

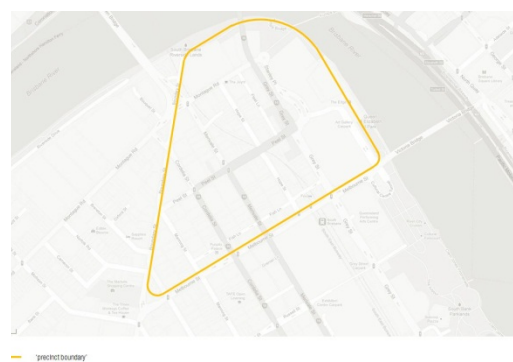
Sunday, 17 March 2013

File note: Sydney Retail Concepts

A Overview

This paper investigates the Sydney retail 'pop-up' phenomenon in detail to find parallels if any with the Brisbane experience. It is completed out of an interest to better understand the 'Pods' concept within the wider development trajectory of the South Brisbane area.

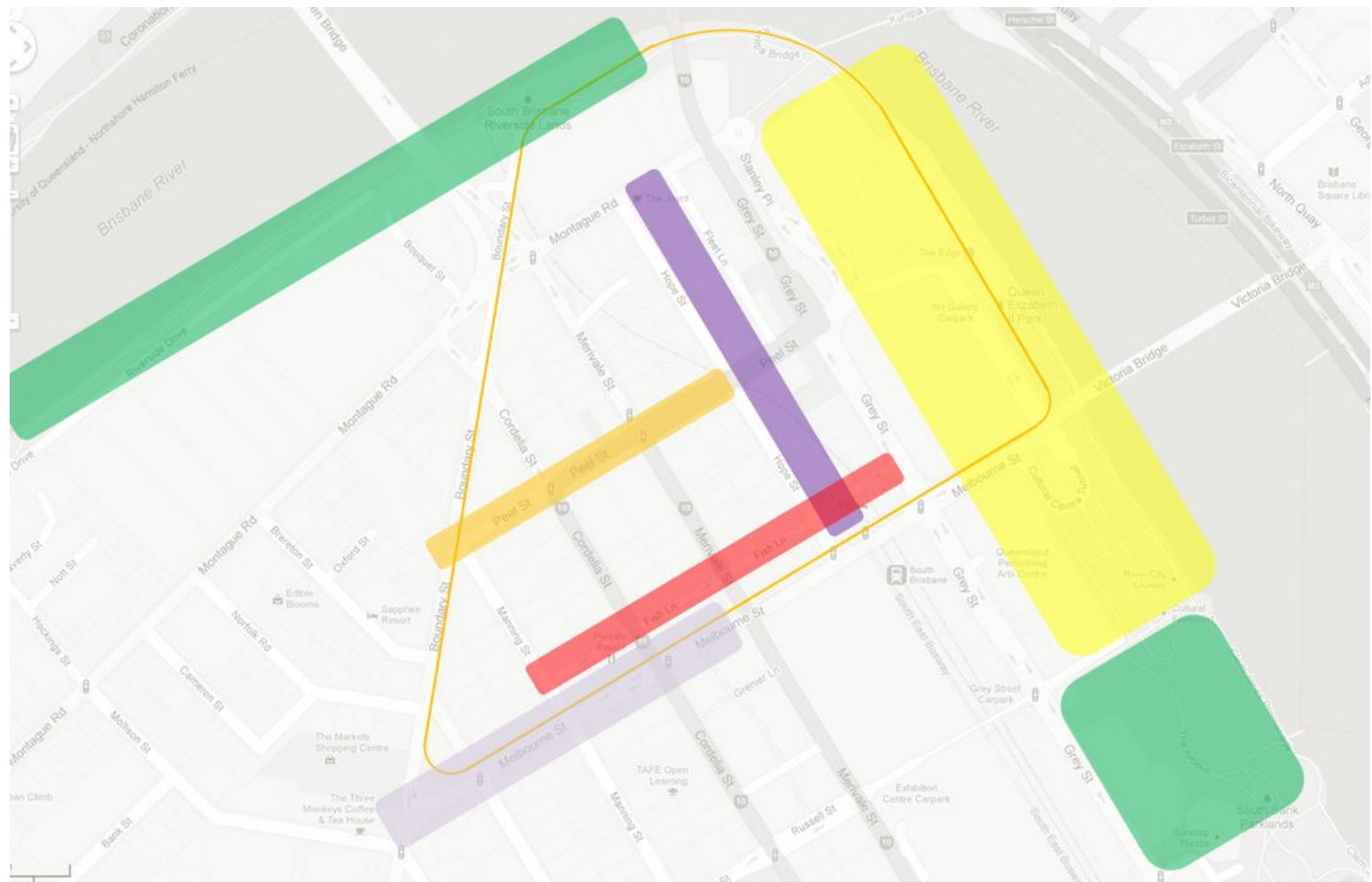
Additionally there is an investigation of some of Sydney's (particularly Surry Hills') more successful, recent, small scale and pop-up type retail.

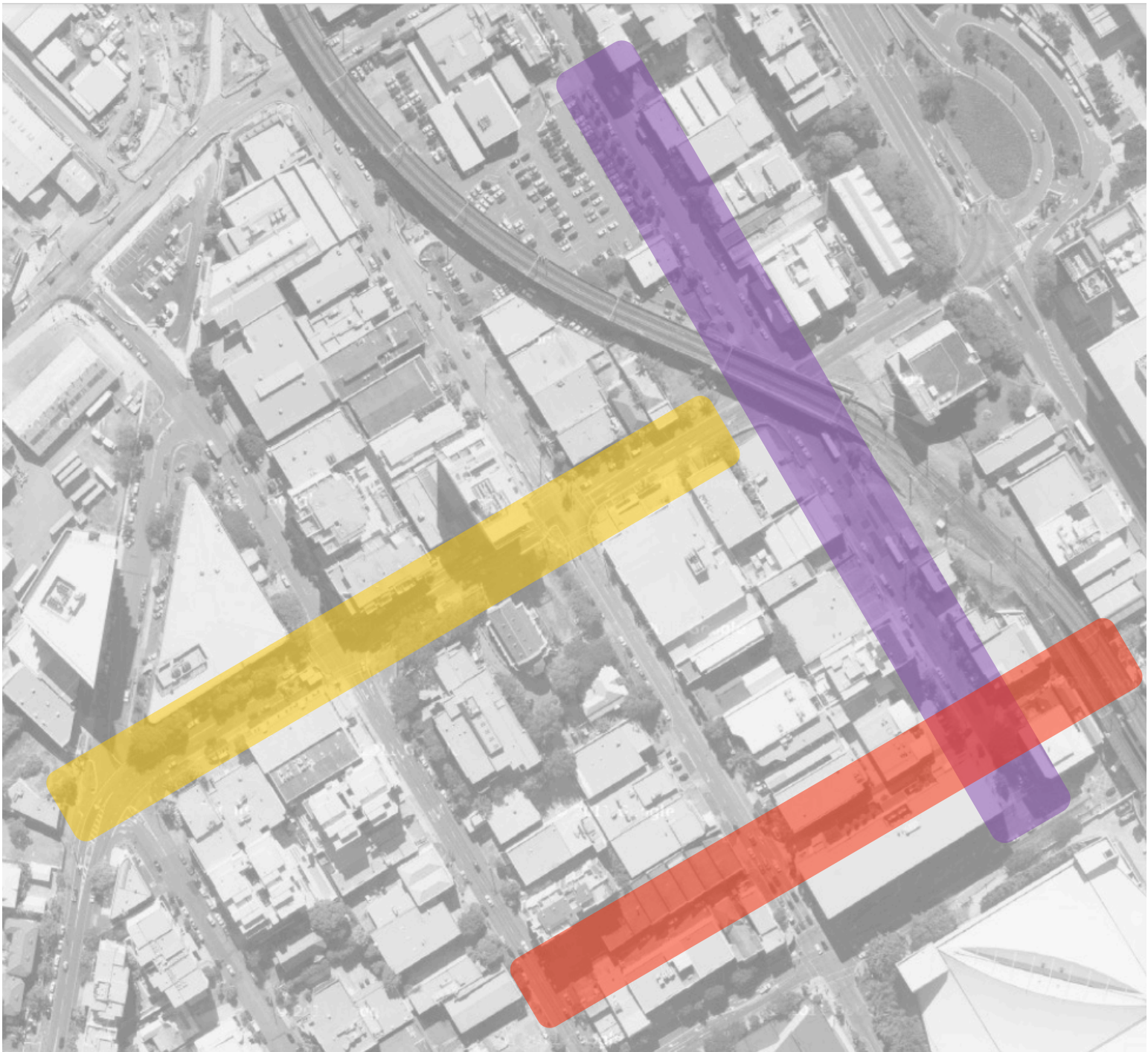


- 'pedestrian'
- 'train'
- 'bus'
- 'bikes'
- 'fish lane' network
- 'pods' network
- 'pods' sites



- 'cultural'
- 'recreation'
- 'cafes'
- 'music' - extended
- 'pop up' retail - new
- 'laneways' - new





The Peel Street Precinct offers a unique urban opportunity in Brisbane. With the right kind of investment, strategic thinking and tenants, over time this Street could foster a renewal of activity and cultural transformation in the area that sees Peel Street become a focus of daily life in Brisbane, and its surrounding commercial tenancies uniquely positioned within the Brisbane rental market.

Aside from the diversity of offerings in the City, Brisbane has a few 'theatres of activity' that have evolved organically to have unique identities:

- Brunswick Street – blend of Art Galleries, Boutique Bars and Restaurants
- Brunswick Street Mall ('The Valley') – Street scene, Pubs and Clubs
- Boundary Street, West End – Eclectic blend of Cafés and Restaurants, Community Shops and some Nightclubs
- Caxton Street – Pubs and Clubs, connecting with Suncorp Stadium
- Paddington – Cafes, Restaurants and Boutique Fashion and Homewares Retail
- Park Road, Milton – Cafes and Restaurants

Some precincts have been initiated 'by design':

- Emporium – Boutique Clothing and High End Food Precinct
- 'The Barracks', Roma Street – High end food and wine retail, combined with Cinemas and a Supermarket anchor
- James Street – Food and Cooking Precinct
- Grey Street, South Brisbane – High end restaurants, Clubs and Cinemas.

Some offerings have a strong enough identity to 'stand-alone' within the Brisbane cultural landscape:

- Brisbane Powerhouse – combining a range of cultural and artistic events with Food retail
- GOMA – Premium art destination with some food offerings

Those offerings undertaken 'by design' tend to be within one single consolidated site Boundary and reflect the intent or energy of a single project vision, and are built at once in a single effort.

Rarely in Brisbane has there been an opportunity to consider a planned shift in an area's activities as is represented by the Peel Street precinct. With the right 'moves', Peel Street could become a vibrant, popular and active part of Brisbane's day to day life; a focus for the youth, energetic, creative, thoughtful and clever.

Its location across the river for the CBD suggests it is linked to but not contained by the City identity. Its proximity to West End suggests an alternative, creative spirit. Its accessibility from all parts of the city suggests it can and should be a vibrant hub of activity. Its immediate proximity to the main Cultural facilities in Brisbane suggests it should be artistic, and culturally rich.

Thinking about it this way, and it starts to sound not a little unlike Surry Hills in Sydney; particularly Crown Street. Over time, and with the right planning and strategic instruments in place, could Peel Street be like Crown Street?

What makes Crown Street such a vibrant, round the clock hub of arts, culture and entertainment in Sydney? What makes it a must go destination for tourists, and locals alike?

- Community endorsement
- Choice – round the clock
- Accessibility
- Strong pubs
- Diversity
- Community Endorsement
- Innovation & Design
- Profile Restaurants
- Youth and Vitality
- Retail Food Choices

Surry Hills Overview



Surry Hills is located on the Sydney city fringe. It is filled with warehouse buildings that provide for cheap, low rent, small tenancies that foster 'creative' tenants – breakout or start-up tenants focussed on design, technology start-ups or import / export innovators. It is close to the city, this kind of proximity seems to stimulate and motivate these business start-ups. It's the crucible of new ideas, some win, some lose. It's a test bed for creative and new directions. It's the avant-garde gladly meeting the bourgeoisie; where innovation and mainstream mix to see what sticks.

This web of cross pollinating industries and start-ups surround the Crown Street stage. Crown Street is the focus of the precinct; it's the next step up before the big time. It has its own weight, it has no 'anchors'; there are (deliberately or not) absolutely no large, generic supermarkets or chain stores, little or no chain food outlets, no standardised shopfronts, and absolutely no large car parks structures or large volume buildings.

Everything that is there is renovated, reused or fitted out, almost nothing is new built or at least looks like it is. Taking advantage of the existing building stock, development is low tech, low capital, incremental and grass roots. The changes that have occurred and as obvious by what it is today, have occurred over time, as a result of hard work by small enterprise; usually ambitious young people with new ideas, new realities, inspired with some vision and doing what they can to make a go of it.

This hard graft seems to be supported by owners and landlords in the area; as the area has taken on this focus for young innovators, landlords have found a 'niche' tenant pool. Perhaps not as reliable as major institutional or big business tenants, but relatively inexhaustible. Perhaps there are slightly higher transaction costs paid by a higher turnover rate, but the enthusiasm and individuality driven by the tenants has created this city wide focus on the area; the payoff here would be rental rates beyond what could have been charged in any other, more gentrified and ordinary area.

Its vitality is what supports itself, the energy put exceeds the energy taken to keep the place growing; not only does it succeed; it blossoms and grows and becomes something else. It's quite literally a phenomenon and a wonder that it works; it defies traditional logistics, it would be seen as risky and capricious by any conservative investor. But the fact is, that it works, it's a success and best of all, people like it.





Community Ownership & Diversity

One thing that comes through on any visit is that people who live there, or who go there a lot, look for and find ways to 'own' the place. Their favourite restaurant or hang, their favourite shop, it's all about being involved and being a part of it. For the lucky few that live there, there really is a strong bond and identity borne out of living in the place. People get together, stick together, and enjoy it. This doesn't mean everyone is the same, in fact it stands out for being a place that is at once diverse, but tolerant and inclusive.

It seems that the 'powers that be' take a passive, back seat approach to administering the affairs of the area. There aren't a plethora of street signs or visible rules, it seems for once the authorities are 'trusting' of the conduct of its citizens. As well, there is a quiet endorsement of the community identity and intent, through the provision of stimulating buildings by local authorities (Refer Surry Hills Community Centre as below), that incorporate the values of the community into their design, or perhaps having a more 'laissez faire' approach to things like pedestrian management (shops spilling sometimes incoherently onto the street), consumption of alcohol (a part of life and tolerated, expecting good behaviour again by its citizens and thankfully being satisfied in this respect), a vibrant and outgoing youth not imposed on or put in its place by well-intentioned but overly zealous administrators of the law, and a general community interest in and endorsement of good design and taste and quality craftsmanship.





Choices & Accessibility

It seems in Surry Hills you can pretty much get what you want, when you want, so long as it is delicious or very nicely designed and made. This isn't the 7/11 version of choice versus what else can I do? type compromise, the hours stores keep aren't ridiculous, but they're flexible enough to ensure you can pick up the ingredients from your speciality food retailer before you get home from work, even if you've had a bit of a late one, there's plenty of restaurants open till late so no danger of missing out, and the weekends is when there's the biggest crowd so the shops reciprocate by being open. There's enough workers there to keep things active through the week too.



Knowing that there will be something on offer no matter what time you arrive is important in today's instant world. You also don't need to be shy about not being treated ok once you're there, the bohemian, eclectic attitudes are open and inclusive. Taking down these invisible barriers improves the chances people will make the choice to go there.



Innovation and Design

Low rents, flexible terms and small tenancies give start-ups a go. Drawing in creative and innovators does two things: one, it facilitates the development and provision, through direct marketing by these startups, of a range of interesting and innovative product. But perhaps more importantly, it is the fact that these young creative are there, that creates its own consumer base for these innovative and interesting ideas and concepts. It's a synergistic experience for those that inhabit and use the precinct.



Youth and Vitality

The area is set up for the Youth. They bring the energy, and are willing to spend up big when the mood is right. This lifts the whole area. It really is waves and waves of young people pouring along the street on any given Friday or Saturday night. Catching up with friends at some new trendy bar, heady to some of the pubs or clubs for later. It's a start up place even for your night, you head here to get sorted & get your group together in a safe environment that has good passive surveillance by the activated street. Its surprising how important safety factors are to youth, even when 'out on the town'. Nobody wants to get into a scar situation and all the people about, and the general tolerant attitudes that pervade the place, make it an attractive place to relax and have fun.



And it's the Youth that have an appetite for new things. Innovative food and design, interesting and diverse fit outs and retail cues, all make the thing tick. It's a reciprocating arrangement where there is complete tolerance for youthful enjoyment, its given life as a form of expression and it's a lovely thing to be around.



Bookends

Rather than the traditional anchors providing destination through necessity (supermarkets and department stores), the bookends here are instead the 'stayers' of the area, the ones everybody knows about. This could be through celebrity (There are a range of restaurants owned by famous chefs like Billy Kwong or Bill Grainger at its northern end), or through building a relationship with the area over time. Altogether it adds to the diversity; some places we know about, and are good, but (thankfully) there is still more to discover – who's next? Who's going to impress us next? It's a lively balance between things we know about and things we are yet to discover.

The local pubs are an important part of the night scene – live music, community engagement and responsible service and behaviour. It's a symbiotic thing, thankfully the pubs set the right tone and keeps things moving in the right direction.

A 'wine showcase' or 'specialist liquor' (eg. Boutique tequila, liqueurs) is the 'York Lane' bar / café concept.
<http://meanexistence.com/?p=2192>



' . . . York Lane is an inner city venue that is a licensed espresso bar/café by morning and licensed restaurant/bar by night. Come and enjoy the atmosphere that has been created with the split level seating arrangement, walking in off the back lane into another world. We have vinyl records playing the tunes that immediately give you great memories.

Taking in the city ambience with real character is what our customers enjoy. Stopping by to get your morning fix of coffee try our quick breakfast meals or cakes. Lunch time we create a variety of freshly made sandwiches to fill your appetite. At night is when our customers really start to relax with our range of alcoholic beverages that just seems to hit the right spot and try our tapas style menu if you like a bite to eat.

We look forward to seeing you soon. Come in and say hello . . . '



Single Origin Coffee, 'Sideshow' (Surry Hills)

A 'coffee showcase', featuring alternative, specialist and boutique approaches to coffee making.

' . . . the 8 metre square space that is Sideshow has been making waves – and not just of the 'Third' variety. Arguably one of the best places in Australia (and most certainly Sydney) to experience coffee, the space was custom built for flexibility with no expenses spared on obtaining the finest, best-suited gear for the many extractions on offer. Unlike other boutique coffee establishments around town, there is a strong Japanese influence both in technique and equipment at Sideshow – something that must be attributed to Head Barista, Shoji Sasa and his extensive research. The guys exclusively import Kono syphons and pair them with locally produced, hand blown glass chambers. These balance over a rather nifty halogen heating system that is all about precision, allowing them absolute temperature control.

Single Origin Roasters are obviously known for just that: premium, sustainably produced beans from a single origin (and if you're lucky, a single Estate). While they have a pretty cracking house blend that has seen me through many a boring meeting, the singles and their stories are what intrigue me. Just this week alone my palate has been to Panama, Sumatra, Tanzania and Colombia. . . .'

<http://thebonvivant.tumblr.com/post/9298568097>





Malibu Café (Surry Hills)

This small sandwich bar is located within a 10m2 tenancy in a city fringe location. Its offering is to provide oversize sandwiches at a similar price to a regular café sandwich. It attracts a crowd from within the City, drawn to this unique location, quality, simple food and generous portions. It maintains no active advertising and is not prominent to the street; you only learn about it by word of mouth.

' What a fabulous formula. Huge servings. Fresh ingredients. great European cooking. The ADF could go out to battle, feasting on Malibu's meals! I've now been here twice in 2 weeks. And both times the experience has been consistently first rate.

Based on prior reviews I thought we would encounter a Seinfeld-esque soup nazi experience. Instead we were greeted by Marcella and her partner proudly making door-stop sized sandwiches with focus and attention to high quality. Each thick sliced sandwich measured 10 cm high and 14 cm across.

Full of scrumptious potato salad, dill pickles, sweet potato, home made mayo/aioli, zucchini, the freshest of veggies and more... each sandwich was varied only by a menu of add ons and the choice of beef, tuna or schnitzel. Mmmm :)

My Malibu favourite - easily the fress fest schnitzel and salad sandwich and equaled by the belly filling schnitzel salad. Both amazingly huge and New York deli in style. Will I return? Happily. But only after a week has past - which is how long it will take me to digest today's meal'.



Gertrude and Alice bookstore, Bondi



' . . . I would live in a perpetual state of bliss if there was a Gertrude and Alice within every few kilometres. This beautiful used book shop turned quaint café should be a model for peaceful hideaways. Not only do they have a tremendous selection of well-priced used books, but the tables dotted throughout this little laneway of a book store allow you to relax and enjoy chapter one and a coffee all at the same time. The café has a simple, but delicious menu of brunch items, salads, and sandwiches, as well as coffee and pastries, so while you're journeying through a saga or sword fight, you can be sure to not grow peckish.

It's my serene happy place whenever I go down to Bondi... If only they had this in Newtown. . . . '

' . . . Books, great coffee, and now a liquor license! One of my favourite bookstore/cafes just got a whoooooole lot better... Besides having a delightful name, Gertrude & Alice features wonderfully wholesome home-cooking style meals like the faultless corn fritter stack (a long-time personal fave) and Moroccan spiced lentil stew.

The shelves are stacked high with all sorts of second-hand treasures, and you will not find a new release here. I know because I asked for something and mentioned that it's a relatively new release and was told, "That's probably a little new for us". And now that Gertrude & Alice has been licenced I can't think of a better place to enjoy a meal with friends at the wooden tables surrounded by books or just a glass of read while I browse. . . . '

<http://www.gertrudeandalice.com.au/>



Blank Space Gallery (Crown Street, Surry Hills)



' . . . blank_space is an independent gallery & pop_up venue. Situated in Surry Hills, the gallery is conveniently located on Crown Street in the heart of Sydney's design district. Offering high exposure as a street level space, the gallery is fully equipped and can handle all types of exhibitions, events, group shows and launches. . . . '

<http://www.blankspace.com.au/>



TITLE (Crown Street, Surry Hills)



' . . . Title is a little treasure chest of music, dvds and pop-culture books located on Crown Street in Surry Hills. The front room has a selection of music titles that are varied and more obscure than your typical cd selection at your local kmart and target as well as a small selection of DVDs including an anime section containing such cult classics like porco rosso and spirited away.

The back room has a selection of vinyl, a bigger range of dvds and a range of music, fashion, and other pop-culture books. The best find when I was in the other day was a book titled Keep on Running: the story of island records, a book about the record label that launched the careers of such artists as Bob Marley and Jimmy Cliff.

If you're in the neighbourhood, pop in. You're sure to find some item you'll love amongst all the treasures in this place. . . . '

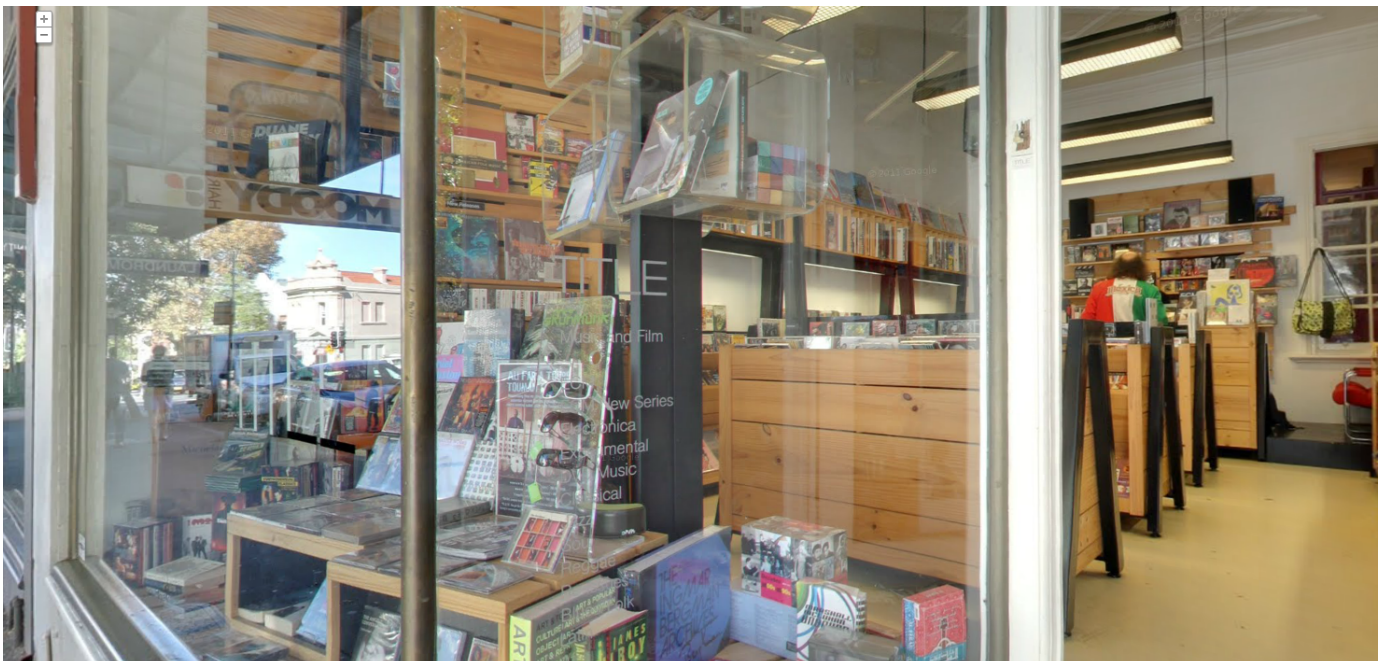


' . . . Title Music and Video is a spirited little shop that seems to be working hard to prove itself through the digital boom. And you know what, I think it's succeeding. Nothing beats the feeling of actually flipping through albums (and I don't mean with your index finger on your iPhone). In a store like Title where cheeky categories pull you in a direction you might not have previously gone, you're more likely to stumble upon a treasure.

I was tickled to find the film categories such as "Film Noir," "Hollywood Cool" and "French New Wave," proving that this shop houses much more than the latest Lindsey Lohan flick. With old yet rare films that might make your grandfather scratch his head in recollection, you can be prepared to jump out of the box.

And if it's music you're after, don't be shy. Again, I would deter you from trying to source anything mainstream here, but you could just get lucky and happen upon your favorite obscurity... and on vinyl. Let's be honest, nothing sounds better than the honey smooth, yet vintagey rawness of a song played on vinyl. Grab a player at your local yard sale and head down to Title to bulk up your collection. You will be the instant envy of your coolest cool friends. . . . '

<http://www.titleSPACE.com/>





Gelato Messina (Crown Street, Surry Hills)

‘ . . . When we make gelato at Messina, we ask ourselves one simple question: “How would they have made it 100 years ago?” The answer is simple – use ingredients in their raw and most natural form and make everything from scratch. ‘Ready made’ ingredients including colourings, flavourings, preservatives and pastes have no place at Messina.

From the meticulous roasting and endless grind of pistachios, to the baking of our own apple pies and brownies, or to the sweet smell of stewed spiced rhubarb, absolutely everything is made lovingly in-house by our little team of mad professors. By using real ingredients, we achieve full bodied texture and flavour in our gelati. The dairy flavours have low fat content, and our sorbets are completely fat free, dairy free and full of fruit.

Although our inspiration is derived from both our Sicilian heritage and a long history with food, it is our loyal (and slightly mad) customers who provide the real inspiration. They demand quality, a diverse range of flavours, and continually evolving concoctions fit for the most discerning bon vivant!

Since its inception in Darlinghurst in 2002 we’ve had one clear goal: to set the benchmark for gelato in Australia. To do that, we do not compromise on quality and our product is made fresh on the premises daily, offering a diverse range of over 40 flavours and a select number of bespoke gelato cakes and pieces.

The Creative Department (Messina’s Laboratorio and Patisserie) has its own team of chefs creating complex and intricate mono-portioned pieces that leave any ice cream cake in the shade.

We hope you enjoy our creations as much as we love making them. . . .’

<http://www.gelatomesina.com/>



The White Horse Hotel (Crown Street, Surry Hills)

' . . . The White Horse Hotel, Surry Hills, is a grand building distinguished by a giant silver stallion perched on its roof. Inside is a lavishly designed meeting and drinking venue with contrasting spaces spread over two levels featuring sculptural ironwork, a luxurious private roof terrace and an open fireplace.

Refurbished in recent years, this grand Surry Hills pub features an abundance of lounge areas, a restaurant, function room, roof top terrace and beer garden. The White Horse accommodates everything from casual drinks with friends to corporate functions and private dining. . . .'

This venue demonstrates how pubs can become the 'heart' of a vibrant nightlife. Its roof top terrace provides a chance to 'overlook' the streetscene below.

<http://www.thewhitehorse.com.au/home.html>



The Clock Hotel (Crown Street, Surry Hills)

On top of Surry Hills, The Clock Hotel is a laid-back and eclectic pub. Not just home to one of the best balconies in town, The Clock offers something for everyone. Whether enjoying a cocktail while watching the world go by on Crown St, or sitting underneath the leafy canopy of our courtyard, this is a pub enjoyed by all.

The kitchen dishes out some of the best pub grub in town, mixing old-school classics with some new favourites. Whether you are looking for food, drinks, sport, The Clock has it all.

' . . . This pub known for its beautiful second-story wraparound balcony, offers food made with fresh ingredients like barramundi, a local freshwater fish, pan-fried and served with Kipler potatoes and broccolini. (Don't be confused by this restaurant's name, the terms "hotel" and "pub" are used interchangeably in Australia.) . . . '

<http://clockhotel.com.au/>



Third Drawer Down

(Online Arts Consumables)

is a storefront museum and place of trade in Fitzroy, Australia. Assembling a curated array of art and designer products, the store functions as a museum and retail space with objects either hand picked from various popular cultural contexts or made by Third Drawer Down Studio for leading cultural clients around the world.

The Museum of Art Souvenirs Store is nestled behind a graffiti tagged garage door and is Australia's only trading museum. It's like visiting all the best museum stores in one spot, and shipped everywhere (even to the moon). Our eccentric and witty taste of products by artists/designers and niche brands and publishers that question the mainstream conditions under which art and culture are bought and sold.

<http://thirddrawerdown.com/about-us>



Object Australia Design Centre

(Surry Hills)

' . . . We are Australia's leading centre for contemporary design and play a critical role in building a significant design culture for this country. We nurture a nation of innovative thinkers and we inspire audiences to use design in their lives.

Object plays a critical role in celebrating the work of Australian artists who embrace the highest degree of craftsmanship and who continually explore material, process and ideas to advance contemporary design practice. Our program features more than 200 designers annually and has generated over \$1.2m in revenue for designers through artist fees and the sale of work in the last 5 years. Through our creative programs and partnerships, we reach an audience of more than 390,000 people nationwide each year.

Whether presenting dynamic and high quality exhibitions, publishing, retail, digital or educational activities, we're determined to give craft and design the best and brightest voice possible.

We're a catalyst for new thinking and offer a design interface for our communities. Most importantly, we inspire people by stimulating their curiosity and encouraging those around us to believe in the power of design. . . '

<http://www.object.com.au/>



Collector Store

(Crown Street, Surry Hills)

' . . . Collector Store was born out of necessity . An imaginarium with exciting secrets . Too many sleepless nights thinking about all the possibilities....So now we have a space that makes you feel welcome to walk around and enjoy....Showcasing the latest fashions, homewares and furniture from locally and international sourced designers . We believe in good old fashioned customer service, where the staff know your name, and you are made to feel welcome to drop by any time to check out the latest collections . Like a gallery , collections revolve and the shop fixtures morph, displaying pieces like art ...We source ranges of what we love so everything here has soul.We hope you enjoy our store. See you soon. Collector Store. . . '

<http://collectorstoresurryhills.blogspot.com.au/>



LABELS

acadamee brand (1) bags (1) bean bags (1)
brent wilson (1) butter london (1) castaway (1)
channel 10 (1) collector store (1) cushions (1)
denmark (1) eastern weft (1) elke kramer (1)
equipment (1) hamburgers (1) hoodies (1)
kate de kantzow (1) La Cerise sur le Gateau (1)
laos (1) lorin askill (1) marves (1) mens coats
(1) moustache (1) natalie wood (1) OurLieu (1)
Pony Rider (1) rubiks cube (1) sale (1) scarves
(1) secret squirrel (1) shirts (1) shoe the bear
(1) shoes (1) something else (1) **the
renovators (2)** throws (1) waity
katie (1)

The Winery

(Crown Street, Surry Hills)

With shrines to Elvis, a playful all day menu and Sydney's only wine laneway - it's clear The Winery isn't taking itself too seriously and really is a place to play.

<http://thewineryurryhills.com.au/>

'... Like its sister bar, Gazebo Wine Garden in Elizabeth Bay, the Winery's interior is an elegantly wild fantasia. Gravity-defying living plants deck the walls and few corners lack oddball adornments such as stuffed or plastic animals. The Winery, which opened in September, features gerberas in top hats, life-size storks in construction hats, porcelain cockatoos and mounted deer heads wearing stringed lightbulbs, sunglasses and wooden crosses...'

<http://www.smh.com.au/news/entertainment/good-living/bar-reviews/the-winery-by-gazebo/2009/12/15/1260639187550.html>



Surry Hills Neighbourhood Centre (Crown Street, Surry Hills)

' . . . offers a positive, modern and state of the art community space to the Surry Hills Neighbourhood, Provides a space which is both welcoming and comfortable, The Surry Hills Neighbourhood Centre works alongside the community in developing programmes and services that reflect the needs and wants that are specific to the Surry Hills Community. The Surry Hill Neighbourhood Centre provides interesting, useful, social and fun activities and services for the community. Surry Hills Neighbourhood Centre use a variety of methods in our activities, such as, photography, cooking, arts and outings. Listen and value the Surry Hills community through using feedback in our planning for the future. Build relationships and work with key organizations and local business's in the Surry Hills area to assist us in running services to the best of our ability. A drop in facility that provides relevant information and through which referrals can be made. Host cultural events such as the Surry Hills Festival and the Surry Hills Markets. Work with, train and support volunteers in contributing in a variety of ways in the Surry Hills neighbourhood centre. . . '

<http://www.shnc.org/AboutUs.php>

