

5.0 DESIGN PRINCIPLES AND DEVELOPMENT

5.2 SCALE AND FORM

DESIGN DEVELOPMENT

Form: 'A pivot point'

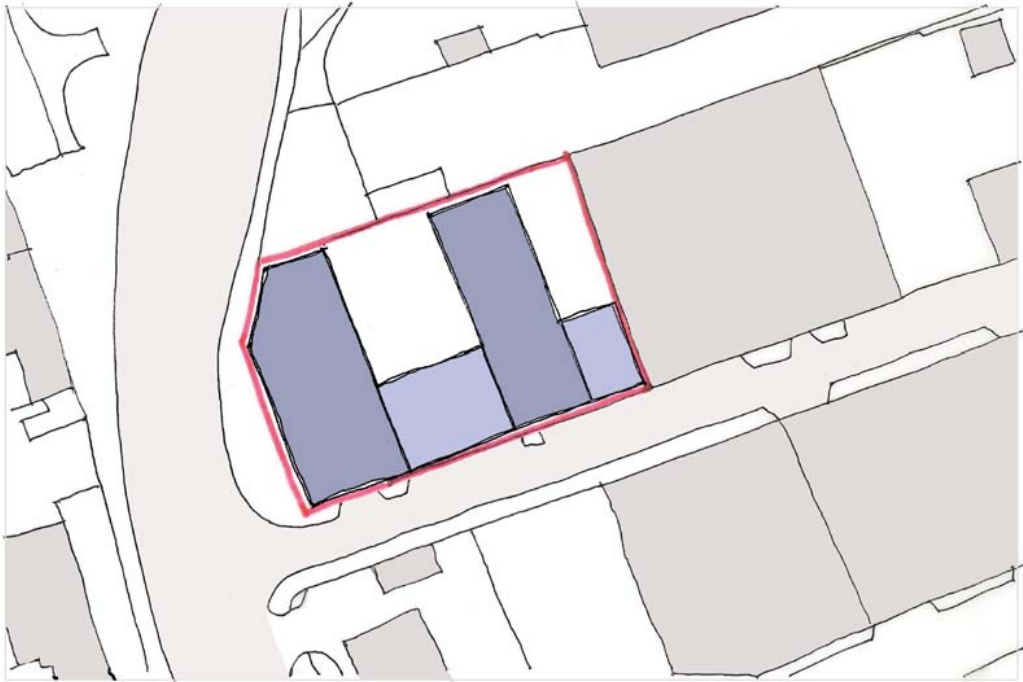
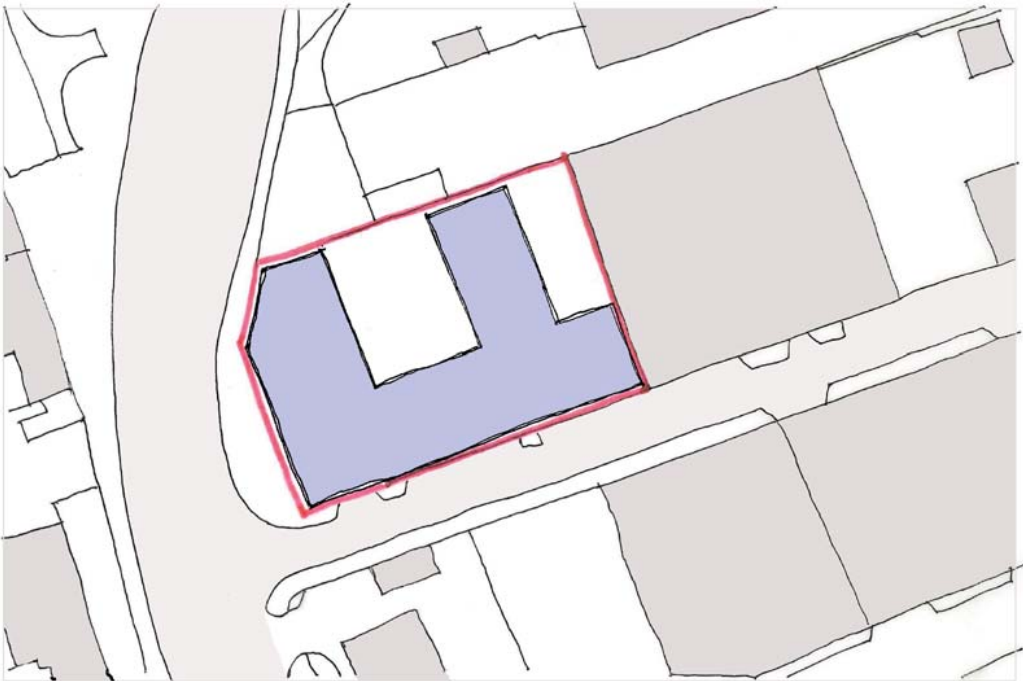
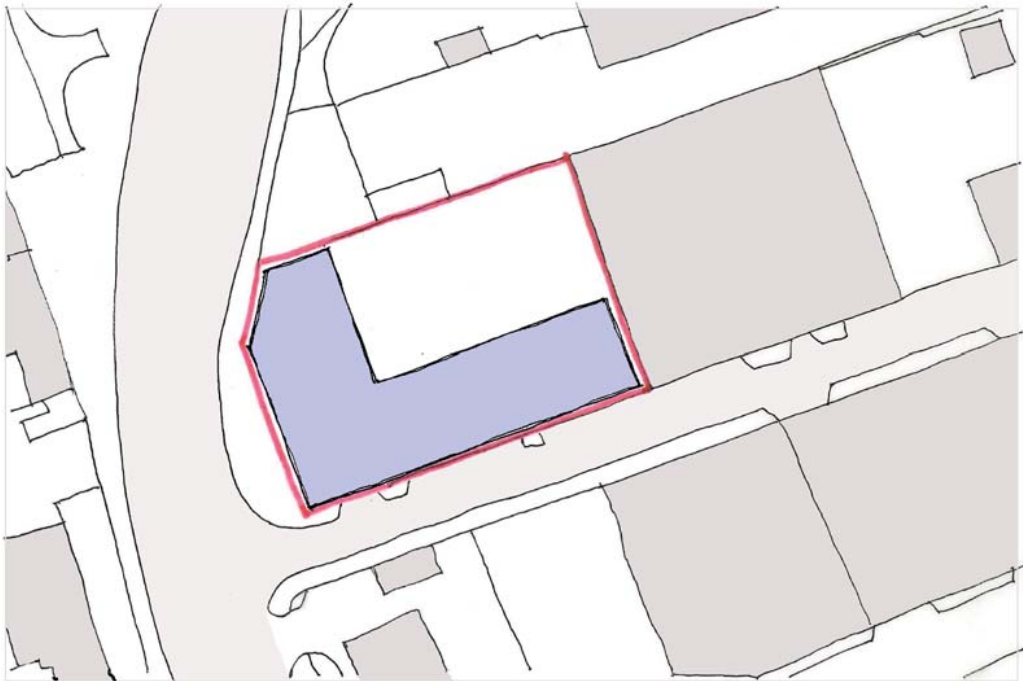
The fundamental design concept that generates the form of this building is to provide a 'pivot' where the alignment of Great Homer Street and St Anne Street curves. The Kingsway gyratory serves as a 'sunken drum' around which the northern section bends and the southern section calls for something that represents the opposite – something solid, extending upwards as a visible object for the road to sweep around.

Various forms were explored and discounted:

- a single tall tower would depart too far from the salient scale and massing of the area. It would also demand a greater quantum than the site could support for it to achieve an elegant form
- a single slab structure would be too imposing and 'blocky', plus it would be difficult to incorporate suitable open space and optimum aspect for individual units
- low-rise development would not stack up financially and would ignore the emerging trend towards higher form

'Fraternal Twins':

The form that emerged strongly as the most successful is one that places two moderately tall components on top of a shared plinth. In order to achieve the effect of a single development but without mirroring the two components are given very similar but not identical form and personality, in other words like two closely related members of the same family.



Early scheme: imposing, hard edge, tall



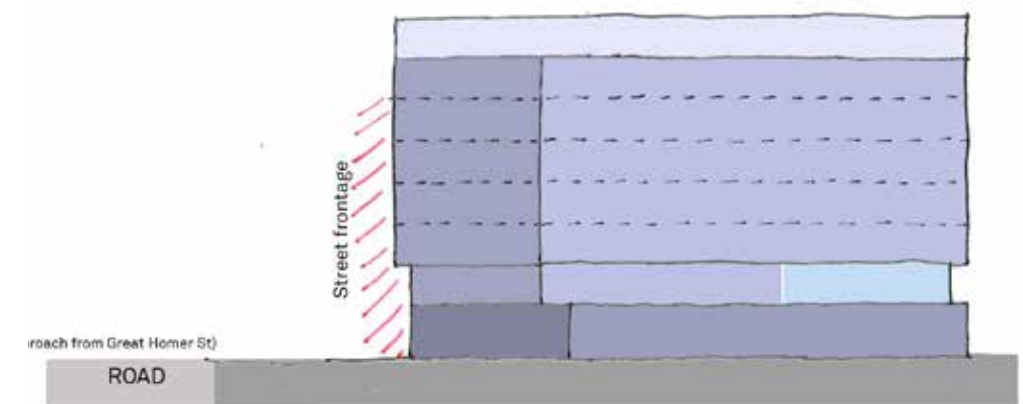
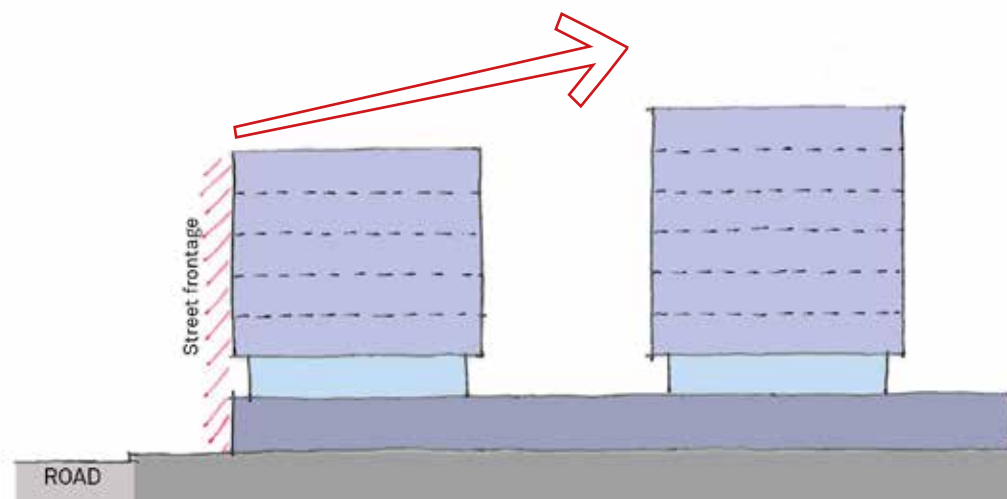
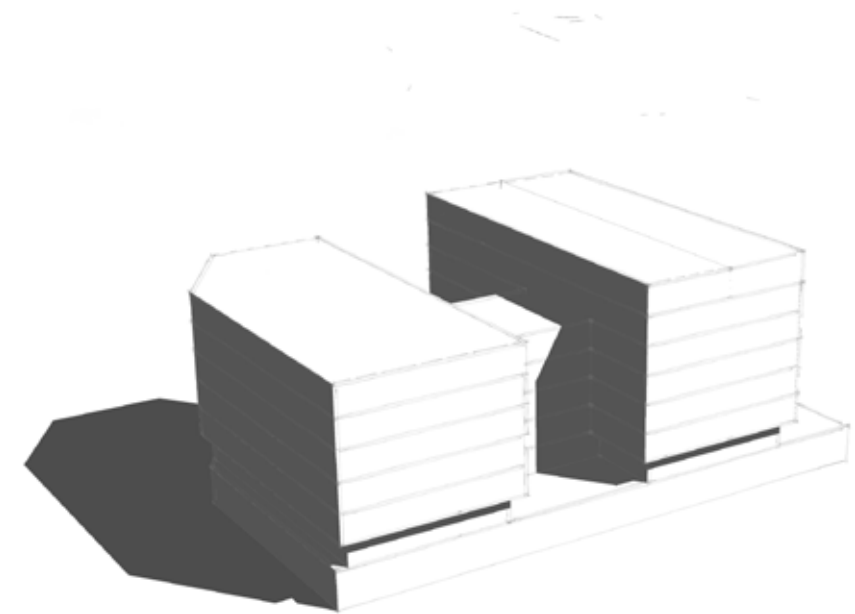
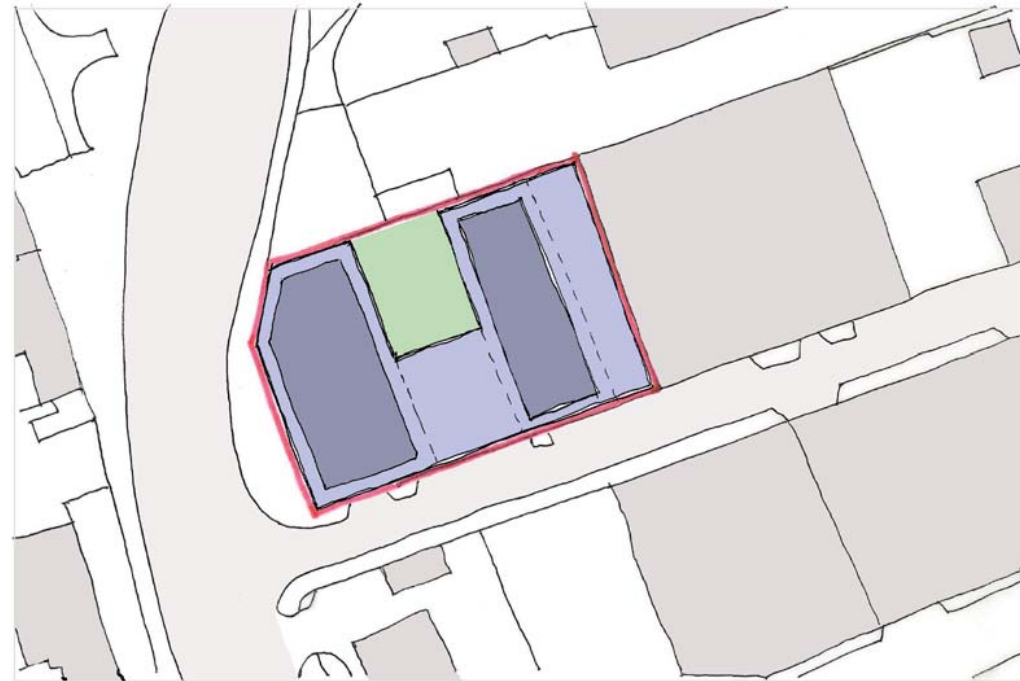
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Key elements emerged through the design process:

- Clear separation between lower plinth and towers
- Steps in at first floor to make towers appear light/floating
- Balconies to soften edges
- The blocks step down towards St. Anne Street to provide variation and softer building form



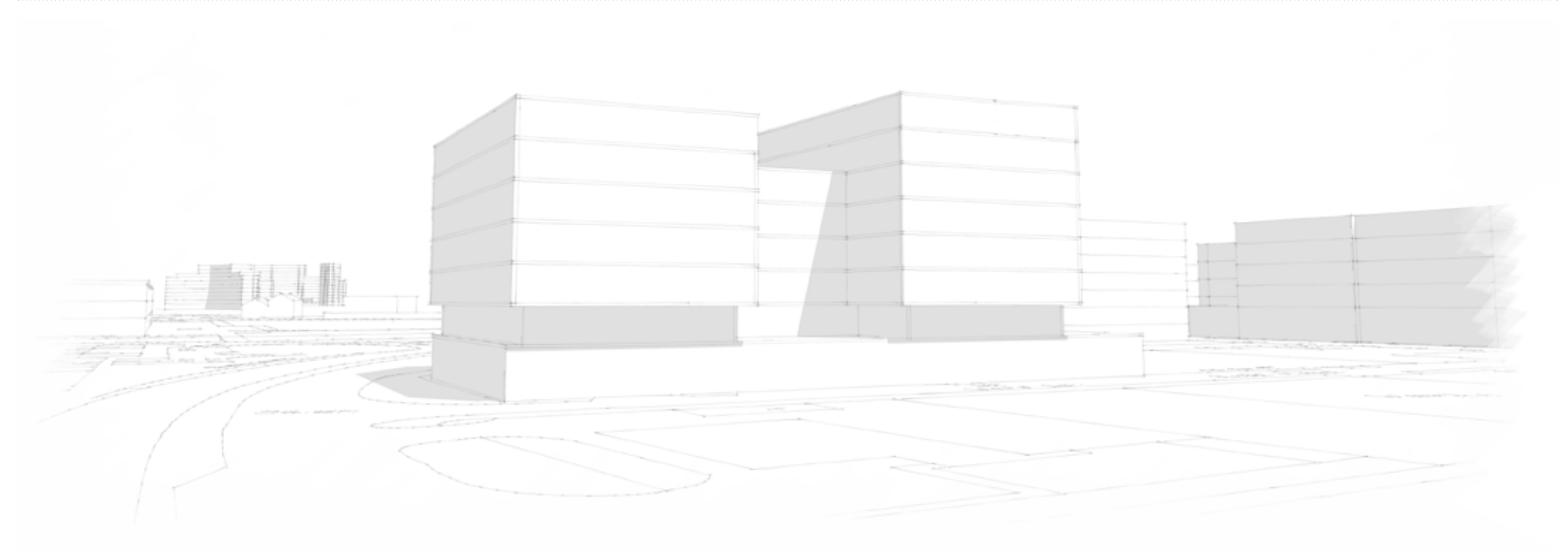
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The scale and form developed further following approvals of schemes in close proximity to the site. We reduced the height of the building to be in keeping with the potential masterplan of the area.



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Great Homer Street - 8-9 storeys
Planning Approval



Phoenix Place - 6-7 storeys
Under Construction



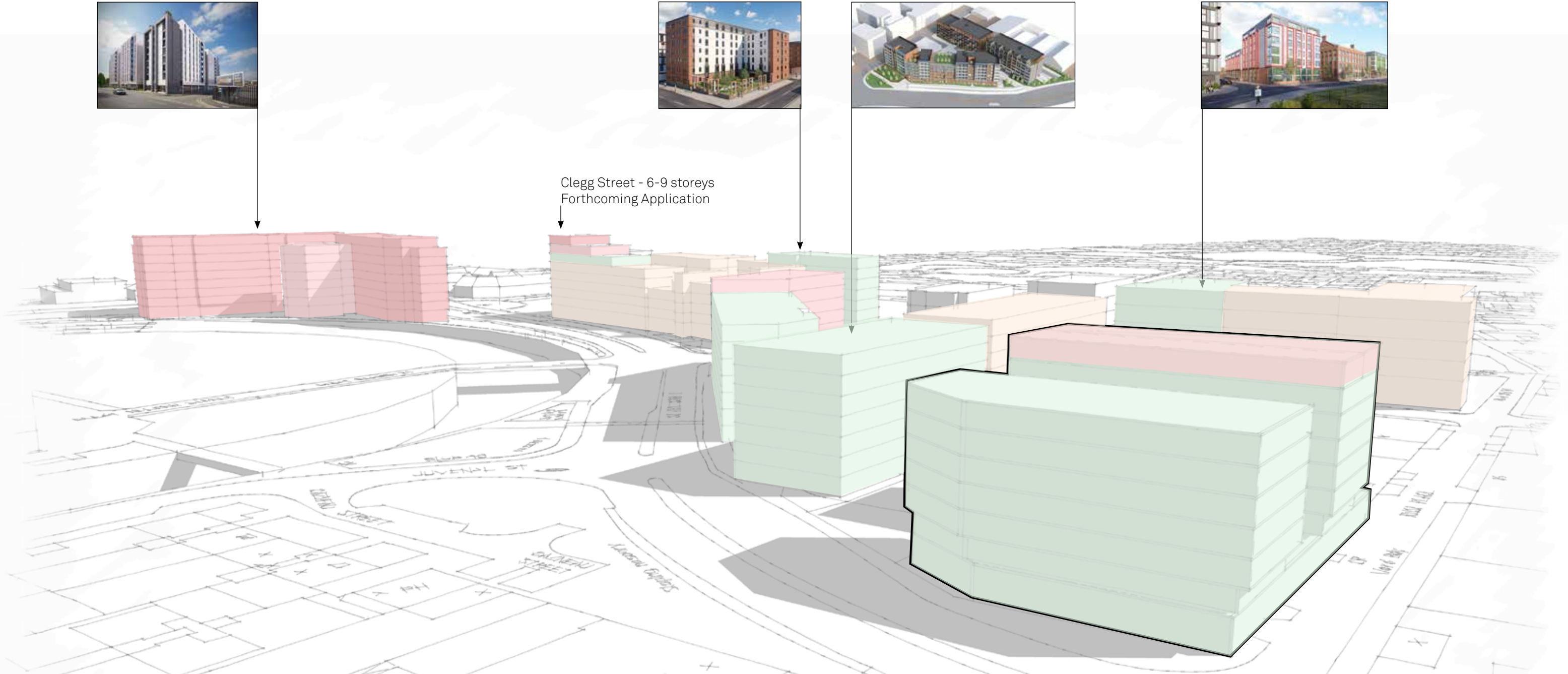
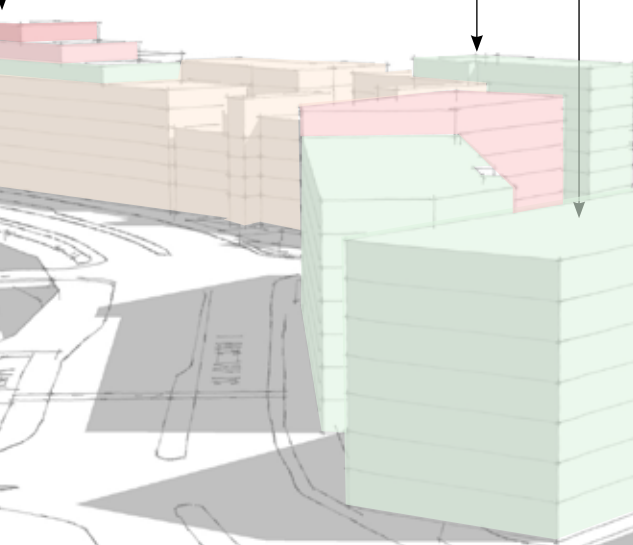
St Anne Street - 6-8 storeys
Planning Approval



Fox Street - 5-7 storeys
Under Construction



Clegg Street - 6-9 storeys
Forthcoming Application



5.0 DESIGN PRINCIPLES AND DEVELOPMENT

5.3 MASSING IN CONTEXT

5.3.1

View south along Great Homer St adjacent to Jamworks



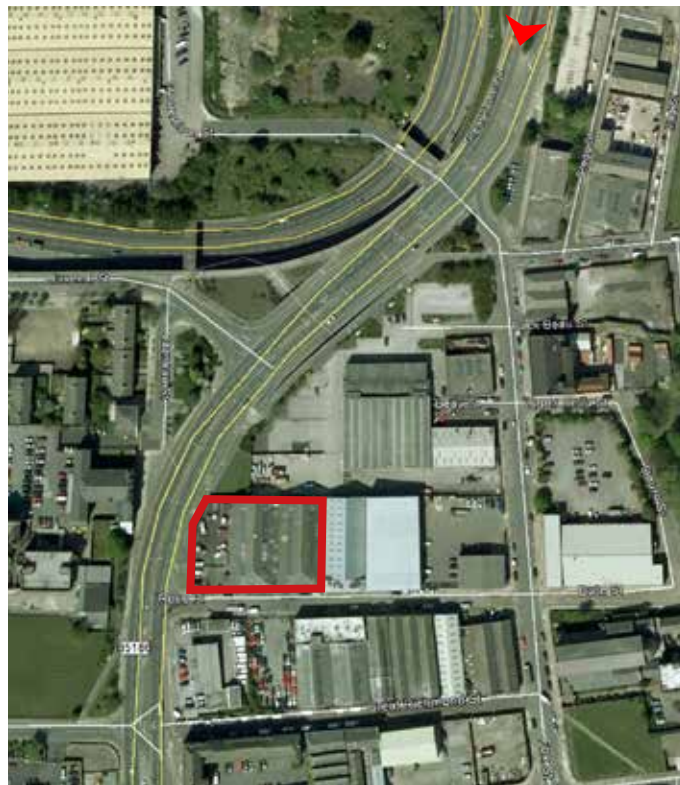
Design intelligence, commercial flair.

5.0 DESIGN PRINCIPLES AND DEVELOPMENT

5.3 MASSING IN CONTEXT

5.3.1

View south along Great Homer St adjacent to Jamworks



5.0 DESIGN PRINCIPLES AND DEVELOPMENT

5.3 MASSING IN CONTEXT

5.3.2

View south along St Anne St at pedestrian crossing



Design intelligence, commercial flair.

5.0 DESIGN PRINCIPLES AND DEVELOPMENT

5.3 MASSING IN CONTEXT

5.3.2

View south along St Anne St at pedestrian crossing



5.0 DESIGN PRINCIPLES AND DEVELOPMENT

5.3 MASSING IN CONTEXT

5.3.3

View east along Juvenal St



Design intelligence, commercial flair.

5.0 DESIGN PRINCIPLES AND DEVELOPMENT

5.3 MASSING IN CONTEXT

5.3.3

View east along Juvenal St



5.0 DESIGN PRINCIPLES AND DEVELOPMENT

5.3 MASSING IN CONTEXT

5.3.4

View west from Everton Brow/Netherfield Rd S green



Design intelligence, commercial flair.

5.0 DESIGN PRINCIPLES AND DEVELOPMENT

5.3 MASSING IN CONTEXT

5.3.4

View west from Everton Brow/Netherfield Rd S green



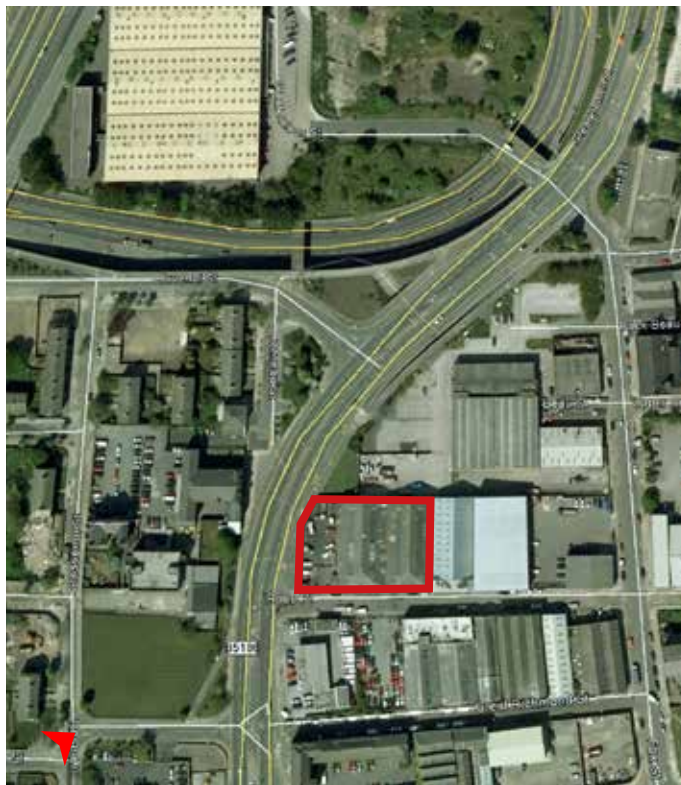
Design intelligence, commercial flair.

5.0 DESIGN PRINCIPLES AND DEVELOPMENT

5.3 MASSING IN CONTEXT

5.3.5

View north east from Rose Hill/Great Richmond St



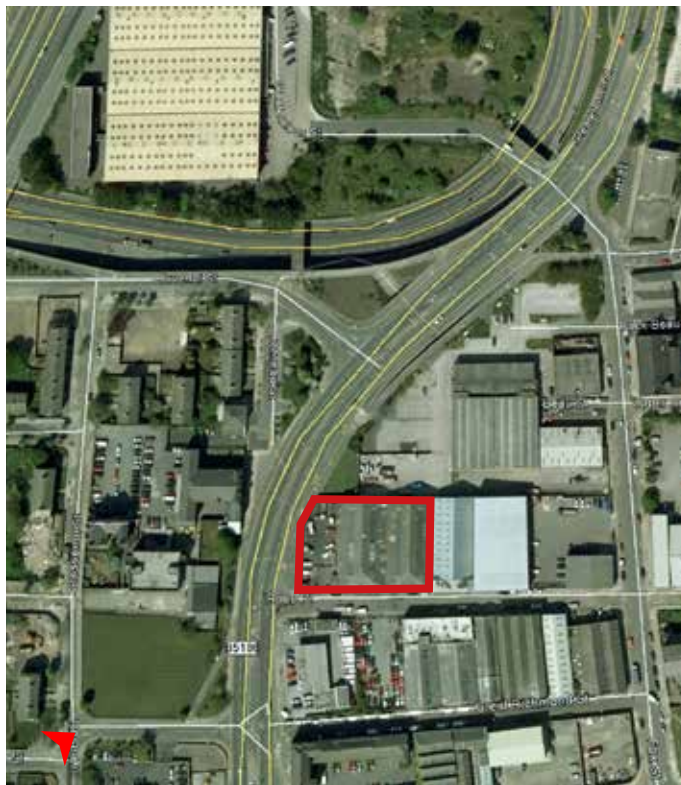
Design intelligence, commercial flair.

5.0 DESIGN PRINCIPLES AND DEVELOPMENT

5.3 MASSING IN CONTEXT

5.3.5

View north east from Rose Hill/Great Richmond St



Design intelligence, commercial flair.

5.0 DESIGN PRINCIPLES AND DEVELOPMENT

5.3 MASSING IN CONTEXT

5.3.6

View North along St Anne St adjacent to St Anne St Police Station



Design intelligence, commercial flair.

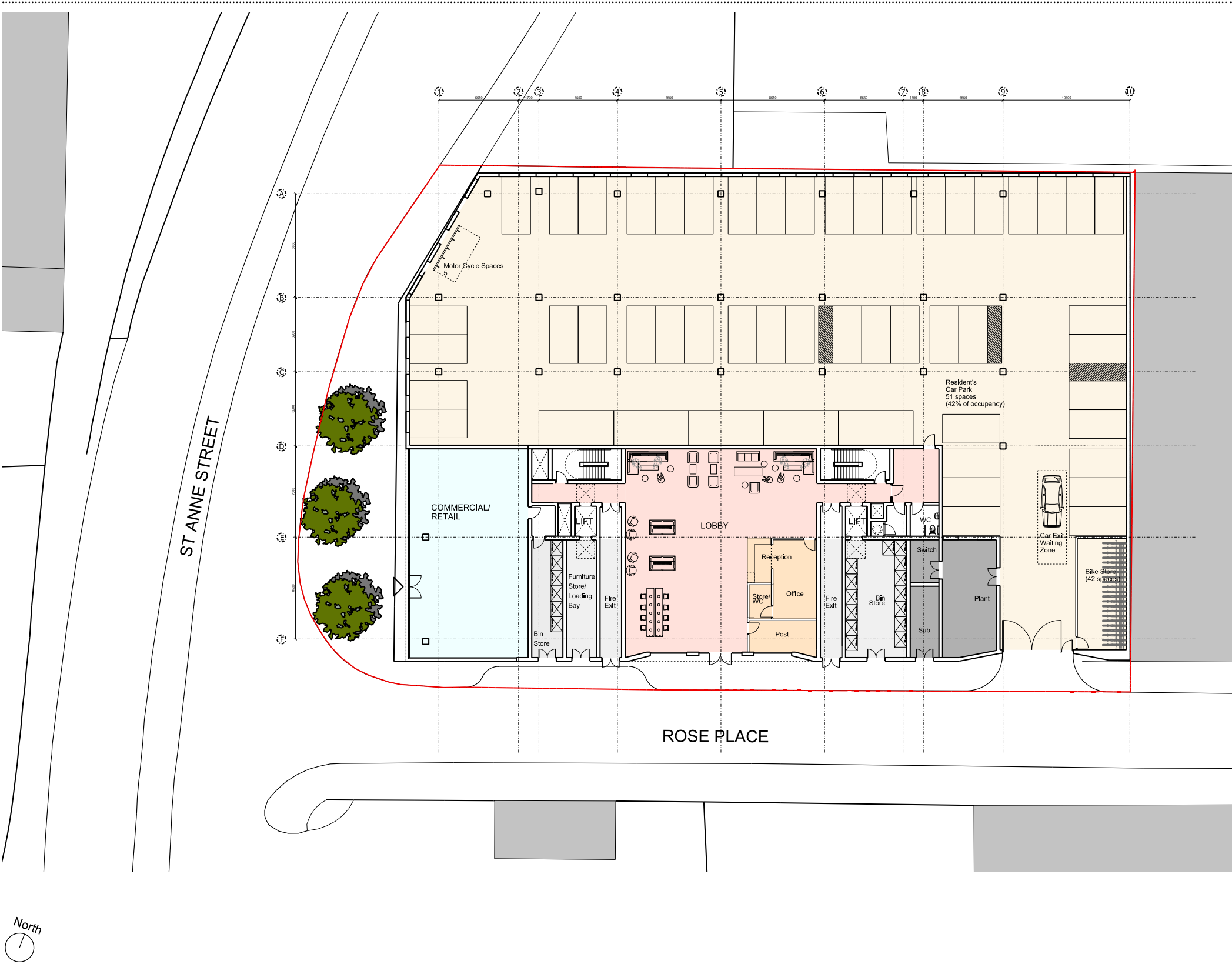
6.0 DESIGN PROPOSAL

6.1 PROPOSED FLOOR PLANS

6.1.1 - GROUND FLOOR PLAN

The site is too confined to create outdoor space for car-parking, so that is the obvious use for most of the ground floor but it is imperative that the building should meet the ground in a manner that is both practical and friendly with the street. Practicality demands that servicing (bin and furniture stores, post, plant etc.) shares the ground floor, with access only being realistic from Rose Place. A commercial unit situated on the corner of St. Anne Street and Rose Place helps provide interaction and activity to both streets to help create an enlivened street scene.

The main lobby occupies the central section of the Rose Place frontage, which will break up an otherwise inactive face on the ground floor with glazing to reveal life inside the building and illumination onto the street at night. The lobby contains a communal lounge, office, reception and access to cores. This arrangement generates space for 51 cars (3 accessible) and 42 cycle spaces.



6.0 DESIGN PROPOSAL

6.1 PROPOSED FLOOR PLANS

6.1.2 - FIRST FLOOR PLAN

Dwellings begin on the first floor but the central section is reserved for communal use. A lounge/common room and gym occupies this central space with direct access on to the shared roof gardens. This aims to create a sense of community within the building.

