

The Design Control Area General Requirements

For the purposes of these criteria, the Design Control Area extends into the store **a minimum of 5'-0"** from the Storefront Control Line or exterior face of the storefront enclosure across the entire width of the store. The Design Control Area includes all display windows, retail graphics, display fixtures, signs, materials, finishes, colors, and lighting in this zone. The Design Control Area will be enlarged accordingly at storefront recess entry closure locations.

The Landlord will closely control all elements in the Design Control Area. The Design Control Area is critical to the overall store appearance and therefore, design solutions are expected to make use of only **high-quality** materials for floor, wall, and ceiling finish surfaces.

Interior display areas are to be provided at the storefront show windows.

Ceilings

Ceiling materials within the Design Control Area shall be gypsum board, wood or other type of hard surface material. Acoustical ceilings and open ceilings will not be allowed in this zone.

The soffit and/or ceiling height shall be not less than 12'-6" above the finished floor in the Design Control Area and shall never extend below the bottom of the adjacent mall bulkhead.

Signage that is projecting toward and readable from the exterior common area courtyard may not be displayed upon or mounted to interior soffit/ceiling fascias in the Design Control Area.

Walls

All walls within this zone shall be provided with high quality finish materials - plain painted surfaces are not permitted. Materials such as stone tile, wood panels, high quality wall coverings and the use of trim and other decorative treatments shall be utilized.

Floor Finishes

Ease of movement, maintenance, and safety should be primary considerations in choosing interior floor covering.

Floor finishes in this zone shall be hard surface, high quality, durable materials. At the entry, the floor finish shall be a non slip material, and if desired, Tenant shall consider the use of a recessed quality walk-off mat.

Carpeting is not allowed in this front zone, and may not be installed within five feet (5'-0") of the store entry doors.

Wood flooring, stone, and ceramic tile are encouraged. Vinyl Composition Tile is not allowed in any area of the premises excepting back-of-house and/or service spaces. It will not be permitted in the Design Control Area or the sales area. Other flooring materials that are not permitted include all simulated wood or stone products.

The finished floor elevations at the store entrance must have a flush transition between the shopping center walkway surface (mall common area paving) and the Tenant's finish floor, feathering the floor as necessary. The use of vinyl or metal reducer strips will not be permitted. A weatherproofed threshold of minimal thickness shall be provided at the entry doors.

It shall be the Tenant's responsibility to transition any possible floor height differential within their space. Selective demolition to the existing floor slab, if required, is subject to the review and approval of the Landlord, the rules and regulations outlined in the General Contractor's Guidelines, and shall not occur without giving the Landlord Representative prior notification.

Exterior grade flooring will be required at the exterior portion of any recessed entry. See Section Two, *Storefront Design Criteria*, for more information.

Display and Entry Zone Merchandising

Extending back five feet from the storefront glazing, the sidewalls and show windows shall be dedicated for use as a high quality show window display. A creative display is required - standard merchandise racks and wall finishing materials such as slatwall will not be allowed in this display zone.

Distinctive, high quality and appropriate display techniques which best showcase the Tenant's merchandise must be used.

At the storefront entry, display fixtures or merchandise, must be placed at least three feet behind the Tenant's entry door. Merchandise racks and display features must not block customer traffic flow in and out of the store.

Freestanding temporary signage or poster holders are not allowed outside of the Tenant's closure line and must also be located so traffic flow in and out of the store is not impeded.

Storefront Security Systems

Electronic security systems and shoplifting detection systems, if employed, must be unobtrusively incorporated into the Tenant's store entry and Design Control Area construction. In all cases, security systems shall be concealed from public view. Freestanding tower, suspended rails, or walk through portal type systems are not allowed. The Landlord must approve in writing all Tenant security systems prior to installation.

Any theft detection/security system must be indicated on the Tenant's Working Drawings, and the Tenant shall submit shop drawings which shall indicate size, location, design and appearance. No system shall be installed until approved by Landlord.

Security Systems Permitted

Concealed systems not visible to the customer, such as under floor antenna systems. Suspended overhead "bar" type systems concealed behind a storefront soffit above the entry.

Small pod type systems on each side of the storefront opening. Pods must be enclosed in a millwork element which coordinates with the interior design and finishes of the store.

All wiring to security systems must be concealed from view. Power poles or wiring channels exposed to view are not permitted.

Miscellaneous Store Display and Entry Zone Requirements

Television monitors to be installed at the storefront or within the Store Display Zone require specific approval by the Landlord. Monitors shall be incorporated into the overall storefront design and are to be encased within attractive display fixtures to conceal all surfaces except for the screen surface. The monitors, if allowed, may not emit any sound.

No speakers will be allowed in the store front or store interior which would allow sounds to be heard in the exterior mall common area.

Lighting in the design control area shall be decorative and shall not shine from the store interior into the mall common area. Exposed lamps are not permitted.

Sprinkler heads at the Design Control Area must be quick response, fully recessed, and concealed head type with matching cover plates. Either fully or semi-recessed heads shall be installed throughout the remainder of the sales area.

Finishes

Materials for the storefront and the Design Control Area should suggest quality, craftsmanship, elegance and stability. Innovation and creativity are encouraged. With that in mind, the use of the following materials in the Design Control Area is strictly prohibited:

- Imitation or simulated materials (including those available in plastic laminates); i.e., imitation brick, simulated wood, synthetic marble, etc.
- Slat wall
- Pegboard in any form
- Vinyl or suede wall covering or wallpaper
- Softwood storefronts (i.e. rough sawn cedar). Avoid images that are strongly rustic or residential
- Plywood paneling
- Carpet or fabric (except in canvas awnings)
- Painted drywall, including Zolitone or Polymix type products
- Metal or plastic laminates
- Chain link fencing or rough metal

Note: Storefront Finishes are also addressed on page 2-1.