

MERCEDES CENTRE
180 PARRAMATTA ROAD
BURWOOD, SYDNEY

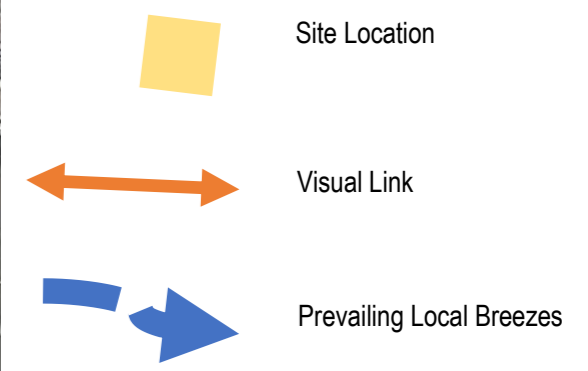


The Site is situated at 180 Parramatta Road, Burwood. The Site is surrounded by Light Industrial and Sales Uses, with some pockets of nearby Green Open Space.



SITE ANALYSIS





Locality Aerial Photo and Site Analysis



SITE ANALYSIS

Street Frontages and Site Access



-  Main Customer Address and Street Presence
-  Secondary Entrance 01 Lucas Road
-  Secondary Entrance 02 Cheltenham Road
-  Possible thru site Link

SITE ANALYSIS

Street Views



View along Cheltenham Road from Parramatta Road



View from East of Site along Parramatta Road

SITE ANALYSIS

Street Views



View along Lucas Road from Parramatta Road

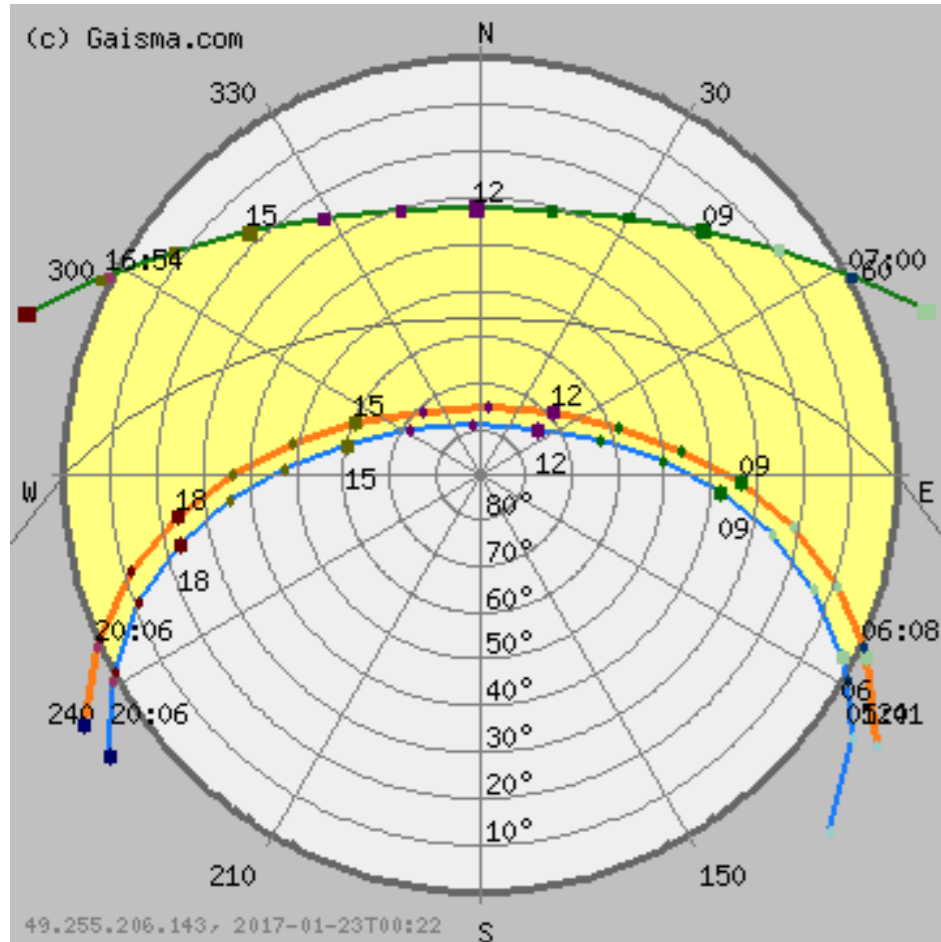


View from West of Site along Parramatta Road

Solar

Solar Angles:

Latitude: 34deg
 Winter Solstice: 57deg
 Equinox: 34deg
 Summer Solstice: 11deg



Wind

BCA Wind Zoning: TBC

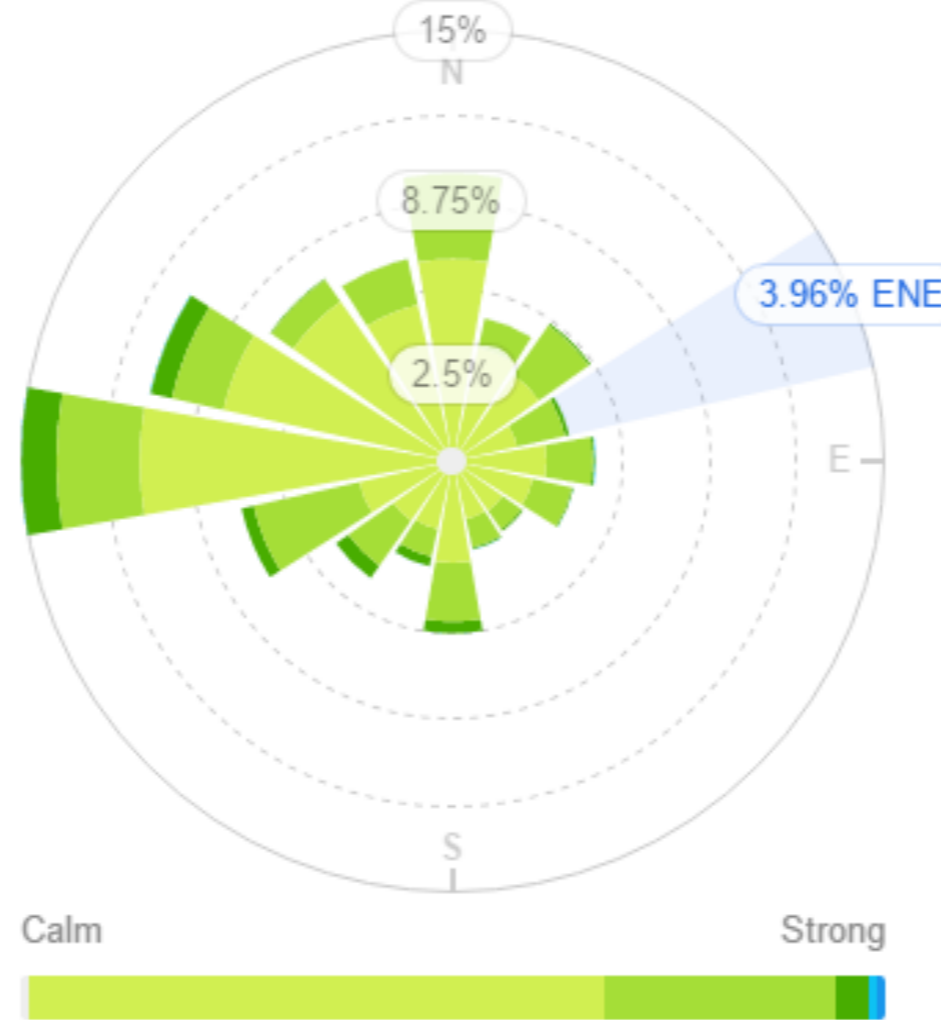
Averaging at 13.8 km/h (8.6 mph), November is the windiest month, whilst March is the calmest at 11.3 km/h (7.0 mph).^[8] The prevailing wind annually is north-easterly. In the warm months, only 40% of the time Sydney would get wind directions from the northwest or southwest, which are the dry winds flown from the heated interior of Australia.^[83]

North-easterlies and easterly sea breezes are dominant in late spring to early autumn. Westerlies are dominant in late winter to mid-spring. Southerly busters are expected from November to the end of February. They typically look like as if a sheet of cloud is rolled up like a scroll by the advancing wind. The change of wind (in the warm months) is sometimes very sudden, where it may be fresh north-easterly and in ten minutes a southerly gale.

When the subtropical ridge is north of Sydney in the second half of the year (spring), the wind would come from the west or inland. As the ridge moves south in late summer and autumn, the winds become easterly and, because they are coming off the Tasman Sea, they are moist. It is usually at this time of the year (autumn to early winter) where rainfall would be the highest.

Wind Rose

Annual (5 Year Average) v



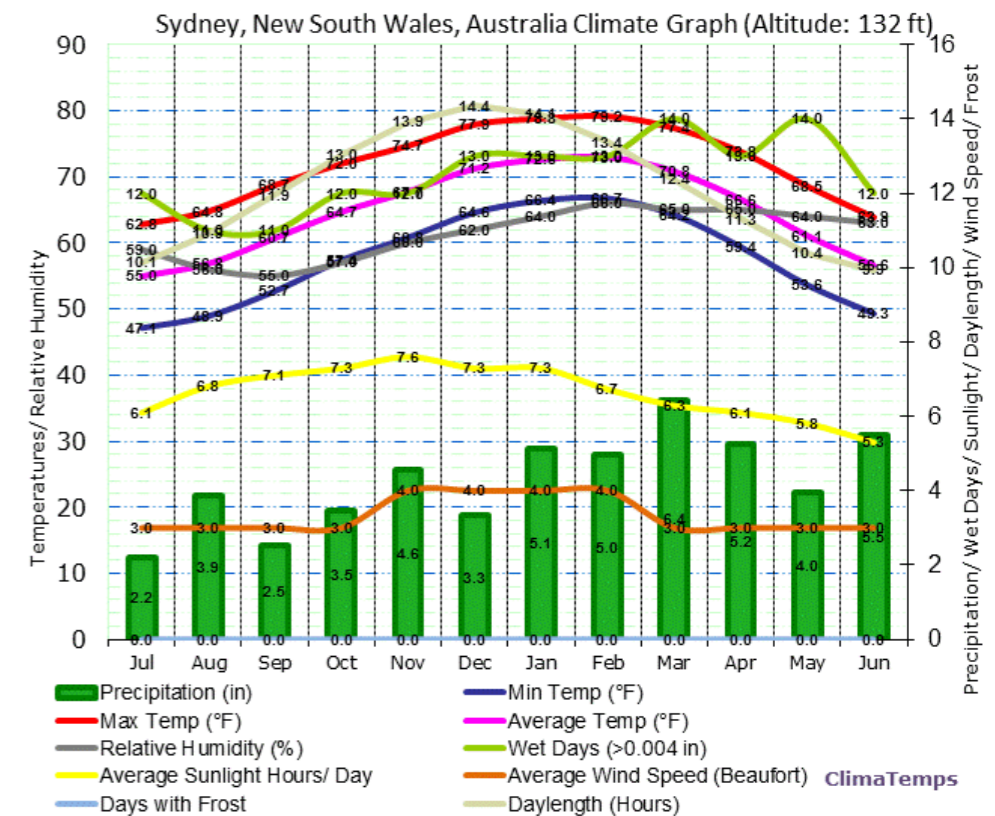
Climate

BCA Climate Zoning: TBC

The **climate of Sydney** is humid subtropical (Köppen *Cfa*),^[1] shifting from mild and cool in winter to warm and hot in the summer, with no extreme seasonal differences as the weather is moderated by proximity to the ocean.^[2] More contrasting temperatures are recorded in the inland western suburbs. Rainfall is spread evenly throughout the year, though it is generally highest between February and June.^[3] Precipitation varies across the region, with areas adjacent to the coast being the wettest.^[4] The mean UV index values range from 12 (*extreme*) in January to 2 (*low*) in July.^{[5][6]}

Sydney has 103.9 clear days annually,^{[7][8]} with the monthly percent possible sunshine ranging from 53% in January to 72% in August.^[9] The city receives around 30 thunderstorms per year.^[8] Sydney would usually get dry heat, especially when temperatures soar over 35 °C (95 °F).^{[10][11]} In some hot days, low pressure troughs would increase humidity and southerly busters would decrease temperatures.^{[12][13]} In late autumn and winter, east coast lows can bring large amounts of rainfall.^[14]

Sydney experiences an urban heat island effect,^[15] making certain parts of the city more vulnerable to extreme heat, particularly the west.^[15] Efforts have been introduced to investigate and mitigate this heat effect, including increasing shade from tree canopies, adding rooftop gardens to high rise structures and changing pavement colour.^{[16][17]} The El Niño Southern Oscillation plays an important role in determining Sydney's weather patterns: drought and bushfire on the one hand, and storms and flooding on the other. Sydney is prone to heat waves and drought, which have become more common in recent year



SITE DEVELOPMENT CONTROLS

Property Address:
180 Parramatta Road
Burwood NSW 2101

RP:
TBC

Local Authority:
Burwood Council

Zoning:
DCP Parramatta Road Enterprise Corridor

Site Area:
7500 sqm

Class 5 Acid Sulphate Soils

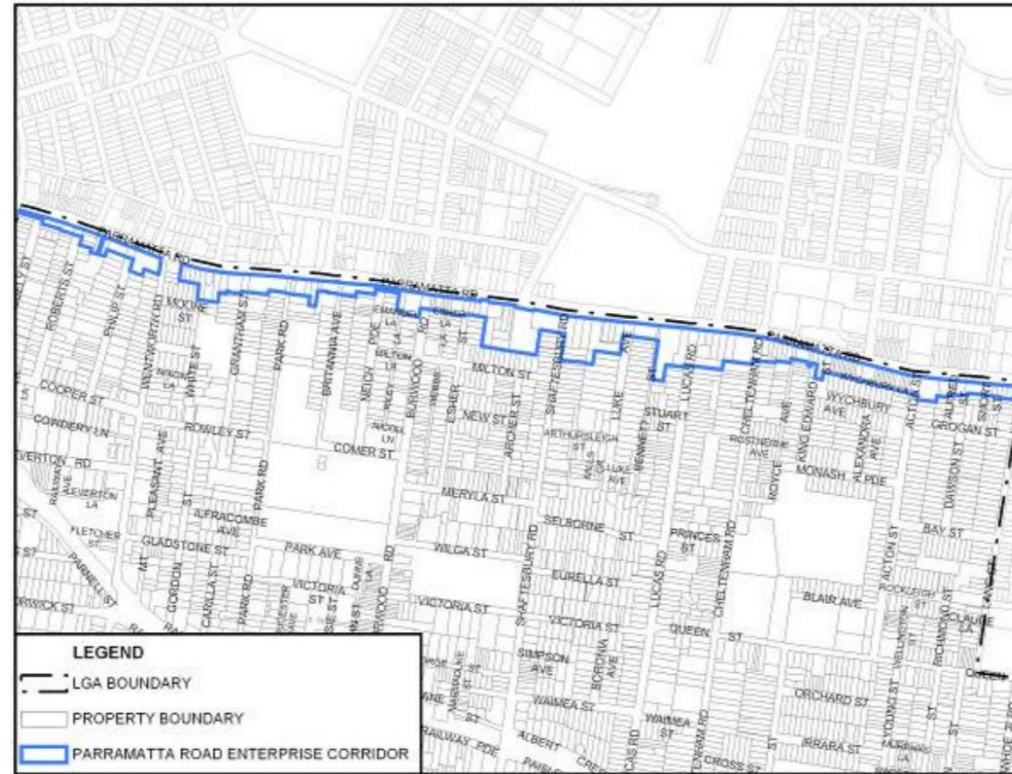
Height:
Max 15 Storeys

FSR:
1.75 : 1
Max Allowable 13125 sqm

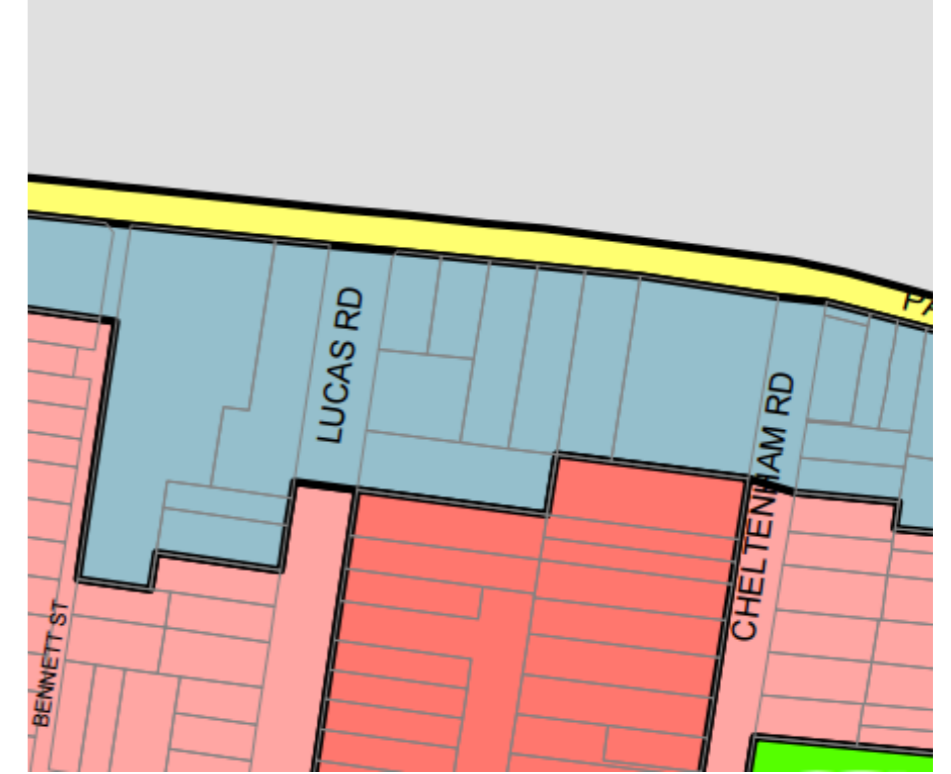
Setbacks:
Primary Frontage (Parramatta Road)
Preferred no setback to Parramatta Road for 50% Primary Street Frontage
Maximum 5 metre setback preferred, available for display of sale vehicles
Sections of bldg. over 9mtrs in height 3 mtr setback
Buildings to define prominent Corners

Secondary Frontages (Cheltenham and Lucas Roads)
No setback requirement for 50% of Secondary Street Frontage
Setback area may be used for display of sale vehicles
0mtr setback requirement up to 8mtrs
Sections of bldg. over 8mtrs in height 3 mtr setback

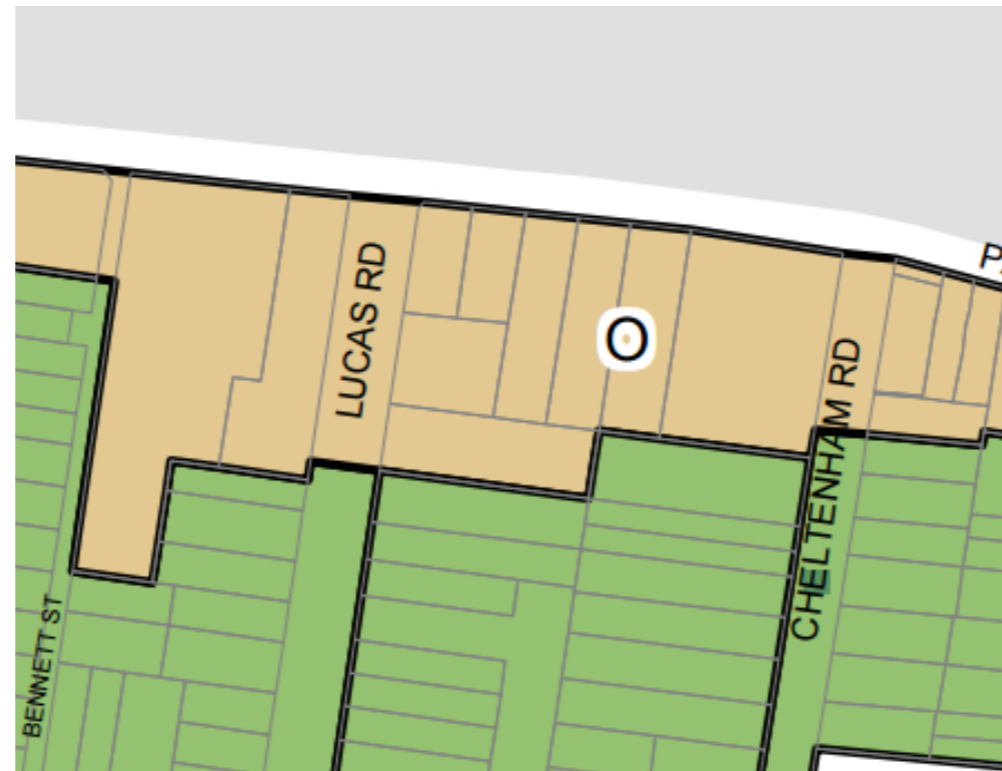
Rear Boundary Setbacks
Where adjoining a residential zone, buildings must not exceed a 45deg height plane commencing at 1.8mtrs on rear site boundary



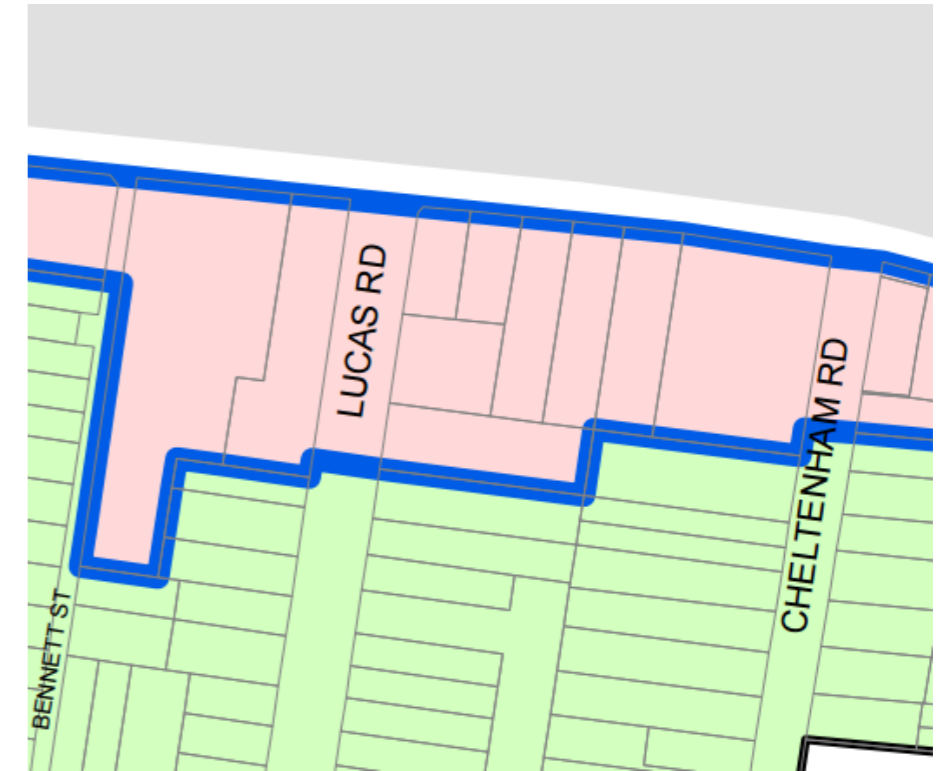
Key Plan
Parramatta Road Enterprise Corridor



Key Plan
Site Zoning: B6 Enterprise Corridor



Key Plan
Building Heights: 15 Storeys



Key Plan
Floor Space Ratio: 1.75 : 1

PROJECT BRIEF

Key Considerations of the Design brief are as follows:

- A) Building Siting
- B) Functional Concepts
- C) Customer Core Processes
- D) Internal Core Processes
- E) Traffic Area and parking Lots
- F) Critical Success Factors

Building Siting:

The nominated Building Site is well suited to the Design Criteria of this Section

Functional Concepts:

The selected site has an impact on the way in which the various performance requirements of the brief integrate and interact.

Customer Core Processes

The Customer Experience is central to the sales activity of the Facility. The Customer Experience is divided into the 3 types of sales interaction, being Vehicle Sales, Service and parts / Accessories. The interaction of these three core Customer Experiences is defined by the 'Sales Star', in diagram at right.

Internal Core Processes

The Intention of appropriate internal space planning is to achieve optimal employment and long term economic efficiency. Planning should consider vehicle cleaning and servicing, including internal and external areas.

Traffic Ares and Parking Lots

- Successfully designed Traffic Areas provide for:
 - Separation of Customer and in House parking Lots
 - Short Distances for customers and employees
 - Adjacency between customer areas and customer parking lots
 - Larger lots for presentation and customer parking; smaller lots for internal functions
 - Integration of Green areas
 - Multifunction Roofed Areas (eg. Atria working as Display and / or Events Areas)

Critical Success Factors

- Suitable Site
- Future Sales / After Sales Service Capacity are defined and met or exceeded
- Functional Capacities are defined and met or exceeded
- Internal Processes are clearly defined and integrated in the Planning
- Functional sizes are efficiently planned
- Building Presentation and Quality matches the functional Zoning
- Functional Planning ensures efficiency of movement and operation for both Customer and Technical areas

Key Considerations for Multi-Storey Buildings are as follows:

Ground Floor

- Functional Groupings by Floor (To facilitate horizontal connections)
- Exhibition / Parts Sale / After Sales receptions (Sales Star)
- Preparation / Vehicle Delivery
- Dialogue Reception / After Sales Reception
- Workshop / Parts Handover
- Receiving Area / Storage

Upper Floors

- Technical Rooms
- Offices and Administration Areas
- Social Areas

The Following Functions are stackable (Sitting on top of one another in a multi storey configurations):

Vehicle Storage

- Offices
- Showrooms (Up to maximum of 3 Levels)
- Workshop
- Stock Cars
- Customer Parking

Other Key Considerations:

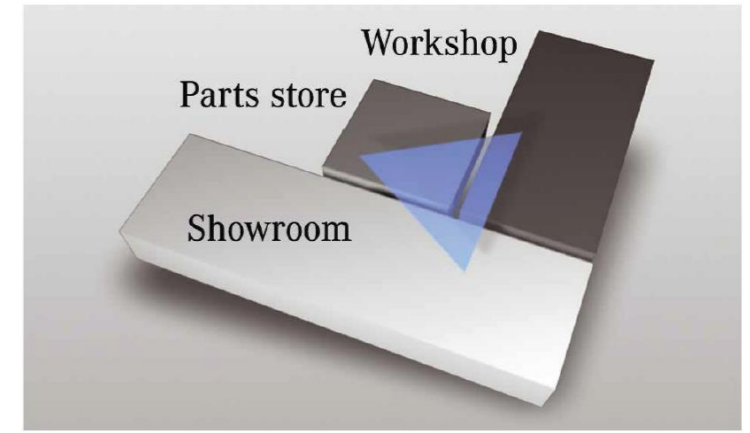
Sustainability

Downsizing of Energy Consumption for Heating, Cooling and Electricity, by:
 Building Insulation instead of Heating
 Provide Shading instead of Cooling
 Provide Natural Light instead of Artificial Light

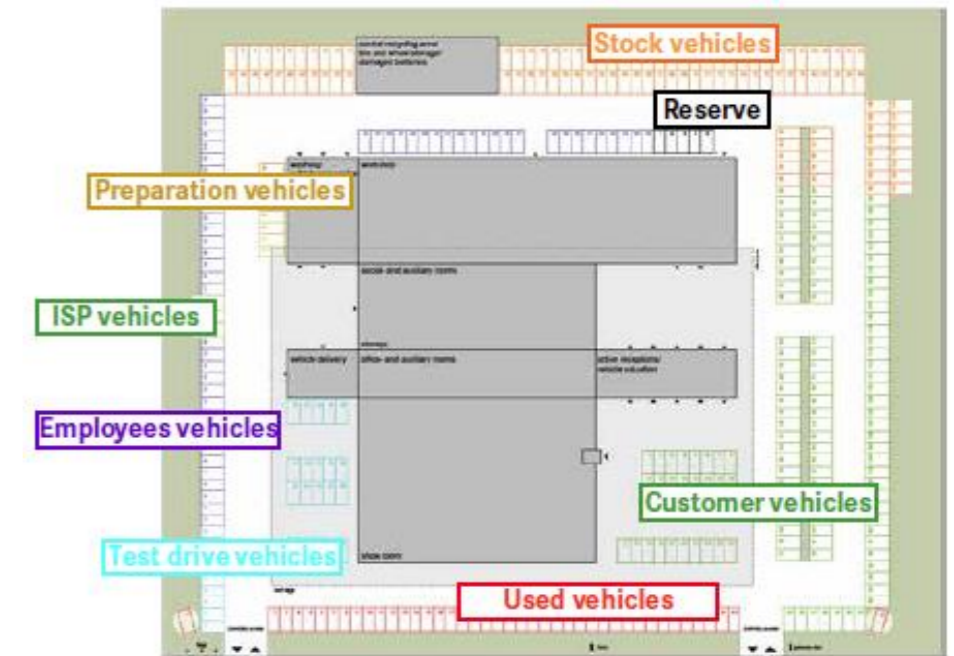
Selection of Appropriate Energy Source, through use of regenerative energy sources and efficient plant specification and system design.

Construction and Operations Costs

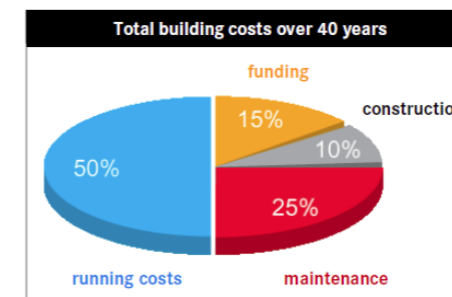
Building Design should consider Costs of Construction as well as ongoing Operational Costs. Significant savings can be achieved in terms of operational costs through careful and appropriate planning and design.



Sales Star



Types of Vehicle Parking



INTERIOR DESIGN & BRAND

Interior Design

The Interior Design shall create clear, rational internal spaces, reflecting the Mercedes Brand Values, by:

- Orthogonal Layout, to suit the volume of space being considered
- Separating Consulting, Commissioning and Lounge Areas
- Consultants provided Views of the Exhibition Areas
- Discrete Consultation Zones
- Provision of structure defining Elements within Rooms – Walls, Partitions, Floor Finish changes etc.
- Utilisation of the 'Stage and Selection' Interior Exhibition Concept, by:
 - Room in Room constellations
 - Generous, open and available Consultant areas
 - 'Staging' the display of special Vehicles
 - 'Selection' spaces utilising rows and tile grids for clear orientation and identification
- Effective and appropriate Daylight and Lighting Specification and positioning
- Utilisation of Dry Wall Location and integrated Display or Functional Joinery

Brand

The Brand Appearance translates the values of Mercedes Benz into built form. The Mercedes Benz Brand will appear consistently across all brand platforms using the design elements of the three pointed star and wordmark.

Brand Identification:

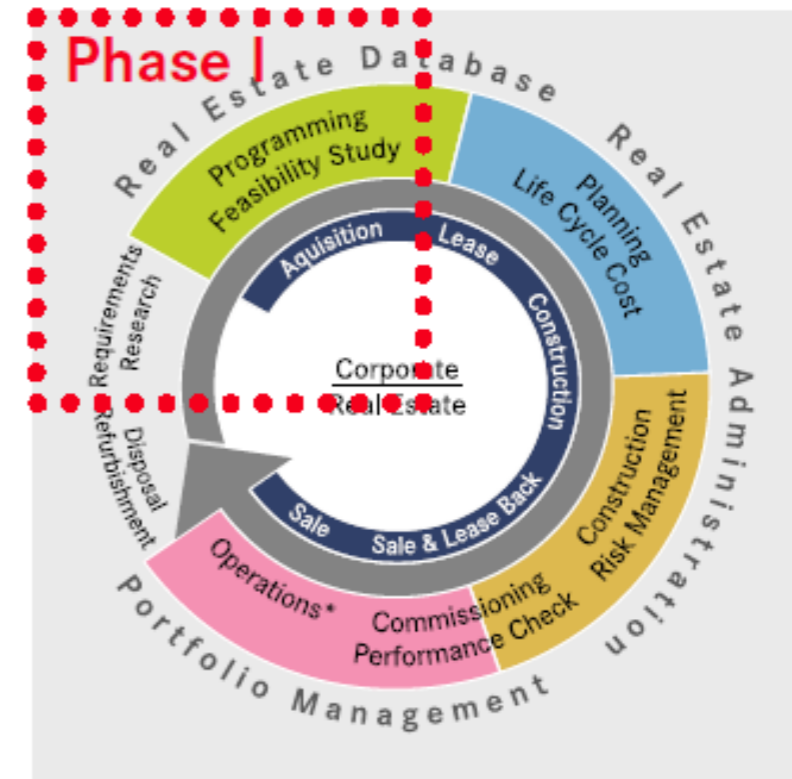
- Attitude: Exclusivity and Approachability
- Style: Sensual and Pure, clear lines and shapes and focus on the essential
- Execution: high quality, intelligent, natural and authentic materials used with Confidence and Courage

Attention to Detail perfectly reflects the image of Modern Luxury.

Architecture:

- External Columns
- Flush Ceilings
- Facades that accentuate the horizontal
- Neutrality of Colour, Midnight Blue and Black Feature Elements
- Clarity of Orientation in terms of Access Points
- Slim Roof and Horizontal Accent
- Careful integration of Star and Worldmark
- Continuous or Discontinuous Building Structures depending on site and design configuration
- Minimalist Design Idiom

Careful Program and Project Management
Integration Current Technology at Customer Interface



SPACE PLANNING

Current Brief Functional Composition

This Option provides for 3 above Ground Levels (including Ground Level) and 3 Basement Levels (below ground). Site Utilisation is expressed by the Site Cover figure, calculated as follows:

- Ground Floor 28%
- Level 01 45%
- Level 02 38%

BUILDING BLOCK AND STACK: OPTION 01 BRIEF CONFIG							Site Cover
	New Vehicle Showroom, Reception, Customer Lounge	Services Workshop, Parts	Pre-Owned, Customer Parking, Storage	Administration / Support			
Level 02	AMG	721			Amenities	90	
	S Class Sales	530			Office Administration	730	
	S Class Lounge	150			Boardroom / Meeting	35	
	Restaurant	500			Training Room	35	
					Lunch / Staff Amenities	35	
					General Administration	50	
		1901				975	2876 Total Level 02
Level 01	Sales New (Upper)	1225					
	MB Experience	450		Pre Owned	1710		
		1675			1710		3385 Total Level 01
Ground	Sales New (Lower)	1000	Service Advisors	20			
	Reception	20	Merchandise	10			
	Customer Lounge	40	Express Service Bays	128			
			Active Work Bay	32			
			Work Bay (Hoists)	616			
	Atrium		Workshop / Parts	220			
		1060		1026			2086 Total Level GND
Basement 01			Workshop Parts	564			
			Carwash Bays	40			
			Service Parking	780	Customer Parking	392	
				1384		392	1776 Total Level B1
Basement 02					Stock Demo Vehicles	1189	Staff Parking 980
						1189	2169 Total Level B2
Basement 03					Stock Demo Vehicles	1447	
						1447	1447 Total Level B3
		4636		2410		4738	1955 13739 Total All Built Areas

SPACE PLANNING

Possible Amended Functional Composition

This Option provides for 4 above Ground Levels (including Ground Level) and 3 Basement Levels (below ground). Site Utilisation is expressed by the Site Cover figure, calculated as follows:

- Ground Floor 317%
- Level 01 32%
- Level 02 31%

Further it is noted that as per the local DCP, there is a residual GFA available in addition to areas required by the Functional Plan, of 4224sqm.

BUILDING BLOCK AND STACK: OPTION 02b REVISED BRIEF CONFIG

Site Cover GFA

	New Vehicle Showroom, Reception, Customer Lounge	Services Workshop, Parts	Pre-Owned, Customer Parking, Storage	Administration / Support			
Level 02	AMG 721 S Class Sales 530 S Class Lounge 150 Restaurant 500 MB Experience 450		Atrium				
	2351				2351	Total Level 02	31% 2351
Level 01	Sales New (Upper) 1225		Pre Owned 1710 Atrium	Amenities 25 Office Administration 130 Boardroom 35			
	1225		1710	190	3125	Total Level 01	42% 3125
Ground	Sales New (Lower) 1000 Reception 20 Customer Lounge 40	Service Advisors 20 Merchandise 10 Express Service Bays 128 Active Work Bay 32	Events Plaza	Amenities 75 Office Administration 600 Meeting 35 Training Room 35 Lunch / Staff Amenities 35 General Administration 50			
	1060	190	0	830	2080	Total Level GND	28% 2080
Basement 01		Workshop Parts 784 Work Bay (Hoists) 616 Carwash Bays 40	Customer Parking 392 Stock Demo Vehicles 1447				
		1440	1839		3279	Total Level B1	1440
Basement 02		Service Parking 780	Stock Demo Vehicles 1189	Staff Parking 980			
		780	1189	980	2949	Total Level B2	
	4636	2410	4738	2000	13784	Total All Built Areas	

Site Area	7554
Actual GFA	8996
Actual FSR	1.19
Allowable FSR	1.75
Allowable GFA	13219.5
Available GFA	4224

DESIGN STRATEGY

Objectives

The Design Strategy will work in line with the specified Design principles of the Project Brief.

The Design Strategy will work in keeping with the Mercedes Benz Design Vision for its vehicles. The Design Strategy will be at once classic and timeless, and unique and innovative. The Design Strategy will at once emphasise the history and tradition of the Brand, and its promise of excitement for the future. The Design Strategy will be to deliver a world class design, an immediately recognisable feature building for the City of Sydney, that is recognised for its uniqueness and originality both locally and internationally.

Buying a Motor Vehicle at the Sydney Flagship Mercedes Store will be a completely unique, memorable and desirable experience.

Sensual Purity is a definition of Modern Luxury: Emotional, Authentic experiences, a reduction to what is essential, high-tech in combination with Traditional Craftsmanship and True Pleasure.

Unexpected Moments:

Highly emotive Experiences and positive elements of Surprise; the Love of the unexpected, the Emotional, the Sublime. Designing Cultural Icons with a unique, sensual appeal.

Stimulating Contrast

The aesthetic, creative use of materials, colour and form, seeking a 'Harmony of Contrasts'.

Stunning Proportions

Impressive proportions, giving energy, harmony and coherence

Freeform and Geometry

Sculptural, Three-dimensional Design. Clear, Comprehensible Shapes; perfectly sensual sculpted surfaces.

Significant Graphics

Bringing Precision, Refinement and High Tech to Visual life. Reined, precise details give emphasis to sculpted shapes and exist in a fascinating interplay with sensual forms.

Natural Attraction

A sensual experience – sculptural, excitingly muscular forms as well as natural appeal, haptic materials, colours and moods generate 'Natural Attraction'

A Perfect Convergence of Design and Technology.



DESIGN PRECEDENT

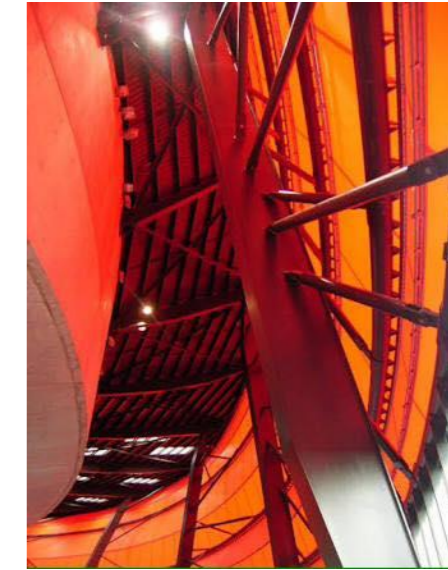
Guggenheim Gallery, New York
Frank Lloyd Wright

The sculptural presence of this building from the Street is unmistakable. At the same time, it perfectly expresses its design roots in Art Deco and Modernist Design Philosophies, whilst remaining timeless and ephemeral. It sets the stage for Minimalism, perfectly integrates form and function, and completely breaks the mould for gallery Architecture. A central Atria as organising Principle. Natural Daylight filtering throughout.



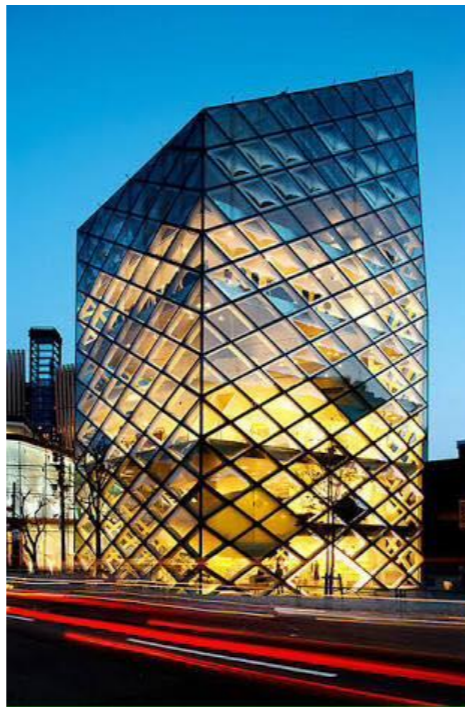
Zenith Performance Facility, Strasbourg
Massimiliano Fuksas Architect

This structure at once epitomises the ease of expression and landmark design. Its innovative use of materials both creates a unique and memorable experience and satisfies complex technical and cost based design considerations.



PRADA Boutique, Aoyama Japan
Herzog de Mueron Architecture

The Building at once epitomises the Brand and Defines the Customer Experience. The Building is unique and memorable, finding itself known worldwide despite its relatively small size. The attention to detail and technical mastery creates a building something like a 'Jewel'; a building beautifully crafted and assembled around a set of clear and rational principles of design and assembly. A unique and memorable experience of Brand and Place.



DESIGN PRECEDENT

Swiss Re Building, London
Foster and Partners

An exemplary use of parametrics in façade design, this project explores the potential of triangulated structure in order to deliver unique and memorable building forms and elevational treatments. The relationship between the parametric frame and the ground plane is equally exciting. Interestingly, the V Column arrangement alludes to the Mercedes Star.



Milan Fiera
Massimiliano Fuksas Architect

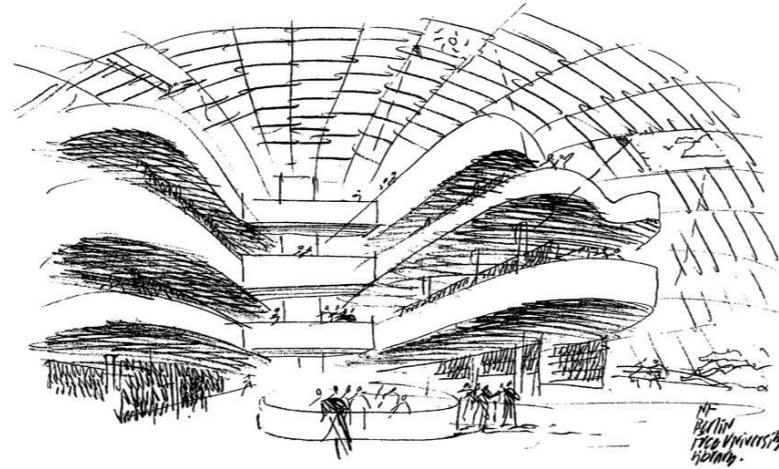
This exhibition Facility utilises a clearly rational and economic form, contrasting with the organic and beautiful common roof structure. This project is interesting for this Duality, and reflects the Mercedes Design idiom of contrast between various design elements to create energy in design.



DESIGN PRECEDENT

Berlin Free University Library
Foster and Partners

The potential of a disengaged roof and floor slab is explored to great effect in this notable building. Functional areas are planned with open edges, and these are wholly covered by a floating shell, allowing a range of interesting vistas and activity spaces at the edge of the floors, looking into, down and across this void space. For a project like the Mercedes Centre, this conceptual idea could also provide for better visual connectivity between the centres various sales and activity areas, greatly improving the customer experience and presentation of various opportunities within the dealership.



Hong Kong Design Institute
Coldefy & Associates

An interesting and creative use of the structural diagrid, in this case as an exo-skeleton. The Diagrid is emblematic for the Mercedes Star. Additionally, there is a strong emphasis on interlinking of various spaces forming part of the development, through such tools as ramps, bridges and walkways. Spaces are arranged hierarchically around pedestrianised linkways and plazas.



Façade Treatments,
Various Architects

There are a range of strategies and approaches to the Façade Design, that emphasise horizontality, and provide for classic and unique shapes and forms in a timeless way. SBA are keen to explore such options where possible in close consultation with the Client and Consultants.



Design Process

SBA Design Process

Sydney is an ambitious City. It seeks excellence at every level. Lifestyle, work and play: Sydneysiders are savvy and world-smart. A Flagship Mercedes Store can be a unique and memorable Customer Experience. It could be a landmark – both in physical terms, as a unique and memorable building, and in aspirational terms; a highly-sought after and desirous customer experience. In fact, it is possible that these two factors could combine to maximise brand leverage with Mercedes Customers throughout Sydney, a unique building, well known, the place to go to buy a new Mercedes. SBA are looking forward to engaging with the Client to create a unique, memorable and fit for purpose Facility.

SBA brings experience and creativity to the exciting Project. SBA have the skills and resources to deliver on all functional, technical and statutory requirements for the Project, as well as the design flair to make it memorable.

SBA's design process is explained via a design programme included to the following pages. It is a robust process that allows for timely decisions made in a coordinated manner, and provides for activation of the appropriate and relevant design scope and resource for various stages of the Project Design Process.

It is envisaged that there will be an in-depth period of consultation and review before the final design concept is agreed upon. SBA will seek to create a design that satisfies all technical and cost requirements of the project, provides for efficient and effective buildability, and smooth, easy operations.

Design Concepts provided in this Opportunity Report are Preliminary and in no way indicative of Final Intent. SBA have an interactive process of design that engages with the Client, Council and Consultants to achieve unique and memorable outcomes.

As discussed in the Next section, SBA are mindful of Mercedes Benz design standards and the opportunity for Creativity. SBA aspire to provide the best possible design outcome to Mercedes Benz and the Client. Providing these design options early in the Process will allow for the appropriate design direction to be determined. These options are included to the overall fee and will not delay the design programme.

Key programme Dates align with the Master Programme Schedule submitted as part of the Fee Proposal.

Conceptual Approach

Design Options

SBA propose to allow for the generation of three (x3) design options during the Functional Planning and Early Concept Design Phases SBA understand there are rigorous performance requirements for the Design of the project and all three options will meet these requirements. One option can provide for a match to the Visual street presence of the written performance brief. Another can be a complete refresh of the brand presence, and define a landmark concept for the project. A third option can be a hybrid of the two, with some parts complying with the Brief, others providing a level of innovation.

These three options could be:

- Complying Scheme (Scheme consistent with intent of Mercedes Design Brief)
- Mid-way scheme (Parts are directly compliant with Brief, others are Innovative)
- Alternative Scheme (A complete refresh of the Mercedes Benz Dealership Street Presence and a Landmark Building)

The Mercedes Centre below (Strasbourg, Germany), exhibits the creative potential of such a Centre. For example, the tilting floor plate more clearly displays the product to the Street. The wrapping façade encapsulates the product and emphasises its value. The way in which the display floor floats slightly above the street, emphasises the value of the product and by disengaging physically from the busy street, creates a more serene environment for the Customer. It also provides the opportunity to partially sleeve above ground floors (Admin areas for example), into partial basements hence saving on overall building cost.



Interior Design

Engaging with Interior Designer

It is noted that the Mercedes Benz Design Standards include for Joinery Items associate3d with Product and Merchandise Display.

Although design of Base Build interiors is included to the SBA Scope. If, during the Concept Design options Stage, a more innovative design is selected, it may be prudent to engage the services of an exemplary Interior Designer to provide additional value to the Design process.

For example,

If the first option is selected (Brand Guidelines Conforming Scheme), we will complete interior design at SBA.

If the second option is selected (Partly Innovative Design Scheme), we can engage a noted local Interior Designer to assist with brand definition and customer experience.

If the third option is selected (Innovative Scheme) is selected, we can engage a noted international Interior Designer to assist with brand definition and customer experience.

One such Designer is Marc Newson, an exceptionally talented Australian Designer who has set up a design Practice in Paris.

<http://marc-newson.com/>



Design Programme Part 01

Item	Activity	DESIGN WORKS PHASE 01 Preparation and Lodgement of Development Application 2017								DESIGN WORKS PHASE 02 Detailed Design and Tender Documents								DESIGN WORKS PHASE 03 Tender Assessment and Negotiation					CONSTRUCTION Construction						
		February		March		April		May		June		July		August		September		October		November		December							
		Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04
BUSINESS CASE AND FUNCTIONAL PLAN																													
MASTERPLAN REVIEW AND UPDATE																													
MP001	COMMENCEMENT MEETING	●																											
MP002	REVIEW DESIGN PRINCIPLES																												
MP003	DRAFT FUNCTIONAL DESIGN BRIEF																												
MP004	DRAFT SoA																												
MP005	REVIEW SoA																												
MP006	BUILDING FUNCTIONAL PLAN OPTIONS																												
MP007	SITE FUNCTIONAL AND LOGISTICAL ARRANGEMENTS																												
MP008	SITE SECURITY ARRANGEMENT																												
MP009	SITE WASTE MANAGEMENT ARRANGEMENTS																												
MP010	SITE ACCESS AND LOADING ARRANGEMENT																												
MP011	MASTERPLAN																												
MP012	UPDATE FUNCTIONAL DESIGN BRIEF																												
MP013	UPDATE SoA																												
MP014	UPDATE DESIGN PRINCIPLES																												
MP015	ASSIST PREPERATION OF BUSINESS CASE																												
MP016	COST REVIEW																												
MP017	TECHNICAL REVIEW																												
MP018	CLIENT REVIEWS	●	●	●																									
MP019	ENDORSEMENT OF BUSINESS CASE																												
MP020	ENDORSEMENT PREFERRED FUNCTIONAL PLANS (X3)																												
MP021	COMPLETE MASTERPLAN PHASE																												
CONSULTANT ENGAGEMENTS																													
CONS01	SEARCH EXISTING BUILDING DOCUMENTATION																												
CONS02	SEARCH SITE INFRASTRUCTURE DOCUMENTATION																												
CONS03	LAND SURVEY																												
CONS04	GEO TECHNICAL INVESTIGATIONS																												
CONS05	CONTAMINATION INVESTIGATIONS																												
CONS06	HAZMAT REPORT REVIEW																												
CONS07	BCA & ACCESS INSPECTIONS																												
CONS08	STRUCTURE INSPECTIONS																												
CONS09	BUILDING REPORTS AND INSPECTIONS																												
CONS10	ARBORIST REPORT REVIEW																												
CONS11	SITE INFRASTRUCTURE REVIEW																												
CONS12	TRAFFIC AND LOGISTICS REVIEW																												
CONS13	CONSULTANT REVIEW OF BRIEF																												
CONS14	CONSULTANT REVIEW OF FUNCTIONAL PLANS																												
CONS15	CONSULTANT REPORTS																												
DESIGN STRATEGY AND PLANNING																													
CONCEPT PHASE																													
CO-01	REVIEW CONSULTANT REPORTS																												
CO-02	REVIEW SITE INFORMATION																												
CO-03	SITE INFRASTRUCTURE OVERLAY (EXISTING)																												
CO-04	SITE LOGISTICS OVERLAY																												
CO-05	INTERPRET TRAFFIC ADVICE																												
CO-06	COST REVIEW																												
CO-07	TECHNICAL REVIEW																												
CO-08	SELECT PREFERRED CONCEPT OPTION																												
CO-09	UPDATE SoA																												
CO-10	LANDSCAPE CONCEPTS																												
CO-11	INTERIORS CONCEPTS																												
CO-12	CONSULTANT MARKUP AND REVIEW																												
CO-13	BCA AND ACCESS REVIEW																												
CO-14	TRAFFIC REVIEW																												
CO-15	DESIGN COORDINATION																												
CO-16	BRIEF & SoA RECONCILIATION																												
CO-17	FLYTHROUGH																												
CO-18	COST REVIEW																												
CO-19	TECHNICAL REVIEW																												
CO-20	CLIENT REVIEWS																												
CO-21	ENDORSEMENT PREFERRED CONCEPT OPTION																												
CO-22	COMMUNITY CONSULTATION																												
CO-23	COMPLETE CONCEPT PHASE																												

Design Programme Part 03

Item	Activity	DESIGN WORKS PHASE 01 Preparation and Lodgement of Development Application												DESIGN WORKS PHASE 02 Detailed Design and Tender Documents												DESIGN WORKS PHASE 03 Tender Assessment and Negotiation												CONSTRUCTION Construction					
		2017 February				March				April				May				June				July				August				September			October			November			December				
		Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04	Wk 01	Wk 02	Wk 03	Wk 04	Wk 05	
DOCUMENTATION AND TENDERING																																											
TENDER DOCUMENTATION																																											
	TD-01	ARCHITECTURE DRAWINGS																																									
	TD-02	CONSULTANT BIM & DRAWINGS																																									
	TD-03	COORDINATION																																									
	TD-04	SITE ESTABLISHMENT																																									
	TD-05	SITE SETOUT																																									
	TD-06	CONCRETE PROFILES																																									
	TD-07	GA PLANS																																									
	TD-08	RCPs																																									
	TD-09	PARTITIONS																																									
	TD-10	FACADES																																									
	TD-11	WINDOWS																																									
	TD-12	DOORS																																									
	TD-13	JOINERY																																									
	TD-14	FINISHES																																									
	TD-15	ENVELOPE SECTIONS																																									
	TD-16	ENVELOPE DETAILS																																									
	TD-17	EXTERNAL WORKS																																									
	TD-18	SPECIFICATIONS UPDATE																																									
	TD-19	COORDINATION																																									
	TD-20	CLIENT REVIEW																																									
	TD-21	SID UPDATE																																									
	TD-22	TECHNICAL REVIEW																																									
	TD-23	COST REVIEW																																									
	TD-24	ENDORSEMENT TENDER DOCUMENTATION																																									
	TD-25	COMPLETE DOCUMENTATION																																									
TENDERING PHASE (PENDING PROCUREMENT METHOD)																																											
	TP-01	TENDER QUERIES																																									
	TP-02	UPDATES TO DRAWINGS																																									
	TP-03	COORDINATION																																									
	TP-04	ISSUE OF FINAL IFC PACKAGE																																									
CONSTRUCTION PHASE																																											
	CO-01	RESPONDING TO SITE QUERIES																																									
	CO-02	INSPECTIONS																																									
	CO-03	SITE MEETINGS																																									

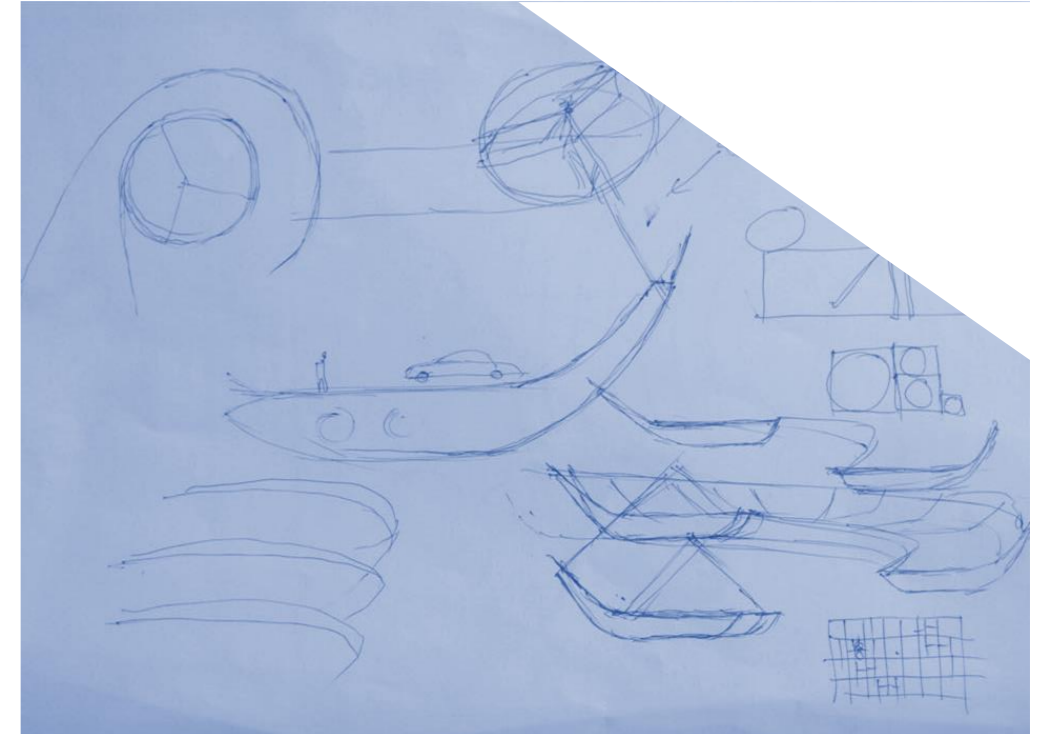
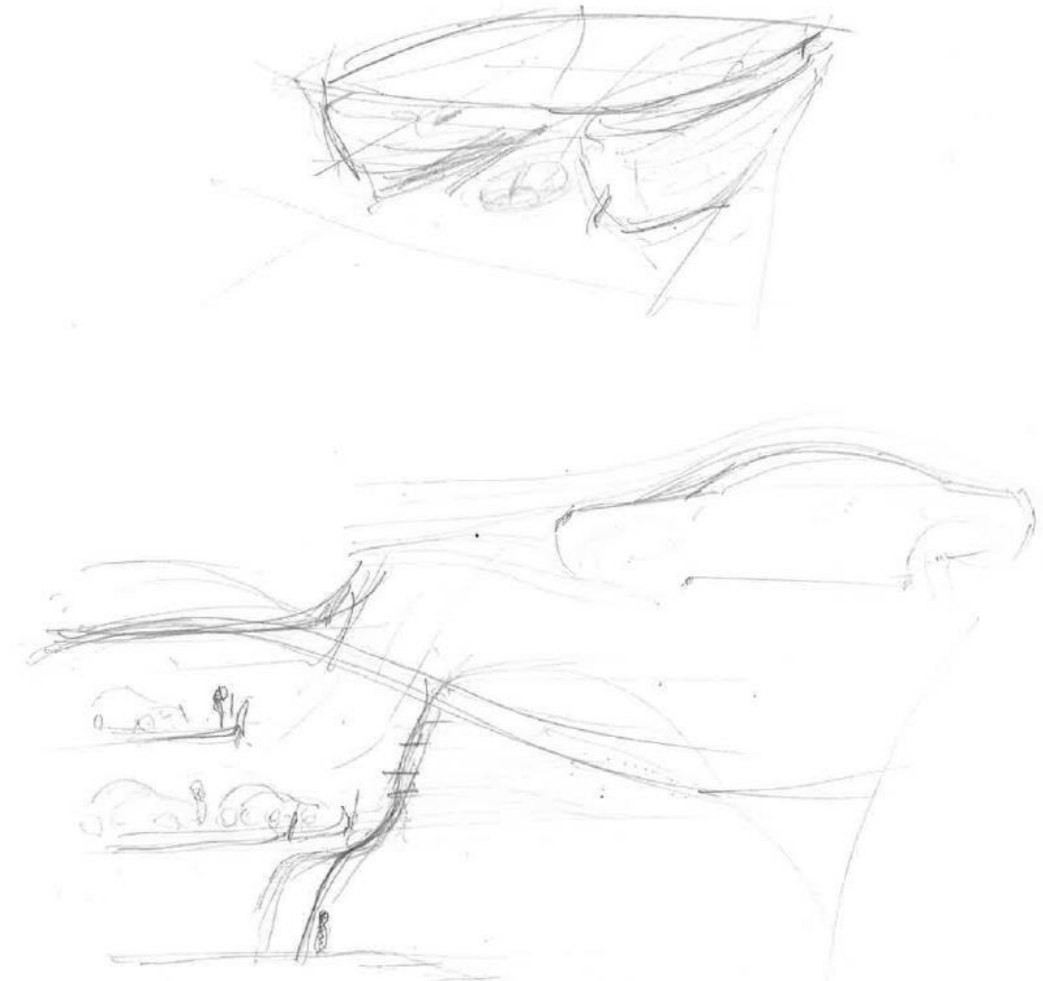
PRELIMINARY CONCEPTS

Today Mercedes-Benz designers are designing the cars of the future, reconciling traditional and modern aspects as they go along. Sensual purity as a definition of modern luxury is at the core of what they do. It succinctly describes a pivotal aspect of the brand – the bipolarity of intelligence and emotion.

Nowadays, luxury is a synonym for timeless character that goes beyond fashion trends. True luxury is a rarity and consequently much sought after. Mercedes-Benz represents modern luxury because people are increasingly less concerned with material value and property. The focus is increasingly shifting towards emotional, authentic experiences, a reduction to what is essential, high tech in combination with traditional craftsmanship and true pleasure.

<https://www.daimler.com/innovation/design/design-philosophy.html>

The challenge for SBA and the Design Team during this conceptual design phase, is to identify a Design Concept that at once meets the Technical and Functional requirements of the Brief, Cost and Statutory requirements, and satisfies the Design potential for such a landmark project.

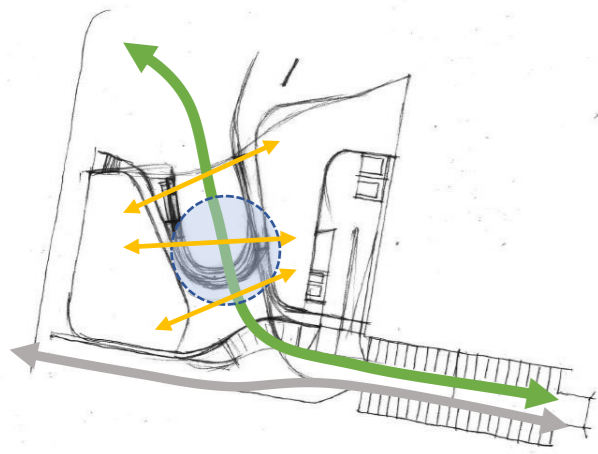
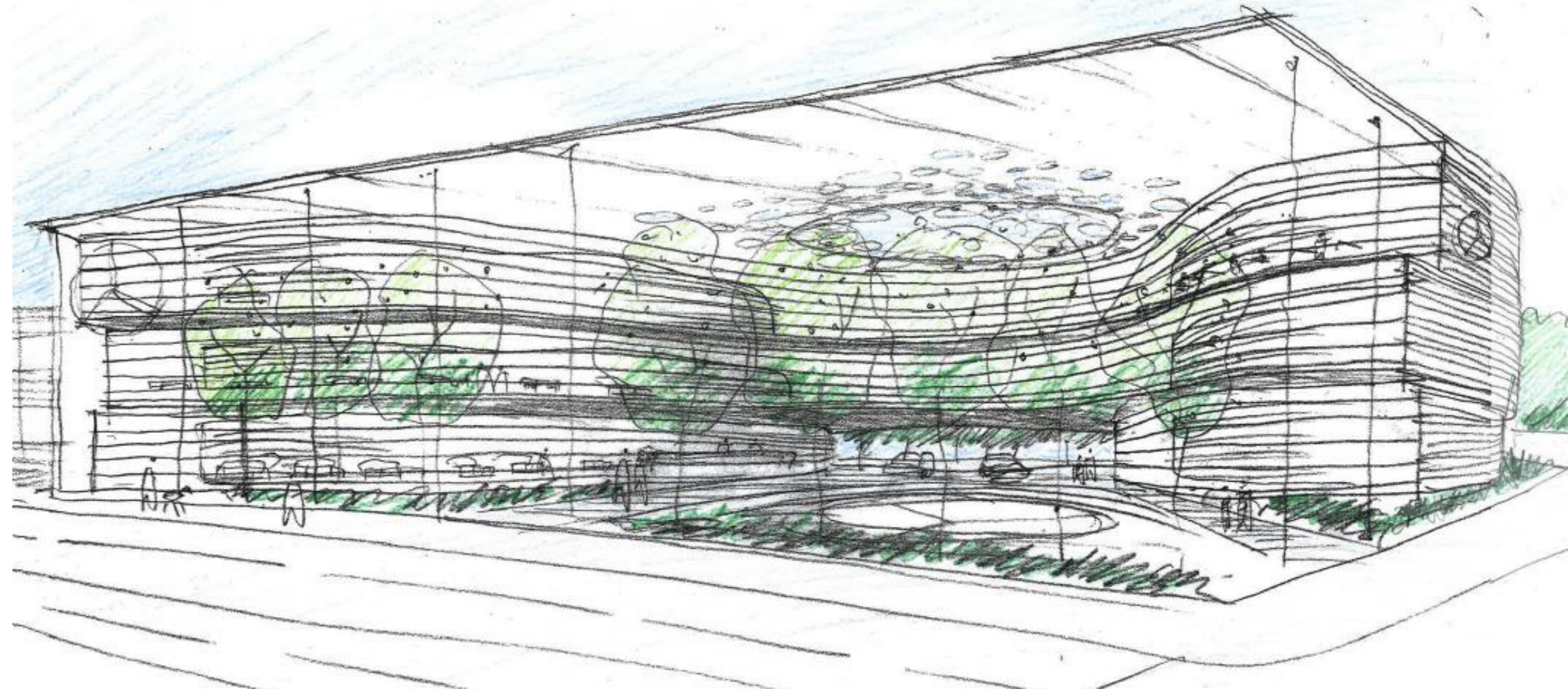


PRELIMINARY CONCEPTS

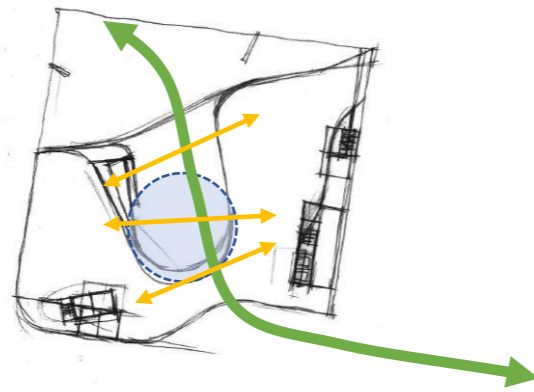
The Preferred Functional Plan should at once embrace all the technical and functional planning requirements of the Brief, and provide a unique and memorable customer experience.

The Mercedes Star is an essential part of the Customer Experience, both in terms of the Brand Presence for the Site, and the functional relationship between Sales, Service and parts.

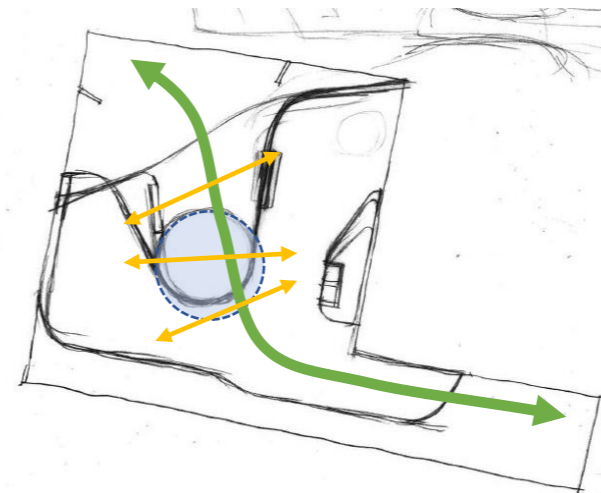
The Functional Plan could provide for an exciting visual interlinking of spaces such that the customer experience as a whole is maximised. Opportunity for public engagement through social events and product launches could also be considered by the design.



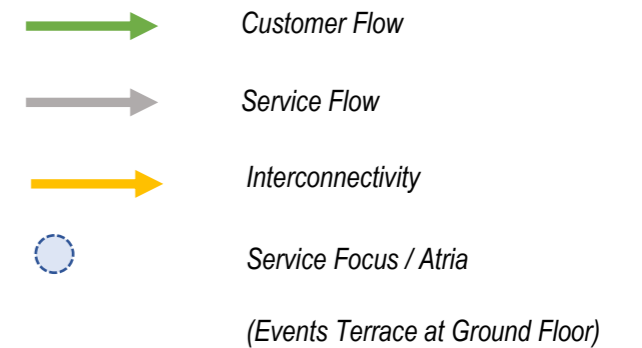
Ground Level



First Level



Second Level

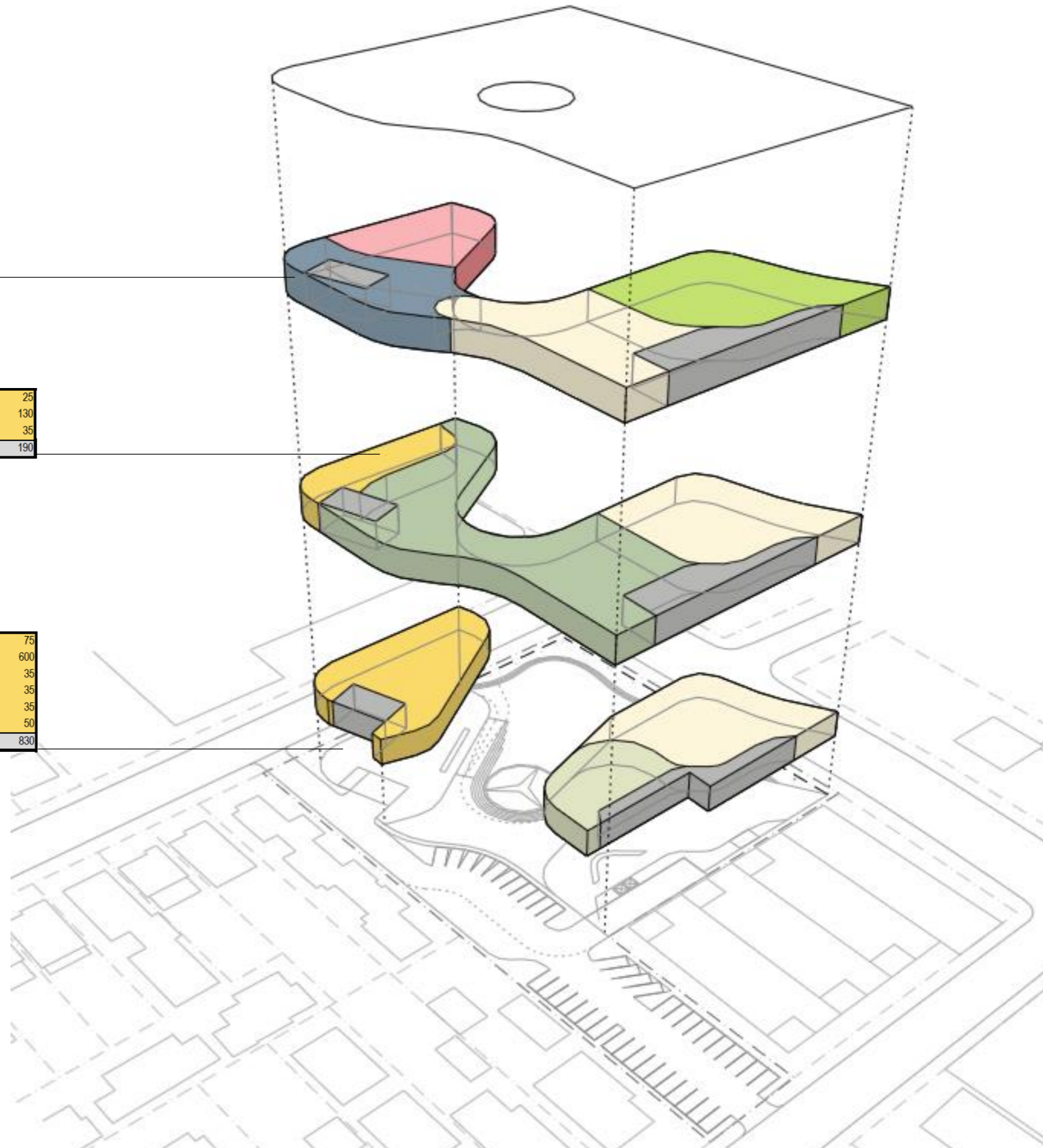


PRELIMINARY FUNCTIONAL COMPOSITION

Level 02	AMG	721
	S Class Sales	530
	S Class Lounge	150
	Restaurant	500
	MB Experience	450
		2351

Level 01	Sales New (Upper)	1225	Pre Owned	1710	Amenities	25
			Atrium		Office Administration	130
					Boardroom	35
		1225		1710		190

Ground	Sales New (Lower)	1000	Service Advisors	20	Amenities	75
	Reception	20	Merchandise	10	Office Administration	600
	Customer Lounge	40	Express Service Bays	128	Meeting	35
			Active Work Bay	32	Training Room	35
			Events Plaza		Lunch / Staff Amenities	35
					General Administration	50
		1060		190		830



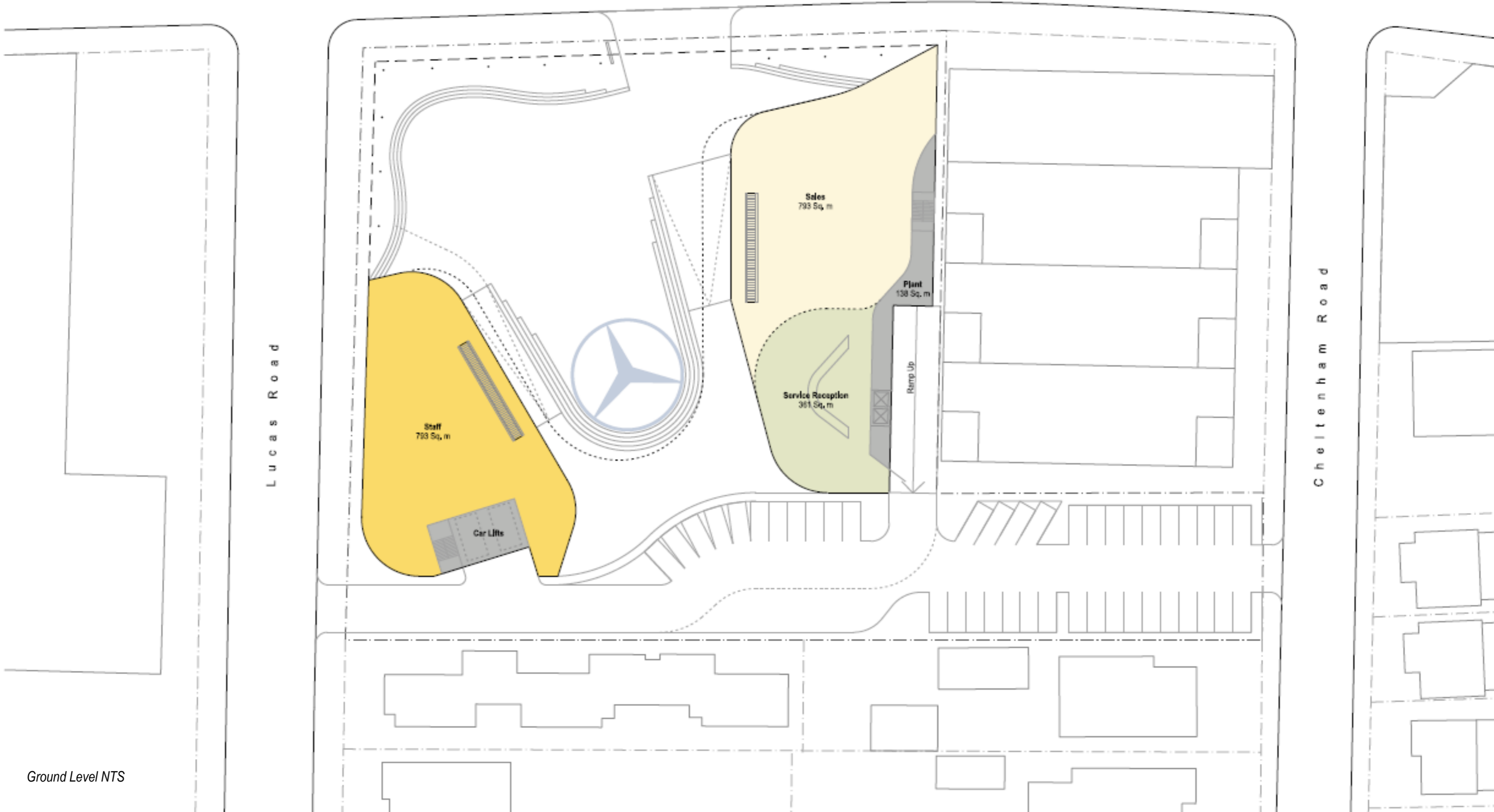
Axonometric from North East

PRELIMINARY FUNCTIONAL COMPOSITION

Parramatta Road

Lucas Road

Cheltenham Road



Ground Level NTS

PRELIMINARY FUNCTIONAL COMPOSITION



First Floor NTS

PRELIMINARY FUNCTIONAL COMPOSITION



Second Floor BNTS

CONCLUSION

SBA have all the requisite Technical, Functional and Design Skills to deliver a Landmark Project.

SBA thanks you for your attention to this Report. Any queries may be directed to the Undersigned..

SBA Architects Pty Ltd

Greg Baird
Director



Suite 702/ 83 Mount Street, North Sydney, NSW 2060
P: 02 9929 9988 M: 0412 390 402 W: www.sbaarch.com.au

