

# Watergardens

Design Guidelines

# Contents

<b>Watergardens</b> .....	03	<b>Space Specific Guidelines</b> .....	19
Our Vision .....	04	Stage 01 Mall .....	20
Sustainability .....	05	Stage 02 Mall .....	21
The Centre .....	06	Food Court .....	22
		Kiosks .....	24
<b>Smart Container</b> .....	07	The Marketplace .....	26
Design Direction .....	08	Station Street / Town Square .....	30
Shopfront and Interior .....	09	Super Centres .....	32
Signage .....	10		
Floor, Walls and Ceiling .....	11	<b>Floorplan</b> .....	33
		Overall Plan .....	34
<b>Smart Styling</b> .....	12		
Design Direction .....	13		
Installation .....	14		
Visual Merchandising and Branding ....	15		
Modular Displays .....	16		
Lighting .....	17		
Furniture .....	18		

# Watergardens

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

## *The Growing West*

Inspired by our people, how they like to work, live and come together, we're creating an ever-evolving future city that reflects the community's aspirations to make life the best it can be.

## 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



Embrace smart styling to engage your customer and develop a container that expresses authenticity in the built form, while remaining true to the individual identity of your brand.

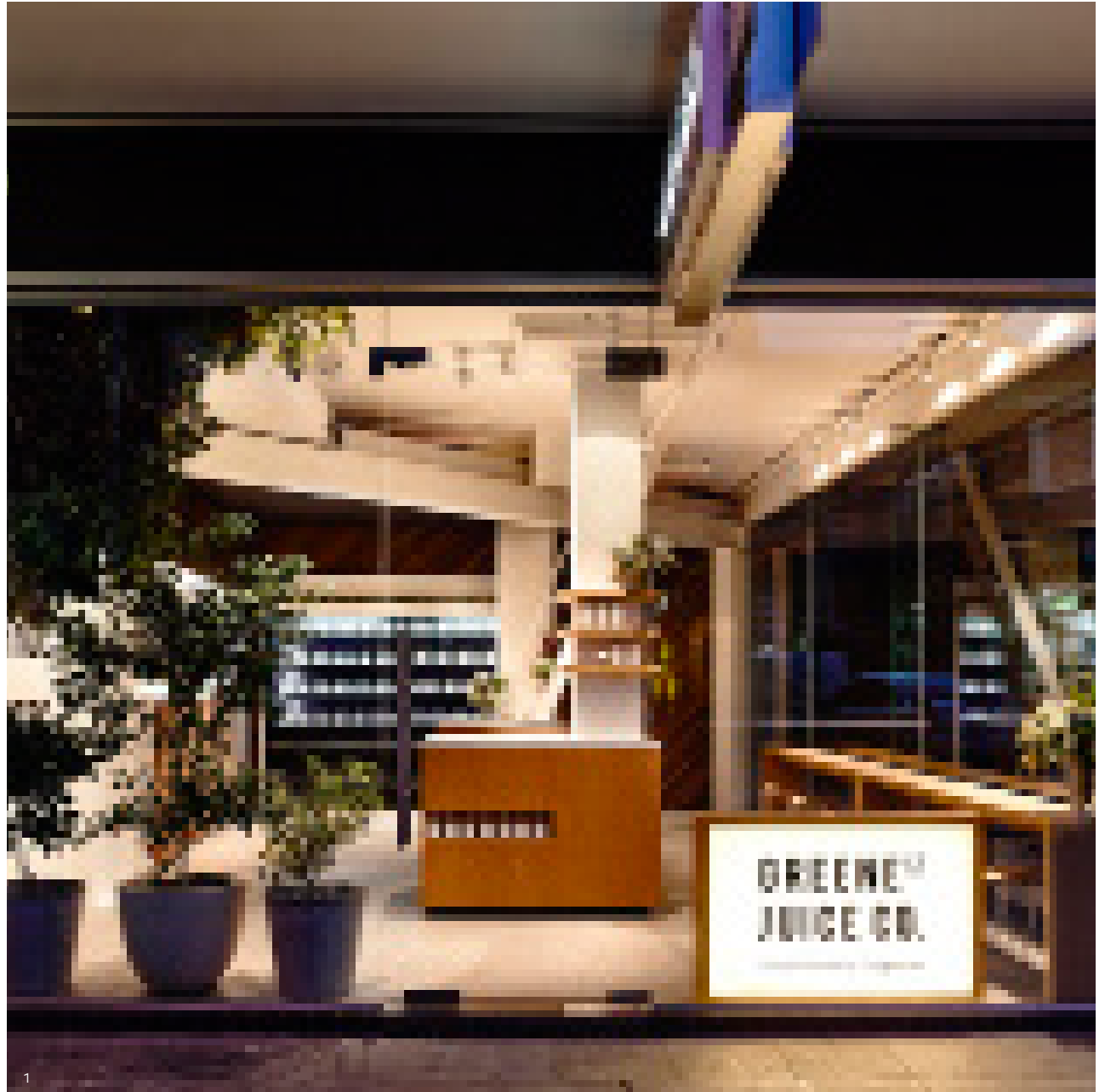
# Smart Container

Design Direction .....	08
Shop front and Interior .....	09
Signage.....	10
Floor, Walls and Ceiling.....	11

## Smart Container Design Direction

Your smart container is an evolving canvas to;

- Express built architectural details through exposed, transparent solutions.
- Choose sustainable, democratic, raw and tactile materials.
- Use vines, potted plants and seasonal varieties as integral architectural features.



1 Greene St. Juice Co.,  
Travis Walton Architects

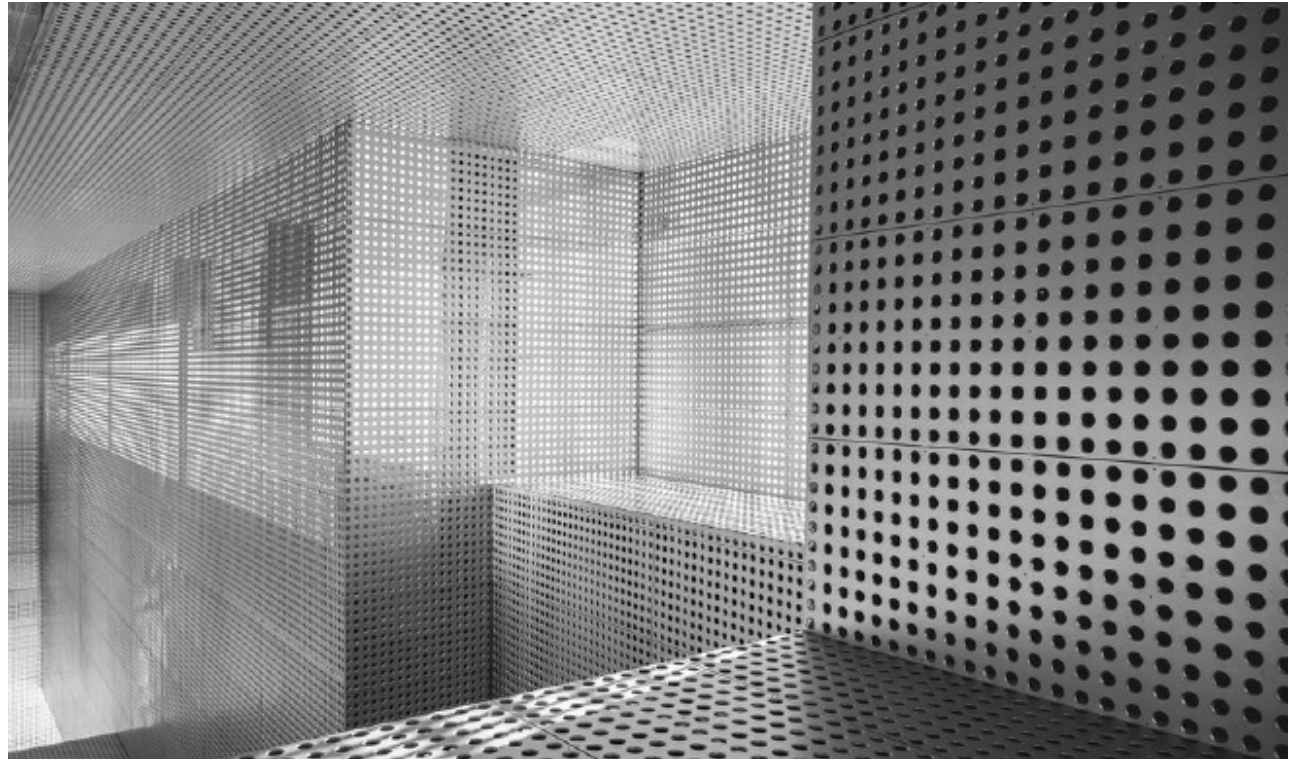


## Smart Container Shop front and Interior

Create a consistent environment by weaving your shop front materiality throughout a modular interior.

A seamless flow from the outside-in and inside-out will help to reinvent the notion of traditional retail architecture.

Swing open your doors, expand the habitable area of your space and create a fluid transition between indoor and outdoor realms with flexible or open facades, transparency in raw materials, and living green features.

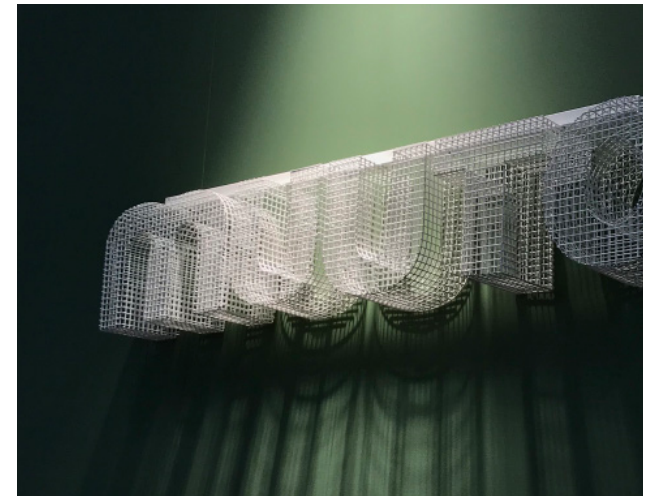




## Smart Container Signage

We encourage creativity with signage and letter forms - think, individual illuminated lettering, neon, LED or even a wire mesh base. This will enhance the main focal point of your brand and remain cohesive with other choices in materials.

\*Refer to your tenancy plan for further details





## Smart Container

### Floor, Walls and Ceiling

Simplicity in floor and ceiling colours will obscure the traditional threshold and open your space up to visitors. This will create the frame to enhance your smart styling of fixtures, fittings and modular displays.

For your floor, utilise muted tones and a monochromatic approach.

For your ceiling, use simple and/or reflective materials.

Consider every junction between your floors, walls and ceilings with architectural detail.

\* Refer to your tenancy plan for further details.



# Smart Styling

Design Direction .....	13
Installation .....	14
Visual Merchandising and Branding...	15
Modular Displays .....	16
Lighting .....	17
Furniture .....	18



## Smart Styling Design Direction

For a community that is culturally rich and diverse - let's celebrate its origins and pleasures.

Smart Styling is your palette to enhance experience which may take the form of:

- Hero product and people within your space. Consider abundant fresh seasonal displays, installations and area for performance;
- Evocative visual merchandising and technology, and adaptable modular display fixtures;
- Theatrically styled lighting to create a sense of depth through emotive illumination in your environment with varying light levels.



<sup>1</sup> March Pantry, San Francisco.  
Image Credit Angie Silvy.

## Smart Styling Installation

With smartly styled installations, including seasonal displays of produce, you will create memorable visual cues to enhance customer engagement and connection.

Consider emotive illumination and theatre through live performance to spark the interest of visitors and encourage people to wander further.



- 
- 1 *Noma Food Lab*,  
Copenhagen, Denmark. 3XN, 2012.
  - 2 *Habbot Studio's*  
Bourke Street, Melbourne VIC
  - 3 *Victor Churchill Butchery*,  
Sydney, Australia.  
Dream time Australia Design, 2009.



## Smart Styling Visual Merchandising and Branding

Champion the presence of your brand through adaptable visual merchandising that remains cohesive with your architecture. Tell your story across stylized menus, installations, art and uniforms.

Sometimes the greatest experiences are remembered in the smallest details - a logo placement here, and added thought there, so keep them in mind too.

By incorporating technology as part of your fit-out, you can deliver a state-of-the-art customer experience and user-friendly interactions.



1 Alipay, LYCS Architecture  
 2 Iron Grill, Designed by End of Work  
 3 Eightthirty High Street Café, Dominic Glamuzina, Michelle Weir photography

## Smart Styling Modular Displays

A clever use of modular and adaptable fixtures and fittings will allow for re-configuration and reanimation of your space.

Use materiality and textures to differentiate your modular displays from floors, walls and ceilings to enable your brand and presence to be the focus.



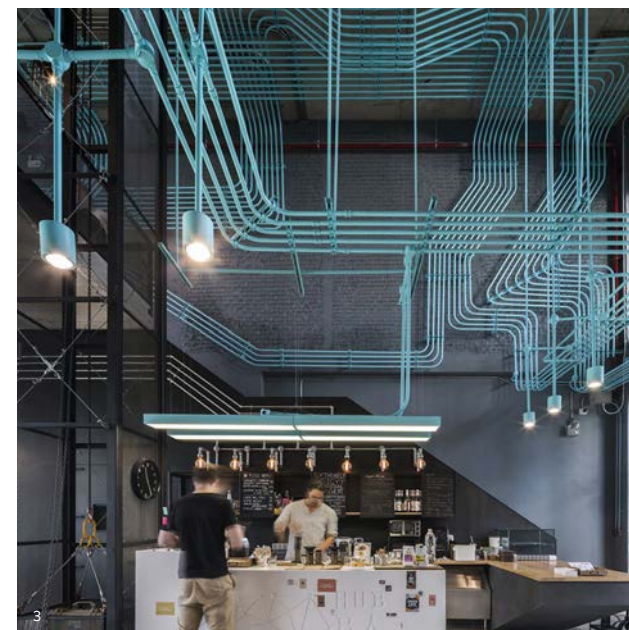
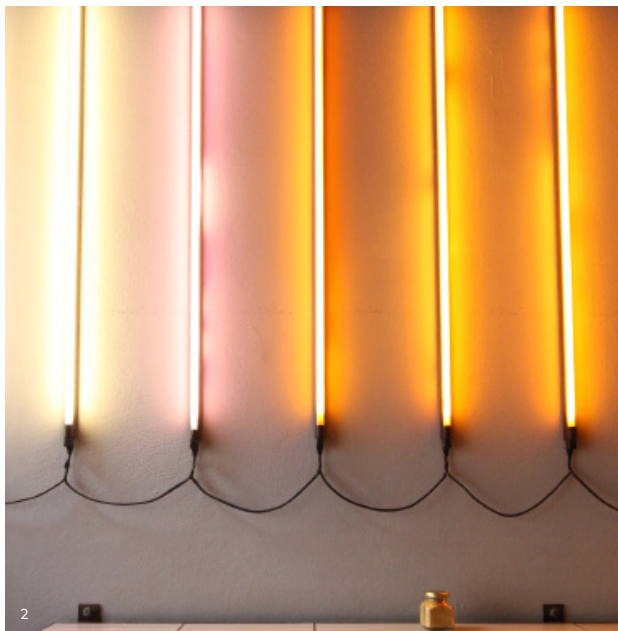
- 1 *Barry Cafe,*  
Techne Architects
- 2 *Haberdash Shop,*  
Designed by Form US with Love,  
Photographed by Jonas Lindston



## Smart Styling Lighting

See your lighting as a theatrical and emotive illumination of your space. An aesthetic and fluid link to your installation and modular displays will further engage your customer.

Engage a specialist lighting consultant to deliver a comprehensive lighting plan, including floating details, wall mounted elements and ceiling integration.



- 1 *Catfish*,  
Russel and George.  
Image Credit: Paul Martin
- 2 *Ruben Hills*, Sydney  
Image Credit: Petite Passport
- 3 *Hubba To*,  
Designed by Supermachine Studio



## Smart Styling Furniture

Choose a style and form designed from sustainable materials to echo the indoor-outdoor atmosphere and our preference for authentic, tactile materials.

Consider sculptural, cohesive and communal furniture to embrace the community-minded consumer. Seating options could be hard, soft, high, low, integrated, or banquette style within dedicated zones.

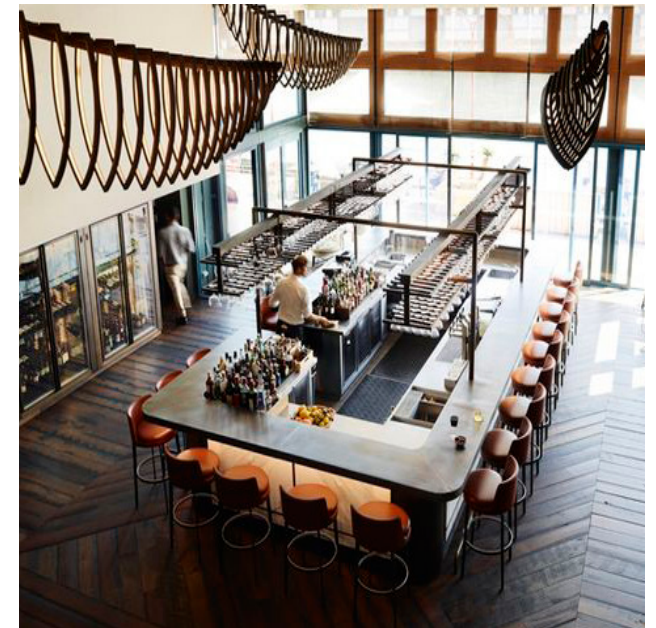
This will allow for a range of customers, including couples, families and friendship groups to stop and dwell.



1



2



1 Image Credit: Luisa Brimble.  
2 Fonda Restaurant, Techne Architects

# Space Specific Guidelines

Stage 01 Mall .....	20
Stage 02 Mall .....	21
Food Court .....	22
Kiosks .....	24
The Marketplace .....	26
Station Street / Town Square .....	30
Super Centres .....	32

### Stage 01 Mall

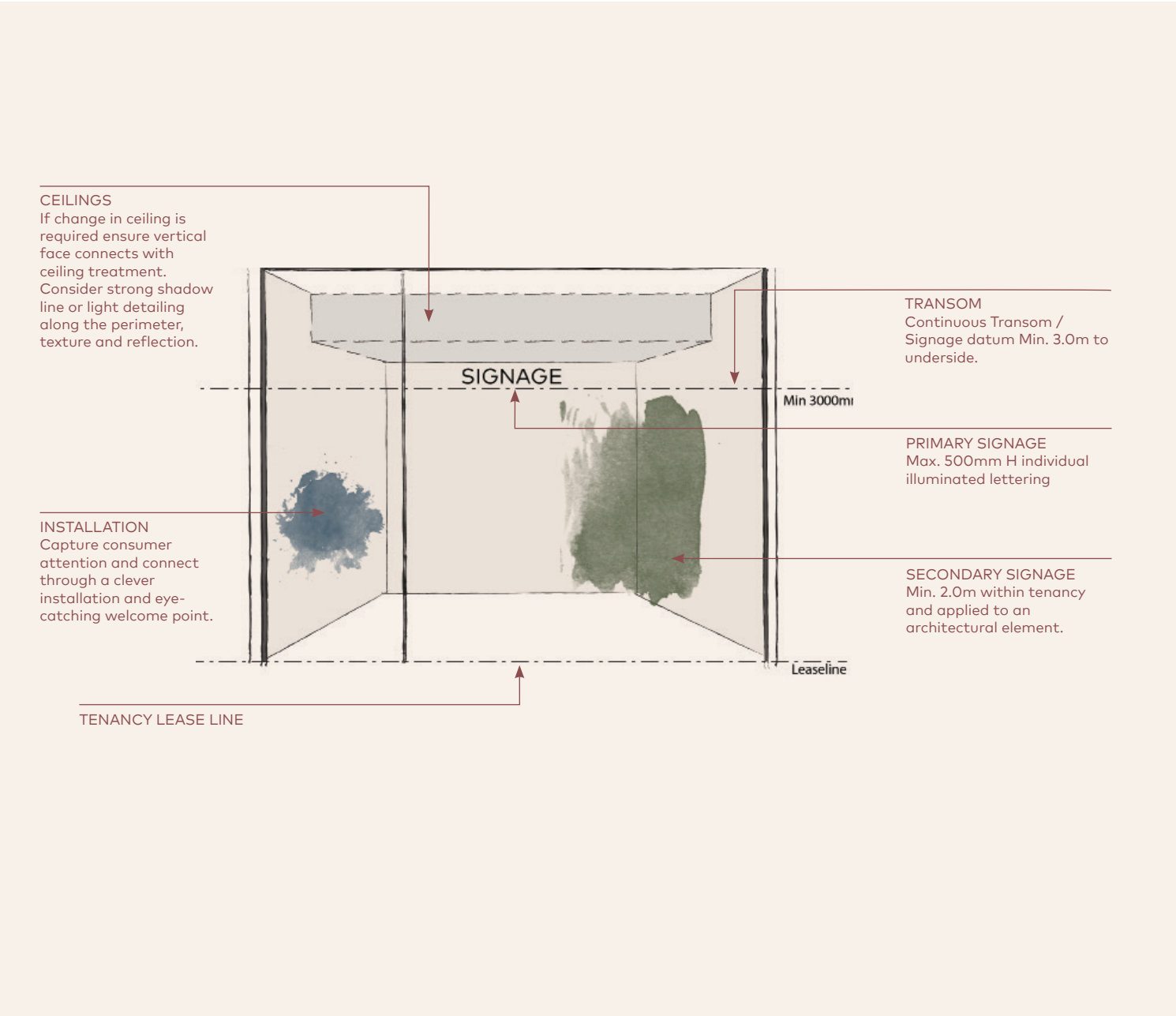
- Provide a consistent shadowline detail to perimeter of shop front. Min. 20mm.

#### Transom

- Within shopfront datum line, align signage and shop front elements.

#### Installation

- Integrate your impactful and engaging visual merchandising or digital displays within a full height architectural element.





## Stage 02 Mall Retail

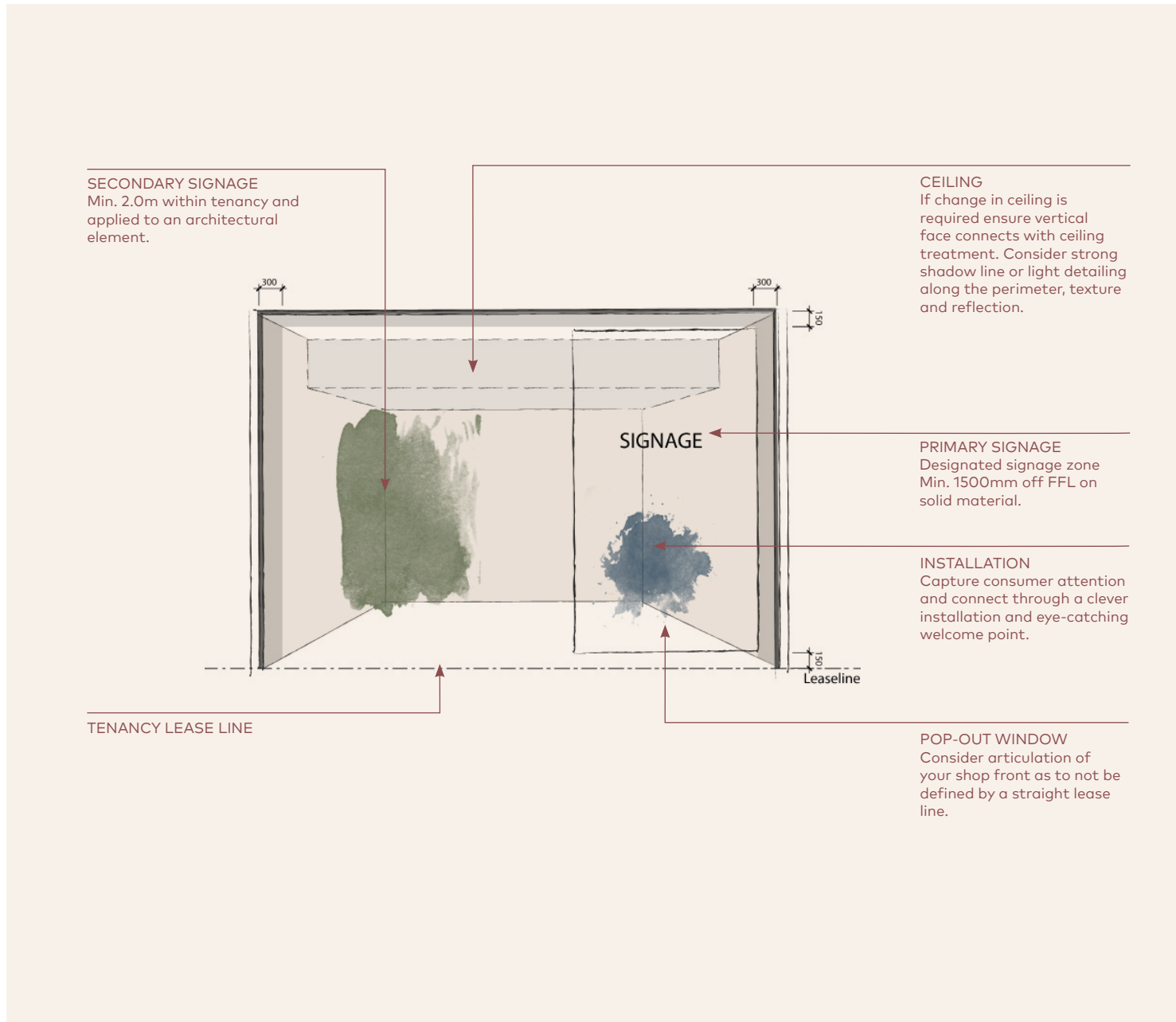
- Obscure the traditional retail threshold through muted floors and simple, reflective ceiling treatments.

### Closure

- Full height Door Closure should be integrated in to your design.

### Pop-out Window

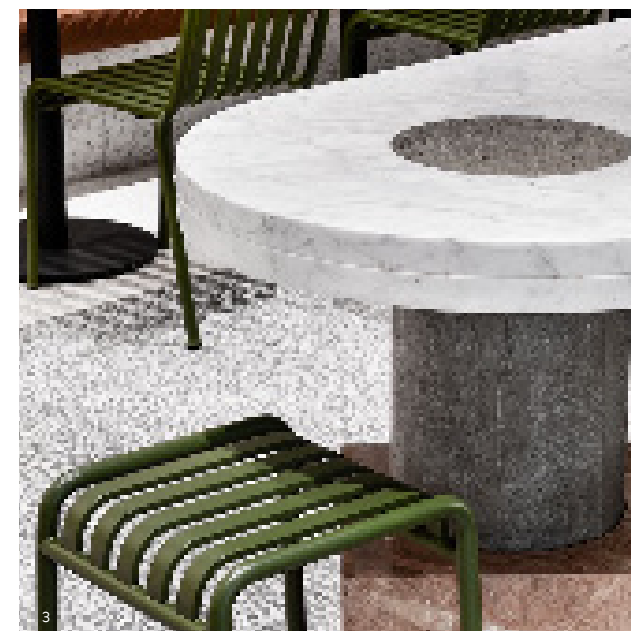
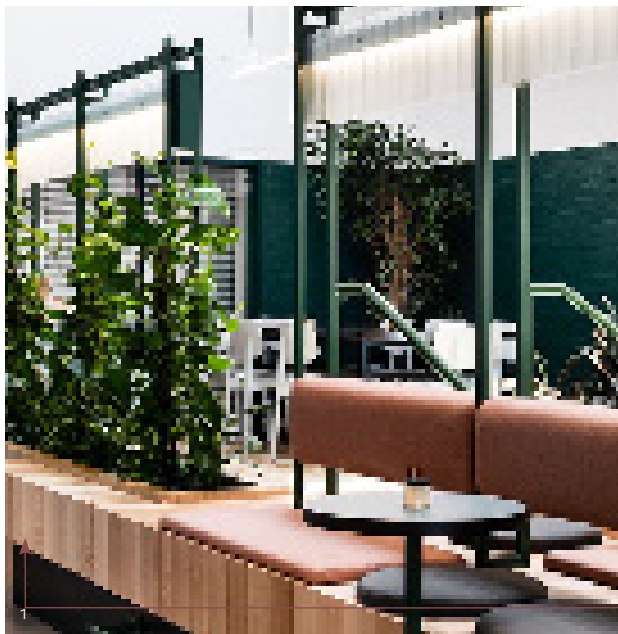
- 30% Max of shop front to be treated with a pop-out projection. Max projection of 150mm.
- Provide a 150mm border to the top and base, and 300mm to the side on the lease line.



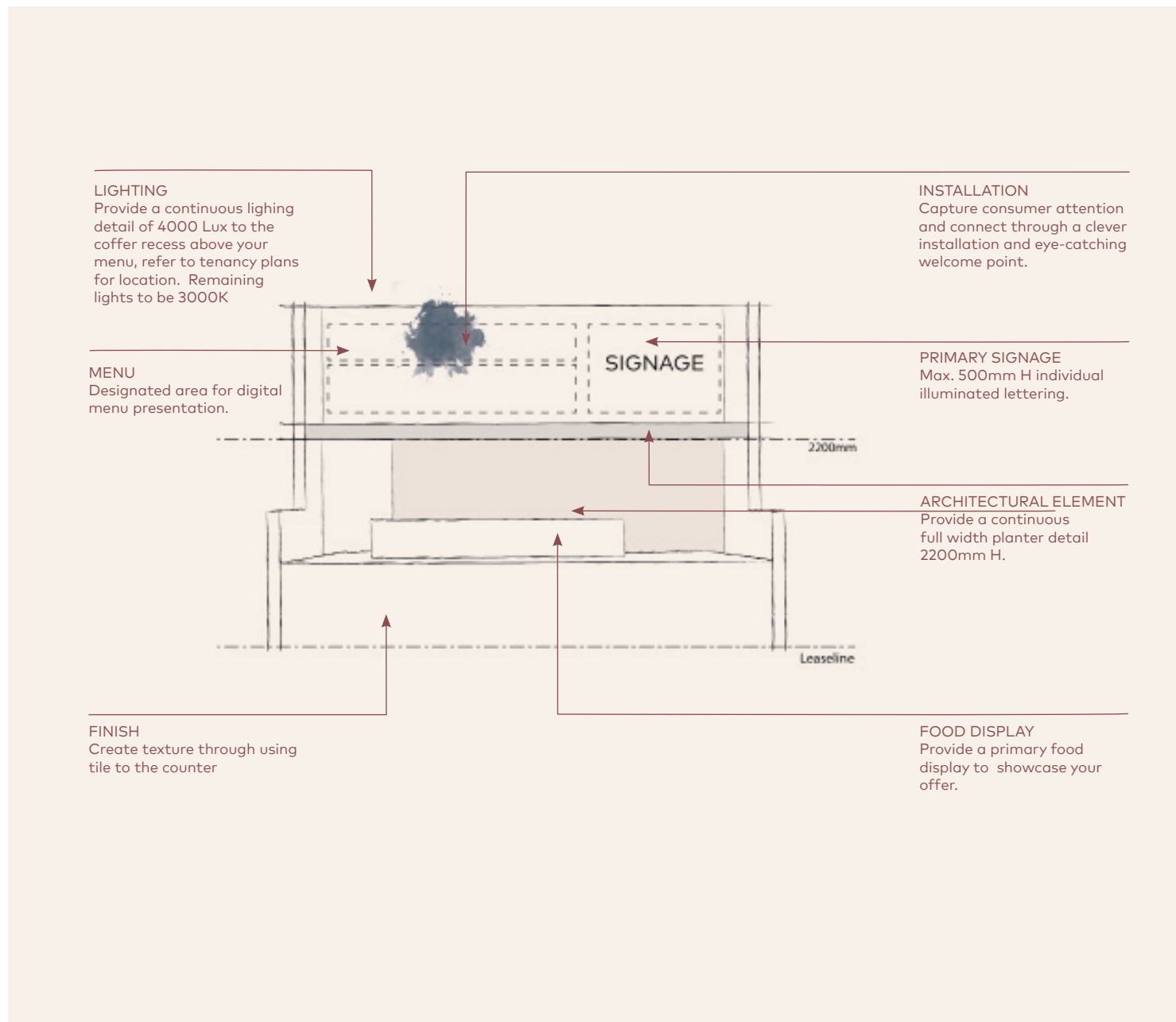
## Food Court

### Look and Feel

The food court is the natural centre of Watergardens commercial hub. A space with enduring energy, constant activity and yet a place to stop and linger.



- 1 *Lobbs Cafe, Brunswick*  
Photographer - Tom Blachford
- 2 *Spring Wall Light,*  
Michael Anastasiades
- 3 *Brunetti, Melbourne Airport*  
Photographer - Tom Blachford



## Food Court

- Be innovative with finishes and lighting to highlight your food offer.

### Installation

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

### Architectural Element

- Provide consistent colour finish above planter detail to showcase your brand.
- Incorporate a neutral colour palette below your planter to emphasize your food offer.
- Use vines, potted plants and seasonal varieties as integral architectural features.

### Lighting

- We encourage lighting with a delicate frame like detail at counter level. To a maximum height of 2200mm H
- A continuous lighting coffer to the rear of your ceiling is required to express the scale of your tenancy.



# Kiosks

## Look and Feel

As the most significant point of interaction with your people and product, the Kiosk should be open, accessible and engaging. Consider how elements of your brand can be incorporated at the point of purchase as the final visual anecdote for the customer.

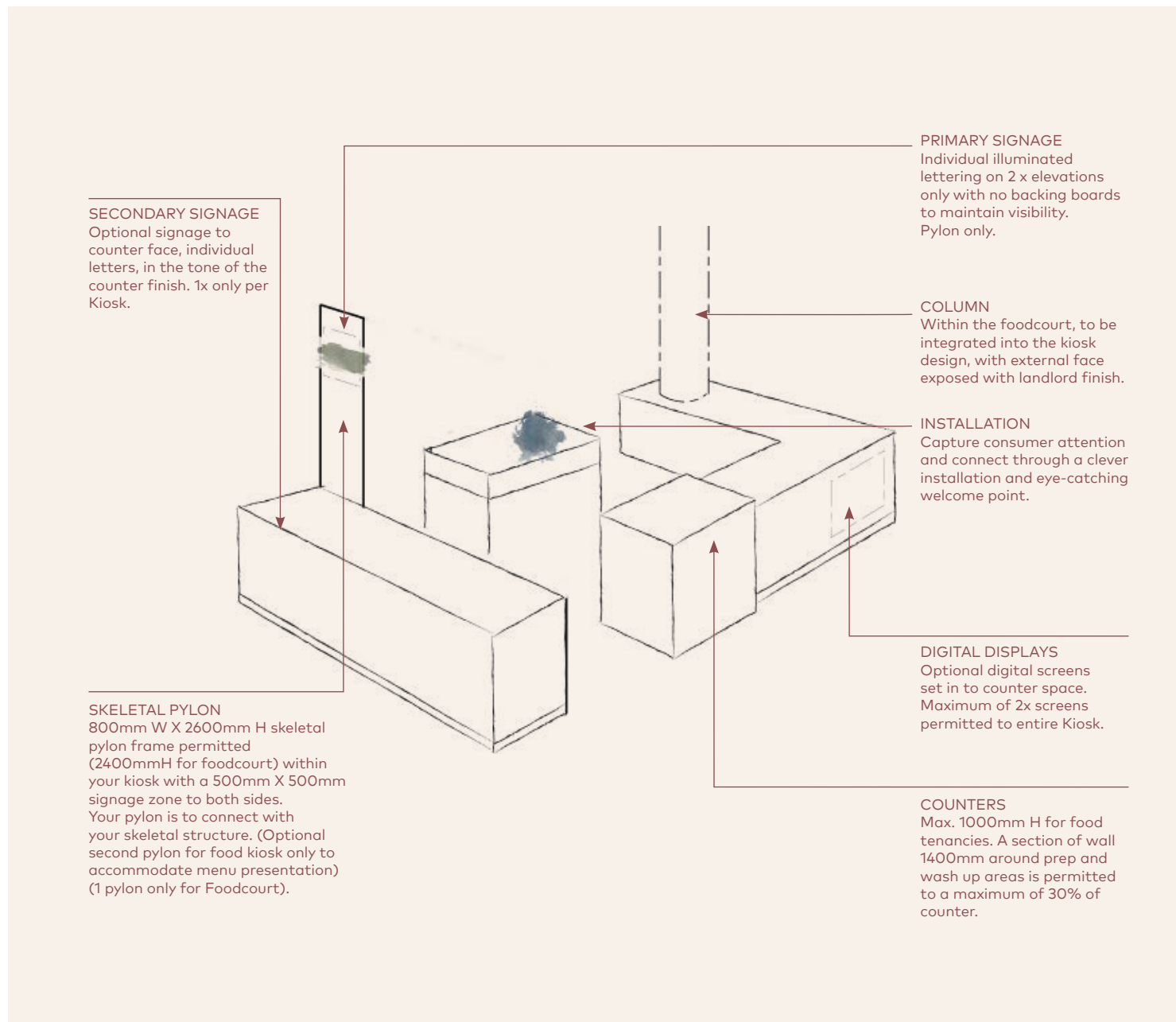
Streamline the user experience and connect to your customer like never before by incorporating technology as a built component of your design.

Kiosks within the food court can incorporate one pylon, and overhead skeletal structures to be minimal so not to compete with the food court ambient architecture.

Skeletal structures over kiosks within the malls will not be permitted.



1 Sumo Salad Green Label, Giant Design  
 2 Single Origin, Sydney, Luchetti Krelle.  
 Image Credit: Michael Wee



## Kiosks

### Signage

- Your primary signage should be integrated into a pylon sign.

### Counters

- All loose and or disposable items such as condiments, napkins, containers, etc are to be integrated into your kiosk counter.

### Menus

- Menus to be integrated in to the countertop to a maximum height of 1400mm H.

### Materiality

- Material considerations include solid timbers, vitrified tiles, natural or reconstituted stone. All internal cupboards and surfaces are to be single blocked colour.

### Imagery

- Imagery may only be applied to digital screens contained in your pylon sign or set back min. 50mm from the counter face.

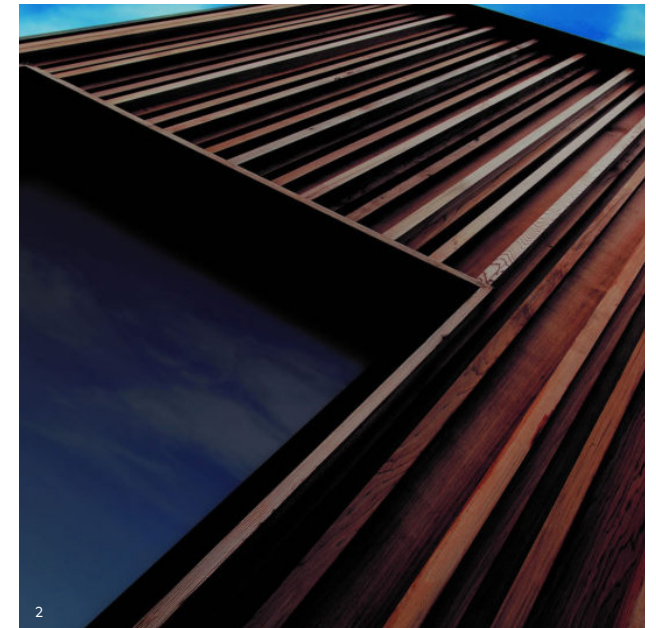
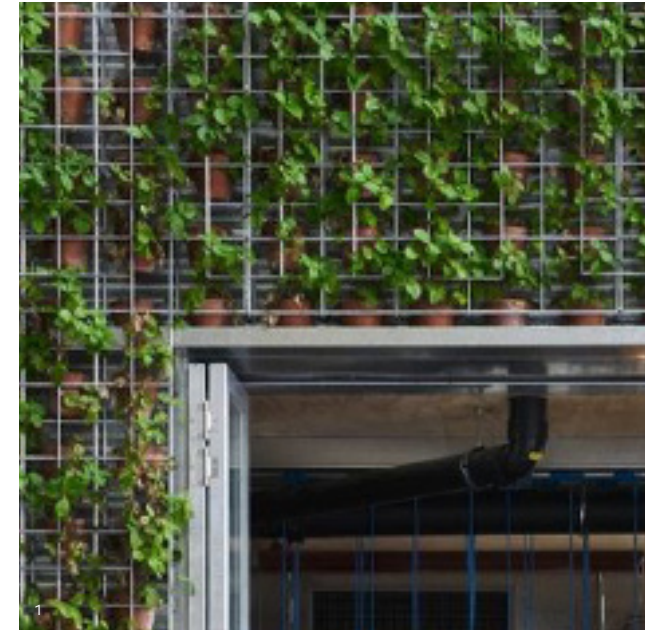
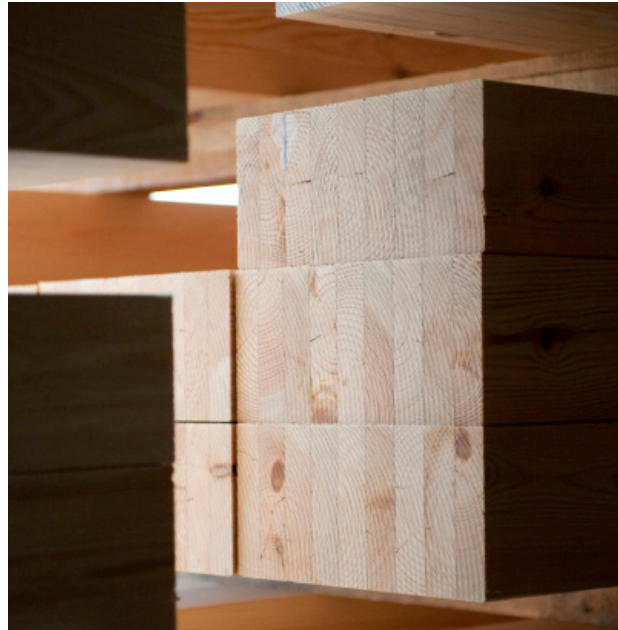


## The Market Place

### Look and Feel

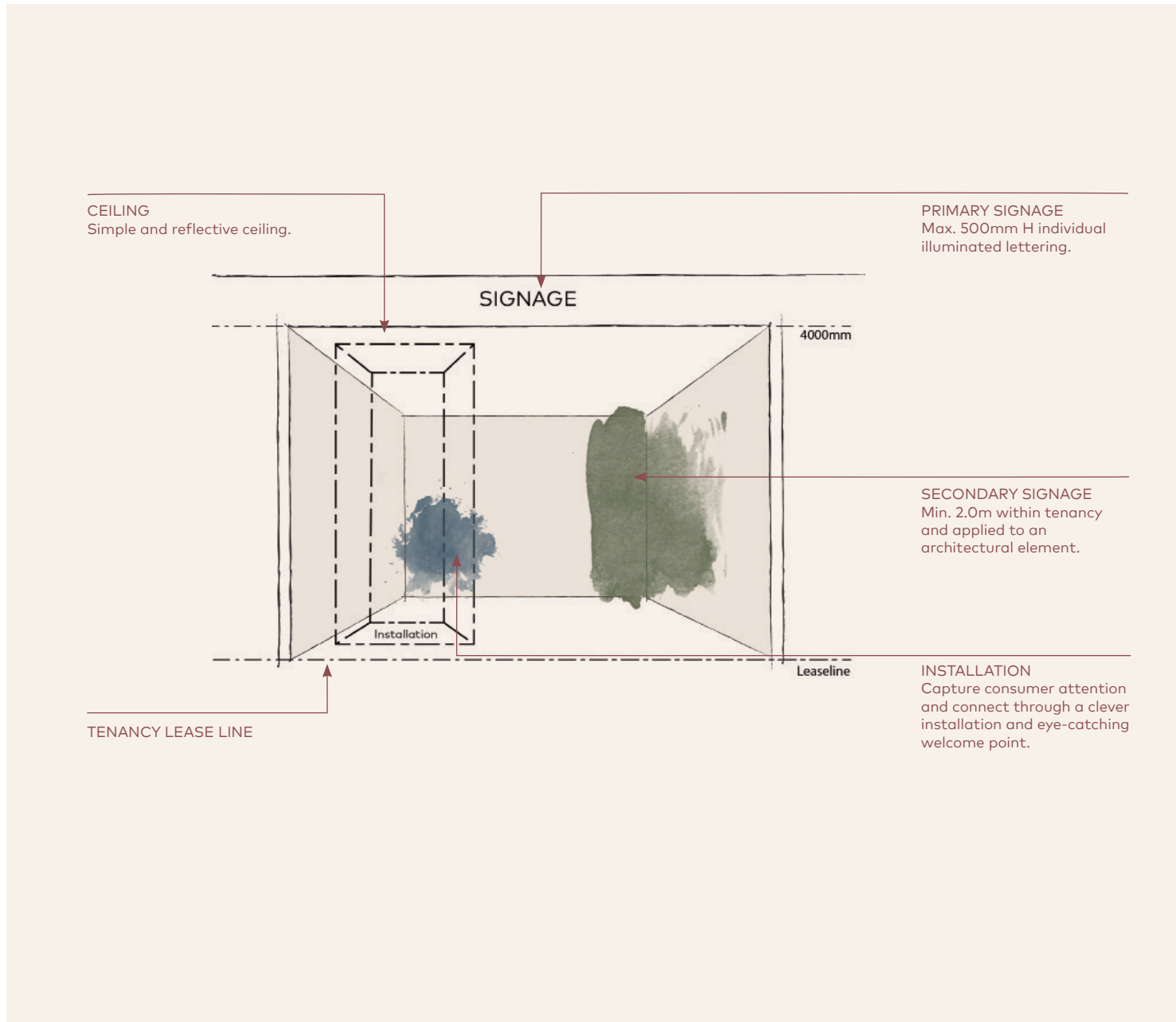
Welcome the natural environment as an integral design element. Your container is your evolving canvas to:

- Express built architectural details through exposed, transparent solutions.
- Choose sustainable, democratic, raw and tactile materials.
- Use vines, potted plants and seasonal varieties as integral architectural features.



1 *The Greenhouse, Perth*  
Joost Bakker  
2 *Newport Castellation, Stepped Expression, Wall Panels,*  
Urbanline Architectural





## The Market Place Pavilions

- Plan your interior environment to reflect the concept of a journey.

### Architectural Elements

- Obscure the traditional retail threshold through muted floor finishes garnered from the mall treatments.

### Installation

- Create a fluid transition of indoor and outdoor space through a seamless, weaving framework of architectural expression.
- Use vines, potted plants and seasonal varieties as integral architectural features.

### Closures

- Your door/closure will sit back min 500mm from the lease line to articulate the shop front.

# The Market Place Street Food

- Incorporate technology as a built component of your architecture

## Integrated Seating

- Integrate modular or bench seating inside your space

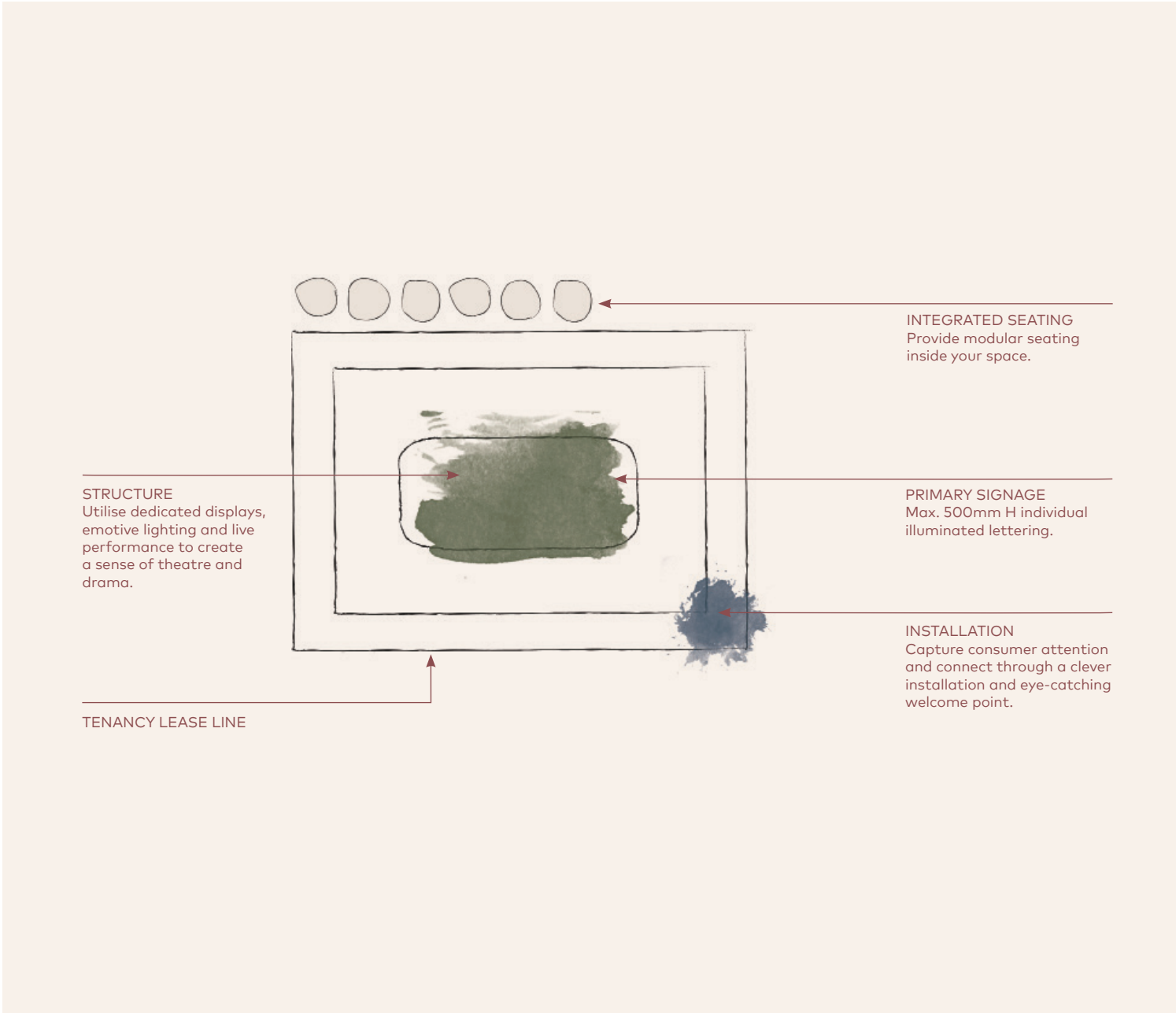
## Structure

- Provide area for high level visual merchandising display within structure.

- Primary Signage to be incorporated to your overhead structure.

## Installation

- Use an installation/welcome point to engage with your customer and encourage exploration.
- Use vines, potted plants and seasonal varieties as integral architectural features.



# The Market Place Kiosks

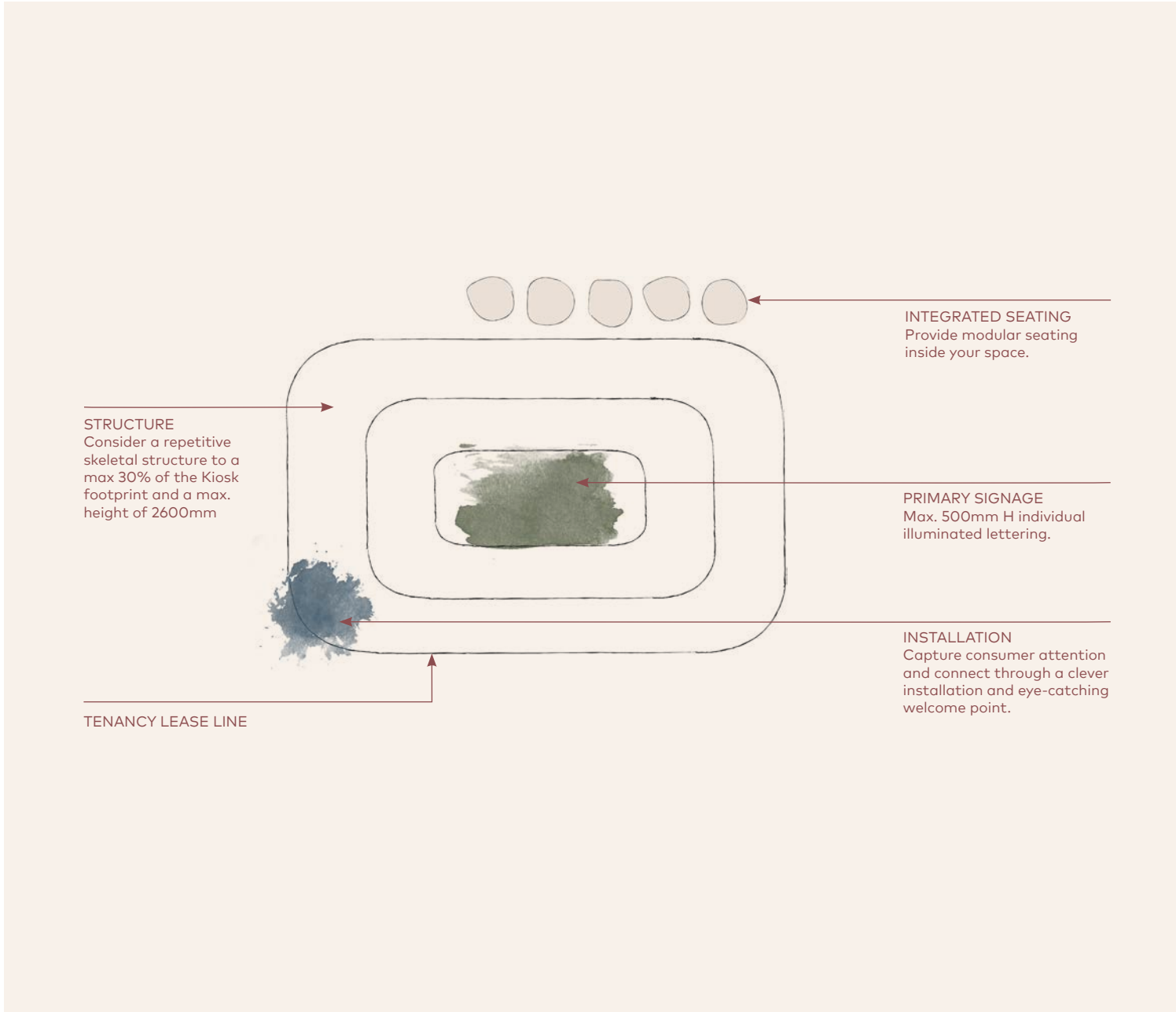
- Utilise dedicated displays, emotive lighting and live performance to create a sense of theatre and drama
- Incorporate technology as a built component of your architecture

## Integrated Seating

- Integrate modular or bench seating inside your space

## Installation

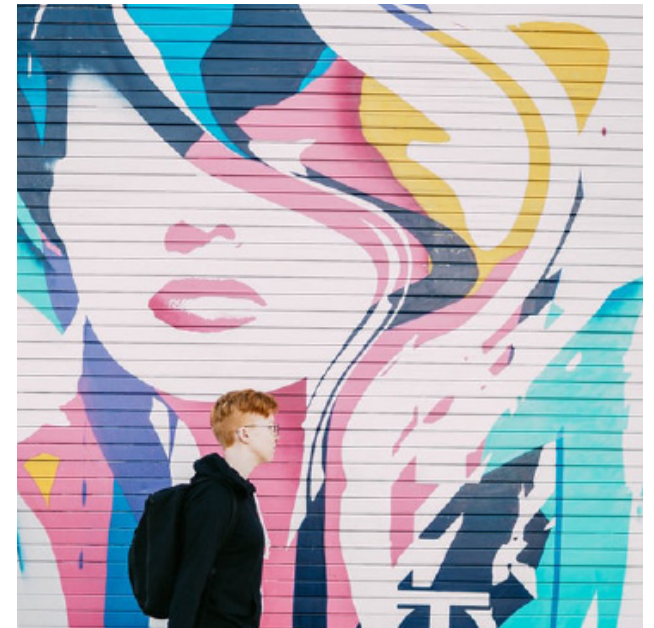
- Use an Installation/Welcome Point to engage with your customer and encourage exploration
- Use vines, potted plants and seasonal varieties as integral architectural features.





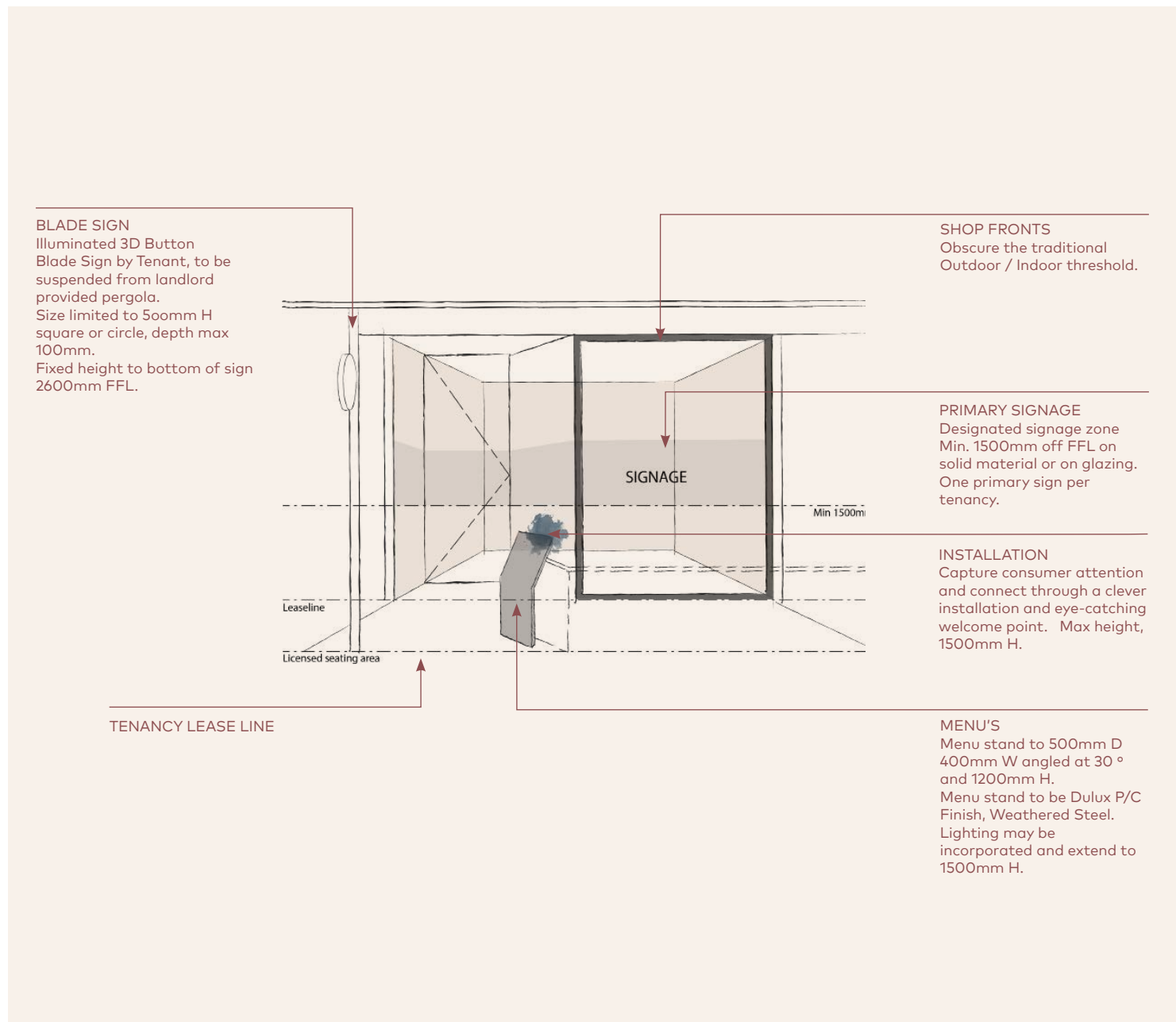
## Station Street / Town Square Look and Feel

A contemporary food and entertainment destination that entices the visitor to wander and dwell within the environment whether that be day or night, inside or out.



1 *Fumi*, Shanghai  
by Alberto Caiola - Photo Dirk Weiblen

## Station Street / Town Square



### Shop Fronts

- Your shop front shall have operable glazing so as to obscure the traditional threshold and create a fluid transition between indoor and outdoor.
- Blur the lines of your threshold by providing integrated furniture built within your shopfront.

### Materiality

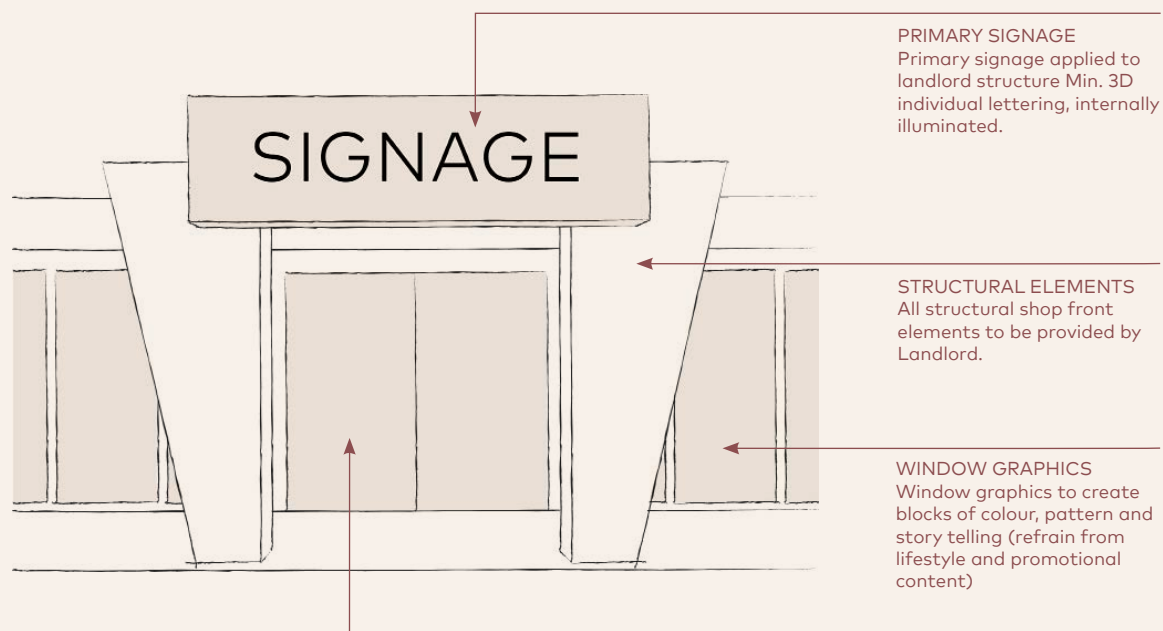
- Your shop front materiality will consist of warm textures and materials of timber and/or fine metal detailing.

### Closures

- Your door/closure will sit back from the lease line to articulate the shop front.

### LSA

- Incorporate a combination of fixed and loose furniture to create a space for people to dwell.



## Super Centres

### Primary Signage

- Refer to tenancy plan for signage zones to confirm the application of signage to high-level areas of building.

### Structural Elements

- Base building to be painted in brand colours (by Tenant).

### Window Graphics

- For entry window bays, apply translucent signage lettering and keep entry windows transparent to maintain views in-store.
- Reverse apply decals to inside face of glazing to shop front windows (leaving window frames in tact).
- Secondary branding to glazing elements to be internally mounted.

### Installation

- Use an Installation / Welcome Point within close proximity to your entry doors to engage with your customer.
- Provide clear views through 30% of your glazed shopfront to ensure connectivity of your product with your audience.



# Floor Plan

Overall Plan ..... 34

# Floor plan



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