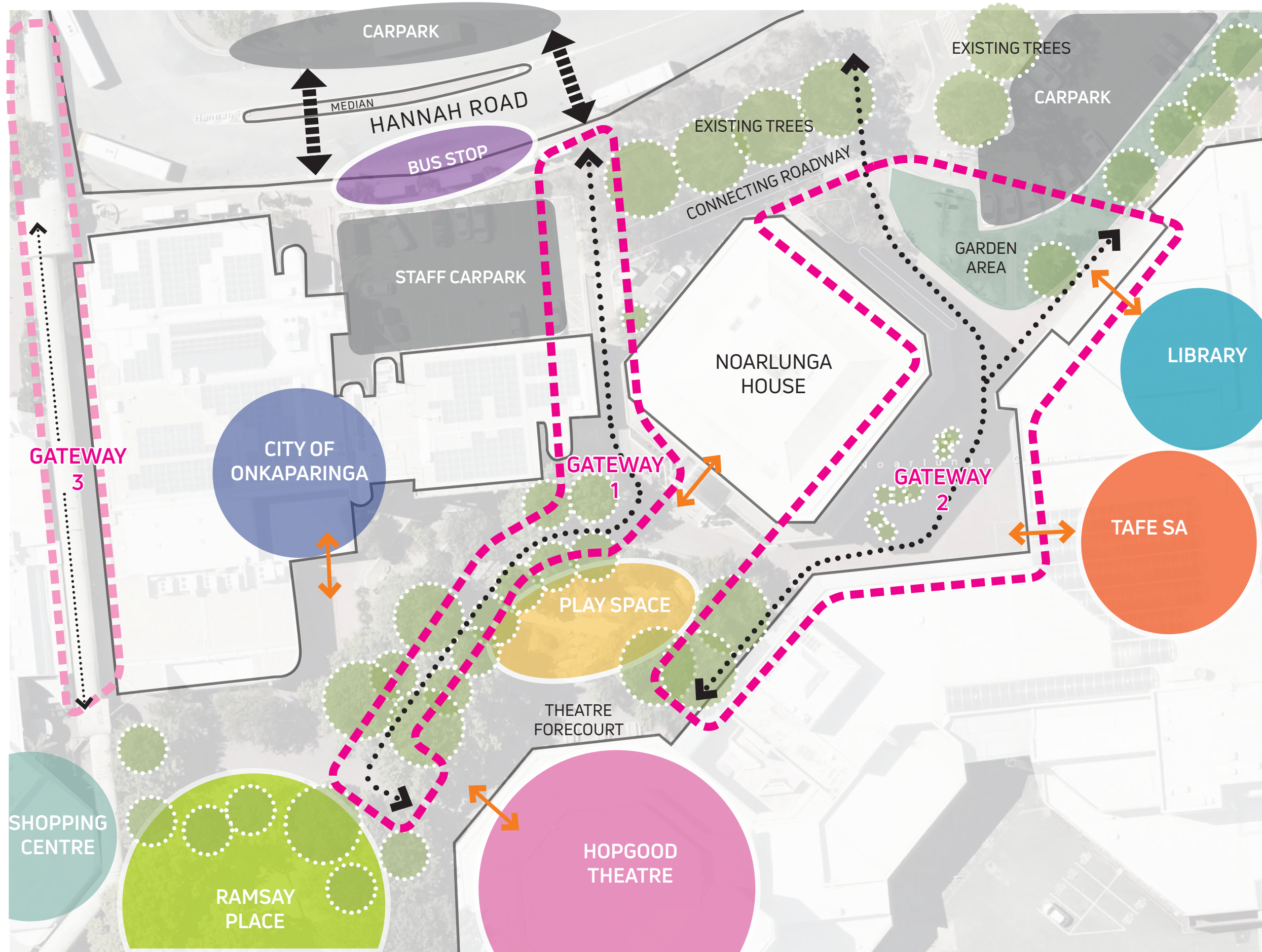


RAMSAY PLACE GATEWAYS 1 & 2
CONCEPT DEVELOPMENT PACKAGE

Clover acknowledges the Kurna people as the traditional owners of the lands on which this project is situated and offer our respect to elders past, present and emerging.

REV B

26/08/2024



THE BRIEF

Gateway 1 and 2 are some key entry points into Ramsay Place; an important centre for social, cultural, and commercial activity in Adelaide's south. Currently the entry points are poorly defined and unwelcoming, and extensive areas of hard surface create a harsh environment. The spaces feel unsafe and lack a sense of place.

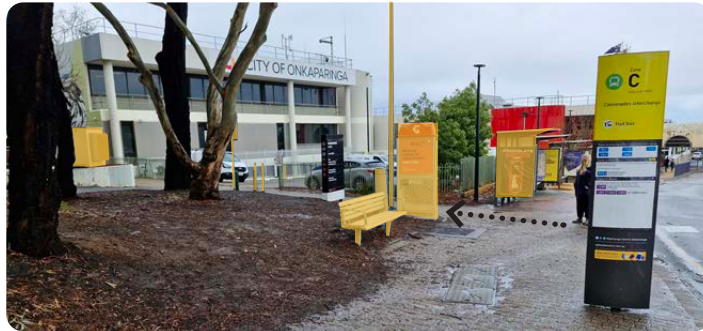
The upgrade of these spaces seeks to better welcome both locals and visitors, by improving entry appearance, wayfinding, safety, lighting, and amenity. These works will contribute to providing more welcoming, vibrant, and connected entrances.

These upgrades will be responsive to the cultural and social importance of Ramsay Place, including the new upgrades of the Hopgood Theatre.



SCALE 1:500

GATEWAY 1



ROAD INTERFACE

ISSUES

- Entrance and pathway are poorly defined
- There is little to invite people into the space
- Many objects clutter the space
- There is little visual cohesion between the path and other elements

STRENGTHS & OPPORTUNITIES

- Located in a high traffic area near bus stops and car park
- Many established gum trees
- The existing garden beds, including the adjacent median can be planted to soften and frame entry



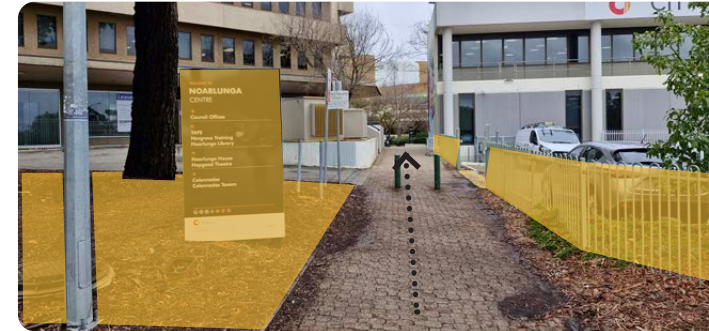
INTERIOR

ISSUES

- Feels unsafe and lacks a sense of place
- The tight buildings create a wind tunnel effect
- Poor lighting
- Apart from the mural, the space is dull and uninteresting
- The space lacks a sense of visual harmony
- Very little greenery or soft edges
- The space feels exposed, with no areas for refuge

STRENGTHS & OPPORTUNITIES

- The blank walls and ground surface could be uplifted with colour and vibrancy
- Opportunities to integrate lighting for ambiance and safety



ENTRANCE

ISSUES

- Many objects clutter the small space
- Unsafe and unwelcoming feeling
- Limited wayfinding
- Infrastructure and services intrude in the space
- Poorly defined and lack of character

STRENGTHS & OPPORTUNITIES

- Opportunity to define space through screening to transformers, new fencing and wayfinding elements
- Opportunity for integrated ambient lighting
- Opportunity for new kerb to retain mulch and strategic planting to existing garden bed



RAMSAY PLACE INTERFACE

ISSUES

- The pavement in the laneway does not match the red brick in other areas of Ramsay Place
- Harsh paving transition
- The space is indistinct and uninviting
- Many competing and uncomplimentary colours and materials within Ramsay Place

STRENGTHS & OPPORTUNITIES

- Develop a common design style through the entrances and Ramsay Place.
- Repaint existing walls and hand rails for low budget high impact wayfinding
- Opportunity to celebrate the cultural importance of Ramsay Place in the community

GATEWAY 2



ROAD INTERFACE

ISSUES

- The entrance is unwelcoming and poorly defined
- The adjacent small car park separates this entrance from the main car park
- Wayfinding is poor

STRENGTHS & OPPORTUNITIES

- The large empty garden beds can be planted out with trees and amenity planting
- Opportunity for new wayfinding and visual links to Hopgood Theatre



INTERIOR

ISSUES

- Highly exposed with mass of hardscape
- Hot in summer, cold in winter
- Lack of comfortable and useable spill out space for the library and TAFE
- Lack of wayfinding
- Dull and tired

STRENGTHS & OPPORTUNITIES

- Utilise existing arbour structure
- Ample space for new playful interventions, trees, seating and wayfinding
- Build links to Library and TAFE



ENTRANCE

ISSUES

- Dull and lacks warmth or softness
- Mass of red brick hardscape
- Lack of wayfinding
- Empty garden beds

STRENGTHS & OPPORTUNITIES

- Remove fence to open up the space
- Introduce new trees and planting in the existing garden beds celebrating the distinct vegetation character which exists throughout the precinct
- New signature wayfinding opportunities



RAMSAY PLACE INTERFACE

ISSUES

- Improved wayfinding needed, particularly linkages to the Hopgood Theatre
- Brick overload!

STRENGTHS & OPPORTUNITIES

- Paint existing brick walls and hand rails for low budget high impact wayfinding

1.

SAFETY

- Create a feeling of safety for all users
- Create clear, legible, safe and well lit movement paths
- Encourage use by families, children and community
- Colourful, inclusive and celebratory art integration
- New amenity planting to ensure clear sight lines
- Upgrade dilapidated materials and surfaces

GATEWAY 1

- Incorporate feature lighting into upgraded fence
- Maintain vehicle crossing into staff carpark

GATEWAY 2

- Prune existing trees to create clear sight lines
- Remove existing fence to allow access from existing path

2.

LEGIBLE JOURNEY

- Ensure a cohesive, intuitive and enjoyable journey through the site
- Remove clutter and simplify
- Reduce large areas of hardscape
- Paint the existing walls and steel rails to create a cohesive, legible and playful wayfinding strategy to lead users to Ramsay Place, Hopgood Theatre, and beyond
- Utilise colour palette that aligns with and compliments existing elements as well as the Hopgood Theatre upgrade

GATEWAY 1

- Upgrade fence to align with a new design language
- Maintain vehicle crossing into staff carpark

GATEWAY 2

- New plantings to enhance the entry experience
- Remove existing fence to allow for better entry access
- New blade fence to frame the entrance and create consistent design language between gateways

3.

CREATIVE CHARACTER

- Embrace fun, joy, colour and a sense of playfulness
- Enhance amenity and promote a feeling of quality through planting and material selections
- Create a robust design language that can be replicated in future projects
- Consistent furniture suite that references existing recently installed furniture
- Utilise and reimagine the existing character structures (e.g. Gateway 2 arbour)
- Include lighting for joy, fun & atmosphere
- New kerb edging to create structure.

GATEWAY 1

- Use painted graphics and colour to create playful and positive atmosphere

GATEWAY 2

- New multi-use deck seating to create central feature and meeting place
- Opportunity for small seating element to extend the plaza feel to the library entry

4.

PRIDE OF PLACE

- Build a sense of arrival and identity through design and material selections
- Improve amenity planting at entrances and in existing garden beds
- Draw on the unique landscape character of existing mature eucalyptus trees that frame entry. Utilise a simple, attractive plant palette of hardy native species which are currently growing throughout the centre outdoor areas.
- Include clear, site specific and playful wayfinding at entry points

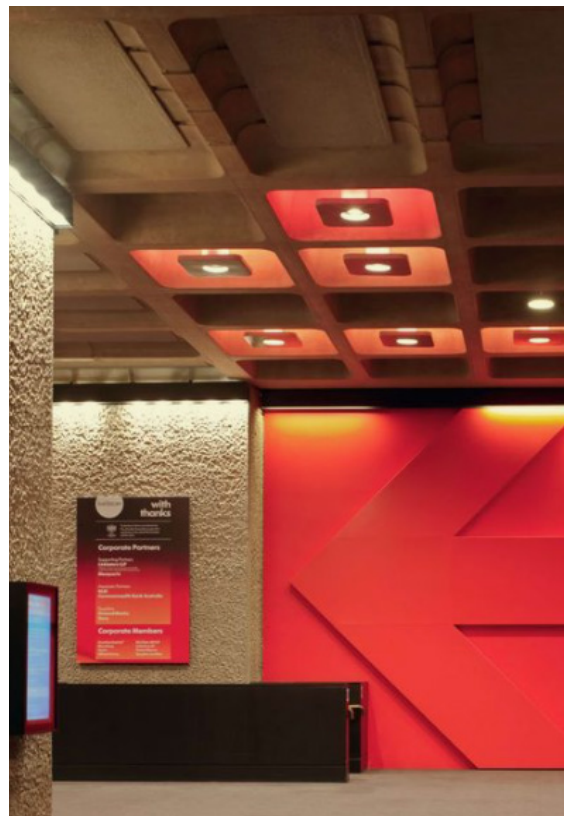
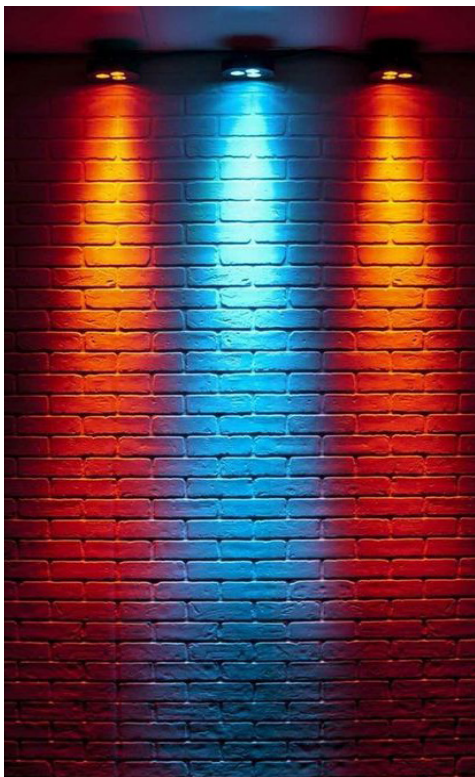
GATEWAY 1

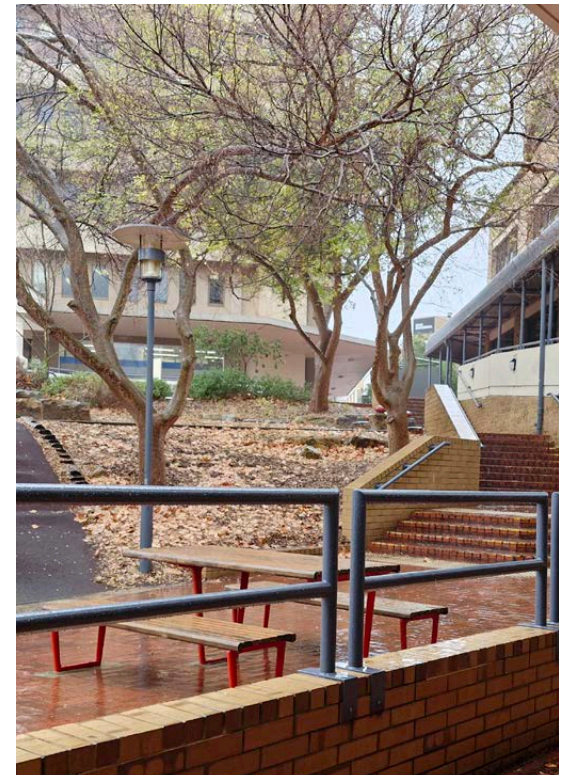
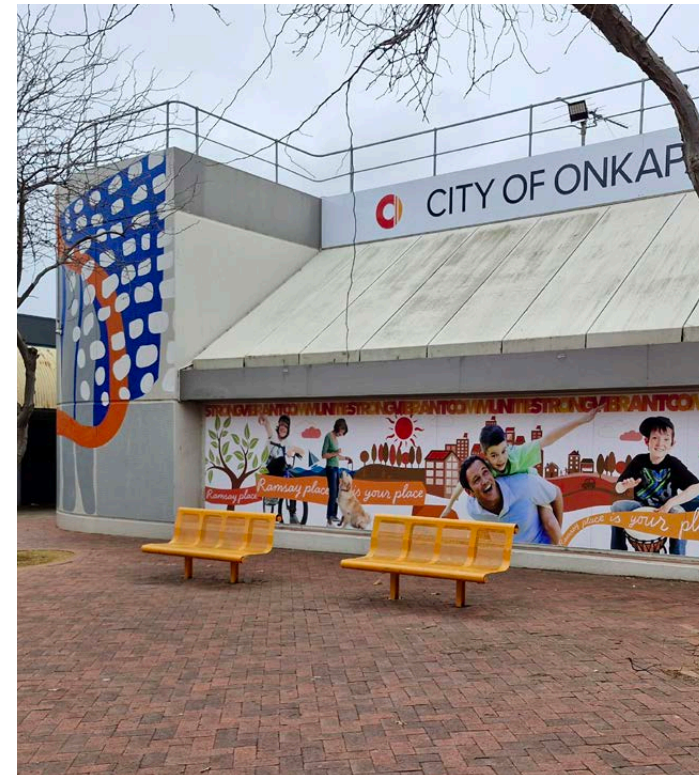
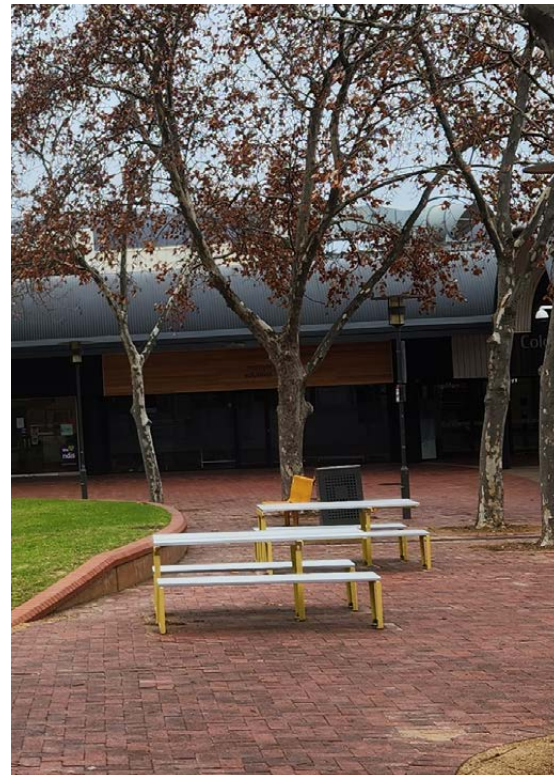
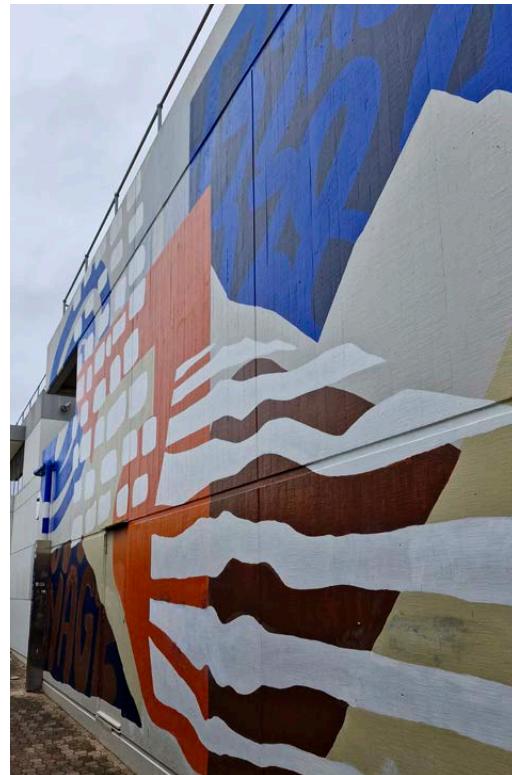
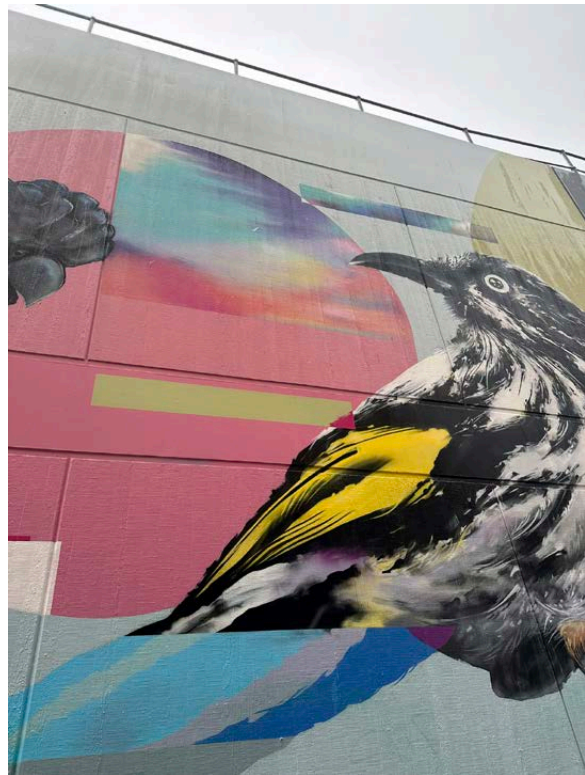
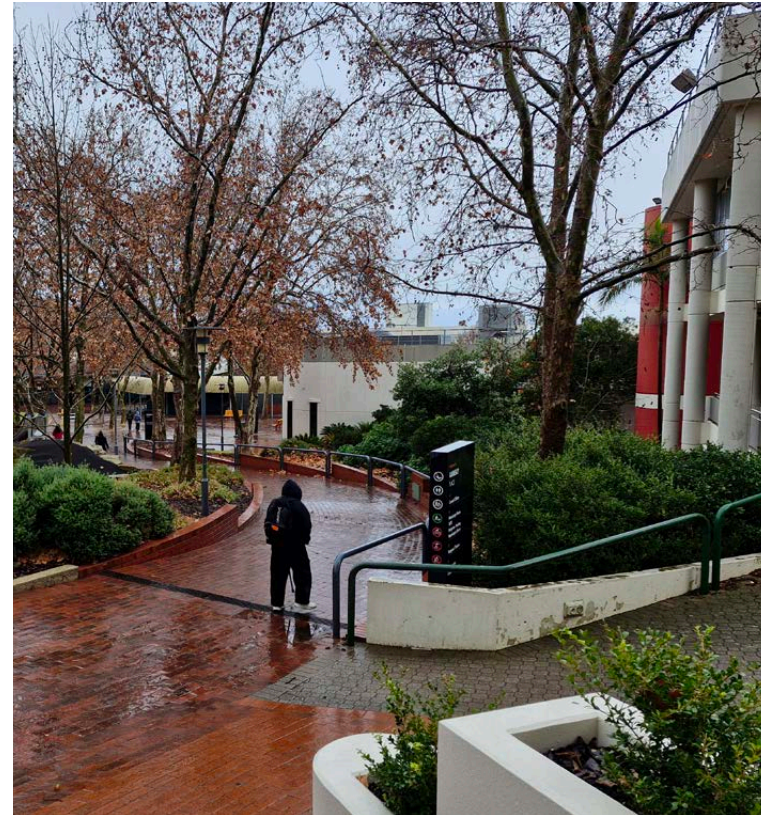
- New seating node to suit existing Ramsay Place furniture

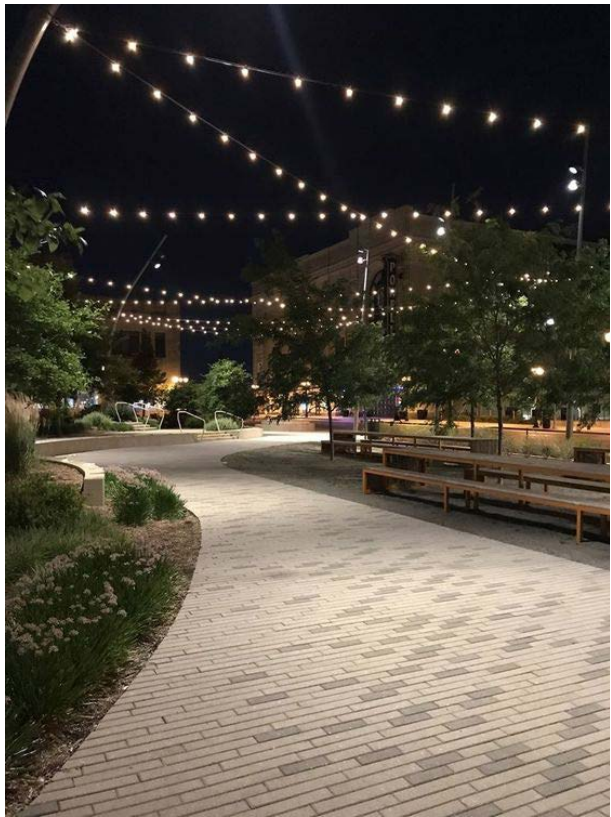
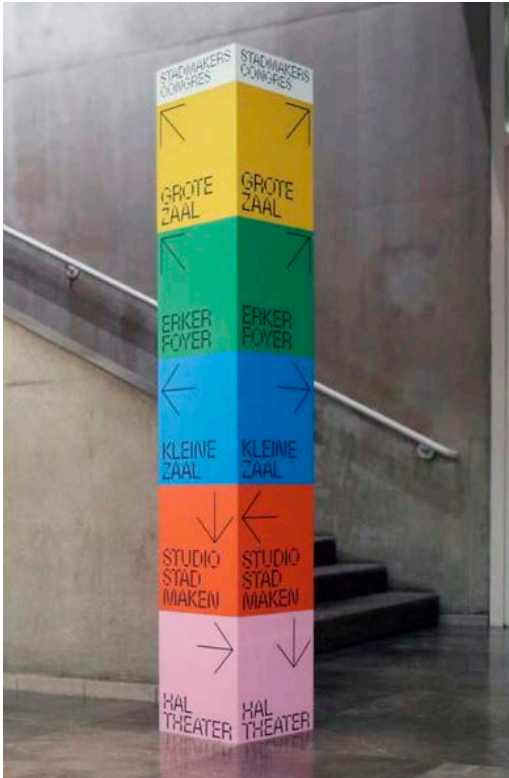
- New screening to hide services

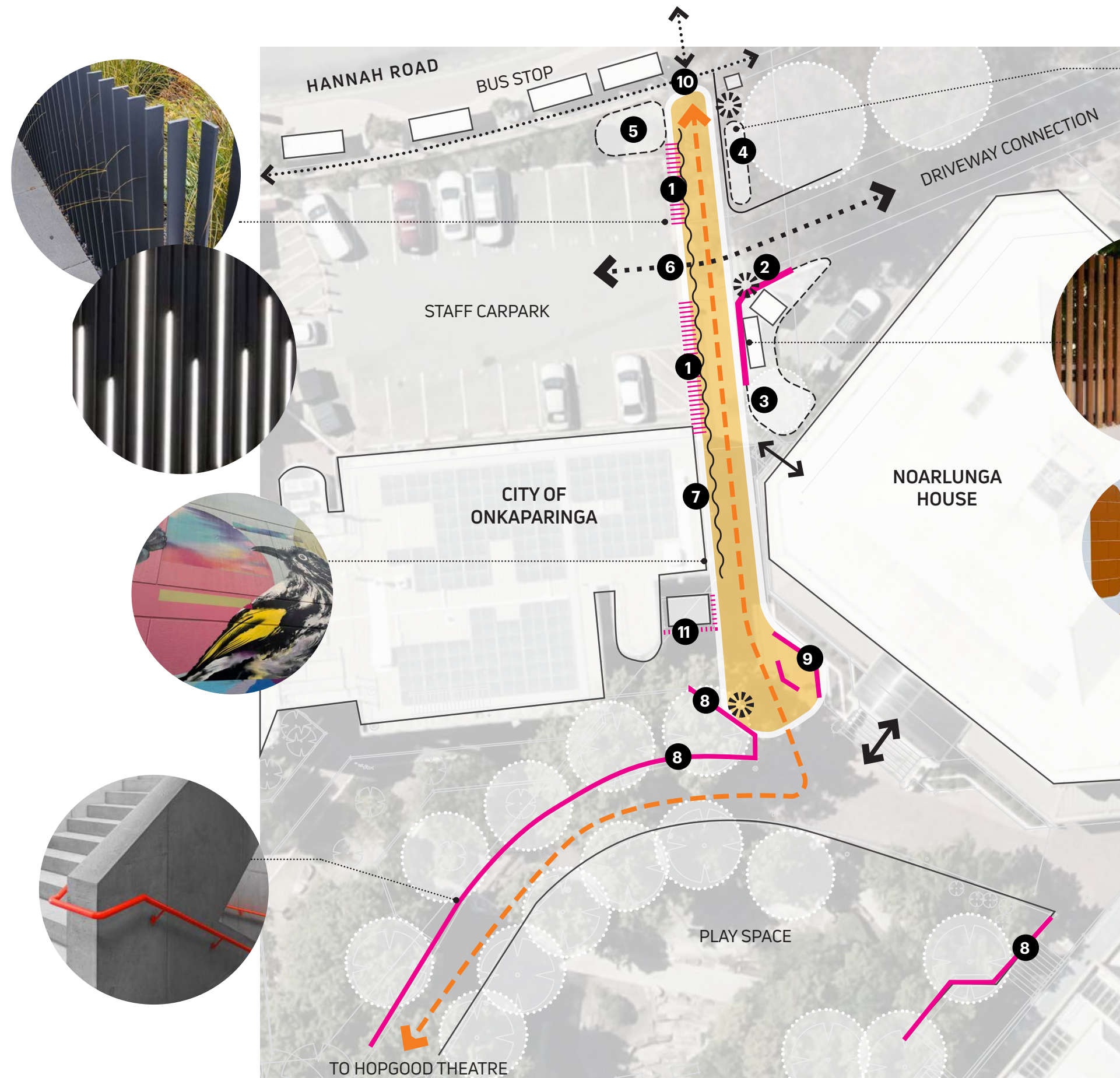
GATEWAY 2

- New small feature trees to create shade and amenity. Potential raised garden beds to further increase greenery









Gateway 1 is an important entry point to Ramsay Place from the north, accommodating extensive car parking areas and public transport. Presently, the entry point is unattractive with a concentration of hard surfaces and lacks a sense of place and safety. The upgrade is seeking to transform the entry point into an intimate and welcoming laneway through the following actions:

LEGEND

- 1** REPLACE EXISTING FENCE WITH NEW BLADE FENCE (OPTION FOR INCORPORATED FEATURE LIGHTING FOR AMBIENCE) (GDP 1,2)
- 2** PAINT RETAINING WALL. OPPORTUNITY FOR WAYFINDING SIGNAGE MOUNTED TO WALL OR PAINTED WAYFINDING GRAPHIC. INSTALL SCREEN TO EXISTING TRANSFORMERS (SCREEN STYLE TO MATCH NEW FENCE) (GDP 2,3)
- 3** PLANTING TO FRAME AND SOFTEN EDGES (GDP 3,4)
- 4** NEW KERB EDGE TO RETAIN MULCH. REMOVE SUPERFLUOUS SIGNAGE AND POLES. OPPORTUNITY FOR NEW FEATURE PLANTING AROUND EXISTING TREES (GDP 3,4)
- 5** SMALL GARDEN AREA AND PLANTING AT EXISTING LOW POINT (GDP 3,4)
- 6** MAINTAIN VEHICLE CROSSING (GDP 1,2)
- 7** UTILISE EXISTING LARGE SCALE MURAL FOR INSPIRATION
- 8** PAINT WALLS AND STEEL RAILS TO EXTEND JOURNEY/ WAYFINDING ALONG RAMP (GDP 2,4)
- 9** SEATING NODE (SELECT SEAT TYPE TO MATCH EXISTING RAMSAY PLACE FURNITURE) (GDP 4)
- POTENTIAL FUTURE OPPORTUNITIES (NOT WITHIN THE SCOPE OF WORKS)**
- 10** CONNECT TO EXISTING CROSSING. FUTURE OPPORTUNITY FOR KEY WAYFINDING PILLAR TO SIGNIFY ENTRY GDP 2)
- 11** FUTURE OPPORTUNITY FOR NEW SCREEN (GDP 4)

- FUTURE NEW PAVING AREA (INDICATIVE) OPPORTUNITY TO CONSIDER NEW PAVING THROUGH LANEWAY TO ADDRESS DRAINAGE AND ENHANCE AMENITY
- FUTURE STRIP DRAIN INCORPORATED INTO FUTURE PAVING DESIGN
- JOURNEY PATHWAY TO HOPGOOD THEATRE OPPORTUNITY TO INTEGRATE WAYFINDING GRAPHIC
- WAYFINDING SIGNAGE LOCATION (RETAIN EXISTING WHERE APPLICABLE)

GDP GUIDING DESIGN PRINCIPLES

SCALE 1:300

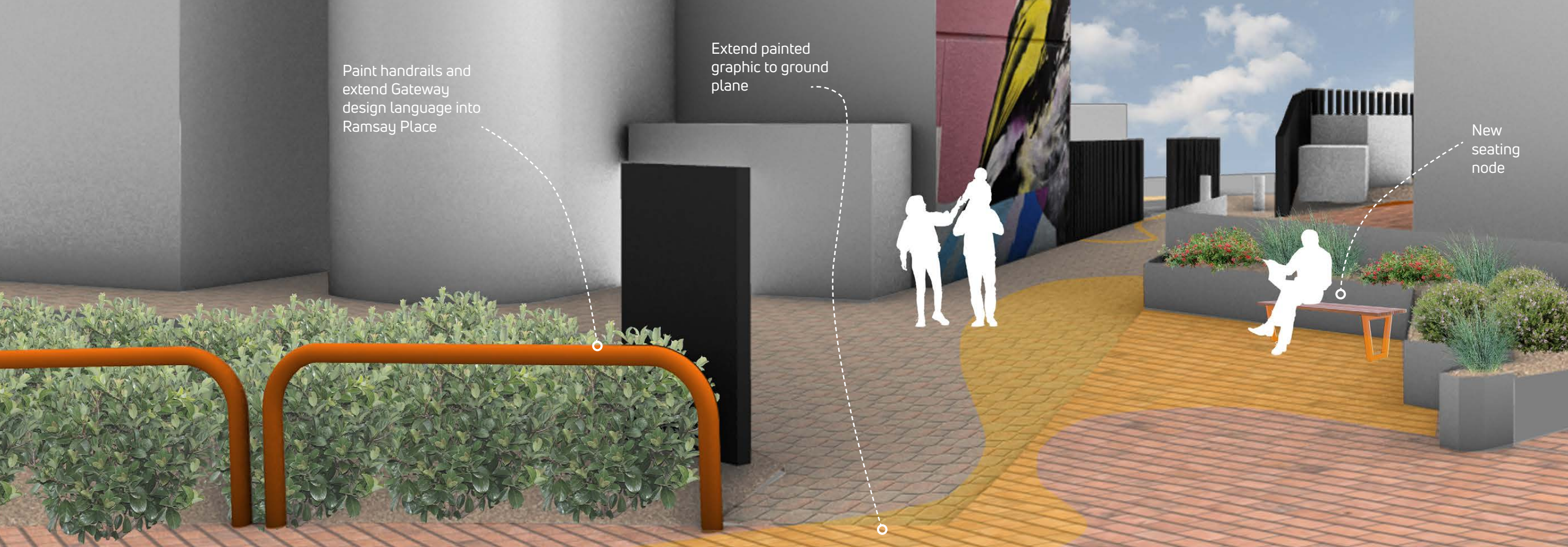


VIEW: GATEWAY 1 ENTRY

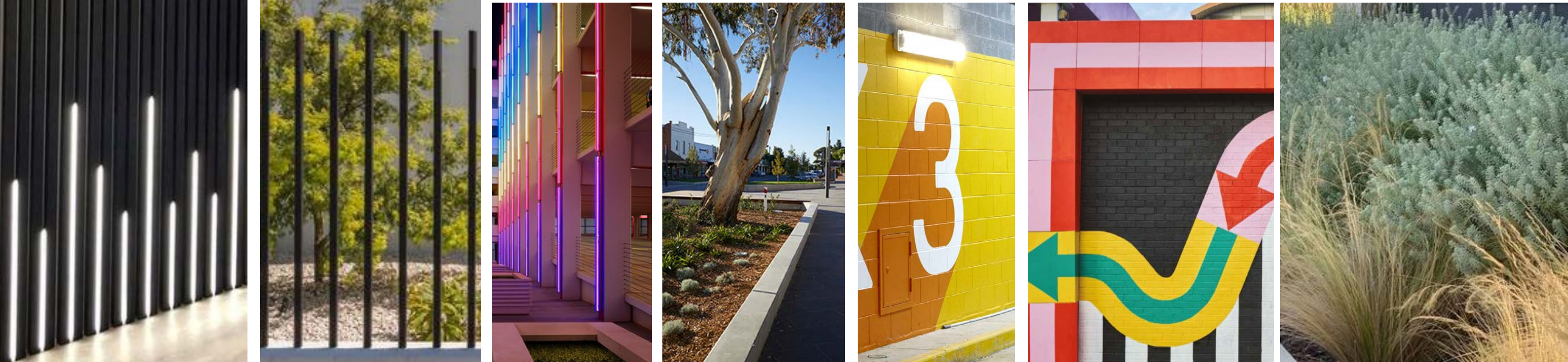
GATEWAY 1 | PERSPECTIVE VIEW

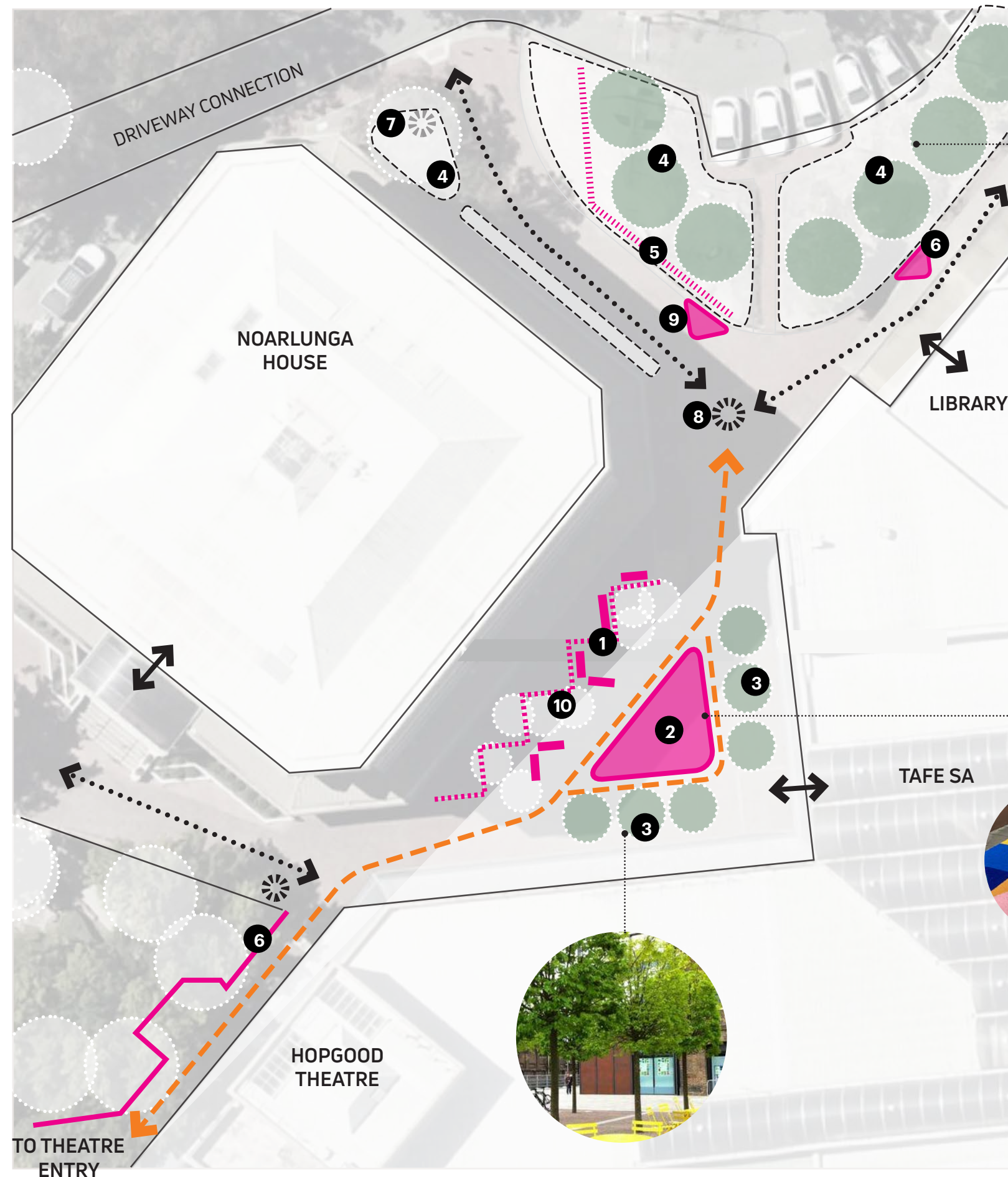


VIEW: GATEWAY 1 BIRDSEYE VIEW



VIEW: GATEWAY 1 RAMSAY PLACE INTERFACE





Gateway 2 is another important entry point to Ramsay Place from the north, accommodating extensive car parking areas. Presently, the entry point opens out to a large vacant, hard surfaced area with deteriorating public assets. The upgrade is seeking to transform the entry point into a more intimate and welcoming space through the following actions:

LEGEND

- 1 STRIP BACK EXISTING ARBOUR STRUCTURE AND POWDERCOAT WITH CHARCOAL COLOUR (E.G. MONUMENT). UNDER PRUNE EXISTING TREES FOR CLEAR VIEW LINES. NEW HARDY NATIVE PLANTING TO GARDEN BEDS AND NEW BENCH SEATING TO PAVED AREAS. (GDP 1,4)
- 2 'THE MEETING PLACE': PULL BACK EXISTING BRICK AND CREATE CENTRAL FEATURE FOR LIBRARY/ TAFE BREAK OUT SPACE AND MEETING POINT FOR ARRIVAL AT HOPGOOD THEATRE WITH TIERED SEATING DECK. (GDP 3,4)
- 3 NEW SMALL FEATURE TREES AND PLANTING FOR SHADE AND AMENITY. POTENTIAL FOR RAISED BEDS IF REQUIRED (GDP 4)
- 4 UPGRADE ENTRY GARDEN BEDS WITH NEW TREE PLANTING AND NATIVE STATEMENT GROUNDCOVER PLANTING TO ENHANCE AMENITY AND SOFTEN ENTRY (GDP 24)
- 5 REMOVE EXISTING AGED FENCE TO ALLOW ACCESS FROM EXISTING PATH. INCORPORATE NEW BLADE FENCING TO FRAME PATHWAY AND INCREASE DESIGN CONSISTENCY WITH GATEWAY 1. (GDP 1,2)
- 6 PAINT WALLS AND STEEL RAILS TO EXTENT JOURNEY/ WAYFINDING ALONG RAMP (GDP 4)
- 7 UPDATE EXISTING DIRECTIONAL SIGN TO DIRECT PEDESTRIAN TRAFFIC THROUGH GATEWAY 2 (GDP 2)
- POTENTIAL FUTURE OPPORTUNITIES (NOT WITHIN THE SCOPE OF WORKS)
- 8 FUTURE OPPORTUNITY FOR STYLISTED WAYFINDING PILLAR IN CENTRAL LOCATION. INCLUDE DIRECTIONAL SIGNAGE FOR HOPGOOD THEATRE AND ALL SURROUNDING SERVICES/ FACILITIES E.G. TAFE, LIBRARY, COUNCIL OFFICE, SHOPPING CENTRE (GDP 2)
- 9 FUTURE OPPORTUNITY FOR SMALL SEATING PLATFORMS TO MATCH 'THE MEETING PLACE' DECK, EXTENDING DESIGN LANGUAGE AND PLAZA FEEL TO THE LIBRARY ENTRY (GDP 3,4).
- 10 FUTURE OPPORTUNITY FOR FEATURE LIGHTING TO ACCOMPANY ARBOUR STRUCTURE, FOR ATMOSPHERE AND NIGHT LIGHTING (GDP 1)



PATHWAY TO HOPGOOD THEATRE WITH COLOURFUL STYLISTED WAYFINDING INTEGRATED THROUGHOUT



WAYFINDING SIGNAGE LOCATION (RETAIN EXISTING WHERE APPLICABLE)



PROPOSED NEW TREE

GDP

GUIDING DESIGN PRINCIPLES



SCALE 1:300



VIEW: GATEWAY 2 PLAZA ENTRY

GATEWAY 2 | PERSPECTIVE VIEW



VIEW: GATEWAY 2 ENTRY APPROACH

GATEWAY 2 | PERSPECTIVE VIEW & PRECEDENT IMAGES



VIEW: GATEWAY 2 PLAZA BIRDSEYE VIEW

