

THE MARKET PAVILION

Design Vision

At The Market Pavilion, we're anything but ordinary.
Because this isn't your standard shopping centre.
It's the vibrant heart of a new cultural hub where food
is as much a part of a stylish life as fashion.
Our modern marketplace brings artisan producers together.
One destination – everything you need.
Welcome to the new centre of Melbourne's culinary scene.

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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.

Not Your Standard Market



The Development Brief

Building on Chadstone’s arresting network of glazed barrel vaults and arches, the new Market Pavilion will celebrate the heritage of place – both of Chadstone and of Melbourne as a celebrated food city.

Referencing Melbourne’s boulevards, arcades and lanes, The Market Pavilion will be a true 21st century marketplace, attuned to the values and aspirations of a new generation of consumers.

Manifesting the modern desire for provenance, connection to producer, sustainable practice and understanding the true cost of our choices, The Market Pavilion will take its place among the great icons of Melbourne. A setting that brings people together, it is the organic evolution of the Prahran, South Melbourne and Queen Victoria Markets.



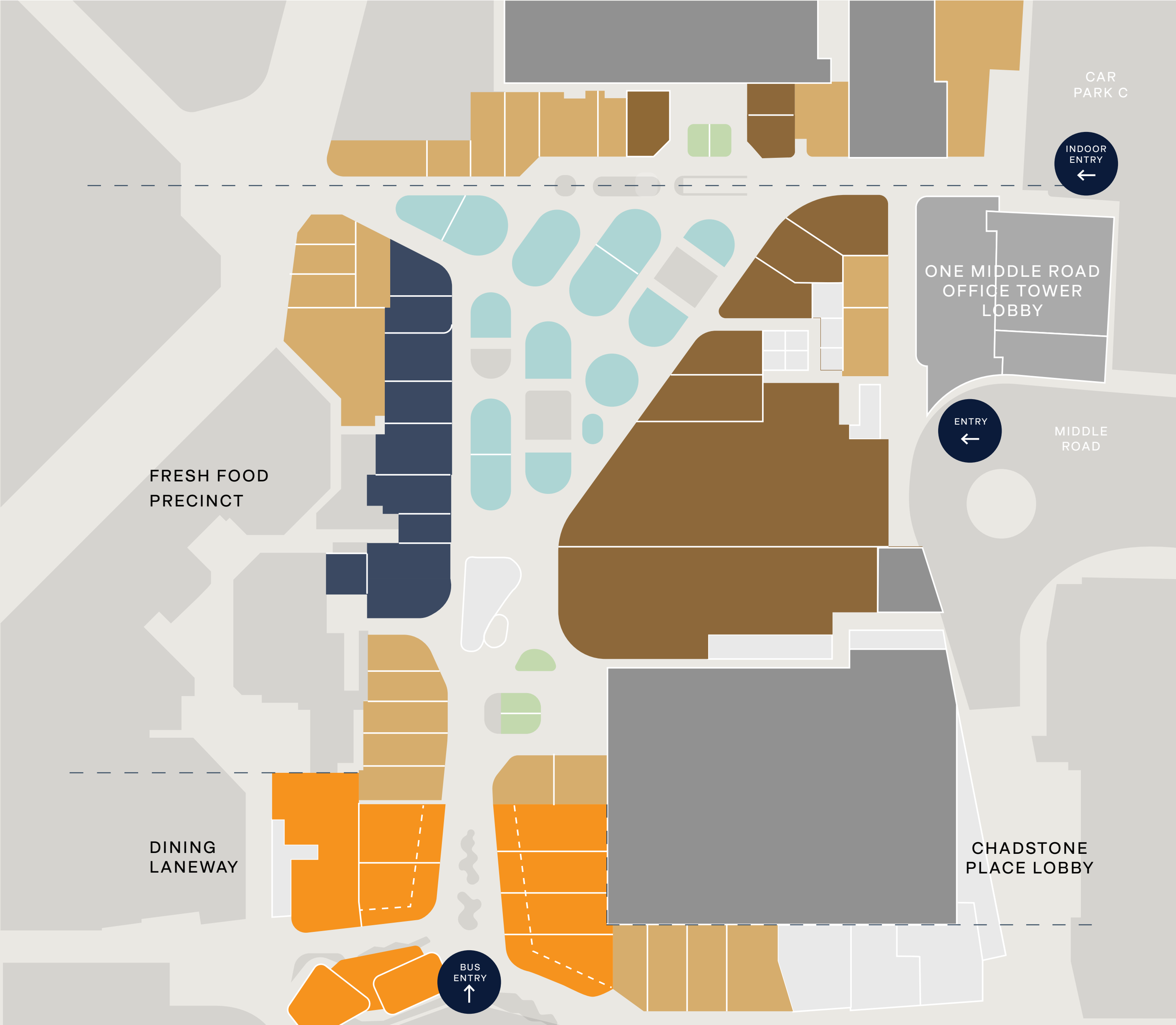
Artist impression only*

Market Heart Plan

Locate your tenancy on the Market Heart Plan, then select the correlating Neighbourhood Design Vision Guideline to discover further your design requirements for your tenancy.

Neighbourhood Design Visions

- A** Market Lane – High Street
- B** Market Lane – Speciality
- C** Market Lane – Food
- D** Market Pavilions
- E** Dining Laneway
- F** Chadstone Kiosks



Design Dimensions

Chadstone’s iconic Market Pavilion will re-define fresh food and locally sourced produce at a national and global level through unique design characteristics.

The architecture draws customers through the market heart providing energy and abundance, engagement with all your senses.

Fusing authentic storytelling with progressive and memorable design solutions, a lively market is re-imagined, offering unparalleled experiences that repeatedly engage and delight.

We invite you to organically weave the Design Dimensions into your design by creating and capturing a unique theatre experience across this environment.

- 01

Time

Carefully curated and visually captivating merchandising displays which hero your produce encourage customers to slow down and immerse themselves into the environment.
- 02

Individualism

Celebrate your unique offering by incorporating captivating architectural elements that frame the energy and activity of your space. Showcasing the process of preparation, cooking and serving emphasises freshness and authenticity, encouraging your customers to engage and participate in the experience.
- 03

Creativity

Innovative spaces transport your customers, immersing them in a new experience that cannot be encountered anywhere else.
- 04

Authenticity

The spaces we are most drawn to are often layered and eclectic, having evolved over time to tell a story. Create this eclectic atmosphere through artisanal touches, hand crafted details and an overlay of styling to personalise the experience.
- 05

Artisanship

Celebrate craftsmanship with bespoke furniture, detailing and artwork executed by local artisans that connect and build trust in your brand.



Market Pavilions — View from outside G-120 looking towards bus interchange entrance – artist impression only*





Market Pavilions — View from inside G-120 looking out into the market heart – artist impression only*





Market Pavilions — View from outside G-120 looking towards Coles entrance – artist impression only*





Dining Laneway — view towards The Market Pavilion — artist impression only*

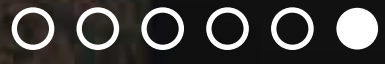




Dining Laneway — view towards bus interchange – artist impression only*



Dining Laneway — view towards EX021 from EX015 – artist impression only*

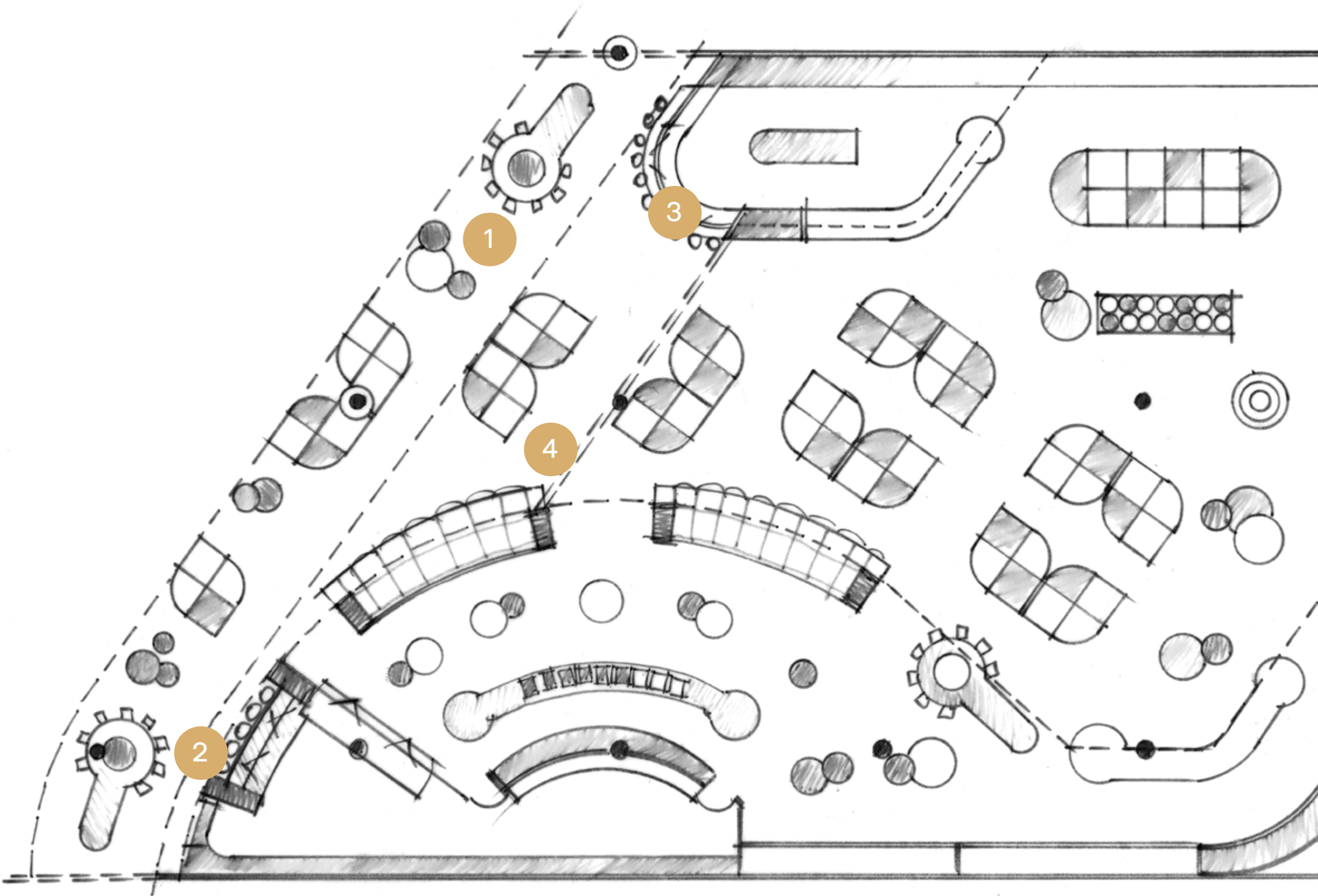


Market Lane – Food and High Street

Interpreting Key Design Elements

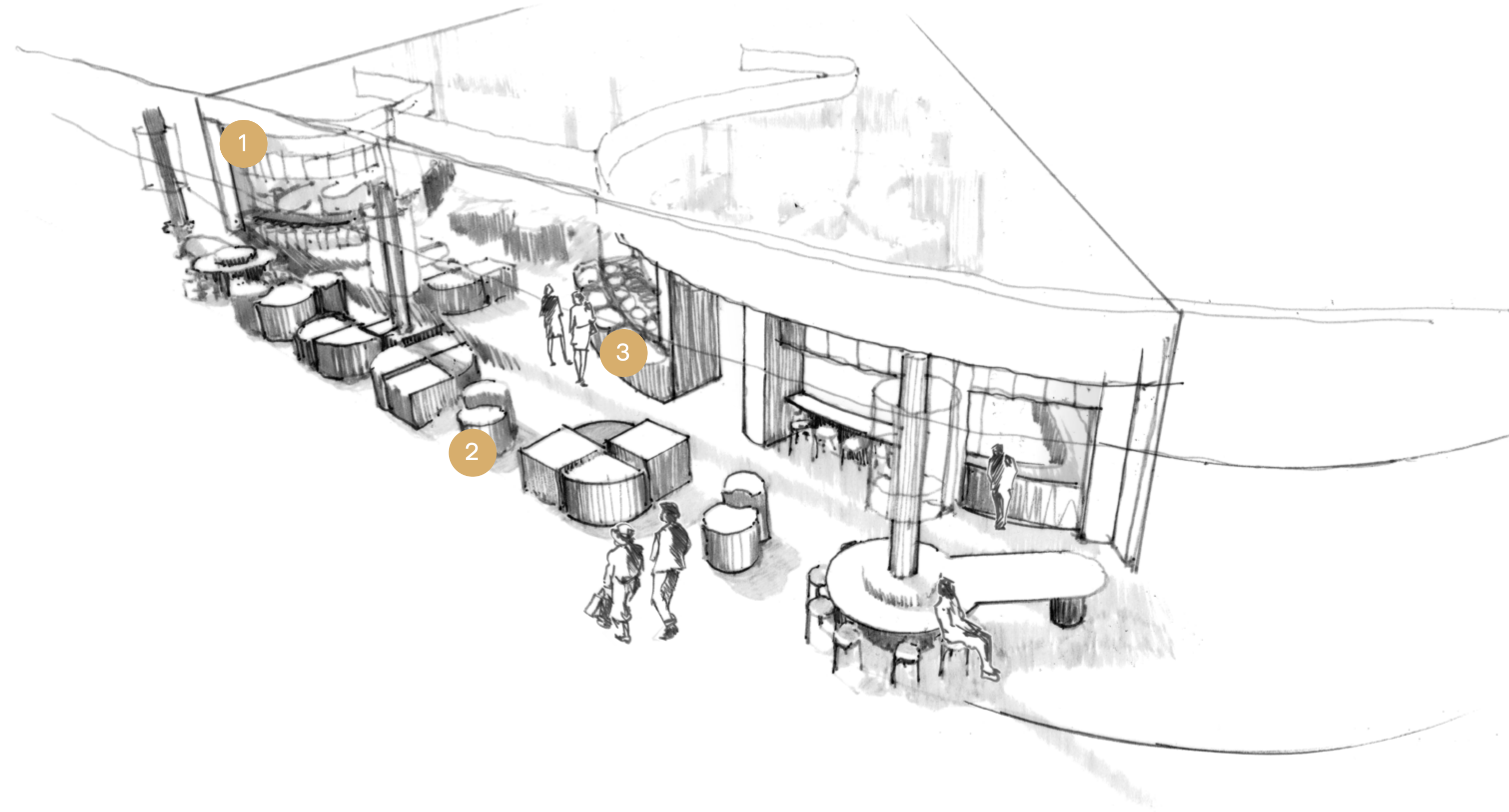
The success of your design will be achieved by carefully Interpreting the Key Design Elements to ensure all retail spaces are seamlessly embedded into The Market Pavilion and provide an authentic, exciting environment to engage with your customers.

- 1 Your shopfront zone will reinforce the energetic atmosphere of The Market Pavilion. Consider the spatial flow of people from the shared social spaces and how your customer will be enticed by the activity.
- 2 Remove hard physical barriers between your shopfront and ‘Activation Zone’ by locating a variety of closures, operable elements, seating and architecturally embedded displays.
- 3 Showcasing the process of preparation, cooking, serving and play reinforces freshness and authenticity, encouraging customers to engage and participate in the experience.
- 4 Doors are to be expressed or concealed and setback from the lease line 900mm.



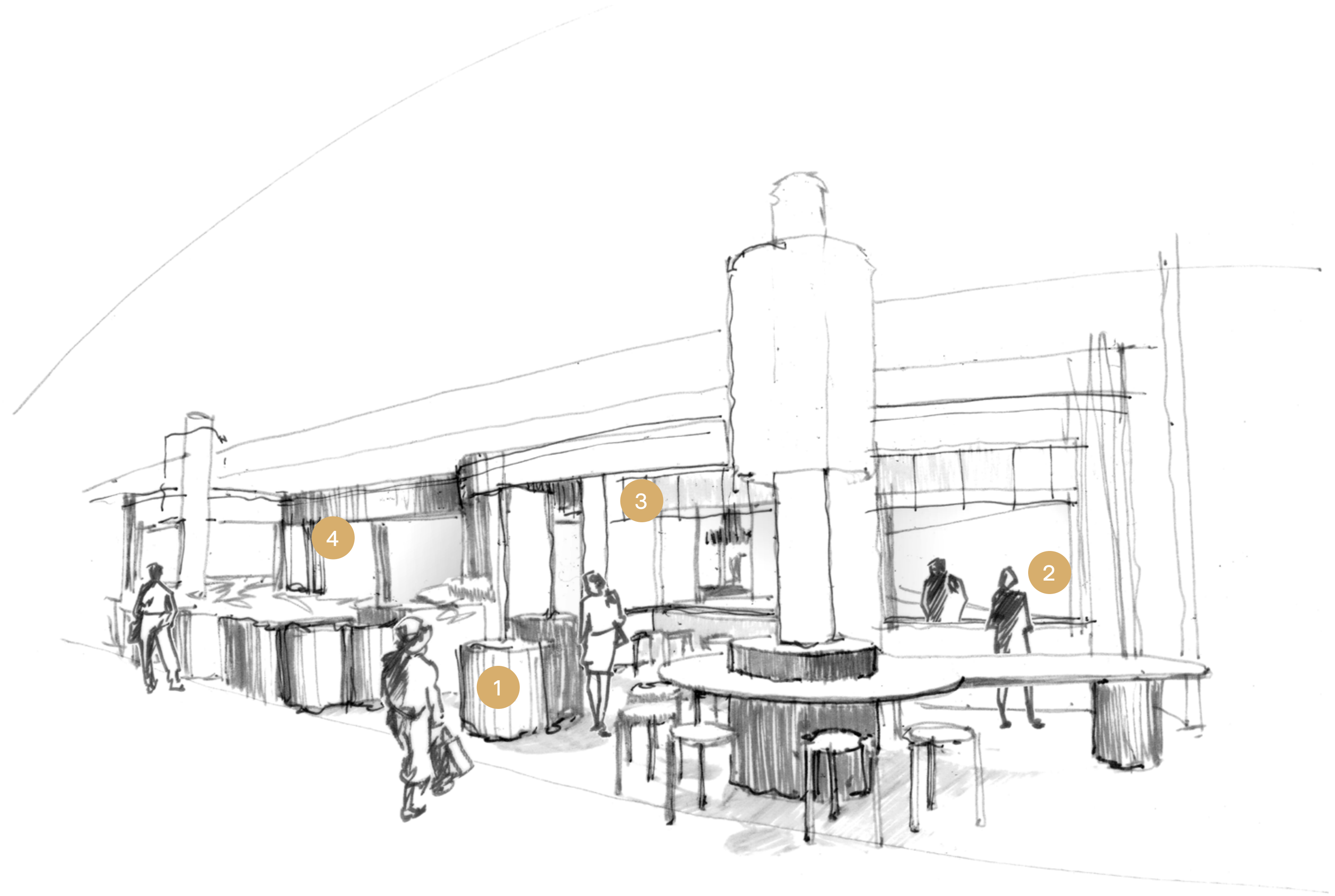
Interpreting Key Design Elements

- 1** Investigate framing elements as an opportunity to express your brand, embed storytelling, celebrate product display and the theatre of your offer and strengthen your presence.
- 2** Showcase abundance by creating hierarchy through variation in forms and heights along side dynamic and layered visual styling.
- 3** Celebrate the theatre of food and display by creating immersive focal points through clever spatial arrangements.



Interpreting Key Design Elements

- 1 Your Trade Out Zone will reinforce the energetic atmosphere of a market environment. Consider the spatial flow of people from the shared social spaces, and how your customers will be enticed by the activity.
- 2 Immerse customers in the theatre of preparation, cooking, serving and play, encouraging energy and excitement. Showcasing the process reinforces freshness and authenticity, encouraging customers to engage and participate in the experience.
- 3 Shopfront framing will maximise views into the tenancy whilst visually delineating spaces to reinforce the suggested nature of the shopfront.
- 4 Your closures are to be customised, varied, implementing an assortment of gas struts, bespoke bi-folds, sash windows, sliding elements and tilt doors.



Interpreting Key Design Elements

- 1 Establish a strong connection to The Market Pavilion with layered and suggested shopfronts that blur the lease lines. This connection transports your customers into a lively and chaotic, yet refined market atmosphere.
- 2 Accentuate displays and create spatial hierarchy by introducing thoughtful framing elements that celebrate the authenticity of your offer.
- 3 Consider how your customers will experience your authentic story in a sensory manner, reinforcing the energy of the market.
- 4 Ground your product displays with walk through, fixed monolithic forms that are created from an unexpected and detailing use of materials.



Food Retailer Shopfronts

Drawing inspiration from traditional market stalls, your shopfront will engage your customers with activated displays that reinforce the experiential atmosphere of The Market Pavilion.

Key Considerations

- Creating layering by incorporating framing elements as an opportunity to express your brand, embed storytelling, celebrate product display and the theatre of your offer and strengthen your presence.
- Remove hard physical barriers between your Shopfront and ‘Activation Zone’ by locating a variety of closures, operable elements, seating and architecturally embedded displays. Closures are to be bespoke designs using exterior grade solutions. Doors are to be expressed or concealed and setback from the lease line 900mm. A minimum door entry height of 3000mm is to be maintained.
- Incorporate a mix of framed glazing, closures, solid material and framing which together with in-go’s and out-go’s, to create a dynamic and engaging facade to ignite customers that is layered and articulated, connecting your customer with the action, aroma and taste of your offer.
- Consider the spatial flow of people from the shared social spaces and how your customer will be enticed by the activity. Consider how your customers will experience your authentic story in a sensory manner. Ground your product displays with walk through, fixed monolithic forms.
- Showcase abundance by creating hierarchy through variation in forms and heights, alongside dynamic and layered visual styling. Display heights are to be a max of 1350mm with any adjoining overhead structure at max of 2100mm high.
- The first 900mm 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. Your Point of Sale units are not to be located within this zone.
- At least 40% of the shopfront is to consist of solid architectural form, finishes specified to these zones are to have a focus on layering and texture.
- Allow for 300mm solid neutral zone to both sides of the tenancy ends prior to the commencement of glazing or permitted outgo.
- Note: a minimum shopfront permeability (opening) of 0.0035m² of open area per 1m² of tenancy GLA is permanently required to facilitate spill air from tenancy to naturally ventilated mall. Please refer to Fit-out Criteria Annexure 8 ‘Shopfront Spill Air Requirements’ for further detail’.



High Street Retailer Shopfronts

Drawing inspiration from traditional High Street architecture, your shopfront will transport your customers from the hustle and bustle of the main Market Pavilions to a unique experience within.

Key Considerations

- Re-image your Traditional Shopfront inspiration into a modern interpretation with framing openings, showcasing displays and food theatre on the lease line, employing contrasting external finishes and raising window displays from the ground.
- In addition to your main shopfront sign, secondary signage that speaks to your unique heritage and offering is encouraged. Your secondary signage design will reinforce the market environment, embracing opportunities to reference artisanal high street solutions such as gold leafing, metal lettering and flooring inlays.
- Door closures are to be bespoke designs using exterior grade finishes. Doors are to be expressed and not concealed in the form of double or single leaf pivot, swing, or sliding doors. A minimum door entry height of 3000mm is to be maintained.
- The first 900mm 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.
- 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.
- At least 70% of the shopfront is to consist of solid architectural form, finishes specified to these zones are to have a focus on layering and texture.
- Allow for 300mm solid neutral zone to both sides of the tenancy ends prior to the commencement of glazing or permitted outgo.
- In-go’s and Out-go’s are encouraged within the shop front design, whereby a maximum of 60% of the Activation Zone may either protrude or retract over the lease-line. In-go’s and Out-go’s are limited to 200mm and must be contained to around display windows and openings.
- Note: a minimum shopfront permeability (opening) of 0.0035m² of open area per 1m² of tenancy GLA is permanently required to facilitate spill air from tenancy to naturally ventilated mall. Please refer to Fit-out Criteria Annexure 8 ‘Shopfront Spill Air Requirements’ for further detail’.



Key Design Elements

- 01 Ceilings
- 02 Framing
- 03 Wall and Floor Fixtures
- 04 Counters
- 05 Counter Food Display
- 06 Lighting and Ambience
- 07 Architectural Materials
- 08 Primary Signage
- 09 Menu, Branding, Packaging and Graphics
- 10 Visual Styling

Ceilings

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

Key Considerations

- The first 900mm from the lease line is considered your ‘Shopfront Activation Zone’ so your ceiling design will play a critical part in the impact of your shopfront and your space as a whole. No painted ceilings will be supported in this zone
- Develop an architectural approach to the ceiling design, with use of interesting forms and innovative materials ensuring it becomes a meaningful aspect of your overarching design language.
- When designing the ceiling, consider the alignment of wall finishes, display systems and secondary signage to create a strong and cohesive architectural statement.
- Create depth and dimension by sculpting and layering ceiling forms, incorporating varied lighting and artisan fittings throughout the space.
- Open ceilings may form part of the ceiling design but are to combined with articulated ceiling structures that highlight key areas within the store design, for example point of sale counters and type of product on offer to the customers, note a solid ceiling must be installed for the first 3000mm as part of your ‘Shopfront Activation Zone’.
- All exposed services are to be finished and reflect the interior standard, including the hard ductwork, pipework, cabling, cable trays, speakers and security cameras.
- Flat non articulated ceilings or ceilings with a single step will not be permitted.
- Speakers cannot be located within the first 3000mm of the tenancy to ensure neighbouring retailers are not affected.
- All food preparation and open food display areas must be located under a ceiling area that has a finish approved by the local authority.



Framing

Accentuate displays and create spatial hierarchy by introducing framing elements that celebrate the authenticity of your offer.

Key Considerations

- Investigate framing elements as an opportunity to express your brand, embed storytelling, celebrate product display and the theatre of your offer, and strengthen your presence.
- Integrate joinery supported overhead framing, creating a layer between the floor and ceiling to bring down the scale of the space and reinforce the bustling market atmosphere.
- Any overhead framing is to be purposeful, delicate, and lightweight, and can accommodate your secondary signage, merchandising, ticketing and integrated lighting.
- Overhead frame heights in Trade Out Zones are to be sensitive to neighbouring tenancies sightlines, height for overhead framing in this zone to a maximum of 2100mm high.
- Overhead framing is for decorative purposes only, security cameras and other technology is not to be fixed to the frame.
- Shopfront framing will be sculptural and articulated, incorporating a variety of innovative and interesting materials.
- Transparent shopfront framing will maximise views into the tenancy, while visually delineating spaces to reinforce the suggested nature of the shopfront.
- Introduce framed elements internally to accentuate displays, define zones and create spatial hierarchy to encourage an explorative shopping experience.



Wall and Floor Fixtures

Celebrate craftsmanship with bespoke detailing that connects your customers to your brand story and reinforces the market environment.

Key Considerations

- Your fixtures offer an opportunity to explore bespoke detailing and craftsmanship, from display fixtures and lighting to handles and hooks.
- Specify a combination of fixtures types varying in finishes and design, each supporting your overarching design concept.
- 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.
- All wall fixtures to have concealed self-leveling feet.
- All joinery units located within the ‘Shopfront Activation Zone’ are to reflect shopfront materiality and detailing.
- 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. Consider how a found object, unique light fitting, a bespoke finish or other feature elements may set a scene for displaying your product and connect to your brand.
- 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. No skirting lighting for Point of Sale units.
- Units that are moveable, are to be designed to have concealed caster wheels.
- All glass display units are to be UV bonded.
- No ceiling cable droppers to be used, call cabling to be allowed through the floor.
- All fixtures in your trade out LSA to be fixed and monolithic, no casters.



Counters

Counters become the hero feature of a space, acting as a key link in the overall design story. Counters are the first opportunity to introduce your offer and celebrate your product.

Key Considerations

- Encourage customers to engage with your products by locating counters on the lease line. These counters may not exceed 30% of the shopfront and need to include a focal food display point as an introduction to your brand offer.
- The location and orientation of counters should be carefully considered alongside the nominated ‘Shopfront Activation Zone’. Position the order and pick-up points to minimise queuing and optimise customer flow.
- Be sculptural in your approach. Create focal points and impact with articulated form, focussing on layering, considered framing or a monolithic base design.
- Glass cabinetry is to be integrated into the counter design and have square profile detailing. All channels must be recessed with UV bonded joints.
- Ensure lighting to your counter is fully integrated and concealed and is appropriate for the offer on display.
- Ensure operational aspects are carefully considered and resolved including POS and cash registers are recessed into counter with concealed wiring.
- All counters and joinery units located within the ‘Shopfront Activation Zone’ are to reflect shopfront materiality and detailing.
- The Point of Sale is an icon within your store. It should read as a designer object; customised, bespoke and seamlessly integrated with technology, storage and display. Be monolithic in its form and sculptural.



Counter Food Display

People shop with their senses, with food displays being the most critical opportunity to entice your customers. Explore creative and unique ways to maximise the visual attraction of your food, investing in custom displays and abundant food visual styling.

Key Considerations

- Critical to the success of your offer, is 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 abundance, 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.
- Counter lengths and size of counter food display should be determined in line with proposed product range to ensure adequate display of offer, total counter lengths must not exceed 30% of the shopfront and need to include a focal food display point as an introduction to your brand offer.
- Seamlessly integrate equipment around the lease line with a consistent serving height of 1100 - 1200mm high to allow for easy serving and interaction with your customers.
- Only custom counter displays and fridges are to be located around the Service Zone and are to follow the curved lease line, with a maximum glass display shelf height of 2 levels
- All display fridge's 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 not to exceed 1400mm in height, are to be black, white or stainless steel and fully recessed and integrated with overall finishes and design concept.
- All food display and merchandising is be positioned above the counter height. All shelving or visual styling items below counter height will not be supported.
- Within your counter food displays, showcase abundance by creating hierarchy through variation in forms and heights, alongside dynamic and layered visual styling
- Within your Service Zone allow for adequate storage of items such as takeaway containers, disposable cups, coffee cups/lids, chopsticks, condiments napkins and straws including ample under bench storage for all packaging and contained, your Point of Sale station needs to present a clean, uncluttered counter at all times.
- Food preparation equipment is not to be located within the Service, all equipment unless this is specifically required for Food Theatre purposes, everything else is to located within the Food Prep Zone.
- Joinery and equipment within the kiosk are 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.



Lighting and Ambience

Lighting plays an integral role in overall presentation. It creates a sense of theatre and visual impact resulting in a space that is interesting and engaging, enhancing ones mood and experience.

Key Considerations

- 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.
- Be thoughtful and creative with lighting solutions to create a warm and inviting atmosphere. Play with light and shadow to create texture and mood as well as ensuring the product on offer and food theatre is the hero.
- 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.
- 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.
- Play with light and shadow to create texture, mood and atmosphere through the use of various luminaires and beam angles.
- Lighting is to be of a consistent warm colour temperature throughout the design, including signage and fridge displays. All lighting is to be dimmable and to accommodate the changing mall conditions, ideally the implementation of a Dali lighting system would allow for maximum flexibility.
- All lighting to your counter is to be responsive to your product offering, and fully concealed. Lighting to the counter face will not be supported.
- Any fridge illumination must be 3000k to compliment your design.



Architectural Materials

The materials palette will be a subtle nod to The Market Pavilion architecture – tonal and textural, with accents of colour provided by the fresh and packaged produce.

Key Considerations

- Select authentic quality materials with a focus on artisan and textural qualities.
- Create a point of difference by expressing traditional finishes in new and unique ways. Experiment with structure, tone and layering to create textural depth.
- 80% of finishes are to be tonal in the grey and brown 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.
- Ensure a high degree of detailing and consideration to the junction of finishes and change in direction of materials.
- Select interesting and bespoke handles, light fittings and fixtures, and incorporate unique custom joinery items.
- Non approved materials include; imitation materials, laminates, composite aluminium panels, painted finishes including 2pac, timber veneer, solid surface materials, vinyl, acrylic, flat solid tiles, clear float glass and render to all counters.

- Long runs of painted plasterboard walls will not be approved. The interior is to have every touchpoint within the tenancy designed and considered.

Palette Inspiration

- Solid Timber
 - Natural Stone
 - Handcrafted Ceramics
 - Authentic Metals
 - Brick
 - Mesh
 - Terracotta
 - Terrazzo
 - Fluted Glass
 - Solid Render
 - Artisan Concrete
 - Leather
- Under floor finish fatigue matts are to be installed in key traffic zones only. Loose fatigue mats will not be supported.
 - All edge protection to be custom and responsive to surround finishes, with no anodised flat bar. All Skirting to be recessed and not applied to the front of your nominated finish.



Primary Signage

Integration of your signage is key to bringing your brand narrative to life. An unconventional approach injects personality into your space, helping to create a new brand experience.

Key Considerations

- 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. This might include integrating unique detailing and fixing solutions.
- Explore unique placement and detailing opportunities to display your sign within the shopfront forms, while being responsive to sightlines through the precinct.
- Illuminated signage is to be either halo or rear illuminated, with all illuminated signage to be dimmable.
- Signage materials should compliment 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.
- Illuminated signage is to be either halo or rear illuminated. Front illuminated letters will only be approved where there is strong design merit.
- 1 x Primary Sign with lettering heights to be a maximum of 300mm high and is to be proportional to the architectural form of your shopfront zone.
- 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.
- 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.



Menu, Branding, Packaging and Graphics

Your menus, branding and graphics speaks to your offering and expresses the personality of the offer, stimulating the customer’s intrigue and curiosity.

Key Considerations

- A qualified and experienced graphic designer or branding agency is to be engaged to develop your brand strategy narrative. Your strategy covering all branding touch points will form part of your design approval submission.
- The brand strategy package will include:
 - Packaging suite; fresh, freshly prepared takeaway, or pre-packaged including for catering.
 - Complete signage package
 - Complete menu package
 - Ticketing for all displays
 - VM solutions for all product displays
 - Point of sale items and location map of where they will be located.
 - How promotional offers will be presented.
 - loyalty programs/cards
 - Dining placement and table numbers
 - Staff uniforms
 - Tableware package
 - All custom graphics or artwork
 - Food display solutions including layout and serving solutions. This is to be a detailed layout plan showing the food display strategy
- Your customers are more interested than ever before in the origins of their food, therefore it is important to clearly communicate your food story.
- As a minimum, it should be a recyclable product, consistent with the logo, brand exclusive, with no third party advertising, flat packed where possible for efficient under counter storage.
- Menus should seamlessly complement the architectural forms and the overall materials with bespoke detailing and a focus on an artisan style to create an authentic aesthetic.
- Packaging design will help the brand connect with customers to build loyalty and sales.
- Consider how your packaging can add value to your product and deliver an experience
- Eco-friendly packaging that is 100% recyclable or biodegradable is strongly encouraged.
- Provide quality custom packaging that showcases your food and reflects your concept.
- Packaging should reflect the concept positioning statement.
- Graphics may not have more than 50% saturation when applied to a tenancy fitout and may not be applied to counter fronts.
- Graphics should be professionally communicated as an art form or in a textural format, forming part of the cohesive retail spatial experience.
- When graphics are applied to the tenancy fitout, illustrative graphics are encouraged. It can be layered or patterned but must be subtle.



Visual Styling

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.

Key Considerations

- Visual styling is to be undertaken by a professional interior designer or stylist. They will develop a cohesive selection of accessory items to feature in the space and develop a visual strategy that includes all aspects below, and will form part of the design approval submission.
- Visual Mechanising should include food relevant product such as bottled or canned ingredients and props such as utensils and cookware. Consider unexpected items that resonate with the brand and bring joy to the customer.
- Celebrate the notion of abundance and create visual impact through product density and vibrant colour blocking.
- Ensure your merchandising is adaptable and regularly updated to stay fresh and interesting.
- Accessorise your space with the inclusion of a statement furniture or styling piece, this offers both an opportunity to pause and a setting around which to merchandise.
- 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 VM choices.
- Your ethos should be embedded in all customer touch points, displays, materiality, graphics overlay and visual styling.
- Consider how your customers will experience your authentic story in a sensory manner at all critical touch points – reinforcing the abundant nature and energy of the market.
- Staff uniforms should reflect the brand identity. Consider colour, cut and fabric selection as these elements reinforce the brand. A focus on authentic natural materials is encouraged.



Market Lane – Speciality

Interpreting Key Design Elements

The success of your design will be achieved by carefully Interpreting the Key Design Elements to ensure all retail spaces are seamlessly embedded into The Market Pavilion and provide an authentic, exciting environment to engage with your customers.

- 1 Apply a textural application of colour as a secondary layer either within the reveals of the shopfront or as an accent upon the framing.
- 2 Glazing frames are to be custom designed and are considered a design feature of your shopfront.
- 3 Explore unique placement and detailing opportunities to display your sign within the shopfront forms, while being responsive to sightlines through the precinct.
- 4 The in-go floor tile is to match the main floor body tile – changing the scale/pattern to define the zone is encouraged.



Interpreting Key Design Elements

- 1 Consider the look of your store when closed.
- 2 Create layering by incorporating a double framed element in your shopfront design. Double framing can be achieved by introducing a glazing frame set adjacent to a solid finish.
- 3 Your ethos should be embedded in all customer touch points – displays, materiality, graphics overlay and visual styling.
- 4 The first 900mm 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.



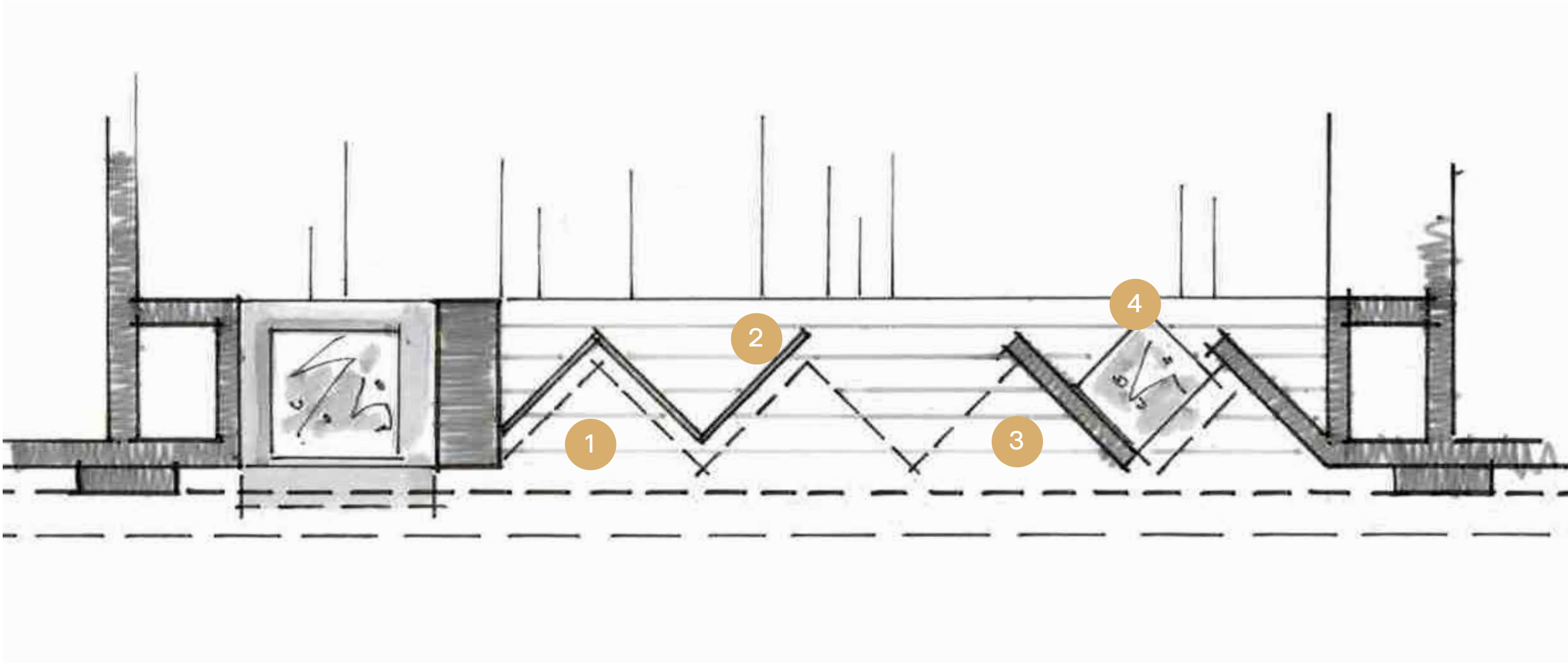
Interpreting Key Design Elements

- 1 Apply textural application of colour as a secondary layer either within the reveals of the shopfront or as an accent upon the framing.
- 2 Implement external closure solutions that architecturally activate the shopfront. Closures are to be customised and are to form a feature of the shopfront.



Interpreting Key Design Elements

- 1 The in-go floor tile is to match the main floor body tile – changing the scale/pattern to define the zone is encouraged.
- 2 Implement external closure solutions that architecturally activate the shopfront. Closures are to be customised and are to form a feature of the shopfront.
- 3 The first 900mm 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.
- 4 Celebrate craftsmanship with bespoke furniture, detailing and artwork executed by local artisans that connects your customers with their community and builds upon your brand story.



Key Design Elements

- 01 Shopfront Design
- 02 Ceilings
- 03 Wall and Floor Fixtures
- 04 Lighting and Ambience
- 05 Architectural Materials
- 06 Primary Signage
- 07 Digital Technology and Graphics
- 08 Visual Styling

Shopfront Design

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 within The Market Pavilion environment.

Key Considerations

- Remove hard physical barriers between the shopfront and the market environment by locating a variety of external customised closures set back at varying distances from the lease line are to form and considered a design feature of your shopfront. A minimum entrance height of 3000mm is maintained.
- Apply a textural application of colour as a secondary layer either within the reveals of the shopfront or as an accent upon the framing.
- 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.
- Create layering by incorporating a double framed element in your shopfront design.
- The first 900mm 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 layering and texture.
- Allow for 300mm solid neutral zone to both sides of the tenancy ends prior to the commencement of glazing or permitted outgo.
- The in-go floor tile is to match the main floor body tile – changing the scale/ pattern to define the zone is required.
- In-go’s and out-go’s are encouraged within the shop front design, whereby a maximum of 60% of the Activation Zone may either protrude or retract over the lease-line. In-go’s and out-go’s are limited to 200mm.
- Note: a minimum shopfront permeability (opening) of 0.0035m² of open area per 1m² of tenancy GLA is permanently required to facilitate spill air from tenancy to naturally ventilated mall. Please refer to Fit-out Criteria Annexure 8 ‘Shopfront Spill Air Requirements’ for further detail’.



Ceilings

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

Key Considerations

- The first 900mm 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 so they are extension of the overarching shopfront design language and communicate the overarching design concept. This might include alignment of wall finishes, visual styling display structures, secondary signage and the ceiling to create a strong architectural statement.
- Create depth and dimension by sculpting and layering ceiling forms, incorporating varied lighting and artisan fittings throughout the space.
- Open ceilings may form part of the ceiling design but are to be combined with articulated ceiling structures that highlight key areas within the store design. 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.
- Flat non-articulated ceilings or ceilings with a single step will not be permitted.
- Speakers cannot be located within the first 3000mm of the tenancy to ensure neighbouring retailers are not affected.



Wall and Floor Fixtures

Celebrate craftsmanship with bespoke furniture, detailing and artwork executed by local artisans that connects your customers with their community and builds upon your brand story.

Key Considerations

- Your fittings and 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.
- Engage your customer with elements of surprise through unexpected detail.
- 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 designer 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-leveling feet.
- All joinery units located within the shopfront zone are to reflect shopfront 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. Consider how a chair, lamp, rug, a bespoke finish or other feature elements may set a scene for displaying your product.
- 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, call cabling to be allowed through the floor.



Lighting and Ambience

Lighting plays an integral role in overall presentation. It creates a sense of theatre and visual impact resulting in a space that is interesting and engaging, enhancing ones mood and experience.

Key Considerations

- 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.
- Be thoughtful and creative with lighting solutions to create a warm and inviting atmosphere.
- 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 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. Lighting specified should be between 3000-3500 Kelvin and have a colour rendering of 90+.
- 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.



Architectural Materials

The materials palette will be a subtle nod to The Market Pavilion architecture tonal and textural, with accents of colour introduced as a secondary element.

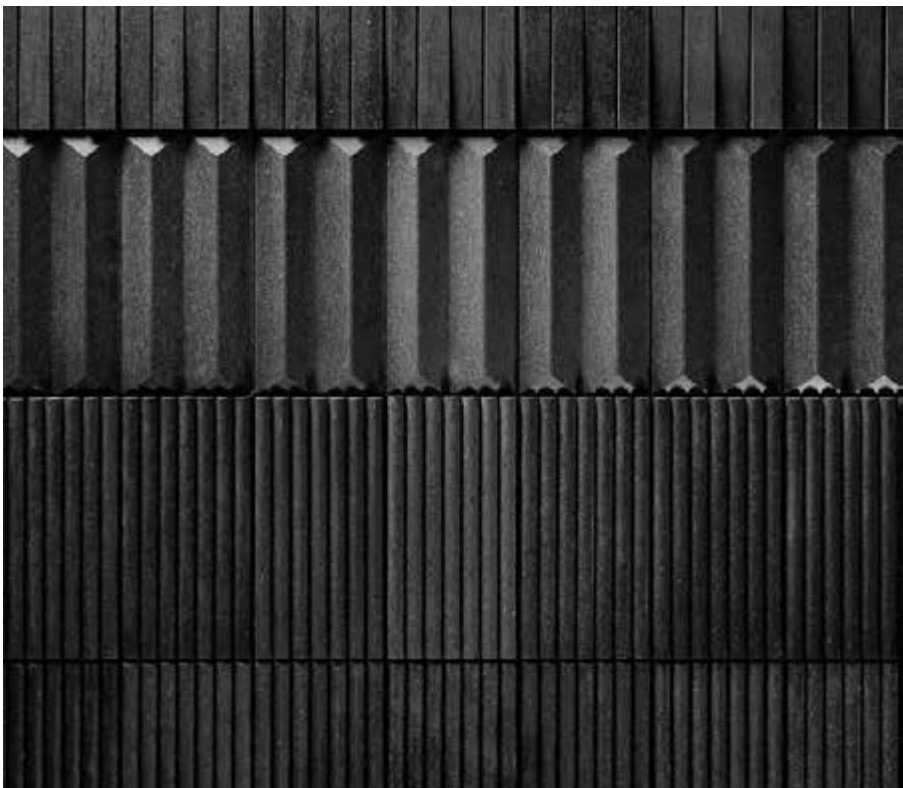
Key Considerations

- Select authentic quality materials with a focus on artisan and textural qualities.
- Create a point of difference by expressing traditional finishes in new and unique ways. Experiment with structure, tone and layering to create textural depth.
- 80% of finishes are to be tonal in the grey and brown 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.
- Ensure a high degree of detailing and consideration to the junction of finishes and change in direction of materials.
- Select interesting and bespoke handles, light fittings and fixtures, and incorporate unique custom joinery items.
- Non approved materials include; imitation materials, laminates, composite aluminium panels, painted finishes including 2pac, timber veneer, solid surface materials, vinyl, acrylic, flat solid tiles, clear float glass and render to all shopfronts.

- Long runs of painted plasterboard walls will not be approved. The interior is to have every touch point designed and considered.

Palette Inspiration

- Solid timber
 - Natural stone
 - Handcrafted ceramics
 - Authentic metals
 - Brick
 - Mesh
 - Terracotta
 - Terrazzo
 - Fluted glass
 - Solid render
 - Artisan concrete
 - Leather
- Under floor finish fatigue matts are to be installed in key traffic zones only. Loose fatigue matts will not be supported.
 - All edge protection to be custom and responsive to surround finishes, with no anodised flat bar. All Skirting to be recessed and not applied to the front of your nominated finish

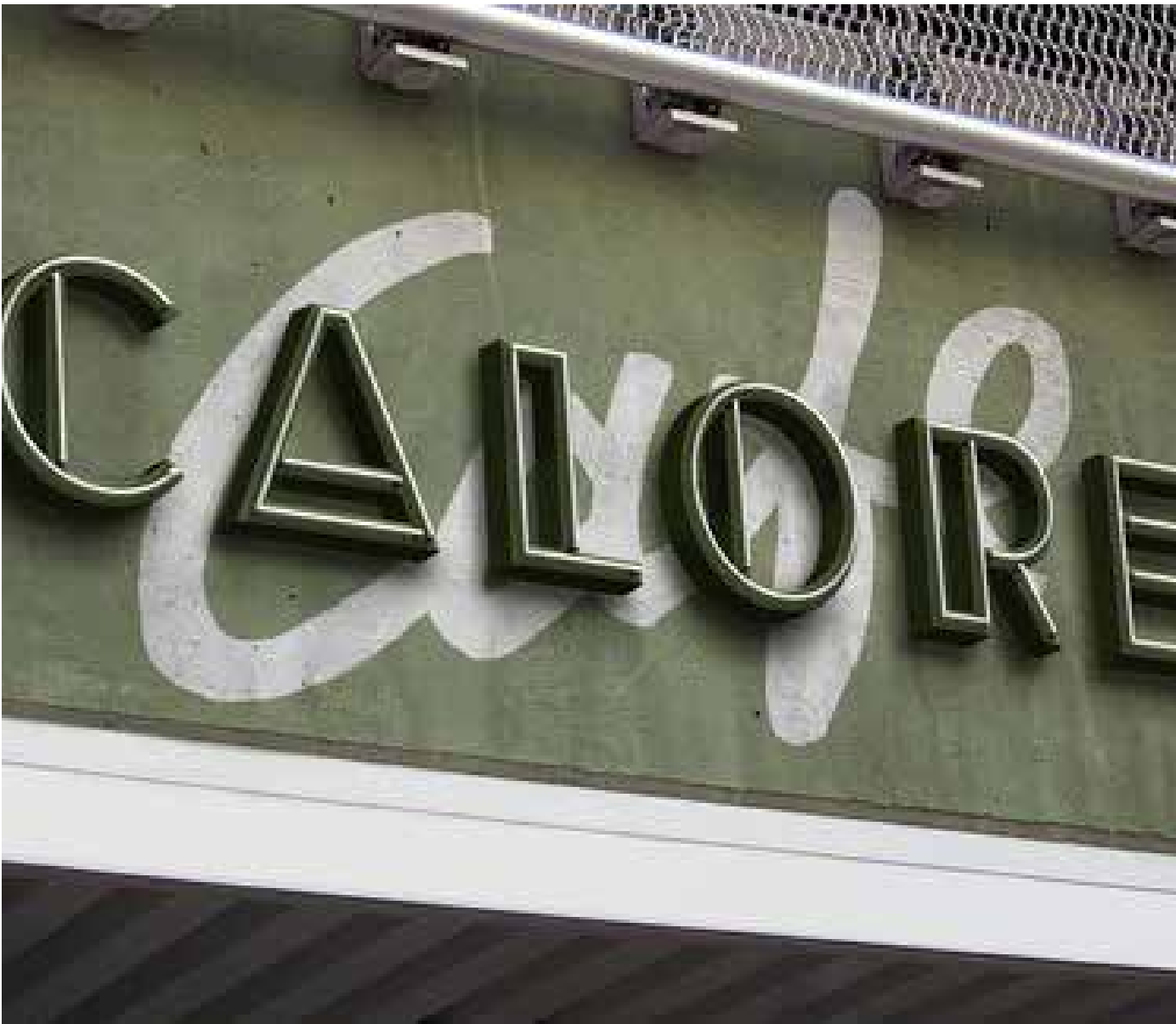


Primary Signage

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.

Key Considerations

- 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.
- 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 precinct.
- Illuminated signage is to be either halo or rear illuminated, with all illuminated signage to be dimmable.
- 1 x primary sign is permitted with lettering maximum 300mm high. This sign should also be proportional to the architectural form of your shopfront zone.
- 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.
- 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.

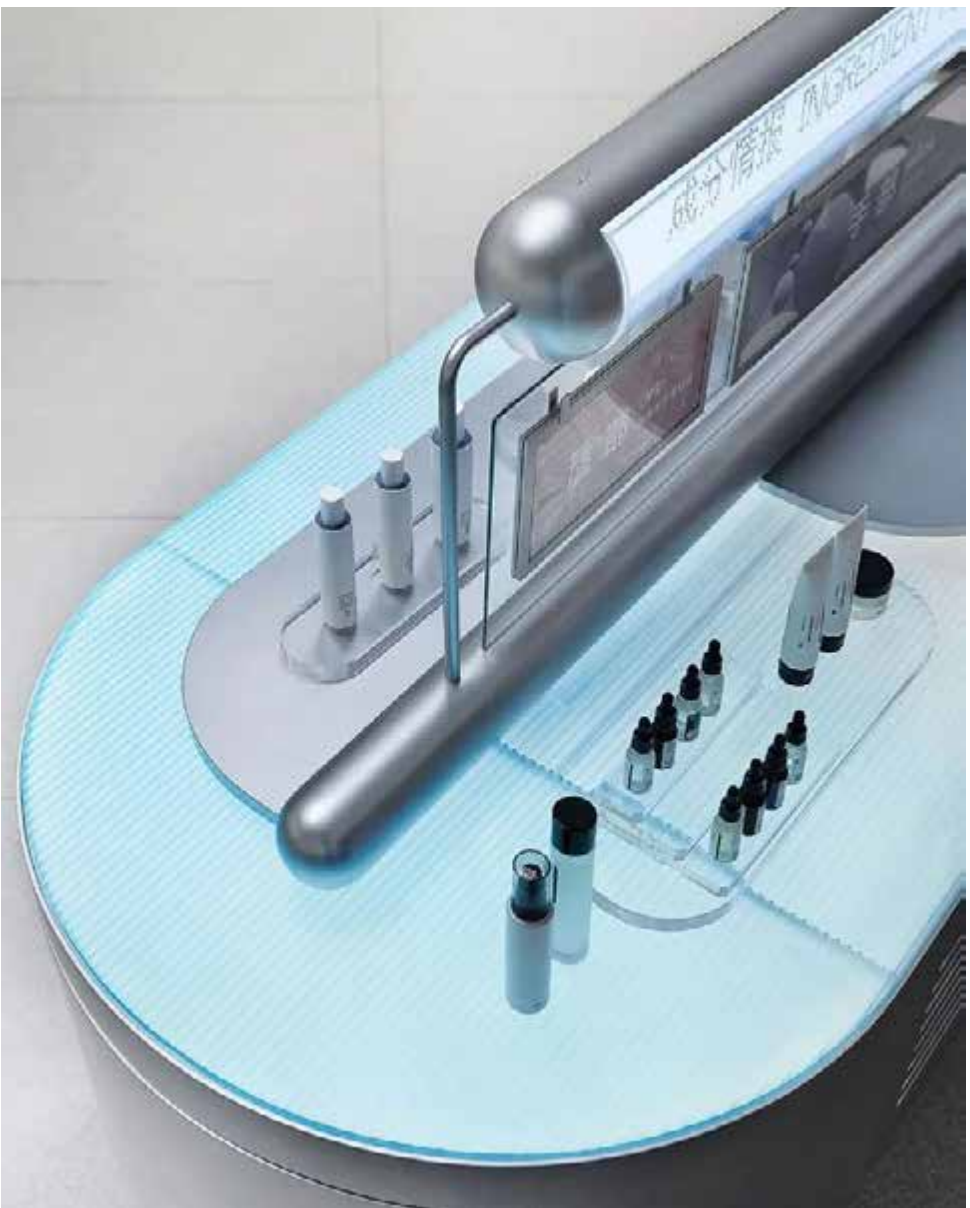


Digital Technology and Graphics

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.

Key Considerations

- 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 content is to be static and seasonal.
 - 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.
 - 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.
 - Location, scale, relevance and detailing.
- Integrating digital graphics into your shopfront design will consist of:
 - LED Digital tiles only, other traditional TV screens will not be supported for this development.
 - The proportion to be 20% solid of your shopfront zone only
 - Your graphic will be still, no moving images or sounds
 - No glass to the front of the Digital Tiles
 - Be fully framed and recessed 150mm behind the lease line
 - Will be graphics only, no sale content
 - Integrating digital graphics into your window display will consist of:
 - All technology will be considered for this installation
 - Screens displayed within the shopfront window are to be fully integrated within bespoke joinery solutions
 - Proprietary systems will not be approved
 - Graphic content to focus on imagery over text - they should be used to inform customers of your brand message rather than promote sales
 - Screens are not to exceed 30% of the window display zone, site lines into the store must be maintained
 - Moving images may be considered, however your Digital Concept Package will clearly explain your brand intent for the graphics.



Visual Styling

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.

Key Considerations

- 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 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.
- Your ethos should be embedded in all customer touch points – displays, materiality, graphics overlay and visual styling.
- Consider how your customers will experience your authentic story in a sensory manner at all critical touch points – reinforcing the abundant nature and energy of the market.
- 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.
- Staff uniforms, way finding signage, graphics, ticketing and packaging should all reflect the brand identity. A focus on authentic and natural materials is desired.



Market Pavilions

The Pavilion Structure

The pavilion structure, provided by the Landlord, is to be considered as a bespoke architectural installation, engaging the customer from all sides with exemplary design.

Key Considerations

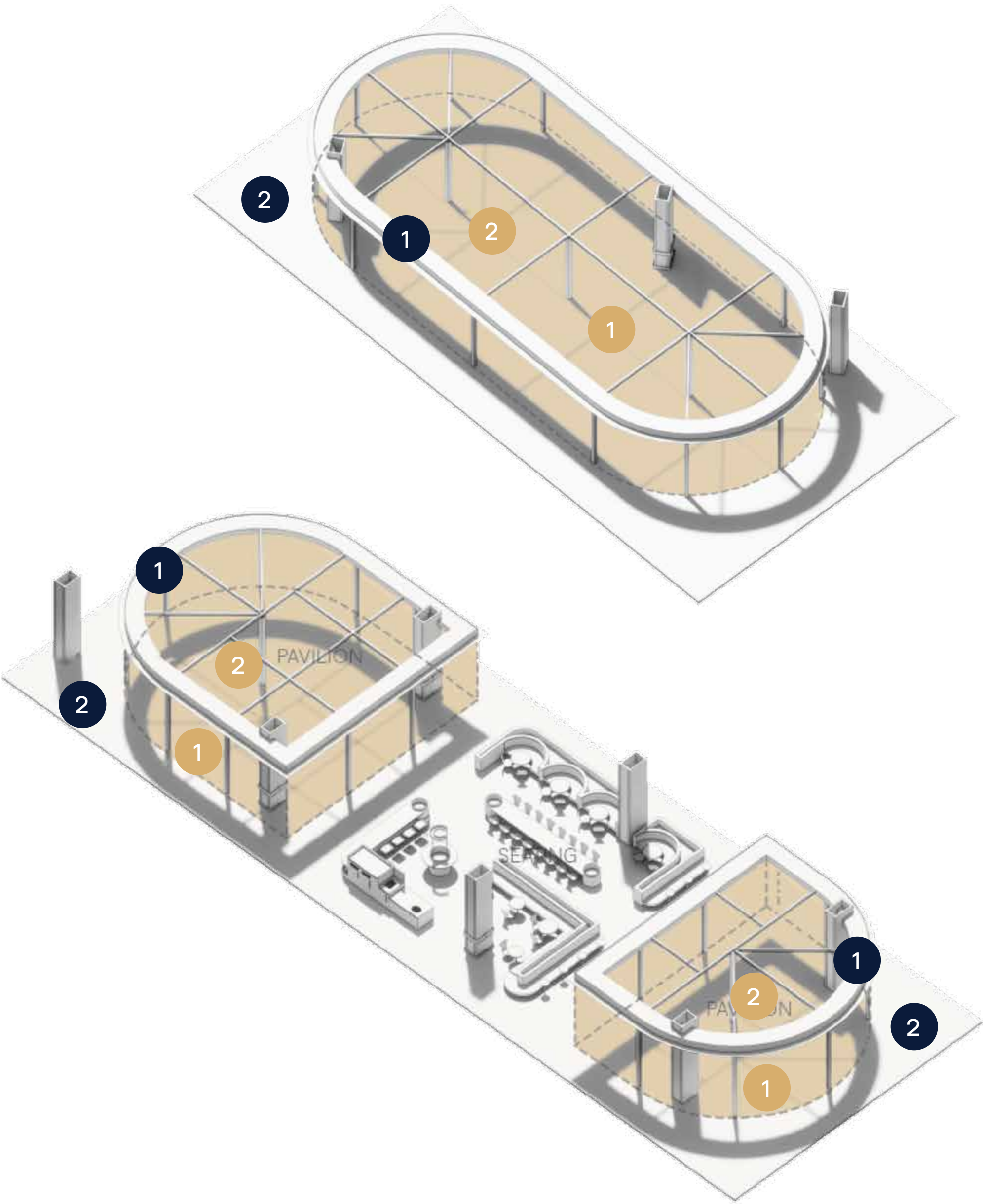
- From the best in fashion to the best in food, Chadstone boasts a proven track record of attracting the leaders in their field. Designed as a world-class food destination, The Market Pavilion promises to capture the diversity and quality of our city’s unique and varied food culture while cultivating its own style and taste.
- The pavilion structures will anchor a strong design concept, demonstrating a sense of simplicity that will outlast trends. It will incorporate high quality finishes, responsive to Chadstone’s design DNA, with the overall design aesthetic contributing to The Market Pavilion experience.
- The pavilion structures are an architectural expression within The Market Pavilion precinct creating unique tenancy footprints under the naturally ventilated market heart to the use of solar power harvested on site. The structures offer an extraordinary opportunity to express the tenant’s brand and offering, as well as provide a backdrop for product displays. The structures borrow inspiration from Chadstone’s iconic architecture, creating repetition and vaulted elements that relate to Chadstone. The pavilion structures will be in a blackened steel with an illuminated halo around the top perimeter of the structure.

By Landlord

- 1 Pavilion structure
- 2 Pavilion mall floor finishes

By Tenant

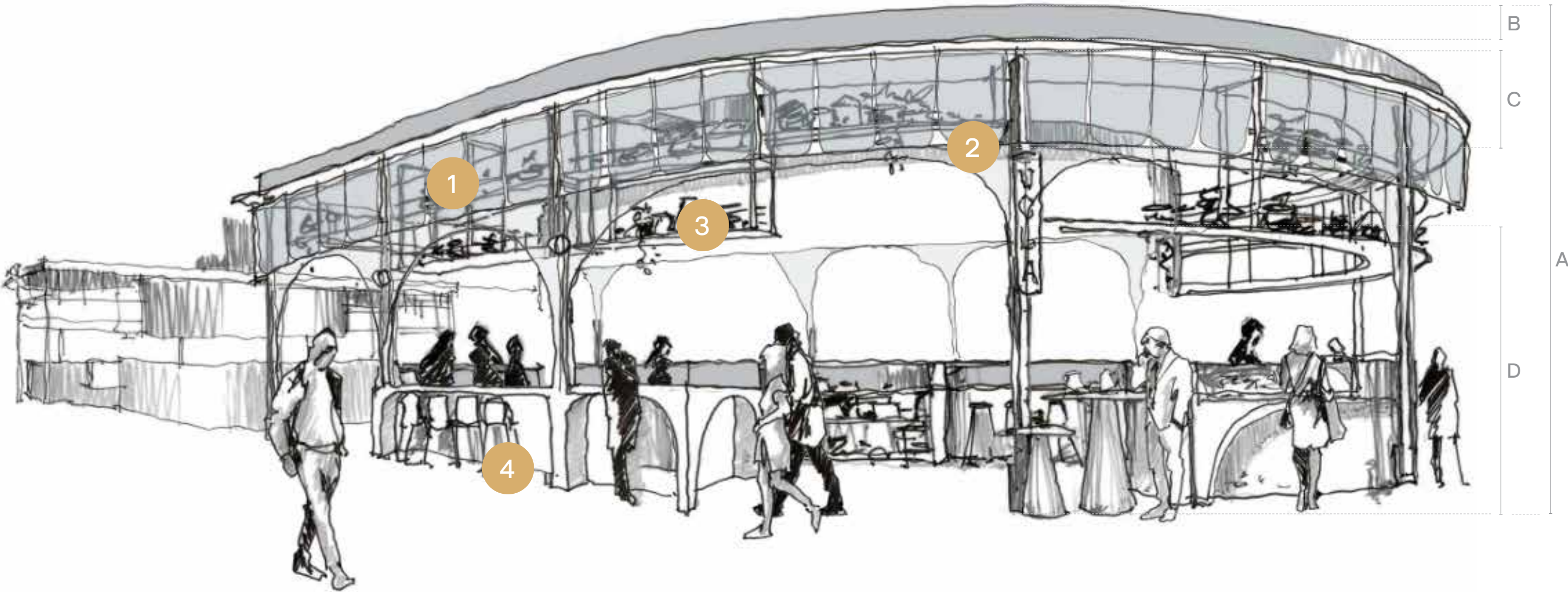
- 1 Pavilion floor finishes
- 2 Pavilion fitout



Interpreting Key Design Elements

The success of your design will be achieved by carefully Interpreting the Key Design Elements to ensure all retail spaces are seamlessly embedded into The Market Pavilion and provide an authentic, exciting environment to engage with your customers.

- 1 Architectural adornment – applying an architectural adornment to your pavilion framework allows for strong visual connection within the precinct and is the starting point for layering key design elements to showcase your unique brand personality.
- 2 Gantries – are to be used for high level brand expressions and story telling allows for strong visual connection within the precinct.
- 3 Suspended displays – provide your brand ample attention and visibility within the precinct allowing you to feature your products in a layered and eye-catching way.
- 4 Counter dining – one of the best seats in any restaurant is at the counter of the kitchen or bar. Allow the customer to experience the theatre of the preparation, produce and sale by incorporating an element of counter dining into your tenancy design.



A – THE PAVILION
STRUCTURE HEIGHT
3300mm

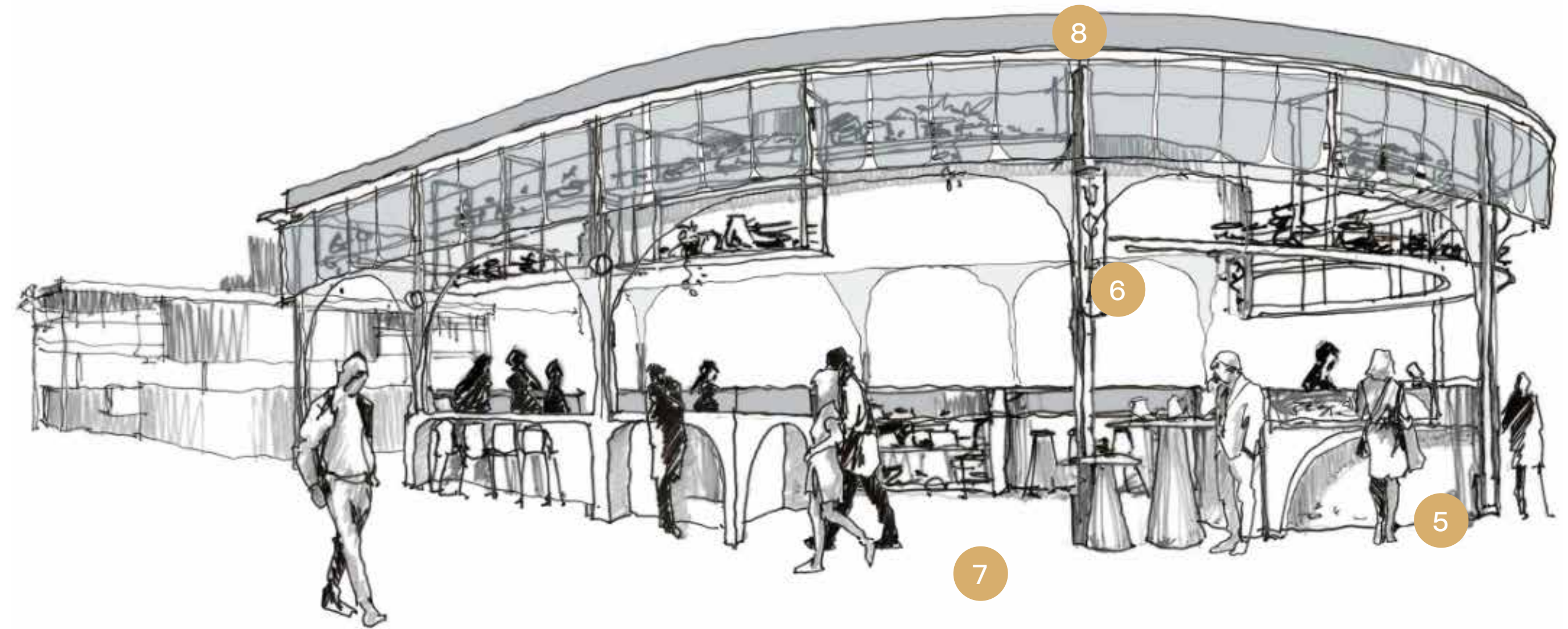
B – THE PAVILION
STRUCTURE HEADER
300mm

C – DECORATIVE
OVERLAY HEIGHT
550mm

D – SUGGESTED FINISH HEIGHTS FOR
GANTRIES AND OR HANGING DISPLAY SHELVES
1900mm

Interpreting Key Design Elements

- 5 Counters – become the hero feature of a space, acting as a key link in the overall design story. Counters are the first opportunity to introduce your offer and celebrate your product.
- 6 Signage – speaks to your brand. It's successful integration is key to bringing your brand narrative to life.
- 7 Spatial planning – careful consideration of the functional layout and operation of the kitchen will influence architectural forms and spatial planning.
- 8 Pavilion structure – forms the foundational architecture to layer upon.



Key Design Elements

01	Architectural Adornment	11	Visual Styling
02	Gantries	12	Furniture
03	Suspended Display	13	Branding, Packaging and Graphics
04	Spatial Planning	14	Lighting and Ambience
04	Counters	15	Primary Signage
06	Counter Food Display	16	Gantry Signage
07	Counter Dining	17	Suspended and Directional Signage
08	Food Theatre	18	Suspended menus
09	Open Kitchens	19	Environmental Signage
10	Architectural Materials	20	Dining Menus

Architectural Adornment

Applying an architectural adornment to your pavilion framework allows for strong visual connection within the precinct and is the starting point for layering key design elements to showcase your unique brand personality.

Key Considerations

- Your pavilion footprint will be largely defined by the Landlord provided, overhead framework that provides a blank foundation for you to architecturally adorn.
- The successful approach to the framework adornment must be architectural, lightweight, and respond to the curved nature of the lease line.
- Your architectural adornment will wrap the entire framework, and be layered with gantries and suspended hanging displays to create depth to your overhead structure as well as maintain sightlines across the space.
- It is preferable for the architectural adornment to be continual in height around the pavilion footprint, ensuring site lines are not blocked within The Market Pavilion.
- The finishing of the architectural adornment should compliment the neutral tones of the framework and structure. Colour is to be kept to a minimum, only being introduced sparingly in fixing mechanisms or other artisanal touches.
- Carefully integrate concealed lighting within your architectural adornment that allows transitions from day to night trading.
- Primary signage is to be uniquely integrated within the architectural adornment.
- Security cameras are to be fully integrated and hidden from view, speakers and TVs will not be permitted on the overhead structure zone.
- When designing your architectural adornment, please seek guidance from your structural engineer on the load capability for the framework and Landlord slab below to ensure your concept can be structurally supported.

Palette Inspiration

- Glass including fluted, wired, hammered, acrylic will not be supported.
- Woven wire mesh
- Handcrafted ceramics
- Timber
- Authentic metals, powdercoat colours to replicate authentic metals will not be supported.



Gantries

Gantries are to be used for high level brand expressions, with storytelling reinforcing the market ambience of the precinct.

Key Considerations

- Gantries are to not exceed 40-60% of perimeter of your overall pavilion footprint and should not exceed 2500mm in length per gantry.
- The height of your gantries should form an overlay story with both the base build structure and the suspended displays.
- Gantries are to be accessible, with consideration placed on maintenance and cleanability.
- Your gantries are to be visually merchandised to reinforce your brand story. A qualified and experienced stylist or visual stylist is to be engaged to develop your visual strategy and will form part of your design approval submission. Gantries are not to be used for storage purposes without strong visual merit.
- Be considerate of placement of your gantries and how they relate to the placement of your product displays, merchandise, dining and activity below.
- Your gantries should also form part of the authentic dining experience for your customers by layering lighting, visual excitement and creating a sense of scale within the vaulted ceiling spaces.
- Be thoughtful in how displays will be maintained and evolved over time to maintain a sense of freshness and relevance within the market space. Our Centre Management team will oversee the ongoing presentation standards.
- Secondary non-illuminated signage can be integrated into your gantry design to reinforce your offer.



Suspended Display

Abundant suspended displays are a unique opportunity to showcase and celebrate your offering, establishing recognisable brand visibility within the precinct.

Key Considerations

- Your suspended displays are to be a mixture of static propping and active product display that the customers can easily purchase and interact with. Heights should be to be easily accessible by staff and/ or your customers as necessary.
- Careful placement and design integration is required for the suspended displays. This component is not to exceed 30-50% and must respond to your gantry design.
- A qualified and experienced stylist or visual stylist is to be engaged to develop your visual strategy and will form part of your design approval submission.
- Be thoughtful in how suspended displays will be evolved over time to remain current and relevant within the market space.
- Look for creative hanging methods that express your brand narrative whilst responding to the market environment.
- Be considerate with your lighting design to enhance the overall ambience of the displays and products you are featuring.
- Signage is to be interwoven within the suspended displays, with careful consideration placed on way finding, directional, and secondary branded elements that reinforce your brand identity and enhance the customer’s experience.
- Ensure your suspended display is sympathetic to neighbouring tenancies by locating these without obstructing site lines.
- Look for opportunities to locate elements of your suspended displays above your counter dining zones.



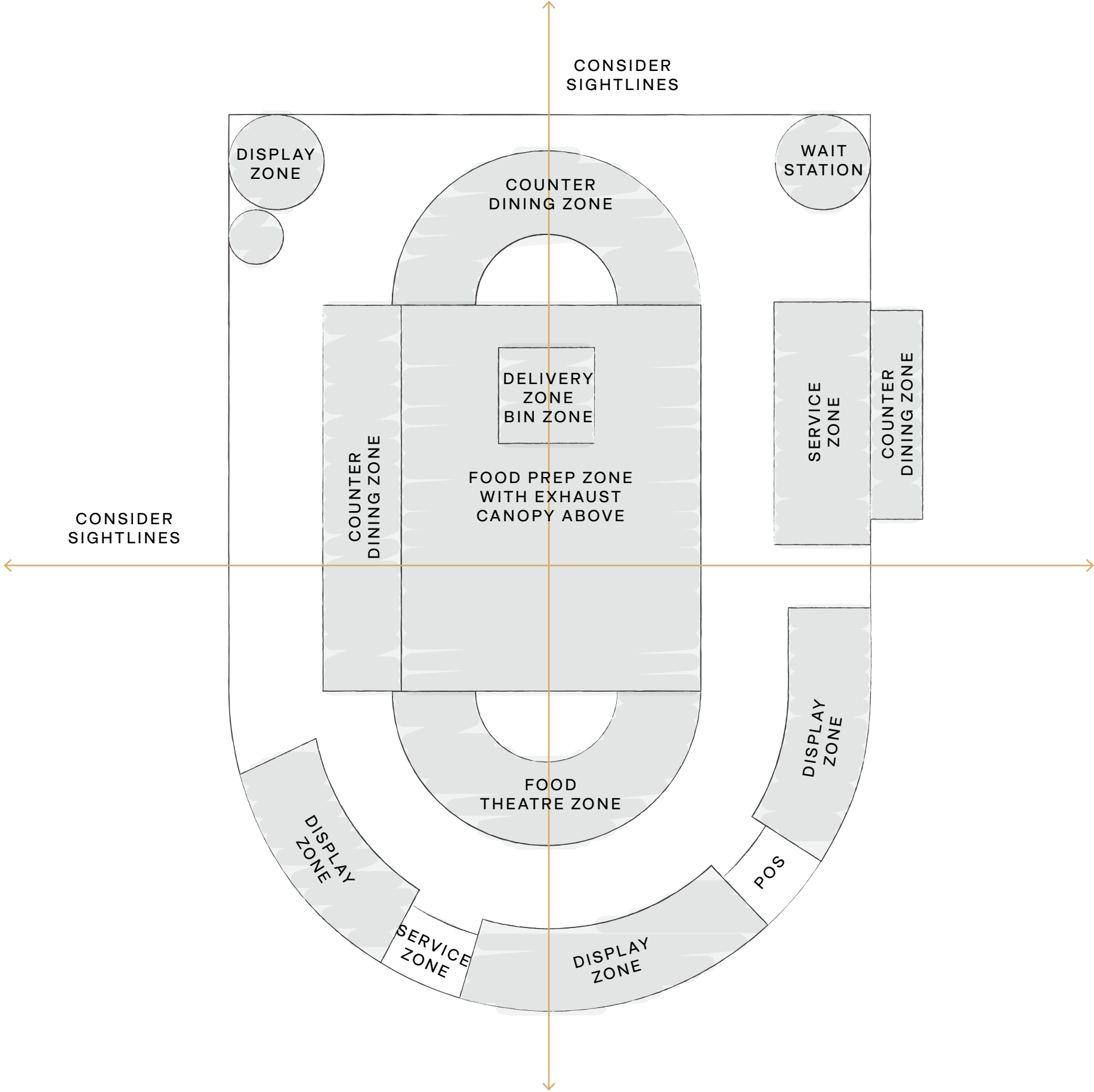
Spatial Planning

Your pavilion layout plan will be shaped by how your customer navigates and interacts with both your space and within the broader context of The Market Precinct. A strong spatial arrangement will emphasise your sense of place within the busy market environment.

Key Considerations

- As part of your design concept submission an operational workflow plan is to be supplied as well as a list of equipment necessary for your trade. Make your brand operations appear well developed and so efficient that the customer is not unaware of the day-to-day necessities that make the magic happen.
- Understanding customer flow is critical within the pavilion and surrounding mall space. Attention should be given to the relationship between display zones, interactive touchpoints and customer dining areas, as well as the location of the point of sale and queuing as this must not inhibit mall circulation.
- Careful consideration of the functional layout and operation of the kitchen will influence architectural forms. Shield customer views to sinks and operational components by positioning these centrally.
- Allocate purpose-built areas for operational housekeeping essentials such as stock storage, cleaning materials and equipment, rubbish and recycling bins. Factor frequency and timing of use into their location, ensuring these areas are always concealed from customer views.
- Dedicate an area for deliveries which enables staff your team to deal with the delivered stock during trade, while concealing these from customer view. Delivery locations and operational flow should be reflected in your workflow plan, along with permitted delivery times.
- Allow for bespoke waiters' stations, to welcome your customers and to store menus, napkins, cutlery, glassware and water jugs.
- When designing your seating area, discretely integrate requirements for built-in rubbish bins, high-chair, additional seating storage, and accessibility for prams.
- The location and orientation of counters should be carefully considered, with order and pick-up points positioned to minimise queuing and optimise customer flow. Counters may be located at any point within the lease line, with cash registers recessed into counters with all wiring concealed.
- Counters must follow the curved nature of your tenancy line with bespoke, sculptural cabinetry.
- Counter seating is required to create a non-traditional dining experience. Allow for fixed stools within the tenancy line that ensure compliance with liquor licensing requirements as well as maintaining clear paths of travel for our customers.

Please refer to the Food Spatial Planning Checklist within the Design Vision package to be used when designing your layout to ensure all key elements are thoughtfully included into your plan. Your checklist will accompany your operational workflow plan and detailed equipment list as part of your preliminary design submission to Vicinity.



Counters

Counters become the hero feature of a space, acting as a key link in the overall design story. Counters are the first opportunity to introduce your offer, celebrate your product, and interact with your customer.

Key Considerations

- Your pavilion will be visible from all sides and careful consideration is to be given from all viewpoints within The Market Pavilion.
- Be sculptural in your approach. Create focal points and visual impact with articulated forms, that focus on layering and considered framing.
- Counters must follow the curved nature of your tenancy line with bespoke, sculptural cabinetry.
- Encourage customers to engage with your product offering by emphasising your sense of place within the busy market environment.
- All counter bases are to be monolithic in form and have a consistent height, including the service and dining zone when located on the lease line and must not exceed 60% of the pavilion floor plan layout.
- Counters are to embrace breakups in the spatial layouts to avoid long runs of counters and display through the use of material depth and texture. Look for creative solutions to use your counter placements to relate to overhead gantries and suspended framing elements to tell your brand story succinctly.
- Your planning is to seamlessly integrate all technology, sales equipment, display, storage and bins. All joinery is to have cupboard doors, with no open shelves at counter level. Consider security requirements to joinery elements with the inclusion of locks.
- Access into the tenancy through the counter should be seamlessly integrated into the design and positioned with key sightlines and customer traffic flow considered.



Counter Food Display

People shop with their senses, with food displays being the most critical opportunity to entice your customers. Explore creative and unique ways to maximise the visual attraction of your food, investing in custom displays and abundant food visual styling.

Key Considerations

- Critical to the success of your offer, is 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 abundance, 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.
- Counter lengths and size of counter food display should be determined in line with proposed product range to ensure adequate display of offer, total counter lengths must not exceed 60% of the pavilion floor plan layout.
- Seamlessly integrate equipment around the lease line with a consistent serving height of 1100 -1200mm high to allow for easy serving and interaction with your customers.
- Only custom counter displays and fridges are to be located around the service zone and are to follow the curved lease line, with a maximum glass display shelf height of two levels.
- 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 pavilion counters.
- Custom drinks fridges are to be located in the food prep zone, are not to exceed 1400mm in height, are to be black, white or stainless steel and fully recessed and integrated with overall finishes and design concept.
- All food display and merchandising is be positioned above the counter height. All shelving or visual styling items below counter height will not be supported.
- Within your counter food displays, showcase abundance by creating hierarchy through variation in forms and heights, alongside dynamic and layered visual styling.
- Within your service zone allow for adequate storage of items such as takeaway containers, disposable cups, coffee cups/lids, chopsticks, condiments napkins and straws including ample under bench storage for all packaging and contained, your point of sale station needs to present a clean, uncluttered counter at all times.
- 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 within the kiosk are not permitted to extend above 1400mmin 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.
- Elements at 1400mms should be positioned central within the Food Prep Zone cognisant of sightlines and limited to 40% of the kiosk design – plan and elevation diagrams for zones to be provided showing all equipment.



Counter Dining

One of the best seats in any restaurant is at the counter of the kitchen or bar. Allow the customer to experience the theatre of your food preparation, produce and sale by incorporating an element of counter dining into your design.

Key Considerations

- Your pavilion design must include counter dining whereby customers can closely engage with the action and theatre of the food preparation and cooking.
- Counter dining offers an opportunity for your customer to establish a stronger connection with your brand, immersing themselves in a longer and memorable experience rather than a short takeaway transaction.
- Counter dining helps to reinforce the energy of The Market Pavilion, by celebrating the blend of the experiences from buying the highest quality produce, observing the chefs and food artisans preparing ingredients to take home, to creating a restaurant experience at your very own table.
- Consider what is visible to the customer when seated at the counter, ensuring that they are part of the best possible experience and not overlooking any element that may be considered back of house.
- Consider the height of the counter and how this will affect the dining experience. For example, elevating the customer on barstools will create a different dining experience to being seated on low chairs at a typical bench height. Consider implementing a variety of experiences where possible.
- Ensure that the seating selection is with keeping with your overall design aesthetic, as well as considering durability and longevity within the busy precinct.
- Please consider how small gestures can elevate the dining experience by building in footrests and bag hooks.
- In your counter dining zone, please incorporate a built in footrest by continuing the counter finish face down to the mall floor creating a hob for feet to rest during dining.

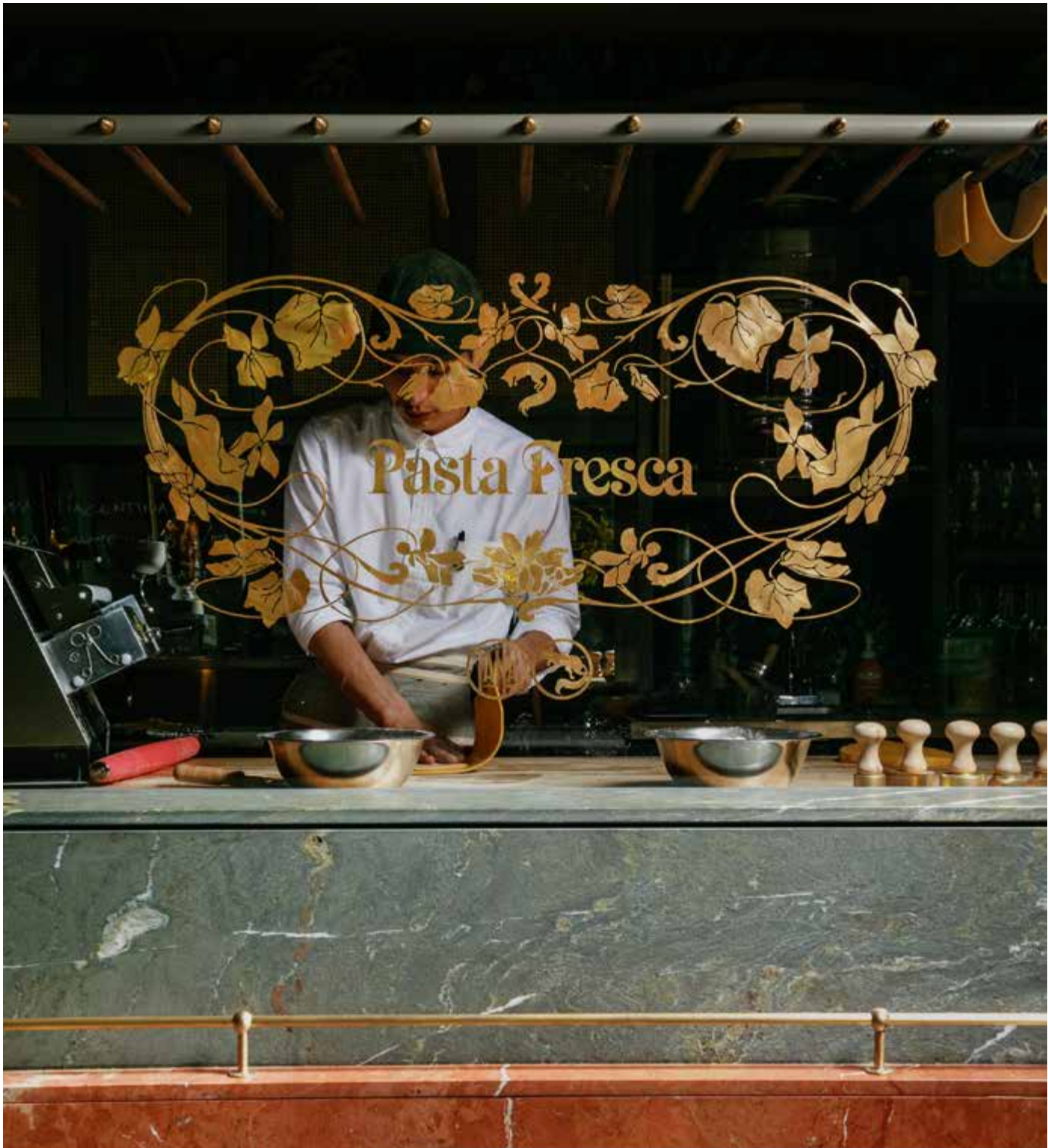


Food Theatre

Food presentation and theatre is the key to igniting all five senses with the experience of dining.

Key Considerations

- Celebrate the theatre of food preparation and display by creating unique focal points through clever spatial arrangement.
- Encourage customers to engage and participate in the experience by showcasing preparation, cooking and serving to reinforce freshness and authenticity.
- Consider how your customers will experience your authentic story in a sensory manner, reinforcing the energy of the market.
- Investigate framing elements as an opportunity to express your brand, embed storytelling, celebrate product display and the theatre of your offer to strengthen your presence.
- Showcase abundance by creating hierarchy through variation in forms and heights, alongside dynamic and layered visual styling. Display heights are to be a max of 1200mm.
- Be thoughtful in the spatial planning of your food theatre zones. Ensure all key functional considerations have been seamlessly implemented to support your staff creating the theatre, including lighting, storage, bins etc.
- Utilise the counter dining zones as an opportunity to engage with your customers in the culinary theatrics of your food service and bar tending flair.
- Freshness and abundance are critical design elements that need to be introduced and maintained during the food theatre process.
- Any feature equipment proposed for use within the food theatre zone is to be of both aesthetic and functional quality. All other equipment to be positioned and concealed within the food prep zone.



Open Kitchens

Your customers are more interested than ever before in the origins of their food, therefore it is important to visually communicate your food story and menu offer.

Key Considerations

- The pavilion will contain an element of open kitchens. Allow the customer to see your food being presented and assembled with the fresh ingredients as the basis for the theatre.
- Professional and confident preparation and presentation of the food connects the customer to your brand experience and instils a sense of trust and wonder.
- Conceal and fully integrate wash-up areas, refrigerators, rubbish bin areas, non-decorative storage, unsightly preparation so that they may not be viewed by the customer.
- Visual interest and excitement is created by live cooking activity that, together with the display of equipment and ingredients, projects a fresh image.
- Incorporate framed vistas through to the kitchen showing the preparation of food to entice the customer’s natural curiosity and avid interest in the cooking process. Ensure that care is taken to protect the customer from the hot cooking areas.
- Utilises the Gantries and Hanging Displays to reinforce your brand narrative to the food theatre. Elements are to be aesthetic features, not to be used as chef storage zones.



Architectural Materials

Your brand narrative should inform the selection of architectural materials for every aspect of your design and should respond to the broader aesthetic of the Market Precinct. Embrace a palette of colours, finishes and textures that create a rich and layered market experience.

Key Considerations

- Select high-end, authentic materials with a focus on the layering and textural quality. The cladding of every surface should be of architectural quality and rated for commercial use.
- 80% of finishes are to be tonal in the grey and brown 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.
- Ensure a high degree of detailing and consideration to the junction of finishes and change in direction of materials. Each surface should compliment the overall design intent.
- Select interesting and bespoke handles, light fittings and fixtures, incorporate unique custom joinery items.
- It is critical that material nomination is suitable for a high traffic food environment. Non approved materials include; imitation materials, laminates, composite aluminium panels, painted finishes including 2pac, timber veneer, solid surface materials, vinyl, acrylic, flat solid tiles, clear float glass and render to all counters.
- The nominated floor finish within your pavilion is to compliment the base build tile finish in tone and format. Colour will not be supported. Your nominated floor finish is to be appropriate for commercial application. Tiles are to be used in the main trading zones, no vinyl, concrete, rubber or timber floors to be nominated. Commercial grade vinyl is supported for kitchen zones only.
- Under floor finish fatigue matts are to be installed in key traffic zones only. Loose fatigue mats will not be supported.
- All edge protection to be custom and responsive to surround finishes, with no anodised flat bar. All skirting to be recessed and not applied to the front of your nominated finish.



Visual Styling

Visual styling is the personality of your brand and essential to creating a sensory market experience. A carefully curated combination of product, propping and brand story telling creates intrigue and a sense of discovery.

Key Considerations

- A qualified and experienced stylist or visual stylist is to be engaged to develop your visual strategy including all aspects below, and will form part of your design approval submission.
- Emphasize a sense of abundance, layering, and texture.
- Utilise the overhead gantries and hanging rails in creative and unique ways, ensure their design language speaks to the elements displayed at lower level.
- Consider additional propping such as decorative pots, display accessories and unexpected items that resonates with your brand and brings joy to your customer.
- Ensure access to all areas and surfaces are maintained for cleaning. Be clever in the construction of your displays to allow for cleanability, i.e preassemble arrangements so they can be removed and reinstalled efficiently.
- Ensure your merchandising is adaptable and regularly updated to stay current and interesting.
- To ensure counters are neat and tidy, consider all customer touch points including:
 - Crockery
 - Cutlery
 - Glassware
 - Table numbers
 - Condiments
 - Food and bar displays
 - Integrated display and storage of takeaway utensils, cups, plates and packaging
 - Items to transition from day to night
- Professionally designed staff uniforms in keeping with the heritage of your food are essential and should reflect your brand identity. Consider colour, cut and fabric selection as these elements each reinforce the brand.
- Inject your brand story into your interior with the inclusion of a key piece of furniture to offer both an opportunity to pause, and a set around which to merchandise. Consider how a found object, unique light fitting, a bespoke finish or other feature elements may set a scene for displaying your product and connect to your brand.
- All greenery is to be specified as live and a maintenance plan is to be provided to support it’s ongoing upkeep. Faux planting will not be permitted.



Furniture

The furniture selection should be an extension of your pavilion design concept, creating ambience and defining the dining experience. Your furniture design will offer a variety of dining styles, informed by your food and drink offering.

Key Considerations

- Bar dining stools are to be fixed, have a swivel base and backrest.
- Allow for bag hanging hooks.
- In your counter dining zones, please incorporate a built in foot rest by continuing the counter finish face down to the mall floor creating a hob for feet to rest during dining.
- Customers seated at the counter will have views into your food theatre and preparation. Consider how your customers will experience your authentic story in a sensory manner, reinforcing the energy of the market.
- Create zones with a variety of loose and fixed furniture to define the boundaries of your pavilion. Consider how your customer will experience the space.
- Introduce a mix of dining styles and varied seating options, layering shape and texture through various materials.
- Your table design should compliment the overall design concept with consideration of detailing, material selection, shape and flexibility. Laminate, timber veneer and Corian will not be supported for your table top specification.
- Locally sourced furniture celebrating Australian design is encouraged. All furniture is to be commercial grade and fit for purpose. Furniture selections should be authentic, the use of ‘replica’ copies will not be approved.
- Furniture should be suitable for a commercial grade application, represent the quality aesthetic of Chadstone, selections should complement The Market Pavilions base build finishes.
- Consider every detail, edge and corner to ensure that your furniture sustains its appearance. Double stitch seams of upholstery items.
- Create an unexpected table setting experience and visual styling that is an integral element to the overall space with a furniture package that includes a combination of hard, soft, integrated and banquettes style seating.
- Provide planting and props that reinforce your brand concept.



Branding, Packaging and Graphics

Consider location, proportion, three-dimensionality, finishes, and illumination of your branding. A handcrafted artisanal quality is preferred.

Key Considerations

- A qualified and experienced graphic designer or branding agency is to be engaged to develop your brand strategy narrative. Your strategy covering all branding touch points will form part of your design approval submission.
- The brand strategy package will include:
 - Packaging suite; fresh, freshly prepared takeaway, or pre-packaged including for catering.
 - Complete signage package
 - Complete menu package
 - Ticketing for all displays
 - VM solutions for all product displays
 - Point of sale items and location map of where they will be located.
 - How promotional offers will be presented.
 - loyalty programs/cards
 - Dining placement and table numbers
 - Staff uniforms
 - Tableware package
 - All custom graphics or artwork
- Food display solutions including layout and serving solutions. This is to be a detailed layout plan showing the food display strategy.
- Your customers are more interested than ever before in the origins of their food, therefore it is important to clearly communicate your food story.
- As a minimum, it should be a recyclable product, consistent with the logo, brand exclusive, with no third party advertising, flat packed where possible for efficient under counter storage.
- Packaging design will help the brand connect with customers to build loyalty and sales.
- Consider how your packaging can add value to your product and deliver an experience
- Eco-friendly packaging that is 100% recyclable or biodegradable is strongly encouraged.
- Provide quality custom packaging that showcases your food and reflects your concept.
- Packaging should reflect the concept positioning statement.
- Graphics may not have more than 50% saturation when applied to a tenancy fitout and may not be applied to counter fronts.
- Graphics should be professionally communicated as an art form or in a textural format, forming part of the cohesive retail spatial experience.
- When graphics are applied to the tenancy fitout, illustrative graphics are encouraged. It can be layered or patterned but must be subtle.



Lighting and Ambience

Lighting plays an integral role in your customer experience and the overall presentation of your pavilion design.

Key Considerations

- A professional retail lighting designer is to be engaged to develop your lighting concept, this will form part of your design approval submission.
- Lighting levels are critical for the successful impact of your pavilion design. Include lighting for your product and display, architectural adornment, gantry, visual styling, signage, counters displays and dining zones.
- Consider layout, colour, lamp source, fixtures and your focal points when illuminating the different zones within your pavilion space. Use pendant or table lighting to create intimacy in relevant areas.
- 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 is to be of a consistent warm colour temperature throughout the design, including signage and fridge displays. All lighting is to be dimmable and to accommodate the changing mall conditions, ideally the implementation of a Dali lighting system would allow for maximum flexibility.
- Ensure food display cabinets are appropriately lit, highlighting your produce as the hero. Carefully select light sources that compliment the food being served.
- All lighting to your counter is to be responsive to your product offering, and fully concealed. Lighting to the counter face will not be supported.
- Counter front face lighting, including skirting and under bench LED lighting, will not be supported.
- Integrated artisan lighting will be considered for overhead structures as part of the sculptural form.
- If you are placing shelving at high level to your pavilion consider how you might light this area so that it is not perceived to be dark and lifeless, but bright and eye catching with focus on the visual merchandise that will be abundant to this zone.
- Lighting to counters should be fully concealed and within a metal framing when contained within counter top displays ridges and cabinets.
- Any fridge illumination must be 3000k to compliment your design.

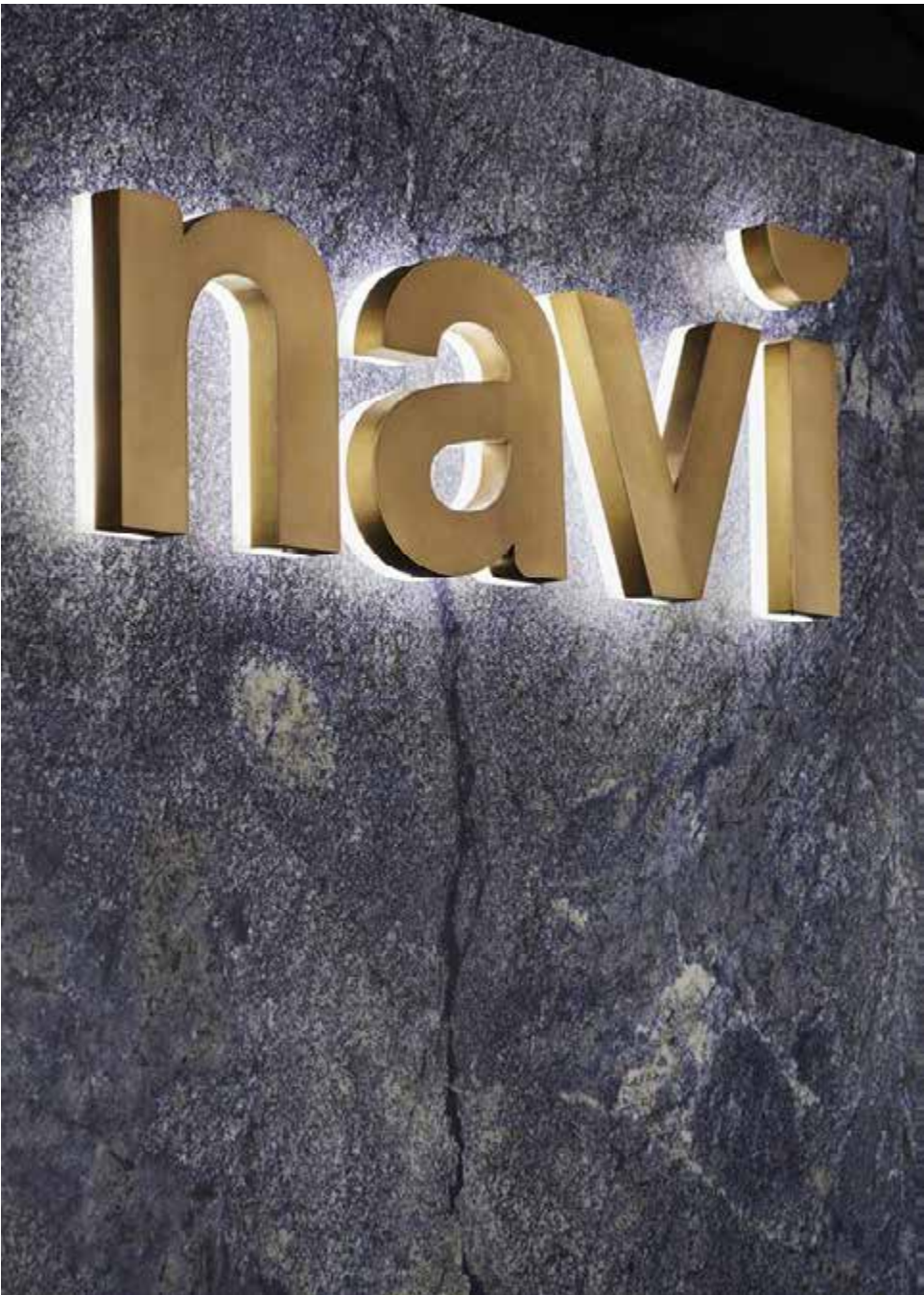


Primary Signage

Signage speaks to your brand. It’s successful integration is key to bringing your brand narrative to life.

Key Considerations

- A qualified and experienced graphic designer is to be engaged to develop your signage package and will form part of your design approval submission.
- Your primary sign must be imbedded into the architectural adornment element only.
- The execution of your primary signage is an opportunity to create a brand statement. Develop a memorable signage solution to entice customers, with unexpected and unique forms, finishing, detailing and fixing solutions.
- Illuminated signage is to be either halo or rear illuminated with solid sides with three dimensional individual letters. Front illuminated lettering will not be approved.
- Materials should include warm metals, timber or stone and are to be selected as part of your overall architectural vision. Non-approved materials include; vinyl, acrylic, imitation materials and traditional light boxes.
- The design of your primary signage needs to respond to the curved nature of the overhead structure and its architectural adornment.
- A maximum of two x main signs can be located at high level, with a maximum height of 250mm. The placement of these primary signs should consider the orientation, position and sightlines of the overall precinct, as well as customer circulation.
- 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.



Gantry Signage

The introduction of gold leaf applied to glass can create beautiful and exquisite signs that can give a sense of stability to your business. Throughout history, gilding has been employed to accentuate details, decoration, and craftsmanship, and it remains a significant detail in architecture signifying prominence.

Key Considerations

- A qualified and experienced graphic designer is to be engaged to design all aspects of your gantry signage and will form part of your design approval submission.
- Consider signage hierarchy with the possibility to implement secondary signage that will complement the primary signage to convey and or compliment your offer and relate to the surrounding gantries, hanging displays and counter displays.
- Gantry signage is to be treated as secondary signage to your primary illuminated sign. This signage is to provide customers with orientation around the pavilion and can consist of your trading name or wording support your offer.
- Gantry signage is to be non-illuminated and be treated as secondary in text height to your primary signage, maximum letter height is 150mm high.
- Ideally the signage will be gilded lettering to reference the nostalgic era of markets.



Suspended and Directional Signage

First impressions count, your wayfinding should be clear, convey a single message and embrace unique methods of communication.

Key Considerations

- A qualified and experienced graphic designer is to be engaged to design all aspects of your menus and will form part of your design approval submission.
- Any suspended and directional signage is to be aesthetically integrated within the forms and finishes. Directional signage is to be bespoke and specifically designed.
- Suspended and directional signage is to be non-illuminated and be treated as secondary maximum letter height is 150mm high.
- Ideally, this signage will be suspended from your architectural hanging rail and create identity at each location through the story telling with the product display or assist with your customers to navigate around the pavilion with clear way finding.
- The suspended or directional signage should be thoughtful of the medium that it is presented upon, embracing fabrics, timbers and glass.
- Generic or snap frames will not be supported.
- Signage is to be words only, no logo, graphics or pictures will be supported for this solution.
- Sales or pricing is not to be displayed in these zones.



Suspended Menus

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

Key Considerations

- A qualified and experienced graphic designer is to be engaged to design all aspects of your menus and will form part of your design approval submission.
- Suspended menus may to be integrated into your hanging rail zone only. The position of your menus should relate to the product offer within the service zone and be limited to two x A2 menus per zone.
- Suspended menus should be thoughtful of the medium that they are presented upon, embracing fabrics, timbers and glass, and be non-illuminated.
- Menu placement and size is to be mindful not to block sightlines.
- Menus are to be words only and easily updated as required
- Your menu design is to be innovative and reinforce the market ambience.
- The following will not be supported for your menu design proposal:
 - Generic snap frames
 - Light boxes
 - Promotional graphics and posters
 - Digital screens
 - Self ordering kiosk stations
 - Laminated offers on the counter tops
 - Counter or pylon menus
 - Pull up banners
 - Hand written menus or specials
 - Anything illuminated
 - No photos of food
 - No graphics



Environmental Signage

When an environment expresses your brand using environmental signage design, it becomes a constant reminder of your company’s vision, mission and culture, it has the power to bring your brand narrative to life.

Key Considerations

- A qualified and experienced graphic designer is to be engaged to design all aspects of your menus and will form part of your design approval submission.
- Identify opportunities within the design where your story will unfold and implementation of environmental signage can be incorporated.
- Telling stories through environmental signage design or interpretive graphics can tell stories about a company’s history or origins that reinforce your place within the market environment.
- Ensure your environmental signage design are embedded into your architectural DNA in a thoughtful and sensitive way. These elements are to be treated as complimentary, non-illuminated and not overpowering the main design.
- Environmental signage design involves lots of problem-solving to meet the needs of the complex pavilion 360 degree designs and can entail anything from imbedded logos into furniture items, naming on your coffee machine, branding on bottles, art installations, murals and interpretive graphics to more playful and immersive features.
- There is an opportunity for 4 x Brass inlay logo letters only in 1 x mall tile per logo located around your kiosk footprint to allow for layering of your brand in a classic way that would be found in the markets around the world. Text height and design to be confirmed your RDM.



Dining Menus

Great menu design will express the personality of your offer and stimulating the customers appetite. Your menu design should support the ordering process and enhance the dining experience. Its imperative your menu is clear, concise and easy to digest.

Key Considerations

- A qualified and experienced graphic designer is to be engaged to design all aspects of your menus and will form part of your design approval submission.
- A quality menu is key. Not only does it need to look good, but it must be well-designed and successful in order to get customers to buy more and engage with your brand.
- Consider the various touch points where menus will be required such as counter ordering, table service and QR codes.
- It is preferred that the menu is provided to the customer in the form of a place mat, a countertop card or table cards for quality dining appeal.
- Your menu should include pricing strategies, clear menu descriptions avoiding industry jargon or complicated words, organised items within and have legible font size for all customers.
- Your menu should be updated and reprinted seasonal.
- A well appointed wait station at the entry into your dining zone should house your menus and other items to enhance your customers dining experience.
- The use of food imagery is discouraged, but where approved, must be by a professional food stylist and food photographer and should only be used as a ‘hero’ shot, rather than images of every menu item.
- The following will not be supported for your menu design proposal:
 - Laminated menus
 - Digital screens
 - Supplier branding
 - Handwritten menu specials boards
 - A-frame menu boards
 - Promotional graphics and posters
 - Supplier branding with meal deals



Dining Laneway

The Precinct Brief

The gateway to Chadstone’s iconic Market Pavilion, the new Dining Laneway destination delivers a vibrant and inspired Asian culinary experience amidst an invigorated urban streetscape. Considered landscape architecture draws customers through the environment, providing places to gather, unwind and absorb the energetic atmosphere.

With a playful nod to the bustling food capitals of Asia, the Laneway pays homage to Melbourne’s world renowned street style dining whilst embracing a new opportunity for uniquely animated and sophisticated brand expressions. Restaurants beckon diners through inviting atrium spaces that act as social connectors to the surroundings, taking them on a cinematic journey of discovery where layering, innovation and social interaction is celebrated.

By fusing authentic storytelling with progressive and memorable design solutions a lively community hub is reimagined, offering unparalleled experiences that repeatedly engage and delight.

We invite you to act and think with renewed perspective in order to build upon this vision, establishing a sought after super city destination like no other.

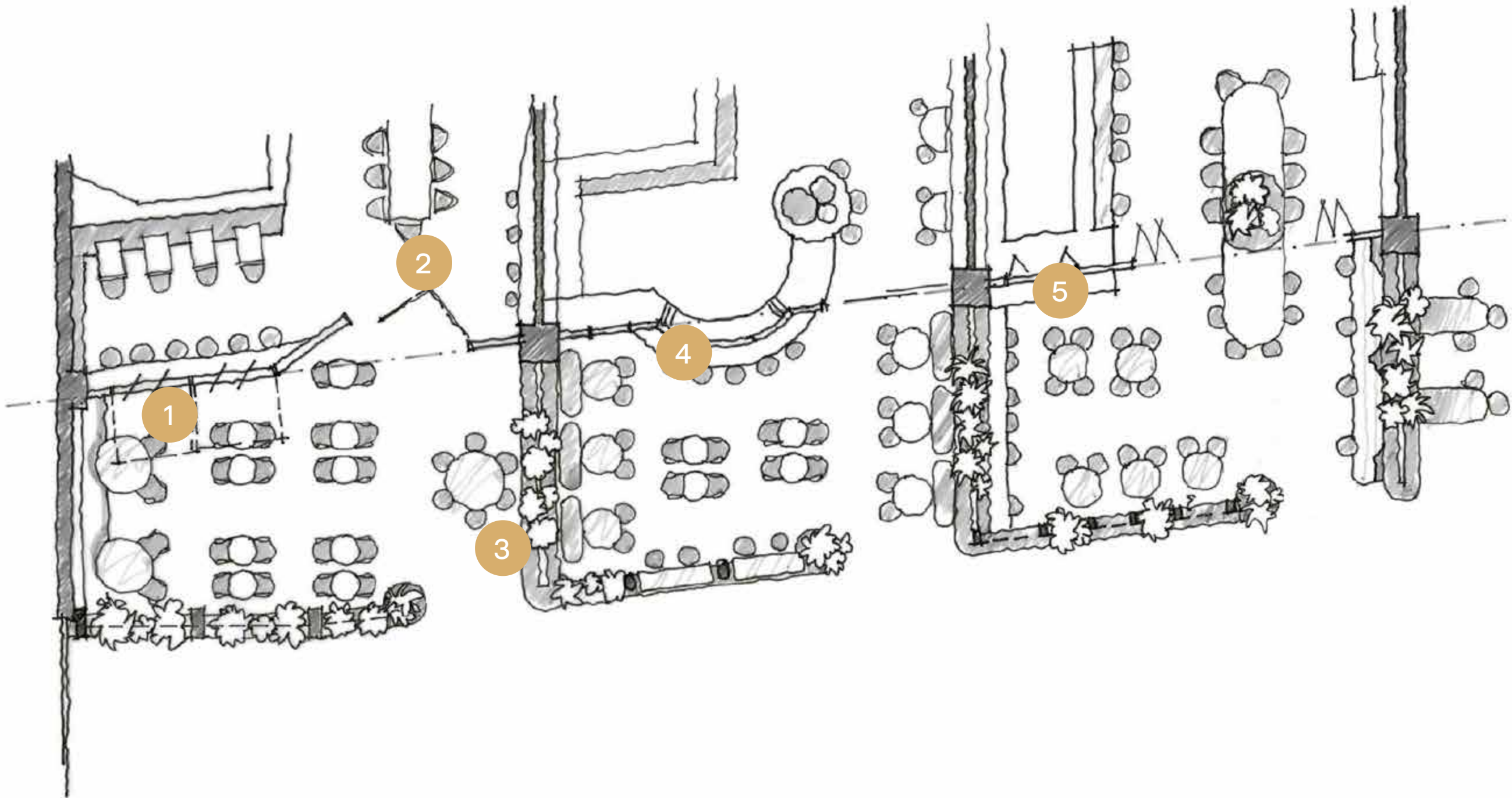


Artist impression only*

Interpreting Key Design Elements

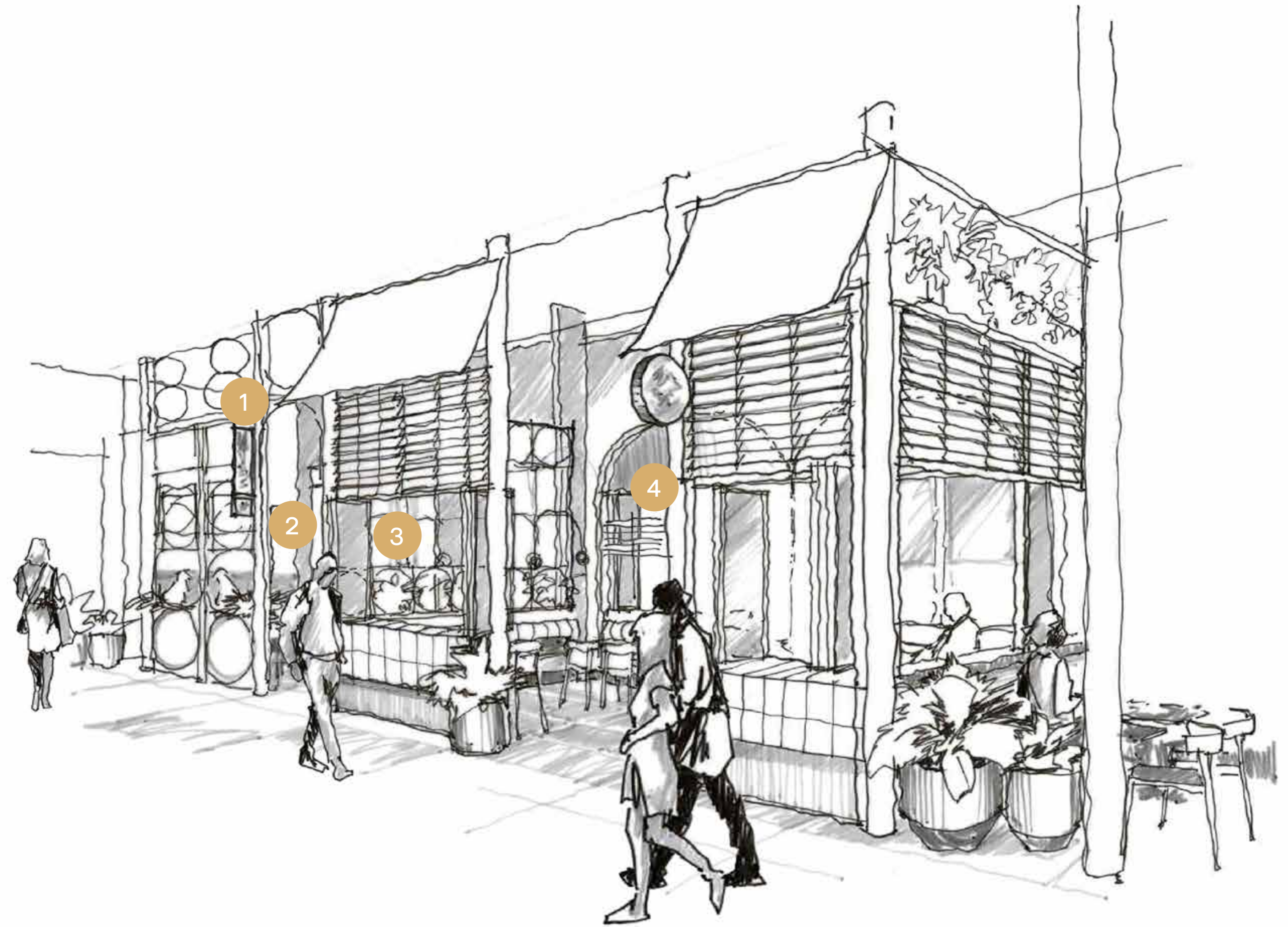
The success of your design will be achieved by carefully Interpreting the Key Design Elements to ensure all retail spaces are seamlessly embedded into The Market Pavilion and provide an authentic, exciting environment to engage with your customers.

- 1 Atrium – Include a combination of loose and fixed furniture to accommodate couples, groups, solo diners as well as day to night trade settings.
- 2 Scale – Transport your customers with a sense of anticipation and discovery, create spaces of intimacy and authenticity with zones.
- 3 Shared Atrium Wall – Transparent solutions will be required to maintain sightliness through the precinct whilst visually delineating between spaces.
- 4 Activated Shopfronts – Shopfronts are to be designed to stay open through trade. Closure systems should be carefully integrated to minimise impact whilst the spaces are open.
- 5 Socially Connected Spaces – Consider key activation points such as pick up windows, preparation zones and built in seating solutions within the entry zone.



Interpreting Key Design Elements

- 1 Stacked Blade Sign – Your Stacked Blade Sign is to be inspired by neon glow of nightscapes, futuristic and cinematic.
- 2 Atriums – The atrium is your entrance, a unique extension of the shopfront zone. Serving as a social connector for the surrounding environment it should be both inviting and functional.
- 3 Shared Atrium Wall – Shared atrium walls will be architectural and purposeful, providing an opportunity to define and celebrate the feel of your space while connecting you to the neighbouring tenancy and surrounding social landscape.
- 4 Activated Shopfronts – Your shopfront is set back and therefore becomes a supportive framework to capture the energy and activity of the atrium and interior dining zones. A layered design aesthetic is key.



Interpreting Key Design Elements

- 5 Scale – Transport your customers with a sense of anticipation and discovery, create spaces of intimacy and authenticity with zones.
- 6 Architectural Finishes – Aim to celebrate local materials and craftsmanship with bespoke fixture and furnishing selections.
- 7 Socially Connected Spaces – Establish a strong connection to the surrounding landscape of the Dining Laneway restaurants with open and inviting atriums.
- 8 Brand Expression – Consider how the inclusion of a featured aspect within your design links the interior surroundings to your brand story.



Key Design Elements

- 01

Activated shopfronts
- 02

Connected Atrium
- 03

Brand Expression
- 04

Scale
- 05

Shared Atrium Wall
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Visual Styling

Activated Shopfronts

The shopfront acts as a key operative layer between the atrium and internal space. Seek to blur the moment of transition by creating opportunities for engagement that encourage social interaction and openness.

Key Considerations

- The shopfront is set back and therefore becomes a supportive framework to capture the energy and activity of the atrium and interior dining zones. A layered design aesthetic is key.
- 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 3000mm 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.



Connected Atriums

Establish a strong connection to the surrounding landscape of the restaurants with open and inviting atriums. This multifunctional zone will offer key moments of engagement while thoughtfully transitioning customers from the streetscape to the internal spaces beyond.

Key Considerations

- Your Atrium is the first opportunity to captivate customers with unique brand expression whilst contributing to the social energetic atmosphere connection with the surrounding restaurants.
- Explore ways to express brand identity within your Atrium zone through the layered use of relevant architectural forms, finishes and considered signage. Your design should be both inviting and functional.
- Integrate key activation points such as pick up windows, preparation zones and built-in seating within the Shopfront Activation zone.
- Include a combination of loose and fixed furniture elements to accommodate couples, groups, and solo diners.
- Your furniture selection should reflect and assist in telling your authentic brand narrative.
- Incorporate clever custom external functional and operable screening solutions to protect customers from inclement weather and promote year-round usability of the area. Screen should be automated to allow for ease of use and have a transparent quality to allow for the social connection to the Dining Laneway environment.
- Consider the comfort of customers in the Atrium with integrated concealed heating and fans to promote year-round usability of the zone.
- Encourage the flow of natural light with a variety of direct and indirect lighting solutions to transform the space from day to night.



Brand Expression

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.

Key Considerations

- 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 integral.
- 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.



Scale

Experiment with scale to emphasise desired focal points. Inform your customer journey by suggesting spaces of seclusion and discovery.

Key Considerations

- Transport your customers to the streets of a super city, by reducing the scale of the shopfront to appear integrated within a larger building.
- Opening heights are to be 3000mm to mimic the urban scale of a city scape, with the remaining shopfront surfaces articulated through form and finishing.
- Celebrate the unique offering by incorporating relevant architectural forms that draw your customers into the environment.
- Consider how activation points such as take out windows, bars, integrated seating or bespoke entrances can enhance the sense of scale on the shopfront.
- Determine optimal vistas to frame the desired exposure areas from communal spaces. Explore layering and screening to curate the visual journey of discovery within.
- Visually draw your customers through the space using graphics, pattern, and texture.
- 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.
- Scale and space can be emphasised with curated lighting designs. Consider how lighting can be employed to showcase the offer and encourage customers to explore the space.



Shared Atrium Wall

Shared Atrium Walls will be architectural and purposeful, providing an opportunity to define and celebrate the feel of your space while connecting you to the neighbouring tenancy and surrounding social landscape.

Key Considerations

- Consider the shared wall as a transparent key element of your atrium structure, it will be a focal point of your seating area and provide critical screening and protection from the elements.
- The design will be responsive to the overall concept whilst being thoughtful to neighbouring tenancies.
- Careful collaboration will be required to achieve a solution appropriate for your space and suitable for other tenancies.
- Transparent solutions will be required to maintain sightlines through the precinct whilst visually delineating between spaces.
- Refer to the tenancy plan to locate your nominated shared wall. Each shared wall will require finishing to each side.
- The wall is a designated neutral zone and is not an opportunity for signage, branding or coloured finishes.
- Thoughtful and considered illumination of the shared wall will be permitted upon review. All wiring and power to be integrated and concealed.
- The shared wall framing will require engineering and must be independently supported.
- All materials used in the design of the shared wall should be suitable for exterior use.



Architectural Materials

The materials palette celebrates innovation by applying modern references from the animated laneways of Asia. The Dining Laneway pays homage to Melbourne’s bustling street style dining whilst embracing a new opportunity to celebrate authenticity, texture, accents of colour and repetition.

Key Considerations

- Select authentic quality materials with consideration to artisan and textural qualities. We support local craftsmanship with bespoke fixture and furnishing selections.
- Explore new materials, with a focus on sustainability and innovation.
- Create a point of difference by expressing traditional finishes in new and unique ways. Experiment with structure, tone and layering to create textural depth.
- 80% of finishes are to be tonal in the grey and brown 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.
- Focus on honest, simple materials to support the external Dining Laneway vision with an emphasis on unique and unexpected applications.
- Non approved materials for your shopfront include; imitation materials, laminates, composite aluminium panels, painted finishes including 2pac, timber veneer, solid surface materials, vinyl, acrylic, flat solid tiles, clear float glass and no render to shopfronts or counters.
- Long runs of painted plasterboard walls will not be approved. The interior is to have every touch point within the tenancy designed and considered.

Palette Inspiration

- Solid timber
- Natural stone
- Handcrafted ceramics
- Authentic metals
- Brick
- Mesh
- Terracotta
- Terrazzo
- Fluted glass
- Solid render
- Artisan concrete
- Leather
- Under floor finish fatigue matts are to be installed in key traffic zones only. Loose fatigue mats will not be supported.
- All edge protection to be custom and responsive to surround finishes, with no anodised flat bar. All Skirting to be recessed and not applied to the front of your nominated finish.



Ceilings

From intricate details to striking features, ceilings are a significant design medium that reinforce the visual impact of the brand environment.

Key Considerations

- Develop an architectural approach to ceiling design, with use of interesting forms and innovative materials.
- Creative ceiling designs will be focussed on the interior spaces with the atriums spaces being covered by a pre-existing ceiling canopy.
- Create depth and dimension by sculpting and layering ceiling forms, incorporating varied lighting and artisan fittings thought out the space.
- Open ceilings may form part of the design. All exposed services are to be finished and reflect the interior standard, including hard cladding of ductwork, pipework and containment of exposed cabling.
- Flat non articulated ceilings or ceilings with a single step will not be permitted.
- Open ceilings are to be painted and combined with other articulated ceiling elements that integrate holistically to the overall design. No painted ceilings will be supported in this zone.
- Consideration to be given to how the ceiling design connects to walls and other elements within the space.
- Carefully consider and integrate services into the design. Speakers and security cameras are to be colour matched to the surface they are fixed to.
- Exit signage to be clear edge lit type.
- The first 900mm from the lease line is considered your ‘Shopfront Activation Zone’ so your ceiling design will play a critical part in the impact of your shopfront and your space as a whole.
- Open ceilings may form part of the ceiling design but are to combined with articulated ceiling structures that highlight key areas within the store design, for example point of sale counters and type of product on offer to the customers, note a solid ceiling must be installed for the first 3000mm as part of your ‘Shopfront Activation Zone’.



Lighting and Ambiance

Lighting plays an integral role in overall presentation. It creates a sense of theatre and visual impact resulting in a space that is interesting and engaging, enhancing ones mood and experience.

Key Considerations

- A professional lighting designer is to be engaged to develop the lighting concept, this will form part of your design approval submission.
- Consider the availability of natural light, ensure this is maximised to enhance the alfresco nature of the Atriums. Thoughtful solutions for dining spaces should incorporate low level and overhead lighting to create interest and ambience for the customer dining experience.
- Allow for flexible, direct, and controlled lighting to illuminate areas promoting food theatre and food display cabinets. Use indirect, concealed lighting to complement architectural forms.
- The illumination of your shopfront facade and atriums will add a cinematic layer to the vibrant Dining Laneway atmosphere.
- Integrated artisan lighting will assist in creating an intriguing space for dining. Decorative lights should be carefully chosen to ensure they tie in with the overall design and architectural lighting characteristics. All lighting and signage to be on dimmers.
- Play with light and shadow to create texture, mood and atmosphere through the use of various luminaires and beam angles.



Primary Signage

Integration of your signage is key to bringing your brand narrative to life. An unconventional approach injects personality into your space, helping to create a new brand experience.

Key Considerations

- A qualified and experienced graphic designer is to be engaged to develop the signage package and will form part of the design approval submission.
- The design for your shopfront sign should draw inspiration from the city scape and add to the energetic vibe of the precinct.
- With consideration given to the set back nature of the shopfront, illumination is encouraged to maximise visibility.
- Illuminated signage is to be either halo or rear illuminated. Front illuminated letters will be considered based on design merit.
- Introduce colour into your shopfront signage, using unexpected detailing and material selection. Strong focus on technology and innovation is encouraged.
- The notion of layering of materials, form and light should continue throughout the signage design aesthetic.
- 1 x Primary Sign is permitted with lettering a maximum of 350mm high. This sign should also be proportional to the architectural form of your shopfront zone.
- 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.
- 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.



Stacked Blade Sign

Signage speaks to your brand. Its successful integration is key to bringing your brand narrative to life. Your Stacked Blade Sign is to be inspired by the neon glow of a cityscape, futuristic and cinematic. A key component of your brief is the design of a dramatic lightbox installation that transports customers to the streets of a super-city.

Key Considerations

- Bold typography
- Playful visual language
- Unique complementary shapes
- Colourful
- Unusual lighting methods
- Layered illuminated and non-illuminated elements
- A digital or projected execution
- Neon
- In situ artwork
- A sculptural piece

Blade One Sign

- Shape to be three dimensional
- All sides to the shape to be treated
- Stacked Blade Sign to be located on the left hand side entry column into your LSA only and be located within the nominated zone.

- Sign to include:
- Trading Name
 - Graphic

Blade Two Sign

- Shape to be three dimensional and be complementary to your Blade Sign two.
- All sides to the shape to be treated
- Stacked Blade Sign to be located on the left hand side entry column into your LSA only and be located within the nominated zone.

- Sign to include:
- Icon image only
 - Graphic
 - Blade sign two is to be stacked below or above Blade sign 1

Specific Considerations

- A qualified and experienced graphic designer is to be engaged to develop your signage package and will form part of your design approval submission.



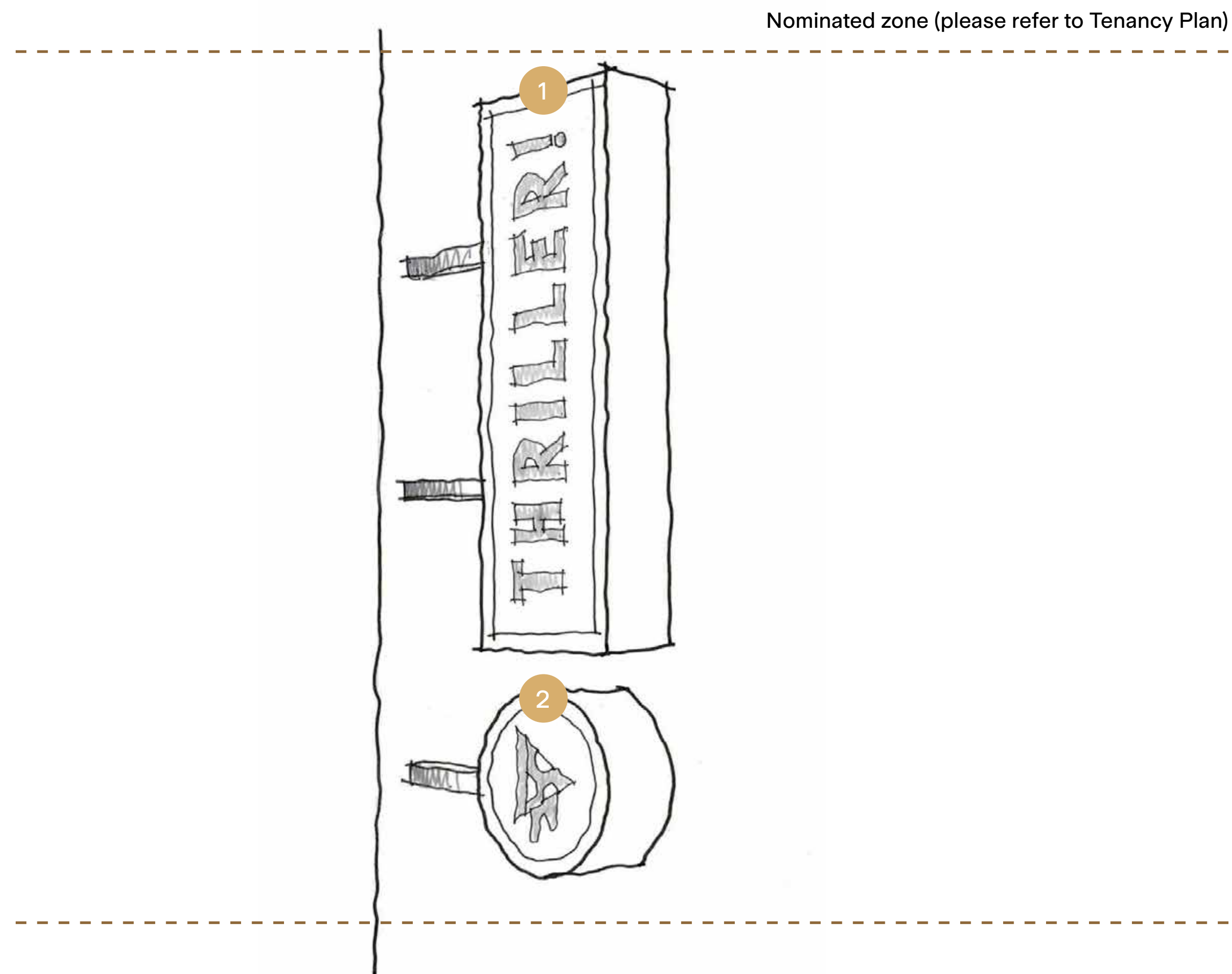
Stacked Blade Sign

1 Blade Sign One

- Shape to be three dimensional
- All sides to the shape to be treated
- Trading Name with graphic overlay

2 Blade Sign Two

- Shape to be three dimensional and be complementary to your Blade Sign One
- All sides to the shape to be treated
- Icon image only with graphic overlay
- Blade Sign Two is to be stacked below or above Blade Sign One



Menus and Directional Signage

First Impressions count, your wayfinding should be clear, convey a single message and embrace unique methods of communication.

Key Considerations

- 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.
- Digital menu proposals must be innovative by design and include bespoke detailing, reinforcing a future focussed street style aesthetic.
- No handwritten menu specials boards, A frame menu boards, pull up banners or aftermarket off the shelf digital display menus will be approved.
- Wayfinding is critical medium to help your customers navigate through the space using their available senses. It can take the form of visual, audible, architectural or even aromatic such as food smells from a restaurant.
- While information is important, placement of your wayfinding is key. Clever and thoughtful integration of branding elements are also critical considerations, to ensure your brand messaging is properly reflected and reinforced.
- The branding package will include:
 - Menu
 - Wayfinding Signage
 - All packaging
 - Ticketing and display solutions
 - Specials display solutions
 - Food display solutions including layout and serving solutions. This is to be a detailed layout plan showing the food display strategy
 - Opening hours, social handles, QR codes
- Commercial branded logos or references are not permitted.



Furniture

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

Key Considerations

- 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.
- The atrium 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.
- Atrium furniture to have an outdoor dining feel that enhances the opportunities for social connection in the space.
- 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.
- 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.
- Furniture selections should be authentic with the use of ‘replica’ copies will not be approved.



Counters

Counters become the hero feature of a space, acting as a key link in the overall design story. A sleek cocktail bar, a theatrical dining counter or busy coffee station, every detail is critical in conveying your unique brand experience.

Key Considerations

- The location and orientation of counters should be carefully considered within your Shopfront Activation Zone.
- Locating your counter on the lease line allows for an opportunity to showcase your authentic food offering to your customers.
- 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.
- Drawing inspiration from urban environments. Materials specified to clad the counter must reflect your overall design intent, have bespoke detailing, longevity, and durability.
- Glass display cabinetry is to be integrated into the counter design and have square profile detailing. All channels must be recessed with UV bonded joints.
- 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.
- 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.



Visual Styling

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.

Key Considerations

- Styling should utilise accessories and accents to create authenticity and design detail within the space. Concepts that are both appropriate to the Atrium and the interior space needs to be thoughtfully considered.
- Styling should be undertaken by a professional interior designer, stylist or visual stylist.
- They will develop a cohesive selection of accessory items to feature in the space and develop a visual strategy that includes all aspects below, and will form part of the design approval submission.
- Consider all customer touch points including:
 - Crockery
 - Cutlery
 - Glassware
 - Table numbers
 - Condiments
 - Display of takeaway utensils
 - Bar and food displays
 - Items to transition from day to night dining
 - Cushions and blankets for outdoor dining
- Visual Mechanising propping such as decorative pots, display accessories and unexpected items that resonate with the brand and bring joy to the customer.
- Staff uniforms should reflect the brand identity. Consider colour, cut and fabric selection as these elements reinforce the brand.
- Visual styling scope may extend to wall fixtures, bar walls and window display. Regular maintenance access (dusting cleaning and updating of displays) will ensure the displays do not detract from the presentation of your tenancy.
- Real plants are to be used in a creative manner that resonates with The Dining Laneway landscaping design and should be supported by a maintenance solution.



Chadstone Food Kiosks

Key Design Elements

- 01 Spacial Planning
- 02 Counter Design
- 03 Counter Food Display
- 04 Architectural Materials
- 05 Lighting and Ambience
- 06 Primary Signage
- 07 Integrated Menus
- 08 Visual Styling
- 09 Branding, Packaging and Graphics

Spatial Planning

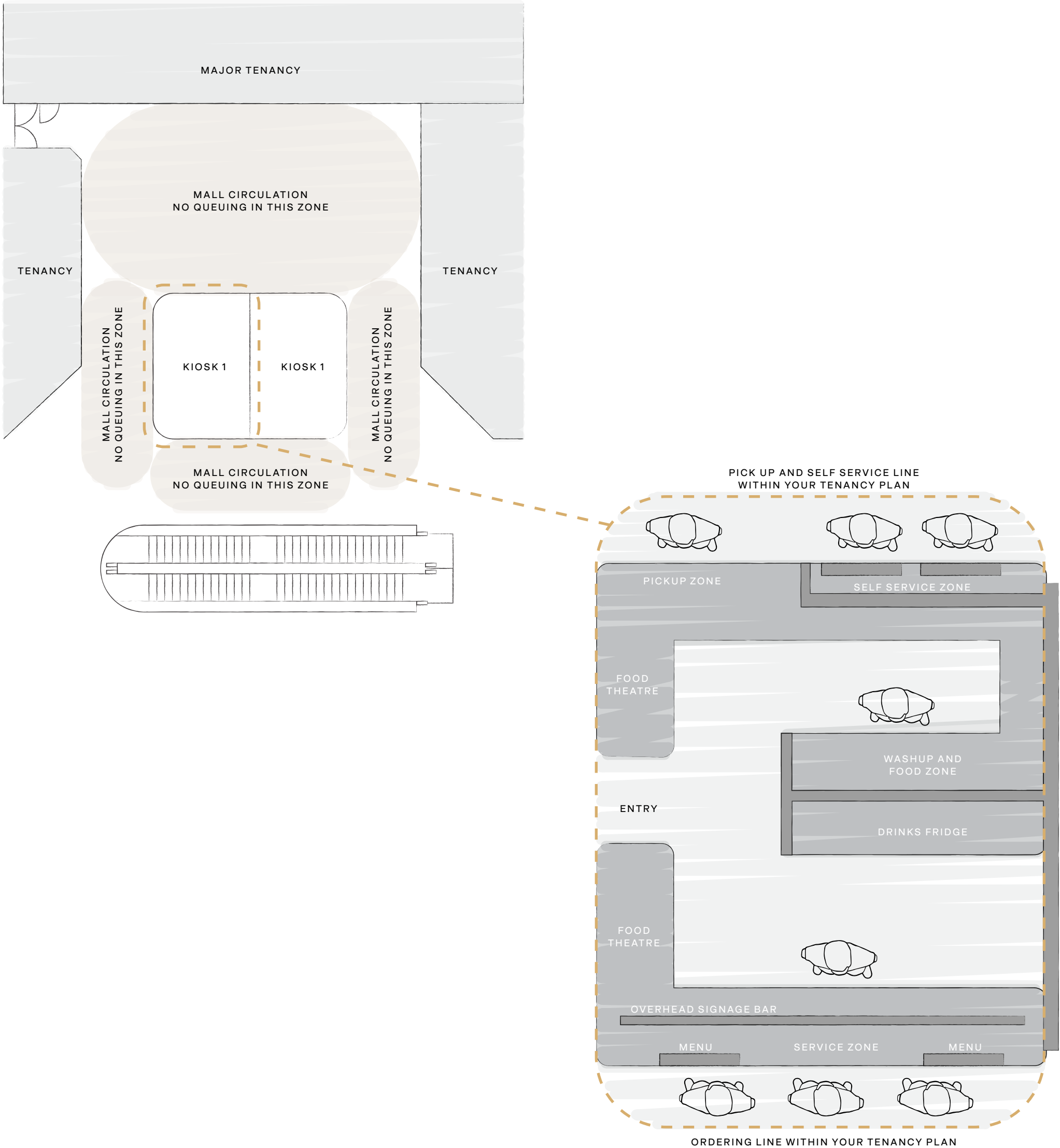
Your Kiosk layout plan will be shaped by how your customer navigates and interacts with both your space and within the broader context of The Market Precinct. A strong spatial arrangement will emphasize your sense of place within the busy market environment.

Key Considerations

- As part of your design concept submission an operational workflow plan is to supplied as well a list of equipment necessary for your trade. Make your brand operations appear well developed and so efficient that the customer is not unaware of the day-to-day necessities that make the magic happen.
- Understanding customer flow is critical within the Kiosk and surrounding mall space. Attention should be given to the relationship between display zones and interactive touchpoints, as well as the location of the point of sale self service machines and queuing as this must not inhibit mall circulation.
- Careful consideration of the functional layout and operation of the kitchen will influence architectural forms. Shield customer views to sinks and operational components by positioning these centrally.
- Allocate purpose-built areas for operational housekeeping essentials such as stock storage, cleaning materials and equipment, rubbish and recycling bins. Factor frequency and timing of use into their location, ensuring these areas are always concealed from customer views.
- Dedicate an area for deliveries which enables staff your team to deal with the delivered stock during trade, while concealing these from customer view. Delivery locations and operational flow should be reflected in your workflow plan, along with permitted delivery times.
- The location and orientation of counters should be carefully considered, with order and pick-up points positioned to minimise queuing and optimise customer flow. Counters may be located at any point within the lease line, with cash registered recessed into counters with all wiring concealed.

- Counters must follow the curved nature of your tenancy line with bespoke, sculptural cabinetry.
- If including counter seating allow for fixed stools within the tenancy line ensuring there is clear paths of travel of our customers being maintained.

Please refer to the Food Spatial Planning Checklist within the Design Vision package to be used when designing your layout to ensure all key elements are thoughtfully included into your plan. Your checklist will accompany your operational workflow plan and detailed equipment list as part of your preliminary design submission to Vicinity.



Counter Design

Counters become the hero feature of a space, acting as a key link in the overall design story. Counters are the first opportunity to introduce your offer, celebrate your product, and interact with your customer.

Key Considerations

- Your Kiosk will be visible from all sides and careful consideration is to be given from all viewpoints within The Market Pavilion.
- Be sculptural in your approach. Create focal points and visual impact with articulated forms, that focus on layering and considered framing.
- Counters must follow the curved nature of your tenancy line with bespoke, sculptural cabinetry.
- Encourage customers to engage with your product offering by emphasize your sense of place within the busy market environment.
- All counter bases are to be monolithic in form and have a consistent height, including the Service when located on the Lease Line and must not exceed 60% of the Kiosk Floor Plan Layout.
- Counters are to embrace breakups in the spatial layouts to avoid long runs of counters and display through the use of material depth and texture. Look for creative solutions to use your counter placements.
- Your planning is to seamlessly integrate all technology, sales equipment, display, storage and bins. All joinery is to have cupboard doors, with no open shelves at counter level. Consider security requirements to joinery elements with the inclusion of locks.
- Access into the tenancy through the counter should be seamlessly integrated into the design and positioned with key sightlines and customer traffic flow considered.



Counter Food Display

People shop with their senses, with food displays being the most critical opportunity to entice your customers. Explore creative and unique ways to maximise the visual attraction of your food, investing in custom displays and abundant food visual styling.

Key Considerations

- Critical to the success of your offer, is 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 abundance, 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.
- Counter lengths and size of counter food display should be determined in line with proposed product range to ensure adequate display of offer, total counter lengths must not exceed 60% of the pavilion floor plan layout.
- Seamlessly integrate equipment around the lease line with a consistent serving height of 1100 - 1200mm high to allow for easy serving and interaction with your customers.
- Only custom counter displays and fridges are to be located around the service zone and are to follow the curved lease line, with a maximum glass display shelf height of two levels.
- 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 pavilion counters.
- Custom drinks fridges are to be located in the food prep zone, are not to exceed 1400mm in height, are to be black, white or stainless steel and fully recessed and integrated with overall finishes and design concept.
- All food display and merchandising is be positioned above the counter height. All shelving or visual styling items below counter height will not be supported.
- Within your counter food displays, showcase abundance by creating hierarchy through variation in forms and heights, alongside dynamic and layered visual styling.
- Within your service zone allow for adequate storage of items such as takeaway containers, disposable cups, coffee cups/lids, chopsticks, condiments napkins and straws including ample under bench storage for all packaging and contained, your point of sale station needs to present a clean, uncluttered counter at all times.
- 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 within the kiosk are 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.
- Elements at 1400mm should be positioned central within the Food Prep Zone cognisant of sightlines and limited to 40% of the kiosk design – plan and elevation diagrams for zones to be provided showing all equipment.



Architectural Materials

Your brand narrative should inform the selection of Architectural Materials for every aspect of your design and should respond to the broader aesthetic of the Market Precinct. Embrace a palette of colours, finishes and textures that create a rich and layered market experience.

Key Considerations

- Select high-end, authentic materials with a focus on the layering and textural quality. The cladding of every surface should be of architectural quality and rated for commercial use.
- 80% of finishes are to be tonal in the grey and brown 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.
- Ensure a high degree of detailing and consideration to the junction of finishes and change in direction of materials. Each surface should compliment the overall design intent.
- Select interesting and bespoke handles, light fittings and fixtures, incorporate unique custom joinery items.
- It is critical that material nomination is suitable for a high traffic food environment. Non approved materials include; imitation materials, laminates, composite aluminium panels, painted finishes including 2pac, timber veneer, solid surface materials, vinyl, acrylic, flat solid tiles, clear float glass and render to all counters.
- Your nominated floor finish is to be appropriate for commercial application. Tiles are to be used in the main trading zones, no vinyl, concrete, rubber or timber floors to be nominated. Commercial grade vinyl is supported for Kitchen Zones only.
- Under floor finish fatigue matts are to be installed in key traffic zones only. Loose fatigue mats will not be supported.
- All edge protection to be custom and responsive to surround finishes, with no anodised flat bar. All skirting to be recessed and not applied to the front of your nominated finish.



Lighting and Ambience

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

Key Considerations

- A professional retail lighting designer is to be engaged to develop your lighting concept, this will form part of your design approval submission.
- Lighting levels are critical for the successful impact of your Kiosk design. Include lighting for your product and display, visual merchandising, signage and counters displays.
- Consider layout, colour, lamp source, fixtures and your focal points when illuminating the different zones within your Kiosk space.
- 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 is to be of a consistent warm colour temperature throughout the design, including signage and fridge displays. All lighting is to be dimmable and to accommodate the changing mall conditions, ideally the implementation of a Dali lighting system would allow for maximum flexibility.
- Ensure food display cabinets are appropriately lit, highlighting your produce as the hero. Carefully select light sources that compliment the food being served.
- All lighting to your counter is to be responsive to your product offering, and fully concealed. Lighting to the counter face will not be supported.
- Counter front face lighting, including skirting and under bench LED lighting, will not be supported.
- Any fridge illumination must be 3000k to compliment your design.

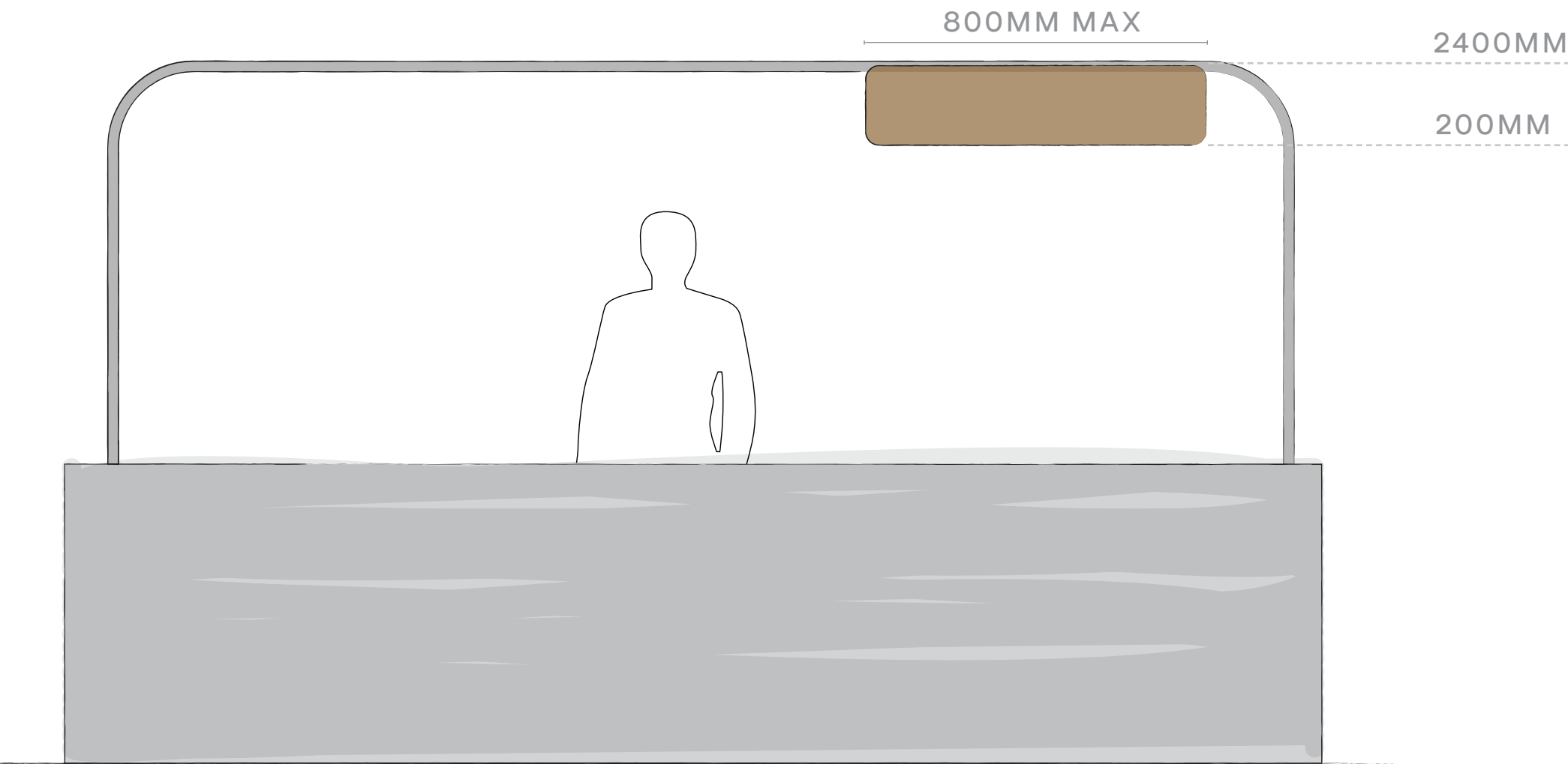


Primary Signage

Signage speaks to your brand. It’s successful integration is key to bringing your brand narrative to life.

Key Considerations

- A qualified and experienced graphic designer is to be engaged to develop your signage package and will form part of your design approval submission.
- Your primary signage must be cleverly imbedded under 40mm diameter tube in your nominated metal finish concealed fixed to your benchtop. Powdercoated finishes will not be supported for the overhead element. Within your overhead frame allow for LED strip conceal lighting with opal diffuser to underside of the frame, no hot spots.
- A maximum of 1 x primary signage panel per kiosk that can be double sided on your overhead frame only. No other locations will be supported for your primary signage.
- Primary signage to be located within a transparent or metal folded feature element zone that will be a max of 800mm long x 200mm high.
- Illuminated signage is to be either halo or rear illuminated with solid sides with 3 dimensional individual letters. Front illuminated lettering will not be approved.
- Non approved materials include; vinyl, acrylic, imitation materials and traditional light boxes.
- Your primary signage should consist of the trading name only. Logos, commercial branding or alternative language lettering is not permitted.
- Frame heights are to be sensitive to neighbouring tenancies sightlines and must be adhered to in your Kiosk location, heights may vary depending on your location within The Pavilion Development, please refer to your RDM for further details.
- Framing is for primary signage purposes only, security cameras and other technology is strictly not to be fixed to the frame at any time.
- Engineering will be required for any overhead elements.

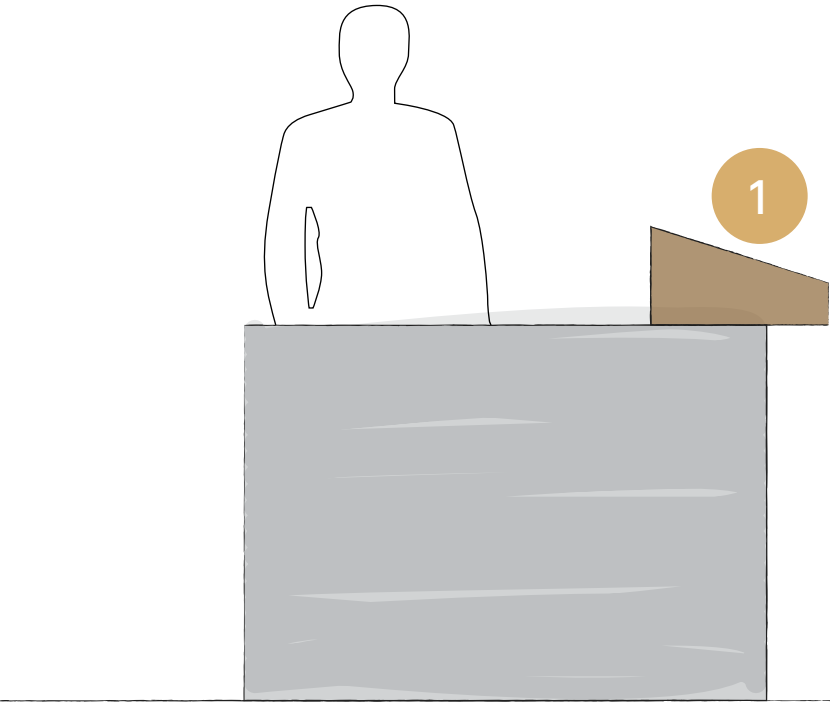


Integrated Menus

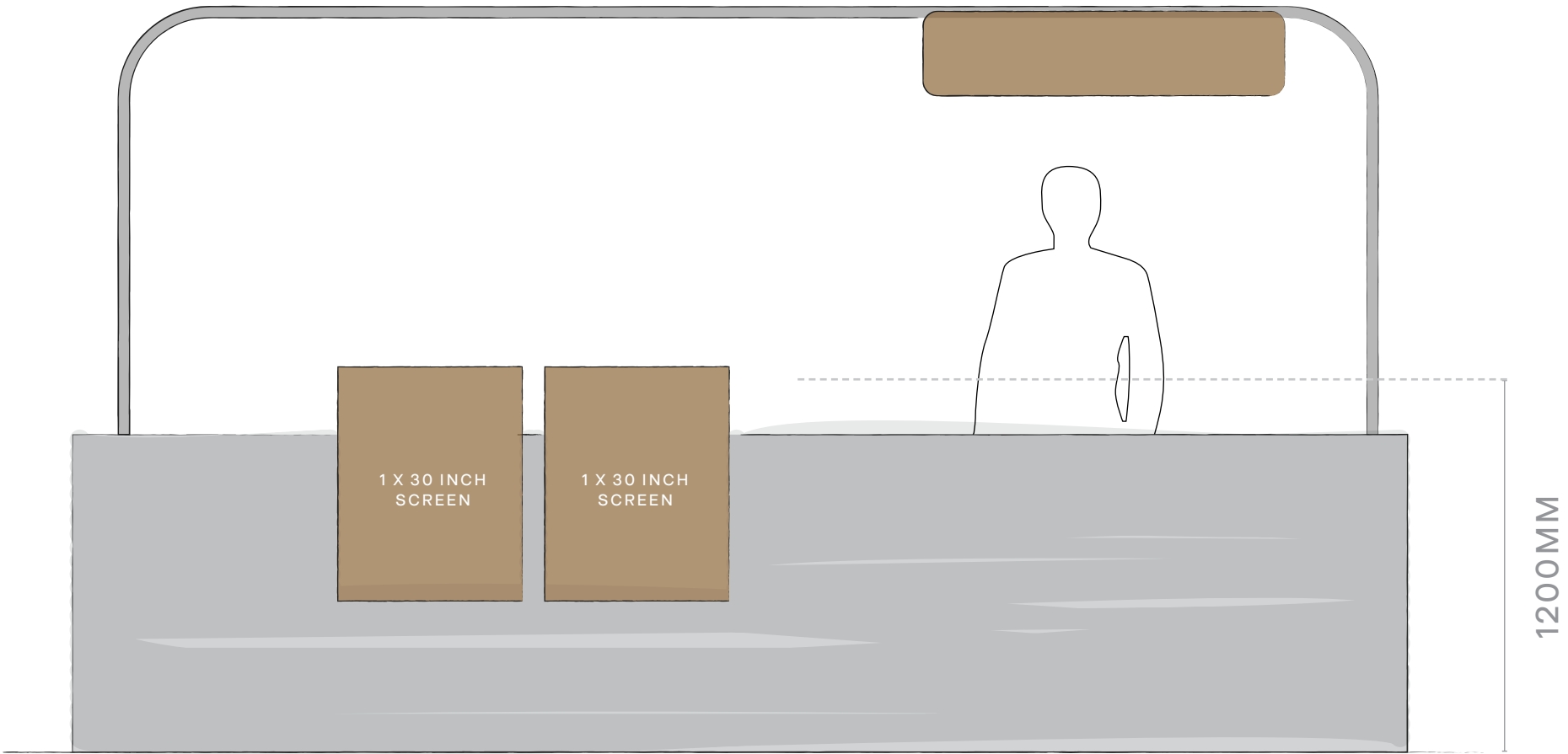
Great menu design will express the personality of your offer, enhancing the dining experience and stimulating the customers appetite.

Key Considerations

- An qualified and experienced graphic designer is to be engaged to design all aspects of your menus and will form part of your design approval submission.
 - Menus should compliment the overall architectural materials and ideally be non illuminated with bespoke detailing and reinforce the market ambience.
 - Consider the various touch points where menus will be required such as counter ordering and take away.
 - Integrating of non digital menus into your kiosk design will consist.
 - Smaller menu offer at the POS ordering station to assist your customers with selecting their items.
 - Be fully framed and recessed into your counter design.
 - Ideally this element will be non illuminated to avoid presenting as a lightbox.
- Integrating digital menu into your kiosk design will consist of:
 - A maximum of 2 x A2 digital menu as individual, not 1 large screen will be permitted
 - Your graphic will be still, no moving images or sounds
 - Glass to the front of the digital screen
 - Be fully framed and recessed
 - Will be graphics only, no sale content
 - Not exceed 1200mm high
 - Be integrated into the monolithic base of the kiosk
 - The screen output is to be consistent with the overall lux level of the kiosk and precinct
 - The use of food imagery is discouraged and graphics are to be illustrative rather than photographic. If required, your images must be professionally styled, photographed and aesthetically integrated.



SIDE ELEVATION - INTEGRATING OF NON DIGITAL MENUS INTO YOUR KIOSK



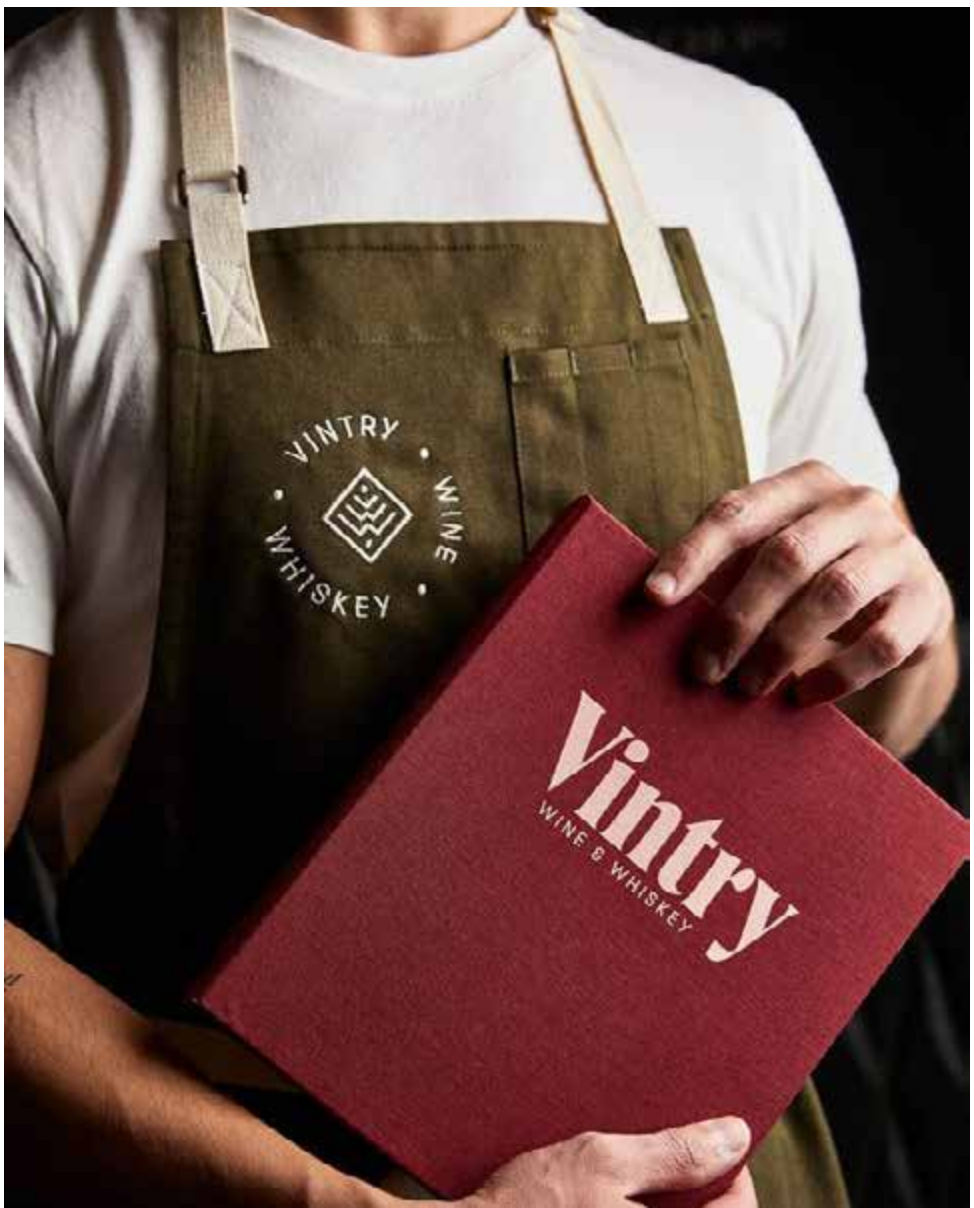
FRONT ELEVATION - INTEGRATING OF DIGITAL MENUS INTO YOUR KIOSK

Visual Styling

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.

Key Considerations

- A qualified and experienced stylist or visual stylist is to be engaged to develop your visual strategy including all aspects below, and will form part of your design approval submission.
- Emphasize a sense of abundance, layering, and texture.
- Consider additional propping such as decorative pots, display accessories and unexpected items that resonates with your brand and brings joy to your customer.
- Ensure your merchandising is adaptable and regularly updated to stay current and interesting.
- To ensure counters are neat and tidy, consider all customer touch points including:
 - Condiments
 - Food displays
 - Integrated display and storage of takeaway utensils, cups, plates and packaging
 - Items to transition from day to night
- Professionally designed staff uniforms in keeping with the heritage of your food are essential and should reflect your brand identity. Consider colour, cut and fabric selection as these elements each reinforce the brand.
- Inject your brand story into your interior with the inclusion of a key piece of furniture to offer both an opportunity to pause, and a set around which to merchandise. Consider how a found object, unique light fitting, a bespoke finish or other feature elements may set a scene for displaying your product and connect to your brand.
- All greenery is to be specified as live and a maintenance plan is to be provided to support it’s ongoing upkeep. Faux planting will not be permitted.



Branding, Packaging and Graphics

Consider location, proportion, three-dimensionality, finishes, and illumination of your branding. A handcrafted artisanal quality is preferred.

Key Considerations

- A qualified and experienced graphic designer or Branding Agency is to be engaged to develop your brand strategy narrative. Your strategy covering all branding touch points will form part of your Design Approval submission.
- The brand strategy package will include:
 - Packaging suite; fresh, freshly prepared take-away, or pre-packaged including for catering
 - Complete Signage Package
 - Complete Menu Package
 - Ticketing for all displays
 - VMSolutions for all product displays
 - Point of sale items and location map of where they will be located
 - How promotional offers will be presented
 - Loyalty programs/cards
 - Staff Uniforms
 - All custom graphics or artwork
 - Food display solutions including layout and serving solutions. This is to be a detailed layout plan showing the food display strategy
- Your customers are more interested than ever before in the origins of their food, therefore it is important to clearly communicate your food story.
- As a minimum, it should be a recyclable product, consistent with the logo, brand exclusive, with no third party advertising, flat packed where possible for efficient under counter storage.
- Packaging design will help the brand connect with customers to build loyalty and sales.
- Consider how your packaging can add value to your product and deliver an experience.
- Eco-friendly packaging that is 100% recyclable or biodegradable is strongly encouraged.
- Provide quality custom packaging that showcases your food and reflects your concept.
- Packaging should reflect the concept positioning statement.
- Graphics may not have more than 50% saturation when applied to a tenancy fitout and may not be applied to counter fronts.
- Graphics should be professionally communicated as an art form or in a textural format, forming part of the cohesive retail spatial experience.
- When graphics are applied to the tenancy fitout, illustrative graphics are encouraged. It can be layered or patterned but must be subtle.



Sustainability

Sustainability

Consider the environmental impact of your design in the finishes, equipment and lighting.

Overview

- The Market Pavilion has been designed to reduce its environmental impact and provide a more comfortable environment for the building users. It is targeting the following environmental performance ratings and initiatives:
 - 5 Star Green Star Design and As Built v1.3
 - Net-zero operational carbon emissions
 - Naturally ventilated market heart
 - Dedicated waste management plan
 - Solar PV: 746kW (127kW on terrace, and 619kW on Hoyts roof)
- For the full benefits of these initiatives to be realised by the occupants, it is recommended that any Tenant fitout adopts similar design principles to their works. This document has been prepared to list the key initiatives and specific requirements for the ratings targeted by the base building.
- Tenants should consider designer, suppliers and contractors with a proven understanding of sustainable retail design and standards such as Green Star, Global Green Tag, DECLARE or GECA. Refer to the Greenstar website for a list of Green Star practitioners: <https://www.gbca.org.au/people>.

Procurement

- Use products and materials with sustainable and ethical supply chains.
- Design to reduce waste in the fit-out process, ongoing operation of the tenancy and the deficit process.

Finishes

- Timber to be from environmentally certified - FSC (Forest Stewardship Council), PEFC (Programme of the Endorsement of Forest Certification) certified timber and wood products or recycled sources.
- Select products and finishes with certification from GECA, Global GreenTag or equivalent. Use of timber from illegal sources or old growth forests is not permitted.
- Engineered wood products to have low formaldehyde emissions of E1 or EO and includes all adhesives, joinery and composite wood products.
- Bamboo or Natural fibre products are to be considered.
- Alternative plastics to PVC for pipework, flooring, conduit and cabling to be considered including HDPE (high density polyethylene) or PP (polypropylene).
- Consider stewardship programmes and products that have a high recycled content and take-back option at end of use.
- Paint to be Ultra Low VOC (a TVOC content of <5g/L). Low VOC to all adhesives, inks, sealants and adhesives.

Lighting

- Lighting must be certified and compliant with Section J of BCA/NCC, including following consideration:
 - Use of energy efficient LED fittings
 - Zoned appropriately with separate circuiting of displays, selling floor, staff and back of house areas
 - Dimming controls and controlled by time clock as per the centre operating schedules
 - Daylight dimming functions in spaces where high daylight levels are experienced
 - All lights on the project to be flicker free and accurately address the perception of colour in the space as per Greenstar Credit 11.0

Equipment and Appliances

- The tenancy fit-out will be undertaken with an environmental management plan or waste management plan prepared by the fit-out contractor. This plan will include construction waste recycling measures and nominate a target recycling rate of no less than 80% by mass of all waste generated, and contribute to overall meeting a fixed benchmark of 5kg of waste per square meter of gross floor area (GFA).

Shopfront Glazing

- Internal mall shopfront and external facade glazing to comply with the following facade performances requirements:
 - Maximum total system U-value: 3.5 U-value
 - SHGC 0.45
 - VT > 60%
- Alternatively, a performance solution (by Base Building ESD Engineer) may be sought by the Tenant should the facade parameters be deemed unsuitable. Meeting these requirement, as well as matching the adjacent Landlord supplied shop front glass will be imperative to a successful design outcome.

Waste

- The tenancy fit-out will be undertaken with an environmental management plan or waste management plan prepared by the fit-out contractor. This plan will include construction waste recycling measures and nominate a target recycling rate of no less than 80% by mass of all waste generated, and contribute to overall meeting a fixed benchmark of 5kg of waste per square meter of gross floor area (GFA).

The Design Process

The Design Process

01 Tenant Engaged

Tenant, Vicinity Leasing and Vicinity Retail Design Manager (RDM)

An in person meeting between Tenant, Vicinity Leasing and RDM to go through development and relative design requirements. This is an opportunity for the tenant to consider and discuss how important elements of their brand can be brought to life in the development space and aspects of interest in the neighbouring common mall space.

02 Signing of Lease

Tenant and Vicinity Leasing

03 Tenant’s Retail Designer Engaged

Tenant, retail designer and RDM

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

04 Explore Spatial Layouts

Tenant and designer

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

05 Development of Moodboard’s

Tenant and Retail Designer

From here the retail designer and Tenant will work together to develop the look and feel for the new tenancy, creating three page moodboard for the tenancy containing draft floorplan, proposed architectural materials and contextual imagery – refer checklist.

06 Moodboard Presentation

Tenant, retail designer and RDM

Retail designer to present moodboard’s for project to RDM, talking through proposed design relative to Vicinity’s design dimensions for the development to gain RDM alignment. Feedback will be issued to retail designer and Tenant by RDM following meeting and is to be incorporated into design moving forward into design concept. Note, approval of moodboard’s is not a full design approval but approval to move to the concept design stage.

07 Design Concept Proposal

Tenant, retail designer and RDM

Taking the agreed design direction and developing further to understand and show the evolution of the design, the design concept proposal includes coloured 3D visualisations of the tenancy (shopfront and two internals minimum) as well as an updated floor plan and finishes –refer checklist.

Retail designer to present design concept proposal to RDM, talking through to gain RDM alignment, referencing development design dimensions. Feedback will be issued to retail designer and Tenant by RDM following meeting and is to be incorporated into design moving forward into services & developed design. Note, design concept approval is not a full design approval but approval to move to the services and developed sesign stage.

At this point either the retail designer or the Tenant should engage a structural engineer for the tenancy shopfront and other elements relative to the site and overall design.

08 Services Proposal

Tenant, retail designer and RDM

Further evolution of the approved design concept, the services proposal will be issued and utilised for services and category 1 work reviews so its important supplied information is correct and agreed. This is issue captures the latest floor plan, reflected ceiling plan (RCP), relative cross sections, desired services, ceiling features and heights, lighting, air conditioning and mechanical – refer to checklist for complete list.

The retail designer or Tenant should now engage a lighting designer, visual styling consultant and graphic designer for the tenancy. As with the retail designer, these consultants should have relative industry experience and be able to demonstrate in a portfolio to the RDM if required.

Retail designer to issue services proposal to RDM for further distribution and feedback. Any feedback is to be incorporated into design moving forward into developed design.

09 Developed Design Proposal

Tenant, retail designer and RDM

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

10 Final Design Approval

Tenant, retail designer and RDM

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

11 Tender Process

12 Trade Begins

13 Relevant Authority Approvals

14 Pre Commencement On-site Process

15 Handover of Premises

16 Commencement of Fitout On-site

17 Pre-tradeProcess

Housekeeping

Spatial Planning Checklist – Food

As part of your preliminary design submission, you will need to provide the following checklist completed along with your operational workflow plan and detailed equipment list to Vicinity.

Spatial Planning

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

- ☐ 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.
- ☐ Lengths and size of display cabinets should be determined in line with proposed product range to ensure adequate display of offer.
- ☐ How access from all staff, customers and delivery people, queuing and ordering will work.
- ☐ Customer flow within and around the pavilion including the interaction with the surrounding mall.
- ☐ Functional layout and operation of the kitchen.
- ☐ How the dining service will be delivered, from greeting, seating, ordering, plate pickup, plate clearing, location for dirty dishes.
- ☐ How the food display, takeaway journey and point of sale will be for the customer including wayfinding locations.
- ☐ What will be the restocking processes?
- ☐ What will be the bin management plan? The area within must be large enough to hold waste during trade and empty after hours.
- ☐ What is the proposed security consideration for the pavilion?
- ☐ Integration of hand washing basins including soap dispensers, disposable towel/foot pedal for ease.
- ☐ Position sinks and less desirable operational components central to overall plan, views are to be shielded into these zones.
- ☐ Seamless integration of all technology, sales equipment, display, storage and bins.
- ☐ Location of baby high chairs, prams and extra chairs.
- ☐ Location of all critical items including the food theatre zone, serving zone, food prep zone and back of house. Wash up areas must not be visible, this includes mops, brooms and chemicals.

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

Counters Zones

Your plan must demonstrate the process will work operationally and the inclusions of:

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

Point of Sale Zones

Your plan must demonstrate the process will work operationally and the inclusions of:

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

Condiments and Customer Amenities

Your plan must demonstrate the process will work operationally and the inclusions of:

- ☐ Your plan must demonstrate location and proposed design for:
 - ☐ Cutlery, including chopsticks
 - ☐ Condiments
 - ☐ Napkins
 - ☐ Straws
 - ☐ Bins for customers

Coffee Zone

Your plan must demonstrate the process will work operationally and the inclusions of:

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

Waiter’s Station Zones

Your plan must demonstrate the process will work operationally and the inclusions of:

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

Spatial Planning Checklist – Food

Food Preparation Zones

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

Washup Area

- Your plan must demonstrate the process will work operationally and the inclusions of:
- ☐ Everything to be concealed.
 - ☐ No sinks on the edge.
 - ☐ Taps to be below 1400mm no large goose necks.
 - ☐ Mops and all cleaning equipment must be concealed at all times.

Deliveries

- Your plan must demonstrate the process will work operationally and the inclusions of:
- ☐ 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.
 - ☐ Delivery holding area.

Custom Fridges

- Your plan must demonstrate the process will work operationally and the inclusions of:
- ☐ Lengths and size of custom counter display fridges should be determined in line with proposed product range to ensure adequate display of offer.
 - ☐ Only custom counter display fridges are to be located around the service zone, with a maximum display shelf height of two levels.
 - ☐ Custom display fridges are to follow the lease line.
 - ☐ All internal shelves are to be glass.
 - ☐ Integration of lighting within the display fridges at 3000k.
 - ☐ Frameless UV bonded and square edged glass display cabinets only.
 - ☐ Glazing shall have a maximum panel size with minimal clear silicon joins and recessed glazing channels and is to follow the lease line.
 - ☐ Remote refrigeration motors, contained within the tenancy area are preferred and these need to be water cooled.
 - ☐ Vent must be located behind the counter. No vents to the front face of the pavilion counters.
 - ☐ When refrigeration slots are required they must be fully concealed and integrated.
 - ☐ 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.
 - ☐ Supplier fridges are not permitted.
 - ☐ Equipment specification is requested when submitting your design for consideration by the Landlord.

Closures

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

Flooring

- ☐ Fatigue matts are not permitted.

Music

- ☐ Music and TVs will not be permitted.

Storage

- Your plan must demonstrate the process will work operationally and the inclusions of:
- ☐ All storage areas to be obscured or as a minimum consideration around the story of produce stored on display for the customer.
 - ☐ 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 ‘Sim Jims’ or equivalent with canvas covers).
 - ☐ Off the floor/hanging rail for mops/brooms and concealed.
 - ☐ Staff belongings.

Equipment List

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

Furniture

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

Rubbish and Recycling Bins

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

Overhead Gantry

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

Trolleys and Baskets

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

Delivery Zone

- ☐ Dedicated delivery zone must be allocated within the kiosk.
- ☐ No trolleys and storage unit must not to be left during trade inside or outside kiosk during trade.
- ☐ All delivery should adhere to the centres delivery time table.

Fitout Criteria – Retail

Floors

- 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.
- Polishing of the Landlord’s slab is not permitted.
- 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 a 3mm stainless steel recessed demising strip transition between the common area floor finish and the Tenant’s floor finish.
- Steps at the entry within two meters of the leased line or the external entry will not be permitted unless approved by the Landlord.
- Where mall flooring is removed to accommodate approved outgo, the floor will be reinstated at the Tenant’s cost on vacation of the tenancy.
- 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 onsite 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.

Ceilings

- The first three meters on the tenancy side of the leased line must be solid ceiling as a minimum requirement.
- 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.
- Any additional rigid ductwork is to be provided by the Landlord at the Tenant’s cost.
- Where the Tenant’s design does not include the provision of a ceiling then any flexi duct and any replacement of base build flexi duct will be by the Landlord at the Tenant’s cost.
- Further, perimeter inter-tenancy walls must be extended to the underside of the open ceiling by the Landlord at the Tenant’s cost.
- The entire ceiling must be painted out including the structure, services and soffit.

Ceilings - Standard, Food and Pavilion 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.

Ceilings – 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.

Columns

- 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.

Fitout Criteria – Retail

Fire Hose Reel Cupboards

- All fire hose reel cupboards are to be incorporated into the shopfront design.
- Lettering to the front of the FHR cupboard will be by the Tenant. Letters will be individual letters in laser cut metal or 2pac, acrylic or vinal will not be supported.

Corridor Returns

- All side closing doors and returns to corridors are to be incorporated into the shopfront design.

Audio

- Only professional standard recessed speakers, finished flush with the ceiling are permitted.
- Non-commercial systems are not permitted.
- Permitted sound systems are to be fitted with a sound leveller set at 75db maximum and located a minimum 3000mm from the entry.
- Sound systems are to sit flush with the ceiling.
- Proposed speaker locations to be clearly notated on final design submission.
- Sound systems or stereos are not permitted in kiosk tenancies.

Technology – General

- The Tenant must integrate all point-of-sale equipment into surrounding joinery elements.
- Ensure a seamless integration of all audio visual/ technology items, including but not limited to speakers, security devices, cabling and alarms.

Visual

- All screens are to be programmed with a timer that allows it to be operational when tenancy lighting is switched on.
- Content must be built within Final Cut Pro or similar high-quality program. Content must be managed either in store or via head office systems using a professional content management system.
- Secondary branding or third party promotional material is not permitted.
- Flashing imagery, words, moving still images, secondary or third-party branding television, YouTube or other public visual channels are not permitted content.
- All content proposals must be submitted to RDM and centre management for approval.
- All digital screens are to have a maximum resolution with high definition display technology. Pixelated or visible diodes are not permitted.
- All screens must have controls for screen brightness and contrast. Brightness to be within reasonable visual ratios to the common area lighting. Brightness must not overpower the space. Centre management may request variation via these controls.
- External screens are required to accommodate the correct contrast ratio to maximise visible contrast.
- Sound not permitted

Lighting

- A lux level diagram is required for submission and approval to the RDM.
- Lighting solutions should be better than best practice for compliance with section J6 of the BCA.
- All lighting to be dimmable.
- Signage and shop front illumination must have a time clock set to trading hours and to be dimmable.
- Shopfront illumination levels should generally be provided in line with the following, subject to final Landlord review and approval and compliance with Section J6 of the BCA.
- All strip lighting to have all channels concealed with no visible diodes/hot spotting visible.
- Fluorescent lighting is not permitted. This excludes closed kitchens or back of house areas.
- Where slot views into kitchens are incorporated the lux levels should be considered to ensure a warm and engaging ambience from the counter line.
- Any LED strips used must have an opal acrylic diffuser and be recessed/concealed, and spotting must not reflect off any shiny surfaces.
- Back of house lighting must have a timer or motion sensor for switching in compliance with Section J6 of the NCC/BCA.
- Generally, the Tenant is to provide tenancy lighting with a temperature of 3000K, subject to the Landlord’s final approval.

Security Systems

- The Tenant must provide any security system within the tenancy. The specifications and details for any security system proposed must be approved by the Landlord.
- All security devices and alarms must be concealed within the shopfront structure and located behind the tenancy lease line.
- Freestanding security pedestals are not permitted.
- The system location is to be nominated on all drawings and power supply to the system is to be concealed into the surrounding shopfront structure floor finish, but not the Landlord’s slab.
- No components are to be attached to Landlord’s bulkheads.
- For kiosks, the type of security cameras must be a considered item during design planning phase to ensure that they are concealed and do not compromise the visual presentation of the structure that they are fixed to.
- Small unobscured cameras to be nominated for kiosks.
- No retrofitting of security cameras permitted.
- Dome style cameras are to be specified and are to match surrounding materiality in colour.

Mechanical

- Integrated mechanical services are mandatory.
- The conversion of the mechanical system to spiro or rigid duct work where exposed to suit Tenant’s design of open or no ceiling is at the Tenant’s cost by the Landlord’s contractors. This ductwork must be painted, or spray painted to suit the ceiling finish.
- Linea diffusers are a standard diffusers for all front of house tenancies for Chadstone.

Hydraulic

- It is mandatory to integrate and conceal all hydraulic services.
- No raised floors in kiosk to accommodated reticulation.

Fitout Criteria – Retail

Shopfronts

- Incorporate any columns, fire hose reel cupboards, side closing doors and returns.
- Limit opening to 60% of the shopfront’s width.
- All displays must be located behind the leased line.
- Changes in floor level due to common area ramping may define your shopfront entry location and require careful consideration when selecting an entry floor finish.
- Where installed, it is a requirement for door enclosures to have floor locking plates and holes are to be sleeved and finished flush with the floor.
- Where permitted all dynamic/side closing bifold style doors are to be set back 1000mm in from the lease line and powder coated in a finish to marry with the shopfront detailing.
- All doors to be setback 1000mm from lease line.
- Roller shutters are not permitted.
- For dynamic doors, a mesh infill or similar is required to panels, acrylic infill panels are not permitted. During trade doors must be able to be completely open.
- Glazing to maximise panel size with minimal clear silicon joints and recessed glazing channels. Glazing fins are not permitted.
- Design and certification of structural elements is to be undertaken by a qualified and licensed structural engineer.
- The Tenant and Tenant’s designer must consult with their nominated structural glazing or facade engineer to obtain advice with regard to proposed shopfront design during the design development submission stage. This is to ensure that any structural glazing recommendation is sympathetic to the overall shopfront design concept. Structural glazing/facade engineers completed documentation and certification is to be submitted as part of the final design submission. Refer to Annexure 3.
- The shopfront structure, sign and bulkheads are to be supported independently of the Landlord’s common area ceiling and bulkheads. Where an exposed steel frame bulkhead is provided by the Landlord the Tenant will be permitted to fix signage and branding subject to the RDM’s approval. The Tenant, in conjunction with the Tenant’s designer, must confirm locations of support structures prior to commencing construction drawings. The Tenant must not alter any of the Landlord’s services.

Fixtures, Fittings, Furniture and Equipment

- Proprietary display cabinets will not be permitted.
- Conceal display systems in the wall design with a bulkhead. No fixtures to be pushed against tenancy walls.
- No exposed casters or feet to units.
- All stripping is to be fully recessed and emphasis placed on creative, custom bracketing and shelving.
- Recycled fixtures will be permitted based on design merit within the context of the store concept.
- Excessive areas of unbroken slat wall displays will not be approved.
- Where slat walls are incorporated, framing, divisions, colour blocking, signage and a header detail to the top of the wall is expected.
- No slat wall is permitted within the first 1500mm of the shopfront.
- All loose mobile fixtures are to be located on the floor plan and be of quality standard.

Food Kiosks

- Solid joinery counter at customer interaction sections is to be a maximum height of 1100mm. All counter heights are to comply with relevant Australian standards.
- Solid structure to maximum 1400mm will be permitted to a small section of the kiosk perimeter.
- Any structure above 1400mm is subject to approval by the RDM and be clear glazed.
- All equipment including drinks fridges must maintain a maximum height restriction of 1400mm. Subject to RDM approval any equipment over 1400mm must be concealed and integrated as part of the overall design solution.

Food Inline, Food/Pavilion Kiosk

- All equipment must be recessed or built into the counter, rear and side walls and excluding inter-tenancy walls.
- All front counter equipment to be incorporated into the joinery.
- Establish capacity required for refrigerated bottled drinks to ensure adequate storage.
- No counter top fridges by third party suppliers or generic fridges permitted at any time.
- Designate areas for crockery, packaging, paper goods, staff bags and personal possessions, administration materials, cleaning products and garbage bins etc.
- Drinks display fridges to be shrouded or built in and free of supplier branding. Drinks fridges to be black, white or stainless steel.
- Equipment is to be stainless steel or black only. Any variation to this must be submitted for consideration.
- Glazing channels for glass display cabinets to be set into the joinery units and utilise UV rated silicone for butt joints.
- Lighting in glass cabinets must be concealed.
- All equipment must be new and fully integrated into the tenancy design.
- Plumbing and basins should be integrated with sightlines onto such areas minimised.
- Frameless, square edge profile display cabinets are encouraged. Completely framed units will not be permitted unless there is strong design merit.
- Where glass cabinets or displays are proposed they shall have all glazing channels set into the joinery units and utilise silicone butt joints.
- Compressors and condensers are generally to be located external to the tenancy. Condensers and compressors will not be permitted within tenancy ceiling spaces or above cool rooms.
- Ventilation slots for integrated refrigeration are not permitted on counter face.
- If seating is included, the area must be demarcated by fixed barriers to the Landlord’s approval.

Inter-tenancy Junction

- The Inter-tenancy junction describes the connection point between two shopfronts, allowing appropriate separation between neighbouring facades.
- Unless instructed otherwise by your RDM, all tenants are to treat the left-hand-side inter-tenancy wall, as seen from the mall side.
- Finish is to be continual with no joins.
- Colour to be approved by your RDM.
- This is to be finished as per the lessor’s standard detail.

In-Go’s and Out-Go’s

- In-go’s and out-go’s are encouraged within the shop front design, whereby a maximum of 60% of the activation zone may either protrude or retract over the lease-line.
- In-go’s and out-go’s are limited to 200mm.
- In-go’s and out-go’s can not be located within the 300mm neutral zone.

Cool Rooms

- Factory Mutual (FM) approved cool room insulation panelling. The Tenant acknowledges the following design elements will not be acceptable to the Landlord:
 - Extruded or expanded polystyrene (EPS)
 - FM approved Class 1 materials must be specified including polyisocyanurate (PIR) panels and/or non-combustible insulation material such as rockwool or glass wool

This document should be read in conjunction with the Fitout Guide document, the Disclosure Statement (if any) and the agreement for lease and/or lease (‘Lease Documents’) issued to you by the Landlord. This document is not a legal document and is produced to assist tenants by prescribing the Landlord’s general requirements for the design, layout, standard and quality of tenancies. The Lease Documents require you to comply with the Landlord’s fit out guidelines of which this document forms part. To the extent of any inconsistency between this document and the Lease Documents, the Lease Documents take precedence.

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