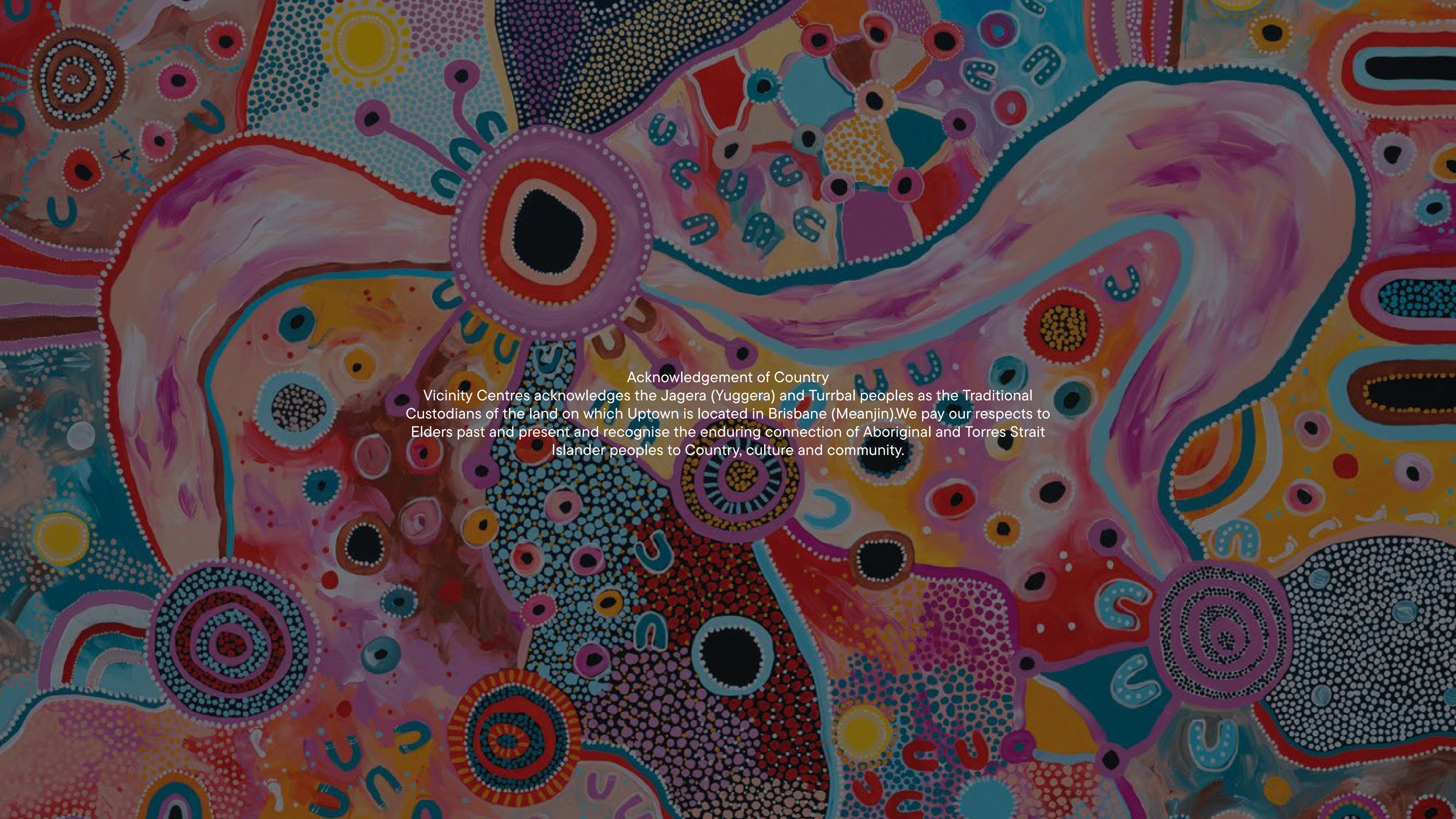
UPTOWN



DESIGN VISION



Acknowledgement of Country

Vicinity Centres acknowledges the Jagera (Yuggera) and Turrbal peoples as the Traditional Custodians of the land on which Uptown is located in Brisbane (Meanjin).We pay our respects to Elders past and present and recognise the enduring connection of Aboriginal and Torres Strait Islander peoples to Country, culture and community.



At Uptown, we're writing Brisbane's next chapter. In the heart of the CBD, where the sun warms the streets and visitors keep pace with the local energy around them, Uptown emerges as an exciting new retail and dining hub. We're delivering enlivened and ambitious fashion, lifestyle and culinary experiences for an audience with an eye on what's new and a hunger for what's next.

Welcome to the future of retail in Brisbane CBD.

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CUSTOMER & LOCATION

Uptown represents a rare and thrilling opportunity for brands to meet a strong – and growing – customer base at the largest retail offering in Brisbane CBD.

- 3,209,000 PEOPLE IN TRADE AREA AGED 14+
- $143,680 AVERAGE HOUSEHOLD INCOME[1]
- 320,000 CBD WORKERS[2]
- 1.3M INTERNATIONAL VISITORS IN 2025[3]
- $3.6B INTERNATIONAL EXPENDITURE IN 2025[4]



1 – Roy Morgan

2 – Roy Morgan

3 – Tourism Research Australia: International Visitors Survey

4 – Tourism Research Australia: International Visitors Survey

UPTOWN PLACE PROPOSITION

PILLARS

CITY GATEWAY

The front door, meeting point and orienting heart of the CBD

EXPERIENCE
Connected, civic, frictionless

PERSONALITY
Consistent, reliable, grounded

BENEFITS
Ease and legibility
Seamless connectivity

PILLARS

NEXT STARTS HERE

Find what's new, next and worth exploring

EXPERIENCE
Adaptable, flexible, refreshing

PERSONALITY
Progressive, ambitious, future-facing

BENEFITS
Surprise and delight
Aspiration and inspiration

PILLARS

LAYERS OF EVERYDAY

Built for the rhythms of city life

EXPERIENCE
Generous, welcoming, inclusive

PERSONALITY
Familiar, accessible, open-hearted

BENEFITS
Comfort and reliability
Something for all ages

PILLARS

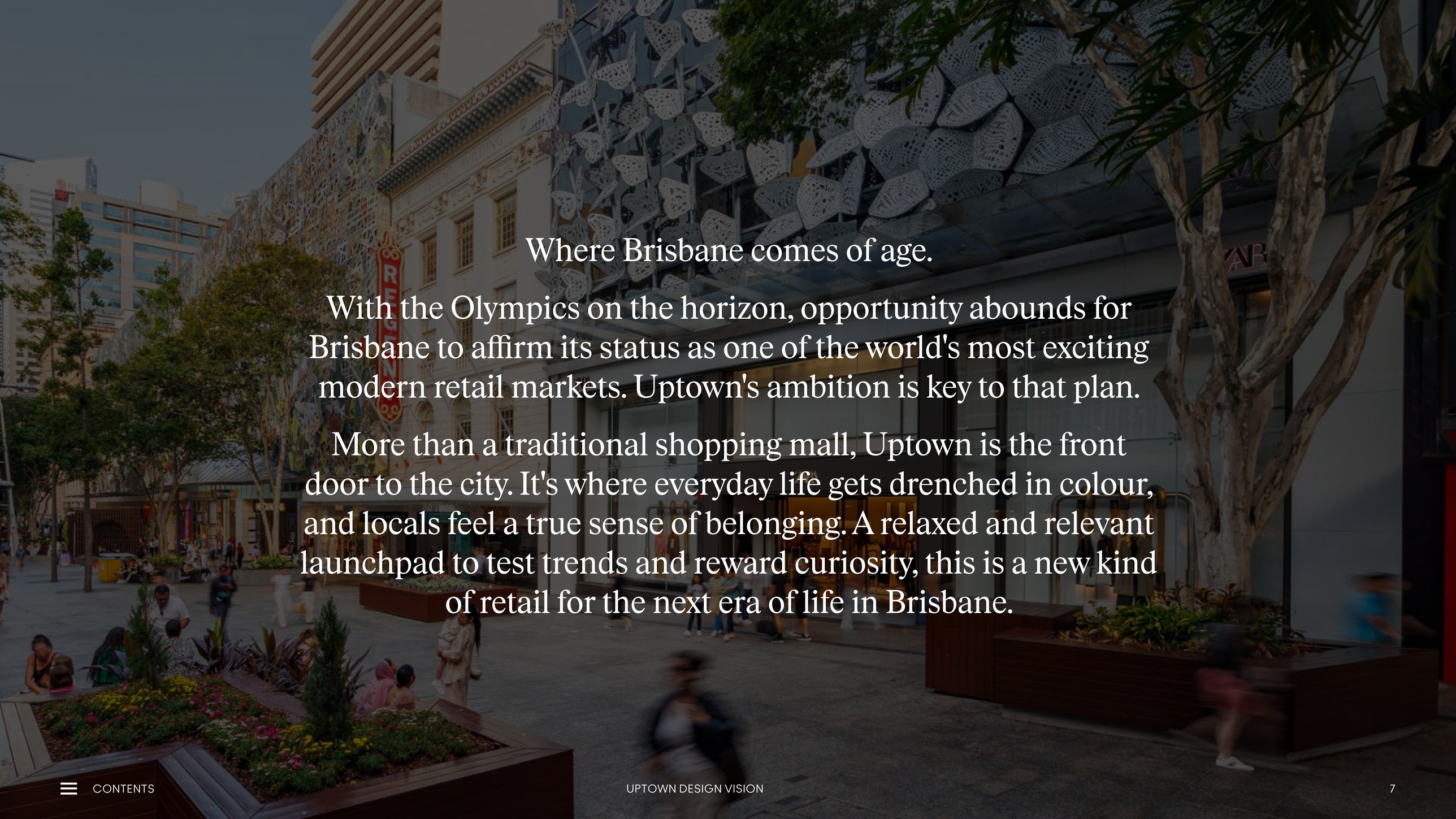
BUILT TO BELONG

Not borrowed or imitated, unmistakably local

EXPERIENCE
Subtropical, urban, porous

PERSONALITY
Authentic, optimistic, welcoming

BENEFITS
Pride and identity
Elevated but accessible



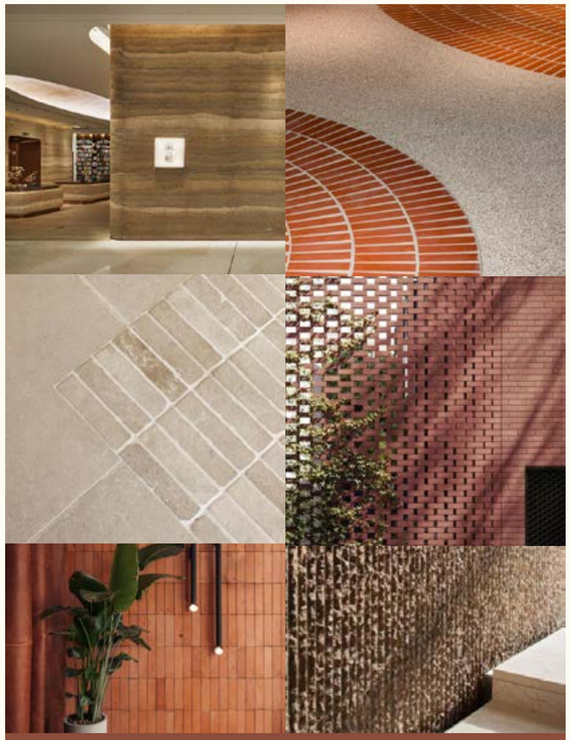
Where Brisbane comes of age.

With the Olympics on the horizon, opportunity abounds for Brisbane to affirm its status as one of the world's most exciting modern retail markets. Uptown's ambition is key to that plan.

More than a traditional shopping mall, Uptown is the front door to the city. It's where everyday life gets drenched in colour, and locals feel a true sense of belonging. A relaxed and relevant launchpad to test trends and reward curiosity, this is a new kind of retail for the next era of life in Brisbane.

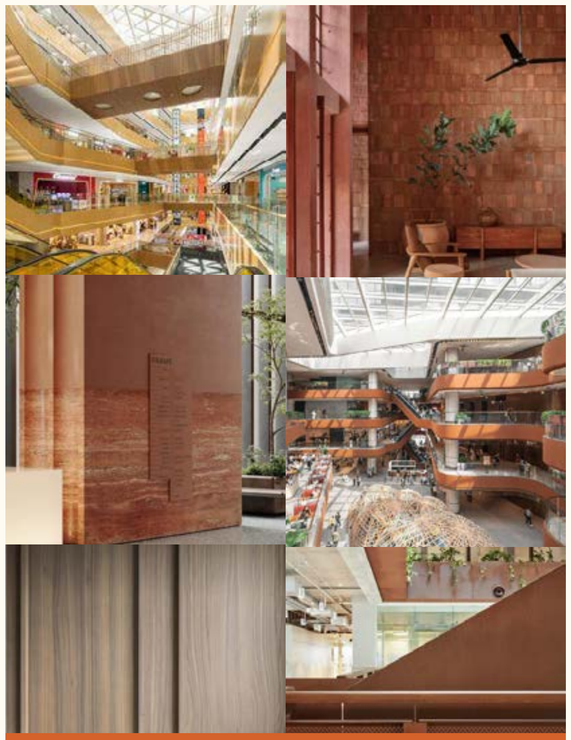
CONCEPT

Uptown embraces the South East Queensland climate, capturing the sky and greenery, with visual texture and reflectivity adding depth throughout.



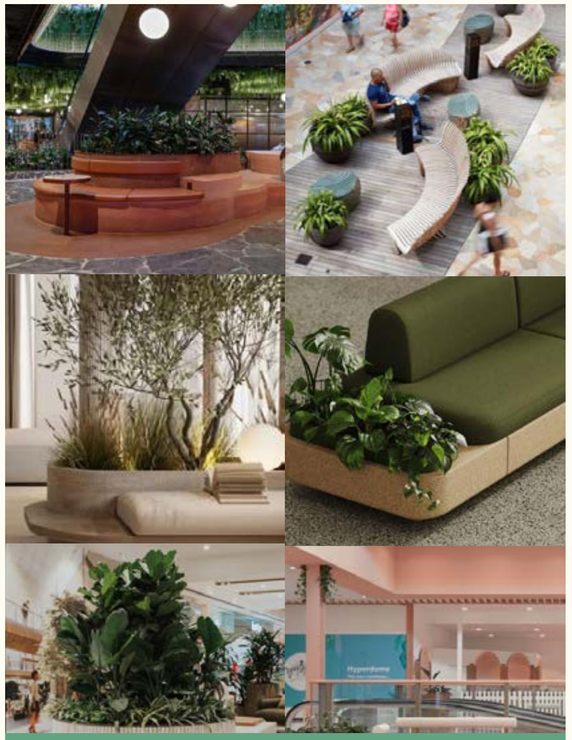
VISUAL
TEXTURE

FLOORS
COLUMNS
LIFT LOBBY FACE



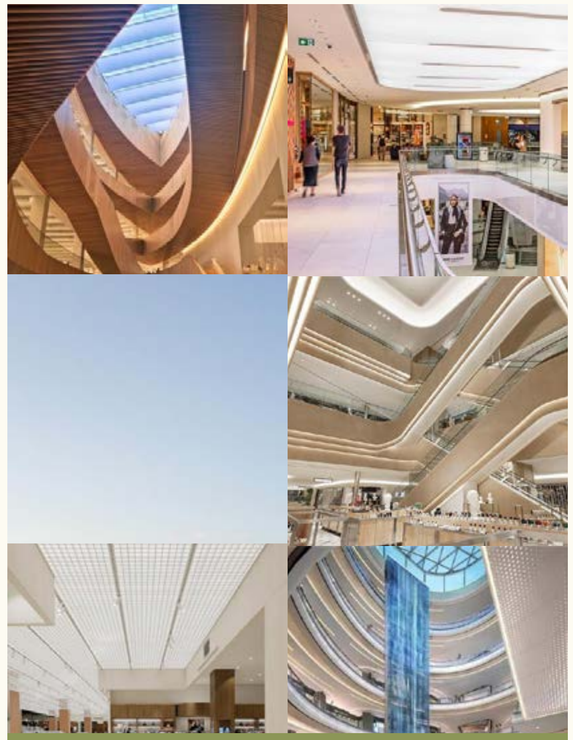
VERTICALITY
MOVEMENT

VT CORES
ESCALATORS
VOIDS



BIOPHILIA

GREENERY
TEXTURE
TONE



CONNECTION

LIGHT
VOIDS
SKYLIGHTS
SKY

DESIGN BRIEF

UPTOWN DESIGN PRINCIPLES

URBAN STREETSCAPE

ARRIVAL

DISCOVERY

LIGHTNESS

CONNECTION



UPTOWN DESIGN PRINCIPLES

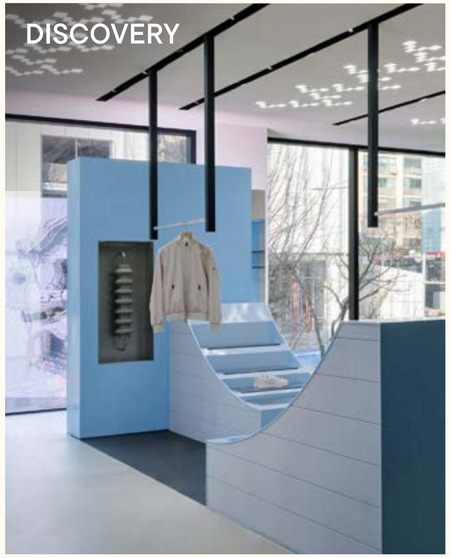
Great retail design creates environments that are instantly recognisable, even without the presence of logos or signage. It extends beyond the application of a global concept or standard fitout to create places that are memorable, authentic to the brand and responsive to their context.

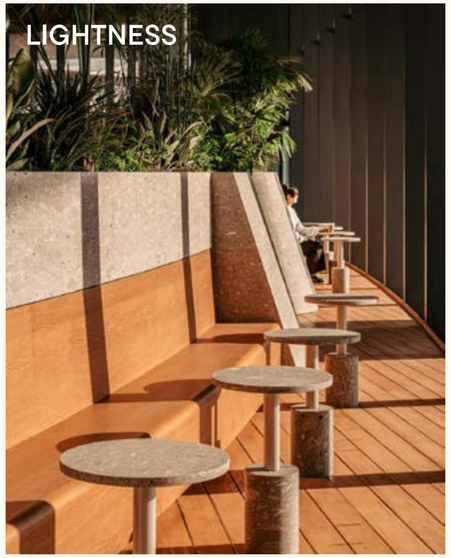
The Uptown Design Principles are intended to support retailers and designers in unlocking the full potential of this opportunity. Rather than prescribing a singular aesthetic outcome, they provide a framework to encourage design rigour, strengthen brand identity and elevate the customer experience.

The first stage of the Uptown design submission process is the Response to Design Principles, where retailers present the design thinking underpinning the concept, before proceeding with the concept design submission. The submission should demonstrate a considered response to each of the five Uptown Design Principles through: design story and intent, moodboard/precedent imagery, initial spatial planning, sketches or diagrams and key material direction.











DESIGN BRIEF

URBAN STREETSCAPE

How does your tenancy contribute to the experience of a contemporary Brisbane street rather than a traditional shopping mall?

How does your shopfront engage customers and contribute to the energy and diversity of Uptown?

How can your brand express its identity through distinctive shopfront form, articulation and fine grain detail?

OPPORTUNITIES

- Distinctive shopfront form and architectural expression.
- Articulated shopfront architecture.
- Fine grain detailing and craftsmanship.
- Dynamic shopfront merchandising and displays.
- Secondary signage and layered brand communication.
- Shopfront experiences that remain engaging beyond trading hours.











DESIGN BRIEF

ARRIVAL

What is the customer's first impression of your brand?

How does your arrival sequence prepare customers for the experience that follows?

How can your threshold communicate your brand before the customer even enters?

OPPORTUNITIES

- Recessed entries and framed arrival moments.
- Distinctive threshold materials, finishes and integrated brand elements.
- Integrated seating, hospitality moments or pause points.
- Arrival experiences that encourage positive human interaction.
- Memorable first impressions that reinforce brand identity.
- Visual cues that reveal the experience beyond the shopfront.











DESIGN BRIEF

DISCOVERY

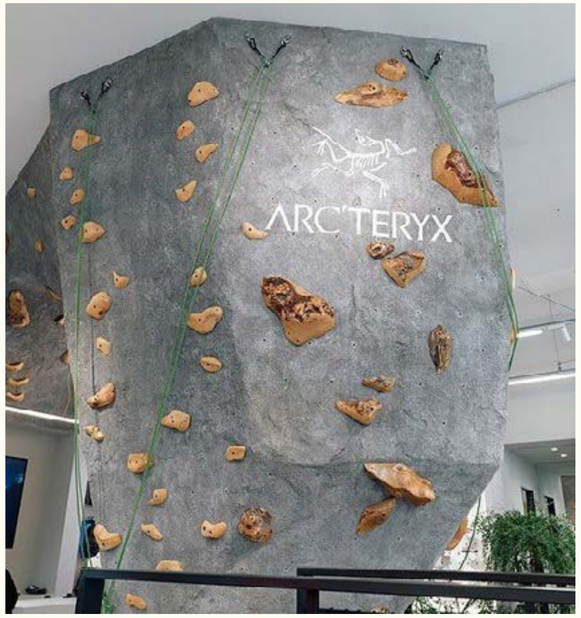
How does the customer journey unfold throughout the tenancy?

What reasons are there for customers to explore, linger and return?

How does your experience evolve across different times of day, seasons and repeat visits?

OPPORTUNITIES

- Spatial planning that encourages exploration.
- Experiences that evolve over time.
- Interactive moments and elements of surprise.
- Technology that enhances the customer experience.
- Visual, material and merchandising discoveries.
- Develop an "experience per square metre" proposition.











DESIGN BRIEF

LIGHTNESS

How does your brand interpret Brisbane's subtropical character in an authentic way?

How can space, materiality, light and detail create a sense of openness?

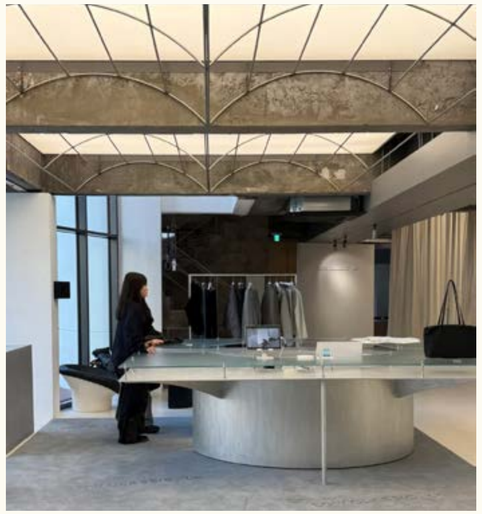
How can the design express refinement through restraint rather than visual heaviness?

OPPORTUNITIES

- Filtered light, texture and shadow.
- Thoughtful use of natural, tactile and enduring materials.
- Architectural screening and layered spatial definition.
- Delicate detailing, refined junctions and restrained material transitions.
- Authentic planting integrated with long-term maintenance strategies.
- Sustainable design initiatives appropriate to your brand.









DESIGN BRIEF

CONNECTION

How does your brand create meaningful reasons for customers to stay, return and build lasting connections beyond retail transaction?

How can your customers participate in and contribute to your brand story?

How can your physical environment encourage community, creativity and social sharing?

OPPORTUNITIES

- Collaborate with local artists, makers and creative communities.
- Brisbane-specific storytelling and locally relevant brand experiences.
- Workshops, launches, cultural programming and community events.
- Brand ambassadors and strategic partnerships.
- Spaces and moments designed for participation and social sharing.
- Tailored adaptations of global concepts that strengthen local relevance.











TYPICAL DETAILS

SHOPFRONT ELEMENTS

INTERTENANCY MARGIN

FIRE HOSE REEL CUPBOARD



SHOPFRONT ELEMENTS

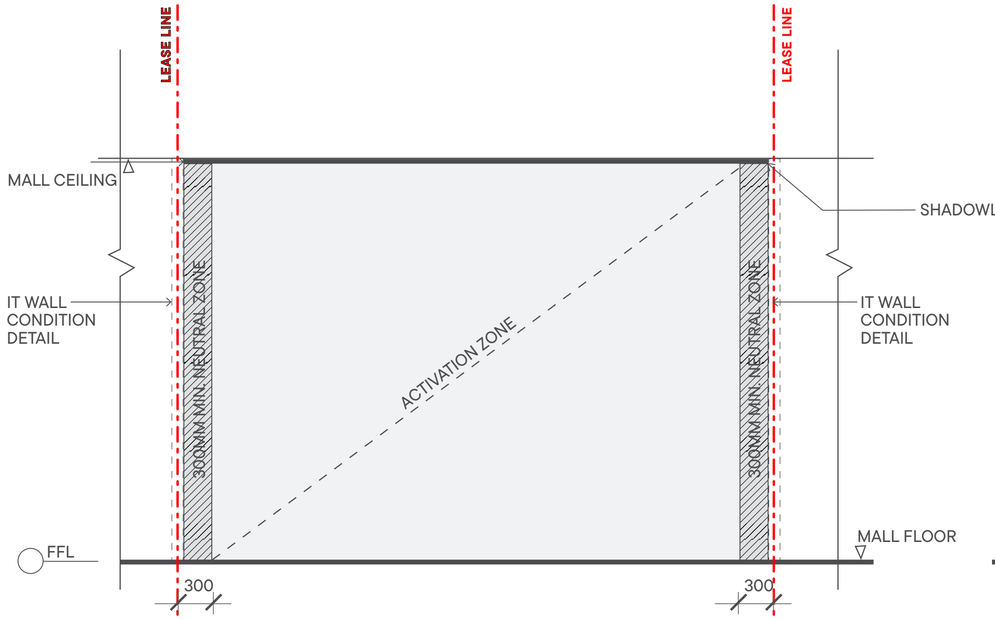
IT WALL DETAIL
Refer typical details over page. Liaise with your Retail Design Manager (RDM) regarding inter-tenancy wall junction details. Your shopfront finishes may be required to extend over the face of one or both of the IT walls.

NEUTRAL ZONE
Solid shopfront finishes positioned flush to the lease line extending a minimum 300mm in from the shopfront IT junction. The neutral zone is to bookend both edges of the shopfront design prior to the commencement of glazing, openings, setbacks and out-go's.

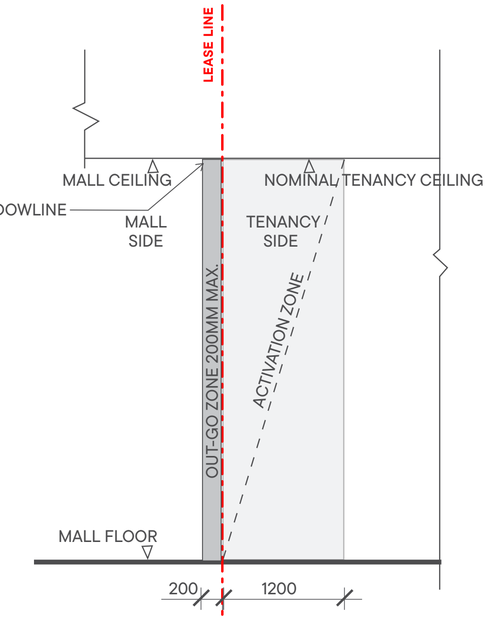
SHOPFRONT ACTIVATION ZONE
The first 1200mm from the lease line is considered your 'shopfront activation zone' and should be presented as an extension of the shopfront design. Minimum 40% of shopfront to be solid finish.

OUT-GO ZONE
Liaise with your RDM regarding allowable out-go extent for the centre and tenancy location.

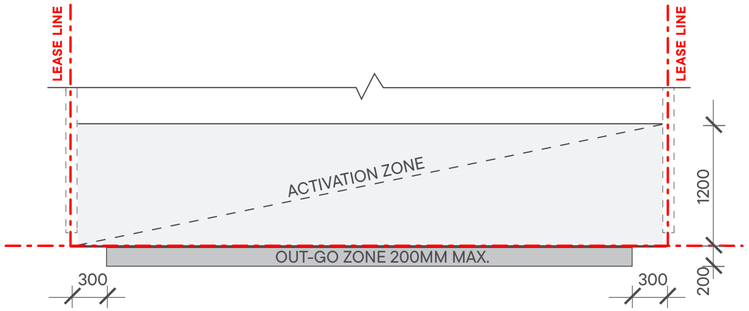
SHADOWLINE
The tenancy shopfront is to extend full height to underside of mall bulkhead or ceiling. Where shopfront elements meet the mall bulkhead, a 10-15mm shadowline detail is to be incorporated.



ELEVATION – TYPICAL SHOPFRONT



SECTION – TYPICAL SHOPFRONT

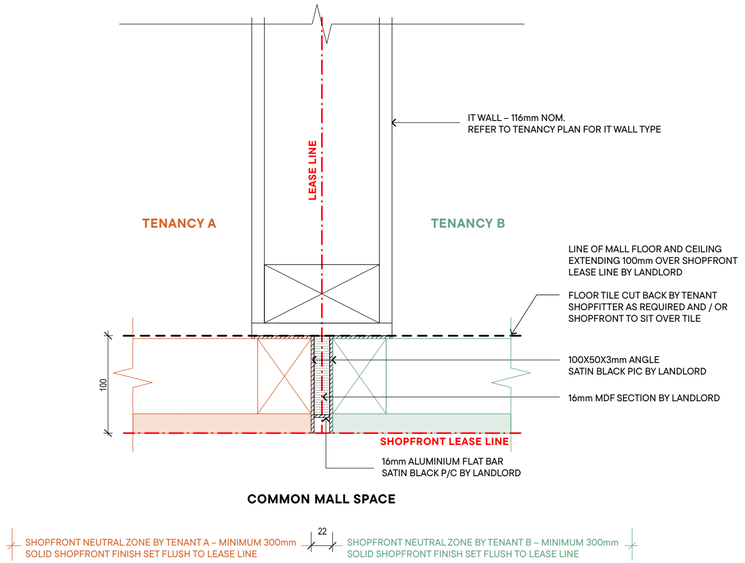


PLAN – TYPICAL SHOPFRONT

SKETCH ONLY - NOT TO SCALE

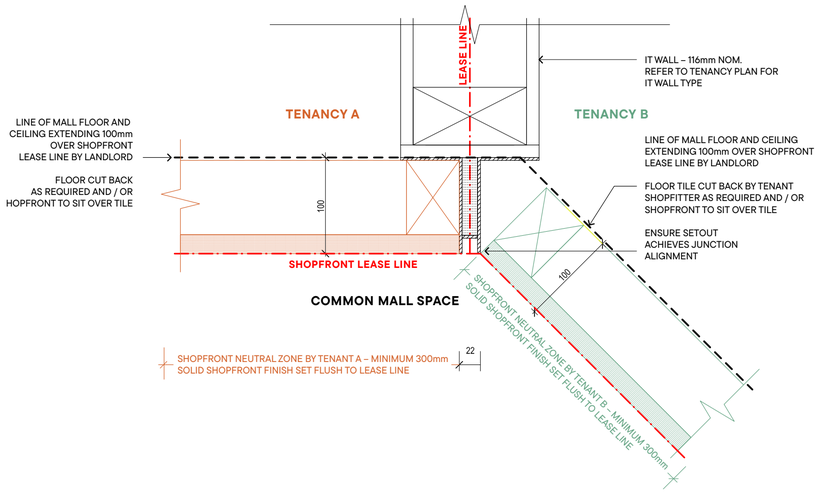
INTERTENANCY MARGIN

IT WALL TYPICAL DETAIL



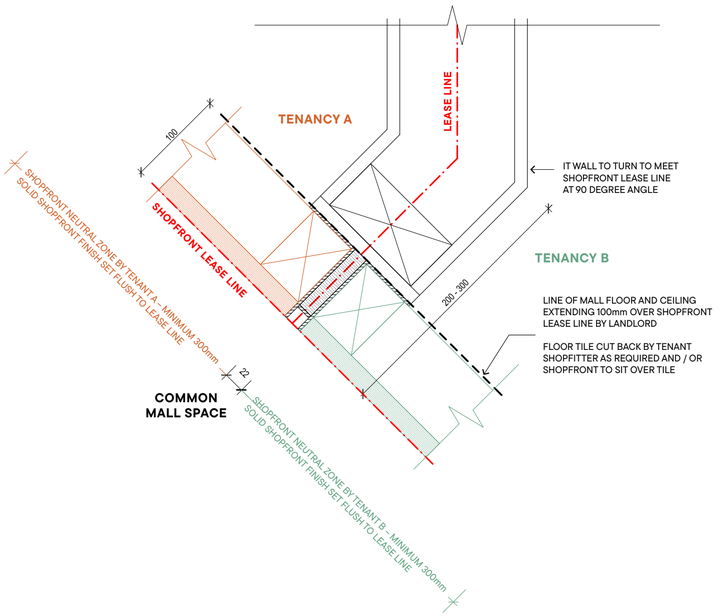
IT WALL DETAIL VARIANT

Where intertenancy wall interface coincides with turn in lease line.



IT WALL DETAIL VARIANT

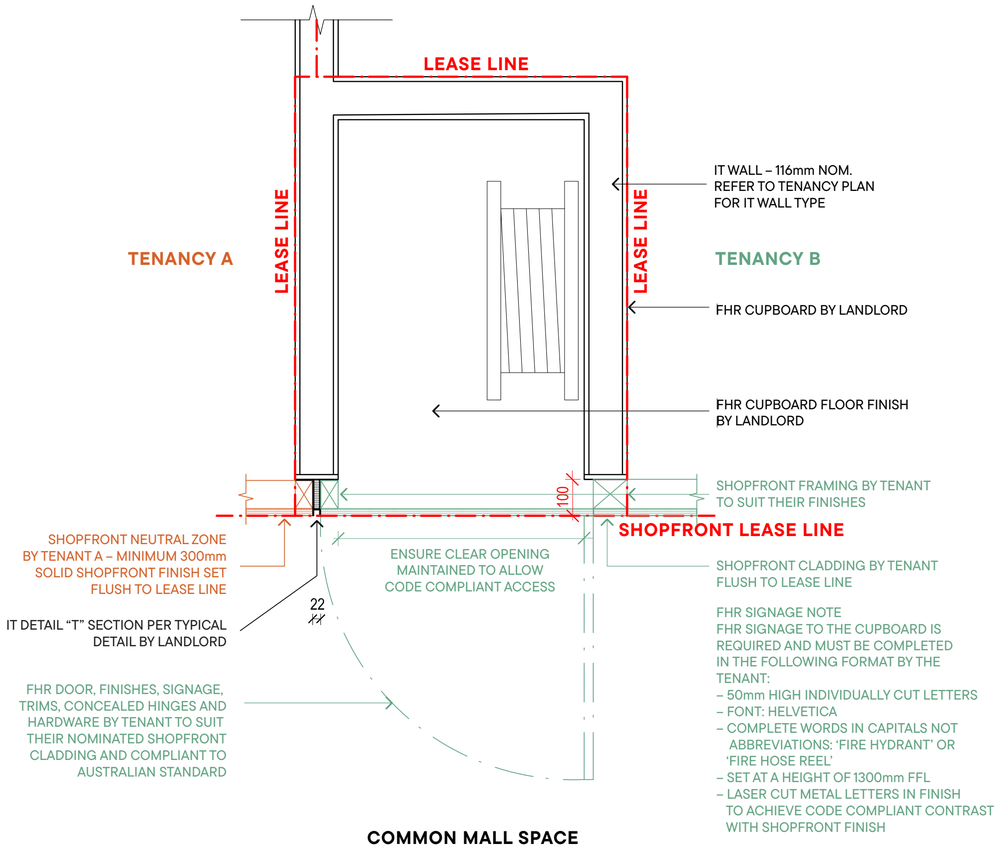
Where IT wall is not at 90 degree angle to shopfront lease line.



SKETCH ONLY - NOT TO SCALE

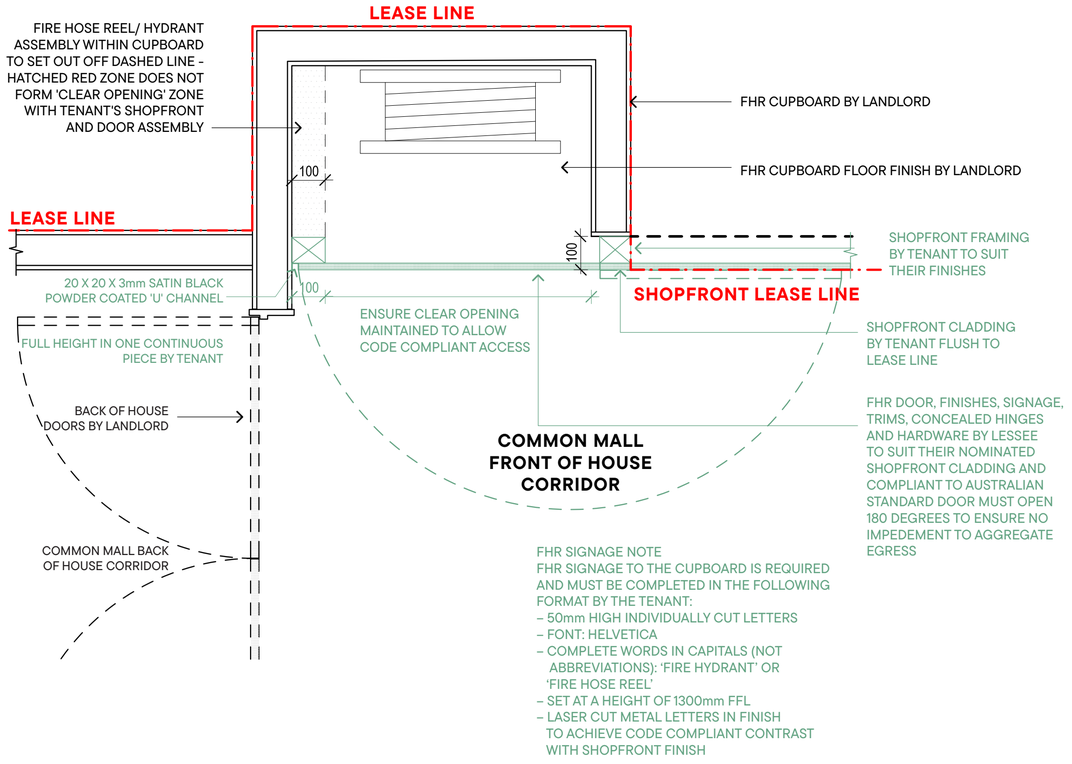
FIRE HOSE REEL CUPBOARD

BETWEEN TENANCIES



WITHIN CORRIDOR RETURN

Cupboard and door by tenant ensuring 180 degree door swing



SKETCH ONLY - NOT TO SCALE

RETAIL TYPES

INLINE RETAIL

INLINE FOOD

KIOSK RETAIL

KIOSK FOOD



INLINE RETAIL

CONCEPT DESIGN ESSENTIALS

SHOPFRONT EXEMPLARS

SHOPFRONT

CEILINGS

WALL & FLOOR FIXTURES

LIGHTING

MATERIALITY

SIGNAGE & GRAPHICS

VISUAL MERCHANDISING
& BRAND EXPRESSION



CONCEPT DESIGN ESSENTIALS

Use this checklist to develop and review your Concept Design Submission. Successful submissions consistently address these design outcomes before progressing into detailed design.

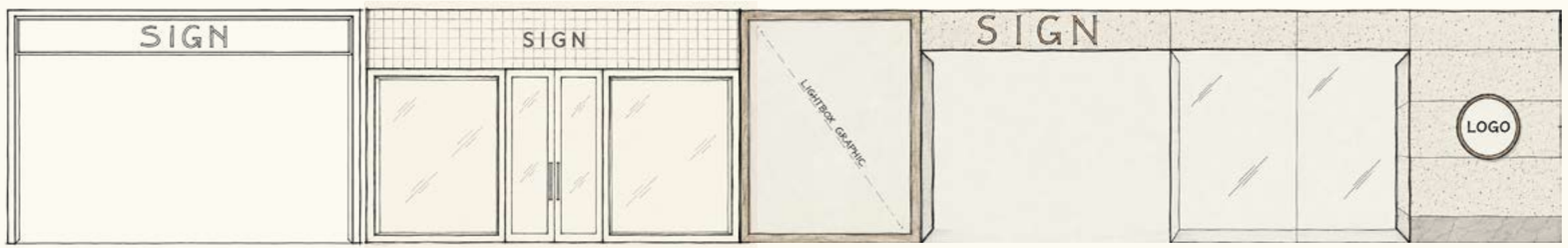
		CHECKLIST
Brand Recognition	Design a shopfront that remains distinctive and recognisable even without logos or signage.	
Activation Zone	Create an activated shopfront using dynamic forms incorporating solid textured materials, in-go's, out-go's, framed glazing, angled planes, double-framed composition and highly articulated architectural elements. Continue the shopfront language a minimum 1200mm into the tenancy through floor, wall and ceiling finishes.	
Neutral Zone	Provide a minimum 300mm wide solid neutral zone at each intertenancy margin prior to the commencement of activation.	
Shopfront Finishes	Specify authentic, enduring materials with a high level of craftsmanship and detailing. Single rendered shopfronts are not supported, and rendered finishes are not to be used within the shopfront activation zone below 300mm AFFL.	
Glazing	Frame all glazing and detail with no visible silicone. Maximise panel size and detail adjoining panels of glass with a minimal air gap.	
Entry	Design an entry opening that forms part of the overall architectural composition. Entries should generally not exceed 60% of the shopfront width. Doors are to be customised and detailed to support the overarching shopfront architecture. Where swing doors are proposed they are to be inset to create an entry vestibule and swing outwards. Where concertina doors are proposed they are to be powder coated with perforated metal inserts and set back minimum 1000mm. Entry doors to have maximum heights possible, and a minimum of 3000mm as a general rule.	
Signage	Primary signage to be located within activation zone. Lettering to be maximum 350mm high. Consider using materials other than illuminated LED. A secondary signage element – one with creative detailing, that is a brand mark or logo and is secondary to the primary sign in hierarchy – may be considered.	
Ceiling	Develop an articulated ceiling that forms part of the architectural concept. Flat plasterboard ceilings will not be accepted. Services to have seamless integration to the articulated elements. For front-of-house areas, lineal slot diffusers are to be specified, square or circular diffusers are not supported.	
Lighting	Lighting specified should be 3000–3500K with CRI 90+. Lighting to form part of the overall experiential journey and use variation to provide hierarchy. Single-fitting blanket lux levels will not be supported.	
Walls	Wall joinery to be built in and customised to align to the overall conceptual intent.	
Floors	Various floor finishes to be considered. The entry floor to be varied from the main floor finish and consider tonal contrast from the adjacent mall floor finish, the depth of this differentiated floor finish is to continue the full extent of the shopfront activation zone' Confirm the setdown from the mall FFL to the SSL at the shopfront lease line to ensure specified floor finishes can be accomodated with a flush transition - setdowns at uptown can be as minimal as 15mm. Provide a flush recessed 3mm stainless steel flat bar as a demising detail between mall and tenant floor finishes.	
Digital Technology & Graphics	Digital technology and graphics are to be fully integrated into the design. Refer to the Digital Design Guidelines. Pole-mounted or similar non-proprietary mounting systems will not be supported.	
High Degree of Detailing	A high level of detailing is expected to all junctions between finishes, cabinetry, design features, ceilings, services, fitting rooms, store rooms, architraves and skirtings.	
Consultants	Engage consultants for graphics/branding, lighting and visual merchandising (VM). The importance of dynamic, professional branding, lighting and VM as part of the shopfront and internal layout forms an integral part of the Design Criteria.	

SHOPFRONT EXEMPLARS

The exemplar sketches demonstrate how the Concept Design Essentials on the preceding page translate into shopfront design. The ‘DON’T’ example illustrates an outcome that does not adequately address these essentials, while the ‘DO’ example demonstrates a design response that meets the intended design expectations.

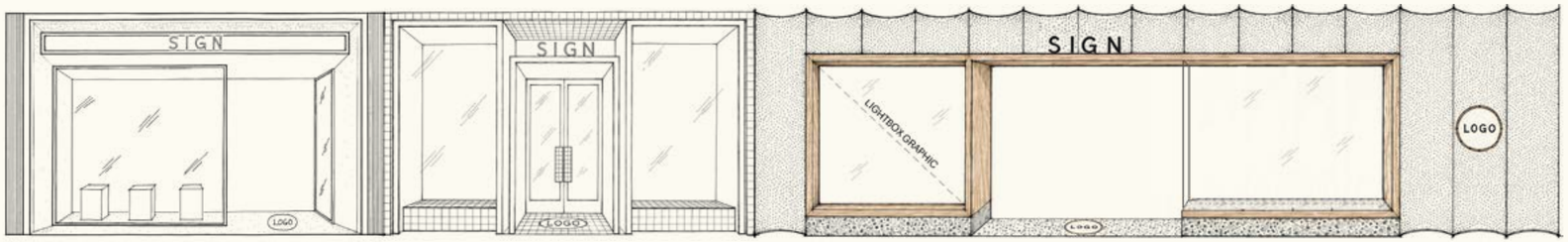
DON'T
SHOPFRONTS NOT SUPPORTED

- Brand Recognition
- Activation Zone
- Neutral Zone
- Glazing
- Entry
- Signage
- Digital Technology & Graphics



DO
SHOPFRONTS SUPPORTED

- Brand Recognition
- Activation Zone
- Neutral Zone
- Glazing
- Entry
- Signage
- Digital Technology & Graphics









INLINE RETAIL

SHOPFRONT

The shopfront offers a valuable opportunity to connect with customers and express a brand's identity. Through the considered layering of form, materiality and signage, brands can create a distinctive presence that leaves a lasting impression.

- The first 1200mm from the lease line is considered your shopfront activation zone and will be a continuation of the shopfront design, encompassing quality finishes to the walls, floors and ceiling.
- Allow for a 300mm minimum neutral zone in a solid finish to sit on the lease line to both sides of the tenancy prior to the commencement of glazing or set-back elements.
- Shopfront openings and continuous flat bulkheads cannot exceed 60% of the shopfront width. Verticality is to be achieved with the inclusion of full height elements.
- At least 40% of your shopfront should include premium solid finishes with texture and depth, while 60% must remain transparent. Shopfronts >5m in length must incorporate glazing into their design.
- Specify authentic, enduring materials with a high level of craftsmanship and detailing. Single rendered shopfronts are not supported, and rendered finishes are not to be used within the shopfront activation zone below 300mm AFFL.
- Create layering and articulation by incorporating 'push and pull' elements in your shopfront design. Consider setting back glazing within the activation zone to introduce depth and dimension.
- Provide custom glazing frames and maximise glazing panel sizes to minimise joints. Detail abutting panes with no visible silicone, ensuring the structural glazing design allows for minimal gaps.
- Where shopfront elements meet the mall bulkhead, a 10-15mm shadowline detail is to be incorporated.
- Doors are to be customised and detailed to support the overarching shopfront architecture. Where swing doors are proposed they are to be inset and swing outwards to create an entry vestibule.
- Where proprietary concertina doors are proposed, they are to be powder coated with perforated metal inserts and set back a minimum 1000mm from the shopfront lease line.
- Roller shutters are not supported.
- If security gates are needed, they are to be set back behind the shopfront closure and a minimum 1000mm from the shopfront lease line with power reticulation concealed below FFL within a conduit chased in fitout floor buildup.
- Corner tenancies, fire hose reel cupboards, columns and shopfronts with returns into corridors are to be treated as part of the shopfront design.

CEILINGS

From simple gestures to intricate detailing, ceilings are a powerful design element that can reinforce brand identity, define spatial character, and highlight key customer touchpoints.

- The first 1200mm from the lease line is considered your shopfront activation zone so will require shopfront quality finishes to your ceiling. Flat painted ceilings will not be supported in this zone.
- Develop an architectural approach to ceiling design that responds to your overall store concept. Flat, non-articulated ceilings without considered detailing will not be supported.
- Consider the alignment of wall finishes, display systems and desired focal areas in your ceiling design to create a strong and cohesive architectural statement.
- A solid ceiling must be installed for the first 1200mm and should align with your shopfront height.
- Beyond the 1200mm shopfront zone, open ceilings may form part of the design where integral to the overall concept and supported by articulated ceiling elements and lighting. Inter-tenancy walls are to extend full height to the underside of structure. Flexible or externally insulated ductwork within the lessor services zone is to be replaced with internally insulated rigid ductwork.
- All exposed services are to be coordinated and painted to suit the ceiling design where permitted, including ductwork, pipework, cable trays, speakers and security cameras. Speakers cannot be located within the first 3000mm of the tenancy to ensure neighbouring retailers are not affected.
- Exit signage should be the clear edge-lit blade type.











WALL & FLOOR FIXTURES

Fixtures provide an opportunity to showcase bespoke craftsmanship, from display elements and lighting to handles and hooks. A thoughtfully curated palette of finishes and forms should work cohesively to strengthen the overall design narrative.

- Be dynamic and unexpected in your choice of fixtures and their materiality. Connect with your customers through memorable in-store moments that support your brand story.
- Specify a variety of fixture types to support your concept or make a strong statement using a specific style that features throughout your space.
- Integrate wall fixtures with framing, detailing and bulkhead treatments. Ensure that perimeter display units extend full height to the ceiling, terminate under a bulkhead, or are capped by framing.
- The interaction at your point of sale is a critical experience in your customer journey. Ensure you consider all aspects of the environment in which the transaction occurs, focussing on flow and function.
- Joinery units that sit within the shopfront activation zone are to reflect shopfront materiality and detailing. All units located here are to be included in the documentation package.
- Where lighting is included in your joinery, it must be fully integrated without visible diodes, shadowing or hotspots. All power supply to joinery and floor fixtures is to be concealed.
- Provide integrated design solutions for rubbish bins, bag storage, EFTPOS systems etc.
- Glass within joinery display units is to be UV bonded.









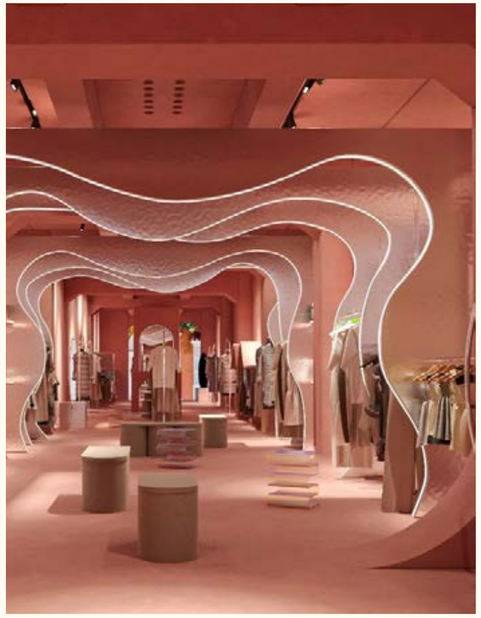




LIGHTING

Lighting is fundamental to the experience of a space, shaping its atmosphere, enhancing visual appeal and creating moments of theatre that engage and elevate the overall customer experience.

- A professional retail lighting designer is to be engaged to develop the lighting concept. This will form part of your design approval submission and should consider the following key lighting factors:
- Combine ambient, accent and feature lighting to create depth, guide customer movement and enhance the overall retail experience.
- Select colour temperatures that complement the brand identity, materials and merchandise while shaping the desired mood and ambience.
- Use targeted lighting to highlight products, architectural features and key moments, creating visual hierarchy and points of interest.
- Specify high-quality light sources with strong colour rendering to ensure products, finishes and materials are represented accurately and attractively.
- Integrate energy-efficient technologies, intelligent controls and adaptable systems to optimise performance.
- Lighting design should respond to the transition from day to night trade, evolving display and operational flexibility of the space. Shopfront zone lighting and illuminated signage are to be circuited to a 24/7 timer as directed by centre management.









MATERIALITY

Your brand narrative should guide the selection of architectural materials and finishes throughout the design. Each element should communicate the quality, character and essence of your brand, creating a cohesive and authentic customer experience.

- Consider your materials choices in relation to their commercial quality, source and lifecycle. This is a key opportunity to make sustainability and environmental awareness part of your brand ethos.
- Create a point of difference by expressing traditional finishes in new and unique ways. Experiment with structure, tone and layering to create textural depth.
- Materials specified to areas exposed to maximum traffic flow should have an emphasis on custom detailing, longevity and durability.
- Focus on finishes that support your brand story. All materials should speak to each other and convey a strong and cohesive design concept.
- Ensure a high degree of detailing and consideration to the junction of finishes and change in direction of materials. Where colour is utilised, the focus is to be on texture, layering and complementing surrounding finishes.
- Engineered stone must have a crystalline silica content of less than 1%. A safety data sheet demonstrating conformance is required with your design approval submission





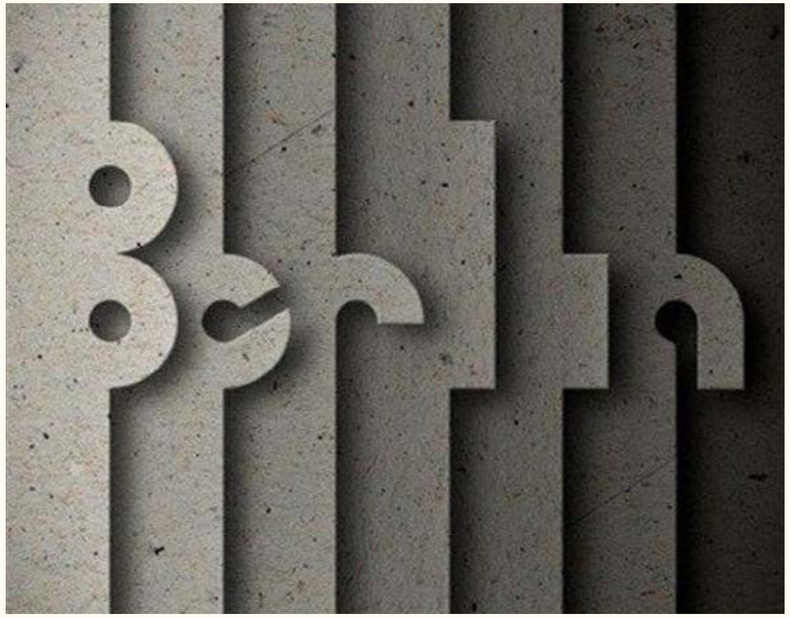
















INLINE RETAIL

SIGNAGE & GRAPHICS

Signage is a powerful expression of your brand identity and visual language. When thoughtfully integrated, it reinforces your brand narrative, enhances the architectural environment and creates a cohesive customer experience.

- Engage an experienced designer to develop a cohesive signage and branding package. This package forms part of the design approval submission and is to consider the following elements:
- 1 x primary sign per shopfront elevation is permitted. Primary sign lettering height must not exceed 350mm and is limited to the approved trading name and/or logo only. No taglines, slogans, service listings or descriptive messaging.
- 1 x secondary sign may be approved within the shopfront activation zone, positioned behind the lease line on return walls or in an entry vestibule, subject to sightlines, design merit and store parameters.
- Shopfront signage must demonstrate refinement, dimension and detail. Moving, flat vinyl, plain painted signage, acrylic, imitation materials and lightbox signage will not be approved.
- The use of back-lit or halo illuminated primary signage is highly encouraged. Dimmers are required on all illuminated signage.
- Blade signage is not permitted unless explicitly stated in the approved site brief provided by the RDM. In approved instances, all aspects of blade signage – including location, size, projection and illumination – must be reviewed and approved by the RDM prior to documentation and manufacture.
- Service listings (including products, treatments or ingredients), slogans, taglines, captions and establishment years must not form part of the approved trading name and are not permitted to be displayed as primary signage.
- The unique application of graphics, custom artwork and flexible brand messaging that aligns with the overall shopfront concept and architectural intent is encouraged.
- Shopfront zone lighting and illuminated signage are to be circuited to a 24/7 timer as directed by centre management.
- In all cases where digital signage or graphic forms part of the proposal, refer to the Digital Design Guidelines for clarification.

VISUAL MERCHANDISING & BRAND EXPRESSION

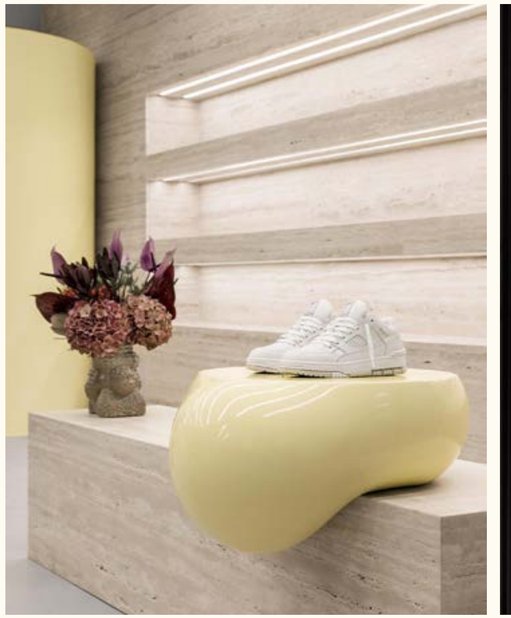
Visual merchandising is a powerful tool for bringing your brand story to life. While digital elements can support communication, considered physical displays create a tangible connection through product, materiality, texture and curation.

- Create a tangible brand experience through physical displays that engage customers with thoughtful composition, materiality and sensory detail.
- Curate with purpose by using strategic product placement, styling and layering to create visual hierarchy, inspire discovery and enhance product appeal.
- Connect through storytelling by integrating brand messaging, product presentation and visual cues to create meaningful customer connections.
- Create engaging displays that capture attention, invite exploration and extend dwell time throughout the customer journey.
- Express a distinctive brand identity through visual merchandising that reflects your brand personality and creates a cohesive, memorable retail environment
- Digital elements within the shopfront activation zone should form part of a layered display. Digital screens in isolation will not be supported.
- In all cases where digital signage or graphic forms part of the proposal, refer to the Digital Design Guidelines for clarification.











INLINE FOOD

CONCEPT DESIGN ESSENTIALS

SHOPFRONT EXEMPLARS

ACTIVATED SHOPFRONT

SPATIAL PLANNING

CEILINGS & LIGHTING

SIGNAGE & GRAPHICS

MATERIALITY

MENU & DIRECTIONAL SIGNAGE

FURNITURE & FIXTURES

LICENSED SEATING

BAR, COUNTERS & FOOD DISPLAYS

DIGITAL EXPERIENCE

STYLING & CURATION

BRANDING, PACKAGING & GRAPHICS



CONCEPT DESIGN ESSENTIALS

Use this checklist to develop and review your Concept Design Submission. Successful submissions consistently address these design outcomes before progressing into detailed design.

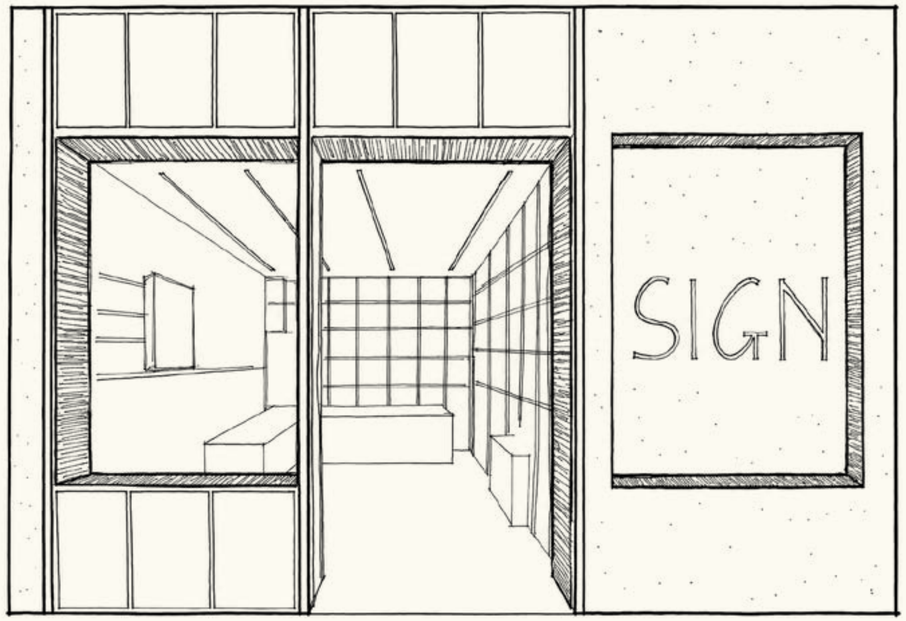
		CHECKLIST
Brand Recognition	Design a tenancy that remains distinctive and recognisable even without logos or signage.	
Activation Zone	Create an activated shopfront using layered architectural forms, framed openings, integrated furniture, glazing and customer-facing food theatre. Continue the shopfront language a minimum 1200mm into the tenancy through floor, wall, ceiling, lighting and joinery finishes. Closure systems are to be bespoke, integrated into the overall shopfront design and present as a cohesive architectural element when closed after hours.	
Neutral Zone	Provide a minimum 300mm solid neutral zone at each intertenancy margin prior to the commencement of activation.	
Spatial Planning	Plan a logical customer journey between arrival, ordering, waiting, dining and departure. Demonstrate concealed back-of-house operations and clearly identify customer interaction zones. Refer to the Food Planning Checklist. Familiarise yourself with the functional planning requirements expected at concept stage.	
Shopfront Finishes	Specify authentic, durable materials suitable for hospitality environments with a high level of craftsmanship and detailing. Single rendered shopfronts are not supported, and rendered finishes are not to be used within the shopfront activation zone below 300mm above finished floor level (AFFL).	
Signage & Menus	Engage an experienced graphic designer to develop an integrated signage package. One primary sign per elevation permitted with max. 350mm lettering height. Secondary signage subject to RDM approval.	
Ceiling & Lighting	Develop an articulated ceiling integrated with lighting and coordinated services. Engage an experienced lighting designer. Lighting to be 3000–3500K with CRI 90+ throughout customer-facing areas.	
Materiality	The material palette should focus on authentic, high-quality and sustainable materials that showcase craftsmanship, texture and natural finishes. Designs should predominantly use neutral tones (70%) with colour applied sparingly as an accent, incorporate bespoke fixtures and joinery, and ensure all details are thoughtfully considered. Avoid imitation or low-quality materials, minimise painted plasterboard, and use custom edge and skirting treatments.	
Bars & Counters	Design counters as permanent architectural elements that integrate ordering, display and customer interaction. Refrigeration, storage and equipment should be fully integrated into the overall design.	
Furniture	Provide a variety of seating types, table arrangements, fixed joinery elements and dining settings to support different customer experiences and lengths of stay. Furniture is to be commercial grade and suitable for the intended use. Replica furniture will not be supported. Where licensed seating areas form part of the tenancy plan, define the area through integrated architectural elements, furniture planning, planting and built form rather than loose furniture alone.	
Digital Experience	Digital technology is to be fully integrated into the design to support the overall brand experience and avoid excessive visual clutter. Refer to the Digital Design Guidelines.	
Styling & Brand Experience	Engage experienced consultants for graphics, styling and brand experience. Concept submissions are to include coordinated proposals for signage, packaging, graphics, styling and customer touchpoints.	

SHOPFRONT EXEMPLARS

The exemplar sketches demonstrate how the Concept Design Essentials on the preceding page translate into shopfront design. The ‘DON’T’ example illustrates an outcome that does not adequately address these essentials, while the ‘DO’ example demonstrates a design response that meets the intended design expectations.

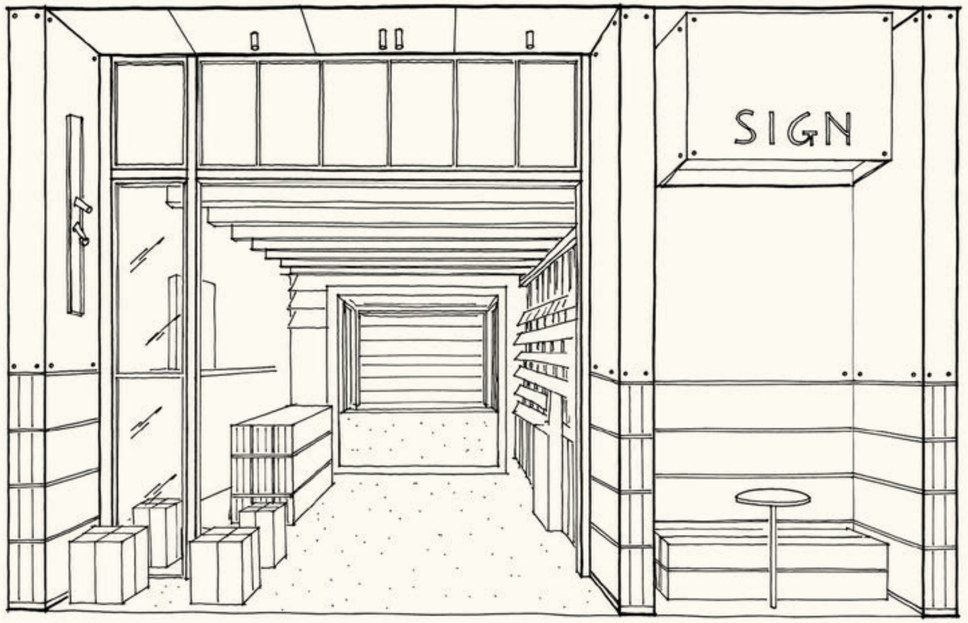
DON'T
SHOPFRONTS NOT SUPPORTED

- Brand Recognition
- Activation Zone
- Shopfront Finishes
- Signage
- Counters
- Furniture



DO
SHOPFRONTS SUPPORTED

- Brand Recognition
- Activation Zone
- Shopfront Finishes
- Signage
- Counters
- Furniture



INLINE FOOD

ACTIVATED SHOPFRONT

Your shopfront design is a pivotal opportunity to connect with your customers. Establish a strong connection to your surroundings with layered and activated shopfronts that blur the lease lines and encourage customer interaction and flow.

- Allow for a 300mm neutral zone in a solid finish to sit on the lease line to both sides of the tenancy prior to the commencement of glazing or set-back elements.
- The first 1200mm from the lease line is considered your shopfront activation zone and will be a continuation of the shopfront design, encompassing quality finishes on the walls, floors and ceiling.
- Shopfront openings and continuous flat bulkheads cannot exceed 60% of the shopfront width. Verticality is to be achieved with the inclusion of full height elements.
- Where operable shopfronts are proposed, closure systems are to be bespoke, integrated into the overall shopfront design and present as a cohesive architectural element when closed after hours.
- Specify authentic, durable materials suitable for hospitality environments with a high level of craftsmanship and detailing.
- Design customer-facing openings as purposeful architectural elements, maintaining clear sightlines into active front-of-house areas.
- Roller shutters are not supported
- Corner tenancies, fire hose reel cupboards, columns and shopfronts with returns into corridors are to be treated as part of the shopfront design.
- Refer to the Digital Design Guidelines for clarification on incorporating digital elements into the shopfront design.









SPATIAL PLANNING

Encourage curiosity around a restaurant, entertainment space or leisure destination by sharing your story. Your spatial planning is critical when curating your desired customer experience.

- Plan a logical sequence between arrival, ordering, waiting, dining and departure that responds to your operating model.
- Provide dedicated waiting, queuing and takeaway collection zones that do not obstruct customer circulation or entry.
- Locate food preparation and customer interaction areas where they contribute to the overall customer experience.
- Create a variety of seating environments through changes in furniture, lighting, materiality and spatial planning.
- Conceal back-of-house functions including wash-up areas, cold and dry storage, staff facilities and waste management from customer view.
- Ground display and service elements with permanent architectural forms rather than temporary fixtures.
- Ensure all seating layouts and circulation paths comply with DDA requirements.
- Refer to the Planning Checklist for the functional planning requirements expected to be demonstrated at concept design stage.







CEILINGS & LIGHTING

The combination of considered ceiling and lighting designs is critical to reinforce the strength of your brand and highlight various display zones or focal points in your restaurant.

- Take an architectural approach to ceiling design through the use of articulated forms, varied ceiling treatments and integrated feature elements. Flat, non-articulated ceilings or ceilings with a single bulkhead step will not be supported.
- Open ceiling proposals will be assessed on design merit and should incorporate rigid ductwork and suspended architectural elements, and feature lighting zones. All exposed services – including ductwork, pipework, cabling, speakers and security cameras – are to be coordinated and finished to match the overall ceiling design.
- Specify lighting at 3000–3500K colour temperature with CRI 90+ throughout all customer-facing areas.
- Adopt a hierarchical lighting approach incorporating ambient, feature, task and concealed lighting. Integrate all lighting elements – including signage, display lighting, refrigerated displays and under-bench lighting – into the overall architectural design.
- Lighting design should respond to the transition from day to night trade, evolving operational requirements and the after-hours presentation of the tenancy. Shopfront zone lighting and illuminated signage are to be circuited to a 24/7 timer as directed by Centre Management.
- An experienced lighting designer is to be engaged for all food and beverage tenancies.







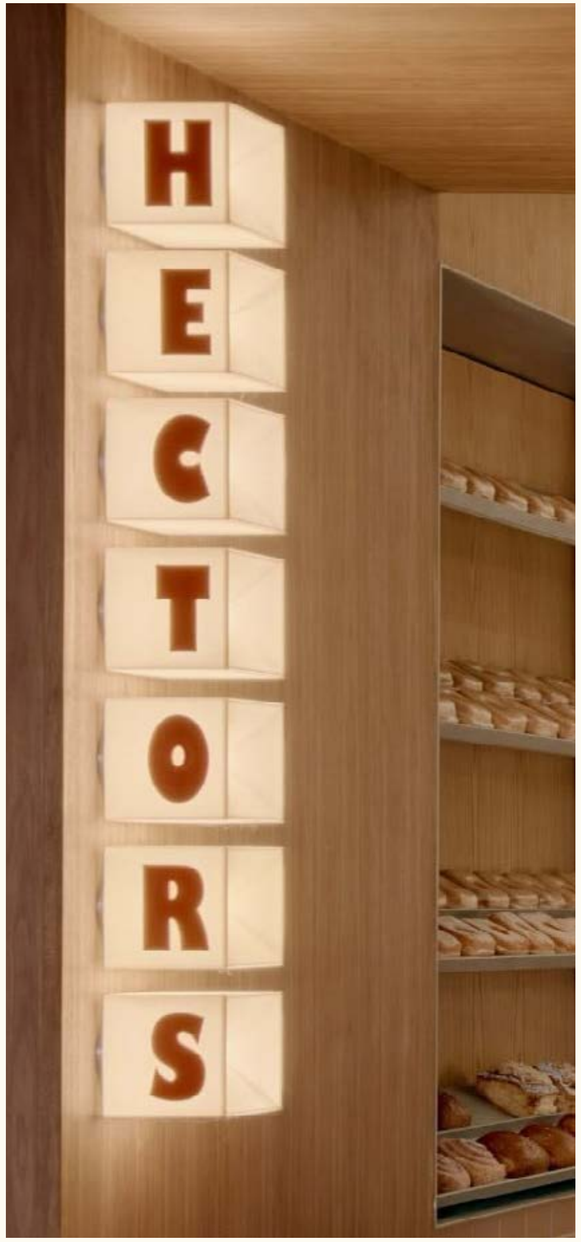




SIGNAGE & GRAPHICS

Signage speaks to your unique visual language and brand identity. Its successful integration is key to bringing a brand narrative to life.

- Engage an experienced graphic designer to develop a cohesive signage and branding package that integrates with the overall shopfront concept. This forms part of the design approval submission.
- 1 x primary sign is permitted to the shopfront elevation. Primary sign lettering height must not exceed 350mm.
- 1 x secondary sign may be approved within the shopfront activation zone, positioned behind the lease line, on return walls or within an entry vestibule, subject to sightlines, design merit and store parameters.
- Shopfront signage must demonstrate refinement, dimension and crafted detailing. Moving, flat vinyl, plain painted signage, acrylic, imitation materials and generic lightbox signage will not be approved.
- The use of halo or rear-illuminated primary signage is encouraged. All illuminated signage is to be dimmable and not exceed 4000K colour temperature.
- Blade signage is not permitted unless explicitly stated within the approved site brief provided by the RDM. Where approved, all aspects of blade signage – including location, size, projection and illumination – must be reviewed and approved by the RDM prior to documentation and manufacture.
- Service listings (including products, treatments or ingredients), slogans, taglines, supplier branding, promotional messaging and establishment years must not form part of the approved trading name and are not permitted to be displayed as primary signage.
- The unique application of graphics, custom artwork and flexible brand messaging that aligns with the overall brand language is encouraged.
- Where digital signage or graphic elements are proposed, refer to the Digital Design Guidelines for clarification.



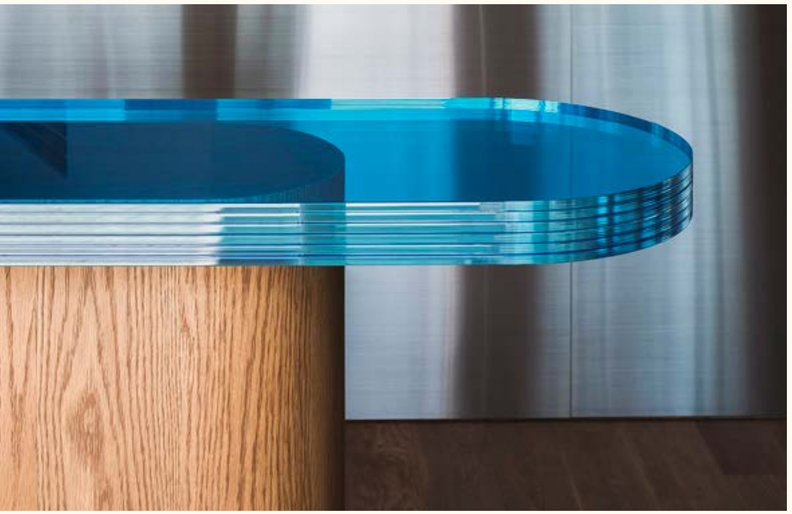














INLINE FOOD

MATERIALITY

The Uptown design celebrates contemporary subtropical and urban characteristics through the use of restrained natural material palette, layered planting and natural light. F&B spaces are encouraged to complement this while expressing their own unique identity through individual and authentic materiality.

- Select authentic, high-quality materials with an emphasis on texture, tactility and craftsmanship.
- Material selections should complement the surrounding architectural palette for Uptown, while expressing a distinctive brand identity through unique materials, texture, pattern, craftsmanship and detail.
- Demonstrate an awareness of sustainability through innovative or recycled materials that go beyond the conventional.
- Durable materials are to be specified throughout all customer-facing areas, particularly to shopfronts, counters and high-contact surfaces.
- Non-approved materials for your shopfront include: imitation materials, laminates, composite aluminium panels, painted finishes (including 2pac), vinyl, acrylic, flat solid tiles and clear float glass.
- Single rendered finish shopfronts are not supported, and rendered finishes are not to be used within the shopfront activation zone below 300mm AFFL, or to counters and other high traffic areas.
- Counters must include complementary stone to ensure longevity.
- The interior is to have every touch point within the tenancy designed and considered, avoiding long runs of painted plasterboard walls.
- All edge protection to be custom and responsive to surround finishes, with no anodised flat bar. All skirting to be recessed rather than applied to the front of your nominated finish.
- Engineered stone must have a crystalline silica content of less than 1%. A safety data sheet demonstrating conformance is required with your design approval submission.











INLINE FOOD

MENU & DIRECTIONAL SIGNAGE

Presentation of menus in a concise and creative manner can inspire and delight your customers. Your wayfinding should convey clear messaging and engage customers with unique methods of communication.

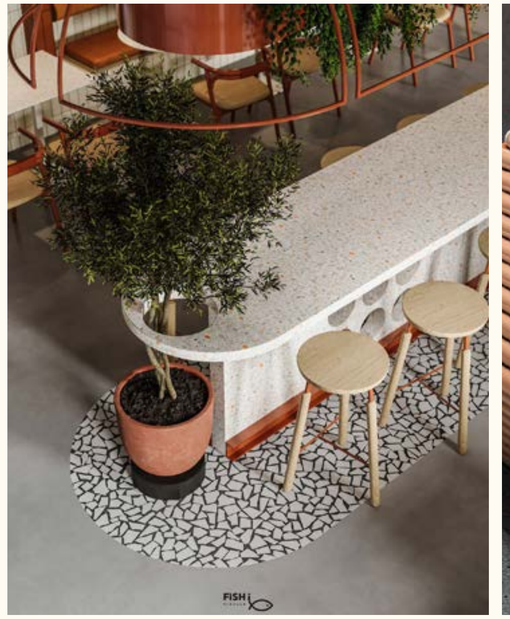
- Engage an experienced graphic designer to develop all menu and wayfinding elements as part of the design approval submission.
- Menu and wayfinding elements are to be integrated into the architectural design using bespoke materials, detailing and mounting solutions.
- Consider how menus and customer information are presented throughout the customer journey, including arrival, ordering, collection and dining.
- Digital menu boards may be proposed where they enhance operational flexibility and customer experience. Screen content should be professionally designed, integrated into the architectural design and coordinated with the overall lighting strategy.
- Suspended menu boards and overhead directional elements are to consider key sightlines, maintain visual clarity and be designed for future content updates.
- Menu presentation should prioritise clarity and hierarchy. Avoid excessive information, repeated messaging or visual clutter. Text size to be minimum 60pt.
- Printed menus, menu cards and directional signage are to be professionally designed and fabricated from durable, high-quality materials. QR codes are to be discreetly integrated where required.
- Handwritten menus, A-frame signs, pull-up banners, snap frames, third-party branding and temporary promotional signage will not be supported.

FURNITURE & FIXTURES

Thoughtful curation will set the tone and inform the customer journey. Collections should be cohesive and respond to the desired ambience of the environment.

- Furniture selections should reinforce the overall architectural concept through considered materiality, craftsmanship, comfort and durability.
- Provide a variety of seating types, table arrangements and dining settings to support different customer experiences and lengths of stay.
- Integrate fixed seating, banquettes and built-in furniture where appropriate to create a more permanent and cohesive architectural response.
- Furniture is to be commercial grade and suitable for the intended use. Replica furniture will not be supported.
- Tables, seating and loose furniture should complement the overall design concept through coordinated materials, finishes and detailing.
- Loose furniture schedules should form a cohesive collection and avoid generic commercial furniture solutions.
- Compact laminate tabletops and other low-quality commercial finishes will not be supported.
- Locally designed and manufactured furniture is encouraged where it supports the overall design intent.



















INLINE FOOD

LICENSED SEATING

Licensed seating areas provide an opportunity to extend the hospitality experience beyond the tenancy. These spaces should express your brand identity while complementing the surrounding mall environment.

- Define the licensed seating boundary through fixed architectural elements such as banquettes, low walls, integrated planters, bars or bespoke balustrades rather than relying solely on loose furniture.
- Boundary elements should maintain visual openness to the mall while creating a clearly defined dining environment.
- Coordinate furniture, joinery, materials and detailing with the adjoining tenancy to create a seamless extension of the overall hospitality experience.
- Retain the landlord mall floor finish throughout the licensed seating area unless otherwise approved.
- Integrate decorative lighting into boundary elements where appropriate. Ensure the proposed reticulation of electrical circuiting for lighting from the tenancy board is provisioned for in your services submission for landlord review and approval.
- Maintain clear sightlines above 1400mm AFFL throughout the licensed seating area. Elements extending above this height are subject to prior approval from the Retail Design Manager and will be assessed in consideration of the surrounding mall environment.
- Loose furniture is to be commercial grade, durable and complementary to the overall design concept.

BARS, COUNTERS & FOOD DISPLAYS

Counters are the focal point of customer interaction and should be designed as feature of your space. They should celebrate product, support operational efficiency and reinforce the overall hospitality experience.

- Locate counters to support intuitive customer movement, arrival and ordering. Counters are to be set back a minimum 1000mm from the shopfront lease line.
- Design counters as permanent architectural elements that become the focal point of the customer experience through sculptural form, robust detailing and durable hospitality-grade materials.
- Integrate food displays, refrigerated showcases, drinks displays and service equipment into the overall counter design. Freestanding commercial display equipment will not be supported.
- Design food displays to celebrate product through hierarchy, abundance and variation in height while maintaining excellent hygiene and operational efficiency throughout trade.
- Open kitchen and food preparation areas are encouraged where they contribute positively to the customer experience. Back-of-house functions should be carefully screened from customer view.
- Customer-facing counters are to incorporate integrated storage for operational items. Open shelving, loose equipment, consumables and rubbish bins are not to be visible from customer areas.
- Refrigeration, ventilation grilles and other equipment are to be fully integrated into the architectural design with finishes coordinated to the overall tenancy.











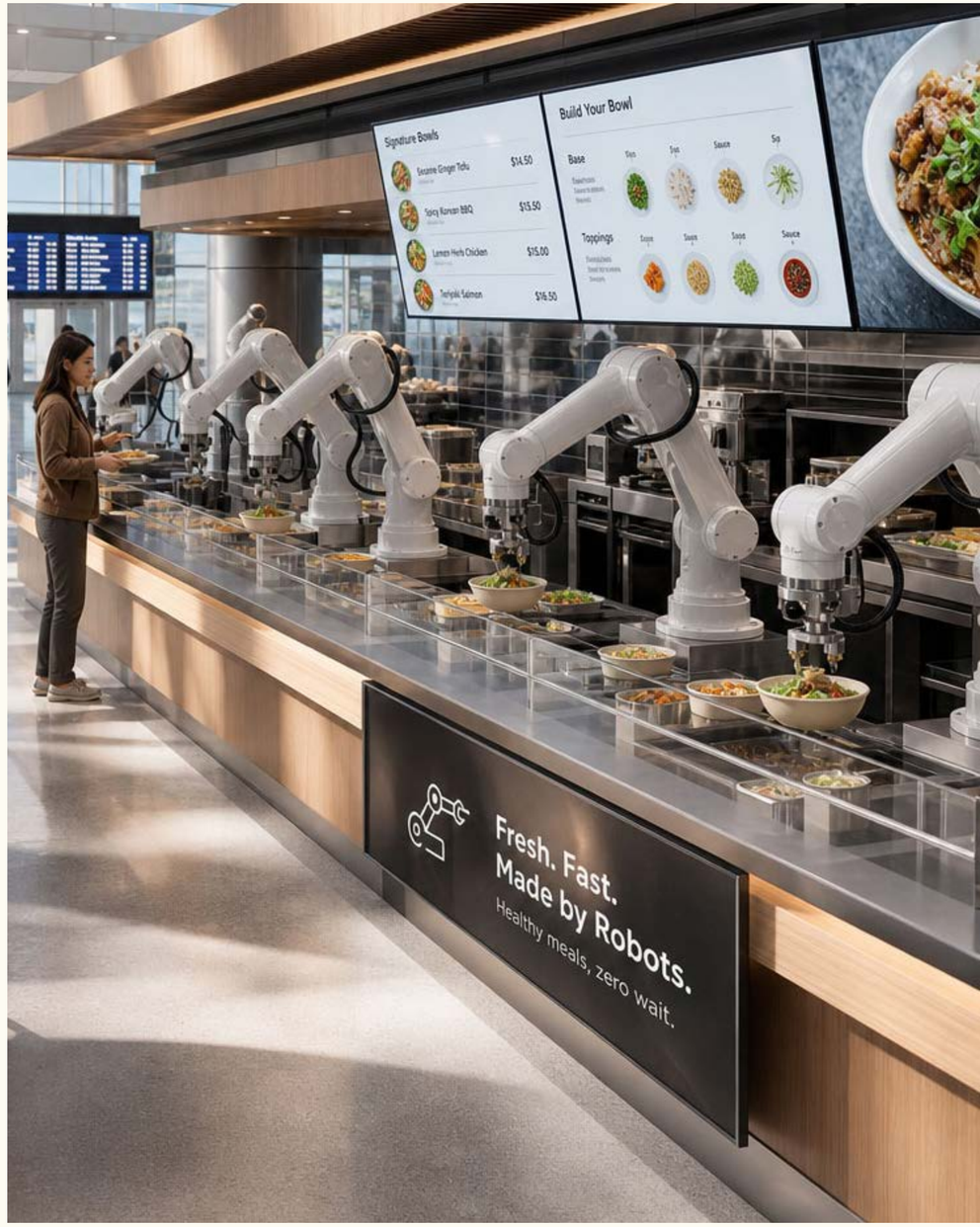
DIGITAL EXPERIENCE

Technology should be seamlessly integrated into the overall architectural design to enhance the customer experience. Digital interactions should feel intuitive, purposeful and complementary to the hospitality environment rather than becoming the primary focus.

- Digital technology may support ordering, collection, customer engagement, entertainment and operational efficiency where thoughtfully integrated into the overall design.
- All digital displays are to be fully integrated within the surrounding architecture and should support and complement the brand message.
- The scale, placement and brightness of digital elements should be carefully considered in relation to the surrounding architecture and customer experience.
- Digital content should reinforce the overall brand experience and avoid excessive advertising, promotional messaging or visual clutter.
- In all cases refer to the Digital Design Guidelines.







STYLING & CURATION

Curated objects, merchandise and styling elements should set the tone for a memorable dining experience and allow all aspects of your tenancy presentation to support the overarching design.

- Engage a professional stylist to develop all aspects of the tenancy styling and visual merchandising presentation. This forms part of the Design Approval Submission.
- Develop a visual strategy and cohesive selection of curated objects to feature in the space to form part of your Design Approval Submission.
- Ensure merchandising is adaptable, seasonally refreshed and maintained to support an evolving customer experience.
- Visual Merchandising should include relevant products such as bottled or canned ingredients and props that relate to your interior design, cuisine and brand.
- The styling submission should consider every customer touchpoint, including crockery, cutlery, glassware, table numbers, menus, condiments and tabletop presentation.
- Customer-facing operational items – including food and bar displays, takeaway packaging, cups, crockery, cutlery, condiments and display storage – should be fully integrated into the overall design.
- Include any shelving visible to the public in the visual merchandising / stylist concept package for RDM approval. Submission must include specifics of what is going on the shelves.
- All proposed plants must be real, have a maintenance plan and meet food code requirements. A maintenance plan is to be provided for the upkeep of all planting. Consider engaging a plant butlering service to outsource maintenance.













BRANDING, PACKAGING & GRAPHICS

Every customer touchpoint contributes to your brand experience. Consider how graphics, packaging, uniforms, digital media, merchandising and environmental design work together to create a memorable and authentic hospitality experience.

- Engage an experienced graphic designer to develop a cohesive brand experience package. This forms part of the design approval submission and should demonstrate how your brand is consistently expressed throughout the tenancy.
- Prepare a brand story that communicates your values, product offer and customer experience, demonstrating how the physical environment supports your overall brand narrative.
- Consider every customer touchpoint including menus, packaging, uniforms, tableware, takeaway presentation, digital content, environmental graphics and promotional communications.
- Graphics, artwork and brand messaging must be fully integrated into the architectural design and reinforce the overall hospitality concept.
- Use colour, materiality, lighting and custom detailing to create memorable moments that strengthen your brand identity and customer experience.
- Packaging, takeaway presentation and serving solutions should form part of the overall design language and utilise high-quality, environmentally responsible materials.
- Collaborate with local artists, makers and craftspeople where appropriate to create authentic, site-specific expressions of your brand.
- Brand expression should feel authentic and enduring. Avoid generic graphics, temporary promotional treatments and decorative elements that do not contribute to the overall brand narrative.







KIOSK RETAIL

CONCEPT DESIGN ESSENTIALS

FORM & PLANNING EXEMPLARS

FORM & SPATIAL PLANNING

COUNTERS

MATERIALITY

LIGHTING

SIGNAGE & GRAPHICS

VISUAL MERCHANDISING



CONCEPT DESIGN ESSENTIALS

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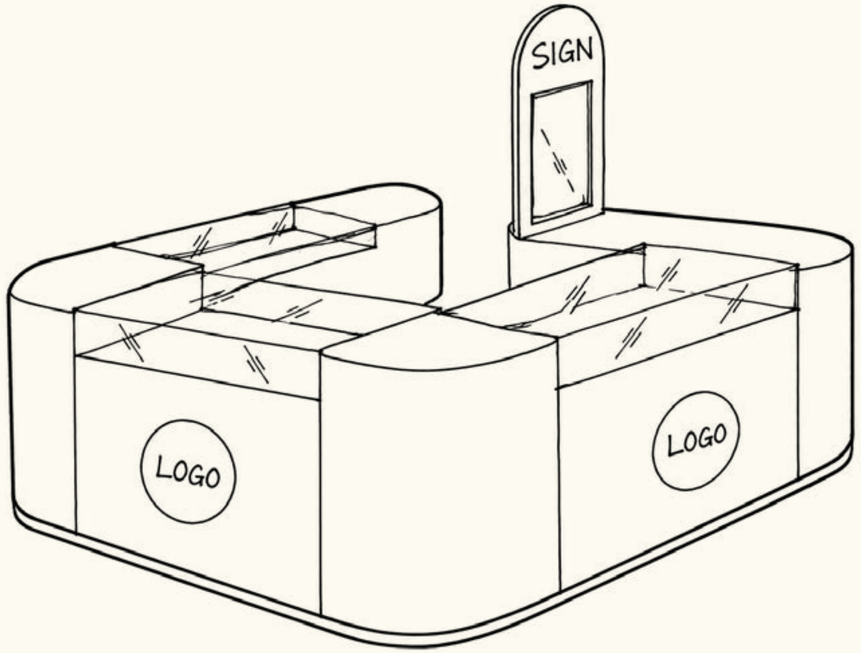
		CHECKLIST
Planning	Design a kiosk as an open, walk-through retail experience that engages customers from all sides.	
Form	Ensure the kiosk is visually engaging from every approach. A maximum of 50% of counters, equipment and merchandise are permitted to sit at 1400mm high with remaining elements to sit at 900–1200mm high. A visually lightweight frame element to max. 2400mm high may be included to anchor your primary signage and provide structure for overhead lighting.	
Activation	Use articulated form, layered counters and integrated display to create a memorable customer experience.	
Counters	Design counters as bespoke architectural elements rather than standard joinery. Integrate POS, storage, bins, equipment and services seamlessly within the kiosk.	
Materiality	70% of kiosk finishes are to be tonal and sympathetic to the precinct palette and materiality, with colour to be introduced as an accent only. Specify authentic, enduring materials with a high level of craftsmanship and detailing. Avoid imitation finishes and generic retail systems.	
Signage	1 x primary sign, either double-sided or with each facing on 2 of the most prominent sides of the kiosk is permitted, each with lettering max. 200mm high. This sign should also be proportional to the architectural form of your kiosk.	
Technology	Fully integrate digital technology into the kiosk design. Screens, POS equipment, security devices and operational technology should be concealed wherever possible. Refer to the Digital Design Guidelines.	
Visual Merchandising	Develop a considered merchandising strategy that forms part of the kiosk architecture. Display, product presentation and styling should reinforce the overall brand narrative.	
High Degree of Detailing	Resolve every junction, material transition and integrated service as an architectural detail. Generic proprietary components should not be visible.	
Consultants	Engage graphics/branding, lighting and visual merchandising consultants early to ensure a coordinated kiosk outcome.	

FORM & SPATIAL EXEMPLARS

The exemplar sketches demonstrate how the Concept Design Essentials on the preceding page translate into kiosk design. The ‘DON’T’ example illustrates an outcome that does not adequately address these essentials, while the ‘DO’ example demonstrates a design response that meets the intended design expectations.

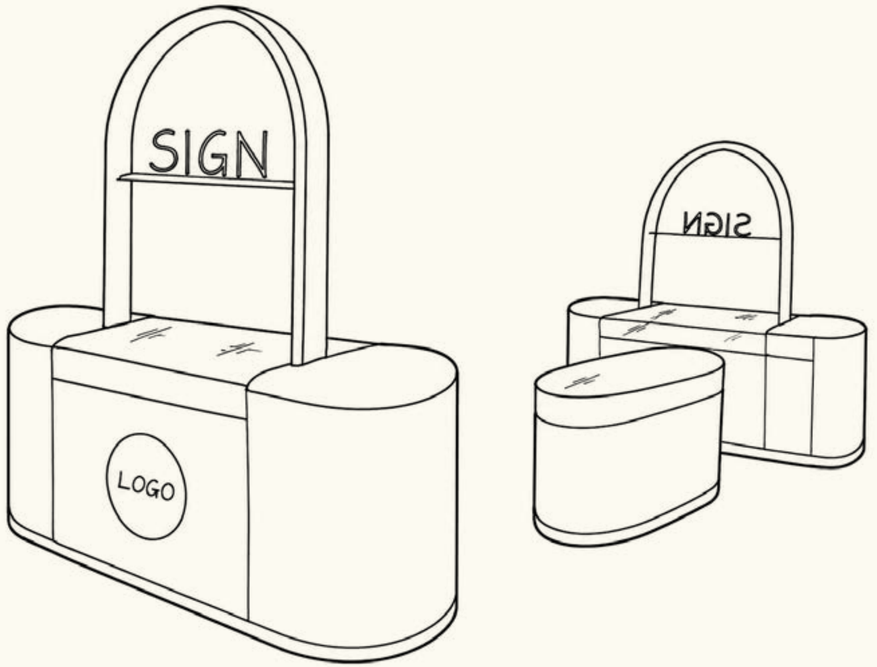
DON'T
KIOSK NOT SUPPORTED

- Planning
- Activation
- Form
- Signage



DO
KIOSK SUPPORTED

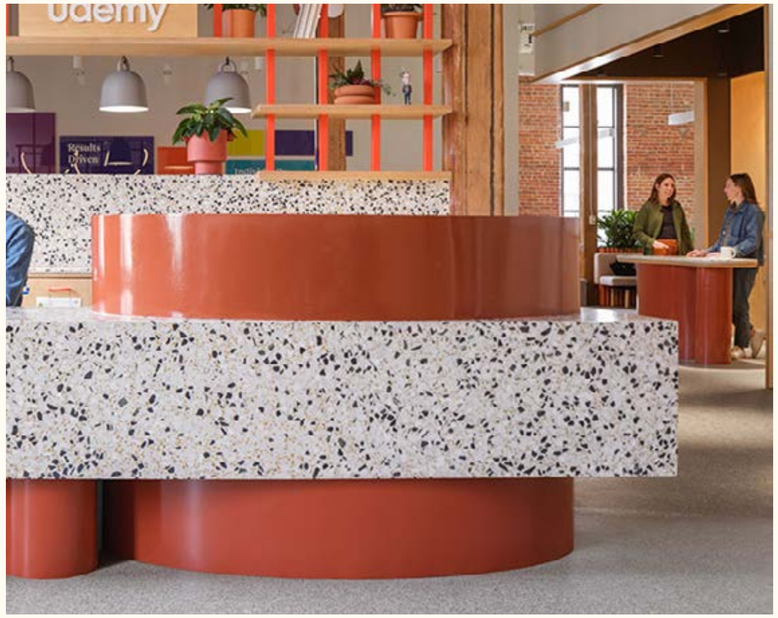
- Planning
- Activation
- Form
- Signage



FORM & SPATIAL PLANNING

A kiosk is experienced from every direction. Its success depends on sculptural form, careful spatial planning and the seamless integration of operational requirements. Unlike a shopfront, every elevation contributes equally to the customer experience.

- Design a walk-through layout with variation in heights and finishes. Closed traditional kiosks will not be supported without strong design merit.
- Integrate POS, technology, storage, bins and services within the joinery. All joinery to have doors.
- A maximum of 50% of counters, equipment and merchandise are permitted to sit at 1400mm high with remaining elements to sit at 900–1200mm high.
- A visually lightweight frame element to maximum 2400mm high may be included to anchor your primary signage and provide structure for overhead lighting. Where supported, they should be lightweight, consider cross-mall sightlines, sculptural and integral to the kiosk architecture.
- Columns that fall within the kiosk lease line will typically require tenant to finish up to height of joinery and be a landlord finish above. Refer to the tenancy plan for delineation between tenant and landlord finishes zones.
- Conceal all electrical equipment, distribution boards and wiring from public view.
- If an access gate is required and approved, the base of the gate must be less than 5mm from the finished floor.









COUNTERS

Custom counter designs and details are encouraged to maximise display, functionality and visual interest. Critically, all non-approved customer facing elements must be carefully integrated and concealed from view.

- The location, form and orientation of the display counter should be carefully considered to support the kiosk layout and function.
- Consider how your products will be displayed within your counter design, how staff can easily access the product, how customers engage with your product and, most importantly, how the displays remain organised throughout trade.
- Account for suitable lighting to your counter displays and workstations and always ensure the wiring is concealed.
- Glass cabinetry is to be integrated into the counter surfaces and have square profile detailing. All channels must be recessed with UV bonded joints. No clips are to be used.
- Conceal electrical equipment – including the electrical panel, wiring, junction boxes and other connections – from public view within the kiosk.
- Ensure the POS, self-serve and all key operational equipment is integrated into counters with concealed wiring.
- Rubbish bins are to be integrated, and all storage units should be clad appropriately. The back of the cabinets must be enclosed and finished to complement the design.





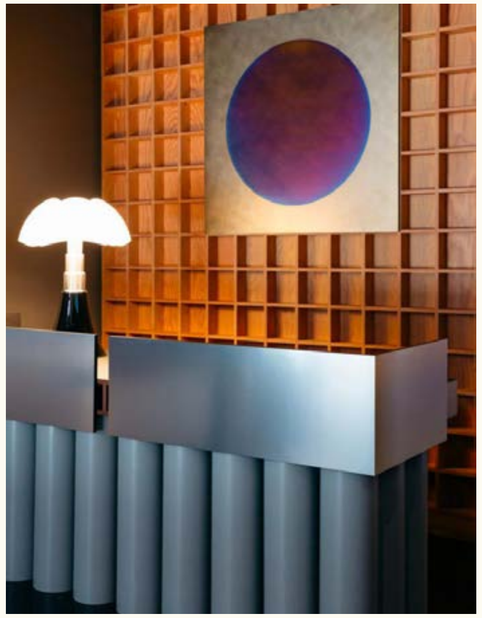




MATERIALITY

Material selection should communicate permanence, quality and authenticity. Because kiosks are viewed from every angle and experienced at close range, craftsmanship and detailing become critical.

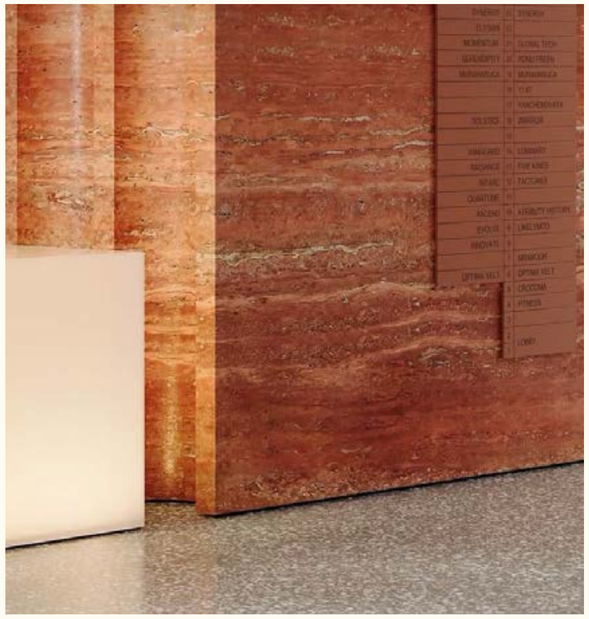
- Be unexpected in your selection of materials. Focus on layering and textural quality.
- Respond to the surrounding precinct through restraint rather than imitation. Allow material quality and craftsmanship to define the kiosk, using colour as an accent rather than the primary design feature.
- Ensure a high degree of detailing and consideration to the junction of finishes.
- Select interesting and bespoke handles, light fittings and fixtures. Incorporate unique custom joinery items.
- Materials specified to areas exposed to common mall traffic flow should have an emphasis on bespoke detailing, longevity, authenticity and durability. Consider natural stone, authentic metals, solid timber, decorative glass, artisan concrete, leather, terracotta, terrazzo, brick and handcrafted ceramics.
- Non-approved materials include: imitation materials, laminates, composite aluminium panels, painted finishes (including 2pac), timber veneer, solid surface materials, vinyl, acrylic, flat solid tiles and clear float glass.
- Mall flooring to remain throughout. No overlay of tenant flooring is permitted.













LIGHTING

Lighting should form part of the kiosk architecture rather than being applied retrospectively. Use light to create hierarchy, highlight merchandise and reinforce the overall customer experience.

- A professional retail lighting designer is to be engaged, this will form part of your design approval submission
- Include lighting for your product and display, visual merchandising, signage and counter displays
- Choose lighting with the right colour portfolio to enhance your merchandise, create ambience and encourage dwell times within your tenancy. Lighting to be 3000–3500K with CRI 90+.
- Your lighting design must respond to the location of your kiosk within the mall, considering the availability of natural light.
- Respond to the transition from day to night trade by incorporating varied lighting types. All lighting to be dimmable to accommodate the changing conditions. The implementation of a Dali lighting system is ideal for maximum flexibility.
- Ensure all elements of your design that require lighting are fully integrated and tied back into the overall design. This includes integrated under-bench or display strip lighting. Design all specifications and mounting details to achieve even illumination levels and avoid any hot spotting.
- Be hierarchical in your lighting design. Allow for flexible, direct and controlled lighting to illuminate desired aspects. Use indirect, concealed lighting to illuminate the architecture.
- Lighting to the kiosk skirting will not be approved.













KIOSK RETAIL

SIGNAGE & GRAPHICS

Signage should feel integrated rather than applied. Successful kiosk signage forms part of the architecture, reinforcing brand recognition without dominating the design.

- Engage a qualified and experienced graphic designer to develop the signage package. This will form part of the design approval submission.
- 1 x primary sign, either double-sided or with each facing on 2 of the most prominent sides of the kiosk is permitted, each with lettering max. 200mm high. This sign should also be proportional to the architectural form of your kiosk.
- Develop a memorable and bespoke signage solution to entice customers using authentic, quality materials. Include unique detailing and considered fixing solutions.
- Signage materials should complement your overall kiosk concept. Specify natural tones and apply accents of colour in a refined manner. Non-approved materials include: vinyl, acrylic and imitation materials.
- Explore unique placement and detailing opportunities to display your sign within the kiosk forms, while being responsive to sightlines through the mall.
- Where a column falls within the kiosk lease line this must be used to house signage. No additional vertical elements are permitted.
- Illuminated signage is to be either halo or rear illuminated, with all illuminated signage to be dimmable.
- Structural engineering will be required for any overhead elements.
- In all cases where digital signage or graphic forms part of the proposal, refer to the Digital Design Guidelines.







KIOSK RETAIL

VISUAL MERCHANDISING

Visual merchandising completes the kiosk experience. Product presentation, styling and storytelling should be considered as carefully as the architecture itself, encouraging curiosity, interaction and repeat visitation.

- Engage a visual merchandiser to develop the merchandising strategy as part of the Design Approval submission.
- Consider all customer touchpoints including display, ticketing, packaging, product information and brand storytelling.
- Your staff uniform should reflect your brand identity. Consider all elements that reinforce your brand, including colour, cut and fabric selection.
- Accessorise your kiosk by including statement furniture or a styling piece. This offers an opportunity to both pause and merchandise.
- All proposed plants must be real, have a maintenance plan and meet food code requirements. A maintenance plan is to be provided for the upkeep of all planting. Consider engaging a plant-butlering service to outsource maintenance.

KIOSK FOOD

CONCEPT DESIGN ESSENTIALS

FORM & SPATIAL PLANNING

COUNTERS

MATERIALITY

LIGHTING

SIGNAGE

MENUS

BRAND EXPERIENCE

LICENSED SEATING

VISUAL STYLING



CONCEPT DESIGN ESSENTIALS

Use this checklist to develop and review your Concept Design Submission. Successful submissions consistently address these design outcomes before progressing into detailed design.

		CHECKLIST
Planning	Demonstrate a considered customer journey for ordering, payment, queueing, waiting and collection, ensuring circulation around the kiosk does not negatively impact the surrounding mall environment. Refer to the Food Planning Checklist.	
Form	Develop a sculptural kiosk with articulated form, layering and considered framing. Counter heights are to be varied, with a maximum of 50% of counters, equipment and merchandise permitted at 1400mm, and the balance at 900–1200mm high. A visually lightweight frame element to max. 2400mm high may be included to anchor your primary signage and provide structure for overhead lighting.	
Activation	Resolve inactive kiosk edges through integrated seating, display, shelving or architectural features. Blank service walls will not be supported.	
Materiality	Draw inspiration from contemporary urban hospitality environments. Specify authentic, durable materials with bespoke detailing. Material selections should complement the surrounding architecture – with 70% of finishes to be tonal – while also expressing a distinctive brand identity.	
Lighting	Engage an experienced lighting designer. Lighting is to reinforce customer interaction, food presentation and operational requirements, with serving zones illuminated at approximately 2:1 relative to customer areas.	
Signage & Menus	Develop a memorable signage solution using authentic materials and refined detailing. One primary sign is permitted (double-sided or on two prominent elevations) with max. 200mm lettering height. Menus are to be architecturally integrated and considerate of cross-mall sightlines by keeping height below 1400mm with the rest of the kiosk.	
Technology	Fully integrate digital technology into the kiosk design. Screens, POS equipment, security devices and operational technology should be concealed wherever possible. Refer to the Digital Design Guidelines.	
Styling & Customer Touchpoints	Engage a professional stylist. Demonstrate how food presentation, packaging, menus, condiments, crockery, cutlery and customer touchpoints are integrated into the kiosk design. Incorporate purpose-built storage for these elements wherever possible.	
Consultants	Engage graphics/branding, lighting and visual merchandising consultants early to ensure a coordinated kiosk outcome.	

FORM & SPATIAL PLANNING

Hospitality kiosks are bold architectural installations with all the design, quality and integrated functionality of a café or restaurant.

- Your layout will be informed by how your customer navigates and interacts with your space and the broader context of the mall. A cohesive and considered form will emphasise your sense of place and maximise your operational flow within the busy mall environment.
- A kiosk is visible from all sides and careful consideration is to be given from multiple viewpoints within the mall. A clean kiosk is required at all times.
- Careful consideration of the functional layout and operation of the kiosk will influence architectural forms. Shield customer views to sinks and operational components by positioning these centrally.
- Your planning is to incorporate seamless integration of all technology, sales equipment, display, storage and bins.
- A maximum of 50% of counters, equipment and merchandise are permitted to sit at 1400mm high with remaining elements to sit at 900–1200mm high.
- Columns that fall within the kiosk lease line will typically require tenant to finish up to height of joinery and be a landlord finish above. Refer to the tenancy plan for delineation between tenant and landlord finishes zones.
- Include all details of customer seating that will form part of your cohesive design proposal. Ensure all layouts maintain clear paths of travel for customers.
- The layout should dedicate a discrete area for staff to receive stock deliveries.
- If an access gate is required and approved, the base of the gate must be less than 5mm from the finished floor.









COUNTERS

A beautifully executed counter is the perfect opportunity to introduce your offer, celebrate your product and interact with your customer.

- Be sculptural in your approach. Create focal points and impact with articulated form, focusing on layering and considered framing.
- The location, form and orientation of the display counter should be carefully considered to support the kiosk layout and function. Position the order and pick-up points to minimise queuing and optimise customer flow.
- Draw inspiration from contemporary urban hospitality environments. Materials specified to clad the counter must reflect your overall design intent and have bespoke detailing, longevity and durability.
- All customer amenities are to be built in, including storage and display of items such as utensils, napkins, condiments and impulse snack products.
- Careful consideration must be given to your counter and front-of-house kitchen design. There should be no loose items in the walkways of the counters such as rubbish bins. Everything should have its place. All joinery to have cupboard doors; no open shelves at low levels.
- Access into the tenancy through the counter should be seamlessly integrated into the design and positioned with key sightlines and customer traffic flow considered
- A maximum height of 1400mm is approved for counters (including equipment and glazed display sections).











MATERIALITY

Your brand narrative should inform the selection of architectural materials for every aspect of your design, and should respond to the broader design aesthetic.

- Select authentic, quality materials with consideration to handcrafted and textural qualities. Consider opportunities to incorporate local craftsmanship with bespoke fixture and furnishing selections.
- 70% neutral finishes are to be tonal in colourways, with colour to be introduced as an accent only. Focus uses of colour on texture and layering, and ensure colour is complementary to the surrounding materials.
- Select interesting and bespoke handles, light fittings and fixtures, and incorporate unique custom joinery items.
- Demonstrate an awareness of sustainability through innovative or recycled materials that go beyond the conventional.
- Materials specified to areas exposed to common mall traffic flow should have an emphasis on bespoke detailing, longevity and durability.
- All edge protection to be custom and responsive to surround finishes, with no anodised flat bar. All skirting to be recessed and not applied to the front of your nominated finish.
- Mall flooring to remain through front-of-house and licensed seating areas. Your nominated back-of-house floor finish must be appropriate for commercial application and leave the mall flooring intact.













LIGHTING

Considered lighting design plays an integral role in your customer experience and the overall presentation of your kiosk design.

- Engage a professional retail lighting designer. This will form part of your design approval submission
- Lighting levels are critical for a successful kiosk design. Include lighting for your product and display, visual merchandising, signage and counter displays.
- Your lighting design will be responsive to the location of your kiosk within the mall, considering the availability of natural light.
- Respond to the transition from day to night trade by incorporating varied lighting types. All lighting to be dimmable to accommodate the changing conditions. The implementation of a Dali lighting system is ideal for maximum flexibility.
- Ensure all elements of your design that require lighting are fully integrated and tied back into the overall design. This includes integrated under bench or display strip lighting. Design all specifications and mounting details to achieve even illumination levels and avoid any hot spotting.
- Be hierarchical in your lighting design. Allow for flexible, direct and controlled lighting to illuminate desired aspects. Use indirect, concealed lighting to illuminate the architecture.
- The serving zone should have an accent ratio of 2:1. For example, if the customer service area is 300 lux the food prep area should be 600 lux. As a guide, the customer service area should be 200–400 lux and the food prep area 400–800 lux.
- Any fridge illumination should be 3000K.























KIOSK FOOD

SIGNAGE

The successful integration of signage is key to bringing your brand narrative to life and enhancing the overall design.

- Engage a qualified and experienced graphic designer develop the signage package. This will form part of the design approval submission.
- Develop a memorable and bespoke signage solution to entice customers using authentic, quality materials. Include unique detailing and considered fixing solutions.
- 1 x primary sign, either double-sided or with each facing on 2 of the most prominent sides of the kiosk is permitted, each with lettering maximum 200mm high. This sign should also be proportional to the architectural form of your kiosk.
- Signage materials should complement your overall kiosk concept. Specify natural tones and apply accents of colour in a refined manner. Non-approved materials include: vinyl, acrylic and imitation materials.
- Explore unique placement and detailing opportunities to display your sign within the kiosk forms, while being responsive to sightlines through the mall.
- Where a column falls within the kiosk lease line this must be used to house signage, no additional vertical elements permitted.
- Illuminated signage is to be either halo or rear illuminated, with all illuminated signage to be dimmable.
- For complicated fixing details or particularly heavy signs, engineering may be required with certification from a structural engineer.

MENUS

The presentation of carefully integrated menus in a concise and creative manner can inspire and delight your customers.

- Engage a qualified and experienced graphic designer to design all aspects of menus. This will form part of the design approval submission.
- Menus and wayfinding signage should seamlessly complement the surrounding architectural finishes, with customised elements to suit their function and purpose.
- The design of menus will be informed by the required content and brand-relevant materials. Menu placement and size is to be mindful of sightlines. They should be easily updatable.
- Avoid handwritten menus, A-frame boards, pull-up banners or off-the-shelf display systems. Generic or snap frames will not be supported.
- Commercial branded logos or third-party references are not permitted.
- Digital menus can be integrated into your kiosk design. They must follow these guidelines:
  - A maximum of 2 x A2 digital menus
  - Still graphic, no moving images or sound. Graphics only, no sale content
  - Integrated into the base of the kiosk
  - Glass to the front of the screen
  - Fully framed and recessed
  - Not exceed 1200mm high
  - Screen output is to be consistent with the overall lux level of the kiosk and precinct





















KIOSK FOOD

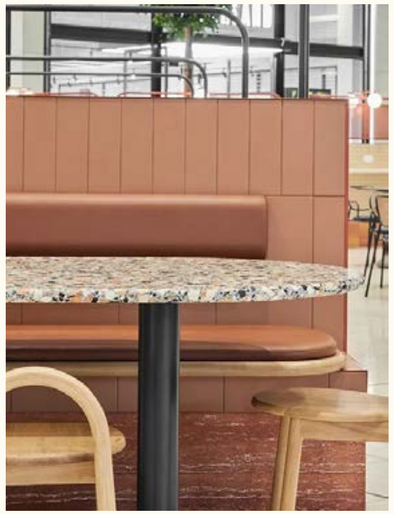
BRAND EXPERIENCE

Consider how your brand's DNA can be expressed in a dynamic, unexpected way. How is your brand perceived as customers experience your offer?

- Engage a qualified or experienced graphic designer or branding agency to develop your brand strategy narrative. This strategy, covering all branding touchpoints, will form part of your Design Approval submission.
- Consider how you communicate the authenticity and value of your product, ensuring your brand story experience resonates with your customers and encourages their return.
- Create memorable moments that communicate your brand story. The location, message and tone of your expression should have purpose and support your food narrative.
- Connect with local artisans to create one-of-a-kind pieces for your space, ensuring your design's originality and relevance to the community.
- Your customers are more informed and aware about the origins of their food than ever before. Look at ways to incorporate this narrative alongside your offer.
- The brand strategy package will include:
  - Packaging suite
  - Complete signage package
  - Complete menu package
  - Ticketing and display solutions
  - Point-of-sale items and location map
  - Staff uniform design
  - All custom graphics and artwork









KIOSK FOOD

LICENSED SEATING

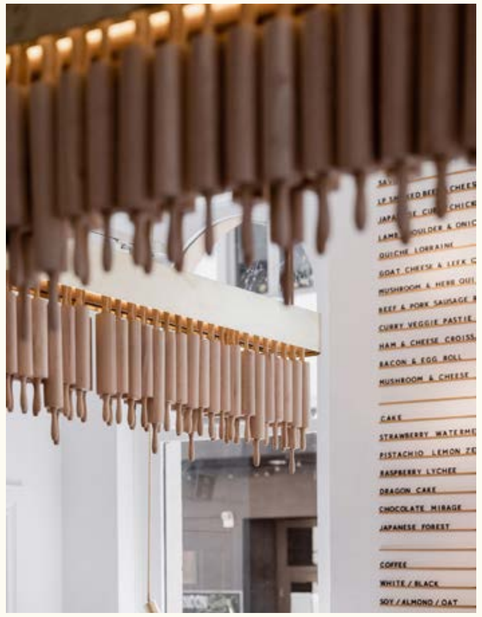
Thoughtful curation of your furniture will set the tone and inform the customer experience.

- The boundaries of the licenced seating area are to be defined with fixed joinery elements including banquette seating, fixed bars, decorative balustrades, maitre d' stations and planters.
- Solid joinery elements are not to exceed 1200mm high and open sightlines are required to be achieved 1400mm AFFL.
- Execute a coherent design language between licenced seating zone and the broader tenancy or kiosk to ensure a strong visual connection and consistent brand experience throughout.
- Mall flooring will remain throughout licenced seating zones. Consider the finishes and materials of chosen furniture and joinery in the context of the surrounding mall environment, to ensure a complementary relationship between tenant and base building designs.
- Customised lighting that enhances the overarching design concept with layering and depth is strongly encouraged.
- Include provisions in the services submission for the proposed reticulation of electrical circuiting for lighting from the tenancy board. Landlord review and approval is required.
- Where framing or finer elements extending 1400mm AFFL is deemed appropriate, please confirm what the sightline parameters are, relative to the context of the mall, with the RDM. Consideration and approval of these design elements are reviewed on a site-specific basis.

VISUAL STYLING

Styling is an important component in creating a dynamic dining experience, reinforcing your brand's story and complementing the overarching design.

- A professional stylist must be appointed to undertake all aspects of styling your merchandise and visual presentation touchpoints within your tenancy.
- As part of the Design Approval Submission, develop a visual strategy and cohesive selection of curated objects to feature in the space.
- Ensure merchandising is adaptable and regularly updated to stay fresh and interesting.
- Visual merchandising should include relevant products such as bottled or canned ingredients and props that relate to the interior design, cuisine and brand.
- Consider touchpoints for customers' dining experience including the selection of crockery, cutlery, glassware, table numbers, table setting and condiments.
- To ensure counters are neat and tidy, consider all customer touchpoints, including food and bar displays and integrated display and storage of takeaway utensils, cups, plates and packaging, crockery, cutlery and condiments. Purpose-built units for these items must be considered in either counter design or visual merchandising package.
- Include any shelving visible to the public in the visual merchandising / stylist concept package for RDM approval. Submission must include specifics of what is going on the shelves.
- All proposed plants must be real, have a maintenance plan and meet food code requirements. A maintenance plan is to be provided for the upkeep of all planting. Consider engaging a plant butlering service to outsource maintenance.













ADDITIONAL ELEMENTS

QUEEN STREET MALL SHOPFRONTS

UPPER-LEVEL GLAZED FACADES

HERITAGE FACADE WINDOWS

MINI MAJOR TENANCIES

DIGITAL DESIGN GUIDELINES

THE DESIGN PROCESS

HOUSEKEEPING

FITOUT CRITERIA

FOOD PLANNING CHECKLIST



QUEEN STREET MALL SHOPFRONTS

The Queen Street Mall shopfront glazing forms part of the base building architecture and has been designed and installed by the landlord. Retailers are responsible for activating this interface through considered visual merchandising, lighting and signage that complements the architectural intent and contributes positively to the public realm.

- Visual merchandising, lighting and signage should comply with the relevant Retail Type requirements in this Design Vision document.
- Window displays should be designed for both day and night presentation, incorporating appropriate lighting and solar considerations where required.
- A secondary signage element may be incorporated behind the glazing, provided it is set back a min.1000mm and remains subordinate to the Uptown signage and primary shopfront signage at street level.
- Three-dimensional and illuminated signage may be incorporated behind the glazing as part of the overall window display.
- Surface-applied graphics, including direct-stick vinyls, are not permitted on shopfront glazing.
- Retailers are responsible for obtaining any required statutory approvals for signage or displays visible from Queen Street Mall.









UPPER-LEVEL GLAZED FACADES

Upper-level glazed façades visible from Queen Street Mall should be treated as a continuation of the retail experience rather than the back of the tenancy. These façades are expected to provide an activated design response that contributes to the character of the streetscape during both day and night.

- Glazed façades visible from the public realm are to provide an activated design response incorporating bold visual merchandising and integrated brand expression.
- External façades should maintain an active presence during both day and night.
- An open visual connection to the retail environment is preferred. Where walls occur behind glazing, they should be treated with shopfront quality finishes and be set back minimum 1200mm from the façade.
- Window displays should be designed for external viewing, considering solar exposure, lighting and seasonal merchandising.
- A signage element may be incorporated behind the glazing, provided it is set back minimum 1000mm and remains subordinate to the Uptown signage and primary shopfront signage at street level.
- Three-dimensional and illuminated signage may be incorporated as part of the display composition.
- Surface-applied graphics, including direct-stick vinyls, are not permitted on external glazing.
- Blank or inactive glazed façades will not be supported.
- Consider the pedestrian's view from street level, ensuring ceilings, pelmets, lighting and glazing junctions are carefully resolved.
- Retailers are responsible for obtaining any required statutory approvals for external displays and signage.







HERITAGE FAÇADE WINDOWS

The heritage façades are a defining element of Uptown's identity and provide an opportunity to contribute positively to the surrounding streetscape. Refer to your tenancy plan and site brief provided by the RDM to confirm the extent of heritage façade windows interfacing with your tenancy and requiring a tenant design response.

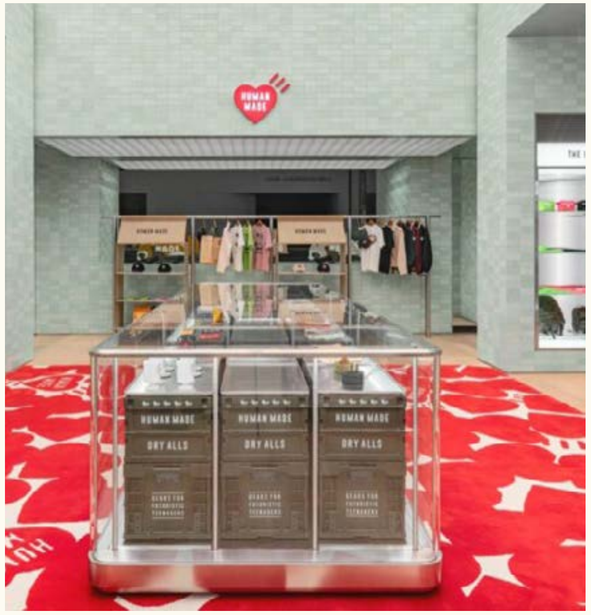
- Heritage windows should remain visually active and contribute positively to the public realm.
- Maintain visual transparency wherever practical and avoid permanently obscuring windows with solid walls, storage or building services.
- The design response should be proportionate to each window's size, prominence and visibility from the street.
- Where back-of-house functions are located adjacent to heritage windows, incorporate lighting, architectural finishes, display shadow boxes, artwork or similar permanent design elements to maintain an active street presence.
- Surface-applied graphics or signage, including direct-stick vinyls, are not permitted on heritage windows.
- Resolve lighting and detailing to ensure heritage windows remain visually engaging during both day and night.
- Any signage or displays associated with heritage façades must respect the architectural character of the building and comply with all relevant statutory requirements.

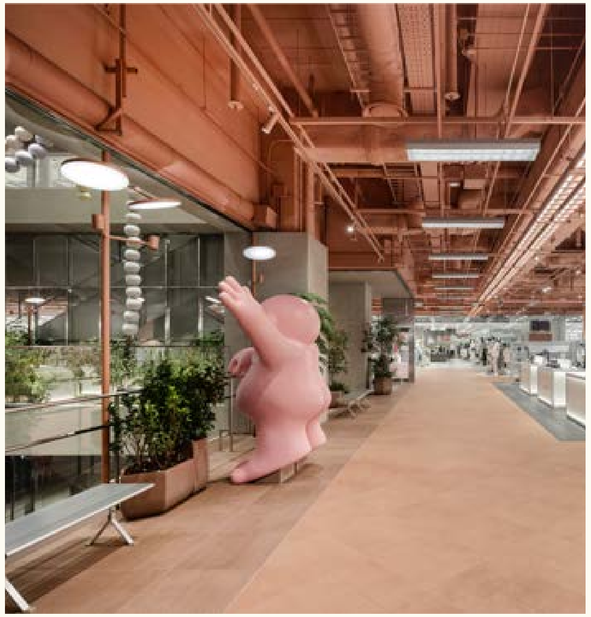












ADDITIONAL ELEMENTS

MINI MAJOR TENANCIES

Mini Major tenancies occupy some of Uptown's most prominent retail spaces and are expected to deliver immersive retail environments that extend beyond a standard rollout. In addition to the Inline Retail requirements, the following additional requirements apply.

- Incorporate a memorable architectural or experiential feature that creates a recognisable store identity beyond the primary shopfront.
- Maintain a minimum 60% visual transparency across the shopfront to maximise visual connection between the retail environment and the mall.
- Where tenancies have vertical transportation and/or voids, retailers are responsible for the design and installation of escalator cladding, smoke baffles, balustrades and void-edge treatments within the tenancy.
- Open ceilings are supported where rigid ductwork is utilised throughout.
- Open ceilings must incorporate suspended architectural features, layered lighting and varied ceiling treatments to define retail destinations throughout the tenancy.
- Large floorplates should be organised into a series of distinct retail zones rather than a single uninterrupted environment.
- External façades and heritage windows must comply with the relevant External Façade requirements within this Design Vision document.
- Shopfronts adjacent to void edges should consider installation methodology and long-term maintenance during design development.

DIGITAL DESIGN GUIDELINES

We encourage the inclusion of technologies that engage customers and enhance experiences. Technology within shopfronts should drive sales without interrupting customers' quiet enjoyment of the common area.

- Vicinity Centres encourages the inclusion of technologies that engage customers and enhance experiences.
- We embrace innovation and appreciate that successfully integrating technology within the retail environment is a critical layer of our consumer's experiences in an increasingly digital-centric marketplace.
- These design guidelines will be used to evaluate the inclusion of digital technologies and clarify their usable parameters within our tenant spaces.
- In all cases, refer to your Retail Design Manager or Centre Management Team with any questions.



STATIC SCREENS & DIGITAL MEDIA

FOR ALL SCREENS & DIGITAL MEDIA, PLEASE NOTE:

- ‘Shopfront’ refers to the entire façade and ‘shopfront activation zone’ refers to the area from lease line back to 1200mm.
- A seamless integration into the surrounding architecture of all technology-based items in these areas is required.
- Technology should support the brand story without interrupting customers’ quiet enjoyment of the common area.
- Digital elements may not exceed 30% of the overall shopfront design (relative to a typical 10000mm shopfront width).
- The integration detail of any screen or static graphic must relate to its surrounding design language and materiality.
- All digital elements positioned on the shop floor should be fully integrated and support the customer journey.
- Power source and power reticulation in all instances is to be fully concealed.
- Digital displays may not emit any noise.
- The use of digital projector displays should be contained within the tenancy and set off the lease line.
- When tiled for larger applications, screens must be frameless LED panels with no visible joins.
- All design elements including content will be reviewed based on precinct and tenancy location.

STANDARD SPECIFICATIONS ALL SCREENS

- Screens are to be commercial grade and specified for continual operation.
- Screens must be energy efficient and programmed with a timer considering tenancy and mall opening hours.
- Illumination settings must be adjustable and determined visually on site with supplier and agreed with Centre Management.
- Standard LCD panels are typically set at a brightness of around 450–700 nits.
- Standard indoor LED panels (not transparent) are typically set at a brightness of around 900–1000 nits.
- Screens in windows designed for high sun exposure are typically set at a brightness of around 5000 nits.
- Automatic brightness adjusters should be specified for LED installations in areas exposed to significant variation in lighting levels.

TRANSPARENT LED SCREENS

- Translucency through to the shop interior must be maintained.
- Translucency is achieved when content uses greater percentage of negative space (dark) vs positive (light). Note: too much white within imagery negates the translucent intent of these screens and should be avoided.
- For interior installations, transparent LCD displays will be adjustable up to a brightness of 1500 nits.



DIGITAL MESSAGING CONTENT GUIDE

DIGITAL CONTENT PARAMETERS – SHOPFRONT AND SHOPFRONT ACTIVATION ZONE – ALL SCREENS

- Content should support the brand ideology using relevant lifestyle imagery and storytelling.
- Content must be specifically designed for retail promotional purposes.
- Content must relate to the product or service offered at the physical store.
- Third-party promotions are not permitted, irrespective of collaborations.
- Flashing or strobing imagery is not permitted. All video content and speed of imagery rotation will be approved by Centre.
- Content may not have extreme contrast in colours in a flashing manner.
- The splitting of screen content for various scenes, sales or mixed promotions is not permitted.
- Content may not contain any offensive language or gestures, or be socially unpleasant in any way.
- Sales and promotional messaging must comply with permitted digital format and location parameters (refer to Digital Components Definitions & Requirements table).

LIFESTYLE IMAGERY VS SALES & PROMOTIONAL TEXT

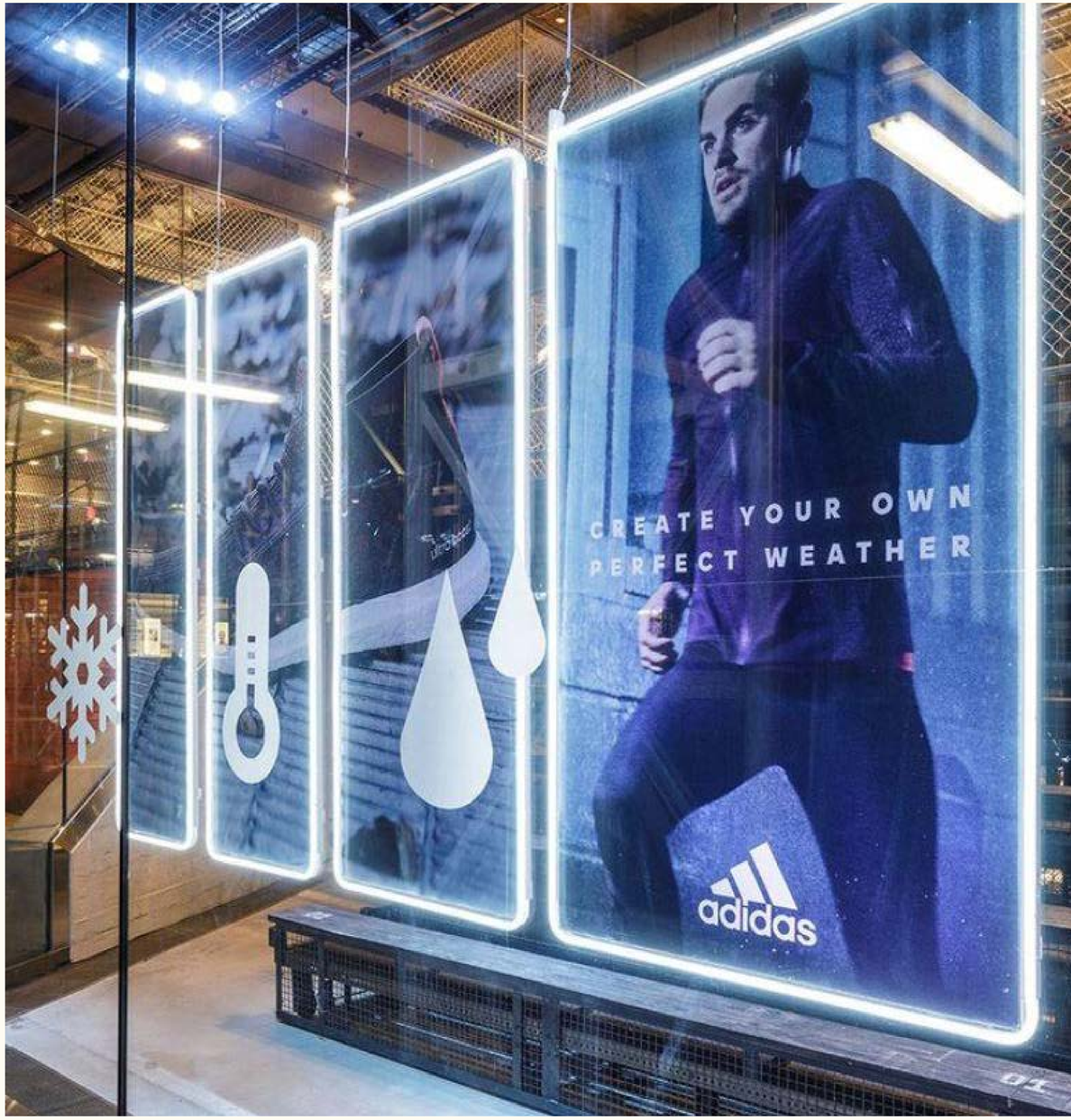
- Screens should be primarily used for lifestyle imagery content.
- Sales and promotional text (e.g. % sale, 2 for 1 offers etc) should support lifestyle imagery.
- Balance content based on 70% lifestyle imagery and 30% text. Full text formats will not be supported.
- Sales messaging is not supported directly on the lease line.

LAUNCHING CONTENT – THE ACTIVATION PROCESS

- Prior to launching new sales, marketing or promotional campaigns, retailers must follow the required steps to gain approval from the relevant Centre Operations / Marketing Teams.

INSTALLATION & MAINTENANCE SPECIFICATIONS

- Screens must be installed and maintained by a reputable supplier with a plan for service and repair included.
- Tenant proposals must include a content management system and schedule.
- Screens to be cleaned regularly and in working order with respect to relevant content display.
- Repairs must be made within 36 hours.



DIGITAL COMPONENTS DEFINITIONS & REQUIREMENTS



DIGITAL DISPLAY – FIXTURES & FURNITURE

Defined as standalone screens, tickers, digital plinths etc. in window beds.

- Located 300mm back from lease line, and behind glass.
- Integrated and framed to form part of a considered window display.
- Screen may not exceed 30% of the overall display zone.
- Sales messaging is permitted.
- Content does not require Centre approval prior to launch.
- All content to adhere to Digital Messaging & Content Guide.



DIGITAL FEATURE – SHOPFRONT ACTIVATION ZONE

Defined as a digital feature, designed to fit within the shopfront activation zone, off lease line.

- Part of the shopfront architecture, positioned off the lease line – i.e. return entry wall.
- Customised and framed with suitable brand finishes for shopfront purpose.
- If tiled for larger application, must be frameless LED panels.
- Sales messaging permitted within the ratio of 70% imagery 30% text.
- Content requires Centre approval prior to launch.



BESPOKE DIGITAL SOLUTION – SHOPFRONT

Defined as a one-off digital feature designed for a site-specific installation.

- Located on the shopfront lease line or within the shopfront activation zone.
- Based on design merit and full landlord review.
- Architecturally designed and fully customised to support a flagship concept.
- Site-specific detailing, scale and surrounding to be considered.
- Brand relevant imagery only. Content must be void of any promotional wording.
- Sales messaging not permitted.
- Content requires Centre approval prior to launch.



TRANSPARENT LED DISPLAYS

Defined as an LED suspended screen, or transparent LED display in glazing.

- Suspended screens to be set 300mm back from lease line, and behind glass.
- LED embedded in glass. This may not exceed 30% of the overall display zone.
- All cases and LED elements to be layered and form part of a considered window display.
- Content is customised to support requirement for transparency.
- Sales messaging is permitted on displays set back 300mm from glass and within the ratio of 70% imagery 30% text.
- Content requires Centre approval prior to launch.



STATIC BACK LIT GRAPHIC

Defined as a rear-illuminated, static-graphic piece with a variable scale.

- Located on the shopfront lease line or within the shopfront activation zone.
- Customised and framed with suitable brand finishes for shopfront purpose. Behind glass and with articulation, i.e. framing.
- Site-specific detailing, scale and surrounding to be considered.
- Brand relevant imagery only. Content must be void of any promotional wording.
- Sales messaging is not permitted.
- Content does not require Centre approval prior to launch.

THE DESIGN PROCESS

1 TENANT ENGAGED
Leasing Executive & Tenants

Tenants receive an acceptance letter confirming handover date and the agreed commercial terms of the lease. The 'Tenant' and 'Landlord' works schedules that set out obligations of both parties in the design and construction of the tenancy are also agreed and documented.

2 SIGNING OF LEASE
Tenant & Vicinity Leasing

3 TENANT'S RETAIL DESIGNER ENGAGED
Tenant, Retail Designer & Retail Design Manager (RDM)

The retail designer for the project needs to have a high level of relative industry experience, including conceptual design, understand the expectations of the tenant's brand and development, as well as a style aesthetic which aligns or compliments the tenant. Retail designer may be required to supply a portfolio to demonstrate this to RDM. The tenant is to meet with the RDM to discuss the proposed retail designer to gain alignment.

4 EXPLORE SPATIAL LAYOUTS
Tenant & Designer

As you explore floor plan options, think of the overall story and how the layout of your space can enhance this. What are the sightlines while walking past? Will movements flow easily or are there bottlenecks? How will the overarching key design principles be incorporated into the design?

5 RESPONSE TO DESIGN PRINCIPLES
Tenant & Retail Designer

Following appointment, the retail designer is to develop a response to Uptown Design Principles submission that establishes the design direction for the tenancy. This submission should demonstrate a considered response to each of the design principles through a design story and intent, mood board and precedent imagery, initial spatial planning, sketches or diagrams and key material direction. Refer to the Uptown Design Principles for submission requirements.

6 RESPONSE TO DESIGN PRINCIPLES REVIEW
Tenant, Retail Designer & RDM

The retail designer is to present the Response to Design Principles submission to the RDM for review. This collaborative workshop confirms alignment with Uptown's design vision before concept design commences. Feedback issued by the RDM is to be incorporated prior to progressing to the concept design stage.

7 DESIGN CONCEPT REVIEW & APPROVAL
Tenant, Retail Designer & RDM

Building upon the agreed Response to Design Principles, the retail designer develops the Concept Design proposal. That includes coloured 3D visualisations of the tenancy (shopfront and two internals minimum) as well as an updated floorplan and finishes board. Refer to checklist. Retail designer presents the design concept proposal to the RDM.

8 SERVICES PROPOSAL
Tenant, Retail Designer & RDM

Following the approved design concept, the services proposal will be issued and utilised for services and category 1 work reviews, so it's important the supplied information is correct and agreed. This captures the latest floorplan, reflected ceiling plan, relative cross-sections, desired services, ceiling features and heights, lighting, air conditioning and mechanical. Refer to checklist for complete list. The retail designer or tenant should now engage a lighting designer, visual styling consultant and graphic designer who have relative industry experience and can demonstrate in a portfolio to the RDM if required. Retail designer to issue services proposal to the RDM for further distribution and feedback. Any feedback is to be incorporated into developed design moving forward.

9 DEVELOPED DESIGN PROPOSAL
Tenant, Retail Designer & RDM

Full documentation is issued to the RDM for review with the intent of landlord review. The proposal will capture all aspect of the design including engineering, visual styling design, signage and graphics package, furniture package, lighting design and any other items relating to the design of the tenancy. Refer to the checklist.

10 FINAL DESIGN APPROVAL
Tenant, Retail Designer & RDM

Final design approval is issued by email once all required documentation for the tenancy is supplied to the RDM, and the fitout criteria, design vision and design concept have evolved to include all Vicinity feedback. Documentation should be submitted a minimum of five weeks prior to handover of site to ensure approval is issued in the necessary timeframes.

11 TENDER PROCESS

12 RELEVANT AUTHORITY APPROVALS

13 PRE-COMMENCEMENT ON-SITE PROCESS

14 HANDOVER OF PREMISES

15 COMMENCEMENT OF FITOUT ON-SITE

16 PRE-TRADE PROCESS

17 TRADE BEGINS

18 DEFECTS PROCESS



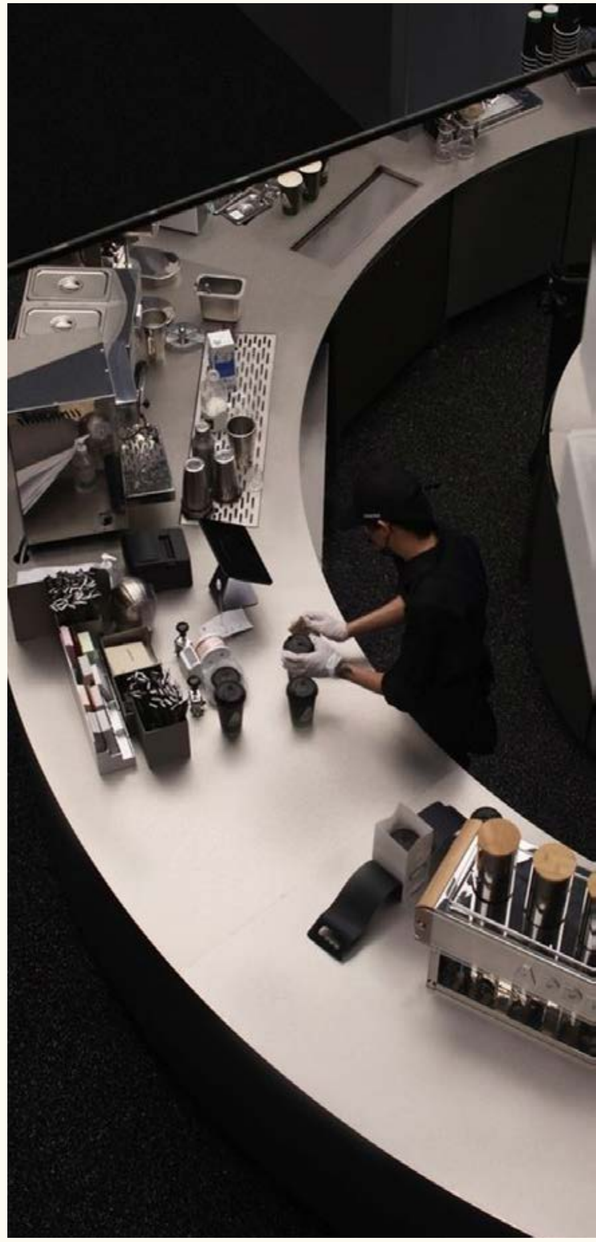
HOUSEKEEPING RETAIL & FOOD

RETAIL

- Deliveries must be made to the back-of-house (BOH) area; deliveries placed and left in the front-of-house visible to the customer is not acceptable. All delivery should adhere to the centre's delivery timetable.
- Consideration around the volume of refuse that will be generated when planning the areas of BOH is critical. This includes general waste and recycling materials.
- Circularity is a core component of Vicinity's sustainability strategy, and as such we have a number of dedicated materials recovery streams including paper and cardboards, soft plastics, rigid plastics, organics, metals and glass containers, and general waste. Ensure the tenancy has enough space for dedicated source separation for your major waste streams.
- For ease of cleaning, all BOH facilities are to be stored off the floor, either in designated shelving or on castors.
- All doors through to BOH areas to have self-closure mechanisms and must never be held in an open position.
- All storage facilities are to be either purpose-built or mobile to efficiently use under-bench space.
- Sufficient storage allocation to be made for the following:
  - Chemicals and cleaning materials (with Safety Data Sheets) in a nominated and separate area.
  - Rubbish bins (minimum 'Slim Jims' or equivalent with canvas covers).
  - Off the floor or hanging rail for mops/brooms.
  - Staff belongings.

FOOD

- Preparation areas that are visible to the customer are to be carefully managed to ensure the space communicates cleanliness. A well-organised work bench is required at all times.
- Wash-up areas must not be visible. This includes mops, brooms and chemicals.
- Integration of hand wash basins – including soap dispensers and bins with a foot pedal for easy access to disposable towels – is required.
- Taps to be below 1400mm with no large goose necks. No sinks on the edge.
- All storage areas to be concealed and only products that support the brand story to be on display.
- Sufficient storage allocation to be made for the following:
  - Dry, refrigerated and frozen goods.
  - Chemicals and cleaning materials (with Safety Data Sheets) in a nominated and separate area.
  - Rubbish bins (minimum 'Slim Jims' or equivalent with canvas covers).
  - Off the floor or hanging rail for mops/brooms.
  - Staff belongings.
- Consideration around the volume of refuse that will be generated when planning BOH areas is critical. This includes general waste and recycled materials.
- Circularity is a core component of Vicinity's sustainability strategy, and as such we have a number of dedicate materials recovery streams including paper and cardboards, soft plastics, rigid plastics, organics, metals and glass containers, and general waste. Ensure the tenancy has enough space for dedicated source separation for your major waste streams.
- Dedicate an area for deliveries which enables your team to deal with the products during trade, while screening from customer and common mall view.
- Deliveries must be made to the BOH area; deliveries placed and left in the front-of-house visible to the customer is not acceptable. All delivery should adhere to the centre's delivery timetable.
- Custom drinks fridges must be located in the food prep zone. They must:
  - not exceed 1400mm in height
  - be black, white or stainless steel
  - integrate with overall finishes and design concept.
- Only custom counter display fridges are to be located around the service zone, with a maximum display shelf height of two levels. All internal shelves are to be glass.
- Feature equipment proposed for use within food theatre zone is to be of display and functionality quality. All other equipment to be positioned and concealed within food prep zone.



FITOUT CRITERIA RETAIL & FOOD

FLOOR

- Use durable floor finishes that include natural or reconstituted stone, solid timber, terrazzo and/or fully vitrified tiles.
- Textured, mosaic, highly detailed and decorative floor finishes are encouraged.
- Carpet tiles, sheet vinyl, laminate and non-vitrified floor tiles are not permitted to the front-of-house areas.
- Loose entrance matting is be permitted.
- Unfinished concrete floors will not be accepted. Polished concrete floor topping are subject to approval by the RDM and the landlord's structural engineer.
- Food imagery, promotional graphics and posters may not be fixed to any floors.
- Tenancy floor finish must sit flush with the common area floor across the entirety of the shopfront zone.
- Tenant must allow for an inverted angle profile between the common area floor finish and the tenant's floor finish.
- Steps at the entry within two meters of the lease line or the external entry will not be permitted unless approved by the landlord.
- Any internal ramping needs to be identified and allowed for during the tenancy planning stage to ensure joinery units in this area can be installed level.
- Floors within kitchen, food preparation and hair/beauty/skin penetration areas must comply with the Building Code of Australia (BCA) and local authority requirements.
- All wet areas to the tenancy (kitchen, food preparation, toilets and hair/beauty/skin penetration, external seating areas) must have a waterproofing treatment applied. The waterproofing product is to be flood tested for a minimum of 12 hours to ensure integrity. This must be witnessed by the Tenancy Delivery Manager at the point of flooding and at the end of the test prior to removing the water. Example product: Mapei Mapelastic AquaDefense can be flood tested after 12 hours drying time. Please contact Mapei for further information on this product.
- Changes in floor level due to mall and tenancy ramping also define the tenancy shopfront entry location and require careful consideration when selecting entry floor finish.
- The approximate common area and tenancy floor ramps and levels are indicated on the tenancy plan. The tenant is responsible for levelling the tenancy floor where required.
- The floor finish across the entirety of the shopfront zone must sit flush with mall floor finish. Any ramping must not be visible.

TREATMENT OF MOVEMENT JOINTS & PENETRATIONS

- The Tenant is not permitted to saw, cut, chase or alter the floor slab or columns. The landlord's building structure must not be altered by the tenant.
- The tenant may not penetrate the slab for core holes or penetrations.
- If the tenant requires any additional penetrations this must be approved by the landlord and the landlord's structural engineer. Any approved additional works will be performed by the landlord at the tenant's cost.
- The tenant must allow for movement joints in the floor, walls, ceilings and columns. The treatment for these movement joints must be consistent and integrated with the tenant's finishes.
- Movement joints within the kitchen, food preparation and other areas designated by authorities requiring waterproofing must have a waterproof treatment to movement joints or penetrations.
- The tenancy plan will indicate typical location of movement joints to floors where these are known.
- The tenant must verify the location and type of all floor joints on site and allow to treat these joints as part of the fitout works at the tenant's cost.
- Floor joints treatments are subject to RDM approval.

WALLS

- The tenant must provide all walls and partitions within the premises. The walls between the front-of-house and back-of-house must be full height.
- The landlord's perimeter tenancy walls will either be a steel stud construction with plasterboard lining, smoke walls clad in plasterboard lining, exposed masonry or exposed concrete walls.
- Exposed walls must have a lining or cladding installed by the tenant which must be approved by the landlord.
- Where an open ceiling has been proposed, all walls are to be extended to the underside of the slab/ceiling. Works are at the tenant's cost.
- Wall shelving and fittings need to be self-supporting. Otherwise additional wall bracing is required which must not alter the inter-tenancy walls in any way.
- Inter-tenancy walls are not to be chased or penetrated in any way. False walls are to be used for any structural or services reticulation requirements.
- For food tenancies, any pass-through openings must be at eye height and minimise views to back-of-house storage and wash up areas.
- Offset entry to back of house areas required. Offset entry to incorporate front of house finishes.

CEILING

- The first 3 metres from behind the lease line must be solid ceiling as a minimum requirement.
- When an open ceiling is proposed, services are to be provided in a cable tray or catenary wire and in a tidy manner, subject to landlord approval.
- When an open ceiling is proposed, any exposed flexible ductwork must be replaced with rigid ductwork by the landlord at the tenant's cost.
- The entire ceiling must be painted out including the structure, services and soffit.

CEILING STANDARD, FOOD & KIOSK

- Canopies may be considered by the landlord where they do not obstruct sight lines to surrounding retailers.
- In situations where canopies are required, they must comply with law and any authority requirement.
- Fire sprinklers may be required (unless otherwise allowed by the building surveyor) and must be incorporated into the design and be installed at the tenant's cost.
- Where fabric is incorporated in projected canopies it must comply with fire hazard properties as per the BCA.
- All food preparation and open food display areas must be approved by the local authority.

CEILING STANDARD, FOOD INLINE

- All food preparation and open food display areas must be located under a ceiling area that has a finish approved by the local authority.
- Open ceilings will not be permitted.

COLUMN

- All exposed columns must be clad within the customer interface zones.
- Fixing through any landlord-installed column cladding/finish (such as fire spray or carbon fibre-reinforcement) will not be approved.

Note: Refer to the Uptown Fitout Criteria document for the complete designer and shopfitter requirements for the development.

FOOD PLANNING CHECKLIST

SPATIAL PLANNING

Provide clear plans that demonstrate the inclusion and consideration of the following areas into the proposed concept design:

- The relationship between display zones, interactive touchpoints, customer dining zones and the location of point of sale (POS) and queuing, as they must not inhibit mall circulation.
- Lengths and sizes of display cabinets should be determined in line with proposed product range to ensure adequate display of offer.
- How access for all staff, customers and delivery people, queuing and ordering will work.
- Customer flow within and around the tenancy including the interaction with the surrounding mall.
- Functional layout and operation of the kitchen.
- How the dining service will be delivered – from greeting, seating and ordering through to plate pickup, plate clearing and location for dirty dishes.
- How the food display, takeaway journey and POS will be for the customer, including wayfinding locations.
- What will be the restocking processes?
- What will be the bin management plan? The area within must be large enough to hold waste during trade and empty after hours.
- What is the proposed security consideration for the tenancy?
- Integration of hand washing basins including soap dispensers and disposable towel/foot pedal.
- Position sinks and less-desirable operational components central to overall plan so views into these zones are shielded.
- Seamless integration of all technology, sales equipment, display, storage and bins.
- Location of baby highchairs, prams and extra chairs.
- Location of all critical items including the food theatre zone, serving zone, food prep zone and back-of-house. Wash-up areas must not be visible – this includes mops, brooms and chemicals.
- Sufficient storage allocation for the following:
  - Dry, refrigerated and frozen goods.
  - Chemicals and cleaning materials (with Safety Data Sheets).
  - Staff belongings.

POINT OF SALE ZONES

- Seamless integration of all technology, sales equipment display, storage and bins.
- A ‘clean desk’ is required at all times.
- How will your takeaway drinks be displayed, including pricing?
- Ample storage location for:
  - Takeaway containers.
  - Packaging, bags.
  - Disposable cups, coffee cups/lids.
  - Cutlery including chopsticks.
  - Condiments.
  - Napkins.
  - Ample under-bench storage for all packaging and containers.
  - Type of POS system.
  - Sales associate with a roaming terminal.

COUNTER ZONES

- Should align with the lease line.
- Should be monolithic with no kickers or lighting on the counter face.
- Are to embrace breakups in the spatial layouts to avoid long runs of counters.
- Food prep equipment is not to be located within the service or dining counter zones.
- A maximum of 50% of counters, equipment and merchandise are permitted to sit at 1400mm high with remaining elements to sit at 900–1200mm high.
- No solid walls over 1400mm high.
- Lighting to the counter face will not be supported.
- Clear sightlines must be maintained from 1400mm AFFL. No products, display items, plants etc to be placed on partitions or fixtures.
- Any access through a counter must by fully integrated and appear as part of the counter.
- No loose items in the walkways of the counters such as rubbish bins, trolleys, shelving and non-approved equipment.
- All joinery to have cupboard doors; no open shelves at low levels.
- All views through to back-of-house must be concealed
- Hatch doors will not be permitted.
- No additional non-approved fixtures to be added to the design.
- Standalone drinks fridges and loose bottles on counter tops will not be permitted.
- No supplier branding permitted on any equipment.
- Vents or grilles to counter fronts will not be permitted.

COUNTERS & CUSTOMER AMENITIES

- Eating utensils.
- Condiments.
- Napkins.
- Bins for customers.

FOOD PREPARATION ZONES

- How will freshness and food theatre be integrated?
- Must be located behind a low height wall to conceal views into the zone.
- Ample storage.
- Rationale of kitchen and food preparation zone is critical.
- Locations of bins.
- A well-organised work bench is required at all times.
- Taps to be below 1400mm with no large goose necks.
- Display kitchens in the storefront will only be permitted if all finishes and details are commensurate with a front-of-house presentation.
- Lighting within the open kitchen is to match the overall lighting levels of the tenancy design. Fluorescent or cool lighting will not be accepted, including lighting within the mechanical hoods.

COFFEE ZONES

- All wiring and mess to be concealed.
- Ample storage.
- Process of ordering.
- Pricing and cup display.
- Takeaway items (croissants etc.).
- Cutlery, including spoons and stirrers.
- Sugar.
- Napkins.
- No loose bins.
- Where will milk and other items be stored?

WAITER STATION ZONES

- Direction wayfinding (ie. wait here).
- Ample storage location for:
  - Napkins.
  - Cutlery.
  - Glassware.
  - Water jugs.
  - Menus.
  - POS charger.
  - Staff drink bottles.
- All wiring and mess to be concealed.
- How will the dirty dishes be considered?

FLOORING

- Fatigue mats are not permitted.

FOOD PLANNING CHECKLIST

WASH UP AREAS

- Wash-up area to be concealed from the view of the customer.
- Sinks must not be exposed, and need to be integrated into the joinery.
- Taps to be below 1400mm in height.
- Mops and all cleaning equipment must be concealed at all times.

DELIVERIES

- Dedicate an area for deliveries which enables your team to deal with the products during trade, while screening from customer and common mall view.
- Deliveries must be made to the back-of-house area; deliveries placed and left in the front of house visible to the customer is not acceptable.
- Delivery holding area.

CLOSURES

- Roller shutters are not permitted.
- No covers to be placed over kiosks or counters after trade.

MUSIC

- Music and TVs are not permitted within kiosks
- Where proposed in inline tenancies - speakers are to be fitted with a sound leveller set at max. 75db, not affixed to IT walls and located a minimum 3000mm from the entry. Speakers are to sit flush with the ceiling.

CUSTOM FRIDGES

- Lengths and sizes of custom counter display fridges should be determined in line with proposed product range to ensure adequate display of offer.
- Only custom counter display fridges are to be located around the service zone.
- Custom display fridges are to follow the lease line.
- All internal shelves are to be glass.
- Integration of lighting within the display fridges at 3000k.
- Frameless UV bonded and square-edged glass display cabinets only.
- Glazing must have a maximum panel size with minimal clear silicone joins and recessed glazing channels, and is to follow the lease line.
- Remote refrigeration motors, contained within the tenancy area, are preferred. These need to be water cooled.
- Refrigeration vents, if required, are not to be visible to the front of counters, and must be integrated into the design.
- Custom drinks fridges are to be located in the food prep zone and are not to exceed 1400mm in height. They must integrate with the overall finishes of the design concept.
- Third-party branded fridges are not permitted.
- Equipment specification is required when submitting your design for consideration by the landlord.

STORAGE

- All storage areas to be either obscured or considered as part of a display for the customer (e.g. fresh produce).
- Sufficient storage allocation for the following:
  - Dry, refrigerated and frozen goods.
  - Chemicals and cleaning materials (with Safety Data Sheets) in a nominated and separate area.
  - Rubbish bins (minimum ‘Slim Jims’ or equivalent with canvas covers).
  - Off the floor or hanging rail for mops/brooms.
  - Staff belongings.

EQUIPMENT LIST

- Extensive equipment list and specifications and photos of proposed equipment.
- What does the equipment look like from the rear?
- What will the view be from the mall into the tenancy?
- Heights of all equipment.
- Feature equipment proposed for use within food theatre zone is to be of display and functionality quality. All other equipment to be positioned and concealed within food prep zone.
- No additional equipment to be added to your fitout without prior approval from your RDM.

FURNITURE

- Bar dining stools are to be fixed, have a swivel base and backrest.
- Laminate, timber veneer and solid surface material will not be supported for your tabletop specification.
- All furniture is to be commercial grade and fit for purpose.
- Furniture selections should be authentic. The use of replica copies is not permitted.

RUBBISH & RECYCLING BINS

- All rubbish and storage facilities to be purpose built to efficiently use under-bench space.
- Consideration around the volume of refuse that will be generated when planning the areas of back-of-house is critical. This includes general waste and recycled materials.
- Bins to any areas visible by the customer must be concealed under counter at all times, joinery considerations around slots to countertop or door front to be incorporated.
- Rubbermaid – ‘Slim Jim’ rubbish bins or equivalent to be specified to ensure efficient waste removal as well as maintaining a clean and safe environment.
- Recycling is a core component of Vicinity’s sustainability strategy and as such we have a closed loop process with two dedicated waste streams: paper, PET, cans, bottles and general waste.
- Rubbish bins with lids.
- No loose bins in walkways including coffee making zones.

OVERHEAD GANTRY

- Display only, not for backup stock, boxes, cups, equipment, etc.
- How will this area be cleaned.
- Accessibility (no ladder).

TROLLEY & BASKETS

- Shopping trolleys are not permitted.
- Baskets within the tenancy design are supported.

DELIVERY ZONE

- Dedicated delivery zone must be allocated within the tenancy.
- No trolleys and storage unit must not to be left during trade inside or outside kiosk during trade.
- All delivery should adhere to the centre’s delivery timetable.

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UPTOWN

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