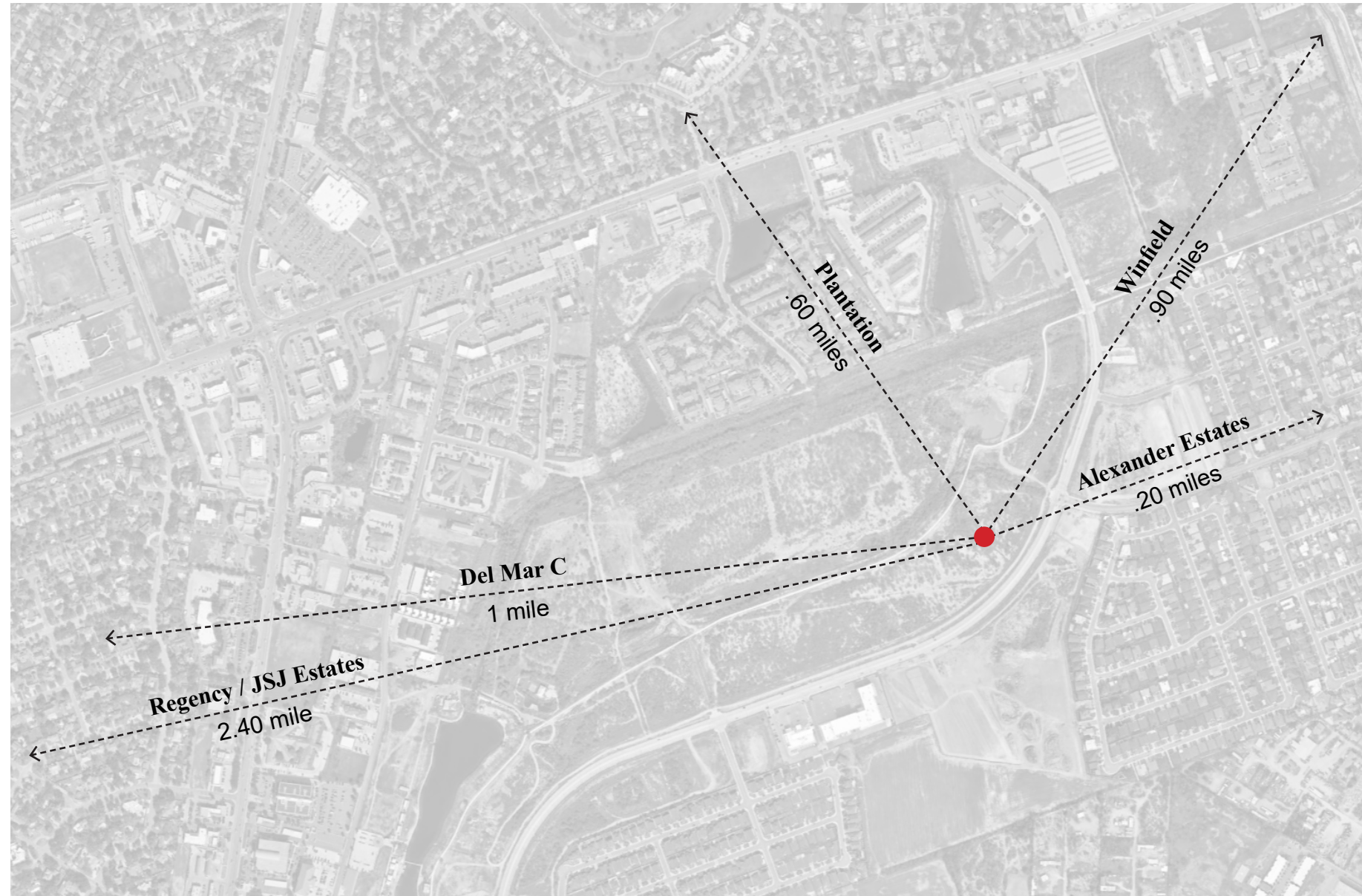
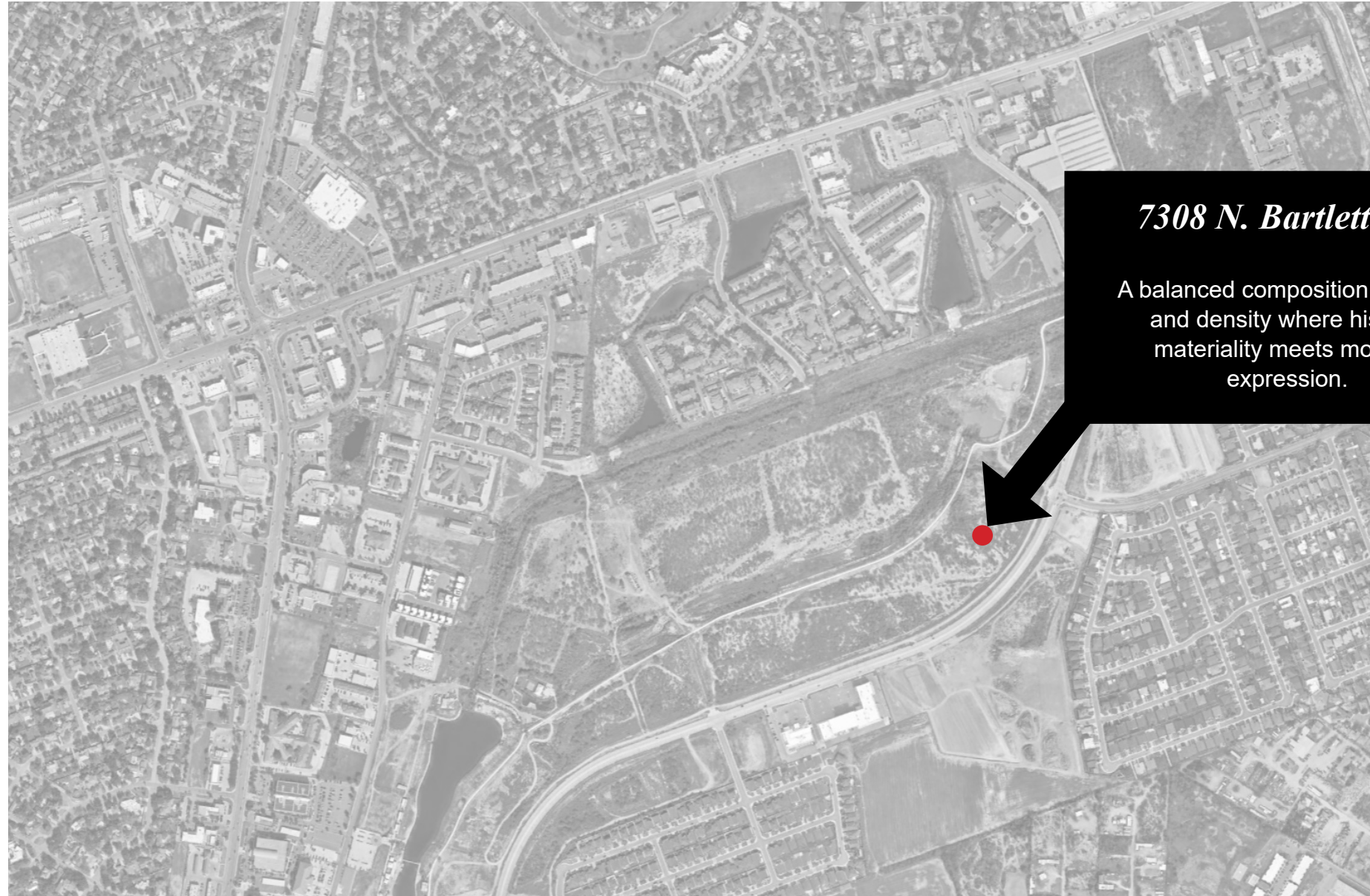


BARTLETT STRIP CENTER /
FEASIBILITY STUDY

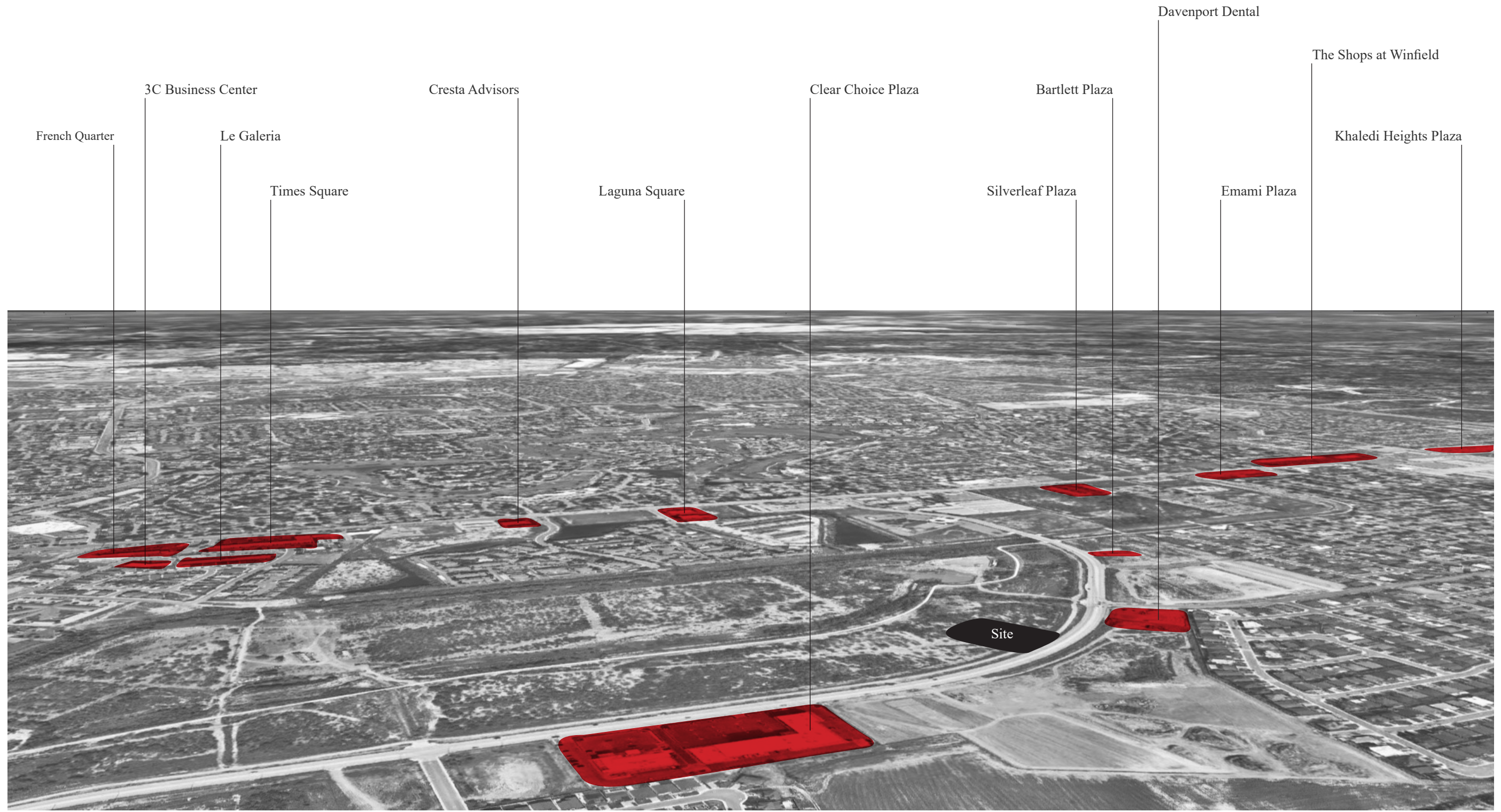




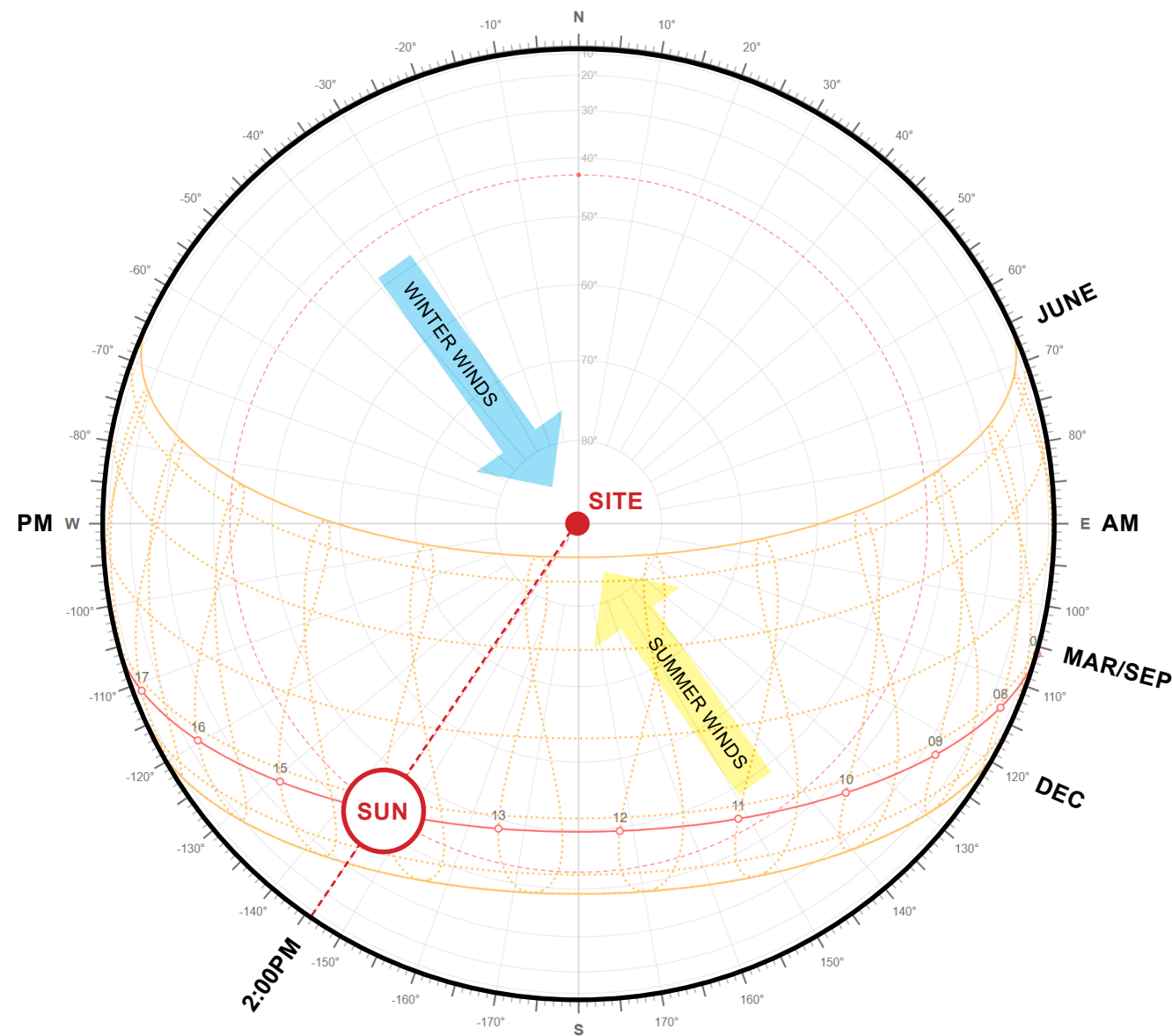


7308 N. Bartlett Ave.

A balanced composition of scale and density where historic materiality meets modern expression.



Solar Orientation Strategy - Maximizing Long-Term Value



27°34'16.60"N, 99°27'31.71"W

Why It Matters

In South Texas, smart site orientation isn't just a design move, it's a financial advantage. Understanding how the sun moves across the site allows us to reduce operational costs, create more desirable tenant spaces, and maximize the long-term value of the asset.

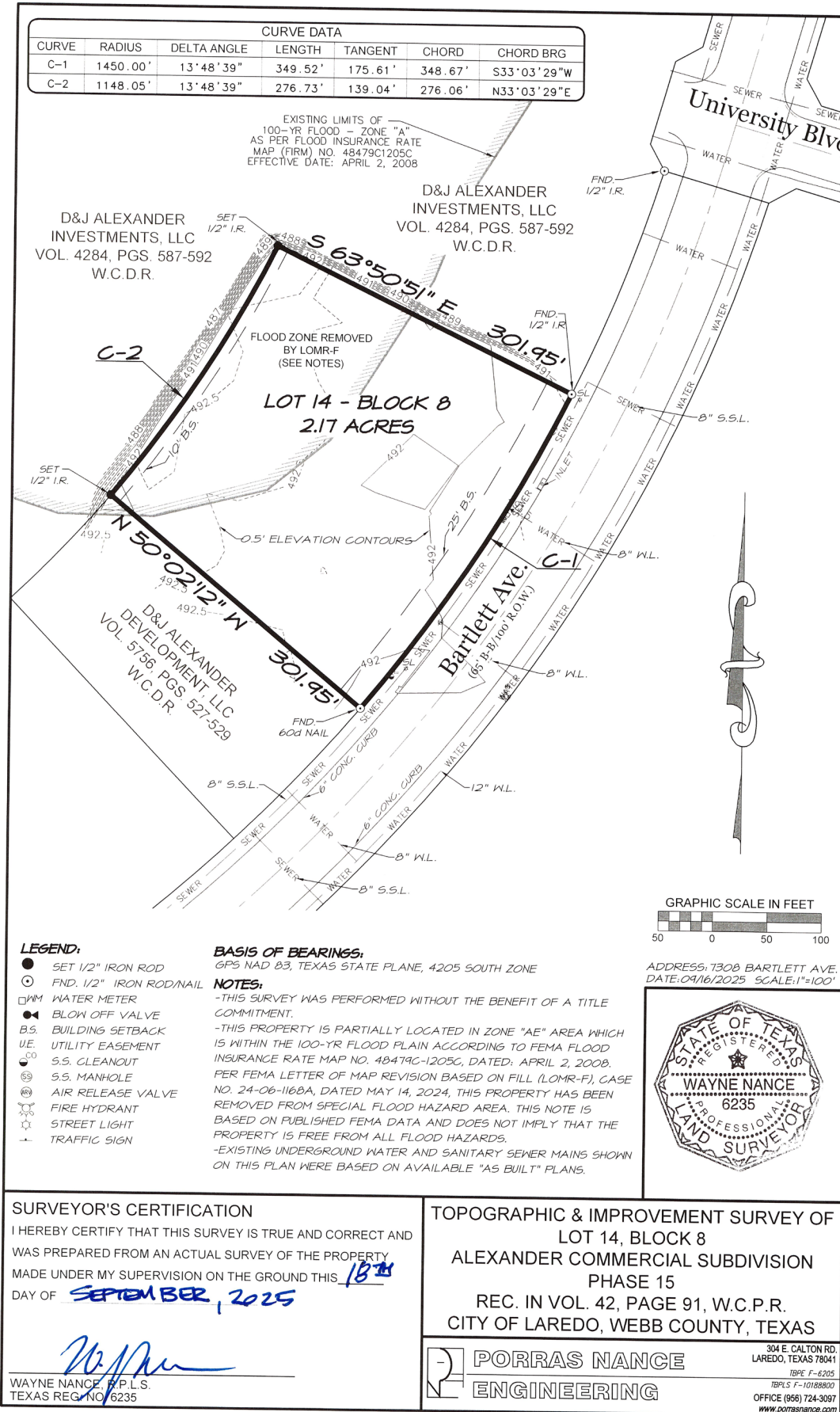
Key Advantages

Key advantages for the development include lower energy costs for tenants, enhanced leasing appeal, and a future-ready design. Strategic orientation and façade shading reduce direct solar gain during peak hours, lowering indoor cooling loads and utility bills, which makes leases more attractive and supports stronger tenant retention. Shaded storefronts, comfortable pedestrian walkways, and cooler outdoor gathering areas help increase foot traffic and dwell time, key drivers for retail and food & beverage tenants, ultimately providing greater leasing leverage. Energy-efficient design reduces strain on HVAC systems and lowers long-term operating expenses, boosting Net Operating Income and overall property valuation. Finally, integrating passive solar strategies early on future-proofs the project against rising energy costs and positions the center as a high-performing, sustainable commercial asset.

Implementation Approach

Tenant storefronts should be oriented north or northeast to minimize direct afternoon sun, while architectural shading elements such as overhangs, trellises, and arcades are introduced along the south and west façades to control heat gain. Strategic landscaping can provide natural shading for parking and circulation areas, improving comfort and reducing heat buildup. Additionally, thoughtfully designed outdoor comfort zones can support leasable square footage by creating opportunities for patio dining, shaded seating, and flexible pop-up retail.





Site Information

7308 N. Bartlett Ave. Laredo, Tx. 78041
 Lot Size: 2.17 Acres
 Zoning District: B-3 (General Business District)
 Setback Requirements: Front: 25' / Side: 10' / Rear: 10'

Proposed Development

Single story retail center with green areas and surface parking

Proposed Construction Type System

TYPE IIB
 Description: Unprotected noncombustible construction
 Typical materials: exposed structural steel frame, metal deck with concrete topping, lighting/gauge metal framing at walls, stucco (cement plaster) finish system over exterior sheathing
 Fire resistance: No required fire rating for structural elements (unless code mandates due to occupancy or proximity)
 Typical use: One or two story strip center, retail plazas.
 Cost-effective and common for suburban shopping plazas

Height Limit

160 ft.

Parking Requirements

Parking requirements: One (1) per each 200 sqft up to 5,000 sq.ft.; one per each 250 sq.ft. if greater than 5,000 sq.ft.
 Total parking required: 124 spaces

Parking Requirements

One (1) per each 200 sqft up to 5,000 sq.ft.;
 One (1) per each 250 sq.ft. if greater than 5,000 sq.ft.
 Total parking required: 124 spaces

Is Proposed Use Allowed In This Zoning?

Yes

Offsite Improvements

None Required

Stormwater

Propose to connect to City storm system

Landscape Requirements

Per City of Laredo Development Code

Zoning Maximum Height

160' or 13 Stories

Street Trees

Per City of Laredo Development Code

Pedestrian Standards

Per City of Laredo Development Code 24.77.1
 (Dimensional Standards / Sidewalk Requirements)

Bicycle Standards

No bicycle parking/amenities/lines required

Fencing Standards

No screening fence shall be required for nonresidential property adjoining vacant land in a nonresidential zone

Total Area: 23,230 SF
Parking Spaces Required: 116
Parking Spaces Provided: 124



Total Area: 18,000 SF
Parking Spaces Required: 90
Parking Spaces Provided: 129



VOLUME & MASSING STUDY

Option 1

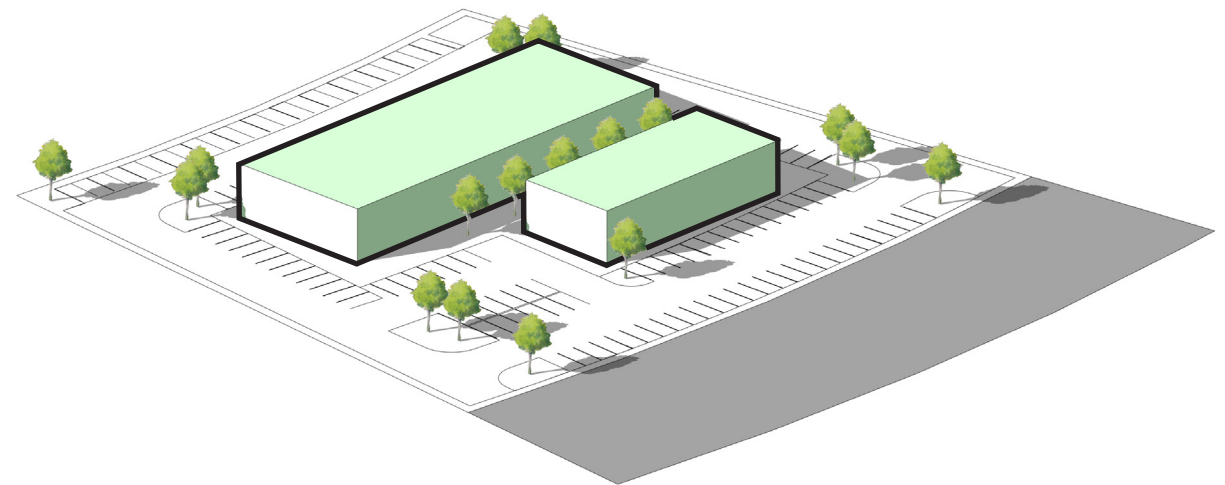
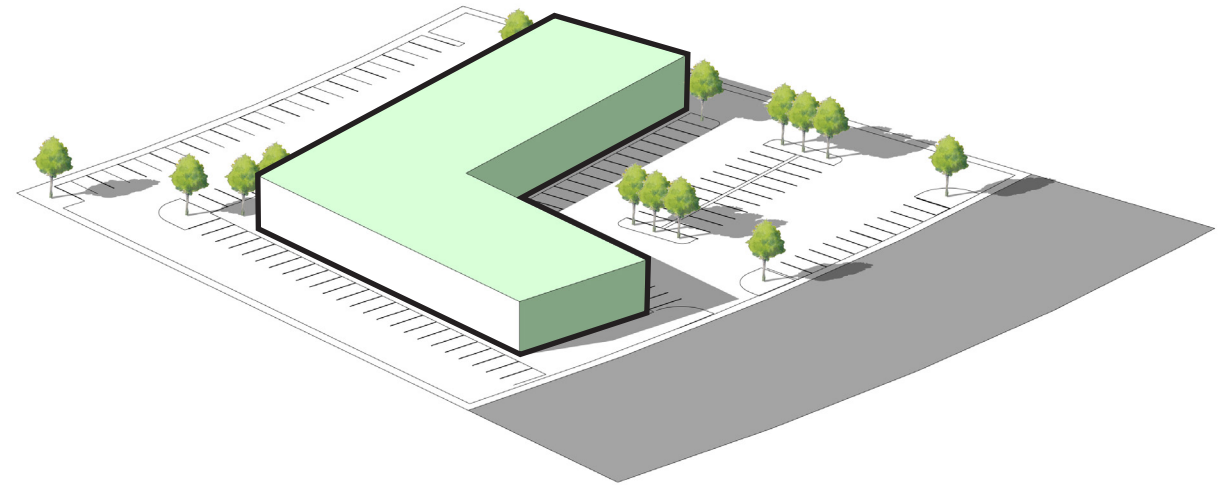
Total Area: 23,230 SF
Total Parking: 124

This option maximizes the site's allowable square footage based on parking requirements by incorporating an L-shaped building footprint. The L configuration enhances visibility and accessibility for tenants, allowing for multiple prominent storefronts facing the parking lot and street. The building is oriented northeast, optimizing natural northern light and allowing for continuous glazing along the storefront, which enhances the customer experience and strengthens the project's street presence. This geometry naturally creates strong anchor positions at either end, ideal for placing the client's business in a high-exposure location, while supporting a cohesive retail environment. The continuous frontage also fosters efficient circulation and a clear retail identity.

Option 2

Total Area: 18,000 SF
Total Parking: 129

This option splits the massing to create a central courtyard, offering a more intimate, pedestrian-friendly space. The client's business is positioned as a standalone building near the street, boosting visibility and tenant flexibility. The southeast orientation brings soft morning light while minimizing harsh afternoon sun, making the courtyard more comfortable. An excess of parking allows for added landscaped areas, reducing heat island effect and enhancing comfort in South Texas' hot climate. This approach lets the project prioritize landscape as a defining element, creating a strong sense of place and differentiating it from typical strip centers, positioning it for success.



INTEGRATED DESIGN APPROACH

A holistic design approach that integrates architecture, interior design, and landscape into a unified spatial experience.

Architecture

The architectural approach focuses on creating a timeless and refined retail environment that strengthens the project's market presence. Through clean forms, authentic materials, and human-scaled storefronts, the design establishes a strong street presence that attracts quality tenants and elevates the overall value of the development.



Interior Design

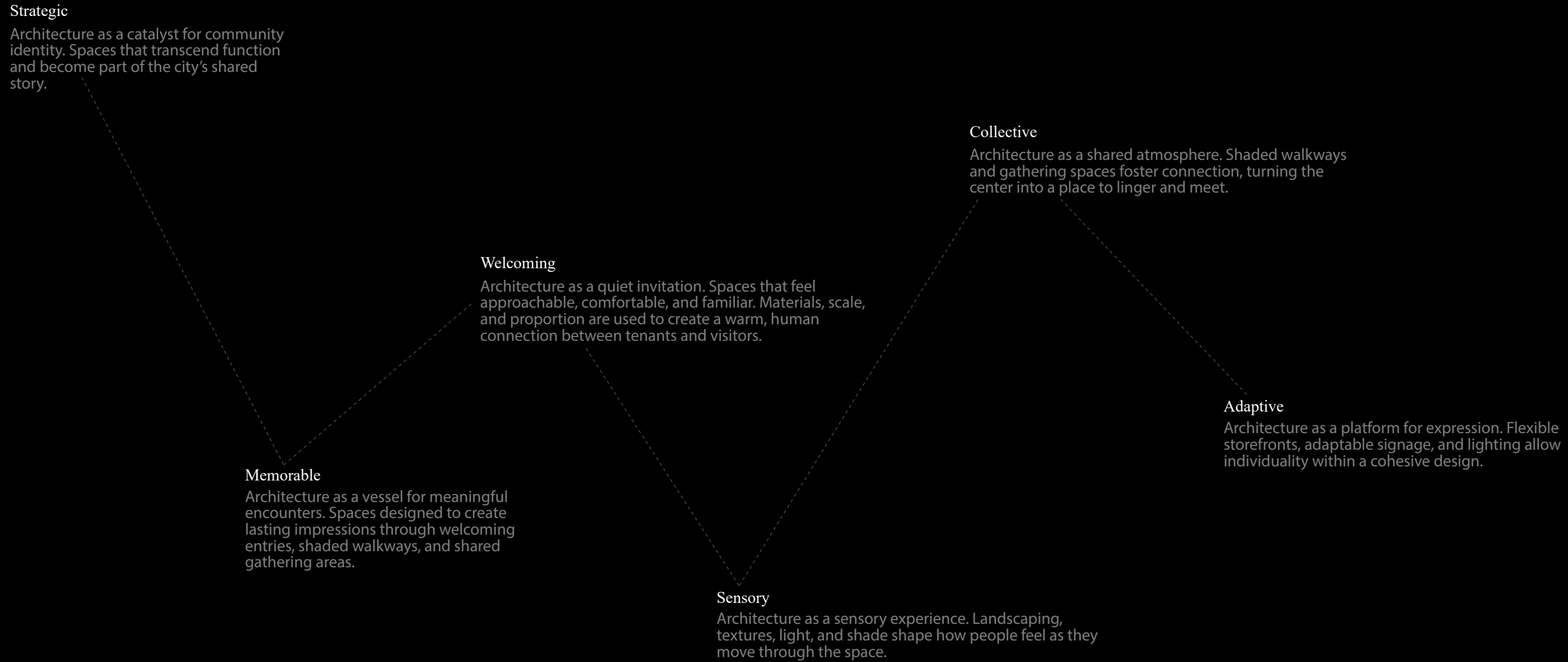
The interiors are envisioned as warm, inviting, and flexible spaces that support a variety of tenant types while maintaining a cohesive aesthetic across the development. The goal is to create a clear and uniform design language that enhances the tenant experience, encourages longer customer dwell times, and reinforces the center's identity.



Landscape

The landscape strategy enhances the sense of place through inviting, layered, and resilient design. Thoughtful planting, shade elements, and comfortable gathering zones soften the retail environment, create an approachable atmosphere, and add long-term value without increasing operational complexity.





Celebrating Heritage:

Laredo's architectural landscape is deeply shaped by its Spanish Colonial heritage, a style that embodies both cultural richness and climatic intelligence. Characterized by smooth stucco walls, clay tile roofs, deep-set windows, shaded arcades, and wrought iron details, this architectural language reflects a timeless balance between elegance and practicality.

Rooted in regional traditions, Spanish Colonial architecture responds beautifully to Laredo's intense sun and warm climate, using massing, material, and proportion to create cool, sheltered interiors and gracious outdoor spaces.

Beyond its visual appeal, it represents a legacy of craftsmanship and restraint, a way of building that is both enduring and deeply tied to place. As new developments emerge, drawing inspiration from this architectural DNA provides an opportunity to elevate the city's future built environment while honoring its historic soul.

Architecture at its best is rooted in specificity of site, of context, of culture.

(01) Casa Ortiz



(02) La Posada Hotel



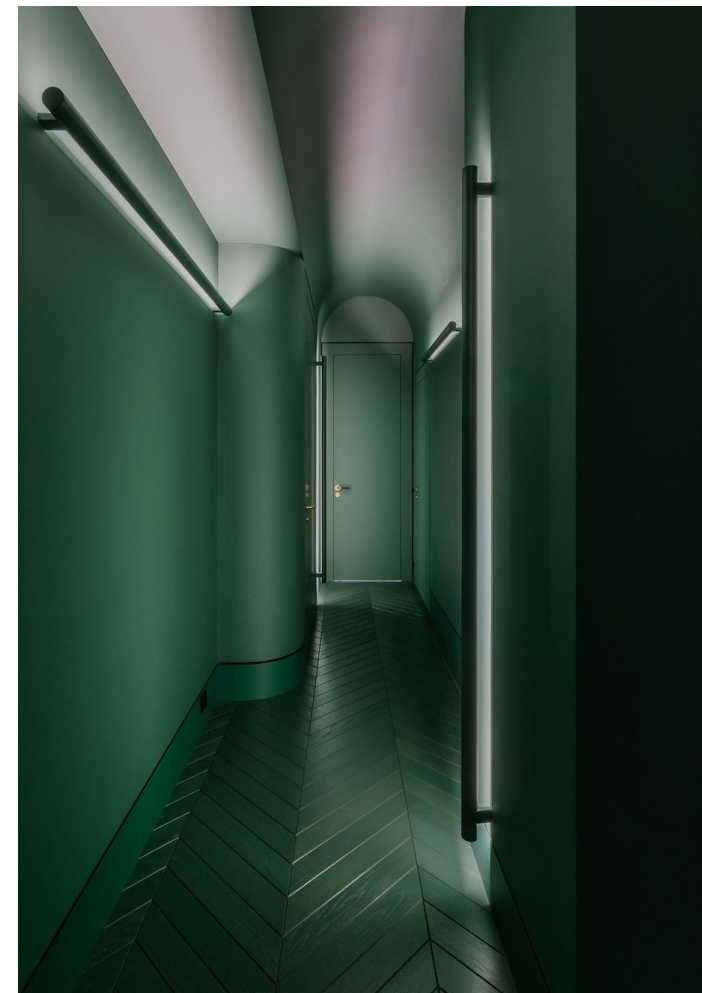
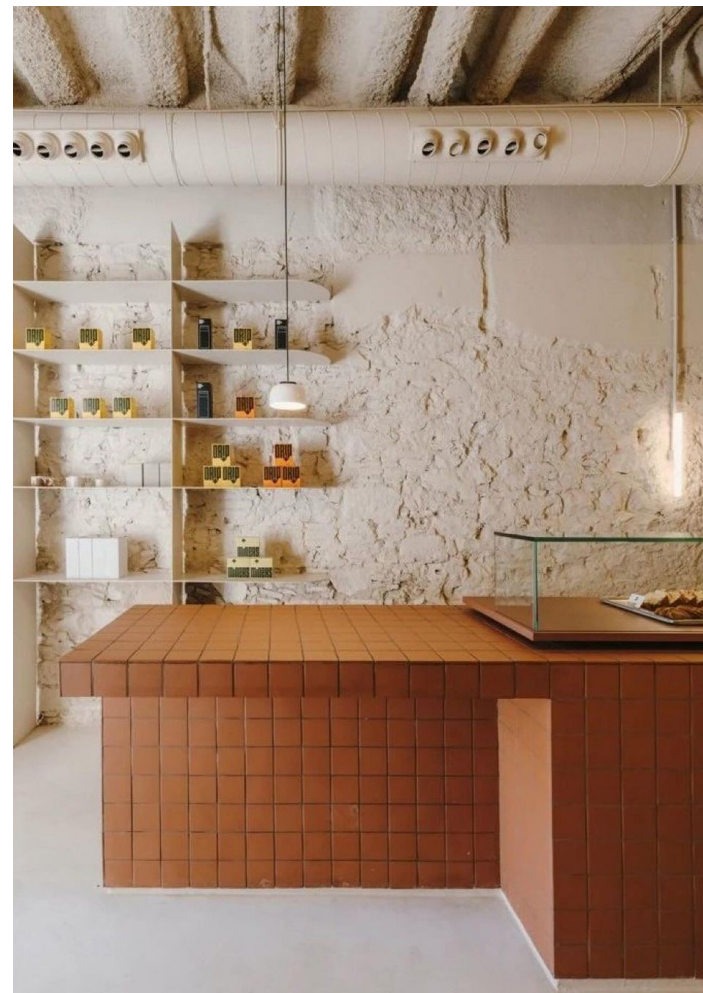
(03) Peter Leyendecker House



(04) The Plaza Theatre





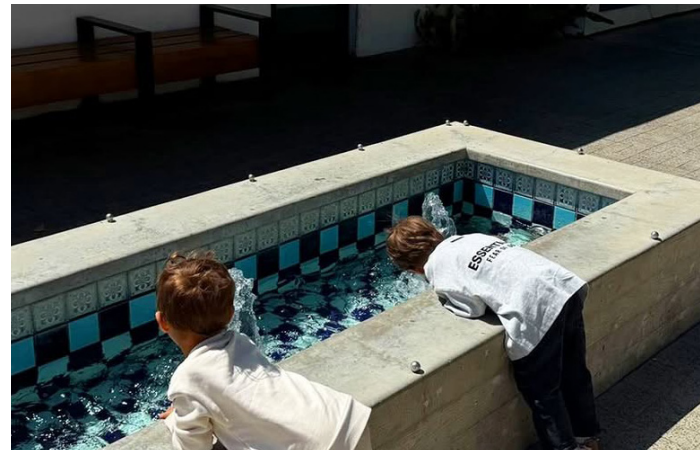


intentional

textural

minimal

Precedent Research



For 7308 Bartlett, the core design philosophy is built on the belief that thoughtful architecture goes beyond aesthetics. It serves as a strategic tool that elevates the project's presence in the market, supports strong leasing performance, and creates lasting value for both the developer and the surrounding community. It reflects an understanding that great design is not only experienced visually but also measured in how it attracts tenants, enhances the environment, and contributes to long term success.