



**GLOBAL AWARDS  
GLOBAL DESIGN  
& DEVELOPMENT**

**COMPETITION RULES**

Deadline: September 10, 2021

[www.ICSC.com/globaldesignawards](http://www.ICSC.com/globaldesignawards)

The ICSC Global Design & Development Awards are designed to honor and recognize the premier design and development trends of retail projects and retail store design internationally.

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### 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 2021 Global Design & Development Awards Program must be submitted online at [www.ICSC.com/globaldesignawards](http://www.ICSC.com/globaldesignawards). 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 **Friday, September 10, 2021**.

#### Entry Fee

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

Payment for entries must be received by **Friday, September 10, 2021**. Your entry will not be accepted for judging if payment is not received by **Friday, September 10, 2021**. All payments are by credit card only.

#### Eligibility

Projects opened within the 24-month period, July 1, 2018 to June 30, 2020, are eligible. Projects must have been completed and opened for business by July 1, 2020. Separate phases of a project can be submitted individually, provided they were completed and opened for business by July 1, 2020. Projects that were submitted in years prior cannot be resubmitted.

#### Rulings

The ICSC Global Design & Development Awards Committee and ICSC officials will make all eligibility rulings. Both reserve the right to reclassify, recategorize 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 3800](tel:+16467283800) or [awards@ICSC.com](mailto:awards@ICSC.com)

## JUDGING PROCEDURE

The Global 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. In addition to a Gold or Silver award, entries that show excellent achievements in sustainability will receive a Sustainable Commendation Award. One award will be given as the Best Of The Best for all around outstanding design & development. This will be determined during the final deliberation of the jury.

## 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:** Our “How to Enter” Video will guide you through the process, offering information to use as a reference to your entry.

Go to [www.ICSC.com/globaldesignawards](http://www.ICSC.com/globaldesignawards) to view the video.

### Register for a Username and Password.

You only need to register once for the awards portal and will use your Username and Password to log on in the future. This is different from your ICSC Member login credentials.

**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 To Cart** – Once you complete your entry, add it to the cart. This will bring you to the Review and Checklist section where you can pay, edit, change, or print your entry.

**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 **Friday, September 10, 2021**. Your entry will not be accepted for judging if payment is not received by **Friday, September 10, 2021**.

**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 2021 Global 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.

## 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, 2018 to June 30, 2020**. Eligible subject matter 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, 2018 to June 30, 2020**, 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.

### 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, 2018 to June 30, 2020**. Projects in this category may include services or other non-retail uses. There can be only one entry per store location.

### NEW: Evolving Innovation & Aspiration

This category will recognize ideas for projects not yet constructed which demonstrate significant design and development imagination, excellence in community building intent, and innovative new approaches to holistic planning, urban design, architectural and store design. It is ICSC's intention to share inspiring breakthrough ideas that can inform transformation in and advance of the real estate industry, and to encourage their implementation.

Architects, other design professionals practicing anywhere in the world, as well as developers with intended projects anywhere may submit worthy projects. However, each entry must be a commissioned project for which there is a client providing compensation. Each should be intended for construction. Submitted projects may be in the following stage of development:

- Constructed, but not yet opened
- Currently in construction
- Transformative “Blue Sky” Ideas
- Projects submitted to public agencies awaiting approval
- Projects awaiting transaction approval with the intent of being implemented

This submission will not prohibit you from resubmitting the completed project next year.

### Sustainable Design Commendation

The Sustainable Design Commendation is given only when the Jury agree that a project has achieved a significant level of sustainability in the design and construction of the project, regardless of category or classification.

## 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

## Evolving Innovation & Aspiration

Projects must fall under one of the following subcategories:

- Renovations/Expansions
- New Developments
- Retail Store Design

See classifications listed for applicable subcategory.

## JUDGING CRITERIA

### Renovations/Expansions and New Developments

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.

#### Presentation of Entry Material

- Quality
- Completeness
- Conciseness and factualness

#### Land Use

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

#### Design

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

### **Development Goals**

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

### **Productivity/Financial Performance**

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

### **Innovation**

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

### **Retail Store Design**

All judges use the same guidelines to assess the strength of the project.

### **Overall Design Concept**

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

### **Retail Graphics and Signage**

### **Use of Materials**

- Combination of color, materials, and lighting

### **Degree of Difficulty and Innovation**

### **Evolving Innovation & Aspiration**

Projects must fall under one of the following subcategories:

- Renovations/Expansions
- New Developments
- Retail Store Design

See judging criteria listed for applicable subcategory.

**CATEGORY:  
RENOVATIONS/EXPANSIONS  
AND NEW DEVELOPMENTS**

**GENERAL INFORMATION (DETAIL SECTION)**

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

**DESCRIPTION OF ENTRY**

Provide a general description of the retail project (Max. 1,500 characters including spaces).

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
- Superregional 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. \_\_\_\_\_ units

**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 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)

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, multiscreen 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. (Max. 700 characters including spaces)

\_\_\_\_\_

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 is 1,500 characters with spaces.

- Describe the characteristics of the project you are submitting for an award.
- In what ways do you feel that other developers can benefit from your experience?
- 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. 1,200 characters including spaces)
- If you had this project to do over again, what would you do differently? Why?

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

\_\_\_ Yes \_\_\_ No

If yes, at what level \_\_\_\_\_  
(Max. 1,500 characters including spaces)

Describe the project's central approach to sustainability, such as energy and water use, the internal environment, pollution, transport, materials, waste, ecology, and management processes. (Max. 3,000 characters with spaces)

### 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).
- Describe how the renovation or expansion altered those conditions.
- What do you believe to be the key reasons for the success of the project? Why?
- How did you determine the business success of the project? (Cite "before" and "after" statistics to backup the claim.)
- 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.
- In addition to the physical improvements, what ancillary measures were taken to enhance the center?
- Describe any new marketing and/or re-leasing approaches successfully implemented during the period.

### 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. (700 characters including spaces)
- 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).
- 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?

### CLASSIFICATION: 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.
- Besides financial viability, explain what additional amenities the project brings to the users and surrounding community in terms of public use and civic spaces, and how it demonstrates that it builds a social community?
- 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.

**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.

**NOTE:** If you choose not to provide financial information, Relate in your own words why you believe this project to be a developmental and financial success.

**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.**

<b>Before</b> Renovation/Expansion (check one)	<b>After</b> Renovation/Expansion (check one)
<input type="checkbox"/> Less than \$25	<input type="checkbox"/> Less than \$25
<input type="checkbox"/> \$26 to \$35	<input type="checkbox"/> \$26 to \$35
<input type="checkbox"/> \$36 to \$45	<input type="checkbox"/> \$36 to \$45
<input type="checkbox"/> \$46 to \$55	<input type="checkbox"/> \$46 to \$55
<input type="checkbox"/> \$56 to \$100	<input type="checkbox"/> \$56 to \$100
<input type="checkbox"/> \$101 to \$150	<input type="checkbox"/> \$101 to \$150
<input type="checkbox"/> \$151 to \$300	<input type="checkbox"/> \$151 to \$300
<input type="checkbox"/> Over \$300	<input type="checkbox"/> Over \$300

**Average tenant improvement allowance per sq. ft.**

<b>Before</b> Renovation/Expansion (check one)	<b>After</b> Renovation/Expansion (check one)
<input type="checkbox"/> Less than \$10	<input type="checkbox"/> Less than \$10
<input type="checkbox"/> \$11 to \$25	<input type="checkbox"/> \$11 to \$25
<input type="checkbox"/> \$26 to \$50	<input type="checkbox"/> \$26 to \$50
<input type="checkbox"/> Over \$50	<input type="checkbox"/> Over \$50

**Is there percentage/turnover rent?**

Yes  No

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

<b>Before</b> Renovation/Expansion (check one)	<b>After</b> Renovation/Expansion (check one)
<input type="checkbox"/> None	<input type="checkbox"/> None
<input type="checkbox"/> \$11 to \$25	<input type="checkbox"/> \$11 to \$25
<input type="checkbox"/> \$26 to \$50	<input type="checkbox"/> \$26 to \$50
<input type="checkbox"/> over \$50	<input type="checkbox"/> over \$50

**Total annualized sales per square foot for first year**

<b>Before</b> Renovation/Expansion (check one)	<b>After</b> Renovation/Expansion (check one)
<input type="checkbox"/> Less than \$200	<input type="checkbox"/> Less than \$200
<input type="checkbox"/> \$201 to \$300	<input type="checkbox"/> \$201 to \$300
<input type="checkbox"/> \$301 to \$350	<input type="checkbox"/> \$301 to \$350
<input type="checkbox"/> \$351 to \$400	<input type="checkbox"/> \$351 to \$400
<input type="checkbox"/> \$401 to \$450	<input type="checkbox"/> \$401 to \$450
<input type="checkbox"/> \$451 to \$500	<input type="checkbox"/> \$451 to \$500
<input type="checkbox"/> \$501 to \$550	<input type="checkbox"/> \$501 to \$550
<input type="checkbox"/> \$551 to \$600	<input type="checkbox"/> \$551 to \$600
<input type="checkbox"/> \$601 to \$650	<input type="checkbox"/> \$601 to \$650
<input type="checkbox"/> \$651 to \$700	<input type="checkbox"/> \$651 to \$700
<input type="checkbox"/> Over \$700	<input type="checkbox"/> 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.

**File Format:** Word document or PDF

**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, multiscreen theatres for each tenant, along with the size (GLA) of the space occupied.
- Merchandising plan. Indicate with different colors the different categories of merchandise.

**File Format:** Word document or PDF

**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.

**File Format:** Word document or PDF

**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**

**File Format:** Word document or PDF

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 or link 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 formats:** 3GP, AAC, AVI, FLV, MP4, and MPEG-2

### 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*.

- 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.
- File format: High Resolution: jpg, jpeg, png, gif

**CATEGORY:**  
**RETAIL STORE DESIGN**

**GENERAL INFORMATION (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. 1,500 characters including spaces). The Description of Entry will be available for viewing by the judges.

- Store Name
- Shopping Center Where Store 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 is 1,500 characters with spaces.

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.

Describe the integration of interior, storefront, and merchandise displays.

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

Describe the specific materials used in creating the new concept.

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.

Total cost per square feet including design, leasehold improvements, and fixtures.

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

Yes  No

If yes, at what level \_\_\_\_\_

(Max. 1,500 characters including spaces)

Describe the project's central approach to sustainability, such as energy and water use, the internal environment, pollution, transport, materials, waste, ecology, and management processes. (Max. 3,000 characters with spaces)

**IMAGE SECTION**

Upload up to 12 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 website and in an SCT newsletter and/or an ICSC Exchange story.
- Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.
- File format: High Resolution: jpg, jpeg, png, gif

**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**

## DOCUMENTATION

Include one digital file, up to 15 pages of information and images which relate 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.

**File Format:** Word document or PDF

## FLOOR PLAN

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

**File Format:** Word document or PDF

You may upload or link 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 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 formats: 3GP, AAC, AVI, FLV, MP4, and MPEG-2.