

# Villaggio at Leawood

Leawood, Kansas



CONCEPTUAL DESIGN BOOK

MARCH 09, 2015



# Villaggio . . . Classic Charm . . . Urban Sophistication

## Objectives

- Develop a traditional retail expression that is well-known for its unique collection of shops and memorable pedestrian experiences
- Make a connection to the existing community, embracing its character, style and values
- Enrich the visitor's experience through the use of textures, patterns, selective materials and architectural graphics
- Create an atmosphere that is warm and playful through appropriate lighting, colors, seasonal graphics and landscaping program
- Public gathering spaces, with connectivity throughout the project, connecting not only the internal spaces but the surrounding uses as well.
- Pedestrian-friendly features and amenities for the entire family

## Retail Expressions

- Permanence, Order and Interest
- Continuity between uses
- Articulated surfaces
- 360 degree Architecture
- Varied building massing
- Transparency (glass)
- Unique Ornamentation
- Warm, Refreshing, Stylish
- Contextual Materials





## 1. PROJECT OBJECTIVES AND GOALS:

- Create a community destination, an extension of the lifestyle
- Create an outdoor experience where the customer is part of the "scene"
- Create a synergetic mix of complementary uses
- Develop a distinct vibrant shopping destination - the best of its kind in the area
- Create a retail shopping district that services the surrounding area
- Reflect the traditional Kansas vernacular in engaging ways

## 2. STRATEGIC GOALS OF THE PROJECT:

- Create a flexible environment that allows for a variety of uses
- Create environments where people choose to spend their time
- Celebrate the health and wellness of an outdoor lifestyle
- Create a walkable village that is anchored with large format retailers

## 3. TARGET AUDIENCE:

- The regional community of families, couples and individuals who make up the surrounding areas
- A broad spectrum of ages from children to retired empty nesters

## 4. MARKET NEEDS:

- An community driven destination of retail, entertainment, dining, and residential
- A village center to provide a social gathering space for the surrounding suburban community

## 5. TONE AND CHARACTER OF THE PROJECT:

- Comfortable and inviting outdoor spaces
- Diverse dining experiences
- Warm and distinctive streetscapes
- Interpretations of historical Kansas architecture
- Native materials and landscape features



A sense of place is a sense of the beauty and the wealth of phenomena that comprise a particular place. A sense of place helps to protect the region's cultural heritage and promote cultural awareness and strong kinship ties.

**Villaggio** will celebrate the intrinsic values that define Leawood, its classic charm, urban sophistication, and the open land that spans the state of Kansas. **Villaggio** will embrace the simple beauties of the Kansas landscape - the sky, the wind, the grasses, the sunflower, - in an authentic gesture.



## Neighborhood Charm

The families of Leawood are looking for a neighborhood amenity that reflects the casual lifestyle they enjoy, and shared value for solid, stable, long-lasting community. This is a place that will be comfortable and familiar, charming and refreshing.

True neighborhoods enjoy a place that is an extension of the lifestyle. A place to relax, shop or meet a friend. A place with tree lined streets that invite strolling, or a bigger yard than the one at home, or just somewhere where you know something will be going on.

This place is the “neighborhood charm.”

- Comfortable = Hierarchy and Order
- Refreshing = Vibrancy and Diversity
- Active vs. Passive Spaces



### *Hierarchy and Order*

- Traditional building materials become the backdrop for the neighborhood experience
- Create identifiable landmarks with landscaping, amenities and architectural components
- Provide scenes for moments from celebrations to contemplation

### *Ecclectic Components*

- Complement traditional components with contemporary application
- Create moments of discovery and recognition through planning and amenities
- Complement a familiar circulation route with a strong grid

### *Diversity in Scale and Texture*

- Contrast traditional with contemporary, unique with familiar and grand with intimate
- Provide a lively mix of shopping, dining, entertainment and services that enhance both the community and the individual experience

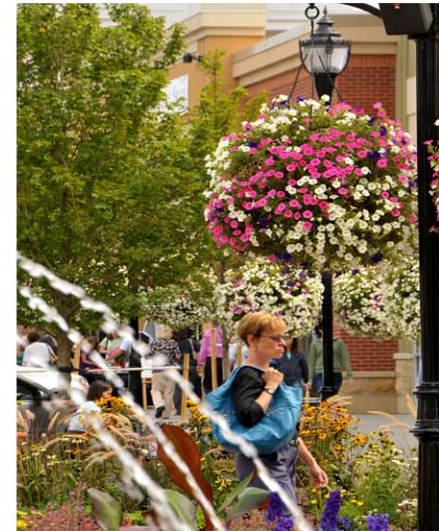
### *Relevant Today and Tomorrow*

- Integrate pedestrian and vehicular circulation
- Plan for flexibility and changing demands



## *Pedestrian Orientation*

- New street grid encourages pedestrian activity by defining walkable blocks and multiple access ways for pedestrians
- Open space amenities, plazas and streetscapes are key focal points and organizing features within the Site
- Active retail and commercial uses improve the pedestrian experience at street level
- Parking areas are transition points between vehicular access and the pedestrian experience of the neighborhood
- Vehicular circulation is designed to orient and retain new arrivals, direct traffic to the parking areas, and encourage the pedestrian experience of the neighborhood
- Connectivity to adjacent neighborhoods, sidewalks and gathering spaces



# Villaggio . . . Classic Charm . . . Urban Sophistication



*Comfortable  
Inviting  
Casual*



*Active  
Convenient  
Vibrant*





# Villaggio . . . Classic Charm . . . Urban Sophistication



*Warmth  
Timeless  
Variety*



*Unique  
Quality  
Charm*



*Texture  
Color  
Detail*



# Villaggio . . . Classic Charm . . . Urban Sophistication



*Variety  
Defined  
Softness*



*Color  
Texture  
Native*



## LANDSCAPE CHARACTER



# Villaggio . . . Classic Charm . . . Urban Sophistication



*Comfort  
Eclectic  
Memorable*



*Fountains  
Iconic  
Detail*



*Villaggio* . . . Classic Charm . . . Urban Sophistication



AERIAL VIEW



*Conceptual Design Book*

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