

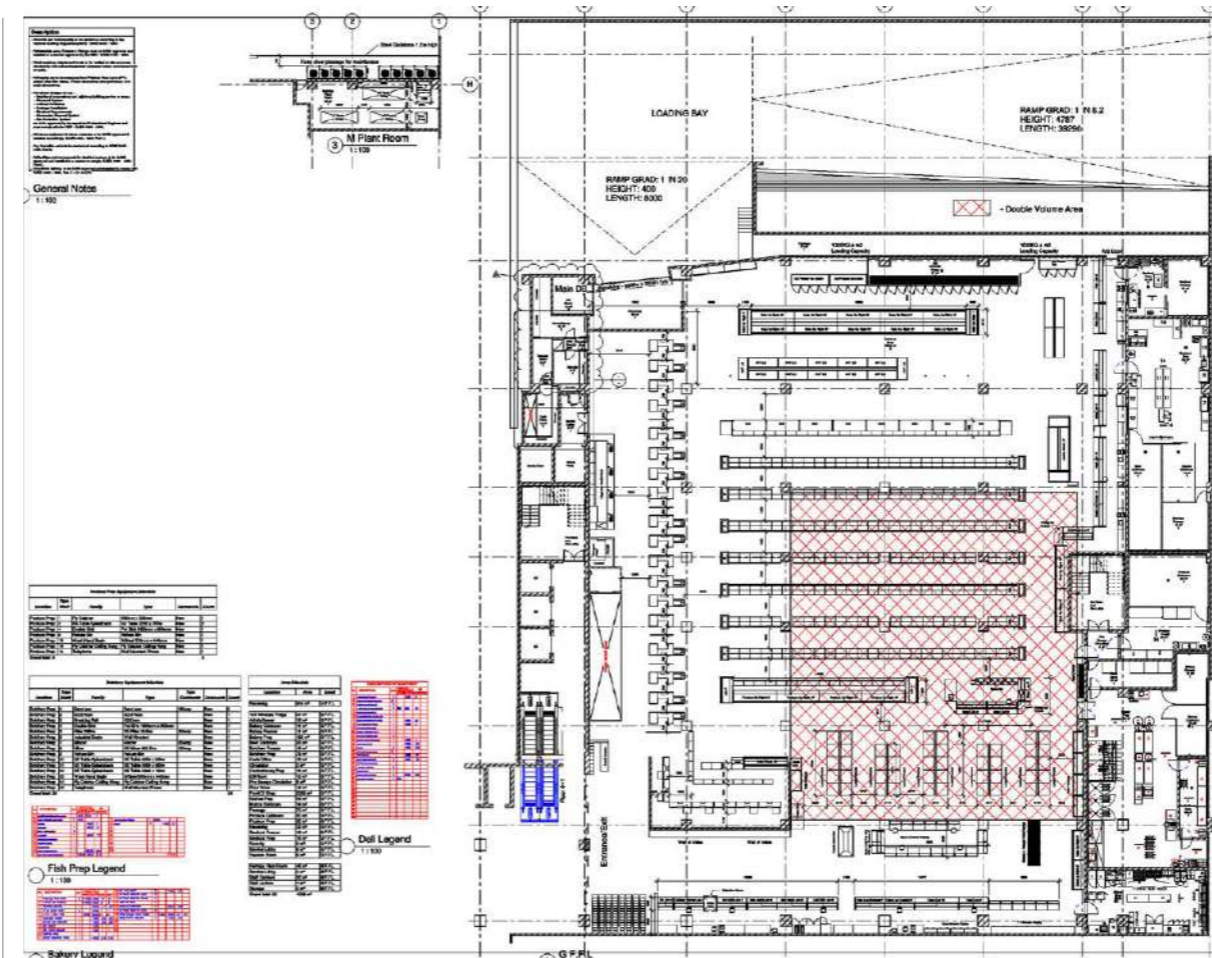
If you fail to plan, you plan to fail!



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One of the most relative sayings in the store design industry is, "If you fail to plan, you plan to fail!" Whether it be revamping or a new build, this may be a very daunting task for any store owner to undertake. Not only is there a huge financial outlay but many more hidden factors to consider. Store design is encompassed with contractors, suppliers and professionals that are involved in all aspects of building a supermarket. Detailed planning ensures minimising unforeseen costs and this is where store designers are required to produce drawings with as much detail as possible to assist in accurately quantifying the estimated cost of the proposed supermarket.

Do yourself a favour, next time you're in a supermarket take a look around and notice all that goes into each department. Look up, if there is no ceiling you will be able to see all the different trades services (pipes, cable trays, ducting, etc) that are intertwined in what we call the service void area.



It takes a lot to make sure these services don't conflict with each other and this is just one of many reasons of the importance of planning and store designs.

This allows me the opportunity to go through the process of store design in simple form. As a store designer, I would also like to include all of the wonderful tradesmen, consultants and professionals that form part of the professional team that are involved in a supermarket build.

In my experience, I have learnt that there are three phases to the store design.

- Conceptual General Layout.
- Working/Construction Drawings
- Finishing Drawings

This is a pack of drawings and can sometimes add up to 12 sheets in a pack of drawings and that excludes the drawings submitted by the Architect and Engineers which I will explain in more detail a little later.

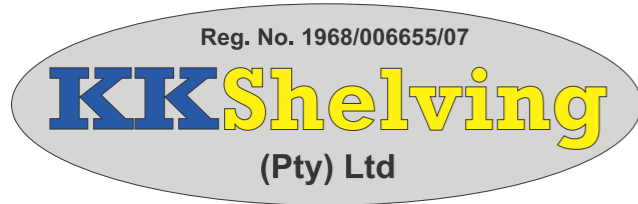
Conceptual General Layout

This is the most important of the sheets as this is the layout of the store. This includes the positioning of your shelves, shopfitting, refrigeration, equipment and tills as well as rooms and room sizes. This is how we departmentalise the store showing the Fruit and Veg, Butchery, Bakery, Kitchen, Store Rooms and Dry Goods on shelves. This plan includes cold-rooms as well as all equipment in the prep areas, placed according



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to workflow procedures commonly found in these departments. There are many suppliers involved in this process/phase – from shopfitters to equipment suppliers as well as the refrigeration supplier chosen by the retailer.

Generally this is the most time consuming sheet as there are many changes to get the flow right and to make sure the retailer is happy, once the retailer is satisfied with the concept he/she will sign it off and we will move onto the next phase.

Working/Construction Drawings

As the title states, these are the drawings issued to site for the building of the store and include the following sheets:

Demolish Works. Should this be an existing building and there be any alterations etc needed where by demolish works are called for they will be detailed on this sheet.

Slab Details. This relates to all details of the concrete slab, cut outs for drainage pipes, recesses for cold rooms and waterproofing under them, etc. This would often be the time a Structural Engineer is consulted depending on the conditions.

Slab Services. This sheet details all services found in the slab, such as plumbing, waste pipes for refrigeration condensation and basins, floor drain positions, coring for plumbing. Try to limit the services in the slab – if you need to repair services, its best they be accessible without too much interruption to trade.



Services Layout. This sheet details all electrical, data, telephone services found on walls, floor mounted and ceiling mounted points. We detail cable tray positions, as well as gas and plumbing services found in walls and ceiling levels. Often there will be an Electrical Engineer who assists at this point should there be a need.

Wall and Partition Layout. On this sheet you will find all details pertaining to new brick and partition wall details, including dimensions of wall thickness, fire rating and heights. You will also see doors and windows with tags indicating numbers which reference to the *Window and Door Schedules Sheet*.

Window and Door Schedules. These are the details of the types of doors and windows, their sizes and opening sizes as well as any other specialised information.

Prep Area Services Details. Due to the amount of equipment in the Service Prep areas there will be a lot of information crammed into a small area and on a plan view of 1:100 these areas become very busy when it comes to information. So we will isolate the prep areas onto one sheet and detail all the important services that go into these areas so that it is clearer to the contractors minimising mistakes.

Finishing Drawings

These consist of all the aesthetic finishes for floors, walls and bulkheads. Drawing sheets consist of the following:

Ceiling and Bulkhead layout. At this point we get involved with the **Mechanical Engineer** regarding HVAC and extraction systems.

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We also need to involve the Fire Safety Consultant regarding sprinklers, FHR and extinguishers and we start to overlay their drawings with ours to make sure there are no clashes with services in the services void above ceiling level.

Ceiling and Bulkhead Sections. This sheet has sections and elevations of the bulkheads for the bulkhead contractor to work off when building all the store bulkheads and installing the ceilings in the prep areas.

Floor Finishes. This sheet details the floor finishes we will be using throughout the store. This is a very important consideration as the floors take a lot of punishment, so you need to be very careful with your selection.

Wall Finishes Details. This sheet details the wall finishes throughout the store and is coordinated through a legend of detailed and different coloured lines which relate back to the legend indicating the type of finish to be applied. A lot of work goes into this sheet and quite a bit of back and forth with the client. It helps to see what the client has envisioned and put together a mood board for them to see and feel what you have in mind to make sure you have understood his/her brief correctly.

Wall Finish Elevations. This sheet also helps the client visualise the selected finishes in elevation. This is the final sheet issued in the full design pack.



NOTE ...

On all our sheets you will find schedules quantifying elements pertaining to that field, this will assist the quantity surveyor or whoever has been enlisted to price the build for the retailer and provide an accurate idea of the full cost of the build.

The professional team in the build is very important. This can consist of Professional Engineers as well as Consultants of all different fields such as Fire, Cooling and Refrigeration, Lighting, Mechanical and Structural.

Store Flow

You want to subconsciously guide the customer through a store in order to make sure they shop the whole store and not just one aisle. This is not always achievable, but is the desired effect. A supermarket is departmentalised, and you will never walk in straight onto Dry Goods. 80% of the time you will walk into Fruit and Veg or Hot Foods Deli and occasionally there are promotional stands or displays. You also never walk in onto a Butchery. This and frozen are often tucked at the back of the store, past the dry goods or shelving, giving the shopper a reason to walk past the grocery section. Bread and eggs are also placed strategically – not hidden, but not in



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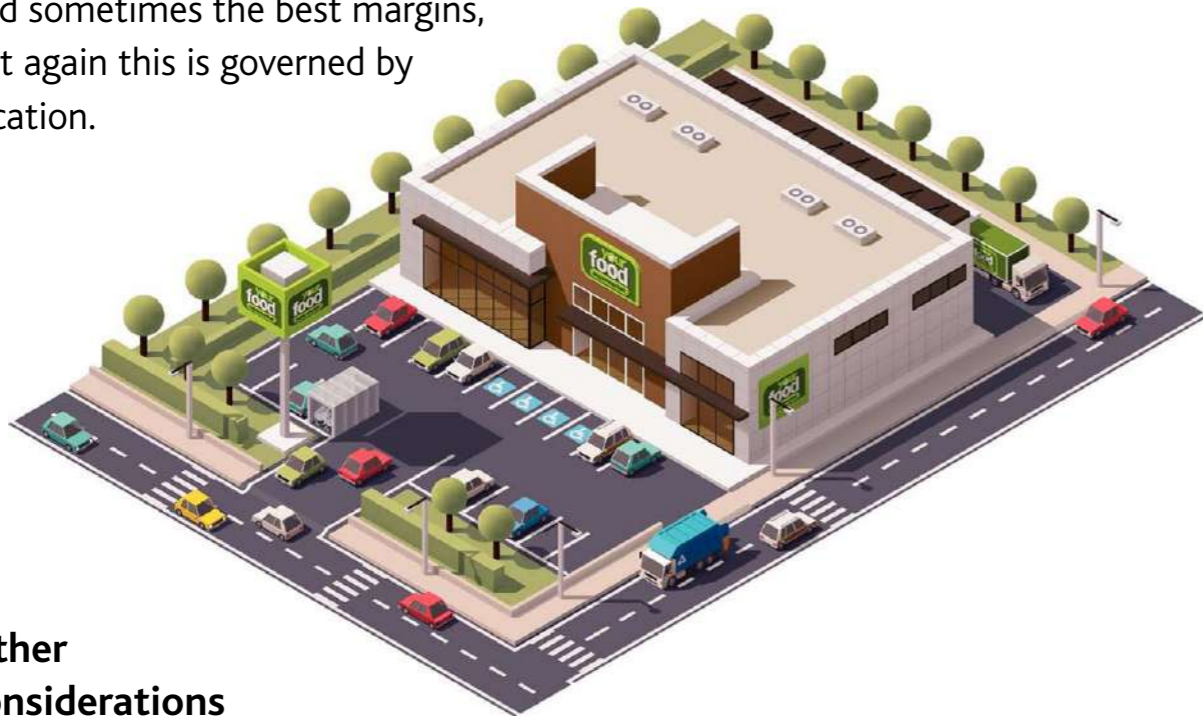
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plain sight. You need to gently guide the shopper through your store to allow for impulse shopping. This needs to be balanced to make sure you do not aggravate the customer, as the customer must still be able to flow smoothly through the store. Each store is different and is governed by the target market of the area it is situated in. Having always found that retailers focus on Fruit and Veg and Hot Foods Deli as these departments have the higher turnover and sometimes the best margins, but again this is governed by location.



Other considerations

A very important consideration is Lighting. This is a specialist field and there is a science to lighting and its effects on product, as well as expense. The same can be said about refrigeration and cooling. For example, refrigeration and HVAC systems can be linked and can work together to achieve great results in performance as well as sustainability, and there are experts in this field who should be consulted during the design phase.

In closing, there are many considerations when revamping or building a new supermarket. It helps to plan ahead and employ the right suppliers and consultants that will save you time and money, giving you as a retailer time to focus on your core business.

At the end of the day, this is a huge financial outlay and we need to make sure you do not over capitalise on your project and get the fastest return on investment possible. **SR**



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