renderings.com

CASE STUDY

Bringing a Neighborhood Favorite to Life

How renderings.com helped a corporate ownership group deliver photorealistic visualizations to support planning, approvals, and successful leasing for an IHOP outparcel.

CLIENT
Confidential Corporate Ownership Group

BRAND
IHOP

PROJECT TYPE
Outparcel – Freestanding Restaurant

LOCATION
Southeastern United States

SERVICES
Exterior & Interior Renderings
Daylight & Aerial Views
Marketing Imagery

01 PROJECT OVERVIEW

A national ownership group partnered with renderings.com to create a comprehensive set of photorealistic renderings for a freestanding IHOP outparcel. The visuals were instrumental in securing entitlements, gaining community approval, attracting quality tenants to the center, and launching a successful marketing campaign.

THE CHALLENGE

- Demonstrate the proposed IHOP design in harmony with the retail center and surrounding community
- Showcase the restaurant in various lighting conditions to support reviews and marketing
- Create inviting interior views that reflect the IHOP brand experience
- Deliver high-impact marketing imagery to drive tenant and customer interest

OUR SOLUTION

- Photorealistic exterior renderings in a variety of times and perspectives
- Aerial context views highlighting access, visibility, and site integration
- Warm, engaging interior renderings that showcase layout, finishes, and atmosphere
- Consistent branding and attention to every design detail

20+	6	6	100%	On-Time
Renderings Delivered	Exterior Views (2 Aerial)	Interior Views	Photorealistic	Every Time

02 EXTERIOR RENDERINGS – DAYTIME


Front Perspective


Side Perspective


Rear Patio Perspective

03 EXTERIOR RENDERINGS – GOLDEN HOUR & SUNSET


Golden Hour Front View


Sunset Side View


Sunset Rear Patio

04 EXTERIOR RENDERINGS – BLUE HOUR & NIGHT


Blue Hour Front View


Blue Hour Side View


Night View

05 AERIAL & SITE CONTEXT VIEWS


Aerial View – Site Context


High-Angle Aerial


Bird's Eye View

06 INTERIOR RENDERINGS


Welcome Area


Dining Room – Main


Dining Room – Booths


Private Dining Area


Counter & Order Area


Interior Perspective

07 MARKETING & LEASING IMAGERY

High-impact visuals used across leasing brochures, signage, digital ads, and investor presentations.



> "The renderings from renderings.com played a critical role in bringing our IHOP project to life. The quality, realism, and variety of views helped us secure approvals quickly and generate significant interest from both tenants and the community."
>
> — Development Director, Confidential Corporate Ownership Group



08 PROJECT IMPACT

FASTER APPROVALS
Photorealistic visuals helped planners and stakeholders clearly understand the design and its impact.

STRONGER LEASING
High-quality renderings attracted tenants and investors by showcasing the project's potential.

EFFECTIVE MARKETING
Compelling imagery used across multiple platforms generated excitement and pre-opening traffic.

BRAND CONSISTENCY
Interior renderings ensured the IHOP brand standards were met and the guest experience was front and center.

