



# KIOSK CRITERIA MANUAL - RETAIL / DRY TENANTS (INDOOR KIOSKS ONLY)

**NOTE:** This is to be used as a quick guideline and not for construction.  
The full Kiosk Design Criteria Manual can be found on theMacerich Tenant Coordination website.

June 2018

KIOSK - RETAIL / DRY CRITERIA - Abbreviated

# Kiosk Design Details

The floating retail unit will afford your business and product unparalleled exposure and permanent long term real estate within our centers.

The kiosk gives you the ability to have front and center interaction with shoppers from multiple sides. Your kiosk is your "vehicle" for selling.



## DESIGN AND DOCUMENTATION:

Retailers will be required to submit a design concept which has been prepared by a retail interior designer or architect that meets the criteria specified in this criteria manual.

Design of the kiosk is to comply with all current Health Department, fire and building codes in the respective jurisdictions.

If an element of graphic design is used, tenants will be required to engage a graphic designer.

The design concept approvals procedure as noted in this manual, are to be followed.

## KIOSK:

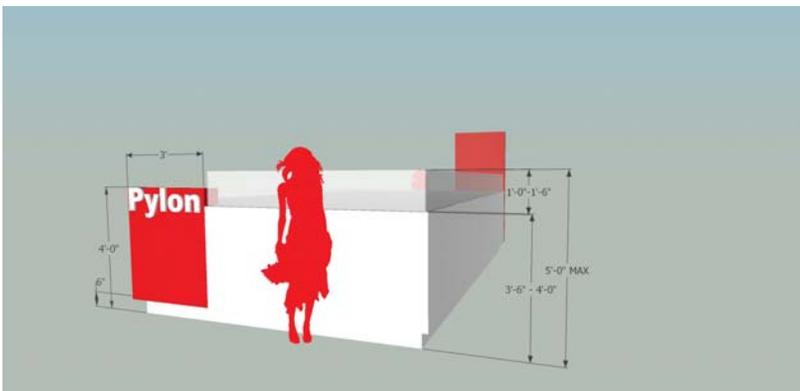
Maximum kiosk height is 4'-0" above the finished floor level, plus a 1'-0" translucent shroud to hide equipment and to comply with the Health Department height requirement for the wall behind the sinks. Overhead exhausts or light canopies will not be approved.

General retail kiosks are allowed to have one pylon sign. Food kiosks are allowed to have two pylons, - one for signage and one for menuing.

All kiosks must incorporate articulation of forms and variation in height. They are required to have fully integrated lighting to all display areas and provide a retail presence.

Where appropriate, consider incorporating mall relevant finishes.

80 % of the finishes must be neutral, natural and authentic materials on the exterior of the unit. Secondary finishes such as branding graphics, (inclusive of digital screens / promotional materials) and branding colors, must be limited to 20% of those exterior finishes.



# Kiosk Design Details

## LIGHTING:



Overhead light fixtures must be low profile and approved by Macerich.  
All lighting must meet applicable building codes / safety requirements and will require Landlord approval prior to installation.

## ACCESS GATE:



A gate to enter a kiosk is required. The gate must be seamlessly integrated into the design to avoid being an eyesore.  
The bottom of the gate should be no more than 1" maximum above the finished floor.

# Kiosk Design Details

## PYLON PRIMARY SIGNAGE:



The pylon can take on multiple shapes within a set perimeter and parameter of 7' H x 3' W x 6" D. It's front must be positioned to face the main flow of foot traffic.

## SIGNAGE BRANDING GRAPHICS:



Additional branding graphic elements, including digital screens and promotional posters are to be limited to 20% of the kiosk's surface. Graphics must be mounted / set behind glass or finished with a clear high gloss coating.

# Kiosk Design Details

## SIGNAGE - PROMOTIONAL:



Digital screens must be limited to either a maximum of two locations or a maximum of one location at a larger size. All cords and cables must be integrated and concealed.  
LCD screens must be built in and flush mounted.  
No third party advertising is allowed.  
All media must be approved by Landlord prior to installation.

## SIGNAGE - DIGITAL SCREENS:



Promotional signs must be limited to either a maximum of two locations or the equivalent of two digital screens, or a maximum of one location at a size that equals two screens.  
Promotional signs may include fully illuminated posters or digital screens and must be recessed and integrated within the kiosk millwork below 4'-0" high.  
All display systems for promotional graphics and pamphlets must sit flushed with the millwork design and finishes. Freestanding displays will not be approved.

# Kiosk Design Details

## STORAGE AND DETAILING:



All interior storage must have doors or fixed fronts within the retail space.  
Integrate all countertop displays into the design. No freestanding loose spinners or displays are allowed.

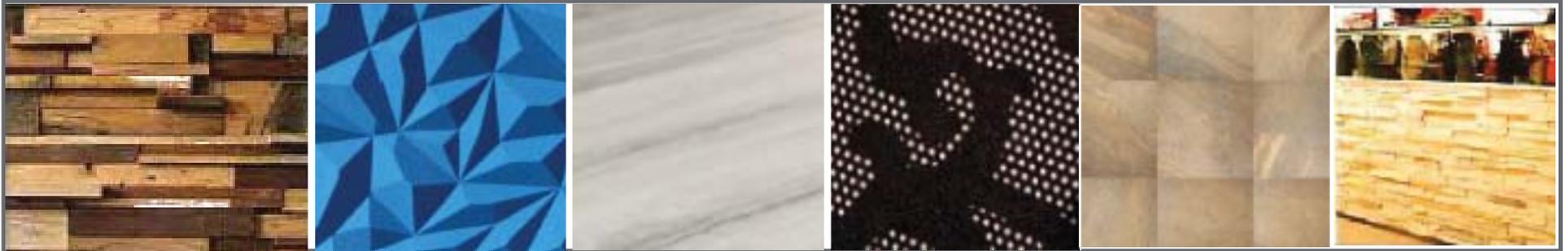
## DISPLAY MERCHANDISING:



incorporate product specific display elements into overall design concept.  
Secondary and small impulse product displays are to be built into the millwork. No loose items on countertops allowed.

# Kiosk Design Details

## FINISHES AND MATERIALS:



Materials and finishes must be durable to hold up against foot traffic and cleaning equipment.  
Building materials must be fire treated or non - flammable, class A fire retardent materials per building code.  
Selected materials must be authentic and natural such as woods, stones, reclaimed woods, mosaic tiles, etc.  
plastic laminates are not permitted with the exception of colorcore or wood pattern high performance plastic laminate.

## PLAN LAYOUT AND FLOW:



An open walk - through kiosk can be shopped from the inside and outside. It will allow for increased SKU's.  
A walk - through kiosk encourages interactive shopping.  
A walk - through kiosk let's the customer assess before engaging, (transition time).  
A walk - through kiosk lends itself to a sculptural design which in turn draws attention to the product.

# Process:

## HOW TO SUBMIT:

All drawings shall be submitted electronically to: [www.tcsantamonica@macerich.com](mailto:www.tcsantamonica@macerich.com), [www.tcrochester@macerich.com](mailto:www.tcrochester@macerich.com), [www.tcphoenix@macerich.com](mailto:www.tcphoenix@macerich.com). A welcome letter with password access will be sent to the tenant contact as listed in the lease documentation. If you have trouble gaining access to the website, contact one of the Macerich tenant coordination team.

The tenant is responsible for proper engineering, safety, design and compliance with all applicable governing codes and regulations of the kiosk.

The Landlord's approval of the tenant's drawings do not imply and or infer compliance with these requirements. The Landlord's review and approval is only to ensure compliance with the Landlord's criteria manual.

The approval does not relieve the tenant of responsibility for:

- Compliance with lease documents.
- Field verification of dimensions and existing conditions.
- Discrepancies between final drawings and as - built conditions of the tenant's space.
- Coordination with other trades and job conditions and compliance with any and all governing codes and regulations applicable in the tenant's work.

## WHAT TO SUBMIT:

All drawing submittals must be prepared by an architect or engineer registered with the local jurisdiction.

It is the tenant's sole responsibility to comply with all laws, codes and regulations as may apply.

- Drawing sheet format: 24" x 36".
- Submitted document format: a single adobe PDF containing all sheets in order.

**Drawings must be submitted to Macerich for approval, in the following two phases:**

### PRELIMINARY SUBMITTAL:

**A design intent package with a minimum of:**

- a color rendering of the kiosk.
- a material sample board, (81/2" x 11" minimum), clearly noting the kiosk name and mall.
- a floor plan.
  
- sections and elevations of the kiosk.
- concept inspirational images.
- photos of existing kiosk / concept, if available.

**Approval of the preliminary drawings does not imply approval to begin construction.**

### LANDLORD APPROVAL:

The Landlord's approval of the construction documents is for compliance with criteria.

By reviewing these drawings, the Landlord, it's agents and consultants assume no responsibility for for code compliance, including but not limited to ADA requirements, dimensional accuracy, engineering accuracy or compliance of drawings for construction purposes.

The Landlord's design manager reserves the right to use discretion to assure all stores conform to the criteria and have a strong visual presentation, good design principles and is harmonious with surrounding tenants and the base building "look and feel".

The tenant and GC must have the stamped Landlord approved drawing set on site at all times during construction / installation.

### FINAL SUBMITTAL:

**A 100% submittal set - full construction set including:**

- a cover sheet including a vicinity map, a location plan, (LOD), all code compliance notes required by the city.
- a floorplan fully detailed and scaled, showing all components, counters, cash wraps, islands, condiment area layout, partitions etc.
- all finishes and fixtures with complete schedules and keyed to plans / elevations.
- details and sections through each side as well as the pylon, the counters, counter edge, millwork toe kick, raised flooring, wall caps, special conditions etc.
- all interior and exterior elevations with sign locations and dimensions.
- anything necessary to describe structures or design features not depicted or easily understood.
- electrical drawings including a plan layout.
- plumbing drawings, (if applicable).
- equipment schedule
- sign shop drawings with plan, elevations, sections, materials and details.
- 
- The Landlord shall notify tenant's architect of the corrections required, if any. The architect must conform to the approved preliminary drawings, construction requirements, this tenant criteria manual and other items as may be redeemed relevant to Macerich's tenant coordinator. The Landlord shall return one complete set or the revised final approved working drawing set which shall be referred to as the "final working drawings".

# Project Critical Path:



# Construction:

Tenant's general contractor is required to contact Macerich's mall management office, (mall operations manager) and arrange a pre-construction meeting with him / her and Macerich's on site tenant coordinator to review all construction and installation requirements when working in the mall.

**This meeting will go over the following items, but not limited to:**

- Building permits
- Contractor's fees
- All insurance requirements
- All bonds
- Access time to project
- Parking
- All delivery schedules and designated locations
- Service elevator requirements
- Security requirements
- Construction utilities
- Required Landlord approved drawings
- Any construction restrictions

# The Fabrication:

## CONSTRUCTION UPDATES:

Fabrication must provide updates and photographs at key stages such as:

- After framework is complete, but before finishes are applied.
- After completion, prior to shipping.

**Macerich pre - qualified fabricator list: (SUGGESTED LIST ONLY)**

### AC DESIGN

Jay Arcello

360 Industrial Loop  
Staten Island, NY 10309  
P: 718. 227.8100  
www.acdesigncorp.com

### SUNCONURE

Peter Schuwerk - President

4505 131 Avenue North  
Suite 25, Clearwater  
Florida 33762  
P: 727. 572.6491  
Fax: 727. 556.0442  
info@sunconureinc.com

### NBI

Mike Beeman

8520 Wellsford Place  
Santa Fe Springs  
CA 90670  
P: 562. 696.1400  
Fax: 562. 696.1411  
www.nbifixtures.com

### S VISIONS INC.

Isaac Sananes

21512 Nordhoff Street  
Chatsworth, CA 91311  
P: 310. 409.6785  
C: 818. 968.8391  
svisions1@gmail.com  
www.svisionsinc.com

### WIDE ANGLE MARKETING

Kraig Kaijala

27D Old Colony Road  
Hubbardston, MA 01452  
P: 978. 928.5400  
C: 978. 360.6816  
kraig@wideanglemarketing.com  
www.wideanglemarketing.com

### ACT CONSTRUCTION INC.

Frank Fam Tafreshi

Los Angeles, Orange, San  
Bernardino, Riverside  
P: 818. 402 0447  
frank@actconstructions.com  
www.actconstructions.com