



b&amp;p

## VISIONARY PROJECT - QUAY QUARTER

**Project** Set to cost in excess of AU\$1B, this bold redevelopment by AMP of three city blocks in Sydney's CBD, will create a new commercial and retail precinct adjacent to Circular Quay called Quay Quarter Sydney.

**Task**

- To develop the F&B strategy for the new precinct which totals over 200,000m<sup>2</sup> of floorspace, including a 49-storey office tower, 3 mixed use buildings, 5 new laneways, a park, residential and historic sites.

**Outcome** B&P began by visioning what the F&B for this precinct will stand for. Our analysis determined it is the link between the daytime CBD office economy into the evening and the residential and leisure economy. Once this vision was validated and adopted, it informed our precincting strategy to create a transformative precinct that can move from feeding 20,000 hungry office workers by day to appealing to the 11 million tourists promenading along Circular Quay to permeate from the waterfront into the laneways, basements and rooftops of The Quay Quarter.

B&P calculated F&B sustainability numbers and developed a detailed precincting concept strategy and tenancy mix to ensure full activation of this precinct with an extremely broad range of 'food forward' concepts. With 5 distinct 'F&B precincts' across 5,500m<sup>2</sup> of floor space, Quay Quarter will be home to a 2,000m<sup>2</sup> 25 outlet food hall trading day and night, 12 new bespoke restaurants and bars and a rooftop bar to rival MBS in Singapore.

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