

Westpoint

Design Guidelines

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Westpoint

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*“We will be a celebration
of community in
Sydney’s growing West”.*

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



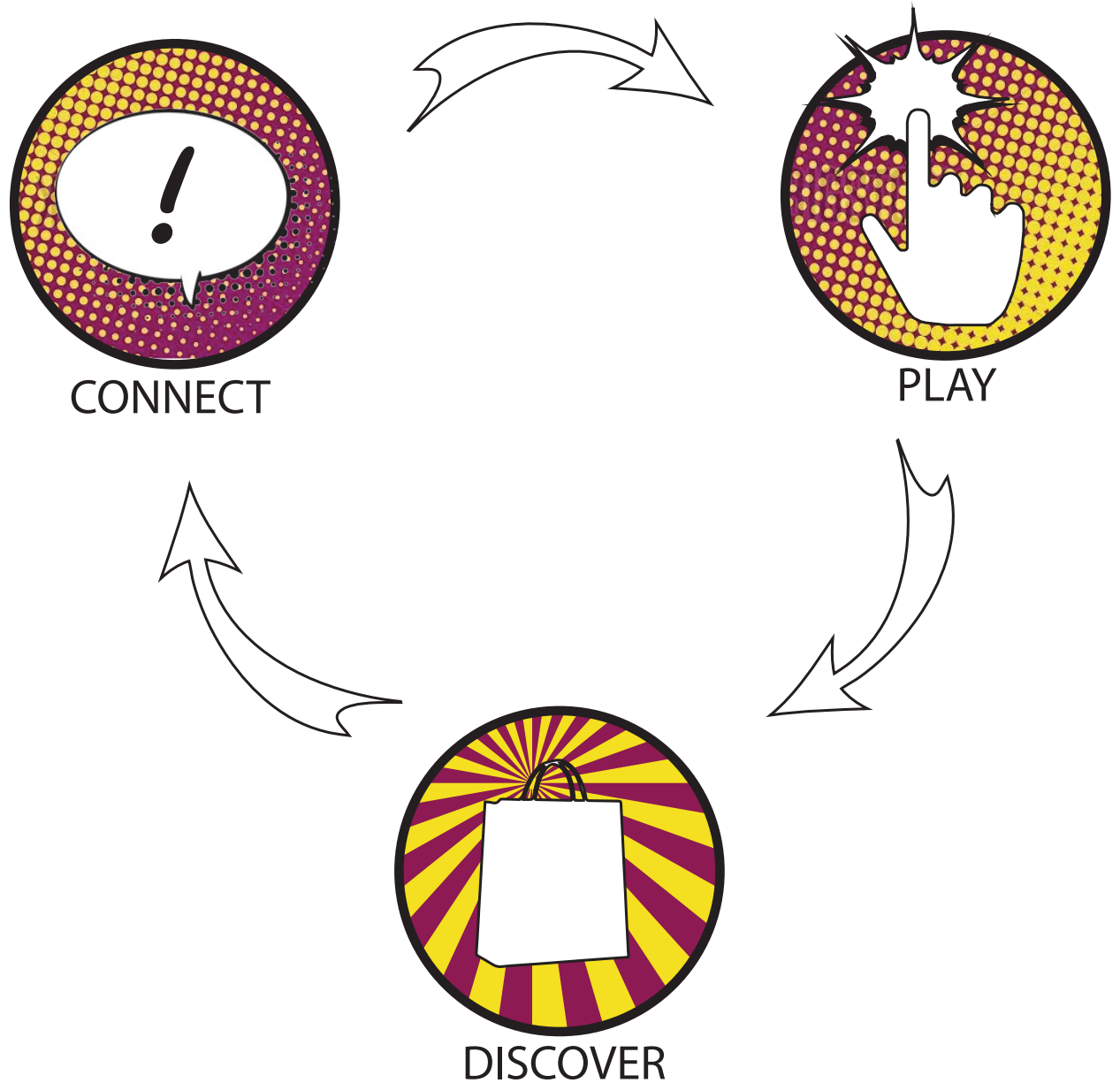
Westpoint Shopping Centre. Photographer: Esteban Luján

“We will champion the experiences that fulfil the needs and aspirations of our diverse community, every day.”

Connect, Play and Discover

We encourage you to create a space that celebrates the community in Sydney's growing West and champions the experiences of Blacktown's locals.

These guidelines have been created to celebrate the community connection between retailer and customer, the playful interaction between customer and product and the discovery of product within the four walls of your store.



Community Connection

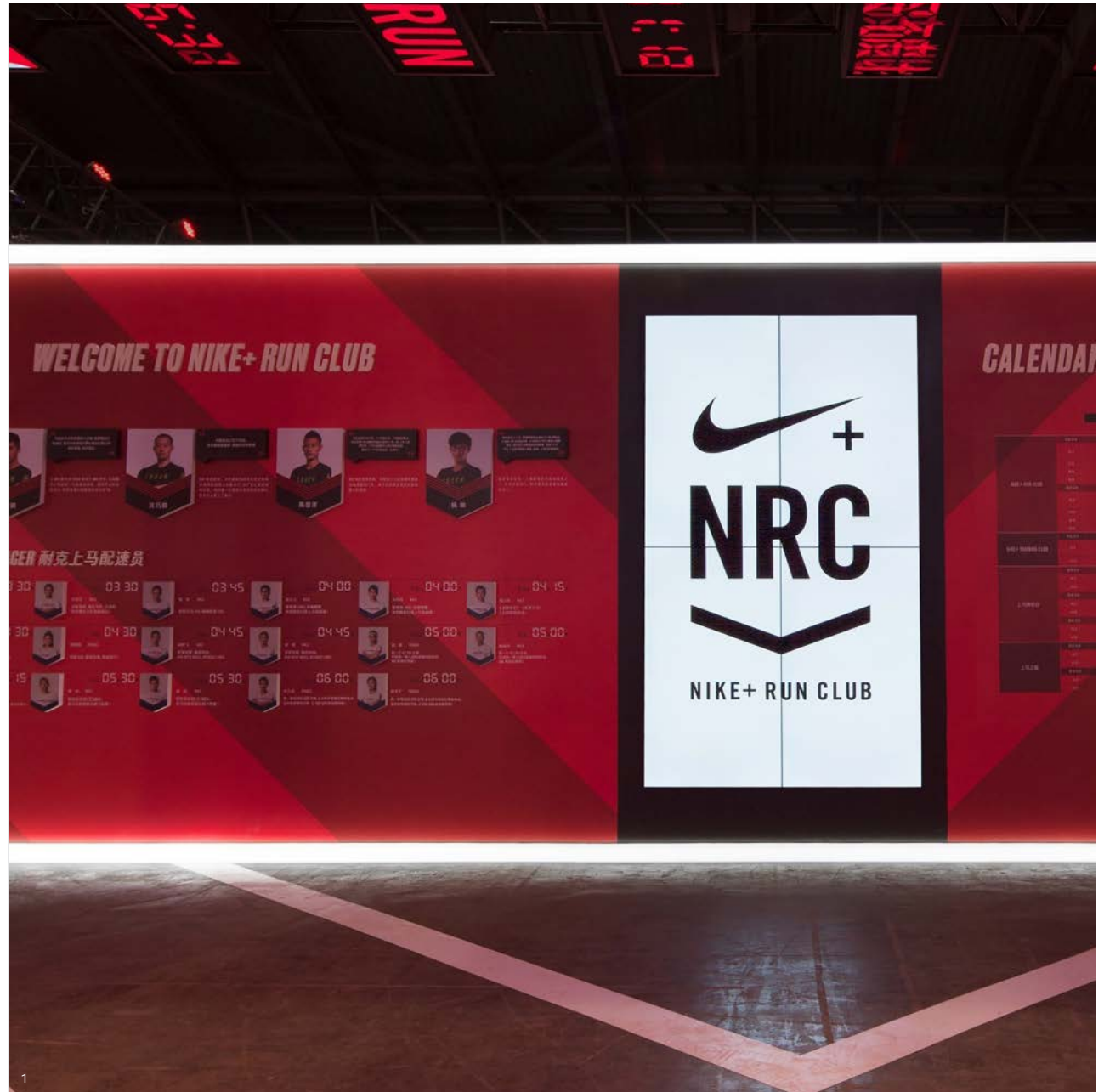
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Community Connection Design Direction

Westpoint is a community town centre that reflects and celebrates our diverse community. Bring out the essence of Blacktown into your store and engage with the locals.

When designing your space, incorporate real life stories and include local references that your community can relate to.

Create a deeper connection and loyalty to your brand by providing a personalised storyboard and supplementary branding that shows the customer you are backing blacktown.



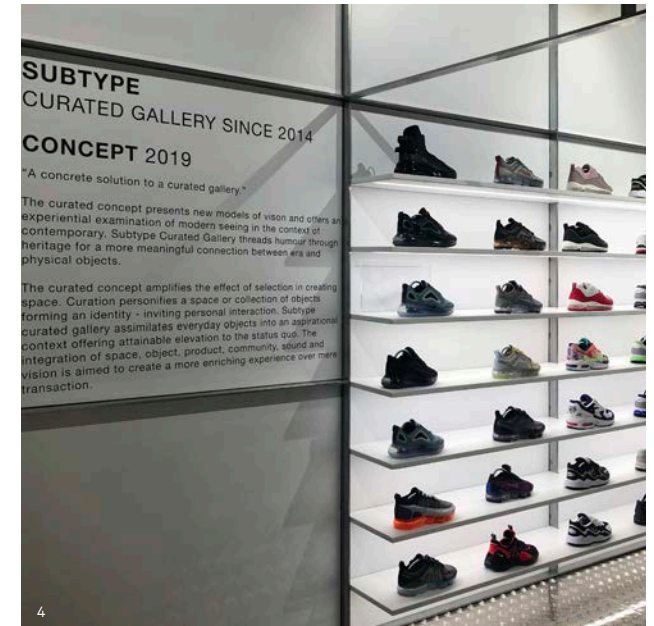
Community Connection Your Storyboard

A storyboard can be used to enhance your customer's personal experience and affinity to your brand.

By being true to your origins and referencing the local area, artistic signage, innovative display technology and creative statements can trigger an emotional response in everyone.

A storyboard may take the form of :

- a handpainted sign or artwork
- digital display
- events board
- brand history
- product installation



1 Ms Dumpling, Castle Towers Sydney, Designed by Basalt Studio
 2 Biggy Fast Food Restaurant, Poland, Designed by Buckstudio, Photography by PION Studio
 3 Superdry, Canberra Centre, Designed by Marie Toul
 4 Subtype Melbourne designed by Noise Noise Noise

Community Connection Take-Away

Think about how your product will be shared among friends and family and create talking points to remember your brand and story by away from your store.

Personalise packaging relevant to the Westpoint community. Consider take-away items such as bags and packaging that leave your store, creating an extension of your brand to connect with your community at home.



1



2



3



4

- 1 Handcrafted soap stones designed by Pelle Designs
- 2 Iron Grill Packaging designed by End of Work
- 3 Iron Grill Packaging designed by End of Work
- 4 Lush Little Green Bag

Playful Innovation

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Playful Innovation Design Direction

Capture your customers attention, evoke an emotional response and make them smile.

Use a combination of unique materials and digital experiences to support your storyboard and to enhance the way the local community interacts with your store.

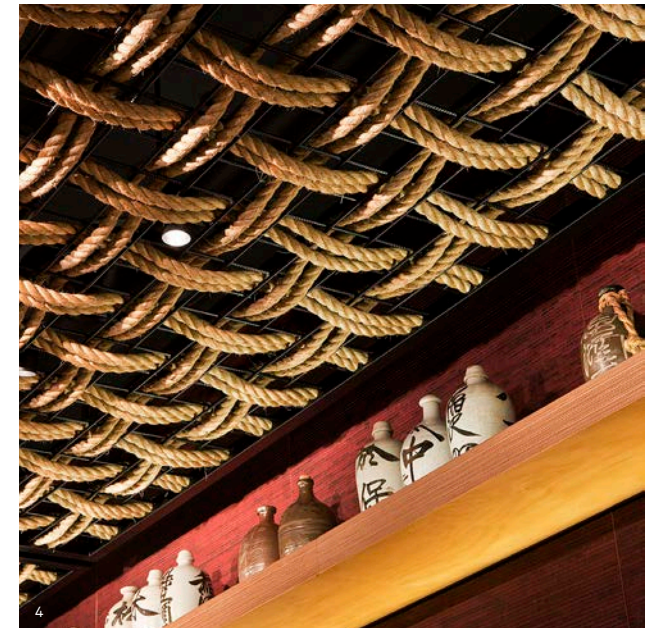
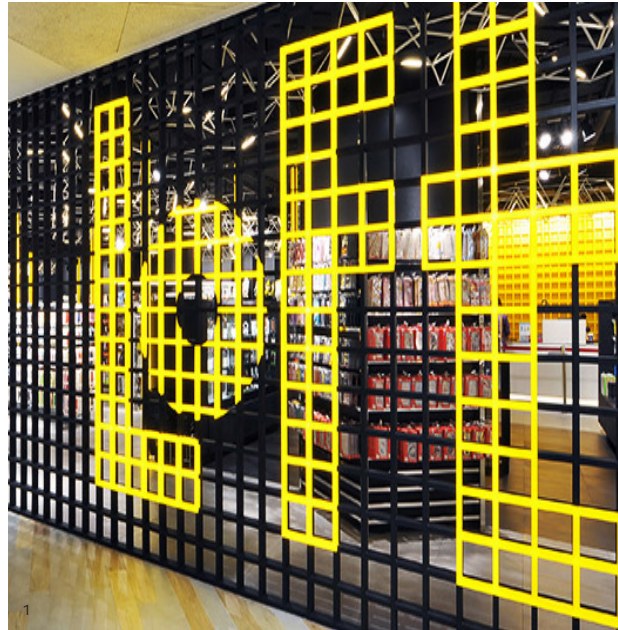


Playful Innovation

Unique Materials

Consider the application of playful or traditional materials to create an unexpected new pattern or texture.

These unorthodox treatments could take the form of a floor finish applied to a wall, a singular colour composition with multiple textures or a new and surprising way to display product.

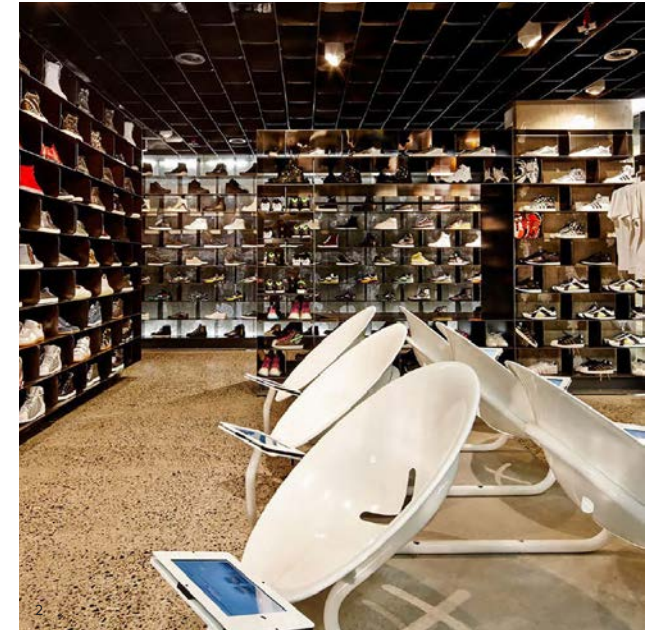


-
- 1 Loft, Designed by JDJ Japan
 - 2 Jac and jack, Emporium, photographer Dian McLeod
 - 3 Color Factory, New York, photographer Aaron Bengochea
 - 4 Gochi, Designed by Mim Design, photographer Shannon McGrathImage

Playful Innovation Digital Experience

Use digital theatre to influence the mood of your customer by incorporating your online presence into an interactive display, making it an immersive extension of your internal space.

Technology can be in the form of an interactive product directory, a virtual change room or a tool to customize products in real time.



- 1 Peach Interactive Inc.
- 2 Sneaker Boy, designed by March Studios, photographer Peter Bennetts
- 3 Nike Interactive Digital Signage
- 4 Apple Store, Brussels

Discovering the Moment

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Discovering the Moment Design Direction

The moment of discovery is the space between. This is specifically the visual journey between your community connection and playful innovation.

Visually link these two elements with creative floor finishes, captivating wall treatments, focal ceiling elements and quality lighting.



Discovering the Moment Floors

Creative floor solutions play a key role in influencing your customer's journey.

A composition of durable floor finishes, patterns and playful yet subtle brand messages can promote movement, wayfinding and product zoning within your store.

Provide a floor solution that offers more than one change in texture, colour or pattern. Use your floor as the surface for your unique material to playfully express itself and link this to your storyboard.



1



2



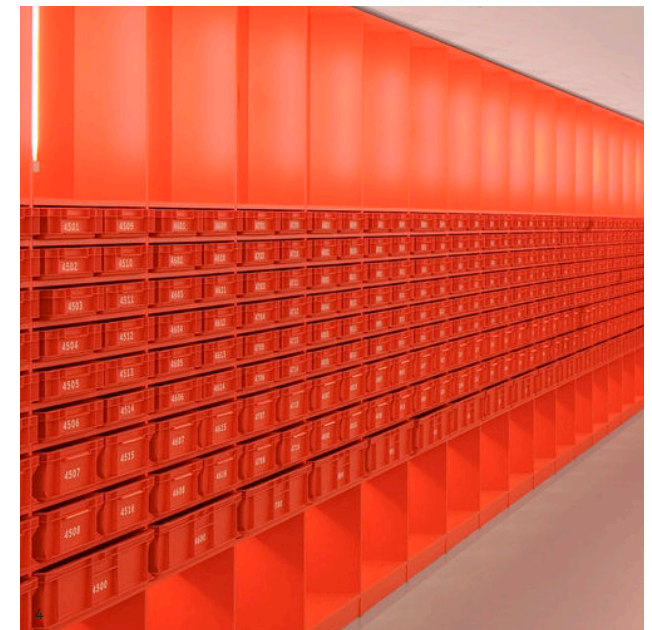
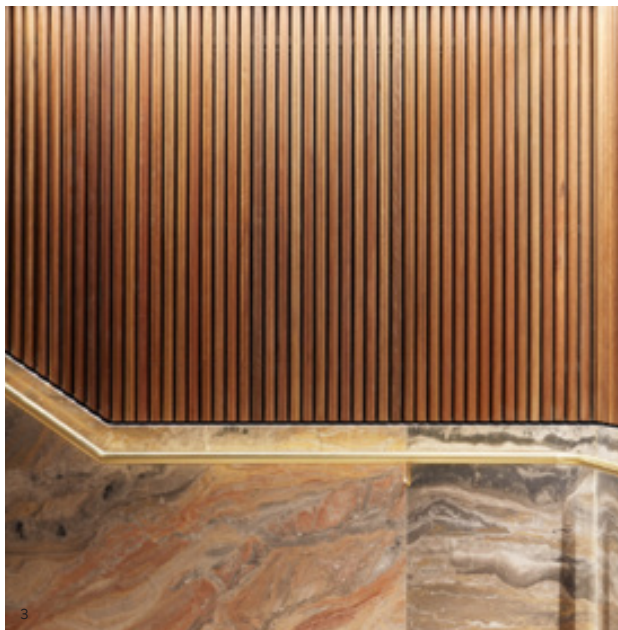
3

- 1 New Exchange's cycle facilities, Glasgow, Scotland, photographer FORE Partnership
 2 Aesop boutique, Piccadilly Arcade, London, UK, designed by Luca Guadagnino *
 3 Dressed Salads, Shanghai China, designed by Linehouse, photographer Benoit Florencon

Discovering the Moment Walls

Perimeter and feature wall treatments offer moments of pause, product highlighting, seating hierachy and points of transaction.

Utilise a unique material, a defined datum or a repetitive backdrop to connect your storyboard with a digital experience thus creating movement and moments to discover within your store.



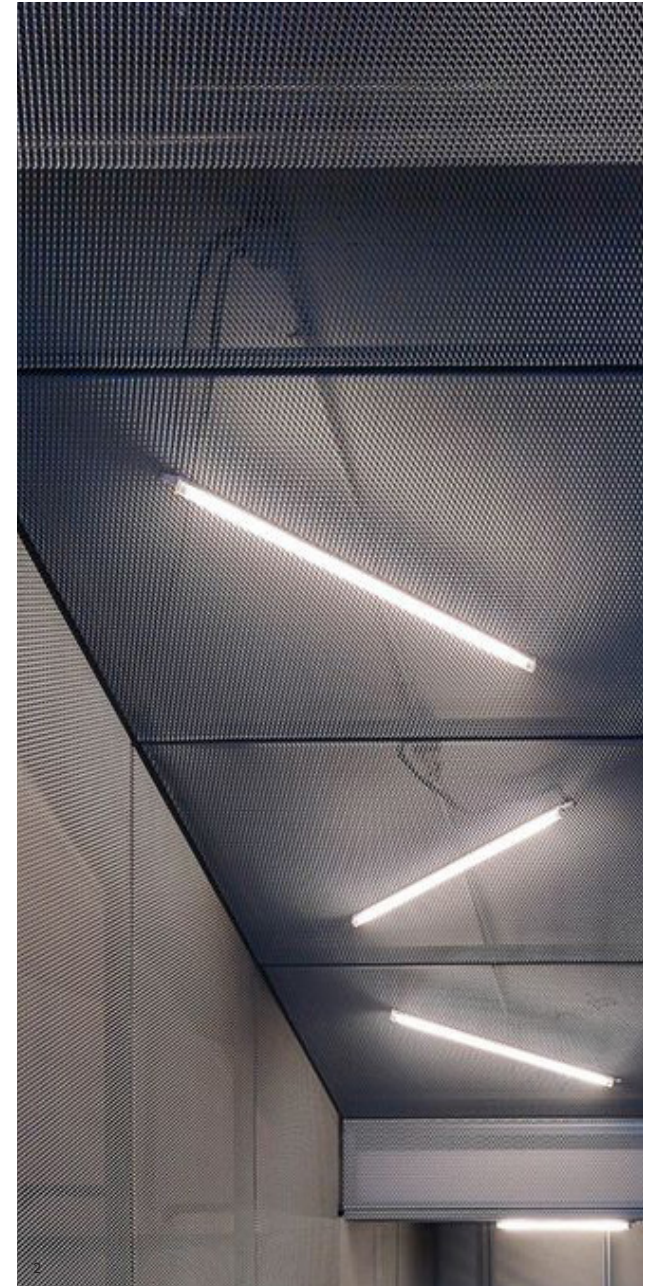
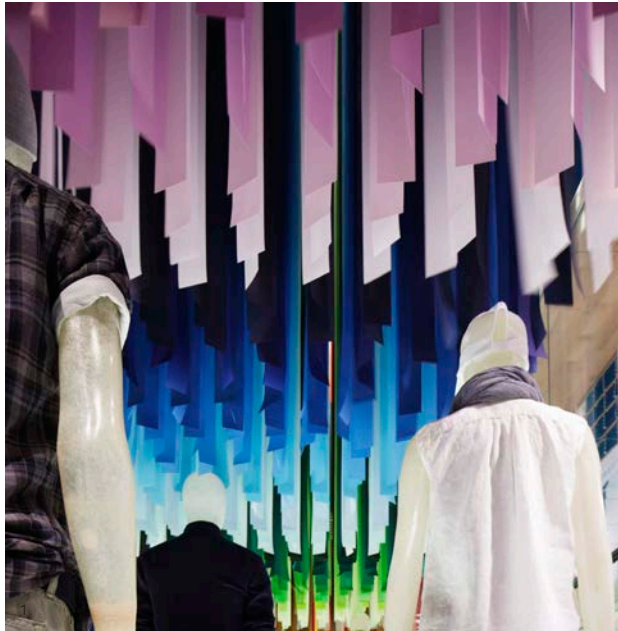
- 1 Aesop Boutique
- 2 Bondi's Best, designed by Tom Mark Henry, photographer Damian Bennett & Rachel Kara
- 3 Staircase, Canberra Centre, designed by Universal Design Studio
- 4 University Library, Amsterdam, Netherlands, designed by Ira Koers + Roelof Mulder

Discovering the Moment Ceilings

Overhead sculptural design statements can be used as a navigational aid, highlight various zones of display and visually exploit the full height of your store.

Rafts and pelmets can be useful tools to bring the eye down to focus specifically on one area.

Ceiling and overhead treatments could be in the form of a reflective surface, a unique material or an illuminated tone or colour that emphasises your storyboard or digital experience.



- 1 Uniqlo store, Ginza, Japan, photographer Daisuke Shima
- 2 Private Clubhouse, Hebei, China
- 3 Nike, Shanghai, China, designed by Coordination Asia

Discovering the Moment Lighting

Visual vibrancy and dynamic moments of contrast can make any storyboard, unique material or digital experience pop.

Use feature LED's, recessed pelmet lights and digital innovation to connect these elements with their surroundings.



- 1 Jimmy Grants, designed by Techne Architects, photographer Tom Blatchford
- 2 Hubba To, designed by Supermachine Studio
- 3 Nike, Shanghai, China, designed by Coordination Asia

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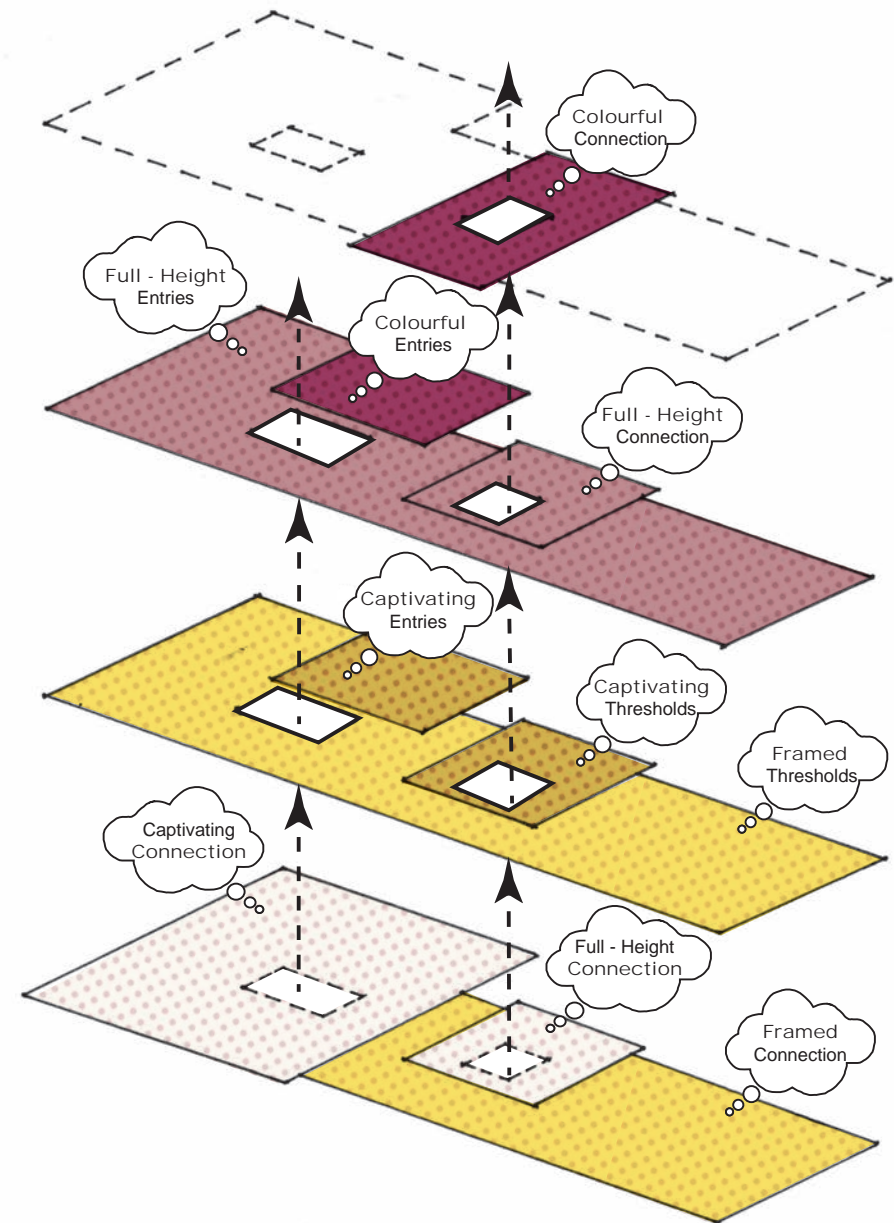
Space Specific Guides

Westpoint's Five Specifics

Westpoint hosts four busy floors of retail, services and leisure.

These five principles to thresholds and entries form a strategic path of discovery through the four floors of the building:

- **Connect:** To your customer even before they enter your store.
- **Captivate:** For customers on the move.
- **Colour:** Can add expression to stimulate a mood or experience.
- **Height:** To create visual drama and exploit architectural conditions.
- **Frame:** For drawing attention to key moments.



Specialty Mall – Level 1

Framed Connection

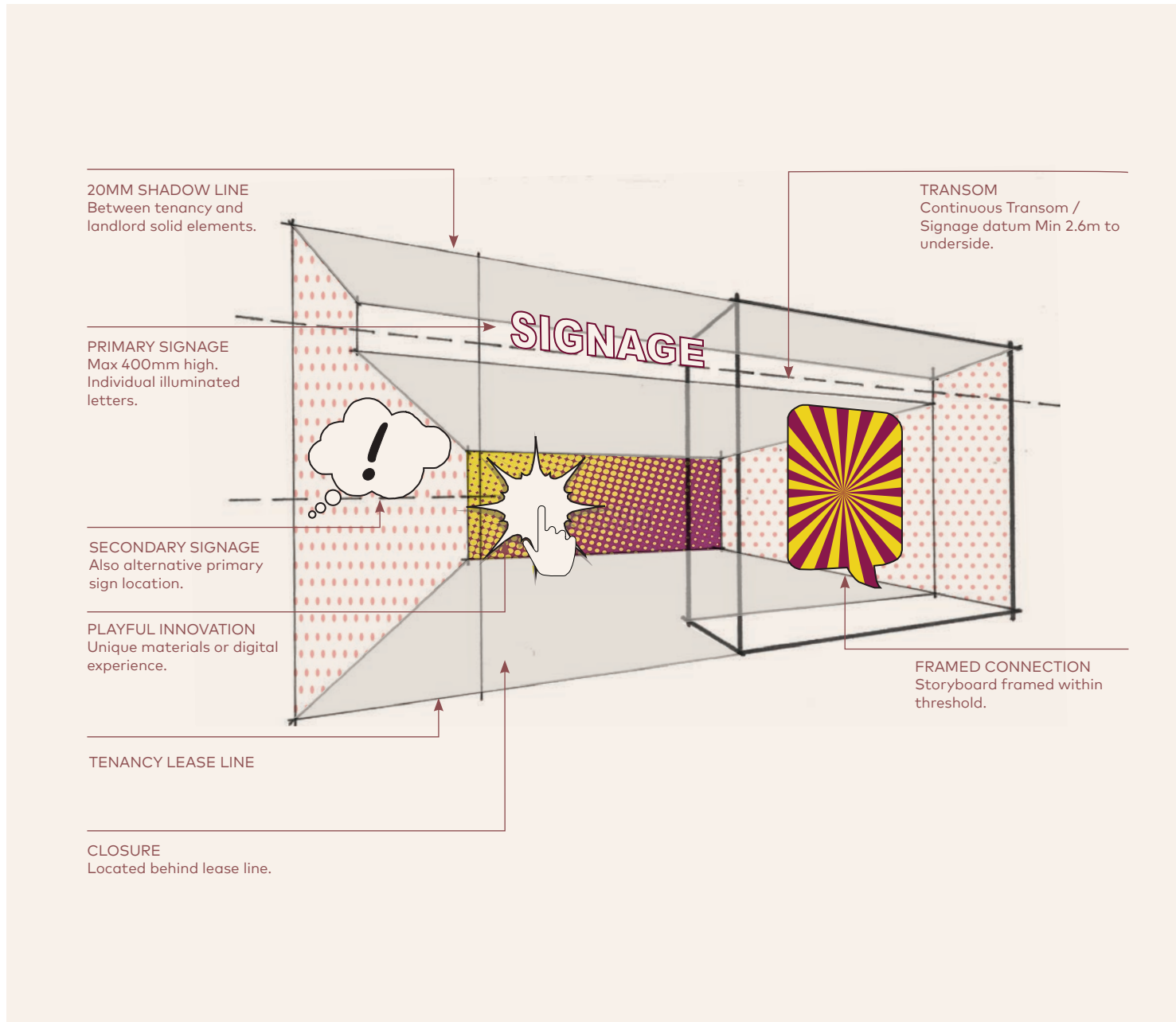
- Frame your storyboard within your threshold to connect with the community from the mall.
- Add playful innovation through unique materials and/or a digital experience. Locate in the centre or at the rear of your store to visually connect with your storyboard and draw the customer in.

Transom and signage

- Provide a continuous threshold transom element and locate primary signage above the nominated datum line.
- Locate alternative primary sign or optional secondary signage under nominated datum line offset to the side of entry.

Closure

- Full height sliding, bi-fold (min 600mm panel width) or pivot doors are encouraged and are to be set back min 600mm from lease line.



Specialty Mall – Level 2

Framed Thresholds

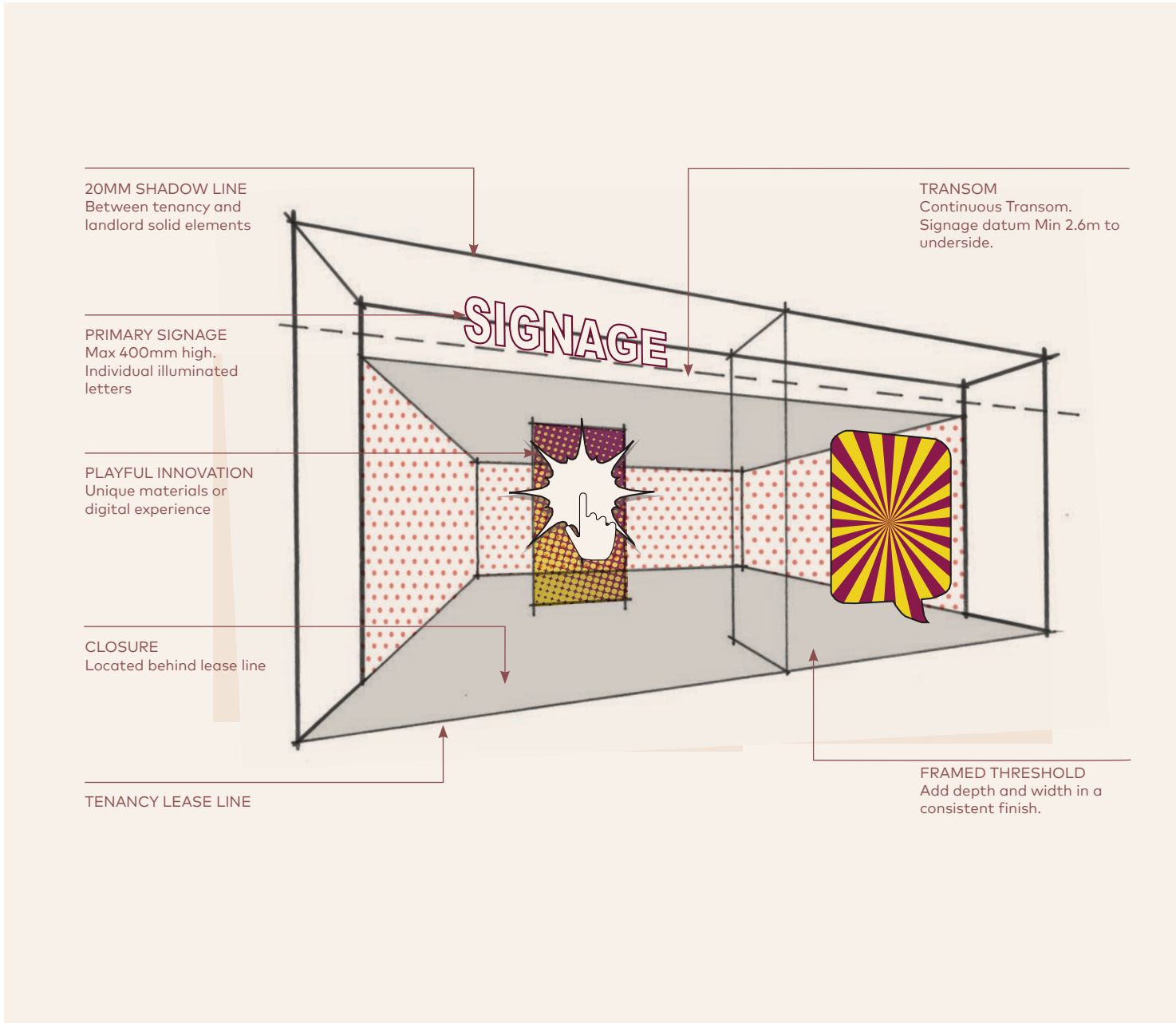
- Accentuate the height and width of your threshold by framing the walls and soffit in a consistent finish, colour or tone.
- Locate your storyboard within the threshold to connect with the community from the mall.
- Add playful innovation through unique materials and/or a digital experience. Locate in the centre or rear of the store as a full height statement to relate to the qualities of threshold frame.

Transom and Signage

- Provide a continuous threshold transom element and locate primary signage above the nominated datum line.

Closure

- Full height sliding, bi-fold (min 600mm panel width) or pivot doors are encouraged and are to be set back min 600mm from lease line.



Specialty Mall – Level 2 Link

Captivating Thresholds

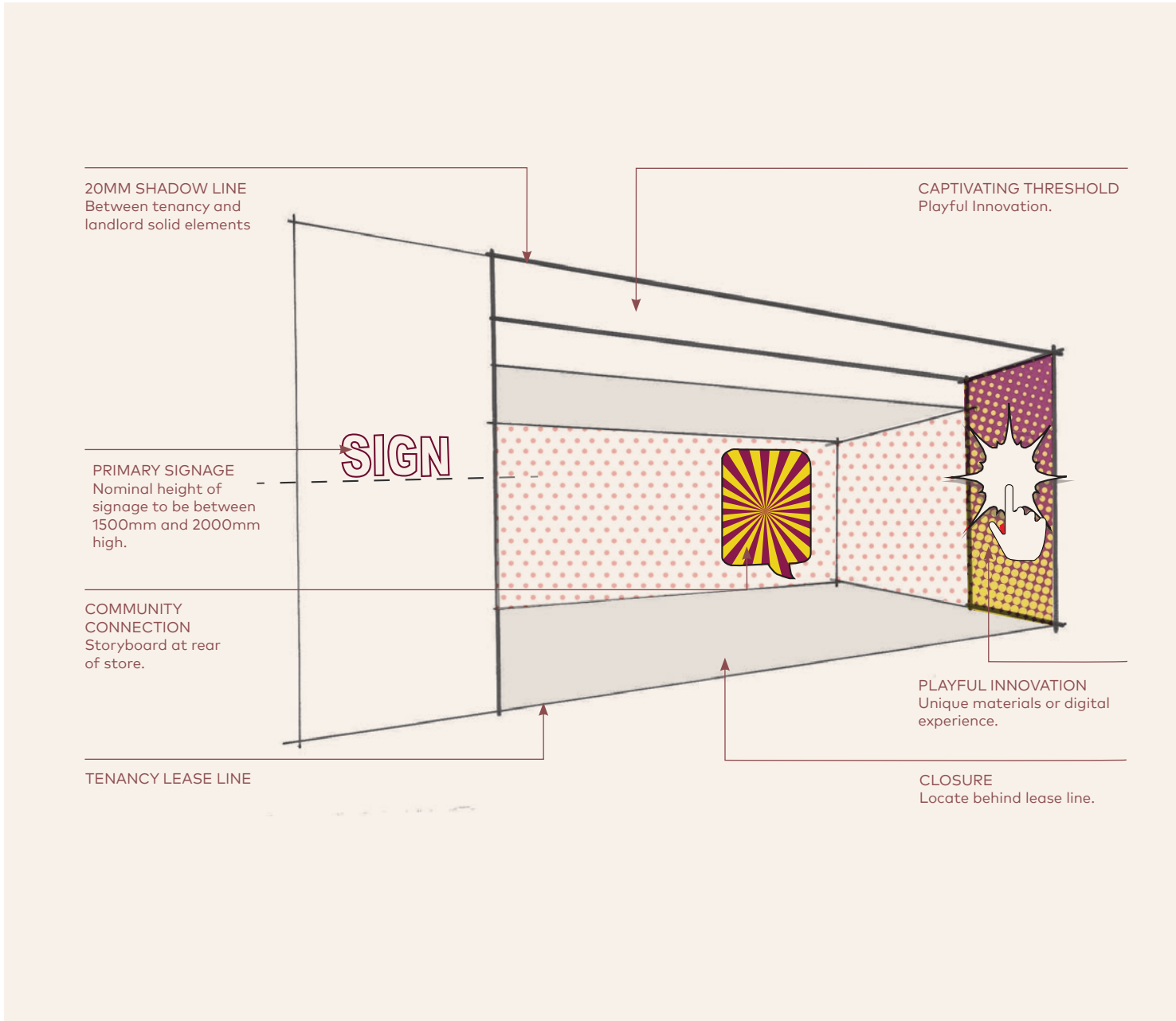
- Locate your playful innovation within your point of entry to captivate customers on the move.
- Accentuate the height and width of the threshold by framing the walls and soffit in a consistent finish, colour or tone.
- Locate your storyboard at the rear of your store to create a multi-layered presentation framed by the captivating threshold.

Signage

- Locate primary signage to the side of your threshold entry to maximise it's height.

Closure

- Full height sliding, bi-fold (min 600mm panel width) or pivot doors are encouraged and are to be set back min 600mm from lease line.



Specialty – Level 2 Mini Majors Mall

Captivating Entries

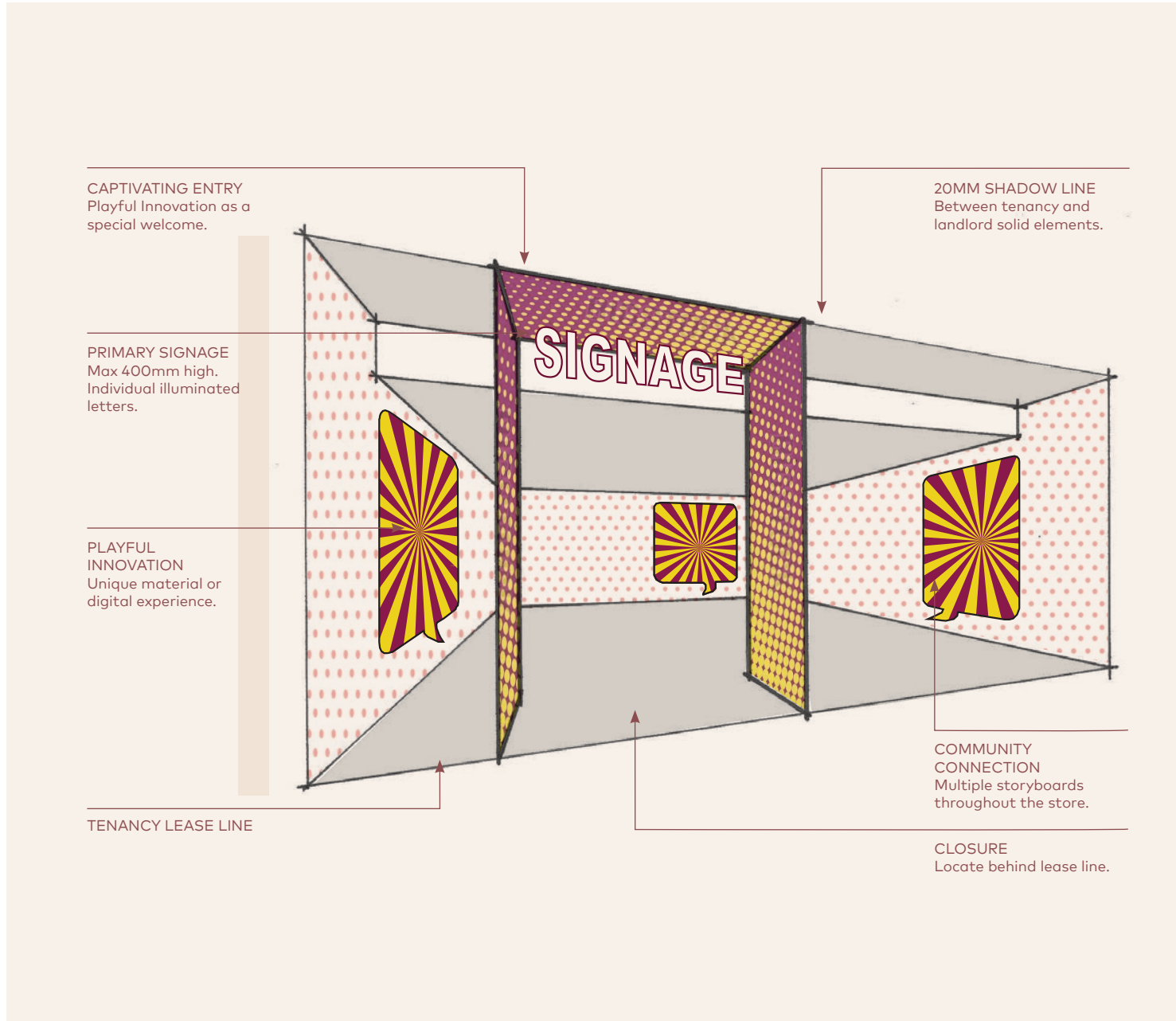
- Provide a captivating welcome by creating your point of entry as a three dimensional statement of playful innovation.
- Create numerous moments of community connection with storyboards placed throughout your store.

Signage

- Incorporate your primary signage within the captivating entry.

Closure

- Full height sliding, bi-fold (min 600mm panel width) or pivot doors are encouraged and are to be set back min 600mm from lease line.



Specialty Mall – Level 3

Full Height Entries

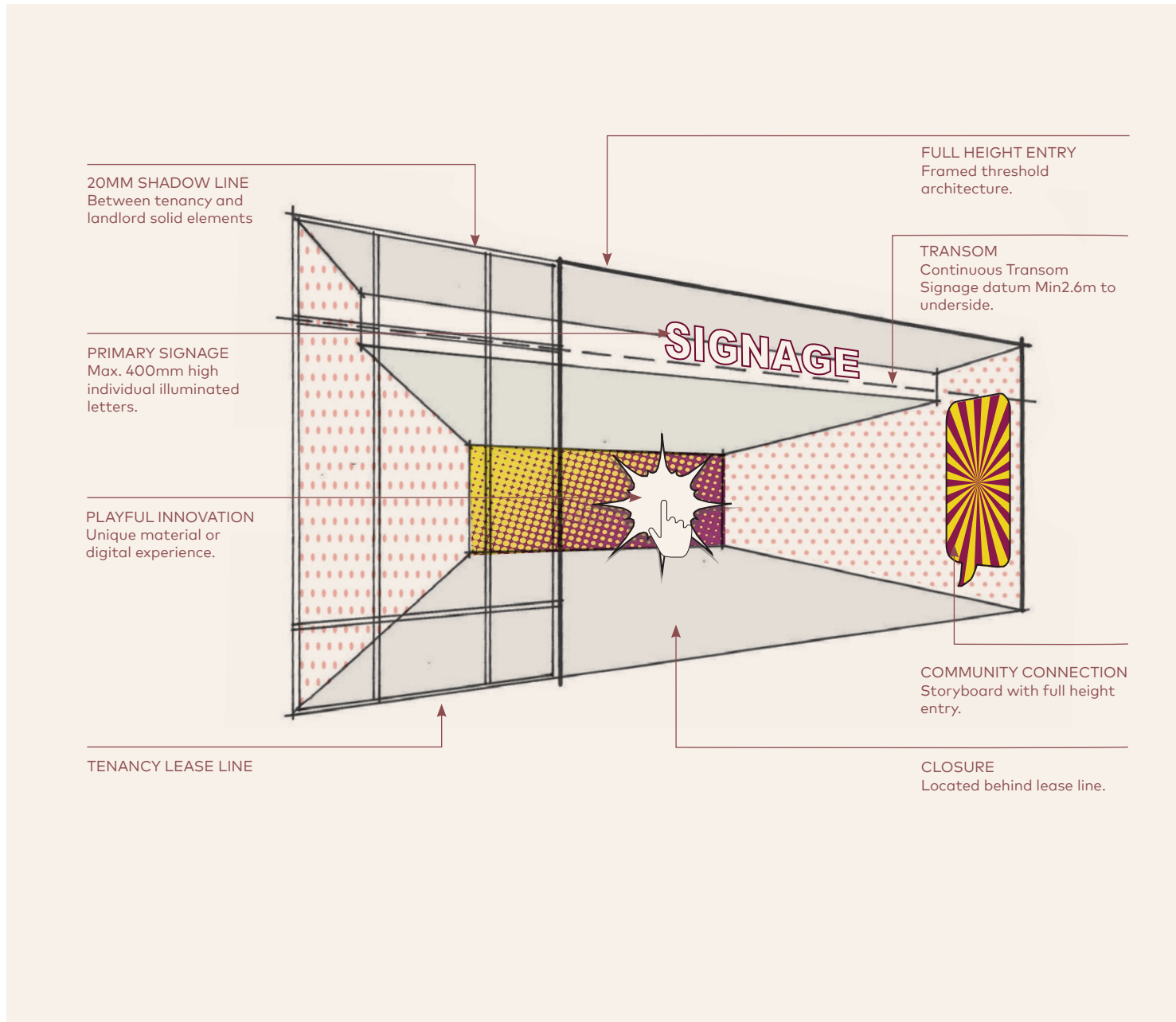
- Express your moment of entry with full-height and articulated framed architecture.
- Locate your storyboard as a full-height statement within the entry.
- Add playful innovation through unique materials and/or a digital experience. Locate in the centre or at the rear of your store to visually connect with your storyboard and draw the customer in.

Transom and Signage

- Provide a continuous threshold transom element and locate primary signage above the nominated datum line.

Closure

- Full height sliding, bi-fold (min 600mm panel width) or pivot doors are encouraged and are to be set back min 600mm from lease line.



Specialty Mall – Level 3 Financial

Colourful Entries

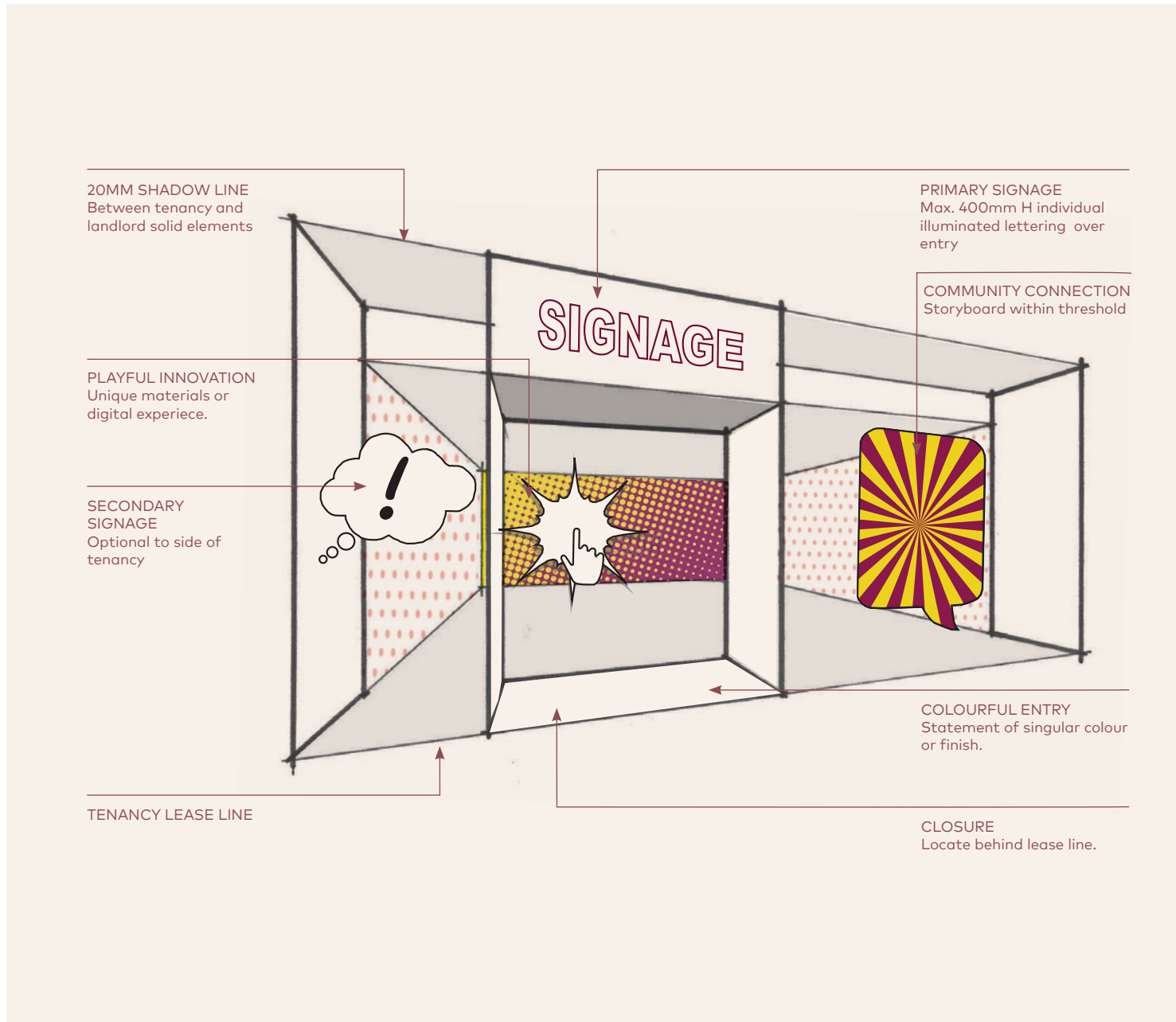
- Create depth of material at the point of entry with colourful 3-dimensional framing to all four sides.
- Locate your storyboard within the threshold to connect with the community from the mall.
- Add playful innovation through unique materials and/or a digital experience. Locate in the centre or at the rear of your store to visually connect with your storyboard and draw the customer in.

Signage

- Integrate primary sign within colourful entry and secondary sign offset to the side if required.

Closure

- Full height sliding, bi-fold (min 600mm panel width) or pivot doors are encouraged and are to be set back min 600mm from lease line.



Kiosks

Design Direction

Your kiosk should enhance your presence while maintaining sight-lines through the mall.

A singular finish to your counter front and a lightweight overhead structure will create a sense of presence and permanency to captivate your customer.



1

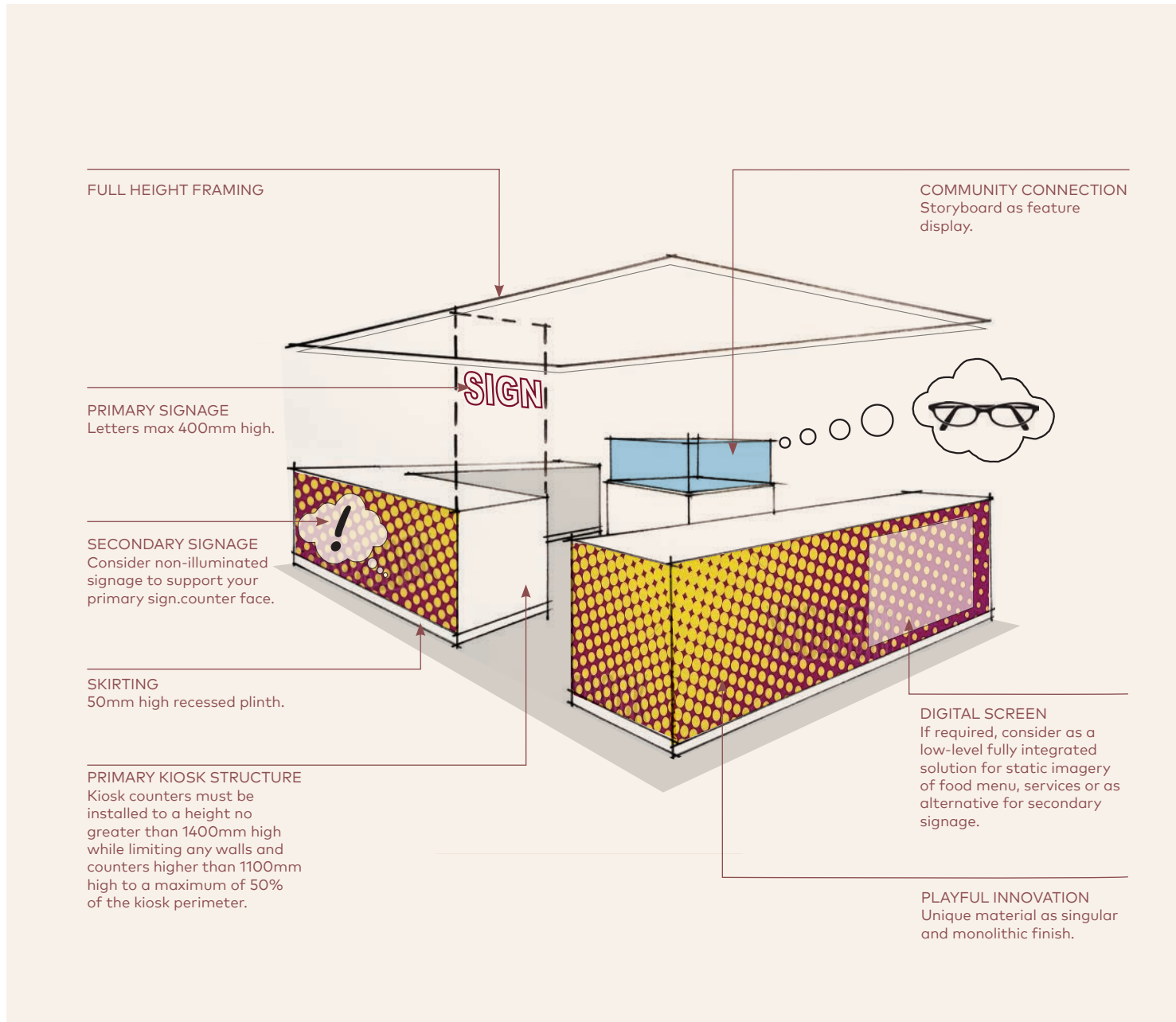


2



3

- 1 Scroll Dessert Bar by One Deisgn Office, photographer Tom Blanchford
 2 Cannoleria, Watergardens
 3 Designer and photograprer Mahno



Kiosks

Full Height Framing

- Create a perimeter overhead frame that reflects the kiosk shape or highlights your feature display storyboard below. Define the frame with continuous LED lighting.
- Locate your storyboard as a feature display of product or information
- Add playful innovation with a singular unique material to wrap your counter front and visually connect with your overhead frame.

Signage

- Integrate primary sign within a permeable or skeletal pylon that connects your counter with the overhead frame.

Materials

- Material considerations include solid timbers, vitrified tiles, natural or reconstituted stone, glass, masonry, solid surface or resin-based finishes, quality metals or concrete.

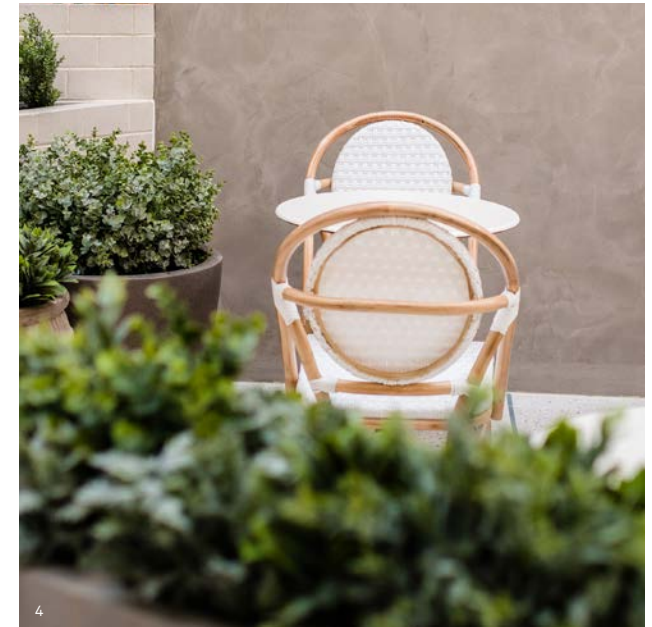
Food Kiosks

- Provide a menu card at the point of sale, a digital screen set into the counter top or a second permeable pylon.

Fresh Food Design Direction

The fresh food precinct speaks to the multi-cultural diverse community of Westpoint.

It creates a place akin to an outdoor courtyard harnessing the natural daylight of the central void and builds moments of intimacy for people to meet, socialise and enjoy local product.

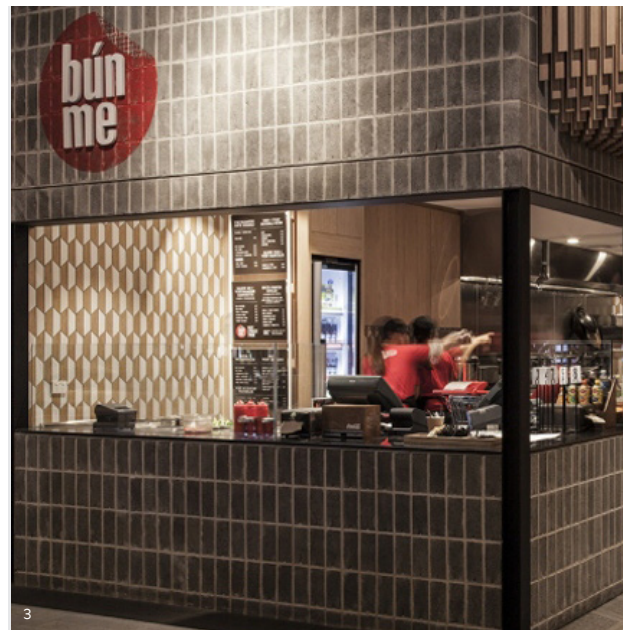


- 1 Fresh Food Precinct
- 2 Fresh Food Precinct, Westpoint Shopping Centre, photographed by Esteban La Tessa
- 3 Fresh Food Precinct, Westpoint Shopping Centre, photographed by Esteban La Tessa
- 4 Fresh Food Precinct, Westpoint Shopping Centre, photographed by Esteban La Tessa

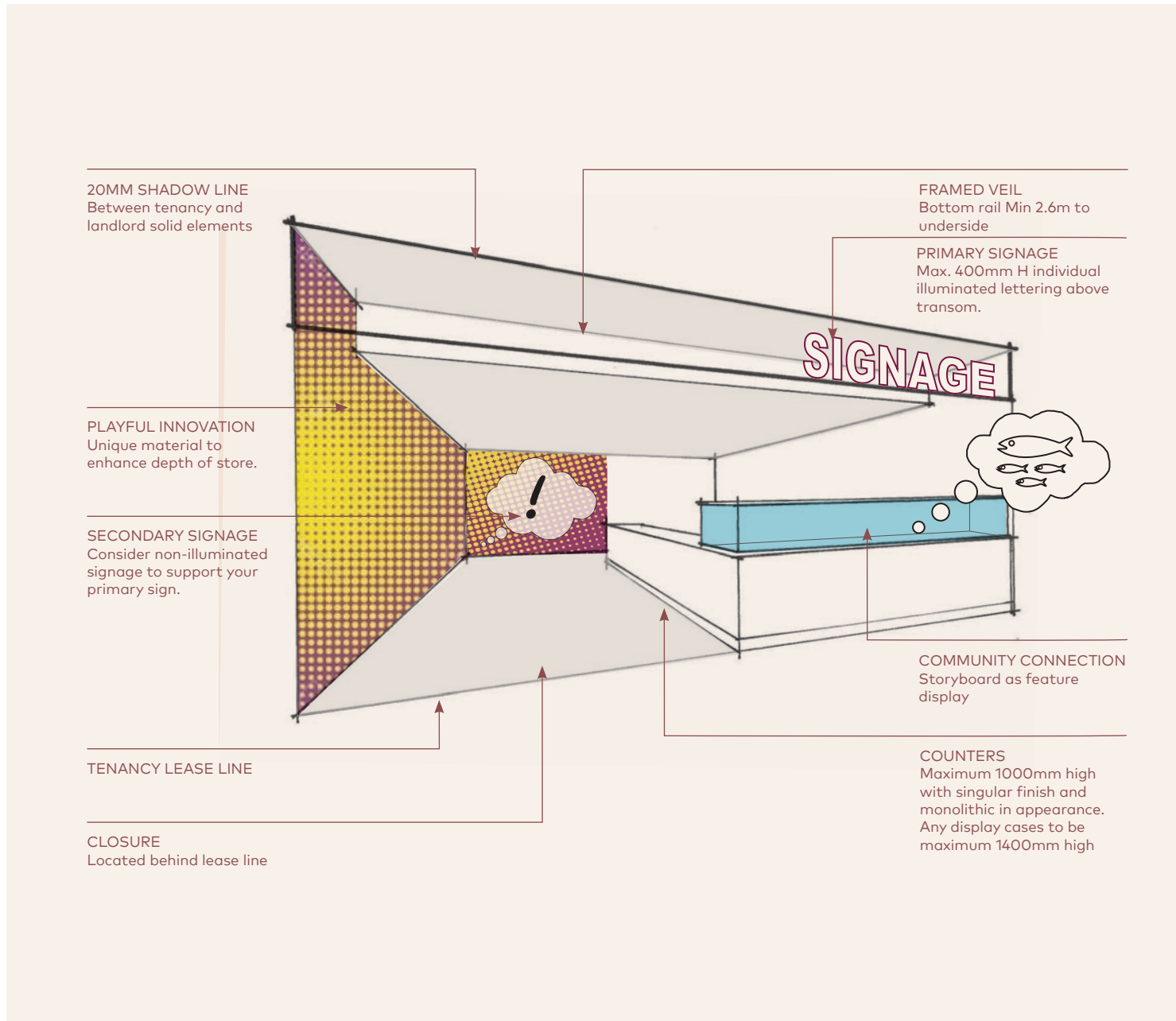
Fresh Food - Inline Captivating Connection

Connect with your customer through feature display storyboards and captivating moments of playful innovation.

A singular finish to connect your counter front with an overhead structure will also act as the perfect canvas to host product and theatre.



- 1 Jamones El Mano Market Stall, Valencia, Spain
- 2 Old Man Pho, Watergardens
- 3 Bun Me, designed by MKZ



Fresh Food – Inline

Captivating Connection

- Create a full-width overhead veil structure to bring your customer's eye down to your feature display.
- Your product display is your storyboard. Consider all elements of supplementary display tools to connect with your community and make their mouth water.
- Locate over-sized secondary signage at the rear of your store and connect to your threshold with a unique material applied to a side wall or ceiling finish.

Signage

- Integrate primary sign within overhead veil.

Materiality

- Provide stone, solid timbers, vitrified tiles, natural or reconstituted stone, masonry, solid surface, quality metals and concrete to your counterfront for durability.

Fresh Food - Kiosks Threshold Connection

Counter finishes and feature display storyboards can form a visual connection between product and architecture of the landlord-installed kiosk canopy.

A unique material integrated as a singular finish to your counter front will enable your product to captivate passing customers.



- 1 Dolcettini by Prospace. photographer greg fonne
- 2 Nuts Galore by Design Portfolio
- 3 Bubble Cup, Watergardens

Fresh Food – Kiosks

Threshold Connection

- Locate your storyboard as a feature display that sits on a continuous monolithic counter on the threshold.
- Add playful innovation with a singular unique material to wrap your counter front and visually connect with the overhead landlord-installed canopy.

Signage

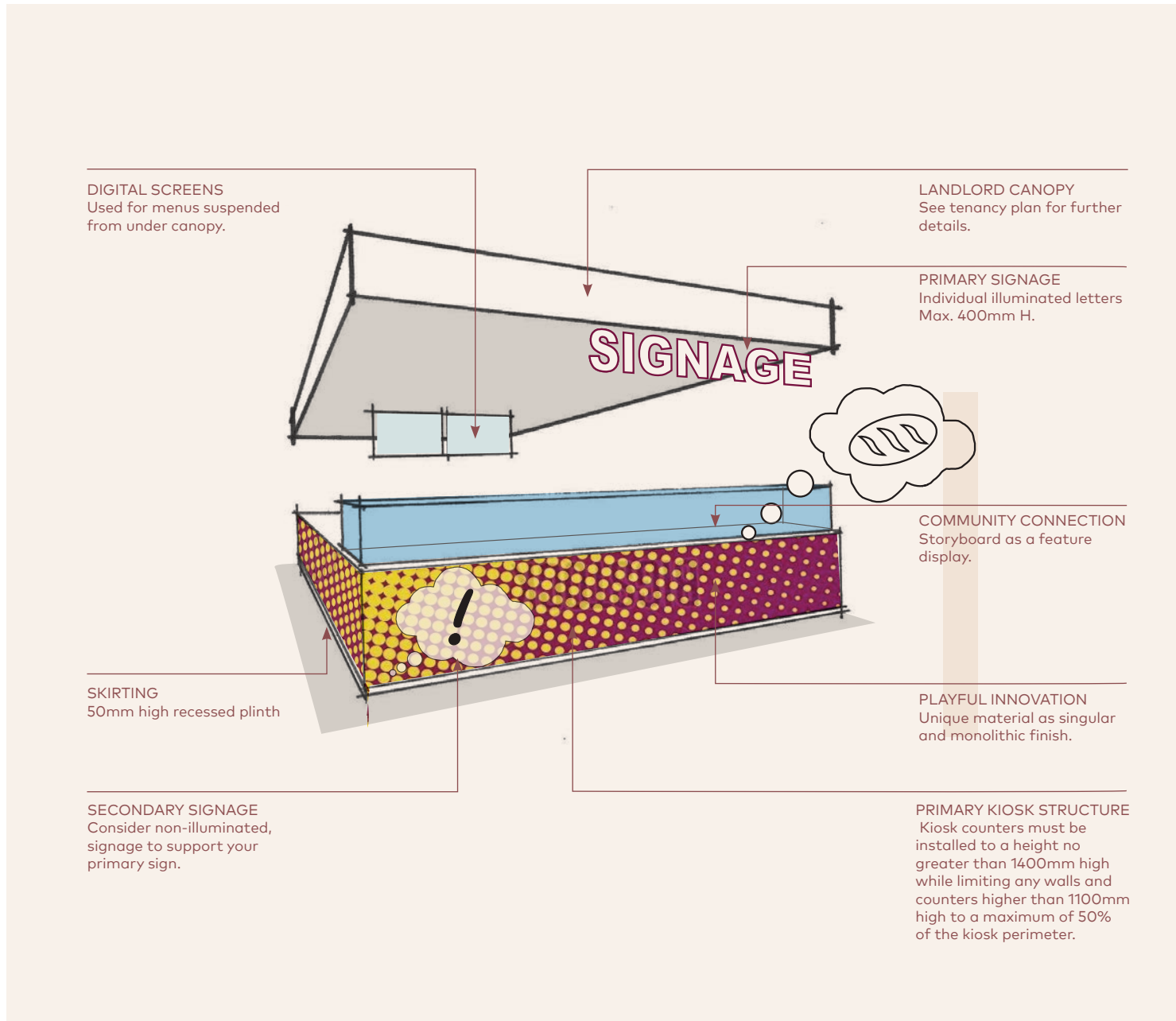
- Primary sign to be located at high level suspended under landlord canopy.

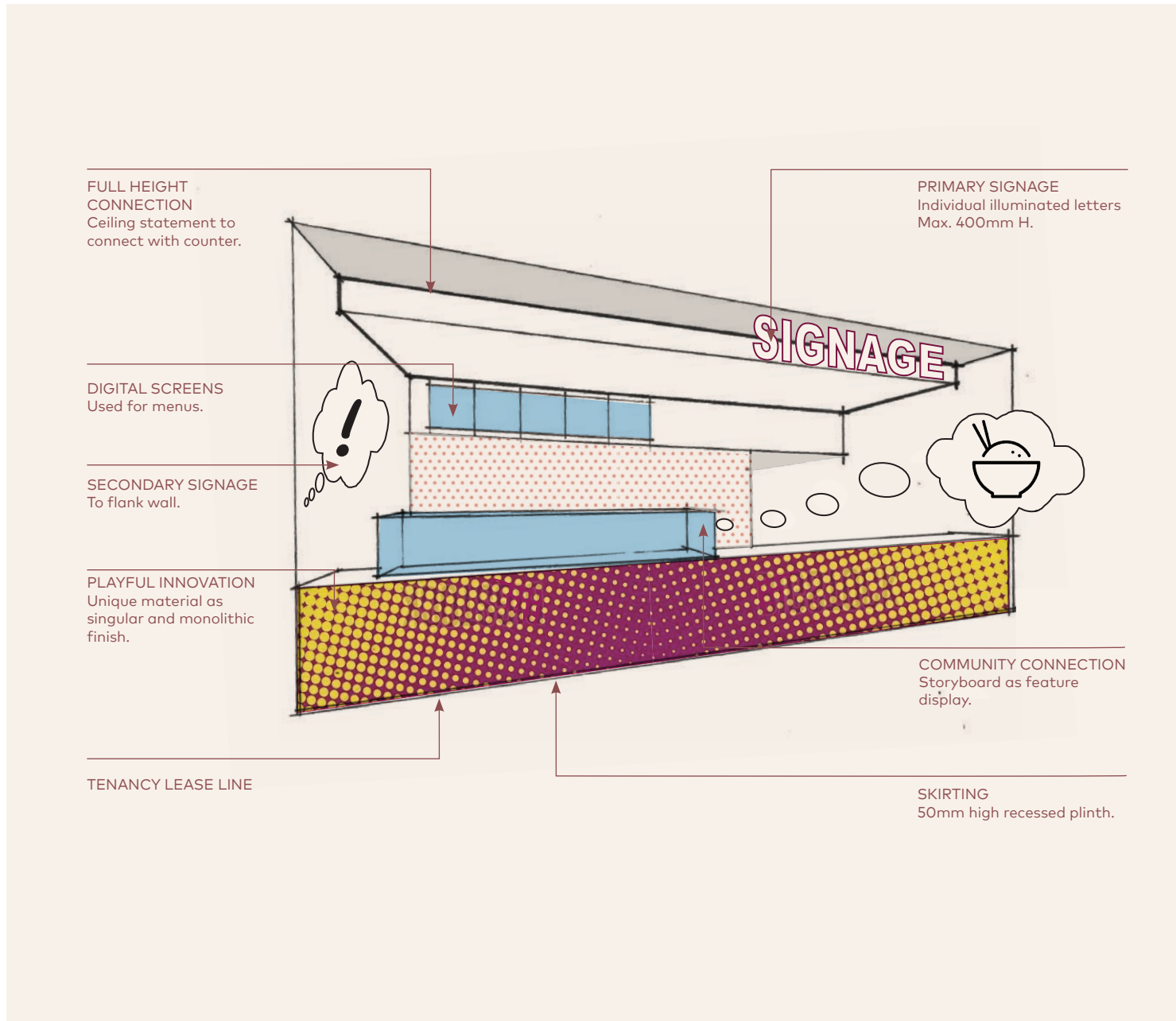
Materiality

- Material considerations include solid timbers, vitrified tiles, natural or reconstituted stone, glass, masonry, solid surface or resin-based finishes, quality metals or concrete.

Menus

- Provide a menu card at the point of sale, a digital screen set into the counter top or a maximum of two suspended from landlord canopy.





Foodcourt

Full Height Connection

- Create an overhead ceiling statement that visually connects with your counter front wrapped with a singular unique material.
- Connect your community with your product by locating your storyboard as a feature display.

Signage

- Primary sign to be located on full-height ceiling behind lease line.

Materiality

- Material considerations include solid timbers, vitrified tiles, natural or reconstituted stone, glass, masonry, solid surface or resin-based finishes, quality metals or concrete.

Menus

- Menu digital screens can be applied at high level on the rear wall behind product display.

On Four Dining Design Direction

With family entertainment and community engagement at its heart, On Four dining precinct offers a vibrant, bustling and enticing offering of fun and playful restaurants.

Outdoor dining is as focal as the instore experience. Equally, the customer's connection with quality food is emphasised by visual link between point of entry and theatrical cooklines.



- 1 Fumi, Shanghai, China, designed by Alberto Caiola, photographer Dirk Weiblen
- 2 Fonda, Melbourne, designed by Tecne
- 3 Mad Mex, Sydney
- 4 Hurricane Woodfire Grill Surfers Paradise

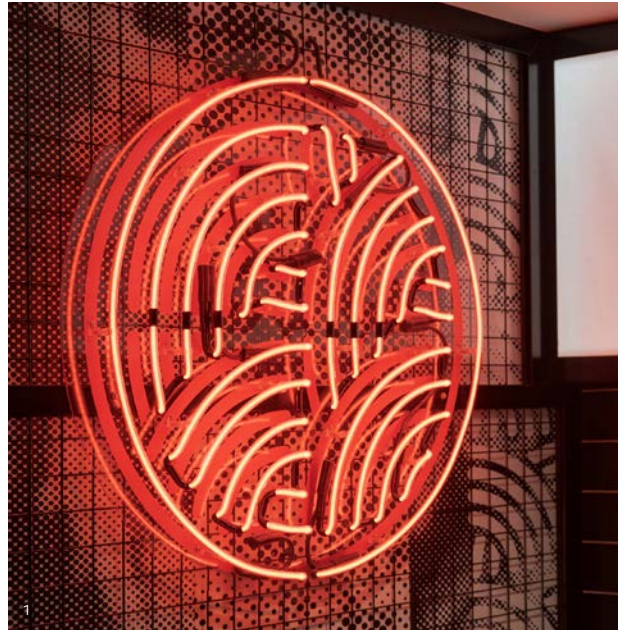
On Four Dining Colourful Connection

Use colour, unique materials and a sense of humour to brighten someones day.

Integrate a relaxed and casual seating feature into the threshold of your store, while creating depth and drama internally with colourful playful innovation situated at the rear of the store.

Show one storyboard moment on the threshold to brighten up the moment of connection.

Seating could be integrated within a feature window or a fixed bench or waiting area for take-away.



- 1 Sushi Hub, Castle Towers, designed by Avance Design, photographer Greg Fonne
 2 Pacos Tacos, Melbourne
 3 Biggy Fast Food Restaurant, Wroclaw, Poland, designed by Buckstudio, photographer PION Studio

Level 4 Restaurants

Colourful Connection

- Allow diners to connect with your community by integrating a seating feature within your threshold.
- Add playful innovation through unique and colourful materials on your cookline or at the rear of your store.

Signage

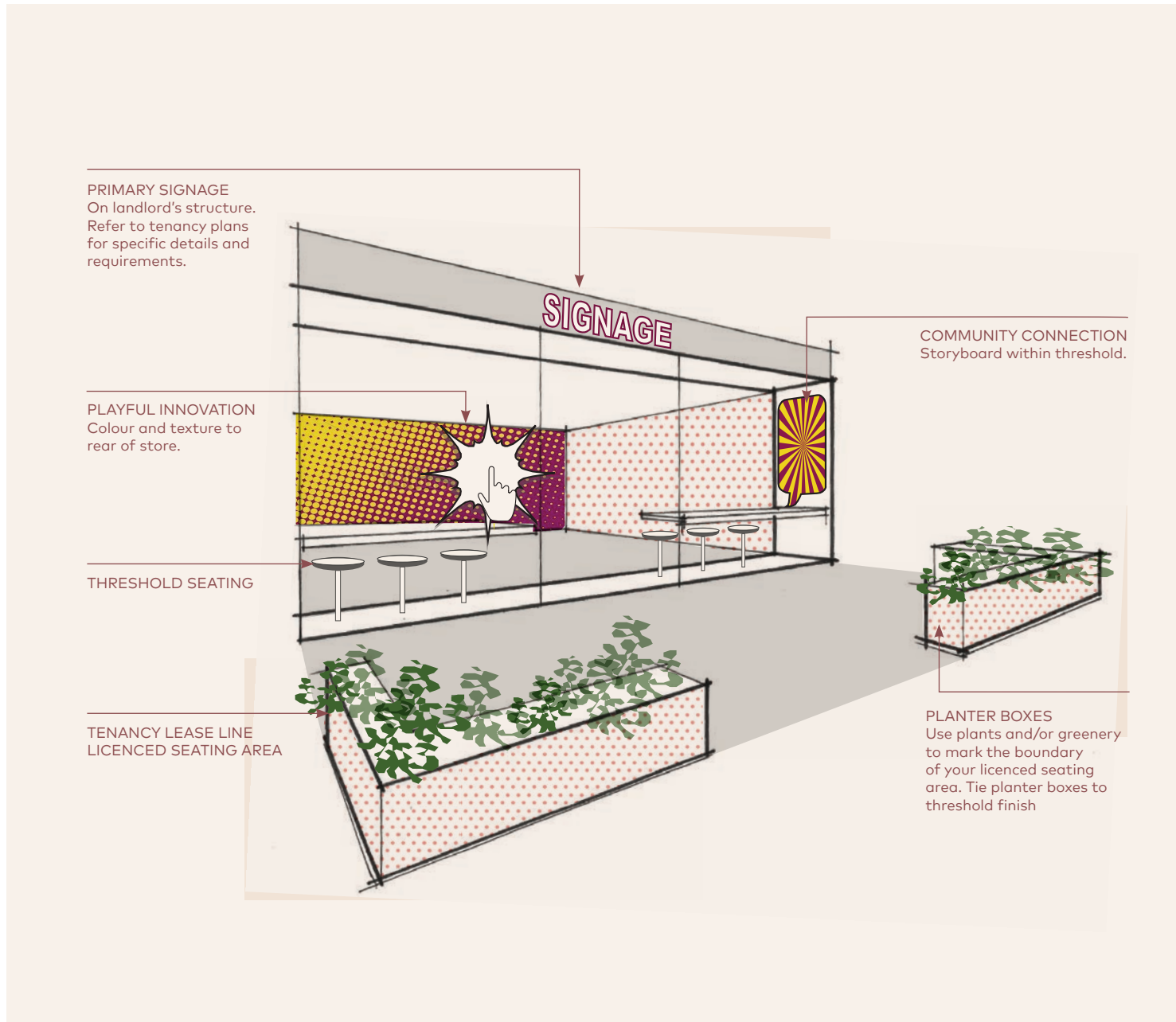
- Primary signage to be located above the threshold on Landlord's structure.

Materiality

- Provide stone, solid timbers, vitrified tiles, natural or reconstituted stone, masonry, solid surface, quality metals and concrete to any solid section of your threshold.
- Clad planter boxes in a material that relates to your threshold to enhance your customer's outdoor dining experience.

Closure

- Full height sliding, bi-fold (min 600mm panel width) pivot doors or windows are encouraged.



Office Tower - Levels 5-9

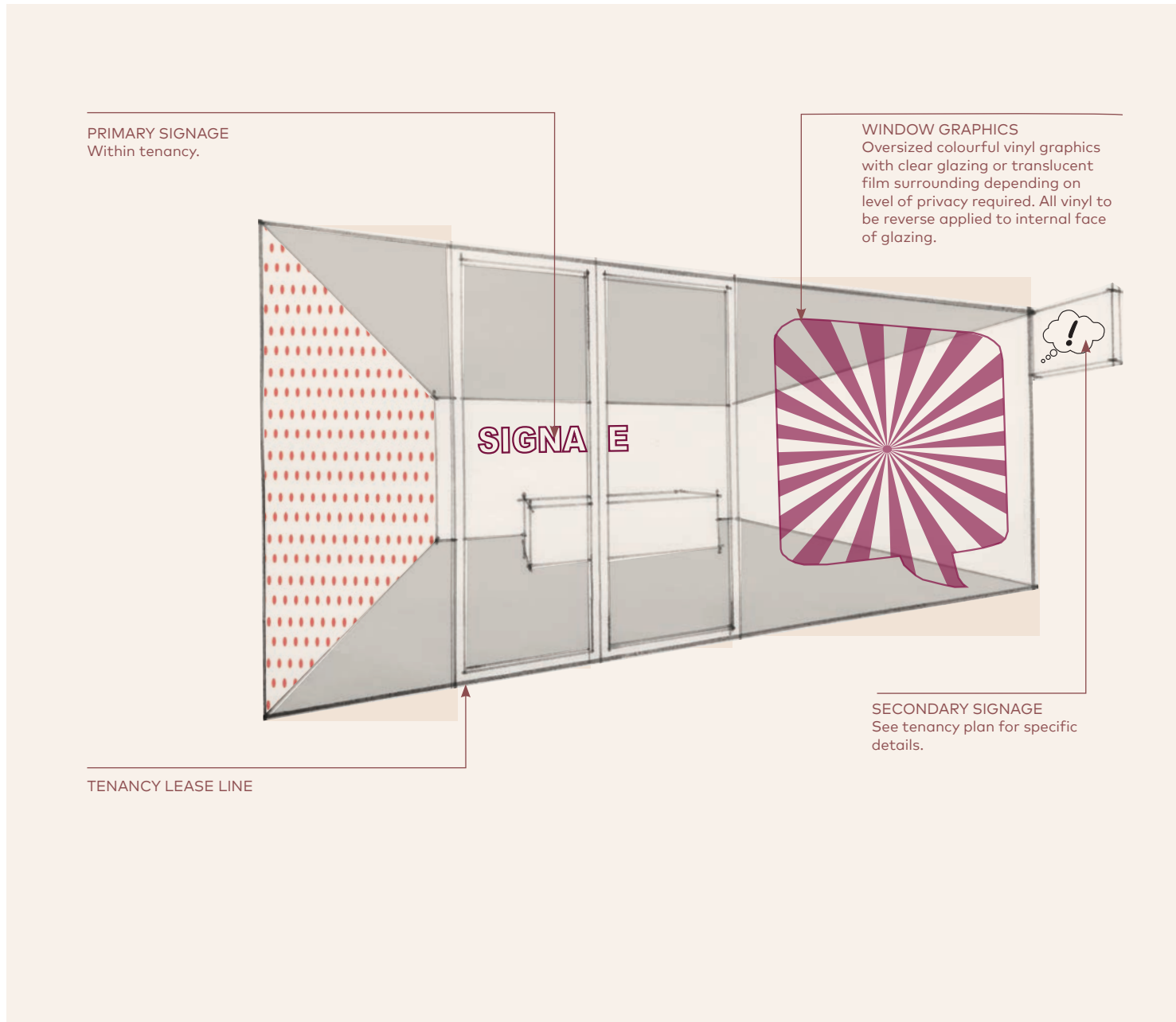
- Display your storyboard on your office threshold glazing.
- Use playful and colourful oversized window graphics to reflect your brand identity.

Signage

- Install primary signage within the tenancy behind reception area if applicable.
- Supply graphics for Landlord installed blade sign.
- Window graphics to be applied as stylised singular colour vinyl in an outline or permeable pattern.

Wayfinding Signage

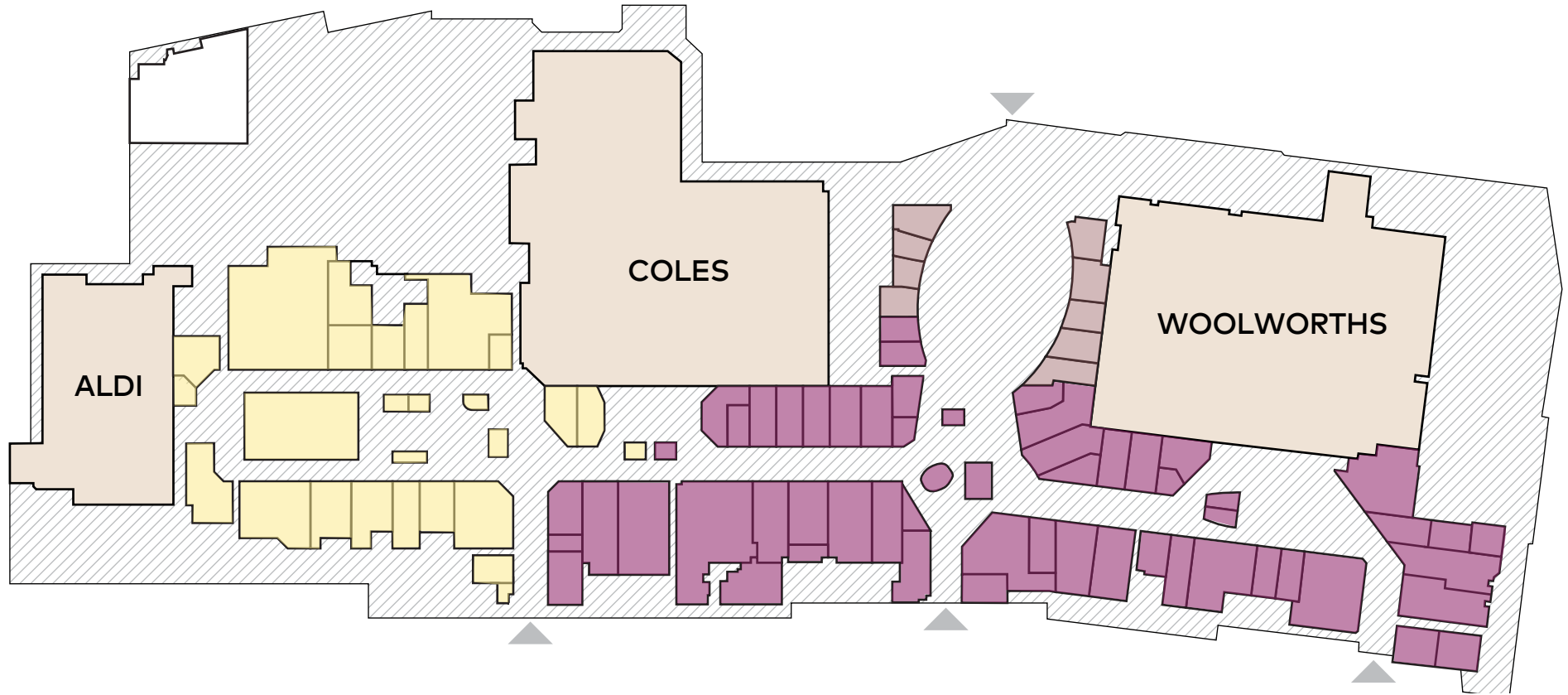
- All wayfinding signage within the Centre and Office Tower by Landlord.






Floor Plans

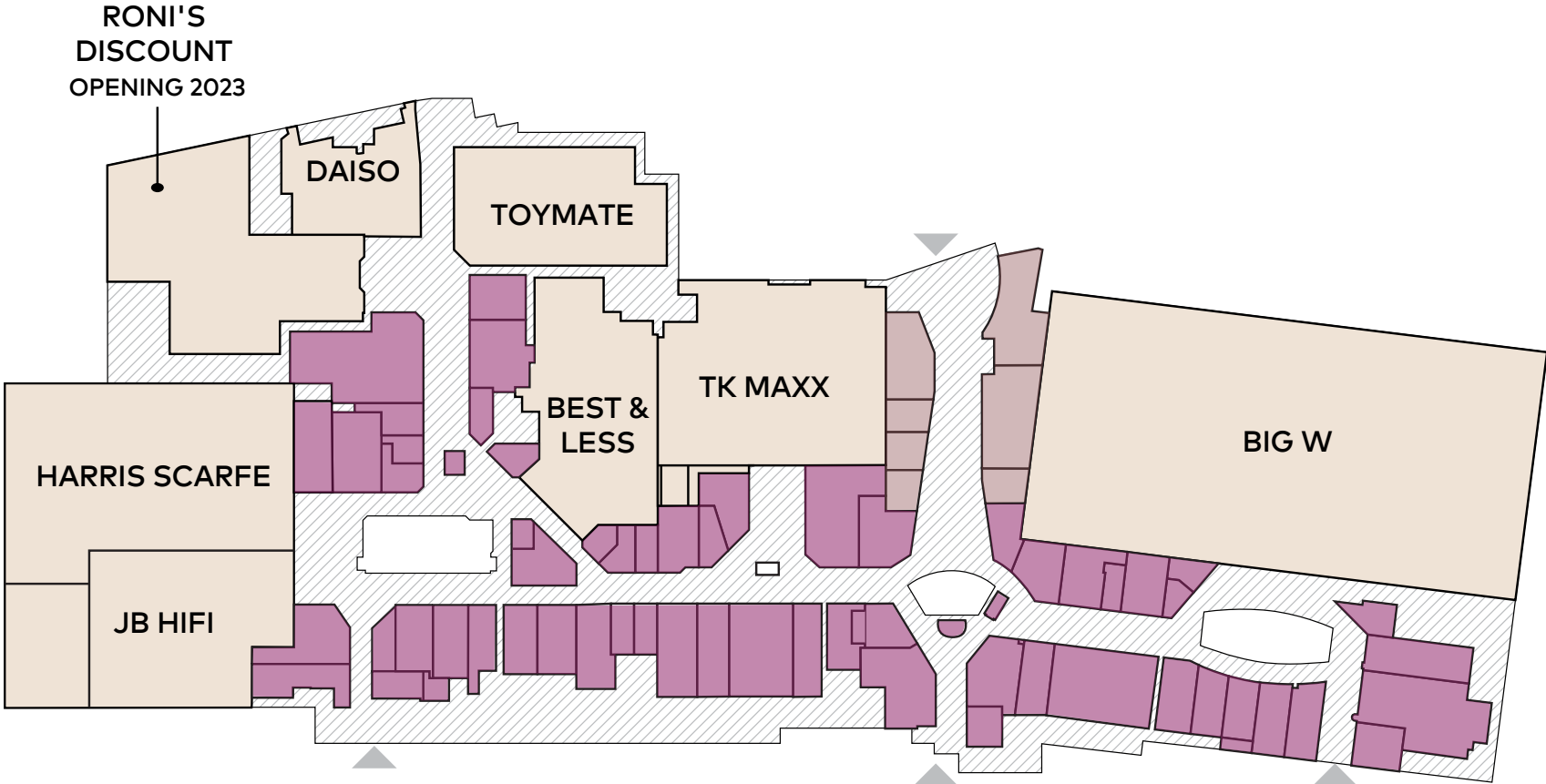
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Floor plan
Level 1



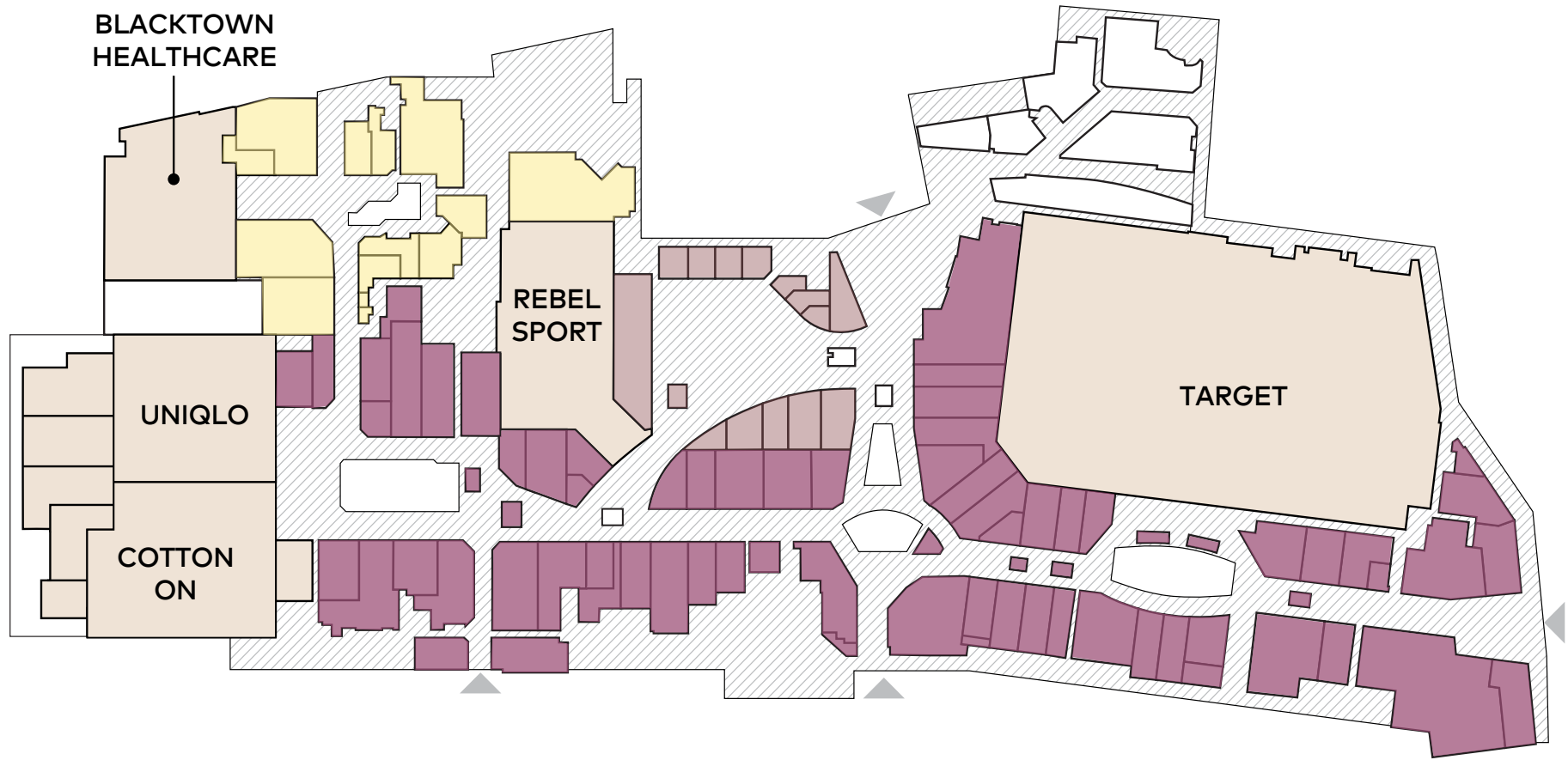
-  Fresh Food Precinct
-  Food Court
-  Specialty Mall




Floor plan Level 2



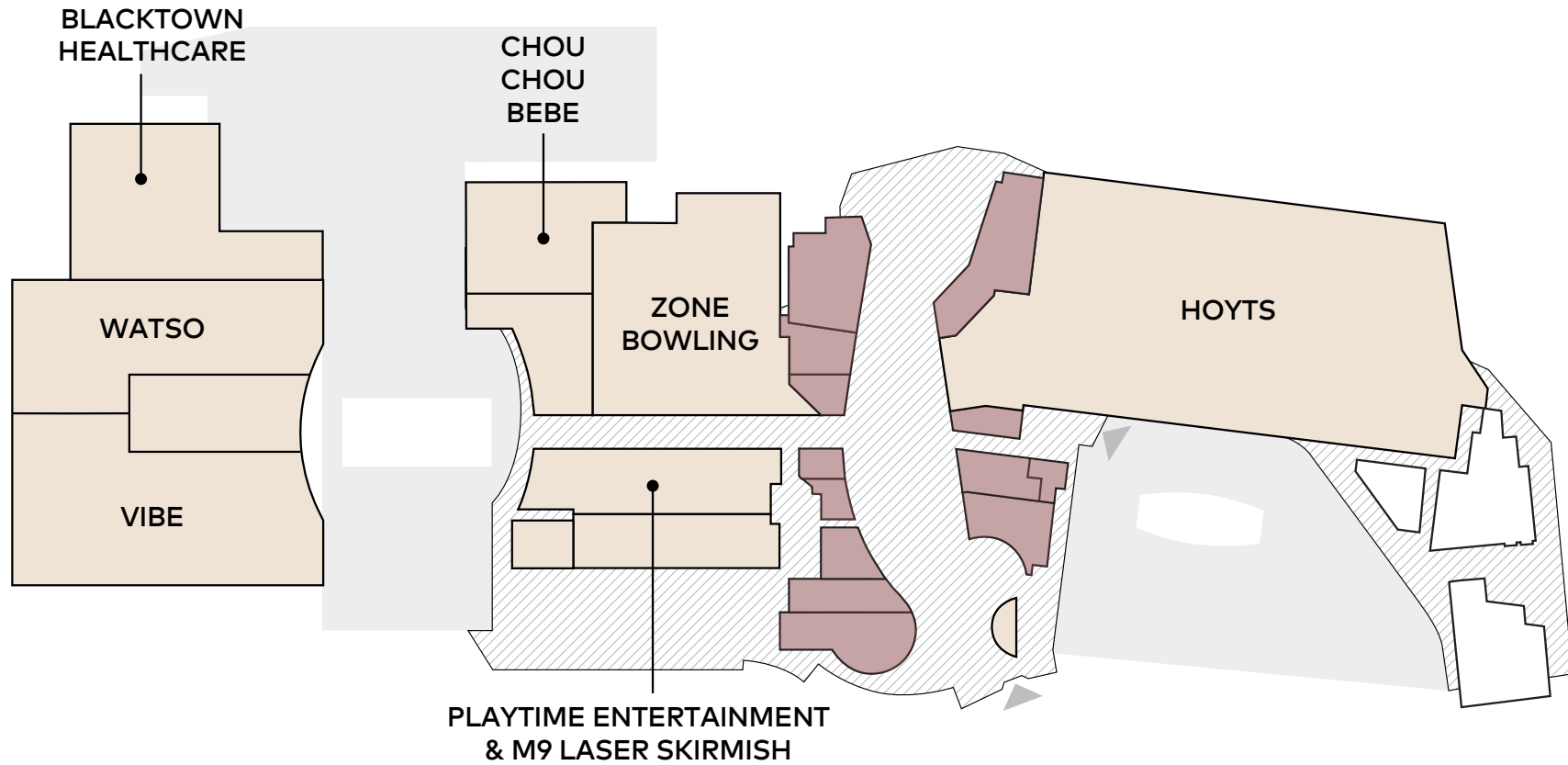
- Link Mall
- Specialty Mall

Floor plan Level 3



-  Financial Services
-  Food Court
-  Specialty Mall

Floor plan Level 4



 On Four Dining Precinct

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