

## MIRVAC

# SOUTH EVELEIGH LOCOMOTIVE STREET, RETAIL DESIGN GUIDE

## Building 2 – The Foundry

The Foundry's overall architecture focuses on creating a retail and dining precinct which will become the heart of the vibrant urban scene the development creates. It is inspired by the adjacent Locomotive workshop and seeks to expose steelwork where possible as a contemporary yet refined industrial aesthetic to contrast against the tradition and heritage aspects of yesteryear. The building is situated at the epicentre of the South Eveleigh development and the retail tenancies should engage with its unique aspect and relationship to the Locomotive Workshop building and Locomotive Street. The building finishes have an honest and eclectic approach to materials which includes street style paving, articulated awnings, feature lighting and a raw palette which creates a neutral, textured backdrop for the retailers

The long northern edge of the The Foundry fronts Locomotive Street and accommodates retail tenancies set back from an undercover walkway and the primary access to the commercial tower above. It is here that the food and beverage retail of The Foundry is located, with an immediate catchment of more than 6,000 workers in the office space directly above. The dining precinct along this northern building edge is defined by two distinct precincts.

At the Eastern end there are traditional food and beverage tenancies with allocated external licensed seating areas. This area should represent as an authentic collection of shopfronts as seen in the surrounding suburb high streets. The presentation of the offer in this precinct should be individual, sympathetic to the heritage character of the location and architectural typology surrounds.

The Western end has a collection of grab and go style tenancies called the "Containers". The tenancies making up the "Containers" are to contribute to the paired back industrial aesthetic surrounds, by appearing as a collection of shipping containers, all with varied finishes and embellishments, expressing their individual brand in a dynamic way against the raw textured backdrop, while remaining complementary to the heritage character of Locomotive Street.

It is for this reason that the guidelines for The Foundry have been further broken down into East Locomotive Street and "The Containers".

## The Containers

### Shopfronts

The shopfronts that form part of The Foundry "The Container" precinct is based on a shipping container aesthetic and tenants are to address all elevations visible by the customer. The container tenancies sit within an under-croft area at the base of the commercial building. This under croft area is embellished by the proponent addressing general ceiling treatments, common area floor finish, general precinct lighting and landscaping.

The shopfront & closure design will consider the following:

- Use authentic materials which are urban and textural referencing a shipping container/shipping crate aesthetic.

- Layering of additional finishes to the base shopfront finishes such as art, landscaping opportunities, bespoke metal framework, perforations & lighting etc.
- include some stool and bench seating anchored off the side of “The Containers” to activate the edges
- Incorporate decorative light fittings such as neon, wall mounted pendant fittings, etc.
- Visibility of the tenancies from Locomotive Street and the Locomotive Workshops, appropriate within the industrial heritage context of the South Eveleigh Precinct. Design should be sympathetic to heritage, without detracting from, nor mimicking the heritage aesthetic and form of the Locomotive Workshop.



Figure 1 - The Containers

#### Materials and finishes

Consider materials and finishes to the shopfront that are urban, industrial & reflect some of the heritage attributes visible on the Locomotive Workshop Building opposite as well as the Shipping Container aesthetic. Selected materials should contribute to the dynamic nature of the container aesthetic, while also attempting to capture the more industrial, utilitarian nature of the former use of the site as the Eveleigh Locomotive Workshops. All materials need to be external grade quality & impervious to inclement weather conditions. Layering of various materials, colours, textures and visual display is encouraged for the shopfront presentation. Visual articulation is to be created through the innovative use of materials and form.

Finishes will be of high quality, inviting and authentic. Real materials vs engineered, and prefinished substitutions is preferred. Suitable finishes may include:

- Concrete
- Steel
- Recycled or feature brickwork
- Metal and aluminum paneling
- Glazing



## Opening Styles

The container opening styles are encouraged to be bespoke and varied in both size and operation. Complementary to the overall design of the shopfront creating a seamless transition between the tenancy and surrounding space. Suitable openings may include:

- Bifold side
- Bifold up
- Tilt up
- Swing
- Sliding
- Pivot





## Window Types

Retailers will be encouraged to explore a variety of window treatments that will act as a means of serving customs and showcase their retail offering. It's a unique form of advertising which defines a store and gives the consumer an idea of what the brand is all about. They are an effective form of merchandising and often creative and different types of window displays create talking points amongst consumers and other retailers. Suitable windows may include:

- Fixed
- Sliding
- Tilted
- Pop-out
- Sash
- Bifold



## Signage and Graphics

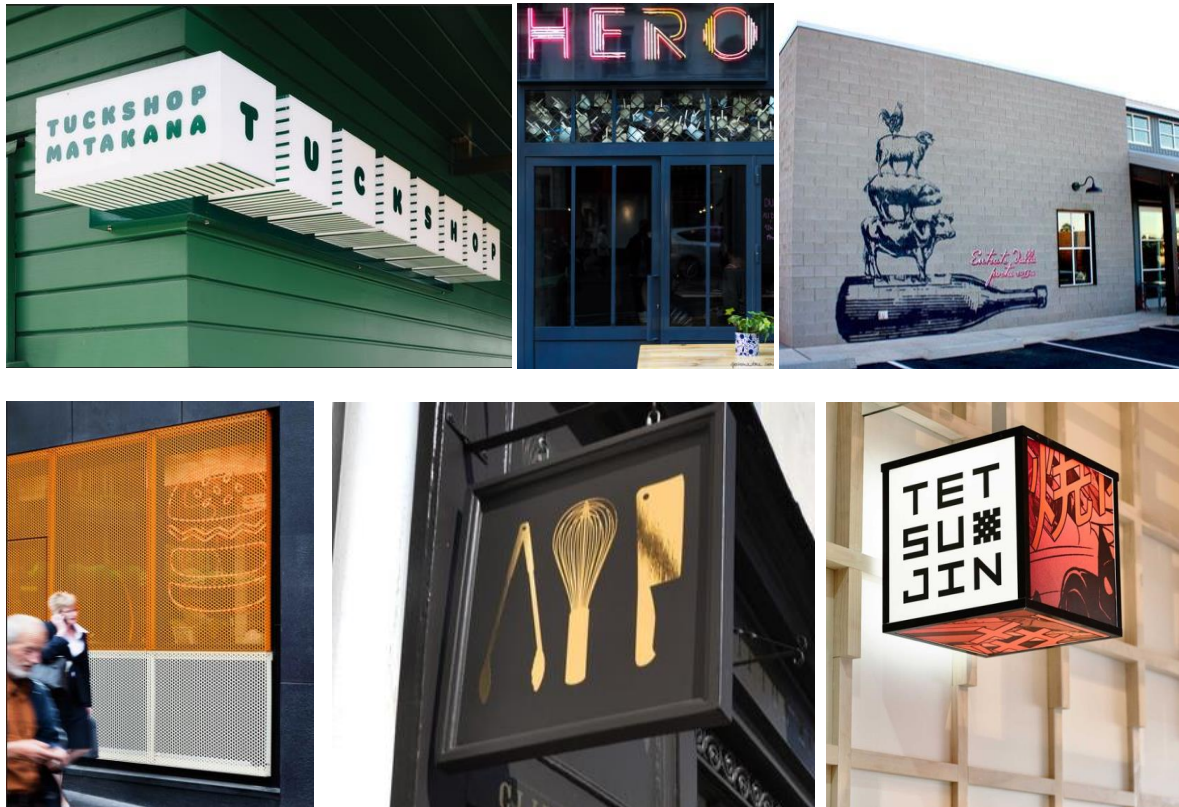
Signage is an integral part of the shopfront design and will be considered one of the primary elements to tie the design together. The shopfront signage approach will be fully integrated to the overall shopfront design. The intent is to create diversity between all the external signage elements with alternative designs encouraged, while also encouraging subtle acknowledgement of the heritage significance and historical values of the former Eveleigh Railway Workshops precinct, located within view of the Locomotive Workshops.

Tenancy signage will incorporate quality graphic design throughout the signage approach and other collateral such as menus and ticketing to create a strong tenancy identity.

Signage will be:

- Varied, bespoke and appropriate to the scale of the shopfront
- Hierarchy of signage to be considered for both signage and branding
- Secondary signage should be considered in alternative locations within the tenancy such as shopfront display returns

External blade signs to “The Containers” will be considered and are to be installed by the Lessee and should be designed in such a way that the form and finishes are reflective of the overall fitout aesthetic. The blade signage fixing point will need to be considered as part of your Container cladding fabric.



## East Locomotive Street Tenancies

### Shopfronts

The shopfronts that form part of The Foundry anchor the commercial offices above and are encouraged to be varied with a strong sense of personality which speaks to the heritage architecture of the Locomotive Workshop building of which is faces. The form of the shopfront should allow for flexibility in how it is operated, with soft lease lines encouraged to add visual variation and a sense of activation. The shopfront design is the responsibility of the Lessee to design and install as part of the fitout.

It will be:

- Innovative, exciting, unique and include a sense of depth and layering
- Contemporary and original used of design elements and finishes which are highly textured.



- Incorporate authentic urban finishes which are highly textured and provide interesting composition. Finishes which are raw and rich are encouraged to create a visual synergy with the Locomotive Workshop building opposite.
- Entry thresholds which are welcoming and set an expectation of the experience within the restaurant/café.
- Soft lease lines created through stepped shopfront lines blurred with dining and serving zones are encouraged
- All shopfront design elements must comply with all statutory requirements such as the BCA, Australian Standards, local Authorities etc.



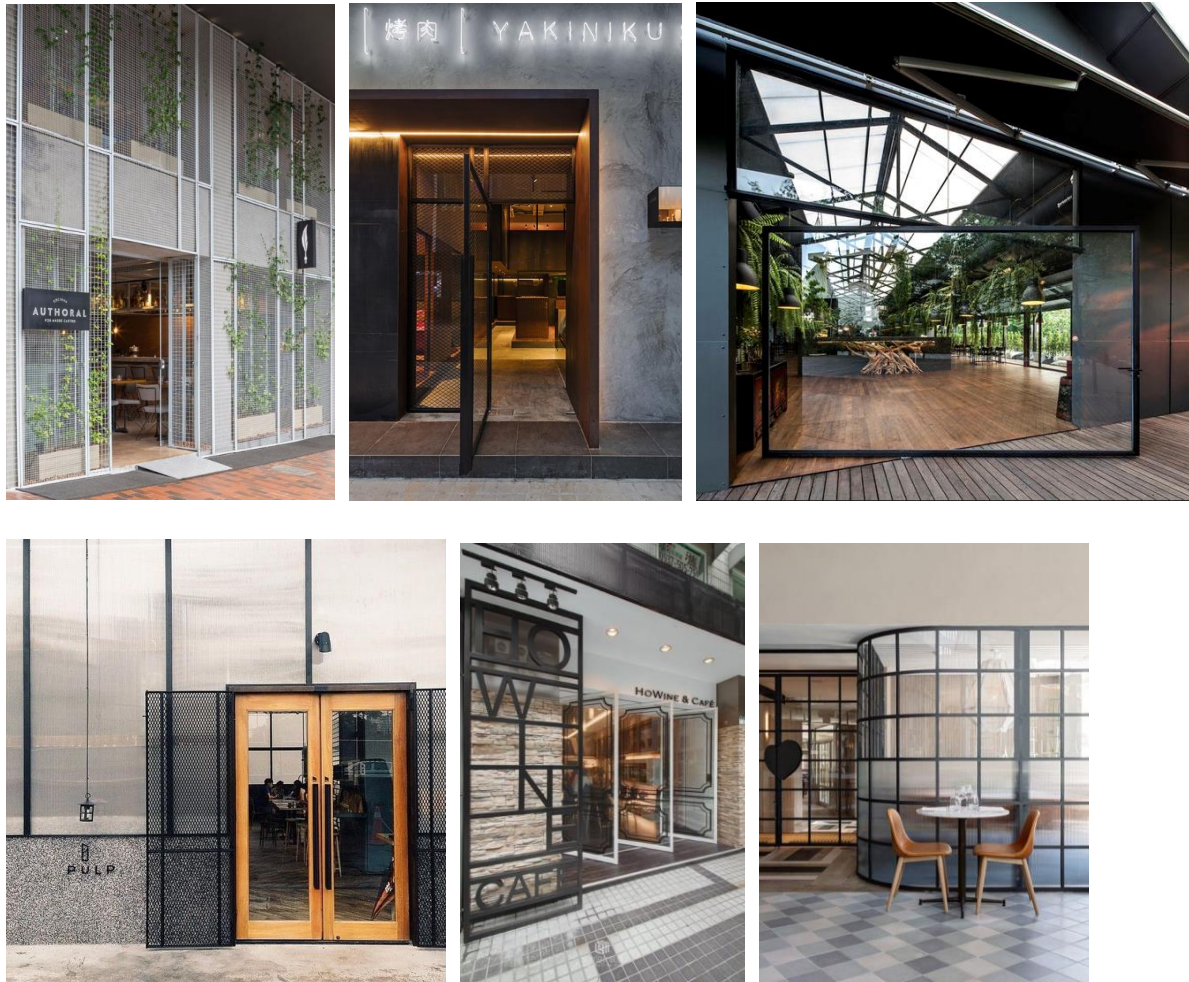
Figure 2 - East Locomotive Street

### Materials and Finishes

Consider materials and finishes that are urban, authentic, warm and textural, and reflect some of the heritage attributes visible on the Locomotive Workshop Building opposite. Layering of various materials, textures and visual display is encouraged for the shopfront presentation. Visual articulation is to be created through the innovative use of materials and form.

Finishes should be of high quality, inviting and authentic. Try to use real materials vs engineered and prefinished substitutions. Suitable finishes may include:

- Concrete
- Steel
- Recycled or feature brickwork
- Metal and aluminum paneling
- Glazing



### Signage and Graphics

Signage is an integral part of the shopfront design of the space and should be considered one of the primary elements to tie the design together. It is important to create diversity between all external signage elements and quirky, alternative design solutions are encouraged. You will be required to engage a qualified graphic designer to create a cohesive, integrated package for RDM approval.

Signage should be:

- Bold, appropriate to scale and an innovative brand statement
- Consider hierarchy of signage and branding
- Signage should be artisan in nature
- Secondary signage should be considered in alternative locations within the tenancy such as shopfront display returns

Quality graphic design throughout, signage and other collateral such as ticketing is essential to create a strong tenancy identity. The design of signage, branding should carry through the entire space.



Level 28, 200 George Street  
Sydney NSW 2000  
Australia

T +61 2 9080 8000  
[www.mirvac.com](http://www.mirvac.com)

