

austin

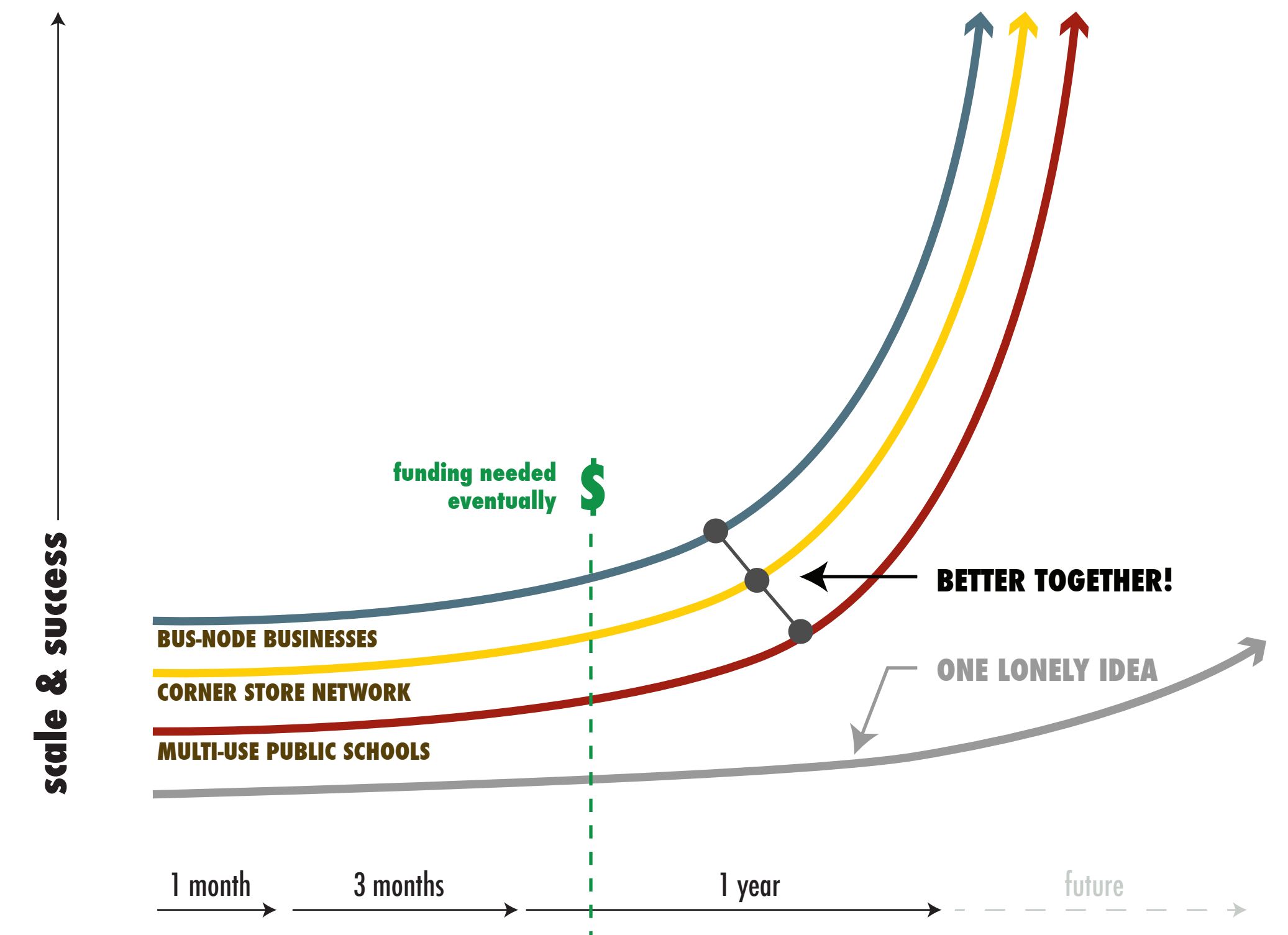
5 zipcodes 5 wards
13 bus lines 6 train stops
98,514 people
7.1 square miles
med hh income: \$32,358
85% black 9% hispanic
4% white 1.5% other

process

The design process involved a 3 simple steps:
1) Making key observations about existing needs and conditions; 2) Intervening strategically with specific proposals; and 3) Aiming for specific results guided by community and individual behavior when defining the proposals.

These are common observations, but coming up with interventions that improve them often mean 1) acknowledging a flaw in the current system and 2) going against the status quo.

collaborate



CORNER STORE NETWORK: bring local, healthy goods and support community anchors

INTERVENTION

This intervention involves a campaign to revitalize corner stores and move away from large big-box shopping. Corner stores were always accessible convenient ways to get necessary goods and groceries. Local residents can request specific goods and pick them up at their local corner store. All the goods would be high-quality and local, as they would all be supplied from a distribution center with strict standards regarding local produce and organic certification. Corner stores would operate as co-operatives, where customer members can be certain that a portion of their money spent will go back into their immediate neighborhood schools, parks, and markets.

observation: "one-stop" shops encourage buying large amounts and favor only car owners

observation: not all farmers markets are accessible or affordable

intervention: corner stores stocked only with goods that follow strict standards (local + organic)

intervention: immediate residents both support and receive discounts by becoming co-op members

intervention: corner stores can once again supply a wide variety of quality goods within walking distance of home and upon request

intervention: profit structure where corner-store sales benefit immediate neighborhood

result: residents have confidence that money spent at corner store will be invested in local anchors (libraries, parks, market, school)

future: school-hosted markets sell rarer produce that may not be available at corner stores (e.g. meat)

future: distribution center acts as quality checkpoint hub before goods reach corner stores



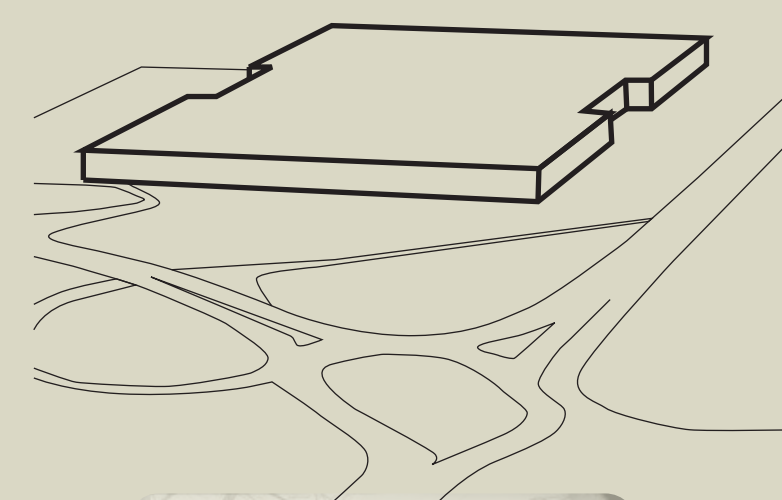
revitalization of corner stores



less dependence on one-stop shops

QUALITY

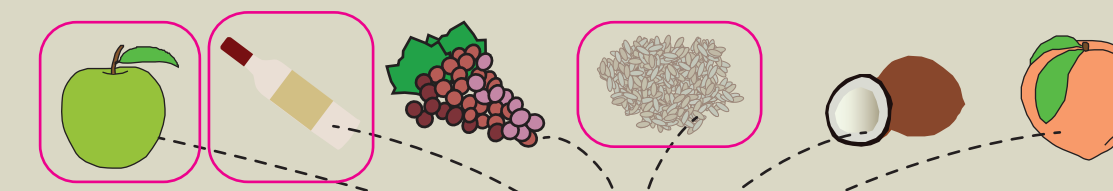
high quality goods at distribution center



high quality goods at corner store



ACCESS



on-demand requests by customers available for pickup



COMMUNITY

corner stores support local institutions and organizations

A HEALTHY CYCLE

residents support corner stores

local institutions support residents