



DETROIT



NEIGHBORHOOD RETAIL OPPORTUNITY STUDY



Commercial Uses Prototype Book

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INTRODUCTION

PURPOSE

This prototype book is a companion piece to a research study commissioned by the Detroit Economic Growth Corporation, the Detroit Neighborhood Retail Opportunity Study. The 2017 document identified existing retail demand within many neighborhoods. However, a strategy was needed to support retailers and potential entrepreneurs and to guide efforts to provide city funding for improvements. As a result, a need arose to provide prospective business owners with additional tools to facilitate occupancy, specifically design and cost considerations.

Intentional design is essential to the bottom line of a retailer, whose storefront, layout, color palette, merchandising, and dimensions curate the brand and play important roles in driving customer behavior. Today, retail in “brick and mortar” spaces must be an experience. A store or restaurant’s architectural and design characteristics must serve and distinguish the retailer concurrently.

Streetsense, in partnership with Virtuoso Design + Build (VD+B) and the Detroit Economic Growth Corporation (DEGC), crafted this guide with the intention of empowering entrepreneurs, city staff, designers, and builders with a behind-the-scenes guide to creating the best opportunity for retail success along Detroit’s neighborhood corridors.

If you are looking for resources to establish and design your retail business in Detroit, this book is for you! It will help you translate your business plan into a physical space that’s right for you and your future customers.



HOW TO USE THIS BOOK

This prototype book is drafted in two primary sections – (1) Best Practices and (2) Prototypes & Cost Estimates. Together, they are intended to present a broad understanding of design essentials and the associated costs. This book is not intended to be a set of “rules”, as Streetsense, VD+B, and DEGC recognizes and celebrates innovation in design and unique applications of branding in the physical space.

The Best Practices section is divided into six subsections: site selection, base building architecture, storefront design, floor planning, and other architectural considerations. Each includes information about what has worked for businesses throughout the world, rooted in research in environmental psychology, crime prevention through environmental design (CPTED), and retail real estate leasing and operations.

The Prototypes & Cost Estimates section outlines design considerations for specific uses, (primarily retail tenants) in traditional storefront spaces, each as an in-line retail space (building typologies are detailed on Page 8). Sample floor plans, approximate costs associated with buildout, and other major design considerations are offered. This section assumes the building is already in “warm lit shell” condition (a commercial building with a finished interior, ready for tenant improvements). If the building is not ready for tenant improvements, please note, additional costs above those included will almost certainly be necessary.

DO

- Use the information to inform your business plan assumptions associated with square footage and costs for buildout.
- Identify whether or not the prototype for your business type fits your vision for the space. If not, please engage an architectural firm to determine how to pivot.

DON'T

- View the prototype designs as final drawings. Seek additional assistance from an architecture firm and contractors to proceed with design development and construction.
- Use the cost estimates as quotes. Upon finalizing your business plan and securing required financing and an appropriate location, engage an architect and contractor to proceed.



BEST
PRACTICES



SITE & BUILDING SELECTION

Location is noted as a primary driver of in-store retail sales, as being able to attract both your dedicated and coincidental customer bases is directly tied to the site's visibility and accessibility. This section is intended to help answer questions regarding ideal site conditions and building typologies.

SITE ACCESS AND CONNECTIONS

First, a business's location should be readily accessible to potential customers. An ideal space is positioned along streets with moderately high traffic volumes passing at reasonable speeds. This condition provides the greatest opportunity to get to the site, as well as to increase the overall visibility desired by all retailers, which promotes more customers to visit and frequent the retail offering.

- **MULTIMODAL ACCESS:** Ensuring that the retail is accessible via as many modes of transportation as possible – bus, car, bicycle, and walking – will further maximize the potential for sales. No one will be left out cause they couldn't get there.
- **PARKING:** When customers arrive, sufficient parking should be provided for both automobiles and bicycles. Do not just think about the needs for your individual business but the parking opportunities in your neighborhood. Is there a compatible use that might be able to share spaces (e.g. community centers or churches)? Are there other retailers that might encourage a customer to “park once, shop twice?” Think of pedestrians when locating parking as well. What is the experience to get from the sidewalk to the front door?
- **SIGNALIZED INTERSECTION:** It is beneficial for the site to be located near a signalized, full-movement intersection. These intersections ease the movement of cars (through managed intersections) and pedestrians (through clear, safe crosswalks). This safe passage is a critical aspect of ensuring a quality retail environment. Signals also increase the visibility of nearby retail offerings as drivers stopped at a red light have a moment to look around.
- **COMMUNITY CONNECTIONS:** Connecting retail to other community uses (e.g. churches, community centers, schools, employment hubs, etc.) fosters a relationship that builds the fabric of a community. This connection is vital to encouraging nearby residents to use and shop at the store.
- **ADA:** Buildings should be accessible from the sidewalk with minimal barriers to entry. In addition to allowing everyone to enter, doorways at grade facilitate a customer's impulse to enter a store – after being enticed by its curb appeal—without any obstacles. Stairs, clutter, and improper landscaping all require customers to have forethought about shopping. Stairs also require additional measures to fully comply with ADA code.

VISIBILITY

All retailers should seek locations on high traffic roads, with the primary entrance and signage parallel to the roadway. Visibility into the store itself engages potential customers by showcasing your brand, product, and environment.



PROPER SIGNAGE: Place an emphasis on prominent signage, both on the building. For shopping centers, on a monument sign along the main road.



UNOBSTRUCTED: There should be an unobstructed view of and into the store; stores should sit at a comparable grade of the street – hills impede visibility; trees should be limbed up; parked cars should not block signage; etc.



HIGH CEILINGS: Ideally, the space's ceilings should be at least 14'. Anything lower and customers feel cramped, perceive it to be dark, and tend to spend less time in stores. Lower ceilings with awnings might not let enough sunlight in.



COTENANCY: Visibility is also a factor of the number and type of surrounding tenants. Being strategic about neighboring tenants (aka cotenancy) will increase the ability to share customers. For example, restaurateurs should want to locate near other restaurants to create a cluster. Or barbershops would likely want to locate near other tenants associated with routine errands – cleaners, grocery stores, pharmacies, etc.

RETAIL BUILDING TYPOLOGIES

There are three main typologies of retail space, each with benefits and challenges. In considering where to locate, consider each option with an eye for which best suits the business's customer base and operational needs.



IN-LINE RETAIL

In-line retail is the primary type of retail space along Detroit's neighborhood corridors. This space is common among downtown/main street storefronts that share a common wall. They are typically smaller than the other two retail typologies – interior malls and stand-alone pad sites/larger boxes.

Purposefully, the following prototypes are all in-line retailers, as this typology is ideal for increased walkability, higher sales due to cross shopping from customers at nearby stores, and lower rents per square foot (all other things being equal), among others. Therefore, this typology is most ideal for entrepreneurs seeking their first location in Detroit.

Retailers interested in an in-line space should be aware of several challenges. Independent property owners are common and might contribute to starkly different building conditions. You need to be aware of the standards of adjacent buildings as well as your own. Additionally, loading and delivery systems will vary building to building and should be evaluated to determine if it meets your business's needs.

Examples of in-line retail space occupants include Sister Pie in West Village, Kuzzo's Chicken & Waffles in Livernois-6 Mile, and Danto Furniture Show Room in SW Detroit.

PAD SITES

Pad sites are free standing buildings, typically surrounded by parking and driveways – often enabling efficient drive-thru operations. These conditions complement their typical tenant types - fast food establishments, big box retailers, and banks. These buildings typically range from small cafes such as Tim Horton's at approximately 2,000 square feet to larger box such as Walmart and Target (over 75,000 sq. ft.).

These sites/buildings are desirable because of their increase accessibility and visibility to vehicular traffic and their paired ability to differentiate from nearby tenants. For example, older McDonald's pad sites are designed with red and yellow roofs to tie back to their brand; in-line building or interior mall locations are not as successful in separating their brand from surrounding tenants.

This condition also presents a challenge, limiting the tenant's ability to benefit from surrounding retail opportunities. Parking and driveways discourages walkability and cross shopping, associated with in-line and interior mall conditions.

Examples of pad site retail space occupants include Burger King, Meier, Dollar Tree, and Taco Bell.





INTERIOR MALLS

Interior malls are large enclosed buildings that are typically surrounded by a field of parking lots on all sides. Interior malls have multiple entrances and tenants – typically in the Food & Beverage (F&B) and General Merchandise, Apparel, Furnishings, & Other (GAFO) categories. Although hours may vary slightly store by store, they are typically uniform. These conditions help create a shared identity and customer base, growing the likelihood of cross shopping and increased sales.

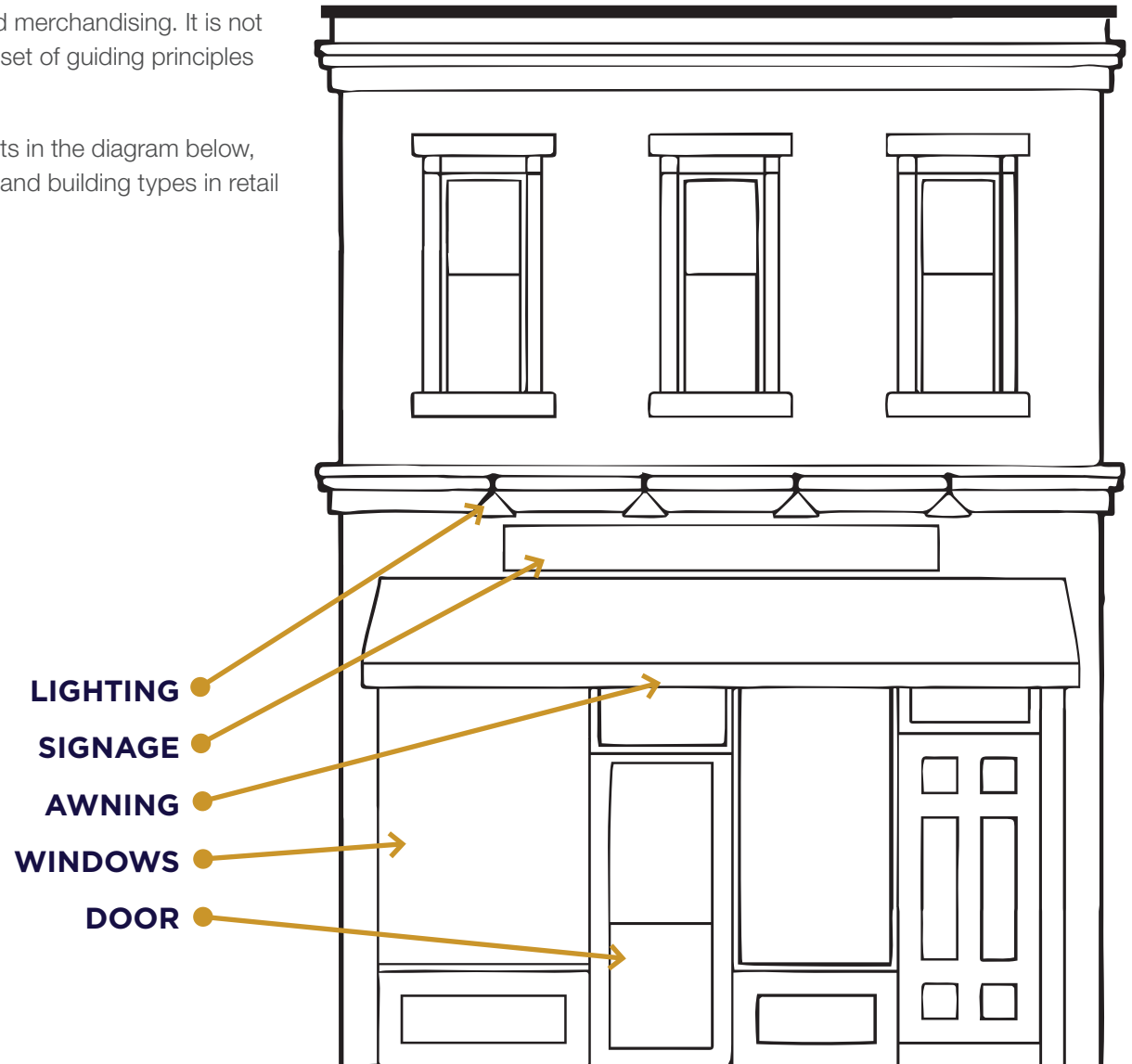
Conversely, there are challenges associated with locating in an interior mall. Visibility is limited, especially for non-anchor tenants, as there are limited signage opportunities on the major roads and field of parking. Customer behavior mirror this condition, as they are typically aware of the offerings at a mall before visiting, and typically arrive by car because the experience walking through the field of parking is not ideal. Interior malls are also at risk across the nation, as retailers (primarily GAFO) are decreasing their square footage across the nation.

Examples of interior mall retail space occupants include: Fairlane Town Center, Somerset Collection, Twelve Oaks Mall, etc. Food halls are growing as an interior mall use. Instead of being inside traditional malls (food court model), they are increasingly operating independently providing numerous food stalls for smaller businesses.

STOREFRONTS

This guide provides some suggestions and ideas for improving your storefront to help your building market your business to potential customers, as storefronts are critical for a business' advertising and merchandising. It is not a substitute for a professional designer, but rather a set of guiding principles to stimulate creative thinking.

Not all buildings have the same architectural elements in the diagram below, but these components translate to most storefronts and building types in retail districts.



SIGNAGE

The storefront's sign is the business's first impression to the customer. A welcoming, eye-catching yet simple sign sends a positive message to the potential customers and draws them into the business to browse and (hopefully) make purchases. Signage draws attention to the business and allows the customer to locate and recognize the brand — day or night. The general guiding principle of an excellent signage design is to “keep it simple.” Often, the simpler the sign, the more attention it will likely get. People have a visual saturation point and too much visual clutter can actually cause potential customers to shut down and ignore all of the signs around them.



BLADE/SHINGLE SIGN

Shingle or blade signs are an eye-catching way to display a business's name and brand to those passing by. The sizes of these signs are typically regulated by the city's zoning code.



BUILDING MOUNTED SIGN

The most common form of signage, building mounted signs, are hung or affiliated to the wall or roof of a building.



PAINTED GLASS OR PAINTED WALL SIGN

Painting the name of the business directly on the storefront glass or the brick wall is cost-effective way to display the name of the business.

ENCOURAGED

- Explore using bold and vibrant colors, but maintain a simple and legible design.
- Maintain and restore historic signs whenever possible.
- Install signs that are appropriately scaled for the building and storefront.

DISCOURAGED

- Blocking visibility into the storefront with signs.
- Confusing the consumer with too many signs, especially ones of similar size.
- Installing back-lit signs.

AWNINGS

Awnings, or canopies, are the roof-like protective sloped projection over a door, window, or storefront. Aesthetically, they help define the width of an individual storefront, establish business identify, and embellish the retail corridor. Practically, they shelter customers, merchandise, and storefront windows from direct sunlight. Awnings and canopies also provide additional space for signage and decoration to enhance the pedestrian experience and welcome customers. Like many buildings located on commercial corridors, singular buildings with multiple storefronts should have awnings that distinguish each business. Awnings should be made of canvas or other fabric material, as aluminum awnings are harsh, unwelcoming, and subject to wind damage due to their inflexible nature. Additionally, awnings should be at least nine feet (9') free and clear for pedestrian passage underneath.



STOREFRONT AWNING

These awnings are fixated to the building's façade and cover the space of the sidewalk that is located in front of the storefront. These permanent awnings protect merchandise in the window from the sun and cover pedestrians from the elements.



WINDOW FITTED AWNING

Awnings that are fitted to the window openings allow the architectural features of the façade to be visible.



RETRACTABLE AWNING

Retractable awnings made of canvas or cloth are a great choice for outdoor seating areas. They last much longer than permanent awnings and be kept clean easily.

ENCOURAGED

- Installing awnings that are made of canvas or other waterproof soft materials that are designed to resist fading and tearing.
- Awnings that are in proportion to the building and that have dimensions that match the door openings.
- Select awnings with thin profiles that do not obscure or overpower the building and storefront.

DISCOURAGED

- Using awnings made of rigid materials such as aluminum, vinyl, or plastics, as they are more sensitive to weather conditions.
- Use of back-lit or internally lit awnings.
- Covering architectural details or windows with continuous awnings oversized awnings.

LIGHTING

Effective lighting provides the necessary visibility to a retail storefront. Not only does lighting draw the customer's attention to aesthetically pleasing features of a storefront (product display or the building's architectural detail), but also to functional elements of the storefront (entrances, exits, and sidewalks). It can also promote a retail business and its brand during the evening and night hours. Strategic lighting can deter criminals, increase the perception of safety, and supplement the existing street lighting. However, it should not be so bright that criminals can hide in the deep shadows created by overly bright security lights. Overly bright lights can also create glares, which hamper the vision of pedestrians, cyclist, and motorist. Generally, lighting should be used to illuminate merchandise or signage, and not to bring attention to the fixture/bulb itself (of course, unless you're a lighting retailer).



WALL MOUNTED LIGHTING FIXTURES

Wall mounted lighting fixtures can be thoughtfully placed to illuminate signage and the storefront's special architectural details. These lighting systems should draw more attention to the signage and storefront.



MOTION-DETECTOR SECURITY LIGHTING

In areas where lights may not be needed late at night, motion-detector security lighting can help draw attention to the area and deter crime if an area that is dark is suddenly lit up.



MERCHANDISE STOREFRONT LIGHTING

Illuminating interior display areas draws attention to the merchandise. Allowing these lighting systems to operate around the clock provides advertising and merchandising even during the off hours.

ENCOURAGED

- Illuminate signs from above, not from behind.
- Direct lighting downward at building entrances and along pedestrian walkways to prevent glare.
- Use lighting fixtures that complement the architectural style of the building and do not distract attention away from signage or merchandise displays.

DISCOURAGED

- Backlighting awnings or internally-illuminated signs.
- Lights that are directed towards the street, sidewalks, or adjacent properties.
- Lighting areas (like the back door) that cannot be seen. Sometimes, darkness can be better than lighting if lighting helps criminals to see what they are doing.

WINDOWS

In addition to providing a first impression, stores play a role in working together to make the ambiance of a street a positive experience. Glass gives potential patrons a good idea of what the store is from the outside. Clear sight lines indicate to potential customers that it is safe. Blank walls and poor visibility create a perception of a safety issue- for business, this can be just as bad as an actual safety issue and is much more difficult to mitigate. The most outstanding store opportunities are located on corners to provide additional storefront windows and visibility.



CLEAR GLASS

Clear glass is the most appropriate for retail as it enables an unobstructed view to inside activity, promotions, etc. Ensuring the glass is durable, to minimize risk of shattering, is recommended.



TINTED / STAINED / FROSTED GLASS

Each of these glass types use either a film or stain in order to provide privacy/safety, to reduce solar heat, or to serve as a unique design element.



SECURITY / TEMPERED GLASS

Both of these glasses are intended to resist shattering due to a chemical or thermal application or an additional film that holds the glass together. Tempered glass will break into chunks instead of sharp pieces.

ENCOURAGED

- At least 70% of the retail storefront should be glass.
- Spandrel glass (an opaque glass) or another durable material should be used at floor breaks and considered at bulkhead, the lower 1'-2' section of the storefront.
- Glass installed in main door frame to continue the visual connection throughout the entry experience.

DISCOURAGED

- Opaque or translucent glass, window graphics or other non-transparent features that cover more than 10% of its surface area, especially at eye level.
- Use of reflective glass that inhibit the ability to see into the store.
- Transparent glass that provides views into unorganized back of house (BOH) areas.

DOORS

Doors are essential to functionality, aesthetics, and safety of a retail space. Functionally, they serve as the primary form of ingress/egress, a gateway into the immersive brand experience. Aesthetically, they communicate the type of experience - a solid opaque door leaves the experience a mystery, while glass doors with metal frames enable patrons to maintain a visual connection with the retail space. Doors are required by code to enable patrons to exit in the event of panic or emergency.



SWING DOORS

These are typical doors for storefronts and are hinged to a frame and swing along 90 or 180 degree angle. Swing doors on storefronts are most commonly made of aluminum frame and glass inset.



REVOLVING DOORS

Revolving doors typically consists of three or four doors that hang onto a central shaft and rotate around a vertical axis. These doors increase temperature control and are optimal for high traffic businesses.



SLIDING / AUTOMATIC DOORS

This door typology typically consist of an operable door with wheels at the top and/or bottom that assists in moving back and forth to create an opening. Typical of larger retail stores, especially those associated with large purchases.

ENCOURAGED

- Place main door(s) directly below primary/largest sign and/or awning to denote entry point.
- Have a minimum width of 32 inches and height of 80 inches.
- Business name and hours of operation on or near the door.

DISCOURAGED

- Round doorknobs, as they are not accessible according to the Federal Americans with Disabilities Act (ADA).
- Uneveled platforms on both sides of doorway.

SECURITY GATES & GRILLES

Existing security gates and security grilles should be removed wherever possible, as their presence communicates a real or perceived safety issue. However, in the cases where security gates and security grilles are absolutely necessary, they should exist in a visually pleasing way.



BEST PRACTICES

- Security gates should be as transparent as possible, as opaque, solid security grates make the area feel unsafe and do not allow passersby to view window displays.
- During the business hours, security gates are held in gate boxes. Gate boxes can be a blemish on a storefront, however strategic storefront design can locate these boxes out of site. They should be mounted behind a store window or concealed behind an awning or sign. Painting the gate box to fit in with the building or the signage colors can also help disguise the gate box.

UPPER FAÇADE & BUILDING CORNICE

Preserving the architectural features of the entire building is essential to the success of the ground floor storefront. Façade improvements should be extended to include the upper floors above the storefront.



BEST PRACTICES

- Maintaining original details of the building façade is recommended.
- If repairs to the façade of the upper floors are needed, materials that are the same, or complement the existing construction, should be used.
- Including details that are not of the original building is highly discouraged, as they make the building look awkward and detracts from the architectural character of the façade.

STORE LAYOUT

The design of the store must be intentional to accomplish the two major goals essential to the customer's comfort. The first goal is to welcome and circulate customers into the store. At this stage in the customer's journey, first impressions about the brand should be clearly communicated by the store layout. The second goal of the store layout is to ensure each customer purchase an item, typically referred to as conversion. And the third and final goal is to ingrain loyalty, by ensuring customers return. For retailers who depend on brick-and-mortar operations, it is easier to get someone already in a store to purchase goods and services than it is to capture the dollars of new customers through expensive marketing campaigns. In essence, the store layout is a form of marketing and branding on its own that should support the bottom line.

The retailer must craft a comfortable environment that gives people room to shop comfortably. Typically, most of the design decisions and merchandising is calculated, providing the customer with an extensively curated experience meant to influence their purchases and increase sales. These experience can range in character from a friendly neighborhood experience and a convenient an expert "here to help guide" experience to a showroom experience, and are intended to best support the retailer's brand.

When crafting the floor plan of your store, there are two principles that must be top of mind:

1. merchandise should be easily found, and
2. the store should tell a story and allow for the exploration of the store.

There are infinite configurations to accomplish these principles. Many layouts typically have corresponding retail categories, based upon years of environmental psychology studies. For example, grocery stores tend to follow a grid pattern, regardless of whether they are local or national chains, limited-assortment, corner bodegas, or supermarket big box stores. In any configuration, the designers will consider where the cash wrap is located, how circulation works, and where categories of items or departments belong. The bigger picture is that the floor plan should consider different types of floor space and how the store is experienced. Few common zones are universal including:

- **COMFORT ZONES:** service areas, non-selling areas, seating
- **MERCHANDISE AREAS:** floors and walls
- **FUNCTIONAL SPACES:** cash wrap, customer service, layaway, dressing rooms, restrooms
- **OPERATIONAL SPACES:** shipping and receiving areas, over stock and storage areas, office, break room

The following pages present various floor plan models proven to work for retailers, their respective advantages and disadvantages, as well as their typical corresponding retail categories.

RETAIL TYPOLOGIES: THE GRID

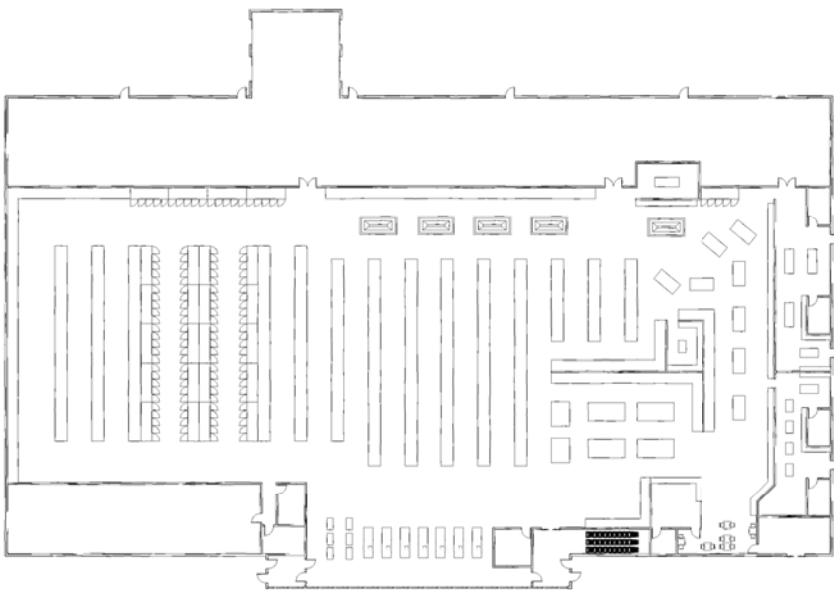
The grid floor plan organizes the store through the use of shelving to funnel customers from entry to exit. Typically in this floor plan, aisles are parallel to store walls, shelving is narrow and high, and egress and cash wraps share adjacency.

PROS:

- Directed merchandising, as endcaps and outpost will be adjacent to the most customer traffic
- Enables the customer to clearly understand their journey throughout the store
- Highly-organized and easy to find departments and merchandise
- Enables this floor plan to host a large quantity of SKUs on minimal floor area

CON:

- Discourages casual browsing. Retail experience is limited - no sense of discovery while shopping



RETAIL TYPOLOGIES: THE DIAGONAL

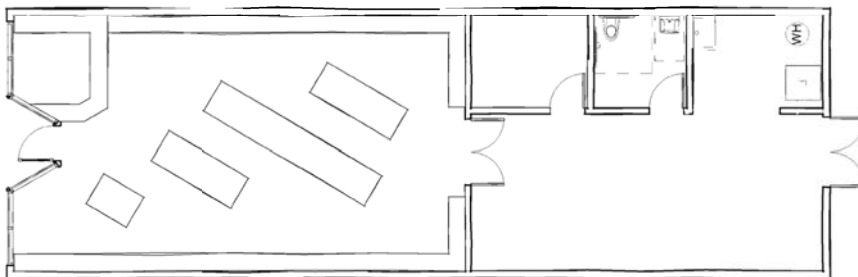
The Diagonal floor plan is a simple variation of the grid. The Diagonal organizes the store through the use of shelving to funnel customers from one aisle to the next. Aisles are parallel to each other but angled from store walls, shelving is narrow, and cash wraps share adjacency. In this example, the aisles are not particularly high to increase visibility to other merchandise.

PROS:

- Self-serviced movement through merchandise, clear paths to merchandise
- Enables the customer to clearly understand their journey throughout the store
- Highly-organized and easy to find departments and merchandise
- Can increase visibility from cashiers, which may reduce theft

CON:

- Discourages browsing



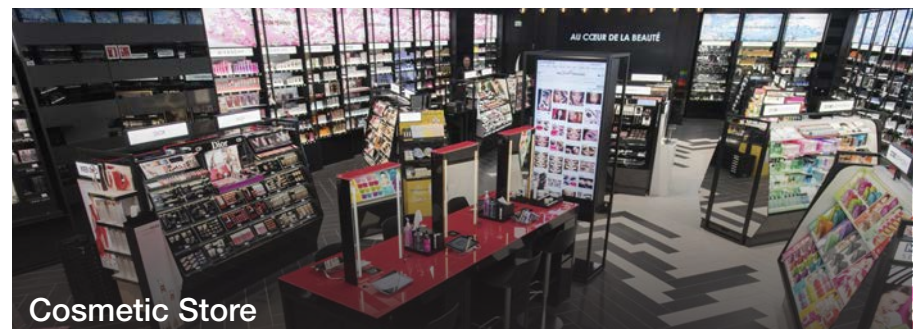
Shoe Store



Electronic Store



Craft Store



Cosmetic Store

RETAIL TYPOLOGIES: THE LOOP

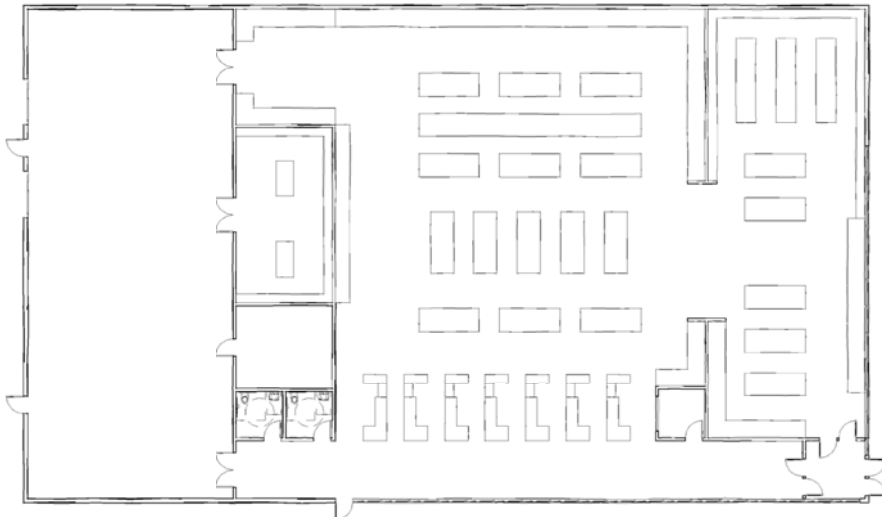
The concept of the loop floor plan is to sweep customers through an intuitive, perhaps exploratory walking path. Aisles are not necessarily parallel to each other, rather are adjacent to one another in varying organizations. A simple Loop might just have a “racetrack” while more complex stores, usually in larger big-box stores, are reminiscent of labyrinths.

PROS:

- Maximizes space
- Exposes customers to more merchandise
- In complex forms, facilitates impulses to cross-shop

CON:

- In complex forms, does not make it easy for customers to remember where to locate merchandise for regular purchases



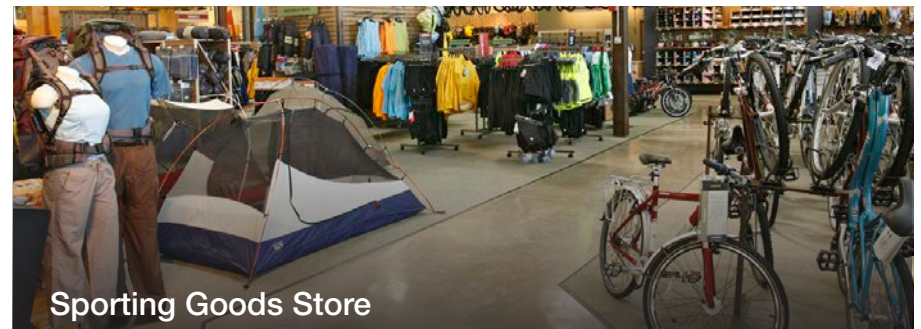
Candy Store



Household Goods Store



Department Store



Sporting Goods Store

RETAIL TYPOLOGIES: THE SPINE

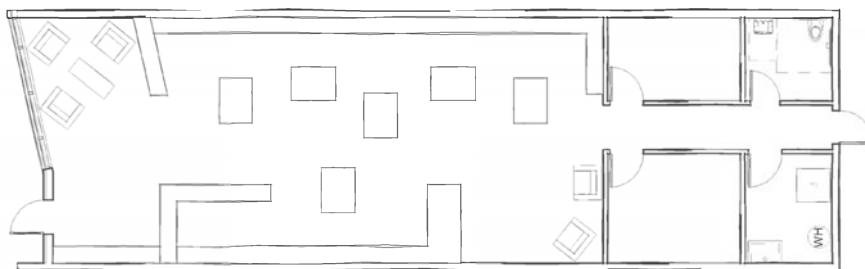
The spine is a variation of the combined categories listed before that emphasizes a single main aisle. On either side of the traffic flow down the main aisle, merchandise departments are located towards either side. Departments are often offset by designs that psychologically separate them.

PROS:

- Compartmentalizes different types of goods
- Uses a blend of strategies to merchandise products

CON:

- Does not maximize floor and wall space



Smaller Department Stores



Electronics Store



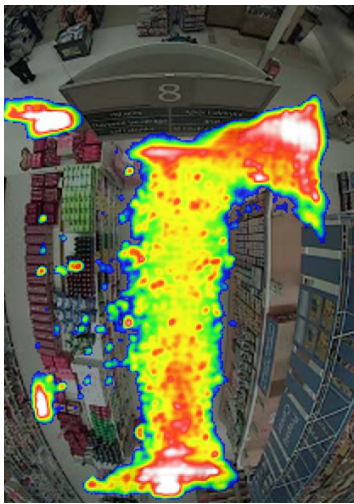
Warehouse Store



Toy Stores

ENVIRONMENTAL PSYCHOLOGY DESIGN TECHNIQUES

Regardless of the store layout, there are many design considerations to be made for the interiors that are consistent among the most thoughtful and successful retail spaces. A retail space should respect the psychology of how people navigate spaces.



TURN TO THE RIGHT

Customers tend to shop the way they drive. Some retailers choose to locate their cash wrap to the right of the entrance to make an impression on customers as present and to greet them. However, high-margin merchandise should make the impression, with greeters on the floor wandering and putting people to ease.



Personal Space

The “butt brush” effect, as so coined by consumer psychologist Paco Underhill, keeps customers from feeling comfortable enough to purchase goods they want to buy.



DECOMPRESSION ZONE

In between stepping off the street and into the store, there is a physical and psychological transition that requires decompression. Cluttered entrances might skew the perception of the store as a safe, navigable place.



POWER WALLS

Blank walls are wasted “billboards” and should be organized with merchandise. Power walls should not be unintentionally asymmetrical. Merchandise, colors, textures, and lighting should draw in customers by appealing to their periphery, even from farther away.



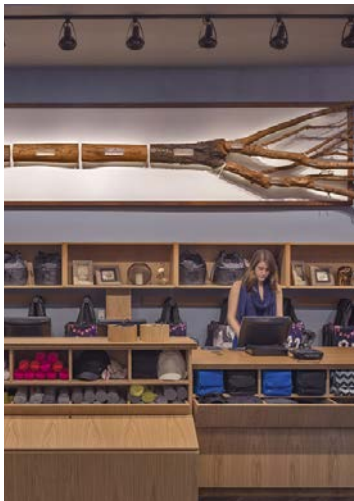
MERCHANDISE OUTPOSTS

Without creating a butt brush effect, outposts should encourage customers to wander. The longer that people spend in your store, the more likely they are to find new products and purchase more goods!



STORE FIXTURES AND FLEXIBLE DISPLAYS

Branding, marketing, and promotional materials should be visible throughout the store. If you have social media, contact, websites, or upcoming sales, this information needs to be accessible to customers. Displays for merchandise should change



LOW SHELVES AND COUNTERS

Too many counters and tall shelves separate the customer and the cashier. This leads to two problems. First, it creates an “us versus them” environment by physically separating the two. Second, it makes it difficult for cashiers to monitor shrinkage by reducing in-store visibility. However, if using taller shelves, an important visual merchandising strategy is putting more profitably products at eye level, cheaper products below, and not putting merchandise so high up that customers can't easily access it on their own.

FLOOR PLANS: FOOD & BEVERAGE ESTABLISHMENTS

Food and beverage establishments fundamentally serve a slightly different purpose than other retail establishments. As hospitality-focused businesses, these spaces rely on more creative spaces. Restaurant and cafés have flexibility in the store layouts. The following designations should be considered:



SEATING

Depending on the type of Food & Beverage establishment, there is a maximum seating capacity (as well as a minimum seating amount that you will determine you need to generate enough revenue based on how long it takes to turn over seats, and the average dollar amount of your check).



WAITING AREA OR LOBBY

Space permitting, a waiting area or lobby at the front of the entrance can facilitate the coordinating operations from a host or hostess. Regardless of whether there is a lobby, the entrance should act intentionally to provide the first internal impression. This space should reinforce the theme of your restaurant, using signs, music, lighting, flora, and provide space to share messages: wine tasting, events, weekly specials...so on).



BAR

Many hospitality retailers, including cafés, restaurants, or bars, require a formal bar set up. A bar towards the back of an establishment might double as a server station, whereas one at the front of a busier establishment might double as a waiting area to suspend incoming traffic. The bar's ambiance and design might be different than the rest of the establishment, supported by lighting, music, seating, wall patterns, mirrors, windows, textiles, and floor textures.



FOOD STORAGE AREA

In order to keep your food and drink up to code, proper allocation of space for storage aside from preparation is essential. Based on projections in inventory, this space should also be able to handle incoming shipments, and movement within the area. Typically, these areas are kept invisible to the customer eye.



KITCHEN

The food preparation area should be able to handle the projected number of employees, volume of orders, and, as a general rule, takes up about 35% of the gross floor area.



PRIVATE MANAGEMENT AREA

Some places simply have closets, while others may have enough room to be considered an office. Whether this area is used for employee's coats and wallets, computers and management's operations, or just over flow for storage, an area that can ensure safety and privacy is essential.

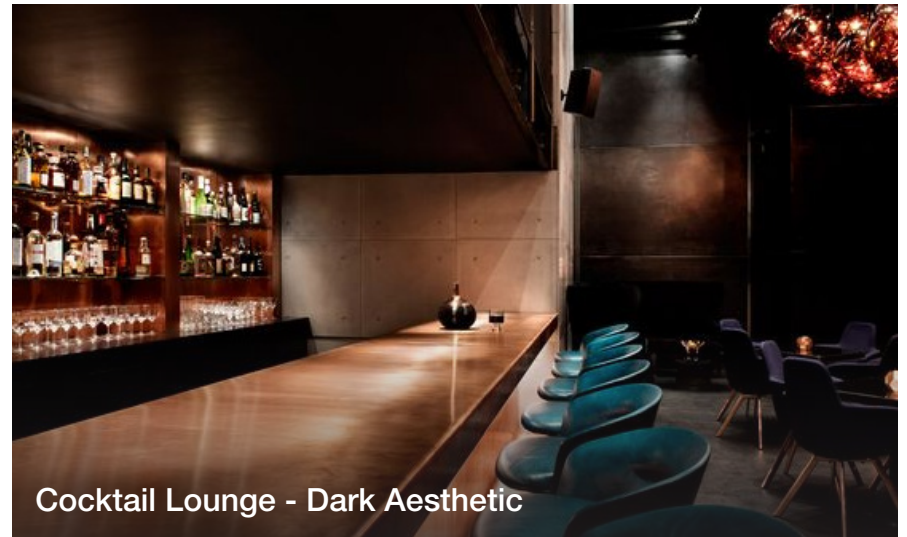


RESTROOMS

Restrooms are generally required by code. While some retailer and non-hospitality businesses may be sparsely designed, a F&B purveyor should consider restrooms as a critical design opportunity to reinforce the cleanliness of the offering and support the branding and messaging of the establishment. A patron's experience in a restroom might influence their lasting impressions of any café, ice cream store, or restaurant that manages food, food safety, and considers contamination gravely and customer experiences earnestly.

INTERIOR - COLOR THEORY / PSYCHOLOGY

Each project typology should understand the theory and psychological effects of the different color component used with in the space. For Food & Beverage (F&B) tenants, warmer color provide a sense of warmth, hominess while stimulating appetite. Cooler tones provide a sense of cool, calm while being a mile appetite stimulant. Darker tones typically suppress the appetite. Additionally, certain color combinations should not be used in certain project typologies as they may have an adverse effect on the customer perception of the food presentation and in turn could have economic effect on the business (i.e. restaurant project should not use blue/purple as primarily majority color unless a nautical theme or seafood based menu, historically the blue/purple tones seem to make food appear unappetizing and confuse customers resulting in a suppressed appetite.) For more information regarding color theory please see Sandra L Ragan's book Interior Color by Design.



Cocktail Lounge - Dark Aesthetic



Seafood Restaurant - Blues



Bakery - Wood Tones



ARCHITECTURAL CONSIDERATIONS

EXTERIOR - NEW VS. HISTORIC

New Properties and Tenant spaces under development should take into consideration and be mindful of historic neighboring properties and tenant spaces. A conscience effort and analysis of the surroundings areas should be reviewed in order to match the contextual character, hierarchy, aesthetic and color selection in the area in order to maintain the neighborhood identity. This respectful analysis of the past with an approved direction by a potential committee should be established to keep the neighborhood feel without limiting progression of the future projects. A node to the past and historic nature of the area tied with a improvement toward the projected growth moving forward.

EXTERIOR - PUBLIC VS. PRIVATE SPACES

All public spaces should be reviewed and analyzed to provide a safe environment, although a clear delineation should be provided between where the public spaces being and end versus where private spaces begin and end. Review and analyze the property lines, extensions/allowances beyond the property lines for contextual, aesthetic and historical references. (i.e. stair, bay windows, etc.)

EXTERIOR - NEIGHBORHOOD LANGUAGE & CONTEXT

New Properties and Tenant spaces under development should take into consideration and be mindful of neighboring properties and tenant spaces. A conscience effort and analysis of the surroundings areas should be reviewed in order to match the contextual character, hierarchy, aesthetic and color selection in the area in order to maintain the neighborhood identity. This respectful analysis of the past with an approved direction by a committee should be established to keep the neighborhood feel without limiting progression of future.

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PROTOTYPES &
COST ESTIMATES



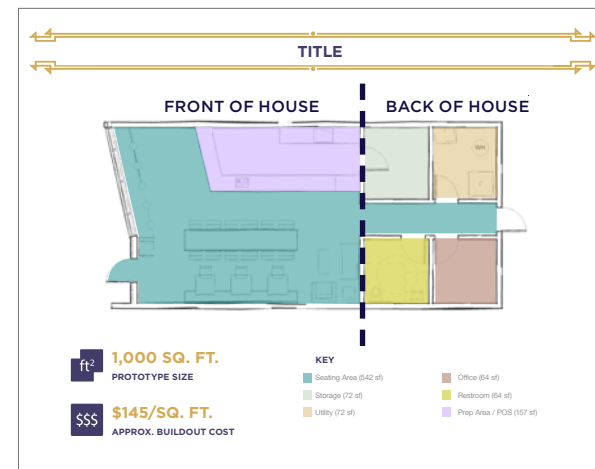
CONSIDERATIONS

This section is designed to present sample floor plans and the associated costs for various commercial tenants. The designs are based upon square footages that are typical of retail space. Each one will showcase sample furniture and equipment layouts, considering various seating typologies, front and back of house operations, and storage, among many others. Note, all walls, flooring, ceiling, furniture, finishes and equipment are to meet individual code requirements. Each prototype will need to adhere to different requirements based on the project typology (i.e. structural capacity, cleanliness, slip resistance, durability, etc.)

The estimates represent a relatively baseline cost. Each estimate may increase based upon the building condition and the interests of the entrepreneur. Materiality is one of these considerations. A more elevated look and feel will require quality finishes typically resulting in a higher cost. Additionally, the infrastructure should be reviewed with an architect, MEP engineer and general contractor prior to the start of tenant fit out in order to understand the costs and effort needed to bring each space to code and to a warm lit shell condition. Each space should be analyzed for electrical capacity, heating/cool capacity, plumbing capacity and structural integrity as all of these will play a role in the overall cost in the projects development cost.

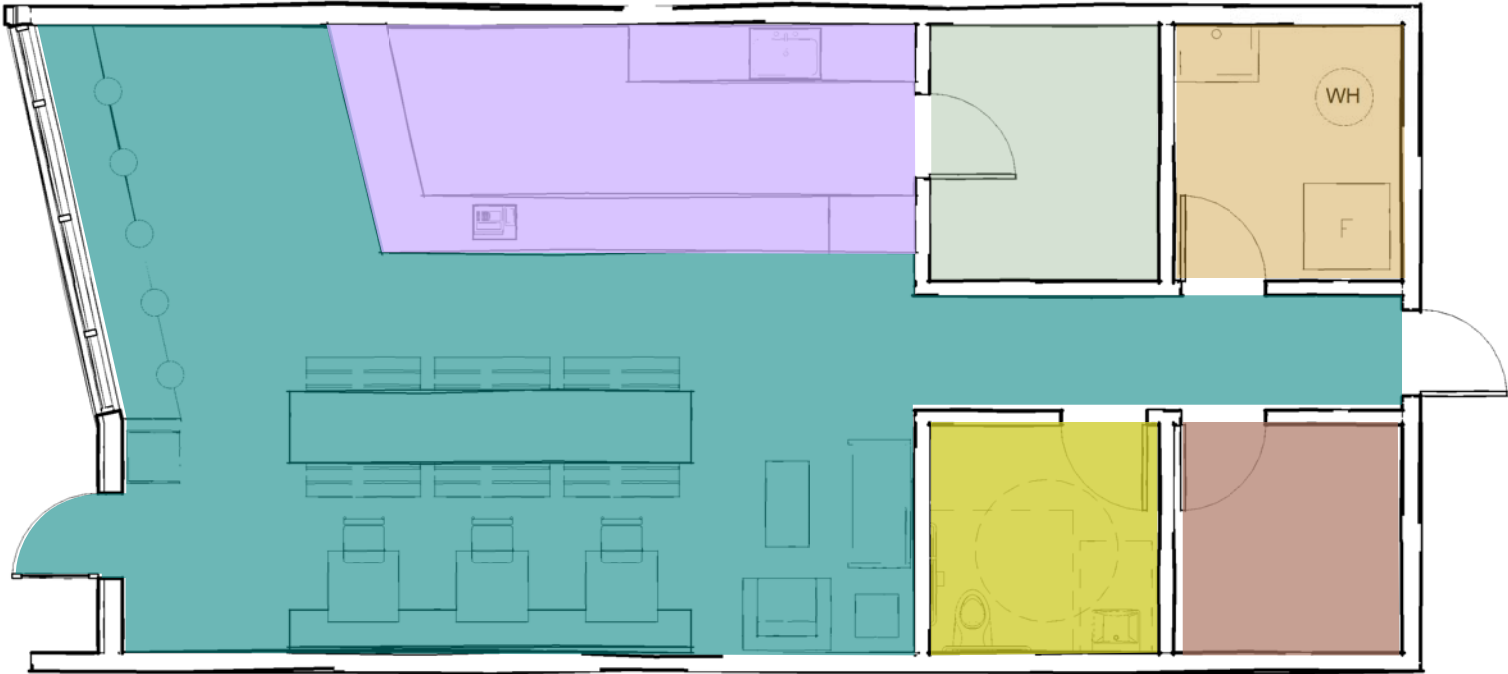
INFORMATION PROVIDED

The following pages are a series of 25 two-page layouts. The first page presents the prototype design with approximate size, space considerations, and approximate buildout cost per square foot. The prototype design is positioned in a uniform manner throughout the document - front of house to the left and back of house to the right (with the exception of the two grocery stores on Pages 77 and 79. On the second page is the range of associated buildout costs.



ITEM OF WORK	ESTIMATED COSTS	
	LOW	HIGH
Materials & Labor Total	\$113,161	\$136,307
Contracting Requirements	\$26,010	\$31,790
General Requirements	\$5,040	\$6,160
Site Work	\$	\$
Concrete	\$	\$
Masonry	\$	\$
Metals	\$	\$
Wood & Plastics	\$20,970	\$25,690
Thermal & Moisture Protection	\$	\$
Doors & Windows	\$2,700	\$3,300
Finishes	\$20,002	\$24,446
Specialties	\$	\$
Equipment	\$10,800	\$13,200
Furnishings	\$5,089	\$6,811
Special Construction	\$4,000	\$5,500
Conveying Systems	\$	\$
Mechanical & Plumbing	\$5,850	\$7,150
Electrical	\$11,700	\$14,200
Overhead & Profit	\$16,974	\$20,746
Grand Total	\$130,135	\$159,654
Contingency (10%)	\$13,013	\$15,965

COFFEE SHOP



ft²

1,000 SQ. FT.

PROTOTYPE SIZE

\$\$\$

\$145/SQ. FT.

APPROX. BUILDOUT COST

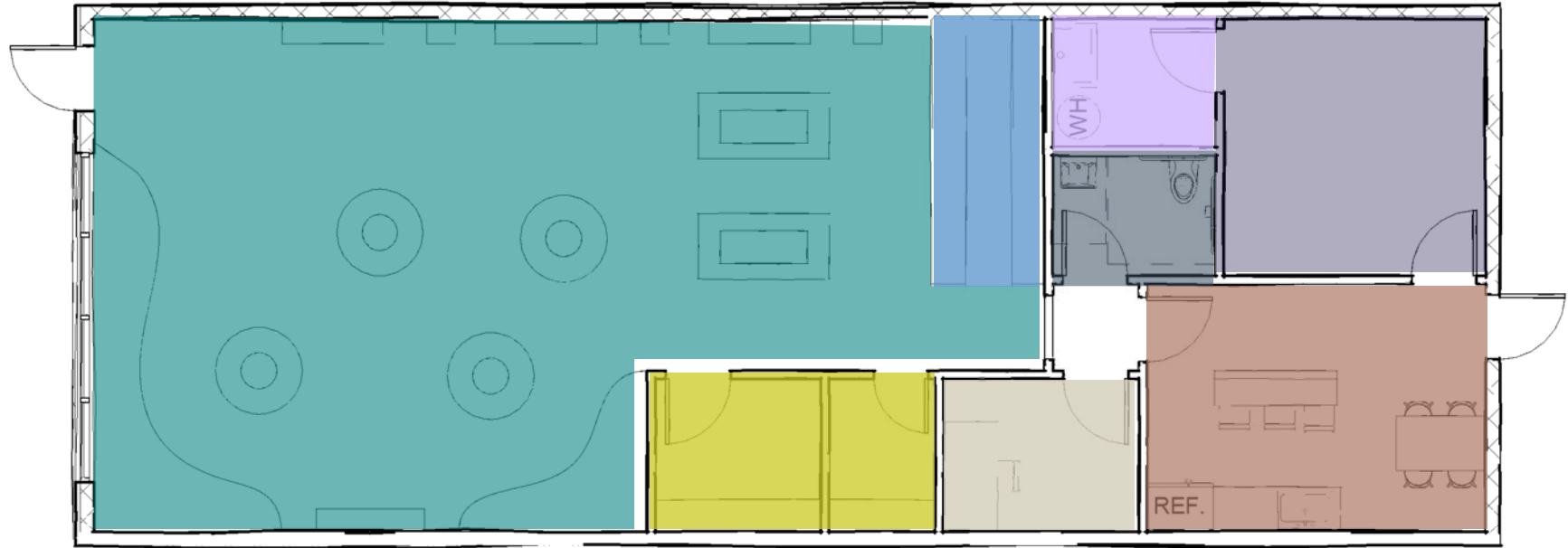
KEY

- Seating Area (542 sf)
- Storage (72 sf)
- Utility (72 sf)
- Office (64 sf)
- Restroom (64 sf)
- Prep Area / POS (157 sf)

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$113,161	—	\$138,307
Contracting Requirements	\$26,010	—	\$31,790
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$20,970	—	\$25,630
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$2,700	—	\$3,300
Finishes	\$20,002	—	\$24,446
Specialties	\$-	—	\$-
Equipment	\$10,800	—	\$13,200
Furnishings	\$5,589	—	\$6,831
Special Construction	\$4,500	—	\$5,500
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$5,850	—	\$7,150
Electrical	\$11,700	—	\$14,300
Overhead & Profit	\$16,974	—	\$20,746
Grand Total	\$130,135	—	\$159,054
Contingency (10%)	\$13,013	—	\$15,905

APPAREL STORE



ft²

1,500 SQ. FT.









PROTOTYPE SIZE

\$\$\$

\$109/SQ. FT.

APPROX. BUILDOUT COST

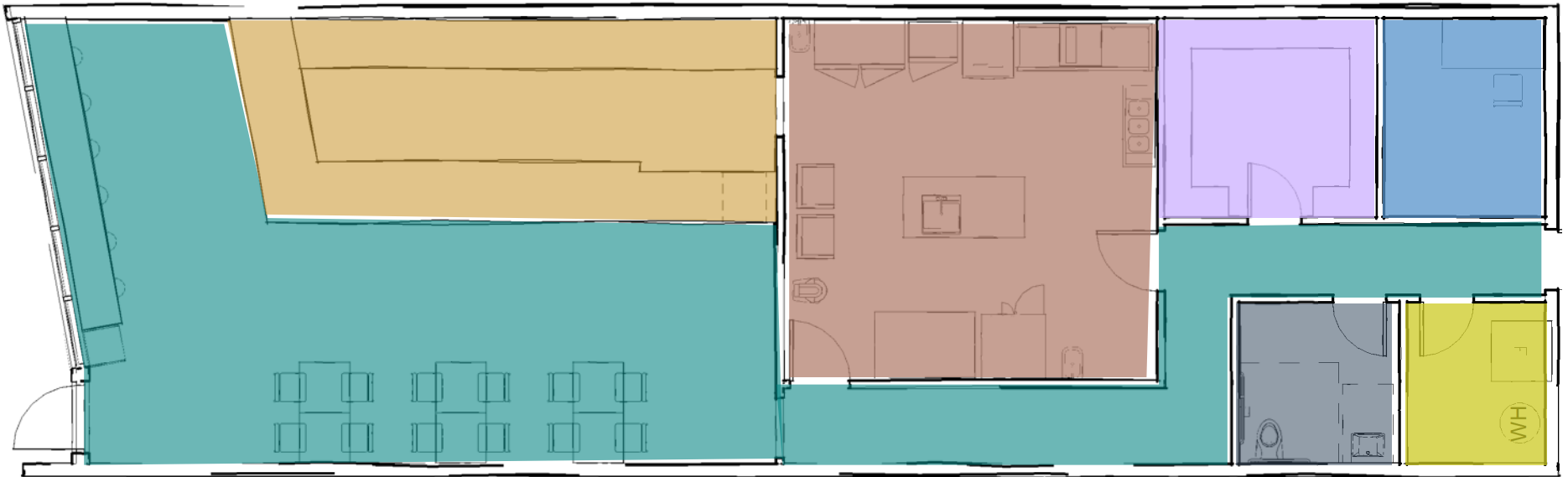
KEY

- | | |
|---|--|
|  Display (836 sf) |  Office (64 sf) |
|  Storage (72 sf) |  Utility (64 sf) |
|  Kitchen / Break (72 sf) |  Restroom (157 sf) |
|  Dressing Room |  Sales Area (64 sf) |

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$128,223	—	\$156,717
Contracting Requirements	\$19,935	—	\$24,365
General Requirements	\$4,770	—	\$5,830
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$40,500	—	\$49,500
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$8,190	—	\$10,010
Finishes	\$25,128	—	\$30,712
Specialties	\$-	—	\$-
Equipment	\$9,000	—	\$11,000
Furnishings	\$-	—	\$-
Special Construction	\$-	—	\$-
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$4,500	—	\$5,500
Electrical	\$16,200	—	\$19,800
Overhead & Profit	\$19,233	—	\$23,508
Grand Total	\$147,456	—	\$180,225
Contingency (10%)	\$14,746	—	\$18,022

BAKERY



ft²

1,500 SQ. FT.

PROTOTYPE SIZE

\$\$\$

\$113/SQ. FT.

APPROX. BUILDOUT COST

KEY

Service (261 sf)

Dining (517 sf)

Kitchen (334 sf)

Dry Storage (104 sf)

Office (79 sf)

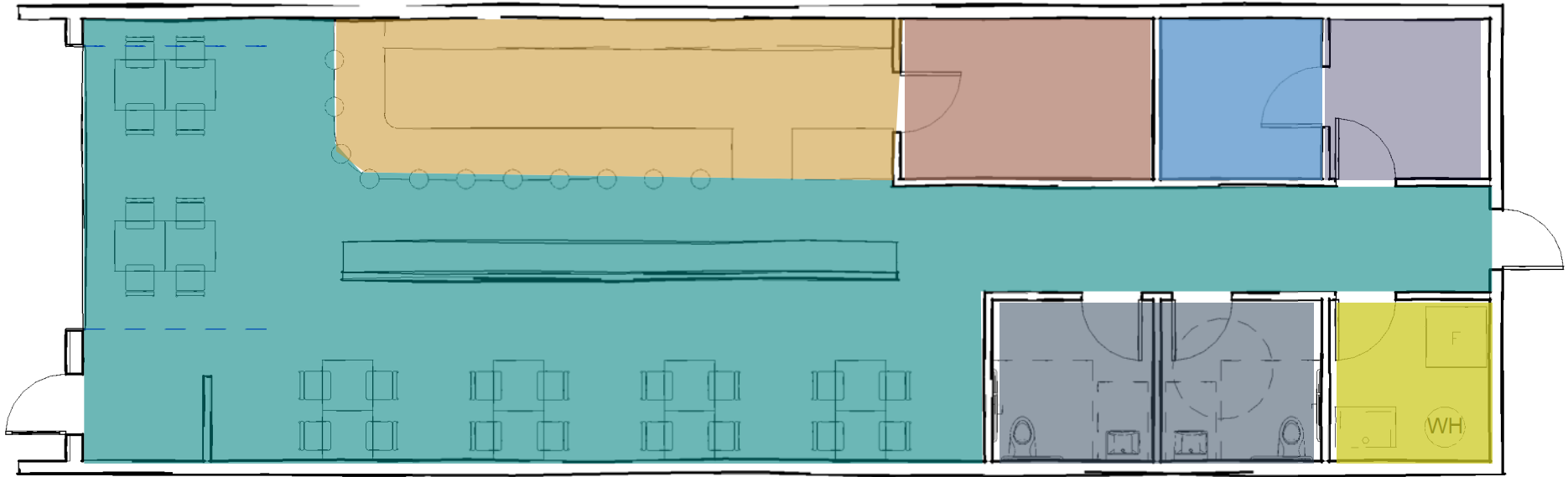
Utility (55 sf)

Restroom (64 sf)

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$132,363	—	\$161,777
Contracting Requirements	\$12,735	—	\$15,565
General Requirements	\$4,770	—	\$5,830
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$20,250	—	\$24,750
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$2,700	—	\$3,300
Finishes	\$27,221	—	\$33,270
Specialties	\$-	—	\$-
Equipment	\$22,500	—	\$27,500
Furnishings	\$16,538	—	\$20,213
Special Construction	\$4,500	—	\$5,500
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$9,450	—	\$11,550
Electrical	\$11,700	—	\$14,300
Overhead & Profit	\$19,854	—	\$24,267
Grand Total	\$152,217	—	\$186,044
Contingency (10%)	\$15,222	—	\$18,604

BAR



ft²

1,500 SQ. FT.

PROTOTYPE SIZE

\$\$\$

\$127/SQ. FT.

APPROX. BUILDOUT COST

KEY

Seating Area (847 sf)

Bar (221 sf)

W I C (101 sf)

Restroom (128 sf)

Liquor Storage (64 sf)

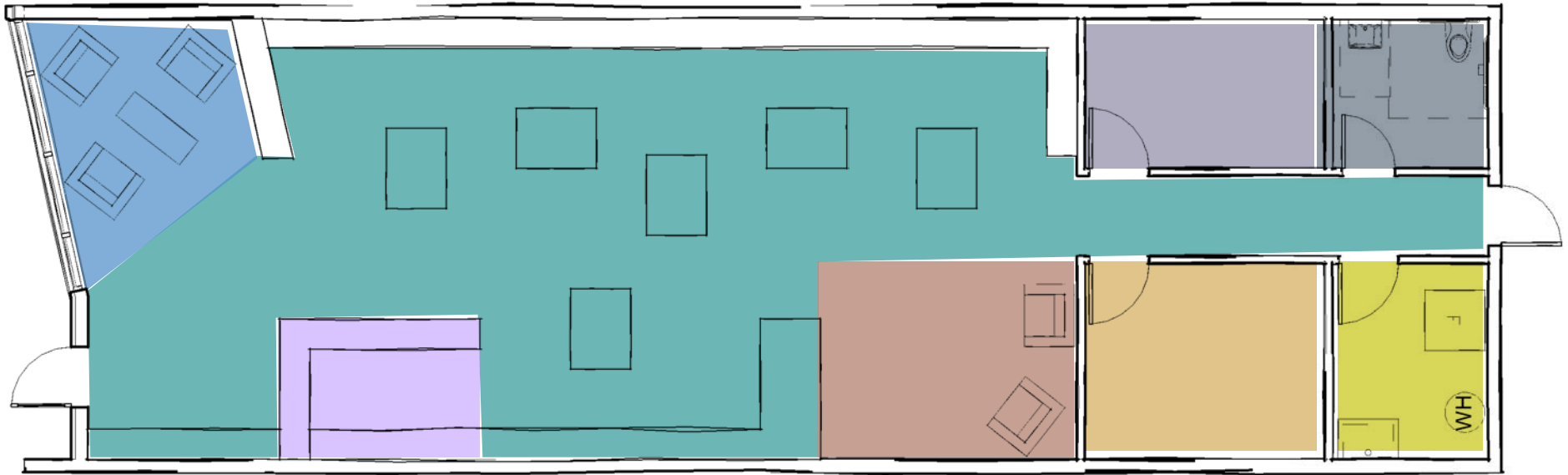
Utility (64 sf)

Office (64 sf)

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$149,399	—	\$182,599
Contracting Requirements	\$18,900	—	\$23,100
General Requirements	\$8,820	—	\$10,780
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$29,164	—	\$35,644
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$6,750	—	\$8,250
Finishes	\$26,793	—	\$32,747
Specialties	\$720	—	\$880
Equipment	\$-	—	\$-
Furnishings	\$25,763	—	\$31,488
Special Construction	\$-	—	\$-
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$19,890	—	\$24,310
Electrical	\$12,600	—	\$15,400
Overhead & Profit	\$22,410	—	\$27,390
Grand Total	\$171,809	—	\$209,989
Contingency (10%)	\$17,181	—	\$20,999

BOOKSTORE



ft²

1,500 SQ. FT.









PROTOTYPE SIZE

\$\$\$

\$110/SQ. FT.

APPROX. BUILDOUT COST

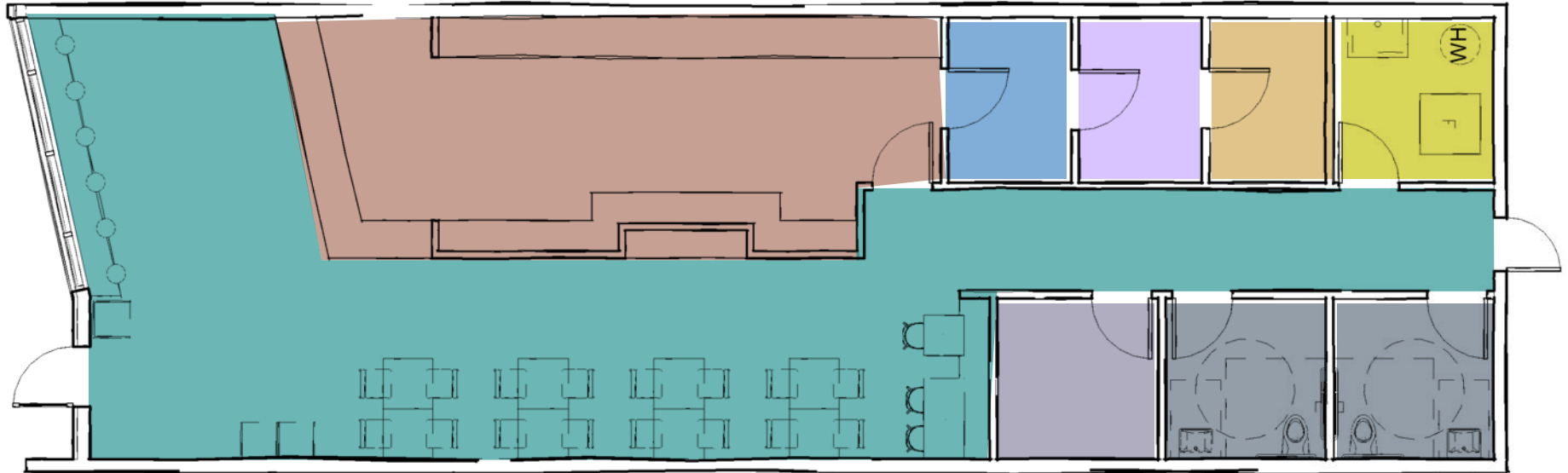
KEY

- | | |
|---|---|
|  Lounge (105 sf) |  Restroom (59 sf) |
|  Retail (886 sf) |  Stock (117 sf) |
|  Reading Area (130 sf) |  Utility (76 sf) |
|  Office (90 sf) |  Check Out (70 sf) |

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$129,758	—	\$158,593
Contracting Requirements	\$17,460	—	\$21,340
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$47,610	—	\$58,190
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$2,700	—	\$3,300
Finishes	\$27,360	—	\$33,440
Specialties	\$-	—	\$-
Equipment	\$-	—	\$-
Furnishings	\$4,388	—	\$5,363
Special Construction	\$7,200	—	\$8,800
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$4,500	—	\$5,500
Electrical	\$13,500	—	\$16,500
Overhead & Profit	\$19,464	—	\$23,789
Grand Total	\$149,221	—	\$182,381
Contingency (10%)	\$14,922	—	\$18,238

FAST FOOD



ft²

1,500 SQ. FT.

PROTOTYPE SIZE

\$\$\$

\$170/SQ. FT.

APPROX. BUILDOUT COST

KEY

 Kitchen (348 sf)

 Dining (751 sf)

 Storage (51 sf)

 W I C (50 sf)

 Freezer (48 sf)

 Utility (66 sf)

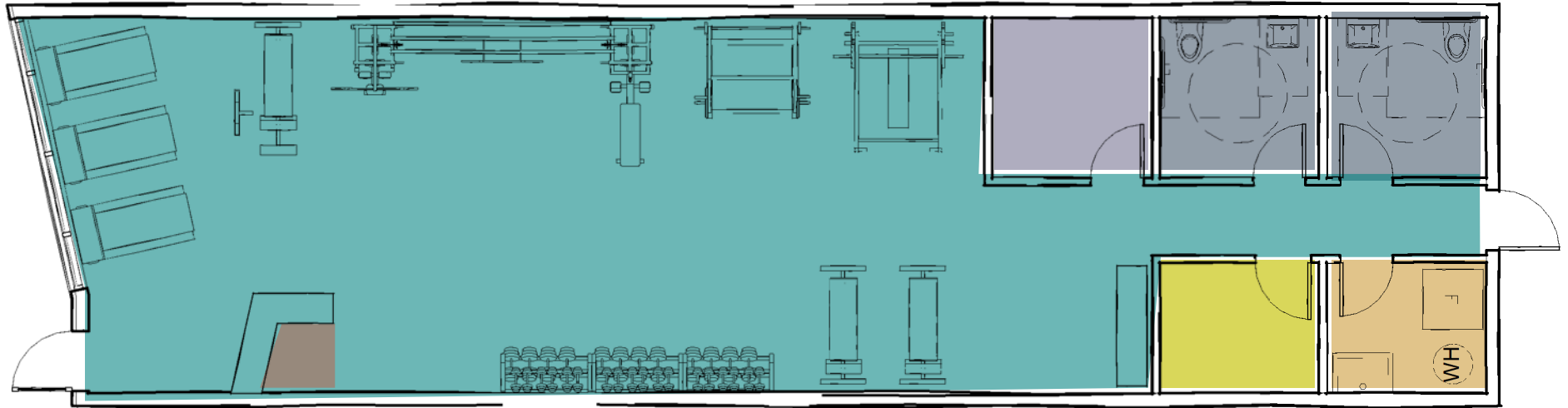
 Restrooms (128 sf)

 Office (64 sf)

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$199,944	—	\$244,376
Contracting Requirements	\$24,300	—	\$29,700
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$24,570	—	\$30,030
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$4,500	—	\$5,500
Finishes	\$37,224	—	\$45,496
Specialties	\$450	—	\$550
Equipment	\$49,500	—	\$60,500
Furnishings	\$17,370	—	\$21,230
Special Construction	\$-	—	\$-
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$24,390	—	\$29,810
Electrical	\$12,600	—	\$15,400
Overhead & Profit	\$29,992	—	\$36,656
Grand Total	\$229,936	—	\$281,032
Contingency (10%)	\$22,994	—	\$28,103

GYM



ft²

1,500 SQ. FT.

PROTOTYPE SIZE

\$\$\$

\$127/SQ. FT.

APPROX. BUILDOUT COST

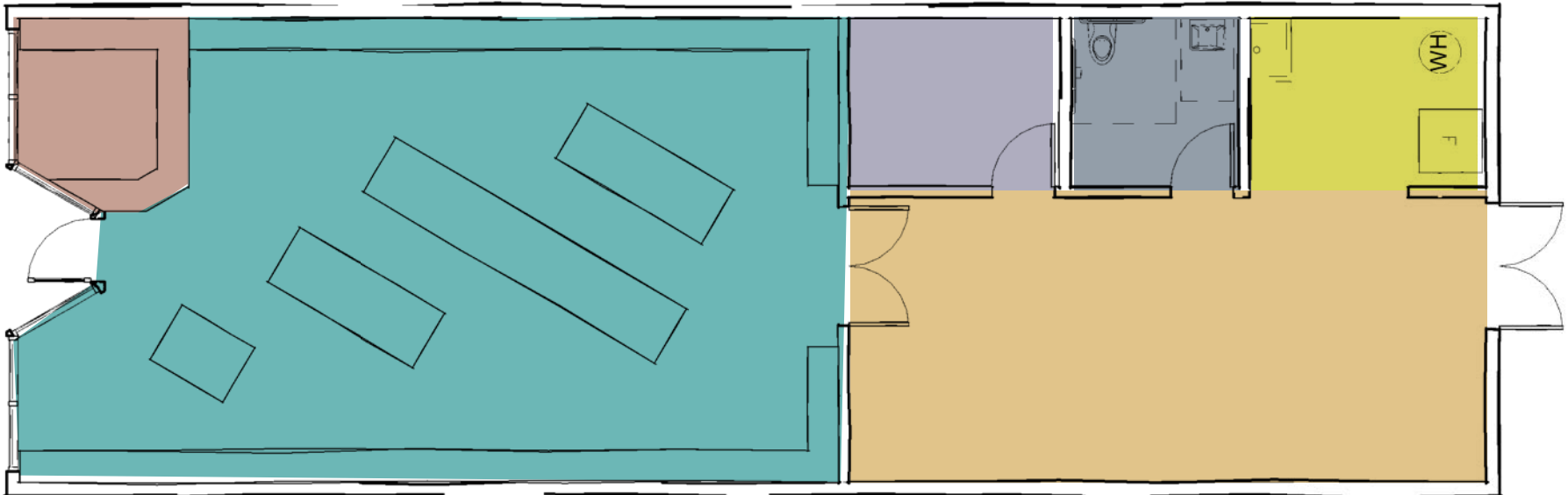
KEY

- Gym (986 sf)
- Reception (23 sf)
- Office (64 sf)
- Restrooms (128 sf)
- Storage (52 sf)
- Utility (52 sf)

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$149,112	—	\$182,248
Contracting Requirements	\$14,310	—	\$17,490
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$7,290	—	\$8,910
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$3,600	—	\$4,400
Finishes	\$24,777	—	\$30,283
Specialties	\$225	—	\$275
Equipment	\$72,450	—	\$88,550
Furnishings	\$3,510	—	\$4,290
Special Construction	\$-	—	\$-
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$6,210	—	\$7,590
Electrical	\$11,700	—	\$14,300
Overhead & Profit	\$22,367	—	\$27,337
Grand Total	\$171,479	—	\$209,585
Contingency (10%)	\$17,148	—	\$20,959

HARDWARE STORE



ft²

1,500 SQ. FT.

PROTOTYPE SIZE

\$\$\$

\$75/SQ. FT.

APPROX. BUILDOUT COST

KEY

Checkout (81 sf)

Retail (750 sf)

Office (80 sf)

Restroom (64 sf)

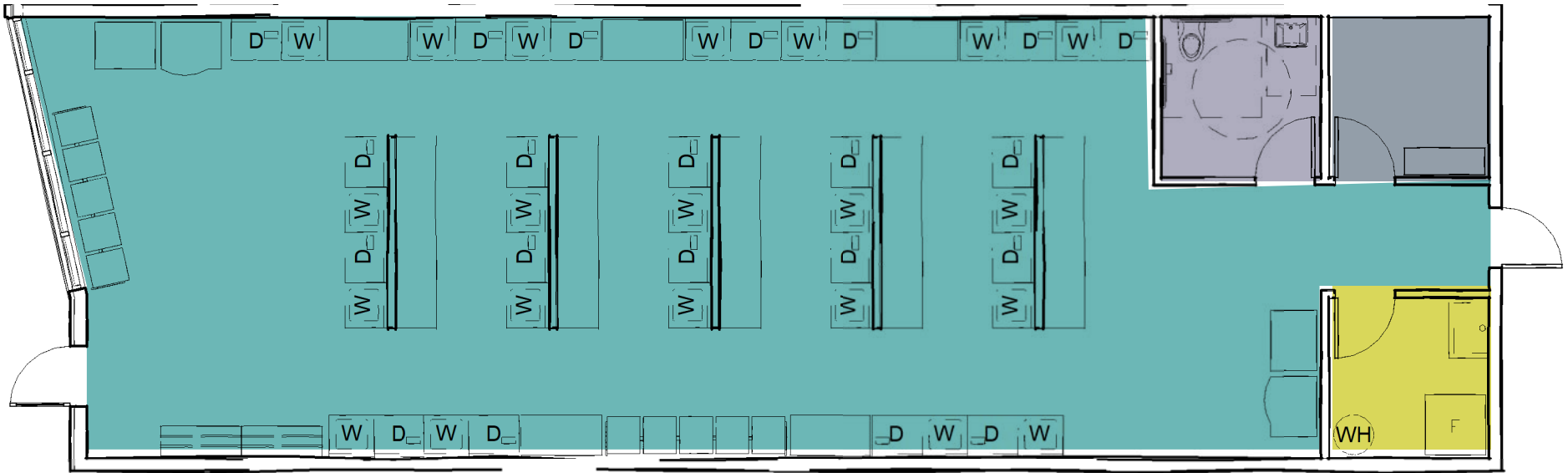
Utility (94 sf)

Stockroom/Workshop (408 sf)

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$88,094	—	\$107,671
Contracting Requirements	\$12,960	—	\$15,840
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$10,350	—	\$12,650
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$2,340	—	\$2,860
Finishes	\$26,552	—	\$32,453
Specialties	\$-	—	\$-
Equipment	\$9,000	—	\$11,000
Furnishings	\$6,102	—	\$7,458
Special Construction	\$-	—	\$-
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$2,250	—	\$2,750
Electrical	\$13,500	—	\$16,500
Overhead & Profit	\$13,214	—	\$16,151
Grand Total	\$101,308	—	\$123,821
Contingency (10%)	\$10,131	—	\$12,382

LAUNDROMAT



ft²

1,500 SQ. FT.

PROTOTYPE SIZE

\$\$\$

\$152/SQ. FT.

APPROX. BUILDOUT COST

KEY

Laundromat (1332 sf)

Restroom (64 sf)

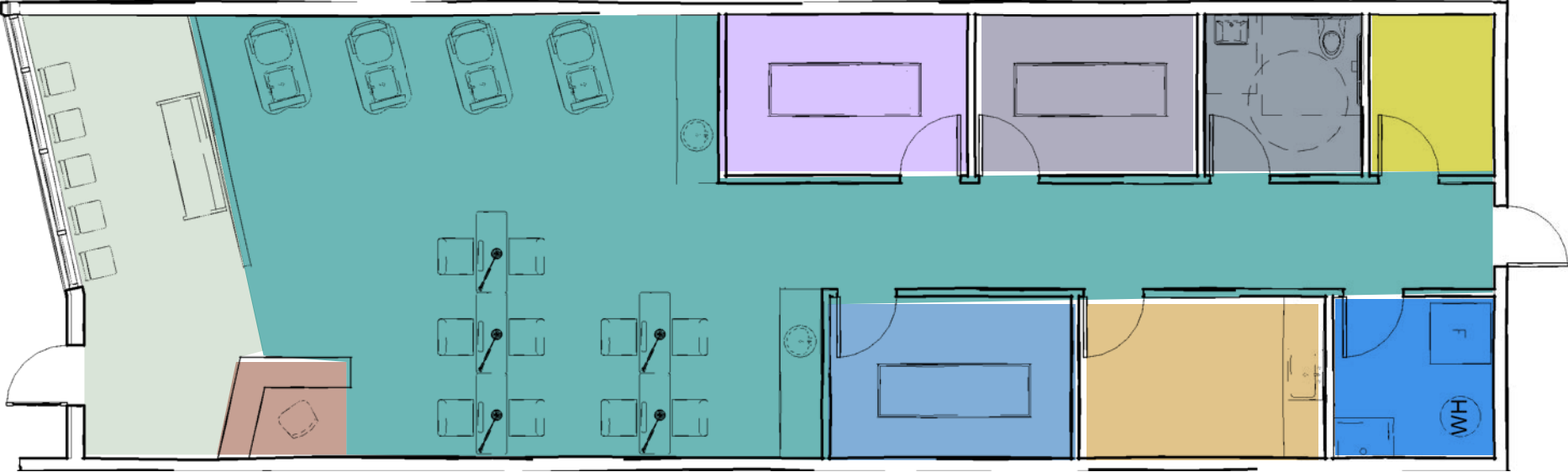
Office (64 sf)

Utility (64 sf)

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$192,879	—	\$235,741
Contracting Requirements	\$13,590	—	\$16,610
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$17,820	—	\$21,780
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$1,800	—	\$2,200
Finishes	\$17,199	—	\$21,021
Specialties	\$-	—	\$-
Equipment	\$105,750	—	\$129,250
Furnishings	\$6,480	—	\$7,920
Special Construction	\$7,200	—	\$8,800
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$4,500	—	\$5,500
Electrical	\$13,500	—	\$16,500
Overhead & Profit	\$12,057	—	\$14,736
Grand Total	\$204,936	—	\$250,477
Contingency (10%)	\$20,494	—	\$25,048

NAIL SALON



ft²

1,500 SQ. FT.

PROTOTYPE SIZE

\$\$\$

\$159/SQ. FT.

APPROX. BUILDOUT COST

KEY

- Waiting (176 sf)
- Mani/Pedi (747 sf)
- Reception (30 sf)
- Facial (96 sf)
- Massage (96 sf)
- Waxing (88 sf)
- Office (98 sf)
- Restroom (63 sf)
- Waste (50 sf)
- Utility (64 sf)

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$187,029	—	\$228,591
Contracting Requirements	\$18,540	—	\$22,660
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$13,275	—	\$16,225
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$7,020	—	\$8,580
Finishes	\$33,309	—	\$40,711
Specialties	\$-	—	\$-
Equipment	\$11,160	—	\$13,640
Furnishings	\$6,255	—	\$7,645
Special Construction	\$4,500	—	\$5,500
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$11,430	—	\$13,970
Electrical	\$76,500	—	\$93,500
Overhead & Profit	\$28,054	—	\$34,289
Grand Total	\$215,083	—	\$262,880
Contingency (10%)	\$21,508	—	\$26,288

FAST FOOD - PAD SITE



ft²

1,500 SQ. FT.










PROTOTYPE SIZE

\$\$\$

\$189/SQ. FT.

APPROX. BUILDOUT COST

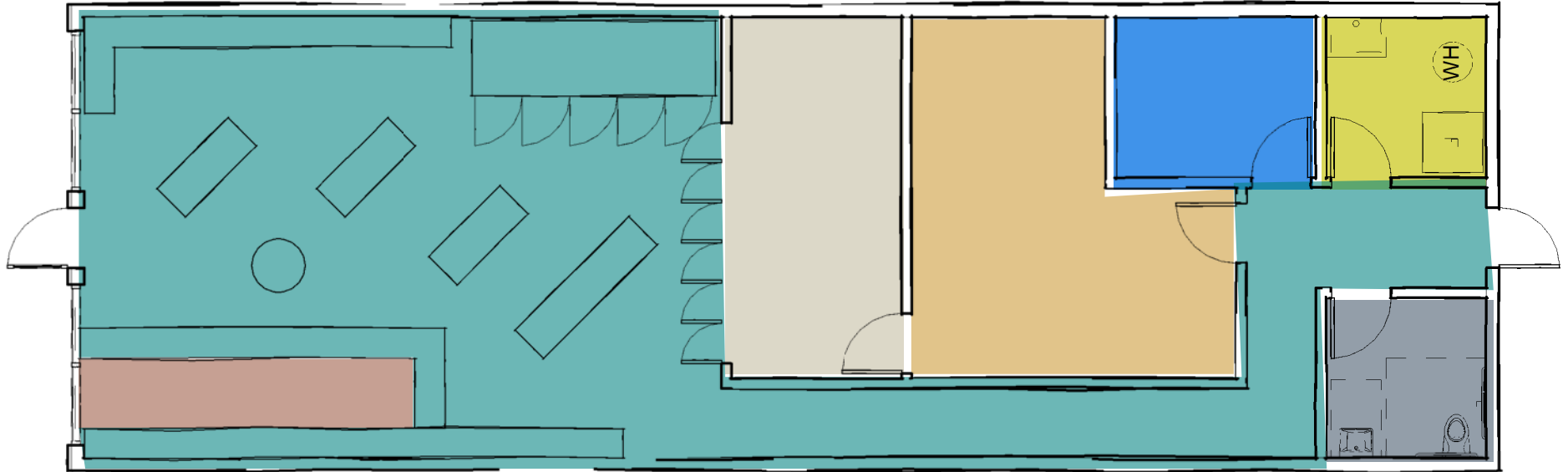
KEY

- | | |
|--|---|
|  Dining (569 sf) |  Stock (87 sf) |
|  Kitchen (458 sf) |  Office (63 sf) |
|  Hall (136 sf) |  Cooler (50 sf) |
|  Restrooms (107 sf) |  Freezer (65 sf) |
|  Utility (45 sf) | |

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$222,435	—	\$271,865
Contracting Requirements	\$24,750	—	\$30,250
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$16,425	—	\$20,075
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$4,500	—	\$5,500
Finishes	\$40,950	—	\$50,050
Specialties	\$450	—	\$550
Equipment	\$72,000	—	\$88,000
Furnishings	\$21,330	—	\$26,070
Special Construction	\$-	—	\$-
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$24,390	—	\$29,810
Electrical	\$12,600	—	\$15,400
Overhead & Profit	\$33,365	—	\$40,780
Grand Total	\$255,800	—	\$312,645
Contingency (10%)	\$25,580	—	\$31,264

PARTY STORE



ft²

1,500 SQ. FT.








PROTOTYPE SIZE

\$\$\$

\$78/SQ. FT.

APPROX. BUILDOUT COST

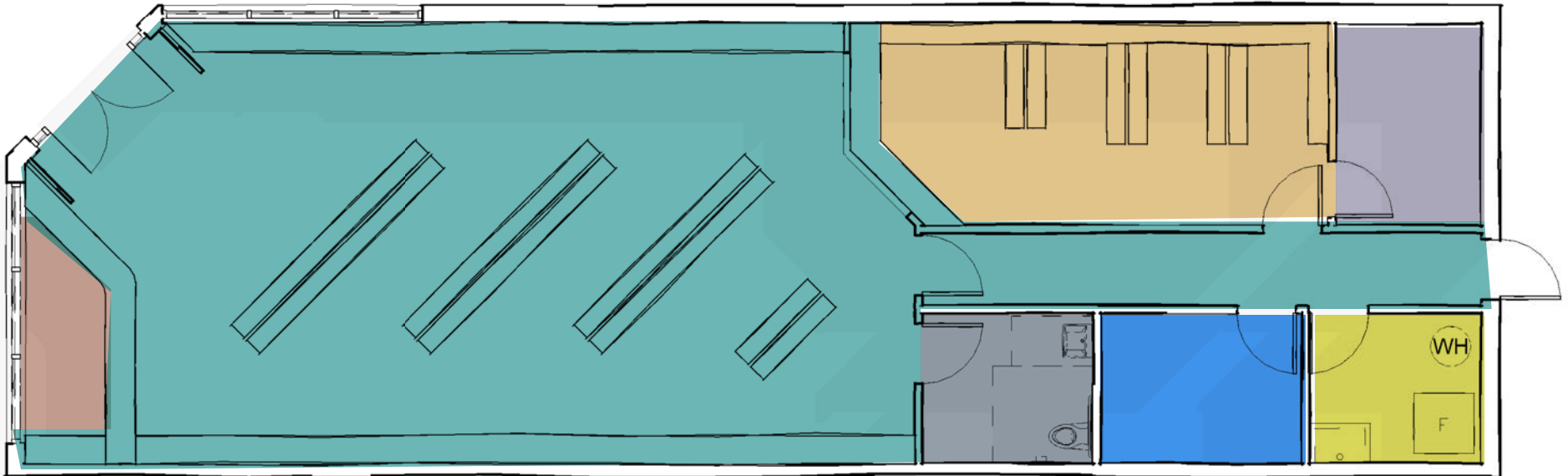
KEY

- | | |
|--|--|
|  Retail (763 sf) |  Office (80 sf) |
|  Checkout/Liquor (117 sf) |  Utility (64 sf) |
|  W I C (153 sf) |  Restroom (64 sf) |
|  Stock Room (236 sf) | |

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$91,107	—	\$111,353
Contracting Requirements	\$13,410	—	\$16,390
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$9,180	—	\$11,220
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$2,700	—	\$3,300
Finishes	\$19,755	—	\$24,145
Specialties	\$-	—	\$-
Equipment	\$17,577	—	\$21,483
Furnishings	\$2,295	—	\$2,805
Special Construction	\$7,200	—	\$8,800
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$2,250	—	\$2,750
Electrical	\$11,700	—	\$14,300
Overhead & Profit	\$13,666	—	\$16,703
Grand Total	\$104,773	—	\$128,056
Contingency (10%)	\$10,477	—	\$12,806

PHARMACY



ft²

1,500 SQ. FT.







PROTOTYPE SIZE

\$\$\$

\$128/SQ. FT.

APPROX. BUILDOUT COST

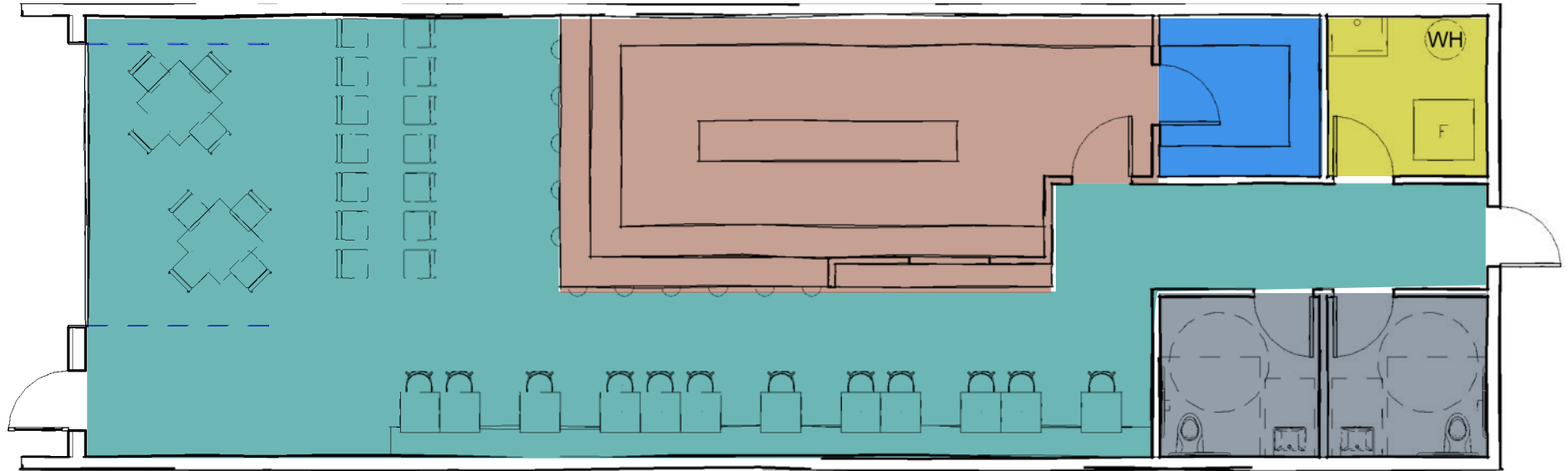
KEY

- | | |
|---|---|
|  Retail (849 sf) |  Manager Office (75 sf) |
|  Check-out (64 sf) |  Pharmacist Office (73 sf) |
|  Pharmacy (233 sf) |  Utility (64 sf) |
|  Restroom (64 sf) | |

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$150,534	—	\$183,986
Contracting Requirements	\$18,360	—	\$22,440
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$13,500	—	\$16,500
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$4,500	—	\$5,500
Finishes	\$29,700	—	\$36,300
Specialties	\$-	—	\$-
Equipment	\$9,450	—	\$11,550
Furnishings	\$47,034	—	\$57,486
Special Construction	\$9,000	—	\$11,000
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$2,250	—	\$2,750
Electrical	\$11,700	—	\$14,300
Overhead & Profit	\$22,580	—	\$27,598
Grand Total	\$173,114	—	\$211,584
Contingency (10%)	\$17,311	—	\$21,158

POP UP KITCHEN



ft²

1,500 SQ. FT.

PROTOTYPE SIZE

\$\$\$

\$144/SQ. FT.

APPROX. BUILDOUT COST

KEY

 Dining area (925 sf)

 Kitchen (317 sf)

 Walk-in-closet (64 sf)

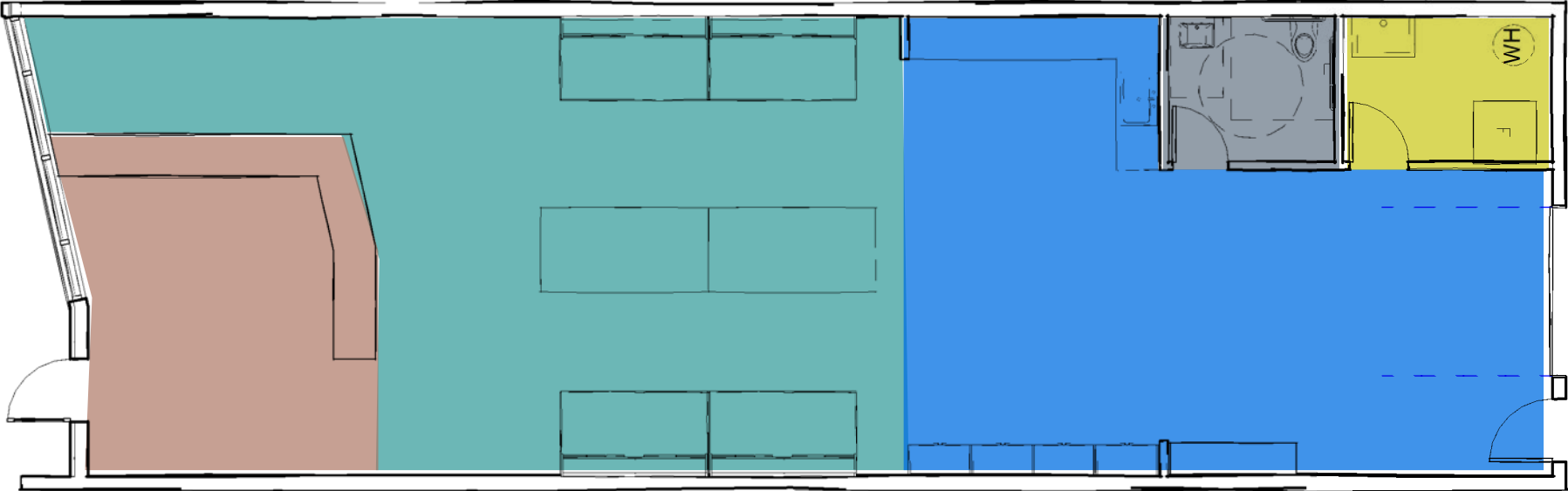
 Utility (64 sf)

 Restrooms (128 sf)

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$169,367	—	\$207,005
Contracting Requirements	\$14,490	—	\$17,710
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$26,550	—	\$32,450
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$3,600	—	\$4,400
Finishes	\$24,242	—	\$29,630
Specialties	\$225	—	\$275
Equipment	\$40,500	—	\$49,500
Furnishings	\$28,800	—	\$35,200
Special Construction	\$-	—	\$-
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$14,220	—	\$17,380
Electrical	\$11,700	—	\$14,300
Overhead & Profit	\$25,405	—	\$31,051
Grand Total	\$194,773	—	\$238,055
Contingency (10%)	\$19,477	—	\$23,806

POP UP MAKER SPACE



1,500 SQ. FT.






PROTOTYPE SIZE



\$88/SQ. FT.

APPROX. BUILDOUT COST

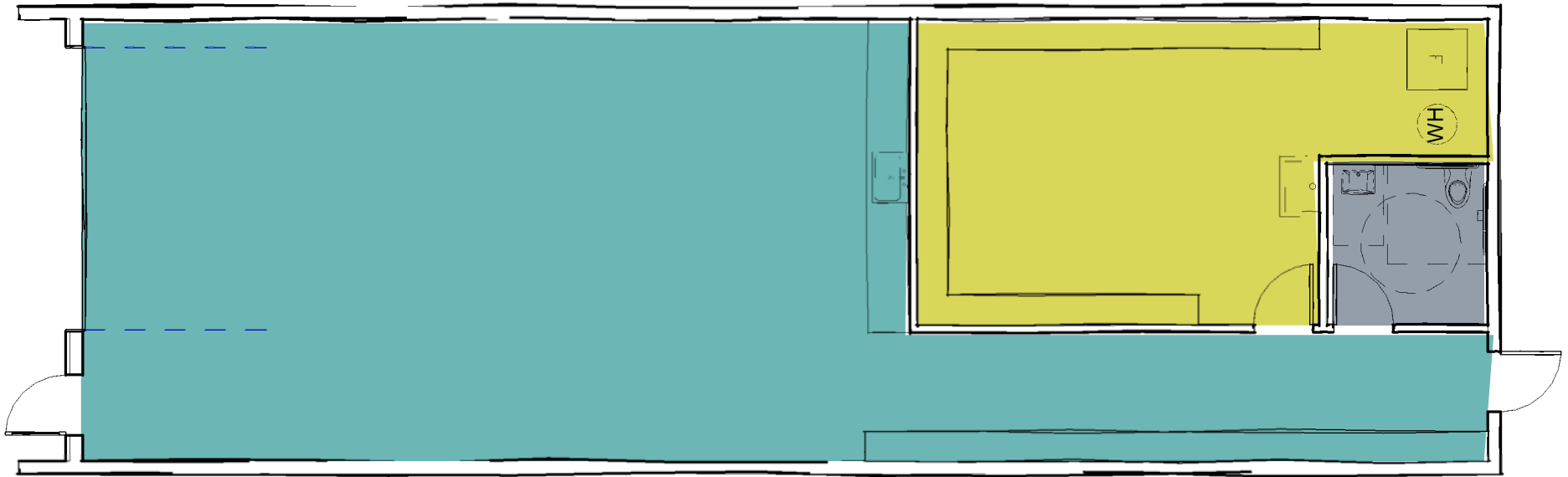
KEY

-  Flexible Retail Area (228 sf)
-  Work/Demo Area (648 sf)
-  Storage/Receiving (545 sf)
-  Restroom (56 sf)
-  Utility (70 sf)

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$103,689	—	\$126,731
Contracting Requirements	\$13,140	—	\$16,060
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$12,375	—	\$15,125
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$3,150	—	\$3,850
Finishes	\$12,204	—	\$14,916
Specialties	\$-	—	\$-
Equipment	\$34,650	—	\$42,350
Furnishings	\$5,400	—	\$6,600
Special Construction	\$-	—	\$-
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$8,730	—	\$10,670
Electrical	\$9,000	—	\$11,000
Overhead & Profit	\$15,553	—	\$19,010
Grand Total	\$119,242	—	\$145,741
Contingency (10%)	\$11,924	—	\$14,574

POP UP SPACE



1,500 SQ. FT.

PROTOTYPE SIZE



\$50/SQ. FT.

APPROX. BUILDOUT COST

KEY

 Pop Up Space (1092 sf)

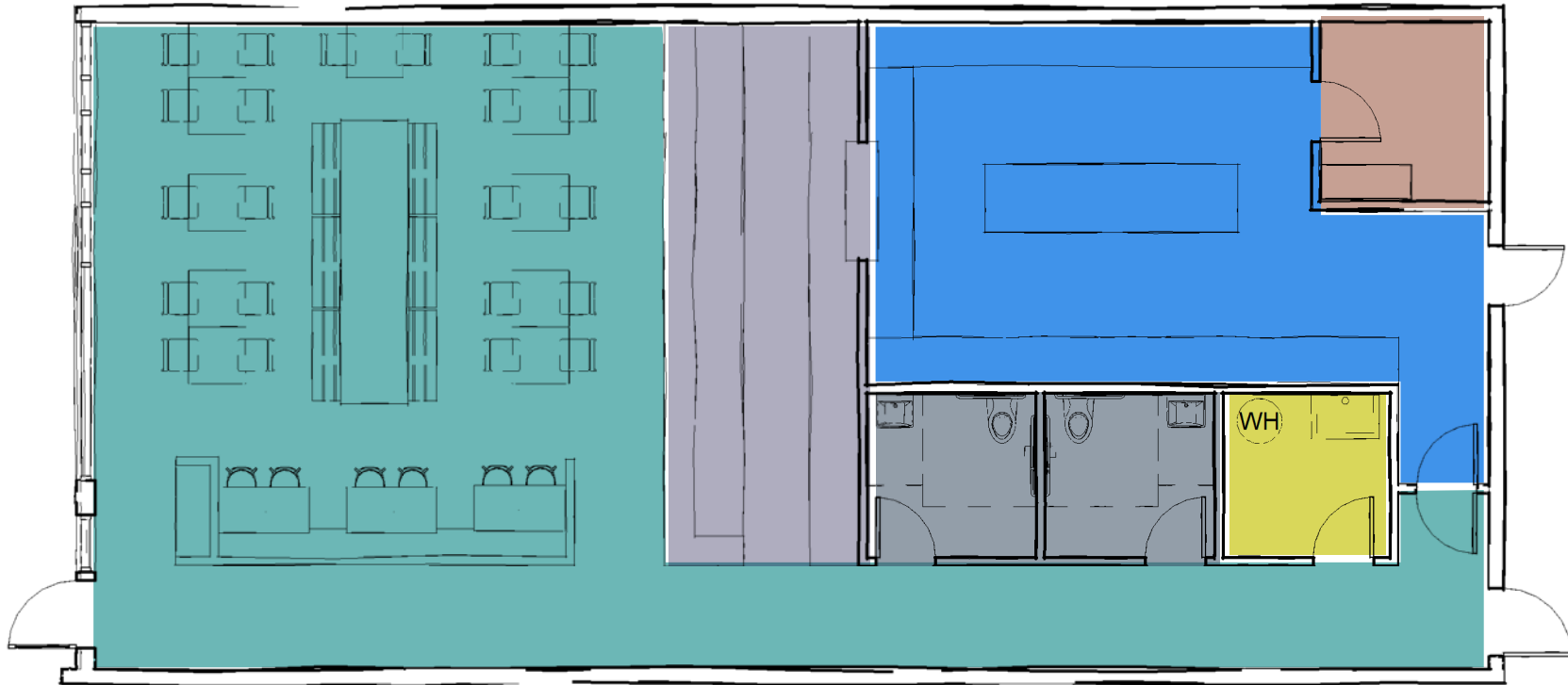
 Storage (361 sf)

 Restroom (64 sf)

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$59,130	—	\$72,270
Contracting Requirements	\$12,240	—	\$14,960
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$5,400	—	\$6,600
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$3,150	—	\$3,850
Finishes	\$14,256	—	\$17,424
Specialties	\$-	—	\$-
Equipment	\$450	—	\$550
Furnishings	\$864	—	\$1,056
Special Construction	\$-	—	\$-
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$8,730	—	\$10,670
Electrical	\$9,000	—	\$11,000
Overhead & Profit	\$8,802	—	\$10,758
Grand Total	\$67,482	—	\$82,478
Contingency (10%)	\$6,748	—	\$8,248

RESTAURANT



ft² **1,500 SQ. FT.**
PROTOTYPE SIZE

\$\$\$ **\$192/SQ. FT.**
APPROX. BUILDOUT COST

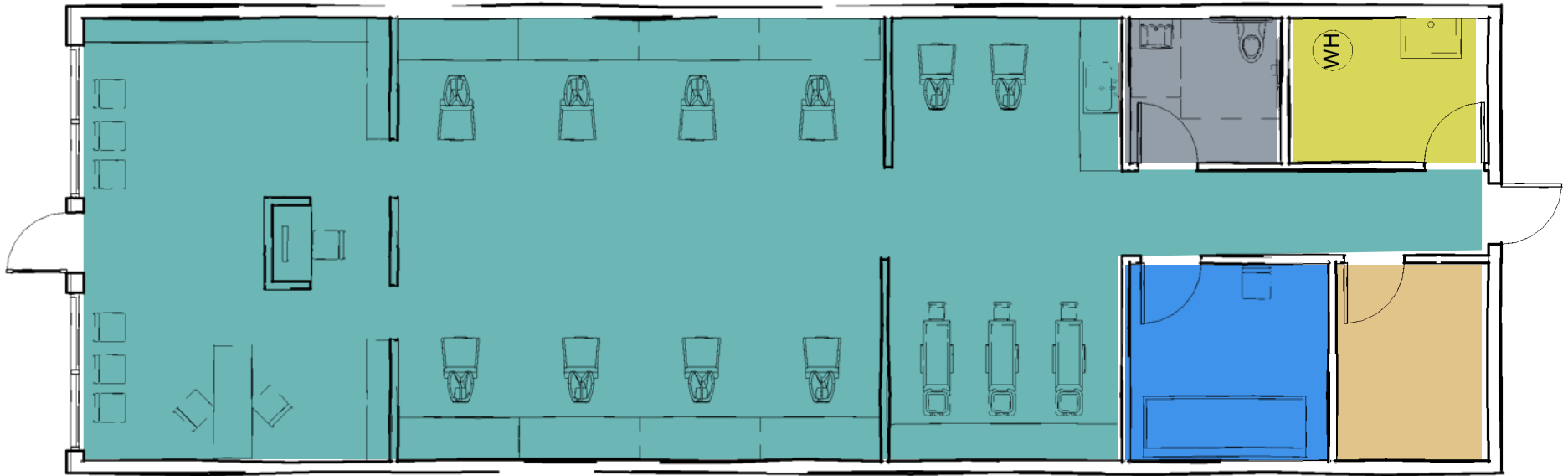
KEY

- | | |
|--|---|
|  Dining (891 sf) |  Restroom (108 sf) |
|  Bar (206 sf) |  Office (60 sf) |
|  Kitchen (395 sf) |  Utility (53 sf) |

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$225,729	—	\$275,891
Contracting Requirements	\$25,200	—	\$30,800
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$17,460	—	\$21,340
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$4,500	—	\$5,500
Finishes	\$33,039	—	\$40,381
Specialties	\$450	—	\$550
Equipment	\$72,450	—	\$88,550
Furnishings	\$30,600	—	\$37,400
Special Construction	\$-	—	\$-
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$24,390	—	\$29,810
Electrical	\$12,600	—	\$15,400
Overhead & Profit	\$33,859	—	\$41,384
Grand Total	\$259,588	—	\$317,275
Contingency (10%)	\$25,959	—	\$31,727

SALON



ft²

1,500 SQ. FT.

PROTOTYPE SIZE

\$\$\$

\$111/SQ. FT.

APPROX. BUILDOUT COST

KEY

Salon (1199 sf)

Restroom (54 sf)

Tanning (97 sf)

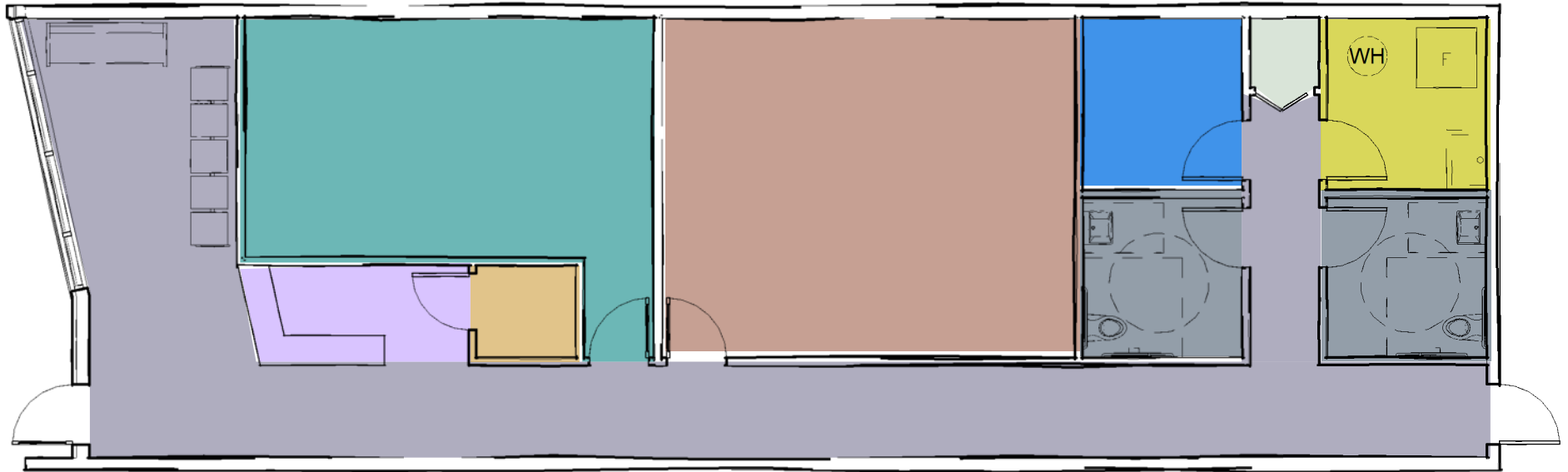
Utility (72 sf)

Storage (75 sf)

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$129,807	—	\$158,653
Contracting Requirements	\$19,890	—	\$24,310
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$20,700	—	\$25,300
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$7,020	—	\$8,580
Finishes	\$32,337	—	\$39,523
Specialties	\$-	—	\$-
Equipment	\$9,000	—	\$11,000
Furnishings	\$3,420	—	\$4,180
Special Construction	\$8,100	—	\$9,900
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$9,450	—	\$11,550
Electrical	\$14,850	—	\$18,150
Overhead & Profit	\$19,471	—	\$23,798
Grand Total	\$149,278	—	\$182,451
Contingency (10%)	\$14,928	—	\$18,245

YOGA STUDIO



1,500 SQ. FT.

PROTOTYPE SIZE



\$85/SQ. FT.

APPROX. BUILDOUT COST

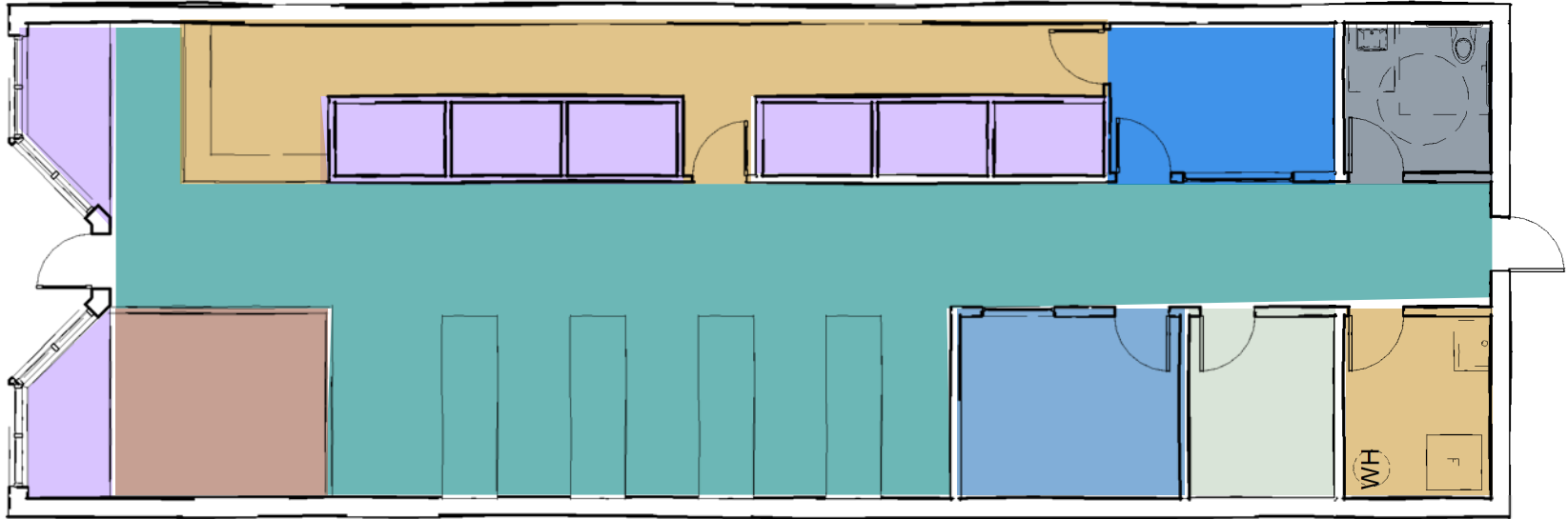
KEY

- | | |
|----------------------|--------------------|
| Lounge (524 sf) | Utility (69 sf) |
| Reception (55 sf) | Restroom 1 (64 sf) |
| Yoga Room 1 (263 sf) | Restroom 2 (64 sf) |
| Yoga room 2 (352 sf) | Storage 1 (23 sf) |
| Office (69 sf) | Storage 2 (12 sf) |

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$99,914	—	\$122,118
Contracting Requirements	\$15,210	—	\$18,590
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$11,070	—	\$13,530
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$6,300	—	\$7,700
Finishes	\$36,824	—	\$45,008
Specialties	\$765	—	\$935
Equipment	\$-	—	\$-
Furnishings	\$3,195	—	\$3,905
Special Construction	\$4,500	—	\$5,500
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$5,310	—	\$6,490
Electrical	\$11,700	—	\$14,300
Overhead & Profit	\$14,987	—	\$18,318
Grand Total	\$114,902	—	\$140,435
Contingency (10%)	\$11,490	—	\$14,044

PET STORE



ft²

2,000 SQ. FT.

PROTOTYPE SIZE

\$\$\$

\$77/SQ. FT.

APPROX. BUILDOUT COST

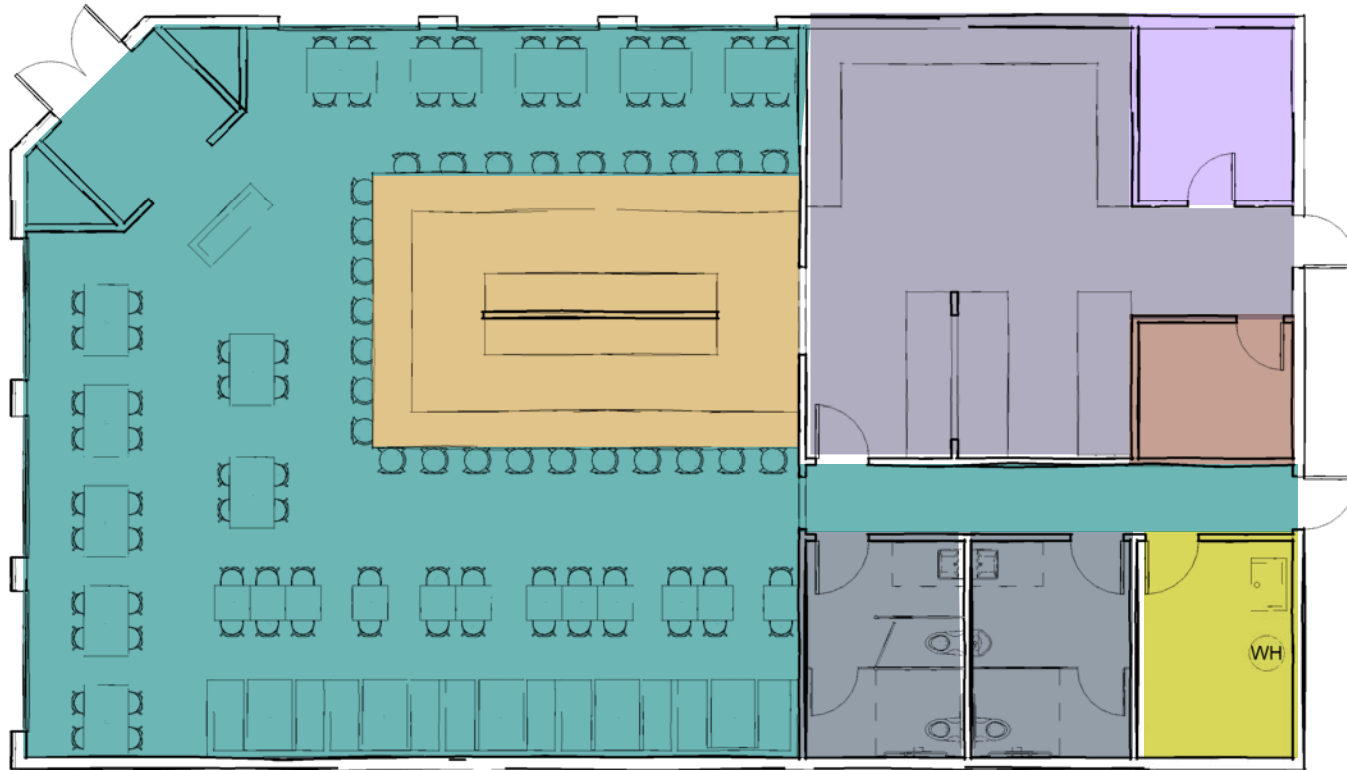
KEY

- Display Cages (76 sf)
- Checkout (256 sf)
- Retail Area (906 sf)
- Open Play Pen (120 sf)
- Closed Play Area (101 sf)
- Restroom (65 sf)
- Groomer (120 sf)
- Washroom (80 sf)
- Utility (80 sf)

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$120,618	—	\$147,422
Contracting Requirements	\$13,860	—	\$16,940
General Requirements	\$5,040	—	\$6,160
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$9,450	—	\$11,550
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$5,400	—	\$6,600
Finishes	\$36,162	—	\$44,198
Specialties	\$-	—	\$-
Equipment	\$21,780	—	\$26,620
Furnishings	\$2,826	—	\$3,454
Special Construction	\$7,200	—	\$8,800
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$7,200	—	\$8,800
Electrical	\$11,700	—	\$14,300
Overhead & Profit	\$18,093	—	\$22,113
Grand Total	\$138,711	—	\$169,535
Contingency (10%)	\$13,871	—	\$16,954

BAR CENTRIC RESTAURANT



ft²

3,000 SQ. FT.

PROTOTYPE SIZE

\$\$\$

\$262/SQ. FT.

APPROX. BUILDOUT COST

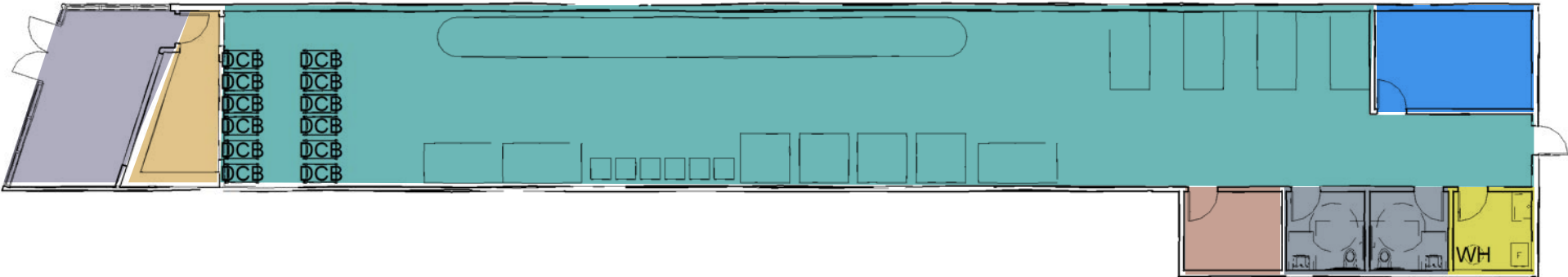
KEY

- | | |
|--|--|
|  Dining (1381 sf) |  Office (66 sf) |
|  Bar (318 sf) |  Restrooms (121 sf) |
|  Kitchen (502 sf) |  Utility (108 sf) |
|  WIC (85 sf) | |

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$230,240	—	\$281,404
Contracting Requirements	\$11,160	—	\$13,640
General Requirements	\$8,820	—	\$10,780
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$37,836	—	\$46,244
Thermal & Moisture Protection	\$540	—	\$660
Doors & Windows	\$42,480	—	\$51,920
Finishes	\$38,279	—	\$46,785
Specialties	\$-	—	\$-
Equipment	\$58,500	—	\$71,500
Furnishings	\$-	—	\$-
Special Construction	\$-	—	\$-
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$18,630	—	\$22,770
Electrical	\$13,995	—	\$17,105
Overhead & Profit	\$34,536	—	\$42,211
Grand Total	\$264,776	—	\$323,615
Contingency (10%)	\$26,478	—	\$32,361

DRY CLEANERS



ft²

3,000 SQ. FT.

PROTOTYPE SIZE

\$\$\$

\$140/SQ. FT.

APPROX. BUILDOUT COST

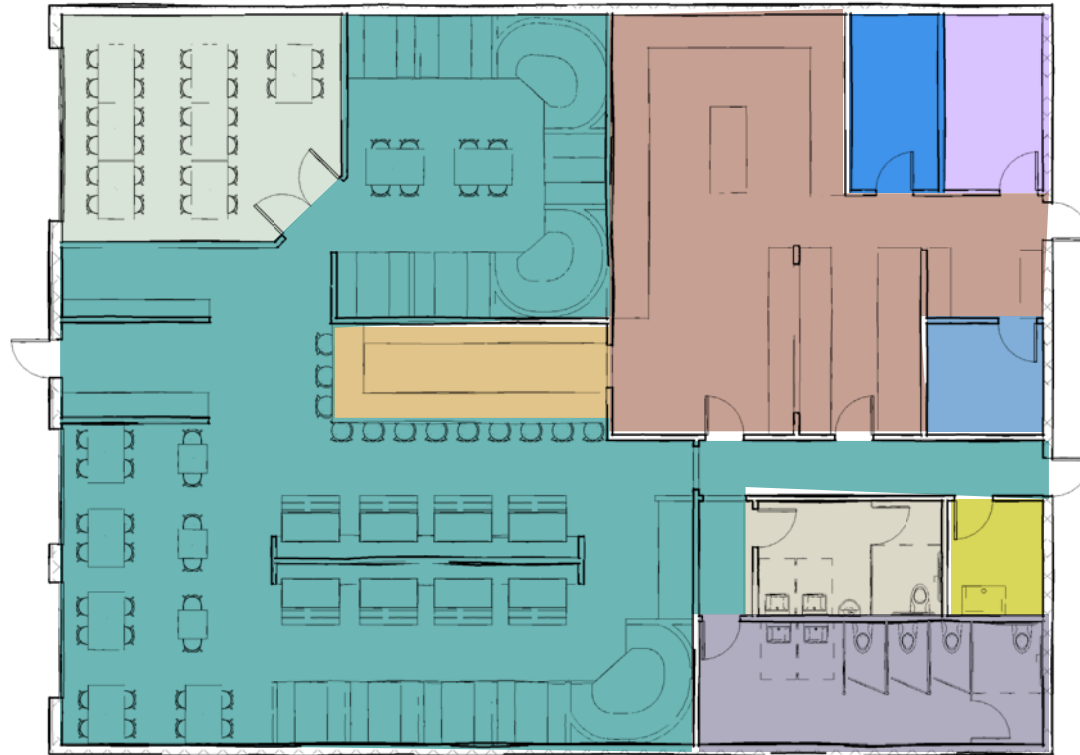
KEY

- Drop-off/Pick-up (195 sf)
- Front Counter (124 sf)
- Dry Cleaning Rom (2216 sf)
- Office (80 sf)
- Restrooms (128 sf)
- Utility (64 sf)
- Equipment (160 sf)

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$328,001	—	\$400,891
Contracting Requirements	\$23,760	—	\$29,040
General Requirements	\$6,840	—	\$8,360
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$24,795	—	\$30,305
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$4,500	—	\$5,500
Finishes	\$48,443	—	\$59,209
Specialties	\$495	—	\$605
Equipment	\$189,000	—	\$231,000
Furnishings	\$918	—	\$1,122
Special Construction	\$4,500	—	\$5,500
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$11,250	—	\$13,750
Electrical	\$13,500	—	\$16,500
Overhead & Profit	\$49,200	—	\$60,134
Grand Total	\$377,202	—	\$461,024
Contingency (10%)	\$37,720	—	\$46,102

RESTAURANT



ft²

3,500 SQ. FT.










PROTOTYPE SIZE

\$\$\$

\$115/SQ. FT.

APPROX. BUILDOUT COST

KEY

- | | |
|--|---|
|  Private (298 sf) |  Dry Storage (84 sf) |
|  Dining (1545 sf) |  Office (62 sf) |
|  Bar (111 sf) |  Utility (53 sf) |
|  Kitchen (628 sf) |  Mens (103 sf) |
|  W I C (75 sf) |  Womens (205 sf) |

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$315,972	—	\$386,188
Contracting Requirements	\$27,000	—	\$33,000
General Requirements	\$8,820	—	\$10,780
Site Work	\$-	—	\$-
Concrete	\$-	—	\$-
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$29,952	—	\$36,608
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$13,950	—	\$17,050
Finishes	\$72,585	—	\$88,715
Specialties	\$720	—	\$880
Equipment	\$90,450	—	\$110,550
Furnishings	\$35,505	—	\$43,395
Special Construction	\$-	—	\$-
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$24,390	—	\$29,810
Electrical	\$12,600	—	\$15,400
Overhead & Profit	\$47,396	—	\$57,928
Grand Total	\$363,368	—	\$444,116
Contingency (10%)	\$36,337	—	\$44,412

GROCERY STORE



ft²

12,000 SQ. FT.

PROTOTYPE SIZE

\$\$\$

\$116/SQ. FT.

APPROX. BUILDOUT COST

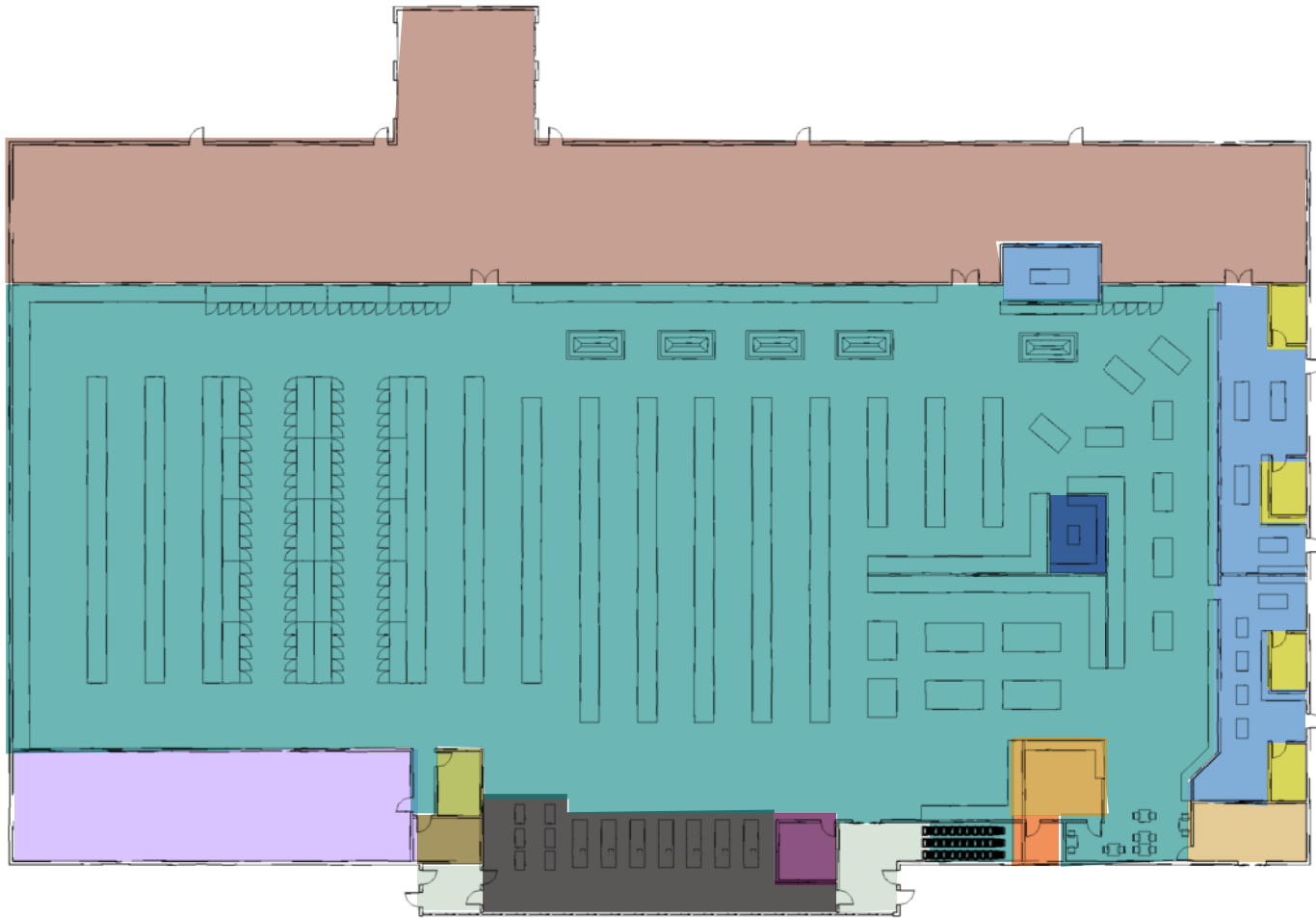
KEY

- | | |
|------------------------------|--------------------|
| Receiving/ Storage (2994 sf) | Bathrooms (128 sf) |
| Produce (6320 sf) | Check out (685 sf) |
| Deli/Bakery (495 sf) | Office (67 sf) |
| W I C (237 sf) | |

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$1,093,590	—	\$1,336,610
Contracting Requirements	\$57,870	—	\$70,730
General Requirements	\$12,780	—	\$15,620
Site Work	\$-	—	\$-
Concrete	\$6,300	—	\$7,700
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$35,550	—	\$43,450
Thermal & Moisture Protection	\$-	—	\$-
Doors & Windows	\$28,800	—	\$35,200
Finishes	\$179,640	—	\$219,560
Specialties	\$-	—	\$-
Equipment	\$688,950	—	\$842,050
Furnishings	\$-	—	\$-
Special Construction	\$22,500	—	\$27,500
Conveying Systems	\$-	—	\$-
Mechanical & Plumbing	\$33,300	—	\$40,700
Electrical	\$27,900	—	\$34,100
Overhead & Profit	\$164,039	—	\$200,492
Grand Total	\$1,257,629	—	\$1,537,102
Contingency (10%)	\$125,763	—	\$153,710

GROCERY STORE



KEY

- Receiving/Storage (8378 sf)
- Shopping (6320 sf)
- Deli/Bakery/Meat (1,782 sf)
- Cheese (190 sf)
- W I C (358 sf)
- Cafe (273 sf)
- Customer Service (144 sf)
- Pharmacy/Bank (1905)
- Entry/Exit (558 sf)
- Storage (65 sf)
- Recycle Room (284 sf)
- Mens (120 sf)
- Womens (126 sf)
- Check-Out (1316 sf)



40,000 SQ. FT.

PROTOTYPE SIZE



\$62/SQ. FT.

APPROX. BUILDOUT COST

COST ESTIMATE

ITEM OF WORK	ESTIMATED COSTS		
	LOW	—	HIGH
Materials & Labor Total	\$1,925,595	—	\$2,353,505
Contracting Requirements	\$111,870	—	\$136,730
General Requirements	\$50,895	—	\$62,205
Site Work	\$-	—	\$-
Concrete	\$13,500	—	\$16,500
Masonry	\$-	—	\$-
Metals	\$-	—	\$-
Wood & Plastics	\$31,950	—	\$39,050
Thermal & Moisture Protection	\$-	—	\$-
Finishes	\$306,720	—	\$374,880
Specialties	\$-	—	\$-
Equipment	\$1,216,260	—	\$1,486,540
Furnishings	\$-	—	\$-
Special Construction	\$45,000	—	\$55,000
Mechanical & Plumbing	\$36,900	—	\$45,100
Electrical	\$112,500	—	\$137,500
Overhead & Profit	\$288,839	—	\$353,026
Grand Total	\$2,214,434	—	\$2,706,531
Contingency (10%)	\$221,443	—	\$270,653

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