

\$TRIPPEDMALL

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the\$ paper

With the supermarket as our temple and the singing commercial as our litany, are we likely to fire the world with an irresistible vision of America's exalted purpose and inspiring way of life?

Adlai Stevenson

Annual retail sales in the United States stand at \$4,307,531,000,000. While this is down from a high point in 2007, we are spending more than ever before (Monthly). The average American spends 42% of their income on housing, 18% on transportation, and 15% on food. Education and communication, health care, and recreation account for 6% each, while apparel takes 4% of income and the remaining 3% falls into the category of miscellaneous (Bloch). What motivates our spending behavior? How has our behavior changed over time and has it impacted the architecture of the places in which we shop? The last fifty years have seen an explosion in the different types of stores, giving us more access to shopping than in the past. In a world of increased spending and convenience, what is the future of retail architecture?

The storefront and shop window originally served a necessary purpose; to inform the consumer of the wares sold and to allow them to visually inspect them. It's our first architectural impression of the store and also serves as advertising, 3D signage, and art installation. The storefront is the front of a store but is not limited to the actual front; it includes any presented face of the building inside or out.

The storefront and shop window are disappearing. As stores become larger and sell more goods, a window can't display

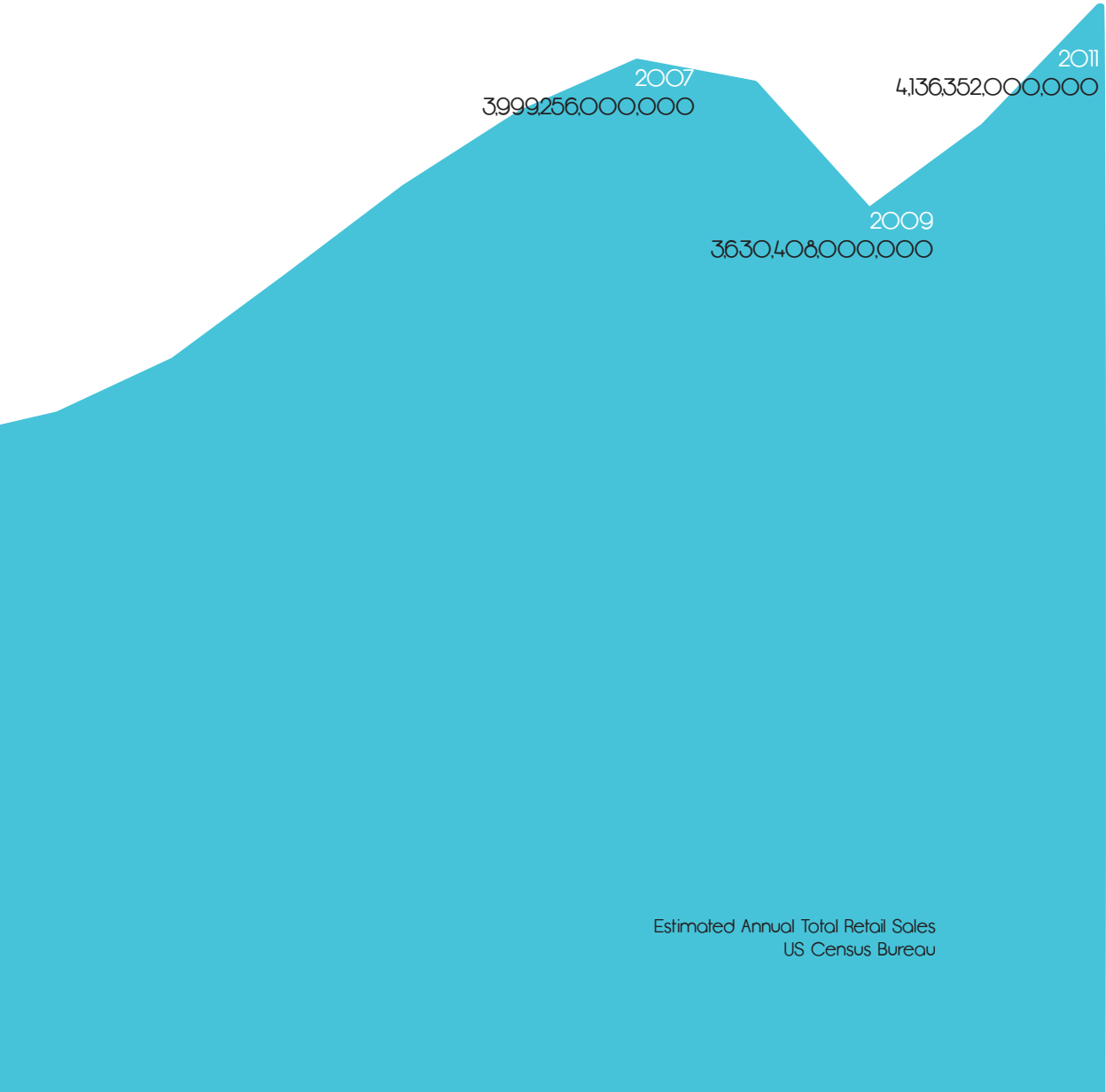
2000
2,983,276,000,000

1997
2,468,767,000,000

1994
2,105,235,000,000

1992
1,811,237,000,000

everything. We choose stores by the name or brand, not by the enticement of displayed goods. In suburban conditions the window no longer draws people in because it isn't visible from the car. Malls have artificial storefronts only on the interior. The storefront is more than window dressing or a thing to hold adornment. It's a part of the architecture, but is more than just a necessary wall of a structure. This thesis seeks to explore how it can be part of the shopping process and experience.



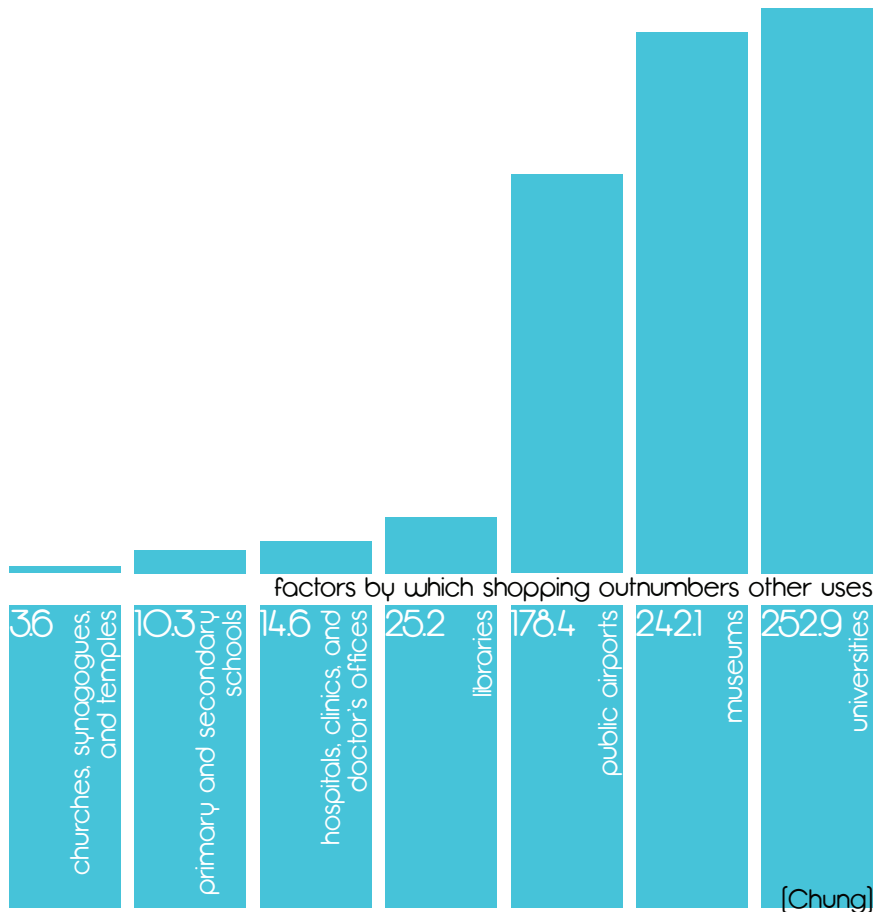
Estimated Annual Total Retail Sales
US Census Bureau

The United States is heavily invested in shopping in terms of space and labor. The retail industry employs 17 percent of Americans, more than any other single field. Shopping takes up 25 percent of the built area of nonresidential construction, more than educational facilities and offices.

We all need to eat, breathe, and find shelter. Thus, we all need to shop. Shopping is a constant in our society, although its forms are constantly reshaping themselves. Shopping is an easy or steady revenue stream for other places, such as museums, that don't usually sell goods as an income source. Rem Koolhaas argues that shopping "is now, arguably, the defining activity of public life." We buy for causes; to get the feeling that we are participating in the betterment of society while doing nothing more than spending money on goods for ourselves. Hungry Howie's put a pink ribbon on its pizza boxes and junk food now supports finding a cure for breast cancer. As consumers, a green earth icon or colorful cause ribbon helps us feel less materialistic about our acquisition while justifying the purchase by convincing us that buying it is the "right" thing to do. We can shop to end diseases, shop for patriotism, shop to help poverty-stricken children in undeveloped nations.

As an activity of daily life, shopping has blended with other activities. Museums, schools, hospitals, churches, are now also retail environments. Almost anywhere we go, we can shop. University bookstores are not solely bookstores; they sell clothing, mugs, bumper stickers, school supplies, checkout aisle snacks. They are no longer meant solely for the student; they offer paraphernalia promoting the institution. Museums of all sizes feature gift shops, usually located in a hard-to-miss place or integrated into the exit

process. Seeing the art is no longer enough, we need to be able to take it home with us or buy it as a Christmas gift for our closest friends and family. The smallest of museums can now create a cute and familiar-seeming character to slap on merchandise unrelated to the museum's contents. These characters sell the brand, akin to the anthropomorphic characters created for the Olympic Games. Branding is not limited to individuals or to companies that offer goods or services; it's now seen as essential for any entity to distinguish itself from the pack. Merchandise and gimmicks are an easy, and memorable, way to do so.



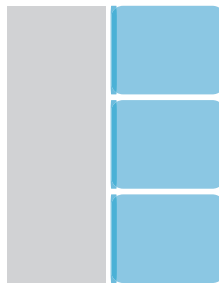
“Not only is shopping melting into everything, but everything is melting into shopping” (Chung). Everyone is a shopper. The college student, the retiree, the new mother, the museum-goer, the preschooler, the tourist, the library patron. Niche markets have been created for every aspect of life. Places that previously served a defined purpose, such as the museum, school, library, or church, have accommodated shopping into their function. It may be as simple as a vending machine in a corner or as large as a gift shop. Hotels have added gift shops and now make more money tacking on extra fees; internet, pay-per-view movies, the mini-bar, the not-so-complimentary chocolate bars and roasted nuts.

The retail industry responds to technological and social changes to stay relevant. New store types are now evolving at a faster pace than in the past. Previous changes in retail architecture have been driven by technology. In the 1940s the expansion of air conditioned spaces allowed for windowless stores. This created an artificial environment designed to let shoppers stay for extended periods of time and to make more frequent shopping trips. Windowless environments were touted as being cleaner and contributing to higher sales. Air conditioned environments allowed for larger stores, increasing the size of shopping centers and allowing the proliferation of malls. The escalator functioned similarly, making it easier for shoppers to navigate the increasingly larger stores. Escalators compressed vertical levels of shopping into one space. They allowed for constant movement at a steady pace, taking the hassle out of trudging up stairs with good-laden shopping bags. Technology was employed to increase consumer comfort, thereby, retailers hoped, increasing sales (Chung).

Concept

A change in shopping space to counteract the current storefront as separator and barrier could be enacted through new storefronts. What impact could new storefronts have on Capitol Park? Could a strip or ribbon applied to the facades of Capitol Park encourage reinvestment? The ribbon is derived from the expansion and thickening of the actual storefront and the compression of the store space. Intending to study the storefront, this method simultaneously stretches the storefront into a store and compresses the store into the storefront. This could allow for more exchange or create a more interactive space.

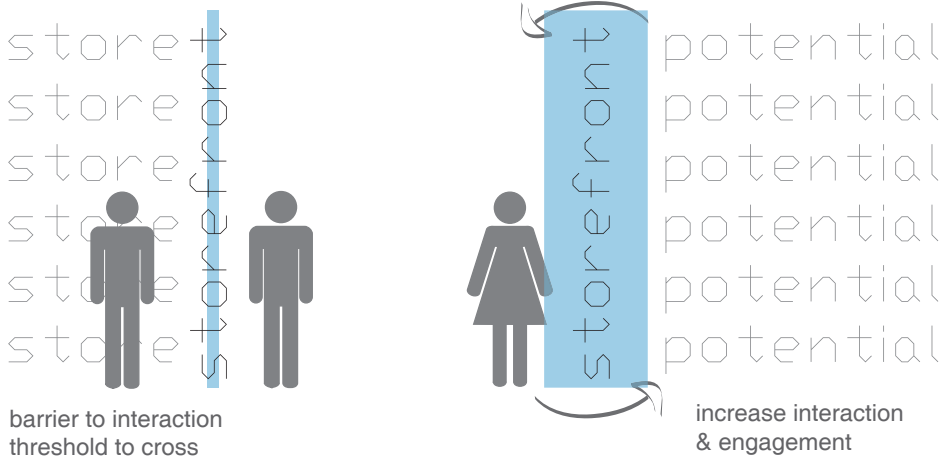
This creates a narrow quasi-shop, perhaps 10 feet wide, somewhere between temporary pop-up and permanent. The strip engages the sidewalk and passersby by occupying some of the sidewalk. This modified storefront could take up the entire sidewalk and require pedestrians to pass through the store, or it could recede into the existing building, leaving part of the sidewalk empty. The shape of the strip makes shopping a more linear process, reversing the current movement further away from the street in current stores. This expands



EXISTING
CONDITION



STOREFRONT
MODIFICATION



the idea of window shopping by transforming the window into the shopping space. The previously off-limits store window, only used for display, becomes the store.

Industries which could flourish in this setting are those that have relatively small wares and don't require large storage spaces. Given what is absent from Capitol Park this could include men and women's clothing stores, sundries, small home goods, bookstores, art galleries, small specific markets (butcher, greengrocer, fishmonger), coffee or tea shops, delis, and bakeries. This would create a more livable area but also provides incentive to come to the area to shop or browse.

The ribbon would be a temporary structure attached onto the front or passing through the front of the building depending on the size needed by the store. Temporary structures are best suited to the existing buildings, given that they need major renovation. This single-story

strip would hopefully bring activity to the area, drawing in permanent tenants over time. The temporary space can then be removed when a store intends to move in and renovate the space. As a system, the idea could be used in other areas. Aside from potentially encouraging reinvestment, the ribbon would allow a study of storefronts and their materiality, the interaction between technology, stores, and consumers, the expression of materials and goods on the exterior of the structure, the impact of storefronts on street culture, and the role of craft and producer-consumer relationships in an era of increasing online and mobile shopping which doesn't require physical stores.



re\$earch

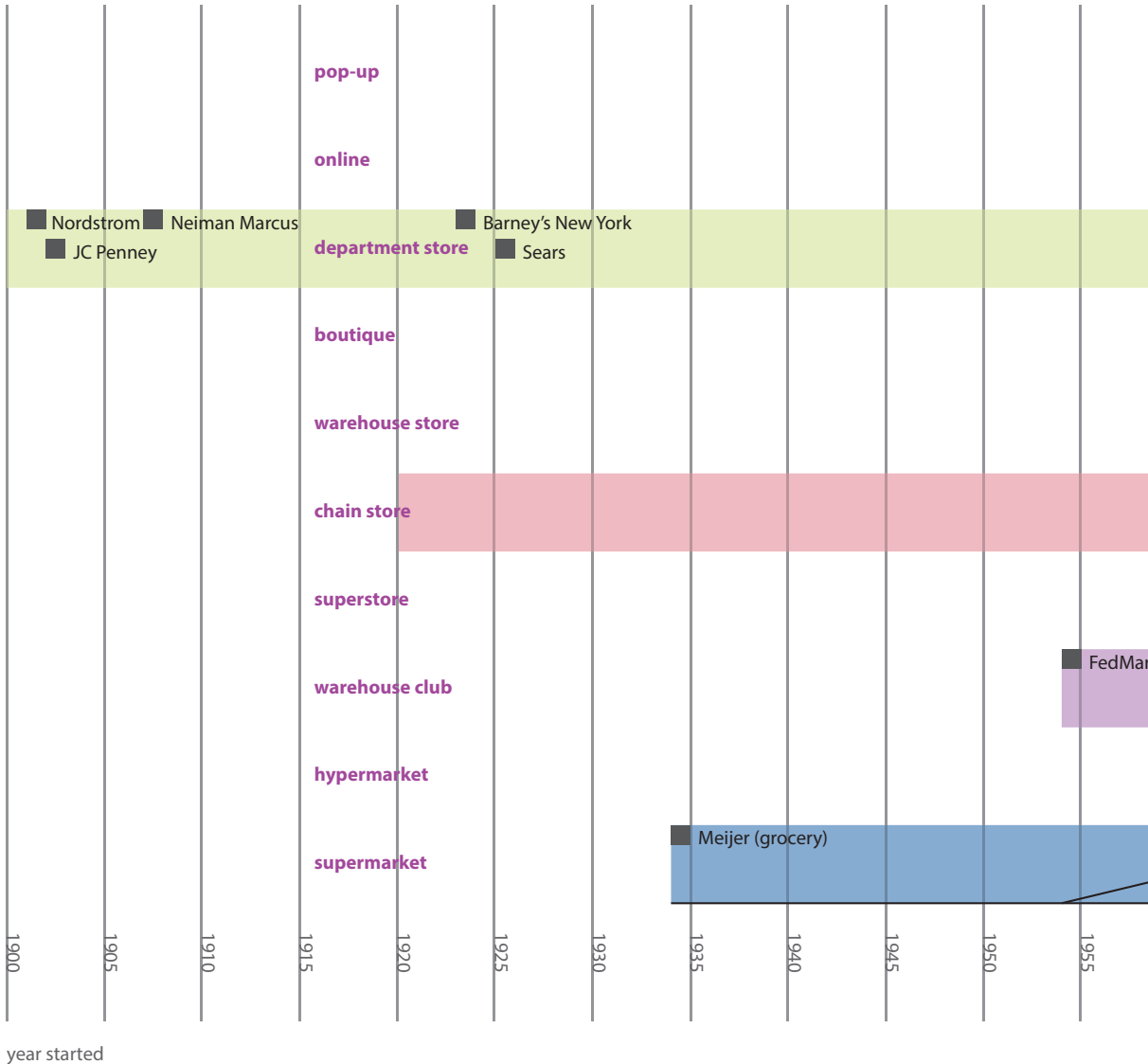
"In 1952, a display expert remarked that since 90 percent of the traffic in front of most stores was headed to the store anyway, why make a big deal of the windows?"

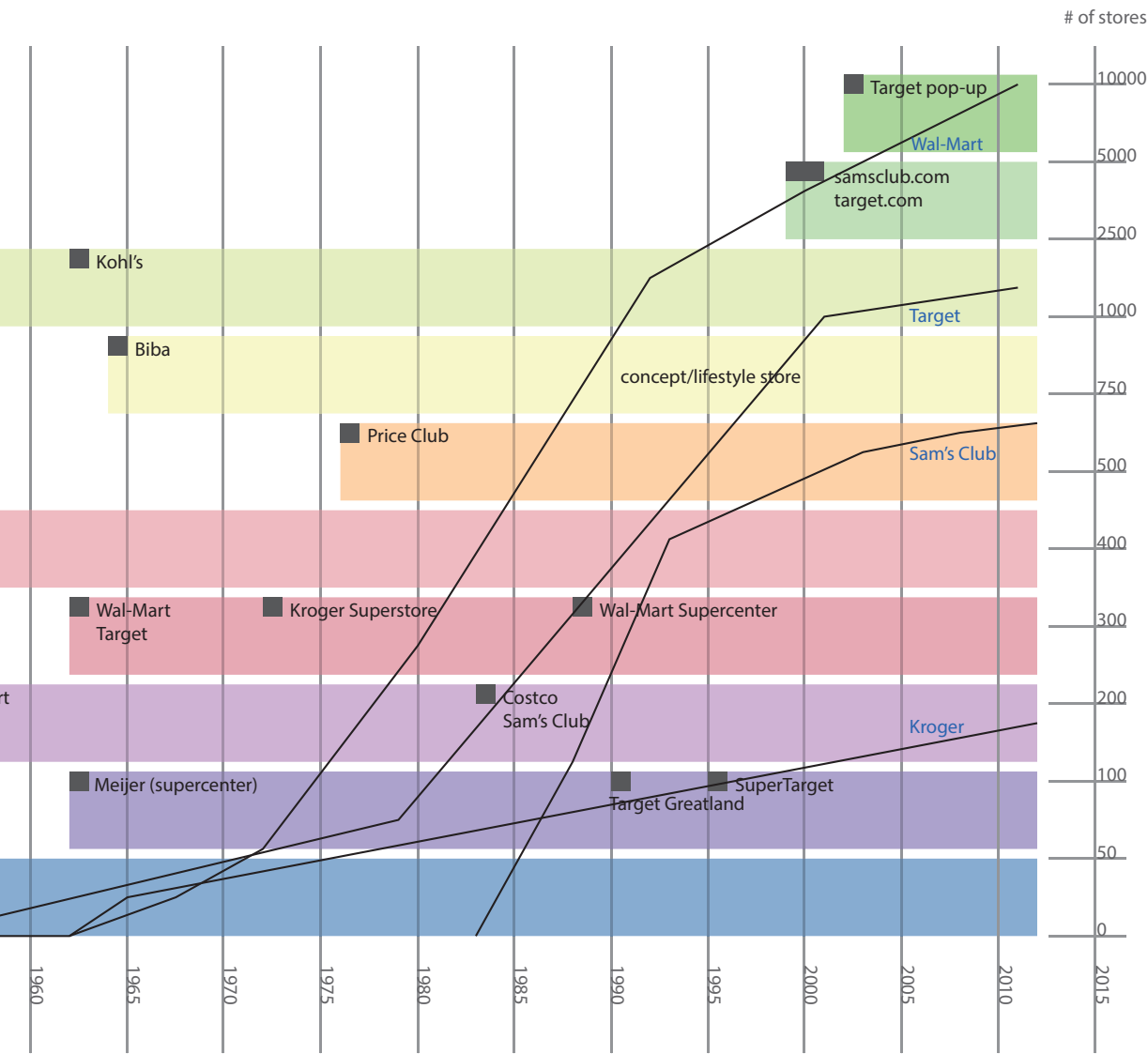
Jan Whitaker

"Retailers focus on traffic but traffic in itself never buys anything; it is traffic investing time that becomes shopping."

Herb Sorensen

The vertical axis depicts the number of stores. The horizontal axis depicts the year established. Colors represent typologies with specific stores listed.





of stores

10000

5000

2500

1000

750

500

400

300

200

100

50

0

2015

2010

2005

2000

1995

1990

1985

1980

1975

1970

1965

1960

Target pop-up

samsclub.com
target.com

Wal-Mart

Target

concept/lifestyle store

Sam's Club

Kroger

Wal-Mart Supercenter

Costco
Sam's Club

SuperTarget

Target Greatland

Meijer (supercenter)

Wal-Mart
Target

Kroger Superstore

Price Club

Biba

Kohl's

Typology Development

Chain stores are retail outlets with central management and a company brand. Some are franchises and it can include restaurants. WH Smith was one of the first chain stores in 1792, the Great Atlantic & Pacific Tea Company in 1859, and in the 1920s Woolworth's, United Cigar Stores, and the rebranding of A&P. (History of, Our History Aptea, Tibbetts)



downtown



arcades
passages couverts



department
store



shopping mall



big box model



online shopping

The terms hypermarket, superstore, supercenter, and supermarket overlap to some degree. They each denote large retail facilities under one roof selling a variety of goods, usually at a discount, real or perceived. All three can be classified as big box stores or category killers due to their size and tendency to be located in suburban or rural settings. Superstores are similar to department stores although they usually have one selling floor. Meijer opened a superstore in 1962 and Walmart opened a supercenter in 1988. Supermarkets are large stores selling food and household items with a strong history self-service. Their origins date to the 1930s. (Heritage, Our History Meijer)

A hypermarket is a self-service store featuring supermarket and department store goods. Due to its size it is a superstore. Hypermarkets differ from supermarkets in that they have full grocery lines and more general merchandise.

They provide the opportunity for one-stop shopping. Meijer first opened a one stop shop in 1934, Thrifty Acres in 1962 was called a supercenter, Carrefour in 1963, Hypermarket USA owned by Walmart in 1987, Target Greatland in 1991, SuperTarget in 1995, and the Walmart Supercenter and Super K-Mart in the 1990s. (Corporate, Heritage, History Carrefour, History Target, Our History Meijer)

Warehouse store sells a limited variety of merchandise in bulk quantities are a discount. Warehouse clubs requires membership or fees. Like warehouse stores they sell goods at wholesale in bulk quantities, although they sell a wider range of goods to appeal to individual consumers. FedMart was established in 1954, Price Club in 1976, The Wholesale Club, which later sold to Sam's Club, in 1982, and Costco, Sam's Club, and PACE Wholesale in 1983. (History Samsclub, Why)

The word boutique dates to the mid-eighteenth century although it was applied to stores with the current connotations of high-end and unique in the 1960s, starting with Biba in London. Boutiques overlap with lifestyle stores, which focus on selling a perceived way of life projected in the store's merchandise and atmosphere, and concept stores. (Biba)

Online retail started in the 1990s and has now expanded to mobile retail. Auction sites like eBay and wide-ranging retailers without physical locations, such as Amazon.com, started in the mid-nineties. Large retailers developed websites in the late-nineties and online retail now includes sites engendering trade or barter like Craigslist and individual stores hosted on sites like Etsy. (History EBay, History & Timeline)

History of the Store Window

The store window itself has a long and complex history, with aesthetics and methods adapting to contemporary trends and technology. Prior to the turn-of-the-century newspaper ads with illustrations of goods were effective “as long as the bulk of what stores sold was staple merchandise”. Lower-end and bargain stores often packed, rather than decorated, their windows with merchandise in a quantity-over-quality mentality. Department stores didn’t need large, decorated windows at this time. Crowded windows were associated with bargain stores rather than luxury. “If all display is rooted in the sacredness of altars and religious festivals, the aesthetic of early proto-department stores was far closer to the Protestant chapel than the medieval cathedral. Early stores had small windows, sometimes divided by panes, and often they contained little more than a few bolts of fabric partially unwound and draped over a bar.”

Realizing the power of visual displays, by the end of the 1890s most department stores had “expanses of show windows”. This caused stores to compete for street front space, introducing the full-block store. Corner lots were particularly valued for their window space. “An inadequate number of prominent windows-a problem for stores situated in the middle of a block-was an economic disadvantage that no amount of aggressive newspaper advertising could make up for.”

Large show windows and their power of display became more important as the consumer base expanded and more goods were mass produced. “Once ready-to-wear women’s clothing and stylish and colorful household articles arrived on the market around World War I, the sight of well-displayed merchandise became a more



powerful drawing card. Window displays had qualities that even the most accurate black-and-white drawings in newspapers lacked: the color, texture, and depth of the real thing.”

Window dressing became a lucrative business as stores realized “the eye value is all important” especially when goods were of decreasing value. “As value became detached from quality, showcasing goods became a way to imbue them with desirability and charge them with potency. Display had the power to transform goods



from mundane to magical, and to imply that customers could share in that transformation.” Window displays became less concerned with displaying wares or promoting special sales and more concerned with “associating merchandise with nontangible qualities such as status, youth, and love. Above all, merchandise had to be infused with “life”.” Display had the power to change consumers’ expectations of stores and goods; “one, single, attractive article, even if the pedestrian does not want it at all, will lead him to expect equally fine things in the goods he does want.”

“By the 1940s, show windows were credited with a major share of sales... it was a rule of thumb that one-third of all sales in the average department store could be credited to the store’s show windows, principally because the displays inspired significant numbers of customers to make unanticipated impulse purchases.” In addition to drawing in consumers, elaborate store window displays gave stores identity. Customers anticipated the holiday season because of the specific themes and characters developed by major stores.



As department stores expanded and started outlets and branches, the store window faded into the background. “Early branch stores had

been built with rear parking lots and entrances that ignored sidewalks and storefronts. Where the car was dominant, there were few pedestrians.” Fewer pedestrians meant that elaborate displays were lost on automobile traffic. Wider streets rendered window displays unintelligible to cars, too far away from and moving too fast to see them. “In 1952, a display expert remarked that since 90 percent of the traffic in front of most stores was headed to the store anyway, why make a big deal of the windows?” Names, brands, and logos had enough power in themselves to attract customers. (Whitaker)

Shopper Behavior

Several general types of shopping behavior were identified: item-specific, list-based, and browsing, each representing specific patterns of behavior within a store.

Browsing or window shopping is a recreational activity done for pleasure. The user is fully susceptible to advertising and impulse buys. One's entrance into stores is determined by the lure of the products in the window. Browsing relies on a display to attract customers into a space to make a purchase. Browsers do not need to begin the shopping process with an intention or specific purchases in mind.

Item-specific or mission shopping is shopping with a specific purchase in mind. A shopper designates an item for purchase and goes to a chosen store stocking such an item. Item-specific shopping is a quick process not done for recreation but based on a specific desire. It is less impacted or distracted by display, impulse buys, and advertising.

List-based or necessity shopping is like typical grocery shopping. Consumers utilize a list, written or otherwise, to guide themselves on a personal scavenger hunt through one or more stores. If familiar with the store the list can shape how the consumer moves through the store.

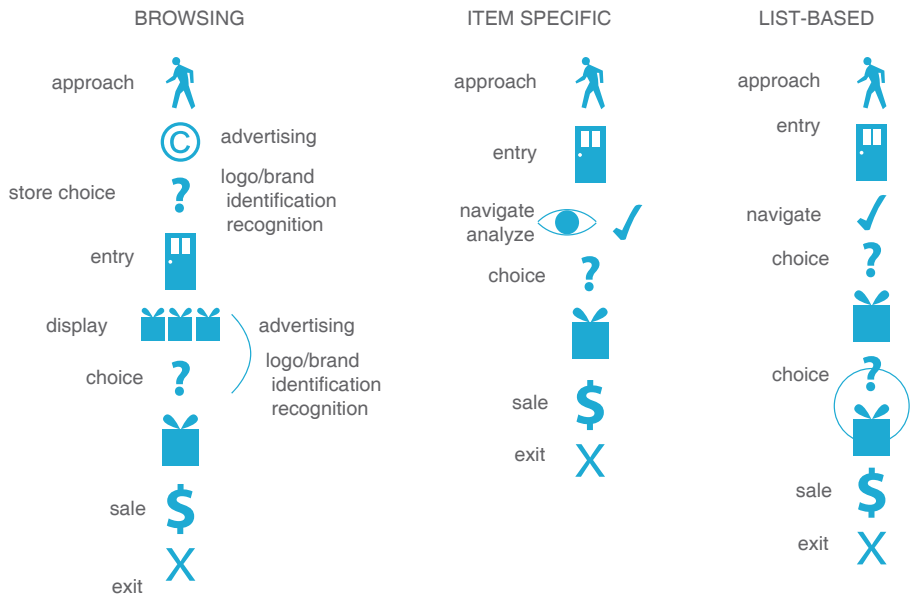
These shopper typologies are analagous to Herb Sorensen's primary types of shoppers:

Quick: they "spend a short time in a small area, with a relatively slow walking speed but high spending speed" and not price-sensitive. Most commonly, only one product is purchased on a shopping trip. Overall, half of supermarket shopping trips lead to five or fewer items

purchased, with a third of trips leading to one or two purchases.

Fill-in: they visit a fifth of the store, walk faster than quick-trippers, but still at a slow pace, and have an average spending speed.

Stock-up: they cover more ground but walk more slowly, and while they may buy more, they have a lower spending speed.



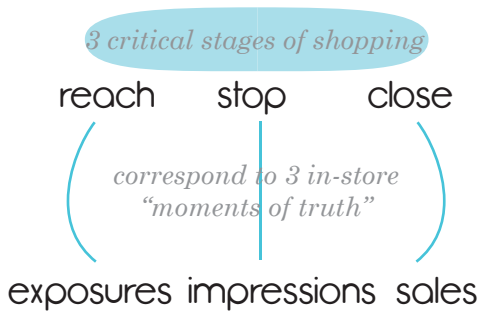
Most stores are designed for stock-up shopping trips although that's the least common type of trip. "In fact, shopping trips for **1 to 5 items** typically generate **a third of dollar sales.**"

The store is not designed for the shopper. Smaller stores like convenience stores have acted on this; stocking a small group of items that account for most sales, while larger stores stock these and a multitude of less-commonly purchased items for shoppers to wade through. (Sorensen)

Modern Retail's Quandary

“The shopper comes to the store to buy things. The retailer creates store to sell things. Manufacturers create products to sell. Yet most of the shopper’s time in the store is spent not buying... This has led to a great emphasis on promotional dollars at the sacrifice of an attention to shoppers.”

Both sales per visit and seconds per dollar are important on the shopping trip. How long does it take a shopper to spend one dollar in the store? Closing sales faster results in less shopper time being wasted and more overall sales. shoppers in the store to spend a dollar? Sorensen found



that when charted across typical stores, overall store sales were related to the efficiency of the shopping trip. Thus, the faster a shopper can make purchases, the greater the store’s sales. This is counter-intuitive to the current trend of stocking a large amount of items to get shoppers to spend more time in the store, thinking that exposing them to more items will lead to more purchases. It’s in a store’s best financial interest to move customers in and out quickly, making access to the most purchased items direct and easy.

1 quadrillion seconds

The number of seconds spent by all shoppers in all stores around the world each year (excluding automotive sales)

20,000,000 seconds

The time collectively spent by customers in a typical supermarket or supercenter in a single week. Sorensen sees each second as an opportunity to sell.

80%

The amount of shoppers' time spent navigating the store, not actually looking at, considering, or purchasing items. Most of the time in a store is spent not shopping.

70%

The average share of the customers' field of vision that is filled with commercial messages, such as packaging and advertising.

300 seconds

The average amount of total shopper attention on one single item in one single week. "All those products in a typical store, and they get very little attention. Of course...some products get much more attention-not necessarily because of the product itself but often due to its location in the store."

1 item

Most trips by a single shopper result in only one item purchased, despite the average supermarket stocking 30,000 to 50,000 SKUs.

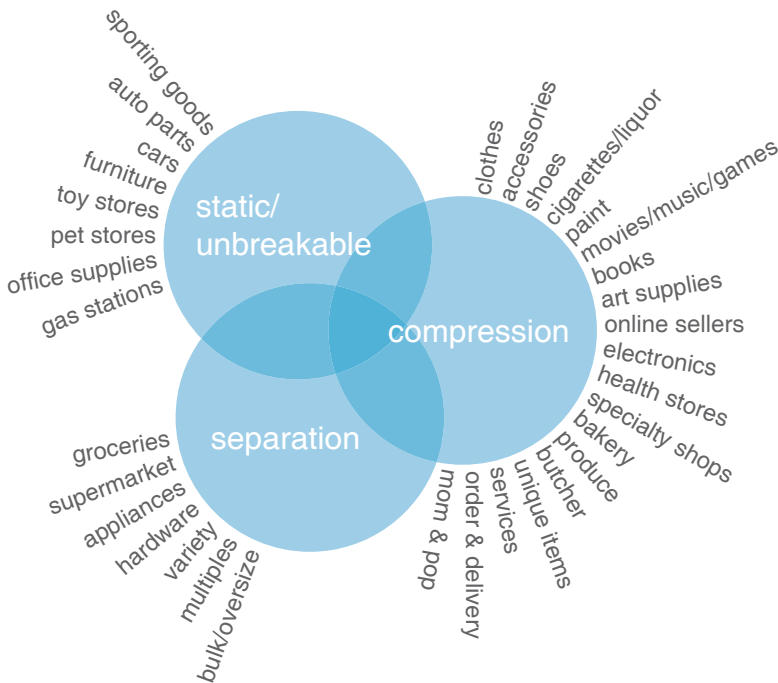
300 items

The number of different items a typical household buys in a year. About half of those are purchased month after month.

Storefront Alteration

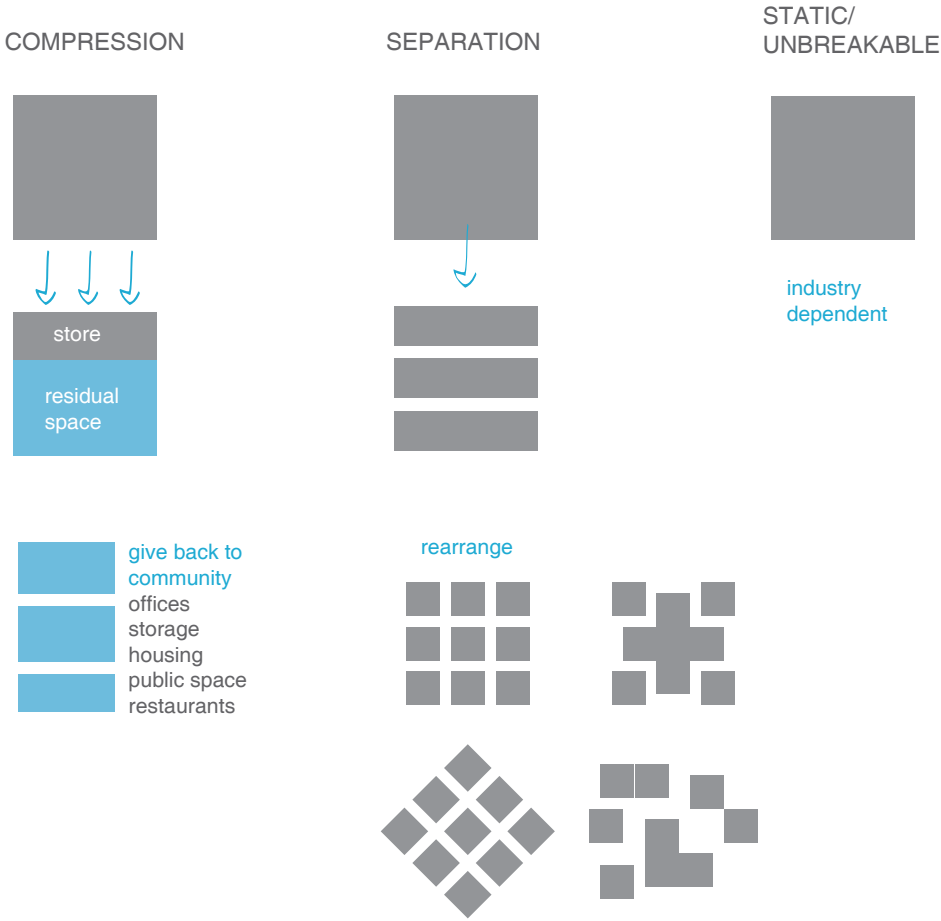
Seeing the current storefront as a separator between store and street and a barrier to interaction, a change in how the space is used seems appropriate. Expanding the storefront into the store, or at least a more interactive space, could allow for more exchange. Several methods for changing the physical space were identified; compression, separation, and static.

Compression is for industries with a smaller inventory or specialty shops. The store space could be compressed into a larger, more active storefront and the residual space redistributed to the community for offices, restaurants, storage, etc.



Separation breaks down larger stores into smaller units, perhaps selling fewer goods or a more limited range of goods. Separation would work for industries that have a variety of unrelated goods.

Static or unbreakable industries are those that can't be broken down or compressed due to the size of their wares, such as furniture stores. Such spaces could act as anchor points for smaller stores.





precedents\$

Many high-end brands, such as Prada, Ralph Lauren, Gucci, and Chanel, use their stores to project brand traits such as exclusivity. This is done by the actual layout of the spaces, the method of displaying goods, by eliminating the front window and relying on the brand name, or by harkening back to the early window display concept that for luxury items, only one thing need be displayed. Anthropologie uses their storefronts as a space for creative, seasonal installations using common objects, such as umbrellas or books, playfully intermingled with the clothes.



West Bloomfield Plaza [above]

A strip mall complex in West Bloomfield, Michigan. It exemplifies strip mall design: a single-story structure with uniform materiality, large, glass store windows obstructed from view, and a large parking lot.

The store windows are recessed, preventing driver and pedestrians from glimpsing the displays from a distance. The covered walkway may have been an attempt to make the complex more pedestrian-friendly, offering shelter from rain or snow.

The Plaza has several vacancies, but in general has a well-filled parking lot. A small handful of stores are area staples, frequented by residents for over a decade.





The Boardwalk [below]

A recently-renovated strip mall also in West Bloomfield. An ample parking lot separates it from the street, and a single row of parking effectively blocks view of the store windows. Like the West Bloomfield Plaza, the Boardwalk is based on travel by car. Unlike the Plaza, the recent renovation used various materials to give the stores a more individual feel.

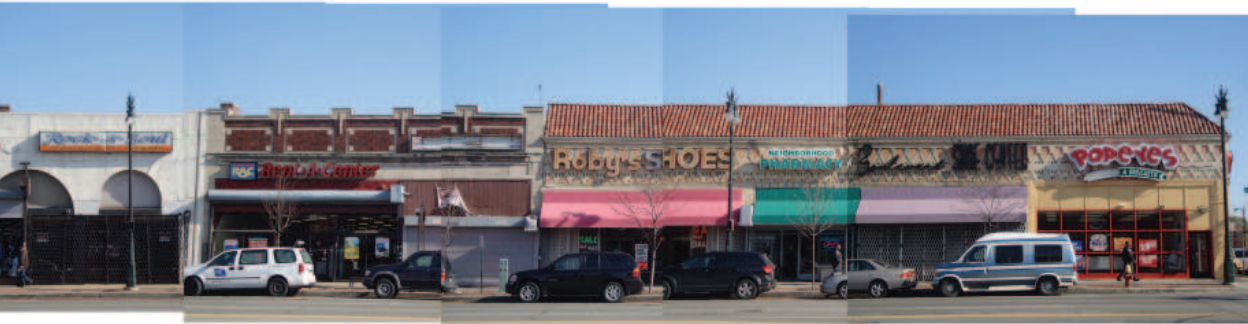
It maintains full occupancy, with some businesses located here for well over a decade. Stores in this complex have high visibility and the complex gets lots of traffic, often filling the parking lot. Several stores in the complex hold a sidewalk sale each year, encouraging pedestrian traffic.





The parking lots, vacancies, uniform material use, and lack of window displays of local strip malls (above) contrasts the street parking, varied materials, and window display use of a main street-style shopping area on Grand Boulevard (below). The strip malls have more chain stores (franchised not locally-owned) and have individual stores occupying more than one unit, lowering the variety of tenants.





Eastern Market

These several shopping areas in Eastern Market represent the downtown or main street typology.

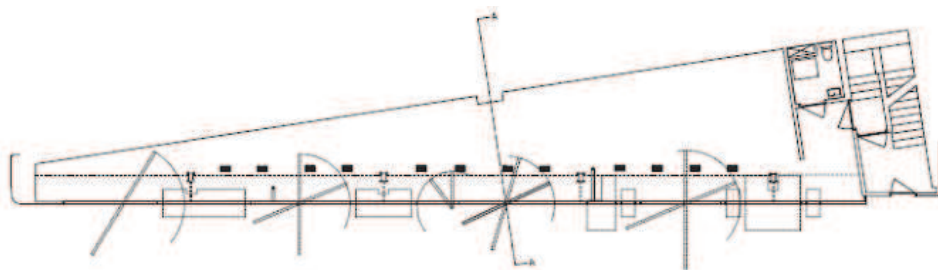
Some, as in the top and center images, have a more uniform appearance. Unlike strip malls, where continuity is a conscious choice from the outset, here it is a byproduct of having one building broken up for multiple tenants. While the building itself has a continuous materiality, individual storefronts take on their own identities through color, material, and signage, creating a unique blend not seen in strip malls.

Other areas have ground-floor retail in the more traditional sense of a main street; each store occupies a different building, each with their own distinct appearance or style.

Although all three examples have parking in front of the store windows, it is street parking rather than part of a parking lot. The area sees heavy pedestrian traffic, as the sidewalk is directly adjacent to the store windows. It is not a secondary sidewalk bridging store and parking lot, as with strip malls.



Storefront for Art and Architecture
New York City







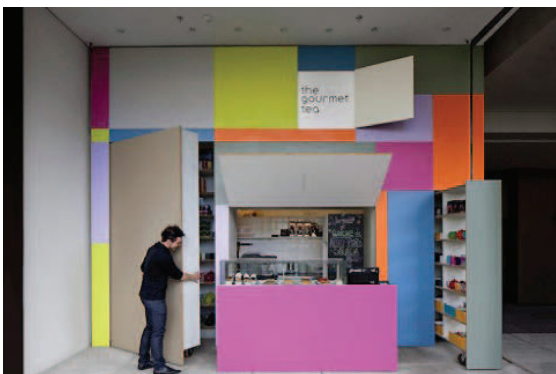


The Storefront for Art and Architecture in New York City is a case study for narrow spaces and an interactive storefront. It was founded in 1982 with the current façade designed by Steven Holl in 1993, and today hosts exhibitions regarding art, architecture, and design. The space is 20 feet at its widest point, narrowing to 3 feet over its 100 foot length. The façade is made of twelve pivoting panels that get rid of the clear delineation between inside and out. (About Storefront)

The Gourmet Tea
Sao Paulo, Brazil



The Gourmet Tea is a pop-out tea store in Sao Paulo designed by Alan Chu that is concealed behind a colorful wall. The wall's panels open and rotate, allowing the store to literally pop out of the wall. This type of space serves as a case study for a store that could interact with the sidewalk while requiring very little space to store and display its goods. (Pop Out!)



Keret House
Warsaw, Poland







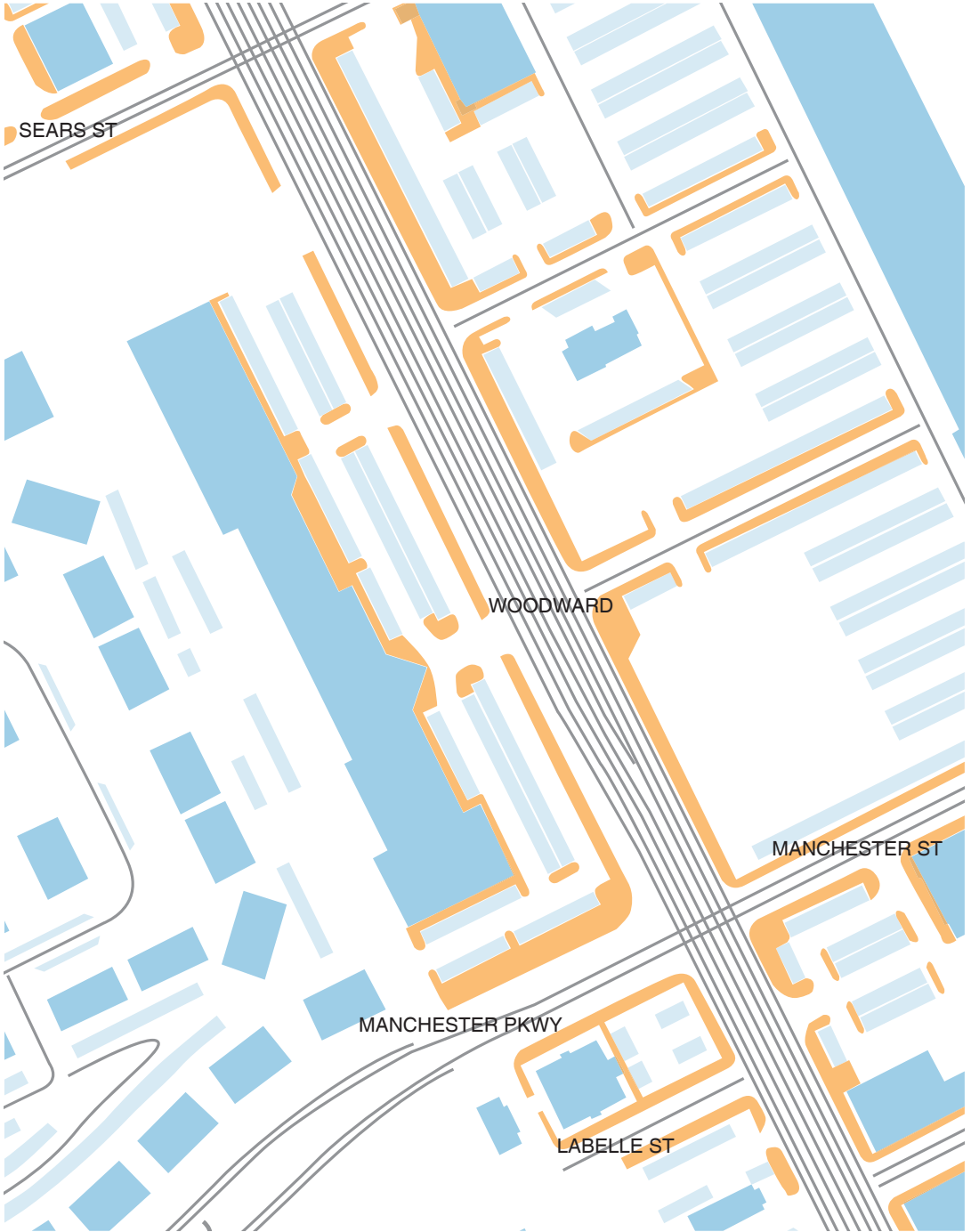
The Keret House is a 2012 installation in Warsaw, Poland by Jakub Szczesny for filmmaker Etgar Keret. The house is wedged between two existing buildings with an average width of four feet. It functions as a living and working space for its filmmaker resident. The triangular shape allows for light to penetrate the entire space, which is divided into two stories. It is elevated off the ground with a staircase. It's constructed of a "steel frame finished with plywood, insulated sandwich panels and styrofoam covered with concrete cloth painted white," giving it a more spacious appearance while allowing light in. (Keret House)





\$ite

This thesis seeks to explore the strip mall and downtown condition. The mall and big box were not explored further because of their specific storefronts. The mall does not have major exterior storefronts but has multiple store facades on the interior. The big box model also does not have an exterior storefront and uses no interior storefronts to present merchandise. To choose sites, criteria were established for each condition.



Highland Park Place

Site Criteria

The strip mall site had to be in a post urban, pre gentrification setting. Preferably it would be a single-story structure built at one time. It needed to be near the city but also near residential. It needed a combination of parking spaces and mild pedestrian traffic. The downtown site also needed to be in a post urban, pre gentrification setting. It needed to be close to downtown in a densely populated or frequently used area. It needed to be near other businesses and residential. Pedestrian traffic and access took priority over parking and car access. Preferably it would be multi-story buildings of different styles.

Possible sites in the Metro area were identified, including Birmingham, Royal Oak, various strip malls along Woodward, Grand Boulevard, and Gratiot, and several areas downtown. The Highland Park Plaza on Woodward in Highland Park and Capitol Park were chosen. Highland Park Plaza is a 1990s-era strip mall on Woodward Avenue across from the larger Model-T Plaza. The tenants represent a variety of industries, all anchored by a dollar store at one end. Rare for strip malls in the area, Highland Park Plaza has few vacancies.



Analyzing Highland Park Plaza and other strip malls led to several conclusions. Successful strip malls tend to have plentiful parking but not a surplus that could make the parking lot look empty. The storefront windows act as viewpoints into the stores themselves, not as functional displays of the products sold within or as attractors bringing in business. Successful strip malls are of uniform height, materiality, and style. A combination of local and chain stores, with a variety of industries, are all common in successful strip malls.





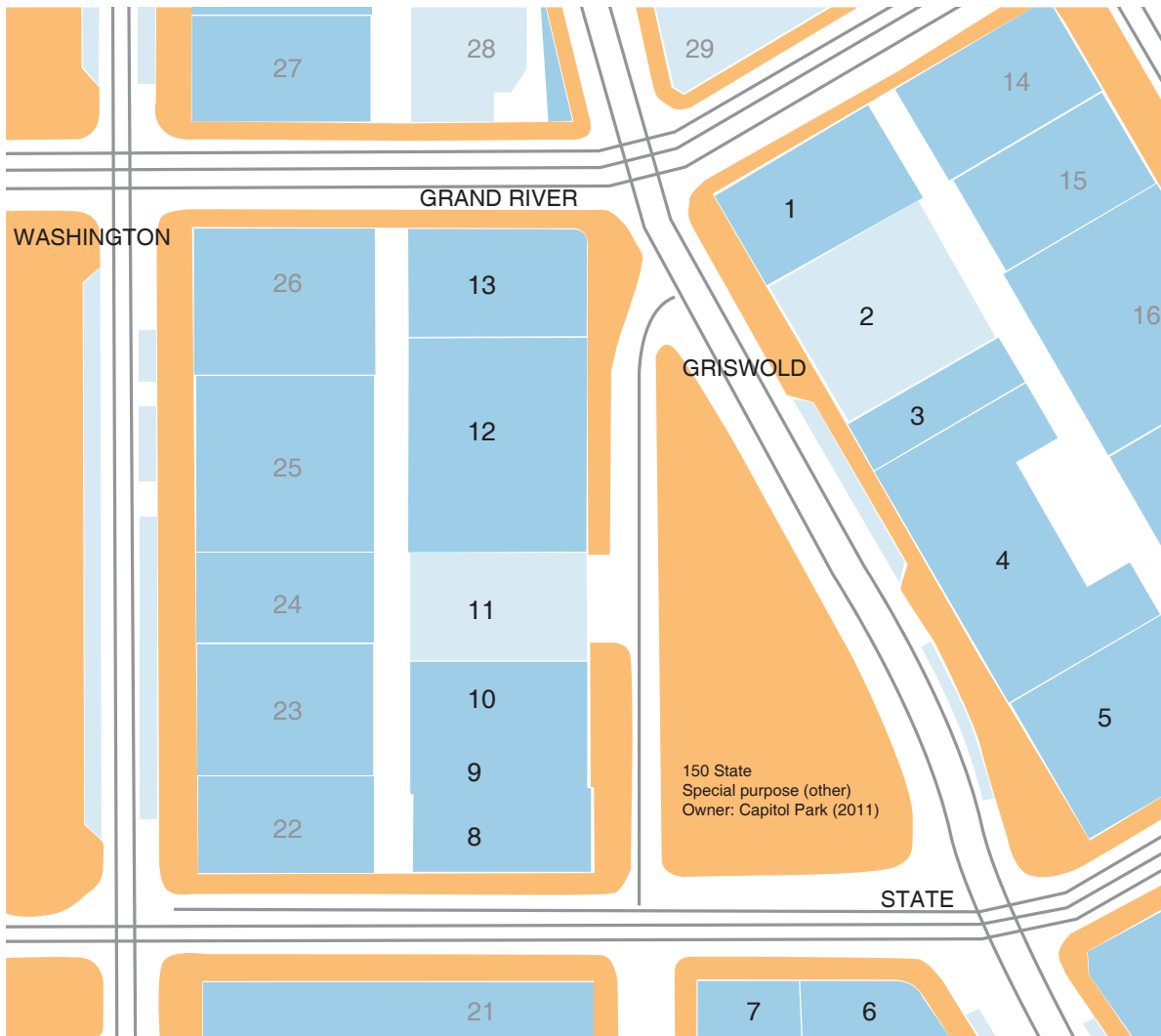


Capitol Park

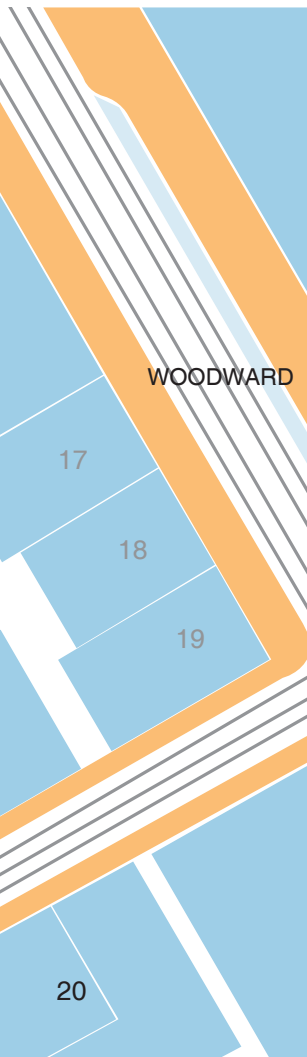
Capitol Park is a historically significant area of the city. It held the first state capitol building and is the burial place of Michigan's first governor. It was a business district housing many offices, and then a transportation hub until the Rosa Parks bus station was built. The park at the center of the area was renovated in 2010, while the buildings await renovation pending purchase and agreements between owners. (City of Detroit)







Existing Structures in Capitol Park

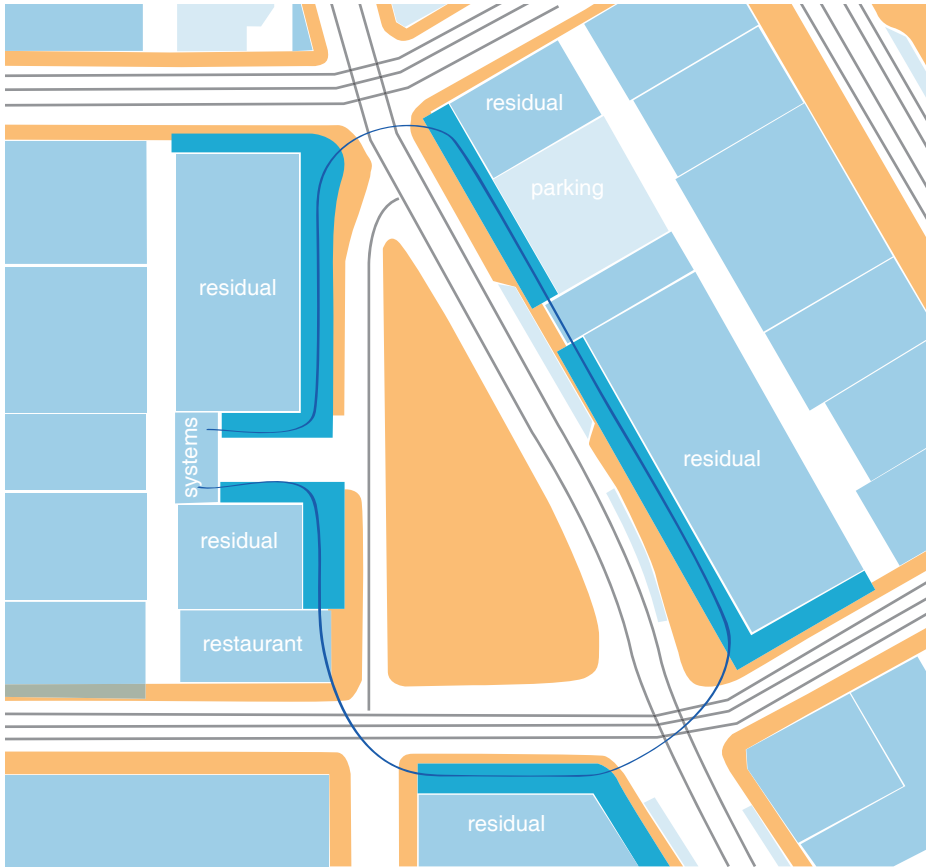


- | | |
|--|---|
| <p>1 45 Grand River
Tenant: H&S Deli</p> <p>2 1254 Griswold
Commercial-other
Owner: Josephine Aubrey Louis</p> <p>3 1250 Griswold
1927
3 story
Office
Owner: North American Investment (1998)</p> <p>4 1214 Griswold (Griswold Building)
1951
14,000 SF
Multifamily duplex/triplex/fourplex
Albert Kahn
Tenant: Griswold Ltd Dividend ASC</p> <p>5 1200-1212 Griswold/24 State (United Way Community Services Building)
1895
12 story
108,000 SF
Spier and Rohns
Owner: City Development Authority</p> <p>6 1145 Griswold
1912
11 story 50 units
Multifamily mid/high rise
Owner: City of Detroit DDA (2009)</p> <p>7 115-137 State Street
1931
6 story
Retail</p> | <p>8 1201 Griswold
1972
4,822 SF
Retail-restaurant
Owner: CDS Properties Ltd (2010)</p> <p>9 1211 Griswold
1923
2,690 SF
Retail-free standing
Owner: AT&T Mobility LLC</p> <p>10 1215 Griswold
Commercial-other
Owner: Griswold Development Group Inc (2002)</p> <p>11 1227 Griswold
Commercial-other
Owner: 150 Michigan Avenue LLC (2010)</p> <p>12 1249-59 Griswold (Farwell Building)
1914
8 story 4 units
88,086 SF
Multifamily/low rise
Owner: Michigan Land Bank Fast Track Authority (2010)</p> <p>13 1265 Griswold
1900
4 units
36,000 SF
Retail-free standing
Owner: Harmonie Plaza Inc (2011)</p> <p>20 1134 Griswold
4 units
53,424 SF
Commercial-other
Owner: 1134 Griswold LLC (2004)</p> |
|--|---|



design

Program



go - buy - see - eat - wear - hear - give - make - live

temporary structures to
encourage reinvestment

units disassembled when
businesses move in

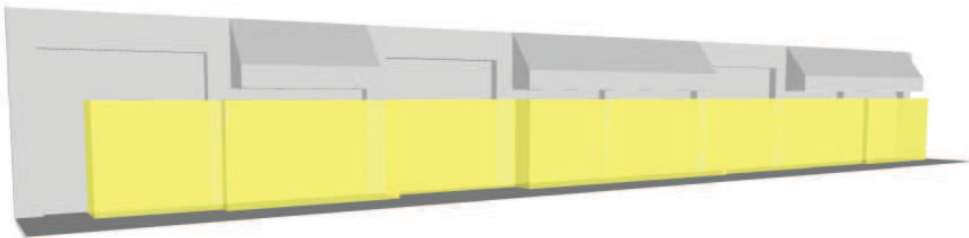
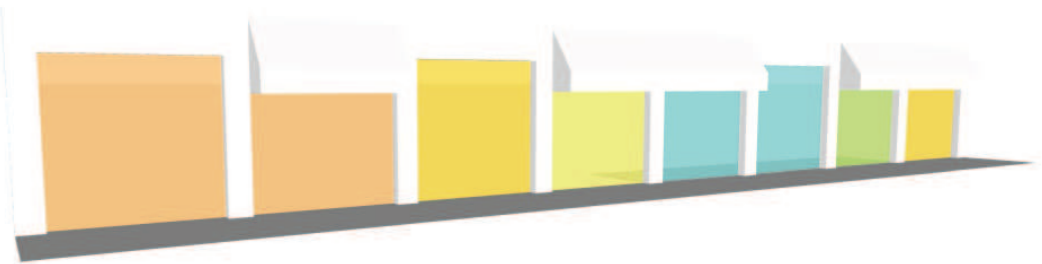
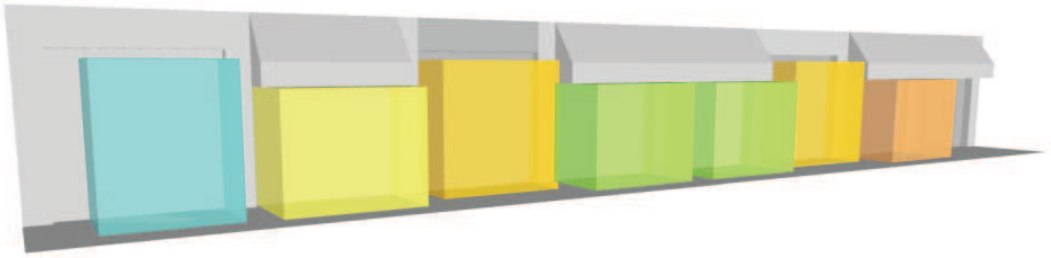
residual space uses

- offices
- restaurants
- storage, inventory
- housing
- community
- low rent stores

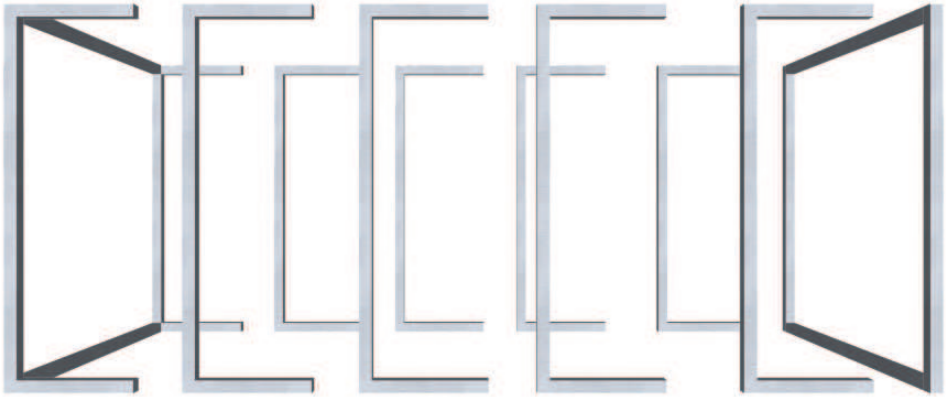
potential store types

- mens & womens clothing
- salon
- bakery
- bodega/market
- pharmacy/sundries
- art gallery
- coffee or tea shop
- restaurant
- bookstore
- home furnishings

Early Concepts

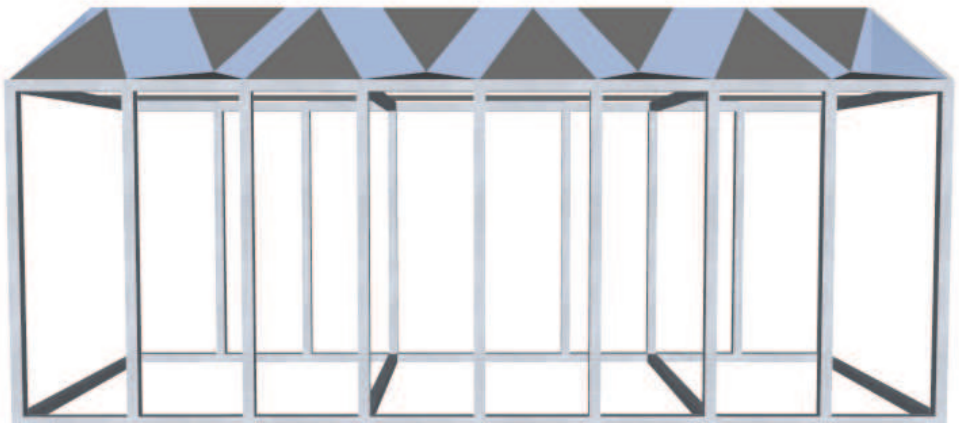


Early iterations experimented with different physical manifestations of new storefronts. Individual box-type modules attached to the front of existing structures (top). A window-centric intervention: individual modules inserted into the buildings, blending flush with the existing structure but creating a new front (center). A single ribbon set against the structure (bottom).



Conceptual sketches and modeling led to a system of free-standing units of temporary stores, rather than only storefront modification. Units can rest against buildings, sit partially within them, or be completely free-standing. The system can be placed on streets, sidewalks, parking lots, or green space.

Preliminary design created a simple, rectangular structure. Systems (air and electricity) for the system are not dependent on the existing structures. Plumbing is not included in the units due to size constraints and the scheme's temporary nature. A raised roof accommodates the systems and also adds visual interest while preventing rain pooling on the roof and heavy snow loads building up.



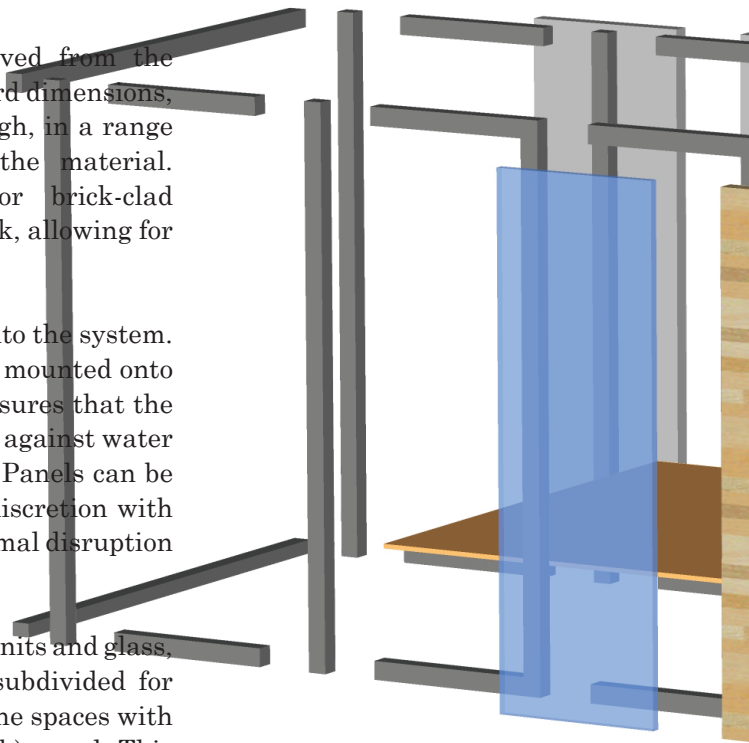
The strip is a system of units constructed on or off site. The metal frame is comprised of pieces 4 inches by 4 inches and of varying lengths, connected together by interlocking fasteners. Vertical members are typically 10 feet long and connected by horizontal members 3 feet long. Horizontal members bridging the front and back sides of the module are 9 feet 4 inches. Horizontal members resting on the ground are 2 inches by 4 inches to accommodate the flooring.

When the unit has been assembled to the occupants' desired size, a flat flooring material 2 inches thick rests on top of the spanning members.

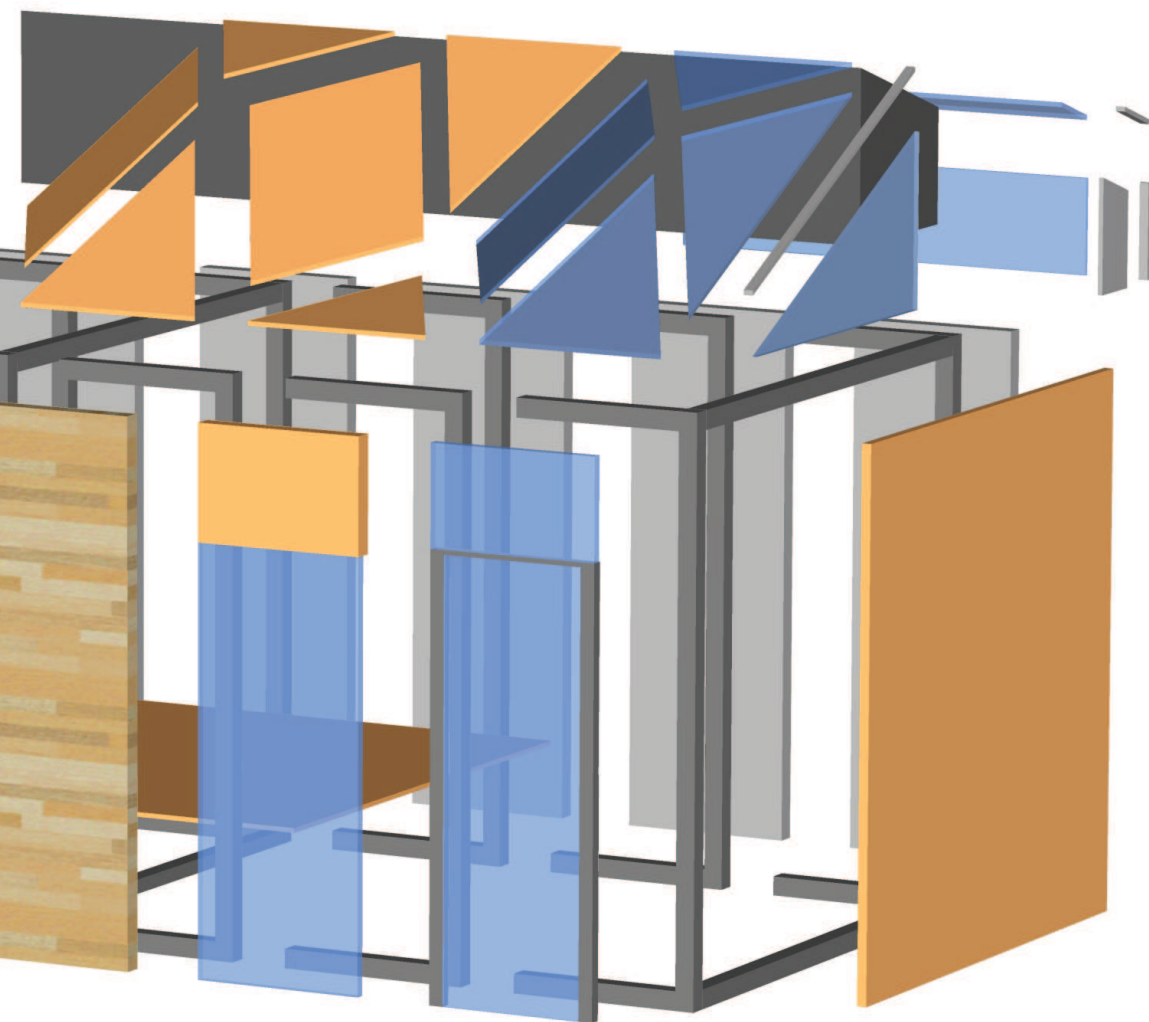
The system's flexibility is derived from the infill panels. Panels have standard dimensions, 3 feet wide by 9 feet 4 inches high, in a range of thicknesses depending on the material. Drywall, wood, siding-clad, or brick-clad panels are typically 4 inches thick, allowing for insulation and an interior face.

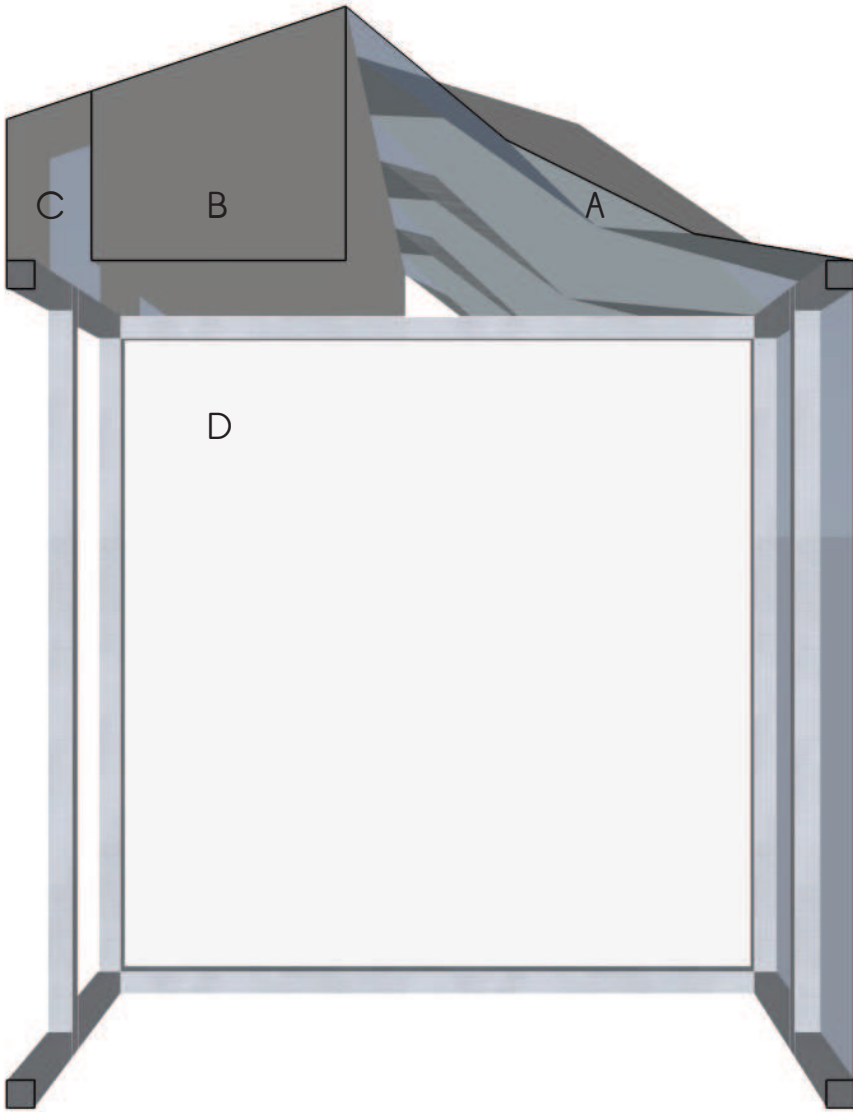
The panels are easily installed into the system. The materials fit within a frame mounted onto the members with bolts. This ensures that the panels stay in place and protects against water infiltration and major heat loss. Panels can be switched out at the occupant's discretion with relative ease and labor, and minimal disruption to everyday operations.

Other panels types include door units and glass, operable or not. Units can be subdivided for multiple tenants by separating the spaces with a drywall (or other interior finish) panel. This makes the system convenient for temporary uses, as tenants can move in and out with the units' size changing as determined by the store type. Other material options could include glass block, core-ten, metal, or stone cladding.



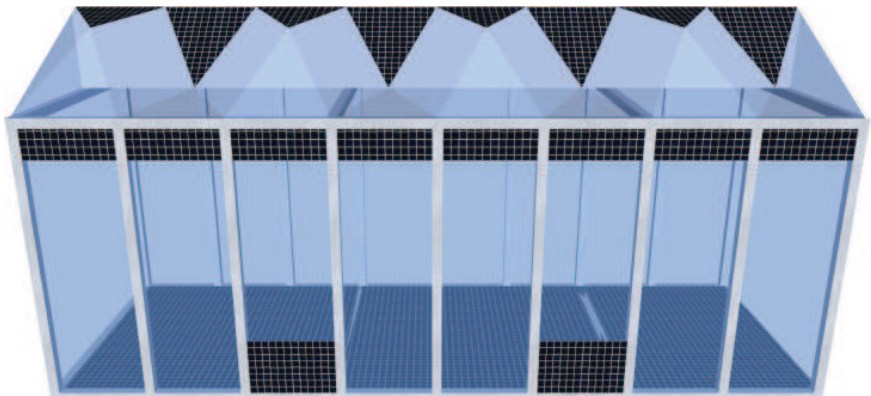
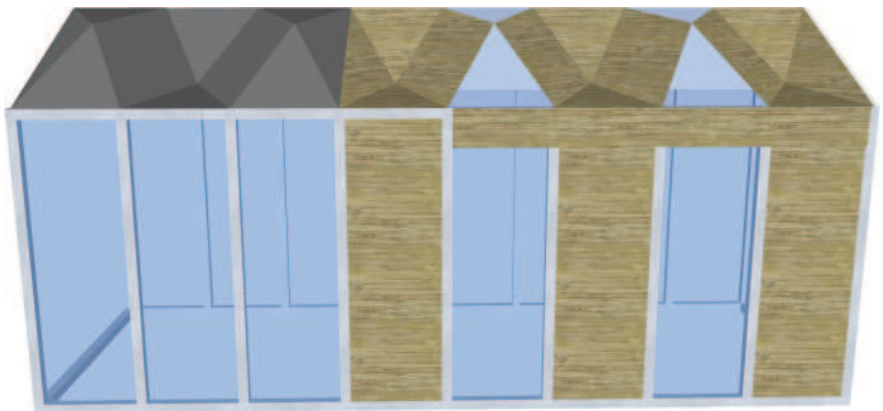
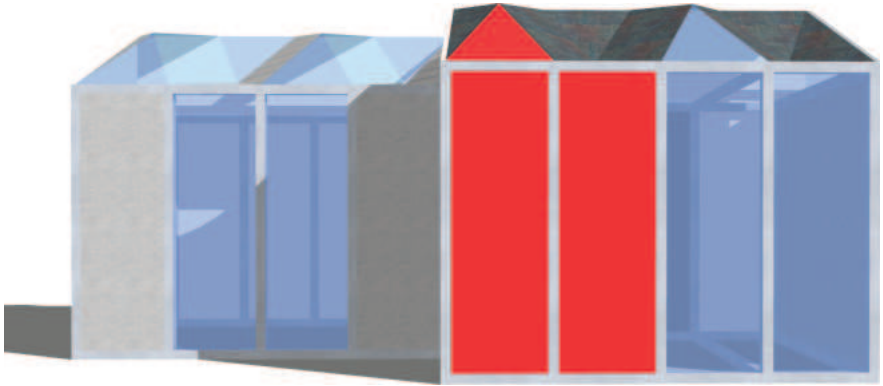
Assembly



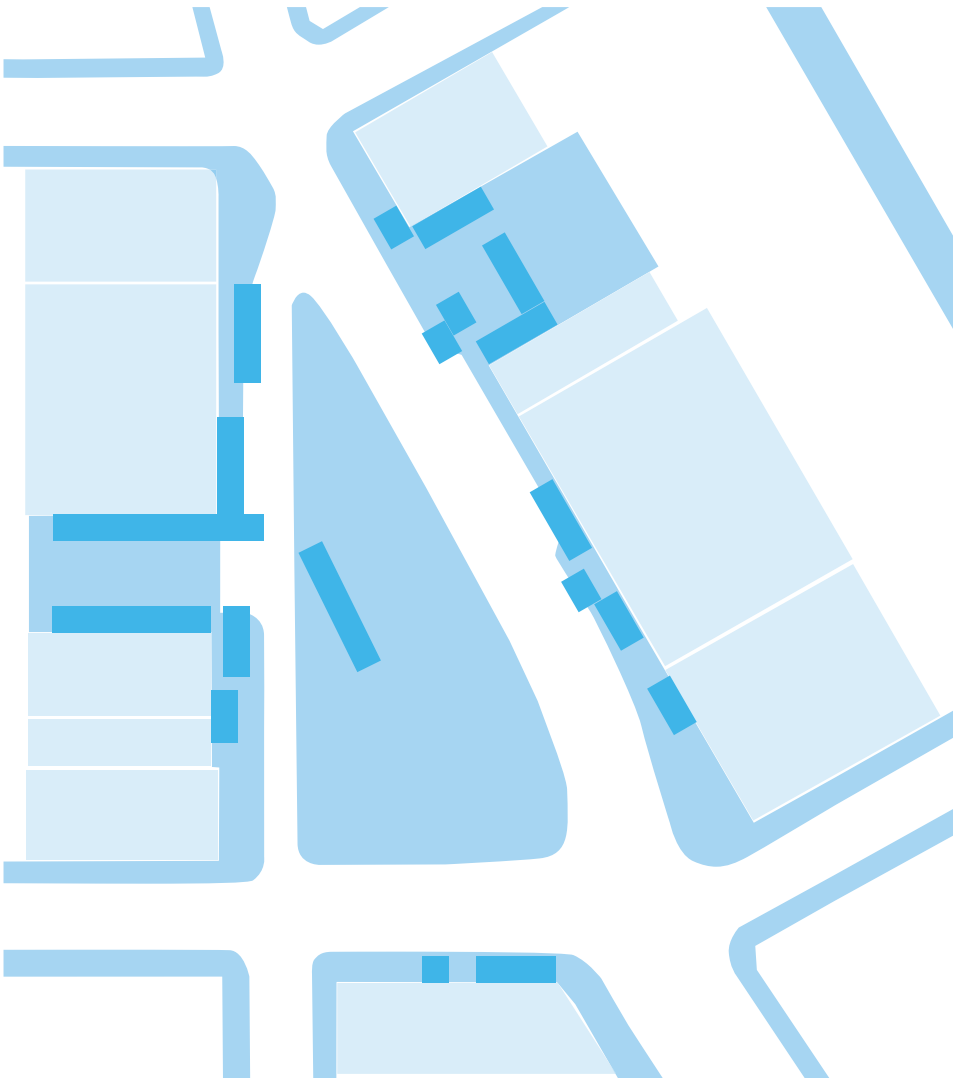


Section through unit, showing:
[A] undulating roof structure
[B] hollow space for systems (unit
air conditioners and electrical
wires)
[C] back daylighting space
[D] dividing wall between store
units

The modular units and roof allow flexibility of materials, with each piece able to be a different material.



Possible scenarios for configuration within Capitol Park. The system's flexibility allows for small units scattered throughout the area, or longer, less temporary pieces. Units can rest against existing buildings or stand on their own.



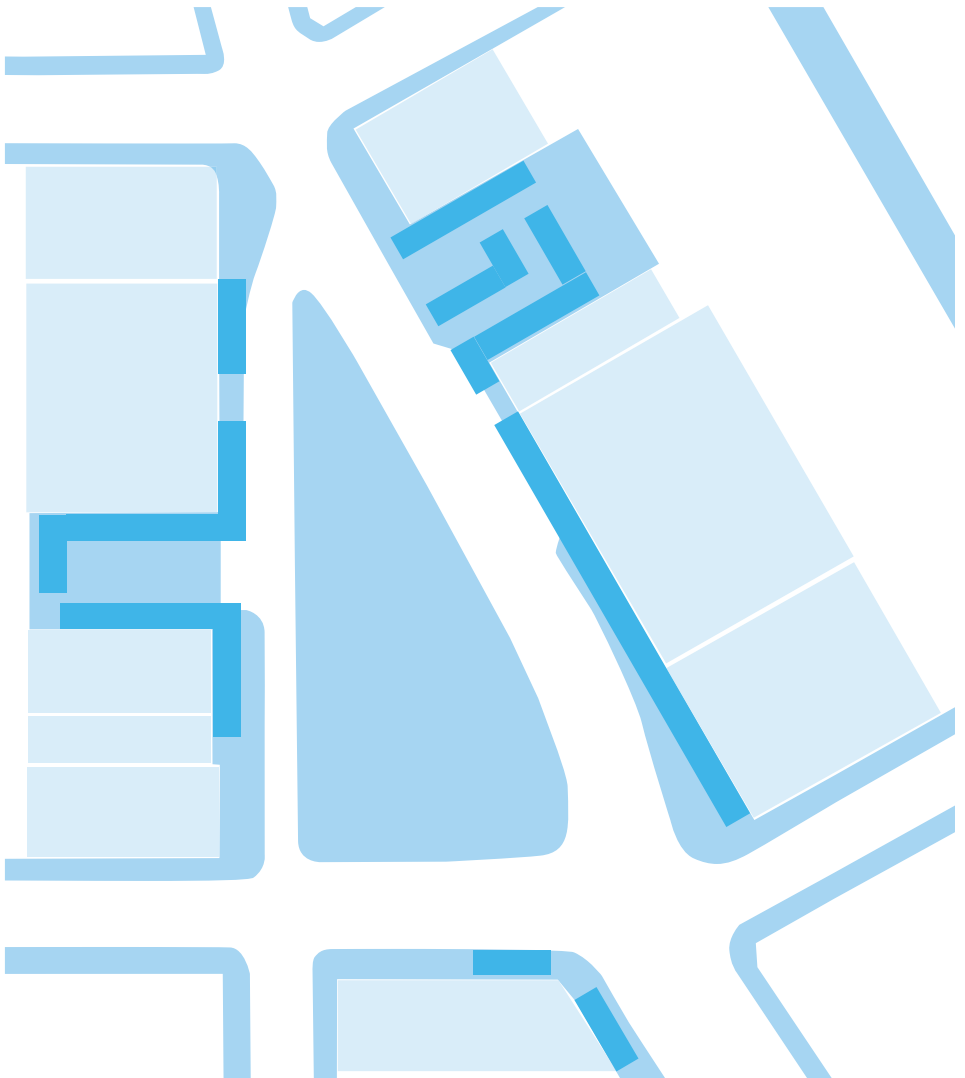
UNITS



EXISTING STRUCTURE

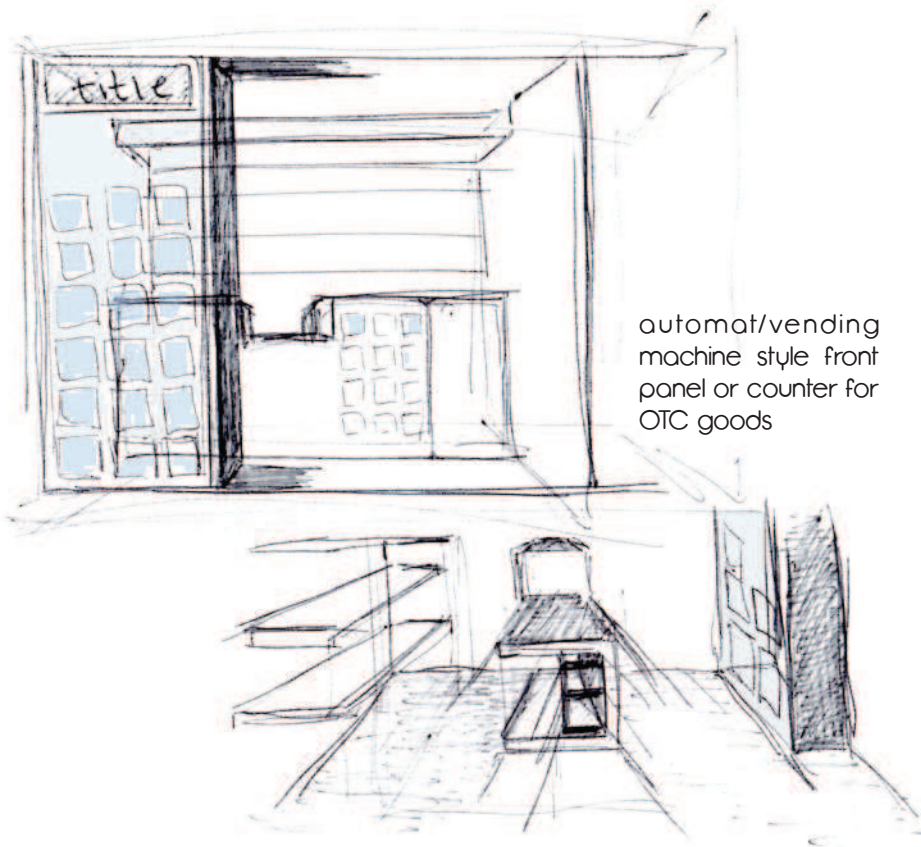


PEDESTRIAN SPACE



Inhabitants/Conceptual Sketches

PHARMACY



automat/vending
machine style front
panel or counter for
OTC goods

small space requirement
no seating
security for goods behind the counter
minimal display
based on transaction not experience

TEA LEAVES/COFFEE GROUNDS STORE



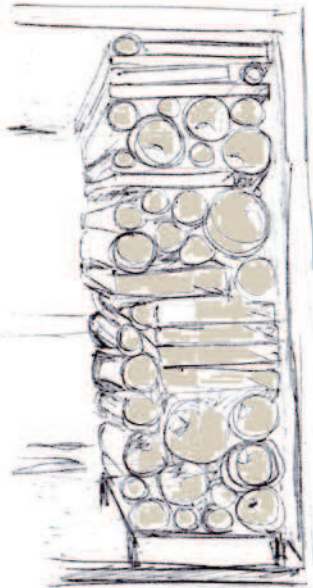
storage behind the counter
goods are modular (minimal display)
attendant handles goods
minimal storage
experience is important

PAPER/STATIONERY STORE

case stores paper types while creating visual interest



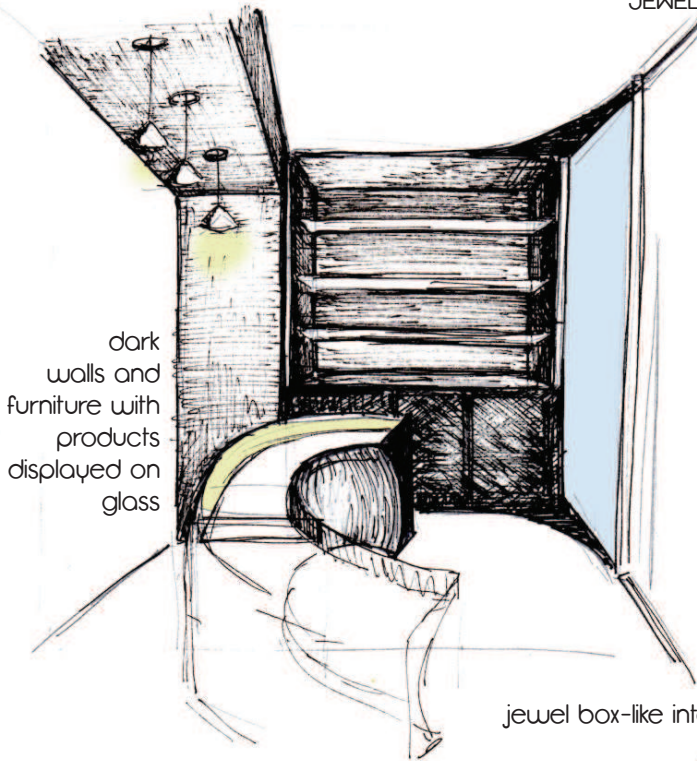
folded fiber blinds emphasize types of goods



moveable flat-storage modules can double as counters or seating

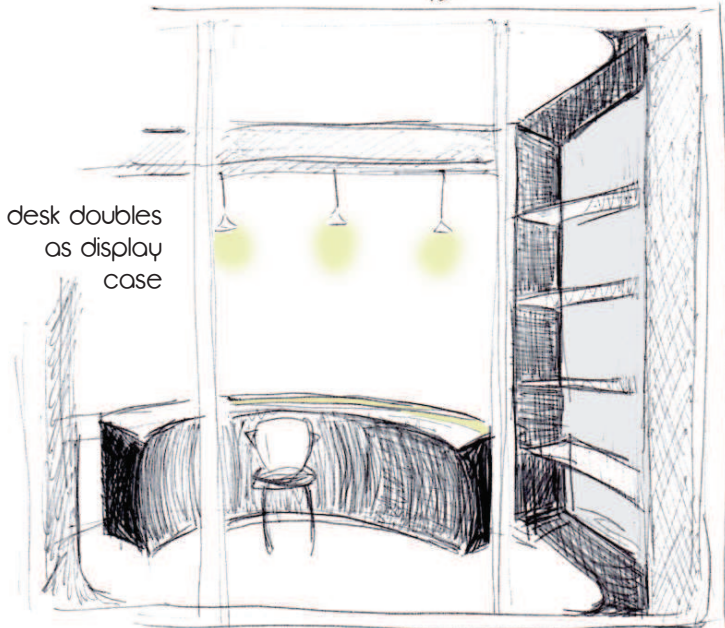
display is important (shows goods sold and creative possibilities)
shop attendant's role is less about handling goods than it is about providing information

JEWELRY STORE



dark walls and furniture with products displayed on glass

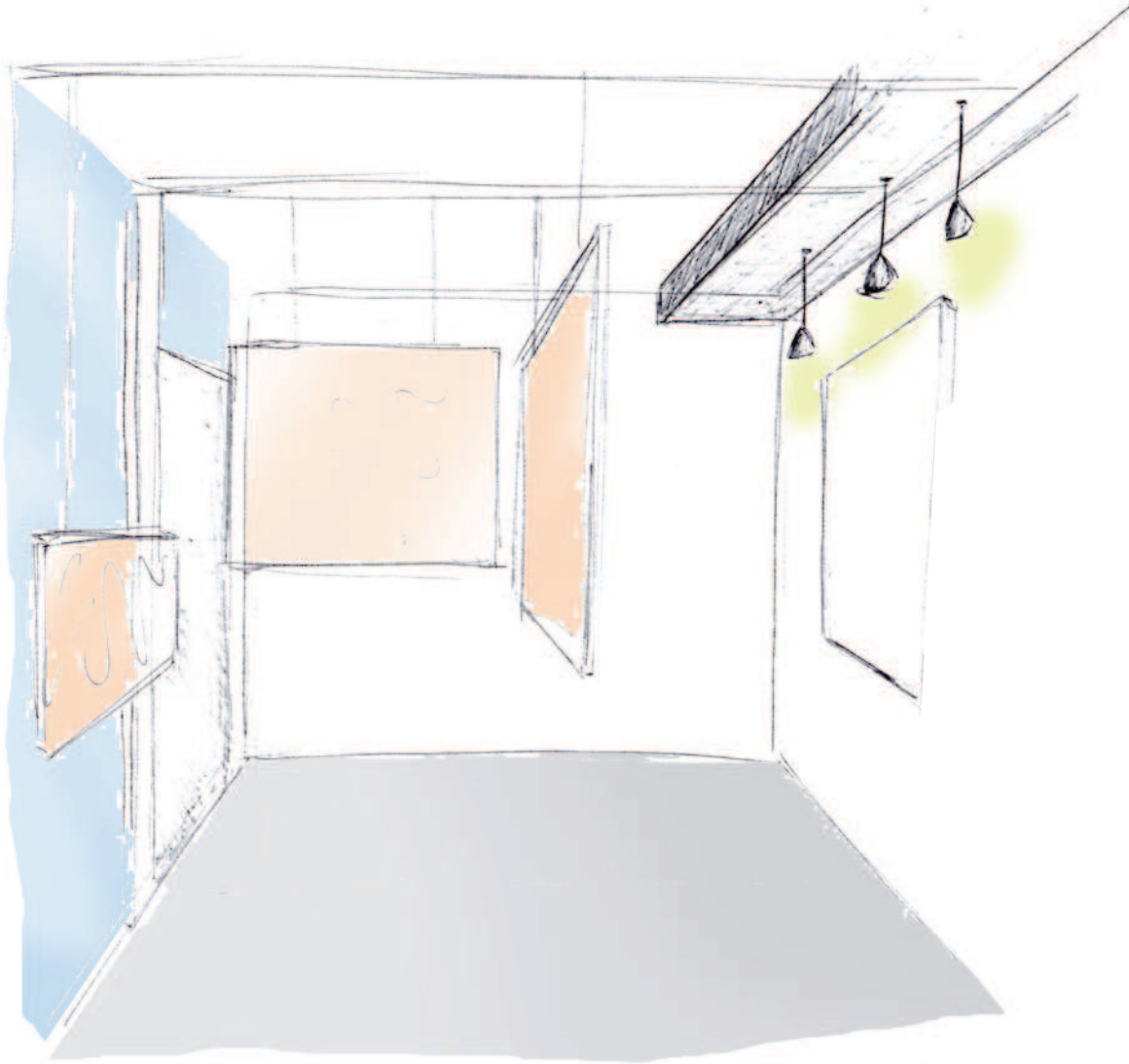
jewel box-like interior



desk doubles as display case

security and display are most important
shop attendant is crucial (handles goods, and interacts directly and extensively with shoppers)

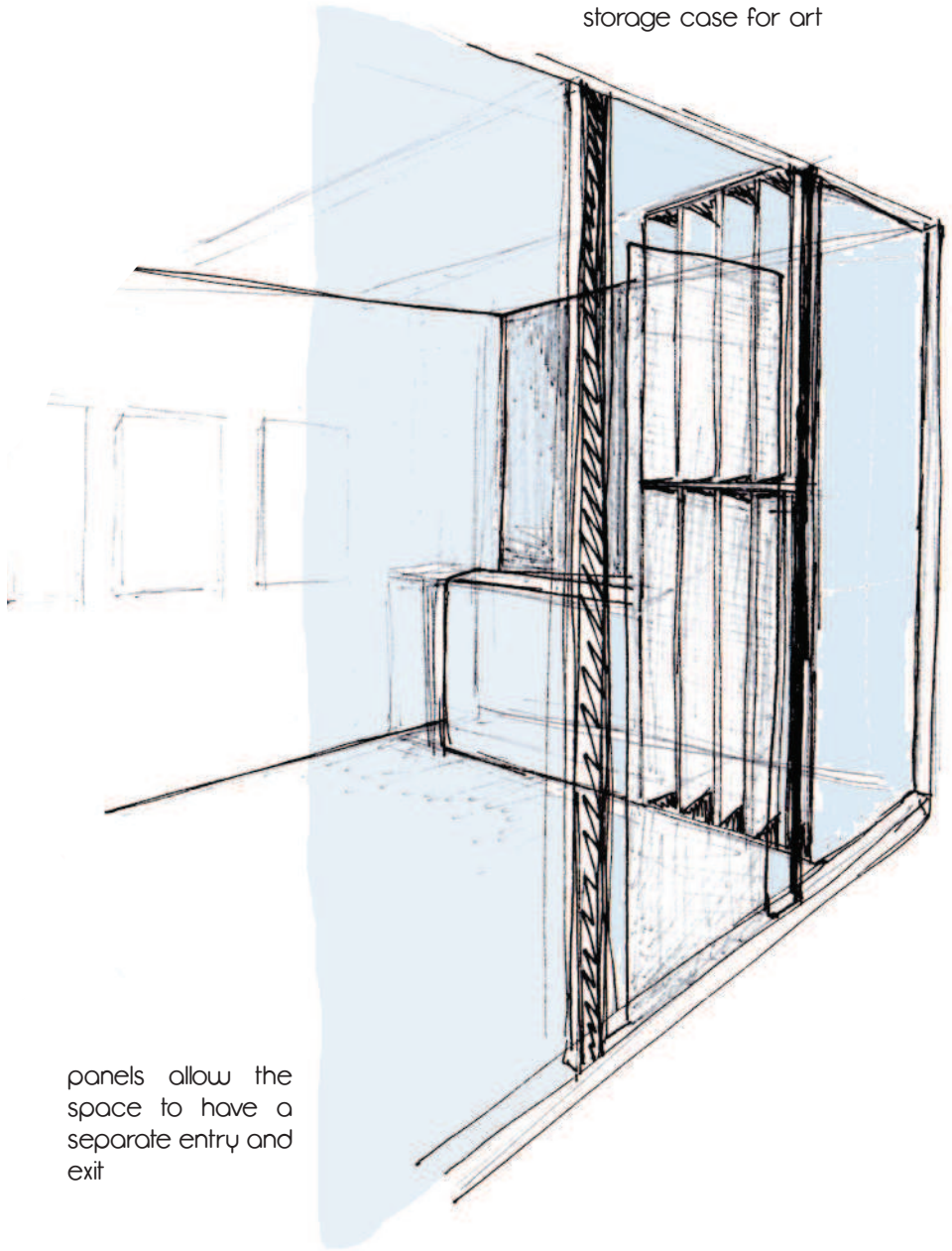
ART GALLERY



ideal use for a narrow-space
display is most important
placement of art shapes and directs how people move through the
space
can house traditional media, digital, or sculpture

desk for attendant and information

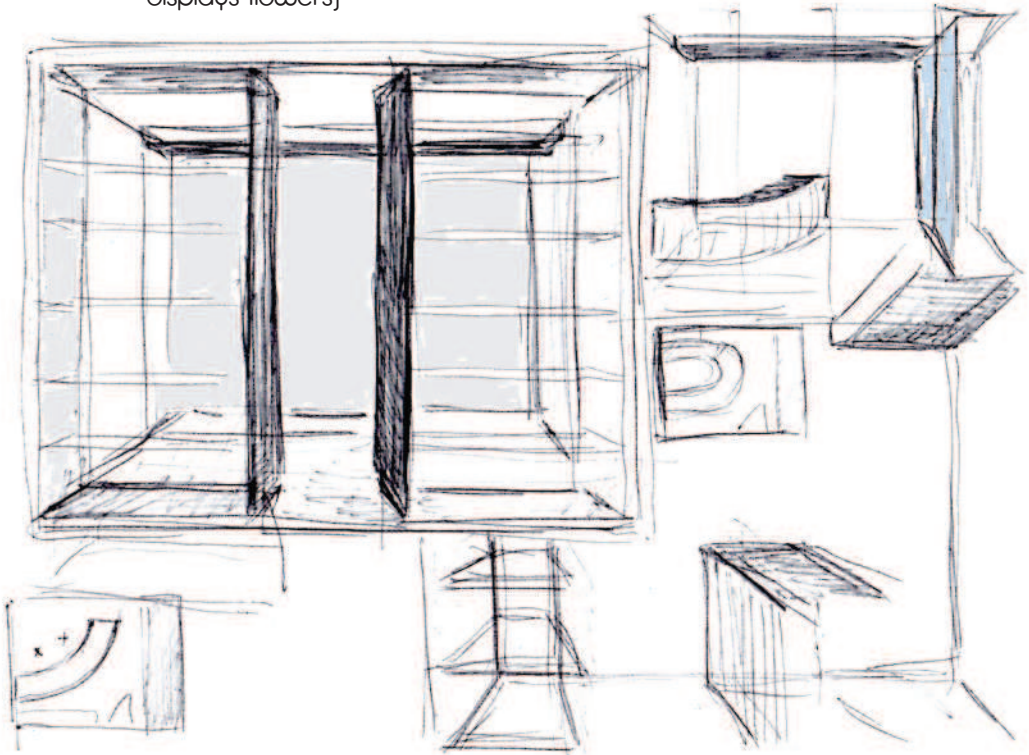
storage case for art



panels allow the space to have a separate entry and exit

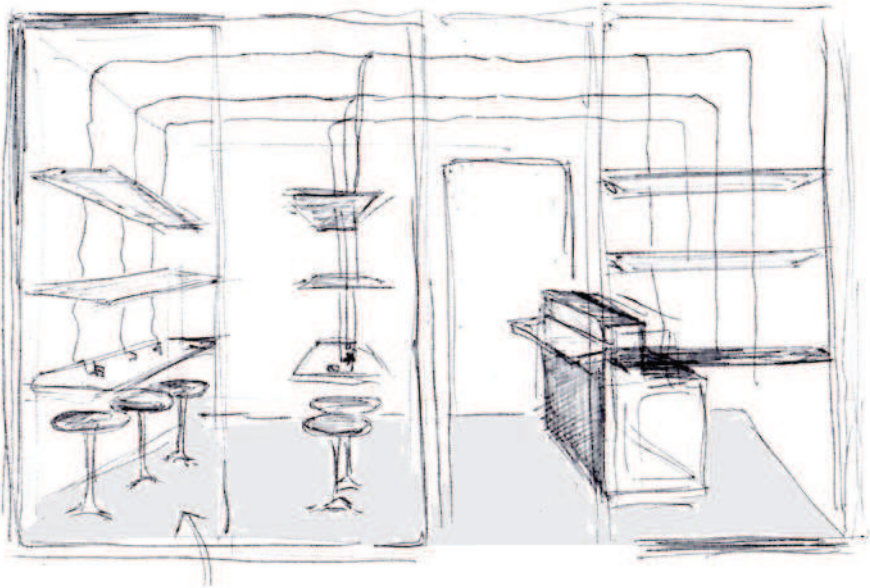
FLORIST

front panels are
refrigerated storage
cases [stores and
displays flowers]



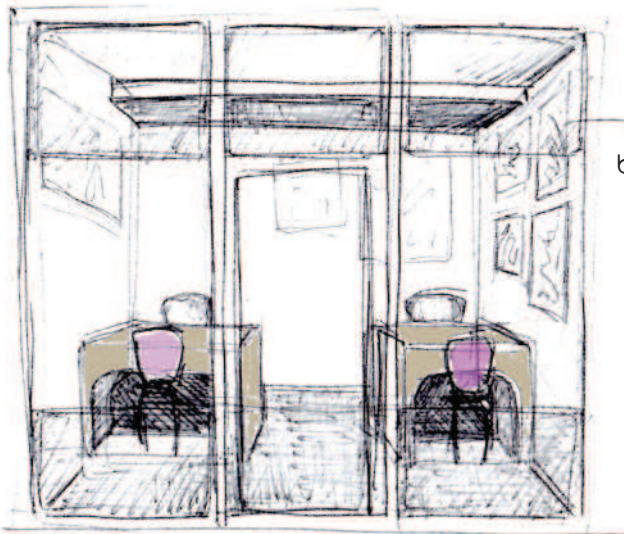
goods are sold based on visual appeal
requires very little shopper space and lots of work space

ELECTRONICS STORE



storage can be on the shelves
requires space for shoppers to inspect goods
wiring follows a grid, allowing items to be charged in place

TRAVEL AGENT

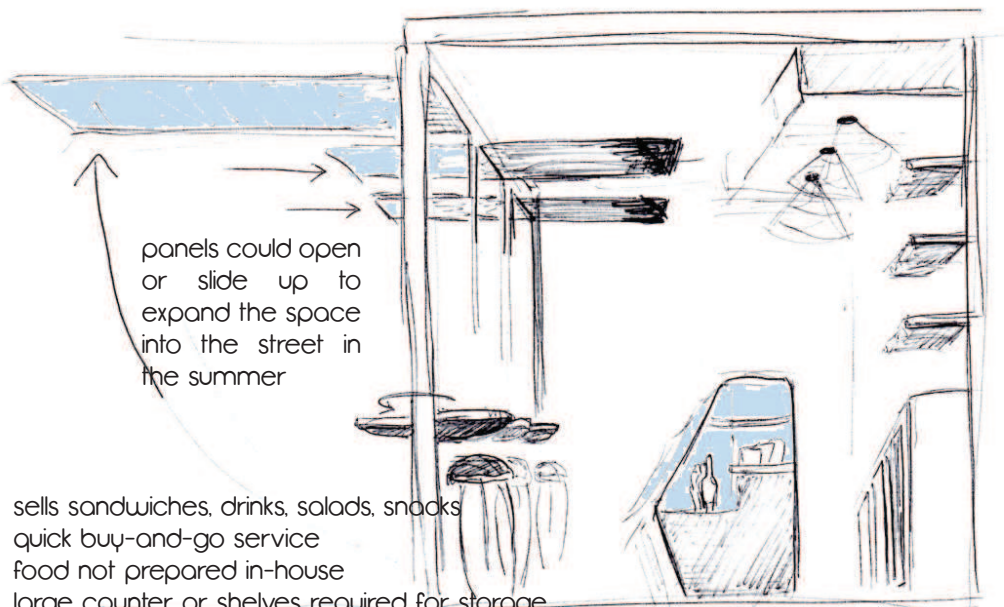


minimal space
required

transaction is
based on service,
not goods

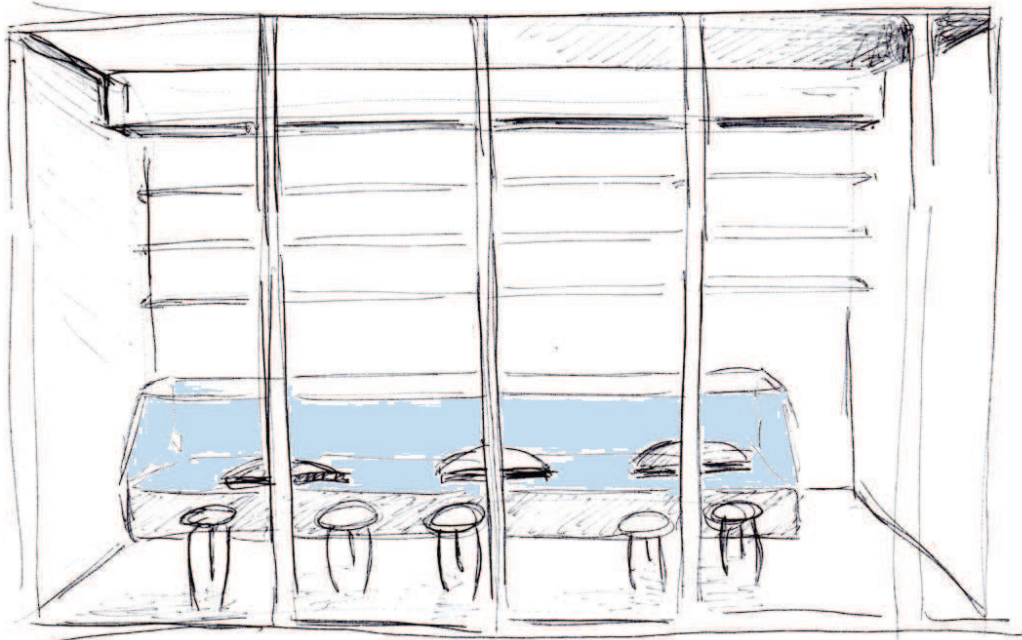
front panels
could display
posters or
LCD screens
advertising
destinations

BODEGA/LUNCH COUNTER

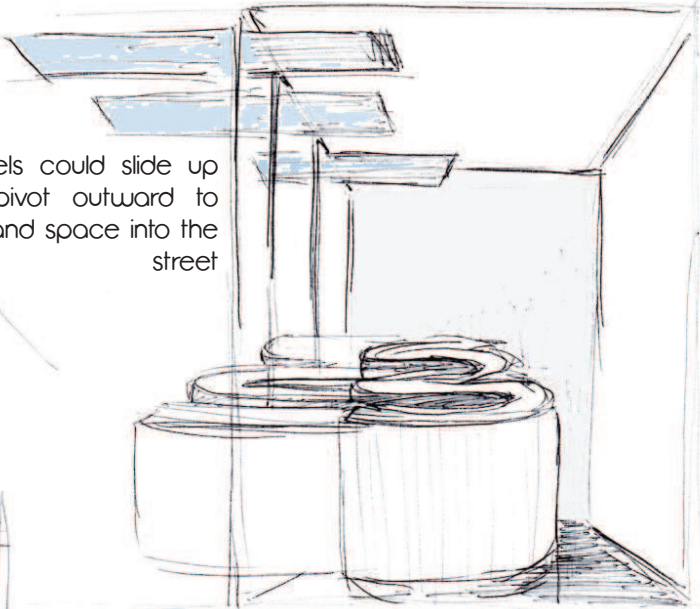


panels could open
or slide up to
expand the space
into the street in
the summer

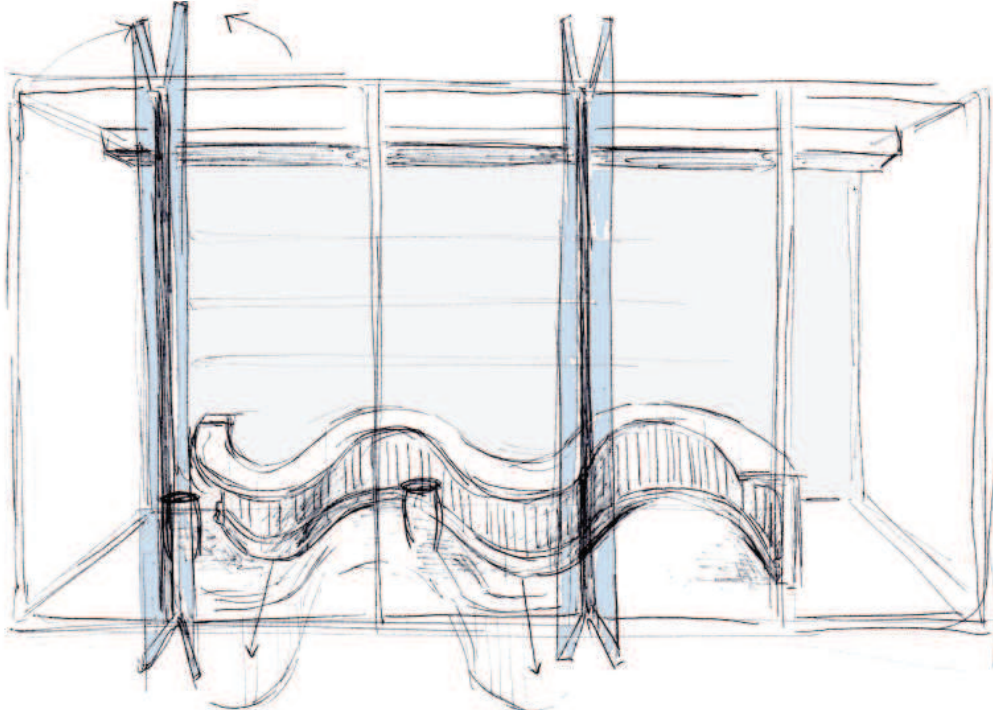
sells sandwiches, drinks, salads, snacks
quick buy-and-go service
food not prepared in-house
large counter or shelves required for storage
based on display and interaction with attendants
shoppers pick products but don't handle directly until sale is complete
seating for shoppers to sit and eat at



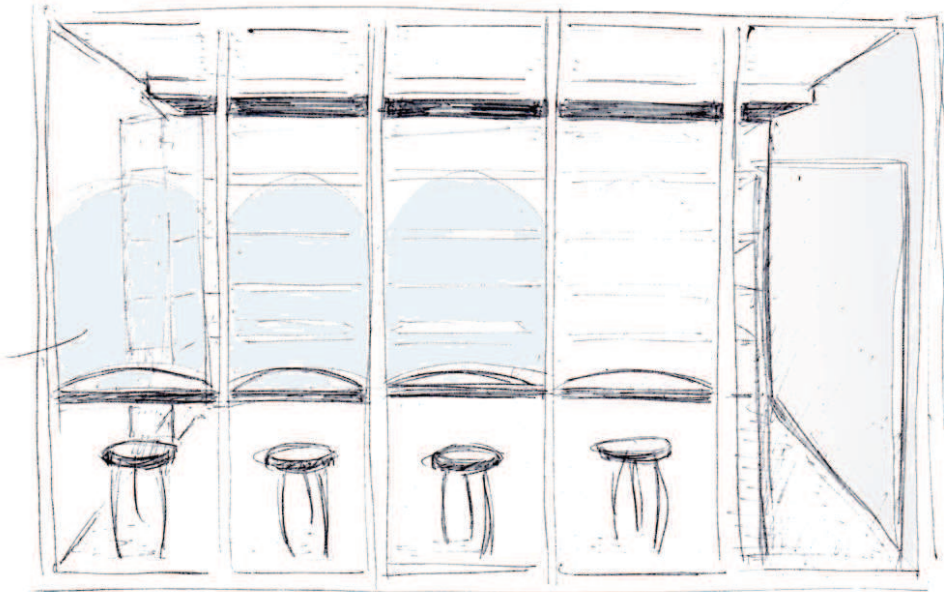
panels could slide up
or pivot outward to
expand space into the
street



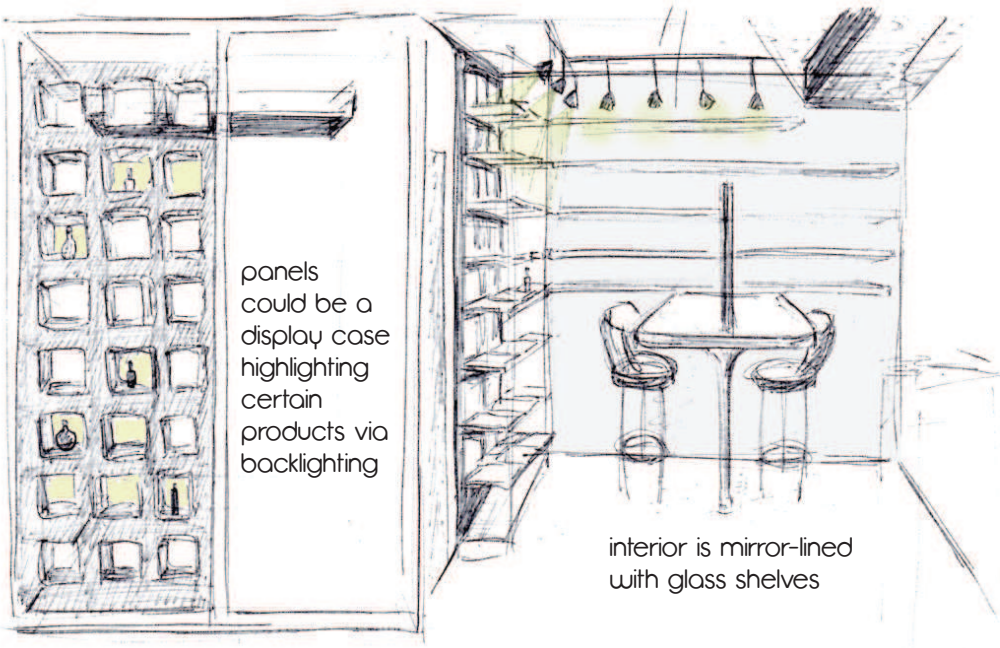
seating could slide to expand if panels are opened



COSMETICS STORE



panels could be one-way mirror
with customers trying products
inside

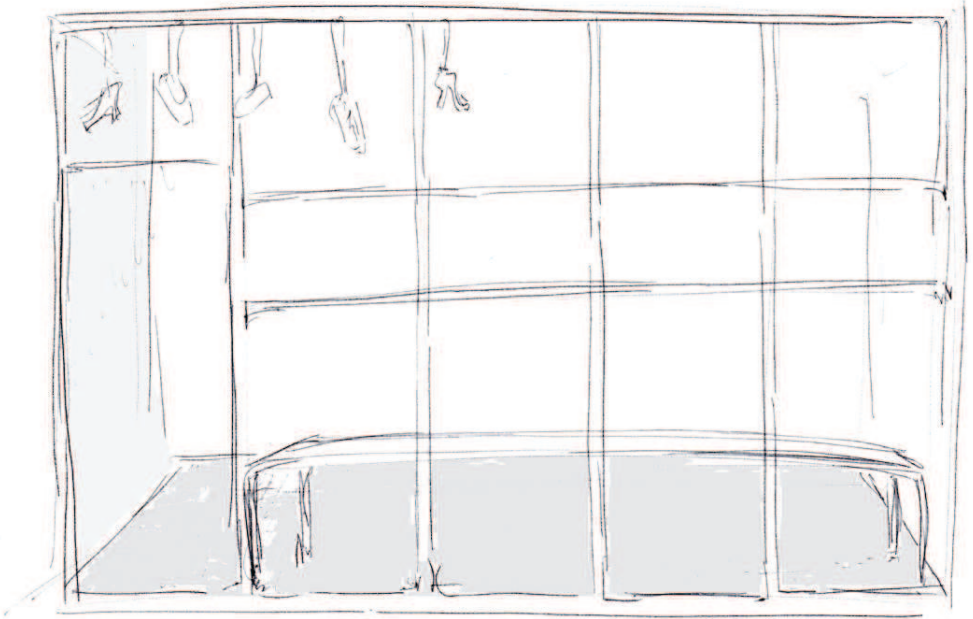


panels
could be a
display case
highlighting
certain
products via
backlighting

interior is mirror-lined
with glass shelves

requires space for shoppers to try products
based on transaction, experience, and interaction with attendant

SHOE STORE



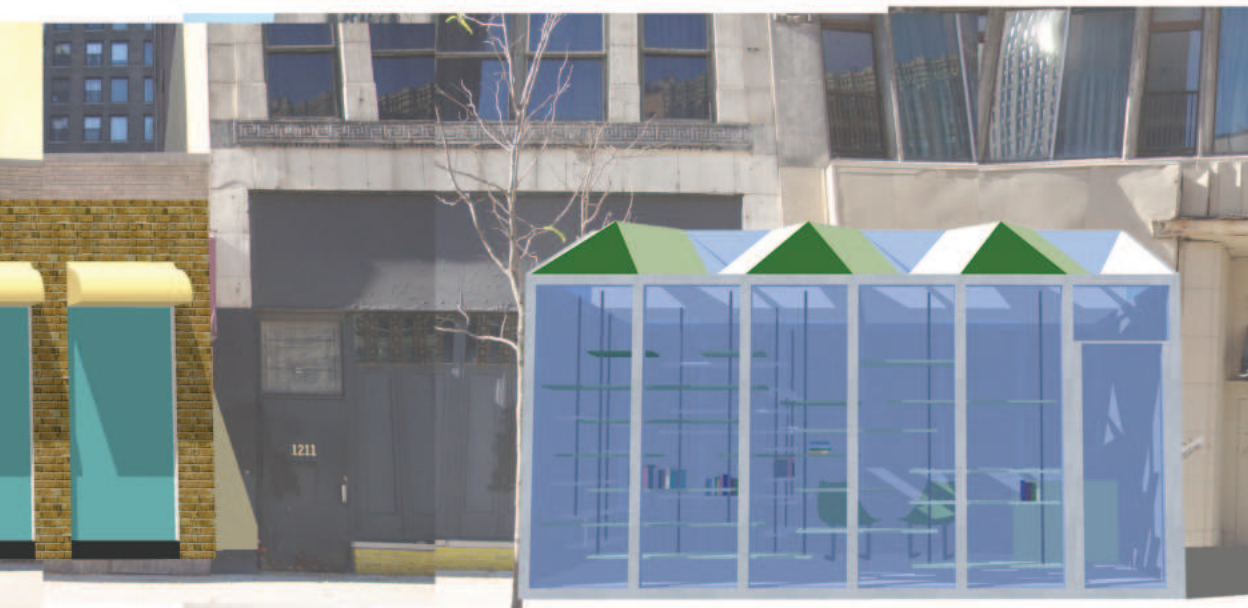
storage of shoes can become the display,
creating wall of shoe boxes against windows



requires seating to try on shoes
requires storage of modular products [products come in various colors
and sizes]
entry is based on display or necessity
sale is based on experience in store and interaction with attendant

Panorama elevation of units
placed in Capitol Park.











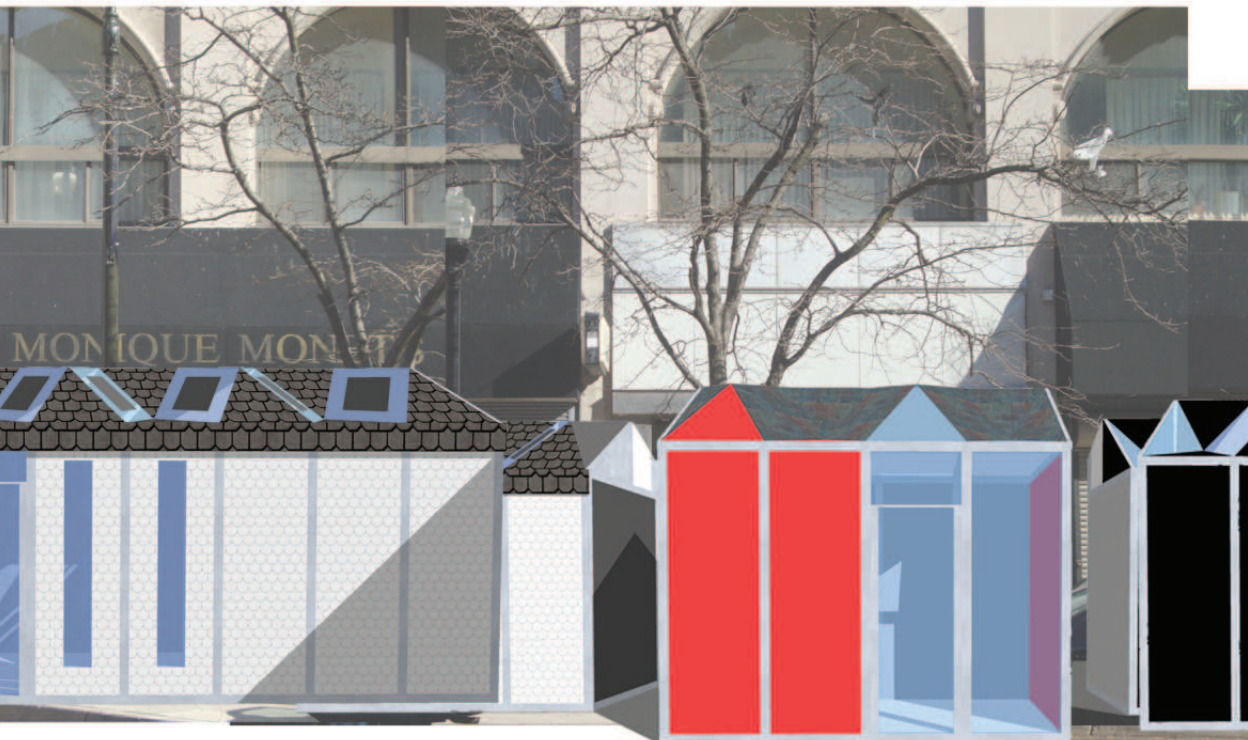


























AVAILABLE
EXCLUSIVE
LIST 963-SOLD

1076

View of possible art gallery. An art gallery is an ideal use for the system, as the work can be accommodated into the narrow space and the layout can guide the user's path through the space.





Units in place of storefronts showing reactivation of the area.





Section through possible art gallery and tea leaves/coffee grounds store. Units can be placed directly against existing structures or set apart from them to allow space for pedestrians.





View of unit within the park. The panel system allows it to have entrances on any side.







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