

# Forest Lake

Design Guidelines

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# Forest Lake

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Forest Lake Shopping Centre is the leading retail destination within the community and centrally located on the main boulevard in Forest Lake, the first master planned community within Brisbane just 19kms from the Brisbane CBD.

## 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



# Customer Experience

Customer Experience ..... 08

## Customer Experience

This document<sup>1</sup> has been developed with the intention of supporting you, our QICGRE partners, to deliver the best possible outcomes for your environments.

While remaining true to the individual identity of your brand, we encourage you to educate, delight and engage your customer. When creating your space, consider moments and experiences that engage all five senses, create conversation and keep customers coming back for more.



<sup>1</sup> Fone King, Burwood, Design by Studio Snell



# The Brand Story

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## The Brand Story Signage

Customer loyalty begins with a strong graphic identity. Consider your point of difference, your core values, and how this translates to your brand and visual communication.

Be adventurous — put yourself in your customer’s shoes to trigger an emotive response with artistic and striking signage.

Provide one primary sign and one secondary supporting graphic or artistic statement in either your window display or inside your store.



1 Gochi, Design by Mim Design, Photograph by Shannon McGrath  
 2 Design by Glass Creative, Photograph by Marcel Aucar  
 3 Farmer J Flagship, London, Design by Biasol, Photo Focal Interior Photography  
 4 Tank, Design by CoLAB Design Studio, Photograph by Hannah Caldwell

## The Brand Story Touch Points

Consider what makes a store interesting or playful.

Connect your brand story to moments of wonder or discovery for the customer, and create points of engagement throughout the customer journey.

This could be with a bespoke display feature or a trial and tasting station — it could even be a dedicated area to pause and read the story behind your brand.

Provide at least one point of interaction or creative installation that can capture the imagination or translate to compelling content on social media.



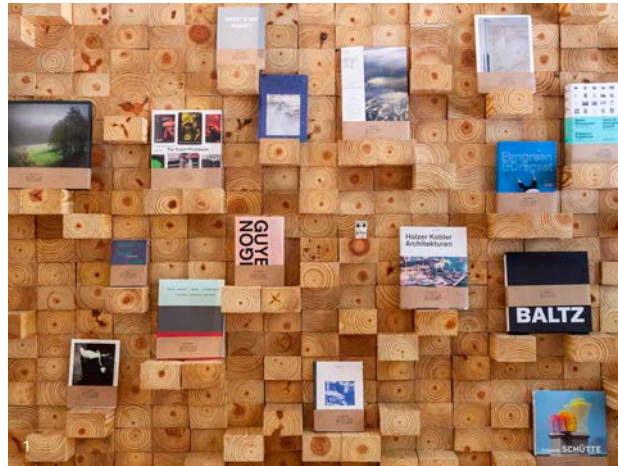
1 Rabbit Hole Cafe Sydney, Design by Matt Woods Design  
 2 Mud New York, Design by Design Office, Photograph by Scottie Cameron  
 3 Rubio, Design by Masquespacio, Photograph by Loui Beltran  
 4 Kirk Originals, Design by Campaign, Photograph by Frank Oudeman

## The Brand Story Merchandising

Your product is at the centre of your brand. We encourage you to build your design brief around your merchandise to create more opportunities for customer connection.

Consider artful use of colour along with display rhythm and hierarchy. Complementary products can also sit alongside each other to exploit all sales opportunities.

Provide at least one key display feature that showcases a single product line or a specific item.



1 Casa Bosques Bookshop, Design by Savvy Studio, Photograph Alejandro Cartagena  
 2 The Candy Room, Design by Create and Communicate  
 3 Haberdash Shop, Design by Form US with Love, Photograph by Jonas Lindston  
 4 T2 Shoreditch, Design by Landini Associates, Photograph by Andrew Meredith

## The Brand Story Rear Wall Activation

Create a dramatic focal backdrop and build visual drama on your rear wall.

Provide an over-sized graphic, artistic statement, touch point or a display feature that encourages customers to explore the full depth of your store.



- 1 Hash Skincare, Armenia, Design by Bardi Studio, Photo by Sona Manukyan & Ani Avagyan
- 2 The Student Hotel Campus, Design by Masquespacio, Photograph by Loui Beltran
- 3 AER China, Design by Coordination Asia

## The Brand Story Accessories

When it comes to building customer satisfaction and loyalty, it's often the small things that count.

Packaging, uniforms and supplementary items can all be valuable in enhancing the customer's relationship with your brand.

This could include a loyalty program, gift wrapping service and a strong customer service strategy — all of which work to create a positive and lasting impression.



1-4 Iron Grill, Design by End of Work

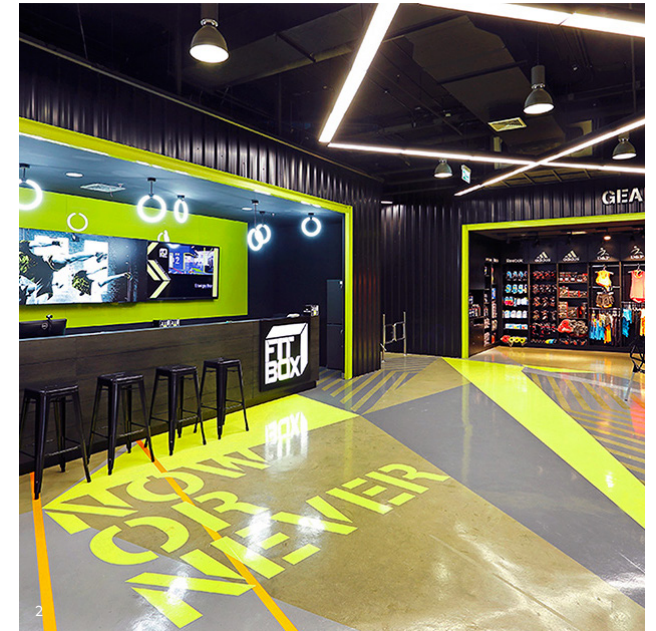
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## The Built Form Floors

Define areas of your store and plot your customer's journey using a palette of complimentary patterned and textural floor finishes.

Consider using text, colour and supporting graphics to provide a playful navigational touch point — particularly in service-based stores.



- 1 The Fish Market, Richmond Vic, Design by CoLAB Photograph by Estelle Judah
- 2 Fitbox, Bangkok, Design by Whitespace Co. Image by Fitbox
- 3 Olga Berg, Design by Mim Design, Photograph by Armelle Habib

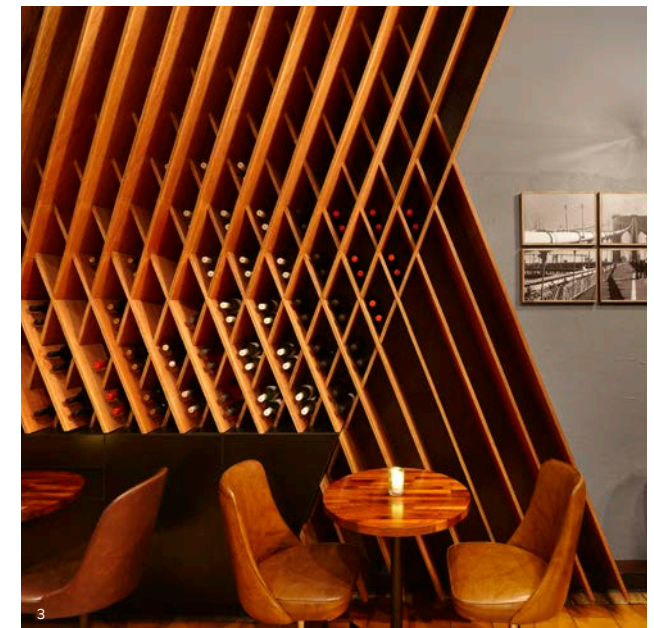
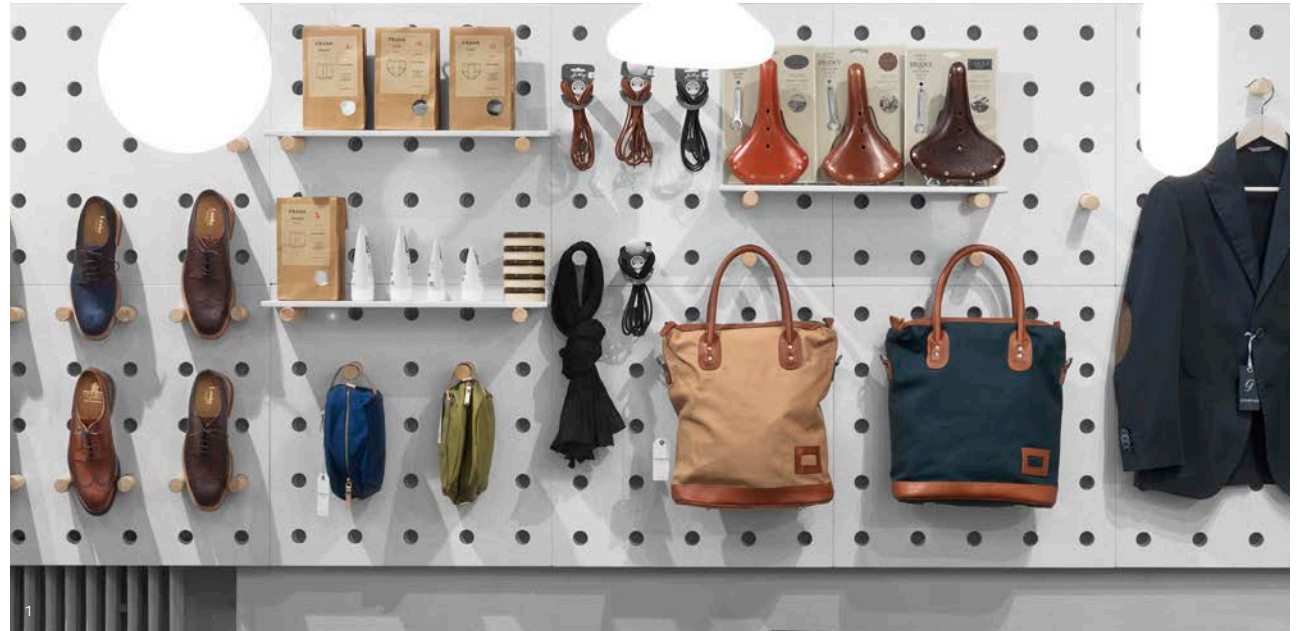


## The Built Form Walls and Datum Lines

Consider how your shop entry connects to the rear of the store using crisp datum lines and wall display features.

Accentuated textural or colour changes can frame your product display, while leading the eye towards merchandise and destinations elsewhere in the store.

Provide a mechanism for perimeter displays that create a rhythmic pattern of product. This can also enable intermittent moments to pause using feature materials and messaging.



1 Haberdash Shop, Design by Form Us with Love, Photograph by Jonas Lindston  
 2 AER, China, Design and Photograph by Coordination Asia  
 3 Catfish, Design by Russell and George, Photograph by Paul Martin

## The Built Form Ceilings

Tricks of light, colour and texture at a high level can enable additional focus to your offer below.

Your customer's eye can also be drawn to other areas within the store by using these elements as a visual guide.

Providing different levels of ceiling height, or introducing sculptural features and artistic statements can delineate a variety of zones within the store.

Equally, using contrasting tones and finishes can provide more intimate areas for display or dining.



- 1 Argos, Design by Dalziel and Pow
- 2 Uniglo, Design by Emmanuelle Moureaux Architecture + Design, Photograph by Daisuke Shima, Nacasa Partners
- 3 Oakley NY, Design by Valerio & Moment Factory, Photo by Moment Factory

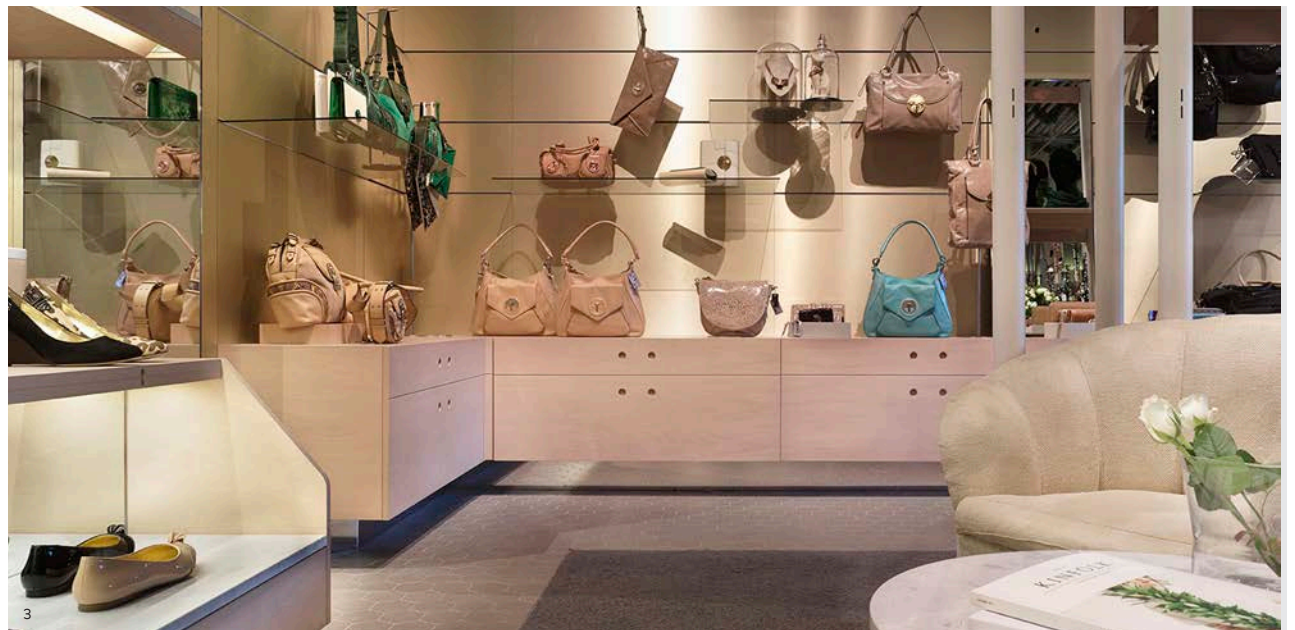
## The Built Form Lighting

The hierarchy and rhythm of light and shade can create theatre and enhance the presentation of your product.

Showcase displays with focused beams and experiment with light-colour temperature.

Provide at least one installation of feature fittings, pendant clusters or recessed pelmet highlights to express and accentuate your product or brand story.

We recommend engaging the services of a qualified lighting designer/supplier to discover the true potential of lighting within your space.



- 1 Aesop Mitte, Design by Weiss Heiten, Photograph copyright Aesop 2014  
 2 Theory Store, design by Nendo  
 3 Mimco Melbourne, Design by Mimco, Photograph by Dianna Snape

## The Built Form

### Fixtures and Furniture

The considered selection and use of furniture and materials will convey your brand story on a sensory level in ways that enhance the customer experience.

We encourage you to think about the customer and what/how small details will make a difference to their shopping experience.

Provide at least one focal display feature or piece of dining furniture. This could be in the form of internally illuminated fixtures, a touch point or a statement chair or table - something that can leave a lasting impression of quality and tactility.



1 St. Jude's Cellars, Design by Russell and George, Photograph by Dianna Snapev  
 2 Cotta, Design by Mim Design, Photograph by Derek Swalwell  
 3 Habbot, Design by Mim Design, Photograph by Armelle Habib  
 4 Capsule Emporium, Design by Propospace, Photograph by Dan McCleod

# Space Specific Guides

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All transactions start from the mall.  
Consider how to entice the customer  
with a welcoming shopfront and display  
that connects with the interior space and  
provides a taste of what's to come.

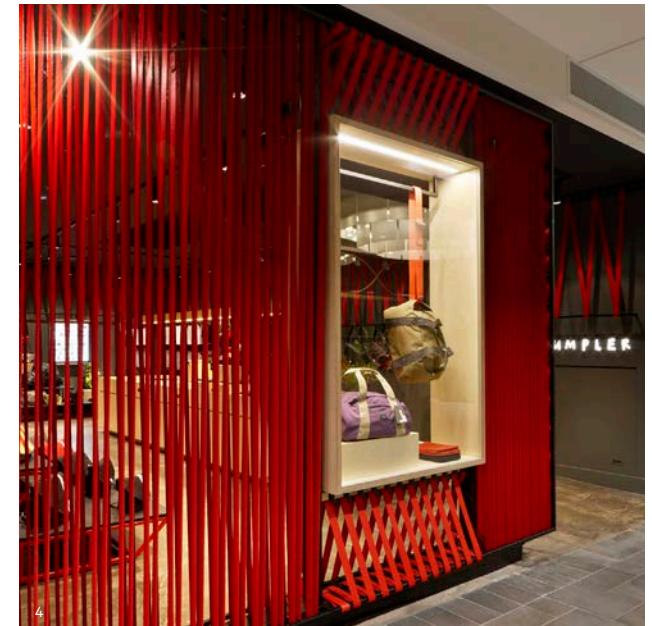
## Internal Shopfronts Frame and Connect

Craft and manipulate the solid elements and materials on the shopfront in an innovative and considered way to:

- Frame the view and highlight the product/offer.
- Create a seamless connection between the shopfront and the brand story within.

This can be achieved through:

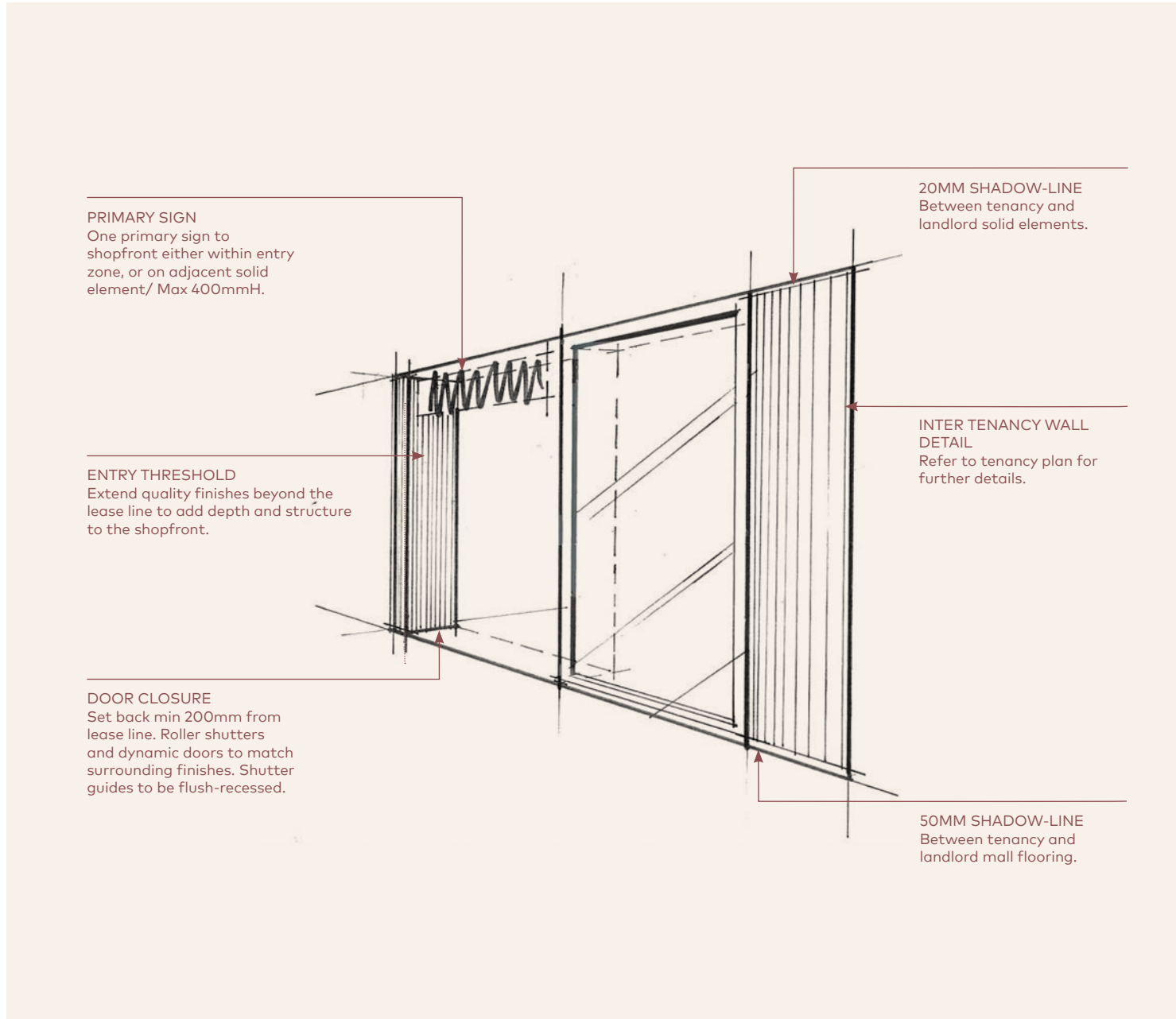
- The replication of finishes and colour
- Creating depth at the threshold
- Framing windows and entries
- Repetition of signage and shape on both the shopfront and rear wall.



1 Cook & Book, Shanghai  
 2 The Skin Boutique, Melbourne, Design by Pinto Tuncer  
 3 Mobile Experts, Sydney, Design by Studio MKZ  
 4 Crumpler, Doncaster, Design by Russell & George, Photograph by Dianna Snape

## Internal Shopfronts Frame and Connect

- Frame the entry window displays with durable and high quality finishes to highlight product displays and views in to the tenancy.
- Main sign maximum height of 400mm
- Provide stone, glass, solid timbers, quality metals and tiles to any solid section of the shopfront.
- Minimum 20mm high reverse angle shadow-line between tenant shopfront and landlord bulkhead / ceiling finishes.
- Minimum 50mm high reverse angle shadow-line between tenant shopfront and landlord floor finish.
- Refer to tenancy plan for additional specific details.





## Fresh Food Precinct Community

The fresh food precinct is a central hub bringing together a mix of fresh produce, everyday convenience stores and cafes.

Fresh food in all its colour and form take centre stage in this space. We encourage you to connect with the local Forest Lake community, appeal to their senses, invite them to pause and take a moment to indulge in what is on offer.

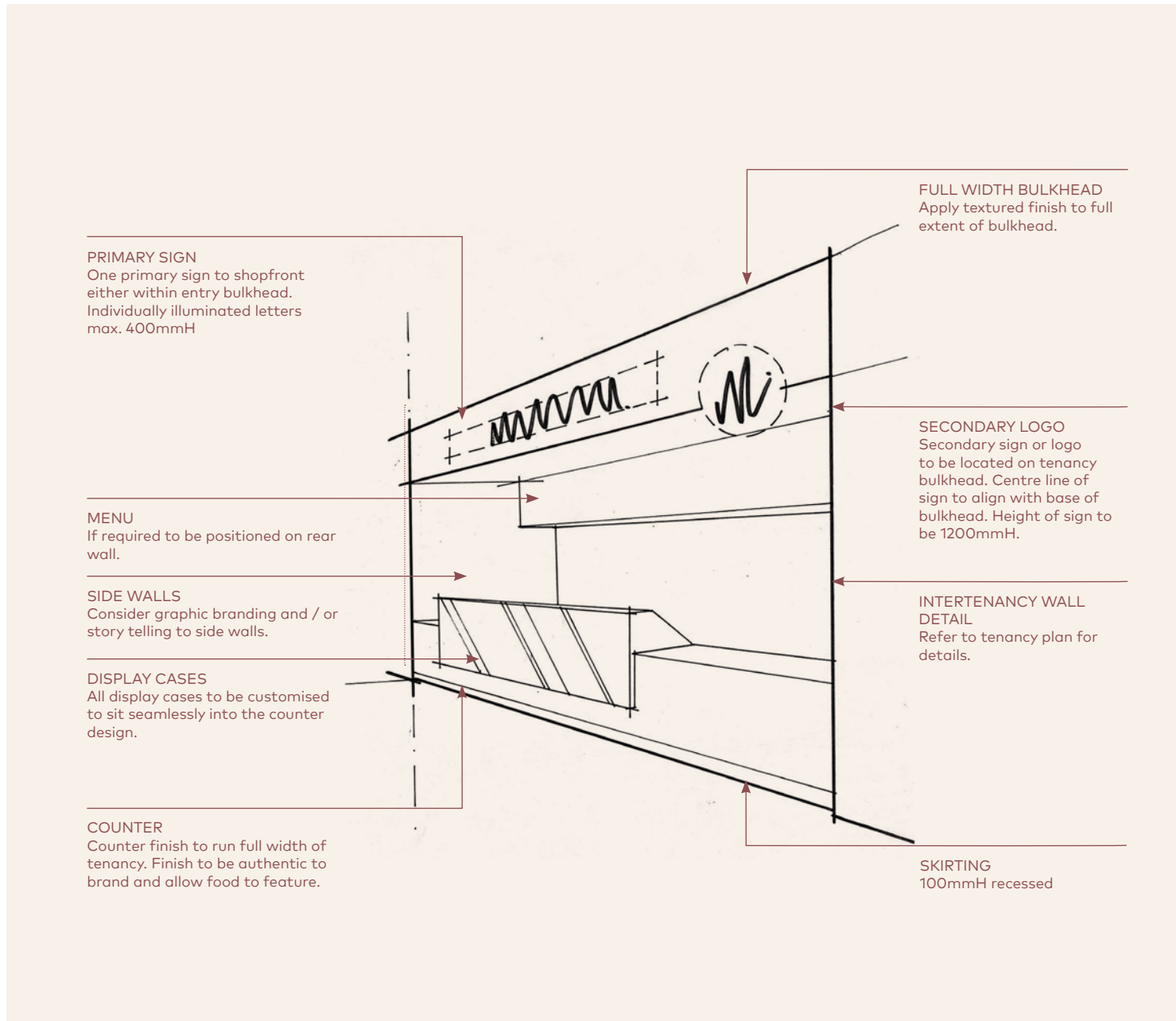
Consider materials, textures and colours that allow your produce to be the primary focus.



1 Farmer J, London, Design by Biasol, Photograph by Focal Interior Photography  
 2 Talkhouse Coffee, London.  
 3 Cannings Free-Range Butchers, Melbourne, Design by Fiona Lynch  
 4 Photograph by Luisa Brimble

## Fresh Food Precinct Community

- Apply a solid textured finish to the full extent of tenancy bulkhead.
- All shopfront signage to be individual internally illuminated letters.
- Install a full width continuous counter with a single authentic and well detailed finish that allows the food to feature.
- All display cases to be customised to sit seamlessly in to the overall counter design.
- Side walls and counter finishes must be solid timbers, vitrified tiles, natural or reconstituted stone, masonry, solid surface, quality metals or concrete.
- Install 100mm high recessed skirting to counter.
- Refer to tenancy plan for additional tenancy specific details.



## External Shopfronts Connection

Maintain a high level of transparency to provide the customer with connected views into your store and reinforce your presence on the mall.

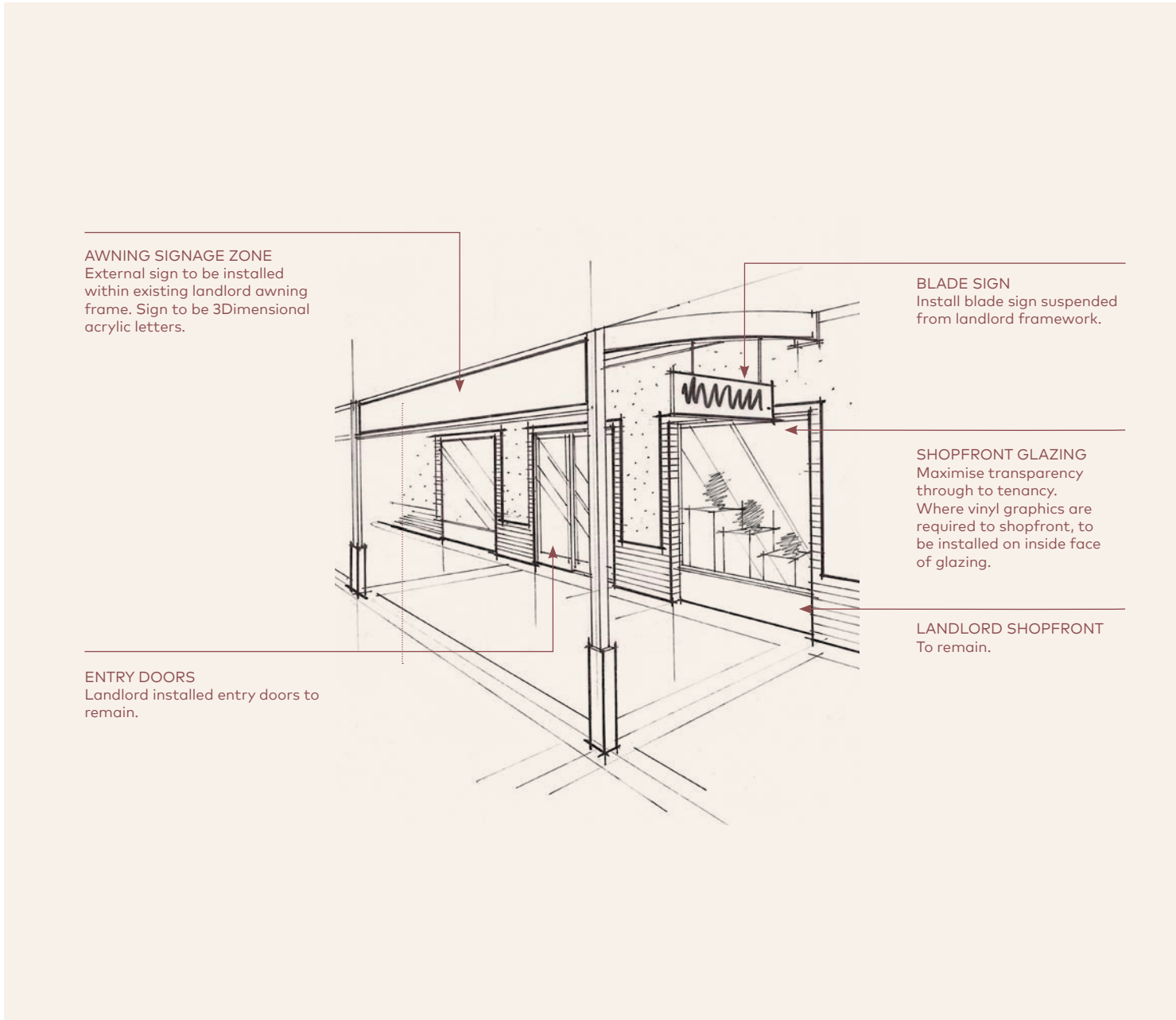
Play with illumination to balance the varying natural light levels in the mall and to entice the customer to step inside.



1 Will's Batch Ice Cream, Melbourne, Design by Pinto Tuncer

## External Shopfronts Connection

- Retain maximum transparency through to your tenancy whilst considering the existing glazing frame.
- Consider lighting levels to ensure increased visibility through glazing during daylight hours.
- External sign to be installed within existing landlord awning frame.
- Where vinyl graphics are required to shopfront, to be installed on inside face of glazing.
- Refer to tenancy plan for additional specific details.



## Kiosks

### Customer Engagement

Celebrate your retail opportunity by including engaging and functional display units that are both durable and relevant to your product.

Enhance the customer experience with a welcoming entry statement that accentuates display features or moments of transaction.

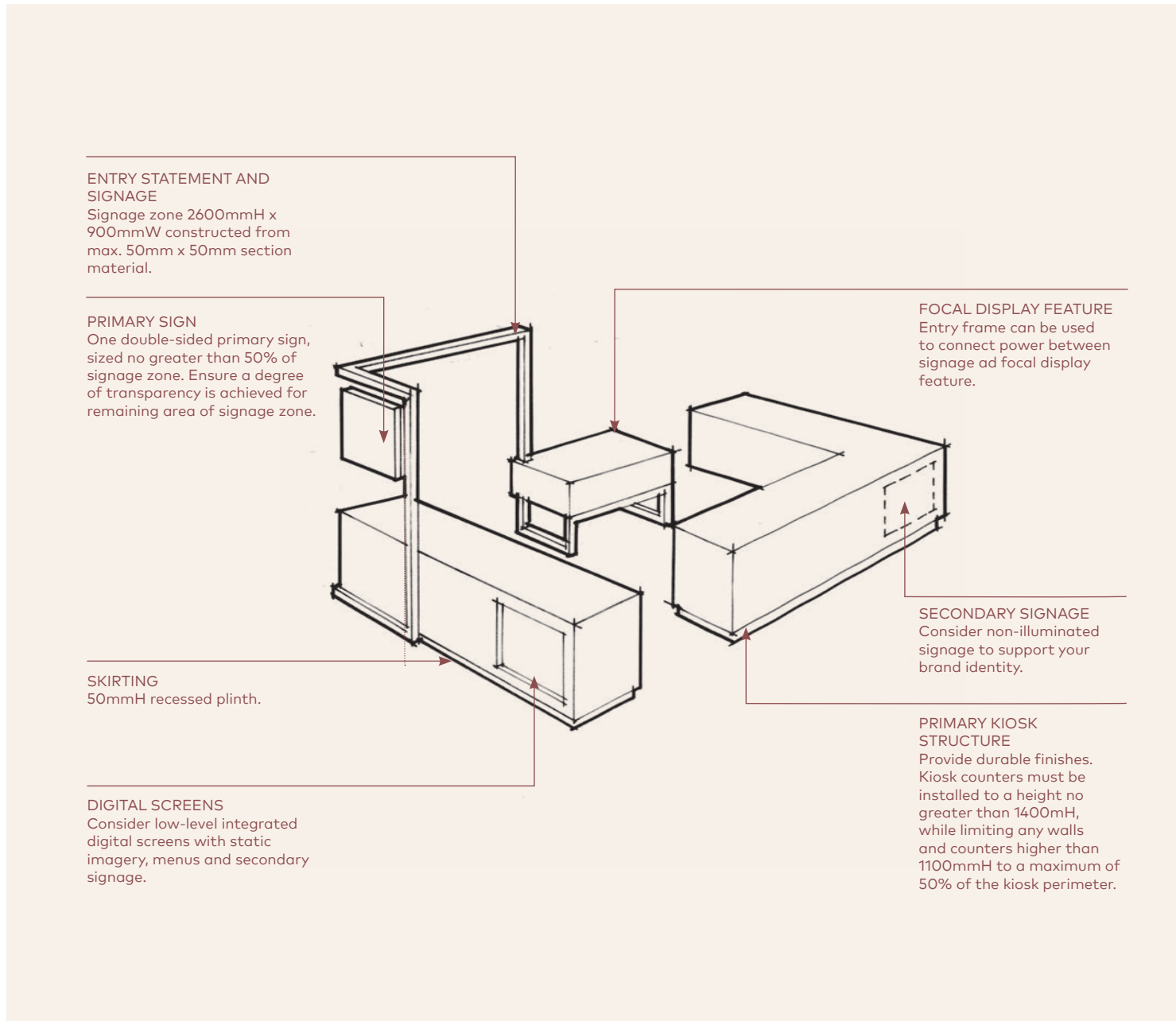
Consider 3 key elements of your kiosk:

- Entry statement and signage touch points
- Hero display feature
- Primary kiosk structure



## Kiosks Customer Engagement

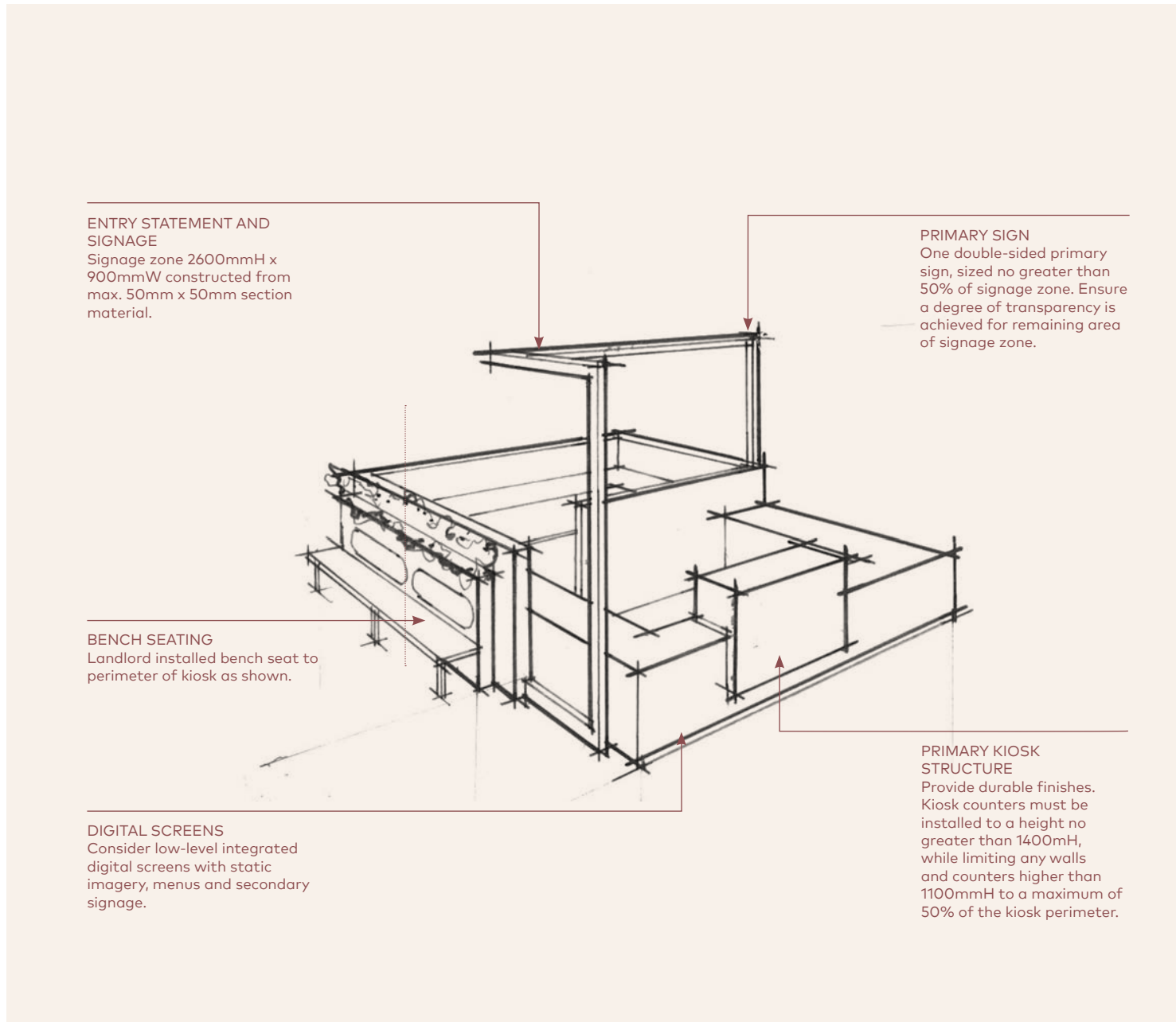
- Accepted material considerations include solid timbers, vitrified tiles, natural or reconstituted stone, masonry, solid surface or resin-based finishes, quality metals and concrete.
- All internal cupboards and surfaces are to be single blocked out colour.
- Imagery may only be applied to digital screens within the allocated signage area or set back to a minimum 50mm from face of counter.
- Food kiosks - provide a menu as card at the point of sale, a digital screen set into the counter top or second sign.



## Kiosks

### Fresh Food Precinct

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# Floor Plans

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# Floor plan

## Forest Lake Shopping Centre



## FOREST LAKE

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