

Bottom Line Design

If you build it, they will come — if you've done your homework. But getting them to buy, that's a bit more complicated. When it comes to retail, the architecture, engineering and interior design must all work in unison to create a pleasant atmosphere that encourages consumer spending; that encourages loyalty. The entrance must be attractive and inviting, the floor plans must make it easy and enticing to purchase, and the lighting and temperature must be soothing and comfortable.

Having designed over 20-million-square-foot of retail space (about 174 football fields) over nearly 65 years — for clients such as the May Department Stores Company, Federated Department Stores, J.C. Penney, and Sears—JSA has a proven record of loyalty to our clients and their bottom lines. Every retail project we undertake is focused on maximizing your sales. Even though your customers aren't sitting around the design table with us, they're ever present in our thoughts, guiding our decisions.

Depending on your needs, your project team might include architects, planners, engineers and interior

designers — all experienced in the specific type of retail project you need designed. It will be led by a project manager, usually a senior architect, who will work closely with you to assess your goals and make sure the project moves according to plan.

With so many years of experience under our belts, JSA realizes designing for retail means meeting tight, inflexible deadlines. You have a specific date you need your doors to open, so missing a deadline is not an option. In all of the years we've been working in retail, we cannot recall one time when a grand opening was delayed because of an action on our part. Along with the department stores already mentioned, JSA has also designed themed retail environments such as Dick's Sporting Goods and Bass Pro Shops, malls and shopping centers (including the first prototype mall back in 1966, which launched a retail revolution), and exciting new lifestyle centers — mixed-use venues springing up across the U.S., that combine retail, entertainment, and commercial space.

“When we accept a commission, we’re fiercely loyal to you, so you can attract fiercely loyal customers ready and willing to purchase.”

Regardless of the retail environment you want to build, JSA has considerable experience in designing spaces that get the cash registers ringing. When we accept a commission, we're fiercely loyal to you, so you can attract fiercely loyal customers ready and willing to purchase. Although we're based in Pittsburgh, our portfolio includes clients from all across the country. We have professional registrations in 29 states, and are well-versed in successfully completing projects wherever they might be.

