

## Uptown Harris Teeter Offers Down Home Charm

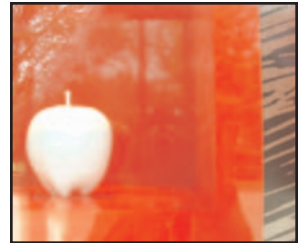


Residents have been anxiously awaiting the opening of this unique downtown store and Harris Teeter delivers. We are giving Charlotte a community-inspired, Uptown food market.

Our designers and builders worked in tandem with the city of Charlotte to custom-fit our newest grocery store into the pattern and pace of Uptown.

The new store at Fifth and Poplar or Sixth and Pine if you prefer, is an eclectic blend of new and old, function and form. The design theory for this or any other Harris Teeter store is to make the shopping experience reflective of the home and work environment that our customers are accustomed to," says Al Lentz, Vice President for Store Development at Harris Teeter. "We wanted a store that blended together the flavor of everything else you would find in Uptown Charlotte," he adds.

The look is a little bit outdoor market, with a dash of big bank lobby, and a pinch of museum store mixed thoroughly with the fresh-cut, just-from-the-field products our customers expect. "We were looking to include the museum feel and metaphors of Charlotte's night life without losing the feel of a neighborhood market." notes Daniel Montaña, Design Director for Little Diversified Architectural Consulting.



The windows are designed to blend in with the store fronts and museum feel of the surrounding buildings. Red boxes pepper the windows with their own spot lighting and interesting contents. These display boxes can hold everything from produce to contemporary art. The historical review committee has already approved them for display of art projects in the future. But for our grand opening, the food will be the "art" on exhibit.



The architectural shell of the building was already in place. The team's challenge was to turn the inside into a pedestrian-friendly, signature neighborhood food market. And they have done just that.

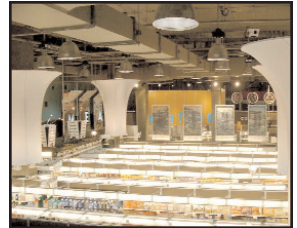
One side of the store is built for walk-in traffic, complete with the Coffee Garden and readily available deli items, along with a long bar-style check-out lane that promises to move fast.

Designers patterned our check-out counter like those in Manhattan eateries. Everyone will cue in one line and step up to the long counter to pay. "It allows an ease of entry and exit to and from the store while also providing a face-to-face greeting with our cashiers and time for the excellent customer service our shoppers have come to expect," notes Lentz.

The other side is set up to reveal everyday shopping needs of even the most discerning chef. Shoppers will find the floor plan follows the format of most Harris Teeter stores. Moving counterclockwise, customers encounter the deli and prepared foods, produce, meat and seafood, dairy, and frozen departments, respectively.

At nearly 18,000 square feet, this store is smaller than the average prototype, but the product selection is the same, just scaled down a bit. "Our team worked hard to design a new fixture, display, and marketing plan to fit into the layout of this store," Lentz points out. "The footprint is smaller but we are offering the same product selection. Instead of 30 square feet of beer, there will be the same variety featured in 20 square feet of space," he added.

The aisles are 6 feet wide in contrast to the regular 7, and the store will use carts that are about 1/3 the size of the ones seen in typical stores. Instead of stocking large quantities of products this store will simply receive more deliveries.



At Harris Teeter stores the signage and design package becomes just as much a part of the architecture as the building itself. In this store various materials were selected to carve out the Uptown design. "A lot of galvanized metal, masonite and darker colors help tie the modern concept together with raw materials," adds Montaña.

In this store we can go taller - we looked at ways to take the design and fixtures up towards the ceiling. The color pallet is a muted and modern with a few key accent colors in pale green, orange, reds, and browns. The shelf backing is translucent so you can see into the store from the street-level windows. The aisle markers were created especially for this store to match the Uptown décor. And as you look upward, billowing, sheer, nylon fabric transforms concrete pillars into graceful accents.

Another unique feature is the two-story wine library. A modern steel staircase and balcony add storage space for the many international wine varieties Harris Teeter stocks. "It is a creative way to make sure we have someone's favorite wine for any occasion while making the best use of this tall space," adds Lentz. A wine steward will also be on hand at this store to assist customers with wine for a party of two or twenty.

Working closely with the Uptown neighborhoods helped Harris Teeter and our entire team of architects and designers create a full-service food market that isn't just good design it's a perfect fit for the community it serves. We're excited to throw open our doors on August 20th and meet our new neighbors.

