



### *Whole Foods Market*

Above: Curving, exposed, structural members hold light fixtures and create an overhead canopy for the produce section.

Top: With exterior walls covered in rough-cut limestone and metal roofs with deep overhangs, the store reflects the architecture of the surrounding Hill Country.

# Food Fight

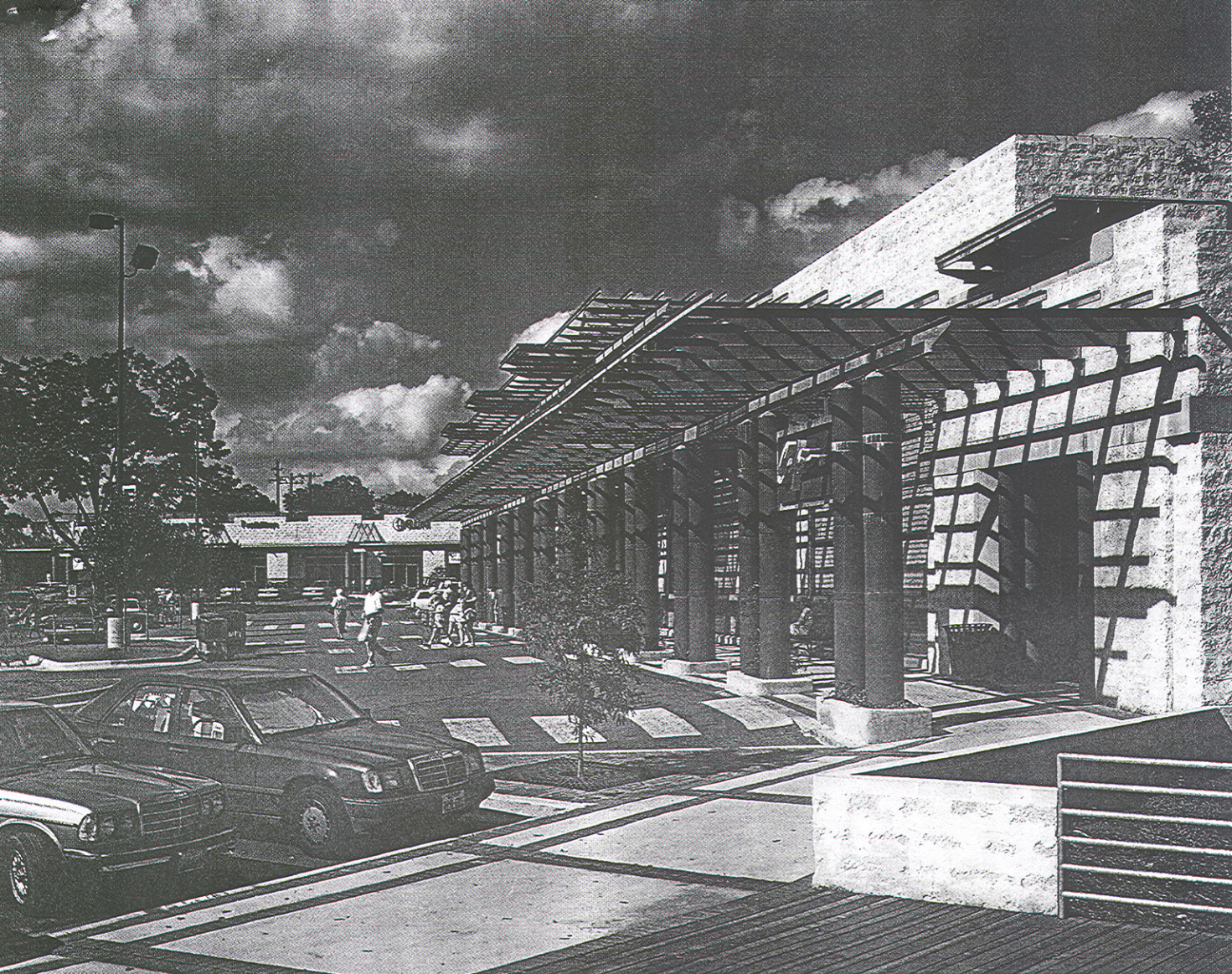
By Susan Williamson

WITHIN A LITTLE MORE THAN A YEAR, two new upscale food stores, H.E.B.'s Central Market and Whole Foods Markets' new downtown flagship store, opened in Austin. Both H.E.B. and Whole Foods say the projects, with their emphasis on fresh food and convenience and on grocery shopping as more of an event than a chore, represent "the next generation" of food store for their respective companies.

Central Market, designed by a team including H.E.B.'s in-house planning and design group and the Artisan Group Architects of Kerrville along with Sinclair Black, FAIA, of Austin, is a significant departure for the San Antonio-based chain, known more for huge superstores than for European-style markets, the model that Central Market emulates. The store sells almost nothing but food—no disposable diapers, no toothpaste—and the food includes a large number of specialty items, including a wide array of fresh produce and prepared foods. A large attached cafe offers both takeout and sit-down dining.

The 60,000-square-foot store features a circulation pattern that H.E.B. architect William Triplett calls "directed flow." The shopper is asked to follow a fairly





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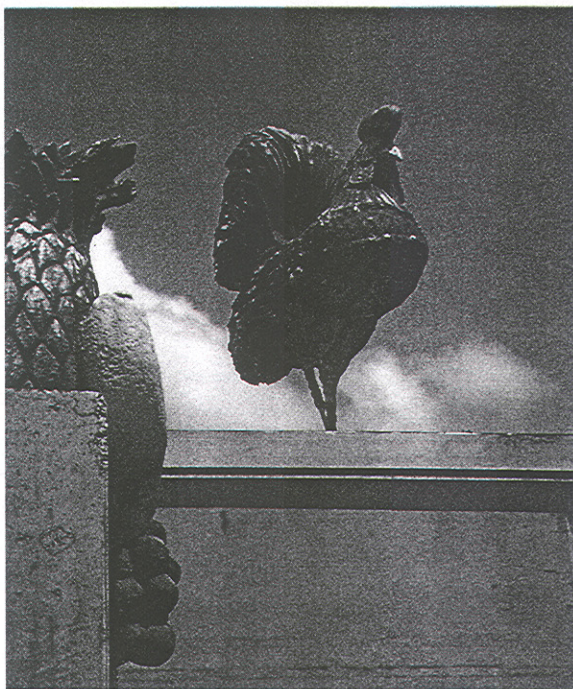
#### H.E.B. Central Market

Top: Terra-cotta columns support a galvanized-steel trellis over the entrance to the store.

Left: Bold graphics and bright colors highlight the oversized interior signage hung from the exposed structural joists.

*HEB Central Market y Whole Foods Market son dos innovados tiendas de comestibles que se inauguraron recientemente en Austin. Ambos establecimientos son diferentes a supermercados convencionales, ya que se especializan en comestibles exclusivamente.*





Above, right: An oversized rooster and fruit, moved from the company's original location, identify the five-story parking garage as part of the complex.

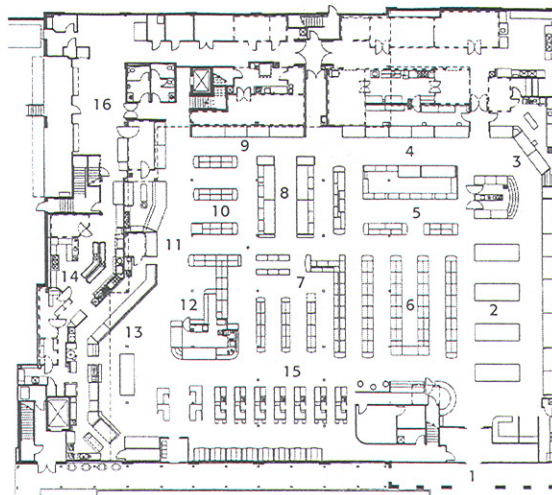
Above, far right: Trees to the north of the building provide a shaded area.

Far right: a canopy and light detail on the west exterior



#### KEY TO PLAN

- |             |              |
|-------------|--------------|
| 1 GROCERY   | 9 DAIRY      |
| 2 ENTRANCE  | 10 WINE/BEER |
| 3 PRODUCE   | 11 CHEESE    |
| 4 SEAFOOD   | 12 BAKERY    |
| 5 MEAT      | 13 DELI      |
| 6 BULK FOOD | 14 KITCHEN   |
| 7 GROCERY   | 15 CHECK-OUT |
| 8 NUTRITION | 16 RECEIVING |
| 9 FROZEN    |              |



#### LIFE AS A FOODIE

My name is Joel, and the chance to find a new kind of olive is important to me. Thus, Central Market and Whole Foods have me pegged, which I hate. I know that being a foodie—a member of the subset of yuppies to whom eating and shopping for food are both a sport and a token of the good life they aspire to—is basically silly. But it's what I am.

I grew up in the 1950s in an industrial suburb of Houston, happily eating white bread and canned vegetables. But I knew such fare was for convenience, and that real food, brought out for important family occasions, helped hold us together.

My father cooked a lot, so I also learned that thinking about

*(continued next page)*

rigid path through the store, although openings do allow shortcuts in several areas. As Triplett says, "the store wasn't built for a quick trip. The idea was to expose the shopper to everything in the store." H.E.B. was concerned about the plan, Triplett says, but decided that "if you give people the perception of additional value, something like a circulation pattern doesn't get their attention." The directed flow probably wouldn't work in a store that didn't offer Central Market's selection of merchandise, Triplett says.

The new Whole Foods Market, located just west of downtown and several blocks south of the chain's original store, also represents a departure for its parent company, primarily in terms of size, says Peter Roy, president and chief operating officer of the Austin-based natural-foods chain, which now operates 42 stores in 10 states. "The new store is 5,000 to 10,000 square feet larger than any of our other stores," Roy says.

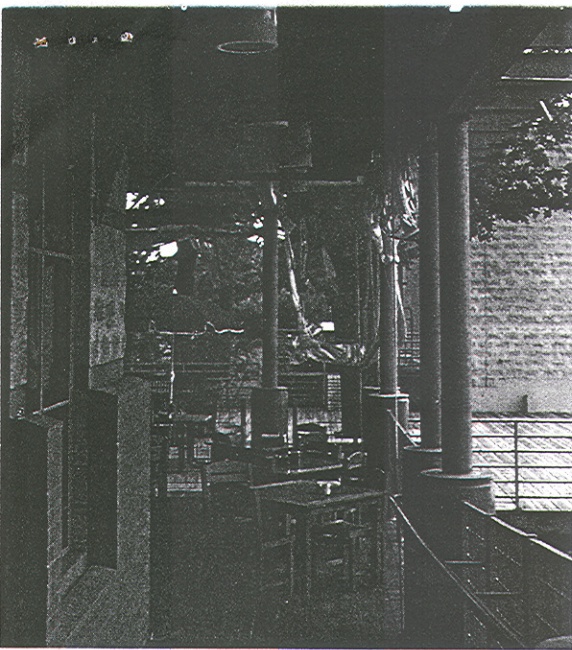
Whole Foods, faced with the task of replacing its much-loved original store, hired Tom Hatch Architects of Austin, which had designed other stores for the company. The architects developed a plan

that placed the 108,000-square-foot complex—38,000 square feet for the store, 30,000 square feet for Whole Foods' corporate offices, and 40,000 for a bookstore tenant—on the outside corner of the site, presenting its limestone-and-glass rear facade to the busy intersection at its southwest corner. A five-story parking garage is set at the back of the site. In line with its emphasis on natural foods, Whole Foods tried to make the building "as green as possible," Roy says, using environmentally sensitive materials, building techniques, and mechanical systems.

The store features a large takeout food area as well as a juice bar and sit-down restaurant on the mezzanine level. "We wanted to make the store a destination," Roy says, "a place for people to hang out."

Both Triplett and Roy say that today's grocery shopper is looking for value and convenience whether that comes from a place to eat as part of the shopping trip or prepared foods or simply beautiful produce. "People want better quality for their dollar," Triplett says, and with their new stores, H.E.B. and Whole Foods Markets are trying to give their customer just that.



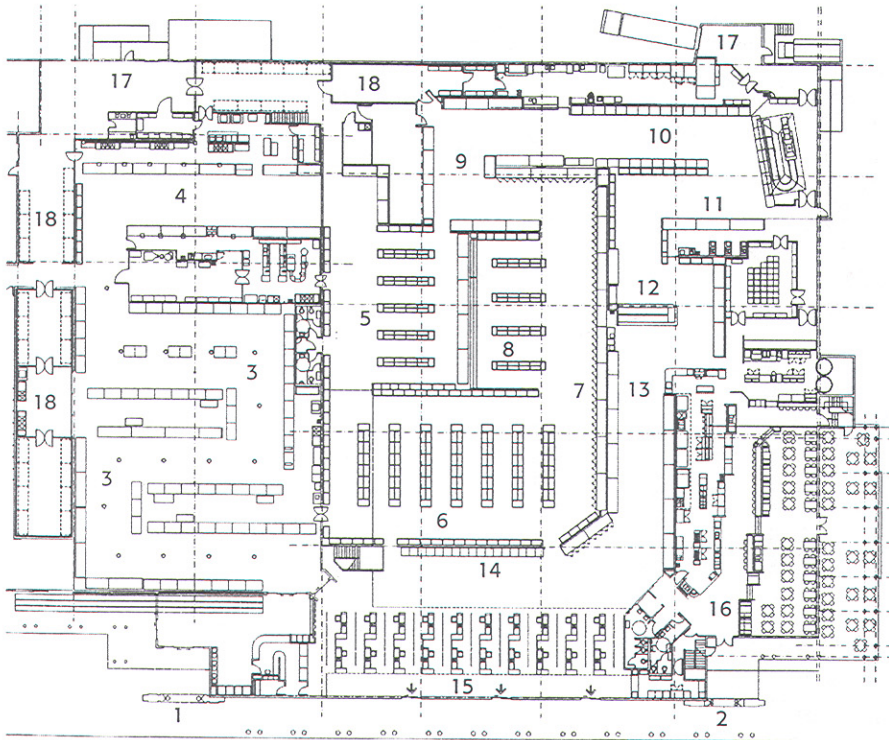


## KEY TO PLAN

- |               |                 |
|---------------|-----------------|
| 1 GROCERY     | 11 DELICATESSEN |
| 2 ENTRANCE    | 12 SALADS       |
| 3 FOOD COURT  | 13 CHEESE       |
| 4 ENTRANCE    | 14 FLORAL       |
| 5 PRODUCE     | 15 CHECK-OUT    |
| 6 FISH/MEAT   | 16 CAFE         |
| 7 WINE        | 17 RECEIVING    |
| 8 GROCERY     | 18 STORAGE      |
| 9 FROZEN FOOD |                 |
| 10 BULK FOOD  |                 |
| 11 DAIRY      |                 |
| 12 BAKERY     |                 |

Left: A covered walk leads to the outdoor seating area outside the cafe.

Below left: outdoor cafe at the south end of the grocery store



## RESOURCES

**H.E.B. Central Market—** steel: Chrismond; CMU: Featherlite; brick and tile: D'Hannis; windows: ATS; skylights: Naturalite/EPI; doors: Stanley, Curries; exterior paving: Pavex; interior floors: L.M. Scofield; roofing: Genflex; waterproofing: Tremco; partitions: USG; paint: Sherwin-Williams; hinges: McKinney; locksets and door closers: Sargent; elevators: Dover; lighting: Sylvania; lavatories, water closets: American Standard; plumbing fittings: Delta; flush valves: Sloan; water fountains: Elkay; sprinklers: Grinnell; HVAC: Seasons 4; environmental control: CPC; exterior canopies: IKG/

Borden (steel), Potlatch (wood), Mission (terra-cotta clay), Nexus (greenhouse).

**Whole Foods—** steel: Tips Iron & Steel, Vulcraft; wood decks: Precision; limestone: Lone Star; windows: Southwall, Vistawall; rolling doors: Overhead; entrance doors: Vistawall; linoleum: Marmoleum; integral color concrete: Davis; tile: American Olean; ceiling system: Armstrong; roofing: Sarnafil, A.D. Willis; insulation: Greenwood; paint: Devoe and Raynolds, Glidden; kitchen equipment: Hobart, Amtekco, Randell; elevator: Dover; stairs: American Stair; lighting: Gardco, Poulsen, Kim, Prescolite, Columbia

**PROJECT** Whole Foods Market and Corporate Headquarters, Austin  
**CLIENT** Whole Foods Market

**ARCHITECT** Tom Hatch Architects, Austin (Tom Hatch, principal; Craig Grund, project manager; Michael Antenora, project architect for market; Sybil Case, project designer for corporate headquarters; Jerry Garcia, Kimberly Kohlhaas, Pauline Leyders Gustafson, Thea Luong, Joel Martinez, Matt Sweitzer, project team)

**CONTRACTOR** Williams Industries

**CONSULTANTS** Espey Huston & Associates, Inc. (mechanical, electrical, and plumbing engineering); Jaster-Quintanilla & Associates (structural engineering); Nathan D. Smith, P.E. (civil engineering); Winterowd Associates (landscape architecture); John Bos Lighting Design (lighting design); Emily Little (office space planning)

**PROJECT** H.E.B. Central Market, Austin

**CLIENT** H.E. Butt Grocery Company, San Antonio

**ARCHITECT** Artisan Group Architects, Kerrville (Peter W. Lewis, principal-in-charge); H.E.B. Planning and Design, San Antonio (William H. Triplett)

**CONTRACTOR** SAE Spaw Glass, San Antonio (site and retail), Williams Industries, Inc., Houston (grocery store)

**CONSULTANTS** Sinclair Black, FAIA (design architect); Stephen K. Domigan (landscape architect); Bury & Pittman, Inc. (civil engineering); SCA Consulting Engineers (structural engineering); ESA/Emil G. Swize & Associates (mechanical, electrical, and plumbing engineering); Bartlett Tree Experts (arborist)

food could be man's work. His Slovak immigrant food made the family dinners unique, particularly the cabbage rolls called *holupki*. At Easter, he made *kochinina*, a gel of roasted and boiled pigs feet, eaten with bread and cayenne pepper, that no one else in the family but me would touch. I was proud of my adventurousness, and still am. Again, I know it's silly. But food was my connection with family history, and with a sense of the world outside the insularity of 1950s America. Today, when finding just the right olive or some egregiously expensive vinegar is no big deal, I am thinking maybe canned vegetables might be cool. And white bread—what a concept!

Joel Warren Barna