

SEPTEMBER-OCTOBER 1983

# NORTH CAROLINA ARCHITECT



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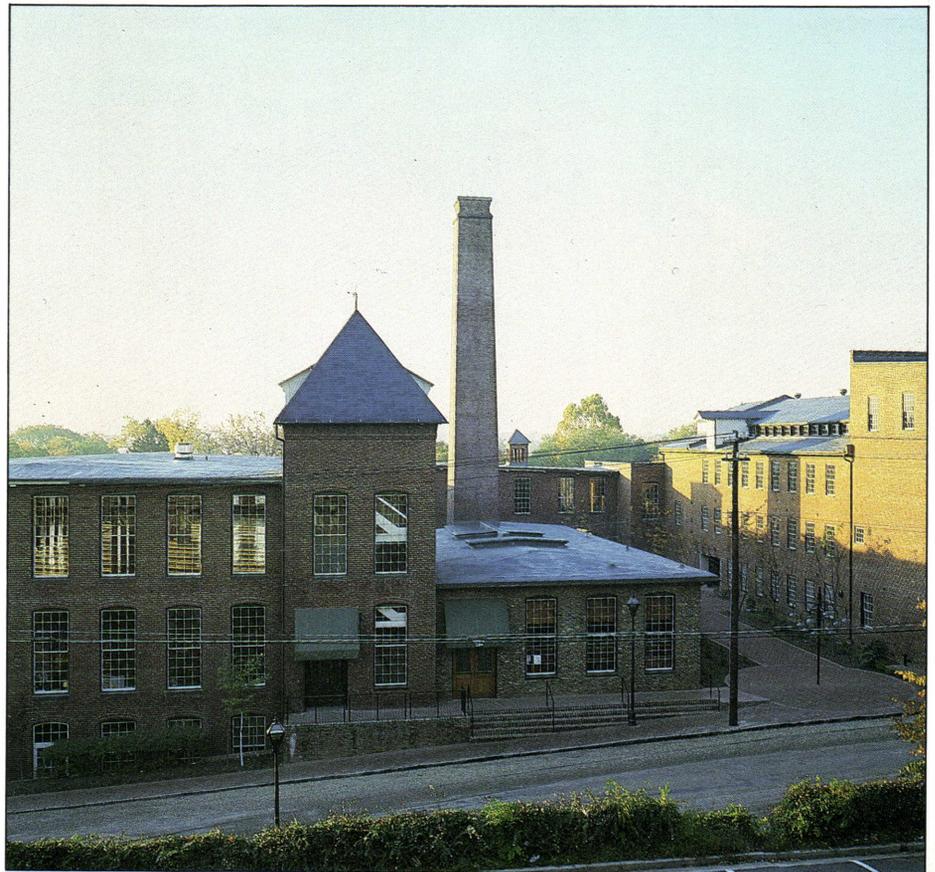
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# NORTH CAROLINA ARCHITECT



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*Cover Photography by Joann Sieburg-Baker*

# Shopping by Design

*A North Carolina architectural firm 'sells' some innovative ideas to a major supermarket chain.*

*Photography by Wilton Able and Rick Alexander*



# Teeter

**T**he task facing Dalton Morgan Shook and Partners was easy to define: Take an aging, overcrowded grocery store and turn it into something more attractive, more convenient for shoppers and, hopefully, more profitable for the supermarket's owner.

Finding a solution proved more elusive and required using the knowledge that Dalton Morgan Shook had gained in several previous jobs for the client, Harris Teeter Supermarkets Inc.

"Buildings don't sell groceries," says Terry Dalton, a founder of the architectural firm. "A building can only reinforce

the client's merchandising plan. What you have to do is find some character in the building and put together something that is not going to be a fantasy land."

The project—Harris Teeter's store at Cotswold shopping center in Charlotte—features bold graphics, neon highlights, a waterfall and skylights, among other non-

traditional design touches.

There is additional emphasis on the store's specialty foods section, bakery, delicatessen and produce section.

"When people think of groceries, they tend to think of produce," says Dalton. "That's why we took things like (the produce counters) out of a straight line and used a scatter approach, put in special touches like neon fruits and vegetables on the walls and used color to highlight the produce.

"Neon makes a unique art form. It can make an area of the store eye-catching without having to make it brighter or bigger. The purpose is to add a freshness to that produce area."

And in the specialty foods area, display racks have been put into a part of the store "where there is plenty of room to step back and look at what's there," says principal Terry Shook.

"Grocery retailers are learning the lessons that clothing retailers already have," he adds. "Namely, that you need to set moods throughout the store and have many highlights to attract the attention of shoppers. Until five years ago, delicatessen

and bakeries weren't even part of the business. Now, they need a special highlight.

"In designing something like this, you have to look for trends in literally everything that people are exposed to. You can go to the edge in what you do, but you still need to stay a step or two behind the cutting edge."

The Cotswold store, which will form the starting point for a complete renovation of the center, is the result of several Dalton Morgan Shook projects for Harris Teeter, including supermarkets on Glenwood Avenue in Raleigh, the company's original store in Charlotte, one in Taylorsville and one in a renovated building in Charleston, S.C.

Dalton says each project has unique characteristics, often reflecting what Harris Teeter wants to accomplish in a particular market.

"In Charleston, we took an old building that wasn't particularly noteworthy historically and turned it into something that is now on historic tours," says Dalton. "Harris Teeter put a lot of effort into that store because they wanted to hit the market in



Photo by Wilton Able

*Bold graphics highlight merchandise at Charlotte store (top right) and in new Taylorsville store (above). Beams and ductwork in Taylorsville Harris Teeter (below) were left exposed. Specialty food areas, such as Cotswold's delicatessen (left), have been emphasized.*



Photo by Wilton Able

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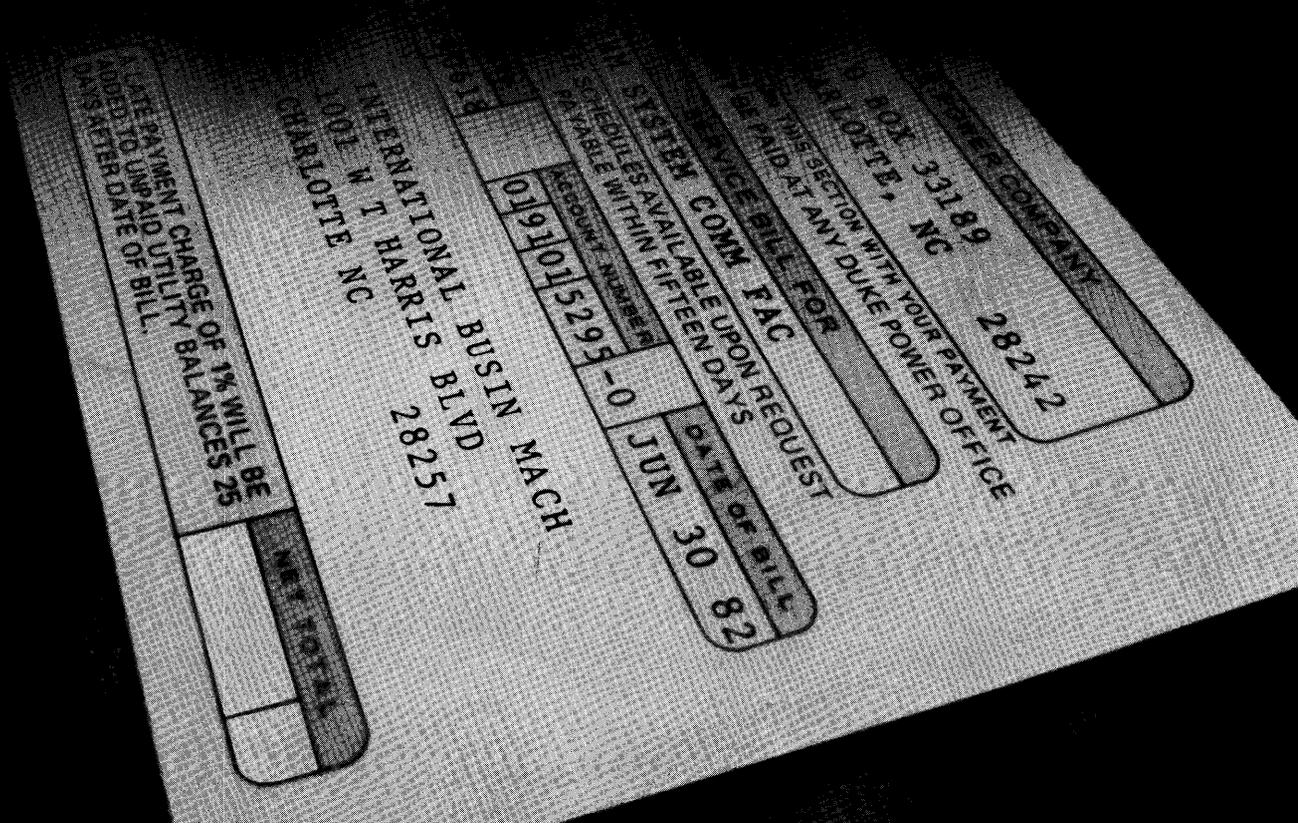
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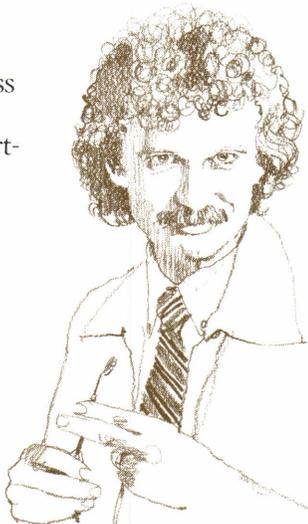
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*Dr. John Pfeifferle  
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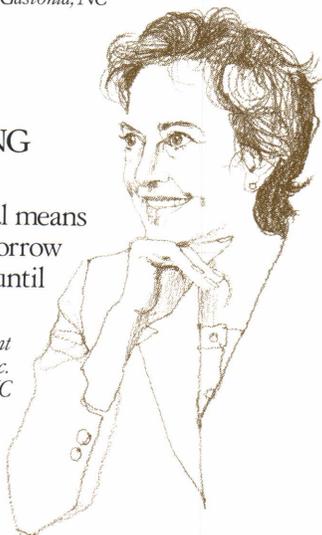
"Instead of dictating their rules to you, Southern National actually responds to your problems. They invest time that other bankers just don't have for you. All in all, it's the best service I've ever received, and I've been in the insurance business for 19 years."

*Dave McAndrew, Owner  
Dave McAndrew Insurance Agency  
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*Jim Rumph, President  
Southeastern Microfilm, Inc.  
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## PLASTICS

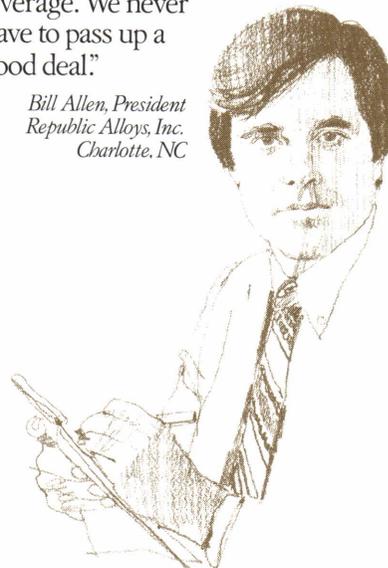
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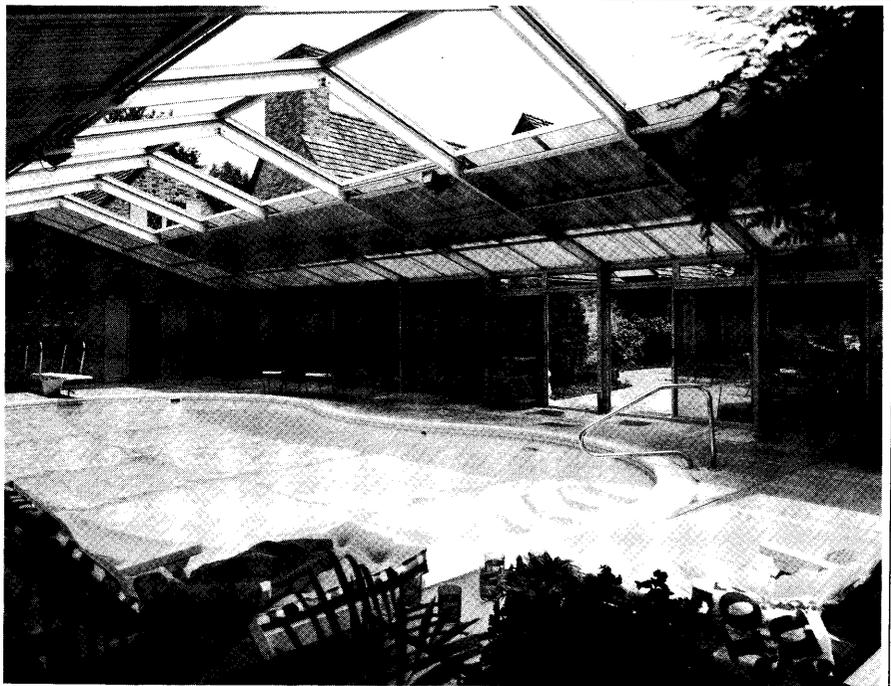
you break up the rows in a grocery store and start to use a scatter approach, you've achieved a situation where it's possible to shop by product."

Dalton adds that grocers often have to gamble on what will be popular.

"A lot of things we've been doing in these Harris Teeter stores reflects Harris Teeter's planning on what will hit the market," he says. "That includes things like health foods, delicatessens and floral areas.

"As architects, we have to ask ourselves if we're complementing what clients like Harris Teeter want to accomplish or are we just being egotistical? People often enjoy a feeling of being somewhat avant garde. Fashion and advertising are two areas that can be a bridge between what's happening in New York, Chicago and Los Angeles and what will be coming up in general society. And that comes back around to the types of buildings we design."

Dalton points, for example, to several shopping center projects his firm is working on. Most try to capture an intimate, neighborhood feel that is frequently seen in small pockets within large cities. ●



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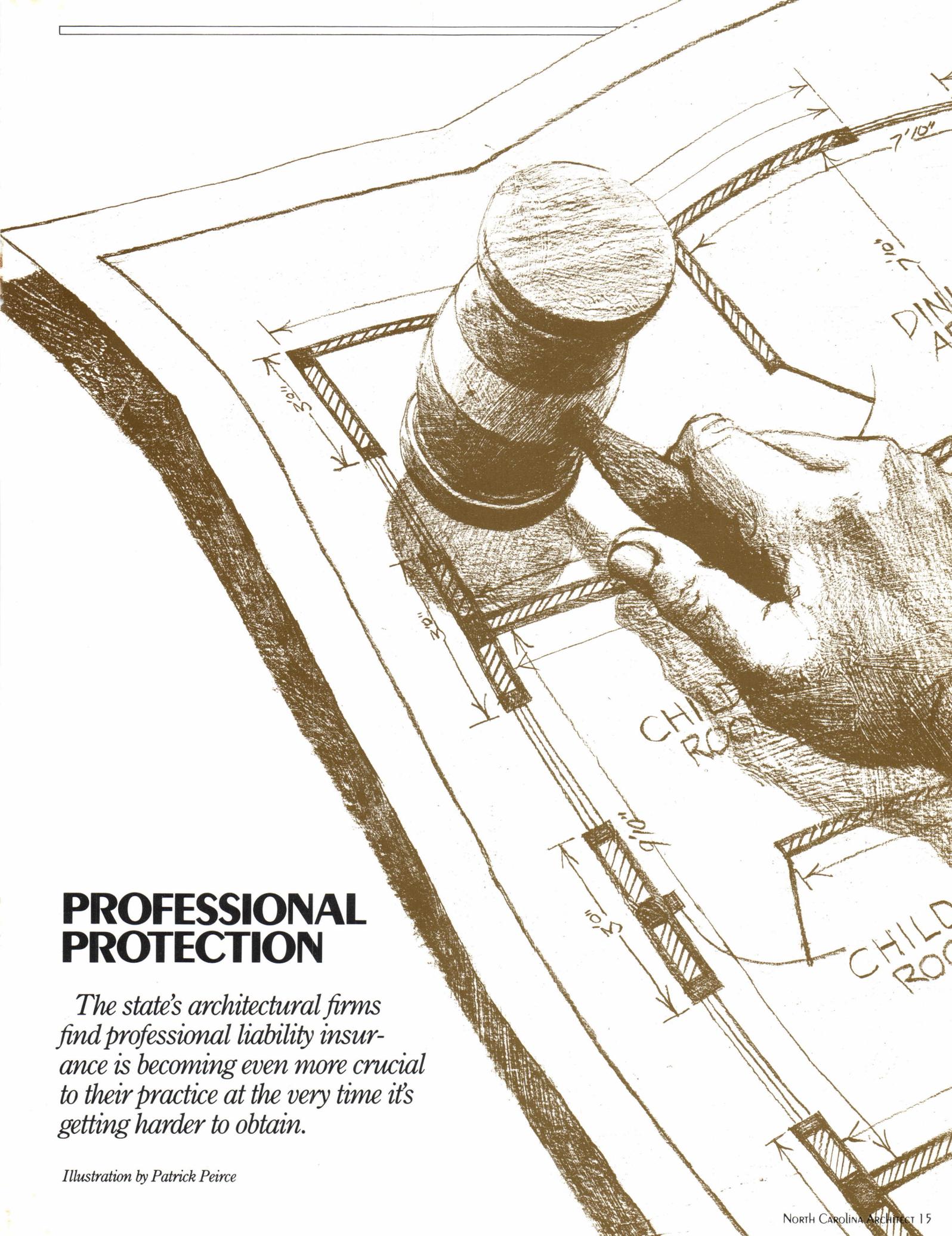
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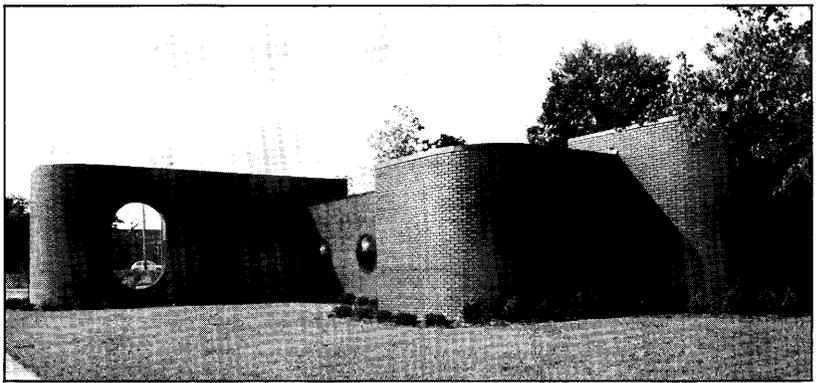
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# PROFESSIONAL PROTECTION

*The state's architectural firms find professional liability insurance is becoming even more crucial to their practice at the very time it's getting harder to obtain.*

*Illustration by Patrick Peirce*



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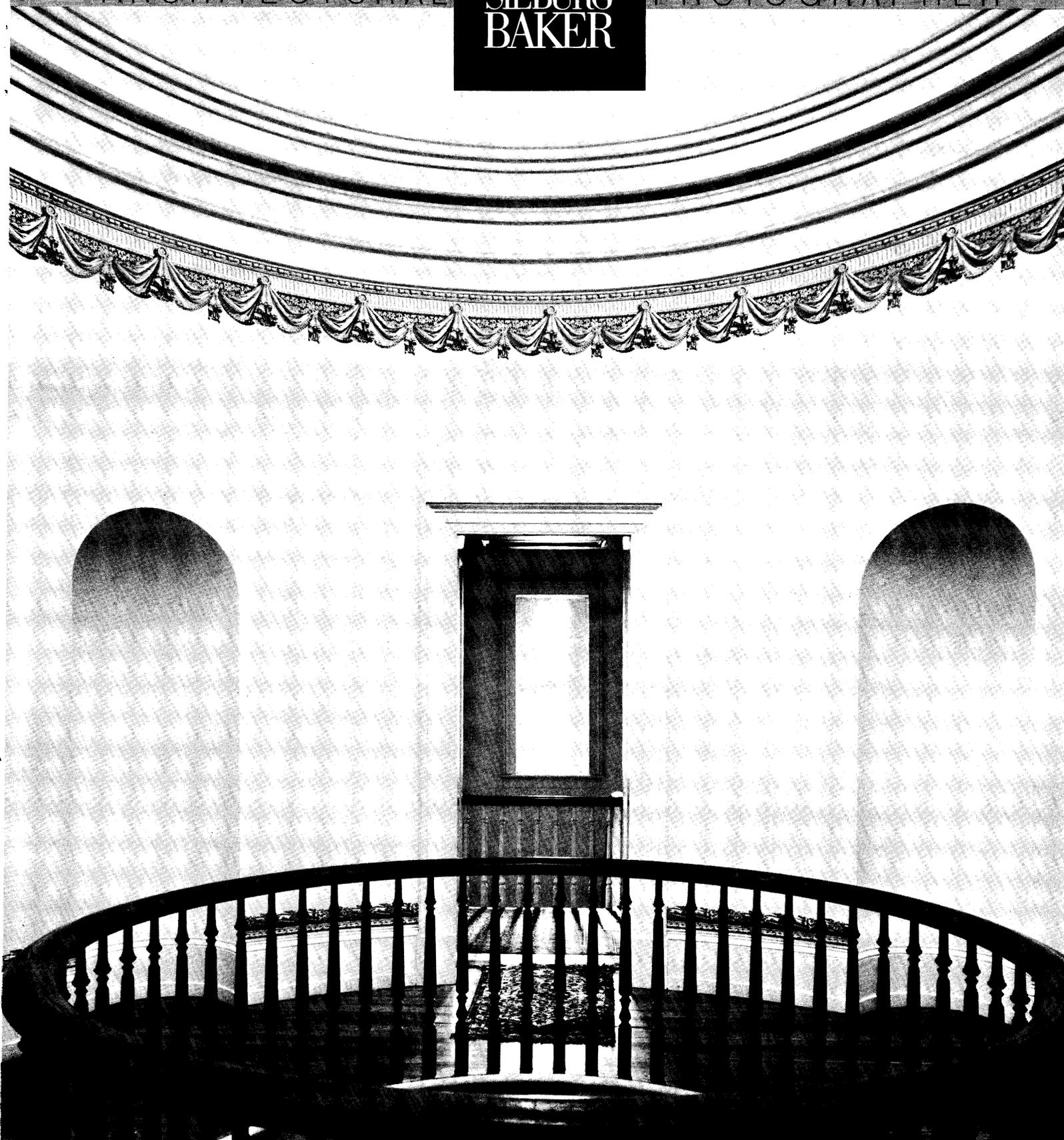


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## SHAWCROFT-TAYLOR SELECTED FOR TWO/

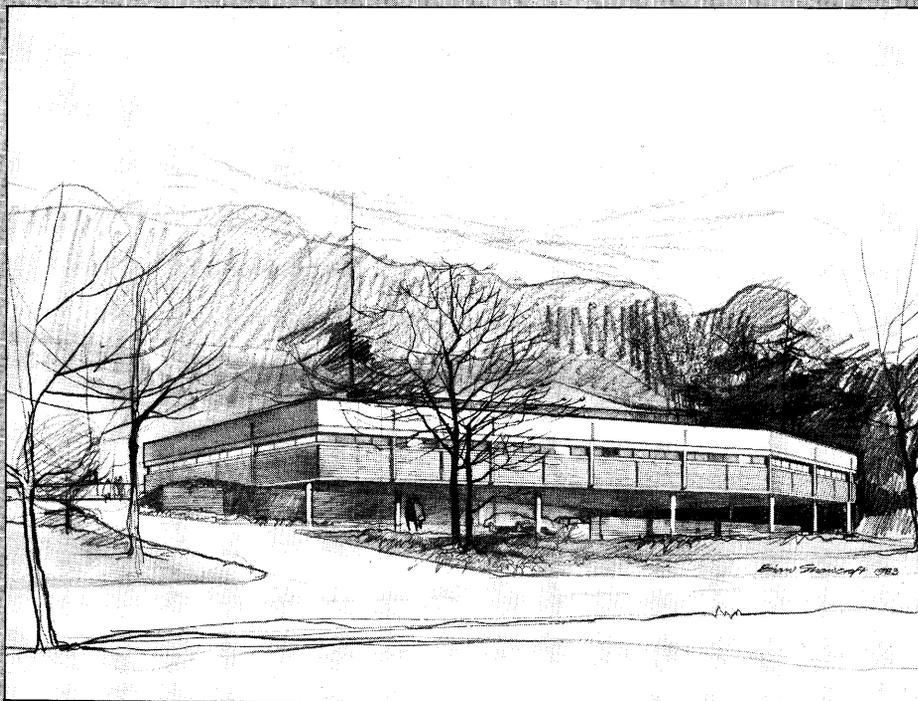
Shawcroft-Taylor, Architects of Raleigh has been selected to design two new office buildings.

One building, Two Park Center, will be on U.S. Highway 70A near the Research Triangle Park in Durham County. When completed, it will have 50,000 square feet of office space.

The other building, being developed by the Blue Ridge Road Group, will be built near Crabtree Valley Mall in Raleigh. It will have 18,500 square feet of space.

H. Clay Taylor III, one of the firm's principals, says the latest projects add to what has been an already busy year for Shawcroft-Taylor.

Business "took off like a rocket in the time just before Christmas," he says, "and has remained strong since."



Blue Ridge Road Office Building

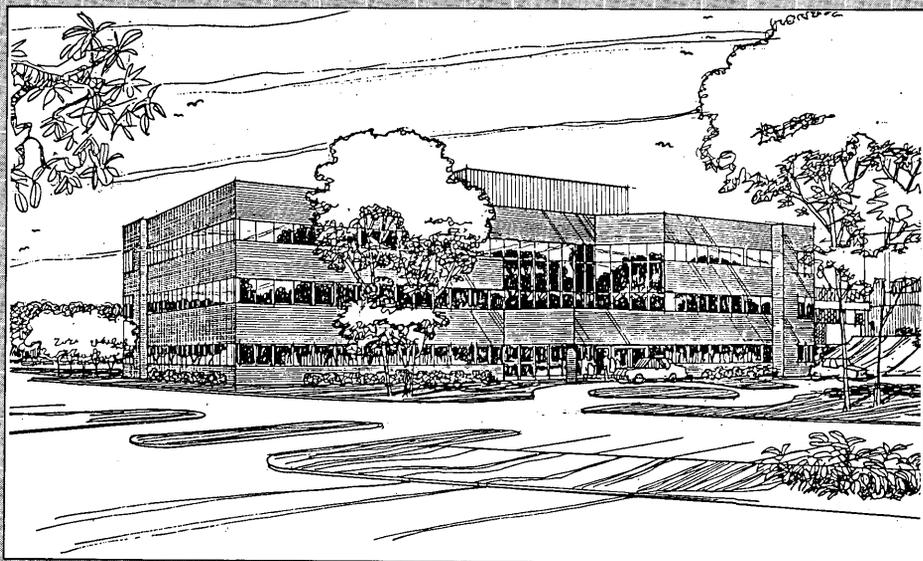
## BRICE-MORRIS COMPLETES MEDICAL PROJECT DESIGN

Brice-Morris Associates of Charlotte recently completed the design of a medical office building on the grounds of Orangeburg Regional Hospital in Orangeburg, S.C.

Developed by Cogdell Developers Inc., the building will house 32 physicians.

Ralph Brice of Brice-Morris Associates says the design features extensive use of glass that will reflect 80 percent of the sun's rays and brick similar in color to the hospital.

C. F. Evans Construction Co. is contractor on the three-story, 50,540-square-foot building.



## THREE KEY Bills Stalled in LEGISLATURE

The state legislature failed to take action earlier this year on three bills that would have had a significant impact on architects practicing in North Carolina, Gary Bowers, an attorney representing the North Carolina Chapter of the American Institute of Architects, told association members attending the group's summer convention.

One would have changed provisions of a section of state law dealing with compliance at the completion of a public contract.

Under current law, it is a criminal misdemeanor for an architect to receive or consider a bid from an improperly licensed contractor. The state senate approved changes in that section of the statutes, but the house failed to take a final vote.

Another bill, which passed the house but did not reach a conclusion in the senate, dealt with frivolous lawsuits. The bill would have allowed someone named in such a suit to recover court costs and attorneys fees in the event he successfully defended himself.

A third bill dealing with a major reorganization of agencies administering state

buildings passed the senate but was not acted upon in the house.

## KIRBY FEATURED IN UNIVERSITY PUBLICATION

Winston-Salem architect J. Aubrey Kirby was featured recently in Outreach, a publication of his alma mater, Oklahoma State University.

The president of J. Aubrey Kirby Associates set up his own firm in 1964, six years after graduating from Oklahoma State.

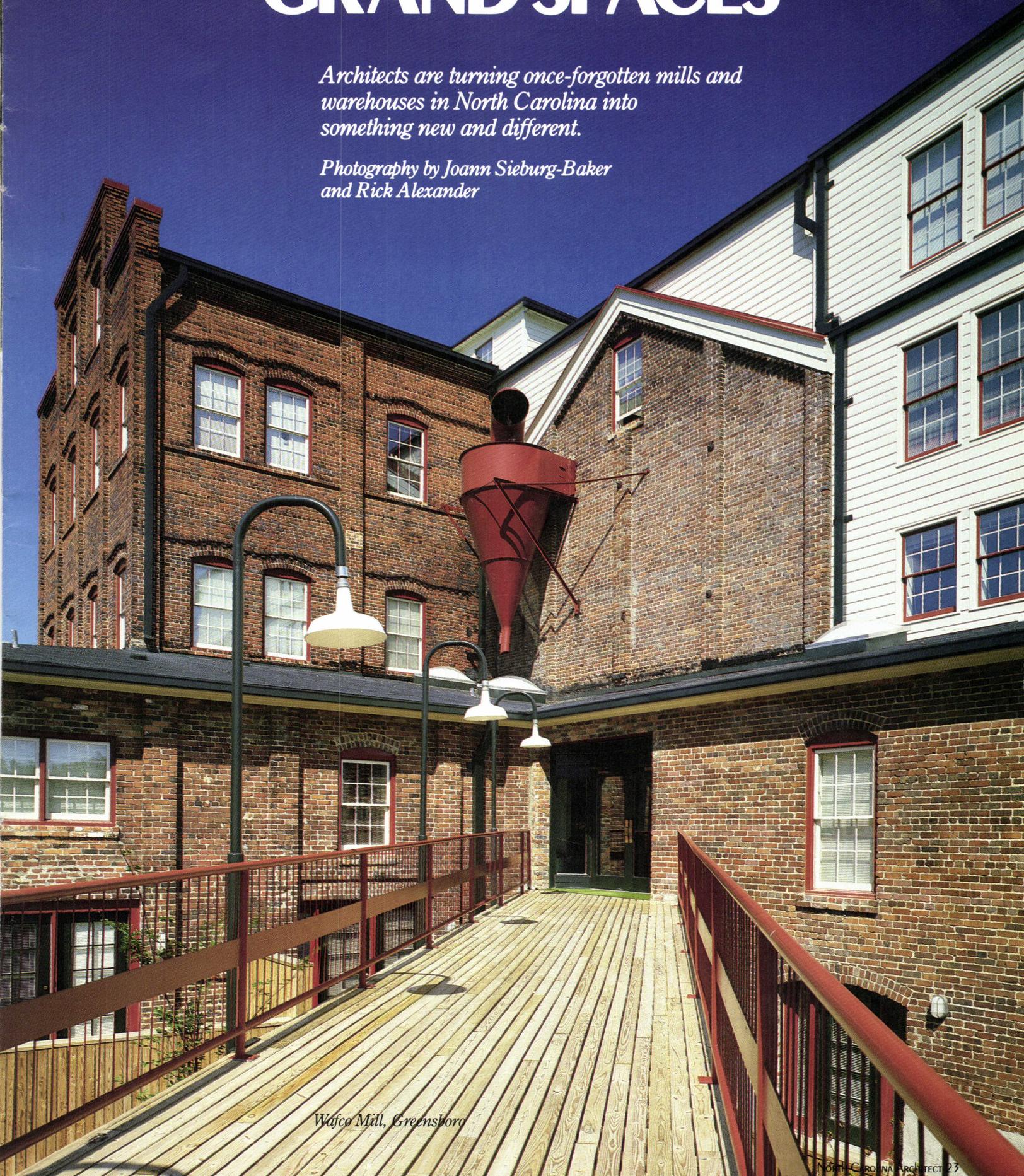
On his second day in business, he

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# 'GRAND SPACES'

*Architects are turning once-forgotten mills and  
warehouses in North Carolina into  
something new and different.*

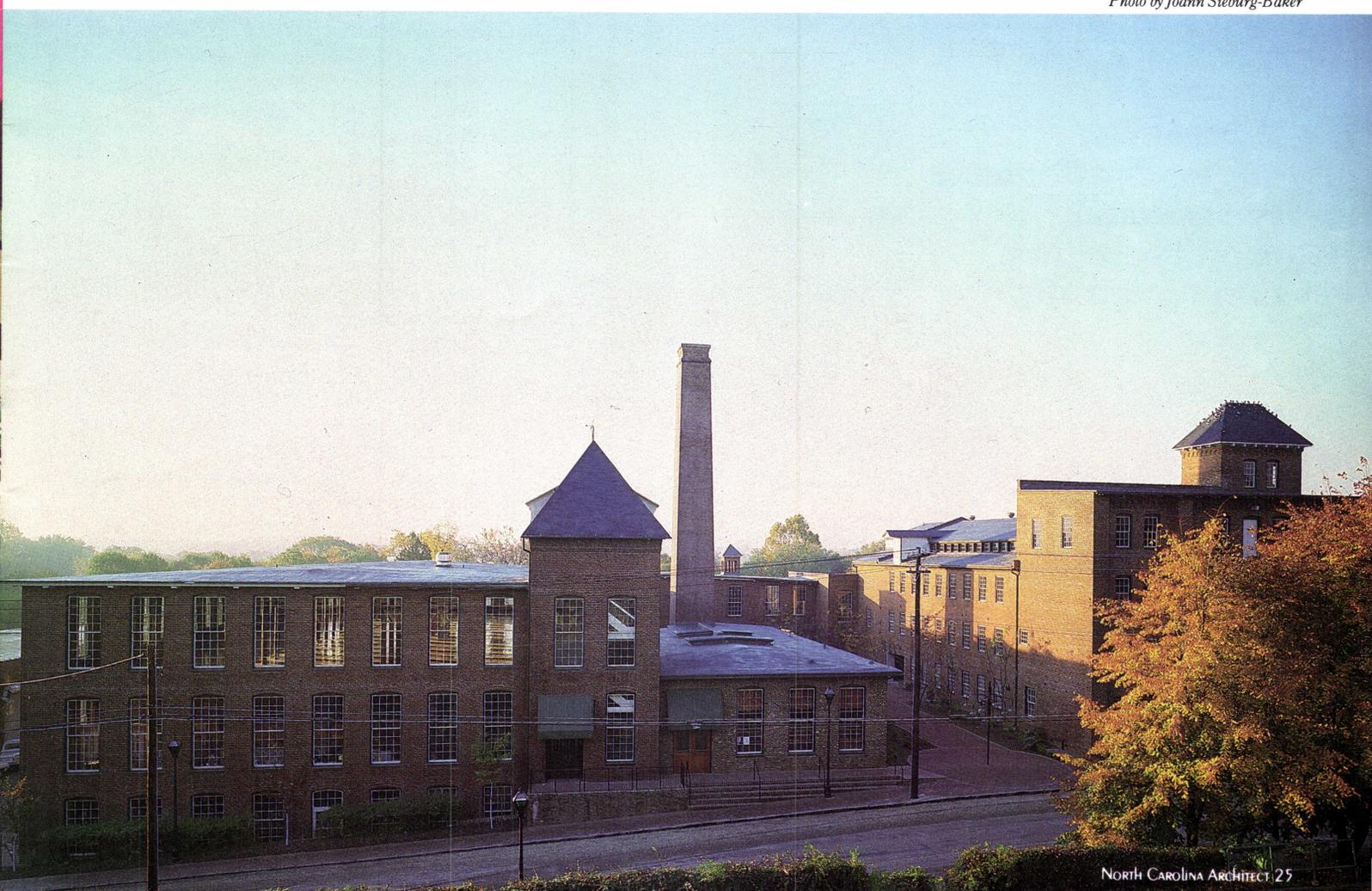
*Photography by Joann Sieburg-Baker  
and Rick Alexander*



*Wafco Mill, Greensboro*

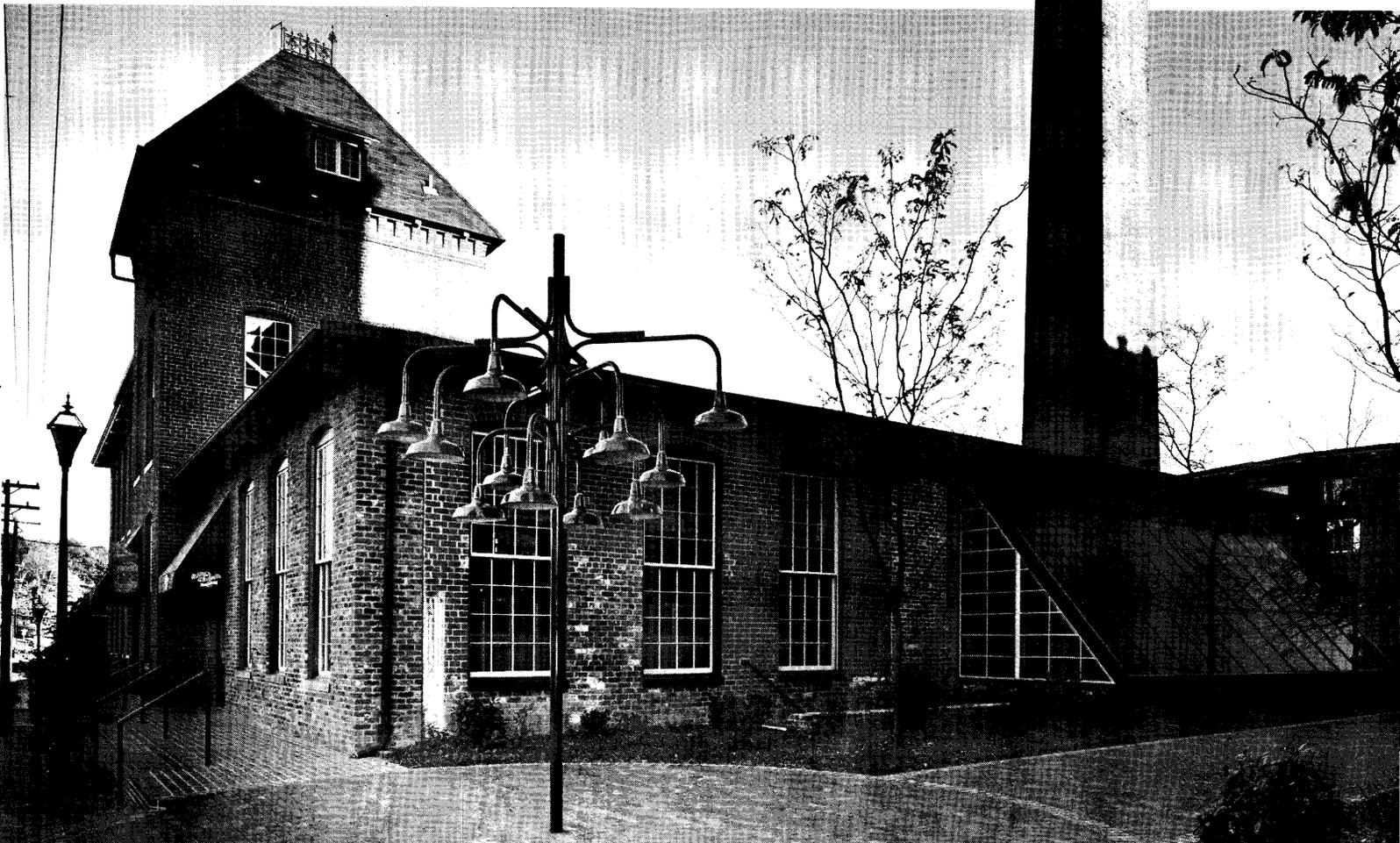
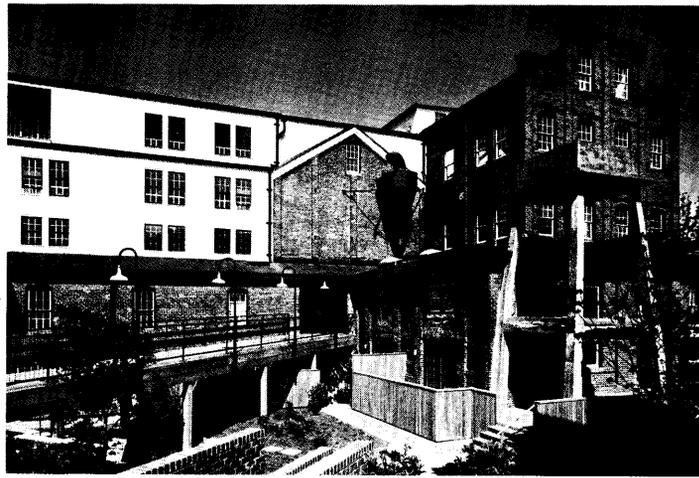


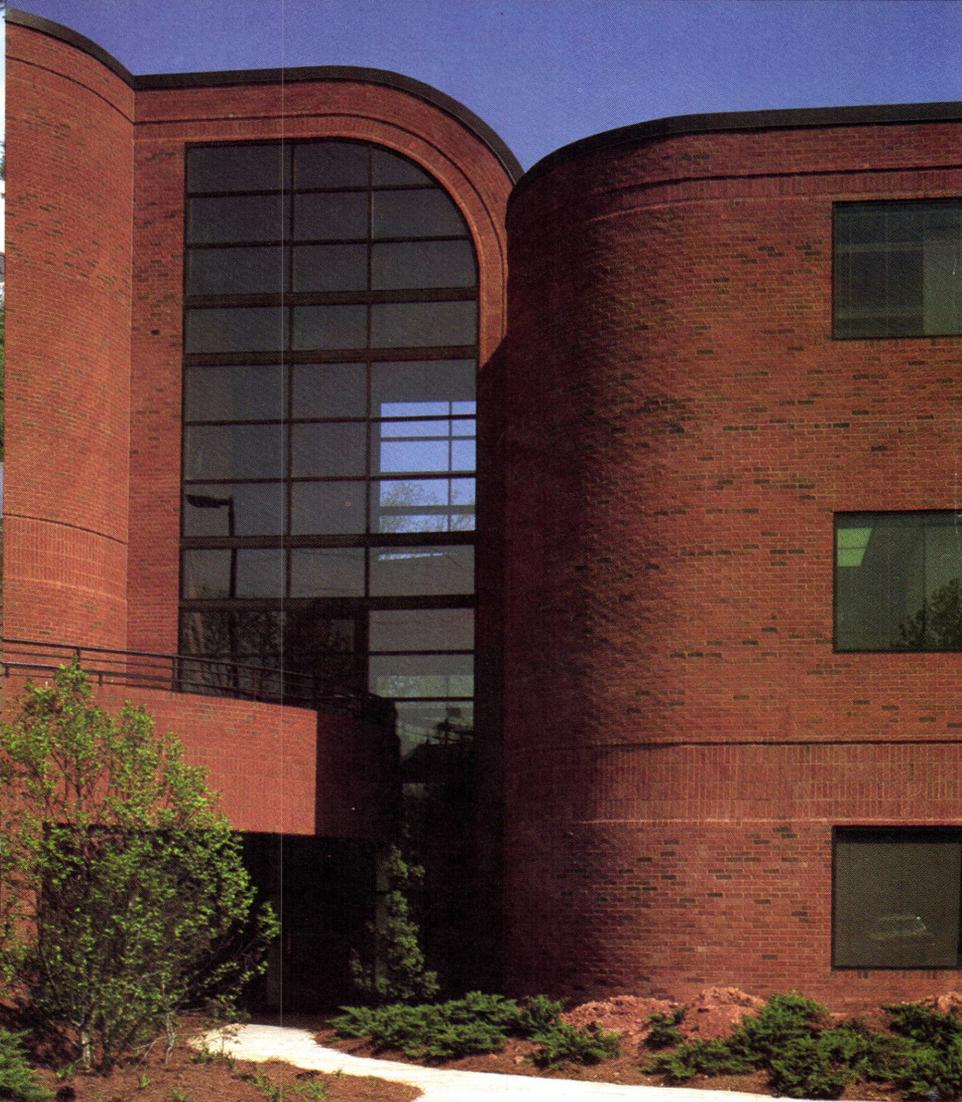
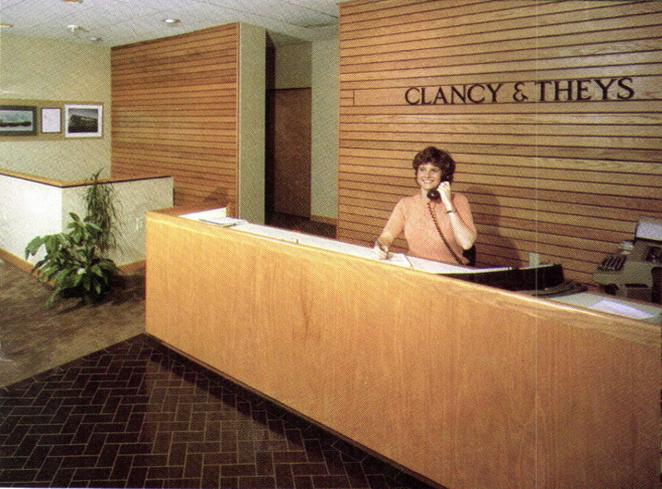
*Photo by Joann Sieburg-Baker*



Entrance to Wafco Mill (below) highlights existing features. Fudge store at Brookstown Mill (right) looks out to courtyard between retail and office portions of project (bottom of page).

Photo by Joann Sieburg-Baker





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