

Case Study

THRIFT PARK



Urban Taskforce Development

2011

Bringing a 1950's iconic strip centre into the 21st century provides opportunity for reinvigoration of not only the shopping centre, but the re-cohesion and amenity of a neglected local community base.

As designers there is a responsibility not only to the developer, but to the legacy of site which has been a local gathering place for many generations.

“ ...(i2C) are instrumental in delivering high quality retail developments such as Thrift Park..”

Don Foulds - Senior Development Manager Woolworths

Challenges

As with any existing retail development the management of the tenants was a complex element during the redevelopment and a detailed strategy was established to reach agreement with all tenants.

The project was further complicated as some tenants had to trade continuously through the redevelopment, therefore were relocated to temporary facilities until their final tenancies were completed in the new centre.

Simultaneous with the Fabcot redevelopment, and also forming part of a local activity centre was a major mixed use development being proposed next door. It was therefore imperative

that the site design enabled future linkages, natural surveillance and a strong sense of interconnectivity necessary for the creation of a cohesive activity centre.

Approach

The vision was for the revitalisation of Thrift Park Shopping centre through high quality architecture accommodating the provision of a range or modern retail facilities suited to a local neighbourhood activity centre.

The successful creation of a contemporary rhythmic facade containing a brilliant palette of vibrant colours to the long highway Nepean Highway elevation was the most important architectural feature.



Outcomes

The revitalised Thrift Park Shopping Centre has reinvigorated the local community by increasing retail offer and convenience, and is proving a popular meeting place and community base.

Presently the new Supermarket generates sales \$49M p/a compared with the original centre that was trading at \$16M p/a.

PROJECT DETAILS

Value	\$15M
Client	Fabcot/Woolworths
Discipline	Planning, Design
Expertise	Retail
Year	2010
Location	Mentone, Vic
Status	Completed