



# INTERNATIONAL MARKET PLACE

HONOLULU, HAWAII

TENANT STOREFRONT CRITERIA  
FOR STREET FACING TENANTS

28 August 2015

 JPRA ARCHITECTS



WCITARCHITECTURE

Taubman



# INTRODUCTION

## GUIDELINES INTENT

The intent of these guidelines is to provide Tenants with an overview of the International Market Place project character, and how tenants are anticipated to complement that character through the use of quality designs, materials and execution. These guidelines are meant to foster imaginative design solutions that reflect a genuine Hawaiian sense of place and contribute to the overall atmosphere of the International Market Place.

## TABLE OF CONTENTS

PROJECT OVERVIEW.....	3
WAIKIKI SPECIAL DISTRICT - HAWAIIAN SENSE OF PLACE .....	4
INTERNATIONAL MARKET PLACE - DESIGN FEATURES .....	5
TENANT CRITERIA.....	6
• STOREFRONT DESIGN	
• MATERIALS, FINISHES AND COLORS	
• ENTRANCES	
• SHADING DEVICES, AWNINGS AND CANOPIES	
• SIGNAGE AND GRAPHICS	
• LIGHTING	
• VISUAL MERCHANDISING	
• OUTDOOR DINING	
PLANS AND ELEVATIONS.....	8
PLANS AND ELEVATIONS.....	9
SECTION.....	10
BASE BUILDING MATERIALS - KALAKAUA AVENUE.....	11
BASE BUILDING MATERIALS - KUHIO AVENUE .....	12
SIGNAGE DESCRIPTIONS.....	13
SIGNAGE - UNIFYING ELEMENTS AND SIGNAGE EXHIBITS.....	14-21



# 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 āumakua, benevolent ali`i and industrious maka`āinana. Become reacquainted with this sacred place and return Kaluaokau to a place of prominence. A Piko reborn in Waikīkī.

### PERPETUATE THE LEGACY OF THE QUEEN . . .

Queen Emma Kaleleonālani Ne`eā Rooke, and her ʻōhana, 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.



## WAIKIKI SPECIAL DISTRICT - HAWAIIAN SENSE OF PLACE

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### WAIKIKI SPECIAL DISTRICT

The following are excerpts from the Waikiki Special District Design Guidelines, Department of Planning and Permitting, City of Honolulu, May 2002:

Waikiki today is a sophisticated urban resort marked by diversity and contrast. The Waikiki Special District Design Guidelines are aimed at restoring the basic appeal of a pedestrian-friendly environment. The guidelines suggest specific design elements which help impart a Hawaiian sense of place through the use of natural building materials, colors which complement a tropical landscape, and scale reducing elements such as hip roof forms, canopies and awnings.

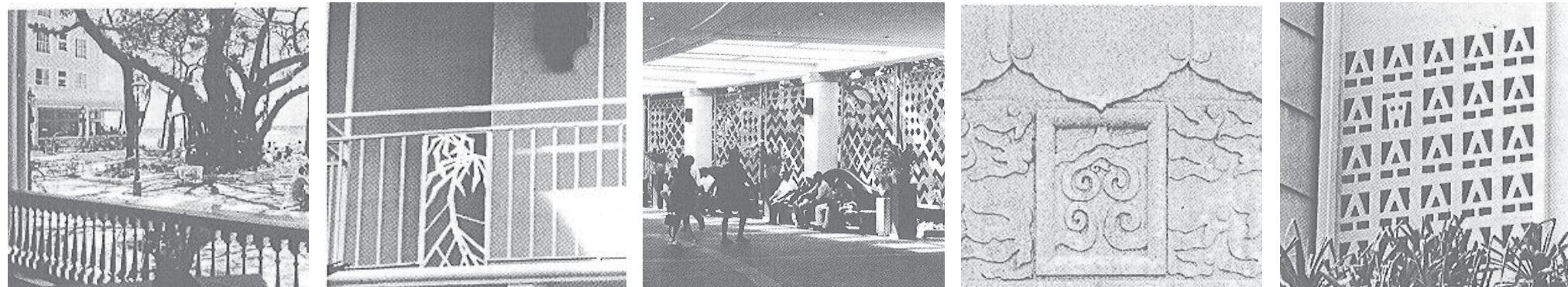
The objectives of the Waikiki Special District Guidelines are enumerated in Section 9.80-1 of the Land Use Ordinance (LUO). An abbreviated list of objectives include the following:

- Promote a Hawaiian sense of place at every opportunity.
- Encourage building design to use architectural and landscape elements which enhance the pedestrian experience and complement Hawaii's tropical climate, while acknowledging Waikiki's urbanized setting.
- Facilitate, emphasize, and enhance the pedestrian experience by providing appropriate and attractive walkways, and offering relief from the more urban areas by encouraging human-scaled elements such as entries, arcades, lobbies, landscaping, and street furniture at street level.

A Hawaiian sense of place is not just a particular architectural style which echoes Hawaii's historic past, but is a reflection of attitudes, experiences, place, spaces and symbols which Hawaiian's have embraced as reminders of and contributors to a uniquely Hawaiian experience. Buildings should provide rich visual textures by contrasting light and shadows on surfaces, and where applicable, use elements with a recognizable symbolic relationship to Hawaii's environment, people, or culture.

Below are photos that illustrate some of these elements. (Source: Waikiki Special District Design Guidelines)

For further reference, please see the following link: <http://www.honolulu.gov/Portals/0/pdfs/zoning/WSD.pdf>





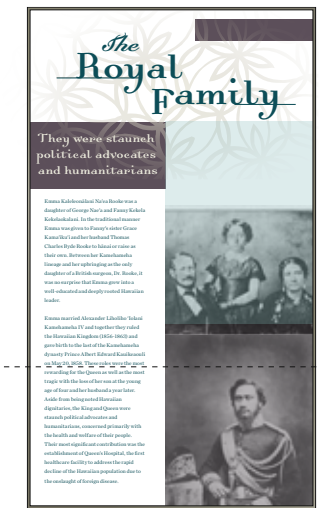
# INTERNATIONAL MARKET PLACE - DESIGN FEATURES

## SIGNATURE PROJECT FEATURES

An integral part of the overall design of the International Market Place is the collection of uniquely designed features that celebrate a true and authentic Hawaiian sense of place (HSOP). These HSOP references in the International Market Place base building include the following:

- Kalakaua Fire Tower
- Kuhio Entry Portal
- Puka 1 - Exceptional Banyan Tree and new IMP Treehouse
- Puka 3 - Mauka-inspired three-story “Rain Curtain”
- IMP Interpretive Program and Educational Panels highlighting the IMP site and its storied history
  - These items shall be conspicuously placed and readily visible for the retail shoppers.

It is the intent and expectation that the Landlord, in concert with their tenants, and this Tenant Storefront Criteria, 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.





# TENANT DESIGN CRITERIA



## STOREFRONT DESIGN

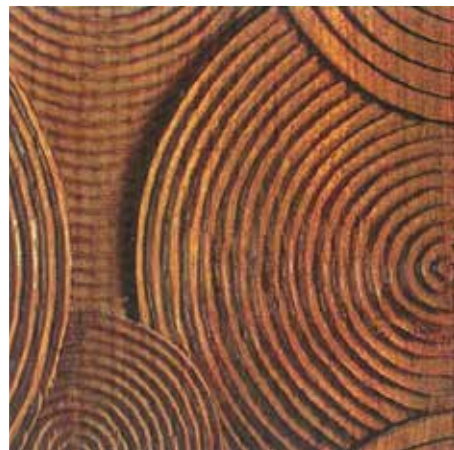
Determining the finishes to be used on the storefront requires consideration of several issues, such as: the quality of the material, appropriateness to the character of the store as well as durability and maintenance. Exterior building materials, colors and design elements that evoke the character of, and are reminiscent of, the original International Market Place development should be considered. We also encourage the use of innovative materials and design that emphasizes creating greater transparency, and pedestrian scale and interest. Tenant storefronts should be designed with a minimum 60% transparency by using open storefronts and maximizing glazing areas. Details, especially ones recognizable to Hawaii's natural environment, people or culture, are encouraged to enhance the pedestrian experience and complement Hawaii's tropical climate. (Source: Waikiki Special District Design Guidelines)



## MATERIALS, FINISHES AND COLORS

Storefronts shall be constructed of finished, durable materials suitable for exterior use in Hawaii's tropical climate. Natural materials (such as wood, natural stone and moss or lava rock), textured concrete and plaster finishes are recommended as appropriate materials. All materials should be non-reflective. The use of shiny metal and/or darkly-tinted or highly-reflective glass should be avoided or should be limited in their use.

Colors should also contribute to Waikiki's tropical resort destination by complementing those of the natural landscape and adjoining environment. Color should not be distracting, used to attract attention or serve as advertising. Large areas of color should be in neutral tones with more vibrant colors relegated to accent work. Highly-reflective colors are not permitted. (Source: Waikiki Special District Design Guidelines)



Appropriate material treatments may include:

- Basalt, coral stone, moss rock and other natural stone products
- Wood (natural, finished and stained hardwoods)
- Metals: non-corrosive metals suitable for the salt-water environment are encouraged. Both Aluminum with factory applied baked enamel finishes and/or Stainless Steel (316)

- are suitable alternates to painted steel
- Glazing: utilized in ways that reinforce the store's complete design, style and character while providing greater transparency and natural light

## ENTRANCES

A key element of storefront design is the determination of the entrance aperture. Important for the overall presentation of your merchandise is the articulation of the entry with the surrounding storefront architecture. The width and scale of the tenant entry should be welcoming, compliment merchandising presentation, as well as help reduce "threshold resistance." Transparency, as well as elements of color, texture and materials and patterns reflective of "Hawaiian Sense of Place" are encouraged. Additionally, door swings may not intrude into the city right-of-way per city code.



## SHADING DEVICES, AWNINGS AND CANOPIES

Shading devices, recessed windows, projecting canopies and eyebrows are all encouraged as they complement Hawaii's climate by cooling and articulating building facades, as well as extending interior spaces to the outdoors. Elements, such as canopy overhangs, eaves, eyebrows and awnings (with not more than 42-inch vertical thickness) may extend into a required yard or right-of way. These features should be attractive, well maintained and appear integrated with the storefront design. They should be placed at a height that is complimentary to the human scale and thus more adequately provide both shade and protection for passing pedestrians. (Source: Waikiki Special District Design Guidelines)





# TENANT DESIGN CRITERIA



## SIGNAGE AND GRAPHICS

Signage and graphics do more than just provide a name for the store. Signage should reinforce the character and quality of the store design and enhance the merchandise presentation. Sign size, character, typography, composition, illumination and height are important factors that make every storefront sign unique.

Depending on the lettering style, sign layout, overall storefront signage formats and locations within the development, there are restrictions on the average sizes of lettering. See page 13 for Signage Criteria. All signage must comply with the city LUO Signage Criteria.

## 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

A thorough understanding of the principles of correct lumen levels, good color rendition and uniformity of coverage are all key components to appropriately lighting a retail merchandising environment.

Exterior illumination of awnings and canopies may be permitted at the ground floor when consistent with the District guidelines for Lighting and Signage. Specifications for any proposed exterior lighting, including light fixture type and intensity shall be submitted for review and approval. All lighting shall be shielded to prevent glare and light spillage on surrounding properties and public right-of-ways. General uplighting and outlining of the tenant storefront

with lights shall not be permitted. Where appropriate, cut-off fixtures or shields may be required. Colored, mercury vapor, exposed fluorescent and low-pressure sodium lamps shall not be permitted. (Source: Waikiki Special District Design Guidelines)

## VISUAL MERCHANDISING COMPONENTS

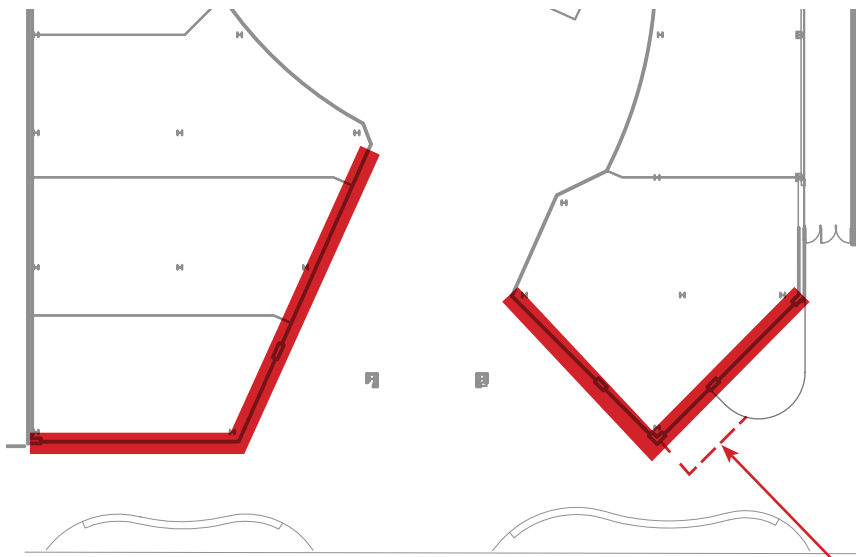
The key to successful visual merchandising is understanding its two distinct components: merchandise presentation and show window display. Merchandise presentation is about the arrangement and maintenance of merchandise on wall and floor fixtures, while show window display is about theatricality and 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.

## OUTDOOR DINING

Outdoor dining and/or other uses and structures permitted within the required front yards of Kalakaua and Kuhio Avenues are encouraged, but are subject to review and approval by the Landlord and any/all governing agencies (see locations on page 8). Retractable awnings may be used to provide shelter for outdoor dining areas. Other portable facilities associated with dining, such as: chairs, tables, waiter stands, serving devices and umbrellas, may be used. A railing, fence or hedge may be used to separate the dining area from the sidewalk. These may not exceed 30" in height. (Source: Waikiki Special District Design Guidelines)

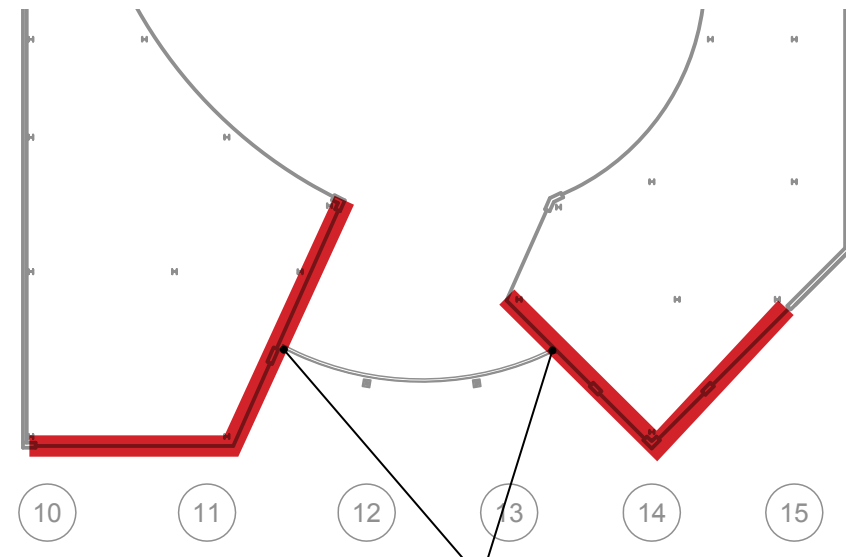






KALAKAUA AVENUE

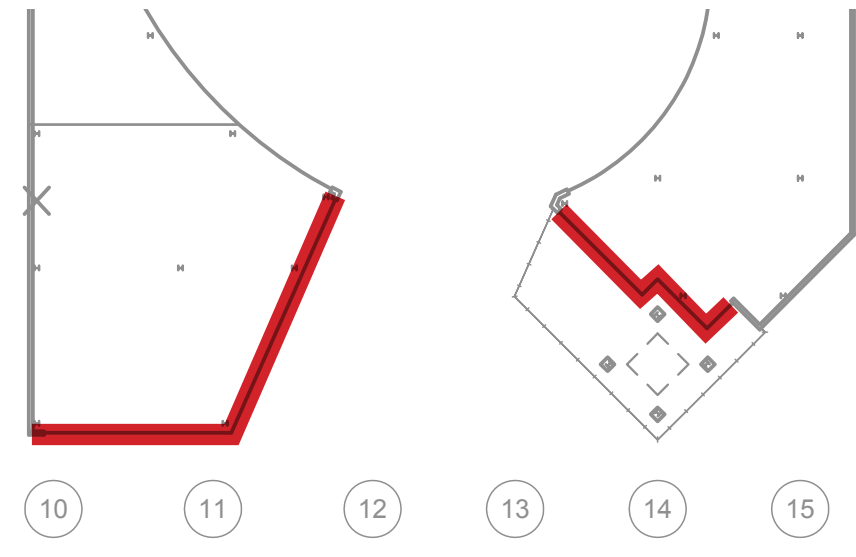
**LEVEL 1 FLOOR PLAN**



PERMITTED OUTDOOR DINING AREAS - REFER TO SUPPLEMENTAL DOCUMENTS FROM LANDLORD.

RAILING TERMINATION AT TENANT STOREFRONT. REFER TO TECHNICAL DOCUMENTS FOR COORDINATION

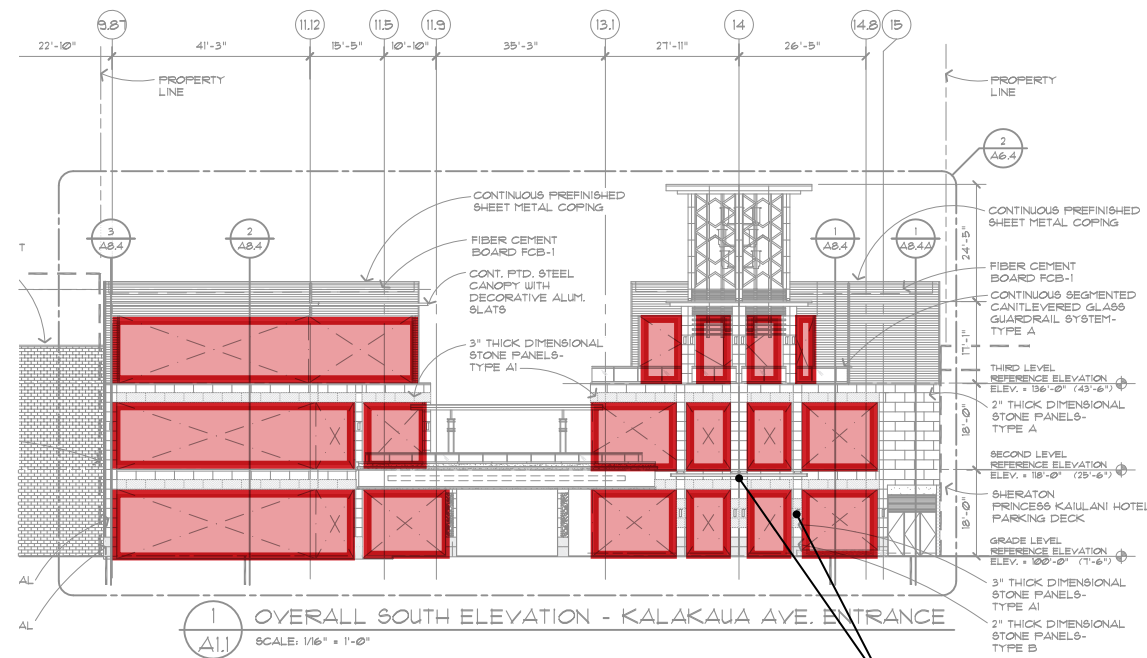
**LEVEL 2 FLOOR PLAN**



**LEVEL 3 FLOOR PLAN**

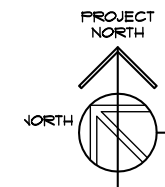
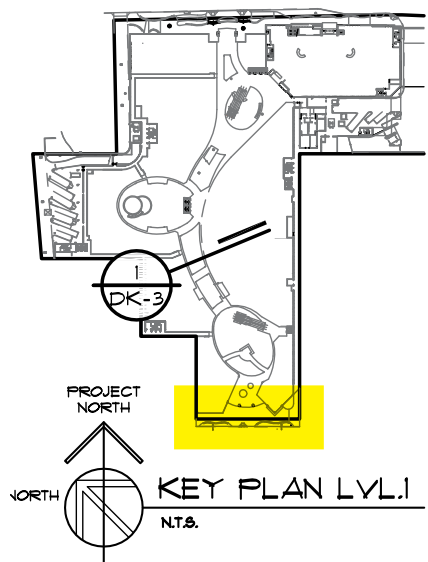
**TENANT STOREFRONT TYPES**

- PUBLIC STREET FACING
- RETAIL TENANT STOREFRONT



**KALAKAUA AVENUE BUILDING ELEVATION**

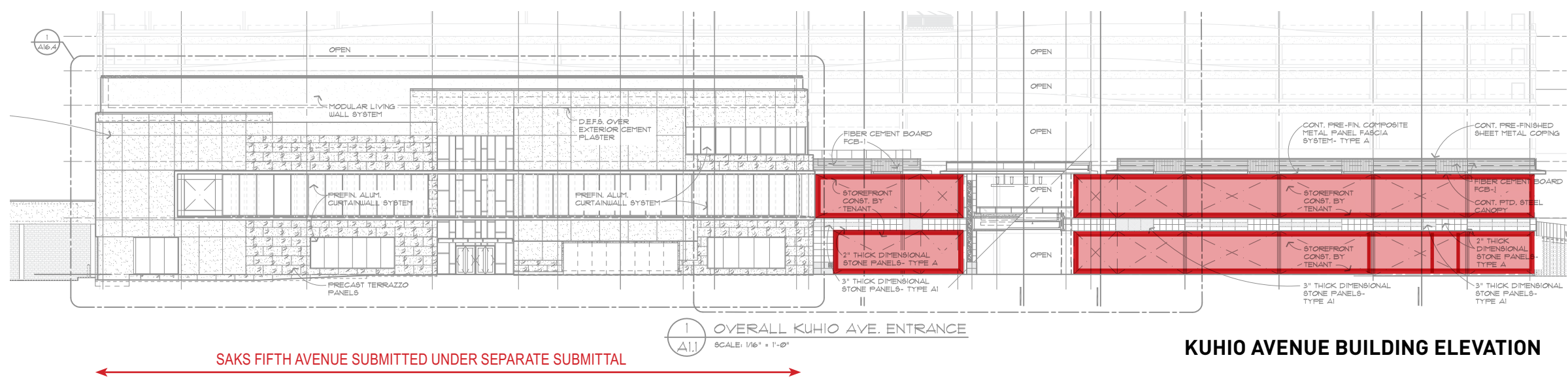
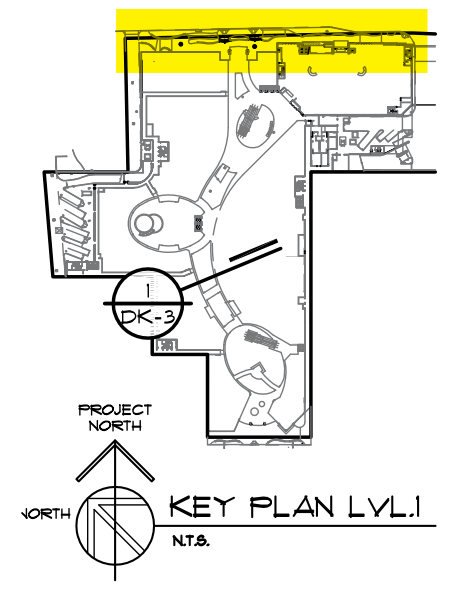
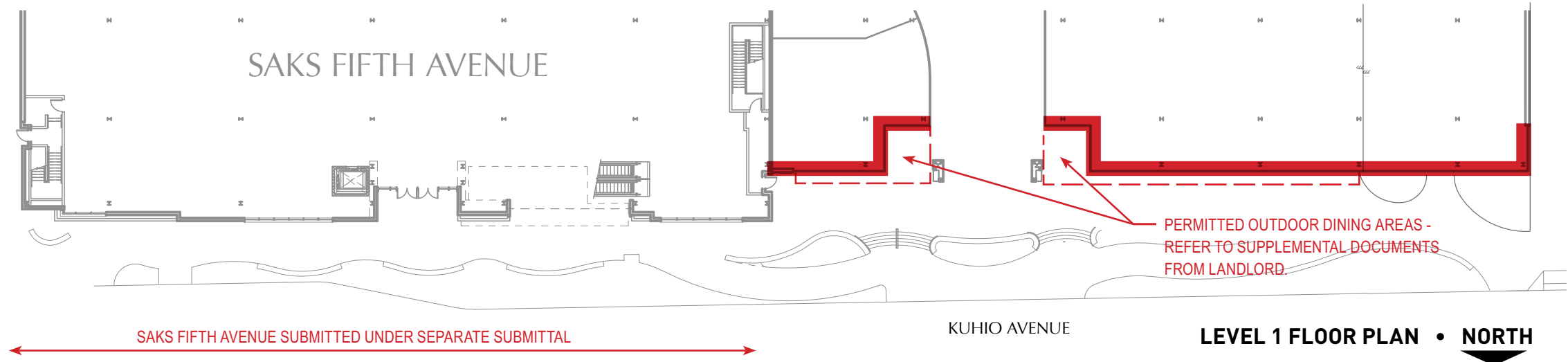
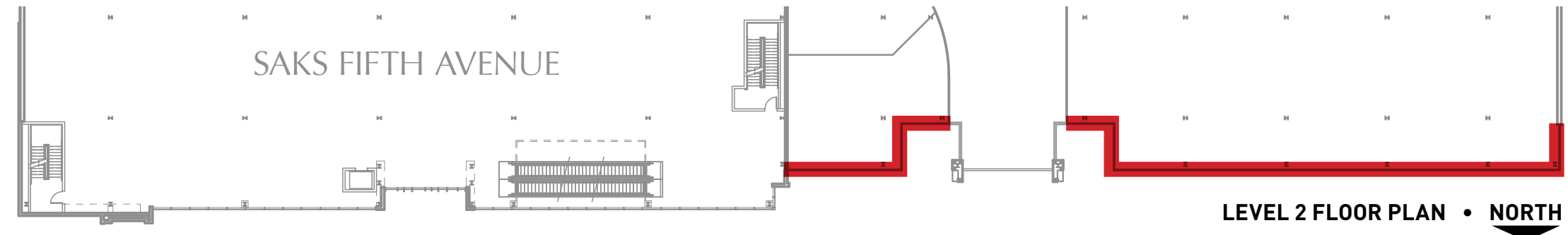
CORNER CANOPY AND LIGHT SCONCES BY LANDLORD



**KEY PLAN LVL.1**

N.T.S.





**TENANT STOREFRONT TYPES**

- PUBLIC STREET FACING RETAIL TENANT STOREFRONT



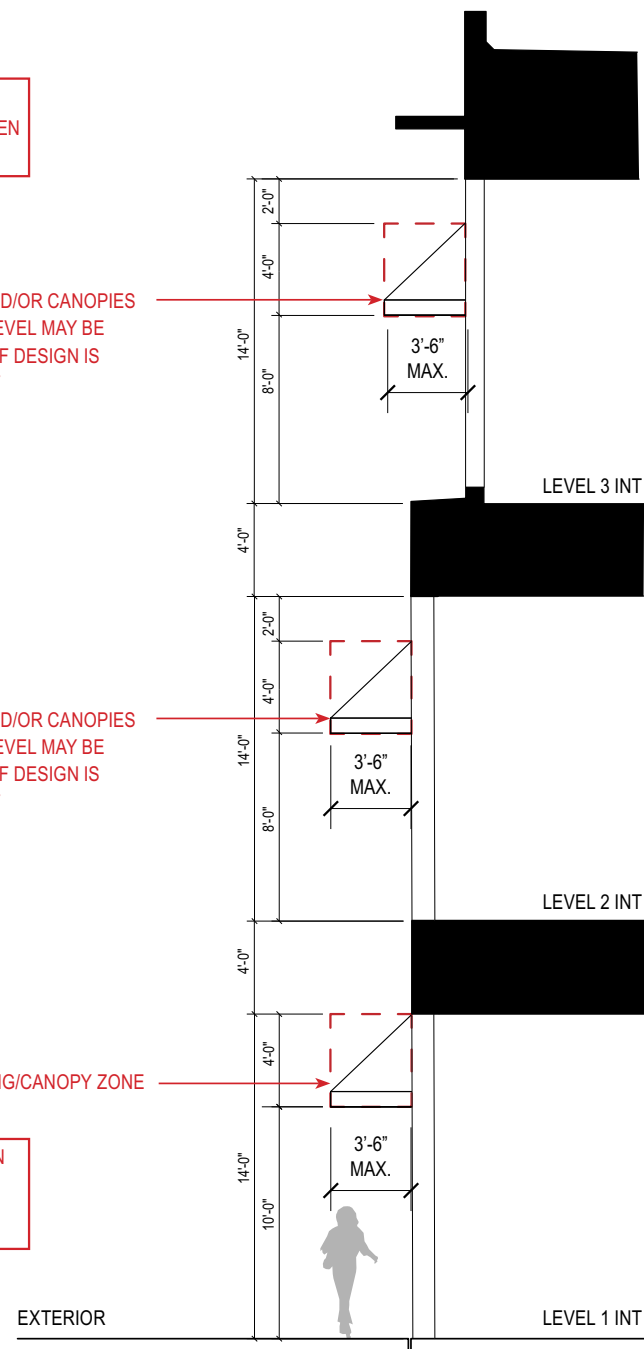
NO SIGNAGE IS PERMITTED AT 3RD LEVEL STREET-FACING TENANTS THAT CAN BE SEEN FROM THE PUBLIC RIGHT-OF-WAY.

AWNINGS AND/OR CANOPIES ON UPPER LEVEL MAY BE PERMITTED IF DESIGN IS CONSISTENT

AWNINGS AND/OR CANOPIES ON UPPER LEVEL MAY BE PERMITTED IF DESIGN IS CONSISTENT

AWNING/CANOPY ZONE

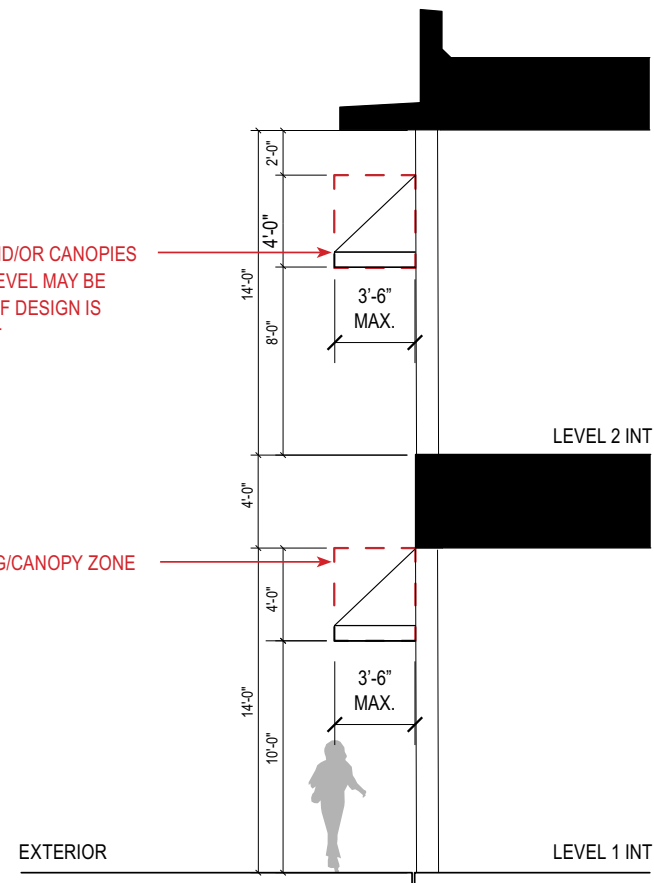
RETRACTABLE AWNINGS ARE PERMITTED IN OUTDOOR DINING / PATIO AREAS AND CAN EXTEND BEYOND 3'-6" UP TO THE DEFINED LIMIT OF THE PATIO AREA.



STOREFRONT SECTION AT KALAKAUA AVE

AWNINGS AND/OR CANOPIES ON UPPER LEVEL MAY BE PERMITTED IF DESIGN IS CONSISTENT

AWNING/CANOPY ZONE



STOREFRONT SECTION AT KUHIO AVE



BASALT BASE



CORAL STONE PIER



METAL FASCIA / COPING



FIBER CEMENT BOARD / UPPER FACADE





ANCHOR BUILDING

STUCCO A



STONE B



COMPOSITE WOOD ACCENTS



BASE BUILDING / PARKING DECK

BASALT BASE



CORAL STONE PIER



METAL COPING / FASCIA



FIBER CEMENT BOARD FACADE



CONCRETE SPANDRELS







Wall Mounted Sign: Halo Illuminated Stainless Steel Reverse Pan Channel Letters



Wall Mounted Sign: Push-through Acrylic letters



Wall Mounted Sign: Push-through acrylic letters with opaque faces



Wall Mounted Sign: Reverse Channel Letters with Indirect (Spot) Illumination



Canopy Sign: Panel with letters mounted to the canopy face



Canopy Sign: Panel with letters mounted to the canopy face



Awning Sign: graphics screen printed on the fabric

## PUBLIC FACING TENANT SIGNAGE

### STREET/ROW TENANT STOREFRONT SIGNAGE

Stores and Restaurants located on a public street right of way will be considered Street / ROW Tenants. Street / ROW Tenants will be allowed the following signage and must adhere to the criteria and the Sign Regulations within the Waikiki Special District Design Guidelines. No signage is permitted at 3rd Level street-facing tenants that can be seen from the public right-of-way. Inward facing signage at 3rd level tenants is subject to the Grand Lanai Signage Criteria.

Each tenant may install **ONE** of the following identification signs per building per level.

### SIGNAGE CONDITIONS:

#### WALL SIGNS

Wall-mounted signs are located above or adjacent to storefront display windows and/or entry doors, parallel to the building facade, projecting no more than twelve inches (12"). Generally, the colors, finishes and materials for building wall-mounted signs are an extension of those used for the Tenant identity. In the case of retail Tenants, contrasting designs and materials may be used to convey the Tenant's unique identity provided that the entire ensemble of the wall-mounted signs and storefront demonstrate a unified design intent.

#### CANOPY, MARQUEE FASCIA OR HANGING SIGNS

Canopy signs are panels and/or letter forms that are standing above or suspended below or mounted to the vertical surface of a Tenant's architectural canopy.

#### AWNING SIGNS

Graphics/Tenant logo or text applied to the surface of awning fabric panels. Awning signs may be used as primary identification signage. When used as a primary sign, Tenant's name and/or logo is applied to the sloped or vertical surface of the awning.

### SIGNAGE TYPES:

#### HALO-ILLUMINATED LETTERS (INDIRECT ILLUMINATION)

Fabricated metal with polished, brushed or baked enamel painted finish, and backlit. Letters may only be used against solid surface material. Letter forms shall have a return thickness no greater than 4" max.

#### ROUTED LETTERS AND PUSH-THROUGH ACRYLIC TYPE (DIRECT ILLUMINATION)

Sign cabinet with opaque metal face. Cabinet shall be recessed into the wall or fascia and backlit. Acrylic letters must project from 1/2" to 1" from sign face.

#### NON ILLUMINATED OR INDIRECTLY ILLUMINATED LETTERS:

Externally, spot illuminated signs that are dimensional cut-out or fabricated letter forms; secured to storefront/background panel, freestanding or suspended from a canopy.

All lighting needs to comply with WSD guidelines and will be subject to Landlord approval.

### SIGNAGE UNIFIER:

#### INTENT

The signage unifier is a device that adds Street/ROW Tenants Hawaiian Sense of Place pattern consistency to the signage and storefront. This is achieved by the application of patterns in combination with the tenant brand presence. Each tenant will choose from the range of options given in this document - see **sheet 14**.

#### APPLICATION

The unifier will be applied to wall, canopy, or awning conditions in either a vertical, horizontal orientation or background panel configuration.

#### SCALE

For the tenant sign layout, the unifier(s) shall be scaled so that it is comprised of a minimum of 15% of the area that the tenant name or logo occupies - see **sheets 15-22 for examples**.

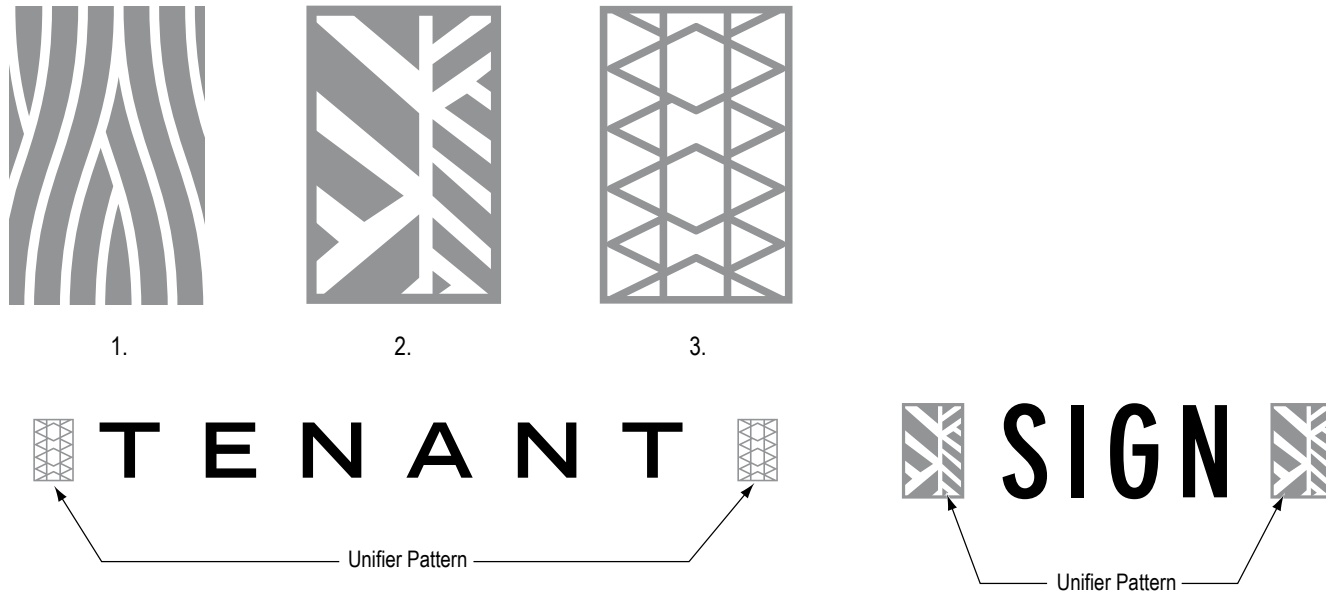
### MAX DIMENSIONS:

**26' Maximum Width-4' Maximum Height**

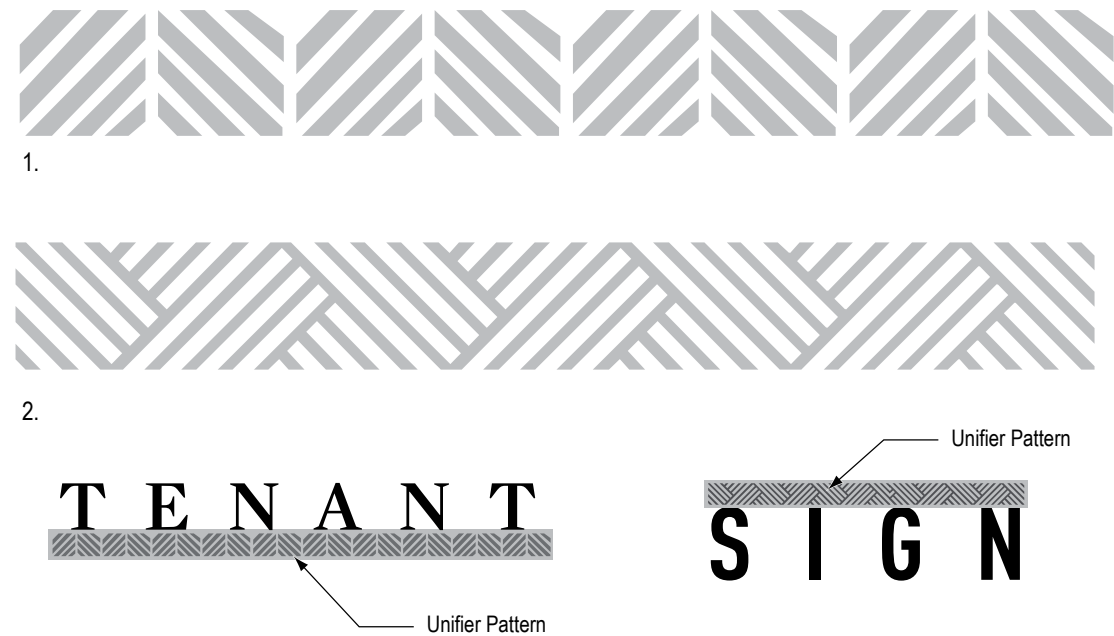
## UNIFICATION PATTERN OPTIONS

For the tenant sign layout, the unifier(s) shall be scaled so that it is comprised of a minimum of 15% of the area that the tenant name or logo occupies.

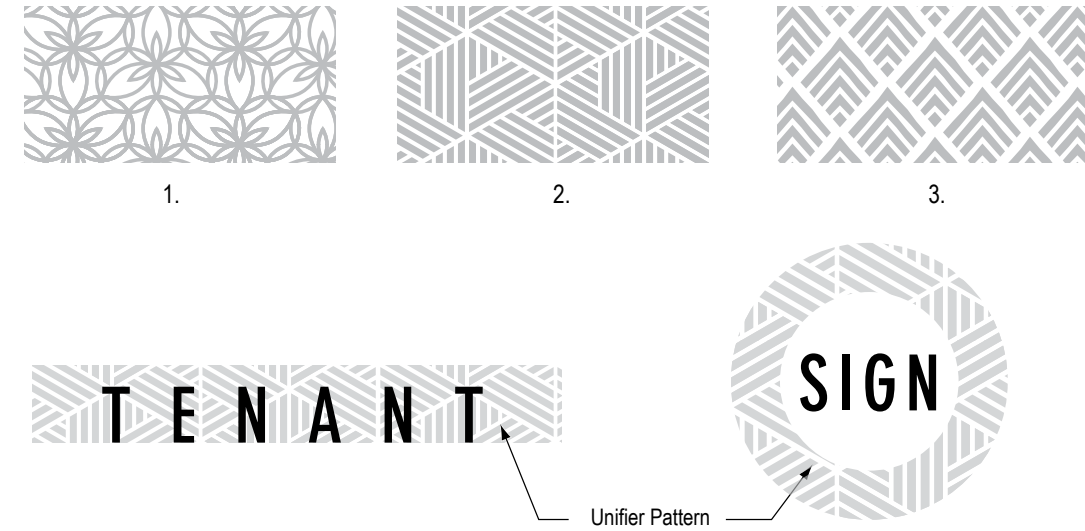
### A. BOOKENDS FOR TENANT LOGO/TEXT AND SHOULD ALWAYS BE USED VERTICALLY



### B. PATTERN BANDS THAT CAN BE USED HORIZONTALLY ABOVE OR BELOW THE TENANT LOGO/TEXT.

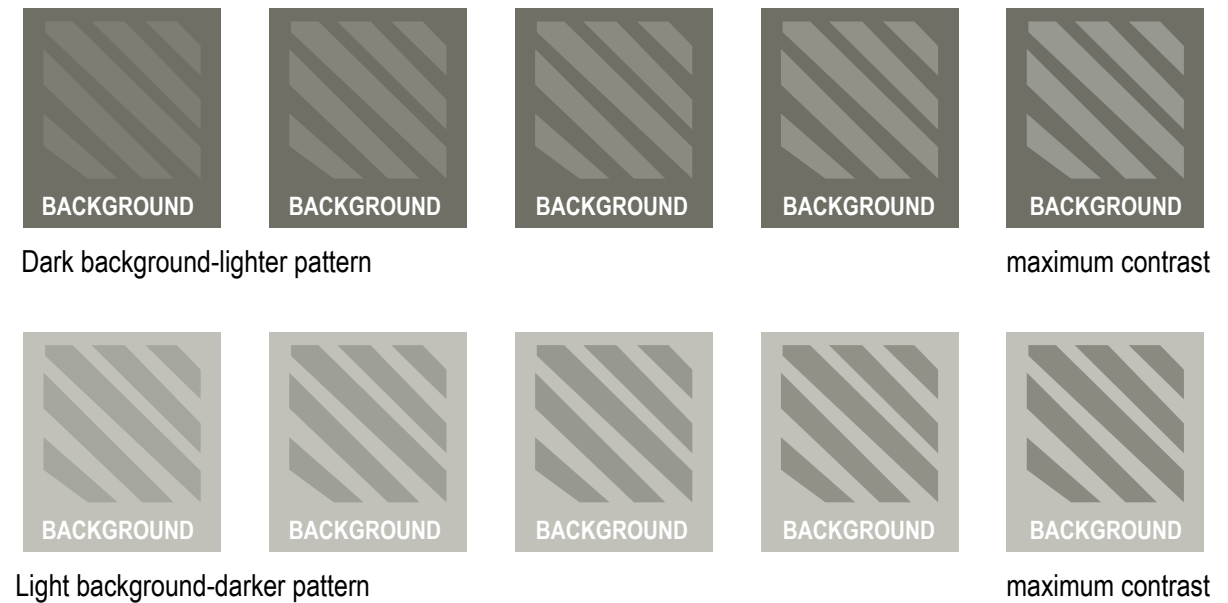


### C. BACKER PANELS FOR SIGNS



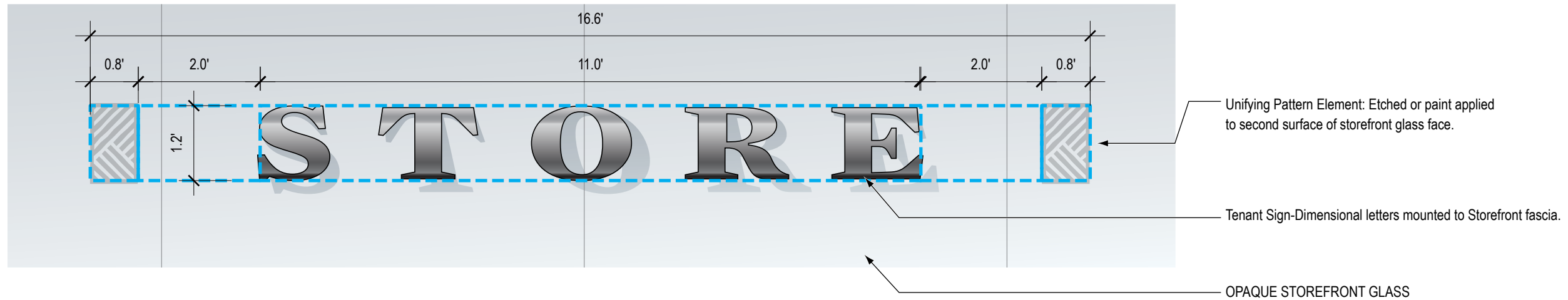
### GUIDELINES FOR COLOR AND CONTRAST:

The pattern can be a dark color on a light background or a light color on a dark background. All unification patterns should have subtle contrast with the background they are placed (background panel, canopy face or fascia area of the storefront). Suggested colors are from an earth-tone palette to include the following: burnt red, burnt orange, khaki green, aqua, brown, silver, gray, white or black. No borders should be applied with any of the pattern options.





**UNIFYING STANDARD:** Storefronts with Sign on solid fascia such as glass, metal, wood or masonry



**2** WALL SIGN  
Scale: 1/2" = 1'-0"



**1** TYPICAL STOREFRONT ELEVATION  
Scale: 3/16" = 1'-0"

TOTAL ALLOWABLE MAX SIGN AREA: 20 sf

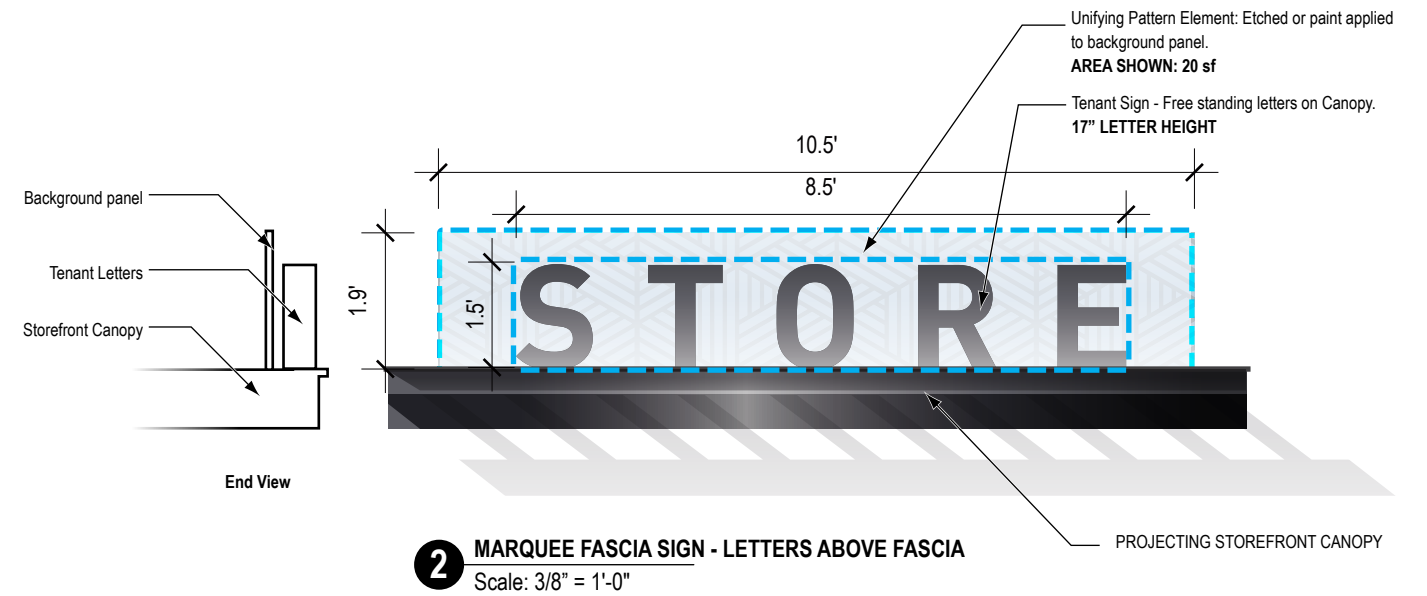
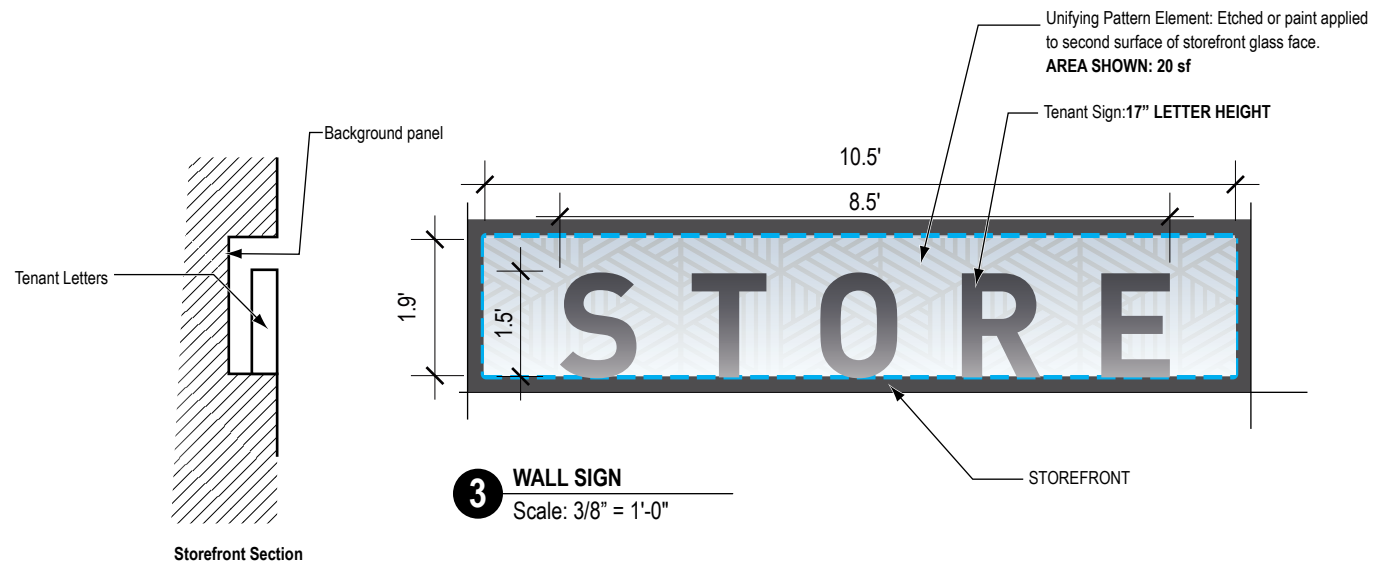
TENANT SIGN AREA: 11' x 1.2' = 13.2 sf

PATTERN UNIFIER AREA: 2 sf [2 x 1 sf]

FREE SPACE AREA: 4.8 sf [2 x 2.4 sf]

TOTAL AREA SHOWN: 20 sf

**UNIFYING STANDARD:** Sign combined on a canopy with pattern on glass background or mounted to the storefront face



TOTAL ALLOWABLE MAX SIGN AREA: 20 sf

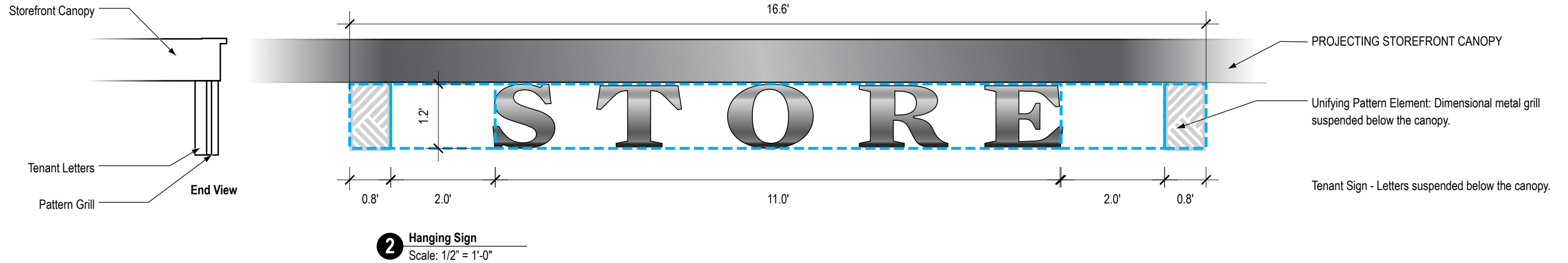
TENANT SIGN AREA: 8.5' x 1.5' = 12.75 sf

PATTERN UNIFIER AREA: 10.5' x 1.9' = 20 sf

TOTAL AREA SHOWN: 20 sf



# UNIFYING STANDARD: Storefronts with Sign combined on a canopy with pattern



Tenant signage is suspended below their canopy

**1 TYPICAL STOREFRONT ELEVATION**  
Scale: 3/16" = 1'-0"

TOTAL ALLOWABLE MAX SIGN AREA: 20 sf

TENANT SIGN AREA: 11' x 1.2' = 13.2 sf

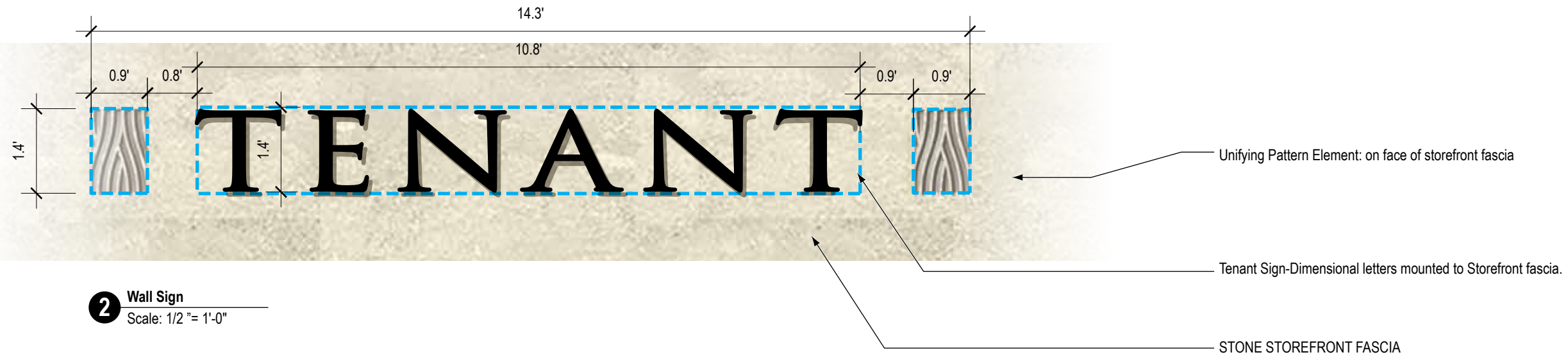
PATTERN UNIFIER AREA: 2 sf [2 x 1 sf]

FREE SPACE AREA: 4.8 sf [2 x 2.4 sf]

TOTAL AREA SHOWN: 20 sf



**UNIFYING STANDARD:** Storefronts with Sign on solid fascia such as glass, metal, wood or masonry



**1 TYPICAL STOREFRONT ELEVATION**  
Scale: 3/16" = 1'-0"

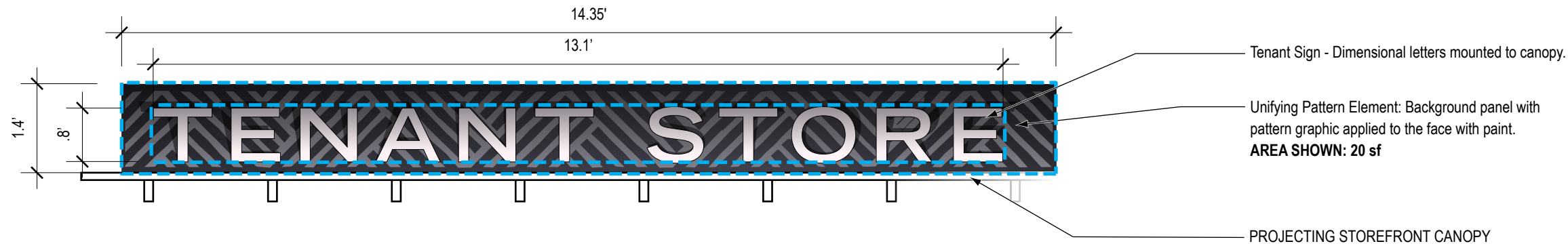
TOTAL ALLOWABLE MAX SIGN AREA: 20 sf  


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**TENANT SIGN AREA: 10.8' x 1.4' = 15.1 sf**  
**PATTERN UNIFIER AREA: 2.52 sf [2 x 1.26 sf]**  
**FREE SPACE AREA: 2.2 sf [2 x 1.1 sf]**  
**TOTAL AREA SHOWN: 20 sf**



**UNIFYING STANDARD:** Storefronts with Sign combined on a canopy with pattern



**2** MARQUEE FASCIA SIGN  
Scale: 1/2" = 1'-0"



**1** TYPICAL STOREFRONT ELEVATION  
Scale: 3/16" = 1'-0"

TOTAL ALLOWABLE MAX SIGN AREA: 20 sf

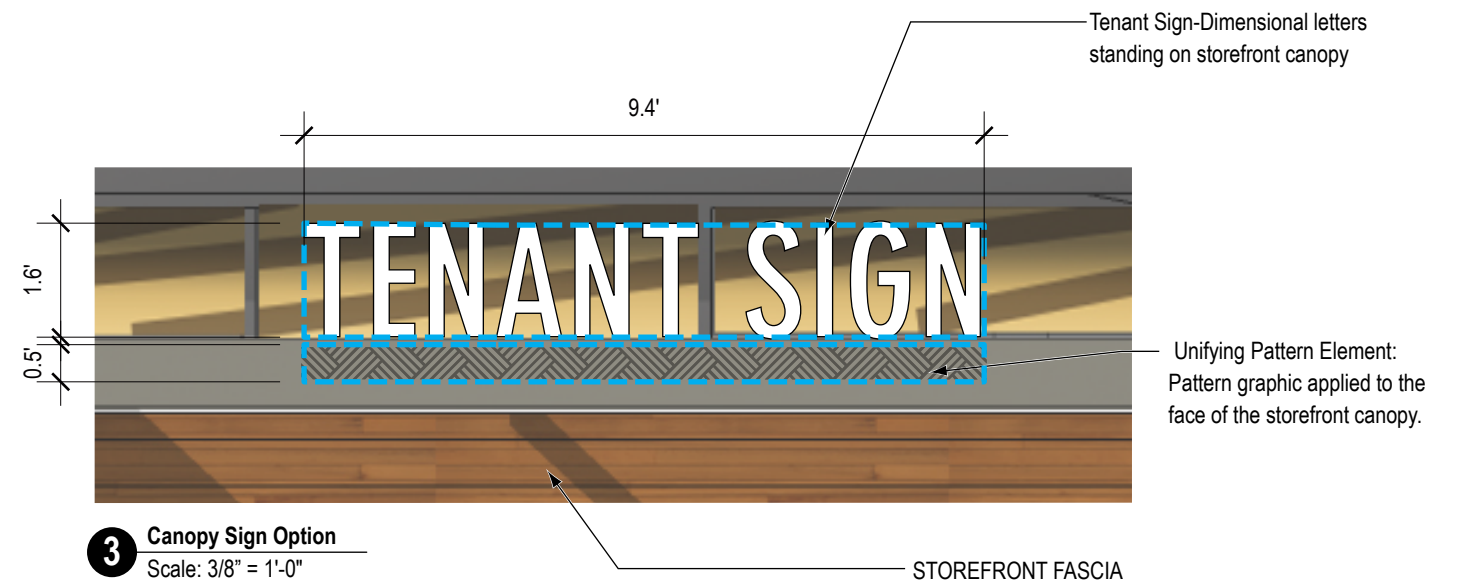
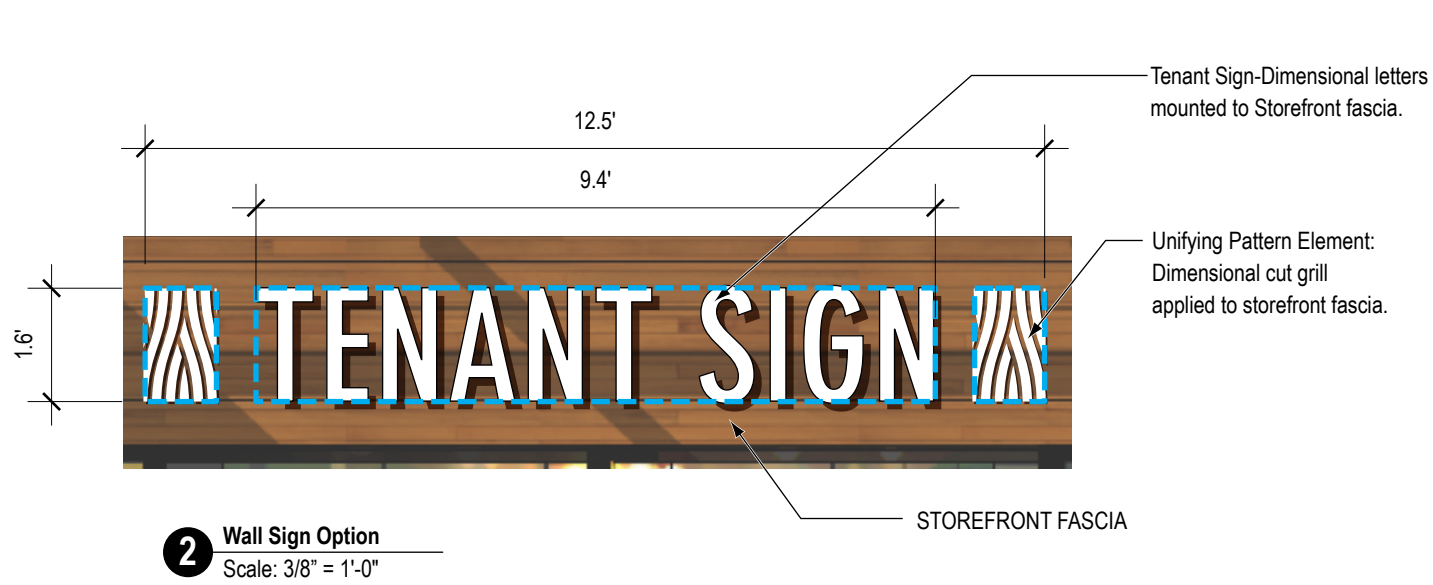
TENANT SIGN AREA: 13.1' x .8' = 10.5 sf

PATTERN UNIFIER AREA: 14.35' x 1.4' = 20 sf

TOTAL AREA SHOWN: 20 sf



**UNIFYING STANDARD:** Sign mounted to the storefront face or mounted on a canopy



TOTAL ALLOWABLE MAX SIGN AREA: 20 sf

TENANT SIGN AREA: 9.4' x 1.6' = 15 sf

PATTERN UNIFIER AREA: 3 sf [2 x 1.5 sf]

FREE SPACE AREA: 2 sf [2 x 1 sf]

TOTAL AREA SHOWN: 20 sf



**1 TYPICAL STOREFRONT ELEVATION**  
Scale: 3/16" = 1'-0"

TOTAL ALLOWABLE MAX SIGN AREA: 20 sf

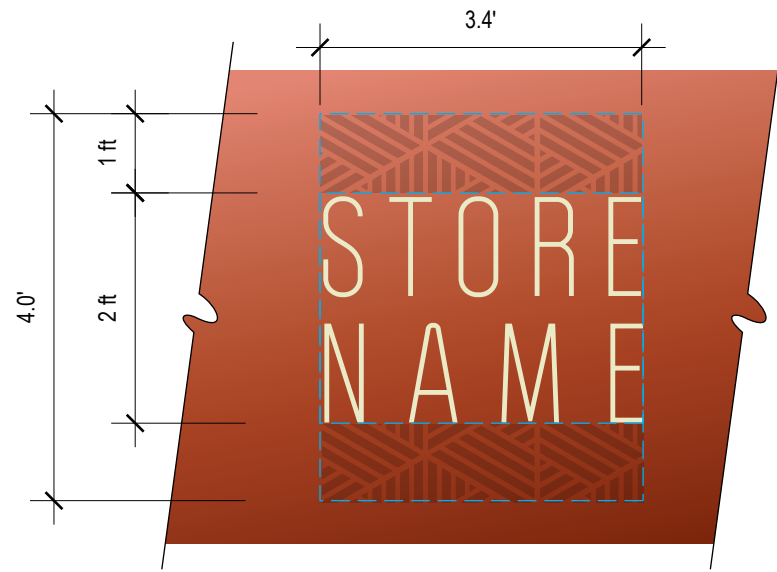
TENANT SIGN AREA: 9.4' x 1.6' = 15 sf

PATTERN UNIFIER AREA: 5 sf [.54' x 9.4' = 4.7 sf]

TOTAL AREA SHOWN: 20 sf



**UNIFYING STANDARD: Storefront with awning**



**2** Awning Sign  
Scale: 1/2" = 1'-0"



**1** TYPICAL STOREFRONT ELEVATION  
Scale: 3/16" = 1'-0"

TOTAL ALLOWABLE MAX SIGN AREA: 20 sf

TENANT SIGN AREA: 3.4' x 2' = 6.8 sf

PATTERN UNIFIER AREA: 6.8 sf [2 x 3.4 sf]

TOTAL AREA SHOWN: 13.6 sf