

THE ROCKS POP UP DESIGN GUIDELINES

August 2021



THE ROCKS POP UP VISION

The Rocks Pop Up Vision is an initiative for activating temporarily vacant buildings by providing creative individuals and organizations with access to affordable space to showcase original work and host unique events.

We aim to deliver vibrancy and enhance the overall offer with a curated Pop Up program in line with the long term leasing strategy.

It will be a place for highly motivated entrepreneurs to learn retail skills

WHY POP UPS?

The last couple of years have seen Pop Up stores exploding to a point where they are becoming key to any retail strategy.

Pop Up shops are temporary retail events that accomplish more than just bringing life to empty storefronts:

- They provide a low-cost way to connect with customers in a personal way while boosting sales!
- Diversify your revenue stream by launching a Pop Up shop is a great way to explore new revenue streams
- Increase your brand awareness using short term retail events that are exclusive and unique. Consumers love this – as do journalists!
- Pop Up shops can provide customers with a fully immersive retail experience.
- The temporary nature of Pop Up shops together with a “get-it while-it-lasts” mentality boost sales!

WHY POP UPS IN THE ROCKS?

Just as business incubators nurture the development of new businesses, retail incubators sustain new retail operations in its early phases. The Rocks is striving to create opportunities for your new Pop Ups within our existing spaces.

The Rocks Pop Up Vision are looking for operators to grow their business over a period of time and supporting you in achieving your first step on the retail ladder.

PRINCIPLES FOR A POP UP



SOCIAL PROMOTION

With social media playing a vital role in the promotion and inevitable success of these Pop Up, it's clear to see that typical advertising techniques previously used to get customers into stores are rendered irrelevant when it comes to Pop Up stores.

Keeping your audience in-the-know builds engagement and creates a connection they're likely to share.



UNIQUENESS IS KEY

According to a Pop Up republic poll, **39%** of shoppers indicated that the main reason they'd visit a Pop Up store would be because of **exclusive products or services on offer**.

Limited edition products, one-off events and special appearances are a sure-fire way to build hype as your Pop Up approaches.

Sharing teasers across social media platforms emphasizing the 'get it before it's gone' notion will generate the kind of buzz that money can't buy among your audience.



BE SMART WITH GIMMICKS

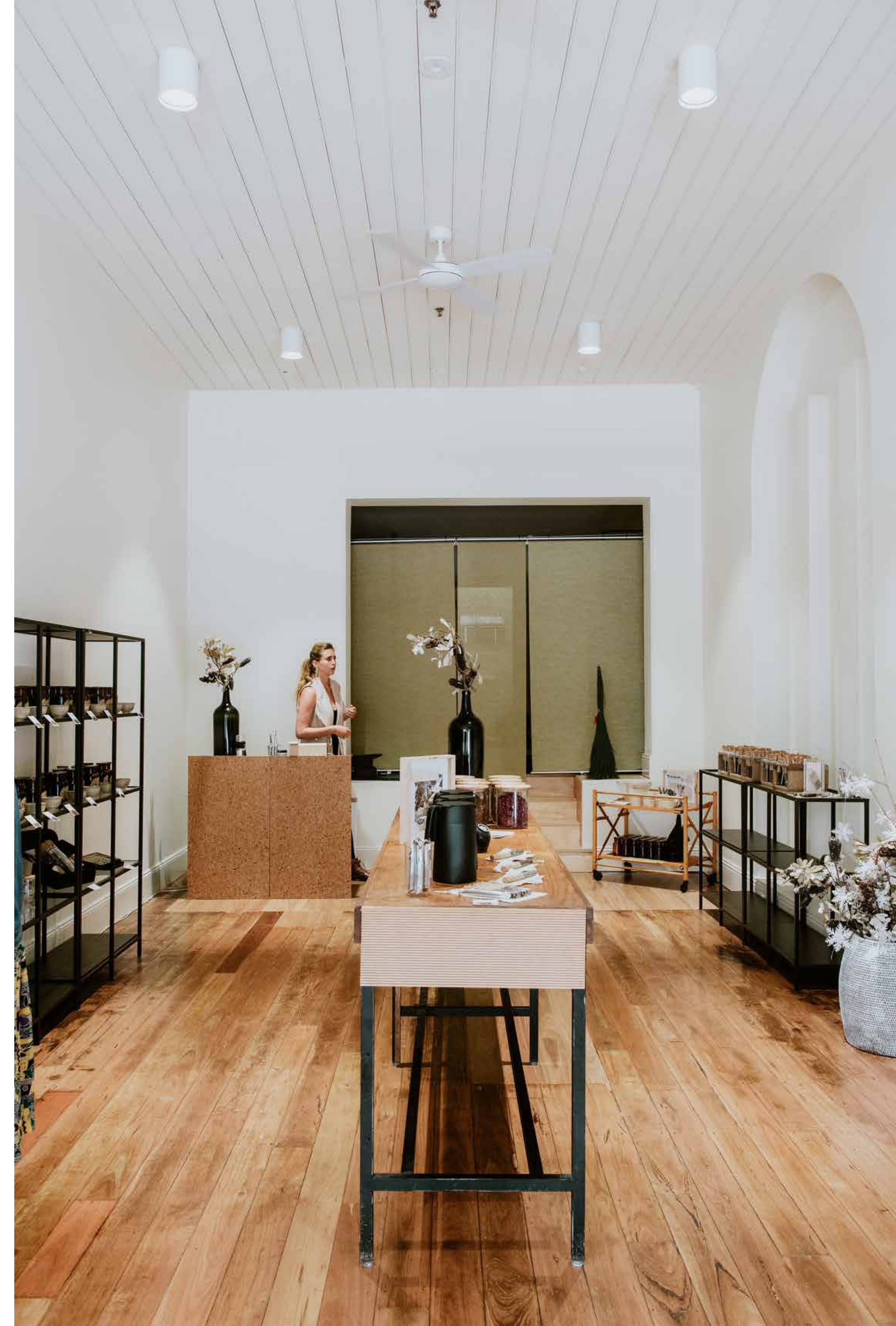
Make your Pop Up work beyond the shop floor by giving people something to talk about.

Creative signage and store fits that provide photo opportunities will give people something to post on their Instagram whilst also elevating your products.

This extra effort could also serve to cement your brand's key values or mission, further engaging your audience to make for a lasting connection.

HERITAGE BUILDINGS BEST PRACTICES

- **Pop Ups** should operate on a **like for like** basis, operating within the terms of the existing use DA conditions. Your PMNSW contact will provide you with this information
- The fitouts for Pop Ups should be fully loose fit furniture, reversible and removable, and should not impact the fabric of the building
- Reuse existing DA approved signage locations and like for like signage design
- No alterations to the building facade, walls, floors or ceilings. Any proposals that require any form of fixings or penetrations will require Heritage / Planning approvals
- Any internal or external building alterations will need to be reviewed in-light of BCA requirements for fire, safety, egress and access
- See Appendix D for criteria





HERE IS SOME
INSPIRATION

STANDARDS & GUIDELINES

SHOPFRONTS

- Shopfronts should not be modified, as this would typically trigger approvals
- Loose fixtures such as movable displays or planters can be proposed for review

SIGNAGE

- Provide a unique solution for The Rocks to represent your brand. Utilise existing DA approved signage for locations and fixtures
- Loose, removable signage can be installed within display fixtures
- Brand logo or wordmark in existing, DA approved signage locations (like for like) may be proposed for review
- Ensure no damage to architectural features or obstruction of adjacent signage
- Secondary signage (informational, directional, branded or persuasive) help attract, inform, and guide customers to make
- Ensure purchases are short and easy to read

CEILINGS & LIGHTING

- Heritage ceilings should not be altered in terms of fixings or paint finishes
- Temporary lighting solutions are encouraged
- All changes are to be reversible: Consult with PMNSW for allowable modifications

WALLS & FLOORS

- New materials & finishes should have no impact or change to the interior fabric of the building
- Minimal impact finishes only: all added elements to be 'light touch' and reversible

FURNITURE & FIXTURES

- All Furniture and Fixtures should be loose elements only
- Furniture, Fixtures and Equipment to be self-supporting. Fully reversible and removable with no fixings into heritage fabric
- High quality items and custom solutions will be most effective (avoid proprietary furniture or imitation styles)
- New partitions may trigger BCA, fire or egress upgrades as well as Heritage and Planning approvals

STYLING & HOUSEKEEPING

- Receptacles and equipment to be thoughtfully designed and arranged: e.g. point of sale, menus, utensil holders, bag storage and rubbish receptacles
- Cleanliness and neatness to be maintained avoiding clutter
- Pay close attention to staff appearance and overall presentation for best results elevating customer experience



STANDARDS & GUIDELINES

CONTINUED

DECOMPRESSION ZONE

- This is the entrance, where customers decide whether or not to stay. Keep this space open and inviting

POWER WALL

- 90% of customers turn right when entering a store, making that wall design indispensable. Use it to display popular or new items!

PATHWAY

- This is the invisible road through your store. Use visual cues - such as signs or displays to guide your customers

BREAKS

- These are “speed bumps” that prevent your customers from speeding through your store. Stand-alone displays or sample tables encourage customers to linger

POINT OF SALE

- This is the checkout counter, which should be located at the end of your pathway
- Stock small items here to encourage impulse buys

SPACE

- Customers need to move comfortably around your store
- Consider a small waiting area with product-facing seats, and space your displays to avoid a “cramped” feeling

VISUAL MERCHANDISING

- These form the layout of the store: dressing rooms, shelving and checkout counters. You can rent or buy these units from on line partners such Pop Up On Demand

DISPLAYS

- Window displays draw in customers from the street. Keep them fresh, clutter-free, well-lit, and at eye level. In-store displays can also boost sales: pick the right spot and create an intriguing story

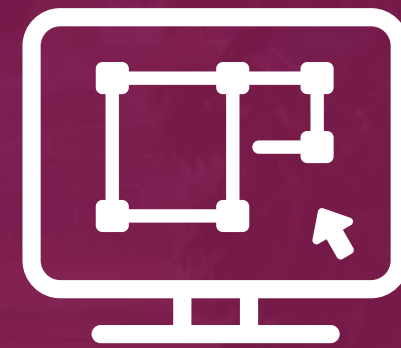


POP UP PROCESS



KICK OFF AND SITE WALK

MEET THE TEAM
IDENTIFY SCOPE
AND PROVIDE
SOME INITIAL IDEAS
IDENTIFY ANY LANDLORD
WORKS TO BE DONE



DESIGN AND APPROVALS

LAYOUT PLAN SIGNAGE
IMAGES & SIZES
FURNITURE & FIXTURES
IMAGES OR SPECIFICATIONS
FINISH SAMPLES



INSTALLATION

COORDINATE INSTALLATION
TIMELINE WITH CBRE
PROVIDE ALL NECESSARY
DOCUMENTS &
CERTIFICATION*

*Note: should you require a contractor
for your works, please contact CBRE
for pre-fitout checklist



GRAND OPENING

DESIGN SIGN-OFF
AND FINAL SITE WALK
HERITAGE SIGN-OFF
(IF APPLICABLE)
CO-ORDINATE WITH PMNSW
FOR GRAND OPENING
AND MARKETING



TEAM CONTACTS

POP-UP DEVELOPMENT MANAGER

C Tom Pearce, Place Management NSW
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E tom.pearce@property.nsw.gov.au

RETAIL DESIGN MANAGER

C Hannah Dar, United Property Services
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TENANCY COORDINATION

C Michael Cody, CBRE
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E michael.cody@cbre.com

CBRE HELPDESK

T 1300 275 223
E pmnsw@cbre.com.au



APPENDIX - A

LETTING RATES

DEAL STRUCTURES

0 - 3 MONTHS INITIAL PERIOD BETWEEN SEPTEMBER - APRIL

\$1250 - \$1500 per week 
\$500 - \$750 per week 

0 - 3 MONTHS INITIAL PERIOD BETWEEN MAY – SEPTEMBER

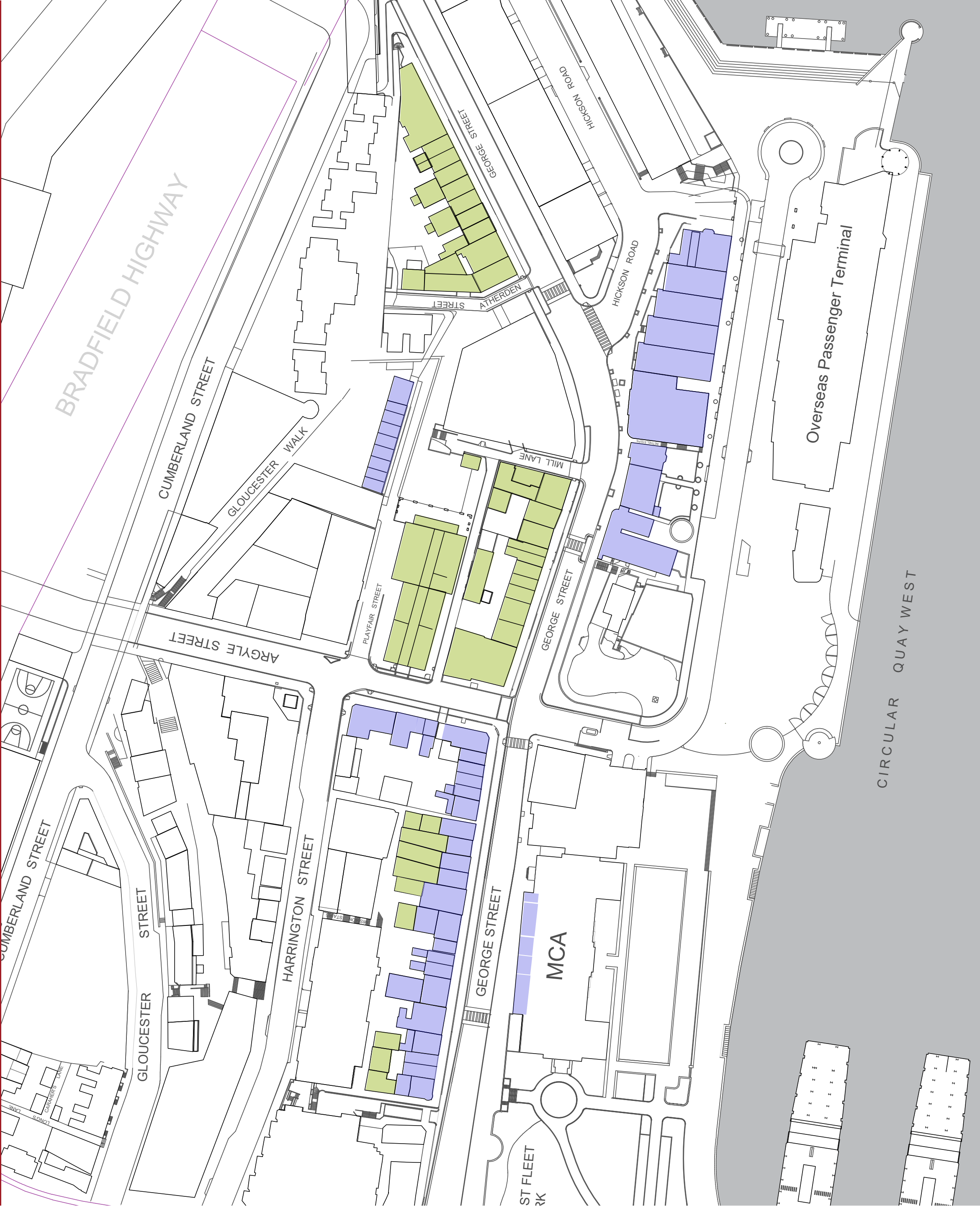
\$750 - \$1000 per week 
\$300 - \$500 per week 

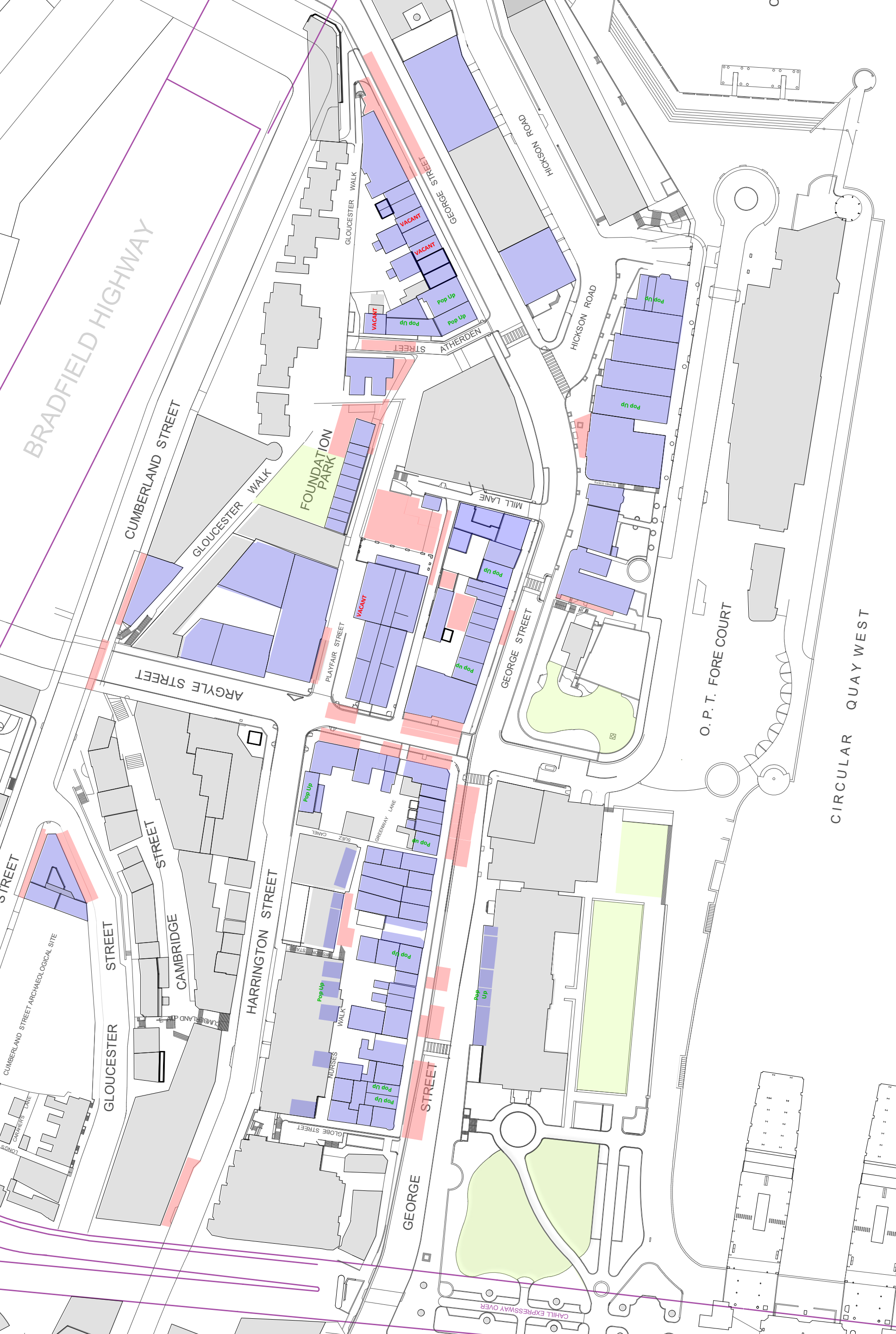
POST INITIAL PERIOD

Above rate included.
Turnover contribution or 20% increase (case by case basis)

EVENT/CORPORATE HIRE

Fixed rates apply.
Range from \$1,400 – \$7,700 per day depending on use





APPENDIX - B

LICENSING

LICENSED SEATING ZONES

The licensed seating zones for use for Pop Ups will incur fees on a case-by-case basis:

- GEORGE ST GATEWAY - \$680 psqm
- HEART OF THE ROCKS - \$335 psqm
- GEORGE STREET NORTH - \$145 psqm

City of Sydney rates have been used as guide:

- Zone 1 - Circular Quay, City Centre
- Zone 1A - Darlinghurst, Woolloomooloo and South Sydney East
- Zone 7 - Various CBD Laneways

ILGA POP UP LICENCE

Independent Liquor & Gaming Authority (ILGA) Pop Up License:

- Allows selling or supplying liquor for consumption at a temporary Pop Up bar or event
- Allows selling or supplying liquor for tastings, and take-away liquor, at off-site Pop Up promotions if you are already a NSW licensed producer
- Allows pop-up bar to operate over a maximum period of 12 weeks (which may or may not run on consecutive days during that period)
- May be used for smaller-scale pop-up bars and events that have a beneficial social or economic impact on the economic impact on the community by:
 1. Activating or revitalising local places and spaces, or
 2. Encouraging more diverse and vibrant social, cultural or business activities in the nighttime economy, or
 3. Encouraging outdoor dining to create vibrant local communities and additional opportunities for business

APPENDIX - C

SELECTION CRITERIA

IMPORTANT CONSIDERATIONS

We are looking for unique, interesting, quality products that are not widely available in other retail precincts. While our preference will always be for operators who design their own products, we do accept aggregators, in some categories who offer products that cannot be readily found elsewhere.

Pop Up operators need to personally attend their shops 5 days a week. We understand that not all operators are able to attend each day of trade.

Categories and products that aren't accepted include:

- Mass produced goods
- Franchise operations
- Re-branding, relabeling or repackaging of goods designed by others
- Products that infringe on the intellectual property of other artists or brands
- Indigenous product/artwork/designs that are not made in Australia and do not
- Benefit the indigenous community

POP UP USAGE CONSIDERATIONS

ARTS & CREATIVITY

We are looking for the best in design and craftsmanship. We want to show the creators at work and the stories behind their craft, providing theatre in the making, immersing the customer in the experience. We are looking for Artists who offer bespoke and unique pieces. The applicant must be the artist or creator.

FASHION & ACCESSORIES

We are looking for the best in Australian design, across women's, men's, unisex and children's offers. Designers offering a best in class experience and contemporary ranges that are not commonly found in other retail precincts.

JEWELRY

We are looking for unique jewelry, designed and preferably handmade by the applicant, or the jewelry is antique/vintage. The applicant will need to be able to demonstrate that they are making their product and can produce custom.

BEAUTY, HEALTH & WELL-BEING

Best in class products and/or services in the beauty & anti-aging, healthy eating & nutrition, fitness, mind-body or wellness categories. The relevant compliance certification should be provided.

FOOD & BEVERAGE EXPERIENCE

Food operators that can provide:

- A holistic experience that is about more than just food and makes customers want to share their experience with others
- A variety of preprepared, prepackaged foods both sweet and savory, hand made by operators
- Cooked on site, made to order menu that changes to reflect the seasons
- Provides theatre and immerses the customer in the experience across (ie. sight smell and taste)
- Caters to the occasions that draw customers to the precinct
- Quality produce carefully selected and beautifully presented

HOMEWARES & GIFTS

Highly curated mix of unique and individual products that are not commonly found in other retail precincts.

POP UPS PLANNING & HERITAGE GUIDELINES

FOR HERITAGE AND NON-HERITAGE ASSETS

POP UP NOT REQUIRING APPROVAL

USE

- Generally, like for like uses
- Must be permissible under the relevant Planning Instrument (e.g Sydney Cove Redevelopment
- Authority (SCRA) Scheme or Darling Harbour Development Plan No.1)
- Must have an existing use DA consent in place and comply with the conditions of consent for all operations, including hours of operation. If not stated, then must only operate between 7am and 7pm
- Food and beverage popups can only operate where there is an existing use DA
- Can only operate in premises classified under Building Code Australia (BCA) Class 5 buildings: offices, professional or commercial purposes, or Class 6 buildings: shops, restaurants and cafés

FITOUT

- Must be loose fit, self-supporting furniture that is fully reversible and removable
- Must prevent potential impact damage, e.g., protection of timber floors from water damage, etc
- Like for like popup signage as specified in existing DA approved signage locations only
- Temporary fully removable planters on non-significant fabric only
- NB: No change to BCA requirements including fire, safety, egress and access for proposed popup use

POP UP REQUIRING APPROVAL

S57 EXEMPTION & COMPLYING DEVELOPMENT CERTIFICATE USE

- Generally, same as Popups without Approval
- New use must not be a market, pub or small bar
- Food and beverage popups permitted but limited to no more than 50 seats
- All food and beverage popups to comply with AS 4674—2004, Design, construction and fit-out of food premises

FITOUT

- Fully reversible fixed or attached furniture, fittings or fixtures to non-significant fabric
- Fully reversible minor internal alterations e.g partitions
- Internal painting to non-significant fabric
- Temporary fixed planters and fully removable external decorations

S60 APPROVAL & DEVELOPMENT APPLICATION USE

- Must be permissible under the Planning Instrument (e.g Sydney Cove Redevelopment Authority
- (SCRA) Scheme or Darling Harbour Development Plan No.1)
- Markets, pubs, small bars, food and drink popups with more than 50 seats

FITOUT

- Fixed or attached furniture, fittings or fixtures to significant fabric
- Internal alterations proposed to significant building fabric, including windows
- Internal painting to significant fabric
- Changes to existing services or light fittings, including new signage and the like
- Changes to BCA requirements including fire, safety, egress and access

BEST PRACTICES CONDITIONS

Pop Up are like for like uses, operate within the terms of existing use DA conditions, and are located in a BCA Class 5 or 6 building,

Pop Ups are fully loose fit, reversible and removable, proactively manage use impacts, reuse existing DA approved signage locations with like for like signage, with no alterations to the building interior or exterior – and do not need planning or heritage approval

Pop Ups are generally short to medium term without internal or external building alterations or changes to BCA requirements for fire, safety, egress and access

CONTACT INFORMATION

For more details on Popups without Approval refer to Subdivision 10A Change of use of premises, under General Exempt Development Code, State Environmental Planning Policy - Exempt and Complying Development Codes 2008, and Heritage Act s57 Exemptions
<https://legislation.nsw.gov.au/view/whole/html/inforce/current/e-pi-2008-0572>

For more information or to confirm requirements, please contact the Placemaking NSW- Design Integrity Unit sphenquires@property.nsw.gov.au

For more details on ‘Pop Up requiring approval’ please refer to Subdivision 2 Change of use of premises, under Commercial and Industrial Alternations Code of State Environmental Planning Policy - Exempt and Complying Development Codes 2008, the Heritage Act and best practice heritage management guidelines to eliminate potential impacts