



CASE STUDY

Teatro Park

Teatro Park
Austin, TX

Designers: CommArts, Boulder, CO
General Contractor: Harvey-Cleary Builders, Houston, TX
Architects: Dick Clark Architecture, Austin, TX



Teatro Park started out as “The Village,” a 12-acre, 70’s-era retail development that had degenerated into a bland urban “Flip-a-Strip” a fake mansard-roofed eyesore begging for redevelopment.

The design challenge was to elevate an outdated strip retail center into a contemporary, exciting urban space with “curb appeal” for the passing motorist, strong connections to the surrounding established neighborhood while reinforcing the unique social aspirations of Austin. Keeping with the existing structures form would prove cost effective.

Architectural-scale graphics were called upon to identify and unify the area as an entertainment and casual dining complex. The resulting concept is thoroughly atypical in the world of real estate redevelopment, the result of a fresh design approach to building facades.

Durable, weather resistant, exterior CHPL from iZone Imaging was a perfect fit for this type of dramatic design approach. The custom panels give a one of a kind face lift to this otherwise outdated tructure.

