

Pacific Epping

Design Guidelines

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Pacific Epping

Our Vision 04
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The Centre 06

“The heart of Epping embracing cultural diversity, providing the social, dining and entertainment hub for the community” .

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 deficit.

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



Image caption

Placemaker

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Be a Placemaker for your brand, create a store that is a cornerstone within the centre.

Placemaker Graphics

Be a Placemaker by incorporating Graphics to enhance your brand.

A graphic installation should grab the attention of the customer and give them a reason to journey to your store. Create place by using a graphic installation which catches sight lines from the mall. Use bold, eye-catching dimensional graphics to lure the customer in.

Your graphic installation should be a minimum of 1 graphic within your shopfront zone. It could also incorporate technology - providing connectivity between your shopfront, ceiling, floor or wall and extend into your store.



Placemaker Planning

Be a Placemaker through store planning and introduce a feature element to assist the customer to navigate your store.

Your feature element will be monolithic in colour or materiality of finish. This feature element should draw the customer to key products as part of the journey the customer takes within your store. It should sit within the first 3 metres of your store layout.

Your feature element should also respond to the graphic installation.



- 1 Maison Kitsune, New York. Designer - Mathieu Lehannuer. Image Credit: Caro Communications
- 2 Camper, Malaga. Designer - Oficina Penades. Image Credit: Jose Hevia
- 3 Dior Installation, Sydney. Designer - Est Ailes Interiors. Image Credit: Tom Ferguson

Craftsman

Materiality 14
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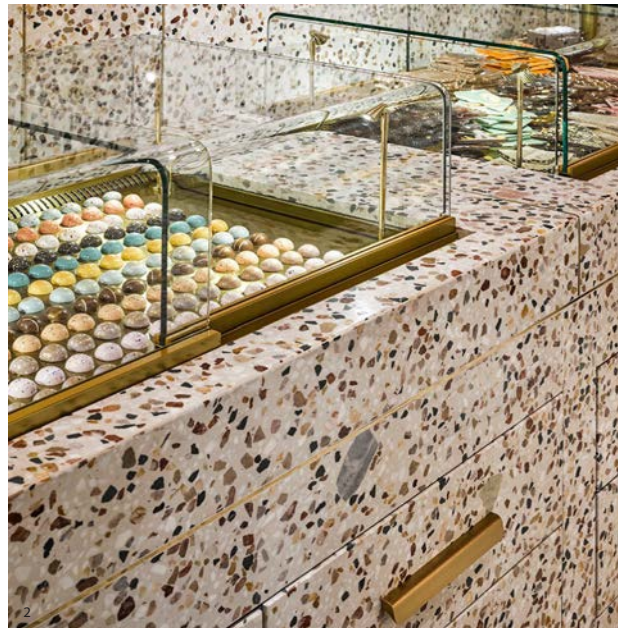
Be a Craftsman of your brand,
show quality and
consideration for your design.

Craftsman Materiality

Be a Craftsman and use robust and authentic materials to detail your store.

Use creative choices of material pairings to create your store interior. Include reflective finishes to your joinery and counters. Mirror, polished metal, tile or glass will further highlight your product and reflect key elements of your store interior. Your reflective finish can be on your counter but must be within the first 3 metres of your store design with preference to your store entry.

When crafting your joinery, ensure that all details have been resolved.



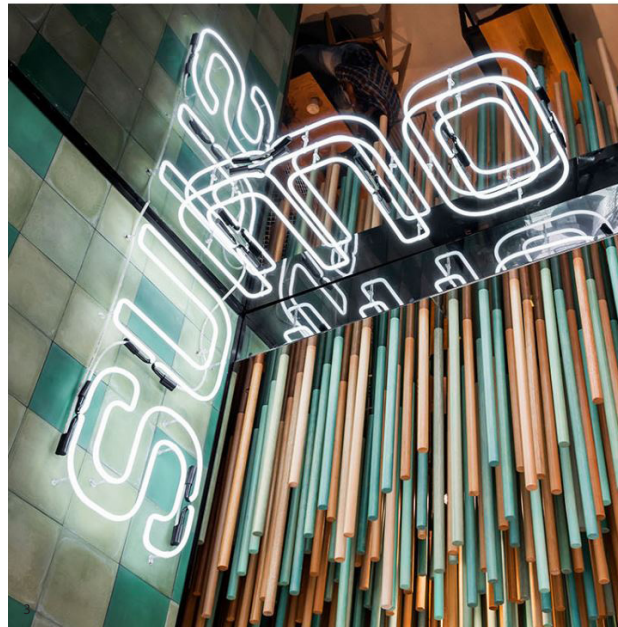
- 1 AESOP, Singapore. Designer - Snohetta. Image Credit: Wai Kay
- 2 Lisette, Turkey. Designer - Neowe. Image Credit: Ibrahim Ozbunar
- 3 Via Porta, Melbourne. Designer - Studio Esteta. Image Credit Sean Fennessy

Craftsman Ceiling

Be a Craftsman, sculpt your ceiling so it responds to the planning of your store interior.

Sculpt ceiling elements that speak to the placement of fixtures and fittings within your store. Junctions between ceilings and walls should create a ribbon around the edge of the ceiling.

The sculptured element should extend towards your store entry.



- 1 DIESEL, The Strand Sydney. Designer - Russell & George. Image Credit: Tyrone Branigan
- 2 Churuch Street Butcher, Melbourne. Designer - Ewert Leaf. Image Credit: Fiona Storey
- 3 Sumo Salad, Barangaroo Sydney. Designer - Giant Design. Image Credit: Giant Design
- 4 Hunan Slurp, New York. Designer Architect - New Practice Studio. Image Credit: Dezeen

Entertainer

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Technology 20

Be an Entertainer, captivate and hold the
customer's attention.

Entertainer Lighting

Be an Entertainer, celebrate your offer and entice interaction with your customer.

Illuminated focal points will provide a holding place for the customer to dwell. Include covered or reflected lighting within the product displays you have created.

Use feature lighting to draw the customer's eye to your Feature Element.



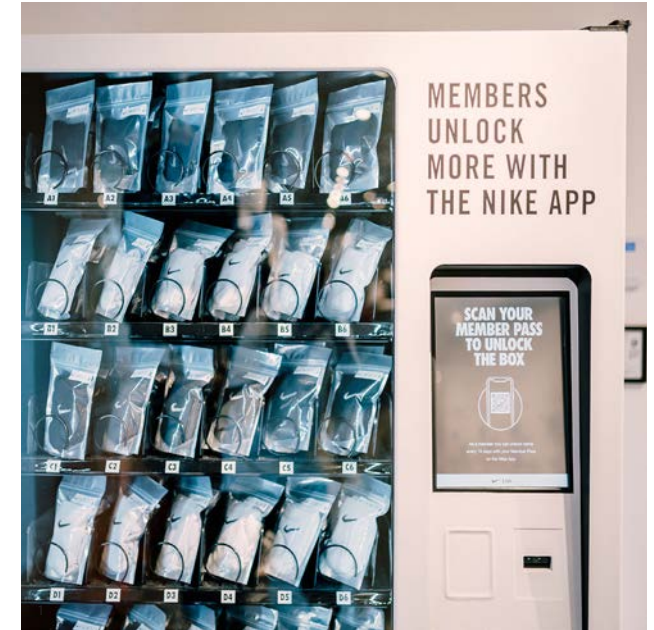
1 T2, Shoreditch London. Designer - Landini & Associates. Image Credit: Andrew Meredith
2 FitBox Gym, Bangkok Thailand. Designer - Whitespace Co. Image Credit: Unknown
3 Fone King, Westfield Bondi NSW. Architect - Snell Architects. Image Credit: Unknown
4 Sumo Salad, Barangaroo NSW. Designer - Giant Design. Image Credit: Giant Design

Entertainer Technology

Be an Entertainer, use technology to enthrall and entice the customer with your product offer.

Make the customer's experience memorable and enhance this with the use of digital touchpoints.

Through the smart use of technology the customer's experience with your product will not only entertain but will improve dwell time within your store.



1 Oakley Flagship, New York City. Designer - Valerio. Image Credit: Moment Factory
 2 Nike by Melrose, Los Angeles. Designer - Nike. Image Credit: Nike.com
 3 Bang & Olufsen, Tokyo. Designer - DDAA. Image Credit: URdesign

Space Specific Guides

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Internal

Design your store to become a cornerstone in the Centre. Highlight and take advantage of the available 4200mm shopfront height to celebrate your unique brand and product offer.



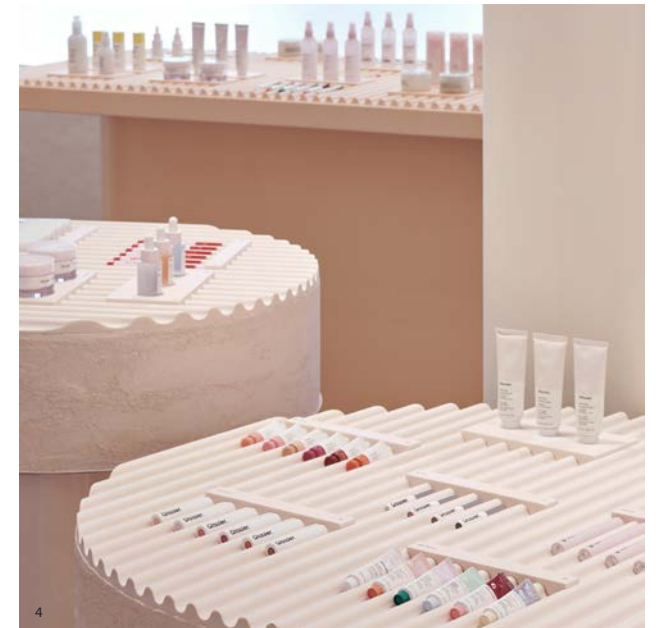
1



2



3



4

1 The Skin Boutique, Casey Central Melbourne. Designer - Pinto Tuncer. Image Credit: Pinto Tuncer.
 2 Fool's Gold, Brooklyn, NYC. Architect - Family New York. Image Credit: Dezeen
 3 AU 79, Melbourne. Designer - MIM Design. Image Credit: Peter Clark
 4 GlossierFlagship, Soho, NYC. Designer - Gachot Studios & PRO. Image Credit: Dezeen

Internal

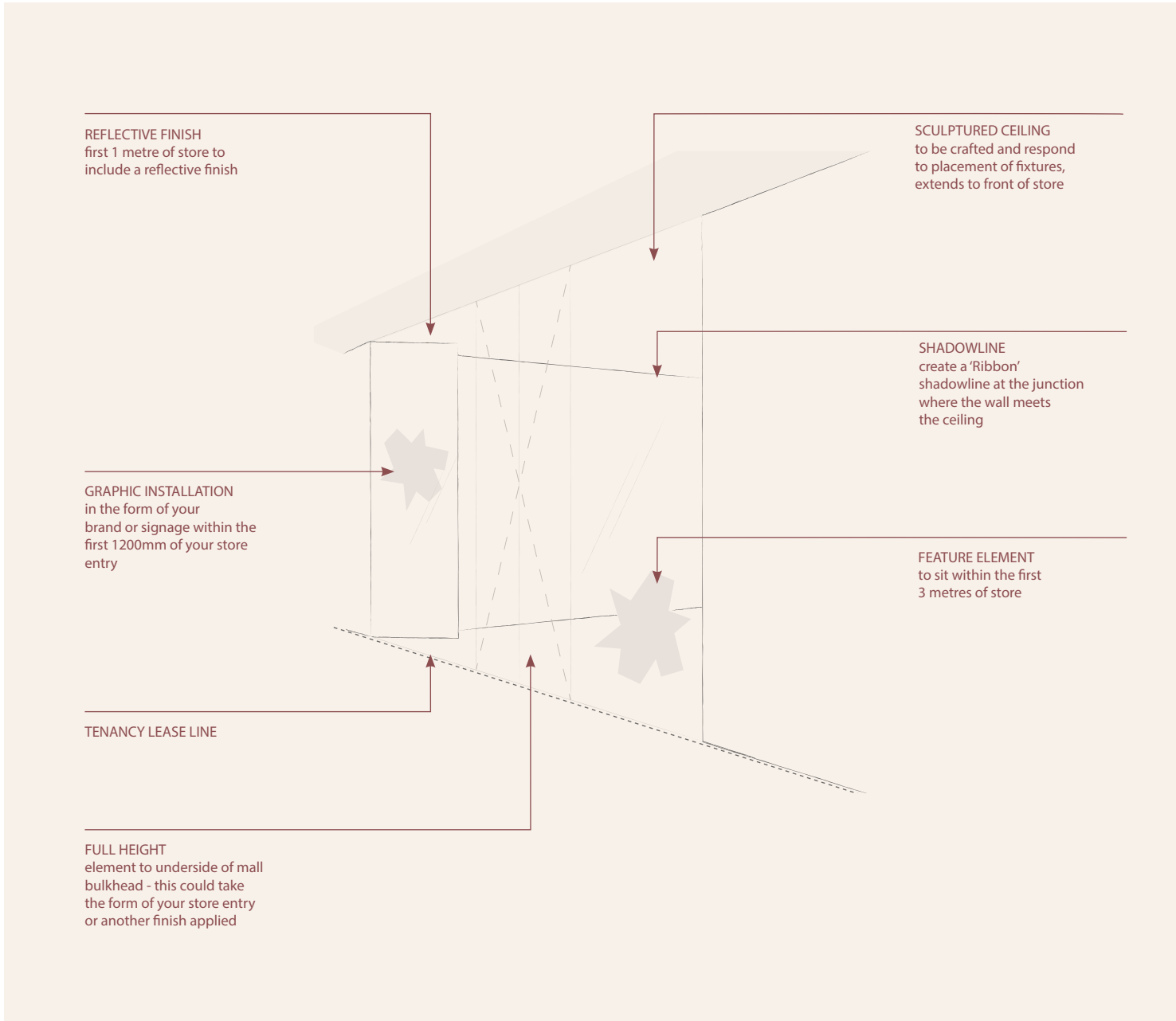
Your graphic installation will draw the customer into your store.

Consider;

- The placement of your feature element to assist with the planning of your store navigation
- Reflective finishes to key elements within your store interior;
- A ribbon edge around your ceiling can be one solution for your sculptural ceiling
- Your feature lighting should sit within the first 3 metres

Signage considerations:

- 1 x Primary sign on shopfront elevation maximum height 400mm;
- Secondary signage perpendicular to store entry.



Hunter & Gatherer

The hub of Pacific Epping is our Fresh Food Precinct - it is the engine room of the Centre. The display of your food is as enticing as its taste. Celebrate the product you are selling and bring your feature elements to the forefront where the customer can engage and be entertained by your fresh offer.



1 Honeder Bakery, Austria. Designer - March Gut. Image Credit: Deitmar Tollerian
2 T.O.M.S Organic Meats, Melbourne. Designer - Flack Studio. Image Credit: Sharyn Cairns
3 Andrews Meats, Grand Central, Toowoomba. Designer-Unknown. Image Credit: QIC

Hunter & Gatherer

The Hunter & Gatherer is a place to shop, socialise and eat. A place to connect as a community. The design of your store will link these elements together.

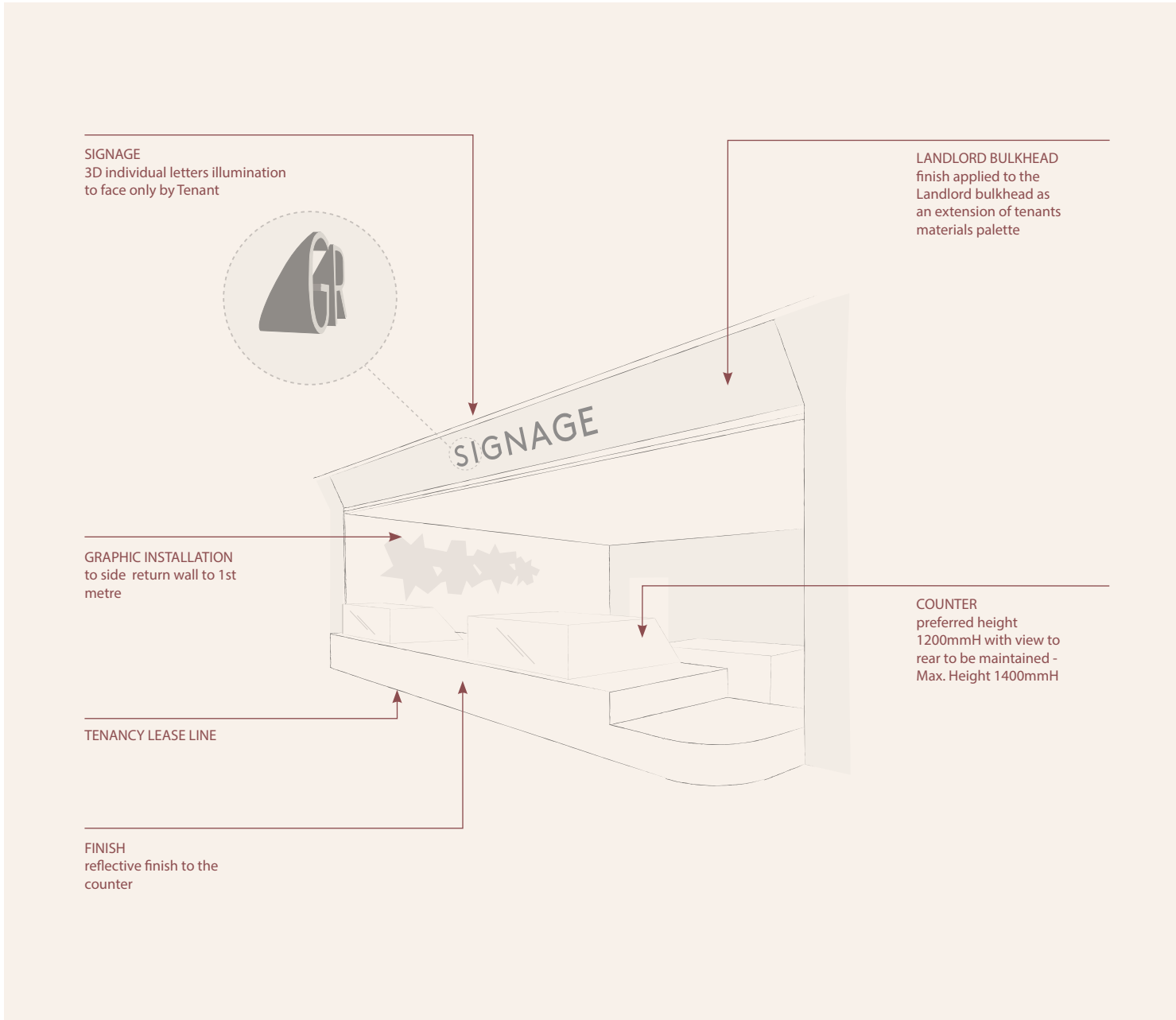


1 Project 281, Melbourne. Designer - Splinter Society. Image Credit:TomRoss
 2 Signage Detail. Image Credit: QIC
 3 Timber Structure Detail. Image Credit: QIC
 4 Mushroom Man, Prahran Markets Melbourne. Designer - Unknown. Image Credit: QIC

Hunter & Gatherer

Your product offer will entertain the customer with the theatre of how it is prepared and displayed.

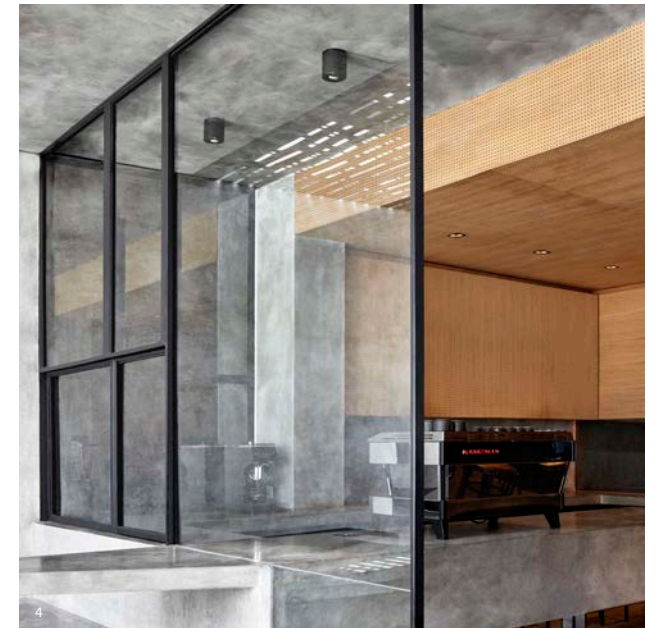
- A bold and dynamic graphic installation will become a static focal point - this could include the placement of menus;
- Your unique feature element will direct the customer's eye to your store; placement to sit within the counter line. If your store is a walk in solution, it would sit inside as part of your planning;
- Ensure your feature lighting located either on your wall or ceiling does not exceed 4000k colour temperature;
- Skirting to refrigerated display to be flush.



Urban Diner

The busy Urban Diner precinct is a place to enjoy, celebrate, gather and connect. We have created a true Town Square ambience.

The diverse mix of food on offer provides the customer with choice that is unique to Pacific Epping.



1 Love Fish, Barangaroo Sydney. Architect - Anthony Gill. Image Credit: Unknown
 2 Image Credit: Unknown
 3 Image Credit: Unknown
 4 Sibling Espresso, Seminyak, Bali. Designer - Travis Walton. Image Credit: Elisa Watson

Urban Diner

Your bespoke shop front design will incorporate clever seating zones, operable windows and entry statements which entice the customer into your restaurant.

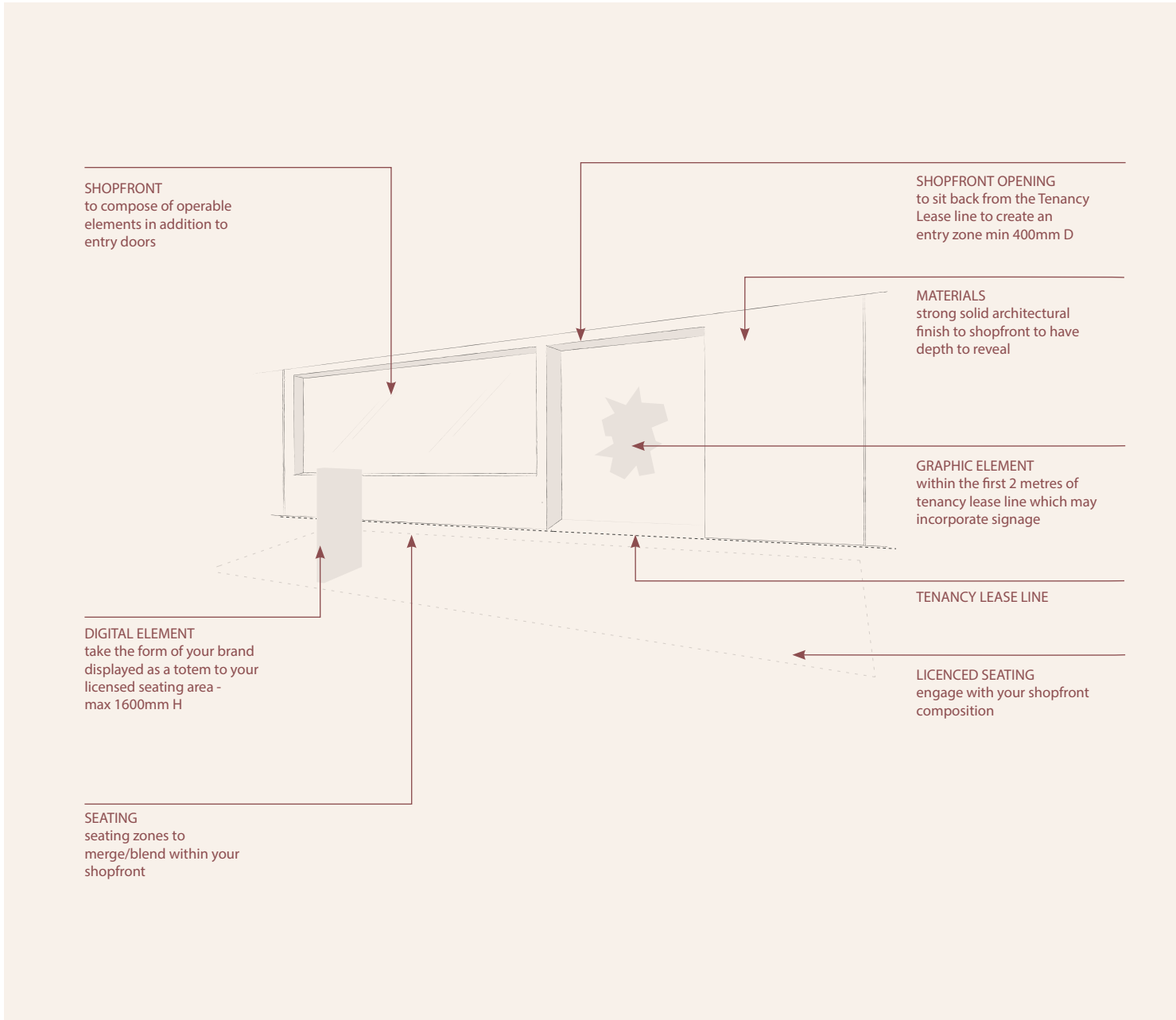


1 Cricketers Arms, Melbourne. Designer - Moth Design. Image Credit: The Photography Business
 2 Rollers Bakery, Manly, NSW. Architects - BJA. Image Credit: Behance
 3 Happy Palace, Melbourne. Designer - Moth Design. Image Credit: Albert Comper

Urban Diner

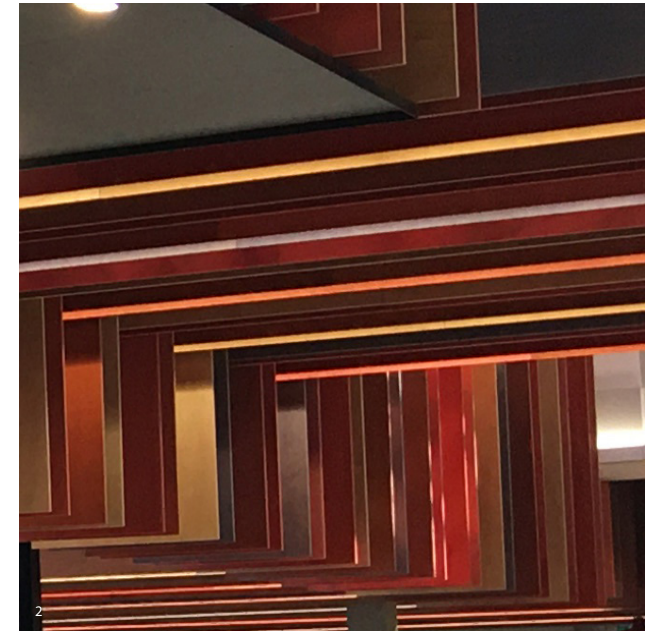
Urban Diner provides the opportunity to install your unique custom shop front.

- Your feature element within the restaurant will entice the customer into your store. Your key reflective finish will form part of this piece;
- Feature lighting will link elements within the front of house dining space. Pull back sections of your crafted ceiling which will house the lighting. The theatre of your lighting will further entice customers;
- Plan your licensed seating area to intersect with your shop front, these elements are an integral part of the final design outcome.



Food Courts

The vibrant Food Courts are the place to refuel or replenish your catering needs. Entertain the customer with your offer, present your food in a way the customer will know this is the place to come for crafted goodness.



- 1 Milk Train, London. Designer - Form Room. Image Credit: Paul Lewis
- 2 Epping Food Court Ceiling Detail, Pacific Epping. Designer - MGS Architects. Image Credit: QIC
- 3 Chinta Ria Soul, The Glen, Melbourne. Designer - Wall Architects. Image Credit: Emily Bartlett
- 4 Via porta, Melbourne. Designer - Studio Esteta. Image Credit: Sean Fennessy

Food Courts

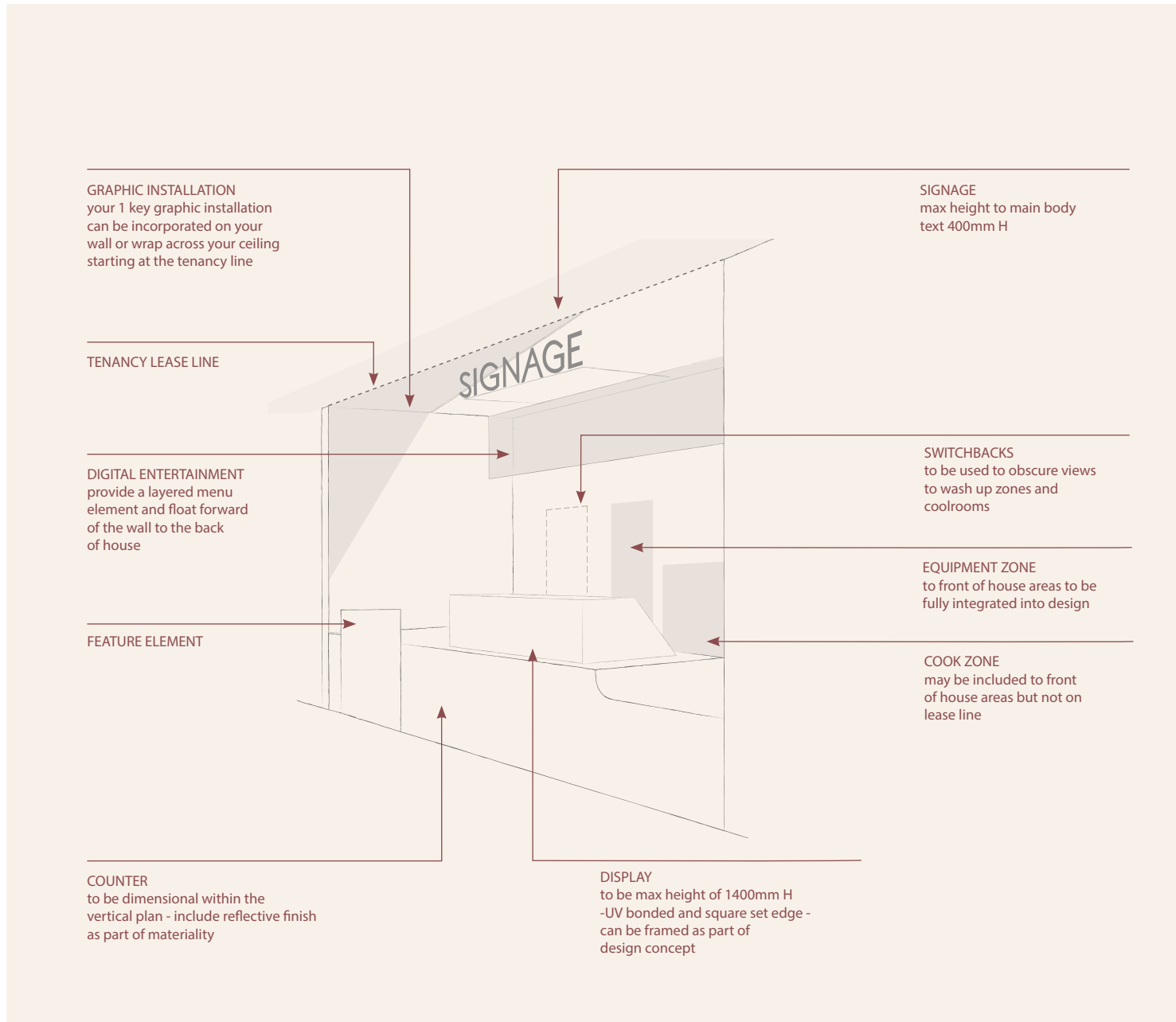
The envelope of the open shop front for your food tenancy provides the opportunity to display your brand not just vertically but also to your ceiling.

By sculpting your ceiling, return it down your wall, and wrap selected key finishes back to datum lines. Feature lighting to be located within the wall or ceiling plan.

How the customer orders and then receives their food must be resolved so that queuing is managed. Your **feature element** can be used to draw the customer and should attach to your counter.

The theatre of your food preparation will entertain the customer but be sure that the storage wash zones are excluded from this zone.

- Your **feature element** will integrate condiment holders as part of your crafted counter.



External

A dedicated services street surrounds the perimeter of Pacific Epping. Embrace the base building elements that form the core of your shop front. Integrate your new store design and respond to the visual cues available such as signage, datum lines and entry points into your store.



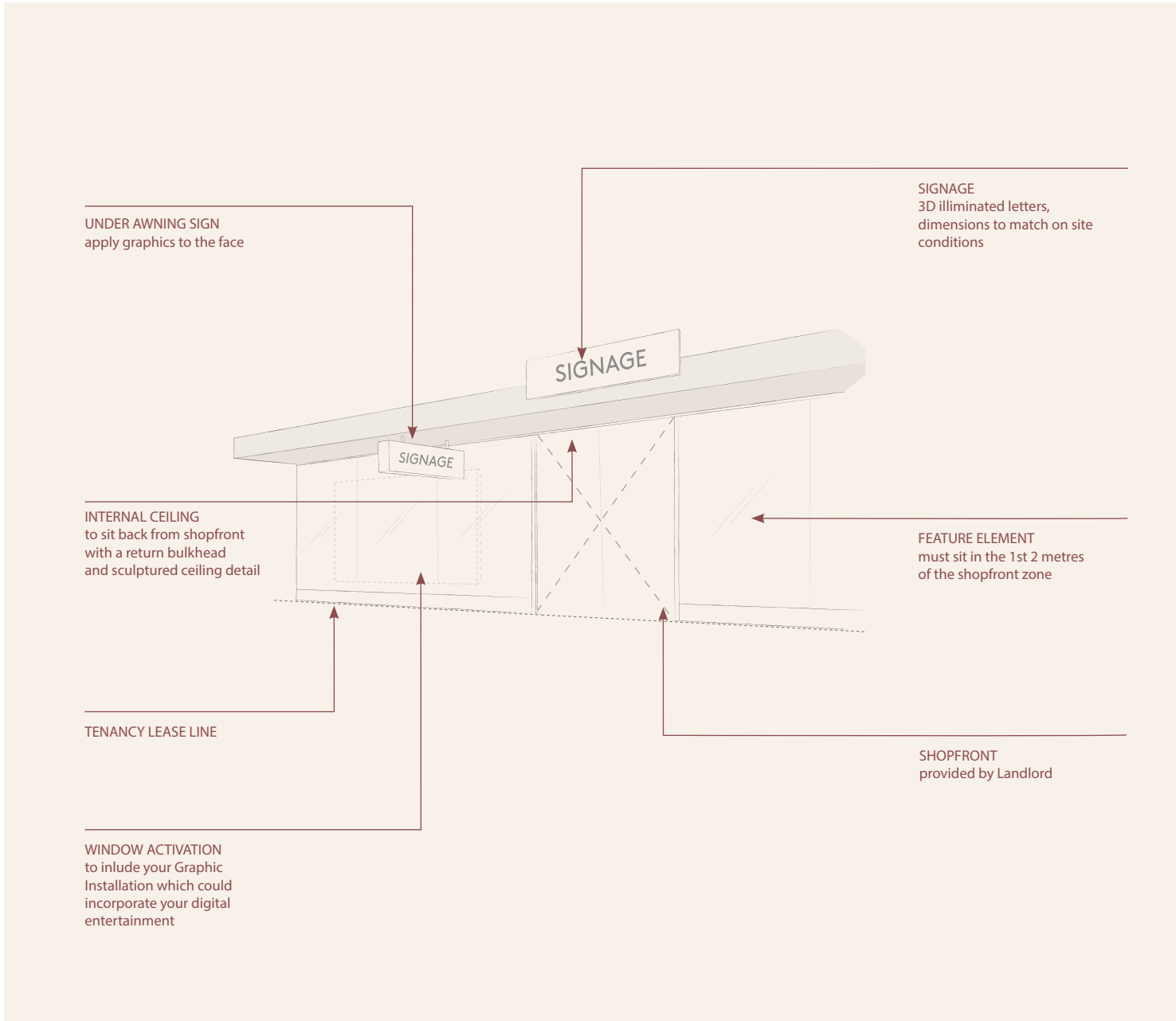
- 1 Tian 38, Melbourne. Designer - Elvin Tan. Image Credit: Christine Wood
- 2 Grill'd, Melbourne. Designer - Techne. Image Credit: Peter Tarasiuk
- 3 Tuan Tuan Brasserie, Melbourne. Designer - Wall Studio. Image Credit: Emily Bartlett
- 4 Luiza Barcelos Shoes, Brazil. Designer - Pedro Lazaro. Image Credit: Conteporist

External

Your external shop front will be supplied by the Landlord with signage zones available to you.

Opportunities exist for you to bring your brand to the forefront and express the offer you are delivering, by introducing your Reflective Material in the first 2 metres.

When obscuring views into the store, a layered execution with purposeful Feature Lighting is encouraged.



Kiosks

Kiosks are anchors within the mall and become the signifier to the precinct they belong in. Make your kiosk a place that is the cornerstone. Use sculptural form and monolithic cues to craft a confident kiosk that will entertain customers within the product offer.



- 1 Campos Coffee, Barangaroo, NSW. Designer - Woods Bagot. Image Credit: Woods Bagot
- 2 Cru+, The Glen, VIC. Designer - EAT Architects. Image Credit: QIC
- 3 Fontevraud L'Hotel, Anjou France. Designer -Jouin Manku. Image Credit: Nicolas Matheus
- 4 Koko Black, Chadstone VIC. Designer - Bereau 8 & Cibi. Image Credit: Diana Snape

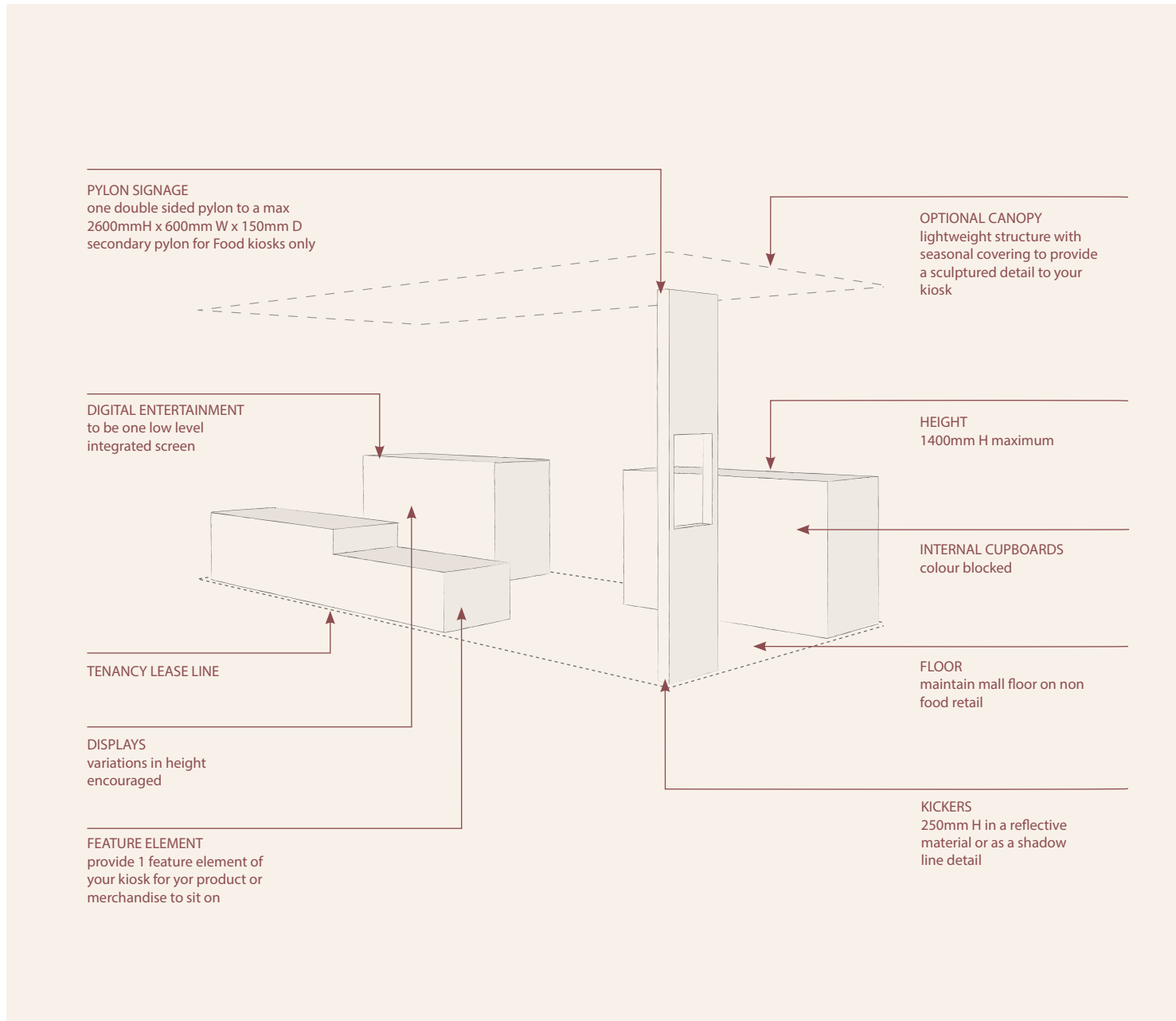
Kiosks

Encourage the customer to engage with your product by designing an open Kiosk which is accessible to all sides. The customer can shop the entirety of your kiosk with circulation through it.

Float light weight structures above which connect back to the kiosk below. Allow staff and the customer to browse or dine with the sun diffused.

Food Kiosks may extend to 1400mm H, obscuring BOH functions. This height may not extend greater than 30% of your kiosk.

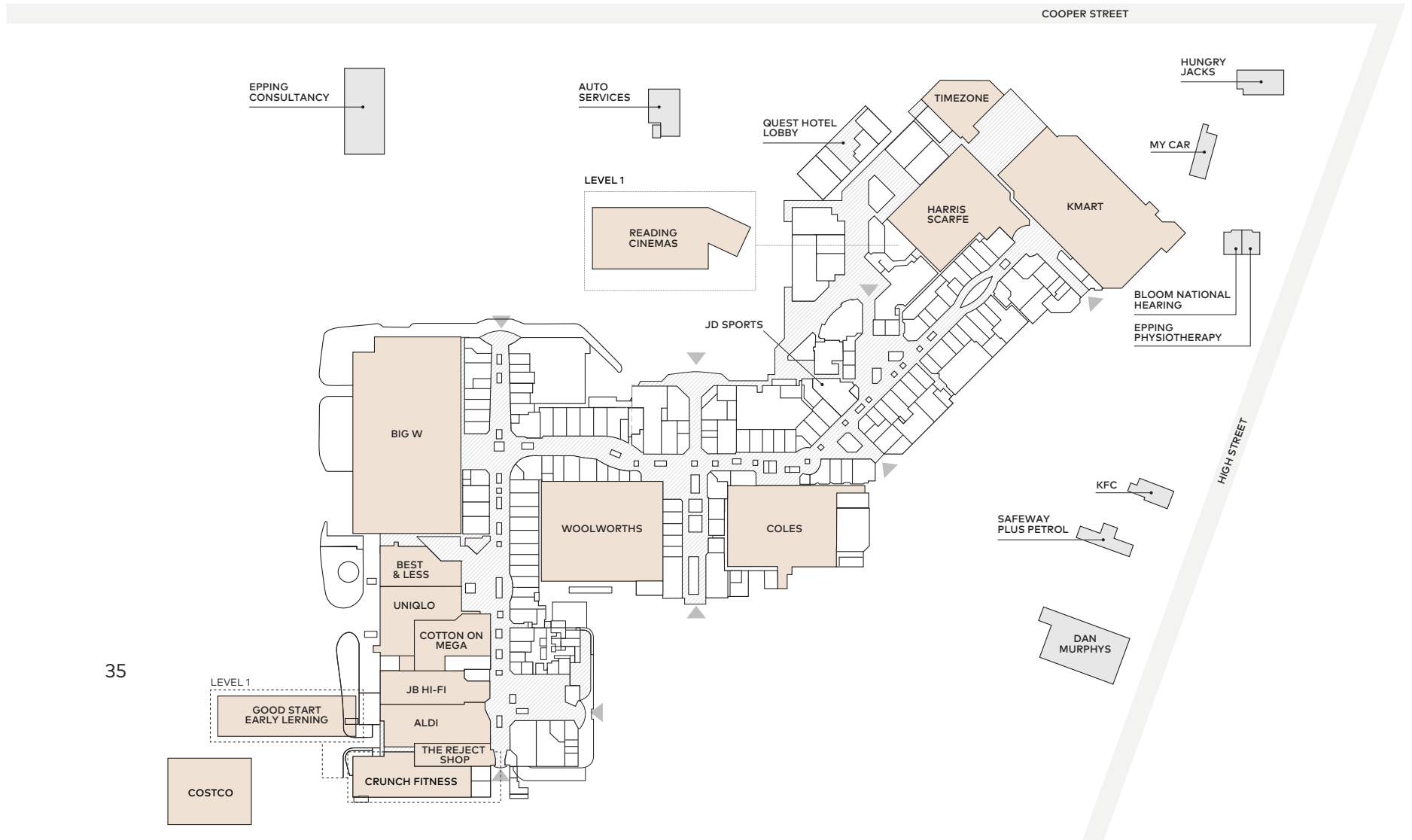
Menu boards are to be set within your counter, displayed on an up-stand no higher than 1200mmH, integrated and displayed at 45 or 90 degrees.



Floor Plan

Centre Plan 35

Centre Plan



PACIFIC EPPING

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