

URBAN DESIGN STRATEGY









MIXED-USE DEVELOPMENT

Informed by the Market Analysis Report, the urban design concept incorporates a diverse range of land uses within the development. This approach aligns with the urban design objective to promote intensity, diversity, and adaptability of uses (Objective 5). The integration of varied land uses across the site is intended to attract a broad spectrum of users and create a vibrant and active environment throughout the day and night.

Clustering of complementary land uses has been strategically informed by site conditions and functional requirements in order to strengthen relationships between activities and support an integrated development. This is demonstrated through the following:

- ① **Civic Node and Crèche Relationship:** The crèche is located in proximity to the civic node, supporting community-focused activities and shared public use.
- ② **Retail Activation along Main Road:** A retail street along Main Road is supported by consolidated ground-floor retail and an elevated retail square on the first floor, reinforcing an active commercial edge.
- ③ **Residential Placement:** Residential units are generally located above ground floor and positioned towards the interior of the development to establish appropriate public-private interfaces and ensure separation from the most active public areas.
- ④ **Hotel Placement:** Hotels are positioned at either end of the development, acting as bookends that respond to their specific operational and spatial requirements.

KEY

	Library		Hotel
	Civic Centre		Green Space
	Retail		Crèche
	Residential		Retail Spine / Edge



URBAN DESIGN STRATEGY 3D MASSING MODEL

HELEN SUZMAN BLVD. VIEW



URBAN DESIGN STRATEGY 3D MASSING MODEL

MAIN ROAD VIEW

