

RETAIL DESIGN CRITERIA

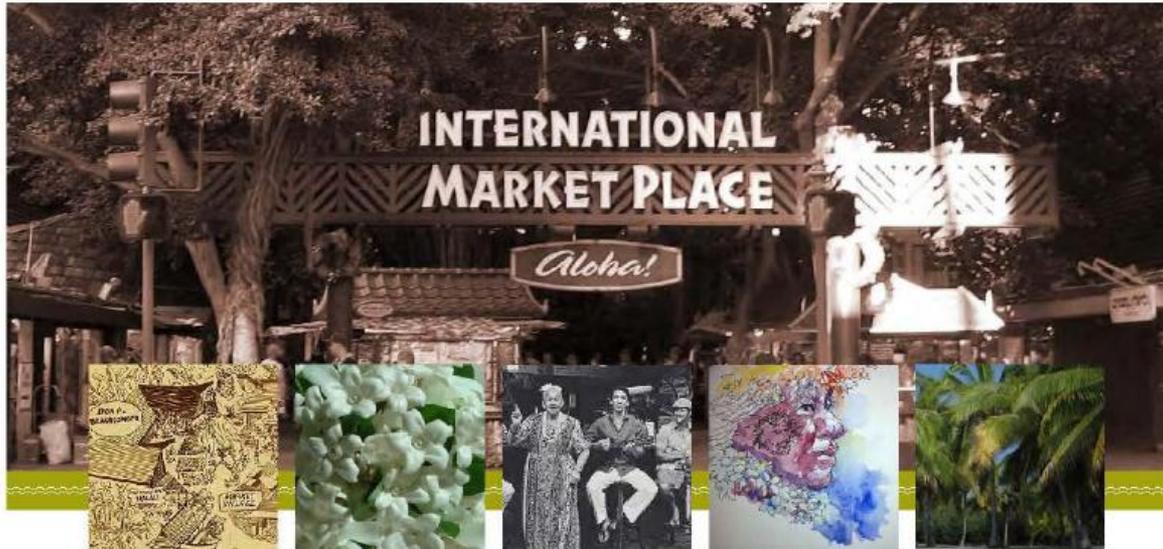
INTERNATIONAL MARKET PLACE

Honolulu, Hawaii

July 15, 2015

Please Note:

- This Retail Design Criteria has some portions applicable to all Tenant spaces, but primarily intended for Interior Retail Tenant spaces.
- Street Facing Tenants: Tenant Spaces on Levels 1 and 2 that are visible from the public right of way should use the Tenant Storefront Criteria for Street Facing Tenants found on TC Website.
- Level 3 Tenants: Tenant Spaces located on the Level 3 Grand Lanai should use Grand Lanai Criteria found on TC Website.
- TC Website: <http://tenantcoordination.taubman.com/International%20Market%20Place.htm>



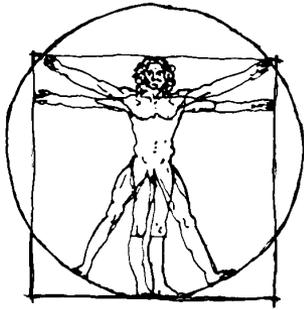
Experience the revitalized International Market Place,
celebrate the history of the land and its people
and perpetuate the legacy of the queen in the gathering place of Waikiki.

E komo mai, Come and belong!

Tenant Design Criteria

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.



The **International Market Place** will provide an opportunity for Tenant's to express their individual identity & branding through the use of high end, sophisticated and sustainable materials.

It is the intent and expectation that the Landlord, in concert with their tenants, and this Tenant Criteria, that we work together to further infuse the Tenant's Brand Identity with layers of similar detail to compliment this uniquely Hawaiian retail environment. Retailers are encouraged to infuse their brand with elements containing a recognizable symbolic relationship to Hawaii's environment, people or culture.

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

PROJECT OVERVIEW

INTERNATIONAL MARKET PLACE

*“Experience the revitalized International Market Place,
celebrate the history of the land and its people
and perpetuate the legacy of the Queen in the gathering place of Waikīkī.”*

DISCOVER THE REVITALIZED CENTER OF WAIKĪKĪ . . .

A new world-class retail, entertainment, cultural and educational core for Waikīkī. Reinvented to respond to the desires of today’s urban resort destination visitors, expressing a restored and recaptured soul recalling the International Market Place’s iconic and nostalgic past and magical charm. A unique and signature gathering place for locals and visitors alike.

CELEBRATE THE REBIRTH OF KALUAOKAU . . .

A land once bestowed with abundant gifts of nature, now enriched through its history retold. Reengage with this past epicenter of activity in ancient Hawai‘i, a place of watchful àumakua, benevolent ali`i and industrious maka`āinana. Become reacquainted with this sacred place and return Kaulaokau to a place of prominence. A Piko reborn in Waikīkī.

PERPETUATE THE LEGACY OF THE QUEEN . . .

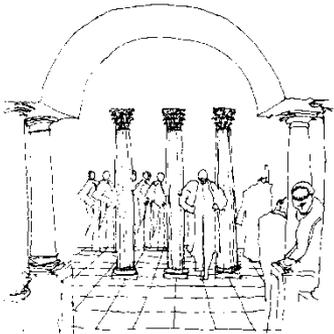
Queen Emma Kaleleonālani Ne`eā Rooke, and her òhana, husband King Kamehameha IV Liholiho and son, Prince Albert Edward . . . a legacy based upon her love for Hawai‘i and its people and embodied in her mission to provide in perpetuity quality health care services to improve the well-being of Native Hawaiians and all the people of Hawaii.

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.

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 generate 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

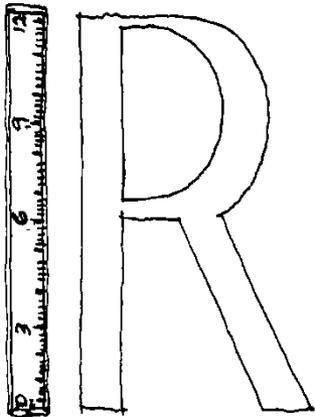
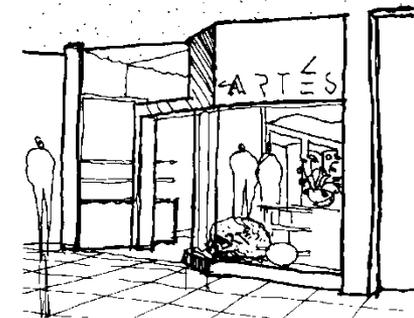
Mirror, high gloss plastic laminates, rough sawn wood, painted drywall, wall covering, brick, stucco, and anything that would be considered a non-durable material or lacking in visual quality, are not recommended as storefront treatments. Consideration must be given to the project environment.

Signage and Graphics (See Sign Criteria for more detailed information)

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.

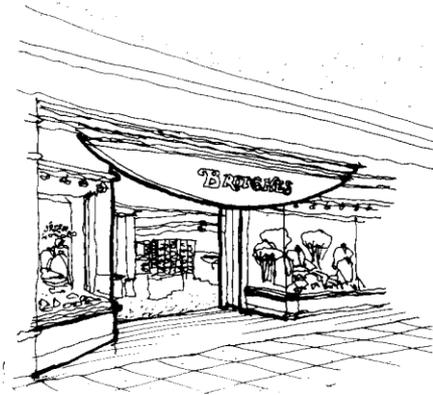


Depending on the lettering style, sign layout, overall storefront signage formats and locations within the development there are restrictions on the average sizes lettering. Please refer to the Sign Criteria for the specific requirements. Typically, one sign identifying the trade name of the Tenant as 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.

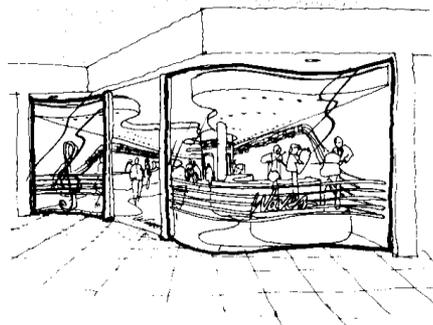
INTERNATIONAL MARKET PLACE

Entrances



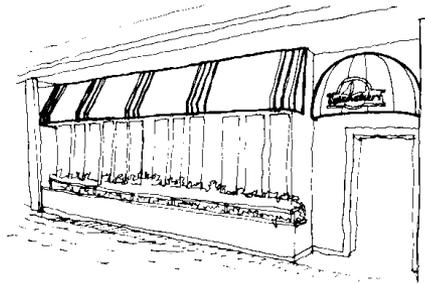
A key element of storefront design is the determination of the entrance aperture. Historically, the size of the entrance to a store has been inversely proportional to the price point of the merchandise; that is, the higher the price point the smaller the opening and vice versa. Equally important for 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.

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.

Awnings



When integrated into the storefront design, canvas awnings can be effective, but they should be used judiciously and are subject to Landlord approval.

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.

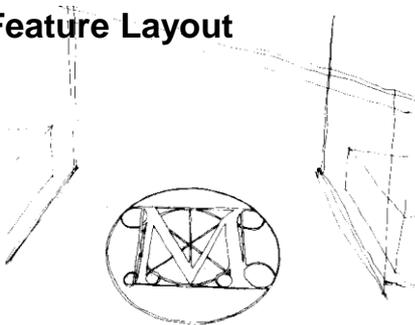
The floor plan should be designed to permit freedom of movement throughout the store. A successful plan will augment the merchandising strategy by offering opportunities to view displays, focus on promotions and interact with store personnel.

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:

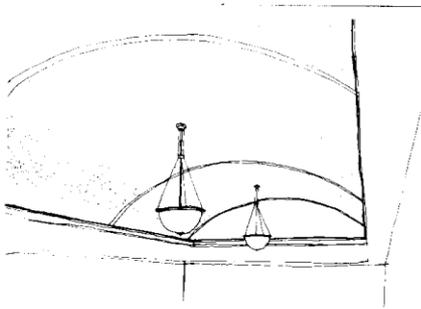
- Marble, granite or stone
- Hardwood floors
- Poured-in-place terrazzo or pre-manufactured terrazzo tiles
- Ceramic tile (particular consideration should be given to color combinations, matching grout color). Minimum, acceptable tile size is 12" x 12".

Feature Layout



Carpeting should be of superior quality. Insets, borders and walkways can be devised to help identify merchandise categories or areas of special focus by combining different colors, textures or patterns of carpets. Direct glue-down carpet installation is preferable to carpets installed over padding. Likewise, area rugs may be used over hard-surfaced floor treatments where added emphasis or a certain ambiance may be desirable. In all instances, it is important that flush transitions be provided between floor treatments to minimize visual distractions and walking hazards. Floor treatment reducer strips can be trip hazards and are not permitted

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.

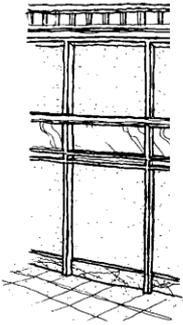
It is surprising, considering all the effort that goes into a store's other design elements, the ceiling itself all too often reads like an afterthought. Ceilings are often crammed with a potpourri of lighting fixtures, air-supply, and exhaust registers, smoke detectors, sprinklers, sound systems and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

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 products
- Marble, granite or stone
- Commercial grade fabric wall coverings, synthetics, and vinyl materials.

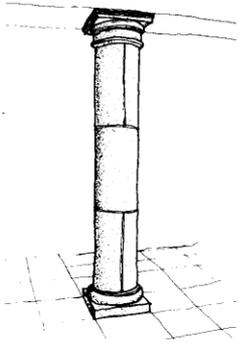


Dressing Rooms

Given the sophistication and selectiveness of today's typical shopper, dressing rooms are an increasingly important part of the store's total impact. It is important to consider:

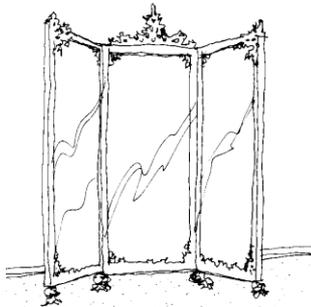
- Walls treated with vinyl wall covering or other soil-resistant finish.
- Rooms adequately sized with appropriate seating (preferably built-in) and mirrors.
- A shelf, hook or stand for customer's packages, clothing, handbags, and other items.
- Lighting that is subtle and designed specifically to enhance the environment in which the merchandise will be displayed.

Columns



It was once a common (though unsuccessful) design practice to make columns "disappear" by wrapping them with mirrors. Today, we prefer to acknowledge and even showcase columns, using materials and architectural elements found at the storefront and throughout the store. The architectural treatment of columns is, therefore, an integral element of the store design. For these reasons, mirrored columns should not be considered unless the mirror is an integral part of the column treatment. Columns may sometimes be used for focal point display or a single-hook garment presentation.

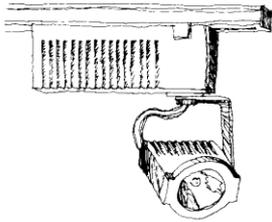
Mirrors



Mirrors are an integral element in the successful design of stores selling clothing, jewelry and accessories. Unfortunately, mirrors and other reflective materials have often been used excessively and to the point of creating visual confusion that detracts from the merchandise. Mirrors therefore, must receive careful consideration as to their effective integration with the merchandise presentation, fixture design and overall design theme. We recommend a moderate and judicious use of mirrors within the following guidelines:

- Mirrors in dressing rooms are encouraged.
- Mirrored wall treatments, particularly as backgrounds to merchandise, confuse merchandise presentation.
- Mirrors used on the storefront, in display windows or visible from the mall area create unwanted reflections, confuse merchandise presentation and therefore, should not be used.

Lighting

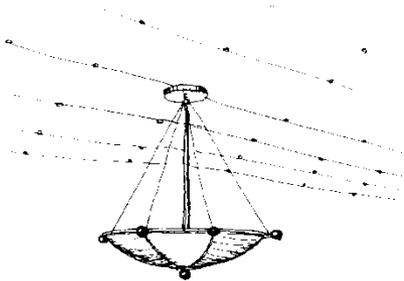


Lighting is an essential and integral part of the visual presentation and store design. The role of lighting in the development of a successful retail environment includes fulfilling the following objectives:

- 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.

Ambient Lighting

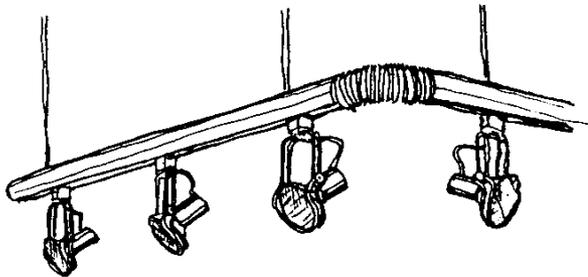


The goal in ambient lighting design is to develop a general light level consistent with the merchandise or service and allows the customer to distinguish the features, colors, and other attributes of the displayed merchandise.

Lighting sources that may be considered for this function include:

- Recessed compact fluorescent, halogen par lamps, or incandescent downlights
- Fluorescent or neon cove lighting (fully concealed from storefront).
- Recessed metal halide light fixtures
- Custom designed chandeliers or suspended light fixtures
- Two by two-foot lay-in fluorescent light fixtures with deep cell parabolic lenses are the maximum acceptable light fixture size.

Perimeter Lighting

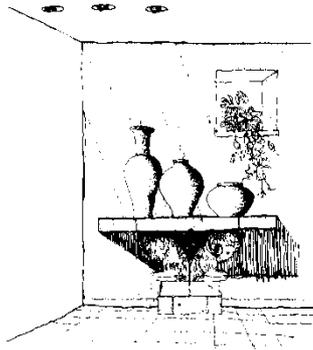


Perimeter lighting refers to the illumination of merchandise displayed on wall fixtures. Such lighting provides general illumination on the merchandise and can create dramatic effects when used with the proper fixtures, spacing, and lamp sources. Linear arrangements are recommended. Lighting fixtures appropriate for this purpose include:

- Suspended light fixtures
- Low-voltage track lighting
- Halogen track lighting (line-voltage system)
- Recessed compact fluorescent or halogen downlights
- Indirect fluorescent lighting recessed within coves or valances a minimum of four inches.

In general, fluorescent lamps should be specified with a high-color rendering index of approximately 3500°K.

Accent Lighting



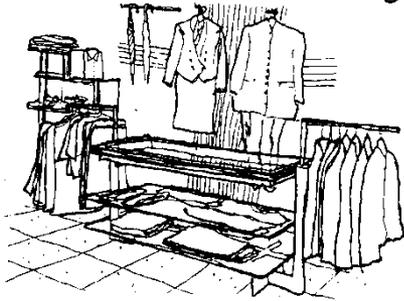
Accent lighting performs a multi-faceted role in retail design. It can provide focus, orientation, and dramatic impact to the merchandise statement, highlight key displays, enhance the sales atmosphere and provide complimentary illumination to the presentation. Accent lighting fixtures to be considered include:

- Halogen par light fixtures
- Halogen track light fixtures (line-voltage system)
- Low-voltage track lighting (spot focused lamps, not flood lamps)
- Recessed, directionally adjustable, low-voltage incandescent fixtures.

The use of color filters may be incorporated with these light fixtures to add dramatic effects to merchandise displays. Conventional accent lighting using standard incandescent lamps is not recommended due to its inferior color rendering and focusing properties compared to light sources mentioned above.

Task Lighting

Task lighting is used for tasks in which detail work rather than general illumination is required. There are many methods for employing task lighting but typically, recessed incandescent lighting or table lamps are used. Task lighting can be effective and beneficial, and should be considered for use at the cash/wrap counter, jewelry demonstration or examination areas, and so forth.



Fixturing

Fixturing is essential to the successful presentation of merchandise. It should complement and reflect the store attitude, reinforce the entire design concept, create visual order, and be adaptable to permit changes in merchandise arrangements. It is important to review all future merchandise categories to ensure appropriate display and fixturing capabilities. Below is a summary of several fixture types and their use.

Floor Fixtures

Custom-designed floor fixturing reinforces and enhances the merchandise presentation. Integrate custom fixturing with the surroundings so that the merchandise is the focus. We suggest selecting from a variety of colors, materials and finishes to improve your merchandise presentation.

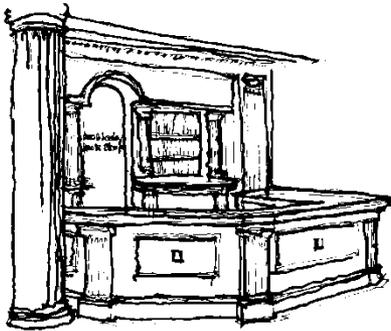


Walls and Shelving

The development of the perimeter walls requires serious consideration in the design process. Wall fixturing should be custom-designed to complement the presentation. Laminated and wood shelves should be dimensional or have a vertical edge. Glass shelves should be engineered to support the merchandise displayed, with all edges polished. Other materials may be well suited, and we encourage the imaginative use of materials in constructing shelving systems. Standards should be fully recessed into the wall surface.

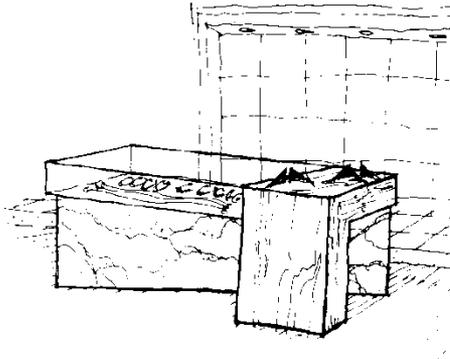
Cash/Wrap

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 counters 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.



Display Cases

Display cases, including refrigeration units, bakery units and the like, should be constructed to reflect your overall store 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.



Accessories/Hardware

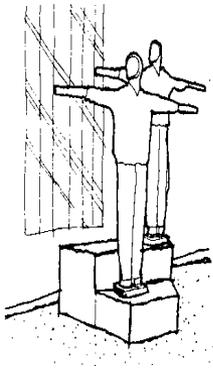
Accessories and hardware make a store design and merchandising system work properly and make shopping convenient for customers. Brackets should be hidden or color-coordinated unless, they are making a statement that coordinates with your total store design. Dressing rooms require special attention to such details as hooks, shelves, seating, door closures and signage. Entrance doors and fixture hardware should be designed for simple operation and should complement the image of the store.

Countertop Fixtures

Countertop fixturing is extremely important for point-of-sale merchandising. Often these items are impulse purchases and need suitable fixturing to make them appealing. These fixtures should not be unstable, messy or over-merchandised, and should never interfere with customer/salesperson interactions.

Visual Merchandising Components

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

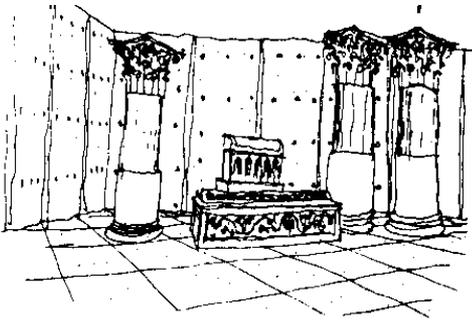


Mannequins

The mannequin's primary purpose is to display merchandise as it appears on the human form. It's critical, therefore, to choose a type, style, and finish that reflects your target customer and type of merchandise. Mannequins are an important investment and play an integral role in imparting your store's personality and attitude to the customer. They will be effective only as long as they remain fashionable, and may require periodic updating.

Forms

Forms are a directional device designed to make frontal views of merchandise visible from a distance to attract customers. A visual merchandiser is the most appropriate person to select and specify forms, since ill-conceived designs may have a negative impact. Not all manufacturers fabricate forms with great care and you are encouraged to be selective or better yet, have your forms custom-designed. We suggest that you buy forms in quantities to permit displaying merchandise in single or multiple arrangements.



Props

Props create the drama and theatrical effect that can make each store's unique and exciting window display. Usually, signature props are part of your store design concept, and they contribute significantly to the customer's perception of the store image and style. Props can promote interest and enhance merchandise presentation. In planning your props, be creative and don't limit your selection to items from display house catalogs.



Interior Signage and Graphics

Though many stores employ sophisticated designs, interior signage is not always addressed with the same skill and dedication. We offer the following suggestions to help address this concern. Permanent interior signage and graphics should be three-dimensional, fabricated in a substantial material, and be submitted with the store design. Promotional and sale signs should be properly designed, framed or suspended.

Promotional



Promotional signage should be considered at the time your store is designed. Printed, well-designed graphics will make a promotional sign succeed, whereas handwritten, marker-style signs will contribute to an unfavorable impression. There are many innovative promotional signage systems that are aesthetically pleasing and convenient for sales personnel to use.



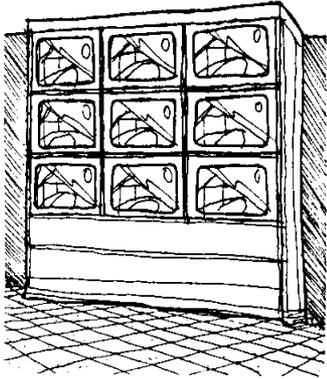
Ticketing

Ticketing is an essential ingredient in the decision to buy and should be clearly read and understood. Logo, graphics, color and printing should be used to reinforce the merchandise value and quality and help convey messages regarding specially priced merchandise.

Informational

Signage used to inform customers about store policies - smoking restrictions, seating practices, restroom locations, daily menu specials, etc. - are necessary but should not be an afterthought. The designer is responsible for identifying all signage of this type and for specifying same in the Construction Documents. Informational signage should be designed to maintain artistic consistency.

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 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.

Neon

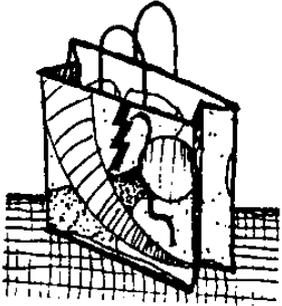
Creativity, combined with good taste and common sense, are watchwords in designing with neon graphics. Although bare-tube neon may be acceptable as a graphic design element (when used in moderation) it generally is not favored as a graphic tool. Excessive use of neon or any neon within ten feet of the 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.



Photographs

Photographs are often overlooked as an element of store design. Compared to other types of graphic media, they are less costly and have no limitations regarding subject matter (except good taste) and consideration for all potential customers. Photographs should be sized in proportion to the scale of the visual display they support.

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.

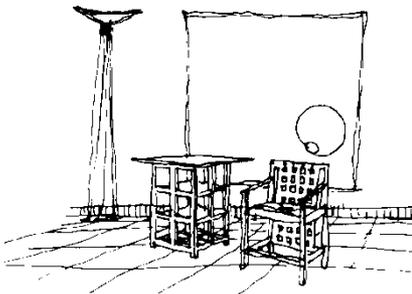
Foliage



Many high quality silk plants readily available today are hard to distinguish from live plants. Silk foliage is sometimes preferable because of maintenance concerns or impracticalities, but should be identified on drawings submitted to the Landlord for approval. Live plants may be appropriate whenever high quality and attention to detail is of primary concern. Plastic and poor quality synthetic foliage is not allowed. If you use permanent planters, you should employ a plant maintenance company. Foliage should be readily accessible for watering and other care. Baskets, plastic or wooden containers of low quality are inappropriate for commercial use. Proper detailing and specifications of the foliage and planters is paramount to the success and longevity of the foliage program.

Furniture

Furniture should reinforce the store merchandising concept and conform to the store function. It may supplement the fixturing system or serve as props for visual merchandising. When selecting furniture and upholstery for a retail environment, be mindful of the additional wear and tear it will receive.

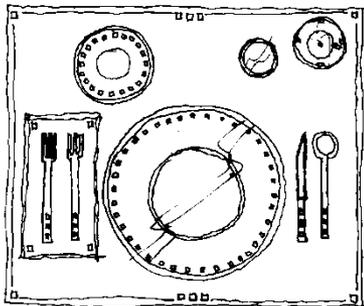


Sound and Olfactory



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.



Restaurant

Restaurant design is a specialized area of retail architecture and requires the talents of an experienced professional who must create an atmosphere consistent with the type of food and service sold. Among other concerns is the degree of formality of the restaurant architecture: Is this a limited service operation or a full service restaurant? Many principles of retail design apply, but familiarity with restaurant design is essential.

Office Equipment

Electronic equipment plays a vital role in operating a retail business. Computers, fax machines, telephones and bar code scanners are essential for successfully running a business. With this equipment comes the need to incorporate their use in the design. Equipment should not be visible from the mall area or your customers. Telephones should not be wall mounted, but should be incorporated into the design of the cash/wrap counter along with computers or cash registers, which should be recessed and visible only to the extent that the sale price is visible. These same considerations should be given to equipment used to operate the store. Locate equipment in the rear stock or office area of the store.

Mechanical and Electrical

Successful retail design requires consideration of all elements of the interior space, and that must include visible mechanical and electrical equipment. Sometimes an otherwise beautiful design is spoiled by an ill-conceived detail. It would be disappointing for a tenant to have spent a lot of time and money for a marvelous design, only to have it muddled with a drinking fountain located in full view as a focal point at the store entrance. We recommend that you give thought to these elements, considering:

Grilles, Registers and Diffusers

Use perforated diffusers with interior directional louvers whenever they are used in a lay-in ceiling. Paint the interior black so the inner workings are not visible. For hard surface ceilings, use linear diffusers that are finished to match the ceiling. Whenever possible, incorporate air returns into light coves so they will not be visible.

Exit Signs and Emergency Lights

Exit signs and emergency lights with remote battery packs should be used. Exit signs should be edge-lit or recessed models. When possible, selected store light fixtures should be specified to serve as emergency lighting. This requires a concealed battery back-up. The designer should coordinate exit sign and emergency lighting locations with the ceiling design to achieve the most desirable and least obtrusive sight lines.

Electrical Switches and Receptacles

Selection of switches and receptacles requires specifying quality fixtures, color coordinated or finished to match surface finishes. Use care when locating receptacles at the storefront or in display windows as they should not be visible from the mall.

Drinking Fountains

Drinking fountains are sometimes required by the local code or may be desirable from an operational standpoint. They should be accessible to the customers and store employees they serve, but should not be visible from the mall and should not interfere with the merchandising or circulation of the space.