

Frasers Property Australia

78 Middleborough Road, Burwood East

Retail Design Report



Prepared by Tract Consultants
and NH Architecture
for Frasers Property Australia.
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1 INTRODUCTION

This report has been prepared by Tract Consultants and NH Architecture on behalf of Frasers Property Australia and describes the retail component of the Frasers proposal to develop the land located at 78 Middleborough Road in Burwood East (the Former Brickworks site). The report should be read in conjunction with the Development Plan report prepared by Tract and the other specialist reports lodged in support of the Development Plan applying to the land.

The land forms part of the Burwood Heights Activity Centre and its redevelopment provides for infill development of a mixed nature comprising residential, retail, leisure and open space activities.

This report describes the proposed retail centre on the site in the context of the overarching design intent for the land and outlines principles to guide its future development.

2 THE PROPOSED RETAIL CENTRE

2.1 Development Plan

The Development Plan for Burwood East includes a new mixed-use local centre, retail and social hub that allows space for social interaction and engagement. The centre is supported through a diverse mix of housing, catering for a variety of demographic and household types and fostering a strong and diverse local community.

Sensitive interfaces of residential densities, forms and scales allow for a seamless transition from the adjoining established residential areas to modern medium-higher density housing that benefits from the excellent level of amenity and proximity to services, facilities and lifestyle opportunities of the local centre.

The Development Plan is illustrated overleaf in Figure 1.



Figure 1 Development Plan

2.2 The Retail Centre

The proposed retail centre is located in the south western portion of the site, with frontages to Middleborough Road and the new boulevard road. The centre is focused on the urban plaza and will incorporate active frontages along the boulevard and to the fringe of the plaza space. The plaza provides a central, active focus for the activities within the centre and forms an integral component of these uses by providing an outdoor circulation and congregation space in proximity to the retail hub. The form and function of the plaza is described in more detail in Section 4.4. The location of the retail centre in the context of the site is illustrated below in Figure 2.

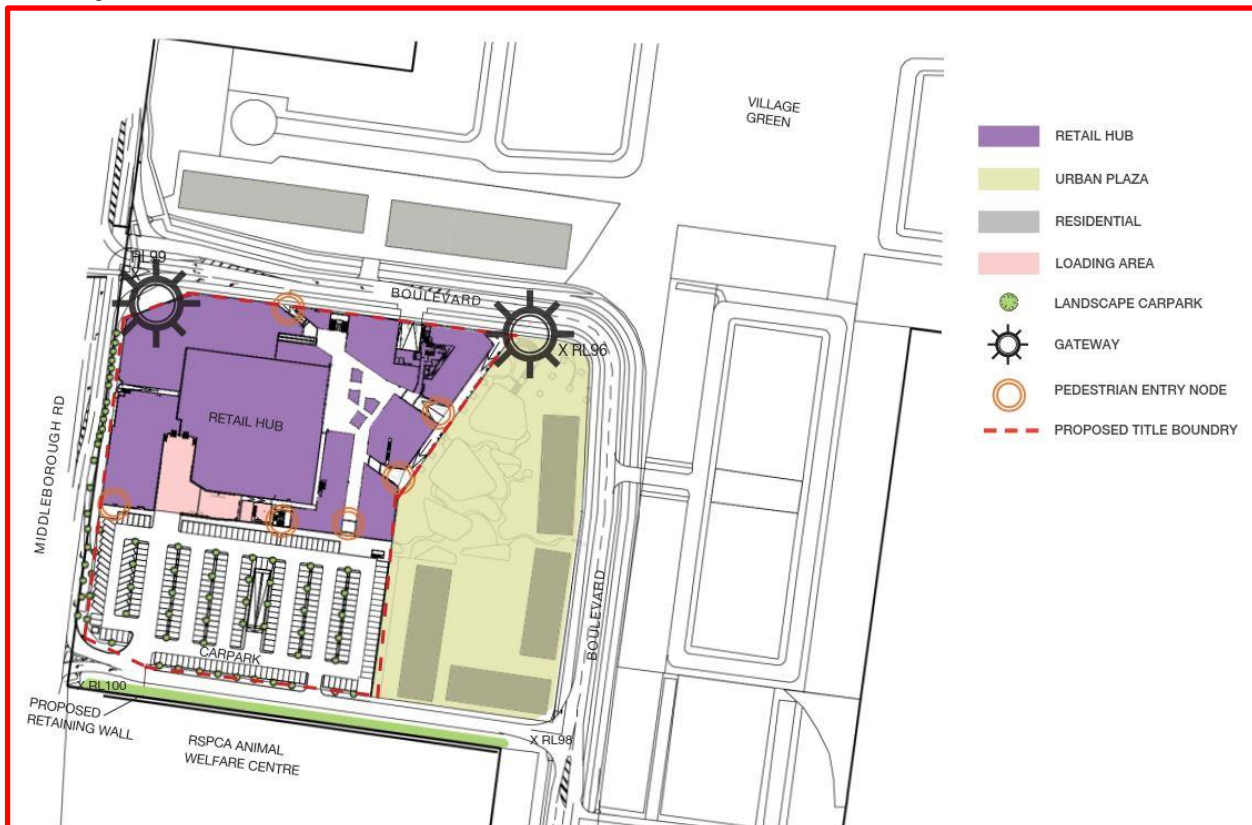


Figure 2 Location of Retail Centre

Movement networks are a critical component of the overall site and ensure connections beyond and within the site boundaries. A high quality built/landscape frontage will provide a sense of address to the Middleborough Road frontage whilst the permeable and connected nature of the precinct ensures strong linkages between the retail centre and activity on the balance of the site.

The boulevard that forms the northern boundary of the retail centre and north-eastern boundary of the urban plaza is easily accessible by foot, bicycle, car and public transport whilst the boulevard and the urban plaza also provide opportunities for community interaction and connections. Pedestrian movement in particular is facilitated by linkages to and through the retail centre and urban plaza, connecting the retail centre to residential and open space precincts elsewhere on the site. A slow point where the boulevard road changes alignment will prioritise pedestrian crossing of the road and facilitate movement between the urban plaza and the link to the village green. Elsewhere, the prioritisation of pedestrian movement will help to create an accessible and attractive retail environment. (Further details are provided in the Integrated Transport Plan).

These features of the movement network are identified in Figures 3 and 4 overleaf.

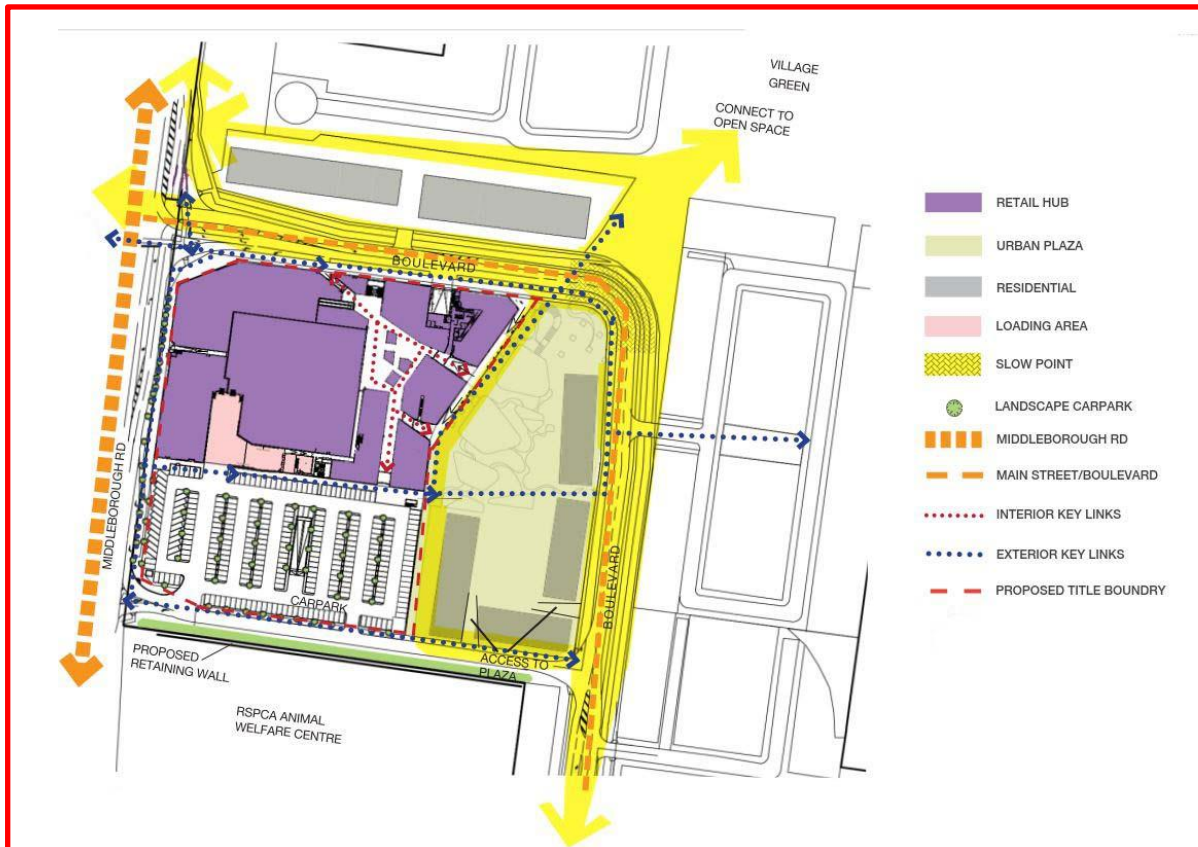


Figure 3 Movement

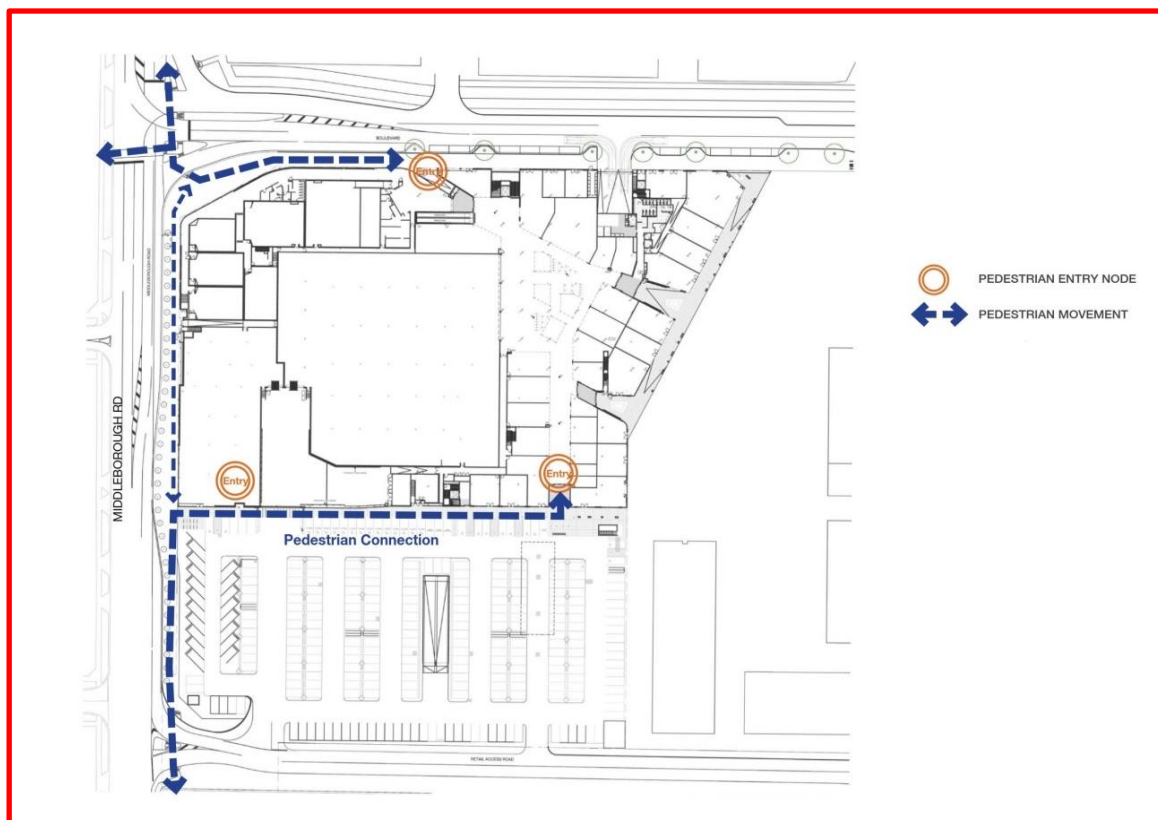


Figure 4 Pedestrian Movement

The proposed retail centre at Burwood East is an integral part of the overall development proposal and addresses many market needs and demands including:

- A mix of activities that will meet the daily and weekly needs of households. This includes a mix of retail, [entertainment](#), services, medical and community facilities. In particular, the development addresses the need for another full-line supermarket in a market where there is a lower than typical supply of supermarket floorspace and generally above benchmark trading stores.
- A highly convenient shopping destination with pedestrian and bicycle connections to surrounding neighbourhoods both on- and off-site as well as provision of car parking to support the range of uses on the site, split across locations at-grade and below ground.
- Improved connectivity to the Burwood Heights shopping centre through pedestrian movements along Middleborough Road and a signalised intersection at Burwood Highway and the new boulevard road.
- A unique and appealing environment within an integrated development providing a civic ambience which capitalises on distant views and the adjoining public plaza and includes a high amenity dining precinct and physical and visual linkages to the open space network on the site.

The key features of the retail centre are illustrated in the plan below in Figure 5:

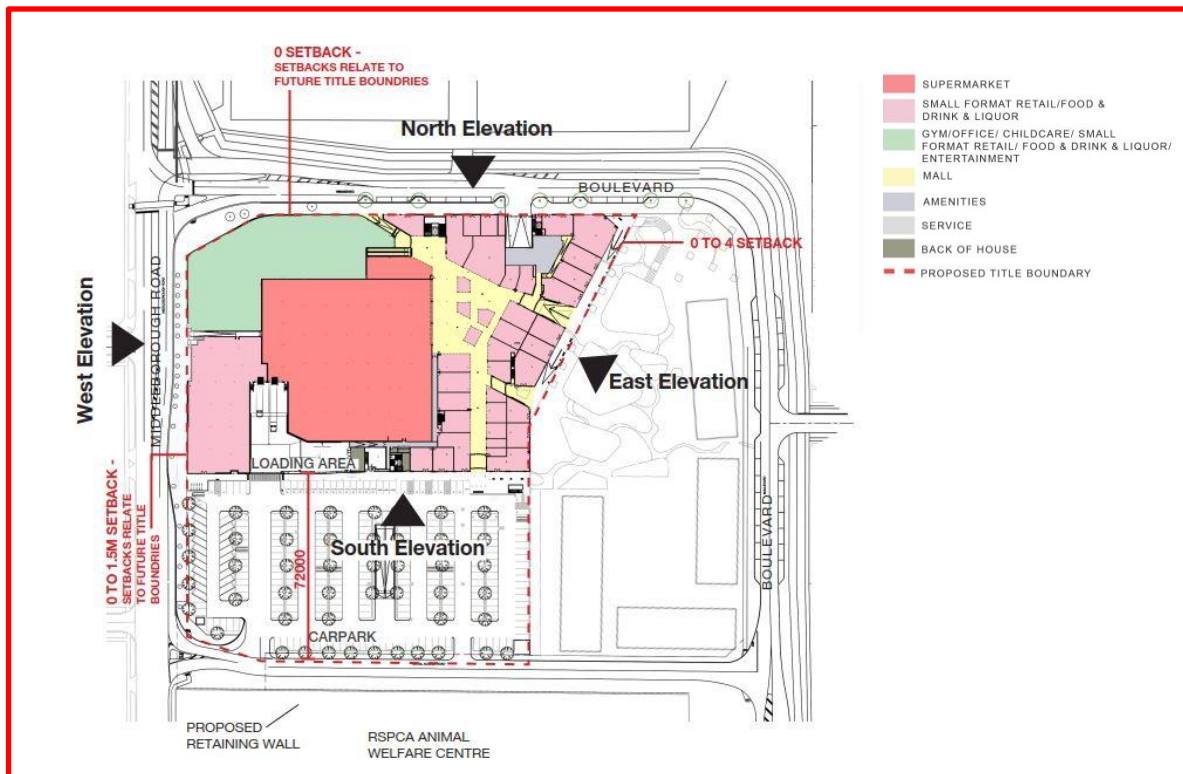


Figure 5 Retail Centre

The proposed retail centre will improve the visual appeal, amenity and profile of the area. This will have an immediate positive impact for residents in the adjoining area and the overall growth and role of the Burwood Heights activity centre.

The addition of a planned range of non-retail uses, lifestyle and wellbeing uses and local services will increase the community's opportunity for linked trips within the Burwood Heights activity centre. The specific mix of non-retail uses is yet to be finalised but could include gym/personal training, [entertainment uses \(such as a cinema or 10-pin bowling\)](#), offices, a childcare centre and medical centre/hub – all of which will add to the overall vitality of the centre, help support the retail shops and bring new services and greater choice to the market.

The proposed retail centre is proposed to provide in the order of 10,500 sq:m of [of retail and 2,456sqm of other uses, retail and other uses](#). The mix of uses is intended to provide a multi-functional centre that satisfies the range of retail, leisure and services needs of the community. The centre will include:

- A minimum 4,250 sq.m full-line supermarket.
- 2,364 sq.m of mini majors.
- Everyday specialty services and other retail uses.
- Approximately 3,936,400 sq.m of speciality shops, including a dining precinct taking advantage of the adjoining proposed urban plaza.
- Approximately 2,456m2 of non-retail uses such as cinema and entertainment, gym, offices, child care, a medical centre and health and wellbeing uses (the precise mix is yet to be determined). A range of commercial and community uses, such as a gym, commercial offices, child care and medical centre (the precise mix of uses is yet to be determined).

It is proposed to develop the retail centre as part of the first stage of development in order to promote early activity of the site and engagement with the surrounding community. This will result in the early creation of a vibrant social hub for both the emerging community and the surrounding established residents.

This first stage of development will also include residential development along Eley Road and in the southern portion of the site. The staging plan shown in Figure 6 below illustrates the progressive development across the site.

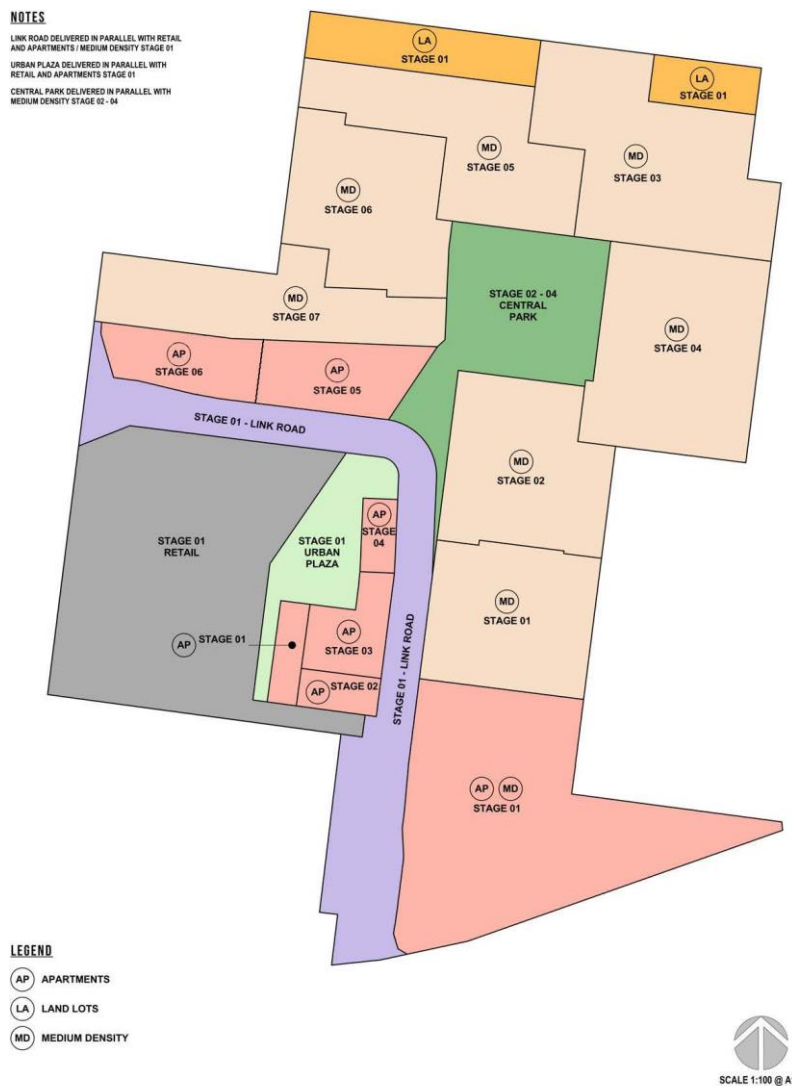


Figure 6 Staging Plan

3 MASTER PLAN DESIGN PRINCIPLES

3.1 Master Plan Vision

The retail centre has been sited and designed with careful consideration of the broader vision for Burwood East. This vision can be summarised into three guiding and interrelated elements: 'Local', 'Activated' and 'Place'.

Local

'Local' recognises that the development of Burwood East sits within the context of an established neighbourhood and must respond to and build upon its distinct local character. A high level of consideration has therefore been given to providing appropriate points of transition and integration with this surrounding context, whilst at the same time recognising that the development represents a unique opportunity to add amenity and breathe new life into an established community. Physical and visual connections to and from the retail centre will improve connectivity with the surrounding residential neighbourhoods and the Burwood Heights shopping centre whilst appropriate setbacks and landscape treatments will help to integrate the retail centre with adjoining uses (such as the RSPCA) and manage the interface between the site and adjoining land.

Activated

'Activated' in large part responds to this opportunity by championing the creation of a retail and social hub and meeting point for the new and established community. Quality civic design gestures and public spaces will encourage social interaction and provide the stage for Burwood life to unfold. The retail centre itself and the adjoining urban plaza will provide a focus for community activity as a consequence of the provision of open-air and undercover spaces of various sizes and forms.

Place

'Place' encourages the construction of a truly distinctive address that represents a high quality of urban development, laying the foundations for a connected community. Future residents of and visitors to Burwood East will feel a sense of ownership and a sense of place with the neighbourhood in which they live.

These guiding principles are tied together by 'tried and tested' urban design principles of walkability, health, mixed use, social interaction, connectivity, character and housing diversity resulting in a best practice, model neighbourhood for this strategic infill site. The integrated nature of the proposed development and the physical context of the site create a distinct character for the retail centre which will capitalise on views and visual connections to other site amenities. As well, the centre includes physical connections to the adjoining urban plaza and other open spaces on the site which combine to create an identifiable sense of place for this part of the site.

3.2 Master Plan Urban Design Principles

The Master Plan is informed by several key design principles which have in turn guided the philosophy and design of the retail centre. These principles are described in more detail in the Roberts Day Master Plan report and those of relevance are summarised as:

Amenity and Connectivity

Three key design elements deliver a high-amenity, connected space:

- A multi-modal boulevard street connecting Burwood Highway and Middleborough Road
- Extension of the surrounding grid network by way of pedestrian and cycle paths
- Two large new public spaces: a large high quality central open space providing useable and flexible recreation space and taking advantage of the natural low point of the site; and a north facing urban space adjoining the retail centre and overlooking the central open space. This plaza will provide a key meeting space for the neighbourhood.

Substantial investments in quality streetscaping and public space will make this a high quality, high amenity precinct.

Activation and Urbanism

This principle refers to the range of land uses on the site, which together create the intensity and mix of activity that gives successful spaces their sense of place. The retail centre is one of five distinct character areas proposed. These neighbourhoods are:

- A lower density residential quarter in the north of the site which adjoins existing residential areas and surrounds the central open space;
- A medium density urban grid adjoining the north-south entry boulevard
- A higher density transit node adjacent to Burwood Highway;
- A higher density mixed use core adjacent to the boulevard and adjoining the retail core; and
- The retail and social hub.

The neighbourhood structure will exhibit a transition from residential uses with low activation at the north of the site to areas of high activation and urbanity in the southwest.

Urban Character and Place Shaping

A network of parks, green links, and large public spaces will lend a sense of character to the neighbourhood, while delivering very high amenity. These spaces will be publicly accessible, thereby improving accessibility to green spaces for the wider neighbourhood. The retail centre will abut an urban plaza to provide a distinctly urban feel to the sub-neighbourhood. The urban plaza will connect with other open spaces in the precinct via paths and green links for pedestrians and cyclists that link the residential neighbourhoods to the central open space, urban plaza and retail centre.

Edges and Transition

This key principle recognises that the proposed development must sensitively integrate into an existing urban environment. Key edge treatments include hard and soft landscaping in suitable locations and built form treatments (such as access points, screening and others as appropriate) to help enable this integration and provide a managed transition between new and existing development as well as allowing for visual connections between the retail centre and nearby precincts (where this is possible in the context of site topography). Gateway elements will define the entry points to the site with appropriate architecture and landscaping treatments at the intersection of Middleborough Road and the boulevard as well as at the point of connection between the retail centre, urban plaza and boulevard. These elements are illustrated in Figure 7 (overleaf) and further detail regarding specific treatments is included in Section 4.

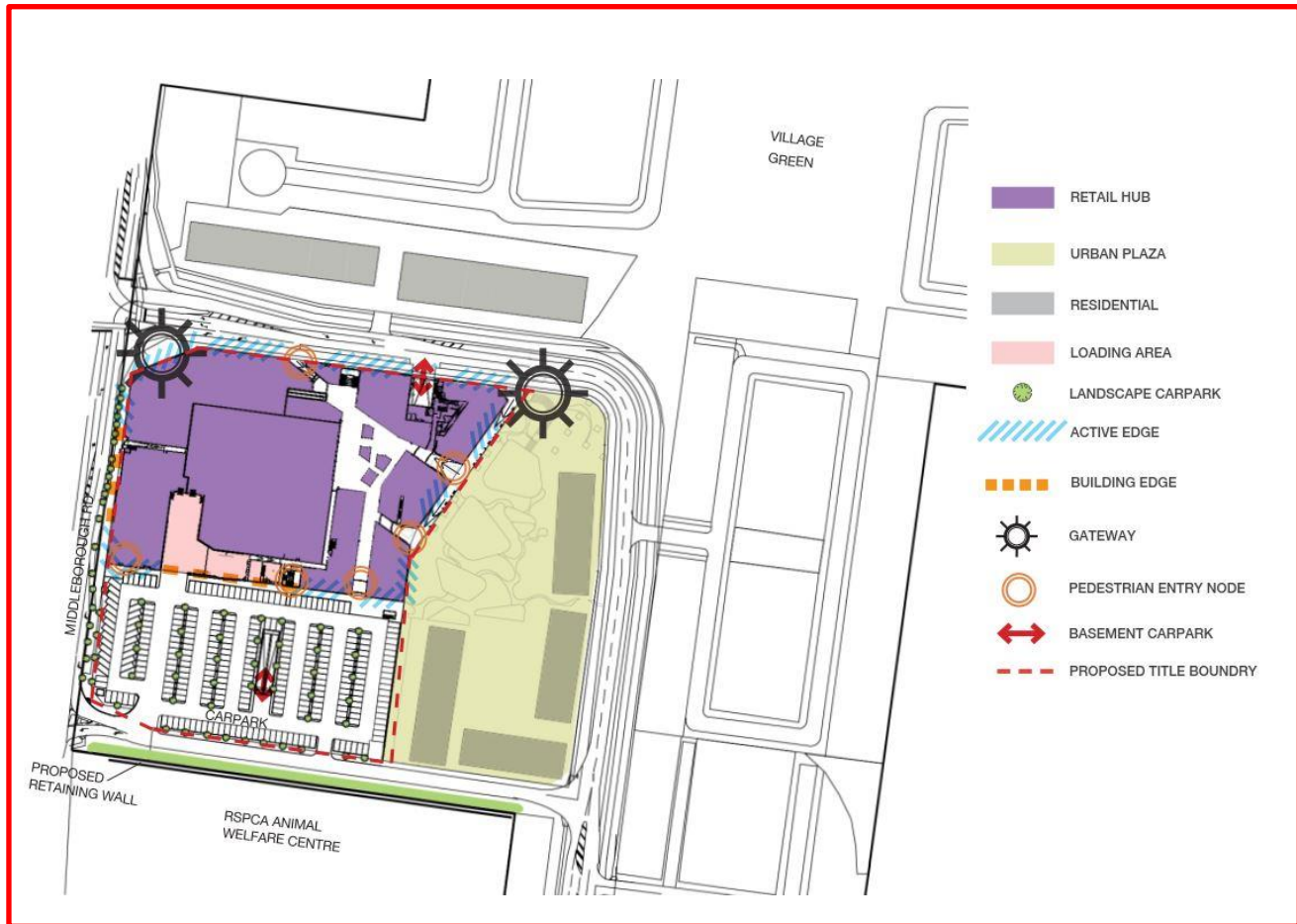


Figure 7 Edges and Transition

Streets, Connections and Car Parking

The proposed movement network provides a highly permeable and interconnected neighbourhood that encourages slow moving vehicle traffic, walking and cycling.

The key features of this network applicable to the retail centre are:

- A multi modal tree lined entry boulevard connecting with Burwood Highway and Middleborough Road;
- A series of dedicated, high-quality pedestrian and cycling paths that are separate from the road network;
- A series of strategic pedestrian and secondary cycle paths designed to align with green spaces, local roads and the surrounding neighbourhoods;
- A secondary access point to Middleborough Road leading to loading areas;
- Off street car parking in association with the retail hub.

3.3 Master Plan Landscape Principles

The public domain and open space areas will be a significant determinant of the Burwood East development's character. These spaces are described in more detail in the Group GSA report and the key landscape principles of relevance to the retail centre are summarised below.

Criteria and Principles

Public realm and open space areas associated with the retail centre are intended to be:

- Contemporary: A contemporary, classic urban character that reinforces the sense of place and identity using an appropriate mix of hard and soft landscaping
- Attractive: An attractive and well used network of open spaces and urban places focussed on the urban plaza
- Logical: The inclusion of the urban plaza in a broader hierarchy of open space areas with a range of functions
- Diverse: Utilising the outdoor urban plaza as well as the opportunity for undercover spaces within the retail centre to provide a range of open space areas with a diverse character and attributes that engage the senses and delight the mind,
- Safe: Using lighting, passive surveillance, visibility and other measures to create safe places where people can feel secure and comfortable
- Legible: Legible and connected spaces that provide easy access within the retail centre as well as to various destinations within and beyond the site
- Flexible: Providing indoor and outdoor spaces that can readily accommodate a variety of community activities
- Sustainable: An environmentally sustainable development
- Accessible: Provide ease, safety and choice of access for all people which meets the DDA requirements of the Building Code of Australia.

Key Strategic Directions

Key strategic directions in formulating the landscape and open space strategy are grouped under a series of headings as follows:

Links

- A significant diagonal pedestrian link connecting the retail precinct and urban plaza with open space areas
- Clear connections ensure the retail centre is linked to existing residential neighbourhoods to the east and west of the site.
- The urban plaza provides a key node and is the focus of connections to and from the new residential precincts
- The development will deliver direct and easily visible connections and improve the overall accessibility of the site and nearby surrounds by walking, cycling and private motor vehicle.

Edges and transitions

- Landscape and built form treatments assist with the integration of the retail centre with Middleborough Road, the new boulevard and nearby new and existing residential areas. These treatments include management of significant level changes.
- Provide an appropriate interface (such as a retaining wall) with the RSPCA Animal Welfare Centre which manages the existing difference in levels between the site and the RSPCA land.
- Integrate landscape treatments with existing street character.
- Defined gateway elements help to identify the location of the retail centre and entries to the site.

Boulevard

- A tree lined boulevard connects Middleborough Road and Burwood Highway. Adjoining the retail centre the boulevard comprises an avenue of trees with selected feature planting at activity areas.
- Paths will provide for safe pedestrian movement within and beyond the retail centre.

Urban Plaza

- The urban plaza adjoining the retail centre is a central open community space that provides a focus for community, social and retail activities.
- The plaza will comprise a mix of paved and planted areas in a contemporary design style.
- The space will be flexible and adaptable to cater for a variety of uses and activities.

4 RETAIL CENTRE DESIGN RESPONSE

The siting and design of the retail centre has been carefully considered in the context of the urban design and landscape principles which apply across the whole of the site. These overarching principles are described in previous sections and the means by which they are implemented in the retail centre is described below.

4.1 Boulevard

The arrival experience from the west off Middleborough Road will be marked by the retail buildings along the southern side of the Boulevard. This approach is an important arrival to the core retail complex or Market Hall. While the northern edge of the Boulevard will be focussed towards resident access, the southern side reflects its retail abuttal and includes a mix of active retail tenancy frontages, arcade entries, the urban plaza and car park access.

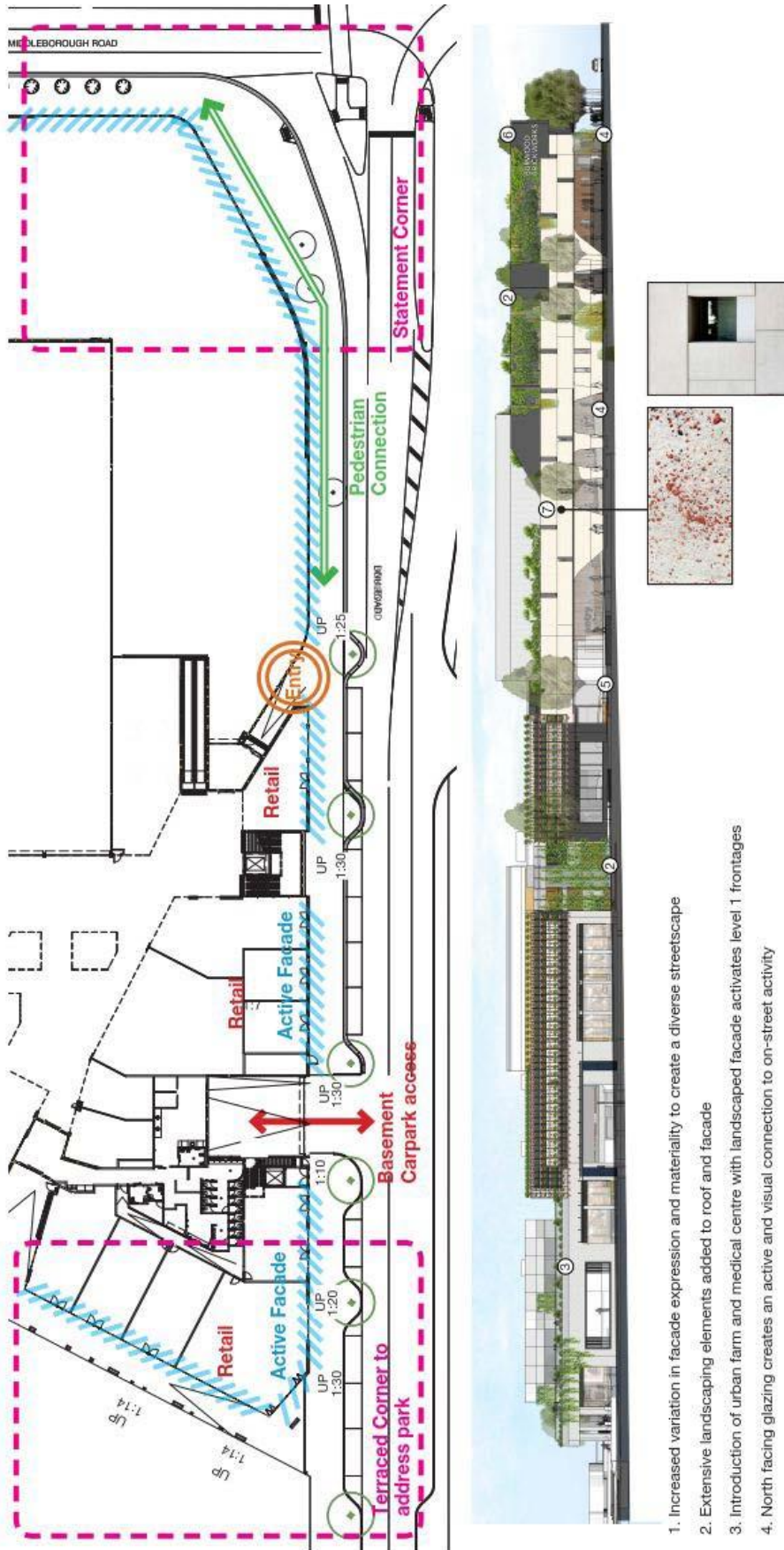
Uses along the Boulevard will be determined by proximity to Middleborough Road to the west and the plaza frontage at the core of the site. **Entertainment and service** businesses (such as **cinema**, medical, gym, office) are expected to locate towards the Middleborough Road end whilst a concentration of food outlets and alfresco dining opportunities will occur adjacent to the plaza. Car parking areas are discretely located behind sleeve retail uses and/or below grade.

A generous footpath and tree planting allowance together with a slow point for vehicles will be provided to the Boulevard to create a pedestrian oriented environment. In addition, parallel parking along the street is provided to manage vehicle speeds and provide short term convenience parking. (Further details are provided in the Integrated Transport Plan).

Pedestrian access locations along the north elevation provide access to both the market hall and the urban plaza. These will require steps and ramps in response to the site topography. All building entries and access to retail tenancies will be designed to meet the DDA requirements of the Building Code of Australia.

Additional built form objectives are considered under the Architectural Treatment discussion in section 4.7. These features are illustrated in Figure 8 overleaf.

The use of selected building materials to reflect the history of the site and glazing to allow for façade activation will help to create a diverse streetscape which will be augmented by the use of landscaping at the rooftop level. Protruding façade details with integrated lighting and additional apertures which reflect shop front facades elsewhere along this frontage will also contribute to the finer grain treatment along the boulevard. These features are illustrated in Figures 9 and 10.



1. Increased variation in facade expression and materiality to create a diverse streetscape
2. Extensive landscaping elements added to roof and facade
3. Introduction of urban farm and medical centre with landscaped facade activates level 1 frontages
4. North facing glazing creates an active and visual connection to on-street activity
5. North entry framed by built form and activated glazed facade
6. Integrated feature gateway marker to north-west corner
7. Precast panels with crushed recycled brick surface, laid in a large scale brick bond pattern derived from the Brickworks site history

Figure 8 North (Boulevard) Elevation

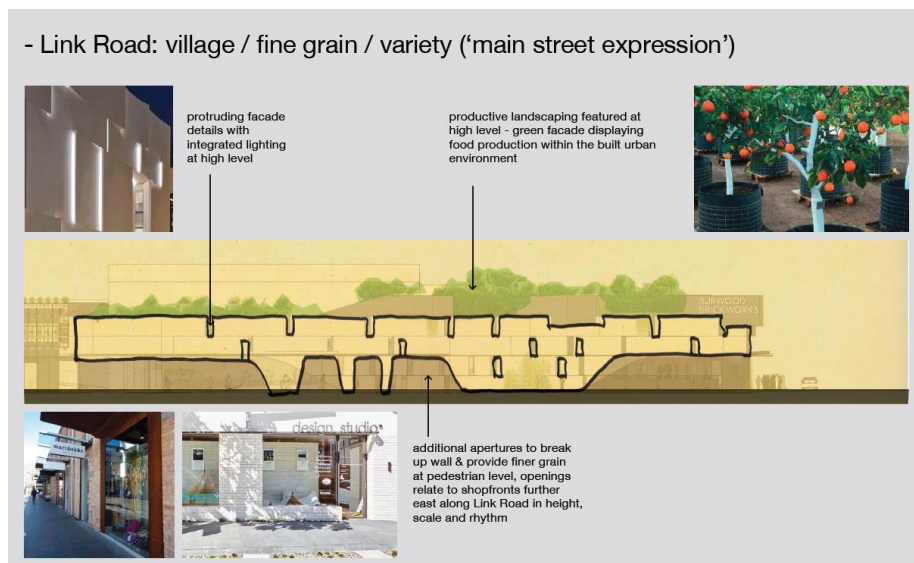


Figure 9 Link Road Elevation



Figure 10 View along Link Road (looking east)

Boulevard built form objectives

- The retail centre will present as a series of built forms that vary in material and height, creating a sensitive and visually engaging expression within the streetscape. Additional height is provided at the feature gateway corner to the west, transitioning to lower built form towards the urban plaza.
- Along the length of the Boulevard a notable grade change contributes to a varying street wall arrangement of glazing, plinth and overhanging canopy roof in varying forms to create a human scale at the footpath.
- The southern side of the Boulevard will include a combination of arcade entries, active retail tenancy frontages, productive landscaping at the upper level, the urban plaza and car park access; all designed to present a fine-grained frontage to the road.
- The corner of the centre will include a terraced arrangement to provide a transition to the adjoining urban plaza whilst at Middleborough Road the building will be designed to mark the entry.

4.2 Middleborough / Gateway

Middleborough Road displays a diverse character along its length, including residential, traditional strip shops, large format retail, education, parkland and other services. Residential uses are located opposite the site on the western side of Middleborough Road whilst the RSPCA complex adjoins the site to the south. Middleborough Road itself provides an important arterial transit role which must be recognised in any development on the site.

The gateway to the site from Middleborough Road will incorporate signalised access and incorporate gateway treatments to highlight the site entry for residents and visitors to the retail / social hub. This gateway corner will support a prominent entertainment service or retail business opportunity with a prominent marker incorporated into the building structure. The gateway corner is illustrated in Figures 11 and 12 overleaf.

The significant car volumes along Middleborough Road influence the scale and form of use along this frontage. In this context, a landscape interface will help to define the south west corner adjoining the RSPCA exercise area. Diffused sightlines into the site from this location will be encouraged through the use of level changes and the planting of clear trunk trees. The south west corner elevation of the retail centre itself will include retail uses and provide direct pedestrian entry to the centre.

Allowance has been made for a footpath and hard and soft landscape treatments along Middleborough Road in appropriate locations. Opportunities for soft landscaping, including new street trees, will be managed to ensure satisfactory levels of public safety and surveillance. . Pedestrian east – west links are provided to allow direct and safe access south of the retail centre, with markers in appropriate locations to improve wayfinding and legibility. These features are illustrated in Figure 13 overleaf. More details regarding landscape treatments are included in the separate Landscape, Public Realm and Open Space Plan by Group GSA.

The Middleborough Road elevation will incorporate an integrated, recessed feature wall equivalent to 25% or more of the façade with climbing plants to provide a textural and visual break in the façade. Other treatments on the Middleborough Road façade will help to activate this frontage. These may include treatments relating to sustainability, the history of the site, or the community. The details of this recess are illustrated in Figures 14, 15, 16, 17 and 18.

ELEVATION NORTH

- gateway corner: civic expression / height /
centre identity (display productive green) /
interaction with streetscape

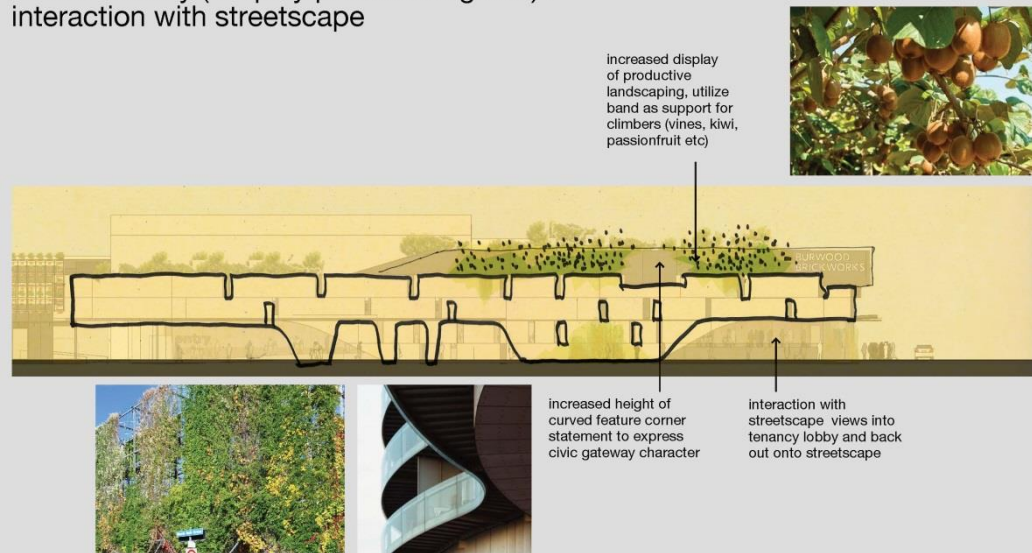


Figure 11 Gateway Elevation (corner Link Road and Middleborough Road)



Figure 12 Gateway View (corner Link Road and Middleborough Road)

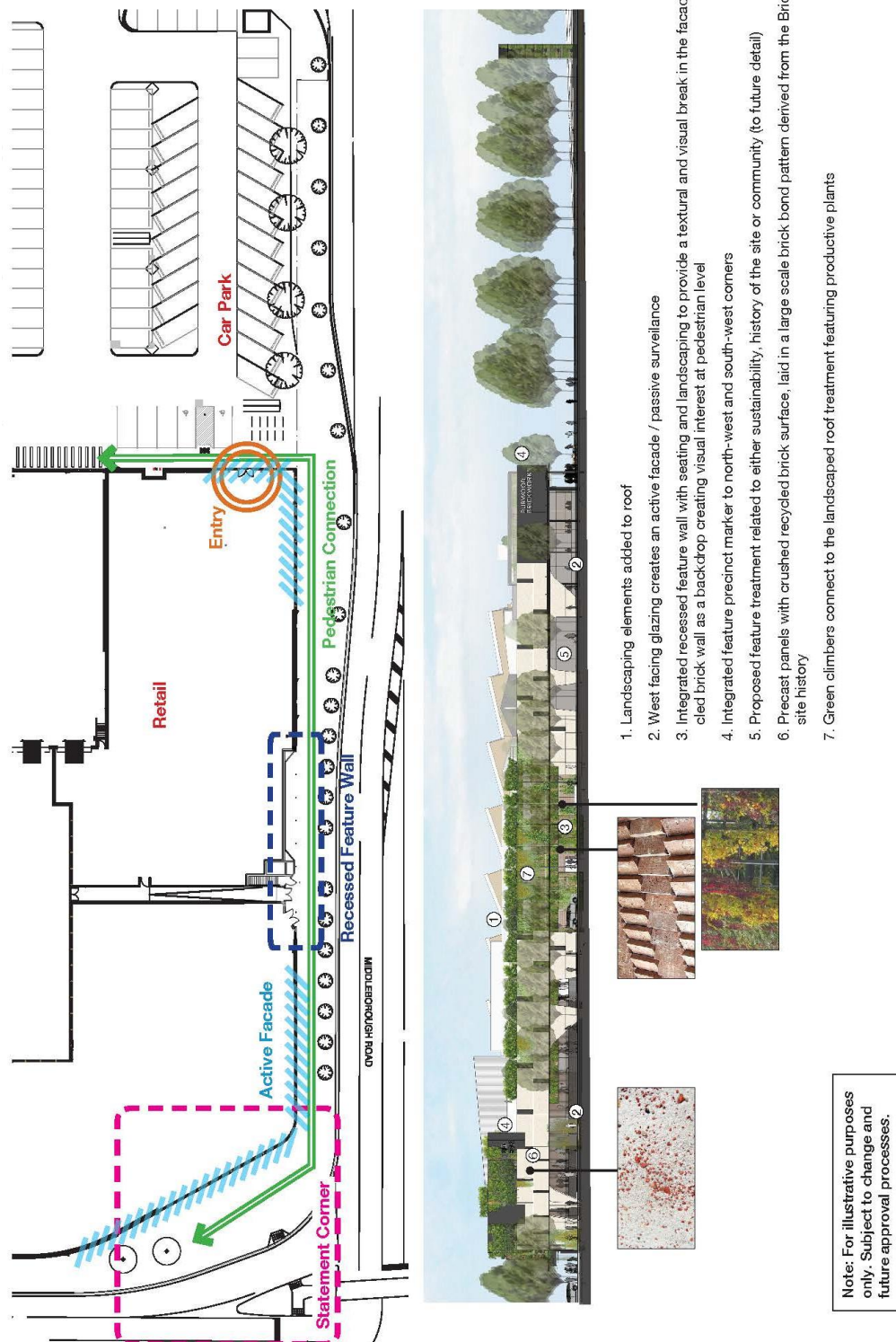


Figure 13 West (Middleborough Road) Elevation

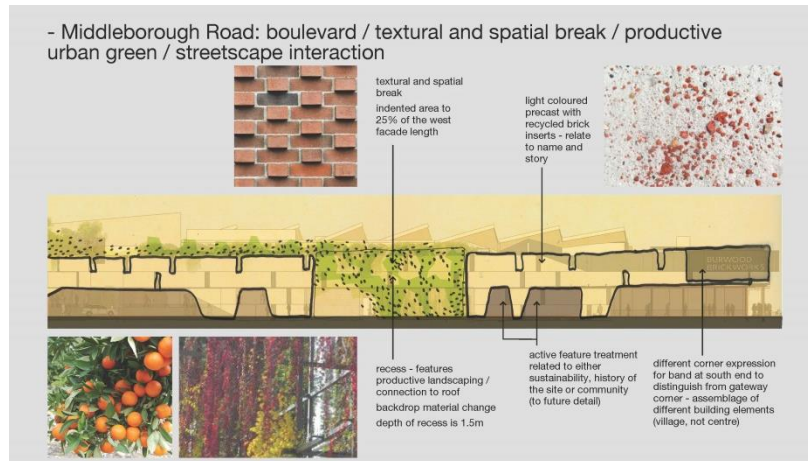


Figure 14 Middleborough Road Elevation (Built Form)



Figure 15 Middleborough Road Elevation (Landscaping)



Figure 16 Middleborough Road View (looking north)

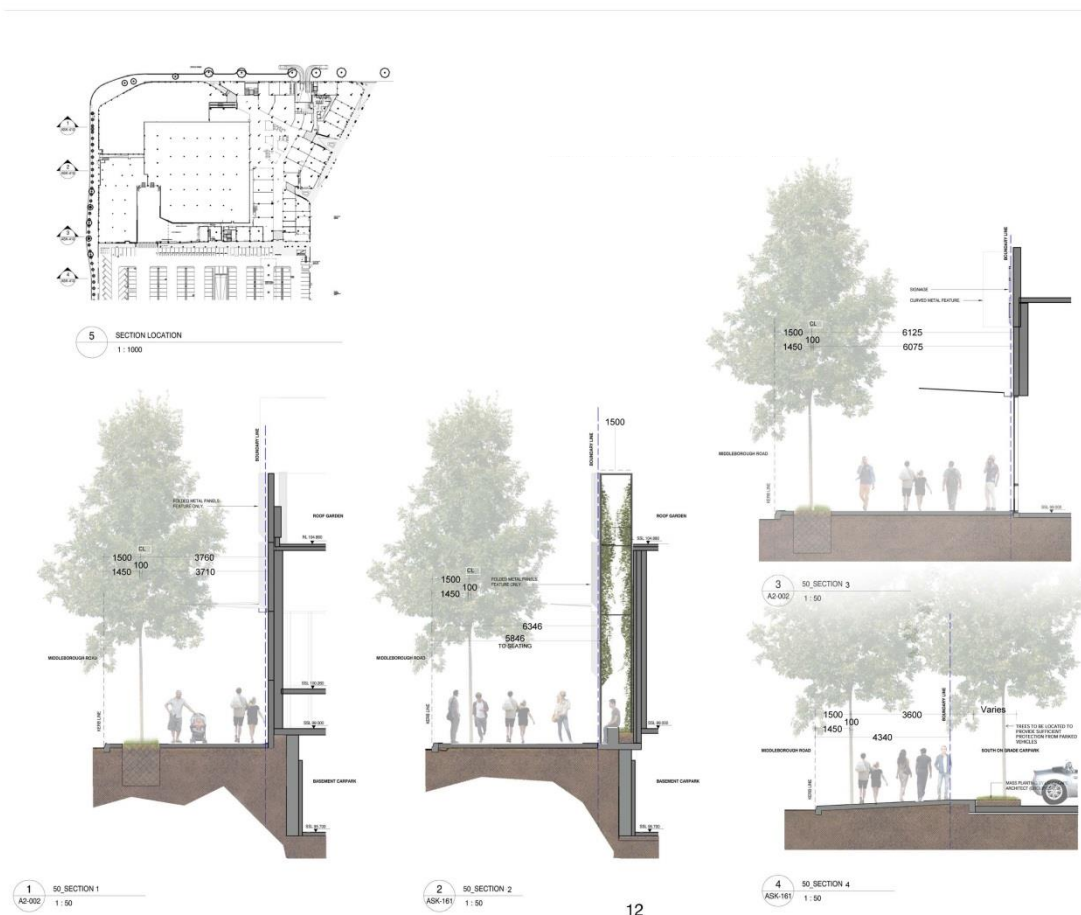


Figure 17 Middleborough Road Sections

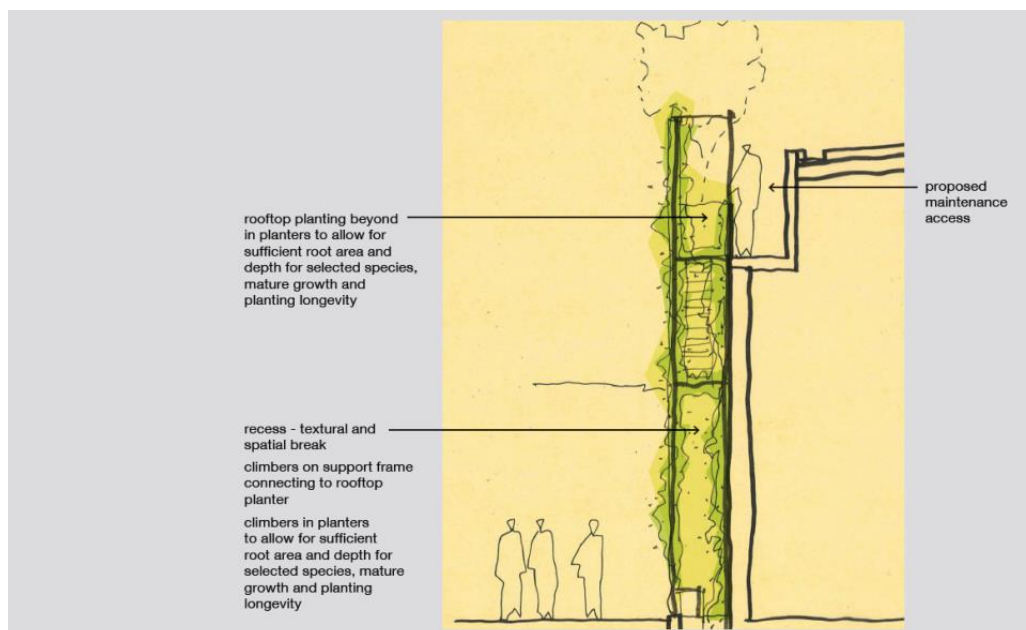


Figure 18 Middleborough Road Façade Indent Section

Middleborough Road built form objectives

- A legible marker or building assembly should be used to signify arrival and visual interest and form a gateway threshold. This could be achieved through building height, precinct signage, feature landscaping or contrast materiality as examples.
- Elements of the sites former brickmaking history could be deployed along Middleborough Road to recognise the former use of the site.
- The car park frontage can be defined with a landscaped edge using marker elements and feature planting.
- Elevated views from the southern approach to the site will require consideration of the overall roof form and architectural quality of buildings on the site.
- Utilise a mix of building materials and design treatments to provide visual interest.

Additional built form objectives are considered under the Architectural Treatment discussion in section 4.7.

4.3 Landscaped Car Park

A balanced approach between basement and at-grade car parking will be used within the retail centre to support a high quality amenity for public use. The site is unique in offering public frontages to all approaches and therefore necessitates appropriate design attention and quality, respectful of the RSPCA land to the south, taller retail buildings on the north and sightline considerations into and from the site (in the context of the topographic conditions of the site and adjoining land).

The on grade car park will be considered within a landscaped setting suitable for this location and with reference to the significant level change at the boundary interface to the RSPCA land to the south. A combination of structural and engineering treatments such as shotcrete, blockwork, gabion cage stacks and terraced walls are all potential treatments to be applied to the structural elements. These would be integrated with plantings, vertical screens and green elements to provide visual interest and provide an appropriate transition to the RSPCA land where car parking, a paddock and service areas are located.

On a day to day basis, the car park has a specific and defined purpose in supporting the retail centre and also plays an important role in providing access for loading and waste removal areas. The loading dock is recessed within the building fabric and all loading activities are concealed by a screen wall with an architecturally interesting treatment. Vehicular turning movements are restricted to within the loading area. A gate separates the loading area from the carpark area. Appropriate measures to deal with amenity impacts and operational issues should be included (particularly in relation to the RSPCA site to the south), with details to be resolved at the planning permit stage.

Access through the car park will be assisted with designated pedestrian pathways to all edges and where appropriate, the use of way-finding markers to assist legibility.

Figure 19 (overleaf) illustrates the southern side of the retail centre and the relationship between the car park and built form.



1. Increased variation in facade's expression and materiality to create a diverse streetscape experience.
2. High glazing and landscaping facade activates the level 1 facade.
3. Double height south entry expression
4. Level 1 urban farm activity and landscaping announces further activity to the east and public plaza.
5. Integrated feature precinct marker to south-west corner, with shopfront glazing activating the facade.

Figure 19 South (Car Park) Elevation

Car park built form objectives

- Delineate the car park quality through the use of landscape elements such as trees and other planting to screen cars from Middleborough Road approaches and key views from the urban plaza.
- Tree planting in the car parks will incorporate a mixture of evergreen and deciduous species. Trees will be located and protected to ensure that they are not damaged by parked cars.
- Improve legibility by marking the arrival corners with suitable vertical elements.
- The southern elevation of the retail centre should continue the positive built form definition of the car park and screen back of house areas, including loading facilities, where practicable.
- Entry points to the retail centre should be clearly delineated and readily accessible for pedestrians.
- Incorporate appropriate measures to deal with amenity impacts and operational issues.
- ~~Include appropriate WSUD measures in accordance with the overall hydraulic strategy for the site. Details of the relevant techniques will be resolved as part of future planning permit applications.~~

4.4 Urban Plaza and Interface

In response to the open space feedback received, the Frasers design team has consolidated the key open space environments to enhance useability and function. In particular, the urban plaza has now been re-oriented to capitalise on the integration opportunities with the new retail edge and celebrate the gateway to the north, connecting to the other open space experiences to the north of the boulevard. The design uses dimension and visual separation to provide a transition from the retail food and beverage active edge of the retail centre through to the residential uses on the other side of the plaza which will incorporate layouts and design treatments to allow for appropriate uses, passive surveillance and visual connection between public and private spaces.

Located at the heart of the new neighbourhood, the urban plaza brings together the local and district population and provides a social meeting hub. Its role as a civic event space and informal urban dining address is a key objective of the master plan. A variety of spaces are to be provided within the urban plaza to ensure a range of activities can occur there. The space will also provide for legible and logical movement paths to promote community interaction and a sense of place. The urban character and function of this civic space is influenced by the higher density urban setting that frames and complements it. Pedestrian connections to the plaza will be provided from the car park at the south of the retail centre, via a convenient and accessible pathway between buildings. This connection is illustrated in Figure 20 below. The broad frontage of the plaza to the Boulevard, particularly at the vehicular slow point, provides a pedestrian-friendly focus for this public space and ensures easy pedestrian access from a number of different locations.

The larger scale of the urban plaza addresses potential conflicts between living and retail environments through greater dimension and separation between the functions and the planting and soft scape environments which will assist with diversity of experience and manage heat and noise effects.

Retail uses fronting the plaza will be active and dominated by alfresco dining in a range of small and large scale tenancies. The alfresco dining areas are physically separated from the urban plaza by the difference in levels between these spaces, with the dining area slightly elevated at the northern end.

Entry to the retail centre will be possible from multiple points along the eastern elevation. Enhanced urbanisation on the other side of the plaza will support activation and programming of the plaza space. The entry to ground floor apartments will provide a sense of entry and arrival off the urban plaza, with the potential for live / work home office outcomes. The layout and design of residential buildings fronting the plaza encourages activation and urban uses by directly addressing the urban plaza edge at ground level. At upper levels, the apartments will include articulated facades and balconies / decks to encourage passive surveillance and CPTED principles. The building elevations will provide visual interest through articulation and cohesive use of high quality materials such as glass, timber, metal, concrete and brick finishes which will be used to define the building exteriors.

The images below illustrate the urban plaza concept:



The landscape design for the urban plaza is based around the siting of trees, garden beds, urban furniture and feature elements to provide an adaptable community space. The plaza will be an active place, displaying a contemporary urban character with clean, crisp design styles of streetscape elements and a constructed and formal layout of trees and furniture. The space will incorporate flexibility to cater for a variety of uses and activities and provide for the movement of pedestrians to and from the open space areas north of boulevard. Terraced areas abutting the retail centre will create opportunities for outdoor dining while a central public gathering space may include a pop-up element (eg. outdoor cinema, kiosk, sculpture) as a focus of community events.

Figure 20 illustrates the interface between the urban plaza and the retail centre. Details of the urban plaza design and treatment are included in the separate Group GSA landscape report forming part of the Development Plan.

Urban plaza interface built form objectives

- Provide a porous built form along the edge of the plaza which allows strong visual connections into the retail centre.
- Provide appropriate building separation to allow for pedestrian movement between the retail car park and the urban plaza.
- The grade levels and numerous approach views require the roof form to exhibit high quality design. Consider roof plant sightlines from adjoining residential precinct.
- Grade transitions between the market-style hall and the plaza should encourage unimpeded pedestrian and all ability access.
- Dining terraces should be accessible from key building entries as well as the plaza and to provide opportunities to meet and observe plaza activities.
- Provide a high quality alfresco micro-climate through the use of canopies, landscape screens and edges or trees.
- Utilise pop-up elements to provide active features or focal points for community events.
- Consider amenity impacts in the context of light, acoustics and privacy.



Figure 20 Urban Plaza Interface

1. Integrated landscaping along urban farm edge.
2. Increased variation in facade expression and materiality to create a diverse pedestrian experience facing the public plaza.
3. Widened mall entryways to allow seating and landscaping as an extension of the public plaza, creating a more intimate and human scale
4. Articulated mall roof profile, level 1 urban farm edge and ground floor brick facade creates a layering of built form that descends towards the public plaza.

4.5 Market-style Hall

The everyday fulcrum of the retail centre will be the central market-style hall, a generously scaled network of spaces which complement the adjoining urban plaza. The physical link between the key indoor and outdoor places will be reinforced through sightlines at key nodes and arcade links (as illustrated in Figure 20 above).

While a primary convenience retail model will dominate use of the hall, the various larger and arcade spaces also support the opportunity for temporary undercover civic and pop-up retail opportunities. Significantly the hall will provide the capacity for flexibility to respond to different retail operations in time.

An illustrative section through the market-style hall is shown below in Figure 21.

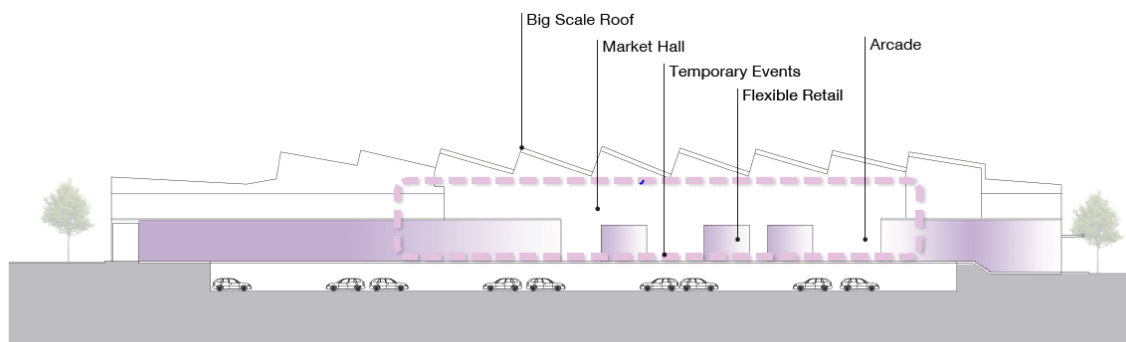


Figure 21 Market-style hall

* The dashed purple line on Figure 21 indicates the main Market-hall area.

Market-style hall built form objectives

- The market-style hall should be a significant, large scaled space referencing the former industrial scaled buildings on the site.
- Access to the market-style hall shall be clearly legible from the north, south and east approaches.
- Visual connections to the boulevard and/or urban plaza should be possible from the hall.
- The space should be designed to accommodate a variety of flexible retail spaces, including opportunities for temporary and pop-up civic and retail activities.

4.6 Advertising Signage

The presence of advertising signage is an important part of the urban fabric of the retail centre and helps to identify the role and function of that part of site. Signage in the retail centre should be carefully designed and located so as to minimise visual clutter but at the same time enable the marketing of products and services and the display of information, which are integral components of a successful retail precinct.

Advertising signage objectives

Signs should:

- Be compatible with the streetscape and design, scale and character of the building on which they are located;
- Minimise advertising signs which obscure building detailing or clear glazed windows;
- Not contribute to visual clutter; and
- Minimise the amenity impacts of illumination or animation on nearby residential properties.

4.7 Architectural Approach

The entire retail area, including all building elements, public realm and landscaping will be an integrated, eclectic and visually engaging public space. The architectural treatments will be sympathetic to the surrounding urban context and respond accordingly to the abutting interfaces. The specific materials, style and building interface treatments will be confirmed during the planning permit application.

Each façade is treated individually with four dominant facades and corresponding architectural approaches: gateway corner, Link Road, Middleborough Road and the urban plaza. The façade study and architectural approach for the gateway corner, Link Road and Middleborough Road are outlined in Figures 22 and 3 overleaf. The architectural approach for the urban plaza is outlined in further detail in section 4.4 of this report, as well as in Figure 20 above. The urban plaza interface displays an increased variation in façade expression and materiality to create a diverse pedestrian experience, as well as achieving an intimate and human scale.

The architectural concept is based on the vision outlined in the Living Building Challenge, the world's most rigorous performance standard for buildings, and inspired by the multiple facets of the site's history and its natural, agricultural and industrial overlays, reflected in the following features:

- A generous roof structure over the market space with a structure reminiscent of trees provides a generous interior volume, reflecting a typology that is common to established market halls around Melbourne;
- The creation of smaller pavilions within the larger space to create visually interesting and appropriately scaled areas for retail activity, pedestrian movement and interaction;
- External and internal brick walls with variations such as perforated sections of wall and protruding bricks are used to provide three-dimensional effects and visual interest;
- An honest and natural materials palette with materials such as steel, brick, plywood and concrete to reinforce the industrial heritage of the site and reflect the approach to utilise non-toxic, locally sourced and recycled materials;
- South facing skylights which allow for access to natural light;
- Canopies and awnings along the urban plaza edge to provide shelter and shade whilst also contributing to the architectural composition of this façade; and
- Landscaping within the building and along the facades to create a connection between the internal and external environments.

4.8 Integrated Landscaping

Landscaping within and around the building is an integral feature of its design and a direct response to the Living Building Challenge imperatives. In particular:

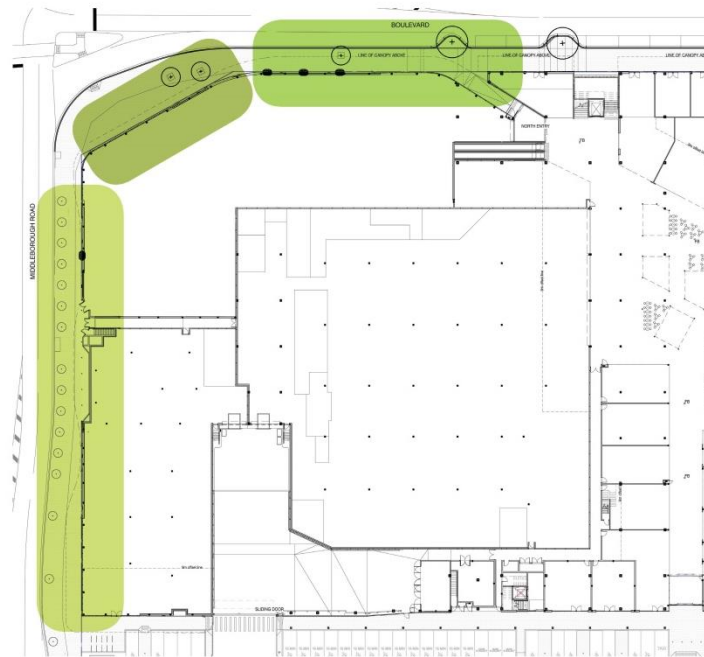
- All building landscape planters will allow for sufficient root area and depth to allow mature growth and planting longevity;
- Appropriate species will be selected during detail design to Council's satisfaction. Species selection will consider the location, design impact on the building, sustainability and aesthetic requirements and ability to prosper in the planted environment; and
- Access for regular maintenance and harvesting of plants will be considered during detail design and the preparation of landscape management plans will form part of future planning permit approval processes.

- gateway corner:

civic expression
/ height / centre
identity (display
productive green)
/ interaction with
streetscape

- Middleborough Road:

boulevard / textural and spatial
break / productive urban green /
streetscape interaction



- Link Road:

village / fine
grain / variety
(main street
expression')

Figure 22 Façade Study

- gateway corner:
civic expression
/ height / centre
identity (display
productive green)
/ interaction with
streetscape



- Middleborough Road:
boulevard / textural and
spatial break /
productive urban
green / streetscape
interaction



- Link Road:
village / fine
grain / variety
(main street
expression')



Note:

- All level 1 planted areas to be maintained from roof level access
- All roof level planters to have sufficient root area and depth to allow mature growth and planting longevity for selected species

Figure 23 Summary of Architectural Approach

5 CONCLUSION

The proposed retail centre at 78 Middleborough Road forms part of the broader mixed use development of the site as well as contributing to the range of activities provided in the Burwood Heights Activity Centre. The retail centre represents a significant opportunity for development of a mixed activity centre comprising retail, entertainment, service and open space activities.

The overall master plan for 78 Middleborough Road highlights this centre as a retail and social hub that allows space for social interaction and engagement. The centre is supported through a diverse mix of housing, catering for a variety of demographic and household types and fostering a strong and diverse local community.

The centre has been sited and designed in the context of the overarching design intent for the land and will be developed in accordance with specific built form objectives.