

tenant criteria

temporary to permanent

2008.07.23



Westfield®



1. pin mounted



2. pushed through letters, internally illuminated



4. internally illuminated routed letters

5. surface mounted letters

3. pushed through letters, internally illuminated



signage inspirations

option A

→ entire new storefront and signage

SURFACE MOUNTED
BACKLIT LETTERS

MATERIALS AND FINISHES TO
EXTEND TO LANDLORD'S CEILING
OR SOFFIT



EXISTING



PROPOSED

storefront &

signage

option B.1

- extend height of existing store to tenant's soffit/ ceiling
- introduce new signage

MATERIALS AND FINISHES TO EXTEND TO LANDLORD'S CEILING OR SOFFIT

RECESSED BACKLIT SIGNAGE

BLACK/ DARK CHOCOLATE ALUM. FINISH REFLECTIVE MATERIAL



EXISTING

MAXIMUM HEIGHT & TRANSPARENCY

PROPOSED

storefront &

signage

option B.2 - corner location

- extend height of existing store to tenant's soffit/ ceiling
- introduce graphics relating to the store's business concept
- introduce new signage

3 DIMENSIONAL
ORGANIC DECORATIVE DETAILS
ACRYLIC FIN. OR ALUM. FIN.

CONSISTENT OFF-WHITE
PAINT THROUGH OUT

MATERIALS AND FINISHES TO
EXTEND TO LANDLORD'S CEILING
OR SOFFIT

ALUM. LETTERS
REFLECTIVE FINISH



EXISTING

PROPOSED

storefront &

signage

option C

- paint wall to mall ceiling
- introduce new signage
- introduce lively, inviting digital graphics

MATERIALS AND/ OR FINISHES TO EXTEND TO LANDLORD'S CEILING OR SOFFIT

POTENTIAL SPACE FOR ENVIRONMENTAL GRAPHICS

CONSISTENT P1 PAINT COLOR

NEW SIGNAGE TO REPRESENT STORE'S UNIQUE BRAND



EXISTING

PROPOSED

storefront &

signage