

Cedar Park Shopping Center

Town of Vienna Board of Architectural Review

November 30, 2018



Table of Contents

Project Goals	3
Existing Conditions	4
Design Vision	11
Site Improvements	24

Project Goals

- Improve customer experience, from street and parking area
- Address accessibility
- Increase visibility of all tenants
- Enhance signage to improve curb appeal

Existing Conditions

Physical Constraints

- Topography of existing site in relation to adjacent right of way
- Large parking lot / minimal landscaping
- Challenging tenant spaces with low ceiling heights
- 'Invisible' retail spaces
- 2nd floor office space

Existing Conditions

Location / Street Map



Cedar Park is located at the corner of Cedar Lane and Park Street – 1.5 miles from Maple Avenue

Existing Conditions

Location / Street Map

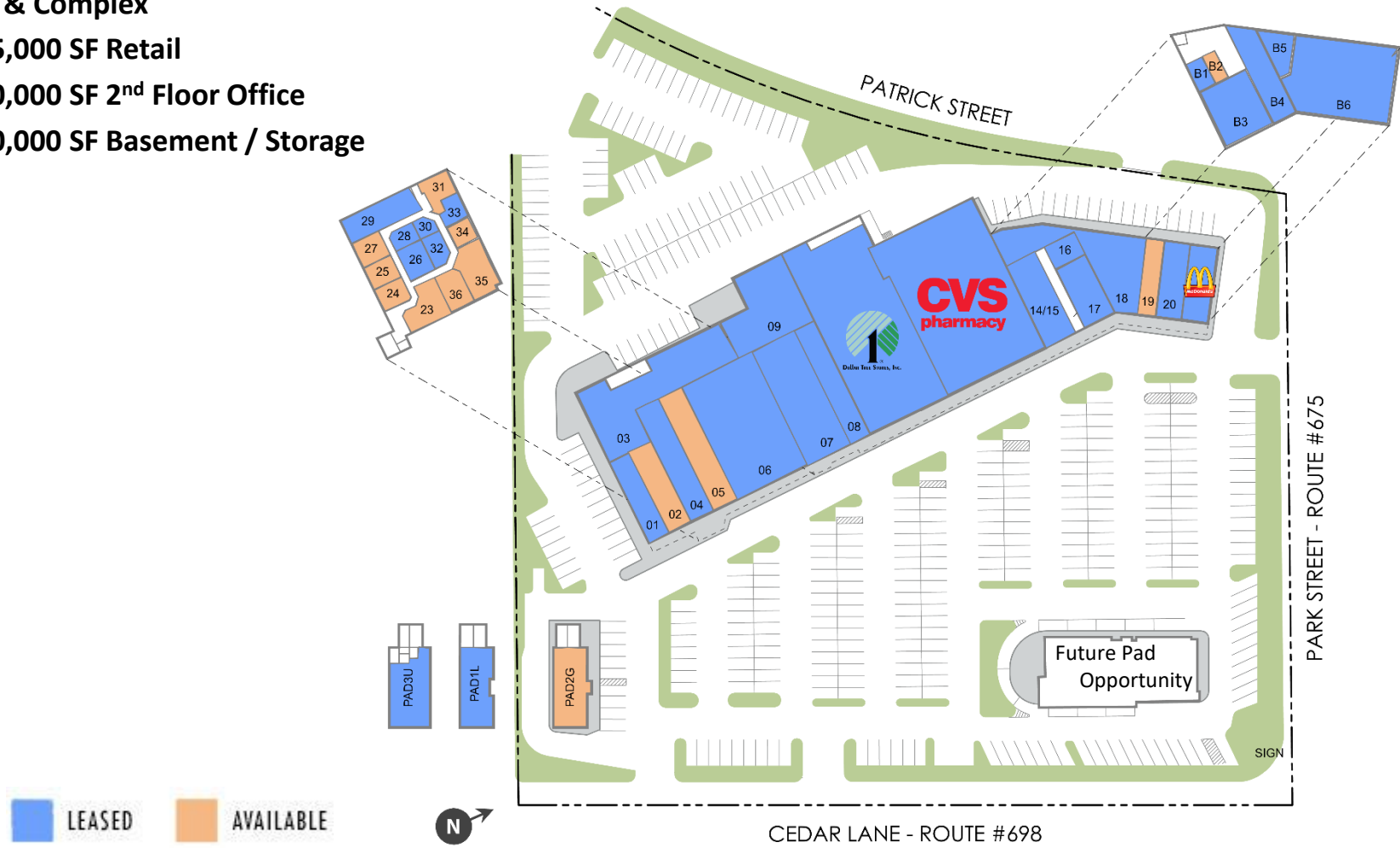


Existing Conditions

Lease Plan

Varied & Complex

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



Existing Conditions

- Cedar Park sits below grade of Cedar Lane and Park Street
- Parking layout could be more inviting
- Tenant signage should be improved: lighting, visibility, color



Existing Conditions



Existing Conditions



Design Vision

- Create an **improved small-town feel**
- **Build upon existing** architectural style and building materials
- Enhance **accessibility**
- Draw **inspiration** from **classic** design elements
- Forge a **unique and distinctive** environment

Design Vision

Project Direction

- Façade
 - Color and textures to increase visibility of retail spaces
- Accessibility
 - Relocate ADA parking spaces for an improved path of travel
- Signage
 - Renovate pylon at the intersection of Cedar & Park
 - Improve tenant signage for better visibility
 - Enhance signage for second floor offices
- Landscaping
 - Landscape islands along drive access lane and at the perimeter of parking lot
 - Bio-retention islands
 - Plantings and trees

Design Vision

Proposed view from office and pad



Design Vision

Proposed view from Park Street



Design Vision

Proposed view from Park Street entry



Design Vision

Proposed view from Cedar Lane



Design Vision

Proposed view from corner of Park Street & Cedar Lane



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

Design Vision

Proposed view from Cedar Lane



Design Vision

Proposed view from Cedar Lane



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

Design Vision

Proposed view from Cedar Lane



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

Tenant Signage

Simple, Bright, High Visibility

Existing



Proposed



Pylon Signage

Simple, Bright, High Visibility

Same height / width as existing sign



Existing



Proposed

Proposed Design Materials

Façade Materials



KNOTWOOD
HICKORY



CONCRETE
WHITE



STO
DARK BROWN 32243



STO
WARM GRAY 37110



INDUSTRIAL LOUVERS INC.
DARK BRONZE



METAL-ERA
WEATHERED ZINC



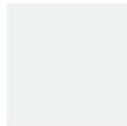
SHERWIN WILLIAMS
CAVIAR SW-6990



SHERWIN WILLIAMS
HONED WHITE SW-7106



MCBI - SHADOWRIB
MEDIUM BRONZE

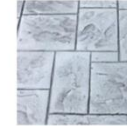


MCBI - ARTISAN
POLAR WHITE



METALWERKS OR MAPES
DARK BRONZE

Hardscape Materials



STAMPED
CONCRETE



BELSON
CURVED BACK PARK BENCH



BELSON
AURORA SERIES 3'x3' PLANTER



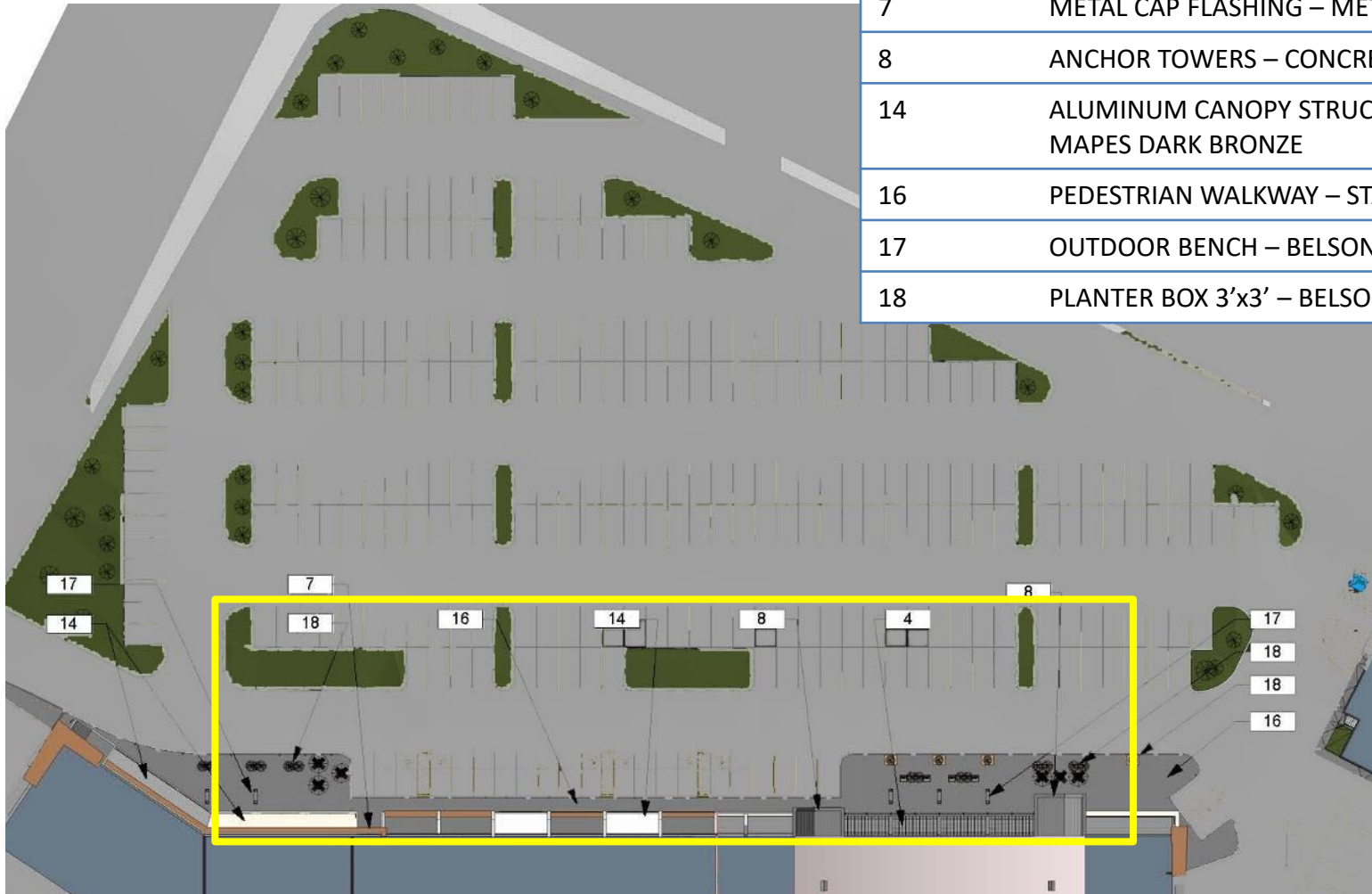
RELIANCE FOUNDRY
R-7576 PEDESTRIAN BOLLARD



SPRING CITY ELEC
HANCOCK LIGHT POST

Proposed Site Improvements

KEY VALUE	KEYNOTE LEGEND
4	BRANDING ELEMENT – INDUSTRIAL LOUVERS, INC. (VERTICAL SUN SHADE) DARK BRONZE
7	METAL CAP FLASHING – METAL ERA DARK BRONZE
8	ANCHOR TOWERS – CONCRETE WHITE
14	ALUMINUM CANOPY STRUCTURE – METALWERKS OR MAPES DARK BRONZE
16	PEDESTRIAN WALKWAY – STAMPED CONCRETE
17	OUTDOOR BENCH – BELSON CURVED BACK PARK BENCH
18	PLANTER BOX 3'x3' – BELSON AURORA SERIES



Proposed Site Improvements: Placemaking



KEY VALUE	KEYNOTE LEGEND
4	BRANDING ELEMENT – INDUSTRIAL LOUVERS, INC. (VERTICAL SUN SHADE) DARK BRONZE
7	METAL CAP FLASHING – METAL ERA DARK BRONZE
8	ANCHOR TOWERS – CONCRETE WHITE
14	ALUMINUM CANOPY STRUCTURE – METALWERKS OR MAPES DARK BRONZE
16	PEDESTRIAN WALKWAY – STAMPED CONCRETE
17	OUTDOOR BENCH – BELSON CURVED BACK PARK BENCH
18	PLANTER BOX 3'x3' – BELSON AURORA SERIES