

ICSC EUROPEAN SHOPPING CENTRE AWARDS 2014 CALL FOR ENTRIES



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MESSAGE FROM THE EUROPEAN AWARDS CHAIRMAN

As Awards Jury Chairman, I am delighted to take this opportunity to invite you to present your centre to your peers.

Projects eligible to enter the European Shopping Centre Awards 2014 need to have been completed in the period between 1 July 2011 and 30 June 2013. All other requirements are defined in this brochure. The deadline for the latest submission is 6 September 2013. Please don't miss your chance to receive one of these supreme Awards.

Since 1975, the ICSC European Shopping Centre Awards have honoured the most outstanding new or refurbished/extended shopping centres in Europe. In recent years, the program has included awards for urban redevelopment and existing centres – Regeneration and Established Centre Awards, respectively

Regeneration award will honour the finalist that has best demonstrated how close cooperation with the local government and community can result in a regenerated and revitalised city centre. The award will be given to both the local authority and the development company behind the project.

The Existing Centres award will honour projects that, based on economic impact, aesthetics, and ability to meet the needs of its investors and users, has had the greatest impact on its surrounding community. Eligible projects are those that have been opened, refurbished or expanded between 1 July 2007 and 30 June 2011. Past entrants, including winners of the ICSC European Shopping Centre Awards program, are also eligible to enter.

The simple method of online applications makes it easier than ever to enter the European Shopping Centre Awards. Just log on to www.icsc.org/euroawards and follow the simple instructions to complete your entry.

The finalists will be announced in Cannes at Mapic and the winners at the ICSC European Conference in Istanbul in April 2014.

All Award winners will be automatically entered into the VIVA Best-of-the-Best Awards 2015, where over the past few years many of the European centres have been distinguished.

I very much look forward to seeing your centre recognised as one of the leading European projects.

Yours sincerely,



JAN EIJKEMANS
Managing Director, MAB Development
Chairman, 2014 European Shopping Centre Awards Jury



ELIGIBILITY & ENTRY REQUIREMENTS

Every year since 1977, ICSC has recognised excellence in new and refurbished shopping centres throughout Europe with the presentation of the prestigious and highly sought-after European Shopping Centre Awards. In 2013 we added a new category – Established Centres.

An ICSC European Shopping Centre Award represents the shopping centre industry's judgment as to what constitutes the best European shopping centre of the year in each category.

A winning entry must be the best in a number of ways. It must show that it has achieved success in the most important aspects of the project such as: its choice of site, planning, architecture, merchandising, sales results, customer approval and financial returns.

ELIGIBILITY & ENTRY REQUIREMENTS

WHO CAN APPLY

The awards are made to the developer; therefore the application must be made by the developer or by an agent (e.g., an architect) on his behalf. The ICSC European Shopping Centre Awards are open to both members and nonmembers of the International Council of Shopping Centers. A company may enter as many projects as it chooses.

ACCEPTABLE LANGUAGE AND CURRENCY

All entry contents must be written in English. All references to costs must be made in euros.

PREVIOUS SUBMISSIONS

Projects may only be submitted once as a new development. They can be submitted later on as a refurbishment/extension or an established centre.

DEADLINE

Entries must be submitted for judging by close of business on **Friday, 6 September 2013**.

ENTRY FEE

€4,950 member fee.
€5,950 non-members fee.

Payment for all entries must be received by Friday, 6 September 2013. Your entry will not be accepted for judging if payment is not received by 6 September 2013. All payments are by credit card only. If there is an issue paying with a credit card, please contact us at jlaut@icsc.org

ELIGIBILITY

Application forms will be accepted only for projects developed in Europe. All new schemes must have opened to the shopping public or, if refurbished/extended, been completed in the period **1 July 2011 to 30 June 2013**. Where developments are phased, the project may be submitted at the completion of any stage, but it may only be submitted once as a new project and once as a refurbishment.

For Established centres, the project must have been opened, refurbished or expanded between **1 July 2007 and 30 June 2011**. Past entrants, including winners of the ICSC European Shopping Centre Awards program, are also eligible to enter.

RULINGS

The ICSC European Shopping Centre Awards Committee and ICSC officials will make all eligibility rulings. Both reserve the right to re-classify, re-categorise or disqualify entries, as well as to remove any ineligible materials. All decisions are final.

PUBLICATION

Your entry grants ICSC the right to publish any information contained in the entry (excluding the financial information) in any form to include news releases, advertising, books, periodicals and other publications. Copyright photographs, slides, videos, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.

ELIGIBILITY & ENTRY REQUIREMENTS

PHOTO CD

Only finalists will be required to provide a photo CD of the images contained in their photo gallery file. These images will be used for the presentation at the European Conference and should be of the highest quality. Once the Jury has selected the Finalists they will be contacted with the accepted file format.

EUROPEAN SHOPPING CENTRE AWARDS PRESENTATION

2–4 April 2014

ICSC European Conference

Istanbul, Turkey

SUPPORT

Do you need additional help or have more questions? You may contact us at awards@icsc.org

JUDGING PROCEDURE

The European Shopping Centre Awards Jury, a group of leading industry experts, will review eligible submissions and score them confidentially. The jury will not review entries from their own companies or any entry that might constitute a conflict of interest. After assessing all the entries submitted through the website, the jury members will meet and select the finalists. All finalists will be visited by the jury. After the visits, the jury will deliberate and decide on the winners.

HOW TO ENTER

Your entry must be submitted online according to a specific format, as outlined herein. Please read this information carefully before you begin your entry preparation so you can resolve any questions in advance.

NOTE: FILE UPLOADS

You will need to upload various files throughout your entry. You are responsible for making sure that the file(s) you are uploading are viewable, playable in the format defined by ICSC or downloadable after the upload is complete. Submitting an entry is simple and convenient, as the ICSC website allows the option to set up an account and manage all the entries you will be submitting.

- *Register for a User Name and Password. You only need register once and use your User Name and Password to log on in the future.*
- *The Main Menu. After registering or logging in, the Main Menu will appear with the following navigational selections:*

ELIGIBILITY & ENTRY REQUIREMENTS

STEP 1: **Complete/Review Your Application Form**

This Entrant Form needs only to be completed once. The person listed under Contact Information must be the person representing the award and will be the person contacted should the entry be chosen as a finalist.

STEP 2: **Add an Entry**

This form allows you to add a new entry. Once an entry is added, you will be able to view and edit it at any time when logging on. Select the appropriate Category and Classification and enter the name of the project. Click Add Entry and the page will reload, listing the new entry. You may then choose to enter additional entries or pay for your entry and proceed with completing the entry form.

*Note: You do not have to pay before you start your entry. Payment must be received by **6 September 2013**. Entries will not be accepted for judging if payment has not been received.*

STEP 3: **View/Edit Existing Entry**

When you click on this Step, a list of all your entries will appear. Click on the one you wish to view or edit.

STEP 4: **Submit Payment**

Each entry must be accompanied by a payment of €4,950 for members, €5,950 for non-members. All payments by credit card only. If there is an issue paying with a credit card, please contact us at jlaut@icsc.org. Your entry will not be accepted for judging if payment is not received by **Friday, 6 September 2013**.

STEP 5: **Review Entries and Submit for Judging**

Deadline: Friday, 6 September 2013

OWNER/MANAGEMENT COMPANY AUTHORISATION

All entries must have the electronic authorisation of the owner/management company to authorise the submission of the entry and must have agreed to abide by all rules of the ICSC European Shopping Centre Awards. Additionally, as duly authorised, the authorising individual certifies that there are no persons or organizations responsible for creating or collaborating on the submitted project other than those listed in the professional recognition section of this form and grants ICSC rights to publish any information contained in the entry in any form including but now limited to news releases, advertising, books, periodicals and other publications. An e-mail confirmation will be sent to the Entrant and Owner Representative/Managing Agent to confirm this authorisation.

STEP 6: **Print Entry Forms**

You can print any page of your entry prior to submitting for judging and will be able to print your entire submission at the time you submit your entry for judging. You can also save copies of the material you uploaded. Keeping a copy of your entry is only for your purposes, such as for later reference or for sharing with colleagues.

ELIGIBILITY & ENTRY REQUIREMENTS

AWARD CATEGORIES

- New Developments
- Refurbishments and/or Expansions
- Established Centres

SPECIAL DISTINCTION

The Regeneration award, to be determined by the ICSC European Shopping Centre Awards Jury, will honour the finalist that has best demonstrated how close cooperation with the local government and community can result in a regenerated and revitalised city centre. The award will be given to both the local authority and the development company behind the project.

ENTRY CLASSIFICATIONS

Entries are classified as New Developments or Refurbishments/Expansions and are divided into categories related to their size, usually Small, Medium, and Large or by their tenant mix, e.g., Specialised Centres (Outlet, Leisure, Retail Parks).

JUDGING CRITERIA

NEW DEVELOPMENTS • REFURBISHMENTS AND/OR EXPANSIONS CENTRES

The jury reviews each entry according to a specific criteria and award points accordingly:

- **Key Criteria 30%** (location/visibility, innovation, circulation, compliance to basic shopping centre development rules, ease of access/transportation, achievement of aims/sense of excellence, identity/image/branding and impact on competition)
- **Design/Concept/Layout 27%** (external and internal design/architecture, parking, entrances – design/utility, landscaping indoors and outdoors, public/shopper facilities, technical installations, shop fronts, external and internal signage and lighting)
- **Performance 27%** (investments/returns—yields/others, merchandising/tenant mix, anchors, rental levels, retail sales efficiency, tenant occupancy, marketing concept/activities, footfall, management, future viability, apparent client satisfaction/atmosphere)
- **Sustainability 13%** (environmental, economic, societal & cultural, resources)
- **Presentation 3%** (quality of documents, attitude of participants)

Total Score of 100 points

ESTABLISHED CENTRES

The jury reviews each entry according to a specific criteria and award points accordingly:

- **Key Criteria 30%** (location/visibility, innovation, circulation, compliance to basic shopping centre development rules, ease of access/transportation, achievement of aims/sense of excellence, identity/image/branding and impact on competition)
- **Design/Concept/Layout 25%** (external and internal design/architecture, parking, entrances – design/utility, landscaping indoors and outdoors, public/shopper facilities, technical installations, shop fronts, external and internal signage and lighting)
- **Performance 38%** (investments/returns—yields/others, merchandising/tenant mix, anchors, rental levels, retail sales efficiency, tenant occupancy, marketing concept/activities, footfall, management, future viability, apparent client satisfaction/atmosphere)
- **Sustainability 5%** (environmental, economic, societal & cultural, resources)
- **Presentation 2%** (quality of documents, attitude of participants)

Total Score of 100 points

ENTRY FORM GENERAL INFORMATION

All fields must be answered in order for an entry to be judged.

Shopping Centre Information

Description of Entry

Describe the type of project you are submitting for an award (250 word max.)

Location of Centre (check one):

- City/In Town
- Out of City
- Other (specify)

Type of Centre (check all that apply):

- Convenience
- Fashion
- Neighbourhood
- Power
- Regional
- Retail Park
- Other (specify)

Development Team (this information will be used in all official listings)

1. Owner
2. Developer
3. Finance
4. Architect
5. Consultant Leasing Agent/Company
6. Consultant: Technical
7. Consultant Others
8. Asset Manager
9. Property Manager

GENERAL INFORMATION

NEW DEVELOPMENTS – REFURBISHMENTS AND/OR EXPANSIONS

Physical Dimensions & Facts/Figures

Area/Floor & Units

Initial Phase I	Phase II, if a Refurbished/Extended Centre
Total GBA (Gross Build Area) m ²	Total GBA (Gross Build Area) m ²
Total GLA (Gross Leasable Area) m ²	Total GLA (Gross Leasable Area) m ²
Centre Capacity m ³	Centre Capacity m ³
Parking Capacity	Parking Capacity

Number of Shops

Initial Phase I	Phase II, if a Refurbished/Extended Centre
Area m ²	Area m ²
Floors	Floors
Units	Units

Parking

Initial Phase I	Phase II, if a Refurbished/Extended Centre
Area m ²	Area m ²
Floors	Floors
Units	Units

Other Related Uses, if any Residences

Initial Phase I	Initial Phase I Phase II, if a Refurbished/Extended
Area m ²	Area m ²
Floors	Floors
Number of cars	Number of cars

Offices

Initial Phase I	Phase II, if a Refurbished/Extended Centre
Area m ²	Area m ²
Floors	Floors
Units	Units

Hotel

Initial Phase I	Phase II, if a Refurbished/Extended Centre
Area m ²	Area m ²
Floors	Floors
Units	Units

GENERAL INFORMATION

NEW DEVELOPMENTS – REFURBISHMENTS AND/OR EXPANSIONS

Floor Breakdown

Retail & Services

Basement 2+ m²
Basement 1 m²
Ground m²
Floor 1 m²
Floor 2 m²
Floor 3+ m²
Total m²

Gastronomy Entertainment

Basement 2+ m²
Basement 1 m²
Ground m²
Floor 1 m²
Floor 2 m²
Floor 3+ m²
Total m²

Car Park

Basement 2+ m²
Basement 1 m²
Ground m²
Floor 1 m²
Floor 2 m²
Floor 3+ m²
Total m²

Common Area Circulation

Basement 2+ m²
Basement 1 m²
Ground m²
Floor 1 m²
Floor 2 m²
Floor 3+ m²
Total m²

Technical/fac.

Basement 2+ m²
Basement 1 m²
Ground m²
Floor 1 m²
Floor 2 m²
Floor 3+ m²
Total m²

Other uses (please specify)

Basement 2+ m²
Basement 1 m²
Ground m²
Floor 1 m²
Floor 2 m²
Floor 3+ m²
Total m²

GENERAL INFORMATION

NEW DEVELOPMENTS – REFURBISHMENTS AND/OR EXPANSIONS

Development Process/Conceptual Aspects

Development Steps	Initial Dates (month/year)	Phase II Dates, if a Refurbished/Extended Centre (month/year)
Acquisition of Site		
Obtain Permits		
Ground Breaking Ceremony		
Start Construction		
End Construction		
Other Related Dates, please specify:		
Opening Date		

To facilitate the jury’s review, we recommend bullet points rather than narrative paragraphs when responding to the following questions:

Major characteristics/originality in concept and best practices points (max 50 words)

1. _____
2. _____
3. _____
4. _____
5. _____

Major development difficulties (max 50 words)

1. _____
2. _____
3. _____
4. _____
5. _____

Success Points (max 50 words)

1. _____
2. _____
3. _____

Are there any further changes or modifications proposed in the near future?

Yes _____
No _____

If yes, please describe briefly (100 words max)

Is there a future extension planned?

Yes _____
No _____

If yes, please describe briefly (100 words max)

GENERAL INFORMATION

NEW DEVELOPMENTS – REFURBISHMENTS AND/OR EXPANSIONS

Financials

The jury will use the financial information supplied only for purposes of evaluating the submission. This information will not be published or divulged publicly in any form, without written agreement from the entrant. All financial information must be expressed in euros, using exchanges rates current at time of submission. This information is confidential, but obligatory for the judging procedure. Jury members are required to sign a confidentiality agreement before viewing the financial information.

Project Costs/Fees

	Total €M
Land	€M
Construction Costs	€M
Fees/Services	€M
Tenant Fitout Contributions	€M
Project Finance Costs	€M
Contribution/Extra Infrastructure	€M
Other (please specify)	€M
Total Project Costs	€M
Equity%	%
Finance%	%
Average Cost/ m2 of leasable area	€M

Footnotes, if applicable (100 words max):

Revenues/Yields

	Year 1	Year 3
Gross Annual Rent	€M	€M
Other Income (Carpark, ad revenue, e.g.)	€	€
Net Operating Income	€	€
Market Value	€	€
Yield – Initial	€	€
Yield – Exit	€	€
Average Revenue	€	€

GENERAL INFORMATION

NEW DEVELOPMENTS – REFURBISHMENTS AND/OR EXPANSIONS

Performance & Management

Catchment Area Population

	Drive Time Minimum	Average distance (km)	Population 000
Primary			
Secondary			
Tertiary/Marginal+			

Competition

Name (Shopping Centre or Zone)	Size GLA m2	Distance	Type of Centre
1.			
2.			
3.			
4.			
5.			

Trading Days/Hours

Shopping Centre

Days of the Week _____
Opening Hour _____
Closing Hour _____

CarPark

Days of the Week _____
Opening Hour _____
Closing Hour _____

Catering/Restaurant

Days of the Week _____
Opening Hour _____
Closing Hour _____

Other (please specify)

Days of the Week _____
Opening Hour _____
Closing Hour _____

Hypermarket

Days of the Week _____
Opening Hour _____
Closing Hour _____

Number of Visitors

(000 persons)
Annual _____
Maximum per Month _____
Minimum per Month _____
Monthly Average _____

Cinemas

Days of the Week _____
Opening Hour _____
Closing Hour _____

Means of Access & Transportation in %

% visits
Private Car _____
Public Transportation _____
Pedestrian _____
Other (please specify) _____

GENERAL INFORMATION

NEW DEVELOPMENTS – REFURBISHMENTS AND/OR EXPANSIONS

Trading Days/Hours

Frequency of Visit in %

(000 persons)

Less than once a week
Once a week & more
Twice a month
Once a month

Average Stay/Visit Hours
(survey results, if any)

Average Spend/Visit €

Total Sales Turnover per assortment €M

Rents

Average Fixed/Based Rent for Anchor Tenants €/m² - month €

Average Fixed/Base Rent for Unit Shops €/m² - month €

Any Turnover Rents (above fixed base rent) upon first year per assortment €M

Any Turnover Rents (above fixed base rent) upon first year per assortment % of Total Base Rent €

Service Charges/Common Area Maintenance Expenses

Operations €/m² - month (total year/12/gla)

Marketing €/m² - month (total year/12/gla)

Tenant total area with caps m²

Shortfall in Annual Service Charge per assortment €M

GENERAL INFORMATION

NEW DEVELOPMENTS – REFURBISHMENTS AND/OR EXPANSIONS

Management Organization

Responsibility of Management (click only one)

- In-house Management Service Company

Number of dedicated staff involved

(please indicate number of permanent jobs onsite, head office if any)

	Onsite	Head Office	Total
Administrative			
Technical			
Commercial/Leasing			
Marketing			
Assistants			
Management			
Others (please specify)			
Total			

Marketing

Describe the customer profile of the centre (survey results, if any) (max 200 words).

Describe your grand opening campaign (if a Refurbished/Extended Centre, the grand reopening campaign if any): (max 200 words).

How many major campaigns does the centre organize? When do they take place (timetable?) (max 200 words).

What media are used to communicate campaigns and messages (click all that apply):

- Print
 Radio
 Flat Media
 In store/centre advertising
 Homepage/Website
 Social Media (Facebook, twitter, etc.)
 Other (please specify)

Are there any special events in the centre?

- Yes No

If yes, please specify two of most successful events. (max 100 words)

Is the influence of the marketing strategies on the centre's performance being analysed?

- Yes No

If yes, specify what factors are being considered? (max 100 words)

GENERAL INFORMATION

NEW DEVELOPMENTS – REFURBISHMENTS AND/OR EXPANSIONS

Sustainability

The Jury wishes to encourage greater awareness of the commercial benefits of including sustainable features in retail centres.

What sustainable aspect of your centre has added most monetary value?

Please provide details * Please provide details (max 200 words):

**Note: An sustainable aspect could be one or more ways to reduce energy consumption, or reduced carbon emissions, or reduced water consumption. It could also include reduced waste and public transport means. More are facilities for child and elder care, learning facilities, libraries and other multifunctional aspects of your centre. Added monetary value means one or more of the following: increased valuation, rental income, or footfall.*

Total primary energy consumption per year and per m2 leasable area?

Total CO2 emission per year and per m2 leasable area?

Total electric consumption per year and per m2 leasable area?

KWh of regenerative energy within the project per year (air return, geothermal, water)?

Percentage of public transport of the total footfall %?

Number of child care with treatment?

Regeneration

The Jury wishes to celebrate centres which demonstrate close collaboration between developers and the local community and government, that have regenerated and revitalised the city centres. Please respond to the following question:

1. Social

- a. Community Involvement
 - i. Does the centre design reflect the local area history? If yes, provide any additional information.
 - ii. Does the centre hold regular community events?
 - iii. Does the centre support visits from schools and colleges?
 - iv. Have job opportunities been created for the local unemployed?
 - v. Does the centre provide sponsorship opportunities for recent graduates?

- b. Engagement with Charities
 - i. Does the centre support local charities?
 - ii. Does the centre hold special fund raising days?

GENERAL INFORMATION

NEW DEVELOPMENTS – REFURBISHMENTS AND/OR EXPANSIONS

- c. Improvement to local amenities
 - i. Does the centre provide facilities for affordable leisure, such as indoor sporting or fitness activities?
- d. Quality public space
 - i. Does the centre have quality, naturally planted spaces (indoors or outdoors)
 - ii. Does the centre provide resting places?
 - iii. Does the centre support local artists and musicians?
 - iv. Does the centre support elderly visitors?
 - v. Does the centre support disable visitors? If yes, please provide details.

2. Engagement with local Government

- a. Please provide details of the level of collaboration with the local government, councils of communities.

3. Economic

- a. Has the development displaced other local shops and businesses?
- b. Did the construction employ local workers?
- c. Have you allowed any space for low or zero rent for new enterprises or local retailers?

Final Evaluation Points

The following questions highlight those additional points that explain why your project deserves an award.

If you had the project to do over again, what would you do differently? Why?

(max 200 words)

In what ways do you feel other developers can benefit from your experience?

(max 200 words)

If you have any other information that would help the jury better understand the project, please specify: (max 200 words)

GENERAL INFORMATION ESTABLISHED CENTRES

Physical Dimensions & Facts/Figures

Area/Floor & Units

Original Scheme

Total GBA (Gross Build Area) m²

Total GLA (Gross Leasable Area) m²

Centre Capacity m³

Parking Capacity

Extension Since Opening, if applicable

Total GBA (Gross Build Area) m²

Total GLA (Gross Leasable Area) m²

Centre Capacity m³

Parking Capacity

Number of Shops

Original Scheme

Area m²

Floors

Units

Extension Since Opening, if applicable

Area m²

Floors

Units

Parking

Original Scheme

Area m²

Floors

Units

Extension Since Opening, if applicable

Area m²

Floors

Units

Other Related Uses, if any Residences

Original Scheme

Area m²

Floors

Number of cars

Extension Since Opening, if applicable

Area m²

Floors

Number of cars

Offices

Original Scheme

Area m²

Floors

Units

Extension Since Opening, if applicable

Area m²

Floors

Units

Hotel

Original Scheme

Area m²

Floors

Units

Extension Since Opening, if applicable

Area m²

Floors

Units

GENERAL INFORMATION ESTABLISHED CENTRES

Floor Breakdown

Retail & Services

Original Scheme

Basement 2+ m²

Basement 1 m²

Ground m²

Floor 1 m²

Floor 2 m²

Floor 3+ m²

Total m²

Current, if different

Basement 2+ m²

Basement 1 m²

Ground m²

Floor 1 m²

Floor 2 m²

Floor 3+ m²

Total m²

Gastronomy Entertainment

Original Scheme

Basement 2+ m²

Basement 1 m²

Ground m²

Floor 1 m²

Floor 2 m²

Floor 3+ m²

Total m²

Current, if different

Basement 2+ m²

Basement 1 m²

Ground m²

Floor 1 m²

Floor 2 m²

Floor 3+ m²

Total m²

Car Park

Original Scheme

Basement 2+ m²

Basement 1 m²

Ground m²

Floor 1 m²

Floor 2 m²

Floor 3+ m²

Total m²

Current, if different

Basement 2+ m²

Basement 1 m²

Ground m²

Floor 1 m²

Floor 2 m²

Floor 3+ m²

Total m²

Common Area Circulation

Original Scheme

Basement 2+ m²

Basement 1 m²

Ground m²

Floor 1 m²

Floor 2 m²

Floor 3+ m²

Total m²

Current, if different

Basement 2+ m²

Basement 1 m²

Ground m²

Floor 1 m²

Floor 2 m²

Floor 3+ m²

Total m²

GENERAL INFORMATION ESTABLISHED CENTRES

Floor Breakdown (Continued)

Technical/fac.

Original Scheme

Basement 2+ m²

Basement 1 m²

Ground m²

Floor 1 m²

Floor 2 m²

Floor 3+ m²

Total m²

Current, if different

Basement 2+ m²

Basement 1 m²

Ground m²

Floor 1 m²

Floor 2 m²

Floor 3+ m²

Total m²

Other uses (please specify)

Original Scheme

Basement 2+ m²

Basement 1 m²

Ground m²

Floor 1 m²

Floor 2 m²

Floor 3+ m²

Total m²

Current, if different

Basement 2+ m²

Basement 1 m²

Ground m²

Floor 1 m²

Floor 2 m²

Floor 3+ m²

Total m²

GENERAL INFORMATION ESTABLISHED CENTRES

Development Process/Conceptual Aspects

Development Steps	Initial Dates (month/year)	Phase II Dates, if a Refurbished/Extended Centre (month/year)
Acquisition of Site		
Obtain Permits		
Ground Breaking Ceremony		
Start Construction		
End Construction		
Other Related Dates, please specify:		
Opening Date		

To facilitate the jury's review, we recommend bullet points rather than narrative paragraphs when responding to the following questions:

Main Changes/Improvements since opening of the centre (max 50 words)

1. _____
2. _____
3. _____
4. _____
5. _____

Operational Success over first five years (max 50 words)

1. _____
2. _____
3. _____
4. _____
5. _____

Operational Difficulties over first five years (max 50 words)

1. _____
2. _____
3. _____

Are there any further changes or modifications/extension proposed in the near future?

Yes _____

No _____

If yes, please describe briefly (100 words max)

GENERAL INFORMATION ESTABLISHED CENTRES

Financials

The jury will use the financial information supplied only for purposes of evaluating the submission. This information will not be published or divulged publicly in any form, without written agreement from the entrant. All financial information must be expressed in euros, using exchanges rates current at time of submission. This information is confidential, but obligatory for the judging procedure. Jury members are required to sign a confidentiality agreement before viewing the financial information.

Project Costs/Fees

	Upon Opening	Year 3	Year 6
Gross Annual Rent	€	€	€
Other Income (carpark, ad revenue, e.g.)	€	€	€
Net Operating Income	€	€	€
Market Value	€	€	€
Yield - Initial	€	€	€
Yield - Exit	€	€	€
Average Revenue	€	€	€

Footnotes, if applicable (100 words max):

GENERAL INFORMATION ESTABLISHED CENTRES

Trading Days/Hours

Shopping Centre

Days of the Week
Opening Hour
Closing Hour

Cinemas

Days of the Week
Opening Hour
Closing Hour

Catering/Restaurant

Days of the Week
Opening Hour
Closing Hour

CarPark

Days of the Week
Opening Hour
Closing Hour

Hypermarket

Days of the Week
Opening Hour
Closing Hour

Other (please specify)

Days of the Week
Opening Hour
Closing Hour

Catchment Area Population

Drive Time (minutes)

	Upon Opening	Year 3	Year 6
Primary			
Secondary			
Tertiary/Marginal+			

Average Distance (km)

Primary			
Secondary			
Tertiary/Marginal+			

Population (000)

Primary			
Secondary			
Tertiary/Marginal+			

GENERAL INFORMATION ESTABLISHED CENTRES

Competition

1. Shopping Centre/Zone

	Upon Opening	Year 3	Year 6
Size GLA m2			
Distance			
Type of Centre			

2. Shopping Centre/Zone

Size GLA m2			
Distance			
Type of Centre			

3. Shopping Centre/Zone

Size GLA m2			
Distance			
Type of Centre			

Number of Visitors (000 persons)

Size GLA m2			
Distance			
Type of Centre			

Means of Access & Transportation in %

Size GLA m2			
Distance			
Type of Centre			

Frequency of Visit in %

Less than once a week			
Once a week & more			
Twice a month			
Once a month			
Average Stay/Visit	Hours	Hours	Hours
Average Spend/Visit	€	€	€
Total Sales Turnover per assortment	€M	€M	€M

GENERAL INFORMATION ESTABLISHED CENTRES

Rents

	Upon Opening	Year 3	Year 6
Average Minimum/Base Rent for Anchor Tenants €/m ² - month	€	€	€
Average Minimum/Base Rent for Unit Shops €/m ² - month	€	€	€
Any Turnover Rents (above fixed base rent) upon first year per assortment	€	€	€
Any Turnover Rents (above fixed base rent) upon first year per assortment % of Total Base Rent	%	%	%

Service Charges/Common Area Maintenance Expenses

	Upon Opening	Year 3	Year 6
Operations €/m ² - month	€	€	€
Marketing €/m ² - month	€	€	€
Shortfall in Annual Service Charge per assortment	€	€	€
Shortfall in Annual Service Charge per assortment	€	€	€
Charge per assortment	€	€	€

GENERAL INFORMATION ESTABLISHED CENTRES

Management Organization

Responsibility of Management (click only one)

Upon Opening	<input type="checkbox"/> In-house Management
	<input type="checkbox"/> Service Company
<hr/>	
Year 3	<input type="checkbox"/> In-house Management
	<input type="checkbox"/> Service Company
<hr/>	
Year 6	<input type="checkbox"/> In-house Management
	<input type="checkbox"/> Service Company

Number of dedicated staff involved (please indicate the number of permanent jobs onsite, head office, if any)

Onsite	Upon Opening	Year 3	Year 6
Administrative			
Technical			
Commercial/Leasing			
Marketing			
Assistants			
Management			
Others (please specify)			
SubTotal			

Head Office			
Administrative			
Technical			
Commercial/Leasing			
Marketing			
Assistants			
Management			
Others (please specify)			
Total			

GENERAL INFORMATION ESTABLISHED CENTRES

Marketing

Describe the customer profile of the centre (survey results, if any):

- Opening (max 100 words)
- Year 3 (max 100 words)
- Year 6 (max 100 words)

Describe the marketing strategies for the centre:

- Opening (max 100 words)
- Year 3 (max 100 words)
- Year 6 (max 100 words)

How have these strategies changed: (max 200 words)

What media are used to communicate campaigns and messages (click all that apply):

- Print
- Radio
- Flat Media
- In store/centre advertising
- Homepage/Website
- Social Media (Facebook, twitter, etc.)
- Other (please specify)

How has this changed since opening? (max 100 words)

Are there any special events in the centre?

- Yes No

If yes, please specify two of the most successful events. (max 100 words)

Is the influence of the marketing strategies on the centre's performance being analysed?

- Yes No

If yes, specify what factors are being considered? (max 100 words)

GENERAL INFORMATION ESTABLISHED CENTRES

Sustainability

What sustainable aspect of your centre has added most monetary value? *

Please provide details (max 200 words):

**Note: An sustainable aspect could be one or more ways to reduce energy consumption, or reduced carbon emissions, or reduced water consumption. It could also include reduced waste and public transport means. More are facilities for child and elder care, learning facilities, libraries and other multifunctional aspects of your centre. Added monetary value means one or more of the following: increased valuation, rental income, or footfall.*

Total primary energy consumption per year and per m2 leasable area?

Total CO2 emission per year and per m2 leasable area?

Total electric consumption per year and per m2 leasable area?

KWh of regenerative energy within the project per year (air return, geothermal, water)?

Percentage of public transport of the total footfall %?

Number of child care with treatment?

Regeneration

The Jury wishes to celebrate centres which demonstrate close collaboration between developers and the local community and government, that have regenerated and revitalised the city centres. Please respond to the following question:

1. Social

a. Community Involvement

- i. Does the centre design reflect the local area history? If yes, provide any additional information.
- ii. Does the centre hold regular community events?
- iii. Does the centre support visits from schools and colleges?
- iv. Have job opportunities been created for the local unemployed?
- v. Does the centre provide sponsorship opportunities for recent graduates?

b. Engagement with Charities

- i. Does the centre support local charities?
- ii. Does the centre hold special fund raising days?

GENERAL INFORMATION ESTABLISHED CENTRES

- c. Improvement to local amenities
 - i. Does the centre provide facilities for affordable leisure, such as indoor sporting or fitness activities?

- d. Quality public space
 - i. Does the centre have quality, naturally planted spaces (indoors or outdoors)
 - ii. Does the centre provide resting places?
 - iii. Does the centre support local artists and musicians?
 - iv. Does the centre support elderly visitors?
 - v. Does the centre support disable visitors? If yes, please provide details.

2. Engagement with local Government

- a. Please provide details of the level of collaboration with the local government, councils of communities.

3. Economic

- a. Has the development displaced other local shops and businesses?
- b. Did the construction employ local workers?
- c. Have you allowed any space for low or zero rent for new enterprises or local retailers?

Final Evaluation Points

The following questions highlight those additional points that explain why your project is deserves an award.

If you had the project to do over again, what would you do differently? Why?

(max 200 words)

In what ways do you feel other developers can benefit from your experience?

(max 200 words)

If you have any other information that would help the jury better understand the project, please specify: (max 200 words)

SUPPLEMENTAL INFORMATION

Retail Offer

Retail Offer/Sales Turnover/Effort Rates

Please respond to the questions on the [DOWNLOAD FORM](#). Note that Established Centres and Refurbishments/Extensions Projects will need to supply before and after data.

- Describe leasing strategy (250 words max).
- Number of units
- GLA m²?
- How many units were not let when the shopping centre opened?
- What percentage of FLG did this comprise?
- How Many units are still vacant?
- What Percentage of GLA does this comprise:

Sample Chart

RETAIL CATEGORY	Number of Units	GLA (m ²)	% of GLA Turnover	% of Sales (full year)	Effort Rate (%) * (full year)
Mix Fashion					
Accessories					
Health & Beauty					
Home/DIY					
Hobby/Gifts					
Food					
Services					
Cultural/Entertainment					
Others					
Total					

* Effort rate = (base rent + turnover rent + service charges / sales turnover)

Retail Offer Tenant Roster

Please respond to the question on the [Download form](#)

Sample Chart

Tenant - Brand/Name	Category	Unit Size (m ²)	Floor level where unit is located

SUPPLEMENTAL INFORMATION

Maps/Plans

Include one digital file containing:

- An area and location map showing the site location and its accessibility from roads, public transportation, etc. The main population areas and important geographic details should be featured.
- Site plan show parking and street access. If a renovated project, the expansion of the project should be clearly identified.
- A vertical cross-section indicating the building's structure in a manner that shows the largest possible number of the building's characteristic parts.
- Floor plans of the building and its annexes (all levels including onsite parking).
- Floor plan showing the proportion of visitors using each entrance of the shopping centre.
- If a renovated project, show "before and after" floor plans.
- If available, please include a current and future competition map and a trade area/catchment area map.

Note: Please test your file by previewing after upload. This will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on screen. This file can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. Either should be of low resolution preferably limiting the file size under 20 MB. Images in the PDF should be web quality not print to ensure easy viewing during the judging

Photo Gallery

Include one digital file containing at least 20 images related to your project. Images to include:

An aerial shot showing where the centre is situated

- Shots of key stores and brands
- Main architectural features
- Shots of food court area
- Shots of parking area
- Development plans/renderings
- Visual of the interior and exterior of the project
- For renovation projects, visual of the interior and the exterior of the project before and after, at least four images of each
- For established projects, visual of the interior and the exterior of the project upon opening, at year 3 and year 6, at least four images of each.

This file can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. Either should be of low resolution, preferably limiting the file size under 20 MB. Images in the PDF should be web quality not print to ensure easy viewing during the judging.

You will be required to upload several of these images in the Image Section for use by ICSC.

Copyrighted photographs, videos, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments. Please include in the Release section.

Note: Please test your file by previewing after upload. This will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on screen.

SUPPLEMENTAL INFORMATION

Images

Upload 10 of the images that you included in the photo gallery sections. These images will be used in preparing the finalist presentation and brochure for MAPIC. All finalists will be required to submit a separate photo cd of all the images in their photo gallery for use in preparing the European Awards presentation. They will also be used to display your entry on the ICSC website and in *Shopping Centers Today*.

- Accepted image file formats: Photoshop, TIFF, PNG, EPS, JPEG (light or no compression)
- Size minimum 640x780 at 72 DPI or larger. Preferred high resolution, approximately 300 DPI, minimum 5x7 image.

Copyrighted photographs, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments. Please include in the Release section.

Note: Please test your images by previewing them after they are uploaded.

Documentation

This section allows you to include one digital file (20 pages maximum) of other relevant information on your project not included in the other sections, such as your company's brochure on the project, marketing material, press releases, etc.

Note: Please test your file by previewing after upload. This will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on screen. This file can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. Either should be of low resolution, preferably limiting the file size to under 20 MB.

More Information

For more information on the European Shopping Centre Awards or for information on past recipients, visit www.icsc.org/euroawards



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