

6. Design intervention
Main entranceway

6. Design intervention - Main entranceway

6.1 Existing external condition

Existing external condition

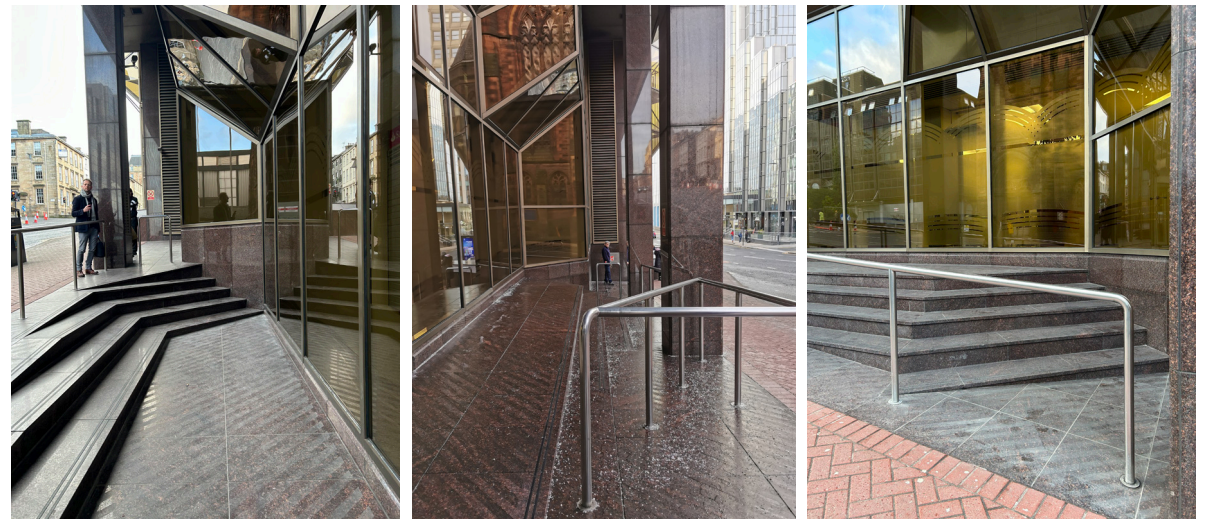
The existing main entrance, on the incline of St Vincent Street is understated and uninviting, built for the purpose of security and privacy. The surrounding external forecourt presents an accessibility challenge, with steps across a sloping geometry that would fall short of current day building standards.

There is no signage beyond the property number, and little indication of a retail bank branch within the internal foyer. The smoked glass facade further obscures views into the internal environment.

There is limited external lighting and the north facing aspect together with the deep undercroft ensures the main entrance falls into shadow for the majority of the day.

The entrance glazing is articulated by a zigurat form that extends beyond the line of the entrance threshold beneath. The structural grid is expressed with an imposing line of columns.

In summary, the experience created upon approach and arrival to 301 St Vincent Street is not representative of the future ambition for the building.



6. Design intervention - Main entranceway

6.2 Existing internal condition

Existing internal condition

The existing internal foyer and reception are arranged around a thoroughfare that prioritises a swift and uninterrupted journey through the space.

Two building receptions reflect the previous tenant arrangement.

The foyer is flanked by the lecture theatre and enclosed office partitions that constrain activity and restrict visibility between the internal and external environments.

The entrance revolving doors are approx 2.3m to underside of soffit and are of the low end of the ranges typically available. The accessible doorset is located to one side. The doors are defined by an imposing portal structure that creates a further visual and physical barrier at the entrance threshold.



6. Design intervention - Main entranceway

6.3 Increasing permeability

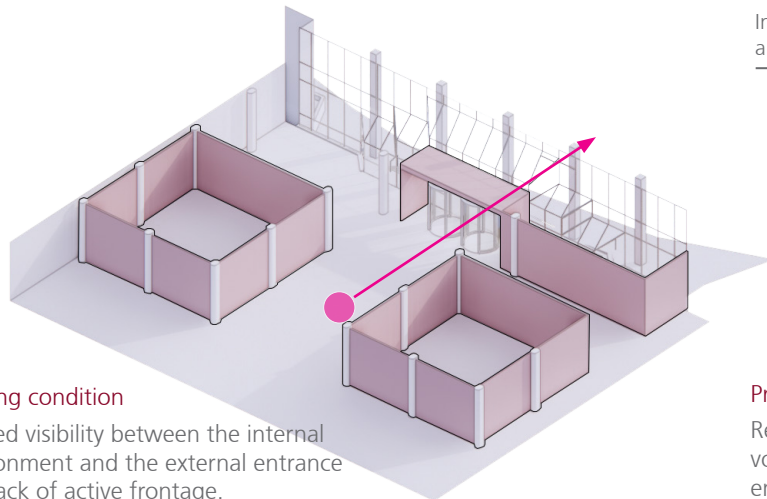
Internal reconfiguration

The reconfiguration of the internal environment will include the removal of both the entrance portal and partitioned spaces, creating an open-plan volume that spans the width of the external facade.

The aim is to energise the internal environment with a range of activities that encourage dwell time. These settings will be intentionally located close to the building perimeter, maximising space usage and creating a relationship between inside and out.

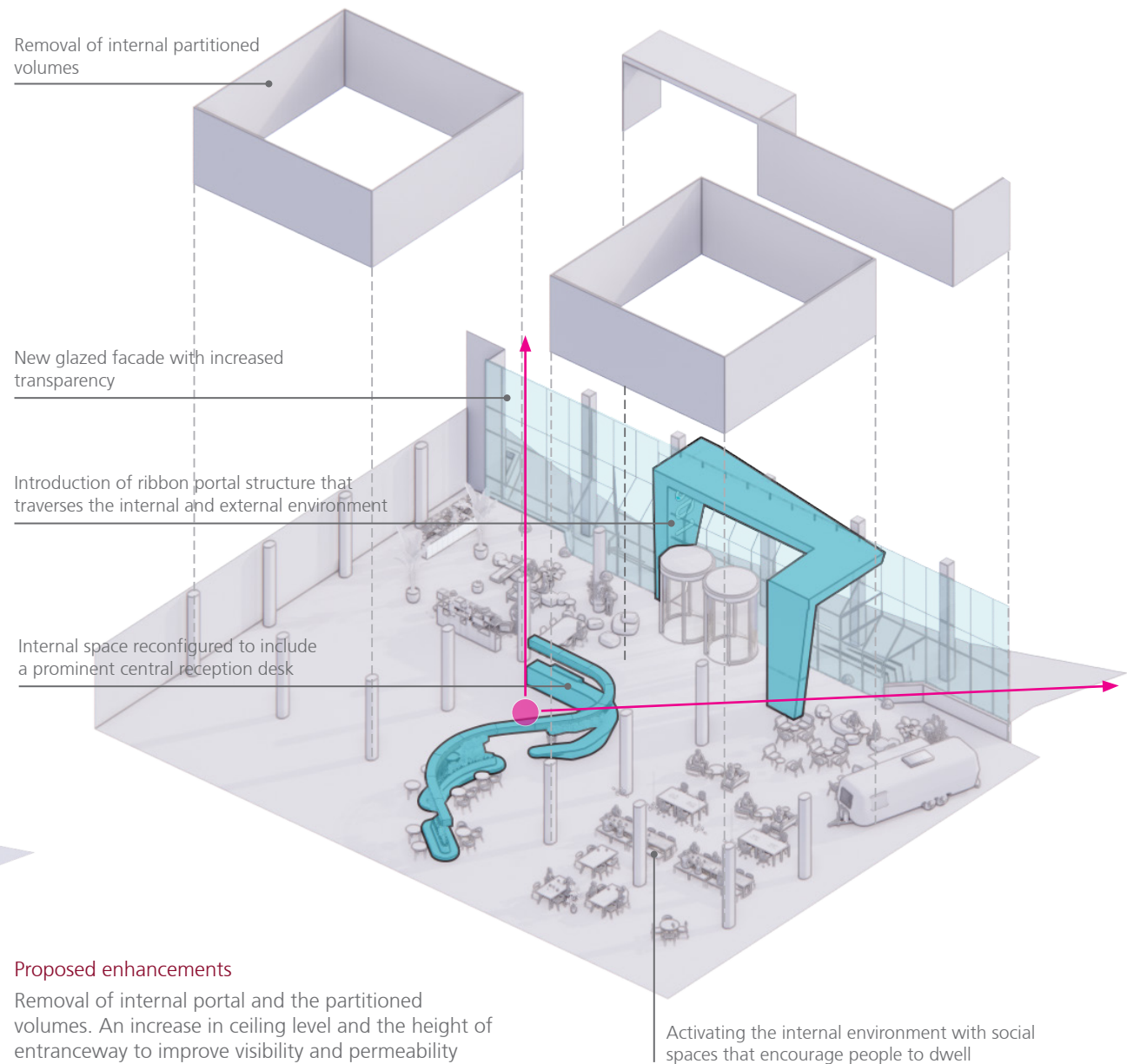
The space will be orchestrated by a central reception desk with unobstructed views of the generous new arrival and entrance doors.

The external facade will be replaced with a new system including contemporary glass technology that improves transparency.



Existing condition

Limited visibility between the internal environment and the external entrance and lack of active frontage.



6. Design intervention - Main entranceway

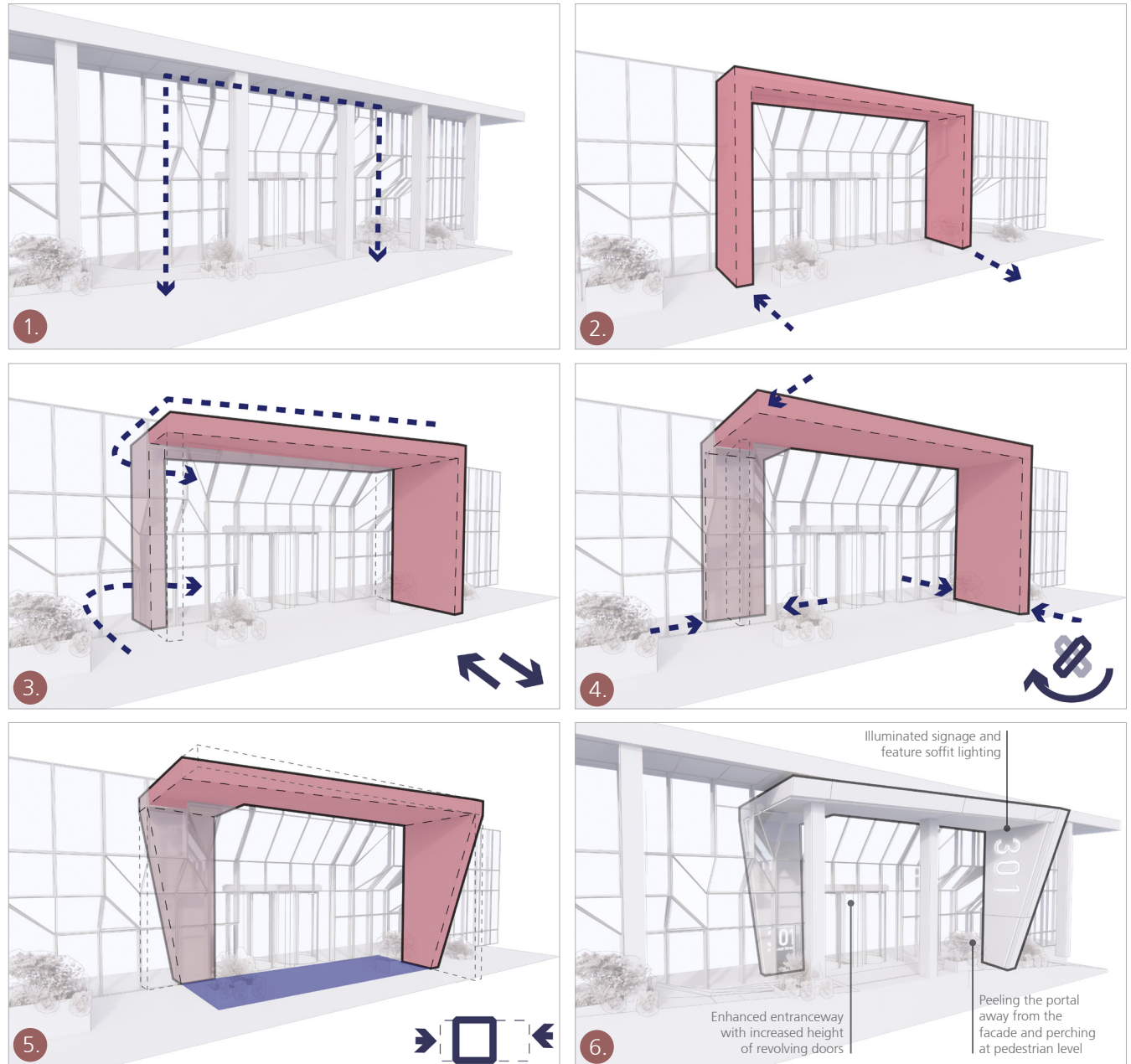
6.4 Form and impact

Defining the entrance

In line with planning policy and placemaking within the public realm, the massing, orientation and articulation of the main entranceway considers the following:

- The severe sloping topography of St Vincent Street at the point of entry
- The predominant direction of approach to the building from the city centre to the east
- The challenging geometry of the building facade and the dominant line of columns
- A desire to create a relationship between the internal and external environment
- The existing degrees of overshadowing, created by the undercroft and the north northeast aspect
- The creation of uninterrupted sightlines and the avoidance of nooks and blind spots
- The articulation of the building entrance with signage and wayfinding

In response, the main entranceway will be redefined with the introduction of a portal ribbon. The form of the ribbon will transition from inside to out, framing the building entrance and displacing the column hierarchy. The orientation of the ribbon will turn toward the city and arriving foot traffic. It will perch lightly at pedestrian level to minimise obstruction, and it will provide a canvas for illumination and building signage.



6. Design intervention - Main entranceway

6.5 Activating the frontage

Defining the entrance

The architectural enhancements will create a striking new building entrance that is befitting of the presence, scale and long term aspirations for 301 St Vincent Street.

The proposed portal is bold and distinctive, introducing a geometry that responds to the dynamic language of the facade. The overall impact of the new entranceway will be measured against the following objectives:

- Enhance the active frontage and improve the curbside presence of the building by increasing the permeability between inside and outside.
- Create a sense of place with consideration of the public realm and the experience upon approach.
- Overcome the challenging geometry at pedestrian level by shaping a safe and intuitive journey that prioritises accessibility.
- Introduce a tactile but durable material at pedestrian level that seeks to complement the reflective and satin finishes of the glass and aluminium facade.
- Improve the environment around the external forecourt with the introduction of planting, building signage and feature lighting to provide articulation and illumination.



North elevation



North east elevation



Main entrance



North west elevation



South east elevation



East elevation

