RESPONSE TO DESIGN PRINCIPLES
SUBMISSION CHECKLIST - FOOD

Equals 10% of Final Design Submission Pack

- ❑ Response to Design Principles
    - ❑ Provide approximately five pages explaining how your proposed design will respond to the Five Design Principles for Uptown. This is a design-thinking submission; keep it concise, intentional and specific to the Uptown tenancy.

        Design Storytelling and Intent – concise design narrative explaining the brand, food offer, intended customer experience and site-specific response to Uptown.

        Mood Board / Precedent Imagery – curated hospitality and design references with short annotations explaining what is being drawn from each image.

        Sketches or Diagrams – express the key design ideas, sightlines and moments of customer interaction.

        Material Direction – identify key materials, colours, textures, lighting character and styling. Demonstrate authentic, durable materials appropriate to a hospitality environment.

Note, if you would like guidance on responding to the five Uptown Design Principles, please speak to your RDM for examples.

- ❑ Initial Spatial and Operational Planning
    - ❑ Provide preliminary planning, zoning, circulation, key sightlines and customer-journey sketches appropriate to the tenancy type.

        Customer Journey – show the intended sequence of arrival, ordering, waiting, collection, dining and departure, including customer interaction and the relationship between the tenancy and common mall.

        Operational Planning – indicate the preliminary allocation of front-of-house and back-of-house areas, including staff, food preparation, delivery, storage, wash-up and waste functions.

        Food Offer and Service Model – summarise the proposed food and beverage offer, service style and operating character, and how these inform the customer journey and relationship between customers, staff and food preparation.

- ❑ Brand Pack / Brand Direction
    - ❑ Provide a concise preliminary Brand Pack or Brand Direction sufficient to explain the proposed brand identity and how it will inform the tenancy design.

        Established Brands – provide relevant existing brand guidelines and assets proposed for use, including logo, colour, typography, graphic language and imagery.

        New Brand Concepts – provide preliminary brand ideation, including the brand story, values, positioning and principles guiding the developing identity.

- ❑ Design Submission
    - ❑ Submit the Response to Design Principles as one combined PDF and present it in person to your Vicinity RDM.