



# CONCEPT PLAN



CAMBRIDGE STREET RESERVE EXPANSION PROJECT  
13TH APRIL, 2021

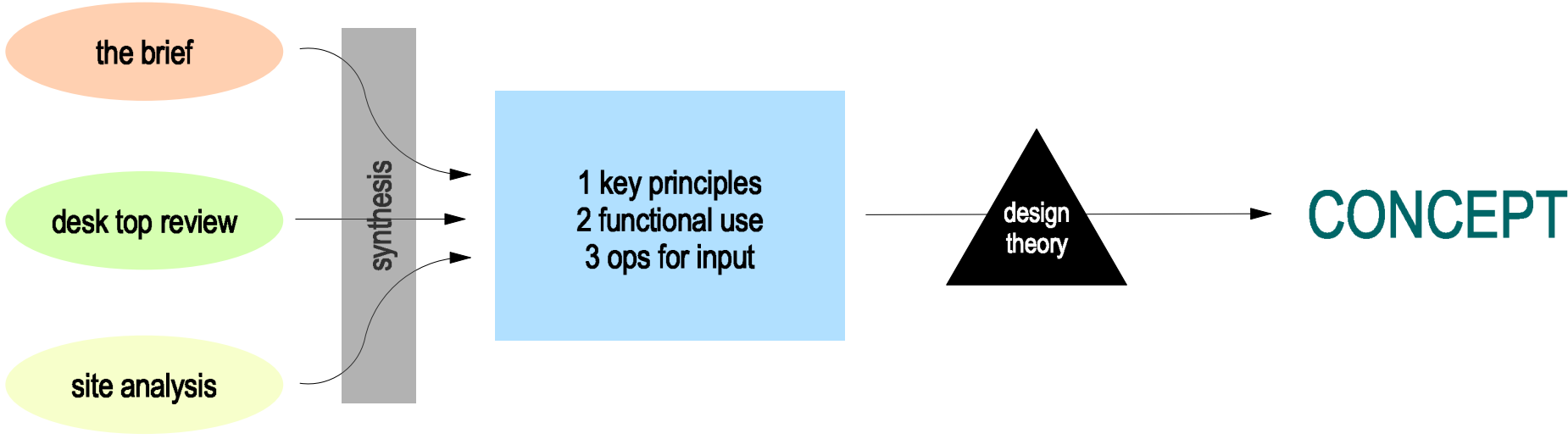




# TABLE OF CONTENTS

- COVER
- CONTENTS
- INTRODUCTION: OUR PROCESS
- RECAP: COMMUNITY WANTS + NEEDS
- DESIGN PRINCIPLES
- FUNCTIONAL USE
- CONCEPTUAL IDEA: CURVED VS RECTANGULAR
- CONCEPTUAL IDEA: FORMAL + INFORMAL
- CONCEPTUAL IDEA: USE OF SIGNIFIER
- CONCEPTUAL IDEA: SCULPTURAL PLAY
- CONCEPTUAL IDEA: EXISTING PLAY
- CONCEPTUAL IDEA: CUSTOM FURNITURE
- CONCEPTUAL IDEA: GARDEN BEDS TYPES
- CONCEPTUAL IDEA: MATERIALITY & FORM
- TREE REMOVAL
- FUNCTIONAL USE INTO CONCEPTS
- CONCEPT
- CONCEPT SHADOW ANALYSIS - JUNE
- CONCEPT SHADOW ANALYSIS - DEC
- CONCEPT SPACIAL BREAKDOWN

URBAN INITIATIVES	CLIENT
	
PROJECT NO.	
20067	
PROJECT NAME	
CAMBRIDGE ST RESERVE EXPANSION PROJECT	
PROJECT ADDRESS	
CAMBRIDGE ST, COLLINGWOOD	
SCALE	NORTH
N/A @A3	
DRAWING NO.	REV #
CD02	




- 1. Broad / schematic / conceptual exploration
- 2. Synthesise information from the brief, desktop review and site analysis
- 3. Establish key principle which will guide us through design development
- 4. Continued approach has been to allow space for further input by an artist
- 5. Establish usage types and opportunities for input
- 6. Concept which applies functional use and tests the theories and principles


FINAL

URBAN INITIATIVES

CLIENT



urban  
initiatives  
LANDSCAPE ARCHITECTS &  
URBAN DESIGN CONSULTANTS



CITY OF  
YARRA

PROJECT NO.

20067

PROJECT NAME

CAMBRIDGE ST RESERVE EXPANSION  
PROJECT

PROJECT ADDRESS

CAMBRIDGE ST, COLLINGWOOD

SCALE

N/A @A3

NORTH

DRAWING NO.

CD03

REV #

Community Wants - 'Your Yarra Say'

passive recreation

active recreation

1 \_Enjoying nature (66%)

2 \_Lie on grass in sun and shade (66%)

3 \_Escape the urban environment (58%)

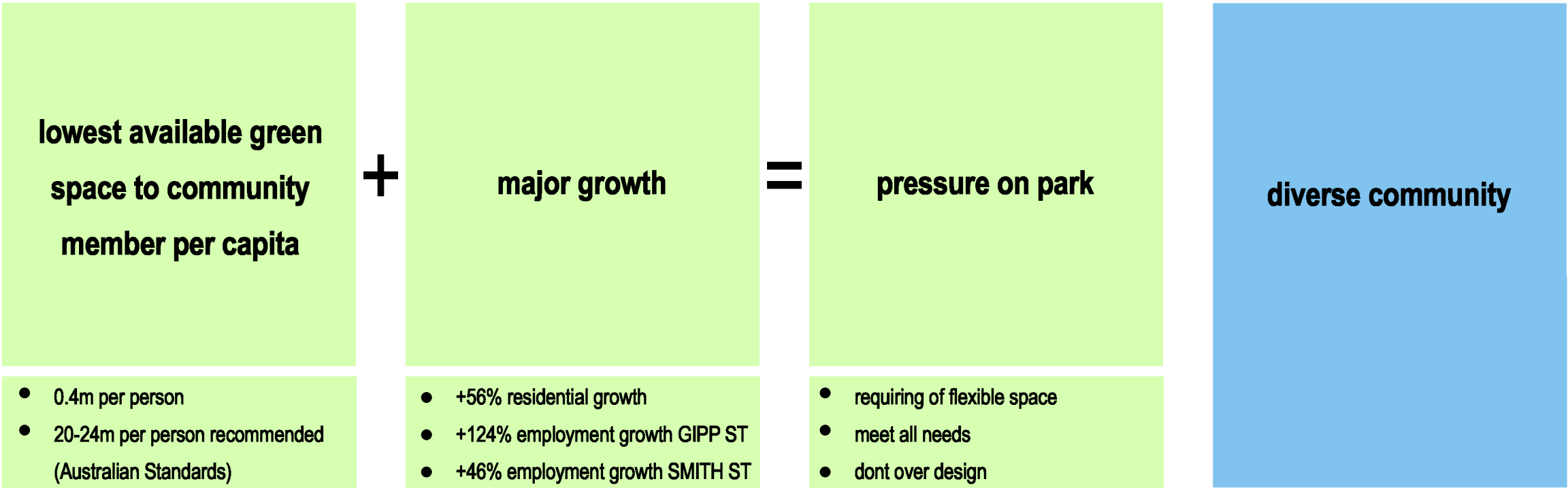
4 \_Passive recreation - picnics and gatherings / relaxing, resting or reading (54%)

5 \_Casual interactions (20%)

6 \_Exercise or being active (28%)

7 \_Playground (23%)

The Collingwood Context - 'City of Yarra Open Space Strategy'





Cambridge St Reserve Design Principles

Inclusive

- Doesn't just *NOT* exclude, but actively *includes*
- Not over-designed
- Our role as *facilitator*

Flexible

- Meets the varying needs of its community
- Non perscriptive**
- Not over-designed**

Responsive

- ... To its historical context
- ... To its local culture
- ... To its environment

Accepting

- ... Of all
- ... Of diversity

- *aboriginal community*
- *LGBTQI+ community*
- *other groups? what role and op does community consultation have?*

- *flexible > non-perscriptive*
- *important connection which continues throughout*


City of Yarra Open Space Strategy

Principle	Aim
Accessible	Provide open space that is easily accessible and appeals to people of all ages and abilities and is well serviced by a range of sustainable transport options.
Adaptable	Design and manage open space to accommodate changing community needs and other influences including climate change.
Cultural	Recognise, protect and support diverse Wurundjeri Woi Wurrung, Aboriginal and Torres Strait Islander cultural heritage and historical values, including contemporary cultural values, in existing and new open space.
Diverse	Reflect the natural, social, urban and cultural diversity of Yarra and meet the diverse range of organised and informal recreational needs in open space.
Ecological	Enhance and link ecologically viable remnants and established urban bushland to improve biodiversity values.
Equitable	Ensure the public open space network is inclusive and freely open and accessible to everyone.
Sustainable	Design and manage open space to support sustainable water use; contribute to urban greening; mitigate urban heat island effect; support large canopy trees; promote sustainable transport options; and contribute to the liveability of higher density precincts in the city.


DESIGN DRIVER

URBAN INITIATIVES

CLIENT



urban  
initiatives  
LANDSCAPE ARCHITECTS &  
URBAN DESIGN CONSULTANTS



CITY OF  
YARRA

PROJECT NO.

20067

PROJECT NAME

CAMBRIDGE ST RESERVE EXPANSION  
PROJECT

PROJECT ADDRESS

CAMBRIDGE ST, COLLINGWOOD

SCALE

N/A @A3

NORTH

DRAWING NO.

REV #

MAIN FOCUS OF THIS STAGE



Use Types

The following are usage types we've identified to be included in the concept design. They are drawn from the brief, *Your Say Yarra* and the *Yarra Open Space Strategy*.

- 1. Natural environment
- 2. Mixture of shade and sun
- 3. Grass area
- 4. Public square / flexible gathering space
- 5. Sculptural play
- 6. Exercise opportunities
- 7. BBQ and lunch opportunities
- 8. Seating
- 9. Connection


Opportunities for Input

The following are opportunities we've identified for input by a project artist, community groups etc. to give the Project its expression.


- Sculpture (play and public square)
- Custom furniture
- Paving
- Planting
- Material use
- Colour
- Lighting

URBAN INITIATIVES

CLIENT



urban  
initiatives  
LANDSCAPE ARCHITECTS &  
URBAN DESIGN CONSULTANTS



CITY OF  
YARRA

PROJECT NO.

20067

PROJECT NAME

CAMBRIDGE ST RESERVE EXPANSION  
PROJECT


PROJECT ADDRESS

CAMBRIDGE ST, COLLINGWOOD

SCALE

N/A @A3

NORTH



DRAWING NO.

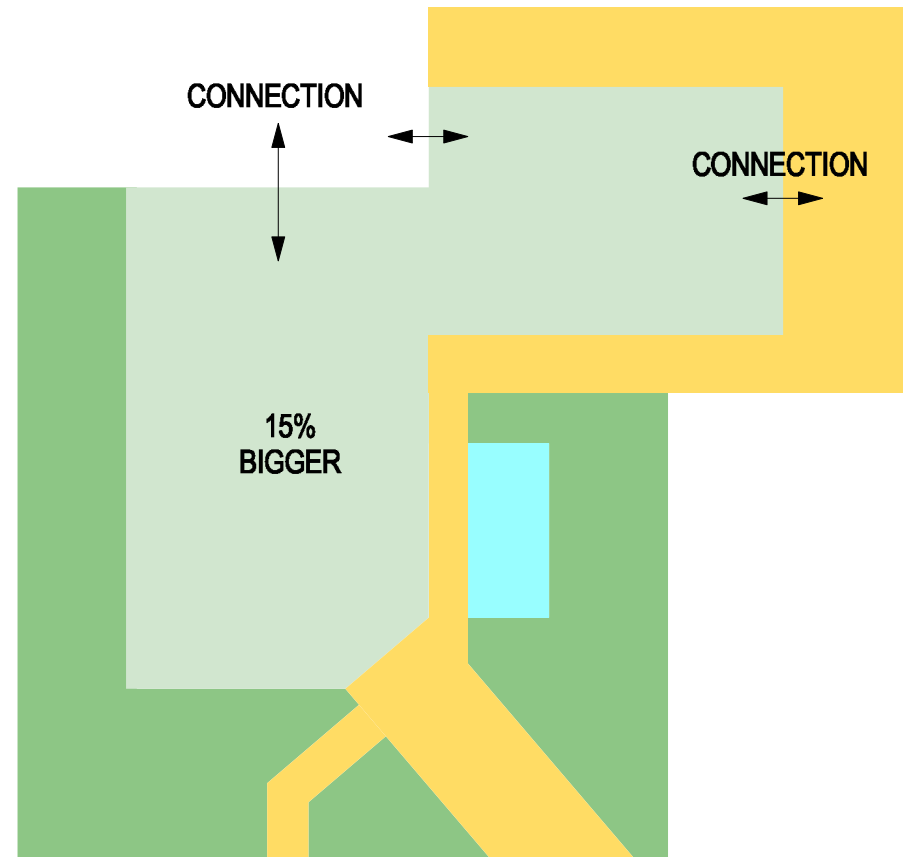
CD06

REV #



Flexible

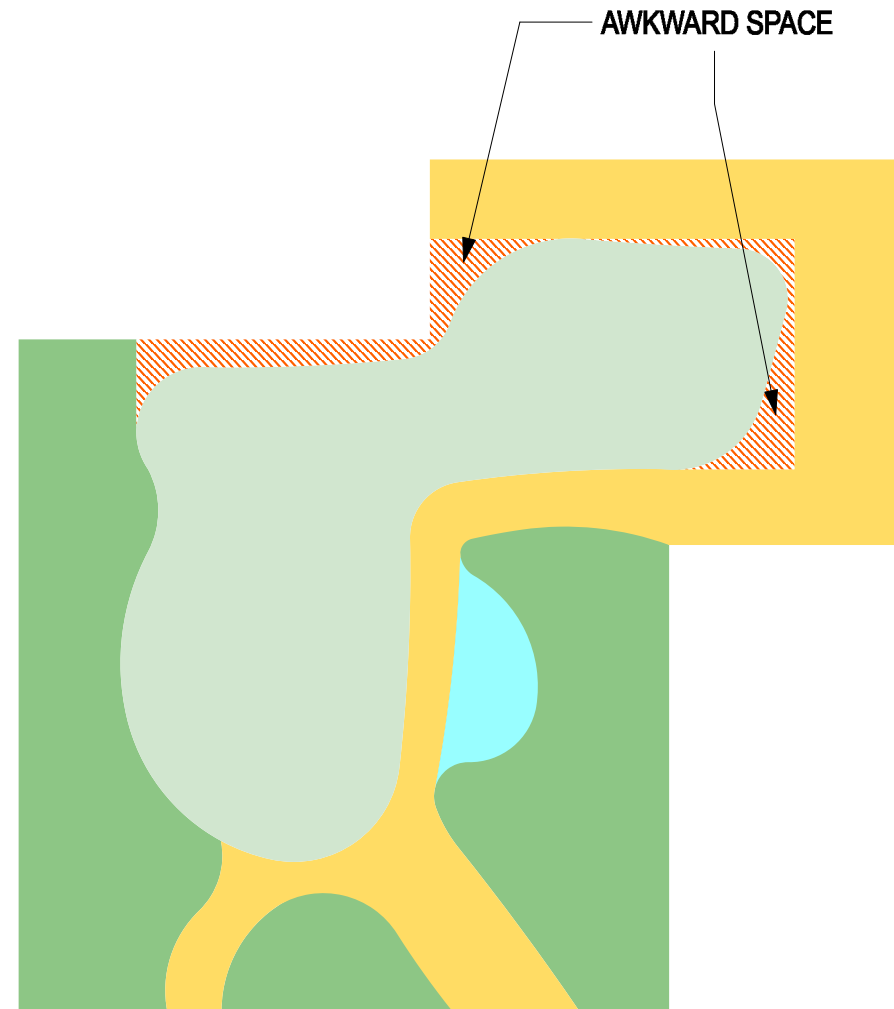
DESIGN THINK: CURVED VS RECTANGULAR



Rectangular Design Approach

*Study shows how rectangular design in a tight area:*

- *maximises space*
- *allows for more flexible use*
- *gives the sense of more space*
- *paired back, non prescriptive*






Curved Design Approach

*... So. Does formality challenge perception of inclusion?*

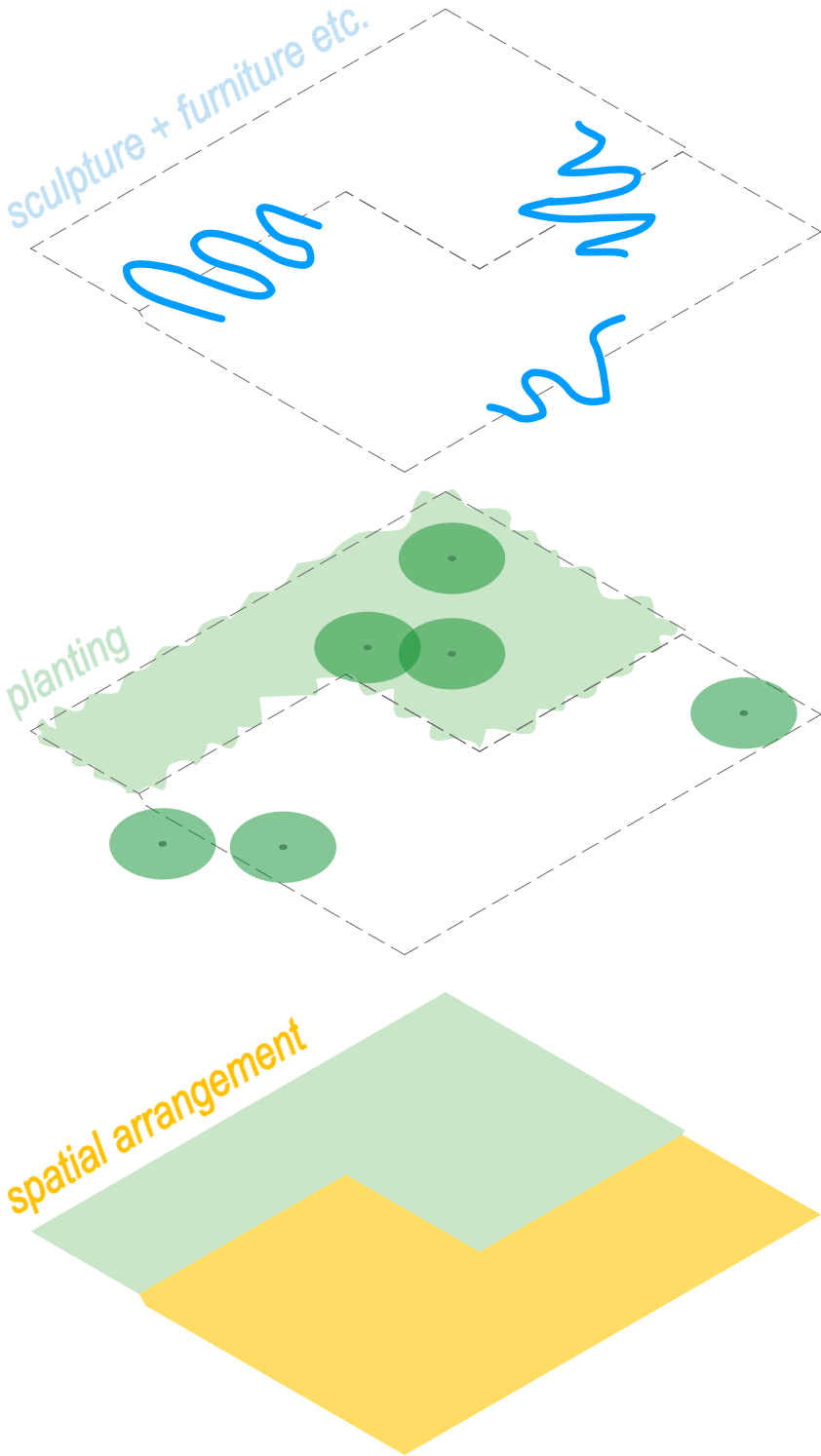
*straight lines > formal > control > exclusion?*

FINAL

URBAN INITIATIVES		CLIENT	
 <div>urban initiatives LANDSCAPE ARCHITECTS &amp; URBAN DESIGN CONSULTANTS</div>		 <div>CITY OF YaRRA</div>	
PROJECT NO.			
20067			
PROJECT NAME			
CAMBRIDGE ST RESERVE EXPANSION PROJECT			
PROJECT ADDRESS			
CAMBRIDGE ST, COLLINGWOOD			
SCALE		NORTH	
N/A @A3			
DRAWING NO.		REV #	
CD07			



... formalise space



level 3: informal

juxtaposition  
'breaking through'  
expression  
creativity  
opportunity

opportunity for contrast > opportunity for artist + community impact

level 2: informal

expression  
texture  
colour  
messy  
contrast

level 1: formal


function  
maximising space  
flexible space

- Responsive
- Flexible
- Inclusive


CONCEPTUAL IDEA: FORMAL + INFORMAL

URBAN INITIATIVES

CLIENT



urban  
initiatives  
LANDSCAPE ARCHITECTS &  
URBAN DESIGN CONSULTANTS



CITY OF  
YARRA

PROJECT NO.

20067

PROJECT NAME

CAMBRIDGE ST RESERVE EXPANSION  
PROJECT


PROJECT ADDRESS

CAMBRIDGE ST, COLLINGWOOD

SCALE

N/A @A3

NORTH



DRAWING NO.

CD08

REV #

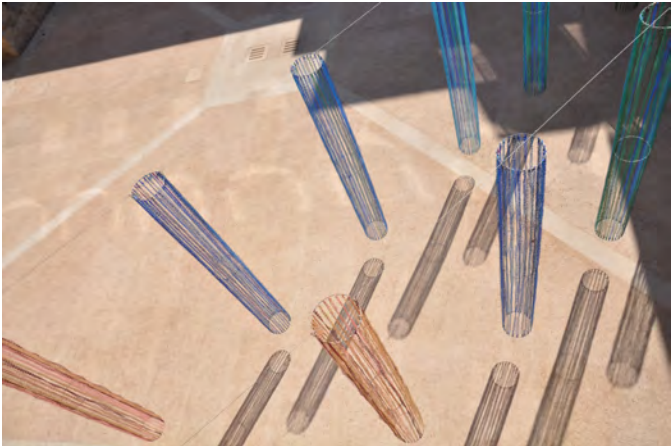
FINAL



... formalise space

- These images show techniques to informalise formal edges through the use of **planting, contrast and colour and sculpture**.

Set within a somewhat formal layout, there exists the opportunity for landscape elements to **'break through'** and to **'cross boundaries'**.






Responsive

Inclusive

CONCEPTUAL IDEA: MESSY GARDEN, FORMAL EDGES

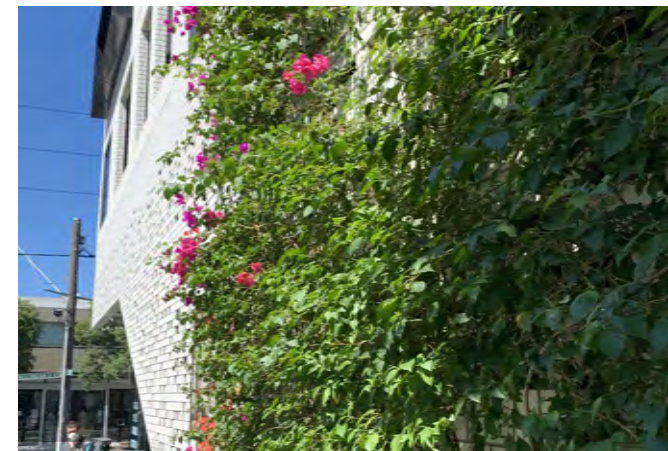
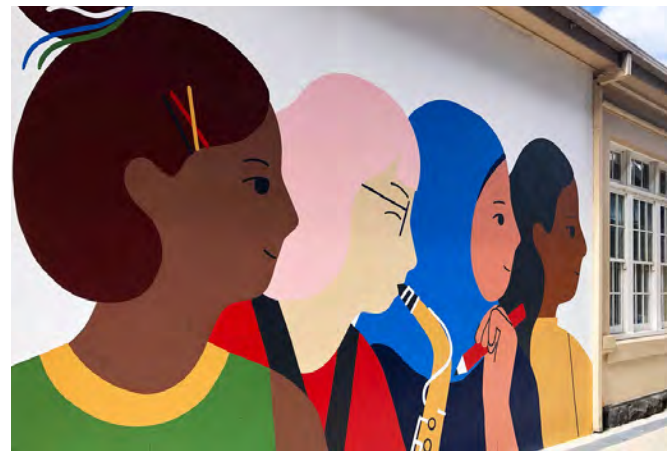


URBAN INITIATIVES		CLIENT	
			
PROJECT NO. 20067			
PROJECT NAME CAMBRIDGE ST RESERVE EXPANSION PROJECT			
PROJECT ADDRESS CAMBRIDGE ST, COLLINGWOOD			
SCALE N/A		NORTH 	
DRAWING NO. CD09		REV #	

FINAL



- Images showing how signifiers, both **subtle** and **explicit**, can help to communicate inclusion and acceptance.
- Loosely terming signifiers as **ACTIVE** forms of **expression of support/solidarity/acceptance**
- They can be sanctioned (through Council etc), or occure organically (grafitti etc) and are often by marginalised groups. They can occur inside or adjacent to space.
- Some types: murals, grafitti, planting, any visual indicator. A painted door



Responsive

Accepting

Inclusive

CONCEPTUAL IDEA: USE OF SIGNIFIER

URBAN INITIATIVES	CLIENT
	
PROJECT NO. 20067	
PROJECT NAME CAMBRIDGE ST RESERVE EXPANSION PROJECT	
PROJECT ADDRESS CAMBRIDGE ST, COLLINGWOOD	
SCALE N/A	NORTH 
DRAWING NO. CD10	REV #

FINAL






Flexible

Inclusive

## CONCEPTUAL IDEA: SCULPTURAL PLAY

- *Sculpture as play can subtly communicate inclusion and flexibility due to the non-prescriptive nature of it. It's for everyone. For looking as well as play.*
- *Where structures stay below 500mm, they do not require impact absorbing materials and can sit within lawn or paving. It doesn't only read as playground, and multiple ages can use it.*



URBAN INITIATIVES		CLIENT	
 urban initiatives <small>LANDSCAPE ARCHITECTS &amp; URBAN DESIGN CONSULTANTS</small>			
PROJECT NO. <b>20067</b>			
PROJECT NAME <b>CAMBRIDGE ST RESERVE EXPANSION PROJECT</b>			
PROJECT ADDRESS <b>CAMBRIDGE ST, COLLINGWOOD</b>			
SCALE <b>N/A</b>		NORTH 	
DRAWING NO. <b>CD11</b>		REV #	

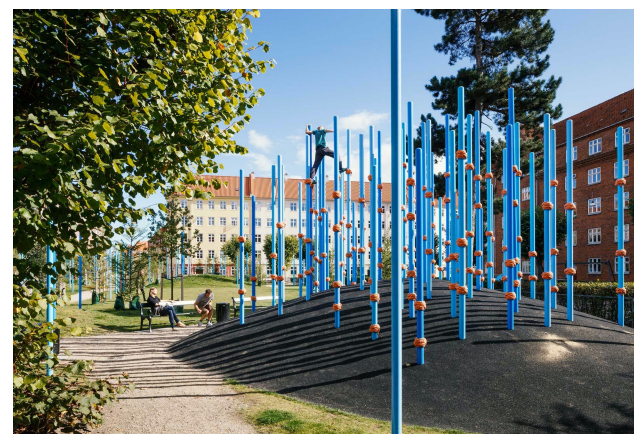
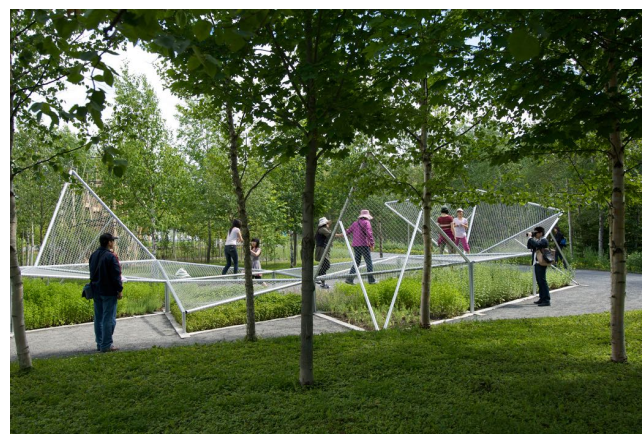
FINAL



- Existing play:
  - 2x Slides
  - Climbing
  - Swing Set
  - Play Structure






- Proposed sculpture play integrates:
  - innovative thinking
  - problem solving
  - adventure play
  - versatile uses
  - art/function/interaction



Flexible  
Inclusive  
Accepting

CONCEPTUAL IDEA: EXISTING PLAY

URBAN INITIATIVES	CLIENT
 urban initiatives LANDSCAPE ARCHITECTS & URBAN DESIGN CONSULTANTS	 CITY OF YARRA
PROJECT NO. <b>20067</b>	
PROJECT NAME <b>CAMBRIDGE ST RESERVE EXPANSION PROJECT</b>	
PROJECT ADDRESS <b>CAMBRIDGE ST, COLLINGWOOD</b>	
SCALE <b>N/A</b>	NORTH 
DRAWING NO. <b>CD12</b>	REV #

FINAL



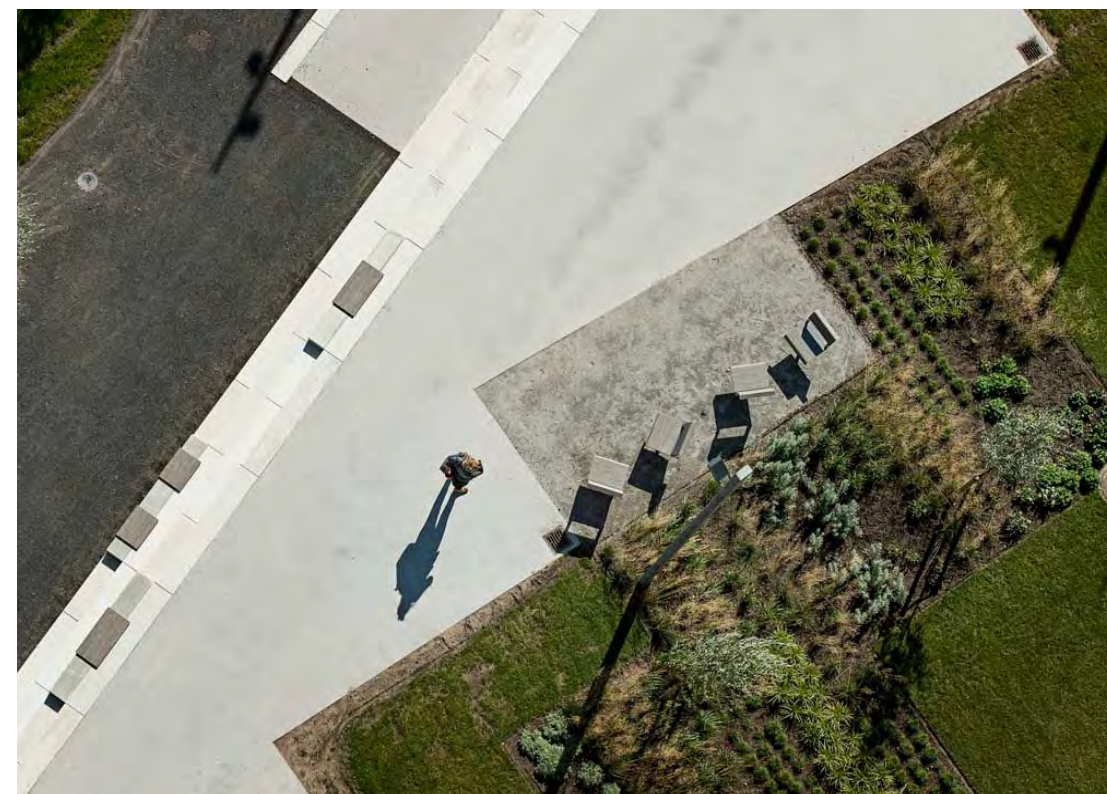
Flexible

Inclusive

# CONCEPTUAL IDEA: CUSTOM FURNITURE

- These images show forms and arrangements of furniture to activate edges and spaces through **fixed** and **interactive** design.




Users of the space are provided opportunity to make their surroundings suit to their needs, whether by themselves and preferring their own space to those who arrive with friends and intend to generate a social space.



- Proposed custom furniture provides:
  - personalisation of space
  - privacy & solitude
  - social & inclusiveness
  - interaction
  - adaptability



FINAL

URBAN INITIATIVES		CLIENT	
			
PROJECT NO.			
20067			
PROJECT NAME			
CAMBRIDGE ST RESERVE EXPANSION PROJECT			
PROJECT ADDRESS			
CAMBRIDGE ST, COLLINGWOOD			
SCALE		NORTH	
N/A		@A3	
			
DRAWING NO.		REV #	
CD13			



- These images show forms and arrangements of planting character and the spatial change they generate. Screening and shade are key in a versatile space.

Urban forest canopy trees



- Proposed custom planting provides:
  - WSUD capabilities
  - Screening
  - Shade/protection
  - Softening
  - Character

Screening shrubs and ground covers






WSUD bed / swale



Flexible  
Inclusive  
Responsive

CONCEPTUAL IDEA: GARDEN BEDS TYPES

URBAN INITIATIVES		CLIENT	
			
PROJECT NO. <b>20067</b>			
PROJECT NAME <b>CAMBRIDGE ST RESERVE EXPANSION PROJECT</b>			
PROJECT ADDRESS <b>CAMBRIDGE ST, COLLINGWOOD</b>			
SCALE		NORTH	
N/A	@A3		
DRAWING NO.		REV #	
<b>CD14</b>			

FINAL



- *These images show forms and material opportunities to establish, integrate and buffer spaces.*
- *Movement and activation of spaces through edge treatment and material application emphasises character/historic narrative and attraction, ultimately guiding the experience of the user. Maintaining a balance of durability and softness is key to those seeking time outdoors within an open and vegetated space surrounded by an ever growing urban environment.*



Raised Edge




Raised Edge




FINAL

URBAN INITIATIVES



urban  
initiatives  
LANDSCAPE ARCHITECTS &  
URBAN DESIGN CONSULTANTS



CITY OF  
YARRA

PROJECT NO.

20067

PROJECT NAME

CAMBRIDGE ST RESERVE EXPANSION  
PROJECT


PROJECT ADDRESS

CAMBRIDGE ST, COLLINGWOOD

SCALE

N/A @A3

NORTH



DRAWING NO.

CD15

REV #

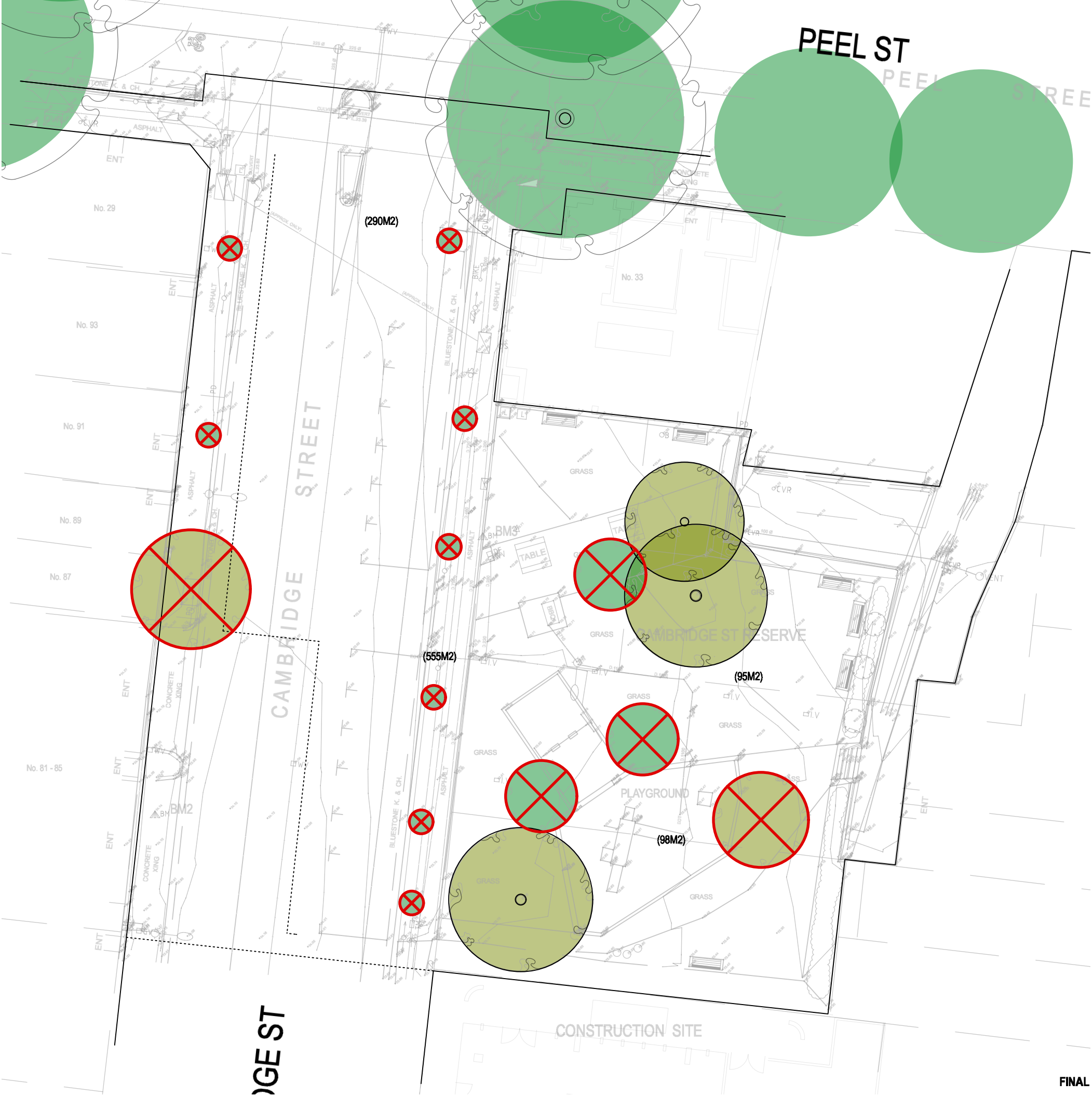


**LEGEND - TREES**

EXOTIC TREE

NATIVE TREE


TREE TO BE REMOVED




TREE REMOVAL

URBAN INITIATIVES

CLIENT



urban  
initiatives  
LANDSCAPE ARCHITECTS &  
URBAN DESIGN CONSULTANTS



CITY OF  
YARRA

PROJECT NO.

20067

PROJECT NAME

CAMBRIDGE ST RESERVE EXPANSION  
PROJECT


PROJECT ADDRESS

CAMBRIDGE ST, COLLINGWOOD

SCALE

N/A @A3

NORTH



DRAWING NO.

CD16

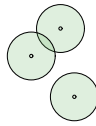
REV #

FINAL



Use Types

1. Natural environment
2. Mixture of shade and sun
3. Grass area
4. Public square / flexible gathering space
5. Sculptural play
6. Exercise opportunities
7. BBQ and lunch opportunities
8. Seating
9. Connection



Eucalypt Urban Forrest

- Informalise
- Vertical plane
- Escape from urban environment
- Shade + Sun



Garden Bed Planting

- Informalise
- Colour
- Texture
- Escape from the urban environment
- Expression



WSUD Bed / Swale Planting

- Informalise
- Colour
- Texture
- Stormwater control



Lawn

- Flexible space
- Exercise
- Passive recreation / relaxation / lounging
- Escape from urban environment



Edge Space

- Flexible space
- Integration of hard and soft spaces
- Durable and accessible
- Permeable and continuation of green character



Formal Gathering Space

- Picnic and BBQ-ing
- Seating
- Passive recreation



Paving - Open Public Space

- Flexible space (gathering, stage, market etc)
- Connection to lawn areas
- Focal point
- Expression
- Custom furniture opportunities



Paving - Entry Points

- Connection / circulation
- Entry
- Secondary seating opportunities
- Incidental interaction
- Opportunity for expression
- Opportunity for custom furniture



- Main Entry



- Secondary entry



- Intimate seating / gathering



- Stage area



Seating Edging

- Flexible seating
- Structural form
- Vertical plane
- Expression
- Gateway entrance



Seating - Single (Custom)

- Flexible seating
- Structural form
- Expression



Sculpture (Indicative)



- Informal play
- Gateway entrance
- Expression
- Signifier



Raised Edge

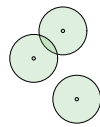
- Diversity of experience
- Expression
- Signifier

FUNCTIONAL USE INTO CONCEPTS

URBAN INITIATIVES	CLIENT
	
PROJECT NO. <b>20067</b>	
PROJECT NAME <b>CAMBRIDGE ST RESERVE EXPANSION PROJECT</b>	
PROJECT ADDRESS <b>CAMBRIDGE ST, COLLINGWOOD</b>	
SCALE <b>N/A</b>	NORTH 
DRAWING NO. <b>CD17</b>	REV #

FINAL





#### Eucalypt Urban Forrest

- Informalise
- Vertical plane
- Escape from urban environment
- Shade + Sun



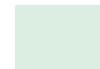
#### Garden Bed Planting

- Informalise
- Colour
- Texture
- Escape from the urban environment
- Expression



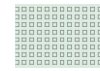
#### WSUD Bed / Swale Planting

- Informalise
- Colour
- Texture
- Stormwater control



#### Lawn

- Flexible space
- Exercise
- Passive recreation / relaxation / lounging
- Escape from urban environment



#### Edge Space

- Flexible space
- Integration of hard and soft spaces
- Durable and accessible
- Permeable and continuation of green character



#### Formal Gathering Space

- Picnic and BBQ-ing
- Seating
- Passive recreation



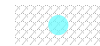
#### Paving - Open Public Space

- Flexible space (gathering, stage, market etc)
- Connection to lawn areas
- Focal point
- Expression
- Custom furniture opportunities



#### Paving - Entry Points

- Connection / circulation
- Entry
- Secondary seating opportunities
- Incidental interaction
- Opportunity for expression
- Opportunity for custom furniture



- Main Entry



- Secondary entry



- Intimate seating / gathering



- Stage area



#### Seating Edging

- Flexible seating
- Structural form
- Vertical plane
- Expression
- Gateway entrance



#### Seating - Single (Custom)

- Flexible seating
- Structural form
- Expression



#### Sculpture (Indicative)

- Informal play
- Gateway entrance
- Expression
- Signifier



#### Raised Edge

- Diversity of experience
- Expression
- Signifier



PEEL ST

GE ST

CONCEPT

URBAN INITIATIVES CLIENT



PROJECT NO. 20067

PROJECT NAME CAMBRIDGE ST RESERVE EXPANSION PROJECT

PROJECT ADDRESS CAMBRIDGE ST, COLLINGWOOD

SCALE N/A @A3 NORTH

DRAWING NO. CD18 REV #

FINAL



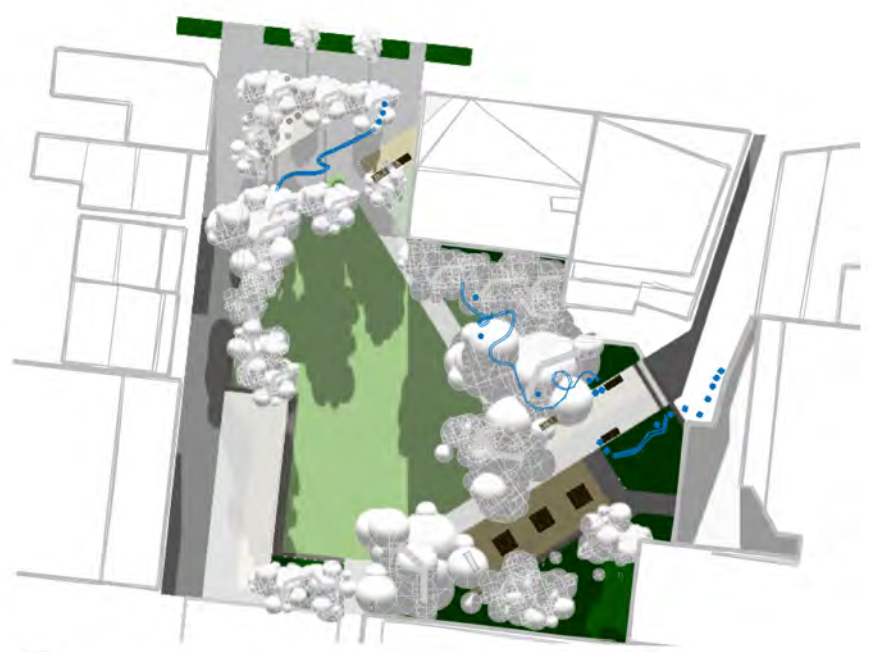
# CONCEPT SHADOW ANALYSIS - JUNE



9am



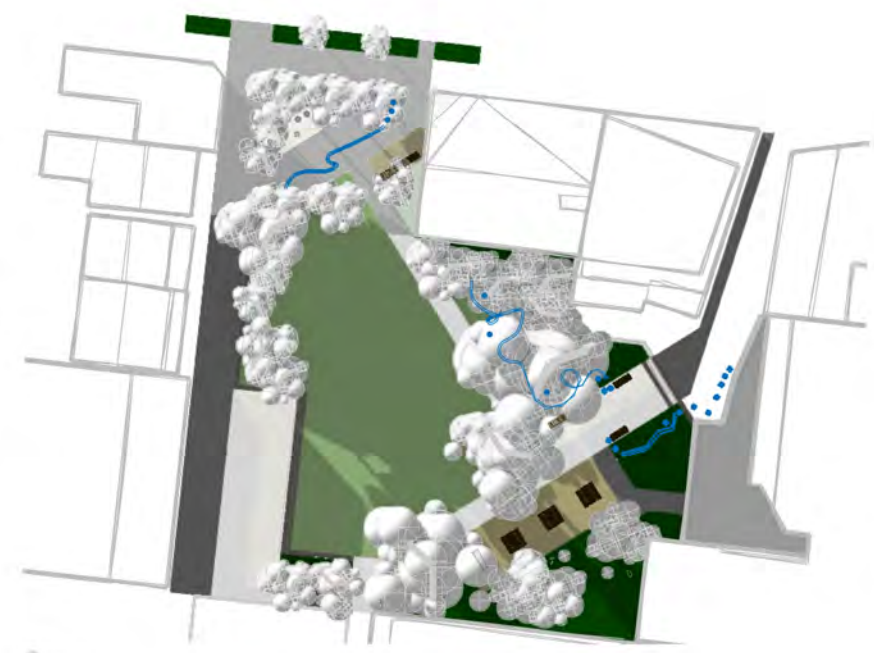
11am



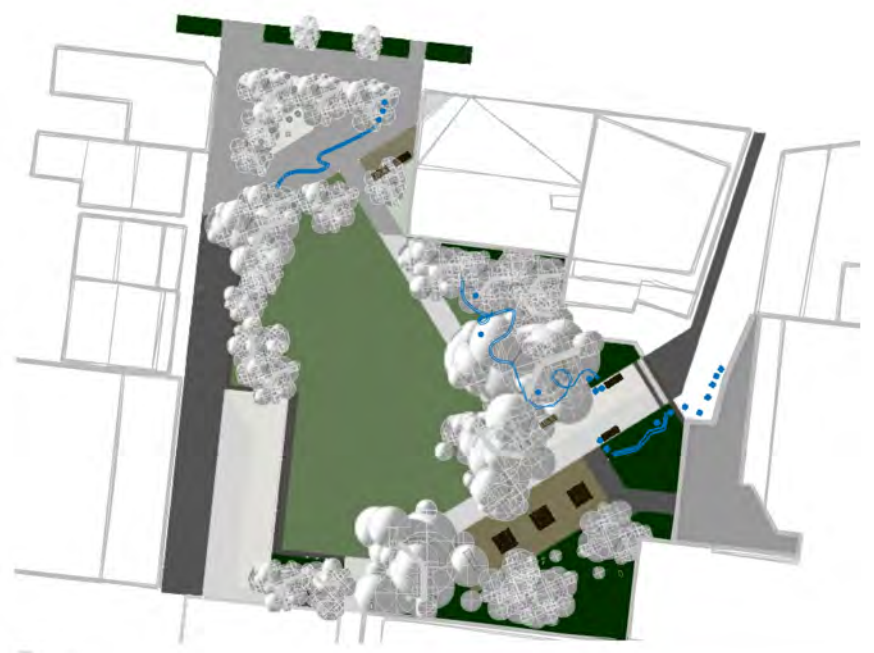
12pm



1pm



3pm



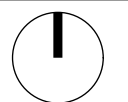


5pm

June 21st

Cambridge St Park - Shadow Analysis Plan

FINAL

URBAN INITIATIVES		CLIENT	
			
PROJECT NO. <b>20067</b>			
PROJECT NAME <b>CAMBRIDGE ST RESERVE EXPANSION PROJECT</b>			
PROJECT ADDRESS <b>CAMBRIDGE ST, COLLINGWOOD</b>			
SCALE <b>N/A</b>		NORTH 	
DRAWING NO. <b>CD19</b>		REV #	





9am



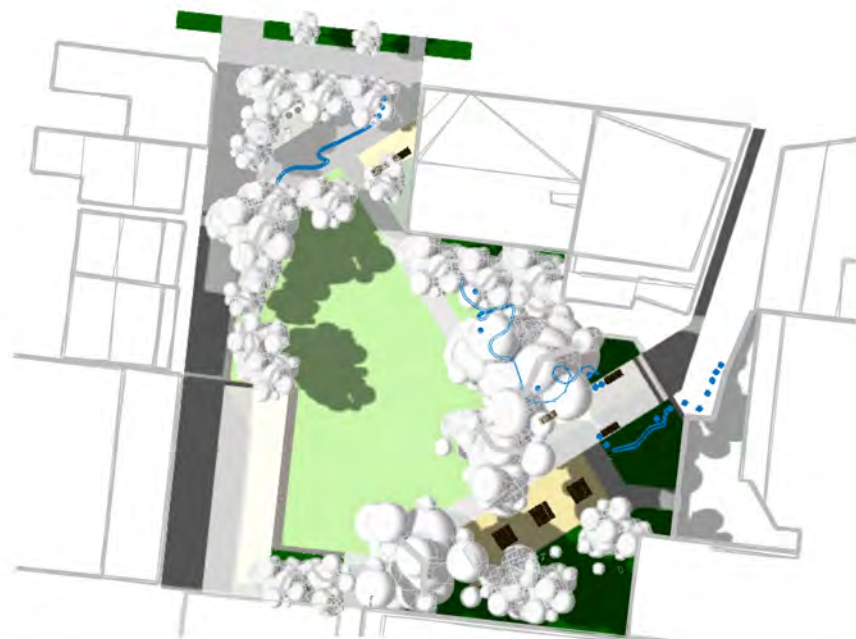
11am



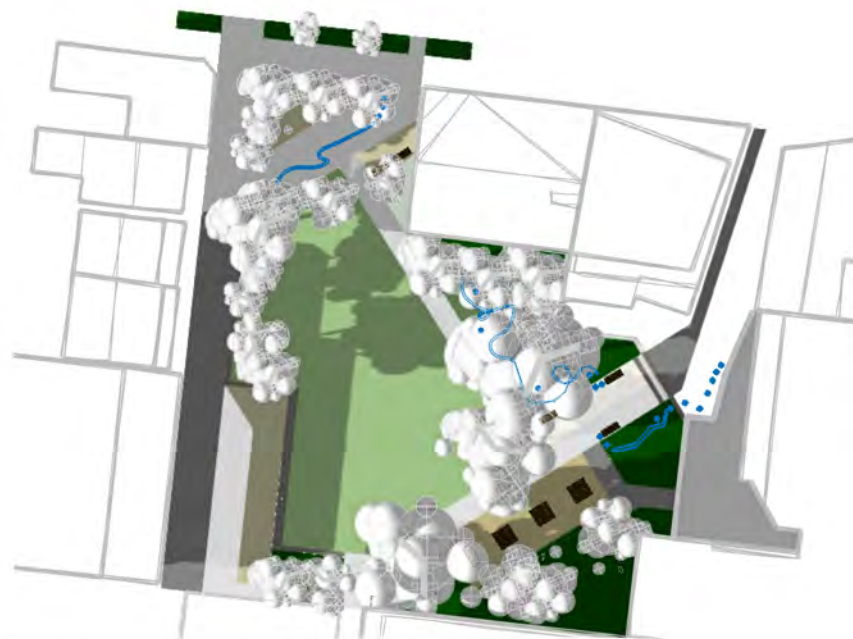
12pm



1pm



3pm






5pm

December 21st

Cambridge St Park - Shadow Analysis Plan

FINAL

URBAN INITIATIVES	CLIENT
 urban initiatives LANDSCAPE ARCHITECTS & URBAN DESIGN CONSULTANTS	 CITY OF YARRA
PROJECT NO. 20067	
PROJECT NAME CAMBRIDGE ST RESERVE EXPANSION PROJECT	
PROJECT ADDRESS CAMBRIDGE ST, COLLINGWOOD	
SCALE N/A	NORTH 
DRAWING NO. CD20	REV #



- Low Activity - Relaxation**
  - Subtle
  - Relaxing
  - Shaded
  - Protected from active use space
- Medium Activity - Social**
  - Open
  - Clearance for active use
  - Grassed/soft area
- High Activity - Recreation**
  - Open
  - Clearance for active use
  - Grassed/soft area
- Sculpture Zones**
  - Interactive/play
  - Artist engagement
  - Northern plaza/grass space/garden bed



CONCEPT SPACIAL BREAKDOWN

URBAN INITIATIVES

CLIENT

**urban**  
**initiatives**  
LANDSCAPE ARCHITECTS & URBAN DESIGN CONSULTANTS

**CITY OF**  
**YARRA**

PROJECT NO.

20067

PROJECT NAME

CAMBRIDGE ST RESERVE EXPANSION PROJECT

PROJECT ADDRESS

CAMBRIDGE ST, COLLINGWOOD

SCALE

N/A @A3

NORTH

DRAWING NO.

CD21

REV #

FINAL