renderingscom
ARCHITECTURAL VISUALIZATION SINCE 1998

CASE STUDY

PALM BAY OUTLET CENTER

SIMON MALLS | PALM BAY, FL

THE VISION

Create a compelling visual identity for a new open-air outlet destination shaped by coastal Florida architecture, outdoor dining and an active pedestrian experience.

OUR ROLE

Renderings.com developed a coordinated visualization campaign that presents the center from key arrival, aerial, retail and dining perspectives across multiple times of day.

SERVICES

- Architectural visualization
- Day-to-night campaign imagery
- Retail and placemaking views
- Pre-launch marketing support

VISUALIZE WHAT'S NEXT.



A COASTAL RETAIL DESTINATION

Visualizing Palm Bay's newest open-air outlet experience from day through night.


ARRIVAL


DINING PLAZA


EVENING ENERGY

CHALLENGE

Communicate the scale, atmosphere and tenant-ready character of an unbuilt outdoor outlet center in a single cohesive campaign.

SOLUTION

A coordinated set of photoreal views captures architecture, storefront activity, outdoor dining and the full day-to-night customer journey.

RESULT

A versatile visual platform for presentations, leasing conversations, launch marketing and destination storytelling before opening day.

PROJECT IMPACT

ONE DESTINATION. MULTIPLE EXPERIENCES.

A complete visual story designed to build excitement, alignment and market readiness.