

Another Schindler Success: Short Pump Town Center

Short Pump Town Center

New Installation

Schindler 9300®
escalators

Schindler 330A™
hydraulic elevators

Key Players

National developer/owner:
Forest City Enterprises, Inc.

Local developer/owner:
Pruitt and Associates

Design architect:
Thompson, Ventulett,
Stainback and Associates

Executive architect:
KA Associates



Customer Objectives

The Short Pump Town Center in Richmond, Virginia is a new two-level, open-air mall. The \$360 million mall structure was designed as a regional lifestyle center that blends the large, traditional enclosed mall with an urban retail street scape. With an architectural design reminiscent of historic, elegant Virginia towns, the developers sought to serve a market of upscale retailers and affluent customers.

The developers needed the right fit for the supplier of elevators and escalators for the 1.2 million square foot structure with five anchor stores and 120 premier stores and restaurants. The products needed to be well-engineered, had to blend in with the architectural design and needed to meet the increased metropolitan area population demand, which was expected to grow by 6 percent by 2006. The elevator and escalator installation team also had to work with the developers on an aggressive schedule to meet the mall's opening date.

because of its long and positive history of working with Schindler. "They ended up being the low bidder, which tickled us to death," Pruitt said. "To get one of your favorites on the bidding list and having that company end up the lowest bidder, well — all is right with the world."

Paul Newell, Schindler sales representative, believes Schindler was the perfect fit for the project. "Once the competing proposals were down to apples-to-apples comparisons, it became clear to our customer that Schindler was the right choice," Newell explained. "We are just better positioned for delivering products with the flexibility and design style the customer needed for the outdoor application. We offer more options to meet the needs of different markets," he added.

Schindler Delivers Performance

Schindler provided a total of 22 escalators and 19 elevators to the Short Pump Town Center's main

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Why Schindler?

After a detailed competitive bidding process and negotiation, Schindler was selected as the supplier of choice for the Short Pump Town Center project, with the ability to meet the unique needs of the project and price as deciding factors. Tommy Pruitt, president of Pruitt and Associates, the developer and owner of the project, said Schindler was naturally on the list of bidders

structure and five anchor stores, which include Nordstrom, Lord & Taylor, Dillard's, Hecht's and Dick's Sporting Goods. The Schindler 9300 family of escalators, known for its superior performance and design versatility, were particularly well suited to the open-air structure. The Schindler 9300 escalators offer exterior options that adapt to the architectural design and also excel at providing functionality for an outdoor facility. The Short

Schindler 



Pump Town Center's special options include truss heaters, combplate heaters and fans. The Schindler 330A elevators, which provide flexible design for a wide range of applications, blend seamlessly in the cutting-edge lifestyle center.

Schindler's high-performing products for the Short Pump Town Center are matched only by its high-quality installation process. "The flexibility of our product design does not compromise our installation process in any way," Newell explained. "In fact, it enhances it." Schindler escalators, both interior and exterior, are built on the same manufacturing platform with pre-engineered available options. "We can easily add the required features to a basic framework without additional fuss or muss," he said.

"Schindler demonstrated a high level of teamwork on this project," Pruitt said. "During the main eight-month construction period, we had 70 inches of precipitation. It was a very tough situation especially for the work Schindler was doing, which required digging holes in the ground to put in the pits and the mechanical equipment. Every time I walked by one of those holes it was full of water. We had a ribbon-cutting date set and we had to open come hell or high water and the high water came! We had to deliver and Schindler was a part of the big team that helped to get us there."

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About Schindler Elevator Corporation

Schindler Elevator Corporation produces, installs, services and modernizes a broad range of elevators, escalators and moving walks for various people-moving applications. The company is the North American operation of the Swiss-based Schindler Group, the world's largest escalator manufacturer and the second largest elevator manufacturer.



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Customer Facts

- New installation for an upscale, regional mall
- \$360 million project
- Structure size: 1.2 million square feet
- 5 anchor stores; 120 premier stores and restaurants

Schindler Solutions

- 22 Schindler 9300® escalators
- 8 Schindler 330A™ passenger elevators
- 7 Schindler 330A™ service elevators
- 4 freight elevators
- SchindlerDraw® software for product drawings

Key Successes

- Schindler products were well-suited to the open-air application.
- Close collaboration among Schindler's New Installation Accounts Team, Schindler's plants, and the developers.
- On-schedule installations and facility opening.



Schindler

The Elevator and Escalator Company

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