

# RETAIL ARCHITECTURE REVIEW 2009



RETAIL**TRAFFIC**

A RETAIL**TRAFFIC** SUPPLEMENT





**Project Name**  
Lincoln & Rose

**Location**  
Venice, Calif.

**Square Footage**  
75,327 square feet

**Architect**  
Studio One Eleven  
at Perkowitz + Ruth  
Architects

**Developer/Owner**  
Combined Properties

Credits

**General Contractor**  
AJ Padelford

**Structural Engineer**  
VLG Engineering

**Civil Engineer**  
Hall & Foreman

**Landscape Architect**  
EPT Design

**Electrical Engineers**  
Nikolakopoulos &  
Associates

**Signage Designer**  
Newsom Design

**Land Use Consultant**  
Craig Lawson & Co. LLC

**Lighting**  
USA Architectural  
Lighting

**Landscaping**  
Silver Oaks Landscaping

# Lincoln & Rose

## Renovated or Expanded Community or Power Center

In a bit of a shocker, the SADI judges tapped this unassuming, 75,327-square-foot power center in Venice, Calif., as this year’s Grand SADI winner. The reasons? The project goes far and beyond what could have been a run-of-the mill shopping center. The project is a renovation of a tired 1960s neighborhood center that had become blighted, suffering from awkward additions, low-rent tenants and

crime. In its place has emerged a project that respects its context while “beautifying the neighborhood” and bringing in higher quality tenants. At its best, the project “points to future opportunities for rethinking retail” and “transcends expectations” of what a power center can be. And for that, the judges made a statement that Lincoln & Rose should serve as a trendsetter for the industry.

