

# Urban Design creates a People Centric Development



Urban Design creates a place that achieves a liveable, workable, walkable development

## Urban Design creates a Vibrant Public Life



Urban Design develops a Public Space that creates  
a vibrant public life  
through human scale, buildings and climate considerations

## Urban Design creates an Interactive Environment



Urban Design makes buildings more interactive through:

- Building heights,
- Building massing and
- Building scale,
- Functionality and resultant interaction of Spaces.

# What is Urban Design? Why is it important?



Liveable  
Workable  
Walkable

+

a vibrant public life

+

Interactive Environment

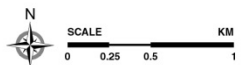
Urban Design Regulations are a tool to achieve the intent of  
Urban Design



# The Activation Area

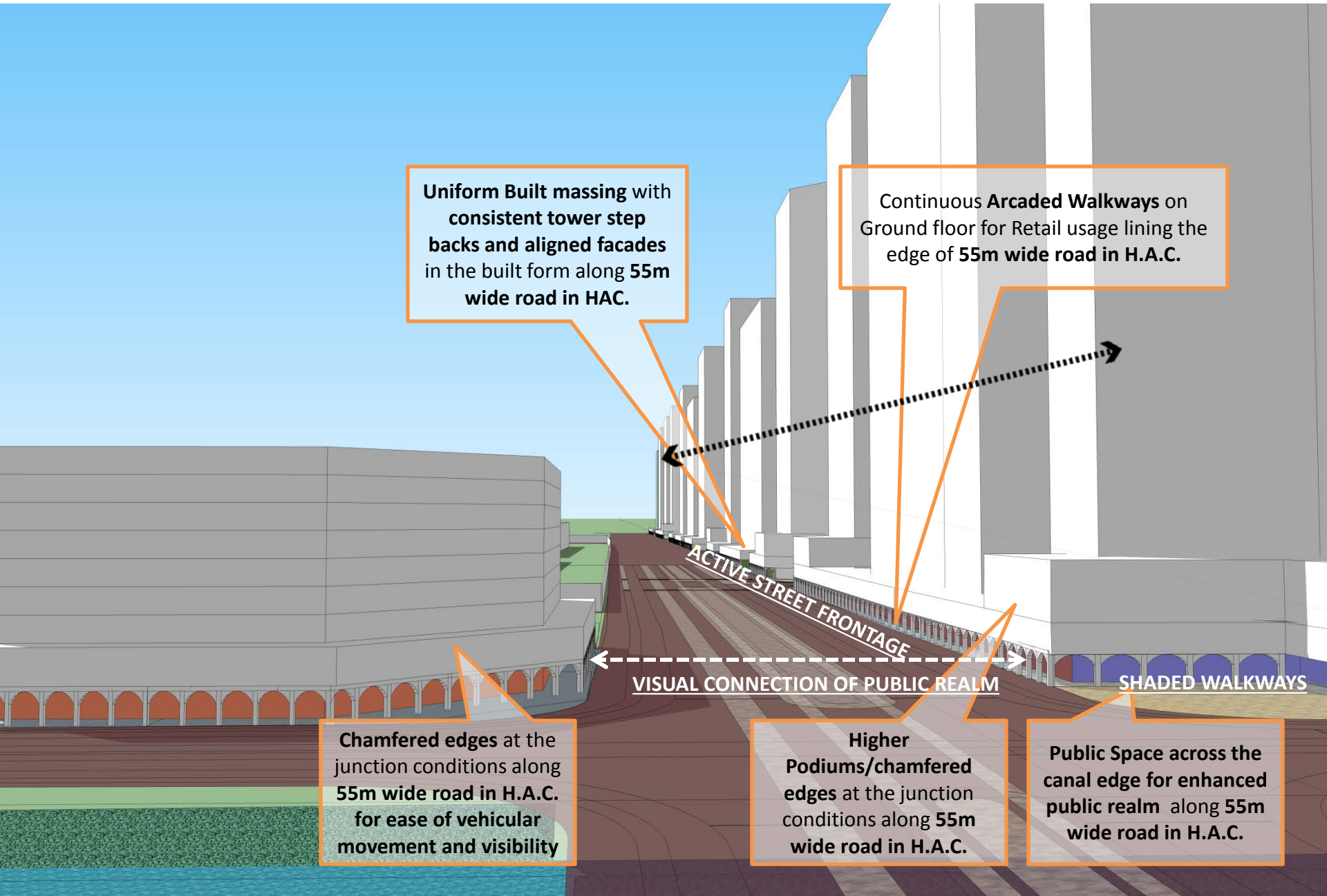


- 1 HIGH ACCESS CORRIDOR
- 2 HIGH ACCESS CORRIDOR  
COMMUNITY AMENITIES
- 3 INDUSTRIAL ZONE  
STORM WATER CANAL
- 4 RESIDENTIAL ZONE



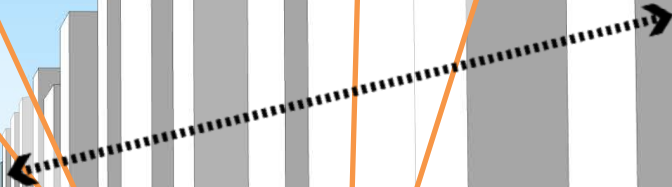
ACTIVATION AREA KEY PLAN

1 A View of the **HIGH ACCESS CORRIDOR** with the applicable **UDR**



**Uniform Built massing with consistent tower step backs and aligned facades in the built form along 55m wide road in HAC.**

**Continuous Arcaded Walkways on Ground floor for Retail usage lining the edge of 55m wide road in H.A.C.**



**ACTIVE STREET FRONTAGE**  
**VISUAL CONNECTION OF PUBLIC REALM**

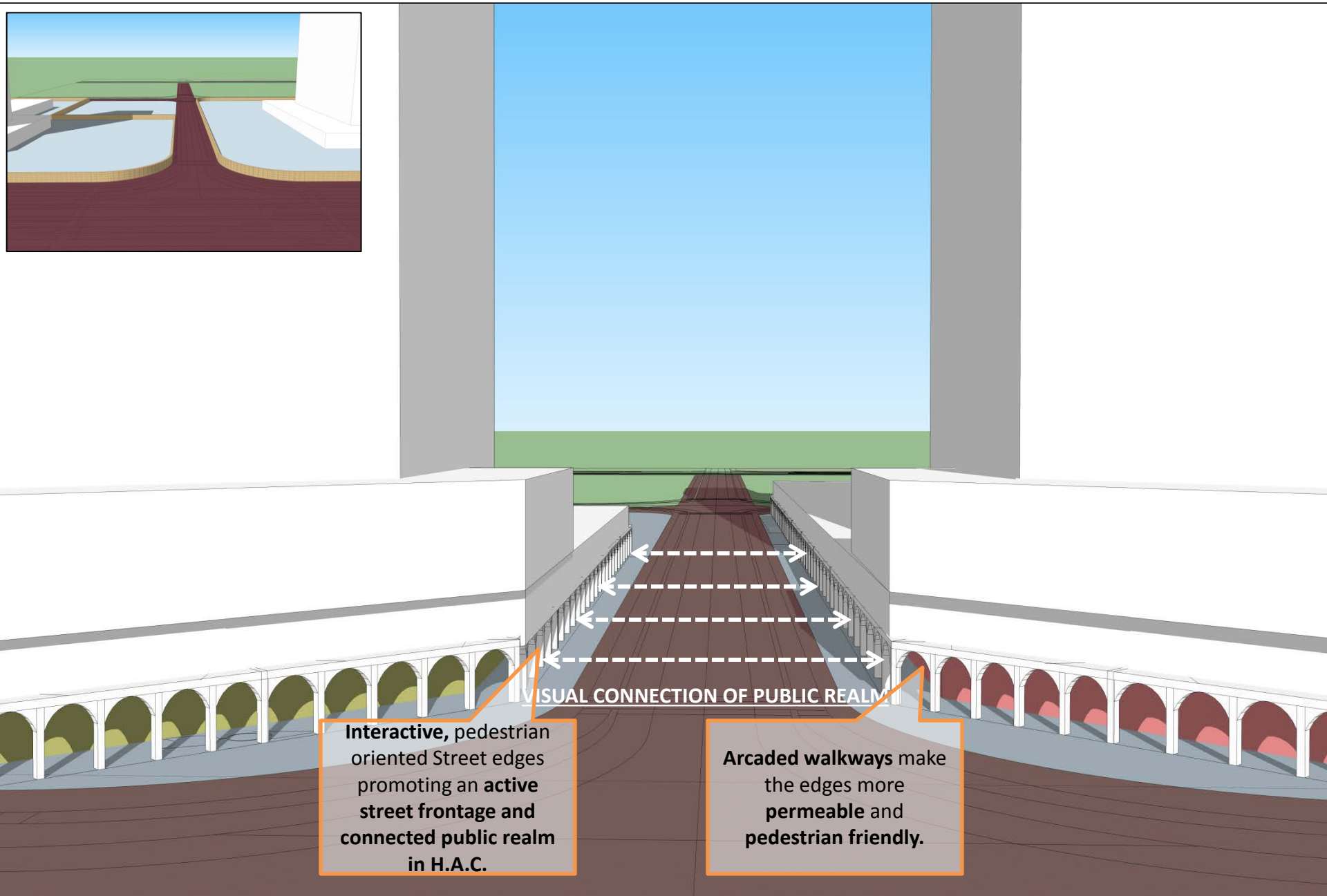
**Chamfered edges at the junction conditions along 55m wide road in H.A.C. for ease of vehicular movement and visibility**

**Higher Podiums/chamfered edges at the junction conditions along 55m wide road in H.A.C.**

**Public Space across the canal edge for enhanced public realm along 55m wide road in H.A.C.**

**SHADED WALKWAYS**

1 A view of the Intersection in the **HIGH ACCESS CORRIDOR** with the applicable **UDR**



VISUAL CONNECTION OF PUBLIC REALM

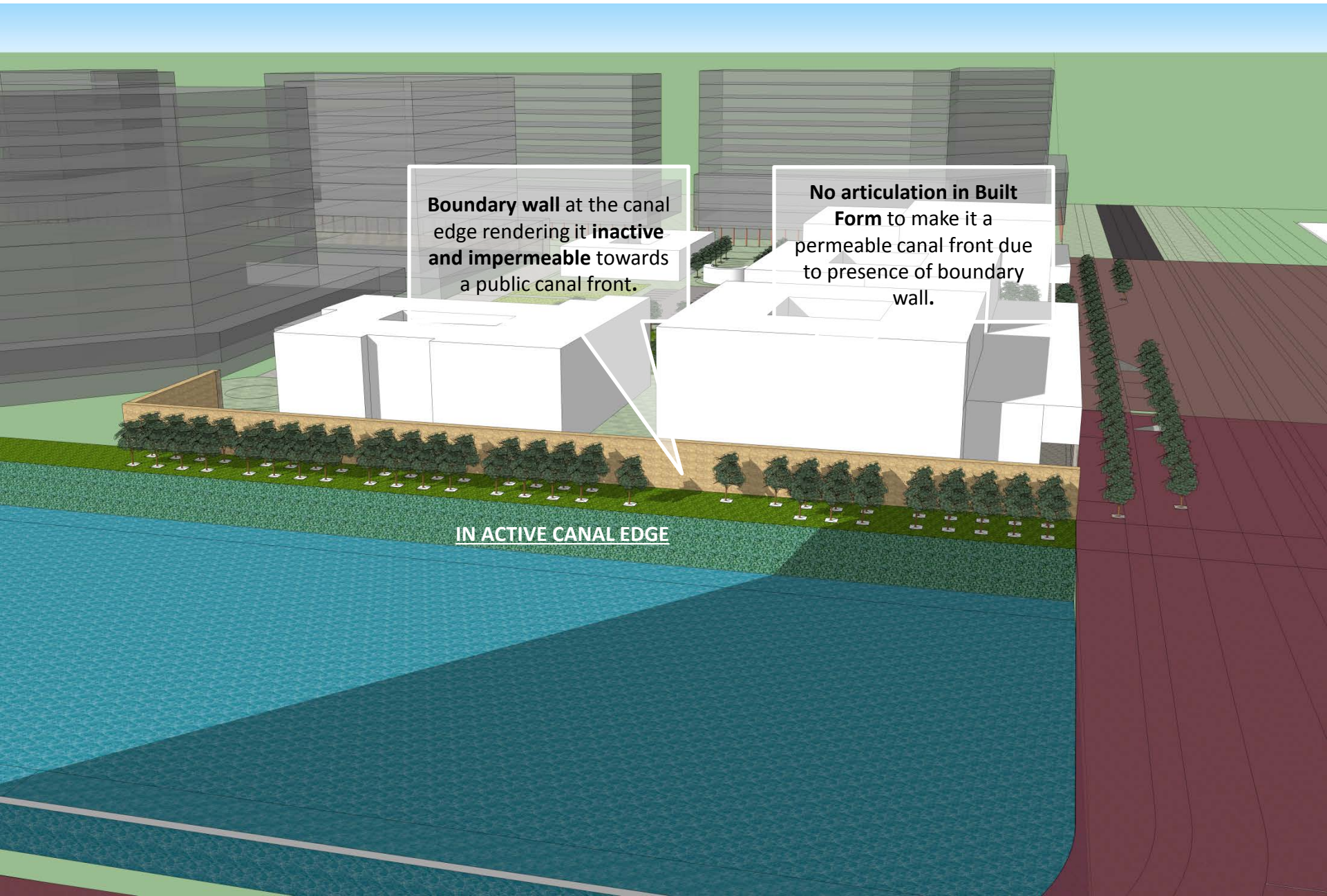
**Interactive, pedestrian oriented Street edges promoting an active street frontage and connected public realm in H.A.C.**

**Arcaded walkways make the edges more permeable and pedestrian friendly.**



2

A view of the Community Amenities in the **HIGH ACCESS CORRIDOR** with the applicable **GDCR**

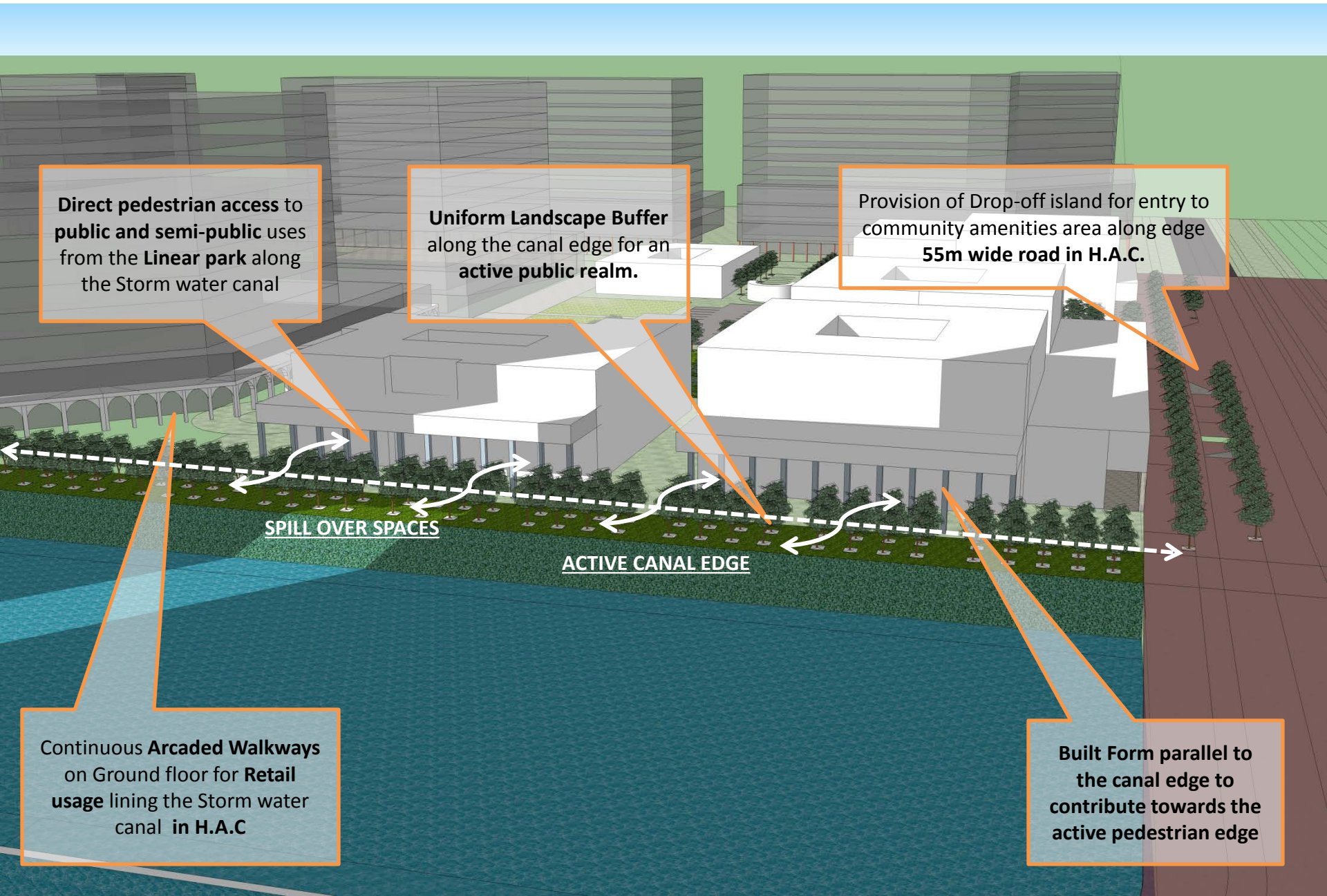


**Boundary wall** at the canal edge rendering it **inactive and impermeable** towards a public canal front.

**No articulation in Built Form** to make it a permeable canal front due to presence of boundary wall.

IN ACTIVE CANAL EDGE





Direct pedestrian access to public and semi-public uses from the Linear park along the Storm water canal

Uniform Landscape Buffer along the canal edge for an active public realm.

Provision of Drop-off island for entry to community amenities area along edge 55m wide road in H.A.C.

SPILL OVER SPACES

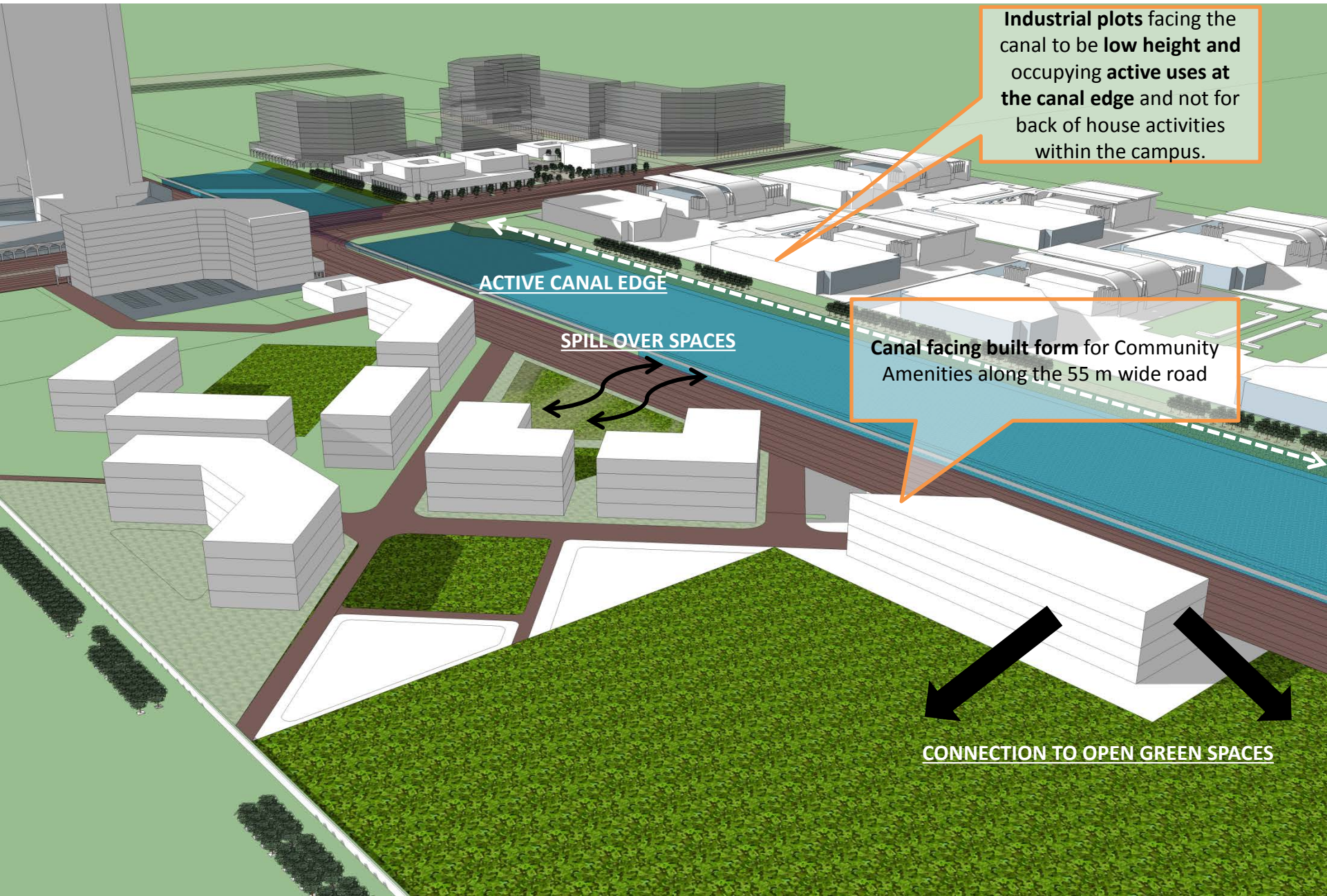
ACTIVE CANAL EDGE

Continuous Arcaded Walkways on Ground floor for Retail usage lining the Storm water canal in H.A.C

Built Form parallel to the canal edge to contribute towards the active pedestrian edge



3 A view of the **STORM WATER CANAL** along the Industrial Zone with the **UDR**



**Industrial plots** facing the canal to be **low height** and occupying **active uses** at the **canal edge** and not for back of house activities within the campus.

ACTIVE CANAL EDGE

SPILL OVER SPACES

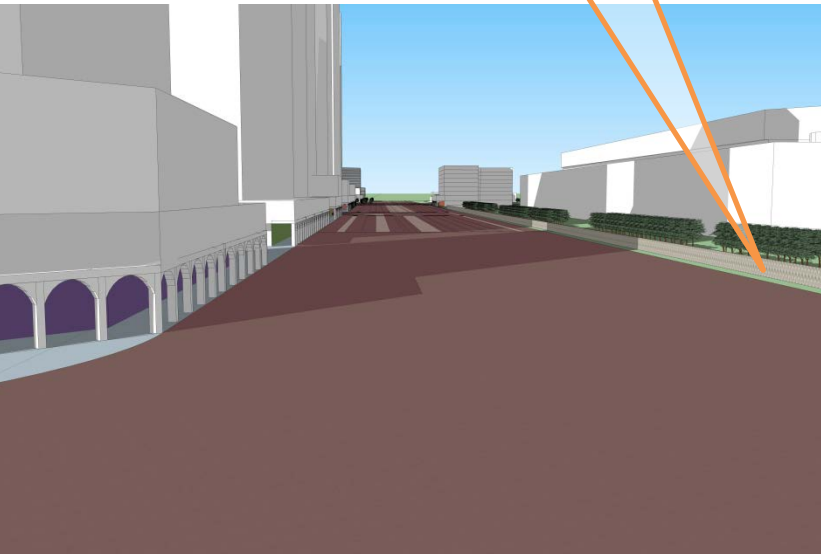
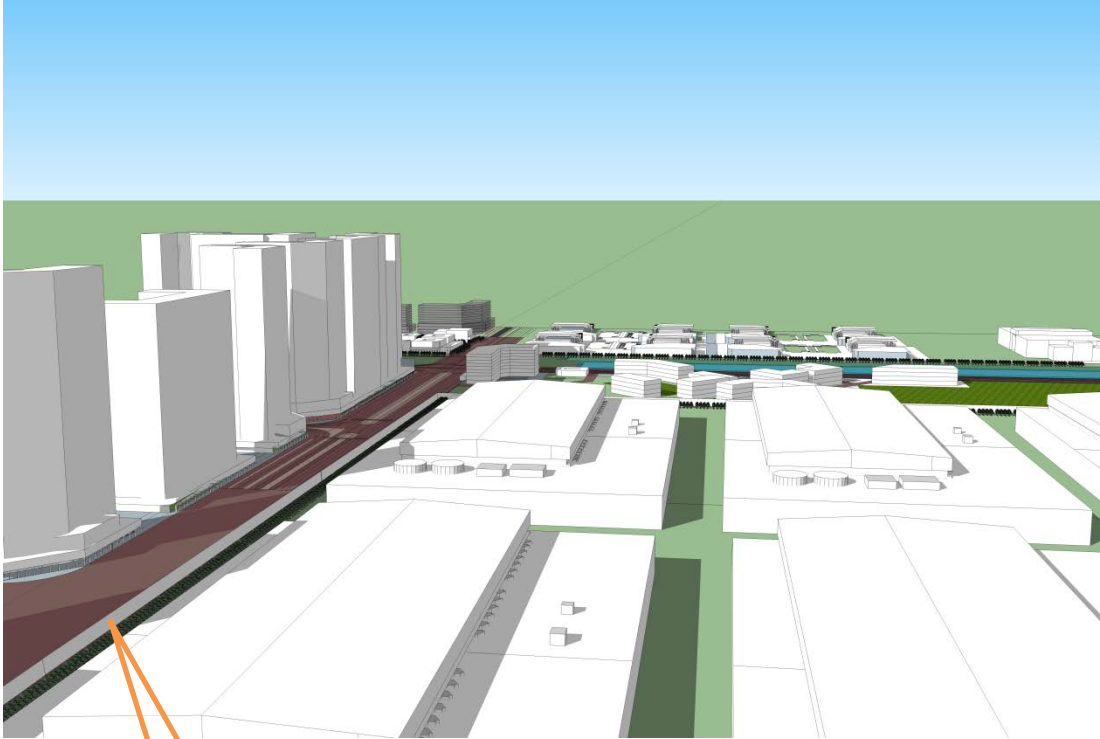
**Canal facing built form** for Community Amenities along the 55 m wide road

CONNECTION TO OPEN GREEN SPACES

3

A view of the **HAC and Industrial development** along the 55m wide road

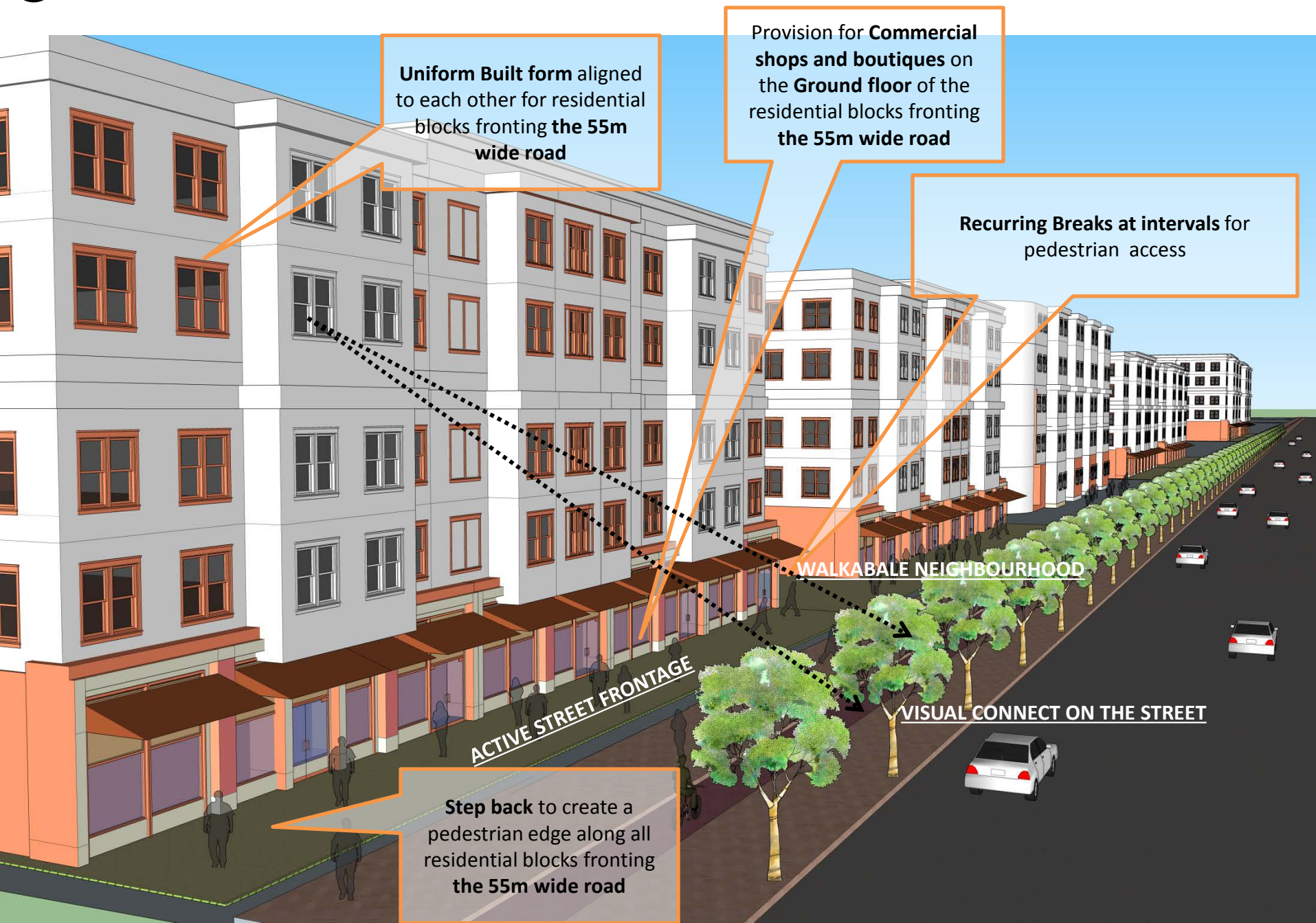
**Landscape Buffer for additional screening** above the boundary wall for industrial plots along **55m wide road**



**Low Height Boundary wall** surrounding the industrial plots along **55m wide road**

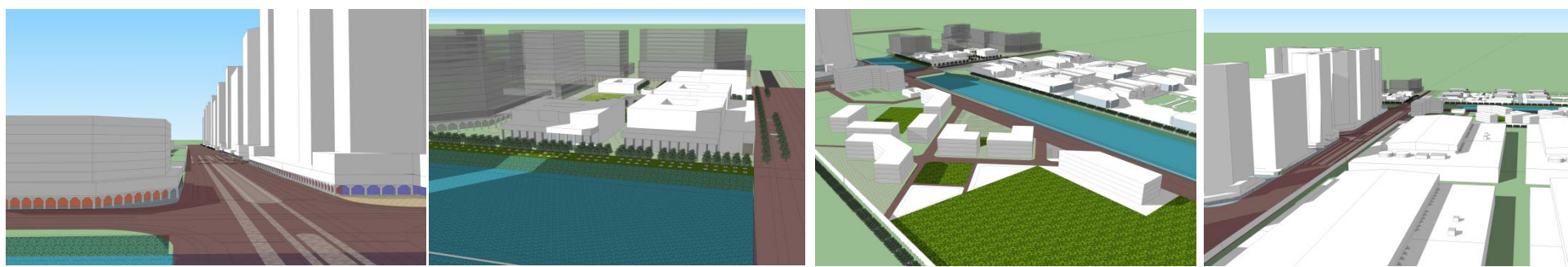


A view of the **RESIDENTIAL BUILDINGS** along the 55m road with the **UDR**





## Benefits of our Approach



- Addition of **17,600sqm** of covered walkway in a hot arid climate
- Additional **60,000sqm** of public use (Retail space at the ground level of Podium) connected with physical space resulting in a vibrant environment
- Development with '**Human Scale**' at the centre of it
- Improved '**City Aesthetic**' lending an image to the development
- Opportunities for providing protected open spaces – '**Safety for children and elderly**'
- Development that caters to the **needs of the 'Physically Challenged'** (Barrier free design)
- Residential development that capitalizes on **creating people intensive street edges**



**Artist Rendering of HAC Development next to the Storm Water Canal**

