

*Mall Resilience in the
Time of Viral Events:*

A Designer's Point of View

CRTKL



The Chadstone Shopping Center
Melbourne, Australia

Issues to think about

The Covid-19 pandemic presents an opportunity to examine the shopping center and its resilience. How and where we work, shop, live, exercise and interact has changed. How will that affect the mall today and in the future? How can shopping centers continue to be relevant during a pandemic? In addition to a short-term crisis response, we need a longer-term solution to deal with emergency situations and inventive new approaches to rethink the mall model altogether. It is the social responsibility of designers and shopping center operators to plan for the next stages of Covid-19 and other such events in the future.

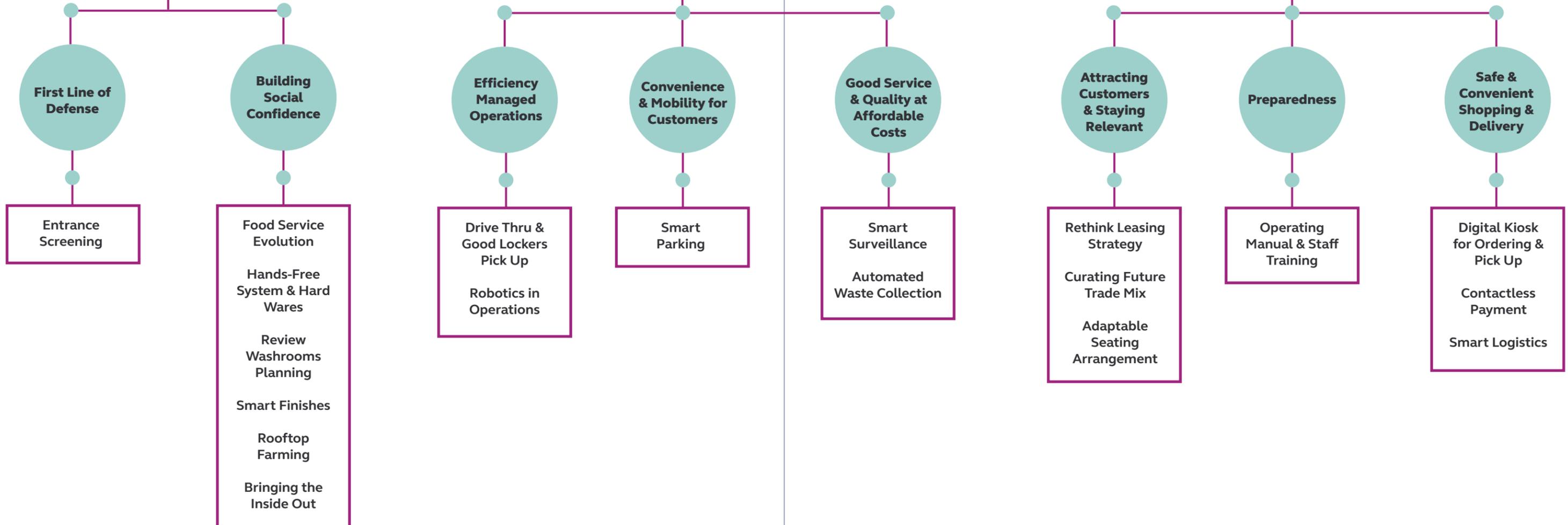
The Future of Malls VS. COVID-19



HEALTH & WELLNESS

INCORPORATING SMART CITY TECHNOLOGY

OPERATIONAL EXCELLENCE





Ballston Common Mall
Arlington, VA, USA

Factors to consider

How do we make a clean and safe shopping environment that attracts shoppers while providing a seamless and meaningful customer experience? The mall has always been a destination, a reliable and exciting environment—and it can continue to be with the right planning.

Social Distancing – The customer experience will change along with the degree of risk. Maintaining a 1.5 m distance from each other in the short term will require a change to the customer journey and experience.

Hygiene – Amenities, furniture, surfaces will require increased cleaning measures while customers will gravitate toward environments that offer automatic doors and handwashing stations.



Ballston Common Mall
Arlington, VA, USA



Future-proofing Malls for Pandemics

Health & wellness

- **Lobby Entrances:** Create airlock entryways with automatic disinfection systems and body temperature scanning and screening.
- **Washrooms:** Design for better hygiene including hands-free and voice recognition hardware and UV or HEPA filters and air sterilization units. Re-examine spaces for safe distancing.

- **Food Courts:** Reduce the number of seats and design screened seating to provide protection and privacy in an open food court setting. Integrate handwashing stations in the food-service area.
- **Digital Kiosks:** Offer more options for no-contact ordering, pickup and delivery for both retail and F&B tenants.
- **Retail Shops:** Design open shopfronts for a fluid transition between different brands. Provide a digital platform for universal, contactless payment.
- **Public Spaces:** Consider smart finishes and antibacterial surfaces for seating areas and other amenities.
- **Rooftop Farming:** Grow fresh produce to sell to shoppers.
- **Outdoor Connections:** Design shops to open out to a terrace, parking lot or street. Provide easy curbside pickup.



Incorporating smart city technology

- **Automated Waste Collection:** Reduces odor and prevents bins from overflowing.
- **Smart Parking:** Helps to solve surge issues for customers who choose to drive rather than risk exposure to the virus on public transportation.
- **Smart Surveillance:** Assists in crowd management and in identifying hot spots.
- **Smart Logistics:** Serves as a centralized distribution hub for deliveries and packages for tenants as well as store customers.
- **Robotic Technology:** Deployed to provide customer service and for routine and/or deep cleaning.



Operational excellence

- **Leasing Strategies:** Rethink leasing strategies to group similar products, services or experiences in the same zones such as fitness/wellness to minimize walking distances. Offer smaller stores, without a back-of-house for inventory, so online-only brands can showroom their products.
- **Pop-up Co-working Spaces:** Provide co-working spaces for remote workers who are unable to work from their homes.
- **Drive-thru, Pickup and Lockers:** Offer a multitude of delivery options to all tenants including drive-thru, storefront and curbside pickup, storage lockers, and same-day home delivery.
- **New Operating Policies and Procedures:** Develop service manuals to include well-documented action plans to deal with sudden pandemic incidents including more frequent cleaning schedules, shopping by reservation to monitor crowds throughout the day, special hours for older shoppers and healthcare workers, etc. Staff should be regularly trained so they are prepared for such events.



Darryl Custer, AIA, NCARB
Senior Vice President

David Custer with more than 25 years of international and domestic mixed-use design and project management experience, Darryl Custer has an acute understanding of business operations. He works with developers and design teams to lead projects through a coordinated process to ensure the end product reflects the client's goals and vision. In 2015, Darryl was announced as the Emerging Region Practice Group Leader for Commercial projects in South Asia, and was designated with overseeing business growth in the region.



Cass Choong, HKIDA, SIDS, LEED Green Associate
Associate Vice President

Cass Choong with over 15 years of experience, Cass has worked on global projects ranging from commercial interiors, retail centers, corporate interiors, museum exhibitions, themed and chained restaurants and bars, retail stores, and merchandise displays. Her breadth of knowledge allows her to fully understand all phases of a project including conducting feasibility studies, conceptual design, space planning, design documentation, and project and site management.

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