

URBAN POP

RESTON  STATION

Dear Potential Specialty Retailer and/or Displayer,

Thank you for your interest in Urban Pop at Reston Station. Our goal is to provide a mix of interesting retail, services, and community messaging opportunities that would be of interest to Reston residents and commuters. We strive to minimize costs to the applicants to maximize opportunity for all. Actual costs associated with each requested use are determined on a case by case basis. As such there is no published price list.

We strive to accommodate all reasonable requests that are compatible with the environment being created for the Reston Metro Plaza and the overall Reston Station neighborhood. We will make an effort to promptly review all applications that are submitted in complete form with all required information and attachments. To apply, please complete and return the application at your convenience.

PLEASE NOTE: Due to current ongoing construction activity, Urban Pop has limited availability of retail kiosks on the Reston Metro Plaza. However, temporary alternative settings may be possible for compatible uses/displays.

Once your complete application has been submitted, it will be reviewed promptly. It will simplify and expedite review process if you provide examples. Please include specifics about the timing/dates relevant to your requested use/display. If space is available for your use/display on the dates requested, and your application demonstrates compatibility with the environment of the publicly accessible private property of Reston Station, you will be contacted to schedule a meeting to review application further.

If we are unable to accommodate your request at this time, your application will be kept on file and you may be contacted when future opportunities become available.

Thank you again for your interest in Urban Pop.

Sincerely,
Urban Pop Management
UrbanPop@RestonStation.com

Specialty Retailer Application

The key to a successful business is planning. Filling out this application as completely as possible is the first step. It is important to note that approval is not given unless this form is completed and returned for review.

Date: _____

Applicant Name: _____

Company Name: _____

Name of Proposed Retail Concept: _____

Federal ID#: _____

Home Address: _____

Phone: _____

Cell: _____

E-mail: _____

Business Address: _____

Phone: _____

E-mail: _____

Are you Eligible to work in the United States for any U.S. Employer?

Yes No

APPLICANT PROFILE

Sole Proprietorship LLC* Partnership* Corporation*

Non-Profit 501(3)c _____

State of Formation: _____

List all direct and indirect owners of Applicant (natural persons or publicly traded companies):

Are you registered to conduct business in the Commonwealth of Virginia?

Yes No

Are you a political candidate? _____

Are you a religious organization? _____

PROPOSED CONCEPT:

Please describe in detail your concept/request in detail:

If concept and designs are approved, what is your desired start date and term?

Start Date: _____

Desired Term: 30 days 60 days 90 days

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BACKGROUND:

Have you ever been a retailer at a shopping center before? Yes No

If yes, please list centers below: _____

Have you ever operated in a mixed-use center before? Yes No

Center Names/Locations: _____

Product(s): _____

Monthly Sales: _____

Name of Last Landlord: _____

Phone: _____

Company/Contact Person: _____

Have you ever been delinquent in paying rent over the past 3 years?

Yes No

If yes, please explain the situation: _____

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RESTON  STATION

What type of consumer purchases your merchandise? (Average age; male/female; trendy; family- oriented, etc.):

Why would your product concept would be successful at Urban Pop?

If only seeking display, please explain what you wish to promote and in what form:

Are you installing similar displays elsewhere? Yes No

Where will your other displays be located? _____

APPLICANT SALES/EMPLOYEE PLAN

Will applicant be staffing location? Yes No

How many of your staff will be on site? _____

What operational costs do you anticipate? _____

MISCELLANEOUS

Will you utilize any special packaging for your product (logo bags, gift boxes, special labels, etc.)? If so, please identify:

How frequently will you change out/refresh the merchandising mix (i.e., weekly, monthly, other)?

REFERENCES

Please Provide Business References (at least 3 business references and contacts):

Name: _____

Relationship: _____

Phone: _____

Email: _____

Name: _____

Relationship: _____

Phone: _____

Email: _____

Name: _____

Relationship: _____

Phone: _____

Email: _____

Name: _____

Relationship: _____

Phone: _____

Email: _____



PLEASE INCLUDE THE FOLLOWING WITH THE SIGNED APPLICATION: PICTURES OF PROPOSED PRODUCTS, DISPLAYS, SIGNS (INCLUDE COLOR CATALOGS, PHOTOGRAPHS OF EXISTING STORES, CARTS OR KIOSKS, AND SAMPLES WHERE APPLICABLE).
Note: Samples will be returned to you within 30 days of application receipt.

NOTICE TO APPLICANT

Applicant's execution and submittal of this Application does not in any way constitute an acceptance of Applicant for tenancy by Urban Pop at Reston Station. This application has been executed by Applicant solely for informational purposes and confers no rights whatsoever on the part of the Applicant. Urban Pop at Reston Station shall have the right, in its sole discretion, to accept or reject this application without any liability whatsoever.

Statement of Applicant:

The undersigned applicant certifies the completeness and accuracy of all information being provided in connection with this application. Further, I certify that I am eligible to work in the United States for any U.S. employer, lawfully present in the United States, and not prohibited from doing business with U.S. persons under any law or regulation. I further certify that I am able to provide documents that demonstrate my identity and work eligibility and that I will provide these documents upon request by Urban Pop.

Print Name: _____

Signature: _____

Date: _____

PLEASE FORWARD COMPLETED APPLICATION AND REQUESTED MATERIALS OR SUBMIT ANY QUESTIONS TO:

UrbanPop@RestonStation.com

Fax: 703-760-1520