

# Lansdowne Place

[lansdowneplace.com](http://lansdowneplace.com)



## Our History...

Lansdowne Place is the dominant enclosed shopping centre in Peterborough, Ontario which is just over an hour's drive northeast of Toronto on the edge of the Kawartha Lakes "cottage country". Known for being the largest mall in the Kawartha's, Lansdowne Place is situated on one of the busiest main arteries in the heart of the city.

Originally built in 1980 and anchored by Sears and Loblaws, the 65-store centre offered the largest variety of retailers in the area and was able to attract shoppers of all ages from a wide geographic range. In 2009 Lansdowne Place renovated & expanded by 166,440 sq. ft. which comprised of 40 new retail spaces, 6 additional food court retailers, a 600 seating capacity food court, a 103,000 sq. ft. Real Canadian Superstore, and new comfort conveniences such as family washrooms, nursing room and cozy soft seating areas.

*The relaxed atmosphere of the "Kawarthas" combined with the wide variety of retail strengthens, our brand position is being the Centre for food, fashion & fun.*

Temporary leasing is an excellent opportunity for you to start a small business or to test the market for the possibility of a permanent tenancy. This opportunity offers minimum overhead with a low start-up cost in the region's largest Shopping Centre.



## Retail Carts, Temporary Kiosks, Commercial Displays

Although we wish to welcome all business to Lansdowne Place, some products and services are in direct conflict with our current retailers and will not be approved. The Temporary Leasing Program is designed to complement our existing tenant mix and not to create direct competition for our permanent retailers.

We are always looking for new, original concepts that will augment our current tenant mix; to begin the approval process, please provide:

- ❖ A detailed description of your product(s) and/or service
- ❖ Photos of previous set-ups, displays and/or sketches of your merchandising plans
- ❖ Percentage breakdown of products to be displayed on the retail cart or kiosk.
- ❖ List the price point, product guarantee, return policy and packaging

Please send your proposal by email to – [smoss@20vic.com](mailto:smoss@20vic.com) or by fax to 705-748-4257

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### **PRIMARY TRADE AREA SUMMARY**

Lansdowne Place's primary trade area is within a 6 km radius within the City of Peterborough. Peterborough is a city that operates like a town. While the community is progressive and embraces change, the core values of family, community and the environment are what draws the additional 30,000 summer residents and millions of tourists back to the community.

- Total population – 79,847
- Total daytime population – 89,956
- Total daytime population at home – 42,754
- Total daytime population at work – 47,202
- Total households – 34,453
- 52% of the population is married, and 28% are single
- 53% of the market have post-secondary qualifications
- 62% of total market is in the labour force.
- 4% of the trade area has visible minorities

#### **Regional Economics**

- Labour force participation rate is 62% with sales & service and business finance being the most common types of employment
- All-season tourism, increasing population in the summer by 30,000
- Trent University and Sir Sanford Fleming College combined population of 22,840
- Residential and commercial real estate are significantly lower than large urban centres

#### **Household Income**

- The average household income is \$80,113
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### **SECONDARY TRADE AREA SUMMARY**

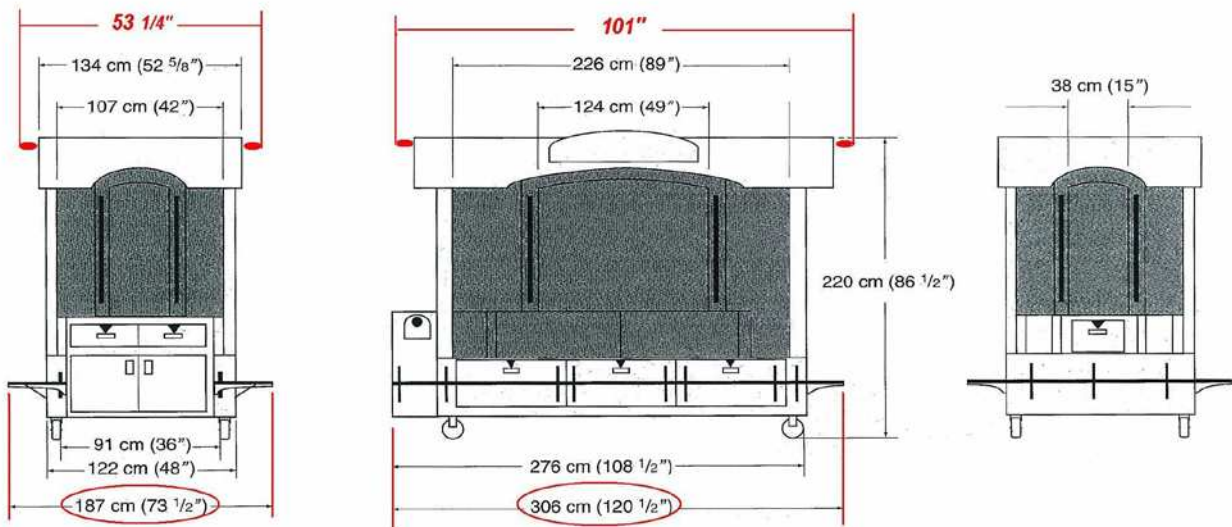
Lansdowne Place's secondary trade area is within a 45 minute drive radius which includes: Smith-Ennismore-Lakefield, Cobourg, Lindsay, Kawartha Lakes, Port Hope, Northumberland County.

- Total population – 307,361 or 123,221 households
  - Total daytime population – 282,033
  - Total daytime population at home – 162,888
  - Total daytime population at work – 119,144
  - 60% of the population is married, and 24% are single
  - 50% of the market have post-secondary qualifications
  - 63% of total market is in the labour force.
  - 3% of the trade area has visible minorities
  - The average household income is \$84,150
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# RETAIL CARTS

Size :	8' x 6'
Power & Phone :	<ul style="list-style-type: none"> <li>▪ 15 amp service</li> <li>▪ All electrical cords must be covered. Tape is not permitted on carpet or tiles</li> <li>▪ Phone hookup available at most locations - Licensee's expense</li> <li>▪ Any upgrades are at Licensee's expense</li> </ul>
Insurance Requirements:	<ul style="list-style-type: none"> <li>▪ Minimum of \$5,000,000 liability insurance coverage naming as additional insureds: Computershare Trust Company of Canada; CDPQ Mortgage Investment Corporation; Lansdowne Mall Inc.; 20 Vic Management Inc.</li> </ul>
Terms for License Agreements:	<ul style="list-style-type: none"> <li>▪ January through October - minimum of one week up to one year</li> <li>▪ November/December - minimum of an 8 week commitment.</li> </ul>
Signage :	Standard Professional Signage Fee: \$100.00

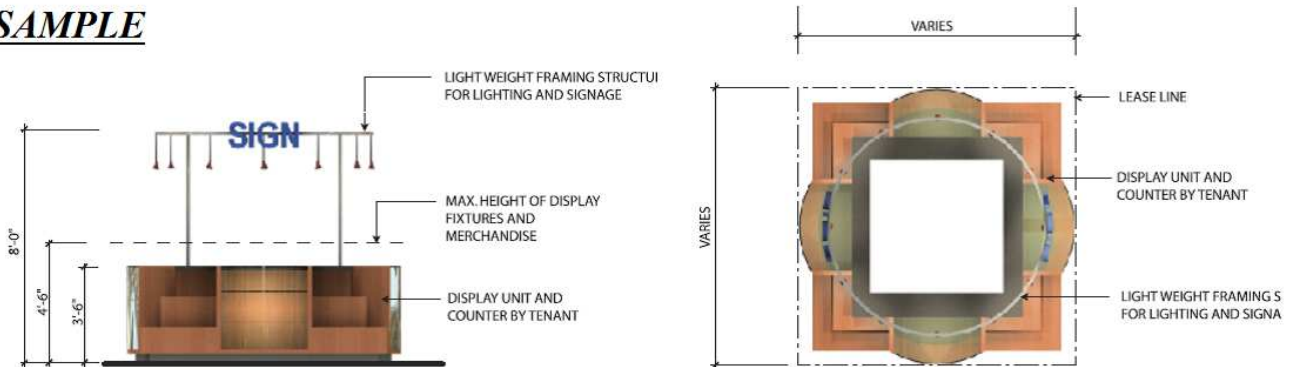
Cart dimensions - Lansdowne Place



# LICENSEE OWNED KIOSKS

Size :	10' x 10' or 10 x15'
Power & Phone :	<ul style="list-style-type: none"> <li>▪ 15 amp service</li> <li>▪ All electrical cords must be covered. Tape is not permitted on carpet or tiles</li> <li>▪ Phone/data hookup available at most locations - Licensee's expense</li> <li>▪ Any upgrades are at Licensee's expense</li> </ul>
Insurance Requirements:	<ul style="list-style-type: none"> <li>▪ Minimum of \$5,000,000 liability insurance coverage naming as additional insureds: Computershare Trust Company of Canada; CDPQ Mortgage Investment Corporation; Lansdowne Mall Inc.; 20 Vic Management Inc.</li> <li>▪ At blank form is included in the package that can be forwarded to your insurance broker</li> </ul>
Terms for License Agreements:	<ul style="list-style-type: none"> <li>▪ Minimum of one week up to a maximum of one year</li> <li>▪ November/December is a minimum of an 8 week package deal</li> </ul>
Signage :	Licensee's expense

## SAMPLE



*Table and chairs set ups are not permitted at Lansdowne Place. In order to maintain the esthetic appeal of the centre, all kiosks must be professionally designed and approved by the licensee.*

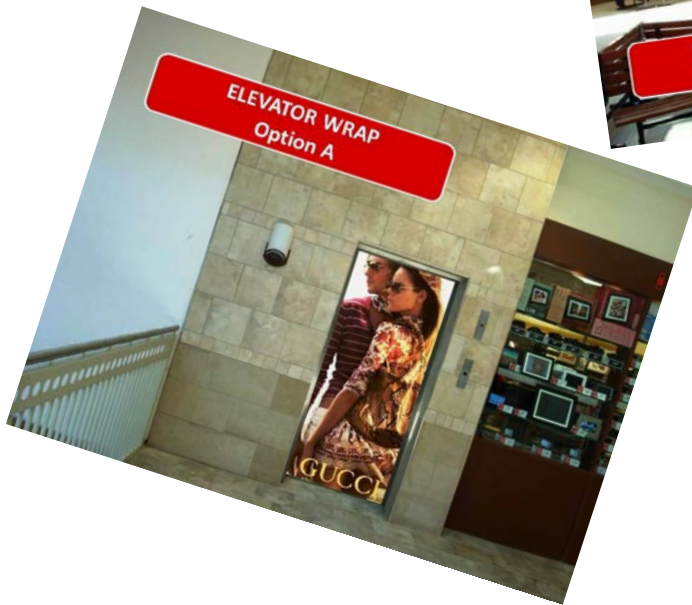
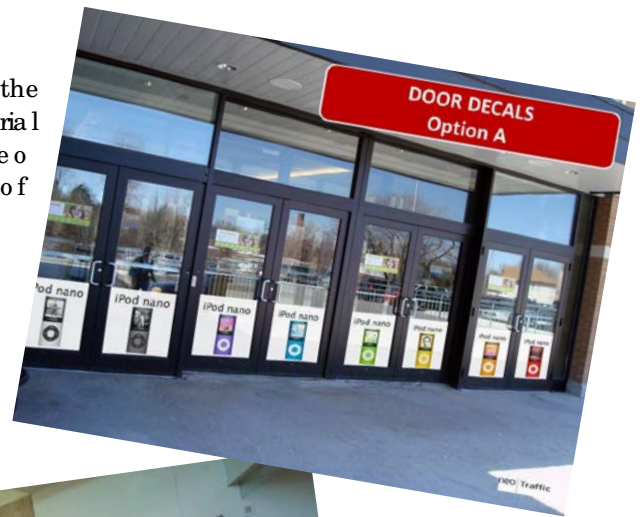


# ADVERTISING OPPORTUNITIES

*\*\*\*Creative must be approved by the Licensor*

## *Directories, Wraps, Banners*

If you are interested in advertising in the common area of the mall, such as door decals, floor signs, backlit signage, aerial banners or escalator wraps our 3rd party contractor, Neo Traffic, has great rates to choose from and will take care of everything from the printing to the installation.



Contact: Guy Fortin, President;  
T 514-788-6111 x 222  
E [gfortin@neo-traffic.com](mailto:gfortin@neo-traffic.com)

## Digital Advertising

Custom designed 50" double sided digital screens have been installed throughout the common areas of the mall. Advertising space is available at an affordable cost and is a great way to promote your business. PXSELL by WowTV will help design dynamic creative in order to drive sales & traffic, or if you already have creative prepared, they can help you with booking a irtime .



Contact: Rob Morton, President;

T705-745-3969 x 220

E [rmorton@wowtv-ent.com](mailto:rmorton@wowtv-ent.com)

## Temporary Kiosk General Design Criteria

The following design criteria shall be used in the preparation of all plans and specifications for temporary kiosks and must be approved by the Licensor.

### **KIOSK DIMENSIONS AND HEIGHT RESTRICTIONS**

- The kiosk shall be of no greater size than 10' x 15' totaling 150 square feet.
- Ten feet (10') minimum distance must be maintained between other fixed elements, kiosks, displays, carts, planters and to in-line tenant storefronts.
- Maximum height of any element of the kiosk should not generally exceed six (6) feet. Exceptions must be pre-approved by Licensor.
- If counters or partial walls are utilized in the kiosk design, these elements may not exceed four feet (4') in height.

### **KIOSK DESIGN**

- In general, kiosks should be low in profile so as not to obstruct the visibility of in-line tenant storefronts or signs.
- Kiosks must have the appearance of a single integrated unit-not an assembly of parts or fixtures.
- Kiosk design should incorporate high standards in the level of detailing, use of materials, graphics and signage and quality of construction.
- No solid wall elements are permitted in the kiosk design.
- Any internal structure for overhead signage or lighting must be extremely limited. Kiosk design, including overhead signage and/or lighting elements must not restrict clear, see-through visibility.
- Merchandise presentations must conform to and remain within the boundaries of the size limitations of the kiosk.
- No "satellite" display cases, added fixtures or signs not shown on the approved drawings are permitted.
- No folding and/or draped or skirted tables are permitted as a part of the kiosk design.

## MATERIALS

- Materials and finishes used must be of professional quality and have a finished appearance and decorative quality, compatible with that of the mall. The use of quality, permanent, durable and attractive display materials and construction are expected.
- All materials used must be fire retardant.
- Materials that are not acceptable are:
  - Slat wall
  - Pegboard
  - fake wood paneling
  - paint finishes
  - cardboard, paper or styrofoam
- All materials used in kiosk shall be of non-combustible material and must meet all applicable local, provincial and federal codes.
- Kiosk design and materials used must ensure structural integrity and must be floor-supported without attachment or damage to any mall finishes.
- All fasteners, angles and supports are to be concealed from view.
- Garlands, Christmas or other holiday or seasonal trimmings are not permitted.

## SIGNAGE DESIGN

- Signage must be professionally designed and produced of quality permanent materials and approved by Licensor before use. Sign company shop drawings (or equivalent) must be submitted for review and approval.
- Signage should incorporate Licensee's trade name and/or logo and be of a style that is consistent with the kiosk design and the overall quality of the mall. Pylon-type structures are encouraged.
- Generally, signage lettering must be of a size not less than 4" or more than 8" in height. All signs must be professionally designed and produced and must receive prior approval for Licensor regarding appearance, content, location and method of attachment.
- Signage types not permitted are:
  - flashing or oscillating and moving signs
  - noise and/or odor producing signs
  - temporary signs or posters, whether painted or handwritten
  - banners of any type
- Front and rear projection, TV monitors, computer imaging techniques, fiber optics and sound systems of any type are not normally permitted and are subject to Licensor's approval.



## **LIGHTING DESIGN**

- Lighting design should be completely integrated into the kiosk and any graphic design. Ambient lighting levels within the mall may vary significantly depending on locations and proximity to skylight areas and should not be relied upon to adequately light your display.
- Lighting should be slim-line internal display case illumination, or an approved overhead open lighting structure with track or individual mini-spot fixtures.
- Unacceptable forms of lighting include:
  - clip-on lighting of any type
  - visible fluorescent lighting
  - certain types of overhead lighting and/or signage elements and grid support systems
  - Christmas lights of any type
- Lighting may not be flashing and may not exhibit glare or any other visual problems to the common area and/or customer traffic.
- Overhead lighting should be limited in nature and discreet. All wiring for lighting must be concealed from view.
- Elaborate overhead structures to support lighting are not permitted.

## **ELECTRICAL/ TELEPHONE CAPABILITIES**

- Generally, kiosk locations will have (INSERT APPLICABLE DETAILS). Additional electrical capacity and telephone service, if available, will be provided by the Licensor at the Licensee's cost.
- All electrical wiring and components must meet all appropriate codes and applicable jurisdictional requirements.
- No electrical cords are to be run across open floor areas of the mall.
- All electrical wiring, conduits, transformers and cords are to be completely concealed from view.

# OPERATING STANDARDS

*The following operating standards apply to all Specialty Leasing Licensees and are designed to create a safe, professional and exciting selling environment for our customers.*

## ***Centre Hours***

Hours of operation for all Specialty Leasing Licensees will coincide with the regular operating hours of Lansdowne Place. The Licensed Area must be staffed at all times with no coverage gaps during lunch, dinner or other breaks. Any Specialty Leasing Licensee who does not maintain these mall hours will be in violation of their Licence Agreement and will be subject to immediate termination of the Licence Agreement and removal from Lansdowne Place.

## ***Locations***

The location of the Licensed Area will be assigned at the discretion of the Licensor. Locations may be subject to change whenever deemed necessary at the Licensor's absolute discretion.

## ***Use Clause***

Specialty Leasing Licensees may only sell merchandise or offer services that have been agreed upon in advance by the Specialty Leasing Coordinator or the Marketing Director. The Specialty Leasing Coordinator or the Marketing Director must approve any new or additional product or service prior to display or sale from the Licensed Area.

## ***Space Limitations***

Licensees are licensed to operate only within the area of the Licensed Area provided and placement of anything off the Licensed Area will not be allowed without the prior consent of the Licensor. The area occupied and used by Licensees will vary dependant on the respective Licence Agreement.

## ***Signage***

All Licensees are required to use professionally prepared signage prepared by the Licensor at the Licensee's expense or previously approved by the Licensor. No handwritten signage will be allowed.

## ***Aesthetic Requirements***

All Specialty Leasing Licensees are expected to have a complete inventory of merchandise on hand and all presentations and displays must appear full and well maintained at all times. Restocking should be done prior to mall opening or at closing. Any empty boxes or cartons must be removed from the display area immediately. Licensees are responsible for cleaning and maintenance for all aspects of the Licensed Area. The Maintenance Department of the shopping centre will supply replacement bulbs in the case of carts.

### ***Return Policy***

Licensees must have a return policy, which provides for full refunds to unsatisfied customers, provided that the product purchased is returned in resalable condition. Provisions must be made for customer returns and refunds after the Licensee has vacated the Licensed Area. This policy must be clearly displayed and professionally signed.

### ***Food and Drink***

While it is recognised that many Licensees are owner-operated and work a full day at their location, every effort should be made to limit eating and drinking at the Licensed Area. Licensee's employees should refrain from reading while sitting at the cart.

### ***Solicitation***

Licensees shall not solicit business in the common areas of Lansdowne Place, nor shall they distribute handbills or other advertising in the common areas of the property. Approaching, calling out to and/or harassing customers in any way is unacceptable and will result in **immediate termination** of the license agreement.

### ***Security***

The security of merchandise and valuables at the Licensed Area is the sole responsibility of the Licensee. Keys to the Licensed Area should be kept in a secure location at all times.

### ***Employee Parking***

Licensee's employees must restrict their parking to the areas designated by the Licensor. Security will provide Licensees with the rules and regulations of Lansdowne Place's parking policy including a plan indicating designated employee parking locations.

### ***Move-In and Move-Out***

Licensees are to move in and move out of the mall at times outside of the Centre's operating hours and stay for the entire duration of the Licence Agreement. No equipment will be available from or supplied by the Licensor for set up, take down or any other purpose. All dollies used to transport merchandise and supplies in Lansdowne Place must be equipped with rubber wheels only.

### ***Mall Storage***

Storage space for Licensees is rarely available. In the event that storage space is available, separate arrangements must be made with the Specialty Leasing Coordinator.

### ***Electricity in-line***

Electricity is provided for all cart, and temporary kiosk Licensees. In-line Licensees are required to pay the utilities for the unit during their stay. Extension cords, if used, must be completely concealed and, if running across mall floors, must be covered with a Licensor-approved cover. Radios, heaters, fans etc. are not permitted for common area set-ups. No Licensee shall operate any equipment causing excessive noise or annoyance nor shall Licensees create any offensive odours.

### ***Garbage Removal***

The removal of garbage and/or recyclable materials to Lansdowne Place's designated garbage and recycling collection areas is the responsibility of the Licensee. Debris such as, but not limited to, unwanted fixtures, skids and building materials are not permitted in the mall's garbage collection areas. Please see the Yellow Pages for appropriate locations for the disposal of this type of refuse. All refuse, empty boxes or cartons must be removed from the Licensed Area immediately. Stock in boxes is not permitted to be left sitting on the floor around the Licensed Area. Trash and debris are to be placed in to the assigned compactor designated by the Licensor, and not placed in the common area public trash receptacles.

### ***Permits***

All necessary permits are the responsibility of the Licensee prior to set up.

### ***Emergency Information***

Licensees shall furnish the Licensor with 24-hour emergency telephone number(s), a contact person(s) and a forwarding address.

### ***Tenant Information Manual***

Licensees and their employees shall abide by the Licensor's Rules and Regulations with respect to the common area, facilities, improvements, parking lots and sidewalks. The Licensor may amend, repeal or create new rules and regulations from time to time and all such amendments, repeals and/or new rules and regulations shall be binding upon receipt of a copy thereof.

### ***Non-Conformance***

The Licensor reserves the right to refuse entry to any Licensee's employee who does not abide by all operational rules and regulations for the Licence Agreement and schedules thereto. Violation of any of the above rules and regulations will be grounds for immediate termination of the Licence Agreement.

### ***Rent & Sales Reports***

Licence Fees are payable by post-dated cheques, dated the first day of each Licence Period. In the case of all Licensees who's Licence Agreement requires the reporting of weekly sales, all sales reports for the prior week are due in the management office of the Licensor by 10:00 a.m. on the first business day of the following week. Otherwise reports are due for the prior month by the 10<sup>th</sup> business day of the following month. Failure to pay Licence Fees on time or report accurate sales may result in termination of the Licence Agreement.

### ***Security Deposit***

In addition of the advance payment of Licence Fees by post-dated cheques, a security deposit may be required from Licensees. Security deposits will be applied, less the Licensor's cost to repair damages to the Licensed Area due to the negligence of the Licensee; if any, to the last rent coming due prior to the expiration of the Licence Agreement.



### ***Insurance***

A Certificate of Insurance with the limits as stated on the Licence Agreement is to be supplied by the Licensee to the Licensor prior to possession of the Licensed Area. Such Certificate of Insurance shall name Computershare Trust Company of Canada; CDPQ Mortgage Investment Corporation; Lansdowne Mall Inc.; 20 Vic Management Inc. as additional insureds.

### ***Vehicle Displays***

Please be advised that the following conditions must be met when vehicles are brought into the Shopping Centre for displays:

- The vehicle is to be situated only on “solid ground” areas of the mall and not above the lower level.
- A locking gas cap must be on the vehicle.
- A minimum amount of gas should be in the fuel tank.
- Pads are to be placed under each wheel of the vehicle.
- A drop sheet is to be placed directly under the vehicle’s engine.
- The battery must be disconnected.
- Set of keys to be left with Security when vehicle is in the centre outside of operating hours.
- Every two days the windows must be cleaned and the vehicle completely dusted
- Oil-based cleaner is not permitted on the tires

Please contact Rick Lyons, Security Manager at (705) 748-2961 ext. 249 if you have any questions with the above regulations pertaining to vehicle displays.

**IF THE ABOVE TERMS ARE NOT MET, MANAGEMENT RESERVES THE RIGHT TO HAVE THE VEHICLE REMOVED**

Lansdowne Place Shopping Centre reserves the right to terminate a license agreement if the Operating Standards are not followed.

# TEMPORARY LEASING APPLICATION

Date: \_\_\_\_\_

Legal Business Name: \_\_\_\_\_ Trade Name: \_\_\_\_\_

HST (Business) Number: \_\_\_\_\_ (*Required*)

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

\_\_\_\_\_

Cell: \_\_\_\_\_

\_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Type of Space required (cart; kiosk (*100 or 150 sq.ft.*), other) \_\_\_\_\_

Proposed Dates: \_\_\_\_\_

Phone/data line required?: \_\_\_\_\_

Detailed description of merchandise/service to be sold (*include pictures/website*): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Price Points: \_\_\_\_\_ Target Market: \_\_\_\_\_

What do you estimate as your average weekly sales (*most recent business*)? \_\_\_\_\_

Return Policy: \_\_\_\_\_

Please list any other retail training and/or business experience: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## *Temporary Leasing Application....pg. 2*

How long have you been in business? \_\_\_\_\_

Have you had prior experience as a retailer in a Shopping Centre? \_\_\_\_\_

If so, please list the location and dates:

Location \_\_\_\_\_ Dates \_\_\_\_\_

Location \_\_\_\_\_ Dates \_\_\_\_\_

Location \_\_\_\_\_ Dates \_\_\_\_\_

Describe the visual merchandising plans for your new retail location: \_\_\_\_\_

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Types of fixtures? \_\_\_\_\_

Colour Scheme? \_\_\_\_\_

Props? \_\_\_\_\_

Signage: \_\_\_\_\_

# LIABILITY INSURANCE CERTIFICATE

To be completed only by the Insurer or his Authorized Representative

<b>1. NAME OF INSURED:</b>		<b>2. ADDRESS OF INSURED:</b>		
<b>3. OPERATIONS OF THE INSURED FOR WHICH CERTIFICATE IS ISSUED AT:</b> Lansdowne Place Shopping Centre, 645 Lansdowne Street W., Peterborough, ON K9J 7Y5				
<b>4. A INSURING COMPANY</b>	<b>B. POLICY NUMBERS</b>	<b>C. LIMITS OF LIABILITY</b>  Bodily Injury & Property Damage, \$5,000,000 inclusive  Excess Liability (if applicable) inclusive	<b>D. EFFECTIVE DATE</b>	<b>C. EXPIRY DATE</b>

- 5. A.** Comprehensive General Liability is extended to include Personal Injury Liability, Contractual Liability, Non-Owned Automobile Liability, Owner's and Contractor's Protective Coverage, Products-Completed Operations, Contingent Employers Liability, Tenant's Legal Liability, Severability of Interests and Cross Liability Clauses.
- B.** The Comprehensive General Liability policy is in the name of the Insured Tenant and as Additional Insured's (only with respect to liability arising out of the operations of the Named Insured for which an agreement has been issued):
- 1. Computershare Trust Company of Canada**
  - 2. CDPQ Mortgage Investment Corporation**
  - 3. Lansdowne Mall Inc.**
  - 4. 20 Vic Management Inc.**
- C.** Any coverage so afforded shall not be invalidated as respects the interest of such Additional Insured's by reason of breach or violation of any warranties, representations, declarations or conditions contained in the policies and shall apply only as primary and not excess to any other insurance available to such Additional Insured.
- D.** This is to certify that policies of insurance as described above have been issued by the undersigned to the Insured named above and are in force at this time. If cancelled or changed in any manner, for any reason, during the period of coverage as stated herein so as to affect this certificate, thirty (30) days prior written notice by registered mail will be given by the Insurer(s) to:
- Lansdowne Mall Inc.  
C/o 20 Vic Management Inc.  
645 Lansdowne Street W.  
Peterborough, ON K9J 7Y5**

## CERTIFICATION

This is to certify that the Insurance is in effect as stated in this Certificate and to confirm the authorization to issue this certificate for and on behalf of the insurer(s). This certificate is valid until the expiration date(s) shown in Item 3(e) unless notice is given in writing in accordance with Item 5(d).

<b>BROKER'S NAME</b>	<b>ACCOUNT REPRESENTATIVE (Please Print Name)</b>
<b>ADDRESS</b>	
<b>TELEPHONE NUMBER</b>	<b>SIGNATURE AND STAMP OF INSURER</b>