

# TENANT DESIGN MANUAL

## Kiosk Criteria

UPDATED APRIL 2019



  
SIMON™

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# GENERAL CRITERIA

## Kiosk Criteria



Kiosks occupy prominent locations throughout the mall common area and have a significant impact on customer perception. The goal of this manual is to provide design criteria to maximize the customer's best possible shopping experience. "Design" shall include all aspects of Tenant's kiosk presentation, including aesthetic design, functional design, layout, signage, merchandising, advertising and merchandise display.

By reference, this manual is incorporated in Tenant's Lease. The Tenant is required to strictly conform it's design to the criteria and intent of this manual.

This criteria is not intended to be fully comprehensive or inclusive of every situation. Landlord's interpretation of this criteria shall be final. Any deviation from this criteria must be requested by Tenant in writing to Landlord's Tenant Coordinator. If approved, Tenant's drawings shall reflect the same and be submitted for Landlord's approval. Once approved, no changes shall be made to Tenant's design unless further approved by Landlord.

Landlord reserves the right to modify or change this criteria at Landlord's discretion. Tenant shall be required to comply with the current criteria for drawings yet to be submitted. Any previous Landlord approval of Tenant's design or prototype shall not be construed as an automatic approval of tenant's design if Landlord's criteria changes.

# GENERAL CRITERIA

## Kiosk Criteria



### **WARNING:**

Should Tenant elect to commence the fabrication or ordering of anything relating to Tenant's design that subsequently does not receive Landlord's approval, the same shall be re-fabricated or ordered to conform to Landlord's approval at Tenant's sole cost and expense. Landlord shall not be liable to Tenant for any cost incurred by Tenant for same nor for any delays caused thereby. Likewise should mall management, at any time, deem that Tenant has deviated from previously approved drawings and thereby potentially deviated from this manual, the Landlord is within its right to ask for Tenant to change the merchandising or the fixture.

# DESIGN STRUCTURE

## Kiosk Criteria



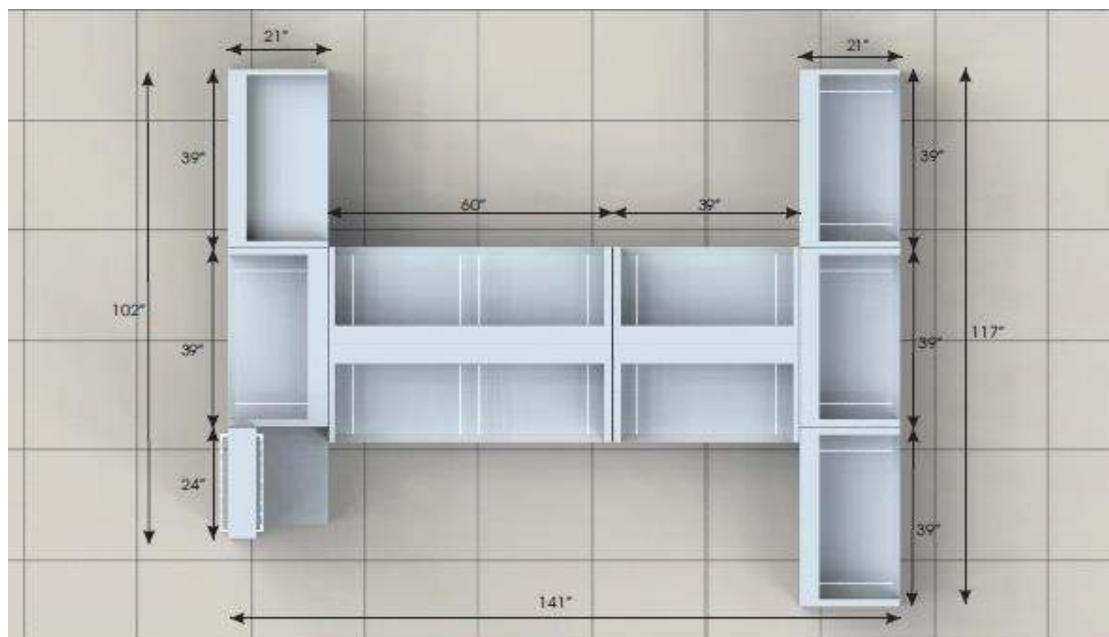
Open floor plans that allow customers to walk through the kiosk design are highly recommended. Open layouts are more engaging to shoppers and add interest to the common area shopping experience. Health & Beauty and/or demonstration products work better in an open floor plan.

It is strongly recommended that tenants work with a professional designer to create a low profile, visually appealing, and functional design. Common Area Kiosk designs should complement the look and feel of the mall shopping experience.

**The kiosk design must be an open, low-profile concept (no overhead structure) without obstructing sight lines through the mall and to the stores adjacent and beyond the kiosk.**

- Maximum height = 7' above the finished floor, including signage.

# KIOSK FOOTPRINT



## Kiosk Criteria

- Standard size of kiosk may not exceed 10' x 10' unless otherwise depicted on the lease document.
- The outside perimeter of the kiosk (such as: fixtures, flooring, transitions, signage, tables, seating and POS stations) must be wholly contained within leased footprint.
- Extensions and protrusions outside of the leased space are prohibited.
- The maximum projection of any surface, cabinet, display, seating or signage cannot exceed the dimensions of the Tenant's leased area.
- A minimum of 10' clearance is required on all sides of the kiosk unless built into a custom area and approved by Landlord in advance.
- Tenant's must adhere to all applicable codes including ADA.
- All enclosed units should have a matching / self closing gate.
- Building permits ARE required for kiosks in nearly every instance. Verify specific requirements with local municipality.

# KIOSK HEIGHT

## Kiosk Criteria



- 7' maximum height (at signage pylon / element).
- Varying counter heights are desired to promote interest.
- In-line counter heights may not exceed 42" above the floor.
- Units may not exceed 48" above the floor.
- No overhead canopies permitted.
- Kiosk height should never impede the view of any inline storefront.
- Counter top or task lighting shall not extend more than 60" above floor or 18" above counters / casework.



# KIOSK LIGHTING

## Kiosk Criteria



- Showcase lighting must be concealed within the cabinet and not visible to the public.
- No hanging track, cable, poles or overhead lighting is permitted.
- Tenant are encouraged to use LED lighting / ensure light sources are NOT visible.
- Base (toe kick) lighting is not permitted.
- Decorative lighting must be low profile and glare free.
- No moving or flashing lights are permitted.
- Counter top or task lighting shall not extend more than 60" above floor or 18" above counters / casework.

# KIOSK MATERIALS

## Kiosk Criteria



- Cabinet and countertop must have a color scheme that complements the mall interior; ideally wood tones, earth tones, or subtle colors. Primary and Secondary colors (such as Red, Blue, Yellow, Green, Orange, Violet ) may not be used as the prevailing color of any fixture.
- Approved materials for cabinets are generally glass showcases made of hardwood, powder coated materials, natural stone materials, natural wood laminates and solid-core colored laminates in subtle tones.
- Unacceptable cabinet materials include (but not limited to): faux and simulated materials, high-gloss materials, mirror, painted surfaces, paper or vinyl surfaces and slat-wall.
- Countertops must be solid surface materials such as metal, Avonite®, Corian® type solid surface, ceramic tile and natural stone with durable edging.

# KIOSK MATERIALS

## Kiosk Criteria



- Toe kicks must be made with durable non-porous, water resistant materials such as stone, plate metal (stainless or powder-coated) or Corian® type solid surface (laminated, rubber, vinyl materials or toe kick lighting are not permitted).

- All exposed edges in high traffic areas must be protected with a solid finish.

- Cabinets and Signs must have UL certification and durable craftsmanship.

- All horizontal glass must be a min. 3/8" thick and tempered.

**NOTE:** Food surfaces are also subject to local code.

# KIOSK CONSTRUCTION

## Kiosk Criteria



- All cabinets and fixturing elements of the kiosk are to be designed to merchandise tenant's product in a organized and appealing fashion. The use of concealed hardware is encouraged.
- The back of the cabinets must be finished, enclosed, and compliment the cabinet finish.
- Storage areas must be lockable.
- Employee seating/chairs need to be inside the kiosk. They must match the high quality of the kiosk construction and not damage the floor. Any seating provided for customer use must fit within the tenants leased area.

# KIOSK CONSTRUCTION

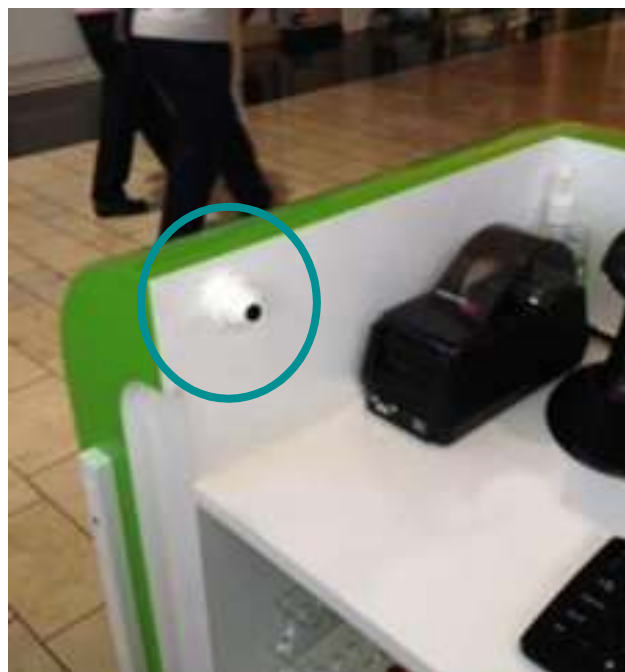


## Kiosk Criteria

- Cabinets are not permitted to be affixed or attached to the mall floor.
- All edges must be durable and protected from damage.
- A 4"-6" toe kick must be incorporated in all cabinets accessible to the public.
- All service equipment (including cash registers) must be shrouded.
- Incorporate concealed trash receptacles into the design that are not visible to the public.
- All exposed areas to the public or in high-traffic areas must be designed to resist damage.
- Subflooring / flooring materials are discouraged from use within kiosks. Approved units should be placed directly onto the mall flooring.
- Tenants are encouraged to field verify sizes and locations of existing utilities.
- Ensure all kiosk materials meet or exceed required flame spread and classification requirements set forth by local code.

# KIOSK SECURITY & STORAGE

## Kiosk Criteria



- Security cameras are permitted on kiosks, but must be shown on drawings submitted to Landlord for approval (including wiring).
- Cameras and wiring must be concealed and not visible to the public.
- Small, bullet-style cameras are permitted (rotating, panning, bubble/dome cameras are not permitted).
- Cameras must be part of the design of the kiosk.
- Storage must be lockable and hidden from view to the public.
- Maximum of two (2) cameras per unit and unless specifically approved in writing by landlord.
- NO exposed security systems are permitted.

# KIOSK FOOD USES

## Kiosk Criteria

- Food related kiosks must conform to the low-profile design intent of this criteria.
- Visual merchandising plans must be submitted for Landlord's approval prior to fabrication.
- Menu boards must be compatible with and incorporated into the low-profile design.
- Digital menu boards are encouraged, although three-dimensionally sculptured and iconic menu boards will be considered.
- Menu boards must be integrated into the design of surrounding surfaces. Slow rotation of photos may be permitted, but running animation and audio is prohibited.
- All condiment accessories are to be incorporated into the counter and cabinet design.
- All service equipment must be shrouded and not exceed 54".
- All self-service equipment must be recessed and have catch trays piped to a drain and must be contained wholly within the footprint of the leased area.
- The Tenant's design team is responsible for the installation of vibration isolators for all equipment that may transmit noise and vibration to the mall common area. Any noises deemed objectionable by the Landlord shall be corrected at them Tenant's expense.



# KIOSK PRIMARY SIGNAGE

## Kiosk Criteria



- The primary kiosk sign must be “built-in” as part of the kiosk construction.
- Wording is limited to the tenant’s DBA.
- Signage should be back-lit, push-thru style letters.
- Only taglines as part of the DBA may be permitted in the primary sign location (i.e. - Authorized Dealer) , however, it is to be non- illuminated and may not exceed 1-1/2” in height.
- Routed letters are not permitted unless they are 3 dimensional or push through plexi.
- Maximum letter height shall be 8”.
- A maximum of two primary signs are permitted. However, tenants are encouraged to add subtle branding to all sides.
- The sign may not be higher than 7’ above the mall floor.
- Custom iconic formed light boxes or boxes conformed to tenant’s logo will be considered but must adhere to the Landlord’s design requirements.
- Tenants are encouraged to be sensitive of the position and the location of (elevated) signage in order to maximize views through the common area.



# KIOSK PRIMARY SIGNAGE

## Kiosk Criteria



- Cast metal, carved wood, formed metal and edge-lit signs will be considered depending upon the quality of the fabrication and method of illumination. They cannot be surface mounted.
- Illuminated signs must be illuminated internally and shall consist of push-thru plexi letters.
- Non-illuminated signs must have a sculptured, dimensional letters of a minimum 3/8" thick.
- Internally illuminated channel letters and back-lit letters are **NOT** permitted.
- Pin-mounted or post-mounted letters are permitted.
- All wiring and mounting devices must be concealed.

# KIOSK SECONDARY SIGNAGE

## Kiosk Criteria



- Logos and iconographic signs must be illuminated or sculpted 3 dimensional signs.
- No secondary, informational or advertising signage will be allowed above 42" above the mall floor.
- Prohibited signs include (not limited to): signs made of paper, cardboard, styrofoam, stickers, hand-written signs, animated signs and flashing signs or lights.

# KIOSK GRAPHICS

## Kiosk Criteria



- Back-lit graphics recessed into cabinet faces are permitted.
- Visible hinges outside the kiosk are not permitted.
- Graphics must be internally illuminated or edge-lit (not externally illuminated).
- Maximum size is 30" Wide x 40" Tall.
- Graphics should be limited to two (2) per kiosk.

# KIOSK GRAPHICS

## Kiosk Criteria



- No more than one graphic per side (4 maximum).
- Posters may be utilized in specifically designed holders.
- Promotional material or posters attached by tape, glue, etc. and handwritten posters will not be permitted.
- All graphics are subject to Landlord's approval
- Backlit graphics and light boxes that are incorporated into the kiosk structure are preferred.
- Light boxes must be recessed into the kiosk structure.

# KIOSK MONITORS

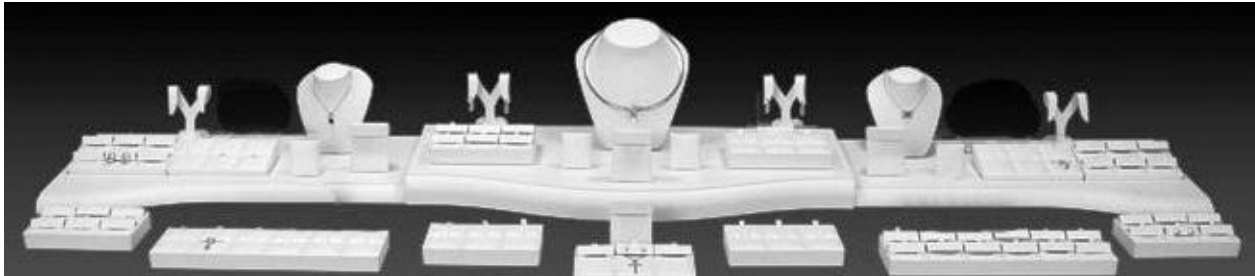
## Kiosk Criteria



- The use of monitors will be strictly reviewed on an individual basis and shall be subject to Landlord's approval.
- Monitors may not be higher than 48" above the mall floor and no greater than 30" diagonal (maximum of 2). If monitors are used on the countertop (maximum of 2), they cannot exceed 21" diagonal unless integrated into the sign.
- All video LCD, Plasma technology must be built in and flush mounted and integrated into the kiosk.
- Monitors that are integrated into the sign pylon must be below 6' above the finished floor. They shall not be larger than 30" diagonal and must not be used as a sign.
- Audio is prohibited.
- Video content must be conducive of tenants product and / or services (i.e. examples, pricing / offerings, etc.)

# KIOSK MERCHANDISING

## Kiosk Criteria



- Product placement is a key component to a successful kiosk presentation.
- Products should be placed neatly by category and by color within the kiosk presentation.
- When merchandising kiosk cases, create a visual focal point in the middle of the case and then fixture and merchandise the rest of the case symmetrically.
- When merchandising cases or shelves, merchandise the front of the case or shelf first, leaving any dead space to the back of the case or shelf.
- Pyramid stack any boxed products to add vertical dimension and visual interest to the product presentation.
- Don't over-merchandise kiosk cases, but rather have a replenishment program to ensure adequate product levels are always on display.

# KIOSK ELECTRIC & ELECTRIC CORDS

## Kiosk Criteria



- All work must be performed under local guideline and conform to all applicable code (including fire codes which usually require kiosks to be built of fire-rated materials).
- All wiring must be done in a manner conforming to NEC & UL guidelines and practices.
- Tenant shall be responsible for all permits and inspections.
- Existing utilities are subject to availability from local utility and mall facility. Tenant should verify existing utilities and status prior to design or construction of kiosk.
- All wiring, junction boxes and connections must be concealed from public view.
- Tenants are encouraged to verify all existing conditions prior to designing their kiosk(s).

# KIOSK PLUMBING/ FOOD KIOSKS

## Kiosk Criteria



- Connections for water, sewer and grease waste are not available at all kiosks. The retailer is responsible to verify existing conditions.
- All plumbing connections must be fully concealed and all fixtures, piping and equipment must be contained within the retailer's premises.
- Floor penetrations must be coordinated with Mall Management prior to construction. Penetrations must be sealed watertight.
- Food uses and odor-producing kiosks may require additional ventilation at retailer's expense.
- Tenants are encouraged to verify all existing conditions prior to designing their kiosk(s).



# PERMANENT KIOSK APPROVAL PROCESS

## Kiosk Criteria

### **STEP 1 (Deal Making)**

The Leasing Representative meets with the prospective kiosk tenant to negotiate a kiosk deal and reviews the Landlord's Kiosk Design Criteria.

### **STEP 2 (Design Criteria)**

Once the deal is made, the tenant will receive a Tenant Information Package (TIP) email from the Landlord's Tenant Coordinator. The email would provide a link to Landlord's online TIP which contains all of the Landlord's kiosk design criteria. The email will also provide contact information for Landlord's Tenant Coordinator who will help guide the tenant through the design review and store opening process.

### **STEP 3 (Preliminary Design Approval)**

The tenant is strongly encouraged to submit a preliminary design concept of the kiosk to the Landlord's Tenant Coordinator for review / approval before the tenant starts the final drawings and fabrication of the kiosk. The design concept can be provided via photos, sketches or preliminary drawings – whatever will help the Tenant Coordinator understand the tenant's design intent.

NOTE: it is highly recommended that the tenant not start fabrication of the kiosk or order materials and equipment until receiving the Landlord's approval of the Working Drawings (step 4, below). It is for this reason that the Tenant should start the preliminary design process as quickly as possible so that the entire preliminary design and final drawing approval process (as well as the permitting and fabrication / installation of the kiosk) can be completed and ready to open by the tenant's Rent Commencement Date.

### **STEP 4 (Working Drawings Approval)**

Once Landlord's Tenant Coordinator approves tenant's design, the tenant will need to provide complete architectural and engineering drawings for the kiosk consisting of construction dimensions, details, sections, specifications, electrical engineering, electrical load calculations and (if applicable), plumbing, heating and ventilation design. The drawings must be submitted as a single set of drawings and must be stamped by a registered engineer (licensed in the state in which the property is located). Drawings can be emailed or sent (hard copy) to the Tenant Coordinator.

NOTE: To help expedite permitting, the tenant should (in most cases) to submit its working drawings for building permit at the same time as drawings are submitted to the Tenant Coordinator (provided, however, that the drawings reflect the preliminary design approved by the Tenant Coordinator).

### **STEP 5 (Kiosk Installation and Opening)**

After Landlord's Tenant Coordinator has approved the working drawings and the tenant has received a fully executed lease (and all necessary permits secured), the tenant must schedule a pre-construction meeting with the Mall Manager to review the mall rules and regulations for the installation of the kiosk and the requirements that must be met before the kiosk may open for business. After receiving approval from the Mall Manager, the tenant may install the kiosk.

# TEMPORARY KIOSK APPROVAL PROCESS

## Kiosk Criteria

### **STEP 1**

Specialty Leasing Representative and/or Mall Manager meets with prospective retailer to negotiate temporary kiosk deal and reviews SPG Kiosk Criteria.

### **STEP 2**

If deal progress is made, retailer would then submit preliminary design to the Specialty Leasing Representative and/or Mall Manager.

### **STEP 3**

SPG Review Process. Specialty Leasing Representative and Mall Manager reviews the submission.

### **STEP 4-A (Local)**

If the submitted design is approved, the retailer will be notified and proceed with the next step in the leasing process.

### **STEP 4-B (National)**

Steps 1 and 2 are directed to the Simon Corporate Contact for approval.

### **STEP 5**

Retailer would then meet with Mall Management / Operations to plan and schedule installation of the kiosk.

### **STEP 6**

Kiosk is installed and photos are taken and reviewed for approval accuracy.

### **STEP 7**

Retailer opens for business.

# TEMPORARY KIOSK APPROVAL PROCESS, CONT.

## Kiosk Criteria

- \*All kiosk designs and materials are subject to SPG approval.
- \*\*Seasonal Kiosks: All Seasonal Kiosks are subject to Specialty Leasing Representative and management approval.
- \*\*\*If at any time, the retailer is deemed no longer in compliance, SPG reserves the right to place the retailer in default.



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