The Urban Grocery Store

This program revolves around a thesis of integrating a suburban-type grocery store, or hypermarket, into a confines of an urban site. Unlike the grocery store of suburbia, the urban grocery store accounts for many issues of context that are devoid of meaning beyond city limits. Listing these urban forces and analyzing them, allows one to create a program that is both responsive and responsible in dealing with urban dynamics.

The entry is the most important part of the program. Functionally, the entry serves as a primary collector of people entering and exiting the store. Experientially, the entry serves as an orienting device; allowing users to see all floors and respective departments. Visually, the entry must be a prominent element due to its importance within the utility of the grocery.

Function Diagram

Through this program, one can state the forces acting on the design, and synthesize those forces to produce a tangible, realistic model and approach to the problem. The resulting solution is responsive to the forces of the urban dynamic, and should act as a topical road map that guides the design process.

Prototype Study

EXPERIMENTAL Shopping carts are readily accessible when needed and easily returned to the corral when finished.

FUNCTIONAL Carts runs a closed circuit that deposits the carts where it started, ready for the next user.

Spatial sequence:
Throughout the program, many issues are examined in accordance with functional, visual, and experiental requirements. The compilation and synergy of these three elements, results in the qualitative space.
Implementing a 60,000 square foot grocery store, of a conventional type, within an urban context is not achievable because it requires too large a site to accommodate parking and does not relate well to its context.

Our approach to prototyping the urban grocery store began by disassembling the elements of a grocery store: store departments, circulation elements, and exterior attributes. After designing each individual element in its ideal condition, we then reassembled the elements using several constant for design: similar progression through every store configuration, preminence of the atrium as a circulation and organizing element, and utilization of parking structures rather than surface parking.

We applied these principles onto two sites, testing entry at the corner and in the center of the site; these permutations addressed numerous variables simultaneously while retaining some similarities and unifying principles.
Currently, many view grocery shopping as a chore, and the goal of the design is to make the store an experience. By studying the precedents and creating a responsive program, a unique design could be compiled from the lessons learned in the investigative process. The over-riding goal of the store is to acquire a model that better suits the needs of the metropolitan resident. To move toward this goal, one must look back to the grocery store’s beginning.

Spatial Organization Theory

**Experiential:**
1. Wait in line to pay
2. Pay for groceries, interact with cashier
3. Exit the store with groceries

**Functional:**
Checklanes are a buffer between the store and the entrance, buffering two separate functions and helping with security

**Visual:** Checklanes are the most active component of the stores, since every customer must use this area and interact with the cashier

This diagram highlights the typical circulatory pattern found in most grocery stores. The implicit closed-circuit path dictates people to attend every department. Most of the circulation is organized by subsidiaries and retailers of the grocery store.

**Flow Diagram**
The flow diagram describes the current store configuration Kroger employs. This mode is very contrived, and it is a sequence of calculated weaves. Another way to look at consumer behavior and circulation can be found within a shopping mall.

Deconfigure the grocery store’s unity. Stores of mall are like departments of grocery. De-emphasize controlled circulation and allow for mingling, wandering. This would allow for competition of departments, similar to that competitiveness found in a retail shopping mall.