

rcg

WE KNOW
WHAT
IT TAKES
TO CREATE
COMMERCIAL
SUCCESSFUL
ENVIRONMENTS

A unique
combination of the
best property expertise,
research intelligence
and creative design
thinking.

And a clear mission:
to deliver tangible
commercial results.



**This is how
we build fulfilling
partnerships with
inspired clients.**

Clients who are some
of the biggest brands
and corporations,
as well as property
developers, civic
organisations, Iwi,
and small businesses
who want the best
results.

**We are led by an experienced team
who are all owners in the business.**

John Long
MANAGING DIRECTOR



John has vast experience in New Zealand's property industries. He is a registered architect with degrees in both Architecture and Business. His expertise in commercial architecture, master planning and retail consulting is highly regarded. John is an industry leader, expert witness, award winning architect and past awards judge. John manages our property investor and asset owner clients.

johnl@rcg.co.nz
+64 9 966 9271

Desmond Wai
DIRECTOR



With more than 25 years' experience in market analysis, property consulting, negotiation and development management, Des is highly regarded for his property expertise. He is a licensed real estate agent, and has a Bachelor in Property Management and Valuation. Des is a leader in the industry and serves on the NZ Committee of Shopping Centres. Des manages our property clients.

des@rcg.co.nz
+64 9 966 9274

John Lenihan
DIRECTOR



John is a registered architect, property strategist, as well as an award winning designer. He has degrees in both Economics and Architecture. John has a national profile and is sought after for his expertise in commercial architecture and planning; including mixed-use, retail and medium density residential. John manages our residential and mixed-use clients.

johnle@rcg.co.nz
+64 9 966 9272

**And we have talented personnel
in all disciplines.**

John Polkinghorne
ASSOCIATE DIRECTOR



John holds a Master's in Commerce & Economics. His expertise and experience is in property analysis and forecasting. John is widely recognised for his nuanced economic impact assessments and market studies, and in his role as a location strategist. He is also a media commentator and writer for TransportBlog. John manages our research clients.

john.p@rcg.co.nz
+64 9 306 3823

Andy Florkowski
ASSOCIATE DIRECTOR



Andy is recognised as a leading retail designer with international experience that has seen him working on major retail environments and brands across Australasia and Europe. Andy is a retail strategist and consultant, as well as an award winning designer. He has Honours in Interior Design. Andy manages our retail clients.

andy@rcg.co.nz
+64 9 306 3821

Paul Keane
SPECIAL PROJECTS



Paul is a registered property professional with vast experience in New Zealand's commercial property industries. He provides retail and property consultancy including development management to many high profile property groups. Paul is a Judge of the Property Industry Awards and a Life Member of the Property Institute of New Zealand.

paul@rcg.co.nz
+64 9 966 9270



COMPLEX COMMERCIAL NEGOTIATIONS Advice and direct assistance with negotiation of complex transactions, including sale / purchase and lease agreements.	REAL ESTATE AND PORTFOLIO STRATEGY Advice on enhancing property to better support our client's objectives. Analysis and guidance on how to maximise the benefits and returns from a portfolio.	SPECIALIST PROPERTY CONSULTING Expert guidance in specific areas of commercial property retail planning. Aligning property performance with the user experience, to create vibrant spaces that deliver on our clients' business, brand and goals.	COMPLETE PORTFOLIO MANGEMENT We provide a comprehensive service to our clients including management of financial, lease, operational and compliance review of thier portfolios.	PROPERTY AND FACILITIES MANGEMENT Active and tactical program that increases the productivity of a real estate portfolio by reducing costs, minimising risk and increasing end-user satisfaction.	PROPERTY DIAGNOSIS AND DUE DILLIGENCE Reporting, assessment of highest and best use option.
FINANCIAL AND RISK ANALYSIS Feasibility studies and modelling of complex arrangements such as profit share or option agreements.	MARKET INTELLIGENCE AND GROWTH PROJECTIONS Identify growth opportunities, by analysing official and proprietary data. The Retail Sales Model forecasts spending in various categories, and RCG's Development Tracker monitors new subdivisions and other projects.	ACTIVATION AND USE STRATEGY Defining the ultimate positioning of a property or centre, including strategic analysis and modelling of complex catchments.	ACTIVITY PLANNING AND CONSULTING Specialist economic advice on mix, rentals and returns to create dynamic multi-tenanted environments.	EXPERT WITNESS AND CONSULTING Robust professional opinions on economic or architectural issues, for council or court hearings	DUE DILIGENCE Developing a robust understanding of a property before completing a transaction (purchase, sale or lease).
BULK AND LOCATION STUDIES Testing the boundaries of a site. The opportunity to create space that sells and leases.	ARCHITECTURAL DESIGN A full suite of services led by our registered architects, brought together to create commercially vibrant environments. We design leasable buildings that promote the users activity and deliver an appealing ROI.	ADAPTIVE MASTER PLANNING Short and long range planning based on our research, that balances economics and (urban) design to create commercially and socially sustainable places that are enjoyable.	INTERIOR AND RETAIL DESIGN We create interiors to sell products and services as well as creating atmospheres to facilitate interactions. We treat them as one and the same; a unified approach that results in a total design experience.	3D VISUALISATION Working from 3D models, we create attractive renders and flythroughs to clearly convey projects. These are efficient tools to quickly bring a project or development to life.	PROJECT CO-ORDINATION Leadership of projects to ensure they are delivered on time, on budget, to a high quality. Keeping tenant, owner and developer interests in mind.



**It's our insight
led approach that
allows us to form
the best advice.**

Our clients rely on
our specialist property
knowledge to make
crucial property
investment decisions
and support their
business development
strategy.

We work with a wide range of businesses, groups and individuals.

Our people are experts at applying their sophisticated understanding of how property works in a diverse mix of environments.



RADIO
NEW ZEALAND
Te Kōwhiri o Aotearoa

CROXLEY



BLUEHAVEN
MANAGEMENT



Alta
TOWNHOUSES
QUEENSTOWN

THE COLOMBO



ZIERA

STIHL



NGĀI TAHU
Property



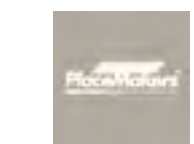
GOLDEN SANDS
PAPARUA BEACH

IKEA

Fraser
Cove



Lance
Lawson.
Barristers and Solicitors.



MĀORI
TELEVISION



Levi's



**We understand
complex
environments**

Our focus is on
creating considered
and engaging spaces
that align with our
clients' business,
brand and goals

MAORI TELEVISION



RAINBOW'S END



THE CHELSEA



BNZ



CLEARLY



KIA



1

1

Farro
the grocer

James & Janene Draper
Auckland

Start-up
brand to
success story.

Farro the grocer

James & Janene Draper
Auckland

Farro approached us as a start-up brand that wanted to showcase New Zealand artisan produce. Farro's store design takes the concept of the farmers' market and then turns it on its head to deliver fresh local produce under one roof for an urban market.

With this concept of the 'artisan farmers' market' for the urban shopper in place, we brought it to life using polished concrete, rough sawn macrocarpa and metropolitan stainless steel joinery; all of which are now signature features of Farro Fresh stores.

From this we developed a unique feature that has quickly become a trademark characteristic of all Farro Fresh stores. Waving goodbye to the traditional supermarket layout, we created a centralised Deli that direct customers around the store, helps orientate the quickly and allows for easy interaction with staff, all notably enhancing the customer journey.

We focused on the heart of the store and put Farro's people at the centre.

The concept has been a winner and since 2006 has helped Farro Fresh grow from one medium sized store to four large stores. And there is more to come.

Farro is on its way to becoming a nationwide success story. We're proud to be part of this achievement.





Start-up brand to success story.

"RCG have been with us since day one so they totally understand our requirements... this [Epsom] is our fourth store in Auckland, so we've been able to work with RCG and build on our learnings to create an optimal layout and shopping experience for our customers."

Janene Draper
Co-founder, Farro Fresh



Leaders:
John Lenihan
Andy Florkowski

Services:
Architecture
Interiors
Retail Consulting
Branding
Research
Property

Awards:
NZRIA VM Award 2016
PCNZ Merit 2014
Monocle Magazine 2014
NZRIA Division 2011
Westpac Business 2011
Metro Magazine 2009

Results:
Highly commercially successful
Rapid year on year growth

2

**Meat
Fish
Wine**

Apple and Pears Group
Chancery Chambers, Auckland

**A sophisticated
revitalisation
of an iconic
heritage space.**



Meat Fish Wine

**Apple & Pears Group
Chancery Chambers, Auckland**

RCG were engaged by Auckland District Law Society (ADLSI) to assist with property consulting work for Chancery Chambers, the century old building they own and occupy in Auckland.

With its copper dome and curved corner façade, Chancery Chambers is a distinctive building that once functioned as a Turkish bath house.

During the leasing negotiations between ADLSI and new tenant Apple & Pears Group, RCG were invited to design the interior fit out for the new restaurant, Meat Fish Wine; a restaurant aims to celebrate local produce. This is a sentiment which we sought to reflect in the design.

We retained the Georgian glass windows in a bid to celebrate the building's 1920s charm, and repurposed a beautiful, sizeable, old safe as a wine cellar. Locally sourced materials include handmade ceramic tiles from Matakana, and bespoke crockery from Peter Collis. The space also features a bespoke chandelier crafted from 600 wine glasses in the shape of a Hei Matu.

The restrooms provide a particularly unique experience; while you wash up at a communal farm-style trough, floor-to-ceiling one-way glass gives you an unexpected view of the dining space.

A sophisticated revitalisation of an iconic heritage space.

The one location offers several dining experiences: choose between the main restaurants, the bar, one of four private dining rooms, or opt for culinary immersion at the Chef's Table.

Meat Fish Wine brings something fresh to the Auckland scene and been celebrated as one of the best new high end dining environments in Auckland, and RCG are proud to have been an integral part of the process.





“Meat Fish Wine is worth visiting just to check out this room, suddenly one of the best high-end dining environments in the city. I’m not sure what you’ll make of the toilets, which are unisex and call on you to wash your hands at a giant window looking out on the other diners. Only when you leave do you realise the glass is one way...”

Jessie Mulligan
Viva



Leaders:
Andy Florkowski
Desmond Wai

Services:
Interiors
Property

Results:
Highly acclaimed in media
Delivered on budget
Successfully celebrates
heritage components and
local design

Rotorua Central Shopping Centre

Pukeroa Oruawhata Holdings Limited
Rotorua

Rotorua Central is a 48,000m2 regional shopping centre located adjacent to Rotorua's CBD. The site was first recognised in the early 1990's, a 14Ha abandoned railway yard, in a town with a poor consumer demographic and a limited retail offering.

It was a challenging opportunity to unlock the financial value of the site. We researched the market to determine the visitor and residential spending potential in the region. Then working with the lwi owners, we developed an approach to master planning that would create benefits not only for a diverse mix of CBD retailers, but also the site's owners.

Over the past 20 years to the present day, RCG has not only managed the development process, but also designed Rotorua Central throughout its various phases.

Importantly, Rotorua Central has achieved its objective of attracting a range of national retailers. The value of the site has increased, such that bank funding was realised, all of which significantly reduced calls on cash from the owners.

From an abandoned railway yard to a powerful regional shopping destination.



For over 20 years RCG has worked side by side with Pukeroa Oruawhata to help achieve their goals.

"Pukeroa Oruawhata Holdings have worked with RCG for over 22 years. Thanks to their property and architectural skills, and effort, we now have one of the largest privately owned shopping centres in the country. What we like about RCG is that they listen and deliver results, both commercially and creatively."

Malcolm Short
Chairman, Pukeroa Oruawhata Holdings Limited



Leaders:

Paul Keane
John Long
John Polkinghorne

Services:

Architecture
Master Planning
Interiors
Retail Consulting
Branding
Research
Property

Results:

National brands
100% leased
Commercially successful
Rapid year on year growth

4

Paul Keane Gymnasium

St Mary's College
Auckland

A cutting edge
gymnasium
delivered
under budget.

Paul Keane Gymnasium

St Mary's College
Auckland

RCG manages a number of St Mary's College's building projects. Following the recession in 2008 it was identified that the college's development programme would need to do "more with less" if it was to continue.

A strategic review of the college's master plan and development priorities highlighted a need for an innovative approach to pricing, designing and constructing new buildings. The result was a more compact master plan and the prioritisation of new builds to match both the college's roll expansion and their mission.

An innovative partnering, procurement and design process has meant that significantly more teaching space is now being delivered to tight budgets, with no loss of architectural quality.

After the completion of the first new build of the revised plan (a nine classroom block) RCG began work on an assembly facility that would give shape to the courtyard at the heart of the school.

The new Paul Keane Gymnasium at St Mary's College is strategically designed to get the best from functional needs and structural solutions. With its monumental frontage and open edges, this multi-purpose gymnasium defines the courtyard at the heart of the school, bringing with it activity and energy.

A cutting edge gymnasium delivered under budget.

The design is a formal a response to the sloping landform and the existing collection of buildings on site. Views across Auckland city, the harbour and the rest of the college have been preserved by building into the slope. These vistas provide a sense of place, connecting the students and staff to their city and community.

St Mary's College now has a cutting edge gymnasium with a range of capabilities including a competition standard international basketball court and five flexible classroom spaces, all designed to enhance student learning and physical education.



A prioritisation of new builds to match both the college's roll expansion and their mission.

"I have been asked by the Board of Directors at St. Mary's College and the whole St. Mary's community to convey to you that they are absolutely thrilled with the new gymnasium – it is just stunning, the spaces are wonderful and generous and light, and it is a truly magnificent piece of international architecture which will be a wonderful building for generations of students."

Carmel Molloy
Secretary, Board of Directors SMCL



Leaders:
John Long

Services:
Architecture
Master planning
Research
Property

Awards:
PCNZ Excellence 2014
NZCPA Silver 2015

Results:
Delivered under budget
International standard court
5 flexible learning spaces

5

Alta Townhouses

Twenty Twenty Property
Queenstown

A new
suburban
village at the
foot of The
Remarkables



Alta Townhouses

Twenty Twenty Property
Queenstown

Twenty Twenty Property enlisted RCG to develop the architectural design for a residential project in Queenstown.

We created Alta: a suburban village providing flexible housing options based on sustainability, innovation and a strong sense of place. This is a medium density development that maintains a suburban scale, and the feeling of a neighbourhood.

With a modern palette Alta utilises materials that capture the alpine character of Queenstown. Sixteen two and three bedroom homes sit on a site plan that is permeable, open and planted, with private courtyard gardens that have an outlook towards the Remarkables.

Buyer interest in the development has been exceptional, with all townhouses purchased off the plans prior to construction commencing.

A new suburban village at the foot of The Remarkables





Alta was 100% pre-sold and at completion was selling 40% above list price.



Leaders:
John Lenihan
Andy Florkowski

Services:
Architecture
Master Planning
Interiors
Property
Research

Results:
100% Pre-sold
Stage 2 planned

AMI

Insurance Australia Group
New Zealand Wide

Leading the market with their brand initiative, AMI is about people helping people. Locally focused, they aimed to be the first social, trustworthy, easy and helpful insurance offering. AMI approached RCG to help to make real their aspirational brand positioning and take their retail operation to the next level.

We began by undertaking several research projects, including a strategic analysis of their store performance at a national and regional level. The retail strategy we subsequently developed uses AMI's same network costs and same staff resources; but across more locations with more sales growth opportunity.

From there we reviewed their store format and identified goals for a new customer experience model. Realising AMI needed to provide their customers with a retail experience that is simple, relevant, inspiring, transparent and valuable, we shifted the culture and structure of the stores from distribution to retail; focusing not on products, but on people.

So with a clear brief in mind we designed an insurance store environment and offer that reflected AMI's customer aspirations, along with a personal 'curated retail' offer, a mapped customer journey based on life stages and touch points, and a visual system that expressed the brand personality.

Face to face insurance at its very best.

The resulting environment is surprising and relevant with a retail-like intensity. AMI are on their way to becoming the best "face-to-face" insurance offering in New Zealand.

After the successful completion of the Takanini flagship store, RCG began the nationwide roll out of the new look stores.

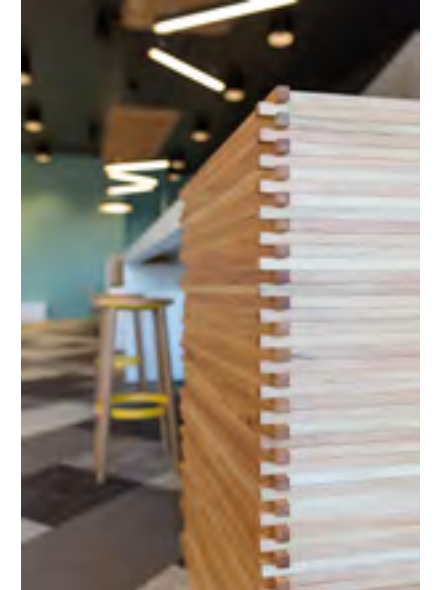
AMI is an example of how a large corporate, with 68 branches and 21 agencies throughout the country, wanted to become more of a retailer, able to offer engaging service in an relevant, content rich environment.



Our design decisions were informed by strategic analysis at both the national and regional level.

“Our new site at Takanini looks just great, please pass on our thanks to the RCG and Dimension shopfitters teams. Your teams have delivered excellent service and have been a pleasure to work with. This has validated the decision in my mind on the RCG partnership, to assist AMI to deliver the best ‘face to face’ retail insurance network in New Zealand.”

Ray Goodger
IAG



Leaders:

John Lenihan
Andy Florkowski
John Polkinghorne

Services:

Interiors
Retail Consulting
Branding
Research
Property

Results:

Market first initiative
Upturn in sales
Award winning

Awards:

NZRIA Division 2014
NZRIA Graphics 2014
NZRIA Colour 2014
Best Design Bronze 2014

PROBLEM
PARTNERSHIP
RESEARCH
ANALYSIS
OPPORTUNITY
IDEA
FEASIBILITY
STRATEGY
CREATIVITY
SOLUTION.



Get in touch.
Together we
can reveal the
commercial
potential of
your property.

T +64 9 303 1501
E hello@rcg.co.nz

RCG Limited
11 Cheshire Street
PO Box 137313
Parnell 1151
Auckland

T +64 9 303 1501
E hello@rcg.co.nz

rcg.co.nz



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constructive
thinking,
delivered.