Prototype Design: a Guide to Designing the Urban Grocery

<table>
<thead>
<tr>
<th>Building Density</th>
<th>Small Site 20,000 s.f.</th>
<th>Medium Site 40,000 s.f.</th>
<th>Large Site 80,000 s.f.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building range from 3-5 stories, majority of the buildings are between 5-15 stores, 40-50% of land used, midrise construction</td>
<td>(Columbus: 40,000 s.f.) availability: high Site should occupy corner to maximize stability and accessibility; should make use of alley for service</td>
<td>(Columbus: 80,000 s.f.) availability: medium should not cross alley; building should extend to street limit for visibility; larger site allow for parking surface</td>
<td>(Columbus: 160,000 s.f.) availability: medium several blocks are currently devoid of buildings; allow for extensive parking and visibility of building</td>
</tr>
</tbody>
</table>

- **Pater Noster**: (German for “Holy Father”); Cars move continuously along route; passengers get on as it passes; (+) Fluid movement between floors; (-) May not move people effectively enough; also needs elevator, etc.
  - (+) Takes up less space than most very flexible placement;
  - (-) Does not allow flow from one floor to the next

- **Platform Lift**: Pallet is 20’x20’ with interchangeable displays; Allows for shopping to continue while moving up or down; (+) Makes transition between floors more smooth; (-) Will take longer than a regular lift because has other considerations
  - Each box is 20’x20’x15’ high; Building is split into 2 levels to facilitate movement and interaction; Lift moves up half a floor, patron ends up passing through the space
  - (+) Takes up less space than most-very flexible placement;
  - (-) Does not allow flow from one floor to the next

- **Box Lift**: Each box is 20’x20’x15’ high; Building is split into 2 levels to facilitate movement and interaction; Lift moves up half a floor, patron ends up passing through the space
  - (+) Takes up less space than most-very flexible placement;
  - (-) Does not allow flow from one floor to the next

- **Cartveyor**: Requires large catchment to support large variety in specialties; ideal for suburban areas where cars are dominant
  - (+) Takes up less space than most-very flexible placement;
  - (-) Does not allow flow from one floor to the next

- **Ramp**: Ramp up—elapsed time not available @ 1:24 slope; (+) Flexible placement, can be used as a buffer between outside and the floor; (-) Uses extensive floor space, and a long distance to travel
  - (+) Takes up less space than most-very flexible placement;
  - (-) Does not allow flow from one floor to the next

**Building Density and Size**

- **Small Site**: 20,000 s.f.
  - Most efficient for tight content; Only a limited selection can be fit into this small a building

- **Medium Site**: 40,000 s.f.
  - Low midsize facility; Improved selection with few specialty items; best for localized neighborhoods; should not support large areas alone

- **Large Site**: 80,000 s.f.
  - Regional draw; requires large catchment to support large variety in specialties; ideal for suburban areas where cars are dominant

**Context**

- **Chris Kannel**
**horizontal-entry 1**

- (+) High street visibility;
- (+) Makes use of corner for entry;
- (+) Good display opportunity;
- (-) Long way to the entry

- (+) High street visibility;
- (+) Addresses both faces equally;
- (+) Good display potential at corner;
- (-) Disparate entries difficult to connect

- (+) High street visibility;
- (+) Responds to pedestrian traffic flow;
- (+) Good control point;
- (-) Entry cuts into s.f.

**horizontal-entry 2**

- (+) High street visibility;
- (+) Addresses both faces equally;
- (+) Good display potential at corner;
- (-) Disparate entries difficult to connect

- (+) High street visibility;
- (+) Makes use of corner for entry;
- (+) Good display opportunity;
- (-) Long way to the entry

- (+) High street visibility;
- (+) Addresses both faces equally;
- (+) Good display potential at corner;
- (-) Disparate entries difficult to connect

**horizontal-entry 3**

- (+) High street visibility;
- (+) Addresses both faces equally;
- (+) Good display potential at corner;
- (-) Disparate entries difficult to connect

**horizontal - parking 1**

- (+) Parking has low impact;
- (+) All areas have an entry;
- (+) Building is the focus;
- (-) Needs a large site

**horizontal - parking 2**

- (+) Parking has low impact;
- (+) All areas have an entry;
- (+) Building is the focus;
- (-) Needs a large site

**horizontal - parking 3**

- (+) Parking has low impact;
- (+) All areas have an entry;
- (+) Building is the focus;
- (-) Needs a large site

**horizontal circulation**

- (+) Parking has low impact;
- (+) All areas have an entry;
- (+) Building is the focus;
- (-) Needs a large site

**multistory - parking 1**

- (+) High street visibility;
- (+) Parking is hidden;
- (-) Very deep site;
- (-) Entrance is inconvenient and potentially dangerous

- (+) Site highly reduced;
- (+) Parking is hidden;
- (+) Sea can change to more park-like atmosphere;
- (-) Too many entrances if most come from the garage

- (+) Site highly reduced;
- (+) Parking is hidden;
- (+) Sea can change to more park-like atmosphere;
- (-) Too many entrances if most come from the garage

**multistory - parking 2**

- (+) High street visibility;
- (+) Parking is hidden;
- (-) Very deep site;
- (-) Entrance is inconvenient and potentially dangerous

- (+) High street visibility;
- (+) Parking is hidden;
- (-) Very deep site;
- (-) Entrance is inconvenient and potentially dangerous

- (+) Site highly reduced;
- (+) Parking is hidden;
- (+) Sea can change to more park-like atmosphere;
- (-) Too many entrances if most come from the garage

**multistory - parking 3**

- (+) High street visibility;
- (+) Parking is hidden;
- (-) Very deep site;
- (-) Entrance is inconvenient and potentially dangerous

- (+) Parking has low impact;
- (+) All areas have an entry;
- (+) Building is the focus;
- (-) Needs a large site

**multistory circulation**

- (+) Parking has low impact;
- (+) All areas have an entry;
- (+) Building is the focus;
- (-) Needs a large site

- (+) Parking has low impact;
- (+) All areas have an entry;
- (+) Building is the focus;
- (-) Needs a large site

- (+) Parking has low impact;
- (+) All areas have an entry;
- (+) Building is the focus;
- (-) Needs a large site

**multi story - entry 1**

- (+) High street visibility;
- (+) Addresses both faces equally;
- (-) Two entries are hard to monitor;
- (-) Large lobby needed to connect entries

- (+) High street visibility;
- (+) Addresses both faces equally;
- (-) Two entries are hard to monitor;
- (-) Large lobby needed to connect entries

- (+) High street visibility;
- (+) Addresses both faces equally;
- (-) Two entries are hard to monitor;
- (-) Large lobby needed to connect entries

**multi story - entry 2**

- (+) High street visibility;
- (+) Addresses both faces equally;
- (-) Two entries are hard to monitor;
- (-) Large lobby needed to connect entries

- (+) High street visibility;
- (+) Addresses both faces equally;
- (-) Two entries are hard to monitor;
- (-) Large lobby needed to connect entries

**multi story - entry 3**

- (+) High street visibility;
- (+) Addresses both faces equally;
- (-) Two entries are hard to monitor;
- (-) Large lobby needed to connect entries

- (+) High street visibility;
- (+) Addresses both faces equally;
- (-) Two entries are hard to monitor;
- (-) Large lobby needed to connect entries

- (+) High street visibility;
- (+) Addresses both faces equally;
- (-) Two entries are hard to monitor;
- (-) Large lobby needed to connect entries