

Goodman Adaptive Reuse Business Park, New South Wales, Australia

LOCATION

Masters Home Improvement Chullora Business Park, 62 Hume Highway, Chullora, NSW, Australia

SUMMARY

Sydney's Masters Home Improvement store at Chullora Business Park, is a unique and outstanding example of the adaptive reuse process.

Goodman has redeveloped a former vacant and redundant warehouse into a new, modern retail facility, whilst retaining elements of the original building.

SPECIFICATIONS

- + 8,232 sqm main retail floor area
- + 2,045 sqm garden area
- + 2,127 sqm trade area
- + 395 car parking spaces
- + Trolley bays
- + Bicycle racks
- + Dedicated loading area
- + Integrated traffic solution within estate

TIMEFRAME

Commenced March 2012.
Completed Nov 2012.

COST

The total redevelopment cost was AUD29.1 million as of November 2012.

MAIN STAKEHOLDERS

- Developer: Goodman Australian Industrial Partnership (formerly Goodman Australia Industrial Fund).
- Project Manager: Goodman
- Contractor: Mainbrace
- Architect: Leffler Simes

INFORMATION

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Case Study Details:
<http://au.goodman.com/Our-customers/masters-home-improvement-case-study>



DESCRIPTION

This was Masters' first Home Improvement store in Sydney and Masters key considerations included access, exposure, car parking and proximity to residential areas.

Chullora Business Park enjoys a prominent location on the western intersection of the Hume Highway and Muir Road. The site has excellent access to major transport corridors and services including the M4 and M5 motorways and is in close proximity to the nearby, densely populated residential area.

Goodman repositioned an old industrial estate into a modern bulky goods precinct serving the residents of Chullora. From a sustainability perspective, the approach to transition an older vacant asset nearing the end of its lifecycle into a new and efficient asset avoids significant demolition waste, additional materials and embodied energy required for a complete rebuild.

STRATEGY

Vision

The vision was to reposition and reuse an ageing warehouse facility and create a modern, purpose built logistics and retail facility, with good access, exposure, car parking and proximity to residential areas.

Goals and Targets

Convert a redundant, poorly presented estate into a modern, contemporary development make use of a:

- + Repositioning of the asset into a premium bulky goods precinct
- + Make use of a Prominent location for the high profile Masters brand
- + An opportunity to update and modernise the estate services
- + Provides an anchor bulky goods tenant with a 20 year lease term, and attracted new enquiries with Fantastic Furniture committing to a new showroom, office and storage facility behind the Masters facility.
- + Increase market value of the estate with improved commercial terms

KEY FEATURES

- + The adaptive development incorporated a range of design features centred around reuse of the existing facility.
- + Utilising the existing building height and roof skylights to naturally light the space
- + Integrating the existing brick façade and structure to support feature façade elements, air conditioning units and suspended shade systems
- + High load capacity concrete floors with a painted epoxy finish
- + Large hardstand areas that could be used for car parking
- + Adopting the existing minimal column layout to provide maximum layout flexibility

IMPLEMENTATION

Approach

The existing warehouse provided a number of unique improvement opportunities including; utilising the existing building height and roof skylights to naturally light the space, integrating the existing brick facade and structure to support feature facade elements, air conditioning units and suspended shade systems. The minimal column layout adopted from the existing structure also provided maximum flexibility in the layout of the facility. The addition of painted epoxy floors, columns, and roof structure with the updated roof sheeting and insulation completed the premium experience.



Goodman modified the facility by making use of Fusion's ductless modular HVAC system.

The system provides cost effective, highly energy efficient, quiet and draught free heating and cooling and eliminates the need for spaghetti runs of oppressive overhead ducting. The system allows for airflow patterns to adjust automatically to the changing requirements of the space. Controls reduce store power consumption and modulate store lighting, while air conditioning fault detection and diagnostics software optimises performance and minimises system down time and maintenance costs.

CRITICAL SUCCESS FACTORS

Goodman seized the opportunity that Woolworths were looking for a suitable location in the Chullora area to launch their first Masters Home Improvements store in Sydney. Key considerations included access, exposure, proximity to residential areas and car parking.

- + Goodman's Chullora Business Park satisfied each of these key requirements.
- + Woolworths worked closely with Goodman on the masterplanning process, and being able to preserve the positive features of the existing building proved to be beneficial.
- + The adaptive reuse process also offered benefits during the Council DA process, with approval being achieved in a three month timeframe.

CONCLUSION AND OUTCOME

- + Goodman worked closely with Masters to develop a building that delivered the premium experience they were after. The project was awarded the 'Retail Development Category at the 2013 Urban Taskforce Development Excellence Awards in 2013'.
- + Greatly reduced carbon footprint and energy use during construction
- + Reduces the need for new materials
- + Reduces wastage during the building process
- + Provides considerable time and cost savings
- + The modern improvements provide a generic, flexible facility suitable for a range of uses and users over the long term.

