

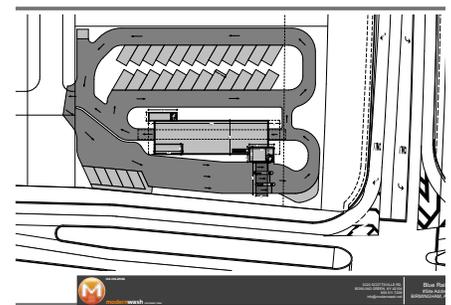


Site Design

Modernwash Buildings and Solutions

Office:800-511-7208

www.modernwash.net



## Site Design

**An emphasis on more modern design in all aspects of our daily life as well as modern design aesthetic in general has raised the expectation levels of the average consumer..**

Carwash site design has come a long way in the last few years with more emphasis on intelligent layout and design. Successful operators consider how their customers will interact while using their location. Operators can increase their margin of success by carefully observing previous layouts and customer behavior of other modern retail locations as well as those of their competitors.

The more time that we refine the site the better the site can function by processing traffic in an efficient flow. We walk a fine line between maximizing flow while also making the site navigation friendly. The more friendly the site layout becomes the more potential for success the operation becomes.

### Main Areas of Site Design

- Smooth Transition from Highway to Entrance
- Designated Sweeping Curbed Entrance Areas that Channels the Client
- Utilize clear, visible, simple color coordinated signage that helps traffic flow
- Site Design That “Auto-Navigates”
- Generous Turn Radius
- Site Design that promotes depth of loading queue
- Generous Vacuum Spaces



## Unified Design

The successful operator can easily distinguish their operation from competitors by embracing a modern “unified design” aesthetic. This is a concept where the site is taken as a whole in that the building, signage and layout are all used in such a way as to present a unified vision.

Unified Design has the benefits of:

**Presenting a modern design aesthetic**

**Moving traffic more efficiently on and off the site to improve potential sales**

**Helps the client to auto navigate the site**

**Translates a sense of a larger brand to the client**

The Operator can move traffic more quickly and the branding is reinforced not only by the equipment but also the building, colors, signage and its setting within the landscape. The customer will notice and appreciate the attention to detail in even the most basic site elements.



**TIMOTHY HOGUE** is the President and Senior Designer of Modernwash Buildings and Solutions, Inc. Modernwash designs and creates multiple Pre-Fabricated structures for the Carwash as well as Retail Industry. They utilize a modern HSS frame System that features a proprietary hidden fastening system.

By utilizing smart “unified design” all elements of the site are taken into account. This includes the entrance into the carwash site, (remember your marketing starts at the road) which is your client’s first experience upon entering.

The entrance should be a smooth transition from the highway to the site, it should have well designated sweeping curbs and corresponding eye level entrance signage that “channels” the client into the main entrance, leaving no obscure interpretation by the client.

Several operators overlook curbing as it does add cost, however the use of curbing establishes and reinforces the flow to the site. The site needs to “auto-navigate” the client as much as possible. The operator can keep traffic flowing once on site by using visible, clear, simple color co-ordinated signage with simple fonts that are easily read at a distance.

Directional signage will also help in keeping the traffic moving. This signage can be in posted signs or employing adhesive or painted directional arrows on the pavement. These to all need to correspond and be uniform so that no

misinterpretation is possible. Our research has shown that even adding an “enter” sign prior to the Pay Station Area helps to alleviate potential slowdowns.

The more time that we spend refining the site the better the site can function by processing traffic in an efficient flow.

We walk a fine line between maximizing flow while also making the site navigation friendly. The more friendly the site layout becomes the more potential for success the operation becomes.

Small and large sites each have their own issues and potential. The emphasis on a small site will need to be on the ease of directional flow since queueing will be limited, with a large site multiple entrance / exit choices and sizing restrictions are less of an issue. Determining the best traffic flow can be more complicated because the increased land will more than likely give the operator the incentive to add more services on the site which could cause more conflict.

No matter the size of the site, moving the client onto the site and off the site in a quick efficient manner is always key.