

# Cowper St - Granville

## DESIGN STATEMENT

14-38 Cowper St, 21-41 East St & 5-5A Rowell St  
Granville, NSW, 2142

August 2016





View from  
Granville Station



View from  
Cowper & Rowell  
Street Corner





View down  
Cowper Street





# SITE ANALYSIS

Micro & Macro Views



14-38 Cowper Street is located south of Parramatta road, with ex-cel-lent connection to primary transport interchanges at Granville train station.

The site has three street frontages, to Cowper Street, East Street and Rowell Street.

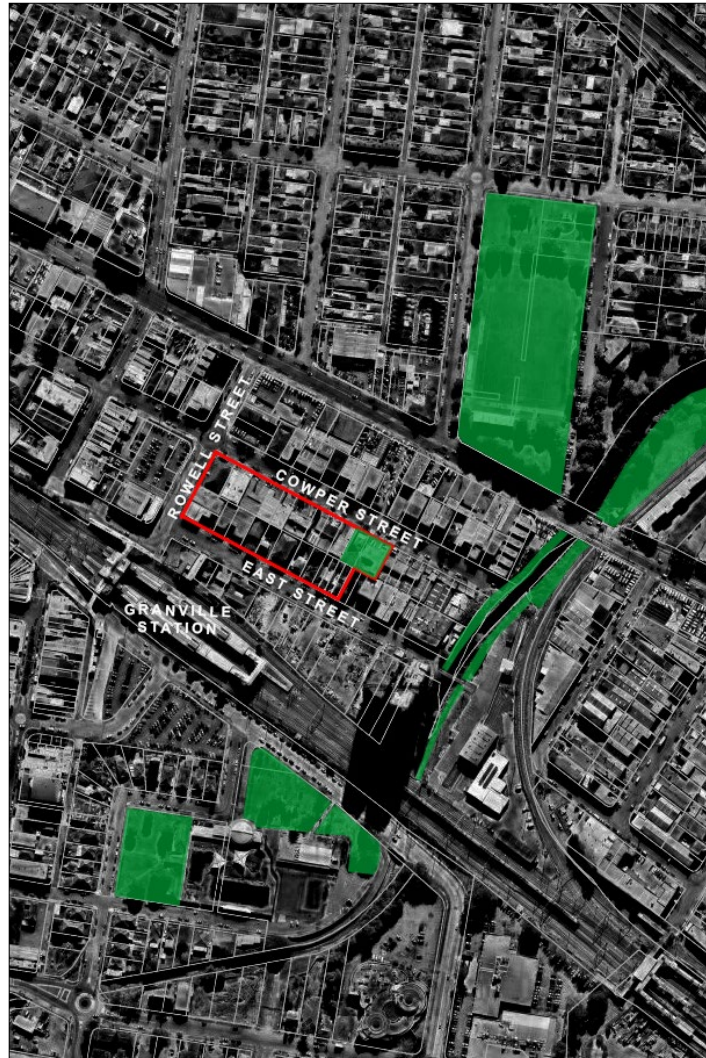
The site provides a unique opportunity for a significant develop-ment that can contribute greatly to the future character of the precinct.

The opportunity exists to provide a large scale residential and retail development with an active podium design with active retail uses at ground level as well as a significant public green space and the restoration of a heritage item all within close proximity to the Granville railway station.



# CONTEXT ANALYSIS

Green/Heritage/Transport/Views



**Green Spaces**

The site benefits from being within easy walking distance to green spaces including Granville Me-morial park on south and Garside Park on north.



**Hertiage**

This site includes a heritage house which is proposed to be restored and incorporated into the development.



**Transport**

The site benefits from being within close proximity to Granville train station and bus stops.



**View Corridors**

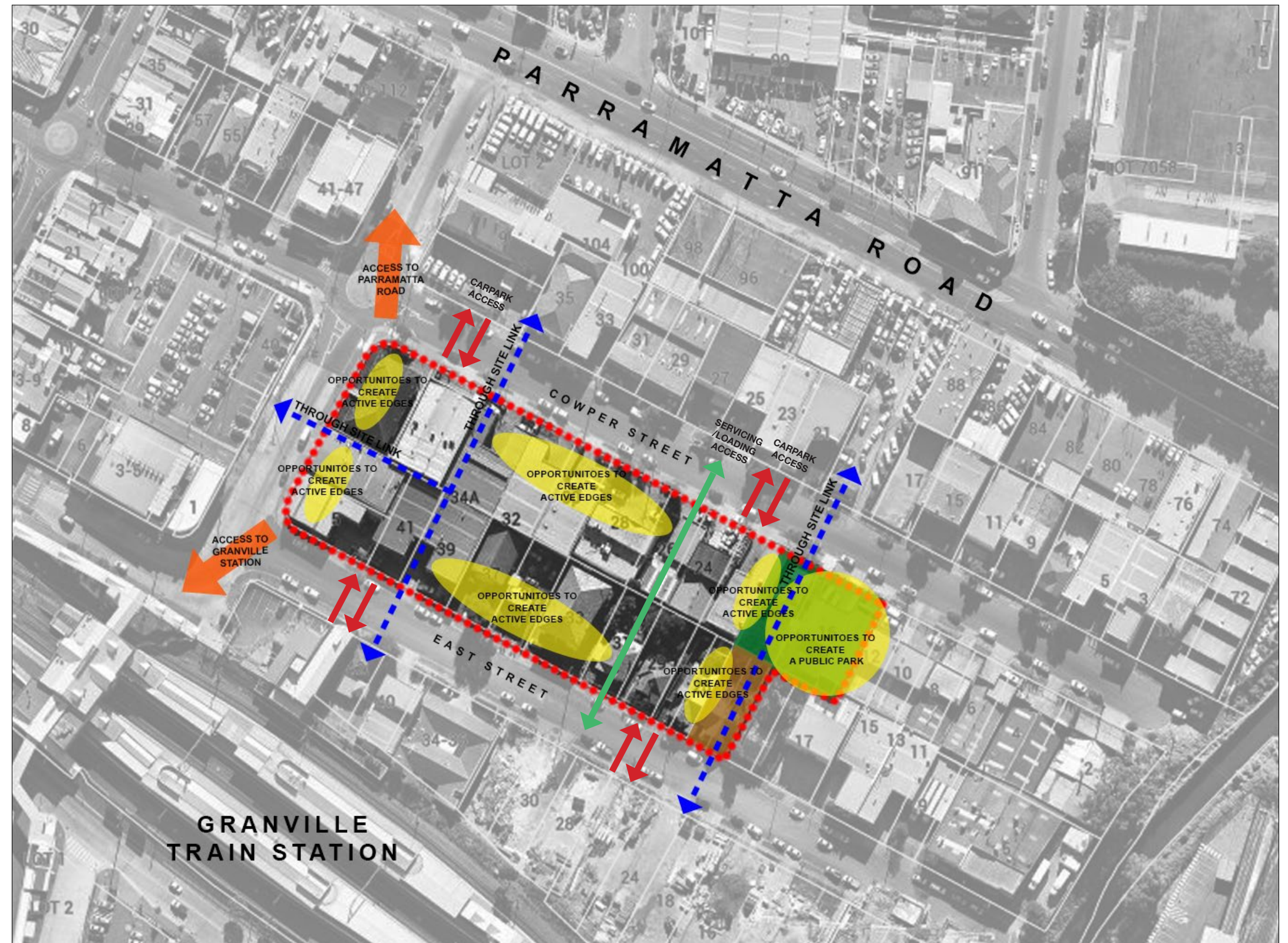
High rise view corridors from the building.



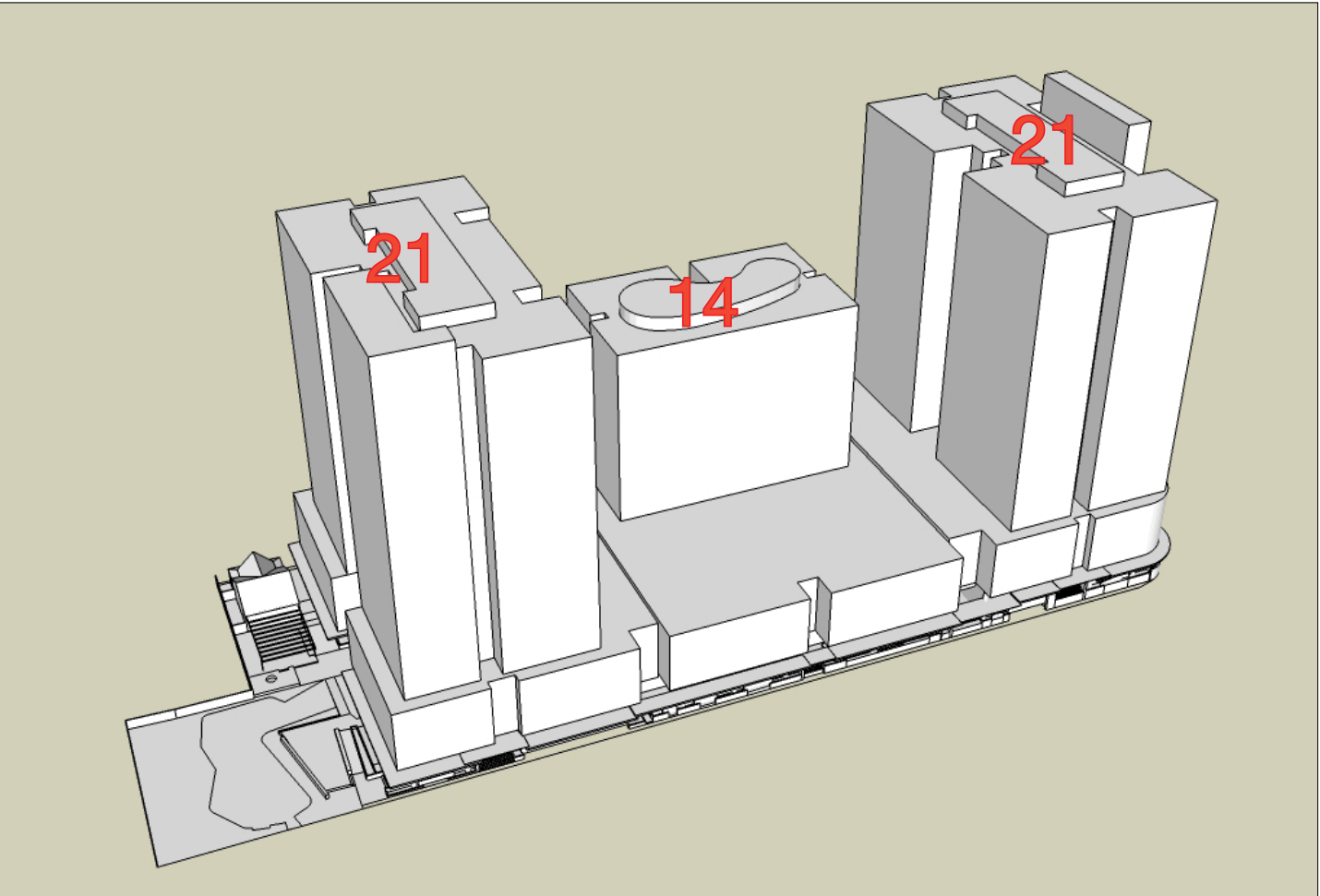
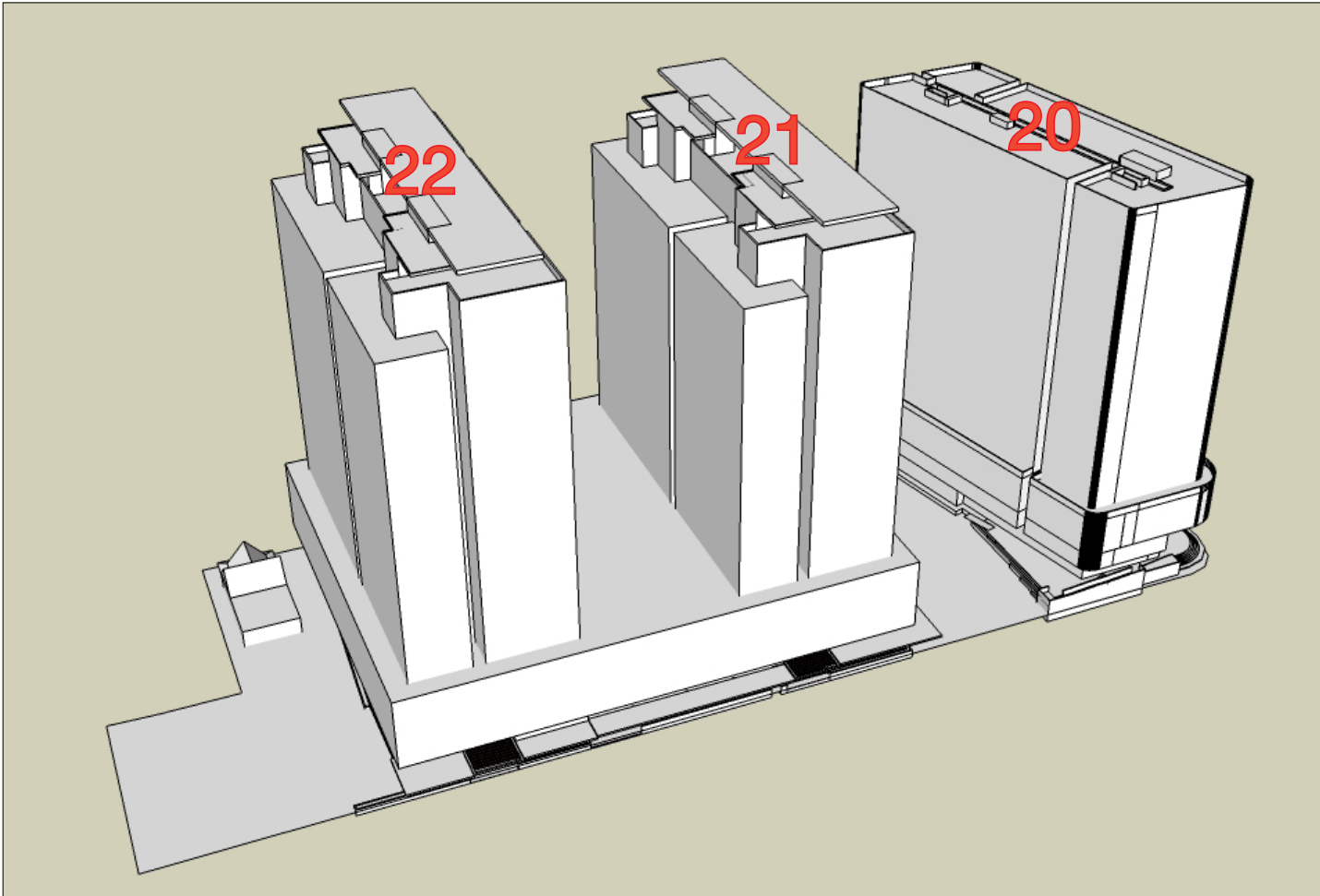
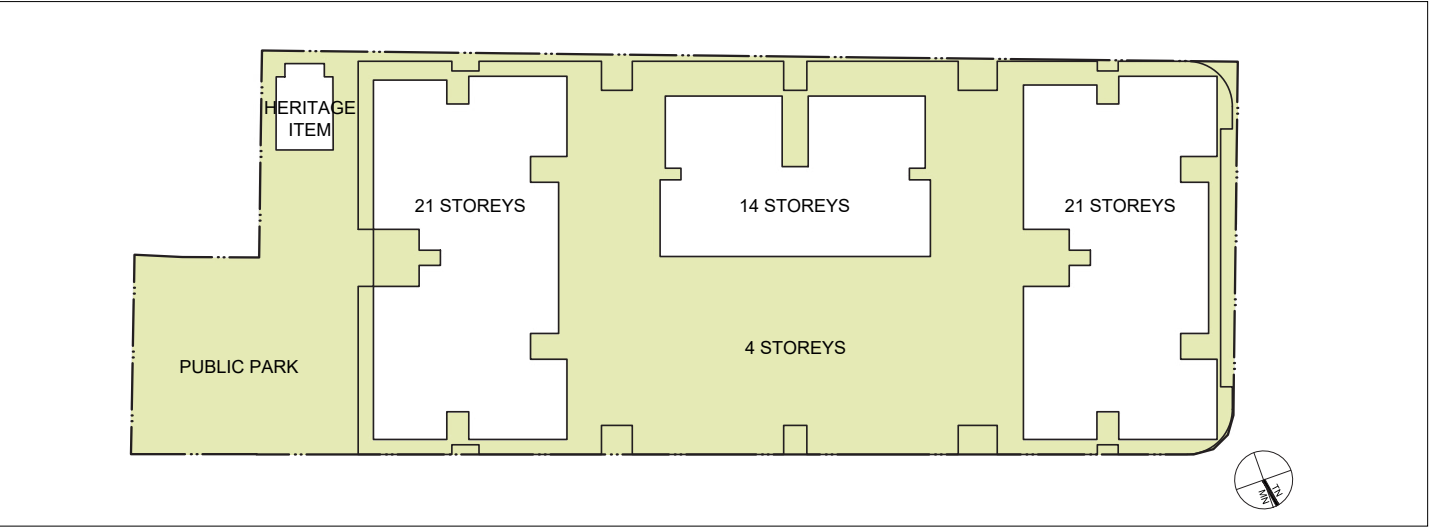
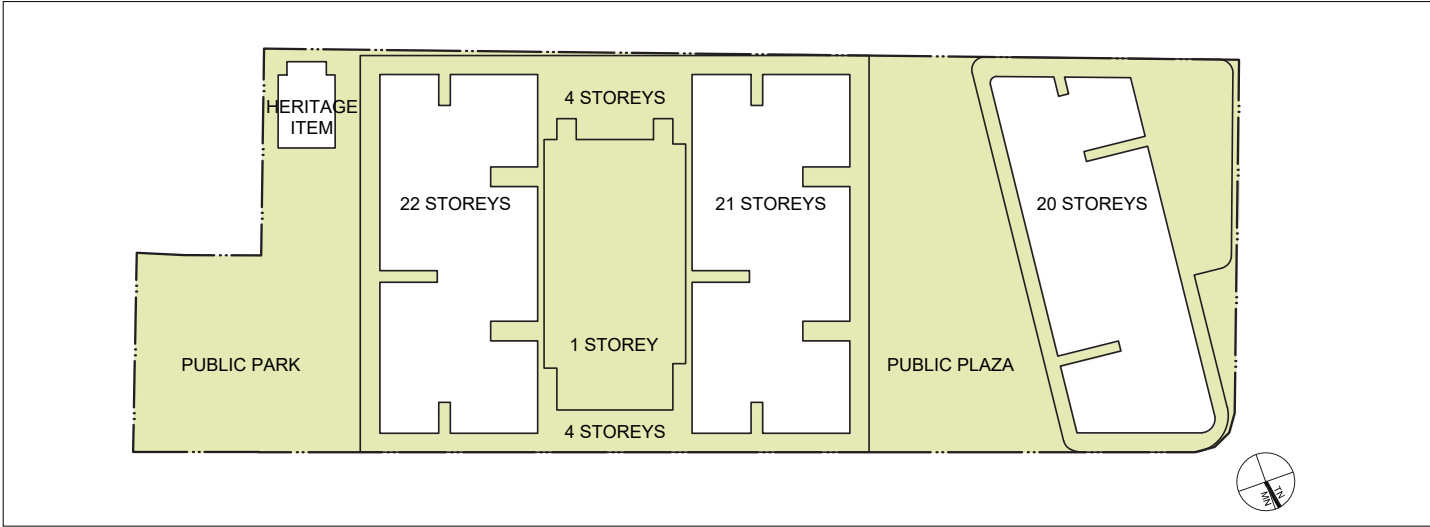
# SITE OPPORTUNITIES

**The site offers a great opportunity for a high quality mixed use development exploiting its location as an area of unique character on Cowper Street in walking distance to Parramatta road and Granville train station.**

**The development will integrate well into the precinct and will improve the amenity of the precinct by opening up new public routes, providing new public spaces as well as enhancing the character of its immediate surroundings.**







Original DA – 2015

Amended DA – 2016



# FACADE STUDIES

Facade development



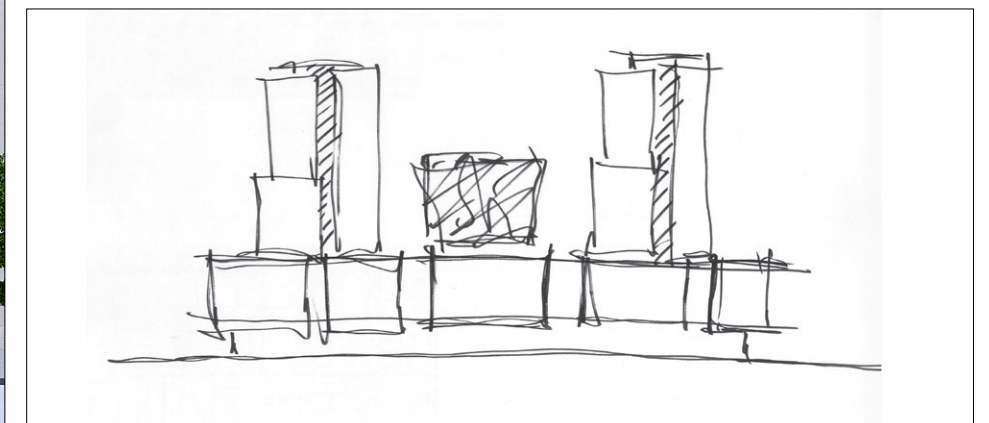
The main character of the facade is determined by a simple contemporary architectural language. The buildings will be seen from each side and from a distance, so it was important for us to create a building with a strong visual identity of large elements that can be viewed from distance.

A strong and purposeful facade design is proposed for the look of the new development. Design elements are repeated through the whole concept of the building to give a common and consistent overall theme, but with variation and focus in different areas of the design.

The podium forms the base for the three towers and has been broken down in a series of parts to create a village street effect.

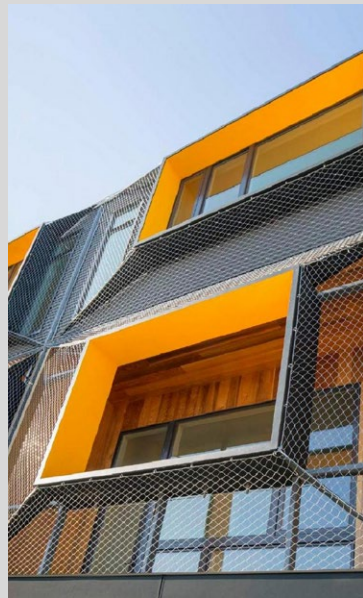
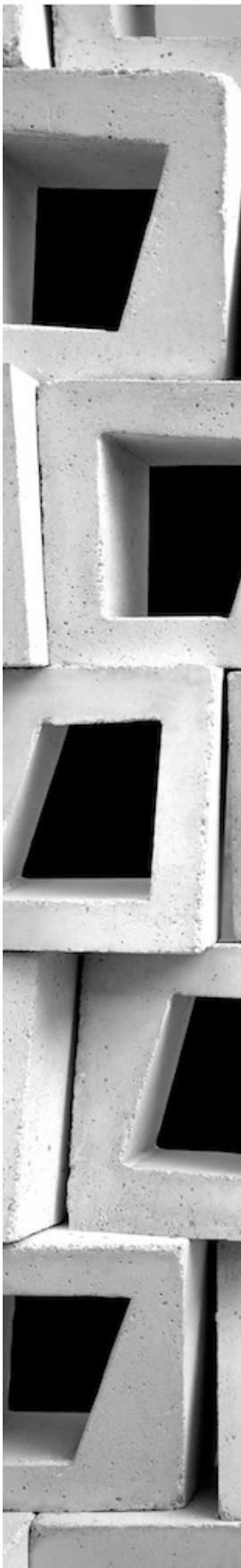
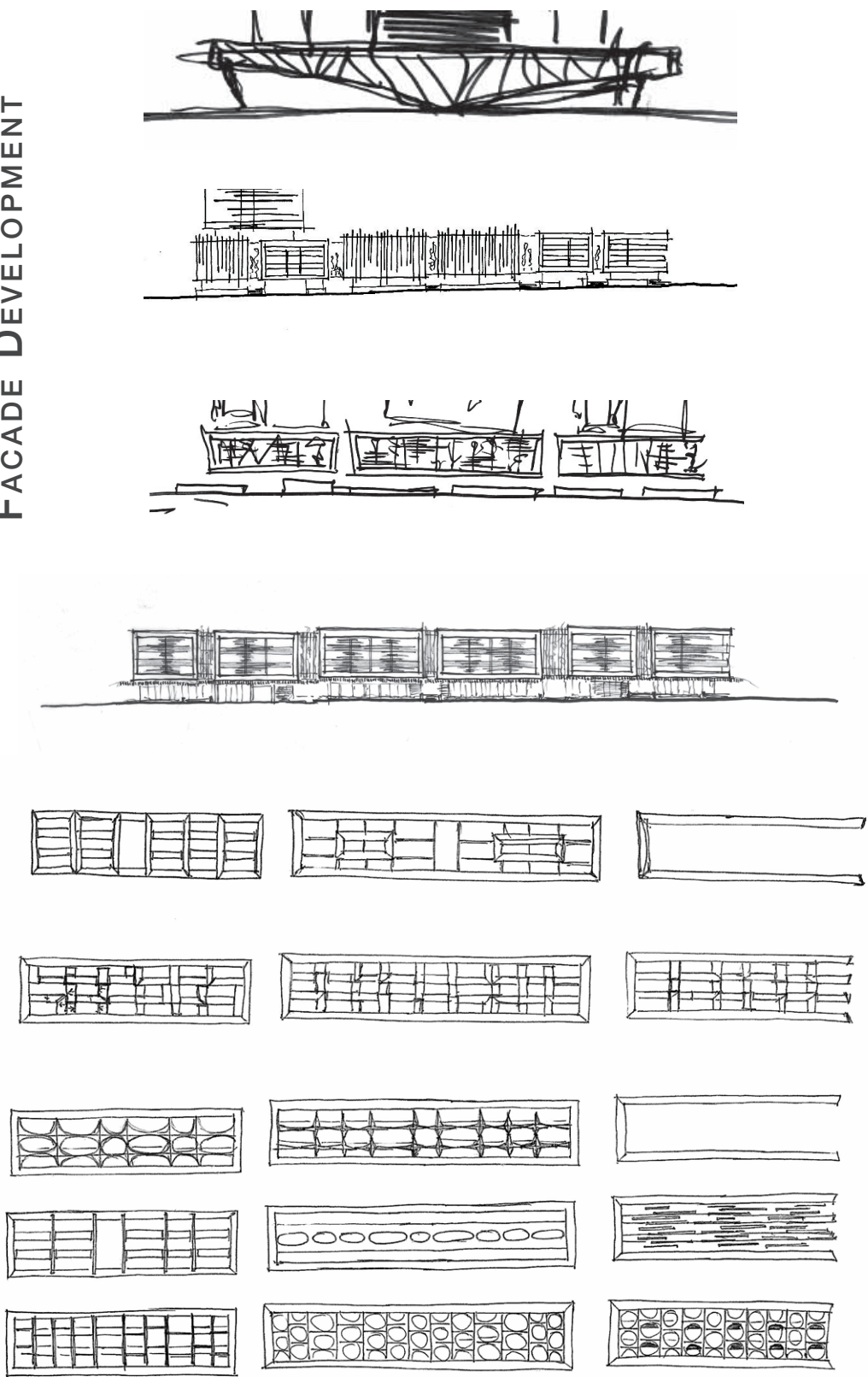
Two strong towers anchor the eastern and western frontages to the development. The middle tower is highlighted as it's own sculptural piece. to contrast against the taller east and west towers.

Prefabricated design elements are the basic idea for the design of the facade. It will help to reduce the construction time and material costs.





FACADE DEVELOPMENT



CHARACTER



The facade of the podium is defined by using different design treatments along with small scale elements and distinct recesses between facade elements to break down the scale of the streetscape, provide interest and variation in order to create an ambiance of a traditional village streetscape.

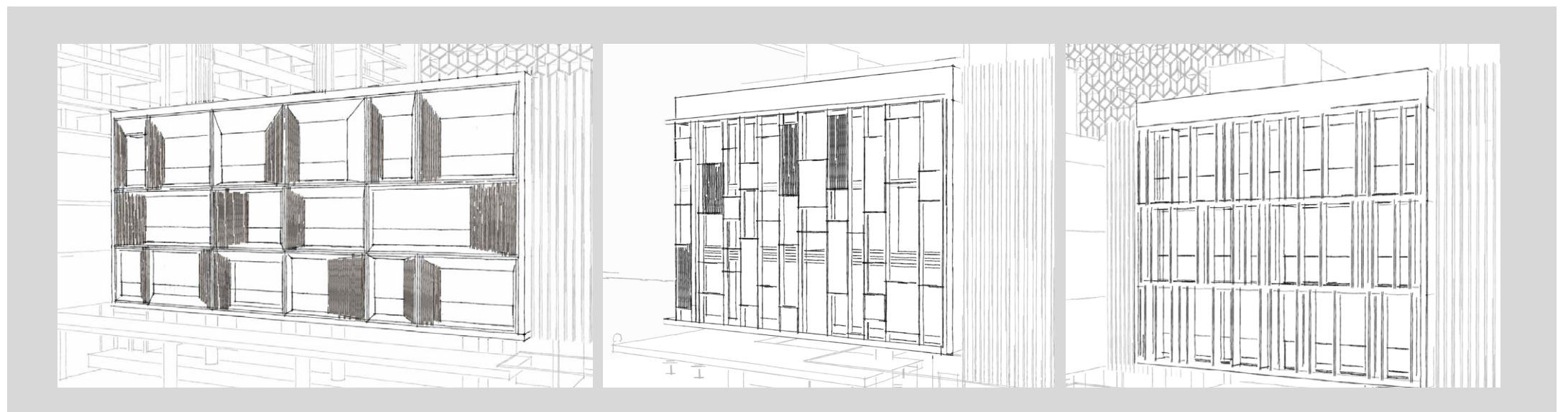
Design elements are repeated in certain parts of the podium to create a harmonious and consistent design language.

The podium is set-back at the ground floor to give the podium a floating character and also resolve the complex flooding levels and disabled access requirements.

The setback interacts with the pedestrian area to create a attractive and positive spaces to the new streetscape.

Frontages at the street level are created with a friendly open character by using open glazed shop fronts and warm materials.

Three different main facade designs are used for the podium design. The variety refers to each tower as well as a repetition of elements which were used in the primary towers.







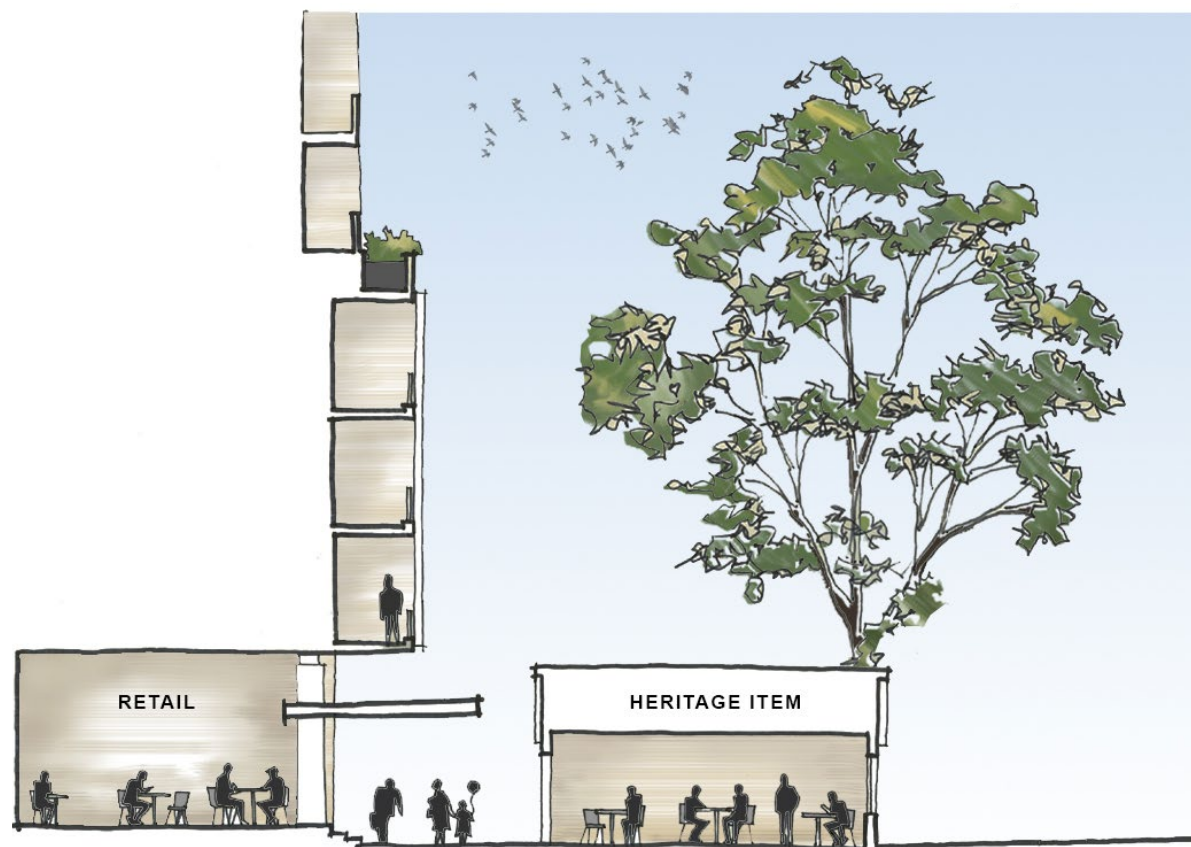
Podium Design and thru site link





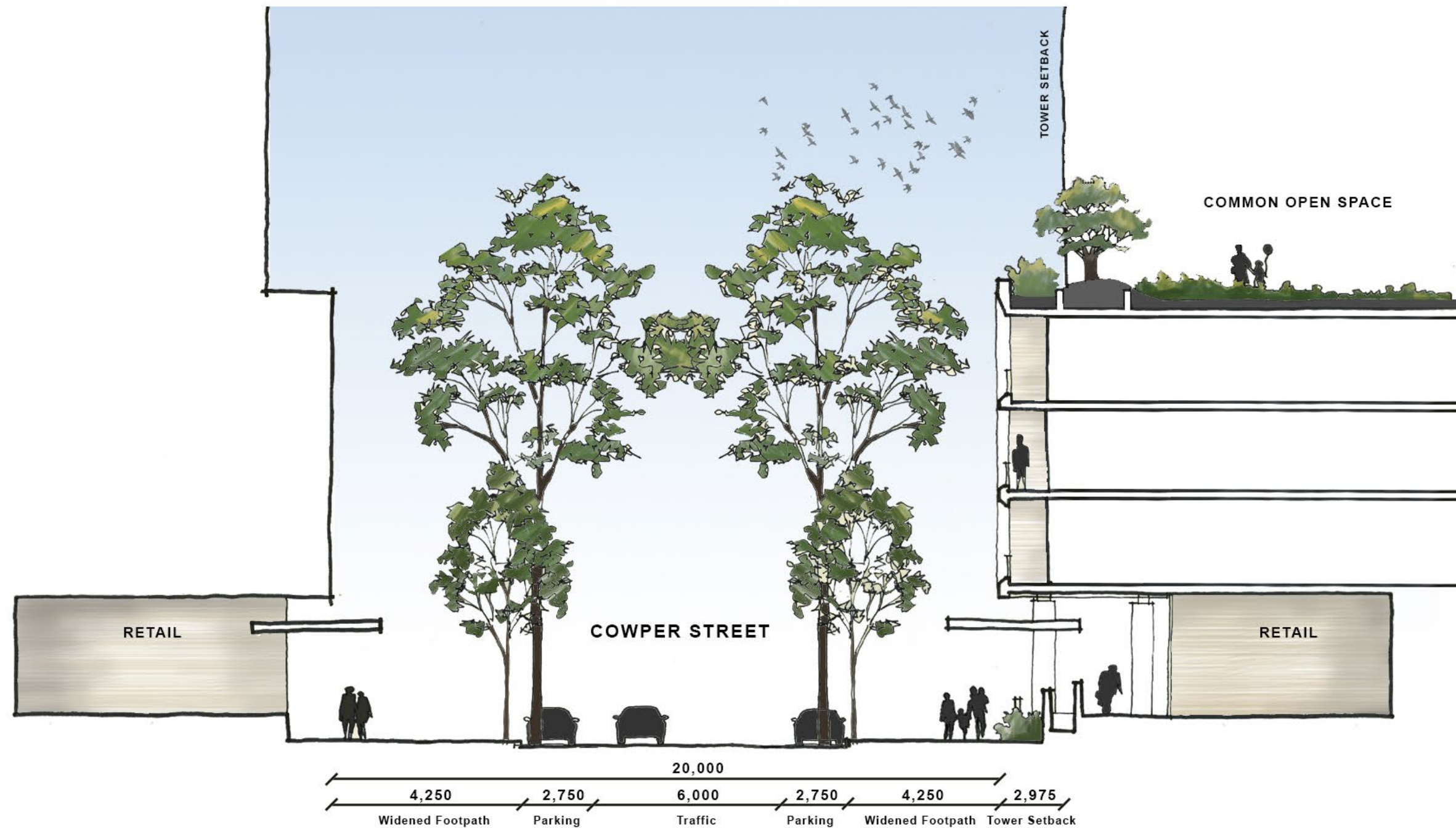
Activation of new public park





Activation of heritage item

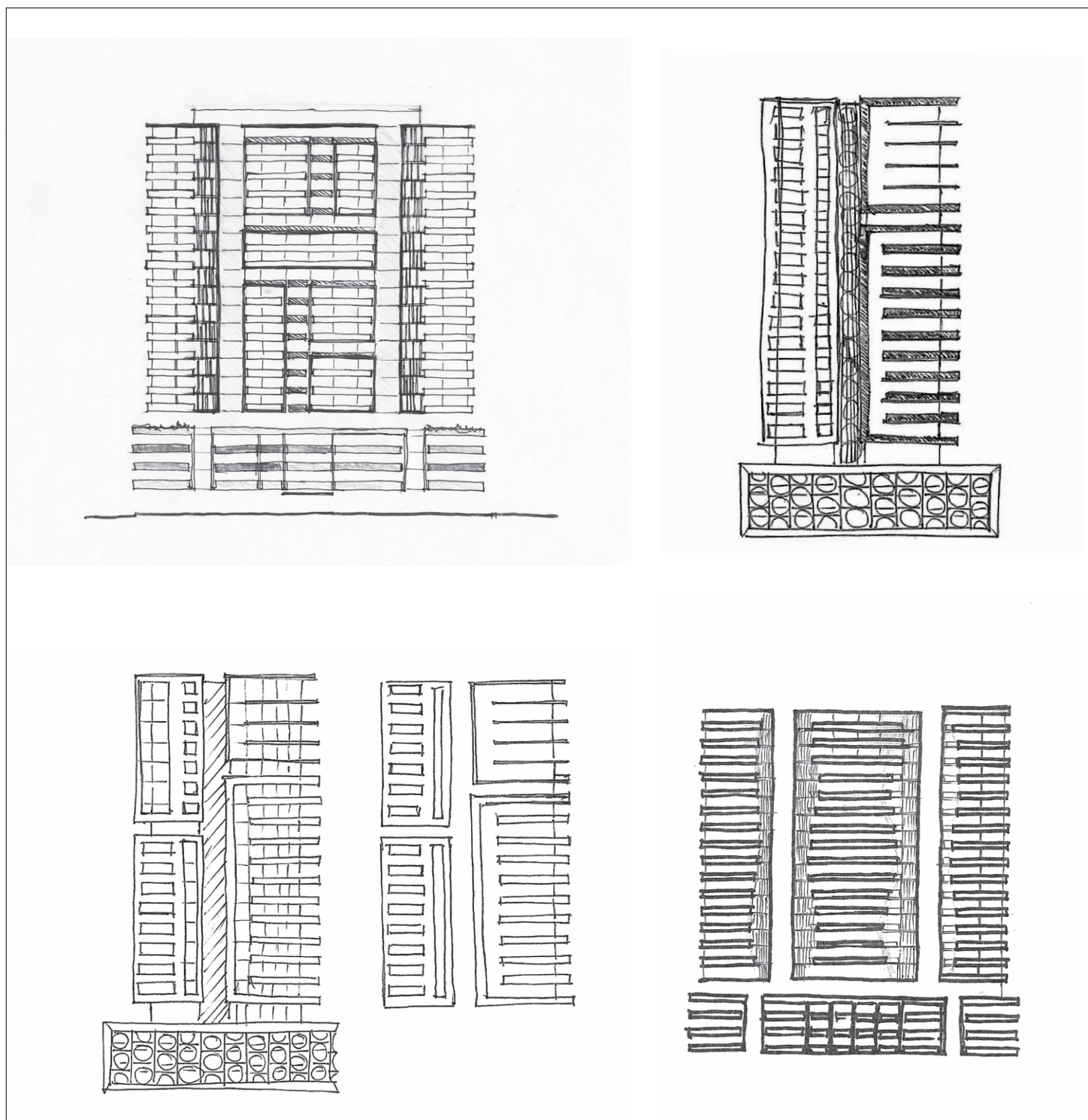






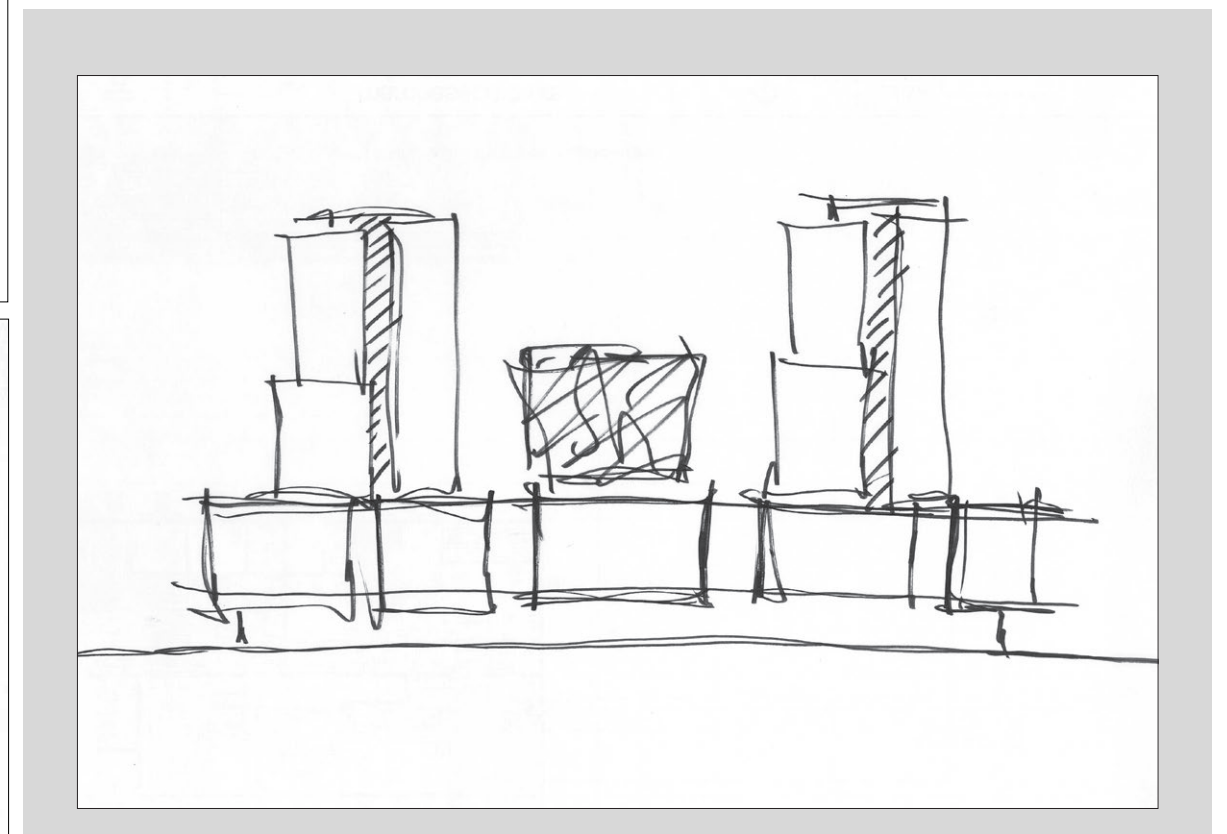
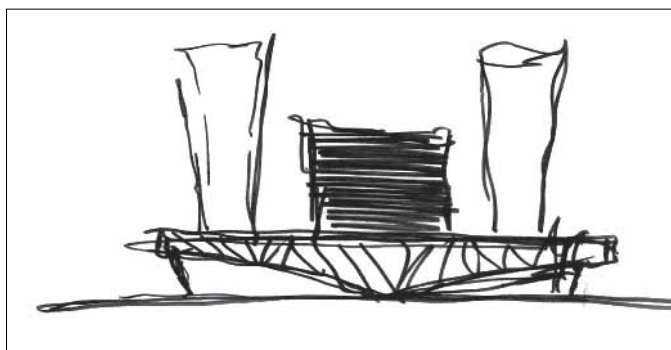
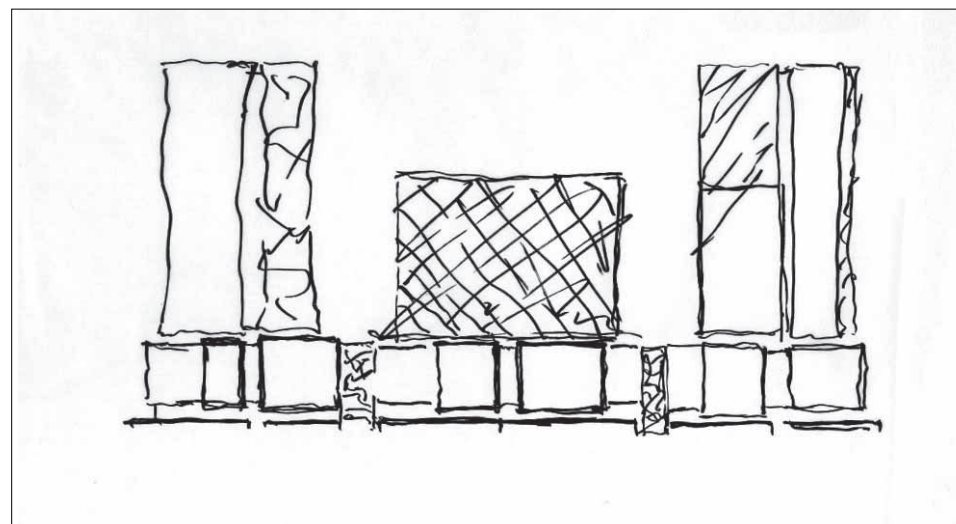
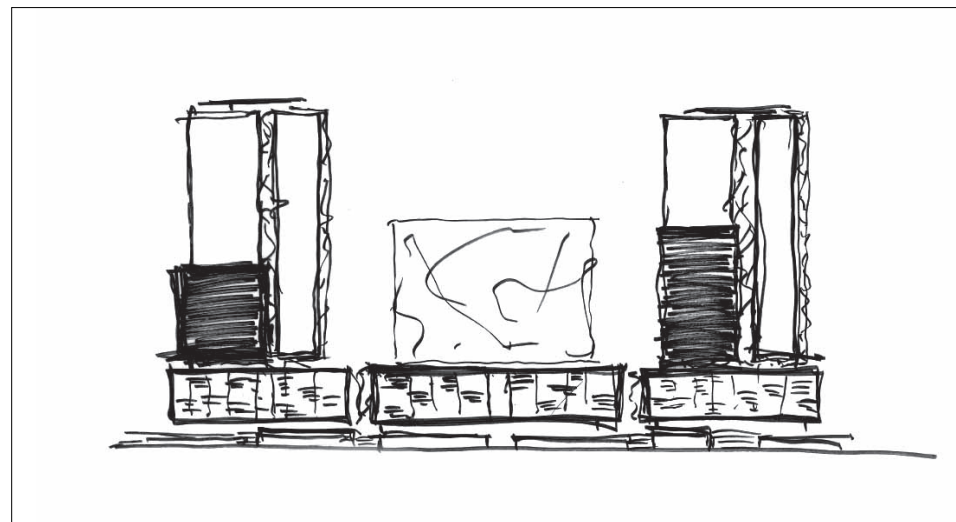
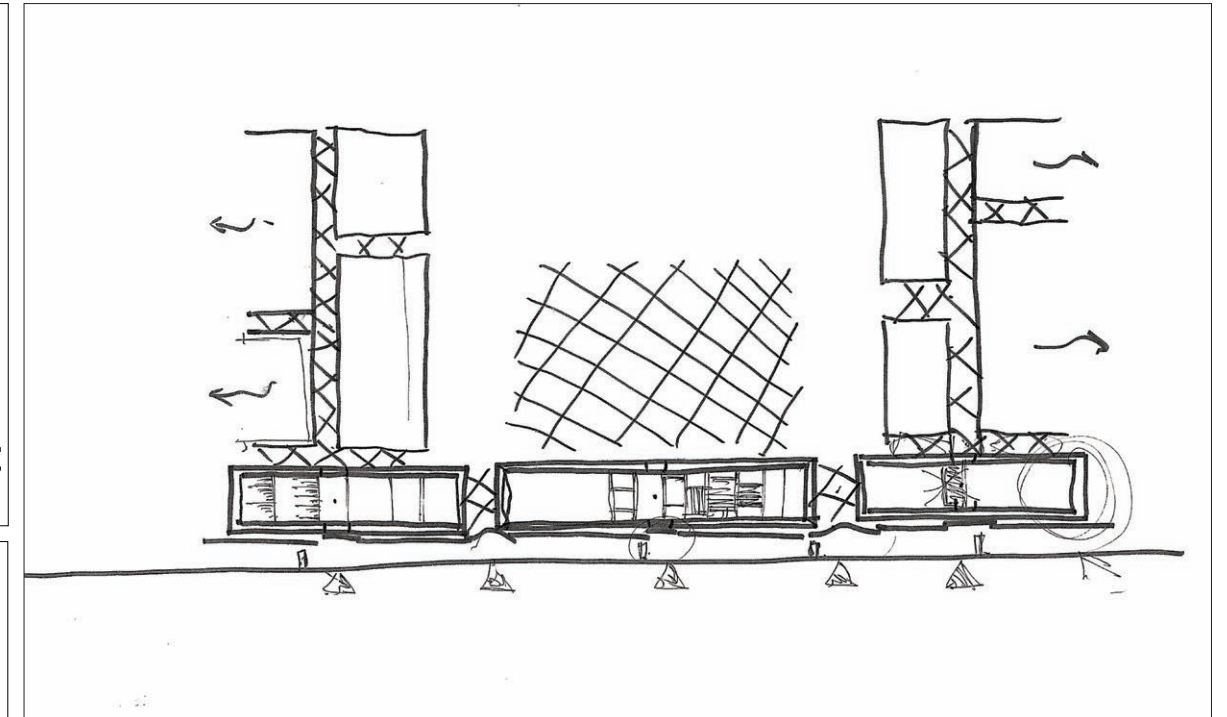






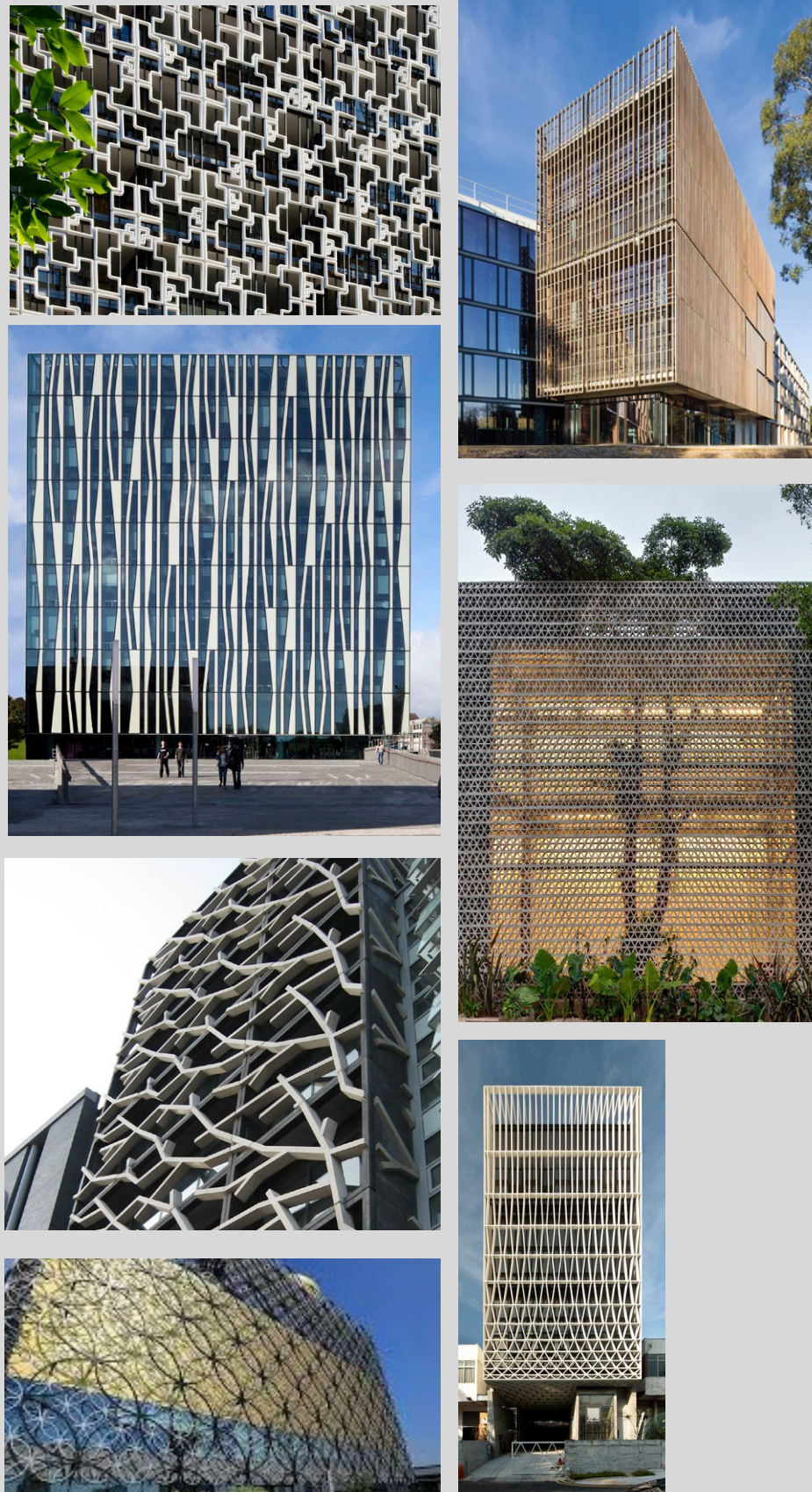
On the basis of the size of the building in relation to its existing surroundings, and future developments, it is important to break down the main tower facades into separate components to reduce the perceived scale of the building and also make the building strong and legible when viewed from distance.







CHARACTER



Tower B has been conceptualised as a “sculpture” in a park to help provide a visual experience for the surrounding apartments that overlook this tower..

A second skin in the form of a screen has been applied to create an enveloping singular sculptural aesthetic. Projections and returns disappear behind the screen and provides a uniform appearance. For the tower a geometric form defines the mesh which allows a view to the timber balustrades behind.

A pop out frame is inserted into facade on the north side of the tower.

