

MARRICKVILLE METRO

ARCHITECTURAL REPORT
NOVEMBER 2010



1 CONTEXT

- 2 INTRODUCTION
- 5 EXISTING CONTEXT
- 6 PROXIMITY
- 7 NEIGHBOURHOOD CONTEXT
- 8 RETAIL CONTEXT

9 PLANNING

- 10 SITE ANALYSIS
- 11 MORPHOLOGY
- 12 VEHICULAR INFRASTRUCTURE
- 13 CUSTOMER MOVEMENT
- 14 SITE SUMMARY
- 15 HEIGHT/MASSING PRINCIPLES-WEST
- 16 HEIGHT/MASSING PRINCIPLES-NORTH
- 17 HEIGHT/MASSING PRINCIPLES-SUMMARY
- 18 SUMMARY OF RETAIL PLANNING AND MASSING
- 19 RETAIL PLANNING
- 20 THE PROPOSAL
- 21 MASSING STUDY
- 26 MASSING MODEL
- 28 SOLAR ACCESS AND SHADOW STUDY

30 ARCHITECTURAL CONCEPT

- 31 CONCEPT
- 32 THE STORY
- 33 CROQUIS
- 34 TEXTURE
- 36 FACADES AND MATERIALS
- 37 FACADE IDEAS
- 38 ELEMENTS
- 39 FEEL
- 40 HERITAGE LAYERS

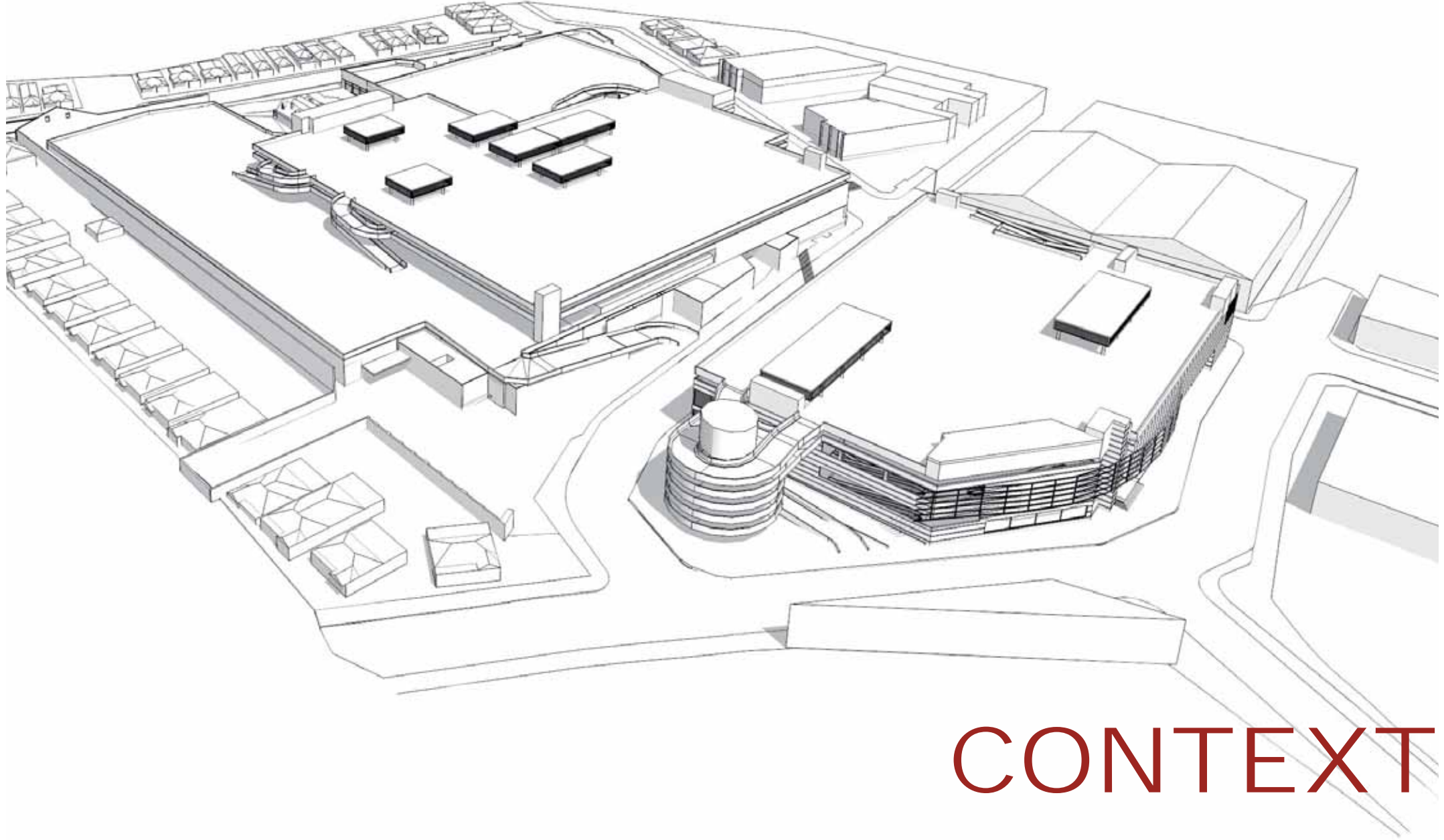
41 THE DRAWINGS

- TITLE SHEET EA000
- SITE PLAN EA001
- SITE ANALYSIS EA002
- EXISTING GROUND PLAN EA003
- EXISTING CAR PARK PLAN (LEVEL1) EA004
- EXISTING ROOF PLAN EA005
- PROPOSED GROUND FLOOR PLAN EA006
- PROPOSED LEVEL1 PLAN EA007
- PROPOSED CAR PARK (LEVEL 2) EA008
- PROPOSED CAR PARK (LEVEL2a) EA009
- PROPOSED ROOF PLAN EA010
- EXISTING ELEVATIONS (B1 sheet) EA011
- NORTH ELEVATIONS - VICTORIA ROAD EA011a
- NORTH ELEVATIONS - SMIDMORE STREET EA011b
- SOUTH ELEVATIONS - SMIDMORE STREET EA011c
- EXISTING EAST ELEVATION - MURRAY STREET EA011d
- PROPOSED EAST ELEVATION - MURRAY STREET EA011e
- SOUTH ELEVATIONS - EDINBURGH ROAD EA011f
- EXISTING WEST ELEVATION EA011g
- PROPOSED WEST ELEVATION EA011h
- PROPOSED ELEVATIONS (B1 sheet) EA012
- OVERALL SECTIONS (B1 sheet) EA013
- SECTION 1 EA013a
- SECTIONS 2 TO 4 EA013b
- SHADOW DIAGRAMS EXISTING EA014
- SHADOW DIAGRAMS PROPOSED EA015
- VIEW 1 (SMIDMORE STREET PLAZA) EA016
- VIEW 2 (EDINBURGH ROAD) EA017
- VIEW 3 (VICTORIA ROAD) EA024
- PROPOSED GROUND FLOOR STAGE 1 EA018
- PROPOSED LEVEL 1 STAGE 1 EA019
- PROPOSED LEVEL 2 STAGE 1 EA020
- PROPOSED LEVEL2a STAGE 1 EA021

SITE SURVEY (1-11 drawings) REF CH4331.062

Version	Status	Date	Author		Reviewer	
1	Draft	20/5/2010	Esteban Insausti	EI	Derrick Burrows	DB
2	Planning Submission	26/5/2010	Esteban Insausti	EI	Graham Jones	GJ
3	Final Planning Submission	16/7/2010	Esteban Insausti	EI	Graham Jones	GJ
4	Preferred Project Report	03/11/10	Esteban Insausti	EI	Derrick Burrows	DB

CONTENTS



CONTEXT



Introduction

This report forms part of a Preferred Project Report (PPR) prepared on behalf of AMP Capital Investors (AMPCI) in respect to the Concept Plan Application under Part 3A of the NSW Environmental Planning and Assessment Act 1979 for the proposed redevelopment of the Marrickville Metro Shopping Centre.

This report has been prepared in response to the letter from the Department of Planning (DOP) dated 14 October 2010 requesting that a Preferred Project Report (PPR) be prepared. The letter requests that the proponent respond to the issues raised by the submissions and for the PPR to identify how the issues raised by the submissions including those of the DOP have been addressed and how the PPR minimises the environmental impacts of the proposal.

The Preferred Project includes the following key amendments to the original proposal:

- The adoption of the "alternative proposal" for Smidmore Street as outlined in section 5.6 of the Environmental Assessment Report, meaning that all proposed development within the Smidmore Street road reserve has been deleted from the proposal and the road will remain open to vehicle traffic.
- Removal of the draft VPA from the PPR following Marrickville Council's decision not to grant owner's consent for the inclusion of Smidmore Street in the application.
- Accompanying refinements to the design of the buildings fronting Smidmore Street to address the existing street interface, optimise pedestrian access between the two buildings and maximise street front retail activation and pedestrian amenity.
- A reduction in the gross leasable floor space of the new development from 21,470sqm to 16,767sqm (a reduction of 22% in floor area).
- A reduction in the number of new car parking spaces from 715 to 528.
- A significant reduction in the new building footprint above the existing shopping centre within the north-east section of the site, including the removal the spiral ramp near the corner of Victoria Road and Murray Street.
- Retention of the existing vehicle ramp location within Murray Street and the relocation of the access from Murray Street to the new loading dock 3 further to the south.
- A public domain 'concept vision' for Smidmore Street which will be subject to the further agreement of Marrickville Council.
- Retention of all existing mature Lemon Scented Gums in Smidmore Street.
- Revised Statement of Commitments

Updated Architectural Statement And Concept

This is an updated Architectural Statement that addresses the revised concept submitted as part of the Preferred Project Report. Whilst some of the information and analysis remains current and is repeated in this report for the sake of continuity many of the diagrams have been revised or updated to reflect the new concept.

On the following pages is a table outlining the architectural issues of concern arising from the public submission process. Our response is summarised and references to the analysis and information in the body of the report highlight the changes made from the previous submission.

ARCHITECTURAL ISSUE	RESPONSE	REPORT REFERENCE
1 – CIRCULAR (CORKSCREW) RAMP AT MURRAY STREET AND VICTORIA ROAD		
a) Highly visible structure.	Circular ramp is no longer required as the existing entrance ramp is retained.	See The Proposal p20 and Massing Model p26 and 27.
b) Reliance of landscape to screen	The existing vegetation provides screening to the existing loading docks along Murray Street. The proposal retains the existing vegetation where possible and consolidates the loading docks away from the residential properties near the intersection with Victoria Road. Additional trees and planting is proposed in the gaps between the existing landscape. Also it is envisaged that planting will be designed into the edge of the DDS and rooftop car park to soften its appearance.	See Landscape Drawings and Architectural Elevations – Murray Street.
c) New trees.	Where necessary new trees are being proposed along Murray Street to bridge across the gap left by the existing dock entrance and to balance the existing trees to be removed to allow for the new consolidated loading dock entrance.	See Landscape Drawings.
2 - BULK OF CIRCULAR RAMP AGAINST THE EXISTING “VICARS” BRICK WALL		
a) Bulk of ramp against existing wall	The proposed circular ramp has been deleted. See 1a above.	See The Proposal p20 and Massing Model p26 and 27.
b) Reliance of landscape to screen bulk	See comments under 1b above.	See Landscape Drawings.
3 - VISUAL IMPACT AND BULK OF PROPOSED DISCOUNT DEPARTMENT STORE ABOVE THE EXISTING CENTRE		
a) Adverse visual impact of DDS box	The DDS box has been reduced in size to address the visual impact particularly along Victoria Road to the north and Murray Street to the east. The eastern edge along Murray Street has been articulated to break down the bulk of the DDS. The upper edges of the DDS and car park are softened by landscape.	See Massing Study for Murray Street p23 and Victoria Road p22. See Massing Model p26 and 27.
b) Reliance of landscape to screen	See comments under 1b above.	See Landscape drawings.
c) Mature existing trees to be removed	The trees along Murray Street are being retained with the exception of those in front of the relocated and expanded loading dock.	See Landscape drawings.
4 - CIRCULAR (CORKSCREW) RAMP AT SMIDMORE STREET AND EDINBURGH ROAD		
a) Visually prominent	The location and design of the car ramp is the result of the configuration of the site and efficient site utilisation. A straight ramp would have delivered a visually intrusive design. The circular ramp efficiently solves the issue of getting cars up and down from the roof on the smallest possible footprint. The circular ramp is a sculptural feature that serves as the southern gateway statement to Smidmore Street and is appropriate in the largely industrial context along Edinburgh Road. The design team has addressed the issue of its prominence with a landscape proposal that bridges between the scale at the footpath and the scale of the ramp. That location is also the low point for stormwater and flooding - an issue that the landscape addresses.	See Elevations for Smidmore Street South and West and Edinburgh Road. See Massing Model (South West Corner Edinburgh Road) p27.
b) Little design or streetscape merit	See comments under 4a above. The circular ramp acts as the southern gateway marker. The large industrial scale at this end of Smidmore Street and Edinburgh Road is broken down along both the building facades as one approaches the entrances to the building. The proposal enhances the existing streetscape by creating interest, scale and textural diversity at pedestrian level.	See Elevations for Smidmore Street South and West and Edinburgh Road. See Massing Model (South West Corner Edinburgh Road) p27.
5 - BULK OF PROPOSED BUILDING BEHIND MILL HOUSE		
a) Bulk behind Mill House	The reduction in size of the DDS box as well as the increased setback of the car park structure above addresses this concern.	See Massing Study Victoria Road p22.
b) Visual backdrop to heritage curtilage	Whilst the vertical transport (travelator) from the ground floor to the roof will be seen from the high vantage point of the footpath on Victoria Road as one approaches the entrance to the centre the bulk of this part of the building will be masked by the existing parapet. The heritage curtilage is not compromised as can be seen in the diagrams and perspectives.	See Massing Study Victoria Road p22.

ARCHITECTURAL ISSUE	RESPONSE	REPORT REFERENCE
6 - INTEGRATION OF EXISTING BRICK WALL AND THE NEW WALLS ALONG MURRAY STREET		
a) Architecturally integrate new and old	The proposal removes the existing precast walls along Murray and Smidmore Street and replaces them with shopfronts and banded brickwork to balance the proposed façades of the Edinburgh Road building. The walls that mask the new loading dock and services will be clad in precast with a grooved pattern that extend the banding effect of the brickwork. The precast will have the same colour oxide as the panels on the building on the Edinburgh industrial site to present a cohesive visual picture along Murray Street. The section of wall that abuts the existing brick wall will be detailed to resolve the two different patterns and materials.	See existing and proposed Murray Street and Smidmore Street elevations. See Architectural Concept p30 to p40.
b) Greater consistency and rhythm	See comments in 6a above.	See existing and proposed Murray Street and Smidmore Street elevations. See Architectural Concept p30 to p40.
c) Signage strategy	Signage will form a separate submission. Generally majors signage and centre branding will occur along Edinburgh Road and the corner of Smidmore and Murray Streets. Directional signage will be associated with the loading dock and parking entrances above the lintel of the entrance at street level.	See perspective for Smidmore Street and Edinburgh Road.
7 – HIGH QUALITY PUBLIC DOMAIN – SMIDMORE STREET VISION		
a) Smidmore Street vision	To create an attractive active environment that allows for street activity such as outdoor café seating. The environment would have a bias towards pedestrians with traffic calming strategies and attractive finishes and landscaping. The southern (Edinburgh Road building) side of the street would take advantage of northern sun exposure by creating a colonnade that allows for shops to trade to the street and for café seating to be incorporated. The colonnade steps that link it to the footpath provide further opportunities for seating. The overall feel for the new buildings and the additions to the existing centre are industrial in respect of the heritage of the site and the context of the development. Whilst most retail centres adopt an exuberant festive look and feel this proposal chose a more restrained approach. The choice of material, the degree of detail and the elegant resolution of corners and change of materials is paramount at pedestrian level where the beauty and attention to detail can be appreciated and celebrated. The mass and bulk of the buildings above the awning level are simply expressed with different materials branding the two sides of the centre. The new building and the additions to the existing centre along Smidmore Street have a similar language with brick banding and a panelised system of earthy on the upper levels.	See Architectural Concept p30 to p40 and Elevations. See Smidmore Street perspective view. See Landscape Drawings.
8 - ACTIVATION OF SMIDMORE STREET		
a) Activity on both sides of Smidmore Street	The proposal has active frontages on both sides of the street. On the southern side a colonnade is proposed which will have the ability to have street café seating with northern sun exposure further activating the street. The existing precast panels will be removed and shopfronts installed opening up the centre to the street. The existing car ramp on Smidmore will be reconfigured to further extend the active frontage to match the frontage on the southern side of the street.	See Morphology – Active Edges p11. See Site Summary p14.
9 - SMIDMORE STREET A LINK BETWEEN EXISTING AND NEW CENTRES		
a) Pedestrian link between the two centres	The proposal allows for vehicles and pedestrians to share Smidmore Street. The hardscape design of the pedestrian crossing will calm traffic and slow it down which favours a more pedestrian friendly environment. The proposal invites street activity, particularly along the proposed colonnade, as well as crossover pedestrian traffic with shops activating both sides of the street.	See Customer Movement – Nodes p13. See Landscape Drawings.
10 – LIGHT SPILL AND ACOUSTIC IMPACT FROM ROOFTOP CAR PARKS		
a) Light spill from car parks	All car park levels have a safety hob 1200mm high above the floor in concrete. The height of this hob is sufficient to prevent light spilling out of the car park.	See concept section in Architectural Concept –Facades/Materials p36.
b) Minimise acoustic impact	The car park decks have been pushed away from the residential properties on Bourne Street, Victoria Road and Murray Street. Similarly the existing loading dock has been relocated closer to the corner of Smidmore and Murray Street pulling it away from the existing residences.	See concept section in Architectural Concept –Facades/Materials p36.



Existing context

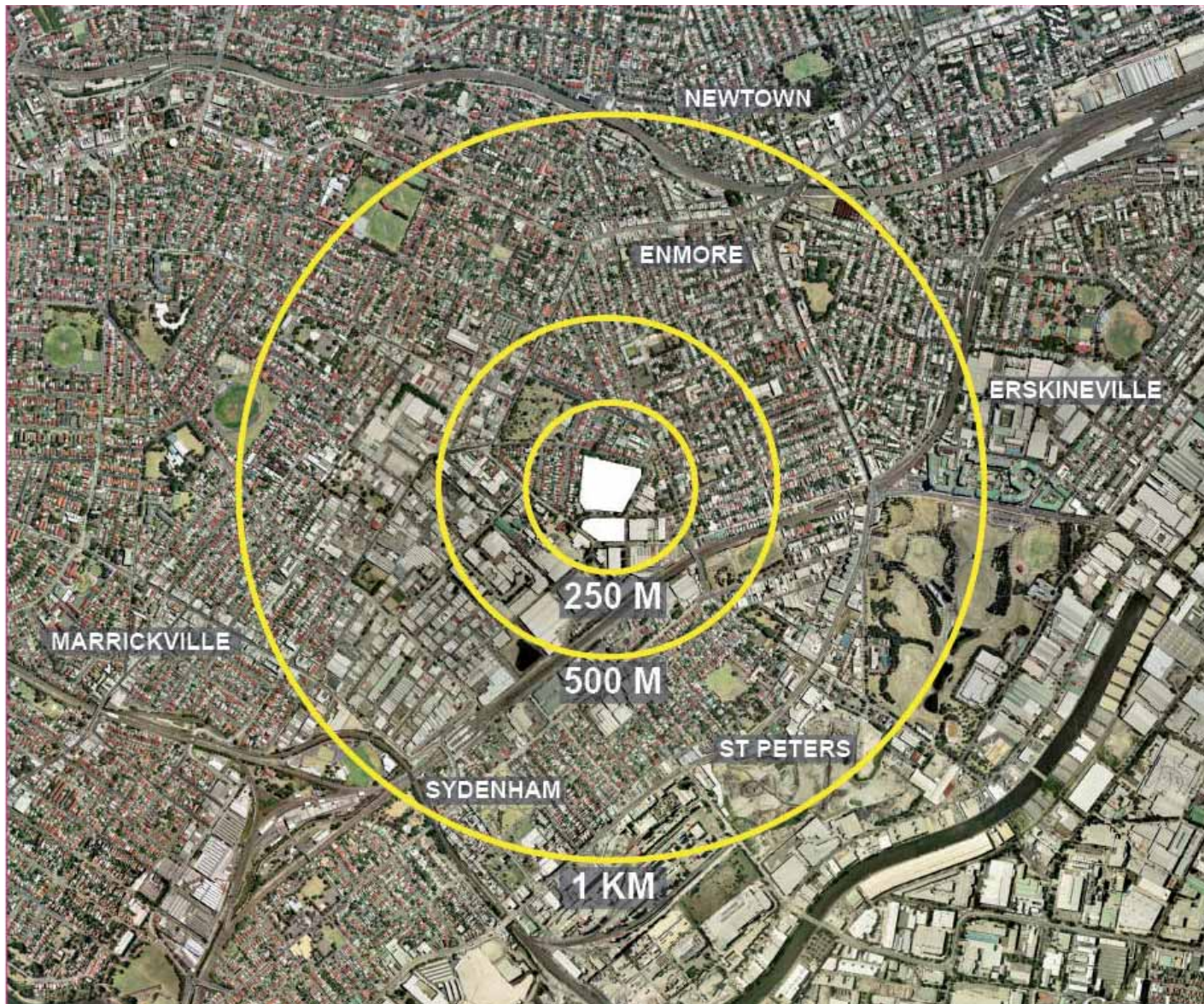
Marrickville Metro Shopping Centre is located at 34 Victoria Road, Marrickville. The Shopping Centre opened in November 1987 on the site of the former Vicars Woollen Mills Factory which had closed down in 1979. The existing Shopping Centre fronts Victoria Road to the north, Murray Street to the east and Smidmore Street to the south and is adjoined by single storey residential dwellings to the west. The Shopping Centre is predominantly a single level retail building and comprises major tenants being Kmart, Woolworths and Aldi as well as a range of speciality stores. Car parking is located at roof top level with existing vehicle ramp access from Smidmore Street and Murray Street.

The land at 13-55 Edinburgh Road is located to the south of Smidmore Street and is bounded by Edinburgh Road and Murray Street. This site is currently used as a warehouse with associated on grade car parking.

Marrickville Metro Shopping Centre is located within an established residential and industrial precinct bounded by small lot residential housing to the north and west, and predominantly industrial land comprising larger allotments with warehouse scale buildings to the south and east.

AMP Capital Investors (AMPCI) owns Marrickville Metro Shopping Centre and the land to the immediate south across Smidmore Street at 13-55 Edinburgh Road, Marrickville.

Lend Lease design has been engaged by AMPCI to prepare a masterplan design to accompany a Concept Plan Application under Part 3A of the Environmental Planning and Assessment Act 1979 for the proposed redevelopment of the Marrickville Metro Shopping Centre. The development is being considered under Part 3A of the Act as it satisfies the criteria described in Schedule 1 of the Major Projects State Environmental Planning Policy (Major Projects SEPP).



Proximity

Marrickville Metro Shopping centre is centrally located within a highly urbanised catchment that includes Newtown and Enmore to the north, Erskineville to the east, Sydenham and St Peters to the south and Marrickville and Tempe to the west. Whilst there is an industrial belt immediately to the south of the site, the Shopping Centre is situated within a largely residential zone bounded by the western and southern railway lines.

Sydenham, Erskineville, St Peters and Newtown Railway Stations (see below) are within a 1km walk of the Shopping Centre.





Neighbourhood Context

Marrickville Metro Shopping Centre by virtue of its location and size is a hub catering not only to the residential population but also to a greater diverse population. As such Marrickville Metro plays the role of a town centre. The improved facilities detailed in the proposal will facilitate the Shopping Centre precinct being used as such. Formal and informal events ranging from Citizenship ceremonies to weekend produce markets and special fetes can take place in either the Civic Space off Victoria Road or in the proposed Smidmore Plaza in the centre of the proposed development.

With recreation facilities such as Enmore Park and the Annette Kellerman Aquatic Centre to the north-west and Camdenville Park as well as Sydney Park further out to the south-east Marrickville Metro is well placed to cater for the local and visiting population using these amenities. Students and teachers from two nearby schools, St Pius School and Camdenville Public School, also use the Shopping Centre.





Retail Context

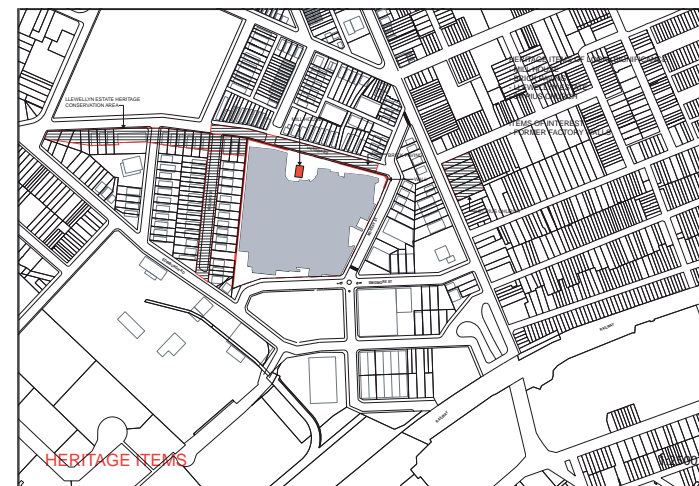
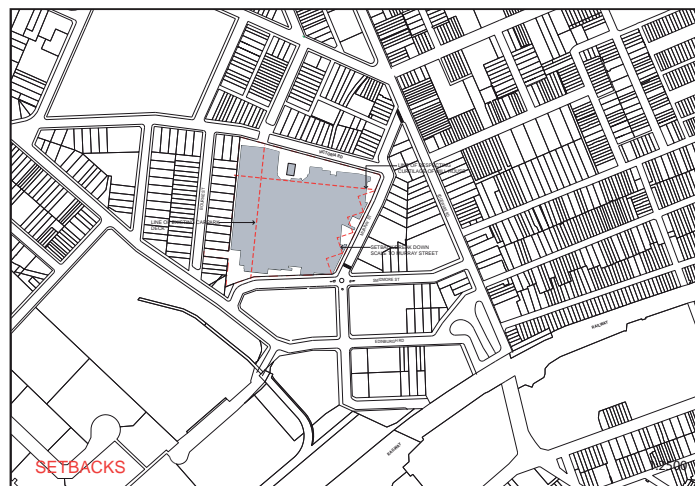
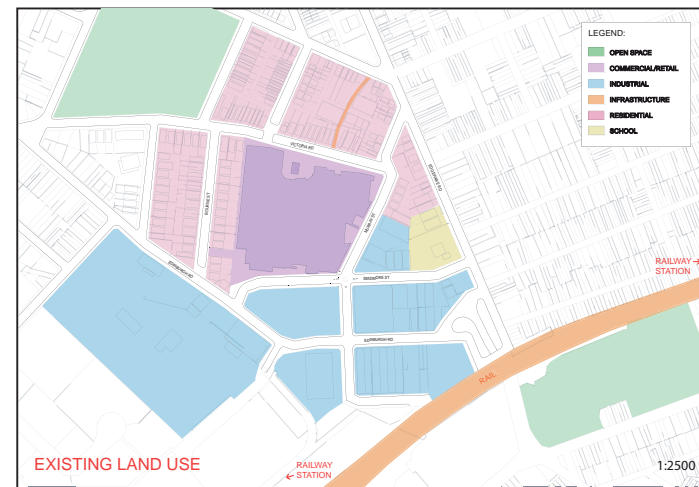
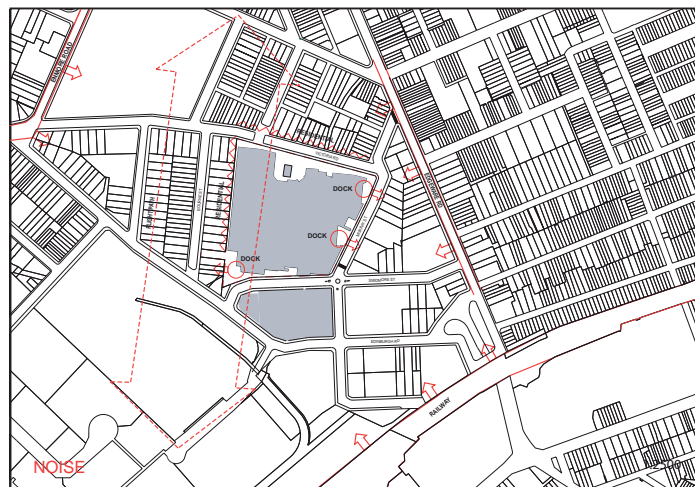
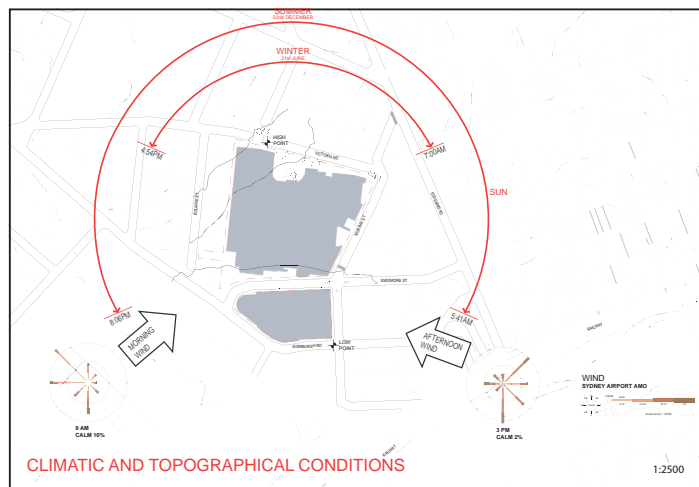
Marrickville Metro Shopping Centre sits in the middle of a series of strip or High Street shopping. With King Street and Enmore Road, Newtown to the north, Marrickville Road to the west providing a High Street experience and the Princess Highway to the south providing bulky goods and specialist warehouse retail including a new IKEA store which is about to open.

Marrickville Metro Shopping Centre has been trading for nearly a quarter of a century and over that time has developed a reputation and a well known brand. Whilst set behind major roads the Shopping Centre is easily accessible for a wide range of customers across a large catchment.

The Shopping Centre is well serviced by four railway stations (Marrickville, Sydenham, St Peters and Erskineville) three of which are within 800 metres of the centre. A series of secondary roads feed the centre (see road hierarchy). The nearest comparable retail centre is Broadway to the north-east at Broadway.







Climatic and topographical conditions

The site is aligned along a north-south axis allowing good solar access to its public domain which is well protected from the prevailing winds.

Flood and drainage

The site slopes from a high point to the north west on Victoria Road to a low point on the south east at the corner of Murray Street and Edinburgh Road. Refer to the report prepared by Golders.

Noise

Whilst the site is surrounded to the west, north and partially to the north-east by residential, the predominant external source of noise are the main roads and railway. The flight path, however, is the main source of noise. Internal source of noise is generated by the loading docks.

Setbacks

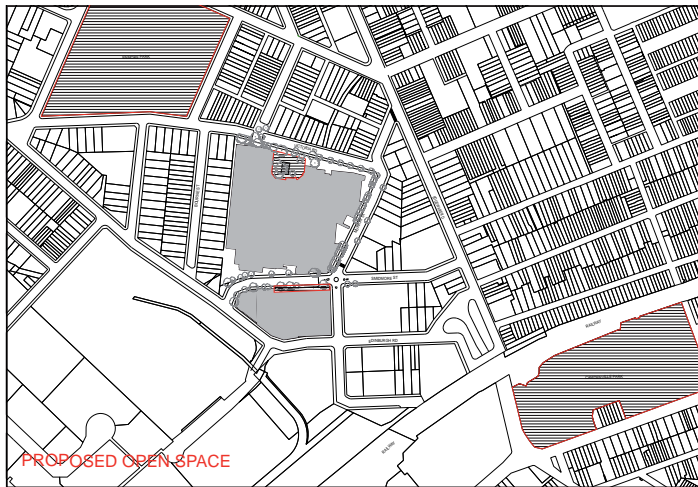
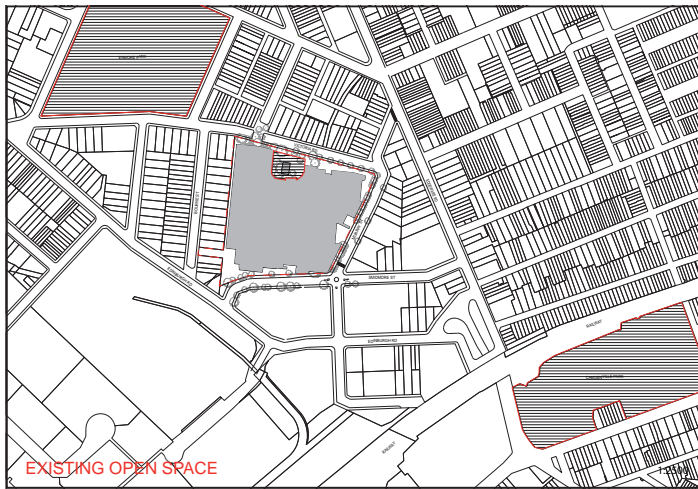
The development generally respects the adjoining residential strip along Bourne Street and Victoria Road. See Massing Parameters and Study following.

Land use

The centre sits within the interface between residential and industrial precincts.

Heritage items

The Mill House and the brick paving along Victoria Road are the immediate items of significance on the site. The former factory walls, although important, are not listed. However, the history and uses associated with the site have been acknowledged in the architectural concept. See Statement of Heritage Impact report prepared by Graham Brooks and Associates.



Open Space

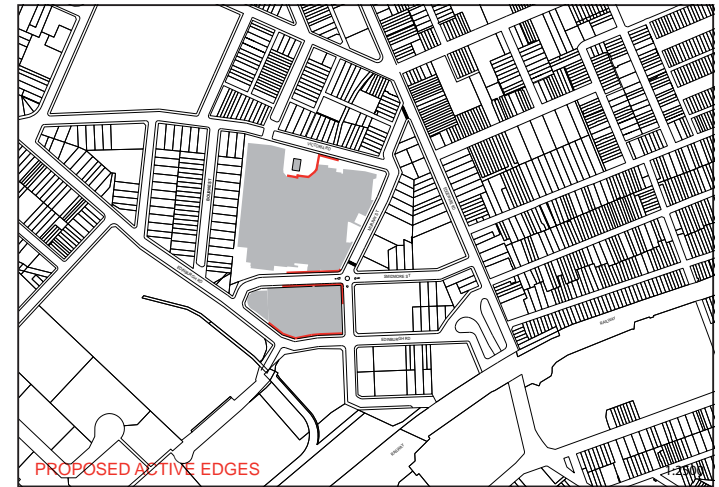
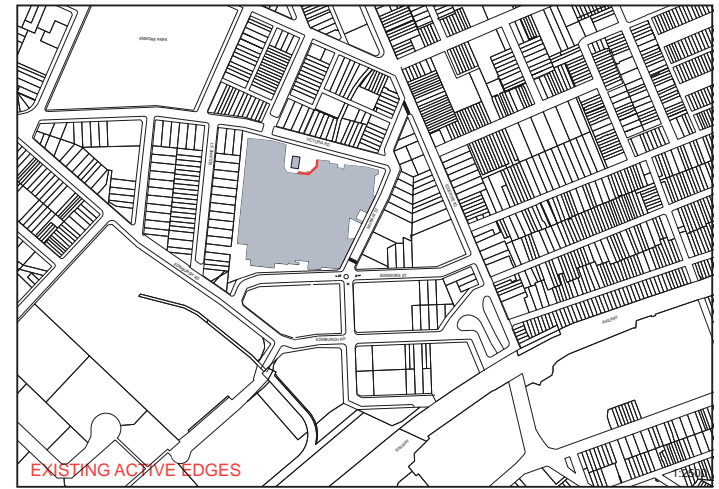
The site has nearby public open space at Enmore Park to the north-west and Camdenville Park to the south-east with Sydney Park further out to the east.

The proposal seeks to create a colonnade along the south side of Smidmore Street. With improvements to the footpath and landscape on Smidmore Street the colonnade will activate the proposed retail edge with a north facing space for people to sit, eat, promenade or simply enjoy. It is proposed to make improvements to the civic space at Victoria Road.



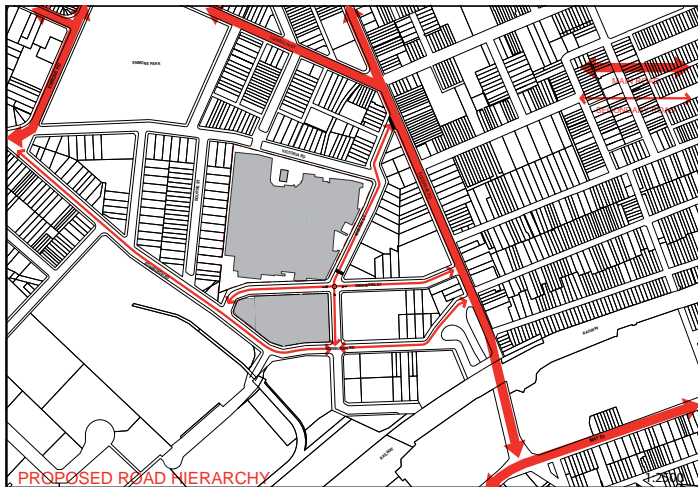
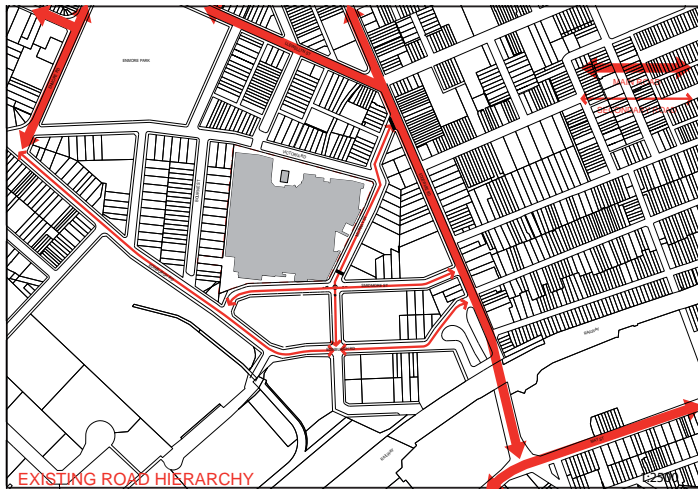
Built form

The proposed morphology of the development continues the established pattern with the large format of established industrial stock built form right out to the boundary.



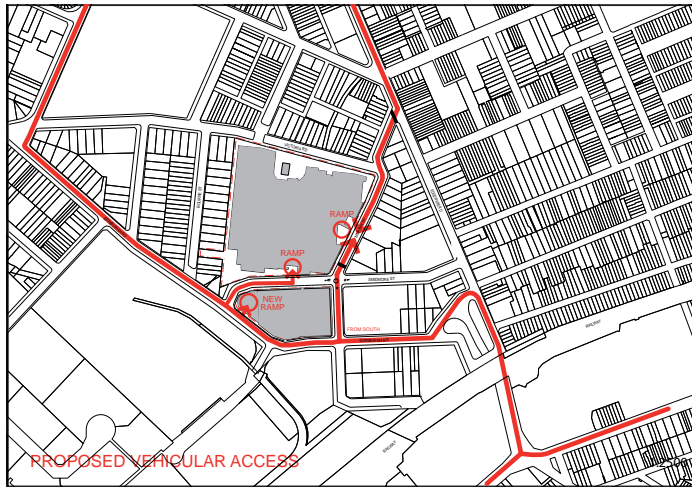
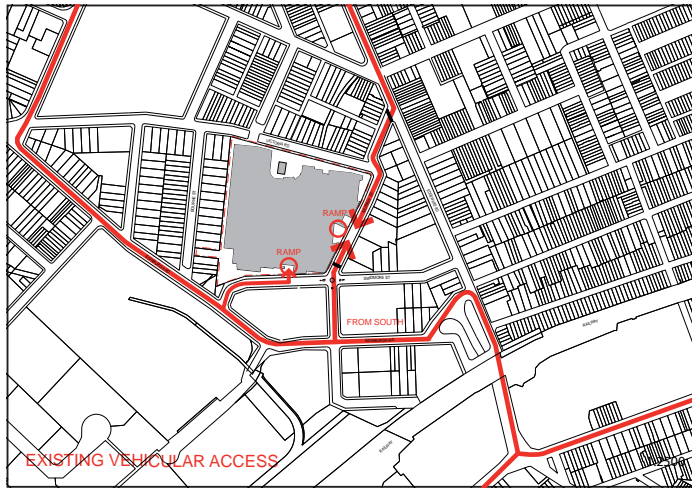
Active edges

The existing condition has an active edge along the entrance to the north of the development. The proposal seeks to extend this out to Victoria Road and along the street to the east. Smidmore Street would have activated edges on both sides with a proposed colonnade along the southern side of Smidmore Street extending around to face Murray Street. To the south the proposed development will open up the facade as shop window to Edinburgh Road.



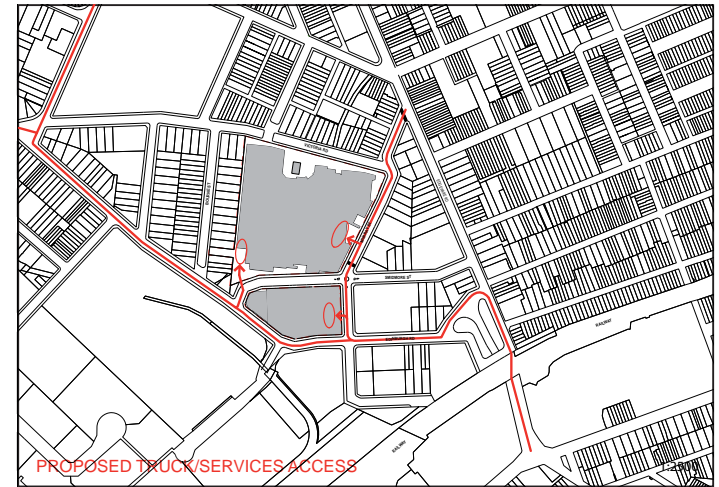
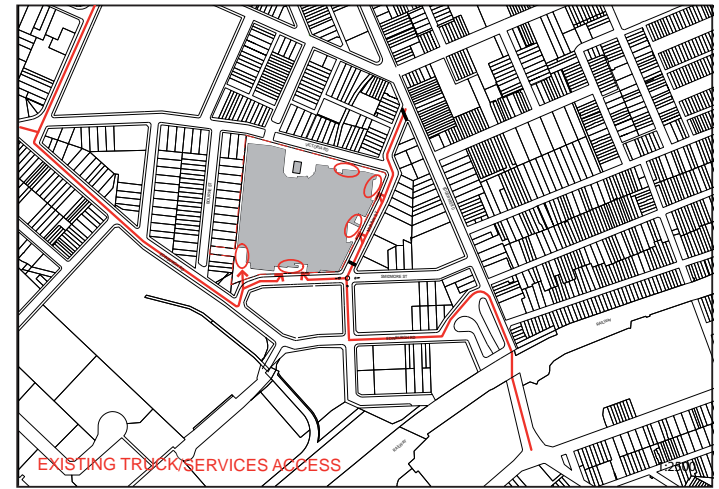
Road hierarchy

The site is bounded by Enmore and Edgware Roads as the main thoroughfares with Smidmore Street, Murray Street and Edinburgh Road as secondary feeders. Edinburgh Road will become a major feeder to the proposed centre. Otherwise there is no change to the road system around the centre. Refer to the Traffic Report prepared by Halcrow.



Vehicular access

Vehicular access is predominantly off the main roads (Enmore and Edgware) filtering through Murray Street to the east of the centre and Edinburgh Road from the south and south west. The existing centre has two entrances to the rooftop car park, one off Smidmore Street and the other off Murray Street. The proposal adds a third entrance, off Edinburgh Road, to the new development. The existing ramps off Smidmore and Murray Streets are retained with the lower half of the Smidmore Street ramp reconfigured. See commentary in the Traffic Report prepared by Halcrow.

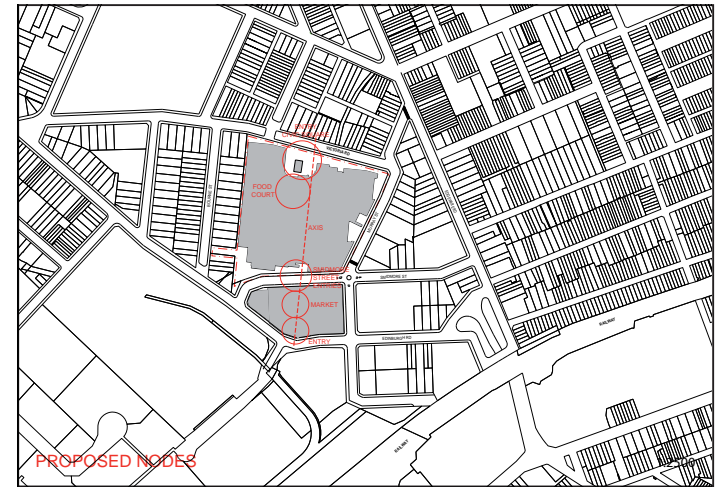
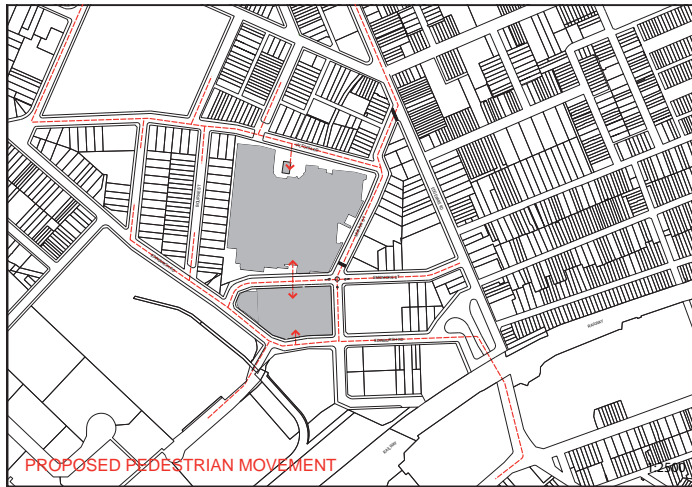
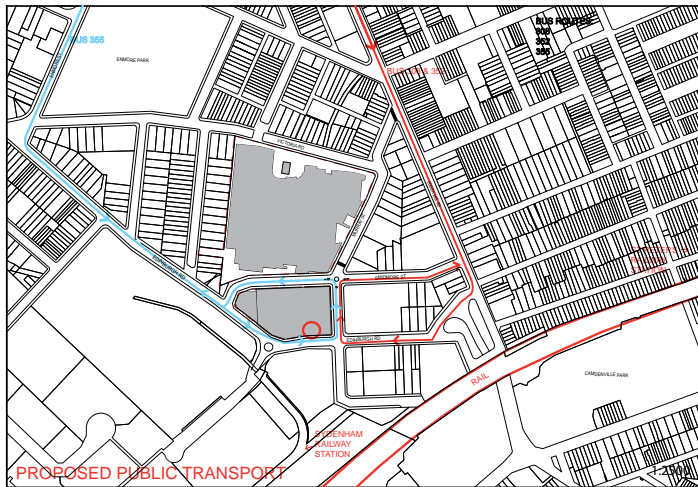
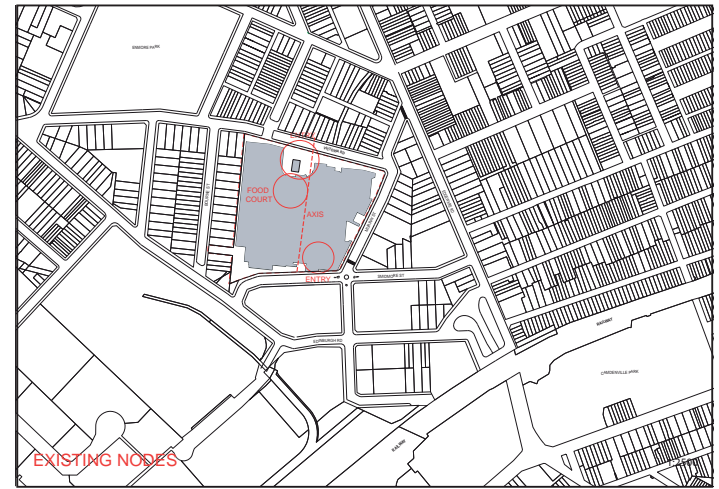
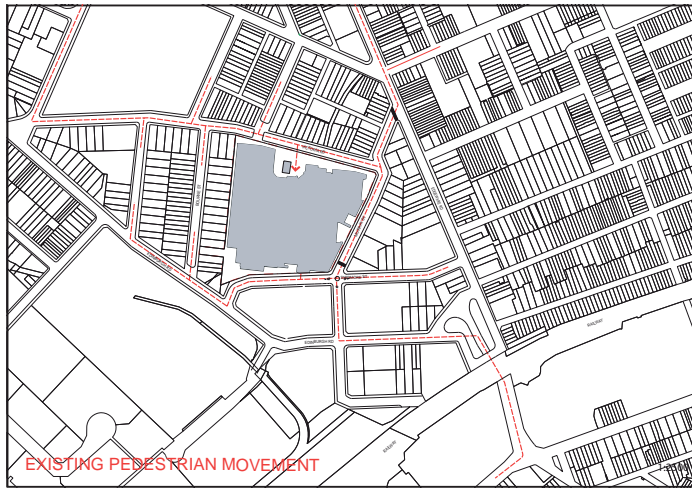
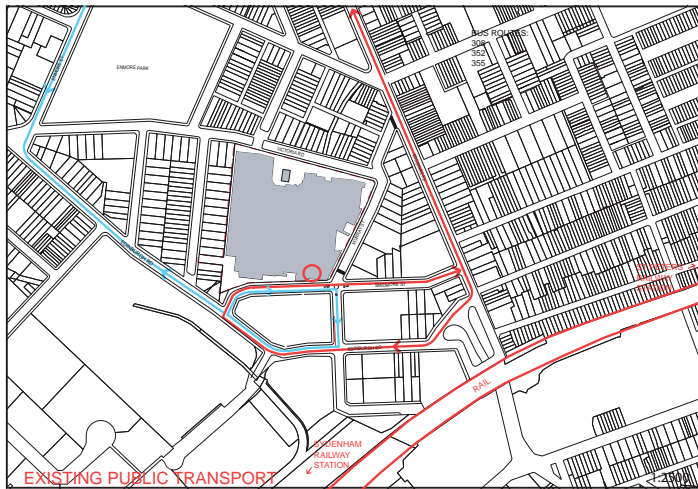


Truck access

Currently there are five loading docks around the site. The proposal seeks to consolidate and reduce the number of these to three docks: a consolidated dock on Murray Street for the expanded existing centre, a new dock off Murray Street for the new development on the industrial site and the existing Majors dock off Smidmore Street.

The truck access paths to the new docks doesn't change from the existing condition however larger trucks are to be encouraged to enter from Edinburgh Road. Refer to the Traffic Report prepared by Halcrow and also commentary by Cardno in the Civil Engineering Report.





Bus routes

Three bus routes serve and terminate at the Shopping Centre. Currently the 308 and 352 service come down Edgeware Road and loop around to Smidmore Street terminating at the bus stop near the Shopping Centre entrance. The 355 comes from the west down Enmore Road and Edinburgh and turns into Smidmore Street before looping back along Murray Street to Edinburgh Road.

With a more activated and pedestrian friendly Smidmore Street the bus stop is proposed to be relocated. The proposal relocates the bus stop to Edinburgh Road adjacent the new entry to the Shopping Centre.

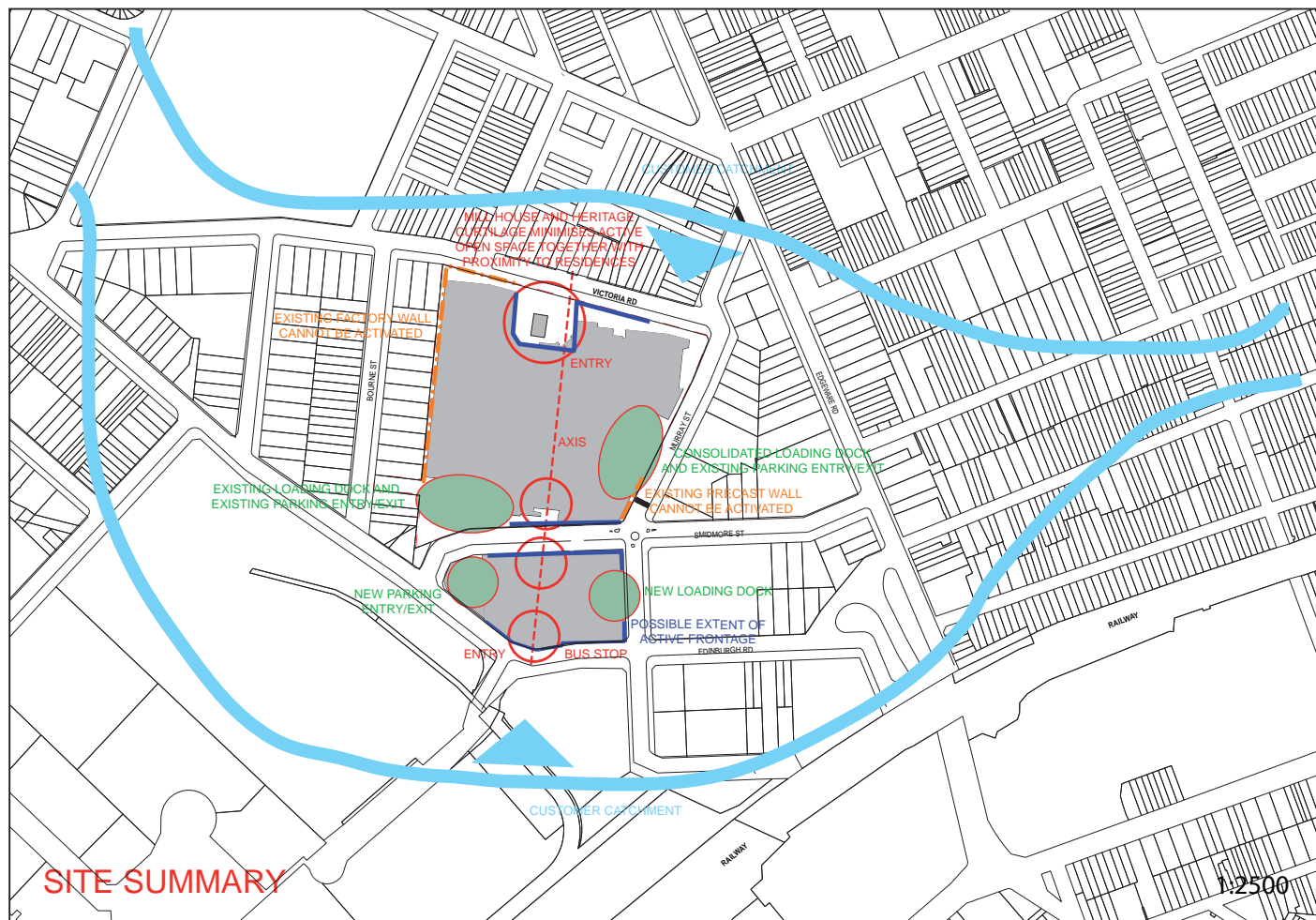
Pedestrian movement

The pedestrian movement to and from the Shopping Centre will remain largely unchanged. The proposed relocation of the bus stop to Edinburgh Road will affect pedestrian traffic coming from the west along Edinburgh Road. Improvements to Smidmore Street will encourage pedestrian movement along both sides of the street.

Nodes

The existing activity nodes are extended south across Smidmore Street to Edinburgh Road. The proposed realigned entries facing each other across Smidmore Street provides the opportunity to create a different open space to the more formal one off Victoria Road. The relocation of the bus stop to Edinburgh Road creates the opportunity to open up the south of the development with a new entry giving the Market Place more presence as a destination.





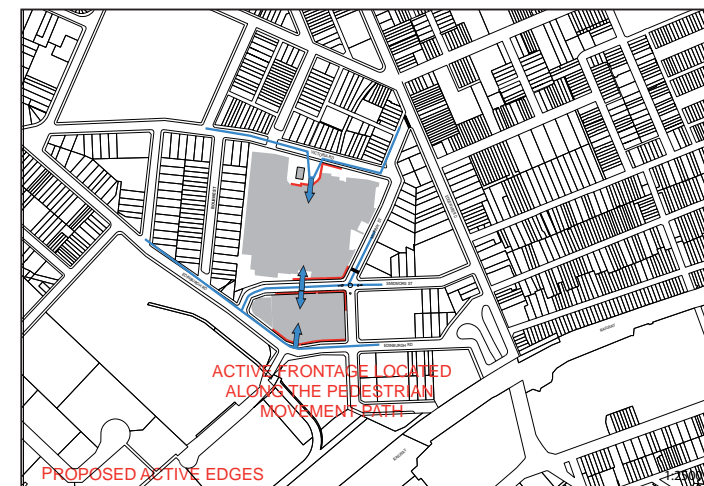
SITE SUMMARY

Site summary

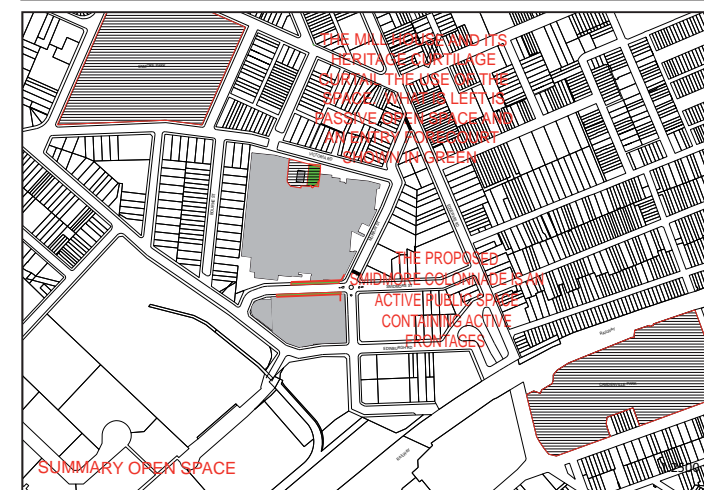
The diagrams shown in the preceding pages catalogue the impact on the site and how that informs the basic planning and form of the proposal. The customer catchment informs as to the location of entries and justifies the extension of the axis (shopping mall) from north (Victoria Road) to south (Edinburgh Road). The consolidation of loading docks and parking entry and exits liberates a large extent of the facade for potential activation. However, the physical reality of existing precast facades prevent these stretches from being activated. The relocated bus stop along Edinburgh Road strengthens the southern entry and activation of the facade. Whilst the proposal respects the privacy and amenity of the surrounding and adjoining residences, every opportunity to engage with the surrounds has been adopted.

Summary - active edges

The proposed active edges will be limited largely to the portions of facade that are new. From the summary diagrams it can be seen that the active edges address the pedestrian ant tracks or movement patterns primarily along Edinburgh Road on the south and Victoria Road to the north. Activation of Smidmore Street occurs on two sides particularly along the proposed Smidmore colonnade with some activation spilling around the corner to Murray Street.



PROPOSED ACTIVE EDGES



SUMMARY OPEN SPACE

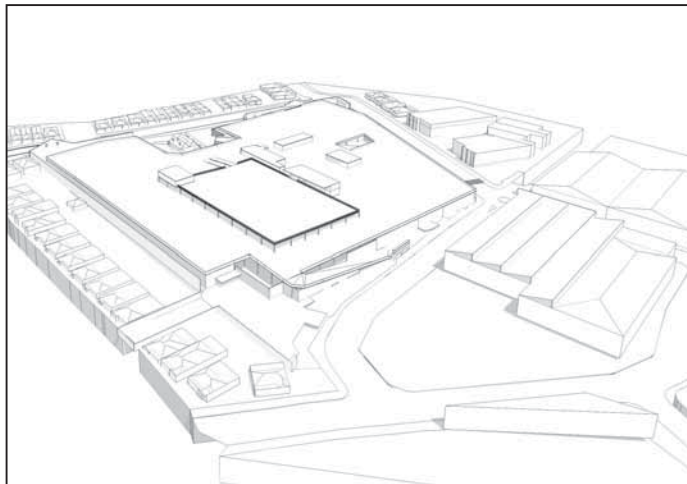
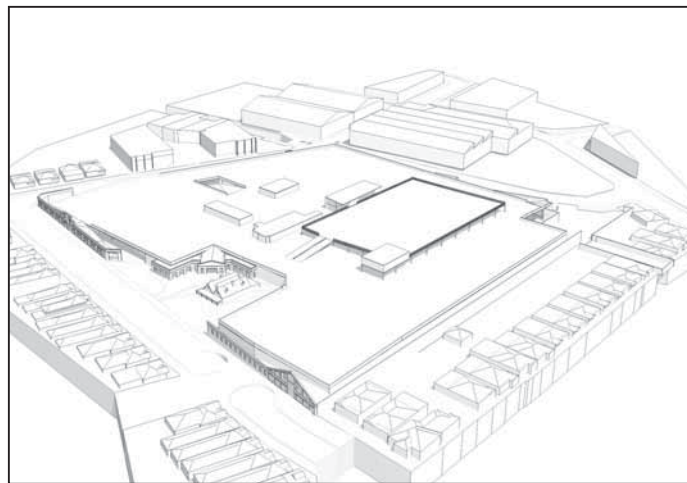
Summary - open space

There are two spaces in the proposal that are considered open space or public space - the area around the historic Mill House facing Victoria Road to the north, and on Smidmore Street along the colonnade facing north. Of the two spaces, the Smidmore colonnade has the most potential in becoming an active, multi functional space. The northern space facing Victoria Road is divided into two parts. One half is the curtilage of the Mill House which lends itself for more passive formal activities, whilst the other half is essentially the entry forecourt to the existing Shopping Centre. See the Landscape plans for more detailed design information.



WEST

- NO VISIBLE BUILDING HEIGHT
- NEGOTIABLE BUILDING FORM
- BUILDING FORM UP TO 9.3m ABOVE FIRST FLOOR

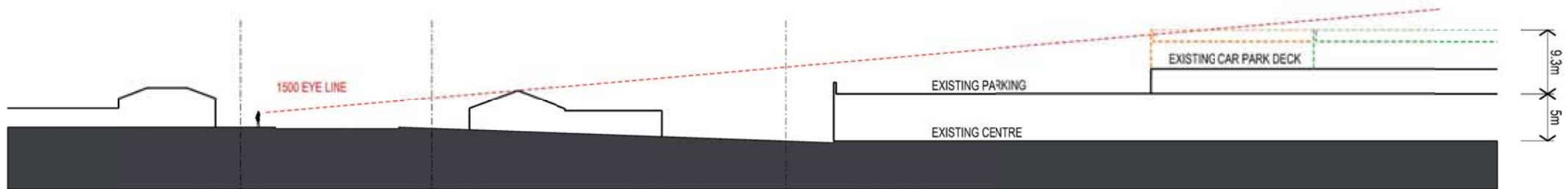


Height and massing principles

The sightlines around the existing Shopping Centre define the extent of bulk that can be seen from the surrounding streets. During our masterplanning phase we defined a series of height limit principles in respect to the neighbouring residential properties. These principles address the issues of bulk and mass in particular to the neighbouring properties across Victoria Road and Murray Street.

To the adjoining properties on Bourne Street the heights defined by the existing car park deck and plant rooms have been adopted as the limits along that western boundary. The proposal does not interface with that part of the existing Shopping Centre and both the existing precast wall to the retail box and the heritage brick wall from the former factory are to be left untouched.

The sightline from Bourne Street defines a line over the existing car park deck that limits the height of any new building. This is defined by the green line in both the plan (far left) and the section below. The orange lines allows for some mass under the sightline which we determined to be a zone of negotiable building form.

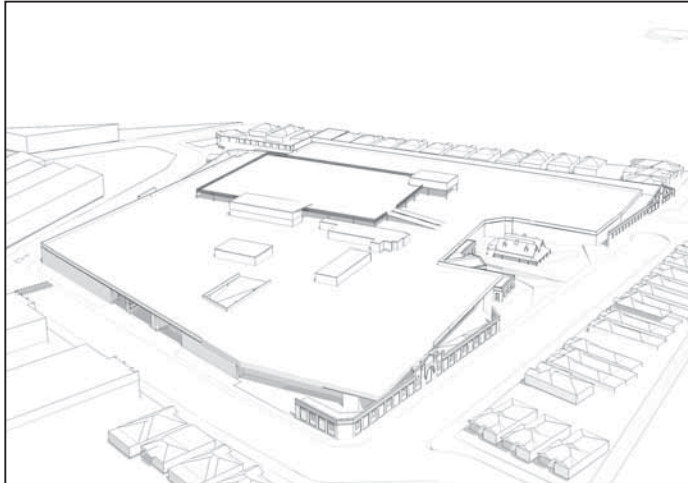
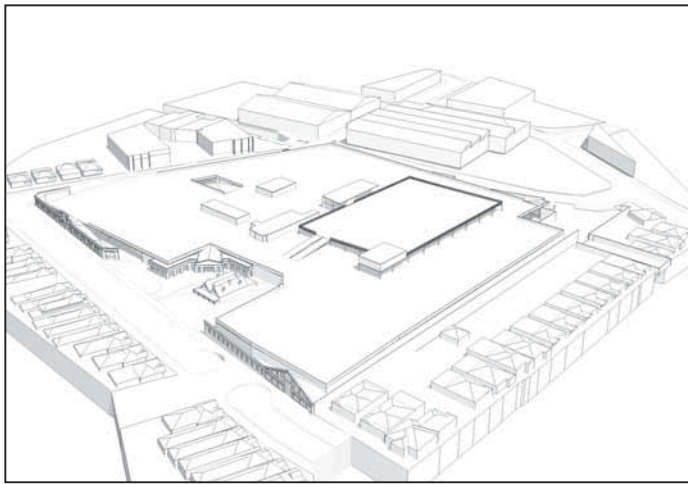


SECTION 01 - WEST - BOURNE STREET



NORTH

- NO VISIBLE BUILDING HEIGHT
- NEGOTIABLE BUILDING FORM
- BUILDING FORM UP TO 9.3m ABOVE FIRST FLOOR

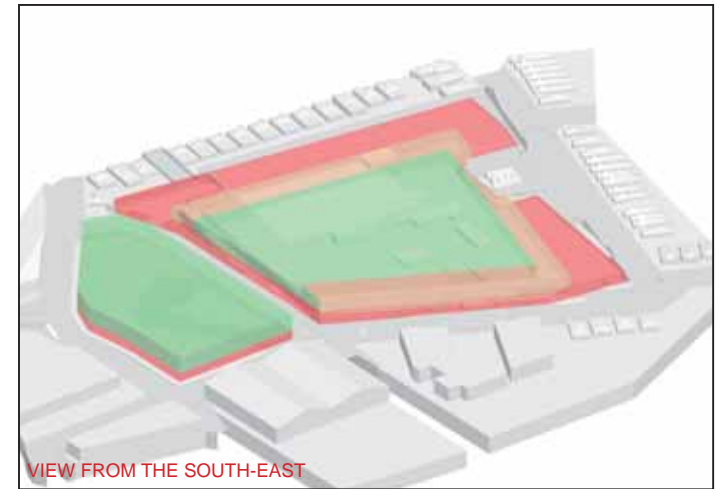
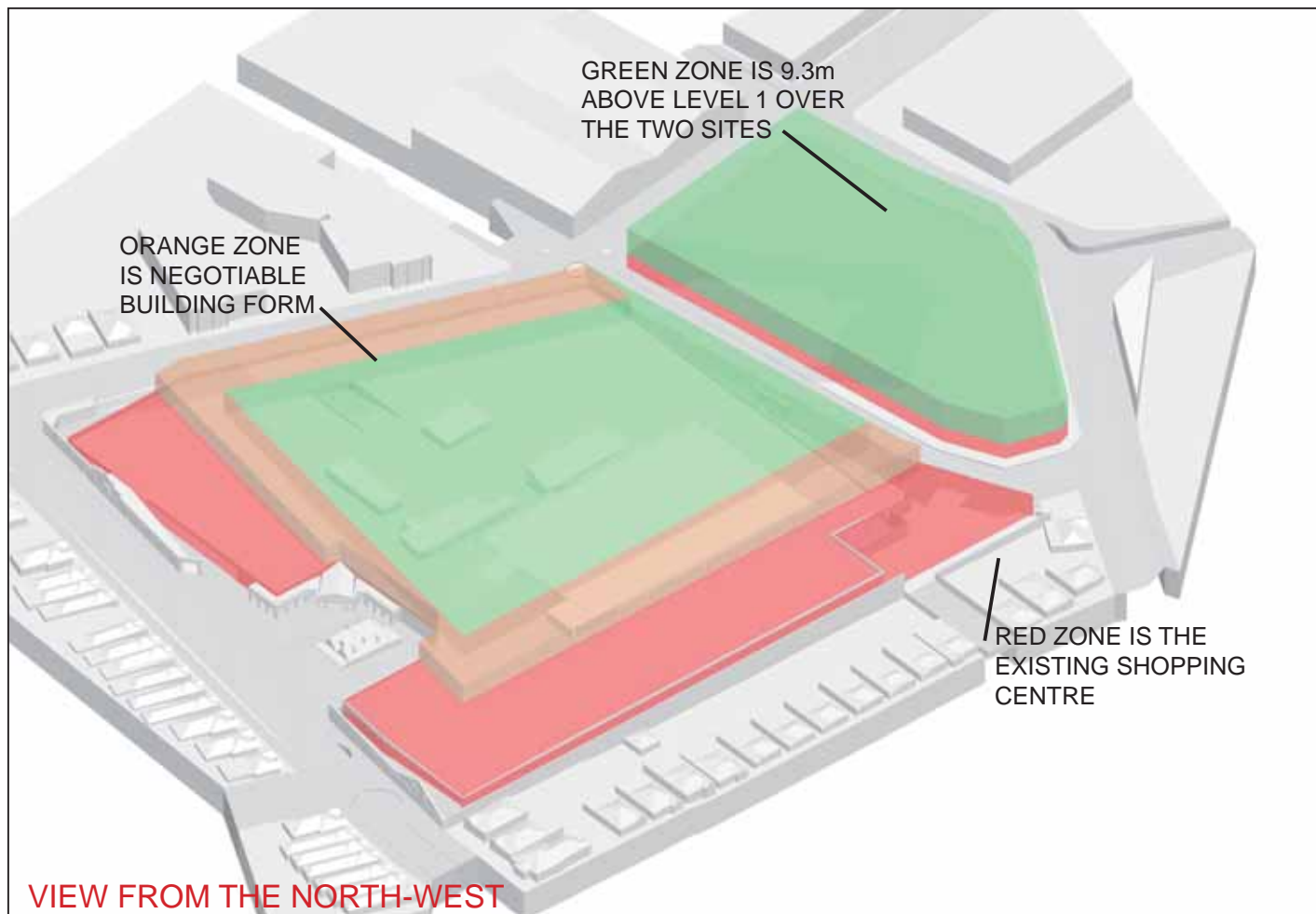


Height and massing principles

A line of sight from Victoria Road aligned over the top of the existing wall of the former factory defines the height limit of any new building. Whilst the corner of Victoria Road and Murray Street is limited by the height of the existing wall the previously proposed spiral ramp would be visible, however, since the mass of the building has been pared back there is no longer a need for a spiral ramp at the north-east corner of the site.



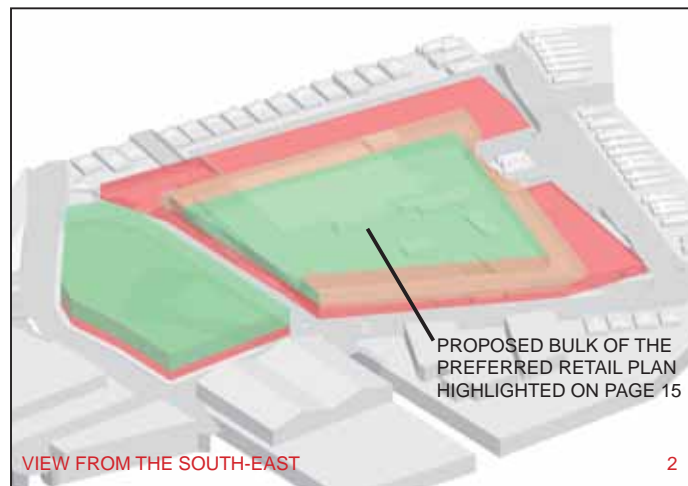
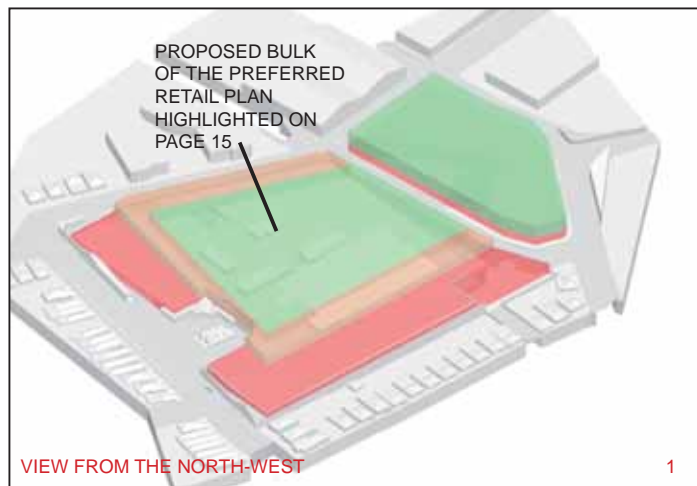
SECTION 02 - NORTH - VICTORIA ROAD



Summary of height and massing principles

The 9.3m building height over the existing ground floor level, represented by the green building envelope is derived from the combination of a retail industry standard floor to floor height of 5.4m plus 2.7m for a parking level and a further 1.2m for a safety parapet to the rooftop parking deck. The orange building envelope represents a buffer zone within which the bulk and mass of the proposal can vary to respond to the particular aspect. The red zone identifies the area of the site where new building mass should be avoided where possible.

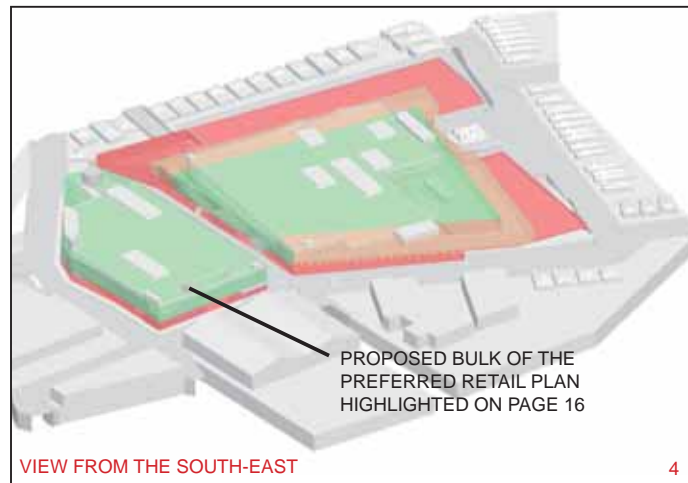
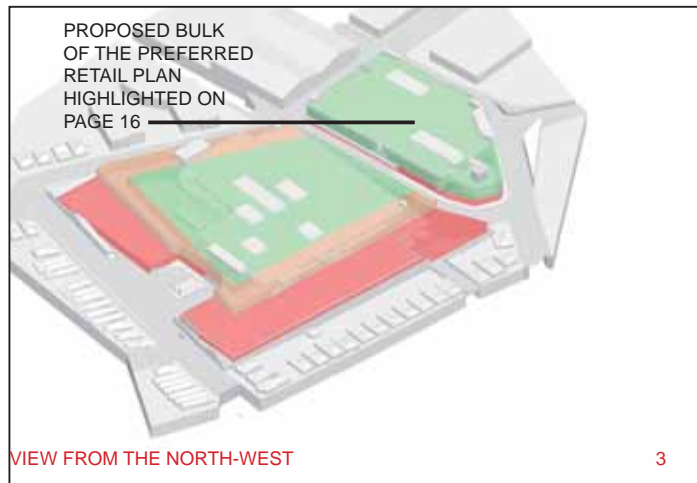
- NO VISIBLE BUILDING HEIGHT
- NEGOTIABLE BUILDING FORM
- BUILDING FORM UP TO 9.3m ABOVE FIRST FLOOR



Summary of planning and massing

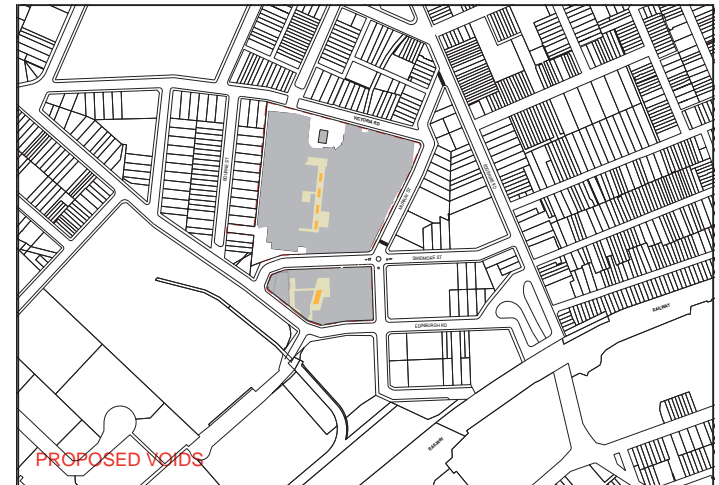
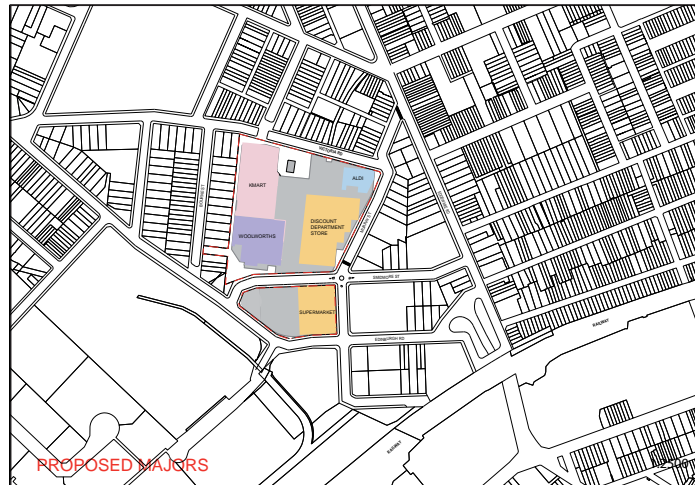
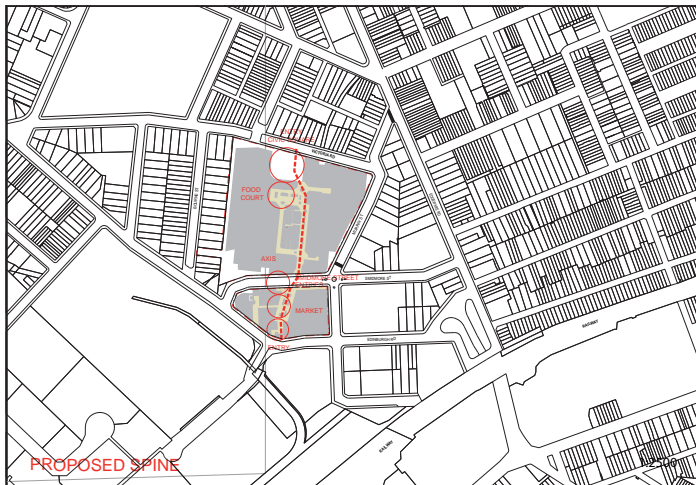
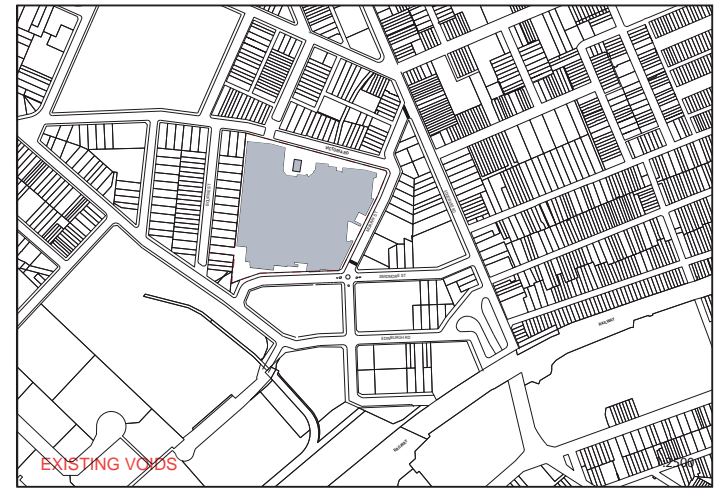
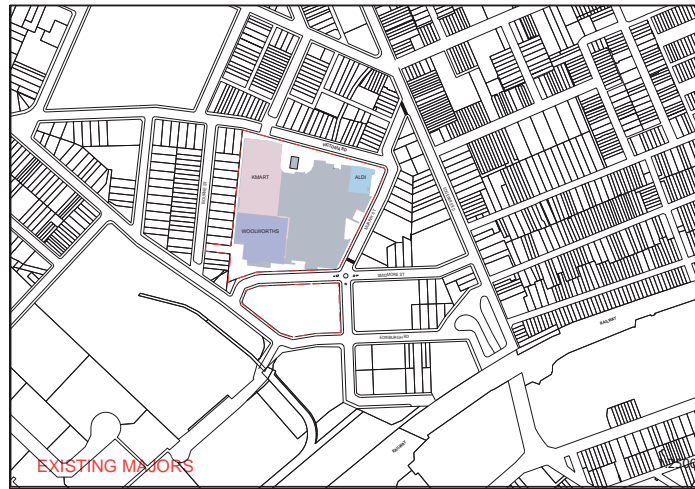
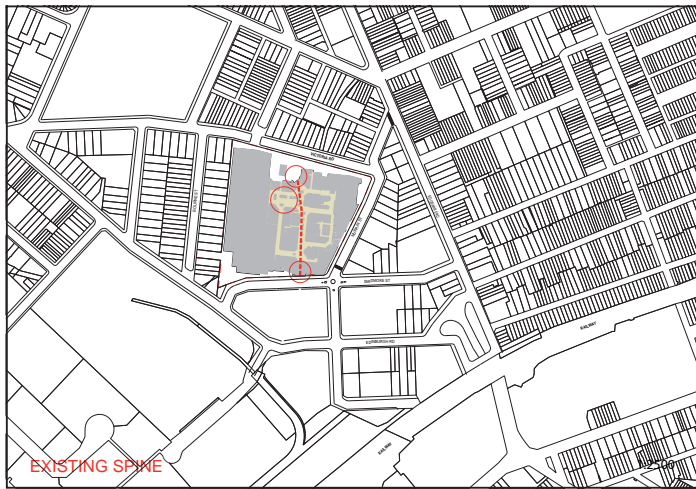
The diagrams above summarise in three dimensions the massing envelope on the sites given the constraints outlined on pages 15 to 17. The building form shown in green represents the 9.3m building height above the existing roof of the Shopping Centre. The orange zone is a negotiable zone that needs to address the adjoining and neighbouring residences in terms of bulk and overshadowing.

The diagrams show the preferred retail plan sitting within the building form envelope. In both instances the resulting bulk reflects the neighbouring environment. Warehouse scale along Edinburgh Road. Single storey and setback along Murray Street and Victoria Road. Along the western boundary with the residences on Bourne Street the existing building mass and setbacks have been retained despite some room for negotiating within the orange zone.



SUMMARY OF RETAIL PLANNING AND MASSING

MARRICKVILLE METRO ARCHITECTURAL REPORT 18



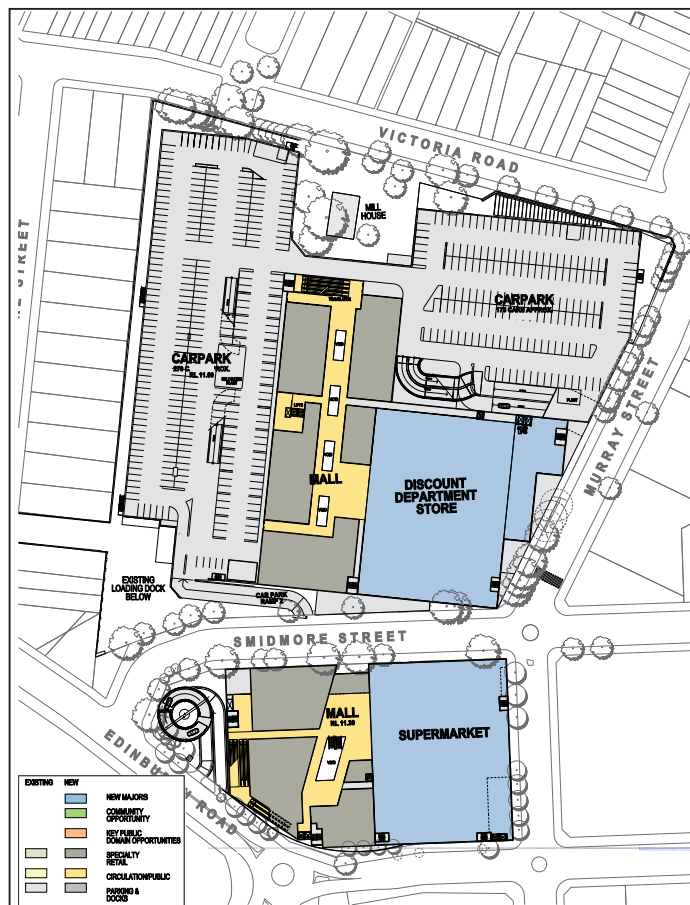
Retail Planning

The existing retail plan has a simple north-south spine with two parallel malls. Majors sit along one side (to the west). A third smaller parallel mall was added when Aldi came into the centre. The new retail building on the Smidmore site allows the north-south spine to continue towards Edinburgh Road terminating in large space, the Market Place. Linked over two levels by a void, the Market Place anchors the southern end of the development. The relocated bus stop on Edinburgh Road draws off the proposed entry which in turn marks the southern end of the retail spine. Entries off Smidmore Street feed customers into the heart of the development. To the north the existing entrance off the Victoria Road Plaza, to be renamed the Civic Place, will be reconfigured to

better address the entrance, shops and the Mill House. The retail diagram remains quite clear and simple. Main entrances to the north, south and in the middle – north and middle being off a public space – connect the existing retail offer with the new. Majors flank the spine anchoring the mall with specialty shops lining the spine. Loading docks are situated to allow the efficient distribution of goods to the retailers as well as separate truck movements from customer traffic, both vehicular and on foot.

The new building seeks to externalise the retail offer by using the opportunities presented along Smidmore Street and Edinburgh Road.

Active shopfronts flank Smidmore Street with cafes and shops trading directly off the footpath. On Edinburgh Road shop windows activate the ground plane along the mall to the entrance and through to the proposed bus top beyond.



The Proposal - General

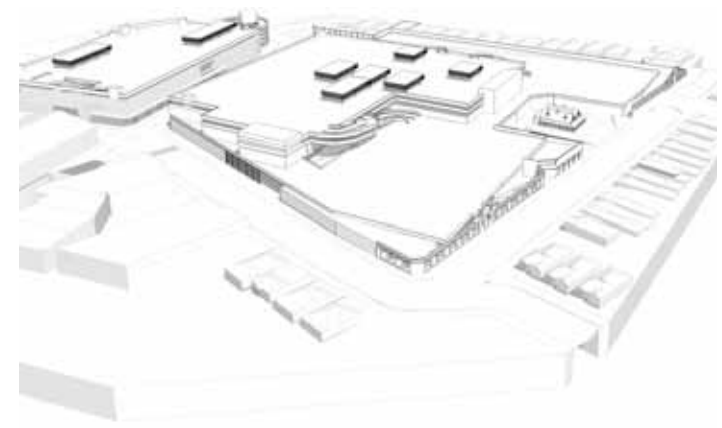
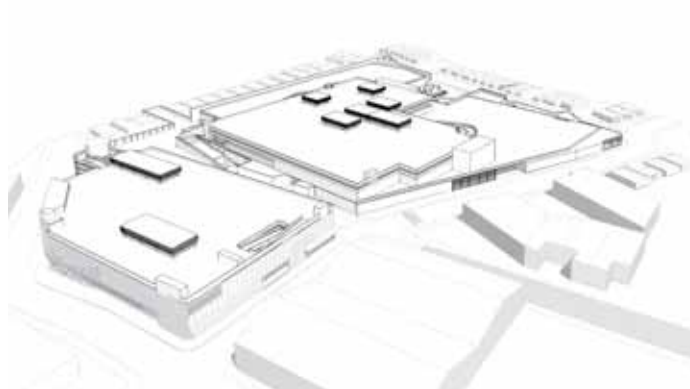
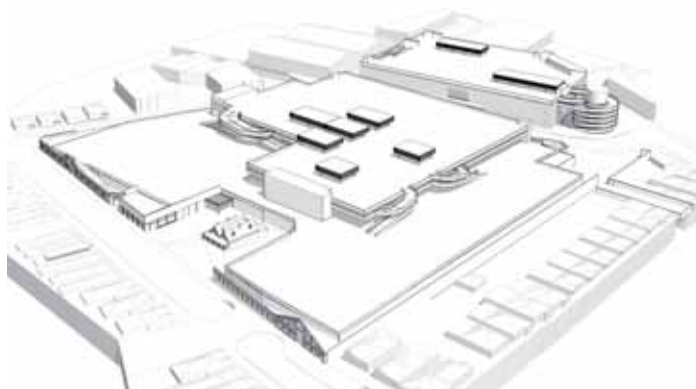
AMPCI proposes to upgrade and expand Marrickville Metro Shopping Centre to accommodate additional retail floor space, improve facilities and services, as well as enhance convenience and accessibility for the community.

The proposal has the following key elements:

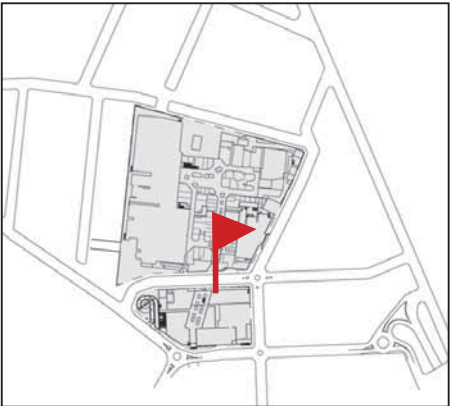
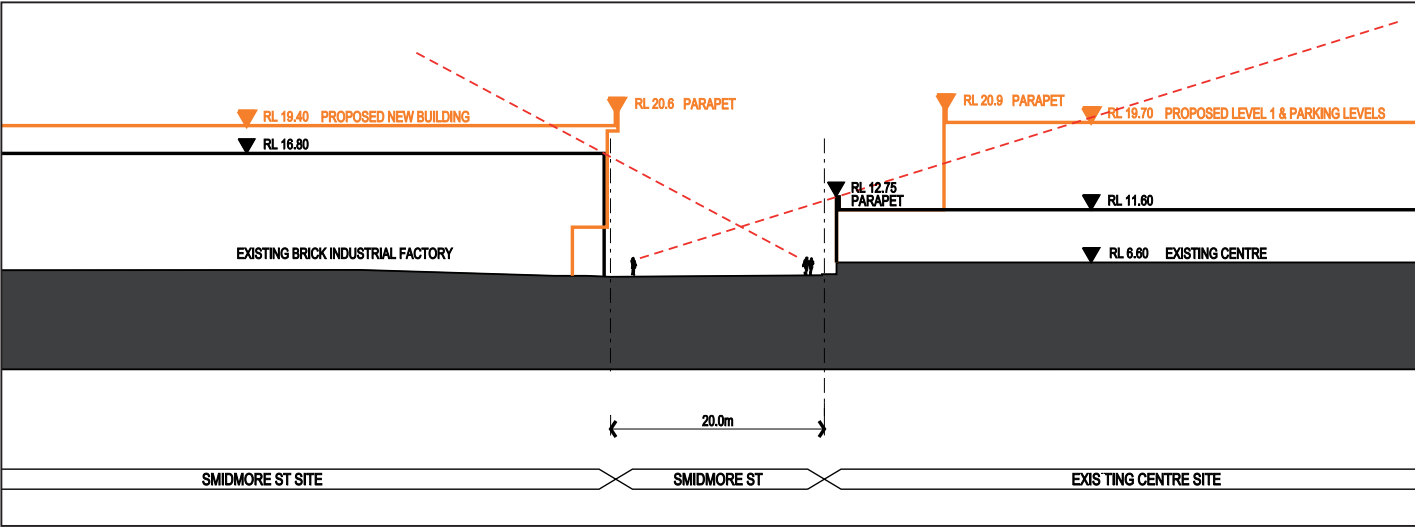
- 1 An extension of retail floor area at first floor level above the existing shopping centre building with additional roof top parking over two levels;
- 2 Redevelopment of the existing industrial land south of Smidmore Street (13-55 Edinburgh Road) to create a two level retail centre with two levels of roof top car parking.
- 3 A north facing colonnade along the south edge of Smidmore Street to foster connectivity and activity along and across the street.

The additional retail floor area will accommodate a discount department store, supermarket, mini major and specialty retail space. A Market Place or precinct will anchor the southern end of the retail spine complimenting the fresh fruit and vegetable and Supermarket offer. The development will incorporate additional car parking as well as improved vehicle access and consolidate the loading facilities.

The proposal will create a colonnade along Smidmore Street and will be complimentary to an enhanced public space fronting Victoria Road. The proposal will include works to improve the pedestrian, cycling and public transport connections to and from the site and enhance public and customer safety.



SMIDMORE STREET



KEY PLAN

SECTION THROUGH SMIDMORE STREET



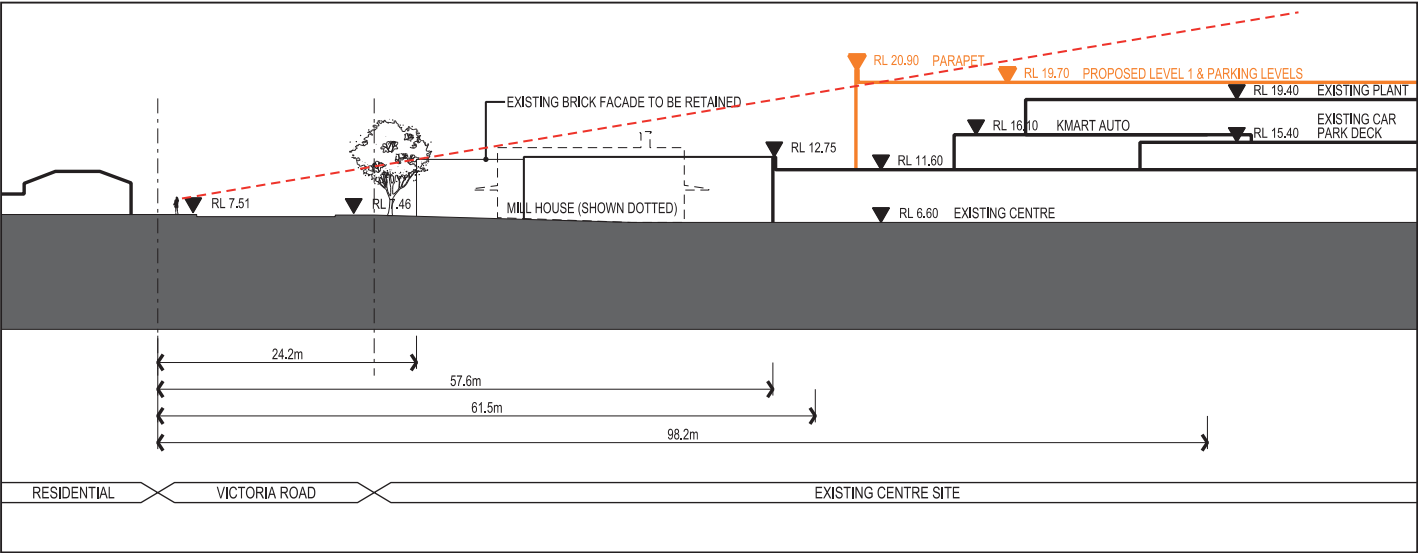
EXISTING



PROPOSED

Massing Study
We have taken sections through the streets bounding the proposed development as well as Smidmore Street to demonstrate that the proposal does not alter the overall morphology and massing of the precinct. Generally the development remains the same at the north-west corner along Victoria Road to reflect its primacy to the adjoining residential precinct. As the topography of the site steps down towards Smidmore Street and Edinburgh Road the development matches the massing and bulk of the surrounding industrial warehouses and factories. The massing along Murray Street does not surpass the line of the existing trees and its variegated edge softens the bulk of the proposed addition. The heights and mass of the proposal along Edinburgh Road and Smidmore Street largely matches the existing condition.

VICTORIA ROAD



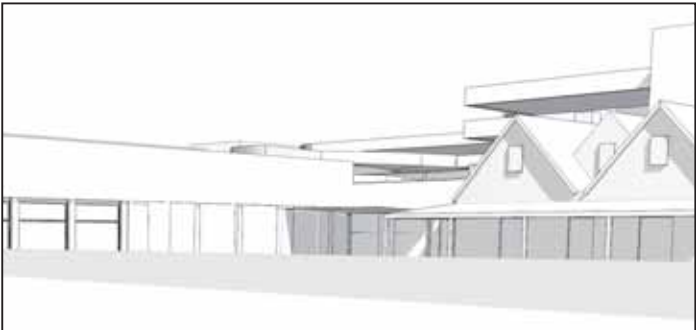
SECTION THROUGH VICTORIA ROAD



EXISTING



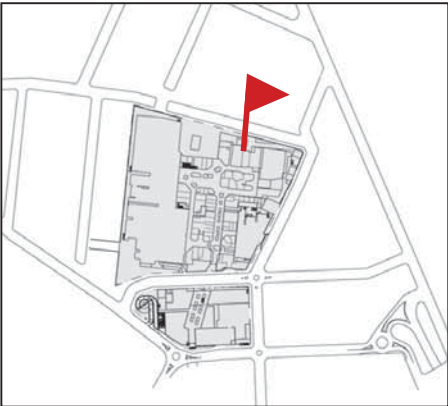
PROPOSED
Note that trees have been left out of the 3D model for purposes of clarity.



PROPOSED

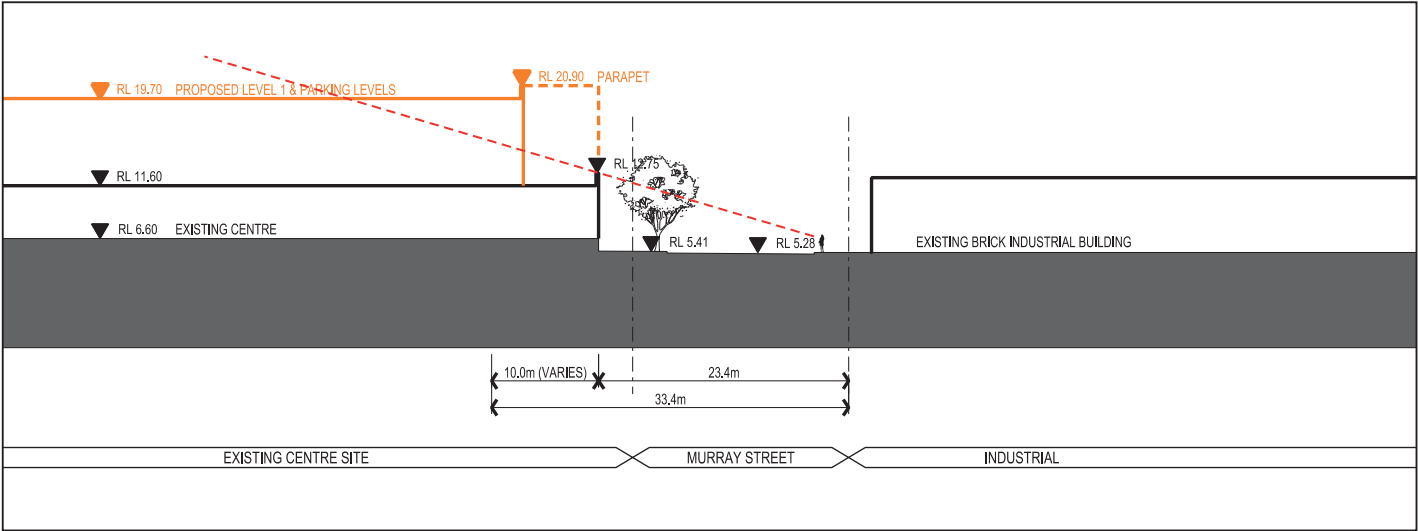


EXISTING



KEY PLAN

MURRAY STREET

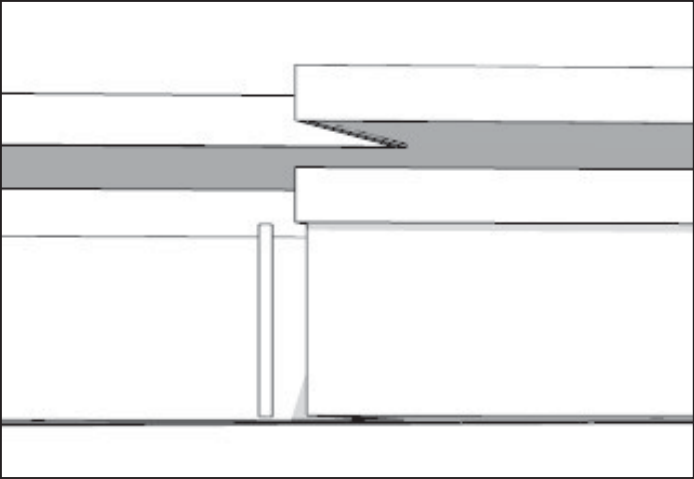


KEY PLAN

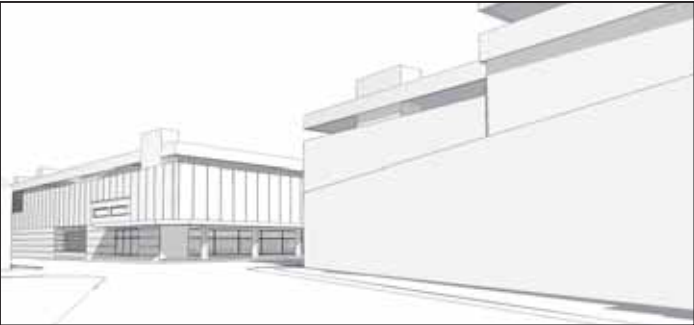
SECTION THROUGH MURRAY STREET



EXISTING



PROPOSED
Note that trees have been left out of the 3D model for purposes of clarity.

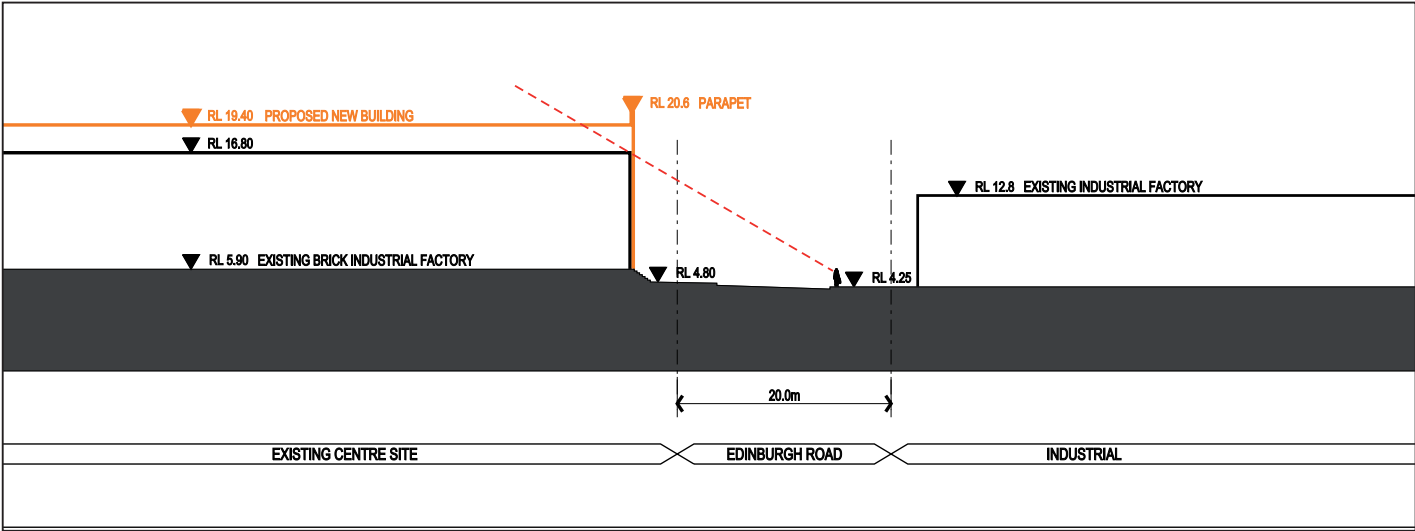


PROPOSED

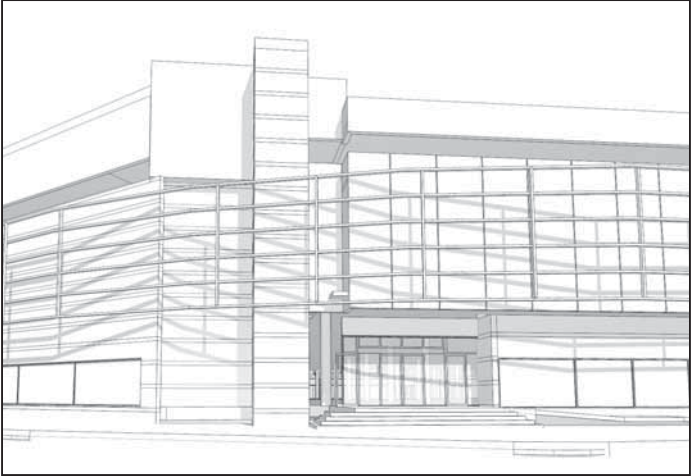
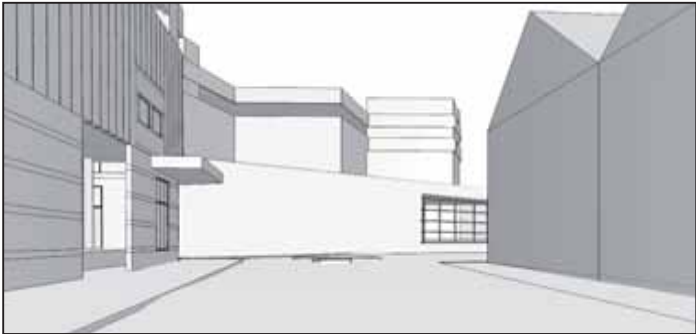


EXISTING

EDINBURGH ROAD



SECTION THROUGH EDINBURGH ROAD



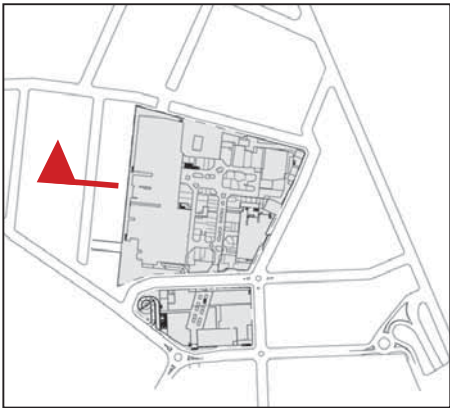
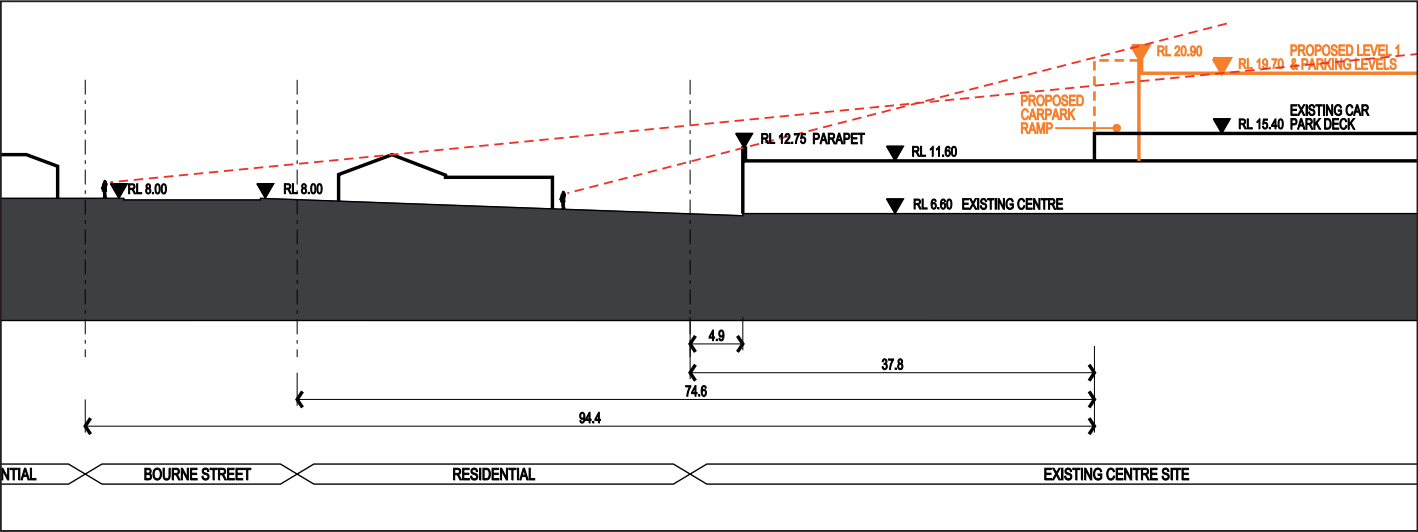
Note that trees have been left out of the 3D model for purposes of clarity.



EXISTING

EXISTING

BOURNE STREET

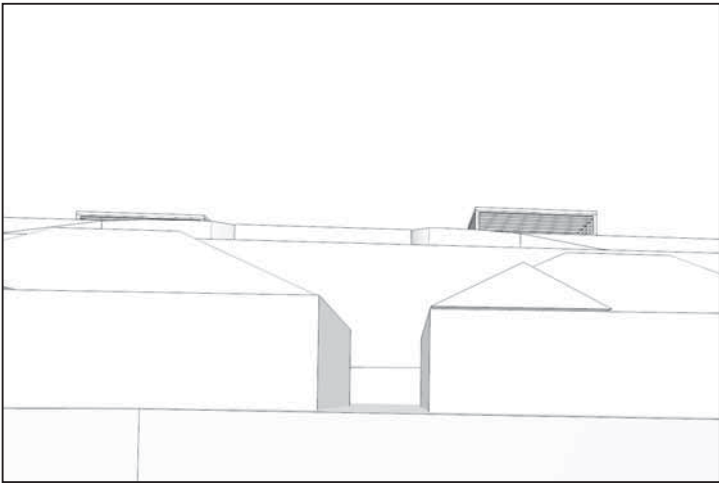


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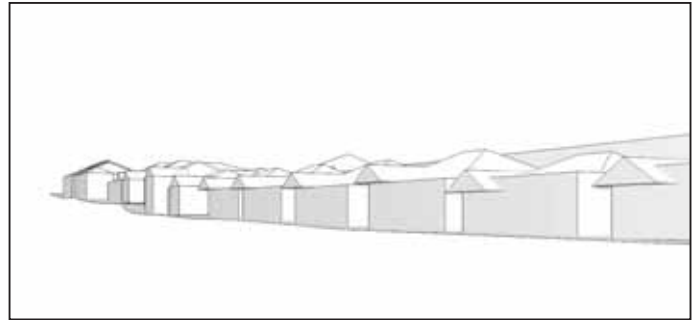
SECTION THROUGH BOURNE STREET



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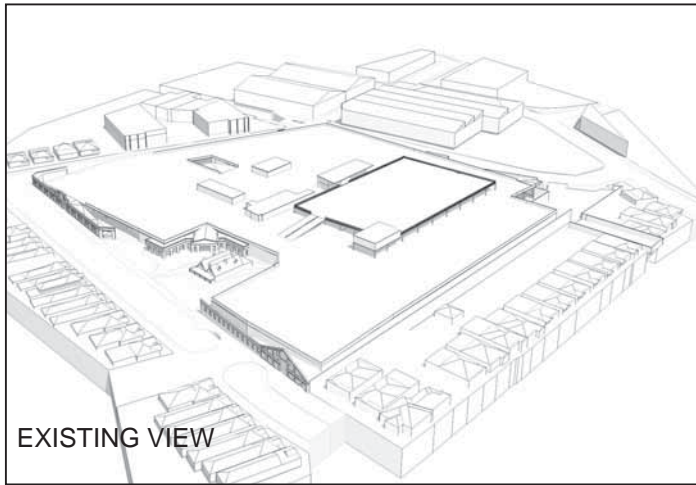
PROPOSED



PROPOSED



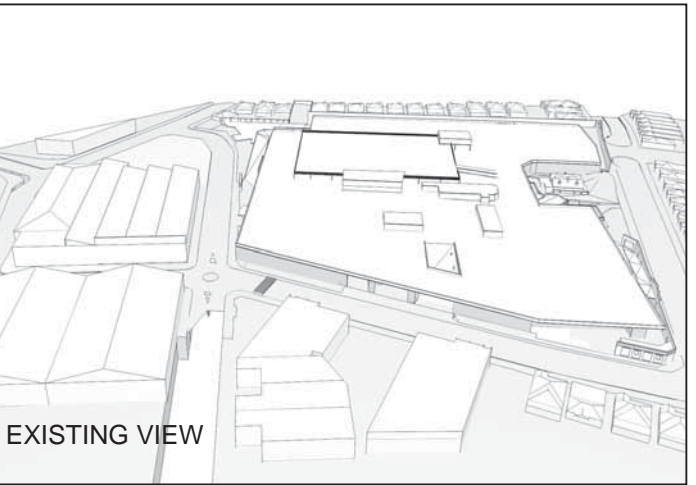
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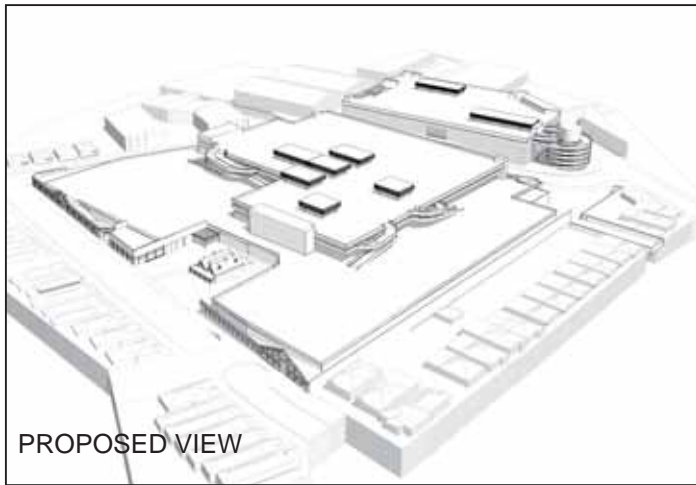
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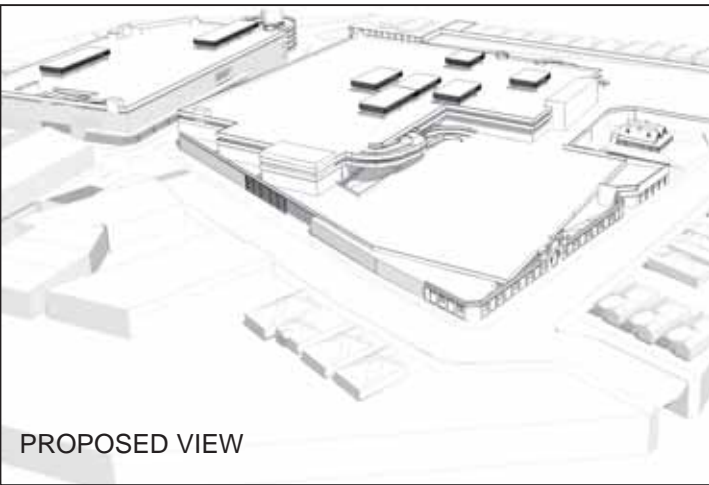
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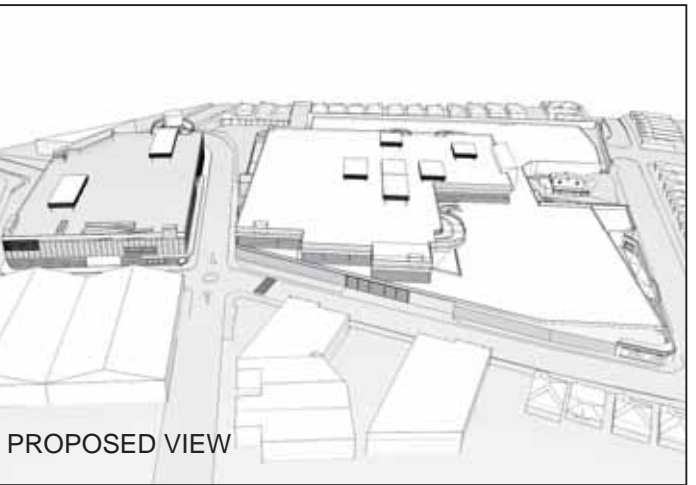
EXISTING VIEW



PROPOSED VIEW



PROPOSED VIEW



PROPOSED VIEW



NORTH-WEST CORNER VICTORIA ROAD

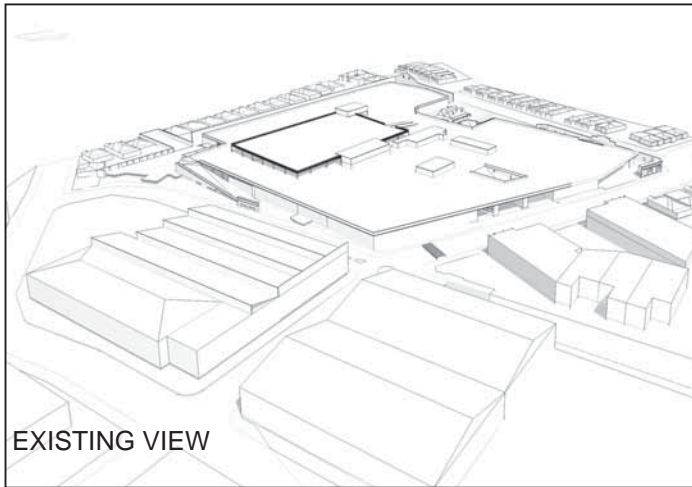


NORTH-EAST CORNER MURRAY STREET

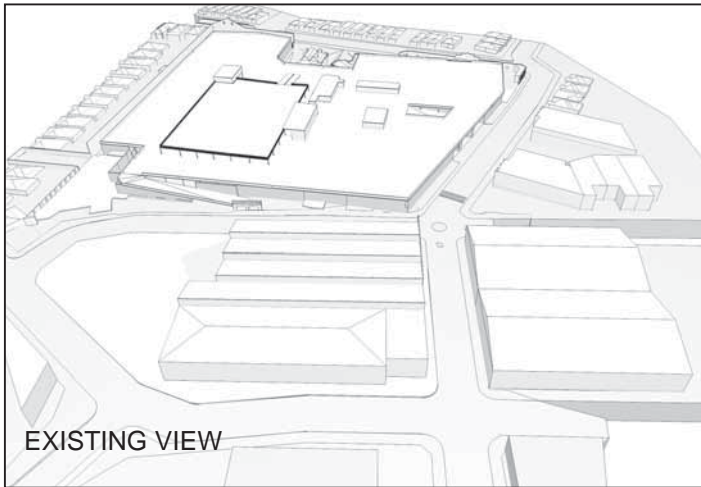


SMIDMORE STREET

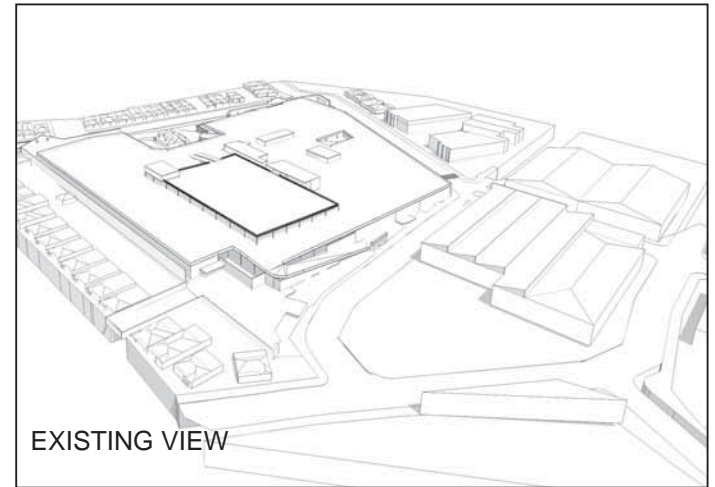




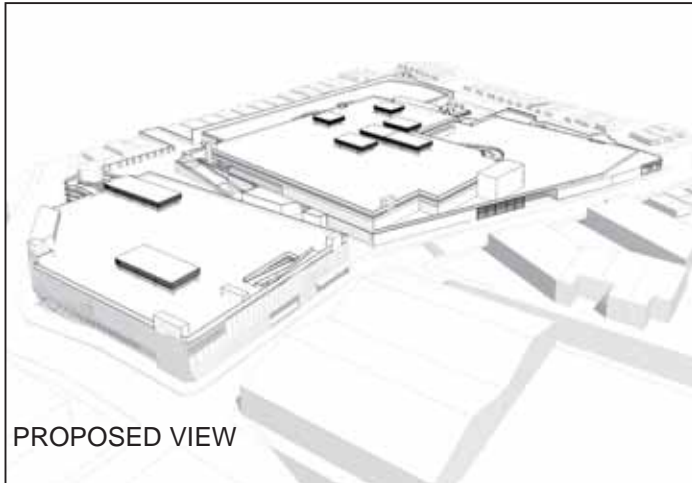
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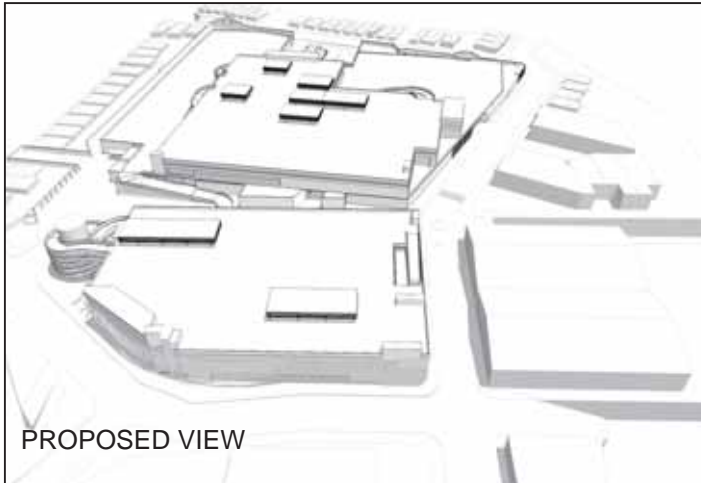
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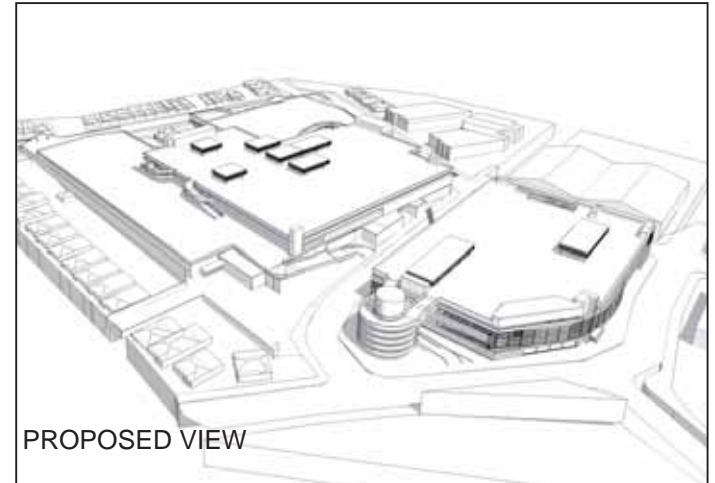
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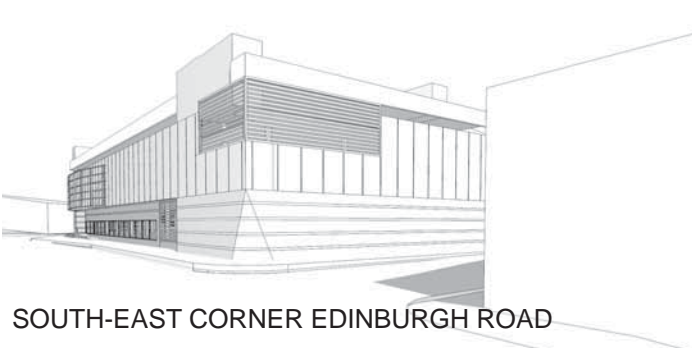
PROPOSED VIEW



PROPOSED VIEW



PROPOSED VIEW



SOUTH-EAST CORNER EDINBURGH ROAD



SOUTH-EAST CORNER MURRAY STREET

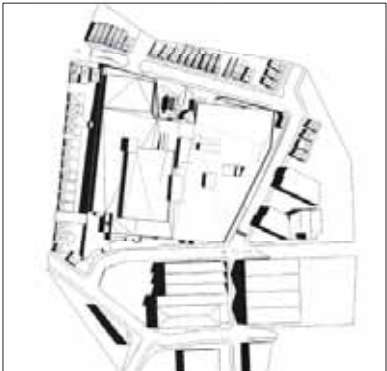


SOUTH-WEST CORNER EDINBURGH ROAD



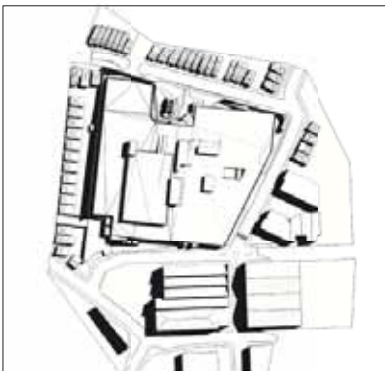
SHADOWS OF EXISTING DEVELOPMENT

DEC 21st - SUMMER



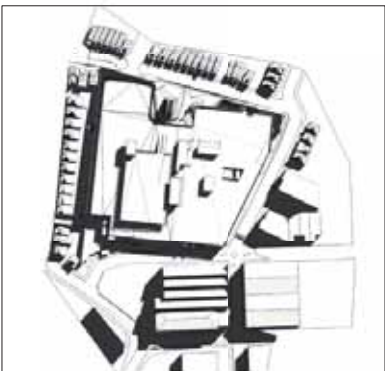
9AM

MAR/SEPT 21st - EQUINOX

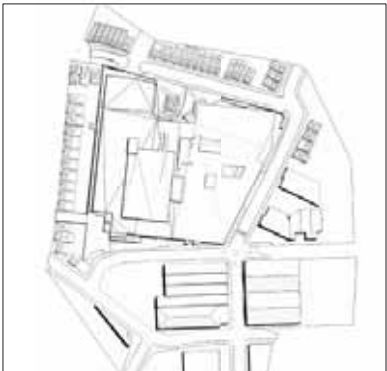


9AM

JUNE 21st - WINTER



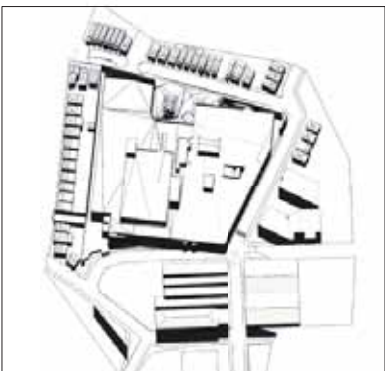
9AM



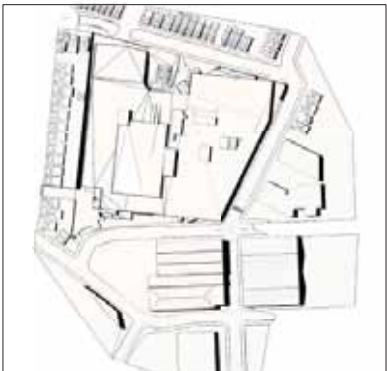
12PM



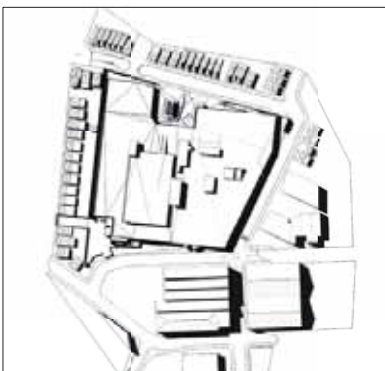
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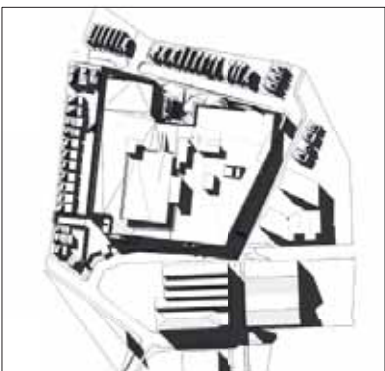
12PM



3PM



3PM



3PM

Solar access and shadows

The following studies show the shadows generated by the development and their extent to the neighbouring streets and properties. The times looked at are 900 hours, 1200 noon and 1500 hours for Summer (21 December), Winter (21 June) and the Equinox (21 March and 21 September).

The diagrams on this page show the extent of shadow for the existing condition. Whilst there is some overshadowing to the residential strip on Bourne Street and Smidmore Street on Winter mornings, solar access to the residential backyards is quite good as it is on Smidmore Street.

The diagrams over the page show the extent of shadow for the proposed development over the same period. Whilst there is more overshadowing on the west it is exclusively within the Shopping Centre site over the existing loading dock to the Majors. There are no new shadows to the residential strip along Bourne Street or Victoria Road as a result of the setbacks. The proposed massing of Level 1 on the existing centre will have an impact on the street below. However, solar access remains fairly good and lighting levels are expected to be quite good with reflected light from the north facade bouncing back to Smidmore Street. Shadows along Murray Street will be greater as a result of the new level, however, the variegated edges setback from the boundary and the existing tree canopy will mean that there will be little difference between the existing condition and the proposed.

SHADOWS OF PROPOSED DEVELOPMENT

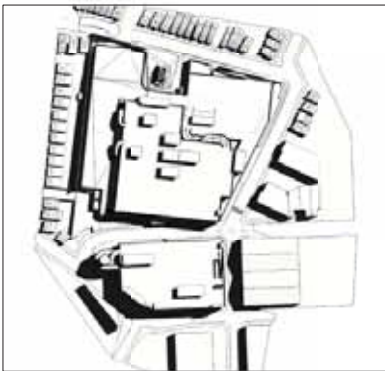
DEC 21st - SUMMER

MAR/SEPT 21st - EQUINOX

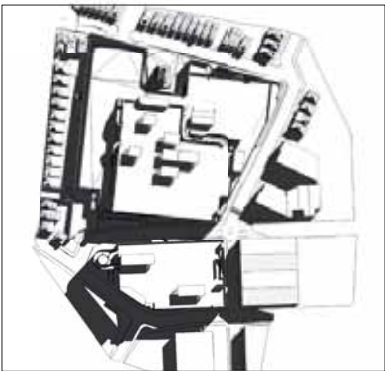
JUNE 21st - WINTER



9 AM



9 AM



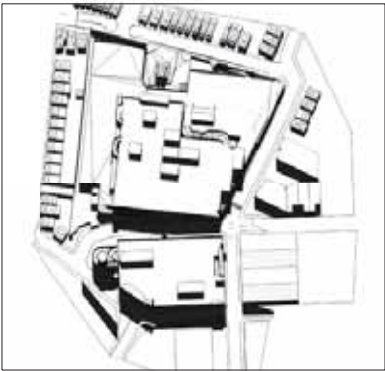
9 AM



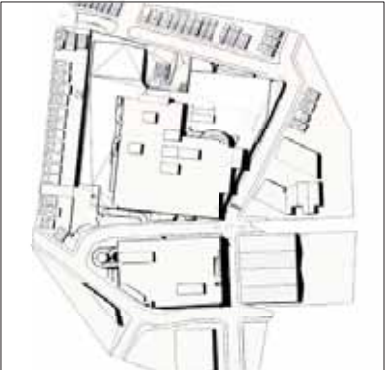
12 PM



12 PM



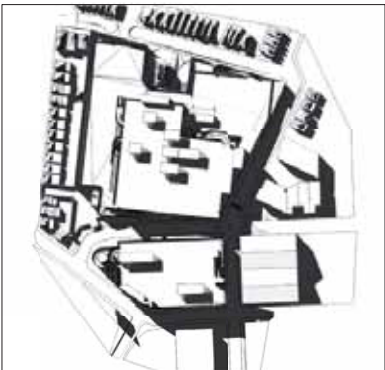
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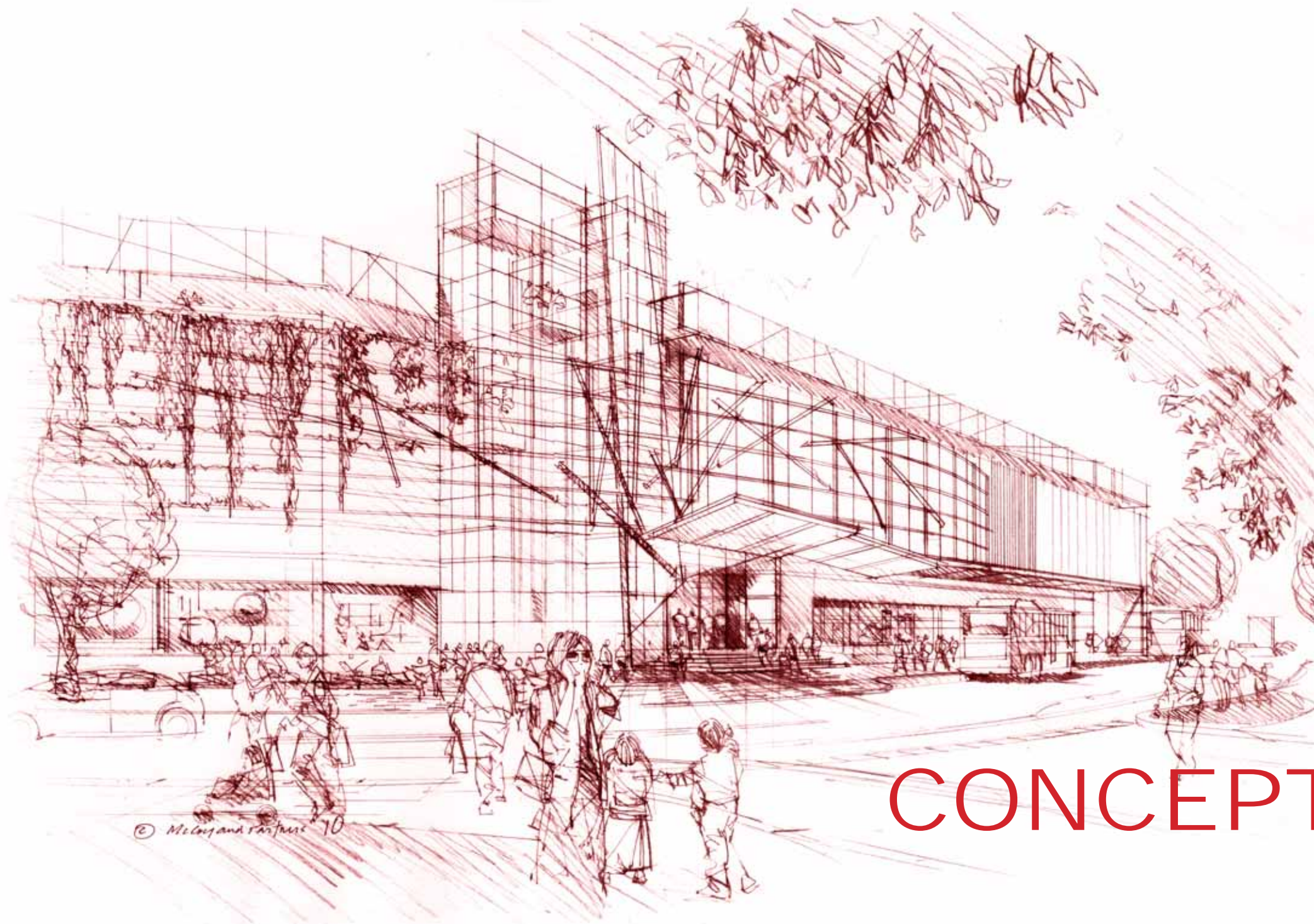
3 PM



3 PM



3 PM





The Concept

The architectural concept for the development takes its cue from the heritage associated with the industrial uses on the site and the nearby Cooks River. Whilst the industrial uses associated with the site and the surrounds are no longer current there are enough remnants extant, such as the former factory walls and the Mill House, for the story of the site to be developed and told.

For example the location of the water holes associated with the tannery align more or less with the location of the existing malls. The proposed skylights will evoke the old water holes by bringing pools of natural light into the centre. Such an idea would underpin an internal architectural concept.

Similarly, the Cooks River story together with the Gumbamorra Creek and swamp underpin the external architectural concept for the facades and the landscape design for the public domain.

External architectural concept

We took the idea of water, sustainability (or green), as in ecological and environmental sustainability, within an industrial context as the basis of our concept for the facades. Rather than interpret a water theme literally we decided to abstract the idea and think about what effect water would have on an object sitting on our site. What would water, in this case the water from the Gumbamorra Creek, do to the facades if water was able to lap, to ebb and flow, at this object over a geological time period? The facades of the proposed building on the Smidmore Street site would have striations and wave-like patterns sculpted over time, there would be smooth parts and rough parts depending on which way the water and eddies passed. The colours on this object would also reflect whether that portion received direct sunlight or not, whether plant material or animals managed to cling to its surface to create colonies and grow.

ARCHITECTURAL CONCEPT - CONCEPT

WATER + GREEN INDUSTRIAL CONTEXT

Gumbramorra Creek
Water Holes
Stormwater Easement
Effects of water:
Erosion
Smoothing out
Accumulates drift material

Mangroves
Recycling
Conservation
Heritage
Water collection/retention
Water reuse
Renewable energy

What the waters left behind.

The concept for the building imagines that the Gumbramorra Creek flooded the area directly to its north. The waters sculpting over time niches and spaces on what would be the facades of the new building. All we've done is inhabit these spaces, left after the waters receded and given them uses.

What did the waters leave behind? Coves, smoothed out niches, sculpted corners, ledges, driftwood and colonies of plant material, striated patterns on the ground and vertical surfaces, ridges, furrows and corrugations.

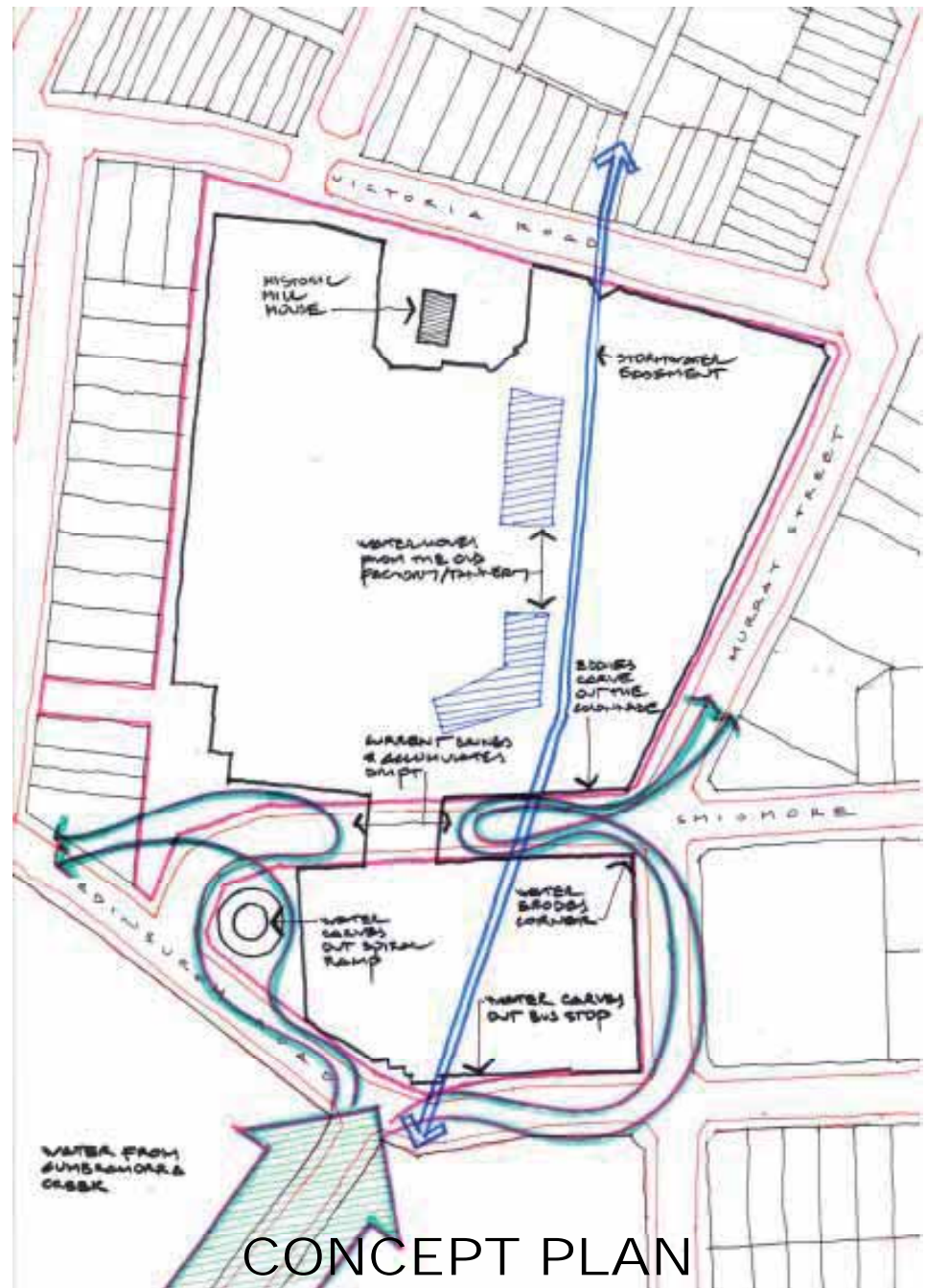
The facades of the Industrial site play with this imagery. The materials selected for their smoothness or roughness or their ability to provide texture and adopt patterns. Patterns and colours are used to create movement on surfaces to evoke the striations, the ridges, furrows and corrugations, left by the currents and eddies of water passing over these surfaces.

The waters also bring drift material which agglomerates in the coves and nooks just as it does on a beach or riverbank. The architectural response is to depict the driftwood as a layer over the facades, a memory of the rhythm of the currents that brought it there. The drift material will be selected from remnants of the existing industrial building. Pieces of timber, parts of trusses, ironwork, girts, beams, rods and angles. This informal chaotic layer or composition provides screening from the sun for the various openings on the façade and canopies for entrances.

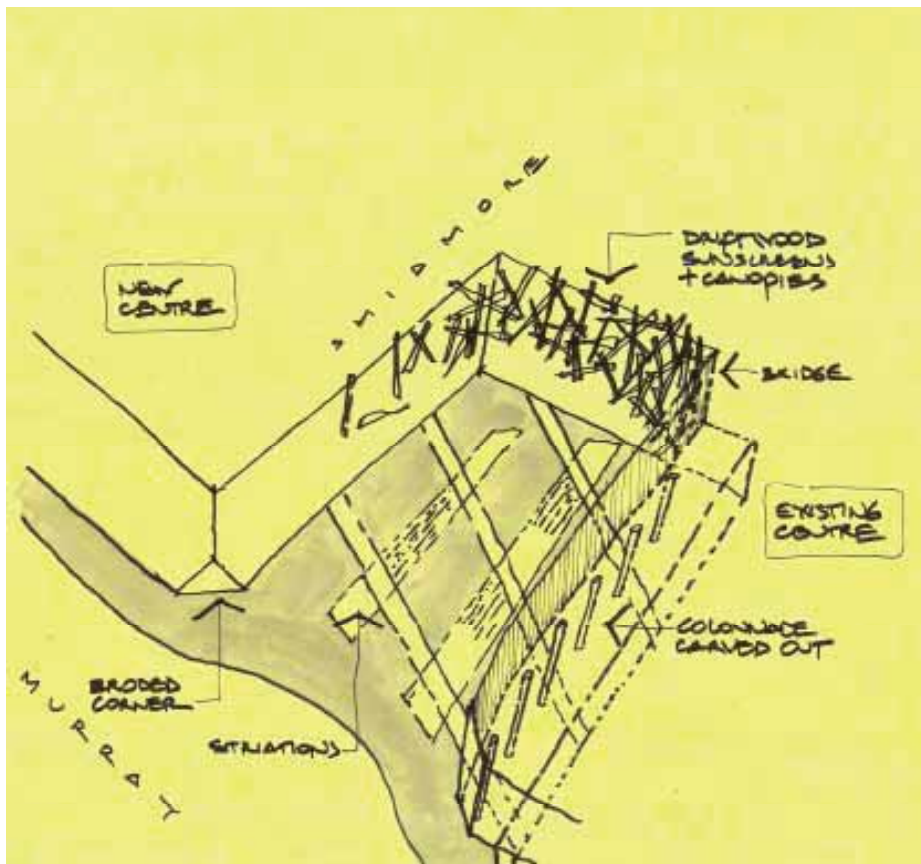
Screens are used in strategic locations much like fishtraps to catch what the currents bring. Some drift material is caught up as well as plant material forming colonies which eventually grow into green walls. These plant colonies create their own pattern within the larger composition of the buildings.

The hardscape patterns and materials are brought into the inside of the malls. The memory of the water holes from the days of the tannery and boot factory are evoked by the ceiling pattern and the way light is brought in through the new skylights.

CONCEPT STORY

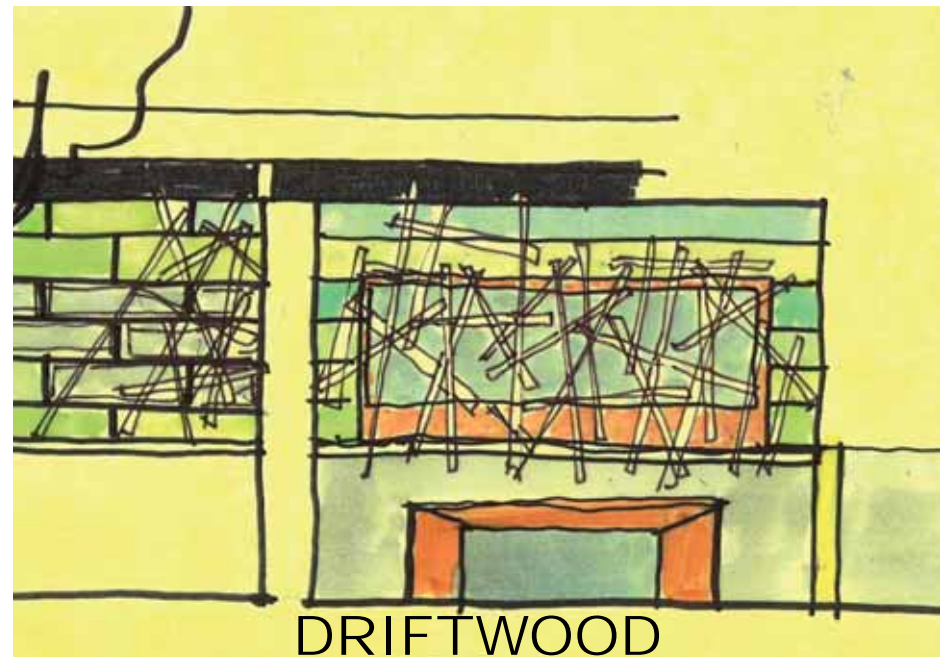


CONCEPT PLAN



EROSION
SCULPTED
CARVED OUT
AGGLOMERATION
BANDING
STRATIFICATION
STRIATION

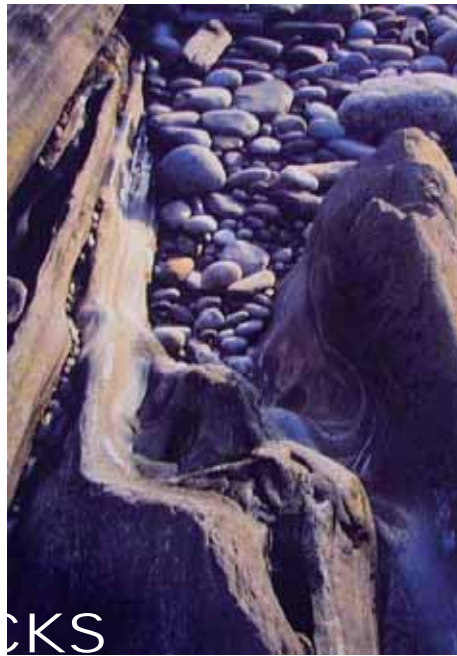
CONCEPT SKETCH



DRIFTWOOD

ARCHITECTURAL CONCEPT - CROQUIS

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ROCKS

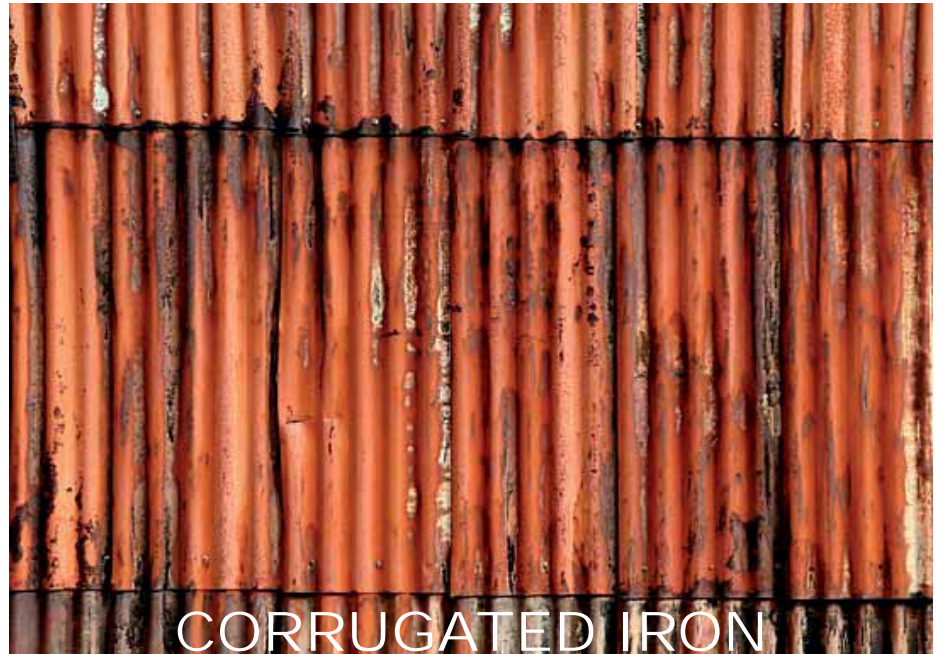
MOSS

ARCHITECTURAL CONCEPT - TEXTURE

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SAND

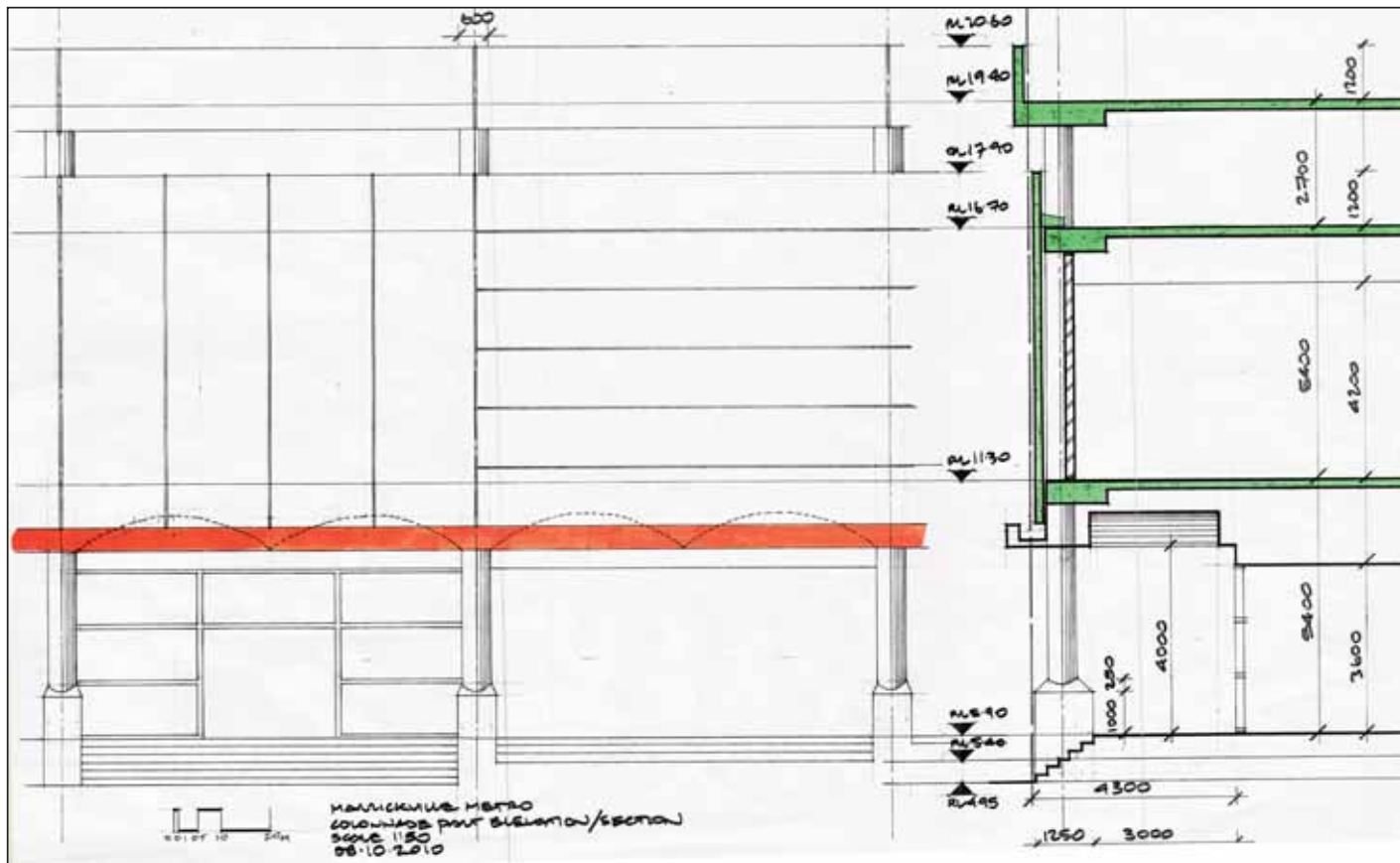


CORRUGATED IRON

ARCHITECTURAL CONCEPT - TEXTURE

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Facades

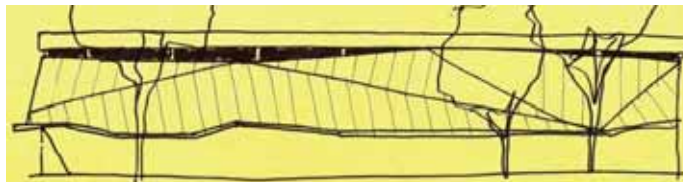
The facades of the new development on the Smidmore Street site follow a classical tripartite structure with a base, middle and a top. After many iterations of what the facades might want to be (see Smidmore Facades at left) we decided to follow the language of the industrial buildings around the site as well as the methodology of cladding Major retail boxes on the existing Shopping Centre. This language includes having masonry or solid material bases with light weight cladding such as corrugated iron above the lower storey (as will be the case with the additions to the existing centre).

In the case of the new building we have a masonry base, only interrupted by shopfronts or shop windows for activation of the street, with a precast middle above that covering the Supermarket, and an off form concrete ribbon top expressing the car park roof deck. Such a solution also looks to solve some of the practicalities relating to construction methodologies and construction programmes. The precast has an integral pattern (see Facade Ideas over) which reflects both the water concept and the industrial heritage associated with the precinct. The east and southern facades on Smidmore Street are panelised providing a more exposed weathered surface, evoking the layering, the rust and blistering of materials exposed to sun and rain, in contrast to the more smoother textured finish to the precast and the masonry. These panels would be in a range of industrial materials, namely corten steel, corrugated iron and composite panels.

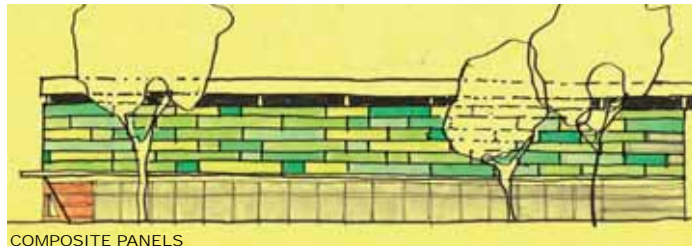
The "driftwood" caught up in the facade screens along Edinburgh Road and along Murray Street as well as Smidmore evoke the recycled nature of some of the material that could be found after the waters recede as well as the industrial aesthetic of the proposal.



PRECAST WITH WAVES/CORRUGATIONS



WARPED PANELS



COMPOSITE PANELS



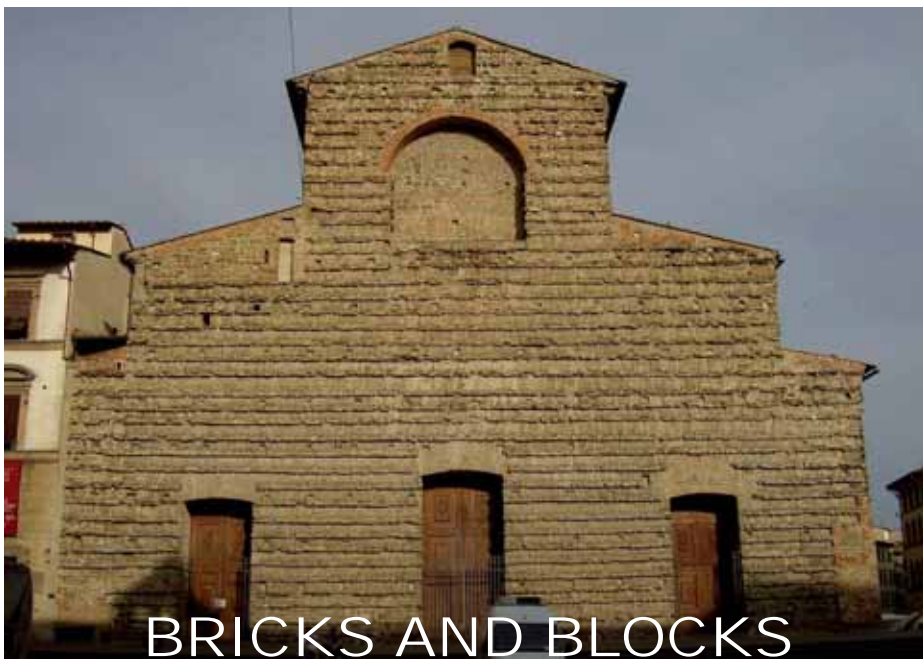
FRAMES

SMIDMORE FACADES

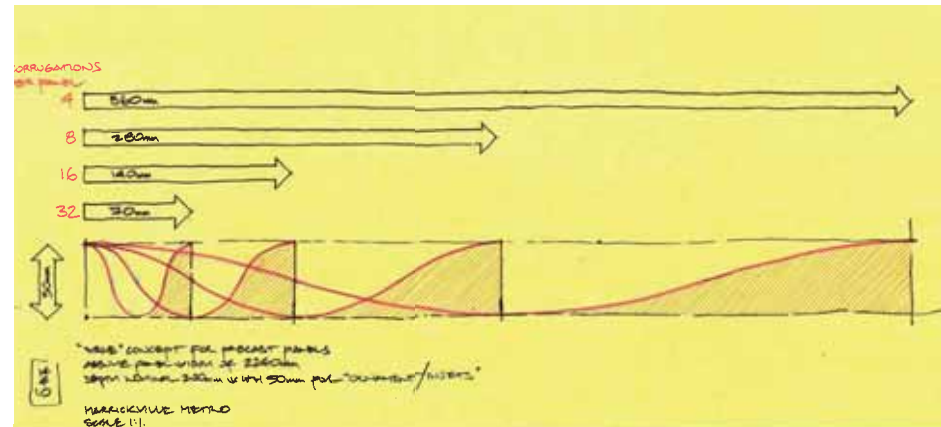
Smidmore colonnade

The north facing colonnade continues the idea of sculpted spaces. The smooth circular columns juxtapose the more angular plinths and steps. The ceiling of the colonnade mimics the wave forms on the facades and these vaults continue into the centre providing a feature ceiling over the market space.

ARCHITECTURAL CONCEPT - FACADES / MATERIALS



BRICKS AND BLOCKS



PRECAST CONCEPT

ARCHITECTURAL CONCEPT - FACADE IDEAS

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ENTRANCES

FRAMES

ARCHITECTURAL CONCEPT - ELEMENTS

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INDUSTRIAL RECYCLING

INDUSTRIAL AESTHETICS

ARCHITECTURAL CONCEPT - FEEL

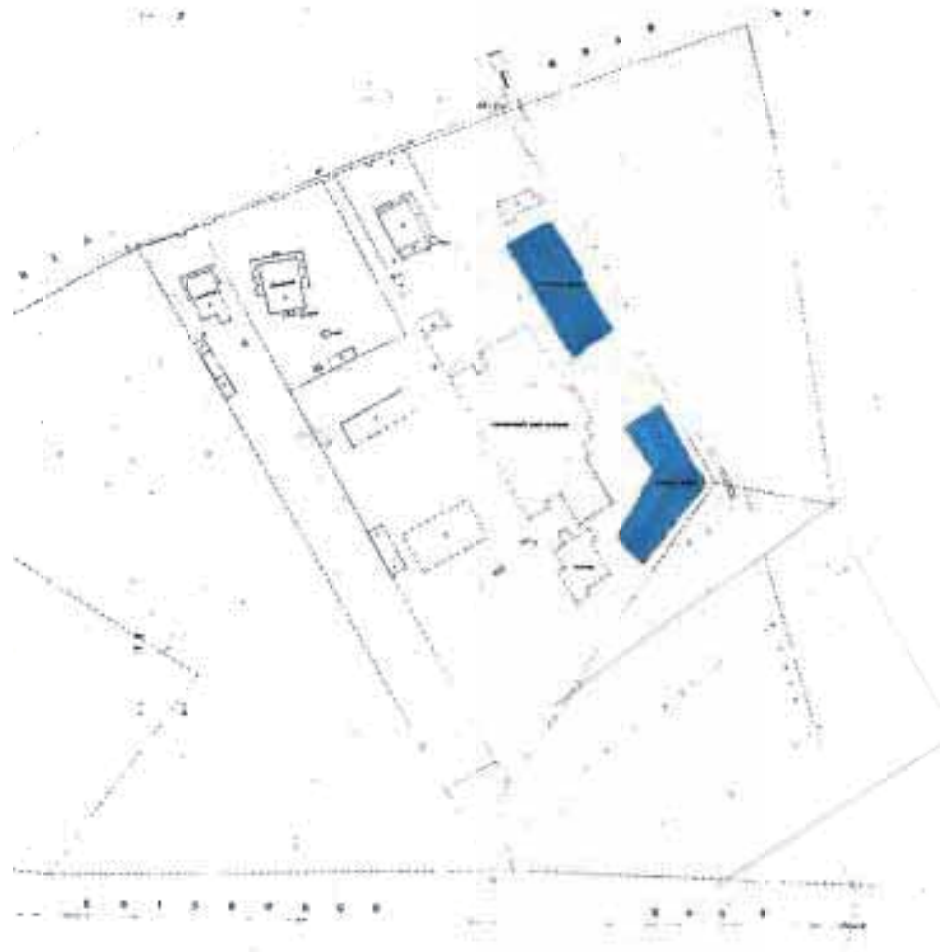
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COOKS RIVER
GUMBRAMORRA CREEK
SWAMP LAND
MANGROVES
WAINE'S GRANT
WATER TRAIL

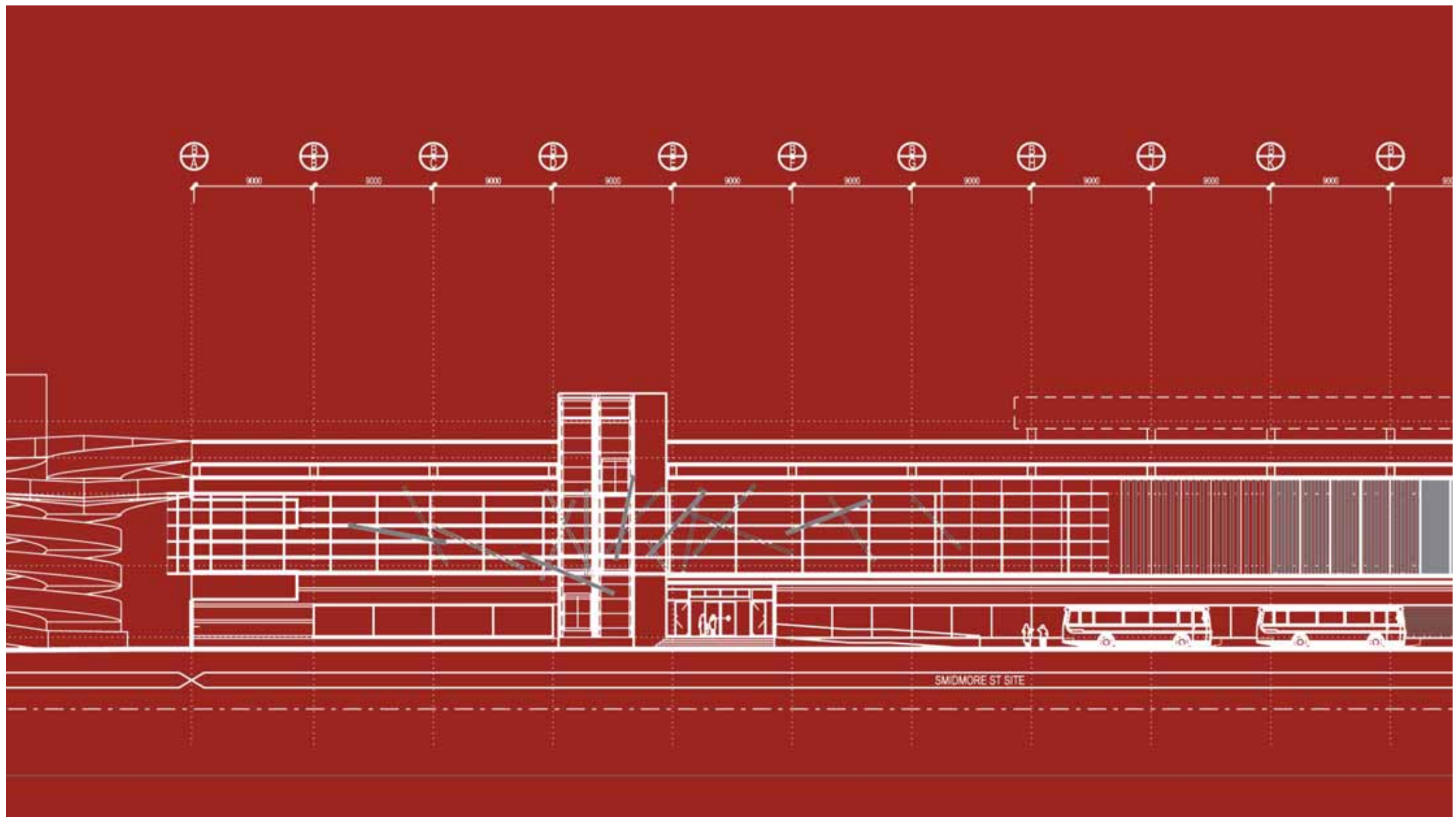
HERITAGE



MILL HOUSE
WOOL MILL
TANNERY
BOOT MAKING
BRICK MAKING
WATER HOLES
WATER TRAIL

HERITAGE

ARCHITECTURAL CONCEPT - HERITAGE LAYERS



THE DRAWINGS