

# URBAN RETAIL PROPERTIES, LLC SPECIALTY LEASING APPLICATION



## TO WHOM IT MAY CONCERN,

Attached is information regarding the Specialty Leasing Program at The Mall at Stonecrest.

The Mall at Stonecrest has approximately 30 locations in the common area dedicated to RMUs (Retail Merchandising Units) and various kiosk and vending concepts. In-line spaces vary in location, size and condition. RMU and in-line availability vary from month-to-month.

For your review, I have enclosed the following:

- Temporary Tenant Application
- Business Profile Form
- Lease Plan
- Mall Directory
- Leasing Brochure
- Overview of Program and Fees
- Overview of In-Line Temp Leasing

Please return the completed application and credit history with any references to the address provided. In addition, a copy of your Drivers License or State ID is required with the completed leasing packet. Please provide pictures or samples of your product and a depiction of how you would display your merchandise on an RMU. If you have done business with another center please include those pictures as well. Upon review, I will contact you if an opportunity becomes available at The Mall at Stonecrest.

Thank you for your interest and I look forward to working with you in the near future.

Sincerely,

## Donald Bieler

*Director of Marketing & Regional Specialty Leasing*

**P** 678.526.9880

**F** 678.526.9398

[dbieler@urbanretail.com](mailto:dbieler@urbanretail.com)

## THE MALL AT STONECREST

[mallatstonecrest.com](http://mallatstonecrest.com) · 678.526.9880 · 2929 Turner Hill Road, Stonecrest, GA 30038

**PERSONAL INFORMATION**



DATE \_\_\_\_\_  
APPLICANT(S) NAME \_\_\_\_\_  
HOME ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_  
MOBILE #(S) \_\_\_\_\_  
HOME # \_\_\_\_\_  
EMAIL ADDRESS(ES) \_\_\_\_\_

**COMPANY INFORMATION**

COMPANY NAME \_\_\_\_\_  
TRADE NAME (DBA) \_\_\_\_\_  
BUSINESS STREET ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_  
BUSINESS PHONE # \_\_\_\_\_ BUSINESS EMAIL \_\_\_\_\_  
BUSINESS FACSIMILE \_\_\_\_\_  
FEDERAL EMPLOYER IDENTIFICATION NUMBER (FEIN) \_\_\_\_\_ NUMBER OF YEARS IN BUSINESS \_\_\_\_\_  
SOCIAL SECURITY # (IF AN INDIVIDUAL) \_\_\_\_\_ DRIVER'S LICENSE OR STATE ID# \_\_\_\_\_  
BUSINESS LICENSE # (IF APPLICABLE) \_\_\_\_\_

**BUSINESS STRUCTURE** (PLEASE CHECK ONE)     SOLE PROPRIETORSHIP     CORPORATION     PARTNERSHIP     LLC     FRANCHISE  
STATE OF INCORPORATION (IF APPLICABLE) \_\_\_\_\_ BUSINESS WEBSITE (IF APPLICABLE) \_\_\_\_\_  
CURRENT LOCATIONS (IF APPLICABLE) \_\_\_\_\_

**NAME OF GUARANTOR** (INDIVIDUAL WHO WILL GUARANTEE THE LICENSE OTHER THAN APPLICANT. IF THE GUARANTOR IS THE APPLICANT, WRITE "SAME" AND SKIP TO LICENSING INFORMATION) \_\_\_\_\_  
STREET ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_  
SOCIAL SECURITY # \_\_\_\_\_ MOBILE PHONE # \_\_\_\_\_  
BUSINESS PHONE \_\_\_\_\_ BUSINESS FACSIMILE \_\_\_\_\_

**LICENSING INFORMATION**

**SPECIALTY LEASING TYPE**     RMU (CART)     KIOSK     IN-LINE     VENDING     DISPLAY/DEMO  
 PARKING LOT     OFFICE     ALTERNATIVE INCOME

DESIRED START DATE \_\_\_\_\_ DESIRED END DATE \_\_\_\_\_ LOCATION PREFERENCE \_\_\_\_\_  
ARE YOU INTERESTED IN RENTING ADDITIONAL STORAGE SPACE WITHIN THE MALL (IF AVAILABLE)?     YES     NO    HOW MANY SQ FT? \_\_\_\_\_  
WILL YOU REQUIRE MORE THAN 20 AMPS OF ELECTRICAL SERVICE     YES     NO    HOW MANY AMPS? \_\_\_\_\_  
ADDITIONAL URBAN RETAIL PROPERTIES CENTERS AND/OR REGIONAL AREAS OF INTEREST \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## BUSINESS PLAN INFORMATION



HAVE YOU EVER BEEN A SPECIALTY RETAILER AT A SHOPPING CENTER BEFORE  YES  NO

IF YES, LIST CENTERS BELOW (ATTACH ADDITIONAL SHEET IF NECESSARY.)

SHOPPING CENTER/LOCATION	TERM	ANNUAL GROSS SALES
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1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

OTHER RETAIL AND/OR INTERNET BASED SALES EXPERIENCE \_\_\_\_\_

TYPE OF MERCHANDISE TO BE SOLD \_\_\_\_\_

MERCHANDISE PRICE POINTS \_\_\_\_\_ WHOLESALE PRICE (\$) \_\_\_\_\_ MARKUP (%) \_\_\_\_\_

PROJECTED MONTHLY SALES (DOLLARS) \_\_\_\_\_

PLEASE LIST YOUR MAJOR MERCHANDISE CATEGORIES AND YOUR PERCENT OF INVENTORY AND ESTIMATED PERCENT OF SALES PER CATEGORY.

## OPERATING INFORMATION

ESTIMATED START-UP COST (\$) \_\_\_\_\_

HOW WILL YOU USE THIS CAPITAL \_\_\_\_\_

ESTIMATED INVENTORY (\$) \_\_\_\_\_

ESTIMATED INVENTORY TURN (\_\_\_\_ PER \_\_\_\_ MONTHS) \_\_\_\_\_

WILL YOU BE WORKING AT YOUR STORE ON A REGULAR BASIS?  YES  NO

ESTIMATED NUMBER OF EMPLOYEES \_\_\_\_\_

ESTIMATED COST OF LABOR (\$/MONTH) \_\_\_\_\_

LIST ANY ADDITIONAL EXPENSES \_\_\_\_\_

TARGET MARKET/DEMOGRAPHIC \_\_\_\_\_

ADVERTISING \_\_\_\_\_

MISC. OPERATING DETAILS \_\_\_\_\_

## OTHER REQUIREMENTS

Please note that all applications must be submitted with the following to be considered complete:

- Copy of applicant's Driver's License, State ID Card, or Passport
- Social Security Card (if doing business as an individual)
- Copy of Articles of Incorporation and confirmed registration with the State of Georgia Secretary of State's Office
- Copy of a recent utility bill (electric, gas, water, or telephone) that confirms street address of applicant
- Completed W-9 Form
- Photos and/or samples of the product and any photos of other concept locations (if applicable).  
Sample merchandise, catalogs, photographs, etc. will not be returned without including a pre-addressed envelope with postage.

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**BUSINESS PROFILE INFORMATION**



**CREDIT INFORMATION TO BE HELD IN STRICT CONFIDENCE**

FULL NAME OF APPLICATION \_\_\_\_\_  
PERSON ADDRESS \_\_\_\_\_  
SOCIAL SECURITY NUMBER \_\_\_\_\_  
BANK NAME \_\_\_\_\_ BANK PHONE # \_\_\_\_\_  
BANK ADDRESS \_\_\_\_\_  
ACCOUNT # \_\_\_\_\_

**LIST THREE REFERENCES (PERSONAL OR CORPORATE)**

NAME	ADDRESS
1. _____	_____
2. _____	_____
3. _____	_____

**HOW WILL THIS BUSINESS BE FINANCED?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**FUTURE PLANS FOR YOUR BUSINESS**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**ADDITIONAL COMMENTS/INFORMATION**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*I/WE HEREBY AUTHORIZE URBAN RETAIL PROPERTIES, LLC TO VERIFY ALL INFORMATION ON THIS APPLICATION BY CONTACTING THE SOURCES LISTED HEREIN OR ANY OTHER SOURCES AVAILABLE. I/WE UNDERSTAND THAT INFORMATION THAT DOES NOT VERIFY OR CANNOT BE VERIFIED MAY RESULT IN THIS APPLICATION NOT BEING APPROVED. THE UNDERSIGNED CERTIFIES THAT THE ABOVE IS TRUE AND CORRECT. I/WE UNDERSTAND THAT THIS APPLICATION DOES NOT REPRESENT A CONTRACT WITH EXECUTABLE TERMS. NEITHER URBAN RETAIL PROPERTIES LLC OR I/WE ARE UNDER ANY OBLIGATION TO THE OTHER WITH RESPECT TO THE INFORMATION PROVIDED UNTIL A MUTUALLY ACCEPTABLE LICENSE/LEASE AGREEMENT HAS BEEN PREPARED AND EXECUTED.*

**APPLICANT(S)**

PRINTED NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_  
PRINTED NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**PLEASE RETURN THIS FORM ALONG WITH PHOTOGRAPHS AND/OR SAMPLES**

**THE MALL AT STONECREST**

# THE MALL AT STONECREST

## Specialty Leasing Program Costs\*



### RETAIL MERCHANDISING UNITS (RMUS/CARTS)

<b>TERM</b>	MINIMUM 3-MONTH TERM
<b>BASE RENT</b>	VARIABLES BASED ON LOCATION, TIMING, AND USE
<b>PERCENTAGE RENT</b>	15% NATURAL BREAKPOINT, COMBINED HOLIDAY TERM
<b>SECURITY DEPOSIT</b>	AN AMOUNT EQUAL TO THE FIRST MONTH'S RENT

A \$100 signage fee, \$25 marketing fee and phone/internet/wifi are additional Licensee charges on top of base rent payable by the Licensee directly to the utility provider.

### The following items are due PRIOR TO your setup:

- Security Deposit and first month's rent payable to Stonecrest Mall SPE, LLC in the form of a cashier's check
- Business License information may be obtained through The City of Stonecrest by visiting [stonecrestga.gov](http://stonecrestga.gov)
- Certificate of Insurance (requirements and additional insured list is attached)
- Assistance from a visual merchandiser appointed by the mall may be required at a fee of \$300.

\*The costs are approximate and are subject to change without notice.

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# THE MALL AT STONECREST MALL

## Specialty Leasing Program Costs\*



### IN-LINE STORE SPACES

<b>TERM</b>	MINIMUM 12-MONTH TERM REQUIRED
<b>BASE RENT</b>	VARIABLES BASED ON LOCATION, SIZE, AND USE
<b>PERCENTAGE RENT</b>	10% NATURAL BREAKPOINT FOR EACH MONTH
<b>SECURITY DEPOSIT</b>	AN AMOUNT EQUAL TO THE FIRST MONTH'S RENT

A marketing fee, \$30 water fee, phone/internet/wifi and trash removal are additional Licensee charges on top of base rent payable by the Licensee directly to the utility/sanitation provider.

### In addition to a signed License Agreement, the following items are due PRIOR TO your setup:

- Completion of an initial inspection by The City of Stonecrest Building Dept and Fire Marshall.
- Security deposit (in the form of cashiers check) and certificate of insurance.  
(Requirements and additional insured list is attached.)
- Storefront signage must be approved by the Management Office (as per sign criteria). Sign submittal drawings including colors, materials, and dimensions must be submitted to [dbieler@urbanretail.com](mailto:dbieler@urbanretail.com) for approval PRIOR TO FABRICATION.
- Water is to be paid by the Licensee and to be transferred into Licensee's name for the license term prior to Licensee receiving the keys.
- Electric is to be paid by the Licensee and to be transferred into Licensee's name for the license term prior to Licensee receiving the keys.

### In addition to the above, the following items are due prior to opening for business:

- Successful final inspection by The City of Stonecrest and Fire Marshall
- Business License (information may be obtained through The City of Stonecrest)
- First month's rent (in the form of cashiers check)

All work to be done in space including City of Stonecrest Building & Fire Department compliance items are at the sole cost of Licensee.

A \$500 or more visual display fee may be required at the discretion of Licensor. Photos of store and window display to be furnished prior to opening.

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## Insurance Requirements Certificate of Insurance



Licensee may not open or operate without proper evidence of insurance provided in advance to The Mall at Stonecrest Management Office. General Liability Insurance in the amount of \$2,000,000 (general aggregate), Employer's Liability of at least \$500,000 per occurrence, Workers Compensation as required by statute, and Personal Property insurance for replacement cost.

### SHOWING AS ADDITIONAL INSURED

- Urban Retail Properties, LLC;  
and their owners, employees and agents,  
acting as Manager for Stonecrest Mall, SPE, LLC, Owner.

### SHOWING AS CERTIFICATE HOLDER

- Stonecrest Mall SPE, LLC  
2929 Turner Hill Rd.  
Stonecrest, GA 30038

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