



# Rouse Hill Town Centre

## Facts + Figures

Masterplan: Civitas Urban Design and Planning  
 Architects & Urban Design development: Allen Jack+Cottier, Rice Daubney, Group GSA  
 Landscape Architects: Oculus  
 Completed: 2008  
 Cost: \$470 million  
 Town Centre: 10 Ha  
 New Rouse Hill site: 122 Ha  
 Retail & commercial space: 65 000 m<sup>2</sup>  
 Major retailers: Coles, Woolworths, Target, Big W  
 Speciality stores/restaurants/banks: 200+  
 Cinemas: 9 screens  
 Carpark: 3000+ cars  
 Rise apartments: 104 units  
 Community: Baulkham Hills Shire Council Library  
 Key AJ+C personnel: Keith Cottier, Fergus Cumming, Mark Louw, Matthew McNeil, Scott Norton, Tom Rogers, Bernard Rowe, Tony Spragg



The GPT Group's \$470 million Rouse Hill Town Centre sits at the heart of the 122-hectare New Rouse Hill site in Northwest Sydney. The New Rouse Hill is a joint venture project between GPT and Lend Lease, and was developed within the context of a masterplan prepared by Civitas Urban Design and Planning in partnership with the Department of Planning and Landcom.

In addition to the new retail and commerce space, Rouse Hill Town Centre includes cinemas, public spaces and a public transport hub. Through the joint venture between GPT and Lend Lease, the town centre also features 104 residential apartments, learning spaces and the Baulkham Hills Shire Council library.

The design of Rouse Hill Town Centre was delivered by a consortium of three architectural firms – Rice Daubney, Allen Jack+Cottier and Group GSA.

## CEO launches a new era

Allen Jack+Cottier is embracing change with enthusiasm. The 55-year-old practice has unveiled a new operating structure and leadership team to meet the increasing demand of design services in domestic and international markets.

The most visible sign is the appointment of Reg Smith to the newly-created position of Chief Executive Officer. Reg has been handed leadership by fellow principal and Managing Director, Glynn Evans. "Architecture has never been as diverse, exciting, or as demanding, as it is today," commented Glynn. "We have fortunately established a strong, multi-faceted business to meet those challenges."

The new CEO is encouraged by international markets. "We are now being invited to do work on a scale and complexity that would have been unimaginable five years ago, in locations as far flung as Outer Mongolia to Antarctica," said Reg.

"Restructuring has set us up for the next stage of our development. But we're not changing what the practice does best, which is design. We remain true to our heritage as a studio-based practice."

Reg also praised the staff and depth of available talent – especially among the younger architects. "They really are the future."

## Restructuring

The new structure comprises a Board of Principals that sets overall direction. The newly-created Chief Executive Officer (Reg Smith) will represent the Board, overseeing management of the practice.

The practice has also introduced a new tier of leadership, appointing fifteen Directors with responsibilities for specific practice-critical areas of the business (including architecture, conservation, urban design, practice management and finance). Below them sit two tiers of designers (Senior Associates and Associates) who are responsible for the execution of individual projects.

## Appointments

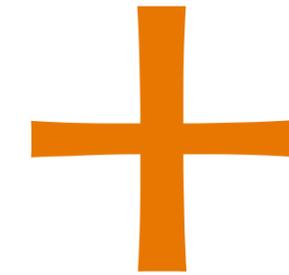
Current Directors Glynn Evans, Michael Heenan, Peter Ireland and Peter Stronach have become Principals of the firm, continuing to direct the day-to-day work of the practice, and oversee design quality and innovation. Keith Cottier has assumed the new advisory role of Chairman of the Board, which complements his work on several current projects.

The success of Brisbane office has been acknowledged with the appointment of Colin Janes as a Principal. Colin has led the Brisbane team on several outstanding projects, including student housing for Campus Living Village (Kelvin Grove). The development is currently shortlisted for the RAA Queensland Chapter Award for Multiple Housing.

The practice welcomes back Jim Koopman in 2008. Having worked at the practice early in his career, the designer's skill for residential design has garnered numerous industry awards over the past 20 years.

Jane Johnson also makes a notable transition from Senior Associate to Director, reflecting her senior involvement in China-based projects.

The practice continues to reward staff for their valuable contributions. Cindy Ch'ng, Belinda Falsone, Scott Norton and John Whittingham have been promoted from Associates to Senior Associates. Pip Bowling, David Nelson, Michael Rogers, Samantha Taylor and Katharine Young have also been appointed as Associates.



## The line up

### Directors

- Stephen Black – Architecture
- Jane Johnson – Architecture
- Jim Koopman – Architecture
- Kathlyn Loseby – Architecture Practice Management
- Mark Louw – Architecture
- Kate Mountstephens – Adaptive Re-use
- Andrew Parker – Architecture Practice Management
- Deena Ridenour – Urban Design
- Bernard Rowe – Architecture
- John Suprun – Architecture
- Alban Wong-Too-Yuen – Finance
- Tim Schwager – China
- Anne Warr – China
- Kim Siow – Malaysia
- Thien Nguyen – Vietnam

### Senior Associates

- Cindy Ch'ng
- Bill Clements
- Mark Corbet
- Belinda Falsone
- John Gunnell
- Nicky Middleton
- Scott Norton
- Russell Parker
- Tony Spragg
- Daniel Staebe
- Adrian Tarrant
- John Whittingham

### Associates

- Nic Bailey
- Pip Bowling
- Fergus Cumming
- Matthew McNeil
- Sue Meloso
- David Nelson
- Michael Rogers
- Samantha Taylor
- Richard Terry
- Katharine Young



Reg Smith  
Principal and CEO

ARCHITECTURE  
URBAN DESIGN  
HERITAGE  
INTERIORS  
GRAPHICS

CHAIRMAN  
Keith E Cottier AM

PRINCIPALS  
Glynn N Evans  
Michael Heenan  
Peter Ireland  
Colin Janes  
Reginald Smith  
Peter Stronach

CHIEF EXECUTIVE OFFICER  
Reginald Smith

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# Rouse Hill Town Centre



Keith Cottier discusses the ingredients of a new town

Rouse Hill Town Centre is the vision and labour of many players. It has challenged all involved – for while we might anticipate the ingredients of a successful town, we are granted few opportunities to test our theories. It's a little like assuming the ingredients of a cake, but not knowing the proportions, or the cooking time. We really don't know what the most important characteristics of attractive and vital public places are, we just think we do. In addition, successful town centres have inevitably evolved slowly over time, correcting their mistakes along the way, adding layer upon layer. At Rouse Hill, the town centre was complete and open for business two years and nine months after the architectural team first commenced work – in itself quite an achievement.

Rouse Hill Town Centre has all the facilities of a small town – a major retail precinct, commercial space, education, library and community facilities, a health and medical centre, nine-screen cinema complex, residential buildings and good transport links. The importance of Rouse Hill Town Centre, though, is that, in many ways, it is about the deconstruction of the shopping mall, and the integration of its retail facilities back into the town. It's a celebration of the street, a celebration of fresh air, and an acknowledgement of the fact that the successful public realm should serve as meeting place, market place, and traffic way. It is also quite specifically designed to respond to the Rouse Hill climate, and to set new levels of environmental sustainability.

At the heart of the centre is the town square, overlooked by the library and community centre, and at the 'centre of gravity' of the retail facilities. Parking is mostly on one level beneath the centre, with colour-coded links to the four major retail nodes. Residential buildings overlook the streets and the square, providing passive surveillance. Around the town centre is a variety of other public spaces which emphasise pedestrian amenity. These spaces are linked by a system of pedestrian laneways, with building forms designed to prevent sun on shopfronts – a major energy consumer. Operable shading devices provide another layer of protection in extreme heat, contributing to the density of shaded paths.

A single robust paving material runs throughout the pedestrian areas, creating a strong town identity. Whilst the sense of order this achieves is a prerequisite for all good towns, so too is the level of diversity. The intrinsic balance between these attributes has been achieved through form, material and colour, with a strong identity established for each quadrant of the plan. Hence, the journey around the pedestrian 'loop' comprises a variety of spatial experiences.

In subsequent stages of development, a ring of medium-density residential buildings will surround and mask the large retail boxes, forming the outer visual face of the town centre. The finer grain, human scale and character of built form will integrate the town centre with its residential constituency, underlining our belief that time will smile favourably on Rouse Hill Town Centre.



1 Town square looking towards the Rise apartments.



2 Retractable fabric roofing along main pedestrian loop provides weather protection.



3 A unique identity is established in each of the quadrants.



4 Town Square.



5 Civic way looking towards library and main pedestrian loop.



6 The expansive foodcourt is made more intimate by the clever use of materials.



7 The Backyard.



8 Main Street looking south west.

*“Rouse Hill Town Centre is a celebration of the street, a celebration of fresh air, and an acknowledgement of the fact that the successful public realm should serve as a meeting place, market place and traffic way.” Keith Cottier*

Sustainability in the built environment is most visible in the design of large civic spaces. As developer, owner and manager of Rouse Hill Town Centre, The GPT Group responded to public expectations with an ambitious green agenda. An inclusive approach to design proved vital.

“The town centre emerged from close research and collaboration between the client, the architects and all the consultants,” says Mark Louw, a Director of Allen Jack+Cottier.

“For example, we worked closely with Cundall, the environmental engineers. Extensive computer modelling was carried out to quantify solar penetration, wind patterns, thermal conditions, and energy loadings. This process

provided an invaluable tool in assisting the design team through a highly interactive design process to arrive at energy efficient solutions.”

Rouse Hill Town Centre responds wholly to the Australian climate, harnessing natural elements in ways that give form to the centre itself. This is most evident in the range of enclosed, semi-enclosed and open environments which literally invert the traditional concept of a shopping centre to embrace sunlight and fresh air. The synergy of water, energy-saving and recycling initiatives is balanced with measurable outcomes.

Hence, the town centre achieves an eco-footprint 25% lighter than a traditional shopping centre, including a 47% reduction of energy, and a 60% waste recycling target.

- Shading to all shopfronts between 10 am and 4 pm has reduced energy loadings.
- Natural ventilation is harnessed in the majority of public areas.
- Energy-efficient lighting throughout the town centre.
- Collection of water for about 20% of the town centre's needs via the 150 000 litre water tank.
- A central plantroom reticulates chilled water around the site allowing individual tenants to control their environmental conditions on a user-pay basis.
- A cogeneration plant provides electricity to apartment common areas, with residue heat used to heat water for apartments.
- Over 130 000 tonnes of recycled materials were used in construction.
- Roof sheeting includes up to 20% recycled content, and footpaths and kerbs also contain recycled concrete.



Photographs: cover, 1, 2, 3, 5, 6, 7, 9, 10, 11, 12 – Brett Boardman, Photograph: 4 – Rowan Turner, Photograph: 8 – Oculus