GUIDELINES INTENT

The intent of these guidelines is to provide Tenants with an overview of the International Market Place project character, and how tenants are anticipated to complement that character through the use of quality designs, materials and execution. These guidelines are meant to foster imaginative design solutions that reflect a genuine Hawaiian sense of place and contribute to the overall atmosphere of the International Market Place.

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PROJECT OVERVIEW

INTERNATIONAL MARKET PLACE

“Experience the revitalized International Market Place, celebrate the history of the land and its people and perpetuate the legacy of the Queen in the gathering place of Waikīkī.”

DISCOVER THE REVITALIZED CENTER OF WAIKIKI . . .
A new world-class retail, entertainment, cultural and educational core for Waikīkī. Reinvented to respond to the desires of today’s urban resort destination visitors, expressing a restored and recaptured soul recalling the International Market Place’s iconic and nostalgic past and magical charm. A unique and signature gathering place for locals and visitors alike.

CELEBRATE THE REBIRTH OF KALUAOKAU . . .
A land once bestowed with abundant gifts of nature, now enriched through its history retold. Reengage with this past epicenter of activity in ancient Hawai‘i, a place of watchful àumakua, benevolent ali‘i and industrious maka‘āinana. Become reacquainted with this sacred place and return Kaulaokau to a place of prominence. A Piko reborn in Waikīkī.

PERPETUATE THE LEGACY OF THE QUEEN . . .
Queen Emma Kaleleono‘alani Ne‘ia Rooke, and her ʻohana, husband King Kamehameha IV Liholiho and son, Prince Albert Edward . . . a legacy based upon her love for Hawai‘i and its people and embodied in her mission to provide in perpetuity quality health care services to improve the well-being of Native Hawaiians and all the people of Hawai‘i.
WAIKIKI SPECIAL DISTRICT - HAWAIIAN SENSE OF PLACE

WAIKIKI SPECIAL DISTRICT

The following are excerpts from the Waikiki Special District Design Guidelines, Department of Planning and Permitting, City of Honolulu, May 2002:

Waikiki today is a sophisticated urban resort marked by diversity and contrast. The Waikiki Special District Design Guidelines are aimed at restoring the basic appeal of a pedestrian-friendly environment. The guidelines suggest specific design elements which help impart a Hawaiian sense of place through the use of natural building materials, colors which complement a tropical landscape, and scale reducing elements such as hip roof forms, canopies and awnings.

The objectives of the Waikiki Special District Guidelines are enumerated in Section 9.80-1 of the Land Use Ordinance [LUO]. An abbreviated list of objectives include the following:

- Promote a Hawaiian sense of place at every opportunity.
- Encourage building design to use architectural and landscape elements which enhance the pedestrian experience and complement Hawaii’s tropical climate, while acknowledging Waikiki’s urbanized setting.
- Facilitate, emphasize, and enhance the pedestrian experience by providing appropriate and attractive walkways, and offering relief form the more urban areas by encouraging human-scaled elements such as entries, arcades, lobbies, landscaping, and street furniture at street level.

A Hawaiian sense of place is not just a particular architectural style which echoes Hawaii’s historic past, but is a reflection of attitudes, experiences, place, spaces and symbols which Hawaiian’s have embraced as reminders of and contributors to a unique Hawaiian experience. Buildings should provide rich visual textures by contrasting light and shadows on surfaces, and where applicable, use elements with a recognizable symbolic relationship to Hawaii’s environment, people, or culture.

Below are photos that illustrate some of these elements. [Source: Waikiki Special District Design Guidelines]

For further reference, please see the following link: http://www.honoluludpp.org/Portals/0/pdfs/zoning/WSD.pdf
INTERNATIONAL MARKET PLACE - DESIGN FEATURES

SIGNATURE PROJECT FEATURES

An integral part of the overall design of the International Market Place is the collection of uniquely designed features that celebrate a true and authentic Hawaiian sense of place (HSOP). These HSOP references in the International Market Place base building include the following:

- Kalakaua Fire Tower
- Kuhio Entry Portal
- Puka 1 - Exceptional Banyan Tree and new IMP Treehouse
- Puka 3 - Mauka-inspired three-story "Rain Curtain"
- IMP Interpretive Program and Educational Panels highlighting the IMP site and its storied history
  - These items shall be conspicuously placed and readily visible for the retail shoppers.

It is the intent and expectation that the Landlord, in concert with their tenants, and this Tenant Storefront Criteria, work together to further infuse the Tenant’s Brand Identity with layers of similar detail to compliment this uniquely Hawaiian retail environment. Retailers are encouraged to infuse their brand with elements containing a recognizable symbolic relationship to Hawaii’s environment, people or culture.
TENANT DESIGN CRITERIA

STOREFRONT DESIGN

Determining the finishes to be used on the storefront requires consideration of several issues, such as: the quality of the material, appropriateness to the character of the store as well as durability and maintenance. Exterior building materials, colors and design elements that evoke the character of, and are reminiscent of, the existing International Market Place development should be considered. We also encourage the use of innovative materials and design that emphasizes creating greater transparency, and pedestrian scale and interest. Details, especially ones recognizable to Hawaii’s natural environment, people or culture, are encouraged to enhance the pedestrian experience and complement Hawaii’s tropical climate. (Source: Waikiki Special District Design Guidelines)

MATERIALS, FINISHES AND COLORS

Storefronts shall be constructed of finished, durable materials suitable for exterior use in Hawaii’s tropical climate. Natural materials (such as wood, natural stone and moss or lava rock), textured concrete and plaster finishes are recommended as appropriate materials. All materials should be non-reflective. The use of shiny metal and/or darkly-tinted or highly-reflective glass should be avoided or should be limited in their use.

Colors should also contribute to Waikiki’s tropical resort destination by complementing those of the natural landscape and adjoining environment. Color should not be distracting, used to attract attention or serve as advertising. Large areas of color should be in neutral tones with more vibrant colors relegated to accent work. Highly-reflective colors are not permitted. (Source: Waikiki Special District Design Guidelines)

Appropriate material treatments may include:

- Basalt, coral stone, moss rock and other natural stone products
- Wood (natural, finished and stained hardwoods)
- Metals: non-corrosive metals suitable for the salt-water environment are encouraged. Both Aluminum with factory applied baked enamel finishes and/or Stainless Steel (316) are suitable alternates to painted steel
- Glazing: utilized in ways that reinforce the store’s complete design, style and character while providing greater transparency and natural light

ENTRANCES

A key element of storefront design is the determination of the entrance aperture. Important for the overall presentation of your merchandise is the articulation of the entry with the surrounding storefront architecture. The width and scale of the tenant entry should be welcoming, compliment merchandising presentation, as well as help reduce "threshold resistance." Transparency, as well as elements of color, texture and materials and patterns reflective of "Hawaiian Sense of Place" are encouraged. Additionally, door swings may not intrude into the city right-of-way per city code.

SHADING DEVICES, AWNINGS AND CANOPIES

Shading devices, recessed windows, projecting canopies and eyebrows are all encouraged as they complement Hawaii’s climate by cooling and articulating building facades, as well as extending interior spaces to the outdoors. Elements, such as canopy overhangs, eaves, eyebrows and awnings (with not more than 42-inch vertical thickness) may extend into a required yard or right-of-way. These features should be attractive, well maintained and appear integrated with the storefront design. They should be placed at a height that is complimentary to the human scale and thus more adequately provide both shade and protection for passing pedestrians. (Source: Waikiki Special District Design Guidelines)

COMMON AREA ENHANCEMENT CONCEPT

*architectural character
napa town center

ZAPOLSKI REAL ESTATE LLC  |  MARCH 28 2012
TENANT DESIGN CRITERIA

SIGNAGE AND GRAPHICS

Signage and graphics do more than just provide a name for the store. Signage should reinforce the character and quality of the store design and enhance the merchandise presentation. Sign size, character, typography, composition, illumination and height are important factors that make every storefront sign unique.

Depending on the lettering style, sign layout, overall storefront signage formats and locations within the development, there are restrictions on the average sizes of lettering. Please refer to the Signage Master Plan for the allowable sign sizes, quantities and other specific requirements.

LIGHTING

Lighting is an essential and integral part of the visual presentation and store design. The role of lighting in the development of a successful retail environment includes fulfilling the following objectives:

• Provide proper illumination to enhance and dramatize the merchandise
• Establish highlights of the merchandise presentation to distinguish visual organization and flow
• Create the desired ambience within the sales area

A thorough understanding of the principles of correct lumen levels, good color rendition and uniformity of coverage are all key components to appropriately lighting a retail merchandising environment.

Exterior illumination of awnings and canopies may be permitted at the ground floor when consistent with the District guidelines for Lighting and Signage. Specifications for any proposed exterior lighting, including light fixture type and intensity shall be submitted for review and approval. All lighting shall be shielded to prevent glare and light spillage on surrounding properties and public right-of-ways. General uplighting and outlining of the tenant storefront with lights shall not be permitted. Where appropriate, cut-off fixtures or shields may be required. Colored, mercury vapor, exposed fluorescent and low-pressure sodium lamps shall not be permitted. (Source: Waikiki Special District Design Guidelines)

VISUAL MERCHANDISING COMPONENTS

The key to successful visual merchandising is understanding its two distinct components: merchandise presentation and show window display. Merchandise presentation is about the arrangement and maintenance of merchandise on wall and floor fixtures, while show window display is about theatricality and imagery. Visual merchandising components are the foundation of good visual presentation. Mannequins, forms and props bring clarity and versatility to the presentation. They must reflect the character of your store design, merchandise and customer.

OUTDOOR DINING

Outdoor dining and/or other uses and structures permitted within the required front yards of Kalakaua and Kuhio Avenues are encouraged, but are subject to review and approval by the Landlord and any/all governing agencies. Outdoor dining areas that are accessories to eating establishments may encroach into required front yards up to 5 feet from the property line. Up to 40% of the front yard may be used as outdoor dining, provided the balance of the yard is landscaped. Retractable awnings may be used to provide shelter for outdoor dining areas and may encroach up to 50% of the front yard depth. Additionally, a 10’ clear circulation path is required between the tenant railing and any adjacent obstruction including planting areas, site walls, stairs, etc. Other portable facilities associated with dining, such as: chairs, tables, waiter stands, serving devices and umbrellas, may be used. A railing, fence or hedge (in the Resort Mixed Use and Resort Commercial Precincts) may be used to separate the dining area from the sidewalk. These may not exceed 30” in height. (Source: Waikiki Special District Design Guidelines)
TENANT STOREFRONT CRITERIA
FOR STREET FACING TENANTS
05 September 2014

AWNINGS AND/OR CANOPIES ON UPPER LEVEL MAY BE PERMITTED IF DESIGN IS CONSISTENT

AWNINGS AND/OR CANOPIES ON UPPER LEVEL MAY BE PERMITTED IF DESIGN IS CONSISTENT

AWNING/CANOPY ZONE

STOREFRONT SECTION AT KALAKAUA AVE

STOREFRONT SECTION AT KUHIO AVE

INTERNATIONAL MARKET PLACE

Taubman TENANT STOREFRONT CRITERIA FOR STREET FACING TENANTS

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