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Project of the Month: HDS Architecture and AmConCorp design & build Arhaus Furniture store at 323 Speen St., Natick

May 27, 2022 - Retail



Photo credit: Johnson Photography, Inc.

Natick, MA HDS Architecture (HDS) has transformed a dated façade into an attractive, eye-catching storefront. Like so many retail spaces that occupy buildings originally designed for an earlier tenant, the Arhaus Furniture store at 323 Speen St. was in dire need of a complete exterior makeover. The design challenge also included an entire revamp of the interior.

The HDS design is based on a prototype developed by New York firm of Phillip Brown Studio. The exterior materials include Cor-Ten steel panels, curtain wall glazing, limestone veneer, aluminum panels, and horizontal v-groove wood siding.

Photo credit: Johnson Photography, Inc.

Photo credit: A Louis Jean Media

Maintaining full operations while expanding and remodeling the exterior and interior was the primary challenge. HDS assembled a team that could meet the accelerated time schedule required to keep the business operational and meet the deadline for anticipated emergence of consumer interest as COVID-19 measures were allowing shoppers to return in person.

Working with American Construction Corp. (AmConCorp), a two-phase construction plan was developed. Relocating the main entrance to one end of the existing store enabled the entire old façade to be demolished at once, rebuilding the new façade without reworking an area twice.

Photo credit: A Louis Jean Media

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The new store has exceeded Arhaus Furniture design goals and has attracted interest and attention from existing and new customers. It has also spurred interest in comparable improvements to adjacent tenants. An increase in consumer traffic has benefited all retail tenants in the complex.

The dynamic new façade has raised the bar for competing retail operations in the surrounding local shopping area long known as a hotbed of retail business for west suburban Boston.

Project team:

HDS Architecture Architect
AmConCorp Construction Manager
A.T. Masonry, LLC Masonry
Superior Contracting Services, LLC Demolition

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