



CHATSWOOD CHASE

Design Vision

Vicinity Centres is committed to reconciliation with the Aboriginal and Torres Strait Islander Peoples of Australia. We acknowledge and respect Traditional Owners across Australia as the original custodians of our land and waters, their unique ability to care for Country and deep spiritual connection to it. We honour Elders past, present and emerging whose knowledge and wisdom has and will ensure the continuation of cultures and traditional practices.

THE EXTRAORDINARY IS AHEAD



Luxury is no longer in the things you have, but in the experience you enjoy. Making the ordinary, extraordinary, Chatswood Chase Sydney will evolve into a beautiful escape, by capturing the luxury of time, space, and light, and by providing an experience in which to indulge. Where global meets local, art meets culture, food meets experience, work meets play, tradition meets modernity in a marriage of the best from around the world made for the best market in the world in which to be located.

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AUSTRALIA'S MOST AFFLUENT MARKET



Prestige

Not only is this one of Australia's most affluent markets, it's one of the most sophisticated. The market features discerning consumers with high regard for the quality, craftsmanship, design and innovation offered in premium products and experiences. They appreciate reputation and seek out the most acclaimed.



On Demand

For consumers in this market the availability of time and the quality of the time spent are luxuries in their own right. Their tolerance for time wasted is low. They get what they want on demand, consumer routine tasks and value services that enable them to maximise the quality of their experiences.



Purposeful

Satisfying the desire that these high-achieving North Shore dwellers have for living life to it's full potential, this is a place enabling discovery and self-expression, in a uniquely original environment, embodying the values of creativity, human connection, wellbeing and sustainability.



Epicurean

Influenced by the style and flavours of the world, the best of the world converges at Chatswood Chase. Fresh vibrant, and theatrical, with a taste for what's new at the highest calibre of quality.

CENTRAL TO AUSTRALIA'S MOST AFFLUENT MARKET



Trade

- Total trade area: +471K



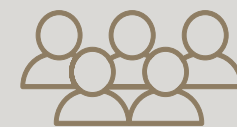
Average Household Income

- Average household incomes +46% higher than the greater Sydney average
- Average household income: \$157K
- Average household incomes +208K: 36%



Average Per Capita Income

- Average per capita income: \$63K
- Average per capita income +\$80K: 34%
- Average per capita incomes +\$38% higher than the greater Sydney average



Average Age

- Average age: 41
- Families with children: 36%
- Couples with no children: 23%
- Home ownership: 41%



Cultural Representation (Total Trade Area)

- Australian / NZ: 56%
- European: 12%
- Asian: 16%
- 25.5% Asian in the primary trade area

EXTERIOR
Victoria
Avenue Facade



Artist impression



LEVEL ONE
Luxury Retail

Artist impression

LEVEL ONE

Luxury Retail



Artist impression



LEVEL ONE
Luxury Retail

Artist impression

LEVEL TWO

Premium Retail Central Void



Artist impression

THE DEVELOPMENT BRIEF

Leveraging off the exceptional location and quality offerings of familiar Chatswood Chase, the new development sets out to elevate the space beyond the provision of beautifully crafted objects and world class produce and establish itself as a sought after retail and dining destination delivering exceptional experiences with community at its heart.

Inspired by the sandstone of Sydney and the landscape of the Ku-ring-gai National Park, the invigorated surroundings will celebrate the beauty of natural light, earthy materials and present a welcoming sense of openness and respite within an iconic and dynamic urban setting.

By bringing the best from around the world, to the best place in the world, Chatswood Chase will evolve into a magnificent oasis, where global meets local, art meets architecture, food meets culture, work meets play, and tradition meets modernity. Culminating in an exceptional setting that unites retailers, consumers, and commercial spaces together in extraordinary ways, an experiential destination awaits unlike any other.



DESIGN DIMENSIONS

Individualism

Celebrating an individualistic approach to design by focusing on creating spaces that reflect the unique needs, tastes, and aspirations of our customers and community. Emphasising the importance of originality, customisation and the celebration of individual identity.

Time

The provision of carefully curated experiences and visually captivating displays that hero our retailer offers and invite customers to seek out memorable moments and immerse themselves into the landscape. The luxury of valuable time spent intentionally, and with an appreciation of our surroundings.

Space & Light

Thoughtful planning and execution of space and light within our retailer concepts to positively inform consumer experiences, promoting their well-being, and creating visually appealing environments that are both functional and aesthetically pleasing.

Authenticity

Embracing authenticity in all its forms. The brand story, the offer, the designed spaces and the materials from which they are built, all become powerful mediums for brand-expression and contribute to the rich tapestry of the Chatswood Chase experience.

Awareness

Promoting awareness of people, culture, art and the natural environment from which we draw inspiration. Recognizing the evolution of influences on our everchanging retail landscape and welcoming change, with a focus on innovation, efficiency and sustainability.





LUXURY RETAIL

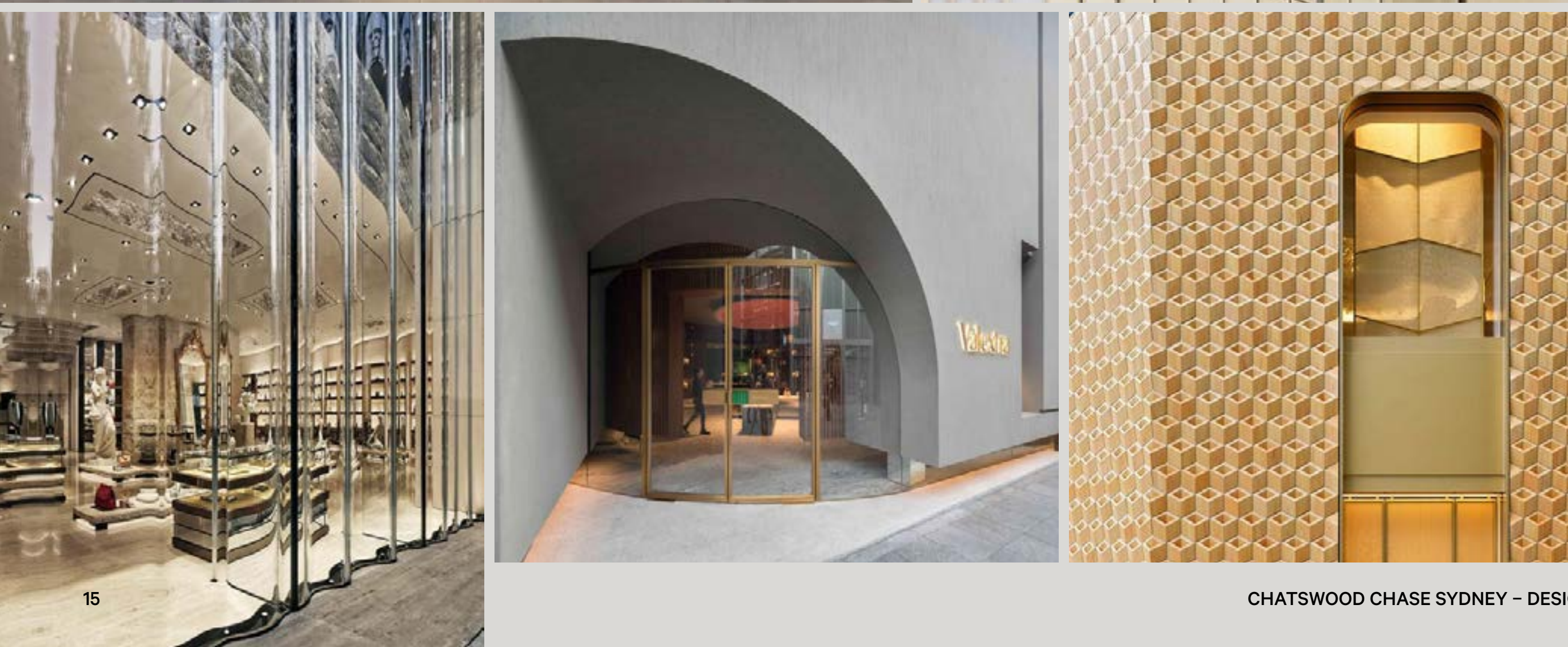


LUXURY RETAIL

Create a one of a kind, beautifully detailed shopfront that communicates the quality, character and essence of your brand.

SHOPFRONT DESIGN

- Shopfronts are to be contemporary, incorporating modern architectural materials and custom detailing.
- A timelessness in design may be achieved in the refined execution of symmetry, scale proportion and materiality. Designs should evoke an awareness of the relationship and contrast between these elements.
- The first 1200mm from the lease line is considered your 'Shopfront Activation Zone' and will be a continuation of the shopfront design, encompassing shopfront quality finishes to the walls, floors, ceiling and joinery units.
- Large scaled custom entry doors are to form part of the shopfront design. They must open outwards and create transition vestibules to the entry.
- Shopfronts are to offer a minimum of 30% transparency with visual connection between the common mall environment and the retail interior, this may include window displays that are not enclosed with a solid wall behind.
- Glazing frames are to be custom designed, highly detailed and form an integral component of the architectural features of your shopfront. Maximise panel size to ensure minimum glazing joins and detail to ensure no visible silicon. Consider setting glazing back within the shopfront activation zone to achieve depth and dimension in your shopfront form.
- Consideration is expected in the full-length application of finishes with the removal of junctions and joins wherever possible.
- Allow for a 300mm solid neutral zone to both sides of the tenancy ends where the shopfront is located on the lease-line prior to the commencement of glazing or set back elements.
- Consider using lighting as an architectural detail to add visual depth and dimension within retail facades. Lighting should be concealed from the source and equipped with dimmable controls to adjust brightness.



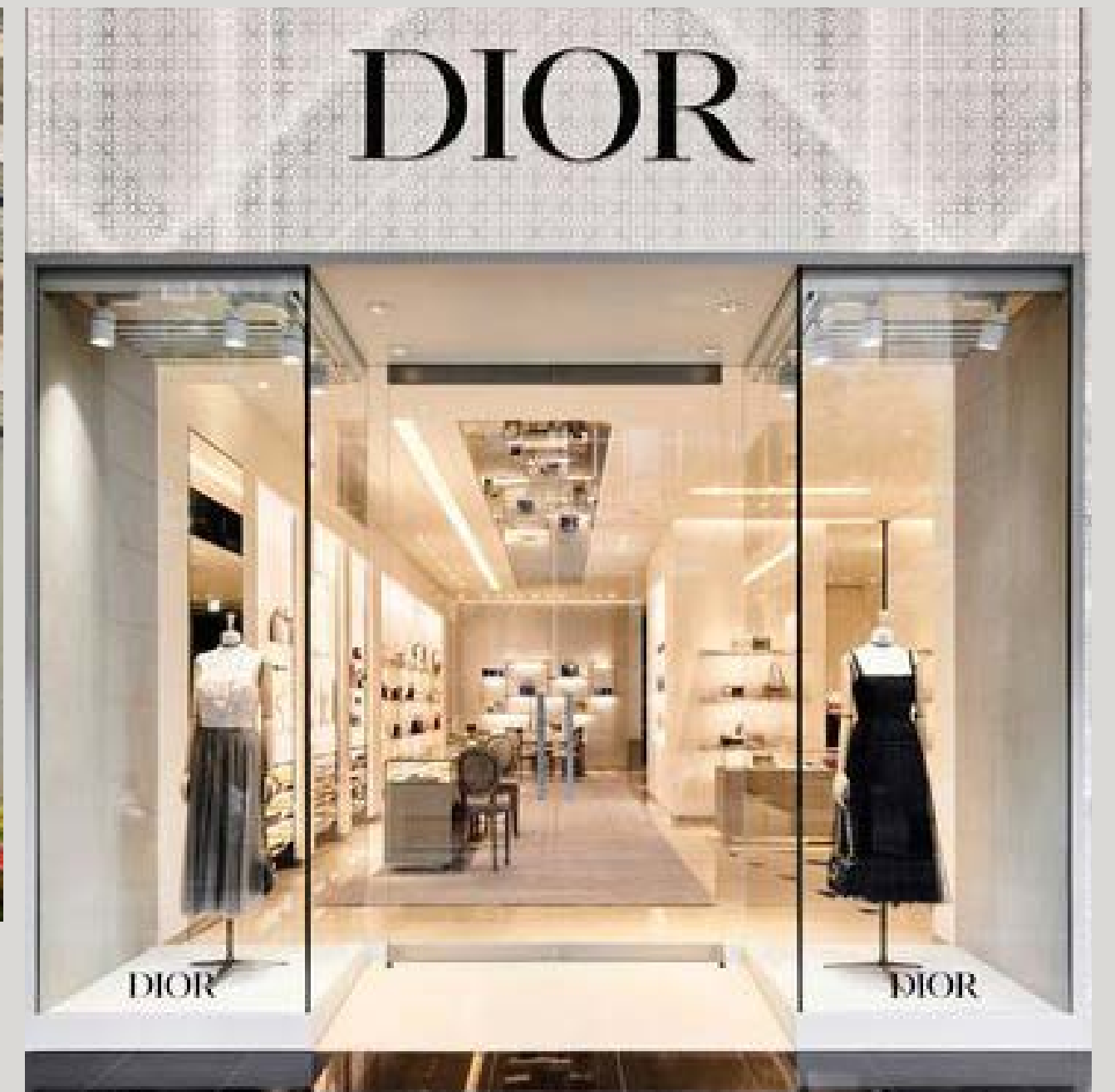
LUXURY RETAIL

SHOPFRONT DESIGN

Continued.

- Outgos or projections off the shopfront are not permitted, with a focus on setbacks and rebates of shopfront elements within the lease line to achieve articulation.
- Corner sites and sites adjacent to corridors are to treat the full extent of the returns as part of the shopfront design.
- Where your shopfront spans multiple malls, at least two entry points are required. Please consult your Retail Design Manager regarding specific entryway requirements tailored to your location.
- The tenancy may have specific Fire Engineering Report requirements such as percentage of open shopfront or ceiling depending on the smoke zone in which your tenancy is location. Refer to Appendix 6 in the Tenancy Fitout Guide.
- Post tension slabs are throughout Chatswood Chase, point loads for shopfront designs are to be considered when designing and specifying structural requirements and material weights. Confirm load parameters with your Retail Design Manager.
- Liaise with your Retail Design Manager regarding the intertenancy wall junction detail.
- Refer to the [Digital Design Guidelines](#) for considerations to integration of digital elements into the shopfront design

*** Flat shopfronts, consistent heavy bulkheads, unframed glazing, roller shutter grills, shopfront outgos and large expanses of single rendered finishes will not be approved.*



LUXURY RETAIL

From intricate to simple details, ceilings are a significant design medium that will reinforce the strength of your brand and highlight feature zones within your store.

CEILINGS

- The first 1200mm from the lease line is considered your 'Shopfront Activation Zone' and will be a continuation of the shopfront design, encompassing shopfront quality finishes to the walls, floors and ceiling. No painted ceilings will be supported in this zone
- Develop an architectural approach to ceiling design, with use of interesting forms and innovative materials.
- Create depth and dimension by sculpting and layering ceiling forms, incorporating varied lighting and artisan fittings throughout the space.
- Ensure lighting solutions are integrated to your ceiling design through the use of coffered and recessed detailing.
- Open ceilings may form part of the ceiling design but are to be combined with articulated ceiling structures. Note a solid ceiling must be installed for the first 3000mm.
- All exposed services are to be finished and reflect the interior standard, including the hard ductwork, pipework, cabling, cable trays, speakers and security cameras.
- Speakers cannot be located within the first 3000mm of the tenancy to ensure neighbouring retailers are not affected.
- The tenancy may have specific Fire Engineered Report requirements such as a percentage of open shopfront or open ceiling dependent on the smoke zone in which your tenancy is located. Refer to Appendix 17 in the Tenancy Fitout Guide.



LUXURY RETAIL

Your fixtures offer an opportunity to explore bespoke detail and craftsmanship, from display fixtures and light fittings to handles and hooks.

WALL & FLOOR FIXTURES

- Fixtures should present as curated pieces that perfectly present your products and are integral to the overall store design.
- Engage your customer with elements of surprise through unexpected detail. Select interesting and bespoke handles, light fittings and fixtures, and incorporate unique custom joinery items.
- Integrate wall fixtures with framing, detailing and bulkhead treatments. Ensure that perimeter display units extend full height to the ceiling or terminate under a bulkhead.
- The point of sale is an icon within your store. It should read as a sculptural object; customised, bespoke and seamlessly integrated with technology, storage and display. A 'clean desk' is required at all times.
- All proposed visual styling and joinery units to the shopfront zone are to be included in the documentation package.
- Inject your brand story into your interior with the inclusion of a key piece of furniture offers both an opportunity to pause, and a setting around which to merchandise.
- Where lighting is to be included in your joinery, it must be fully integrated to ensure that LED diodes are never visible. All lighting must be concealed from the source.





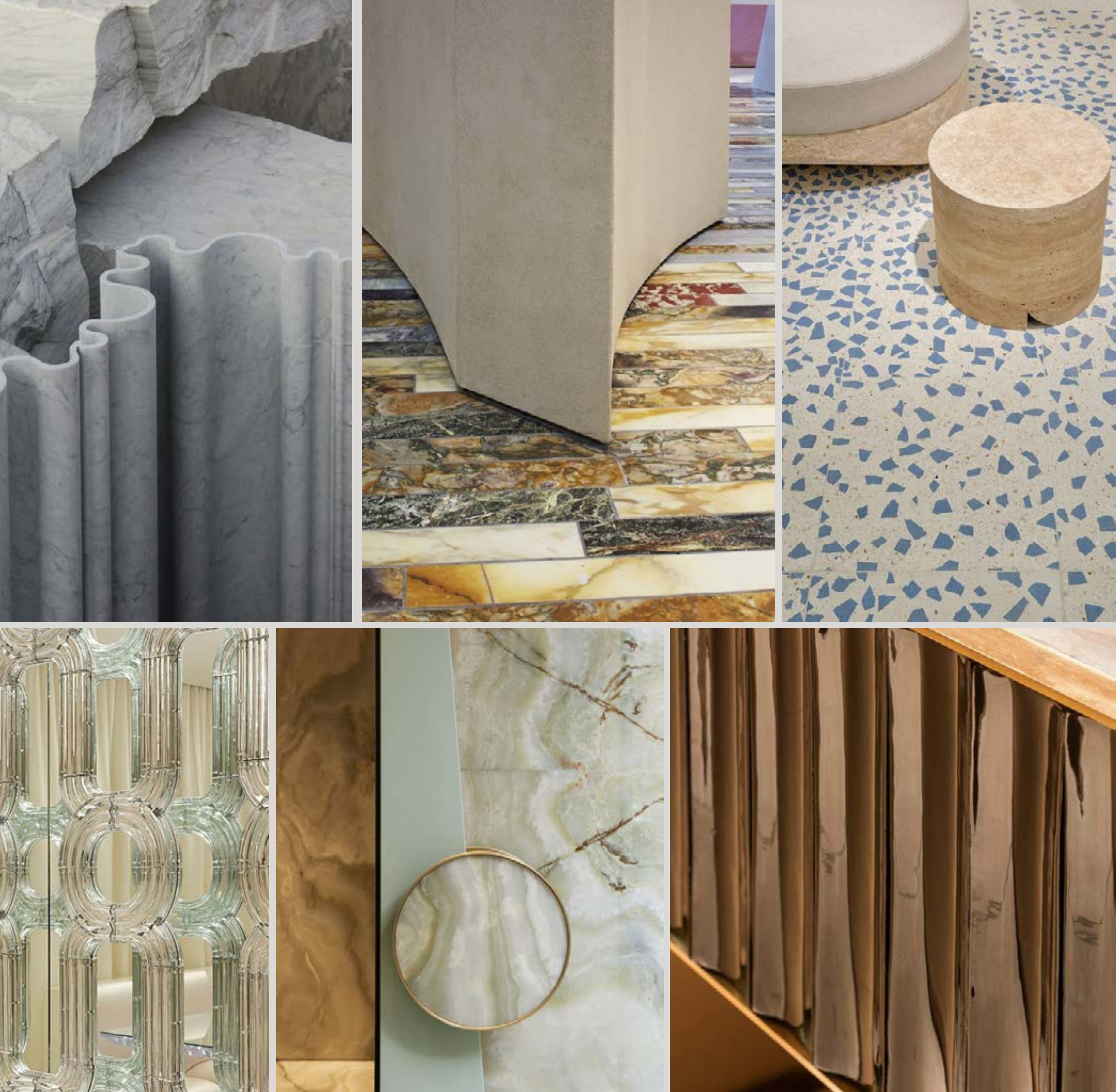
LUXURY RETAIL

Lighting is a fundamental element that significantly influences the ambience and visual perception of an area. It creates a sense of theatre and visual impact resulting in a space that is interesting and engaging, enhancing ones mood and experience.

LIGHTING & AMBIENCE

- A professional retail lighting designer experienced with Australian codes and best practices is to be engaged to develop the lighting concept and specification including lux level diagrams, colour render plans and data sheets of all light sources. This will form part of your design approval submission.
- Ensure all elements of the design that require lighting are fully integrated and tied back to the overall design.
- Strategic lighting can draw attention to specific elements or areas, acting as a visual guide and enhancing the overall design.
- Play with light and shadow to create texture, mood and atmosphere through the use of various luminaires and beam angles.
- Use techniques such as uplighting, downlighting, or wall washing to visually expand or contract a space, create focal points, and enhance architectural features.
- Be thoughtful and creative with lighting solutions to create a warm and inviting atmosphere. Consideration of the transition from day to night trade, incorporating varied lighting types.
- Be hierarchical in your lighting design. Allow for flexible, direct and controlled lighting to illuminate your product. Use indirect, concealed lighting to illuminate the architecture.
- Lighting with the right colour portfolio should be used to enhance your merchandise, create ambience and encourage dwell times within your tenancy.
- Light colour & lux levels are to be consistent throughout. Specify all lighting with dimmable controls.
- Your lighting strategy will need to respond to how the natural light filters through the voids from above at Chatswood Chase and affects the lighting levels and ambience from day to night.
- As the development is targeting a certified Green Star Design rating approved by the Green Building Council of Australia, tenants are obligated to comply with a range of sustainability initiatives. Refer to 'Sustainability Requirements' annexure of the Fitout Criteria.





LUXURY RETAIL

Include unique materials, colours, and textures that reflect your brand essence and history. Fine craftsmanship and attention to detail are critical to convey an elevated aesthetic.

LUXURY MATERIALS

- 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 luxury brand ethos.
- Incorporate sophisticated, robust and timeless finishes.
- Strive for individualism by expressing traditional finishes in new and unique ways. Consider your floors, walls and ceilings holistically, connecting surfaces and creating an iconic interior through layering of customised finishes.
- Elevate your concept by experimenting with structure, tone and layering to create textural depth.
- The highest level of manufacturing and application processes are to be achieved, with the selected materials applied with the utmost refinement.
- Careful consideration is to be given to the layering of finishes with meticulous detailing a must.
- All framing should be customised with any generic details completely concealed.
- Specify bespoke artisan finishes of the highest quality such as solid dressed timber, natural stone, terrazzo, handcrafted ceramics, decorative glazing, polished plaster and decorative metals.
- In-hand control samples of all proposed finishes and materials is to be provided to the RDM for review and approval.
- Finishes are to be 70% neutral and sympathetic to the precinct’s palette and materiality with colour to be introduced as an accent only. Where colour is utilised the focus is to be on texture, layering and complementing surrounding finishes.

Material application details;

- | | |
|--|--|
| » A preference for large format stone slab over standard format tiles however honeycomb backing may be applicable. | » Powder-coating by quality manufacturing sources only. |
| » The specification of genuine curved glass (as opposed to faceted). | » 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. |
| » Using natural stone over rendered applications. | |

Refer to the Sustainability Requirements’ annexure of the Fitout Criteria.

LUXURY RETAIL

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

SIGNAGE

- Explore unique placement and detailing opportunities to display your sign within the shopfront forms, while being responsive to sightlines through the mall.
- Develop a memorable signage solution to entice customers using authentic, quality materials in an artisan way. Specify natural tones and apply accents of colour in a refined manner.
- One primary sign is permitted to each face of the shopfront. This primary sign should be your registered trade name and/or logo only. This sign should be proportional to the architectural form of your shopfront zone and letter height not to exceed 350mm.
- A logo or secondary signage may be used up to 2 times within the shopfront activation zone i.e. located on the return walls or entry vestibule.
- When applying secondary signage within the Shopfront Activation Zone, be mindful of signage hierarchy and ensure the brand message remains clear and concise. Letter height is a maximum 100mm high and positioned no greater than 1500m AFFL.
- Signage materials should complement your overall shopfront concept. Include unique detailing and considered fixing solutions.
- We strongly encourage illuminated signage to be either halo or rear illuminated, with all illuminated signage to be on dimmers.
- For complicated fixing details or particularly heavy signs, engineering may be required with certification from a structural engineer.
- Acrylic illuminated signage is not permitted - at a minimum gel set or epoxy resin fabrication techniques are to be used for completely even illumination.





LUXURY RETAIL

The successful integration of technology within the retail environment can be a critical element of the customer experience. Digital messaging allows brands to speak to their customers in a dynamic, relevant and constantly evolving manner.

DIGITAL TECHNOLOGY

- In all cases refer to the [Digital Design Guidelines](#) in this Design Vision for clarification.
- Explore opportunities for experiential digital solutions that supports the brand message throughout your interior.
- Digital touchpoints that enhance your customer experience should be integrated within the surrounding architecture and positioned to enhance your customer journey.
- Digital elements and inclusion of technology anywhere in the Shopfront Activation zone must support the overarching window strategy and be integrated with highly detailed customised joinery solutions.
- Explore new technological advances and artificial intelligence generators for form possibilities, new materials and finish choices, that have alignments to brand identity.
- Careful consideration should be given to the scale, placement and surrounding elements of all digital elements.
- Flashing or fast moving imagery will not be approved in the Shopfront Activation zone.
- Digital graphic content to focus on imagery over text – they should be used to inform customers of your brand message rather than promote sales.

LUXURY RETAIL

Visual styling enhances your offer and brings your brand personality to life. A carefully curated combination of product, propping and brand storytelling creates intrigue and a sense of discovery.

VISUAL STYLING

- Styling will be undertaken by a professional interior designer, stylist or visual merchandiser who will focus on creating visually appealing product displays that highlight the uniqueness and desirability of your product.
- Your brand story should be used to inform all your design decisions and is at its most tangible in your styling and visual merchandising choices.
- Your ethos should be embedded in all customer touch points – displays, materiality, graphics overlay and visual styling including window displays, change rooms and VIP experiences..
- Consider how your customers will experience your authentic story in a sensory manner at all touch points.
- Ensure your displays are adaptable and regularly updated to stay relevant and engaging.
- Consider unexpected items that resonate with the brand and bring joy to the customer as well as tying into the precinct.
- Maintain aesthetic consistency across various touchpoints, including the store signage, display graphics, packaging and digital platforms.





PREMIUM RETAIL



PREMIUM RETAIL

Your shopfront presentation is a pivotal opportunity to connect with your customers. Layer creative forms, specify inspiring materials and apply artisanal signage to effectively communicate your unique brand message.

SHOPFRONT

- The first 1200mm from the lease line is considered your 'Shopfront Activation Zone' and will be a continuation of the shopfront design, encompassing shopfront quality finishes to the walls, floors, ceiling and joinery units.
- At least 40% of the shopfront is to consist of architectural form, finishes specified to these zones are to have a focus on quality, authenticity, layering and texture.
- Create layering and articulation by incorporating steps in the elements of your shopfront design. For example, double framing can be achieved by introducing a glazing frame set within another solid finish, on another plane, and the incorporation of shadow lines.
- Glazing is to be framed on all sides without any visible silicon. Glazing frames are to be custom designed and considered a design feature of your shopfront.
- Shopfront openings and continuous flat bulkheads cannot exceed 60% of the shopfront width. Verticality is to be achieved via full height elements.
- Where shopfront elements meet the mall bulkhead, a shadow-line detail is to be incorporated.
- Your doors are an integral element in the design of your store, provide customised door solutions with unique designs and authentic finishes customising your doors where possible.
- Corner sites and sites adjacent to corridors are to treat the full extent of the returns as part of the shopfront design.
- Liaise with your Retail Design Manager regarding the intertenancy wall junction detail.
- Allow for a 300mm solid neutral zone to both sides of the tenancy ends where the shopfront is located on the lease-line prior to the commencement of glazing or set back elements.
- The tenancy may have specific FER requirements such as a percentage of open shopfront or open ceiling dependent on the smoke zone in which your tenancy is located. Refer to Appendix 6 in the Tenancy Fitout Guide.
- Refer to the [Digital Design Guidelines](#) for considerations to integration of digital elements into the shopfront design

PREMIUM RETAIL

From intricate to simple details, ceilings are a significant design medium that will reinforce the strength of your brand and highlight feature zones.

CEILINGS

- The first 1200mm from the lease line is considered your ‘Shopfront Activation Zone’ and will be a continuation of the shopfront design, encompassing shopfront quality finishes to the walls, floors and ceiling. No painted ceilings will be supported in this zone.
- Develop an architectural approach to ceiling design, with use of interesting forms and innovative materials. Flat non-articulated ceilings or ceilings with a single step will not be permitted.
- Create depth and dimension by sculpting and layering ceiling forms, incorporating varied lighting and artisan fittings throughout the space.
- Consider the alignment of wall finishes, display systems and desired focal areas within your space to create a strong and cohesive architectural statement.
- A solid ceiling must be installed for the first 3000mm, and should match the storefront height.
- Beyond 3000mm, open ceilings may form part of the ceiling design but should be combined with articulated ceiling structures that highlight key areas within the store such as the point of sale or focal display zones.
- All exposed services are to be finished and reflect the interior standard, including the hard ductwork, pipework, cabling, cable trays, speakers and security cameras. Exit signage should be clear edge lit blade type.
- Speakers cannot be located within the first 3000mm of the tenancy to ensure neighbouring retailers are not affected.
- The tenancy may have specific FER requirements such as a percentage of open shopfront or open ceiling dependent on the smoke zone in which your tenancy is located. Refer to Appendix 6 in the Tenancy Fitout Guide.



PREMIUM RETAIL

Your fixtures offer an opportunity to explore bespoke detail and craftsmanship, from display fixtures and light fittings to handles and hooks. Specify a combination of fixture types varying in finishes and design, each supporting your overarching design concept.

WALL & FLOOR FIXTURES

- Engage your customer with elements of surprise through unexpected detail. Select interesting and bespoke handles, light fittings and fixtures, and incorporate unique custom joinery items.
- Integrate wall fixtures with framing, detailing and bulkhead treatments. Ensure that perimeter display units extend full height to the ceiling or terminate under a bulkhead.
- The point of sale is an icon within your store. It should read as a bespoke object; customised, bespoke and seamlessly integrated with technology, storage and display. A ‘clean desk’ is required at all times.
- All wall fixtures to have concealed self-levelling feet. No plain painted plaster board walls or proprietary strip shelving will be approved.
- All joinery units located within the shopfront zone are to reflect shopfront quality materiality and detailing.
- All proposed visual styling and joinery units to the shopfront zone are to be included in the documentation package.
- Inject your brand story into your interior with the inclusion of a key piece of furniture offers both an opportunity to pause, and a setting around which to merchandise.
- Where lighting is to be included in your joinery, it must be fully integrated to ensure that LED diodes are never visible. All lighting must be concealed from the source.
- Glass is to be UV bonded.
- No ceiling cable droppers to be used, all cabling to be reticulated through the floor.





PREMIUM RETAIL

Lighting is a fundamental element that significantly influences the ambience and visual perception of an area. It creates a sense of theatre and visual impact resulting in a space that is interesting and engaging, enhancing ones mood and experience.

LIGHTING & AMBIENCE

- A professional retail lighting designer is to be engaged to develop the lighting concept, this will form part of your design approval submission.
- Ensure all elements of the design that require lighting are fully integrated and tied back to the overall design.
- Strategic lighting can draw attention to specific elements or areas, acting as a visual guide and enhancing the overall design.
- Play with light and shadow to create texture, mood and atmosphere through the use of various luminaires and beam angles.
- Be hierarchical in your lighting design. Allow for flexible, direct and controlled lighting to illuminate your product.
- Use techniques such as uplighting, downlighting, or wall washing to visually expand or contract a space, create focal points, and enhance architectural features.
- Be thoughtful and creative with lighting solutions to create a warm and inviting atmosphere. Consideration of the transition from day to night trade, incorporating varied lighting types.
- Lighting with the right colour portfolio should be used to enhance your merchandise, create ambience and encourage dwell times within your tenancy.
- Decorative lights should be carefully chosen to ensure they tie in with the overall design and architectural lighting characteristics.
- Consideration of the transition from day to night trade, incorporating varied lighting types.
- All lighting and signage to be on dimmers.

Refer to the Sustainability Requirements' annexure of the Fitout Criteria.



PREMIUM RETAIL

Your brand narrative should inform the selection of architectural materials for every aspect of your design. Finishes need to communicate the quality, character and essence of your brand.

ARCHITECTURAL MATERIALS

- 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. The use natural finishes such as solid timber, stone, handcrafted ceramics and warm metals are strongly encouraged.
- Finishes are to be 70% neutral and sympathetic to the precinct's palette and materiality with colour to be introduced as an accent only. Where colour is utilised the focus is to be on texture, layering and complimenting surrounding finishes.
- 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.
- Long runs of painted plasterboard walls will not be approved. Non approved materials include; imitation materials, laminates, composite aluminium panels, painted finishes including 2pac, engineered stone, vinyl, acrylic, flat solid tiles and clear float glass .
- All edge protection to be custom and responsive to surround finishes, with no anodised flat bar. All skirting to be recessed.
- 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.

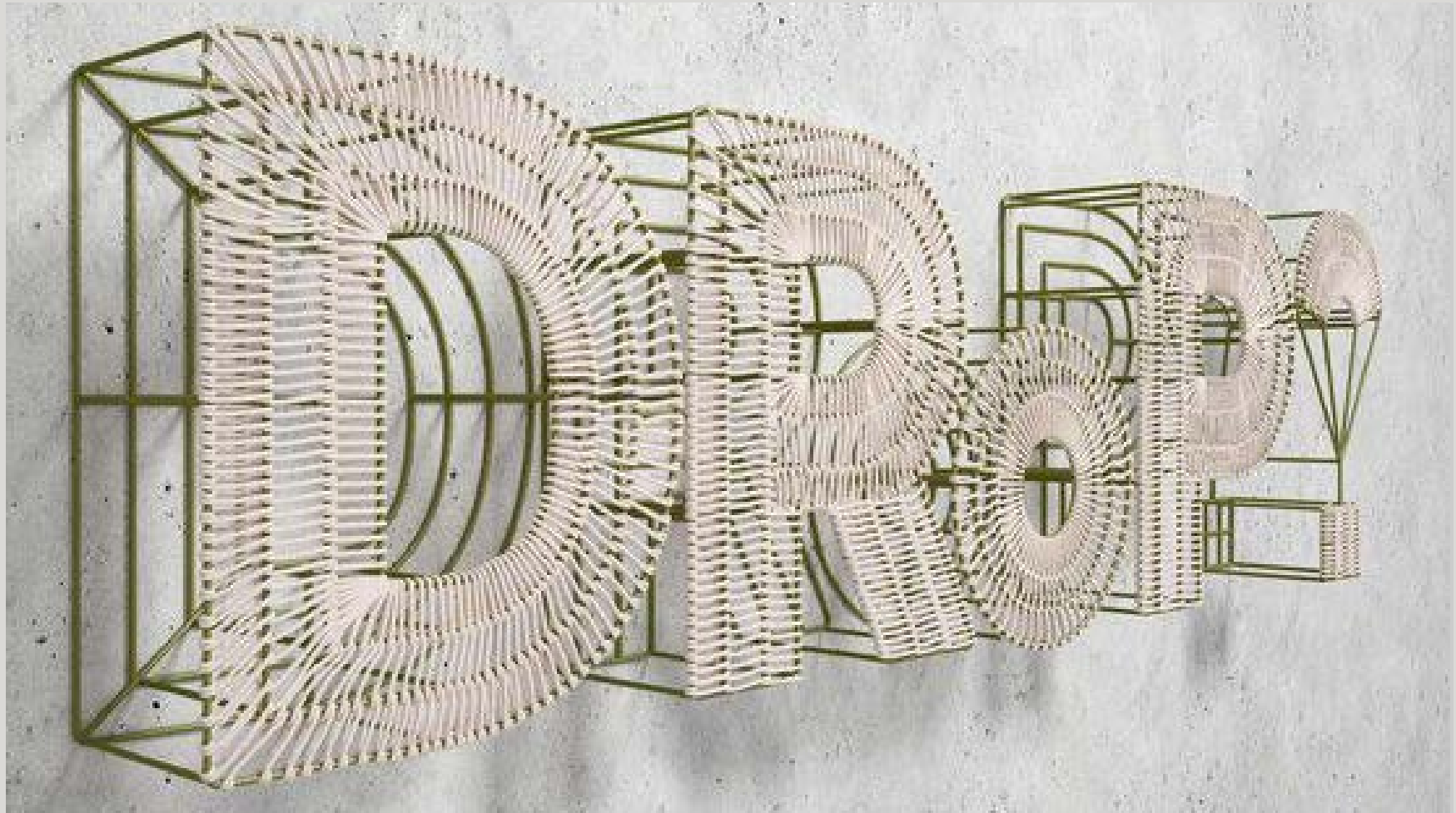
Refer to the Sustainability Requirements' annexure of the Fitout Criteria.

PREMIUM RETAIL

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

PRIMARY SIGNAGE

- A qualified and experienced graphic designer is to be engaged to develop the signage package and will form part of the design approval submission.
- Develop a memorable signage solution to entice customers using authentic, quality materials in an artisan way. Include unique detailing and considered fixing solutions.
- 1 x primary sign is permitted with lettering maximum 350mm high. This sign should also be proportional to the architectural form of your shopfront zone.
- Signage materials should complement your overall shopfront concept. Specify natural tones and apply accents of colour in a refined manner. Non-approved materials include: vinyl, acrylic, imitation materials and lightboxes.
- Explore unique placement and detailing opportunities to display your sign within the shopfront forms, while being responsive to sightlines through the mall.
- We strongly encourage illuminated signage to be either halo or rear illuminated, with all illuminated signage to be on dimmers.
- For complicated fixing details or particularly heavy signs, engineering may be required with certification from a structural engineer.
- Your primary signage should consist of the trading name only. Logos, commercial branding or alternative language lettering is not permitted. Third party supplier branding is not permitted without RDM approval.





PREMIUM RETAIL

The successful integration of technology within the retail environment is a critical element of the customer experience. Digital messaging allows brands to speak to their customers in a dynamic, relevant and constantly evolving manner.

DIGITAL GRAPHICS & TECHNOLOGY

- In all cases refer to the [Digital Design Guidelines](#) in this Design Vision for clarification.
- A qualified and experienced graphic designer is to be engaged to develop all aspects of digital content and graphics solutions that will form part of the design approval submission.
- All digital displays are to be fully integrated within the surrounding architecture and should support and complement the brand message.
- An emphasis is to be placed on bespoke detailing and customisation to promote a unique aesthetic.
- Screens displayed are to be framed with a fully integrated, bespoke joinery solution.
- Interior graphics to support your brand narrative to be unique, detailed and artisanal. Large application of vinyl decals will not be supported.
- Explore opportunities for experiential digital solutions throughout your interior. Focus on location, scale, relevance and detailing.

PREMIUM RETAIL

Visual styling enhances your offer and brings your brand personality to life. A carefully curated combination of product, propping and brand storytelling allows customers an in-depth insight into what you’re all about.

VISUAL STYLING

- Styling should be undertaken by a professional interior designer, stylist or visual stylist. By specifying relevant objects to form a curated display they will develop a visual strategy to form part of the design approval submission.
- Your brand ethos should be embedded in all customer touch points – displays, materiality, graphics overlay and visual styling.
- Your brand story should be used to inform the response to all your design decisions and is at its most tangible in your styling and visual styling choices.
- Consider how your customers will experience your authentic story in a sensory manner at all critical touch points.
- Ensure your merchandising is adaptable and regularly updated to stay relevant and engaging.
- Consider unexpected items that resonate with the brand and bring joy to the customer as well as tying into the precinct.
- Maintain aesthetic consistency across various touchpoints, including the store signage, display graphics, packaging and digital platforms.
- Look to your surrounding community for resources - engaging a local artist is a great way to create a connection to your unique location.





RESTAURANTS & CAFES



RESTAURANTS & CAFES

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 lease lines, encouraging customer interaction and flow.

ACTIVATED SHOPFRONTS

- Your interior and exterior should form a cohesive whole, and the shopfront should be dynamic, with an entry that is inviting, impactful and clear.
- Blur the interior and exterior boundaries to encourage movement, building upon the lively and vibrant social landscape. Flow and function should be seamlessly intertwined.
- Shopfronts are to be operable and stay open in 'all or some' capacity during trade to accommodate the elements. Closure systems should be set back and integrated to minimise impact whilst spaces are open.
- Door closures solutions are to be bespoke designs using exterior grade finishes. The setback closure system should be seamlessly integrated, providing ease of use and optimal efficiency.
- Capture customer attention by positioning an activation zone on the shopfront such as a coffee station, cocktail bar, or takeaway food window.
- Customise the shopfront vista by framing dedicated visual openings and ensure sightlines are maintained where required.
- The first 1200mm in from the shopfront line is considered the feature zone. All elements in this zone including walls, floors, ceiling and lighting are to be of a higher quality, yet complementary to surrounding materials.
- Consider the combination of materials and their connection points between the shopfront and the atrium structure.
- All shopfront finishes are to be of exterior quality finishes. Finishes are to be textural and layered, with colour integrated as an accent only.
- The tenancy may have specific FER requirements such as a percentage of open shopfront or open ceiling dependent on the smoke zone in which your tenancy is located. Refer to Appendix 17 in the Tenancy Fitout Guide.
- Refer to the [Digital Design Guidelines](#) for considerations to integration of digital elements into the shopfront design



RESTAURANTS & CAFES

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

SPATIAL PLANNING

- Spatial planning will be informed by how your customer will interact with your offer. Consideration should be given to the transition between the various zones your restaurant will include.
- When designing your overall floor plan, consider the spatial flow of people from the shared social areas, and how your tenancy can positively influence this landscape.
- Consider how your customers will experience your authentic story in a sensory manner. Ground your product displays with walk through, fixed monolithic forms.
- Transport your customers with a sense of anticipation and discovery, create spaces of intimacy and authenticity with zones that include customised seating and mood lighting.
- Customise the shopfront vista by framing dedicated visual openings and ensure sightlines are maintained where required.
- Allow for waiting areas and queuing and pick up zones, ensuring your entrance and door design accommodates the change in pace during peak operating hours.
- Visually draw your customers through the space using graphics, pattern, and texture.
- Create varied seating experiences through creative and thoughtful spatial planning. Ensure seating solutions provide for a continuous access path that complies with DDA codes.
- Ensure your planning conceals all non theatre areas to the back of house such as wash zones, cold and dry store staff lockers etc.
- Refer to the [Planning Checklist](#) in this Design Vision for all functional requirements in planning your food tenancy. The floor plan in your concept submission should demonstrate all aspects of these requirements being fully considered.



RESTAURANTS & CAFES

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.

CEILING & LIGHTS

- Take an architectural approach to your ceiling design with use of interesting forms and ceiling treatments. Look for ways to link ceiling features to your critical focal points to enhance your customer journey.
- Open ceiling proposals will be reviewed on design merit, they should include custom elements such as dropdown panels and feature lighting zones. Flat non articulated ceilings or ceilings with a single step will not be permitted.
- All exposed services are to be suitably finished or sprayed to match the ceiling colour, including the hard ductwork, pipework, cabling, speakers and security cameras.
- 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. All specifications and mounting details to be designed 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.
- All lighting aspects should compliment each other - including signage, ambient lighting, LED displays and refrigerated displays. All control panels to incorporate dimmers.
- Exit signage are to be clear edge lit blade type.
- In all food tenancies, an experienced lighting designer is required to be engaged.

Refer to the Sustainability Requirements' annexure of the Fitout Criteria.





RESTAURANTS & CAFES

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

SIGNAGE

- A qualified and experienced graphic designer is to be engaged to develop the signage package and will form part of the design approval submission.
- Develop a memorable signage solution to entice customers using authentic, quality materials in an artisan way. Include unique detailing and considered fixing solutions.
- 1 x primary sign is permitted with lettering maximum 350mm high. This sign should also be proportional to the architectural form of your shopfront zone.
- Signage materials should complement your overall shopfront 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 shopfront forms, while being responsive to sightlines through the mall.
- Illuminated signage is to be either halo or rear illuminated, with all illuminated signage to be dimmable.
- When applying secondary signage within the Shopfront Activation Zone, be mindful of signage hierarchy and ensure the brand message remains clear and concise. All secondary signage is to be non-illuminated and artisanal.
- For complicated fixing details or particularly heavy signs, engineering may be required with certification from a structural engineer.



RESTAURANTS & CAFES

Consider how your brands DNA can be expressed in a dynamic, unexpected way. Explore the boundaries of creativity that result in memorable experiences for your customers.

BRAND EXPRESSION

- Create memorable moments that communicate your brand story. The location, message and tone of your expression should have purpose and support your food narrative.
- Consider how the inclusion of a featured aspect within your design links the interior surroundings to your brand story.
- Use sculpture, artwork, or apply materials in unexpected ways to draw emotive responses from your customers.
- A brand expression can be made through a dynamic combination of form and finishes. Repetition of elements create a sense of abundance and striking visual impact.
- Connect with local artisans to create one of a kind pieces for your space, ensuring your designs originality and relevance to the community.
- Consider custom signage and graphics as an opportunity to communicate unique brand messaging.
- Use lighting to enhance the brand gesture - it should appear intentional, considered and integrated.
- Colour should be carefully implemented and complement the overall look and feel of the space.
- Explore unusual bespoke detailing of your element, this could be quirky furniture or found objects.
- Your Brand Story is to be submitted as part of your initial Design Submission.

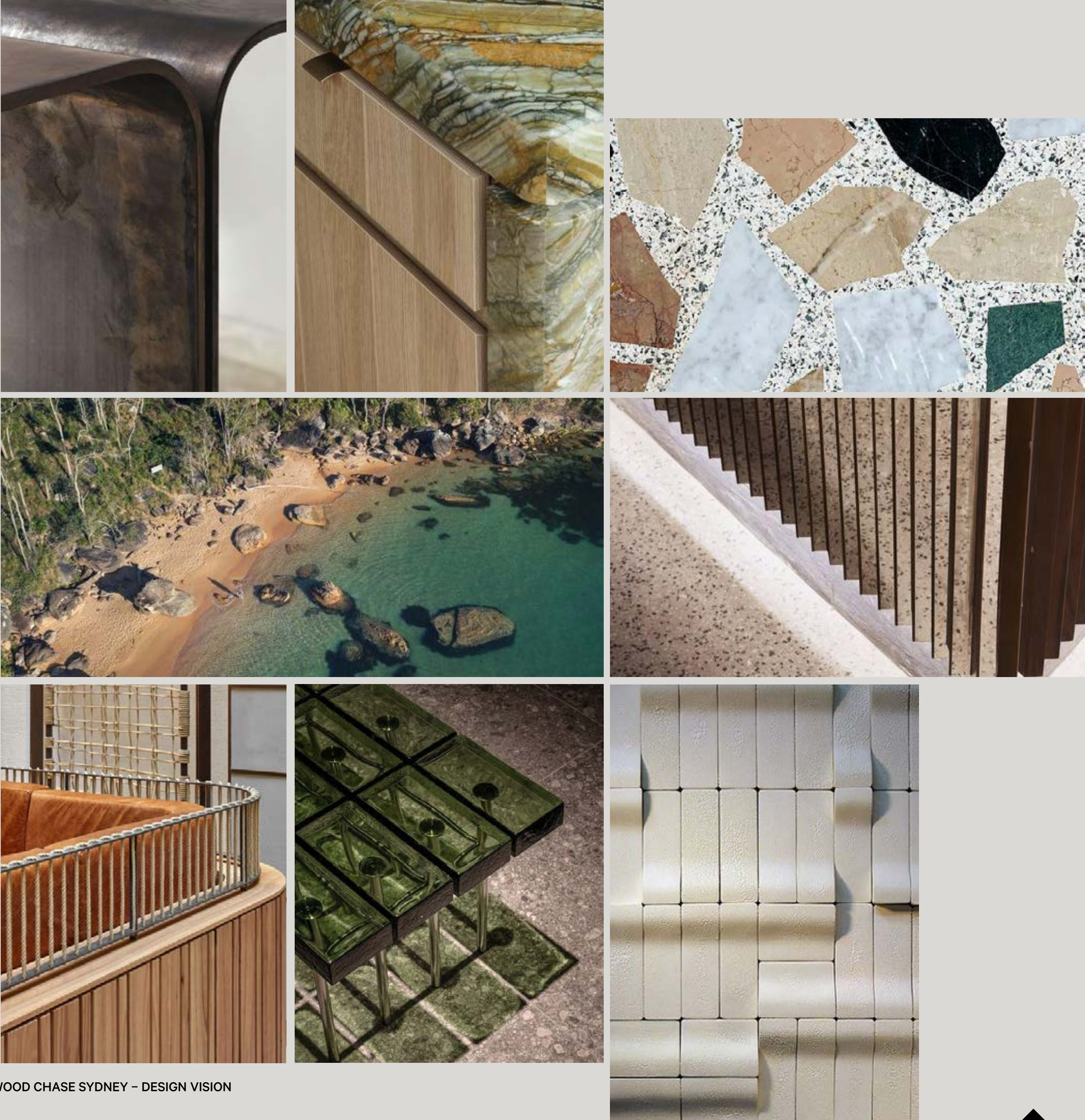
RESTAURANTS & CAFES

Chatswood Chase pays homage to the earthy palette of the Kur-ring-gai National Park whilst embracing the opportunity to celebrate innovation, authenticity, texture and repetition.

ARCHITECTURAL MATERIALS

- Select authentic quality materials with consideration to artisan and textural qualities. We support local craftsmanship with bespoke fixture and furnishing selections.
- Demonstrate an awareness of sustainability through innovative or recycled materials that go beyond the conventional.
- Focus on an honest, natural materiality with an emphasis on structure, tone and unique, unexpected applications.
- 70% neutral finishes are to be tonal in colourways, with colour to be introduced as an accent only. Where colour is utilised the focus is to be on texture, layering and being complementary to the surrounding materials.
- Select interesting and bespoke handles, light fittings and fixtures, and incorporate unique custom joinery items.
- Non approved materials for your shopfront include; imitation materials, laminates, composite aluminium panels, painted finishes including 2pac, engineered stone, vinyl, acrylic, flat solid tiles, clear float glass and render to shopfronts. Counters must include complementary stone to ensure longevity.
- Long runs of painted plasterboard walls will not be approved. The interior is to have every touch point within the tenancy designed and considered.
- All edge protection to be custom and responsive to surround finishes, with no anodised flat bar. All skirting to be recessed and not applied 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.

Refer to the Sustainability Requirements’ annexure of the Fitout Criteria.





RESTAURANTS & CAFES

Presentation of menus in a concise and creative manner can inspire and delight your customers. Your wayfinding should be clear, convey a single message and embrace unique methods of communication.

MENUS & DIRECTIONAL SIGNAGE

- A qualified and experienced graphic designer is to be engaged to design all aspects of menus which will form part of the design approval submission.
- Menus and wayfinding signage should seamlessly complement the surrounding architectural and finishes with customised elements to suit their function and purpose.
- A well appointed wait station at the entry into your dining zone should house your loose menus and other items to support your customers dining experience.
- Consider the various touch points and menu types where menus will be required such as at a take out window, counter ordering, or a formal table setting.
- Printed hand held menus or table cards must be constructed of quality materials and professionally designed. QR codes should be clear and easily accessible.
- The design of suspended 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 references are not permitted.



RESTAURANTS & CAFES

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 & FIXTURES

- Accentuate each zone with a variety of loose and fixed furniture throughout, creating a sense of discovery and blurring of lines. Consider how the customer will experience the spaces.
- The interior settings will build upon the design concept, with selections that support the customer journey.
- Furniture will be pivotal in the critical first impression of the space. Include a thoughtful mix of dining styles and varied seating options, layering the design and creating spaces of intimacy.
- Explore eclectic designs, play with scale and a variation of heights. Built in elements promote connection to the surrounding landscape.
- Table design should complement the overall design concept with consideration to detailing, material selection, shape and flexibility.
- Locally sourced furniture celebrating Australian design is encouraged. All furniture is to be commercial grade and fit for purpose.
- Use authentic designer furniture to ensure a quality finish for the life of the fit out. ‘Replica’ copies will not be approved.
- The schedule of loose furniture items should carefully complement the entire design palette, reflecting key colours, textures or details of the design. Compact laminate table tops will not be supported.



RESTAURANTS & CAFES

An opportunity to extend your hospitality offer and create an engaging activation within the common mall through experiential dining. Design your licensed zone with a balanced approach, expressing your brand identity while complementing the common mall environment.

LICENSED SEATING

- The boundaries of the licensed 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 above 1400mmFFL.
- Execute a coherent design language within your licensed seating zone to that which is used within your tenancy or kiosk to ensure a strong visual connection and consistent brand experience throughout all of your designed spaces.
- The mall flooring to remain throughout licensed seating zones. Consider the finishes and materials used throughout your 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.
- 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.
- Where framing or finer elements extending above 1400mmFFL is deemed appropriate, please confirm with your RDM what the sightline parameters are, relative to the context of the mall. Consideration and approval of these design elements are reviewed on a site specific basis.





RESTAURANTS & CAFES

Counters become the hero feature of a space, acting as a key link in the overall design story.

BARS & COUNTERS

- Location and orientation of counters should be carefully considered with it's relationship to your entry, shop front architecture and customer circulation. Counters are to be set back a minimum 1000mm from the shopfront lease line.
- Encourage customers sitting at your counter or kitchen bar zone to allow interaction with your food theatre. Consider overhead gantries in the overall design.
- Be sculptural in your approach. Create focal points and impact with articulated form, focussing on layering, considered framing and a monolithic base design.
- Draw inspiration from urban hospitality environments. Materials specified to clad the counter must reflect your overall design intent, have bespoke detailing, longevity, and durability.
- Where a drinks fridge drinks display is proposed it must fully be integrated into the design with no supplier branding permitted. Vents or grilles are not approved to counter fronts.
- At serving stations, your design is to allow for storage of items such as takeaway containers, disposable cups, coffee cups/lids, chopsticks, condiments napkins and straws.
- Open kitchen designs will be considered; however, all finishes and lighting must be consistent with your overall restaurant design. Conceal views through to back of house. Refer to sustainability requirements for isolation of kitchen exhaust canopies and maximum openings to your dining area.
- 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.

RESTAURANTS & CAFES

Counters are the first opportunity to introduce your offer and celebrate your product.

COUNTER FOOD DISPLAY

- 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 abundant, fresh, hygienic, restrained and organised throughout trade.
- Consider the spatial flow of people from the shared social spaces and how your customer will be enticed by your food displays.
- All display fridges and cabinets will have frameless UV bonded and square edged glass with maximum panel size with minimal clear silicon joints and recessed glazing channels. Your countertop finish is to be integrated as a base to the food display this includes cold and ambient display.
- Remote refrigeration motors, contained within the tenancy area are preferred and these need to be water cooled. If remote ventilation is not possible, any necessary vents must be located behind the counter and not through the front face of the counters.
- Custom drinks fridges are to be located in the food prep zone, are to be black, white or stainless steel and fully recessed and integrated with overall finishes and design concept.
- Within your counter food displays, showcase abundance by creating hierarchy through variation in forms and heights, alongside dynamic and layered visual styling.
- Food preparation equipment is not to be located within the service or dining counter zones, all equipment unless this is specifically required for food theatre purposes, everything else is to located within the food prep zone.
- Joinery and equipment is not permitted to extend above 1400mm in height without RDM endorsement. All equipment is to included in the documentation and will be assessed on design and operational merit for inclusion into the design.





RESTAURANTS & CAFES

The successful integration of technology in the dining, leisure and entertainment space can be a critical element of the customer journey. Personalised experiences will be key to meeting new customer expectations.

TECHNOLOGY

- In all cases refer to the [Digital Design Guidelines](#) for clarification.
- Digital touchpoints within your space that enhance your customer experience should be integrated and positioned with consideration to your customer journey.
- All digital displays are to be fully integrated within the surrounding architecture and should support and compliment the brand message.
- Careful consideration should be given to the scale of digital elements, their placement and surrounding features.
- Digital graphic content to focus on imagery over text – they should be used to inform customers of your brand message rather than promote sales.

RESTAURANTS & CAFES

Styling is an important component in setting the tone for a dynamic dining experience through utilising objects and accents to reinforce your brand’s story and complement the overarching design.

VISUAL STYLING

- A professional stylist must be appointed to undertake all aspects of styling your merchandise and visual presentation touchpoints within your tenancy.
- Develop a visual strategy and cohesive selection of curated objects to feature in the space to form part of your Design Approval Submission.
- Ensure your 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 your interior design, cuisine and brand.
- The styling submission will consider customer touchpoints for their 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 touch points including: Food and bar displays, integrated display and storage of take away utensils, cups, plates and packaging, crockery, cutlery, condiments. If purpose built units are not designed in your counter for these items they must form part of your VM package.
- If shelving visible to the public is included in your design please ensure you include your VM (Visual Merchandisers) / Stylist concept package. Exactly what is going on the shelves will need to be included in your VM submission for RDM approval.
- Where plants are proposed they 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 whereby you can outsource this and focus on your day to day operations.





RESTAURANTS & CAFES

Branding, packing & graphic messaging represent your critical customer touchpoints. Consideration should be given to how your customers interact with your product and how your brand is perceived as customers experience your offer.

BRANDING, PACKAGING & GRAPHICS

- Consider how you communicate the authenticity and value of your product, ensuring your brand story resonates with your customers and encourages their return.
- Determine how your customers will best absorb your brand story using their available senses. It might be in the form of visual, audible, architectural or even aromatic cues.
- Cultivate your customer touch point strategy to curate the desired experience. Ensure all elements speak to each other to clearly and effectively communicate your brand story.
- Your customers are more interested than ever before in the origins of their food so look at ways to incorporate this narrative along side your offer.

Your branding package will include;

- » Menu content, design and detailing (if relevant) - static, digital or QR code applications.
- » All packaging, utensil and serving solutions. Eco-friendly packaging that is 100% recyclable or biodegradable is strongly encouraged.
- » Ticketing and display solutions - including proposals for free standing units and counters.
- » Uniform design - include colour, style and fabric selection. Custom branding is encouraged.
- » Food display solutions including layout and serving solutions. Include a detailed layout plan showing your food display and serving strategy.
- » Opening hours, websites, social handles, marketing QR codes etc.
- » All custom graphics or artwork, including how promotional offers will be communicated.



KIOSK - FOOD & BEVERAGE

KIOSK - FOOD & BEVERAGE

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

FORM & SPATIAL PLANNING

- 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 between 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. Ensuring all layouts maintain clear paths of travel for our customers.
- The layout should dedicate a discreet area for staff to receive stock deliveries.
- Please also refer to other sections throughout the 'Premium Retail' category for design considerations that also apply to the design of your kiosk.





KIOSK - FOOD & BEVERAGE

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

BARS & COUNTERS

- 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 minimize queuing and optimize customer flow.
- Draw inspiration from urban contemporary hospitality environments. Materials specified to clad the counter must reflect your overall design intent, have bespoke detailing, longevity, and durability.
- Counter forms are to follow the lease line to respond to curved elements and consider the relationship to surrounding base building architecture.
- 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 glazed display sections)

KIOSK - FOOD & BEVERAGE

Your brand narrative should inform the selection of Architectural Materials for every aspect of your design and should respond to the broader design aesthetic.

ARCHITECTURAL MATERIALS

- Select authentic quality materials with consideration to artisan 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. Where colour is utilised the focus is to be on texture, layering and being 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 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 is to be appropriate for commercial application and is to leave the mall flooring intact.
- 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.

Refer to the Sustainability Requirements' annexure of the Fitout Criteria.





KIOSK - FOOD & BEVERAGE

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

LIGHTING

- Lighting levels are critical for a successful kiosk design. Include lighting for your product and display, visual merchandising, signage and counter displays
- A professional retail lighting designer is to be engaged, this will form part of your design approval submission
- Lighting with the right colour portfolio is to be used to enhance your merchandise, create ambience and encourage dwell times within your tenancy. Lighting specified should be between 3000 & 3500 Kelvin and have a colour rendering index (CRI) of 90+ in warm white tone.
- Your lighting design will be responsive to the location of your kiosk within the mall, considering the availability of natural light.
- Consider the transition from day to night trade, incorporating varied lighting types. All lighting to be dimmable to accommodate the changing conditions. Ideally the implementation of a Dali lighting system would allow 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. All specifications and mounting details to be designed 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.
- 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 2—400 lux and the food prep area 400-800 lux.
- Any fridge illumination should be 3000k to compliment your design.

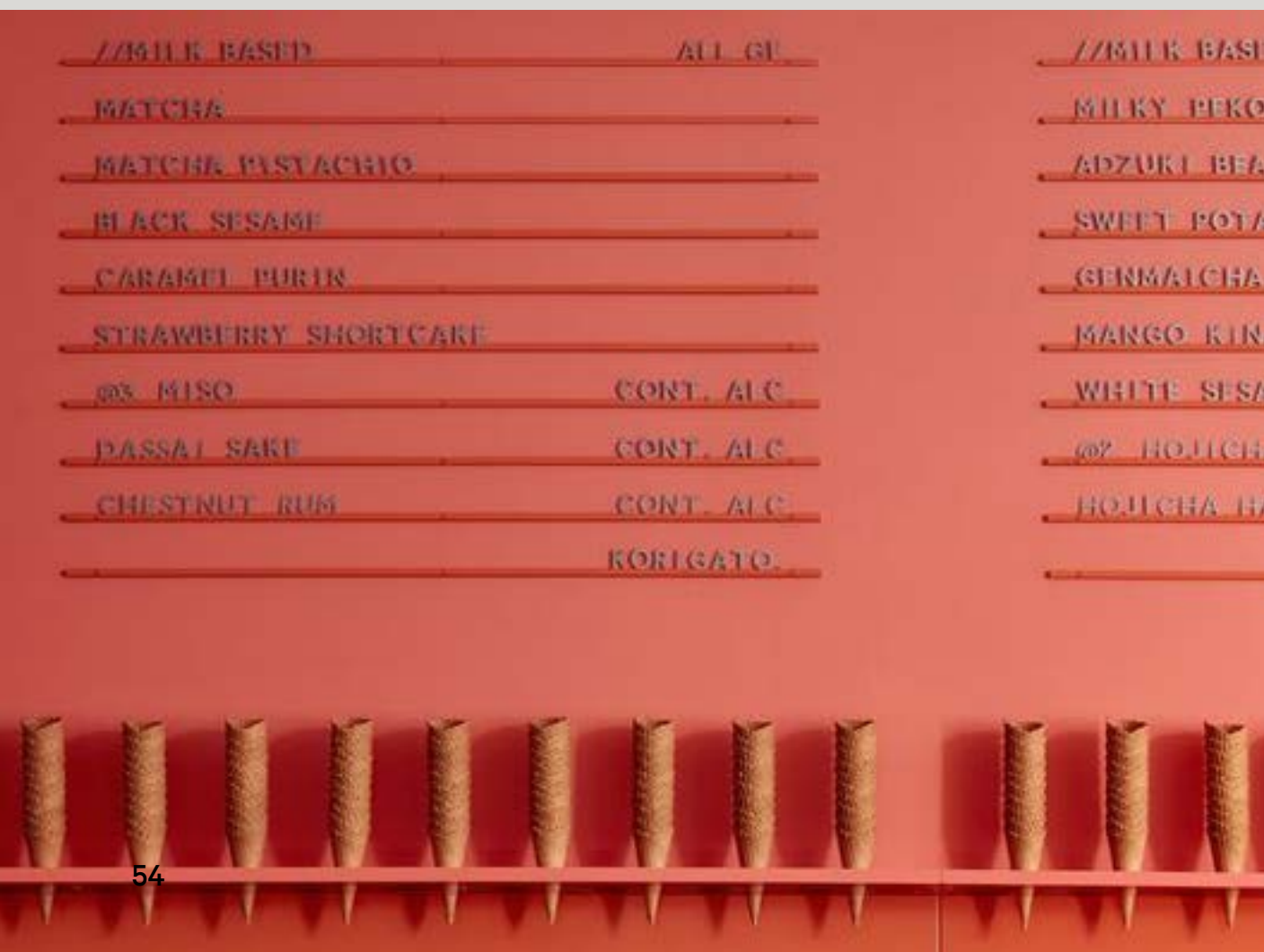


KIOSK - FOOD & BEVERAGE

Signage speaks to your brand. Its successful integration is key to bringing your brand narrative to life and enhancing the overall design.

SIGNAGE

- A qualified and experienced graphic designer is to be engaged to develop the signage package and will form part of the design approval submission.
- Develop a memorable signage solution to entice customers using authentic, quality materials in an artisan way. Include unique detailing and considered fixing solutions.
- 1 x primary sign is permitted 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 required.
- 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.



KIOSK - FOOD & BEVERAGE

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

MENUS

- A qualified and experienced graphic designer is to be engaged to design all aspects of menus which will form part of the design approval submission.
- Menus and wayfinding signage should seamlessly complement the surrounding architectural and 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.
- Integrating digital menus into your kiosk design will consist of –
 - 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

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

BRAND EXPERIENCE

- A qualified or experienced graphic designer or branding agency is to be engaged 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 designs 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 & BEVERAGE

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

LICENSED SEATING

- The boundaries of the licensed 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 above 1400mmFFL.
- Execute a coherent design language within your licensed seating zone to that which is used within your tenancy or kiosk to ensure a strong visual connection and consistent brand experience throughout all of your designed spaces.
- The mall flooring to remain throughout licensed seating zones. Consider the finishes and materials used throughout your 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.
- 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.
- Where framing or finer elements extending above 1400mmFFL is deemed appropriate, please confirm with your RDM what the sightline parameters are, relative to the context of the mall. Consideration and approval of these design elements are reviewed on a site specific basis.



KIOSK - FOOD & BEVERAGE

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

VISUAL STYLING

- A professional stylist must be appointed to undertake all aspects of styling your merchandise and visual presentation touchpoints within your tenancy.
- Develop a visual strategy and cohesive selection of curated objects to feature in the space to form part of your Design Approval Submission.
- Ensure your 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 your interior design, cuisine and brand.
- The styling submission will consider customer touchpoints for their 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 touch points including: Food and bar displays, integrated display and storage of take away utensils, cups, plates and packaging, crockery, cutlery, condiments. If purpose built units are not designed in your counter for these items they must form part of your VM package.
- If shelving visible to the public is included in your design please ensure you include your VM (Visual Merchandisers) / Stylist concept package. Exactly what is going on the shelves will need to be included in your VM submission for RDM approval.
- Where plants are proposed they 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 whereby you can outsource this and focus on your day to day operations.





KIOSK - RETAIL

KIOSK - RETAIL

Your kiosk forms offer an opportunity to explore unique detail and craftsmanship. Create intimacy through creative and thoughtful spatial planning that considers all viewpoints within the mall.

FORM & SPATIAL PLANNING

- Introduce a walk-through layout with variation in heights and finishes. Closed traditional kiosks will not be supported without strong design merit.
- Give careful consideration to the functional requirements and layout which will influence architectural forms.
- Your planning is to incorporate seamless integration of all technology, sales equipment, display, storage and bins. 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 between 900 – 1200mm high.
- Please confirm with your RDM if a canopy or framing is deemed appropriate for your location and what the achievable frame height is, relative to the context of the mall. Consideration and approval of these design elements are reviewed on a site-specific basis. Where supported, integrate a unique and sculptural approach to your framing that is purposeful, delicate and lightweight.
- 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.
- Your electrical equipment, including the distribution board, wiring, junction boxes and other connections shall be concealed within the kiosk 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.





KIOSK - RETAIL

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

COUNTERS

- 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 display 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.
- Ensure suitable lighting to your counter displays and workstations is accounted for 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.
- Tenant's electrical equipment, including the electrical panel, wiring, junction boxes and other connections shall be concealed within the kiosk from public view.
- 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.

KIOSK - RETAIL

Your brand narrative should inform the selection of Architectural Materials for every aspect of your design and should respond to the broader aesthetic of Chatswood.

ARCHITECTURAL MATERIALS

- Be unexpected in your selection of materials. Focus on layering and textural quality.
- 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.
- 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.
- 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.

Refer to the Sustainability Requirements’ annexure of the Fitout Criteria.





KIOSK - RETAIL

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

LIGHTING

- Lighting levels are critical for a successful kiosk design. Include lighting for your product and display, visual merchandising, signage and counter displays
- A professional retail lighting designer is to be engaged, this will form part of your design approval submission
- Lighting with the right colour portfolio is to be used to enhance your merchandise, create ambience and encourage dwell times within your tenancy. Lighting specified should be between 3000 & 3500 Kelvin and have a colour rendering index (CRI) of 90+ in warm white tone.
- Your lighting design will be responsive to the location of your kiosk within the mall, considering the availability of natural light.
- Consider the transition from day to night trade, incorporating varied lighting types. All lighting to be dimmable to accommodate the changing conditions. Ideally the implementation of a Dali lighting system would allow 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. All specifications and mounting details to be designed 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 speaks to your brand. Its successful integration is key to bringing your brand narrative to life and enhancing the overall design.

SIGNAGE

- A qualified and experienced graphic designer is to be engaged to develop the signage package and will form part of the design approval submission.
- Develop a memorable signage solution to entice customers using authentic, quality materials in an artisan way. Include unique detailing and considered fixing solutions.
- 1 x primary sign is permitted 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 required.
- 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



KIOSK - RETAIL

Creative integration of technology offers a deeper customer interaction with your brand narrative. Digital content and mediums should be developed with the same level of inventiveness and design rigor as your overarching kiosk design, ensuring a seamless customer experience.

TECHNOLOGY

- In all cases refer to the [Digital Design Guidelines](#) for clarification.
- A qualified and experienced graphic designer is to be engaged to develop all aspects of your digital messaging and will form a part of your Design Approval Submission.
- The inclusion of any technology-based features within the kiosk design will be reviewed and approved based on purpose and design merit.
- Where appropriate, consider the various touch points where technology could be included to support the kiosk function, such as key brand messaging moments or product demonstration.
- Digital screens for brand messaging purposes are to be installed at low level and to be fully integrated to compliment the kiosk forms.
- Digital graphic content to focus on imagery over text – content should be used to inform customers of your brand message rather than promote sales. Flashing or fast-moving imagery will not be approved.
- Digital media content will be subject to Centre Management review and approval.
- Security cameras and equipment are to be fully integrated into the design and not fitted retrospectively. Sound systems and generic TV's will not be permitted.

Visual Merchandising is the personality of your brand. A carefully curated combination of product, propping and brand story telling creates intrigue and a sense of discovery.

VISUAL MERCHANDISING

- A qualified and experienced Stylist or Visual Merchandiser is to be engaged to develop your Visual Strategy including all aspects below, and will form part of your Design Approval Submission
- Consider all customer touch points including:
 - » Display of your items
 - » Visual Mechanising layout
 - » Ticketing
 - » Product descriptions
 - » Conveying your brand story
- Your staff uniform should reflect your brand identity. Consider colour, cut, fabric selection as all these elements reinforce your brand
- Accessorise your kiosk with the inclusion of a statement furniture or styling piece, this offers both an opportunity to pause and a setting around which to merchandise
- Real plants are to be used in a creative solution that resonates with the Australian Style





EXTRA ELEMENTS



EXTRA ELEMENTS

EXTERNAL FACADE ACTIVATION

- It is a requirement for glass facades that can be seen from the street to provide a design response that is activated with high-end bold displays and dynamic brand expressions.
- External facade shopfront displays are to be activated at all times.
- Open connection to the retail space is preferred, however a partial wall set back of a minimum 1200mm from the external glazing will be considered. Flush access door only to be documented.
- Visual merchandise strategies are to be suitable for day and night visibility, and external exposure being considerate of the significant western sun. Make provision for this in your lighting design with timer controlled lighting modes.
- More than one signage element may occur with one being set back behind the glazing by a minimum of 1 metre. This signage is considered secondary and must present as such comparatively to the main sign.

- Signage that is 3D and illuminated may be incorporated and must be set behind glazing as part of the window display.
- Surface applied treatments such as direct stick graphics are not permitted to the glazed facade. This type of treatment can effect the glass structurally.
- Designs for external facing window displays and signage must be assessed with respect to local plans and codes. It is the tenant's responsibility to obtain local authority approvals, where required.
- Inactivated or blank window facades will not be approved.
- Consider the pedestrian's view up from the ground ensuring ceilings, pelmets and glazing junction details are well resolved.

EXTRA ELEMENTS

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.

DIGITAL DESIGN GUIDELINES

Technology in Retail - Design Framework

- 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.
- This design framework shall 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 shall be energy efficient and programmed with a timer considering tenancy and mall opening hours.
- Illumination settings shall be adjustable and determined visually on site with supplier and agreed with Centre Management.
- Standard LCDs panels are typically set around 450 – 700 NIT brightness.
- Standard indoor LED panels (not transparent) are typically set around 900 -1000 NIT brightness.

- Screens in windows designed for high sun exposure are typically set around 5000 NIT brightness.
- 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 thus should be avoided.
- For interior installations transparent LCD displays will be adjustable up to 1500 NIT brightness.



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 to 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 to comply with permitted digital format and location parameters (refer to table).

Lifestyle Imagery v’s Sales & Promotional Text

- Screens should be primarily used for lifestyle imagery content.
- • Sales and promotional text i.e % 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 shall 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

SHOPFRONT ACTIVATION ZONE

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
- Screens may not exceed 30% of the o/a display zone
- Sales messaging permitted
- Content requires Centre approval prior to launch?
– NO
- All content to adhere to Content Guide

Digital Feature – Shopfront Activation Zone



Defined as a digital feature, designed to fit within the SF 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?
- YES

Bespoke Digital Solution - Shopfront



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

- Located on Shopfront lease line or within Shopfront Activation zone
- Based on design merit and full LL 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?
- YES

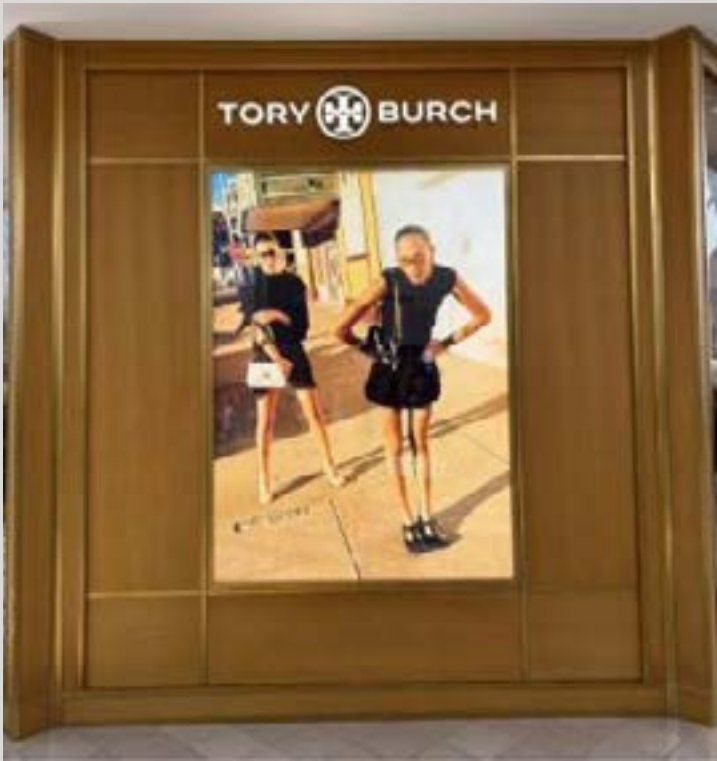
Transparent LED Displays



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, noting this may not exceed 30% of the o/a display zone
- All cases, LED elements to be layered and form part of a considered window display
- Content is customised to support requirement for transparency
- Sales messaging permitted on displays set back 300mm from glass and within the ratio of 70% imagery 30% text
- Content requires Centre approval prior to launch?
- YES

Static Back Lit Graphic



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

- Located on Shopfront lease line or within 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 NOT permitted
- Content requires Centre approval prior to launch?
- NO

THE DESIGN PROCESS



EXTRA ELEMENTS

HOUSEKEEPING RETAIL

- 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 centres delivery time table.
- 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 dedicate materials recovery streams including paper & 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 back of house (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 MSDS Material Safety Data Sheets) in a nominated and separate area.
 - » Rubbish bins (minimum ‘Slim Jims’ or equivalent with canvas covers).
 - » Off the floor/hanging rail for mops brooms.
 - » Staff belongings.

EXTRA ELEMENTS

HOUSEKEEPING 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 of disposable towels is required.
- Taps to be below 1400mm 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 MSDS Material Safety Data Sheets) in a nominated and separate area.
 - » Rubbish bins (minimum ‘Slim Jims’ or equivalent with canvas covers).
 - » Off the floor/hanging rail for mops brooms.
 - » Staff belongings.
- Consideration around the volume of refuse that will be generated when planning the areas of BOH 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 & 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 centres delivery time table.
- Custom drinks fridges are to be located in the food prep zone and are not to exceed 1400mm in height, be black, white or stainless steel and 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 as floor finishes.
- 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 will not 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 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 TDM at the point of flooding and at the end of the test prior to removing the water. Example product: Mapei Mapelastic Aqua Defence. This product 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 appear visible.

Treatment of Movement Joints and 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 (subject to Landlord approval) and in a tidy manner to the approval of the Landlord.
- 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 and 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 shall 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.

Refer to the Chatswood Chase - Fitout Guide document for the complete Designer & Shopfitter requirements for the development.

PLANNING CHECKLIST

FOOD

Spatial Planning

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

- 1. The relationship between display zones, interactive touchpoints, customer dining zones, and the location of point of sale and queuing as they must not inhibit mall circulation.
- 2. Lengths and size of display cabinets should be determined in line with proposed product range to ensure adequate display of offer.
- 3. How access for all staff, customers and delivery people, queuing and ordering will work.
- 4. Customer flow within and around the pavilion including the interaction with the surrounding mall.
- 5. Functional layout and operation of the kitchen.
- 6. How the dining service will be delivered, from greeting, seating, ordering, plate pickup, plate clearing, location for dirty dishes.

- 7. How the food display, takeaway journey and point of sale will be for the customer including wayfinding locations.
- 8. What will be the restocking processes?
- 9. What will be the bin management plan? The area within must be large enough to hold waste during trade and empty after hours.
- 10. What is the proposed security consideration for the pavilion?
- 11. Integration of hand washing basins including soap dispensers, disposable towel/foot pedal for ease.
- 12. Position sinks and less desirable operational components central to overall plan, views are to be shielded into these zones.
- 13. Seamless integration of all technology, sales equipment, display, storage and bins.
- 14. Location of baby high chairs, prams and extra chairs.
- 15. 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.

- 16. Sufficient storage allocation for the following:
 - » Dry, refrigerated and frozen goods.
 - » Chemicals and cleaning materials.
 - » (with MSDS Material Safety Data Sheets) in a nominated.
 - » Staff belongings.

Counter Zones

- 1. Should align with the lease line.
- 2. Be monolithic, no kickers or lighting on the counter face.
- 3. Are to embrace breakups in the spatial layouts to avoid long runs of counters.
- 4. Food prep equipment is not to be located within the service or dining counter zones.
- 5. A maximum of 50% of counters, equipment and merchandise are permitted to sit at 1400mm high with remaining elements to sit between 900-1200mm high.
- 6. No solid walls over 1400mm high.
- 7. Lighting to the counter face will not be supported.

- 8. Clear sightlines must be maintained from 1400mm above floor level. No products, display items, plants etc to be placed on partitions or fixtures.
- 9. Any access through a counter must be fully integrated and appear as part of the counter.
- 10. No loose items in the walkways of the counters such as rubbish bins, trolleys, shelving and non approved equipment.

- 11. All joinery to have cupboard doors, no open shelves at low levels.

- 12. All views through to back of house must be concealed.

- 13. Hatch doors will not be permitted.

- 14. No additional non-approved fixtures to be added to the design.

- 15. Stand alone drinks fridges and loose bottles on counter tops will not be permitted.

- 16. No supplier branding permitted on any equipment.

- 17. Vents or grilles to counter fronts will not be permitted.

Point of Sale Zones

- 1. Seamless integration of all technology, sales equipment display, storage and bins.
- 2. A ‘clean desk’ is required at all times.
- 3. How will your takeaway drinks be displayed including pricing?
- 4. 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 contained.
- » Type of POS system.
- » Sales associate with a roaming terminal.

Counters & Customer Amenities

- 1. Eating utensils.
- 2. Condiments.
- 3. Napkins.
- 4. Bins for customers.

Coffee Zones

- 1. All wiring and mess to be concealed.
- 2. Ample storage.
- 3. Process of ordering.
- 4. Pricing and cup display.
- 5. Takeaway items, croissants etc.
- 6. Cutlery, including spoons and stirrers.
- 7. Sugar.
- 8. Napkins.
- 9. No loose bins.
- 10. Where will milk and other items be stored?

Waiter Station Zones

- 1. Direction wayfinding (ie/. wait here)
- 2. 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?

Food Preparation Zones

- 1. How will freshness and food theatre be integrated?
- 2. Are to be located behind a low height wall to conceal views into the zone.
- 3. Ample storage.
- 4. Rational of kitchen and food preparation zone is critical.
- 5. Bins locations.
- 6. A well organised work bench is required at all times.
- 7. Taps to be below 1400mm, no large goose necks.
- 8. Display kitchens in the storefront will only be permitted if all finishes and details are commensurate with a front of house presentation.
- 9. Lighting within the open kitchen is to match the overall lighting levels of the pavilion design, fluorescent or cool lighting will not be accepted including lighting with in the mechanical hoods.

EXTRA ELEMENTS

PLANNING CHECKLIST FOOD

Wash Up Areas

- 1. Wash up area to be concealed from the view of the customer.
- 2. No exposed sinks and are to be integrated as part of the joinery.
- 3. Taps to be below 1400mm in height.
- 4. Mops and all cleaning equipment must be concealed at all times.

Deliveries

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

Closures

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

Flooring

- 1. Fatigue mats are not permitted.

Music

- 1. Music and TVs will not be permitted.

Custom Fridges

- 1. Lengths and size of custom counter display fridges should be determined in line with proposed product range to ensure adequate display of offer.
- 2. Only custom counter display fridges are to be located around the service zone.
- 3. Custom display fridges are to follow the lease line.
- 4. All internal shelves are to be glass.
- 5. Integration of lighting within the display fridges at 3000k.
- 6. Frameless UV bonded and square edged glass display cabinets only.

- 7. Glazing shall have a maximum panel size with minimal clear silicon joins and recessed glazing channels and is to follow the lease line.
- 8. Remote refrigeration motors, contained within the tenancy area are preferred and these need to be water cooled.
- 9. Refrigeration vents, if required, are not to be located on the front of counters, and must be integrated into the design.
- 10. Custom drinks fridges are to be located in the food prep zone and are not to exceed 1400mm in height, and must integrate with the overall finishes of the design concept.
- 11. 3rd-party branded fridges are not permitted.
- 12. Equipment specification is required when submitting your design for consideration by the Landlord.

Storage

- 1. All storage areas to be obscured or as a minimum consideration around the storage of produce stored on display for the customer.
- 2. Sufficient storage allocation for the following:
 - » Dry, refrigerated and frozen goods.
 - » Chemicals and cleaning materials (with MSDS Material Safety Data Sheets) in a nominated and separate area.
 - » Rubbish bins (minimum ‘Slim Jims’ or equivalent with canvas covers).
 - » Off the floor/hanging rail for mops/brooms and concealed.
 - » Staff belongings.

Equipment List

- 1. Extensive equipment list and specifications and photos of proposed equipment.
- 2. What does the equipment look like from the rear?
- 3. What will be the view from the mall into the tenancy?
- 4. Heights of all equipment.
- 5. 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.
- 6. No additional equipment to be added to your fitout without prior approval from your RDM.

Furniture

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

Rubbish & Recycling Bins

- 1. All rubbish and storage facilities to be purpose built to efficiently use under bench space.
- 2. Consideration around the volume of refuse that will be generated when planning the areas of BOH is critical, this includes general waste and recycled materials.
- 3. 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.
- 4. Rubbermaid – ‘Slim Jim’ rubbish bins or equivalent to be specified to ensure efficient waste removal as well as maintaining a clean and safe environment.

- 5. 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.
- 6. Rubbish bins with lids.
- 7. No loose bins in walkways including coffee making zones.

Overhead Gantry

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

Trolley & Baskets

- 1. Shopping trolleys are not permitted.
- 2. Baskets within the pavilion design is supported.

Delivery Zone

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

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