

*design**operations engineering**architecture**engineering**fabrication**implementation*

## local customization

Walmart's Project Impact program has been a great success, not only signaling to Wall Street that the company is on top of its operational game, but also enhancing its appeal and value to consumers. Parallel to Project Impact, Walmart's interior remodeling strategy, the retailer asked WD Partners to help them develop more appealing store exteriors that would visually communicate its new retail strategy: fast, clean, and friendly.

WD developed design standards that easily accommodate regional architectural variations, as well as community guidelines. A "kit of parts" layers over one of three base buildings in a way that does not impact major architectural, structural, life/safety or utility systems, including an urban building option. WD's store exterior "formulas" allow for customization, but can be put together only in brand-right, aesthetically attractive combinations. The design standards create cost efficiencies for real estate and construction, and ensures that site-adapt architects and Walmart's regional real estate groups are on the same page. WD has proven the concept by completing dozens of site-specific projects, and stores are being audited for future adaptation to the new design standards.

### results

In addition to positively influencing consumer opinions, the new exterior strategy has also dramatically improved Walmart's acceptance with local jurisdictions and community groups, making it much easier for the retailer to expand. In fact, local development officials are able to be involved in shaping and localizing the store's appearance, diffusing the most common resistance to new development.