



## Evolving with E-Commerce

*AO's top industrial design strategies for delivering developments that stay ahead of the e-commerce curve.*

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E-commerce has experienced exponential growth in the last decade, and COVID-19 has only spurred the global cultural shift towards e-commerce. Industrial developments are in a unique position to thrive if they are able to keep pace with increasing demand and maintain efficiency. **In this edition of AOpen, we will share AO's top four strategies for delivering efficient industrial spaces, and how our expert team of industrial and mixed-use designers can help property owners maximize industrial developments through thoughtful design and planning.**

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*To learn more about these ideas and how they can be tailored to your industrial development, contact AO Principals Dan MacDavid ([danm@aoarchitects.com](mailto:danm@aoarchitects.com)) or Eric Aubort ([eaubort@aoarchitects.com](mailto:eaubort@aoarchitects.com)), or call 714-639-9860.*

### 1 Automation: Designing for Current & Future Technologies

Like e-commerce, automation has been on the rise and continues to grow. Making use of automation, robotic, and smart technologies is an important key in maximizing efficiency for housing products and logistics. The use and deployment of drones and driverless cars and trucks are on the horizon as technology and regulations develop. Architects are being tasked with designing for current technologies as well as designing and installing structural and programmatic components that can evolve with the e-commerce industry.

### 2 Building Taller: Balancing Land, Costs, & Efficiency

Warehouse capacity is a key consideration for building owners and e-commerce tenants. In an effort to maximize space and mitigate rising costs, many developments are looking to bypass traditional sites in favor of multi-story facilities. While these buildings can pose challenges, including current sprinkler design capacities and tilt-up wall height engineering, it can be beneficial in the right conditions. The price points of land in relation to demand for the product type can justify multi-story industrial, particularly in dense, urban e-commerce markets such as Seattle, Los Angeles, and New York City.

### 3 Mixed-Use: Generating Synergy

Integrating additional consumer uses into industrial master plans creates a unique conditions allowing for businesses and the community to thrive. In addition to meeting the strategic needs of communities, local governments, and developers, these blended site plans allow for each use to mutually benefit from one another and creates the necessary critical demand. Mixed-use industrial developments also alleviate exposure to market risk by not grouping large volumes of a single product type in one spot. AO's specialized studios across industrial, mixed-use, retail, and multifamily markets possess the knowledge and expertise to produce efficient industrial mixed-use developments with a focus on placemaking and community design.

### 4 Relationships: Producing Win-Win Scenarios for all Stakeholders

Relationships are at the core of every AO project, from clients, cities and regulatory agencies to end-users and local communities. Creating, nurturing, and maintaining these relationships garner successful communication throughout the project, starting from early planning phases. It is critical for the developer, e-commerce tenants, design team and city to unify their vision and design expectations for the specific facility. Further, the ability to verbally and visually communicate the overall vision for industrial developments is key in gaining support from cities and communities.