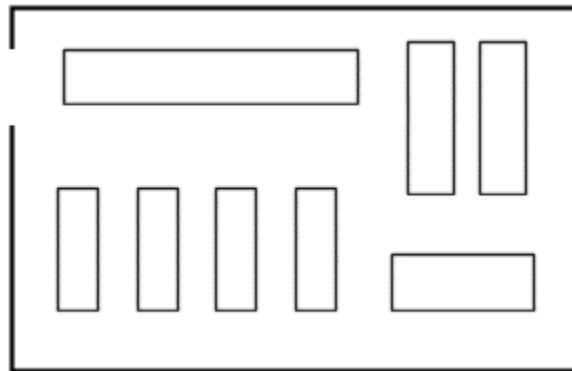


# What Does Your Floor Plan Say About You?

An attractive exterior is an important element in encouraging traffic. The ability to see inside easily, cleanliness and attractive appropriate signage are important exterior elements. But, what happens when someone walks into your business? What does your floor plan say about you? Does your floor set up convey the message that you want to send? As experience based internal marketing becomes more prominent, a restaurant, retail or service business floor plan becomes paramount in creating the correct atmosphere for sales AND that all important "word of mouth" advertising. While floor plans must adjust to the space available, below are some basic theories of floor planning for different types of businesses.

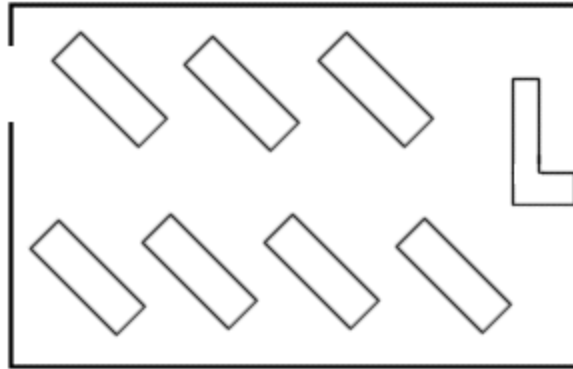


## The Straight Floor Plan



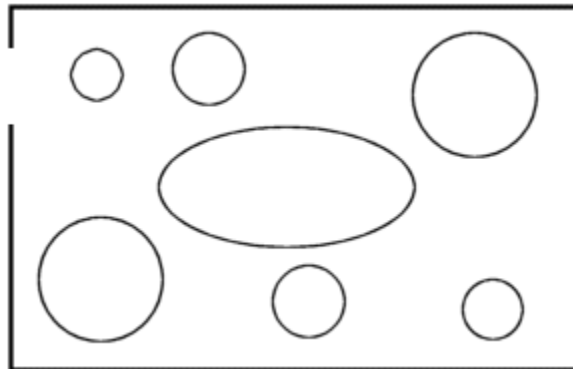
The **Straight Floor Plan** is typically used by discounters or stores with easily recognized definitive categories (grocery stores, convenience stores, some book stores, hardware stores). A variation of this floor plan is also used for some restaurants and "cubicle" style offices. This plan produces a utilitarian aesthetic, and is developed to enhance the efficiency of the shopping, dining or service experience for individuals that know what they want, or at least know the category of item they are looking for. A minimized floor presence for sales staff and minimal customer interaction is common with this floor style. This particular floor plan is not appropriate for a boutique or an upper end facility because it typically lacks a value enhanced aesthetic.

## Diagonal Floor Plan



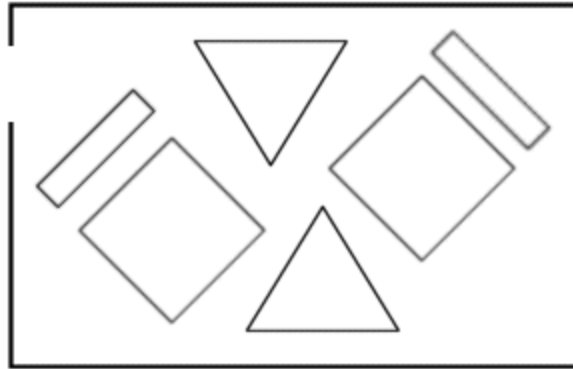
**Diagonal Floor Plans** have an element of self service, but they produce better sight lines and allow for more interaction than a straight floor plan. This floor plan is common in upper end categorized retail stores. Gourmet food shops, book stores, kitchen shops, restoration facilities, table top stores and others that need to have a logical set up, but still want to encourage a free flow customer model use diagonal floor plans. Service entities with corner entrances may also utilize a version of the diagonal look to encourage quick customer contact. As a result of improved sight lines, Diagonal Floor Plans necessitate a higher level of on-floor customer interaction.

## Angular Floor Plan



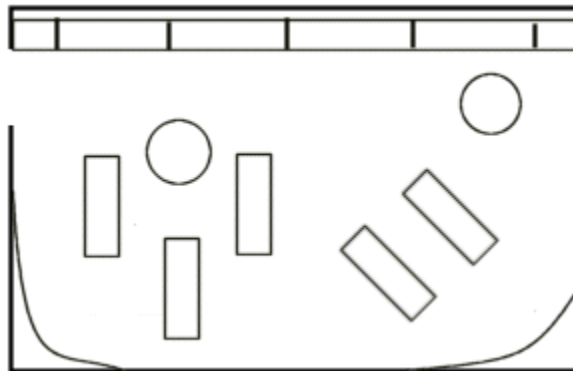
**Angular Floor Plans** typically integrate specialized display modules into a themed environment. The custom nature of these displays helps create a rich aesthetic and a more user defined traffic flow. Because of the custom nature of these display units, changing floor plans is very difficult and must be done with special care. Adding new pieces to display is also very difficult, but the synergy created by integrated pieces designed to work together in a unified environment can create a high margin sales look and maximize the space utilized by merchandise in an attractive manner. Creative open air office spaces, niche boutiques and some fine dining establishments utilize an angular floor plan.

## Geometric Floor Plan



Most commonly used in a retail clothing store, the **Geometric Floor Plan** takes advantage of the angular patterns naturally created by clothing racks, nesting tables and riser displays. A geometric floor plan requires careful attention to the line interaction between various racks and displays while reinforcing a preconceived concept of a customer's walking pattern as they shop the store. Paths that discourage straight line travel and encourage a customer to swivel their line of site exposes more surface area of clothing racks to the consumer, thereby enhancing merchandise recognition. Once basic angular tenants of this floor plan are recognized, the Geometric floor plan is easy to rotate and add or subtract display items into the floor plan. Remember to utilize "white space" or blank floor areas to highlight merchandise. Think of a geometric floor plan as an advertising layout or poster. Your relevant information is your merchandise, but it has to be balanced out with aesthetic elements. Without careful planning, the geometric floor plan can result in areas that are either too sparse or too full.

## Mixed Floor Plan



**Mixed Style Floor Plans** incorporate several different aspects of other floor planning types. The goal of this eclectic mix is to push attention to the walls of a store where more vertical displays and more volume based displays can exist through slat, long bar or other display units. In a mixed floor plan it is important to create "nodes" of items or services through odd number display placements. Each node should contain items that are consistent in use, style or color to tell a display "story", while the walls can contain the bulk of merchandise or service placement. Clean and elegant, the Mixed Floor plan requires a highly imaginative floor planner. Because

displays must utilize a consistent "story", display configurations should consistently rotate depending on stock or theme available.

Want another handy tip for floor planning that will save you time, money and is absolutely FREE? Use [Google SketchUp](#) to set your floor area and displays. You can then manipulate your floor plan and virtually walk the floor BEFORE you move that certain hutch or table fifty-seven times. And, once you have your basic floor plan set, you can easily revisit it to "revamp" your floor plan on the computer (and share your plan with staff) without reinventing the wheel. [Click HERE for Google SketchUp](#).

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