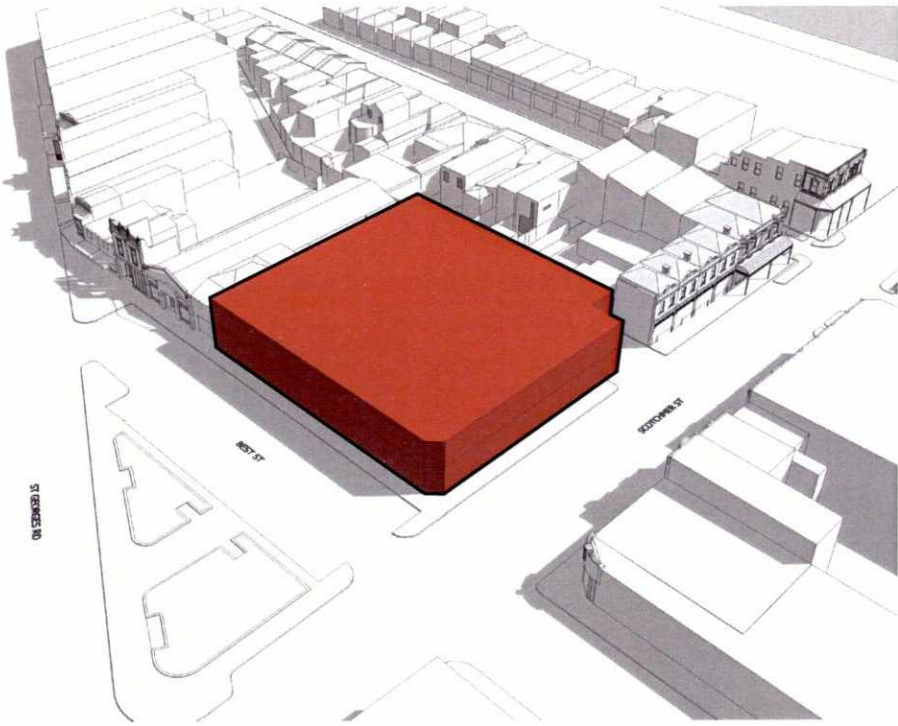


1984



1984

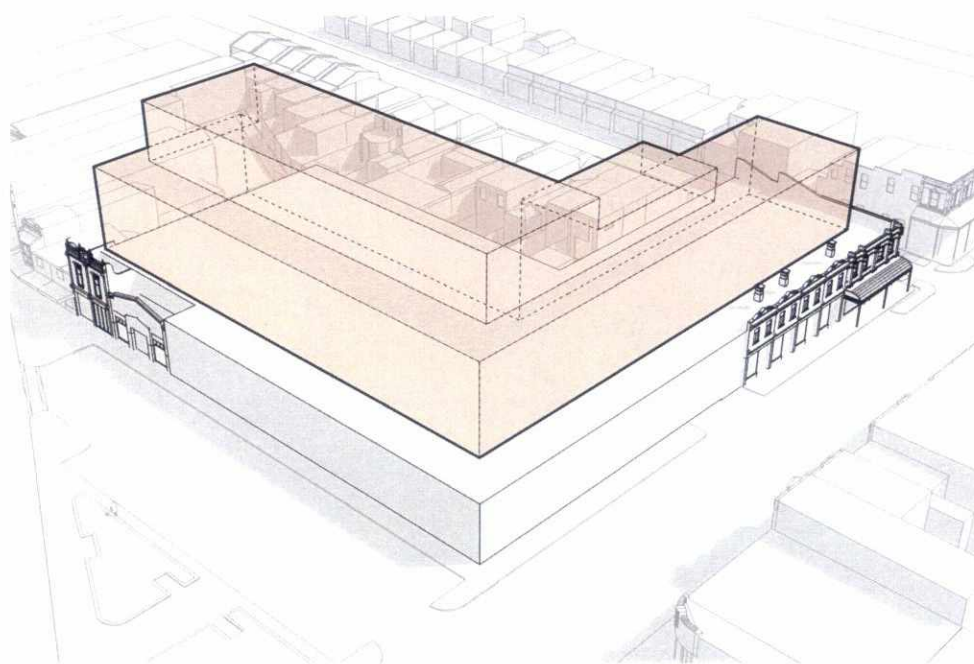


2019



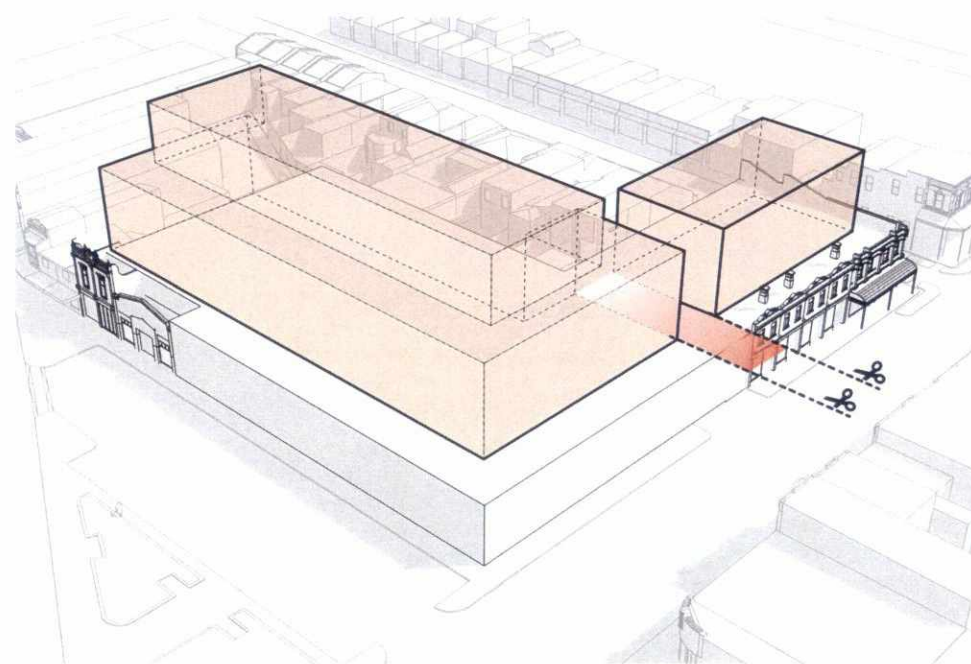
PREVIOUS SCHEME MASSING STRATEGY

The previously lodged scheme displayed a poor contextual response to both the surrounding vernacular of North Fitzroy, the heritage buildings on site and the site's inherent qualities at the centre of the north fitzroy village.



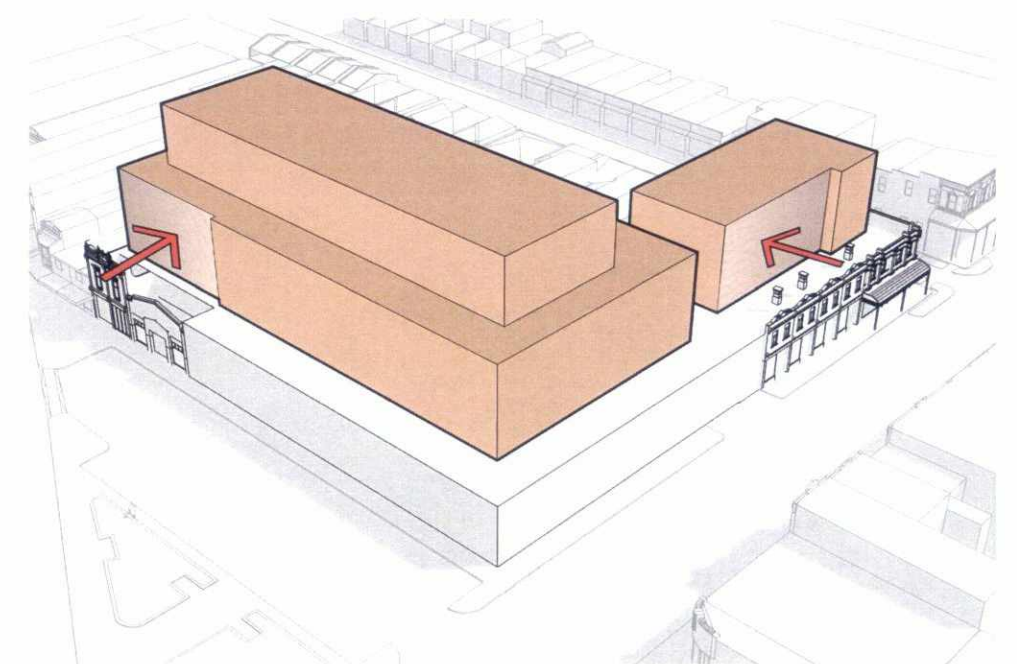
CREATING SEPARATION BETWEEN FORMS

A key and immediate improvement was to create separation of any new apartment forms above the 'supermarket site' versus the 'Scotchmer Street sites'. This has the dual benefit of reducing the overall scale of the development and produces a more appropriate response to existing heritage on the site.



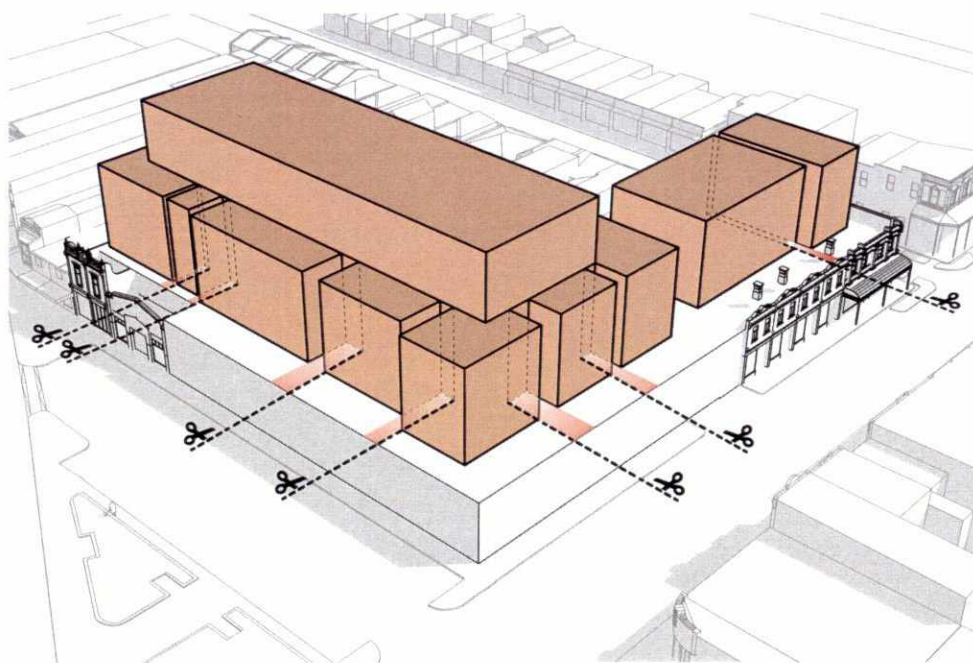
INCREASING SETBACK TO HERITAGE

Increased setbacks to and articulation aligned to existing heritage structures serves to increasing pre-eminence of heritage on the site.



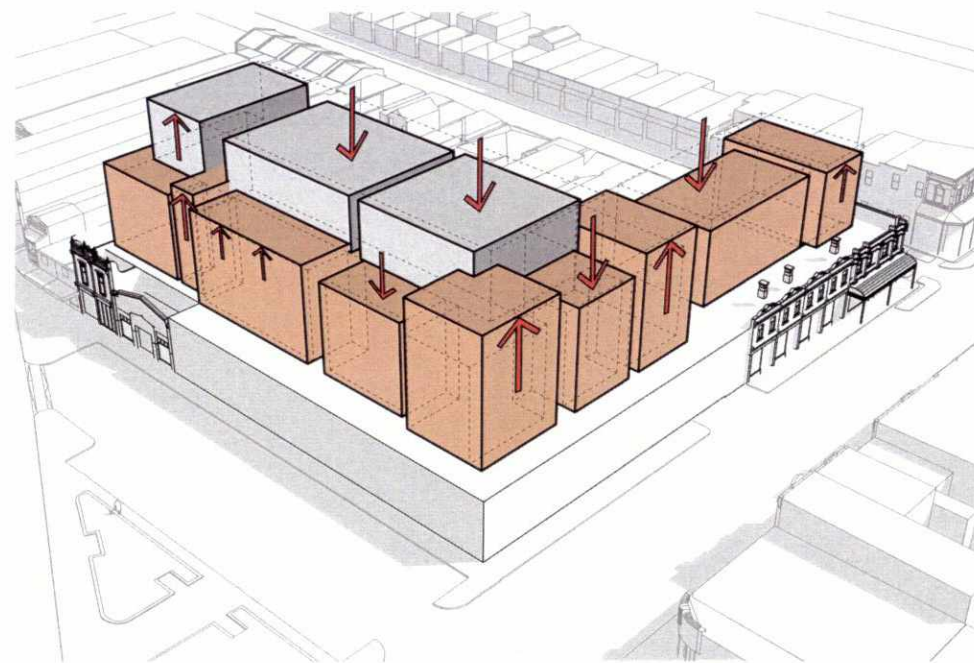
**FURTHER ARTICULATE FORMS TO CREATE A 'CAMPUS OF BUILDINGS'**

The building's mass is then broken down further through the articulation of an agglomeration of 'row house' type forms. This serves to further break down scale, and is used as a device to ground the building within the nuanced and the agglomeration of built forms to the Fitzroy North village



**CREATING HEIGHT DIFFERENTIAL**

Heights of the various masses are then stepped, with setbacks pushed and pulled to further differentiate forms, increasing the formal dialogue with the village.



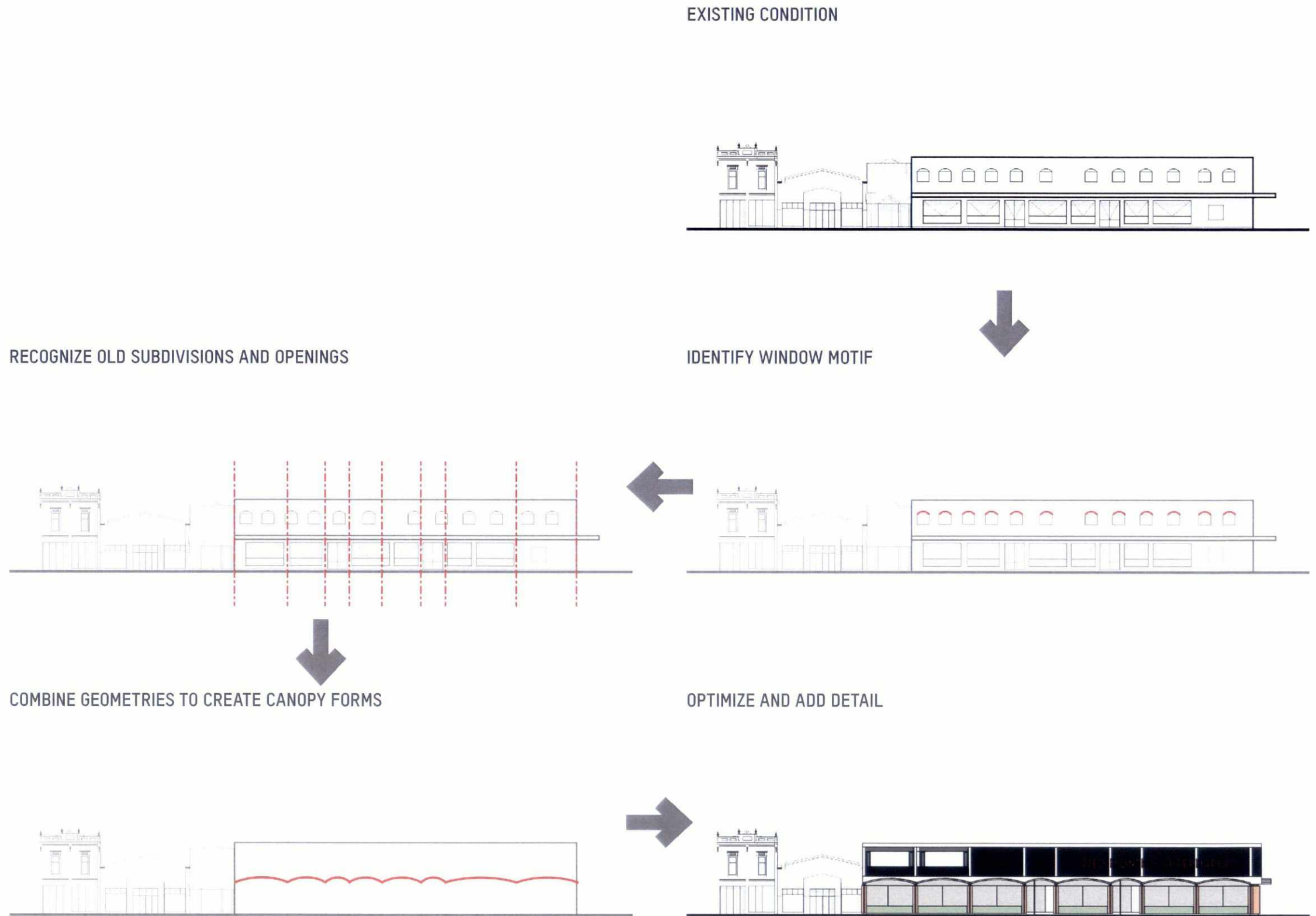
**ADDING DETAIL**

The design continuously seeks to create meaning and connection to both the families' history, the area and the wider histories of post war european migration and their influence on Australian culture and Architecture.



Providing clear definition to the supermarket and creating an architecture that recognized the site's development history, mirroring that of the families', has been a key aim through the design process.

This was done through a study of features that people relate when they think of Piedimonte's and an assessment of the subdivision pattern of how the store has come to exist in it's current state.

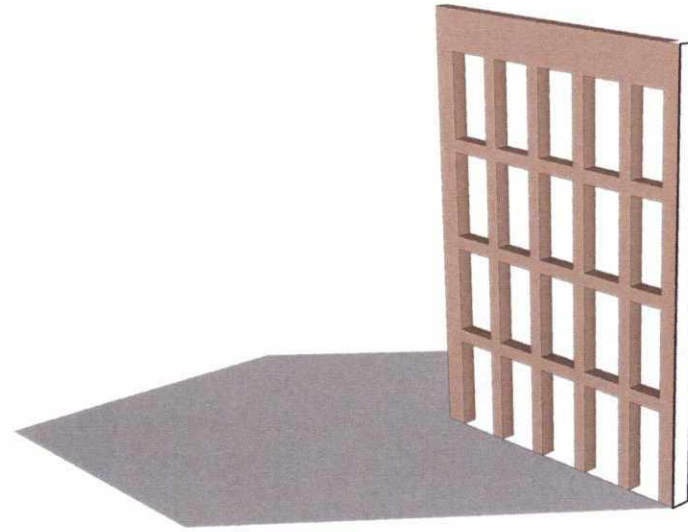


DESIGN RESPONSE

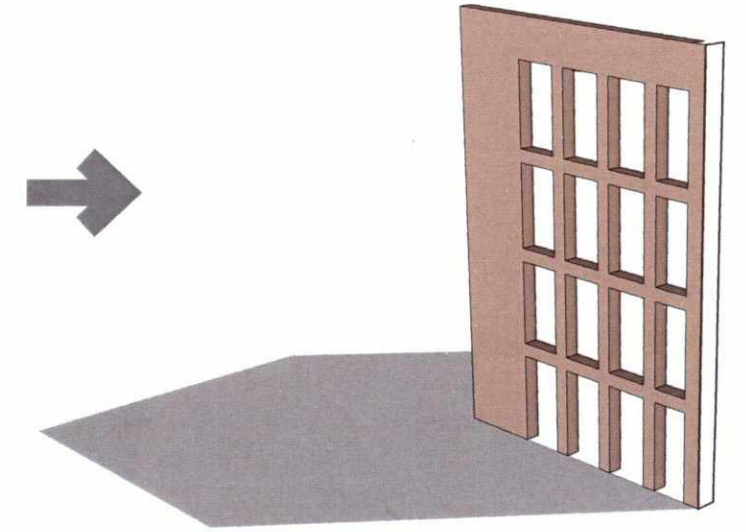
The proposal's mid level masonry structures play a key role in the articulation of the buildings massing and the legibility as a campus of buildings above the supermarket.

These facades provided further opportunity to enter into a dialogue with the surrounding context and the interplay of formal and informal openings within terrace housing in the area. In this manner, the masonry facades are a conceptual interplay of formality and informality, a rigorous grid, abstracted to reflect the adaptation, reuse and reconfiguration of the landscape of the inner city.

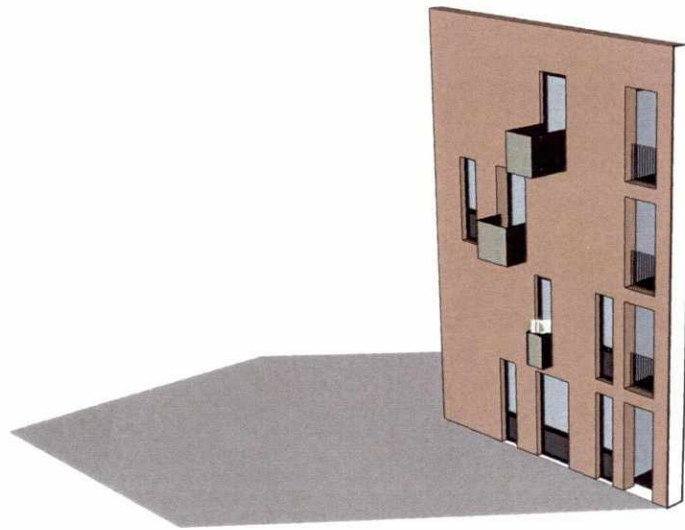
GRID FACADE



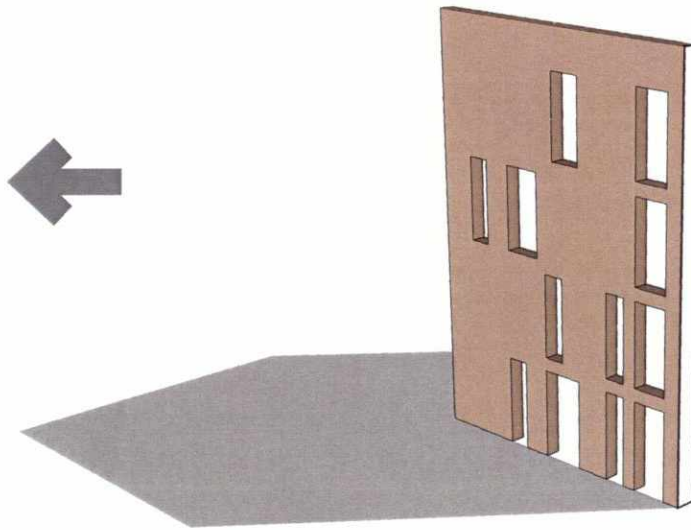
SOLIDIFY AND ADD FIRMNESS TO ENDS



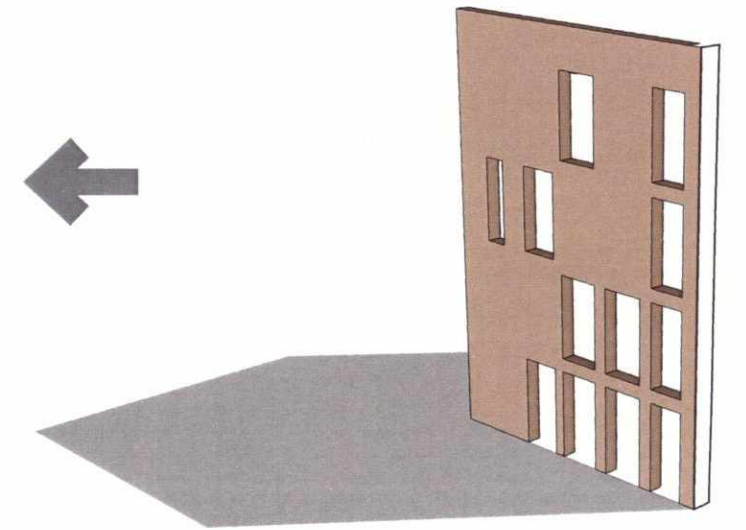
ADD BALCONIES FENESTRATION AND GREENERY



ABSTRACT OPENING SIZES



REMOVE OPENINGS WHERE POSSIBLE



MASSING

- Masonry anchor to the Scotchmer/Best Street corner

FACADES

- Setback, recessive upper levels
- Emphasis to Supermarket and masonry mid levels
- Highly articulated forms with increased height to the primary corner

FACADE

- Articulated pattern making
- Abstracted grid break up to reduce visual mass
- Passive assisted solar management

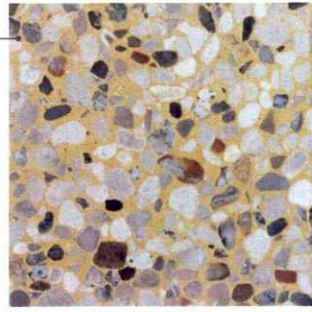
BEST STREET

- Activated retail frontages
- Fixed awning for pedestrian weather protection
- public generosity and tactility to the facade achieved through materials that are domestic in scale, relief (seating, landscape)
- Cafe terraces to first floor

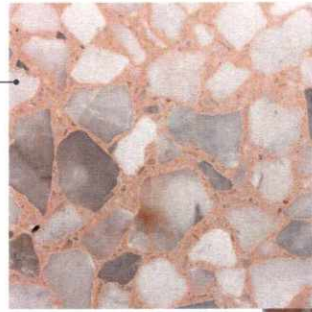
- 01 Cantilevering Planter boxes
- 02 Masonry Facade
- 03 Clear Glazing
- 04 Block Screen
- 05 Tiled Columns
- 06 Facade seating



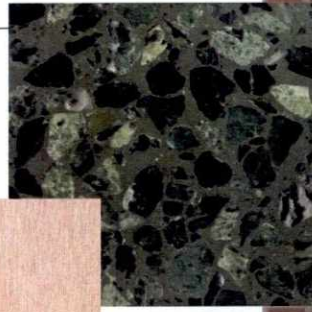
YELLOW TERRAZZO



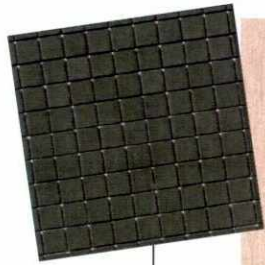
PEACH TERRAZZO



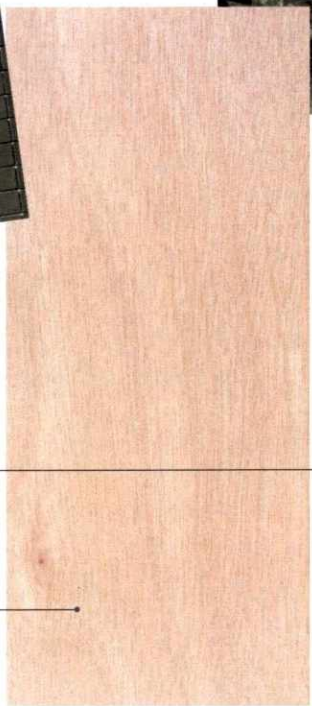
GREEN TERRAZZO



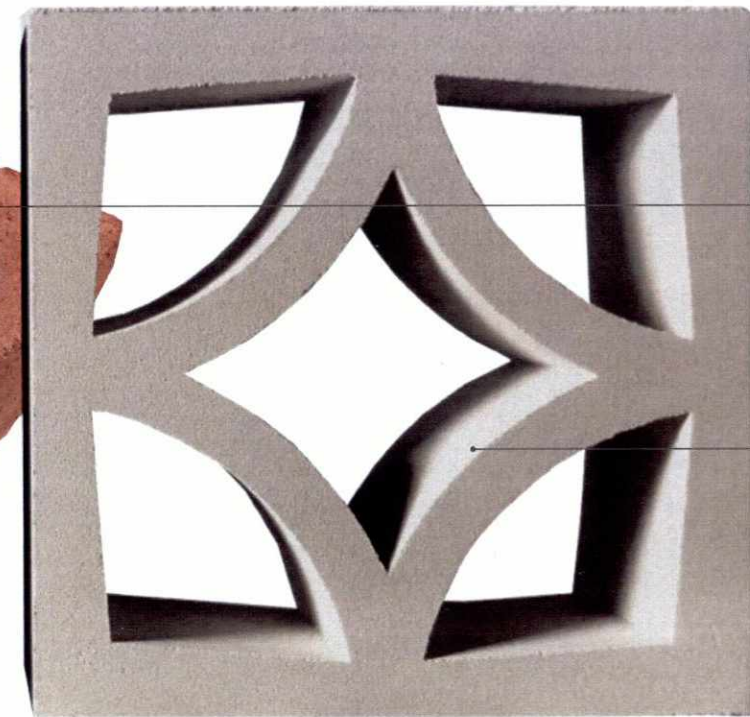
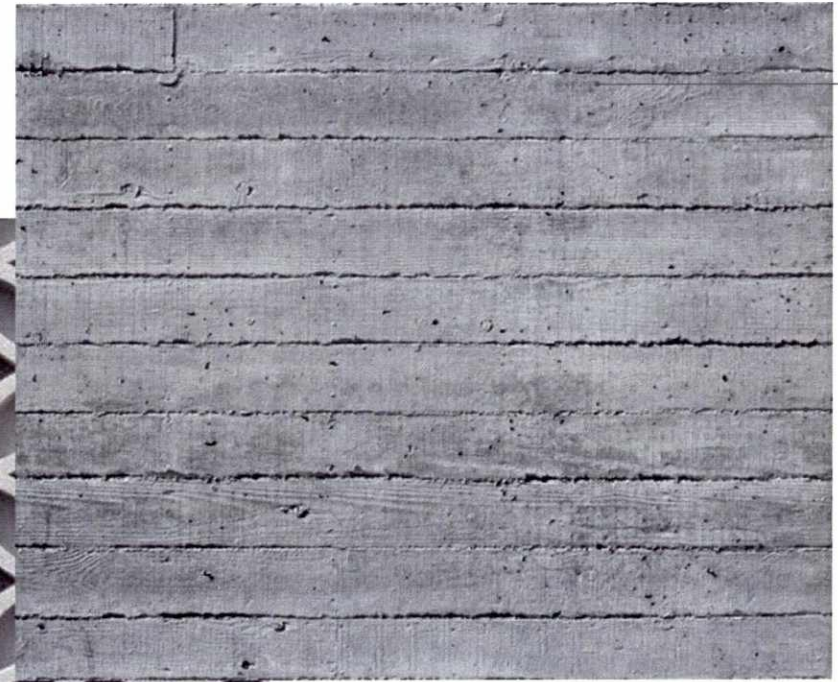
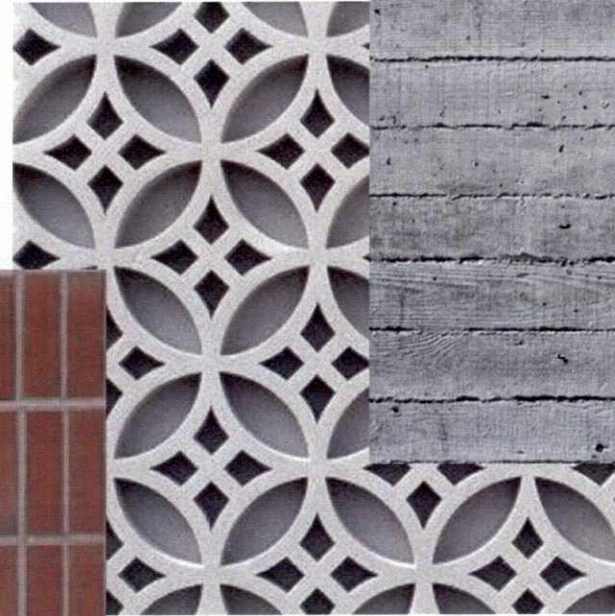
GREEN MOSAIC TILES



BLUESTONE PAVERS



TIMBER PANELS



BOARD FORMED CONCRETE

APRICOT BRICK

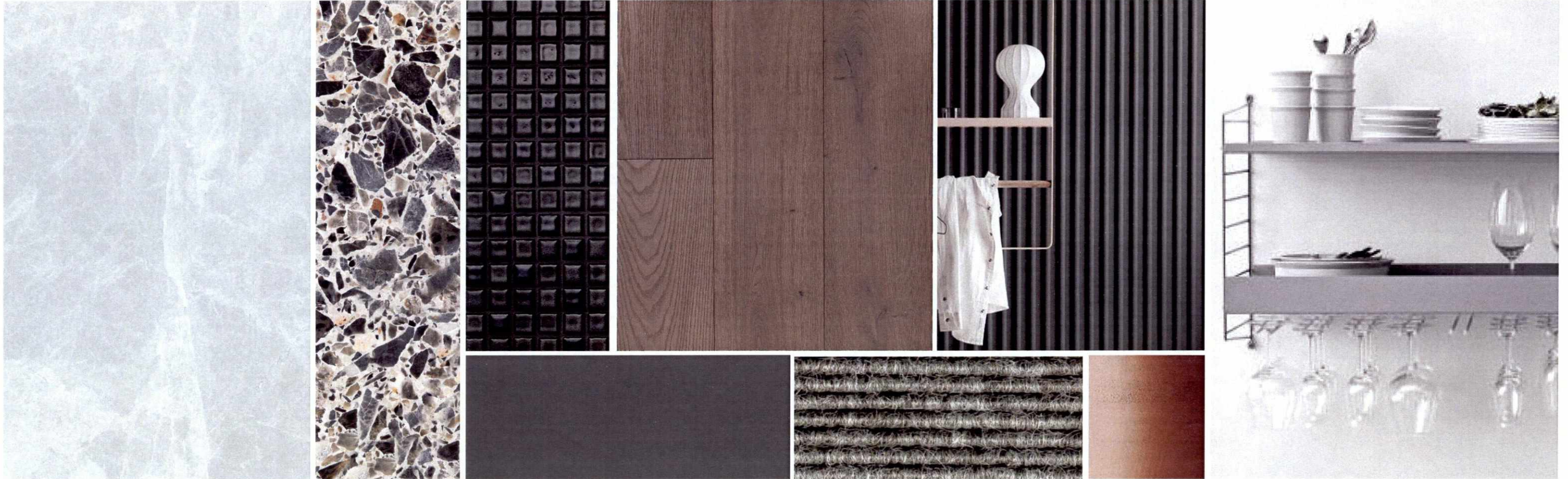
CONCRETE BREEZEBLOCK



An internal material palette that evokes the quality and ambience of the current store and its unique nature with a contemporary reinterpretation is critical to the success of both the proposed apartments and the new retail supermarket.







REINSTATING THE VOID

Central to current users understanding of the existing supermarket is the void within the central supermarket space, giving views to the cafe and assortment of goods upstairs.

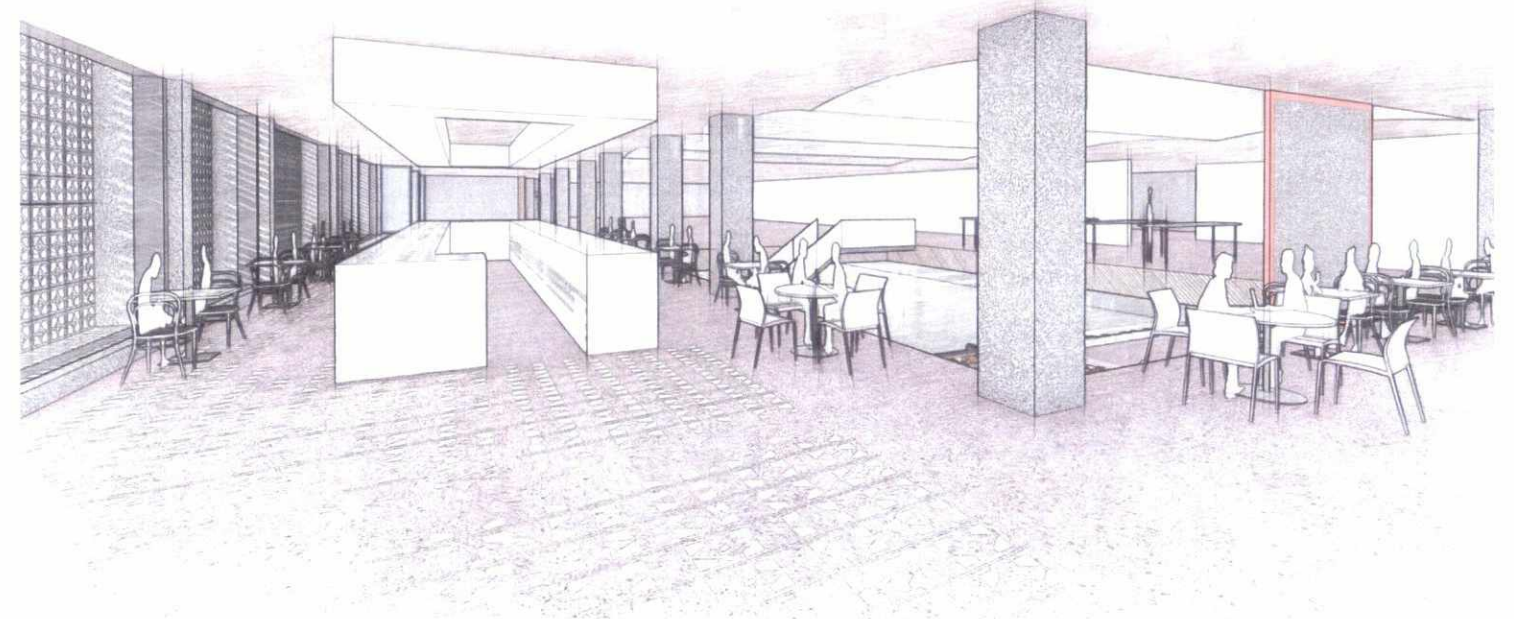
In materiality, proportion and scale the void becomes a key emotive connector of old to new. By reinstating a void above the central grocery department and adjacent to the Deli, and through sensitive reconfiguration of materiality, viewlines and volume, the new void space will amplify and improve the Piedimonte's experience. It will connect a new upstairs cafe and restaurant space to the trading floor and bakery preparation spaces with customers able to see their pastries being made and a new cafe space upstairs.



A NEW UPPER FLOOR CAFE

The current Cafe with its old formica laminate tables and vinyl chairs form a key part of Piedimonte's charm and harks back to a more innocent time of coffee served in strange cups, donuts and Gelato.

The new cafe will improve its visual presence and relationship with the void to the trading floor below; and the surrounding neighbourhood with sun terraces, balcony spaces and sections screened by the breezeblock facade, giving views through and hinting at activity behind.



A NEW CELLAR DOOR FOR FITZROY NORTH

An improved liquor offering will play a key role in diversifying and modernizing spaces within the new retail spaces.

The new liquor store will expand on its current function and it is intended that there will be spaces to accommodate community events and functions; this could range from cheese and wine tasting, to cookery classes as well as information sessions on wine and/or specific regional produce offered within the store.

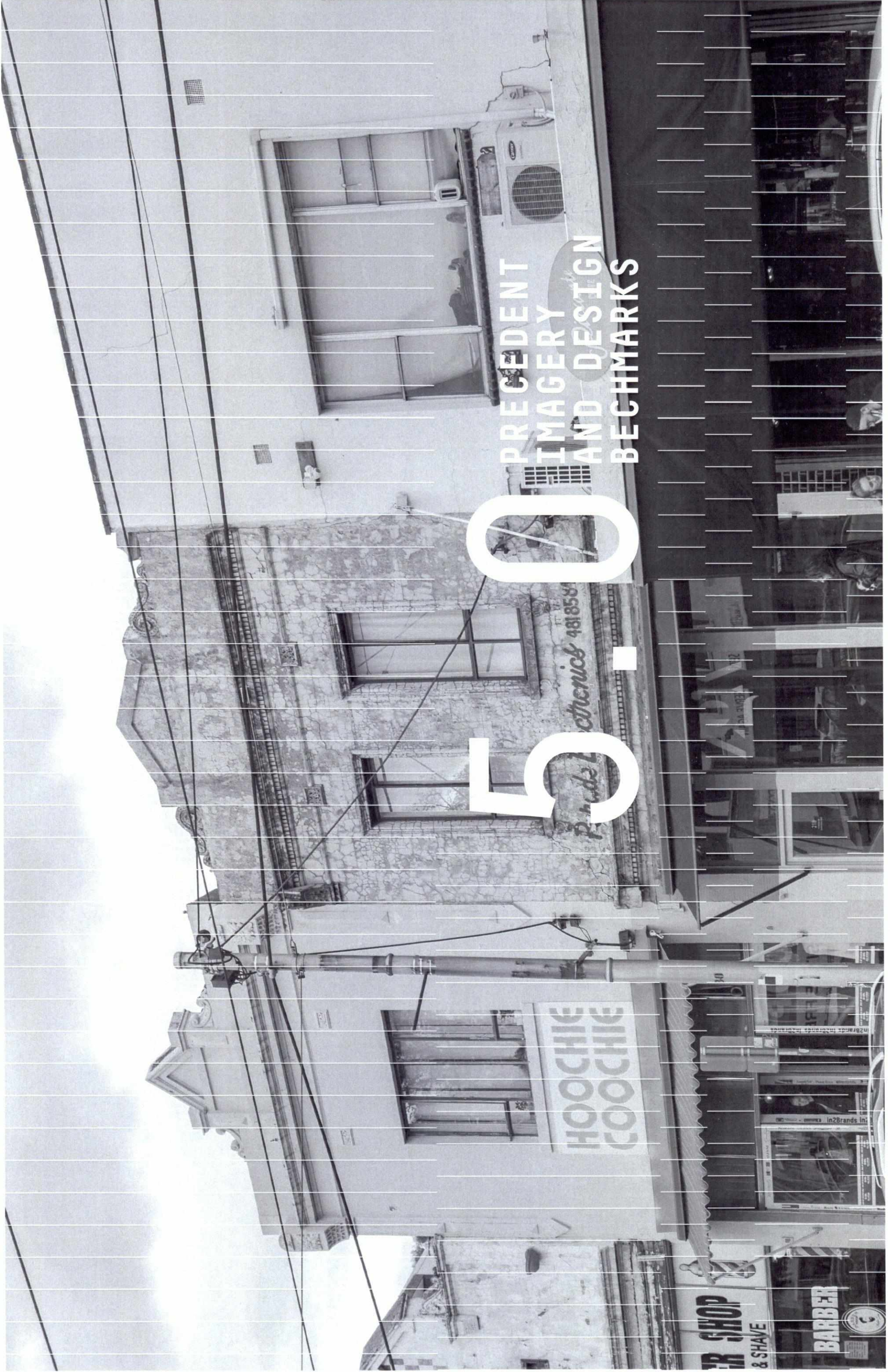


GENEROSITY IN THE STREETScape

The project team and family have made a commitment to engage proactively with council to coordinate a strategy for the Best St car park and pocket park.







# PRECEDENT IMAGERY AND DESIGN BENCHMARKS



