

chowhill

FROM COMPLEXITY / TO CLARITY



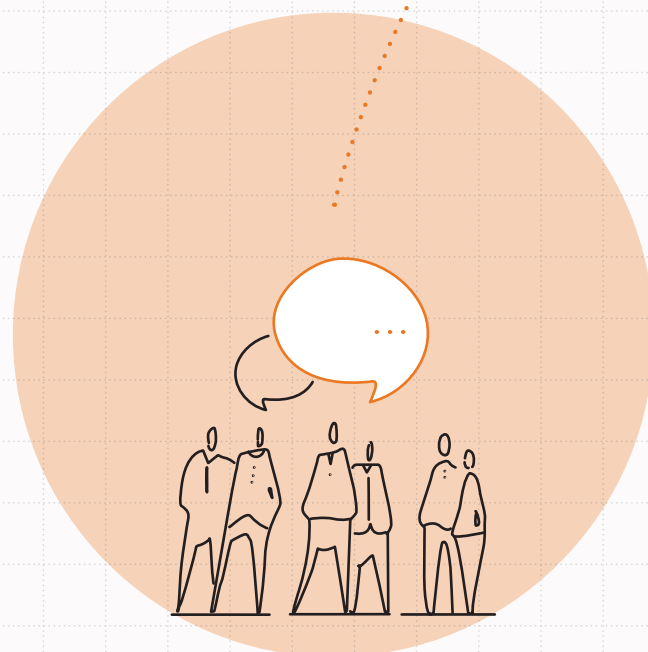
chowhill.co.nz/advisory

STRATEGIC
DESIGN
/ ADVISORY





WHY CHOW:HILL?



Chow:Hill is uniquely positioned to help our clients cut through complexity, transforming uncertainty into clear decision-making.

We bring together design expertise, architectural and asset management insight, and stakeholder engagement strategy to help organisations reduce risk, support business objectives, optimise capital investment, and make confident decisions.



Sector Expertise

- Health
- Education
- Workplace
- Industrial
- Hospitality
- Commercial
- Urban & Civic Spaces

Our Services

- Strategic Briefing
- Business Case Support
- Investment Testing
- Feasibility Studies
- Stakeholder Engagement
- Master Planning
- Spatial Strategy
- Workplace Strategy
- Campus Planning
- Modelling Scenarios
- Asset Consolidation
- Implementation Roadmaps
- Asset and Portfolio Strategy



ABOUT

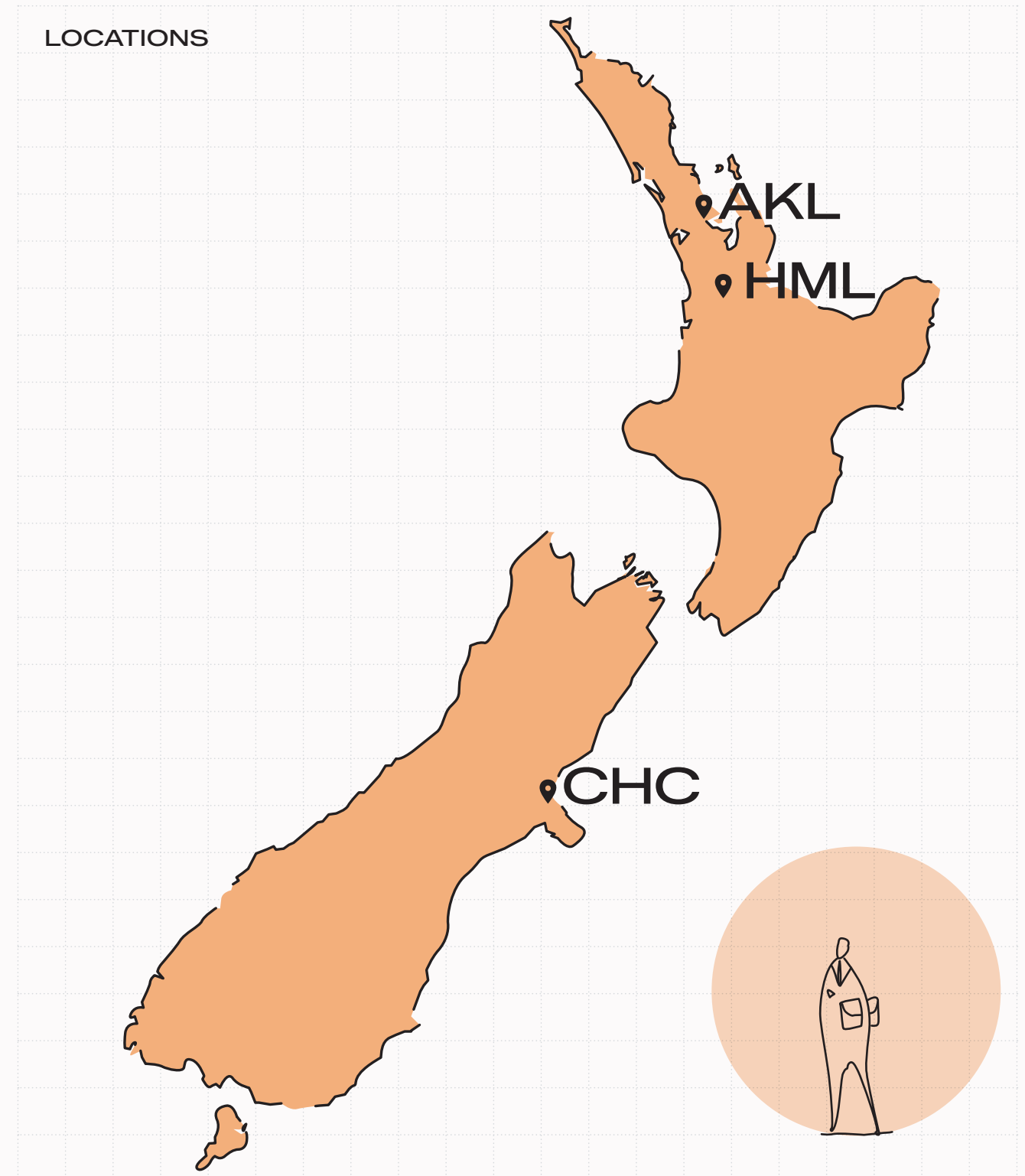
Established in 1992, Chow:Hill is recognised as one of Aotearoa New Zealand's leading design practices.

Chow:Hill has a strong reputation as creative strategic thinkers and collaborative project partners. Our team deliver with agility, at scale, nationwide, from our three studios in Hamilton/Kirikiriroa, Auckland/Tāmaki Makaurau and Christchurch/Ōtautahi.

Chow:Hill's success comes from building strong and lasting partnerships based on trust, collaboration, and mutual respect. Our team is made up of dedicated industry experts, strategic thinkers, creative designers and emerging talent, with extensive expertise across a range of sectors.

Experience has taught us that the greatest project success, and long-term value, comes from investing early in strategic design thinking. We apply an intentional, disciplined approach that strengthens decision making around major investments, helps navigate complexity with clarity, and ultimately uncovers opportunities others may overlook.

LOCATIONS





AT A GLANCE

30⁺

YEARS OF EXPERTISE

Proven track
record of delivering
exceptional results



COMMITTED TO HEALTH & WELLBEING

Delivering critical
projects across
all major hospital
sites nationwide,
in collaboration
with HealthNZ

47

TALENTED PROFESSIONALS

A strong, experienced
team driving innovation
and excellence



3

STUDIO LOCATIONS

Delivering true
national reach from
Hamilton, Auckland
and Christchurch

WORKPLACE TRANSFORMATION

Trusted by some of
New Zealand's biggest
brands to create inspiring,
productive workspaces



COMMUNITY IMPACT

Delivering
meaningful
projects in
partnership with
local councils
from Waikato
to Tairāwhiti



70%

WORK FROM REPEAT CLIENTS

Nurturing enduring
partnerships founded
on long-term
relationships, trust
and consistent delivery

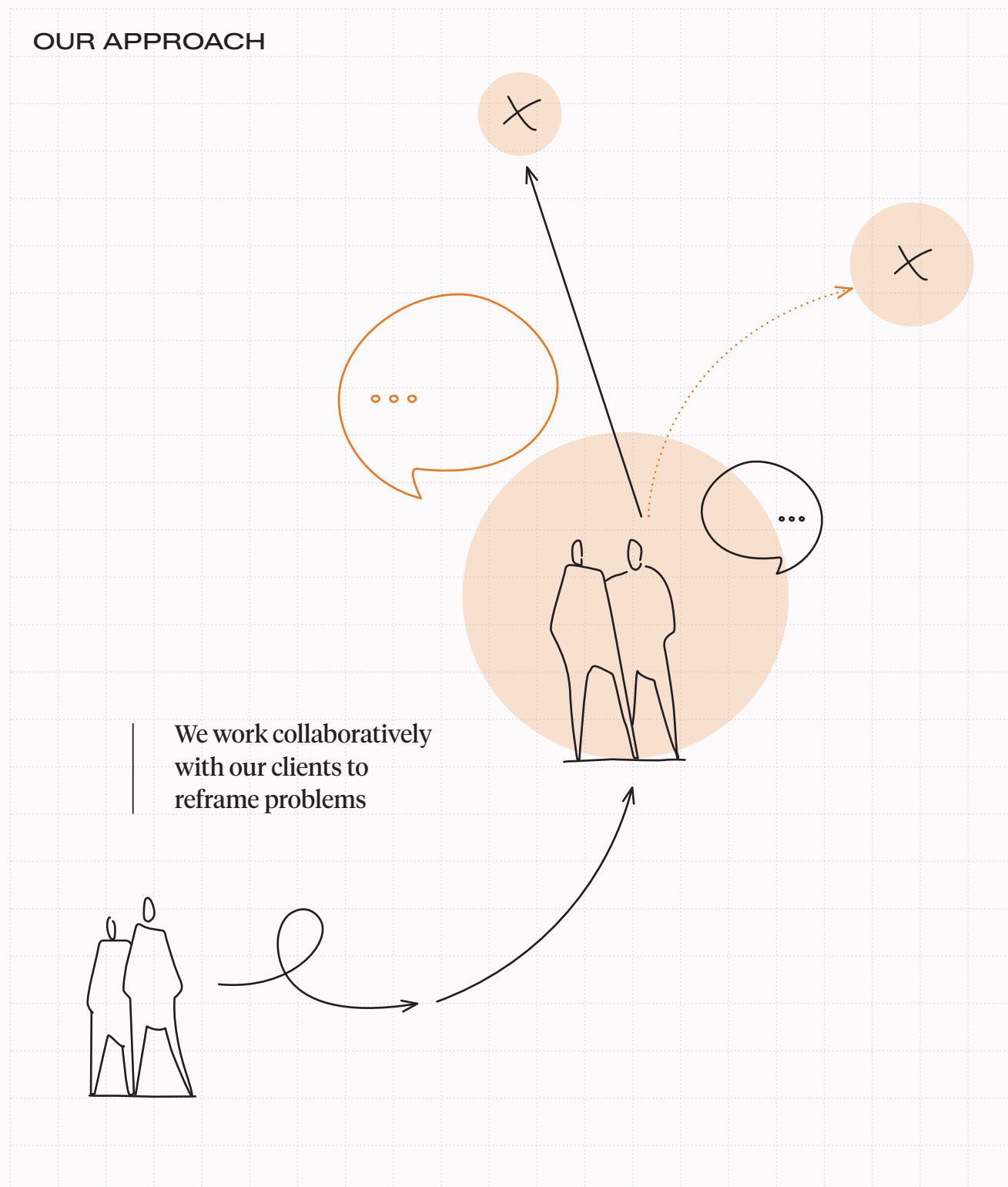


SHAPING THE FUTURE OF EDUCATION

Trusted project
partner for campus
transformation
across eight of
Aotearoa New
Zealand's leading
tertiary institutions



OUR APPROACH



Gain clarity before you start:
Engaging our expertise early gives
you the clarity needed before making
critical decisions.

Invest with Confidence

Our strategic approach helps you avoid investing time, money, and energy into solutions that may not genuinely serve your organisation. Our team partners with you to uncover the real challenges, explore and test viable pathways, and shape options that are both practical and future focused so every step you take is informed, intentional, and aligned with your long term goals.

Strategic Design doesn't always lead to building something new. Often, it reveals opportunities to optimise existing assets, operations or systems, delivering better performance and return without unnecessary capital spend. Our focus is always on what delivers the greatest value for your organisation.

Increase Engagement

We know that strategic design succeeds when it is collaborative at every stage. By engaging key stakeholders, clients, consultants and communities, we bring a human centred focus that balances people, purpose and organisational goals, from commercial and operational requirements to social and environmental aspirations. Our commitment is to deliver the most effective and meaningful outcome for your organisation.

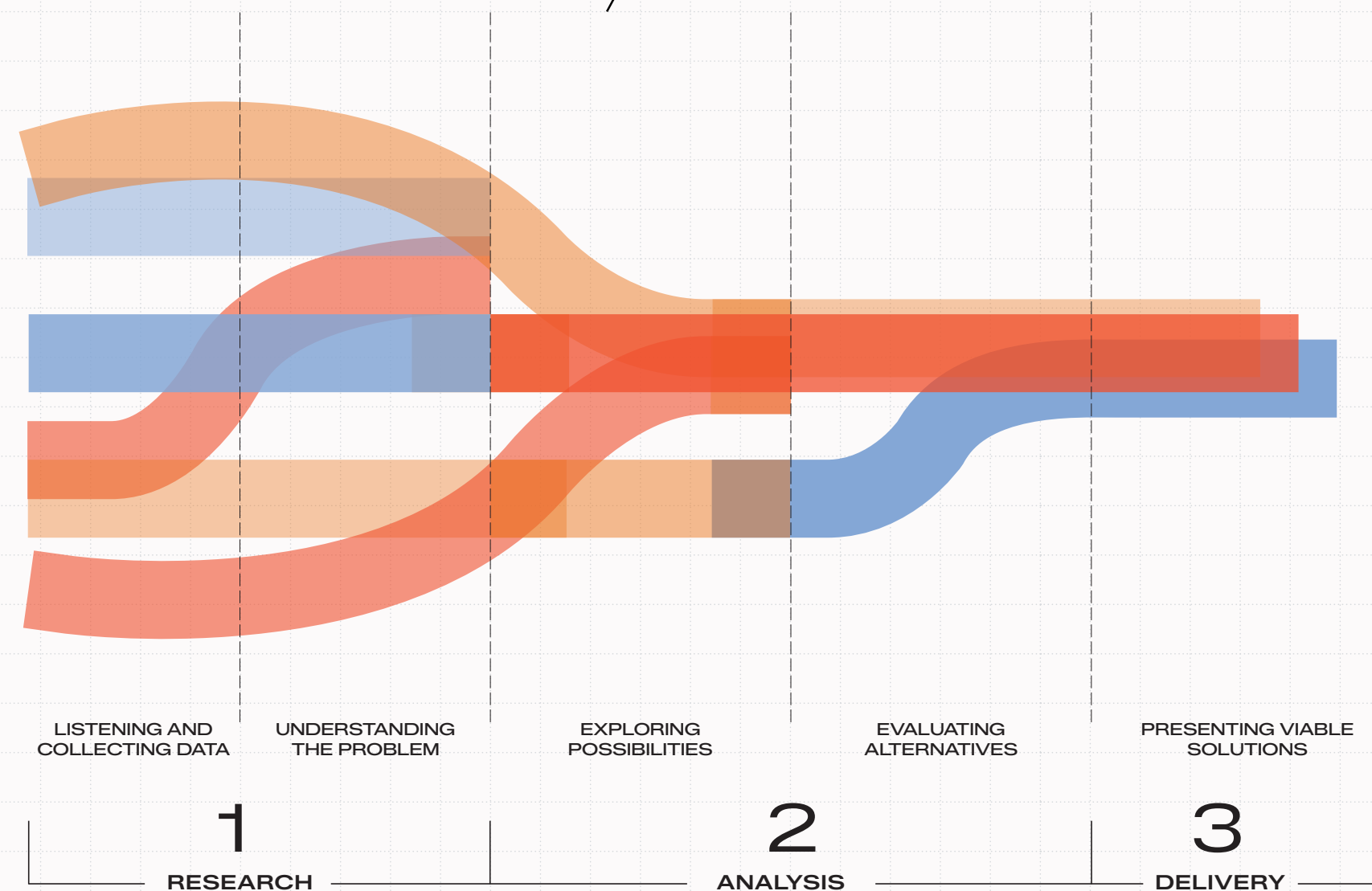
Reduce Risk

We apply strategic design thinking, a nonlinear, iterative methodology that brings a human-centred lens to solving complex challenges.

Through this process, we reframe problems, understand the human needs at the heart of each challenge, and gain clarity by prototyping, testing, and validating a broad range of ideas.

Whether assessing high level project feasibility, navigating asset management issues, shaping master planning strategies or defining a clear and purposeful project brief, the result is a set of well considered, actionable pathways tailored specifically to your needs. This approach reduces risk and uncertainty and is grounded in strategic insight.

METHODOLOGY



We apply strategic design thinking to uncover the specific opportunities within your organisation.

Chow:Hill's process moves through three key stages: research, analysis and articulation.

Research

We begin by actively listening, asking the right questions and gathering comprehensive information across all aspects of a current challenge or potential project. Throughout this stage, we maintain proactive, transparent communication, ensuring shared understanding from the beginning.

Analysis

We then analyse and translate this information to explore possibilities, narrowing options through careful evaluation, whether this be a workplace review, site test for fit, or brief development. Rapid iteration enables us to test alternatives quickly and collaboratively identify solutions that support confident decision making, all while keeping communication open and continuous.

Delivery

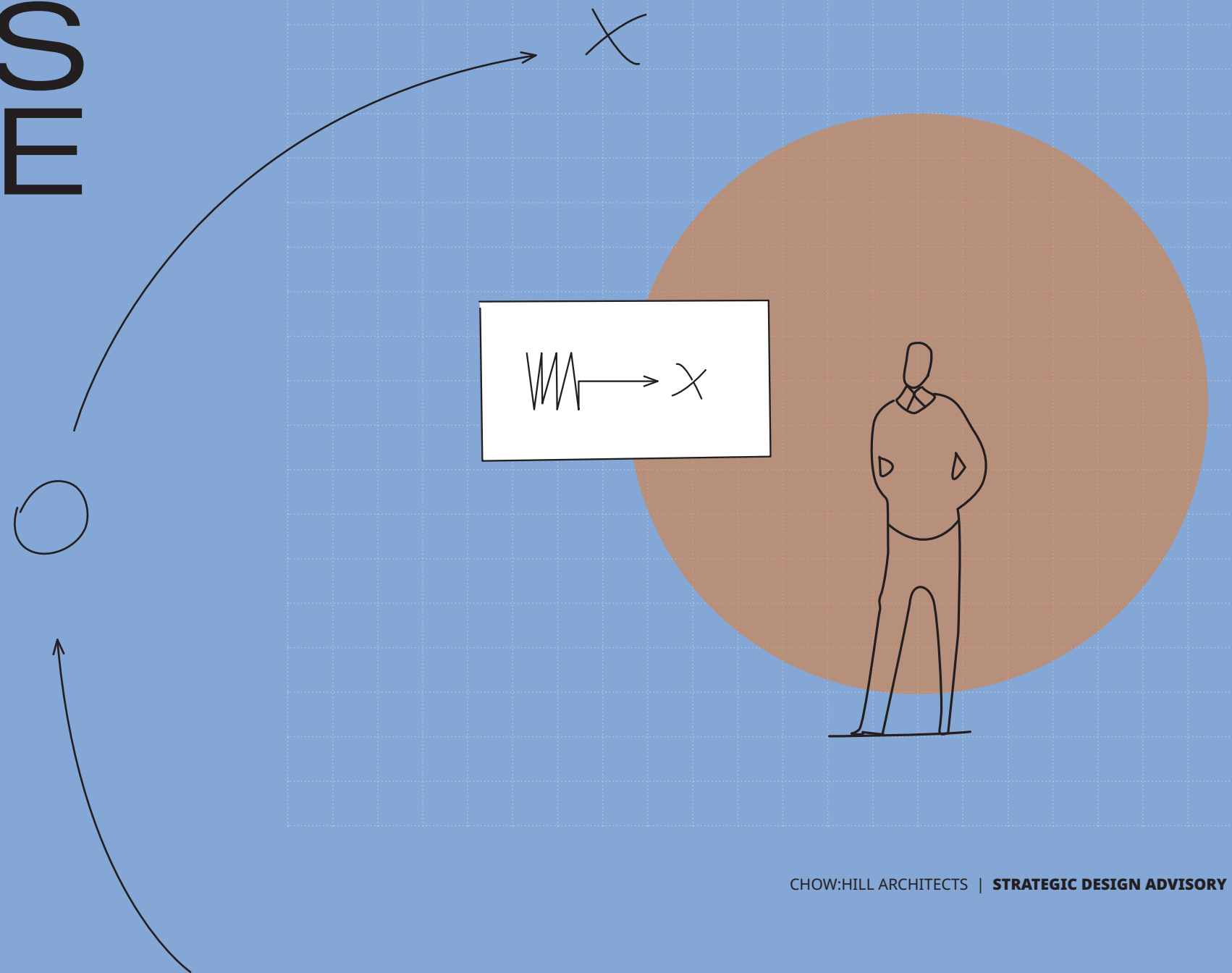
Finally, we present potential strategies clearly and visually, bringing ideas to life so you can easily understand, compare, and select the pathway that best supports your organisation's direction.



CASE STUDIES

HOW IT /WORKS IN PRACTICE

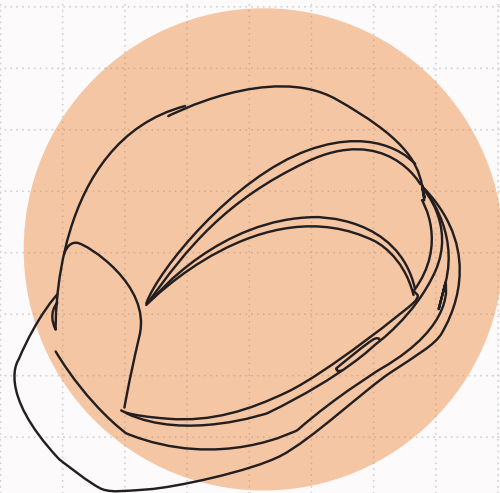
Strategic Design Advisory



CASE STUDY

Is a new site — THE SOLUTION — OR A COSTLY DISRUPTION?

How strategic design turned
an industrial challenge into
a blueprint for the future



SECTOR SPECIALIST

Brian Rastrick

Automotive, Industrial
/ Urban & Civic

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When the dispersed layout of the existing industrial operations led to growing production inefficiencies, safety concerns and poor traffic flow between departments, the client knew it was time for change.

Challenge

A new greenfield site presented the opportunity to reimagine how the business could operate more safely and effectively, while envisioning future growth. Chow:Hill partnered with a leading property developer to explore the relocation of a multi-site facility in the manufacturing and logistics industry.

Our team was engaged to develop a bold relocation and optimisation strategy, to be prepared within a compressed timeframe, to align with board meeting decision-making.

Our approach

We began with a targeted research and analysis process involving briefing sessions facilitation, onsite evaluations, stakeholder and user consultation. Using relational and flow diagrams, we explored space colocations and identified how departments could best connect to support seamless operations and communication.

Outcome

The outcome of this process was a strategic facility development plan designed to consolidate multiple locations into one purpose-built, efficient site. The plan included spatial layouts, tested for future growth, with a focus on improving workflow, and long-term operational performance. The planning strategy was accompanied by a high-level cost analysis.

The process was completed within a three-week timeframe to align with the client's board meeting schedule, delivering an evidence-based proposal that enabled confident decision-making and a clear pathway forward.

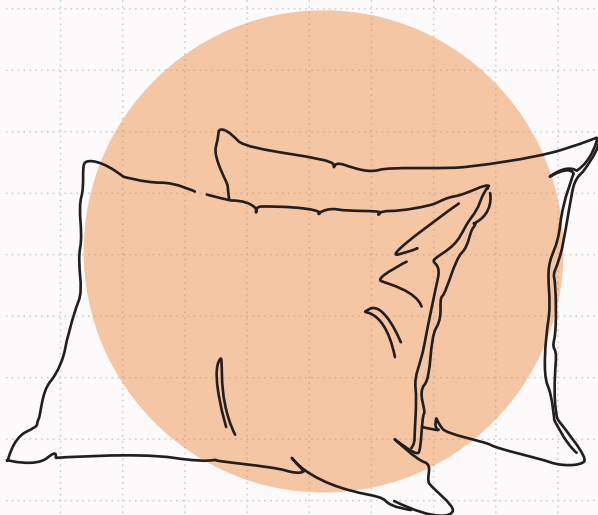
METRICS OF SUCCESS

TIME EFFICIENCY	Masterplan and analysis delivered within a tight timeframe
DESIGN EFFECTIVENESS	Consolidation of dispersed facilities to optimise use of assets and operational flows
CLEAR GOVERNANCE	Enabled confident strategic decision-making for governance
COST ANALYSIS	High level cost analysis to test for fit and feasibility
GROWTH DIRECTION	Strategic facility masterplan diagrams aligned with future growth projections

CASE STUDY

Is maintenance AN EXPENSE / OR A SMART INVESTMENT?

How a hotel future-proofed
its investment without
losing a day



SECTOR SPECIALIST

Rajan Hira

Aged Care & Multi-Unit
Residential

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When an established hotel in a prime location presented an opportunity for renewal, and faced the costly prospect of a roof refurbishment, the challenge extended beyond just maintenance.

Challenge

Big decisions come with pressure to act fast, but rushing can be costly. Chow: Hill's strategic design approach turned regular maintenance into an opportunity to evaluate how the hotel could manage the change strategically, without compromising daily operations or revenue.

Our approach

Recognising that rooms beneath the roof would be temporarily out of commission, we encouraged the client to view the project

as an opportunity rather than a disruption. We explored two distinct pathways of action. One considered a vision for the future where the works could support a possible expansion, perhaps increasing the total number of guest rooms. The other pathway proposed making the minimum repairs required, while considering the pros and cons of deferred investment as a viable alternative.

Outcomes

Working closely with the client, a building surveyor and design consultants, we facilitated a structured feasibility and design review. Multiple development scenarios were modelled, from simple patch repairs to full-scale redevelopment. We provided the client with cost estimates from two contractors and resource consent considerations.

This process clarified the financial and operational trade-offs of each approach, equipping the client with the insight to balance immediate needs against long-term returns. Ultimately, the hotel chose a temporary, prudent, lower-cost solution, preserving capital and keeping future growth firmly on the horizon.

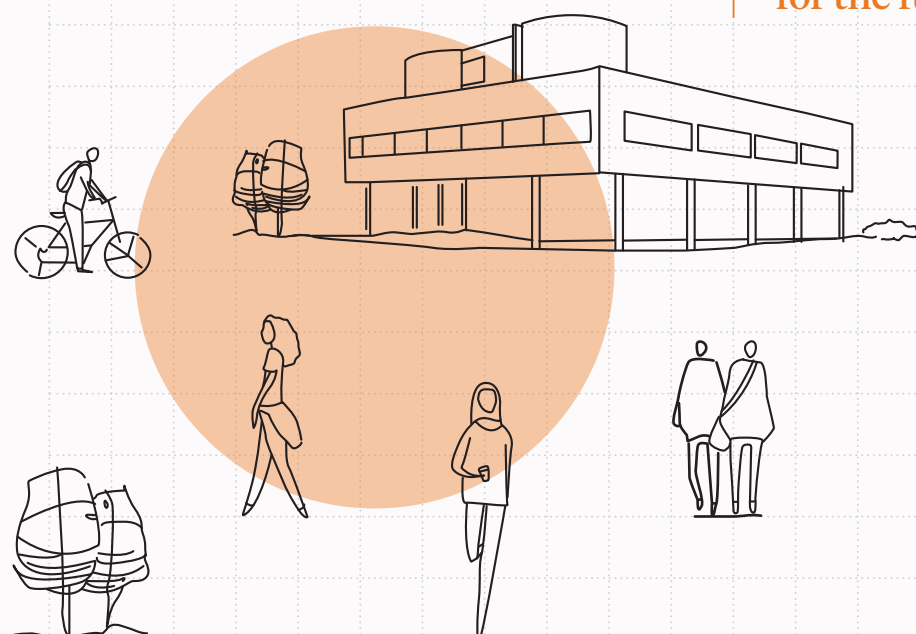
METRICS OF SUCCESS

CONTINUOUSLY OPEN	Zero days of operational downtime during the assessment and planning phase
COST EFFECTIVENESS	Cost reduction achieved by deferring non-essential structural works
VIABLE PATHWAYS	Two development pathways modelled for financial and spatial optimisation
FUTURE PLANNING	Clarity on future asset investment options through structured analysis

CASE STUDY

How do you keep YOUR CAMPUS / FUTURE-FIT?

How a new blueprint
prepared a tertiary campus
for the future



SECTOR SPECIALIST

Jane Hill

Tertiary Campus Strategy,
Master Planning &
Learning Space Design

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When a tertiary institution faced the challenge of reshaping its campus assets to align with the evolving needs of vocational education, Chow:Hill partnered with their academic team to collectively reimagine the future learning experience.

Challenge

Driven by a bold vision to be future-ready during a time of educational transformation, the organisation engaged Chow:Hill to explore asset planning strategies that would allow the campus to remain responsive during evolving technological, educational and industry demands.

Our approach

Working alongside project leads, faculty and students, our team developed a Future Campus Roadmap, a strategic framework designed to

optimise the use and adaptability of campus assets across multiple sites. Through a process of 1-on-1 interviews, stakeholder workshops and detailed site and asset assessments, we explored how the future campus could best support student centred learning and collaborative industry engagement. This process revealed new opportunities to future-proof the campus to provide a vibrant and attractive environment for learners, within a sustainable campus portfolio. Throughout the process, Chow:Hill collaborated with a strategic asset management firm to test campus planning options against asset modelling and operational analysis to deliver a comprehensive outcome.

Outcomes

The resulting strategy provided a cohesive campus development roadmap with clearly defined priorities, guiding the organisation's long-term planning and investment decisions. By aligning asset planning with learning outcomes and operational efficiency, the institution strengthened its resilience, equipped to deliver campus facilities that would continue to inspire the next generation of learners. The strategy successfully balanced diverse operational needs while improving efficiency and morale. What emerged was a cultural transformation grounded in people, purpose and connection.

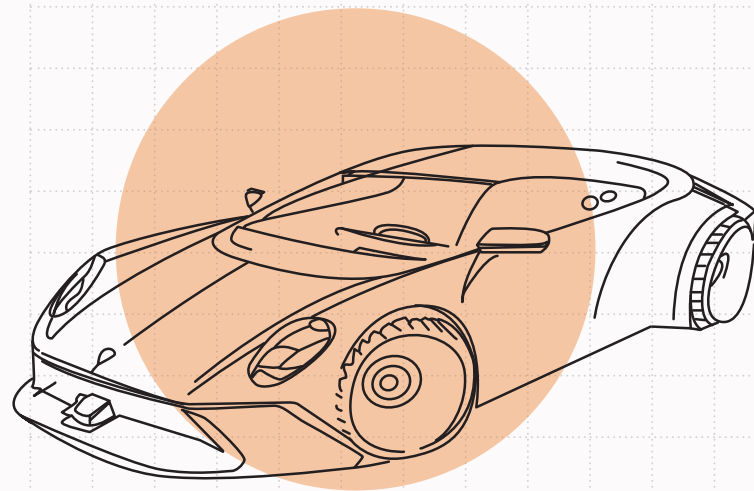
METRICS OF SUCCESS

IMPROVED ASSETS	Enhanced asset efficiency and campus utilisation through redefining spatial needs, types and uses
CLEAR VISION	Clarity for strategic campus planning across a 10-year horizon, providing a planning framework while avoiding the rigidity of traditional master plans
ENGAGED COMMUNITY	Increased community awareness, collaborative industry engagement and support for the future campus vision

CASE STUDY

How does YOUR BUSINESS / STAY AHEAD OF THE CURVE?

How a car dealership transformed its facilities to create a new value proposition



SECTOR SPECIALIST

Brian Rastrick

Automotive, Industrial
/ Urban & Civic

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When a leading automotive company sought to consolidate multiple dealership sites into one integrated hub, it partnered with Chow:Hill to shape a facility that would drive efficiency, innovation and growth.

Challenge

The goal was ambitious yet clear: to streamline operations, enhance customer experience and create a future-ready environment capable of adapting to rapid industry shifts, from electric vehicles to evolving service technologies.

Our approach

Our team began by conducting a comprehensive site evaluation, analysing logistics, traffic flow and long-term expansion potential.

This informed a series of strategic design workshops where we tested multiple layout options and cost models, in collaboration with key business stakeholders. Our engagement process involved working closely with the sales, service, and operations teams to enable the new hub reflected the practical realities of daily dealership life. We evaluated key project components, from optimising showroom circulation to improving vehicle handover and customer zones.

Outcome

The result was a planning strategy for a flexible facility that brought all departments under one roof, strengthening communication and productivity. The planning focused on accommodating future brand updates and technology upgrades, while maintaining compliance with regulatory requirements and a site that will remain relevant for the years to come. Strong stakeholder and client alignment throughout the process enabled a smooth transition, delivering a facility that is not only operationally efficient, but also a benchmark for innovation in the automotive industry.

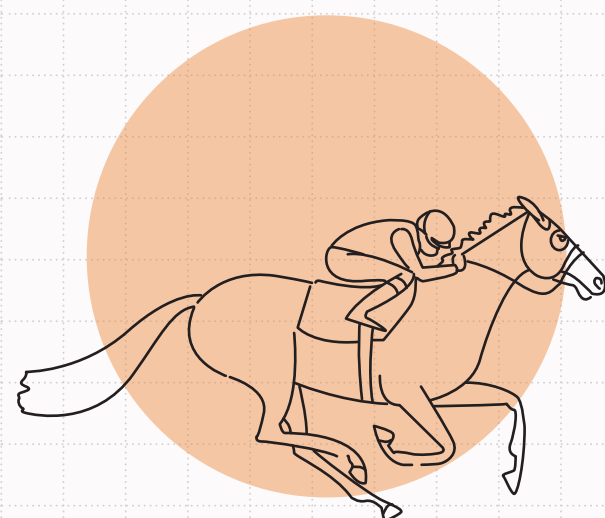
METRICS OF SUCCESS

KEY COLLABORATION	Successful collaborative approach, working with stakeholder groups across different business operations and leadership
SMART INNOVATION	Mapped the future of the industry into a facility planning blueprint to deliver flexibility and resilience
GROUNDED IN REALITY	Deep understanding of the sector and business model, which informed planning, which is both industry leading and financially feasible

CASE STUDY

How do you spot OPPORTUNITIES / HIDDEN IN PLAIN SIGHT?

How a racing venue turned
decline into a long-term
strategy for growth



SECTOR SPECIALIST

Sam Thomas

Learning Space Design
& Commercial Workplace

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When a racing venue realised it needed to modernise to keep up with changing industry and customer demands, Chow:Hill partnered with them to identify the true potential of the business and transform it into a vibrant hub.

Challenge

Faced with ageing infrastructure, declining patronage and diminishing commercial returns, a multi-purpose racing venue partnered with Chow:Hill to chart a bold new course for its future. Together, we developed a strategic capital upgrade plan designed to unlock new revenue streams and procure the raceway's financial sustainability and ongoing relevance.

Our approach

The process began with identifying "quick win" initiatives, targeted improvements that could deliver immediate returns while laying the groundwork for longer-term investment. Building on these early insights, we guided a broader transformation strategy that addressed complex operational challenges, such as co-locating industry partners, streamlining vehicle movements, enhancing infrastructure and redefining the public interface to attract new audiences.

Outcomes

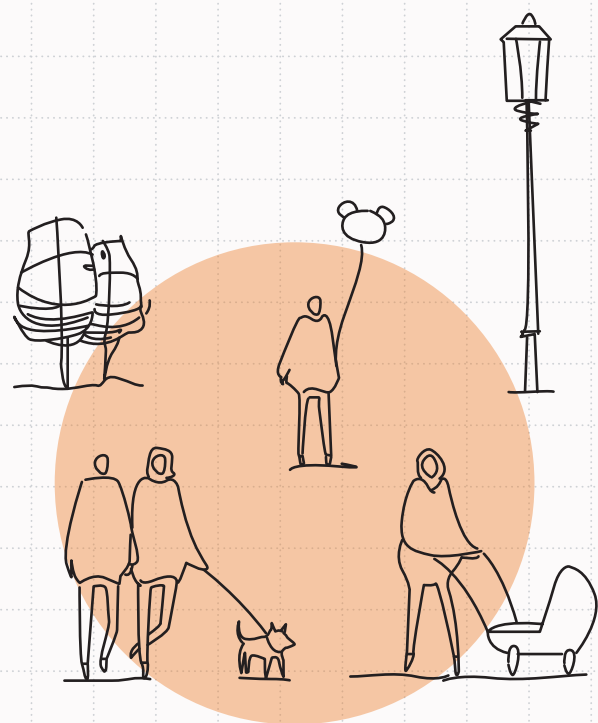
A breakthrough opportunity came by identifying surplus land adjacent to an area earmarked for residential development in the council's district plan. Recognising this opportunity, we supported the raceway in securing a resource consent for residential subdivision, unlocking significant future capital. The capital from the eventual sale of the land will directly fund the next phase of redevelopment, enabling the venue's financial resilience, operational growth, and continued legacy as a community and industry hub.

METRICS OF SUCCESS

NEW OPPORTUNITIES	Projected increase in annual revenue from new identified opportunities
OPTIMISED PROPERTY	Optimised use of the land and consenting
POTENTIAL CAPITAL	Potential capital unlocked through approved residential development
FUTURE PLANNING	Venue's financial resilience, operational growth, and continued community legacy

CASE STUDY

How does a new CIVIC CENTRE / CONNECTS A COMMUNITY?



How a local council
turned ageing assets into a
community-led vision

SECTOR SPECIALIST

Brian Rastrick

Automotive, Industrial
/ Urban & Civic

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When a local council seeking to modernise and create recreational spaces for its growing community looked into transforming the civic centre into a thriving and welcoming space, it engaged Chow:Hill to explore what this transformation would bring.

Our approach

Chow:Hill partnered with the project steering group, council representatives and the project manager to assess the site's existing assets and constraints. We examined opportunities for adaptive reuse, sustainable design integration and improved spatial connectivity, one that would better serve both civic operations and community engagement. Our team developed a range of options, from upgrading existing structures and enhancing linkages between buildings, to envisioning a complete rebuild for a purpose-built civic precinct. Each scenario was evaluated through a detailed cost-benefit analysis, measuring sustainability, resilience and social impact.

Challenge

Addressing the shortcomings of an ageing civic centre is a complex undertaking. Faced with the challenge: a local council needed to preserve several earthquake-prone buildings and a cherished memorial cenotaph. The goal was to develop a strategic pathway for restoration, determining whether to retain, redevelop or rebuild facilities to create a modern and thriving community-centred civic hub.

Outcome

Engagement with the community was central to the process. Through consultation and public submissions, local voices helped shape the vision, ensuring the project reflected the aspirations of the people it aimed to serve. The outcome was a comprehensive strategic remediation framework that provided the council with clear, evidence-based development options. The preferred option, endorsed by council approval, now lays the groundwork for a revitalised civic centre. The plan honours the past, while creating a future-ready space for community connection and civic pride.

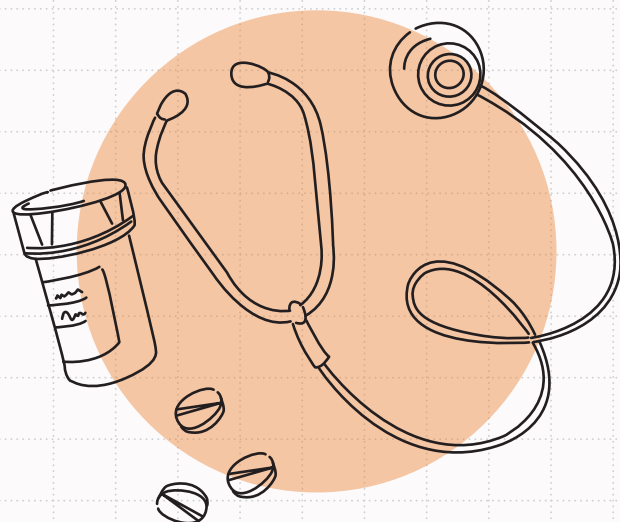
METRICS OF SUCCESS

VIABLE OPTIONS	A comprehensive redevelopment plan with three scenarios developed, costed and independently reviewed
INCREASED ENGAGEMENT	Strong community engagement, support and positive feedback during consultation
SEISMIC RESILIENCE	Compliance with current code requirements while protecting valuable civic and historical structures

CASE STUDY

What can a new approach to HEALTH CAMPUS REDEVELOPMENT /ACHIEVE?

How transforming master
planning for a regional
hospital unlocked funding
and redevelopment



SECTOR SPECIALIST

Darryl Carey

Health Design, Strategy
& Master Planning

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When a regional hospital struggled to meet service demands, and its operations were causing delays, it needed a new approach to its health campus design.

Challenge

Faced with increasing service demands, rising costs and an inflexible master plan, a national health agency was struggling to gain traction on funding and approvals for a regional hospital campus redevelopment. Short-term pressures were accumulating, and the existing plan was expensive, inflexible and lacked the agility to respond to future healthcare needs. To navigate this complexity, Chow:Hill reimagined the master planning process, shifting from a static plan to a strategic, future-focused framework that could evolve with the hospital's priorities.

Our approach

Working in collaboration with our strategic partners, we conducted a comprehensive review

of the hospital's infrastructure, facilities and projected patient service demand. This included an assessment of demographic growth, clinical trends, and regional health priorities to identify key areas for early investment. Through practical stakeholder engagement, we collaborated with clinicians, management, and operational teams to confirm service priorities and translate clinical service plans into detailed spatial requirements and area schedules. These were benchmarked against international best-practice health design standards to determine alignment with global expectations of patient care and efficiency. We applied an adaptable design approach using standardised modular elements. The team developed several master plan options with staging phases that balanced affordability with urgency and long-term flexibility. Following a rigorous evaluation process, a preferred solution was selected, allowing for phased, scalable development over time while meeting urgent operational needs.

Outcomes

The result was a robust site master plan that positioned the hospital for realistic redevelopment, enabled the early delivery of critical facilities and secured funding. The plan provides a practical, future-ready framework for capital investment decisions, and allows ongoing refinement as patient needs and service models evolve.

METRICS OF SUCCESS

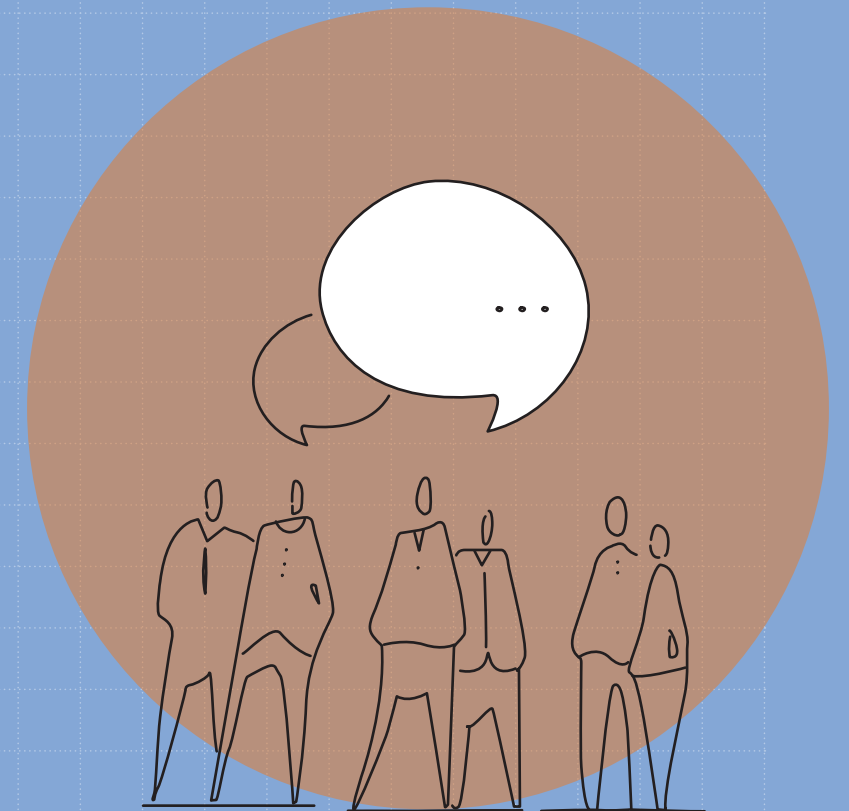
INFORMED DECISIONS	Site master plan informed a business case to secure confident approval for funding redevelopment of the hospital
IMPROVED OPERATIONS	Reconfigured circulation and access planning improved patient flow and operational efficiency
FACILITY ADAPTABILITY	A flexible modular development framework with a pathway to expand clinical capacity without requiring full site reconstruction



OUR TEAM

YOUR / STRATEGIC DESIGN PARTNERS

Strategic Design Advisory



As strategic design partners, we understand that the key to creative problem-solving rests in collective insight.

Chow:Hill sector specialists work collaboratively with our clients and a network of project partners across diverse advisory services to explore a wide range of solutions, design your project pathway and help unlock new opportunities for your organisation.



OUR TEAM



Brian Rastrick

Senior Principal, Registered Architect
Automotive, Industrial / Urban & Civic

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brian.rastrick@chowhill.co.nz

Brian is known for his innovative, considered approach to design; delivering creative, functional, and environmentally sustainable solutions. Working across education, commercial projects, and contemporary workplace interiors, he brings a strong understanding of space and strategy to meet client needs. Brian enjoys the challenge of integrating diverse design elements to enhance functionality and create cohesive, inspiring environments. His practical background and methodical approach deliver projects that are carefully resolved, with attention to detail at every stage.



Jane Hill

Senior Principal, Registered Architect
Tertiary Campus Strategy & Learning
Space Design

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Jane is passionate about co-creating agile, sustainable, and inspiring environments through clear strategic thinking. With a strong focus on human-centred design, she has shaped learning and workplace environments across Aotearoa New Zealand. Jane works closely with client teams to map pathways for success, drawing on her expertise in master planning and campus design to enhance user experience and long-term operational efficiency. With a particular interest in pedagogy, she takes a strategic approach to learning environments, delivering functional, adaptable spaces that support evolving ways of working and learning.



Darryl Carey

Senior Principal, Registered Architect
Health Design, Strategy & Master Planning

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A master planner and strategic thinker in health design, Darryl has been instrumental in shaping many of New Zealand's hospitals and health facilities in the last 30 years. He brings strategic design intelligence and a collaborative approach to multidisciplinary teams working on health design guidance and policy, business cases, and site master planning as well as design and delivery of challenging projects. His passion for facilitation and teamwork combined with design thinking enables Darryl to effectively synthesise function, performance and design quality to achieve successful outcomes for all stakeholders.



Sam Thomas

Senior Principal, Registered Architect
Learning Space Design & Commercial
Workspace

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Sam combines strategic thinking with strong design skills, supported by extensive experience in 3D rendering and animation, to enhance design communication and stakeholder engagement. With local and international experience across tertiary education, health, commercial, and public sector projects, Sam offers strong leadership and delivery capability. He has also developed specialist knowledge in the areas of tertiary education, commercial development and workplace strategy. Sam believes the most effective design balances function and experience, creating user-centred environments where people want to live, work and learn.

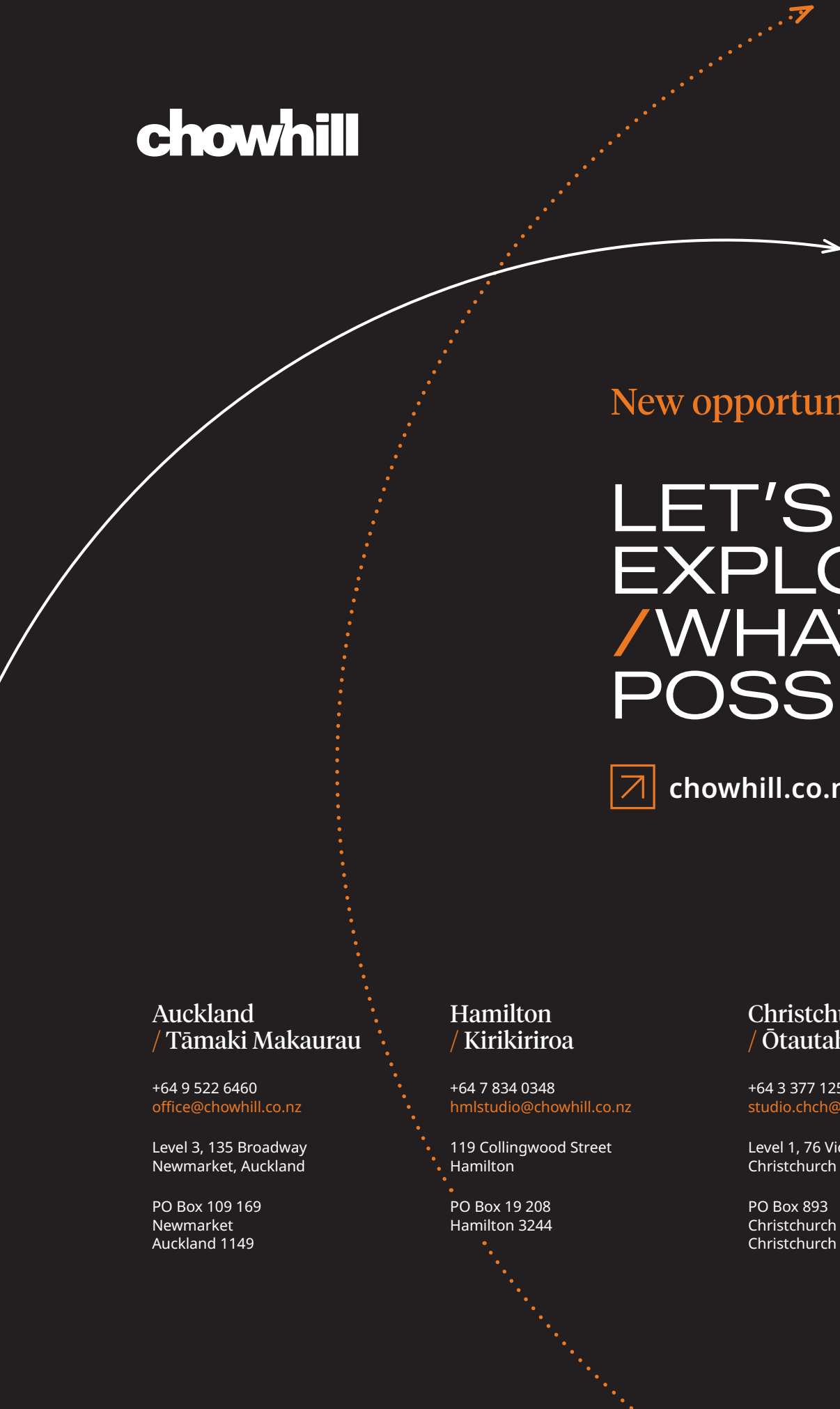


Rajan Hira

Senior Principal, Registered Architect
Aged Care & Multi-Unit Residential

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Rajan believes architecture is fundamentally about people, those who live, work and play in the spaces that he designs. His human-centred approach balances design quality, functionality, and ease of construction, to create spaces that are both meaningful and practical. Rajan works across diverse sectors including education, transport, commercial, housing and aged care. Known for his collaborative style, he listens carefully to clients and communities, shaping environments that support connection and wellbeing. Rajan approaches every project with warmth, creativity and professionalism, using architecture as a tool to enrich lives and help communities thrive.



chowhill

New opportunity?

LET'S
EXPLORE
/WHAT'S
POSSIBLE



chowhill.co.nz/advisory

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/ Tāmaki Makaurau

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