

THE VILLAGE RETAIL DEVELOPMENT – SILVERDALE NSW

ARCHITECTURAL DESIGN STATEMENT

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1. CONCEPT OVERVIEW - VISION

The vision is to create a contemporary retail development for Silverdale which will enhance and contribute not only to economic activity of the local district but provide a community hub and meeting place for the local residents. With the inclusion of an open air Town Square the centre could become the focal point for the community not only in terms of fulfilling the retail needs but providing a place for entertainment and social activities not currently catered for in the Silverdale area.

The location surrounded by residential housing and small agricultural allotments is perfect for the kind of development that would be a real “people –place” while also fulfilling the weekly shopping needs of the local community.

The combination of both internal mall retail shops and external retail brings a broad variety of retail offers that a multi faceted design can facilitate.

2. PLANNING

The proposal comprises a total of 9,495m² of retail and commercial development over 2 stages predominantly on a single level with 2 anchor tenants (a 3,500m² supermarket and 1,500m² Discount Department Store), a variety of specialty shops in an enclosed air conditioned mall and external active frontages to the on grade car park and Town Square.

The existing service station and most of the existing retail will be retained and incorporated into the overall development.

All customer car parking is provided on grade in front of the centre and an undercroft level below the stage 2 area whilst all loading facilities are provided behind the majors and retail shops, thus segregating customer and loading traffic.

3 ACCESS

The Village Retail development has been designed to provide easy, convenient access for customers coming by private cars, the local bus service and community buses. Vehicular ingress and egress to the development will be from Silverdale Road, and planned in such a way as to segregate the parking access to the retail components from service vehicle traffic with the only shared road being the southern entry driveway.

4. PARKING

The 480 space customer car park is designed to meet the latest Australian Standards for retail car parks, namely 5.4 metre deep x 2.6 metre wide parking bays accessed via 6.6 metre wide aisles. There will be shopping trolley corrals placed conveniently throughout the car park. Extensive landscaping in the form of mature trees have been provided to provide adequate shade to the car park during summer months.

Accessible (disabled) parking has been provided to exceed Australian standards and all located around both points of entry into the shopping centre.

5 RETAIL

As stated previously, the retail is designed predominantly to be anchored by the Supermarket and Discount Department Store.

The internal retail shops are designed to be accessed off the air conditioned mall leading from the Town Square main entry and a second entry from the car park halfway along the mall.

Internal retail shops will comprise a variety of fresh food shops and general convenience retail tenancies with external food and beverage outlets and service type outlets such as banking etc. fronting the Town Square and the customer car park.

The mall will be provided with south east facing glazed clerestory windows for access to natural light along the entire mall with feature roof light strips.

The external retail tenancies fronting onto the Town Square and customer car park will present an active frontage along the maximum frontage of the centre to Silverdale Road.

There is planned to be a variety of al fresco cafes surrounding the Town Square which will form the nucleus of the food and beverage outlets for the centre. These cafes will be highly visible from Silverdale Road.

6 EXTERNAL PRESENTATION

The façades are architecturally designed to present a fresh, clean contemporary Australian language of overhanging roof forms with a light and earthy palette of colours utilised. The massing of the centre as presented to the street frontages will be broken down in form to give the impression of a series of structures with the town square and second entry providing a visual break between the structures.

Active retail via glazed shopfront is the predominant element of the facades to Silverdale Road which is the main frontage for public presentation.

The side wall of the supermarket is the only blank wall presented to the

There could be references to the local context of waterways and forests in the building forms and external palette of materials exuding warm earthy textures using painted and textured masonry and some timber elements to the town square canopy reflecting its bushland setting and the overarching rural ambience and lifestyle.

The roof forms will be clean pitched overhanging forms and designed so that all mechanical plant will be screened from the street frontages. A central design element is the provision of split level ridges to accommodate clerestory windows in order to provide natural lighting to the central retail spine.

7 TOWN SQUARE

A predominant feature of this development is the provision of a Town Square designed to be an external focal point for the community. It is intended that it will be semi- covered with a “translucent” clad weather protection structure giving an extensive area for al fresco dining opportunities as well as being a safe and comfortable meeting place for locals and shoppers.

There are also opportunities within the town square for exhibitions, performances and displays of a wide variety of activities and sources, form local school and community groups to entertainers and artists.

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Architects

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