

Bomanite Imprint Systems

PROJECT PROFILE

TANGER OUTLETS – DAYTONA BEACH



PROJECT INFORMATION

The future of physical shopping is about creating a compelling destination and a location specific experience to engage the public to generate return visitation. Tanger Outlets Daytona, working with project designer, EDSA and decorative concrete craftsmen, Edwards Concrete Company provided just that! Bomanite Licensee, [Edwards Concrete](#), with their expertise in the decorative concrete field helped to create an ultimate shopping experience that provided the guests with the feeling of spending the day at the racetrack with a beachy vibe. Working for four months building out walkways, major thoroughfares, plazas, outdoor living areas and a splash pad playground along with thousands of feet of decorative concrete curbing, Edwards Concrete pulled out all the stops to transform the 38-acre site design into a contemporary social gathering mega shopping mall.

The project designer EDSA has a winning track record for planning, landscape architecture, themed environment design and urban design. Breaking the mold of a traditional outlet mall, Tanger Outlets Daytona was designed to provide a fresh and unique appeal to their customers. The aesthetic styling is a combination of beach-industrial and mid-century modern theme with brand name stores located in the interior space that are connected by the outdoor walkways and plaza spaces inspired by the Daytona International Speedway that lies just a few short miles away.

With a circular racetrack pattern on the outside perimeter there are four standout entry plazas of ocean, beach, industrial and Floridian forest themes showcasing unique decorative concrete paving installed by Edwards Concrete, with planters and lighting that lead into an interior checkerboard pattern of sponge finished two tone colored concrete walkways resembling the racetrack infield.

A [Bomanite Exposed Aggregate](#) step plaza with light box seating and handicap ramp was created with embedded seashells to provide a reflective nature of light. Common gathering spaces, "pit stops", create points of convergence; media lounge, two outdoor living rooms, three cabanas, lighted sitting swings, and shading trellis contribute to the social shopping experience. To facilitate the beach theme Bomanite imprinted concrete in a [Bomacron Boardwalk pattern](#) was incorporated into several of the lounge areas as well as common walking areas along the front of retail shops. In addition, a kid worthy splash pad playground and central water fountain support the family-focused atmosphere. Edwards Concrete used several ocean inspired blues of concrete colorant for the surface area of the splash pad and sandblasted the defining bands in beige to mimic the water and sandy beach vibe.

Decorative concrete paving and flooring are becoming more and more commonplace in commercial and retail facilities such as this themed shopping mall for its versatility in design, long-term durability, low-maintenance, weather-resistant features and environmentally friendly attributes. Not only did Edwards Concrete display their craftsmanship with Bomanite Decorative Concrete for multiple applications within the scope of the project, they also met the grand opening deadline of this beachy racetrack theme inspired mall while enduring Hurricane Matthew that hit during the installation. Tanger Outlets 44th center in Daytona Beach was up and running on their targeted date offering a world-class shopping themed experience for local, national and international visitors.

Awards: Bomanite Imprint Systems Over 12,000 Sq. Ft – Gold Award 2017 ASCC Decorative Concrete Council 2018 Award – Multiple Applications, Over 5,000 Square Feet, Second Place

Work completed by Edwards Concrete "BY THE NUMBERS":

- 16,406 man hours and 119 workdays
- 187,638 square feet of hardscape concrete
- 4,367 lineal feet of decorative curbs and bands
- 41,798 square feet of gray paver bases
- 132,091 square feet of sponged finished walkways in a checkerboard pattern
- 7,011 square feet of Bomacron Boardwalk stamped concrete
- 2,890 square feet larger than life pattern of a scanner barcode
- 550 square feet exposed aggregate seashell step plaza with a handicap ramp
- 1,872 square feet of exposed aggregate seashell bands
- 3,838 lineal feet of planter curbs 399 lineal feet of tree pit curbs
- 1,426 square feet splash pad finished with 529 lineal feet of sandblasted bands

PROJECT DETAILS

LOCATION

Daytona Beach, FL

CLIENT

Tanger Outlets

PROJECT DESIGNER

EDSA

INSTALL COMPLETED

2016

SQUARE FEET

over 190,000

BOMANITE SYSTEMS

Bomanite Exposed Aggregate; Bomanite Imprint Systems - Bomacron Boardwalk Pattern

BOMANITE LICENSED CONTRACTOR

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Tanger Outlets Daytona Beach - Two Tone Sponge Finish Concrete Color in Checkerboard Pattern



Tanger Outlets Daytona Beach - Bomanite Imprint Systems Bomacron Boardwalk Pattern Used in Lounge Area



Tanger Outlets Daytona Beach - Bomanite Imprint Systems Bomacron Boardwalk Pattern Used in Store Front Walkway



Tanger Outlets Daytona Beach - Bomanite Imprint Systems Bomacron Boardwalk Pattern Used in Lounge Area



Tanger Outlets Daytona Beach - Bomanite Exposed Aggregate with Seashells Steps and Handicap Ramp



Tanger Outlets Daytona Beach - Colored Concrete Splash Pad Playground



Tanger Outlets Daytona Beach - Two Tone Sponge Finish Concrete Color in Checkerboard Pattern