



Experience the New Galleria

Precinct Guidelines and Outcomes

PRECINCT GUIDELINES

Proposed Precinct Plan Development Zone



A new and revitalised precinct for dining, entertainment, fashion and lifestyle where people meet to shop, eat and spend time with family and friends in a lush neighbourhood sanctuary, alive with colour and fun. Vibrant and inspiring, there is *more to Galleria.*



PRECINCT GUIDELINES

Terrace Dining



BE ENTERTAINED INTO THE NIGHT.

The Terrace at Galleria is your destination where refined daytime dining meets captivating nighttime entertainment. By day, it beckons guests to savor high-quality food and beverage offerings, and by night, it transforms into an energetic hub designed to entertain and engage the community.

This authentic and distinctive precinct is thoughtfully crafted to appeal to families, delivering a dynamic blend of culinary excellence and entertainment experiences. The space celebrates natural materials—raw brick, rugged stonework, stylish shadesails, and evocative nighttime lighting—each element working in harmony to create a space that is both inviting and memorable.

Terrace Dining

Ground Floor Fashion & Lifestyle

Level 1 High Energy

Centre Court



artist impression only - subject to change

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Terrace Dining

PRECINCT REQUIREMENTS

- **Integrated Totem Signage:**
Install the brand's distinctive totem signage to external seating areas.
Menus as secondary features, ensuring the iconic totem or logo remains the primary focus.
- **Built-In Engagement Areas:**
Design substantial seating and dining spaces within the LSA and at entry points to foster dynamic interactions.
- **Dedicated Nighttime Lighting:**
Implement separate circuits for decorative, scenic lighting that enhances the area's ambience after dark.
- **Elevated Shopfront Aesthetics:**
Construct shopfronts that break away from traditional mall looks by using materials that reflect an outdoor experience.
- **Natural Palette with a Twist:**
Incorporate natural tones accented by a bold colour to create a refined yet lively atmosphere.
- **Integrated Greenscape Elements:**
Ensure that greenscape and planting become essential features of the design.
- **Distinctive Feature Flooring:**
Highlight the area with decorative, feature-rich flooring that anchors the space with style.

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EVERYDAY LUXURY AND ASPIRATION MEETS URBAN LIVING

Step into a renewed era of refined style, where a discerning fashion offer blends aspirational elegance with raw urban energy. Set within the distinctive architecture and personality of the newly refurbished fashion mall that draws the eye upward from the retail level to the Galleria's striking skylights.

Offering a seamless connection between the multi-level Myer department store and the very heart of the centre that invites exploration and engagement.

Celebrate the iconic style of the Galleria and its artfully integrated decorative metalwork, exposed trusses, and a generous abundance of natural light. A deliberate statement designed to leave its mark on all who visit.



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Precinct Requirements

- **Dynamic Architectural Forms:**
Embrace bold architectural shapes that echo the iconic Galleria and High Street style.
- **Refined Material Details:**
Integrate tiled plinths, crisply framed glazing, hinged doorways, bespoke framing, and meticulous threshold detailing for a cohesive look.
- **Strategic Signage:**
Incorporate a secondary signage element—or a monochromatic logo/icon—positioned between 1500-1900af1 to enhance visual communication.
- **Enhanced Entry Experience:**
Feature decorative ingo and threshold treatments, with small format tiling established as the minimum standard.
- **Varied Bulkhead Design:**
Design full-width bulkheads with deliberate variations in height and depth to introduce dynamic spatial interest.
- **Architectural Interplay:**
Encourage a push-and-pull interplay of forms along the lease line, creating an engaging visual tension.

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THE PULSE OF THE GALLERIA

This precinct serves as the vibrant engine room of the Galleria. An energetic run that mirrors the dynamic pace and spirit of its audience.

Designs should amplify visibility and create standout moments, with strong visual identity and bold architectural expression. Tenancies can command attention from both levels, leveraging exposure to lower-level foot traffic through striking façades and upward visual cues.

The atmosphere is bold, driven by youth-focused, high-energy brands that embrace colour, movement, and personality.

Spaces should invite interaction and be rich in call-to-action moments, encouraging discovery, play, and expression.

This is a place to be seen and remembered. Make your mark.



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Precinct Design Requirements

- **Integrated Feature Lighting:**
Shopfronts shall incorporate extended LED lighting as a key design element.
- **Threshold Activation:**
Tiled ingos and distinctive flooring treatments are required to create a strong arrival moment.
- **Ceiling Treatments:**
Open ceilings must include visible detailing or embellishment. Overly simplistic blacked-out ceilings are not permitted.
- **Digital Integration:**
Enhance the experience with integrated and embellished digital moments as part of the shopfront, including digital tickertape, and layered digital elements.
- **Signage:**
Signage should be decorative, expressive, and unique. An extension of the brand's architectural identity.



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THE FEATURED HEART OF THE CENTRE

At the heart of the centre lies the gateway to the full array of experiences that Galleria offers. This space anchors and connects the refined design, featuring elevated shopfronts and intentionally curated presentations that invite exploration and interaction.

Step into an oasis of modern sophistication, where thriving greenscape plantings and a wealth of natural light create an atmosphere of spacious elegance. Each detail, carefully crafted and precisely placed, combines to evoke a refreshing sense of rejuvenation and aspirational luxury.

As the premier destination in the North-East, we welcome you to experience more than just shopping. Here, an enhanced lifestyle awaits—one where every moment is to foster connections, inspire creativity, and elevate everyday living.



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Precinct Design Requirements

- **Signature Architectural Expression:**
A bespoke architectural gesture or branding element that mirrors the unique built form of the Galleria.
- **Tailored Signage:**
A customized signage feature seamlessly integrated into the shopfront, reinforcing the brand's identity.
- **Artful Illumination:**
Striking feature lighting designed to enhance the shopfront's presence.
- **Premium Flooring Accents:**
Detailed flooring with decorative, embellished tiled thresholds that serve as a refined entrance.
- **Activated Ceiling Design:**
An enhanced ceiling treatment that adds dynamic visual intrigue and elevates the overall experience.
- **Integrated Digital Aesthetics:**
Digital components that blend gracefully into the architectural fabric, enriching the design without overwhelming it.
- **Curated Suite of Materials:**
Render as a material can be accepted only when combined with a range of materials, ensuring no single material dominates the visual narrative.

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