



ALDI Inc. – Philadelphia, PA

Germantown Avenue



ALDI was founded by the Albrecht family in 1961 in Germany, making ALDI the first discounter in the world.

Headquartered in Batavia, IL, ALDI now has more than 1,600 stores across the United States. They have been steadily growing since opening its first US store in Iowa in 1976.

Since 2008, APD has managed ALDI's US Prototype Program. This program has included numerous redesigns over the years.

Executive Summary

6600 Germantown Ave is one of several new mixed-use residential and retail projects in Philadelphia, and ALDI will be a primary retail tenant for the site. Urban settings can offer an attractive set of benefits for a discount grocery store, including a wide variety of nearby clientele and heavy ground floor visibility in high traffic areas.

The Germantown Avenue site features ALDI as the only ground-floor retail tenant, sandwiched in between a below-ground parking structure and additional retail tenants and residential units above.

Challenges

As beneficial as these mixed-use sites can be, they also require intense coordination to resolve conflicts that arise from circumstances such as sharing space with other tenants, and complicated structural grids for multi-story buildings.

For example, in this space there existed a myriad of interior columns required to carry the massive loads above. These columns proved disruptive in negotiating a successful ALDI retail layout. Having other programs both above and below ALDI limited the space available for ALDI HVAC and refrigeration equipment.

Additional challenges included dual-access (from a shared lobby and from below-ground ALDI customer parking), atypical exterior graphics to mesh prototypical ALDI branding with the aesthetic of the rest of the building, and also to negotiate the ALDI delivery truck access in a tight urban setting.

The Solution

To address all of these challenges, intense coordination between ALDI, ALDI's Architects and Engineers, the Developer and their Architects and Engineers, and the Real Estate Broker was required early on.

A custom loading dock was designed in order to get ALDI products from the delivery site to the ALDI storage space, which were on different levels because of the dramatically sloping grade at this site.

Results

APD successfully negotiated a loading dock configuration that served the needs of all parties, and proposed an elevated platform for refrigeration equipment to avoid conflicts with other tenants or programs on site.

