

# COTTEEPARKER



## DESIGNING FOR RETAIL





## OUR TEAM

Cottee Parker Architects is a national practice operating in Brisbane, Melbourne, Sydney and Perth. Our national footprint ensures our clients have the right balance of local knowledge and nationwide expertise to connect into. We have a multi-disciplinary design team, with the capability to handle projects of all sizes and complexity.

Collectively our team has over 70 years of experience in the design of retail environments and are experts in retail precincts. We are experienced in designing a broad range of development types:

- Sub-regional centres
- Neighbourhood centres
- Mixed use developments
- Single tenant fitouts
- Large formal retail centres
- Market halls
- Food and hospitality developments
- Cinemas
- Transit centres
- Fast food
- Fuel stations
- Specialist health & lifestyle precincts
- Childcare facilities

## DESIGNING FOR RETAIL ENVIRONMENTS

Our team of specialist designers have proven expertise in the design and delivery of a variety of retail environments.

Our approach shows an understanding of this sector, creating designs that respond to key factors such as:

- Designing for the evolving needs of consumers, shifting from traditional transaction environments to experiential places
- The demand for retail centres as community hubs, where fashion, food, products and people come together
- Understanding the balance between maximised customer convenience, retail trade and economic return
- Legible master planning, with a clear retail logic, designing for optimum formats for the retail offer and customer convenience
- Promote customer spending and encourage return visitation by unique placemaking strategies
- Creating a destination for the local community, that reflects the social and physical context of the development
- Forming precincts of fast food, health, education, community, sport and leisure to encourage a more focused reason for customer visitation
- Defining the development's unique identity, its target audience and how the architecture must respond

## WORKING WITH YOUR TEAM

Led by Matthew Caswell, our team has a depth of experience in design of retail projects. Matthew has over 30 years of designing retail environments, along with a diverse range of complementary building types throughout Australia. As a national practice, we offer a fully integrated architectural and interior design solution, utilising each studio to obtain the essential variety and richness of each project. Drawing on local knowledge and national expertise, we are able to service projects with the right expertise, wherever the project is located.

Cottee Parker will deliver a fully curated retail solution, working collaboratively with the project team. We will engage with your stakeholders through strategic visioning workshops, to define market requirements and design assessments. These forums help to identify your vision for the development and the opportunities to provide innovative design solutions. This is an interactive process that allows the project team to share ideas and develop design options together in a time efficient manner.

With this combined experience and collaborative process, Cottee Parker is ideally placed to design quality retail environments that meet evolving customer expectations.



Matthew Caswell  
Managing Director  
Brisbane



Steve Christie  
Associate  
Perth



Ben Madden  
Associate  
Brisbane



Nick Tayler  
Principal  
Sydney



Ian Grant  
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Dominick Gresham  
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Brisbane



Dee Passenger  
Senior Associate,  
Interior Design  
Brisbane



Shawn Hopkins  
Project Leader  
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**EXPERIENCED IN CREATING MEMORABLE AND ENGAGING RETAIL ENVIRONMENTS THAT BALANCE CREATIVITY AND COMMERCIAL VIABILITY**





## OUR EXPERIENCE

Cottee Parker's team have extensive experience in the design of retail developments. Following are some recent clients:

Stockland	Master planned neighbourhood development within new town centre near Caloundra
QIC	Refurbishment and expansion of regional shopping centres
Primewest	Multi-stage large format retail development at Northlakes and expansion of multiple neighborhood centres
Fabcot / Woolworths	Various Woolworths neighbourhood & mixed use centres in Queensland and New South Wales
Yung Chon	Renovations to shopping centres in Cannon Hill and Maryborough
Retail First / Yu Feng	Refurbishment of existing Logan Central Shopping Centre
Chin Hong	Major expansion to Burpengary Plaza Shopping Centre
Scentre Group	Mixed use developments at Westfield Helensvale and Westfield Carindale
Citimark	Silkstone Shopping Centre and various fuel and fast food developments Redevelopment of Silkstone Shopping Centre
Vecchio Property	New neighbourhood centre at Capestone with retail, health and dining precincts
Macpro	Helensvale Homeworld and medical centre
QLD Government	Remote community retail and service hub
Parkside Group	New neighbourhood centres in Townsville, Mackay and Ayr
Investment QLD	Mixed use development in Mansfield
Abacus	Mixed use development within Ashfield Mall, Sydney
Kaufland	Concept design for several proposed stores around Queensland
Hallmark Property	Northpoint Shopping Centre, Toowoomba

## OUR VALUES

### RELATIONSHIPS

We listen to our clients and nurture strong long-term relationships built on trust and respect.

### INTEGRITY

We deliver on our promises by working closely with our clients and strive to achieve great results and exceed expectations.

### EXCELLENCE

We are design and development focused so that each building we design is commercially viable and successful.

### INNOVATION

Through collaboration, cooperation and research we pursue innovative solutions to deliver beautiful, quality buildings on time and on budget.

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