

# Rosebank Link

Rosebank Link, located at 173 Oxford Road is set to become Rosebank's skyline newest icon designed by the Paragon Group, this premium office building standing at a total of 15 storeys above ground, has been designed for a total of 18 744m<sup>2</sup> of rentable office area and 1 553m<sup>2</sup> of ground floor retail area; Two basement parking levels, a ground floor public/retail level, five parkade levels and eight storey of offices above the podium level. Given the building's strategic location, Rosebank Link will have direct, convenient and safe access to the Gautrain Station, The Zone and Rosebank Mall.

The east and west façades consist of a composite aluminum-clad shell, with articulated strip windows to allow light and views to filter into every office module. These faceted façades have a visual quality emphasised by the articulated strip windows, which transform from day to night. The flush-glazed north and south façades allow for uninterrupted views over the greater urban area of Rosebank, a signature visual that will have imposing presence on the skyline.

The backdrop to the façades is a smooth and glossy flat finish that transforms itself into the underbelly of the building. An organic vaulting architecture of the underbelly, raises the building from the ground allowing users to traverse an unimpeded thoroughfare between the Gautrain Station and the shopping area.

At the heart of the building is a multi-storey, enclosed, north-facing atrium fashioned to capture the sunlight filtering down into a unique fluid underbelly of the ground-floor thoroughfare. This creates a conduit for a combination of green walls and indigenous planting brought to life in executive roof gardens, podium-level gardens and parkade wall gardens that allow for a tranquil environment not normally afforded in multi-storey buildings.





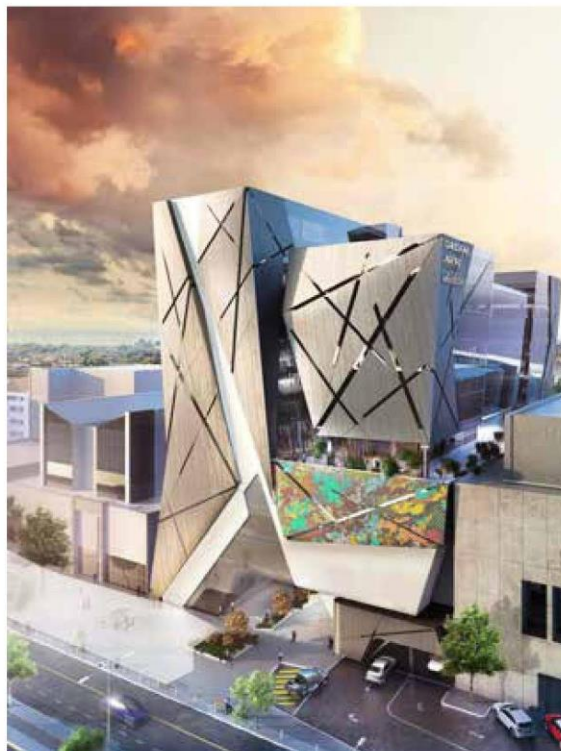
Paragon had to pay particular attention to the surrounding area and infrastructure linkage opening, together with the many factors that had to be taken into account during the design, from budget to programme. "Once those parameters were understood, it allowed us to set a broad concept. Those parameters were then inputted into 3D parametric modelling process that assisted in the visualisation of a concept refined ultimately to meet all design conditions" explained Wesson of Paragon Architects.

From an older office node to a mixed use precinct, Rosebank Link is designed and will be operated in an environmental and sustainable manner. The passive building design techniques target a Four Star - Green Star rating with an environmentally friendly and sustainable design. Redefine Properties will be creating a healthier and more productive environment.

This premium grade office space comes with smart metering throughout motion sensor based on internal lighting, backup water and full







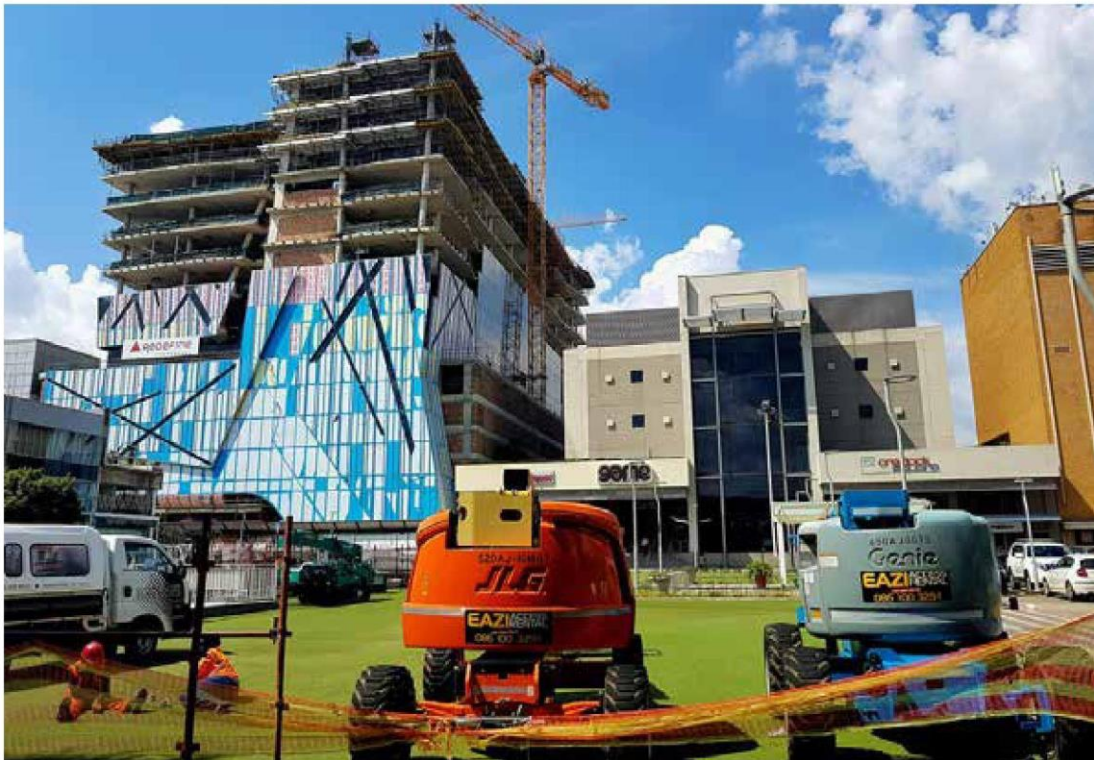
back up on-site power. Tenants looking to move out of their outdated and inefficient office spaces have a modern and environmentally friendly building. The building is also designed to get a great deal amount of daylight; the conventional concrete roof slab and soft roof over the atrium with skylights will complement the installed energy and resource efficient HVAC systems.

“The building showcases the corporate values and identity of Redefine Properties, which we achieved by our finely-honed ability to value engineer and design without the monotony often associated with corporate office design” concluded Wesson.

#### **About Paragon**

Paragon, established in October 1997, is an internationally-active design business, based in Johannesburg. We deliver commercial architecture, master-planning, interior design, and space planning to visionary clients in all property sectors, from retail to residential and education.





We are committed to global urban development; we are able and agile, elegant and efficient planning form the core of our designs. Paragon is flexible and diverse in its approach to design. Each project is unique and not driven by style, but by lifestyle and a response to user needs. We understand the needs of our clients, and know how to generate ever new architectural forms in a competitive property market.

We are known for hands-on engagement with all opportunities present in the modern global building industry. The true measure of our skill is our ability to engage at all levels and with all players that make up the colorful world of construction and property development. Our buildings look forward. We embrace the future, because we will be a part of it - part of its problems and responsibilities, and part of its great freedoms and achievements.

