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SITE IMAGE



1.0 INTRODUCTION

The Ikea development will provide an improvement to the visual environs of Princes Highway Tempe, through the creation of a significant commercial landmark building as well as encouraging visitors to the local area.

The landscape for the proposed IKEA site should represent the inherent values and beliefs of IKEA while displaying important local based initiatives such as the use of endemic and low water use plant species, water retention and detention and the reflection of heritage aspects of the site amongst many others.

The Ikea building, car park, internal circulation roads and open space are all to have comprehensive landscape treatment, with the vegetation to respect the flight path height requirements and minimize bird roosting and habitats. Overall, the landscape is to provide a setting for the distinctive built form, and provide an important identity treatment to the long frontage to the Princes Highway, providing an important contribution to establishing a premium quality public domain for the local area.

LANDSCAPE IDENTITY

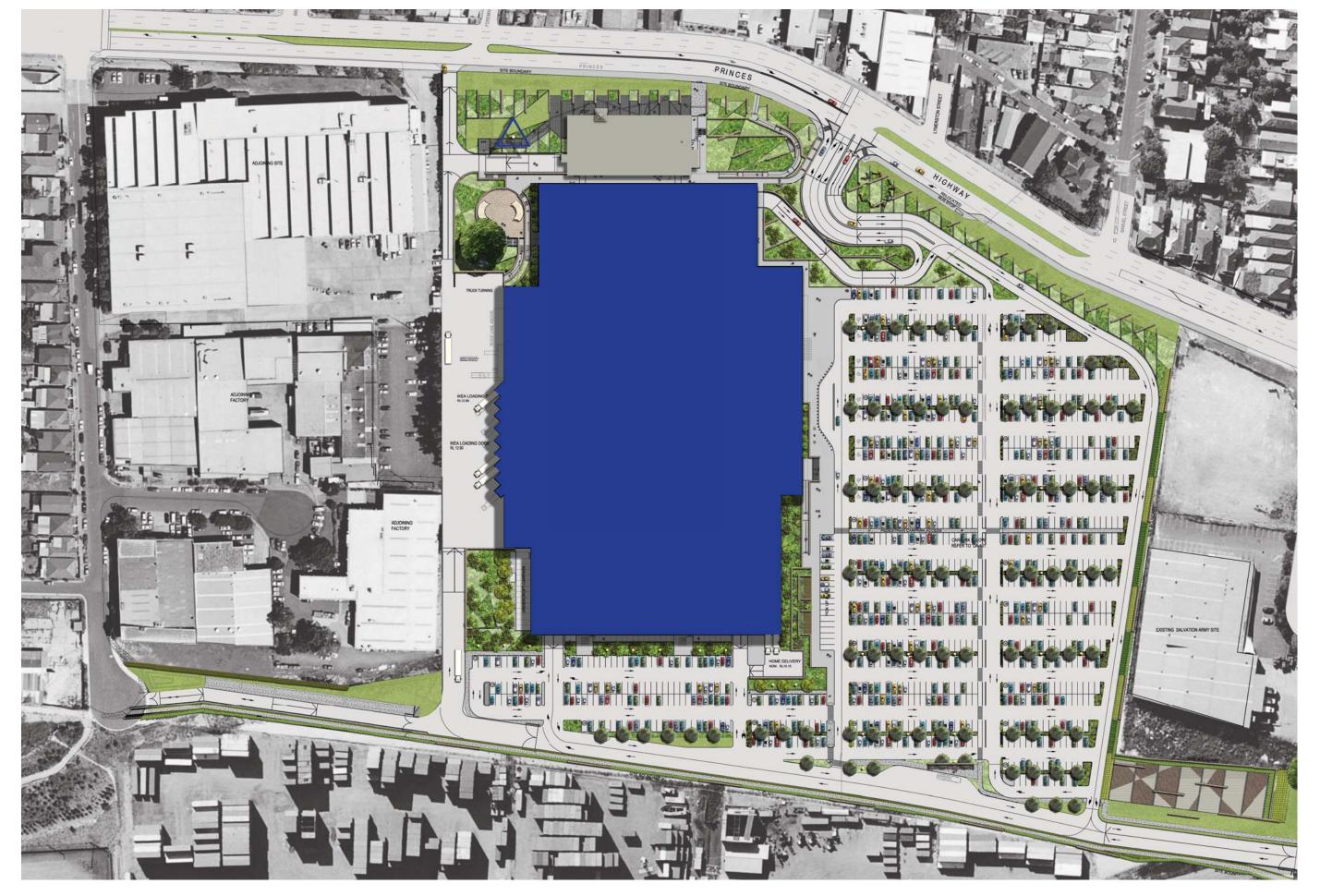
The building's location and design is sympathetic to a number of existing factors and in particular retaining the presence of the 'Ateco' building on the Princes Highway, which is an identity building for the area. The landscape approach for the Ikea site has been holistic in nature, considering all elements ('Ateco' Building, Streetscape, Ikea Car park, Bellevue St Landscape etc) as one and designing landscape solutions to unify all zones. This unification will be a key factor in way finding and establishing a sense of place for the site. The integration of existing site elements including the Ficus macrophylla (Moreton Bay Fig) located on the grounds of the Asylum site, have been considered to not only achieve a current sense of place but to link back to the history and heritage of the site.



SITE IMAGE



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