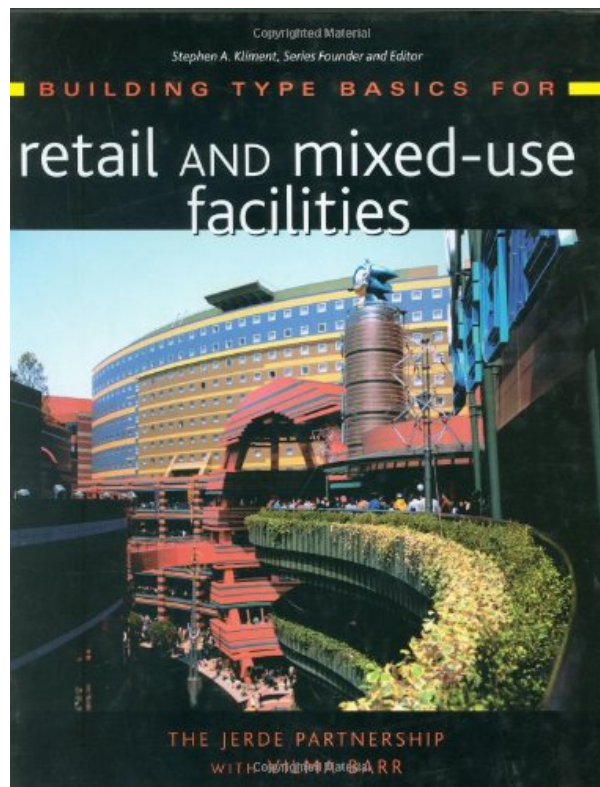
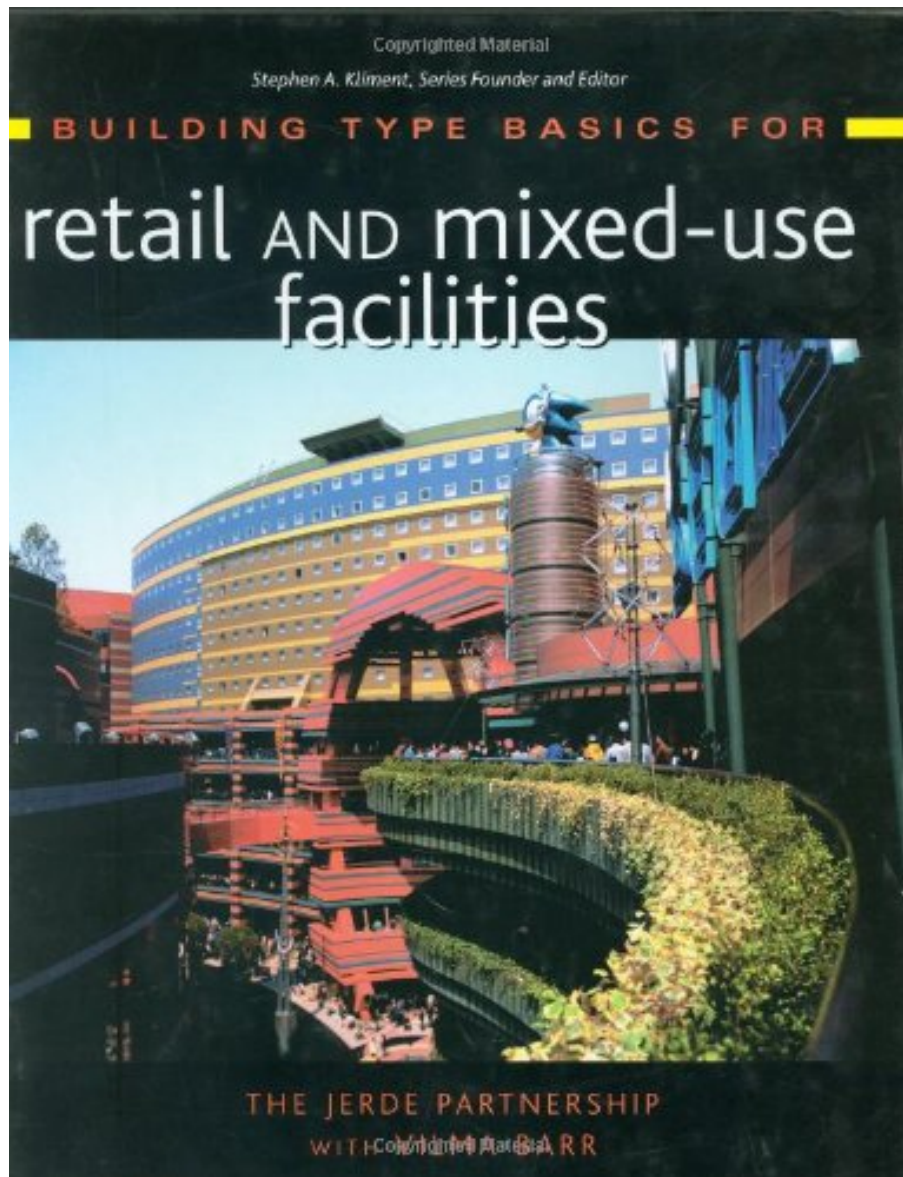


BUILDING TYPE BASICS FOR RETAIL AND MIXED-USE FACILITIES BY THE JERDE PARTNERSHIP



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From the Inside Flap

Building Type Basics for Retail and Mixed-Use Facilities presents nuts-and-bolts guidelines and inspirational, real-world advice to jump-starting superlative retail design projects that create a viable environment for all forms of merchandising—including shopping centers, urban regeneration/ renewal projects, town centers, individual and freestanding stores, e-commerce, and mixed-use facilities. Leaders in the industry provide guidelines, cautionary advice, and lessons learned from a variety of actual retail design projects to steer everyone on a project toward making sound decisions early in the planning cycle. Descriptive illustrations and need-to-know information offer valuable coverage on such essential topics as lighting, site selection, renovation, and code compliance.

This indispensable guide:

- Asks and answers twenty questions that frequently arise in the early phases of a project commission
- Provides project photographs, diagrams, floor plans, sections, and details
- Includes design guidelines for a variety of retail and mixed-use building projects, including some of the most innovative contemporary designs

This conveniently organized quick reference is an invaluable guide for busy, dedicated professionals who want to get moving quickly as they embark on a new project. Like every Building Type Basics book, it provides authoritative, up-to-date information instantly and saves architects and facilities planners countless hours of research. Engineering consultants will also find in this volume a wealth of information to help them tackle retail and mixed-use building commissions of all kinds.

From the Back Cover

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About the Author

The Jerde Partnership is a Southern California—based urban planning and architecture firm. For more than twenty-five years, the firm has been developing approaches to designing more humanistic, multiuse public spaces. Founded in 1977 and based on the vision and ideas of Jon Adams Jerde, FAIA, the firm has pioneered an experiential approach to place making. Jerde's projects provide unique experiences with lasting social, cultural, and economic value. The firm is currently planning and designing large-scale, mixed-use projects in Asia, Europe, and North and South America.

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