

Design Statement

The Public Domain for Frasers Broadway will integrate aesthetics, form and function to provide a unique site specific environment for the local community and beyond. The site's industrial past allows heritage character to be exposed.

This unique character of heritage elements juxtaposed with new architectural forms will create a vibrant community place with diverse potential for programming.

The composition of the Broadway site creates individual spaces that provide different uses depending on the surrounding building and street environments. The Parks, Plaza, Brewery Yard, Promenade and Streetscapes provide a series of versatile spaces which work as their own entity and are used with each other.

For example the terraced steps in the park create a viewing connection for potential events on the urban plaza levels along with people watching and comfortable seating for retreat through level changes.

A collaboration of design principles will ensure diverse public spaces are created for the community. The goal will be to provide public amenity, accessible passive, recreational and event spaces as well as interpretive elements. Cultural diversity will also play an important roll in the success of establishing a vibrant hub with shops, cafes, markets and events.

Elements such as planting will be incorporated to frame the heritage architecture and create unique spaces and 'rooms' within the overall scheme. A large fig will be transported to the park providing instant shade and a sense of place. Storm water detention and heritage drainage lines will be interpreted through high quality design responses.

The integration of ambient lighting will harness the transition through the site outside of daylight hours.

Frasers Broadway Amended Master Plan

JAAA + TDS

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