



ICSC
Global
Awards
U.S. Design
& Development

ICSC U.S. Design & Development Awards



2016 Competition Rules

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Introduction

The ICSC U.S. Design & Development Awards are designed to honor and recognize the premier design and development trends of retail projects and retail store design within the U.S. These awards enhance and compliment the Design and Development Award programs currently offered by ICSC and will bring information and insight to the entire industry on what it takes to achieve the highest level of recognition in design and development within the U.S.

Winners of ICSC’s U.S. Design & Development Awards program, along with winners from other regional design and development programs, will automatically be entered into the ICSC’s Global Design & Development Awards competition, the VIVA (Vision, Innovation, Value, Achievement) Awards, and are eligible to be named “The Shopping Center of the Year”, Retailer Store of the Year” and the “Best Sustainability Project” in 2016. ICSC’s VIVA Awards honor and recognize the most outstanding examples of shopping center design and development, retail store design, sustainability, marketing, and community service worldwide. The winners of the VIVA Awards are announced during RECon, ICSC’s annual convention in Las Vegas, Nevada, in May 2017.

ELIGIBILITY AND ENTRY REQUIREMENTS

Review this information thoroughly to ensure your entry is eligible and that you understand the entry requirements.

Who Should Enter

Entries can be submitted by development officers, corporate marketing directors, architects or other professionals responsible for any retail project that demonstrates unusual development or redevelopment characteristics and a high degree of creativity. Companies can enter as many projects as desired.

How to Submit

All entries in the 2016 U.S. Design & Development Awards Program must be submitted online at www.icsc.org/usdesignawards. Each entry must include a fully completed entry form along with a detailed entry summary. Supporting materials should be uploaded in the appropriate sections where indicated.

Deadline

All entries must be submitted for judging by **Wednesday, September 14, 2016**.

Entry Fee

\$495 (U.S.) Member fee
\$595 (U.S.) Non-Member fee

Payment for entries must be received by **Wednesday, September 14, 2016**. Your entry will not be accepted for judging if payment is not received by **Wednesday, September 14, 2016**. All payments are by credit card only.

Eligibility

Projects opened within the 24-month period, July 1, 2013 to June 30, 2015, are eligible. Projects must have been completed and opened for business by July 1, 2015. Separate phases of a project can be submitted individually, provided they were completed and opened for business by July 1, 2015.

Rulings

The ICSC U.S. Design & Development Awards Committee and ICSC officials will make all eligibility rulings. Both reserve the right to reclassify, re-categorize or disqualify entries, as well as 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, galleries, advertising, books, periodicals and other publications. Copyrighted photographs, slides, videos, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.

Resources

Do you need additional help or have more questions?
You may contact us at **+1 646 728 3462** or awards@icsc.org

U.S. Design Awards Presentation

2016 CenterBuild Conference
JW Marriott Desert Ridge
Phoenix, AZ

Thursday, December 1, 2016

JUDGING PROCEDURE

The U.S. Design & Development 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. Judges review each entry according to specific criteria and award points accordingly. Each entry can earn a maximum cumulative score of 100 points. Entries with a total of 85 points or more will receive a U.S. Design & Development Awards. Entries with scores of more than 75 points but less than 85 points will receive the U.S. Design & Development Awards Commendation. The entries that score within the top 50% are designated Finalists.

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 question 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 U.S. Design & Development Awards Web site allows the option to set up an account and manage all the entries you will be submitting.

Register for a Username and Password. You only need register once and will use your Username 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:

Entrant 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 or an award winner.

Add 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 Entry Title. You may then choose to enter additional entries or pay for your entry and proceed with completing it. Payment is by credit card only.

NOTE: You do not have to pay before you start. Payment must be received by **Wednesday, September 14, 2016**. Entries will not be accepted for judging if payment is not received.

View Entries – when you click on this step, a list of all your entries will appear. Click on the one you wish to view or edit.

Pay Now – each entry must be accompanied by a payment of the fees. \$495 (U.S.) Member, \$595 (U.S.) Non-Member. All payments by credit card only.

NOTE: Payment must be received for all entries by **Wednesday, September 14, 2016**. Your entry will not be accepted for judging if payment is not received by **Wednesday, September 14, 2016**.

Authorize: All entries must have the electronic authorization of the owner/management company to authorize the submission of this entry and agree to abide by all rules of the 2016 U.S. Design & Development Awards Competition program. Such applicant certifies that there are no persons or organizations responsible for creating or collaborating on the entry project other than those listed in the professional recognition section of this form. Additionally, as duly authorized, the undersigned grants ICSC the rights to publish any information contained in the entry in any form including but not limited to, news releases, advertising, books, periodicals, galleries and other publications not to include financial information.

An e-mail confirmation will be sent to the Entrant and Owner Representative/Managing Agent to confirm this authorization.

Print Entry – 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.

AWARDS CATEGORIES

Renovations/Expansions

Entries may be for a project involving an entire retail project, such as an enclosure, or a single facet of a retail project, such as an addition. The renovation or expansion must have been completed and the project fully opened for business within the 24-month period, **July 1, 2013 to June 30, 2015**. Eligible subject matters includes, but is not limited to, improving the use of existing space, methods of keeping the project open during construction, new marketing and re-leasing/re-merchandising approaches, refinancing techniques, innovative design and construction approaches and adaptive reuse of the structure.

New Developments

Entries must relate to a specific new retail project, completed and opened within the 24-month period, **July 1, 2013 to June 30, 2015**, and demonstrate how a specific design or development problem was solved or how new standards in design or construction were established. New methods of environmental enhancement, space utilization design themes, energy conservation and innovative construction techniques are among the subjects that can be considered for this category. Entries should include detailed information about the design and development of the retail project, such as explanations of the reasons for, and the anticipated realized accomplishments of, the particular approach.

Sustainable Design Award

The Sustainable Design Award is given only when the ICSC U.S. Design & Development Awards Jury agree that a project has achieved a significant level of sustainability in the design and construction of the project.

Retail Store Design

This category is to recognize how professional store design contributes to the success of the retail industry. Entries may be from retailers, architects or design companies for new or renovated stores in a shopping center completed and opened within the 24-month eligibility period, **July 1, 2013 to June 30, 2015**. Projects in this category may include services or other non-retail uses. There can be only one entry per store location.

AWARDS CLASSIFICATIONS

Renovations/Expansions and New Developments

- 1) Retail Projects under 150,000 sq. ft.
- 2) Retail Projects of 150,000 to 500,000 sq. ft.
- 3) Retail Projects over 500,000 of total retail space.
- 4) Mixed-Use Projects and well-integrated developments comprising non-retail uses, such as entertainment, office, hotel, residential, sports venues and/or other uses that mutually support a substantial retail component and have demonstrated success in all of their respective market segments.

NOTE: For award classifications 1, 2 and 3 – total retail space includes all square footage/meters included in gross leasable area (GLA), all department store or other anchor square footage/meters, movie theaters, ice skating rinks, entertainment centers and all peripheral (out-lot) spaces engaged in retail enterprise. Do not include office or hotel square footage/meters.

For award classification 4 – to qualify under the mixed-use classification, the retail portion of the project should be significant and no single store shall be more than 50% of the retail GLA. Recognizing that mixed-use projects will take on many different configurations, projects located within dense urban locations need to show more than simple street front retail and neighbor projects with a spread-out format need to supplement the retail by bringing significant additional uses into the development. Generally, the retail should be at least 100,000 sq. ft. of GLA, but alternatives will be considered. Success of all components must be demonstrated and occupancy of each Mixed-Use component will be evaluated. Additional, non-traditional uses should demonstrate why they are seen as successful.

Retail Store Design

1. Kiosks and Carts
2. Food Court Units/Fast Food
3. Restaurants
4. Stores less than 1,000 sq. ft. in area
5. Stores between 1,001 and 2,500 sq. ft. in area
6. Stores between 2,501 and 5,000 sq. ft. in area
7. Stores between 5,001 and 10,000 sq. ft. in area
8. Stores in excess of 10,000 sq. ft. in area

JUDGING CRITERIA

Renovations/Expansions and New Developments

Total Potential Score of 100. All judges use the same guidelines to assess the strength of the project. The economic success of the project as well as the quality of design, are among the judging criteria. Consider this information in your entry preparation. Entries are scored based on the following criteria:

Presentation of Entry Material (up to 5 points)

- Quality
- Completeness
- Conciseness and factualness

Land Use (up to 10 points)

- Master site plan
- Configuration and layout
- Circulation and parking, accessibility
- Contextual response

Design (up to 35 points)

- Entrances
- Color combination
- Lightning
- Interior materials and finishes
- Interior signage
- Storefront
- Exterior materials and finishes
- Exterior signage and wayfinding
- Landscaping

Development Goals (up to 20 points)

- Market compatibility
- Merchandise mix
- Occupancy level
- Average rent
- Tenant allowance/key money
- Budget vs. actual
- Schedule vs. actual
- Sustainability

Productivity/Financial Performance (up to 20 points)

- Sales productivity
- CAM costs
- Occupancy at time of submission

Innovation (up to 10 points)

- Degree of difficulty
- Innovation
- Amount of Private/Public partnership
- Community acceptance

Retail Store Design

Total Potential Score of 100. All judges use the same guidelines to assess the strength of the project. Entries are scored based on the following criteria:

Overall Design Concept (up to 40 points)

- Overall interior and exterior design
- Finishes
- Storefront design
- Display and fixturing
- Merchandising

Retail Graphics and Signage (up to 10 points)

Use of Materials (up to 30 points)

- Combination of color, materials and lighting

Degree of Difficulty and Innovation (up to 20 points)

GENERAL INFORMATION (DETAIL SECTION)

Renovations/Expansions and New Developments

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

DESCRIPTION OF ENTRY

Provide a general description of the retail project (max. 250 words). The Description of Entry will be available for viewing by the judges.

PROFESSIONAL RECOGNITION

(The information below will be used for all official listings.)

- Development Company
- Owner
- Design Architect
- Production or Executive Architect
- Graphic Designer
- Lighting Designer
- Landscape Architect
- General Contractor
- Management Company
- Leasing Company
- Finance Company

SHOPPING CENTER INFORMATION

BUILDING INFORMATION

Type of Project (check all that apply)

- Neighborhood Center
 Community Center
 Regional Center
 Super-regional Center
 Fashion/Specialty Center
 Theme/Festival Center
 Lifestyle Center
 Power Center
 Outlet Center
 Mixed-Use
 Other (Specify) _____

Physical Characteristics of Project (check all that apply)

- Mall
 Open-Air Center
 Hybrid Center
 Other (Specify) _____

Total Acreage of Site _____ sq. ft.

Total Acreage of Site (Renovation Category Only)

Before renovation/expansion _____ sq. ft.

After renovation/expansion _____ sq. ft.

Net difference: plus or (minus) _____ sq. ft.

Number of Levels _____

Other Uses (indicate all that apply)

For Mixed-Use classification only

Office _____ sq. ft.

Hotel _____ sq. ft. _____ units

Residential _____ sq. ft. _____ units

Other (Specify) _____ sq. ft. _____

TRADE AREA/ CATCHMENT AREA INFORMATION

Project's Trade Area (select one)

- Suburban
 Urban Central Business District (CBD)
 Urban but not Central Business District (CBD)
 Rural
 Middle Market
 Other (Specify) _____

Population of primary trade area _____ people

Population of secondary trade area _____ people

Annualized percentage of shoppers anticipated being from outside of trade area (e.g., tourists, conventioners)

_____ % of shoppers

RETAIL INFORMATION

Total Retail Space _____ sq. ft.

Total Retail Space (Renovation Category Only)

Total Acreage of Site (Renovation Category Only)

Before renovation/expansion _____ sq. ft.

After renovation/expansion _____ sq. ft.

Net difference: plus or (minus) _____ sq. ft.

Gross Leaseable Area

(small shop space excluding anchors) _____ sq. ft.

Gross Leaseable Area (small shop space excluding anchors)

(Renovation Category Only)

Total Acreage of Site (Renovation Category Only)

Before renovation/expansion _____ sq. ft.

After renovation/expansion _____ sq. ft.

Net difference: plus or (minus) _____ sq. ft.

Total number of retail stores

(excluding anchors) _____

Total number of retail stores

(including anchors) _____

Major Tenants

(list major tenants and GLA of space occupied, describe types of retail operations, i.e., department store, mass merchandisers, multi-screen theater, supermarket, etc.)

PARKING INFORMATION

Number of parking spaces provided _____

If deck parking, list vehicle capacity and number of levels of parking structure and briefly describe how structure connects to center (100 word max) _____

How many parking spaces are required by code? _____

DEVELOPMENT SCHEDULE

Official project opening date _____

For renovation category only:

Original project opening date _____

Current renovation expansion opening date _____

SUMMARY SECTION

The following questions highlight those points that explain why your project is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your project and should be concise. Keep answers succinct and to the point, using bullet points if necessary. Note the maximum word counts for each question.

- Describe the characteristics of the project you are submitting for an award. (Max. 250 words)
- In what ways do you feel that other developers can benefit from your experience? (Max. 250 words)
- Was this project a public-private partnership or joint effort with a governmental entity? If so, what is the name of the agency, and what was the nature of their involvement in the project?
- Describe the financing involved in the project? (Max. 250 words)
- If you had this project to do over again, what would you do differently? Why? (Max. 250 words)

Category: Renovations/Expansions Only

- Explain why the owner decided to renovate or expand the center. Include a description of the existing conditions prior to renovation or expansion (physical condition, sales, tenant mix, vacancy factor and the like). (Max. 250 words)
- Describe how the renovation or expansion altered those conditions. (Max. 300 words)
- What do you believe to be the key reasons for the success of the project? Why? (Max. 250 words)
- How did you determine the business success of the project? (Cite "before" and "after" statistics to back up the claim.) (Max. 250 words)
- If the center was kept open during construction, explain what measures were taken to ensure shopper safety and main shopper traffic, and what impact the work had on business. (Max. 250 words)
- In addition to the physical improvements, what ancillary measures were taken to enhance the center? (Max. 250 words)
- Describe any new marketing and/or re-leasing approaches successfully implemented during the period. (Max. 250 words)

Category: New Developments Only

- Explain what specific design and construction problems were solved or how new standards in the areas of design and construction were established. (Max. 300 words)
- Describe what you feel to be the key reasons for the success of the project (environmental enhancements, space utilization, market demands, financing, leasing, construction costs, and the like). (Max. 250 words)
- Was the developer required to make an investment in the community? If so, explain what had to be done and what was the impact on the community? (Max. 250 words)

Category: Mixed-Use Projects Only

- Demonstrate the level of success for each component at the time of submittal. Hotel occupancy, residential percentage occupied/sold, office percentage leased, and for additional uses, address why the component is considered a success. (Max. 250 words)
- Besides financial viability, explain what additional amenities the project brings to the users and surrounding community? (Max. 250 words)
- Explain the concept of the project, how the different components function and where they relate to each other. Include how service, security and parking work for each of the components. (Max. 250 words)

Category: Sustainable Design

A Sustainable Design Award will be given if the jury agrees that a project has achieved a significant level of sustainability in the design and construction of the project. Consideration will be given to re-developers that employ innovative design techniques to achieve exceptional environmental performance.

Is your project ISO, LEED, ARUP or BREEAM certified?

_____ Yes _____ No

If yes, at what level _____ (Max. 250 words)

Describe the project's central approach to sustainability, such as energy and water use, the internal environment, pollution, transport, materials, and waste, ecology and management processes. (Max. 500 words)

FINANCIAL INFORMATION CONFIDENTIALITY

The committee will use the financial information supplied only for the purpose of evaluating the submission. The financial information will not be published in any form. All financial information must be expressed in U.S. dollar equivalents.

Tenant Rent and Sales of Small Shop GLA (excluded: department stores and other non-retail, non-entertainment uses such as office, hotel, residential, etc.)

Category: Renovations/Expansions Only

Average annual minimum rent per sq. ft.

Before Renovation/Expansion
(check one)

- Less than \$25
- \$26 to \$35
- \$36 to \$45
- \$46 to \$55
- \$56 to \$100
- \$101 to \$150
- \$151 to \$300
- Over \$300

After Renovation/Expansion
(check one)

- Less than \$25
- \$26 to \$35
- \$36 to \$45
- \$46 to \$55
- \$56 to \$100
- \$101 to \$150
- \$151 to \$300
- Over \$300

Average tenant improvement allowance per sq. ft.

Before Renovation/Expansion
(check one)

- Less than \$10
- \$11 to \$25
- \$26 to \$50
- Over \$50

After Renovation/Expansion
(check one)

- Less than \$10
- \$11 to \$25
- \$26 to \$50
- Over \$50

Is there percentage/turnover rent?

Yes No

If tenant contributed "key money" average key money per sq. ft.

Before Renovation/Expansion
(check one)

- None
- \$11 to \$25
- \$26 to \$50
- over \$50

After Renovation/Expansion
(check one)

- None
- \$11 to \$25
- \$26 to \$50
- over \$50

Total annualized sales per square foot for first year

Before Renovation/Expansion
(check one)

- Less than \$200
- \$201 to \$300
- \$301 to \$350
- \$351 to \$400
- \$401 to \$450
- \$451 to \$500
- \$501 to \$550
- \$551 to \$600
- \$601 to \$650
- \$651 to \$700
- Over \$700

After Renovation/Expansion
(check one)

- Less than \$200
- \$201 to \$300
- \$301 to \$350
- \$351 to \$400
- \$401 to \$450
- \$451 to \$500
- \$501 to \$550
- \$551 to \$600
- \$601 to \$650
- \$651 to \$700
- Over \$700

Vacant GLA: Amount of small shop space not open for business shown as a percentage of GLA

Before renovation/expansion _____%

At date of re-opening _____%

At date of submission _____%

Annualized average common area maintenance (CAM), insurance and tax charges of small shop GLA per sq. ft. before renovation/expansion: \$ _____ per sq. ft.

Annualized average common area maintenance (CAM), insurance and tax charges of small shop GLA per sq. ft. after renovation/expansion: \$ _____ per sq. ft.

If deck parking, how are taxes and maintenance of parking deck paid for?

(check one)

- Fee for parking
- Charged back to non-anchor tenant
- Other (Specify) _____

Category: New Developments Only

Average annual minimum rent per sq. ft.

(check one)

- Less than \$25
- \$26 to \$35
- \$36 to \$45
- \$46 to \$55
- \$56 to \$100
- \$101 to \$150
- \$151 to \$300
- Over \$300

Average tenant improvement allowance per sq. ft.

(check one)

- Less than \$10
- \$11 to \$25
- \$26 to \$50
- Over \$50

Is there percentage/turnover rent?

Yes No

If tenant contributed "key money" average key money per sq. ft.

(check one)

- None
- \$11 to \$25
- \$26 to \$50
- Over \$50

Total annualized sales per square foot for first year

(check one)

- Less than \$200
- \$201 to \$300
- \$301 to \$350
- \$351 to \$400
- \$401 to \$450
- \$451 to \$500
- \$501 to \$550
- \$551 to \$600
- \$601 to \$650
- \$651 to \$700
- Over \$700

Vacant GLA: Amount of small shop space not open for business shown as a percentage of GLA

At date of opening _____%

At date of submission _____%

Annualized average common area maintenance (CAM), insurance and tax charges of small shop GLA

per square foot: \$ _____ per sq. ft.

If deck parking, how are taxes and maintenance of parking deck paid for?

(check one)

- Fee for parking
- Charged back to non-anchor tenant
- Other (Specify) _____

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. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low). Images in the PDF format should be web quality not print to ensure easy viewing during the judging.

TENANT MIX/MERCHANDISING PLAN

Include one digital file containing:

- Current tenant roster. List all major tenants. Describe type of retail operation, i.e., department store, supermarket, multi-screen theatres for each tenant, along with the size (GLA) of the space occupied.
- Merchandising plan. Indicate with different colors the different categories of merchandise.

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. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low).

MAPS/FLOOR 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 showing parking and street access. If it's a renovated project, the expansion of the project should be clearly identified.
- Floor plans of the building and its annexes (all levels including on-site parking). Additional plans, sections and elevations if needed to understand the pedestrian flow. If it's 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. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low).

PHOTO GALLERY

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

- An aerial shot showing where the center 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, you must show before and after images from the same perspective for all images included**

This file can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low).

NOTE: Images in the PDF format 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.

AUDIO/VIDEO

You may upload one video file per entry.

The file is limited to a maximum of five minutes of content. Judges will view only the first five minutes of the file. Your video can contain before and after footage of the project. Additional coverage may include space utilization, design themes, innovative construction techniques, leasing and/or re-leasing approaches, and community integration. Accepted video file formats: .mpeg, .mpg, .mp4, .wmv. Recommended pixel size 320x240 @ 29.97 fps. Maximum pixel size is 640x480 at 29.97 fps, not to exceed 75MB.

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. If the video plays in the default video player, the test is a success. If the video does not resize and play, it needs to be reformatted in order for the judges to play the file. Please ask your multimedia firm that created the file to reformat it according to the specifications above.

IMAGE SECTION

Upload the 20 images that you included in the Photo Gallery section. These images will be used to display your entry for the awards presentation, ICSC Web site and *Shopping Centers Today*.

- Accepted image file formats: .PSD, TIFF, PNG, EPS, JPEG (light or no compression)
- Sized minimum 640x480 @ 72 DPI or larger. Preferred high resolution, approximately 300 DPI of a minimum of 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.

Retail Store Design

DETAIL SECTION

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

Description of Entry

The Description of Entry is used to compose commentary about the finalist and winning entries (Max. 250 words) The Description of Entry will be available for viewing by the judges.

- Store Name
- Shopping Center Where Stored Is Located
- Address
- City
- State

Size of Store _____ sq. ft.

Retailer Information

- Company Name
- Architect
- Designer
- General Contractor

Type of Merchandise

(check all that apply)

- General Merchandise
- Apparel
- Home Goods
- Furniture and Furnishing
- Sporting Goods
- Stationery
- Restaurant
- Entertainment
- Mass Merchandise
- Supermarket
- Toys/Hobby

Development Schedule

Opening Date _____

If renovation:

Store's Original Opening Date _____

Store's Renovated Opening Date _____

SUMMARY SECTION

The following questions highlight those points that explain why your project is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your project and should be concise. Note the maximum word counts for each question.

Provide detailed information on the design concept, including background on the reasons for the concept, its development and impact on store image and sales performance. (Max. 250 words)

Describe the integration of interior, storefront and merchandise displays. (Max. 250 words)

Describe the difference between the new concept and previous designs (if applicable). (Max. 250 words)

Describe the specific materials used in creating the new concept. (Max. 250 words)

If this is a renovation, describe the impact on sales. If this is a new store, comment on sales performance to date versus the planned performance. (Max. 250 words)

Total cost per square feet including design, leasehold improvements and fixtures. (Max. 250 words)

IMAGE SECTION

Upload up to 8 images related to your entry.

- These images will be viewed by the judges and if your entry is an award winner, these images will be used in preparing the presentation. They will also be used to display your entry on ICSC's Web site and in Shopping Centers Today.
- Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.

Images to include:

- Main architectural features
- Visual of the interior and exterior of the project
- **For renovated stores, visual of the interior and exterior of the project before and after from the same perspective**
- Accepted image file formats: .PSD, .TIFF, .PNG, .EPS, .JPEG (light or no compression)
- Sized minimum 640x480 @ 72 DPI or larger. Preferred high resolution, approximately 300 DPI of a minimum of 5x7

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

DOCUMENTATION

Include one digital file, up to 15 pages of information and images which relates to your entry. Use your 15 pages to document and illustrate your entry. These pages should feature photos and samples that show your retail store design concept.

This file can be in one of two acceptable formats. One is Microsoft Word document. The other is an Adobe PDF file. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low).

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. Images in the PDF format should be web quality not print to ensure easy viewing during the judging.

FLOOR PLAN

Include one digital file of your floor plan showing size (GLA) of the space occupied.

This file can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low).

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.

AUDIO/VIDEO SECTION

You may upload one video file per entry. The video is limited to a maximum of five minutes of content.

The file is limited to a maximum of five minutes of content. Judges will view only the first five minutes of the file.

- Your video should feature the main architectural features inside and out of your store. If a renovated store, entries should demonstrate before and after footage of the project. Additional coverage may include space utilization, design themes and innovative construction techniques.
- Accepted video file formats: .mpeg, .mpg, .mp4, .wmv, Quicktime.
- Recommended pixel size: 320x240 @ 29.97 fps. Maximum pixel size is 640x480 at 29.97 fps. Not to exceed 75 MB.

NOTE: Please test your files. These files will be used for judging. If the video plays in the default video player, the test is a success. If the video does not resize and play, it needs to be reformatted in order for the judges to play the file. Please ask your multimedia firm that created the file to reformat it according to the specifications above.

International Council of Shopping Centers

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