**Observation:** abandoned strip malls

**Problem #1:** time wasted running around

**What If:** ‘needs’ could also be ‘wants’?

**Solution:** bring outside in, use space more efficiently, allow users to customize & control their experience.

**Problem #2:** big generic boxes, USA

**Solution:** centralize day-to-day activities

**Problem #3:** big box stores fulfill ‘needs’ but not ‘wants’

**What If:** ‘needs’ could also be ‘wants’?

**Solution:** use visual merchandising to elevate basics

**Location:** Newport News, VA | The Tidewater Region

**Site:** Denbigh Village Shopping Center

**Regional Character:** Southern heritage

**Program Elements / Precedence**

A. Laundry lounge  
B. Dining/work pods  
C. Elevated essentials

**How** can these elements be infused to create a sense of place?

**How** is this model failing middle-class consumers?

**Problem #1:** time wasted running around

**Problem #2:** big generic boxes, USA

**Problem #3:** big box stores fulfill ‘needs’ but not ‘wants’

**What If:** ‘needs’ could also be ‘wants’?

**Solution:** bring outside in, use space more efficiently, allow users to customize & control their experience.

**How** can these elements be infused to create a sense of place?

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**75%**

**Of U.S. Households Earn Less Than $85,000 / Year**

**In This Area, the Household Average is**

**$50,000 / Year**
"elevate" the experience of middle class suburban life by converting a vacant generic box store into . . .

adaptive reuse

CIRCULATION

24 hr access & security

MOTHER & 2 CHILDREN
11 am - 1:20 pm
- entry & check-in: 5 minutes
- laundry: 15 minutes
- cafe: 7 minutes
- lounge: 23 minutes
- laundry: 6 minutes
- retail: 6 minutes
- lounge: 51 minutes
- laundry: 15 minutes
- check-out & exit: 7 minutes

COLLEGE STUDENT
11 pm - 1 am
- entry & check-in: 5 minutes
- cafe: 3 minutes
- lounge: 50 minutes
- retail: 6 minutes
- lounge: 51 minutes
- check-out & exit: 5 minutes

SCALE: 1/8" = 1'

crane system lifts cubes to clear floor for events
experience

... a destination home retail shop and laundry cafe designed around the local needs and character of the region.

EXTERIOR | atrium draws light & people inward

ENTRIES | evocative. welcoming. clean.

TREE PROMENADE | light filtration tree tubes

LAUNDRY STATIONS | elevated. secure. efficient.

OPEN WORKSPACE | multi-purpose. central. collaborative.

BACKYARD DECKS | communal. open. relaxed.

COFFEE + TEA BAR | quick. restorative. simple.

CUBES | adaptable lightweight pods on crane lift system