

7 - FACADE TYPES

Design

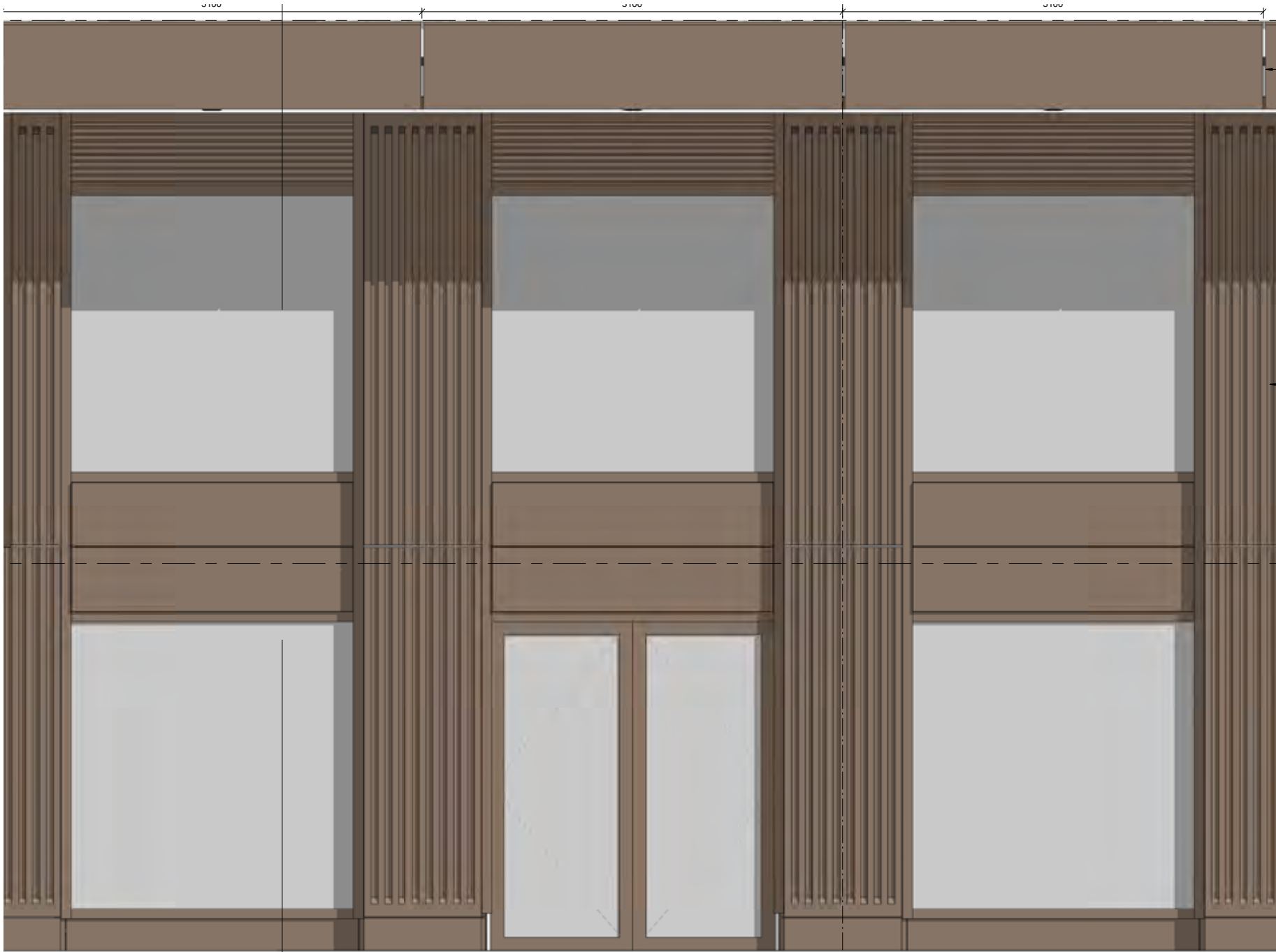
The two buildings share a common architectural language at ground and mezzanine floor. The typical condition (facade type 01) consists of large format shop front glazing separated by bronze coloured piers which run full height across the lower two floors.

At key points around both buildings the facade changes (facade type 02) to a more transparent design, with large format glazing separated by 150mm deep vertical and horizontal fins. This cladding either runs full height across the GF & MZ or highlights the cantilevers at MZ level.

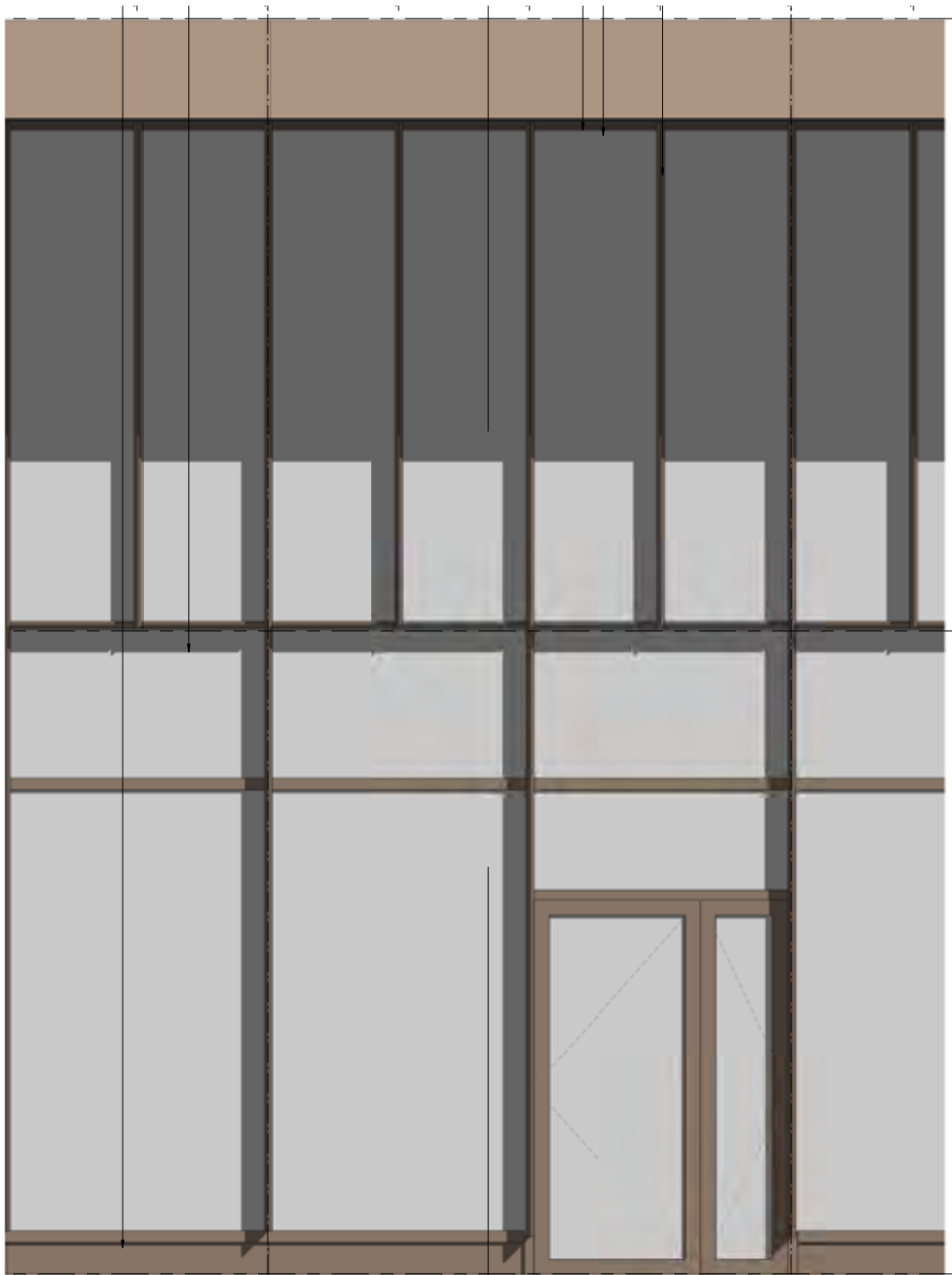
A canopy runs around the full perimeter of each building providing weather protection to the public and marking the transition into the residential floors above.

Bespoke Approach

In comparison to the retail units in the commercial buildings there is a greater level of variation in the façades of these buildings. Given this, a bespoke approach has been taken in this strategy whereby each unit has been assessed to understand opportunities and challenges, with the signage strategy responding to this.

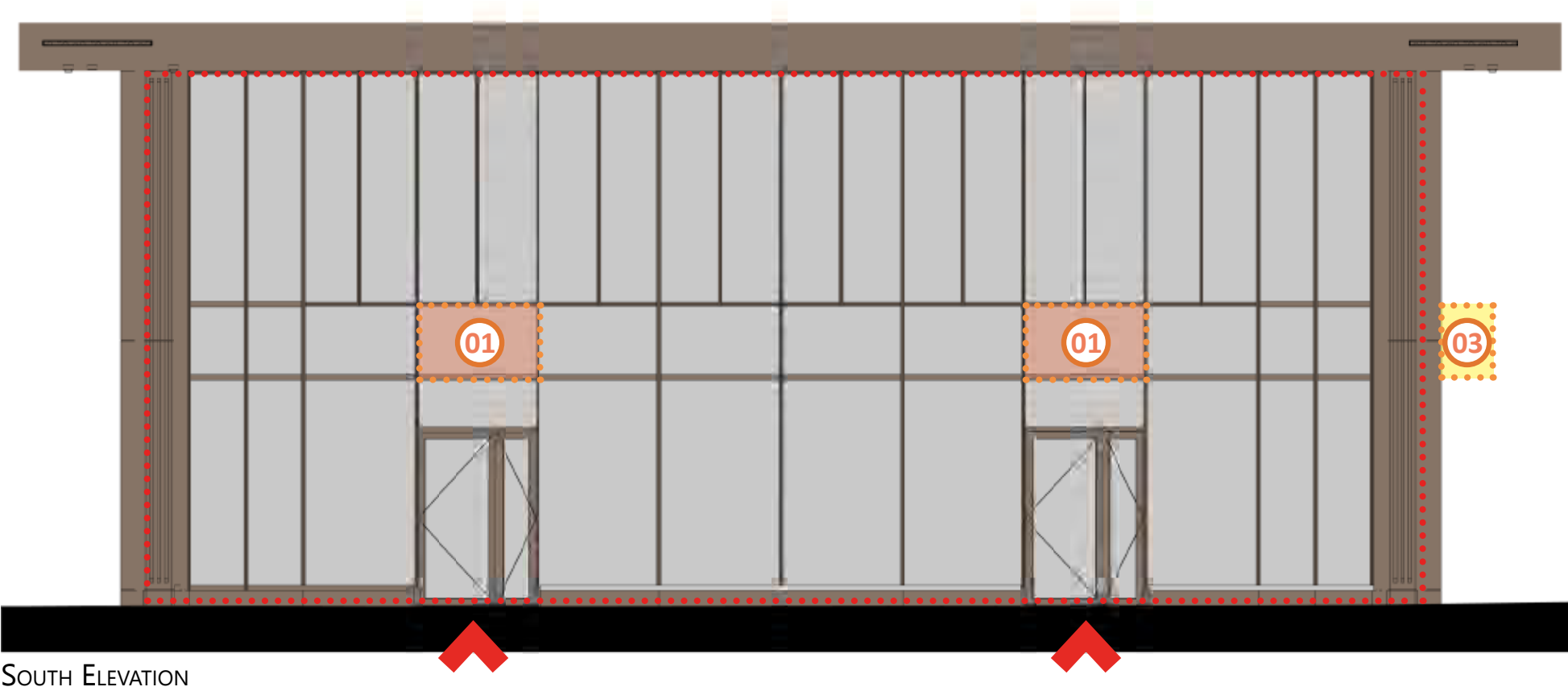
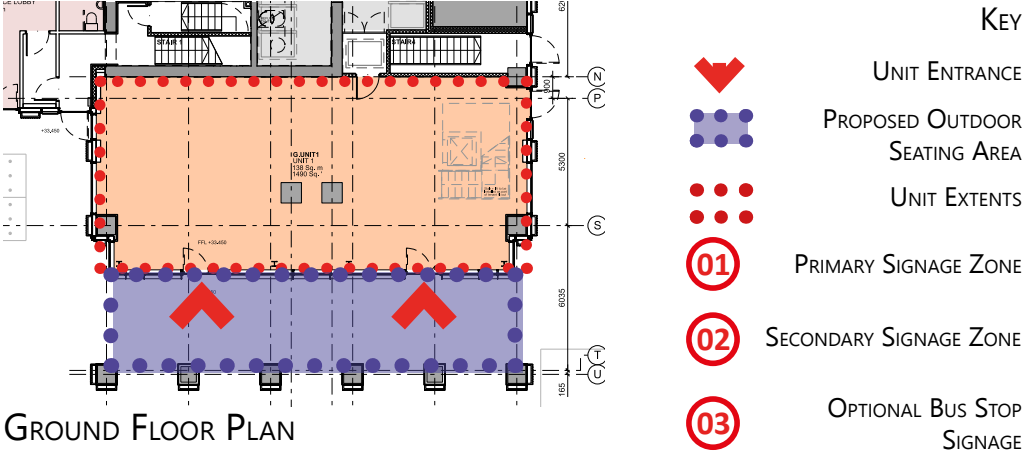


FACADE TYPE 01



FACADE TYPE 02

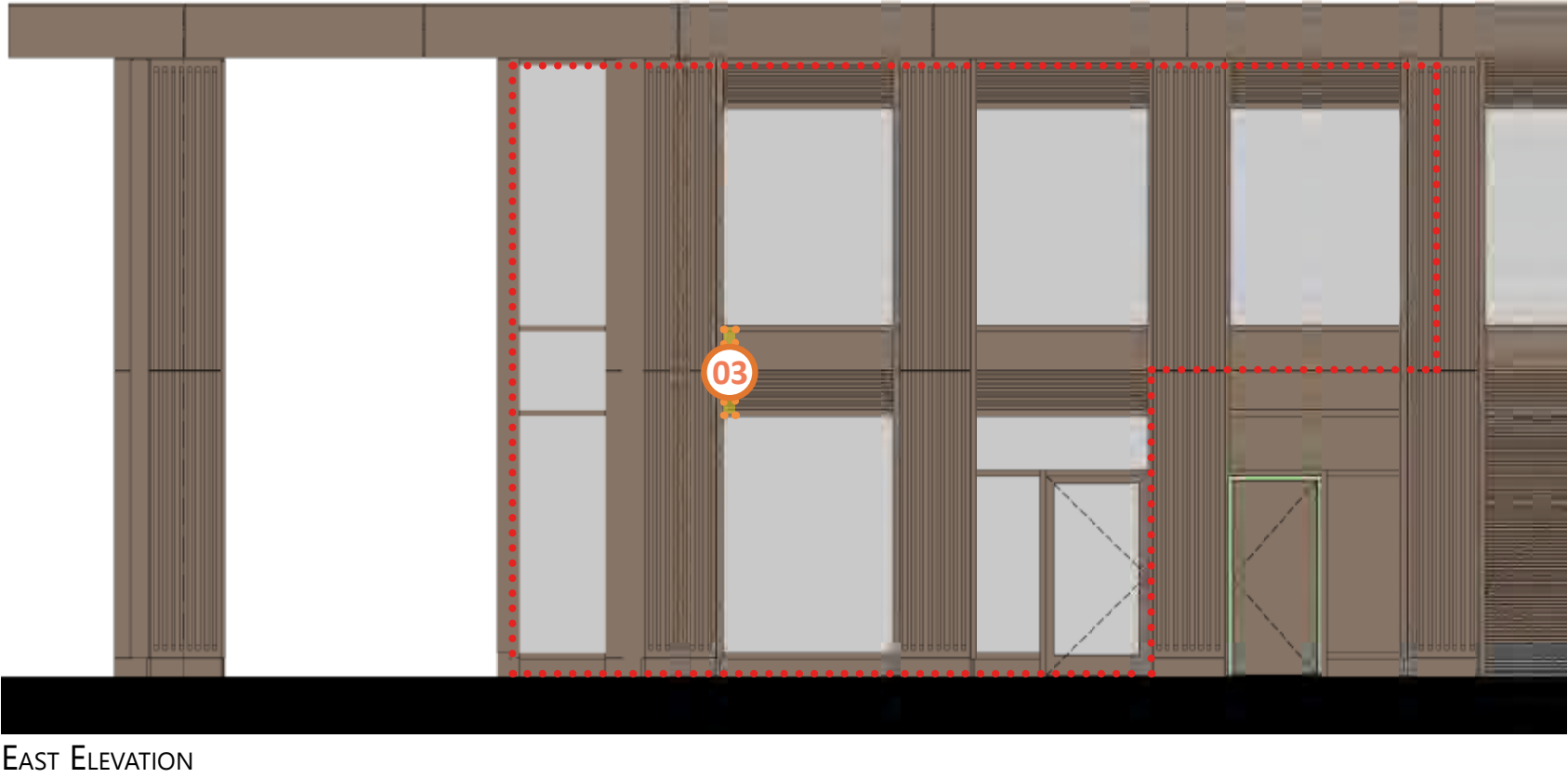
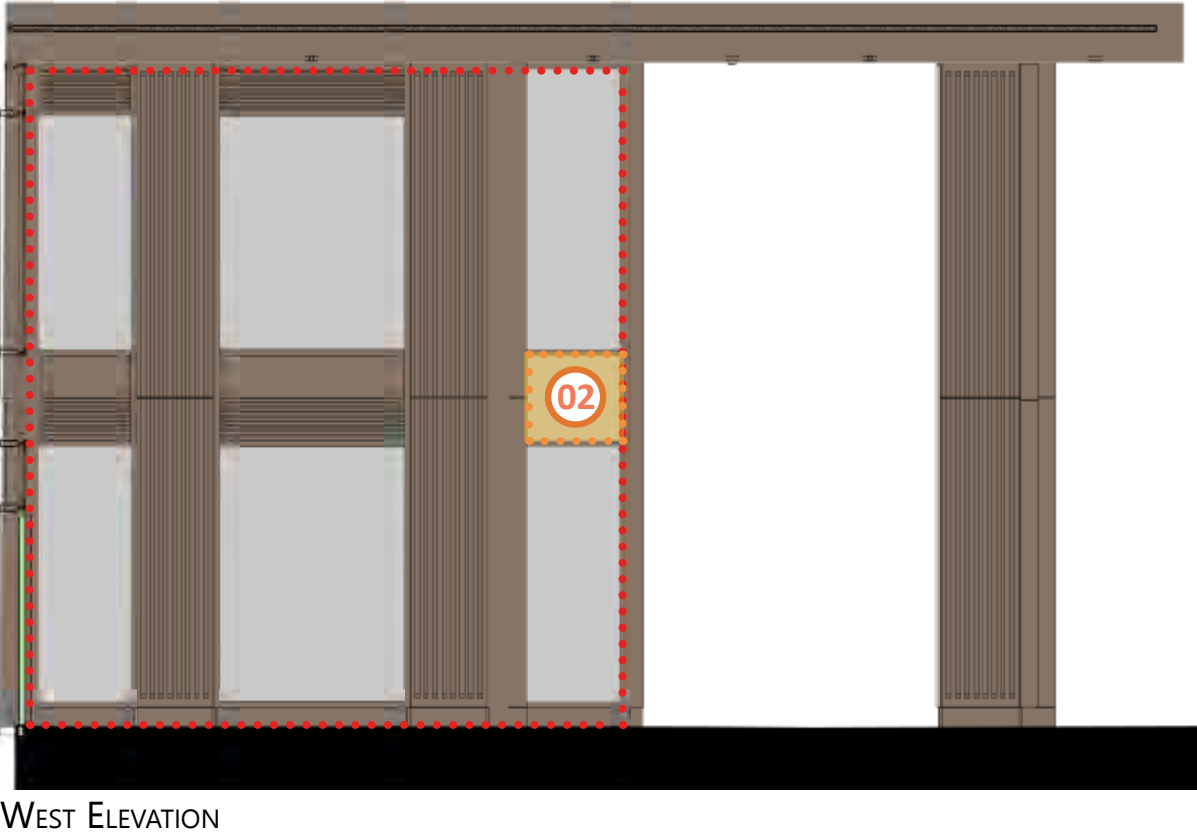
8 - RETAIL UNITS STRATEGY - BLOCK 5&6 - UNIT T1



Description
Located at the base of the tower, Unit T1 has 2 entrances that face south onto Symphony Park. The retail unit is set back to create a double height colonnade which provides opportunity for covered external seating for the operator.

Given the façades are obscured by the colonnade, primary signage zones have been included above each entrance door. A secondary signage zone is also provided on the west elevation to provide visibility towards Oxford Road.

The facade behind the signage zones is back painted spandrel glass, therefore the signs will need to be installed externally on this unit.

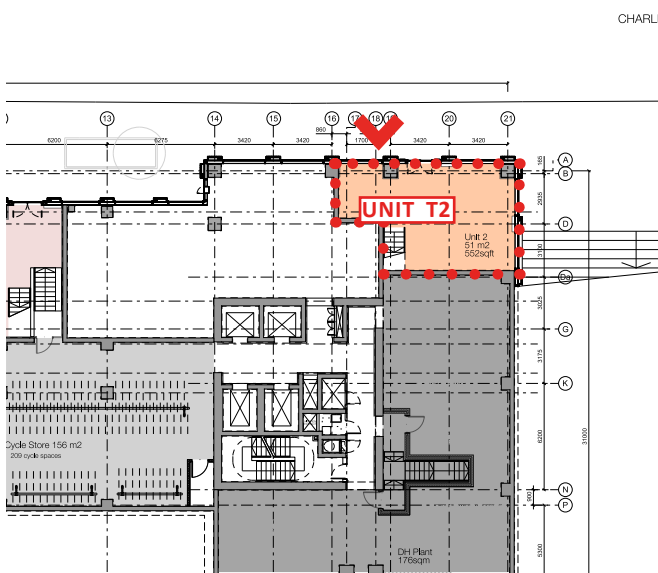


8 - RETAIL UNITS STRATEGY - BLOCK 5&6 - UNIT T2

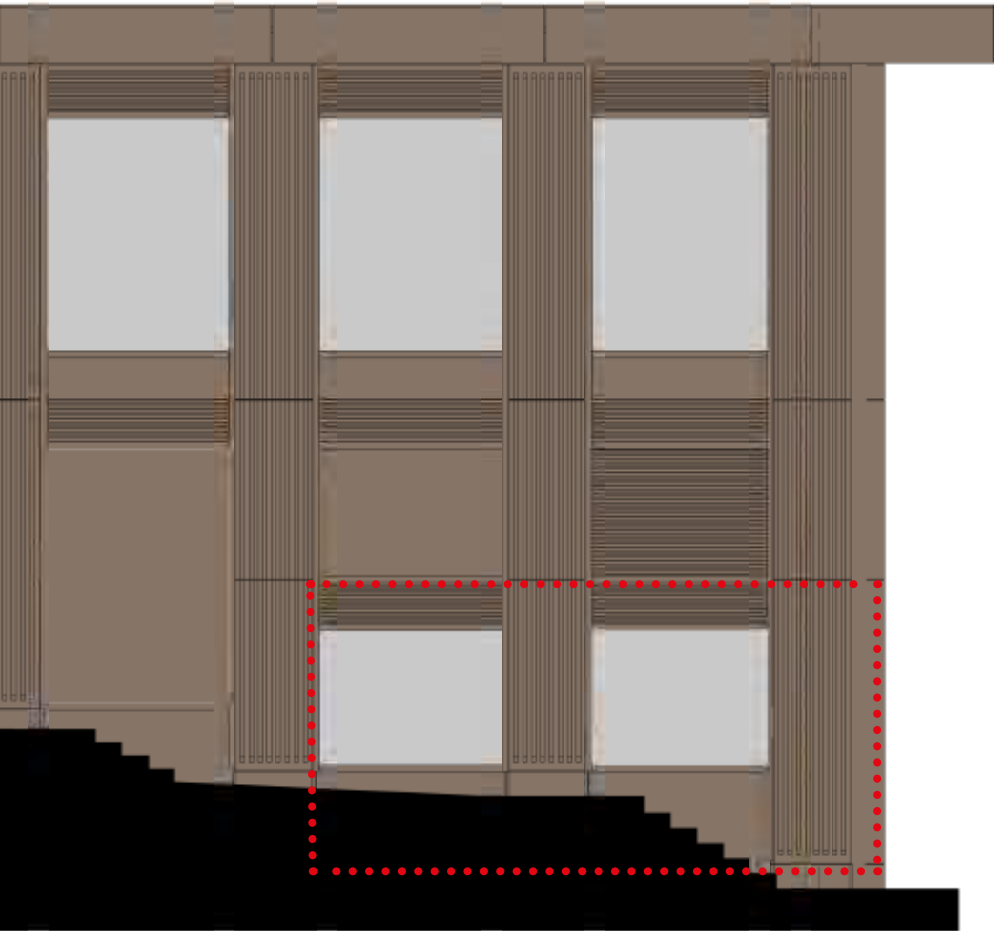
Description
Unit T2 is located on the Lower Ground Floor and has direct access onto Charles St to the North.

Given the units size, a single primary signage zone is included directly above the entrance doors.

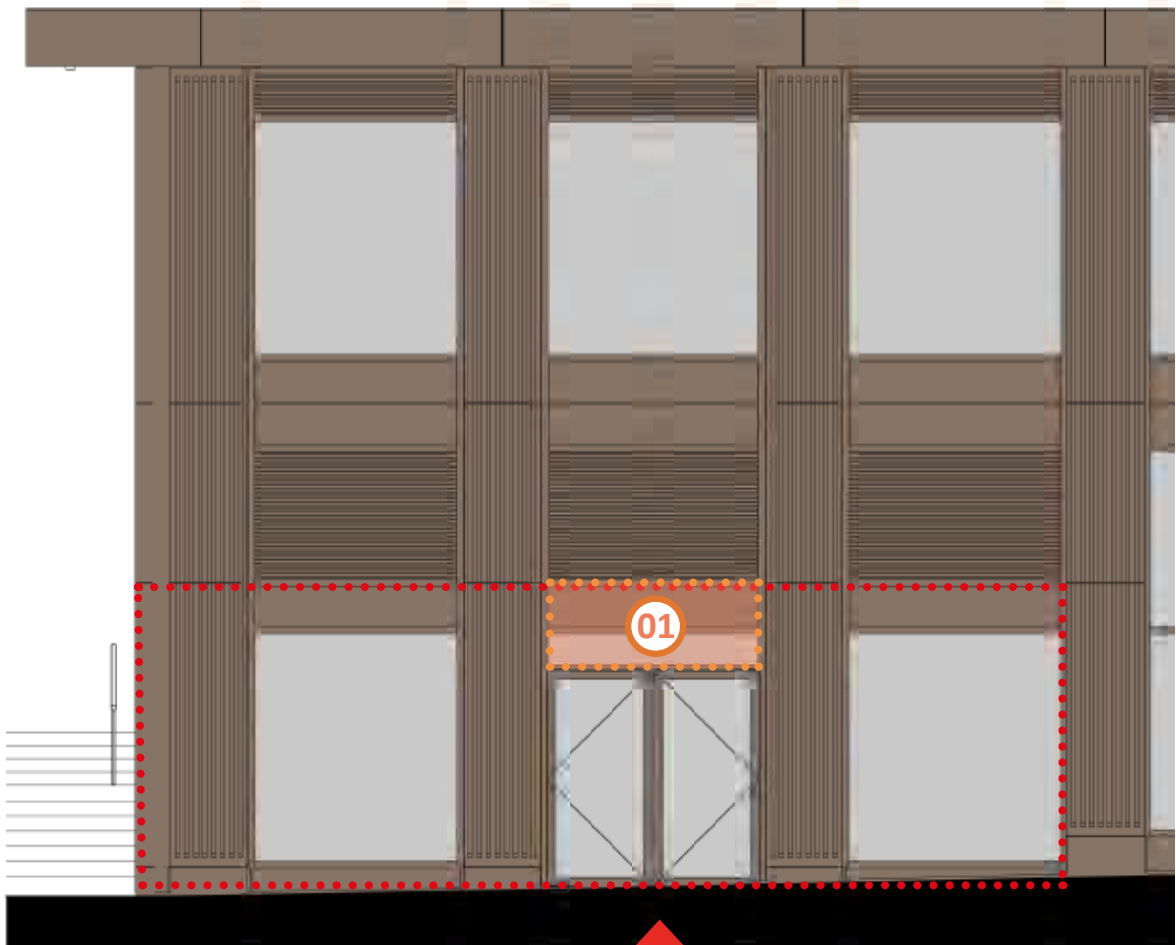
The glazed panel above the door is not sufficient to provide an adequate signage zone, therefore this would be an externally mounted sign.



LOWER GROUND FLOOR PLAN



EAST ELEVATION



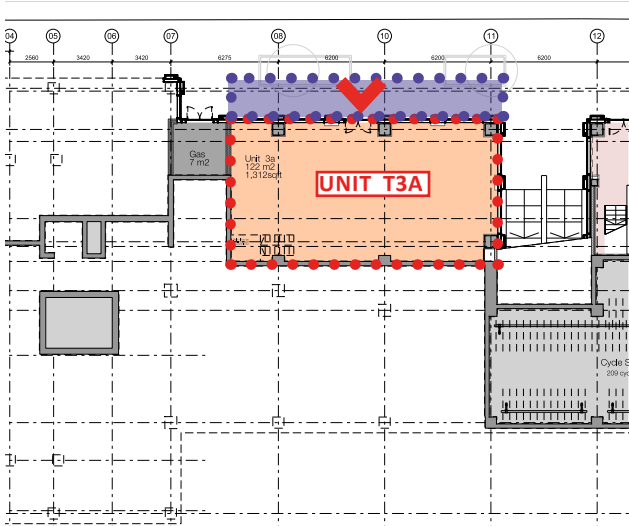
NORTH ELEVATION

8 - RETAIL UNITS STRATEGY - BLOCK 5&6 - UNIT T3A

Description
Located along Charles St and adjacent to the entrance into Block 5&6, Unit T3A is situated on the Lower Ground Floor.

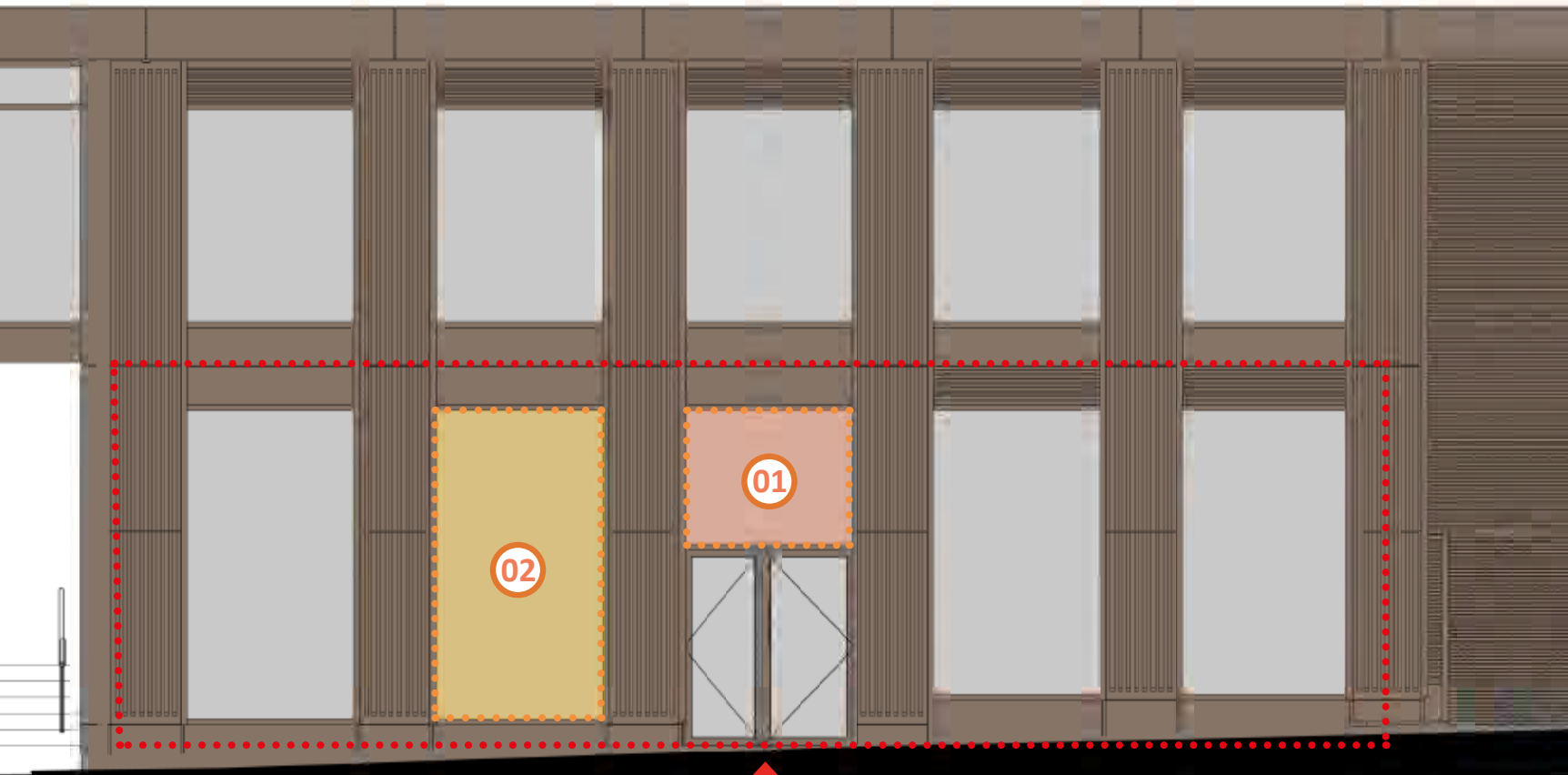
The unit is set back from the public footpath which provides opportunities for external seating. Given the height of the Ground Floor in this location, the primary signage zone has been shown on the glass above the doors with an opportunity for secondary signage adjacent.

The signage zones are located on glass panels on this unit and the intention is for the signs to be installed behind the glass in these locations.

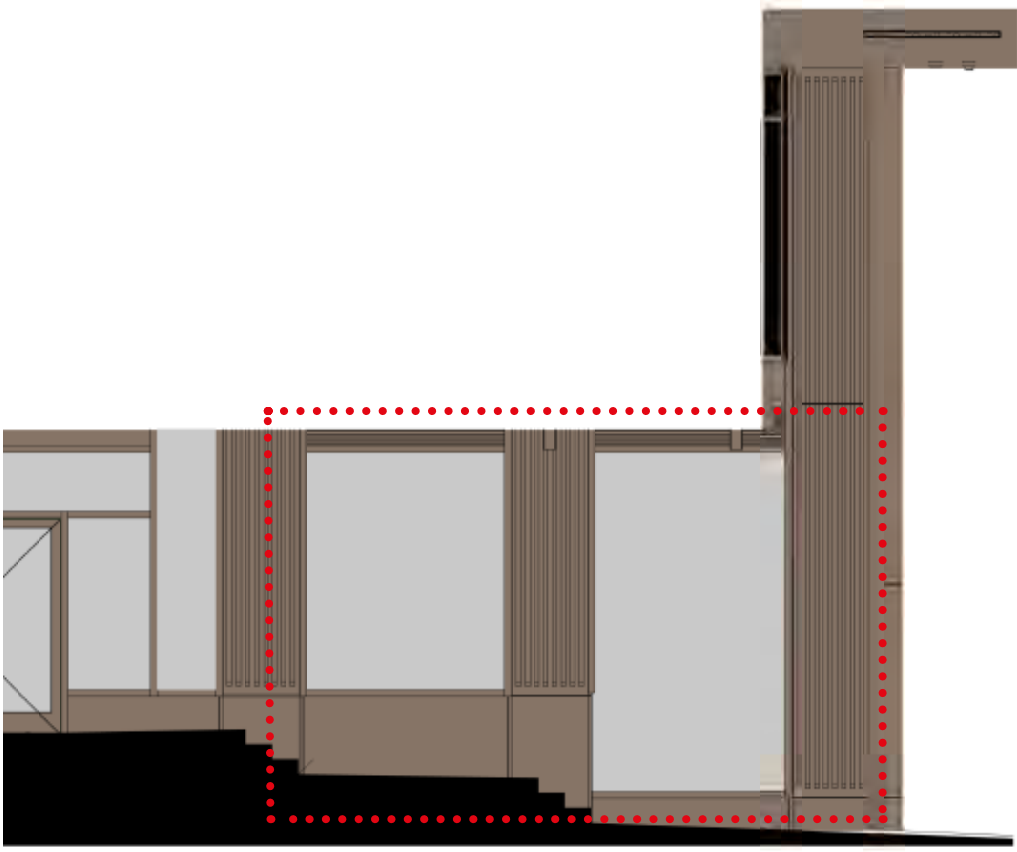


LOWER GROUND FLOOR PLAN

- KEY
- UNIT ENTRANCE
 - PROPOSED OUTDOOR SEATING AREA
 - UNIT EXTENTS
 - 01 PRIMARY SIGNAGE ZONE
 - 02 SECONDARY SIGNAGE ZONE
 - 03 OPTIONAL BUS STOP SIGNAGE



NORTH ELEVATION



EAST ELEVATION - ARCADE

8 - RETAIL UNITS STRATEGY - BLOCK 5&6 - UNIT T3B

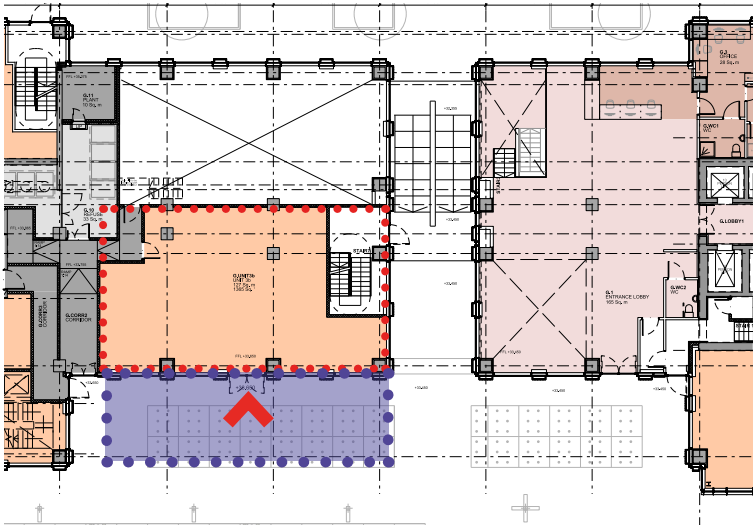
Description
Unit T3b is located on the Ground Floor and faces south onto Symphony Park. The unit is located within the recess of the building form which provides opportunity for external seating.

The proposals for this unit include two brands occupying the space and we have therefore allowed for two primary signage zones, one each side of the entrance.

If the occupancy changes in the future then the primary zone would revert to a single zone above the entrance doors.

The signage zones are on top of aluminium spandrel panels, therefore any signage would be externally mounted.

An option bus stop signage zone is shown which could provide opportunities for visibility from Oxford Road.

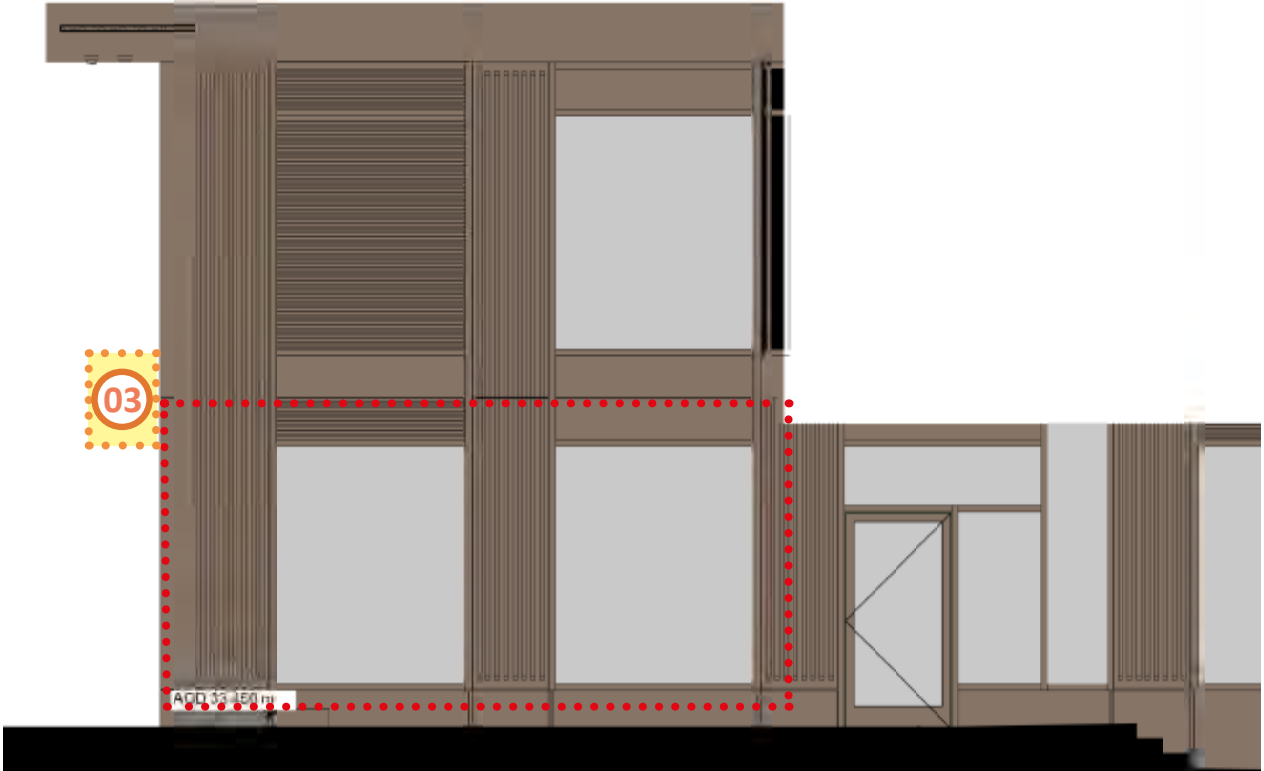


GROUND FLOOR PLAN

- KEY
- UNIT ENTRANCE
 - PROPOSED OUTDOOR SEATING AREA
 - UNIT EXTENTS
 - 01 PRIMARY SIGNAGE ZONE
 - 02 SECONDARY SIGNAGE ZONE
 - 03 OPTIONAL BUS STOP SIGNAGE
 - 04 LOCATION OF ALTERNATIVE PRIMARY SIGNAGE ZONE



SOUTH ELEVATION



EAST ELEVATION - ARCADE

8 - RETAIL UNITS STRATEGY - BLOCK 5&6 - UNIT T4

Description

Unit T4 is one of the largest units in the masterplan and has a presence onto Charles St, Oxford Rd and towards the office buildings. There is a zone available for external seating to the south of the unit.

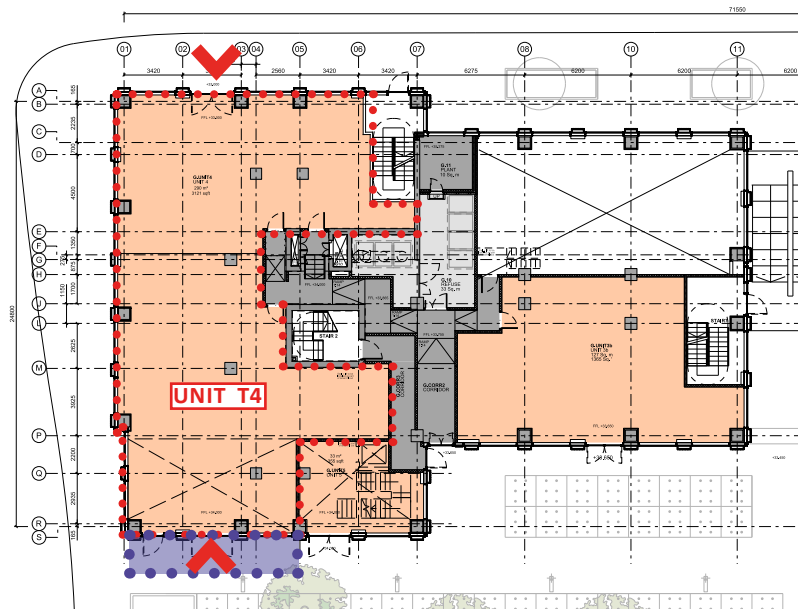
Given the size of this unit, opportunities for signage have been allowed on each of the façades.

On the north elevation, the signage is offset from the entrance doors onto Charles St to provide increased visibility along Oxford Road and because this is not seen as the primary entrance.

On the west elevation onto Oxford Road there are two signage zones and an optional bus stop sign. This is a prominent facade and the two zones are seen as proportionate to the size of the unit / elevation. There is also an opportunity to position an bus stop sign on this facade.

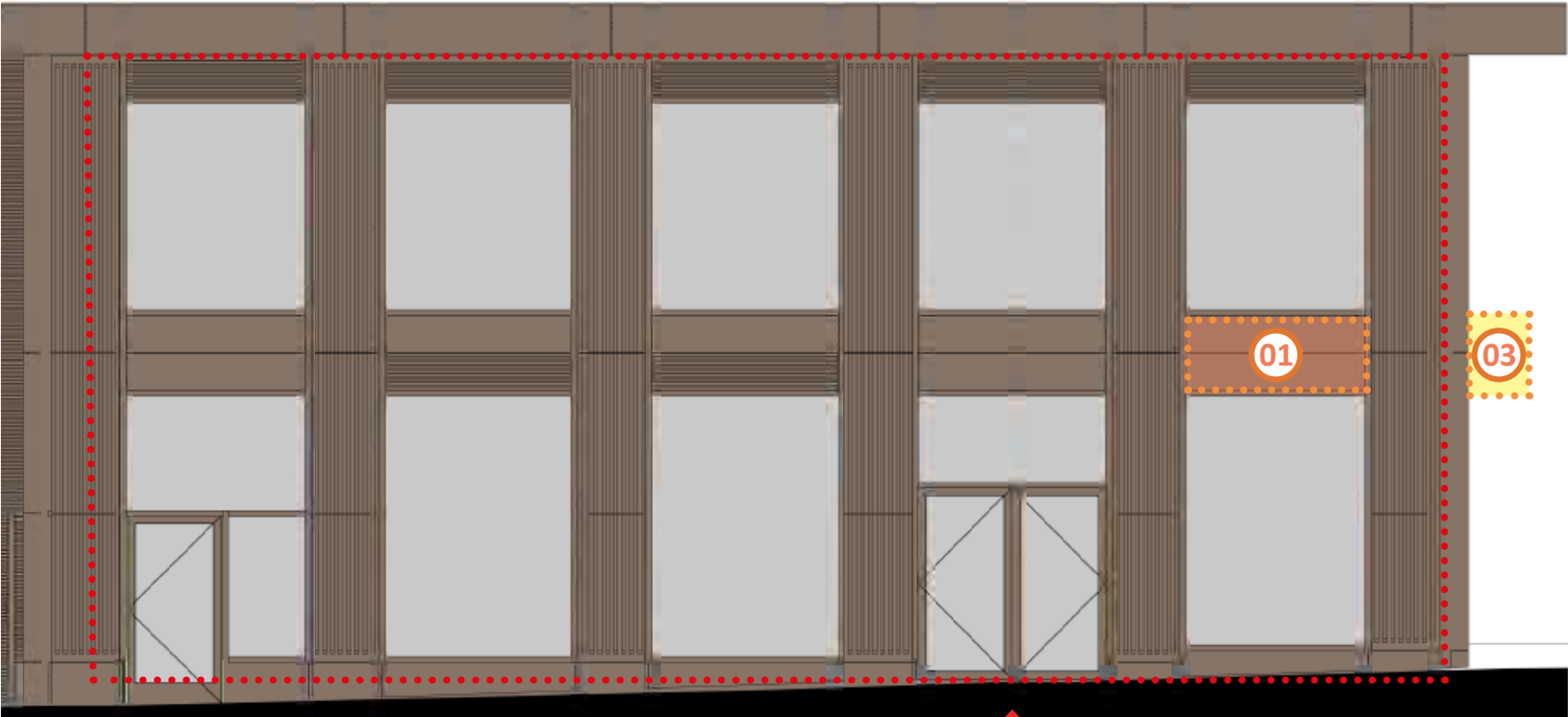
A further primary signage zone is shown above the entrance doors on the southern elevation.

All of these signs sit on top of aluminium spandrel panels and would therefore be mounted externally.

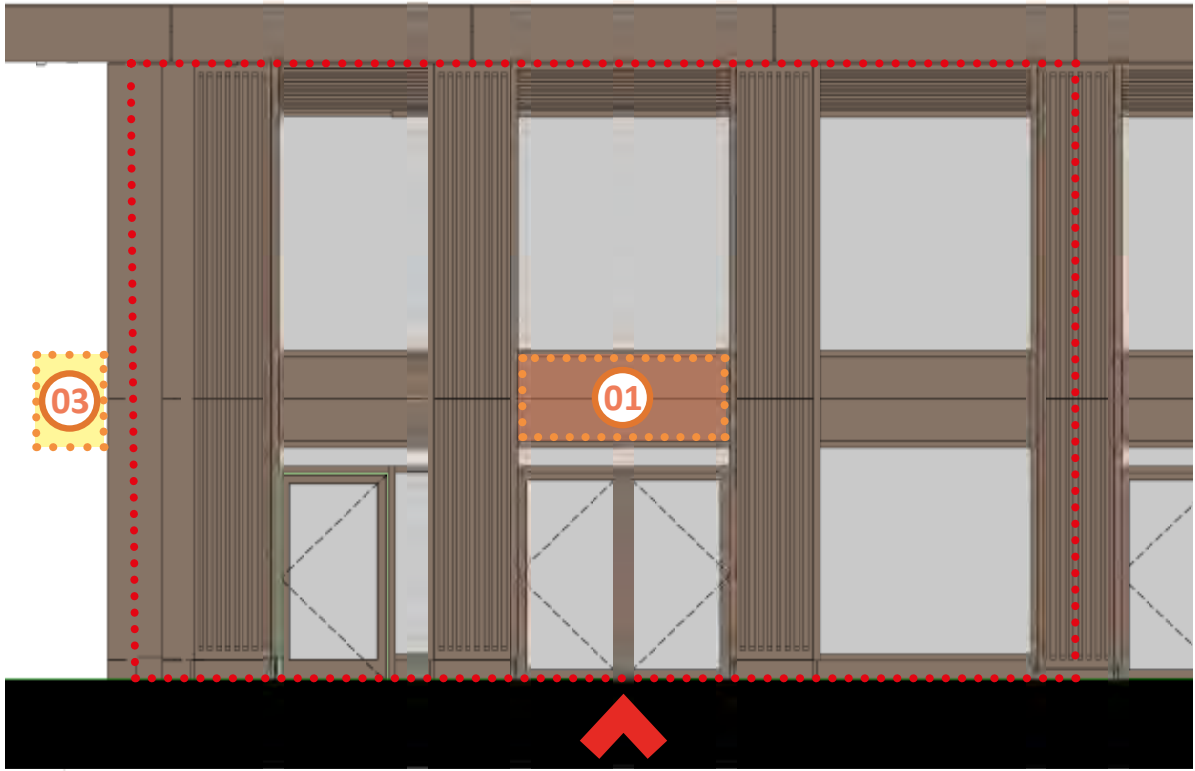


GROUND FLOOR PLAN

- KEY
- UNIT ENTRANCE
 - PROPOSED OUTDOOR SEATING AREA
 - UNIT EXTENTS
 - 01 PRIMARY SIGNAGE ZONE
 - 02 SECONDARY SIGNAGE ZONE
 - 03 OPTIONAL BUS STOP SIGNAGE



NORTH ELEVATION



SOUTH ELEVATION