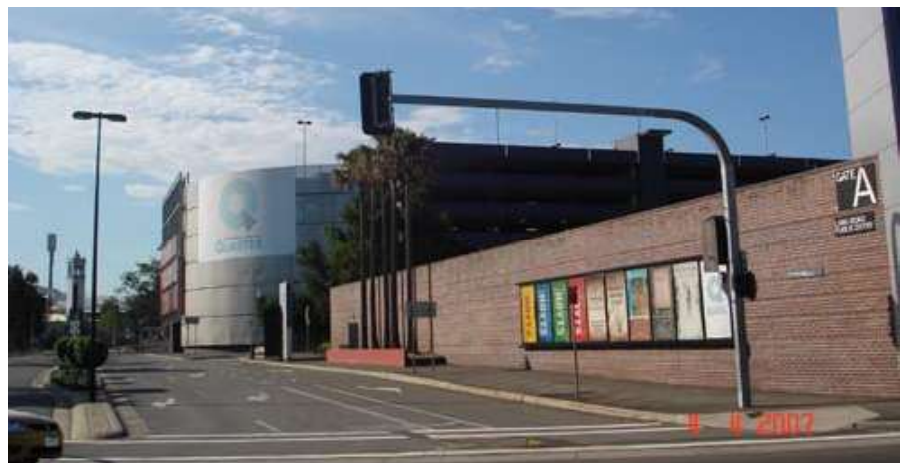
There is a significant opportunity to improve the amenity of those parts of the Entertainment Quarter which currently do not achieve the quality or standard of amenity that the majority of the Precinct achieves.

There is also an opportunity to 'expand' the area of the Precinct that is 'publicly accessible' and useable.

Where floor space is allocated in those parts of the Precinct already of a quality commensurate with the dot-point description above, there is still the opportunity for enhancement of the positive qualities of the precinct.

In the course of our study various areas of the precinct were identified as having an opportunity for urban design improvement. These areas are identified below along with the suggested means to deliver the improvement:

Lang Road Entry – Improve the entry experience cognisant of the heritage and landscape issues relevant to this part of the site. This would involve the removal of service yard adjacent to the entry and introduction of floorspace that may contain a usage that is complimentary to the sports and recreational activity in Moore Park, south of Lang Road.



Multi-deck Carpark – Improve the presentation of the multideck carpark in terms of its mass / bulk and scale - in particular its presentation towards Errol Flynn Boulevard and the adjacent structures of heritage significant – the Fox and Lion (Bldg 216), the Horden Pavilion (Bldg 240) and the Hall of Industries (Bldg 242)



Driver Ave Entry – Improve the entry experience and create a meaningful connection between Driver Avenue and the Parade Ring.

Coach Carpark – Current usage as intermittent 'back of house' service yard does not add any public amenity nor accessibility to this part of the site. In proposing new floor space in the area there is an opportunity to properly terminate Bent Street and simultaneously provide an axial link and view corridor through to Driver Avenue.



Heritage Park – Bldg 125 does not add to the activation of Heritage Park nor contribute in any positive way to the termination of Bent Street at Heritage Park. Reconsidering the opportunities 'locked' in this site would revitalize this part of the Precinct and 'build' on positive improvement currently being implemented to Bldg 101 and improvements that will result from the new adjacent Australian Film, Television and Radio School building.



#### 2.2.2 Constraints

The primary constraints which impact on the potential addition of floor space within the Entertainment Quarter are as follows:

- Respecting the Heritage qualities of the site;
- Ensuring the adequacy of parking;
- Mitigating the impact of traffic generation;
- Ensuring the adequacy of building services on the site.



# 03

## KEY MASTERPLAN URBAN DESIGN ISSUES

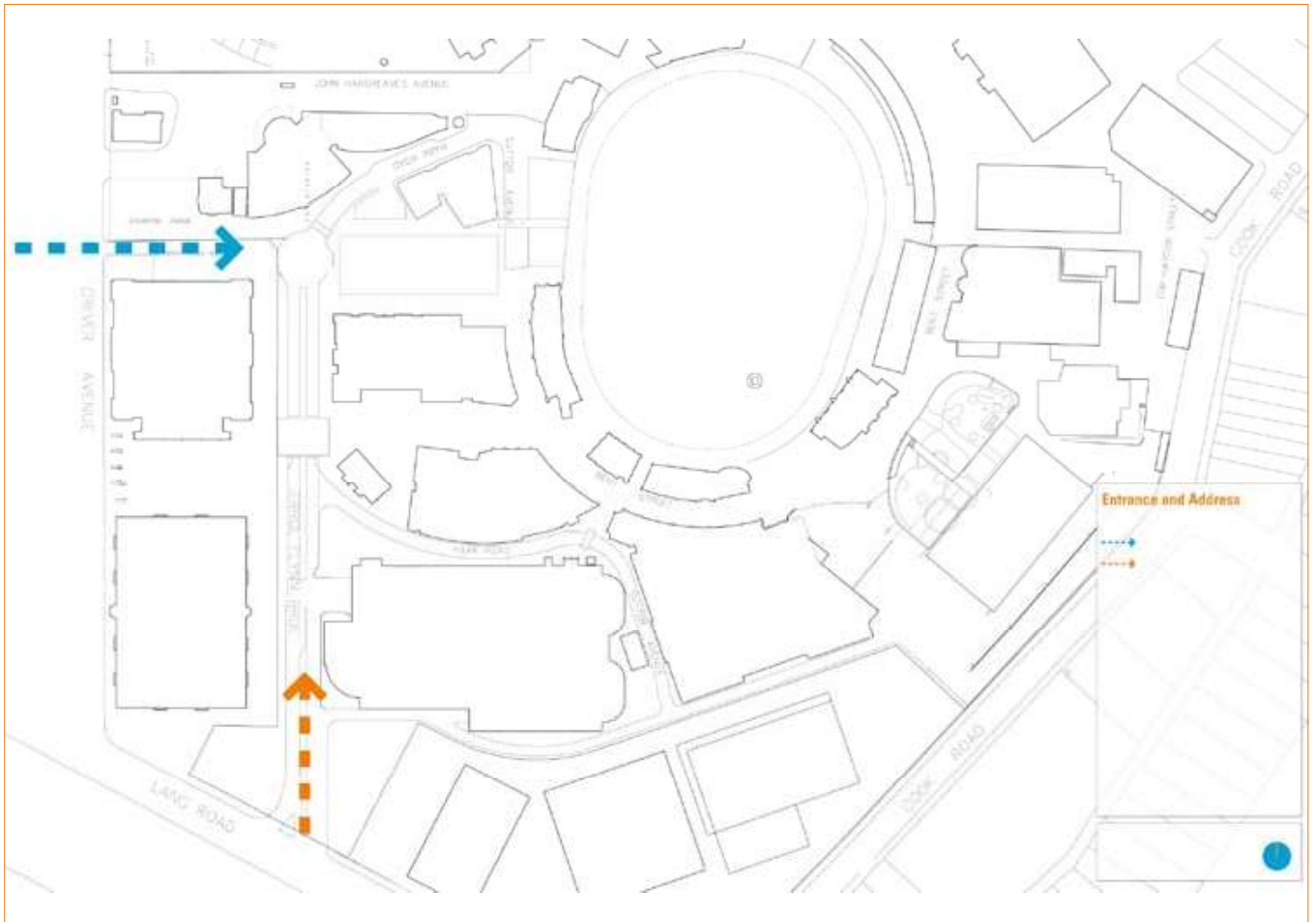
### 3.1 ENTRANCE AND ADDRESS

The urban character of the Entertainment Quarter is well established and recognizable. The key urban principles, which have been articulated under the original Masterplan as subsequently amended under separate Development Applications, are identified here to set the urban framework for the proposed allocation of the additional floor space.

The key urban design principles of the Entertainment Quarter are as follows:

The principle pedestrian and vehicular entrance way is from Lang Road along Errol Flynn Boulevard. This address remains unchanged. Errol Flynn Boulevard forms the main orientation space to the site and consists of entrance gates, signage, median strip, and tree planting. The traditional address of the Showground off Driver Avenue is retained in the form of a pedestrian pathway. The integration of the pathway entry sequence with the views across the site to the landmark feature of the site remains unchanged by the proposed allocation of additional floorspace.





### 3.2 URBAN STRUCTURE

The existing structure of the Entertainment Quarter builds on the character and structure inherent in the former Showground. The Entertainment Quarter consists of a strong and robust urban landscape that is reinforced by the heritage values of the site.

The proposed allocation of floorspace introduces some significant new urban elements which are introduced in a manner consistent with the history of the Showground and recent development while improving the amenity for visitors to the site.

Under this proposal the new floorspace is allocated such that it will enhance and reinforce the urban structure of the Entertainment Quarter. It will add to the public amenity and improve the public enjoyment of the precinct. It will facilitate greater public penetration into, and use of areas of the precinct currently functioning as 'back-of-house' areas or on-grade vehicular parking areas.

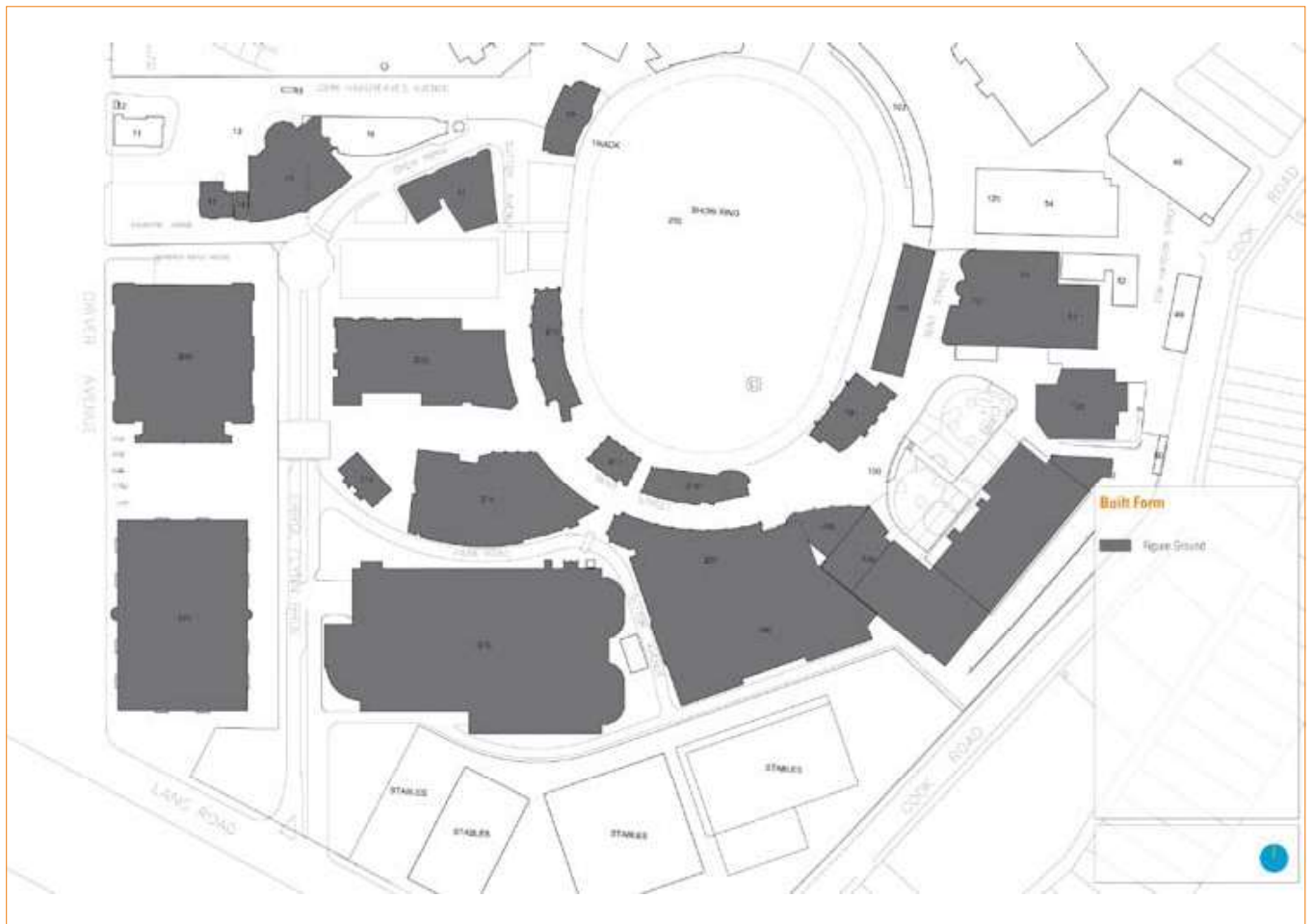
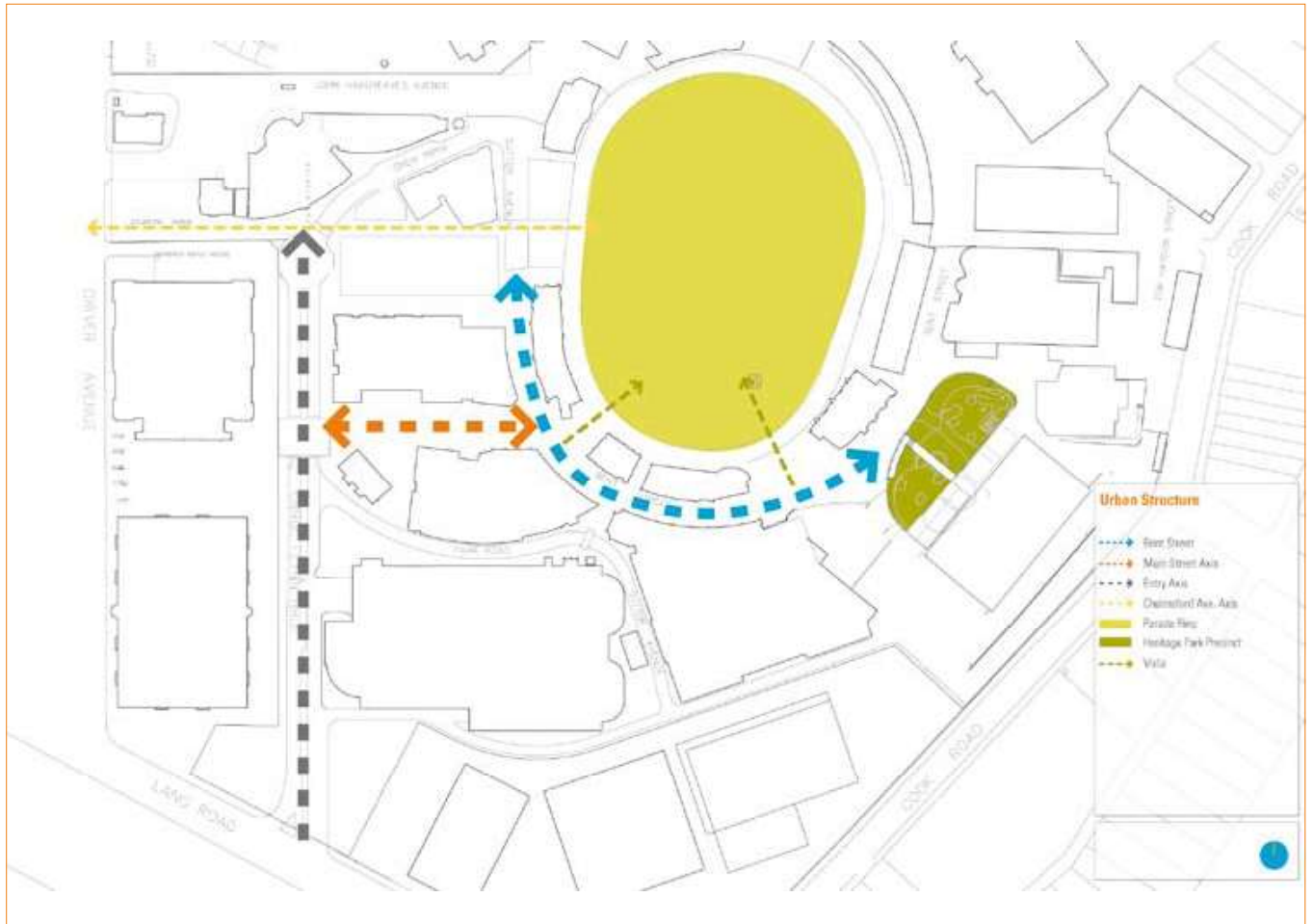
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### 3.3 BUILT FORM

The existing built form respects the general urban pattern of the former Showground site, whilst responding to the new entertainment character of the site.

The proposed allocation of floor space will be scaled and articulated to be responsive to immediate context. The scale of the proposed building volumes is commensurate with existing Built Form within the Entertainment Quarter.

The scale of the proposed building volumes is also sensitive and cognizant of the scale of the immediately adjacent mature trees and heritage issues as they pertain to each of the proposed locations.



### 3.4 SPATIAL STRUCTURE

The spatial structure of the Entertainment Quarter is retained in this proposal including all the streets, parks and incidental spaces. The primary streets and spaces within the Precinct have a strong spatial definition, with landscape and built elements reinforcing the urban structure and maintaining key views and vistas. Bent Street remains as the major pedestrian space. This curved route is continuously reinforcing the spatial field of the Parade Ring. Main Street remains as a primary axis linking the entry of Errol Flynn Boulevard with Bent Street. Bent Street and Main Street will continue to be lined with ground floor retail, entertainment and leisure uses.

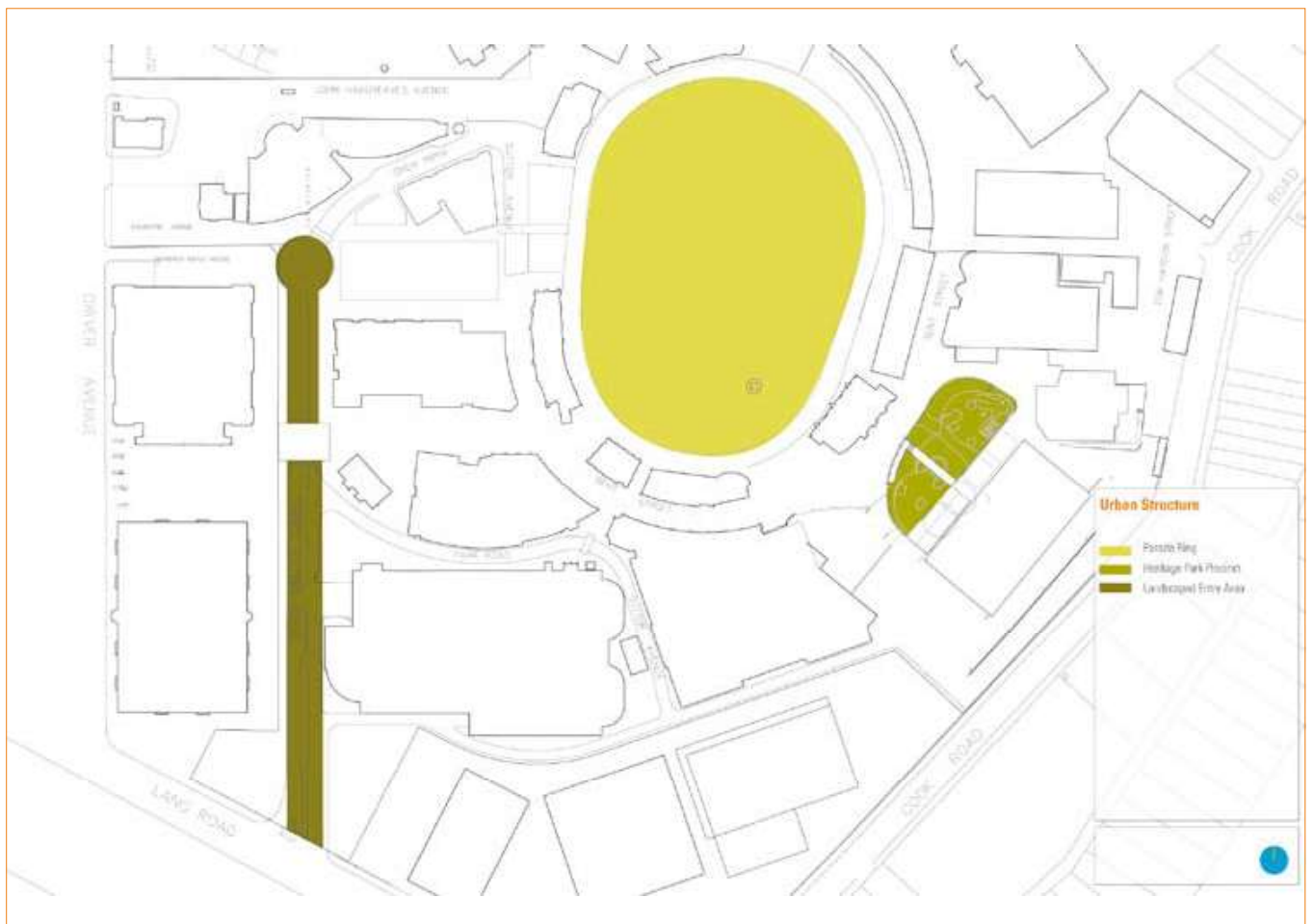
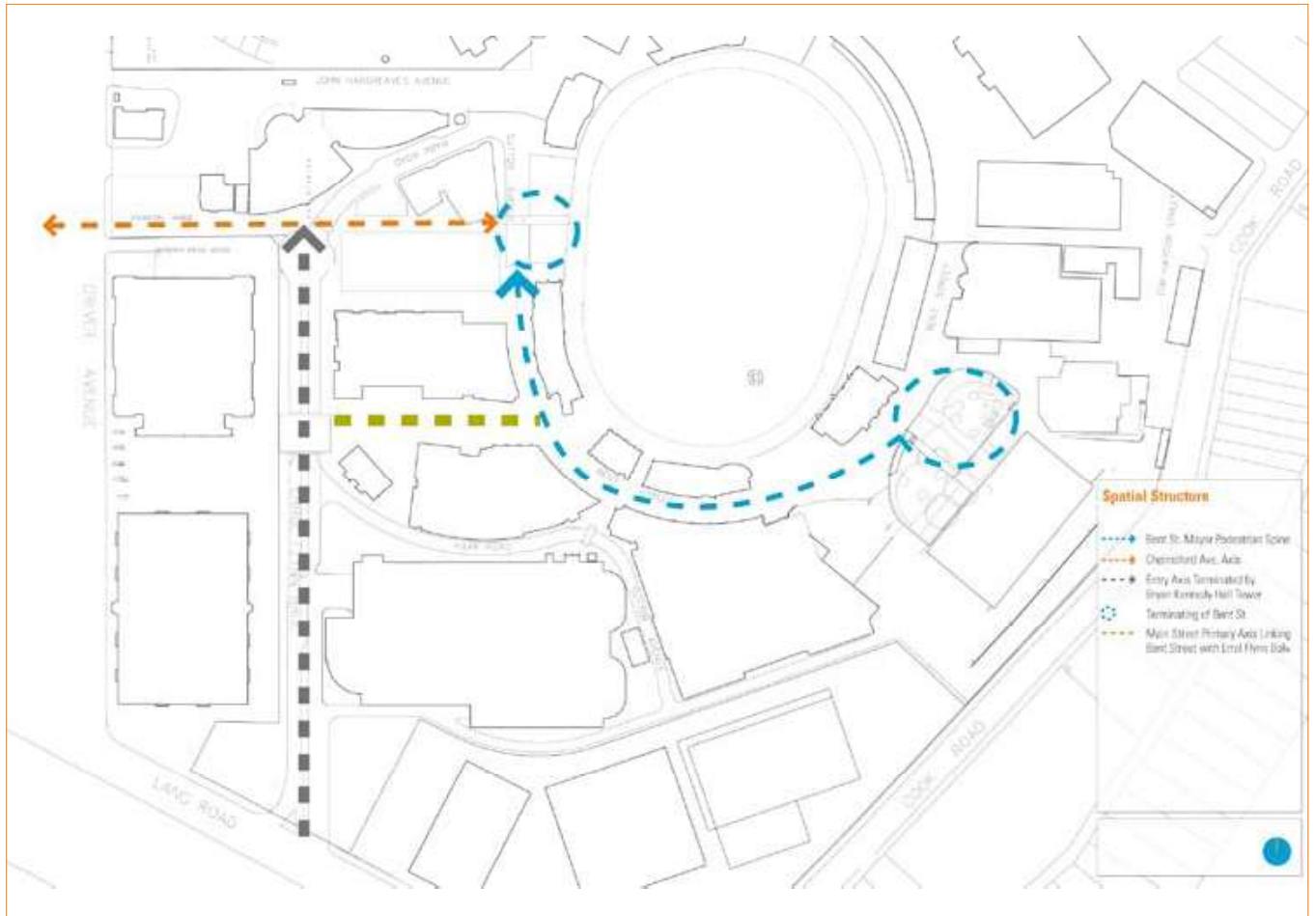
The spatial and visual continuity of Bent Street is retained. This proposal improves the termination of the Bent Street pedestrian spine both at the Heritage Park and SCG end. Indeed the SCG end of Bent Street is currently 'unresolved' – Bent Street effectively terminates unsatisfactorily at a secured gateway that separates the Coach Carpark site from Bent Street. One of the significant outcomes of this proposal is the potential to 'properly' resolve the termination of Bent Street in an appropriate public 'place' defined and contained by built edges. Critically associated with the Bent Street termination, and in addition to the primary axis of Main Street and Bent Street as described above, this proposal introduces an axis anticipated in the original Master plan – and defined in previous documents as of heritage significance - but not currently of any 'presence' in the existing 'built form'. This axis links the Driver Ave pedestrian entry through to the termination of Bent Street and beyond into the Parade Ring. This axis provides a strong spatial structure around which the proposed built form on the Coach Carpark can be organized.

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### 3.5 LANDSCAPE

The existing landscape structure of the Entertainment Quarter will remain generally unchanged. All significant landscape areas and vegetation are retained.





### 3.6 VIEWS AND VISTAS

External views into the Precinct have been considered. In addition, the following internal views and vistas are retained:

- key vistas to prominent structures are retained;
- secondary vistas are enhanced;
- linear streetscapes are maintained; and
- open landscape spaces are delineated.

The intrinsic quality of the existing vistas, streetscapes and structures has been retained. The proposed allocation of additional floor space will assist in terminating the existing views and vistas along Bent Street. Errol Flynn Boulevard will be 'reinforced' by the allocation of floorspace adjacent the Lang Road Entry and the multideck carpark (Bldg 230).

The allocation of floorspace at the Driver Road pedestrian entry and on the Coach Carparking site will establish a new and anticipated view corridor from Moore Park through to the Parade Ring.

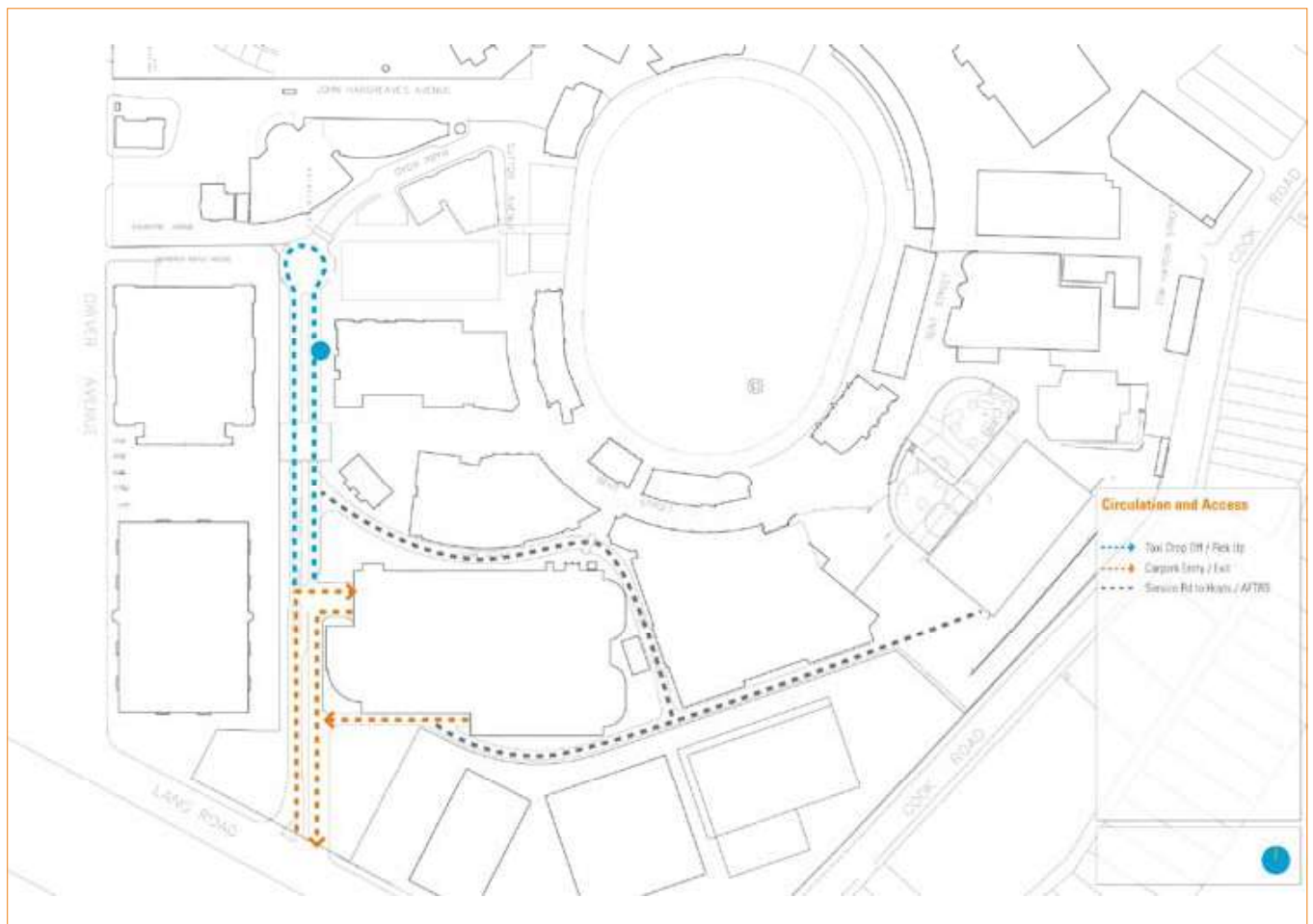
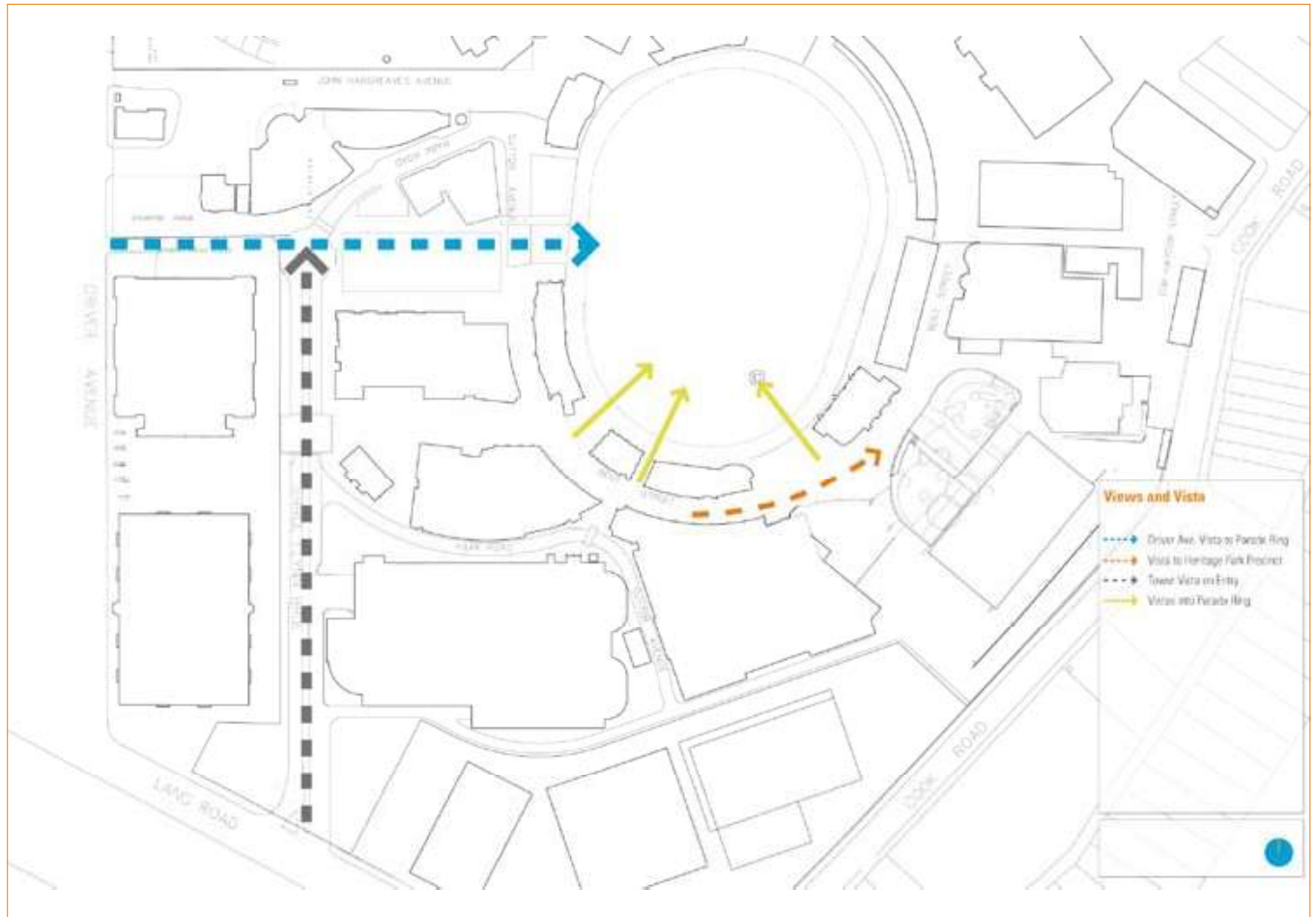
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### 3.7 CIRCULATION AND ACCESS

The existing public circulation and access structure of the Entertainment Quarter will remain unchanged. Vehicular access will continue to be restricted to Errol Flynn Boulevard, Park Road and within the Public Car Park.

The access roadway servicing Hoyts and AFTRS will be maintained.

The proposal does not reduce the car parking capacity of the site.

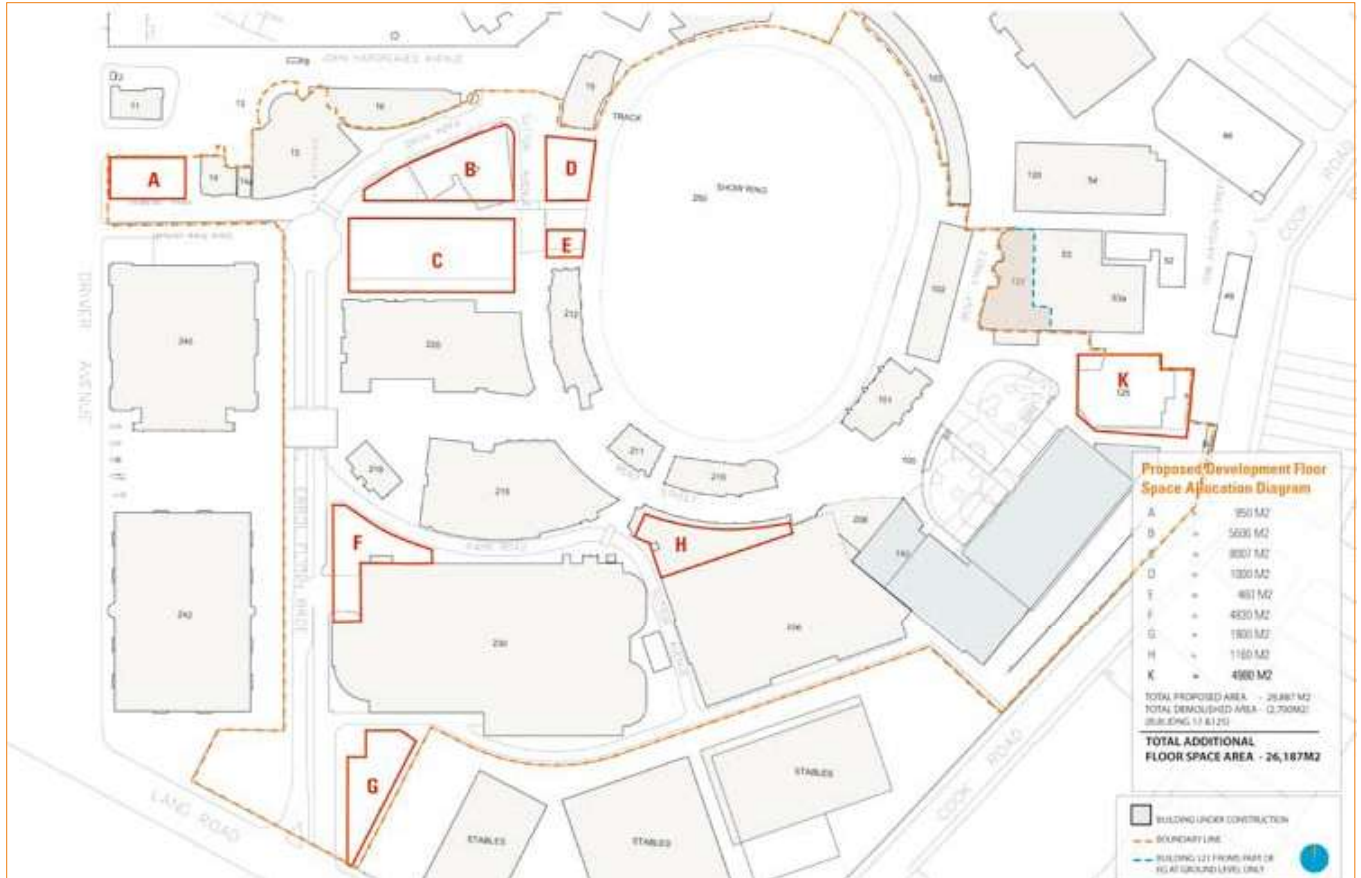


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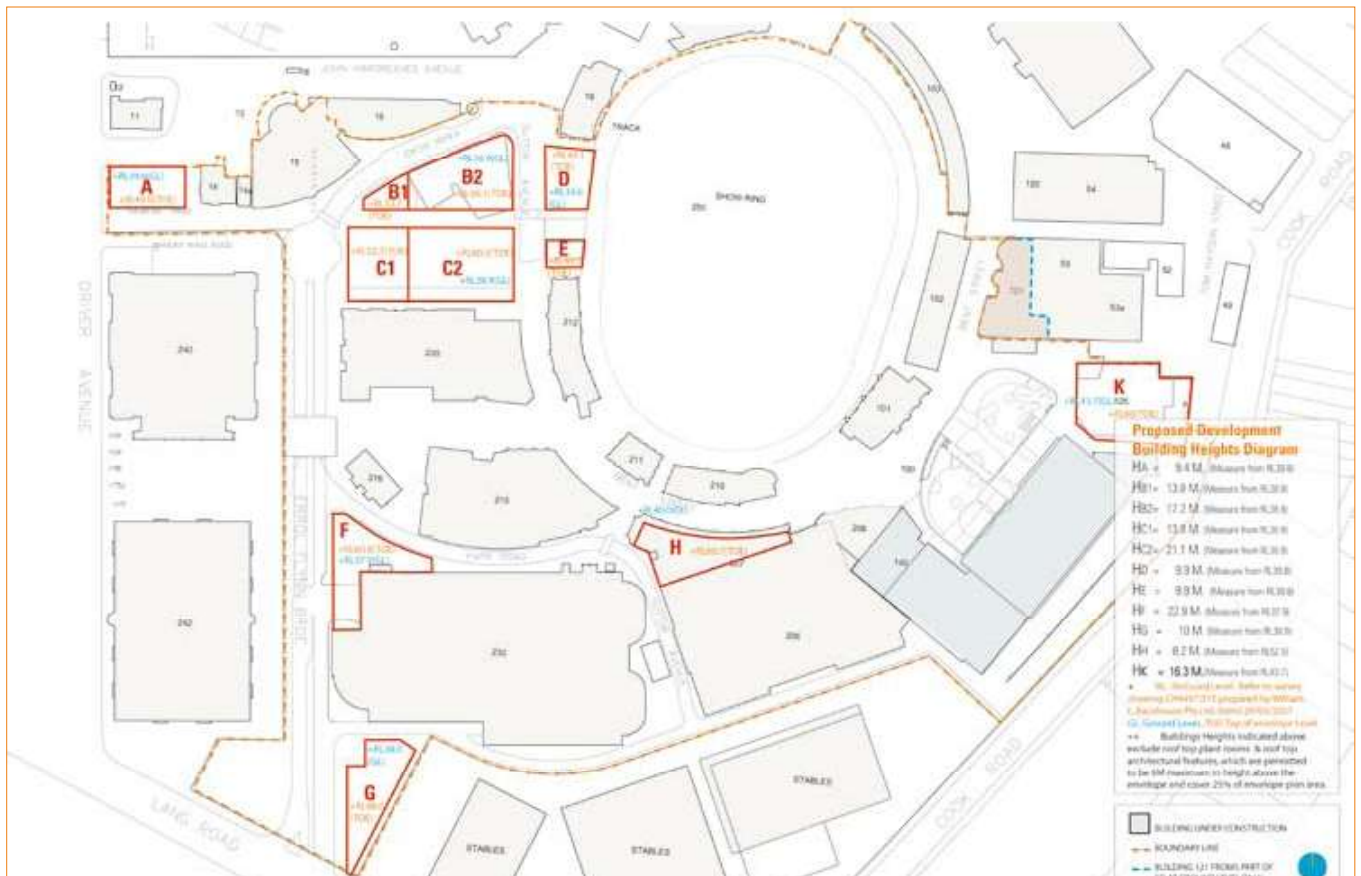
## URBAN DESIGN CONCEPT

The following describes the allocation of floorspace across the 9 locations in detail, explaining the key issues associated with each site.





FLOOR SPACE ALLOCATION



HEIGHT DWG

## 4.1 FLOOR SPACE ALLOCATION

The sites have been nominated A, B, C, D, E, F, G, H, and K. The locations of these sites are described as such on the Floor Space allocation drawing which forms part of this Urban Design Report.

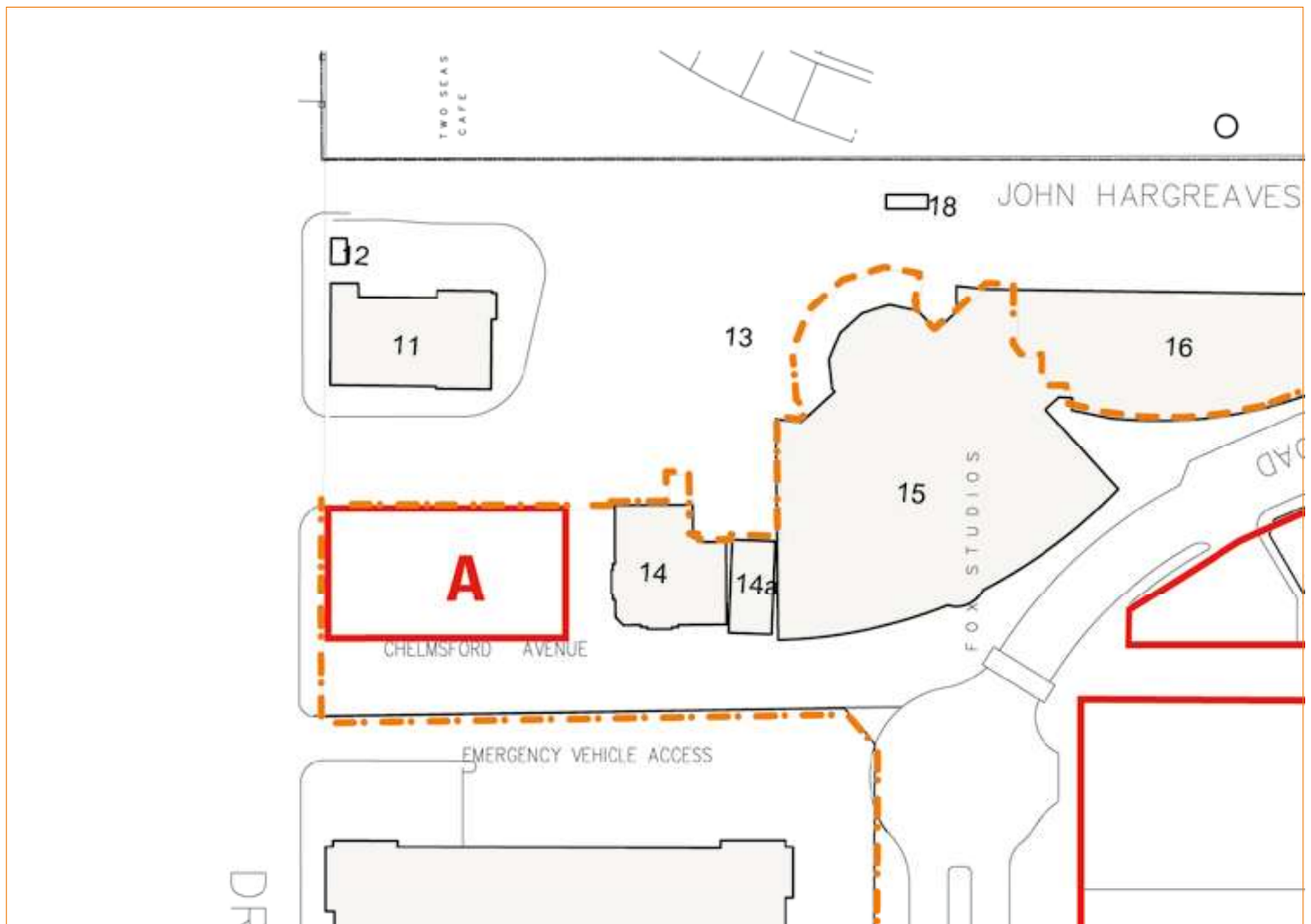
### 4.1.1 Site A

Site A is located at the current Driver Avenue entry to the site. Immediately west of the site is the bounding masonry fence to the Entertainment Quarter – a heritage interpretation of the original masonry fence; to the east of the site is the Commonwealth Bank Building (Bldg 14). Site A is directly adjacent to, and addresses Chelmsford Avenue – which currently functions as pedestrian route. On the south side of Chelmsford Avenue is the Horden Pavilion.

The overall area of Site A is 520m<sup>2</sup>. The potential Floor Space Area yield of Site A is 950m<sup>2</sup>.

The scale of any new building on Site A would need to be commensurate with the adjacent Commonwealth Bank building. In the development of a design solution for Site A there is potential for the proposal to:

- Enhance and establish a strong entry experience to the site;
- Provide an alternative heritage 'interpretation' of the former masonry bounding fence;
- Respond positively to the adjacent Commonwealth Bank Building – in terms of scale, materials, and setback;
- Provide a degree of weather protection the pedestrian path on Chelmsford Avenue;
- Establish a strong axis/spine from the Driver Avenue entry which can be extended upon by proposals through to the Parade Ring, with nodes at the intersection with Errol Flynn Boulevard and with Bent Street; and
- Facilitate a strong view corridor from Moore Park to the Parade Ring and visa versa.



#### 4.1.2 Site B & C

Sites B & C are located respectively on the site of the F W Thring Building (Bldg 17) and the Coach Carpark. Site B and C work in tandem to form an extension of Chelmsford Avenue, as described above in 4.1.1, through to the Parade Ring.

The F W Thring Building is proposed to be demolished. West of Site B is the Byron Kennedy Hall (Bldg 15), the tower of which is of considerable heritage significance. North of Site B is Bldg 16 and John Hargraves Avenue which is part of Fox Studios. East of Site B is a children's playground and beyond, the Parade Ring.

Site C occupies the Coach Carpark. West of Site C is the vehicular round-about that forms a termination to Errol Flynn Boulevard. East of Site C is a children's playground similar to Site B. Bldg 220 forms the southern built edge to Site C.

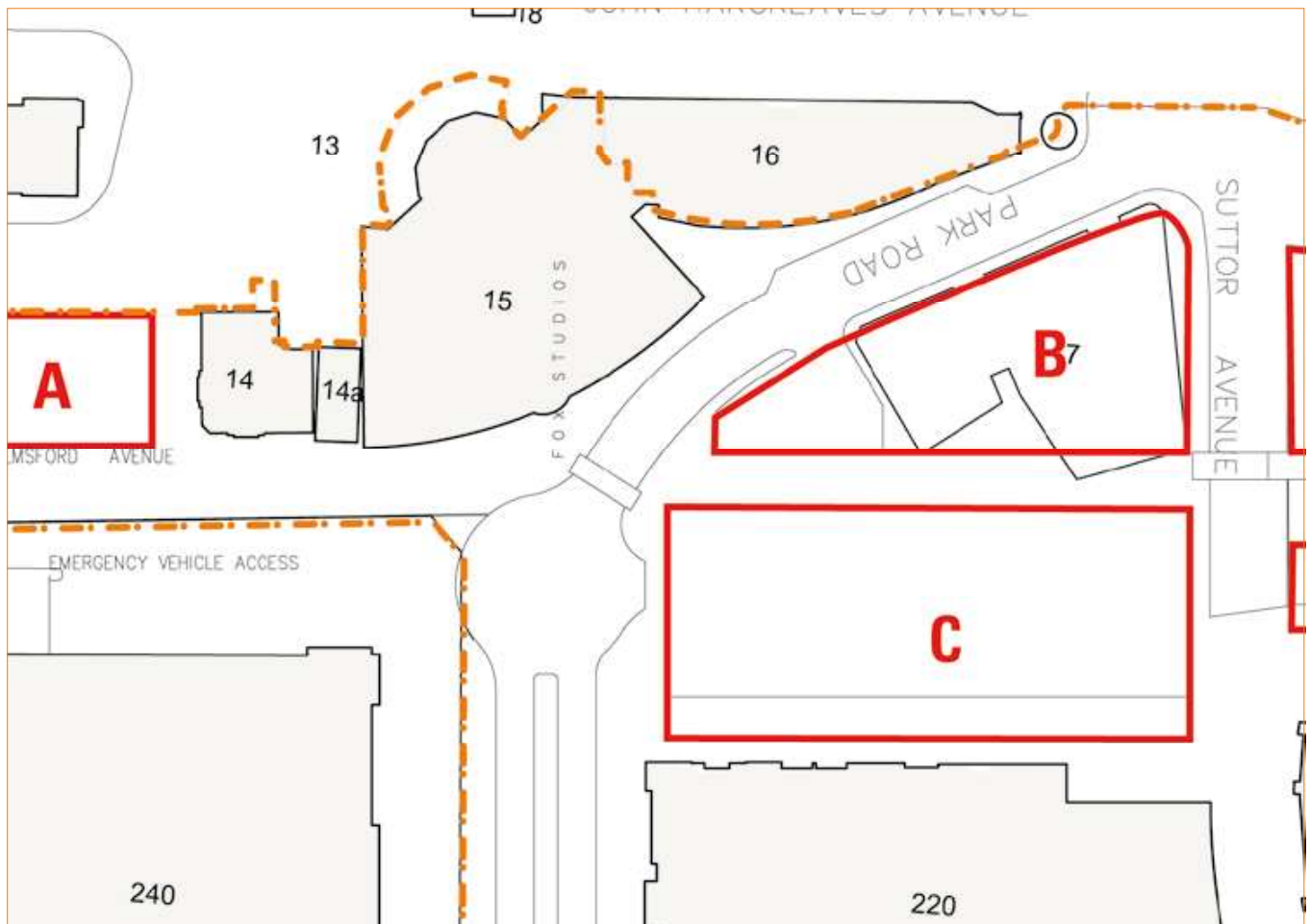
The site areas for sites B and C are 1640m<sup>2</sup> and 2620m<sup>2</sup> respectively. The proposed height is approximately commensurate with Bldg 220 which is directly adjacent. The potential Floor Space Area yield of Site B is 5600m<sup>2</sup>; for Site C the potential yield is 8007m<sup>2</sup>.

There is scope in the development of proposals for Sites B and C that setbacks can be incorporated in the upper levels to properly articulate the building scale and ameliorate any negative impact of the upper floor. A setback strategy similar to that adopted on Bldg 207 may be adopted – in this instance an upper level setback was utilized to reduce building scale as it addressed the public realm of Bent Street.

Similarly building floorplates can be 'stepped' to facilitate vistas to, and exposure of, the Byron Kennedy Hall Tower. It should be noted that Sites B and C could accommodate more than two buildings.

In summary, in formulating a design solution for Sites B and C there is potential to:

- Establish a strong axis in the Chelmsford Street alignment to the Parade Ring;
- Provide a strong and robust urban space/square that acts as a termination of Bent Street and the proposed Chelmsford Street axis;
- Facilitate a strong view corridor from Moore Park to the Parade Ring and visa versa;
- Appropriately respond to the tower of the Byron Kennedy Hall to the west and aid in the termination of Errol Flynn Boulevard;
- Provide an 'active and vibrant' termination to Bent Street via the considered location of building frontage and address;
- Provide a degree of weather protection of the Chelmsford Street Axis; and
- Investigate the possibility of physical linkages to Building 220.





#### 4.1.3 Site D & E

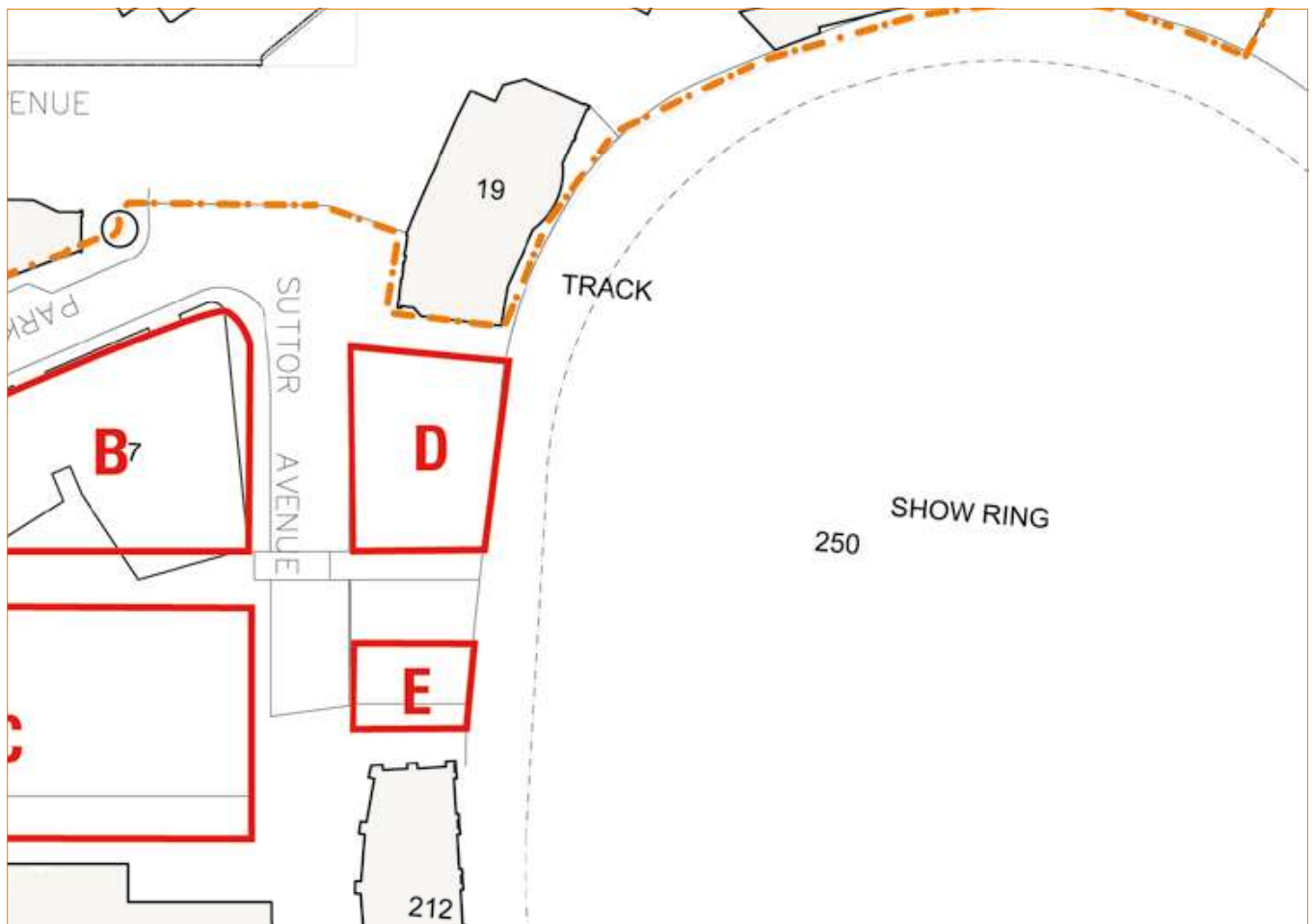
Sites D and E are located between Sites B and C and the Parade Ring. Currently, these sites are used to accommodate two children's playgrounds. This proposal seeks to relocate a children's playground within the Parade Ring and use it as a visual device to terminate the proposed Chelmsford Avenue axis.

Building out the edge of the Parade Ring is considered a good urban outcome, and an improvement on the current situation, as the spatial field of the Parade Ring will be better 'contained'. This is commensurate with both the intent of the initial Masterplan and the historic precedent – a building once did occupy these sites. The relocation of the children's play facilities to within the Parade Ring will improve the activation of the Parade Ring and enhance its public use.

Sites D and E are relatively small at 600m<sup>2</sup> and 300m<sup>2</sup> respectively. The height of any new buildings on these sites is proposed to be at a scale commensurate with Bldg 19 – the RAS Council Stand – which is immediately north of Site D and within Fox Studios. The allocated Floor Space Area for Sites D and E are 1000m<sup>2</sup> and 460m<sup>2</sup> respectively

In the development of a design solution for Sites D and E there is potential to:

- Provide a 'built-edge' to the Parade Ring;
- Respond appropriately by way of scale, material and detail to the adjacent RAS Council Stand;
- Terminate Bent Street in an 'activated' urban space/square;
- Facilitate the extension of the Chelmsford Avenue Axis into the Parade Ring with an appropriate termination at a "Children's Playground"; and
- Facilitate a view corridor to the Parade Ring on the Chelmsford Avenue alignment.



#### 4.1.4 Site F

Site F is located to the north-west of the multi-car park directly abutting the carpark. The multi-deck carpark is configured such that there is a plan 'indentation' at the carpark entry on its west side. On the north side of the carpark and south of the Fox and Lion (Bldg 216) there is a 'buildable' parcel of land currently occupied by a relocated fig tree. It is proposed that this tree be relocated elsewhere within EQ. Removal of the tree and use of the area occupied by the vehicular entry to the carpark results in a site of 1090m<sup>2</sup>. It is proposed that the current entry to the carpark is maintained.

It is proposed to build to a height commensurate with the carpark which results in a potential Floor Space Area yield of 4830m<sup>2</sup>.

The principle benefit of a building in this location is the improvement in the quality of the building frontage to Errol Flynn Boulevard - the multi-deck carpark will be concealed from view and the proposed building will provide a much more satisfactory urban edge than the carpark.

Views from the Hall of Industries (Bldg 242), the Hordern Pavilion (Bldg 240) and the Fox and Lion (Bldg 216) will be greatly enhanced as the carpark will be concealed from view. Additionally, views into the Entertainment Quarter from Moore Park (via the view corridor between the Hall of Industries and the Hordern Pavilion) will also be improved.

The curvature of Park Road is considered of heritage significance. Currently, the only building which responds in a positive interpretive way to this heritage issue is Bldg 215. The proposed alignment of a building on Site F is such that the curvature of Park Road is similarly interpreted and hence visible and 'present'.

In the development of a design solution for Site F there is potential to:

- Provide a 'better' street frontage to Errol Flynn Boulevard than that of the current multi-deck carpark;
- Provide an interpretation of the heritage significant curved Park Road; and
- Provide activation to Errol Flynn Boul-

levard.

#### 4.1.5 Site G

Site G is located east of the Lang Road Entry adjacent the Equestrian Centre. It is currently used as a service yard for the Entertainment Quarter with access via the service road to the south of the multi-deck carpark.

The area for Site G is 1120m<sup>2</sup>. The proposed Floor Space Area for the site is 1900m<sup>2</sup>. The height of any proposed building should be commensurate with the adjacent Equestrian Centre Buildings.

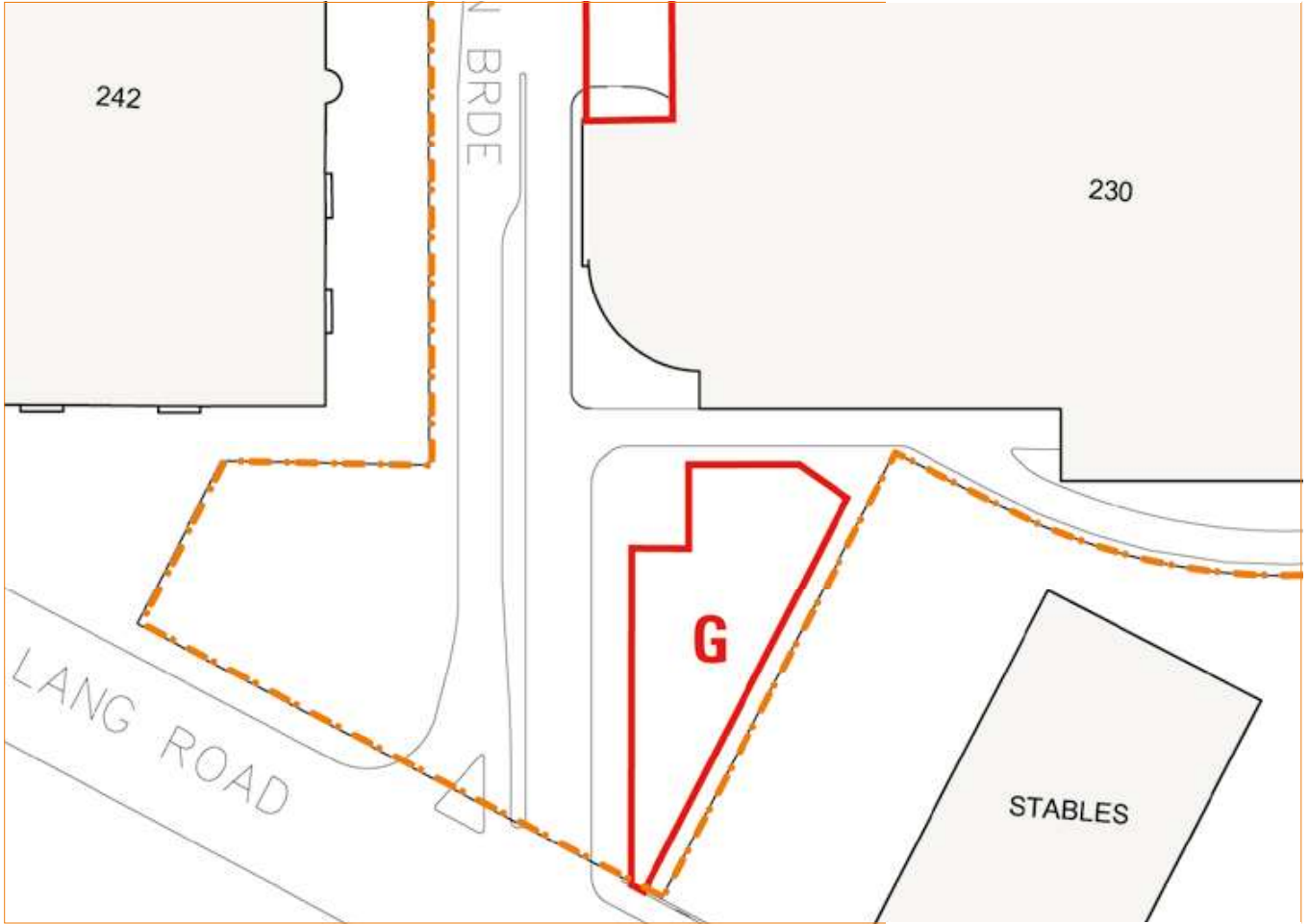
The masonry wall which forms the entry to the Entertainment Quarter is a heritage interpretation. Similar to Site A, it is proposed that a new masonry heritage interpretation occurs which may form the lower level to a building on Site G. The upper levels could then be setback appropriately from the alignment of the masonry wall.

Signage which is currently attached to the masonry wall may form part of a future building.

In the development of a design solution for Site G there is potential to:



SITE F



SITE G

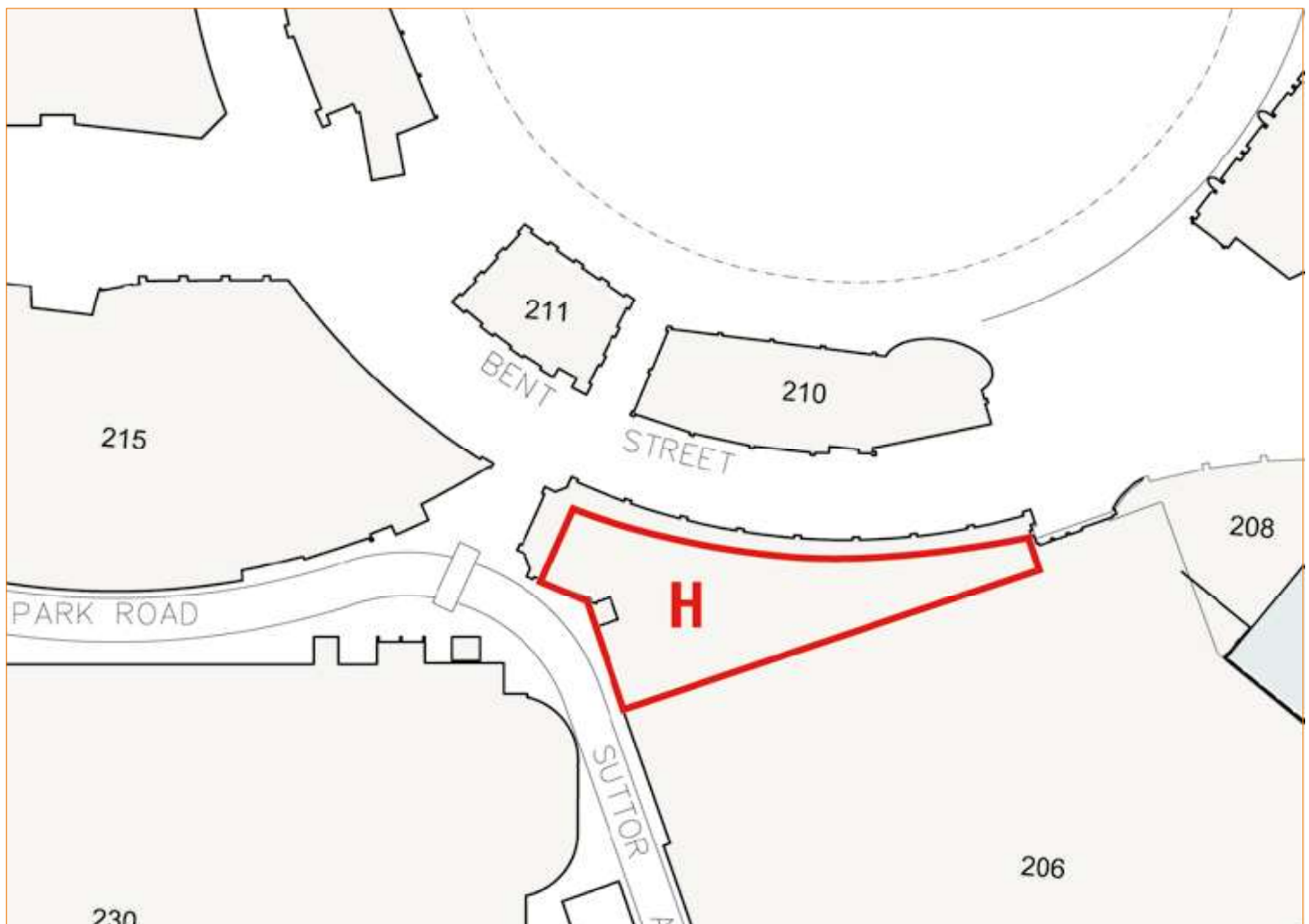
#### 4.1.6 Site H

Site H is located on the north facing roof terrace of Building 207. In the design of building 207 the construction of additional floor space in place of the current roof terrace had been anticipated. Building services and lift access were considered and 'built into' Building 207.

The 'site' area is 735m<sup>2</sup>. This allows for a setback from the Bent Street frontage to minimize any negative impact of the additional floorspace on the perceived scale of Bent Street. An additional Floor Space Area of 1160m<sup>2</sup> is proposed.

In the development of a design solution for Site H there is potential to:

- Add floor space to the Precinct that has no impact on the site coverage of the Precinct;
- Take advantage of the building services provided for in anticipation of floor area as proposed in this report; and
- Take advantage of the good north facing aspect additional floorspace at this level affords.
- Remove a service yard from direct adjacency to the main entry to the Entertainment Quarter;
- Improve the entry experience by adding the potential for animation and activity at the entry;
- Provide a building that may compliment the adjacent uses in Moore Park immediately south of Lang Road;
- Provide a new interpretation of the former masonry wall which may incorporate a building; and
- Provide a building that responds to the form and character of the adjacent Equestrian Centre buildings.





#### 4.1.7 Site K

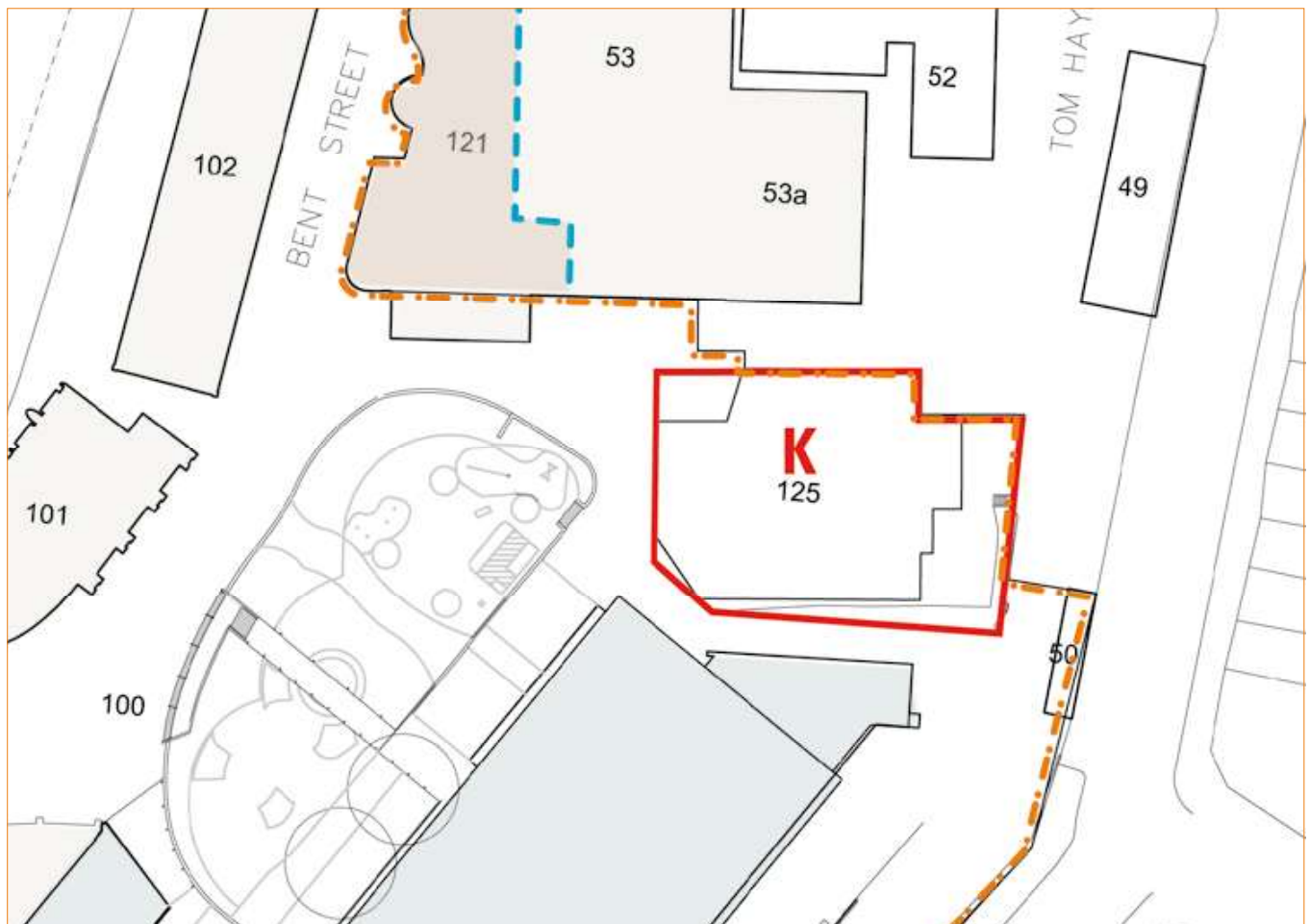
Site K is located on the site of what is currently 'Track-Down Studios' (Bldg 125). The site is to the north-east of the 'Australian Film, Television and Radio School' building currently under construction. A minor access road separates the two sites. Immediately west of the site is Heritage Park, north is the Fox Studios Precinct, and east is Cook Road.

Significantly there is a level change across the site of approximately 4m west to east.

The site area is 1700m<sup>2</sup>. A Floor Space Area of 4980m<sup>2</sup> is proposed. The height and number of storeys is proposed to be commensurate with the scale of the Australian Film, Television and Radio School when seen from Heritage Park.

In the development of a design solution for Site H there is potential to:

- Provide a building that aids in the termination of Bent Street at Heritage Park;
- Provide a building that aids in the activation of Heritage Park;
- Provide a building that is of a similar scale and quality to that of the adjacent Australian Film Television and Radio School, and hence a building with negligible impact on Cook Road residential properties;
- Improve the quality of the public open space immediately north-east of Heritage Park; and
- Improve the quality of the open space between the site and Cook Road.



# 05

## ARCHITECTURAL FORM, DETAIL AND MATERIALS

### 5.1 MATERIALS

The materials, form and detail of the buildings to occupy the proposed sites will be commensurate with that of the existing buildings in the Entertainment Quarter.

A rich and varied palette of materials will be used which reflect the current materials on site. This includes facebrick, rendered and painted masonry, bagged and painted masonry, fairface blockwork, plywood, hardwood, pre-finished CFC, painted CFC, metal panel of a variety of metallic finishes, metal cladding of a variety of profiles and finishes. Aluminium framed, frameless and patch-fitted 'engineered facades, aluminum louvers of various profiles. Stainless steel, galvanized and colourbond finished rainwater hardware. A variety of paving material including exposed aggregate insitu concrete, solid stone, brick and reconstituted stone pavers. Soft landscaping will maintain the existing palette of material existent on site. The incorporation of public art into building and urban design elements will be investigated.



## 5.2 FORM AND DETAIL

The buildings will be carefully detailed and highly articulate.

Building form will be developed to reinforce the existing urban and spatial structure of the Entertainment Quarter. It is critical that the design of the buildings responds also to the existent form and character of the site – both heritage and more recent developments.

A variety of building form exists currently at the Entertainment Quarter, and it is largely this considered variety, integrated with urban design, landscape, signage and lighting which creates the positive aspects of the Precinct. The new buildings should respond to the intent and agenda as set by these existent buildings and spaces.

As stated earlier in this report, a central aspect to this proposal is the delivery of 26,187m<sup>2</sup> of additional floorspace on nine separate sites. Primary to this is the intent to contain the mass/scale and bulk of new volumes proposed such that they are similar to the existing mass/scale and bulk on site.







# 06

## HERITAGE ISSUE

A heritage Report has been prepared by Godden Mackay Logan which addresses the Heritage issues associated with each of the nine sites proposed for the allocation of floor space. In reference to the recommendations outlined in Section 7 of that report we make the following comments:

#### **SITE A**

A setback is proposed on the western side of the site two protect the setting and integrity of the former Commonwealth Bank building. The height of the envelope to Site A is at a scale in keeping with the adjacent Commonwealth Bank building, the Hordern Pavilion and the former Rawson House within the adjacent Fox Studios site.

#### **SITE B AND C**

The height of the envelope to both Sites B and C have been limited to RL52.70 at the western side of sites to mitigate any negative impact on the setting of Byron Kennedy Hall, in particular the prominence of its tower.

#### **SITE D AND E**

Both Site C and D contribute to the positive sense of enclosure on the western edge of the Parade Ring, reinforcing the historic form of this significant space.

#### **SITE F**

The plan of Site F is such that the Park Road alignment is reinforced. The existing tree identified in the Conservation Strategy will be relocated in the Entertainment Quarter. It is important to note the tree had been transplanted to its current location within Site F during the establishment of the Entertainment Quarter – while the tree itself is of considerable significance its location is not.

#### **SITE G**

Appropriate setbacks have been adopted for the boundary abutting the adjacent horse stables. The height of the envelope for Site G is such that it compliments the scale of the adjacent horse stables.

#### **SITE H**

No heritage issues have been identified for this site.

#### **SITE K**

The height envelope for Site K is set to equates to the adjacent Australian Film Television and Radio School. The plan extent of site K is such that the setback to Heritage Park is equivalent to the building currently occupying the site.

# 07

## CONCLUSION

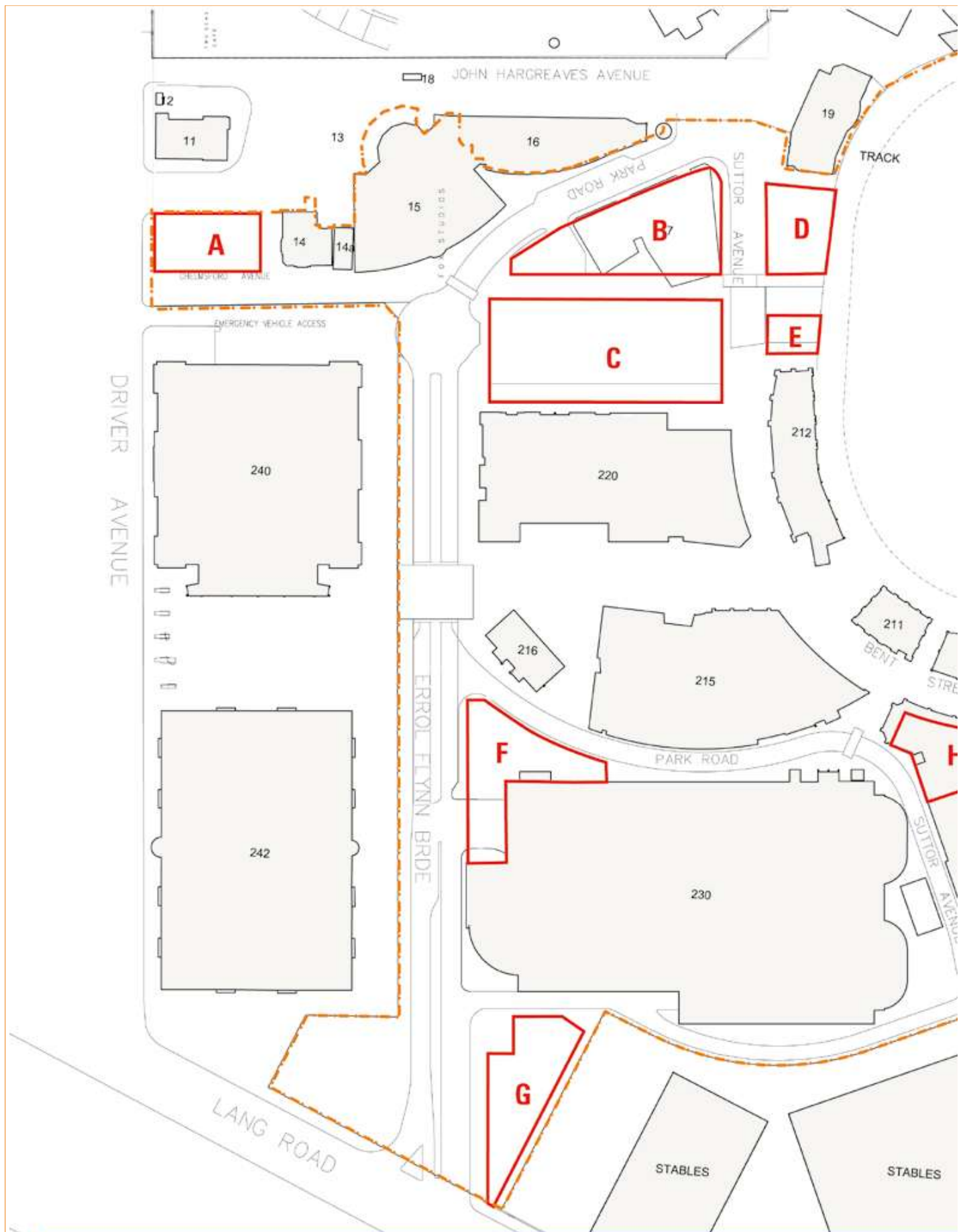
The urban design proposal embodied in this report is to allocate an additional 26,187m<sup>2</sup> of floor area within the Entertainment Quarter in a manner that is responsive and sensitive to the initial master plan, its subsequent amendments, and the existent built condition of the precinct.

Particular care has been given to reinforce the urban design framework, structure and spatial organization of the Precinct. To achieve this, key urban design issues were referred to in assessing the suitability of proposed sites. These issues were – Entrances and Address, Urban Structure, Built Form, Spatial Structure, Landscape, Views and Vistas, Circulation and Access and Heritage.

The allocation of floorspace as outlined in this report achieves the a quality urban design outcome consistent with the initial master plan for the Showground site and consistent with the 'as built' urban design of the present Entertainment Quarter.



## APPENDICES



## ENTERTAINMENT QUARTER - CONCEPT PLAN APPLICATION FOR



