



EDMONDSON PARK TOWN CENTRE CORE

SECTION 75W - DESIGN REPORT

MARCH 2016

Note: The Design Report is informed by the Illustrative Design Scheme which represents potential massing, land uses and building heights that may be developed within the town centre core. These drawings are not for approval and are for information only.

ARCHITECTURAL VISION STATEMENT

MAKING AN AUTHENTIC TOWN CENTRE IS MORE THAN RETAIL;

IT'S MORE THAN HOUSING;

IT'S MORE THAN PUBLIC DOMAIN;

IT'S ABOUT THE RICH TAPESTRY WHICH
ALL OF THESE BROUGHT TOGETHER
GIVE THE COMMUNITY WITH WHICH TO CREATE

THEIR HOME

EDMONDSON PARK WILL BE A PLACE WHERE
CONNECTIONS ARE MADE -

BETWEEN THE SUBURBS AND THE CITY;

BETWEEN URBAN LIFESTYLE AND NATURAL ENVIRONMENT;

AND MOST CRITICALLY,

BETWEEN PEOPLE

DESIGN PRINCIPLES

1 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

2 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

3 MARKET HALL AS CIVIC BUILDINGS

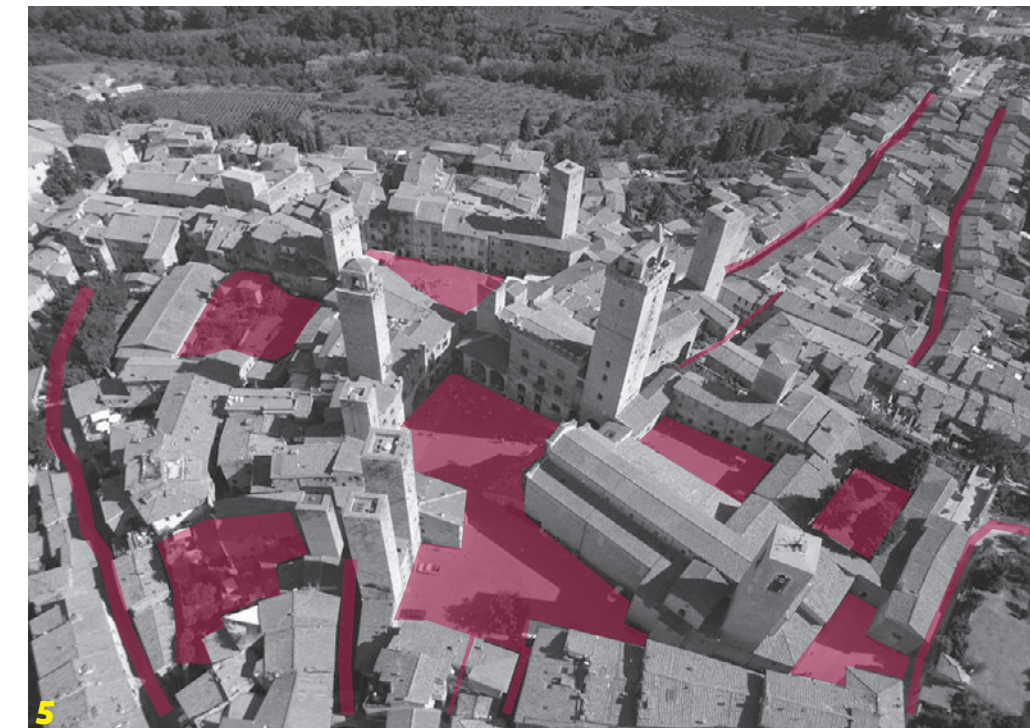
- The market hall becomes the contemporary 'town hall', that is the civic building, of the town
- Celebrates the history of the region as the food bowl of Sydney
- Like all great towns the market hall becomes the focus and the built form responds in a highly articulated form

4 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

5 HIERARCHY OF SPACE

- Main St forms the main 'spine' of activation with the Town Square at its crossroads
- The built form supports and frames space to create legibility and diversity
- These are supported by a hierarchy of other spaces; laneways, colonnades, eat st, market hall which form a rich public domain. This creates differing urban places and streetscapes which help lend diversity and richness of experience to the ground plane.



DESIGN PRINCIPLES

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MAKE BUILDINGS NOT LAYERS

- The built form 'grounds' itself to allow the rich mix of integrated uses to be experienced at pedestrian level in a manner which is authentic
- Architectural form responds to the mix of uses, amenity and the desire to create permeability
- This is vital in ensuring an active place which imbues the town with a strong and intuitive sense of place. The built form response coupled with the public domain and landscape design are integral components of the visual outcome and are treated as synergistic and responsive to each other

7

ARCHITECTURE FRAMES PUBLIC ACTIVITY

- A great town centre is not just a collection of great buildings but more how these buildings enable a rich and diverse public domain
- Form driven by use and balanced composition will drive the architectural response as it frames public and private life
- This approach allows an authentic response which supports organic growth of the public domain

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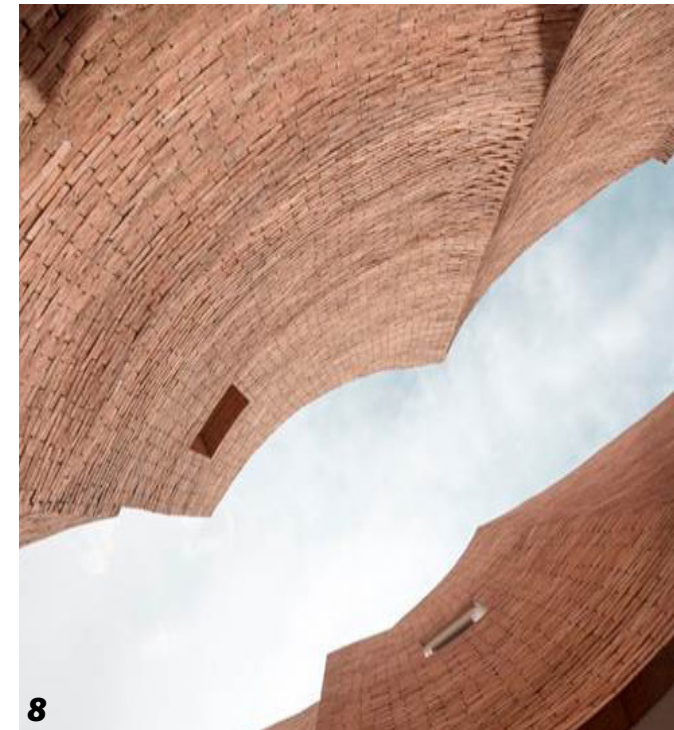
CONSISTENCY NOT UNIFORMITY

- 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

9

A TOWN CENTRE NEEDS A TOWN & A CENTRE

- The Town Centre Core marks its centre at the centre as has been the case in towns for centuries
- It is appropriate that in support of the densification of this corridor that the centre is marked by a landmark residential form
- Marking the centre aids legibility and promotes visual permeability to the Town Centre Core at key vistas
- Diversity of experience - Contextually the architecture will respond to a strong sense of future character while respecting the history of the region and the site.
- 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



MASTERPLAN PRINCIPLES

1

GRAVITY

Marking the centre aids legibility and promotes visual permeability to the Town Centre Core at key vistas. 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

PUBLIC DOMAIN - BROADER CONTEXT

The public domain of the Town Centre Core is part of a broader context

3

PUBLIC DOMAIN - TOWN CENTRE CORE

The public domain centres on the main st, urban st and the town square as its primary focus

4

MAJOR CONNECTIONS

A hierarchy of connections supported by built form reinforces this hierarchy and gives diversity of experience

5

SECONDARY CONNECTIONS

Secondary connections reinforce this hierarchy

6

FINE GRAIN CONNECTIONS

Finer grain connections create experiential diversity

7

PERMEABILITY

Visual connection and permeability has been established to highlight important features which sit outside the Town Centre Core. This strategy also operates in the reverse allowing connection into the Town Centre Core from the surrounding streets which emphasises the layering of scale and allows the Town Centre Core to be visually rich on approach and provide transition of scale and form.

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SPACES

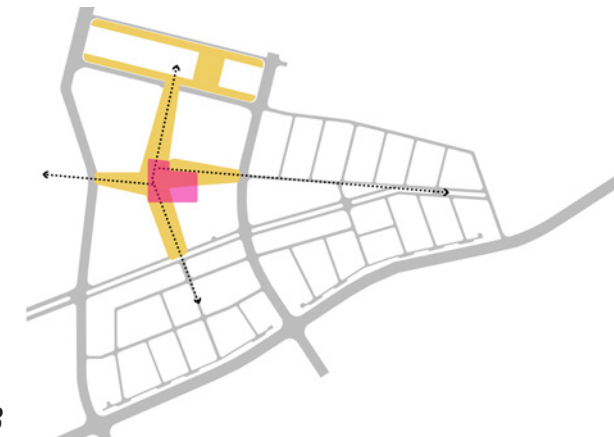
A hierarchy of spaces framed by built form reinforces permeability and connection to the rest of the town and enables a diversity of experience



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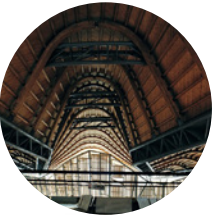


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ILLUSTRATIVE FLOOR PLANS - KEY

- A** EDMONDSON PARK TRANSPORT (RAIL AND BUS) INTERCHANGE
- B** COMMUTER CAR PARK WITH POTENTIAL FOR FUTURE BUILT FORM ALONG MAIN STREET
- C** COMMUNITY HUB, CONTAINING CHILDCARE, FITNESS CENTRE AND MEDICAL CENTRE, LOCATED CLOSE TO TRANSPORT INTERCHANGE AND MAIN STREET
- D** MAIN STREET FRONTED BY NARROW-FRONTAGE RETAIL AND COMMERCIAL SPACES, WITH GENEROUS FOOTPATHS, SHADY STREET TREES AND PUBLIC ART, WITH SHOP TOP HOUSING OVER FOR NATURAL SURVEILLANCE AND ACTIVATION
- E** EDMONDSON PARK TOWN SQUARE, APPROXIMATELY 500 SQ METRES
- F** A SEQUENCE OF PUBLIC ACTIVITIES INCLUDING WATER PLAY AREA, RAISED TURF / SEATING AREA, SPACE FOR SMALL PERFORMANCES, OUTDOOR DINING AND SPECIAL EVENTS
- G** THE PAVILION@EDMONDSON PARK, A FOOD AND ENTERTAINMENT DESTINATION FOR THE WHOLE COMMUNITY, INCLUDING FAMILIES
- H** SMALL-SCALE LANEWAYS AND THROUGH-SITE LINKS CREATING A HIGHLY PERMEABLE PEDESTRIAN NETWORK, A DIVERSITY OF FOOD AND ENTERTAINMENT OPPORTUNITIES AND SMALLER SPACES FOR PERSONAL INTERACTION
- I** RESIDENTIAL TOWERS LOCATED WITHIN THE TOWN CENTRE CORE TO GENERATE ROUND-THE-CLOCK USAGE AND ACTIVATION
- J** RESIDENTIAL APARTMENTS TO THE EDGES OF THE TOWN CENTRE CORE TO ENSURE ARTICULATED AND ACTIVATED FAÇADES ALONG KEY STREETS
- K** FRESH FOOD MARKET SHOWCASING THE BEST OF LOCAL PRODUCE, PROVIDING A RANGE OF RETAIL EXPERIENCES AND DIRECTLY LINKED TO LANEWAYS AND PUBLIC SPACES
- L** FULL LINE SUPERMARKET AND RETAIL TO ENSURE AN ACTIVE, SAFE AND CONVENIENT TOWN CENTRE CORE
- M** COMMUNITY BUILDING LOCATED IN THE HEART OF THE TOWN CENTRE CORE, LINKING MAIN STREET AND TOWN SQUARE
- N** CINEMAS

ILLUSTRATIVE GROUND FLOOR PLAN



ILLUSTRATIVE LEVEL 1 PLAN



TOWN CENTRE CORE



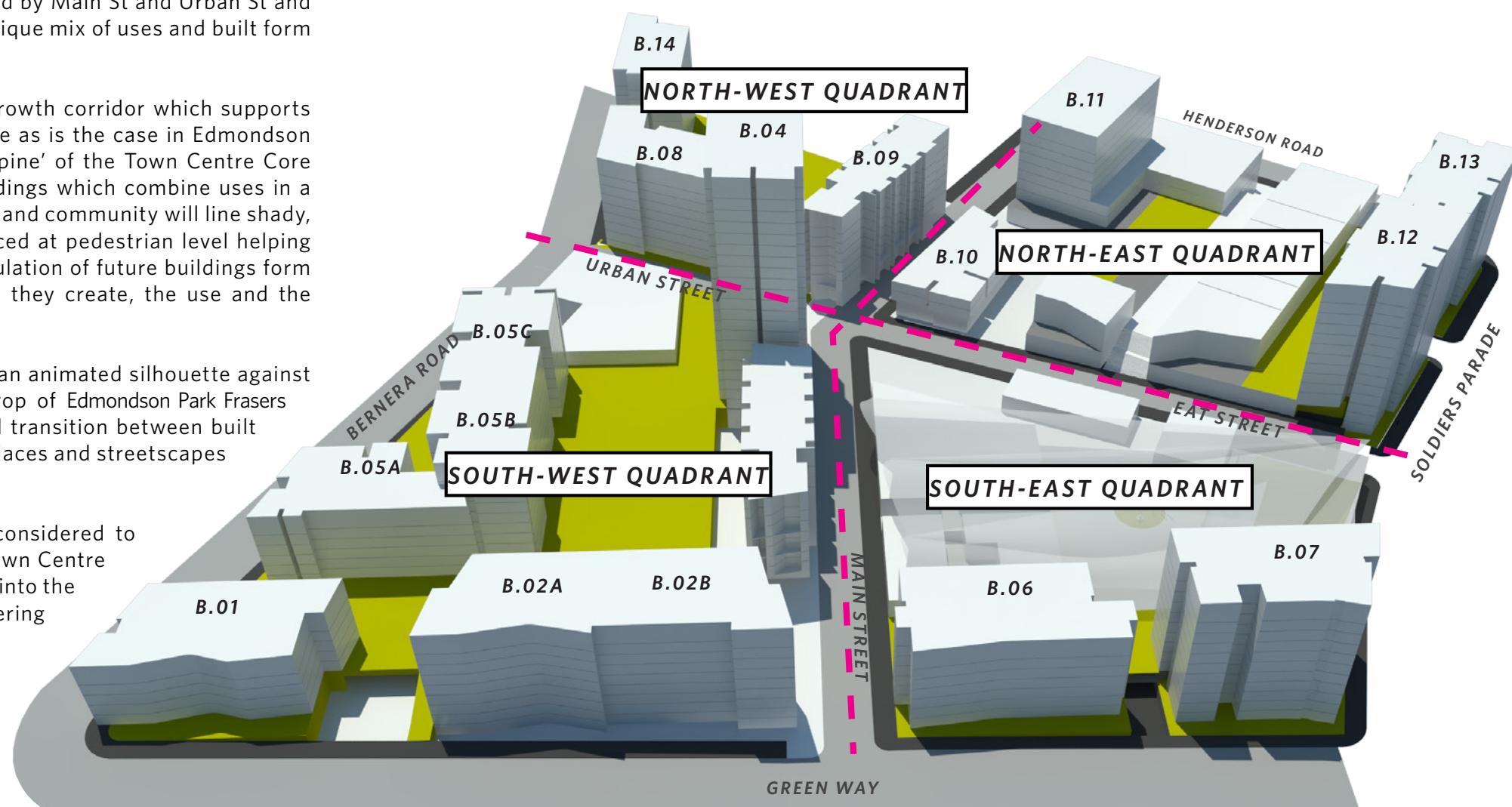
The site is located within the suburb of Edmondson Park which sits 40 kilometres south-west of the Sydney CBD, in the local government area of the City of Liverpool. Edmondson Park South is a state significant site that lies within the South West Growth Area and is slated to see significant development over the coming years. The subject site occupies an area of 24ha within Edmondson Park South and immediately adjoins Edmondson Park station. Campbelltown road lies directly to the south, and a regional park largely to the west. At the far eastern end of the site, between the railway line and Campbelltown Road is a future public open space, recognised for its conservation values. Edmondson Park is also expected to be five stations away from the future airport at Badgerys Creek on the planned South-West rail link. The proposed Edmondson Park Frasers Town Centre is 8 kilometres from Liverpool's CBD with easy access to the M5 and M7.

The Town Centre Core is indicitively made up of four quadrants intersected by Main St and Urban St and bound by Greenway, Henderson and Bernera Road. Each quadrant has a unique mix of uses and built form responds to this mix accordingly.

The scale of built form supports the future character desire of the SW growth corridor which supports strategic density within walking distance of major transport infrastructure as is the case in Edmondson Park. The built form is used to frame the public domain and the main 'spine' of the Town Centre Core formed by Main Street with a series of vertically, highly, articulated buildings which combine uses in a dynamic and vibrant manner. A rich mix of uses including residential, retail and community will line shady, intimately scaled streets and urban places so that the uses are experienced at pedestrian level helping to organically activate the public domain. The scale, orientation and articulation of future buildings form their response in symbiotic relationship to the spaces and streetscapes they create, the use and the surrounding context- both built and open.

The variant in scale of the buildings also responds to the desire to create an animated silhouette against the skyline which marks the Town Centre Core core against the backdrop of Edmondson Park Frasers Town Centre and then the remainder of Edmondson Park creating a natural transition between built form, density and public domain experience. This creates differing urban places and streetscapes which help lend diversity and richness of experience to the ground plane.

Punctuation of built form and sensitive placement has been carefully considered to maximize visual connection to important features which sit outside the Town Centre Core. This strategy also operates in the reverse allowing visual connection into the Town Centre Core from the surrounding streets which emphasises the layering of scale and allows the Town Centre Core to be visually rich on approach.



NORTH EAST

The NE quadrant has a rich mix of uses that addresses the conditions present at each of the street interfaces. The arrival at the station has a mix of uses convenient to commuter traffic including a gym, childcare and medical centre. The scale and 'animation' of built form here responds to the importance of 'announcing' the start of Main Street at this important interface with the public domain. Main Street is then characterised by a mix of specialty retail, including a supermarket and residential lobbies with Eat Street housing the food and beverage precinct, and an articulated upper-level open public link to the cinema. This increases permeability not only horizontally but vertically.

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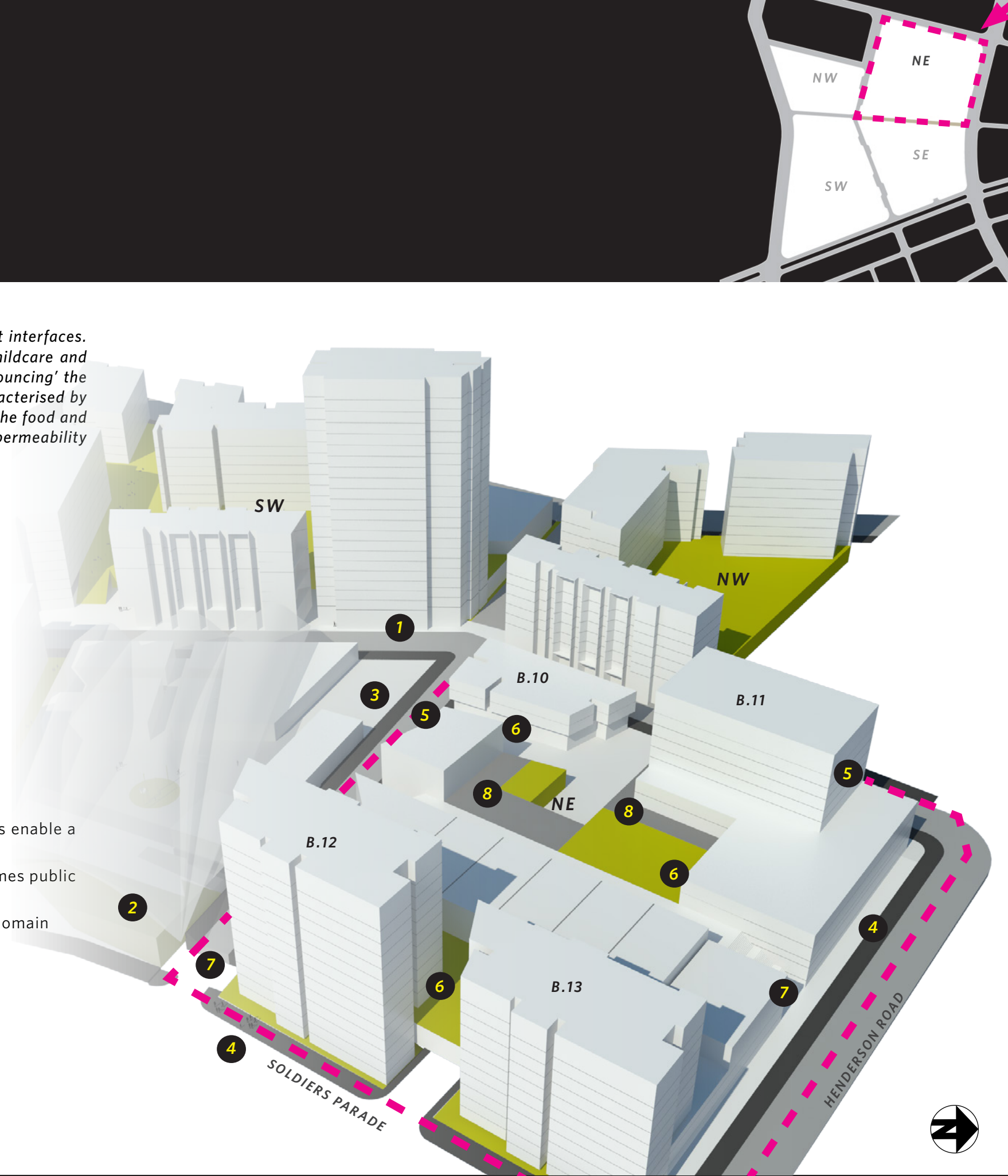
MIX

- Convenient commuter hub including service oriented specialty tenants
- Medical Centre
- Gym
- Cinemas
- Supermarket
- Eat Street F+B Tenants
- Residential

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ARCHITECTURE FRAMES PUBLIC ACTIVITY

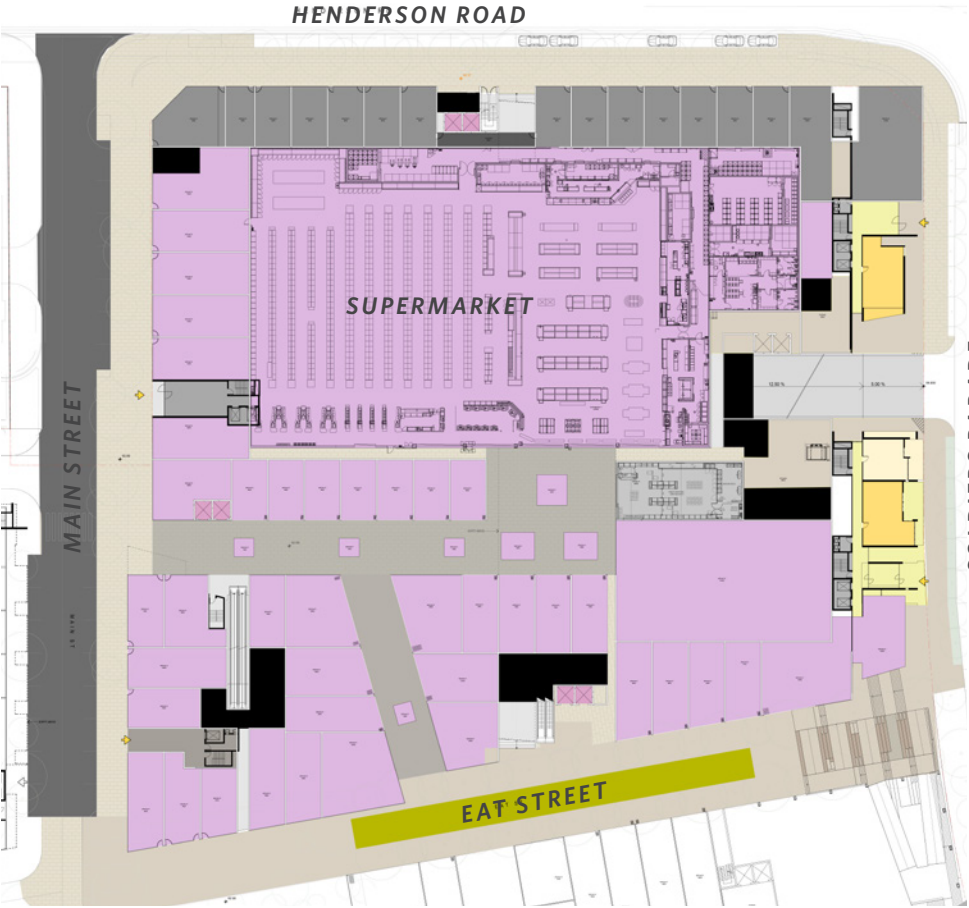
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- Form driven by use and balanced composition will drive the architectural response as it frames public and private life
- This approach allows an authentic response which supports organic growth of the public domain



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 EAST



GROUND FLOOR



LEVEL 1



LEVEL 2

SOUTH EAST

The SE quadrant houses the articulated form of the Market Hall which acts as an appropriate 'civic building' at the Town Square and Soldiers Parade intersection which considers the duality of both Edmondson Park Frasers Town Centre as a village and also the desire to create a rich urban precinct. It announces the Town Centre Core as a rich and vibrant mixed-use development on approach along Soldiers Parade. The Market Hall also speaks to the history of the region as the food bowl of Sydney. This built form and scale responds to the laneway character of the alfresco precinct formed by Eat St and also the desire to have a visual dialogue with the Community Park which bounds the Town Centre Core while forming an animated edge to Main St.

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MIX

The South-East mix comprises specialty retail, including a strong food focus, residential apartments, The Pavilion and upper-storey dining fronting Eat Street.

- Civic Heart
- Town Square
- The Pavilion@Edmondson
- Market Hall
- Eat Street
- Residential

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MARKET HALL AS CIVIC BUILDINGS

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