BUILDING EXTERIOR AESTHETICS

MULTI STORY SITES
DESIGN STANDARDS GUIDE

08/22/24

BUILDING EXTERIOR AESTHETICS

PURPOSE OF THIS DOCUMENT

This document is meant to convey general design tenets for Whole Foods Market and to provide a visual guide of successful storefronts by noting elements of previously completed projects. It is not meant to be strictly prescriptive, nor is any project in this deck a universal solution to be copied. Creativity and innovation are strongly encouraged!

Tenets are listed on the next slide and noted as applicable to the individual elevations in the following slides for multi story sites.











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DESIGN TENETS FOR MULTI STORY SITES

- Aesthetics should represent modern organic and where appropriate reflect the surrounding community
- Prominent covered main entry marked with a tall element on one end of the front façade (for operational efficiency the main entry should be on the same side of the building as the dock)
- Minor secondary egress on the opposite end of the front façade that does not compete with the main entry; the secondary entry may become more prominent as needed for larger stores (above 50k sqft) or as site conditions require
- Covered exterior seating near the secondary egress, if practical
- Storefront glass along the front façade to maximize transparency and daylight
- The WFM space should be visually continuous and distinct from the other building stories
- Parking garage entry point(s) should be visually connected to the store, and physically connected if possible; if not physically connected, provide continuous and obvious directional signage from the main store entry to the parking entry point
- Consider durability and longevity in material selection
- Materials should represent their actual nature (e.g. wood grain finishes should be constructed of wood; metal might be silver, gray, or bronze, but not blue or yellow)
- Finishes should lean into warmer palettes unless significant community standards make those finishes inappropriate
- Cast / tilt wall panel systems will no longer be accepted for public facing elevations and are not recommended for partition walls with adjacent tenants, which would prevent future expansion

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MULTI STORY

- Prominent main entry with large signage above
- Covered exterior area at entry
- Storefront glass along front façade
- Honest use of materials
- Visually continuous across the store elevation and distinct from massing above



BUILDING EXTERIOR AESTHETICS

MULTI STORY

- Prominent main entry with large signage above
- Covered exterior area at entry
- Storefront glass along front façade
- Visually continuous across the store elevation and distinct from massing above
- Incorporation of overhead parking into the building elevation to increase visual presence
- Garage entry points visually and physically connected to the store
- Honest use of materials
- Warm palette



BUILDING EXTERIOR AESTHETICS

MULTI STORY

- Prominent main entry with large signage above
- Covered exterior area at entry
- Storefront glass along front façade
- Incorporation of overhead parking into the building elevation to increase visual presence



BUILDING EXTERIOR AESTHETICS

MULTI STORY

- Prominent main entry
- Covered exterior area at entry
- Storefront glass along front façade
- Aesthetics represent the surrounding community
- Visually continuous across the store elevation and distinct from massing above



BUILDING EXTERIOR AESTHETICS

MULTI STORY

- Prominent main entry with large signage above
- Covered exterior area at entry
- Storefront glass along front façade
- Incorporation of overhead parking into the building elevation to increase visual presence
- Visually continuous across the store elevation



BUILDING EXTERIOR AESTHETICS

MULTI STORY

- Prominent main entry with large signage above
- Covered exterior area at entry
- Storefront glass along front façade
- Visually continuous across the store elevation and distinct from massing above
- Honest use of materials



BUILDING EXTERIOR AESTHETICS

MULTI STORY

- Prominent main entry with large signage above
- Covered exterior area at entry
- Storefront glass along front façade
- Honest use of materials
- Warm palette



BUILDING EXTERIOR AESTHETICS

MULTI STORY

- Adaptive reuse
- Prominent main entry with large signage above
- Covered exterior area at entry
- Storefront glass along front façade
- Incorporation of overhead parking into the building elevation to increase visual presence
- Warm palette



BUILDING EXTERIOR AESTHETICS

MULTI STORY

- Prominent main entry with large signage above
- Covered exterior area at entry
- Storefront glass along front façade
- Visually continuous across the store elevation and distinct from massing above



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MULTI STORY

- Prominent main entry with large signage above
- Covered exterior area at entry
- Storefront glass along front façade
- Incorporation of overhead parking into the building elevation to increase visual presence
- Warm palette



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SINGLE STORY FOR REFERENCE















