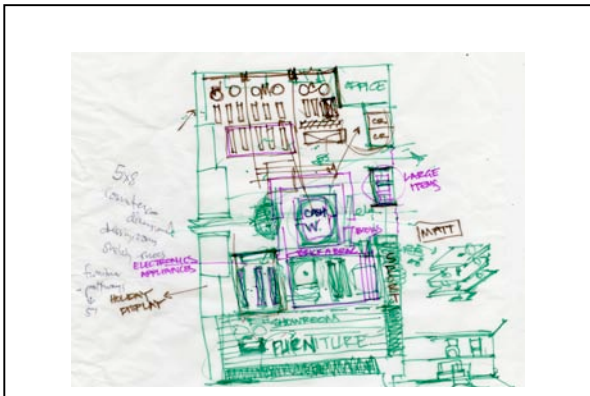


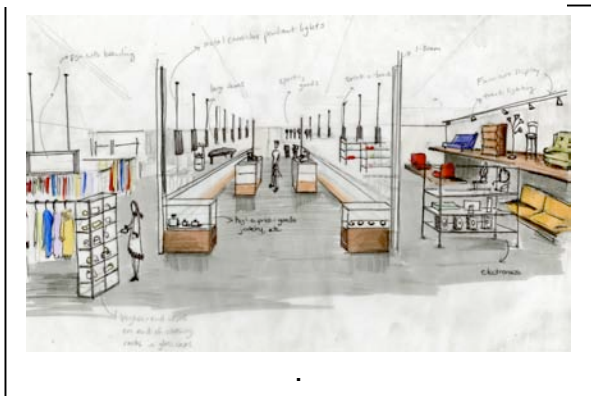
Seven to Seven Charrette-Circulation



Existing Salvation Army cash wrap area conditions.



Schematic spatial planning for Salvation Army Departments.



Proposed Salvation Army department and cash wrap perspective.

Designers

Jami Southern, Emily Davis, Matt Jones, Allison Conley, Debbie Nestvogel, Janel Graupensperger, Sarah Bateman, Kaytee Porter

Institution

University of North Carolina at Greensboro
Interior Architecture Department

Sponsored by

Suzanne Cabrera and Nadia Volchansky

The problem

Students focused on the redesign of the Salvation Army Store on Lee Street in Greensboro, which has little organization and a cluttered atmosphere, which is overwhelming and uninviting. Additionally, the current conditions limit egress and display options because of random shelving systems.

The solution

As a group we started with the concept Standing Firm: Helping Hands, which guided us to our spatial planning and circulation of The Salvation Army. Our goal is to organize and open the space up so that the customers are welcomed into the store. We have done this by creating departments within the store as well as created a large open cash wrap area that allows the customer to explore for treasures.

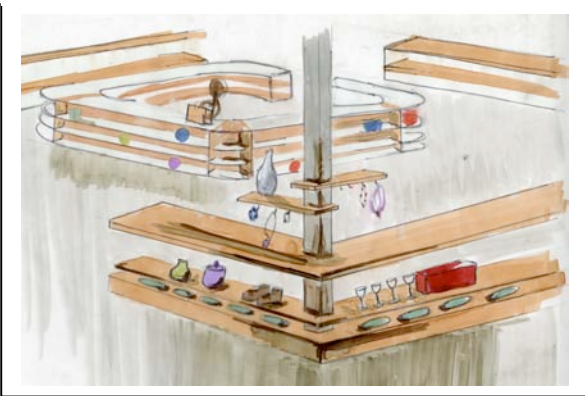
The solution's impact on its users

We imagine that once the design is implemented that the employees, customers, as well as donors will feel welcomed into The Lee Street Salvation Army Store. The design invites customers to explore for reused items which limits the production of new products and promotes sustainable living. Additionally our design will directly affect the Lee street store, but may potentially become the image of other Salvation Army Stores within the Nation. The organized open space design allows The Salvation Army a fresh start and rebranding opportunities which may attract different individuals and increase sales. All in all, as students we have impacted the Greensboro community and may potentially impact surrounding communities.

Seven to Seven Charrette-Displays



The redesign of the retail space is more appealing, navigable, and easy to maintain with new materials, color palette, and signage.



The cash wrap/boutique is a wrap around shelving system embracing the columns.



Our window display consists of modular platforms, wall partitions, and lighting to display merchandise more effectively.

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The problem

Students focused on the redesign of the Salvation Army Store on Lee Street in Greensboro. Their current displays are inadequate and display of the products is ineffective. Their main complaints were their current inability to keep the store organized, to highlight their more boutique items, and help customers navigate the store.

The solution

Our solution is a redesign of their display systems creating a well organized, easy to navigate, and very modular solution due to the daily exchange of various items. We found display racks that we felt could be easily acquired by donation, a custom and affordable point-of-purchase, and an attractive window display.

The solution's impact on its users

Our intention is for the redesign to bring in more and new customers helping the organization grow and have a larger impact on the community as a whole. We imagine their current customers will feel more welcome due to our design around the concept of Standing Firm: Helping Hands. We are hoping that this redesign will encourage new customers to come into the store and feel more comfortable due to the more developed retail environment. Our focus on materials that are long lasting, sustainable, and easy to maintain will keep the salvation army from having to invest money in large up-fits each year. We hope that this savings will translate into new stores and a larger positive impact on the community. The redesign will also allow the employees to have a better work environment and allow them to focus on the customer rather than cleanup of the store. Overall we feel the company benefit in every aspect.

Seven to Seven Charrette-Donation Drive

Designers

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The problem

Donations have been extremely low for the local Salvation Army location and with the holiday season coming soon, more goods are necessary for them to meet their goal of helping the needy.

The solution

As a kick off for our design charrette, where we were approached by the local Salvation Army to help revamp their image, we decided to host a donation drive and use the publicity of the project to help spread the word about the need for more donations. We had a donation truck from the Salvation Army located in front of the design charrette so that participants as well as community members could donate goods.

The solution's impact on its users

With close to forty students as well as faculty, alumni and local professionals- along with the media presence for the donation drive and design charrette donation numbers will hopefully be on the rise in time for the holidays. With our help, community awareness of the issues facing the Salvation Army should increase.



Salvation Army truck for the donation drive, located on site of the design charrette for the community to drop off donations.



Student participant, Debbie Nestvogel talks to local news station Channel 14 about the design charrette and how the Salvation Army needs more donations for the holiday season.



Participants during the kickoff presentation for the design charrette and donation drive.

Seven to Seven Charrette-Graphics

Designers

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Institution

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The problem

Students focused on the redesign of the Salvation Army store on Lee Street in Greensboro. The existing interior signage and exterior signage are two areas that are unsuccessful and will play a part for the “re-branding” of their image. The interior signs are illegible and have been placed in clustered groups around the store. The exterior signage is in dis-repair, doesn't relate to the interior branding of the store, and it doesn't stand out graphically.

The solution

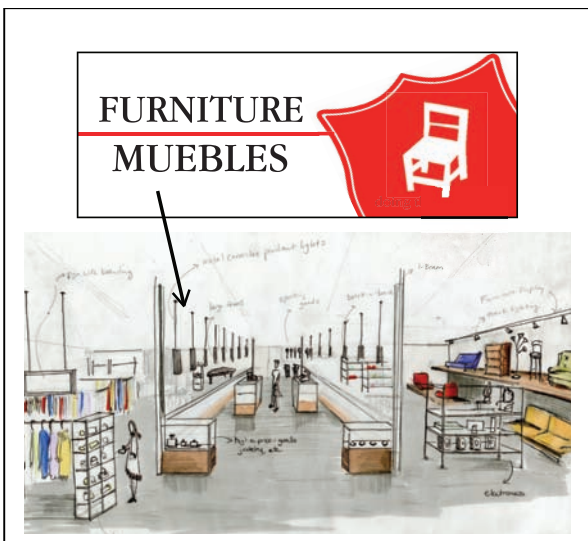
We decided to change the graphic appearance to the interior signs by keeping the red shield of Salvation Army- but manipulating the image for legibility and including a second language in response to the large Hispanic population in the area. The signs will be placed only through the center of the store hanging from the ceiling at the beginning of each department. Secondary signs for specific descriptions will be placed on the racks. The exterior marquee sign is a 3D sculptural piece rather than a 2D sign which in turn creates a bold statement on the location. This sign now continues that branding image throughout the exterior and the interior.

The solution's impact on its users

Because this design proposal is still in the hypothetical phase- the users haven't been able to experience the design. But through the changes of application and image- users could potentially have a positive experience while shopping at the store. Our design proposal will be presented to the advisory board of Salvation Army and these ideas could have local and nation wide implications. Graphics- although isn't a 3D design form- still greatly impacts the interior of a space. By not clustering the signs together in one area and by creating more legible signs- it will aid in better circulation and communication throughout the space. Customers will find it easier to navigate and would feel comfortable returning in the future.



An interior shot of the Salvation Army Family Store that shows the current interior signage.



An interior perspective showing placement of interior signage with a proposed design for each departmental sign.

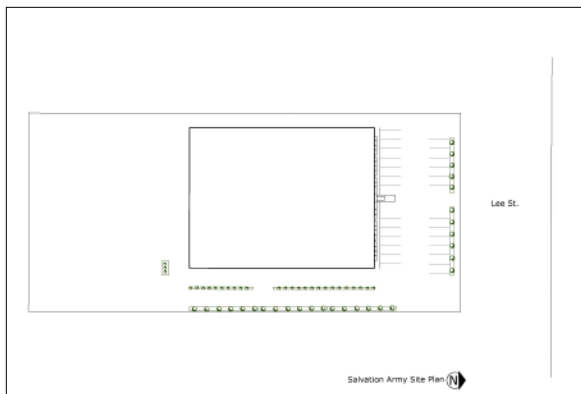


The left photo displays the existing exterior marquee sign—the photo on the right displays our proposed design.

Seven to Seven Charrette-Site Design



An image of the existing retail store and donation location, 307 W Lee St.



A site plan with new donation drop off circulation, parking and landscaping.



The proposed design for the façade of Salvation Army's Greensboro, NC location.

Designers

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The problem

Salvation Army would like a more appealing façade and site to attract customers and donors to this Greensboro, NC location. Students faced the problem of creating a new design on a limited budget between 7pm and 7am.

The solution

Thirteen smaller awnings over the windows replace the existing awning and new signage stretches the length of the façade with a new logo. The donation area is clearly designated by a large awning on the side of the building and two distinct traffic lanes for donations. Landscaping and a new roadside sign complete the exterior design.

The solution's impact on its users

We envision this updated exterior design to help the Salvation Army by attracting new customers and donors to this location. The Salvation Army focuses so much of it's efforts on giving back to the community, that as students we designed this space to help the Salvation Army increase their profits so they can continue their important role in the community. Our design includes a distinct new donation driveway with a more upscale look to give donors a more comfortable feel in a neighborhood where safety is a concern. The front façade has a new look to catch people's eyes as the pass on the busy Lee Street. We hope that both the design features of the façade, the donation center and the site can be used as guidelines for future Salvation Army stores. Some of these ideas could be implemented at other existing Salvation Army locations. The more profitable Salvation Army is, the more they can give back to our community and we have proposed this design with that idea in mind.