

Case Study

CRANBOURNE NORTH RETAIL CENTRE



The Cranbourne North strip consists of three separate retail buildings with a carpark located at the rear of the complex. The result is a creative, less predictable architectural design that both complements and provides an interesting contrast to the Avenue Shopping Centre.

Challenges

The challenge was to create a design that sat comfortably with the existing developments but would also be a focal point for the area. While the minimalist design with large suspended concrete panels is financially viable, it is not a 'typical' design for a retail strip. Involving the client from the initial stages of the design process was

integral to us being able to work together to achieve the best commercial outcome.

The main challenge was around the design itself. We worked closely with the client from the beginning to make sure they were comfortable moving away from a 'typical' retail strip design. The minimalist design with large suspended concrete panels was a unique and inspiring design element that would

also stand out from the existing shopping centre, providing an interesting aspect for the landscape.

Once our client, The Avenues were committed to our proposed design, our next challenge was to ensure that the suspended concrete panels would stand up and function.

Approach

Our collaborative approach and clear communication lines were important to meet The Avenues expectations.

Extensive 3D modelling helped us demonstrate the design to the client and builders the concept of the suspended concrete panels and the benefits of having something different.

Throughout the project we worked very closely with the builders and the structural engineers to ensure the design intent was maintained and programmes were met.

Outcomes

Although challenging at times the end result of is something that the project team, builders and the client are all very happy with. The use of suspended raw concrete panels and minimal colours really makes the development stand out and becomes a point of difference in the area. The use of angles around the glazing adds that little bit of depth into the development and compliments the overall design.

The corner building with the large suspended concrete panels is easily visible from a main thorough fare through the area in Thompsons Road and really becomes a focal point.



Photography: Tom Ross

Project Feedback

The feedback has been nothing but positive from everyone in the project team, the builders and client but more importantly the end user. The site foreman noted that he was being stopped at least once every day by locals stating 'how much they loved the design and were really happy it was part of their community.

PROJECT DETAILS	
Value	\$3m
Client	The Avenues Pty Ltd
Discipline	Retail, Commercial
Expertise	Retail, Commercial
Year	2016
Location	Cranbourne North, VIC
Status	Complete