

CASE STUDY

DICK'S SPORTING GOODS CRANBERRY TOWNSHIP, PENNSYLVANIA



With more than 500 stores across the United States, DICK'S Sporting Goods is one of the largest sporting goods retailers, offering a wide range of sports equipment, apparel and footwear in a specialty store environment.

As DICK'S expands its presence throughout the country, it aims to create stores that are beautiful and functional as well as harmonized in appearance to provide customers with a familiar look and feel. To do so, the company partnered with a dedicated team to create a design that would work for both stand-alone store locations and those that are integrated into shopping centers or malls. They also selected materials and distributors who would coordinate all projects, no matter the site location. Core Marketing, Inc. in Gibsonia, Pennsylvania, was awarded the contract, and Kawneer was selected to provide products that deliver a design and performance solution in all DICK'S Sporting Goods locations across the United States.

Located in Cranberry Township, Pennsylvania, DICK'S Sporting Goods Store 1012 is an 80,000-square-foot, two-story store that is the anchor of Cranberry Crossroads, a ground-up, 17-acre, 201,749-square-foot development. The project features curtain wall and storefront framing systems from Kawneer. Glass Erectors Inc. in Reynoldsville, Pennsylvania, was selected as the glazing contractor and worked closely with Core Marketing and Kawneer to ensure project requirements were met in the proper timeframe. The store celebrated its launch with a grand opening weekend featuring a variety of special athlete appearances. The Cranberry Township location is the retailer's 36th store in the state of Pennsylvania and its 506th store nationwide.



Architect: Herschman Architects, Cleveland, Ohio
Kawneer Distributor: Core Marketing, Inc., Gibsonia, Pennsylvania
Glazing Contractor: Glass Erectors Inc., Reynoldsville, Pennsylvania

Photography: © Don Pearse

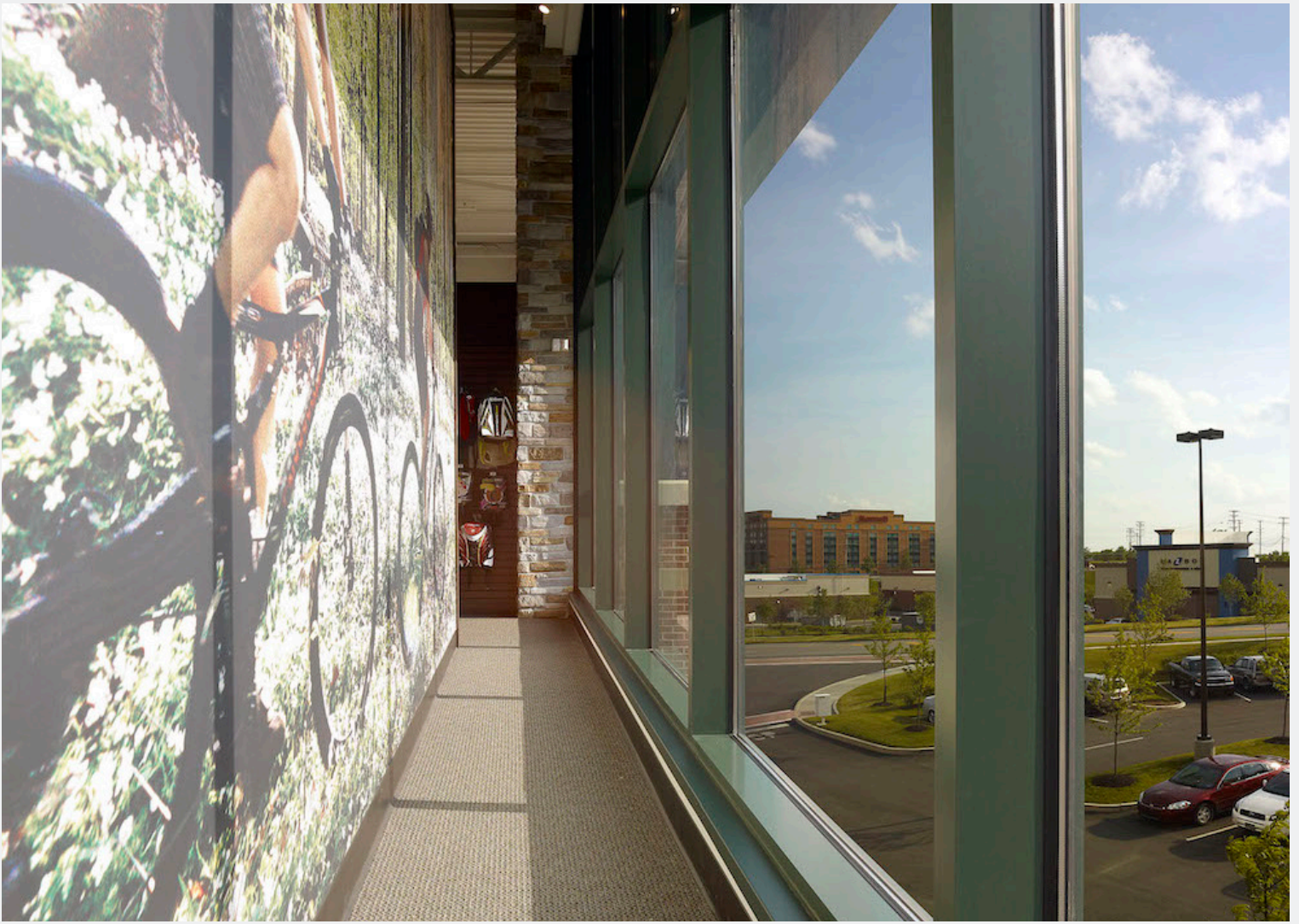
DESIGN HIGHLIGHTS

The need to adapt to a lifestyle center, strip center or mall end cap was paramount to the overall design. To create stores that are beautiful and functional, the design features large expanses of glass for displays and natural lighting.

CHALLENGES

The most unique challenge of the project was the accelerated lead times required to meet tight construction schedules.





SOLUTIONS

- To help meet the project requirements and tight schedule for the Cranberry Crossroads location, Glass Erectors used two proven products from Kawneer: 1600 Wall System®1 Curtain Wall and Trifab® VersaGlaze® 451T Framing System.
- Stick fabricated and pressure glazed, 1600 Wall System®1 Curtain Wall is ideal for low- to mid-rise applications such as DICK'S Sporting Goods stores.
 - 1600 Wall System®1 Curtain Wall helps increase natural daylighting and views into the store and is designed to provide visual impact for almost any type of building.
 - The joinery for 1600 Wall System®1 Curtain Wall is accomplished with concealed fasteners to create unbroken lines and a smooth, monolithic appearance.
- Kawneer's Trifab® VersaGlaze® 451T Framing System delivers versatility, aesthetics and high functionality.
 - With four glazing applications and multiple infill choices, installation is easy, which was essential to a time-sensitive project like DICK'S Sporting Goods
- By packaging Trifab® VersaGlaze® 451T Framing System with 1600 Wall System®1 Curtain Wall, Core Marketing and Glass Erectors were able to utilize proven, tested and quality products from a single-source supplier.



PRODUCTS USED

- 1600 Wall System®1 Curtain Wall
- Trifab® VersaGlaze® 451T Framing System