




5-2016

# Excess Capacity: Shared Space Possibilities in an E-Commercial Suburbia

Christina Lulich  
clulich@vols.utk.edu

Follow this and additional works at: [https://trace.tennessee.edu/utk\\_chanhonoproj](https://trace.tennessee.edu/utk_chanhonoproj)

 Part of the [Other Architecture Commons](#), and the [Urban, Community and Regional Planning Commons](#)

---

## Recommended Citation

Lulich, Christina, "Excess Capacity: Shared Space Possibilities in an E-Commercial Suburbia" (2016). *University of Tennessee Honors Thesis Projects*.  
[https://trace.tennessee.edu/utk\\_chanhonoproj/1987](https://trace.tennessee.edu/utk_chanhonoproj/1987)

This Dissertation/Thesis is brought to you for free and open access by the University of Tennessee Honors Program at Trace: Tennessee Research and Creative Exchange. It has been accepted for inclusion in University of Tennessee Honors Thesis Projects by an authorized administrator of Trace: Tennessee Research and Creative Exchange. For more information, please contact [trace@utk.edu](mailto:trace@utk.edu).

# EXCESS CAPACITY

## SHARED SPACE POSSIBILITIES IN AN E-COMMERCIAL SUBURBIA

Christina Lulich | BArch | Self-Directed Project | Spring 2016

Excess capacity [n.] an economic term for a situation in which actual production is less than what is achievable or optimal for a firm. In architecture, having more spatial potential than is realized.

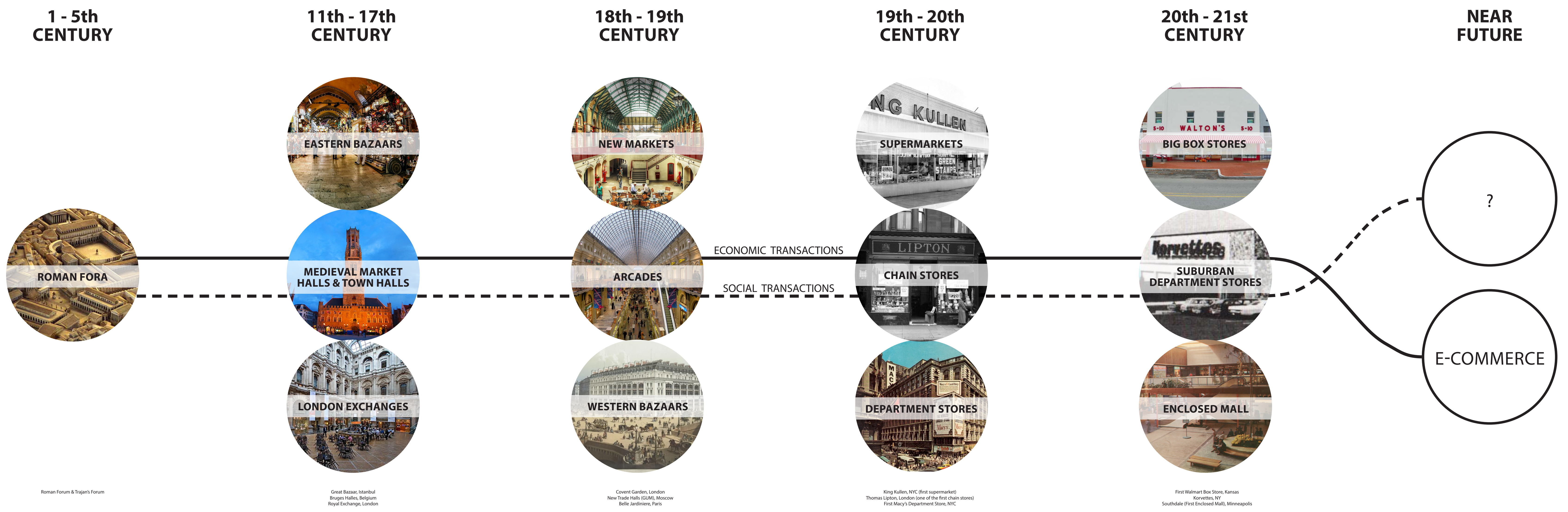
For all of documented history, commercial and social interactions have coincided in the same spaces, largely because commercial transactions have always required that people physically meet, verbally communicate, and exchange physical property. E-commerce is the first platform that allows commercial transactions to occur completely distinct from social, and this could significantly shape the future of suburban social spaces. As the shift continues away from the physical shopping experience and toward a completely digital one, my question is, what is the nature of the spaces in which we will find social fulfillment?

This project explores possibilities presented by these entities: food and entertainment, e-commercial, delivery, housing, and virtual reality entities. The exploration seeks to re-envision shared spaces and discover opportunities for new design typologies.

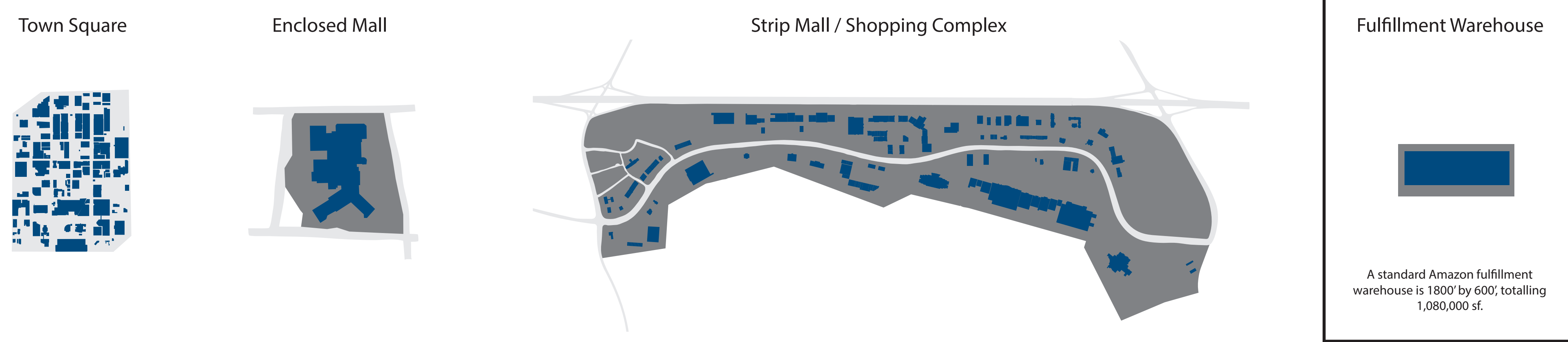
Through these explorations, an underlying agenda asserts that designers can shape an evolving typology through proactive design. This project is an anticipatory study of the possibilities designers can act upon as a counter-option to responsive design.



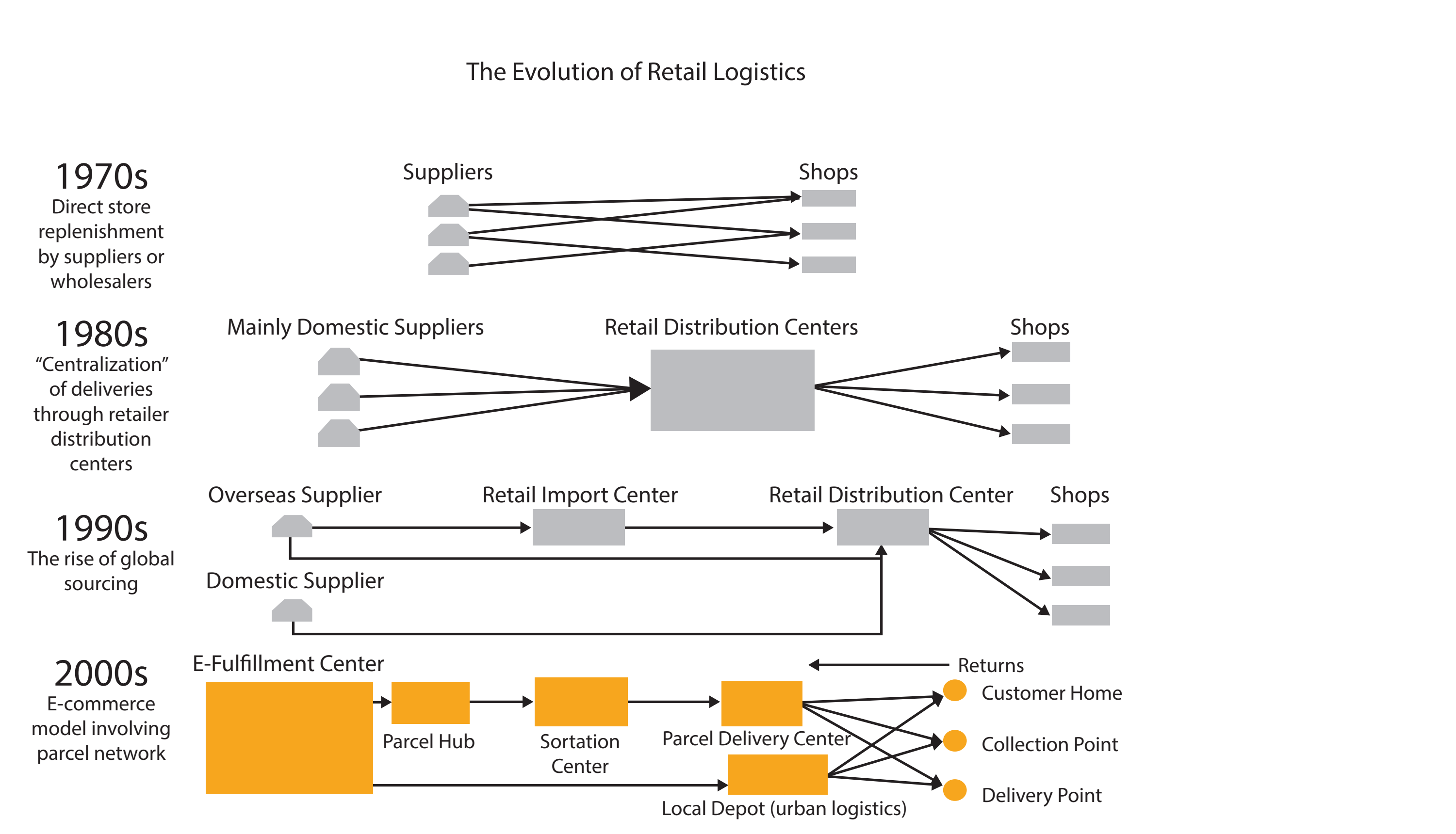
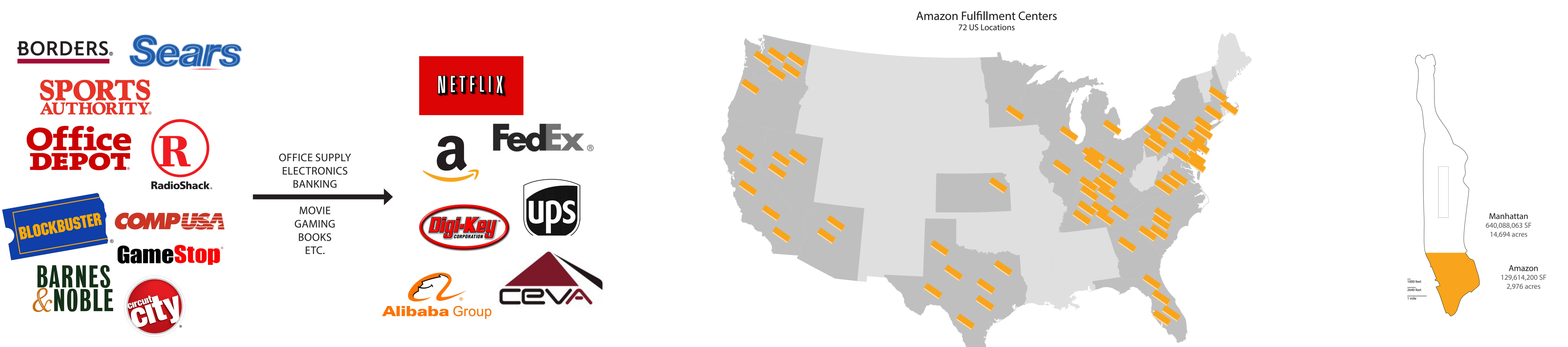
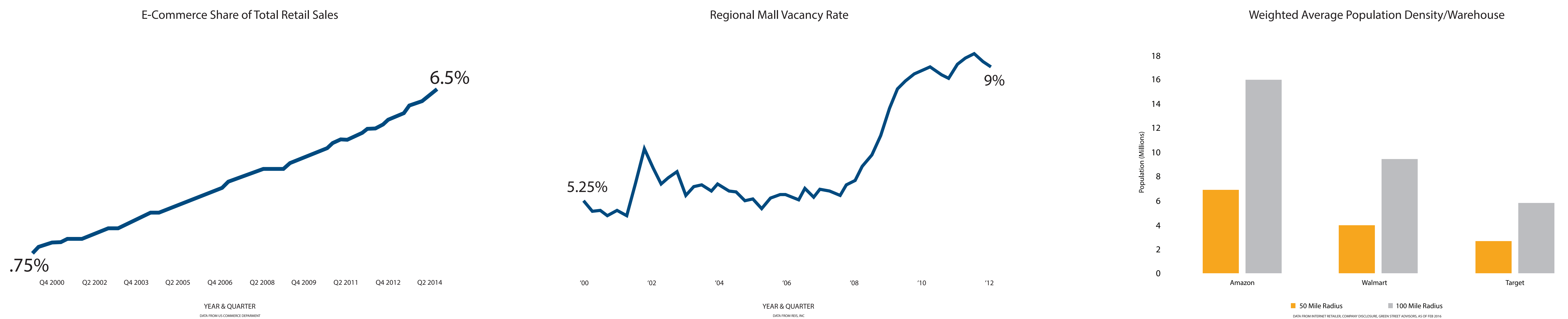
# EVOLUTION OF COMMERCIAL SPACES



## KNOX COUNTY CASE STUDY



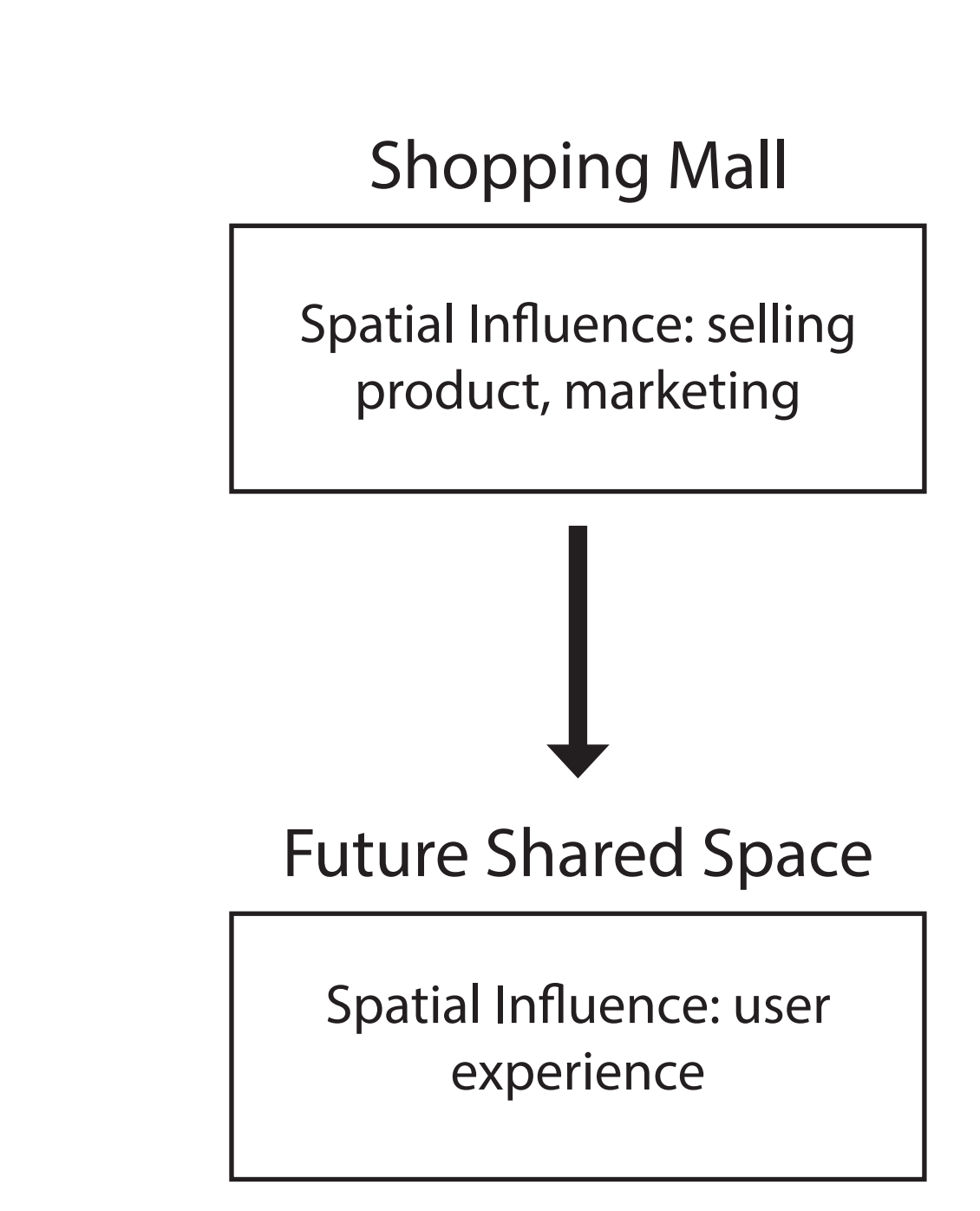
## THE SHIFT AWAY FROM SOCIAL SHOPPING



Facility Type	Active Facilities	Active Square Feet
Fulfillment Centers & Redistribution Centers	75	59,093,700
Sortation Centers	26	7,141,900
Prime Now Hubs	43	696,200
Delivery/Sortation Stations	16	1,286,200
<b>Total</b>	<b>160</b>	<b>68,218,000</b>

**CONSUMER OUTCOMES**

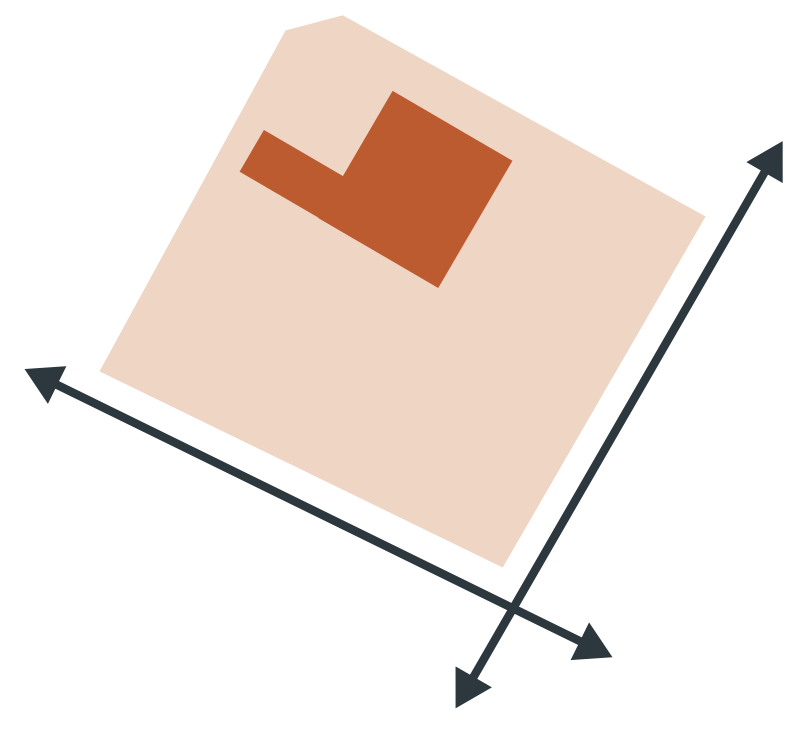
- SHOPPING MALL TRANSACTION: PRODUCT, SOCIAL INTERACTION, EXERCISE
- ONLINE SHOPPING TRANSACTION: PRODUCT, (some time saved)



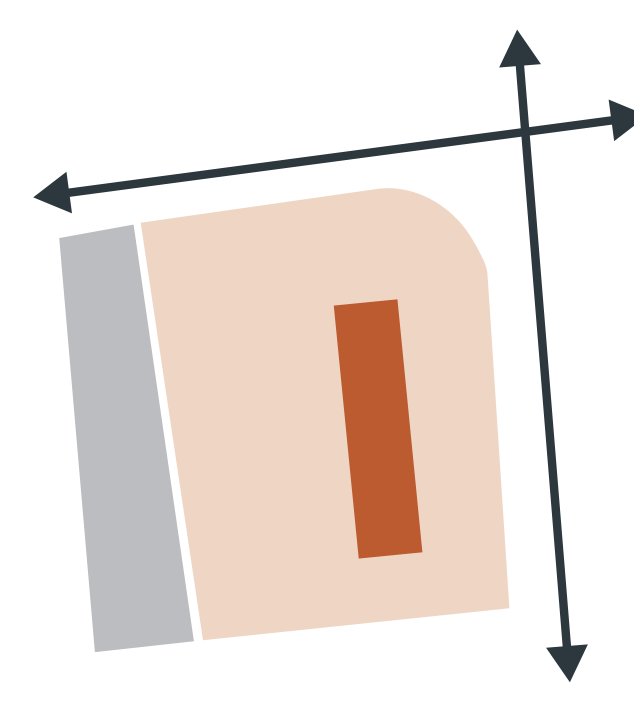




264 N Peters Road  
single road access | multi tenant condition | developed surrounding



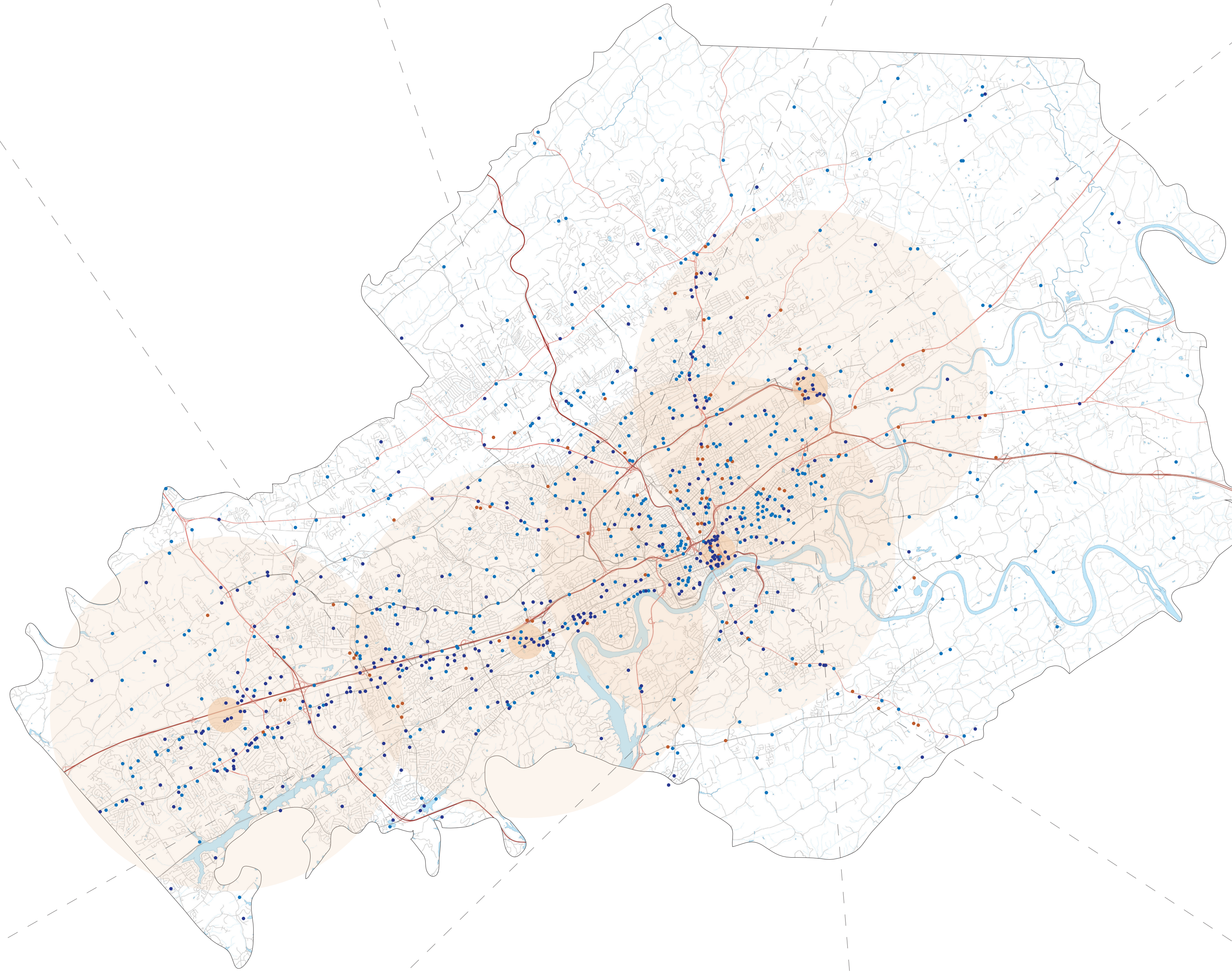
5412 Pleasant Ridge  
multi road access | multi tenant condition | undeveloped surrounding



3500 Western Ave  
corner lot | single tenant condition



7606 Mountain Grove Drive  
parking lot access | multi tenant condition | developed surrounding



For-Lease Retail Site Conditions in Knox County  
Local Conditions for (Food & Entertainment) Possibilities

- For-Lease Retail Properties
- Entertainment Venues (Ex: YMCA, Yoga Studio)
- Worship Venues

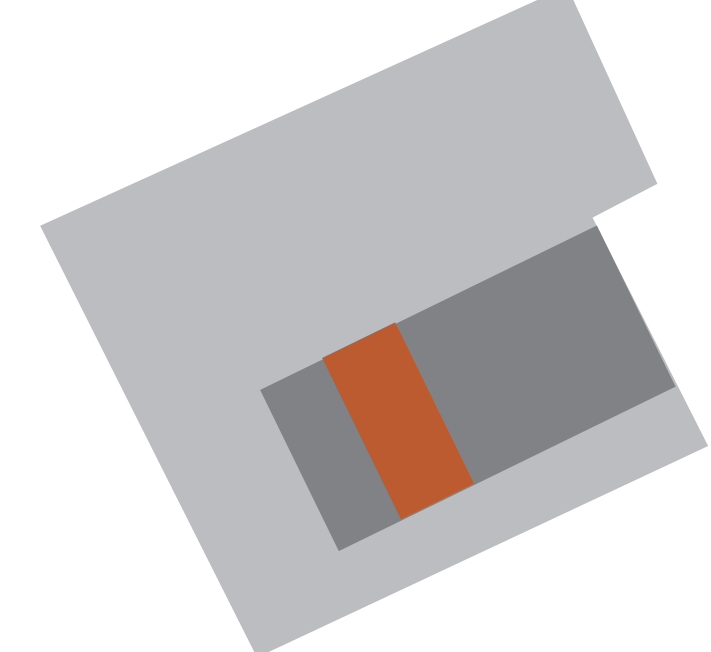
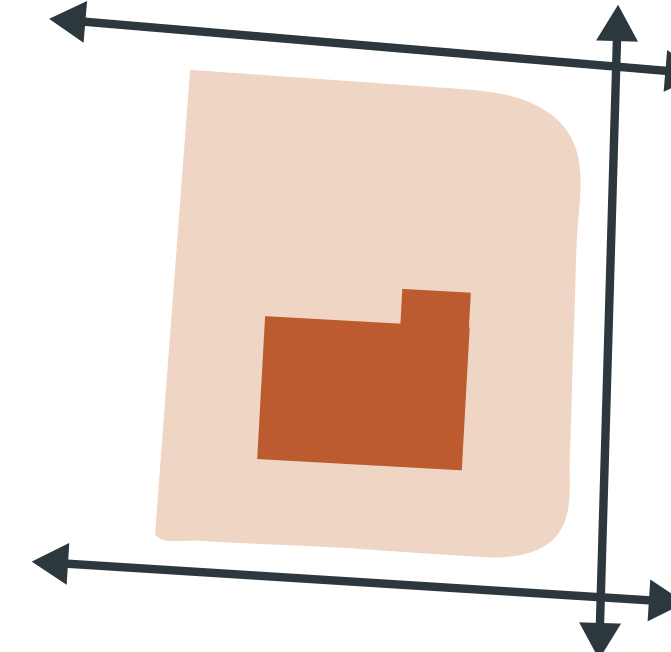
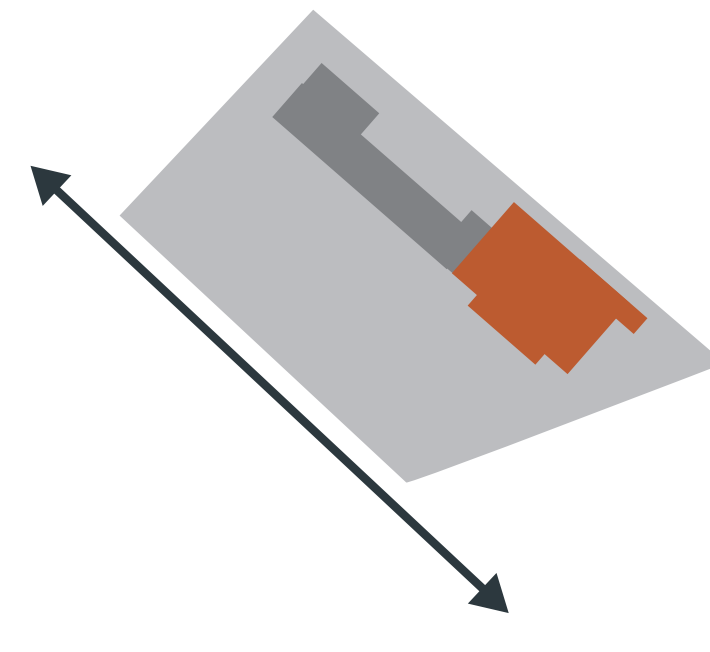
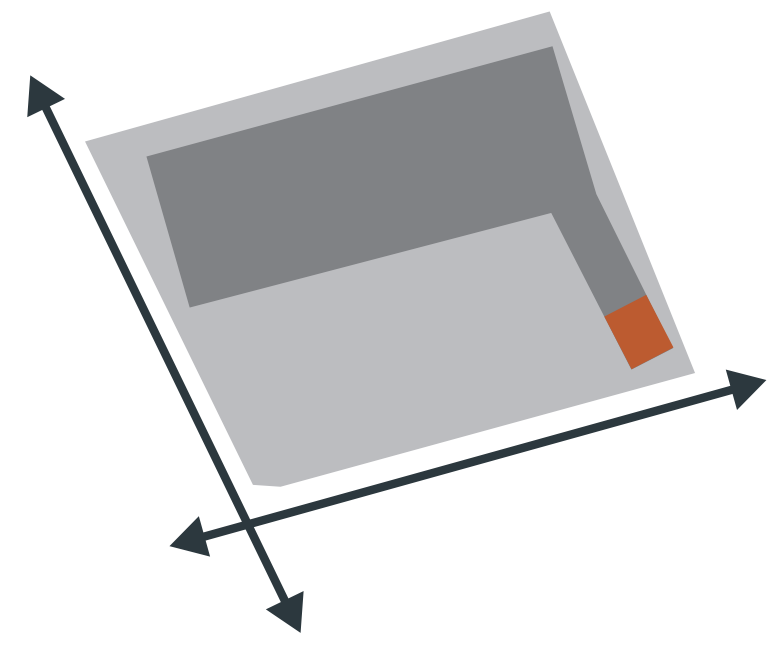
5 mi  
Four Major Social Centers  
(Turkey Creek Shopping Center, West Town Mall, Market Square, Knoxville Center Mall)

5911 Kingston Pike  
multi road access | multi tenant condition | developed surrounding

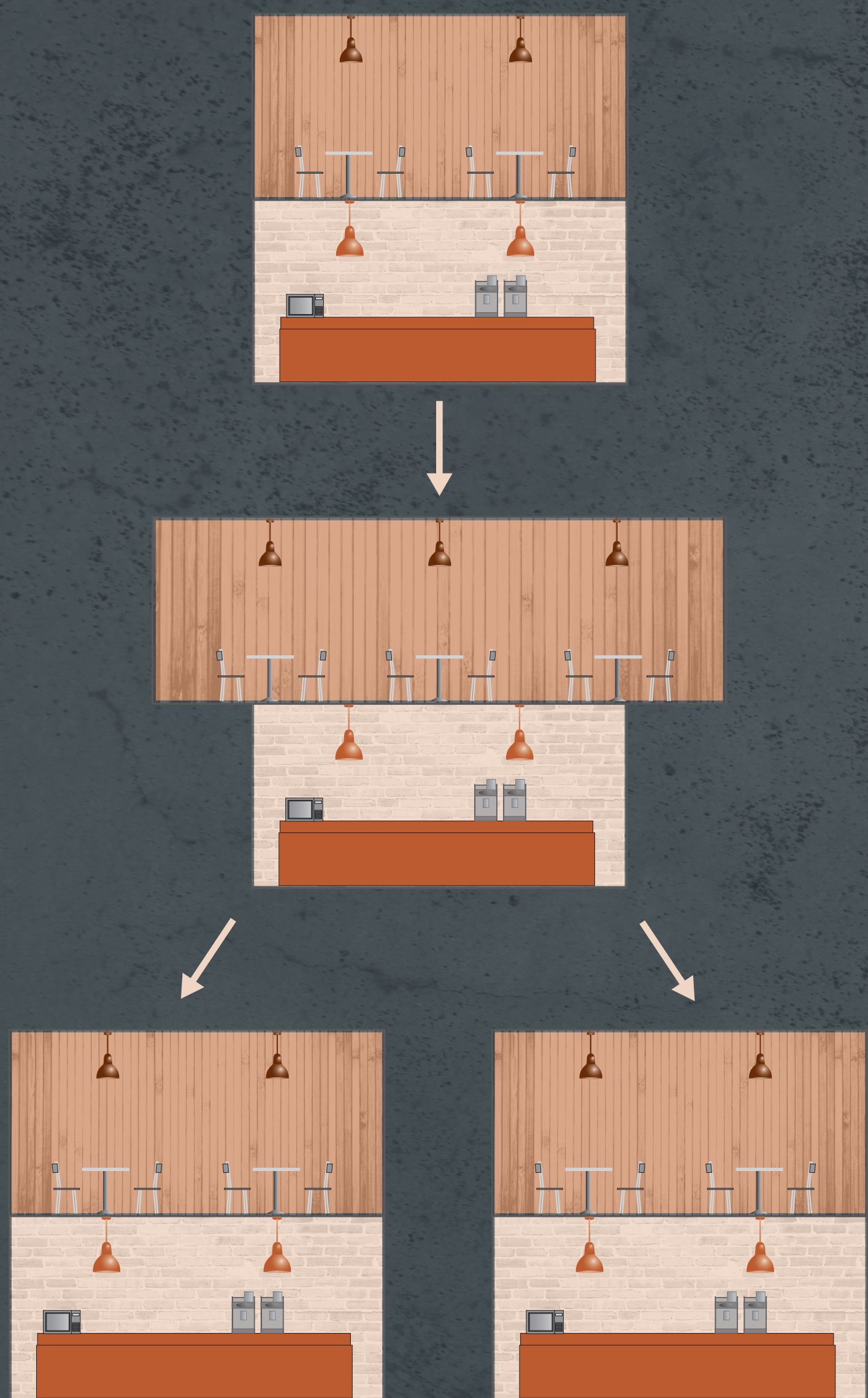
4512 Chapman Highway  
single road access | multi tenant condition | developed surrounding

3010 S Mall Road  
multi road access | single tenant condition | undeveloped surrounding

3001 Knoxville Center Drive  
parking lot access | multi tenant condition | developed surrounding

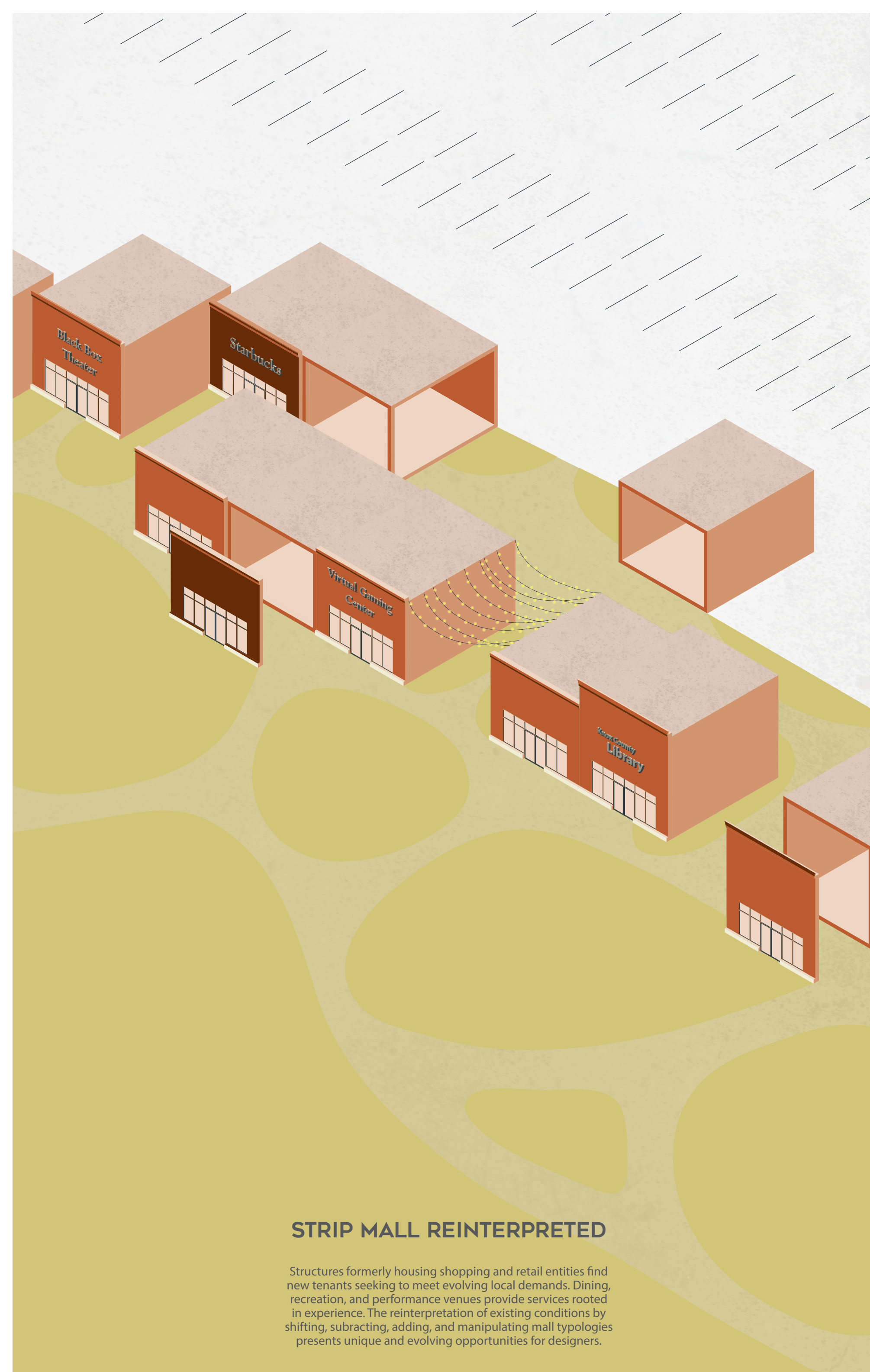


# FOOD & ENTERTAINMENT ENTITIES



## COFFEE SHOP MITOSIS

Coffee shops commonly feature ample seating and lounge space, ideal for meeting with friends, working from a laptop, or reading a book. As social shopping decreases, the multi-purpose lounge areas in coffee shops and cafes could become more heavily demanded. The craft coffee becomes a day pass to use the space.



## STRIP MALL REINTERPRETED

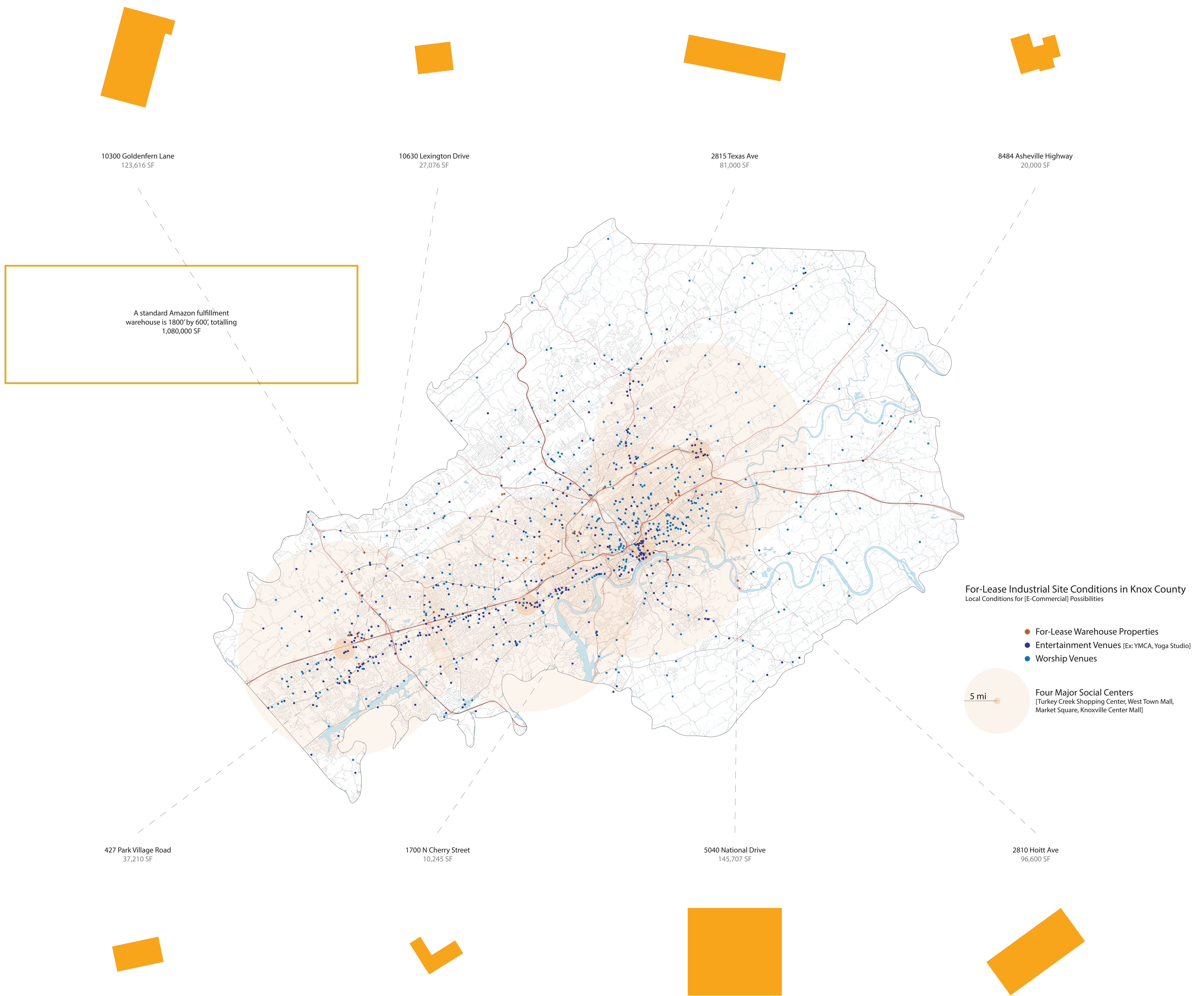
Structures formerly housing shopping and retail entities find new tenants seeking to meet evolving local demands. Dining, recreation, and performance venues provide services rooted in experience. The reinterpretation of existing conditions by shifting, subtracting, adding, and manipulating mall typologies presents unique and evolving opportunities for designers.



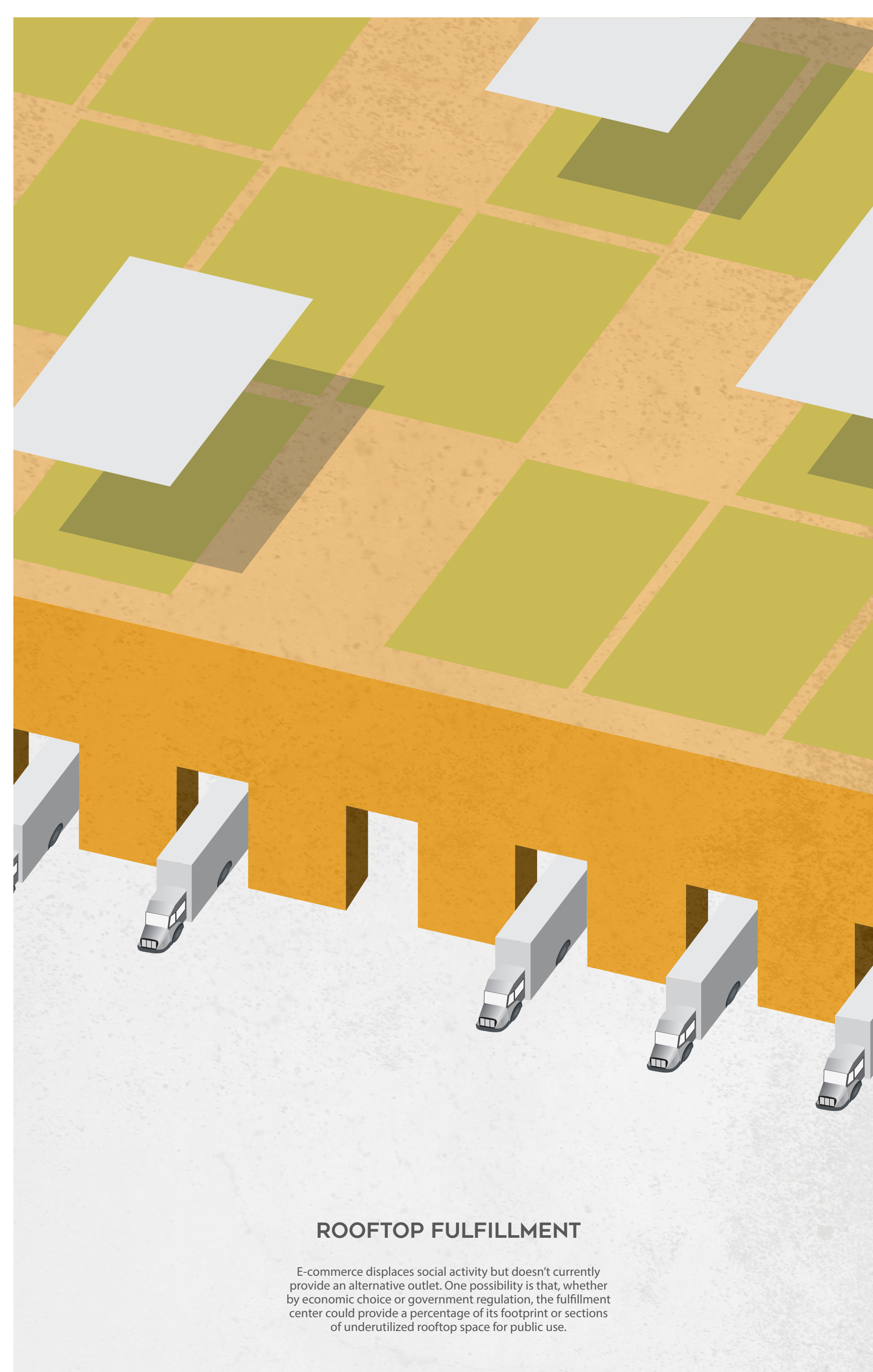
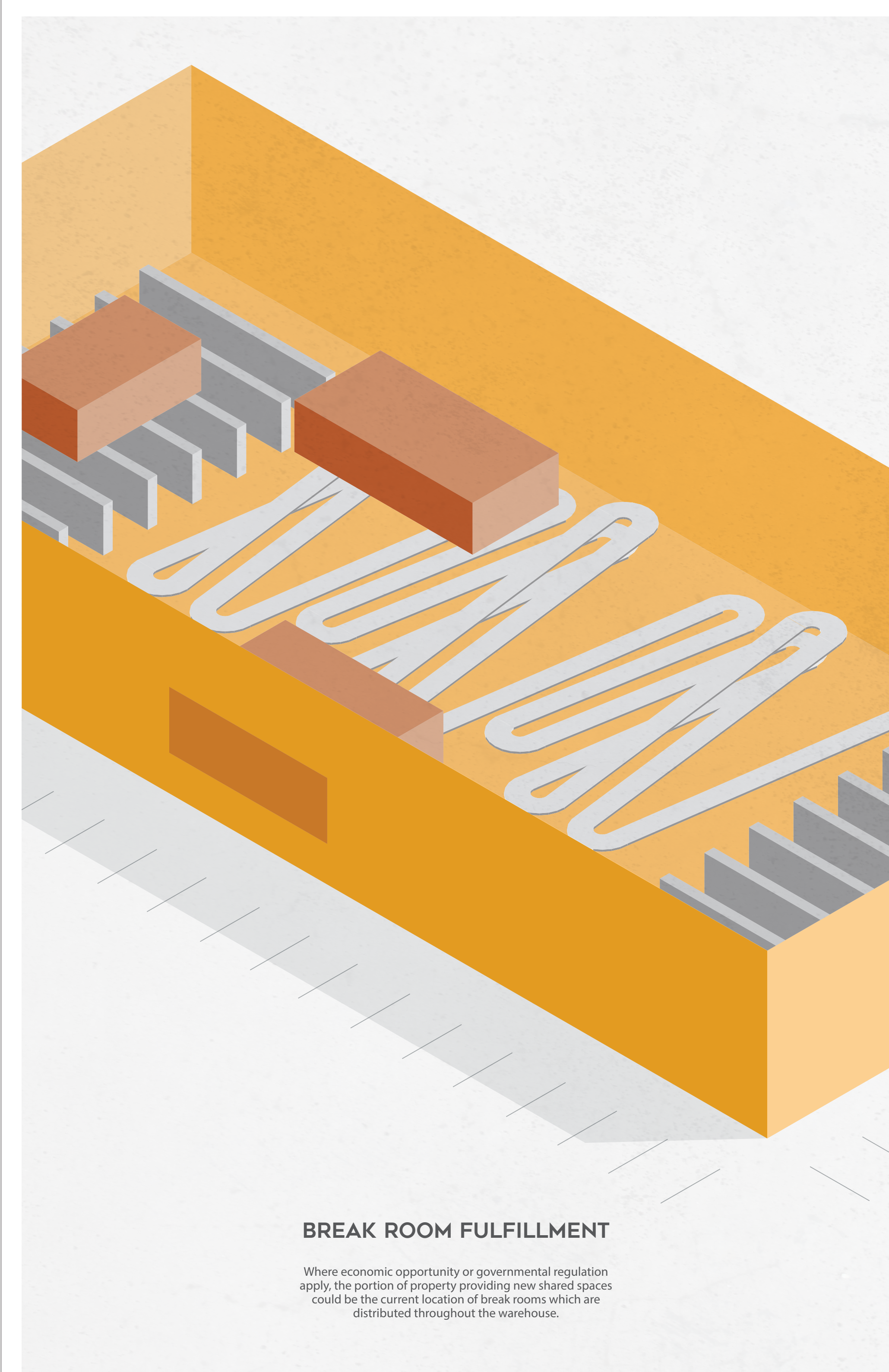
## ENCLOSED MALL REINTERPRETED

Similar to the Strip Mall Reinterpreted, opportunities for new typologies exist in the formal manipulation of enclosed suburban malls. Former marketing-driven designs are less suitable for their new use as experience-focused shared space.

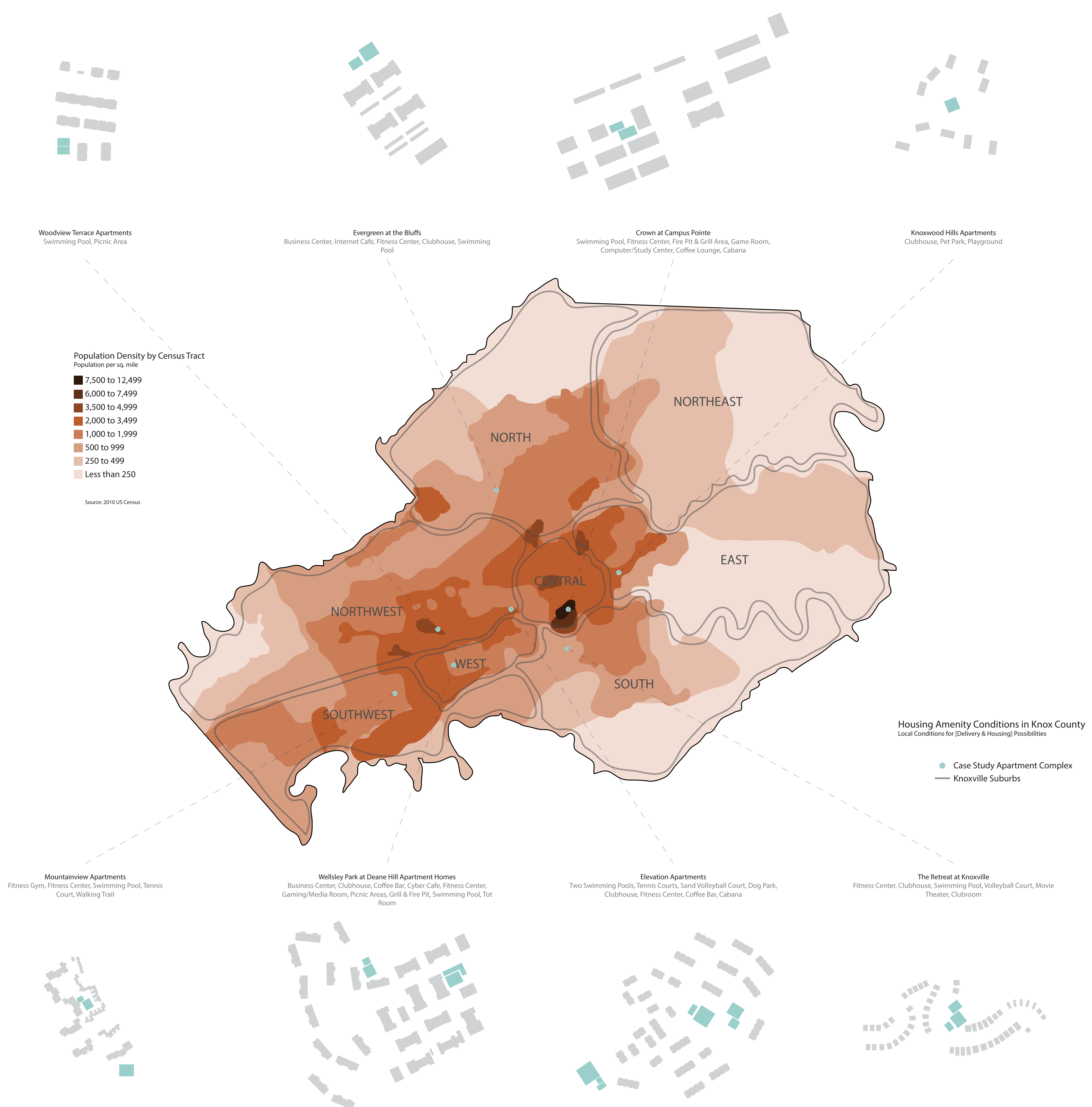




## E-COMMERCIAL ENTITIES







# DELIVERY, HOUSING, AND VIRTUAL REALITY ENTITIES

**SHARED SPACE DELIVERY**

The dependence on e-commerce inherently implies a dependence on the delivery of product to the consumer's doorstep. The decrease in consumer transit and expectation of instant gratification could create opportunities for designing deliverable spaces, which could be manifested in temporary structures, mobile units, and yet undefined typologies.

**HOUSING + SHARED SPACE HYBRID**

The decrease in consumer transit due to the convenience of delivery services could result in a dependence upon the home to provide shared space. The potential for densifying suburban housing presents new hybrid design opportunities.

**VIRTUAL SHARED SPACE**

Virtual spaces are shared through multiplayer servers and same network connection. People find social fulfillment digitally, negating the need for physical shared spaces. The opportunities for design are endless, yet never realized physically.