Any effort to revitalize our metro areas must address the increasingly unsustainable residential subdivisions that make up the largest share of the American built environment.

Burdened with a land use pattern dependent on vehicular travel, these areas strain the budgets of residents and governments alike.

But suburbs are here to stay and abandoning them is not a viable option. What we need is a way to make them work better.
THE GENERAL IDEA

EXISTING CONDITION

SUBURBANITES HAVE TO DRIVE... FOR EVERYTHING...

OVER HALF THE vehicle trips generated by suburban households are for everyday needs, such as getting a cup of coffee. These seemingly inconsequential short trips add up to unsustainable costs for residents, governments and the environment.

THE GENERAL STORE CONCEPT

PROGRAM

PUBLIC SERVICES + PRIVATE GOODS = SUBURBAN GENERAL STORE

To be most effective, public and private programs that supply everyday needs would be combined at a single location.

A SUBURBAN GENERAL STORE

IMAGINE ONE IN EVERY SUBDIVISION IN AMERICA

5 MINUTE WALKING RADIUS

THE STORES WOULD BE IMPLEMENTED AS PUBLICLY-CONSTRUCTED, PRIVATELY-OPERATED FACILITIES IN EACH SUBDIVISION

EXISTING LAND USE

EACH YEAR THESE SHORT TRIPS ADD UP

$561 IN PUBLIC AND PRIVATE COSTS PER HOUSEHOLD

PUBLIC SECTOR

45% TIME | 2% FUEL | 52% REPAIRS

$252

RESIDENTS AND PRIVATE SECTOR

15% TIME | 85% FUEL

$309

... BUT A NEW PUBLIC INTERVENTION COULD CHANGE ALL THAT

A NETWORK OF Suburban General Stores - located in the thousands of underserved community buildings found in subdivisions throughout the country - would limit these vehicle trips by centralizing everyday services within easy walking distance of residents.
THE GENERAL STORE

SITE STRATEGY

TAKE 1 UNDERUTILIZED SEMI-PUBLIC BUILDING...

BECAUSE OF RESTRICTIVE zoning codes, the one non-residential building found in most subdivisions is a private community center, such as a pool house. The Suburban General Store is inserted into these underused structures to become functional centers within each subdivision.

EXISTING POOL HOUSE

PRIVATE COMMUNITY CENTER

COMMERCIAL PROGRAM

PUBLIC PORCH

Public Porch as Infrastructure

Plug in Table
Heater Column
Light Column
Recyle Cart

Private Plug in Programs

Coffee Window
Fed Ex Window
Everyday Retail
Dvd Kiosk
Business Center

Program Strategy

...ADD A PORCH, BLEND WITH A MIX OF PROGRAMS

The publicly-constructed and privately-operated Suburban General Store consists of a balanced mix of uses and elements chosen to generate the maximum foot traffic, local support and benefits within the subdivision.
TAKE A SHORT WALK DOWN TO THE GENERAL STORE

KICK BACK AND have some coffee, converse with neighbors, or pick up your mail. Every trip to the suburban general store helps revitalize the neighborhood and the country.

SOME LOCAL NUMBERS

621,000 DOLLARS
the public sector savings generated by a typical general store's construction

44,500 GALLONS
the amount of less fuel consumed per year by the subdivision (7% of total)

14 JOBS
the increase in private sector employment created by each general store's construction, operation and home businesses

5 POUNDS
the average weight loss of residents who now have a daily destination within walking distance
NEW NODES FOR A SUBURBAN NATION

WHILE SUBURBAN GENERAL stores have great effects on their individual subdivisions, they act as nodes on the regional scale that will catalyze larger and more visible public benefits. Their additive impact on the national scale will help put the country on the path to economic and ecological sustainability.