

# Pacific Werribee

Design Guidelines

# Contents

<b>Pacific Werribee</b> .....	03	<b>Space Specific Guides</b> .....	18
Our Vision .....	04	North Malls .....	19
Sustainability .....	05	South Malls .....	21
The Centre .....	06	Services Mall.....	22
		Urban Diner .....	23
<b>Be Bravely Confident</b> .....	07	Market Place.....	27
Design Direction .....	08	Kiosks.....	30
Materiality .....	09		
Visual Merchandising .....	10	<b>Floor Plan</b> .....	31
Signage.....	11	Overall Plan .....	32
<b>Make the Everyday Better</b> .....	12		
Design Direction .....	13		
Planning .....	14		
Ceiling .....	15		
Lighting .....	16		
Technology .....	17		

# Pacific Werribee

Our Vision .....	04
Sustainability .....	05
The Centre .....	06

An urban city with purpose, where Melbourne's  
West congregates and connects through  
meaningful product, social, cultural  
and experiential exchange.

## 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

Werribee is a place for retailers to be bravely  
confident and make the every day better.

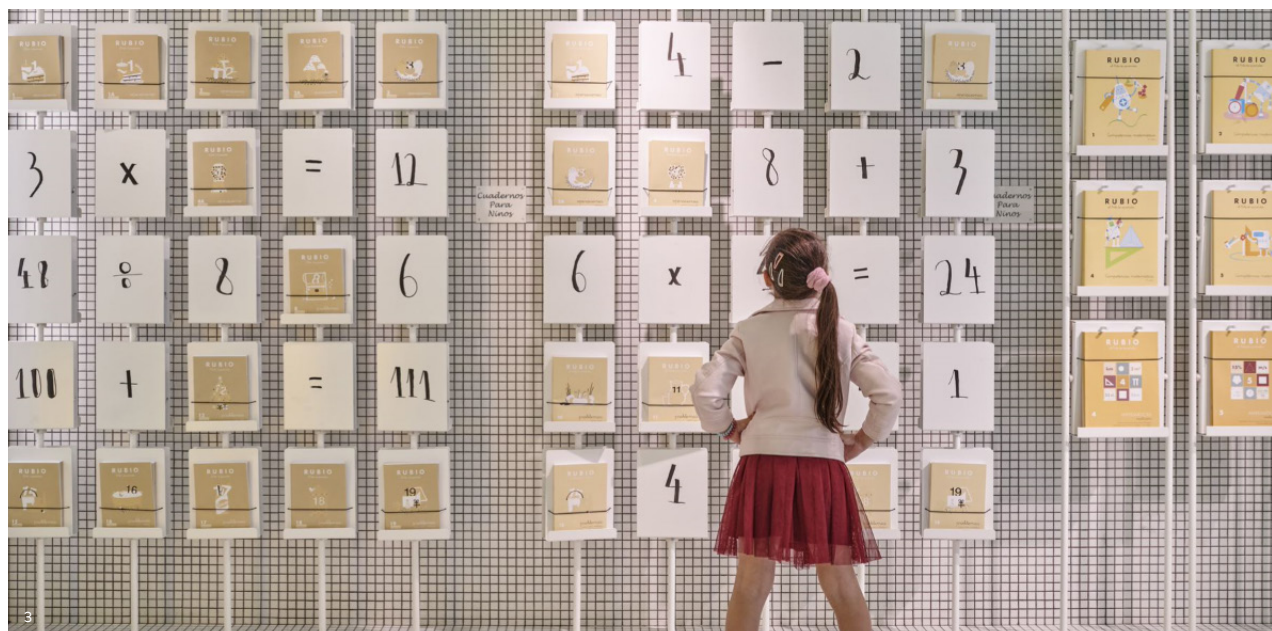
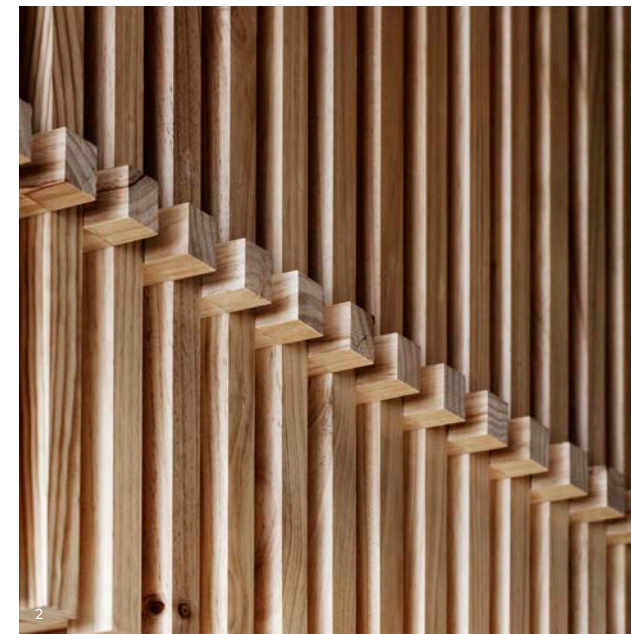
# Be Bravely Confident

Design Direction .....	08
Materiality .....	09
Visual Merchandising .....	10
Signage .....	11

## Be Bravely Confident Design Direction

Deliver your brave and confident message by unifying the elements at your disposal.

Treat the layers of your space holistically and link the materiality, visual merchandising and signage to amplify the identity of your tenancy in a distinct way.



1 Her Shop, Hong Kong. Design by CLAP Studio, photograph by Daniel Rueda.

2 Cannings Free Range Butchers, Melbourne. Design by Fiona Lynch, photograph by Sharyn Cairns

3 Cuadernos Rubio, Valencia. Design by Masque Spacio, photograph by Loui Beltran

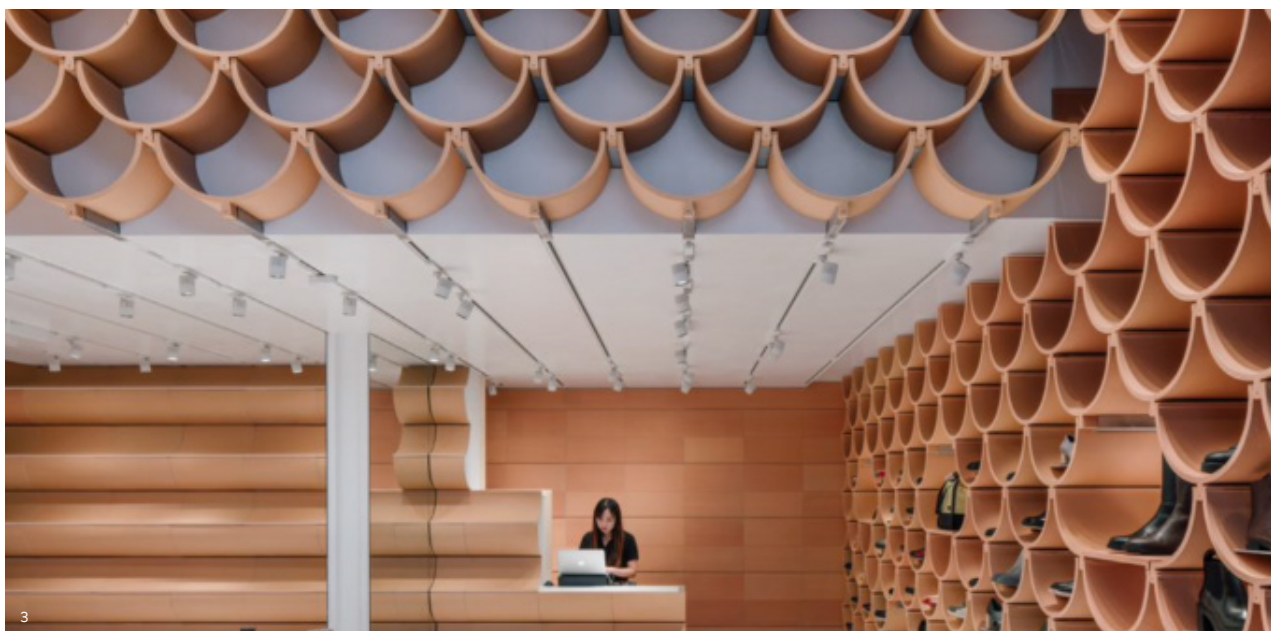


## Be Bravely Confident Materiality

Use materials consistently within your tenancy to define the tone and composition that best reflects your brand.

Whether it be the use of a singular material, a tonal approach, a texture and/or repetition, the materiality of your space should reinforce your brand and the overarching message to your customers.

Ensure that you apply your material, tonal approach, texture and or repetition across a minimum of two planes.



- 
- 1 Aesop, Vancouver. Design by *\_naturehumaine architecture*, photograph by *Adrienn Williams*
  - 2 Gina Tricot Concept Store, Stockholm. Design by *Note Design Studio*
  - 3 Camper Store, Barcelona. Design by *Kengo Kuma & Associates*, photograph by *Imagensubliminal (Miguel de Guzman + Rocio Romero)*

## Be Bravely Confident Visual Merchandising

Take advantage of your thoughtfully composed visual merchandising to connect your customer with your product in a confident way.

Ensure you have a permanent visual merchandising element that provides a backdrop for you to bravely present your product.

Your visual merchandising element will be a beacon to draw your customer in and facilitate a connection. Your beacon may take the form of a fixed display, experience, demonstration and/or bringing the preparation of your product to the forefront of your tenancy.



1 Spend, Bloomberg. Design by Six N. Five Studio, photograph by Sara Anne Ward  
2 Single O CBD, Sydney. Design by Luchetti Krelle, photograph by Michael Wee

## Be Bravely Confident Signage

Your signage and graphics will provide an additional layer to your tenancy design and support the brave and confident message of your space.

Boldly execute your layered, consistent and successful signage package by considering every opportunity - Including packaging, wrapping, bags, uniforms, POS, ticketing and promotional material.



1 Farmer J Flagship, London. Design by Biasol, photograph by Focal Interior Photography  
2 Loblaws, Toronto. Design by Landini Associates, photograph by Trevor Mein.

# Make the Everyday Better

Design Direction .....	13
Planning.....	14
Ceiling.....	15
Lighting .....	16
Technology.....	17

## Make the Everyday Better Design Direction

Take the physical elements that form the foundations of your space and treat them with consideration to improve the presentation and impact of your tenancy.

These foundations will set the scene for the brave and confident layers of your materiality, visual merchandising and signage.

Consider planning, ceiling, lighting and technology and use these essentials to reinforce your customers experience.



- 1 Perfect Potion, Canberra Centre. Design by KP Architects.
- 2 Melbourne Currency Exchange, Design by Biasol.
- 3 Lost In Seasons, Melbourne. Design by Joanne Motee, photograph by Edmund Bourrilhon

## Make the Everyday Better Planning

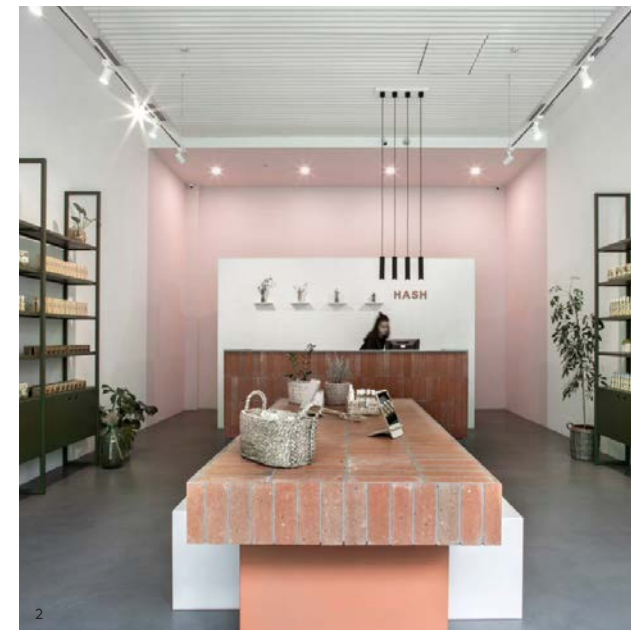
The planning of your space should clearly demonstrate the way you want your customer to interact with your product.

Use hierarchy in your design and highlight your beacon to encourage connection and interaction with your customers.

Your point of sale counter should be used as a lure within your space to further draw your customer in. Ensure this element stands out and is treated as a focal point when planning your space.



- 1 SantaCruz Pharmacy, Spain. Design by Marketing-Jazz, photograph by Ikuo Maruyama  
 2 HASH Skincare, Armenia. Design by Bardi Studio, photograph by Manukyon & Ani Avagyan  
 3 The Gym Of Accessory Store, Taiwan. Design by 45tilt, photograph by Hey! Cheese



## Make the Everyday Better Ceiling

Ensure that your ceiling supports both the planning and the materiality of your space.

Clearly define your ceiling edge, this may take the form of a void, extension of adjacent wall, recess and/or lighting.

This foundation element is critical in the successful unification of your tenancy building blocks.



- 1 Cook & Book, Shanghai. Design and photograph by Daylab.  
 2 Church Street Butcher, Melbourne. Design by Ewert Leaf, photograph by Fi Storey.  
 3 Aveda, Canberra Centre. Design by Estee Lauder Cosmetics Pacific Design Centre.

## Make the Everyday Better Lighting

Be deliberate in the way you use your lighting to create mood, texture and direct people through your space.

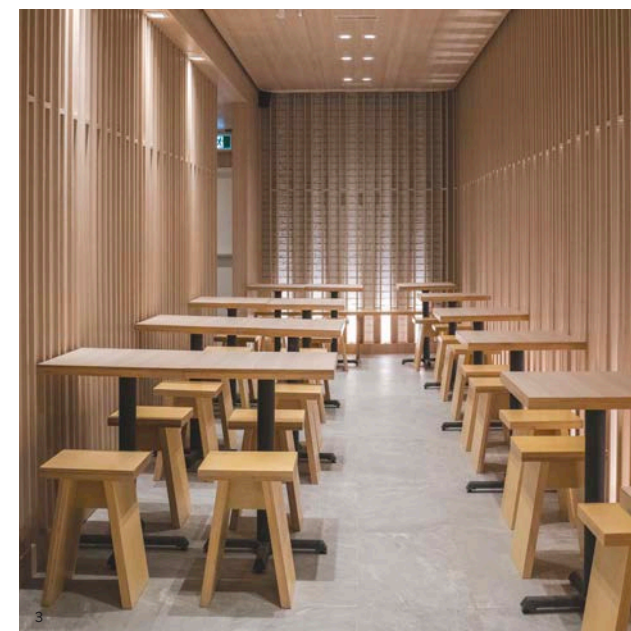
Connect your lighting with the lures and points of interest within your tenancy and support the identification, presentation and experience of your product.



1



2



3

- 1 Auvers, Rhodes. Design by Killing Matt Woods, photograph by Dave Wheeler.  
2 RUBIO, Valencia. Design by Masquspacio, photograph by Luis Beltran.

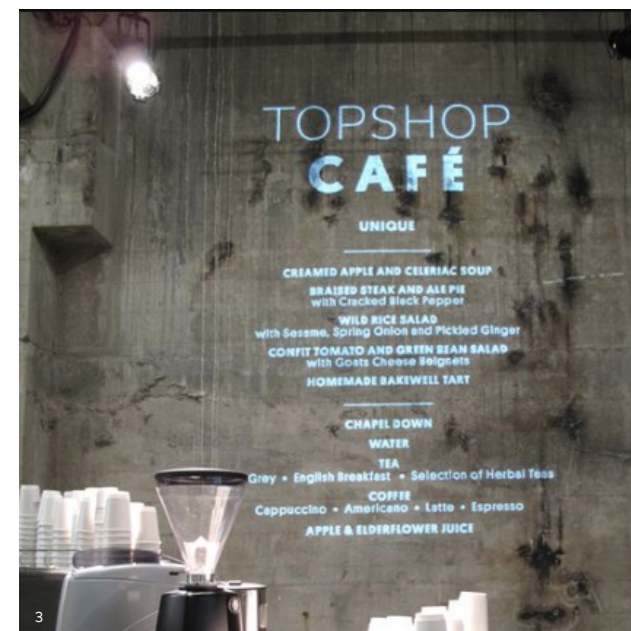
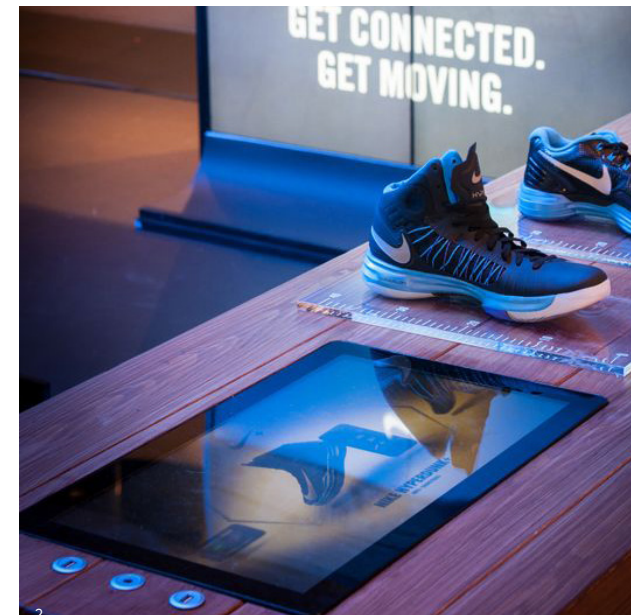


## Make the Everyday Better Technology

Consider what technology can do to improve the environment you are creating for your customer and your product.

Connect technology with the points of interest and beacons within your space to encourage identification and interaction.

Link your signage and graphic elements with your technology to reinforce your confident brand expression.



- 1 Aesop, Emporium. Design by Kerstin Thompson Architects, photograph by Dian McLeod.
- 2 Nike Hyperdunk Display, Niketown London & S. Design by Millington Associates.
- 3 Top Shop AW13, Tate Modern Tanks. Design by 42 Architects, photograph by Edward Muybridge.

# Space Specific Guides

North Malls.....	21
South Malls .....	23
Services Mall.....	24
Urban Diner .....	25
Market Place .....	27
Kiosks .....	30

## North Malls

### Shopfront

- A consistent frame detail is to be incorporated with a dimension of 300mmH&W at the junction of the IT walls and the top of your shopfront. Frame to be constructed in one consistent solid, durable, metal material

### Primary Signage

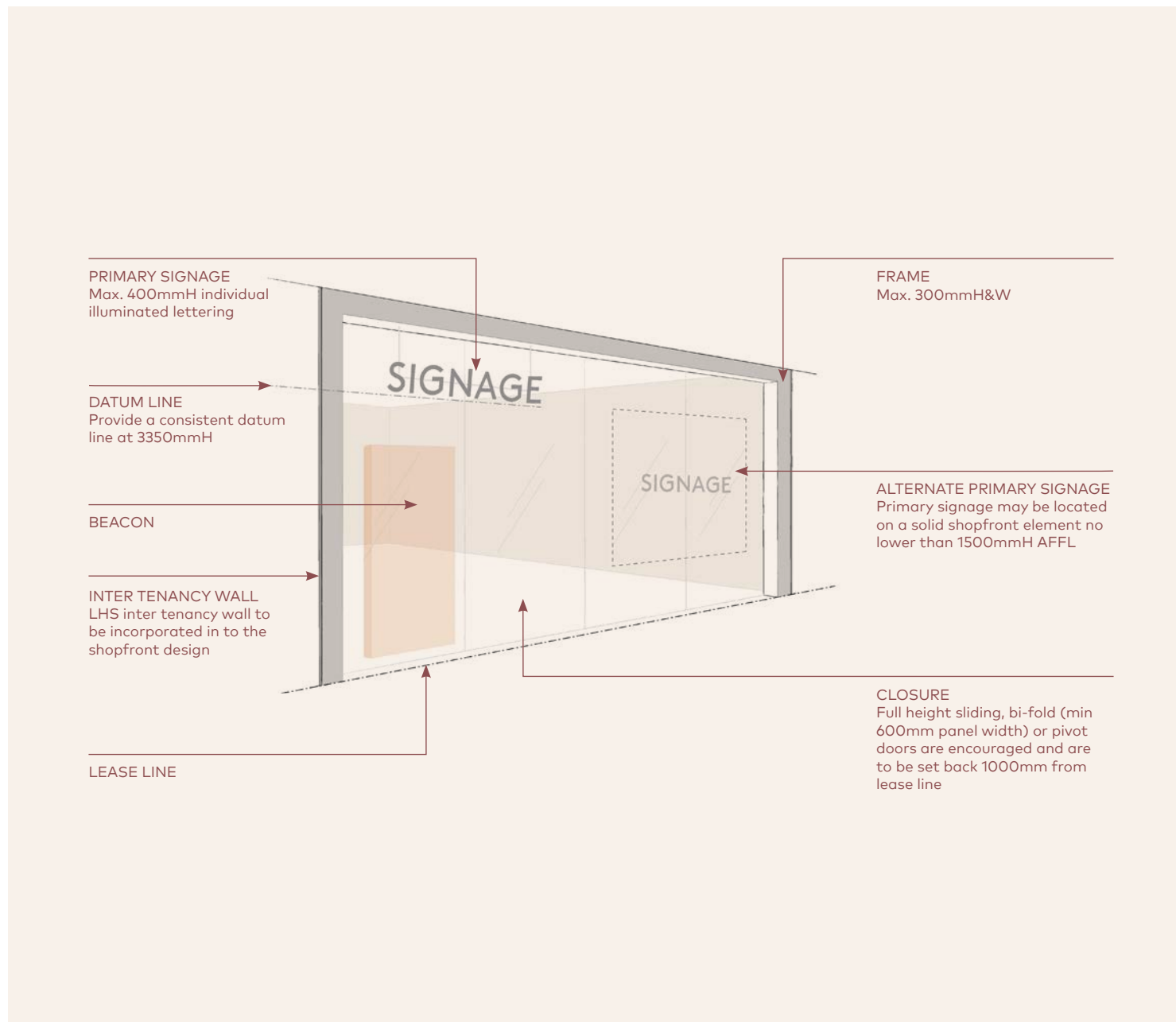
- One primary sign to be hung from a bracket or to sit on a horizontal transom. Underside of sign to align with datum line of 3350mm

### Ceiling

- Clearly define your ceiling edge; this may take the form of a void, extension of adjacent wall, recess and/or lighting

### Beacon

- Your permanent visual merchandising element provides a backdrop for you to bravely present your product



## North Malls Food Court

### Shopfront

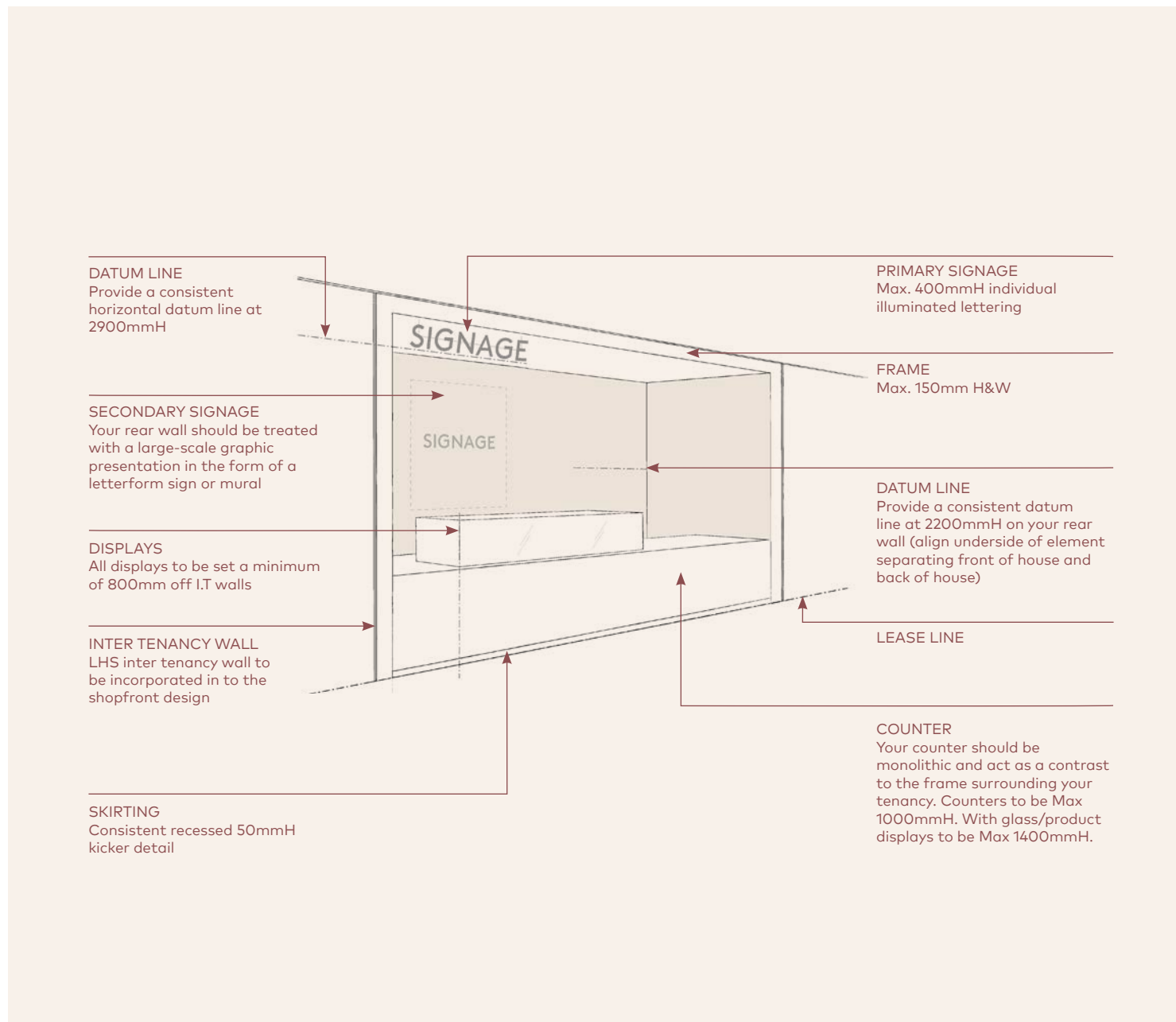
- A consistent frame detail is to be incorporated with a dimension of 150mmH&W at the junction of the IT walls and the top of your shopfront
- Your frame may be a solid or open structure and connect with your walls and ceiling
- Dedicated beverage display units are to be integrated in to your design. Upright refrigeration units to be fully concealed from view
- All elements within the first 2m of the tenancy to be transparent above 1000mmH

### Primary Signage

- One primary sign to be hung from a bracket with the underside to align with datum line of 2900mmH
- Your sign is to connect to your framing element and is to align with your lease line

### Ceiling

- Tie your ceiling design in to the materiality of your frame detail



## South Malls

### Shopfront

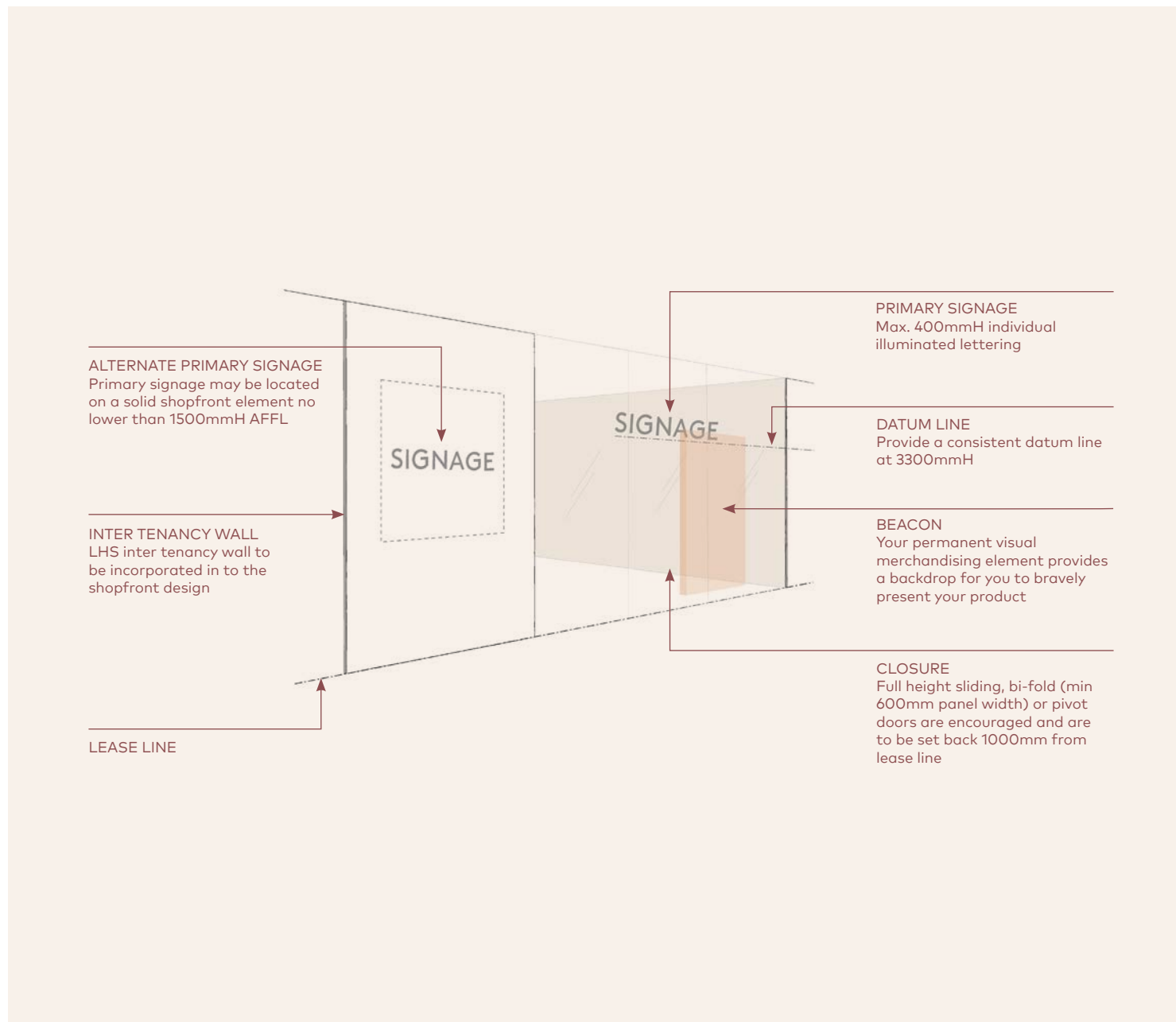
- Full height articulated elements are to be integrated in your shopfront design
- Double height tenancies are to connect the upper portion of their shopfront with the lower portion. Tenants are to treat the internal face of their bulkhead with 3 Dimensional, neutral colour, light weight finishes fixed to bulkhead face. And are to utilise the double height zone for high quality merchandising opportunities

### Primary Signage

- One primary sign to be hung from a bracket or to sit on a horizontal transom. Underside of sign to align with datum line of 3300mmH (Main mall) 2800mmH (Side mall)

### Ceiling

- Clearly define your ceiling edge; this may take the form of a void, extension of adjacent wall, recess and/or lighting



## Services Mall

### Shopfront

- Full height solid elements are to be included in your shopfront with portions recessed back from your lease line

### Primary Signage

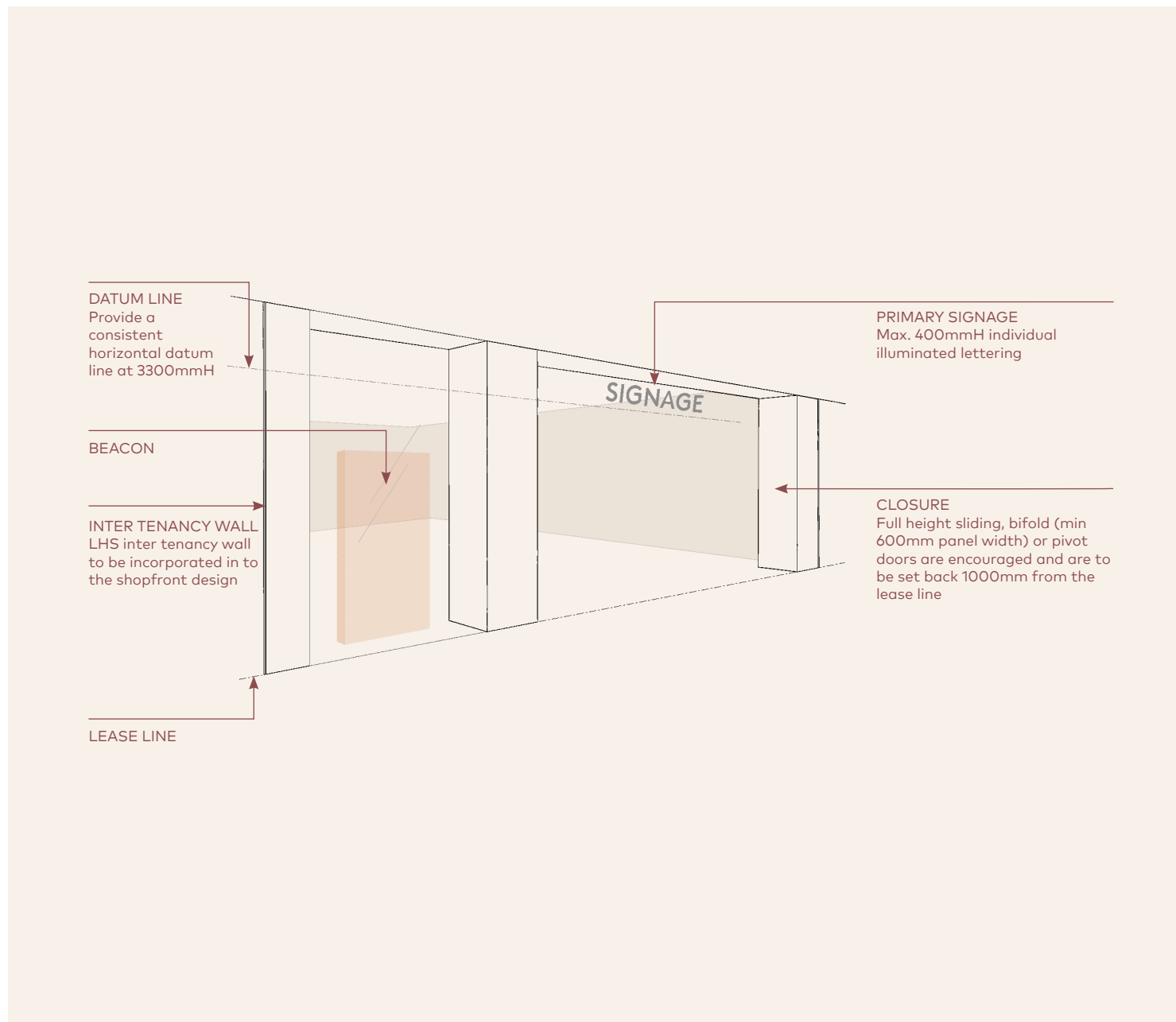
- One primary sign to be hung from a bracket or to sit on a horizontal transom. Underside of sign to align with datum line of 3300mm

### Ceiling

- Clearly define your ceiling edge; this may take the form of a void, extension of adjacent wall, recess and or lighting
- Align any required internal bulkheads with your 3300mmH horizontal datum where possible

### Beacon

- Your permanent visual merchandising element provides a backdrop for you to bravely present your product



## Urban Diner

### Look and Feel

An enticing food and entertainment precinct that encourages its visitors to meander and dwell within the environment.

Obscured architectural structures, licensed seating areas, operable portions of shopfront; tied together by planting, lighting and raw honest materials will provide the backdrop for your indoor/outdoor dining experience.



1 Fumi, Shanghai, China. Design by Alberto Caiola, Photograph Dirk Weiblen.

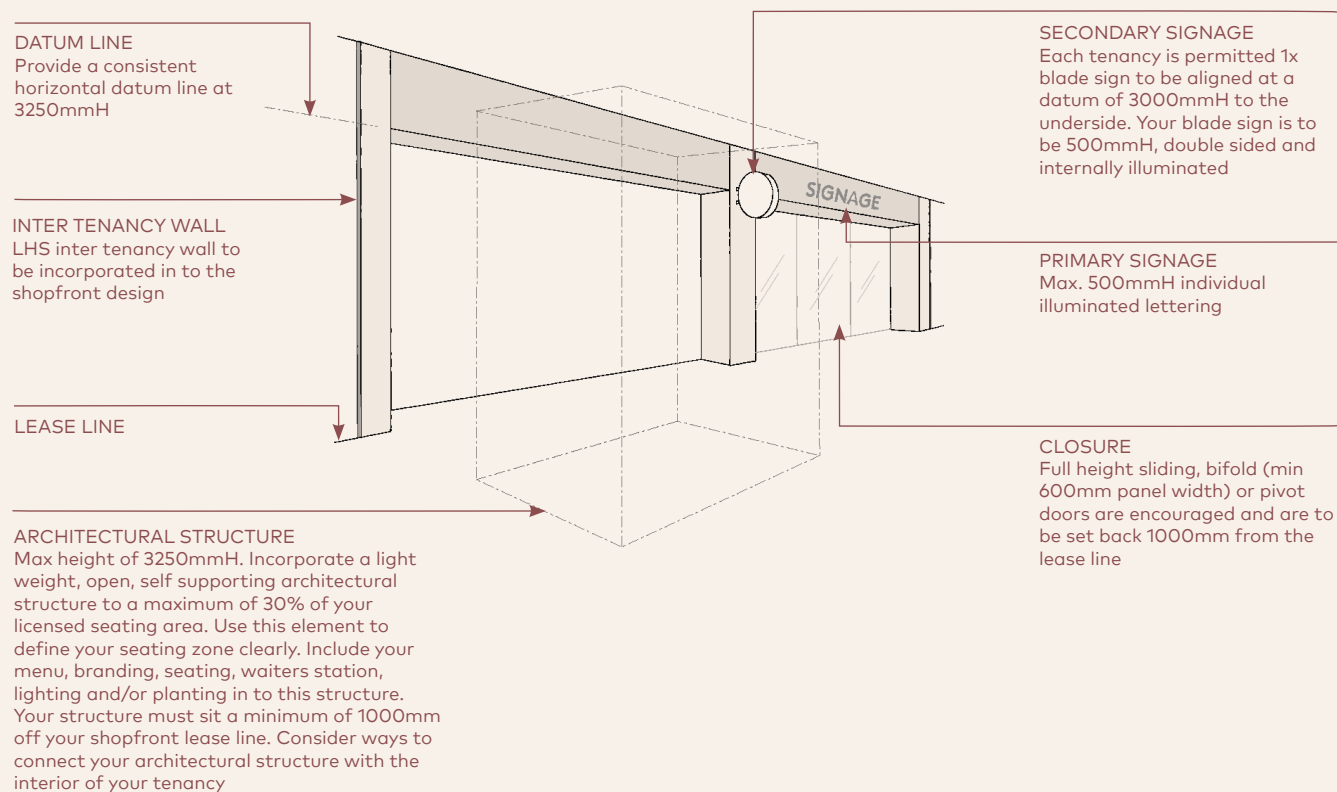
## Urban Diner

### Shopfront

- Your shopfront is to feature 60% operable portions to encourage connection between your licensed seating area and the internal of your tenancy
- Full height solid elements are to be included in your shopfront with portions recessed back from your lease line
- Your solid bulkhead will run across the top of your shopfront from 3250mmH and will be the backdrop for your primary signage and is to be finished in a raw, honest, architectural grade, durable and authentic finish
- Your point of sale counter should be used as a lure within your space. Ensure this element stands out and is treated as a focal point

### Primary Signage

- One primary sign to be located on your solid bulkhead and is to be located above your entry doors





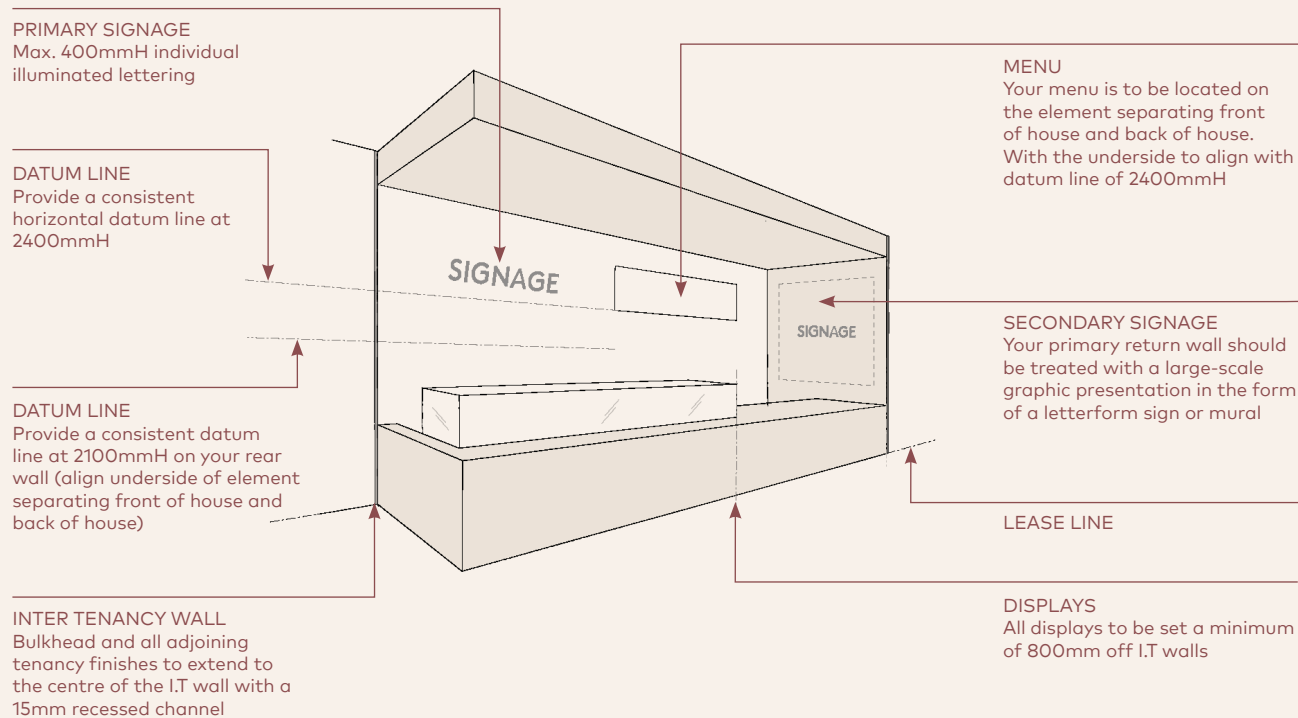
## Urban Diner Food Court

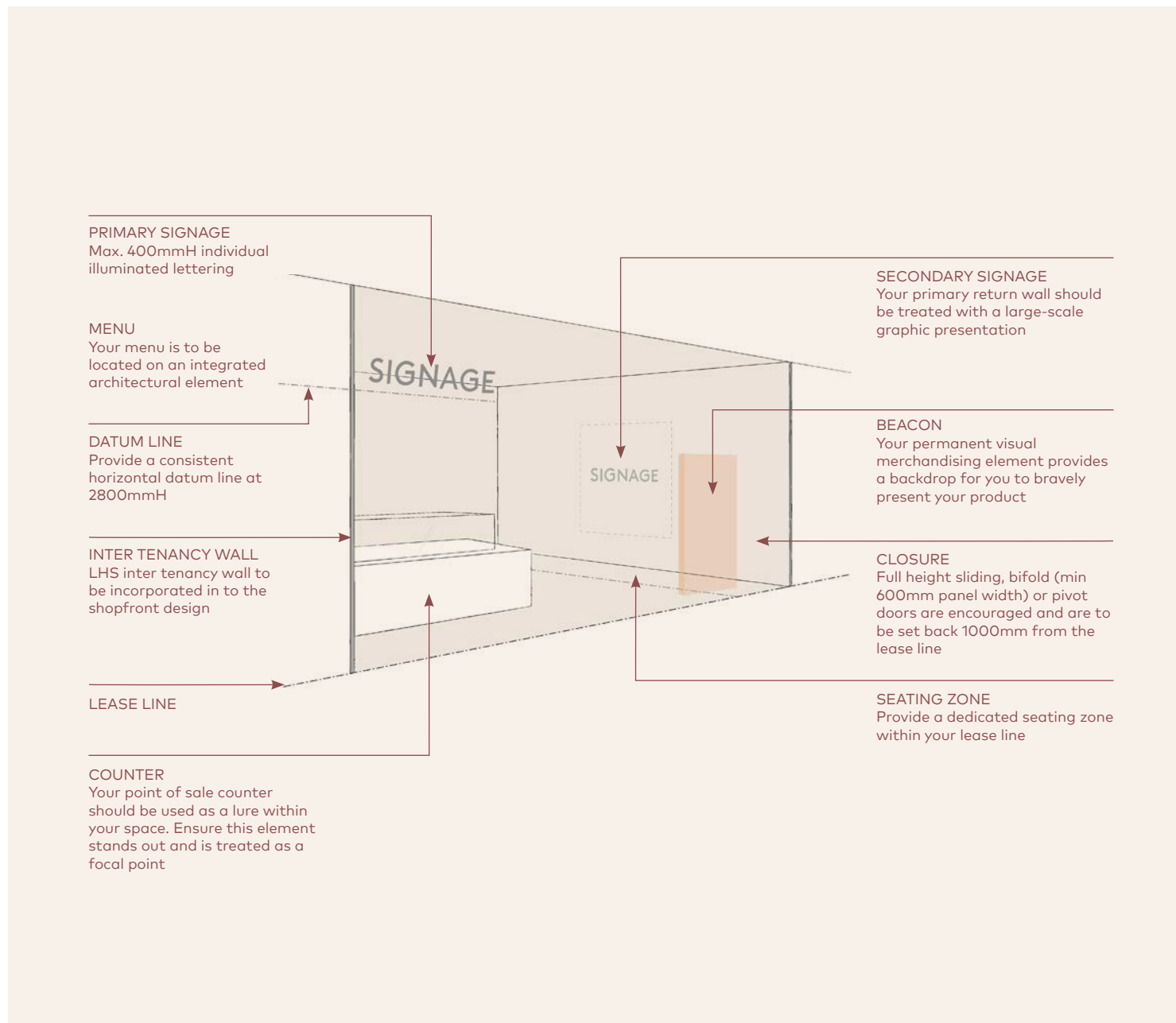
### Shopfront

- The underside of your ceiling, face of bulkhead, primary return wall and counter are to be treated in a solid material in a single muted tone
- Dedicated beverage display units are to be integrated in to your design. Upright refrigeration units to be fully concealed from view
- Encourage customer engagement and allow them to interact with your product and preparation. Ensure your kitchen and preparation is at the forefront of your design by allowing views in to your preparation zones
- All elements within the first 2m of the tenancy to be transparent above 1000mmH

### Primary Signage

- One primary sign to be located on the element separating the front of house and back of house. With the underside to align with datum line of 2400mmH





## Urban Diner South

### Shopfront

- Treat your tenancy in unison by connecting your ceiling, walls and floors in a solid material in a single muted tone
- Create walk-in sections and recess the architectural elements of your counter, signage and menu boards a minimum of 1000mm from the lease line
- Encourage customer interaction and allow them to interact with your product and preparation. Ensure your kitchen is at the forefront of your design by allowing views in to your preparation zone

### Primary Signage

- One primary sign to be located on an integrated architectural element within your tenancy. With the underside to align with datum line of 2800mmH

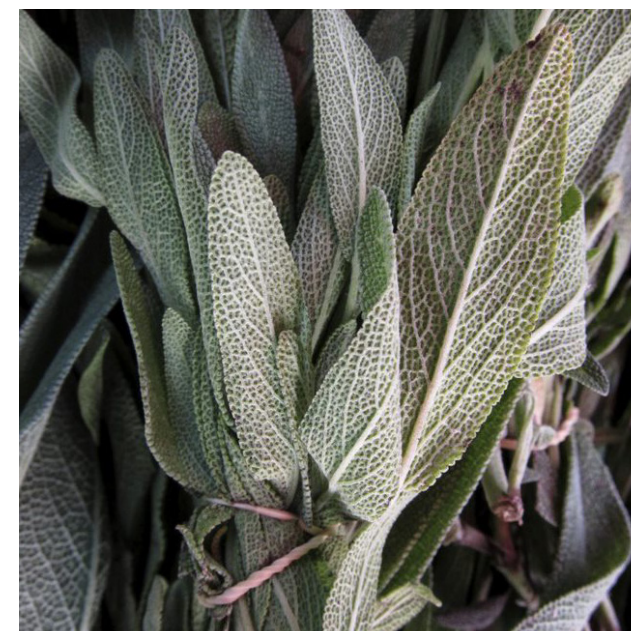
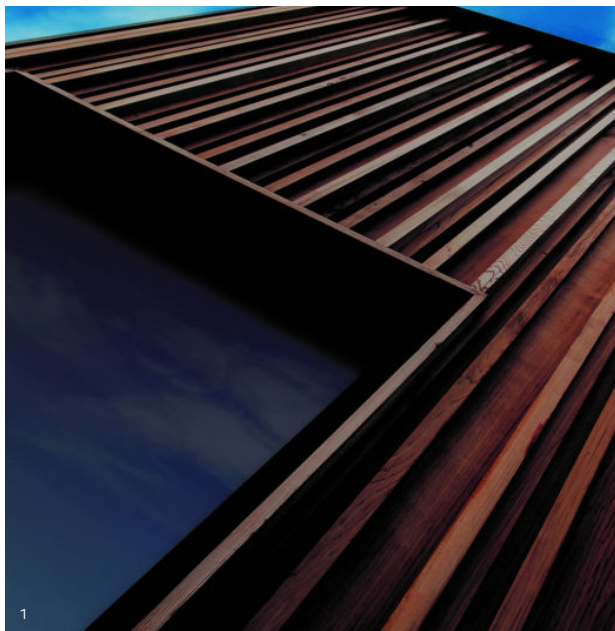
### Ceiling

- Clearly define your ceiling edge; this may take the form of a void, extension of adjacent wall, recess and/or lighting

## Market Place Look and Feel

A premier destination for fresh food that encourages visitors to weave amongst an abundance of local produce as if exploring the traditional marketplace.

Detail and depth is to be incorporated in to shopfronts with operable portions, integrated seating, walk in sections and custom display units.



- 1 Newport Castellation, Stepped Expression, Wall Panels, Urbanline Architectural.
- 2 The Butcher Club, Watergardens. Design by Studio Equator, photograph by Kyle Drendel.
- 3 Old Man Pho, Watergardens. Design by NH Architecture, photograph by Kyle Drendel.

## Market Place

### Shopfront

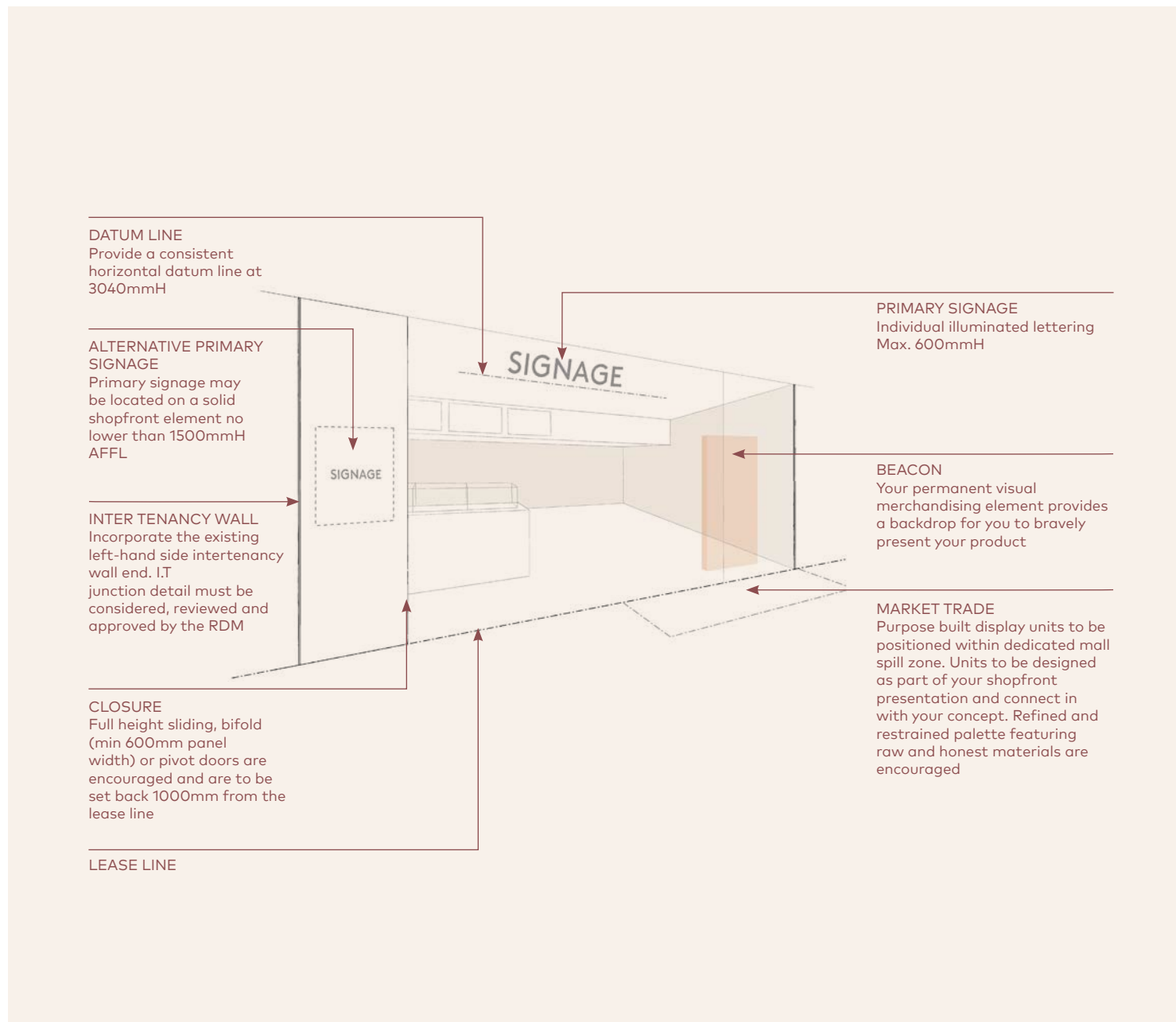
- Articulation is to be provided to your shopfront with operable portions, integrated seating, walk-in sections and elements recessed behind your lease line.
- Utilise a restrained palette featuring raw and honest material
- Market Trade tenancies are to incorporate a solid bulkhead to the upper portion of their shopfront. Your solid bulkhead will sit from 3040mmH and above. Is to be treated in a raw and honest material and will be the backdrop for your primary signage.

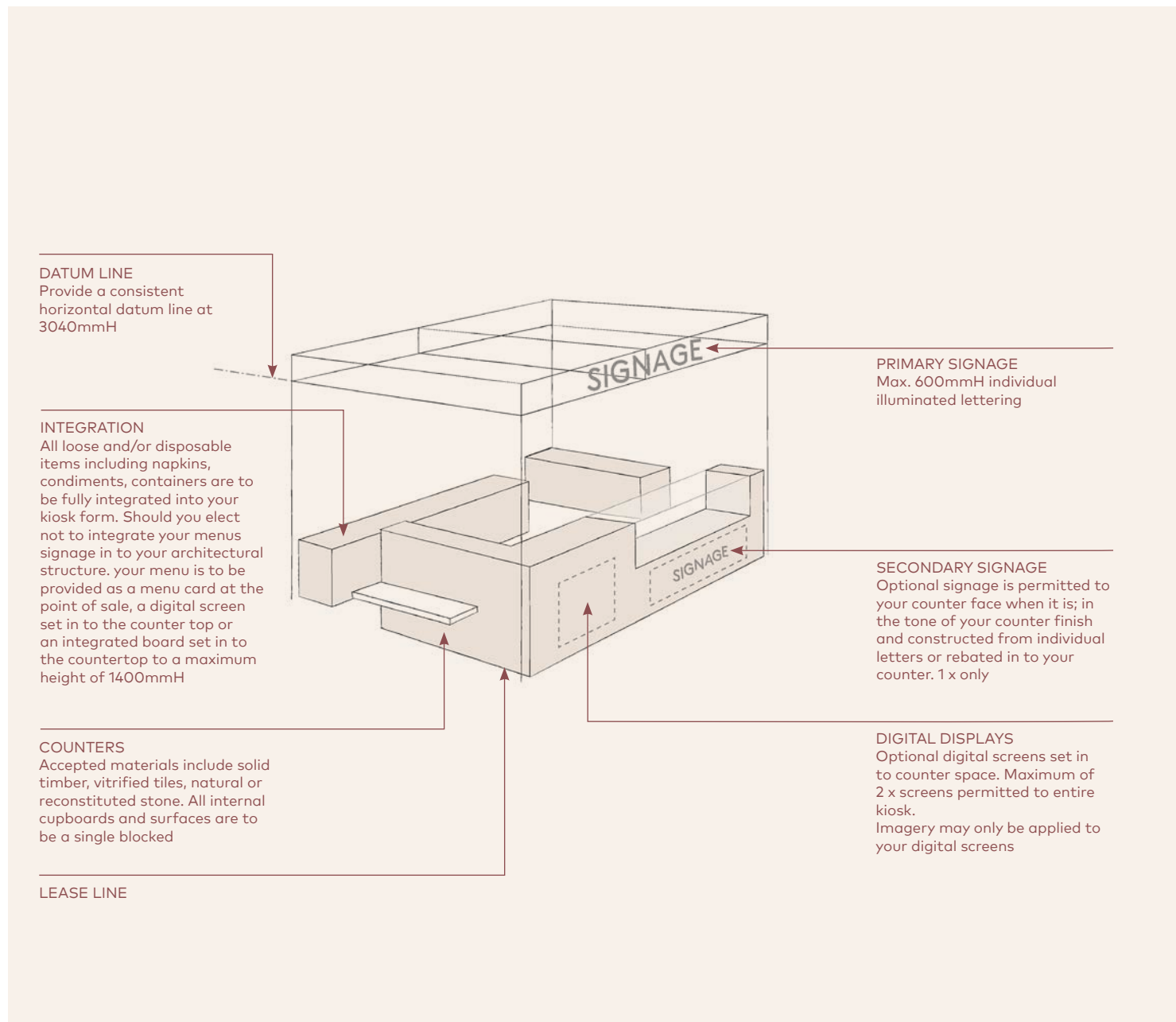
### Primary Signage

- One primary sign to be hung from a bracket or to sit on a horizontal transom. Underside of sign to align with datum line of 3040mmH

### Ceiling

- Clearly define your ceiling edge; this may take the form of a void, extension of adjacent wall, recess and or lighting





## Market Place Kiosks

### Primary Signage

- One primary sign on two elevations. To sit on a horizontal transom. Underside of sign to align with datum line of 3040mmH

### Architectural Structure

- Incorporate a light weight, self supporting architectural structure. Include your menu, branding, seating, lighting and planting in to this structure
- Consider ways to connect your architectural structure with the interior of your tenancy

### Counters

- Max 1000mmH. For food tenancies a section of wall to 1400mmH around prep and wash up areas is permitted. This is to be minimised to 30% max of counter

### Canopies

- Where a canopy is permitted it is to integrate your exhaust facilities and lighting. Ensure that the underside of your canopy ceiling is aligned with your kiosk concept and finished in a reflective material

## Kiosks

### Primary Signage

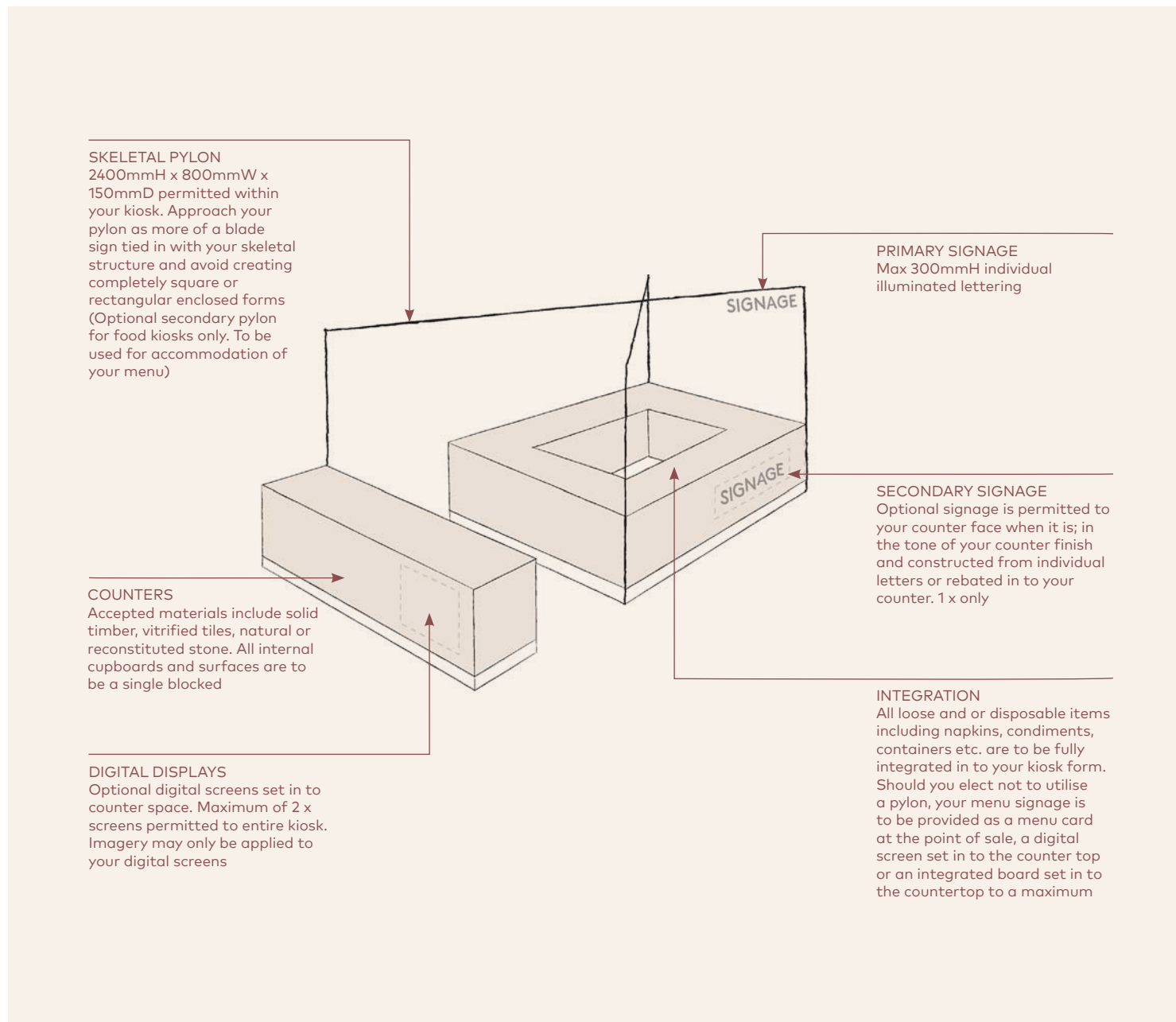
- Your kiosk is permitted 1 x primary sign on 2 x elevations only
- Your signage must be located on your pylon if you choose to have one
- Should you elect not to have a pylon, 1 x primary sign is permitted to be located on your skeletal structure. Your sign is to be free of backing boards in order to ensure visibility is maintained

### Structure

- Consider a simple skeletal structure to a maximum 20% of the kiosk footprint. Use this structure to reinforce the footprint of your kiosk and integrate recessed lighting where appropriate. Your structure is permitted to a maximum height of 2400mmH

### Counters

- Max 1000mmH. For food tenancies a section of wall to 1400mmH around prep and wash up areas is permitted. This is to be minimised to 30% max of counter



# Floor Plan

Overall Plan ..... 32

# Overall Plan





PACIFIC WERRIBEE SHOPPING CENTRE IS OWNED BY WADREN PTY LTD (ACN 005537235) AS TRUSTEE FOR THE HOPPERS CROSSING UNIT TRUST AND QIC WERRIBEE PTY LTD (ACN 624121204) AS TRUSTEE FOR THE QIC WERRIBEE TRUST AND IS MANAGED BY QIC PROPERTIES PTY LTD. WADREN PTY LTD, QIC WERRIBEE PTY LTD AND QIC PROPERTIES PTY LTD AND THEIR RESPECTIVE SUBSIDIARIES, REPRESENTATIVES, AGENTS, EMPLOYEES AND CONTRACTORS (THE "PARTIES") HAVE PREPARED THE INFORMATION IN THIS DOCUMENT IN GOOD FAITH. HOWEVER, THE INFORMATION IS NOT INTENDED TO CONSTITUTE ADVICE AND YOU SHOULD MAKE YOUR OWN ENQUIRIES AND SEEK PROFESSIONAL ADVICE BEFORE ENTERING INTO A LEASE. PHOTOGRAPHS AND ILLUSTRATIONS IN THIS DOCUMENT ARE INDICATIVE ONLY. THE PARTIES RESERVE THE RIGHT TO CHANGE ANY PART OF THIS DOCUMENT (INCLUDING WITHOUT LIMITATION ANY DESIGN AND FIT OUT REQUIREMENTS DESCRIBED IN THIS DOCUMENT). YOU SHOULD MAKE YOUR OWN ENQUIRIES IN RELATION TO AND IN RESPECT OF THE CONTENTS OF THIS DOCUMENT, INCLUDING ANYTHING SHOWN OR DESCRIBED IN THIS DOCUMENT. THE PARTIES DO NOT WARRANT THE ACCURACY OR COMPLETENESS OF THE INFORMATION IN THIS DOCUMENT, AND TO THE MAXIMUM EXTENT PERMITTED BY LAW, DISCLAIM RESPONSIBILITY FOR ANY LOSS OR DAMAGE OF ANY NATURE WHATSOEVER WHICH MAY BE SUFFERED BY ANY PERSON DIRECTLY OR INDIRECTLY THROUGH RELYING ON THE INFORMATION CONTAINED IN THIS DOCUMENT, WHETHER THAT LOSS OR DAMAGE IS CAUSED BY ANY FAULT OR NEGLIGENCE OF THE PARTIES OR OTHERWISE. THE PARTIES ACCEPT NO RESPONSIBILITY FOR THE ACCURACY OR COMPLETENESS OF STATEMENTS MADE IN THIS DOCUMENT WHICH ARE BASED ON INFORMATION AND RESEARCH PUBLISHED BY OTHERS. REFERENCES TO FUTURE MATTERS IN THIS DOCUMENT ARE BASED ON THE PARTIES' CURRENT KNOWLEDGE OR INTENTIONS AND ARE SUBJECT TO CHANGE. DETAILS CONTAINED IN THIS DOCUMENT ARE BELIEVED TO BE CORRECT AT THE TIME OF PUBLICATION 19/01/2021. COPYRIGHT QIC LIMITED. AUSTRALIA 2021. ALL RIGHTS ARE RESERVED. DO NOT COPY, DISSEMINATE OR USE, EXCEPT IN ACCORDANCE WITH THE PRIOR WRITTEN CONSENT OF QIC.