

First Washington Realty Cedar Park Shopping Center

Town of Vienna Board of Architectural Review Work Session

December 8, 2017



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Project Goals

- High-impact 'Branding' of Cedar Park Shopping Center to Improve Curb Appeal
- Increase Visibility of All Tenants
- Improve Customer Experience, from Street and Parking Area
- Improve Accessibility

Existing Conditions

Physical Constraints

- Topography of Existing Site – ‘A Shopping Center in a Hole’
- Large Parking Lot / Minimal Landscaping – ‘Great Lake of Parking’
- Challenging Tenant Spaces
- Low Ceiling Heights
- ‘Invisible’ Retail Spaces
- 2nd Floor Office Space
- Storage / Light Industrial-type Space

Existing Conditions

Location / Street Map

Cedar Park is Located in the Corner of the Town of Vienna – 1.5 Miles from Maple Avenue



Existing Conditions

Location / Street Map



Existing Conditions

Lease Plan

Complex Leasing Plan

- 55,000 SF Retail
- 10,000 SF 2nd Floor Office
- 10,000 SF Basement / Storage
- 7,000 SF Light Industrial



Existing Conditions

- Cedar Park sits “in a hole”, well below grade of Cedar Lane and Park Street and well below the tree line
- “Sea of parking” is uninviting to pedestrians and to the community
- Small shop tenant signage is small and poorly lit with inadequate color contrast



Existing Conditions

Property Condition



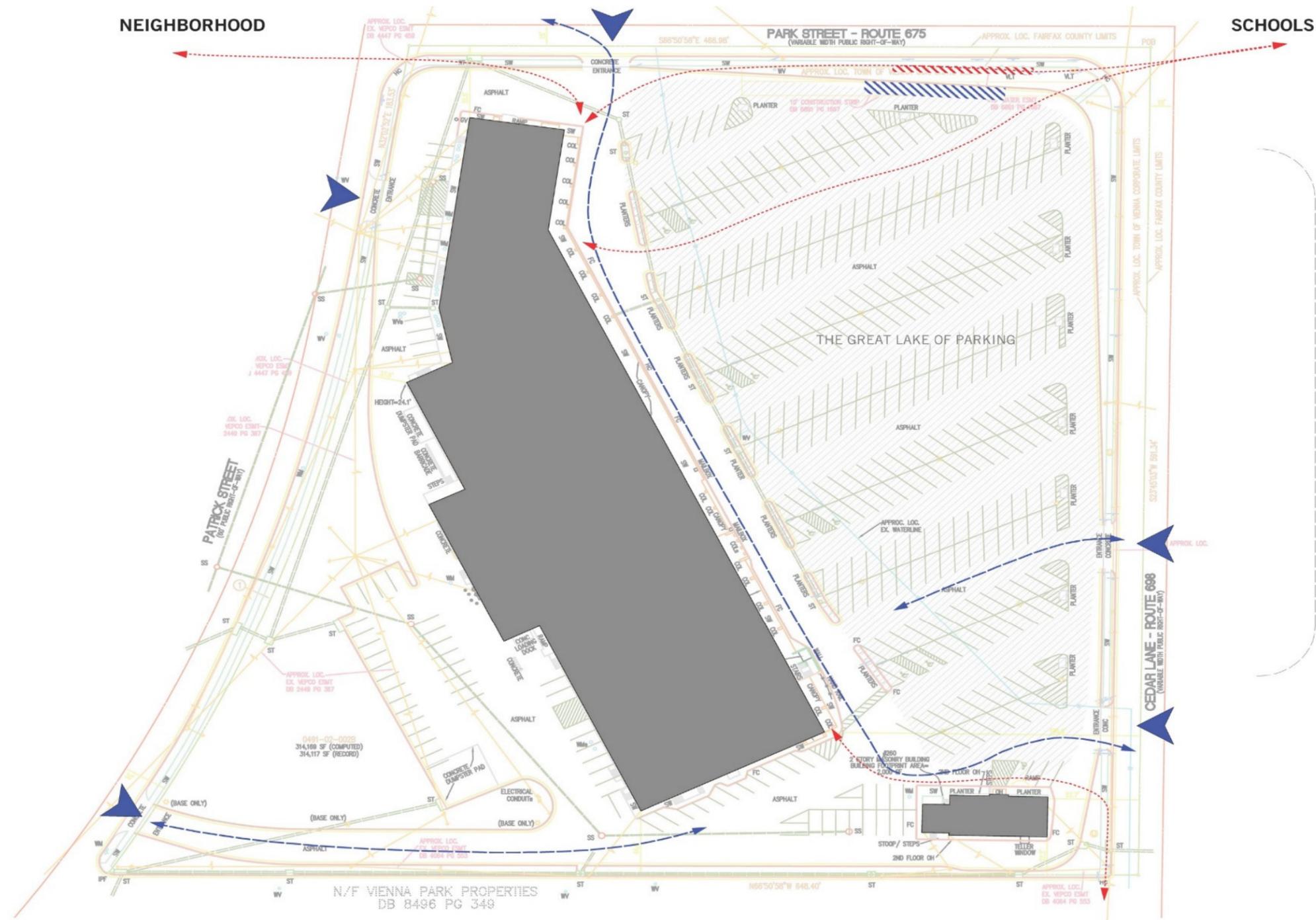
Existing Conditions

Property Condition



Existing Conditions

ALTA Survey



THE PRIMARY VISUAL IMPRESSION IS THAT THERE IS PLENTY OF PARKING AND NOT MUCH ELSE.

VEHICLES
PEDESTRIANS

Design Goals

- Build Upon Existing Architectural Style and Building Materials
- Draw Inspiration From Iconic Design Elements Commonly Found and Used at Classic Properties Throughout Our Area
- Artfully Blend These Distinctive Design Elements to Form a Unique and Distinctive Environment
- Provide an Improved Small-Town Feel to Better Integrate into the Town of Vienna
- Leverage Common Area Upgrades to Enhance Accessibility and Curb Appeal

Design Inspiration

Branding Logo & Façade Art



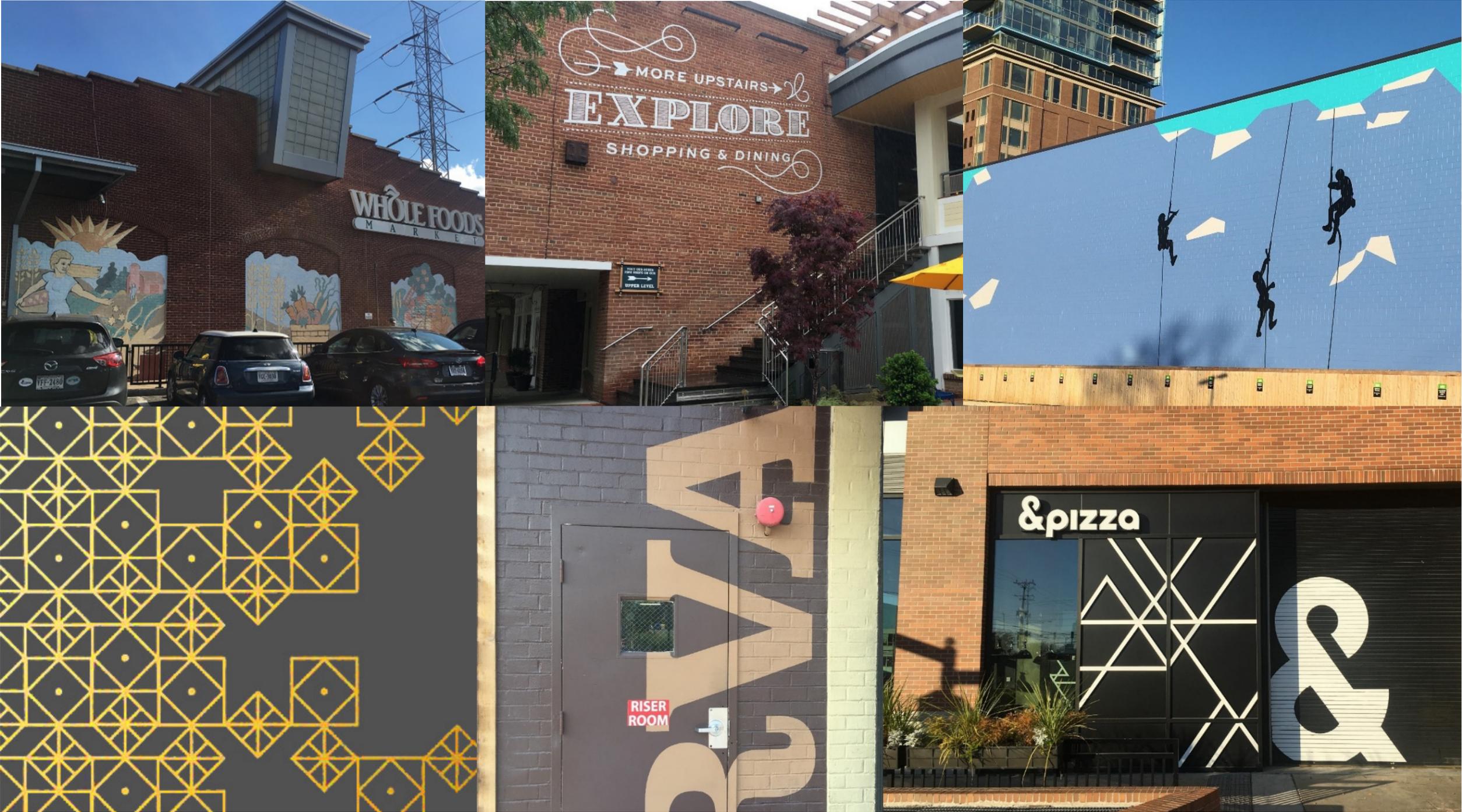
Design Inspiration

Branding Logo Examples



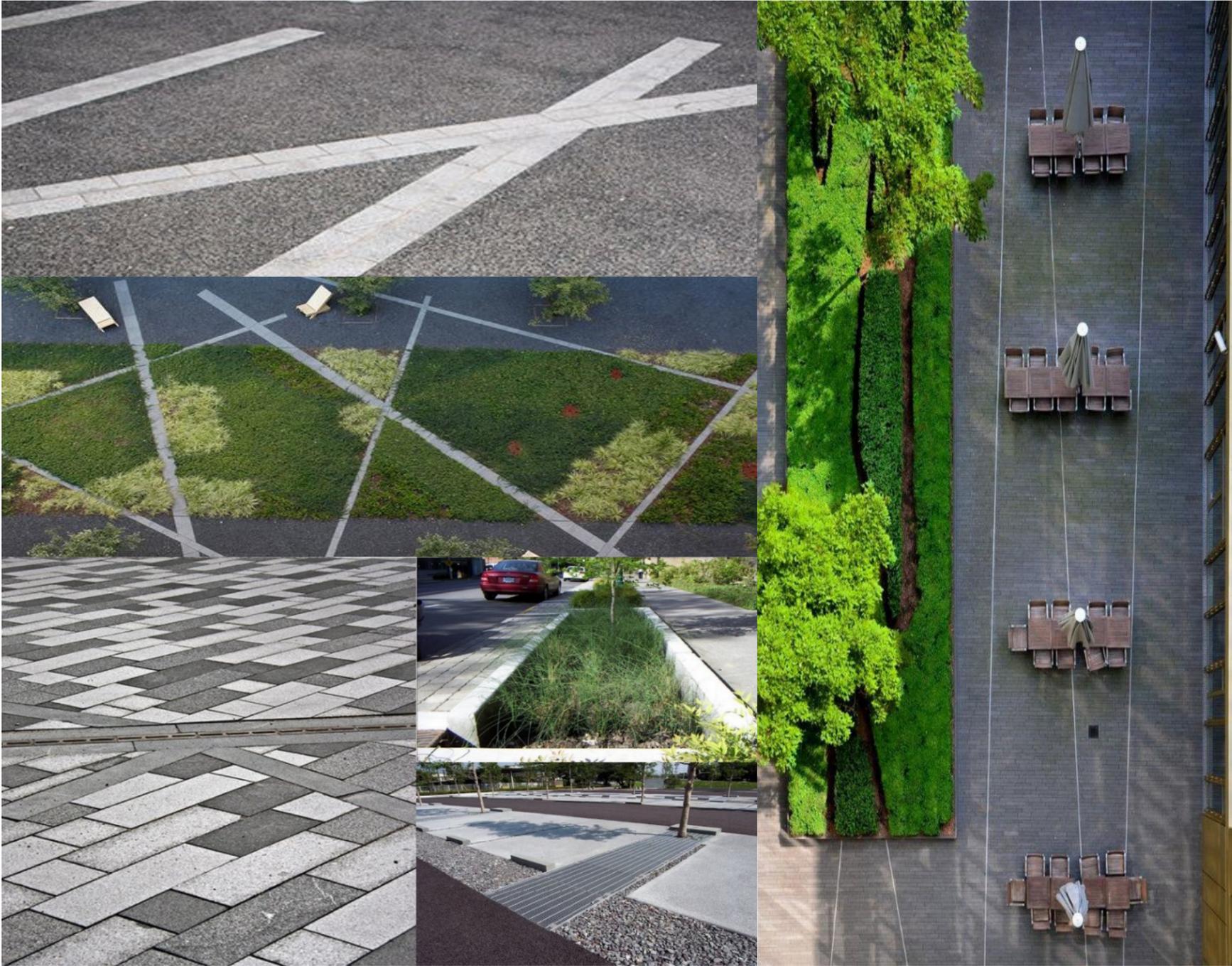
Design Inspiration

Façade Art



Design Inspiration

Site Improvements – Less Paving, More Friendly Materials



Project Scope Goals

- **Accessibility**
 - Replace / Regrade ADA Parking Spaces
 - Improve Path of Travel
 - Install Curb-less Sidewalks Adjacent to Storefront
- **Signage**
 - Replace Pylon with New Monument Signage at the Intersection of Cedar & Park
 - Enhance Tenant Signage on Building Façade
 - Create Memorable Branded Signage “CEDAR PARK”
- **Façade**
 - Enhance Tenant Sign-band “Better Visibility” Contrasting Colors
 - Color to Enhance Visibility of Retail Spaces
 - Stencils on Standing Seam Roof
 - Branding “Cedar Park” Logo under Canopy
 - Art Work on Blank Façades – ex. Side of Building along Park Street and Rear of Property
- **Landscaping**
 - Add Landscape Islands along Drive Access Lane and at the Perimeter of Parking Lot
- **Second Floor Offices**
 - Upgrade Elevator / Stairway
 - Create Entrance Vestibule
 - Signage

Design Concept – Our Vision



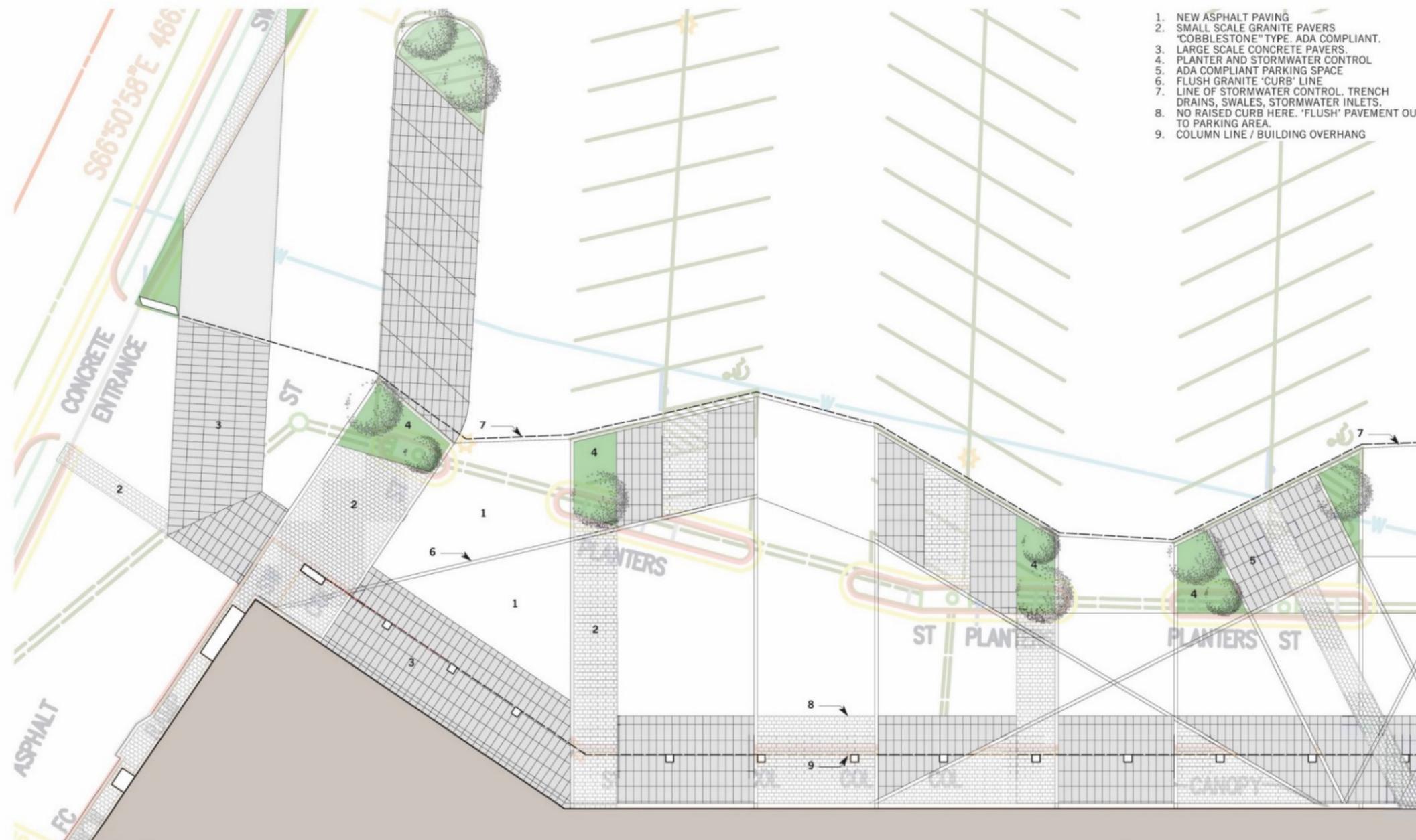
Site Improvements

Enhanced Accessibility and Improved Pedestrian Experience



Site Improvements

Enhanced Accessibility and Improved Pedestrian Experience



Building Improvements Conceptual Rendering

View from Cedar Lane



Building Improvements Conceptual Rendering

View from Corner of Park Street & Cedar Lane



Street View Photo is Taken from 8'-10' in Air

Building Improvements Conceptual Rendering

View from Cedar Lane



Street View Photo is Taken from 8'-10' in Air

Building Improvements Conceptual Rendering

View from Cedar Lane



Street View Photo is Taken from 8'-10' in Air

Building Improvements Conceptual Rendering

View from Cedar Lane



Street View Photo is Taken from 8'-10' in Air

Tenant Signage

Simple, Bright, High Visibility

Existing



Updated

