



Architects  
ClaytonLevyLittle

## 2008 HEB Austin, Texas

### **Project Description**

For the redesign of an existing HEB store ClaytonLevyLittle provided designs for new front elevations and a revised store layout. The store's neighborhood along East Riverside Drive in Austin is undergoing significant gentrification as the store's predominantly Hispanic clientele transitions into the middle class. The design uses traditional Mexican imagery in sophisticated and modern interpretations. Bold bands of color on the front façade are reminiscent of a Mexican blanket while oversized imagery of cultural produce lead customers through the main entry. Images of dancers in traditional dresses are decal'd to the entry floor and colorful tiles dress up hearth-like ovens in the in-house bakery. ClaytonLevyLittle also redesigned HEB's gas station and carwash kiosks. Center column masts with an internally lit folded plate provide more sculptural interest and drama to a functional and typically mundane building type.