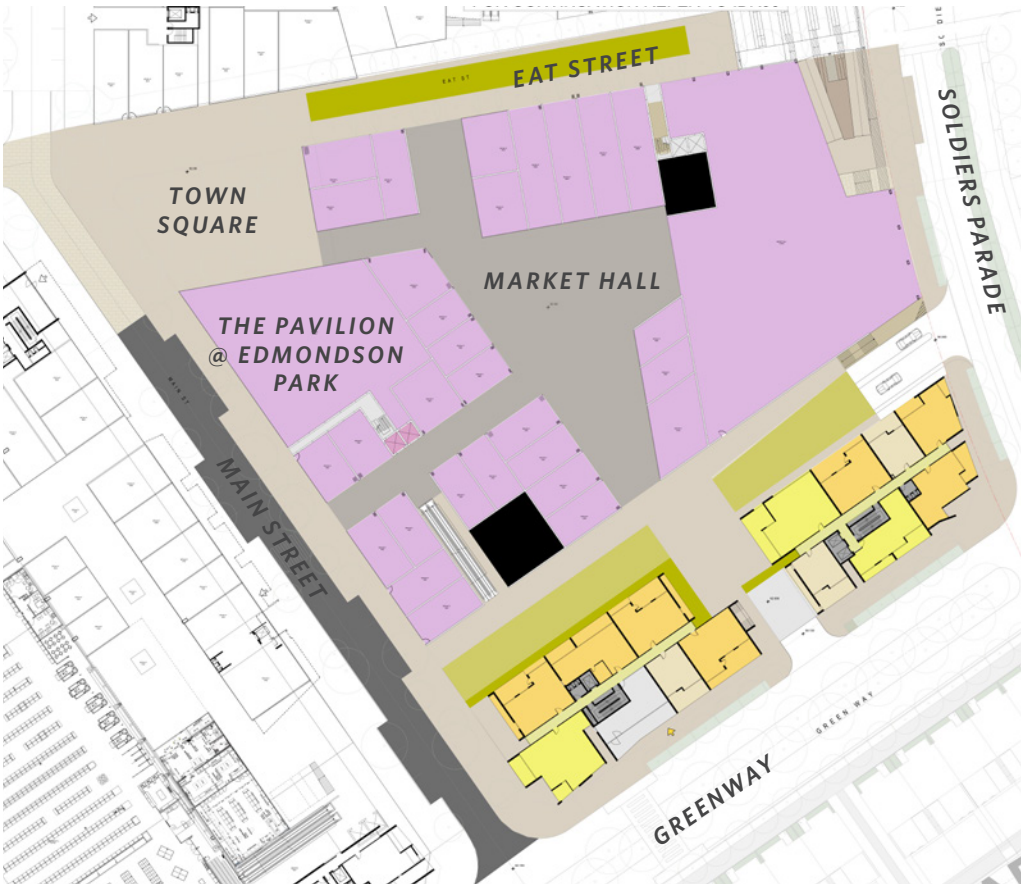
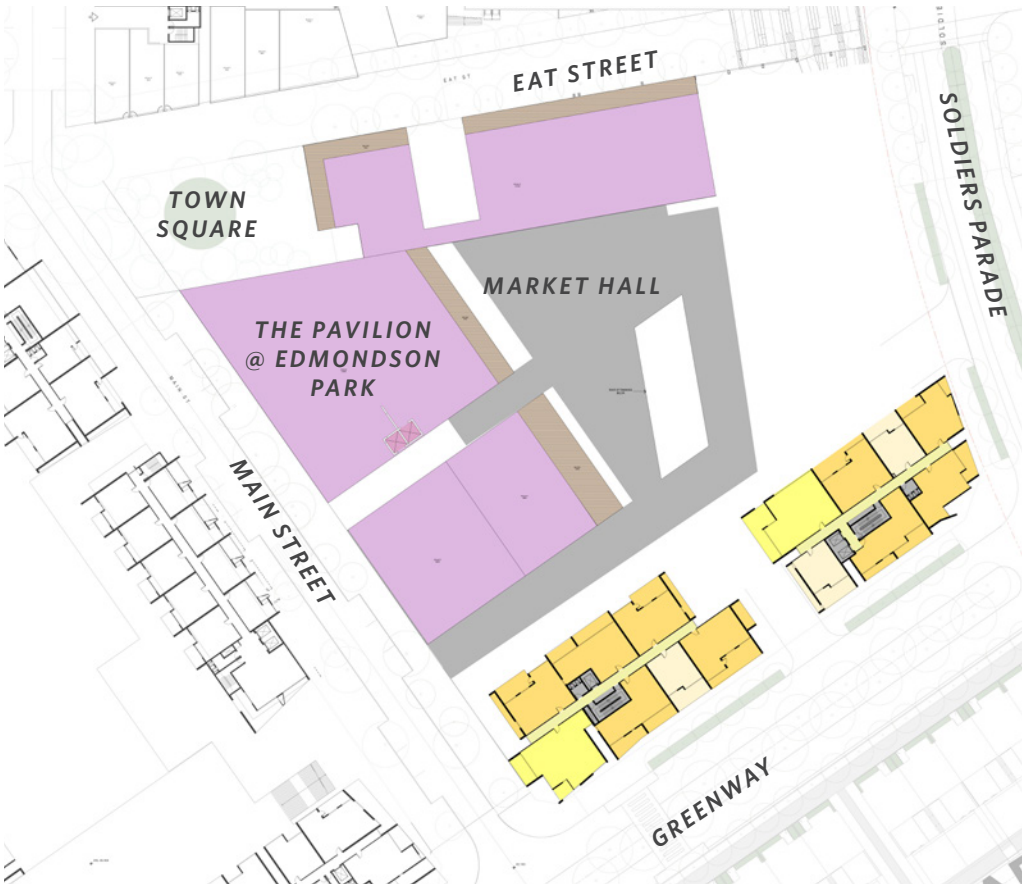


SOUTH EAST



GROUND FLOOR



LEVEL 1



LEVEL 2

SOUTH WEST

The built form in the SW quadrant responds in scale and form not only to reinforce the streetscape along The Greenway but also recognises the topographical changes along Bernera Road. This allows the built form to provide a softer transition to the Regional Park where the building departs from the perimeter block form and opens to the view and amenity of the park. This also allows the vista and experience of Bernera Road to be more animated. The use of the topography also allows for the site to be permeable as the built form frames a green spine through to Main St and Soldiers Parade beyond. A landmark tower is proposed for the corner of Main St and Urban St fronting Town Square acting as an urban marker to Edmonson Park Station. It is important that the Town Centre Core marks its centre as has been the case in town centres for centuries; it is also relevant that in a corridor which is slating greater urban density that this marker is a residential form.



MIX

- Community Centre
- Specialty retail
- Supermarket
- Residential
- Through-site Link
- Small format department store



TOWN CENTRE NOT A CITADEL

- The Town Centre Core marks the centre of town while celebrating permeability, transition and walkability
- Connections and linkages with the surrounding neighbourhood are created both visually and physically
- Built form 'speak' to transition between core and neighbourhood in both scale and character



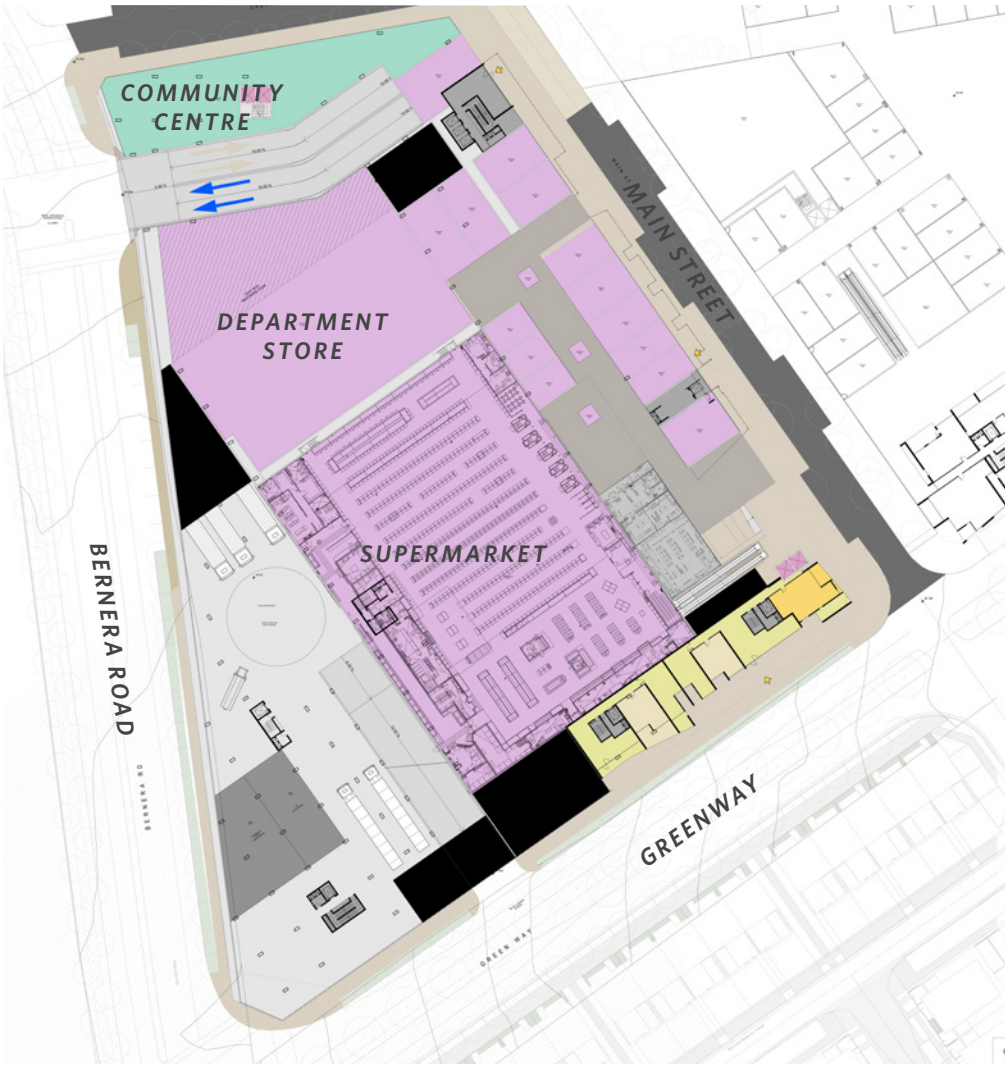
ROADS NOT AS MOATS

- Natural transition of form and scale which respects the fact that the Town Centre Core sits in a context of the suburb- not as an island
- Built form engages the streets in response to adjacent interfaces
- Built form engages the streets to promote connection to adjacent interfaces which increases permeability

MASTERPLAN PRINCIPLES

- 1 GRAVITY 2 PUBLIC DOMAIN - BROADER CONTEXT 3 PUBLIC DOMAIN - TOWN SQUARE 4 MAJOR CONNECTIONS 5 SECONDARY CONNECTIONS 6 FINE GRAIN LINKS 7 PERMEABILITY 8 SPACES

SOUTH WEST



GROUND FLOOR



LEVEL 1



LEVEL 2

● CHILDCARE ● CINEMA ● COMMUNITY ● GYM ● RETAIL ● 1-BED UNIT ● 2-BED UNIT ● 3-BED UNIT ● SERVICES

NORTH WEST

In the NW quadrant the scale and built form responds to the more intimate character as residential frames Urban St at the Ground Plane and then overlooks the Regional Park at Bernera Rd. Having Urban St lined with residential at Ground level within the core of the Town Centre allows the public domain to feel as if it has evolved over time in a natural manner and lends an authenticity and a different form of activation to Edmondson Park Frasers Town Centre. The built form scale here also provides a framing of Main St which is important especially as the Town Centre Core is viewed from the station defining a pleasant and vibrant town vista visually 'crowned' by the landmark tower.

The combination of ground floor residential and retail in this precinct strikes a more natural pedestrian experience of walking through neighbourhoods which have grown organically over time and therefore are more eclectic in use. This creates a harmonious balance of uses in the Town Centre Core.

"

MIX

- Residential
- Specialty retail

"

CONSISTENCY NOT UNIFORMITY

- Architectural form creates a diversity of experience by the places it forms
- Diversity is created by spatial richness formed by the architecture
- Materiality in the built form will be used to articulate the public domain response increasing legibility while enhancing diversity of experience

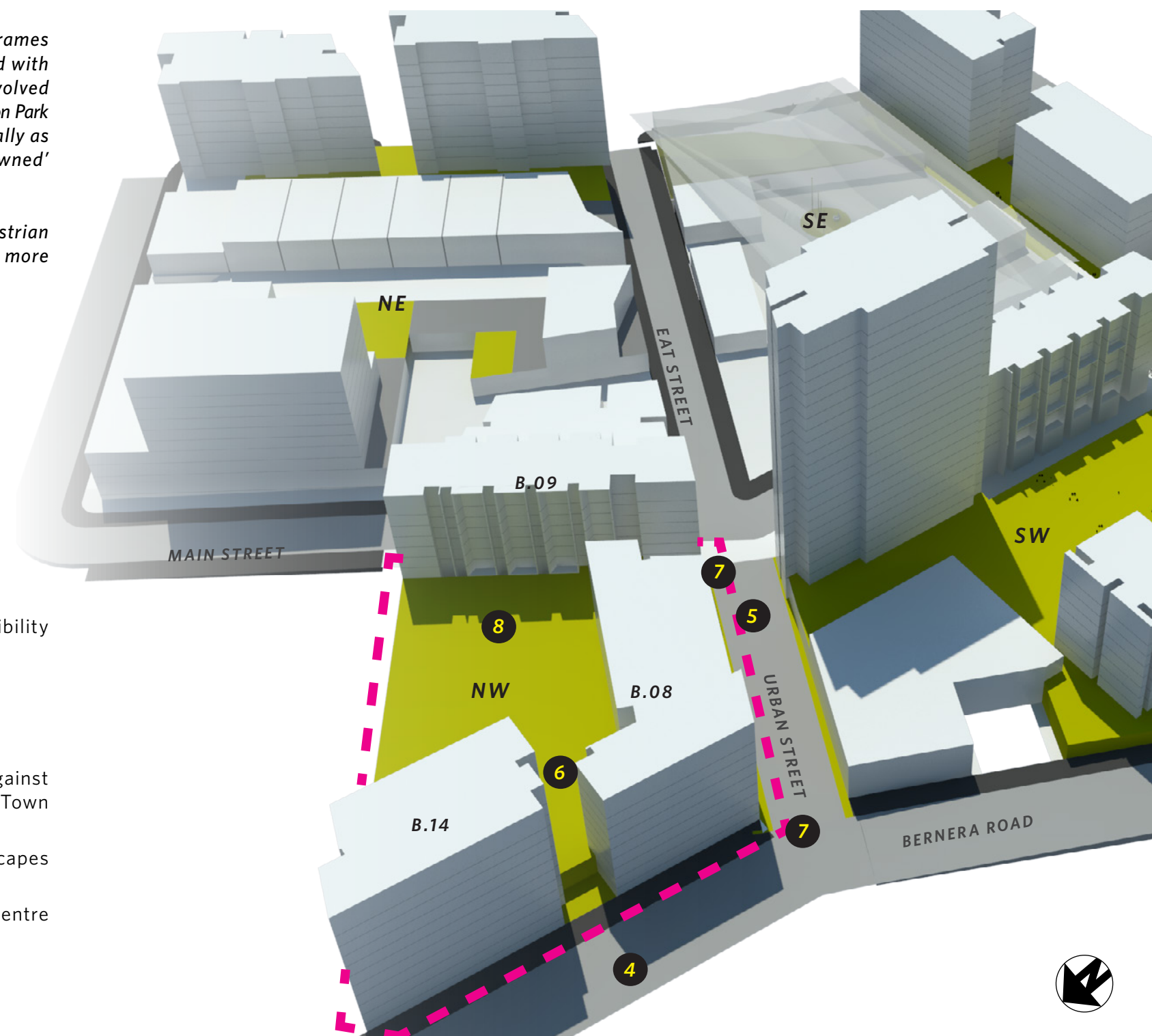
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ANIMATED SILHOUETTE

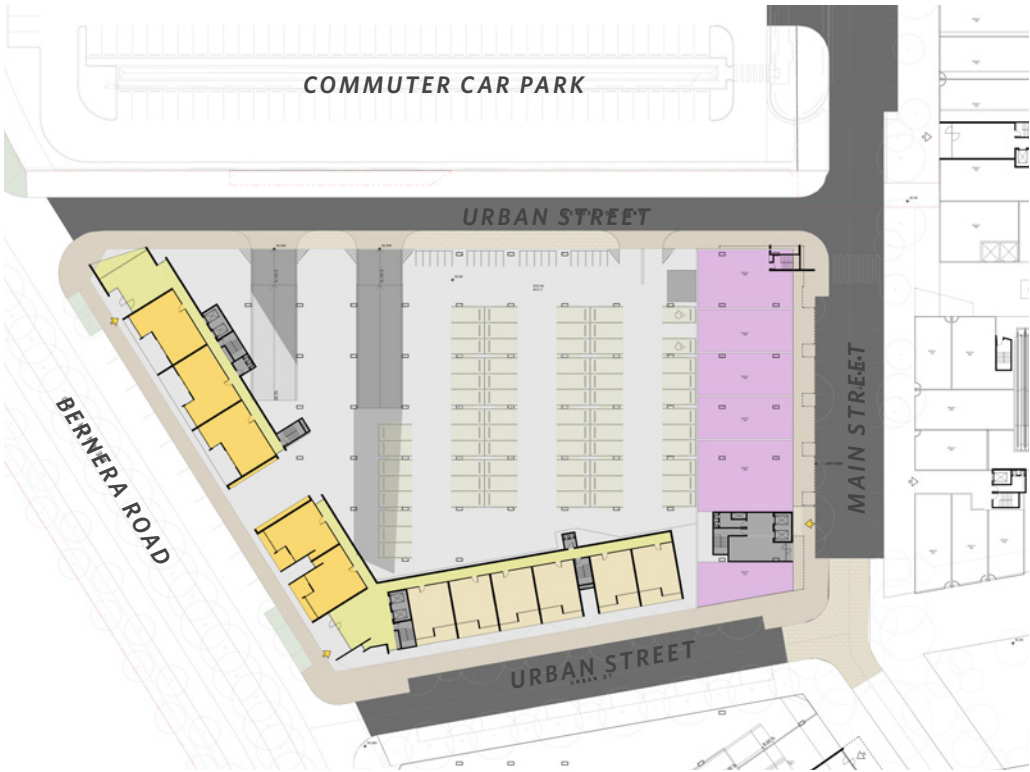
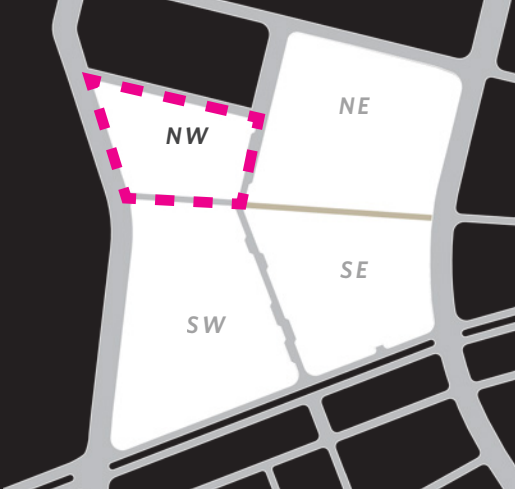
- The variant in scale of the buildings responds to the desire to create an animated silhouette against the skyline which marks the Town Centre Core against the backdrop of Edmondson Park Frasers Town Centre and then the remainder of Edmondson Park
- The scale of the buildings form their response in symbiotic relationship to the spaces and streetscapes they create, the use and the surrounding context- both built and open
- A natural transition of scale between the Town Centre Core and Edmondson Park Frasers Town Centre itself

MASTERPLAN PRINCIPLES

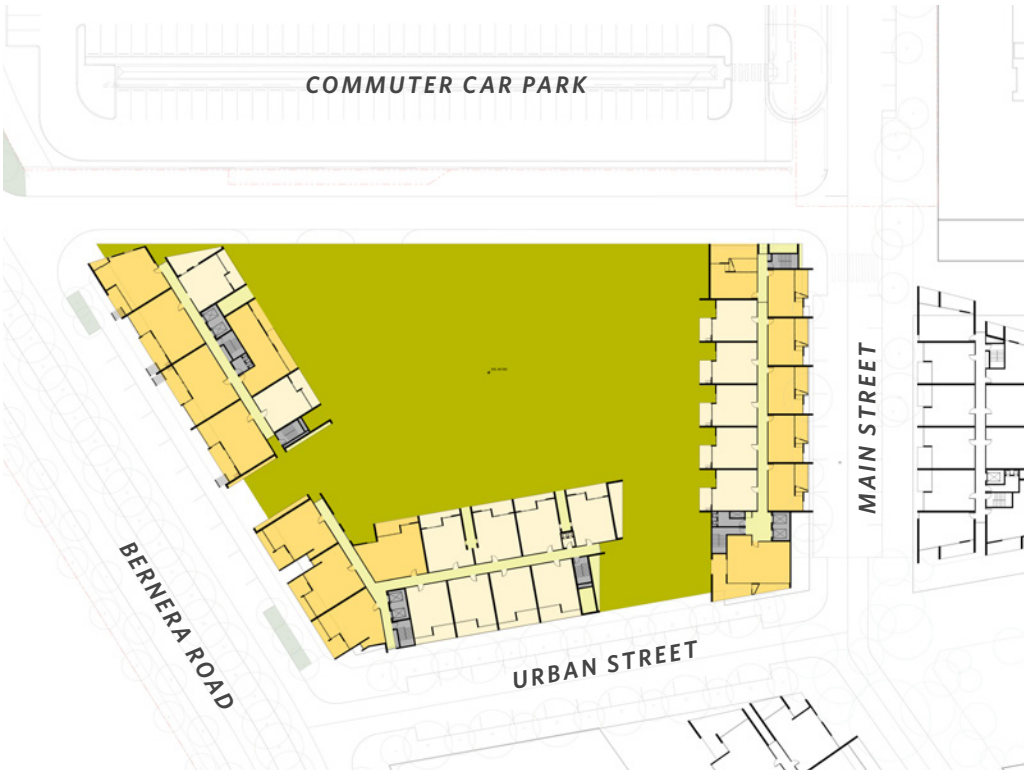
- 1 GRAVITY 2 PUBLIC DOMAIN - BROADER CONTEXT 3 PUBLIC DOMAIN - TOWN SQUARE 4 MAJOR CONNECTIONS 5 SECONDARY CONNECTIONS 6 FINE GRAIN LINKS 7 PERMEABILITY 8 SPACES



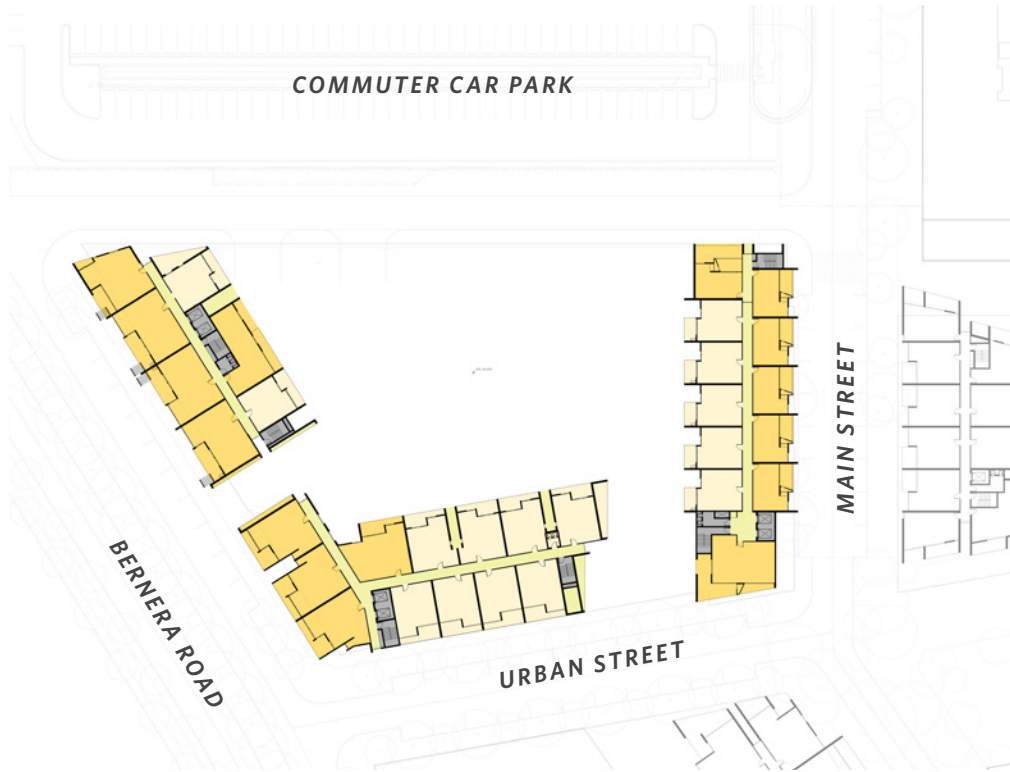
NORTH WEST



GROUND FLOOR



LEVEL 1



LEVEL 2

HENDERSON ROAD

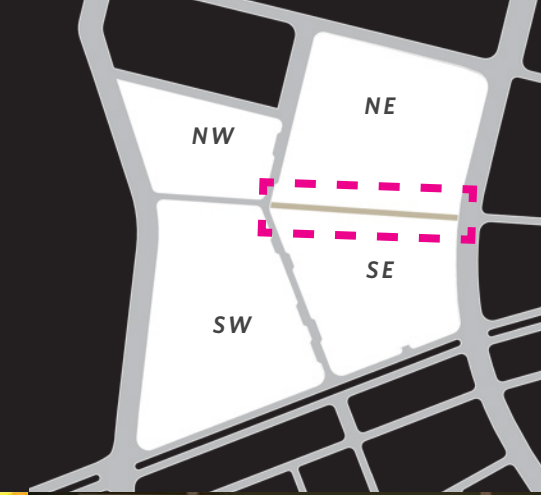
EAT STREET

TOWN SQUARE

GREENWAY

SOLDIERS PARADE **EAT STREET** **TOWN SQUARE** **MAIN STREET** **BERNERA ROAD**

EAT STREET



"

MARKETHALL AS CIVIC BUILDING

Traditionally market halls were architectural exemplars for the town; they are iconic and memorable. At Edmondson Park the market hall becomes a permeable 'container' marked architecturally by a floating parasol roof which allows the uses below to spill out and activate the streets



"

SHOPFRONT ACTIVATION

The built form frames the ground plane uses while enabling a diverse and eclectic response to how the retail interfaces the public domain

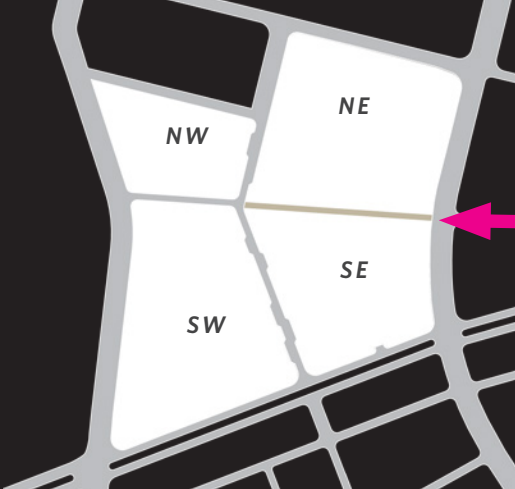


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THE EVOLUTION OF FOOD

The built form responds to the evolving nature of food which is now marked by less distinction between fresh food, good food fast and slow food. Food retailers now seamlessly merge across these modes and the architecture responds by providing flexible volumes which allow for retailers which can activate multiple edges.



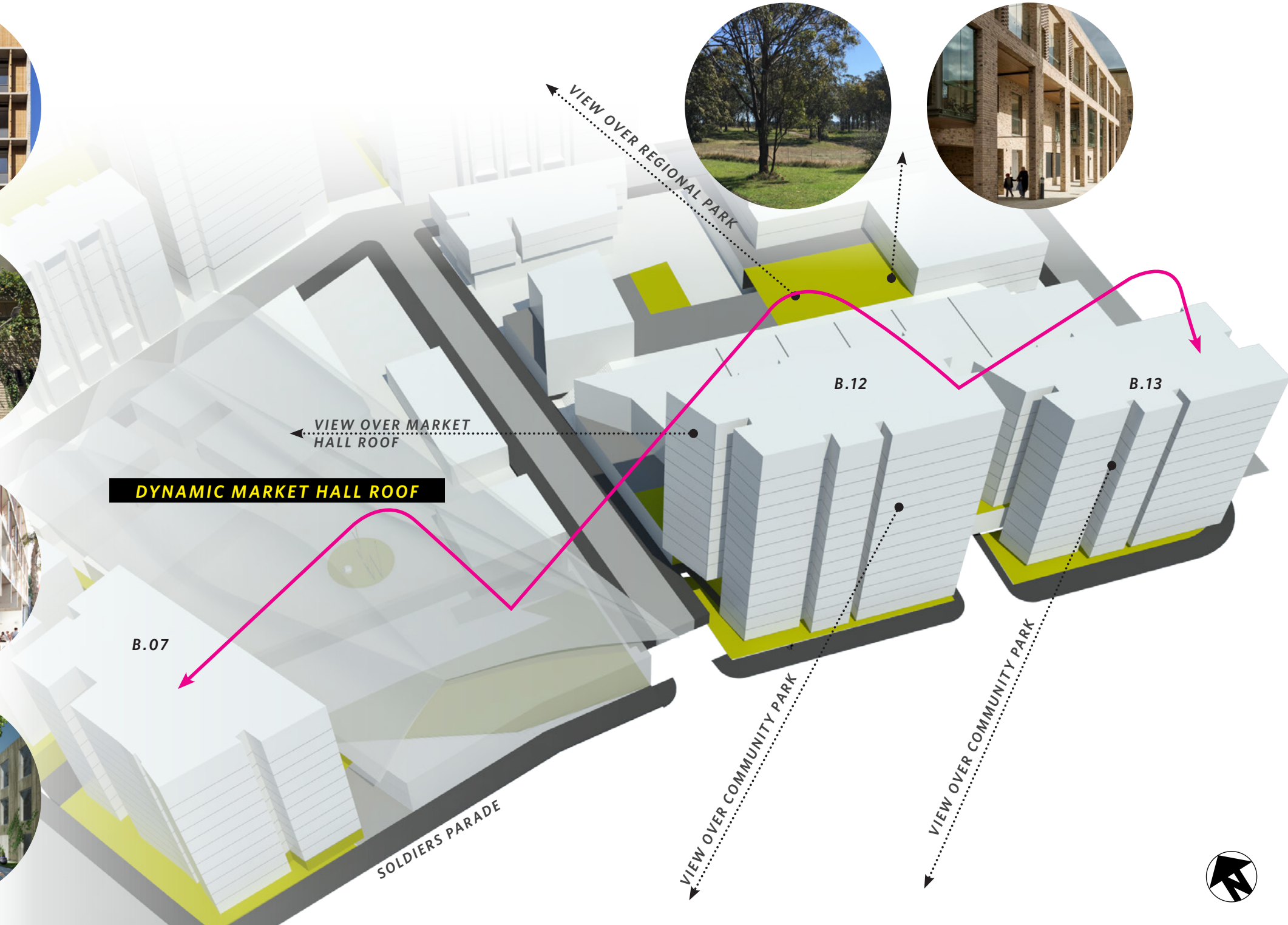


SOLDIERS PARADE

" The Market Hall announces the Town Centre Core as a rich and vibrant mixed use development on approach from Soldiers Parade while engaging with the community park.



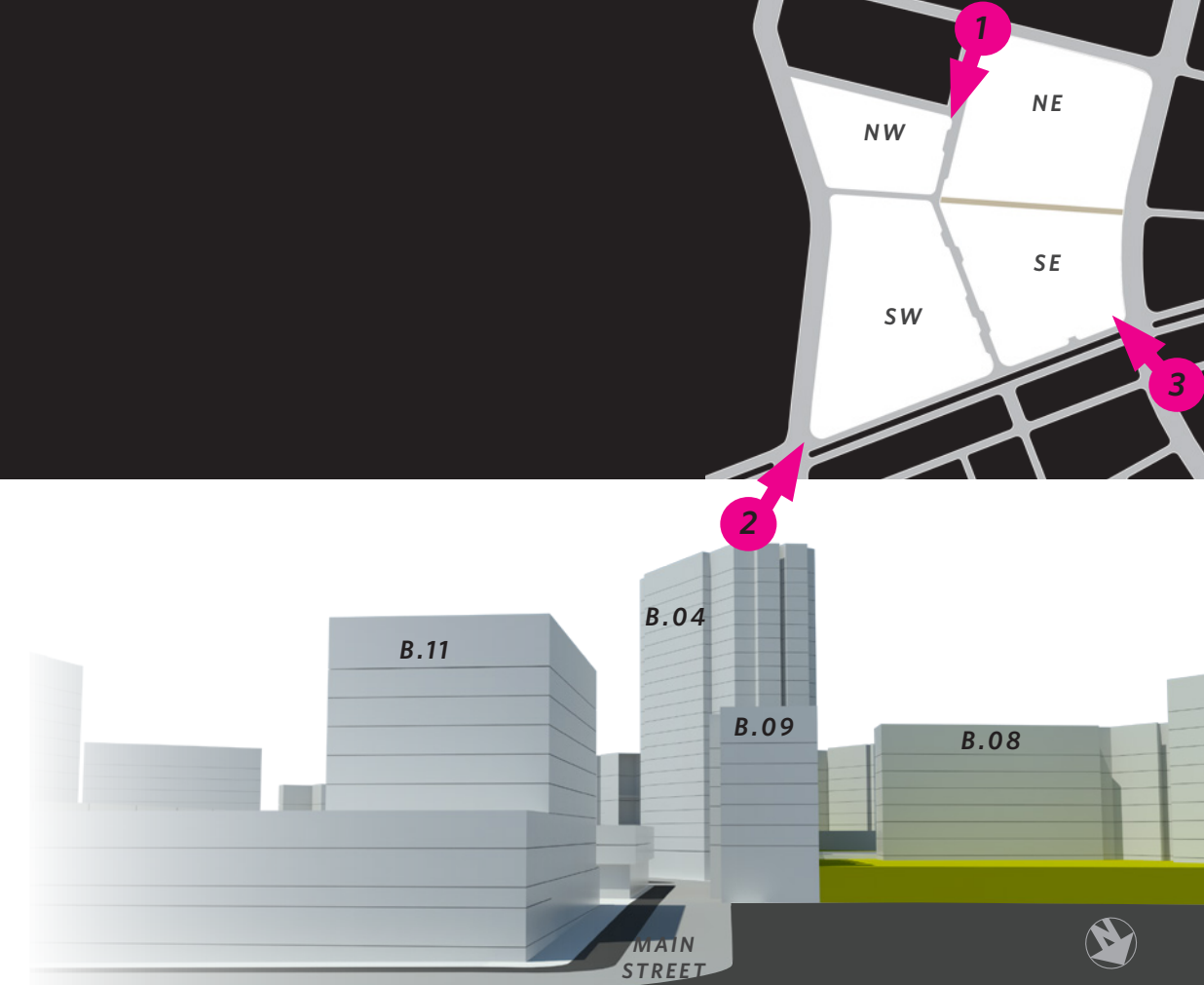
SOLDIERS PARADE MASSING



KEY VIEWS

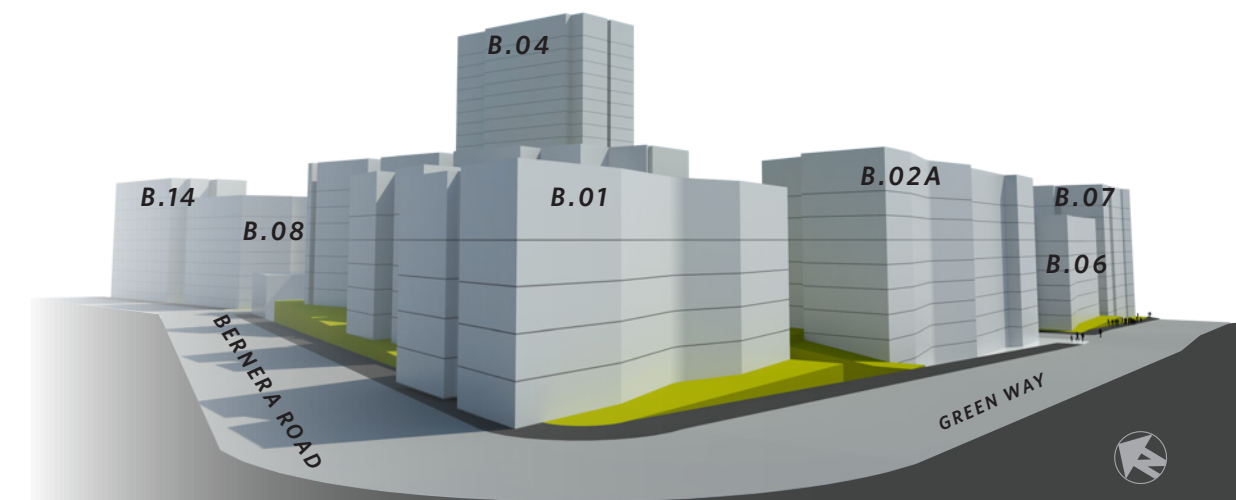
1 LANDMARK TOWER (VIEW FROM TRAIN STATION)

A landmark tower is proposed for the corner of Main St and Urban St fronting Town Square acting as an urban marker to Edmonson Park Station. It is important that the Town Centre Core marks its centre as has been the case in town centres for centuries; it is also relevant that in a corridor which is slating greater urban density that this marker is a residential form.



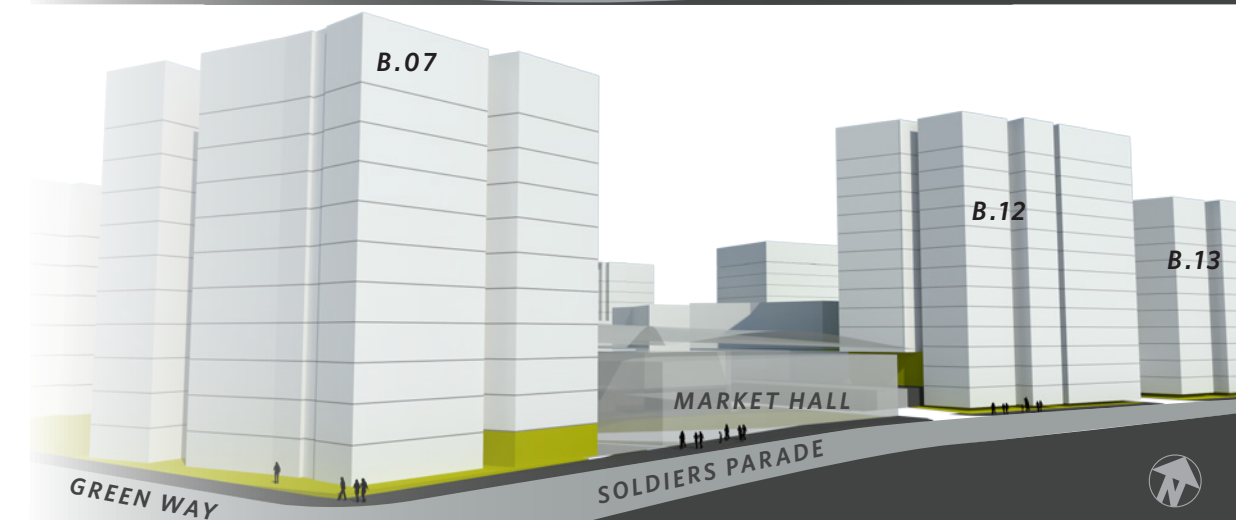
2 CORNER OF BERNERA ROAD & GREEN WAY

For the landmark tower to read as the 'centre', it requires sufficient height variation from buildings in its foreground and background to successfully read as such.



3 CORNER OF GREEN WAY & SOLDIERS PARADE

The Market Hall announces the Town Centre Core as a rich and vibrant mixed use development on approach from Soldiers Parade while engaging with the community park.



END