



STARWOOD
RETAIL PARTNERS

KIOSK TENANT CRITERIA

TABLE OF CONTENTS

MISSION STATEMENT..... 3

INTRODUCTION..... 4

RESPONSIBILITIES..... 5

1. Landlord Responsibilities
2. Tenant Responsibilities

DESIGN CRITERIA..... 7

1. Kiosk Design
2. Counter, Display Fixtures
3. Materials
4. Signage
5. Lighting
6. Monitor and Electronics
7. Security Cameras
8. Remote Storage Area
9. Utilities
10. Electrical
11. Plumbing
12. Mechanical

OPERATIONAL CONSIDERATIONS..... 21

1. Display Elements
2. Display Fixtures
3. Merchandising and Product Composition
4. Merchandising Restrictions
5. Packaging
6. Sampling
7. Trash Removal
8. Other

KIOSK DESIGN AND APPROVAL SUBMITTALS..... 24

1. Process
2. Submittal Requirements

CONSTRUCTION..... 27

1. Construction Requirements, Permits
2. Pre-Construction Requirements
3. Pre-Construction Meeting
4. Construction Guidelines
5. Contractor Check-in and Actions
6. Operations Final Inspection

GLOSSARY OF TERMS..... 31

1. Certificate of Insurance
2. Common Area
3. Delivery Letter
4. Landlord
5. LOD (Lease Outline Drawing)
6. MEP
7. POS
8. Remote Storage
9. Sample Board
10. Shop Drawings
11. Shopping Center
12. Tenant Coordinator
13. Tenant

ADDENDUM..... 33

NOTE - “Blue Hot Key” navigation:

1. **Blue numbers on this page will take you to the first page in that chapter.**
2. **Blue footer on any page will jump back to Table of Contents.**
3. **Other blue Hot Key words will take you to their Glossary definition or to their primary chapter.**

MISSION STATEMENT

Welcome to the Starwood portfolio of properties! It's our mission at Starwood Retail Partners to distinguish ourselves through superior performance in retail development and continuous improvement of our portfolio to meet the changing needs of our retailers we serve. Our commitment to you is to furnish a well-designed, maintained and marketed retail environment capable of maximizing traffic and sales. Starwood Retail Partners will become your partner in upgrading the quality of retailing through higher standards and end results. We are very pleased to partner in this endeavor with retailers striving for these same goals and are ready to meet your needs, facilitate communication and share our expertise with you to complete your Kiosk on time. We wish you great success and we look forward to a mutually profitable relationship!

INTRODUCTION

The common area provides the first impression of our Facility and an opportunity to enhance the customer experience. For this reason, we rely on our relationship with our retailers for the creativity and professional merchandising in order to maximize retailer presence in our common areas.

Our goal is to ensure your design has the benefit of every opportunity and optimizes the potential of your Kiosk. We encourage you to be creative and innovative, and recommend that you work with experienced professionals to create an inviting and exciting Kiosk. Furthermore, we encourage every Tenant, architect, and contractor to create a Kiosk structure using the latest sustainable design and construction practices. For more information on sustainable design and construction practices please visit the U. S. Green Building Council's website at usgbc.org. Included in this document are design parameters that Landlord feels are essential to the creation of a successful Kiosk design, as well as images and illustrations showing acceptable approaches and examples. By following this Design Criteria, you will create an upscale visual appeal and provide an appealing showcase for your merchandise.

All elements of your Kiosk must fit within the footprint on your Lease Outline Drawing, including display cases, lighting, signage, graphics, monitor and electronics and a selection of appropriate materials. Given the size limitations of Kiosk space, you should carefully consider each element of the design: its orientation, location, importance and relative size. These factors will be an integral part of a well-designed contribution to the overall success of your business.

By reference, this Design Criteria is part of the Tenant's lease. As such, Tenant must adhere and conform to the criteria and intent of the document. It will act as the guide for all work installed by Tenant in conjunction with the other provisions of the Tenant's Lease. Landlord's interpretation of the intent within this criteria shall be final and governing. Landlord reserves the right to modify or expand this criteria at Landlord's discretion. However any such changes shall not be retroactive. The Tenant and its architects are responsible for contacting their assigned Tenant Coordinator to ensure they are using the most current and complete version available.





RESPONSIBILITIES

RESPONSIBILITIES

LANDLORD RESPONSIBILITIES

1.	Provide Tenant Information Package
2.	Perform timely review and comment on Tenant Submittals
3.	Approve Tenant's drawings once all requirements are met
4.	Arrange and run Pre-Construction meeting with Mall Operations Director
5.	Provide Delivery Letter
6.	Provide interim reviews as may be needed
7.	Perform final inspection with Mall Operations Director and release Kiosk to open

TENANT RESPONSIBILITIES

1.	Contract professional services to assist in design of Tenant's Kiosk. "Design" should encompass all aspects of Tenant's Kiosk, including functional layout, technical requirements, power and data requirements, materials and display units, signage, merchandising, advertising and packaging
2.	Tenant's design team and General Contractor to perform a site survey to identify floor location(s) of electric, water, and sewer to ensure all are within the approved Kiosk footprint. Positioning of the Kiosk in the common area is also crucial due to restrictions, egress, etc.
3.	Provide a target schedule for plans, fabrication, installation, and opening
4.	Submit design documents per Landlord submittal process, as described in the following section
5.	Arrange for utility service to Kiosk location and remote storage area. Note: services for both Kiosk location and storage area should be set under a single meter, per utility when possible
6.	Obtain insurance and provide Certificate of Insurance prior to construction per individual mall's requirements
7.	Attend Pre-Construction meeting with Landlord's Operations Director
8.	Direct and maintain responsibility for Tenant's Contractor



DESIGN CRITERIA

DESIGN CRITERIA

KIOSK DESIGN

The Kiosk assembly is available in either an open or closed plan configuration. Tenants are encouraged to design in the open plan scheme whenever possible as it affords the customer more opportunity to engage the retail space and its merchandise.

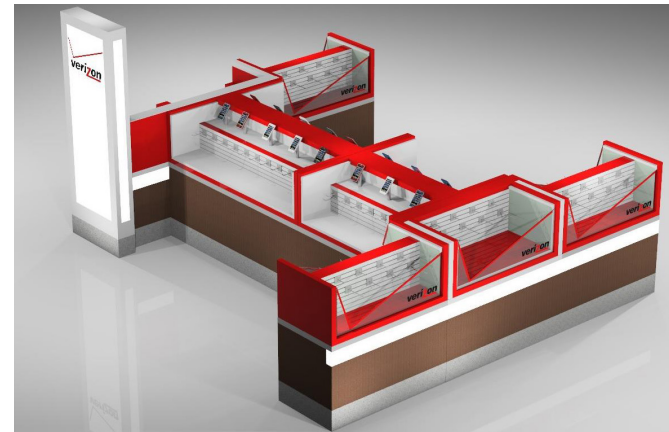
Kiosk shops should incorporate in their overall design schemes an exciting, innovative and appealing merchandise display.

Landlord will review Tenant's design concept within the context of the neighboring retailers and make decisions that will benefit the collective aesthetics of the Shopping Center. Landlord will be sensitive to existing sightlines, and restrictions associated with existing components within the Shopping Center's common area.

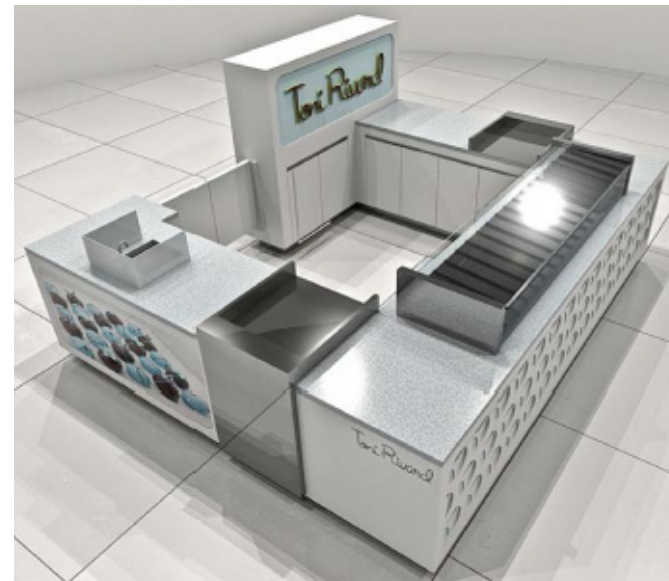
- The height of the Kiosk or displays should not exceed 3'-6". In the case of a wet Kiosk, twenty to thirty percent (20%-30%) of the Kiosk's total linear footage may exceed the pre-determined 3'-6" but shall not be greater than 5' - 6" at the tallest point ([See Page 15](#))

It is the sole responsibility of the Tenant and their consultants to conform to all other local governing agencies, including the Americans with Disabilities Act (ADA). All Kiosks must fit within the designated leased area and note that NO projections of any sort will be permitted beyond the boundary designated by the lease line. Refer to Landlord-provided lease outline drawing (LOD) for exact location, size, and configuration. Typical floor loading for upper level or supported slabs is 100 lbs/sf and shall not be exceeded.

Digital display is an important part of branding / identity. All digital display within the Kiosk must follow Landlord's [Digital Display Criteria](#).



Open plan



Closed plan

DESIGN CRITERIA

DISPLAY FIXTURES / COUNTER AREAS

The Tenant is encouraged to combine multiple display methods into an organized and balanced counter. Variations on counter design are encouraged and will be considered by the Landlord during the review process.

- Counter faces all in one plane are specifically discouraged. Design must include areas that recess and/or protrude to create visual interest
- Storefront side of Kiosk must incorporate two to three different types of materials that coordinate well together. Plastic laminate is not allowed on front counter tops
- Cases must be sized to appropriately accommodate the size and quantity of merchandise desired
- Secondary and small impulse-buy product displays must also be built into the Kiosk assembly. No tip jars
- All Kiosks to have a minimum 6" high toe kick / kick base used along all storefront display / counter area. Toe kick / kick base shall be a durable material, such as ceramic tile, stone, or metal. Plastic laminate, wood, or rubber bases are not acceptable in areas exposed to maintenance equipment
- Additionally, equipment provided by product vendors may not display branding elements
- Item storage inside the sales area of the Kiosk cannot be exposed
- Kiosk weight limitations should not exceed 100lbs/sf
- Gate is to be designed to appear as a continuous element of the Kiosk casework. Bottom of gate must be less than 1" from finish floor
- All equipment should be as compact as possible and recessed into the assembly wherever possible to maximize sightlines
- Absolutely no power cords or antennae may be visible
- POS must be recessed into the counter or shrouded such that the majority of the POS is hidden from view and what remains is pleasing to the eye

- All equipment must be stowed during mall off hours
- All fasteners should be concealed

Display cases (including refrigerated units) should be well integrated into the overall plan and be fabricated to reflect and reinforce the Kiosk design aesthetic. Pre-manufactured units may not be the appropriate choice for this application

- Display cases must utilize tempered glass and should not project or display any product higher than 3'-6" above finished floor
- All merchandise should be displayed within the designated display cases and not on horizontal surfaces or work tops
- All controls, adjustments, or access points to display cases shall be out of reach of patrons and pedestrians within the mall common area
- All cabinets and drawers must be lockable

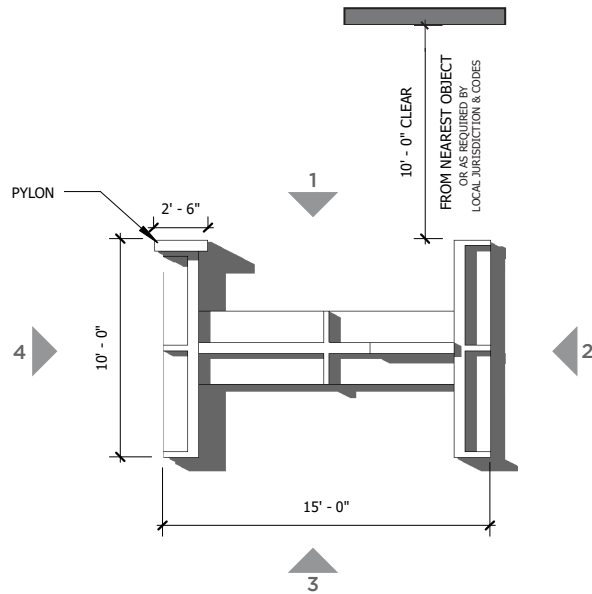
Some Kiosk designs may require retailers to customize or modify stock Kiosk units by making adjustments to the size, shape and finishes including the interior of the display cases suitable to the overall common area theme.

Overhead structures are not permitted.

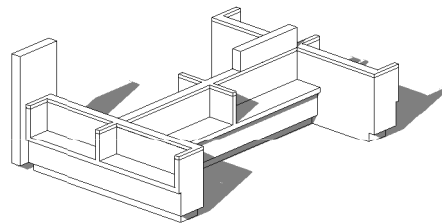


DESIGN CRITERIA

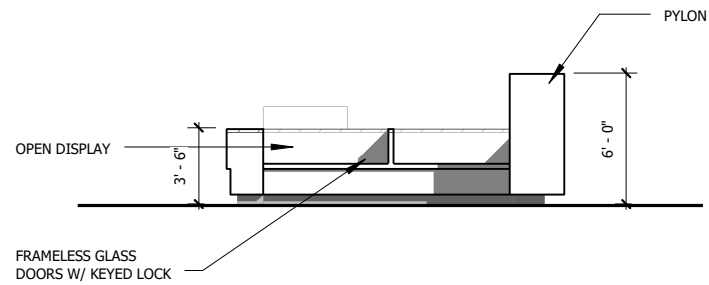
SAMPLE KIOSK LAYOUT: OPEN PLAN



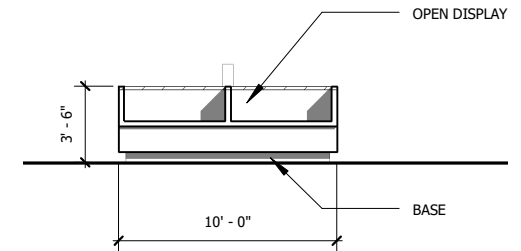
PLAN VIEW



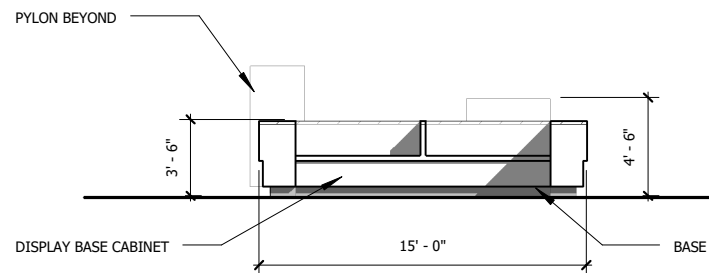
PERSPECTIVE



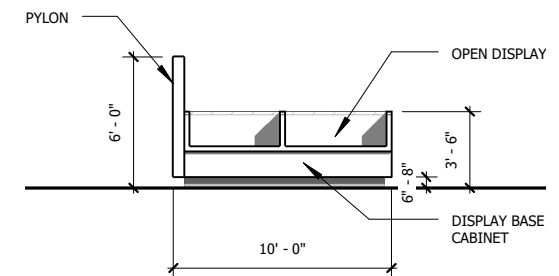
ELEVATION 1



ELEVATION 2



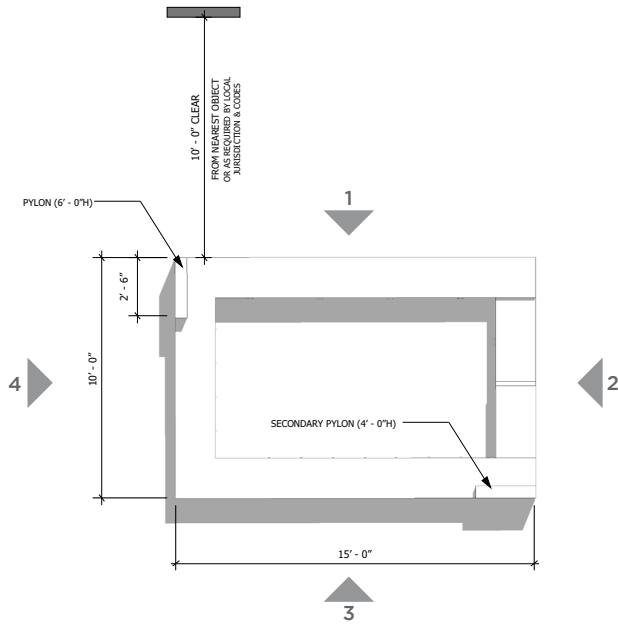
ELEVATION 3



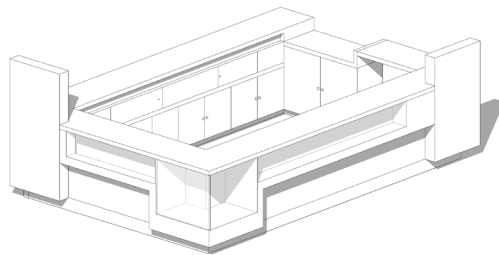
ELEVATION 4

DESIGN CRITERIA

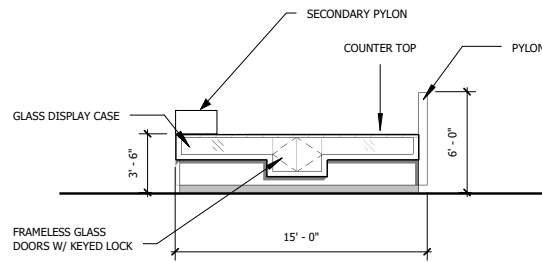
SAMPLE KIOSK LAYOUT: CLOSED PLAN



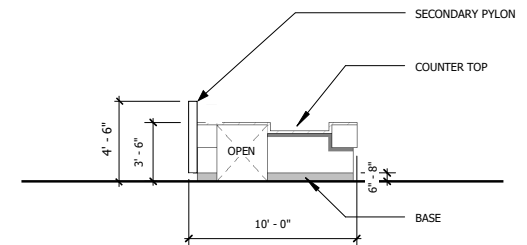
PLAN VIEW



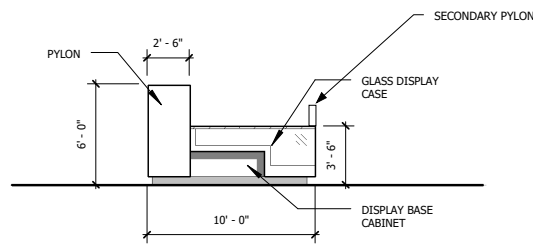
PERSPECTIVE



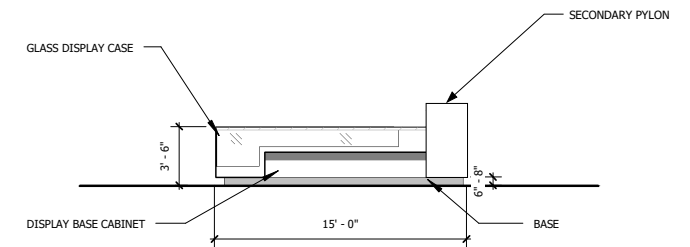
ELEVATION 1



ELEVATION 2



ELEVATION 3



ELEVATION 4

DESIGN CRITERIA

FOOD SERVICE KIOSK

Food Kiosks have the added requirements of preparation areas, display cases, sneeze guards required by local health department codes, and service items areas which must be integrated into the overall design.

Tenants should consider alternative food merchandising and display methods; engaging a food stylist is strongly encouraged. Product sampling zones can also be a good way of attracting customers.

- Any food preparation areas shall be located behind an opaque surface or can be shielded by obscured, frosted or translucent glass. A protective film shall be placed on the inside of any frosted glass in areas where acidic products, such as citrus, are stored and served within the interior of the Kiosk. Counters shall have a min. 4" high base of ceramic tile, stone or metal. Plastic laminate, wood or rubber bases are not acceptable in areas exposed to Shopping Center maintenance equipment
- Service items can include straws, napkins, cups, plastic wares and condiments. These must be placed in recessed compartments, integrated into the Kiosk's display
- Drink dispensers and other freestanding equipment on the front counter are not permitted
- Additionally, equipment provided by product vendors may not display branding elements (i.e. branded soda dispensers) and item storage inside the sales area of the Kiosk cannot be exposed
- All carts/equipment used to transport product from storage to Kiosk must be removed or stored inside the Kiosk in a closed cabinet/unit
- No full-height freezer / refrigerator will be allowed within the Kiosk
- Sneeze guard is to be fully recessed or set within a channel on the storefront counter to eliminate gaps. No clips are to be used. Frameless, butt-jointed, with no vertical upright supports
- Frosted glass / opaque graphics may be used to hide equipment, with prior Landlord approval



Refrigeration units, product display fixtures and other service equipment must also be integrated into the Kiosk design.

- Walls built to house or cover equipment may not exceed 5'-6" in height and are limited to 20%-30% of overall perimeter dimensions for wet Kiosks
- In certain instances, the use of a shroud or butt-joint obscured glass may be required to block visibility of certain equipment
- All equipment should be as compact as possible and recessed into the assembly wherever possible to maximize sightlines
- All hand sinks soap, paper towel dispensers, and other fixtures must be compact in size and with stainless steel finish

Food service tenants must ensure the cleanliness of the Kiosk.

DESIGN CRITERIA

MATERIALS

Kiosk Tenants must utilize materials that are upscale in quality, resist wear and dirt penetration and are easily maintained, meeting local code requirements. Materials selected should provide a complementary backdrop for the merchandise being offered.

All surfaces present excellent opportunities to express creativity, quality, and visual attraction, and should also serve to reinforce the image established by the Kiosk design and merchandise. Metal transition strips must be used at material transitions and at bottom of display case above toe kick. A partial list **acceptable materials** includes:

- Stainless steel or prefinished/perforated metal panels
- Back-painted/etched glass or acrylic
- Marble, granite, or other stone slabs
- Tile (porcelain, ceramic, glass)
- Solid Surface material
- Pre-manufactured Powder coated or Electrostatic Metal Panels

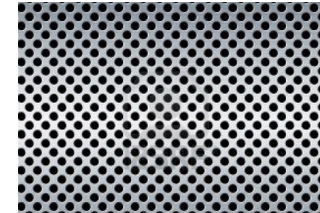
SOME MATERIALS NOT PERMITTED

- Non-durable Finishes
- Plastic Laminates
- Painted Drywall
- Untreated wood/plywood

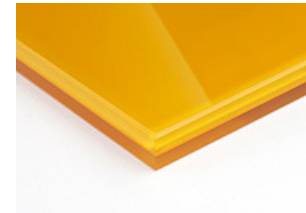
All materials used in the Kiosk are subject to Landlord approval. It is important to provide highly durable finishes to all external Kiosk counters - particularly corner edge details and toe kick/wall base areas. Tenant is required to use at least 60% of Landlord's specified materials on vertical surfaces, and must use materials that complement the center's surrounding material palette. Exterior Kiosk only: materials shall be able to withstand the temperature variations of the climate. Verify existing condition of mall floor tile under Kiosk. If Tenant is replacing the tile in the floor or adding a subfloor, material and color shall be approved by the Landlord in advance. Mall tile is not always readily available and possibly will not match existing.



Stainless Steel



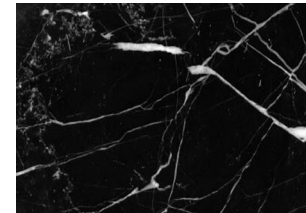
Perforated Metal



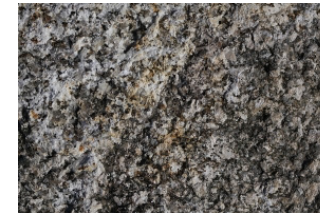
Back-painted Glass



Etched Glass



Marble



Granite



Porcelain Tile



Glass Tile

Some examples of acceptable materials

DESIGN CRITERIA

SIGNAGE

Signage is one of the most important components of a successful Kiosk and therefore should be conceived as an integral part of the design. Each Tenant is encouraged to develop signage and graphics that are bold and dynamic in image, color, materials, and design. Signage should not only incorporate text that identifies the Tenant, but also graphics that indicate identity, character, and image. Kiosk façade Signage will be reviewed and/or approved at Landlord's discretion on a case-by-case scenario.

Landlord must approve, in writing, all proposed Tenant signage prior to installation.

- Signage should be given a prominent location on the Kiosk
- Font, trade name, and sign design will all be factors in determining an acceptable size for lettering
- Depending on the sign design, letters will be restricted to an average height of 8" in most cases with any given letter not to exceed 12" in total height
- In addition, Tenants shall not utilize unapproved graphics, sales or promotional signs, or trademarks anywhere on or within the approved Kiosk. Registered trademark symbols are not allowed
- All Kiosk signage, including graphics and misc. signage, must be submitted to Landlord under separate cover prior to fabrication and installation for review and approval
- All submitted shop and Kiosk elevations should show and/or illustrate proposed signage in each phase of presentation
- Landlord encourages the use of LED fixtures
- Electrical service to all Tenant signs shall be on the Tenant's meter
- Only signage noted on the Landlord-approved drawing will be allowed to be installed on the Kiosks at or after opening. Any additional signage or items of any kind attached to the face of the Kiosk shall be approved in advance and in writing by the Landlord

PERMITTED:

- Internally illuminated and three dimensional signage is strongly encouraged
- Illuminated signage should be integrated into the design of the floating casework and controlled by the Tenant's 24/7 - 365 time clock and illuminated during general operating hours as defined by Landlord

NOT PERMITTED:

- Light "leaks" are prohibited
- Internally illuminated channel letters with plexi face and trim caps
- Signs designed as standard rectangular box or cabinet construction with plexi face panel
- Neon signs or other exposed lamps
- Exposed raceways, ballasts, or transformers
- Channel letters with light-transmitting acrylic faces
- Signs with kinetic components
- Unedged or uncapped plastic letters with no returns
- Paper, fabric, sheet, acrylic, cardboard, Styrofoam

(continued on next page)



DESIGN CRITERIA

SIGNAGE (continued)

NOT PERMITTED (continued):

- Luminous vacuum-formed letters
- Odor-producing
- Vinyl lettering of any kind
- Credit card and advertising placards, decals, stickers, trademarks
- Access panels cannot be placed where visible from the “mall” side of lease area
- No signage shall be placed on top of casework
- No sign, advertisement, notice, or other lettering - including trademark symbols - shall be exhibited, inscribed, painted, or affixed on any part of the Kiosk except for the identification sign
- No animated signs (signs containing anything swinging, rotating, flashing, blinking, scintillating, or strobing), including any moving electronic message boards or centers, are permitted
- No exposed fastenings, switches, wiring, or manufacturer’s/underwriter’s labels. All must be out of view from the public
- Blade signs are not permitted
- Wording of signs shall not include the product sold, except as part of the tenant’s trade name (as listed in the lease) or insignia, and shall be limited to identification

PYLONS

The pylon is the Tenant’s primary sign location. Pylon signage must be consistent with the Tenant’s brand and graphics. The maximum size permitted for the main pylon is 6’-0” (H) X 2’-6” (W) X 6” (D). Secondary pylon are to be a maximum of 4’-0” (H) X 2’-6” (W) X 6” (D). The signage pylon and menu board pylon should be positioned perpendicular to each other to maximize visibility. Edge lit and slim line versions of menu boards and light boxes are encouraged. Pylon signage must be double-sided.

PERMITTED:

- Face lit
- Reverse channel lit letters
- Routed out letters with 1/2” push through Plex-faces

NOT PERMITTED:

- Exposed Neon Signs
- Cabinet box signs
- No animated signs (signs containing anything swinging, rotating, flashing, blinking, scintillating, or strobing), including any moving electronic message boards or centers, are permitted

When designing signage for food use Kiosks, it is important for the text to be clear and easily readable, the photographs to be appetizing, and the signage locations to optimize visibility. Professionally photographed custom images of food and beverages are required to ensure unique menu displays. Innovative menu board concepts and food offers should also be provided. In addition to menu items, the menu signage boards should include strong branding and sophisticated identity statements.



DESIGN CRITERIA

SIGNAGE (continued)

MENU BOARDS

PERMITTED:

- Menus up to 30" in width
- Landlord encourages use of LCD screens as menu boards
- Menu boards must be integrated into the design of the Kiosk
- Menu Boards may be integrated into the pylon

NOT PERMITTED:

- Internally illuminated menu boards
- Menu boards which create a wall which spans the width of the Kiosk
- No animated signs (signs containing anything swinging, rotating, flashing, blinking, scintillating, or strobing), including any moving electronic message boards or centers, are permitted
- No standard prototypical menu boards, back-lit menu boards (unless reviewed and approved by Landlord), and no surface-mounted monitor screens with exposed mounting elements

DIGITAL DISPLAY MONITORS

Although the use of AV Technology can complement a Kiosk, incomplete design implementation can also go against the retail design experience that Starwood strives to create. The following guidelines are intended to assist the Tenant in selecting appropriate AV design elements for the Kiosk space:

- Only one screen location will be approved, although double sided displays will be considered on a case-by-case basis
- Digital display shall utilize flat-screen monitors only, with the player or receiver concealed from view
- Maximum size of monitors will be considered on a case-by-case basis
- Monitor systems must be integrated into the design of the Kiosk

and be free of exposed cords, wires, or connectors

- All details should be incorporated into the required submittal for Landlord approval
- Video, anything swinging or rotating, flashing or blinking, strobing, or with noise may not be used
- Only static images at a maximum of 8 images per minute are permitted, only showing product (no sales, advertising, soliciting, notices, or third party information may be displayed)
- Image content and repetition should be thoroughly considered
- Must submit images to be used for review and approval
- Audio will not be permitted
- Must be on Tenant's 24/7 - 365 time clock



DESIGN CRITERIA

LIGHTING

Proper lighting is essential to showcase your merchandise and should be carefully considered. All displays and display cases should be internally lit to maximize exposure of your product. Decorative light fixtures may be required to enhance the design theme. Dramatic display lighting shall be utilized to distinguish Kiosks from the Shopping Center common areas.

Kiosk lighting is to be integrated into the cases and free of any exposed wires, circuits, ballasts, or conductors.

- Wiring, conduit, etc. must be fully concealed and not visible to the public
- Task lighting or lighting on any elevated surfaces or overhead structures is prohibited
- Light sources are to be shielded and should always be directed downward towards the merchandise
- Cases shall be adequately vented and any heat-producing lights shall be positioned out of the reach of customers
- Display case lighting within Tenant's Kiosk must be designed to be as unobtrusive as possible and also accentuate the merchandise and product display within the cases

Tenants are encouraged to explore the use of LED lighting in an effort to reduce energy consumption and heat gain.



DESIGN CRITERIA

SECURITY CAMERAS

All merchandise security systems, if any, proposed by the Tenant must be approved in writing by the Landlord. No audible alarms will be permitted. Security cameras shall not be attached to the Shopping Center building or common area.

PERMITTED:

- Concealed bullet
- Pinhole Lens
- Mini board style

NOT PERMITTED:

- Dome
- Bubble
- Fixed box style

Cameras shall be attached only to Tenant-owned fixtures in a permanent manner. Clips and plastic ties are not permitted. Electronic surveillance equipment is to be concealed in the interior architectural elements of the Kiosk. Electronic surveillance equipment must limit coverage to only within the Kiosk. Locations for security cameras should be part of the Kiosk design and shown on the construction documents, and equipment cutsheets must be submitted with the construction documents for review and approval.

REMOTE STORAGE AREA

Tenants utilizing remote storage areas within the shopping center will need to follow these simple guidelines:

- Storage units will need to have the unit number and Tenant name clearly marked on the door or next to the door on the wall
- Areas outside the storage unit must be kept clean at all times
- No storage of products or goods will be acceptable outside the unit due to fire and safety codes requirements

- Any water or power requirements for equipment within the storage unit must be approved by Management prior to installation
- Water metering and electric metering may be required and shall be tied back to the Tenant under one metering account where applicable

Each Shopping Center may be different so please work with your local Management team. Sprinkler systems are designed for coverage of your storage area and/or the units surrounding yours so wall modifications must be approved by Management prior to any modification. Tenant must not obstruct the operation of the Shopping Centers fire protection in any way.

DESIGN CRITERIA

UTILITIES

Utilities are subject to availability from existing local utility and Shopping Center facility. It is Tenant's responsibility to verify local city and state regulations.

UTILITY GUIDELINES

- Tenant should confirm existing utilities and status prior to design or construction of Kiosk
- Food use Tenants must verify any existing utilities and engineer or coordinate the proper extensions to the leased area
- Food use Tenants who are required to have grease traps within the Kiosk space must conceal them from view
- No odor producing or self-ventilating equipment shall be used within the Kiosk, unless approved by Landlord
- All utility interruptions must be planned 2 days in advance with Mall Operations Director
- Existing mall or adjacent tenant MEP functions shall not be altered or interrupted
- If using natural gas, Tenant shall coordinate application for service and connection with gas company. Tenant is required to provide a gas manifold on the roof that includes a permanent tag identifying Tenant's name, address, and space location within the property. Gas lines are to be painted yellow. Tenant will contact and coordinate with the gas company to assure proper installation and meter connections.

The Shopping Center common areas have existing fire sprinklers/fire-protection above. With this in place, **Tenants should NOT plan, design, or erect any horizontal canopies, covers, or awnings above their Kiosks. Tenants must not obstruct the operation of the Shopping Center's fire protection in any way.** Any modifications to Landlord's utilities will be by Tenant at Tenant's sole cost and subject to Landlord approval.

ELECTRICAL

Any installation or upgrades to the power and data serving the Kiosk must be coordinated by the Tenant. All utility upgrades to an existing location are the sole responsibility of the Tenant. In addition, the Tenant is responsible for establishing service accounts where utilities are not metered locally. Note: services for both Kiosk location and any remote storage area should be set under a single meter, per utility.

ELECTRICAL REQUIREMENTS

- Tenant's electrical equipment, including the electrical panel, shall be fully contained within the Kiosk.
- All electrical equipment, fixtures and installation shall be UL listed
- All wiring, junction boxes and other connections shall be fully concealed
- Pancake-mold, wire-mold, duct tape, etc. are not acceptable
- All electrical wiring to be in conduit
- Rigid conduits are required for all conductors
- Type AC (metal clad) cable is required
- Coordinate all new routing of conduit, feeder cables, and connections with Landlord's main electrical gear and with Mall Operations
- Tenant-supplied 24/7 time clock shall control items including but not limited to: signage and lighting
- All wet Kiosks shall have their own metered electrical service. Electrical meter room, Main Disconnect Switch, and meter location shall be noted inside the Kiosk at the sub panel, where applicable

MECHANICAL

Typically, ventilation and air conditioning are provided through the Shopping Center's common area HVAC system. However, specific uses such as food or odor-producing Kiosks may be required to provide additional ventilation, subject to local code requirements and Landlord approval and at Tenant's expense.

DESIGN CRITERIA

UTILITIES (continued)

- Tenant's grease exhaust operation must maintain a negative air balance to the mall. If odors migrate out of leased space, Tenant will then be required to increase the exhaust flow rate and maintain a greater negative air pressure within the leased space to contain these odors. This requirement will also be at Mall Management discretion.

PLUMBING

Water, gas and sewer connections are not available at all Kiosks. Where available, all plumbing connections shall be fully concealed. All plumbing fixtures, equipment and piping shall be contained within Tenant's premises. Waterproof membrane is required for all Kiosks requiring plumbing. If full plumbing and/or kitchen equipment is required:

- Plumbing plans are required for review for Kiosks that have a water and sewer line
 - In Kiosk locations where permanent plumbing connections are not available, where no accommodation for this is viable or where it is not allowed, self-contained under counter plumbing may be considered by Landlord, in Landlord's sole discretion. Tenant shall provide drawings and literature on desired system
 - Kitchen equipment must be detailed in a food service plan which should also specify Kiosk electrical requirements
 - Depending on the menu and products prepared and served, a grease interceptor may be required by the local municipality and/or health department. It is Tenant's responsibility to verify local regulations. At the discretion of the municipality, a grease interceptor may also be required
 - All floor drains to have trap primers
 - Tenant shall design and install a complete plumbing system with all necessary facilities to serve the intent of the premises. Tenant is responsible for all connections to the existing utility services.
 - PVC and "PEX" is prohibited above ground
- Tenant will install water meter at eye level within their premises. Obtain remote reader specs from Mall Operations
 - Tenant shall coordinate all floor cuts and penetrations for water connections to Landlord's water and sanitary mains with Mall Operations
 - Tenant's responsibility to verify connection locations and capacity to Landlord's water, sanitary sewer, and vents
 - Tenant / Tenant's GC to verify existing grease trap requirements with local jurisdiction and provide current calculations with sanitation district
 - When sewer line is not available an ejection pump can be used to pump the gray line water from a sump pit when the following conditions are met:
 1. A battery backup will be required on the sump pump
 2. Clean outs shall be located where accessible after construction (not buried in the ceiling of a tenant space or in a mall column)

The background is a solid blue color. On the left side, there are several overlapping, semi-transparent blue geometric shapes, including triangles and polygons, creating a layered, abstract effect. The shapes vary in opacity, with some appearing darker and others lighter.

OPERATIONAL CONSIDERATIONS

OPERATIONAL CONSIDERATIONS

DISPLAY ELEMENTS

Effective use of display elements can greatly impact the customer shopping experience as well as the perceived value of the products. Props can add height and create product focal points. The selected props should enhance and support the merchandise assortment. Merchandise should be composed and visually balanced.

DISPLAY FIXTURES

Generic acrylic display fixtures and frames are not permitted on the counter. Only fixtures presented and approved in the plan submittal are allowed - no additional. Custom acrylic fixtures must be approved by the Landlord. Fixtures should match and be well-coordinated (i.e. forms on one display should all be one color). All displays must be built in as a part of the overall Kiosk.



PACKAGING

The packaging in which customers carry their purchases in can convey a message or image of the branding or service. This message will be visible long after the product has left the premises and can have a positive impact on future sales. Packaging provides an excellent opportunity to advertise a Tenant's name and product or service to a wide range of people. Tenants are encouraged to design their packaging with this in mind. It is important to note that no brown shipping boxes shall be allowed as part of displays or packaging. They shall be stored out of customers view at all times.



OPERATIONAL CONSIDERATIONS

MERCHANDISING AND PRODUCT COMPOSITION

“Merchandise presentation” refers to the type, arrangement, and maintenance of your goods or products. “Display” refers to creating imagery and visual attraction that draws a shopper to the point of sale. These two basic components of visual merchandising are the foundation of well displayed merchandise. Successful visual merchandising will have a direct impact on the amount of business generated and will lend to the overall success of your operation. Tenants are encouraged to incorporate busts, props, and various forms to bring clarity, express style, and help explain a product’s use or features. Some merchandising tips are listed below:

- Group complementary colors together. Use of color blocking or striping when merchandise comes in many colors and styles
- Group items by color, style, size and/or type
- Place best sellers/hot items in prominent visual locations
- Mix shapes/styles within color stories to add interest
- Wherever possible, provide 360-degree exposure to the customer
- Create triangular compositions for interest

MERCHANDISING RESTRICTIONS

- The cash wrap area is for point-of-sale items only, not for merchandising. Do not place merchandise on the ledge around the cash wrap
- Not all product should be displayed—some should be back-stocked as inventory. A crowded display can feel like a bargain basement, while a more open, varied, boutique-like approach feels more high-end. Allow for gaps to increase visibility through the unit (do not create a solid wall of merchandise)
- POS must be recessed into the counter or shrouded such that the majority of the POS is hidden from view and what remains is pleasing to the eye

SAMPLING

Per Lease and Mall Rules & Regulations: Tenants cannot sell or sample outside of the designated location/footprint established by Shopping Center Management (standard is one arm’s length from the Kiosk). Sampling must fit within the property’s strategic plan. Tenants shall not approach customers or aggressively hand them a sample. Tenants should never physically touch a consumer (i.e. tap a consumer’s shoulder to ask a question).

TRASH REMOVAL

Each Tenant is responsible for removing trash and disposing of it in appropriate trash compactor/dumpster areas. Common area trash receptacles are for the convenience of our Shopping Center shoppers. Tenants MAY NOT use the common area trash receptacles. Trash is not permitted on the floor or beneath the Kiosk. All rules and by laws pertaining to trash removal and corridors must be adhered to as set forth. The Shopping Center Management team will issue violations if the standards are not obeyed. All Kiosk trash receptacles must be out of sight at all times. Cardboard boxes must be empty, flattened and stored in designated bins. All trash must be kept inside the cash wrap of the Kiosk and disposed of at the end of the day. Crates shall be dismantled before depositing in compactors. Only refuse generated by the Tenant’s operations in the Shopping Center may be deposited in the compactors. Trash cannot be stacked outside of the leased area / Kiosk.

At wet Kiosks the following additional requirements apply:

- Tenant shall be responsible for keeping adjacent Common Area seating areas clean and tidy after a consumer’s use for Tenant’s products
- If a wet Kiosk has a self-serve product (drinks, yogurt, etc.), Tenant shall be responsible for continuously keeping the area clean and tidy

OTHER

Tenant’s worker’s shall keep all personal items (purses/bags, clothing, devices, etc.) out of public view, either locked in Kiosk cabinetry or stored remotely in Tenant’s Remote Storage space.

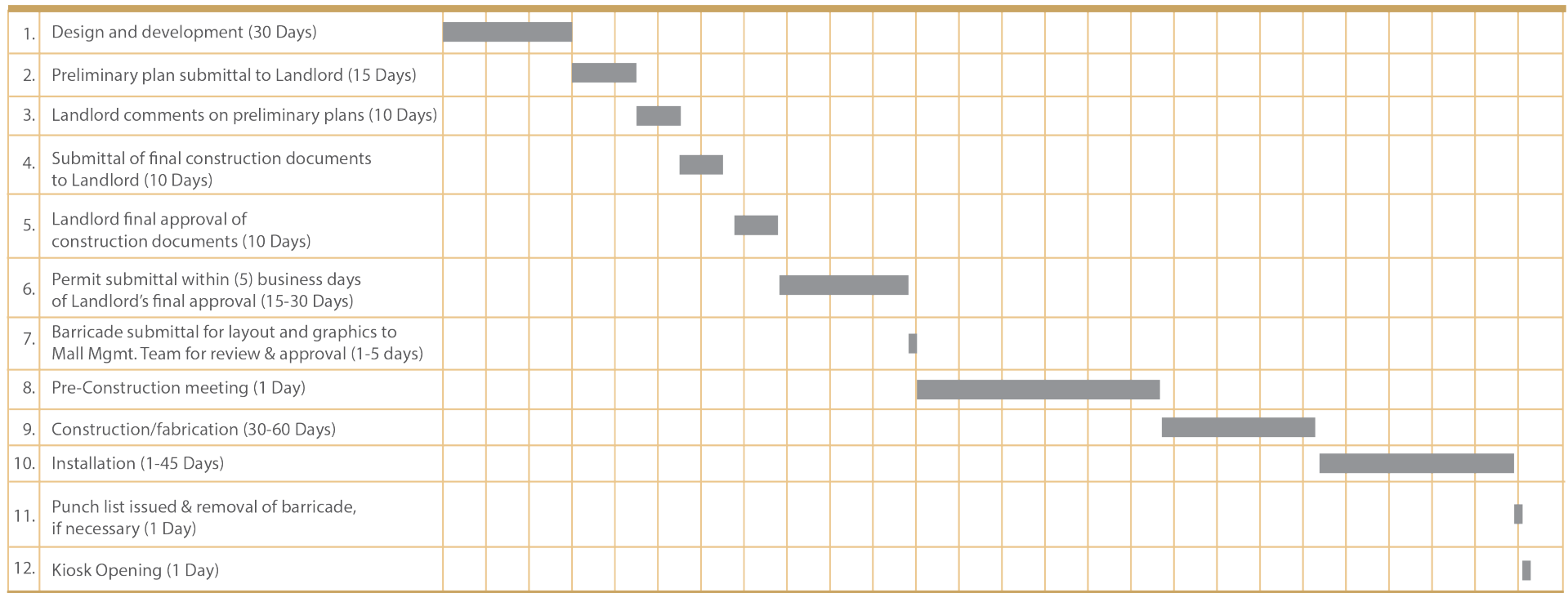


KIOSK DESIGN AND APPROVAL SUBMITTALS

KIOSK DESIGN AND APPROVAL SUBMITTALS

All Kiosk designs must be submitted to their assigned Tenant Coordinator for review and written approval prior to fabrication and installation. Tenant is responsible for all required changes and the associated costs if the Kiosk is fabricated prior to receiving final approval from the Starwood Tenant Coordination Department. Kiosk and Signage submissions are to be in the form of shop drawings, as well as photographs if available.

PROCESS AND AVERAGE DURATIONS



KIOSK DESIGN AND APPROVAL SUBMITTALS

SUBMITTAL REQUIREMENTS

The Tenant must submit, at minimum, the following:

- Title sheet (key plan noting Kiosk placement, remote storage, space number(s), orientation, store number, Tenant name, center name & address
- Floor plan (dimensioned & scaled, indicating display case, fixture, equipment and furniture layout), elevations / sections (exterior & interior elevations showing all sides of Kiosk, dimensioned and scaled), and finish plans with schedule
- Color sample board, including material/product specifications. This shall be in the form of a .pdf
- Color rendering depicting all materials signage and graphics and/or photo of existing location if indicative of proposed Kiosk in .pdf format
- Signage shop drawings depicting type of illumination, colors, materials, thicknesses, and heights of all letters and sign elements
- Cut sheets and/or images of lighting fixtures and equipment
- Required electrical items: electrical layout showing electrical stubs to Kiosk, full electrical drawings, one-line diagrams, complete electrical load requirements (in amps & volts), equipment schedule with cut sheets for all equipment
- Required mechanical & plumbing items: one-line diagram, plumbing and mechanical information, and drawings required for food tenants
- Any further drawings necessary to describe structures or design features not otherwise depicted or easily understood
- Floor plan (dimensioned & scaled, indicating display case, fixture and furniture layout), elevations / sections (exterior and interior elevations showing all sides of Kiosk, dimensioned & scaled), and finish plans with schedule
- Barricade plans, elevations, and graphics to be submitted prior to pre-construction to Mall Management for review and approval
- When a Kiosk is fabricated into component pieces/parts each section

must be rated (UL), but also the entire Kiosk as a whole structure once combined must also be rated (UL or other rating agency)

Electronic files are required for the Design Submittal Process. Please submit all electronic submittals in PDF form to Tenant Coordination at tenantcoordination@starwoodretail.com.



CONSTRUCTION

CONSTRUCTION

CONSTRUCTION REQUIREMENTS, PERMITS

The Landlord's design review process is separate from, and in addition to, local permitting for construction. Upon Landlord approval, the Tenant must forward Landlord-approved construction documents to the local building department to proceed with the permitting process.

- Additionally, if food related food sales or service, Tenant will forward Landlord-approved construction documents to the local health department for their review and approval
- The Tenant is responsible for procurement of all permits and compliance with all local, state, and federal codes and requirements
- All designs, plans and finished products must comply with all accessibility guidelines enforced by national or local jurisdictions and the Americans with Disabilities Act. All Tenant improvements must determine and comply with all current applicable governing building codes
- Plan check, building permits, sewer connection charges, and other local, state, and federal charges in connection with Tenant's work shall be at the Tenant's expense
- Copies of all Permits must be provided to the Shopping Center Management Office prior to the start of work
- Barricade plans, elevations, and graphics to be submitted prior to pre-construction to Mall Management for review and approval

PRE-CONSTRUCTION REQUIREMENTS

It is the Landlord's intent to assist in expediting the construction and opening Tenant's Kiosk. However, no construction can begin until Tenant completes the following:

- Fully executed lease (signed by both Tenant and Landlord)
- Landlord Issuance/Tenant receipt of delivery of possession letter
- Landlord approval of Tenant's drawings (refer to Submittal

Requirements on page **23**)

- Building or other permits (as required by local municipality building department)
- Completion of pre-construction meeting with facility director
- Review of center specific 'Rules and Regulations' with facility director
- Tenant and/or Tenant contractors set up any and all applicable utility accounts under Tenant's name prior to starting any Tenant construction

PRE-CONSTRUCTION MEETING

Tenant shall bring copies of the following to the pre-construction meeting:

- Landlord approved drawings (per individual Mall Tenant Construction Rules & Regulations Manual)
- Certificate of insurance (with correct additional insured)
- Construction deposit
- Building Permit (if applicable)
- Construction Schedule
- Contractors / subcontractors list and contact information

CONSTRUCTION

CONSTRUCTION GUIDELINES

Referring to individual Mall Tenant Construction Rules & Regulations, build-out work shall comply with the following guidelines:

- Supervision - shall be provided at all times during construction. Failure to provide on-site supervision shall result in work stoppage
- Deliveries - public entry doors and Shopping Center concourse are not permitted for deliveries. Deliveries and trash removal shall occur through the Shopping Center corridor system. Typical Shopping Center operations/staff hours are from 7:00 am until 4:00 pm. Confirm with Shopping Center as hours may vary
- Noise, dust, and odors - all must be kept within the work area. No business disruption permitted in the common area or adjacent tenants in the area. All noise producing activities above forty (40) decibels will be required before or after mall hours, with the approval of the Mall Operations Director
- All required Mall Barricades must be maintained in “new-like” condition including required Barricade Graphics, per Mall Rules & Regulations. Refer to Barricade Policy, below, for details
- Trash - no construction materials are permitted in the compactor (paper and cardboard only). Tenant must arrange with Mall operations trash removal (i.e. dumpster), at Tenant’s/Contractor’s expense

BARRICADE POLICY

- Full barricades will be required for all Tenants. The barricade must be constructed for the Tenant space prior to the commencement of demolition or construction at a minimum height of 4’-0” and a maximum height of 6’-0”. The cost of construction will be billed to the Contractor if Mall builds the barricade. The cost of a Mall-constructed barricade will be an additional cost not covered by the deposit fees noted in Section 5. An invoice will be submitted to the Contractor. Barricade fees must be paid in full prior to removal of the barricade at the end of construction

- The Barricade must be installed by the mall required Contractor, Boston Barricade, unless Landlord has previously approved use of Tenant GC
- All Barricades must have full height Tenant graphics installed at the Tenant’s expense. Mall Management Office may be able to recommend printers and installers. All graphics to be installed within 24-48 hours
- The Contractor is required to schedule the removal of the barricade, with Mall Operations Director. The barricade will not be removed until the Tenant space is completely ready to open. This includes: all construction and punch list items complete, Certificate of Occupancy & Permit sign off documentation received by Landlord, store stocked and ready, required copies of air balance report received, sub-meters interfaced with Landlord EMS installed, dumpster removed from property, all invoices from Landlord paid, this includes barricade & graphics fees, mall supplied floor tile fees, damage fees, etc.
- The barricade may then be removed the night before opening. At this time all mall-related materials, finishes, and components will be patched, repaired, and painted due to barricade screw attachments. To insure all Kiosk construction items are complete, the GC must schedule this activity after close of the business day (9:00 PM) the night before opening. All items are to be complete by 5:00 AM. This will allow Landlord’s housekeeping to address common area & associated Tenant Kiosk cleaning responsibilities before 7:00 AM

CONSTRUCTION

CONTRACTOR CHECK-IN AND ACTIONS

All Kiosk shop and sign installation shall be coordinated with the Mall Management Office prior to initiation of any work by the Tenant and/or his contractor/subcontractors. Each Tenant shall submit to the Mall Management Office copies of the Contractors' insurance statements, Building Permit, Contractors' license(s), Landlord Approved Set of Plans and any required fees before commencing work. Installation shall be in accordance with the approved drawings. Any deviations must have specific Landlord approval. Tenant is responsible for the actions of the Tenant's contractor. Tenant's contractor must repair ANY/ALL damage caused by their work.

OPERATIONS FINAL INSPECTION

Landlord's Operations Director will inspect the space to verify the following, prior to opening:

- All work has been completed per the Landlord-approved drawings
- Certificate of Occupancy and/or Business License obtained
- Kiosk is merchandised, sign is installed, and unit is ready to open

Tenant removes barricade, if applicable.



GLOSSARY OF TERMS

GLOSSARY OF TERMS

CERTIFICATE OF INSURANCE	Document from your insurance carrier required before construction can commence on site
COMMON AREA	All areas of the Shopping Center available to the public, that is not demised retail space (inline or Kiosk)
DELIVERY LETTER	Official letter from Landlord delivering possession of Premises
LANDLORD	Starwood Retail Partners
LOD (LEASE OUTLINE DRAWING)	Plan drawing describing the Tenant leased footprint area
MEP	Mechanical, Electrical, Plumbing. Engineering disciplines needed, especially for wet Kiosks
POS	Point of Sale
REMOTE STORAGE	Separate location away from Kiosk Premises within Mall for additional storage
SAMPLE BOARD	A composition displaying samples of the proposed materials for the Kiosk construction in .pdf format, with actual samples provided upon request
SHOP DRAWINGS	Drafted, technical drawings describing all dimensions, materials, connections and methods of construction of a physical object, i.e., cabinets, signage, counters, etc.
SHOPPING CENTER	Starwood facility where Tenant's Kiosk space is located
TENANT COORDINATOR	Landlord's designated liaison between Landlord and Tenant
TENANT	Kiosk Tenant per lease

DISCLAIMER: The photos used in this manual are for instructional purposes only and do not represent all necessary requirements for Kiosks or any specific retailer.



ADDENDUM
