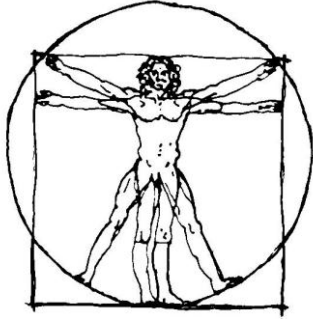


# BEVERLY CENTER

## Design



### Introduction

We seek to ensure that a Tenant's store design should take advantage of every available nuance to optimize the Tenant's potential. The design must evoke a sense of personality and a positive image that captures a customer's attention. With these qualities, the store also must provide a complimentary setting for the merchandise and a stimulating but comfortable environment for the customer.

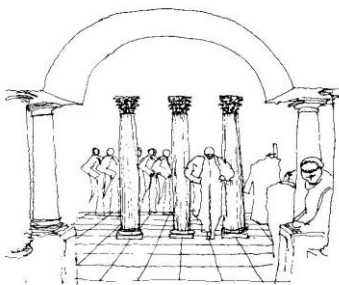
Included in this handbook is a summary of design elements essential to the creation of a successful store design. Each store should reflect the retailer's quality of merchandise, price point, and image & lifestyle of its target customer.

### Philosophy

At The Taubman Company, our philosophy is to create retail centers that showcase exciting and successful stores. We encourage tenants to be creative and innovative and recommend that they work with experienced professionals to create an inviting and exciting store.

We encourage a concerted effort on the part of every retailer and architect to select finish materials which are derived from the earth's renewable resources. Materials that are endangered or harmful to the environment should be avoided.

The essence of successful retail design lies in the vision and mastery of the designer to provide an enticing and flattering retail space. More than merely providing an environment for the merchandise, successful design lures a customer's focus to the merchandise or service. It generates impact, image and personality, encourages interaction and provides convenience and comfort. These principles, successfully applied, will consistently stimulate sales.



Visual Merchandising is an essential component of store design and can be used to evoke customer response, lure customers into the store and entice them to buy. It encompasses all environmental aspects of a store such as mannequins, forms, props, fixturing, lighting, signage, and so forth. Visual merchandising should reflect your specific retail image and reinforce your design concept.

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Studies confirm that attention to visual merchandising directly influences earnings. Dramatically illuminated, eye-catching window displays attract customers into your store. Complementary merchandise displayed on attractive fixtures generates multiple sales, as does the use of appropriate fixtures to highlight small items that could otherwise go unnoticed in a busy store.



## Storefront

Our centers are designed to maximize the tenant's impact and visibility. Just as the store is designed to sell merchandise, our centers are designed to sell the store to the customer. Given that the average exposure time of your merchandise to a passing shopper is five to seven seconds, you must design a store that attracts the customers and encourages them to enter your store and explore the space.

This is achieved when a creative and cohesive store design establishes a signature identity for the merchandise presentation and is carried throughout the sales area. Signature storefronts employ imaginative use of materials and architectural elements, appropriate signage and a creative merchandise presentation.

## Storefront Finish Treatments

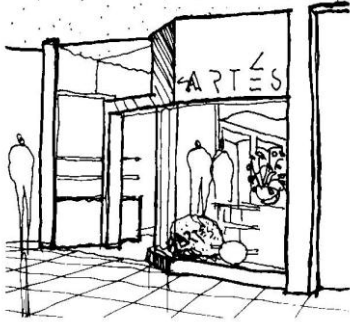
Determining the finishes to be used on the storefront requires consideration of several issues, such as the quality of the material, appropriateness to the character of the store, and durability and maintenance. These issues significantly affect the customer's perception of your store and merchandise. We encourage the use of innovative materials. Appropriate treatments include:

- Marble, granite, and other natural stone products
- Lacquered surfaces (when 4 to 6 coats are specified)
- Metals (no plated laminates)
- Solid-core plastic laminates
- Stained or natural finished hardwoods

Mirror, high gloss plastic laminates, rough sawn wood, painted drywall, wall covering, brick, stucco, and anything that would be considered a non-durable material or lacking in visual quality, are not recommended as storefront treatments. Consideration must be given to the project environment.

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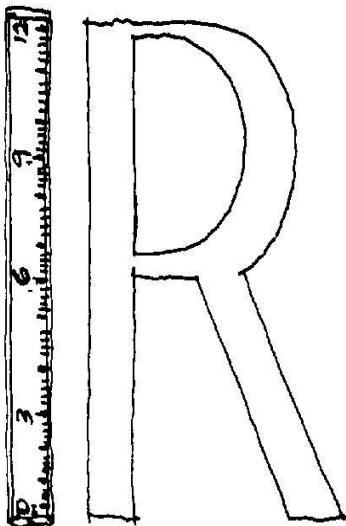
## Signage and Graphics



Signage and graphics do more than just provide a name for your store. Signage should reinforce the character and quality of your store design and, as a counterpoint that enhances your merchandise presentation, size, character, typography, composition, illumination, and height are important factors that make every storefront sign unique. Acceptable signage formats are limited only by your imagination. However, some formats (flashing or moving signs, exposed neon and vacuum formed signs) are prohibited by the Lease agreement.

Acceptable formats include:

- Surface-applied dimensional metal letters with indirect illumination
- Etched and gold leaf signage
- Light conductive, edge-lit glass
- Push-through, illuminated lettering (should project beyond background surface 2" minimum)
- Channel-lit lettering (neon in a metal can with translucent plastic letter faces)
- Reverse channel-lit lettering (i.e., pin mounted and back-illuminated) mounted on a non-reflective background surface.

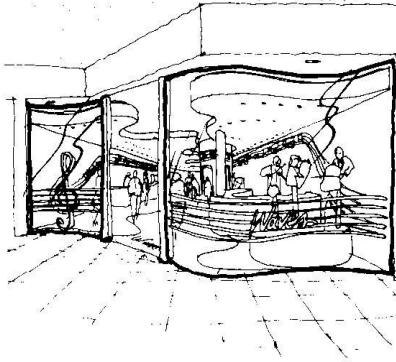


Depending on the lettering style and sign layout, storefront signage formats are restricted to an average height of twelve inches with a maximum height not exceeding fourteen inches. Typically, one sign identifying the trade name of the Tenant as indicated in the Lease is permitted for each tenant.

Extraneous signage such as credit card signs, posted store hours, etc. should not appear at or near the storefront, as they detract from the complete merchandise statement and architecture. Obviously, promotional signage is needed, but their use can damage the overall appearance of the store and be detrimental to the general image of the center. Promotional signage should therefore be done in good taste.

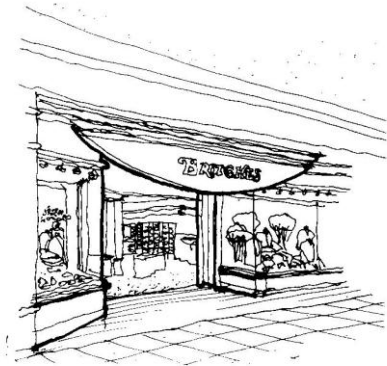
# BEVERLY CENTER

## Glazing



Glass plays an integral role in the storefront design. Properly treated it contributes to the design's overall effectiveness, merchandising presentation and helps reduce "threshold resistance." Glass should be treated like any other material and should be used in a way that reinforces the store's complete design, style and character. In contemporary designs for example, full-height, butt glass is preferable to framed windows. Refer to the local building codes when sizing of full height glass members. Traditional designs could employ articulated moldings, muntins or beveled glass. Leaded or stained glass also may be appropriate but may not be simulated, applied or reproduced in acrylic or plexiglass. All exposed edges should be polished. Silicone shall not be used unless required by local code. Clips or brackets, when required, should complement the design and not detract from the beauty of a clean and uninterrupted view of the store and merchandise.

## Entrances



A key element of storefront design is the determination of the entrance aperture. Historically, the size of the entrance to a store has been inversely proportional to the price point of the merchandise; that is, the higher the price point the smaller the opening and vice versa. Equally important for the overall presentation of your merchandise is the articulation of the entry with the surrounding storefront architecture. In stores where a narrow entrance aperture is appropriate, hinged, pedestrian-sized doors that can be locked in an open position could be considered.

## Floor Plan

To be effective, the interior design of the retail space must relate to the architecture and visual merchandising statement made at the storefront. When accomplished successfully, the overall design adds cohesiveness to merchandise presentations suggesting a distinctive feeling of character and quality beyond that of the product itself.

The floor plan should be designed to permit freedom of movement throughout the store. A successful plan will augment the merchandising strategy by offering opportunities to view displays, focus on promotions and interact with store personnel.

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## Floor Treatments

Floor treatments should be designed and specified to reinforce the character of the store concept and image. Regardless of the spatial configuration, a hard surface floor material is required at the storefront lease line and must extend at least five feet into the store. Hard surface treatments that may be used include:

- Marble, granite or stone
- Hardwood floors
- Poured-in-place terrazzo or pre-manufactured terrazzo tiles
- Ceramic tile (particular consideration should be given to color combinations, matching grout color). Minimum, acceptable tile size is 12" x 12".

## Ceiling Treatments

Just as floor treatments should reflect the fixturing and merchandise layout, so too should the ceiling accentuate the merchandise presentation. Articulated ceilings (i.e., ceilings of various heights, lighting coves, coffered ceilings, soffits, etc.) reinforce the design statement without interfering with merchandising. Ceiling treatments can be used to enhance the merchandise, emphasize or de-emphasize areas, and provide drama and focus.

It is surprising, considering all the effort that goes into a store's other design elements, the ceiling itself all too often reads like an afterthought. Ceilings are often crammed with a potpourri of lighting fixtures, air-supply, and exhaust registers, smoke detectors, sprinklers, sound systems and the like. For this reason, special consideration should be given to the design of ceilings.

Gypsum board ceilings are encouraged in all stores. Other recommended ceiling treatments include:

- Tin, aluminum, and other metals
- Wood
- Slats, panels or open-cell grid patterns
- Trompe l'oeil painting (faux clouds, windows, etc.)
- Fabrics (confirm local codes governing their use in sprinklered spaces).

Two by two-foot, regular, acoustical ceiling tile is the minimum acceptable ceiling treatment in sales areas and areas visible from the sales area. We strongly encourage more ambitious ceiling and lighting configurations based on merchandise, price point, location and size of your store. Lay-in ceilings in combination with gypsum board ceiling drops shall echo the configuration of the floor plan. Lay-in ceilings in conjunction with hard surface ceilings are best differentiated by a vertical distance of at least two inches as measured between their horizontal planes. Hard surface ceilings should continue horizontally at each plane four inches.

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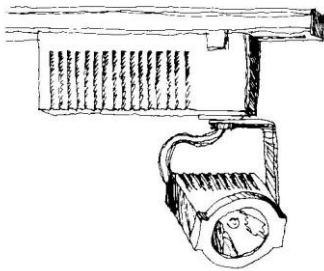
## Wall Treatments

Wall treatments present an excellent opportunity for creativity. The concern to provide a complementary backdrop for the merchandise often causes designers to overlook the chance to frame the merchandise presentation or create feature displays. Wall treatments should reflect the architecture and image established at the storefront. The rear wall should emphasize the visual merchandising and store design. Acceptable wall finishes include:

- Wall fabrics framed by architectural elements
- Wood trim, moldings or panel treatments
- Cast gypsum and fiberglass fabrications
- Painted gypsum board or painted plaster on lath
- Pre-finished or perforated metal panels
- Back-painted or etched glass
- Textured paint product
- Marble, granite or stone
- Commercial grade fabric wall coverings, synthetics, and vinyl materials.

## Lighting

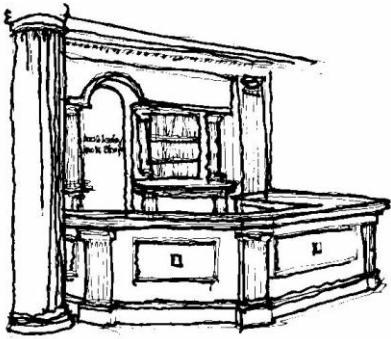
Lighting is an essential and integral part of the visual presentation and store design. The role of lighting in the development of a successful retail environment includes fulfilling the following objectives:



- Provide proper illumination to enhance and dramatize the Merchandise
- Establish highlights of the merchandise presentation to distinguish visual organization and flow.
- Create the desired ambience within the sales area.

Technically speaking, a lighting designer needs to consider three principal characteristics of lighting: 1) correct lumen level, 2) good color rendition and 3) uniformity of coverage. These lighting principles should be applied to retail design using the following categories: ambient lighting, perimeter lighting and accent lighting. The proper balance of these types is key to appropriately lighting a retail merchandising environment. Typically, ambient lighting has the lowest level of intensity, perimeter walls are brighter to draw the customer into the area, and accent lighting is the brightest, to highlight display features. Task lighting, a fourth category, is used for illuminating small work areas.

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## Cash/Wrap

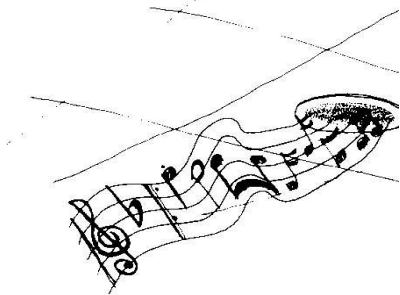
Cash and wrap counters can be used as fixtures and should reflect the store architecture as well as other presentation elements. They play an important role in reinforcing your store design and servicing customer transactions. Special attention should be given to concealing all required functions such as equipment, packaging materials, refuse, cash drawers, cash registers, telephones, etc. The cash and wrap counter should not be visible from the mall area and should be set back from the storefront lease line a minimum of

twenty feet. Be sure to provide a writing surface so customers can write checks or sign credit card vouchers.

## Neon

Creativity, combined with good taste and common sense, are watchwords in designing with neon graphics. Although bare-tube neon may be acceptable as a graphic design element (when used in moderation) it generally is not favored as a graphic tool. Excessive use of neon or any neon within ten feet of the storefront lease line or on the storefront is restricted by the Lease agreement. Proposed neon details must be submitted with the Construction Documents for Landlord's approval.

## Sound



Sound and aromas affect store atmosphere, setting the mood subliminally and enticing the customer to purchase. The importance of these sensory ingredients in the shopping experience should not be neglected. If customers find that these sensory experiences match their expectations they are likely to remain longer, increasing your opportunity for making a sale.

A carefully planned music program should coincide with your store theme and retailing strategy. Sound systems should be professionally installed with built-in speakers and components that are concealed and accessible only by the store manager. When choosing speakers and components that are visible, be sure they agree with other design elements. All speakers should be installed to direct their sound to the interior of the store and not be audible in the common area.

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## KIOSK CRITERIA

### **Introduction**

Included in this handbook is a summary of design elements essential to the creation of a successful kiosk design. We seek to ensure that the design takes advantage of every available nuance to optimize the Tenant's potential. The design must evoke a sense of personality and a positive image that captures the customer's attention.

We encourage tenants to be creative and innovative and recommend that they work with experienced professionals to create an inviting and exciting kiosk.

### **Environmental Concerns**

We encourage a concerted effort on the part of every retailer and architect to select finish materials which are derived from the earth's renewable resources. Materials that are endangered or harmful to the environment should be avoided.

### **Visual Merchandising**

Visual merchandising is an essential component of kiosk design and can be used to evoke customer response and entice them to buy. Visual merchandising should reflect your specific retail image and reinforce your design concept.

### **Kiosk Design**

Creative and cohesive kiosk design establishes a signature identity for the merchandise presentation and is carried throughout the kiosk's detailing. This can be achieved by employing imaginative use of materials and architectural elements, appropriate signage and a creative merchandise presentation.

### **Finish Treatments**

Determining the finishes to be used on the kiosk requires consideration of several issues, such as the quality of the material, appropriateness to the character of the merchandise, and durability and maintenance. These issues significantly affect the customer's perception of the level of quality and value one's image needs to reflect. We encourage the use of innovative materials. Treatments that typically are acceptable include:



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- Marble, granite, and other natural stone products
- Solid-core plastic laminates
- Stained or natural finished hardwoods
- Lacquered surfaces (when 4 to 6 coats are specified)
- Metals (no plated laminates).

Alternative kiosk material treatments will be considered by the Landlord, based upon the overall impact of the proposed design. Finishes that are not acceptable are mirror, high gloss plastic laminates, rough sawn wood, painted drywall, wall covering, brick, stucco, and anything that would be considered a non-durable material or lacking in visual quality.

## **Signage and Graphics**

Signage and graphics do more than just provide a name for your kiosk. Signage should reinforce the character and quality of your kiosk design and act as a counterpoint that enhances your merchandise presentation. Acceptable signage formats are limited only by your imagination. However, some formats (flashing or moving signs, exposed neon and vacuum formed signs) are not acceptable. Acceptable formats include:

- Surface-applied dimensional metal letters – non-illuminated.
- Etched and gold leaf signage
- Light conductive, edge-lit glass
- Push-through, illuminated lettering (must project beyond background surface 1/2" minimum)

Depending on the lettering style and sign layout, kiosk front signage formats are restricted to an average height of six (6) inches with a maximum height not exceeding eight (8) inches. No more than two signs at opposite sides of the kiosk identifying the trade name of the Tenant is permitted for each kiosk. No additional signage will be permitted (i.e., sale signs).

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**Floor Plan** The floor plan should be designed to permit freedom of movement throughout the kiosk. A successful plan will augment the merchandising strategy by offering opportunities to view displays, focus on promotions and interact with store personnel. No portion of a kiosk shall project beyond the described Lease Line as indicated on the Landlord Space Layout. The kiosk's physical floor plan layout may not exceed an area larger than indicated in Tenant's Lease Exhibit. Its height shall not exceed 3'-6", with the following exception: 10% of the kiosk's total lineal footage may exceed 3'-6" in height, but not be greater than 4'-6" in height at its tallest point.

**Wall Treatments** Wall treatments present an excellent opportunity for creativity. The concern to provide a complementary backdrop for the merchandise often causes designers to overlook the chance to frame the merchandise presentation or create feature displays. Wall treatments should reflect the architecture and image established by the kiosk itself. Acceptable wall finishes include:

- Pre-finished or perforated metal panels
- Custom slat wall and custom color metal grid
- Back-painted or etched glass
- Textured paint products
- Marble, granite or stone (slabs are preferred over tiles)
- Commercial grade fabric wall coverings, synthetics, and vinyl materials (butt seams on corners are unacceptable).

**Display Cases** Display cases, including refrigeration units, bakery units and the like, should be constructed to reflect your overall kiosk design. Pre-manufactured units are not always made with high style design in mind and may need to be modified to assure continuity with the overall image of the store. Take care to ensure that cases are deep enough to fully accommodate the size and scale of the merchandise. Customers should not be permitted to tamper with any controls, so be sure to conceal them or make them inaccessible. Glass display cases must utilize tempered glass. All merchandise must be contained within the display cases/fixtures. No merchandise is permitted on or within 8" of the floor, and should not be stacked or hung above 4'-6".

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## **Visual Merchandising Components**

The key to successful visual merchandising is understanding its two merchandising distinct components: merchandise presentation and display. Merchandise presentation is about the arrangement and maintenance of merchandise on fixtures and walls, while display is about theatricality and imagery. Visual merchandising components are the foundation of good visual presentation. Busts, forms and props bring clarity and versatility to the presentation. They must reflect the character of your kiosk design, merchandise and customer.

## **Lighting**

All lighting shall be concealed or shielded and directed down toward merchandise.

## **Video Electronics**

Electronic graphics are a wonderful way to attract, educate and entertain customers. Because they are not always appropriate, however, and can have a detrimental effect, their use must receive Landlord approval. The Tenant is responsible for identifying all such equipment in drawings submitted for Landlord's review. When permitted, video electronics can convey visual messages that are subtle or distinctive (but always in good taste) depending on the medium and the strategy you choose. TV monitors, rear projection screens, slide format and holography devices should have built-in components and be visible only to the extent that the graphic is viewed. Sound systems will not be permitted

## **Power Source**

Coordinate the location with the Landlord's facilities director.

## **Telephones**

Coordinate all phone and internet services through Granite Telecommunications at 855-GRT-GRID (855-478-4743).

## **Packaging**

The packaging in which customers carry their purchases from the store conveys a message about your store long after the merchandise has left the premises. It provides an excellent opportunity to advertise your name. Therefore, because its design can be as detrimental as it is beneficial, your packaging must be carefully considered.