

RESETTING THE EXPERIENCE

assisting landlords + tenants in
navigating the next normal



In the coming weeks and months, landlords and tenants of retail centers across the country will be working collectively on reshaping their properties to navigate the “next normal.” The spatial needs of tenants are already changing. **Creative solutions and collaboration between landlords, retailers, restaurateurs, and architects** is essential to adjust to this new reality and make customers feel safe and eager to return to retail centers. D3i has the proven expertise and experience make this happen!

D3i...

- ...is an industry leader with an in-depth understanding of retail and mixed-use real estate and our team has collaborated for more than 30 years on **creating ground-breaking retail environments**, including Easton Town Center with Steiner + Associates since 1999.
- ...has developed an expertise in addressing the **dynamic spatial needs** of commercial mixed-use environments.
- ...while working with developers, leasing agents and tenants, delivers design solutions **balancing the needs of the brands and the retail centers**, while simultaneously creating **inspired and exciting experiential environments to enhance the customer experience**.
- ...through our collaborative design charrette (which also works virtually), or a series of quick design studies, D3i creates **Tenant Re-positioning Design Packages** for leasing efforts as the developer navigates the process of lease “reconfigurations.”
- ...we employ a unique tool of **quick hand-sketching**, creating an enticing and informative image helping clients visualize their project while reinforcing the preliminary conceptual nature of the design inviting input from all participants including leasing departments, landlords and tenants.
- ...is ready with the talent and expertise to support your retail center team!

services

architecture
repositioning
planning
graphics
landscape
lighting
multimedia

expertise

mixed use
town centers
retail
entertainment
residential
office
hospitality + resorts

DESIGN PROCESS

D3i master planning	program definition + analysis	conceptual master plan	preliminary master plan	final master plan
D3i design + architecture	design charrette	concept design	schematic design	design development
collaboration D3i + local architect	construction documentation	construction administration		

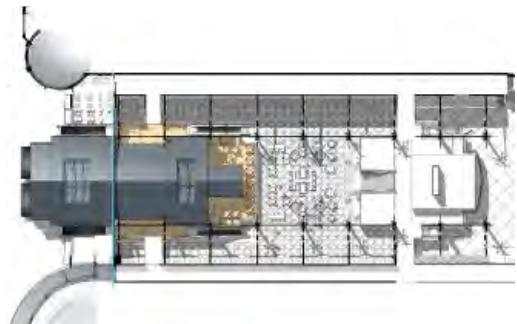




UPDATING AN ICONIC IMAGE

The expiring lease of the two existing tenants creates an opportunity for a dramatic update to an iconic building. The new form, housing a new restaurant concept, is conceived as a contemporary take on the industrial theme of the existing Station Building.





SOLUTIONS FOR VACATED SPACES

A major tenant moves to its own new building within Easton Urban District. The vacated space is retrofitted to accommodate three new tenants, each with its own distinct identity, while maintaining the architectural integrity of an existing building.





FORMER RESTORATION HARDWARE LOCATION



EARLY STUDIES FOR NEW LOCATION



FINAL CONCEPT



RELOCATING A MAJOR TENANT

A major tenant is relocated to a new building to become an anchor for the new Easton Urban District. The design balances the brand identity with the stylistic context of the new development.



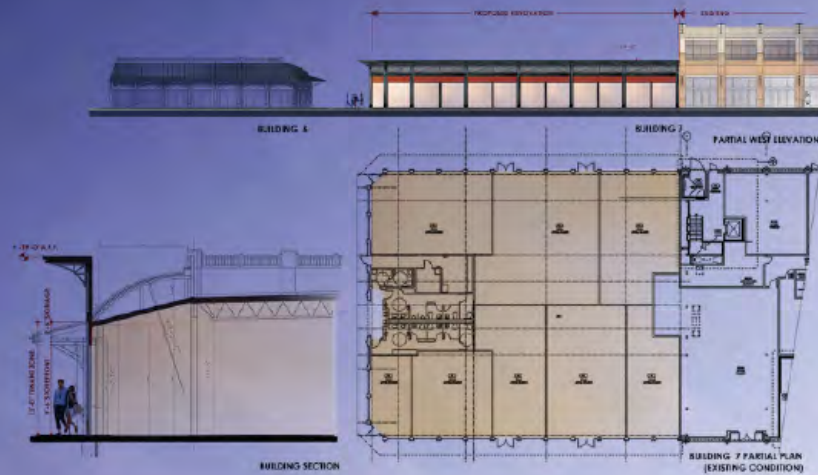


EXISTING STOREFRONTS



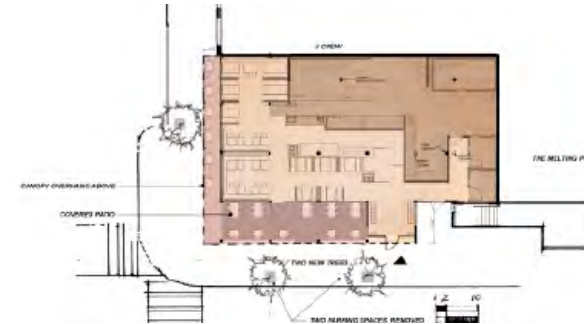
CREATING A NEW IDENTITY

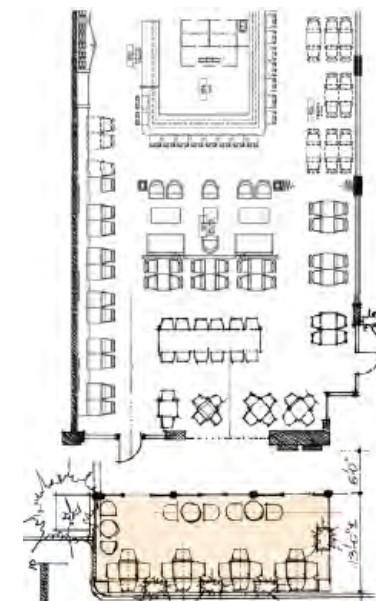
A series of studies initiated by tenants' requirements for increased space for signage. While preserving the existing structure almost intact, the proposed design provides a distinct presence to in-line tenants and maintains the stylistic character of the building.



REDEFINING A PROMINENT CORNER

A bold contemporary gesture provides presence and identity to a new tenant, while also bringing visual interest to a traditionally-styled corner of the town square.





RECLAIMING PARKING SPACE FOR OUTDOOR DINING

The new tenant's need for an outdoor patio is facilitated by removing one parallel parking space. A free-standing colonnade provides support for a retractable awning during the outdoor season and is visually unobtrusive when the season is over.



REBRANDING AN EXISTING BUILDING

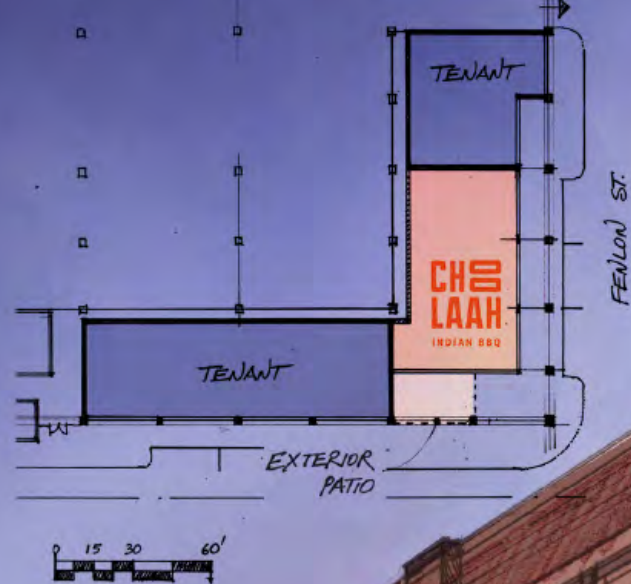
A series of studies addresses a typical challenge of a retail center: finding the right balance between expressing the identity of a new tenant and maintaining the architectural character and integrity of an existing building.



CREATING AN ICONIC IMAGE

Anchoring the east side of the recently-opened Urban District, the office building creates an iconic image while providing a distinct identity to a major retailer occupying the ground floor.





ANIMATING A PARKING DECK

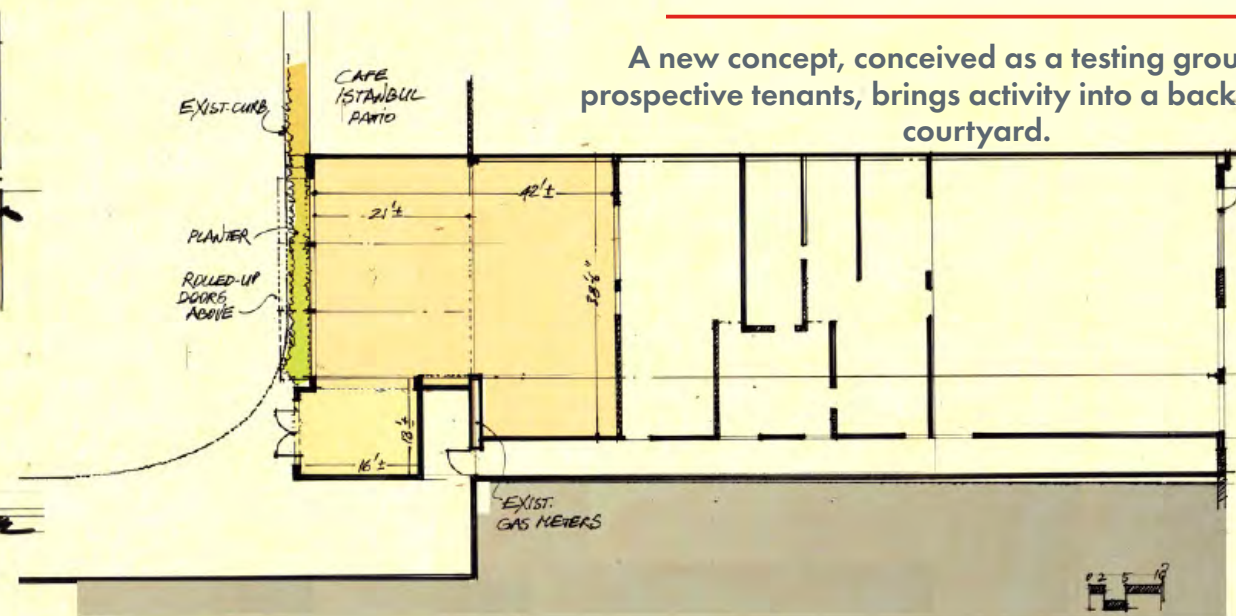
The corner restaurant initiates the introduction of food and retail tenants to the ground floor of the new parking deck, taking advantage of its location at the south edge of the new Urban District at Easton Town Center.





CREATING NEW FRONTAGE

A new concept, conceived as a testing ground for prospective tenants, brings activity into a back-of-house courtyard.



FITTING A NEW CONCEPT INTO AN OLD SPACE

A new flexible concept is inserted into an existing volume without disrupting its character.



LEADERSHIP TEAM



JIM BAECK
Principal



SIMON SYKES
Principal



WILLIAM LOPEZ
Principal

With over 30 years of commercial experience, the foundation of **DESIGN 3 INTERNATIONAL** is built upon the fundamental principles of integrity, hard-work, and an unyielding commitment to our clients and their endeavors. Quite simply, our obligation is to fully explore all possibilities and to provide our clients with the unique and cohesive design solution that every project deserves.



**A COLLECTIVE & INTERACTIVE
EXCHANGE OF IDEAS**





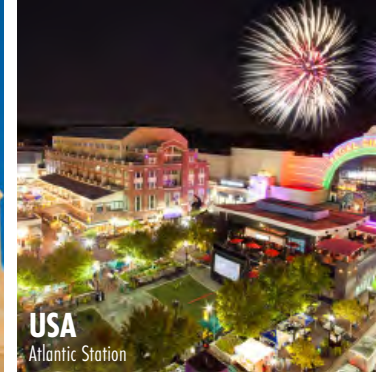
CHINA
JW Marriott Clearwater Bay



USA
National Harbor



ECUADOR
San Marino Shopping



USA
Atlantic Station



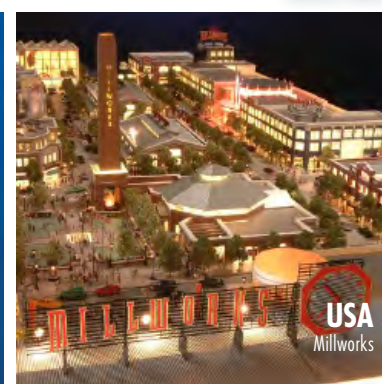
QATAR
Medina Centrale



USA
Easton Town Center



TURKEY
Istinye Park



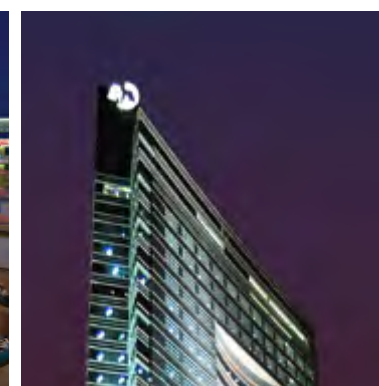
USA
Millworks



CHINA
Blue Bay Resort



USA
Westgate City Center



INDONESIA
Menara Bank Mega Tower



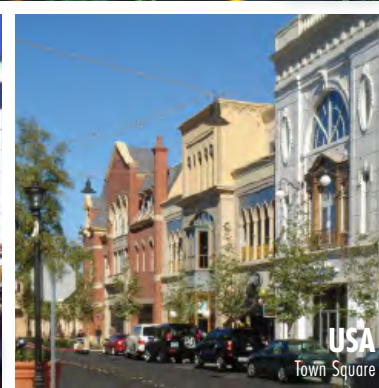
TURKEY
Mall of Istanbul



ECUADOR
Villa Regina



INDONESIA
Pondok Indah Mall II



USA
Town Square



USA
Muvico Theaters

LEGACY WORK 1987 - 2011



The founding principals of D3i were Senior Partners of the former Development Design Group/DDG, and designed and master planned the most significant and successful Mixed-Use, Retail, Entertainment, Hospitality and Residential projects in over 50 countries around the world.





GET IN TOUCH.

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