

SAFER CITIES:

HER WAY CO-DESIGN & ENGAGEMENT PROGRAM: GUILDFORD

CONCEPT REPORT

place
design
group.



In the spirit of reconciliation, Place Design Group acknowledges the Dharug peoples, the traditional custodians of the land of this project.

We pay our respect to all Aboriginal peoples living in or visiting Cumberland City. We extend this respect to First Nations throughout Australia, past, present and future. Acknowledging their resilience, cultural heritage and continuing connection to land, waters, sky and community.

It is internationally recognised that First Nations peoples have managed land and waterways as living entities since time immemorial. As designers, we accept the responsibility of being custodians of the land and strive to design spaces which celebrate and unite individuals from all walks of life.

GUILDFORD LANEWAY EXISTING SITE CONDITIONS



Guildford Plaza looking north.



Signage informing visitors of the designed WSUD processes in the Plaza.



Garden beds with grated walkways and barren from planting.



Pigeons roosting on facade paneling.



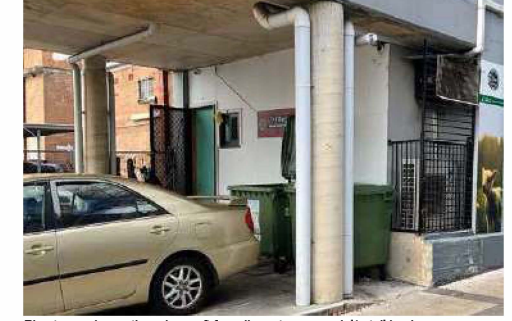
Looking up the western walkway towards Guildford Road



Blank facade of surrounding buildings.



Garden beds with grated walkways & rockery.



Bin storage beneath under-croft for adjacent commercial/retail businesses.



Existing aluminum batten furniture.



Looking to building facade to western edge.

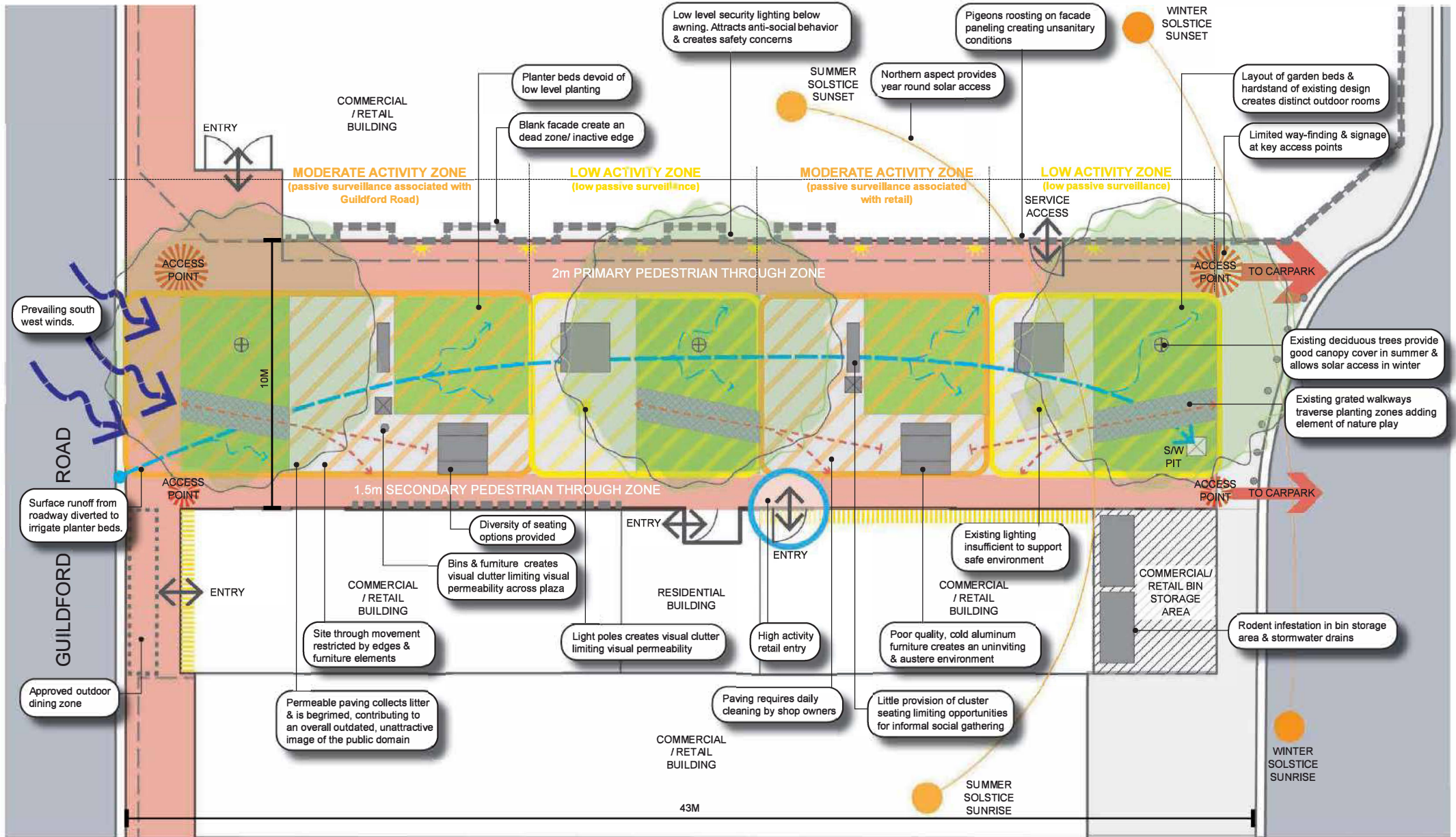


Existing bins and litter captured to garden beds.

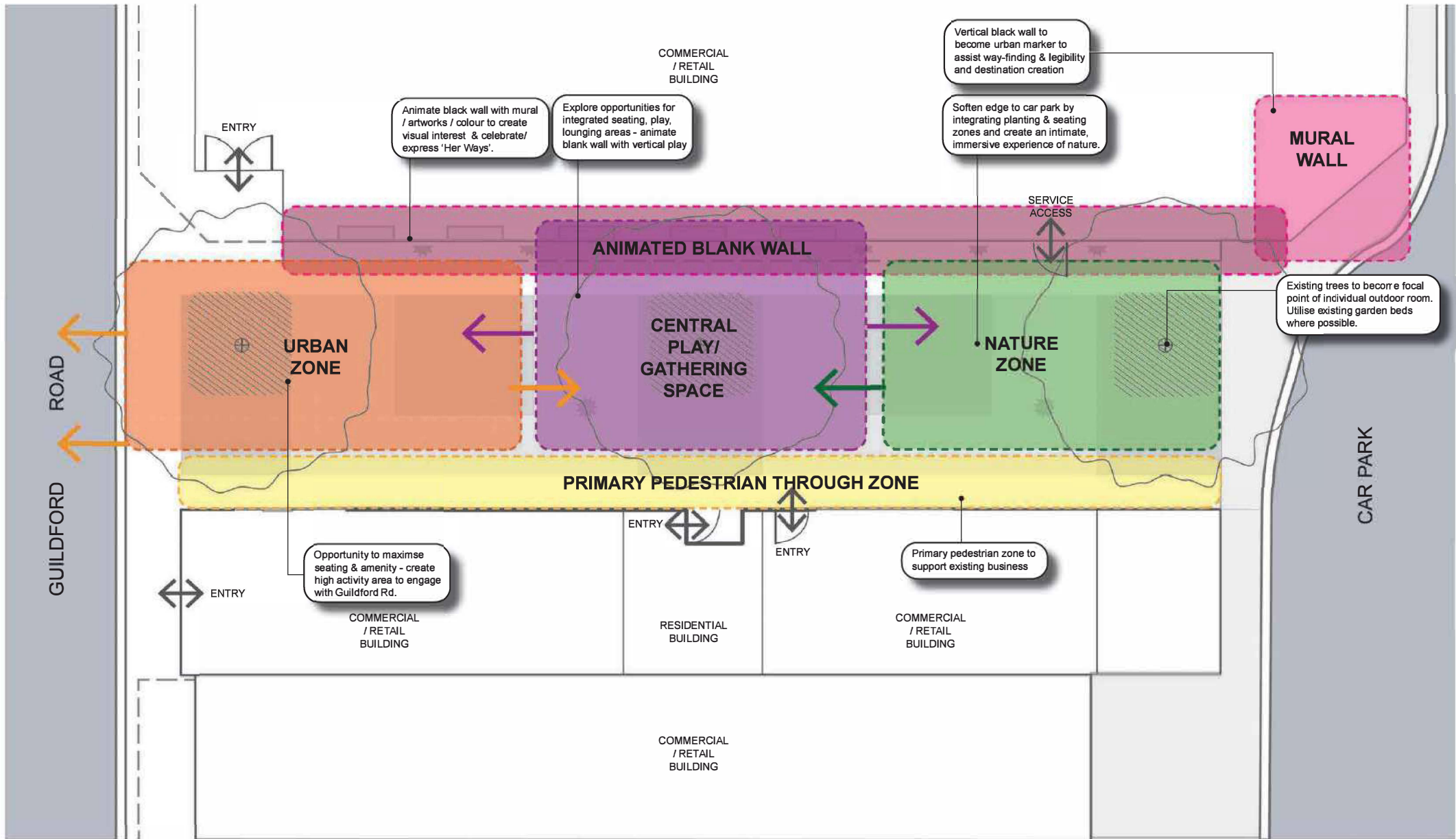


Existing permeable paving.

GUILDFORD LANEWAY EXISTING SITE CONDITIONS



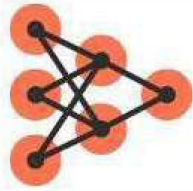
GUILDFORD LANEWAY OPPORTUNITIES



CUMBERLAND CULTURAL PLAN (CCP) PRIORITIES

DRAFT

1. RECOGNISING CUMBERLAND'S FIRST PEOPLES' LIVING CULTURE



2. CELEBRATING STRENGTH IN DIVERSITY



3. SUPPORTING CULTURAL GROUPS & INDIVIDUALS



4. IMPROVING CULTURAL FACILITIES, SPACES & STREETS



5. ENHANCING PLACE IDENTITY & ACTIVATION



key actions (as relevant to this project)

1. Implement programs for public art, interpretive signage and performance throughout the Cumberland LGA

1. Promote Cumberland's unique cultural experiences and assets to attract visitors to the area
2. Support opportunities that create a welcoming place to connect new arrivals, encourage civic participation, and share local stories and learn

1. Provide access to free or affordable spaces for cultural, creative, arts and maker organisations and individuals.

1. Improve the public domain, parks, heritage sites and streets to act as cultural spaces.
2. Support and encourage the use of parks and public spaces as both every day and special events cultural and creative spaces

1. Explore opportunities to enhance the Night Time Economy of key town centres to support an active street life after 6pm

KEY DESIGN DRIVERS

DRAFT

1

INCREASE WOMENS & GIRLS SAFETY & ACCESS TO GUILDFORD PLAZA



Auburn Ramadan Street Festival, CCP(2019-29)

key actions

CCP(2019-29)

1. Improve & increase level of pedestrian lighting
2. Improve directional signage & way-finding to improve navigation
3. Formalise lines of sight to key destinations & strengthen passive surveillance
4. Increase video surveillance & emergency help points



2

LEGITIMISE THE PLAZA AS A 'WOMENS' SPACE. FOSTERING A WELCOMING ATMOSPHERE & SENSE OF COMMUNITY



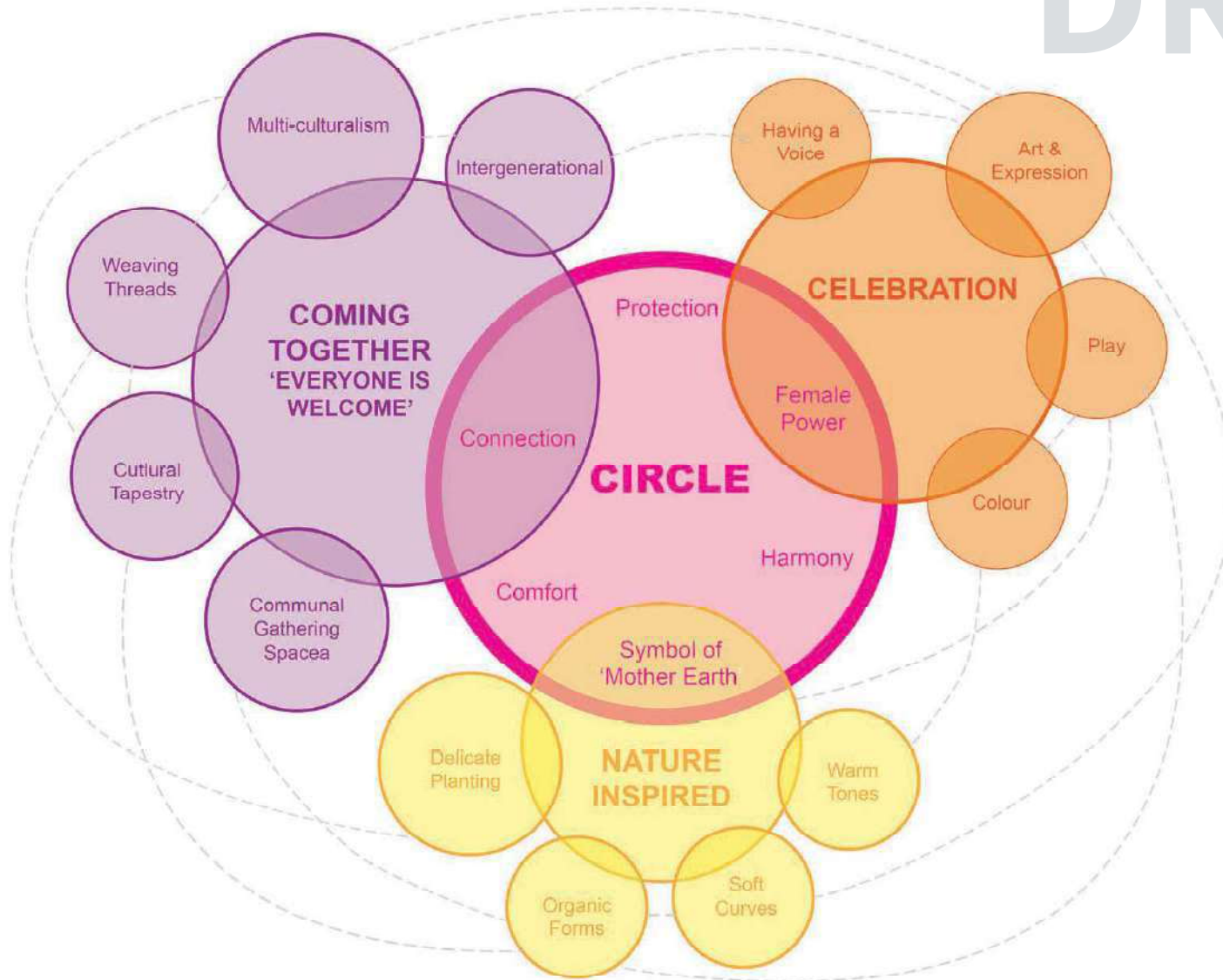
Arab Theatre Studio, CCP(2019-29)

key actions

CCP(2019-29)

1. Integrate creative & decorative lighting to enhance vibrancy & experience of place
2. Upgrade seating & furniture options to maximise opportunities for people to gather.
3. Provide spaces for play for all ages
4. Integrate 'smart' furniture options to complement overall amenity of the space
5. Integrate art & murals to celebrate multiculturalism & create an inviting atmosphere
6. Optimise opportunities to coordinate with local women to co-create public art & enhance place identity
7. Integrate laneway gardens

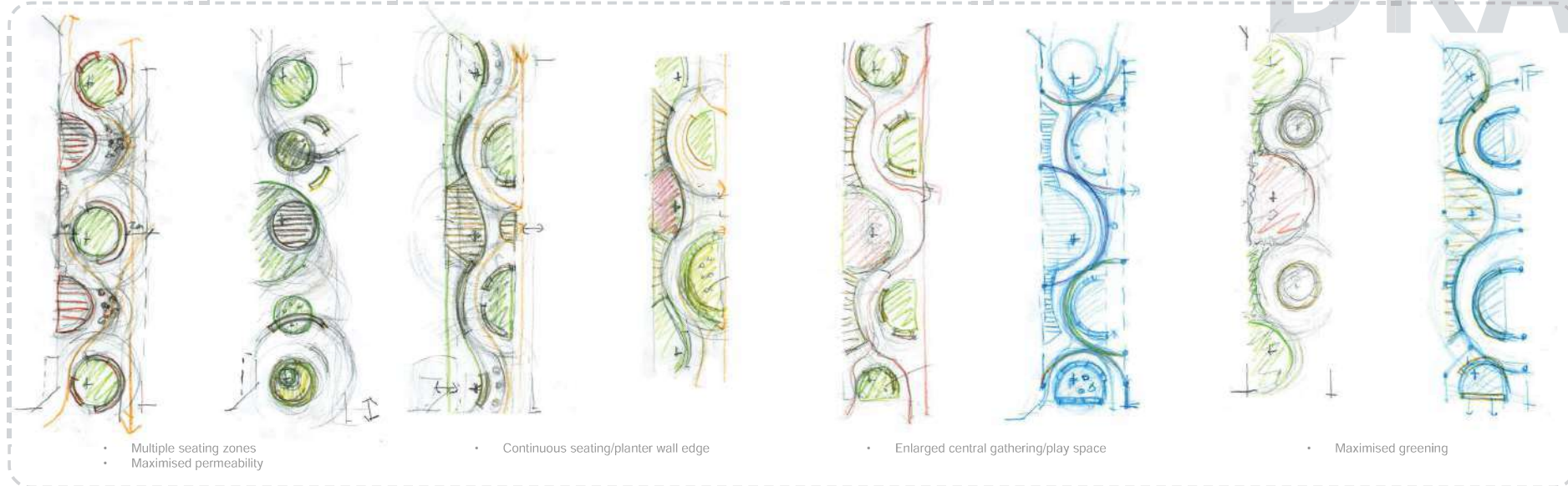




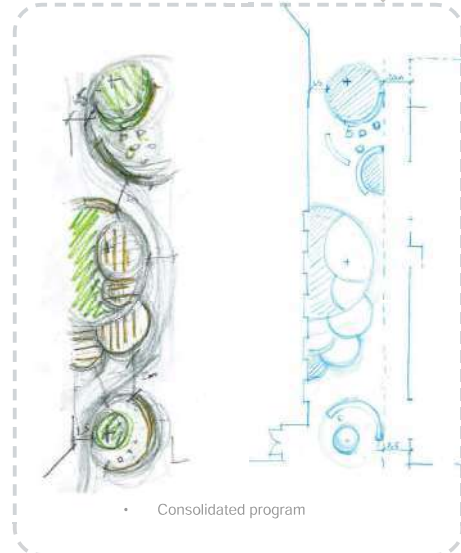
DESIGN PROCESS DIAGRAMS

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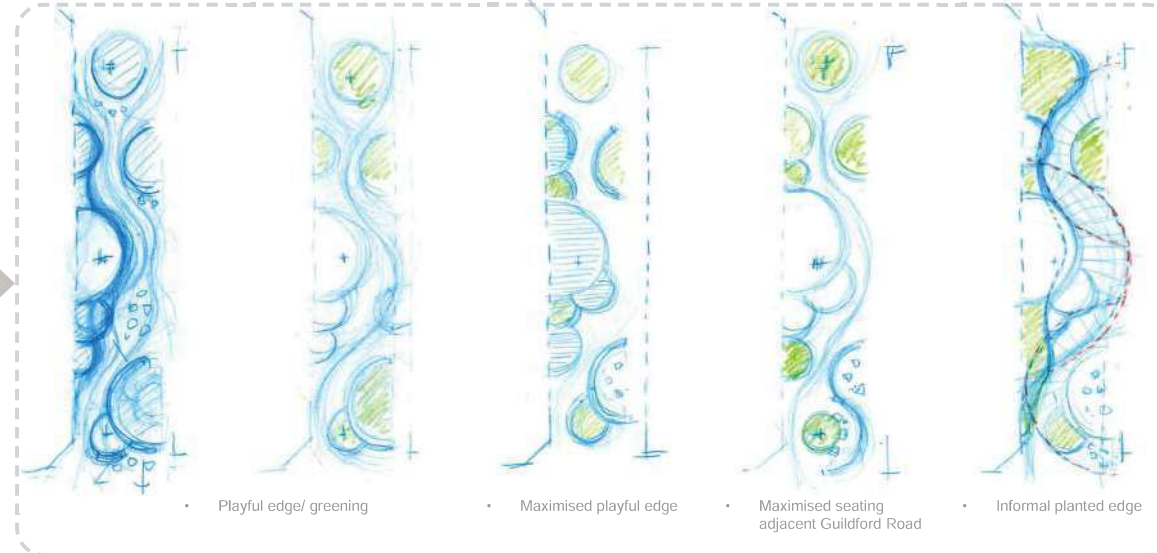
1. REGULAR DISTRIBUTION



2. CONSOLIDATED/DISTINCTIVE ZONING



2. DYNAMIC / PLAYFUL EDGE



PRECEDENT IMAGES INITIAL THOUGHTS

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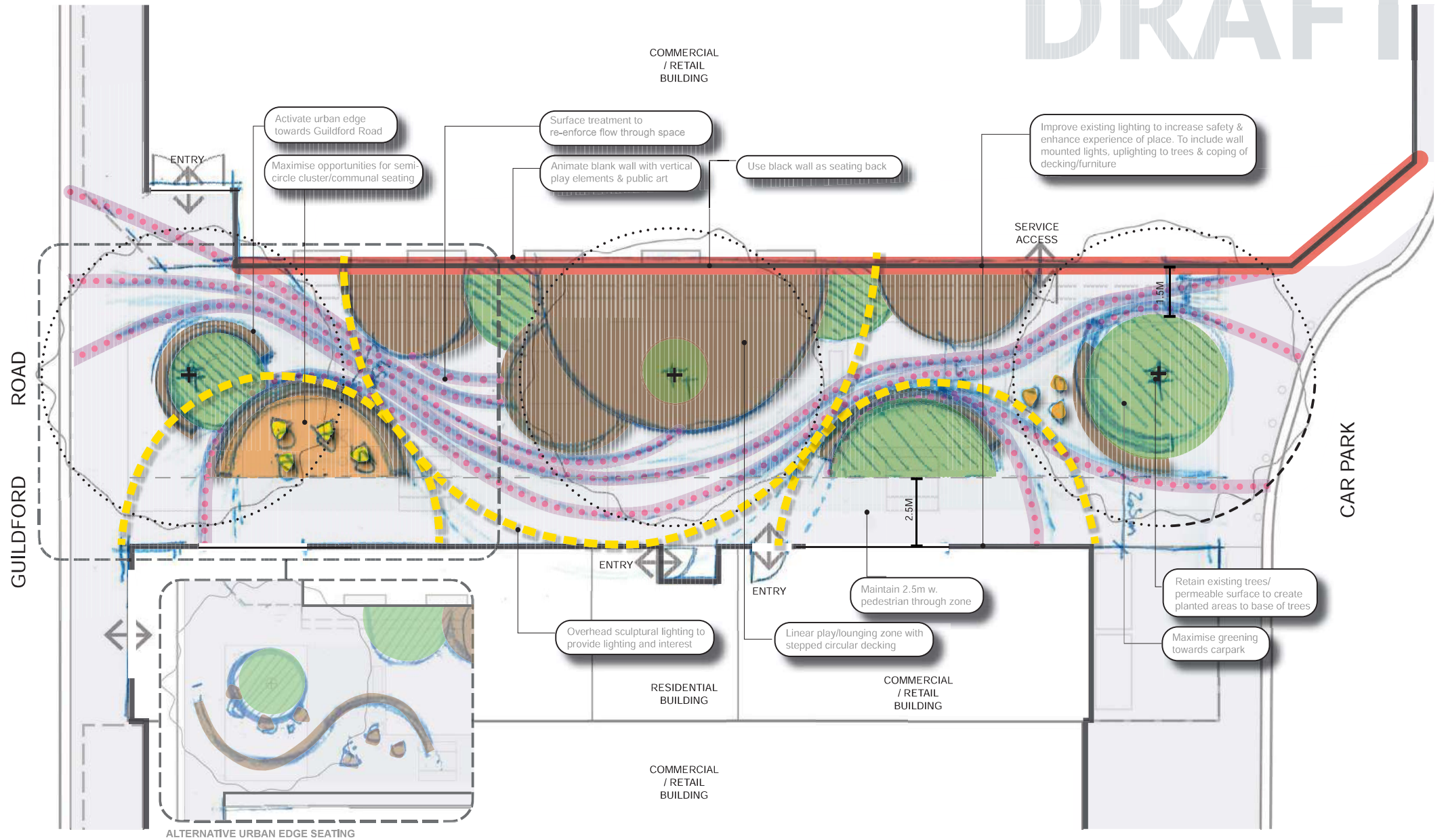
PRECEDENT IMAGES OPTION 01 - DISTINCTIVE ZONING

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CONCEPT PLAN OPTION 02 - DYNAMIC/PLAYFUL EDGE

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DATE	PROJECT NO.	REVISION	DWG NO.
19/09/2023	2523956	01	A



GUILDFORD LANEWAY CONCEPTUAL VISUALISATION

