RESPONSE TO DESIGN PRINCIPLES
SUBMISSION CHECKLIST - RETAIL

Equals 10% of Final Design Submission Pack

- ❑ Response to Design Principles
    - ❑ Provide approximately 5 pages that explain how your proposed design will respond to the five Design Principles for Uptown. This is a design-thinking submission, keep it concise, intentional and specific to the Uptown tenancy.

        Design Storytelling and Intent – concise design narrative explaining the brand idea, customer experience and site-specific response to Uptown.

        Mood board / Precedent Imagery – a curated set of relevant references with short annotations explaining what is being drawn from each image.

        Sketches or Diagrams – to support spatial thinking and express design ideation.

        Material Direction - key materials, colours, textures, lighting character, styling and brand cues; identify authentic materials rather than generic.

Note, if you would like guidance on responding to the five Uptown Design Principles, please speak to your RDM for examples.

- ❑ Initial Spatial Planning
    - ❑ Preliminary planning, zoning, circulation, sightline and / or customer-journey sketches appropriate to the tenancy type.
- ❑ Design Submission
    - ❑ Design Submission will consist of a submission in PDF format and an in-person presentation to your Vicinity RDM.