

At APD Engineering & Architecture, we view each project as a unique opportunity that dictates its own creative solution.

We approach every project with the spirit of teamwork, a dedication to maintain our leading position of excellence in the industry, and a commitment to exceed expectations.

Our broad range of experience, along with our size, equips us with the knowledge and staff to handle any size project.



APD has successfully implemented and adapted prototype programs for some of the largest retailers and restaurants in the world. We are extremely proud to have collaborated with such forward-thinking and iconic brands.



CONNECT WITH US

Let APD put its experience to work for you as you prepare to design and build your next project.



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A PROTOTYPE PROGRAM PRIMER

This primer addresses the steps involved in the process of creating a successful and effective **Prototype Program** for your retail store.

Blueprint for a Prototype Program

Whether you are an established brand, or just making your way as a start-up, if you don't already have a prototype for your store design you should consider these four major benefits to your firm in maintaining a prototype design.

Cost Savings

By utilizing a prototype program a firm can see savings not just in bulk purchasing, but also in permitting and building time reductions and substantial payroll savings through a decrease in decision making time.

Flexibility

Investing in a prototype program can bring flexibility to your stores by providing a set of rules to assist in modifying your design to fit any space or layout. This flexibility can be built into the design so that time savings are maximized when challenging design solutions are needed.

Efficiency

With ground-up projects, a prototype need only be adjusted to adhere to local building code requirements, cutting weeks off of design time and your construction schedule. For tenant improvement projects, a prototype provides a kit-of-parts for the design team to adapt to an existing space.

Consistency

Creating brand awareness helps reinforce your relationship with your customers. By utilizing a prototype program, you can ensure consistency across your fleet of stores, be it in one community, or across the globe.

Although a prototype program forms a consistent standard for how your stores look and how your clients perceive your brand, it is not a static entity. Rather, it sets minimum guidelines and expectations to be utilized by the design team to effectively plan and budget ground-ups, renovations and additions. A beneficial program should be continually evaluated and updated as necessary. All updates are then communicated to "The Team" in order for any prototype program to be as successful as possible.

The best prototype programs are created with input from your internal departments, as well as input from branding consultants, manufacturers and any national account vendors you use. Successful programs can start from a blank sheet of paper or from an existing store that already projects your companies' brand in a successfully manner.



APD BRINGS YOUR DESIGN TO LIFE

A Typical Prototype Program

- Prototype Design Development with Stakeholder Feedback**
- Design and Construction of Test Store**
- Prototype Value Engineering**
- Prototype Management and Updates**
- Prototype Evaluation and Peer Review**
- Site / Region Specific Prototype Adaptation and Version Creation**



Your Successful Prototype Check List

Assemble a Professional Prototype Team

- Select a jurisdiction for prototype development and standards
- Select a palette of materials and finishes
- Develop a set of design guidelines

Establish Site Development Guidelines

- Identify all applicable local codes, statutes, design criteria, regulations, rezoning conditions and ordinances that must be followed
- Identify all governing agencies, municipalities and servicing utility companies associated with the project
- Identify all required applications, reviews, approvals and permits required to obtain Zoning and Agency approvals
- Identify all necessary on-site and off-site improvements and restrictions
- Identify all studies, reports and evaluations that will be required by the authorities having jurisdiction
- Establish design requirements for
 - Erosion Control
 - Site Demolition
 - Site & Parking Lot Design
 - Drainage
 - Grading
 - Utilities
 - Landscaping
 - Lighting
 - Due Diligence Check List for Compliance

Establish Building Design Guidelines

- New Build Projects**
 - Develop one or more footprints to serve the different targeted markets
 - Develop an easily identifiable brand LOOK with materials, finishes and exterior geometry
 - Develop a plan for maintaining, revising and distributing the PROTOTYPE
- Retrofit Projects**
 - Develop layouts for the most common lease-space dimensions
 - Follow latest prototype and develop scenarios to deal with variances
 - Develop guidelines for ceiling and lighting
 - Guidelines for graphic package variances
 - Develop guidelines for the exterior finishes and materials/brand identity
- Tenant Improvement and Expansion Projects**
 - Develop scenarios for interior and exterior variances to fit the existing stores
 - Develop a generic Scope of Work Guideline

Establish a Vendor List for Required Prototypical Equipment