



What If Your Store Could Move?

Mobile Commerce in a Post
Covid-19 World

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▲
Mulberry Street in New York City, circa 1900.
(Courtesy of Detroit Publishing Co. copyright claimant)

When stay-at-home measures were put into place as the COVID-19 pandemic spread, businesses that were not deemed essential were forced to temporarily close their stores. In order to stay afloat, many turned to popular online platforms that customers were already using. As non-essential businesses begin to re-open, will owners be hesitant to return to brick-and-mortar stores with lower occupancy, but the same rent and operating costs? Perhaps there are other business models that can provide the same customer interaction with less cost.

HISTORY AND CURRENT TRENDS

Throughout history, mobile commerce, in the form of street vendors, pushcarts, peddlers, and door-to-door salesmen were as viable and convenient a retail option as going to a store. Catalogs, mail-order, and telephone ordering along with government policies concerning overcrowded streets and unhygienic conditions effectively eliminated these mobile forms of commerce in the U.S. But the cultural imagery of goods and services coming directly to customers still remains: people are familiar with the hypnotic power of ice cream truck bells, the concept of the milkman delivering dairy products, the symphony of cries from street



Bring creative business to where customers are at any given moment.”

peddlers, and visions of flower and artisanal product carts with striped canvas awnings in American malls. Food carts in many cities cater to park visitors, special events attendees, and people on-the-go in business districts. Most recently, the rise of food-truck commerce has celebrated this method for bringing creative business to where customers are at any given moment.

Camp wagon on a Texas roundup, circa 1900.
(Courtesy of the Detroit Publishing Co. public domain) ▶



THE BENEFITS AND OPPORTUNITIES OF MOBILE COMMERCE

For business owners with face-to-face customer interaction who are considering opening a new store or reopening an existing one, the benefits of mobile commerce include:

- Lower capital costs than a brick-and-mortar storefront.
- Convenience for customers, as you can reach a different group of customers daily.
- Reaching customers who remain hesitant about traveling to stores due to health and safety concerns, even post-COVID-19.
- Increased public advertising and visibility as you travel between customers and neighborhoods.



Katz Architecture is familiar with the myriad challenges mobile commerce presents.”

- The ability to be on the forefront of your industry as you rethink existing business models for reaching and engaging customers.
- A mobile physical presence developed with an integrated online website and social media to allow customers to know exactly when you will be in their neighborhood and to make an appointment, if necessary.

A modern day food truck in London sells food and drinks.
(Courtesy of Nicklas Lundqvist, Flickr) ▶



Katz Architecture is familiar with the myriad challenges mobile commerce presents, including local climate, city infrastructure, municipal laws/codes/licenses/permits, and supply chain logistics.

We have chosen to present a detailed example of a hairdressing salon in a trailer to illustrate the above benefits of a mobile approach. This example is followed with plan diagrams for other business types including pet grooming and physical therapy.

CONTRIBUTORS



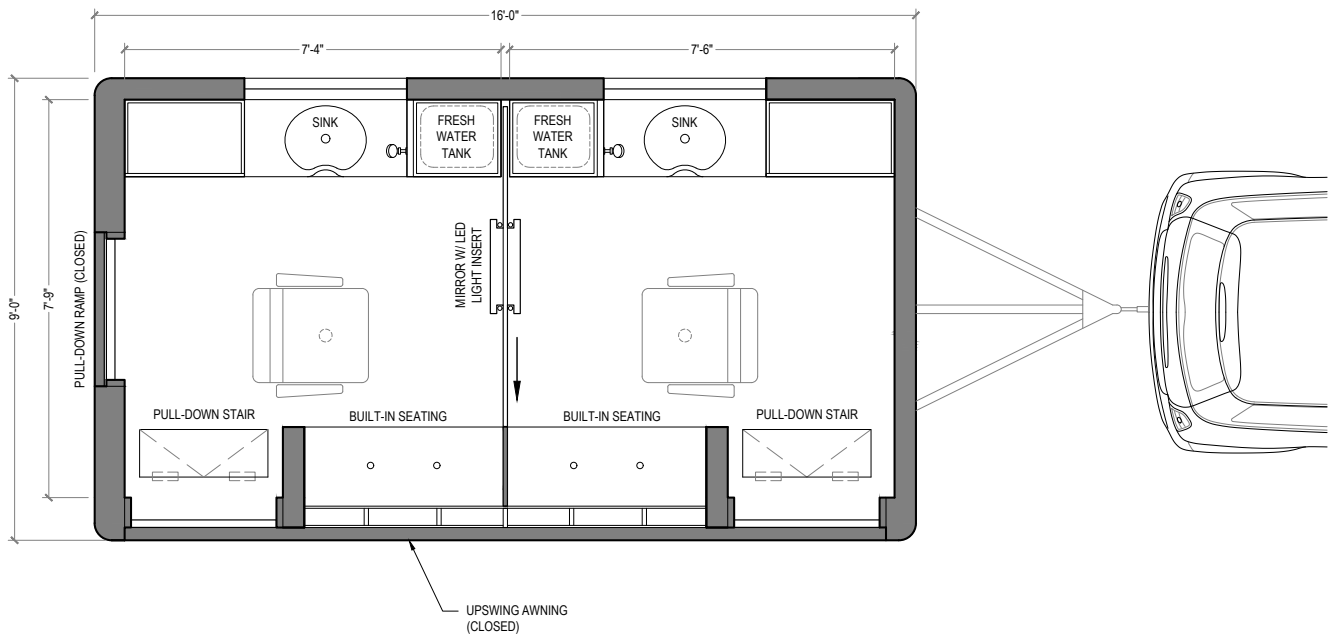
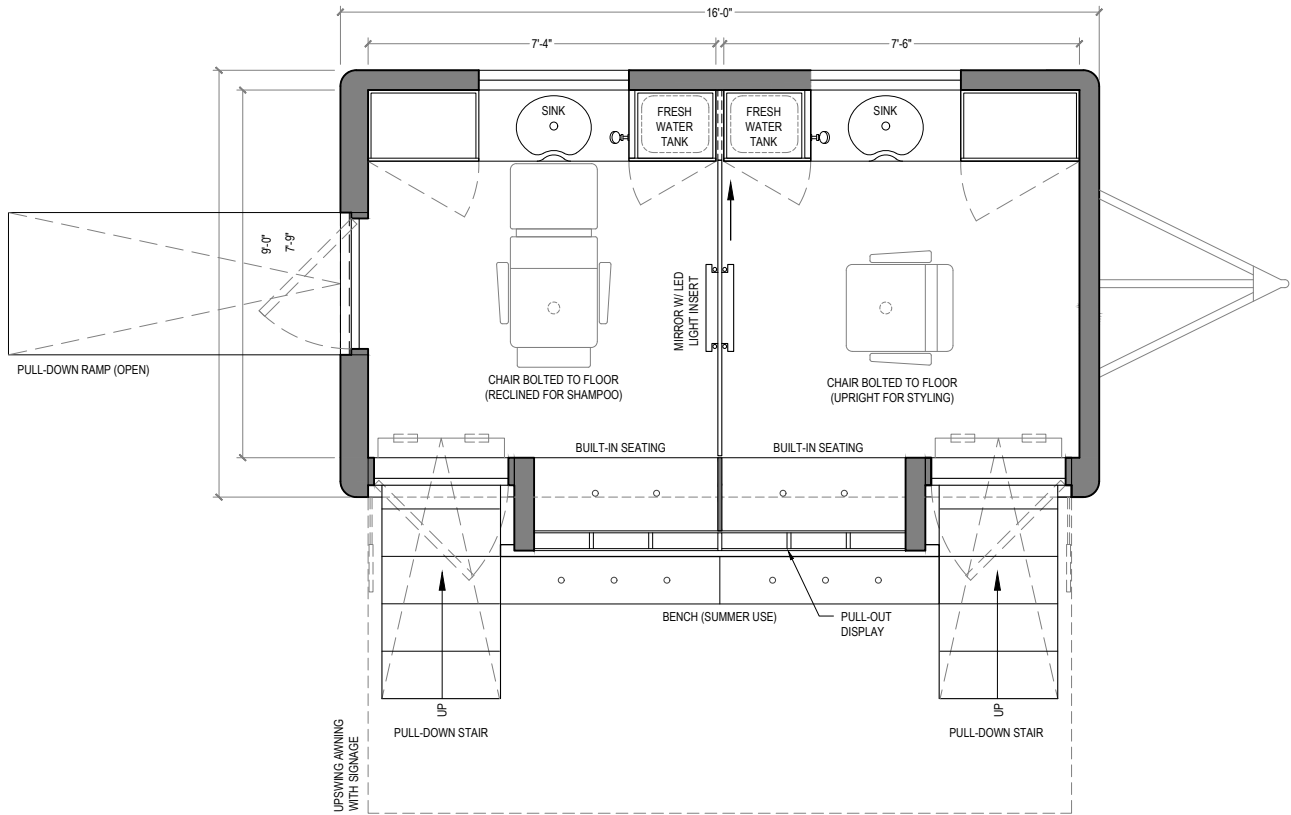
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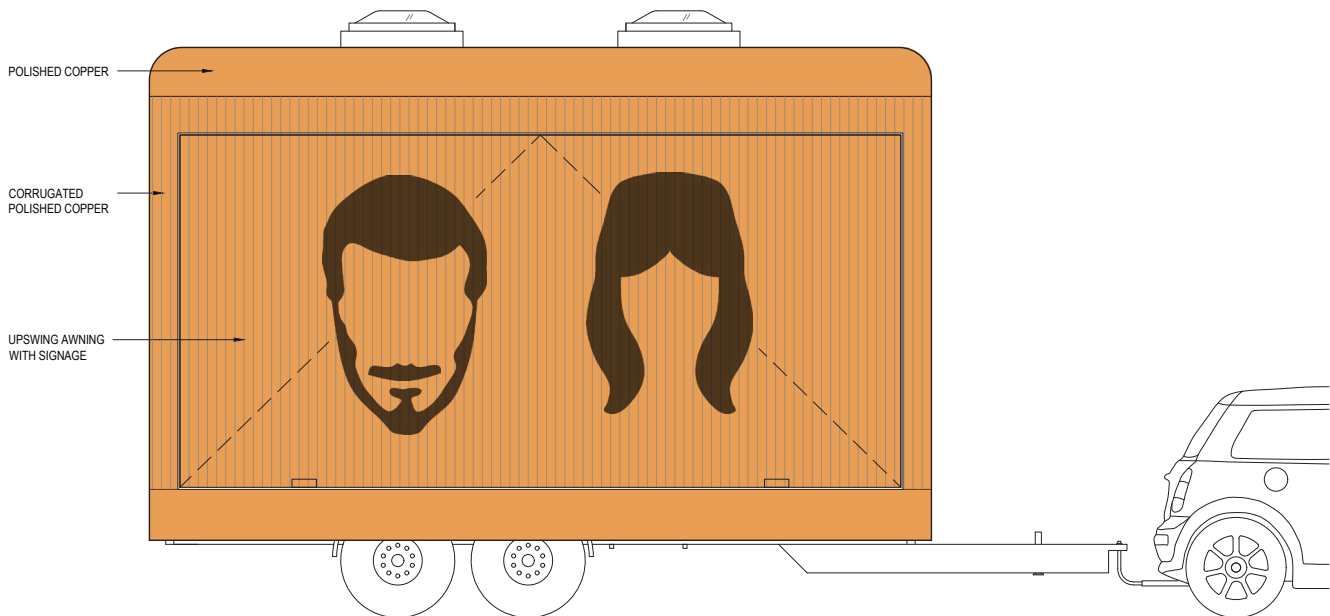
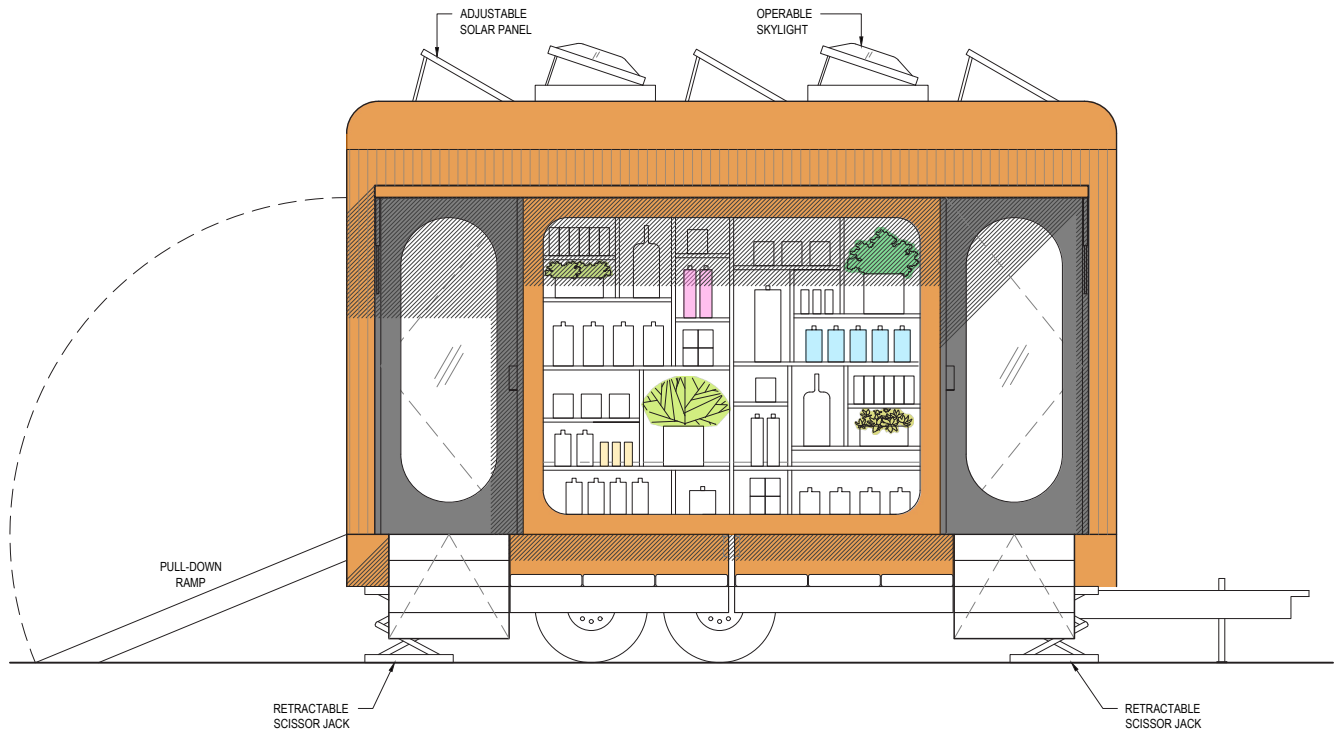


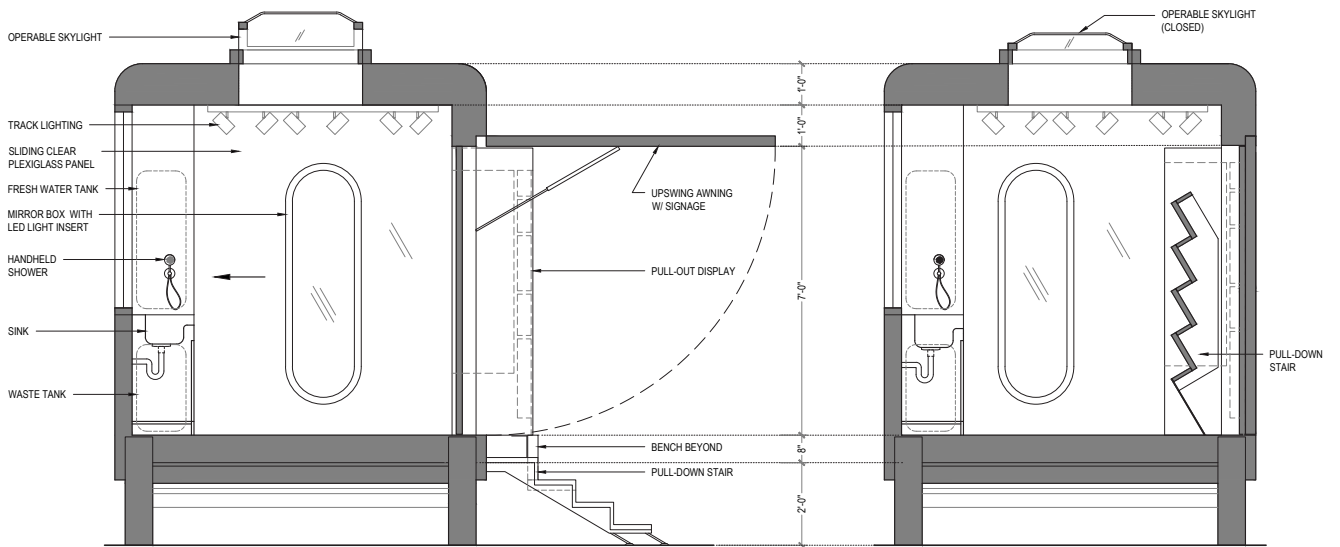
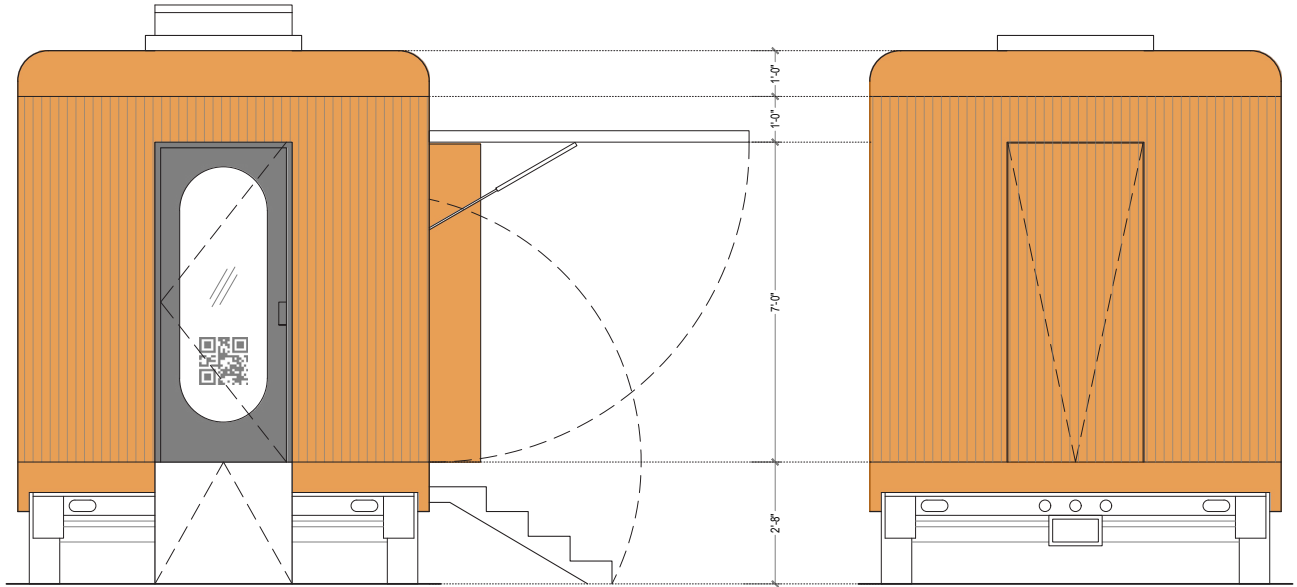
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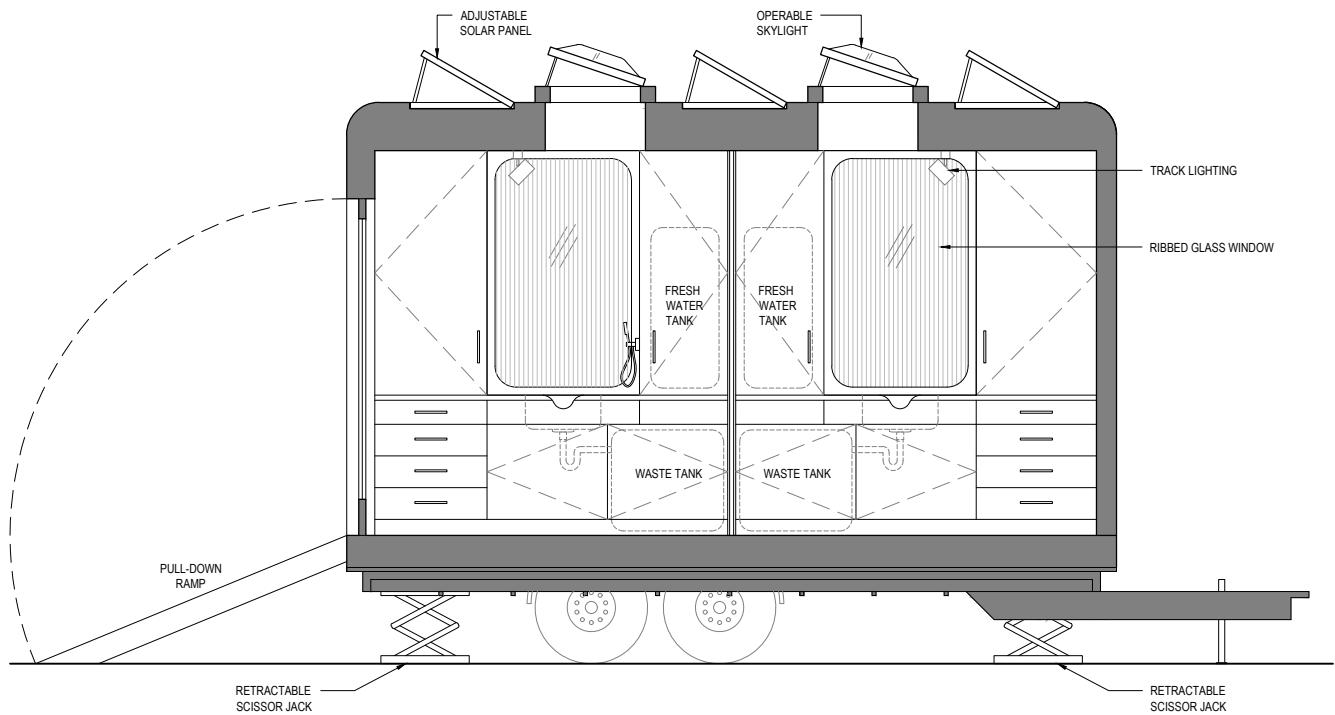
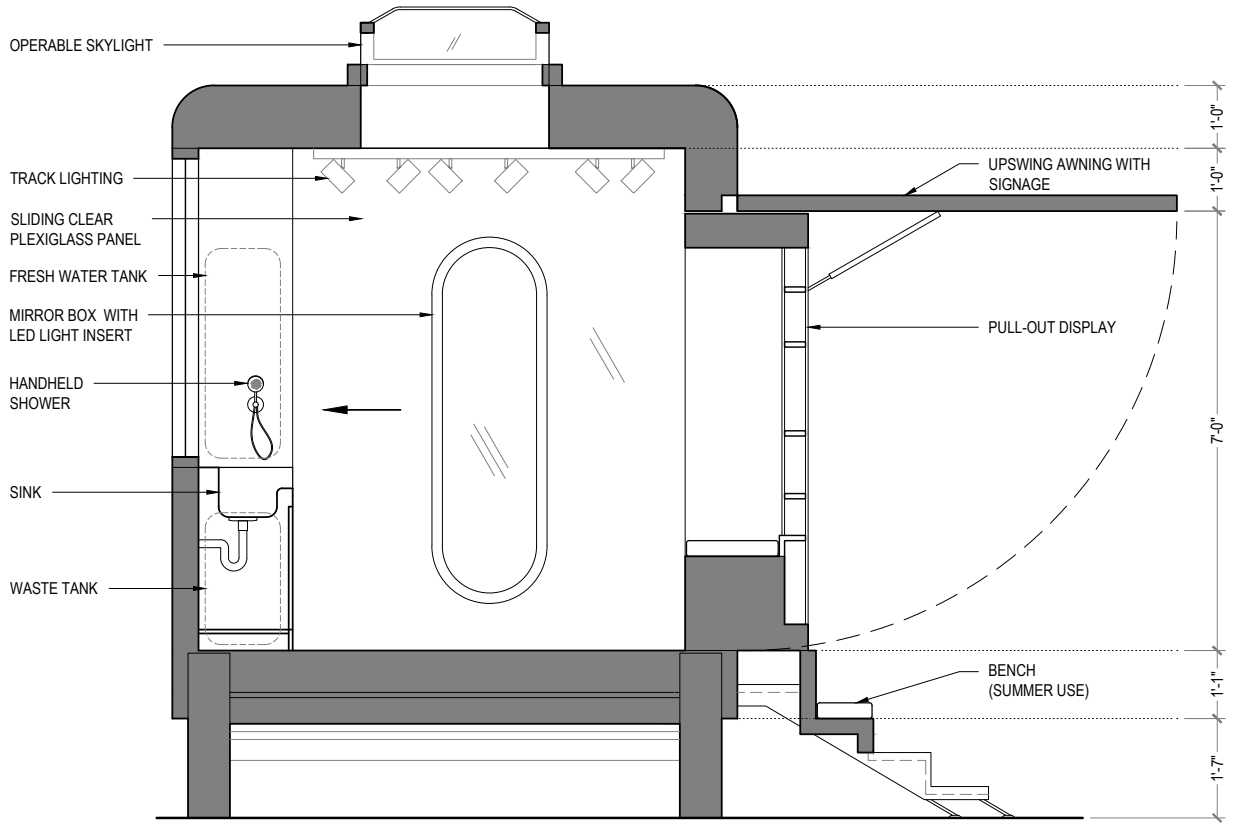


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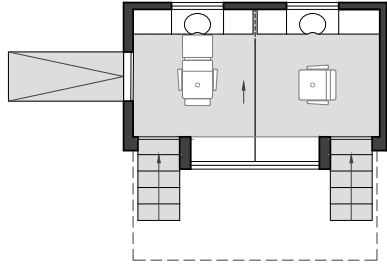




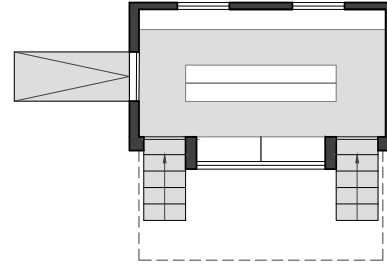




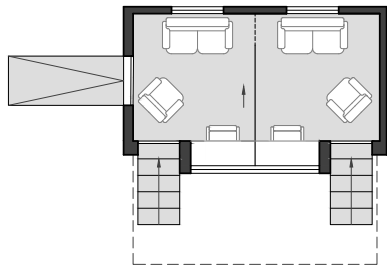




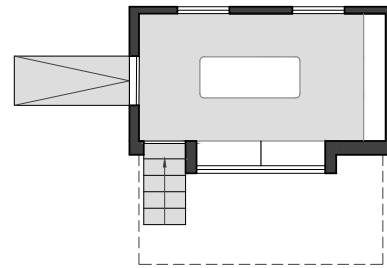
PLAN LAYOUT FOR BEAUTY SETUP:
HAIR SALON, NAIL SALON, PET GROOMING



PLAN LAYOUT FOR RETAIL SETUP:
SHOE STORE, LOCKSMITH, CLOTHING,
GIFT SHOP, FLOWER SHOP



PLAN LAYOUT FOR OFFICE SET-UP:
THERAPIST, COUNSELOR
(SUPPLEMENTAL TO ONLINE BUSINESS)



PLAN LAYOUT FOR PHYSICAL THERAPY/
MASSAGE THERAPY

“

Katz Architecture works as a partner to building managers, design professionals, and city agencies to ensure the ongoing integrity of our built environment.”

NEXT STEPS

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About This Series

Throughout history, the built environment has transformed in response to the psychological and physical reactions to disease. Likewise, there is a long tradition in architecture of retrofitting buildings for health and hygiene.

In New York City in 1832, a cholera outbreak attributed to the lack of clean water, killed 5,000 people over the course of three months. In response, five years later, work began on the Croton Aqueduct and a complex system to supply enough water for indoor plumbing - an unheard of luxury before that time.

America's first tuberculosis sanatorium opened in 1885 at Saranac Lake, in Upstate New York where patients were encouraged to sit in wide, glass-enclosed "cure porches" to take in natural light and fresh air. The idea of a sleeping porch or sunroom thus worked its way into the architectural vocabulary of residential buildings from that point forward.

In the days and weeks ahead, New York will face some very difficult challenges. Spaces that seemed adequate before the pandemic will no longer function properly. The building lobby, the office, the restaurant, the grocery store, the apartment, even our green spaces will all require more permanent measures of separation and cleanliness. All of this will need to be done with great speed and with severely limited budgets.

Katz Architecture focuses on the restoration, renovation, preservation, and maintenance of the physical environment. In that capacity, our services include feasibility studies, design, code and zoning consulting, team formation, filing and construction administration services. We have been in practice since 2002, and remain committed to the health, well being, and future of this city.

We continue to actively research the specific architectural implications of the COVID-19 pandemic and the potential new types of spaces and uses that will result from it. We view this as an extension of the work we have always been doing. As a firm, we remain firmly committed to finding order and creating light-filled, hygienic, and uplifting places for people to live, work, and play – and we continue to be ready for those challenges and opportunities.