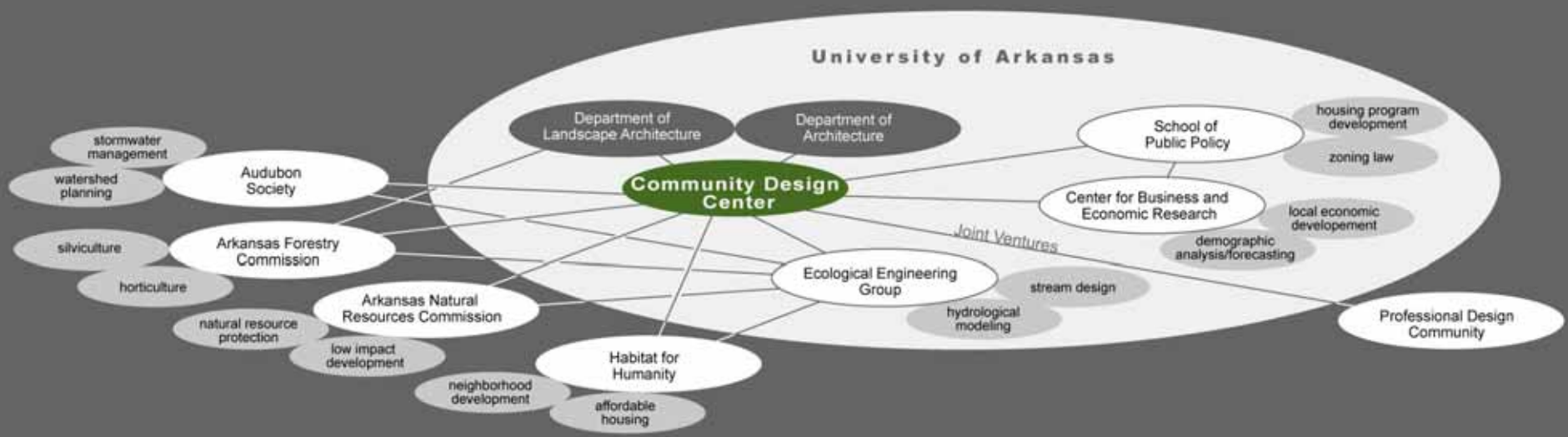


University of Arkansas





finding  
the  
social  
in  
big  
box  
retail

UACDC  
Big Box  
Studio  
Volume 3

# Wal-Mart is an urbanism all its own

Largest employer in 21 states

Largest private employer in the United States

Largest retailer in Canada and Mexico

Unilaterally stemmed inflation in Mexico and improved Britain's cost of living

Has more than 21,000 domestic suppliers

Responsible for 12% of U.S. economy's productivity gains in second half of 1990s

Sells more clothing than any other retailer

World's largest grocer

138 million shoppers, eight out of ten American households, visit each week

Has more than 1.2 million domestic employees

Will require 800,000 more in the U.S. through 2008

Operates more than 3,600 domestic stores

Opens an average of one store per day

Largest single revenue generator for Hollywood in the world

Sales on one day in 2002—\$1.42 billion—were larger than GDPs of 36 countries

Only 17 countries have a larger GDP than annual revenues

Plans to grow this year by the equivalent of one Microsoft

70% of its merchandise is rung up at the register before the company has paid for it  
U.S. Mint chose Wal-Mart, not banks, to introduce its Sacagawea gold dollar in 2000

54% of general warehouse club business is affluent shoppers

To prevent supercenters, entire state of Vermont placed on 2004 list of endangered historic places

World's largest fleet of trucks

World's largest computer system, surpassing the Pentagon's

Predicted to command 50% of domestic market for household staples by 2010

Has 656 million square feet, or 23.5 square miles, of retail space—2.6 Manhattans

# creating new design instruments

with what tools do designers address the “new social” in the logistics landscape, where traditional models of urbanism will not work?

ecotone development

pages 33-66

methodologies for engaging logistical expressions of space

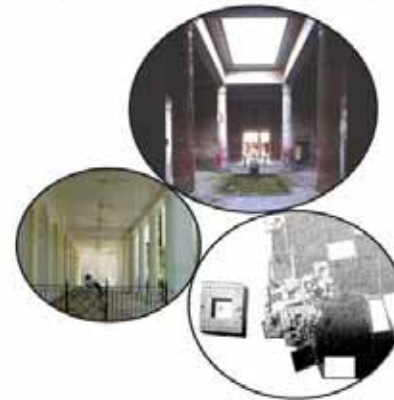


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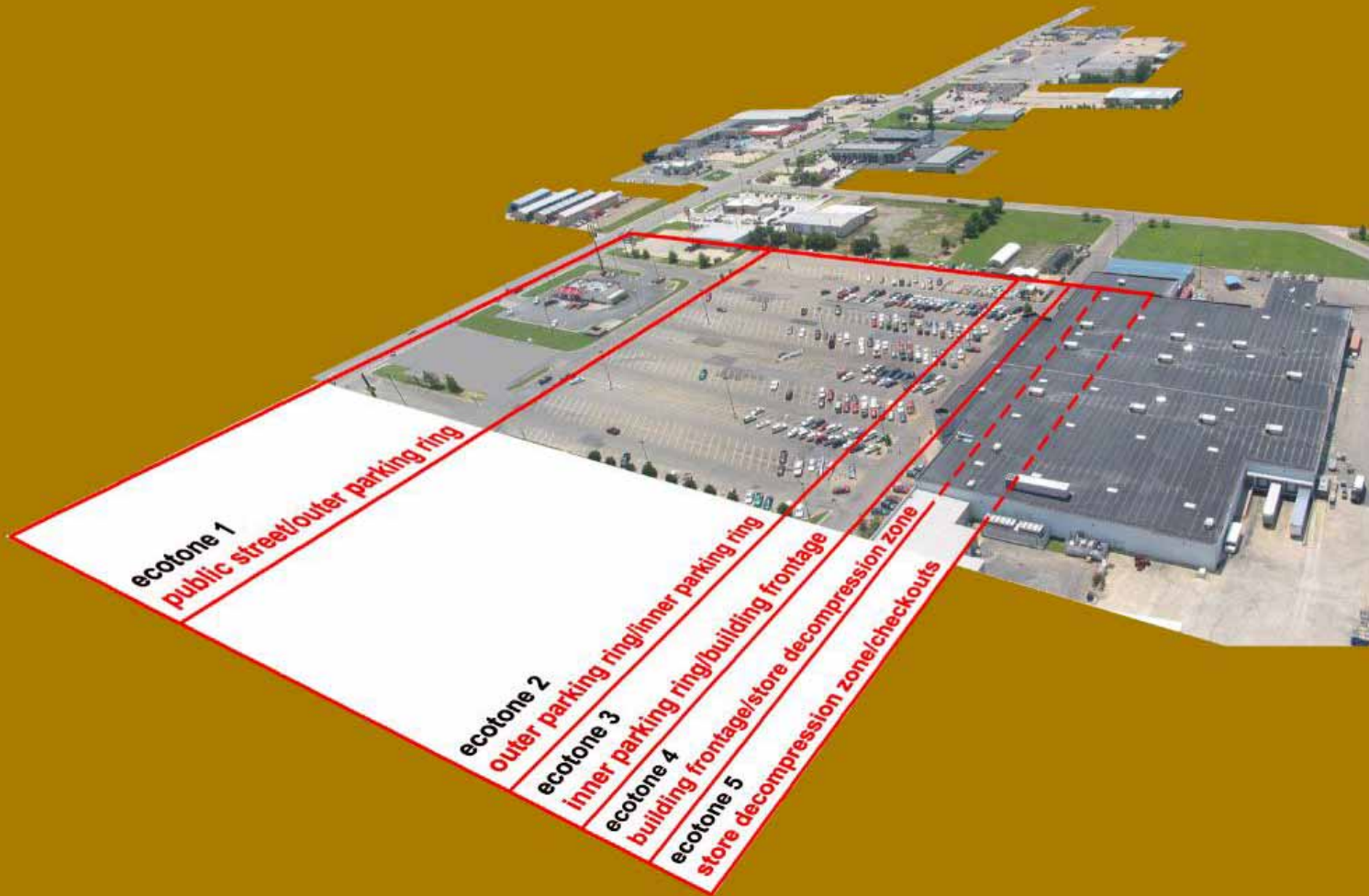
community-building elements

pages 69-106

analogies of social spaces to catalyze the community and retail, place and non-place, interface



# design instrument 1 ecotone development





streets and their edge conditions are the single largest classification of public space shaping communities.

ecotone 1



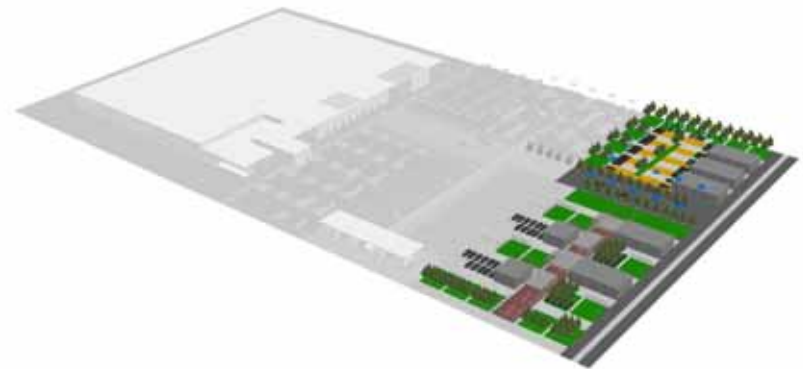
pocket parks and groves



logistics porch



tenant atriums



commercial courts



the outer 40% of the typical parking lot is used only 2% of the year for two to three weekends of holiday shopping events.



ecotone 2



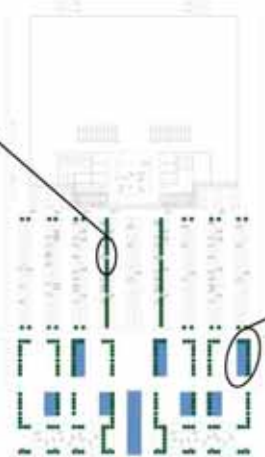
parking necklace



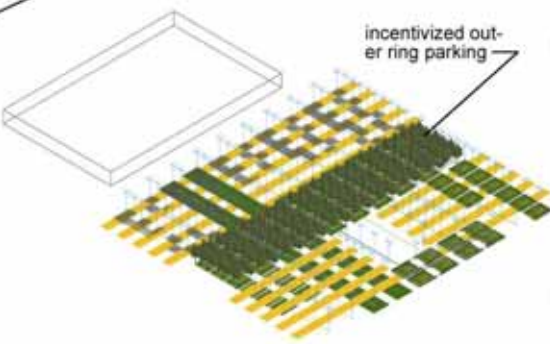
parking archipelagos



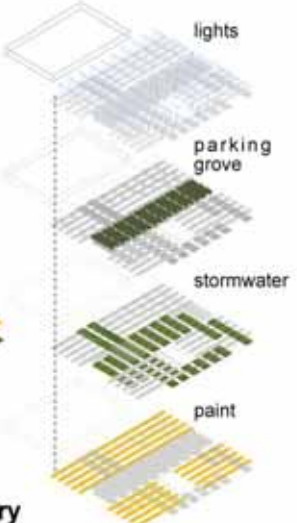
low impact development (lid) micro-scaled stormwater management see: <http://www.lid-stormwater.net/>



stormwater garden rooms



traffic/pedestrian tapestry

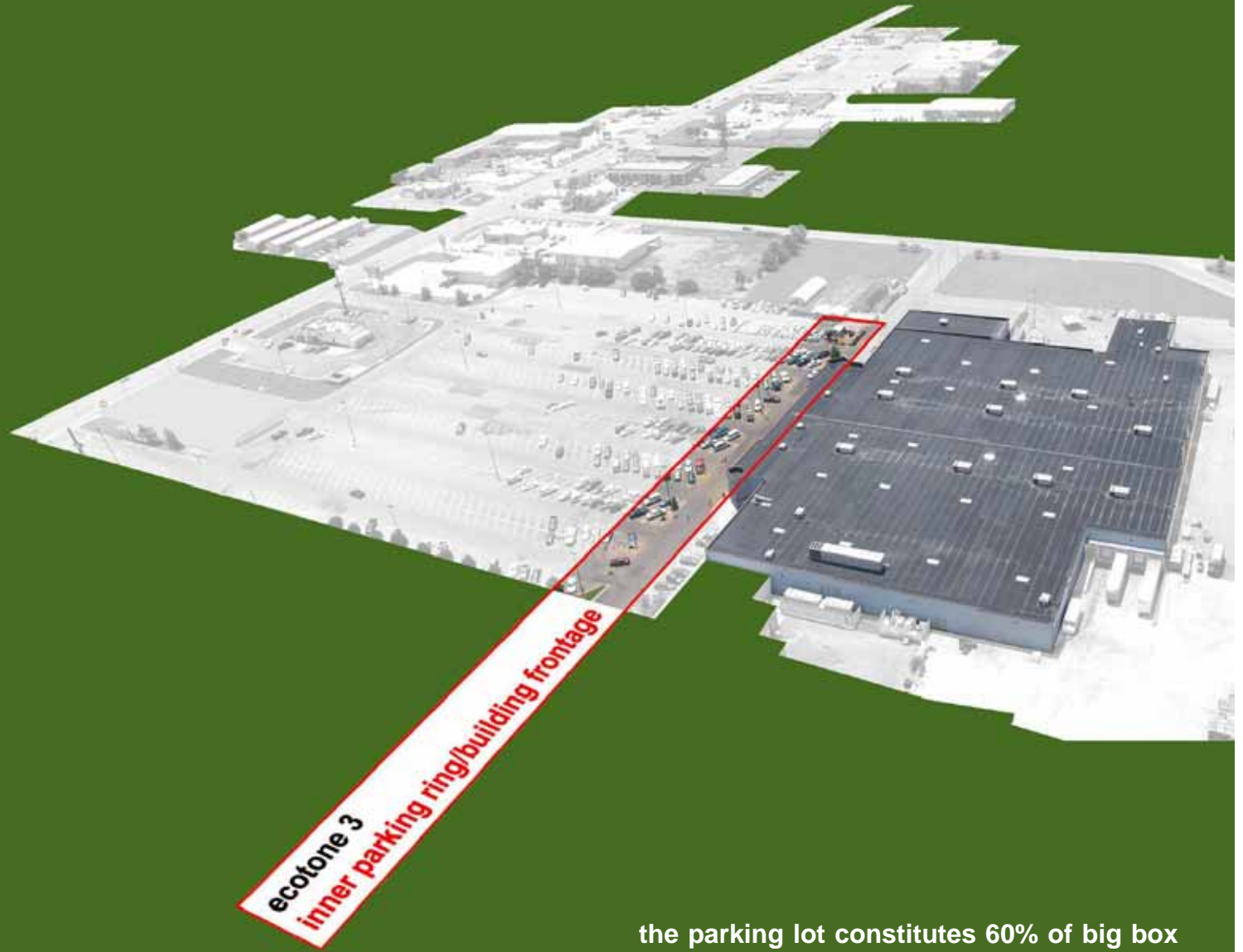


lights

parking grove

stormwater

paint



**ecotone 3**

**inner parking ring/building frontage**

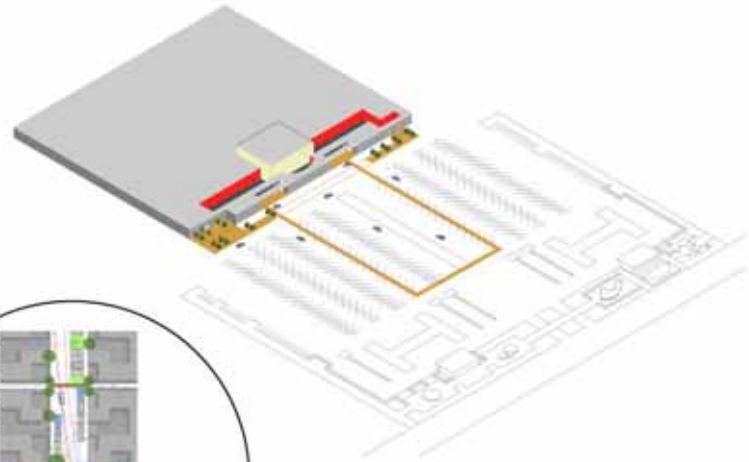
the parking lot constitutes 60% of big box development and is one of the biggest missed opportunities in the retail experience.

ecotone 3

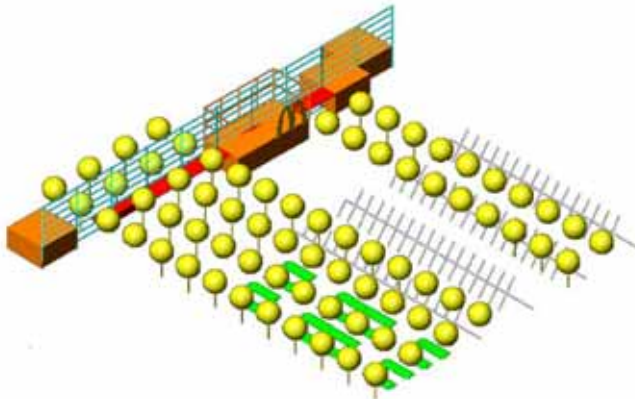


loops

proposed shared street as a garden street accommodating both pedestrians and motorists. for shared street concept see: <http://www.architectureweek.com/2004/0616/building-2-2.html>



courtyard



promenade



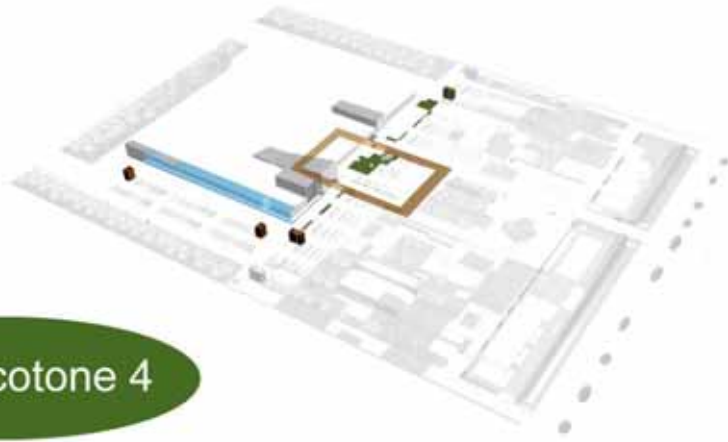
shared street



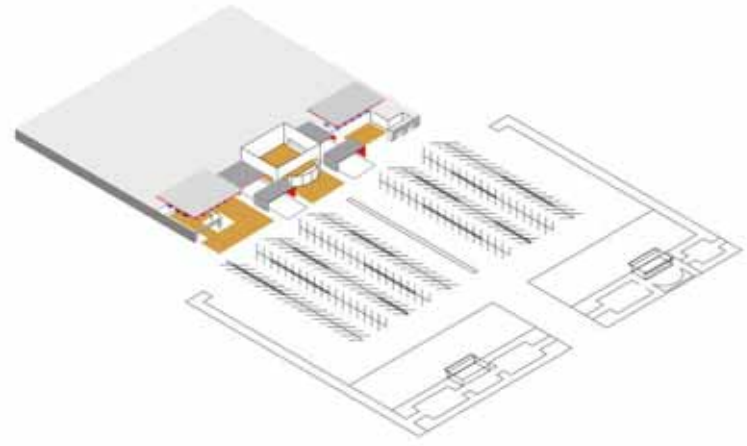
**ecotone 4**  
**building frontage/store decompression zone**

architecture matters! the building envelope is the single most important basis of public relations with the entire community, and of marketing to the customer.

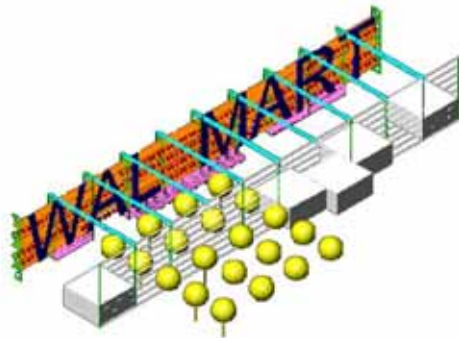
ecotone 4



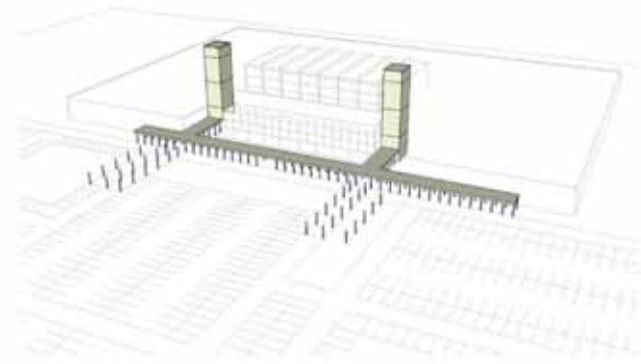
convenience vs. general retail



market clusters



loss leader product wall



absorbed landmarks



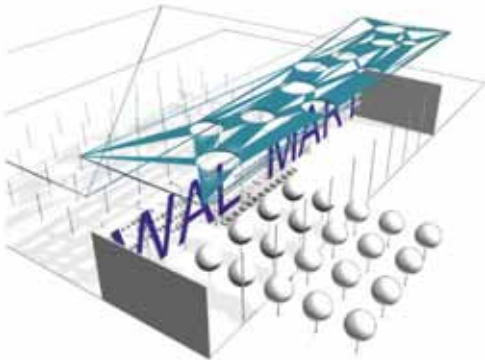
**ecofone 5**  
**store decompression zone/checkouts**

since contemporary shopping has become an entirely interiorized activity, little retail activity occurs between the store entrance and retail floor

ecotone 5



courtyard checkout wall



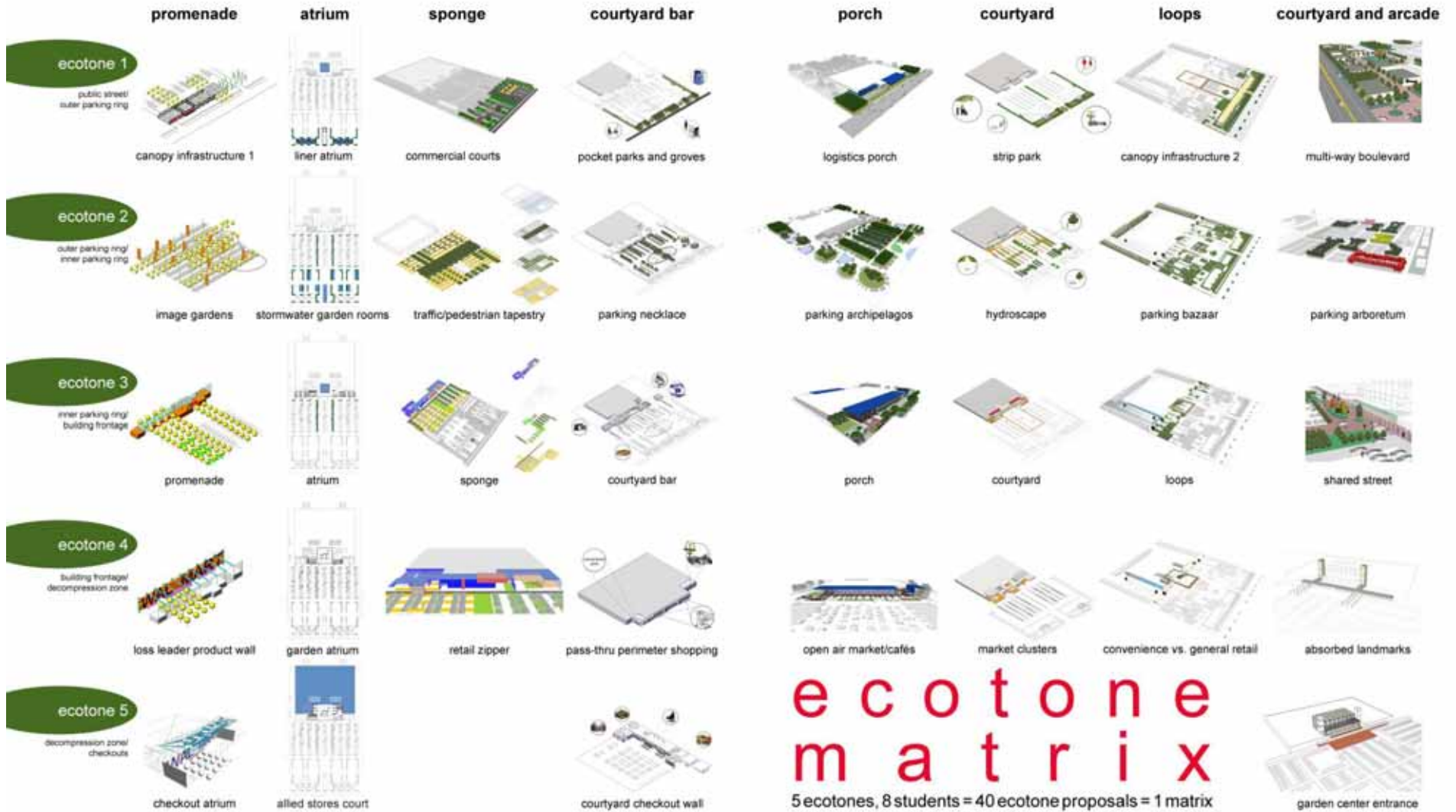
checkout atrium



allied stores court



garden center entrance



# ecotone matrix

5 ecotones, 8 students = 40 ecotone proposals = 1 matrix

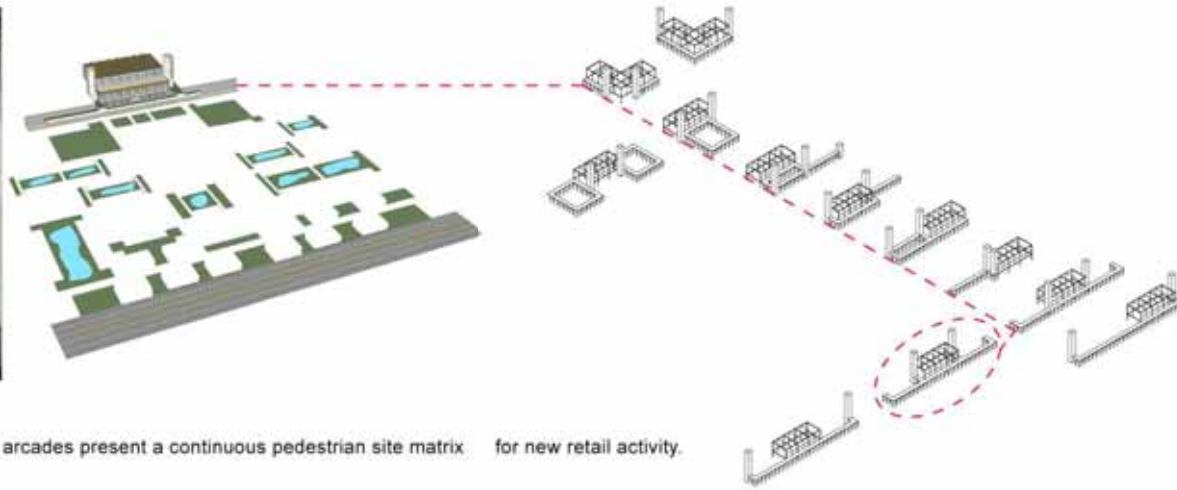


# design instrument 2 community-building elements



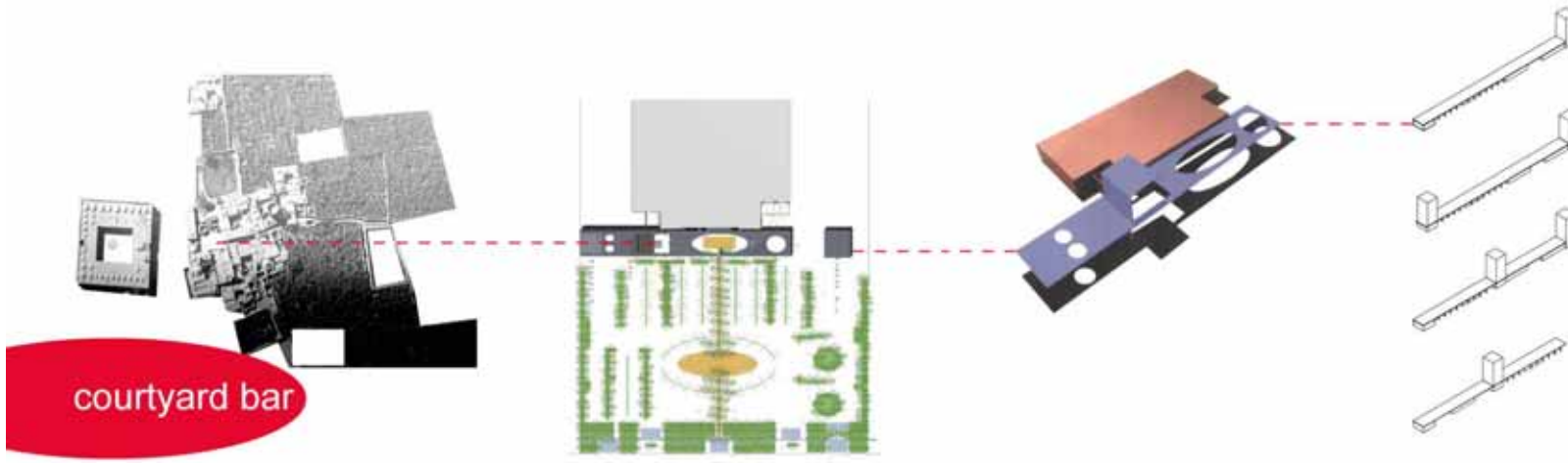


conservatory  
and arcade

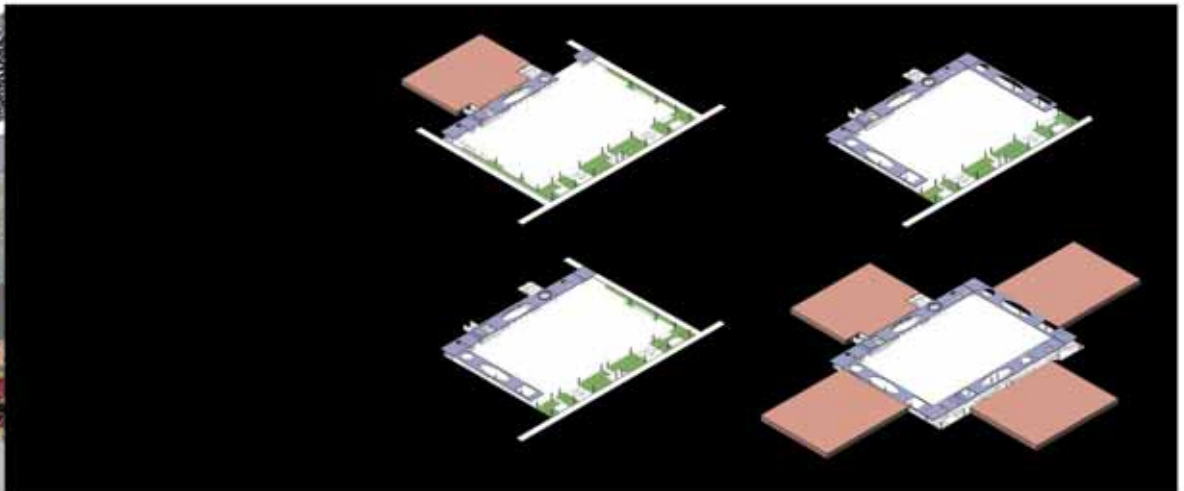


parking rooms and arcades present a continuous pedestrian site matrix for new retail activity.





courtyard bar is an infrastructure capable of creating a neighborhood, retail district, or other urban conditions. from a single bar, to a multi-bar powercenter, it generates context.





promenade



what if the big box was more monumental?



ecotone 3: inner parking ring/building frontage

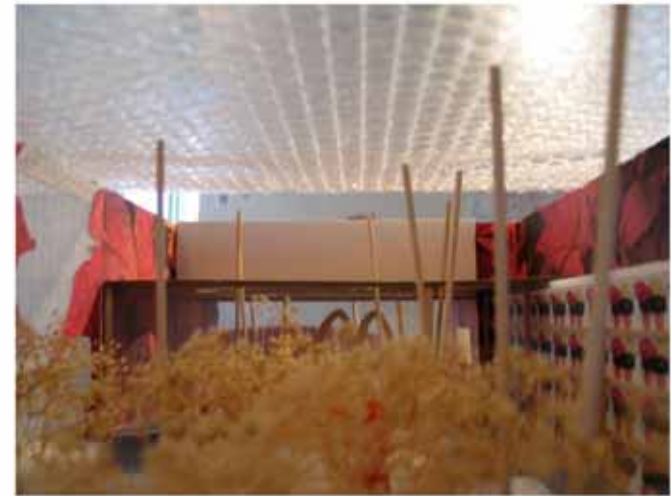


ecotone 2: outer parking ring/inner parking ring

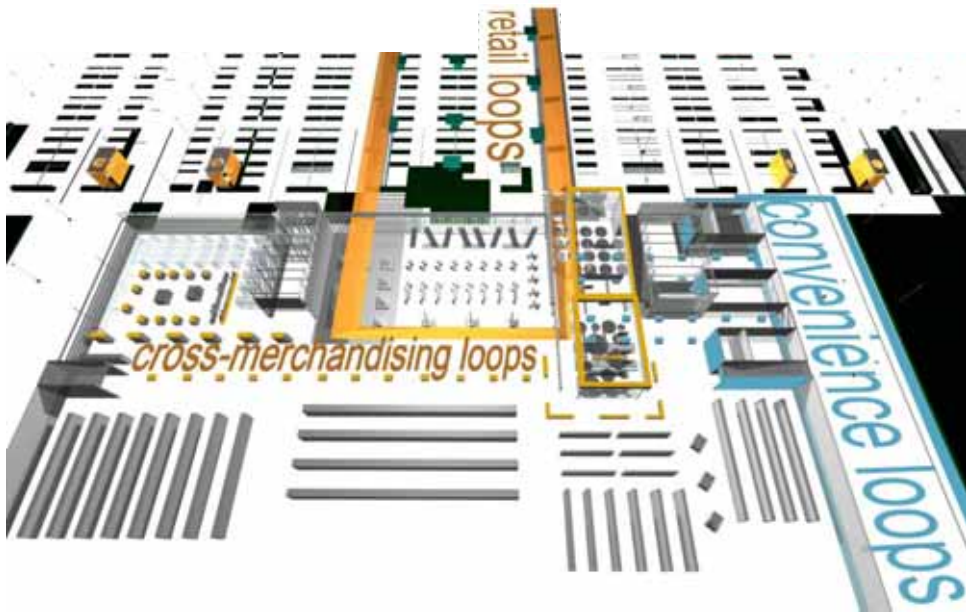
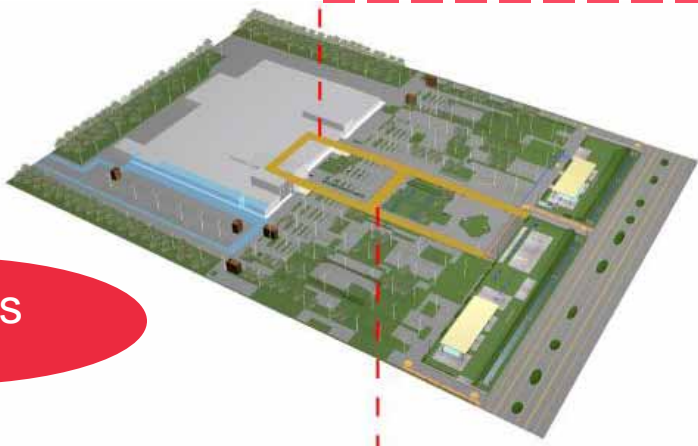


ecotone 1: public street/outer parking ring

promenade



loops

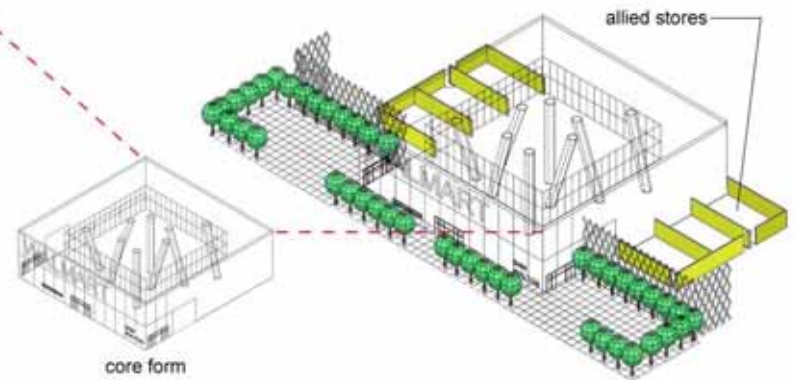
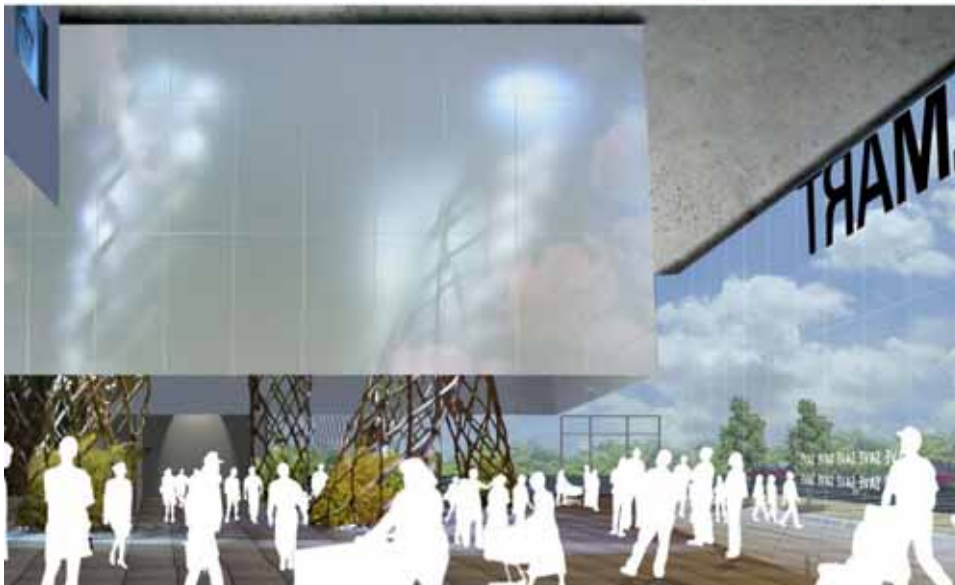
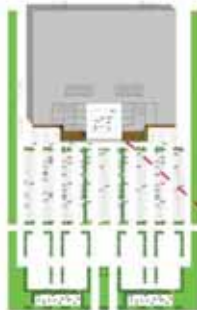


loops



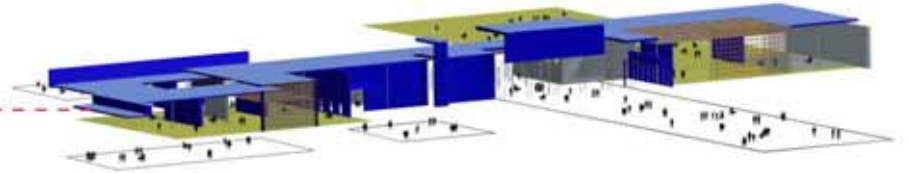
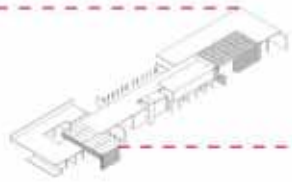


atrium



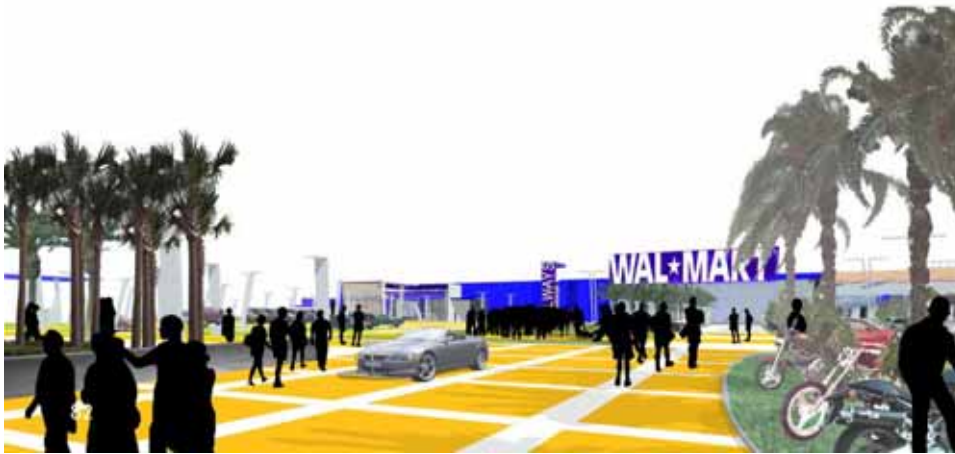
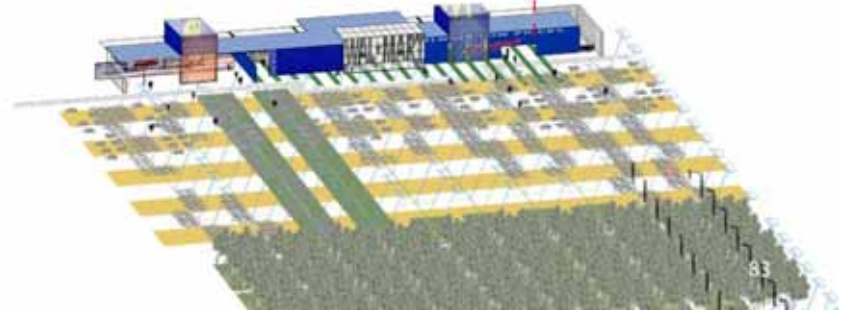
atrium as combined garden center and entrance proposes new retail synergies and planning combinations. it provides both relief and order.





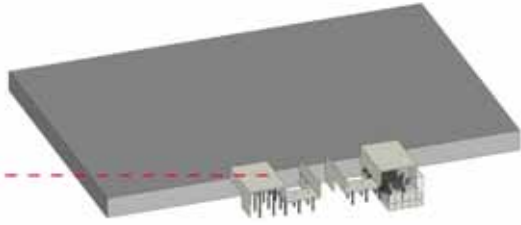
sponge

building frontage as sponge facilitates even greater throughput with plug-in franchises, restaurants, and banks.





porch



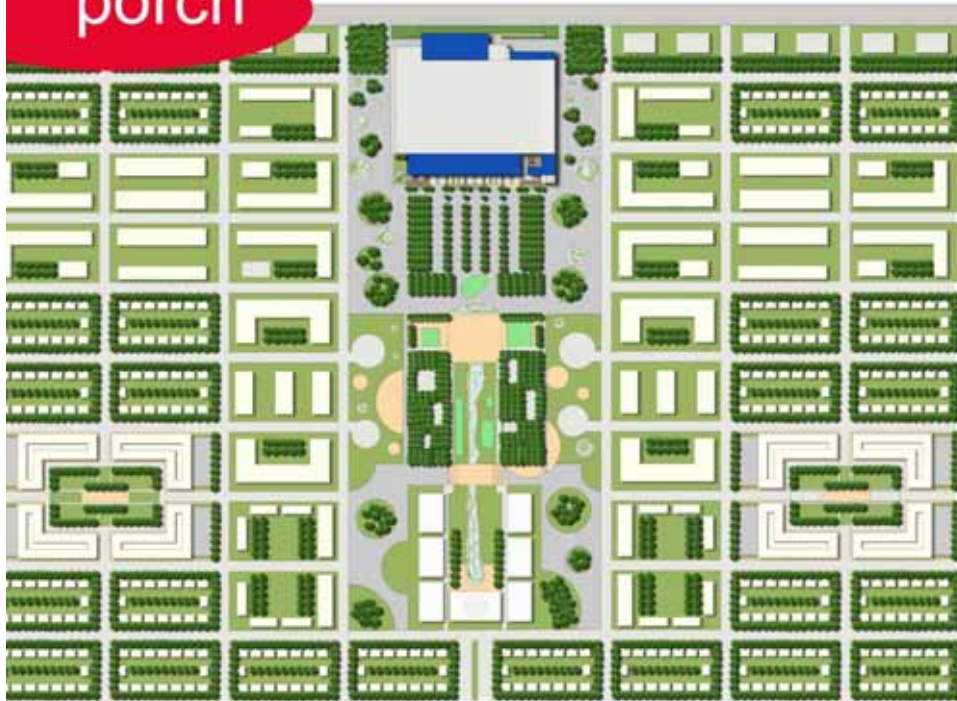


porch

*always design a thing by considering it  
in a larger context—a chair in a room,  
a room in a house, a house in an envi-  
ronment, an environment in a city plan.*  
elie saarinen



porch



big box development responsive to New Urbanist principles. see the Congress for the New Urbanism: [http://www.cnu.org/cnu\\_reports/Charter.pdf](http://www.cnu.org/cnu_reports/Charter.pdf)