

WHAT'S IN STORE?

Maroochydore 'monolith' a new benchmark in the Homemaker sector

MAROOCHYDORE HOME MAKER CENTRE / ADCO CONSTRUCTIONS



Image The exterior and interior of the recently completed Maroochydore Homemaker Centre.

ADCO Constructions will add a significant project to its success story when the enormous Maroochydore Homemaker Centre is completed at the end of the year.

Technical construction challenges are a specialty of the Top 100 privately-owned Australian construction company, with large-scale buildings in the commercial, education, aviation and industrial sectors featuring in its list of completed jobs since establishment in 1972.

Providing design and construct services to client Harvey Norman for Maroochydore means ADCO is responsible for delivering the conceptual vision for the building on time and to budget. In the planning stages this involved exploring a number of construction and engineering approaches to ensure maximum value. Project Manager, Chris Carey, Contracts Manager, Luke Broadhurst and Project Site Manager, Wayne Robertson led a team of 18 on the project, which Carey describes as 'monolithic multi-storey'.

With proportions reaching well beyond the average retail homemaker complex, ADCO's brief was significant. When complete, the Maroochydore Centre contains approximately 75,000 square metres of covered built floor area with 38,000 of those devoted to lettable shop floor, plus 960 car parking spaces.

"The building's structure, over two levels of basement parking, is around 500 metres long," said Carey.

When the wares to be sold from the completed job are mostly large home furnishings, everything is oversized and such a scale can have a big impact on budget and design.

"The potential cost compared to a typical 'on grade' box construction of most homemaker-style centres needs special attention in a bulky goods project. ADCO's response has been to simplify construction while maintaining high quality finishes where they count, like on the

centre's internal walls and outdoors, to break up the building's long facade with varying materials and alignments for good street appeal," said Carey.

"With large quantities of all elements required for this building, small measures to achieve savings in materials or labour add up to large savings."

Aside from achieving economies of scale, innovations in techniques were applied, such as hydrostatic sealing of basement slabs and low-costs formworking developed on the site for its groundworks were features of the early construction phases. Otherwise, Carey says the building was generally kept as conventional as possible to ensure that all required inputs were well understood and could be delivered with maximum efficiency.

One inescapable obstacle for ADCO Constructions was the unruly weather conditions that plagued Australia's eastern coast in 2011 and early 2012, particularly during summer. A second unavoidable obstacle related to the site conditions.

"A major challenge throughout the build has been the logistics of moving materials by our daily subcontractor workforce of approximately 200, as the building occupies nearly the entire footprint of the site," said Carey.

ADCO Constructions has 350 staff at offices in Sydney, Brisbane, Melbourne, Gold Coast, Townsville, Cairns and Newcastle. Clients include Woolworths, Bunnings, AMP, Dexu, QIC, Uniting Church, State and Federal Government, for which the company is accredited to Best Practice. ADCO has the resources to service our Client's projects regardless of size or complexity.

For more information contact ADCO Construction, offices can be found at www.adcoconstruct.com.au.

Image The design at Maroochydore includes high standard materials and finishes which were chosen to present this project as a prestigious retail destination.

Since its founding in 1968, Leffler Simes Architects has amassed a portfolio of major retail and commercial designs of increasingly impressive proportions. One such current project is the Maroochydore Homemaker Centre in Queensland, which was recently completed and opened in November, 2012.

Appointed by retail giant Harvey Norman during the past 17 years to more than 160 of its Australian and international projects, Leffler Simes' role at Maroochydore spanned the responsibility of concept, development design, construction documentation and site attendance.

If one of the goals of 'destination retail' is to provide visitors with a memorable shopping experience, the Maroochydore Homemaker Centre satisfies that criteria by its enormous proportions, if not the centre's actual retail mix and facilities.

An immediate perspective of the dimensions of the Maroochydore project is provided by Leffler Simes Architects Associate Director, Ian McNutt's local connotations, "as a reference in scale, the length of the internal ground floor arcade would accommodate two rugby fields end for end, with room to spare, and is about the same length as the 18th hole (par 4) at the adjacent Horton Park Golf Course," he said.

The grand statistics of the Maroochydore Homemaker Centre demonstrate the value of specialist expertise by a practice servicing the major construction sector as well as the importance of a trusted client partnership during the process.

The building itself occupies a five-hectare site near the Sunshine motorway and gateway to the Maroochydore CBD. Its lettable floor space comprises more than 32,000 square metres of bulky goods retail tenancies, commercial office space, cafes and a gymnasium. There is undercroft parking for more than 900 cars.

For each of its Harvey Norman projects, Leffler Simes Architects works in close collaboration with the company's directors and internal property team. A holistic approach is taken to designing and building

the client's new stores as well as retail space for its tenants sharing the drawcard role of these large retail-commercial complexes.

Leffler Simes Director, Stephen Evans, took the Maroochydore Homemaker Centre building from concept sketch to final design approval, with the assistance of Ian McNutt and a team of architects and interior designers. Several opportunities for energy-conservation were incorporated to the premises in line with the client's desires and the local tropical climate.

"The Maroochydore Homemaker Centre features sustainable building concepts such as energy-efficient air conditioning and lighting systems, rainwater harvesting and solar shading," said Evans.

A recent project of similar purpose and proportion completed by Leffler Simes is the Springvale Homemaker Centre in Melbourne. This joint-venture development by Harvey Norman and IKEA enabled the practice to secure a professional partnership with another iconic retailer during the process of integrating the company's Swedish head office requirements to the Australian project. As a result of the Springvale success, IKEA appointed Leffler Simes to design its Australian flagship store at Tempe in NSW, which opened in December 2011 as the company's largest in the southern hemisphere.

Leffler Simes Architects is currently managing projects to a value in excess of \$400 million. They have a long history in retail architecture and continue to work with most of the major retailers in Australia. The practice has diversified and has been engaged by private and corporate clients to include many commercial, industrial, health and leisure developments along with some multi-level residential developments. Seventy permanent staff are employed at offices in Sydney, Melbourne and Brisbane, working on Australian, New Zealand and, recently, European projects. Increasing demand for Leffler Simes' services has led to plans for expansion in the near future.

For more information contact Leffler Simes Architects, 7 Young Street Neutral Bay NSW 2089, phone 02 9909 3344, website www.lefflersimes.com.au

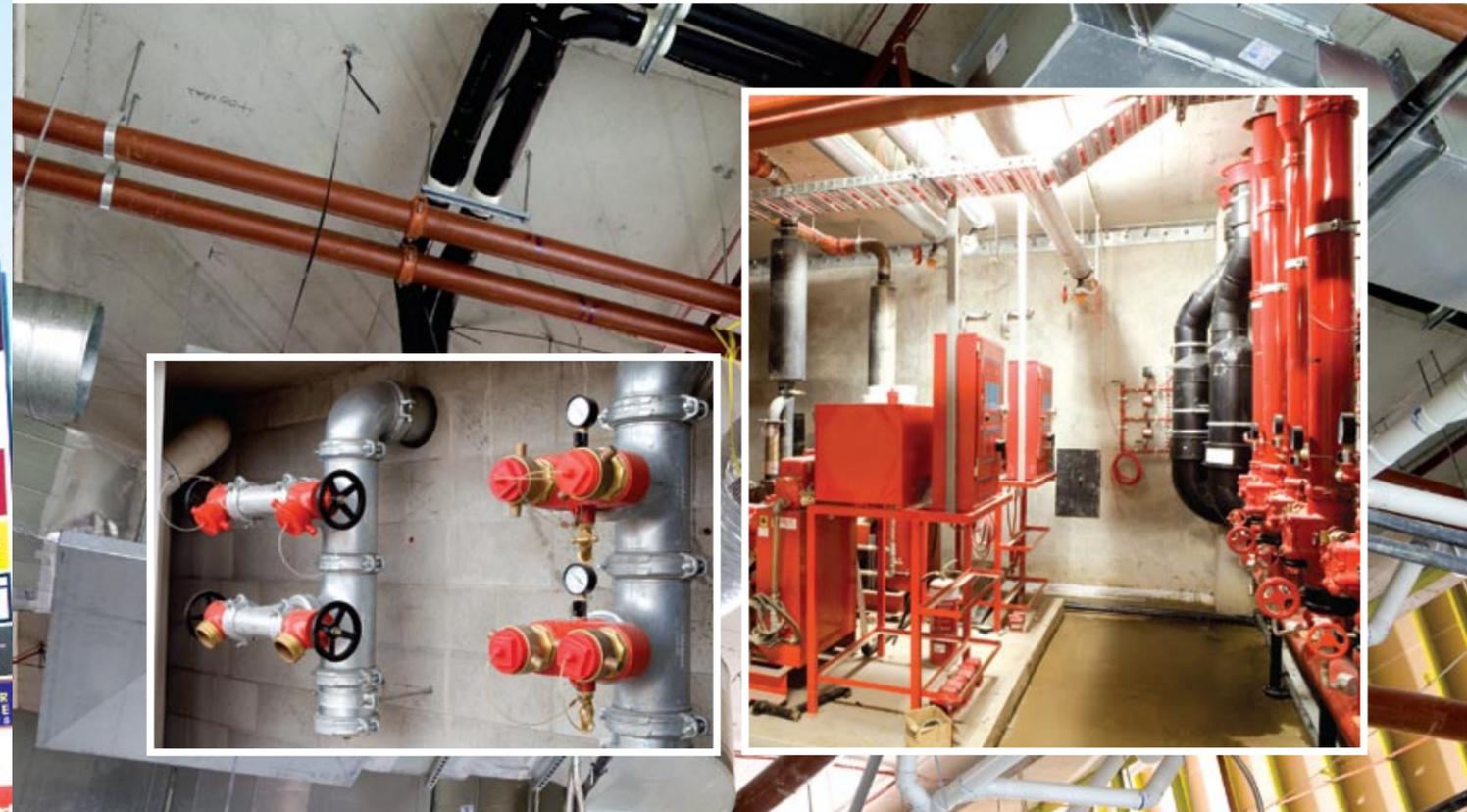




Maroochydore Homemaker Centre, QLD



Image SPP provided all the hydraulic and wet fire services design for the Harvey Norman development.



Hydraulic and fire protection services provider, SPP Group, was one of many Australian partners involved in construction of the enormous \$110m bulky goods centre developed by retailer Harvey Norman at Maroochydore in Queensland.

SPP Group's hydraulic and wet fire services design for the Harvey Norman development at Maroochydore Boulevard involved providing substantial infrastructure to the site, including sanitary plumbing and drainage, potable and non-potable cold water supply, hot water supply and generation plant, harvested roof water and associated plant, fire hydrants, hose reels, sprinklers, fire storage tanks, booster pumps and roof water drainage to the civil interface.

"It has been a pleasure to work through the construction with professionals like Adco Constructions" says Phil Lucas, SPP Group principal. "SPP Group is pleased to have been associated with Adco Constructions' design and project teams at Maroochydore and we congratulate them on its successful completion and the spirit of partnering in that achievement," he added. The company's long history in major projects since its establishment in 1978 equipped SPP Group for the significant challenges presented by the five-hectare construction site, which has a 500 metre frontage. "There were extended distances throughout the site. One of the key operations was the need to gravitate sanitary drainage from the eastern alignment to the local authority connection points at the west," said Lucas. "As well there were concerns about the reactivity of the ground substrate and impacts of materials striking acid sulphate soils. To resolve this, sewage pump stations have been used to lift the effluent to an upper basement level and transfer it from there across to the local authority connections." Technical solutions

were incorporated for other water services, using available resources to provide long-term sustainability. "Given the development's extensive roof area, it was ideal to be used for a syphonic system that reduced the pipe size that would otherwise have been imposed by a conventional gravity method. Roofwater is harvested to tanks in the basement and in the property's landscaped area," said Lucas.

Diverting rainwater for toilet flushing and landscape irrigation meets the requirements of the Queensland Development Code. The harvesting plant has an automatic changeover facility to switch supply from roofwater to townwater when circumstances require, with the combined tanks' capacity of 256,000 litres. "Reduced power consumption was addressed by supplying each tenancy with hot water with sub-meters for individual billing. Each tenancy also has its own instantaneous electric hot water unit, which reduces energy wasted from standby losses in a central system, because only the water used is heated," said Lucas. Comprehensive fire protection facilities comprised the remainder of SPP Group's contributions to the project via an extensive network of hydrant flow, sprinkler, tanks and pumps throughout the property.

SPP Group has supplied services to every construction sector during its long history and cites innovation in providing solutions beyond the traditional as a key reason for its success as the company approaches its fourth decade. SPP Group has five capital city offices around Australia and three in regional Queensland.

For more information contact SPP Group, phone 07 3846 3077, website www.sppgroup.com.au