Vellum, on the corner of *Ferrin and Ninth.*

A 15-year flagship lease at Orchard Row's new building, for Priya, Marcus, Helen and Ines at Vellum Motors.

6:40 a.m. The showroom glass is still lit from the night.



18,000 sq ft
Double-height, on two streets

272 ft
Of glass along Ferrin and Ninth

$31,579,803
Rent over 15 years, as configured

Nov 2028
Doors open, keys to you in July

You sell cars online. Your buyers still want to *sit in one first.*

8:15 a.m. From Vellum's leasing brief, August 2026

You sent us four pages. Three sentences in them decided how we drew this building's ground floor.

Page 1

"We want a door on a real street. A mall corridor tells people we're a gadget."

So the space is a corner with glass on two streets.

Page 2

"A test drive should start at the curb. Nobody wants to walk three levels down a garage to meet the car."

So drives leave from a bay on Ninth Street, at street level.

Page 3

"Delivery day is the best day of owning a Vellum. It should happen where people can see it."

So the handover bay has a glass door that opens onto the sidewalk.

What you have today

3	Mall studios, 2,400 square feet each, inside the corridor
Next day	Test drives booked for another visit from a car parked off site
Dock	Handovers in a loading dock behind the mall

What the corner gives you

23,590	People walk past the glass on a weekday, by our own count in September
Curb	Drives start at the Ninth Street bay, with 12 charged cars one level down
Street	Handovers behind a glass door, in full view of the sidewalk

Watch the corner for a *whole day.*

Drag the hour. The sun moves, the people and traffic follow our count from two weekdays in September, and the glass comes on at dusk.



▶ Play the day

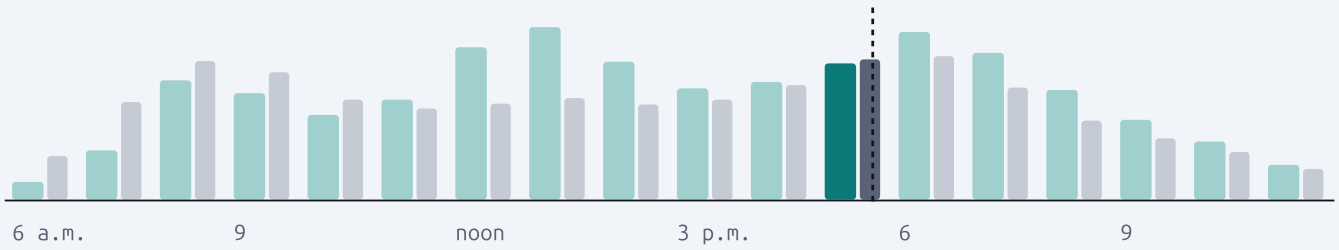
6 a.m. 9 noon 3 p.m. 6 9 11 p.m.

5:45 p.m.
On the corner

1,690
People walking past this hour

1,740
Cars driving past this hour

Golden hour on the boulevard
15,770 people have walked past the glass so far today



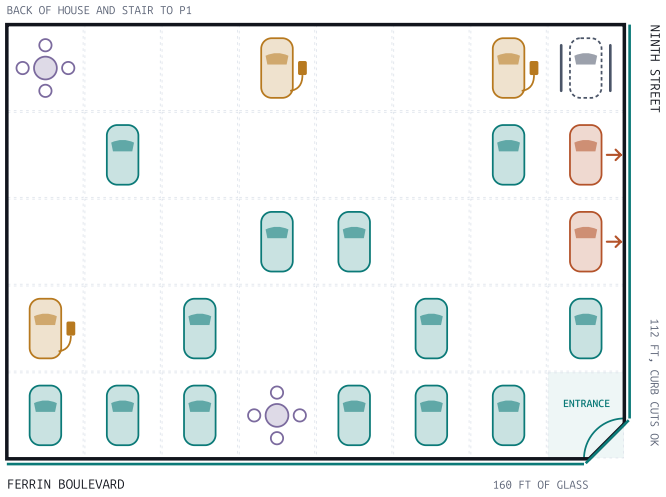
People walking past · Cars driving past · Tap a bar to jump to that hour

Lay out the floor, then look at it *from the street.*

11:30 a.m. 18,000 square feet, 160 feet of glass on Ferrin Boulevard, 112 on Ninth Street

Pick a piece, then tap the plan. Tap a square again to clear it. The strip under the plan redraws the frontage so you see what someone walking past would see.

Display car · Delivery bay · Service drop-off · Charging bay · Configure lounge



Start from · Our layout · Most cars in the glass · Most handovers · An empty floor



Ferrin Boulevard on the left, the corner entrance, then Ninth Street. Drawn at noon.

Glass with a car behind it	143 ft
Cars on display	16
Handovers a week	28
Service drop-offs a day	8
Charging points	14
Seats for configuring a car	12

From the boulevard, someone walking past sees 6 cars in a row behind 140 feet of glass. On Ninth Street, 2 handovers can happen at once behind a glass door.

From an empty lot to *opening night.*

November 2026 to November 2028. Scroll to build it.

Nov 2026	The lot today, behind a hoarding with your name on it
Feb 2027	Piles and foundations, crane up
Jun 2027	The frame rises, a floor every five weeks
Apr 2028	Brick and glass close the building in
Jul 2028	The shell is yours, keys handed over
Aug to Oct 2028	Your fit-out, cars and signs go in
Nov 2028	Opening night on the corner



Opening night

November 2028

Four sign-offs, *four questions.*

Each of you asked us one thing on the first call. Here are the answers, worked through with your own numbers where you gave them.

P

Priya

Head of Retail

Will people walk in?

M

Marcus

Head of Real Estate

Where are the exits?

H

Helen

Chief Financial Officer

What does it cost per car?

I

Ines

Head of Brand and Design

Will it look like us?

Will enough people *walk in* to make a flagship pay?

Priya, Head of Retail

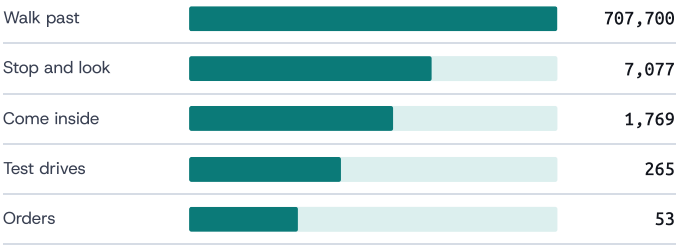
Our count gives the people who walk past. The four rates below are yours to set, since you know your studios better than we do. We started them at cautious figures, and orders here are compared with your best mall studio.

Stop and look in — 1 percent

Come inside — 25 percent

Book a test drive — 15 percent

Order after a drive — 20 percent



A month, bars on a log scale so the last steps stay visible.

53

Orders a month at the corner

12

Orders a month at your best mall studio, from your brief

Weekend counts run higher than weekdays. We used the weekday count for every day of a 30-day month.

What are we tied to, and *where are the exits?*

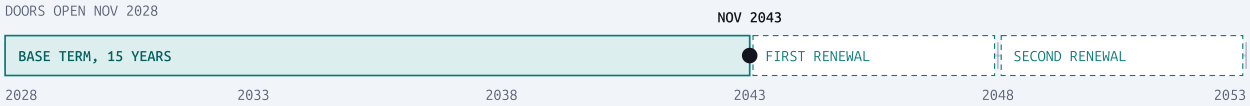
Marcus, Head of Real Estate

Fifteen years from the day the doors open, with a way out at year ten and two ways to stay longer. Switch them on and the term redraws, with the exit cost worked from the fit-out allowance you've chosen in the price.

Leave at year ten

Take the first renewal

Take the second renewal



Nov 2043

The last day you're committed to

15 years

On the corner in total

No fee

Nothing owed at the end of the term

What does the corner cost us *per car sold?*

Helen, Chief Financial Officer

Your three mall studios cost about $3,500 in rent for every car they sell, by the figures in your brief. Set how many cars this store sells and the price, and the corner's rent follows whatever you've kept in the price below.

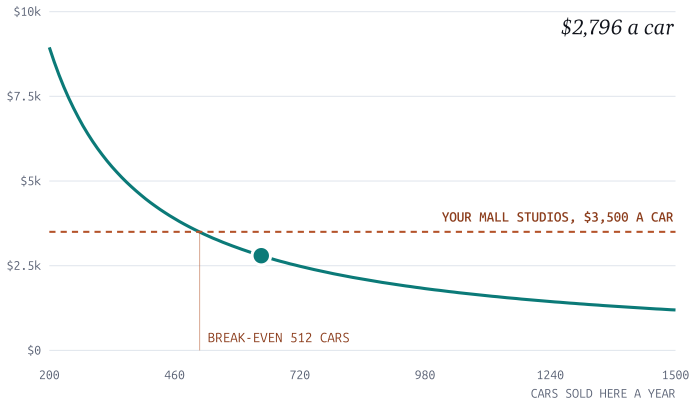
$2,796

Rent per car sold, in a full year at today's configuration

4.1 percent of sales

Cars sold here a year **640**

Average price **$68,000**



Can it look like Vellum and *nothing like a dealership?*

Ines, Head of Brand and Design. Drawn at 9 p.m.

The storefront is yours to specify inside the building's design code. Change the signs, the glass and the light, and the corner redraws at night. Your choices carry through every drawing on this page.



Name on the storefront

Halo letters | Etched in the glass

- Allowed by the building's design code

Corner signs

Blade and roof | Blade only | Neither

- Roof letters need a city sign variance

Glass panes

20 ft wide | 10 ft wide

- Low-iron panes, 13 feet tall, our longest lead item

Light after dark

Warm | Neutral | Cool

- Allowed all night

6:30 p.m.

The rent, *line by line.*

One base lease, the same in every version. Five lines sit on top, and each one can go on its own.

The base lease

$26,609,073
Over 15 years

18,000 square feet at $84 a square foot a year, rising 2.5 percent each year, with the first four months free. Storefront signs, the double-height shell, and your own entrance on the corner are part of it.

Fit-out allowance, $2,700,000

$2,582,000
$144,000 a year to start

Orchard Row pays $150 a square foot toward your fit-out the day the shell is handed over. You repay it in rent at $8 a square foot a year.

Delivery bay on Ninth Street

$516,000
$28,800 a year to start

A double-height bay with its own curb cut and a glass door, so handovers and test drives start at street level.

Test-drive spaces with chargers

$904,000
$50,400 a year to start

Reserved spaces on P1 beside the showroom stair, each with its own charger, at $350 a space a month.

− 12 spaces +

Corner signage rights

$646,000
$36,000 a year to start

A lit blade sign on the corner and letters on the roof line, the two signs the whole boulevard sees.

Car brand exclusivity

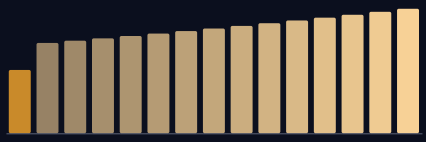
$323,000
$18,000 a year to start

No other car or e-bike brand can lease retail space in the building for the full term.

Rent over 15 years

$31,579,803

From month five, $149,100 a month



Year 1, $1,285,000 — Year 15, $2,528,000

We'd keep all five. If one goes, let it be exclusivity, because the bay next door is planned as a grocer.

Sign the letter of intent | Download PDF

The lease in *plain words.*

8:00 p.m. What the lawyers will write, said the way we'd say it across a table

Fifteen years from opening

The term starts the day your doors open, so construction delays never eat into your years on the corner.

Rent rises 2.5 percent a year

Fixed for all fifteen years. No market reviews, so Helen can model it today and it stays true.

Late keys cost us

If the shell isn't yours by August 1, 2028, every late day earns you two days of free rent.

Two ways to stay

Two five-year renewals at 95 percent of the market rent then, your call each time, with a year's notice.

One way out

At year ten you can leave by paying back the unused fit-out allowance plus six months of rent.

The glass is yours after dark

You set the hours. The showroom can stay lit until 1 a.m. under the building's lighting plan.

Four things we *don't know yet.*

Each one has a date and a fallback, so none of them can surprise you.

1 **The curb cut on Ninth Street needs the city's sign-off.**

We filed in September and the transportation department decides by March 2027. If it says no, handovers run from garage level P1 and the delivery bay line comes off your rent.

Decision due March 2027

2 **Roof-line letters need a sign variance.**

The blade sign is allowed as things stand. The roof letters go to the zoning board with your approval of the design. If they're refused, the signage line drops by $12,000 a year.

Hearing after you approve the design

3 **Garage chargers wait on a transformer.**

The utility has scheduled the upgrade for spring 2028. If it slips, we lend you a mobile charging unit until it's in, at our cost.

Utility date April 2028

4 **Service drop-offs live under apartments.**

Residents above mean drop-offs happen between 7 a.m. and 10 p.m. We think that covers your service day. Tell us if it doesn't.

Yours to confirm



Initial the letter tonight, and the corner is *held for you.*

The letter of intent holds the space and these terms for 60 days while both sides' lawyers draft the lease. It doesn't commit you to rent.

`Theo, Orchard Row's leasing director, counter-signs within two working days.`

Priya Head of Retail, Vellum Motors	Initial
Marcus Head of Real Estate, Vellum Motors	Initial
Helen Chief Financial Officer, Vellum Motors	Initial
Ines Head of Brand and Design, Vellum Motors	Initial

The letter holds

$31,579,803

Over 15 years, with all five lines

Send the initialed letter to Theo | Download PDF

Orchard Row Developments for Vellum Motors. Ferrin Boulevard and Ninth Street.

A Closewell Studio example. We never share client details, so this proposal is a mockup of how we design.

Want one built for your deal? Start a proposal