

**PROJECT ANALYSIS**

FOR

JOHNSON& CO.

BY

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Statement of Problem:

To design a 48,400 square foot book/music/movies store with a small restaurant and café for Johnson& Co., an entertainment company owned by Mr. Johnson of Lincolnshire, Illinois. The structure is to have a beige brick exterior with two glass towers on either side of the front, and an interior square courtyard with seating and a park setting. The commercial, 85,032 square foot site at 2020 Northwest Highway in Arlington Heights, IL must provide parking and storage areas, which must be concealed by appropriate landscaping. The total cost of the project is not to exceed \$4 million, and must be completed by June 1, 2011.

I. CLIENT DATA

- A. Company Name: Johnson& Co.
- B. Owner or Contact Person: Mr. David Johnson
- C. Street Address: 1425 South Circle Drive
- D. City: Mt. Prospect      State: IL      Zip Code: 60056
- E. Product or Services: Books/Movies/Music vendor combined with a restaurant, coffee shop and lounging area.

II. BUILDING SITE DATA

- A. Lot Dimensions 200x100      Area 100,000 sq. ft.
- B. Existing Contours: Trapezoid shaped lot, with a small triangular patch of parking to the left, the rectangular building, and a large parking area to the right.
- C. Existing Landscape: Flat land. Dilapidated sidewalk running across the front, lot facing Northwest Highway and train tracks. Redisenial area behind the building, commercial are in front of it. Few trees along the residential side, otherwise just a barren, dilapidated parking lot and the old building.

- D. Existing Easements: per city ordinance
- E. Location of Lot (Address): 2020 Northwest Highway, Arlington Heights, IL
- F. Utilities Available:
  - 1. Water Service: Yes- provided by TGI clean air and water
  - 2. Sewer Service: Yes- provided by TGI clean air and water
  - 3. Electrical Service: Yes- provided by Emenzee Electric Co.
  - 4. Natural Gas: Yes- provided by Nicor Gas
  - 5. Telephone: Yes- provided by AT&T
  - 6. Internet Access: Yes- provided by AT&T

### III. PERSONNEL DATA & NEEDS

#### A. Number of Occupants

- 1. Salaried Employees 82
- 2. Hourly Employees 55
- 3. Part-time Employees 27

#### B. List of Personnel by Position

- 1. Job Title: Bookseller Qty. 15

- a. Responsibilities of Job : These are the face of the Johnson& Co. company. They create a friendly, casual, helpful experience for customers. They know what's in their departments, and keep them inviting, organized and well stocked. They also head Customer Service.

- b. Equipment Needed for Job : Computers, cash registers, scanners, ID cards.

- 2. Job Title: Café Servers Qty. 10

- a. Responsibilities of Job: These are the face of the Johnson& Co. company. They prepare and serve the drinks, sell the snacks available at the café, and work the register. They create a friendly, casual, helpful experience for customers. They know what's in their departments, and keep them inviting, organized and well stocked.

- b. Equipment Needed for Job: Coffee makers, cash registers, general barista equipment.
3. Job Title : Restaurant Chefs Qty. 6
- a. Responsibilities of Job: Each morning, they prepare the baked goods available throughout the day at the café. In addition, they prepare special ordered meals offered by the restaurant.
  - b. Equipment Needed for Job: Fully equipped kitchens with top of the line stoves, pots and pans, ovens, dishwashers, etc.
4. Job Title: Music/ Movie Sellers Qty. 15
- a. Responsibilities of Job: They create a friendly, casual, helpful experience for customers. They know what's in their departments, and keep them inviting, organized and well stocked.
  - b. Equipment Needed for Job: Cash registers, ID Cards, computers, scanners.
5. Job Title : Head Cashiers Qty. 4
- a. Responsibilities of Job: Head Cashiers make sure lines move rapidly and never get long. They open and close registers each day, authorize returns and exchanges, and audit receipts.
  - b. Equipment Needed for Job: Cash registers, sophisticated computer systems, credit card swipers, receipt printers, etc.
6. Job Title: Leads Qty. 6
- a. Responsibilities of Job : Leads are somewhat like managers. They are the experts in their assigned sections, and are a key resource to booksellers and customers alike. Leads monitor in-store inventories and manage work assignments.
  - b. Equipment Needed for Job: Everything listed for booksellers and music/movie sellers.
7. Job Title : Receiver Qty. 10
- a. Responsibilities of Job : Receivers guarantee that our well-stocked shelves stay that way. They verify all shipments, sort merchandise for each store section, monitor inventory and process returns.
  - b. Equipment Needed for Job: Computers, clip boards, walkie- talkies, headsets, printers, computer software for record keeping, etc.

8. Job Title: Store Manager Qty.1

- a. Responsibilities of Job : The Store Manager is the store's leader, responsible for meeting or exceeding the store's sales goals, identifying business opportunities and motivating booksellers. It is the Store Manager's job to create the finest and most profitable bookstore serving the local community.
- b. Equipment Needed for Job: Everything required for booksellers/music&movie sellers, etc.

9. Job Title: Assistant Store Manager Qty. 1

- a. Responsibilities of Job: The Assistant Manager is the No. 2 person in the store and is involved in every aspect of its operations. They plan an integral role in the selection, evaluation and development of our booksellers, fostering an employee-centric environment while maximizing productivity.
- b. Equipment Needed for Job Same as Store Manager.

10. Job Title : Merchandise Manager, Music Manager, Café Manager, Receiving Manage Qty. 1 of each.

- a. Responsibilities of Job: Managers are responsible for merchandising and operations and keeping track of sales, returns and inventory.
- b. Equipment Needed for Job Same materials as are required for all the people they manage over.

11. Job Title: Community Relations Manager Qty. 1

- a. Responsibilities of Job: Community Relations Managers connect Barnes & Noble to our customers in the communities we serve. They develop and execute local programs designed to maximize sales growth and increase customer traffic through community outreach. They serve as representatives of Barnes & Noble with community organizations as they cultivate existing business and generate new opportunities.
- b. Equipment Needed for Job : Office, latest computer/communication software, office supplies.

12. Job Title: District Manager Qty. 1

- a. Responsibilities of Job: The District Manager ensures that all Barnes & Noble stores in the district meet or exceed their sales goals and live up to Barnes & Noble's standards of service and quality. Whenever a store in a district has a problem, needs advice or wants to develop a

new program, it turns to the District Manager. The District Manager also identifies best practices across stores and mentors Store Managers.

- b. Equipment Needed for Job: Office, latest computer/communication software, office supplies.

13. Job Title: Servers/hosts Qty. 8

- a. Responsibilities of Job : Seat guests, take orders, serve food, and ring up bills.
- b. Equipment Needed for Job : Note pads, pens, cash registers/receipt printers, credit card scanners.

#### IV. CUSTOMER NEEDS

- A. Outside of Building: Needs large parking lot with safe, easy access to sidewalks that lead to the main entrance. Comfortable, pretty park environment.
- B. Inside of Building: The building must be rectangular in shape to wrap around an interior courtyard with seating in a park setting and restaurant seating. There are two floors with books, dining, and coffee on the ground floor and music, movies, and lounging upstairs with a mini coffee bar. Offices are located in the back of the building on the ground floor. Storage and facilities are on the right and left side of the back of the building on both floors.

#### V. BUILDING DESIGN DATA

- A. Approximate Shape Desired: Rectangular
- B. Maximum Length & Width Allowed: 200 x100
- C. Number of Levels Desired: 2
- D. Square Footage Desired: around 40,000 sq. ft
- E. Style of Building Desired: Modern/ Contemporary

#### VI. BUILDING MATERIALS DESIRED

- A. Exterior Walls: concrete block
- B. Roofing: Green roof.
- C. Soffit or Trim: Steel
- D. Windows: Pella
- E. Glazing of Windows: tint coating
- F. Exterior Doors: Steel/glass

- G. Roof Drainage System: green roof drainage system
- H. Interior Walls: 2x4 stud with gypsum board
- I. Interior Doors: Cherry wood
- J. Interior Trim: Steel
- K. Cabinetry: Cherry wood
- L. Hardware : Aluminum
- M. Floor Coverings: Walkways tiled, book/music/movies areas carpeted
- N. Wall Coverings: Painted
- O. Ceilings: Drop Ceiling
- P. Lighting: Flourescent in commercial area. Incadescent light in restaurant/café areas.

## VII. SPACE NEEDS

### A. Public Areas

1. Entrance/ register area
2. Shopping area
3. Lounging area
4. Café area
5. Restaurant area

### B. Employee Areas

1. Employee Lounge
2. Kitchen
3. Offices for managers

### C. Mechanical Areas

1. Electrical area (Lights, heating, cooling)
2. Plumbing area

### D. Storage Areas

1. Book/music/movie shipment storage
2. Food shipment storage
3. Miscellaneous supplies storage

#### VIII. MECHANICAL EQUIPMENT & SPECIAL FEATURES

- A. Heating System- provided by Trane Heating & Air Conditioning Experts
- B. Cooling System- provided by Trane Heating & Air Conditioning Experts
- C. Electronic Air Cleaner - provided by Trane Heating & Air Conditioning Experts
- D. Water Heater- provided by the Home Depot
- E. Humidifier- provided by the Home Depot
- F. Dehumidifier- provided by the Home Depot
- G. Central Vacuum Cleaner- provided by the Home Depot
- H. Intercom System- provided by Arlington Security Co.
- I. Security System- provided by Arlington Security Co.
- J. Skylights – provided by Weathertite Siding and Windows
- K. Atriums- n/a

#### IX. MISCELLANEOUS INFORMATION & NOTES

The main goal of this establishment is to provide a relaxed area to which a person could go that would provide all of these: a pleasant shopping/lounging experience, a calm work/meeting atmosphere over coffee and a snack, as well as a enjoyable dining experience at a high quality restaurant. It is aimed at people who want to shop, grab a bite to eat, or even just study and work on projects in a friendly, studios atmosphere. The interior courtyard is central in establishing this atmosphere.