



# CRESTVIEW RETAIL

LANDOVER HILLS, MD

**AIA POTOMAC VALLEY  
EXCELLENCE IN DESIGN AWARDS 2016**

COMMERCIAL ARCHITECTURE

This 6,000-square-foot retail pad site is a bridge between today's existing non-descript, automobile-centric suburban shopping center and Prince George's County's approved Sector Plan that envisions Annapolis Road as a walkable urban boulevard with higher density, mixed uses, and stronger housing options.

This new building's siting complies with setback, signage, and other zoning requirements of the Sectional Map Amendment and will allow the building to contribute positively to the evolving future streetscape. Also, new sidewalks, extensive landscaping, and innovative storm water management were provided as part of an extensive County Review process. The owner also negotiated with the City of Landover Hills police department to locate a small satellite office in the building, significantly enhancing the security of the shopping center.

The aesthetic goal was to create a memorable retail building for a heavily trafficked street corner. Masonry detailing adds visual interest in this contemporary design. A dark brick base grounds the building and with a vertical recess marking the roof overflow locations allows the building to step down and accommodate the grade change across the site. A soldier course of alternating colors at the parapet creates a modern cornice detail. All four facades are on display, allowing the brick detailing and glazing to continue on all sides.

A common design language is carried through the work – masonry striping and color changes create a rhythmic façade. The pinwheel motif not only organizes the building and the tenant spaces, but appears in details on the landscape piers and brick paving. The Crestview Square pad site building was completed in the spring of 2014, and all tenants including the police department are open for business. The team's effort and integration at all levels of the design process made possible a first-rate retail building that not only upgrades the current shopping center, but provides a first step for a potentially transformative urban development.

# TRANSITION TO A WALKABLE, TRANSIT-FRIENDLY CORRIDOR



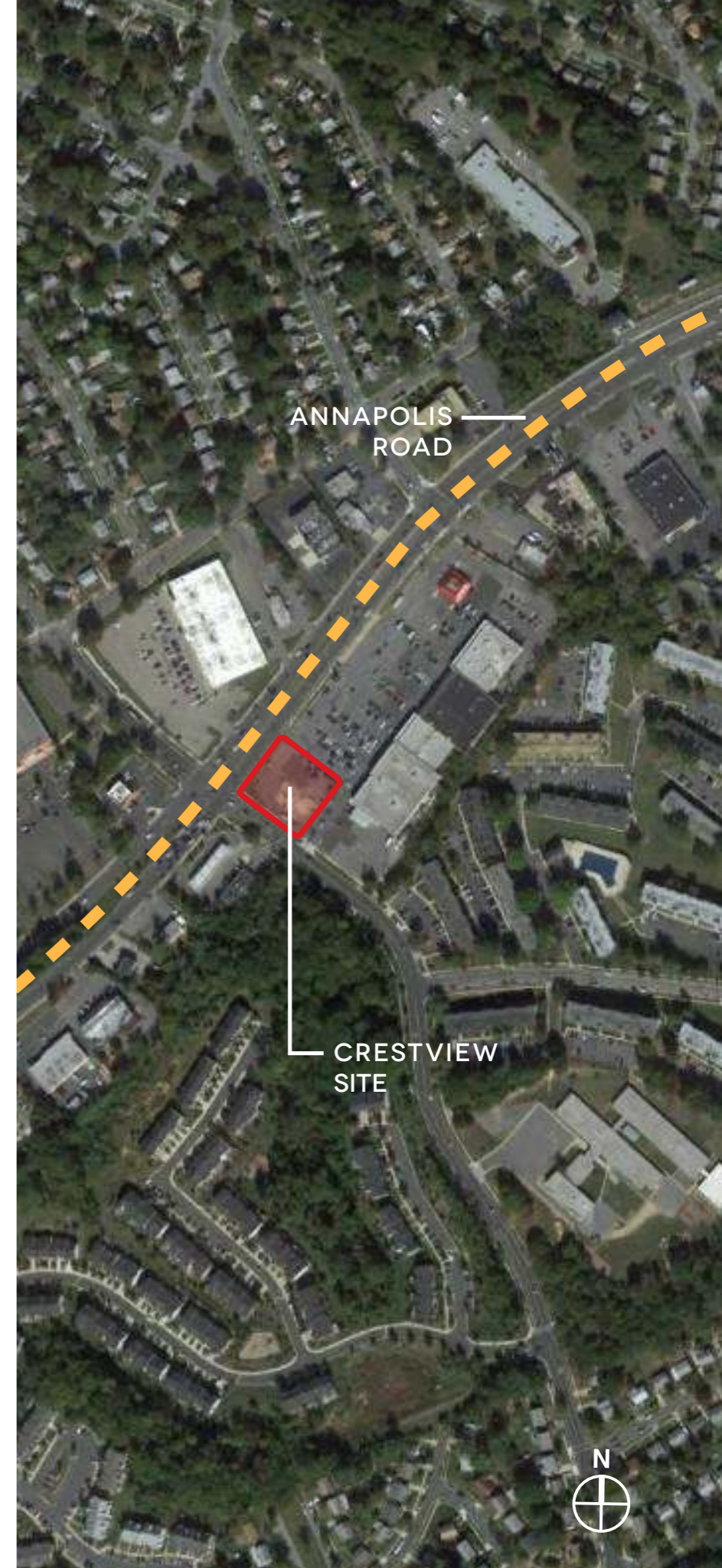
ANNAPOLIS RD. SECTOR PLAN - LONG-TERM VISION



EXISTING VACANT SITE

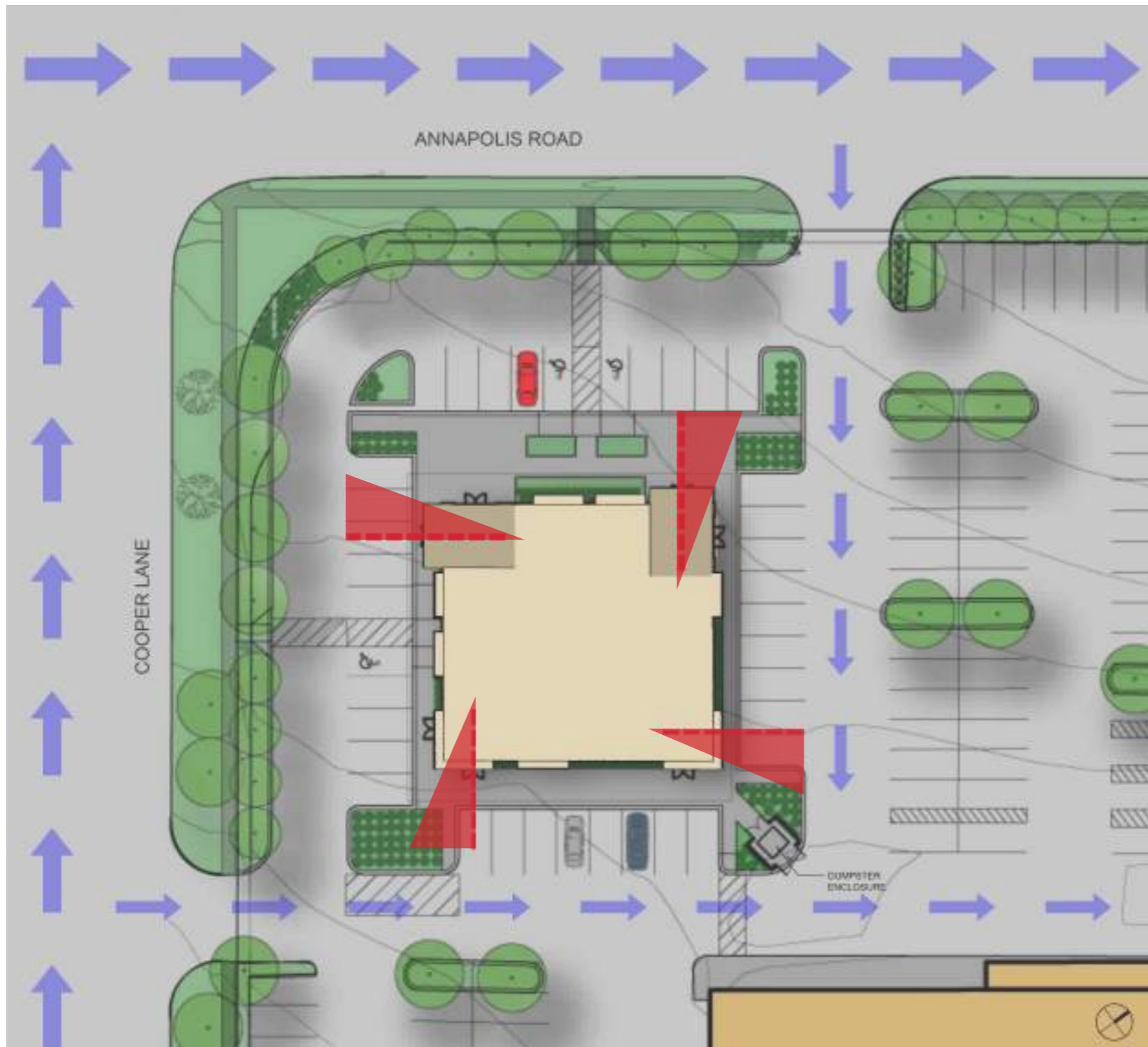


SITE LAND USE PLAN





Cooper Lane Road facade, facing east



Site diagram illustrates 'pinwheel' effect of corner bay windows, which announce tenant entries.

## DESIGN TENETS

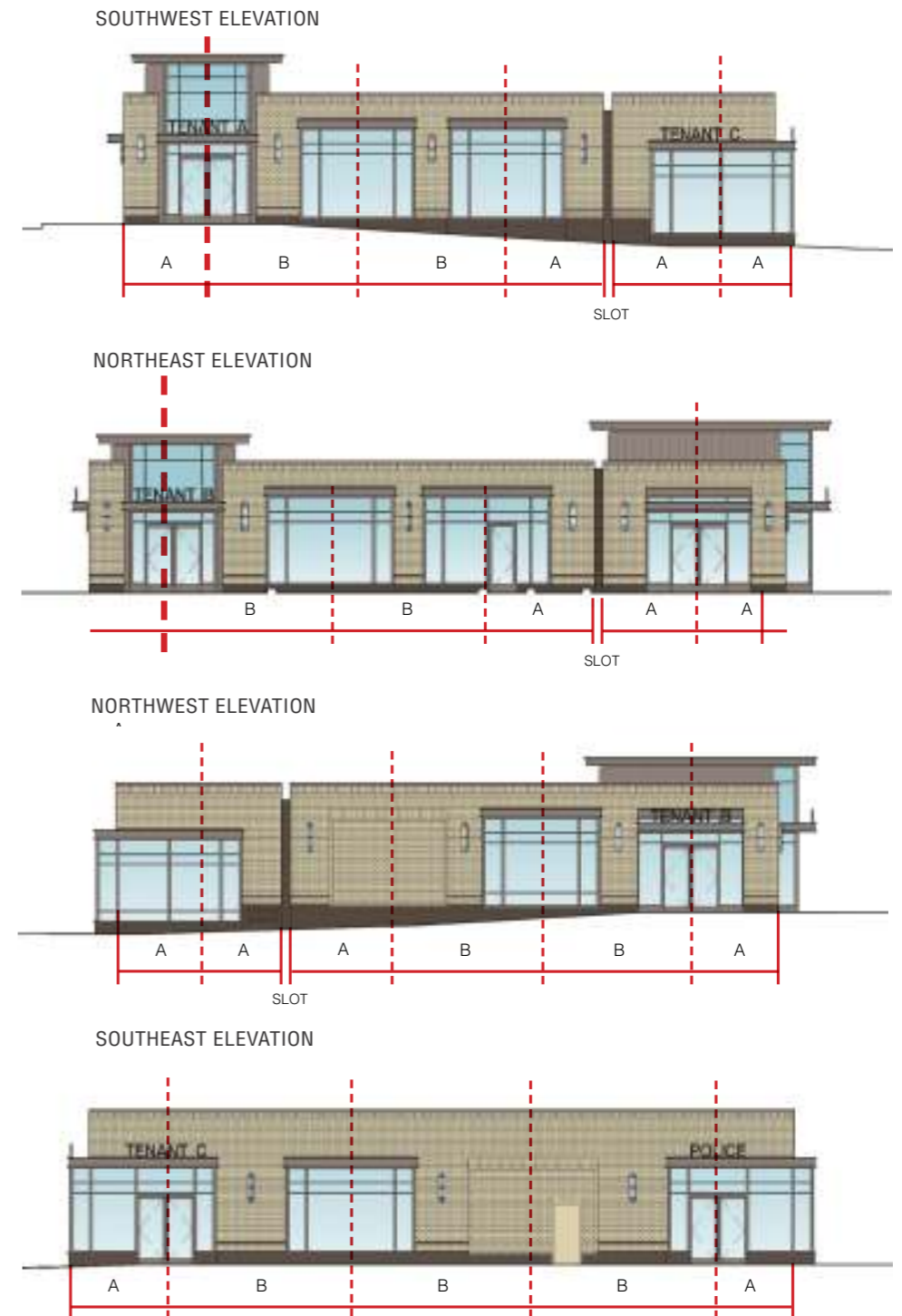
- All four facades are on display; the brick detailing and glazing continue on all sides.
- Site provides a landscaped public space accessible to retail tenants: an interpretation of an urban sidewalk in a suburban condition.
- Each space includes a corner bay, allowing tenants flexibility to choose frontage.
- Two of the corners have extended glass towers to establish a strong visual presence from the busy intersection for multiple primary entries.
- Piers along roadways provide the same function of county required 42" tall masonry wall while allowing visual and pedestrian porosity.
- Attention was paid to the required dumpster enclosure to ensure it matched building architecture.



Dumpster Elevation



Perspective of Annapolis Road facade, facing south



Masonry detailing adds visual interest without adding cost: a dark brick base provides a strong base for the building and, along with a vertical recess marking the roof overflow locations, allows the building to step down and accommodate the grade change across the site. Brick striping activates the façade and ties together different building elements. A simple cornice detail is created by a pattern of alternating brick colors – a contemporary take on the “moderne” cornices of the adjacent context.



Site overview depicts brick piers, new trees, and micro bio-retention structure



## SUSTAINABILITY FEATURES

- Landscaping features provide:
  - 21 shade trees
  - 12,000 square feet of interior planting
  - 3 bio-retention structures
- All provided plantings are non-invasive species. Six of the nine new tree types are native and four of the six new shrubbery types are native.



Facing east from the corner of Annapolis Road and Cooper Lane Road



