

Robina Town Centre

Design Guidelines

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Robina Town Centre

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Robina Town Centre is made up of a collection
of vibrant and dynamic spaces with uniquely
memorable identities

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

Let's create personality

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Lets create vibrant spaces by connecting the design elements that make up your one big idea.

Let's create personality Design Direction

- Connect all of your design elements and deliver one big idea.
- Use the building blocks of your space to create memorable statements and vibrant identities within your tenancy.

Be sure to consider;

- The materiality of your space
 - The built form and fixturing
 - The use of visual merchandising
 - Your graphic presentation
- Then thread these elements together to create your vibrant space delivering your one big idea.



1 OCE Flagship, Guangzhou, Designed by Leaping Creative, Photography by Wang Gen
 2 Aesop, Berlin, Designed by Weiss-heiten, Photography by Gerhard Richter
 3 Lorna Jane, Robina South Mall, Designed by TRG

Let's create personality Material, Built Form and Fixtures

- Be adventurous and clever with the building blocks that make up your retail environment. The materials that dress your walls, floors and ceilings should all work together to form a single composition and deliver one big idea.
- Consider materials, dimension and play with volume and texture throughout your tenancy to tell the story you want to tell.
- Encourage your customer to come in and connect with your product in exactly the way you want them to.



1 Ippudo, Sydney, Designed by Koichi Takada Architects, Photography by Sharrin Rees
 2 Guideline approved image
 3 Aesop, Kuala Lumpur, Designed by Russell and George, Photography by Iz Mady & Elaine Yuen

Let's create personality Lighting and Technology

- Great lighting and technology go a long way in bringing the heart of your space to life. Consider these elements together to propel the customer experience and your brand to the next level.
- Combining vibrant lighting and technology in to your tenancy creates mood, texture, focal points and layers. These elements amplify the experience of your space and create a beacon for your customer.
- Use lighting to focus on what's important. Draw the customers attention precisely where you want it.



1 Habbot, Melbourne, Designed by Fiona Lynch, Photography by Brooke Holme
 2 Okatsu, Melbourne, Designed by BrandWorks, Photography by Urban Angels
 3 Lost in Seasons, Melbourne, Designed by Pinto Tuncer, Photography by Tess Kelly

Let's create personality Visual Merchandising

- Visual merchandising is an opportunity to have fun and connect with your customer. Show the personality of your brand and display your product in its best light.
- Allow displays to be flexible, for time of year or season. Engage with local themes or culture to reinforce your brand to your customer.
- Show your customers around by placing interesting displays within your space.
- For food tenancies the display of your food should show abundance of product with menus and ticketing should be considered as part of the merchandising.



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1 Guideline approved image
 2 Guideline approved image
 3 Hart & Co, Melbourne, Designed by Biasol, Photography by Ari Hatzis

Let's create personality Graphics

- Signage and graphics play an important part in creating your store's identity so be sure to use it to its greatest potential.
- Play with scale, colour, typography and create the perfect graphic presentation for your space.
- Your graphics should be a layer, in combination with the built elements of your design. They should help to guide your customer, not only to your tenancy but in and through it.
- Ensure that your brand package considers signage, wrapping, bags, packaging, uniforms POS, ticketing, visual merchandising and promotional material.
- Be sure to consider and maximise sight lines through the malls when developing your graphic elements.



1 Guideline approved image
 2 Aesop, Sydney, Designed by Russell & George, Photography by Dianna Snape
 3 Okatsu, Melbourne, Designed by BrandWorks, Photography by Urban Angels

Let's captivate with detail

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Let's explore the detail and create uniquely memorable experiences to delight your customers.

This is your chance to create and impact the way your customers connect with your brand.

Let's captivate with detail

Design Direction

- Use details to create special and interesting focal points within your space.
 - Thread the one big idea of your tenancy in to the smallest details of your fitout.
- Be sure to consider;
- The impact of your planning
 - The junctions of your floor, walls and ceiling
 - The use of your fixtures and furniture
- Creating layers and focal points within your tenancy to reinforce the identity of your brand.



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1 The A Team Kitchen, Melbourne, Designed by Biasol, Photography by Ari Hatzis
 2 Pan y Pasteles, Madrid, Designed by Ideo Arquitectura, Photography by Miguel de Guzman
 3 The Windsor Annex, Melbourne, Designed by HeckerGuthrie, Photography by Armelle Habib

Let's captivate with detail

Planning

- Planning your space well can dramatically impact the retail experience.
- Consider how you want your customer to move through your store and experience your product; use planning to make this the best experience it can be.
- Fill your space with considered, genuine pieces of interest.
- Use Planning to create focal points and use these to encourage your customer to interact with your product.
- Fill the rear of your tenancy with a statement to attract attention and entice the customer to enter your space and draw them in.



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1 Los Vida, Sydney, Designed by TomMarkHenry, Photography by Damian Bennett
 2 6000 Acres, Perth, Designed by Zwei, Photography by Michael Kai
 3 Glue, Sydney, Designed by Design Clarity, Photography by Steve Back

Let's captivate with detail Ceilings, Walls and Floors

- The floors, walls and ceilings are all part of your 3 dimensional space. The way these elements connect and relate to each other should be considered as a critical part of the overall design.
- Think about something as simple as the colour of your ceiling, a change in material, the treatment of a bulkhead or a change in volume. These elements can create a drastic impact to the atmosphere of your space.
- Fill your rear walls with interesting statements to pull your customer inside.



1 Guideline approved image
 2 The Rabbit Hole, Sydney, Designed by Matt Woods, Photography by Dave Wheeler
 3 The Rabbit Hole, Sydney, Designed by Matt Woods, Photography by Dave Wheeler

Let's captivate with detail Fixtures and Furniture

- Give your customer a reason to notice you.
- Have some fun and use unique and unexpected statements.
- Utilise varied displays and fixtures within your tenancy that form and support the one big idea for your design.
- Get creative with materials, layering and details to enhance your brand and connect with your customer.



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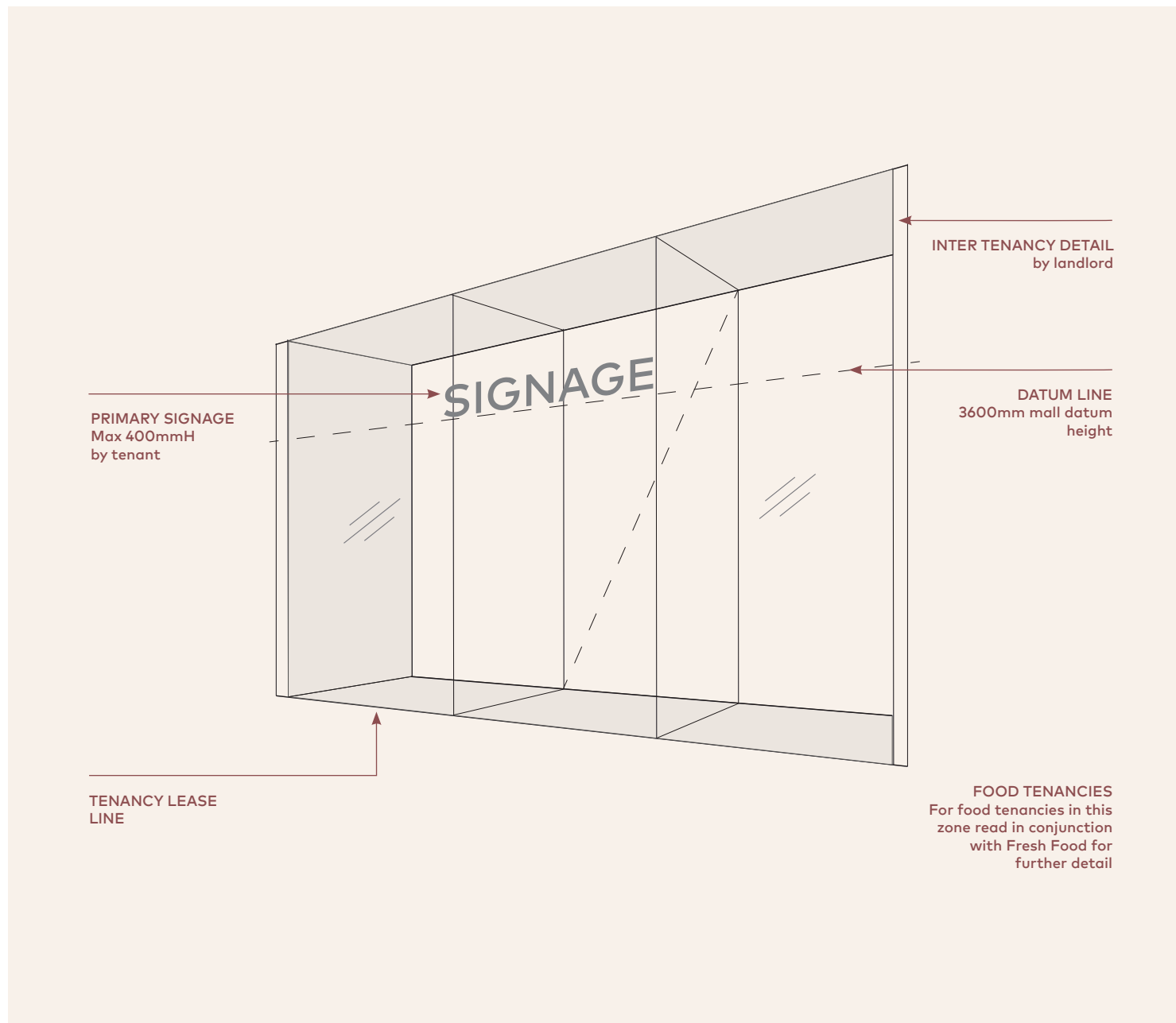


4

- 1 T.O.M.S The Organic Meat Specialist, Melbourne, Designed by Flack Studio, Photography by Sharyn Cairns
- 2 Nuts Galore, Sydney, Designed by Design Portfolio, Photography by Alexandra Eleftheriou
- 3 Los Vida, Sydney, Designed by Tom Mark Henry
- 4 Endota Kiosk, Melbourne, Designed by Russell & George, Photography by Nicole Reed

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General Retail

Shopfront

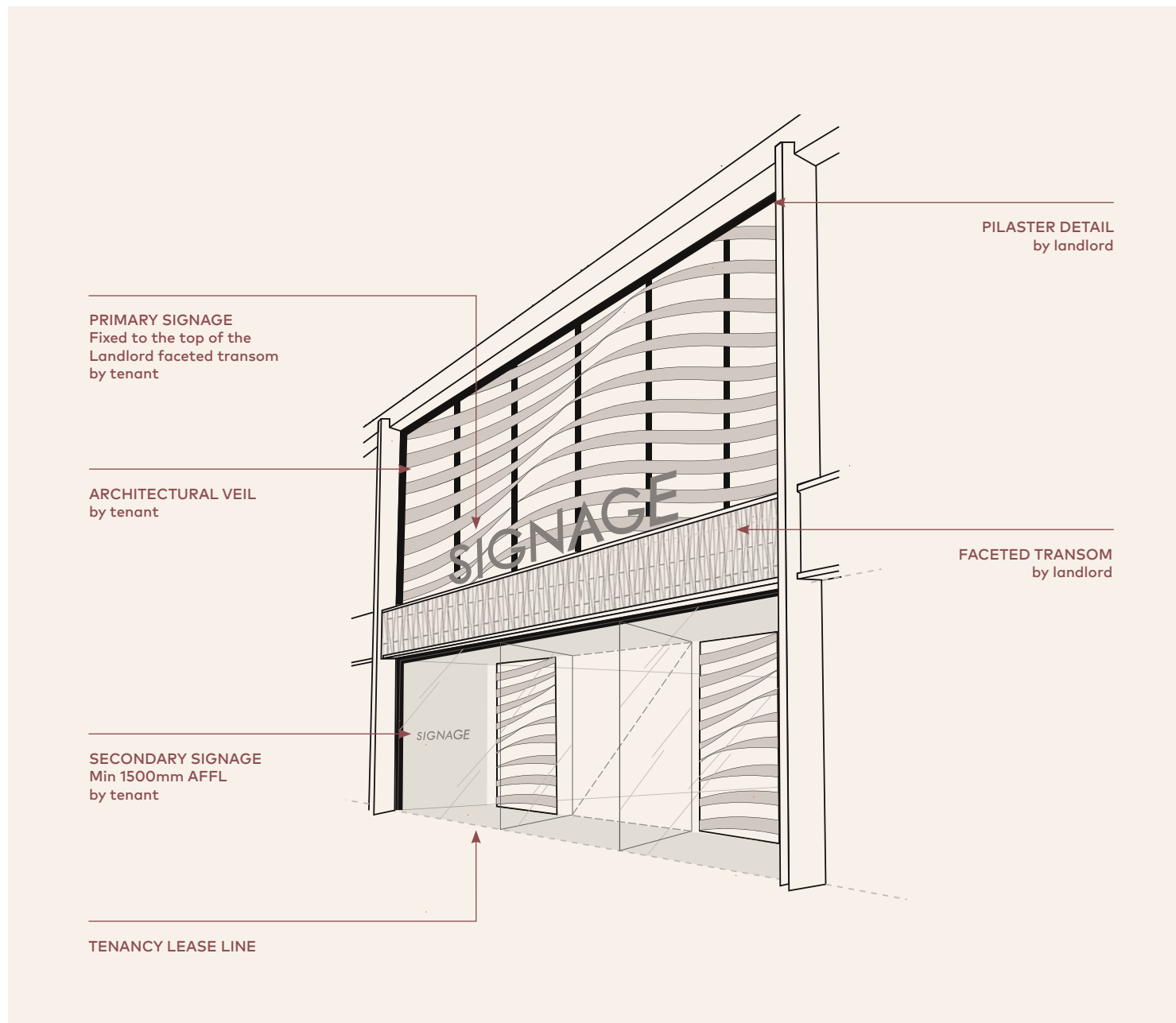
- Full height articulated elements are to be integrated in your design.
- Consistent datum line at 3600mm.
- Full height sliding, bifold (min 600mm panel width) or pivot doors set back 1000mm from lease line.
- Min 1200mm shopfront zone of architectural finishes to all surfaces.
- Curated displays are to be integrated in your shopfront windows.
- P50 detail to shopfront junction with the mall.

Primary Signage

- One primary sign 400mmH fabricated letterform, individual letters with integrated illumination.
- Top of sign no higher than 4000mm AFFL.

Ceiling

- Integrate ceiling height transitions in to your design to eliminate flat unarticulated bulkhead zones.



Central Malls Double Height

Shopfront

- Maximum 20% solid finishes.
- Full height sliding, bifold (min 600mm panel width) or pivot doors set back 1000mm from the lease line.
- Min 1200mm shopfront zone treated with architectural finishes to all surfaces.

Primary Signage

- One primary sign 600mmH fabricated letterform of individual letters with integrated illumination.

Secondary Signage

- Maximum 300mmH to flanking walls behind shopfront glazing.

Architectural Veil

- 3 Dimensional, neutral colour, light weight finishes fixed to glazing.
- Upper level tenants to consider perimeter merchandising and provide clear access to shopfront.
- Reinforce veil treatment by referencing within your shopfront presentation.

Ceiling

- Integrate ceiling height transitions to eliminate unarticulated bulkhead zones.

Central Malls Single Height

Shopfront

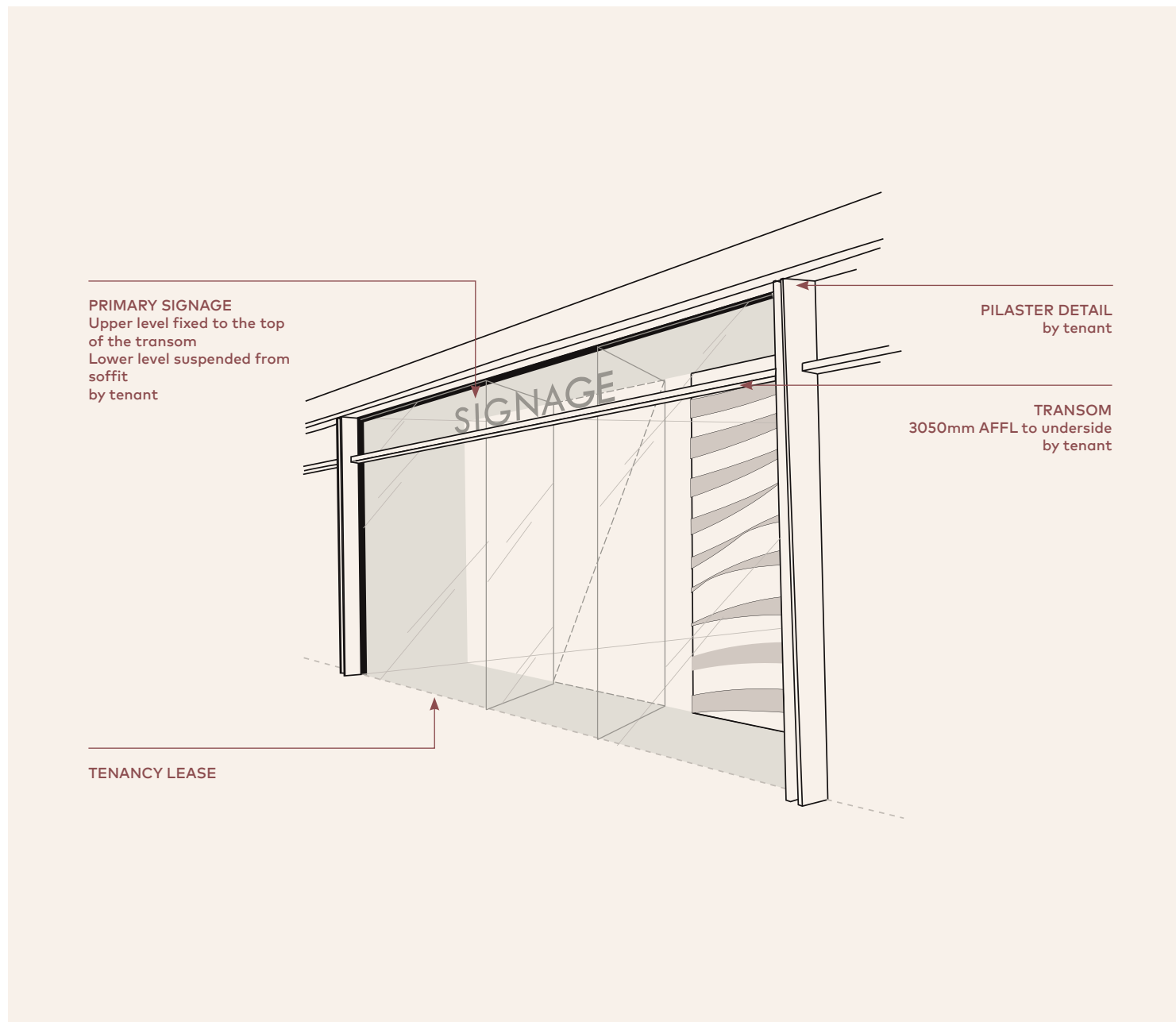
- 50mmH transom at 3050mm to underside.
- Maximum 20% solid finishes.
- Full height, sliding, bifold (min 600mm panel width) or pivot doors set back 1000mm from lease line.
- Min 1200mm shopfront zone treated with architectural grade finishes to all surfaces.
- Curated Window displays are to be integrated in your shopfront windows.

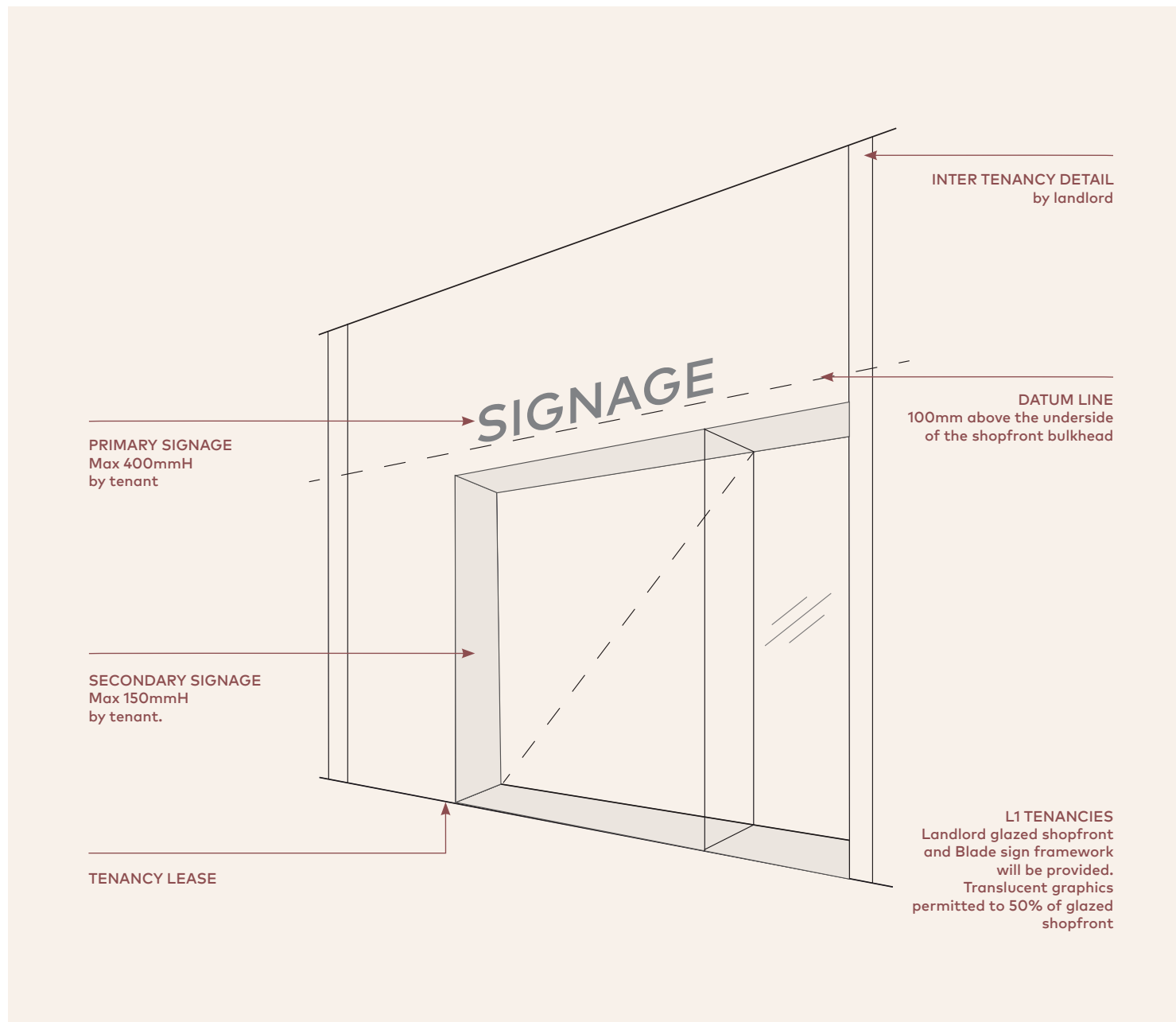
Primary Signage

- One primary sign 400mmH 3D fabricated letterform of individual letter with integrated illumination.
- Upper level tenancies sign to be fixed on top of transom.
- Lower level tenancies sign to be suspended from soffit.

Ceiling

- Integrate ceiling height transitions to eliminate flat and unarticulated bulkhead zones.





Arbour Lane

Shopfront

- Full height articulated elements are to be integrated into your design.
- Consistent datum at 100mm above the underside of the shopfront bulkhead.
- Full height sliding, bifold (min 600mm panel width) or pivot doors set back 1000mm from lease line.
- Min 1200mm shopfront zone treated with architectural grade finishes to all surfaces.
- Curated displays are to be integrated in to your shopfront windows.

Primary Signage

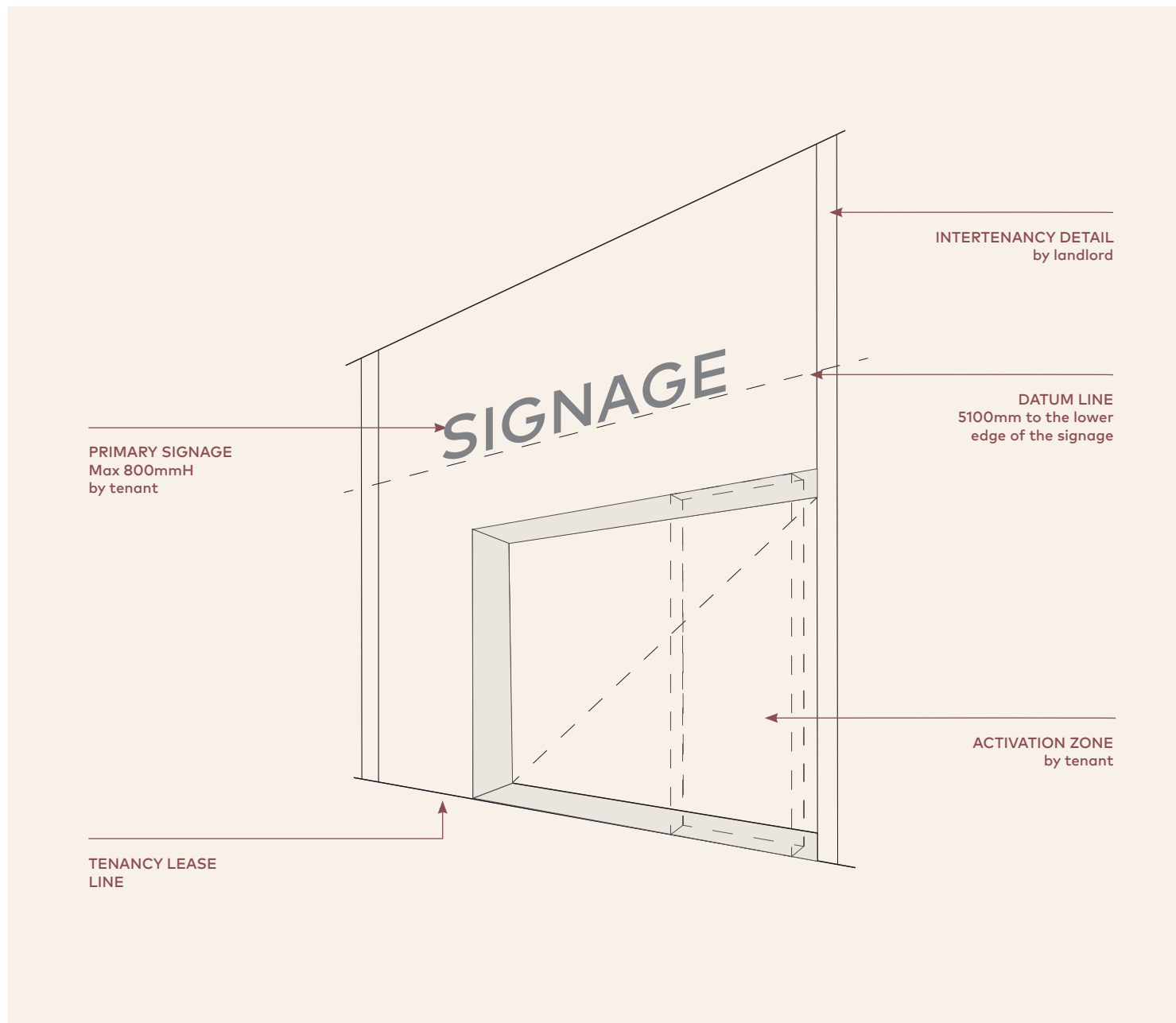
- One primary sign 400mmH 3D fabricated letterform of individual letters with integrated illumination.
- Sign to sit on top of datum line.

Secondary Signage

- Maximum 150mmH to flanking walls behind shopfront glazing.

Ceiling

- Integrate ceiling height transitions in your design to eliminate flat and unarticulated bulkhead zones.



South Mall

Shopfront

- Matt solid finishes with subtle texture, rebates and patterns to full height.
- Full height sliding, bifold (min 600mm panel width) or pivot doors to the underside of the bulkhead, set back 1000mm from lease line.
- Min 1200mm shopfront zone treated with architectural grade finishes to all surfaces.

Activation Zone

- Curated displays with permanent or mobile installations, product display, signage, branding, graphics, menu or joinery.

Primary Signage

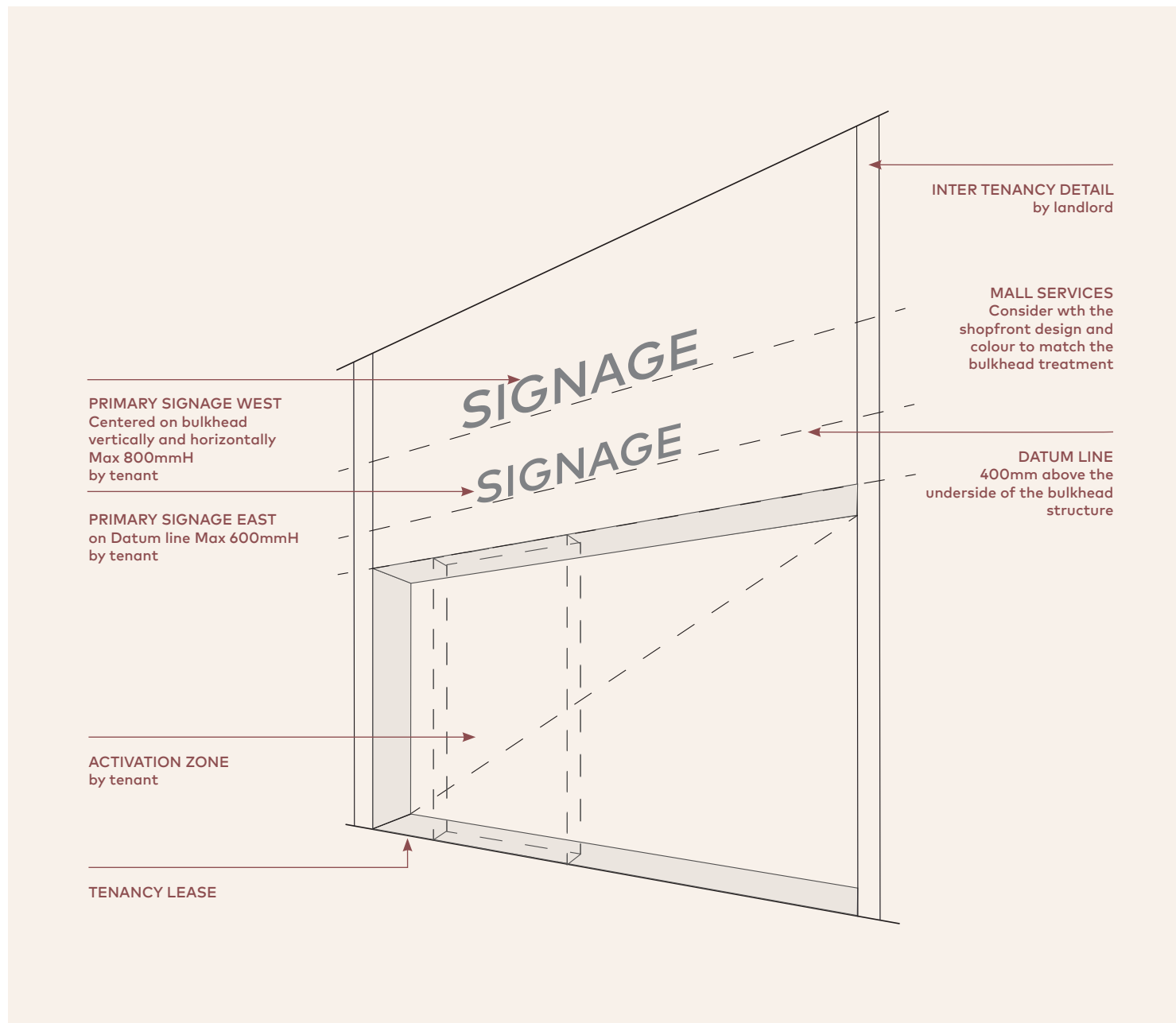
- One primary sign 800mmH 3D fabricated letterform of individual letters with integrated illumination.
- Underside to sit on 5100mm datum line.

Ceiling

- Integrate ceiling height transitions in your design to eliminate flat and unarticulated bulkhead zones.

Mall Services

- Consider with shopfront and finish to match bulkhead treatment.



Bazaar St

Shopfront

- Matt solid finishes with subtle textures, rebates and patterns to bulkhead extending full height.
- Full height sliding, bifold (min 600mm panel width) or pivot doors to the underside of the bulkhead set back 1000mm from lease line. Min 1200mm shopfront zone of architectural finishes.

Activation zone

- Curated displays with permanent or mobile installations, product display, signage, branding, graphics, menu or joinery.

Primary Signage

- One primary sign
- 3D fabricated letterform of individual letters with integrated illumination.
- Western tenancies to have sign centred on bulkhead horizontally and vertically.
- Eastern tenancies to have sign on datum line.

Ceiling

- Integrate ceiling height transitions in your design to eliminate unarticulated bulkhead zones.

The Kitchens

Look and Feel

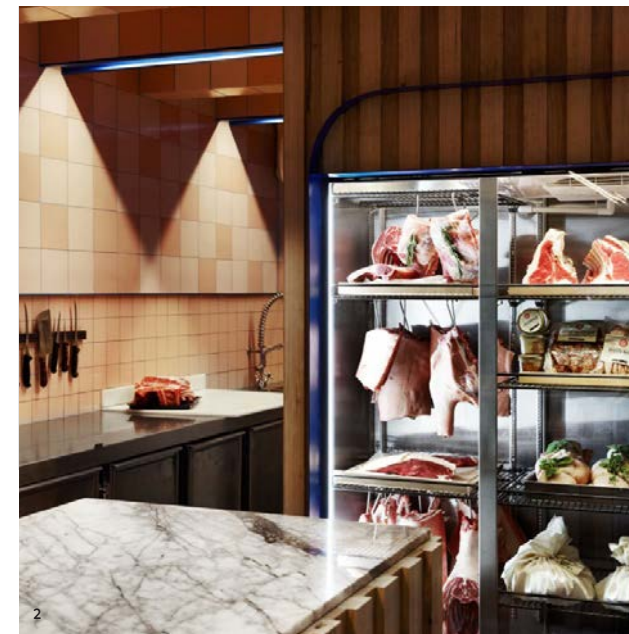
The Kitchens is our bustling urban market place. A community of food lovers showcasing their products.

Here you are encouraged to tell your story, showcase your expertise and allow your customer to interact with your product and your workshop.

Achieve this by ensuring your kitchen is at the forefront of your design allowing views into your preparation zones. Create a welcome atmosphere that encourages activity and interaction.

Focus your one big idea around your product creation and allow your customer insight into the inner workings of your trade.

Customer workshops and demonstrations are encouraged in The Kitchens to enhance the experience.



- 1 Bondi's Best, Sydney, Designed by TomMarkHenry, Photography by Damian Bennett
- 2 T.O.M.S. South Melbourne Designed by Flack Studio Photography by Sharyn Cairns
- 3 Marqt, Den Haag, Designed by Heyligers Design + Projects, Photography by Michael Van Ootzen
- 4 The Corner McCafe, Sydney, Designed by Landini Associates, Photography by Sharrin Rees

The Kitchens

Shopfront

- Duratec Zeus Grey to 76mm x 35mm centre pocket framing.
- Any required infills to be solid neutral materials within the framing.
- If closures are required they are to be integrated in to the shopfront framing with mesh or glazing.

Primary Signage

- Illuminated lantern sign to be installed by each tenant along horizontal beam.
- Lantern box provided by landlord.
- Tenant logo only on lantern.

Secondary Signage

- Apply behind lease line and integrate on architectural elements.

Ceiling

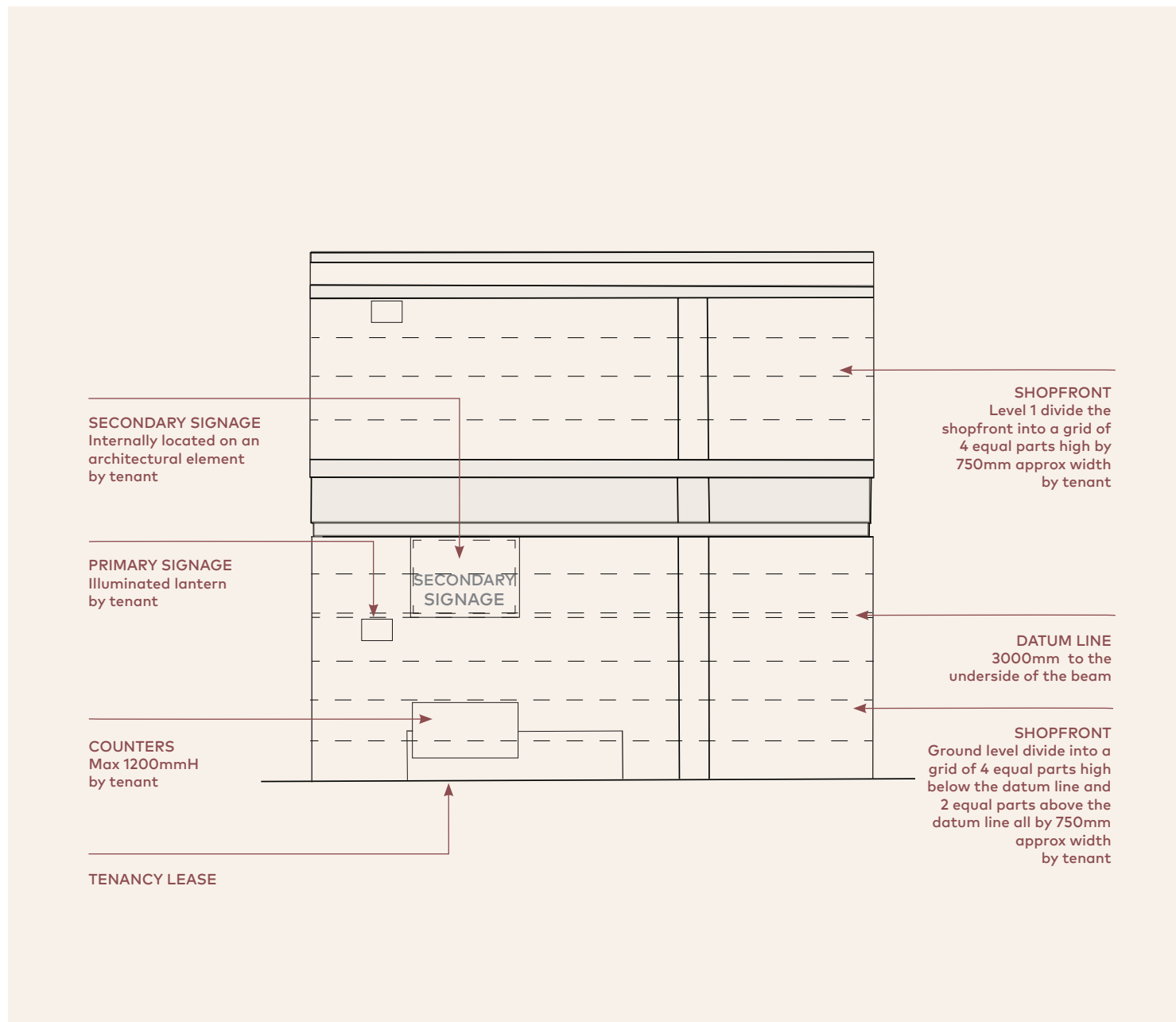
- Over food preparation, Anthracite mirror finish to be used.

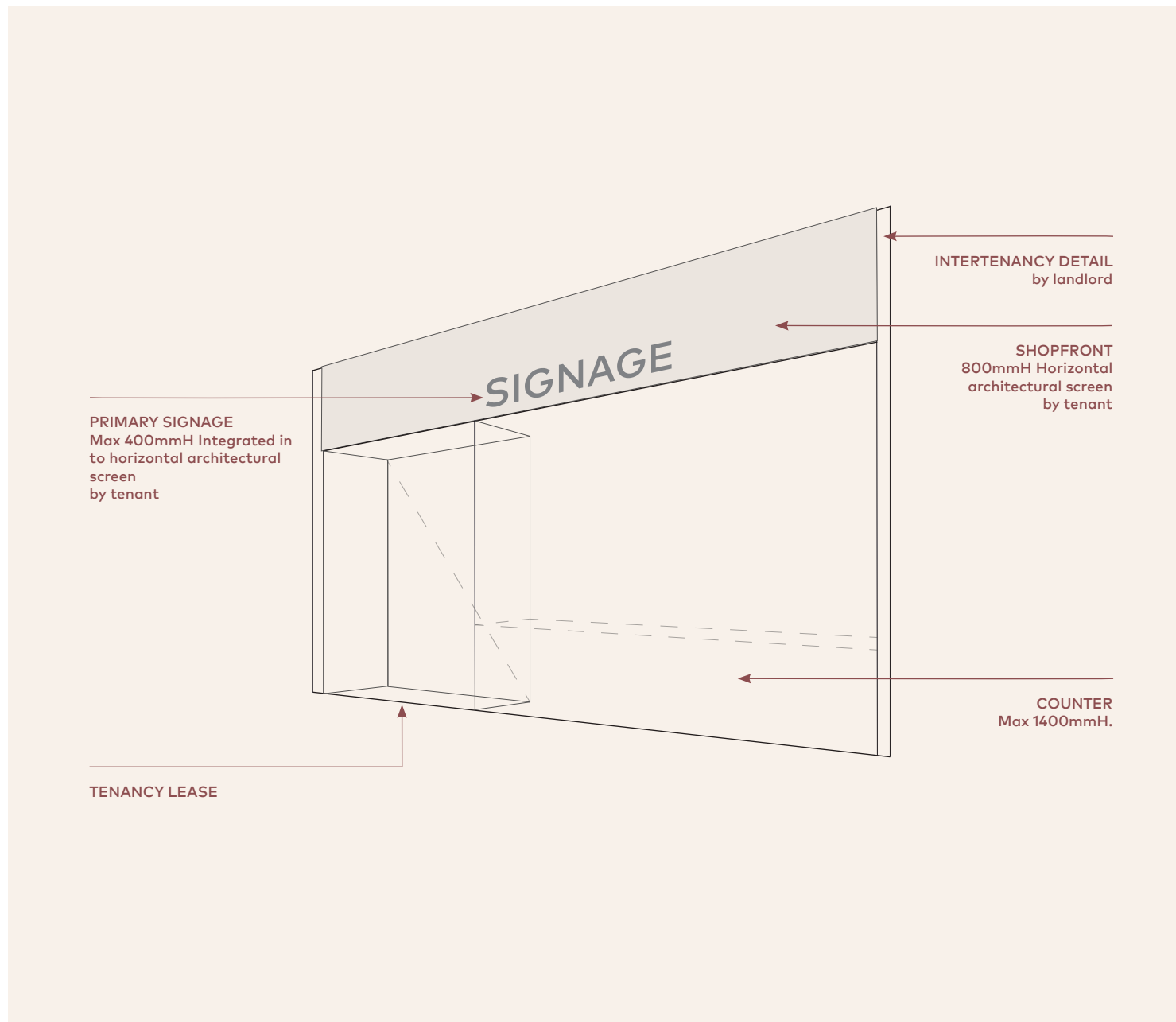
Counters

- Solid monolithic design.
- Integrated square edge display to 1200mmH.

Menu

- Internal integrated to structural elements with monotone design.





Fresh Food

Shopfront

- 800mm neutrally finished and coloured horizontal architectural screen. Louvre's, laser cut panels, or battens fixed to the mall soffit.
- If closures are required they are to be fully integrated to 2700mmH.
- Any fixed portion of shopfront must extend to the horizontal screen and be 100% transparent.
- 20mm shadow line to the shopfront junction with the mall.

Primary Signage

- One primary sign 400mmH 3D fabricated letterform of individual letters with integrated illumination. Sign to be integrated within the horizontal screen.

Secondary Signage

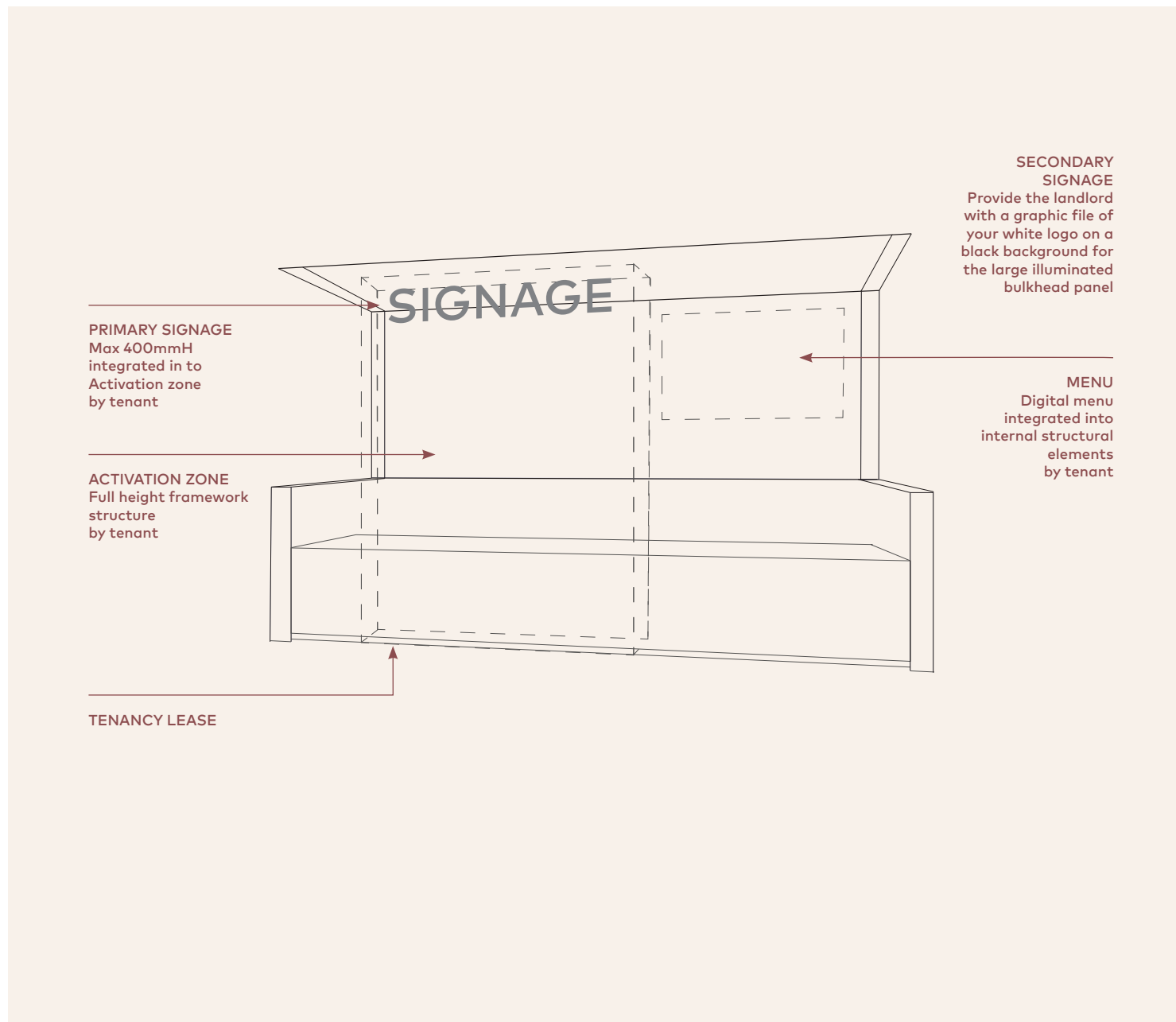
- Applied behind lease line and integrated on to architectural elements.

Counters

- To be neutrally coloured monolithic stone tile or masonry.
- Integrated square edge glass displays to max 1400mmH.

Menus

- Integrate internally within structure.



The Food Atrium

Primary Signage

- One primary sign 400mmH 3D fabricated letterform of individual letters with integrated illumination. Signage to be integrated into Activation zone.

Activation Zone

- Full height framework structure to be incorporated at the lease line. Display for food and drink, menus, visual merchandising and signage.

Counters

- Counters along lease line to be neutrally coloured and monolithic.
- Stone, tile and or masonry.
- Integrated square edge glass displays to max 1400mmH.

Kitchen

- Visibility in to your kitchen and cooking operation is encouraged.

Ceiling

- Anthracite mirror finish to be used.
- P50 detail to shopfront junction with mall and adjacent tenancies.

Menu

- Integrate menus into Activation Zone framework structure.
- Integrate digital menus on internal structural elements.

The Promenade Look and Feel

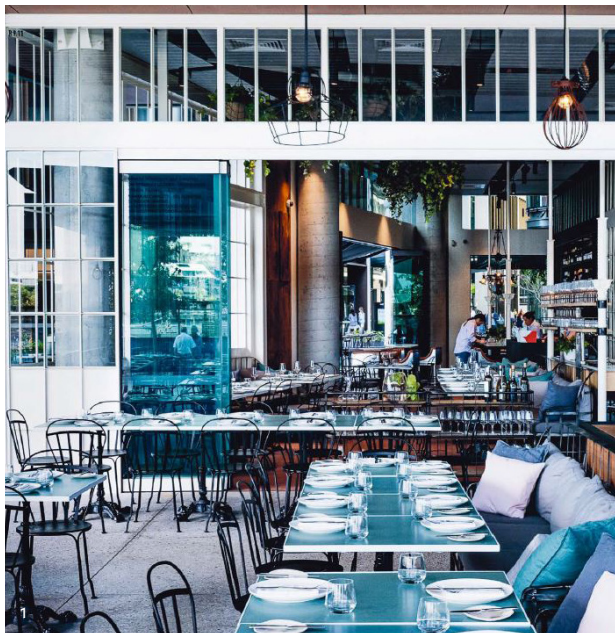
Casual lakeside dining that embraces the local love of outdoor living.

Blur the line between your indoor and outdoor spaces by using the architectural structure to join your seating areas to your restaurant.

Use your architectural structure to define your space and make it part of your one big idea.

Bring your counters, bars and service zones forward to activate your lease line.

Use elements of lighting, branding, planting and comfort to make your customer experience memorable.



- 1 Banksii, Sydney, Designed by Luchetti Krelle, Photography by Michael Wee
- 2 Jimmy Grants, Designed by Techne, Photography by Tom Blatchford
- 3 Mad Mex, Sydney, Designed by Morris Selvatico, Photography by Ben Cole
- 4 Hurricane Woodfire Grill, Surfers Paradise, Designed by Lucetti Krelle, Photography by Michael Wee

The Promenade

Primary Signage

- One primary sign 400mmH 3D fabricated letterform of individual letters with integrated illumination
- Sign to be integrated in to Architectural Structure.

Architectural Structure

- Incorporated in licensed seating area connecting the internal and external zones.
- Light weight construction utilizing translucent materials, mesh, glazing, battens etc to ensure visibility through.
- Self supporting and top to sit at 3150mm datum line.
- Structure to house menu, branding, banquette, waiters station, lighting and planting.

Shopfront

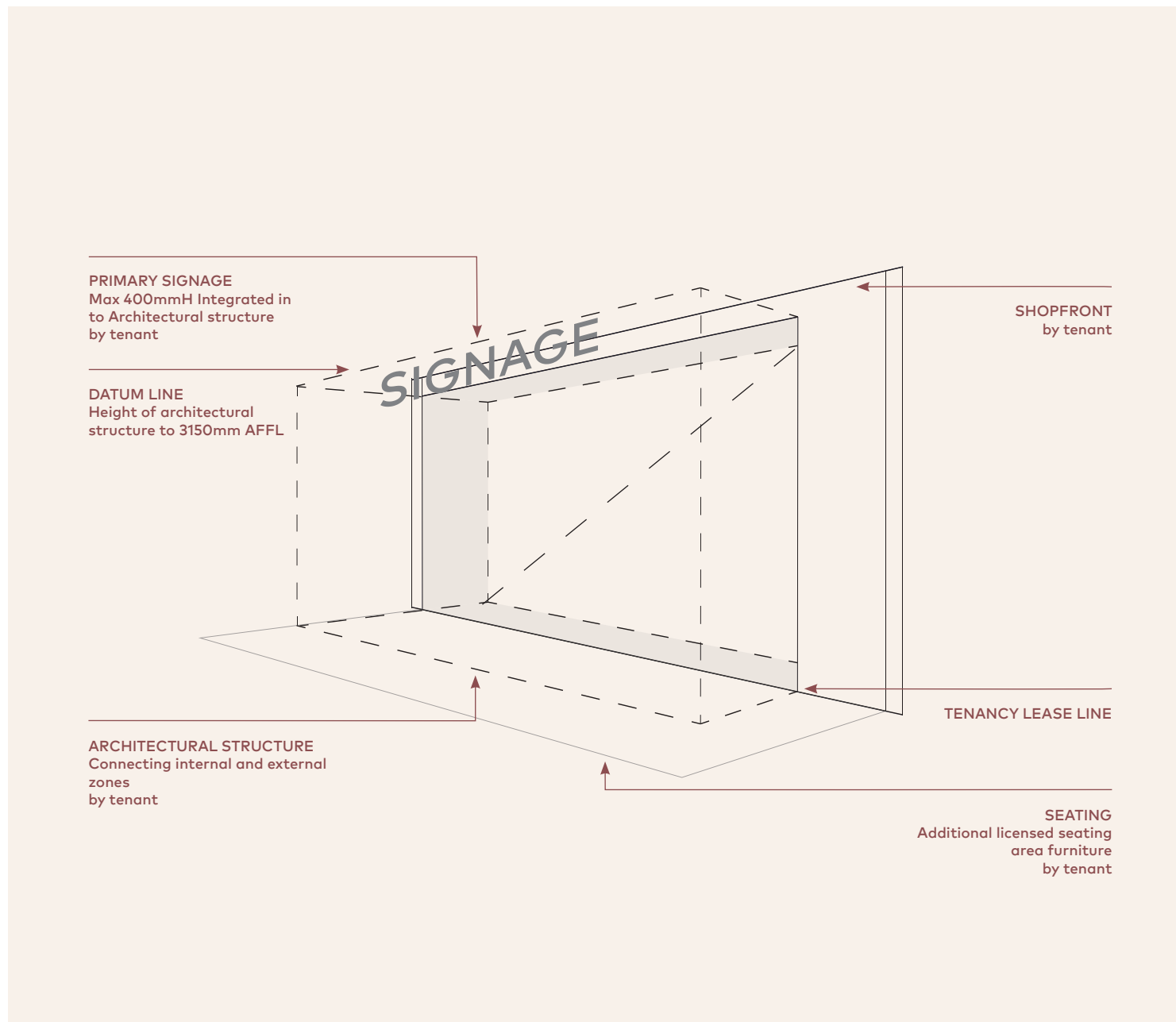
- Full height treatment at lease line.
- Minimum 70% operable opening.

Closure

- Full height sliding or stacking panels with glazed inserts due to weather required.

Seating

- Additional licensed seating area may contain built elements and light weight structures.



Kiosks

Look and Feel

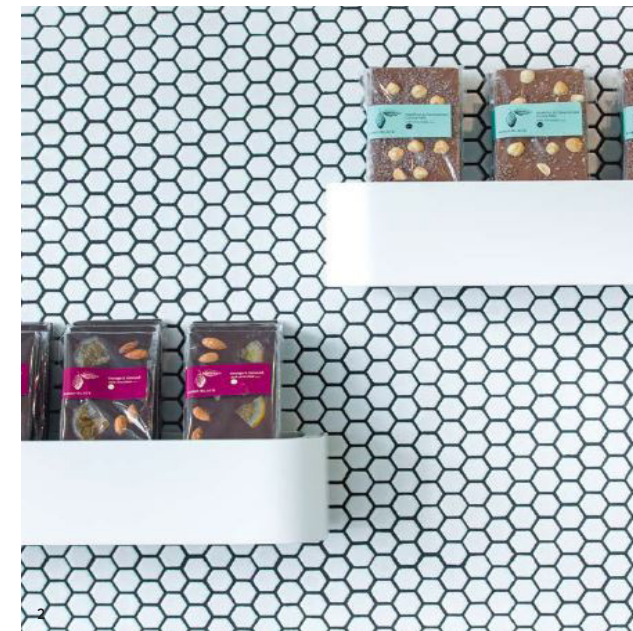
Use imagination plus innovation and see your kiosk as a sculpture to be viewed from all sides.

Blur the lines between the mall and kiosk by allowing customers to walk through the space, maximising customer engagement.

Your kiosk design should be flexible allowing for a variety of merchandising and visual presentations.

Every visible surface should be high quality architectural grade solid, durable finishes.

Your product should be the stand out hero on all faces, and clever materials, lighting and display are the keys to delivering your one big idea.



- 1 Aesop, Doncaster, Designed by Russell & George, Photography by Alexandra Eleftheriou
- 2 Koko Black, New Zealand, Designed by Russell & George, Photography by Alexandra Eleftheriou
- 3 Okatsu, Melbourne, Designed by BrandWorks, Photography by Urban Angels
- 4 Poacher & Hound, Melbourne, Designed by Techné, Photography by Tom Blachford

Kiosks

Primary Signage

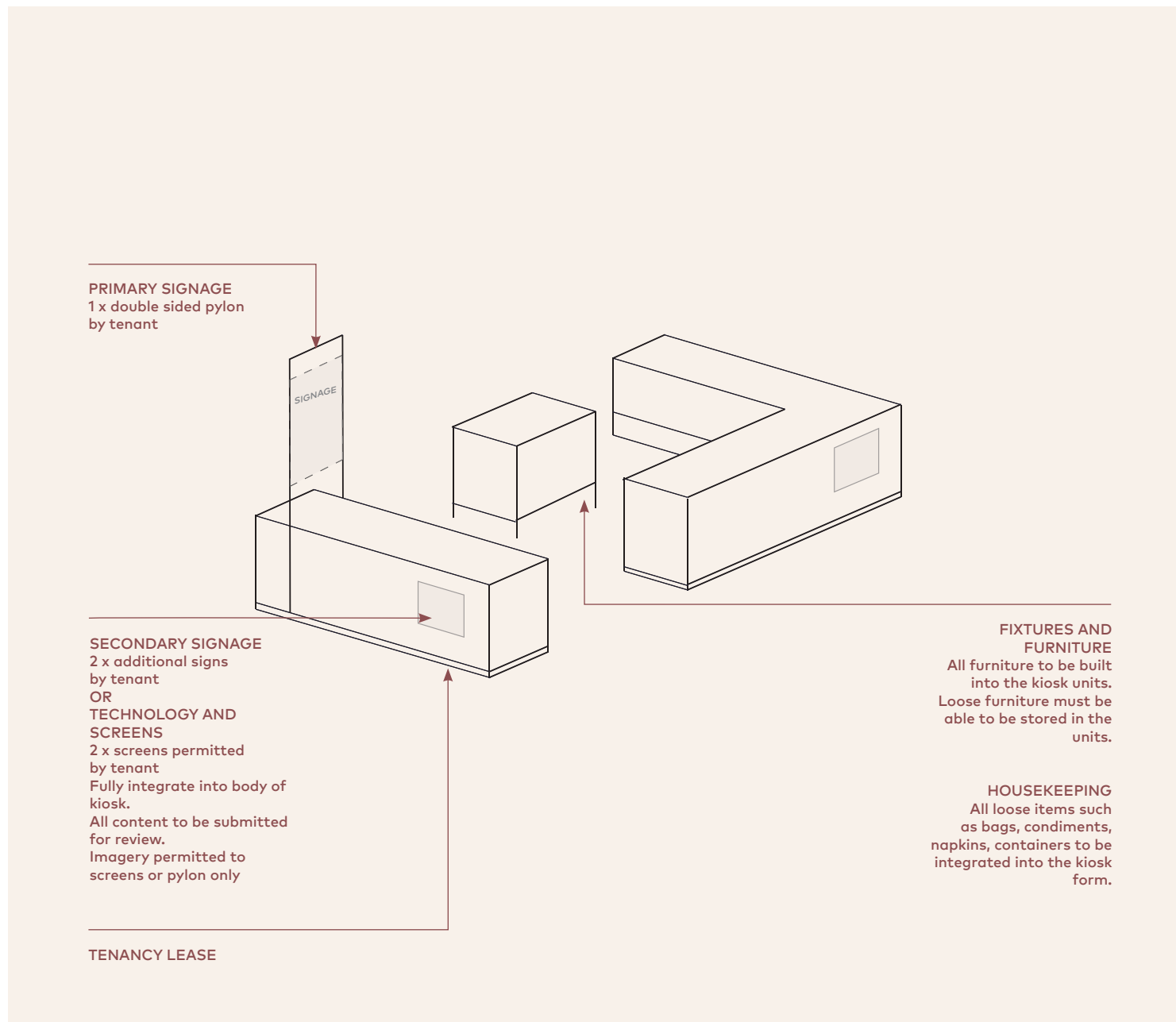
- 1 x double sided pylon sign
2600mmH x 700mmW x 70mmD.
- 1 x optional second pylon for food kiosks only to accommodate menu presentation.
- 3D fabricated letterform of individual letters with integrated illumination.

Secondary Signage

- 2 x additional signs permitted to counter face to be finished in the tone of the counter face.
- Individual cut solid lettering.

Counters

- Solid durable architectural finishes to all customer facing surfaces.
- Solid counter to 1000mmH Max
- Custom integrated square edge glass displays and equipment to max of 1400mmH.
- 1400mmH zone to prep and wash up areas to a maximum 30% of counter permitted to food tenancies only.
- Integrated clear glass sneeze guard to max of 1600mmH for food tenancies only.
- Single dark finish to all internal surfaces.



The Super Centre

Primary Signage

- High level primary signage to be by 3D fabricated letterform of individual letters with integrated illumination.
- Rear building signs to be solid coloured acrylic.

Secondary Signage

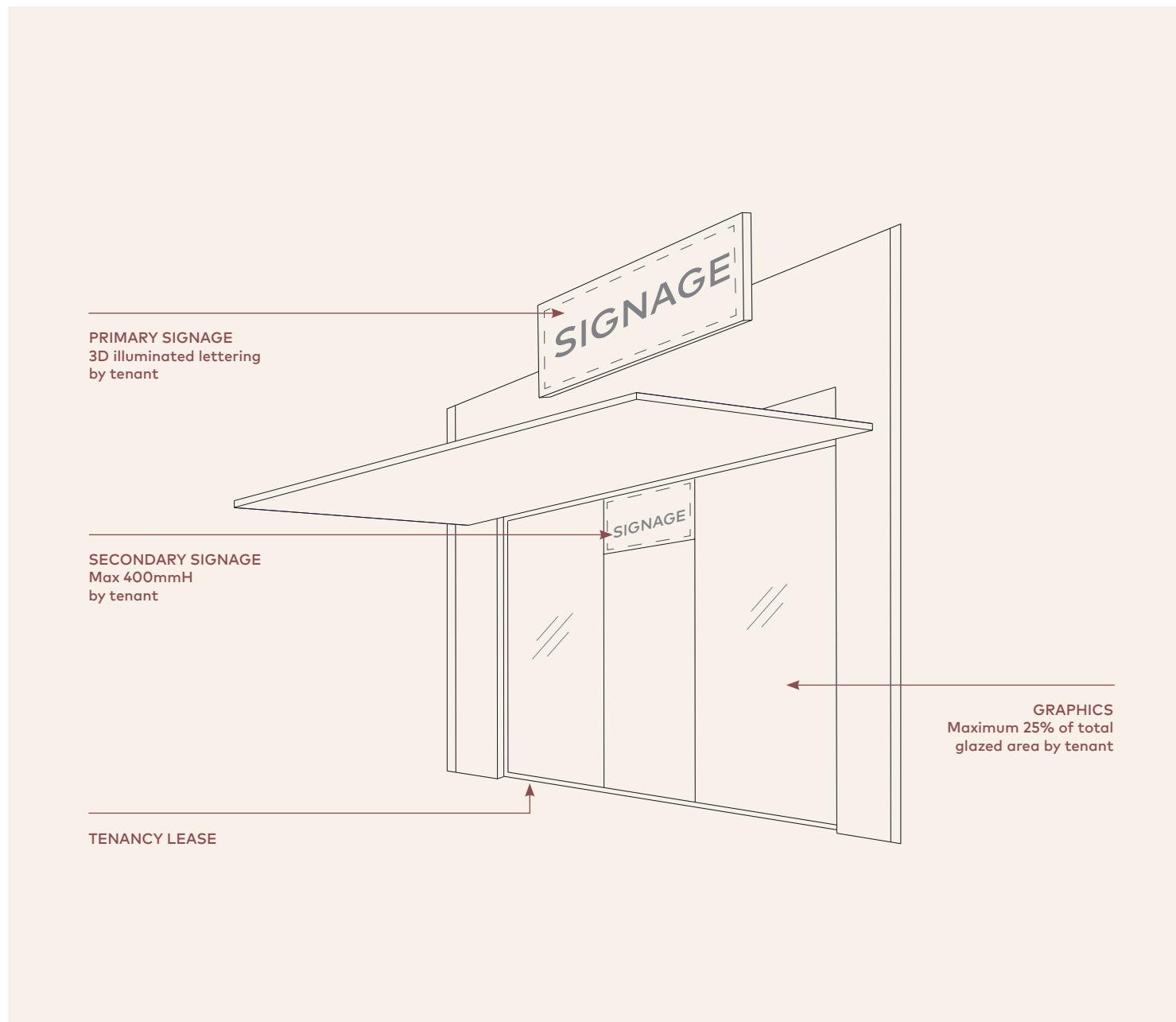
- 3D fabricated letterform of individual letters with integrated illumination to be incorporated within the dedicated zone above the entry doors.
- Signage to sit within base build framing.

Graphics

- Translucent graphic film may be applied to inside face of glazing.
- Permitted to a maximum of 25% of total glazed area to a height of 1200mmH.

Ceiling

- Integrate ceiling height transitions into your design to eliminate flat unarticulated bulkhead zones.



Floor Plans

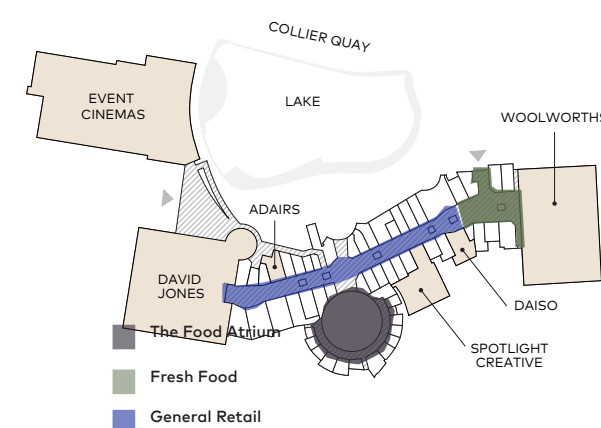
Plans 38

Floor plans

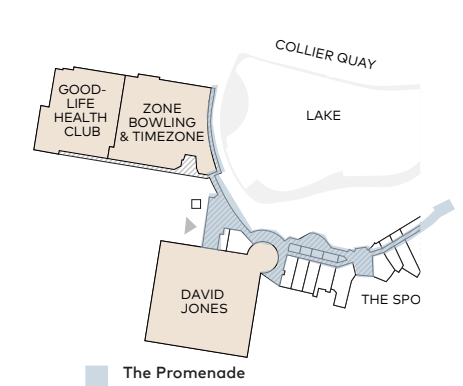
GROUND



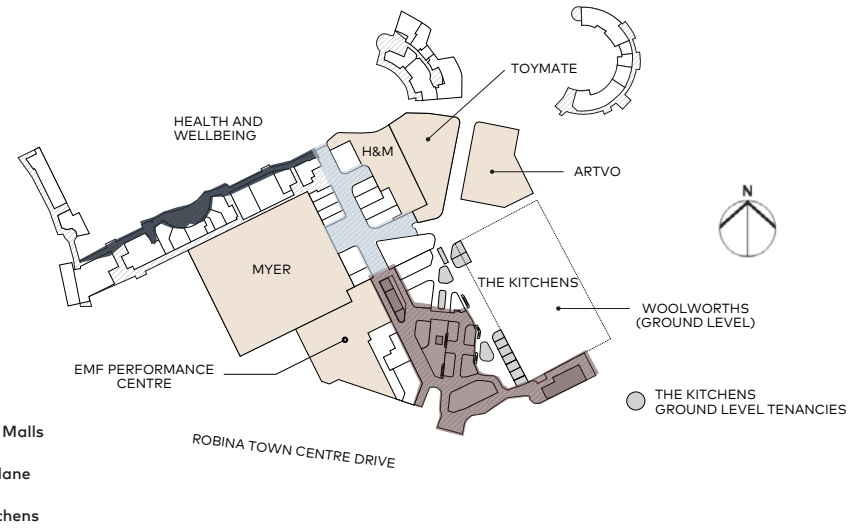
LOWER GROUND 1



LOWER GROUND 2



LEVEL 1



ROBINA

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