

OWNER'S GUIDE TO RETAIL CONSTRUCTION



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Owner's guide to retail construction

Retail construction can take many forms, including minimal remodels or massive renovations, expansions or a newly-built location.

There's a lot to think about at each stage of the construction process. Business —especially retail— can change at the snap of a finger. The flexibility required in retail is a perfect match for the flexibility offered by our [Design-Build](#) delivery system.

Use this guide to stay on track through each phase of construction.



ASSESSMENT

Retail owners considering a project often begin this part of the project before they call a builder. Owners are looking at the situation from a variety of angles and asking lots of questions, such as:

- Why am I planning this project?
- Will this project pay off?
- What new industry/consumer trends should I incorporate into the project?
- Can demographic information and consumer behavior analyses help me decide what form the project takes?
- Does this project fulfill long- or short-term goals for my organization?

The answers to these questions help owners build rough outlines of how their project will take shape. They'll decide where to execute the project and why that location makes sense. They'll conclude whether they're remodeling or expanding a current space or whether it's better to build new.

Owners will also research builders and compile a shortlist of candidates as part of their project assessment.



PRE-CONSTRUCTION

Several different matters must be addressed during this stage of a project.

SITE PLANNING

Owners and builders work together to collect information about the site that will inform the design of the construction, renovation or expansion. That information includes:

- [Topographic surveys](#) that illustrate the lay of the land and identify any obstructions or natural features that will restrict construction.
- [ALTA surveys](#) that provide greater detail about a property, neighboring properties, structures, utilities and local government agreements or easements affecting a proposed work site.
- Local statutes affecting the construction of a new structure or renovation of an existing one.

In addition, if the project will occur in an existing site that the owner leases, it's important to comply with any renovation or remodeling restrictions in the lease. Owners in search of a new location to remodel or expand should negotiate with landlords to write in permission to complete construction projects to comply





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PROJECT IMPACT

Any retail site, whether it's brand new or in an existing location, has an impact on its surroundings. Owners need to consider the following:

- Can the existing road network and parking area handle the traffic my store will generate?
- Will existing utility services be adequate for my site, or will upgrades or modifications need to be made?
- Will any natural features near my store be negatively impacted by its construction or day-to-day activities after the work is done?
- Will my store require emergency service capabilities beyond what's currently available in the area?





Thinking diligently about how your project will impact a proposed site takes work. It may even lead you to abandon certain potential locations in favor of others. Mindfulness of project impact is a good way to ensure your retail location is a good neighbor. More than ever, that matters a great deal to the customers you're hoping to attract.

Project design - The design of a retail location is critically important to the site's success. Owners can work with designers and builders to translate retail goals into designs that will accomplish them. It's all about creating spaces that promote smooth, logical pedestrian traffic flows.

Over the decades, we've done hundreds of pedestrian-centric projects in the education, healthcare and government sectors. We apply our knowledge of workflows in those facilities on retail projects of all sorts, whether it's for a small suite or a massive box store.

Read more about how we incorporate user experience into project design [here](#).



CONSTRUCTION

In retail, things can change quickly. One of the most important parts of any retail construction project is keeping your options open for any future expansions or remodels.

We offer many strategies that provide maximum flexibility. It could be designing with steel beams instead of load-bearing walls to allow for easier and faster floorplan adjustments. It could be incorporating lower-cost, temporary materials for portions of structures where future expansion is likely to occur.

Another important facet of construction projects is ensuring they don't interfere with goings-on around them. It's true anywhere, but especially so on retail projects. Retail sites almost always exist close to other retail sites. The Korte Company works diligently with owners, subcontractors and nearby property owners to minimize the impact of a project on surrounding businesses. We think carefully about everything, from scheduling shifts around high-traffic periods to strategic placement of supplies and equipment. (You can learn more about how we minimized our impact on a cramped job site by reading [this case study](#).)

We also know that speed is of the essence. It's especially true for corporate owners who demand that projects are completed on time. We make a habit of finishing jobs ahead of schedule despite any challenges —and there are always challenges— that pop up along the way.





POST-CONSTRUCTION

Positive partnerships between owners and builders don't cease when a project is complete, especially in the ever-changing world of retail.

Owners should choose builders who are committed to ongoing relationships and who offer post-construction services to ensure retail spaces achieve promised goals. That's standard operating procedure at The Korte Company, where we're just an email or phone call away from picking up where we left off to help you adapt to the changes inherent in the retail industry.

We also offer leading [emergency construction services](#). In fact, one of our proudest moments was when we got a U.S. Postal Service store back on its feet just days after it took a [direct hit from an EF-4 tornado](#).



THE RIGHT BUILDER

Maybe you're a small business owner in need of a renovation, expansion or brand new site. You'll want to choose a builder you trust. Your store is your livelihood, and you need a partner who will deliver what's promised on-budget, on-time, no matter what.

Maybe you're a corporate construction manager in search of a firm with the demonstrated ability to take your design and get it off the ground on-budget and on a tight deadline. You want someone who's been there and done it.

In business since 1958 serving customers large and small, we've got experience on both accounts. If you're ready for a conversation about how our Design-Build delivery system will translate to your success in retail, [let's talk](#).



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