

Kent Town

CASE STUDY

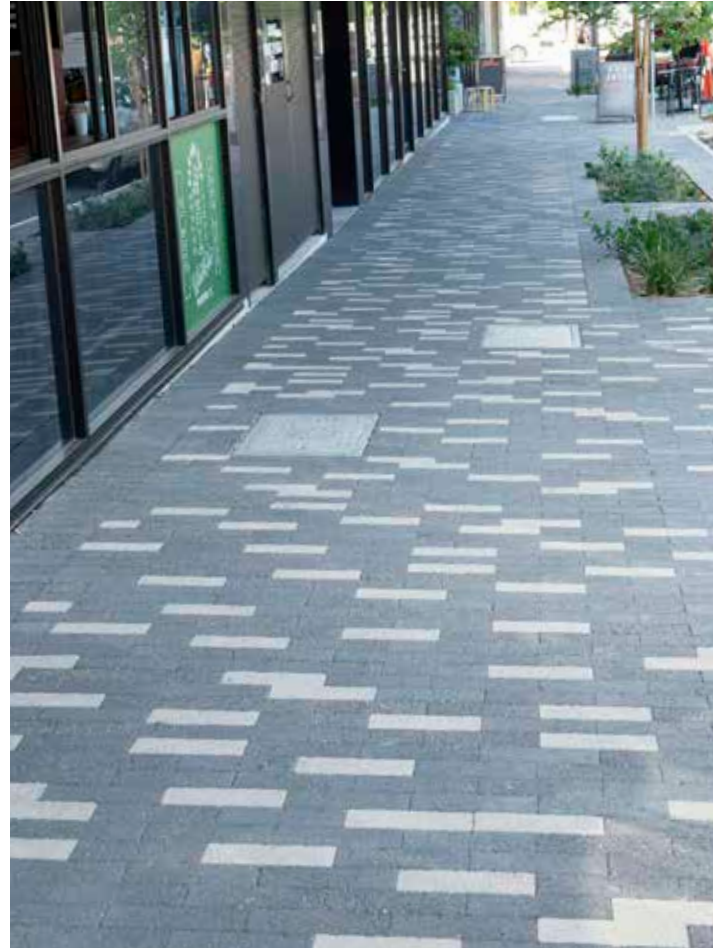
Location: Kent Town SA
Product: Longo™ in Charcoal and Oyster
Landscape Architect: Oxigen
Pavier: Outside Ideas
Council: City of Norwood Payneham,
St Peters Council

HOW BORAL'S LONGO PAVER REVITALISED KENT TOWN

Kent Town is an inner city suburb of Adelaide, South Australia and it's currently undergoing a transformation as a result of increased density and mixed use development. A spokesperson from the City of Norwood Payneham and St Peters Council acknowledged that "the quality of the public realm (footpaths, roads and public spaces) will play a major role in defining the character, attractiveness and success of Kent Town, ensuring a welcoming, safe and vibrant setting for those who live, work and visit Kent Town."



It's with this aim in mind that a great collaboration started to take place, and at the centre of this partnership was Boral's Longo™ paver – a stylish and versatile shot blasted textured paver that can be laid in different patterns and is available in charcoal and oyster colours.



The Council "wanted to use materials that "reflected the former light industrial nature of Kent Town, as well as the character that was evolving" and this sentiment was echoed by Oxigen, the landscape architects with over 20 years experience who took on the project and created a Style Guide for it. Director James Hayter recognised that "the paving choice needed to be contemporary but also compatible with a heritage precinct".

ENTER THE LONGO™ PAVER,
EMBRACED BY EVERYONE
WORKING ON THE PROJECT.



Hayter describes it as a “narrow brick with ‘classic’ European proportions” which he believes makes it a stronger option “and more attractive when used as paving.”

Tom Casement of Outside Ideas, who oversaw the laying of the pavers in the first two streetscape projects, also explained that the uniformity of the Longo™ paver made it easy to work with from a practical perspective. He says it was “better for keeping lines straight”, an important element in a project of such vast proportions.

THE RESULT HAS BEEN A STUNNING TRANSFORMATION OF KENT TOWN THAT WILL ONLY LOOK BETTER AS THIS PREDICTED TEN YEAR PROJECT ADDS MORE COMPLETED SITES TO ITS TIMELINE.

Casement says the Longo™ paver “certainly lifts the appearance of Kent Town” and predicts it will “transform it massively.” Oxigen’s James Hayter agrees saying “the pavers look great and are performing well structurally. The improvements to the public realm are noticeable and part of the success of the overall urban

renewal program currently gaining pace in Kent Town.” A council spokesperson adds that “the result is a refreshing and inviting modern space that reflects the changing face of Kent Town.” The feedback from the community has also been very positive. Boral’s Longo™ paver is an unequivocal success.

The landscape architects at Oxigen were always confident in specifying the Longo™ paver for Kent Town, as they knew it was “backed by Boral’s excellent customer service and the surety that these pavers will be available over a long period of time.”

The Kent Town project is a wonderful example of how different groups can work together to create a stunning urban renewal.



For further information on this project, email:
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