Retail Signage (and frontage) Guidelines

The design of each Retail outlet (RO) includes three major components, each subject to separate guideline requirements. These components are:

1) **Design Control Zone (DCZ) and Storefront**
2) **Signages**
3) **Lighting**

The objective of the Guidelines is to encourage freedom of expression and creativity, while establishing a common point of departure for all Tenants. Each Tenant, its Architect or Designer, Contractor and Representative should familiarize themselves with the intent, scope, requirements and details of the Guidelines. National and Regional Tenants, who have recognizable store designs, are also expected to review these Guidelines and modify their design prototypes to ensure compatibility with and compliance to the following Guidelines. Any modifications of or deviations from these Guidelines must be reviewed with the Lodha Fitouts team and will be subject to approval by the LODHA FITOUTS TEAM.

This Guidelines document outlines the detailed design specifications and guidelines with respect to storefront, signage, lighting, rolling shutter & boardouts, and other considerations as shown in the following sub-sections that need to be followed by the tenant within their outlets in the Mall & High-street locations (referred to as "Mall" henceforth)

1) Design Control Zone (DCZ) and storefront

A zone along the frontage of the shop having a depth of 4 feet from the shop line shall be designated as the 'Design Control Zone (DCZ)'. The DCZ has the maximum impact on the attractiveness of your RO and the entire mall and hence, it is necessary to ensure that the design and materials used in the DCZ are durable and match the quality of the adjacent public space material to ensure harmony in the aesthetics across stores in the Mall. The Lodha Fitouts team shall have right to ask the RO to change any design/material in the DCZ which does not adhere to the general standards of the Mall and the RO shall make the required changes within 7 days of such intimation, failing which the RO shall be deemed to be in 'default'.

Guidelines in relation to the DCZ are:

Overall	a. Retailer to create 3 dimensional integrated and distinctive shopfront that combines innovative displays with imaginative ceiling, flooring, sidewalls lighting and signage treatment in the DCZ. b. In case of malls, Open storefront *(without any glass barriers)* are encouraged, so that the customers walk in the store seamlessly. c. The shop front display must be visually interesting and configured to allow clear sight lines deep inside.
Entrance	d. Door types and finishes, hardware, lighting and even graphic inset into the thresholds all contribute to the entry experience. e. Recessed entrances and bay display windows are encouraged within the

	storefront line in order to articulate the interior storefronts. In such cases, base corridor flooring must be continued through the part of the DCZ which lies outside the recessed entrance. f. The flooring in DCZ must be coordinated aesthetically with the mall common area flooring and levels should be matched with the mall common area flooring. For non-glazed shops, a 5 mm SS separator strip is mandatory between the Mall flooring and the licensee unit flooring g. Glass swing doors and glass sliding doors can be used as a form of closure. Doors will only open inwards. If swing doors, these should be full height and frameless. Door height & width not less than 2200 mm & 1050mm respectively.
Lighting & visuals	h. Down lighting and appropriate lux levels is to be maintained within the DCZ, as per the Lighting guidelines here in below. i. Storefronts, except showcase type, must have a minimum of 66% vision glass. j. Storefronts visible from the upper level must take special care that the tops of storefronts are finished to match the storefront design. There are to be no exposed conduits, raceways, access panels or equipment visible from upper level.
Others	k. Throughout the DCZ, ceilings will be at full height and made from Gypsum. Dropped ceilings are permitted only beyond the DCZ. l. Internal walls must meet external glazing of base building perpendicular to and at a vertical mullion. m. Entire storefront length, except entry doors, to have a minimum of a 6” (150mm) high skirting of SS 306, integrated with the storefront design. However skirting to entry door, if in continuation to glazing, is acceptable
Unacceptable elements	a. Reflective glass (including the use of mirror) and/or tinted glass is not permitted on storefronts or in the DCZ. b. Back of house operations, cashiers desk are not permitted in the DCZ. c. Auspicious hanging elements (lime and chilli, horse shoe, black doll etc.) are not permitted at storefronts or in any customer visible areas.

Sample storefront section and reference images are shown as **Appendix A**.

2) RO Signage

Store signages are vital to the successful functioning of the Mall. The goal is to produce a colourful collage of signs that tastefully inform, delight and stimulate the shopper. Retailers are required to comply with the signage guidelines, as mentioned herein below. Any installed signs that do not comply with these guidelines or are otherwise deemed to be hurting the general ambience of the mall shall be removed by the RO owner/operator within 7 days of notice from Lodha Fitouts Team to this effect. Non-removal after 7 days from the date of such notice shall mean that the RO is deemed to be default.

Overall	a. Imaginative designs which depart from traditional methods are encouraged. Retailers shall have identification signs designed in a manner compatible with the overall design concept of the Mall and as an integral part of the storefront design. b. Unique non-conventional and expressive signage designs are encouraged, and signage should be integrated as part of the overall shop front design. c. Retailers are encouraged use of vertical signage & to develop creative signages integrated within the storefront rather than box signages d. Signage should be incorporated either within the shop front control zone or pop out zone (if specifically provided in the retail building). e. Additional signs could also be considered for units with multiple frontages and/or single shopfront width of more than 10m.
Nomenclature	f. Only registered store/ brand name as stated in the lease agreement will be accepted as the shop front sign. g. Advertising slogans / byelines and other product/brand names are not allowed. h. Only one sign and one brand name per unit allowed i. Signage letters should be legible from a distance when backlit.
Dimensions & placement	j. Signage is permitted maximum of 600 mm height as part of the storefront *(refer Appendix A)* k. Length of primary storefront signs shall be between 40-45% of the storefront/bay span.
Type of signage	l. It is recommended to have a 3D signage. Only the following types of non-lit 3-D signs would be allowed: i. Painted, silk screened, etched or applied in gold/silver leaf to inner surface of glass ii. Raised letters applied to glass or storefront metallic finish (i.e. Brass, bronze, copper) or solid colour letters (i.e. Lacquer coated,

	vinyl coated) iii. Sign/logo etched or cut out of solid material such as mirror, wood or stainless steel iv. Artisan's plaque featured within storefront (bronze, brass, copper etc.) v. Self-illuminated logo or individual letters. (It is advised that extremely reflective signage surfaces are avoided as their visibility gets greatly restricted) vi. Other special sign that is approved by the Lodha Fitouts Team
Others	m. All permits for signage shall be obtained by the Retailer. Fulfilling statutory requirement with regional language font of signage, shall be Retailer's responsibility. n. Transformer for the signage will be placed within the storefront line. o. All signs, bolts, fastenings and clips shall be of hot-dipped galvanized iron, stainless steel, aluminum, brass or bronze. No black iron materials of any type is permitted. The support of signage to be sturdy and neatly finished if they are visible p. The Retailer must provide access from within the store for the servicing and repair of his sign.
Unacceptable elements	q. Following form of signage would not be allowed. • Exposed High voltage neon signage. • Exposed external lights • Continuous Horizontal band signage • Flashing signs • Flat box up sign • Signs/letters with unfinished edges. • Signs with exposed fastening details. • Mobile signs and painted signs. r. Signage with animated components, flashing lights, those painted directly on the bulkhead/ glazing, on demising wall not permitted.

	s. Cloth, Paper, Cardboard, Decal signs flat Perspex signage not permitted t. LCD panels not permitted. Exceptions may be permitted on case to case basis by Lodha fitouts team, with prior written permission, for beauty, wellness and electronics focused ROs. u. Signage with exposed conduit, tubing or raceways, as well as conductors, ballasts, transformers and other equipment not permitted. v. No labels or other identification of the signage maker/fabricator shall be permitted on the external visible surfaces of signs.

Signage samples (acceptable & unacceptable) are shown as **Appendix B**.

3) RO Lighting

The Retailer is encouraged to utilize scientific lighting design principles in order to achieve a Lighting Design that aims to achieve Shopper Delight, Brand differentiation while maintaining heat and electricity loads within optimum range within the premises

The lighting and brightness level in the store interior and shop front is subject to approval of the Fitout Team.

Show window display lighting	a. Show window lighting could be incandescent. However, energy efficient LED, metal halide or CDMT & colour-corrected sodium vapor (3000 Kelvin or warmer) are recommended. b. All light sources including lamps for direct use (down lights, track lights, soffit lights etc.) must be shielded from view. c. All illumination shall be directed away from the mall public space to prevent glare. d. Light levels shall fall within the Range of 1200-1800 Lux in the storefront/ Design Control Zone. e. Retailers are encouraged to incorporate a recessed light through in the drywall ceiling to conceal the display lighting within DCZ. f. Pendant light fixtures, luminous ceilings, chandeliers, wall brackets or glitter strips may be used only if the retailer has established an identity based on this theme or motif, and the use of these elements must be approved in writing by Lodha Fitout team prior to installation
Store interior lighting	g. Lighting level within the store should be varied to create liveliness, focal point and ambience. h. Lighting design and layout needs to be well considered and integrated with the ceiling design, fixtures layout and display. i. All light sources including lamps for direct use or indirect use (cove, sconce etc.) must be shielded from view. j. Fluorescent fixtures shall have parabolic diffusers, either metal paralume-type or acrylic paracube-type. No other lens shall be used except in storage or other areas removed from public view. k. Incandescent fixtures shall have glare-free shielding devices. l. The use of cool white or daylight fluorescent lamps is not recommended in the retail stores. Deluxe warm white (3000 Kelvin) & deluxe cool white (2500 Kelvin) fluorescent lamps are recommended.

	m. All internally illuminated show cases and display cases must be adequately illuminated and ventilated. n. Recommended to have higher lux levels in the periphery of the store.
Other guidelines	o. All light fixtures shall be glare free. Light sources shall not be visible from the Mall corridors. p. No lighting, whether temporary or permanent, shall be installed outside the unit for any purpose. q. No strobe, spinner or chase-type lighting shall be used. r. All lighting shall comply with the applicable local and national codes and regulations. s. All fixtures should be first class quality. Chokes, ballasts, if used, should be electronic. Use of any types of induction chokes is not permitted. t. In the distribution box, use of only MCB or ELCB is permitted. Please do not use isolators. It is recommended that the distribution boxes have a masking cabinet with louvered shutters. u. Emergency lights shall be laid out to cover the entire shop and should be built into the ceilings design.

4) **Rolling Shutter**

a. SS, White or black color only. Motorized chain and link rolling shutters are mandatory.
b. Motor to be power back-up with UPS / inverter. Opening mechanism (Key / push button) to be installed at the inner side of the façade and not in the front.
c. Opaque/ solid/ perforated panel shutter not permissible.
d. The guide of shutters will be as slim as possible, workmanship to deliver clean lines, painted properly and preferably to be concealed with small detailing of a panel
e. All rolling shutter designs will be prior approved through Lodha Fitouts Team

A sample representation for rolling shutters is shown as **Appendix C**.

5) **Board Out Procedures – for use outside RO frontage during fitouts**

a. The Licensed Units must be enclosed and sealed on all sides immediately upon the start of fit out with a temporary eco-friendly vinyl hoarding mounted. The design of this shall be approved by Lodha Fitouts Team. The size shall be based on the storefront.
b. A wooden framework is to be erected by Licensee with 6mm marine ply from Mall Corridor side, 600 mm away from the Lease Line forming with C shape, ending at neutral piers. An openable & lockable Door of size 2100 X 1200 is to be prepared and fixed within the board-out panel (if the store has no back entry). Flex to be made taut and stapled on the same very neatly and evenly.
c. Flex can be removed only after written clearance from Lodha Fitouts Team once the fit-out is completed
d. The Board out must have an access created for ingress and egress to the store in case of all Inline Retail stores and other stores without service entrances.
e. The graphic must indicate that the unit would soon be opening

f. Contact details, E-mail address, web links and Telephone numbers are not permissible in the graphic design.
g. The LODHA FITOUTS TEAM will maintain a duplicate key to the lock and does not need to seek permission to inspect the store at any time during the fitouts.
h. Flex to be mounted in three parts preferably as shown in drawing in **Appendix D**.
i. Flex to be fitted tightly and covering entire storefront.
j. Dimension of storefront to be measured by retailer's vendor before printing the flex.
k. A wooden frame to be put without nailing to mall floor. Mall finished floor, ceiling must not be damaged.

A sample representation for boardout creative and fixing details are shown as **Appendix D**.

6) Unit number display on storefronts (if applicable):

- All retail stores should sport their unit numbers on their storefront, if applicable as per laws.
- These will be in grey / white/ dark grey colour vinyl letters 75 mm in height Arial font only and top right hand corner of storefront when you stand in front of the store.
- Note - Unit numbers will be written in the following manner – floor nomenclature followed by a dash followed by unit number. There should not be any space in between. For example 0-18

References for other developers

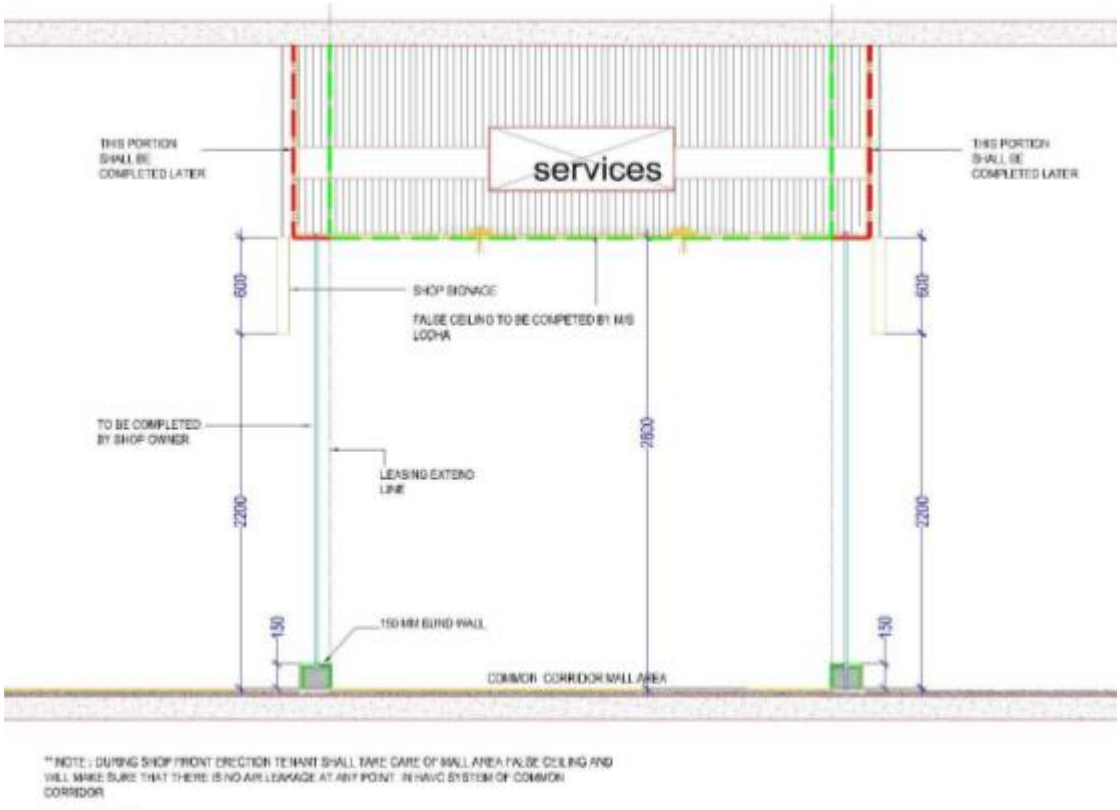


DLF - Retail


Phoenix Grou

Appendix A: Store front

Sample storefront section



Sample reference images













Appendix B: RO signage

Acceptable types of signages (for representation purpose only, not exhaustive)









Unacceptable types of signages (for representation purpose only, not exhaustive)







Acceptable type of food-court menu boards



Well-designed menu boards with dark background and light text are encouraged.



Low light level integrated LCD screen illustration

boards



Overly embellished menu frame



No surface mounted tracklight



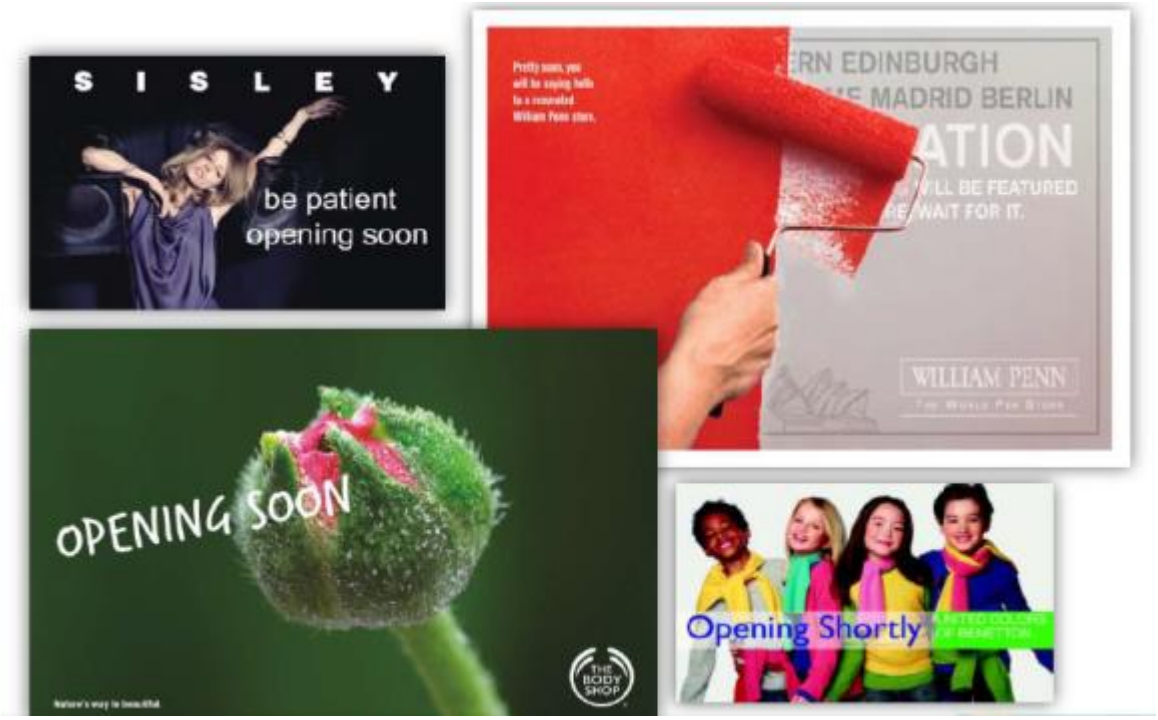
Overly lit, multicolour menu boards with over 40% illustration.

Appendix C: Rolling shutter

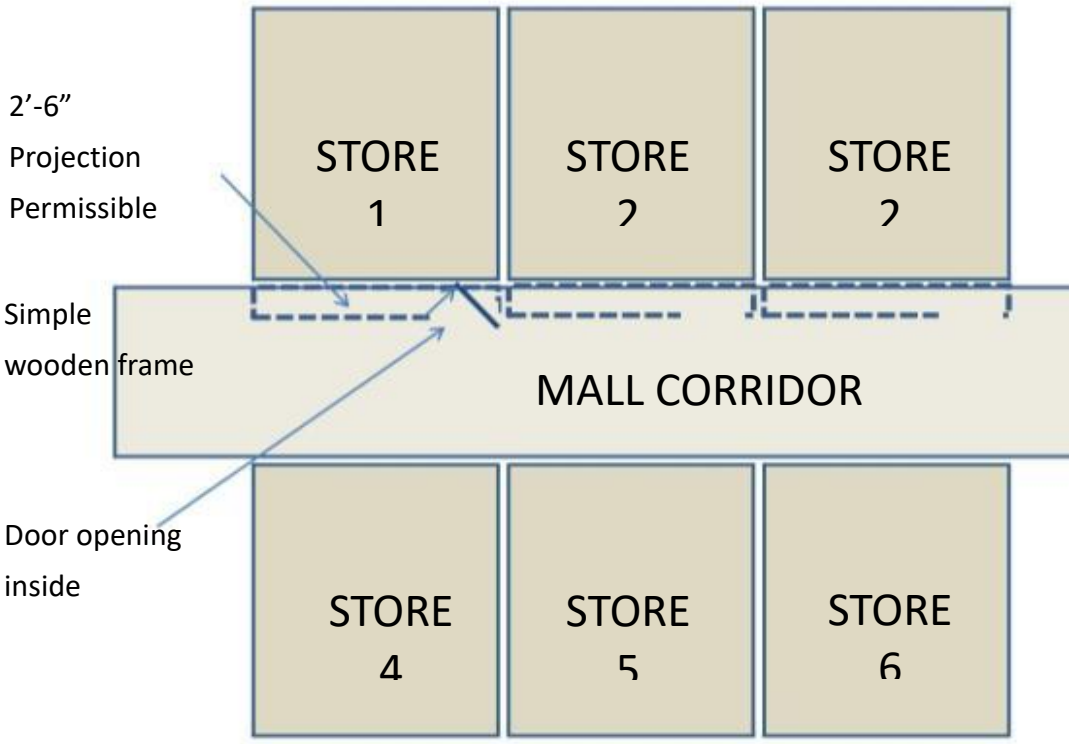


Appendix D: Board-out

- Creative options



- Sealing of a typical store with boardout:



- Fixing flex of a typical store boardout:

