



JIGSA W STRATEGIC RESEARCH

TEXT: JOHN MORETON PHOTOGRAPHY: ANDY STEVENS

→ IN RELOCATING THEIR HEAD OFFICES

from Australia Square to '30 The Bond', Lend Lease required the help of many companies and people who shared their vision. The challenge for Lend Lease was to create a unique and environmentally sustainable building, within strict heritage guidelines, whilst keeping the local community informed and involved and providing an opportunity for staff to have input into the project.

Lend Lease have a well earned reputation for their innovative approach not only with regards to their world class developments, but also towards the people that are involved with and impacted by their actions. As a result of this paradigm of 'people first', Lend Lease sought the advice of Jigsaw Strategic Research, another innovative market leader with a long and successful association with Lend Lease.

Jigsaw Strategic Research was established in 1994 and specialises in qualitative and quantitative research. The work they have done with Lend Lease on a number of projects before, including; Charlestown and Erina Fair, has made them a valuable addition to Lend Lease's plans.

Eva Ladas-Meyer, Associate Director of Jigsaw, took on the task of developing Lend Lease's vision of '30 The Bond' into a concrete plan. She began to look at methods of incorporating staff and community involvement into the project. This was done in two main ways:

Firstly, with the design and co-facilitation of 'Blue Sky' workshops where the Lend Lease staff were able to explore possibilities both tangible, as in future physical realities and practicalities, and intangible, such as the heritage feel and the atmosphere of the new premises.

Secondly, through the 'Domain' community engagement program where key community members were invited to participate in discussions about the use and design of public areas, raise concerns and facilitate Lend Lease's integration into the community during and after construction.

From the discussion and brainstorming of the 'Blue Sky' workshops, the staff came up with a seven point plan of aspirations for the new development. Of the seven points it was decided that greenhouse gas reduction and the enhancement of indoor environment quality were most important. Lend Lease will achieve all of these aspirations including a 30% reduction in greenhouse gas emissions for the building.

The "Domain" project provided Lend Lease with an in depth understanding of the Millers Point area. It highlighted the uniqueness of this area with its diverse mix of people and strong industrial heritage. The project also identified what Lend Lease would add to the area. This included functional aspects such as increase in retail amenities, increase in community facilities, greater connectivity and also more greenery in the area. There were also some non tangible benefits in the move with Lend Lease creating a fresh addition to the area

With regards to the actual building, the community supported the idea of a rooftop garden, and the lowering of the actual building roof height. The garden provides a diverse and picturesque solution to the usual 'ugly' office rooftop. An amenity deed between the residents and the developers Lend Lease has established ground rules for the maintenance and operation of the rooftop garden a well as other public areas.

Through their research, Jigsaw has identified and documented a number of issues and concerns of both staff and the local community. These issues have been addressed and incorporated into the overall brief for the development and as a result, the project not only has significantly improved environmental friendliness, but improved human friendliness too.

A building starting its new life with a solid foundation in humanity as well as the environment is a good indication of the quality of all those involved in its development



JIGSAW STRATEGIC RESEARCH
 LEVEL 4 AND 5
 21 BERRY STREET
 NORTH SYDNEY NSW 2060
 PH: 02 9954 0299
 FAX: 02 9956 6051
www.jigsawresearch.com.au
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