



## **Operational Narrative for Outdoor Display and Sales Areas for Lowes of Westlake, Florida**

As with many large-scale retail anchors, presentation of product is paramount, along with the convenience of the residents of Westlake to retrieve many products that are cumbersome to buy and carry out of the store itself. Lowes of Westlake is no exception in securing this customer convenience and experience in providing for the display of product in a natural scene and/or allowing the product to thrive in a outdoor environment. This narrative anticipates the inquiries as to the need for seasonal outdoor display and storage of certain products and materials.

The convenience to the customer, as much of Florida relies upon garden and plant type products to enhance their homes and businesses, is principal to allowing the customer to retrieve or "pick up" product at convenient locations so as to allow the loading of heavy and large products such as soil, mulch, and plant material. Lowes has over 40 years' experience in providing large scale hardware, construction materials, and home goods to the consumer and has vetted the need for the areas that are being requested to allow for outside display or storage of materials, thus the need for loading and display areas to allow for the ease of viewing, retrieving, and loading of product, either for the contractor/professional trades or the local homeowner. This narrative is to describe the process, areas, and durations of the necessary delivery of the product in a concise and managed outdoor manner.

**Outdoor Bag Good Sales** essentially describes the garden essentials like mulch, soil, and bagged rock material that is commonly utilized in local lawns, gardens and planters. These products are usually in 40 pound or greater bags and are sold seasonally to match up with the peak landscaping and gardening timeframes. This product is located adjacent to the garden center area, is conveniently located adjacent to the drive aisle for ease of "pick up", loading onto trailers or trucks and will be screened by landscape. Operationally, this works very well and does not interfere with vehicular traffic at the front of the store or exits, thereby avoiding access or delays entering or exiting the store for allowing this loading of material. Additionally, this area is away from pedestrian interfaces, thus providing a great safety component benefit of mixing large scale vehicles with patrons. The time frames normally range from March 1 through the July 15<sup>th</sup> weekend period. The exhibit depicts the areas to be utilized and the date ranges the product will be displayed outdoors and represent a small area of 3800 square feet.

**Outdoor Storage** and display, located in the very rear of the store along the Truck access area for deliveries, represents another location for outdoor storage of goods that are cumbersome and contain extremely heavy packaging that the residents of Westlake would need store aid or equipment to load this material onto trailers, truck beds, or trunks without inference or challenges of loading at the Store's entrances and exists at the front of the store. For the reasons stated above this area was specifically sited for the convenience and safety of the patrons, contractors, and suppliers. This area is also selected as to not be visible from the street or distract from the Store's appearance from Seminole Pratt Whitney Road and represents only 4000 square feet along the western (rear) wall of the store as shown on the exhibit. From the western vantage point looking east, the goods will be screen by a 6' tall opaque masonry wall. This material will be presented throughout the year.



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**Outdoor Sales (assembled larger scale items) area** is provided to allow the residence of Westlake a first-hand view and “hands on” approach of major already assembled items, residential tractors/mowers, golf carts, wheelbarrows, enclosed propane tanks, and cookout grills. In an effort to provide the customer the scale of the product, allowing for ease of access and handling, and “trying the merchandise on”, Lowes professionally and skillfully delivers this additional space for the patron in front of the store. These Outdoor Sales areas are a signature of the Lowes brand and again, is designed to immerse the customer in the large scale assembled products to elevate the experience of the outdoor products. Additionally, the area is designed to allow for safety of the patron by allowing for a quick retrieval of the item without interference with the access into the store or blocking through traffic. The sales area is relatively small at roughly 2950 square feet and is located along the outside perimeter of the front sidewalk area as depicted on the exhibit. The timeframe for display is approximately from March 1<sup>st</sup> to September 16<sup>th</sup>.

**Outdoor Sales (garden variety plants) area** is situated in front of the garden center to provide ease of access to the plants, along with providing an environment to allow the plants to grow in the sunshine. Consisting of approximately 950 square feet this area is essential to the arrival of the garden center retail experience while serving a fundamental purpose. As much as augmenting the building landscape pallet, it provides for flowering plants to be displayed in front of the store, thereby lessening the hardscape of the building and sidewalk areas. In this sales area the customer can meander throughout the plant areas visualizing the what the garden center offers for their expansion of their own properties planted areas. As the climate of Florida is unique and can allow for display of plant material throughout the entire year, thus, as can be seen in many stores throughout Florida, the sales area will supply different varieties of plants depending on the season. This area is truly an oasis in the “hardware retail center” that is utilized all year long.

**Temporary Outdoor storage (miscellaneous products) and display area** is to be utilized based on inventory demands and seasonal supplies. With all retail shopping areas, there is a need to have an overflow of areas to provide for increased demand and storage. Such areas are utilized for emergencies and supplies for hurricanes (lumber, etc.), along with seasonal demands in preparation of such events or holiday events or sales. the area also serves of a temporary staging area of inventoried items while waiting to be displayed in other retail or sales areas. The area is fairly small consisting of roughly 2000 square feet and inside the parking area footprint, thus allowing for ease of retrieval and loading without interfering with pedestrian or major vehicle access. The operations of the store anticipates a use timeframe from March 1<sup>st</sup> to September 16<sup>th</sup>.