

# PROJECT SPOTLIGHT



## Hibbett | City Gear

### A Case Study in Retail Space Optimization

*Hibbett | City Gear has been a trusted name in the retail industry for over 75 years, specializing in sneakers and casual fashion with over 1,000 locations across the United States. With substantial growth and inventory expansion, the business had begun to outgrow its space. This case study explores how Patterson Pope transformed Hibbett | City Gear's retail environment, changing the game with strategic storage.*

#### THE PROBLEM

Hibbett | City Gear's primary issue was its expanding inventory, resulting in a critical need for more efficient storage solutions. Not every store carried the same stock, with some locations focusing on more sports equipment and others on apparel, making storage even more complicated. "We always wanted a decent-sized sales floor to fit the merchandise we need," says Design Manager Laura Phillips.

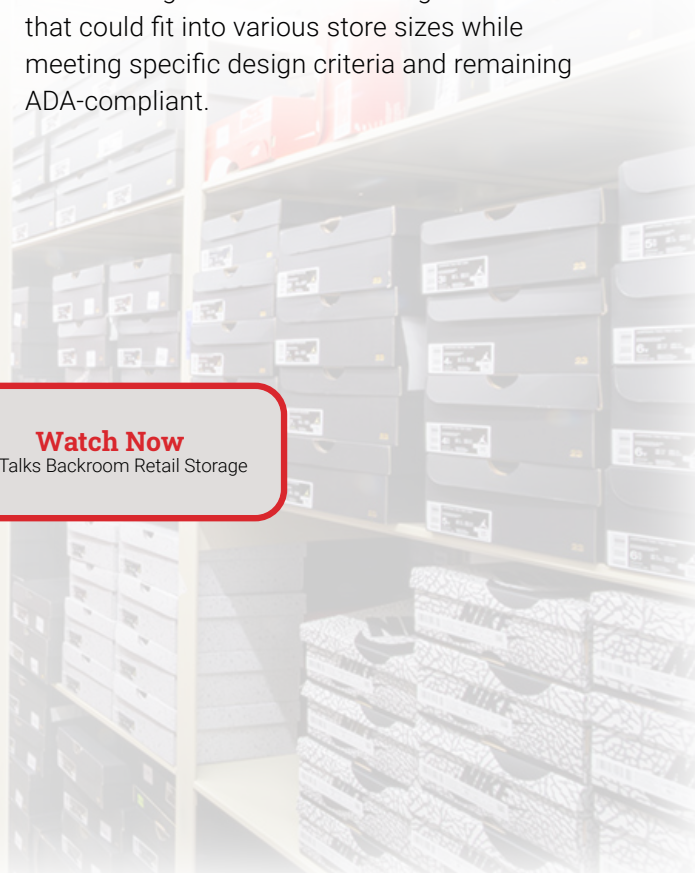
Historically, the type of store dictated the back room storage bin requirements, and it just wasn't working. Jeremy Brown, Director of Construction and Design, explains, "We've worked with the same kind of shelving for years, and it cramped our space a bit when we had tighter areas. So, we were looking for a system that could help alleviate some of that stress in our back room."

Not only were the existing shelving systems inadequate and cramping the space, but they also limited the company's ability to move into desired markets with smaller retail spaces. "Before, there might be a center that we really wanted to be in. Well, the only box (location) that's open is 4,200 square feet. That's a struggle with what we're currently using," Brown explains. "We probably turned down quite a few locations just because we couldn't make it fit."

The challenge was to find a storage solution that could fit into various store sizes while meeting specific design criteria and remaining ADA-compliant.



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Jeremy Brown

Director of Construction and Design, Hibbett | City Gear

## THE SOLUTION

In addition to regulatory requirements, Hibbett | City Gear's solution also needed to comply with its stores' specific design criteria, which doesn't leave much backroom space. The ideal storage solution would also accommodate inventory fluctuation, preparing for larger shipments and diverse storage needs.

Patterson Pope proposed the ActivRAC System, an innovative storage solution designed to maximize space efficiency. ActivRAC is a high-density mobile storage solution - incorporating a "movable aisle" accordion concept. This system allows Hibbett | City Gear to confidently move into smaller retail spaces without compromising its product capacity. The ActivRAC system is not only ADA-compliant but also flexible enough to accommodate inventory fluctuations and various storage requirements.

This solution proved a game-changer, efficiently utilizing backroom space and giving anywhere from 100 to 1,000 square feet back to the sales floor. Brown says, *"I think that the ActivRAC system is fantastic if you're trying to maximize what you're doing in a back room; it really gives you a chance to show off your sales floor more. You get to have more product out, more people can see it and you can keep the back room a little tighter... I think that it gives you a chance to showcase everything you have on a bigger sales floor."*

The team also noted the smooth installation process with easy scheduling and a typical three-to four-day timeline. *"P2 comes in and installs the railing and drops the shelving,"* says Brown. *"We've hardly had to do anything on our end."*





**"It's been a relationship and not necessarily just a vendor selling me something... Creating that relationship is huge for us."**

Laura Phillips  
Design Manager, Hibbett | City Gear

## THE OUTCOME

Implementing the ActivRAC system has been profoundly successful, with installation in at least ten new stores and plans for retrofitting existing ones. This solution has allowed Hibbett | City Gear to effectively utilize retail spaces under 4,500 square feet, ensuring ample product availability even in smaller locations.

*"It allows us to get into smaller spaces and still have the right amount of product for that area," explains Brown. "Our typical stores are 5,000 or 6,000 [square] feet, but we can go to a 3,500 or 4,000-foot space and still feel like we can get enough product in there to make our team successful."*

The store teams have enthusiastically welcomed the additional backroom space, enhancing overall store

functionality. Brown emphasizes, *"Everyone on the store teams loves it because it gives them more space in a backroom where you wouldn't have that kind of space."*

Patterson Pope's collaborative approach and commitment to timely installation have been vital to success. *"They [Patterson Pope] have been really great about timing; install scheduling has been really easy, and they worked really well with our contractors,"* says Brown. Laura Phillips adds, *"It's been a relationship and not necessarily just a vendor selling me something... Creating that relationship is huge for us here at Hibbett | City Gear."*

