



ICSC
Global
Awards
U.S. Design
& Development

ICSC U.S. Design & Development Awards



2016 Winners

ICSC United States Design and Development Awards 2016 Winners

The ICSC U.S. Design and Development Awards honor and recognize the premier design and development trends of retail projects, new developments, renovation and expansion projects, and retail store design within the U.S. These awards provide information and insight to the entire industry on what it takes to achieve the highest level of recognition in design and development within the U.S., while being a distinguished addition to the other design awards currently offered by ICSC.

Winners of the 2016 U.S. Design and Development Awards, along with winners from other regional design and development programs offered by ICSC, will automatically be entered into ICSC's Global Design and Development Awards competition, the VIVA (Vision, Innovation, Value, Achievement) Awards and are eligible to be named "The Shopping Center of the Year" or the "Best Sustainability Project." ICSC's VIVA Best-of-the-Best Awards honor and recognize the most outstanding examples of shopping center design and development, sustainability, marketing, and community service worldwide. The winners of the VIVA Best-of-the-Best Awards are announced during RECon, ICSC's annual convention in Las Vegas, Nevada.



RENOVATIONS/EXPANSIONS

COMMENDATION

Fayette Mall Lexington, Kentucky

Total Retail Space: 1,352,870 sq. ft.

Number of Stores: 154

Development Company/Owner:

CBL & Associates Properties, Inc.

Design Architects: KA Architecture

Production/Executive Architects: Craig Wasserman

General Contractors: Graycor Construction

Management/Leasing/Finance Company:

CBL & Associates Properties, Inc.

Fayette Mall opened in 1971 and, in recent years, has become one of the most productive properties in the CBL & Associates Properties (CBL) portfolio. The center has always maintained full occupancy, to the point that it had become problematic; the mall could not accommodate the retailers that the market demanded, such as The Cheesecake Factory and H&M.

When Fayette Mall expanded in 1993, adding a South Wing, Sears became a pass-through between the North and South Wings, which caused customers to perceive Fayette as not one mall, but two. For over 10 years, the mall team struggled to maintain a cohesive image and keep traffic flowing between the North and South malls. CBL's proactive decision to purchase Sears and redevelop the space would solve numerous problems and would give CBL's leasing team the global leasing area it needed to bring in new, higher-end tenants in order to remain competitive in the marketplace.

Crews removed portions of the second floor of Sears to open views to H&M's upper level. This project capitalized on the opportunity to enhance the entire exterior of the Sears box by adding outward-facing shops and restaurants and create an outdoor common area where shoppers could gather. The addition of exterior facing shops created a streetscape atmosphere and gave CBL the opportunity to bring in names like The Cheesecake Factory, Kinnucan's, and Chipotle.

Inside, designers enhanced the ambience with a baby grand player piano, vibrant artwork, and colorful banners on light poles and at entrances. A "middle anchor" provides open space for events, performances, and Santa's visit. Charging stations have proven to be an appreciated customer service.

Between re-use of the Sears space, the influx of new shops and better customer amenities, Fayette Mall continues to be a highly profitable retail center.



RENOVATIONS/EXPANSIONS

COMMENDATION

Springfield Town Center Springfield, Virginia

Total Retail Space: 1,300,000 sq. ft.

Number of Stores: 118

Development Company: Vornado / PREIT

Owner: PREIT

Design Architects: JPRA Architects & 505Design

Production/Executive Architects: JPRA Architects

Graphic Designers: 505Design

Lightning Designers: The Lighting Practice

Landscape Architects: Christopher Consultants, LTD

General Contractors: Whiting-Turner, Inc.

Management/Leasing Company: PREIT

Springfield Town Center is a super-regional, enclosed mall in Fairfax County, Va., a densely populated, wealthy community outside Washington, D.C. The mall opened in 1973 and became a premier shopping center in the region. Over the years, following lack of investment in the property, the mall lost its traction with customers, who were gravitating to other destinations. Redevelopment began in 2012. While the center's department stores remained opened throughout the project, the two-level enclosed mall was shuttered, demolished and completely rebuilt.

The property was brought up to a new standard, combining several uses into one environment with new aesthetics and finishes suited to attract a sophisticated clientele. The shopper experience was completely enhanced with a luxury movie theater, fitness center, destination dining, entertainment offerings, off-price retailers, fast fashion purveyors, junior box, lifestyle tenants, and high-quality small shops. New shopper-friendly amenities brought comfort to consumers – including soft-seating areas, charging stations, children's play areas, same-day delivery, package stow, and valet parking.

When the property reopened in October 2014, it was received with fanfare by the community, shoppers, and media. Another three million sq. ft. of developable land has been approved with future phases to include office, residential units, hotel space, and additional retail over the coming decade.



RENOVATIONS/EXPANSIONS

GOLD AWARD

**Dining District
Roosevelt Field
Garden City, New York**

Total Retail Space: 2,298,351 sq. ft.
Number of Stores: 300

Development Company/Owner: Simon
Architects and Graphic Designers: CallisonRTKL
Lightning Designers: Bliss Fassman
Landscape Architects: Mahan Rykiel Associates
General Contractors: VCC
Management/Leasing/Finance Company: Simon

Roosevelt Field’s Dining District features 17 quick service restaurants covering 50,000 sq. ft. and has over 1,200 seats, making it one of the largest retail food areas in the U.S. The food offerings include different cuisines from around the world, appealing to the nearly one-third of shoppers who come to Roosevelt Field from outside its trade area. Many successful Manhattan restauranteurs are making their first Long Island appearance at the new food court.

The dining district at Roosevelt Field brings new design ideas to the deconstructed environment. Elimination of overhead bulkheads and new cross-circulation fully integrates the tenant with the consumer. The dining district’s retro designs are married with contemporary flavor, to bring a richness that attracts the latest in food experiences as well as honoring the character of the original food courts. Classic columns “burst” in unique ways, exposing fresh bold colors that bring shoppers’ eyes to geometric ceilings washed with light. Unique custom furniture offers stylized retro seating areas for both communal and personal dining experiences. The outdoor winter garden offers lush “green walls” and lounge seating that blend seamlessly with the indoors, through an almost invisible glass wall.

While visiting the super-regional mall, diners are able to enjoy their meal al fresco on the outside patio and use a complimentary Wi-Fi network. Other amenities include banquette and communal table furnishings, family restrooms, and 38-foot vaulted ceilings that are sun-drenched with natural light most days.



RENOVATIONS/EXPANSIONS

COMMENDATION

St. Johns Town Center Jacksonville, Florida

Total Retail Space: 871,200 sq. ft.

Number of Stores: 134

Development Company/Owner: Simon

Design/Production Architects: Bartlett Hartley and Mulkey Architects PA

Graphic Designers: 505 Design

Lightning Designers: The Lighting Practice

Landscape Architects: Foster Conant and Associates

General Contractors: VCC

Management/Leasing Company: Simon

St. Johns Town Center is the premier shopping destination for Greater Jacksonville. With the already successful super-regional center, Simon and BHM sought to respond to market demands for higher-level retail and build an addition (Phase III) to complement the arrival of the new Nordstrom department store. The project centered around a pedestrian plaza featuring a linear reflecting pool with spa quality seating, a lush landscape, and an open green space. This new expansion serves as a place to shop, gather, and enjoy for all who visit, live, and work in the area.

The main challenge of the expansion was to transform an existing street into a pedestrian shopping court. BHM saw the need to create a new sense of place with a modern feel while respectfully tying into the existing fabric. The concept of Coastal Modern grew from a study of the local context. The coastal architecture, which utilizes wood and metal detailing to contrast against white stucco building forms, was applied not only to the buildings, but within the site, structures, and signage as well.

Movement of light and patterns by day and night added to the design. Designers used reflective recycled glass pavers to sparkle in the sun; at night, LED lights brighten them. Integrated recessed LED bands are built into the building facade to draw attention. Custom canopies made of steel, wood, and fabric offer shade for patrons' comfort. A large concrete and steel structure with a fabric canopy, spa quality furnishings, and an 80-foot edgeless reflecting pool soften the often hard Florida climate while providing lavish shaded gathering areas. Lush, indigenous landscaping further enhances the courtyard.

The design of Phase III helped to grow St. Johns Town Center in a way that is both respectful to the existing context but also moves St. Johns into the upper echelon of retail destinations.



RENOVATIONS/EXPANSIONS

COMMENDATION FOR SUSTAINABLE DESIGN GOLD AWARD

Tysons Corner Center McLean, Virginia

Total Retail Space: 2,441,919 sq. ft.

Number of Stores: 271

Development Company: Macerich, Hines (office co-developer), Kettler (residential co-developer) and Woodbine (hotel co-developer)

Owner: Macerich and Alaska Permanent Fund Corporation (APFC)

Design Architects and Graphic Designers: CallisonRTKL

Lightning Designers: Bliss Fasman, Inc. (Office, Hotel and Plaza) and Coventry Lighting (Residential)

Landscape Architects: Sasaki Associates (Hotel/Plaza), Rios Clementi Hale Studios (Plaza Concept Architect), Rhodeside & Hardwell (Residential/Office Tower)

General Contractors: HCB Construction (Office Tower, Hotel and Plaza), Donahoe Construction (Residential Tower)

Management Company: Macerich

Leasing Company: Macerich (retail), CBRE (office), Kettler (residential)

Macerich partnered with CallisonRTKL to amplify the success of Tysons Corner Center regional mall by master-planning one of the nation's signature new mixed-use communities. Phase 1 incorporates an office tower, residential high-rise, and hotel – all linked by an outdoor plaza that creates a 24/7 vertical, walkable, sustainable urban hub with a vibrant energy for residents, office workers, shoppers, and visitors. Construction was timed to coincide with the opening of the new Metrorail Silver Line, with its dedicated Tysons Corner stop connecting Tysons Corner Center and Phase 1 to the entire Washington, D.C. metro area. Concurrent with Phase I construction, Macerich renovated approximately 75% of the existing mall interior concourse, replacing finishes from the 1980's vertical expansion of the mall. The project's art-filled and lushly landscaped 1.5-acre elevated plaza, built over the mall ring road, serves as a magnificent setting for concerts, movies, festivals, and other social and cultural activities, which are in great demand in this burgeoning part of Northern Virginia. The reimagining of prime space adjacent to a successful, regional mall to incorporate important new uses and vertical density, along with the shared public space and outstanding access to transit, has repositioned Tysons Corner Center as an exemplary mixed-use project. Beyond building the new towers and elevated plaza, Macerich also sought to make the shopping center and site more porous and pedestrian-friendly. The experience of walking through the Center has always been active and interesting, but the exterior was designed for an automobile-driven experience. Creation of Phase 1 allowed the design and development teams to add sidewalks and multipurpose trails around the site (with more to come in future phases of development). Tysons Corner Center today is a much friendlier place for pedestrians and for visitors arriving by bike.



RENOVATIONS/EXPANSIONS

COMMENDATION

Westlake Plaza
Westlake Village, California

Total Retail Space: 226,798 sq. ft.

Number of Stores: 91

Development Company/Owner: Regency Centers

Architects: CallisonRTKL

Graphic Designers: Regency Centers

Lightning Designers: Oculus Light Studio

Landscape Architects: LRM Landscape Architecture

General Contractors: WE O'Neil

Management/Leasing/Finance Company:
 Regency Centers

Built in the 1970s, Westlake Plaza needed rehab and overall improvements. Rather than tear down the charming neighborhood center, the developer and design team chose to enhance its inherent “Early California Elegance” look and feel. Local demographics supported the renovation of the center – the trade area has a daytime population of 73,334, an average household income of more than \$130,000, and median home value of more than \$900,000.

Designers kept the climate and community in mind throughout their work. By incorporating indigenous stone, heavy timber shade trellises, custom fixture work, lush landscaping, and native oaks, the center now provides residents of this affluent outer suburb of Los Angeles with a comfortable, convenient, relaxed lifestyle destination that features exceptional retail and dining options.

The center has a strong focus on food and grocery. With grocery stores like Gelson’s, VONS, and Sprouts, no grocery list is too challenging for the Westlake Plaza customer. While it may be unusual for one shopping center to feature three grocery concepts, the reality is that shoppers often visit multiple stores to meet their daily and weekly needs. The grocery anchors are complemented by lifestyle retailers such as cycling and yoga centers and a hair salon, providing shoppers with a one-stop destination amid surroundings inspired by the great outdoors.



NEW DEVELOPMENTS

GOLD AWARD

Avalon Alpharetta, Georgia

Total Retail Space: 368,000 sq. ft.

Number of Stores: 70

Development Company: North American Properties
Owner: Prudential Financial

Design Architects: Wakefield Beasley & Associates /
Dwell Design Studio

Production or Executive Architects: Wakefield Beasley
& Associates / Dwell Design Studio

Graphic Designers: Huie Design, Inc.

Lightning Designers: Bliss Fasman

Landscape Architects: Site Solutions

General Contractors: Hoar Construction

Management/Leasing Company: North American Properties

Finance Company: Eastdil Secured

At 2.3 million sq. ft. and costing \$600 million, Avalon is one of the most ambitious projects in Atlanta's history and has established a new standard for all experiential mixed-use projects. The center successfully transforms a mound of Georgia red clay and unfinished parking structures (leftover from a stalled pre-recession project) into the South's first "urbanurb" — a walkable, urban experience in a suburban setting. Located in the heart of Atlanta's suburb of Alpharetta, one of the most affluent cities in America, Avalon combines a carefully curated retail mix with the region's best chef-driven restaurants to assure commercial sustainability and energize the street. Since opening in 2014, Avalon's success has transcended traditional benchmarks for new development. Phase I combines more than 368,000 sq. ft. of best-in-class retail, 105,000 sq. ft. of Class A office, 250 luxury multifamily residences and 101 single family homes. With an opening set for spring 2017, Phase II is under construction and will feature an additional 112,000 sq. ft. of retail, 276 multifamily residences, a 250,000-sq. ft. Class-A office tower and — coming in early 2018 — a 330-room Autograph Collection hotel and 65,000-sq. ft. conference center.

Since opening in October 2014, Avalon has become a mecca of shopping and dining and the center of the community, playing host to over 100 annual events that attract visitors, create memories, and establish lasting connections to the property. Avalon's seasonal ice rink has seen five marriage proposals and couples have even come back to take engagement photos because of the strong affection for the property. The project has also radically altered shopping patterns and the culinary landscape for consumers in Atlanta's northern suburbs, with many retailers and restaurants continuously exceeding sales goals. Avalon has made a lasting impact on Alpharetta, successfully setting a new standard for urban design in suburban cities. It has also established a new paradigm for living in North Atlanta, and its success has allayed widespread suburbanite concerns of high density, mixed-use communities. No longer is it necessary for residents to drive into the city for urban experiences. Avalon has become the unofficial town center of Alpharetta and its primary gathering place to create lasting memories with loved ones.



NEW DEVELOPMENTS

COMMENDATION

Downtown Summerlin Las Vegas, Nevada

Total Retail Space: 1,445,367 sq. ft.

Number of Stores: 128

Owner/Development Company:

The Howard Hughes Corporation

Design Architects: Altoon Partners/
Gensler/ELS Architecture

Management/Leasing Company:

The Howard Hughes Corporation

Finance Company: Wells Fargo

For nearly five years, a nine-story steel skeleton and other unfinished edifices stood silent on the site of what is now Downtown Summerlin, serving as a symbol of the struggling Las Vegas economy. The Howard Hughes Corporation took ownership of the unfinished site and knew changes would be needed to create a traditional mall concept. Re-imagined instead as a vibrant downtown, construction began in May 2013. Downtown Summerlin opened on October 9, 2014 as the nation’s largest retail development built since the recession. The development is at the heart of the acclaimed 22,500-acre Summerlin master-planned community in Las Vegas, at the base of the Red Rock Canyon National Conservation Area.

The 106-acre, 1.4 million-sq. ft. mixed-use development features over 125 stores and restaurants in an integrated open-air environment with entertainment, dining, shopping, a power center style marketplace, and a nine-story, Class A office building. Customers park on two decks or – appropriate to a “downtown” – on the street.

Downtown Summerlin offers a mix of regionally and nationally known brands, 25 of which are first-to-market retailers. In addition to the two anchor department stores, Macy’s and Dillard’s, the center boasts an expansive merchandising mix that one would expect to find in a traditional downtown setting including specialty food and grocery, health and beauty, home furnishing and housewares, sporting goods, entertainment, toys and gifts, personal services, technology and electronics, fashion, public spaces, and the largest concentration of quick and full-service dining located off the Las Vegas strip.

A grassy park in the complex serves many purposes. Second-floor tenants often use it to promote their stores, as when the yoga/pilates tenant holds weekly yoga classes in the park. Festivals and Saturday morning farmer’s markets use the park in warmer months, and in winter, the park hosts an ice rink.

Downtown Summerlin turned an unfinished project into a lively mix of retail and community life.



NEW DEVELOPMENTS

COMMENDATION

Easton Gateway District Columbus, Ohio

Total Retail Space: 583,000 sq. ft.

Number of Stores: 37

Development Company: Steiner + Associates/
The Georgetown Co.

Owner: Easton Gateway LLC

Architects: Dorsky + Yue International

Graphic Designers: Kolar

Landscape Architects: MKSK

General Contractors: Ruscilli

Management/Leasing Company: Steiner + Associates

Finance Company: Massachusetts Mutual Life
Insurance Company

Easton Town Center first opened in 1999 and was recognized as one of the first open-air mixed-use centers, setting the standard for place-making businesses. Fifteen years later as its desirable demographics continued to attract tenants, the center expanded with the 54-acre Gateway District incorporating 668,000 sq. ft. of big box, junior retailers, specialty shops, restaurants, and class “A” offices above retail. To blend into the existing development while creating its own distinct identity, designers conceptualized a modern retail center built on a turn of the century “re-claimed” industrial facility thriving for years and depending on the economic activity of the town. Following natural urban growth patterns, this complex would have been built on the outskirts of town in a similar position to its location in the Easton master plan, with direct connections to major transportation routes, such as US I-270.

The project, divided into two zones, is positioned to facilitate pedestrian cross-shopping convenience. The centrally located and architecturally cohesive Main Street and the Peripheral Buildings, which include larger structures positioned around the main block, convey a diverse architectural character. The architecture of Easton Town Center reflects typical Midwest small towns with strong traditional undertones incorporating contemporary expressions to enrich the composition, similar to that which occurs naturally. In kind, the Gateway District buildings portray a traditional industrial style complemented with a few modern statements to add vibrancy and reinforce the concept of evolution and growth over time.



NEW DEVELOPMENTS

COMMENDATION

The Mall at University Town Center Sarasota, Florida

Total Retail Space: 440,000 sq. ft.

Number of Stores: 127

Development Company: Taubman

Owner: Taubman and Benderson Development Company

Design Architects: JPRA Architects

Production or Executive Architects: JPRA Architects

Graphic Designers: Selbert Perkins Design Collaborative

Lightning Designers: Horton Lees Brogden Lighting Design

Landscape Architects: Grissim Netz Andriese Associates

General Contractors: dck worldwide

Management/Leasing Company: Taubman

Finance Company: Wells Fargo

At the heart of one of Florida's most attractive multi-use developments, The Mall at University Town Center is filling a retail void in the affluent, growing Sarasota-Manatee market. Embracing Southwest Florida's contemporary architectural style, the two-level mall boasts a resort-like environment in which to shop, dine, stroll, and relax – a gathering place for the greater Sarasota community. Over the last several decades, while booming with new year-round residents, commercial development, and seasonal tourism, the center's demographically-diverse trade area did not experience a similar gain in retail offerings, especially in the categories of better apparel and fashion merchandise. The market's only new regional mall built in 35 years, The Mall at University Town Center has addressed that opportunity with more than 100 stores and restaurants, 65% of which are unique to the market. Dillard's, Macy's, and Saks Fifth Avenue anchor the mall.

The mall's design reflects the climate and culture of its surroundings. Public spaces are filled with Florida sun, brought in through a curvilinear vaulted skylight. Indoor seating abounds. Free Wi-Fi permits full use of the UTC app, which connects customers' phones to their retail destinations.

Back in 2006, when the developers were first finalizing plans for the mall, retailer and municipal support for an upscale center in Sarasota was strong. The ideal location for such a project was the intersection of I-75 and University Parkway, the focal point of the 276-acre master-planned community. The project stalled, however, due to the 2007 recession, which halted major real estate development across the U.S. The extraordinary promise of the shopping center overcame the recession's financial challenges and the energy-efficient, technologically-advanced center opened on October 2014 to community acclaim.



NEW DEVELOPMENTS

COMMENDATION FOR SUSTAINABLE DESIGN

Persimmon Place
Dublin, California

Total Retail Space: 153,380 sq. ft.

Number of Stores: 23

Owner/Development Company: Regency Centers

Design Architects: Johnson Lyman Architects and Mark Davis Design

Production or Executive Architects: Johnson Lyman Architects

Graphic Designers: Regency Centers

Landscape Architects: Thomas Baak & Associates and Both Sides of the Door

General Contractors: Top Grade Construction and Moorefield Construction

Management/Leasing Company: Regency Centers

Persimmon Place is a modern ground-up development in Dublin, CA., a fast-growing suburb on San Francisco's east side with a high average household income. Accordingly, the 153,380-sq. ft. center offers an upscale, convenient, and smart shopping destination with a unique collection of the Bay Area's best anchor stores, retail shops and eateries, including Whole Foods, Nordstrom Rack, Home Goods, Ethan Allen, and Sur La Table.

The open-air center contains common areas, alfresco dining, and public seating. The Whole Foods patio includes a boardwalk, firepit, and music stage. Retailers such as a dental center, massage store, and a fitness center reflect the community's healthy lifestyle. Developers focused on creating an environmentally-sound project, earning Persimmon Place a LEED Gold Certification. The center has become a place where practicality meets the luxuries of life in a contemporary setting enhanced by unique hardscape design and decorative seating.



NEW DEVELOPMENTS

GOLD AWARD

University Commons Knoxville, Tennessee

Total Retail Space: 208,073 sq. ft.

Number of Stores: 30

Development Company: CHM, LLC

Owner: University Commons, LLC

Design Architects: Pieper O'Brien Herr Architects

Production or Executive Architects: Terry Herr, AIA

Graphic Designers: Pieper O'Brien Herr Architects

Landscape Architects: Manley Land Design

General Contractors: Stewart Perry

Leasing/Management Company: CHM, LLC

University Commons is the first urban, vertical retail structure in Knoxville, within walking distance of the University of Tennessee campus. The project revitalized a blighted abandoned industrial brownfield into a productive retail center. Built upon the former site of Fulton Bellows, a metal workings and foundry operation, the 200,000-sq. ft. development revives the look and feel of an earlier 1930s period, adapted for a pedestrian-friendly shopping and dining experience. Timeless materials like brick and ornamental steel are used throughout the design to help create a nostalgic, inviting addition to the local landscape.

The “main street” townscape suggests a small town built along a local railroad. Brick and stone walls with painted steel beams, columns, and period details serve to delineate the desired architectural time period. Designers built a small train station on the site to accommodate the G&O railroad’s seasonal Three Rivers Rambler steam excursion trains. This attraction brings patrons from distances outside the normal trade area while adding vibrancy and excitement to an area previously devoid of retail opportunities.

This center is home to two of the most recognizable retailers in the country (Publix and Walmart), as well as approximately 40,000 sq. ft. of retail shops. University Commons provides grocery and retail shopping to an area truly lacking these basic conveniences in a way that is environmentally responsible. The project has transformed a long-standing brownfield site by paying careful attention to the designs of foundation systems (that had minimal impact on the area) and by providing an ecologically-friendly storm water management system that removes suspended solids, oil, and grease from parking areas.



RETAIL STORE DESIGN

COMMENDATION

iFLY Woodlands
Multiple locations in the U.S.

Type of Merchandise: Entertainment

Company: iFLY

Architects and General Contractors: Hodges Architects

Designers: Stantec

iFLY, the innovator of indoor skydiving, is an experiential retail concept expanding rapidly to new markets throughout the US and internationally. iFLY has developed the technology to safely bring the skydiving experience to users of all ages.

As shopping centers seek to include experiential retail within their tenant mix, iFLY is a prime example of an experience that cannot be purchased online and brings consumers out to retail centers. The design intent for the new iFLY building is to create an engaging, distinctive architectural expression that communicates the beauty and exhilaration of the dream of flying to visitors and passers-by alike.

A cool, nuanced color palette combined with soft, curved lines and interesting building geometry will serve to create an iconic, compelling architectural presentation. At the pedestrian level, vivid contrasting coloration along with playful environmental graphics create a strong, highly detailed invitation to visitors.

In addition to providing a safe, healthy, exciting pastime opportunity to the surrounding communities, the introduction of an iFLY enhances the experiential richness of the area by contributing to the goal of creating usable, active, and thriving commercial spaces. When viewed from afar, the design of the facility becomes a neighborhood icon, reflective of the vitality of the community. When experienced up-close, the interesting building geometry coupled with its softly curved lines and sophisticated color palette creates a strong invitation to visitors and contributes an exciting, human-scaled addition to the local neighborhood fabric.



RETAIL STORE DESIGN

COMMENDATION

Charming Charlie
New York, New York

Type of Merchandise: Apparel

Company: Charming Charlie
Architects/Designers/General Contractors:
CallisonRTKL

For their first foray into the urban scene, Charming Charlie not only wanted to build a following of fashion-savvy clients in New York City, but also shape a strong presence in the region, all while delivering on their mission to provide chic, effortless style and incredible value. The design team incorporated various aspects

of Charming Charlie's shopping center concept into the flagship such as the carpet pattern, chain-link wall covering, sputnik chandeliers, and their signature blue handbag wall. Herringbone-patterned flooring, custom pink Tibetan lambskin chairs, a curved blue velvet sofa, and specifically-curated artwork were added to create a New York appeal.

A feature staircase, strategically designed to draw customers to the second floor, is accented by wall coverings that periodically change, signifying new merchandise offerings. To organize the store, the design team kept the traditional organization of grouping products by color, then used a layering strategy. The wall displays act as a backdrop to the rest of the accessories and jewelry within each color zone, and the sputnik chandeliers are used to demarcate every color zone.

With displays boasting upwards of 1000 SKUs per color block, the amount of product in-store could be overwhelming if not organized correctly. The landscape of colorful vignettes are juxtaposed against a bright white, neutral backdrop to minimize visual noise. There is also a clear navigational path so customers can easily find their way to each color without the additional visual noise of signage.



RETAIL STORE DESIGN

COMMENDATION

Bloomingdale's Stanford Shopping Center Palo Alto, California

Type of Merchandise: Apparel

Company: Bloomingdale's
Architects/Designers/General Contractors:
Kevin Kennon

The unique site conditions for this project gave the team the opportunity to design a new, from-the-ground-up, Bloomingdale's building that addressed two distinct scales: the vehicular scale along El Camino Real and the

pedestrian scale within the Stanford Shopping Center. These observations, along with the prevailing wind and sun angle analyses, allowed the team to develop a design with strategically placed facade materials and entrances.

They were able to maximize the interior retail space while establishing an overall exterior massing that allowed the building to fit properly within the scale of its surroundings. Highly visible from the street and accessible from the shopping center, Bloomingdale's Stanford is a prominent shopping destination.



RETAIL STORE DESIGN

GOLD AWARD

Hudson Eats
Brookfield Place
New York, New York

Type of Merchandise: Food/Beverage

Company: Brookfield Properties

Architects: BCV Architects, AvroKO (Design Architects); SpectorGroup (Executive Architect)

Designers: BCV Architects, AvroKO

General Contractors: Tishman Construction

Opened in June 2014, Hudson Eats is a vibrant upscale dining terrace featuring fast-casual selections from a variety of chef-inspired eateries. The 30,000 SF LEED Silver-certified space, located on the second floor of Brookfield Place, provides seating for up to 600 diners with expansive views of the Hudson River. Hudson Eats creates a cohesive overall dining environment while allowing tenants to retain individual brand identity. A finely-crafted backdrop, defined by handmade tile walls, steel portals, marble and wood tables, and custom designed seating and lighting, provides the ideal venue for tenants to showcase their unique product.

Dig Inn Seasonal Market, Tartinery, Mighty Quinn's BBQ, and other similar vendors were selected for their diversity, quality, and integration within the greater context of the site. By breaking the mold in fast-casual dining, Hudson Eats at Brookfield Place has played a major role in lower Manhattan's emerging culinary scene over the past two years. Through its curation of a diverse mix of tenants – many of them local urban eateries – and the incorporation of design elements not seen in other food courts, Hudson Eats has become a new dining destination for Battery Park City, a go-to for residents and workers in lower Manhattan, and a leader in the emergence of food hall dining in New York.

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