

# Architect and Builder

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# Oxford Parks

## BY INTAPROP

**A**s the developers of Oxford Parks, Intaprop understands the importance of taking the varying needs of visitors and tenants into consideration, and applying their expertise to create value by means of the design, construction and operation of a sophisticated and integrated precinct. This is obvious in the environment already achieved in the completed first phase and the designs for the second phase which is in its eighth month of development.

Every development within Oxford Parks benefits from the unique implementation of innovative solutions and advanced technologies synonymous with Intaprop – a privately owned company established in 1990 and recognised as one of South Africa’s leading developers of New Urban Living. In conjunction with

state-of-the-art tools, progressive strategies and access to some of the most passionate people in the industry, Intaprop’s commitment to tenant relations ensures an enhanced lifestyle experience within a uniquely compelling urban environment.

Oxford Parks is a safe, highly accessible and modern environment, as well as a powerful catalyst for green development thanks to its minimum standard of 4-Star Green Rating in terms of the GBCSA standards. Oxford Parks will incorporate eco-friendly innovations and advanced building management systems to create ample green public spaces, outdoor resting spaces and reflection areas and piazzas – all linked with beautifully landscaped pedestrian walkways. Every element of Oxford Parks’ master plan introduces a harmonious approach to blending business with life and leisure.







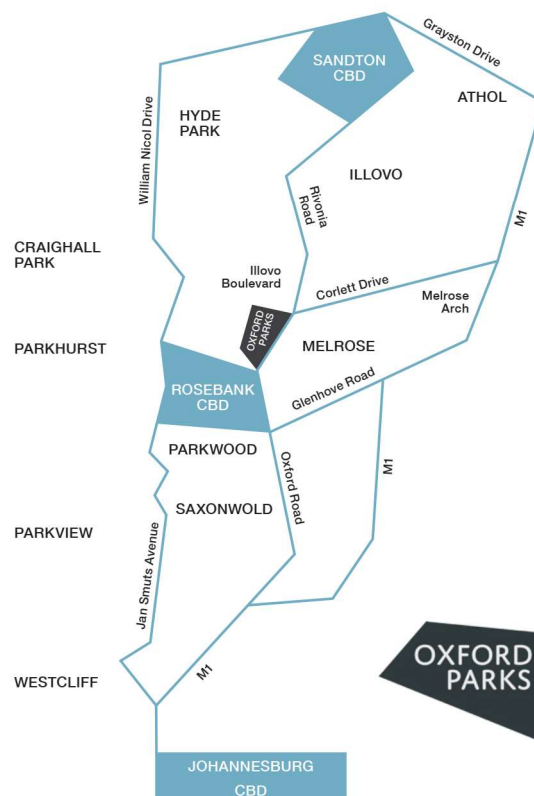
The precinct is pedestrian-centric, prioritising the tenant infrastructure, with the emphasis on extending Rosebank's walkability. The first stage of Oxford Parks represents just 10% of the entire development that in the next few years will connect Rosebank with nearby Illovo via a walkable, secure and green lifestyle precinct. Stretching all the way along Oxford Road from Jellicoe Avenue in Rosebank to Bompas Road on the edges of Illovo; when completed Oxford Parks will encompass more than 100,000m<sup>2</sup> of residential space and more than 200,000m<sup>2</sup> of P-Grade commercial space, including offices, restaurants, cafes and hotels. An emphasis on people has ensured that the precinct has been designed to relate to its environment at a more human scale. Not reaching heights of more than eight floors and accessible directly from the street, the precinct is further enhanced by landscaped public spaces and mature trees transplanted from the original properties on the site. Accommodating all parking in basements has shaped a high street activated ground floor where restaurants spill out and public spaces merge, creating a welcoming environment.

#### Phase One

The first phase comprises four office blocks and a Radisson RED hotel, covering approximately 35,000m<sup>2</sup>. The buildings in Phase One were designed to complement each other and their respective footprints fit together in a jigsaw puzzle configuration, proportionately occupying the site to enhance the use of the pedestrian precinct.

#### OXFORD PARKS

Through bold yet sensitive design of the buildings, together with the hard and soft landscaping of the outdoor piazza area, a natural environment was created ensuring a blend of live, work and play for the end-user.





199 Oxford



203 Oxford

### 199 Oxford

The precinct and the building in particular aim to be respectful of the public environment. As such, at ground level, the building's edges are set back to give walking shelter and are activated by high street retail and the entrances of the office buildings above. Designed by GLH Architects, the architecture of this 9,200m<sup>2</sup> is modern, humble and timeless with an open and permeable character. Clear glass married with the warmth of natural stone provide for a soft palette of materials.

The attractive wedge-shape design is notable for its glass façades, created with 4,500m<sup>2</sup> of glazing. This design enhances the wellbeing of the building's users allowing ample fresh air, particularly unimpeded access to external vistas looking east over Johannesburg's treed suburbs and plenty of natural daylight. The emphasis of the building is on the Oxford Road façade with the other two façades being downplayed as they are only visible at acute angles through the pedestrian streets of the precinct.

### 203 Oxford

203 Oxford is a premium grade commercial development. Covering 10,000m<sup>2</sup>, the building has four floors with 500m<sup>2</sup> of ground-floor retail space, as well as, a 200-seater auditorium.

The shape and orientation of the site influenced the dynamic form of the building. A small portion of the site faces busy Oxford Road, acting as a landmark within the precinct. Therefore, the front face needed to be an iconic and attractive design. In response to this, dhk Architects introduced a distinct architectural feature – a geometric protruding glass box. Moreover, a large recessed terrace wraps around the top floor with a projecting white roofline podium that provides shade and frames the building.

A large portion of the building stretches along Eastwood Road. In order to reduce the monolithic linear form, two

contrasting façade treatments were introduced. The first includes vertical scattered punctured openings sheathed in glass, while the other is clad in aluminum panels and punctured by horizontal openings. A recess above the vehicular entrance further fragments the building and brings the architecture to a more balanced human scale.

### 4 Parks Boulevard - Radisson RED

The 222-room Radisson RED hotel comprises standard studios and suites in bold designs and features a pulsating rooftop bar and terrace. The contemporary building includes two distinct façades. The east and western ends of the building feature glass curtain walls with offset vertical aluminium cladding, providing a distinctly

#### 4 Parks Boulevard





modern appearance. Meanwhile, the south façade, which stretches along Rosebank Road, features an attractive yet practical face-brick façade. dhk Architects opted for a stack bond in lieu of the traditional stretcher bond, as this creates a series of vertical mortar joints up the building that seamlessly incorporates the movement joints into the vertical pattern. The result is a clean, seamless brickwork façade that can effortlessly take on board the punched framed windows.

## 6 Parks Boulevard

Occupying 3,500m<sup>2</sup>, the 3-storey building is positioned along the new address road, Parks Boulevard. It was therefore essential that the design be unique and eye-catching to passersby. The solution designed by dhk Architects was to establish a distinct façade of fritted glass that features a pattern of trees, inspired by Johannesburg's urban forest. There was a specific focus on the contrast between light and dark frames surrounding the glazed area, which while complementing the glass, keeps the focus and energy on the spectacular glazed façade.

The ground floor includes the entrance lobby and a host of retail spaces designed to activate and engage pedestrians at street level.

## 8 Parks Boulevard

8 Parks Boulevard is a 4,000m<sup>2</sup> development offering P-grade offices and retail space with a 5-Star Green Rating. The exterior, as well as its offices and retail spaces, have a modern look and feel. It is an elegant building on a triangular site framed by the diagonal pedestrian lane and piazza to the east and Parks Boulevard to the west.



8 Parks Boulevard

Despite the challenging site, GLH Architects designed an efficient anvil-shaped footprint adding up to 4,000m<sup>2</sup> on five floors. The office space is multi-tenanted with the ability to subdivide each floor with access from the centre core. Full use was made of the north exposure at the point of the triangle by pulling back the façade and adding balconies, where the top floor is an exclusive outdoor entertainment space on the bustling corner.

On the east and west façades, a combination of stone and plastered elements serve to control sun and light exposure. Natural stone cladding gives warmth and a timeless aesthetic with a strong presence, combined with other modern finishes. Intaprop believes that the quality of finishes results in a high-end product that will age with grace - well into the future of this progressive precinct.

## 6 Parks Boulevard

