Grand Central

Design Guidelines

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The Destination

Grand Central is a community destination shaped on the beauty of our region and the spirit of the people who call it home.

Sustainability

Help us support and empower resilient, sustainable and healthy communities for future prosperity.

Consider how the design could minimise water use, energy use, and carbon emissions, and avoid waste generation during construction, operation and defit.

Think about the suppliers of services, materials and products and how the procurement related to the design could avoid supply chains that present significant modern slavery risks while also engaging businesses that support diversity, inclusion and traditionally marginalised groups, such as social enterprises and Indigenous owned businesses.

Refer to the Tenant Fitout Guidelines for specific ESG requirements.

1 ANZ Breathe, nationwide

2 L'Occitane fill fountain, nationwide

3 Iron Grill, Sydney









Captivating Charm and Bold Expression

First impressions count. Create a narrative of your store that holds captivating charm reflective of both brand and region, while offering bold expressions through a singular big idea.

Provide an insight into your brand with a delightful sense of the unexpected that captures the strength of your brand and the essence of Toowoomba.



¹ Compolux - Seibu Department Store. Designed by Nendo. Photographed by Massaya Yoshimura.

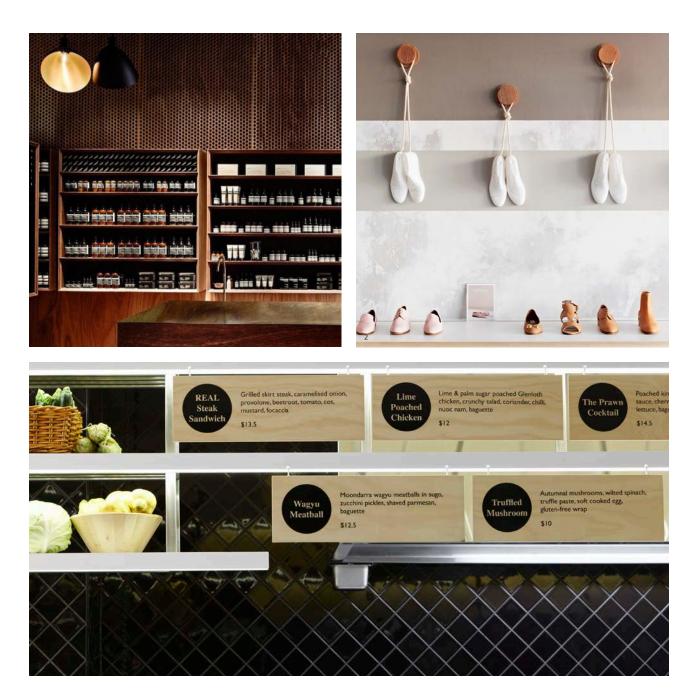
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Captivating Charm Points of Engagement

Consider the touch-points to distinguish the environment and fill it with genuine interest, this may take the form of, the door handles, the hand basin, the print menu.

Use technology to truly provide a genuine retail experience, make it relaxed and user-friendly.



1 Aesop Emporium. Photographed by Dian McLeod.

2 Habbot. Designed by Mim Design. Photographed by Armelle Habib.

3 Earl Canteen. Designed by Russell & George. Photographed by Dianna Snape.

Captivating Charm Attention to Detail

It's all in the detail. Apply genuine architectural detail to every element. Consider natural timbers, stone, tiling and the clever composition of construction.

Use authentic materials in an innovative way, bravely twist and turn with freedom to challenge.

1 Greene St. Juice. Designed by Travis Walton. DSC 5881. Image source unknown.

2

4 Catfish. Designed by Russell & George. Photographed by Paul Martin.



Cannings Free Range Butchers- Melbourne. Image source unknown. 3

Captivating Charm Storytelling

Delight your customer with natural charm that may take the form of a hint of colour, flowers, a permanent visual merchandising fixture, or something bold that tells the story of your brand's history.

Make it a genuine hero and evoke emotion and feeling from a playful sense of humor.

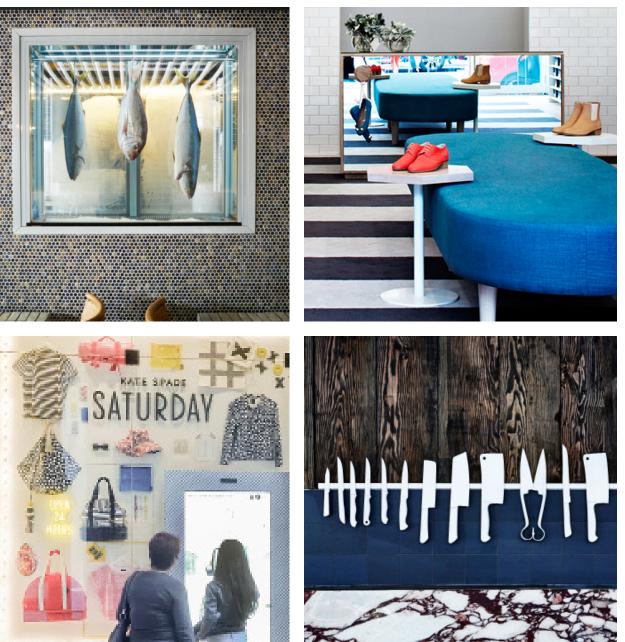


2 Habbot. Designed by Mim Design. Photographed by Armelle Habib.

3 Youth.

Kara.

1888 Certified. Designed by Tom Mark Henry. Photographed by Damian Bennett & 4 Rachel Kara.



Bold Expression

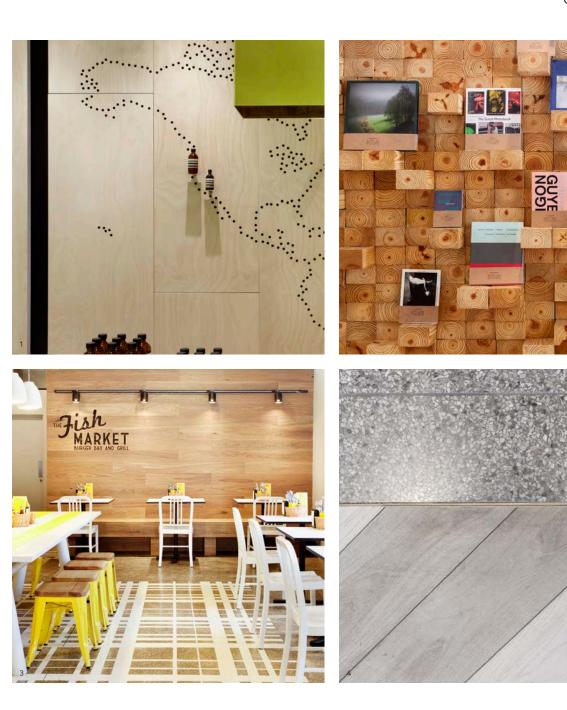
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Bold Expression Floors and Walls

Consider your walls, floors and ceiling together as a single composition.

Define areas of your store through the subtle use of colour, with various floor finishes creating focal points within the store.

Incorporate texture, a pattern, graphics, concealed lighting, detail and/or creative materials into wall surfaces to enhance product zones and grouping.



Aesop - Chatswood. Designed by Russell & George. Photographed by Dianna Snape. Savvy CBB - Liberia 1

²

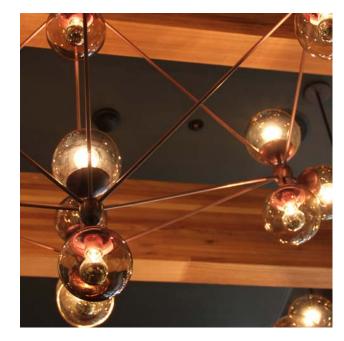
The Fish Market - Richmond. Designed by Calab. Photographed by Estelle Judah. 3

⁴ Aesop. Designed by Russell & George. Photographed by Dianna Snape.

Bold Expression Ceilings and Lighting

Be bright about light. Carefully consider the lighting and ceiling installations in your retail space and always consult the help of an expert.

Consider various ceiling heights, types and textures. Incorporate walls and screens, feature pendant lighting and product displays to create emotive interest and enhance focal points within the store.







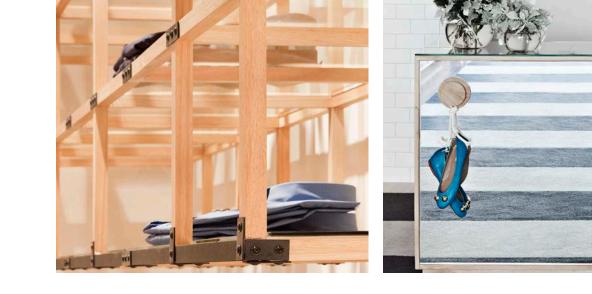


- 1
- Cotta. Designed by Mim Design. Photographed by Derek Swalwell. Joe Blac. Designed by Mim Design. Photographed by Shannon McGrath. Gochi. Designed by Mim Design. Photographed by Shannon McGrath. 2
- 3
- Duck Republic II. Designed by Tom Mark Henry. Photographed by Damian Bennett & 4 Rachel Kara.

Bold Expression Fixtures and Furnishing

Incorporate custom-made fixtures as points of engagement that compliment your design concept and celebrate the finer detail..

These genuine pieces of tactility and intrigue could take the form of a chair, a point of sale, a piece of history and/or a well crafted merchandising feature.



- 1
- . Capsule. Designed by ProSpace Design. Photographed by Dian McLeod. St.Judes Cellars. Designed by Russell & George. Photographed by Dianna Snape. Joe Black, Designed by Mim design. Photographed by Shannon McGrath. 2
- 3

4 Habbot. Designed by Mim Design. Photographed by Armelle Habib.

Bold Expression Visual Merchandising

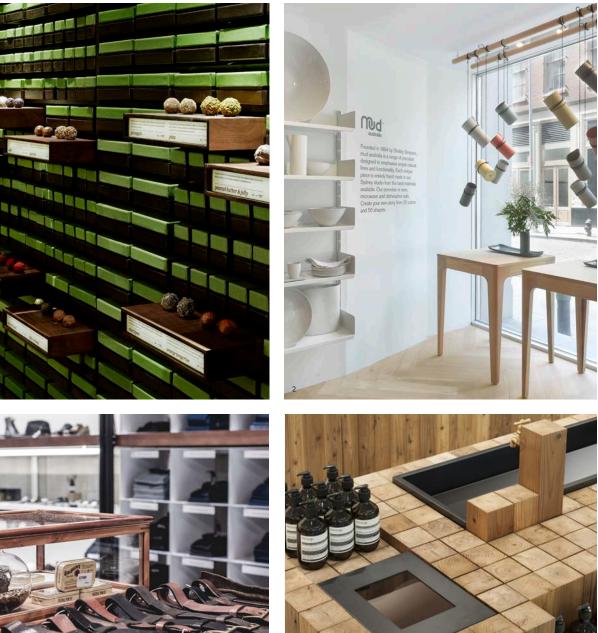
Connect with your customer on a personal level with visual merchandising that helps to tell your story.

Add personality and that sense of humor to window displays. This may take the form of hero areas, trial stations and points of engagement to create proud and memorable talking points.



²

4 Aesop Osaka. Designed by Torafu Architects.



1

³ Dr Denim Jeans Maker. Photographed by Dian McLeod.

The Entrance

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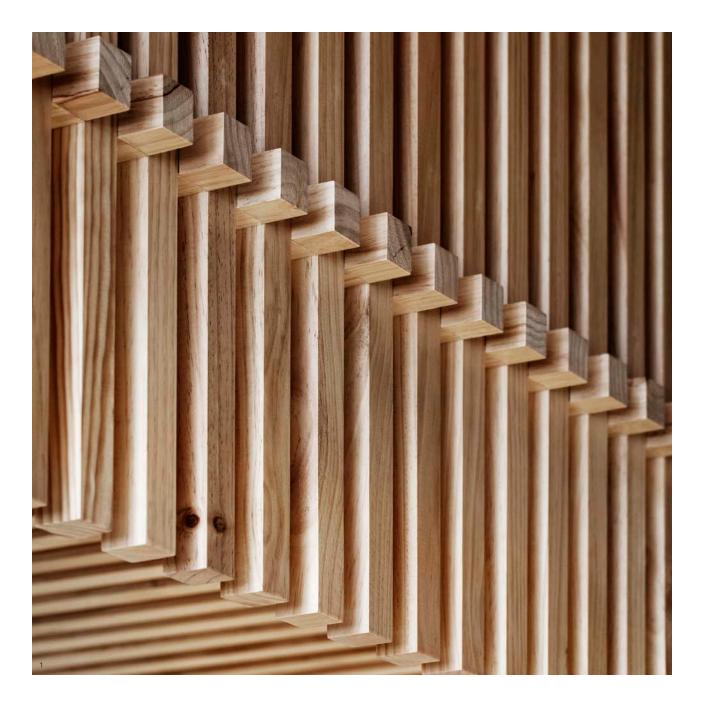
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The Entrance

First impressions count. Make the entrance to your space a bold, charming, genuine representation of your brand.

Consider form and materiality with an attention to detail that engages through storytelling and visual merchandising.

Capture attention to fuel an emotive response that draws your customer onto and through your space.



Cannings Free Range Butchers. Designed by Fiona Lynch. Photographed by Sharyn
Cairns.

Fashion Collective Classic and Contemporary

Classic and Contemporary fashion strikes the perfect balance between modern edge and old world charm.

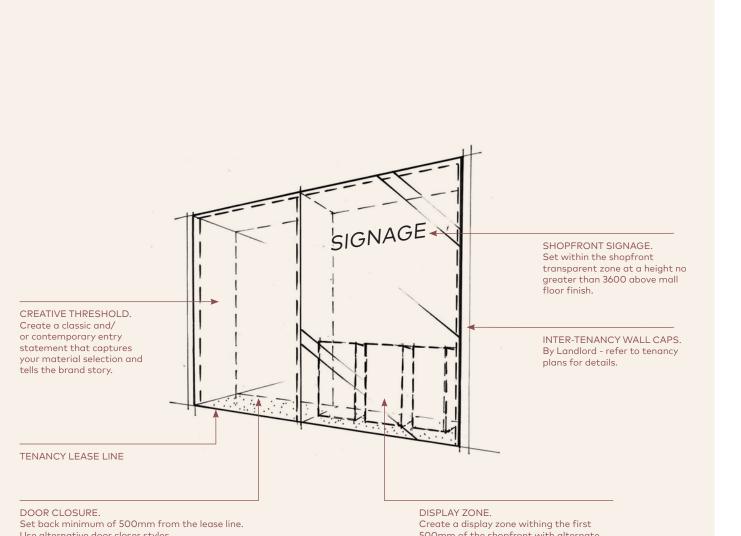
Genuine and authentic statements start from the mall and may take the form of a framed window, an inviting entry, a natural material and/ or a delightful detail that will evoke emotion and feeling within your customer.



Nicola Waite - Emporium. Photographed by Dian Mcleod.
 Visual Mass - Singapore. Identity by Bravo Company. Photographed by Jerial Tan

Visual Mass - Singapore. Identity by Bravo Company. Photographed by Jerial Tar
 Godwin Charli- Emporium. Designed by Colab. Photographed by Chritine Wood

Little Tokyo - Sydney. Designed by Studio MKZ.



Fashion Collective Classic and Contemporary Diagram

- Embellish and articulate a clear entrance zone with doors that run from the floor to the underside of the mall ceiling.
- Use authentic materials, natural stone, glass, brass/copper and solid timbers.
- Main sign with a maximum height . of 400mm.
- Detail a 20x20mm reverse angle shadow-line between tenant and landlords solid finishes.
- · Refer to tenancy plans for additional tenancy specific details.

Use alternative door closer styles. Pivot, bifold (with a minimal panel width of 600mm), sliding or swing doors.

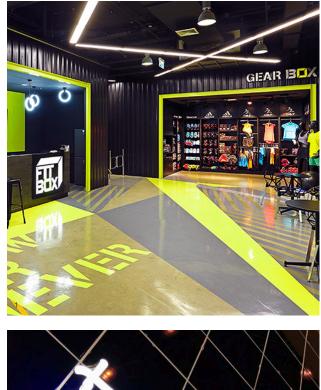
500mm of the shopfront with alternate finish or plinth to accentuate displays.

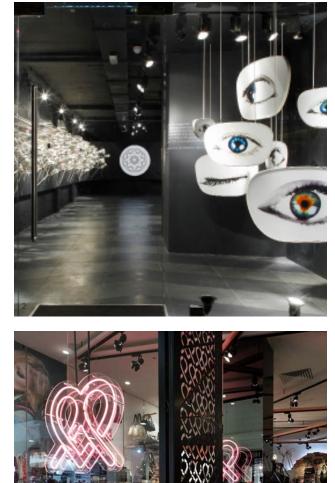
Fashion Collective Youth Urban

Youth Urban evokes a confidence, a sense of play and feeling of unbounded freedom.

Through innovative materials and technologies, excite and challenge an interactive physical engagement with your brand.

Be creative and create memories. This may take the form of an artistic window display, a pop of colour and/or a tactile touch point that can be photographed and shared on social media to a wider audience.

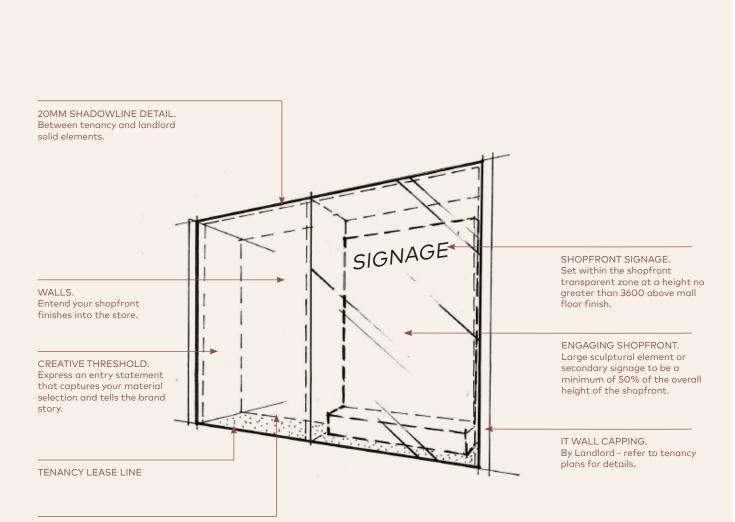




- 1 FitBox. Designed by Whitespace Co. Ltd. Photographed by Fitbox.
- 2 Kirk Originals Eyewear London.
- 3 Tank Emporium. Designed by Colab. Photographed by Dian McLeod.



⁴ Fiorelli - Designed by Moth Design. Photographed by Albert Comper.



DOOR CLOSURE.

Set back minimum of 500mm from the lease line. Use alternative door closer styles. Pivot, bifold (with a minimal panel width of 600mm), sliding or swing doors.

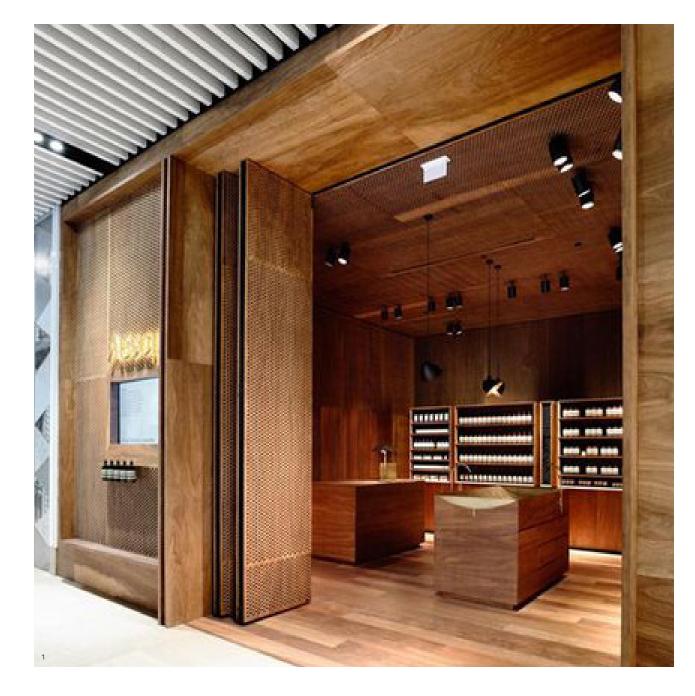
Fashion Collective Youth Urban Diagram

- Establish a clear entrance zone with doors that run from floor to the underside of the mall ceiling.
- Use large, bold, expressive, vibrant statements and alternate materials to capture and entice; neon, glass, natural timbers and composite materials.
- Main sign with a maximum height of 400mm.
- Detail a 20x20mm reverse angle shadow-line between tenant and landlords solid finishes.
- Refer to tenancy plans for additional tenancy specific details.

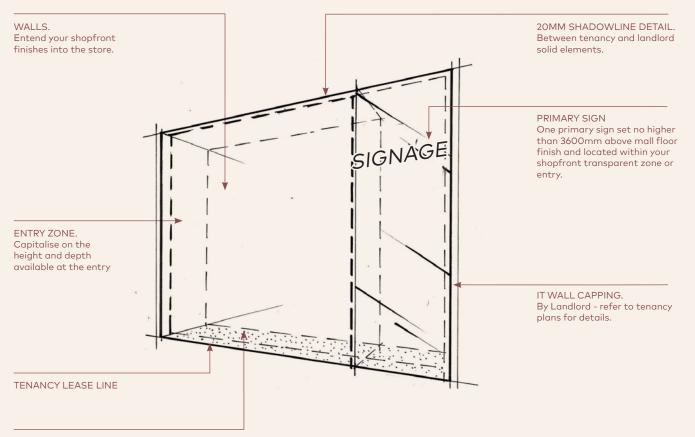
Fashion Collective General Merchandise

General merchandise speaks to your brand individuality expressed through raw quality of materials

Wider and clearer entry statements open your store visually, creating a snapshot experience upon entry that easily guide your customer along their retail journey.



Aesop - Emporium. Photographed by Dian McLeod.



Fashion Collective General Merchandise Diagram

- Establish a clear entrance zone which can be open and include a glazed or transparent screen.
- Main sign with a maximum height of 500mm.
- Create texture and layering when • the extent of solid finish is greater than 2x2m.
- Detail a 20x20mm reverse angle shadow-line between tenant and landlords solid finishes.
- Refer to tenancy plans for • additional tenancy specific details.

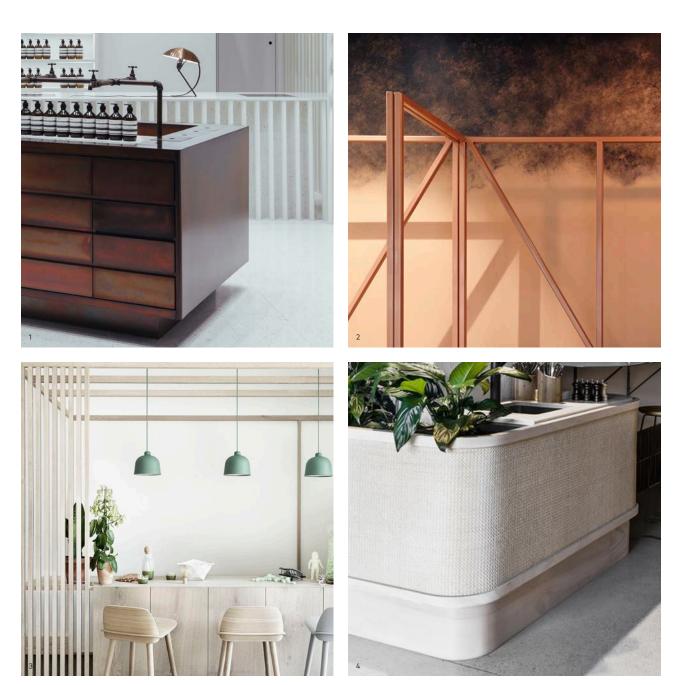
DOOR CLOSURE. Set back minimum of 500mm from the lease line. Roller shutters and dynamic doors to be powder coated to match surrounding, with shutter guides to

Fashion Collective Kiosks

Kiosks are visual touch-points adding a vibrancy and variety to the retail experience.

Through a hierarchy of display units, encourage interaction and engagement with an inviting entry.

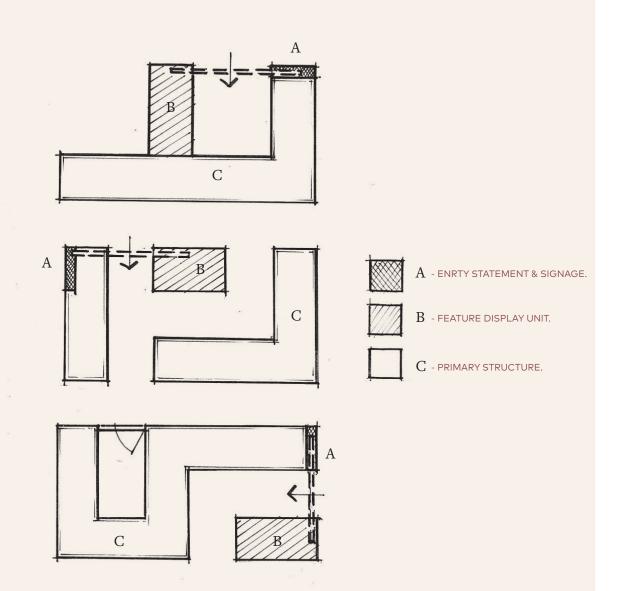
Through the composition of authentic materials, genuine detailing and considered space-planning, a 360 degree experience awaits your customer.



Koko Black - Brisbane. Designed by Russell & George. Photgraphed by Scott Burrows.
 Dinsen Showroom.

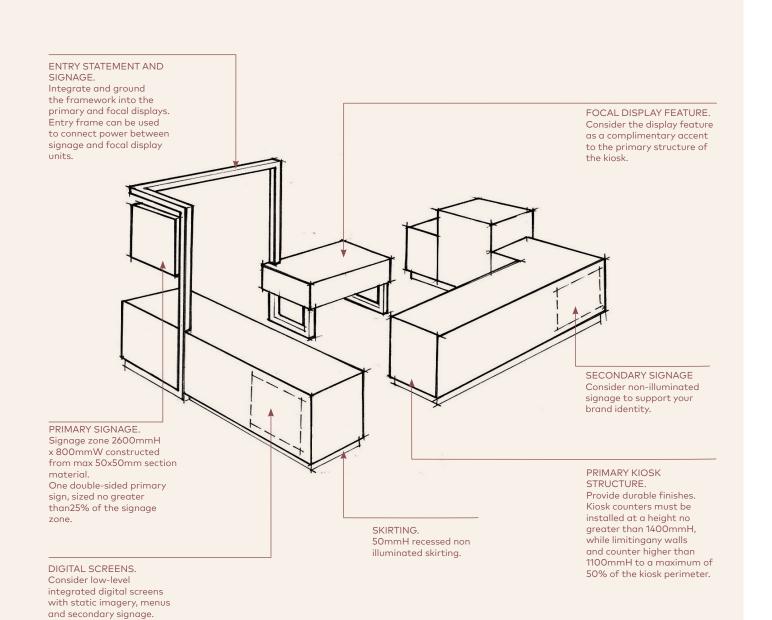
¹ Aesop - KLCC. Designed by Russell & George. Photographed by Iz Mady & Elaine Yuen - Funkydali

⁴ Poacher & Hound. Designed by Sin Jen Architects.



Fashion Collective Kiosk Diagram

- Connect your free standing feature display unit to that of your primary structure through your entry statement.
- Invest in durable, natural materials that align with the authenticity of your brand.
- Provide one principal formed letter sign within the frame to a maximum height of 500mm.
- Refer to tenancy plans for additional tenancy specific details.



Fashion Collective Kiosk Diagram

- Connect your free standing feature display unit to that of your primary structure through your entry statement.
- Invest in durable, natural materials that align with the authenticity of your brand.
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The Market Room

Within Grand Central lies a destination set to delight and excite the local community.

The Market Room conveys a traditional architectural charm with contemporary sophistication that showcases an energy and vitality in partnership in delivering the freshest paddock-to-plate attitude.



1 Mejico Restaurant - Sydney. Designed by Juicy Design.

Photographed by Louis Brumble. Image source unknown. 2

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28

1888 Certified. Designed by Tom Mark Henry. Photographed by Damian Bennett & 4 Rachel Karra.

The Market Room High Street

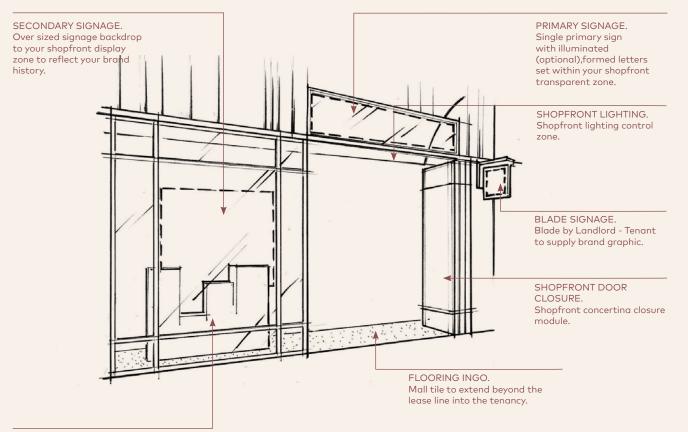
High Street showcases individuality and innovation through unexpected and intriguing design.

Add an oversized signage backdrop to your shopfront display zone that playfully adds to the story telling of your brand.

Be creative when expressing your personality and delight your customer with a permanent visual merchandising statement within the shopfront display zone.



 ¹ Olga Berg. Designed by Mim Design. Photographed by Armelle Habib.



DISPLAY ZONE. Consider varying display heights of bespoke fixtures.

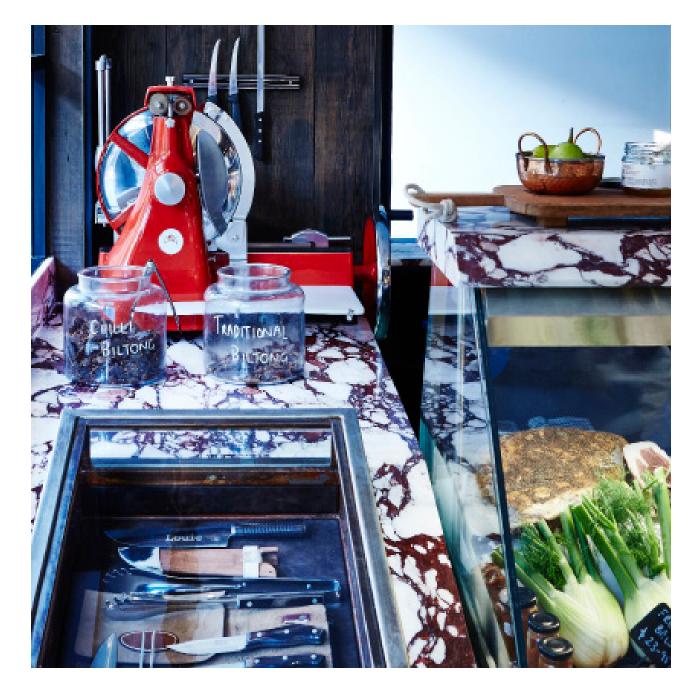
Market Room High Street Diagram

- Add an oversized signage backdrop to your shopfront display zone which reflects your brand history, charm and mark of quality. Set back from glazing a minimum of 600mm to allow for product to be displayed within the shopfront control zone..
- Add your brand stamp to the lessor's signage zone and blade sign.
- Consider varying display heights of bespoke furniture to offer natural and tactile touch-points.
- Engage a Visual Merchandiser to bring out the best of your brand message.
- Refer to tenancy plans for additional tenancy specific details.

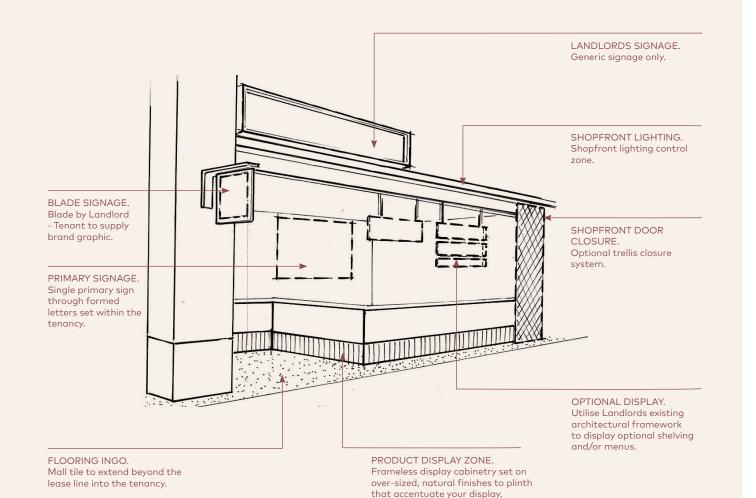
The Market Room Fresh Food

The fresh food market room brings the farm to the table, as we celebrate freshness and abundance.

Consider the theatrical views through to prep, back-of-house and storage areas that accentuate your honesty and attention to detail.



^{1 1888} Certified. Designed by Tom Mark Henry. Photographed by Damian Bennett and Rachel Kara..



Market Room Fresh Food Diagram

- Offer at least one point of entry in your shopfront to welcome your customer into the space and engage staff, seating areas and supporting product.
- Be sure to permit views through to your store by restricting front counter displays to a maximum of 1400mmH.
- Utilise the entry display rail to showcase your menu or your supplementary product lines.
- Add your brand stamp to the lessor's signage zone and blade sign.
- Refer to the tenancy plan for customised detailing of lessor's ceiling zone, floor entry zone, counter skirting, shopfront, signage and seating areas.
- If your store requires closure, refer to the tenancy plans for details of the optional trellis closure system.

The Market Room Kiosks

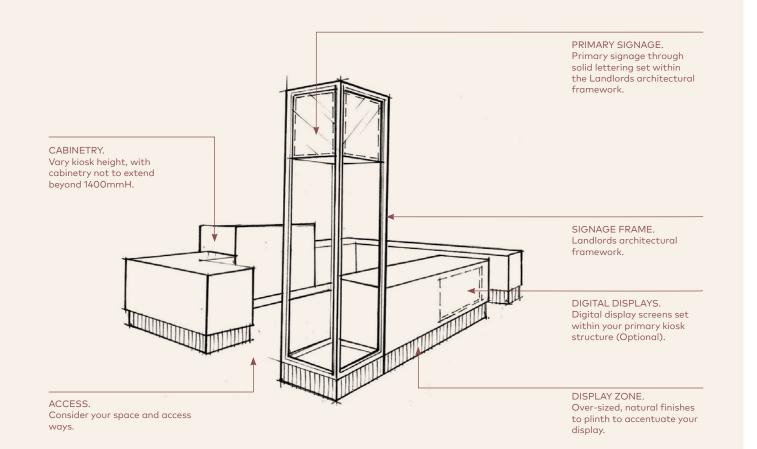
Kiosks maximise their small space by creating vibrant, visual touch-points that add variety to the retail experience.

Your product is your brand identity. Display it with controlled abundance to captivate your customer and draw them in.

Enhance the customer experience with a welcoming entry statement and 360 degree engagement that allows you to continue your brand story.



¹ Aesop. Designed by Russell & George. Photographed by Dianna Snape.



Market Room Kiosks Diagram

- Offer at least one point of entry in your shopfront to welcome your customer into the space and engage staff, seating areas and supporting product.
- Be sure to permit views through to your store by restricting front counter displays to a maximum of 1400mmH.
- Utilise the entry display rail to showcase your menu or your supplementary product lines.
- Add your brand stamp to the lessor's signage zone and blade sign.
- Refer to the tenancy plan for customised detailing of lessor's ceiling zone, floor entry zone, counter skirting, shopfront, signage and seating areas.
- If your store requires closure, refer to the tenancy plans for details of the optional trellis closure system.

The Market Room Fresh Food Kiosk

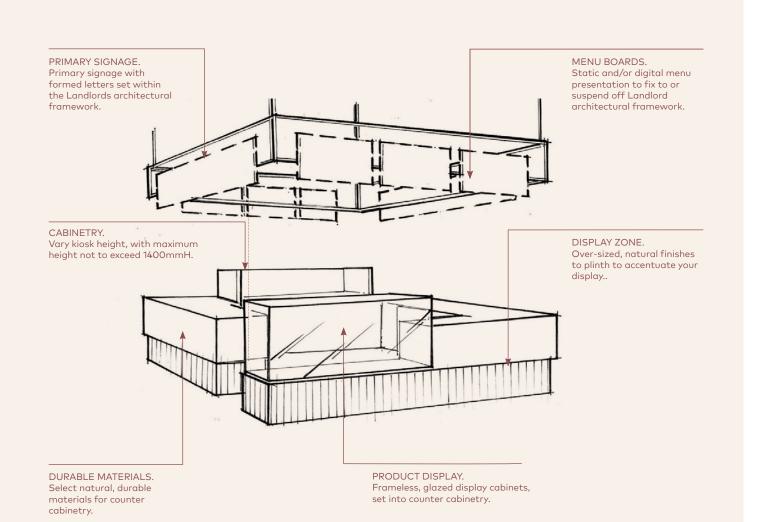
Kiosks maximise their small space by creating expressive food theatre that hero fine artisan skills and quality, elevating authenticity and story.

Fresh produce should be at the heart of the design. Always consider the end user and the food displays, but remain innovative and quirky.

Let your brand tell your story to create memories and talking points for around the dinner table.



Formaggi Ocello. Photographed by Xiachan Shen.



Market Room Fresh Food Kiosk Diagram

- Your product is your brand identity, display it with controlled abundance to captivate your audience and draw them in.
- Consider natural tones and an earthy palette to align with the market Room design strategy and set your merchandise off against a balanced backdrop.
- Utilise the signage frame for your primary signage and menu display.
- Attention should be given to access ways and swing doors, service points, browsing, queuing, through the planning process.
- All internal cabinetry and surfaces are to be single blocked colour.
- Refer to your tenancy plan for customised detailing of Landlords signage zones, lighting, seating areas and other building elements.

Market Room Laneway (Duggan Lane)

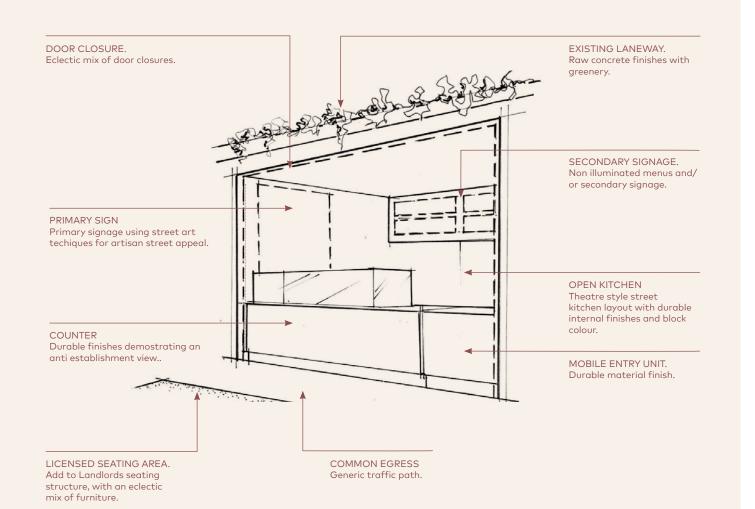
Laneway dining offers an opportunity for creative flair from the outside..

True to the local culture Laneway tenancy's are reflective of the local artisan culture.

Free of the constraints of the Landlords normal fitout guidelines, Laneway installations are quirky, colourful and fun, utilising used and often 2nd hand materials alongside more complaint durable finishes, the fitouts should be seen more as an installation, than a fitout.



1 The Leroy Sushi. Design by Studio Arkitekter.



Market Room Laneway (Duggan Lane) Diagram

- Urban Street food with a quirky expression.
- Simple door closures, with graffiti style signage reminiscent of local Laneway culture.
- Creative material selection, durable finishes and 2nd hand materials to demonstrate an antiestablishment view.
- Secondary signage and hand written eclectic menus and ticketing maintain a simple freshness.
- Refer to your tenancy plan for customised detailing of Landlords signage zones, lighting, seating areas and other building elements.

The Share Table

Introducing destination centered culinary excellence. Warm hospitality is the draw card, revealing a stable of premium offerings that emphasise local produce, global street food and the paddock-to-plate philosophy.

A place where foodists of all walks, including local growers, chefs and home cooks alike - celebrate a love for cooking, eating and providence.



 ¹⁸⁸⁸ Certified. Designed by Tom Mark Henry. Photographed by Damian Bennett and Rachel Kara..

The Share Table Restaurants

Restaurant dining is a polished package that exudes sophistication and charm.

Make a statement and create a shopfront with equal parts confidence and authentic charm that holds true to both your brand and your customer.

Encourage an emotive connection by bringing the inside out, in a creative ways that provide outward facing displays and activation with bespoke furniture and seating up to the lease line and licensed seating area beyond.







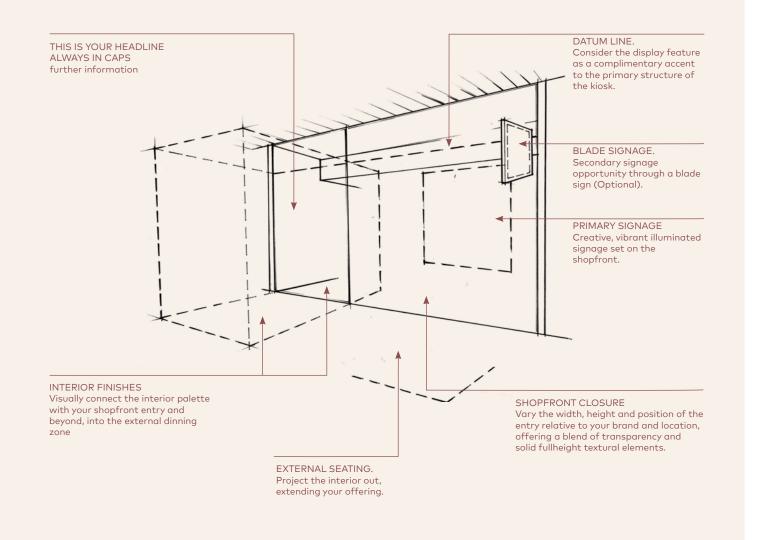


- 1 Bills. Designed by Russell & George. Photographed by Dianna Snape. Cotta. Designed by Mim Design. Photographed by Derek Swalwill.
- 2
- 3 Cotta. Designed by Mim Design. Photographed by Derek Swalwill.

⁴ Gochi. Designed by Mim Design. Photographed by Shannon McGrath.



- Provide outward facing displays and activation and ensure a 50% transparency into the space.
- Durable neutral palettes that allow for vibrant and engaging signage to dominate your story.
- Creative internal finishes and detailed ceiling features cement authenticity.
- Refer to your tenancy plan for customised detailing of Landlords signage zones, lighting, seating areas and other building elements.



The Share Table Fast and Fresh

Fast and fresh dining is about down-to-earth eats with a contemporary edge.

Open kitchens provide theatre and showcase local produce, cook to order, fast and fresh.

Consider the allure of an engaging "High Street", the colour and finish of each shopfront, the detail of the door and the sense that the tables and chairs on the pavement belong there, adding charm at first glance with an encouragement to dwell.



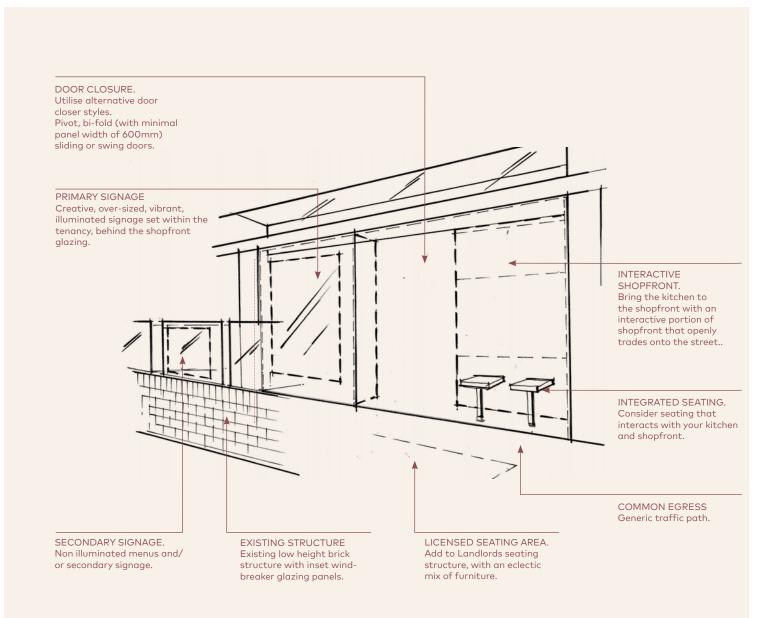


¹ Jimmy Grants. Designed by Techne Architects. Photographed by Tom Blatchford.

² Ladro restaurant. Melbourne.

³ Ruben Hills Cafe.

⁴ Albatross Delirio. Designed by Savy Studio.



The Share Table Fast and Fresh Diagram

- High Street influences that capture the senses and evoke emotive responses.
- Oversized, vibrant signage/graphic within the shopfront space to create interest and a focal point to your brand enhancing the dining experience.
- Creative internal finishes and detailed ceiling features cement authenticity.
- Refer to your tenancy plan for customised detailing of Landlords signage zones, lighting, seating areas and other building elements.

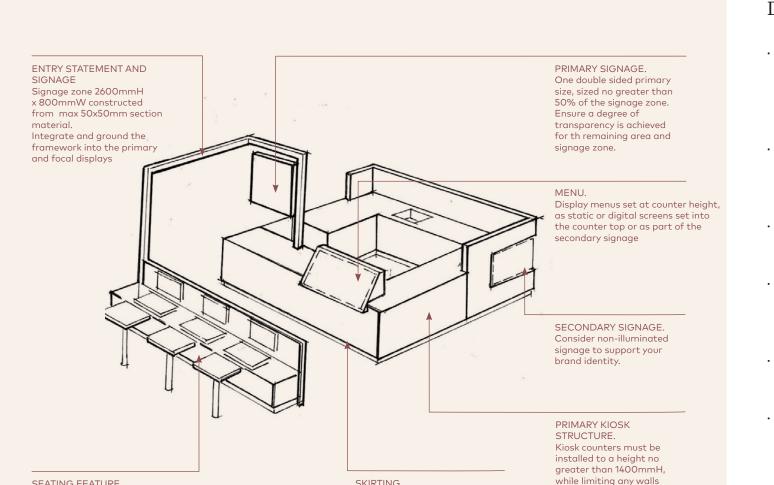
The Share Table Food Kiosk

Celebrate your kiosk by including engaging, functional display units, considered detailing and specific finishes that are in context with both your brand and the aesthetic fabric of the surroundings.

Consider the layout from a 360 degree view to strengthen your presence in the Centre to solicit an emotive response that effortlessly and seamlessly draws your customer in.



1 T2B GVB. Designed by Landini



The Share Table Food Kiosk Diagram

- Connect your free standing focal display feature to that of the primary kiosk structure through your entry statement frame.
- Invest in a durable, natural materials that align with the authenticity of your brand.
- All internal cabinetry and surfaces are to be single blocked colour.
- Provide one principal formed letter sign within the frame to a maximum of 500mm.
- Static and/or digital menus are to be installed at counter level.
- Refer to your tenancy plan for additional tenancy specific details.

SEATING FEATURE. Entry frame can be used to connect both services and primary kiosk to your seating to create a unity of form.

SKIRTING. 50mmH recessed, non-illuminated plinth.

and counter higher than

1100mmH to a maximum of

50% of the kiosk perimeter.

QIC

The Share Table Food Court

Captivate your customers' attention with a tantalizing food display that brings the food towards the customer.

Through delightful details, textures and bold displays of a colourful material palette, define your brand and through the theatre of an open kitchen, deliver your story.

Primo Cafe Bar. Designed by Dital Architects. Photographed by Martin Baitinger.

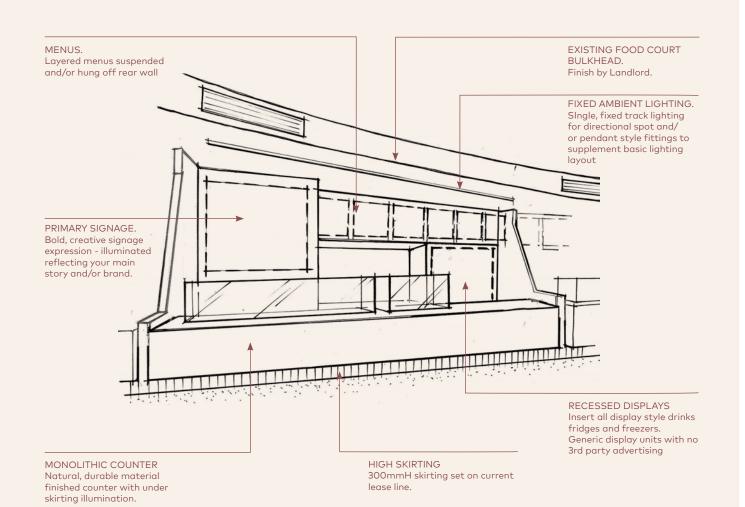




² Rice Works - Emporium. Photographed by Dian McLeod.

³ Drop Coffee Roasters. Image supplied by POD.

⁴ Sumo Salad - MLC Centre. Designed by Giant. Photographed by Andrew Worsam.



The Share Table Food Court Diagram

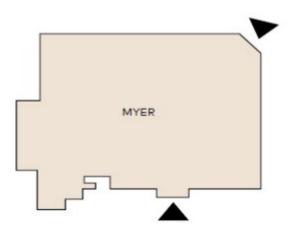
- Clean lined, monolithic counters of natural materials, floating 300mm above the floor and 150mm out from the lease line.
- Solid timbers, vitrified tiles, natural or reconstituted stone, solid surface, quality materials and concrete.
- Exaggerated, vibrant signage and strong visual branding create your story alongside digital or printed menu styles, suspended from or hung in front of a textured rear wall to create visual depth.
- Refer to your tenancy plan for additional tenancy specific details.

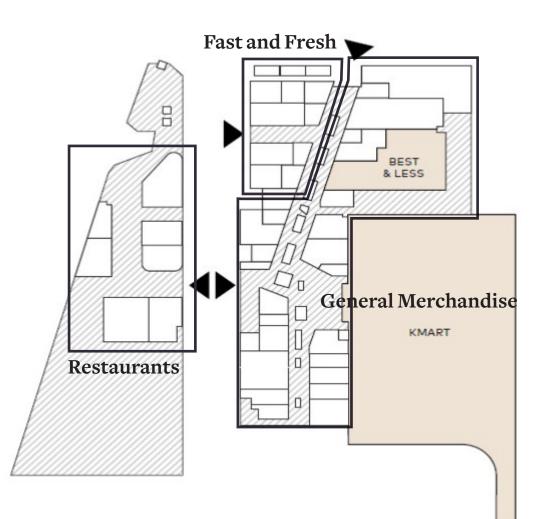
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Floor Plan

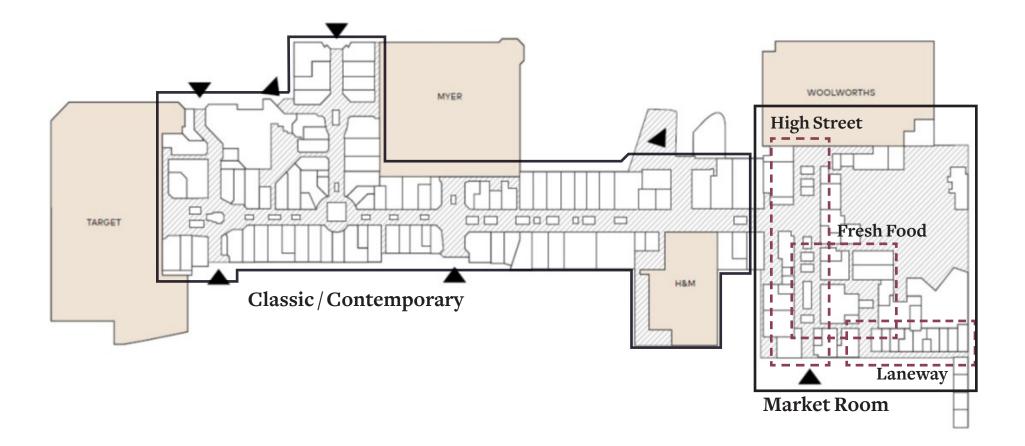
Level 1 - Share Table & General Merchandise.



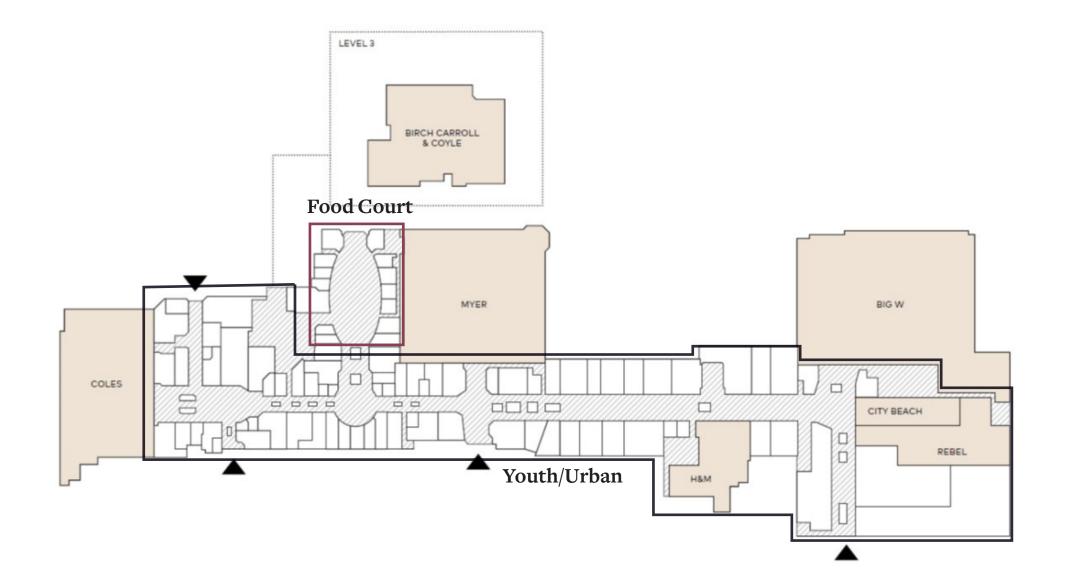


Floor Plan

Level 2 - Classic / Contemporary & Market Room.



Floor Plan Level 3 - Youth / Urban & Share Table.



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