DMCC

RETAIL DESIGN GUIDELINES

2020 EDITION

MADE FOR TRADE

CONTENTS

2.1 | INTRODUCTION

Purpose of the Retail Design Guidelines

The Retail Design Guidelines Manual should be used to provide guidance on design principles to be applied within the DMCC JLT community. The guidelines offer retailers, developers and designers with evidence-based quality principles to ensure that future planning for the retail sector focuses on the creation of vibrant, quality places. As stated in the guidelines, a design that is inappropriate for its context, or that fails to realise the opportunity to improve the character and quality of an area or a site, will not be accepted.

The Retail Design Guidelines are part of the delivery of a high-quality development vision, and successful retail developments require first and foremost a clear vision and design brief, plus a commitment to an overall quality agenda shared through the overarching DMCC JLT Master Plan principles.

This document highlights design guidelines for the existing retail units in the JLT Master Community.

Sub-developers of any new development with Retail component should approach DMCC for comprehensive set of Design Guidelines prior to commencement of the design process.

2.2 | LIST OF FIGURES

Arcade: Covered walkway or roofed colonnade. Back of House (BoH): Behind the scenes area the customer does not see.

Build-out: Space improvements put in place per the tenant's specifications. Takes into consideration the amount of tenant finish allowance provided for in the lease agreement.

Canopy: A architectural element projecting over the entrance.

Colour Rendering Index (CRI): Quantitative measure on a scale from 0 to 100 percent indicating the ability of a light source to faithfully reveal the colours of various objects in comparison with a natural light source. The higher the CRI, the better the colour rendering ability. Light sources with a CRI of 85 to 90 are considered good at colour rendering.

DCD: Dubai Civil Defence.

Display Window: Large area of transparent glass in the storefront that provides space for product and service display as well as visibility into the store.

DMD: Dubai Municipality Datum

Glazing: The glass surface of a window, door opening, or wall.

Gross Leasable Area: the area of a retail unit or shopping centre that is assigned to stores, excluding corridors, exits, open space.

HVAC: Heating, ventilation, and air conditioning. An acronym used as shorthand for the air systems of a building.

Lease: An agreement whereby the owner of real property (e.g. landlord/lessor) gives the right of possession to another (e.g. tenant/lessee) for a specified period of time (e.g. term) and for a specified consideration (e.g. rent).

Lease Agreement: The formal legal document entered into between a Landlord and a Tenant to reflect the terms of the negotiations between them; that is, the lease terms have been negotiated and agreed upon.

Louvers: a screen composed of slats for admitting air often located in the signage zone of the bulkhead.

MEP: Mechanical, electrical, and plumbing, an acronym used as shorthand for the working systems of the building.

NOC: No Objection Certificate.

Mezzanine: A low storey between two others in a building typically between the ground and first floors.

Occupant: DMCC Licensed Businesses.

OLA: Outdoor Licensed Area.

Podium: Base building on which a residential or office tower may sit.

Storefront: Retail or commercial face of building at street level, typically articulated and distinct from the rest of the building face.

Storefront Entrance: Entrances to individual retail and other commercial spaces.

The Manual intends to encourage the integration of design considerations for retail spaces into the planning of new and existing developments. This document shall be read comprehensively and together with other DMCC JLT Master Plan Guideline Documents providing direction on the built form.

Throughout this Manual, the term "retail" applies to stores selling merchandise, food and beverages, personal, medical and financial services, and any other uses that typically occupy ground floor space in commercial districts and buildings. In some cases, the best practices apply to specific types of retail, where this is the case, the specificity is noted.

The best practices are to be applied across DMCC JLT's diverse retail context such as ground-floor retail uses along the street edge, promenade or public spaces, podium level retail, and stand-alone units.

The document guides the architectural and design factors applied to retail units, their relation with the street frontage and public realm.

Some of the guidelines provide quantitative measures such as building heights, while others are more qualitative and are intended to guide developers at later stages such as lighting and signage. A number of the best practices, such as recommendations for MEP, are provided; however, these have to be applied in light of all design regulations from local authorities.

This document should be used and referenced by all those involved in the design and development of retail spaces to create productive, flexible and well-designed retail spaces that can evolve and be re-purposed with different tenants over time and contribute positively to the public realm and vision for DMCC JLT.

Building Typologies Symbols

The following Building Typologies Symbol shall be applied where applicable to Best Practice Applications in each section. These include:

Ground Floor Retail   **Podium Level Retail**

Cluster Ground Floor Retail
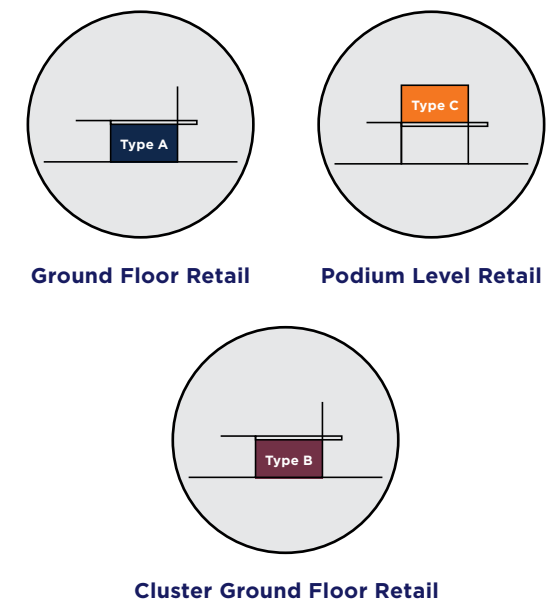
The terminology of the following levles in this document are renamed as follows:

Podium Level in document refers to Concourse Level.
Ground Level in document refers to Promenade Level.

Best Practice

The Design Guidelines provide preferred design direct and 'Good' and 'Bad' design approach per retail element with example imagery of design scenarios to be avoided and design intent to be implicated, referenced through colour coding to Best Practice Comments.

 'Unacceptable' Design   **'Acceptable' Design**

2.5 | RETAIL STRATEGY

Retail contributes to communities and creates vibrant, liveable spaces. The vision for DMCC JLT is to enhance the environment through successful and well designed retail spaces to create character and amenity of surrounding commercial blocks and nearby residential and office areas.

The retail design guidelines assist in the implementation of best practices and can impact the success of the retail units, for example, a successfully designed retail unit can be essential for the success of the businesses by providing appropriate store width to depth ratios and ceiling heights.

In areas of the community where complete development already exists, the strategic approach is about sustaining, replacing and enhancing existing retail as part of growth and redevelopment. In other areas yet to be developed, it is about introducing new forms of retail that support the community and its aspiration to becoming a complete mixed-use community.

The ultimate success of any design is measured by its ability to effectively achieve its operational objectives while delivering a memorable experience. Well-designed retail spaces excel in maximizing sales areas and providing high quality customer experiences while meeting the functional and back-of-house requirements. Retail best practices support profitability and adaptability principles as well as city building.

Retail Typologies within the community include:
• Community & Commercial Food & Beverage.
• Destination Food & beverage.
• Destination Retail.
• Community Retail.
• Commercial Retail.

2.6 | RETAIL TYPOLOGIES

The development is focused on its central core, and the internal elements of the buildings clusters and lake promenades cater for the main public spaces in the community, where all forms retail, pedestrians, transit users, cyclists tend to circulate and coexist. The vision is to enhance and convert these areas to be vibrant, successful retail edges

.
These areas are an essential part of urban life in this community, providing local stores along the cluster edges that are easily accessible and easy to walk to for many residents and workers.

The following are planning and design objectives for responding to the diverse retail contexts and building types across the development:

Retail Typologies

Ground Floor Retail:
Commercial Buildings.

Cluster Detached Retail:
Clusters - Ground Floor.

Podium Level Retail:
Clusters - Podium Level.

2.6.1 | GROUND FLOOR RETAIL

Ground Floor Retail units are integrated within the existing standalone commercial buildings (OneJLT, Almas Tower, Red Diamond Building).

Ground Floor Retail Unit Locations:
Commercial Buildings (Mid and High Rise).

Type A
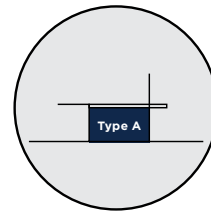
Figure 2.01: Ground Floor Retail

CLUSTER GROUND FLOOR RETAIL

Cluster Retail Units located on the ground floor of existing and proposed Cluster Podium Parking Structures. The units face the waterfront and park promenade, and total four (4) attached units and two (2) detached units per cluster. Each unit can be fronted by a colonnade, and lead into an area of public realm.

Shipping, Receiving and Loading is achieved at grade through the podium parking structure, and delivered to the units front door.

Ground Floor / Promenade Level has a typical finished floor level of the pedestrian walkways at +4.85m DMD (Dubai Municipality Datum) at the Lake Edge, with a finished floor level inside the retail unit typically no less than +4.85m DMD.

Cluster Attached and Detached Retail Unit Locations:
Clusters - Ground Floor.

Type B
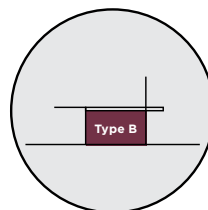
Cluster Ground Floor Retail Typologies

Podium level attached retail units

Podium leasing zone

Ground level - attached units

Ground level - detached units

Ground level leasing zone

LEGEND

- Ground Level Detached Retail Units
- Ground Level Attached Retail Units
- Shaded Arcade Circulation
- Ground Level Retail Leasing Area
- Ground Level Public Realm
- Podium Public Parking
- Public Realm / Plaza
- Towers
- Pedestrians Walkway
- Dedicated Bicycle Path
- Sky Bridge / Lift

Figure 2.02: Cluster Detached Retail Design Intent

Podium Level Retail Units located at first floor podium existing and proposed Cluster Podium Parking Structures.

Cluster Podium Level / Concourse Level at the top of the shared parking structure building has a typical finished floor level from +8.25m to +8.32m DMD.

Podium Level Retail Unit Locations:
Clusters – Podium Level.

Clusters – Podium Level

The Cluster units face the waterfront and park promenade. Each unit is fronted by a walkway forming the roof of the colonnade below. Shipping, receiving and loading is made at podium level and delivered to the units front door or service area.

Podium Level Retail Typology

LEGEND

- Podium Level Attached Retail Units
- Podium Public Parking
- Towers
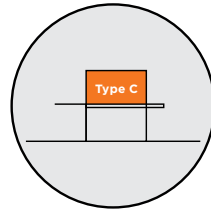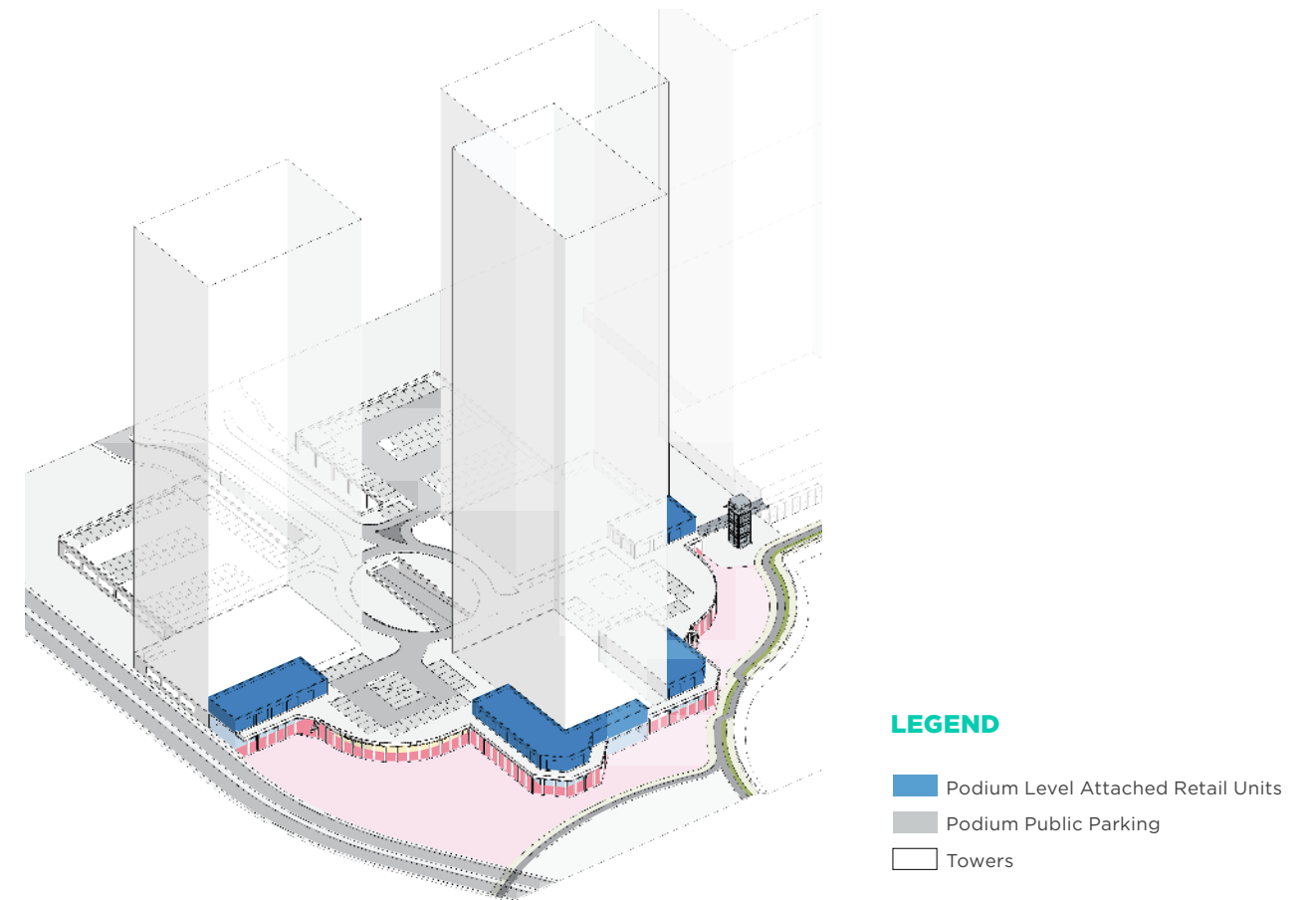
Figure 2.03: Podium Level Retail - Typical Cluster

2.2m 1.5m

5.2m

1.2m

3.85m
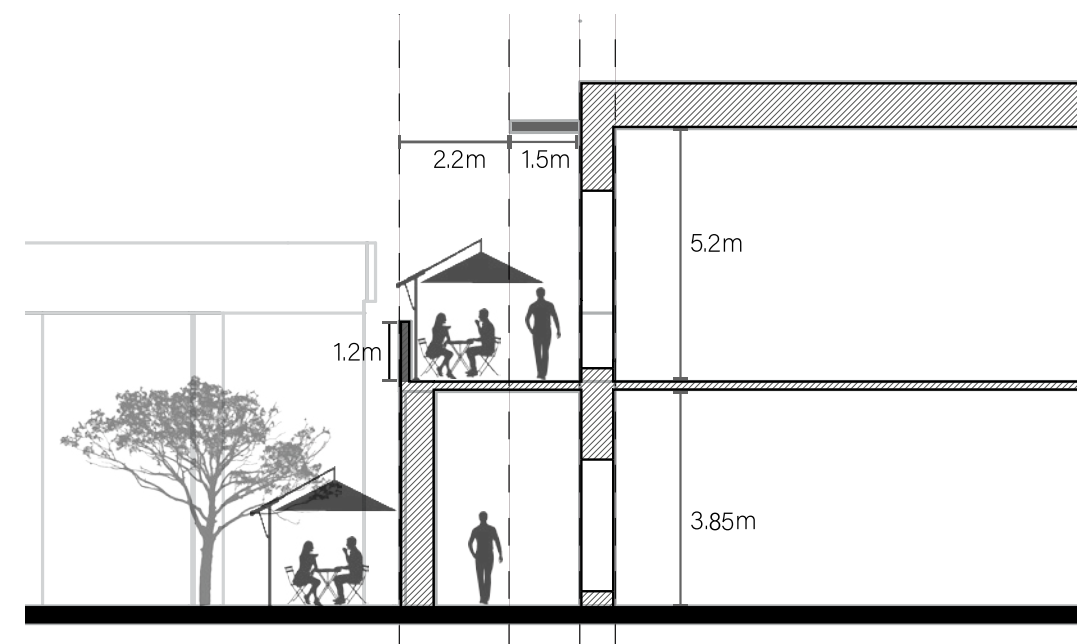
Figure 2.04: Typical Cluster Retail Section

2.7 | RETAIL DESIGN

The building façade and ground floor are the most visible features from a pedestrian and vehicular perspective. People approaching a building should be able to identify that it includes retail elements and an easily navigate to the unit and associated entrance.

In multi-storey mixed-use developments, it is required the differentiation between retail uses and non-retail uses, predominantly at ground floor level.

Individual storefronts should be easily identifiable from each other and be legible. People approach and explore retail spaces when it's visible that there are several stores along a storefront. Therefore storefronts are essential in creating a vibrant retail frontage. If a corner building faces a street on both sides, the retail frontage is to wrap around the corner to include the side street. Non-retail components such as residential and office lobbies or driveways should avoid dissecting the retail frontage.

Design Guidelines

- Façade and Material Differentiation.
- Canopies, Overhangs and Awnings.
- Floor to Ceiling Heights and Floor Plate Considerations and Awnings.
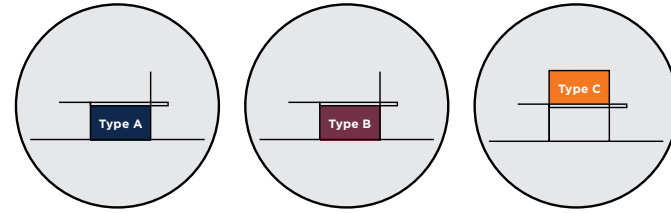
Facade finishes and detailing to retail developments should align to the overall character and architecture design intent of adjacent buildings, and linked to the proposed use of the retail unit to increase visibility.

The use of materials and architectural detailing has a direct effect on how pedestrians perceive the building. Materials and details should be used to emphasize the vertical and horizontal differentiation of uses while respecting the building's context, reinforcing the area's character.

Display window lighting shall be incandescent, HID, or similar colour light source, as approved by the Landlord. Light sources and track lighting must not be visible from the exterior common area.

Use of textures, colours and contrasts in materials to create interest are allowed, subject to DMCC approval. Second review fees apply if design changes after it has been initially approved by DMCC.

These guidelines apply to all new retail developments.

Best Practices

- Use of materials and detailing to accentuate the retail uses while not contrasting with the overall architecture of the main building (Figure 2.05, 2.06, 2.08, 2.09, 2.12).
- Materials and detailing should reinforce the building and district character (Figure 2.06, Figure 2.09).
- Primary retail façades to be treated with high-quality materials and details (Figure 2.07, Figure 2.11).
- Show windows and display areas should be adequately lit and ventilated (Figure 2.06, Figure 2.10).
- Back of house areas or blank façades should be treated with a combination of material and architectural details or mural art features to avoid monotony and unpleasant façade areas (Figure 2.06, Figure 2.11).
- All material used should be environmentally sustainable.
- Façades to have a pleasing scale, proportion and rhythm, and solid-to-void relationship of 70% glazing to 30% solid ratio minimum.
- Integrate interesting design finishes to colonnade ceilings.

Best Practice Application

UNACCEPTABLE DESIGN

Figure 2.05: Façade Example 1

Figure 2.06: Façade Example 2

Figure 2.07: Façade Example 3

Figure 2.08: Façade Example 4

ACCEPTABLE DESIGN

Figure 2.09: Façade Example 5

Figure 2.10: Façade Example 6

Figure 2.11: Façade Example 7

Figure 2.12: Façade Example 8

The use of canopies, overhangs and awnings provide three-dimensional articulation on retail unit fronts, support accentuate of the storefront entrances, add colour, provide a pedestrian scale and an element of sun protection.

Type A Type B Type C

Best Practices

- Canopies, Overhangs or Awnings on storefront should be properly cleaned and maintained year-round (Figure 2.13, Figure 2.16).
- Use retractable systems to allow adjustments when sun positioning changes (Figure 2.15, Figure 2.17).
- Avoid long continuous forms of overhangs along the entire unit façade.
- Avoid overshadowing of retail frontage.
- Ensure Canopies, Overhangs and/or Awnings are securely fixed to the exterior of the building.
- Use Canopies, Overhangs and /or Awnings to obscure Utilities and MEP (Figure 2.14, Figure 2.17)
- Canopies, overhangs or awnings that are mounted on the building façade shall not protrude greater than 2.0 meters.
- Glass canopies to be avoided (Figure 2.14, Figure 2.18)
- Roll out fabric awnings to be avoided (Figure 2.15, Figure 2.18).

Best Practice Application

UNACCEPTABLE DESIGN

Figure 2.13: Canopies, Overhangs And Awnings Example 1

Figure 2.14: Canopies, Overhangs And Awnings Example 2

Figure 2.15: Canopies, Overhangs And Awnings Example 3

ACCEPTABLE DESIGN

Figure 2.16: Canopies, Overhangs And Awnings Example 4

Figure 2.17: Canopies, Overhangs And Awnings Example 5

Figure 2.18: Canopies, Overhangs And Awnings Example 6

Ground Floor Cluster Retail
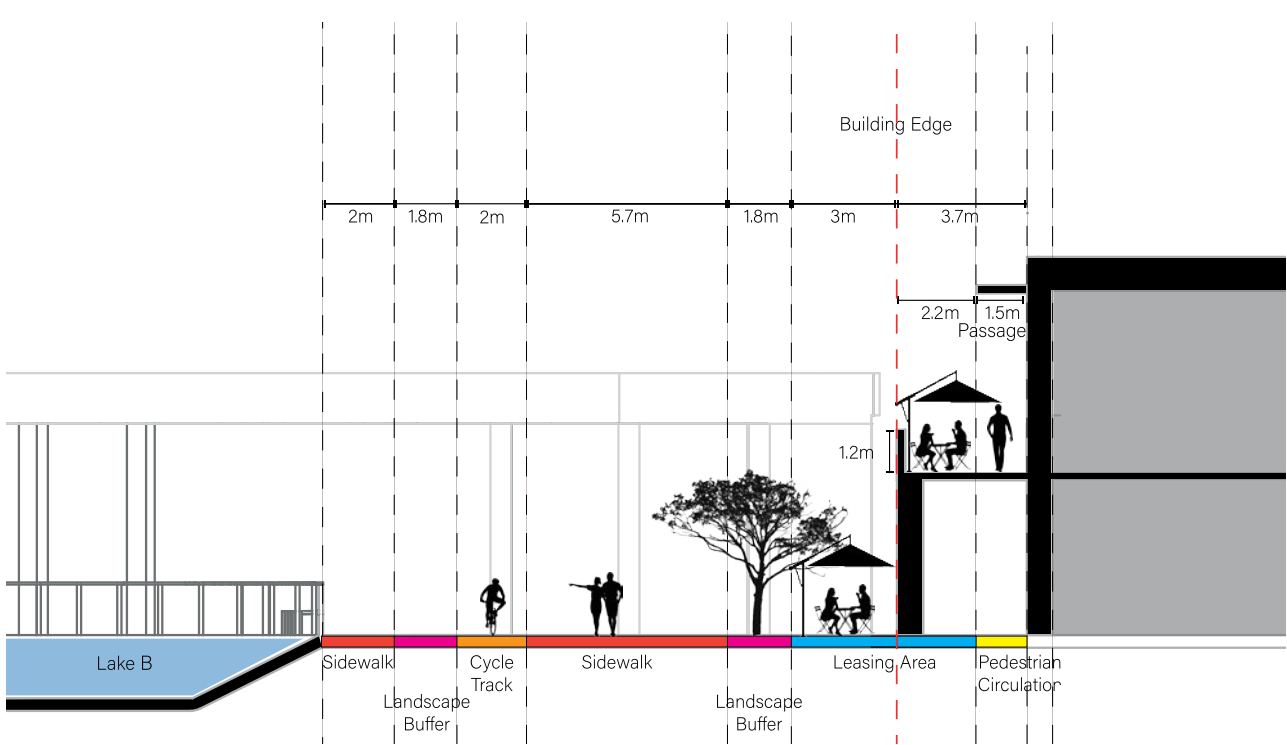
Figure 2.19: Typical Cluster Retail Section - Canopies

Ground Floor Cluster Retail

- Overhang, Canopy and /or Awning not permitted.

Design visuals are for illustration purposes only. Guidelines illustrate the optimum dimension for all new developments. All existing developments to comply with the Design Guideline principles and dimensions to be confirmed on site.

Podium Level Retail
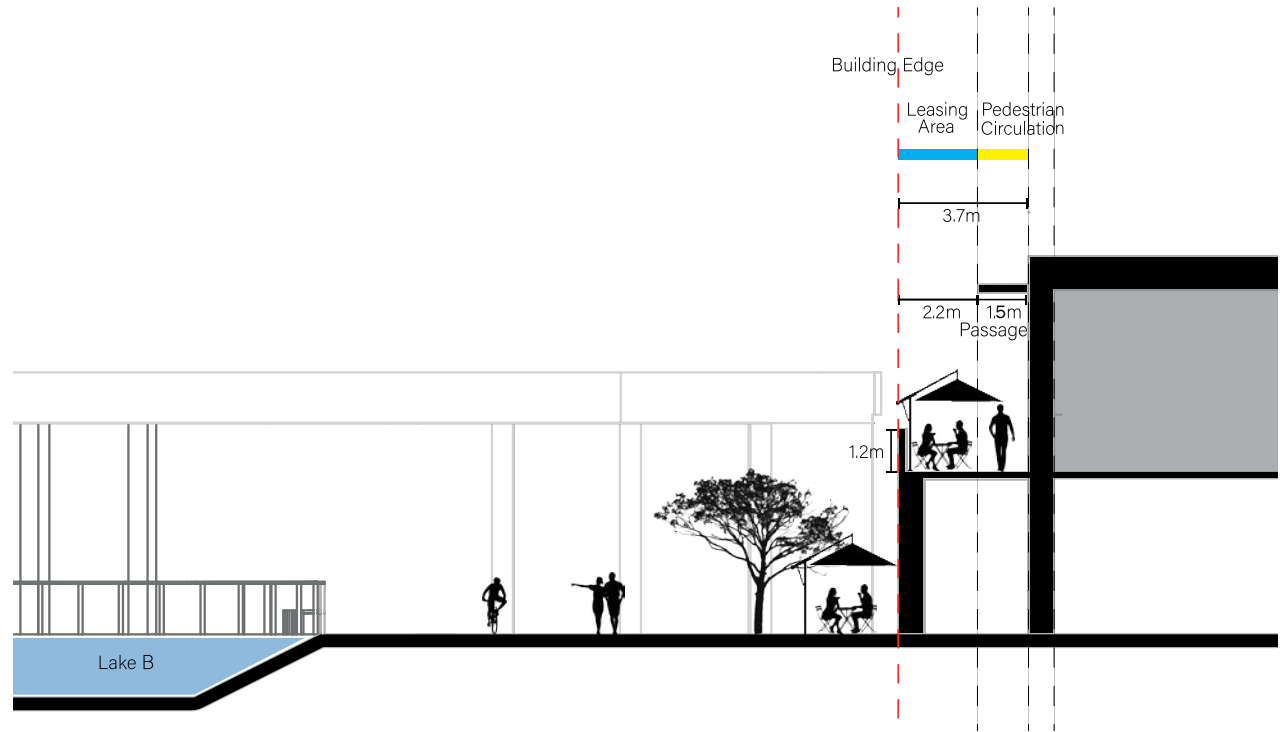
Figure 2.20: Typical Cluster Podium Level Retail Section - Canopies

Canopies, Overhangs and Awnings

- Overhang, Canopy and /or Awning permitted with a width no greater than 2.0 meters.
- Material and design to be in keeping with the overall building architecture / language.
- Overhang, Canopy and /or Awning to alignment to be constant height along each building edge.

Design visuals are for illustration purposes only. Guidelines illustrate the optimum dimension for all new developments. All existing developments to comply with the Design Guideline principles and dimensions to be confirmed on site.

2.8 | RETAIL FRONTAGE ENVIRONMENT

The façade of retail units should be in keeping with the overall vision of DMCC JLT to create a strong, unified community, that serves the local and wider population, and enhances the experiences of uses within the public realm and fronting retail units.

Each retail façade design should address tenant use, fronting space, location, adjoining retail units and access.

The section outlines the following topic.

Design Guidelines

• Hierarchy of Retail Frontages.
• Entrances and Display Windows.
• Branding and Signage.

Figure 2.21: Create Active and Enjoyable Dining and Shopping Environments

Best Practices

- The primary retail façade should use higher quality materials and architectural detailing as well as cater to the retail unit entrance and storefronts (Figure 2.22, Figure 2.26).
- Consider adjoining retail uses to avoid conflict between uses and users. Example Pets Store adjacent to food and beverage outlets shoudl be avaoided. (Figure 2.22).
- Allow Retail Frontage design on corner units to continue on two sides (Figure 2.23, Figure 2.27).
- Avoid designing retail units that face away from public realm (Figure 2.24, Figure 2.26).
- Avoid fully glazed storefronts that are unanimated or which enable views of the back of house and shelves. (Figure 2.24, Figure 2.28)
- Secondary and other non-retail façades visible to the street or pedestrians to include architectural treatments or art interventions to enhance the experience (Figure 2.25, Figure 2.29).
- The appearance of the back of house areas of retail buildings to be mitigated with screens and landscaping (Figure 2.25, Figure 2.28)
- Branding and graphics can be used on blank walls subject to DMCC approval (Figure 2.29).

Best Practice Application

UNACCEPTABLE DESIGN

Figure 2.22: Hierarchy of Retail Frontages Example 1

Figure 2.23: Hierarchy of Retail Frontages Example 2

Figure 2.24: Hierarchy of Retail Frontages Example 3

Figure 2.25: Hierarchy of Retail Frontages Example 4

ACCEPTABLE DESIGN

Figure 2.26: Hierarchy of Retail Frontages Example 5

Figure 2.27: Hierarchy of Retail Frontages Example 6

Figure 2.28: Hierarchy of Retail Frontages Example 7

Figure 2.29: Hierarchy of Retail Frontages Example 8

Design of the retail units integrated within mixed use developments require differentiation between retail uses and non-retail uses. Individual storefronts should be identifiable from each other while retaining the overall building character and language. Entrances to retail units to be centered to the façade or positions to one or other side of the façade.

Entrances to be inviting and make a statement about the mood and style of the store. Display windows should be interactive with the merchandise, customer,and interior design of the unit.

Tenants must place an emphasis on powerful storefronts and increase their levels of presentation. This shall be accomplished through the integration of graphics and the creation of enclosed portal entrances to build up the experience for customers.

Buildings with two active frontages on a corner should allow retail units to continue on both frontages. Non-retail components such as residential and office lobbies or driveways should avoid interrupting the retail frontage.

All exterior façade of retail units shall be coordinated and approved by DMCC. Second review fees apply if design changes after it has been initially approved by DMCC.

Best Practices

- Retail entrances to be well-lit, safe, inviting and navigable (Figure 2.30, Figure 2.34).
- Glass frontages must not be obscured if used for retail purposes (Figure 2.31, Figure 2.35).
- Retail entrances shall support and enhance the pedestrian-oriented environment while giving identity to buildings and uses therein (Figure 2.31, Figure 2.35).
- Display windows should have adequate lighting and branding to attract interest and promote retail front (Figure 2.33, Figure 2.34).
- Lighting levels should follow best practices and respond to the type of merchandise and overall design intent (Figure 2.34).
- Exterior lighting to be integrated as part of the overall storefront design (Figure 2.35).
- Lighting fixtures should be dimmable and on a timer to adjust lighting levels during different times of the day.
- Use lighting sources that replicate natural daylight's rendition of colour. Minimum acceptable Colour Rendering Index (CRI) to be 85 for the retail space and 90 for display windows.
- Illuminate unit interiors and display windows at a reduced level of illumination with night-lighting timer after retailer operating hours.
- Retail entry thresholds shall be aligned to pavement level to facilitate access and comply with DM standards. .
- LED screens proposed in storefront require specific approval by the Landlord and DMCC.
- LED screens shall be incorporated into the overall storefront design and encased within attractive display fixtures to conceal all surfaces (Figure 2.33, Figure 2.36).

Best Practice Application

UNACCEPTABLE DESIGN

Figure 2.30: Entrance and Display Windows Example 11

Figure 2.31: Entrance and Display Windows Example 2

Figure 2.32: Entrance and Display Windows Example 3

Figure 2.33: Entrance and Display Windows Example 4

ACCEPTABLE DESIGN

Figure 2.34: Entrance and Display Windows Example 5
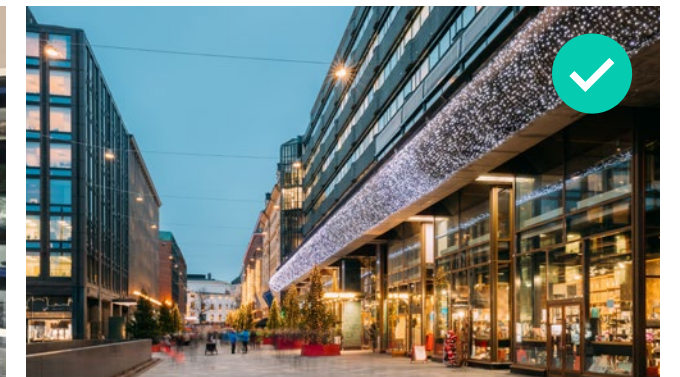
Figure 2.35: Entrance and Display Windows Example 6

Figure 2.36: Entrance and Display Windows Example 7

Figure 2.37: Entrance and Display Windows Example 8

An attractive storefront is the image of the brand's philosophy, values and personality. Signage should be visible and an expression of the retailer's brand identity. Minimise the signage and visual clutter to avoid misinformation and confusion. A well-organized hierarchy of signs with primary to secondary level is encouraged. Images of food on retail frontage are not permitted.

Signs shall be consistent with the UAE laws, the Islamic Sharia laws, public order and decency and the current traditions of the country.

English to be the primary language for any signage. If the Arabic language is used on the sign, its space assigned should take up a maximum 50% of the total area of signage, placed either above or next to the primary language.

Tenant shall submit signage design pack design for DMCC approval (inclusive but not limited to: elevations, dimensions, material, colour scheme).

Second review fees apply if design changes occur after initial approval by DMCC.

Primary Signage
The primary sign associated with the entrance and main facade of the retail unit and includes the name or logo of the operator.

Secondary Signage
Secondary signage offers complementary information and orientation to customers. They can assume the form of blade signs along arcades, promenades and streets.

Type A   Type B   Type C

Best Practices

- Tenant shall provide and install a storefront identification sign for the Premises (Figure 2.38, Figure 2.42).
- Blade signs are permitted. (Refer to Page 46)
- Signs material shall be durable and fire-resistant. They shall comply with DCD approved materials.
- Signage cabling shall be hidden and not visible to the public, concealed and adequately insulated for safety and avoid any hazard.
- Illuminated signs, if any, shall not disturb or be a nuisance to nearby properties (Figure 2.39).
- Branding within retail windows to be avoided with exception to uses that require screening (Figure 2.39, Figure 2.43).
- Digital signs are permitted to be used as an alternative to the standard shop sign but subject to it being placed within the same designated signage space, and it can only display text as images are not allowed.
- Loose advertising boards are permitted only for F&B retail units and shall not obstruct pedestrian flow nor obstruct the view to signage or main architectural elements.
- Signage should have night-lighting timer after retailer operating hours to support night-time activation contributing to public safety.
- For shops located on Podium and Ground Levels on Clusters, signs must not cross column grids and must only be placed above shop glass spans in the designated location. Columns must remain clear and free of any signs and/or stickers (Figure 2.40, 2.42, 2.45).
- The signage must fit in the designated/recessed space above the glass spans and should not protrude more than 15 cm (Figure 2.40, Figure 2.45).
- It is important to maintain the high standard of the DMCC Free Zone. The number of colours used on the signage should be kept to a minimum and be appropriate to the brand. (Figure 2.41, Figure 2.44).

Best Practice Application

UNACCEPTABLE DESIGN

Figure 2.38: Branding and Signage Promenade Example 1

Figure 2.39: Branding and Signage Promenade Example 2

Figure 2.40: Branding and Signage Promenade Example 3

Figure 2.41: Branding and Signage Promenade Example 4

ACCEPTABLE DESIGN

Figure 2.42: Branding and Signage Promenade Example 5

Figure 2.43: Branding and Signage Promenade Example 6

Figure 2.44: Branding and Signage Promenade Example 7

Figure 2.45: Branding and Signage Promenade Example 8

Ground Floor Retail - JLT Cluster
SIGNAGE GUIDELINE - Condition 1

Specifications: Aluminium slim box type painted to gun metal finish match to shown colour with push through tenant logo, internally illuminated with white LED lights.

Installation: Sign to be fixed directly on to a wall with suitable fixtures.

TOP VIEW

A

3500mm
(Sizes to be verify at site)

850mm
(Sizes to be verify at site)

275
300
275

Boundary Line for logo/typeface

SIGNAGE

Boundary Line for logo/typeface

50

English Only

FRONT VIEW

SIGNAGE لافتـــات

English & Arabic

SIGNAGE لافتـــات

English, Arabic & Emblem

SIGNAGE

English & Emblem

MATERIALS

ALUMINUM   ACRYLIC   LED LIGHTS

COLOR

GUN METAL FINISH   RAL 9003

Other colors are permitted via approval by DMCC and aligned to the building material or brand principles.

REFERENCE

HUGO

FRONT LIT
PUSH THRU GRAPHICS

Cluster Ground Floor Retail Frontage Palette

SIGNAGE

Signage

Retail Frontage

2500 min.

1750

Figure 2.46: Ground Floor Cluster Retail Signage - Elevation and Section

Design visuals are for illustration purposes only. Guidelines illustrate the optimum dimension for all new developments. All existing developments to comply with the Design Guideline principles and dimensions to be confirmed on site.

Ground Floor Retail - JLT Cluster
SIGNAGE GUIDELINE - Condition 1

3.50 m

0.85 m

SIGNAGE   SIGNAGE   SIGNAGE   SIGNAGE   SIGNAGE
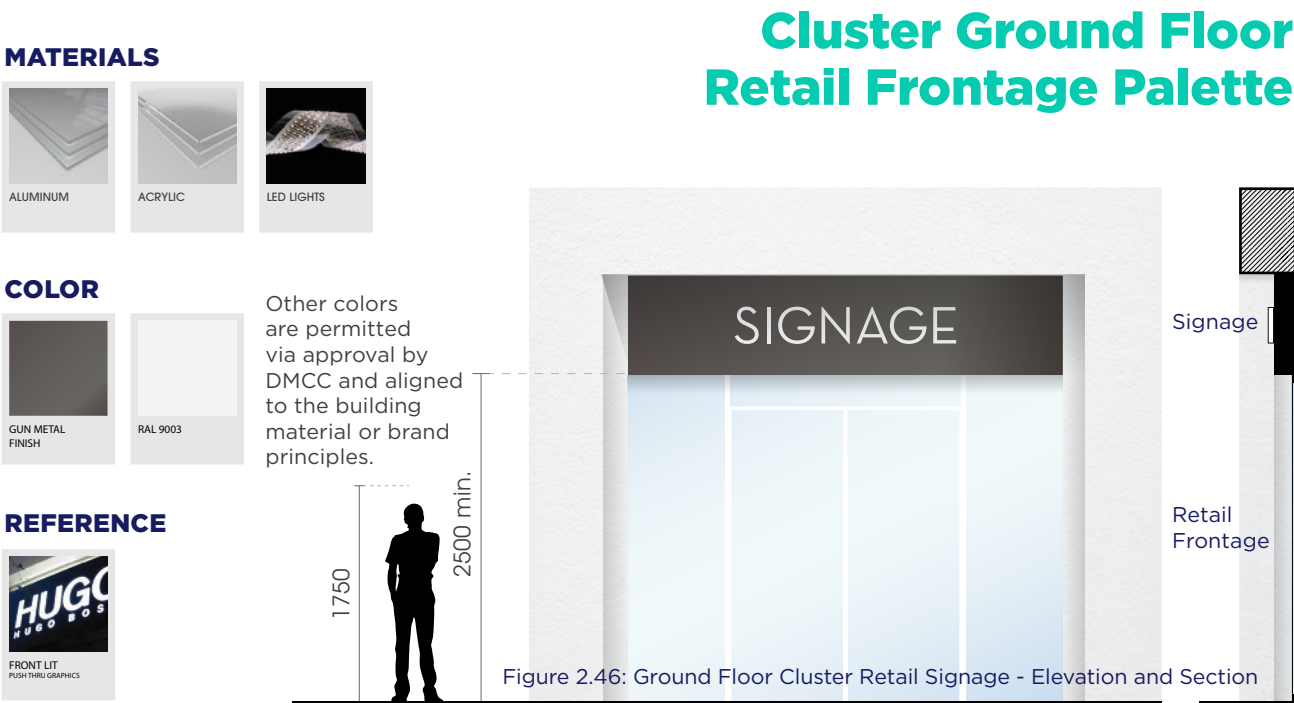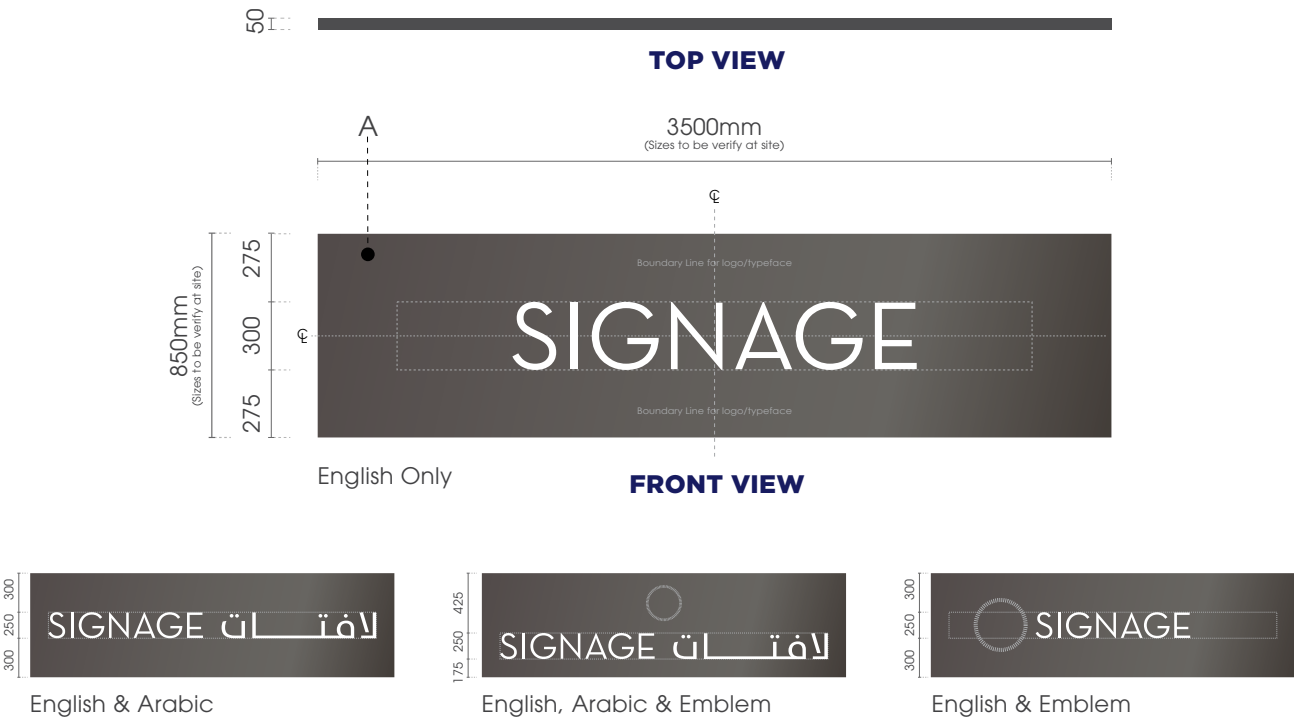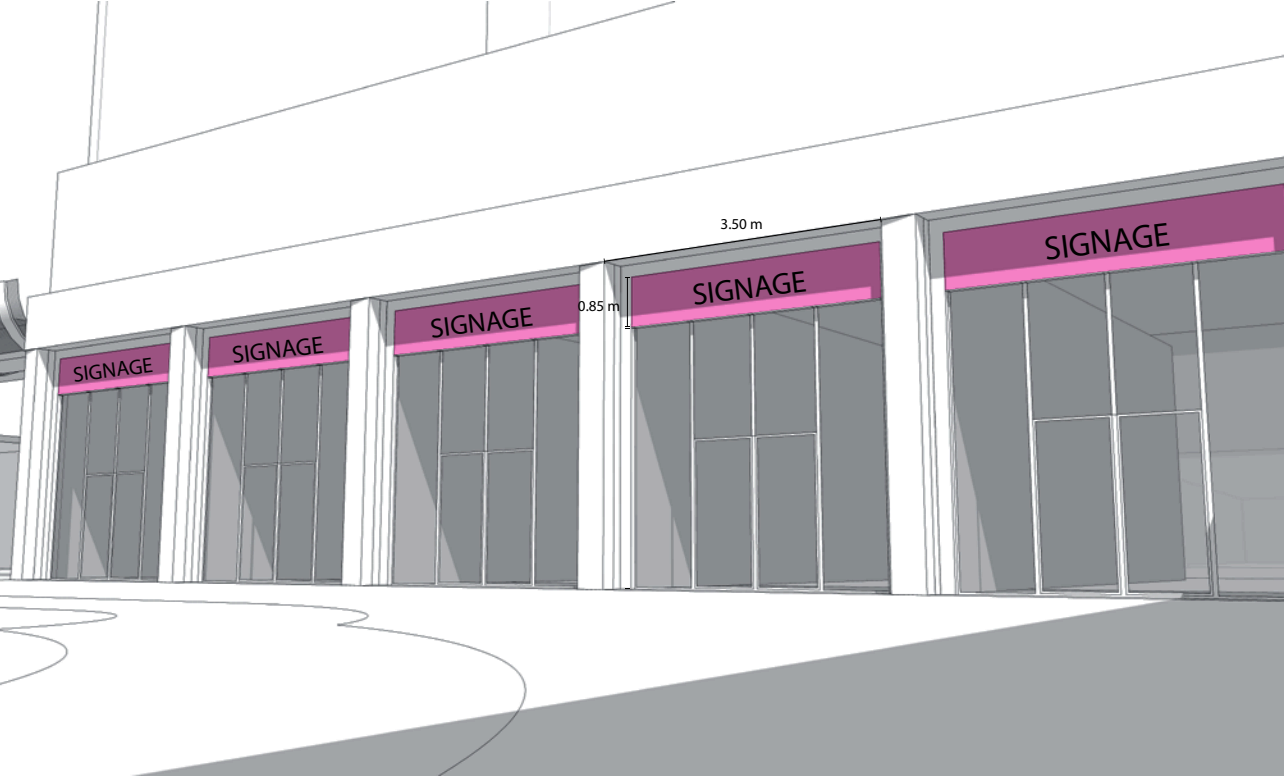
Figure 2.47: Typical Cluster Ground Floor Signage - Flush Retail Frontage (No Colonnade)

UNACCEPTABLE DESIGN

Figure 2.48: Ground Floor Cluster Retail Signage Example 1

ACCEPTABLE DESIGN

Figure 2.50: Ground Floor Cluster Retail Signage Example 3

Figure 2.49: Ground Floor Cluster Retail Signage Example 2

Figure 2.51: Ground Floor Cluster Retail Signage Example 4

Specifications: Aluminium slim box type painted to gun metal finish match to shown colour with push through tenant logo, internally illuminated with white LED lights.

Installation: Sign to be fixed directly on to a wall with suitable fixtures.

TOP VIEW

A

3500mm
(Sizes to be verify at site)

50

800mm
(Sizes to be verify at site)

250 300 250

Boundary Line for logo/typeface

SIGNAGE

Boundary Line for logo/typeface

FRONT VIEW

SIGNAGE لافتــات

250 300 250

English & Arabic

SIGNAGE لافتــات

85 250 465

English, Arabic & Emblem

SIGNAGE

250 300 250

English & Emblem

MATERIALS

ALUMINUM

ACRYLIC

LED LIGHTS

Cluster Ground Floor Retail Frontage Palette

COLOR

GUN METAL FINISH

RAL 9003

Other colors are permitted via approval by DMCC and aligned to the building material or brand principles.

REFERENCE

HUGO BOSS

FRONT LIT
PUSH THRU GRAPHICS

SIGNAGE

1750

2500 min.

Signage

Colonnade

Retail Frontage

Figure 2.52: Ground Floor Cluster Retail Signage - Elevation and Section

Design visuals are for illustration purposes only. Guidelines illustrate the optimum dimension for all new developments. All existing developments to comply with the Design Guideline principles and dimensions to be confirmed on site.

SIGNAGE

SIGNAGE

SIGNAGE

3.50 m

0.80 m

Figure 2.53: Typical Cluster Ground Floor Recessed Signage

UNACCEPTABLE DESIGN

ACCEPTABLE DESIGN

KULCHA KING

Figure 2.54: Ground Floor Cluster Retail Signage Example 1

Figure 2.56: Ground Floor Cluster Retail Signage Example 3

Figure 2.55: Ground Floor Cluster Retail Signage Example 2

Figure 2.57: Ground Floor Cluster Retail Signage Example 4

Ground Floor Retail - JLT Cluster
SIGNAGE GUIDELINE - Optional

Specifications: Aluminium slim box type painted to gun metal finish match to shown colour with push through tenant logo, internally illuminated with white LED lights.

Installation: Sign to be fixed directly on to a wall with suitable fixtures. Hanging Retail Shop Signage on the Master Community assets to be done by DMCC appointed Advertising Agency. Retail business to enter into a maintenance contract directly with the DMCC appointed Advertising Agency.

50

TOP VIEW

A

3500mm
(Sizes to be verify at site)

275

850mm
(Sizes to be verify at site)

300

Boundary Line for logo/typeface

SIGNAGE

Boundary Line for logo/typeface

275

English Only

FRONT VIEW

SIGNAGE لافتــــة
English & Arabic

SIGNAGE لافتـــاة
English, Arabic & Emblem

SIGNAGE
English & Emblem

MATERIALS

ALUMINUM   ACRYLIC   LED LIGHTS

Other colors are permitted via approval by DMCC and aligned to the building material or brand principles.

COLOR

GUN METAL FINISH   RAL 9003

REFERENCE

HUGO
HUGO BOSS

FRONT LIT
PUSH THRU GRAPHICS

Cluster Ground Floor Retail Frontage Palette

SIGNAGE

Colonnade

Retail Frontage

1750   2500 min.

Figure 2.58: Ground Floor Cluster Retail Signage - Elevation and Section

Design visuals are for illustration purposes only. Guidelines illustrate the optimum dimension for all new developments. All existing developments to comply with the Design Guideline principles and dimensions to be confirmed on site.

Ground Floor Retail - JLT Cluster
SIGNAGE GUIDELINE - Optional

3.50 m

0.85 m

SIGNAGE   SIGNAGE   SIGNAGE   SIGNAGE   SIGNAGE

Figure 2.59: Typical Cluster Ground Floor Signage - Fully Glazed Retail Frontage / Flush Signage

UNACCEPTABLE DESIGN

ACCEPTABLE DESIGN

Figure 2.60: Ground Floor Cluster Retail Signage Example 1

Figure 2.62: Ground Floor Cluster Retail Signage Example 3

Figure 2.61: Ground Floor Cluster Retail Signage Example 2

Figure 2.63: Ground Floor Cluster Retail Signage Example 4

Podium Level Retail - JLT Cluster
SIGNAGE GUIDELINE - Condition 1

Specifications: Aluminium slim box type painted to gun metal finish match to shown colour with push through tenant logo, internally illuminated with white LED lights.

Installation: Sign to be fixed directly on to a wall with suitable fixtures.

TOP VIEW

50

A

5000mm
(Sizes to be verify at site)

800mm
(Sizes to be verify at site)

200 400 200

Boundary Line to logo/typeface

SIGNAGE

Boundary Line to logo/typeface

English Only

FRONT VIEW

250 300 250 SIGNAGE لافـتـــــاة
English & Arabic

250 300 250 SIGNAGE ○ لافـتـــــاة
English, Arabic & Emblem

250 300 250 ○ SIGNAGE
English & Emblem

MATERIALS

ALUMINIUM   ACRYLIC   LED LIGHTS

Other colors are permitted via approval by DMCC and aligned to the building material or brand principles.

COLOR

GUN METAL FINISH   RAL 9003

REFERENCE

HUGO
HUGO BOSS

FRONT LIT
PUSH THRU GRAPHICS

Cluster Ground Floor Retail Frontage Palette

SIGNAGE

Signage

Retail Frontage

3500 min.

1750

Figure 2.64: Podium Level Retail - JLT Cluster - Signage - Elevation and Section

Design visuals are for illustration purposes only. Guidelines illustrate the optimum dimension for all new developments. All existing developments to comply with the Design Guideline principles and dimensions to be confirmed on site.

Podium Level Retail - JLT Cluster
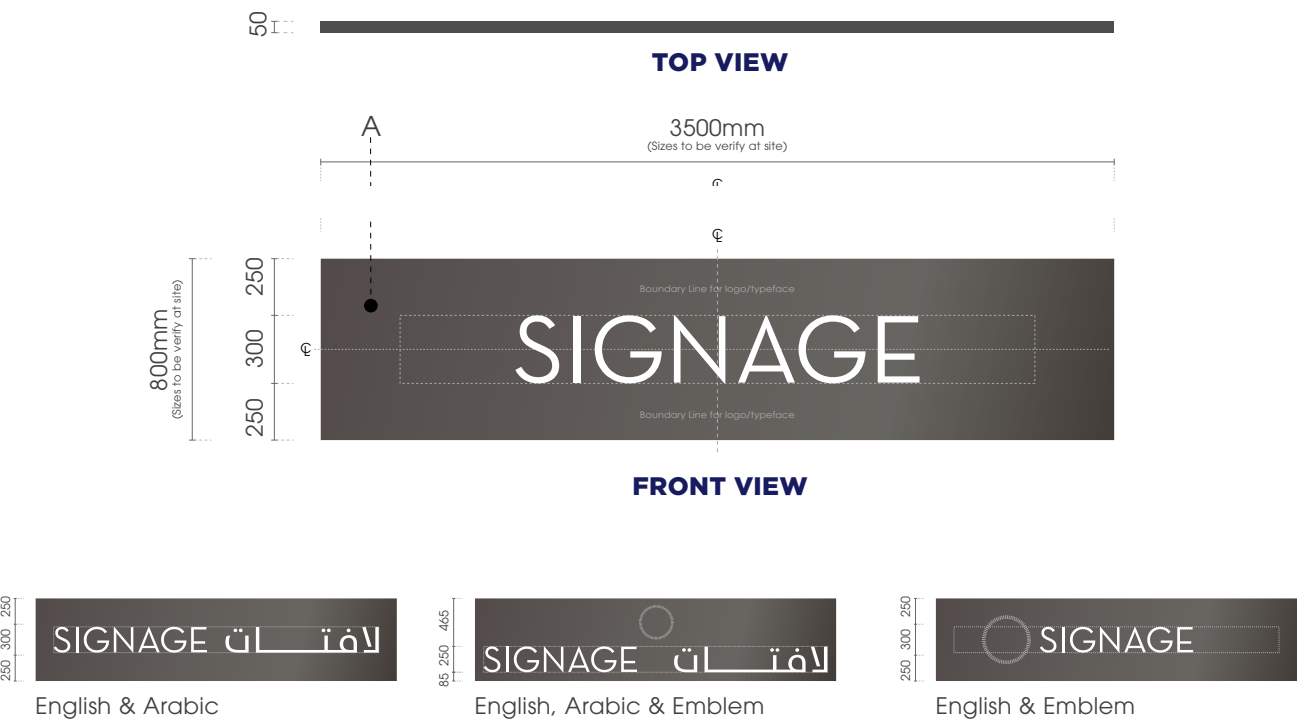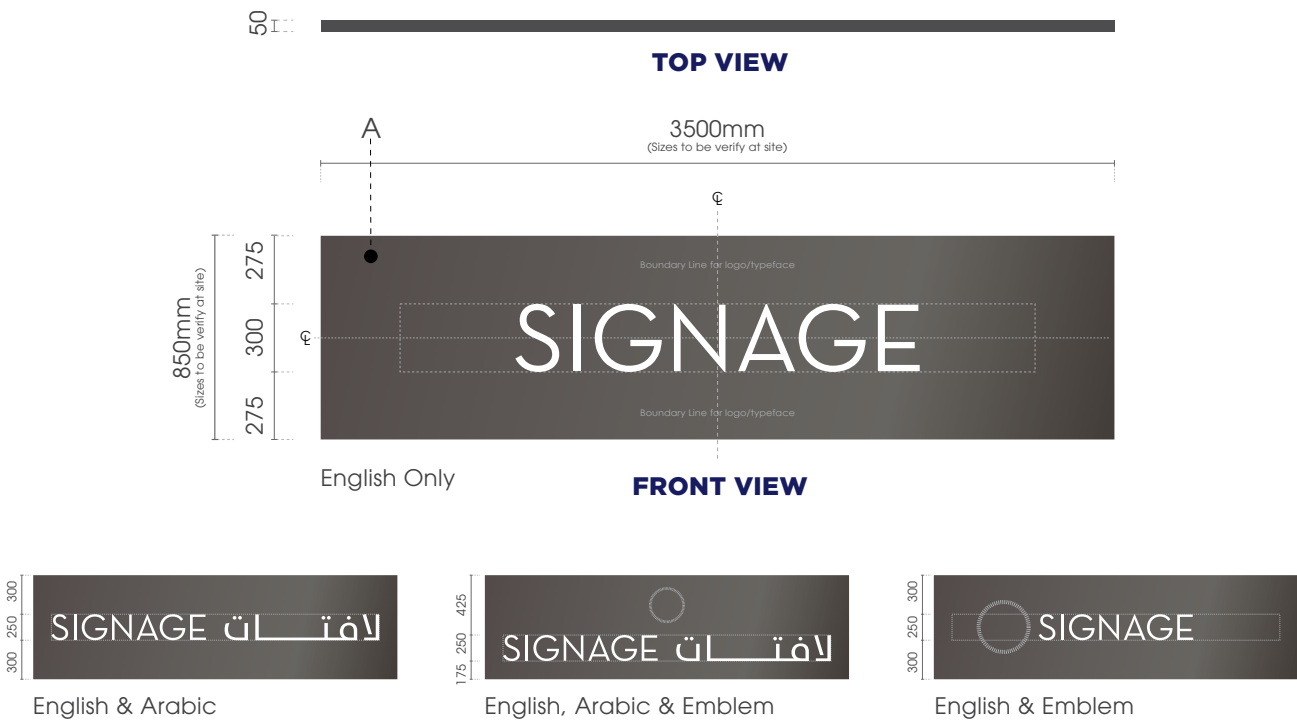## SIGNAGE GUIDELINE - Condition 1

LEGEND

- Podium Level Retail Units
- Ground Level Retail Units
- Signage Location
- Leasing Area
- Open Space
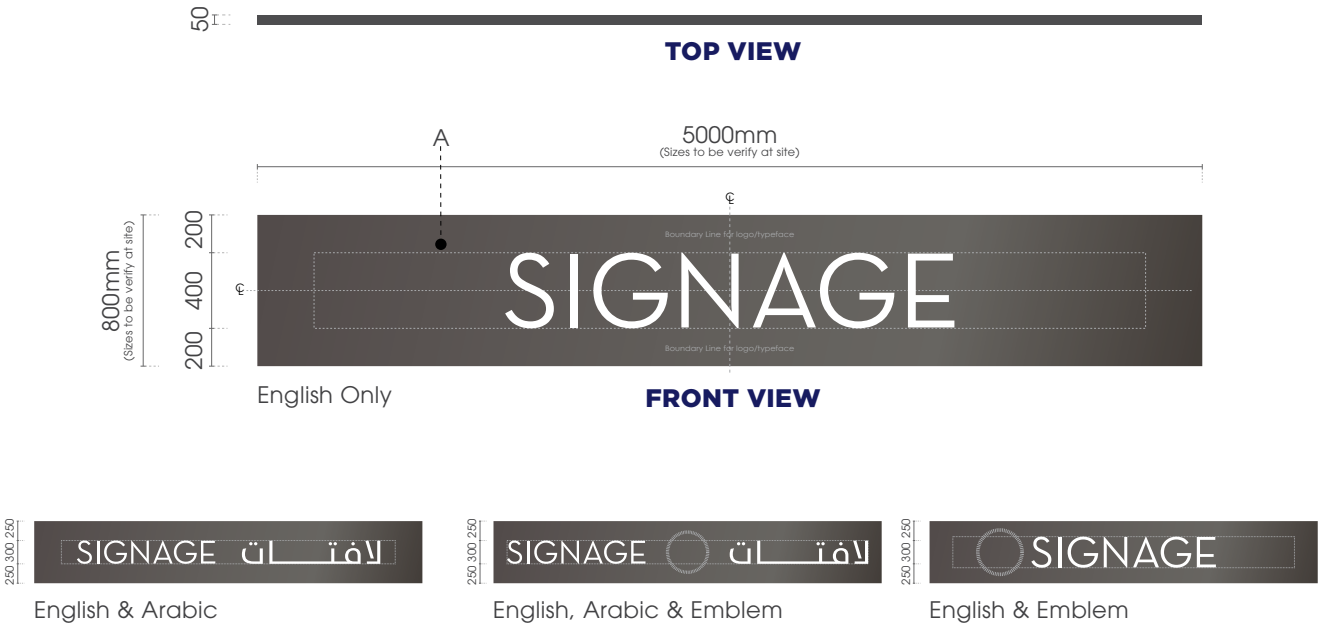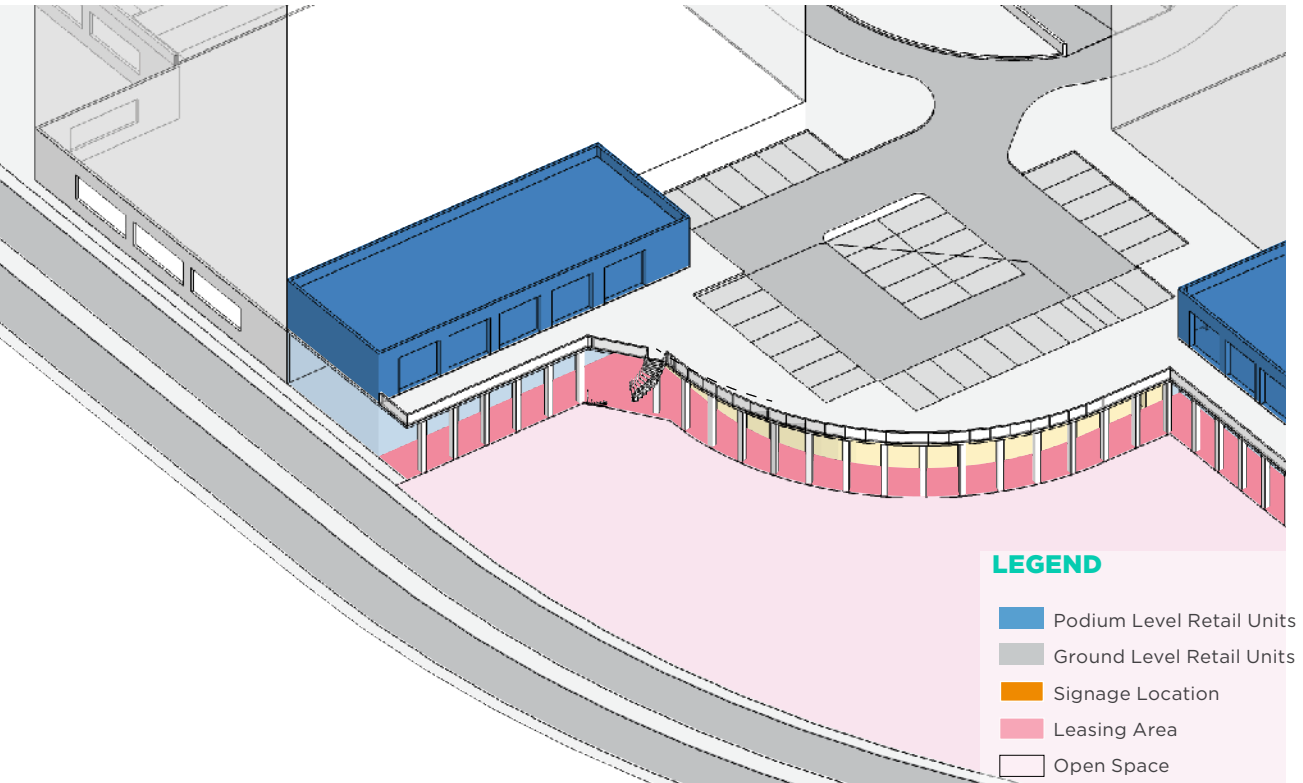
Figure 2.65: Podium Level Retail Frontage - Recessed Signage

UNACCEPTABLE DESIGN

Figure 2.66: Podium Level Cluster Retail Signage Example 1

Figure 2.67: Podium Level Cluster Retail Signage Example 2

ACCEPTABLE DESIGN

Figure 2.68: Podium Level Cluster Retail Signage Example 3

Figure 2.69: Podium Level Cluster Retail Signage Example 4

Blade Mounted Retail
SIGNAGE GUIDELINE

Specifications: Aluminium slim box type painted to gun metal finish match to shown colour with push through tenant logo, internally illuminated with white LED lights.

Installation: Sign to be fixed directly on wall or column with suitable fixtures.

50

TOP VIEW

A.

600mm | 100

600mm

100 | 400 | 100

Boundary Line for logo/typeface

SIGNAGE

Boundary Line for logo/typeface

FRONT VIEW
English Only

لافتـــات
SIGNAGE

English & Arabic

لافتـــات
SIGNAGE

English,
Arabic & Emblem

SIGNAGE

English & Emblem
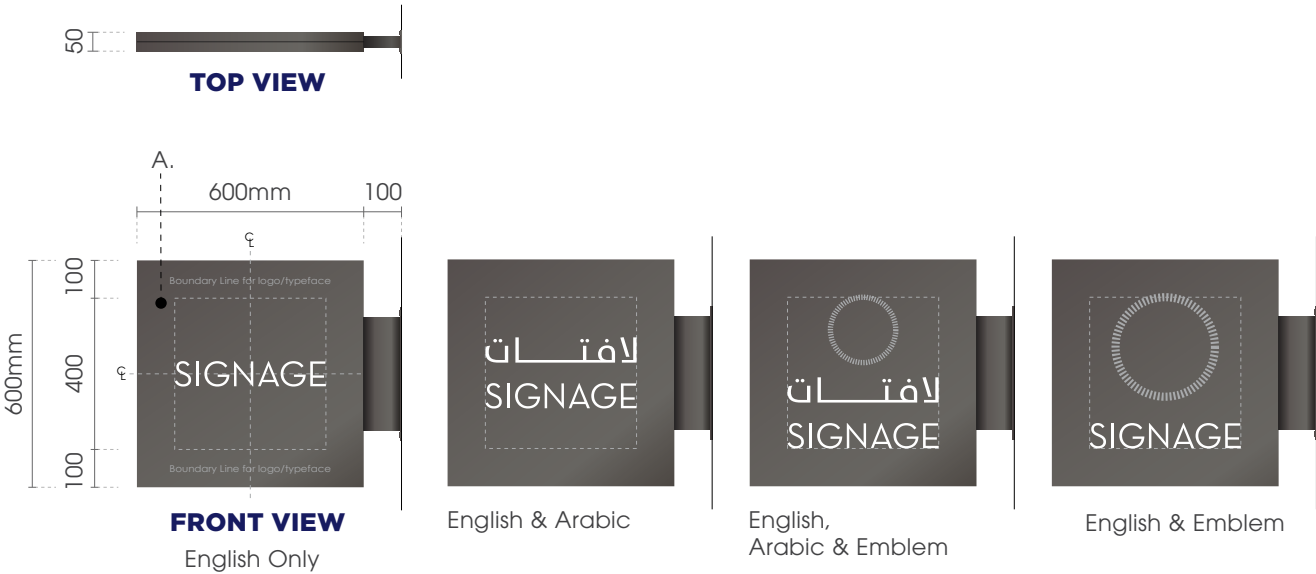
Blade Mounted Retail
Frontage Palette

MATERIALS
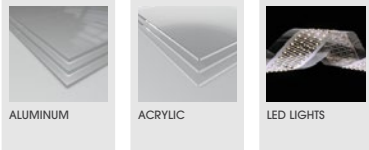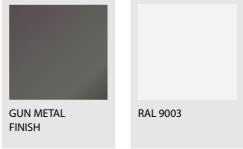
ALUMINUM | ACRYLIC | LED LIGHTS

COLOR

GUN METAL FINISH | RAL 9003

Other colors are permitted via approval by DMCC and aligned to the building material or brand principles.

REFERENCE

HUGO
HUGO BOSS
FRONT LIT
PUSH THRU GRAPHICS

Column / Wall

Column / Wall

SIGNAGE

SIGNAGE

Option 1 | Option 2

2100

1750

Figure 2.70: Blade Mounted Retail Signage
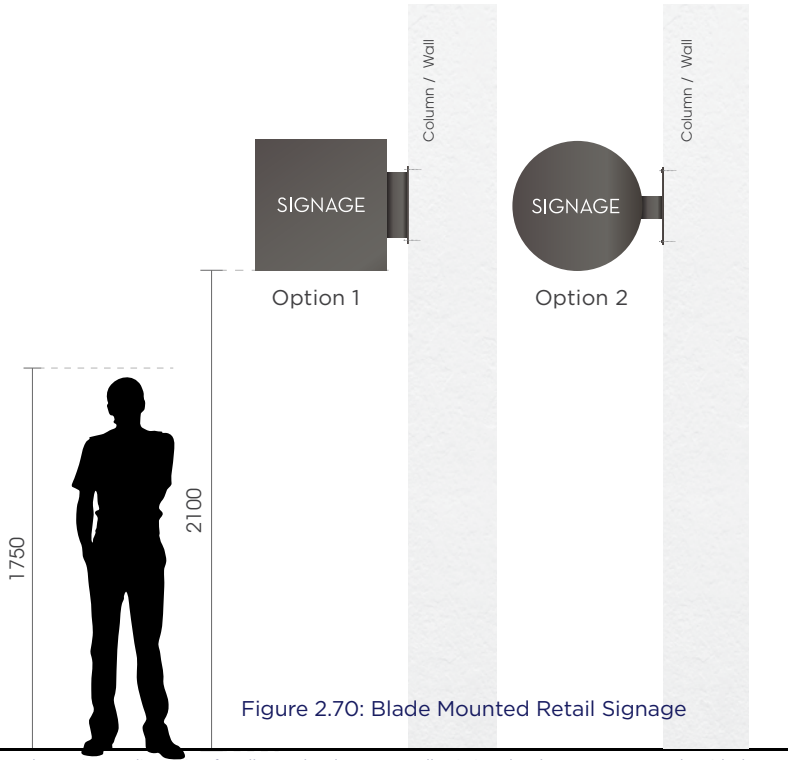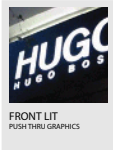
Design visuals are for illustration purposes only. Guidelines illustrate the optimum dimension for all new developments. All existing developments to comply with the Design Guideline principles and dimensions to be confirmed on site.

Blade Mounted Retail
SIGNAGE GUIDELINE

Types and shapes allowed: Blade signs to follow the architectural context and any blade sign previously installed in retail front. Only two types of blade signs area allowed,

• Rectangular / Square.
• Round.

SQUARE TYPE

SIGNAGE

ROUND TYPE

UNACCEPTABLE DESIGN

BOOKSHOP
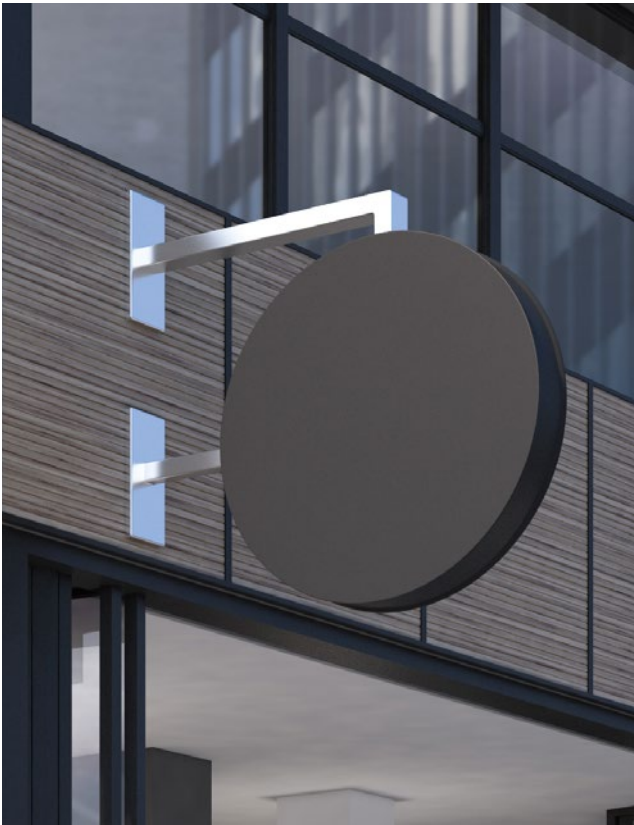
Figure 2.71: Blade Mounted Retail Signage - Example 1

ACCEPTABLE DESIGN

Figure 2.72: Blade Mounted Retail Signage - Example 2

2.9 | EXTERNAL RETAIL SPACE

Successful retail streets and promenades have a variety of retail, animated and vibrant public realm areas. The focus of this section is on the guidelines for the experience of the retail environment, retail interfaces with the public realm and how the building façade and public realm work together to create a welcoming retail outdoor environment.

Best practices in designing the retail frontage, outdoor seating areas, and any interfaces with public realm are further developed in this section.

Design Guidelines

- Sidewalk Interface and Outdoor Licensed Area (OLA).
- Outdoor Furniture Fixtures and Equipments.
- Outdoor Shading.
- Planting as a Physical Barrier.
- Exterior Lighting.
- Hoarding, Vacant Retail Units and Retail Screens.
- Utilities and MEP.
- Shipping, Receiving and Loading.

Figure 2.73: Create Inviting Outdoor Dining Areas

SIDEWALK INTERFACE AND OUTDOOR LEASING AREAS

The interface between building and sidewalk should be designed to promote and support walkability, social interaction and strong retail visibility. The relationship between the retail façade and the sidewalk is a key design element on how people experience DMCC JLT.

The building's interface with the public realm should be considered in the context of the districts characters within the overall DMCC JLT development.

DMCC JLT is rich in different building base approach, with colonnades, podiums and in line building edges allowing pedestrians to stroll, window shop and stop for a rest or eat.

These areas should also accommodate amenities such as trees, furniture and lease areas to support the retail function.

Best Practices

- Shading devices on the Podium floor outdoor seating area should be light and discrete, and should not obstruct views to the signage elements or occupy circulation areas. They could be of textile or solid material as long as they keep the signage visible from the ground level (Figure 2.74, Figure 2.78, Figure 2.80).
- All furniture other than tables, chairs, shading structures, and plants/fencing is prohibited. This includes but is not limited to serving stations, bar counters, shelves, racks, sofas, televisions, litter bins, and torches (Figure 2.75, Figure 2.79).
- Seating areas in leasing areas to be inviting and allow clear inward and outward visibility. Avoid enclosing the external seating area (Figure 2.75, Figure 2.79).
- Allow a clear path to the retail unit entrance (Figure 2.75, Figure 2.79).
- Ensure there is adequate space for customers and staff to move throughout the space (Figure 2.74, Figure 2.75, Figure 2.77, Figure 2.78, Figure 2.81).
- Heaters are permitted on a temporary bases and on retailers own responsibility for health and safety.
- Furniture and fixtures must not be secured to trees, lampposts, street signs, hydrants, or any other street infrastructure by means of ropes, chains or any other such devices, whether during restaurant operating hours or at times when the restaurant is closed.
- Food & Beverages seating spaces and furnishing shall only be located in the designated zones approved by DMCC or within the Plot Boundary.
- Shading elements could be landscape / trees or light and thin shading devices that do not obstruct the view to the retail unit signage elements.
- Furnishing on Cluster Podium Level to be located at a minimum of 1.5 meters from store frontage leaving a clear circulation corridor. Avoid lose furniture and signage in the 1.5 meter movement corridor (Figure 2.77 and 2.81).

Best Practice Application

UNACCEPTABLE DESIGN

Figure 2.74: Entrance and Display Windows Example 11

Figure 2.75: Entrance and Display Windows Example 2

Figure 2.76: Entrance and Display Windows Example 3

Figure 2.77: Entrance and Display Windows Example 4

ACCEPTABLE DESIGN

Figure 2.78: Entrance and Display Windows Example 5

Figure 2.79: Entrance and Display Windows Example 6

Figure 2.80: Entrance and Display Windows Example 7

Figure 2.81: Entrance and Display Windows Example 8

Cluster Attached and Detached Retail
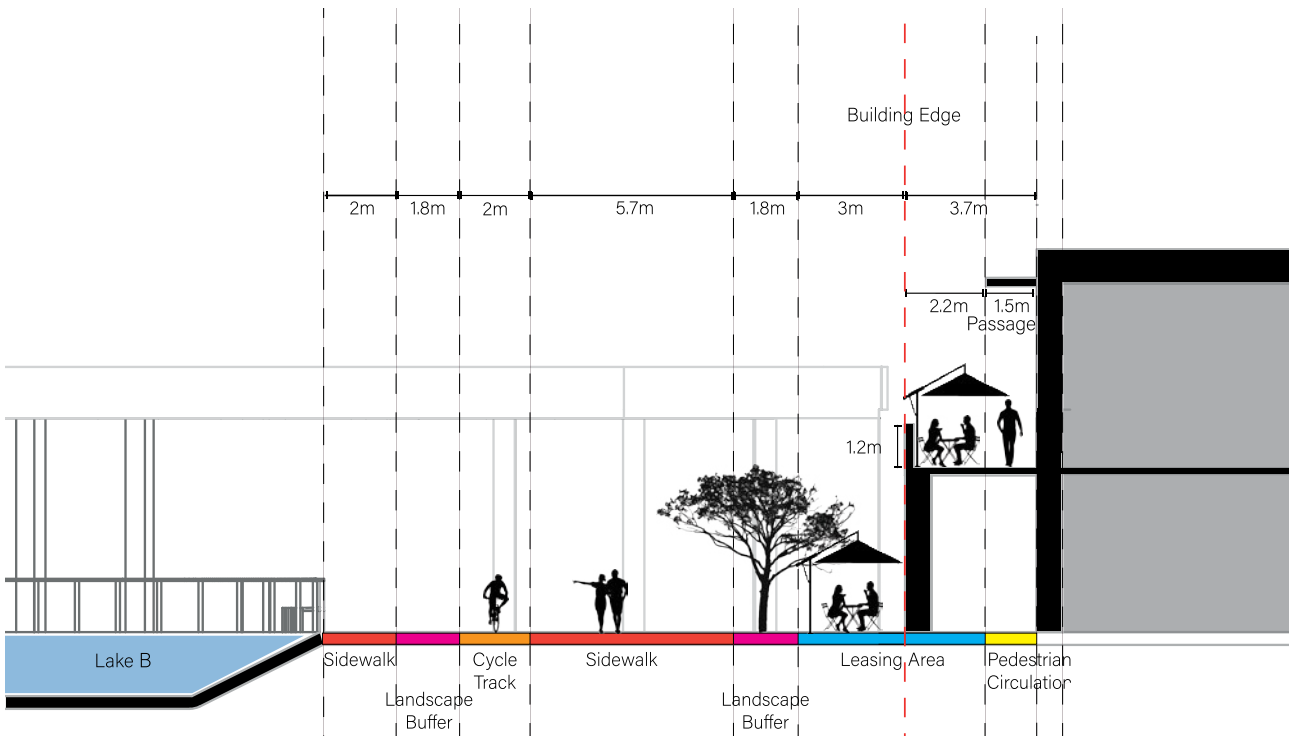
Figure 2.82: Cluster Attached and Detached Retail Section with Leasable Zone

Clusters Attached and Detached Ground Floor

- Retail units on the ground floor are permitted a leasing area with a depth of minimum 3.0 meters and length that aligns to the unit frontage.

- Area subject to DMCC approval.

Design visuals are for illustration purposes only. Guidelines illustrate the optimum dimension for all new developments. All existing developments to comply with the Design Guideline principles and dimensions to be confirmed on site.

Podium Level Attached Retail
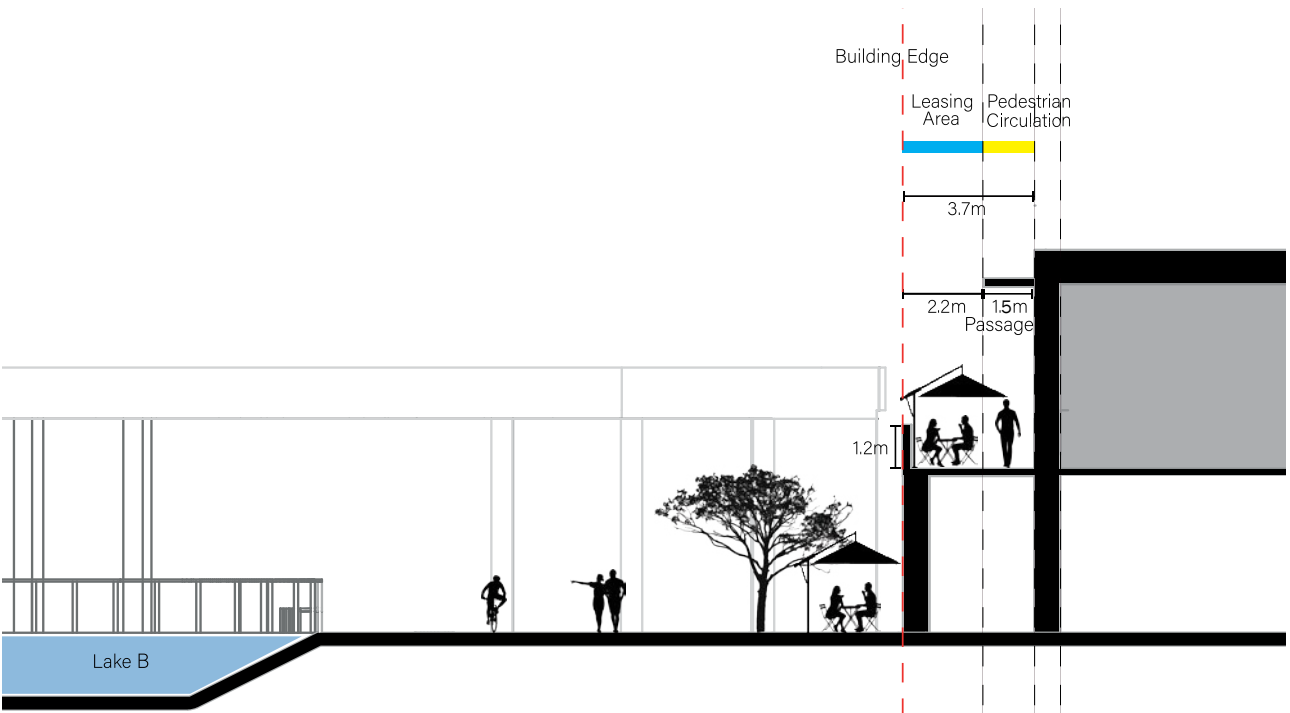
Figure 2.83: Typical Cluster Podium Level Attached Retail Section with Leasable Zone

Clusters – Podium Level

- Food and Beverage Retail units on Podium floors of the Clusters permitted a leasing area with a depth of minimum 2.0 meters and length that aligns to the unit frontage.

Design visuals are for illustration purposes only. Guidelines illustrate the optimum dimension for all new developments. All existing developments to comply with the Design Guideline principles and dimensions to be confirmed on site.

Furniture fixtures related to food and beverage outlets placed within leased areas should align to the interior and façade design.

Furniture fixtures include table and chairs, outdoor shading, planting and physical barriers.

Damages to the community assets (paving, balustrades, walls etc) caused by the installation of any temporary structure will result in a fine to the tenant.

All features are subject to DMCC review and approval.

Type A   Type B   Type C

Best Practices

- Furniture shall be flexible and easily movable (Figure 2.84, Figure 2.89).
- Seating directly adjacent to roads to be avoided (Figure 2.84).
- Neutral colours such as white, grey and black are preferred, however pop up colours are allowed if in line with the brand and applied with taste (Figure 2.87, Figure 2.88, Figure 2.89).
- Avoid random placement of outdoor furniture (Figure 2.88, Figure 2.89).
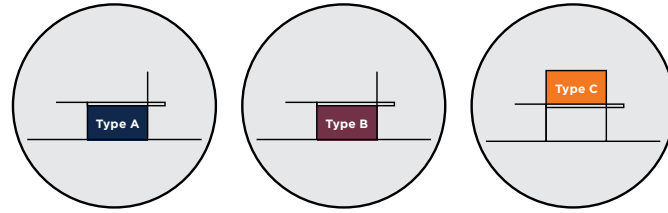- All furniture other than tables, chairs, shading structures, and plants/ fencing is prohibited. This includes but is not limited to serving stations, bar counters, shelves, racks, sofas, televisions, trash receptacles (Figure 2.86).
- Heaters are allowed on temporary bases and on retailers own responsibility for correct use, health and safety.
- Furniture layout should be placed in order to allow space for customers and staff movement (Figure 2.85, Figure 2.88).
- Use durable, rust and fade resistant furniture that is each weighted or secured to avoid movement due to strong winds.
- Furniture should preferably be made of recycled material and/or local material.
- Furniture should not present a safety hazard.
- Examples of materials could be Aluminium frame with powder coated finish or metal and glass. No white plastic or fluorescent furniture is permitted.

Best Practice Application

UNACCEPTABLE DESIGN

Figure 2.84:
Outdoor Furniture Fixtures and Equipments Example 1

Figure 2.85:
Outdoor Furniture Fixtures and Equipments Example 2

Figure 2.86:
Outdoor Furniture Fixtures and Equipments Example 3

ACCEPTABLE DESIGN

Figure 2.87:
Outdoor Furniture Fixtures and Equipments Example 4

Figure 2.88:
Outdoor Furniture Fixtures and Equipments Example 5
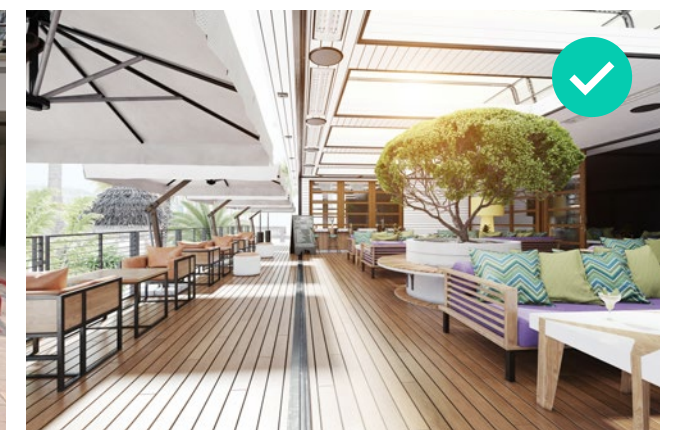
Figure 2.89:
Outdoor Furniture Fixtures and Equipments Example 6

Best Practices

The usage of outdoor areas by the retail units can promote active frontages and attraction points within the community. Activities such as dining can occur during the peak UV periods during the day.

Shading structures and shading devices are allowed to create comfortable outdoor spaces for all-season use while minimizing the impact of direct and indirect UV radiations on people.

Outdoor shading to be limited within leased areas or plot limit. Shade structures to be aesthetically pleasing and made from durable materials that fit within the overall character of the development and adjoining building design.

- Shading should be of made of strong textile or steel materials or a combination of both (Figure 2.90, Figure 2.91, Figure 2.94, Figure 2.95).
- Shading devices to be structurally strong and secured to the ground or base structure (Figure 2.90, Figure 2.91, Figure 2.96).
- Structures are not allowed to be fixed or screwed to DMCC interlock paving, and must be weighed to ensure shade structures are not vulnerable to movement in high winds. (Figure 2.92).
- Shading to be standalone features or attached to the façade (Refer to 2.7.2 Canopies, Overhangs and Awnings).
- Footings to shade device not to cause trip hazards within the public realm (Figure 2.93, Figure 2.97).
- Avoid fabric shade structures that tend to deteriorate in the sun (Figure 2.91, Figure 2.93, Figure 2.95, Figure 2.96).
- Shading should be fire resistant and not cause any safety hazards.

Best Practice Application

UNACCEPTABLE DESIGN

Figure 2.90: Outdoor Shading Example 1

Figure 2.91: Outdoor Shading Example 2

Figure 2.92: Outdoor Shading Example 3

Figure 2.93: Outdoor Shading Example 4

ACCEPTABLE DESIGN

Figure 2.94: Outdoor Shading Example 5

Figure 2.95: Outdoor Shading Example 6

Figure 2.96: Outdoor Shading Example 7

Figure 2.97: Outdoor Shading Example 8

2.9.4 PLANTING AS A PHYSICAL BARRIER

The use of a barrier to demarcate the leasable areas for food and beverage units is encouraged to control the area of seating and control pedestrian and customer movements within and around the area.

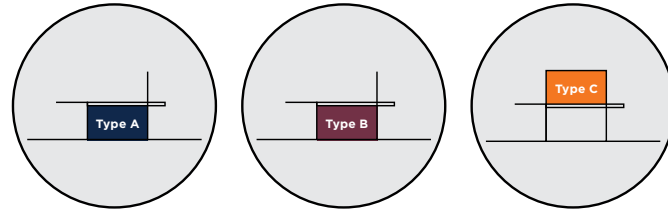Any barrier must be freestanding, without any permanent or temporary attachments to buildings, sidewalks or other infrastructure.

Planters and Planting may also be used in situations where no barrier is needed in order to provide added visual interest and create a more attractive and welcoming atmosphere.

Paving beneath planters to be protected from staining and damage caused by water leaks from planters and pots. Damage to paving will result in a fine issued to the tenant.

High barriers / walls with a height of 2.5 meters are required to screen licensed outdoor F&B.

Access to alcohol licensed retail unites is restricted to the main entrance and no opening in barrier / screening walls are permitted to serve as access.

Best Practices

- Planters are preferred barrier design in cases that fencing is required. Exceptions are made for licensed F&B unites that require alternative barrier and screening designs (Figure 2.102, Figure 2.103).
- Any access opening within the barrier must measure no less than 110 cm in width and should be placed in a clear location avoiding confusion to pedestrians. (Figure 2.99, Figure 2.105).
- Small hanging planters should be avoided.
- Planters shall not exceed 90 cm in height and be similar in size and colour to limit clutter (Figure 2.101, Figure 2.104).
- Plants should not exceed a height 110 cm.
- Planters to have deep troughs for draining excess water and should not overflow into Master Community property.
- Planters shall always respect the design of the building and not obstruct any ornament or signage (Figure 2.98, Figure 2.104).
- In case of alcohol licensed F&B, the below guidelines apply:
- Barriers shall be made from high quality materials of a robust and durable nature (Figure 2.102, Figure 2.103).
- The highest point of a barrier must measure at least 2.5 meters in height for licensed retail units.
- Fences or other perimeter enclosures are not permitted with the exception of licensed retail outlets (Figure 2.102).
- All barriers must be detectable to visually impaired pedestrians who employ a cane for guidance.
- All planters must have plants contained within them. If the plants within a planter die, the plants must be replaced or the planter removed.
- Additional branding in screening elements are permitted but subject to DMCC approval.
- Plants to be well maintained and have an attractive appearance at all times.

Best Practice Application

UNACCEPTABLE DESIGN

Figure 2.98: Planting and Physical Barrier Example 1

Figure 2.99: Planting and Physical Barrier Example 2

Figure 2.100: Planting and Physical Barrier Example 3

Figure 2.101: Planting and Physical Barrier Example 4

ACCEPTABLE DESIGN

Figure 2.102: Planting and Physical Barrier Example 5

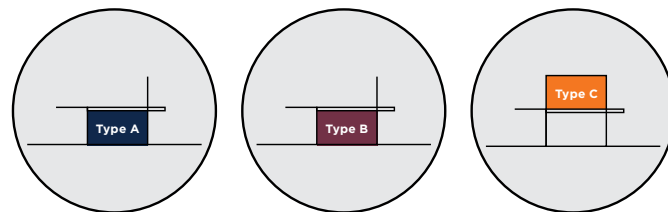Figure 2.103: Planting and Physical Barrier Example 6

Figure 2.104: Planting and Physical Barrier Example 7

Figure 2.105: Planting and Physical Barrier Example 8

Best Practices

- Exterior lighting to be integrated as part of the overall storefront design (Figure 2.106, Figure 2.109).
- Display windows should have adequate lighting to attract interest and promote retail frontage (Figure 2.108, Figure 2.110).
- Avoid string lighting, and lighting that crosses public realm and pedestrian routes (Figure 2.107, Figure 2.108, Figure 2.111).
- Lighting fixtures should be installed with dimmer switch and on a timer to adjust lighting levels during different times of the day.
- Lighting levels should follow best practices and respond to the type of merchandise and overall design intent.
- Lighting sources that replicate natural daylight's rendition of colour encouraged. Minimum acceptable Colour Rendering Index (CRI) to be 85 for the retail space and 90 for display windows.
- Illuminate unit interiors and display windows at a reduced level of illumination with night-lighting timer after retailer operating hours to support night-time activation contributing to public safety.
- Avoid outward directional lighting that increases light pollution.
- Avoid light fixtures that project greater than 50 cm from the building facade.

Retail lighting should be used to support retail visibility and promenade character where applicable, and encourage walkability, social interaction and public safety. Lit storefronts, both during the day and night contribute to the life of the promenade or street and provide a sense of identity, animation of the area and increase public safety.

Feature lighting or enthuses on lighting should be considered where retail unit front main roads or gateways to act as statements and means of navigation.

Best Practice Application

UNACCEPTABLE DESIGN

Figure 2.106: Exterior Lighting Example 1
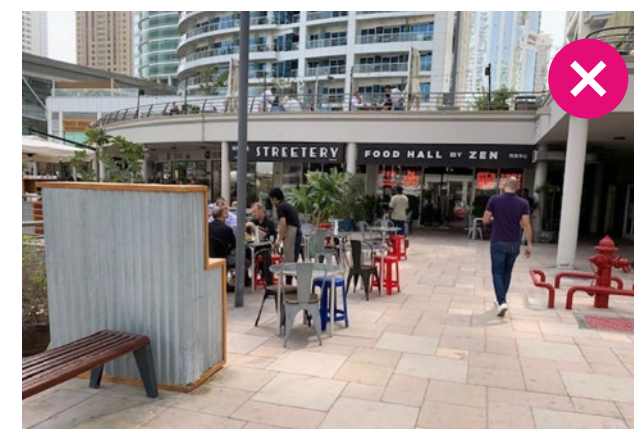

Figure 2.107: Exterior Lighting Example 2

Figure 2.108: Exterior Lighting Example 3

ACCEPTABLE DESIGN

Figure 2.109: Exterior Lighting Example 4
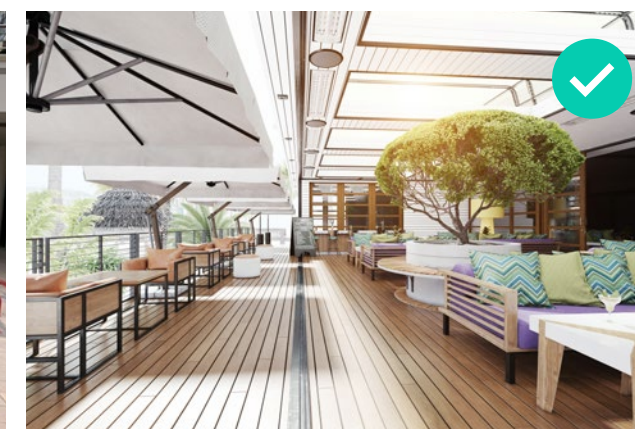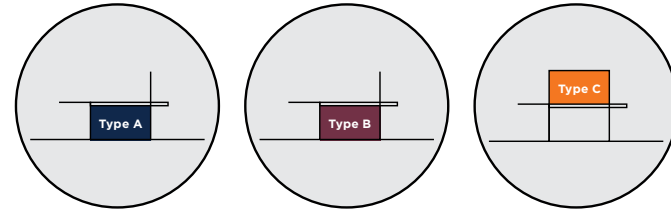

Figure 2.110: Exterior Lighting Example 5

Figure 2.111: Exterior Lighting Example 6

2.9.6 HOARDING, VACANT RETAIL UNITS AND RETAIL SCREENS

Type A   Type B   Type C

Vacant and under construction storefronts to be temporary hoarded or screened to avoid looking abandoned and creating an unpleasant experience to the pedestrian.

Any type of storefront hoarding or screening design should be submitted for DMCC approval.

Best Practices

- Vacant units to avoid looking abandoned (Figure 2.112, Figure 2.113, Figure 2.116).
- Unite owner/ Tenant to install a hoarding to a minimum height of 3.0 meters to the front of the retail unit (Figure 2.115).
- The hoarding may be placed 1.0 meter in front of the Lease Line as long as a 2.0 meters minimum clearance is maintained between the hoarding and the nearest obstruction.
- It is the Unite owner/ Tenant contractor's responsibility to ensure hoarding placement meets egress, life safety and building code requirements.
- Hoarding shall be finish painted and shall be braced to maintain stability.
- Bracing shall be made to Tenant materials inside the Lease Line. Do not attach any framing to Landlord finishes. Precautions shall be taken to protect Landlord finishes.
- Full colour graphics are required for both hoarding or screening and must cover the entire surface of the enclosure (Figure 2.115, Figure 2.116, Figure 2.117).
- Third Party Signage is not permitted
- Screening solutions are allowed depending on the use of the retail unit. Uses such as lady salons, massage centres or any use that requires privacy are granted the permission to screen their store front subject to the below requirements:
- Screening with stickers to be graphically sensitive to brand and contribute to the retail experience not looking as an afterthought (Figure 2.114, Figure 2.117).
- Prior to printing and installation, the Unite owner/ Tenant shall submit full colour graphic content to DMCC for approval.

Best Practice Application

UNACCEPTABLE DESIGN

Figure 2.112: Hoarding and Retail Screens Example 1

Figure 2.113: Hoarding and Retail Screens Example 2

Figure 2.114: Hoarding and Retail Screens Example 3
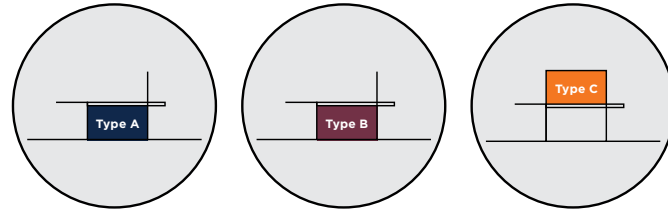
ACCEPTABLE DESIGN

Figure 2.115: Hoarding and Retail Screens Example 4

Figure 2.116: Hoarding and Retail Screens Example 5

Figure 2.117: Hoarding and Retail Screens Example 6

Mechanical, electrical and plumbing (MEP) elements should be integrated into the retail façade or in the retail space, and designed to visibly and audibly discrete.

They should be coordinated with the architectural design intent of the retail unit and comply with the overall building design.

Units integrated within cluster retail spaces as detached or semi-detached unit's, these should be screened from the public sight line and not appear as protrusions to the existing storefront façade.

Standalone retail units to gain approvals from Local Authorities for utility demands and tie in points.

Best Practices

- Gas lines, metres, ventilation louvres, in new developments, should be located away from main retail storefront whenever possible. Secondary or tertiary façades to accommodate these services.
- All existing and new retail units to integrate gas tie in points and meters behind louvres and be accessible via a louvred door. (Figure 2.123).
- Ecologizer units rather than conventional venting should be considered to comply with ASHRAE standard 52.2-2007 when typically vertical shaft venting through the building is not possible.
- Air extraction from F&B units direct to walkways, arcades or walkable public areas to be avoided (Figure 2.119, Figure 2.121).
- No MEP should be visible from the public realm (Figure 2.119, Figure 2.123).
- On standalone or Podium Retail units, Air Handling Units (AHU) to be screened from pedestrian and public sight (Figure 2.120, Figure 2.124).
- The store interior intake or exhaust grills to be carefully designed, and should not be visible from the main façade entrance (Figure 2.122, Figure 2.123, Figure 2.125).
- Intake or exhaust grills to be carefully planned, and should not be clearly visible in the main façade entrance (Figure 2.123, Figure 2.125).
- MEP on standalone and concourse retail units should be positioned on the building roof and screened from sight through continuation of façade treatment and louvre (Figure 2.123).
- Mechanical equipment shall ensure that the emission of noise comply with Dubai Green Building Code 403 Chapter 3 - Acoustic Comfort Section and does not exceed the criteria for Allowable Limits for Noise Level.
- All mechanical equipment, exhaust and vents to be maintained and kept clean at all times, to ensure that air quality is maintained whilst preventing any dirt, dust and staining of external vents and elevations.

Best Practice Application

UNACCEPTABLE DESIGN

Figure 2.118: Utilities and MEP Example 1

Figure 2.119: Utilities and MEP Example 2

Figure 2.120: Utilities and MEP Example 3

Figure 2.121: Utilities and MEP Example 4

ACCEPTABLE DESIGN

Figure 2.122: Utilities and MEP Example 5

Figure 2.123: Utilities and MEP Example 6

Figure 2.124: Utilities and MEP Example 7

Figure 2.125: Utilities and MEP Example 8

Placement of MEP Equipment

Complete HVAC installation including Air Handling Unit (AHU), Fan Coil Unit (FCU), Fresh Air Handling Unit (FAHU), Ecology unit etc, and services connections, distribution piping, controls, Pressure Independent Control Valve (PICV), Valve package, accessories, British Thermal Units (BTU) meters etc, shall be provided by Tenant for their premise and within their premise either on the roof, if applicable, or at a high level.

Developers / Landlords (Unit Owners), to provide stub outs for chilled water provisions, kitchen extract duct, kitchen make up / fresh air duct (untreated) and smoke extract duct, if applicable.

Kitchen Exhaust Ductwork shall be under negative pressure. Tenant to supply exhaust fan to allow landlord to install at roof level, or if not feasible, from a concealed vertical wall of the unit. Exhaust fan shall be sized to maintain the ductwork from the unit to the discharge point under negative pressure. Tenant to design for the internal resistance of their units and the filtration systems. Developers / Landlords (Unit Owners) shall allow for space provision on roof to shield it from view.

Intake and Exhaust Grills

The exhaust duct discharge on the roof should be at least 10.0 meters away from fresh air intakes for FAHU and AHU, where possible, and in general comply with ASHRAE guidelines. Wind direction should be considered to avoid cross contamination of fresh air intakes from duct discharge.

Kitchen Hoods

F&B Outlets where extract air will be greasy and will produce cooking odours shall be installed with ventilation hoods complete with Ultra Violet (UV) lights. F&B Outlets which do not have a greasy exhaust shall install hoods without the UV lights.

All kitchen hoods shall be installed with automatic, water assisted, wet chemical, and fire suppression systems.

Hoods shall be designed with capture jet technology to reduce the exhaust air flow volume required, increase the capture and containment efficiency of the canopy. The capture jet technology reduces energy use through optimizing UVC efficiency by increasing reaction type due to lower exhaust rates and exhaust air velocity.

Restaurants that propose to utilize charcoal/solid fuel cooking appliances, should ensure that the MEP is designed to cater for the use. Where Landlord provided MEP provisions are found to be insufficient to cater to the requirements, the tenant shall be responsible to procure their own independent charcoal exhaust system and install and maintain the unit. The extract system shall, as a minimum, comprise of canopy, fan and odour control unit.

All hood types specified shall be in accordance with ASHRAE standards 154.

Kitchen Environment

Restaurants shall be designed for 22oC+1 and 50 % Relative Humidity (RH) indoor conditions. Kitchens shall be designed for 25oC and 55-60 % RH.

Tenants shall provide kitchen hood make up air, with the make up air tempered to 26oC - 28oC. The make up air for kitchen shall be provided by dedicated kitchen make up air unit solely for this purpose. The make up air unit cooling coil shall be sized to achieve 17-18oC at coil outlet instead of 13oC required to dehumidify air. The make up air unit shall comprise of a horseshoe heat pipe which shall pre-cool air from ambient (46oC) to approx. 37oC at coil entering and reheat the air at 17-18oC at coil outlet to 26-28oC through the same horseshoe heat pipe (to be supplied to the kitchen hood).

The cooling for the kitchen area shall be separate through a ceiling suspended fan coil unit or AHU with a coil sized to achieve 13oC at the coil outlet to dehumidify the air and subsequently achieve 25oC at the room.
- Kitchen Ecology unit shall be complete with Particulate filtration External Static Pressure (ESP). Effective filtration and odour removal system shall be installed with non-overloading type fans. The filters shall be:
- Washable, 50mm thick metallic panel filters, G2 class, dust weight arrestance of 75 to 85% as per EN 779 standards.
- Disposable, 100mm thick synthetic panel filters, G4 class, dust weight arrestance more than 90% as per EN 779 standards.
- Disposable, 600mm deep, synthetic pocket filters, F7 class, dust spot efficiency between 80 to 90% as per EN 779 standards.
- Disposable, 300mm deep, High Efficiency particulate air filters, H10 class as per EN1822 standards and Refillable type, 600mm deep, canister type activated carbon filters.

Kitchen Environment

Tenants shall provide their own fresh air handling unit within their premise including the distribution ductwork and terminal devices within the retail unit.

F&B unit shall provide fan coil units or AHU's to provide for local space cooling. The tempered make up air should be sufficient to deal with kitchen equipment loads and the fan coil units / AHU's should be used by the Tenant to deal with kitchen area loads.

Kitchens shall be air conditioned by a separate Fan Coil Unit or Air Handling Unit. No air mixing below or above ceiling shall occur between Kitchen and dining spaces.

Kitchen extract air ducts shall be made either from stainless steel (Minimum thickness = 1.2mm) or black steel (Minimum thickness = 2mm) and be of fully welded construction

with welded angle iron flanges and full faced gaskets. Gaskets should be non-porous impervious to grease and cooking oils and capable of withstanding the higher temperatures experienced in kitchen extract systems. Access doors to be provided for kitchen extract air duct at regular intervals as per standards for duct cleaning.

Kitchen hood exhaust air ducts shall be insulated with fire rated insulation material to meet minimum 2 hour fire rating.

All tenants' ecology unit and exhaust fans shall be interfaced with the Landlord BMS system for monitoring and overriding control.

Regulations

In general kitchen ventilation system design shall be in accordance with Dubai Municipality Regulations & Decrees, Dubai Civil Defence, Relevant CIBSE codes, ASHRAE Standards and DW 172.

Best Practices

Based on the scale of current and proposed retail units shipping, receiving and loading is acceptable through main unit entrances.

Larger units that require daily or bulk deliveries require concealing a loading dock area to receive merchandise, dispose of waste and recycling.

Retail back-of-house requirements are to be taken into consideration during the retail space planning stage and approved by DMCC. These areas must meet the operational requirements.

- Avoid direct sightlines from the public realm to servicing areas (Figure 2.126, Figure 2.129).
- Shipping, Receiving and Loading areas to be on secondary street or in the parking structure, provided with ample lighting for public safety (Figure 2.128, Figure 2.132).
- Use landscaping for screening for servicing areas.
  Integrate back doors into the building architecture design (Figure 2.130).
- Maintenance, storage and waste management areas should be enclosed from public and pedestrian views (Figure 2.127, Figure 2.132).
- Existing service corridors to ground floor Cluster Retail Units to be inviting and safe pedestrian zones (Figure 2.128, Figure 2.133).
- Space planning should also take into consideration maintenance, storage and waste management .
- Install security systems in areas with low visibility.
  Consider concealed "back-of-house" areas on a larger scale and mixed-use new development whenever feasible.
- Garage doors to screen access from the public eye and fully integrated into the building architecture design.
- Use soundproofing, sound-resistant windows, shutters or other noise attenuation techniques.
- In mixed-use buildings, residential uses should be protected from noise and odours associated with shipping and waste disposal.

Best Practice Application

UNACCEPTABLE DESIGN

Figure 2.126: Shipping, Receiving and Loading Example 1

Figure 2.127: Shipping, Receiving and Loading Example 2

Figure 2.128: Shipping, Receiving and Loading Example 3

Figure 2.129: Shipping, Receiving and Loading Example 4

ACCEPTABLE DESIGN

Figure 2.130: Shipping, Receiving and Loading Example 5

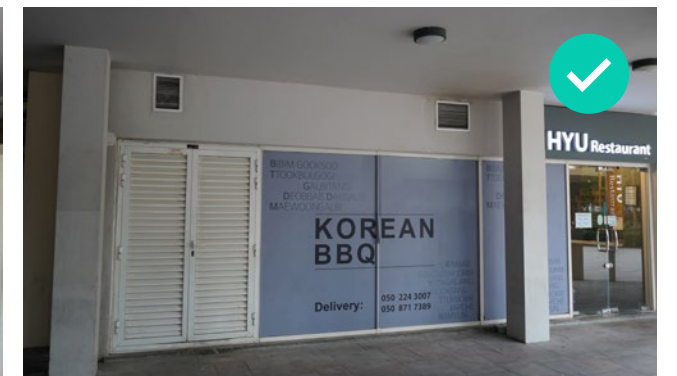Figure 2.131: Shipping, Receiving and Loading Example 6

Figure 2.132: Shipping, Receiving and Loading Example 7

Figure 2.133: Shipping, Receiving and Loading Example 8

Design Approvals for Standalone Retail Buildings on Individual Plots to follow Design Approvals Process in DMCC Design Guidelines Volume I. Architectural design to adhere to the DMCC Design Guidelines in Volume I and the specific Development Control Regulation Sheet in Volume III.

Exceptions and Variances

Under limited circumstances, the Master Developer shall allow exceptions and variances to the Guidelines, as further detailed below. Any exception or variance is subject to the approval of the Master Developer, which approval shall be given in the Master Developer's sole discretion.

An application for an exception or variance is subject to one or more of the conditions below being met;

The exception or variance:
1. Is consistent with these Guidelines;
2. Is not contrary to public interest and will not adversely affect the rights of adjacent property owners or the master development;
3. Improves the existing status quo and the overall good of the community;
4. Has unique conditions which complement the development;
5. The application clearly demonstrates that the signage under application cannot be developed under these Guidelines, given the current condition of the property detailed in the application; and
6. Will not adversely affect public health, safety and general welfare.

Enforcement and Violation

Violation of these Guidelines Sub-Developers/Tower Owners Association Managers shall, upon receipt of written notice from the Master Developer that there has been a violation of these Guidelines by an Applicant, its contractors or representatives (Notice of Violation), immediately suspend any further work on the plot. The Notice of Violation shall set out what actions are necessary to correct a violation. Any costs arising from or associated with the issuance of a Notice of Violation shall be borne by the Applicant.

Within 14 days of receipt of a Notice of Violation (Response Period), the Applicant may submit a written reply (Response) to the Master Developer contesting the violation if he/she considers that there has not been a violation.

A Response received after the Response Period shall not be considered. A Response shall include date and period of occurrence, the substance of the alleged violation and the alleged responsible parties.

The Master Developer shall consider any Response received within the Response Period and will provide its final position. The Master Developer's decision on the issue shall be final and not capable of further appeal or discussion.

Enforcement and Violations

- The Master Developer may take all steps which it, in its sole discretion, considers necessary to ensure that all building signage and materials are consistent with these Guidelines.
- An NOC shall only be issued by the Master Developer for signage which is consistent with proposals submitted for approval.
- Any changes to a submitted proposal which are made after an NOC is granted, must be resubmitted for approval.
- Failure to resubmit a proposal for change shall be deemed to be a violation of these Guidelines.
- Any installation or activity which is contrary to these Guidelines will be deemed to be a violation of these Guidelines.

Penalties

Penalties for violation of these Guidelines shall include but not be limited to:
- Removal or correction of the violation at the violator's expense.
- Suspension of operations of the violator.

2.10.1 | CONSTRUCTION

2.10.2 | OUTDOOR LICENSE AREAS

2.10.3 | SIGNAGE

General Construction and Structural
Requirements Supplemental Structural Framing Supplemental structural support framing shall be designed by a licensed structural engineer employed by Tenant to adequately support the Tenant's suspended equipment within the Unit.

Structural Alterations
No alterations, additions, reinforcements, or modifications to Landlord's structure to accommodate Tenant's work shall be performed, without obtaining Landlord's prior written approval.

The Landlord may require that approved structural or mechanical/electrical modifications be performed by the Landlord's contractor and/ or engineer under contract to Tenant at Tenant's expense.

Mezzanine Structures (If Approved By Landlord In Tenant's Lease)
Mezzanine structures within any Tenant space shall require review and approval in writing by the Landlord's structural engineer at the Tenant's expense. All mezzanines shall be designed to be self-supporting and meet all applicable design standards, requirements and codes.

Temporary Hoarding
Subject to the guidelines in this manual.

Outdoor License Area Approval
All Outdoor licence area layout, FF&E, planting, shade structure, lighting and visuals need to be reviewed and approve by DMCC. Presentation of the F&B concept may be requested to illustrate the theme and showcase how the proposed outdoor design aligns with the F&B concept.

Signage Approval
The shop must superimpose the proposed shop name signage & any window stickers/ frosting on the actual shop front picture and send it to DMCC for review and approval before installation on site.

The shop must include in the signage proposal all details specifications such as material used, dimensions, type of lighting, etc.

The shop must submit an NOC from the Tower Developer and/or the Owner's Association Management allowing them to place the proposed signage subject to DMCC approval.

The shop must arrange for the payment of the DMCC fees which will be advised based on the submission and DMCC approval on their signage proposal. Second and every subsequent review fees apply if design changes after it has initially been approved by DMCC.

On receipt of DMCC NOC approval the owner must then obtain the necessary Permit to Work from facility management company allowing for the installation of the approved shop signage & window stickers/frosting on site.

Failure to follow the correct procedure to apply for signage and/or sticker approval as detailed above will result in a fine and any installations will be duly removed.

The signage approval process applies also for temporary signage and/or stickers such as "Opening Soon" or "Now Open" and must be submitted for review and approval before installation on site.

Salons and spas must indicate on their signage that they are "For ladies Only" or "For Gents Only".

If a shop has an operating brand name that is different than the company name registered in the DMCC Trade License, then both names must

be displayed on the shop signage (company name can be in smaller font size).

Digital signs are permitted to be used as an alternative to the standard shop sign but subject to it being placed within the same designated signage space and it can only display text as images are not allowed.

Submission Requirements
Prior to the preparation of Tenant plans, Tenant shall visit the premises to verify existing conditions and construction and to ensure that none of the Tenant work will be in conflict with any existing Landlord or adjacent Tenant improvements and construction.

Tenant shall schedule and sequence all drawings and construction activity to allow the premises to be open for business as required in Tenant Lease. The following time lines are minimum requirements and do not alter or waive Tenant obligation to open the premises as provided in the Tenant Lease.

Preliminary Drawings
If Tenant is to submit Preliminary Drawings showing the intended design of the store the submission should include, but not be limited to, the following:
* Floor plan and fixture plan.
* Storefront elevation and interior elevation.
* Section drawing through storefront.
* Reflected ceiling plan.
* Colour rendering of storefront or photos of Tenant prototype.
* Material and colour sample board.
* Sign design, size, and location.
* Merchandising plan of space including both permanent and moveable fixture location, and MEP networks.