



## Venice, CA Redevelopment Brings Life to a Dated Shopping Center

Posted by Seth Parker in [Featured Articles](#), [Retail Redevelopment](#) on May 5th, 2010 | [2 responses](#)

**LINCOLN & ROSE – VENICE, CA**

*Community reaps the benefit of revitalized center*



Located along the busy corridor of Lincoln Boulevard – the main arterial connection between Marina del Rey, Venice and Santa Monica – sat one of many dated and unidentifiable shopping centers. A generic roster of tenants, crime and general disrepair made it difficult for neighbors to support or commuters to even take notice of the former site at Lincoln & Rose.

Over this center’s lifespan it has accommodated a stable but unflattering array of grocery, furniture and discount uses. At the time of the redevelopment, the tenant line-up consisted of a local laundry, 99 Cent Store, Big Lots and a former Savon that had recently been acquired and converted into a CVS Pharmacy. The 99 Cent Store and laundry stayed put and enjoyed the benefits of the center’s makeover, while the CVS moved over to a smaller pad building along Lincoln. Whole Foods found their home in the former CVS and Big Lots spaces. Major improvements and modifications were made to the site and structures, but the footprint remained unchanged in order to keep many of the existing entitlements undisturbed. While the addition of Whole Foods is at the heart of this retail redevelopment, it is the community-focused vision of the ownership and architect that really brought this project to life.

“The Lincoln & Rose project reflects our commitment to building sustainable projects with a vibrant architectural flair,” said Ronald S. Haft, Chairman and CEO of Combined Properties, owner and developer of the property. “This project has been warmly embraced by the Venice community and it has become the gathering place that we envisioned.”

With this vision, the development team engaged in the transformation of the existing 75,000-square-foot shopping center.



## Transformation

“We knew that the development team was strongly committed to the project’s complete transformation so we focused on updating the center in ways that the community would appreciate,” said Alan Pullman, Principal of Studio One Eleven and lead architect of Lincoln & Rose. “We believed that if you met the desires of the neighborhood first, tenants and ownership would greatly benefit.”

The primary objective was to create a distinctive place that would be attractive to a new anchor tenant and show the owner’s commitment to improving the property to the community. To support this effort, the project modified the interior spaces to accommodate a large-scale supermarket anchor and created a distinctive and innovative building exterior that reflected the character of this unique beachside neighborhood. The contemporary building material palette featured a pattern of textured and colored stucco, steel, colored glass, metal panels, clear anodized storefronts, burnished concrete



block, bamboo plywood, and a variety of wood siding.

“Encouraging a sense of place and pedestrian activity within the parameters of a generic shopping center was a focal point of the renovation.” said Pullman

A pedestrian connection to bus stops and abundant bicycle parking encourages people to arrive at the project through alternative modes of transportation. The width of store-front sidewalks was increased

to establish an inviting atmosphere. Simultaneously, the parking was creatively re-stripped and landscaped so that no spaces were lost.

The sidewalk design itself was inspired by the beach, including decorative concrete with shell and pebble aggregate. Exterior lighting was used to emphasize architectural features, encourage night-time activity, and illuminate an outdoor dining patio and merchandising area in front of the Whole Foods supermarket, which has become a focal gathering spot for the neighborhood.

## Sustainability

Sustainability was fundamental to the entire effort. Construction was minimized through the reuse of the existing buildings and products containing recycled content were used wherever possible. For example, the original canopy of the building was removed, but many of the new building materials were installed directly over the existing façade. Steel trellis structures with wood siding were constructed around the existing pad building at the corner of Lincoln Boulevard and Machado Drive to conceal the sloped roof.

The site plan was carefully designed to increase permeable surfaces by 250% and the introduction of a bioswale around the perimeter of the project permits filtering of storm water. Landscaping features a composition of drought-tolerant and native plants, and 60 new trees were planted in the parking lot to shade cars and reduce the heat island effect of asphalt paving.

## Community Embrace

“There is no doubt that the success of the revitalization, and the reception that the project has received from the community has made our investment worthwhile,” said Scott Ginsburg, Senior Director of Development for Combined Properties. “The Whole Foods Market has performed beyond our mutual expectations and the development remains 100 percent leased.”



The success of this retail redevelopment can be credited to the surrounding community which has embraced the project and transformed it into the outdoor living room and meeting place that it was envisioned to be.

“This site has always been a tired eyesore but its transformation has really created a great focal point for the community,” said Jay Stark, a longtime Venice resident. “It’s not just a place to shop, but a community hub where people meet for business and to socialize. Lincoln & Rose is an excellent

example of how urban renewal and good urban design and can not only provide economic returns, but a real community benefit as well.”



You can view enlarged versions of the site plans and other images by clicking on them.

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**Studio One Eleven** ([www.studio-111.com](http://www.studio-111.com)) is dedicated to creating more vibrant communities through an integrated practice of architecture and urbanism.

**Combined Properties, Incorporated** ([www.combined.biz](http://www.combined.biz)) is a full-service real estate firm. With a portfolio comprised of approximately 5 million square feet and a \$500 million development pipeline, Combined is focused on the growth of its urban retail and mixed-use portfolio in Southern California and Washington DC.

**Lincoln & Rose** has attained a number of accolades since the completion of the 2009 redevelopment. The project was recognized as the SADI Grand Award Winner and described by the judges as a project that “points to future opportunities for rethinking retail and transcends expectations.” It was also recognized by the Long Beach/South Bay Chapter of the American Institute of Architects with a Citation for Adaptive Reuse/Renovation of a commercial development and presented with an ICSC U.S. Design and Development Silver Award which honors outstanding achievement in design/development of retail and mixed-use properties, and retail store design.