

VISION

RETAIL PHILOSOPHY

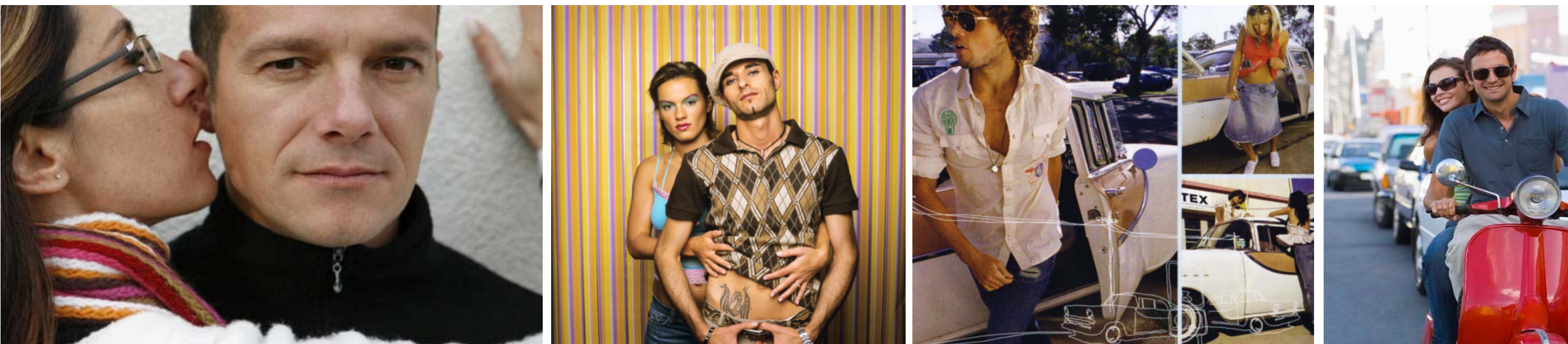
Bondi is about its people.

The area is a mix of demographic types and the retail will cater to all of those people. It should be busy by morning and vibrant by night.

We envisage the areas being spaces for congregating, for people to shop, sit and eat. A space that is buoyant by the nature of its participants and the mix of its businesses.

The retail component will provide provocative emotional contemporary spaces taking Gould street to the next level in a hybrid mix of specialty retail, fashion retail and food retail.

We envisage a new urban laneway culture.



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We see the retail planning being reflective of the tenancy mix and subject to flexibility and fluidity.

The size of the retail spaces will be smaller in comparison to other traditional retail developments.

This retail is not about multinationals.

We envisage an emerging union of beach and laneway culture in a vibrant urban setting.

You should feel equally as comfortable here with sand on your feet as you do with your crushed linen suit on...



MIX-G

RETAIL MIX GROUND

Hall Street will be characterized by a retail mix of predominately food based retail.

We envisage a retail mix inclusive of a contemporary licenced winebar and restaurant as the main large tenancy. We see contemporary small scale restaurants, cafes, tapas bars, trattorias and the like.

We envisage contemporary urban fashion stores and the concept draws inspiration from the existing character of the surrounding streets to ensure the viability of the retail offer.

Winebar/Cellardoor

Chocolatier

Florist

Café/Restaurant

Fashion Retail



MIX-LG

RETAIL MIX LOWERGROUND

The lower ground will be predominantly a marketplace with adjacent complimentary retailers.

Invitations will be extended to retailers that offer products and services with a level of quality and authenticity within the following retail areas :

Grocer/Market

Organic produce store

Delicatessen

Fromagerie

Butcher / Charcuterie

Seafood

Fruit and Vegetables

Bakery

Boulangerie



SIGNAGE

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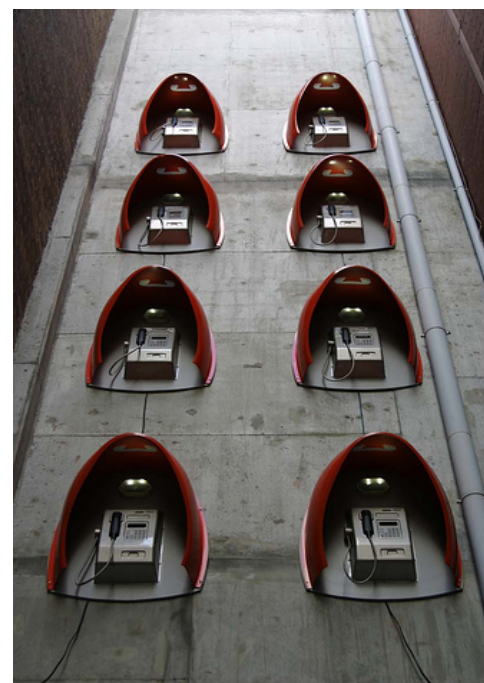
The nature of laneway culture is based around smaller retailers and discreet signage is paramount.

People should be looking at the products, the type of spaces and the ambient feel, it may be appropriate to sign-post the spaces its functionality ie Café, Butchery, Boulangerie, Bakery, Fishmonger rather than by corporate branding.

The applied signage should be seen as a cohesive element and large format internally illuminated signage will not be encouraged.

Canopy signage is appropriate in some areas and the shopfront display as a signage/set design will be promoted and encouraged.

We will aim to have the merchants consider their shopfront visual merchandising as signage rather than rely on traditional methodology.



SUMMARY

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Customers are craving an alternative to the enclosed all-weather environment that they have been accustomed to and are looking for a greater experience.

Customers are demanding fresh local produce and products, and are prepared to shop frequently rather than bulk buy. They are also seeking to interact regularly within their community

There will be a hustle and bustle of people from early in the day until late in the evening where it will close down for the midnight until dawn hours.



