

**LOCATION:**  
Meridian, Idaho

**OWNER:**  
Sierra Trading Post

**CONSTRUCTION DATE:**  
2006

**SQUARE FOOTAGE:**  
25,450

**PRIMARY USE:**  
Retail



## SIERRA TRADING POST

Retail | meridian, idaho



Sierra Trading Post needed a specialized retail outlet building designed specifically for their business model in order to augment their sizable internet and catalog retail presence. The building was constructed in close proximity to Interstate 84 and is specifically situated on an unusually shaped parcel to maximize the buildings visual exposure to freeway traffic. The constantly changing nature of their retail inventory required a flexible building that could be rapidly reconfigured to accommodate changes in store layout. Open floor plans, in conjunction with mobile storage structures, allow for supplies and inventory to be adjusted as new products are introduced to the sales floor.

During the design process, dominant traffic site lines were investigated, which in turn, drove the location and orientation of the major building features. A substantial clock tower serves to anchor the building's entry facade and doubles as a visual landmark to passing motorists. The building incorporates a design and material palette based upon the Sierra Trading Post's corporate identity, while still embracing their roots in the Outdoors.