

**SHOP ON THE CORNER**

From Mar 2014 | By Liz Parks



CONCEPT2WATCH  
STREET CORNER  
Topeka, Kan.  
Co-founder and CEO: Peter LaColla;  
co-founder and president: Dan McCabe  
Locations: 49  
[www.streetcorner.com](http://www.streetcorner.com)



Any box-style store can sell convenience items, but Street Corner offers stylized décor and merchandising that invites customers to imagine they are strolling through a New York street scene, complete with icons of hot dog and pretzel pushcarts.

Most Street Corner locations are 600-sq.-ft stores in high-end regional shopping malls or 225-sq.-ft. mall-based kiosks; two larger (2,000-3,000 sq. ft.) street-based stores are opening this year. A handful of 200-sq.-ft. stores are located in high-end professional office buildings — one is unstaffed and allows shoppers to scan their purchases at an automated kiosk and pay with cash, credit cards or on a house account. The unstaffed store is open 24/7 with a surveillance camera recording transactions.

Mall stores have open fronts because "It's very important that someone walking past the store can immediately know everything we sell even if they can't necessarily see it," says founder and CEO Peter LaColla.

Every store has been designed to "maximize profits-per-square-foot by utilizing space very cautiously and efficiently," he says. "To do that, we build our fixtures ourselves, carefully designed with tier shelving angled toward customers and running along the entire point-of-sale counter. They're designed to fit entire boxes of products, which keeps products straight and orderly."

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