

PROJECT DESCRIPTION

Subaru Centre, Castle Hill

New Facility for Subaru Car Dealership.

Subaru Brand Values

Roots

Our design philosophy: Adapting to the continuously changing environment while standing firm in rooted values. Subaru was originally an aerospace manufacturer in an industry that demands the highest levels of safety, dynamic performance and efficiency in packaging. Intelligent, functional designs needed to achieve those requirements are the root of Subaru's design philosophy.

Design

Subaru Models are designed to achieve the perfect balance of dynamism and functionality.

Stance

A breathtaking reserve of power ready to burst forth the instant it starts to move.

Volume

A massive form that conveys a powerful sense of its sturdy build.

Surface

A dynamic look that exudes a feeling of strength.

Symbolic Face Design

A hexagonal grille, based on nature's most stable shape, combined with the signature six-star design.



DESIGN REVIEW PROCESS

Design Scope

It is understood the design process is advanced with Preliminary Building Massing and Conceptual Plans being completed now. It is assumed that this conceptual process is based on an agreed Operator Brief.

This purpose of this design review is to:

- Interpret the Conceptual Massing and Functional Plan to an Architecture commensurate with the Subaru Design Brand and Values
- Articulate a Design Concept for the Facades of the new Centre
- Define the Subaru Castle Hill Street Presence

Design Methodology

The Design Methodology is articulated by this design report and includes:

- Review and Analysis of Subaru Brand and Design Values
- Review of Site Constraints and Opportunities, as these relate to the scope of design work articulated above
- Review of local and international design precedents;
- Conceptual Sketches and Diagrams to explain the Conceptual Intent; and
- Provision of Key Images in order to assist in interpretation of the Design Intent.

There is a hold point following these activities in order to obtain Client Feedback on the Proposal.

This will complete the first stage of the Conceptual Process.

REVIEW TARGETS

Design Targets

The Conceptual Design for the Project Will:

- Be clearly Visible from the Street
- Resonate with Subaru Design Values
- Be affordable and buildable
- Be unique and world class

Deliverables

- Concept Design Report

A Second stage is proposed to be completed, that includes further analysis of the Design Conceptual Intent, including:

- Scaled CAD Plans, Elevations, Sections
- Preliminary CAD Renders
- Materials Schedules

This Second Phase should be adequate to provide information to the Documenting Architects in order to achieve the Conceptual Intent.



IMAGINATION



SPIRIT



QUALITY



PROJECT LOCATION



The Site is located in Castle Hill, corner of Showground Rd and Victoria Avenue. It is on the outer periphery of the Castle Hill Retail Core, that includes Bulky Goods Retail, small businesses and light industry, homewares, etc.

The site is near the Castle Hill Showground, Hills College TAFE, and Castle Hill Country Club. The Site is ideally positioned to present to Subaru's target market of buyers.

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PROJECT LOCATION

Aerial Image & Analysis



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Google Street Views



View along Showgrounds Rd

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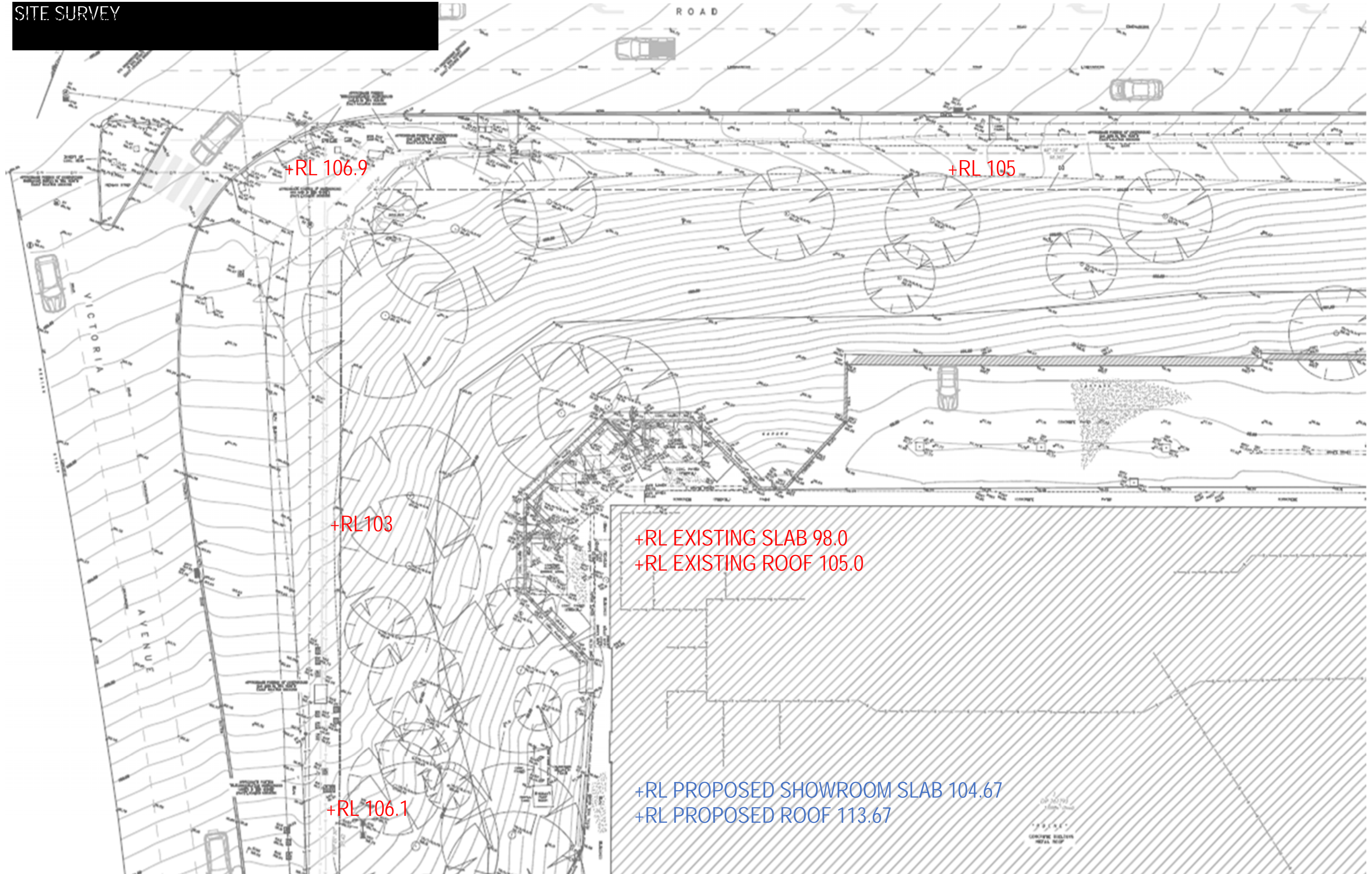


View from intersection towards Site

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SITE SURVEY

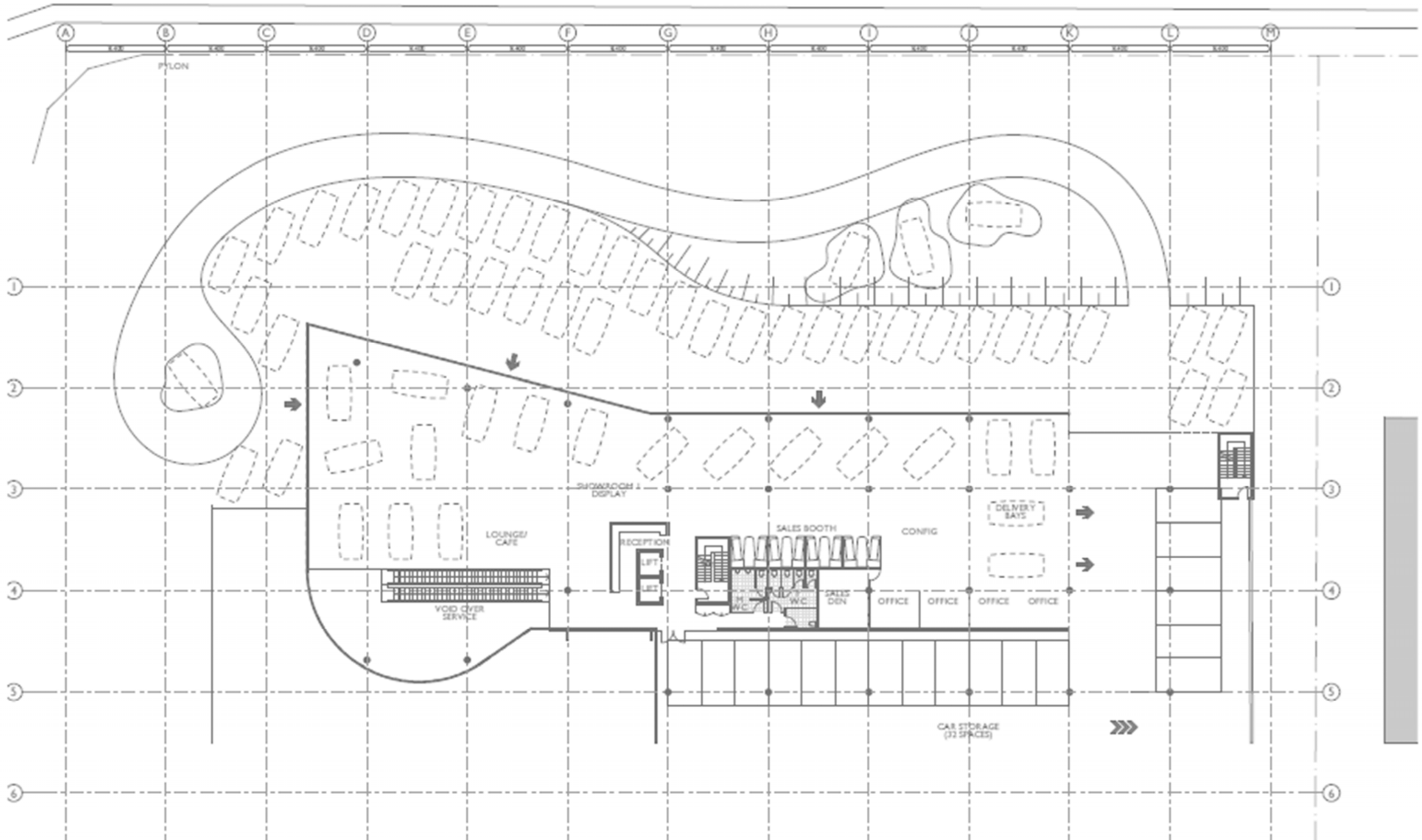


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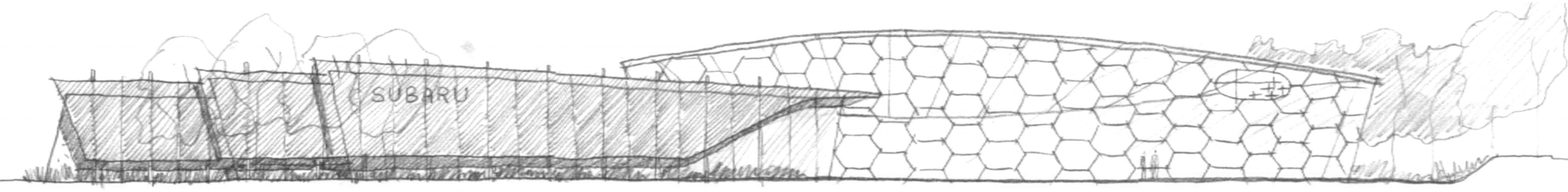
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SHOWROOM FLOOR PLAN - EXISTING

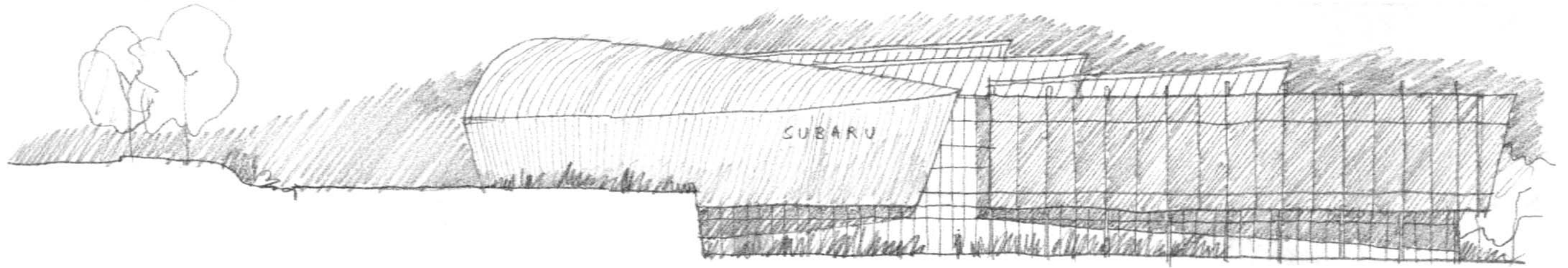
SHOWGROUND ROAD



ELEVATION CONCEPTS

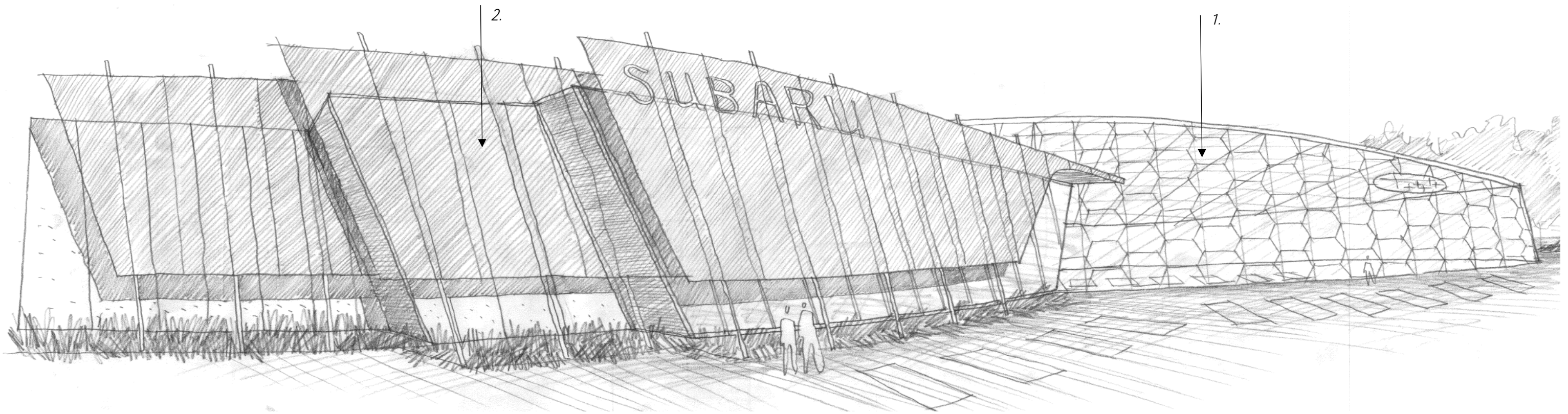


North Elevation – Showgrounds Road



West Elevation – Victoria Avenue

OPTION 01 – NO COUNCIL CONSENT



Perspective – Showgrounds Road Frontage

- Materials
1. Structural Glazing, Hexagonal Format
 2. Perforated Mesh

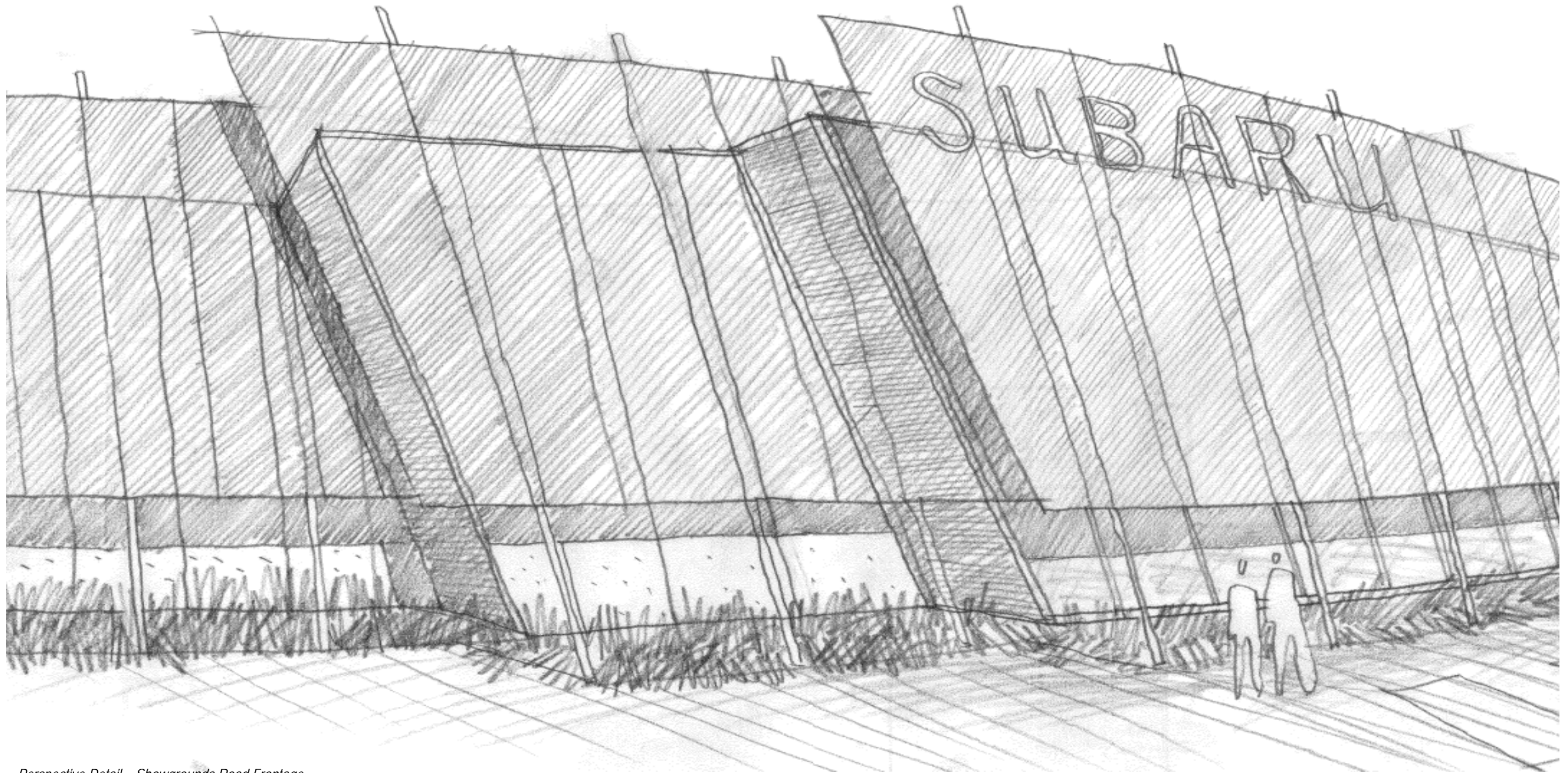
OPTION 01 – NO COUNCIL CONSENT

Stance

A breathtaking reserve of power ready to burst forth the instant it starts to move.

Surface

A dynamic look that exudes a feeling of strength.



Perspective Detail – Showgrounds Road Frontage

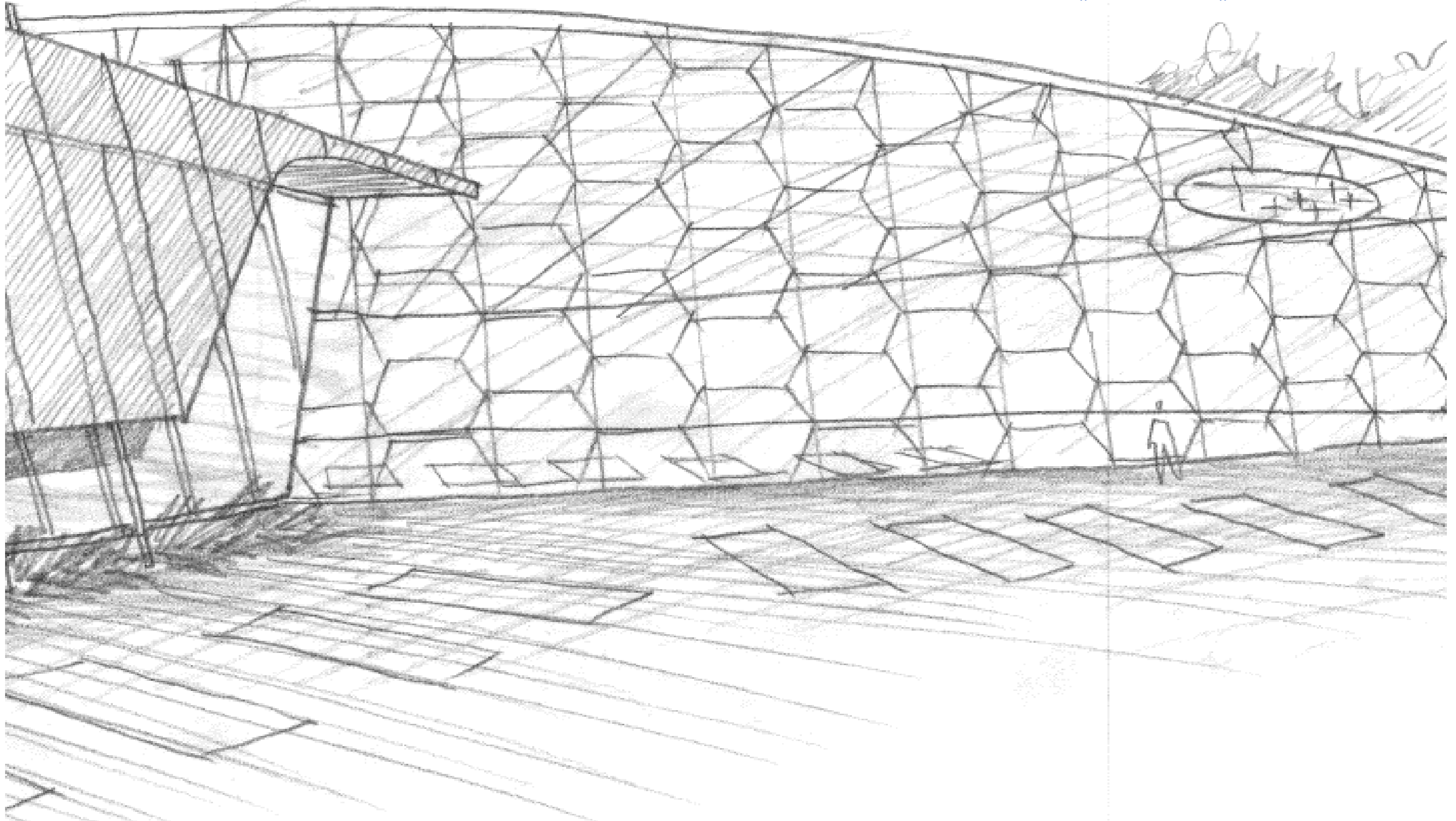
OPTION 01 – NO COUNCIL CONSENT

Volume

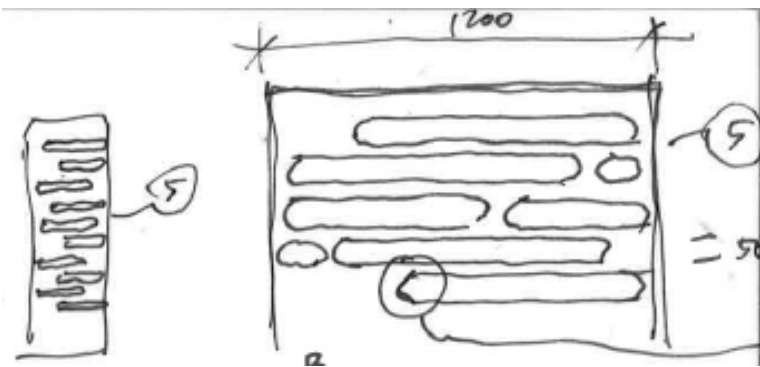
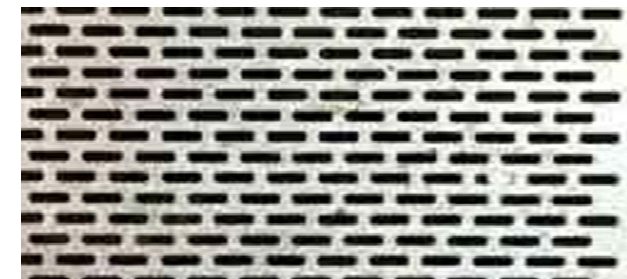
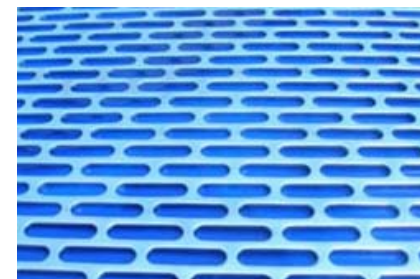
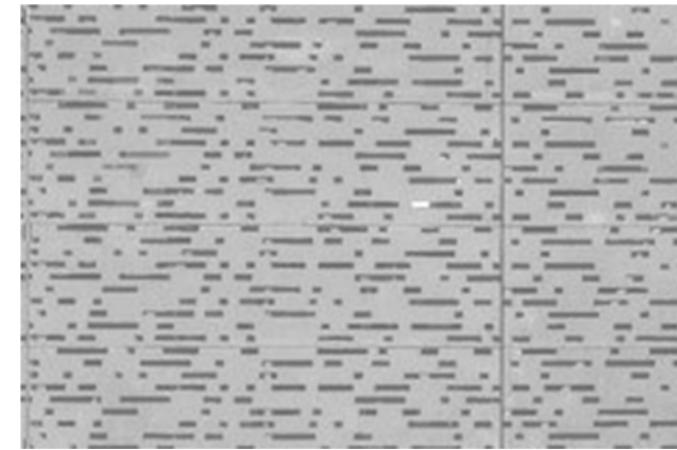
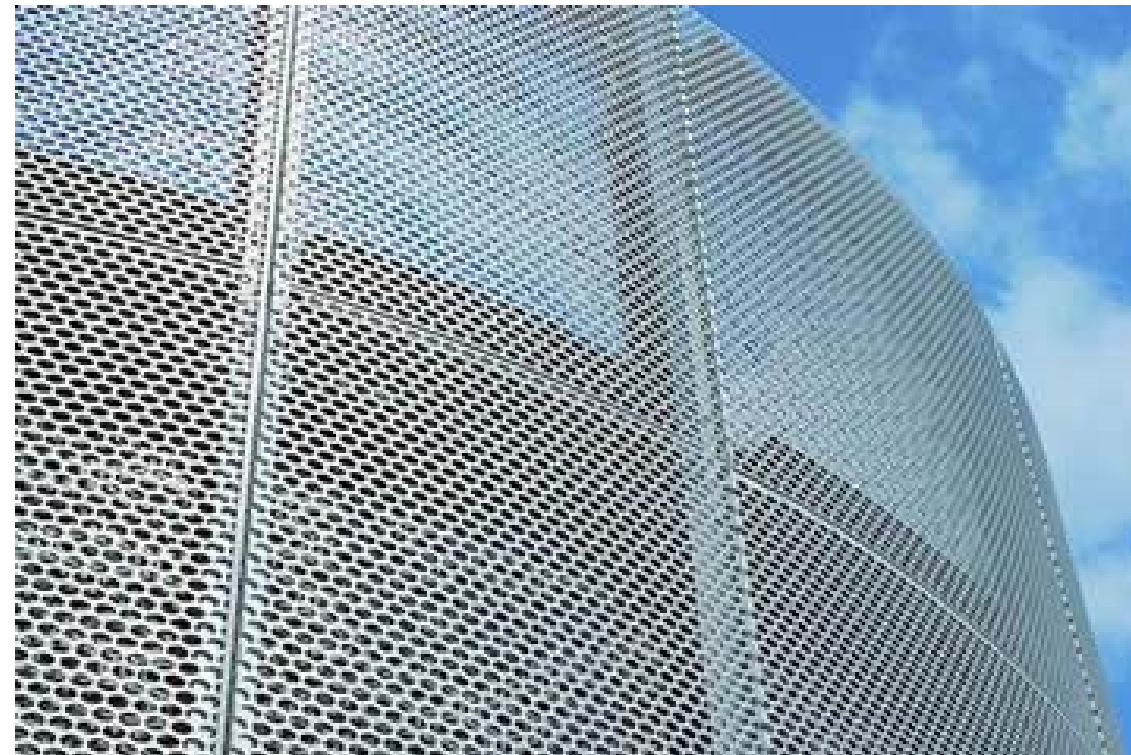
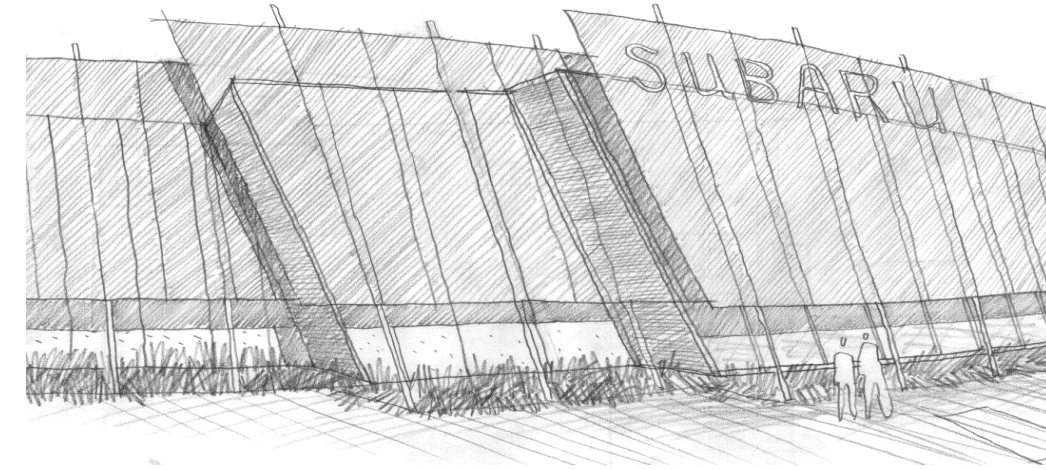
A massive form that conveys a powerful sense of its sturdy build.

Symbolic Face Design

A hexagonal grille, based on nature's most stable shape, combined with the signature six-star design.

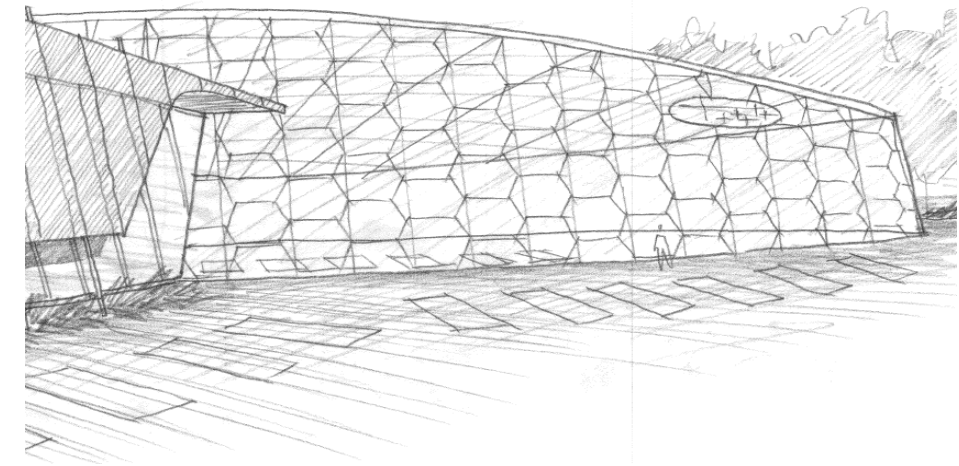


MATERIALS CONCEPTS



Perforated Mesh Concept

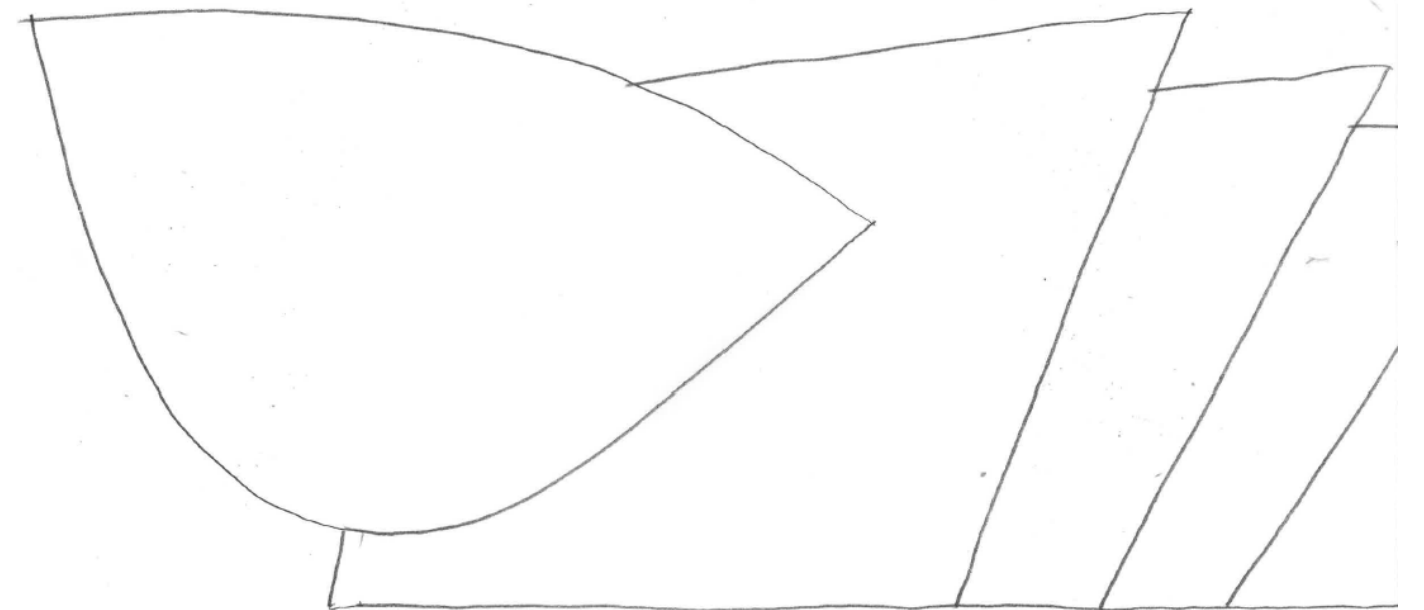
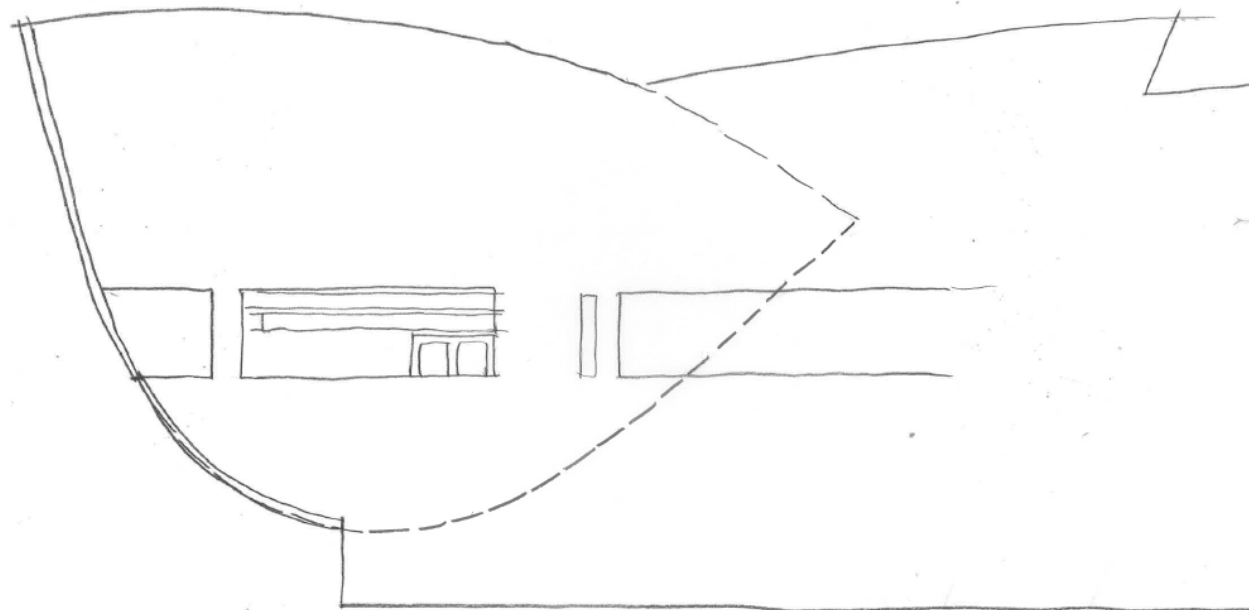
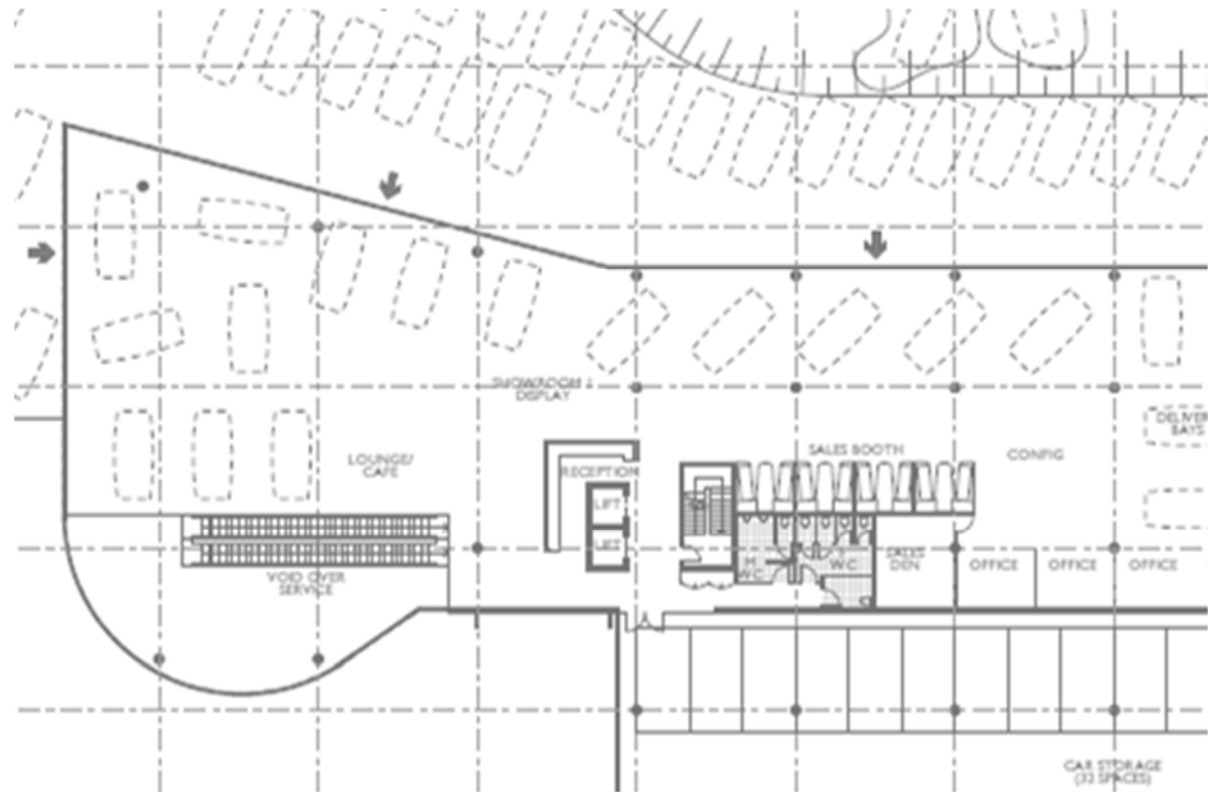
MATERIALS CONCEPTS



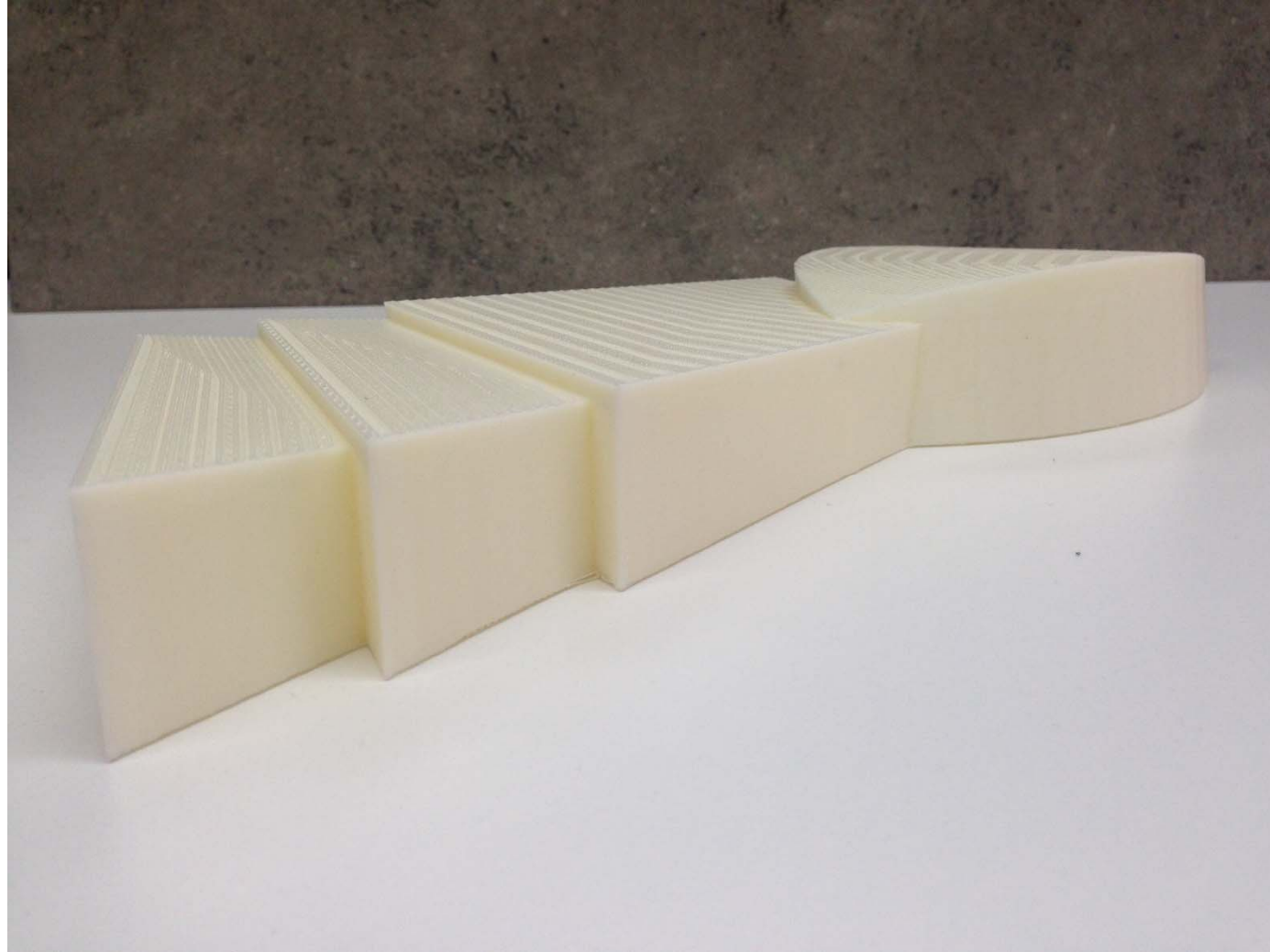
Hexagonal Glazing Concept

PLAN STUDIES

Detailed Review of Planning is required to coordinate functional arrangements with the Façade Concept Intent.



MASSING MODEL



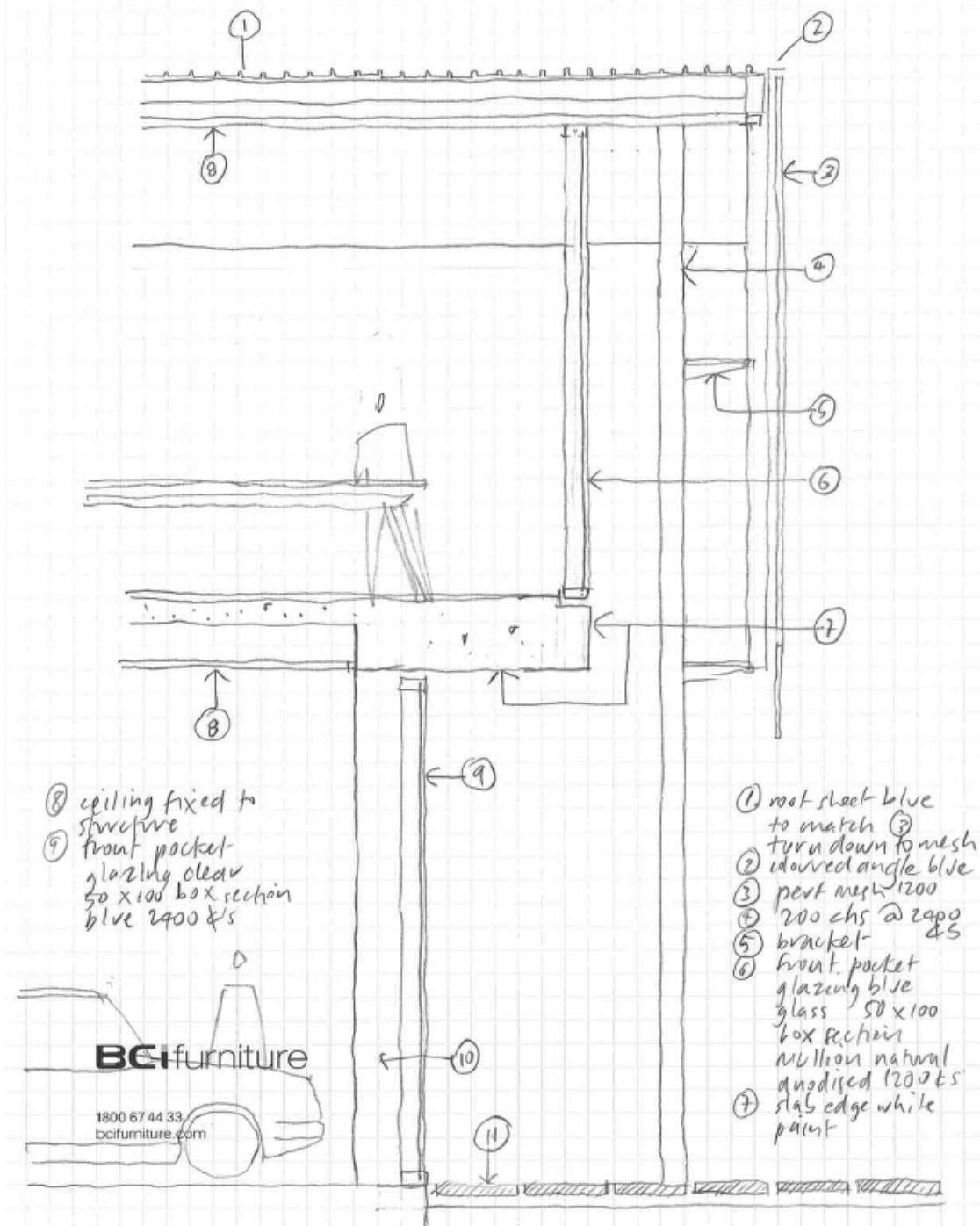
View from North East

A 3D Printed Mass Model is available for inspection.

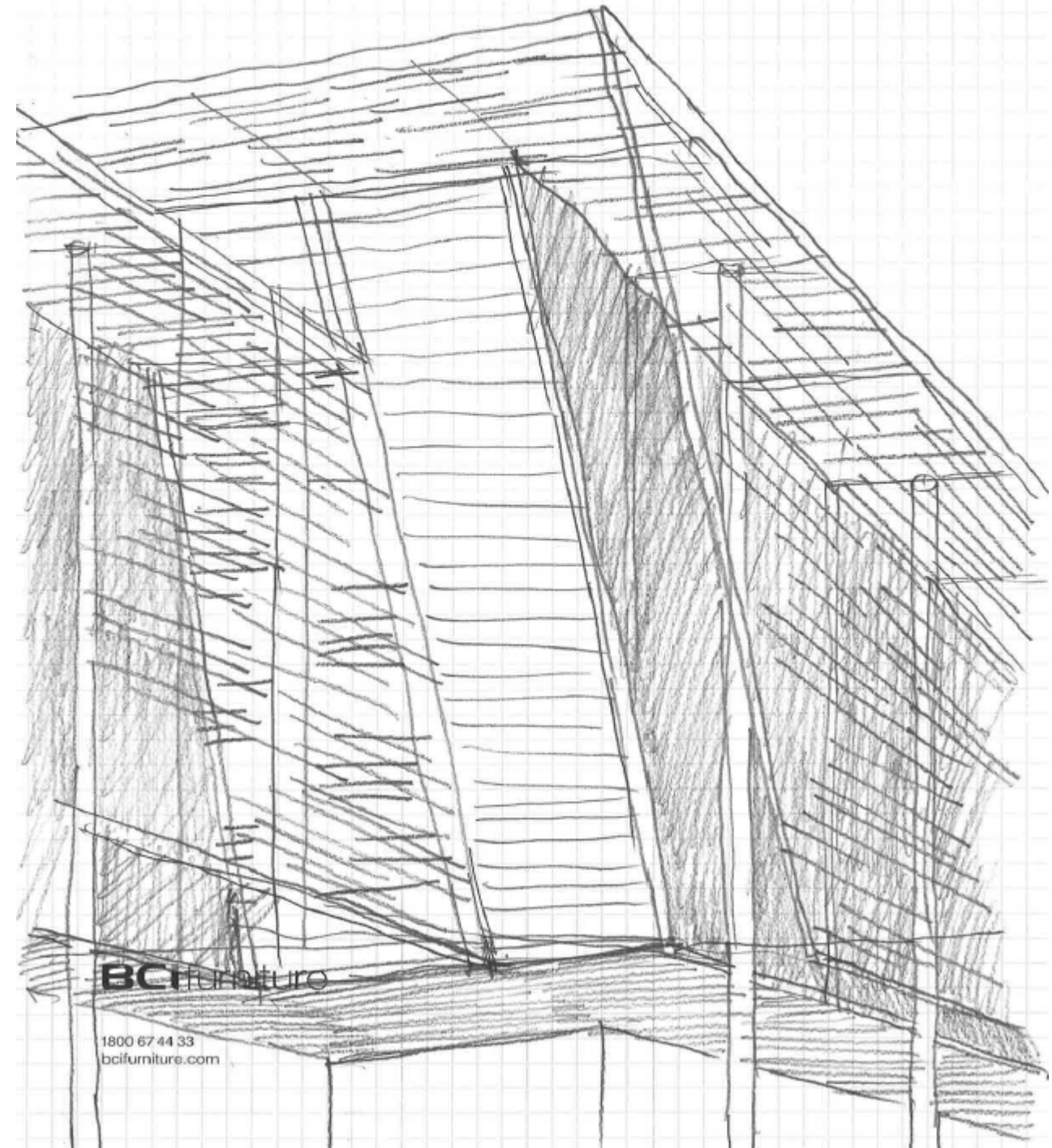


View from North West

CONCEPT DEVELOPMENT SKETCHES



Section thru Stepping Facade



Intersection of Building Forms, Stepping Facade

PRELIMINARY RENDER - SILVER



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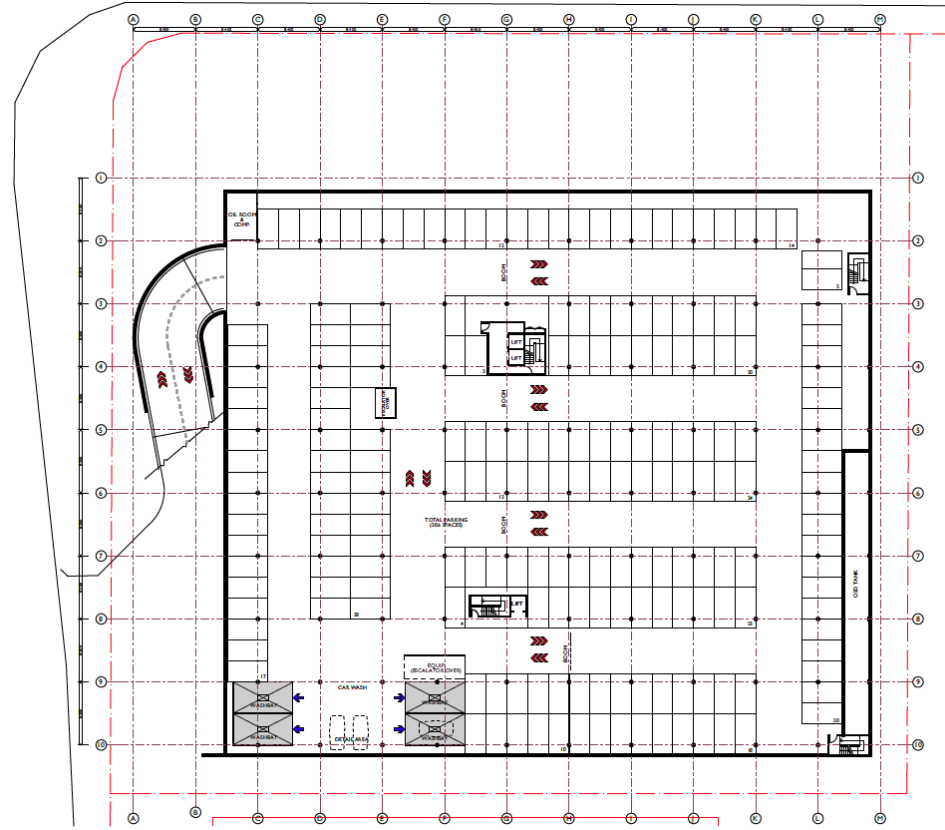
PRELIMINARY RENDER - BLUE



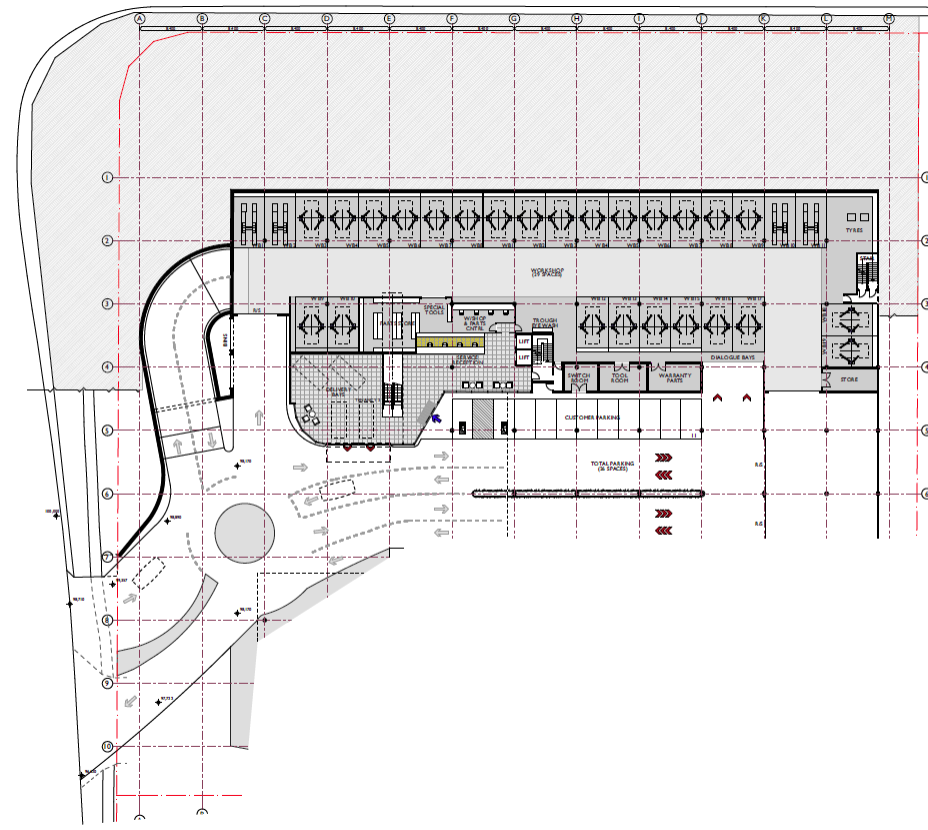
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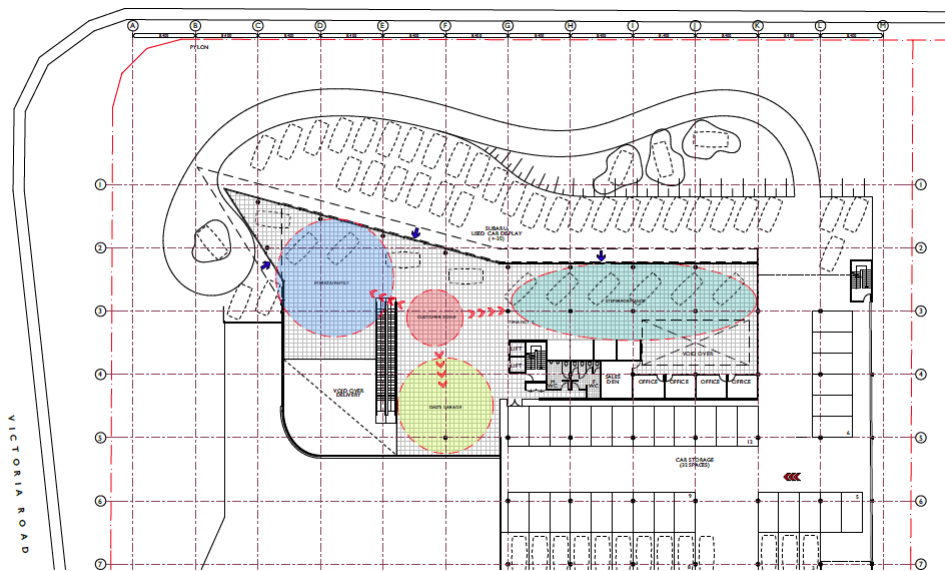
ARCHITECTURE PLANS



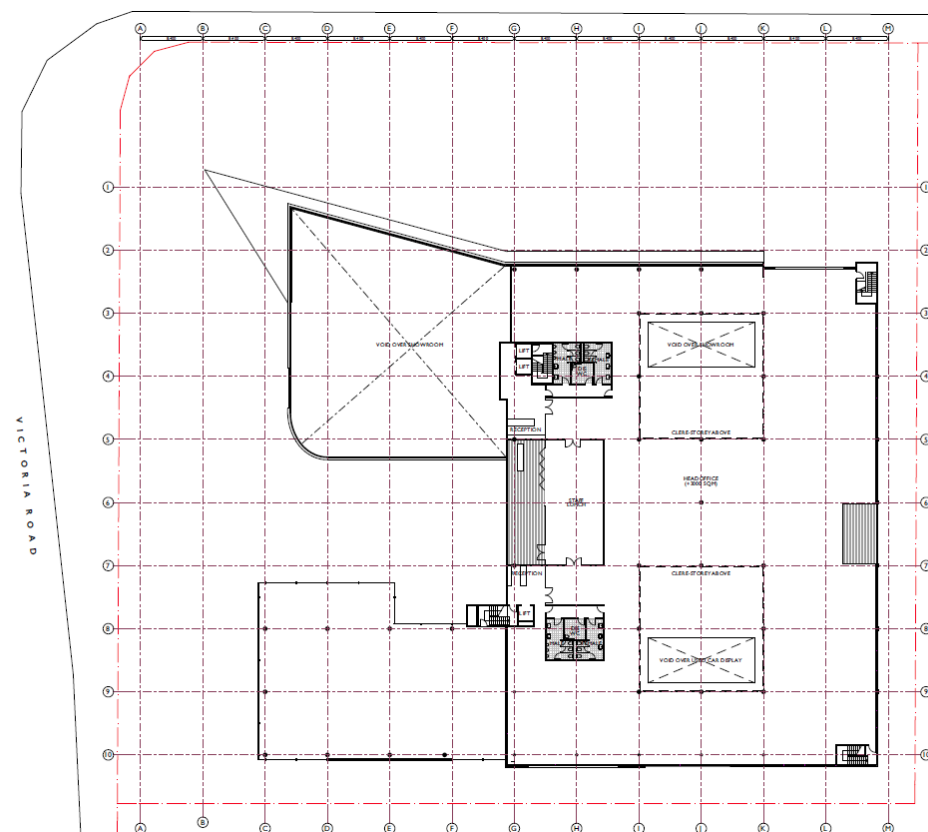
Basement Plan



Service Level Plan

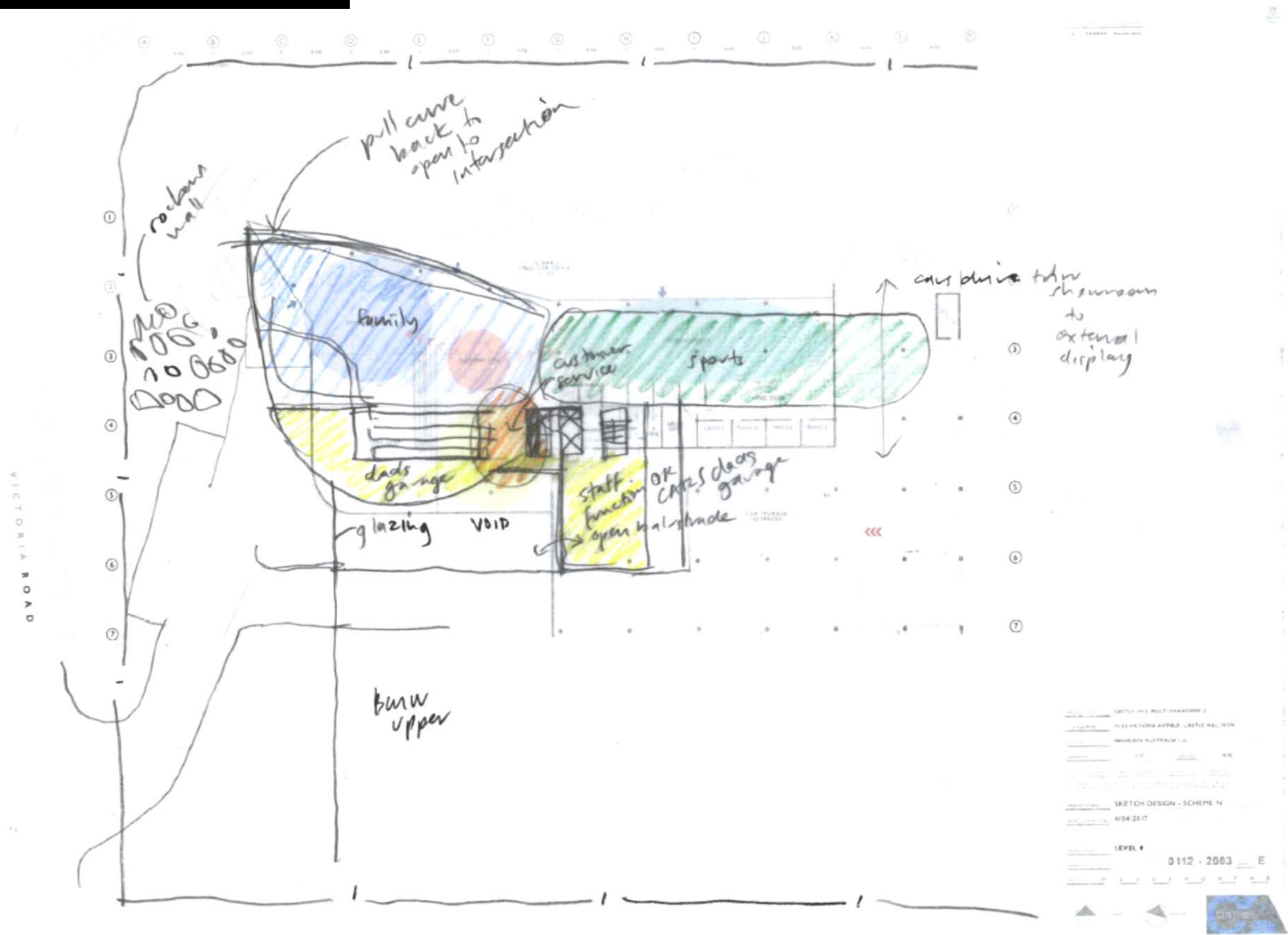


Showroom Level Plan

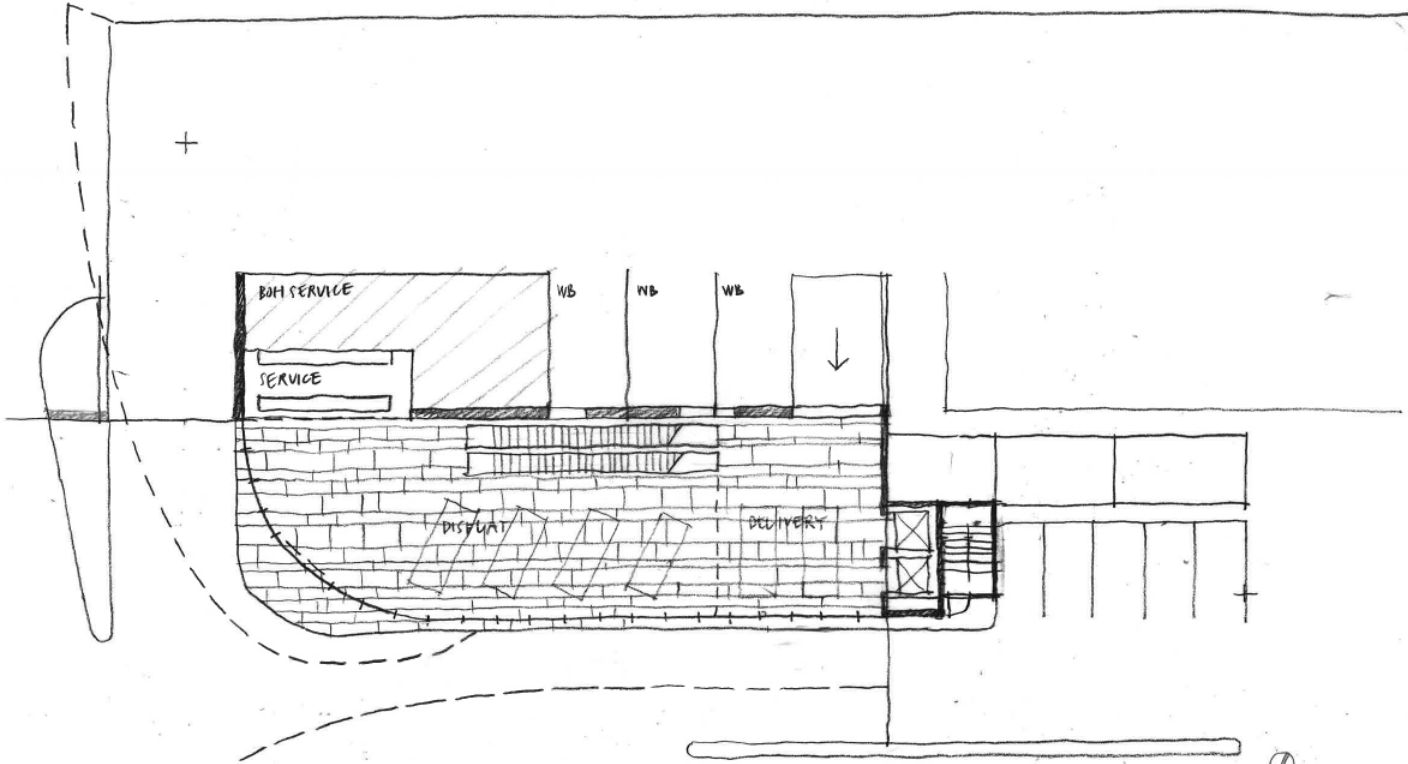


Office Level Plan

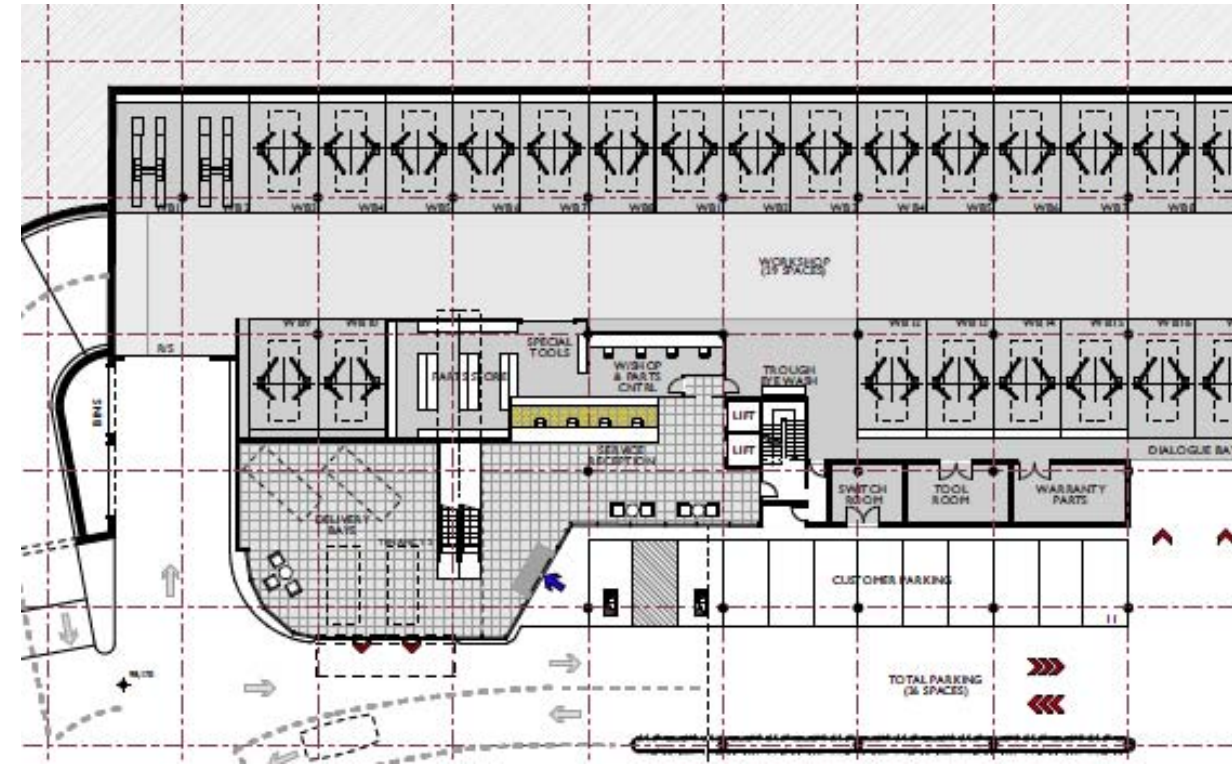
ARCHITECTURE PLANS



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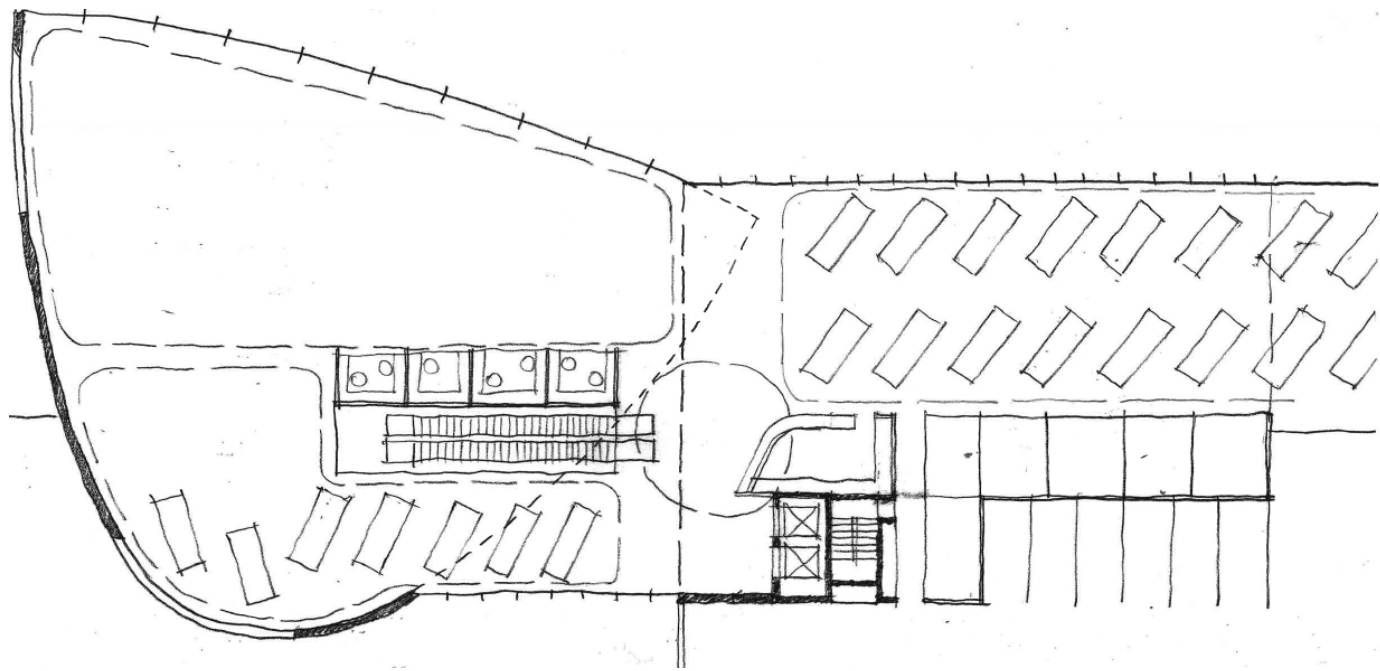


Showroom Level Plan – Proposed Amended Design

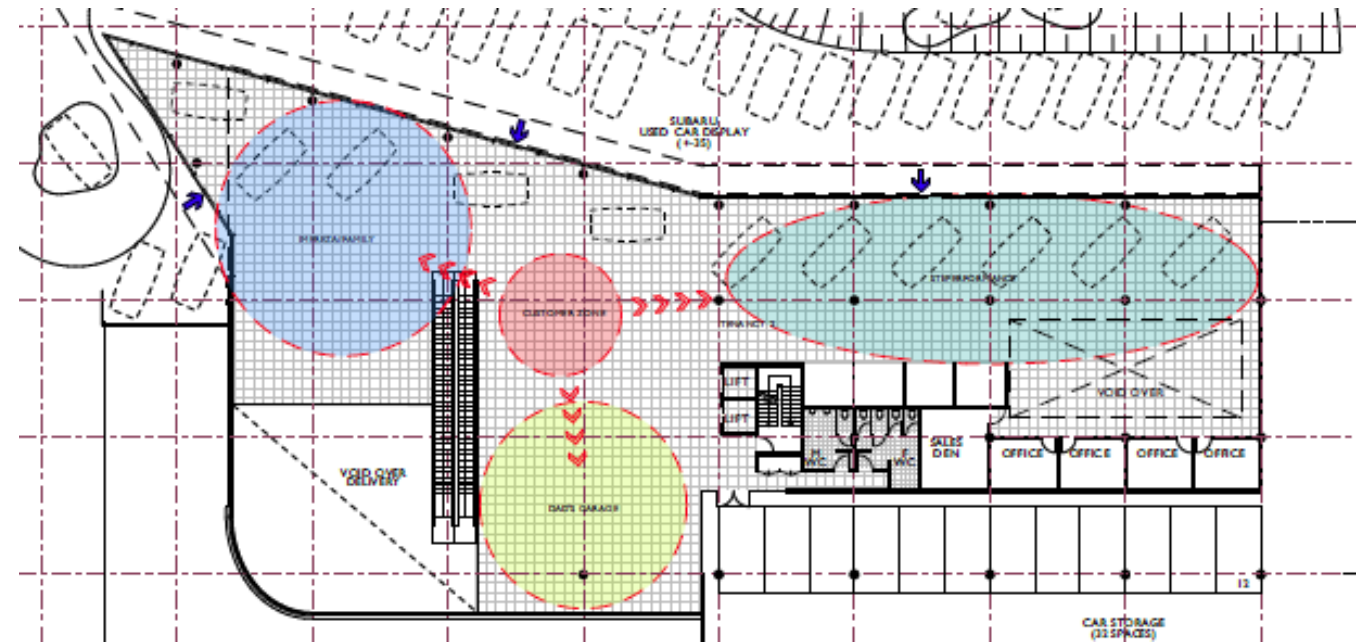


Showroom Level Plan – Current Design

ARCHITECTURE PLANS



Showroom Level Plan – Proposed Amended Design

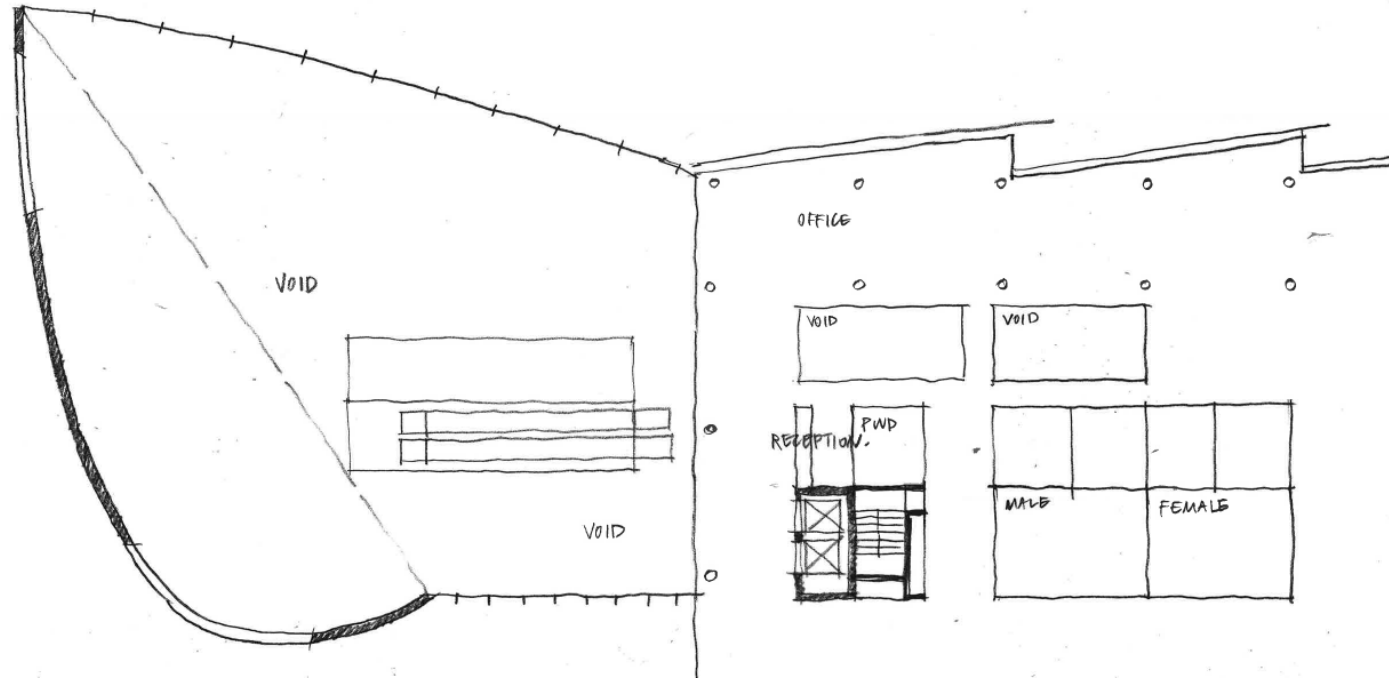


Showroom Level Plan – Current Design

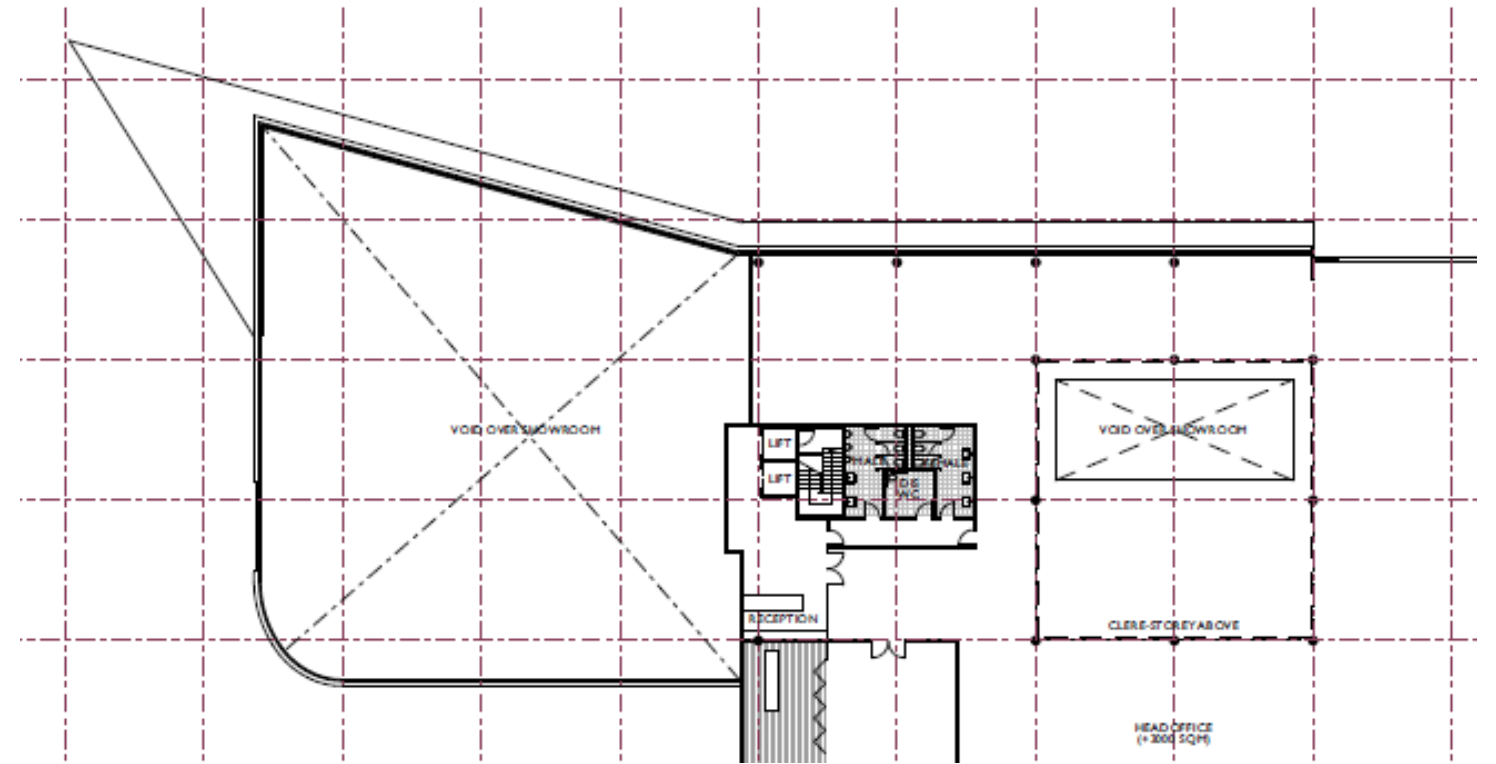


- Family
- Sports
- Dad's Garage
- Customer Service

ARCHITECTURE PLANS

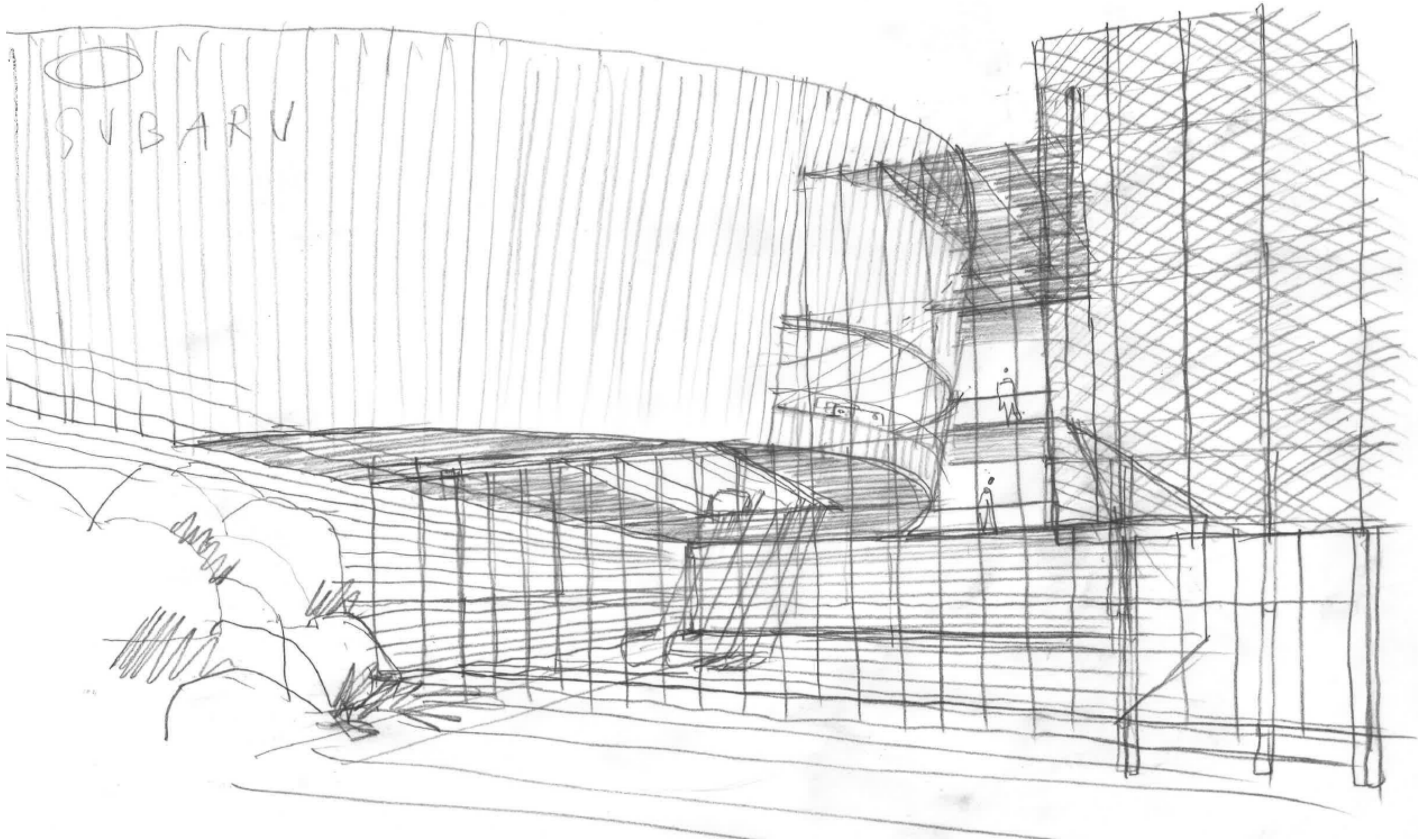


Service Level Plan – Proposed Amended Design



Service Level Plan – Current Design

WEST ENTRY CONCEPT SKETCH

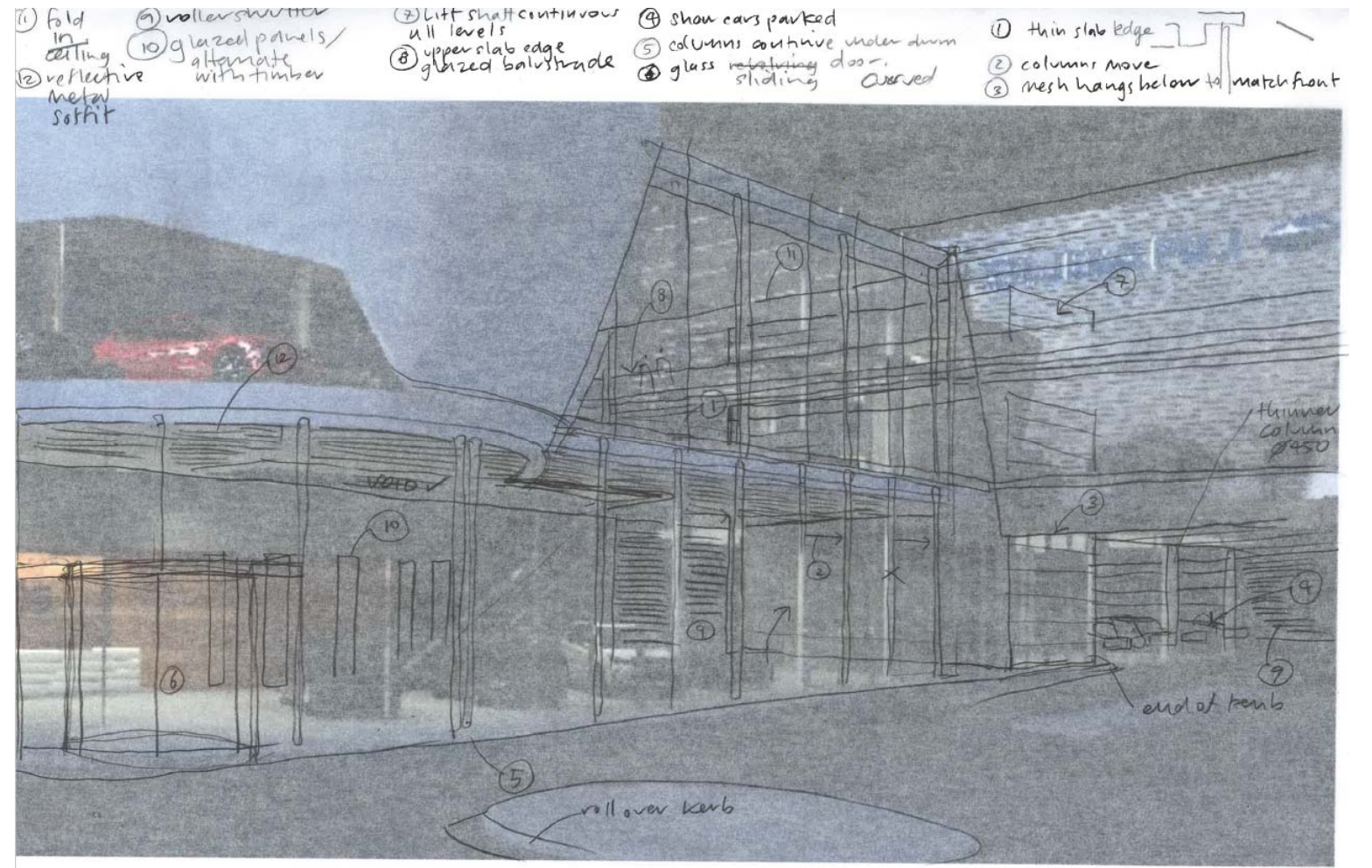


Service Level Plan – Proposed Amended Design

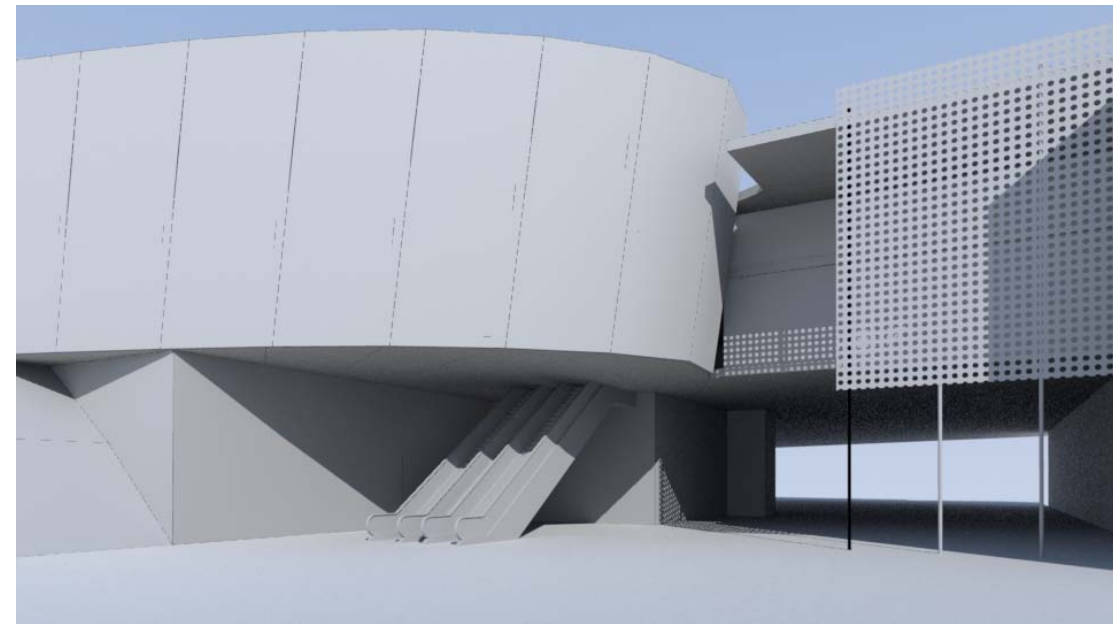
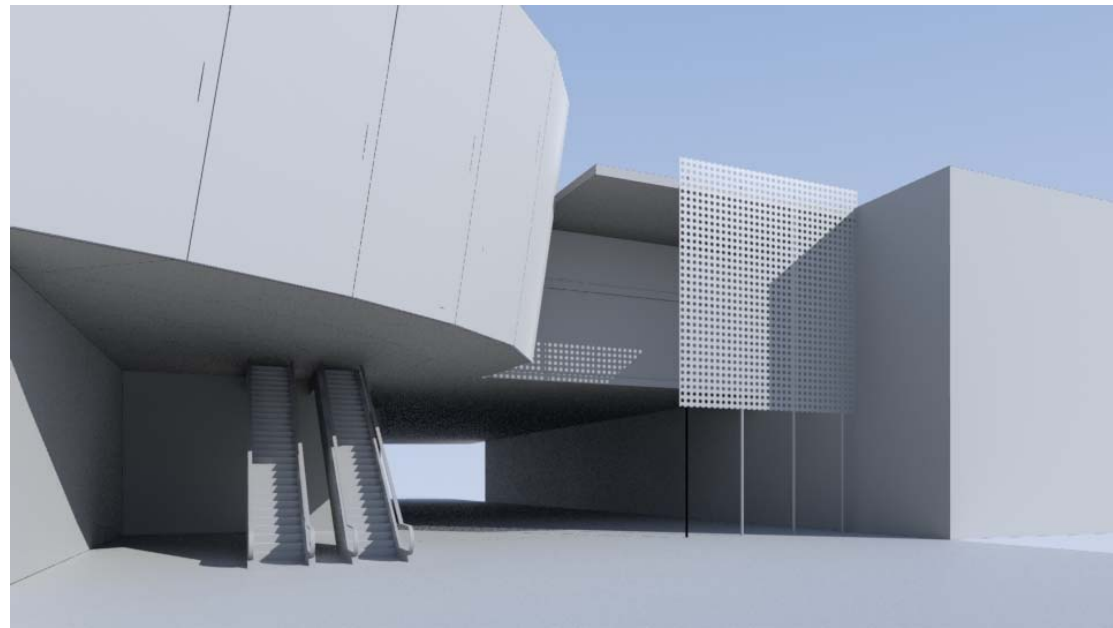
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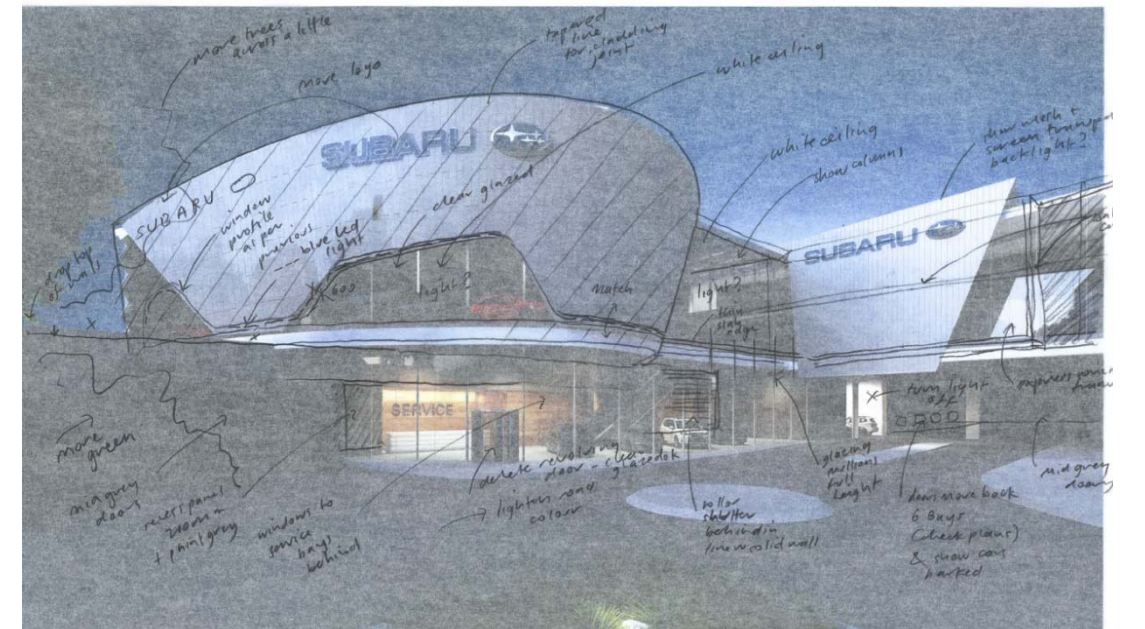
WEST ENTRY CONCEPT DEVELOPMENT



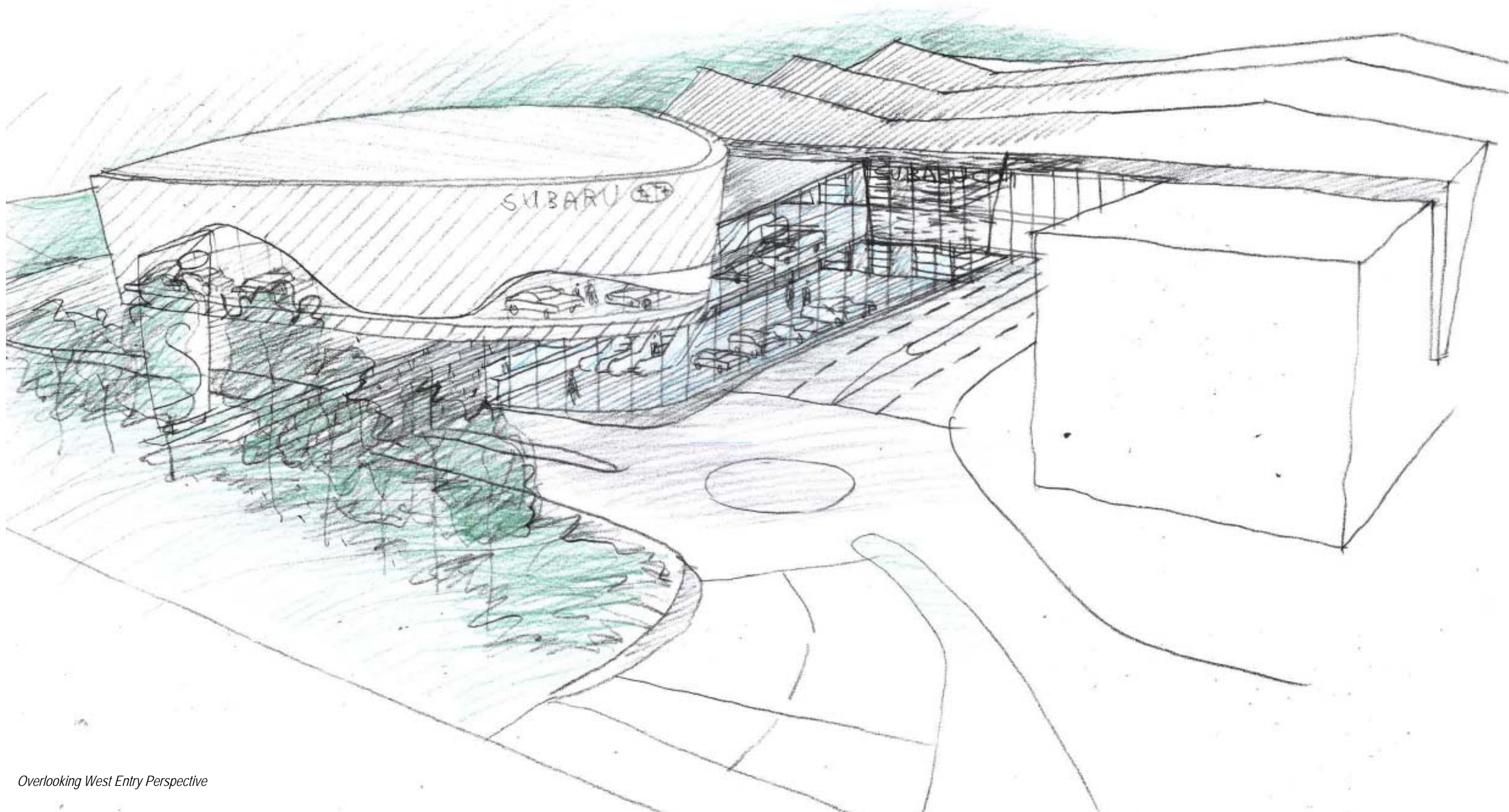
Concepts and Markups



Massing Concepts



WEST ENTRY OVERLOOKING PERSPECTIVE SKETCH

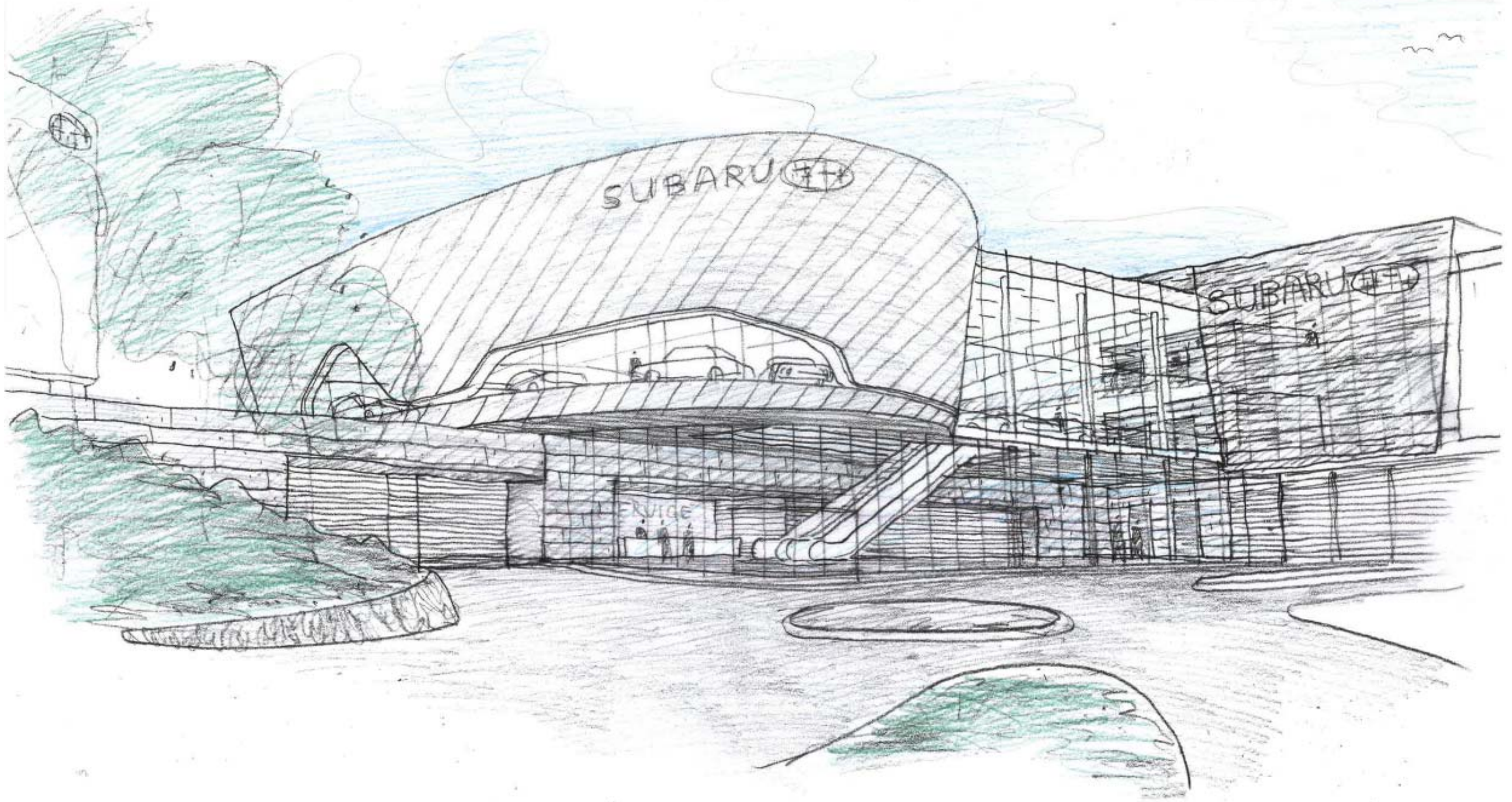


Overlooking West Entry Perspective

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WEST ENTRY PERSPECTIVE SKETCH



West Entry View

WEST ENTRY RENDER VIEW - SILVER



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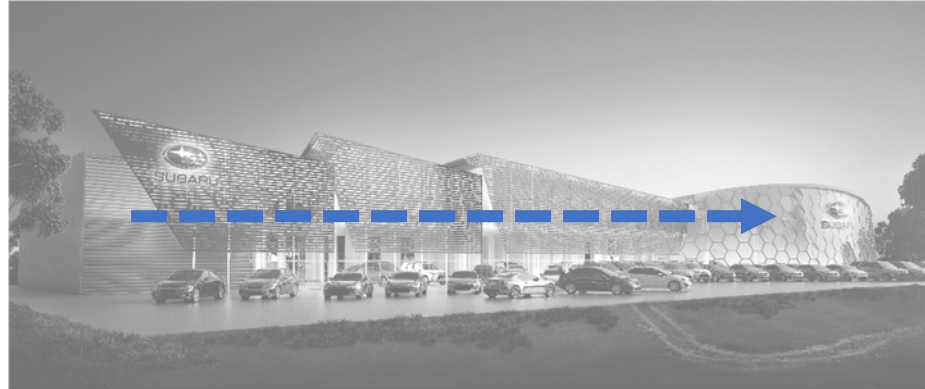
WEST ENTRY RENDER VIEW - BLUE



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LIGHTING & AV CONCEPTS



A Blue Pulse

Lighting design can greatly invigorate a building design, particularly when it is desirable for the Building to catch the attention of the passer-by.

Such a unique feature can also become memorable. This LED Light Pulse can integrate to Façade elements, such as the hexagonal façade frames.

<https://www.youtube.com/watch?v=7ourEyrXDrg>



Rally Heritage

Audio-Visual Effect and large, curved LED Screens, wrapping to the internal walls of the curved inner wall of the Showroom, can be used to mount large, curved LED screens, to display in wrap around visuals, production and social media content, visible from both within the showroom and from Showgrounds Road.

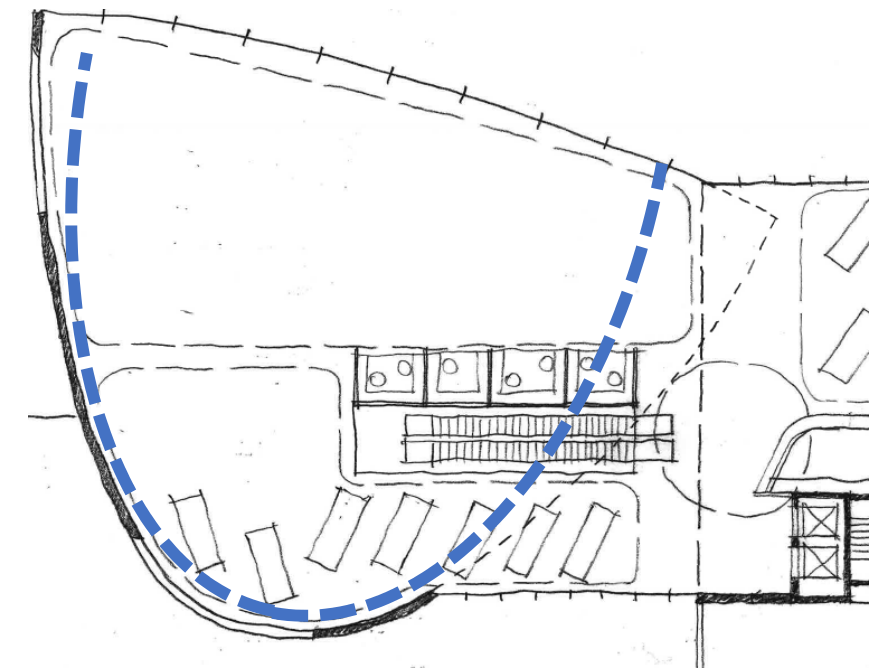
The Subaru WRX STi maintains a Legendary Status amongst Rally enthusiasts, and is the last successful rear wheel drive in world rally.

<https://www.youtube.com/watch?v=4yqRy3wGNK4>

<https://www.youtube.com/watch?v=-yGJi10OHA>

Design Values

<https://www.subaru-global.com/ourstory/ourdna/design.html>



INTERIORS CONCEPTS



Directional lighting integrated with the Architecture can provide more focus to the meaning of the Product



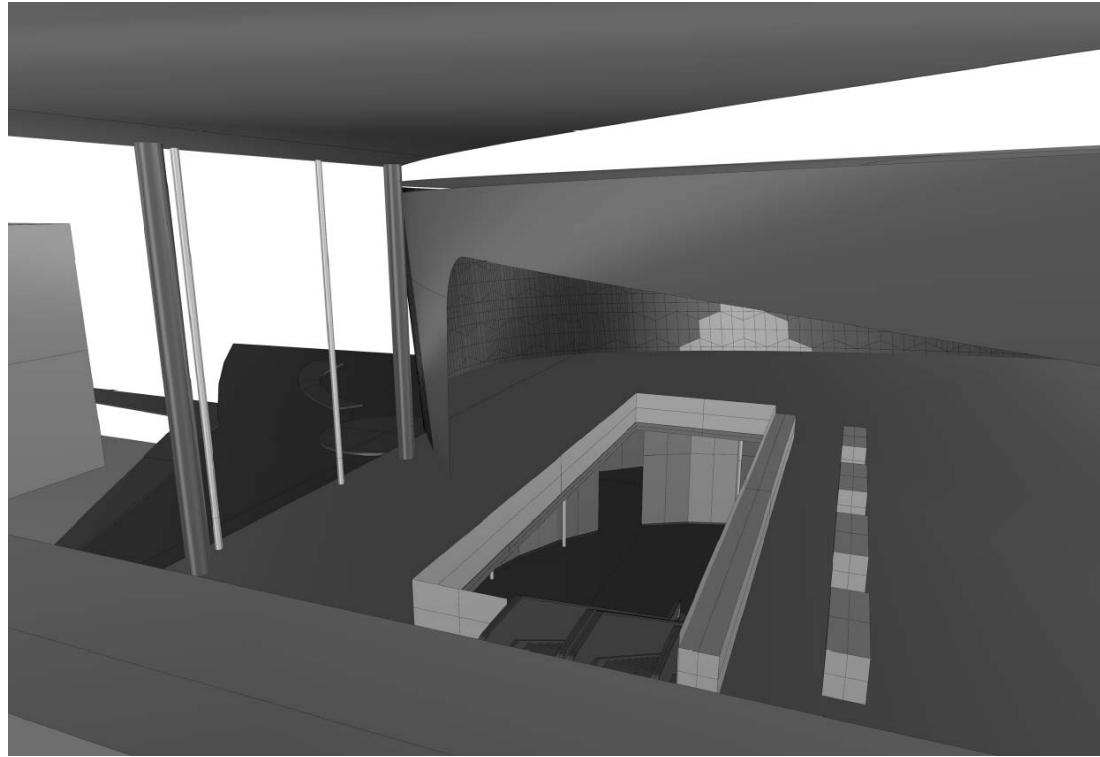
Glasgow Automobile Museum, Zaha Hadid



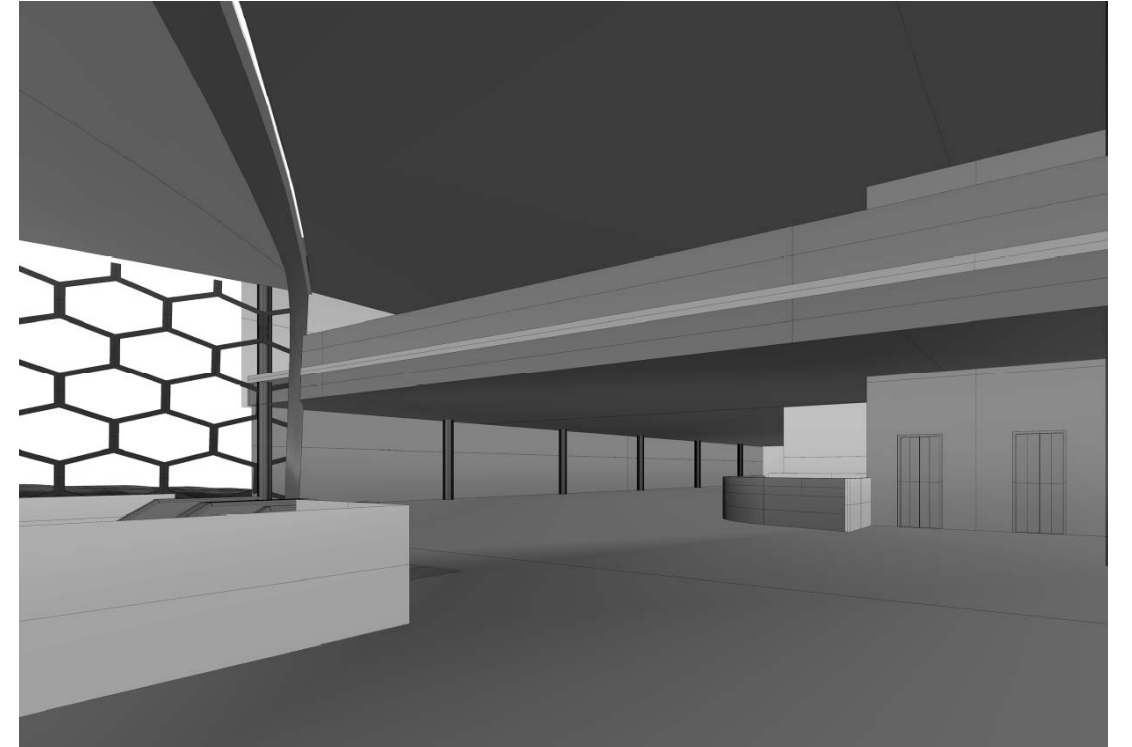
Lighting of the Showroom and Office can be made to be exciting and deliver on the concept of a dynamic, form driven building.

Perot Museum of Nature and Science, Morphosis Architects

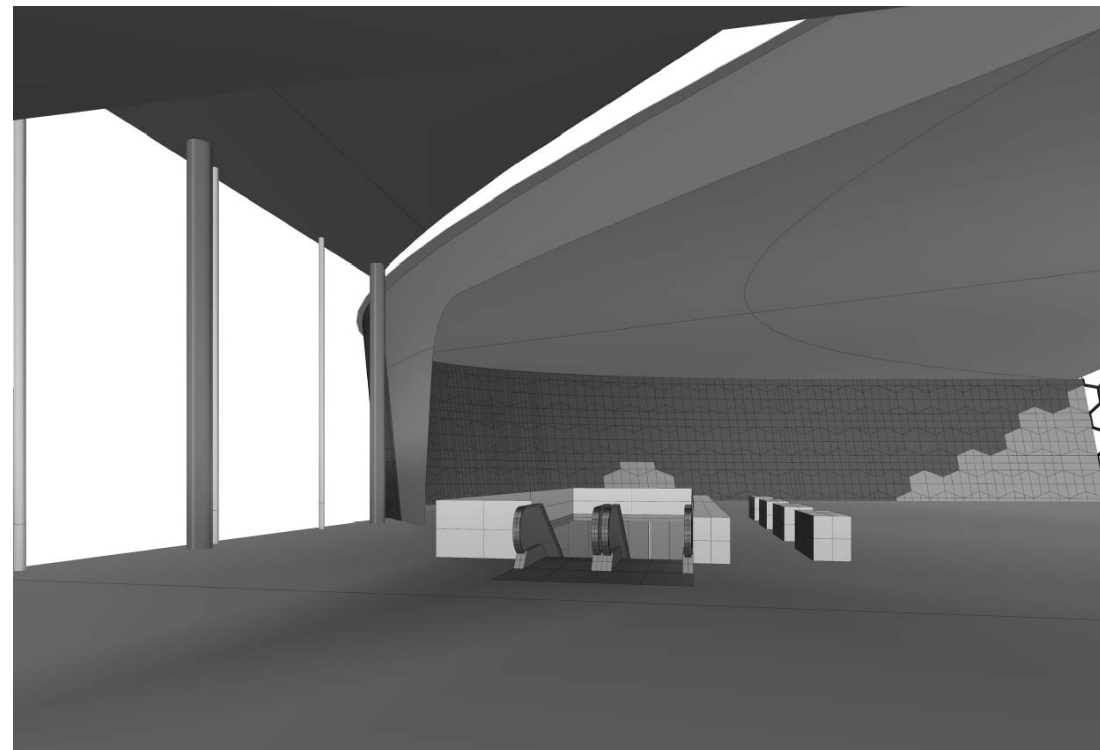
INTERIORS CONCEPTS



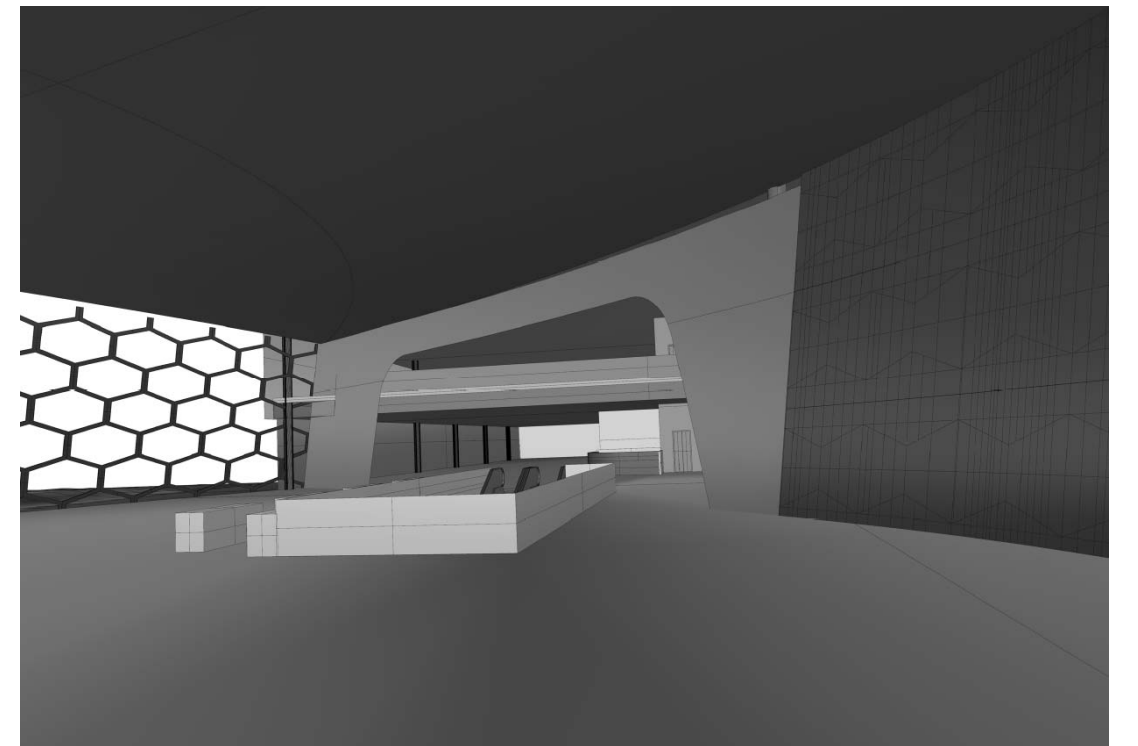
Overlooking from Office Floor, to Escalators and Showroom Arrival



View from Dad's Garage, through Showroom Arrival to Performance Vehicles, Office Above

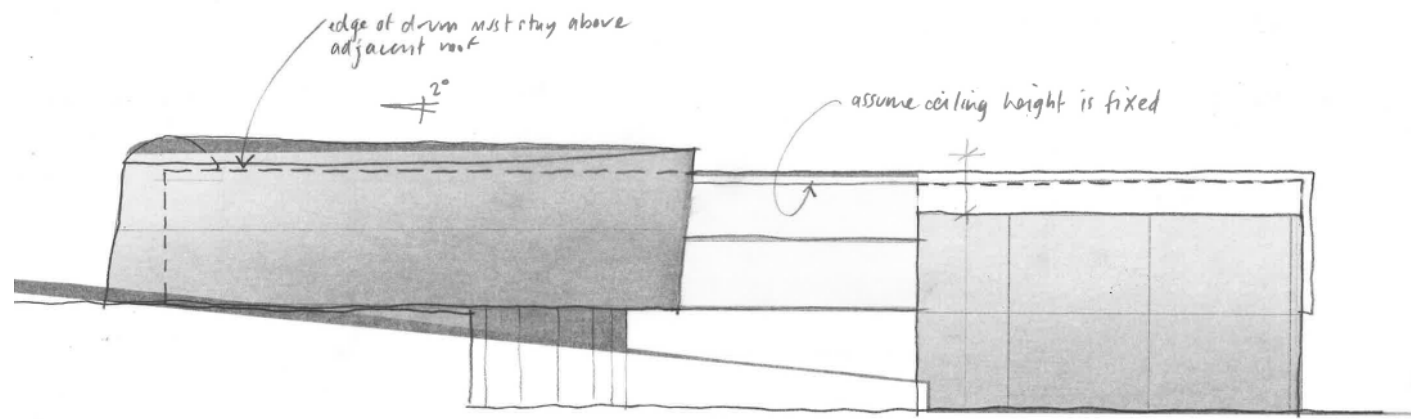


View from Showroom Arrival to Escalators, showing curved Drum Roof and Ceiling over

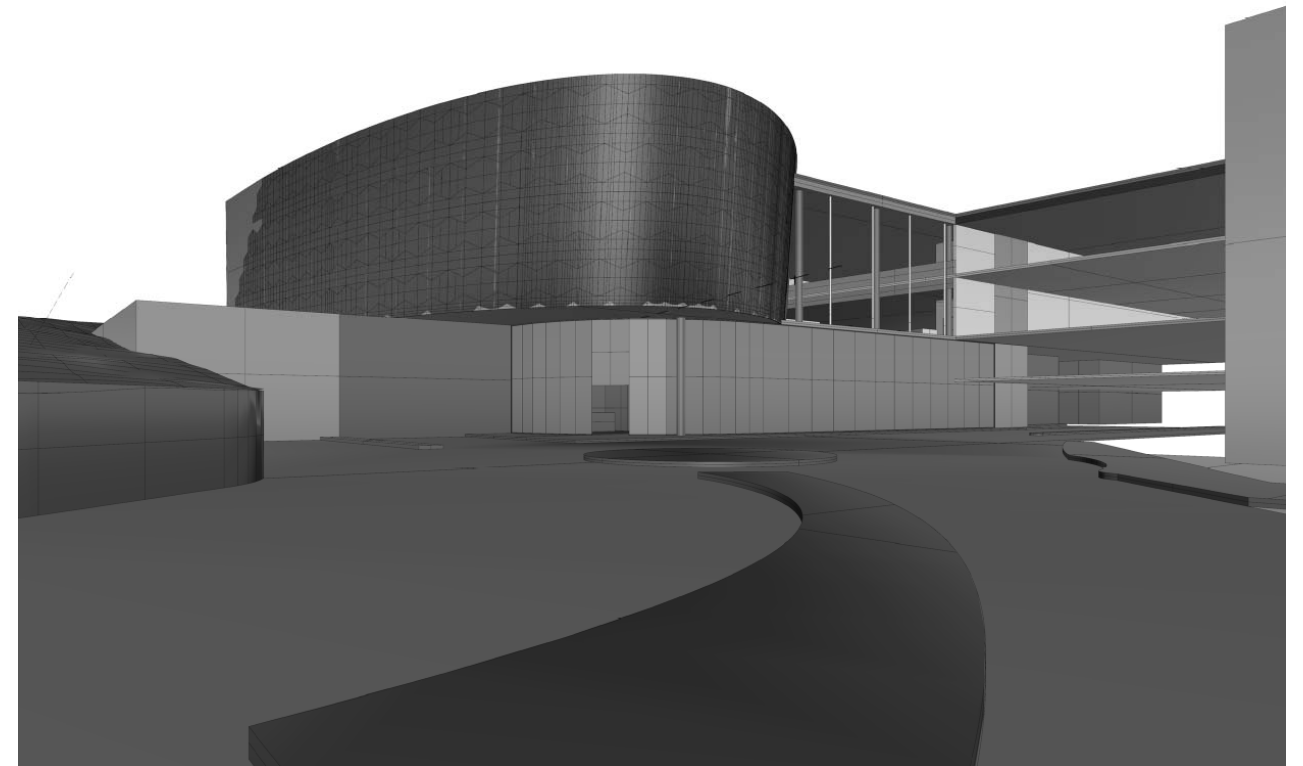


View from Dad's Garage, looking back to Showroom Arrival

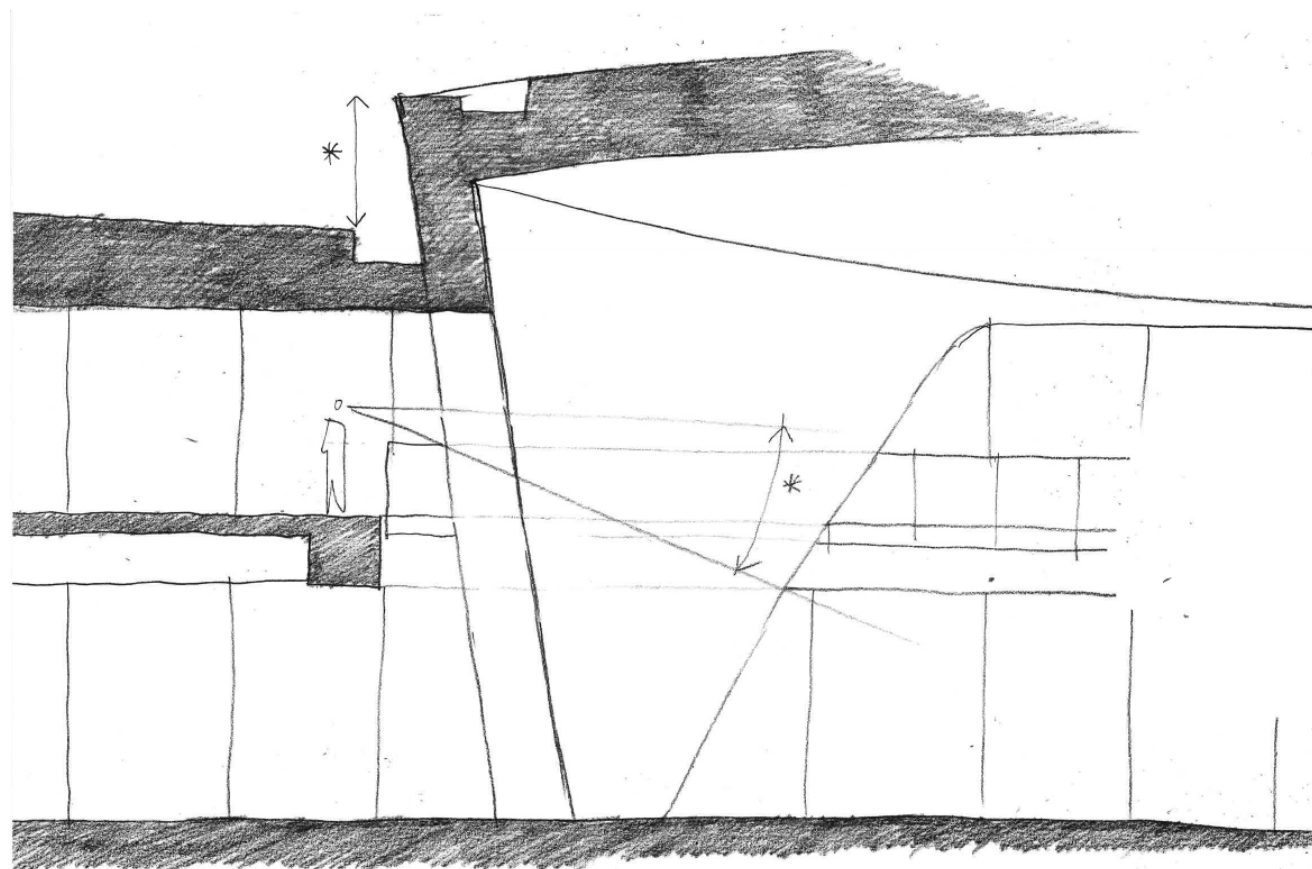
HEIGHT OF DRUM



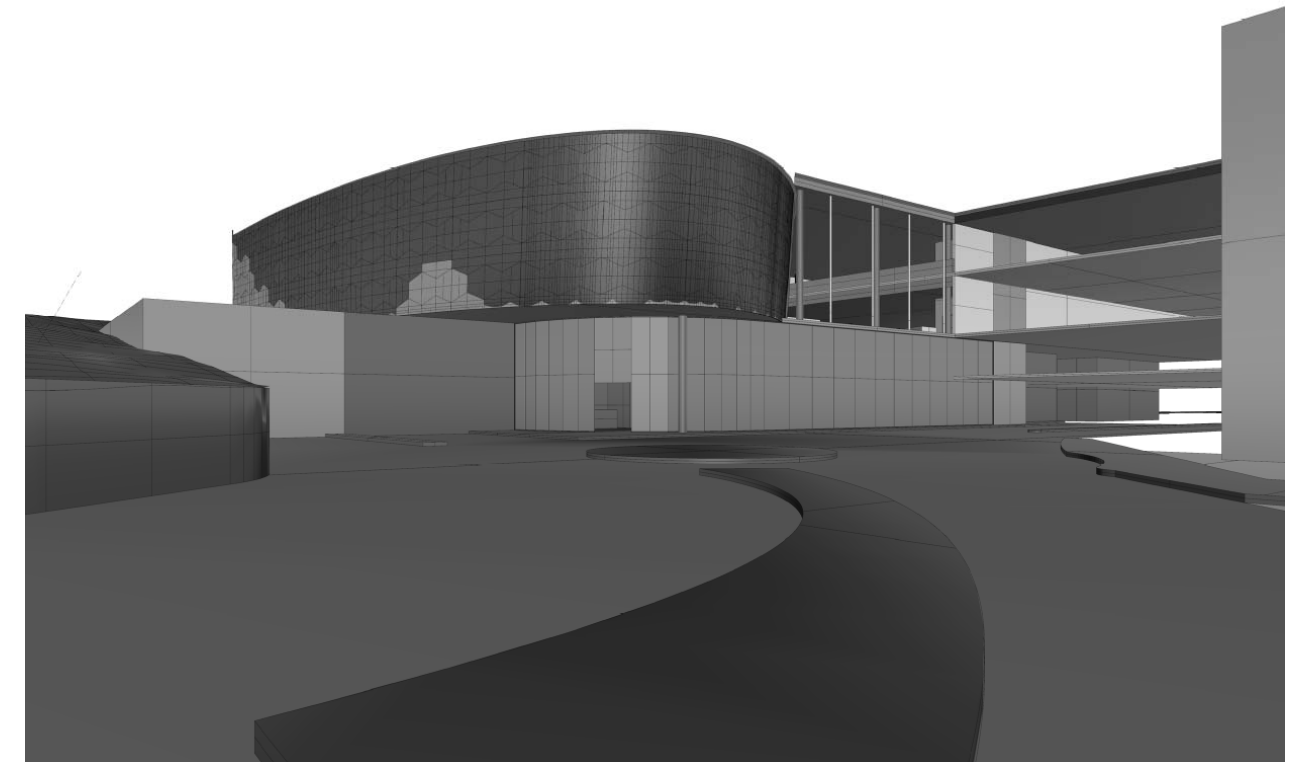
West Elevation, showing Key Heights relationships & Current Design Heights



View from Road Entry of Drum; Current Design Height

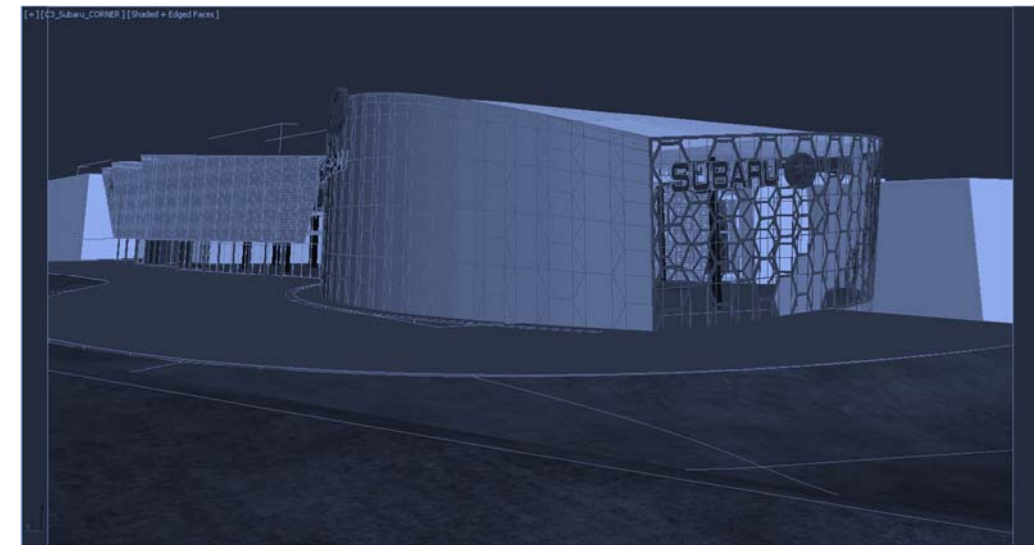
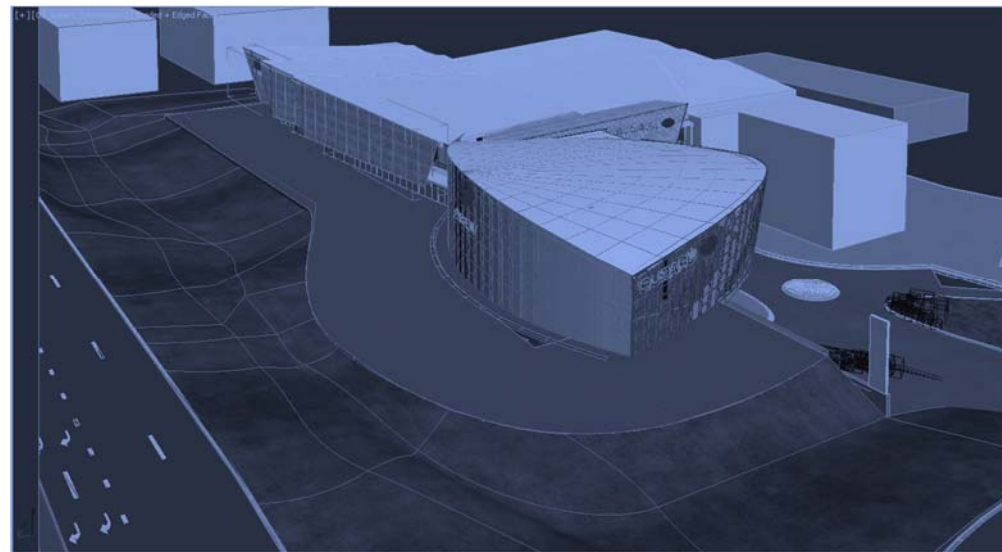
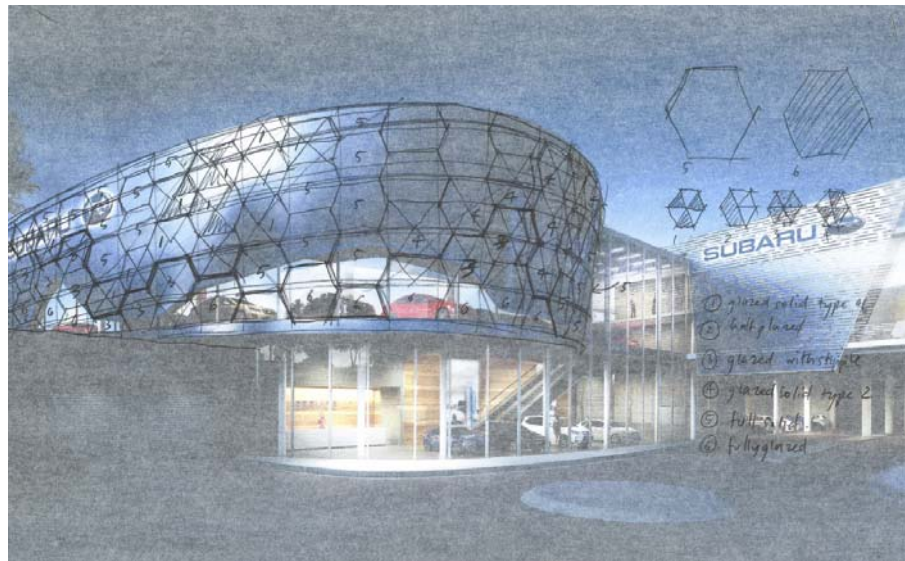
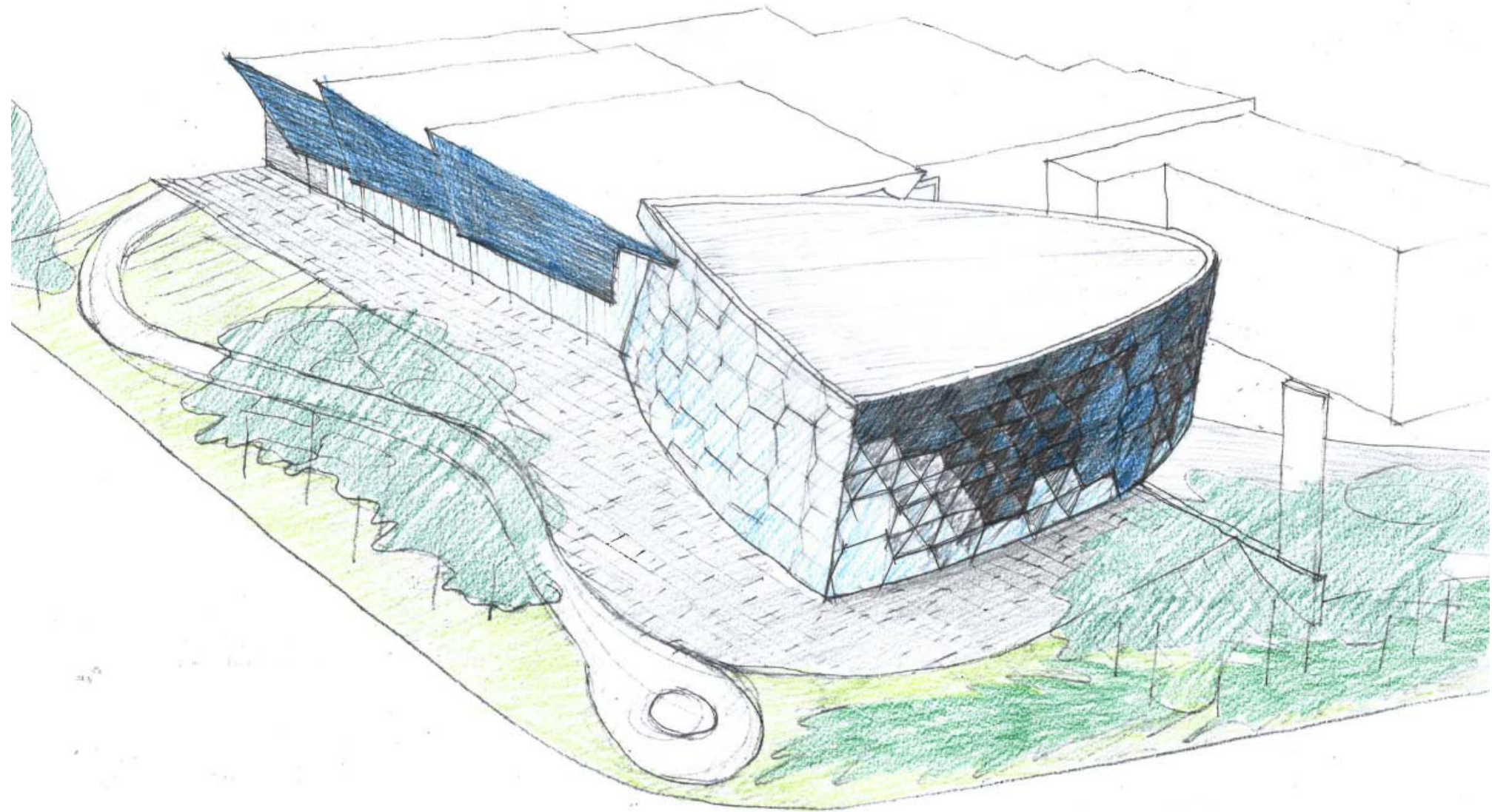
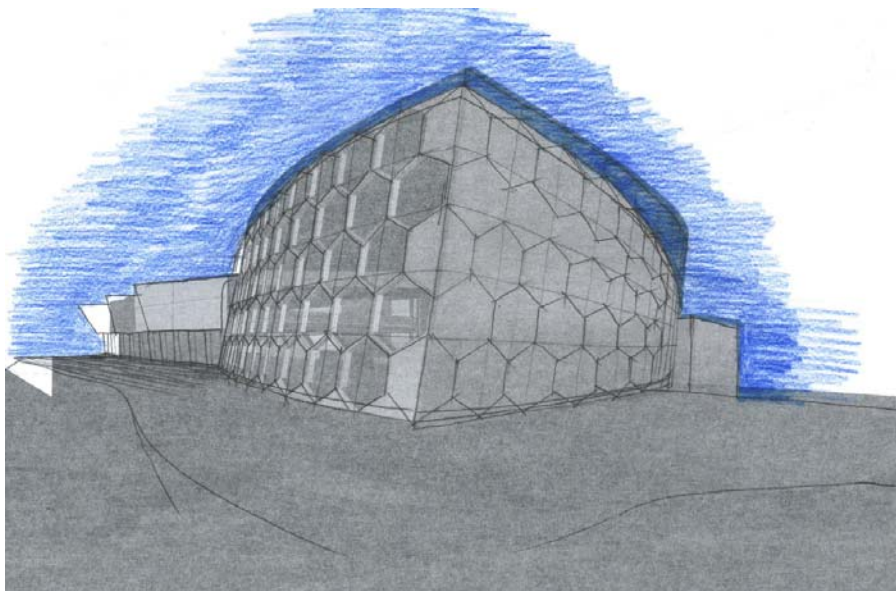


Section through Office Floor, Showroom and Drum Roof and Ceiling at current Design heights

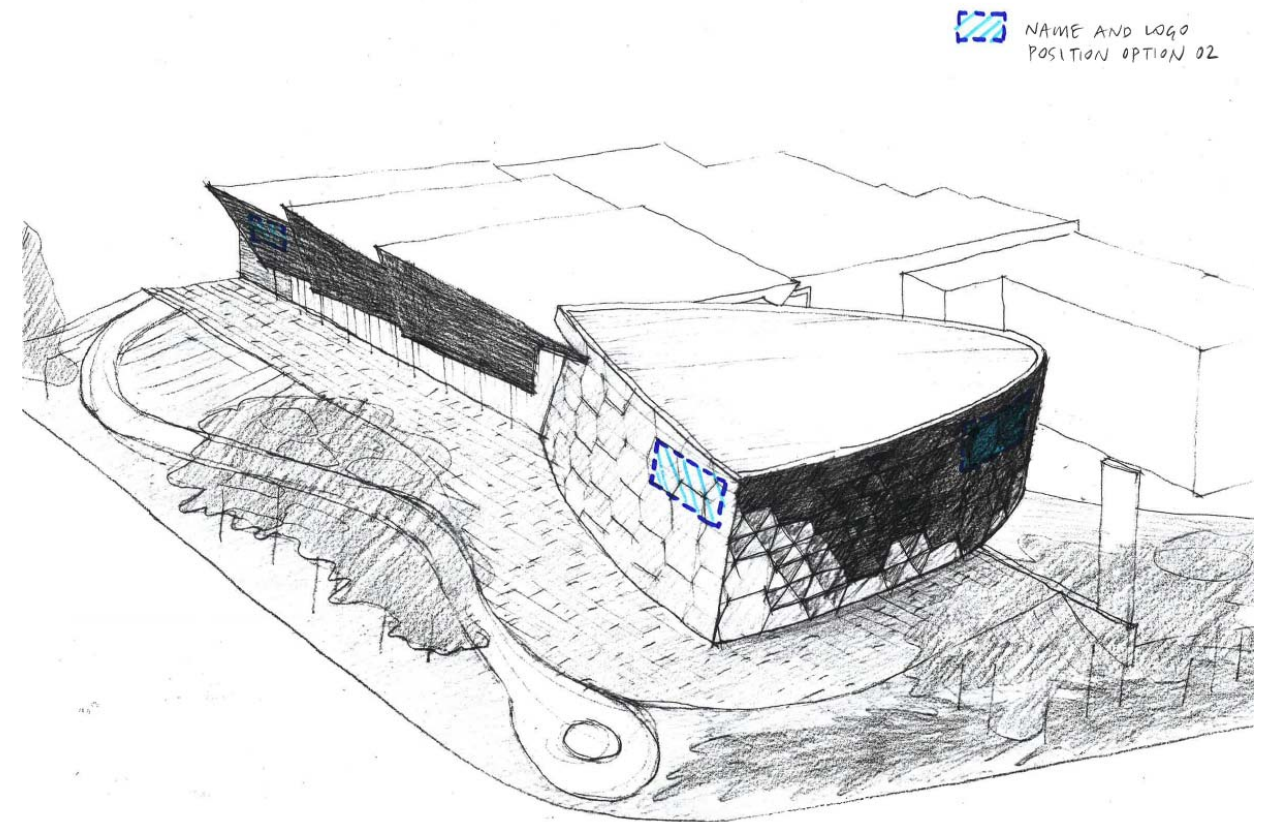
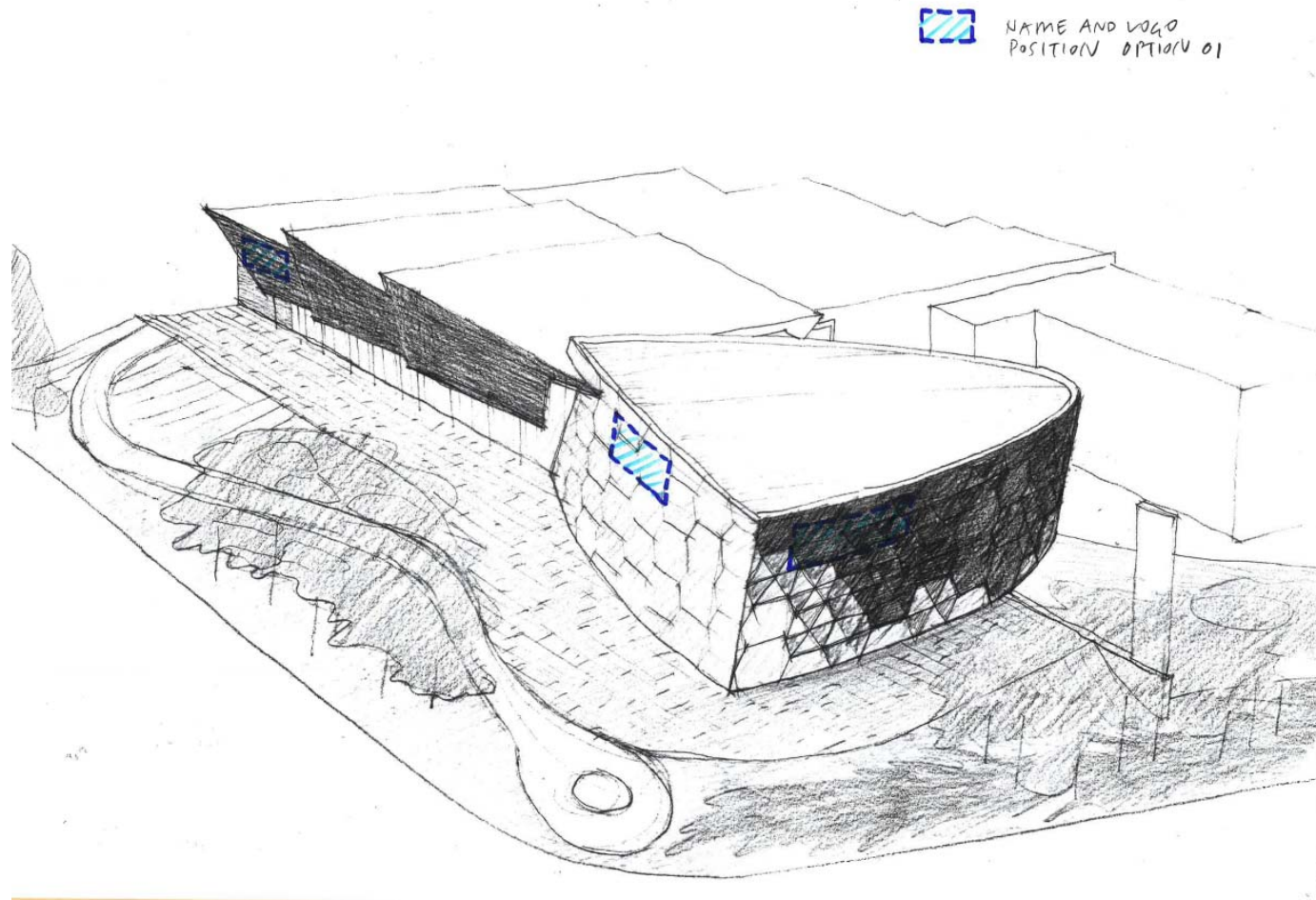
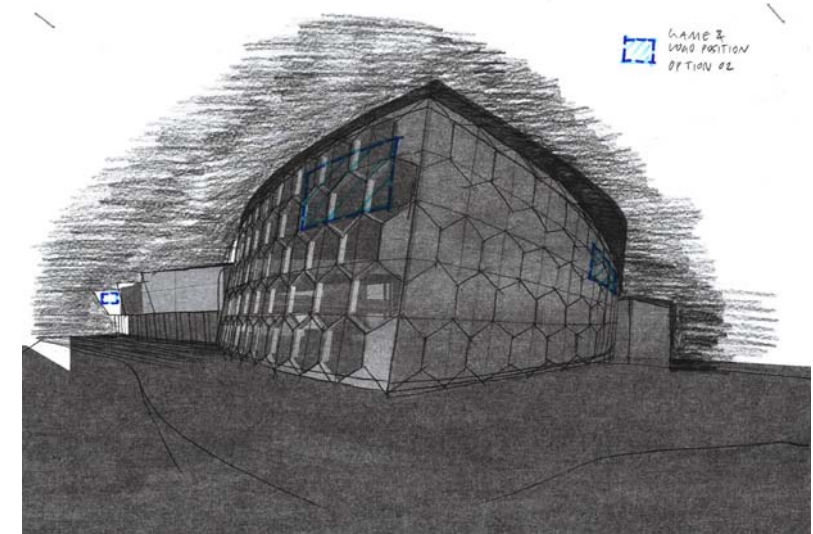
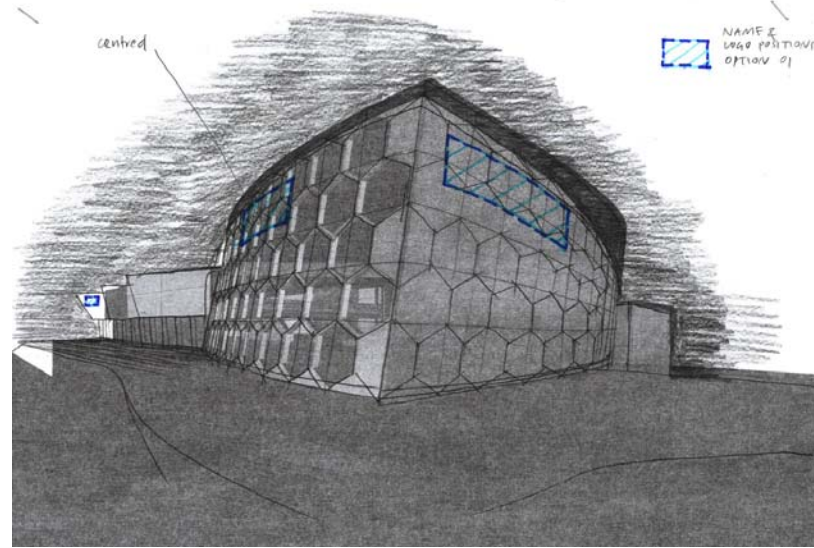


View from Road Entry of Drum; Proposed Reduced Design Height

ALTERNATIVE HEXAGONAL CLADDING TO DRUM



SIGNAGE CONCEPTS



OVERLOOKING VIEW FROM INTERSECTION



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WEST ENTRY VIEW (UPDATED)



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SBA
ARCHITECTS

FAÇADE DETAIL

As part of development Hexagonal Glazing System, meetings were held with Mr Paul White, Director at Ausrise Aluminium. Options considered for this system are:

- Hexagonal Glazing Framing, Front Pocket, Steel Hexagonal Frame
- Hexagonal Glazing Framing, Front Pocket, Steel Vertical Frame
- Rectangular (traditional) Curtain Wall; Hexagonal Screen

Each of these options are possible. The Fabricator undertook to complete a preliminary assessment of the System outlined at Bullet Point 1 above. At the time of drafting the report, the Fabricator Response is ongoing. This information will be updated into the report in the future.

