

WARRENTON VILLAGE CENTER DESIGN STORY

WARRENTON, VIRGINIA | MAY 31, 2024



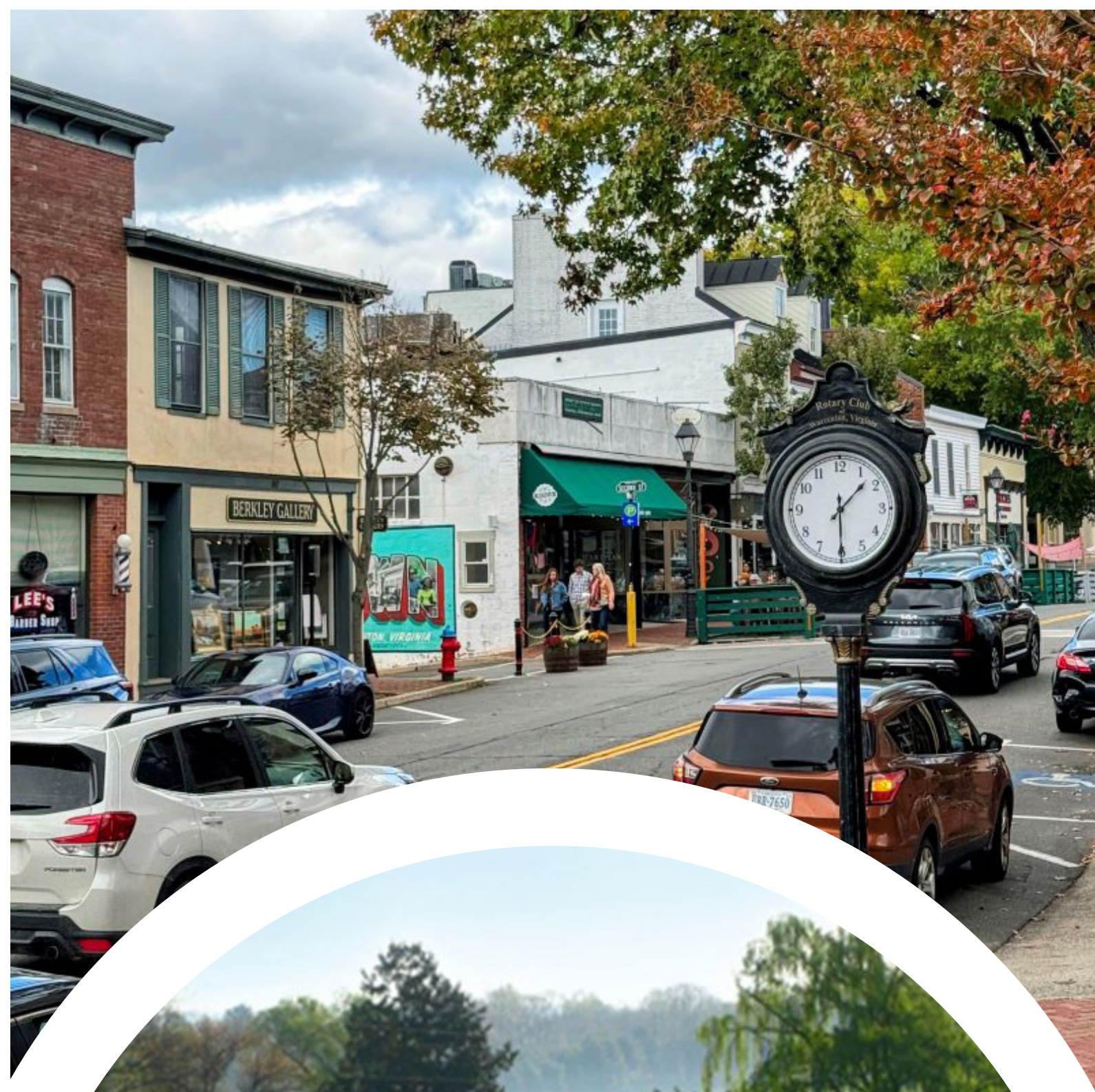
DESIGN OBJECTIVE

To transform the existing Warrenton Village retail center into a thriving, walkable, mixed-use, community destination with a sense of place that celebrates the character of Warrenton, while introducing a new, fresh, modern aesthetic.



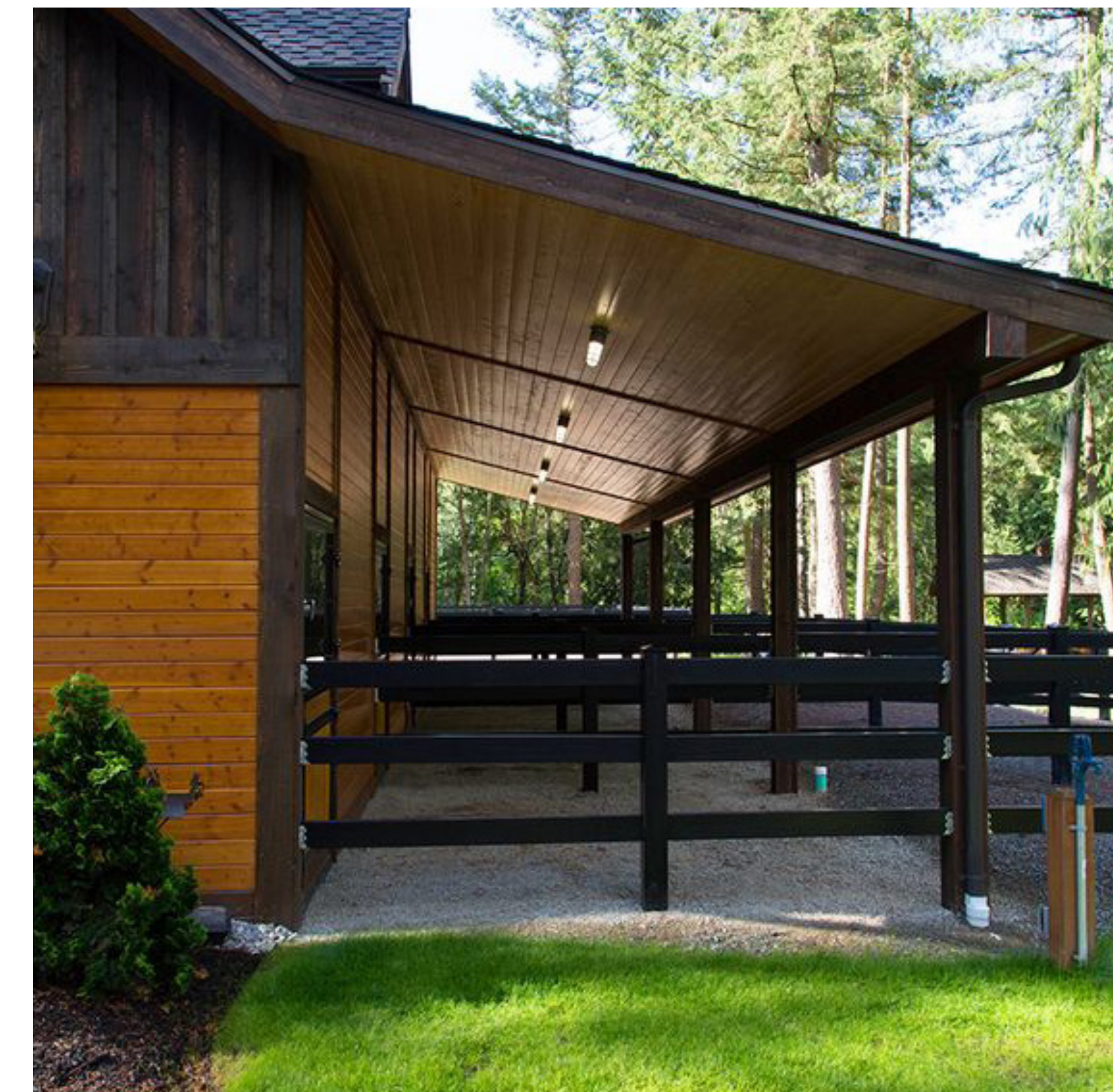
DESIGN IMPLEMENTATION

- Purposeful integration of new buildings to create a Live/Work/Play community in line with the goals of the 2040 Warrenton Plan.
- Revitalization of the existing retail with new public gathering spaces, pedestrian connectivity, reduced vehicles speeds, a new Central Plaza for village events, enhanced green spaces, and activated streetscapes.
- Fusion of a new contemporary aesthetic with the warmth of local and historical design influences.



WARRENTON CONTEXT

- Historical downtown Warrenton provides inspiration with its textures of brick and stone, dark metal accents and awnings, historical lighting fixtures, traditional lap siding, classic masonry banding and detailing, large windows with dark mullions, and pedestrian friendly streetscapes.
- The greater Warrenton area has deep equine and agricultural industry roots, featuring iconic horse farms and celebrated bucolic landscapes. Inspirations include classic equestrian design features, rich colors and textures, dark metal accents, warm woods, and farmhouse inspired lap siding and stone.



DESIGN APPLICATION
 Warrenton's past becomes Warrenton's future. The rich palette of historic materials, textures, and architectural details are reclaimed with a fresh perspective and contemporary context.

RESIDENTIAL DESIGN

The three and four story massing of the residential development is designed to emulate the scale of a walkable town center. A clean, light modern aesthetic is grounded with rich masonry and architectural detailing. The street level is activated with resident access, generous sidewalks and rich landscaping. The articulated façade and generous fenestration break down the scale of the buildings and create visual interest for pedestrians.



MATERIALS

- Cultured stacked farmstone
- Exterior reveal panel system
- Classic lap siding
- Selective sloped roofs to blend modern and traditional aesthetics
- Corbels
- Wood tones to infuse warmth



ACCENT FEATURES & STREETSCAPE

- Metal accents & awnings
- Equestrian inspired light fixtures
- Large windows with dark mullions and lintels
- Architectural detailing to provide visual interest at pedestrian level
- Residential street level entries activating the sidewalk
- Pedestrian Connectivity
- Walkable Environment



Leasing/Entry



Clubroom



Fitness



Co-Working



Color Palette



Mailroom

INTERIOR DESIGN CONCEPT
Urban Farmhouse aesthetic blends classic, timeless materials and natural textures with crisp, clean lines, neutral color palettes and light, open spaces. Old is blended with the new to provide spaces that are comfortable and approachable with a nod toward the trends of tomorrow.



SIGNAGE

Signage and wayfinding are designed to combine key historical elements or notable community themes with clean, sophisticated materials, fonts and applications, bridging the old and the new.