

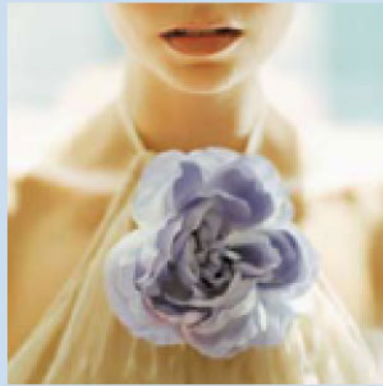
Shopping Center

Piedras Negras, Mex.

September, 2009

Design Guidelines





Shopping Center Design guidelines September, 2009

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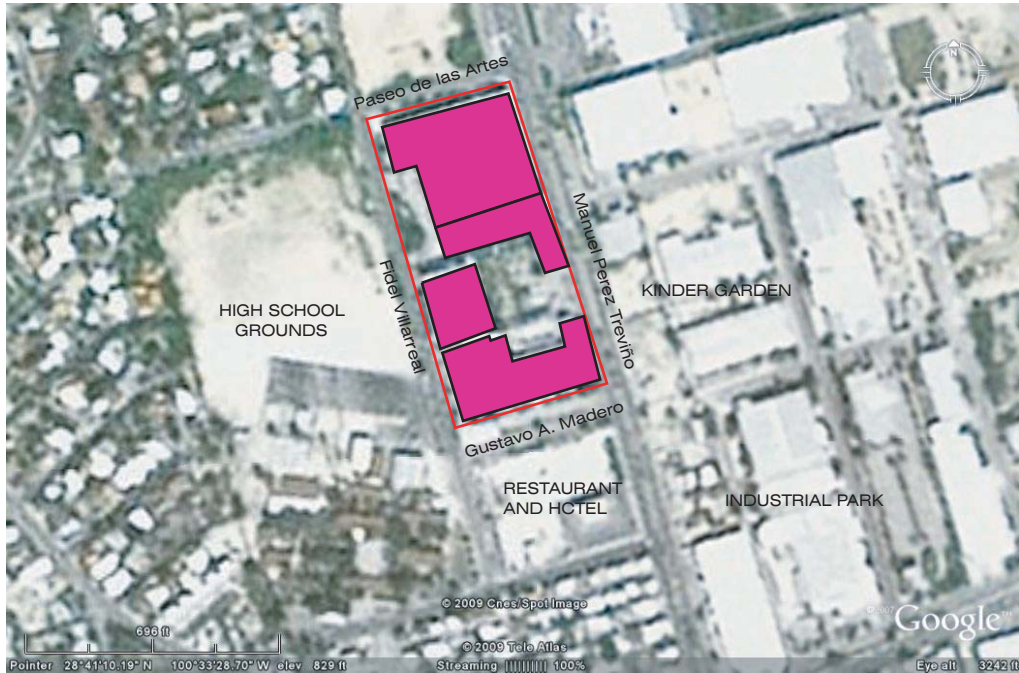
I. INTRODUCTION

Purpose of design guidelines

These design guidelines provide a framework to define and carry out the development of this project in a coherent manner, incorporating objectives in feasibility, aesthetics, customer and tenant comfort, while complying with the municipality's regulations on parking, vehicle circulation, rain water flow and drainage, as well as to provide some sustainable environmental elements.

This gathering of information represents an overview of the project's vision proposed by the developers and demonstrates how these guidelines will be utilized for construction approval by the city, partners and tenants.

While the scope and elements of the program are represented by the master plan, the design, dimensions and partitions between proposed leasable spaces will be flexible, allowing the tenant and developer to respond to market conditions.



MANUEL PEREZ TREVIÑO



Background and context of development

The endeavor of the proposed project is to revitalize an industrial site south-east of the border city of Piedras Negras Mexico, consisting of a series of structures that have been in a state of abandonment for over 10 years, and transform in into the first lifestyle-center category shopping center in the region.

The site previously operated the Japanese company "Ceramica Creativa" (Creative Ceramics) who employed a great portion of the working class population during the '80s and '90s.

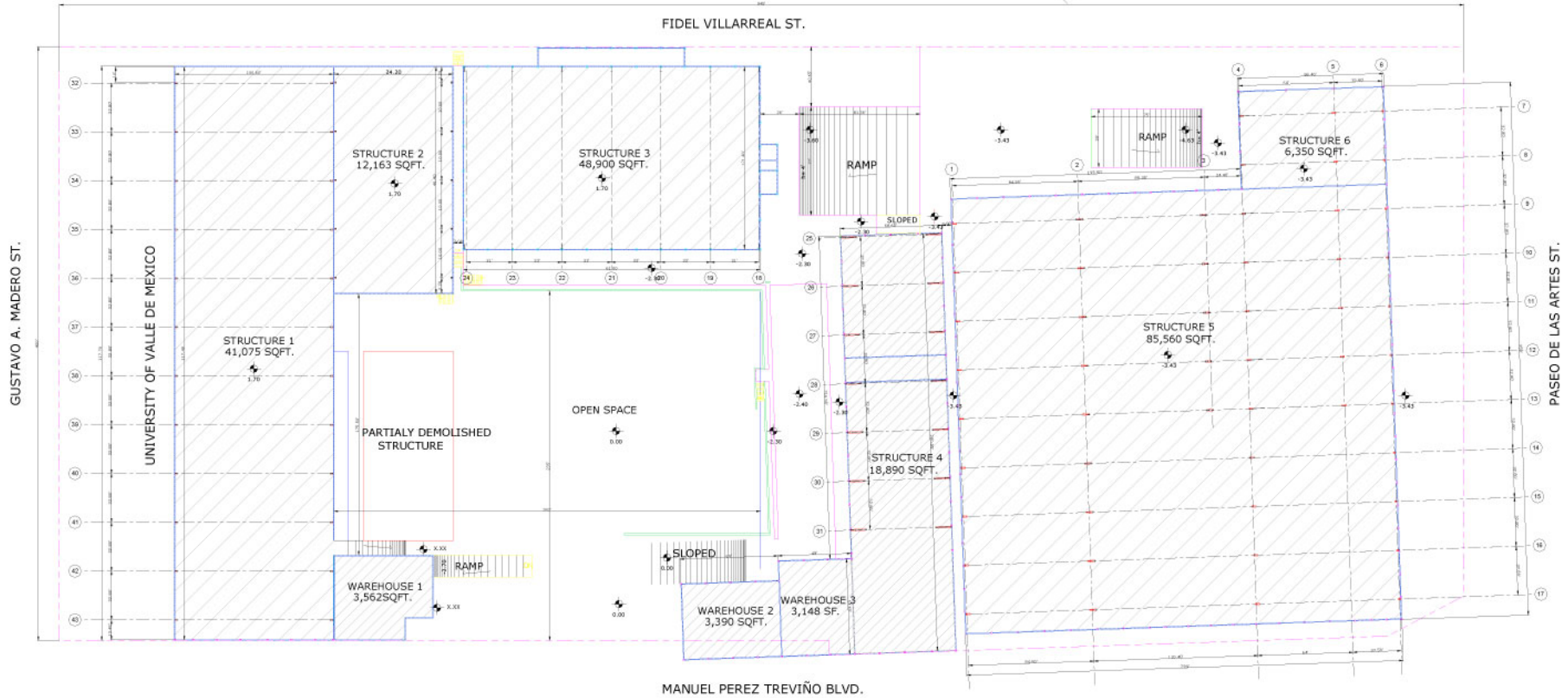
The site has over 370,000 sqft. and a construction surface of over 222,000 sqft. distributed in buildings of different sizes.

During recent years, the Manuel Pérez Treviño Blvd. where the site is located, especially between the Fidel Villarreal Blvd. and Avenida Industrial, has been the core for commercial growth within the city, including retail space, movie theatres, restaurants, hotels, etc.

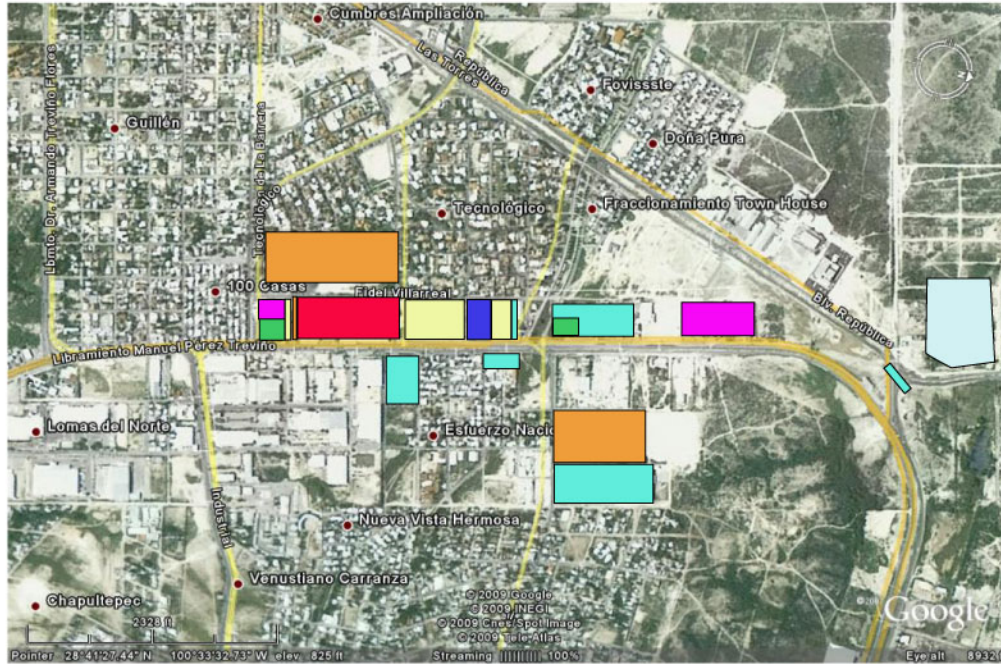
It is here where we foresee a window of opportunity for business, forming part of this synergetic commercial belt that continues to expand.

The perimeter of the development will now become the new image and identity of this urban commercial district.

EXISTING CONDITION IN PROPERTY



TOTAL CONSTRUCTION SURFACE= 233,821.8 SQFT.



COMMERCIAL CORRIDOR, MANUEL PEREZ TREVIÑO BLVD.

Project Objectives

Consolidate the Manuel Perez Trevino Blvd. as the main commercial corridor in the city.

Provide the city of Piedras Negras with national and international brand name franchises of a diversity of products of high quality and demand, in an unprecedented environment in the region.

Respond to the commercial and leisure demand of the population.

Generate business and employment opportunities in the region.

Capitalize on the use of the existing roadways to arrive to the shopping center coming from the close-by towns in the region by the Jose Lopez Portillo Blvd. and Dr. Armando Trevino Flores Blvd. and from the rest of the city by the Manuel Perez Trevino loop.

Incorporate sustainability and environmental elements into the design, construction and operational phases of the development.

II. DESIGN GUIDELINES

The development plan consists of 163, 513 sqft. usable space.

The mix-use master plan includes an anchor store, office space, a sub-anchor store, food and drink tenants, storage space, and other retail space of different surface areas.

The master plan also responds to the municipality's regulations on density and parking requirements for the scope of the development and within the following planning principles:

Planning and urban design. Identifies elements for the creation of spaces defined within the development's goals of feasibility, leisure and services.

There will be three entrance ways from the Manuel Pérez Treviño Blvd., an open-access storefront parking row on Paseo de las Artes St. and one access from Fidel Villarreal St. The building's different sizes will create a new urban-scale identity.

Parking. The development will comply with the city's parking requirements for commercial buildings for the customer's convenience and safety.

Rain-water flow and drainage will also be carefully analyzed and planned.

Urban commercial district. Consolidate the Manuel Pérez Treviño Blvd. as a commercial corridor, offering a pedestrian shopping experience that is unprecedented in the region.

Architectural Character. Will be defined by urban-scale and pedestrian-friendly-scale structures within the outline of the development as well as the landscape. Stores will have a distinctive and coherent identity throughout the site under a contemporary and fresh look.

Landscaping. Pedestrian walkways will contain landscaped areas for environmental and water absorption purposes.

Regional landscaping material is to be suggested for low maintenance and drought resistance. Water features and water breeze sprinklers will also be part off the proposed environment contributing to the reduction of high summer temperatures.

Paving. Colored concrete and natural stone pavers will decorate the walkways.

Lighting. Will accentuate the design elements of the buildings and signage. Seasonal lighting will decorate the landscape.

Signage. The design of all signage will compliment the overall design environment.

URBAN DESIGN

Vecinity and regional scale

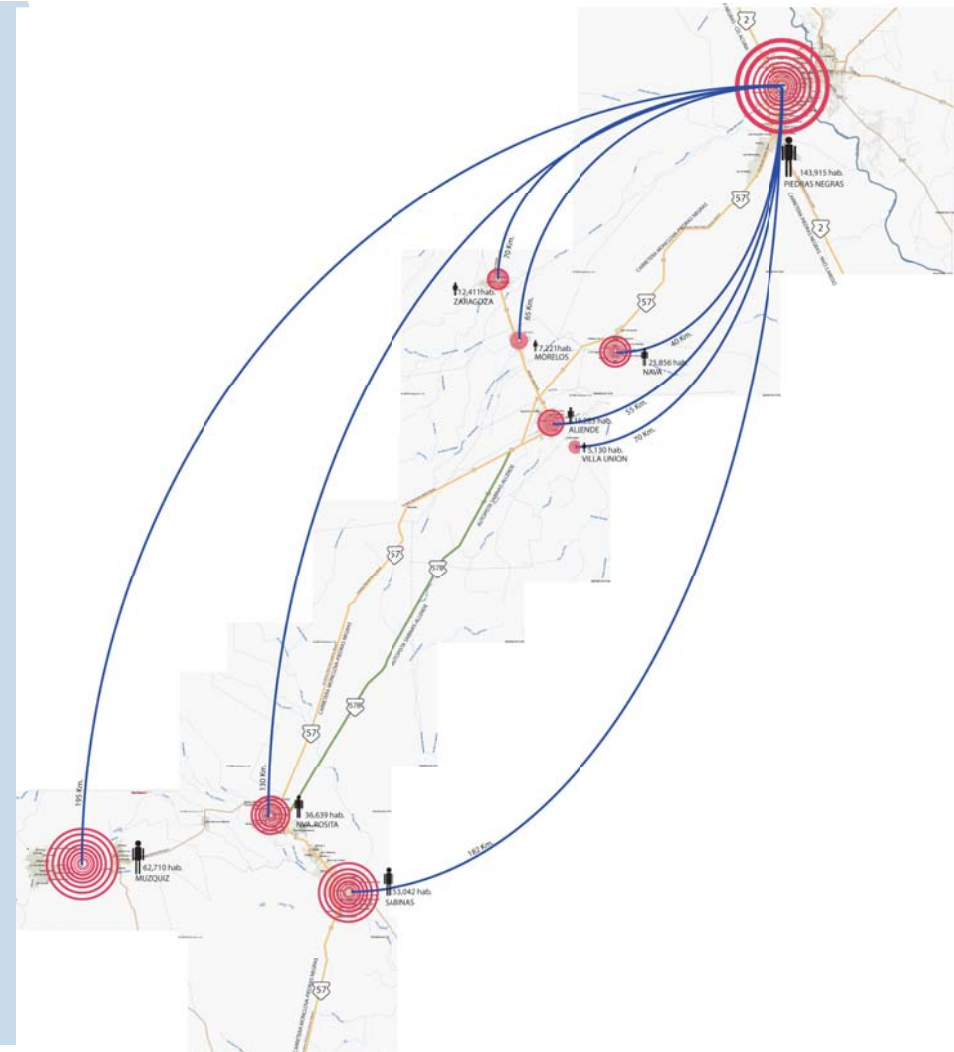
Taking advantage of the existing urban and commercial context, the project incorporates into this expansion and consolidates the Manuel Pérez Treviño Blvd. as the main commercial corridor in the city of Piedras Negras.

The shopping center then capitalizes on an urban scale condition strategically located by the Tecnológico subdivision of upper-middle class households.

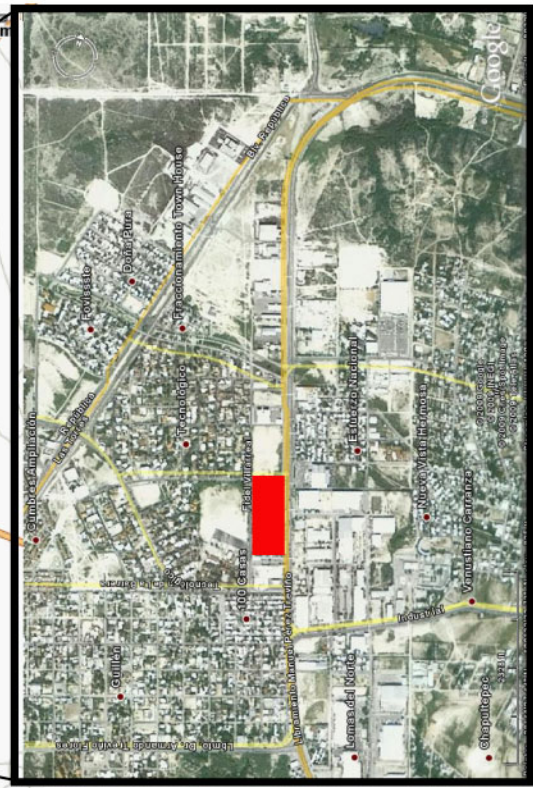
Also, across the street from an important high school, movie theatres, industrial parks and smaller size retail centers.

Regionally, the shopping center is easily accessed from close-by towns through highway 57, José López Portillo and Dr. Armando Terviño Flores, servicing the population from the Región Carbonífera ("Coal mines region") south of Piedras Negras within a 120 mile radius who often travel to the US border town of Eagle Pass to shop.

The commercial opportunity then expands to a regional scale making the development even more attractive to investors and potential tenants.



LOCATION WITHIN THE CITY OF PIEDRAS NEGRAS, MEX.



URBAN DESIGN

Manuel Pérez Treviño Blvd.

Two main entrances will be located on Manuel P. Trevino Blvd. on the north and central zone, another one will be located on the far south that will also serve as entrance to the existing University facilities.

The project opens up to this boulevard creating different scale settings and a new urban and commercial identity for this sector of the city, standing out from a far distance.

The proposed anchor store and office buildings will have urban scale dimensions while other tenants will provide a more pedestrian-friendly scale.

The architectural character of the storefronts will be attractive to and according to the targeted customer's lifestyle, utilizing materials that maintain a balance between the industrial background of the site and regional identity.

The largest existing structure is located along this boulevard and will conveniently house the future anchor store.

Project proposal on Manuel P. Treviño Blvd.



Manuel Pérez Treviño Blvd.
Existing condition

URBAN DESIGN

Paseo de las Artes

Eight +1000 sqft. retail stores will be located along the Paseo de las Artes street on the north side. The smallest size of leasable space available.

Parking is directly accessed from the street to the storefront's walkway, and steps will be provided from parking level up to the storefront corridor level.

The façade along these stores responds to the adjacent neighborhood's scale as one turns the corner from the urban-scale anchor store.

Fidel Villarreal

This street runs by the west side of the development and it is considered as the back side. It divides the property from the high school grounds and also has the particularity to be the side most affected by direct sunlight.

The shopping center will have one access on this street on the north zone and also communicates traffic flow east-west.

The utility and service areas are also located and accessed by this street concentrating trash containers, power transformers and other utility-related equipment.

The anchor store's storage area service ramp is also accessed from Fidel Villarreal.

Paseo de las Artes St.



Fidel Villarreal St.

Fidel Villarreal



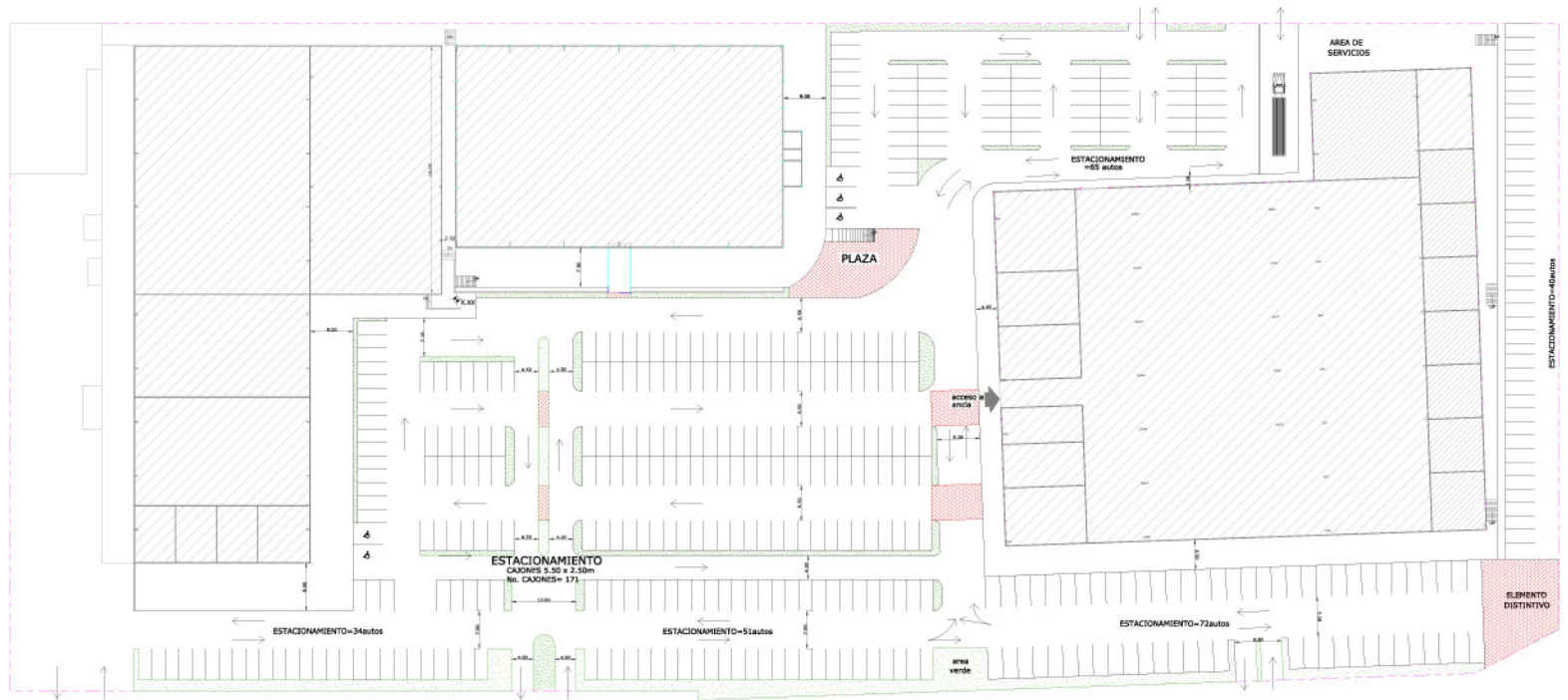
PARKING SURFACE

Comfortable size parking spaces have been considered for the customer's convenience and within a layout that allows comfortable vehicle and pedestrian flow.

Green areas are located around the parking surface contributing to minimize paved surface, increasing rain water absorption.

The number of available parking will be in compliance with the city's required ratio for this type of development.

Pedestrian crossing zones will be perfectly identified by a change in surface material to a stone or brick paving.



Urban commercial district

It is depicted as a shopping experience where stores are accessed and communicated by open-air walkway corridors, often shaded, and incorporating landscaping elements to the environment. The concept stays away from the “all under one roof” mall style shopping and evokes a more vintage downtown shopping experience.

The master plan considers open-air areas that promote urban lifestyle settings, and that could potentially become gathering and resting spots for the customers. Activities like live music, dance, arts and crafts, performances and seasonal traditions such as the annual Christmas tree lighting will be encouraged.

Open-air dining will be a strong attraction in the shopping center. Lounge seating and dining tables are located under a shading structure that will be accentuated by lighting at night. Planters will separate and define each tenant's outdoor dining space.



Architectural character

Contemporary Style

It is characterized by its geometrically defined shapes and massing. Offset surfaces, lighting and material selection will provide opportunity to accentuate volumes.

9 ft. shaded storefronts and display windows will maintain a pedestrian scale, while the remaining height will be consistent with an urban scale.



Finish materials.

Pastel colors will be used throughout the different facades, yellows, tans, olive greens as well as terracotta tones.

Natural stone materials will provide an upscale flair, appealing to the targeted customer. Travertine marble along with brick and wood combined with industrial-like elements in steel will give the project a cutting-edge appearance.

Architectural character

Office Space.

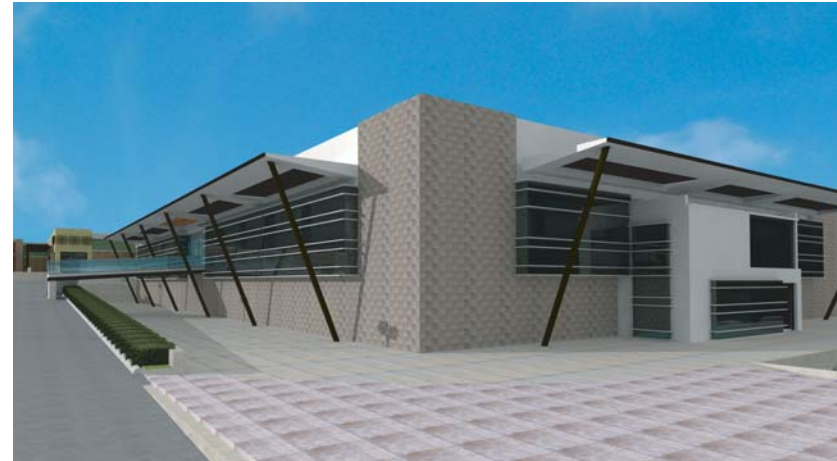
Structure 3 defines the mix-use character of the project. The upper level with 24, 456 sqft. of surface area will house office space that will be accessed from the main parking area by a pedestrian bridge spanning over the narrow plaza on ground level, and by entrances on each side.

The existing vertical communication lift and stairwell will be transformed into a two story lobby welcoming office personnel and clients from the east parking surface into the building.

The existing concrete stairs facing the inside of the building will be demolished and a new industrial-style stairs will be built, rotated to face the lobby's entrance.

Storage for all tenants will be located on the lower level of this building, and will be accessed by the existing 20 ft. long by 8 ft. high opening on the north side.

This building is designed to be unique in appearance but well incorporated to the overall design intent of the project. Simple geometrical volumes, horizontal glazing offset from the back wall, and shading structures stand out in the design.





Landscaping.

Urban plazas.

Reunion and resting spots will be part of the amenities. Two plaza environments will invite the customer to rest on a shaded bench, or enjoy the cool breeze from a fountain. These open areas will also be used as stages for scheduled performances.

Parking surface.

Green areas will constrain parking rows creating an ecological sensitivity that is visually pleasing. Regional landscaping material will be suggested, for low maintenance, pebbled and mulch ground covering will also be preferred.

Corridors.

Exterior corridors and walkways will be enhanced by fountains, planters, pots, groundcover, stone and flagstone paving.

Urban features like benches, trash cans, and light fixtures will be part of the corridor's equipment.

Landscaping

Planting

Trees, shrub, tall grasses, flowerbeds and regional drought-resistant planting will enhance corridors, walkways and parking surfaces for the pedestrian's delight and consistent with the project's pledge to the environment.

Planting areas will blend within pedestrian circulation along with walkways that permeate customers from parking surfaces to storefronts.

Green areas will be designed as focal points enhancing the outdoor shopping experience in different heights and different landscape construction materials.

Infrastructure and utility elements

Spaces and elements that are part of utility services such as water spouts, power transformers etc. that need proximity to the buildings will be visually screened with landscape material but allowing maintenance access.



Landscaping. Paving.

Paved surfaces will be decorated and rich in color, texture and finish materials.

Materials such as stone pavers in different settings and geometry will be combined with colored concrete and flagstone floors forming a designed pattern that will compliment and enrich the overall design intent of the development.

Pedestrian crossing will be identified by a change in paving material from asphalt to brick or stone pavers in bright colors, also indicating a slow-speed zone for cars.

Handicap access ramps with rough surface will be located on sidewalks and corridors.



Finish material
proposal.



Example of exterior floor
design.



LIGHTING.

The design of light fixtures around the development will integrate and compliment the proposed design intent.

All power cables must run below grade surface to guarantee a clean visual environment of the landscape.

Exceptions will be allowed in the case of seasonal and holiday decoration, although outdoor power outlets will be provided around the corridors, plazas and parking lights.

On parking surface, proper safe light-level fixtures will be used in order to secure driver's safety.

SIGNAGE.

Signage around the development will also integrate into the proposed architectural character of the project. The size and scale of each tenant's front sign will be restricted and regulated by landlord and contract.

Shaded entrances may include flag type signage on storefronts anchored to the store's wall or hanging from the shading structure. All signs will maintain a uniform scale and background for all tenants.

A signs structure will be located by the main entryway over the Manuel Pérez Treviño Blvd. allocating only the main tenant's signs. This structure shall also be designed under the overall design criteria of the project in finish materials and geometry. Size will be designed accordingly to respect city's regulations.



Landscaping.

Seasonal decoration

The opening of the development to the surrounding urban context allows the opportunity to create seasonal atmospheres that are perceived and enjoyed from a distance.

Christmas is the one season of special attention, where a great-scale Christmas tree can be a strong visual focus and attraction for the customer and passer-by and something the population can look forward to each year.

Exterior retail

Retail kiosks can be located along the main and lower grade corridors with novelty products such as arts and crafts, jewelry, regional candy, or imports like sunglasses and perfumes. Products will be monitored by the management to keep high standards and image.

Fountains

Water features will be located around the development. A main fountain can be placed in the corner of the Manuel Pérez Treviño Blvd. and Paseo de las Artes street or/and by the office space building.

Another water feature can be placed on the wall at the end of the narrow corridor by the office building.

Smaller water features will be located along the walkways.

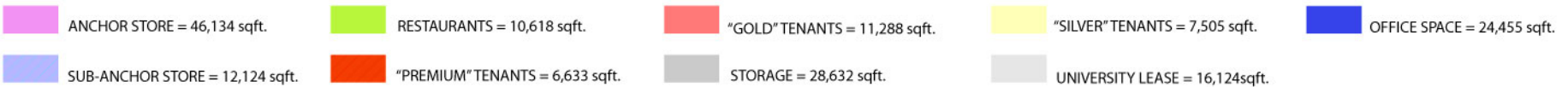


Master plan shopping center

FIDEL VILLARREAL



BLVD. MANUEL PEREZ TREVIÑO



COMMERCIAL LEASABLE SURFACE AREA= 94,302sqft.

PARKING SPACES= 433 CARS

TOTAL LEASABLE SURFACE AREA= 163,513sqft.







Imagery Credits

Upscale Plaza, Houston, TX

Stanford shopping center, Palo Alto, CA.

Austin music Hall, sixth river architects, Austin TX.

The Arborwalk, Austin TX.

The shops at la cantera, San Antonio, TX.

The Domain, Austin TX.

The Arboretum, Austin TX.

Premium Outlet, Orlando, FL.