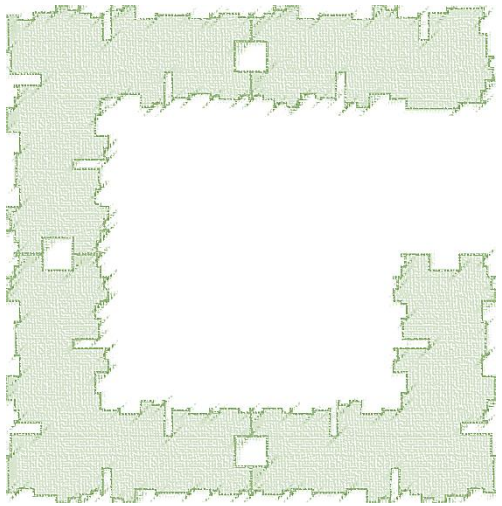


PALAVA LAKEFRONT – CASA FLOREA

RETAIL FACADE DESIGN

21.04.2020

KAPADIA ASSOCIATES

D E S I G N L L P

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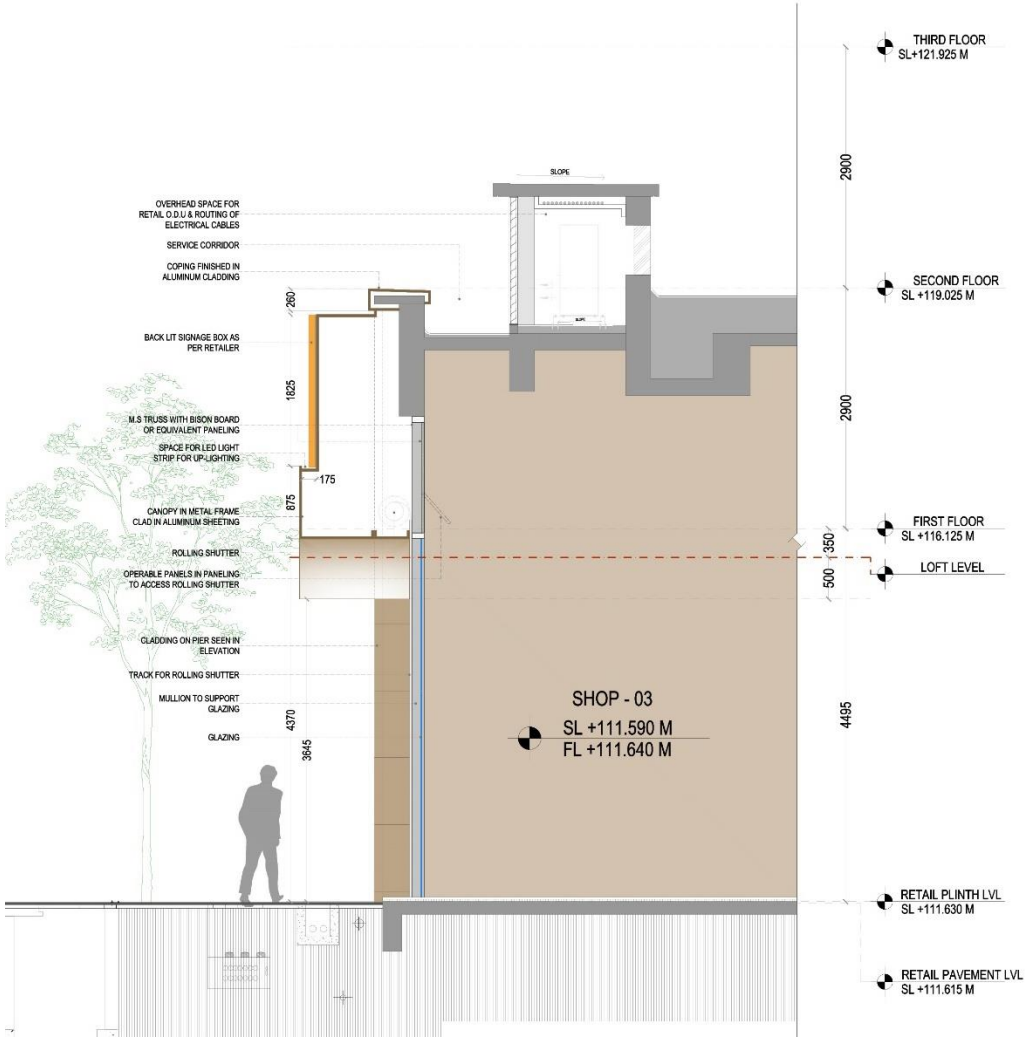
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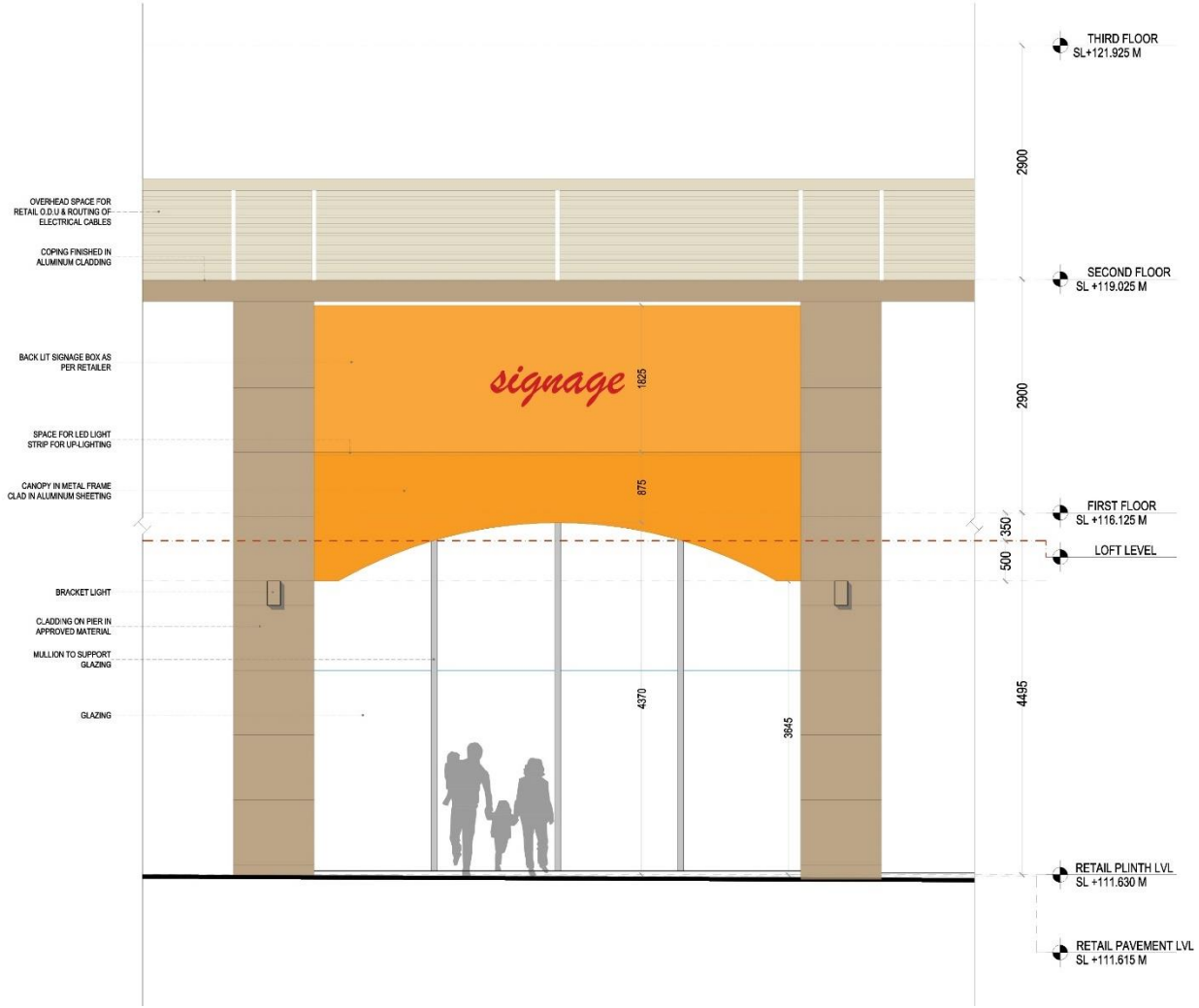
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FAÇADE OPTION 01

- Shops have been provided with a canopy projection.
- It breaks the flat plane of the retail stretch lending form and identity.
- Canopy projection eliminates the need for providing awnings.
- Signage/ branding will be on the canopy within a subscribed area which will be part of retail guidelines.
- Two variants in this option exploring two different geometries for the canopy.
- Surface areas of glazing and canopy have been determined based on heat gain reduction, shading & response to human scale criteria.



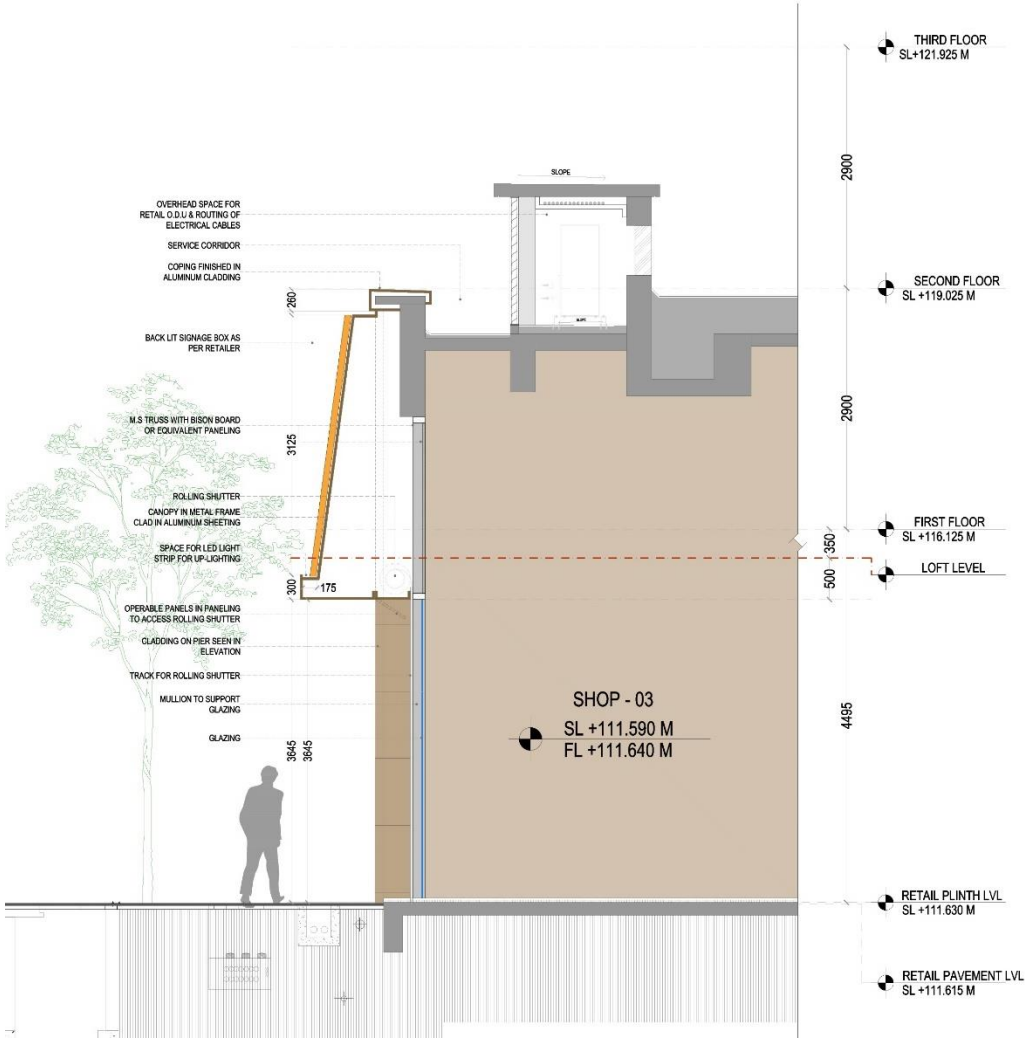
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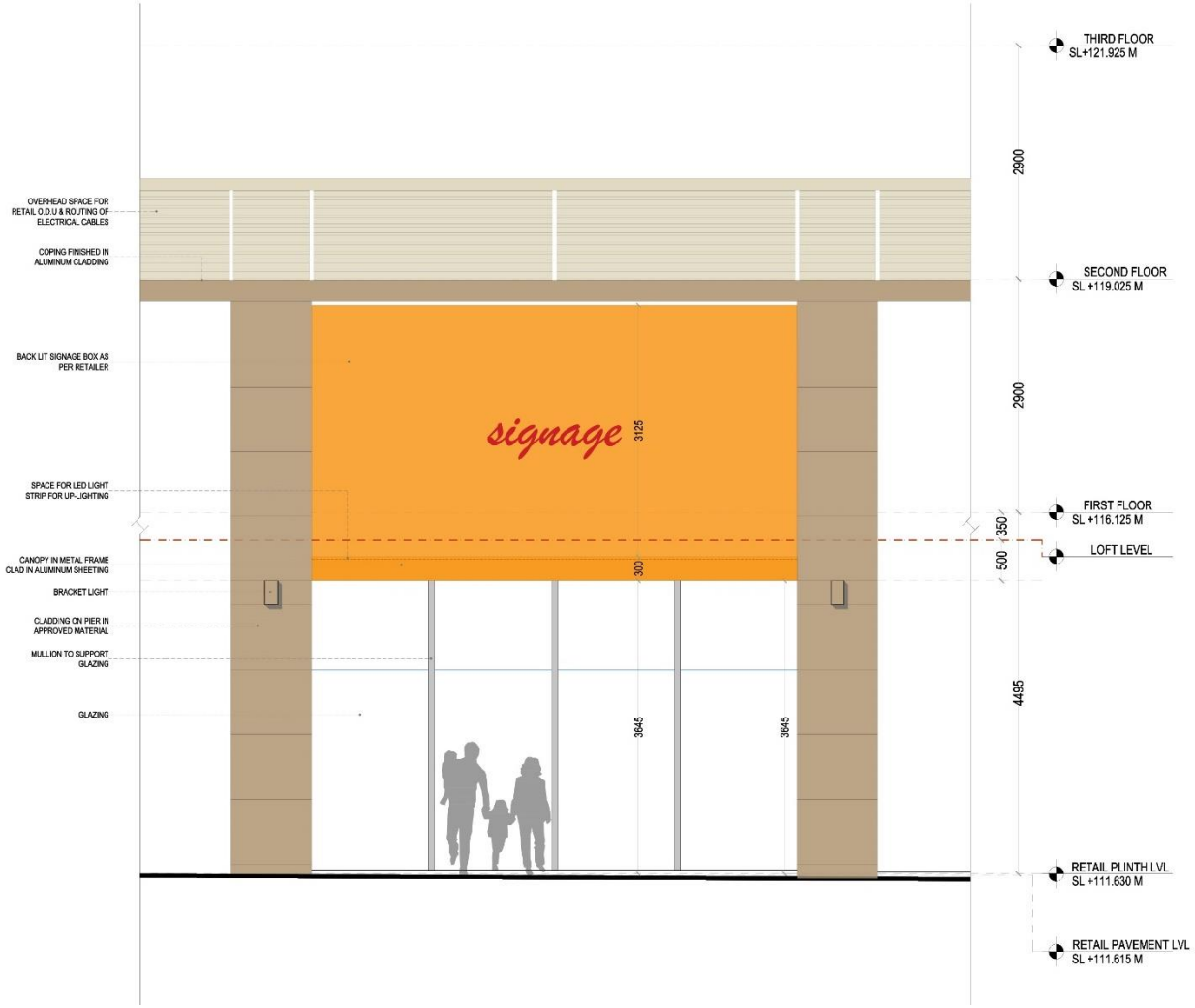
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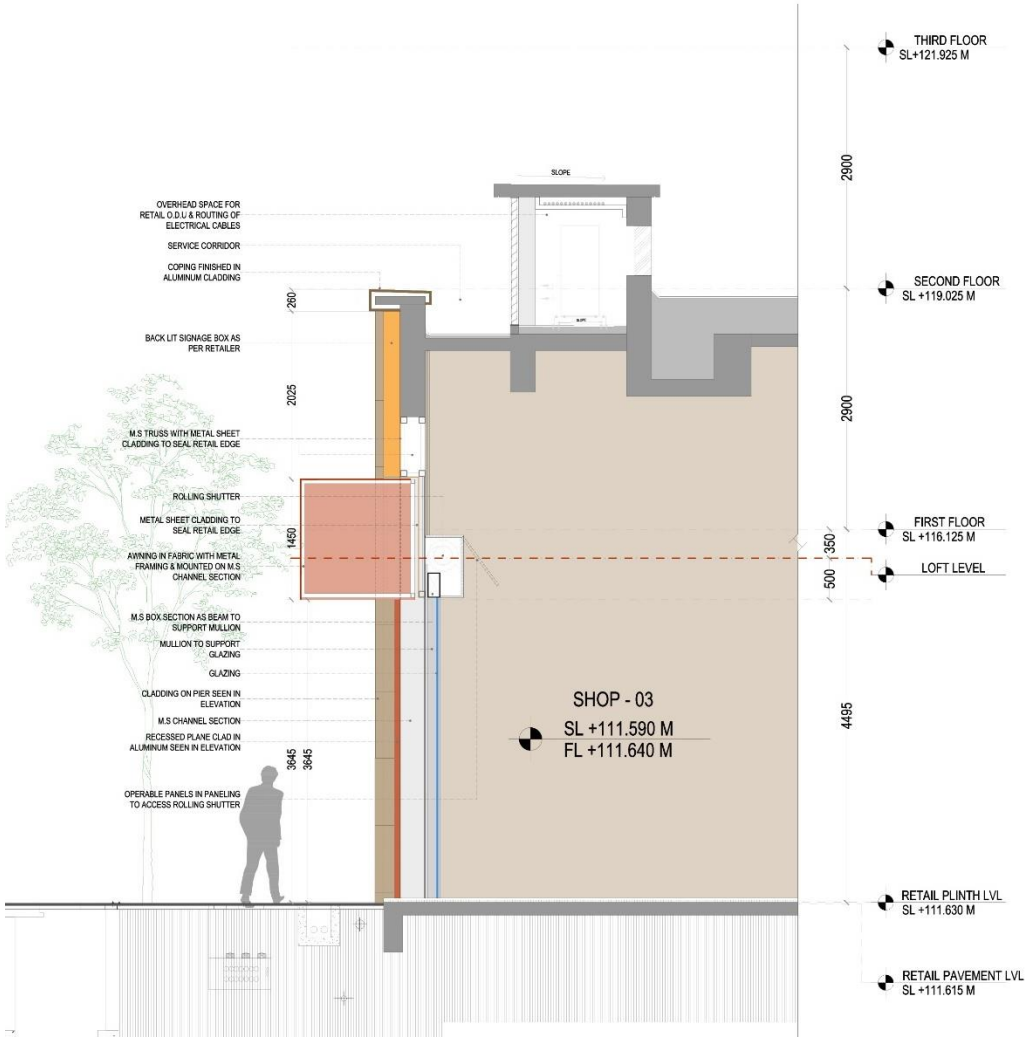
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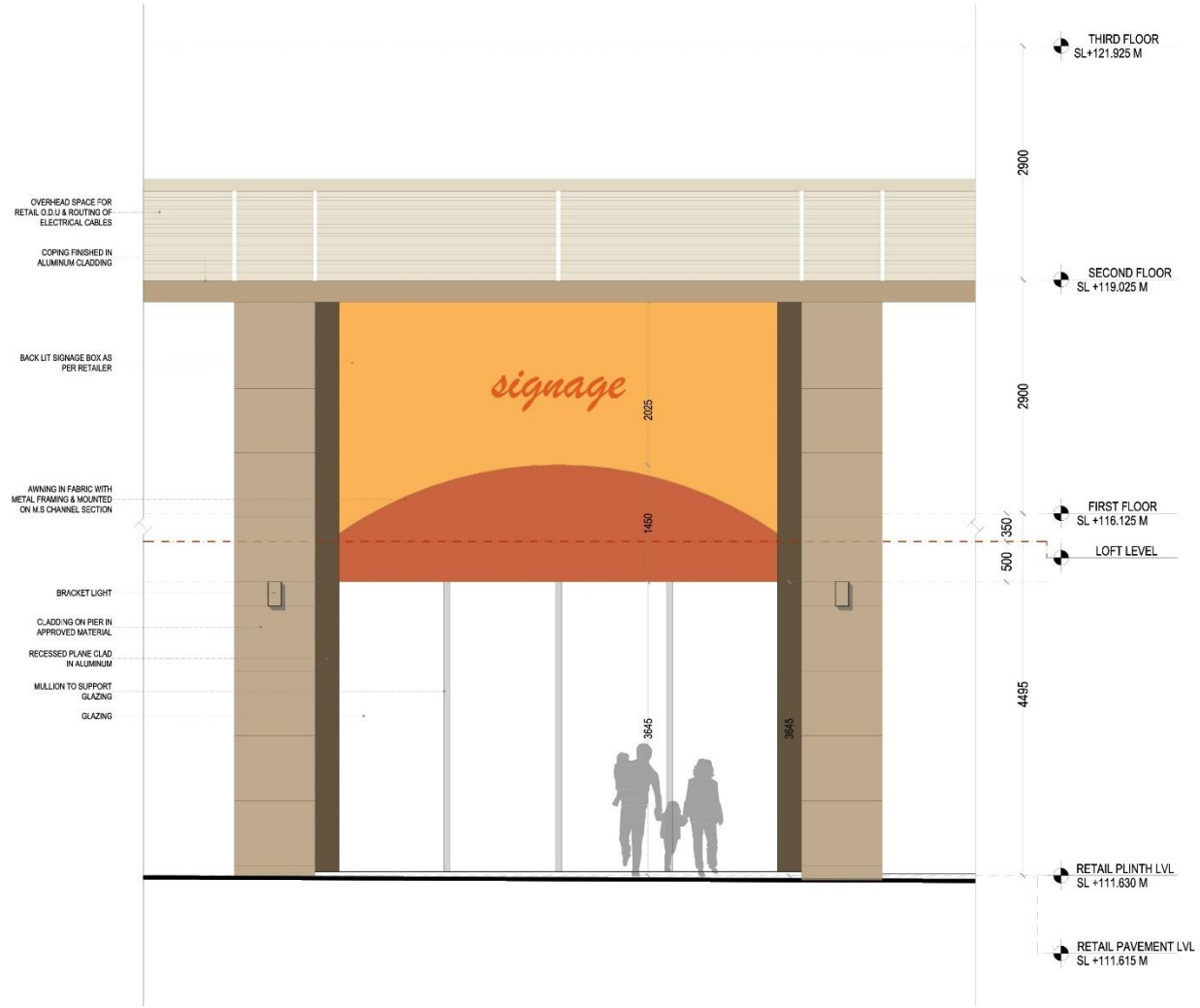

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FAÇADE OPTION 02

- Option developed consider awning as part of retail identity.
- Three variants using different awning types have been developed.
- Level of awning has been referenced with loft slab level.
- Considerations for shading, scale etc. also play a part.
- A second recessed plane has been introduced as additional degree of articulation.
- This second plane creates a shadow surface between the shop front and piers, expressing them independently.



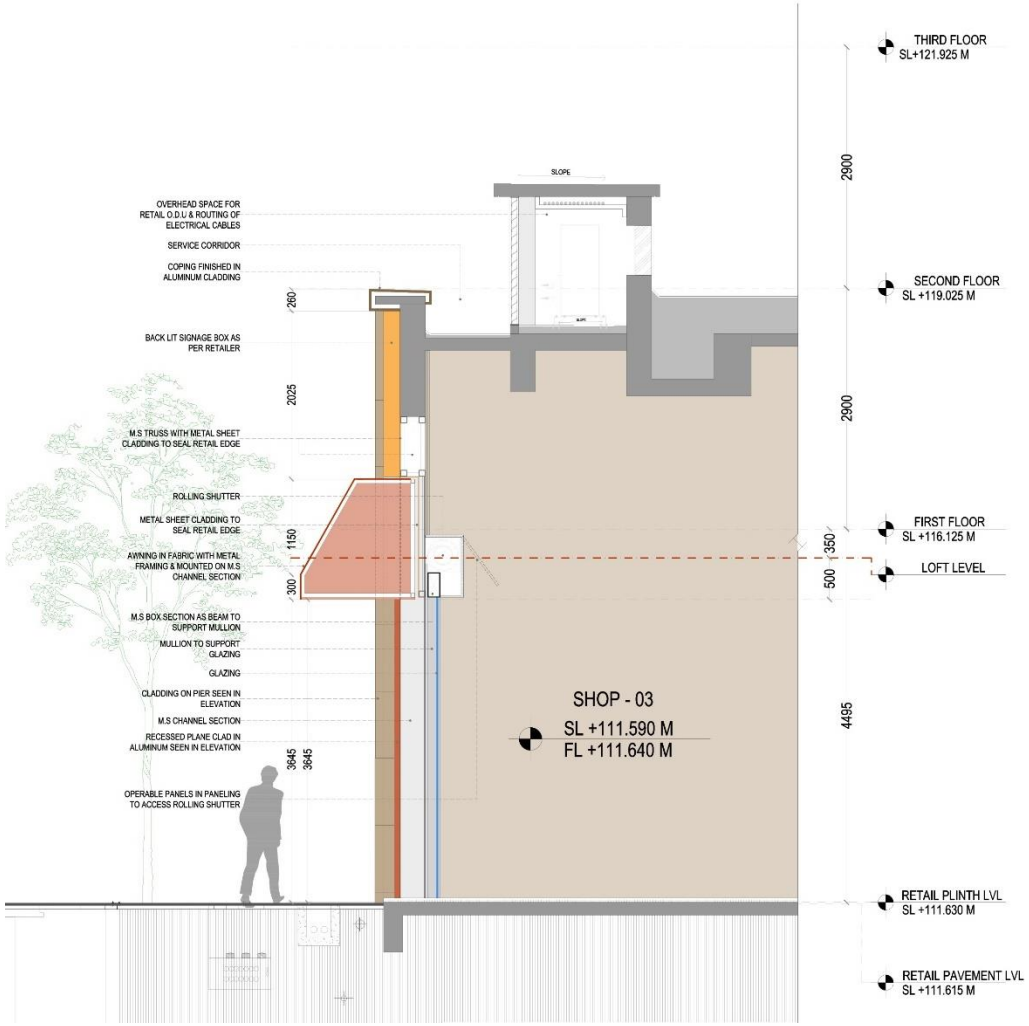
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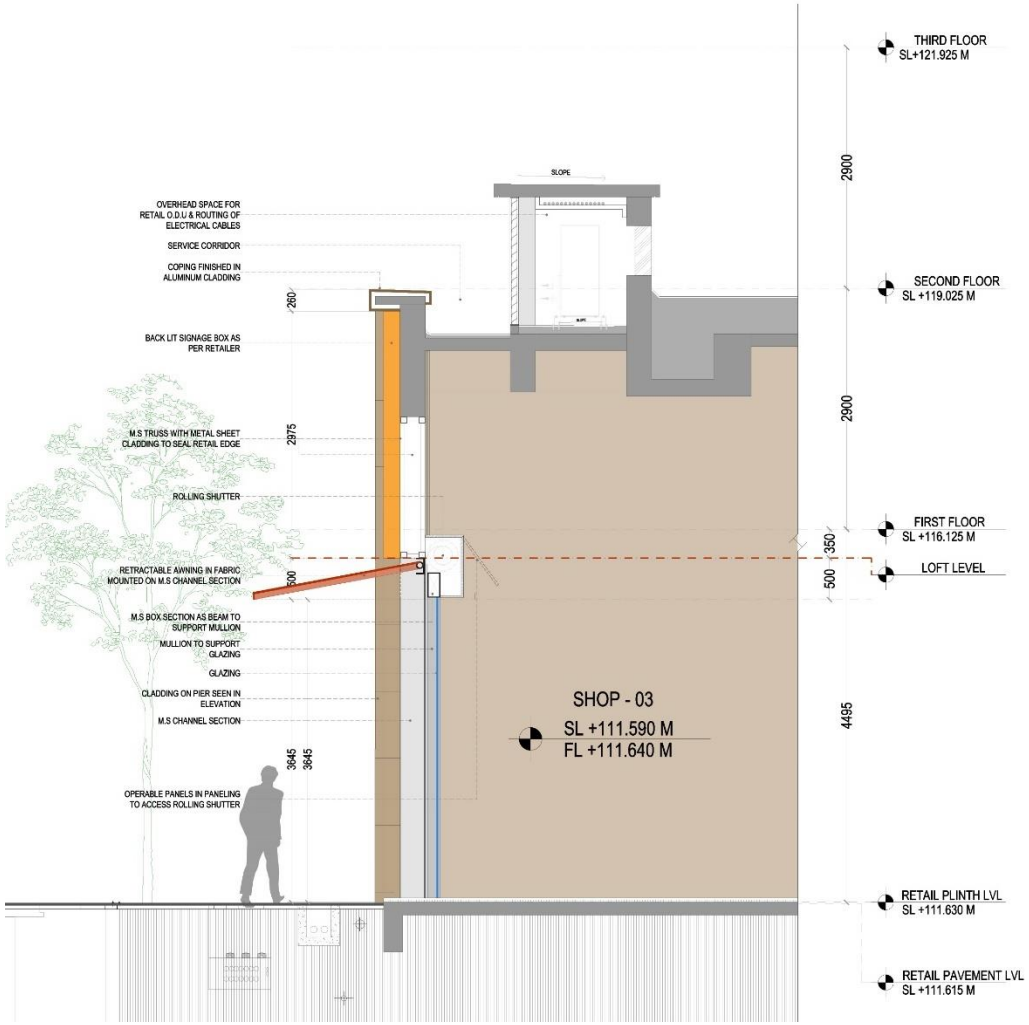
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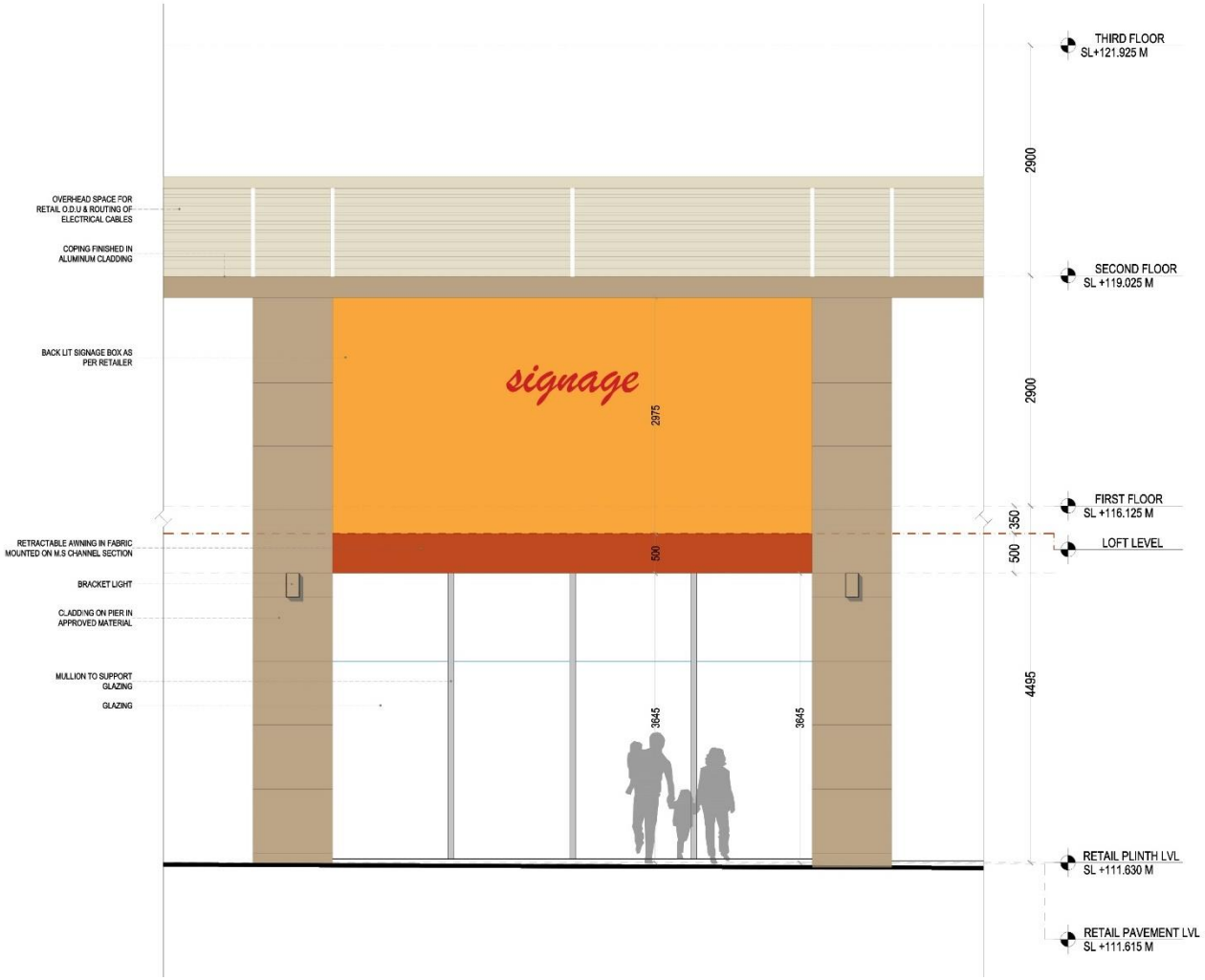
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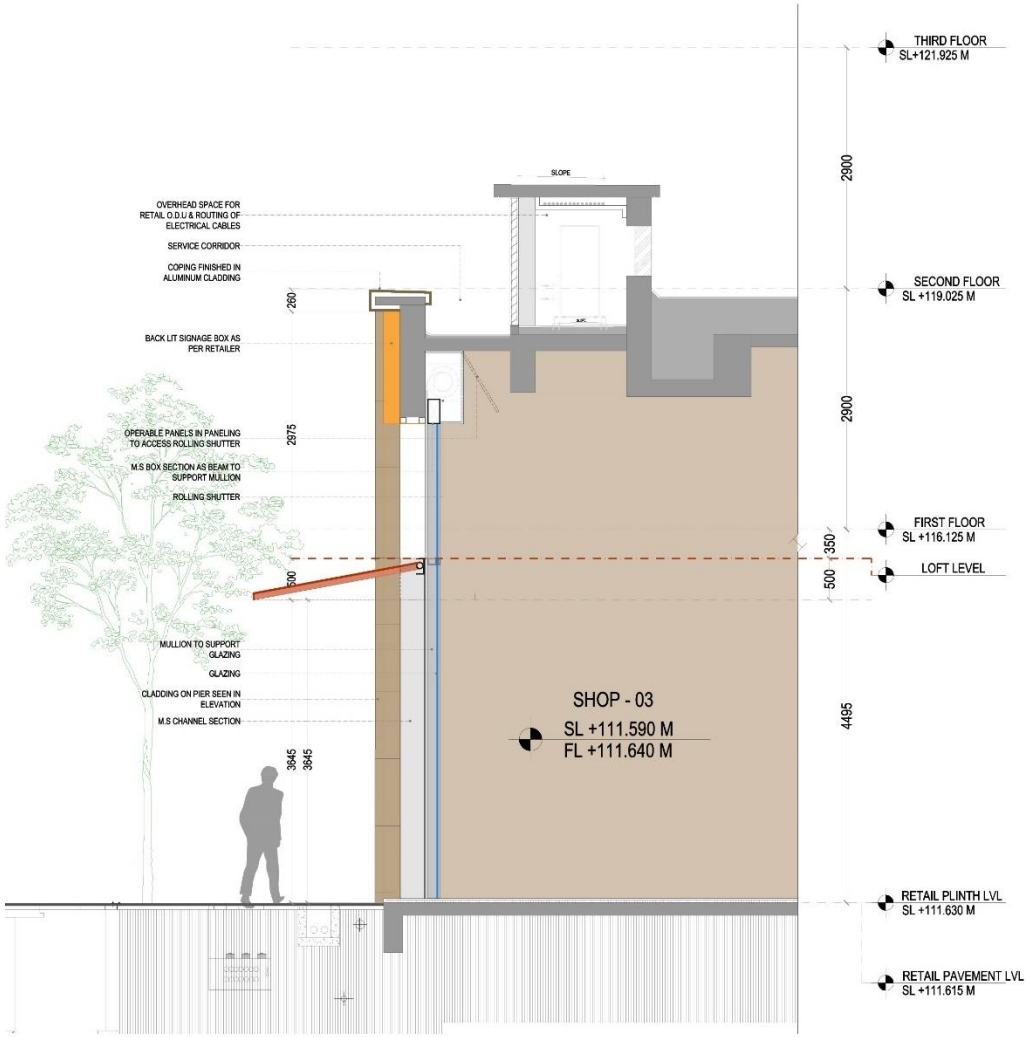
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FAÇADE OPTION 03

- Maximization of store front is the central parameter.
- Overall space for signage is considerably reduced.
- Awnings if provided will be of retractable nature and will have to be installed at a prescribed level.
- With minimal surface area going for branding & awnings, store front design becomes dominant element in determining character of retail.
- tall volume expresses itself on the façade and can help create a distinct ‘high street retail’ vibe.
- Heat gain consideration are compromised.



SECTION



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FAÇADE OPTION 04

- It’s a combination of preceding design routes.
- 3 different façade routes have been assigned to each of the retail outlets to study the impact on streetscape.
- Portal expression formed by the piers and coping provides a unifying framework within which differing retail facades coexist.
- Provides a degree of structure & order while inducing vibrancy.
- Allows each retail outlet to be more noticeable.


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COMPARATIVE | 05



1A



1B



2A



2B



2C

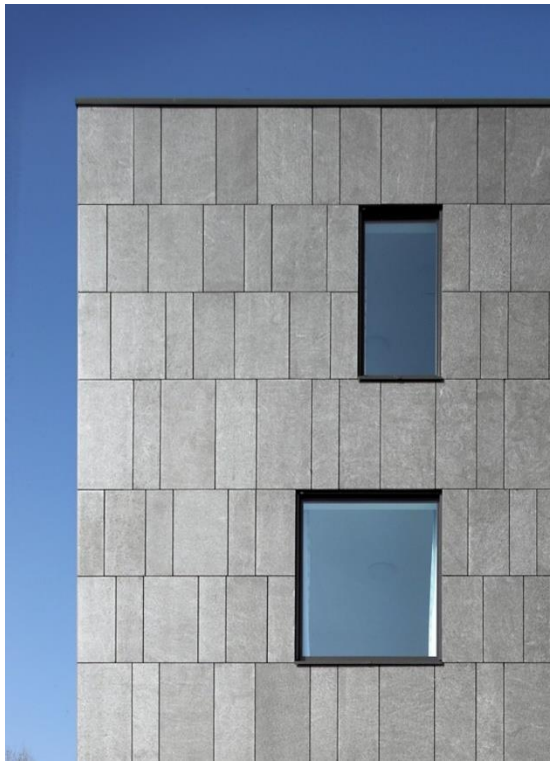


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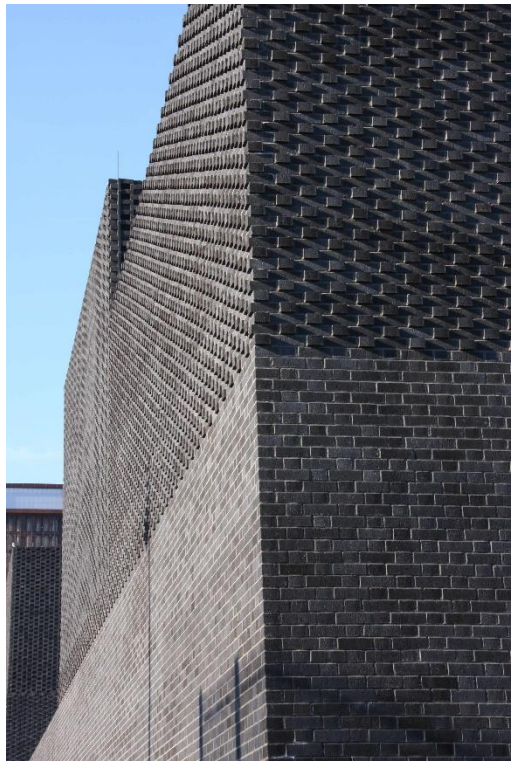
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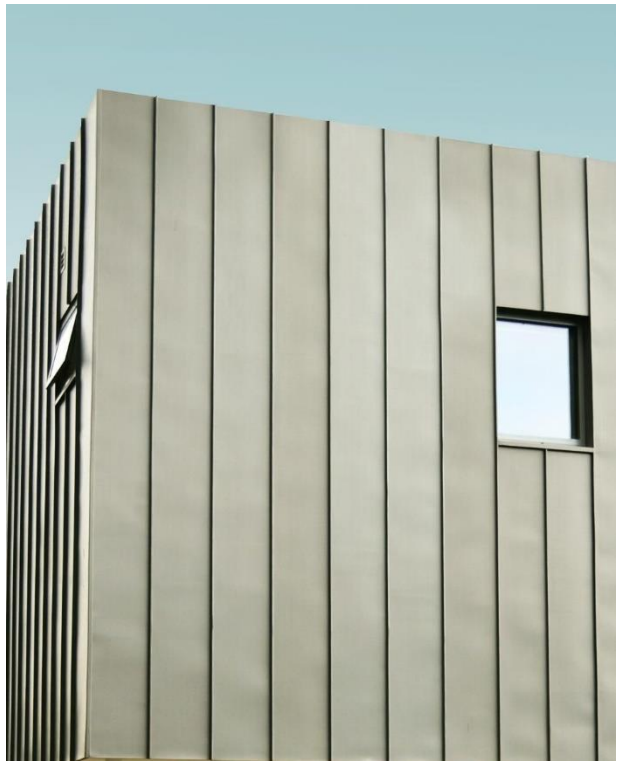
STONE



TERRAZZO



BRICK



METAL

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