



## DSW AT WILLOW LAWN R I C H M O N D , V A

### Established in 1956 | Richmond's oldest shopping center

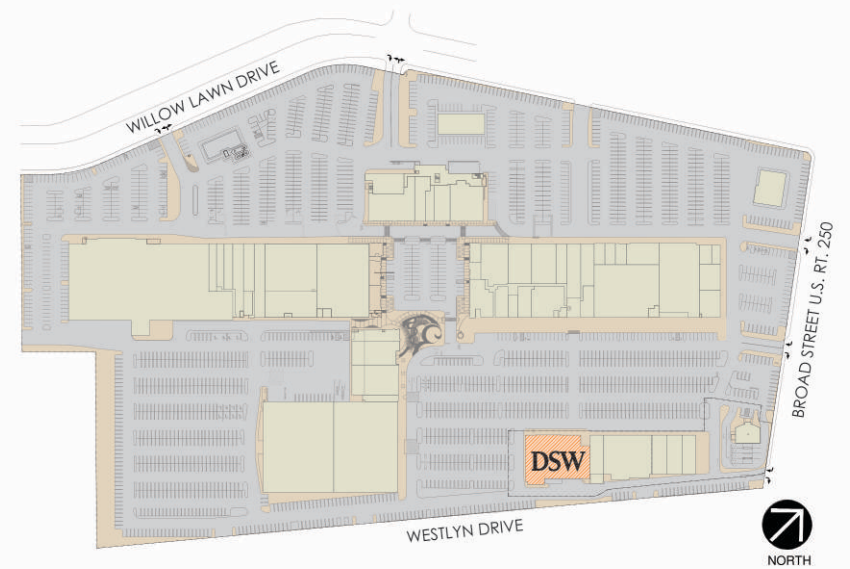
Willow Lawn, established in 1956, is Richmond's oldest shopping center. Originally an open-air center turned enclosed mall, it was recently converted back to an open-air center. The most recent addition to the property upholds the owner's commitment to re-invest in the property, making it an urban destination in a location rich in history, diversity, and culture. This new 15,000 sf building meets the owner's desire to anchor an outlying strip of retail by not only providing a higher level of retail on the site, but also advancing the design quality. The final building is a build-to-suit solution for Designer Shoe Warehouse, commonly known as DSW. Building upon recent renovations, this building draws its inspiration for materials from the history of the greater area, which includes many factories that helped Richmond establish itself as a major inland port. Dark brick coupled with reclaimed wood creates a dramatic appearance on the exterior of the building that faces the newly created public space in the center of the site.

The building was designed to be as flexible as possible while minimizing any obstructions that would conflict with the tenant's desired interior layout. The structural design includes long span roof steel supported by interior columns and bearing masonry exterior walls. Mechanical systems were designed to exceed local design codes, while maintaining an open concept with minimal ductwork. The exterior environment features upscale hardscape and paving materials intertwined with integral seating and indigenous, drought-tolerant landscaping. This new home for DSW at Willow Lawn, continues the commitment to excellence in an urban environment. Strong shopping and dining opportunities, combined with soft programming events ranging from farmer's markets to fitness to 'wine and whiskers', all centered in a re-designed public space with an exterior children's play area, contribute to the success of the project becoming a local favorite destination.





VICINITY MAP



SITE MAP

















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