

# Woodgrove

## Design Guidelines

# Contents

<b>Woodgrove</b> .....	03	<b>Gathering Place</b> .....	20
Our Vision .....	04	Customer Experience.....	23
Sustainability .....	05	Planning .....	24
The Centre .....	06	Fixtures .....	25
<b>Everyday Inspiration</b> .....	07	<b>Space Specific Guidelines</b> .....	26
Visual Merchandising .....	10	Retail .....	27
Interior Design .....	11	Food Retail .....	29
Materiality.....	12	Food Court .....	32
Ceilings .....	13	Fresh Food .....	34
		Kiosks .....	35
<b>Invite Discovery</b> .....	14	External Tenancies .....	39
Technology .....	17		
Lighting.....	18		
Graphics .....	19	<b>Floorplans</b> .....	41
		Centre Plan .....	42

# Woodgrove

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

For locals seeking more inspiration in their lives, Woodgrove offers experiences that encourage people to discover something new by reimagining the everyday.



## 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

# Everyday Inspiration

Visual Merchandising .....	10
Interior Design .....	11
Materiality .....	12
Ceilings .....	13



Create an inviting environment that welcomes your customer and provides inspiration and customer interaction.



## Everyday Inspiration

Woodgrove is a family focused retail, dining and social hub, a space where the community unite and re-imagine the everyday.

Your store is your opportunity to provide everyday inspiration for your customer. Visual Merchandising is the first cue that will capture your customers attention. Having drawn them into your store, the interior design should be welcoming and inspiring.

The ceiling design should further compliment the interior with your choice of materials chosen to evoke the essence of your brand.



1 The Juice Well, Jump Studios, Photographer :The Exposure Group.

## Everyday Inspiration Visual Merchandising

Inspire the customer on their journey through the mall by creating engaging Visual Merchandising displays that will draw the customers eye and invite them in to the retail environment.



- 1 Louise Paramour Installatin, Photographer, Petre
- 2 Jo Malone, Chelsea Flower Show
- 3 Candy Room, Red Design Group



## Everyday Inspiration Interior Design

Whilst the product within the store remains the focal point, the store interior should remain clean, crisp and streamlined, enabling the customer journey to be unencumbered.

Views to back of house should remain discrete and be considered as part of the overall planning.



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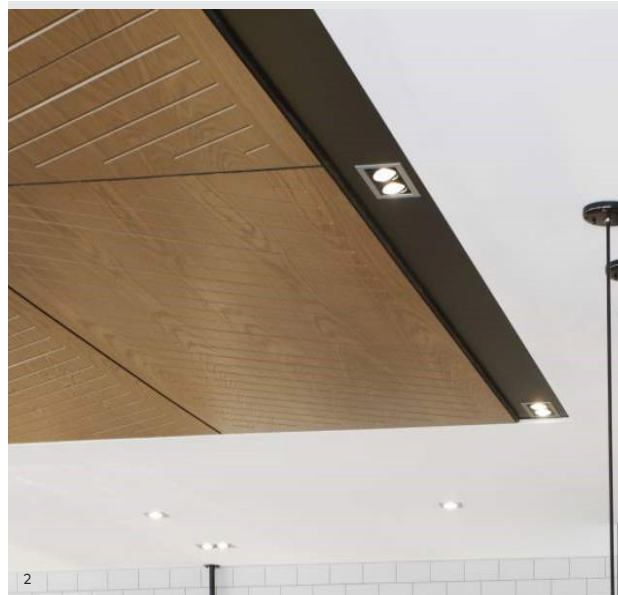
- 
- 1 Seibu Saga Backyard, Nendo, Photographer, Masaya Yoshimura
  - 2 Grand Central, Fashion Collective
  - 3 News Essentials, Tom Mark Henry, Photographer, Damien Bennett

## Everyday Inspiration

### Materiality

Your brand can often be best displayed through material selection and palette choice. Materials are more than a robustness of finish for durability, they also convey a message of how much you care about your retail environment.

Layering of materials to create an overall cohesive concept should remain the key factor when selecting finishes.



- 
- 1 Land Dream, Mim Design, Photographer Peter Clarke
  - 2 Fionacchi, Foxicth Design
  - 3 Barcelona Pavilion, Mies Van de Rohe



## Everyday Inspiration

### Ceilings

Ceilings are more than just a surface on which to hang lights. If treated as a canvas, it can create an additional dimension to the store interior.

Variation in heights and materiality can be used as visual cues to frame items and create distinctive moments within your store.



- 1 Reindeer Pavilion, Snohetta Architects, Arch Daily
- 2 Pan y Pasteles, Ideo Arquitectura, Photographer Miguel de Guzman
- 3 Stone Art Gallery, O Office Architects

# Invite Discovery

Technology.....	17
Lighting.....	18
Graphics .....	19

*A journey where convenience meets experience  
for the community to come together.*





## Invite Discovery

Woodgrove offers experiences that encourage customers to discover something new.

Technology and Lighting are tools that continue to evoke customer engagement and invite customers to discover your brand.

With well resolved graphics to link these elements, your retail environment will stand out amongst the adjacent brands.



## Invite Discovery Technology

Technology is becoming more accessible and cost effective. The investment in simple technology, both within the retail space and as part of the spine of your business, is key to remaining relevant.

Embrace simple solutions such as fully integrated LCDs which talk to your on-line brand and ensure you consider changing technology and remain future focused.



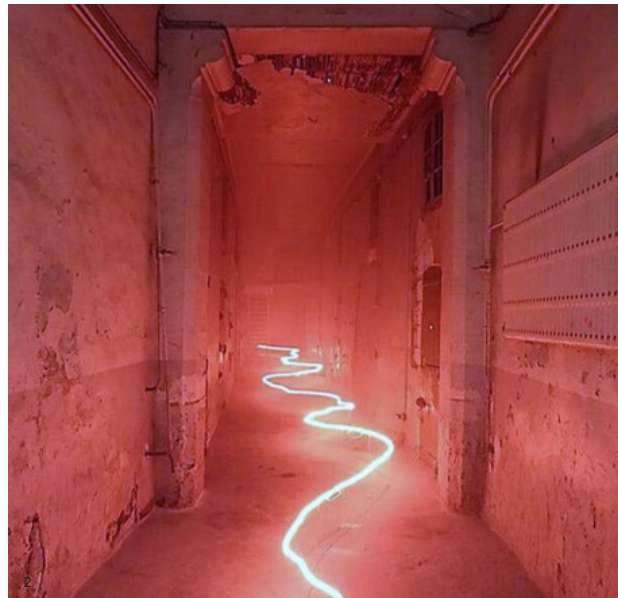
- 1 Best Buy, Store of the Future
- 2 ISunglass Hut, Fixture prototype
- 3 Digital Innovation, Study Tour



## Invite Discovery Lighting

Lighting remains the 'Hero' of the retail environment. Great lighting can evoke customer engagement capturing the customer's eye and highlighting product.

Use lighting to guide the customer's journey and invite them in to discover your store.



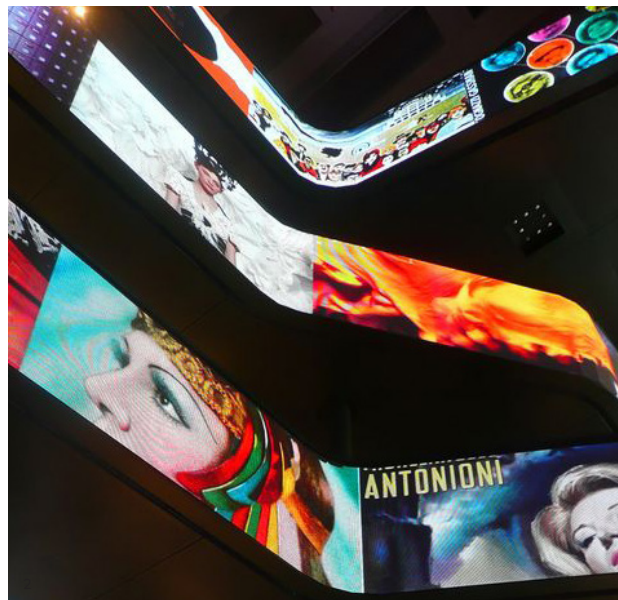
1 Cotta, Mim Design, Photographer Dereck Swalwell  
2 ai revi d'un autre monde 2008, Photogapher Claude Leveque  
3 Lilac Wild Flower, Grand Central



## Invite Discovery Graphics

All brands require great graphics and the simplest ideas still remain the key to successful retailing.

Use graphics that resonate with your brand and that respond to your customer. Engage a qualified graphic designer to assist with the creation of your brand.



- 1 Jimmy Grants, The Story Telling Wall, Techne
- 2 Milan Excelsior Shopping Mall
- 3 Eight thirty High Street Cafe, Domenic Glamuzina, Photographer, Michelle Weir

# Gathering Place

Customer Experience .....	23
Planning .....	24
Fixtures .....	25



Engage the community in captivating inclusive  
everyday lived experiences.

## Gathering Place

Woodgrove is a place that encourages our customers to be curious and discover something new to enhance their everyday moments.

It's an inclusive environment that invites family and friends to gather and share in the new curiosities.

When designing your store, consider the customer experience, ensuring that your fixtures have been considered in relation to a plan that is arranged to provide everyday inspiration and invite discovery.





## Gathering Place Customer Experience

Customer experience extends beyond good customer service and we all acknowledge that great customer service gives customers reason to return to your store.

At Woodgrove, go beyond customer service and provide a holistic customer experience allowing customers the ability to take a journey through your store.

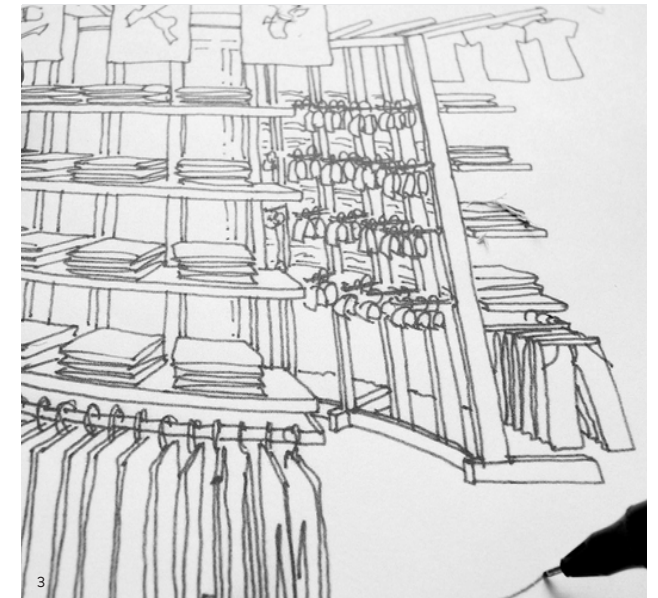
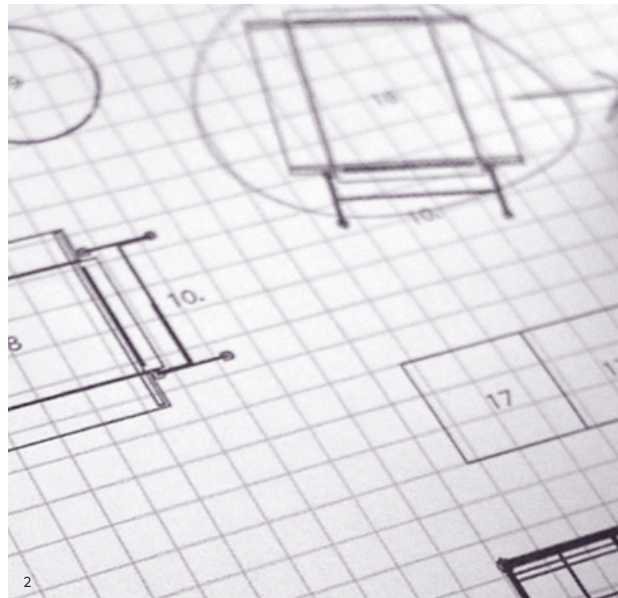
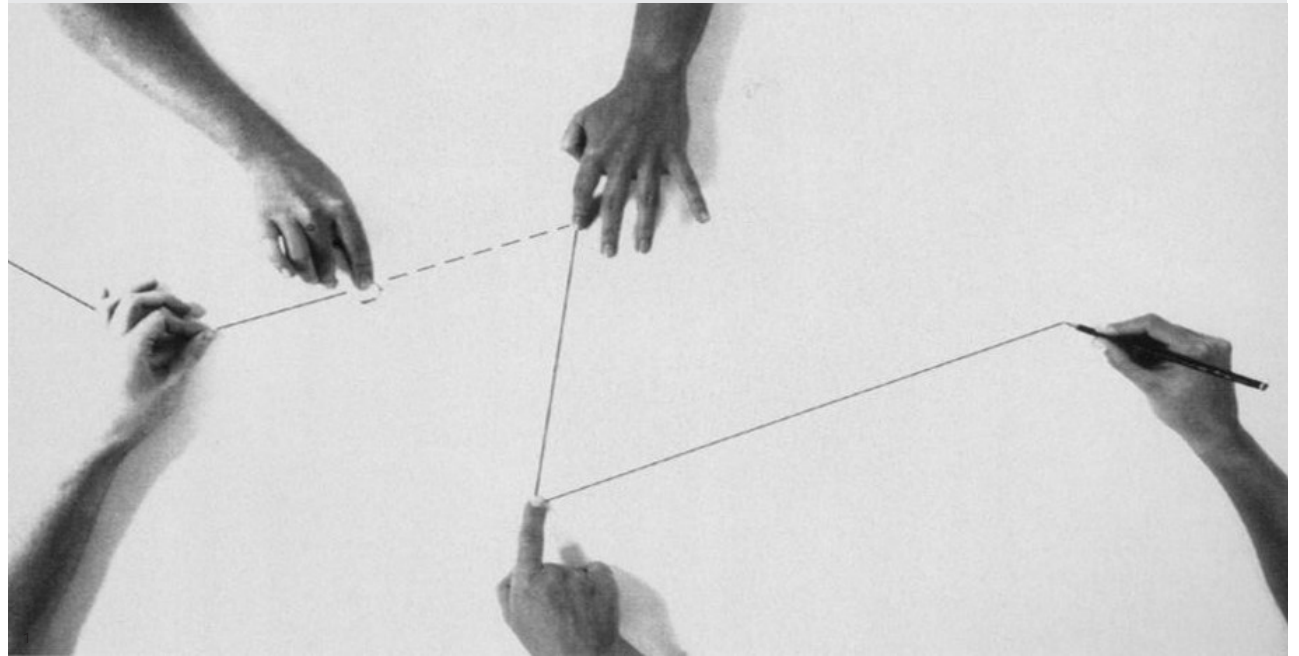


1 Victor Churchill Butchery, Dreamtime Australia  
 2 Front Cafe, Photographer, Joanna Pio  
 3 JM Davidson's Lanon Boutique, Universal Design Studio, Photographer Charles Hosea

## Gathering Place Planning.

Early engagement to enable your designer to start laying out your store design will enable you to achieve the most effective layout.

Access for customers to navigate your store should be front of mind to maximise customers engagement with your product.



1 Castle Towers Design Guidelines 2019  
2 AO Design Fixture Design Co.  
3 AO Design Fixture Design Co.



## Gathering Place Fixtures and Fitting

To hang, fold or stand? This question should be asked before any fixture and fitting selections are made.

The answer to this question should inform your investment in determining appropriate selections.

Consider a feature that provides a place to gather.



- 1 Aesop KLCC, Russell and George, Photographer Iz Mady - Elaine Yuen
- 2 Retrouvius, Maria Speake Design, Photographer, Jo Bridges
- 3 Joe Black, Mim Design

# Space Specific Guidelines

Retail .....	27
Food Retail .....	29
Food Court .....	32
Fresh Food .....	34
Kiosks.....	37
External tenancies .....	39



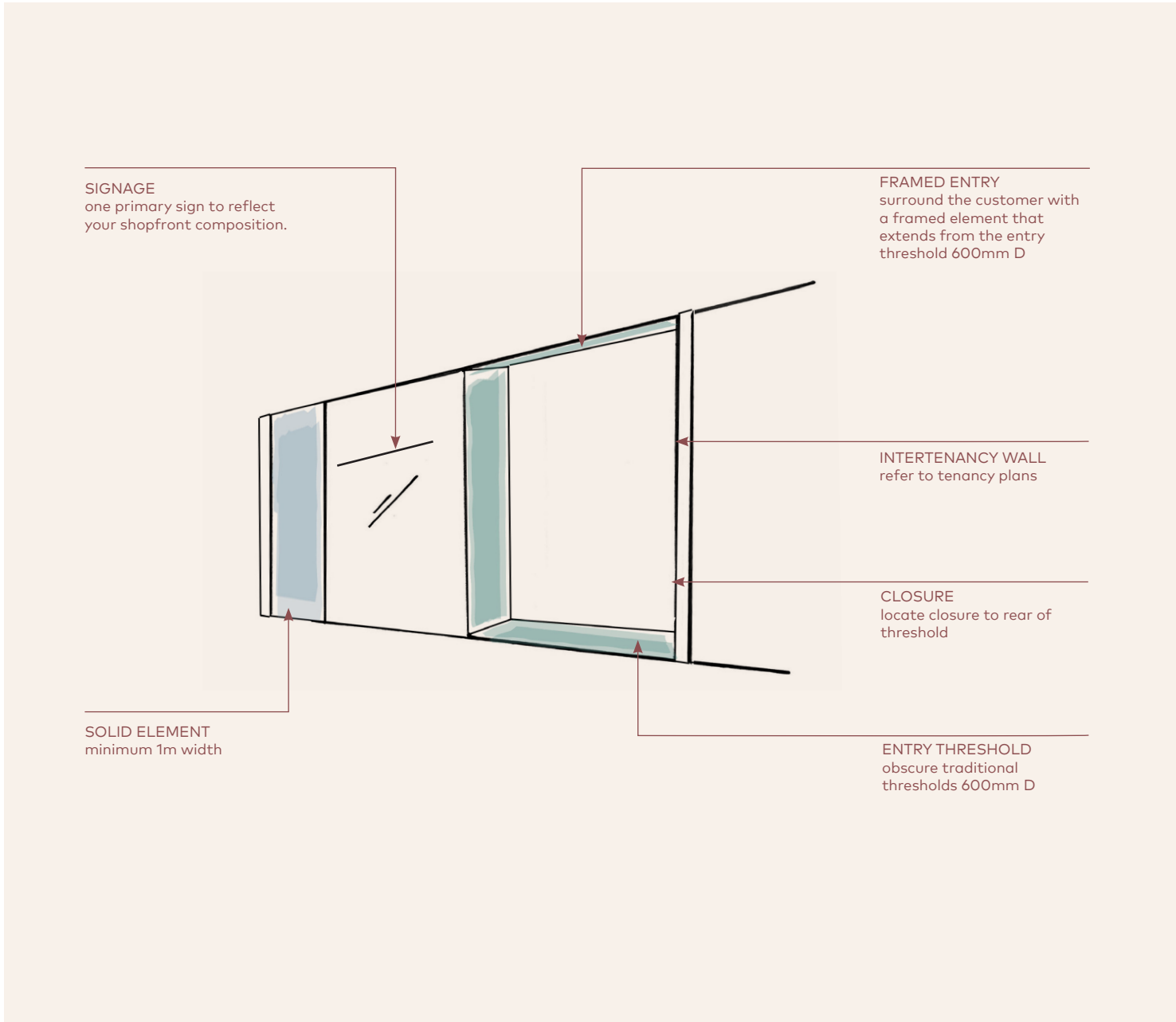
## Retail

Embrace the mall architecture whilst drawing in light that shines through the centres skillion highlight windows.

The interior of your tenancy should be reflected in the shopfront design with visual cues inside your store drawing your customer in.



- 1 Woodgrove New Mall extension, The Buchan Group
- 2 Woodgrove Original Mall.
- 3 Goodwin Charli, Emporium, Photographer, J. Grinham



## Mall

- Your shopfront will include a full height entry.
- One primary sign per shopfront elevation.
- Tenancies within the Coles Mall will include a purposeful closure that presents your brand beyond core trading hours - dynamic closure to have powdercoated frame and mesh infill.
- No roller shutters permitted.



## Food Retail

Create individual, expressive and engaging dining spaces for the community to come together.

Consider every surface as a canvas. Use pattern and texture in combination with innovative lighting to enhance your customers seating environment.

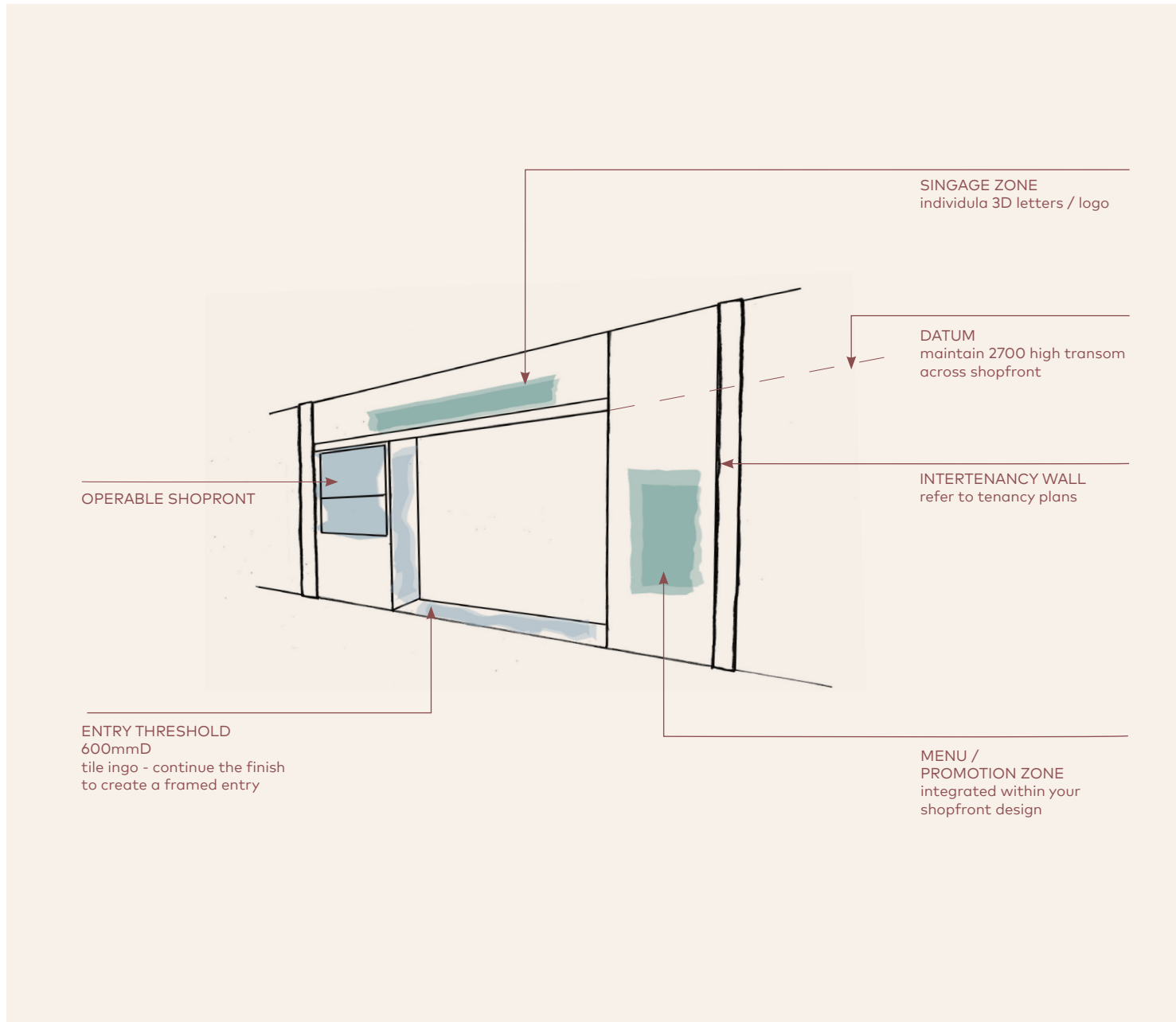
Visual Merchandise and style your product display to further enhance its presence and create a visual feast for the customers eyes.



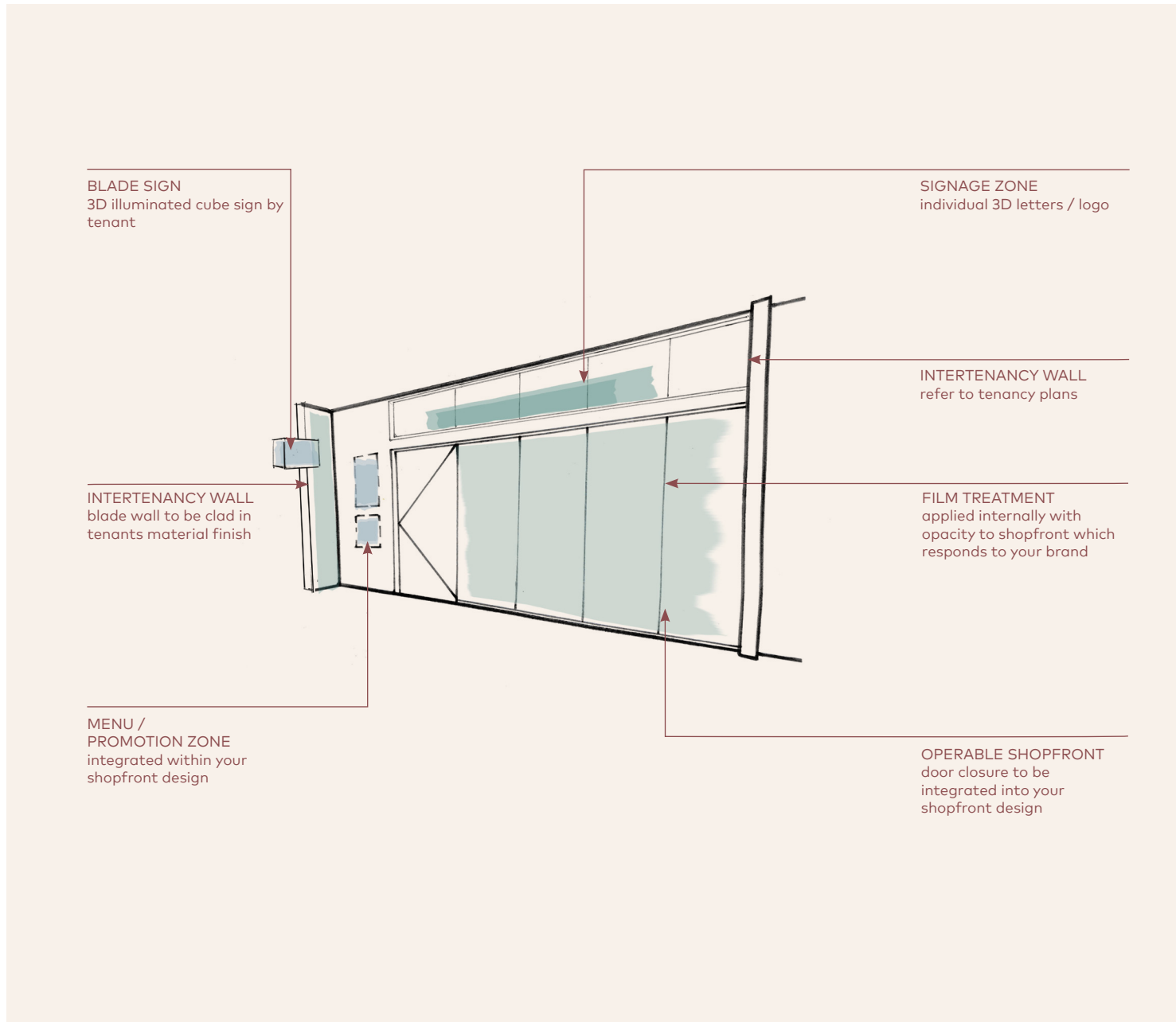
- 1 Om Nom, Adelphi Hotel, Source Broadsheet
- 2 Samovar Tea House, Arcanum, Source, The Cool Hunter
- 3 The Penny Drop, We are Huntly.

## Food Retail - Internal

- Your internal shopfront opens onto the theatre of the foodcourt, celebrate this connection.
- Signage consists of one primary sign.
- Create an entry threshold set back from the lease line.
- Your closure system should form part of your overall shopfront composition. No roller shutters are permitted.
- Be innovative with finishes and lighting to highlight your food offer



## Food Retail - External



- Your shopfront opens onto and external dining area, allow the plan of your tenancy to respond to this indoor / outdoor dining experience.
- Extend your brands to the exterior of your tenancy by bringing visual cues reflecting your brands materiality on facade available to you.
- External seating should be in the same language as your interior furnishings.



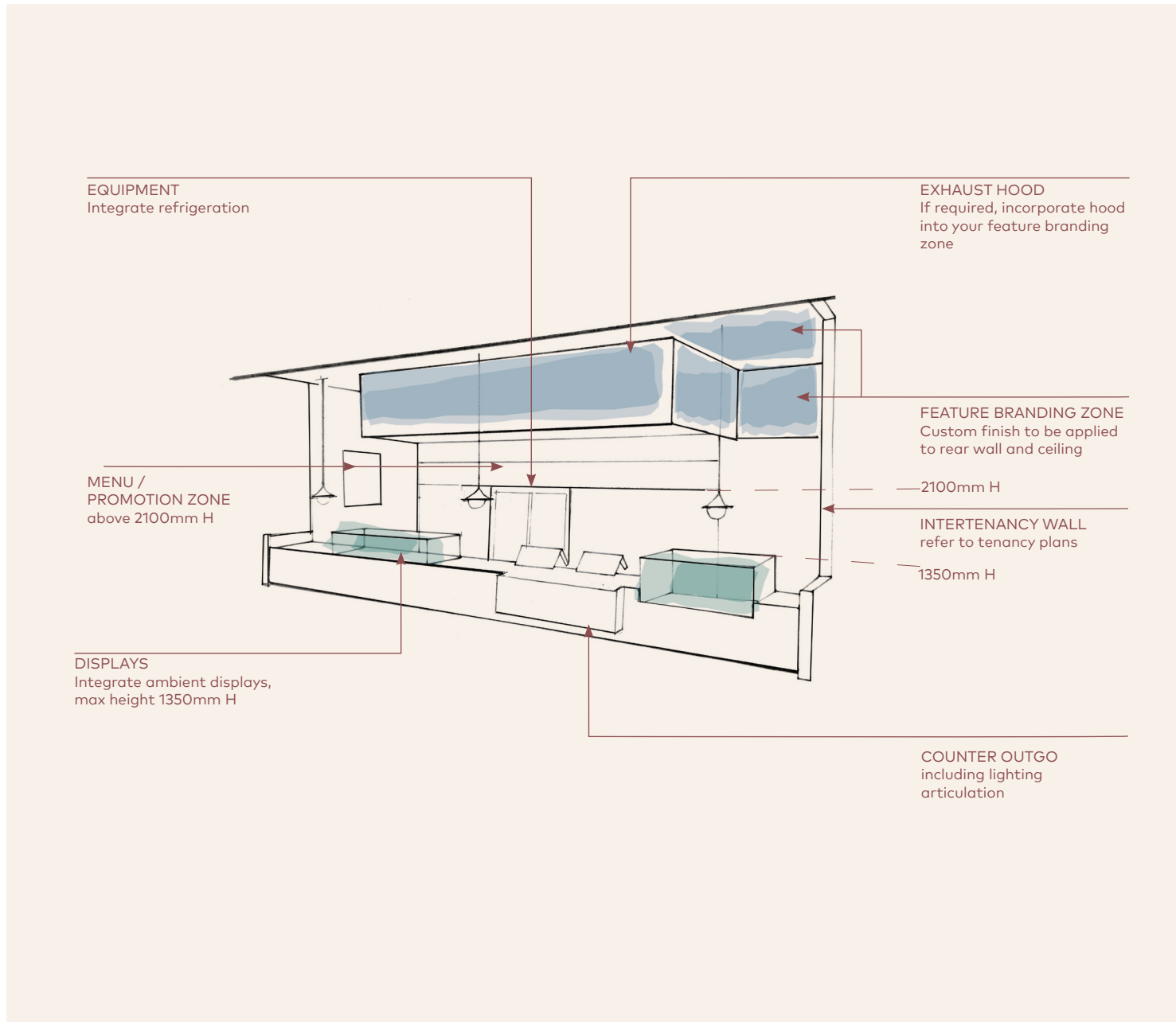
## Food Court

The hero of Woodgrove is our thriving foodcourt. Our retail mix of food offers provides customers with a variety of food choices.

Custom finishes to the ceiling soffit with considered feature walls, will frame and further enhance your offer.



## Food Court



- Counters to consist of 150mm outgo with lighting articulation.
- Counters to be solid and monolithic in design.
- Ceilings to be treated in a custom finish which wraps down the wall.
- Signage height to be scaled to suit your design and application.
- Apply individual letters to architectural surface.



## Fresh Food

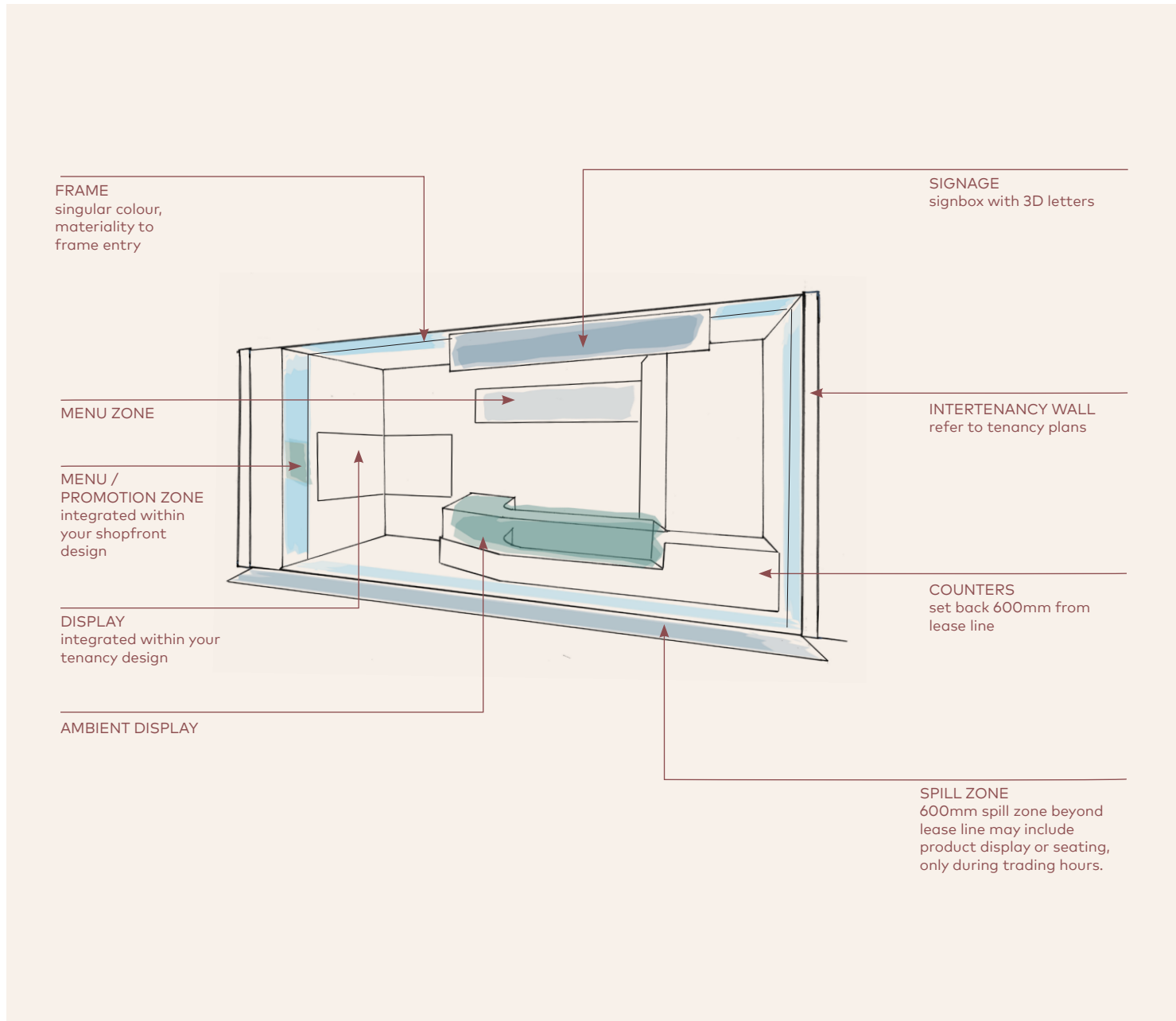
Your tenancy extends into the Fresh Food Precinct. Blur the traditional threshold created by lease lines and allow the design of your store spill into the mall.

Bring product out into your spill zone enticing the customer into your space with a visual feast of gastronomic delight.



- 1 Top Juice, Westfield Sydney
- 2 The Fish Market Richmond, Co-Lab
- 3 Elektra Bakery Greece, Protoype Design

## Fresh Food



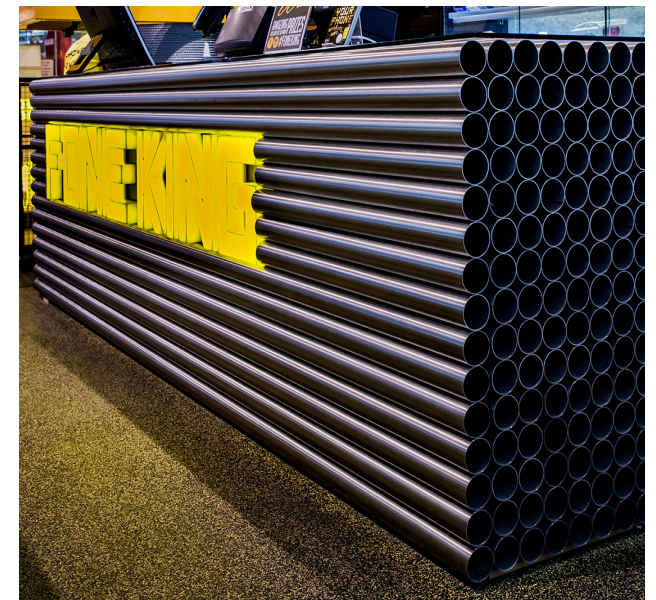
- Frame your entry with one material finish, set 600mm within your tenancy.
- One primary sign contained within framed element.
- Signage to sit in front of door closure.
- Counters to be monolithic



## Kiosks

Your counter should be clean and uncluttered with all operational requirements integrated within your kiosk.

Should you be entitled to a licensed seating area, consider using your furniture in creative ways that define your seating zone beyond continuous barriers. Integrate modular or bench seating encouraging visitors to linger longer.



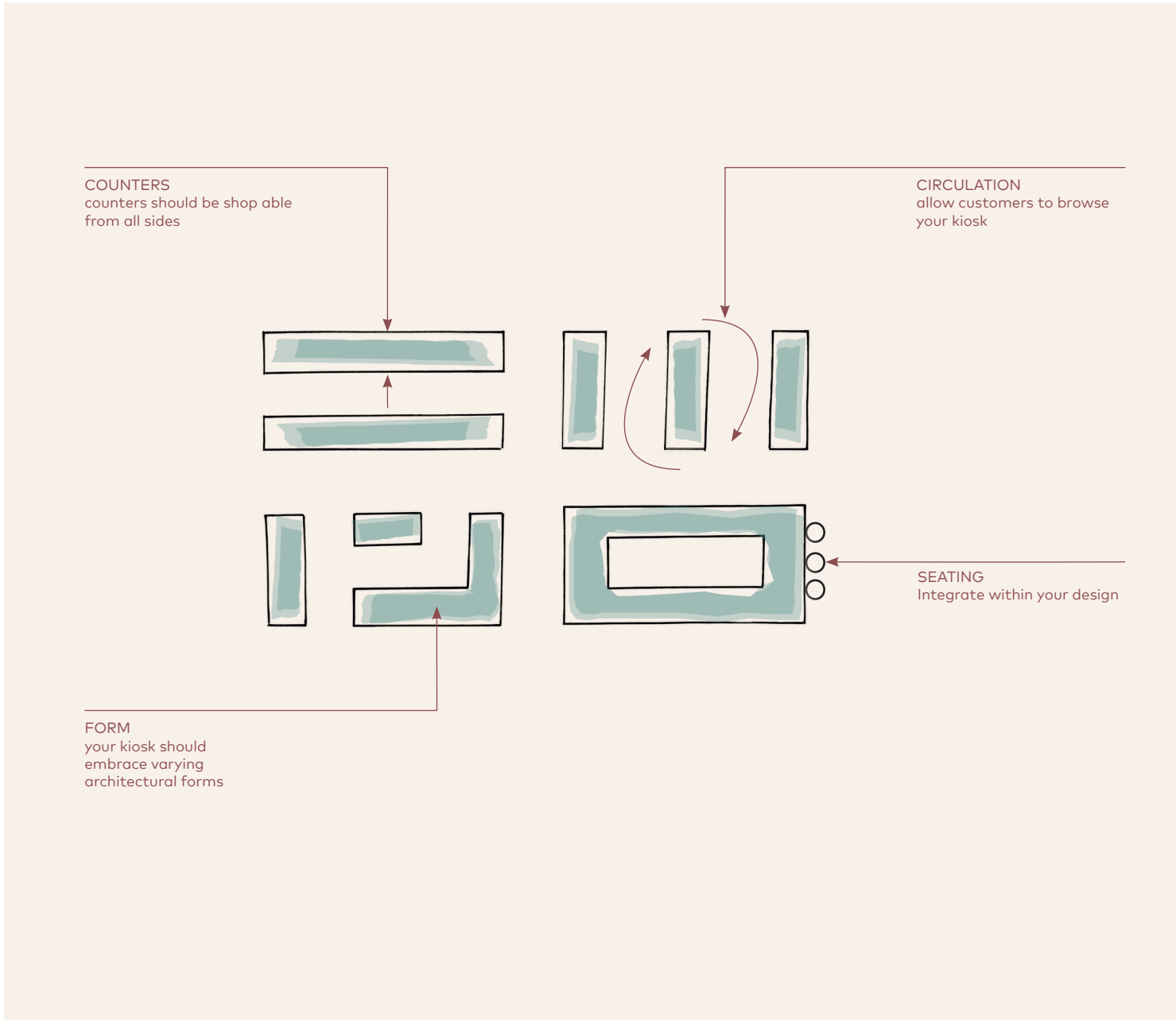
1 Pier One Hotel, Bates Smart Architects  
2 Los Vida, Tom Mark Henry  
3 Fone King, Snell Architects

2



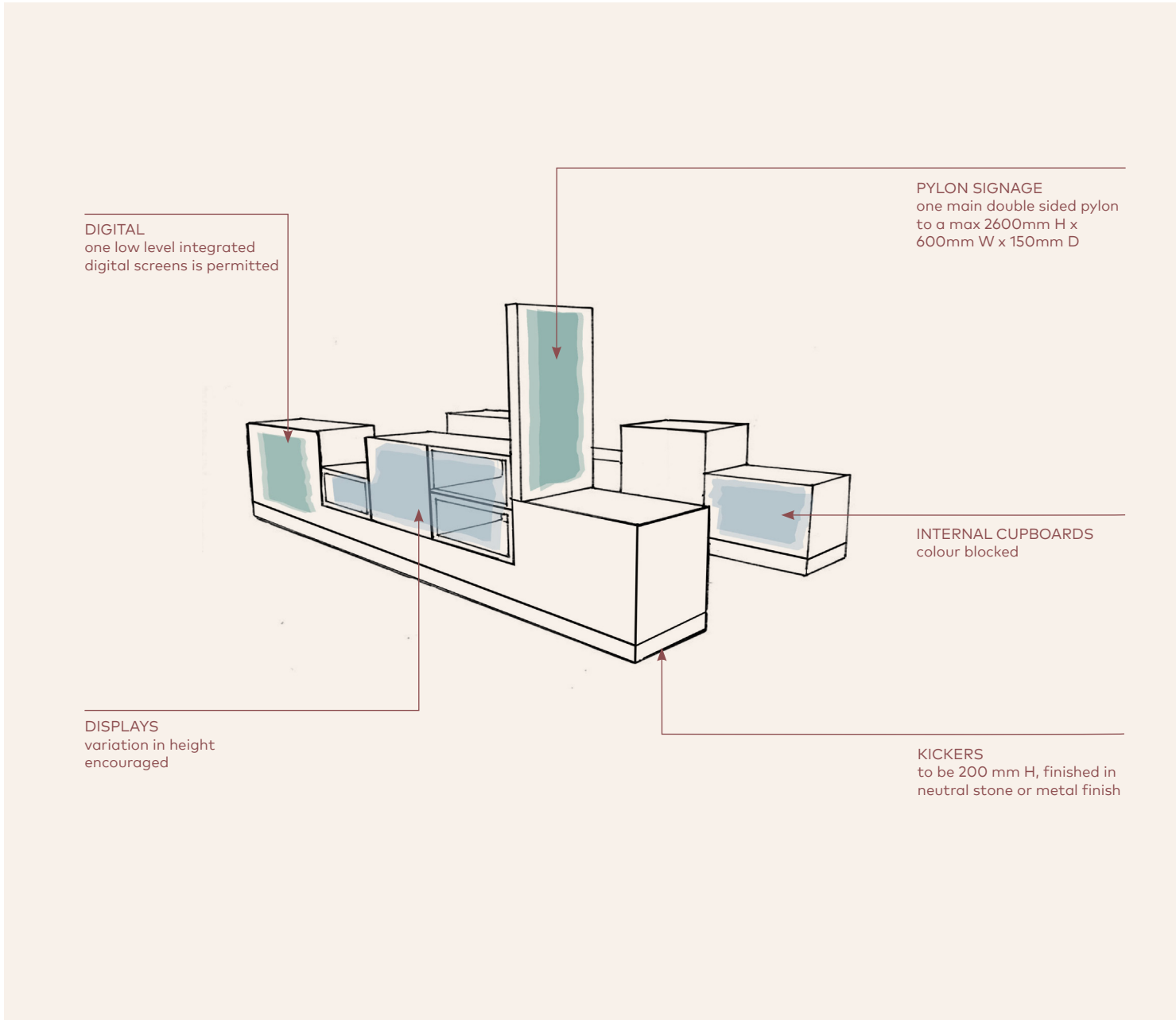
## Kiosk's - Planning

- Your kiosk is encouraged to be open and accessible allowing customers to shop the entirety of your kiosk.



## Kiosks

- No signage to counterfronts.
- Secondary pylon for Food Kiosks may be permitted.
- For Food Kiosks, Menu boards, are to be set within your counter, displayed on an up stand, no higher than 1200mm or integrated and displayed 45/90 degrees.
- Your Food Kiosk may extend to 1400mmH obscuring BOH functions. This height may not extend greater than 30% of your kiosk.



## External Tenancies

Your external shopfront will be supplied by the landlord with signage opportunities available to you.

Opportunities exist for you to bring your brand to the forefront and express the offer you are delivering.

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

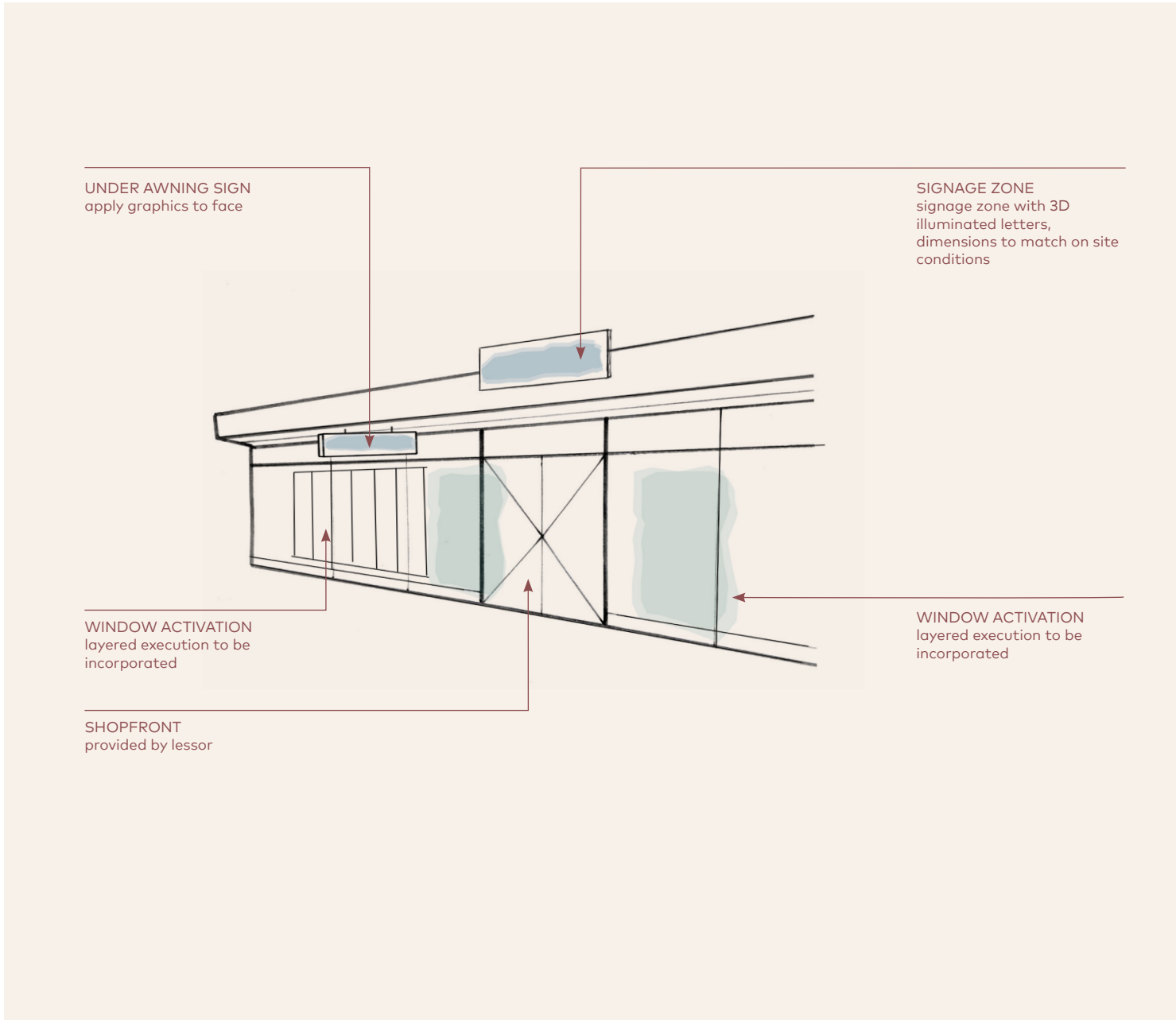


1 Blink Inc Fusion Islana, Rapt Studio Interiors, Dezeen  
2 Alter Fashion Boutique, Shanghai, NO,3 Gatti  
3 Sprotsgirl bourk street, HMKM, Pintrest



## External Tenancies

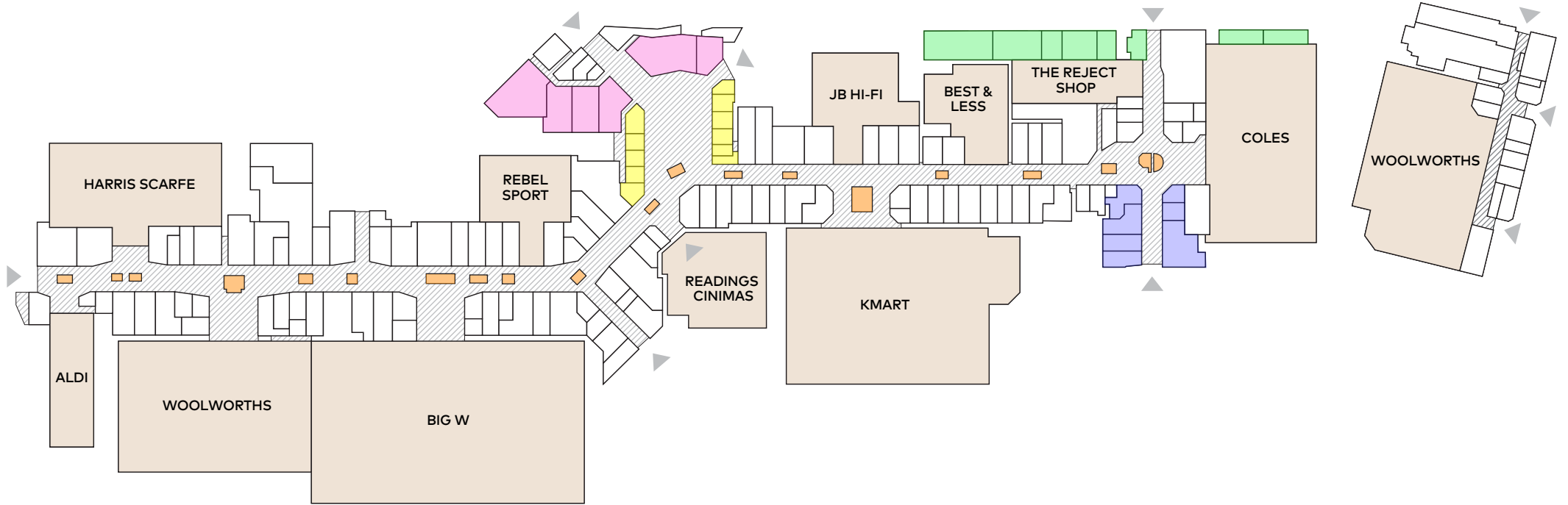
- Your sign is to consist of brand name and logo only
- High level awning sign to sit over entry
- Layered window treatments inclusive of lighting installations and visual merchandising are required when obscuring BOH areas.



# Floor Plans

Centre Plan ..... 42

# Floor plan Centre Plan



- RETAIL
- FOOD RETAIL
- FOOD COURT
- FRESH FOOD
- KIOSK
- EXTERNAL TENANCIES



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