

BALLSTON RETAIL

FORESTCITY



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RETAIL GOALS

- Re-design / reposition mall to maximize value for the residential tower and serve new demographic
- Attract better retailers who desire market, but wouldn't consider existing mall
- Create a retail podium at residential tower that will be a strong anchor for the mall
- Maximize connectivity between mall and residential tower to enhance value of both
- Incorporate open space and the streetscape to enhance retail on Wilson and to create a "loop" diagram along Wilson and through mall
- Consider converting part of mall to open street, to transform existing perceptions
- Change tenanting of third floor retail to optimize value of lower levels
- Strategically locate new materials and openings to animate Wilson
- Optimize connectivity to Metro, Ice Rink, Parking, adjacent new residential and office developments
- Allocate renovation costs strategically to affect comprehensive change

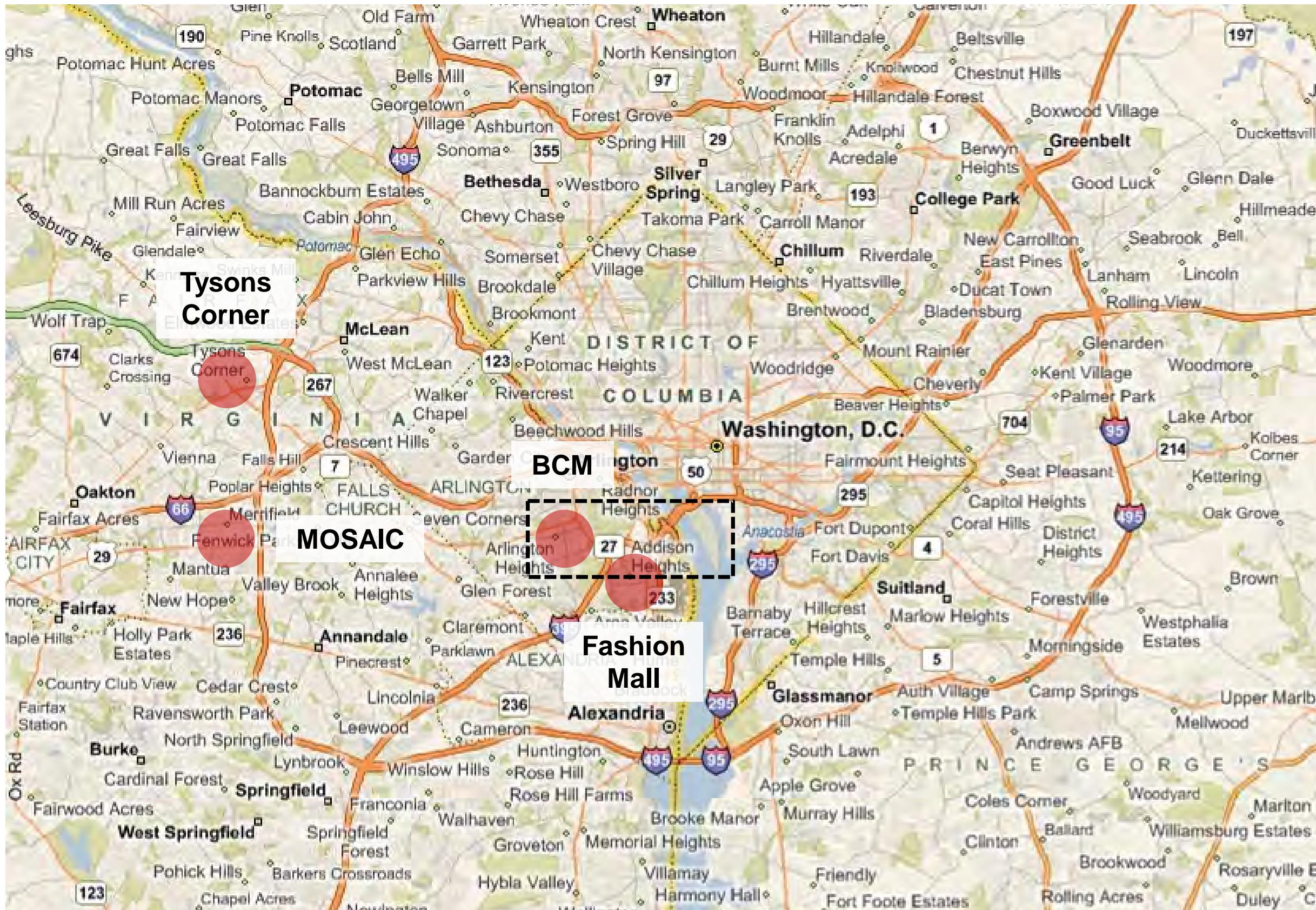
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Location:

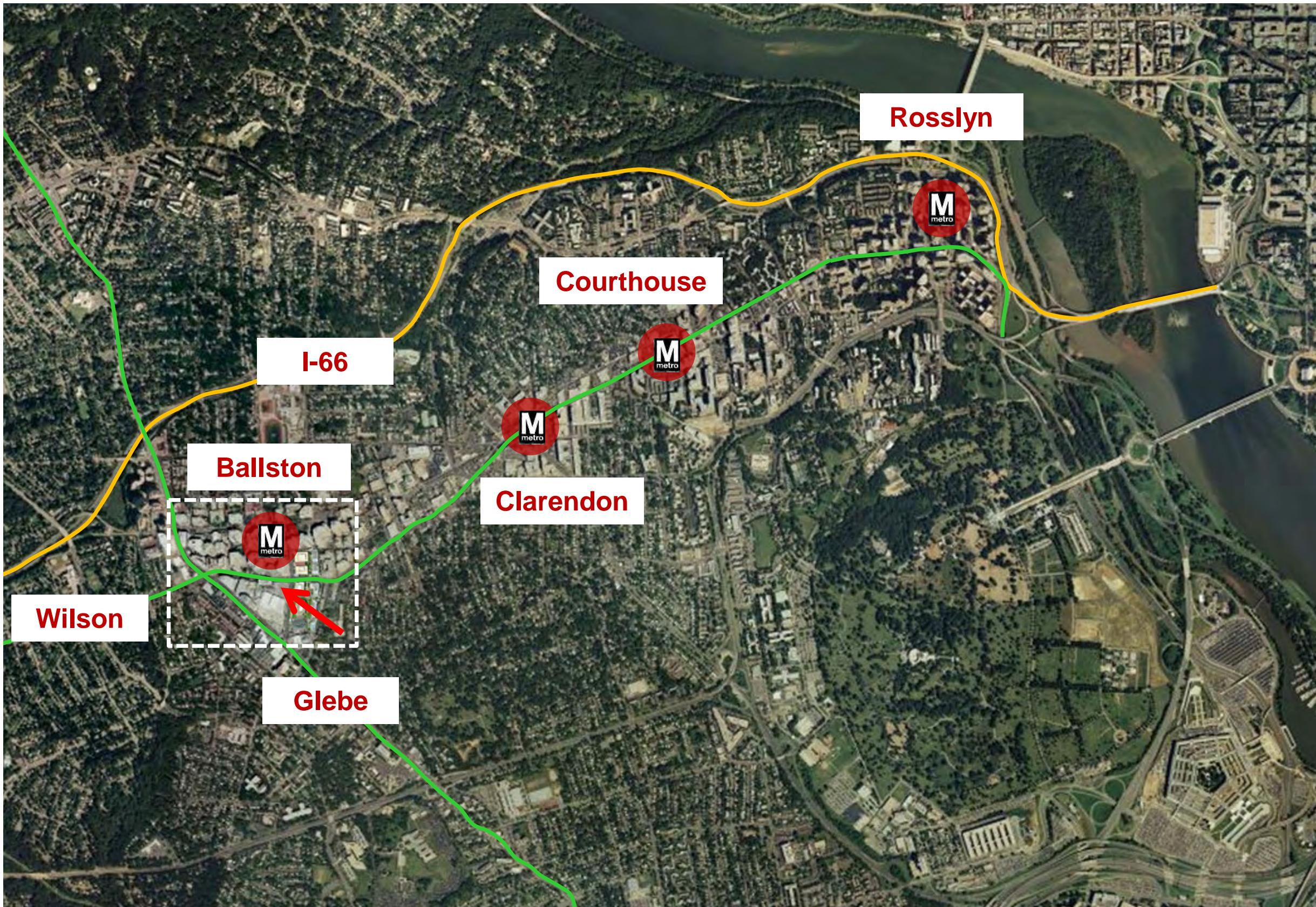
- 3 miles to Lincoln Memorial
 - 3.5 miles to Fashion Mall
 - 10 miles to Tysons Corner
 - 10 miles to Mosaic

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Location:

- Wilson Blvd is Arlington's "Main Street"





Site:

- Direct enclosed linkage to Metro Station
- Liberty Center - 2.2 million SF mixed-use development to the east
- Pedestrian linkage through Liberty Center to Mosaic Park - a new County Park
- Liberty Center has internal network of pedestrian spaces linked to Wilson Blvd.

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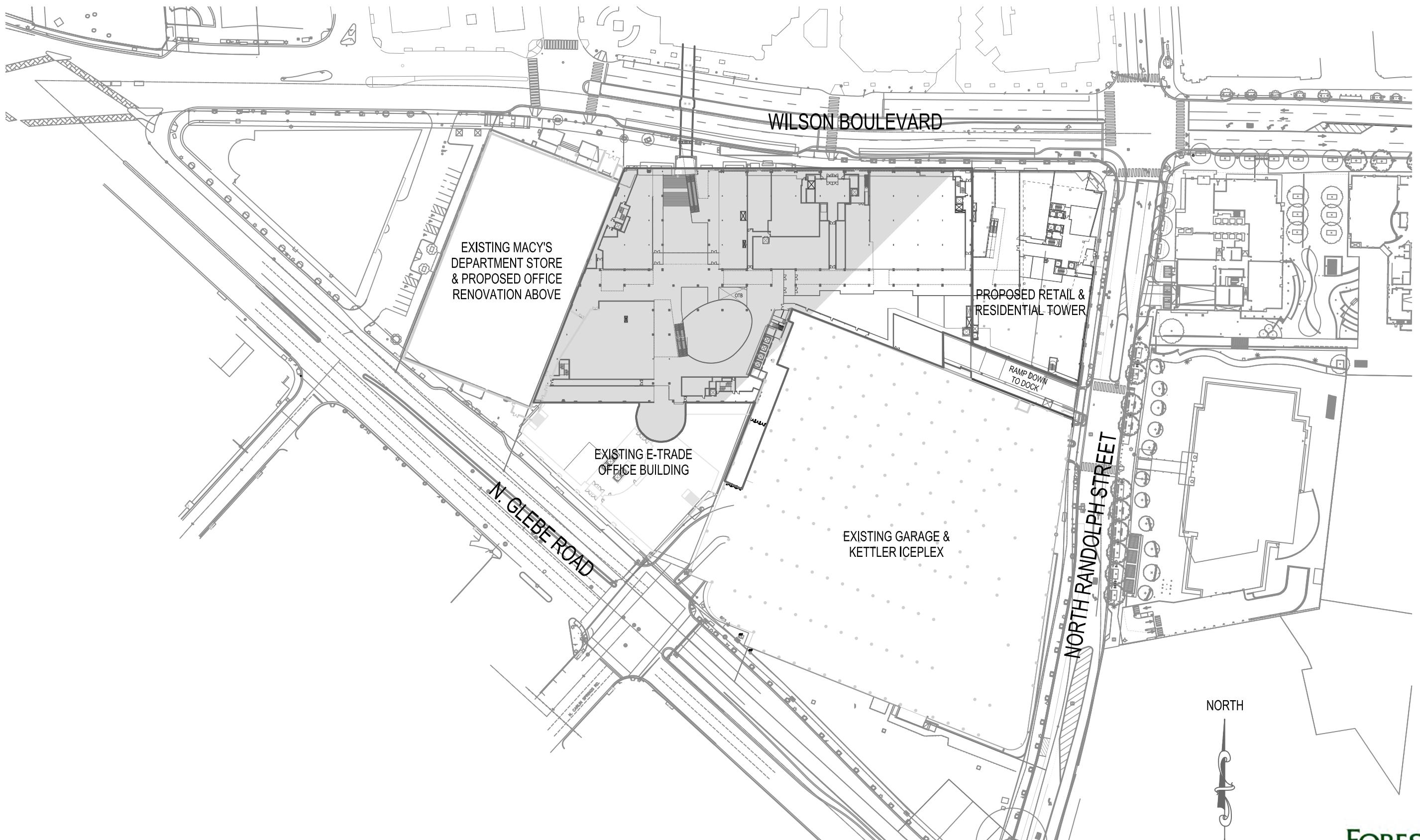
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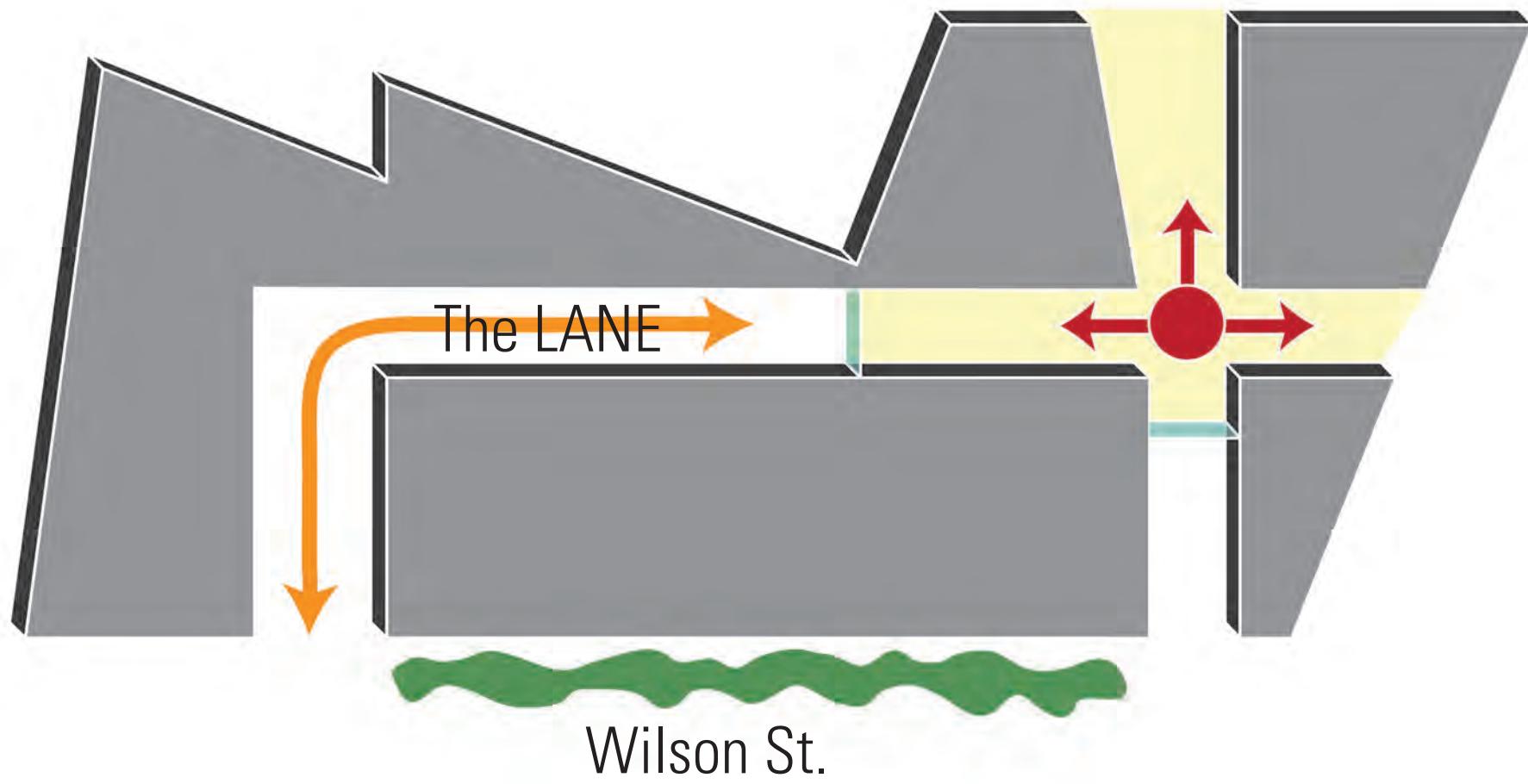
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Concept Diagram: Open Air Mews with Plaza Entry

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HIGH-TECH HIPSTER



Locals who embody the cutting edge of technology and culture, while also embracing simple, local charms.

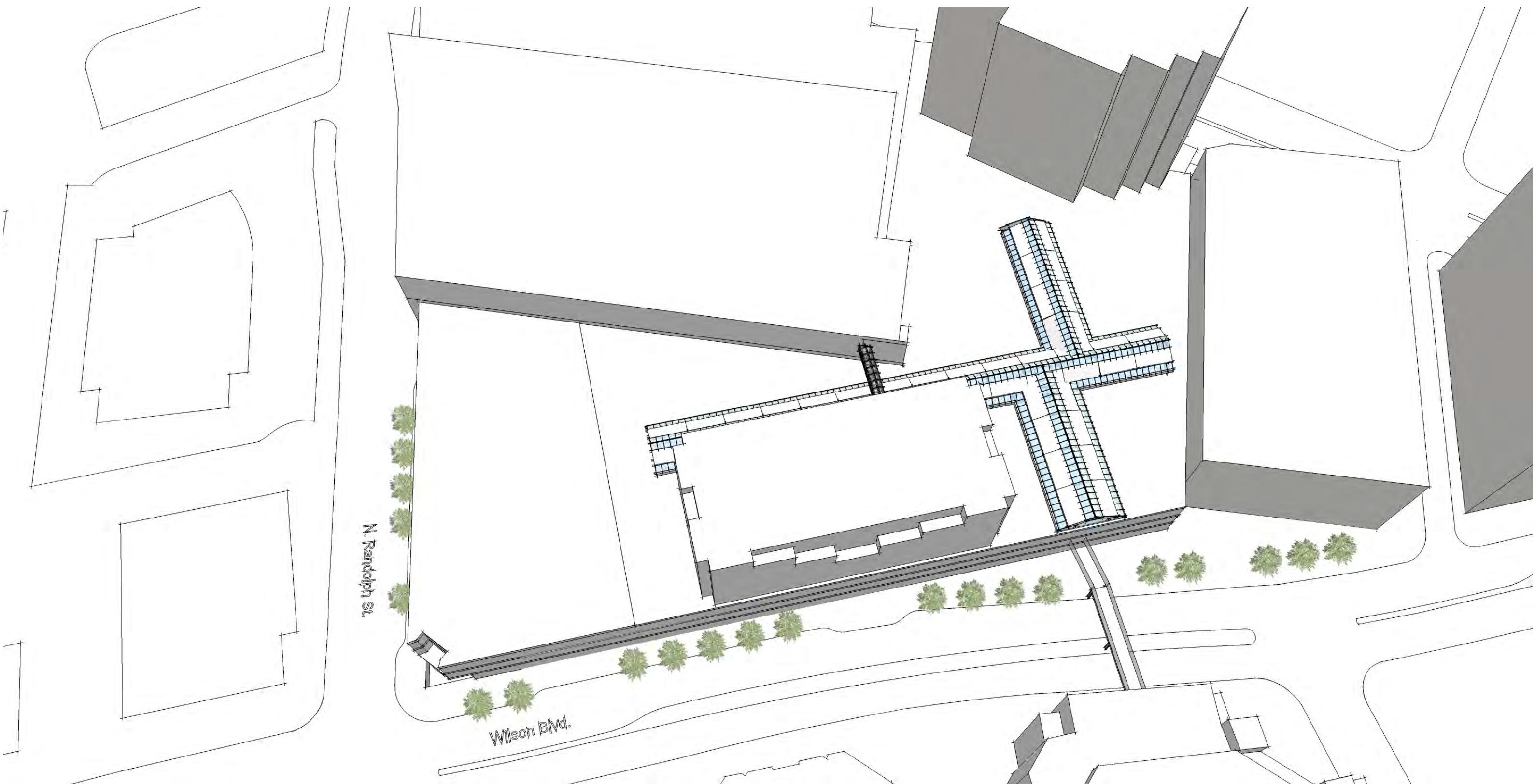
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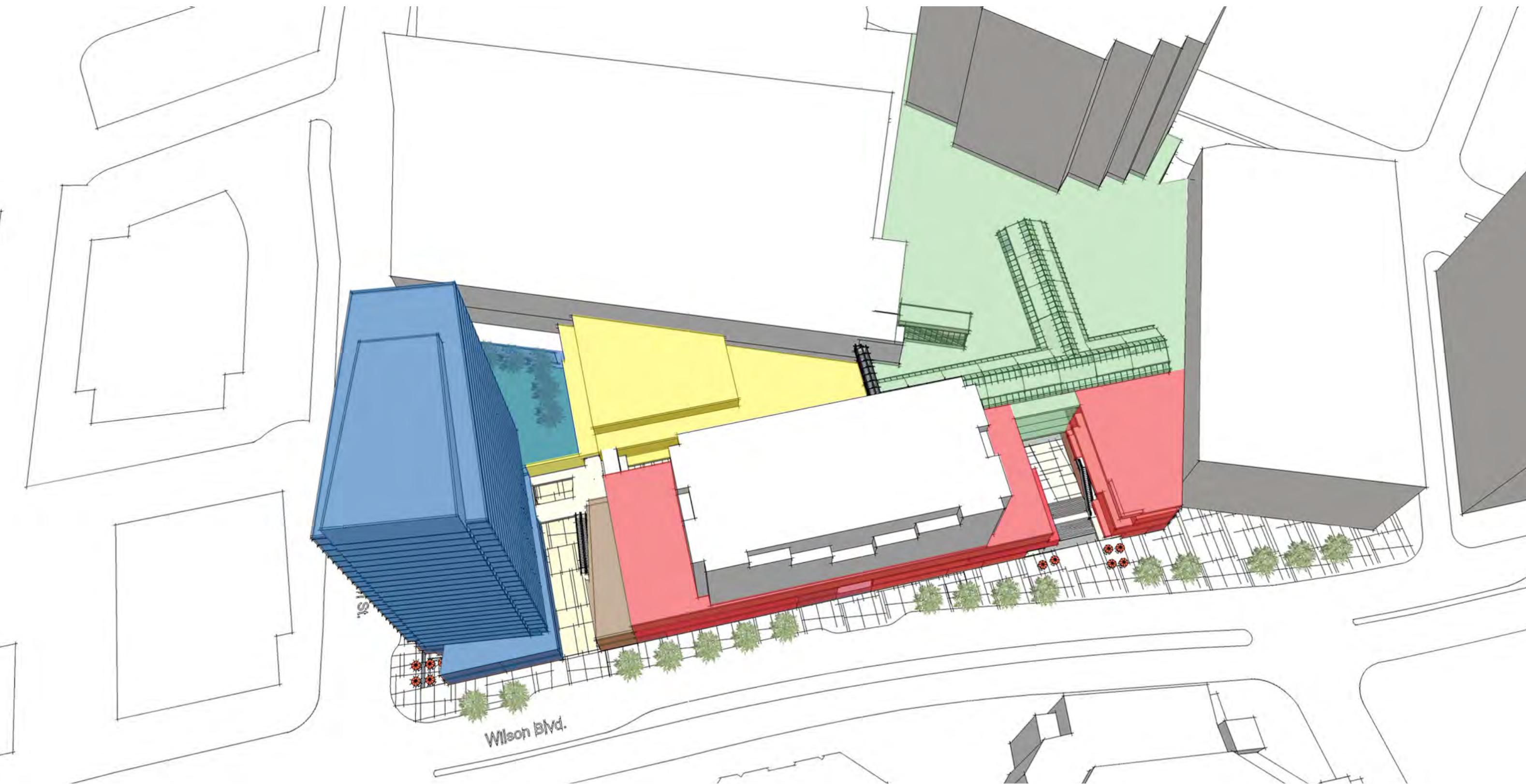
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Existing Conditions





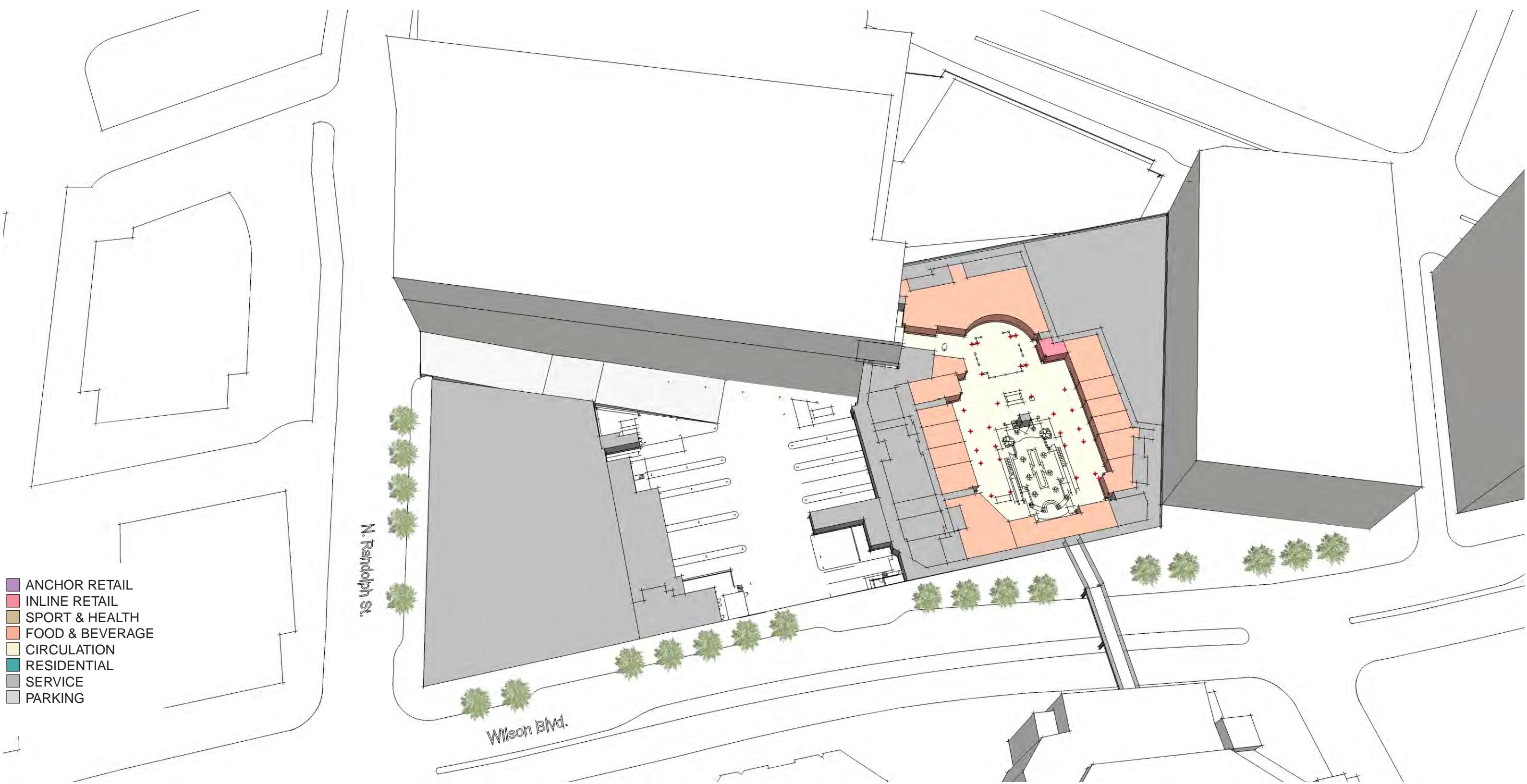
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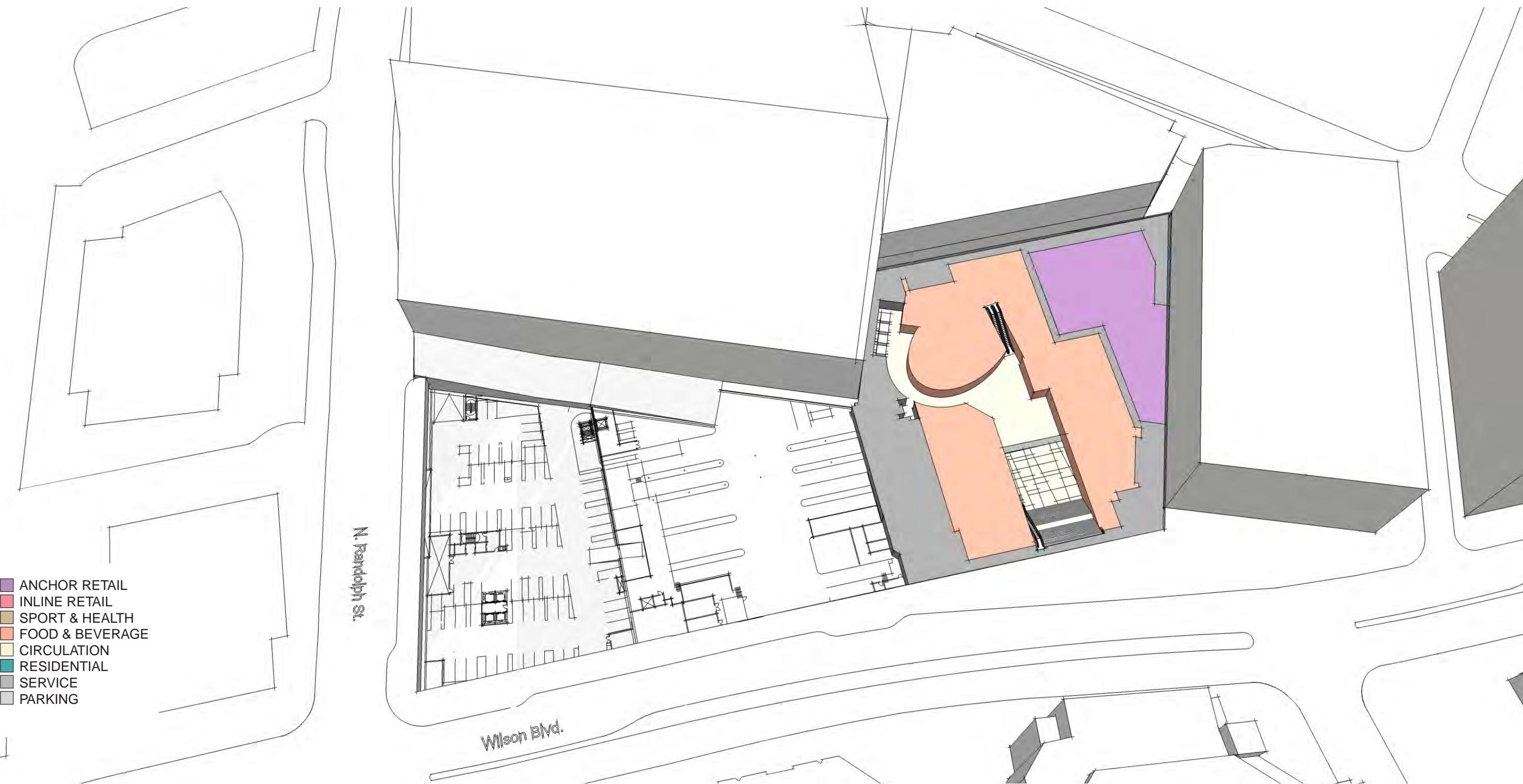


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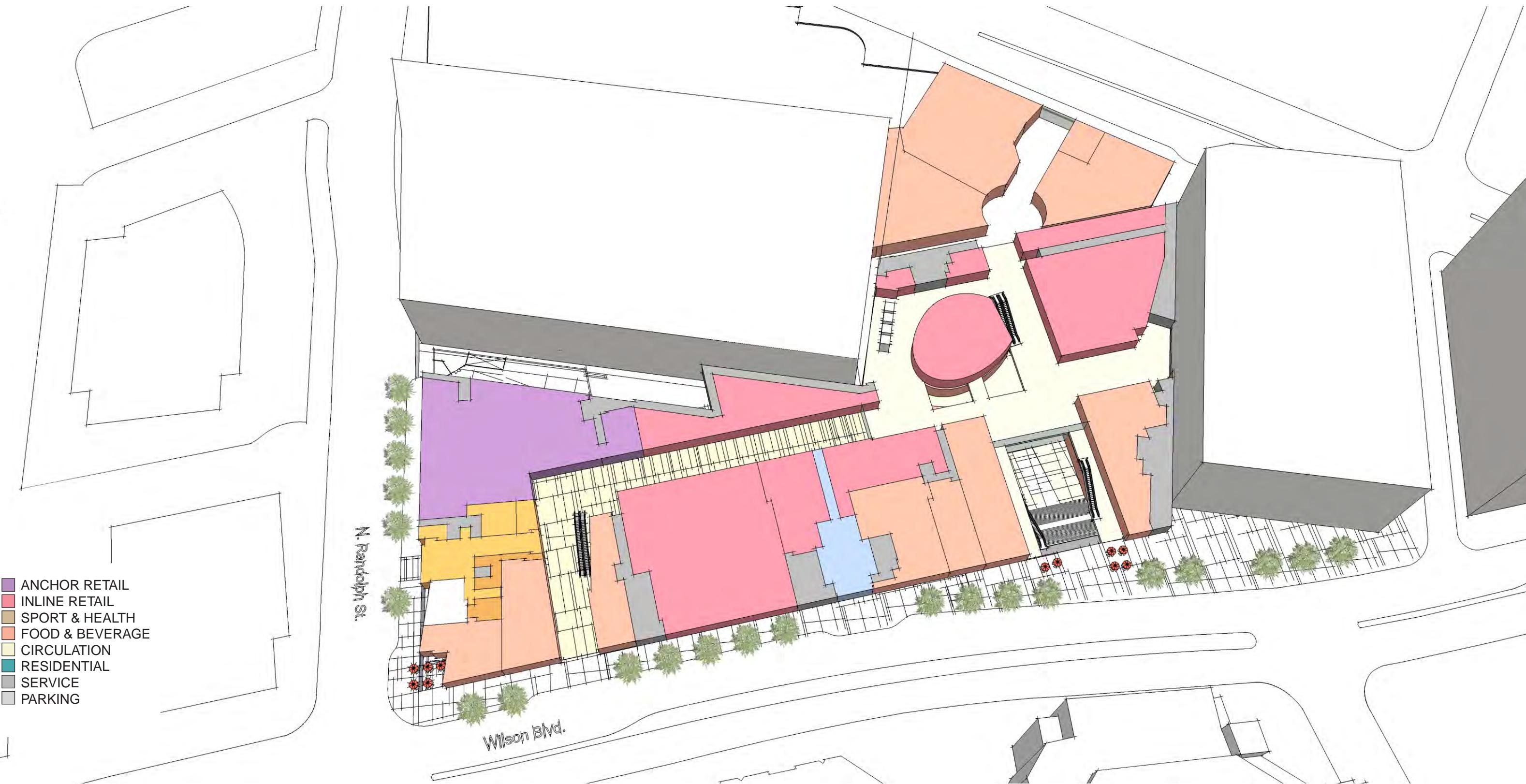
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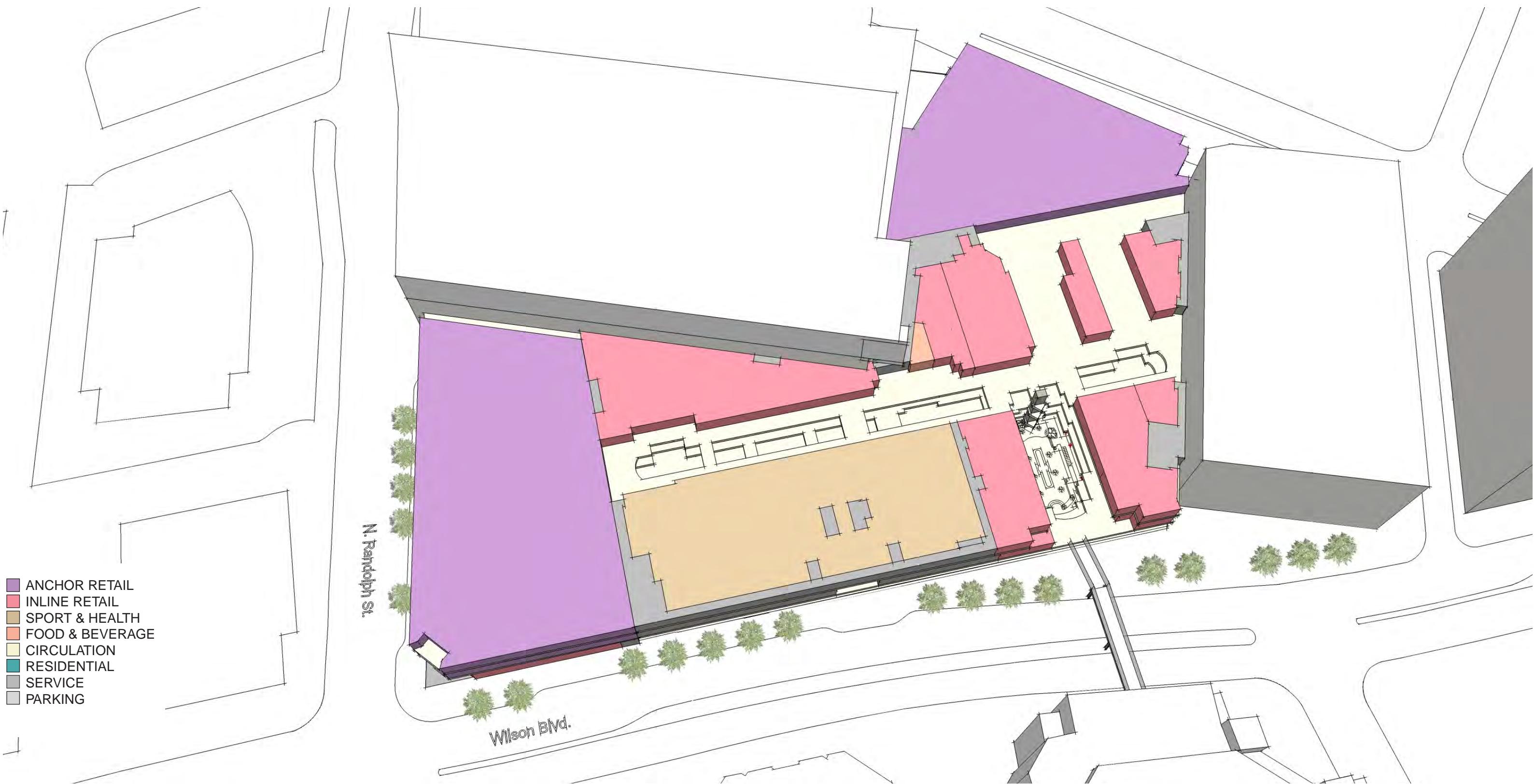




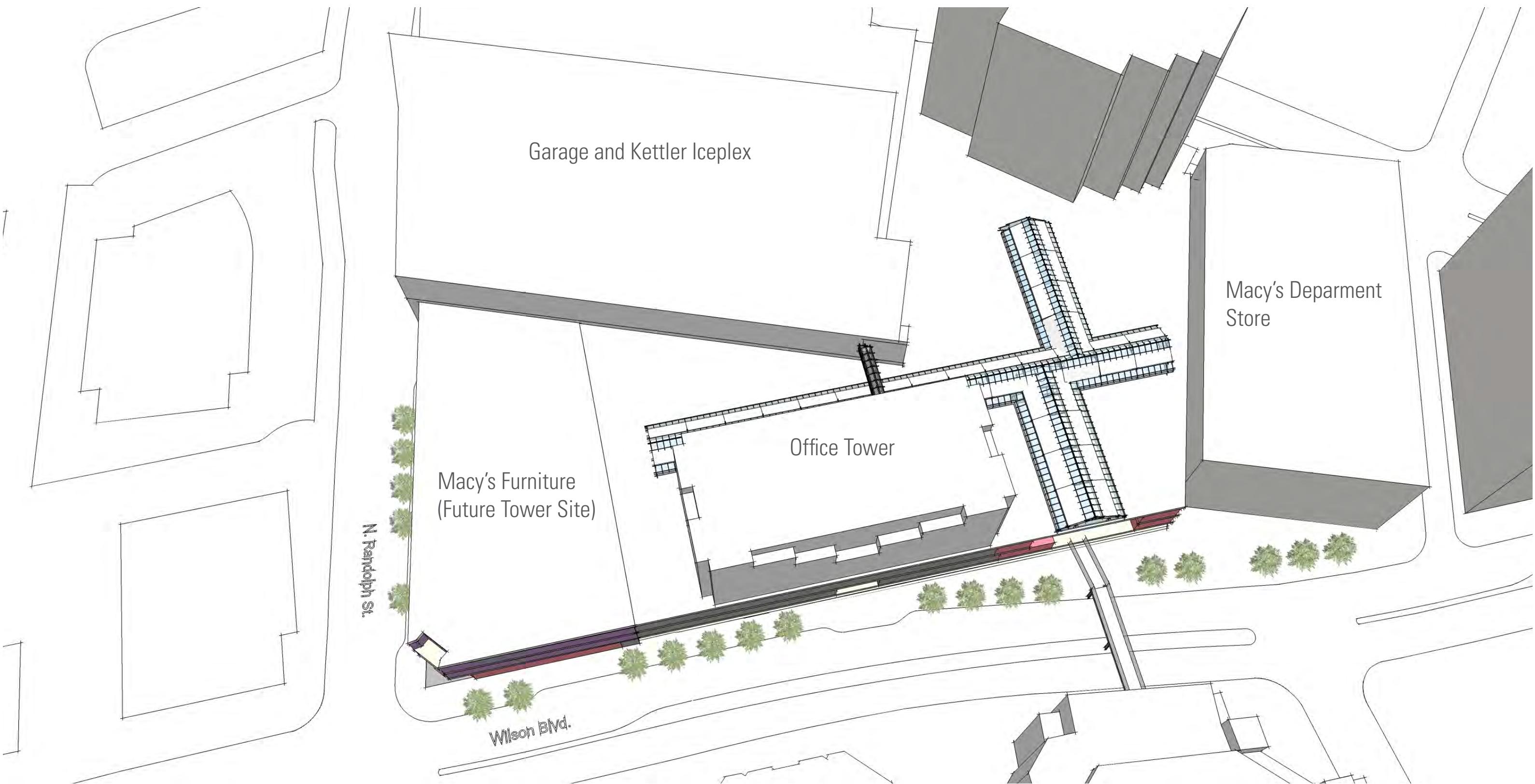












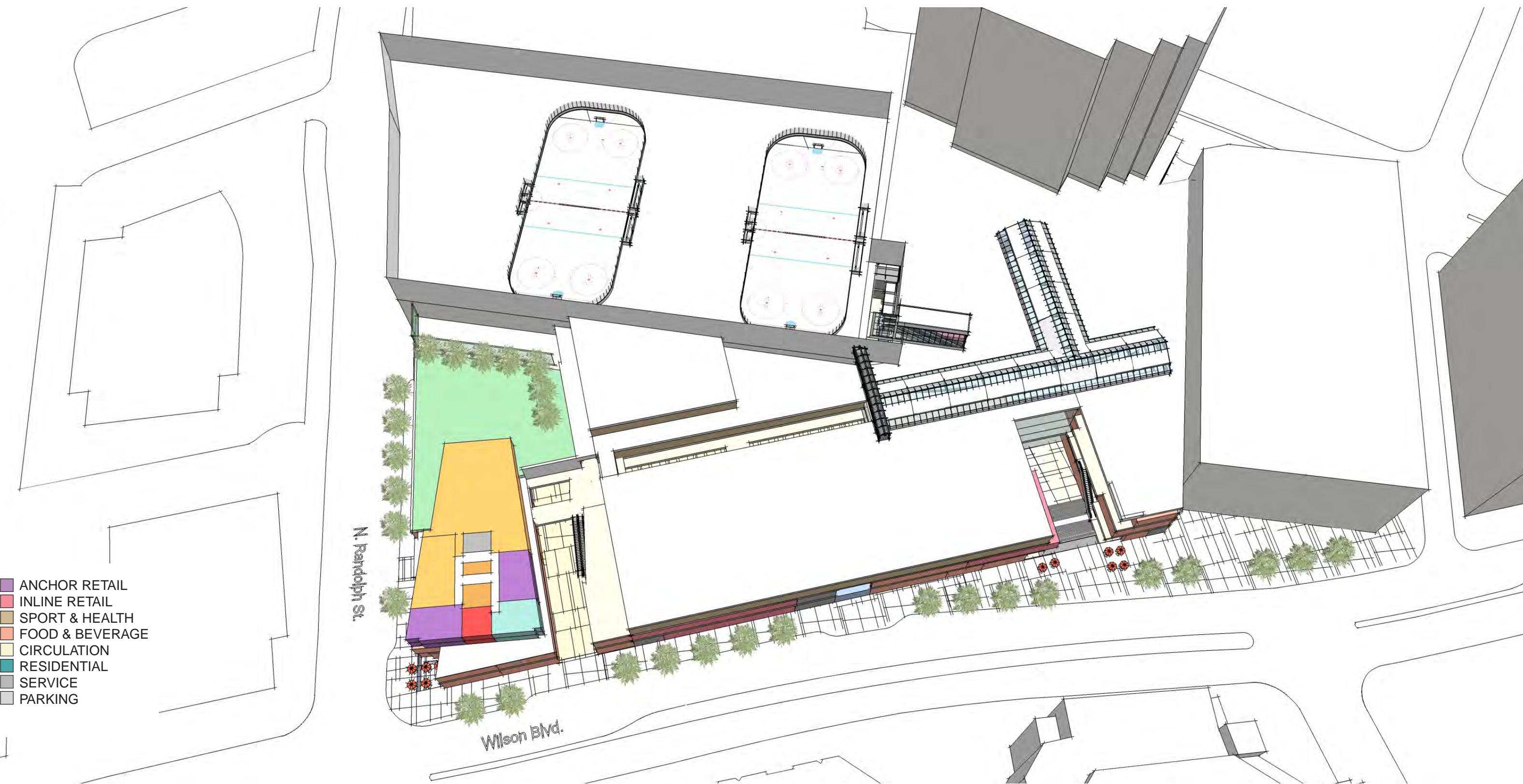
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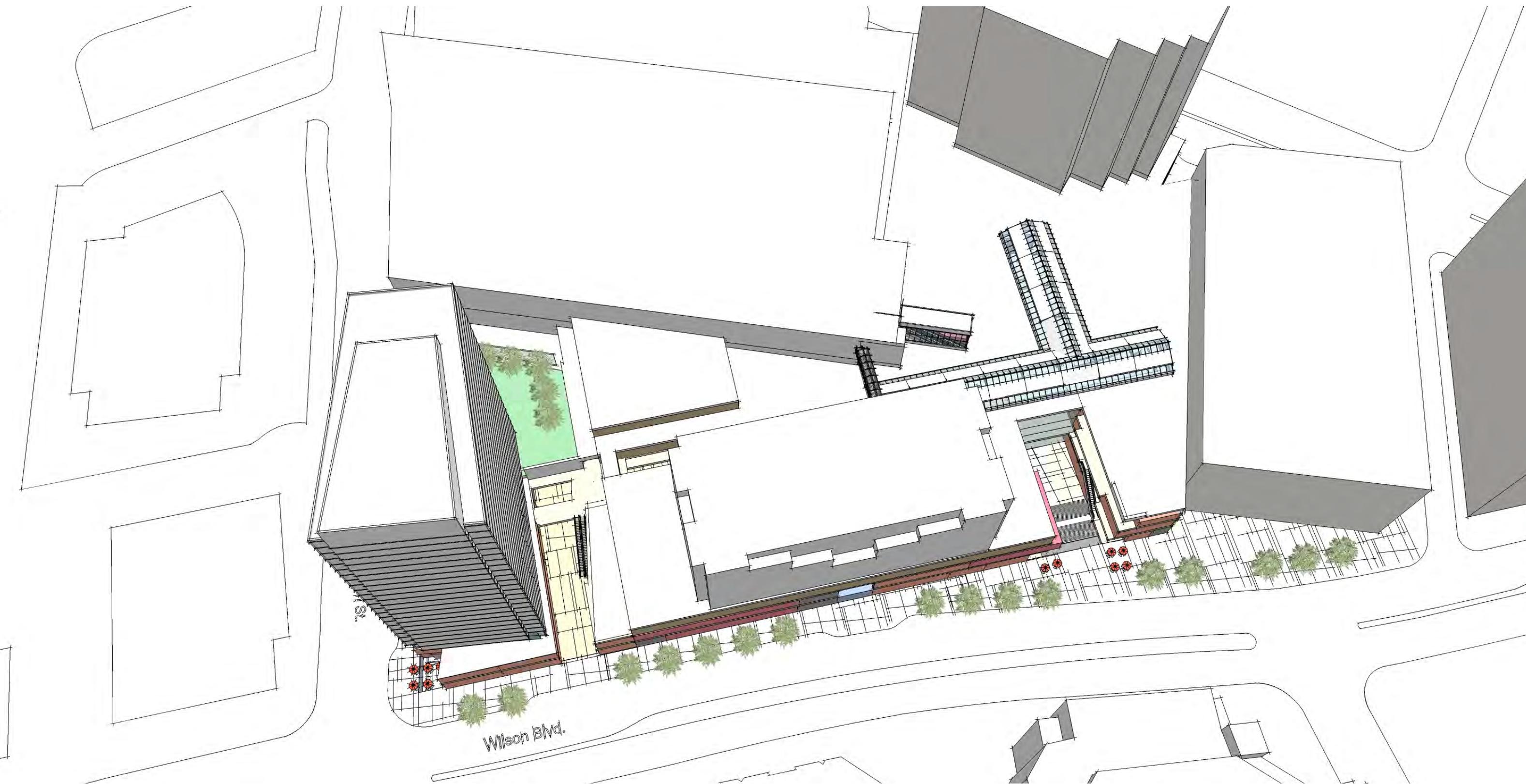


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June 21st - 10:00 am



June 21st - 12:00 noon



June 21st - 2:00 pm



September 21st - 10:00 am

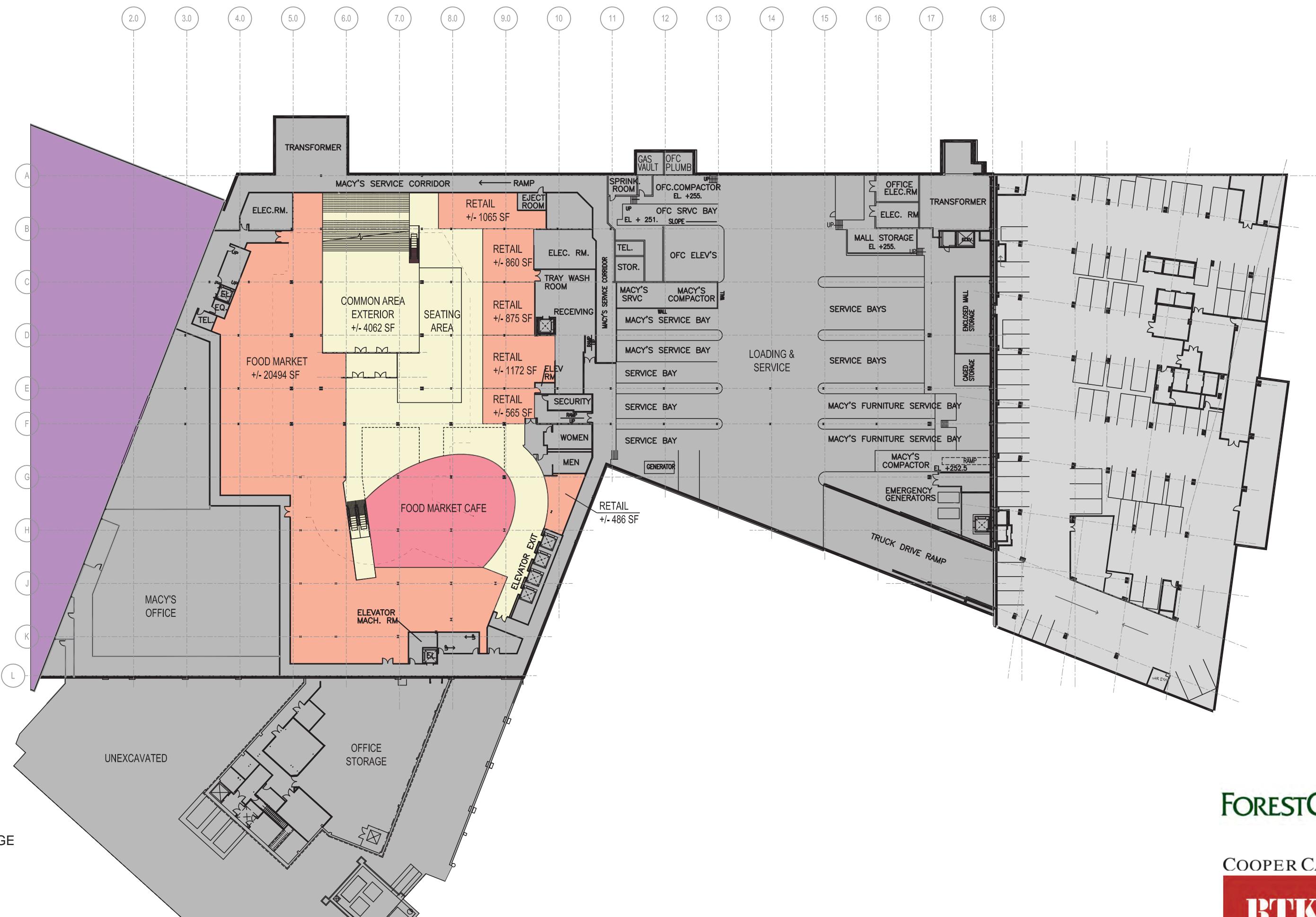


September 21st - 12:00 noon



September 21st - 2:00 pm





BALLSTON RETAIL SD PACKAGE | MAY 23, 2014

Concourse Level Plan

PAGE 25

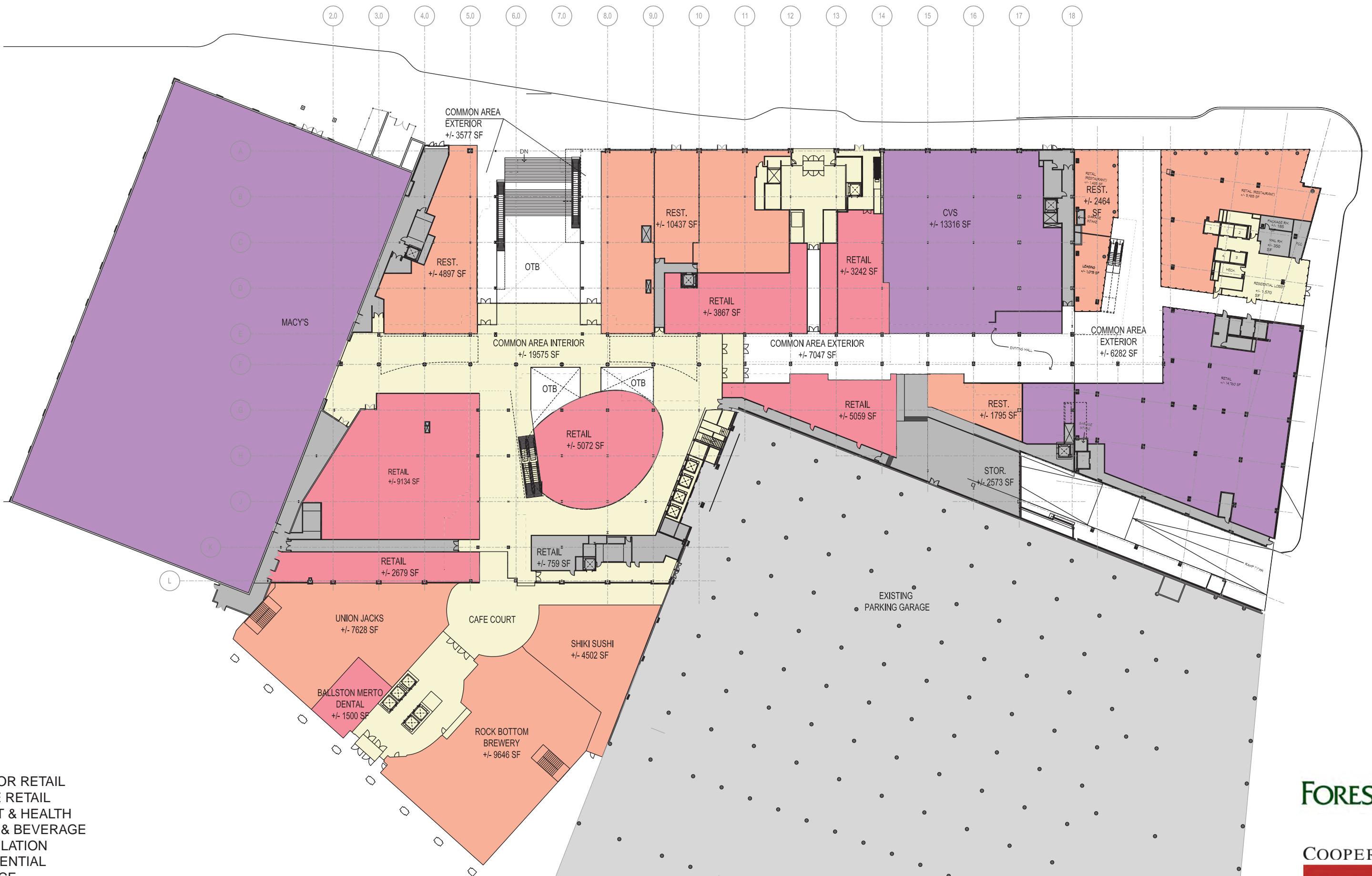
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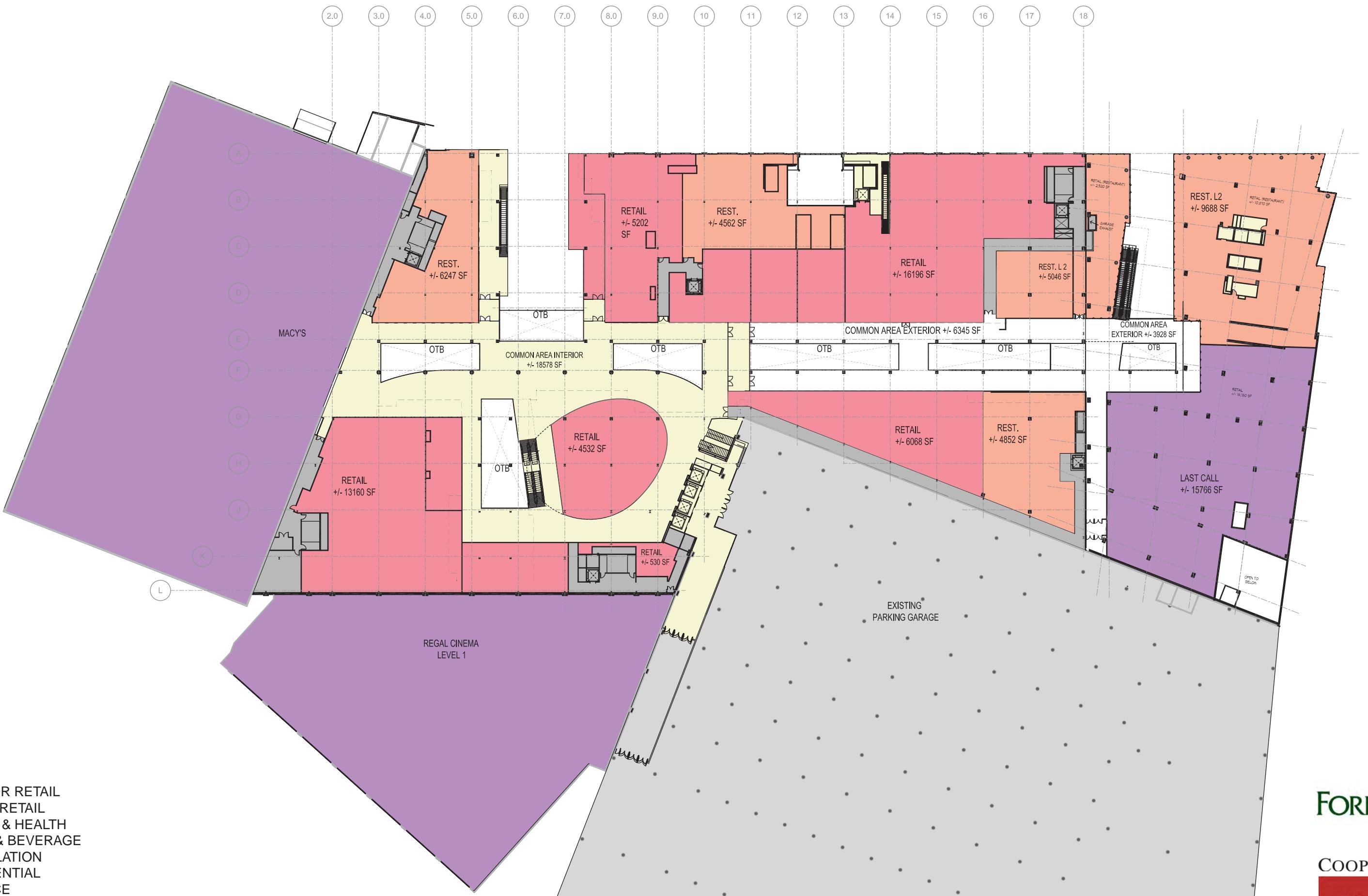


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Level 2 Plan

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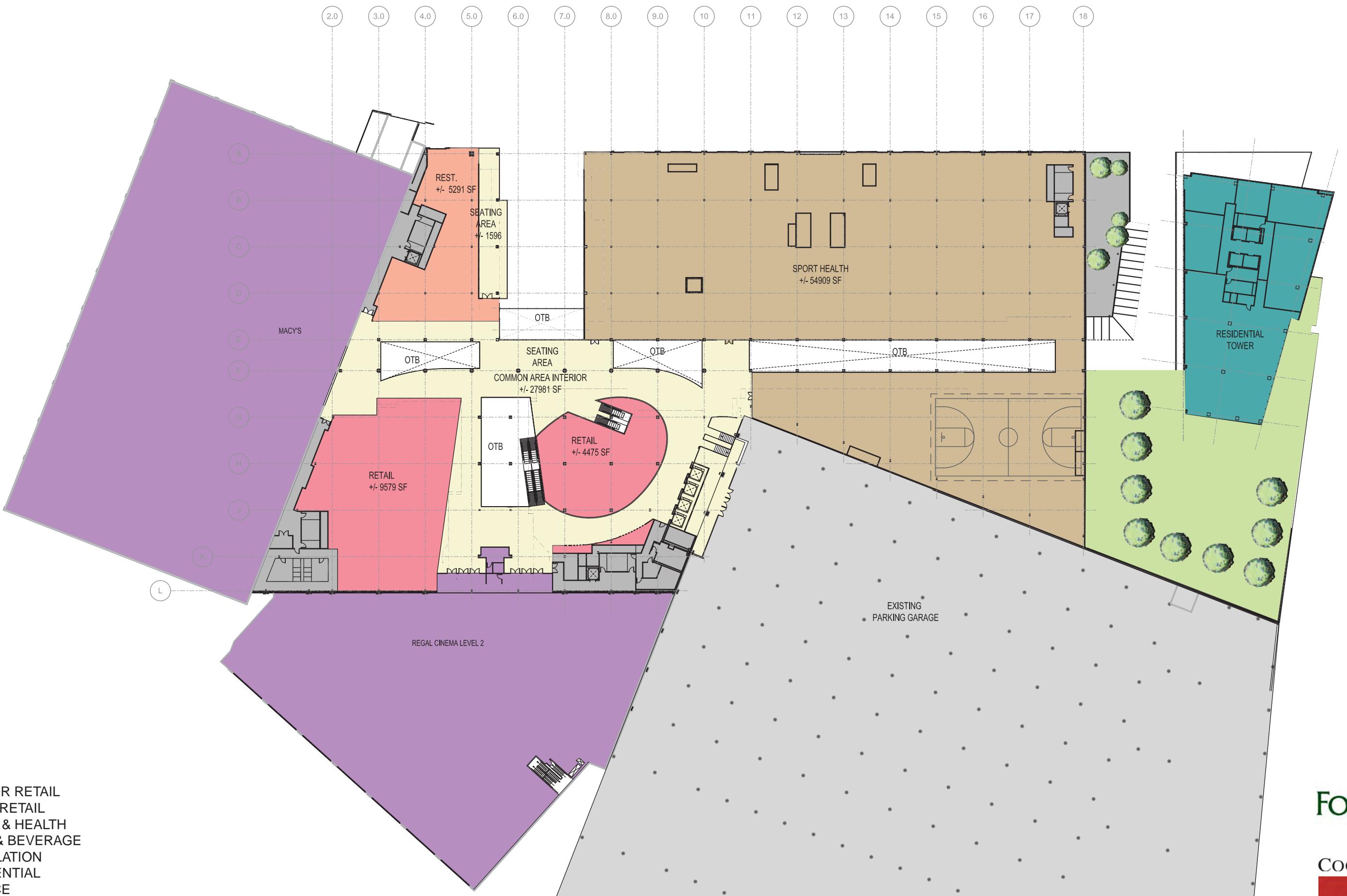
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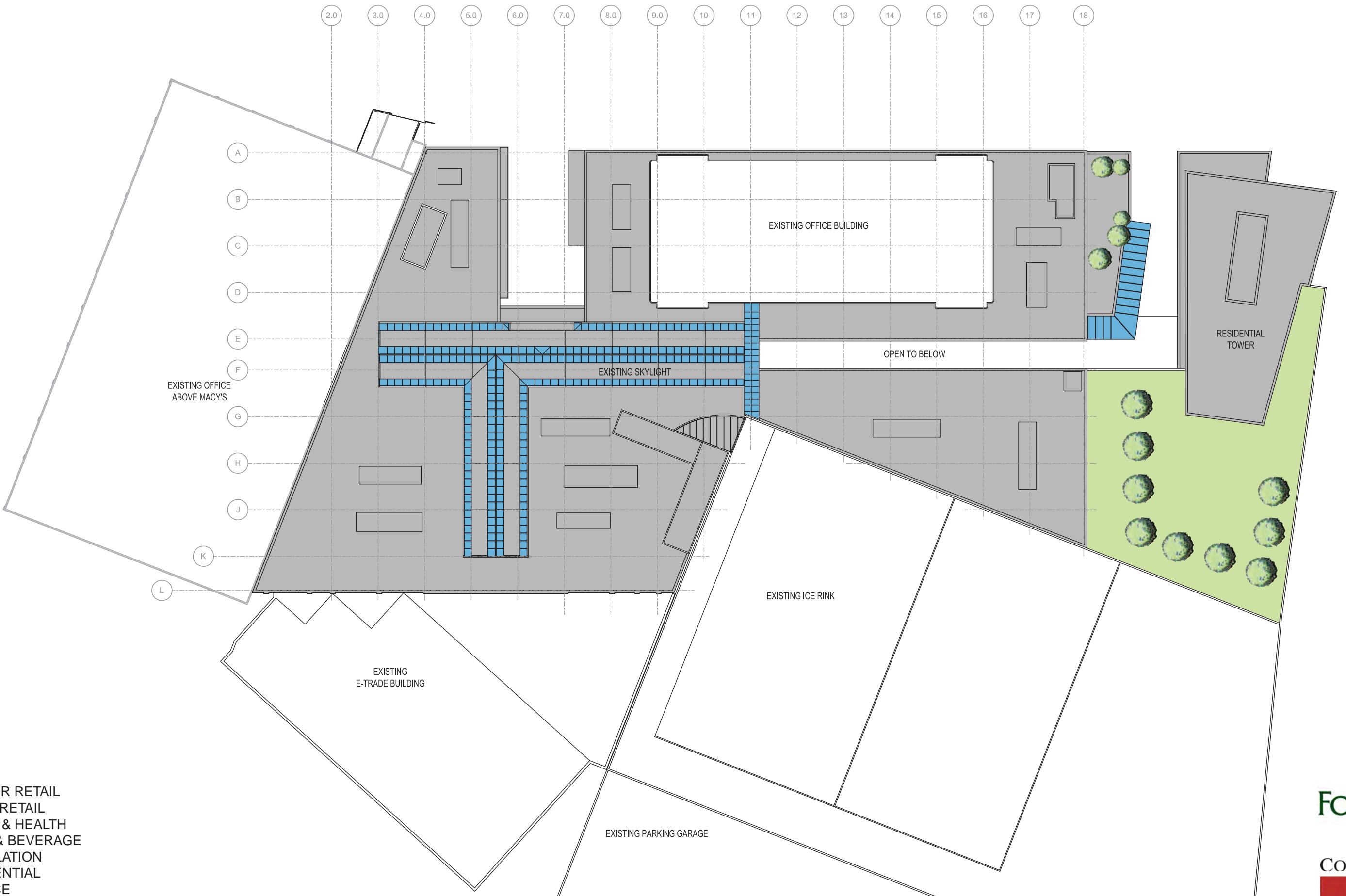


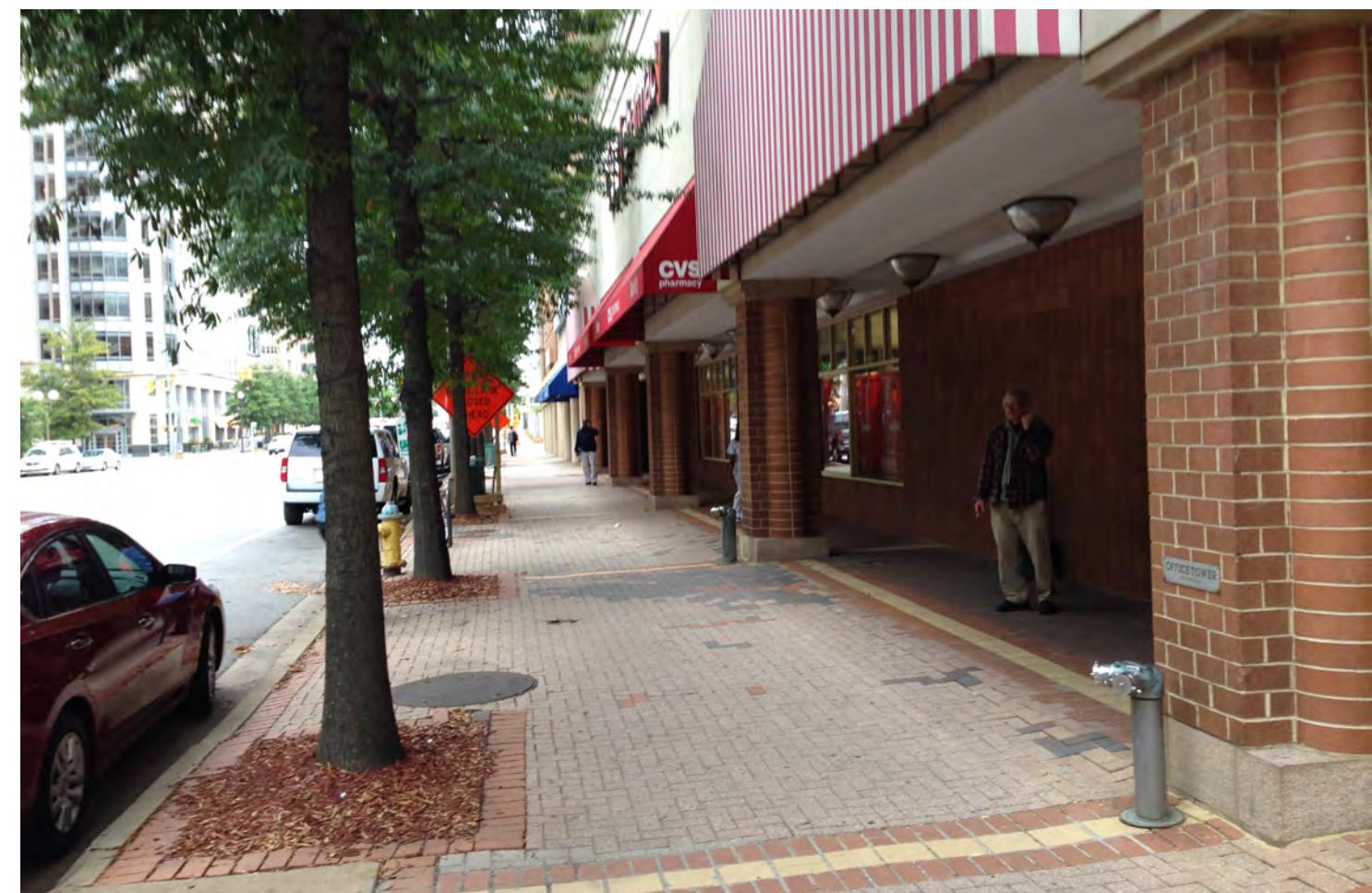
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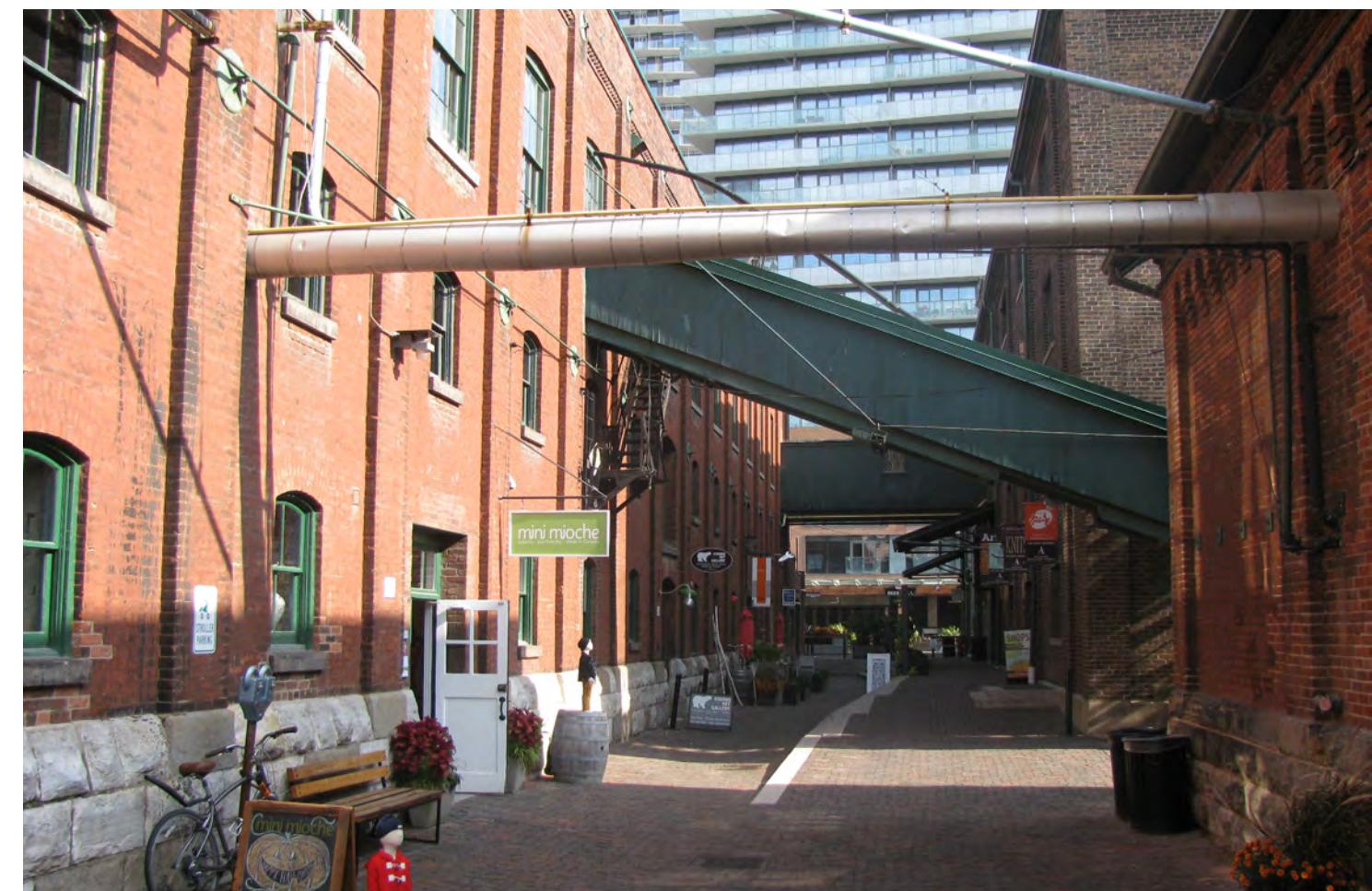
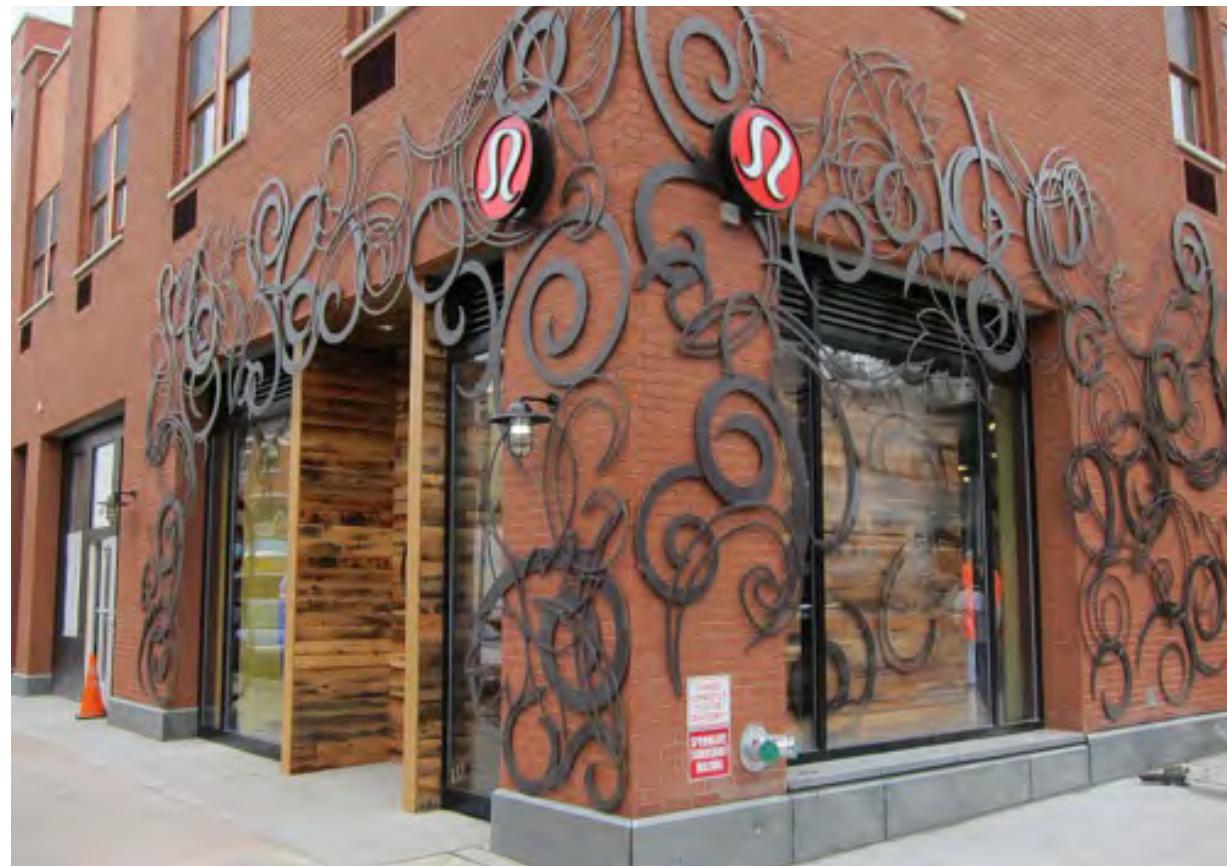
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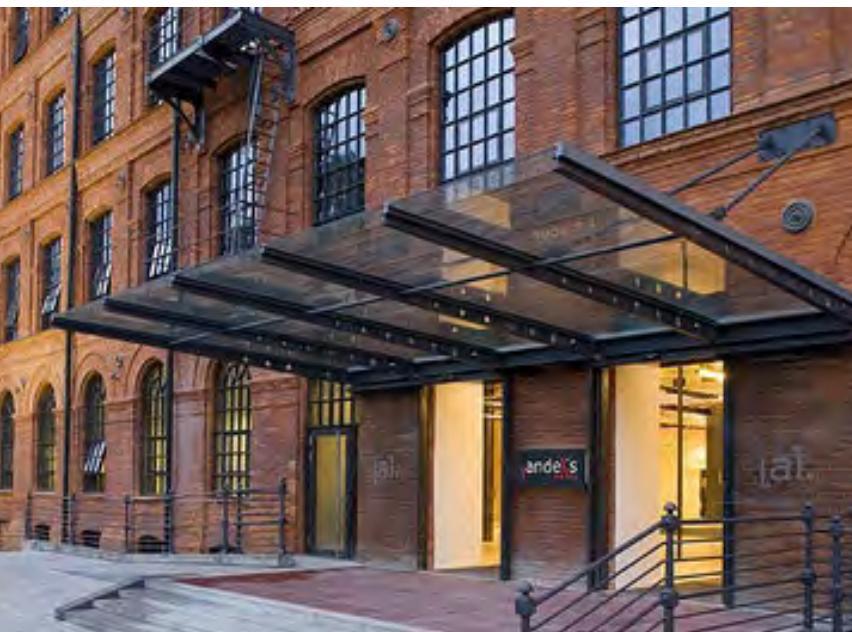
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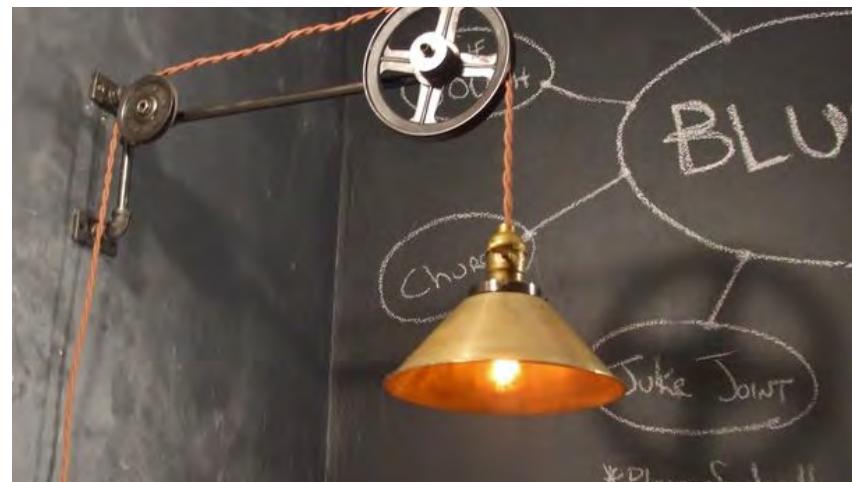
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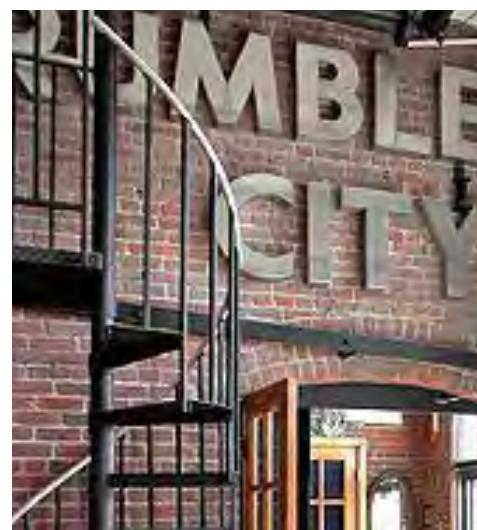
NOSTALGIC + MODERN



INDUSTRIAL + MINIMAL



WEATHERED



INTRIGUING MIX OF MATERIALS



DOWN-TO-EARTH AESTHETIC



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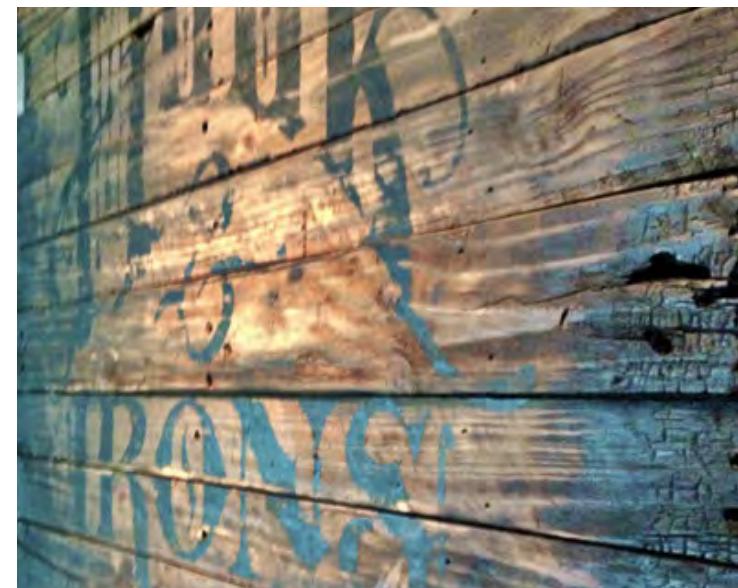


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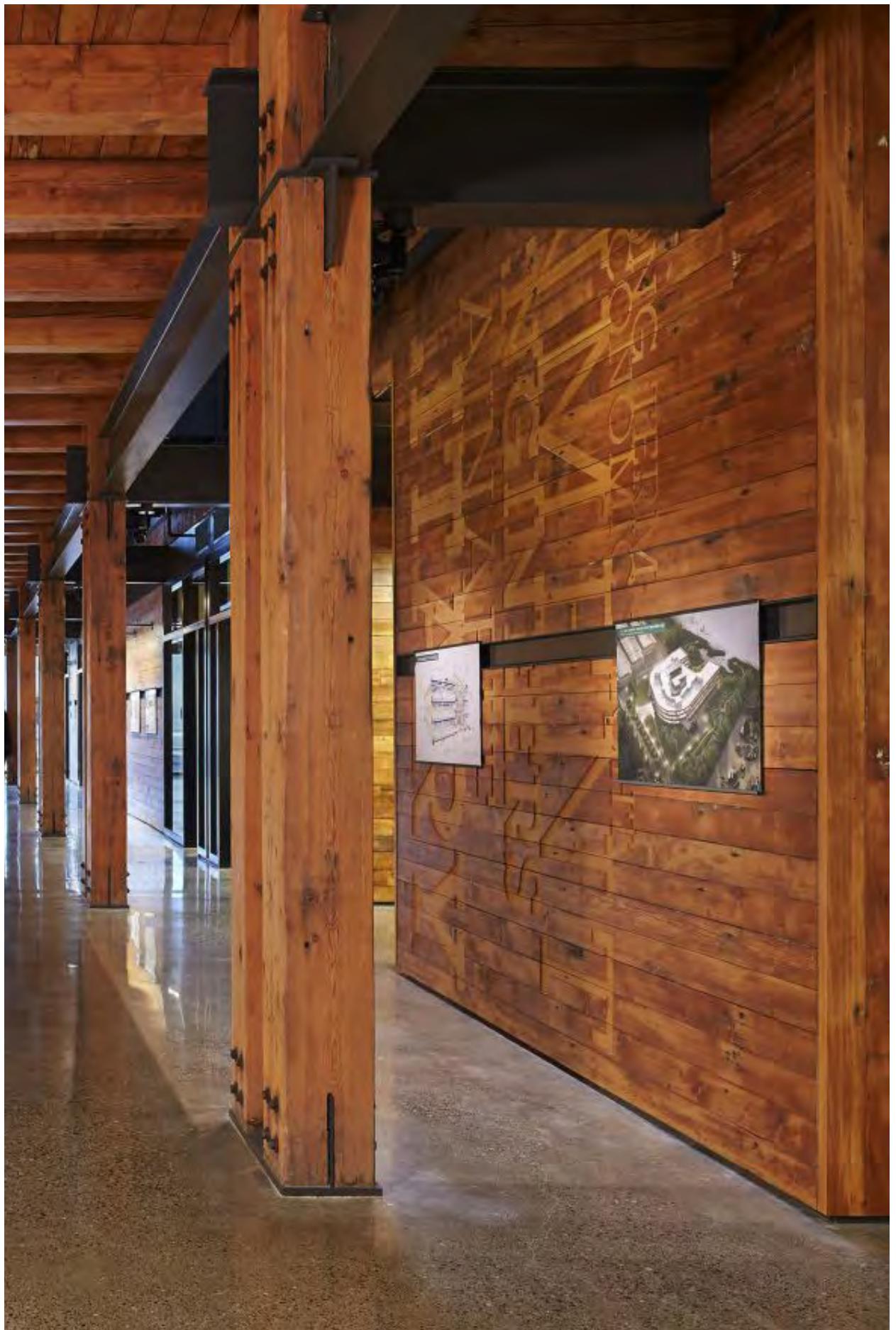


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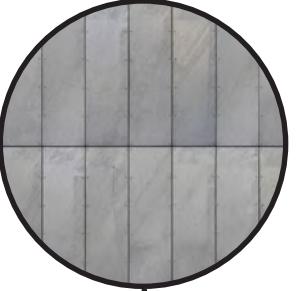
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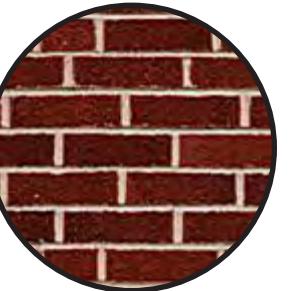
Glazing



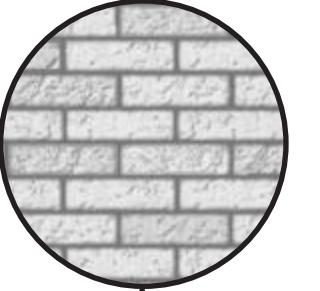
Metal Panels



Brick



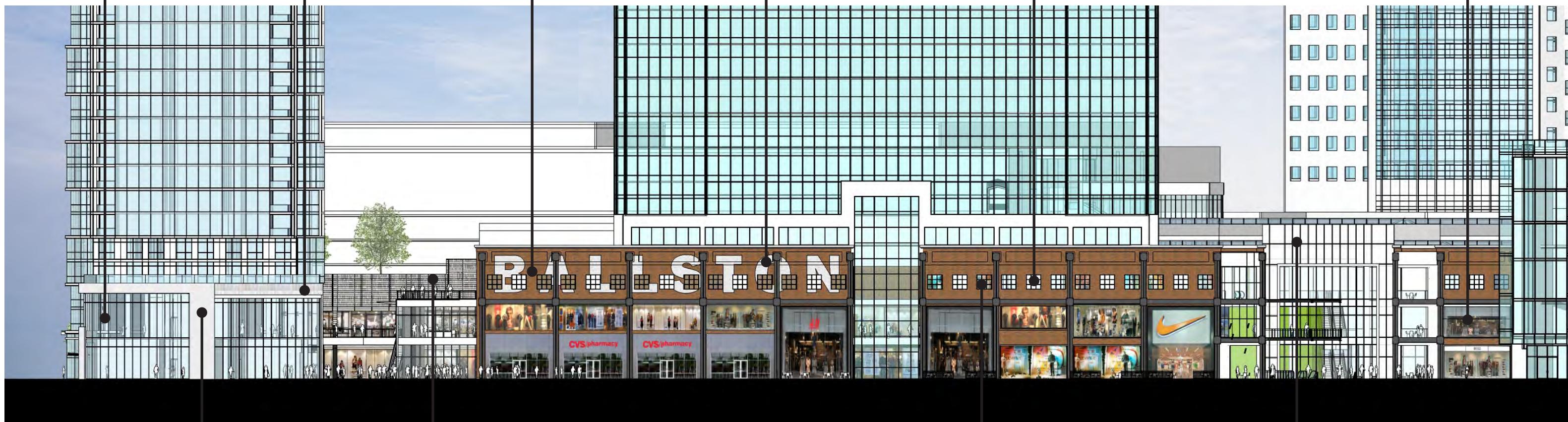
Painted Brick



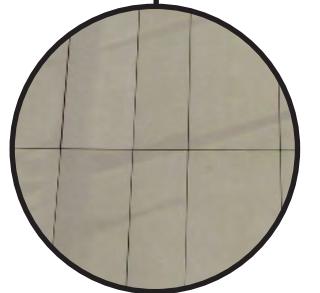
Lightbox



Storefront



Honed Limestone wall with recesses & extrusions



Wood Panels w/ Graphics



Factory Windows



Backlit Wall



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Reference Images



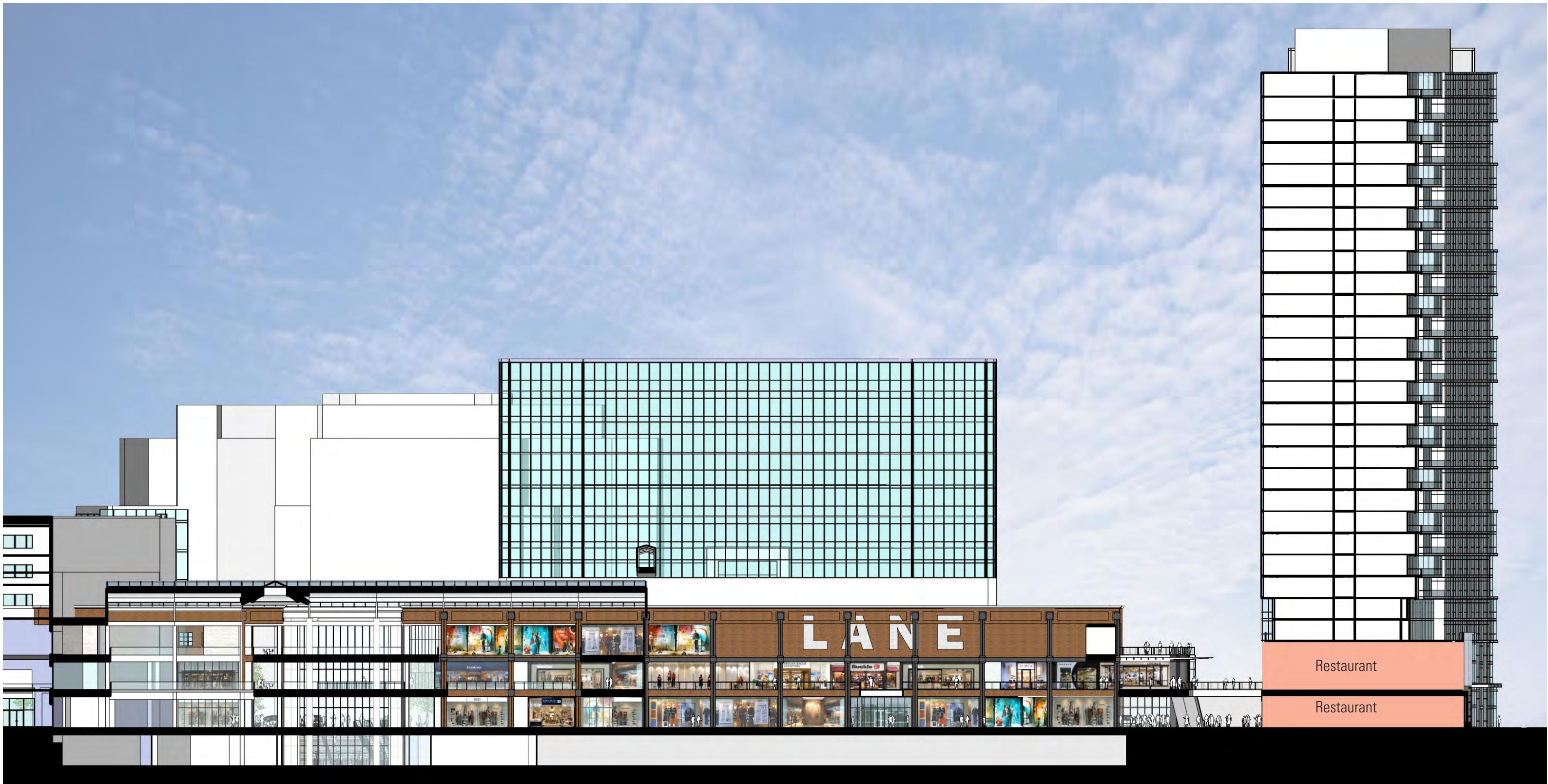
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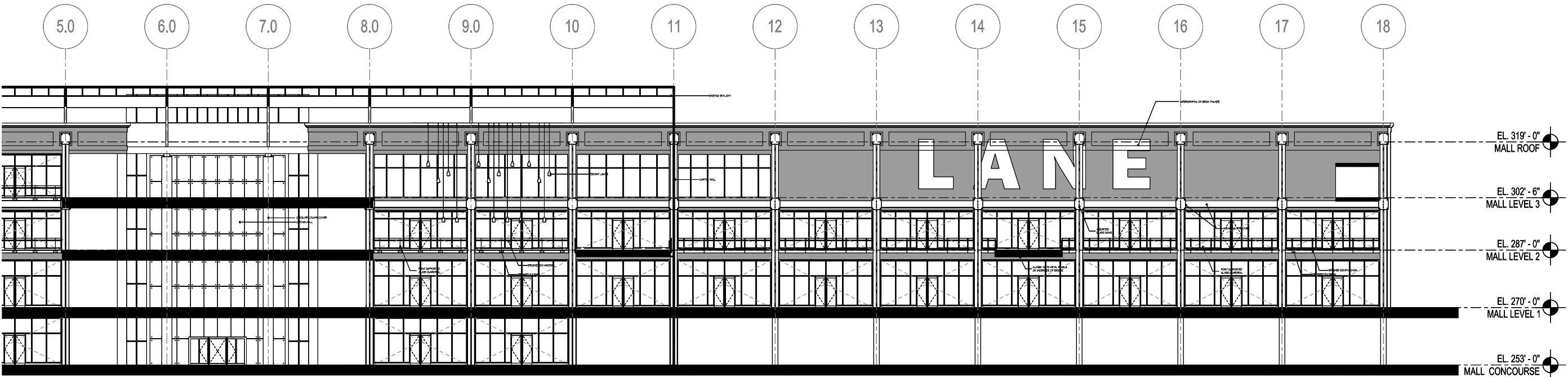
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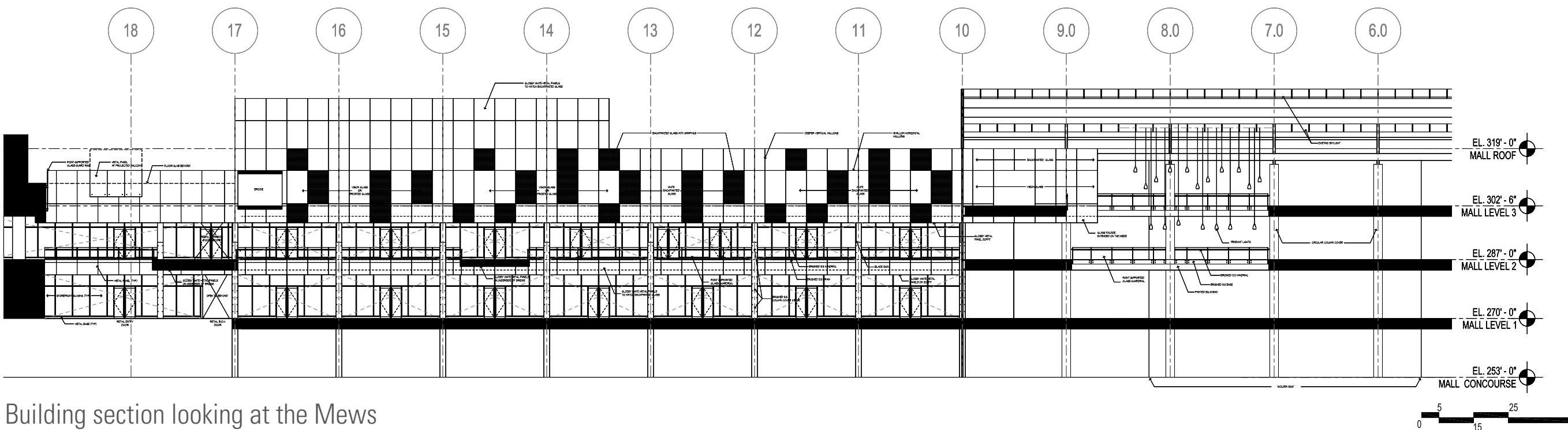
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Building section looking at the Warehouse



Building section looking at the Mews

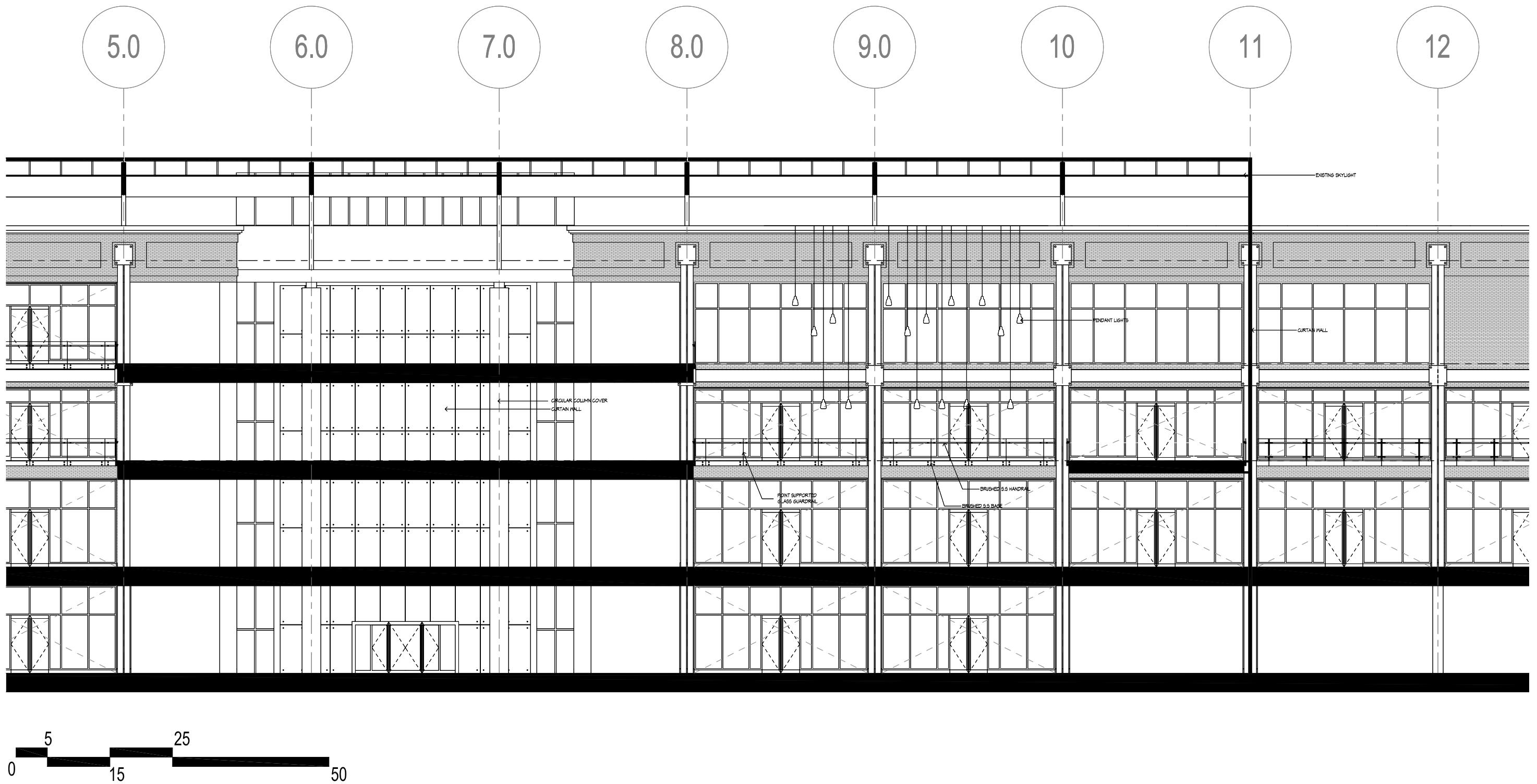
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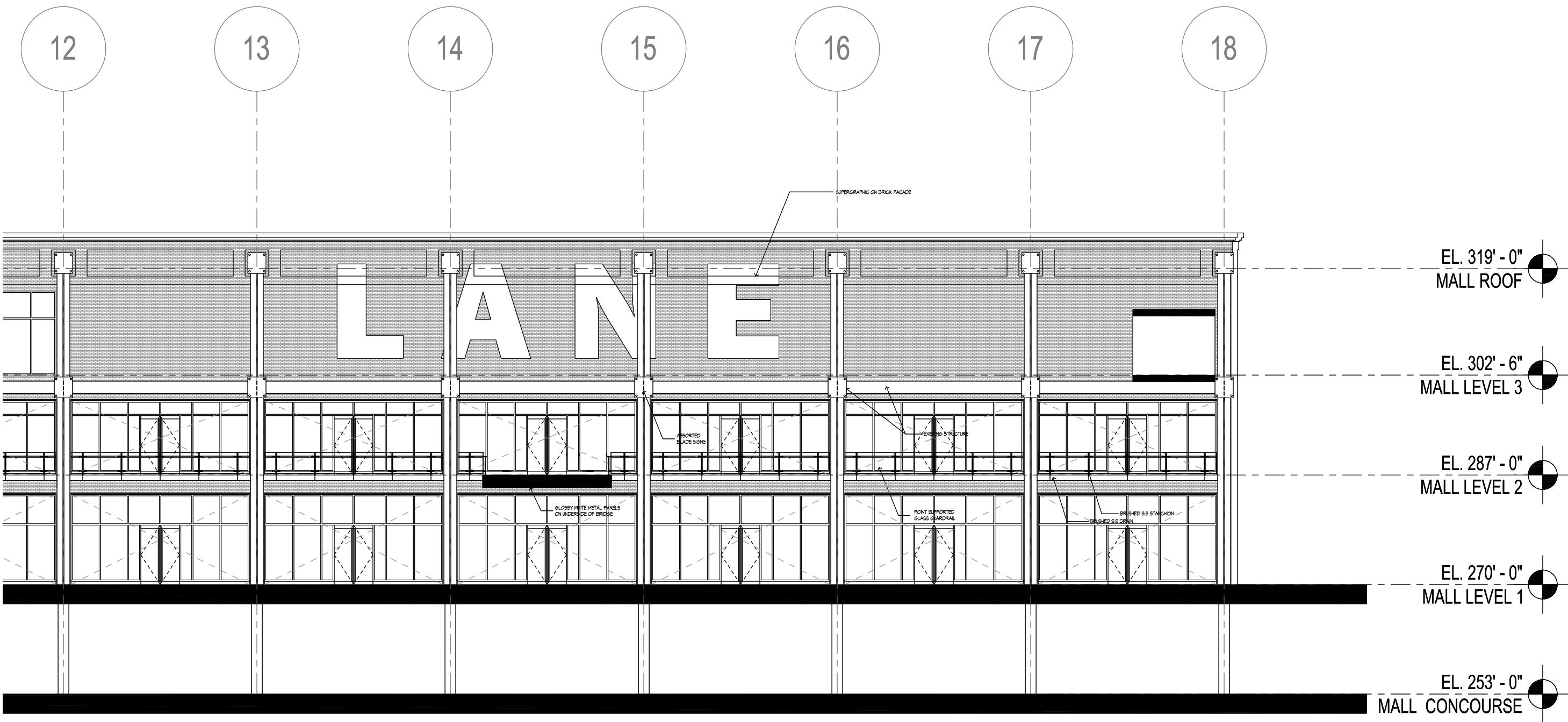


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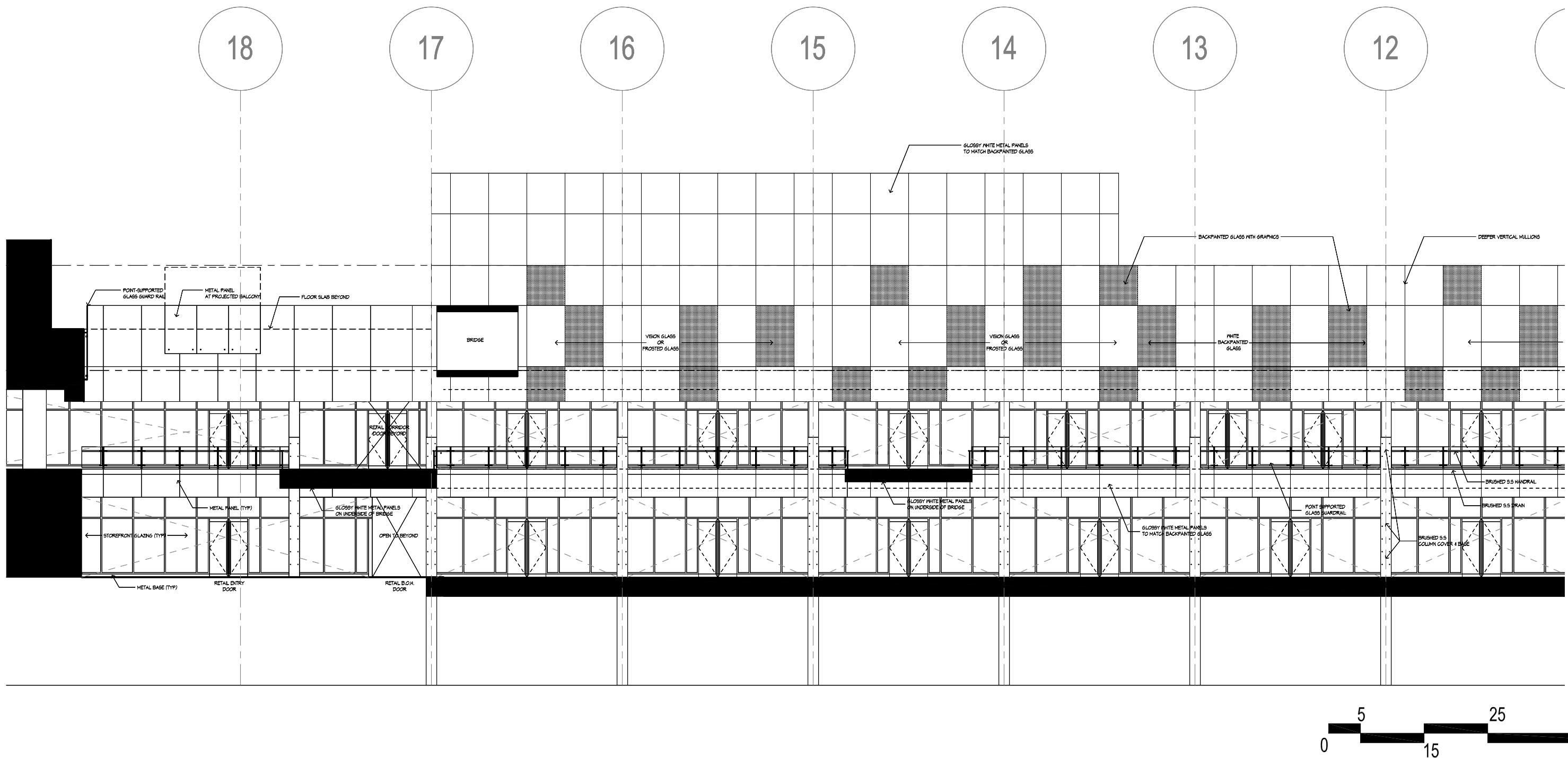
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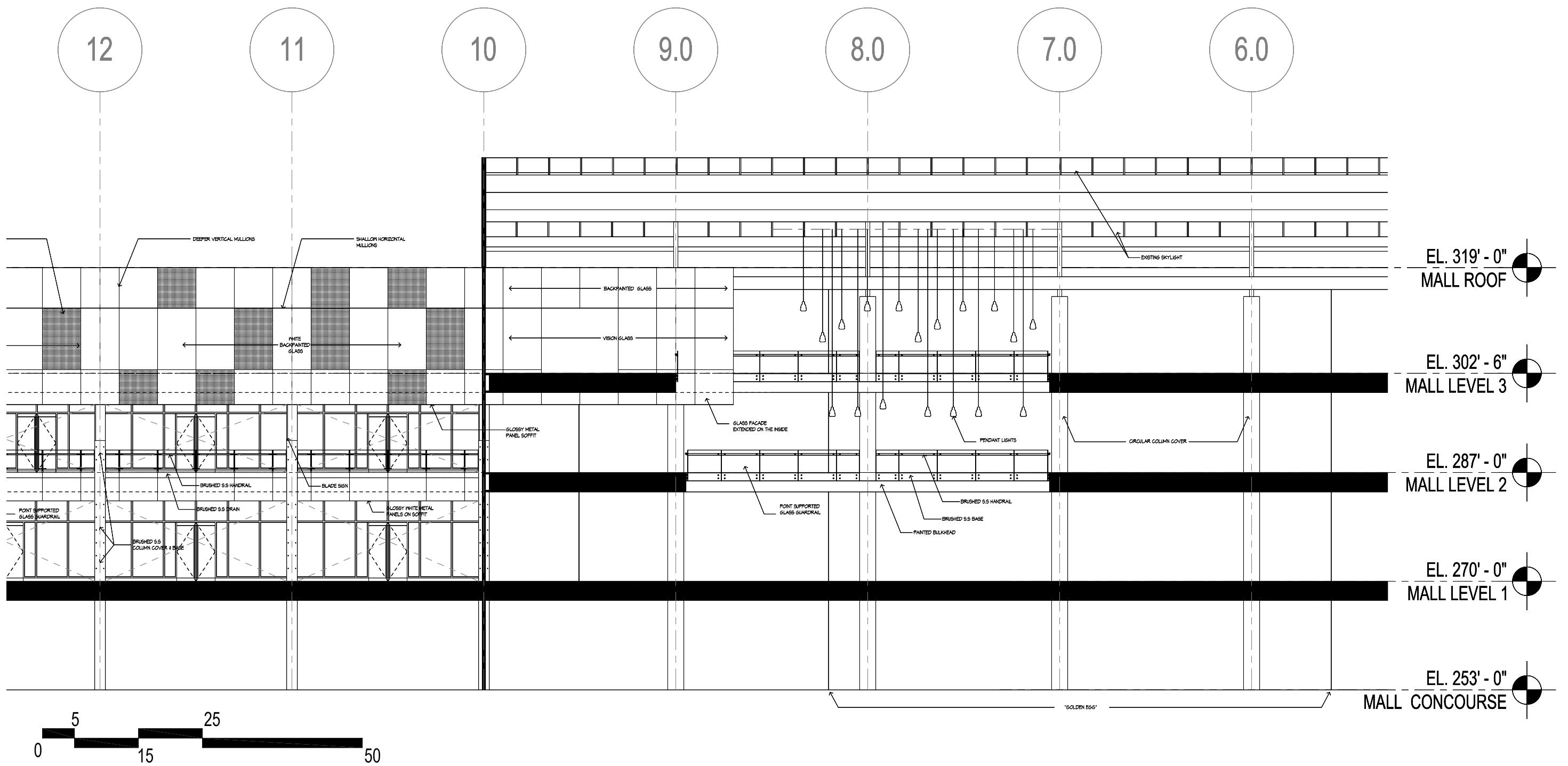


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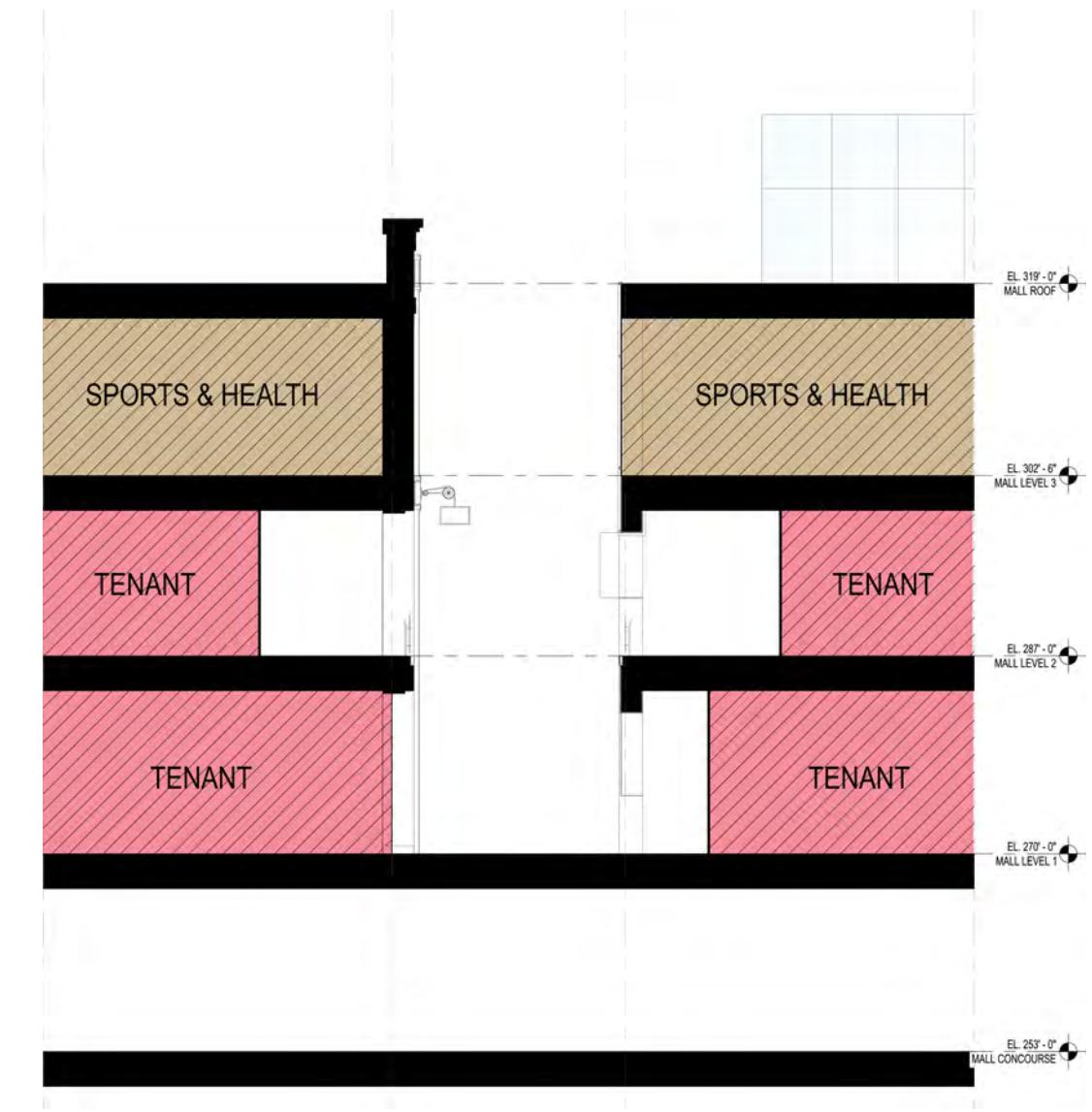
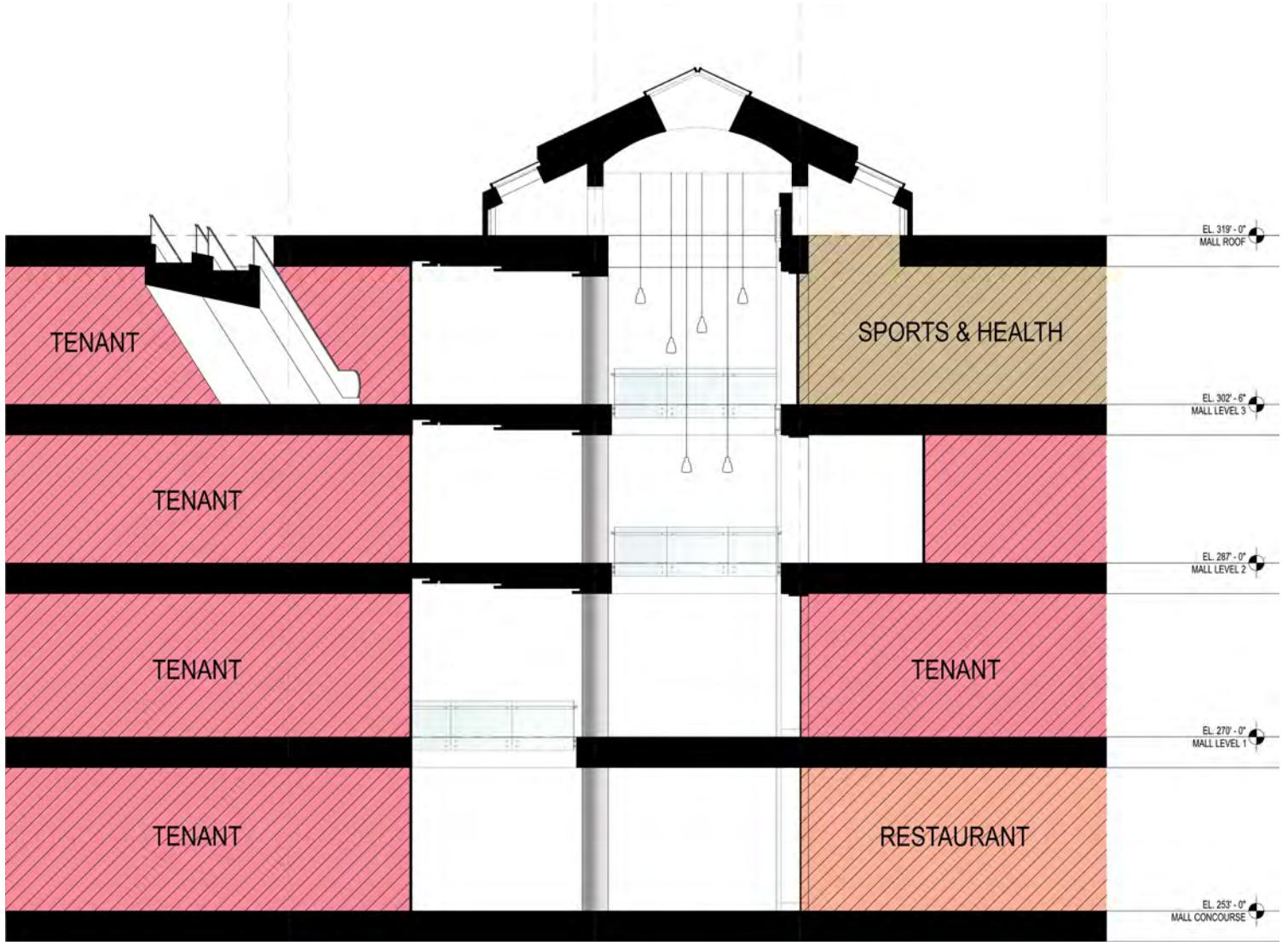
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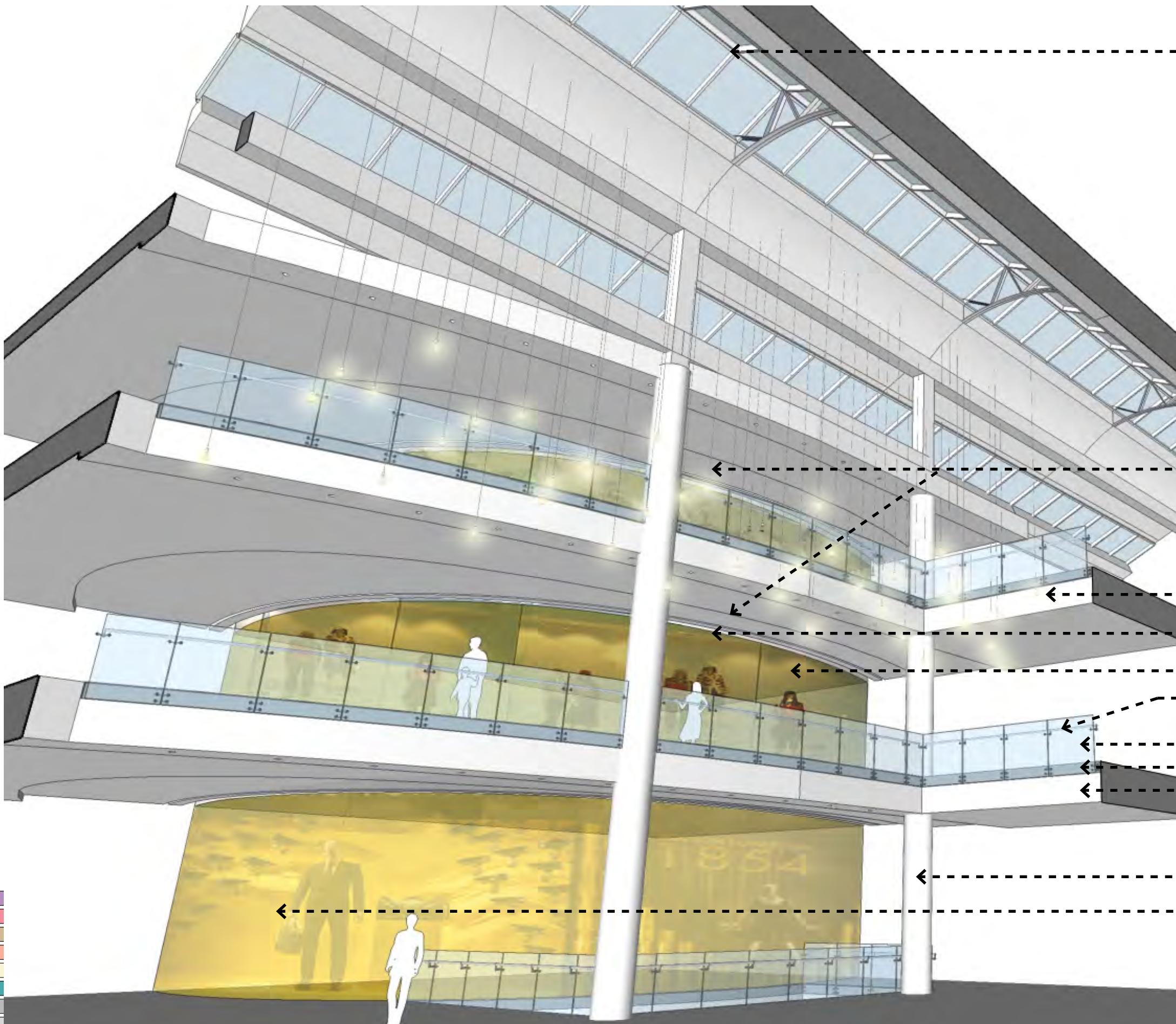
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Existing Skylight

Recessed shallow ceiling coves. Re: Lighting

Suspended light fixture Re: Lighting

Continuous ceiling cove around "egg"

Recessed shallow ceiling coves. Re: Lighting

Brushed Stainless Steel handrail

Point supported glass railing

Brushed Stainless Steel plate to support railing

Painted bulkhead

Circular metal panel column cover

Champagne gold backpainted glass in
parts of the "egg" storefront

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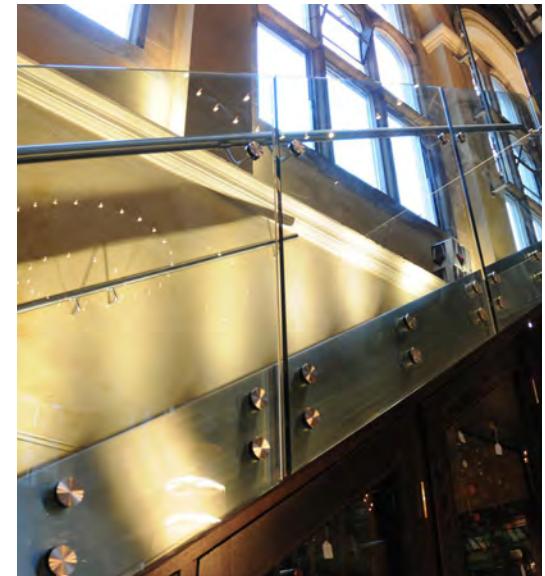
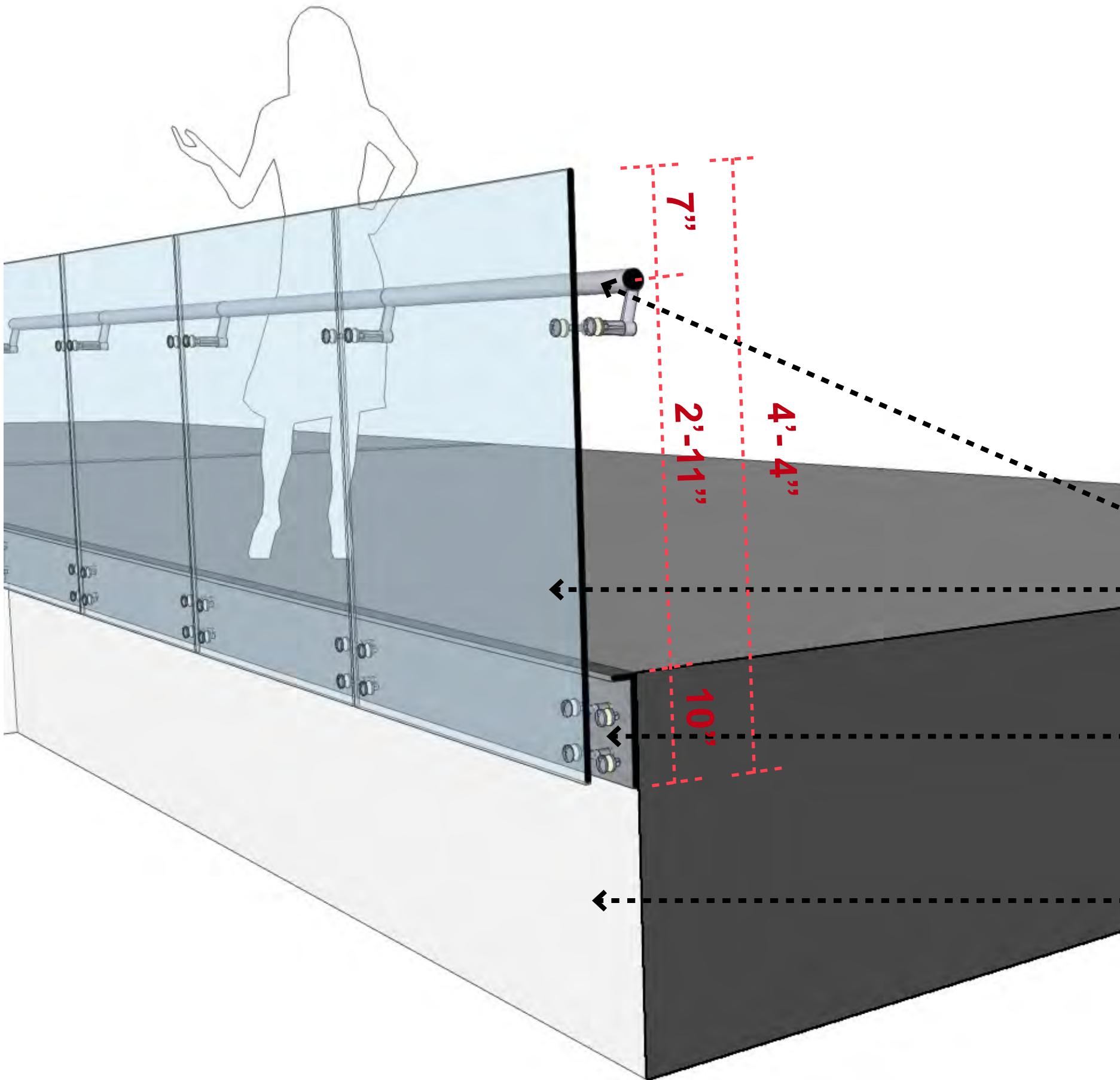
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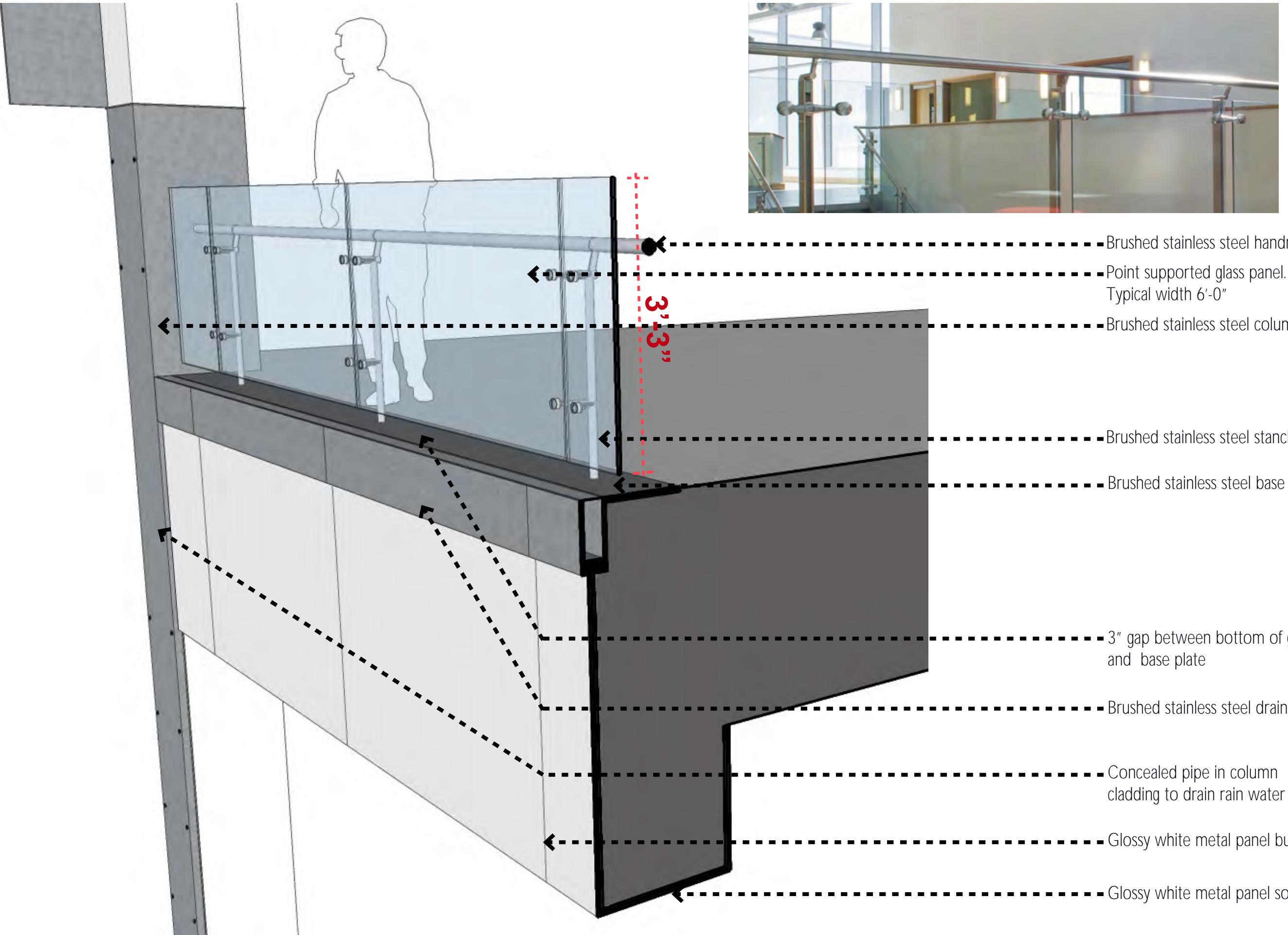


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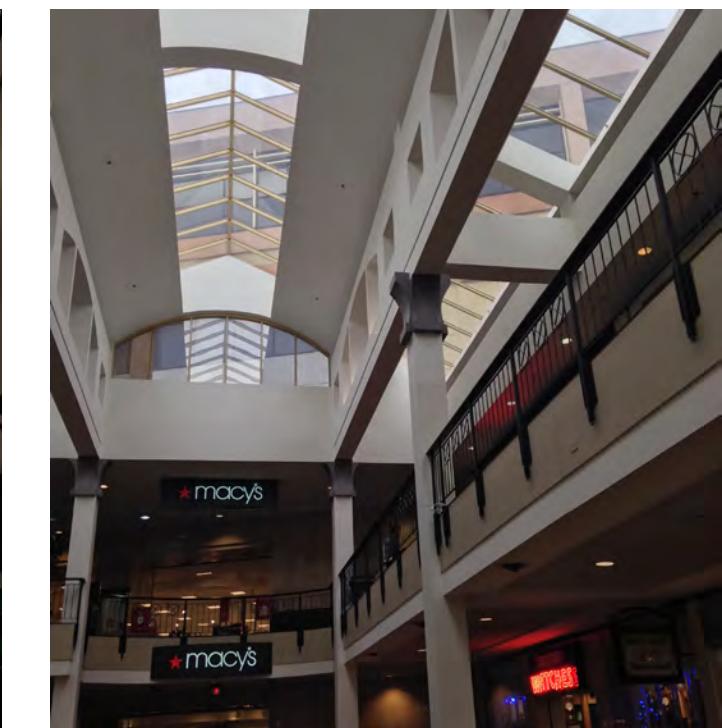
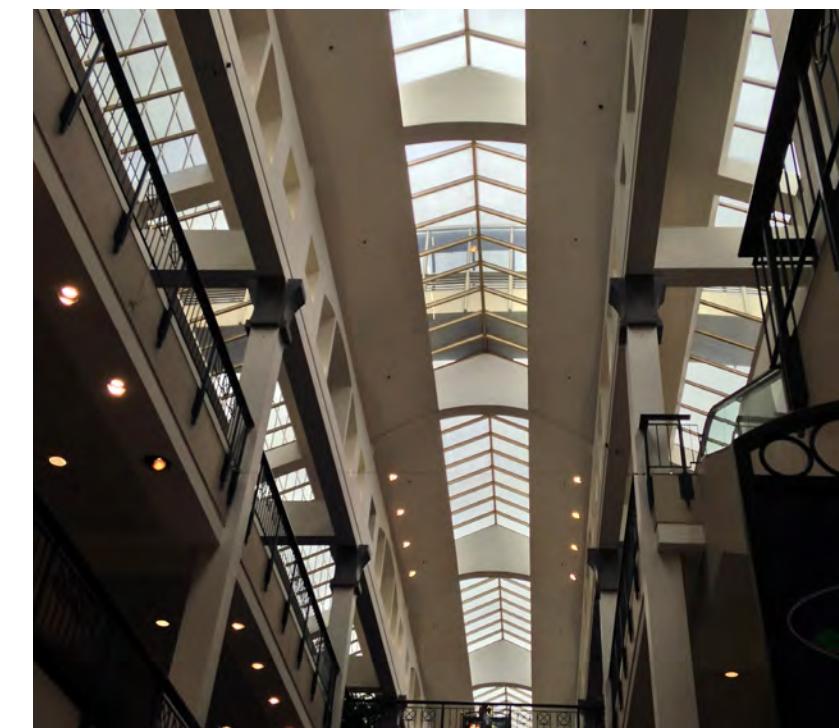
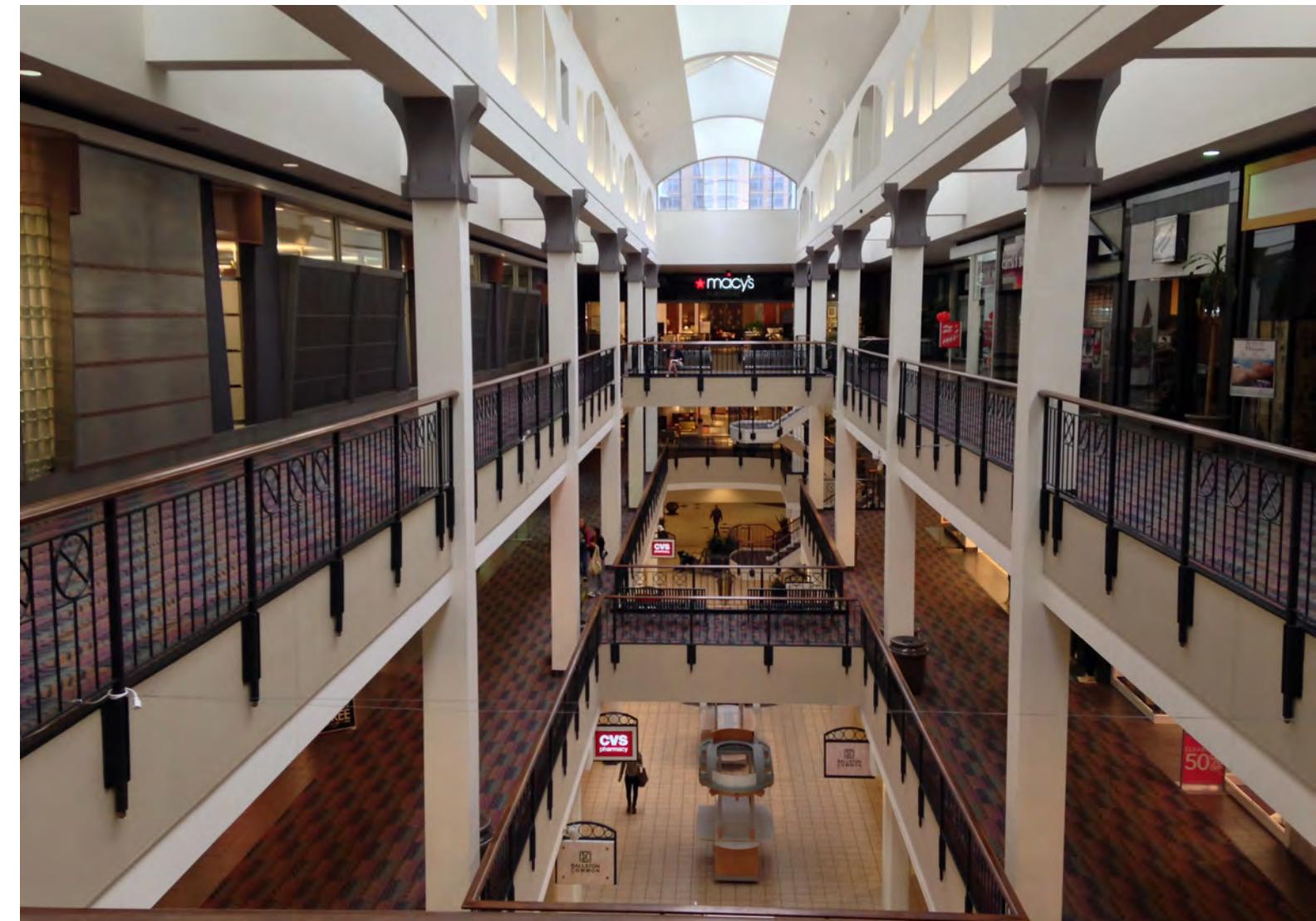
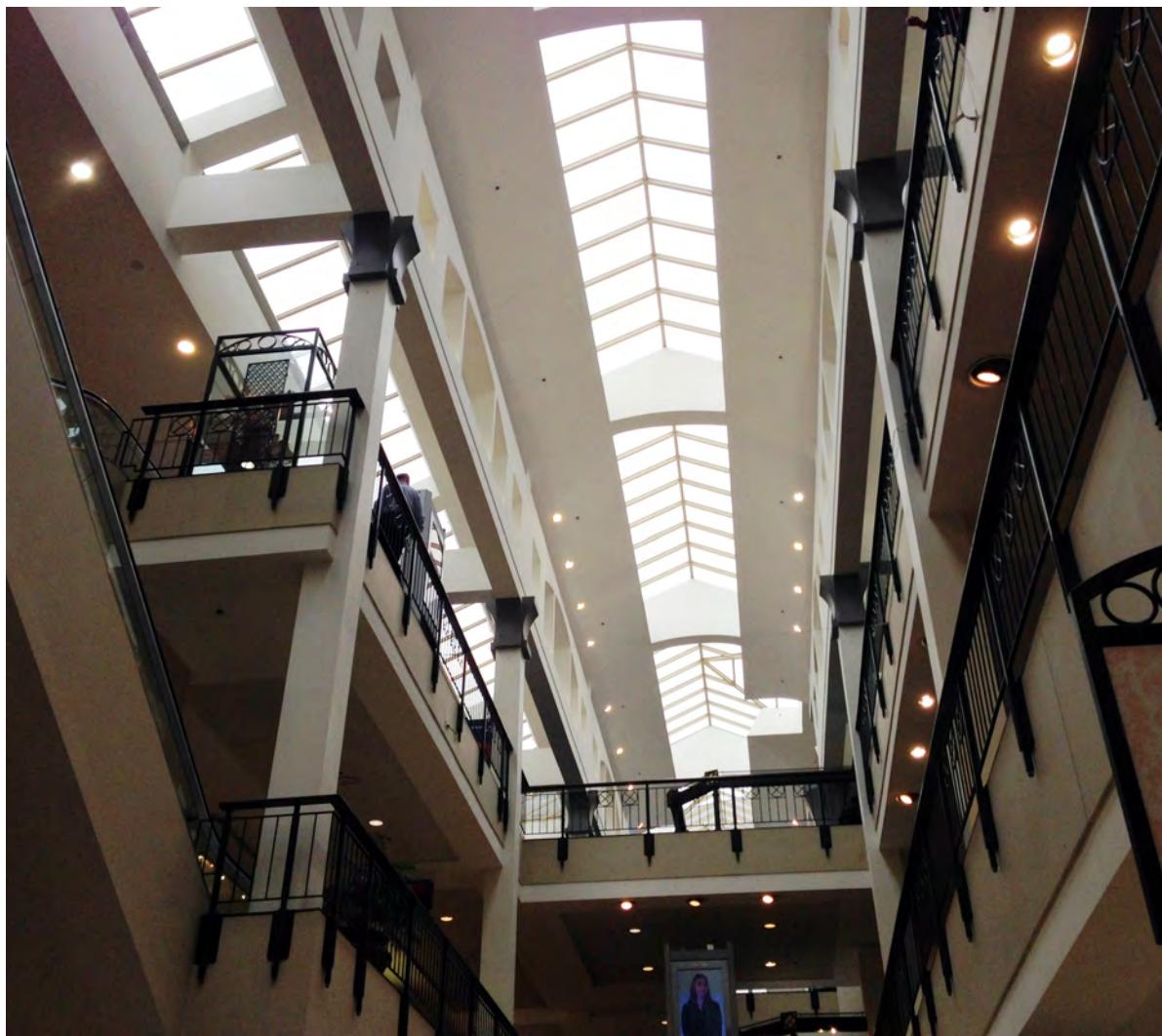
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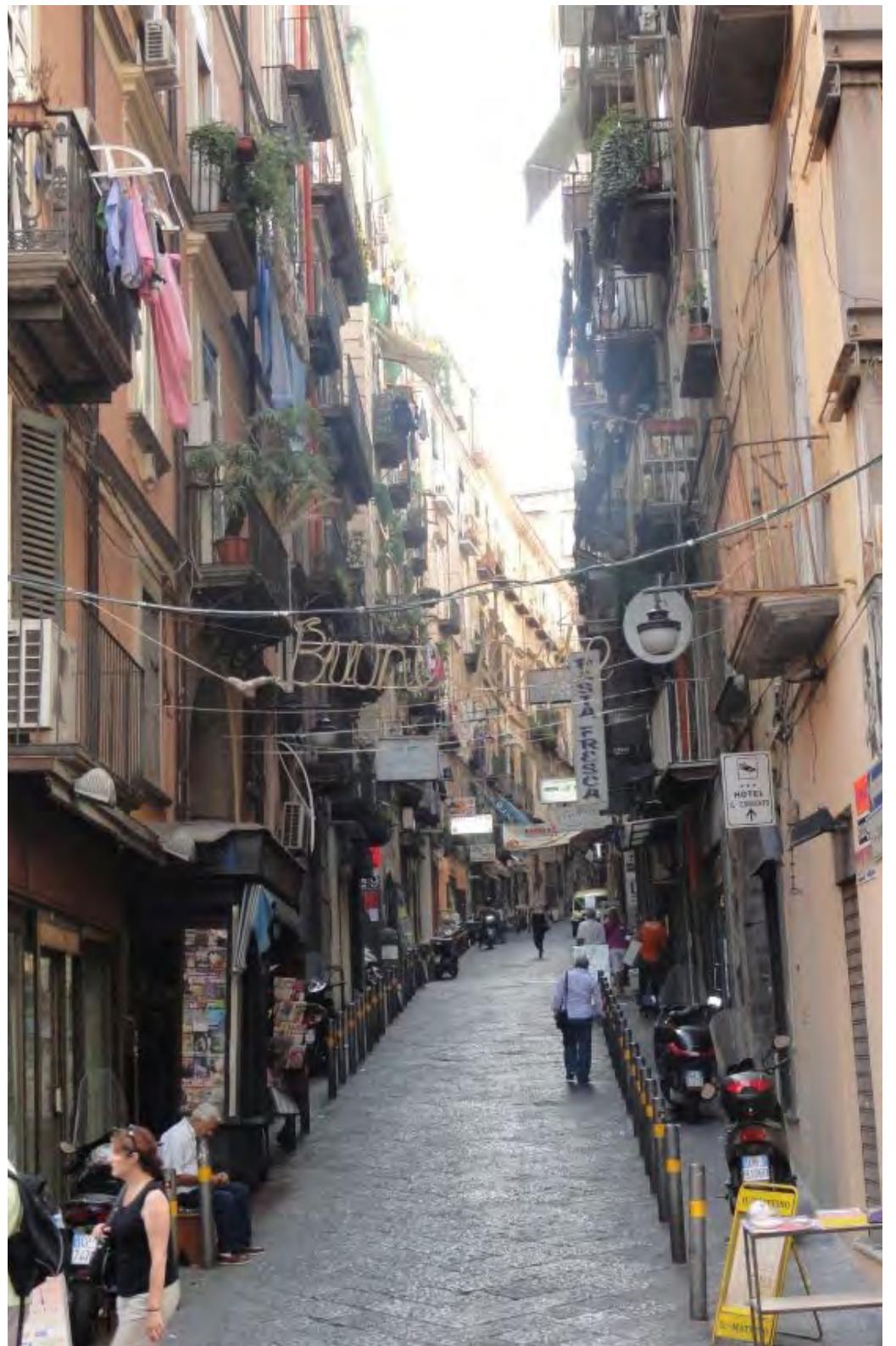


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Naples, Italy



London, England



Seville, Spain



Paris, France

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Proposed Pioneer Square, Seattle

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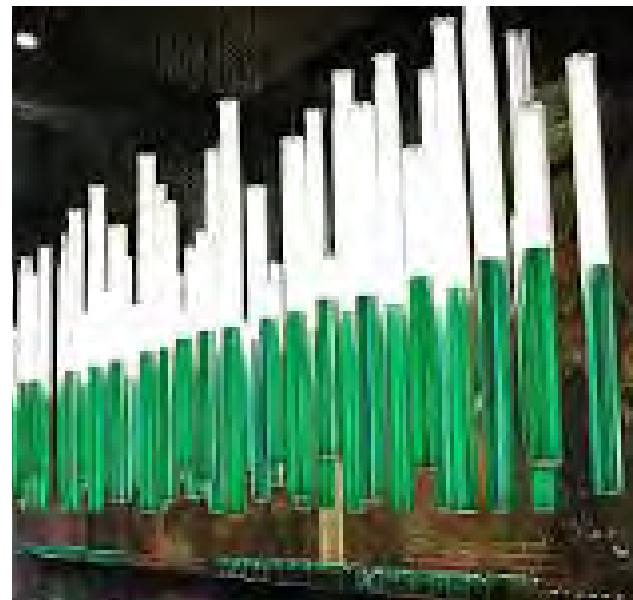
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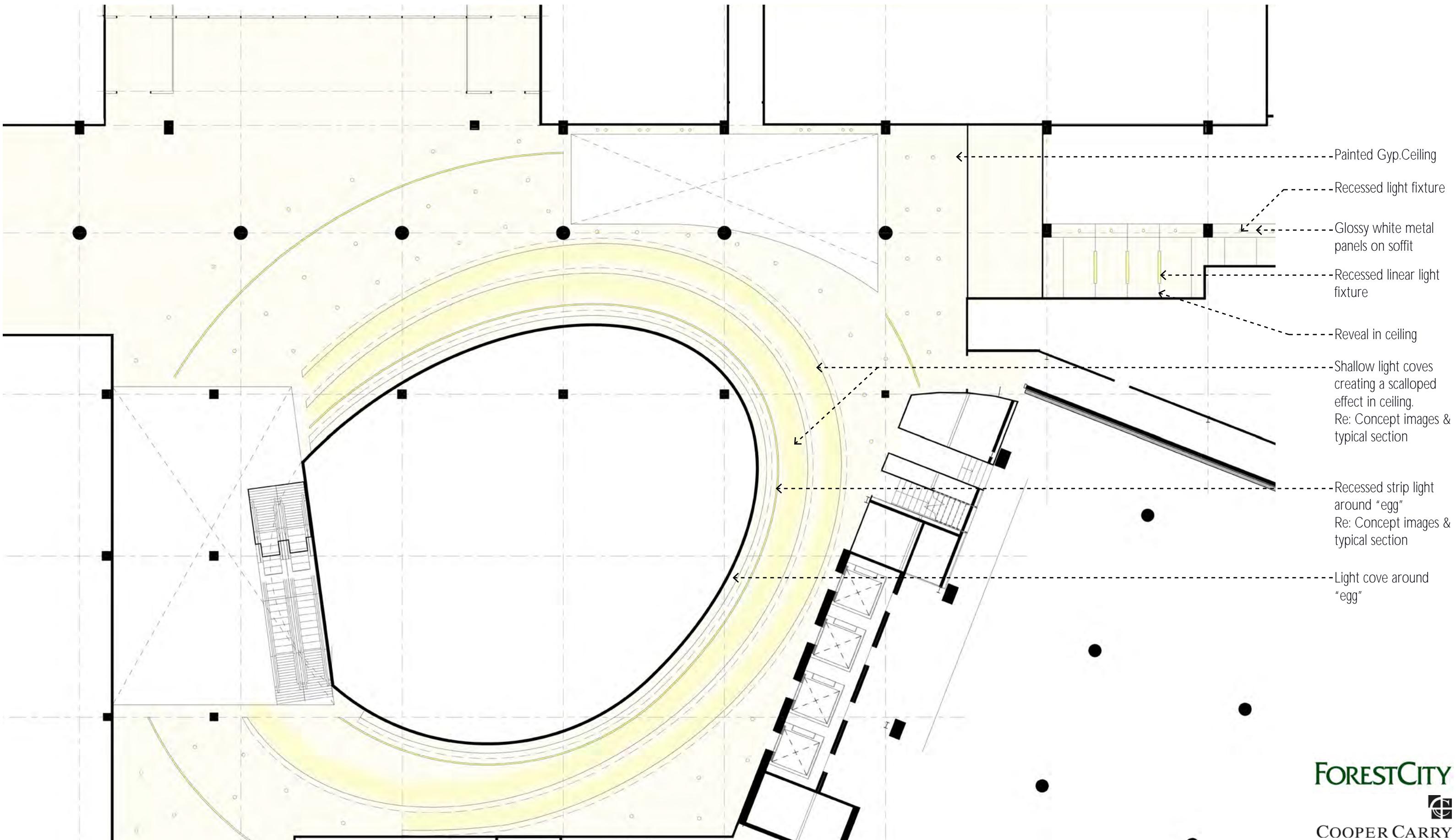


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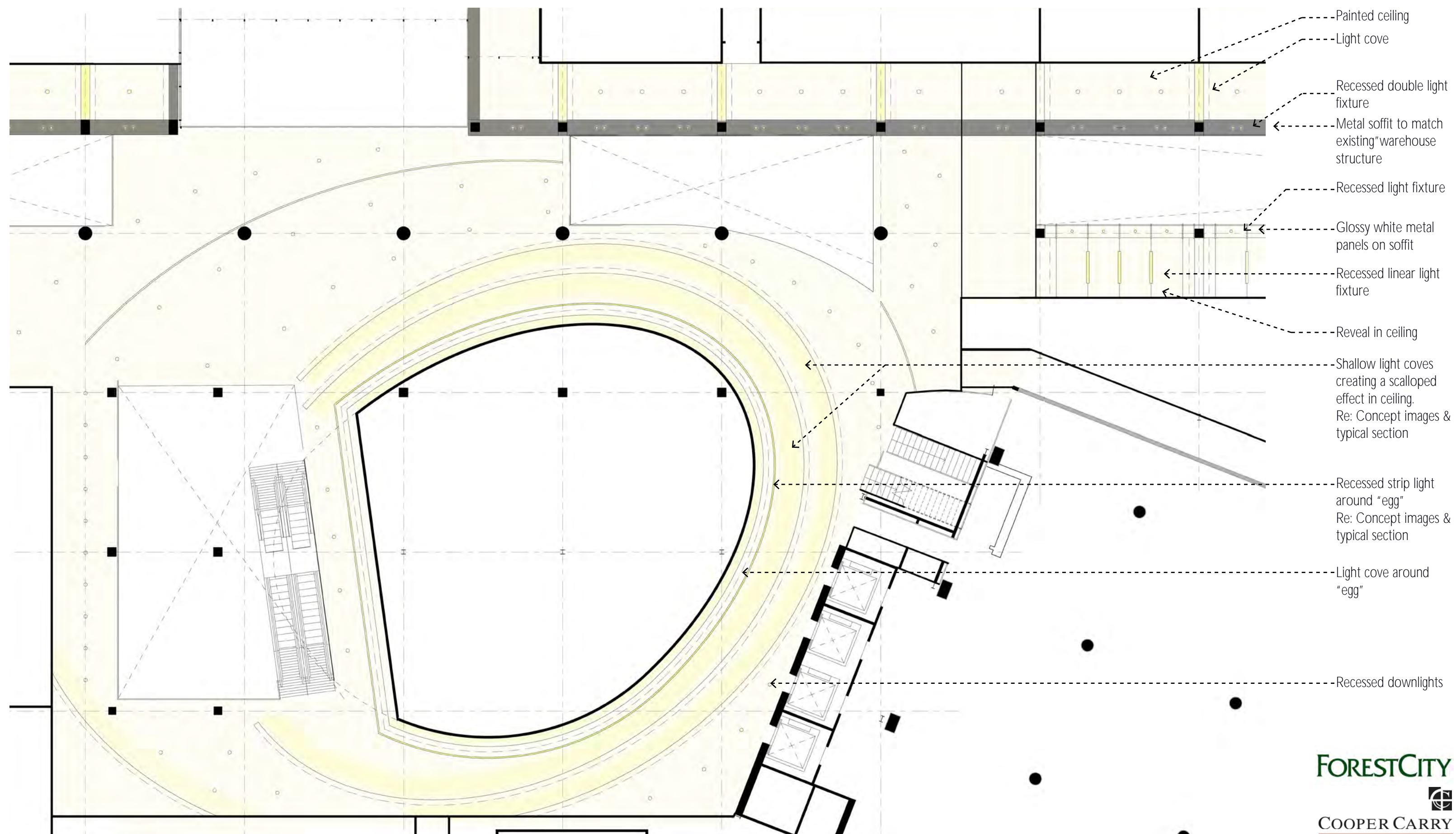
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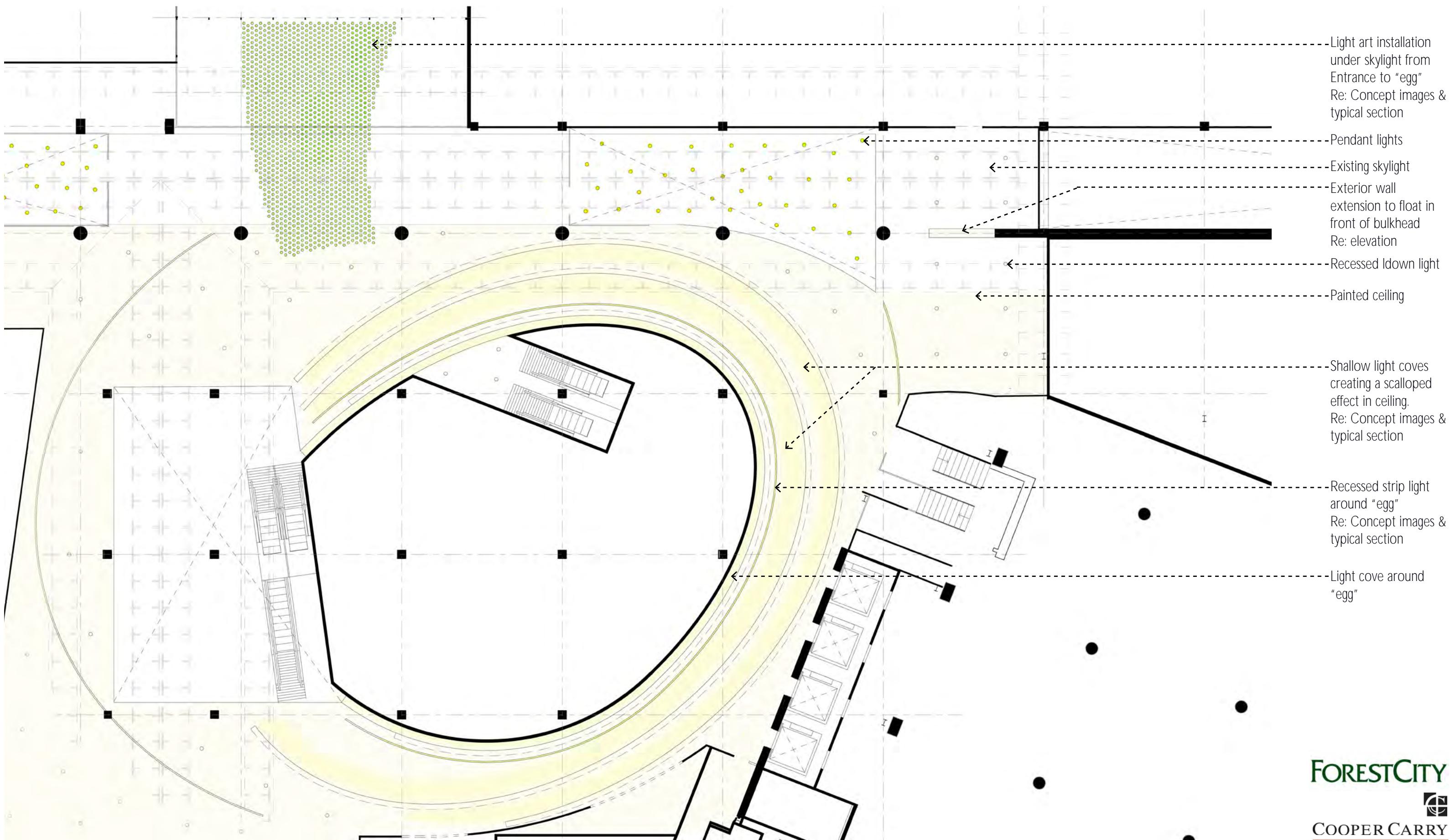
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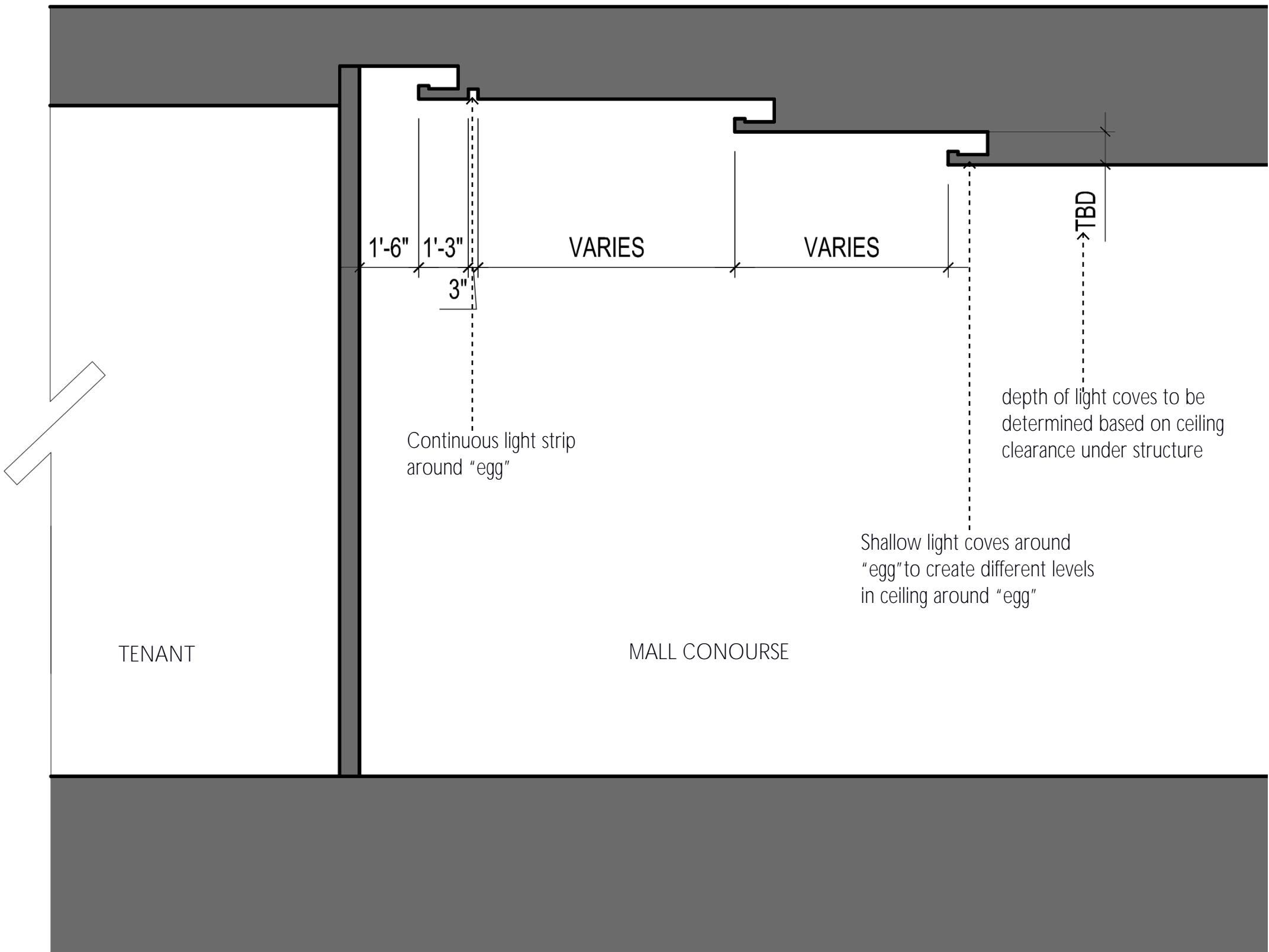
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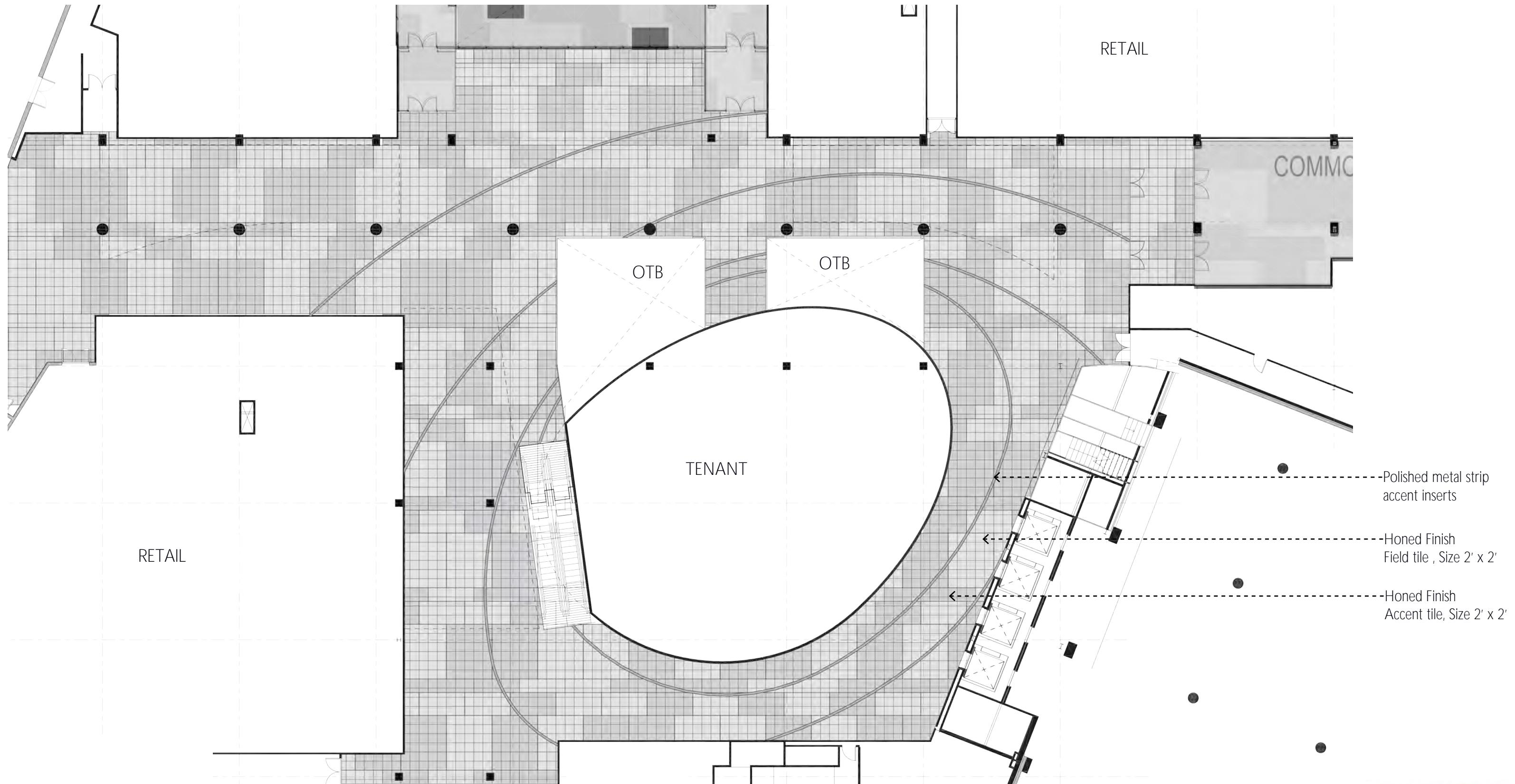


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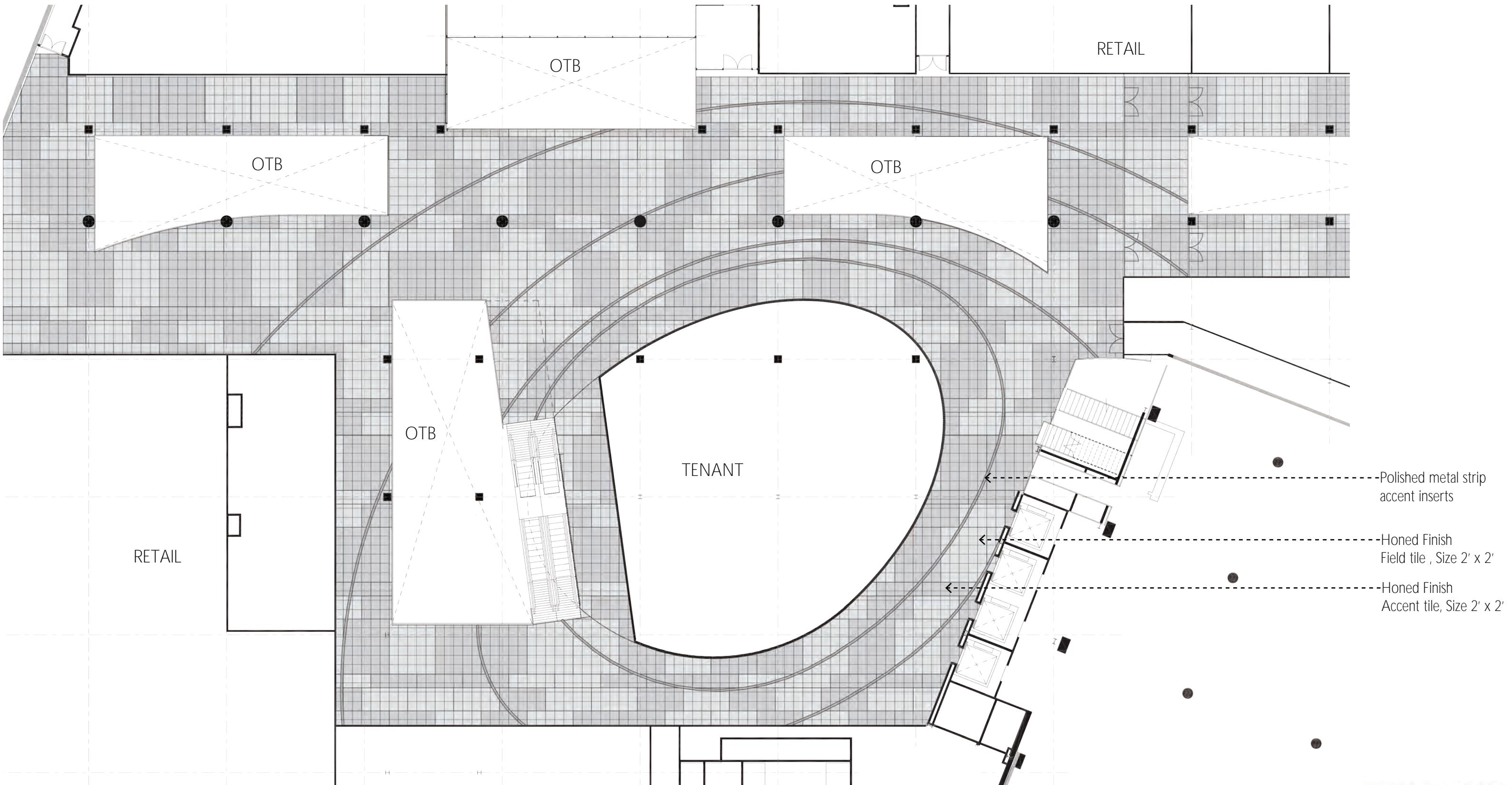
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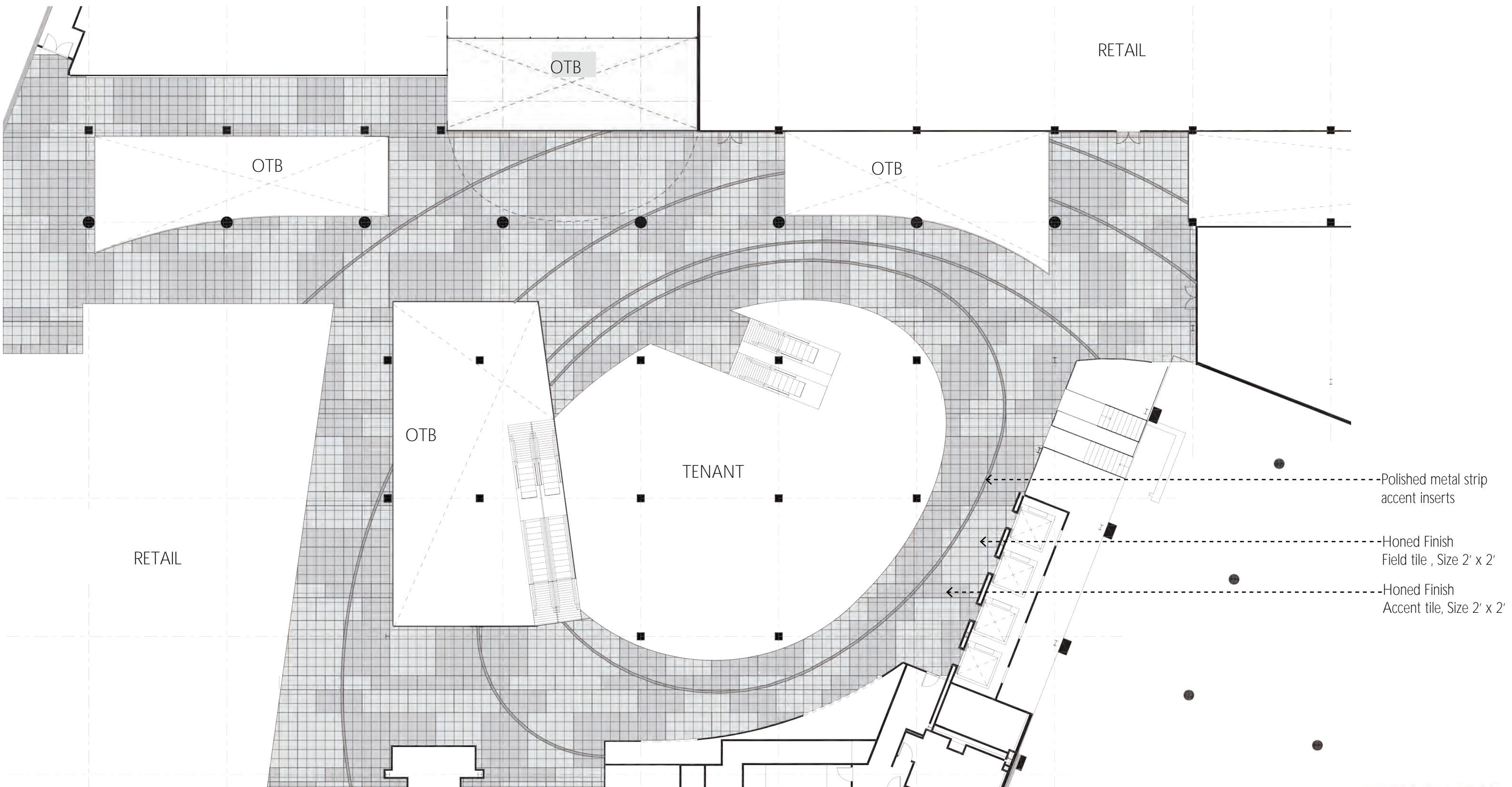
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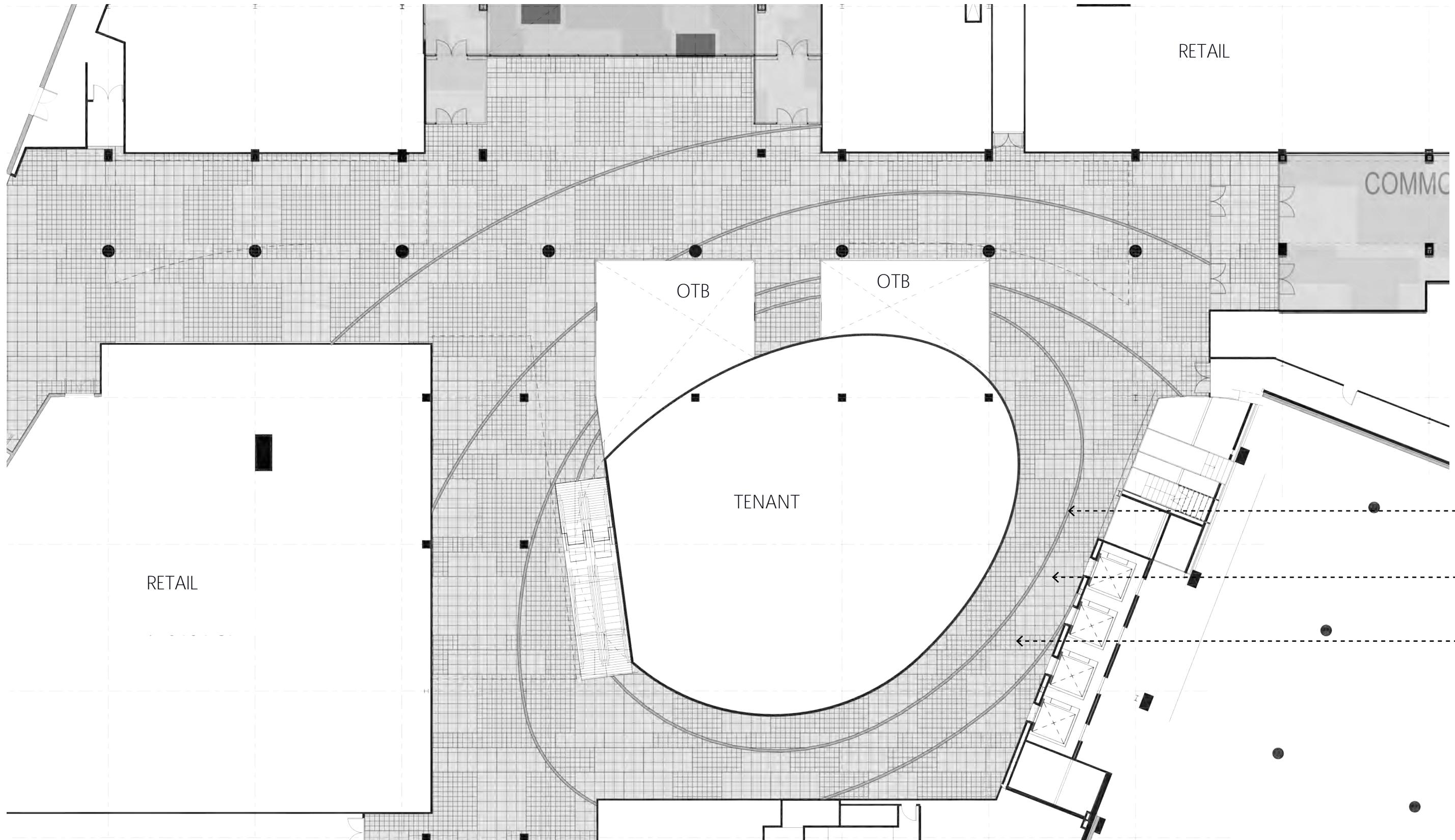
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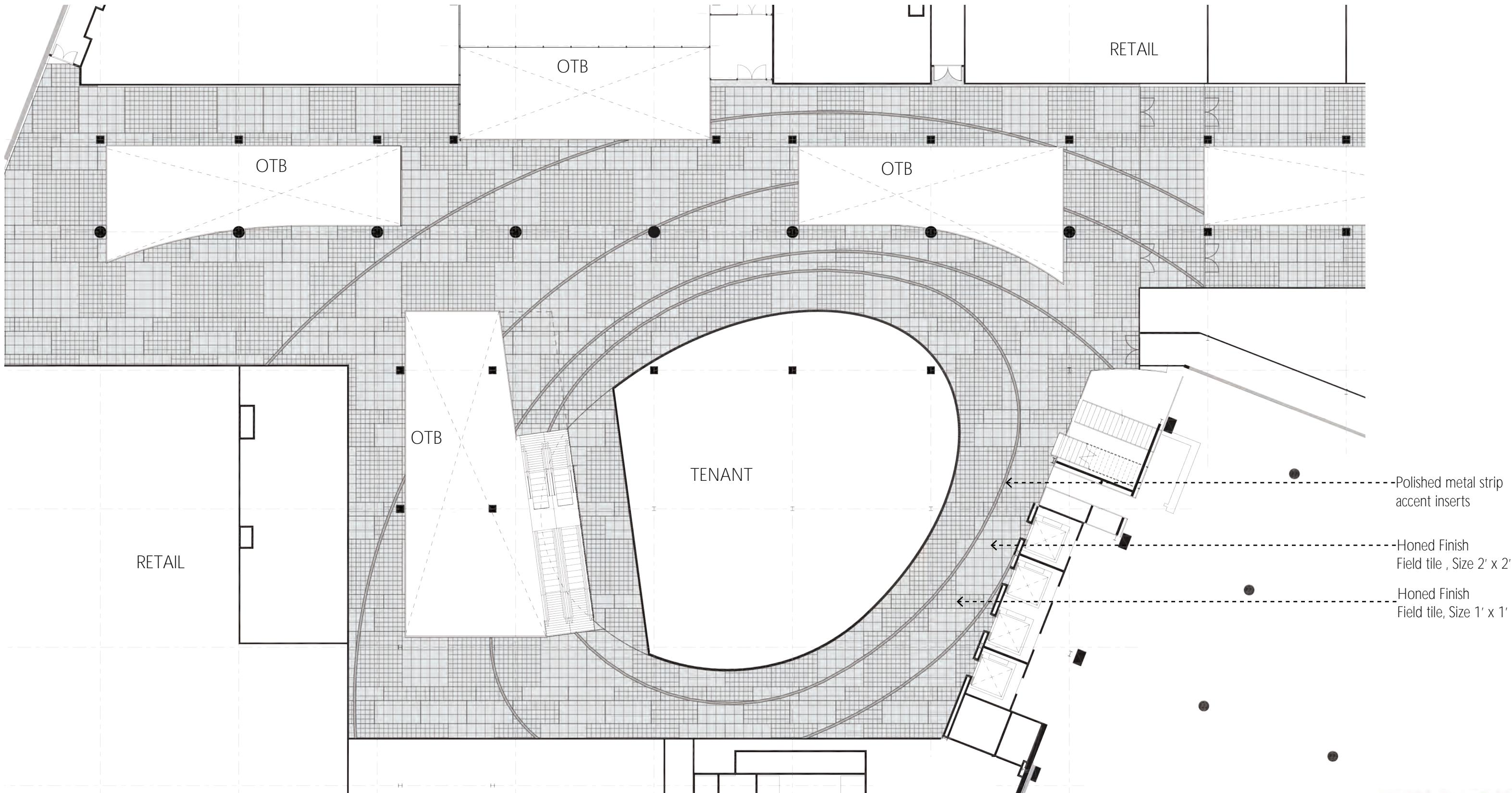
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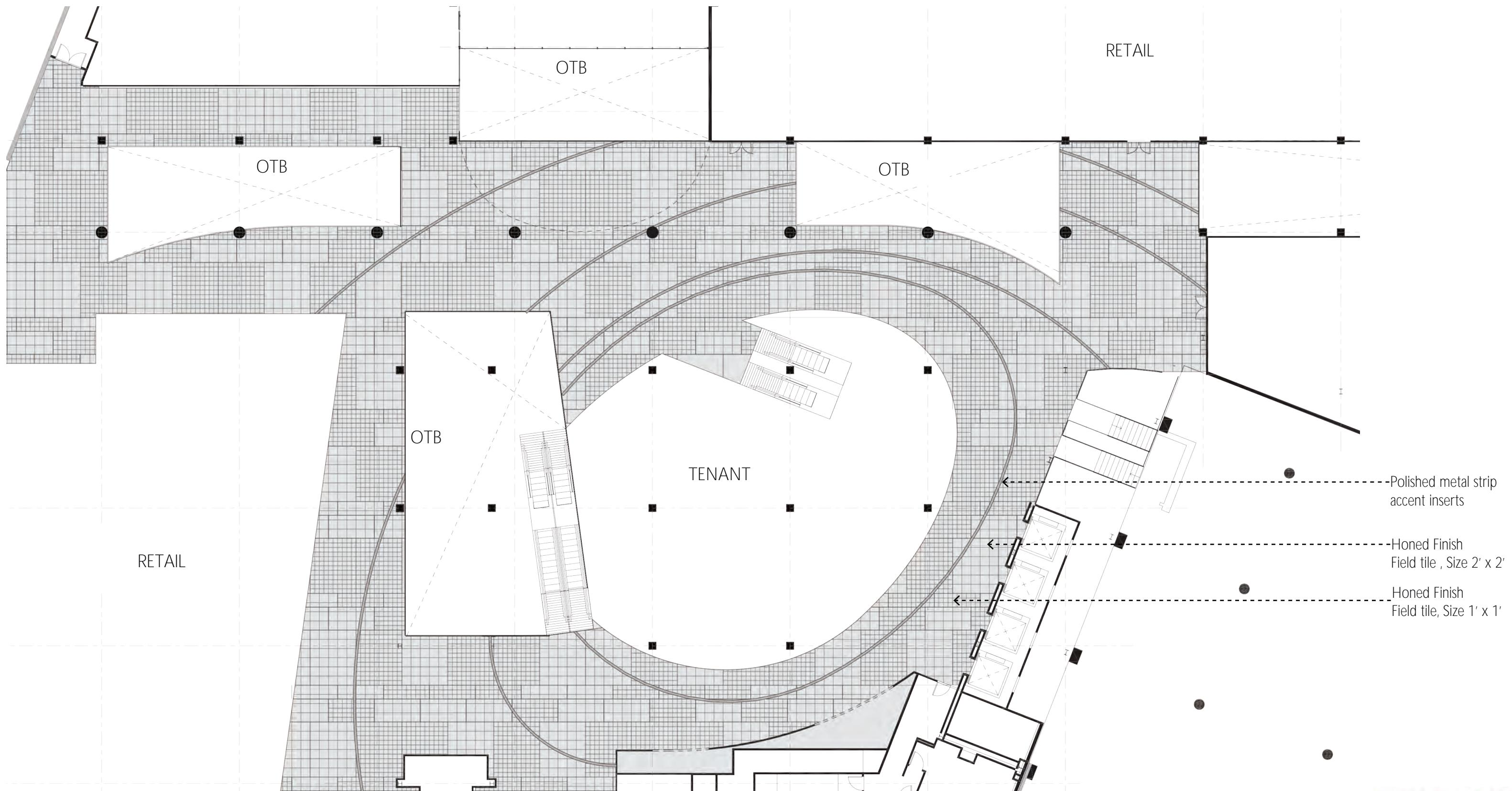
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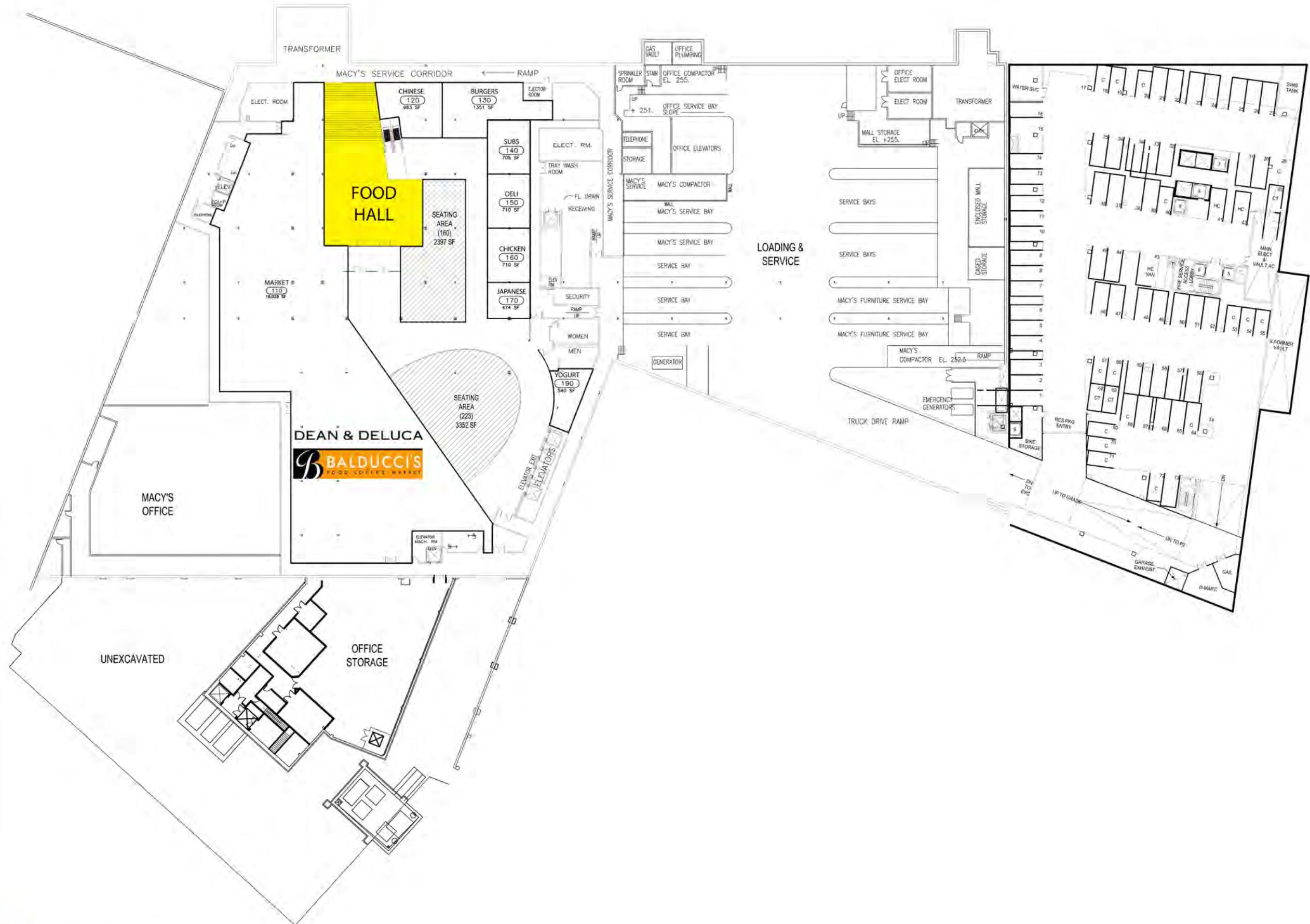
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Outdoor Area

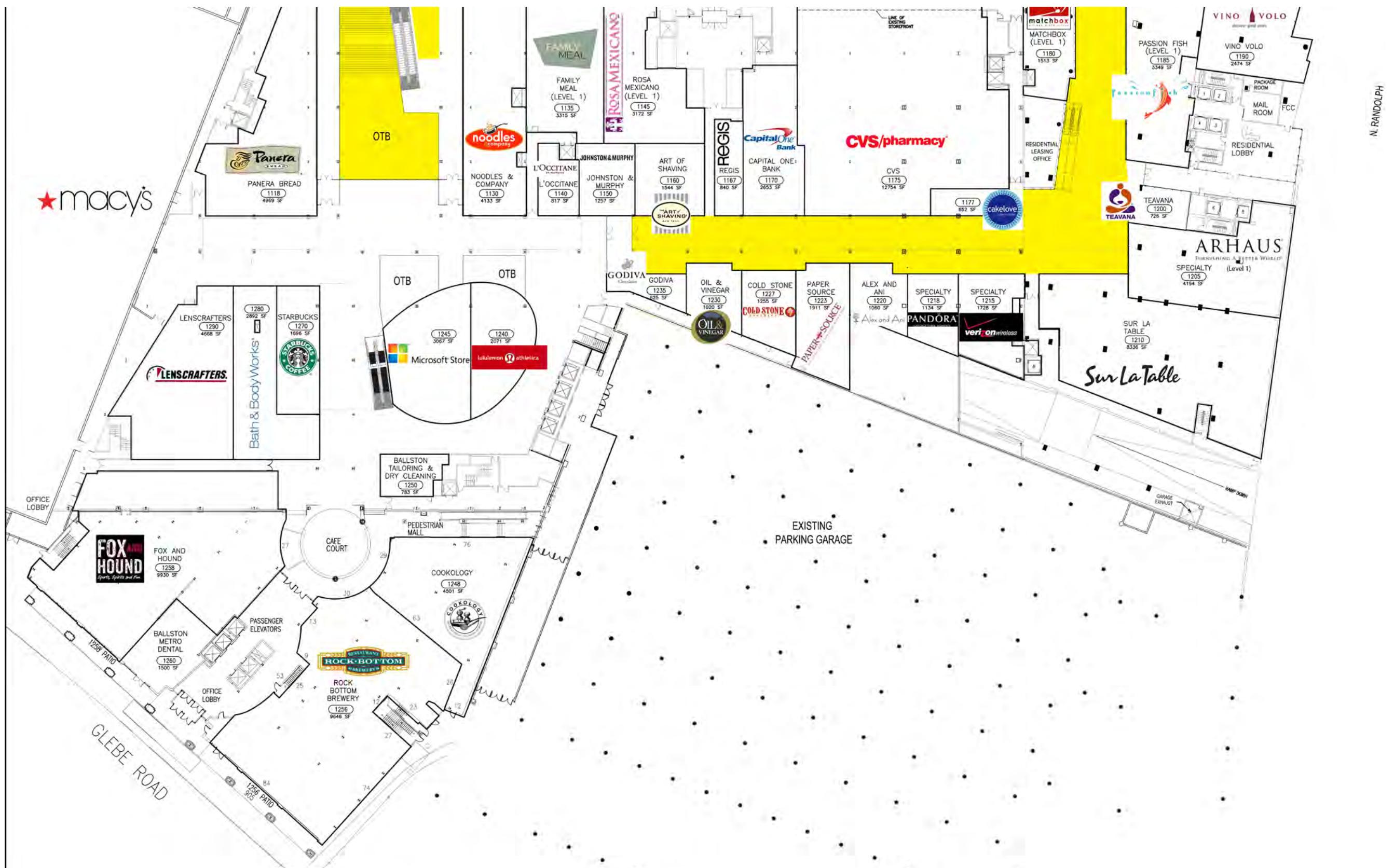
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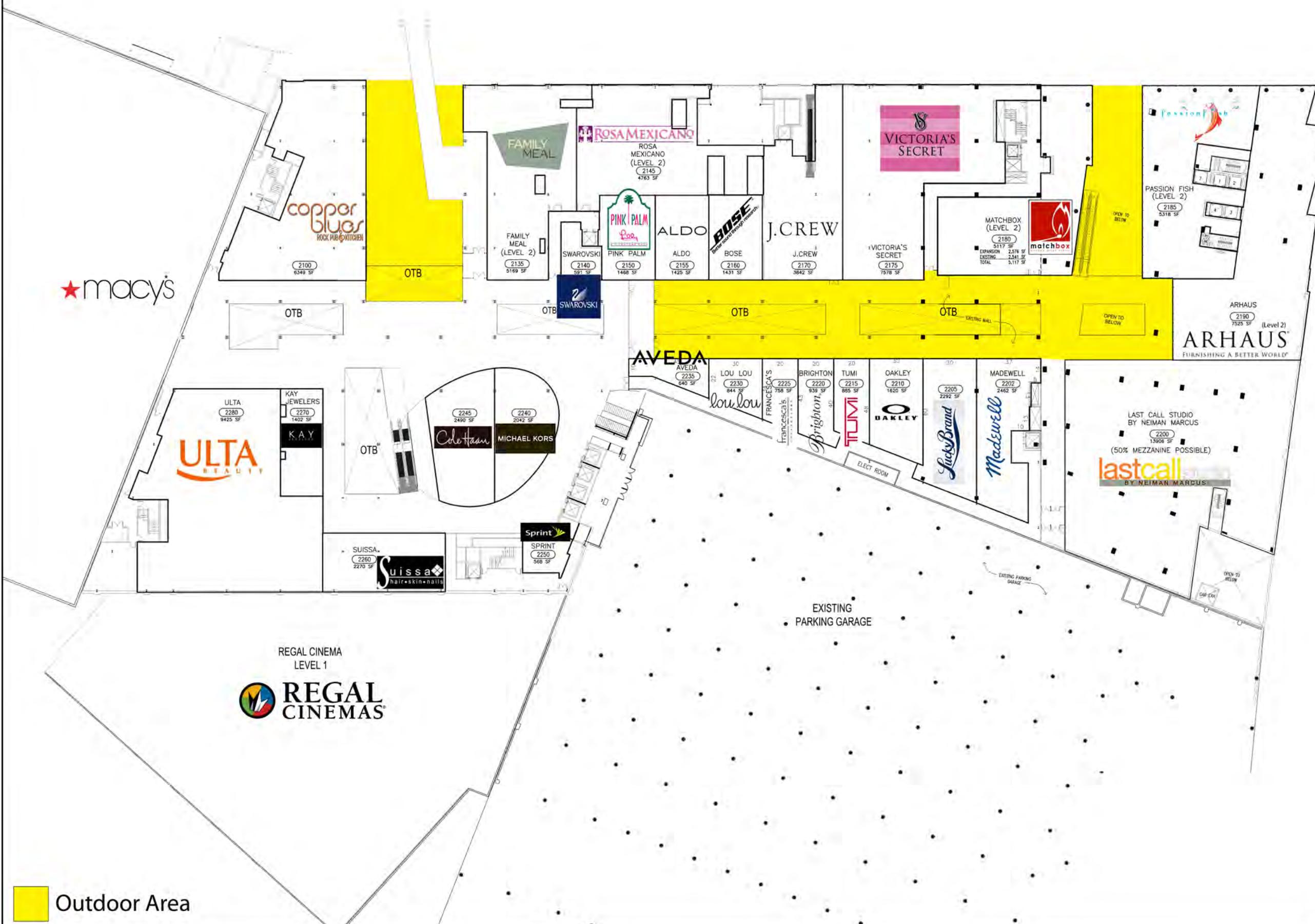
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Outdoor Area





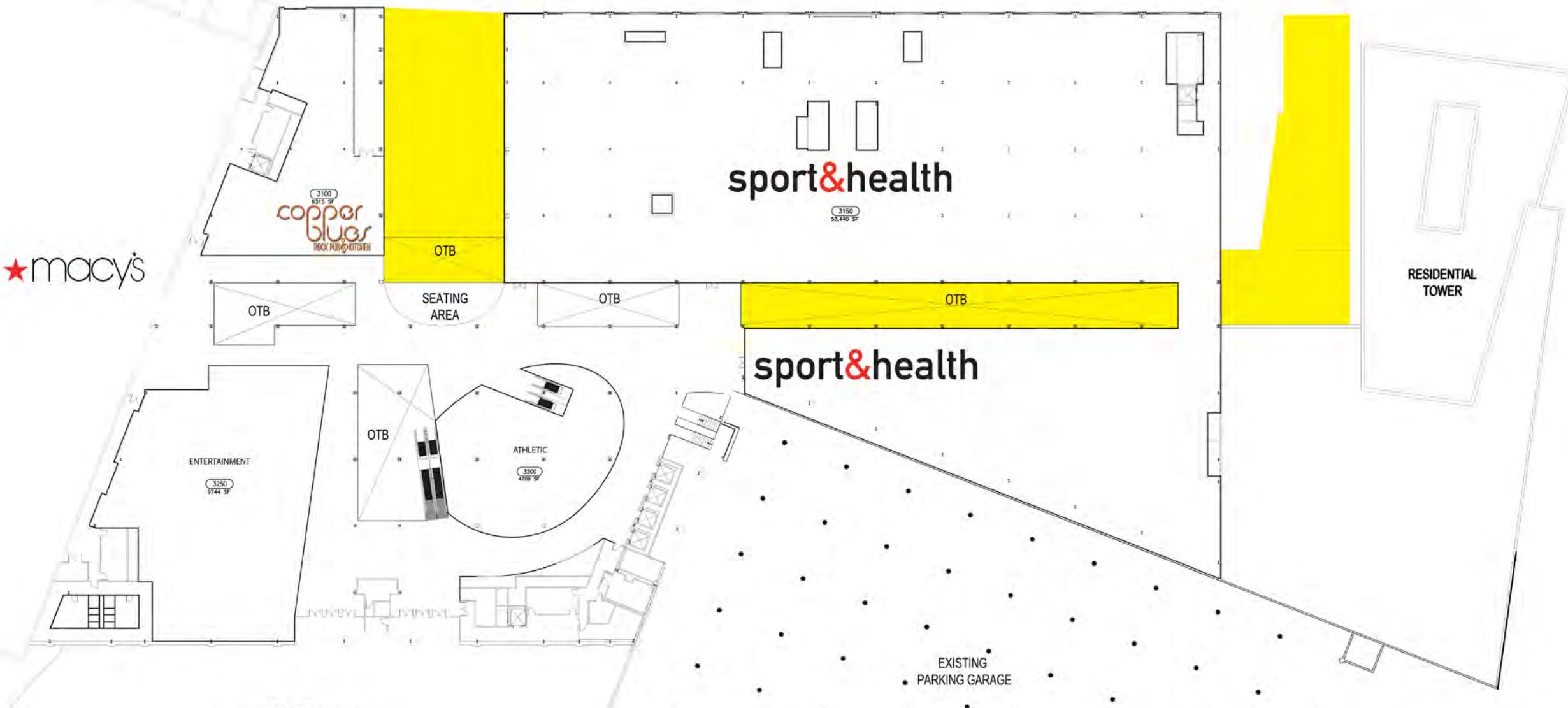
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 **REGAL**
CINEMAS

Outdoor Area

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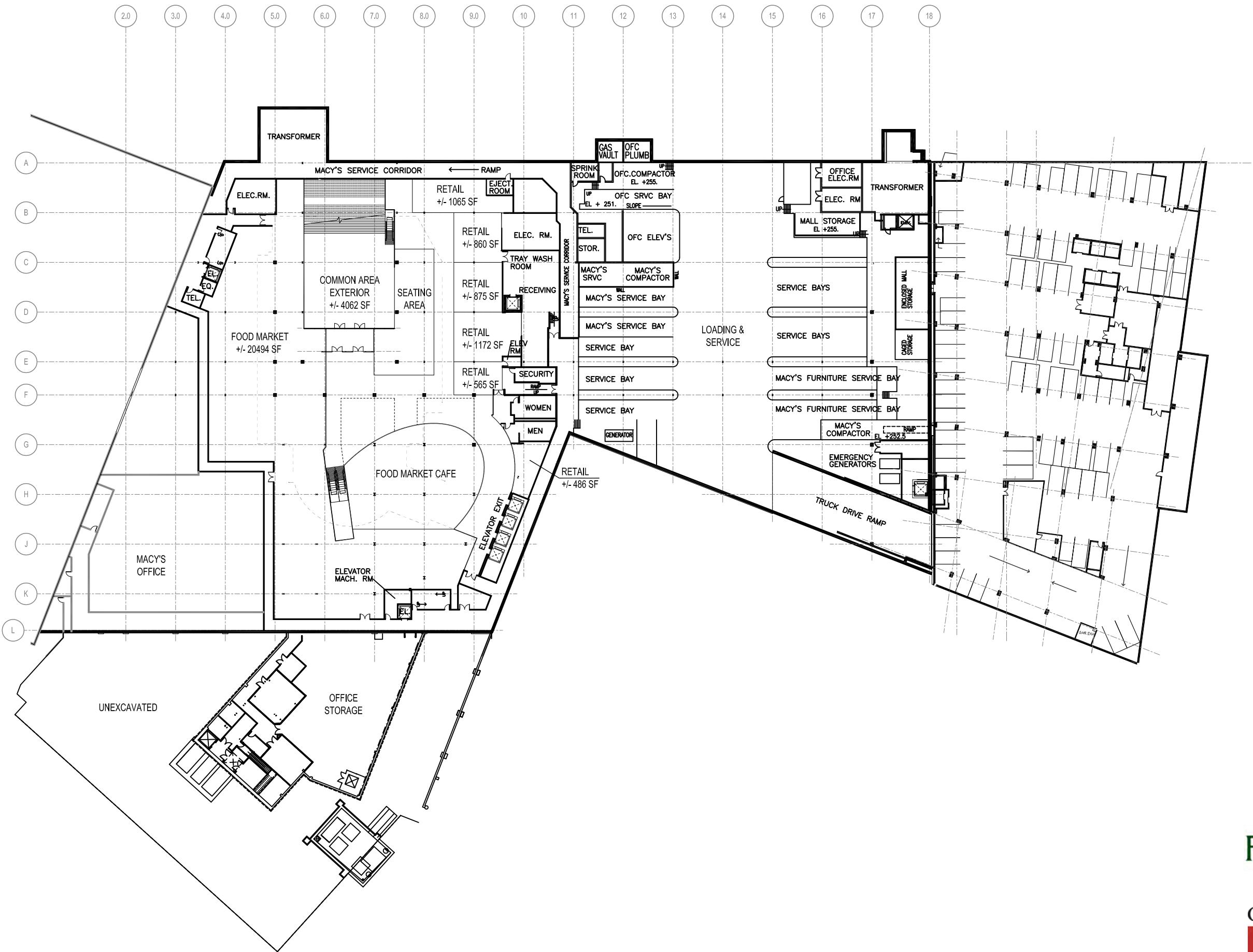
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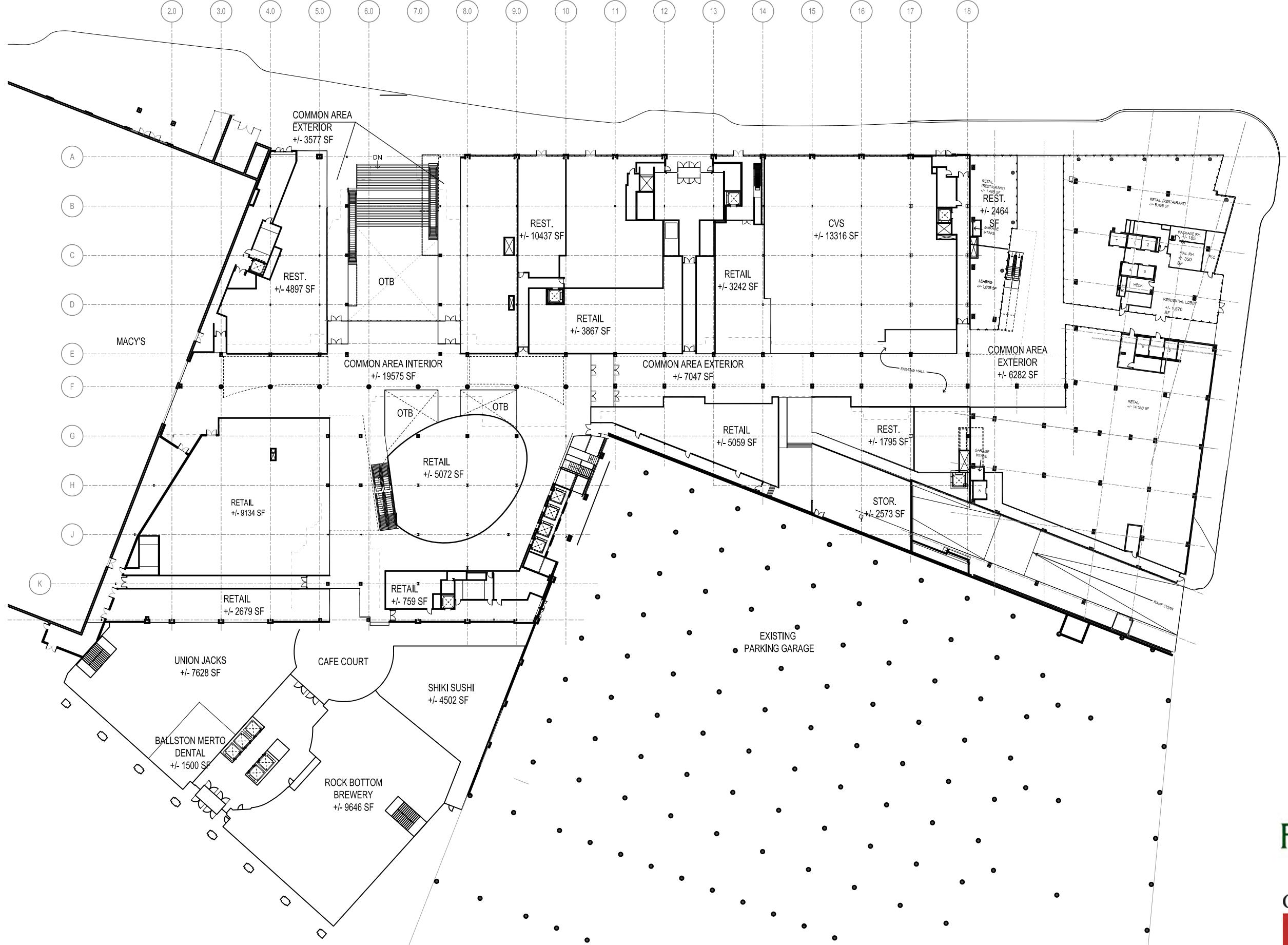


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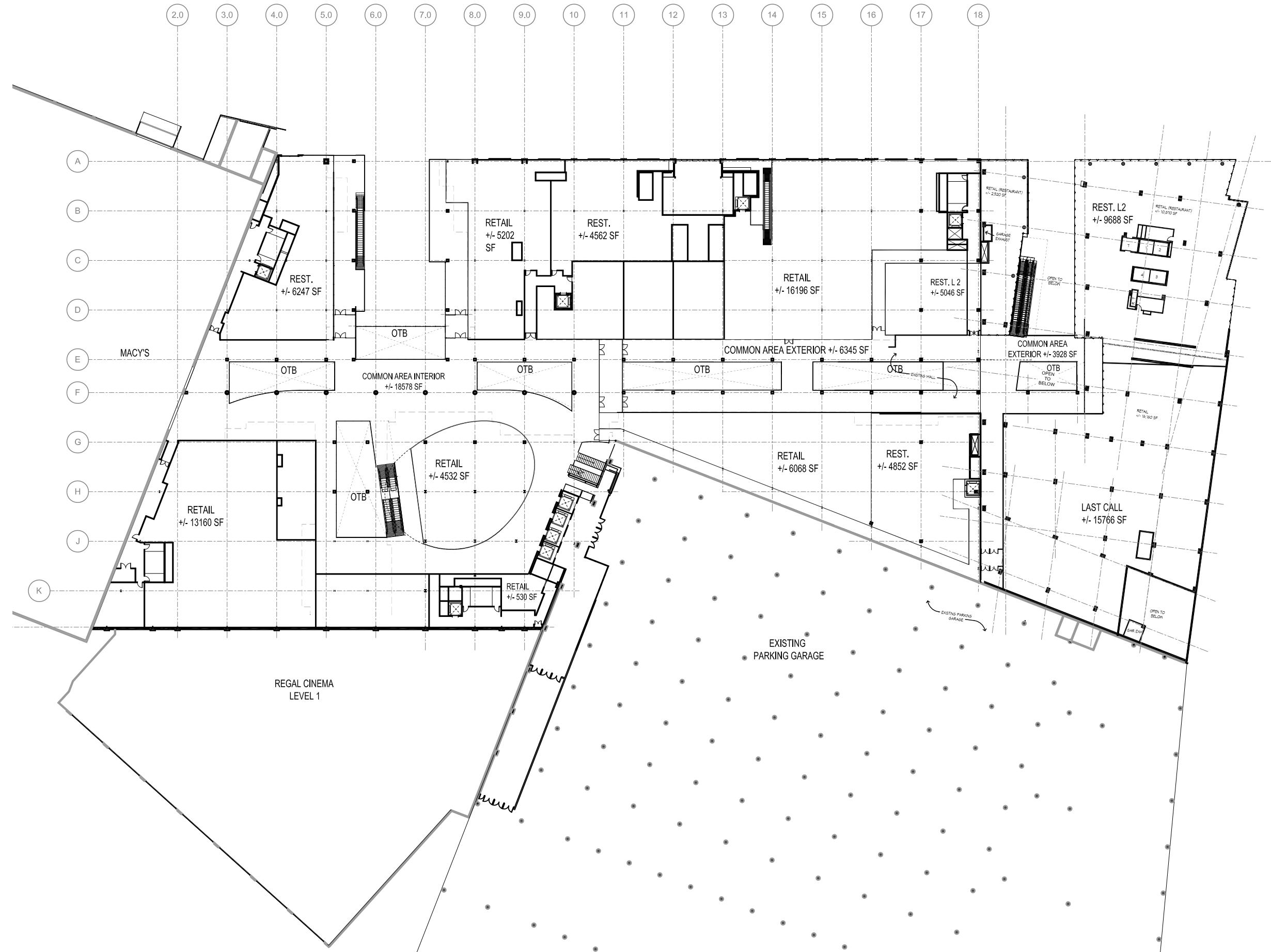
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BALLSTON RETAIL SD PACKAGE | MAY 23, 2014

Level 2 Plan

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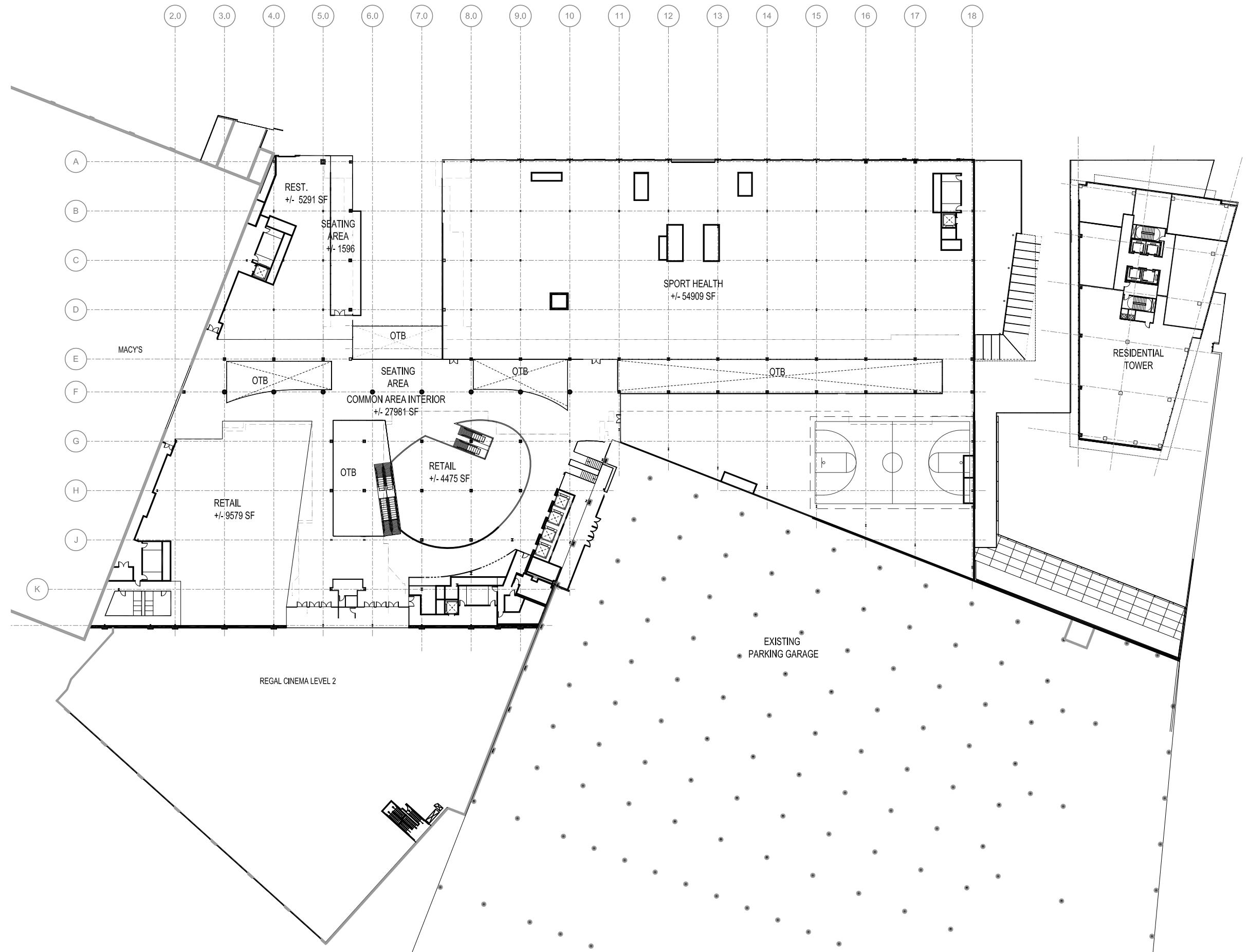
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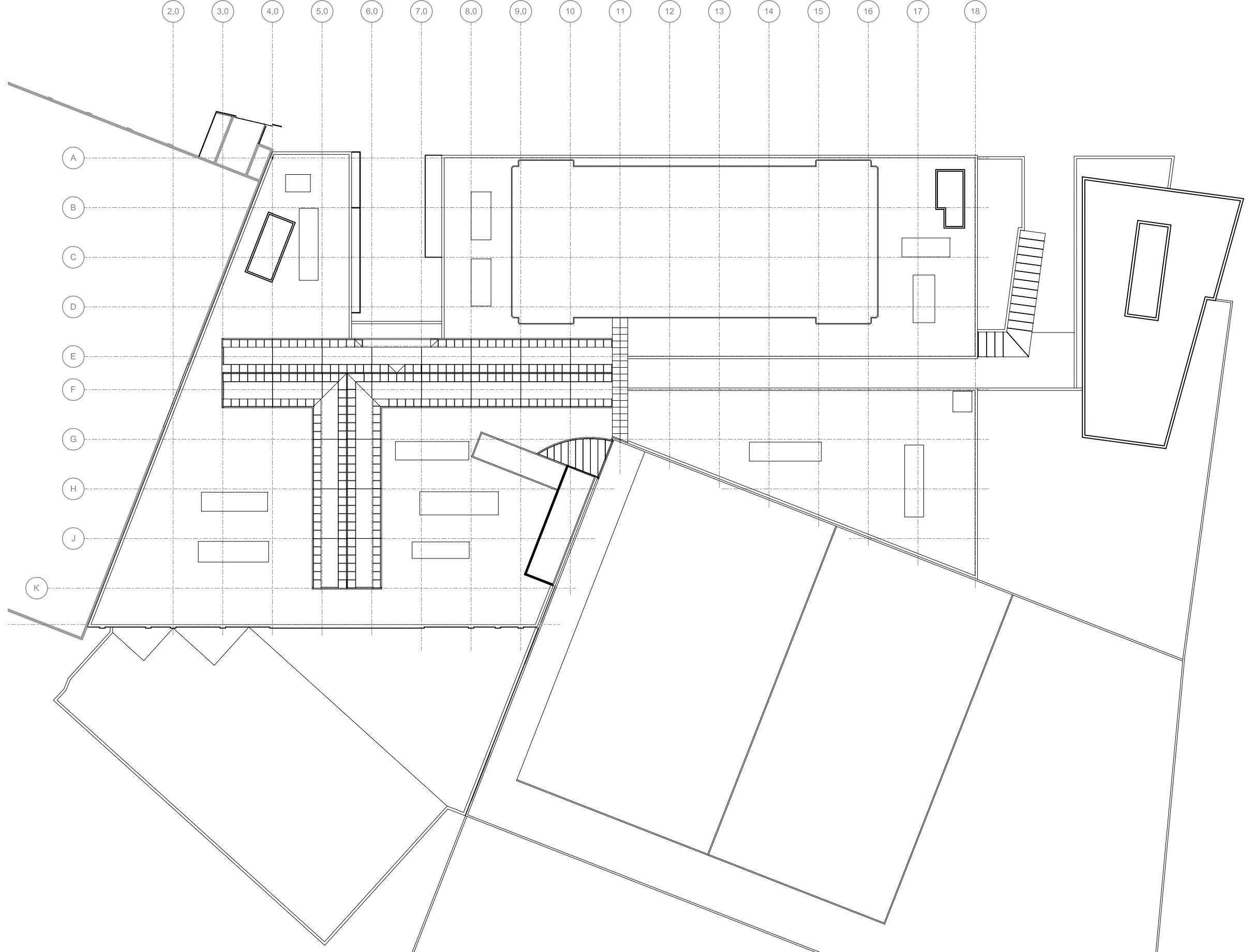


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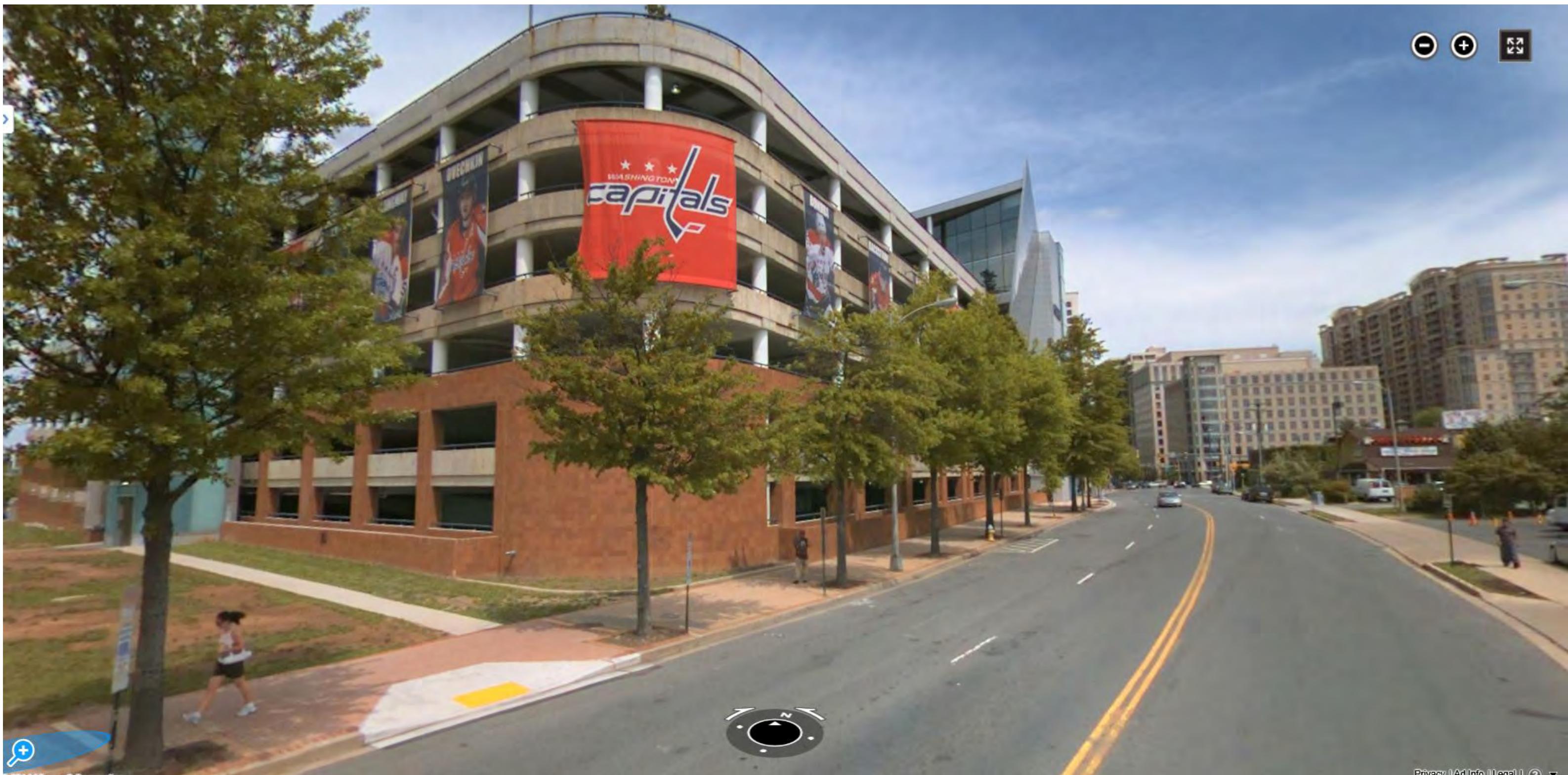
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AN ARCADIS COMPANY



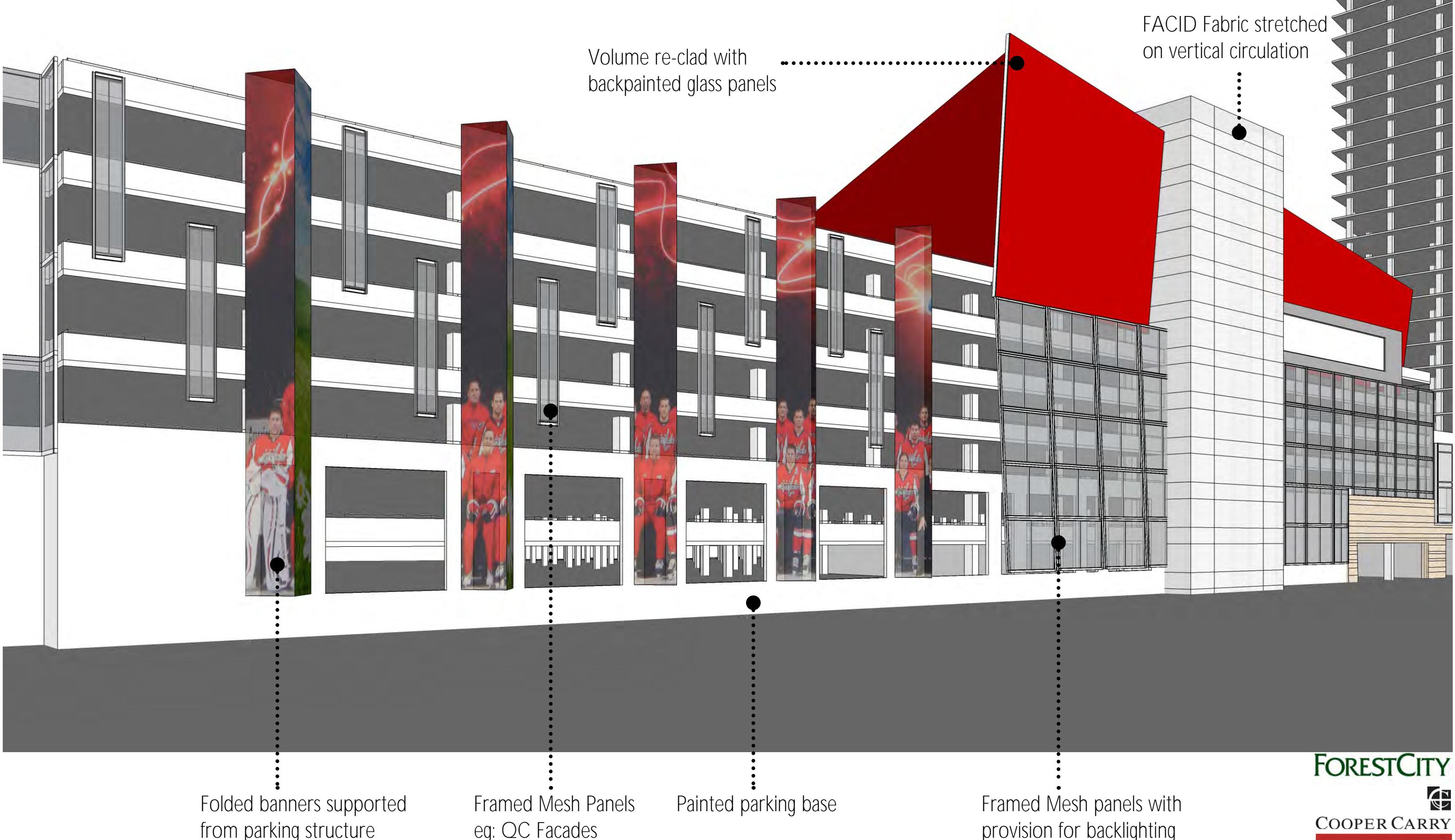
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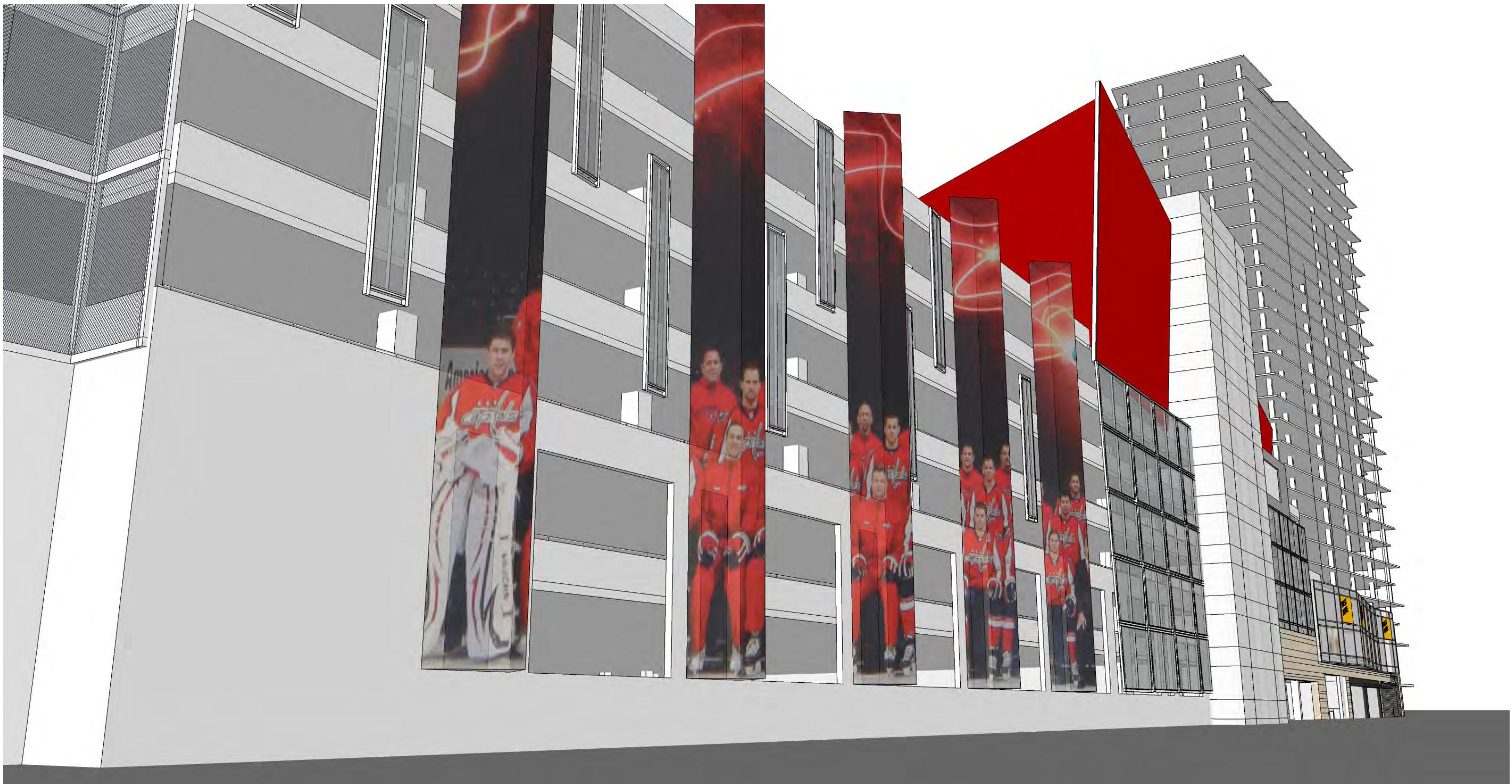
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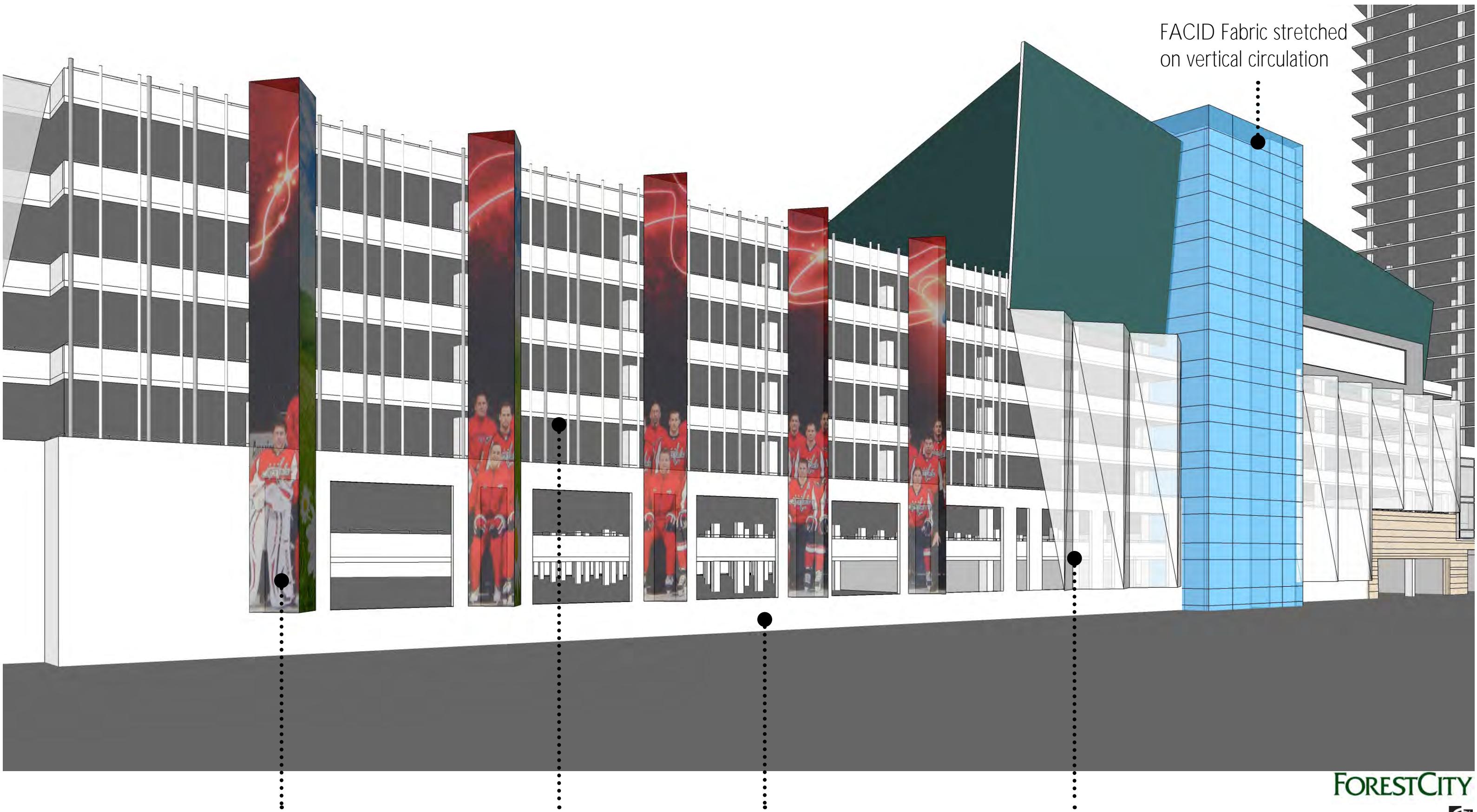
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Folded banners supported
from parking structure

Painted steel pipes
for additional screening

Painted parking base

folded and framed mesh panels
similar to QC Facades, with
provision for backlighting

FACID Fabric stretched
on vertical circulation

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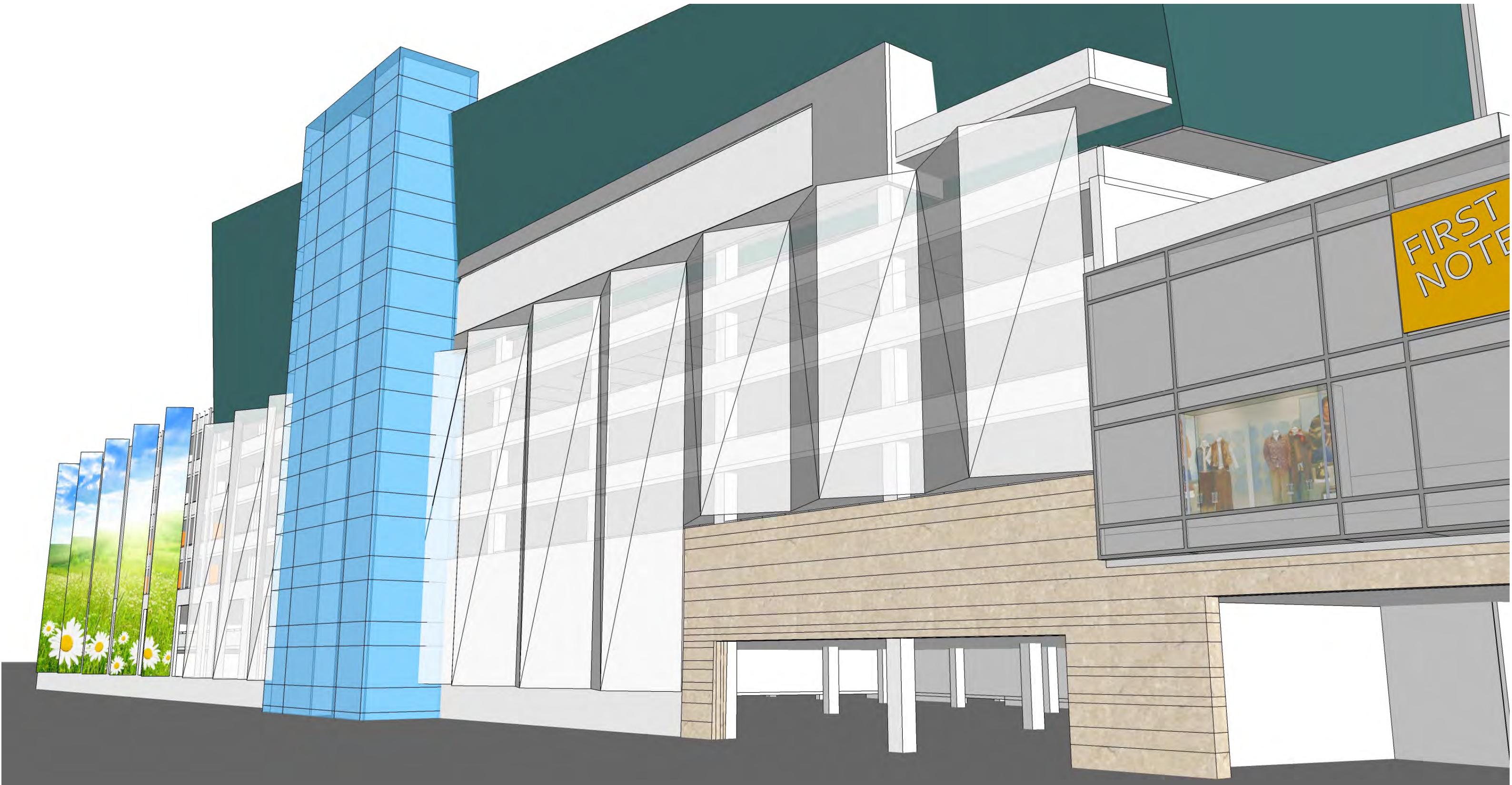
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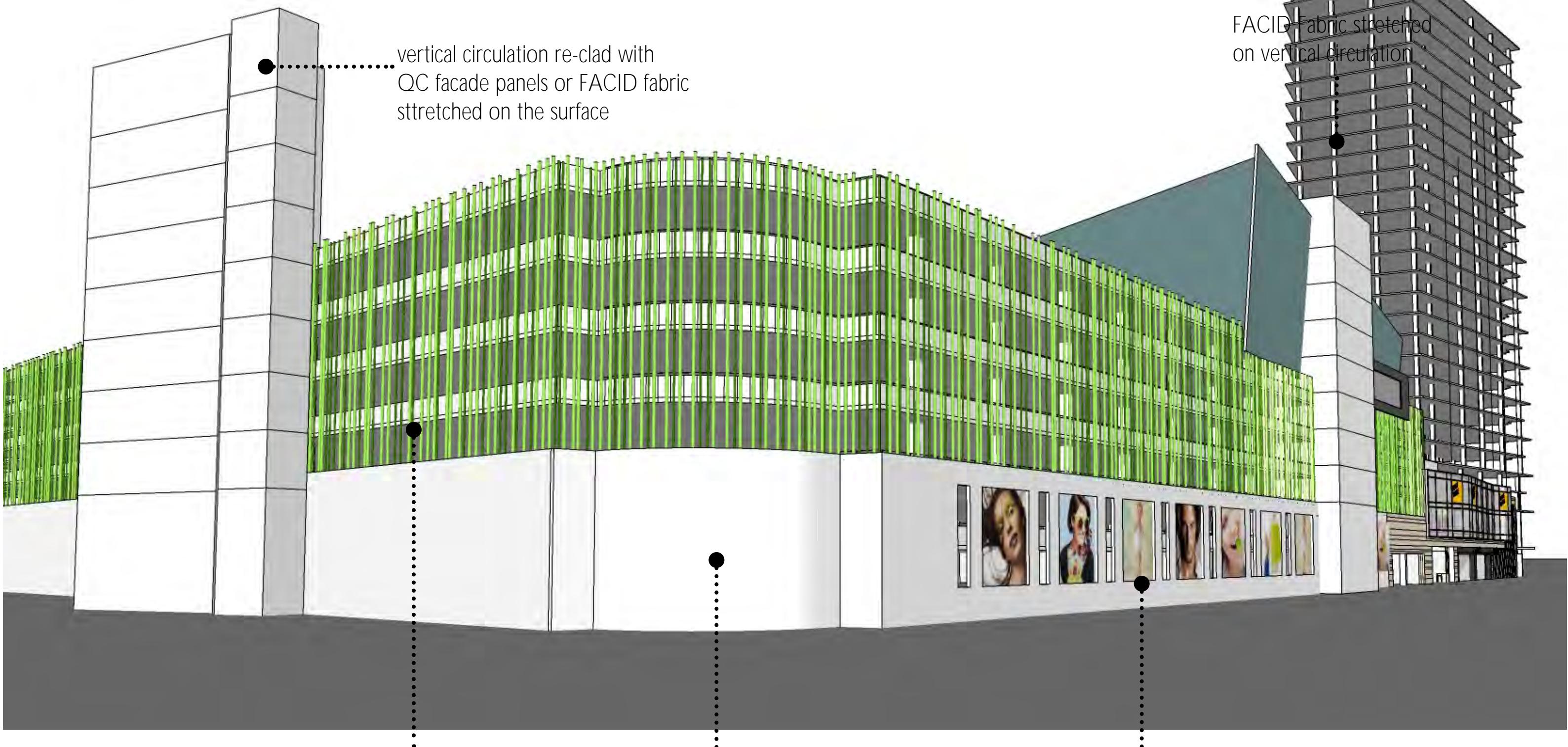
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Painted steel pipes in 2 colors and 2 different diameters, mounted in the same plane outside the parking deck bulkheads

Painted parking base

Base openings infilled with graphics on FACID fabric stretched in the opening

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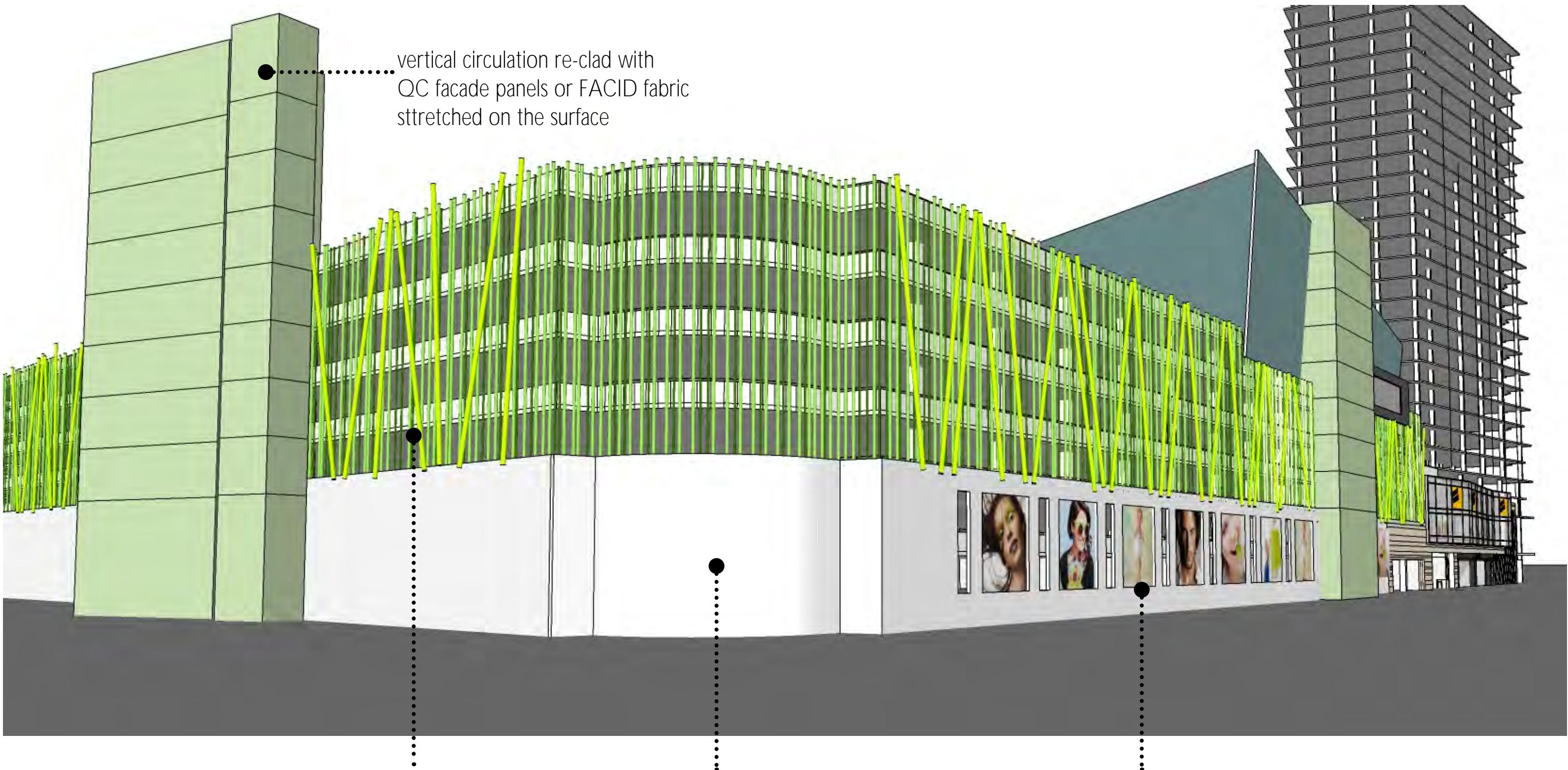
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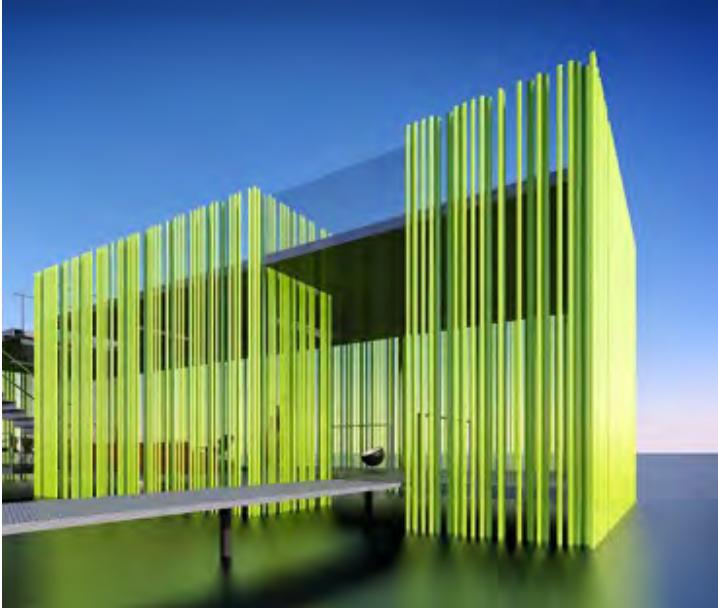
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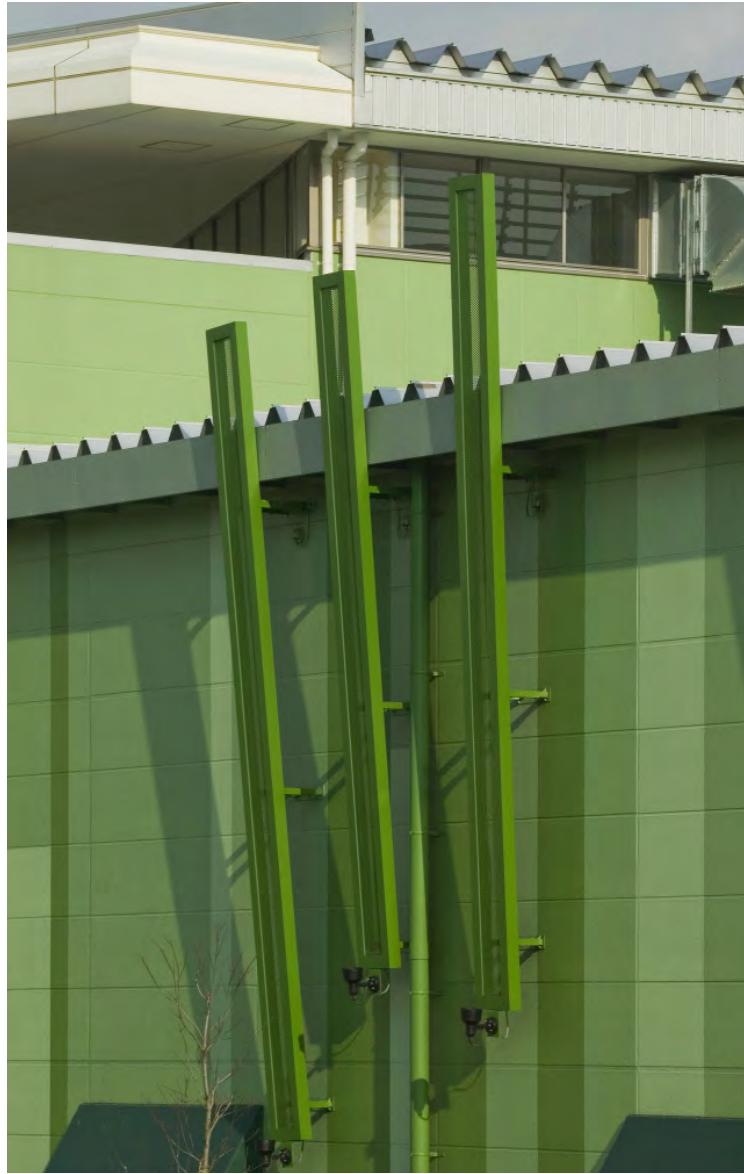


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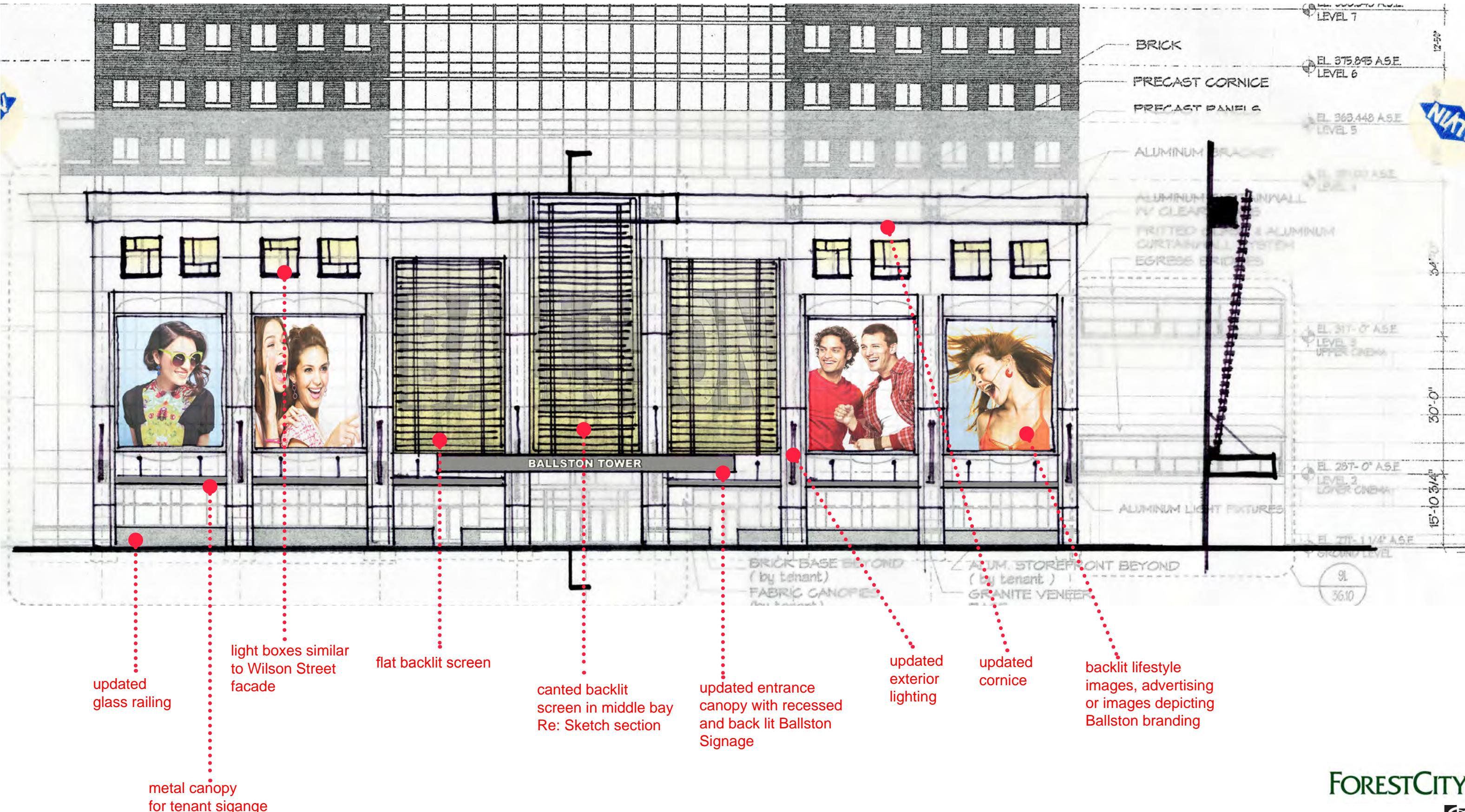
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