

SYDNEY  
7 Young Street Neutral Bay  
NSW 2089 AUS  
P +61 2 9909 3344

MELBOURNE  
L2, 370 Little Bourke Street  
Melbourne VIC 3000 AUS  
P +61 3 9654 6344

BRISBANE  
L5, U39, 131 Leichhardt  
Street,  
Spring Hill QLD 4000 AUS  
P +61 7 3123 5544

[www.lefflersimes.com.au](http://www.lefflersimes.com.au)

LEFFLER SIMES ARCHITECTS

LEFFLER SIMES ARCHITECTS





# CONTENTS

Managing Director Chris Goodman	6-7
About Leffler Simes Architects	8-9
Goodman Alexandria, NSW	10-13
Bloomfield Orange Medical Centre, NSW	14-19
Datacom Offices Canberra, ACT	20-23
Brandon Park Residential & Mixed Use, VIC	24-27
Brewdog Brewery, QLD	28-29
Macgregor Homemaker Centre, QLD	30-35
Fujitsu Head Office, NSW	36
The Avenue Office, NSW	37
Harpley Town Centre, VIC	38-39
Harpley Medical Centre, VIC	40-41
Chatswood Place, NSW	42-47
Woolworths Distribution Centre, VIC	48-51
Newport Apartments, Forster, NSW	52-55
Fashion Spree, Orange Grove, NSW	56-57
Clyde North Lifestyle Centre, VIC	58-59
Guzman Y Gomez Cranbourne, VIC	60
Oporto, VIC	61
Goodman Satellite Office, NSW	62
Gondola Data Centre, NSW	63
Mason Road, Box Hill, NSW	64
Rockpool Apartments, Tuncurry, NSW	65
Yennorra Depot, NSW	66-67
Chadstone Homemaker Centre, VIC	68-69
Charlie Lovett Cafe, NSW	70
Northpoint Commercial Office Building, Albury, NSW	71
IKEA, China and Australia	72-75
50 Northwest Office Building, NSW	76-79
Coles Customer Fulfillment Centre, NSW	80-83
Coles Customer Fulfillment Centre, VIC	84-87
Elara Town Centre, NSW	88-89
Craigieburn Junction, VIC	90-93
Acknowledgments	94-96



# FOREWARD

On behalf of the Directors and staff of Leffler Simes Architects, welcome to our 3rd edition of the Leffler Simes Architects coffee table book showcasing more of our recent projects, both in Australia and overseas.

It is a few years since our first and second edition, and there are many more projects the practice has undertaken in that time. Throughout the course of our work, Leffler Simes has been lucky to work with many long term clients, who we value highly and enjoy working with to bring their projects to life. These projects encompass the whole range of building type and building sectors. Each project is exciting in its own way. We have highlighted a selection of these projects in this recent edition.

For those clients who may not have seen the first or second edition, I will give you some background to Leffler Simes Architects.

Leffler Simes Architects has been in practice for over 50 years and in that time has been responsible for many exciting buildings and projects across a wide range of building sectors. The Practice was started by Bob Leffler and Eric Simes in Sydney in the late 60's and has grown since then to a multiple studio practice.

Leffler Simes Architects early work was primarily retail based and this formed the foundation to grow into the Australian Architectural design and building Industry.

Leffler Simes Architects was responsible for the development of arguably Australia's first regional shopping centre located at Roselands in Sydney and the first regional retail Power Centre at Glendale NSW. Whilst retail was and still is a mainstay of projects undertaken by the practice, Leffler Simes also have undertaken work on hotels, clubs, factories, premium office buildings and residential developments.

The practice has grown from a single practice in Sydney to 4 studios, including 3 studios on the East coast of Australia including Sydney, Melbourne and Brisbane and a registered office in Beijing. From these studios we have been able to oversee the design and construction of many projects across the whole of Australia, New Zealand, Europe and more recently in China.

Again, I would like to take this opportunity to thank all our clients, as Leffler Simes wouldn't exist without their support.

More recently and despite the impact of the Covid Pandemic over the last 18 months, Leffler Simes Architects has shown the diligence and perseverance to not only maintain the production of outstanding work, but to also continue to grow our clientele base which allows the practice to be involved in more exciting projects. I take this opportunity to acknowledge and thank everyone from our talented staff to our loyal clients for all the positive attitude in these last 18 months. Without all these individuals Leffler Simes Architects would not be in Practice today.

Finally, as I mentioned in the first and second edition, this portfolio of projects is our way of acknowledging those clients, both past and present, and to present a snap shot of projects Leffler Simes Architects have undertaken in the last several years.

I hope you will enjoy the content.

Kind regards,

Chris Goodman  
Managing Director







# ABOUT LEFFLER SIMES

---

Leffler Simes Architects (LSA) continues to enjoy notable recognition as one of Australia's leading Architectural and Interior Design Practices, with offices across three cities namely Sydney, Melbourne and Brisbane. Its strong, unique, historical roots date back to the 1960's, having then been at the coalface of the dramatic expansion of the retail sector throughout Australia.

This solid retail pedigree founded in the 1970's and 80's, has been greatly developed and enriched in more recent decades, earning the practice its excellent reputation not only as a major retail Architectural and Interior Design Practice, but making its mark on all sectors of the Architectural sphere. Our current wide and growing range of exciting and diverse projects now extend beyond Retail to include Commercial, Industrial, Hospitality, Education, Medical, Leisure and Residential.

Our ongoing expansion and continued success, have been principally due to our investment in the quality of our people. Our carefully chosen, well trained, growing team of Architects and Interior designers, ably combine cutting edge technical skills with Architectural and Interior Design innovation and creativity.

Our practice culture is friendly, client-centred, energetic, richly diverse and collaborative. Our collective professionalism, integrity, and dedication to our clients' visions, values and aspirations, enables us to time and time again produce quality design solutions which are both environmentally conscious and commercially sound.

We pride ourselves on our strong social conscience and values, believing that architectural solutions should seek to respect and enhance the communities in which we live and work.

Our world is constantly changing and challenging us as an Architectural firm in the 21st Century to keep pace with such change. Our goal, at Leffler Simes, is to keep on adapting, developing, expanding and evolving as a practice; always striving to find innovative design solutions tailored to meet the unique and diverse needs of our valued and growing client list, who are always at the heart of all that we do.

## WE ARE

### SUSTAINABLE

We take a very reasoned and creative approach to Sustainable Design, with this aspect being an important part of every commission. Our culture of professional education ensures that we are constantly renewing our awareness and knowledge of the impact that the buildings of today will have on future generations. We are a member of the Green Building Council of Australia and have many staff with an active interest in continual development of this area. To this end, we seek to minimise the environmental impact of our buildings by enhancing the efficiency of the built environment through materials, energy consumption, services efficiency and development space in every design.

### RELIABLE

Our reliability is just one of the many reasons our loyal Clients keep coming back, time and again. Reliability is an essential attribute of the Leffler Simes approach. Our hands-on management style and commitment to outstanding client service means that our clients have direct access to our Directors, Associate Directors and Project Architects for the entire duration of our commissions. From inception to completion, we provide a reliable service that is carefully customised to meet the unique requirements of our individual clients and their projects.

### APPROACHABLE

At all times throughout the Architectural process, Leffler Simes staff is completely approachable and will at all times act in the best interests of our Clients. It is this approachable nature that has enabled us to maintain long term relationships with not only our Clients, but a vast range of Consultants and Authorities. Our open door policy extends through all our offices and you will at all times feel welcome to discuss your requirements.

### THOROUGH

We pride ourselves in the thorough nature of our service, from the very first sketch plans to the finished product. At all times providing the most comprehensive, meticulous and exacting details expected from your Architectural practice. Our staff are well trained and have a wealth of knowledge to call upon, for each and every project. And, key staff will be allocated to a project according to the best fit principles.

### CREATIVE

Leffler Simes Architects is committed to staying at the forefront of international design excellence. We understand the importance of creative innovation and design ingenuity. As part of our commitment to creating distinct, user-friendly spaces, we continually look for opportunities to adapt and refine conventional design and the planning processes. Most importantly, we work hard to ensure that our projects define a clear and unique identity for our clients, whilst remaining mindful of budget and functionality constraints.

With the active involvement of our clients, we have won numerous awards for our work, including multiple accolades from the Master Builders Association of Australia.



GOODMAN ALEXANDRIA, NSW





# GOODMAN ALEXANDRIA, NSW

---

Sector Type: Commercial  
Client: Goodman  
Location: Euston Road, Alexandria NSW

This project is a fully integrated office and warehouse conversion, catering for a contemporary showroom and a large variety of tenants.





BLOOMFIELD ORANGE MEDICAL CENTRE, NSW





# BLOOMFIELD ORANGE MEDICAL CENTRE, NSW

---

Sector Type: Medical  
Client: Zauner Constructions  
Location: Forest Road, Orange, NSW

An exciting new six storey medical building in regional New South Wales. Comprising of; medical suites, a pharmacy, a pathology and a Café. A very welcome addition to this vibrant community.





**BLOOMFIELD ORANGE MEDICAL CENTRE, NSW**





DATAKOM OFFICES CANBERRA, ACT





# DATAKOM OFFICES CANBERRA, ACT

Sector Type: Commercial  
Client: Datacom  
Location: Northbourne Avenue, Canberra, ACT

A brand new contemporary office fitout that promotes effortless communication and collaboration amongst colleagues.





BRANDON PARK RESIDENTIAL & MIXED USE, VIC





# BRANDON PARK RESIDENTIAL & MIXED USE, VIC

Sector Type: Residential & Mixed use  
Client: Newmark Brandon Park Core Plus Fund  
Location: Brandon Park Shopping Centre, VIC

An exciting first stage in the redevelopment of the Brandon Park shopping centre. The two buildings consist of 149 apartments, commercial office space and serviced apartments. Bringing a new lease of life to the Brandon park community.





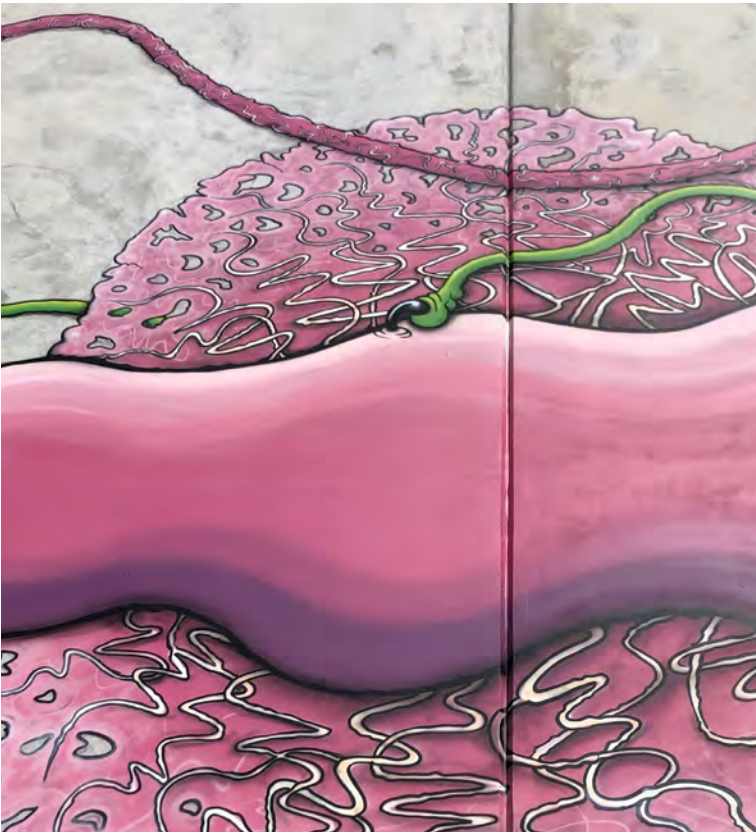
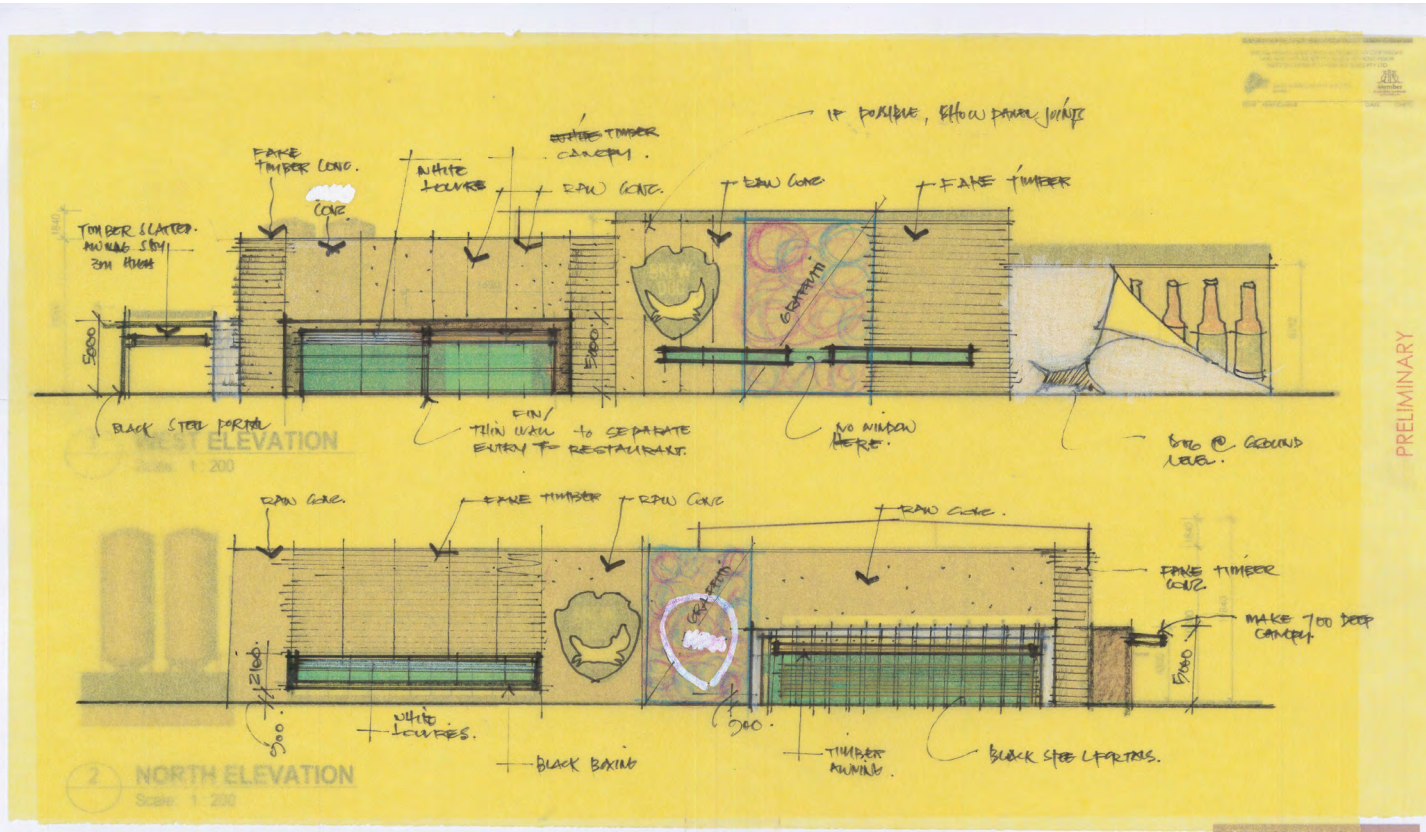
# BREWDOG BREWERY, QLD

This design is Brewdog's first Australian brewery. The Scottish owned Brewing Company is located globally. The design incorporates their raw, rustic and industrial signature look.

Sector Type: Hospitality

Client: NPD Property Group

Location: Murarrie, QLD





MACGREGOR HOMEMAKER CENTRE, QLD





# MACGREGOR HOMEMAKER CENTRE, QLD

---

A new and exciting cutting edge homemaker centre as a flagship store for Harvey Norman and Domayne. The design will create a unique and memorable shopping experience for their valued customers, embodying this proven quality brand in an inspirational and aesthetically pleasing way.

Sector Type: Retail

Client: Harvey Norman Holdings Pty Ltd

Location: Kessell Road, MacGregor, QLD





MACGREGOR HOMEMAKER CENTRE, QLD

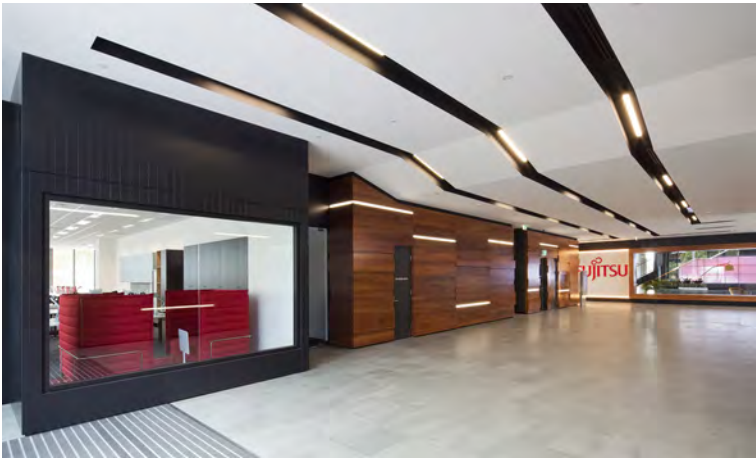




# FUJITSU HEAD OFFICE, NSW

---

Sector Type: Commercial  
Client: Goodman  
Location: Talavera Road,  
Macquarie Business Park NSW



# THE AVENUE OFFICE, NSW

---

Sector Type: Commercial  
Client: Fitzpatrick Investments  
Location: Sydney Olympic Park





# HARPLEY TOWN CENTRE, VIC

An exciting new community town centre, on the outskirts of Melbourne. A mixed use precinct, incorporating; retail, a supermarket, commercial offices, a gymnasium and food & beverage tenancies. A true gathering space for the community.

Sector Type: Medical  
Client: Eildon Capitol Group  
Location: Harpley, VIC





# HARPLEY MEDICAL CENTRE, VIC

Sector Type: Medical  
Client: Eildon Capitol Group  
Location: Harpley, Victoria

A two level medical centre adjacent to the proposed Harpley town centre. Providing a much needed amenity to this community.





CHATSWOOD PLACE, NSW





# CHATSWOOD PLACE, NSW

A luxury residential complex consisting of five buildings; retail, commercial business premises, childcare and restaurants.

Sector Type: Residential  
Client: Platino Properties  
Location: Victoria Ave Chatswood, NSW





CHATSWOOD PLACE, NSW





# WOOLWORTHS REGIONAL DISTRIBUTION CENTRE, VIC





# WOOLWORTHS REGIONAL DISTRIBUTION CENTRE, VIC

A highly automated distribution centre incorporating the Vanderlande material and product handling system.

Sector Type: Industrial

Client: Woolworths Limited

Location: Lyndhurst, VIC





# NEWPORT APARTMENTS, FORSTER, NSW

Sector Type: Residential  
Client: Wakefield Ashurst Development  
Location: Reserve RD, Forster, NSW



An upmarket apartment block set in the vibrant area of Forster. Designed to maximise the views of the scenic coastline.

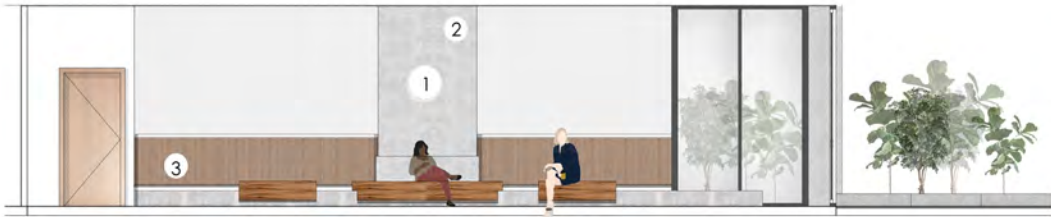
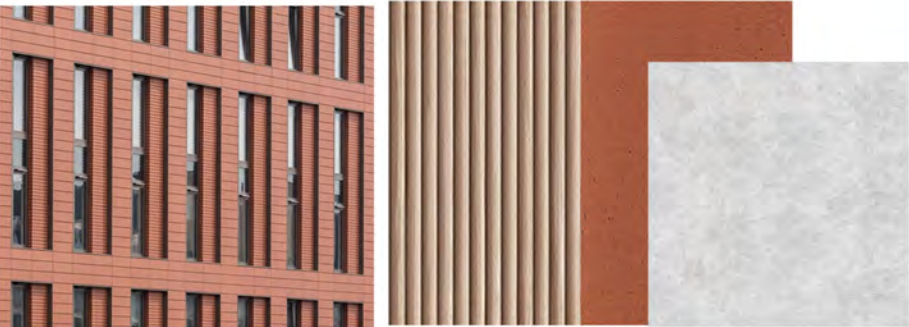




# NEWPORT APARTMENTS, NSW



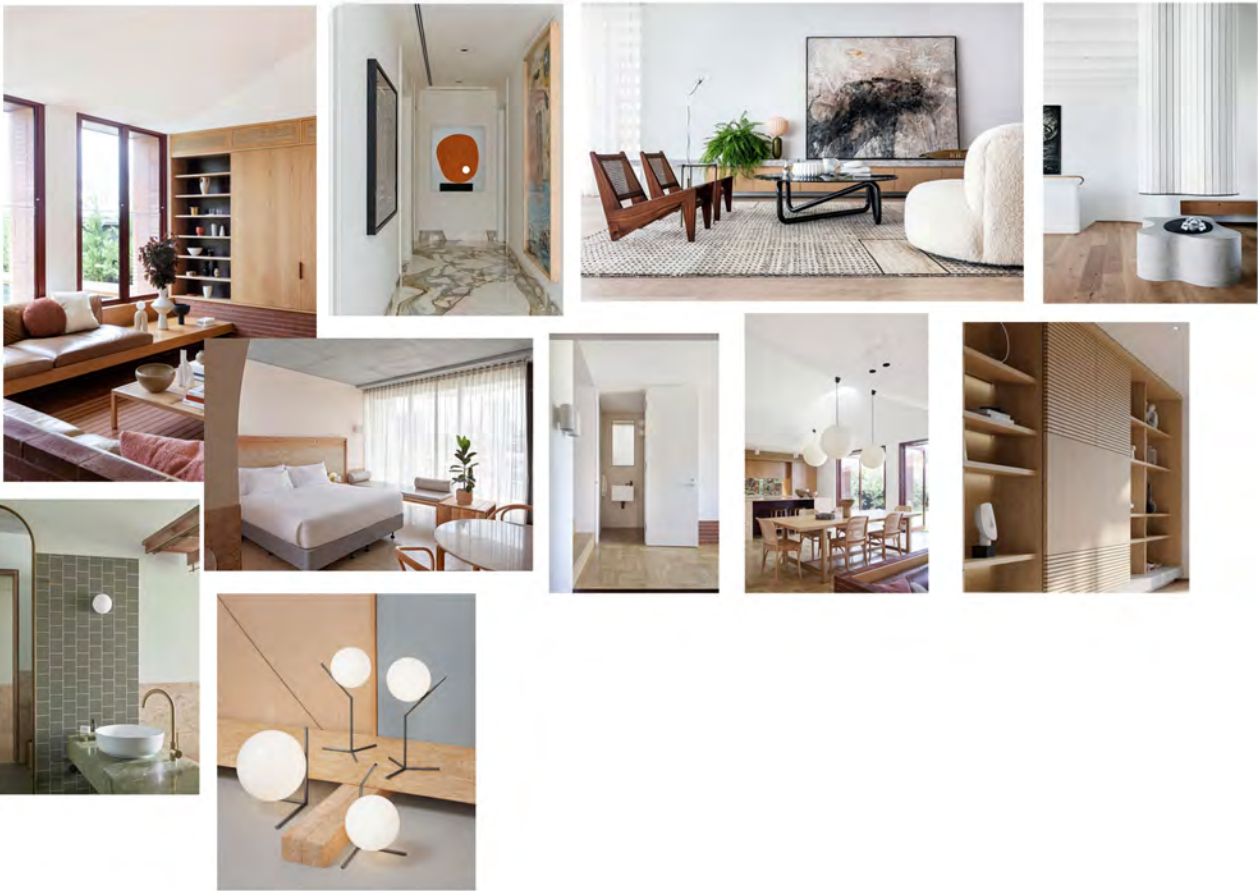
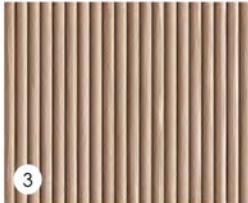
A Neutral palette to fit in with the coastal environment of Forster paired with materials which are robust in nature and authentic in composition such as concrete, textured timber and polished plaster...



Elevation 1



Elevation 2





# FASHION SPREE, ORANGE GROVE, NSW

Sector Type: Retail  
Client: Gazcorp  
Location: Orange Grove, NSW

An existing fashion centre expansion based on an open trading philosophy with a central landscaped and dining precinct offering a unique retail experience of character and activity.





# CLYDE NORTH LIFESTYLE CENTRE, VIC

---

Sector Type: Retail

Client: MAB Corporation

Location: Cranbourne Road, Clyde North, VIC

A quality Homemaker centre with numerous national large format retailers serving the south east suburbs of Melbourne.





# GUZMAN Y GOMEZ CRANBOURNE, VIC

Sector Type: Hospitality

Client: Aventus Group

Location: Cranbourne Homemaker  
Centre, VIC



# OPORTO, VIC

Sector Type: Hospitality

Client: Aventus Group

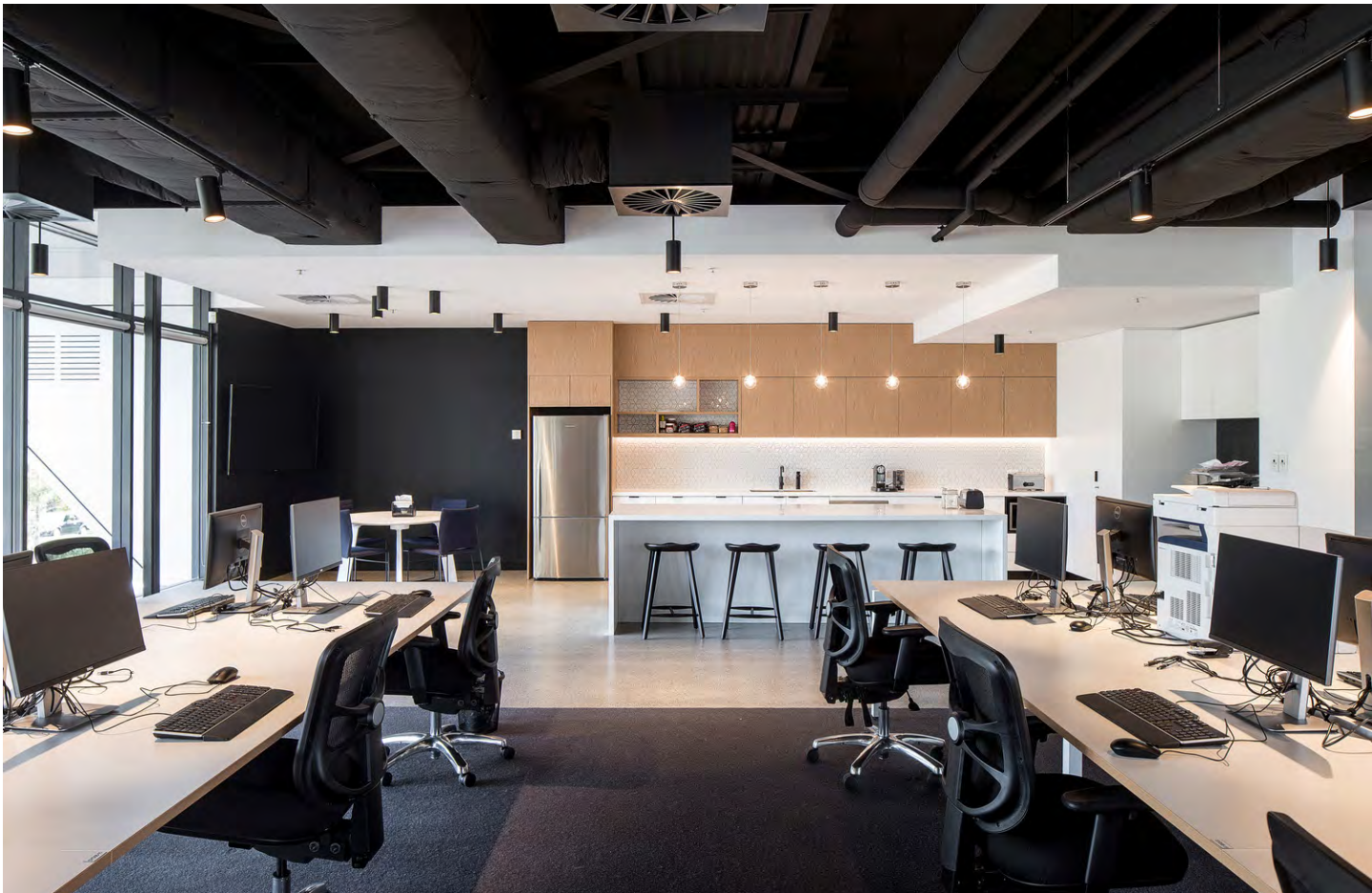
Location: Cranbourne Homemaker  
Centre, VIC





# GOODMAN SATELLITE OFFICE, NSW

Sector Type: Commercial  
Client: Goodman  
Location: Macquarie Business Park, NSW



# GONDOLA DATA CENTRE, NSW

Sector Type: Commercial  
Client: Keppel / i-Seek  
Location: Gore Hill Business Park, NSW





# MASON ROAD, BOX HILL, NSW

Sector Type: Residential  
Client: Wiser Capital  
Location: Mason Road, Box Hill, NSW



# ROCKPOOL APARTMENTS, TUNCURRY, NSW

Sector Type: Residential  
Client: Wakefield Ashurst Development  
Location: Peel Street, Tuncurry, NSW





# YENNORRA DEPOT, NSW

Sector Type: Commercial

Client: Rami Nazzal

Location: Yennora, NSW

The design aims to create a multi-functional collaborative work environment with large breakout areas and E-conference facilities.





# CHADSTONE HOMEMAKER INTERIOR CONCEPT, VIC

Sector Type: Retail

Client: Chadstone Investment P/L

Location: Chadstone Homemaker Centre, VIC



An open floor market design with industrial elements, light timber and bold signage.



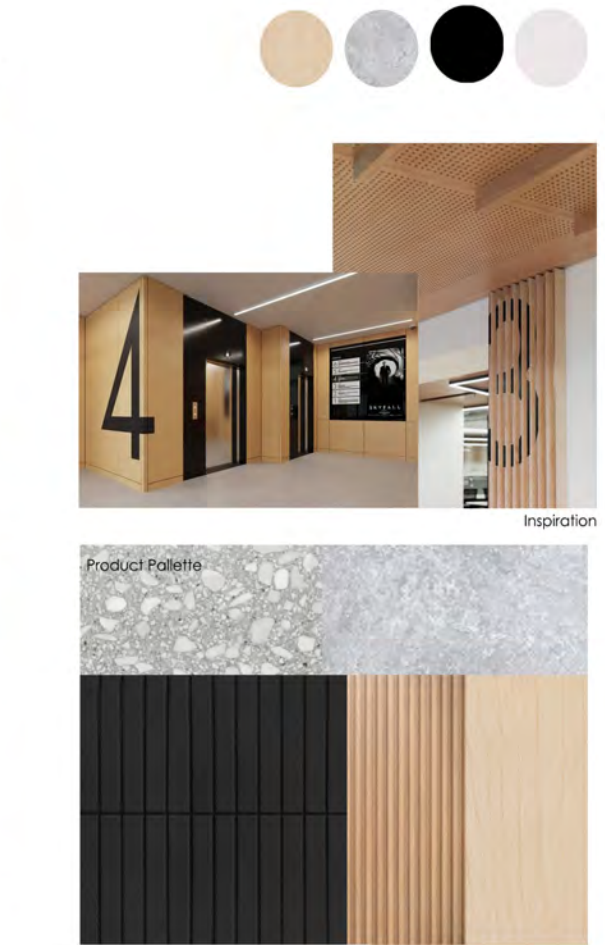
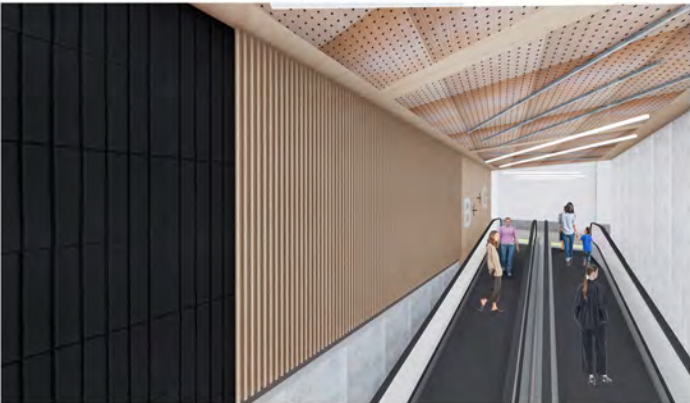
## AMENITIES ENTRY



AMENITIES CORRIDOR RENDERS



## TRAVELATOR





# CHARLIE LOVETT CAFE, NSW

Sector Type: Hospitality

Client: Sam and Naz Nasser

Location: Baulkham Hills, NSW



# NORTHPOINT COMMERCIAL OFFICE BUILDING, ALBURY

Sector Type: Commercial

Client: Zauner Construction Pty. Ltd

Location: Griffith Road Lavington, NSW





IKEA, AUSTRALIA & CHINA





# IKEA AUSTRALIA & CHINA

Leffler Simes Architects have worked with IKEA for over 40 years completing numerous stores in Australia and China.

Sector Type: Retail  
Client: IKEA  
Location: Australia & China





50 NORTHWEST OFFICE BUILDING, NSW

---





# 50 NORTHWEST, NSW

---

Sector Type: Commercial  
Client: Cencorp  
Location: Norwest Business Park, NSW

A 7 level A-Grade commercial office building. The office design incorporates an impressive double height entry foyer. Level 7 hosts a large entertaining terrace taking advantage of district views.





COLES CUSTOMER FULFILMENT CENTRE, NSW





# COLES CUSTOMER FULFILMENT CENTRE, NSW

Sector Type: Industrial  
Client: Coles  
Location: Horsley Business Park, NSW

This customer fulfillment centre is a fully automated distribution facility. It has been designed to store a full range of products from frozen to fresh. The design includes areas for food preparation, packaging and delivery. This purpose built building accommodates a bespoke automated materials handling system.









# COLES CUSTOMER FULFILMENT CENTRE, VIC

Sector Type: Industrial

Client: Coles

Location: Truganina, VIC





# ELARA TOWN CENTRE, NSW

Sector Type: Retail

Client: Eildon Capital

Location: Elara Boulevard Mardsen Park, VIC



A village shopping centre comprising of a supermarket, speciality retail, dining spaces, a medical centre, gymnasium, council neighbourhood centre and childcare centre.





CRAIGIEBURN JUNCTION, VIC





# CRAIGIEBURN JUNCTION, VIC

Sector Type: Large Format Retail

Client: Oreana Property Group

Location: Craigieburn, VIC



Leffler Simes Architects were the design architects for this quality large format retail and mixed use development.





ACKNOWLEDGEMENTS





# CONTACT

## DIRECTORS

Chris Goodman  
Managing Director  
csg@lefflersimes.com.au

Stephen Camillo  
sjc@lefflersimes.com.au

Stephen Evans  
sje@lefflersimes.com.au

Rowan Gietz  
rag@lefflersimes.com.au

## FIND US ON



[www.lefflersimes.com.au](http://www.lefflersimes.com.au)



[melb@lefflersimes.com.au](mailto:melb@lefflersimes.com.au)



[www.linkedin.com/company/leffler-simes](http://www.linkedin.com/company/leffler-simes)

## ASSOCIATE DIRECTORS

Stephen Nelson  
sn@lefflersimes.com.au

Ian McNutt  
igm@lefflersimes.com.au

Joe Rotim  
jar@lefflersimes.com.au

Chhean Khoun  
ck@lefflersimes.com.au

Ian Enderby  
ie@lefflersimes.com.au

Mark Lovibond  
msl@lefflersimes.com.au

Ruel Luansing  
rrl@lefflersimes.com.au

Catherine Cheng  
cac@lefflersimes.com.au

## LOCATIONS

SYDNEY  
7 Young Street, Neutral Bay  
NSW 2089 Australia  
+61 2 9909 3344

MELBOURNE  
Level 2, 370 Little Bourke Street,  
Melbourne  
VIC 3000 Australia  
+61 3 9654 6344

BRISBANE  
L5, U39, 131 Leichhardt Street,  
Spring Hill QLD 4000 AUS  
P +61 7 3123 5544

## ASSOCIATIONS



Copyright © 2020 by Leffler Simes Architects

All rights reserved. This book or any portion thereof may not be reproduced or used in any manner whatsoever without the express written permission of the publisher except for the use of brief quotations in a book review.

Leffler Simes Architects  
Level 2, 370 Little Bourke Street  
Melbourne, VIC Australia 3000  
[www.lefflersimes.com.au](http://www.lefflersimes.com.au)

Printed in Australia, 2020