

marchesepartners

03 April 2017

ARCHITECTURAL DESIGN STATEMENT

Prepared to accompany a DA application to Campbelltown City Council

PROPOSED MIXED USE DEVELOPMENT AT 263 QUEEN STREET CAMPBELLTOWN

Dear Sir or Madam

RE: DESIGN STATEMENT FOR PROPOSED MIXED USE DEVELOPMENT AT 263 QUEEN STREET CAMPBELLTOWN.

KEY DESIGN PARAMETERS AND GOALS

In providing the proposed concept for the development, the following items were identified as key design parameters and goals guiding the design response;

1. Responding generally to the Campbelltown City Council LEP Controls and the intent of the DCP Guidelines.
2. To deliver high quality residential dwellings that include a mix of housing types and that respond to clear gaps in the Sydney market.
3. To produce a built form layout that positively responds to the site's setting and context and provides a product that is attractive to the future population of the Campbelltown.
4. To achieve a superior design, built form, and amenity (internal and surrounding) outcome for this site.
5. To deliver a flagship outcome for the Campbelltown LGA that will offer a diversity of housing product to meet the local and future community's needs.
6. Incorporating a design aesthetic that recognises the sites unique characteristics in terms of its setting, size and retaining the existing heritage item that addresses the street..
7. Maximising the number of dwellings with northern sunlight exposure and northern views
8. Sensitively incorporating the provision of car parking within the design.
9. Creating varied and functional areas of high quality communal outdoor open space that incorporates the existing heritage item for residents to enjoy.

Any non-compliance outlined in the accompanying documentation is presented to the planning authority for consideration of the overall merits of the proposal given the unique site characteristics, opportunities and constraints of this development.

THE PROPOSAL

The proposal is to create a high quality development of 101 apartments & 9 commercial units and retail space that will provide housing options for residents wishing to live in Campbelltown. The proposal provides for the

Marchese Partners International Pty Ltd
L1, 53 Walker St North Sydney
NSW 2060 Australia
Correspondence:
PO Box 188 North Sydney NSW 2060
Ph: 02 9922 4375
Fx: 02 9929 5786
E: info@marchesepartners.com.au
ABN 20 098 552 151

www.marchesepartners.com.au

Principals

Eugene Marchese b.arch (hons) RAlA (5976)
Steve Zappia b.arch (hons) RAlA (6535)

Office Principals

Frank Ehrenberg b.arch (hons) - Brisbane
Jon Voller b.arch - Brisbane
Anthony DelDuca b.arch - Melbourne
Pav Dunski ba app sc/ba arch (hons) - Canberra
Scott Colegate b.arch RAlA - Adelaide
Stewart Dean b.arch - London
Blair Keenan - Auckland
Siddharth Mansukhani b.arch - Kuala Lumpur

Sydney • Brisbane • Canberra • Melbourne • Adelaide • Perth • Kuala Lumpur • Auckland • London

Senior Associates

Paolo Salotto b.arch
Boris Aguilair b.arch
Axel Klein m.arch
Bruno R.Gallacé b.arch RAlA RIBA
Enrique Blanco de Cordova m.arch
Murray Stewart b.arch bas
Simon Johnson b.des (hons)

Associates

Peter McMillan
Peter Sinn

future growth of Campbelltown that defines it a major city hub of Sydney. Access to the site will be via Queen Street.

The Proposed multi unit building incorporates the existing heritage item & enhances its qualities via attracting residents / public to a vibrant commercial precinct on ground level. This vibrant atmosphere is of benefit to the heritage item, which currently services as an existing commercial component on this site. In order to maintain minimal impact on this heritage building, the proposed building is set back 19 meters from the rear of this heritage item. A proposed new retail extension to the rear of this building along with public designed landscaping on grade will revitalise the space & transform it into a lively pedestrian thoroughfare.

In order to uphold and enhance the future growth of the Campbelltown precinct, the height of the proposed building is exceeding the required LEP maximum height of 10 storeys' and allowing for an 21 storey development. It is envisaged that the additional height is aligning with the proposed future growth of the area defining it as a major city hub within Sydney. In addition to this, the proposed increased density will serve in providing additional retail & residential living options for residents wishing to reside within the area of Campbelltown.

A mix of apartment types ranging from entry level one bedroom to larger three bedroom units with study spaces is provided to accommodate a range of household types and support the needs of the current and future community. The apartment buildings have been sited and planned in order to maximise the number of dwellings with a northern orientation (maximising views and northern sunlight). The form of the apartment buildings has been highly articulated with visual interest of the building forms through varying balcony forms and shapes.

The overall design of apartments and landscape areas will achieve a contemporary aesthetic through a selected palette of materials, textures, and colours while providing a flagship for Campbelltown in its growth as a city hub

AESTHETICS

A concise palette of materials has been carefully selected and implemented creating a warm tactile contemporary building sympathetic to the existing heritage item located to the street. The facades are articulated to break up the form and massing achieving a humanistic scale.

The overall design of both the building and garden will achieve a contemporary aesthetic through a selected palette of materials, shapes, textures, and colours whilst also proposing a scale that aligns with the proposed future growth of the sites area & that of the adjacent surrounding future developments.



EUGENE MARCHESE
Marchese Partners Architects
Principal
Reg.NSW 5976