

Guiding Principles

General:

- To provide an active Public Domain with a merging of both urban plaza and park space.
- Public use with flexible program.
- Provide site specific design responses - retain heritage vistas and character.
- Provide logical pedestrian and cycle access into the site and to major destinations.
- Provide public amenity.
- Work with existing grades to create stormwater detention areas.
- Allow ground plane, materials and grading to contribute to the overall story of the site.
- Provide interpretation within design elements.
- Ambient lighting for aesthetics and safety.
- Planting to provide shade, retreat, ecological integrity and enhance the existing Chippendale character.
- Incorporate water feature as interpretive playful elements.
- Provide simple easy to follow signage.

Planting:

Park / Plaza

- Shade for summer and sun for winter, retreat.
- Frame views
- Directional guidance
- Limitations - underground services and associated plant rooms, floor level and basements.

Streets Character

- Deciduous canopy for shady streets.
- Evergreen canopies for exposed streets.
- Tree form selection to enhance the architecture.
- Street scale to mediate between people and architecture.
- Consider heritage street character.
- Limitations - underground services and associated plant rooms, basements and OSD.

1. Broadway Precinct Entries:

- Use heritage elements to provide initial impact of the brewery site.
- Draw people in to experience the entire public realm.
- Broadway, Abercrombie & Balfour entry vistas invite the community.
- Urban pedestrian & cycle entry. Vehicle entries at Balfour Street, Kent Road and Kensington Street.
- Green visual corridor.
- Heritage Vista.

2. Pedestrian Promenade:

- Strong backbone that holds the site together linking the north & south.
- Secondary paths link east/west through the promenade.
- Primary shareway for pedestrians and cyclists as well as disabled access. And vehicle use on Balfour Street north.
- Amenities - shady character and seating.
- Draws people to the internal attractions.
- Services - emergency access.
- Heritage links.
- Site specific signage and wayfinding.

3. Heritage Plaza Precinct:

- Promenade filters through.
- Vibrant alfresco cafe precinct.
- People watching people - passive space.
- Meeting places.
- Informative signage - heritage precinct.
- Amenities – shade, seating, toilets.
- Connection through heritage brewery building.
- Potential market space.

4. Public Plaza:

- Designed to allow passive public use and commercial interface with the terraces from block 2 and 5.
- Direct transitional spaces both vertically and horizontally.
- Integrates landscape.
- Activate the space through day and night.
- Hard surface materials that respond and exhibit heritage

- components layer down to the lower level plaza space.
- Potential market spaces.

5. Terrace/Plaza:

- Terraces predominatly landscape.
- The vegetation provides diverse spaces.
- Water elements meander through garden terraces providing focal points at strategic locations.
- Space allows for a range of potential community events at differing scales.

6. Grass Terraces:

- Terraces reflect topography of existing site, and adjoining built terraces to the north.
- Large open grassed pads decline providing viewing to event space and passive use.
- Viewing areas.
- Ambient lighting to enhance feature vegetation and provide safety.

7. Park Vista Connection:

- Passive use and visual corridors.
- Pedestrian filter and entry platform.
- Amenities - shade, seating, bubblers, bike racks, water fountains.
- Services - emergency access.

8. Open Green Park Space:

- Planting to frame heritage architecture.
- Passive and recreational use.
- Amenities - shade, seating, bubblers.
- Underground stormwater detention; approximately 2300m³
- Ambient lighting to enhance feature vegetation and provide safety.
- Potential heritage drain interpretation.

9. Brewery Yard Forecourt:

- Boutique bar forecourt rich in heritage character and charm.
- Meeting place.
- Amenities, shade and seating.
- Feature lighting for unique aesthetic and safety.
- Potential market and exhibitions space.
- 24hr vibrancy.

10. Balfour Park:

- Allows Broadway site to transgress into surrounding Chippendale area.
- Green wall along eastern edge of block 1.
- Entry and closure space to the pedestrian promenade.
- Community pedestrian and cycle entry with shady character.
- Site specific signage. Wayfinding.

11. Wellington Street Park:

- Allows Broadway site to transgress into surrounding Chippendale area.
- Defined garden beds.
- Amenities, seating & shade.
- Public in nature, although more inclined to attract local residents.

12. Terraced Connections:

- Terrace to connect urban plaza up to the building.
- Functional light floating elements that flow freely from ground level into other commercial/retail areas of the building.
- Provide a platform for potential commercial/retail, gardens and passive use.
- Activate building edges to integrate use and safety.

13. Building And Public Domain Interface:

- Vibrant interface terracing into the plaza.
- Programming to activate the space.
- Street boutiques and cafes.

14. O'Connor Street:

- Street character will be influenced by the Main Park,



Broadway Site Plan

- providing a greener and more open feel.
- West end characterised by the exiting Chippendale street interface.
- North end takes on a wider character influenced by the internal street character of the Broadway site.

15. Chippen Lane:

- A community influenced street with residential use dominating.
- Planting - mixture of trees that tolerate low light conditions.
- Tree lined to mirror the Chippendale character, frame views and create amenity.
- Links through the buildings both east and west of the street provide essential connections to the broader site.

16. Pocket Parks:

- Important to provide transitions from street to buildings.
- Green character for continuity throughout the site and link to external green corridors.
- Provide diverse garden/plaza spaces for public use.

17. Kensington Street:

- Mix use architecture.

- Heritage laneway.
- Pedestrian dominant lane.
- Activated edges and diverse cultural uses.

18. Pocket Plaza:

- Granite plaza area. Back of house for heritage buildings of Kensington Street.
- Urban plaza character with seating elements.

Landscape Concept Design Character

Frasers Broadway

JAAA + TDS

Jeppe Aagaard Andersen + Turf Design Studio

Landscape Concept

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