



# 703 Dickinson Avenue Retail Design

## The Vow

Garret Warrick  
Allison Brantley  
Clare Glower

## Retail Design



Retail is the sale of goods to the public in relatively small quantities for private use.

- Retail design can be used to promote certain products to consumers
- Bright colors and sophisticated lighting are frequently used
- Show-rooming places emphasis on the product and quality
- Integration of technology and consumers
- Highlighting local/specific products
- Design can influence how customers move through the space
- Controlling what customers see and influencing purchases
- Use creative displays and fixtures to assist with promotion and sales

## Retail Design Fixtures



A fixture in retail design refers to the product displays, mannequins and equipment that are used to help sell goods.



## Client Profile and Target Market

Free form boutique style with different departments for the three merchandise categories, with clothing catering to men and women, as well home goods including, but not limited to, bedframes, flatware dishware and candles.

- 18-24 year olds
- Budget conscious
- People who want trendy pieces.
- Men and women.
- College students
- Recent graduates

- 710 Dickinson Avenue (address approximate).
- Dickinson Avenue is an up and coming shopping street where new retailers could start businesses.
- This location is an up and coming spot for new trends and styles.
- Existing shops include antique stores and local Artist galleries
- We choose this location because our trendy clothing customers will appreciate the unique settings and location of store.
- Shops also located directly off the road for prime viewing on the windows and drive by views.
- Proposed 10<sup>th</sup> Street connector will bring in more traffic to this area



Inspiration Images



**Urbanism:** The characteristic way inhabitants of large cities interact with their environment.

With limited space in large metropolitan areas, city dwellers have to interact with their environments in unique and creative ways. This has created efficient and clever ways to interact with the world. This idea will become the driving force in the retail space design by taking advantage of every aspect of the limited store space. Using efficient ways to bring customers in and move them around the products and drawing inspiration from the cool greys and pops of color often found in urban environments.



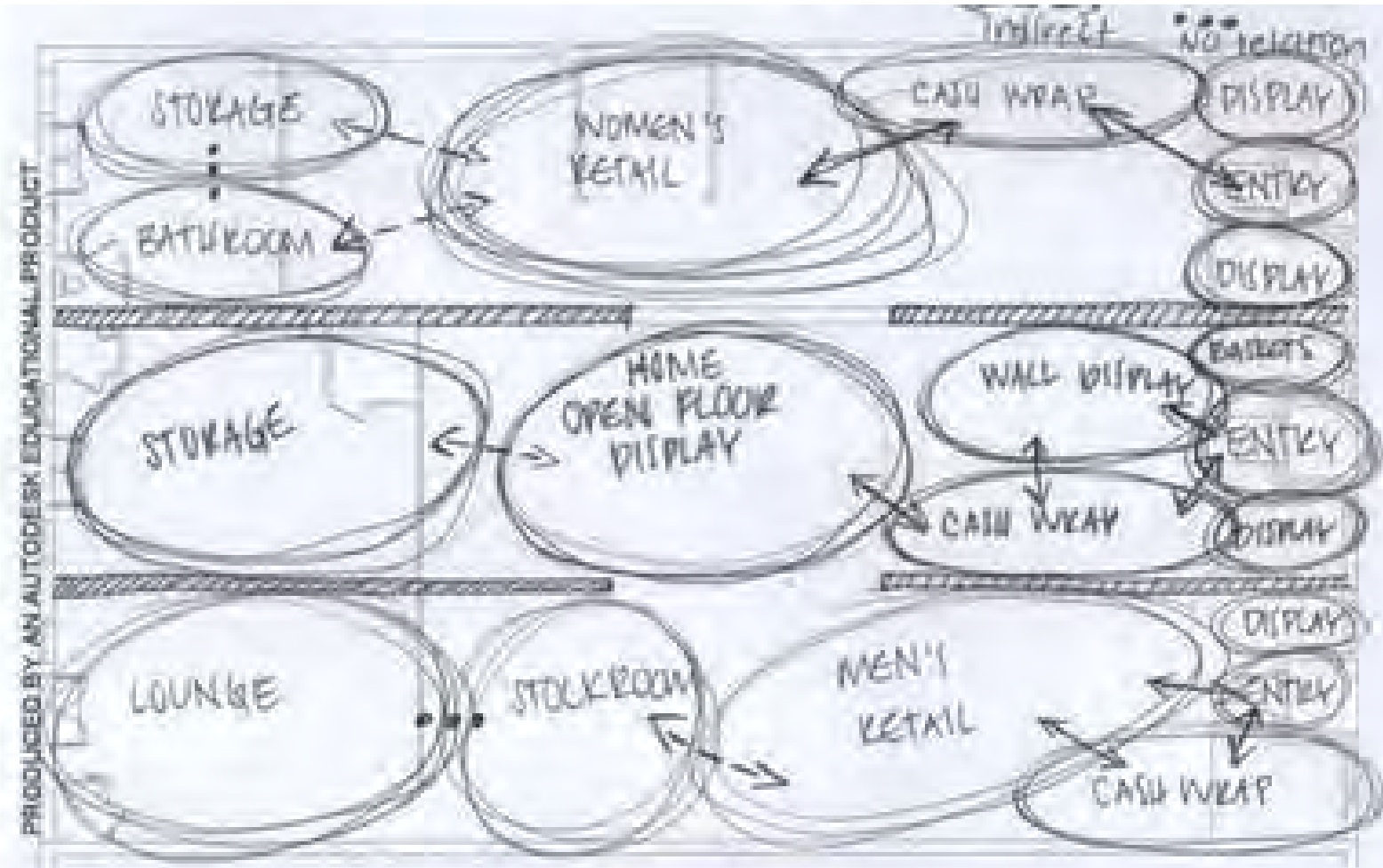
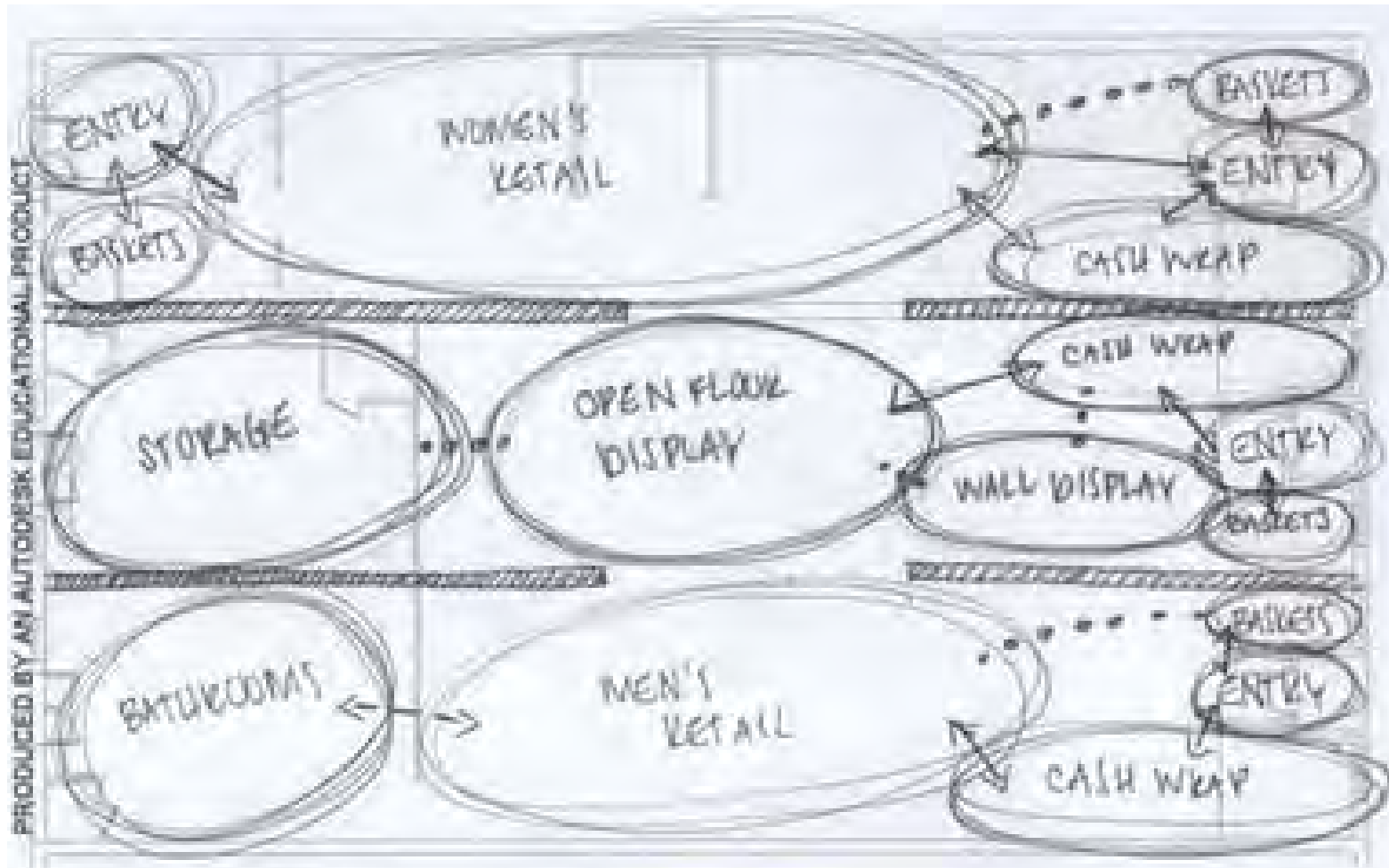
## Opening The Walls Between The Spaces

- Allows for easier traffic flow
- Maintains current Structural layout
- Easy transition from store to store
- Requires fewer staff to be on the floor at once
- Allows for multiple entrances on either side of the building
- Reduces amount of restrooms required

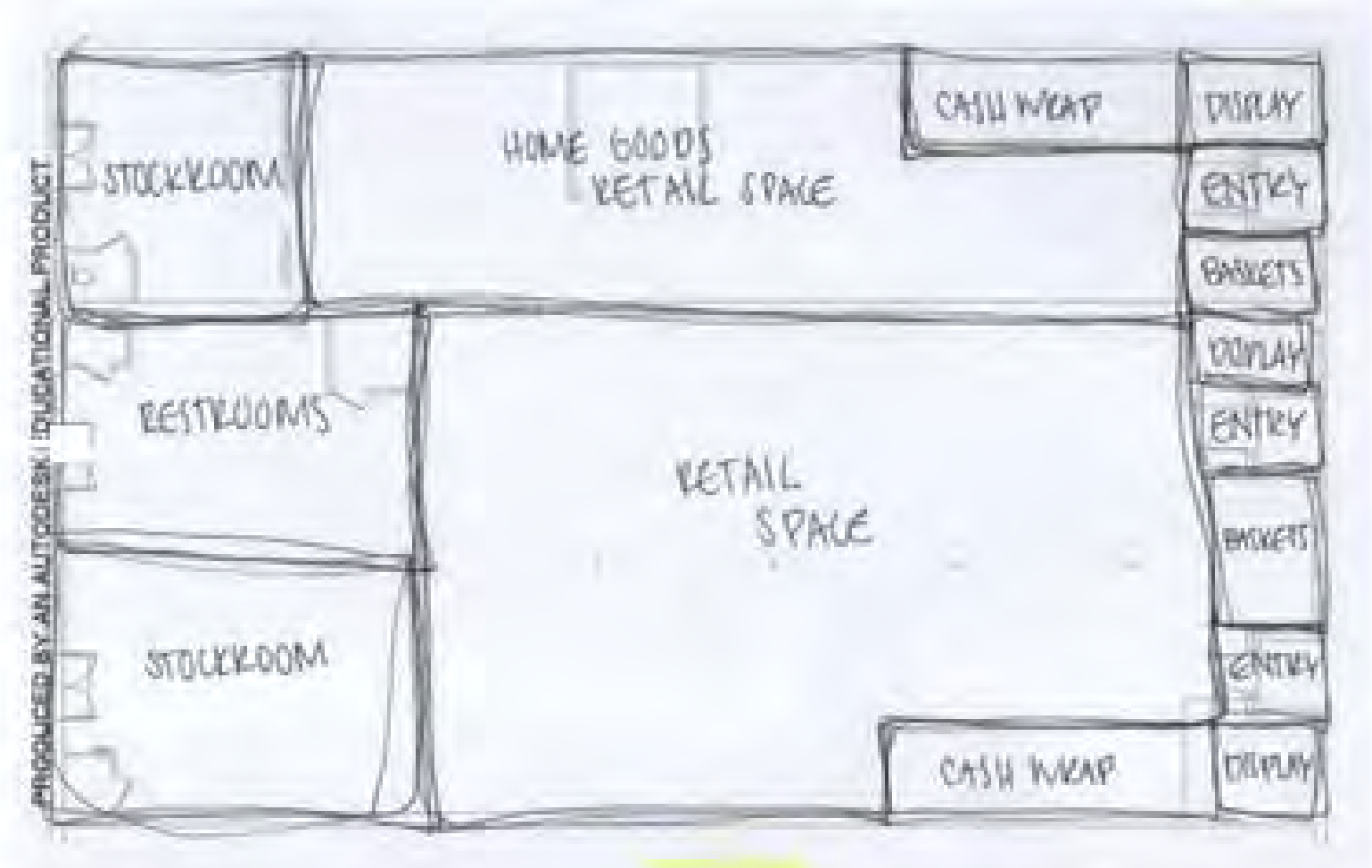
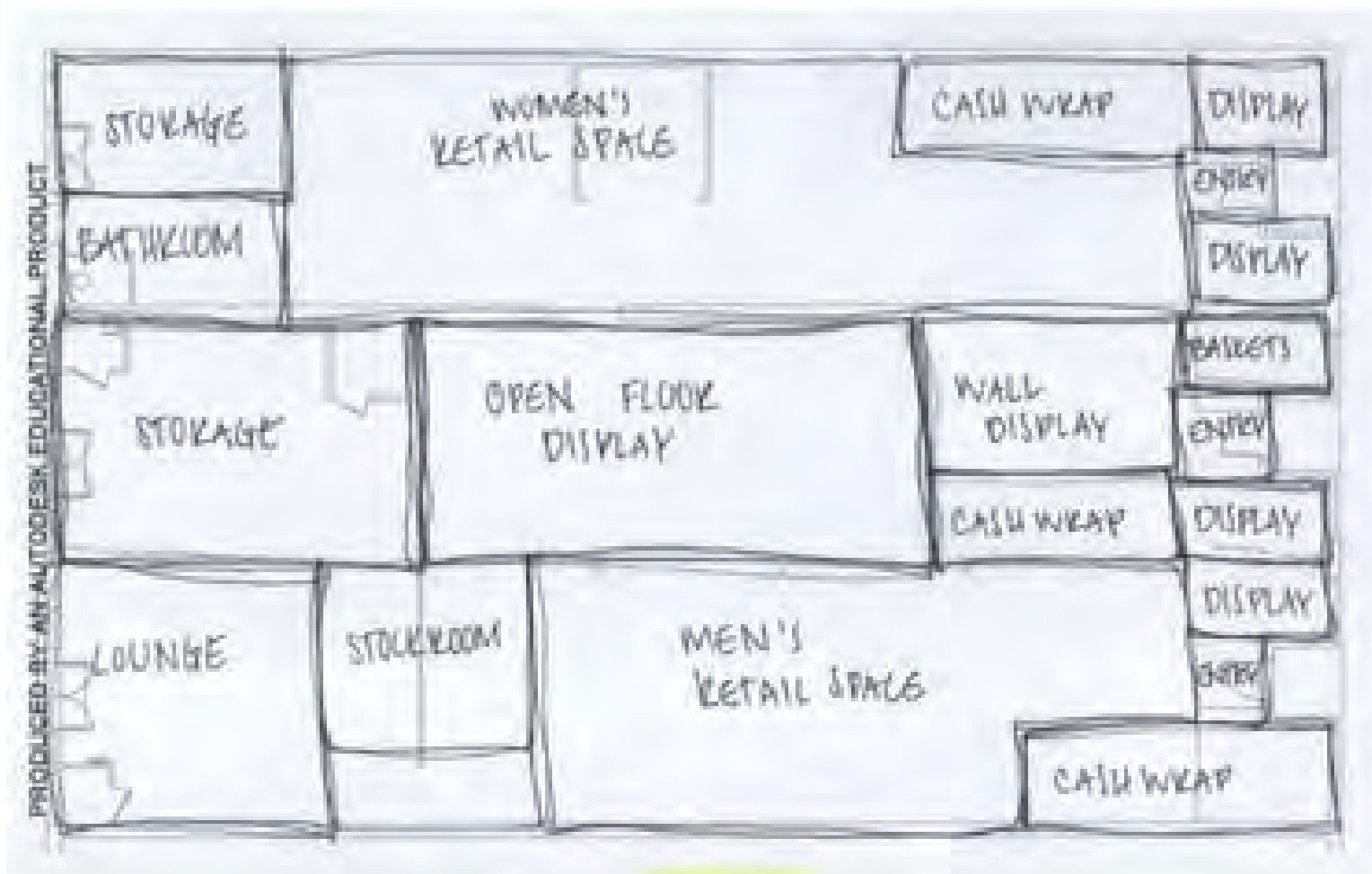




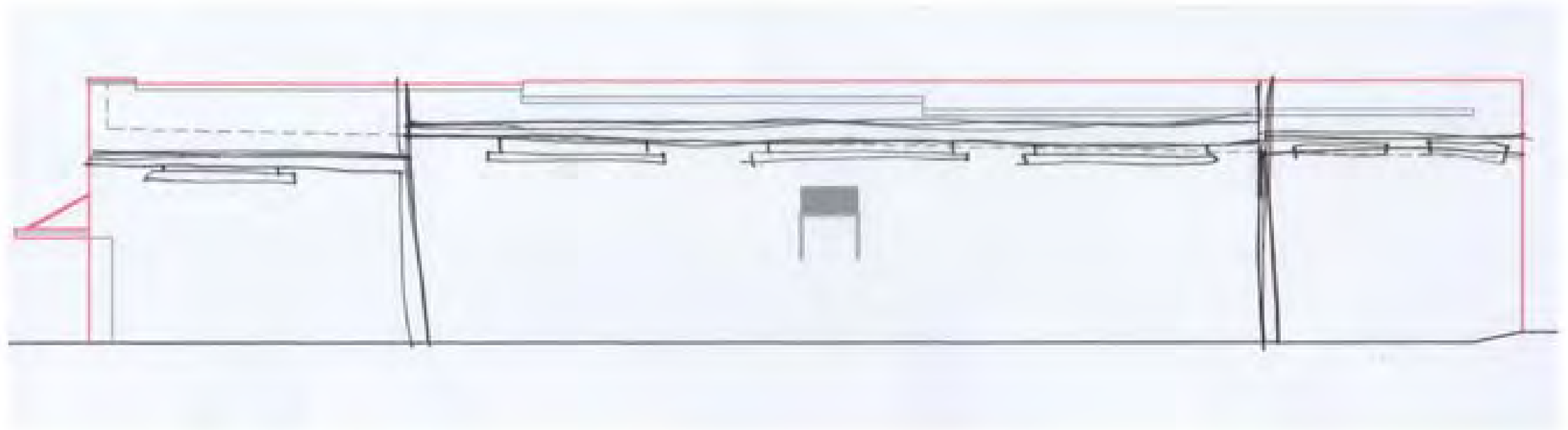
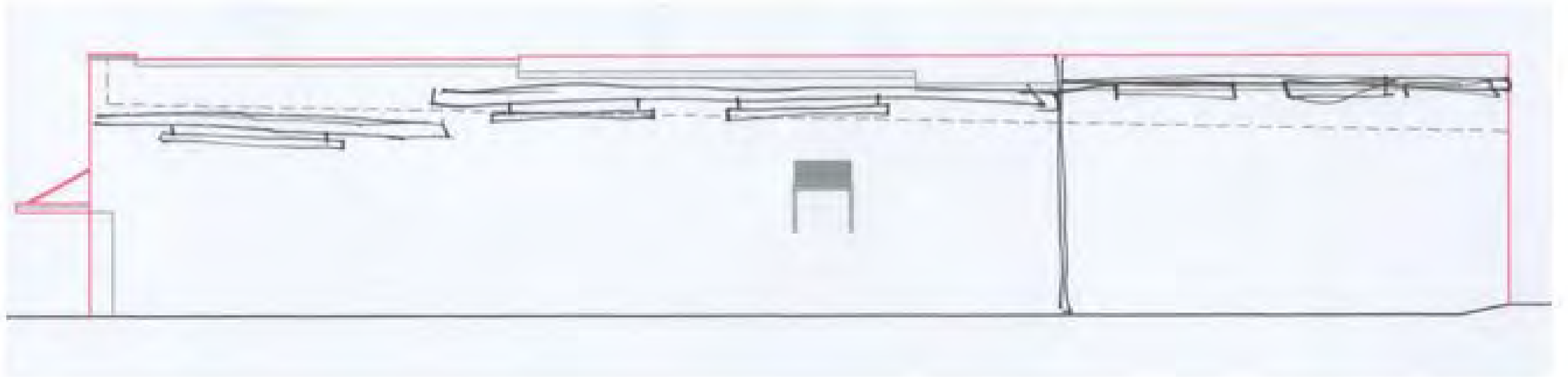
# Clare Glower – Bubble Diagrams

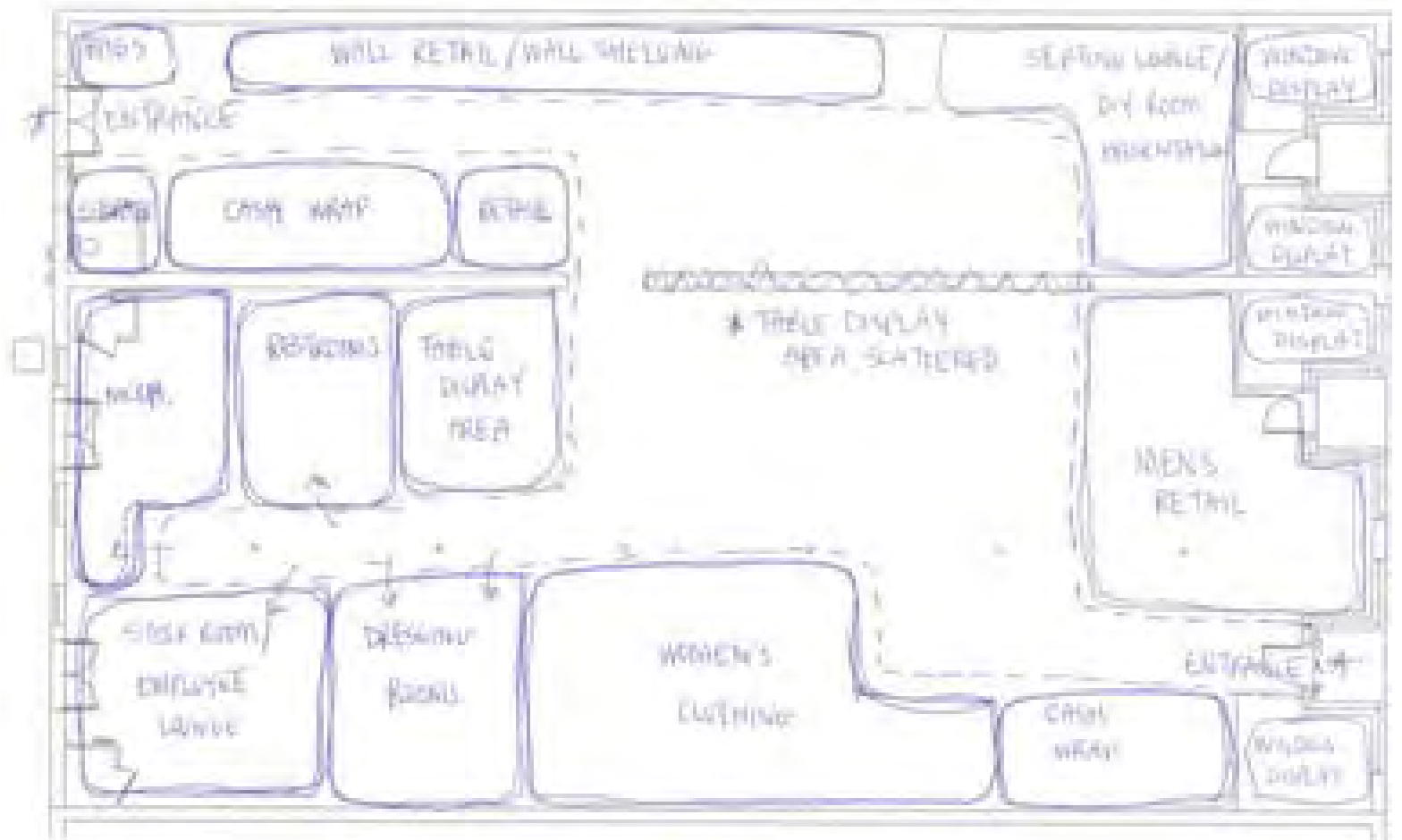
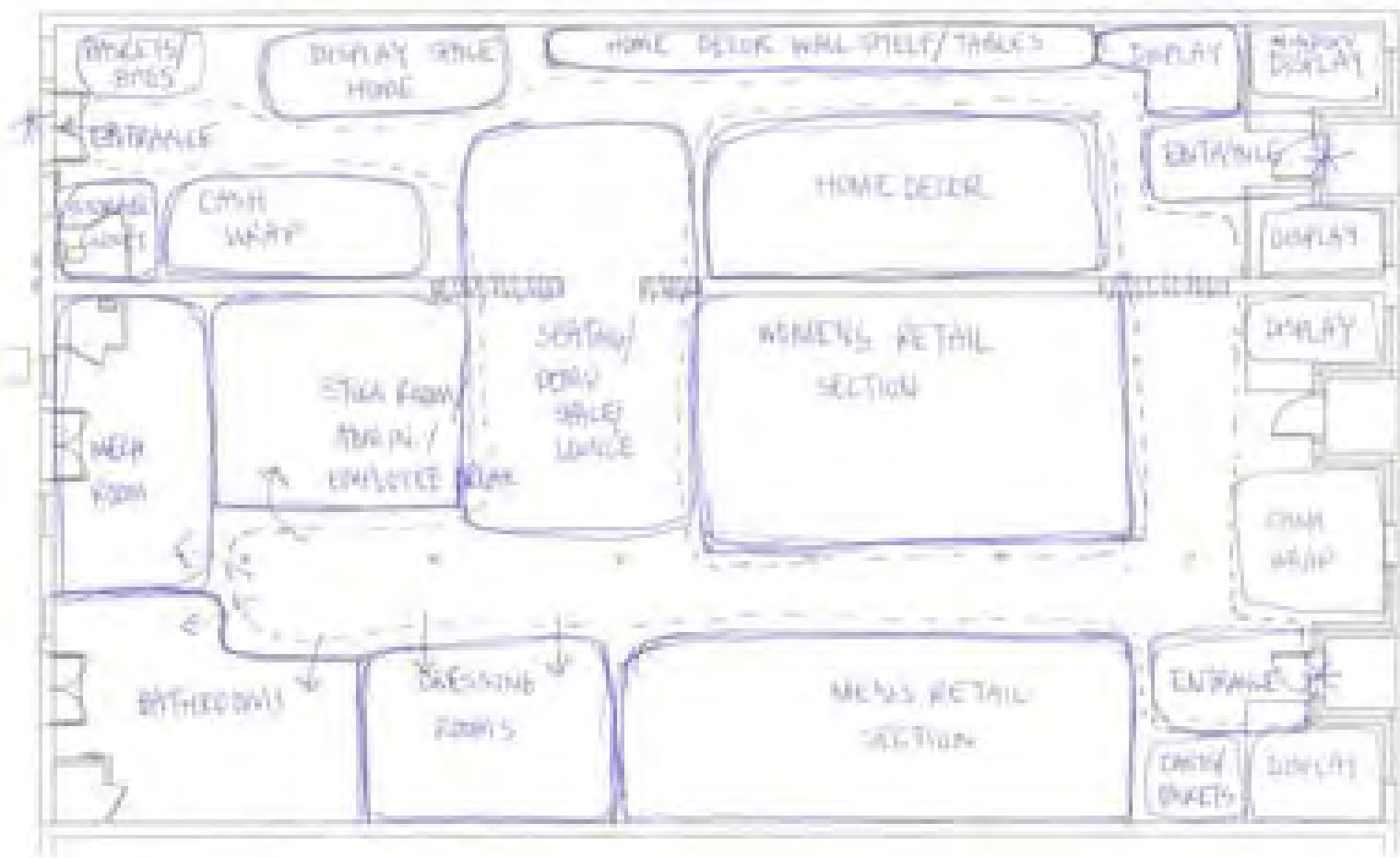


# Clare Glower Blocking Diagrams

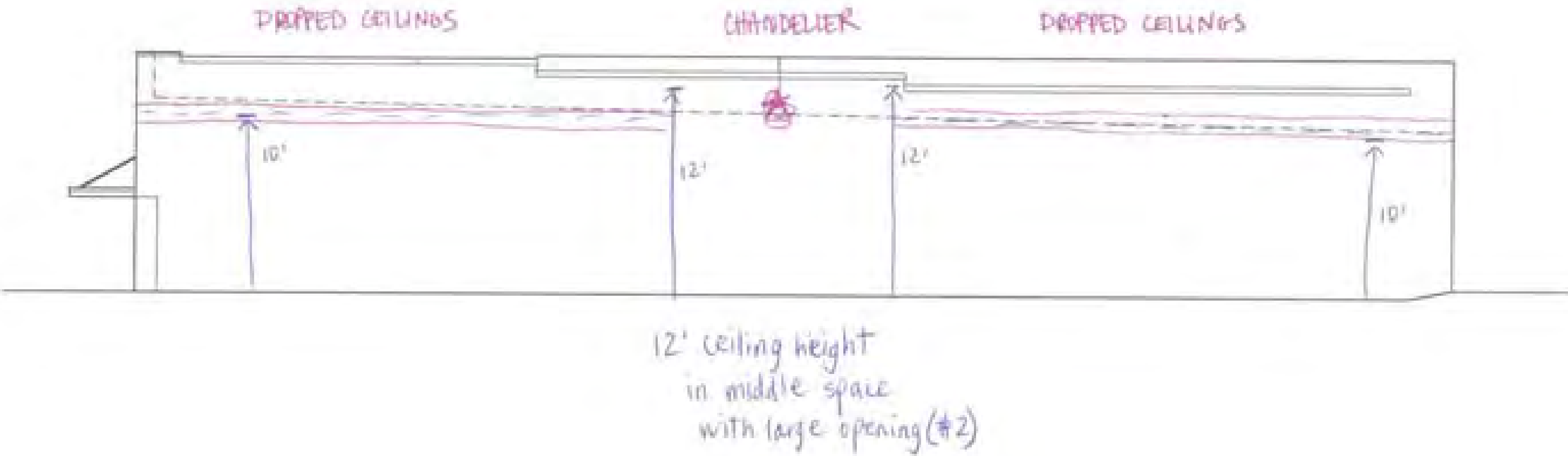
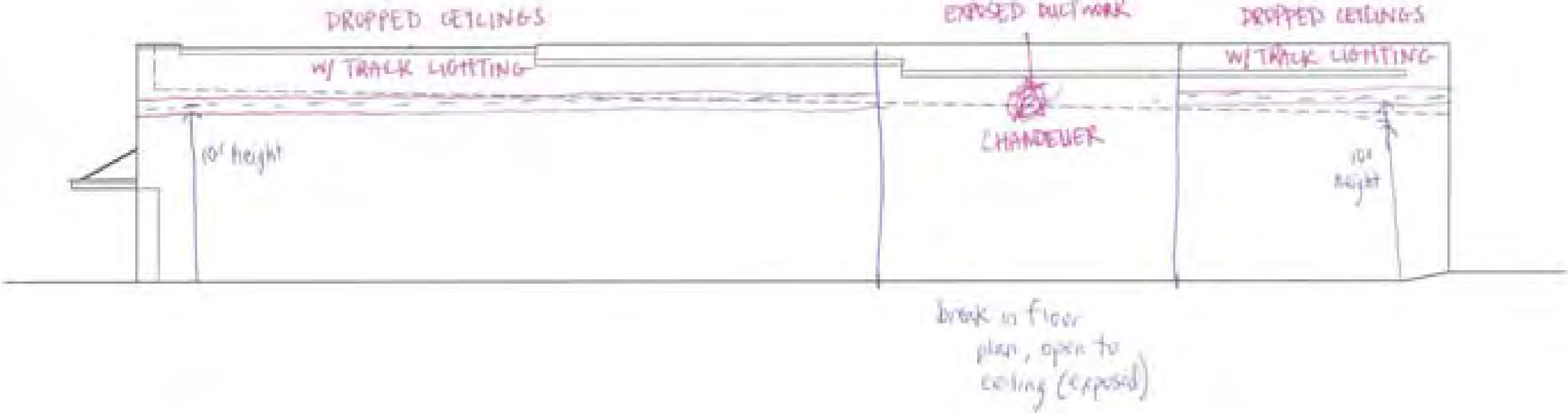


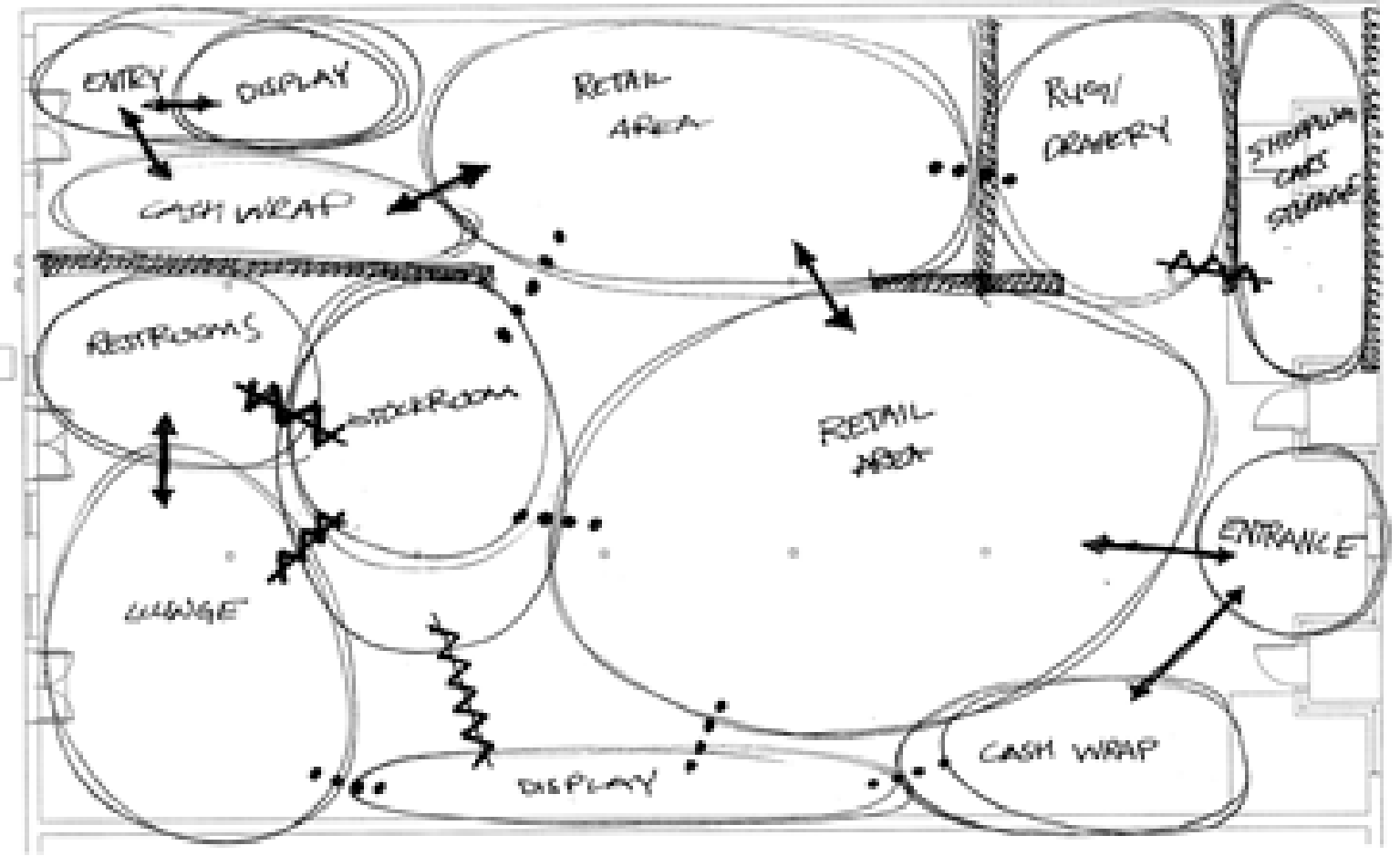
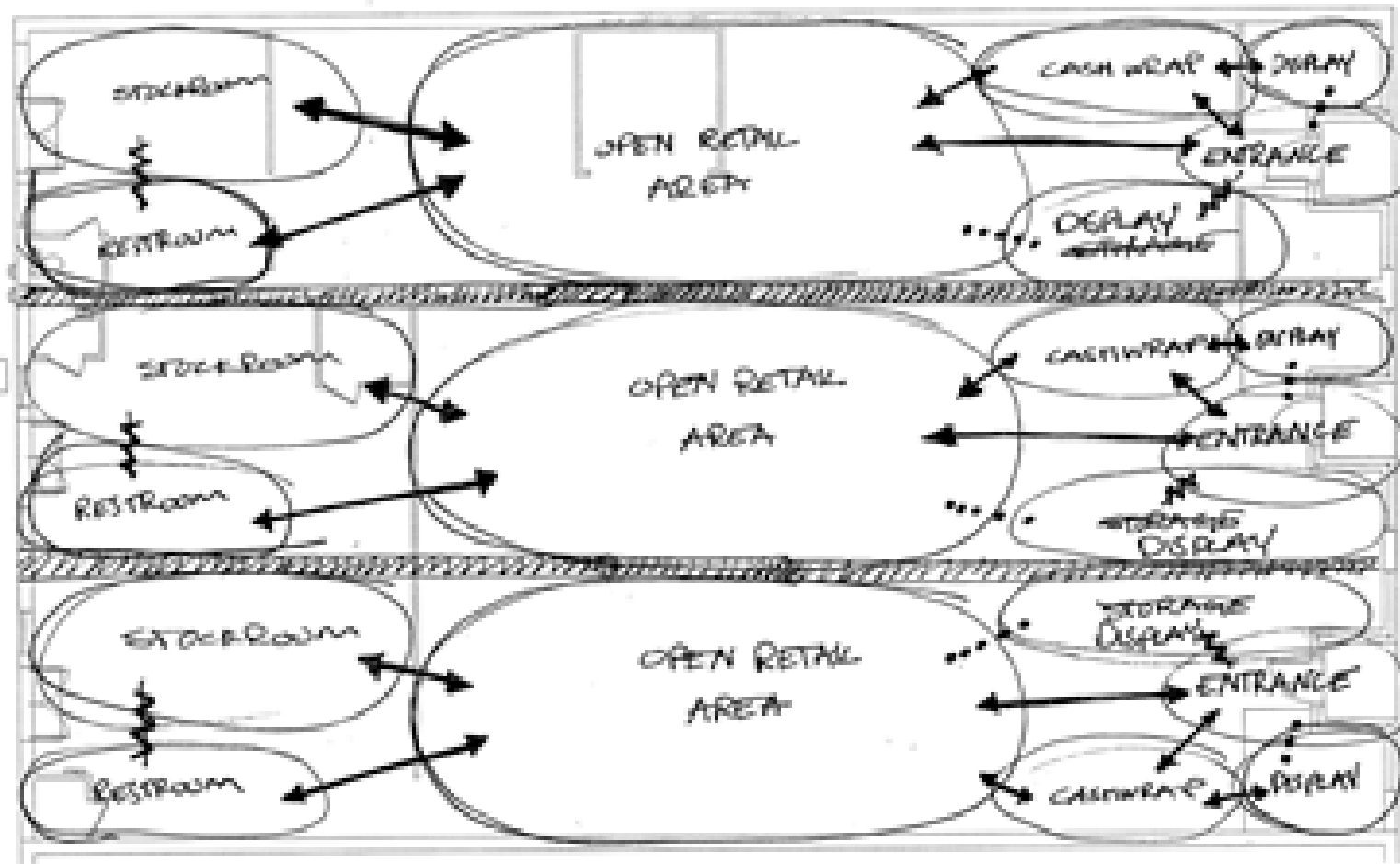
# Clare Glower – Proposed Ceiling Height



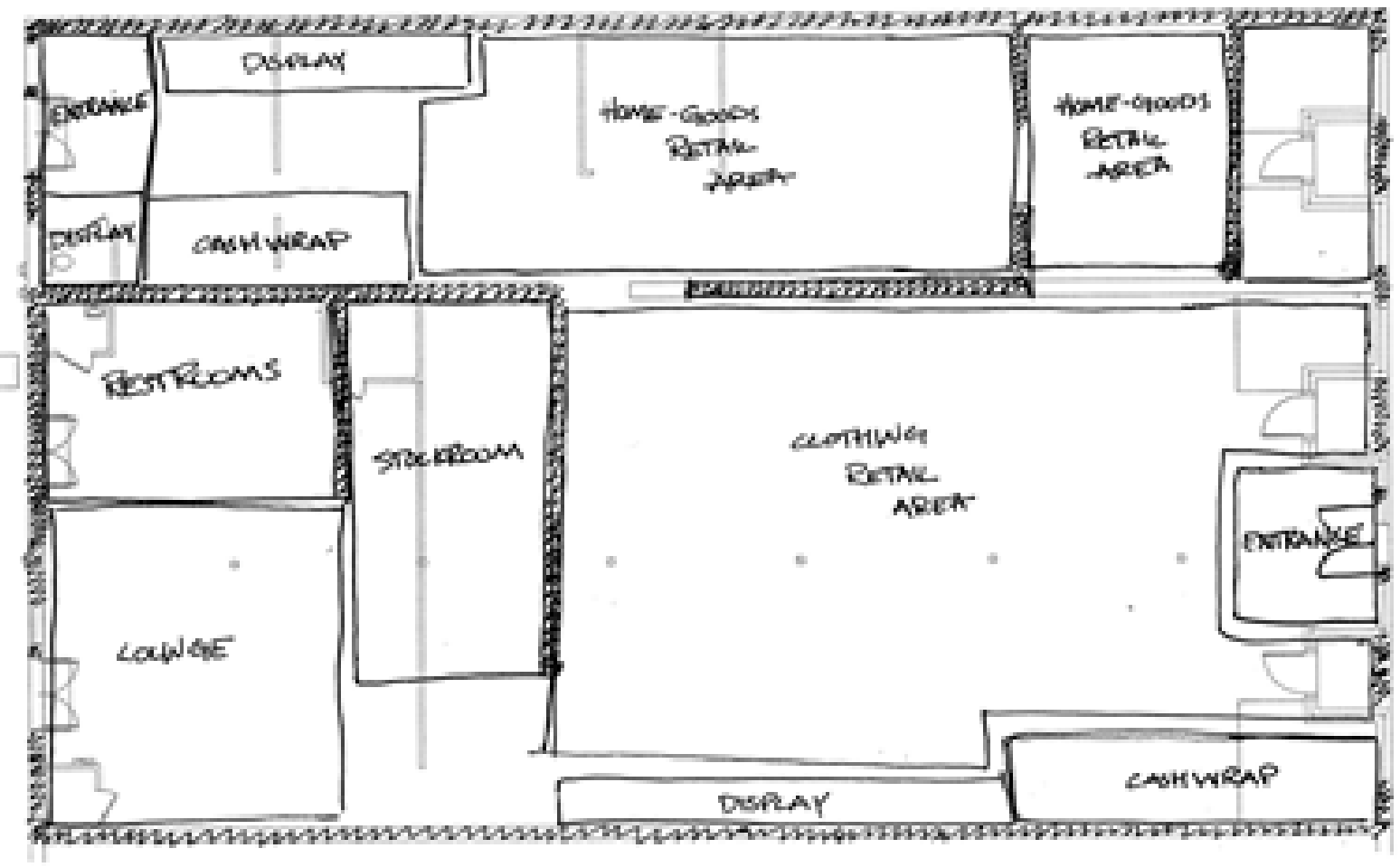
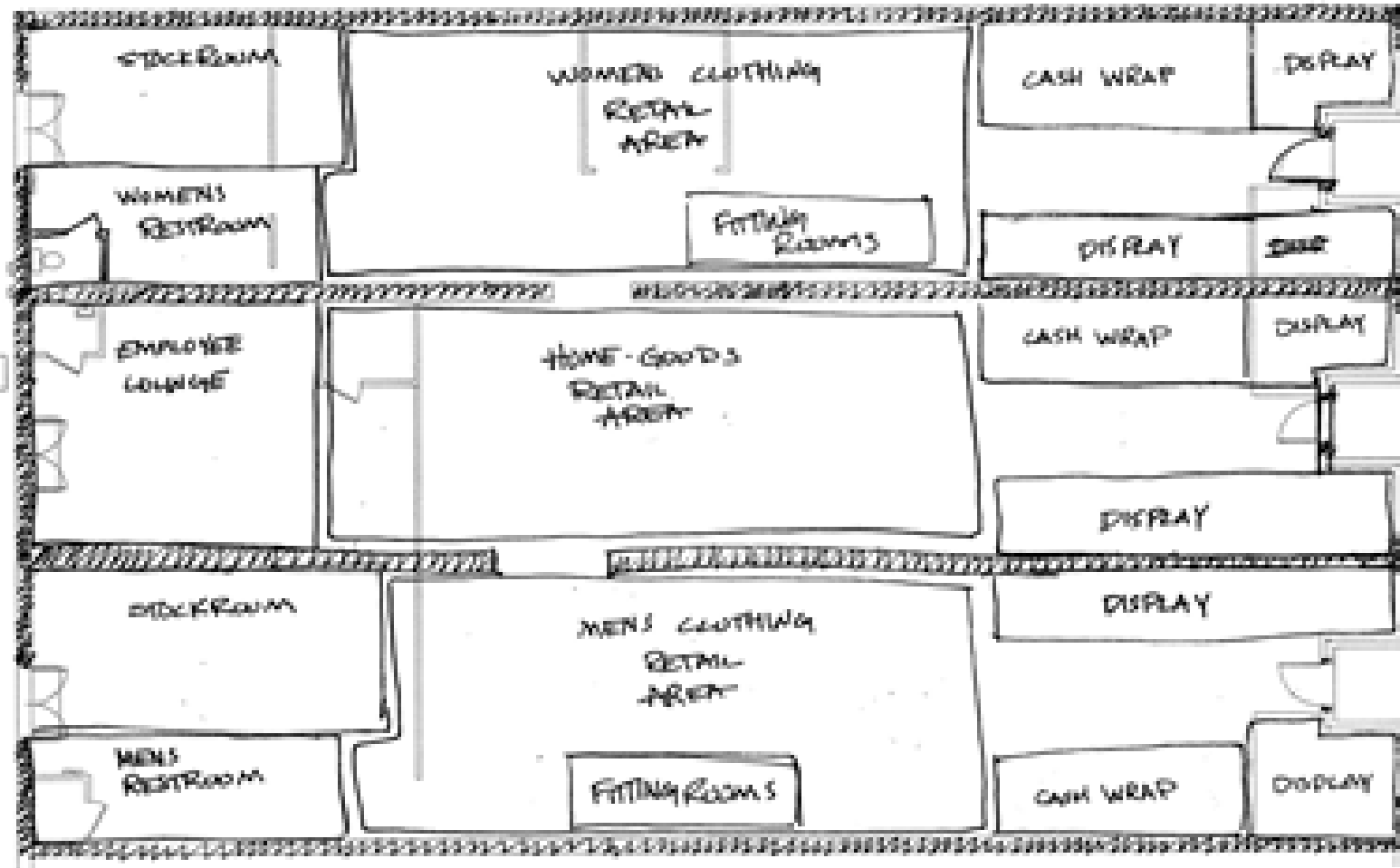


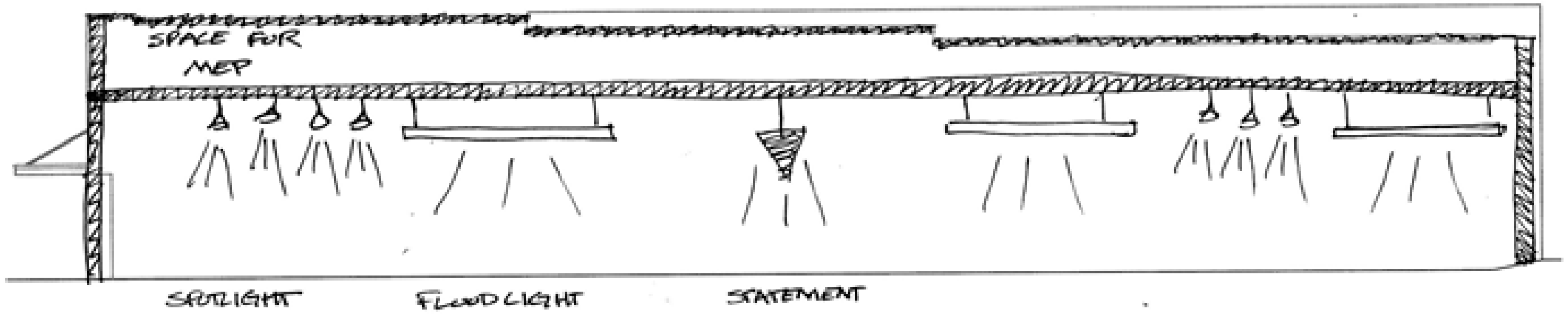
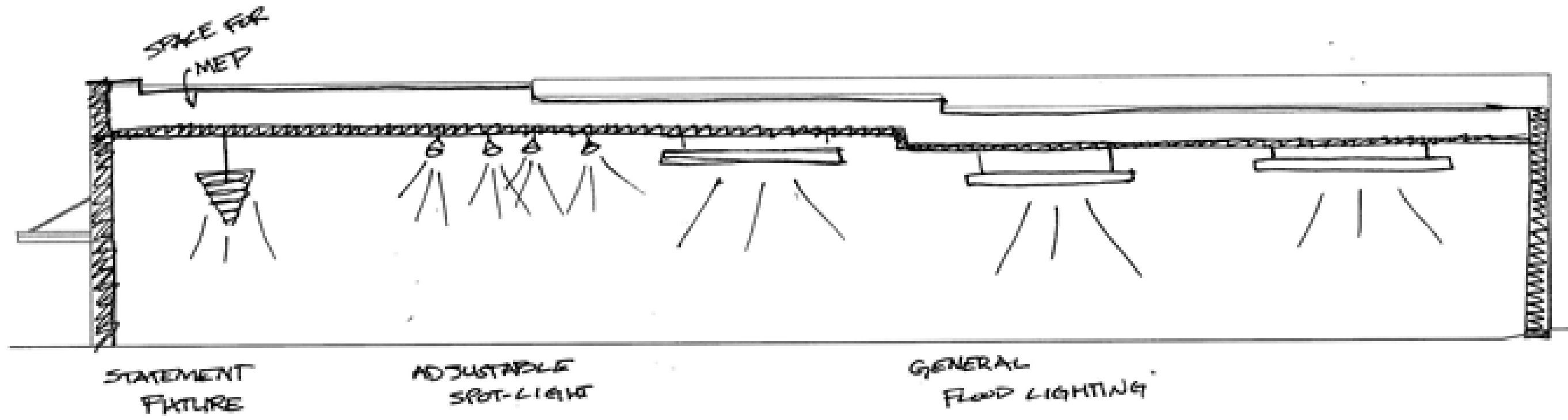
Allison Brantley – Proposed Ceiling Heights



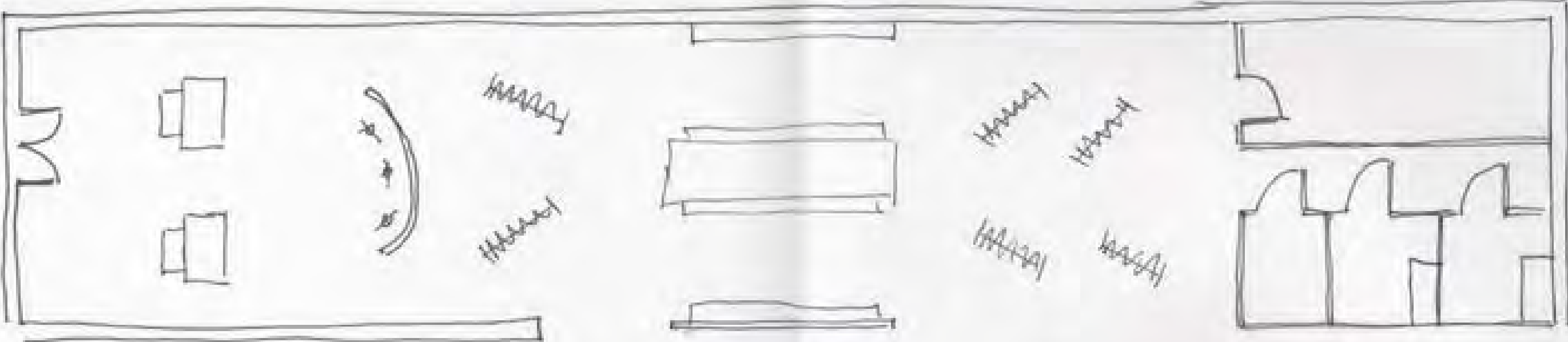
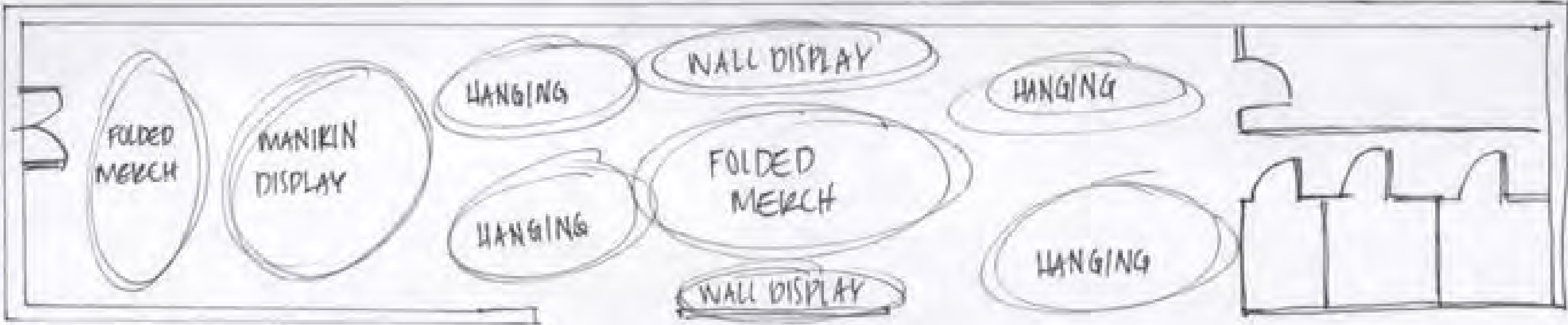


Garret Warrick – Blocking Diagrams

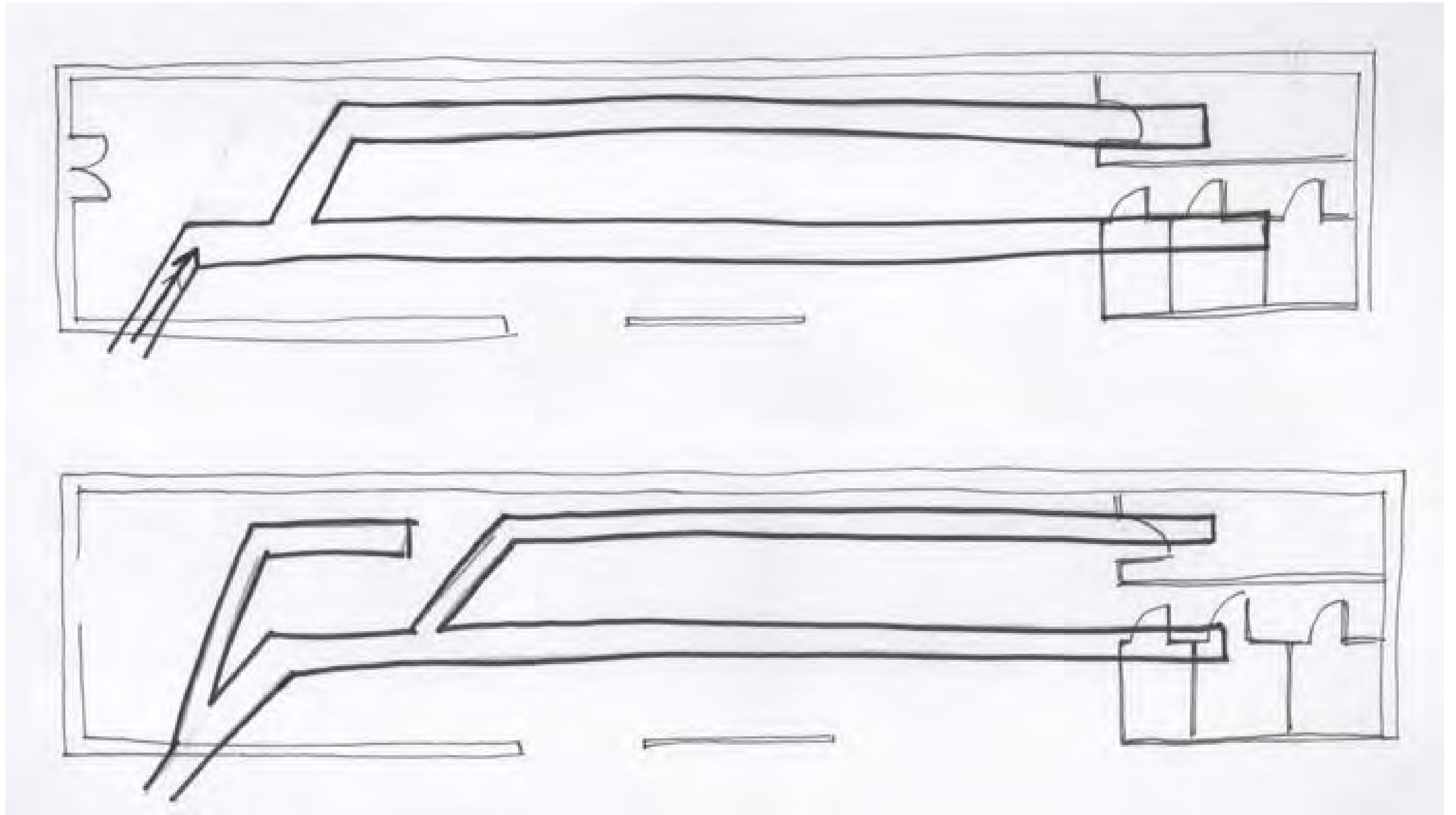




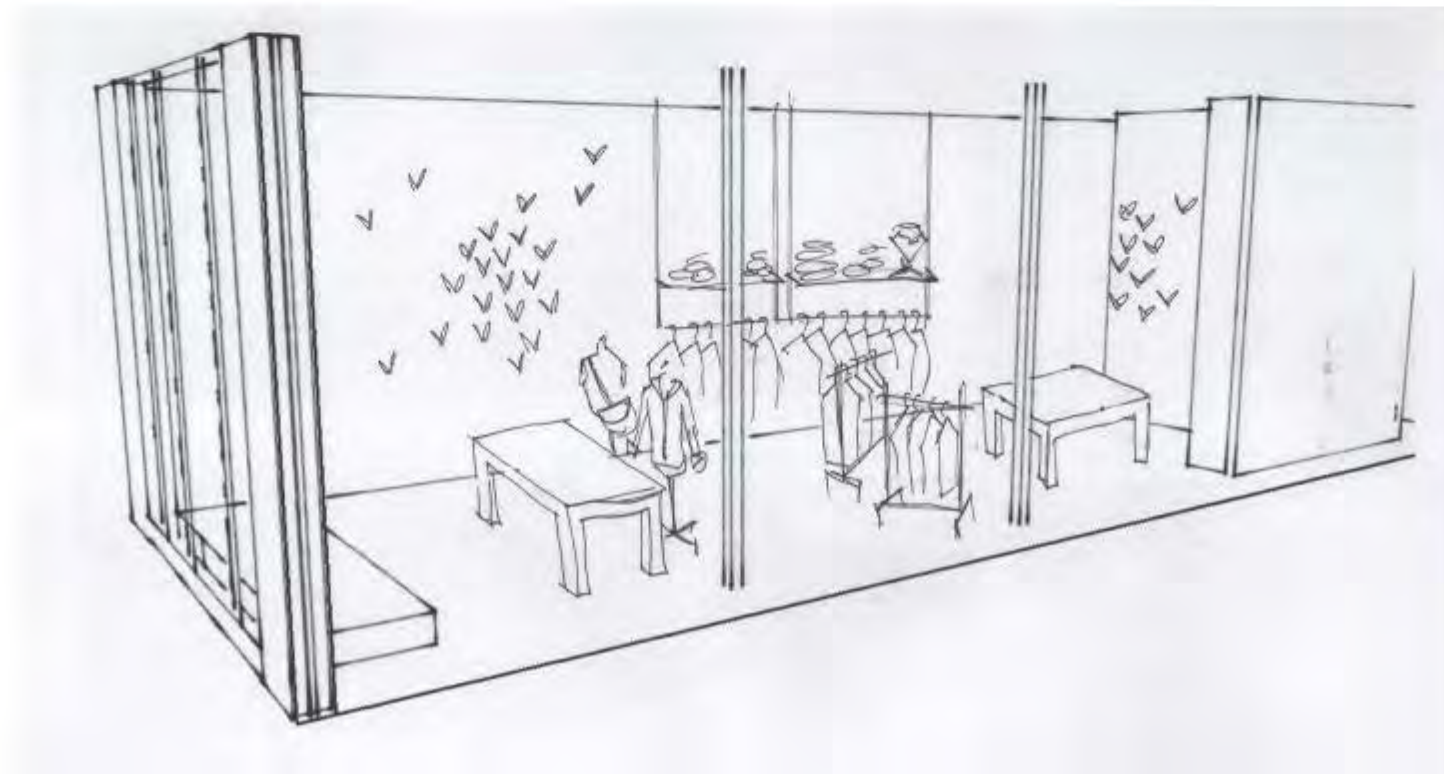
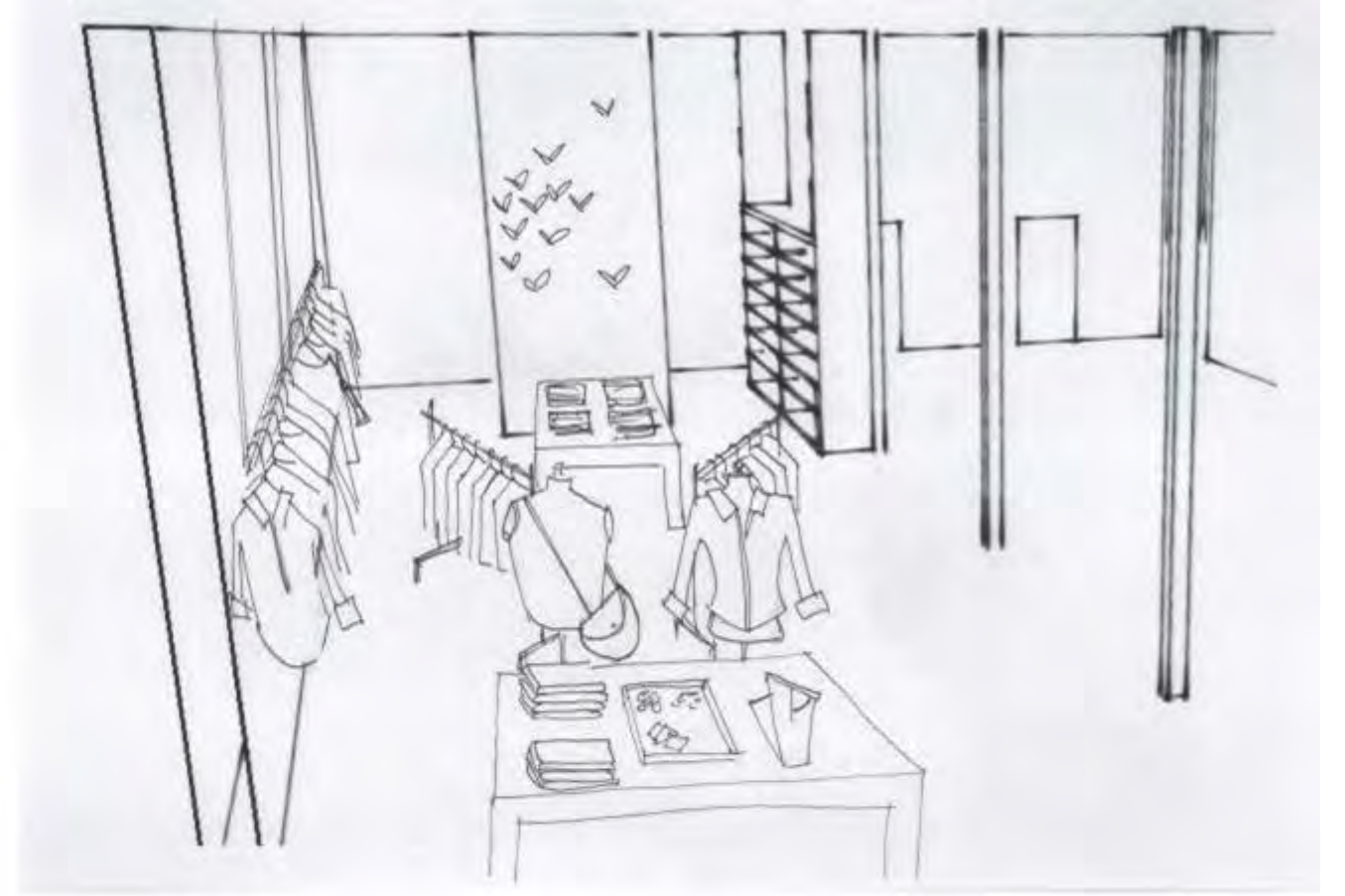
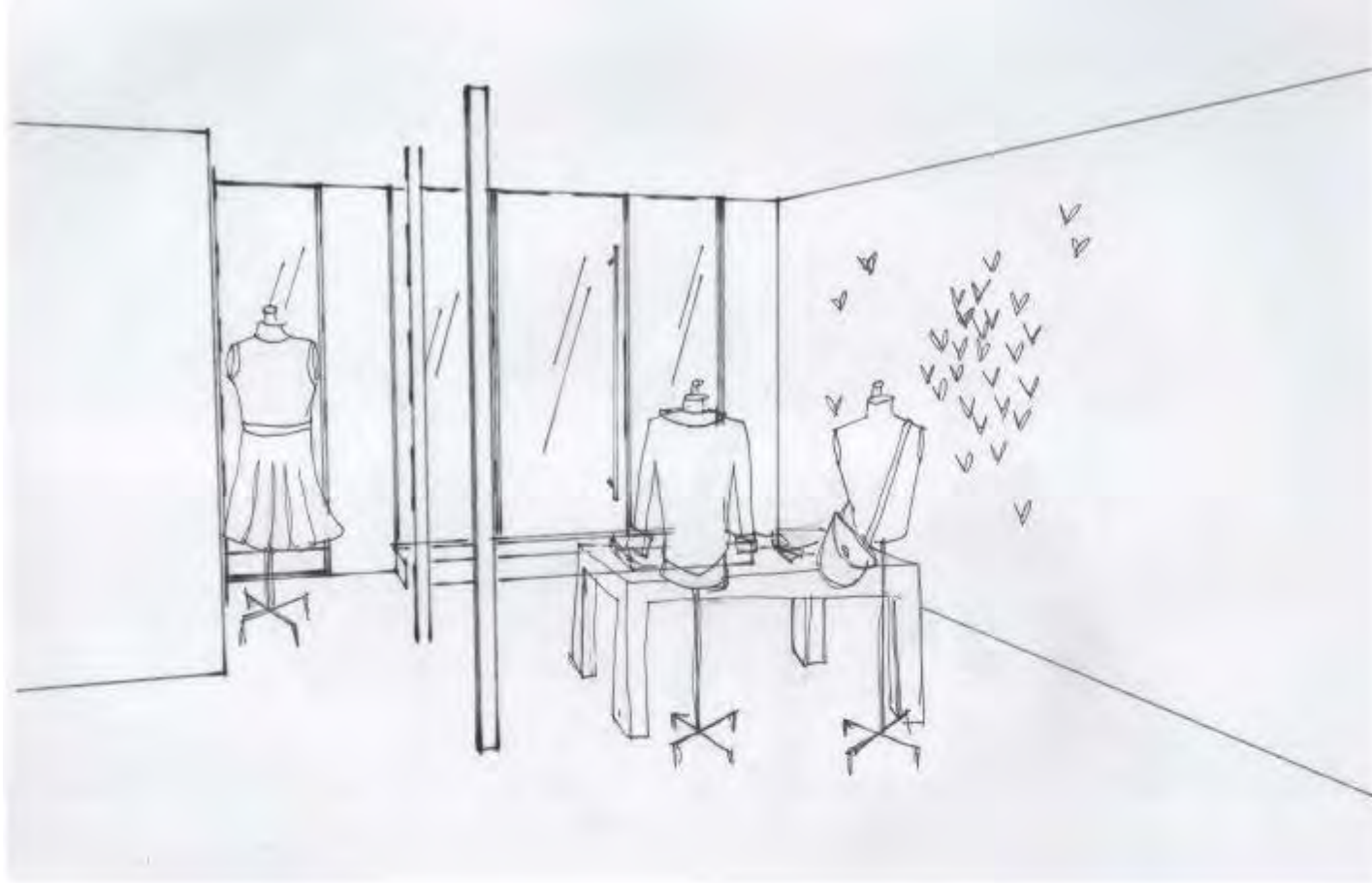




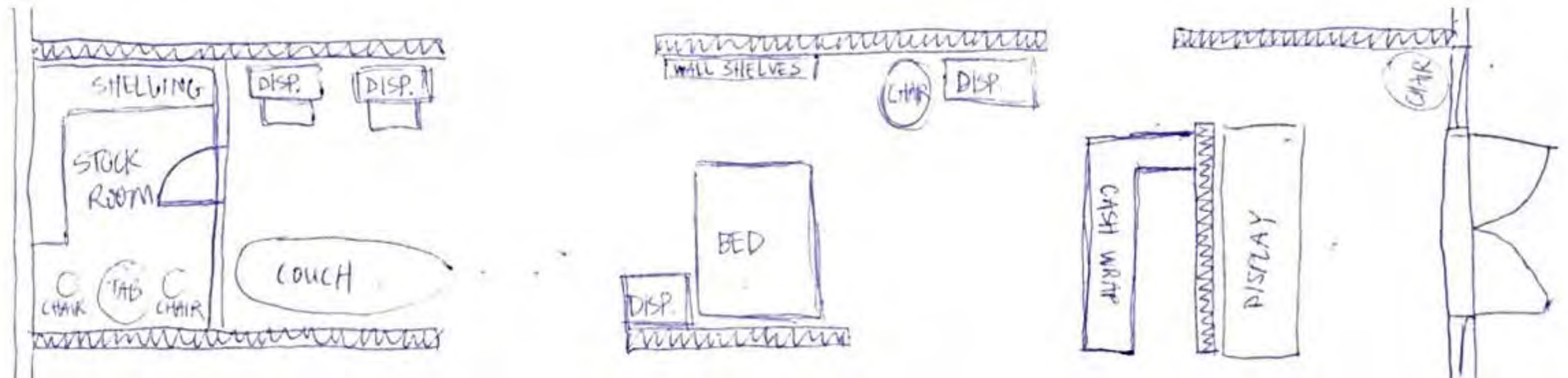
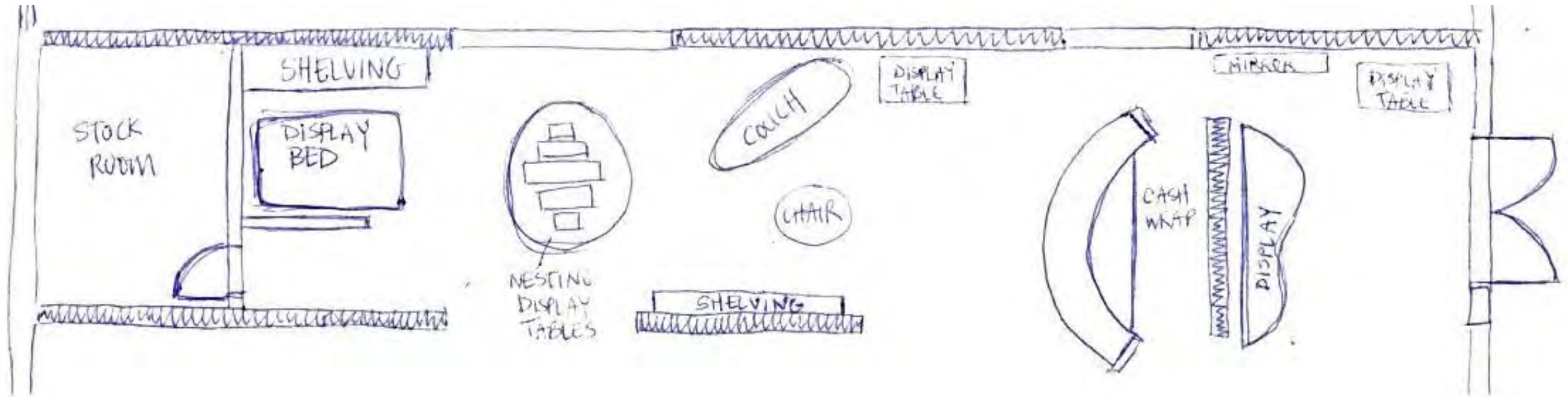
Clare Glower—Women's Clothing – Systems Sketches



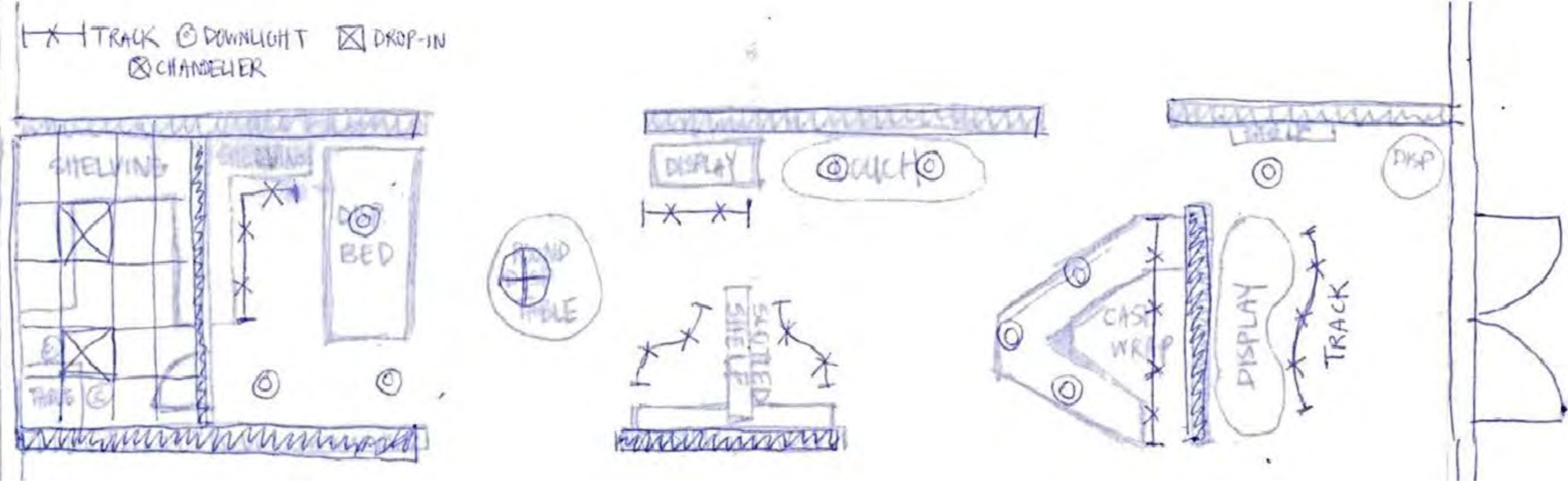
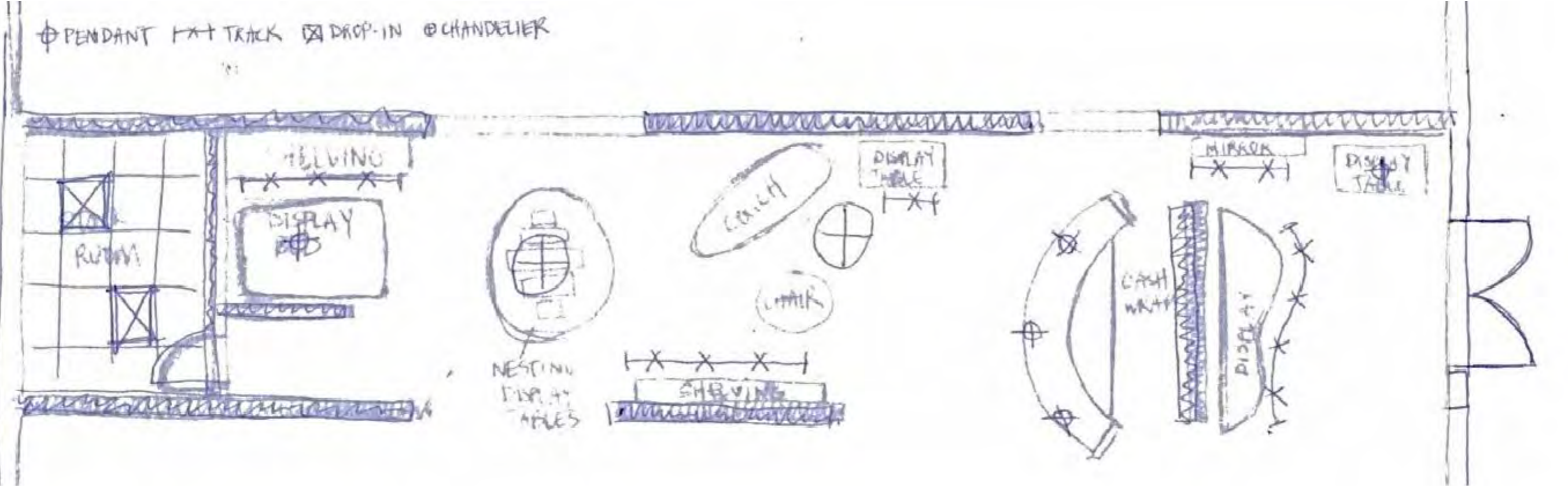
Clare Glower – Women's Clothing – Preliminary Interior Quick Sketches

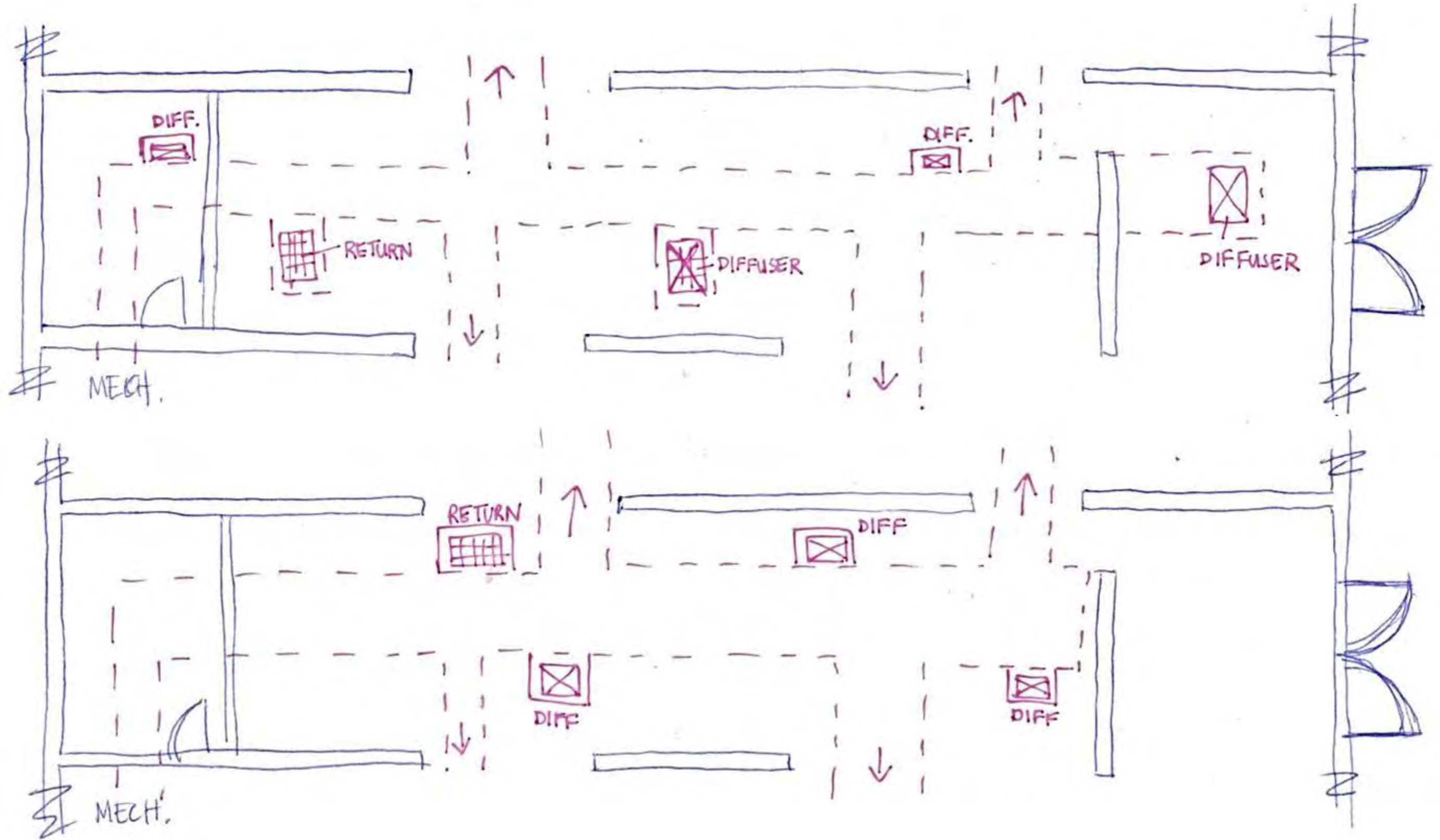


Allison Brantley – Home Goods – Spatial Sketches



Allison Brantley – Home Goods – Reflected Ceiling Plan Sketches

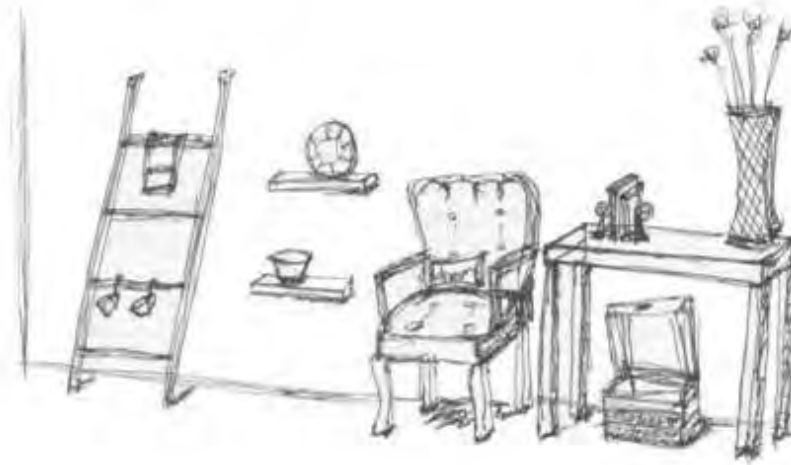




Allison Brantley – Home Goods – Preliminary Interior Quick Sketches



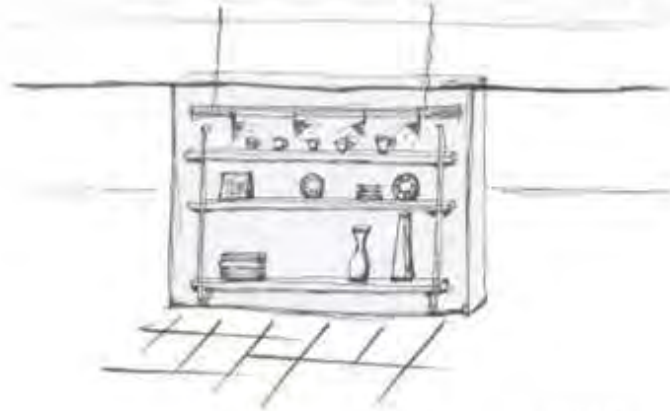
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SKETCH #2



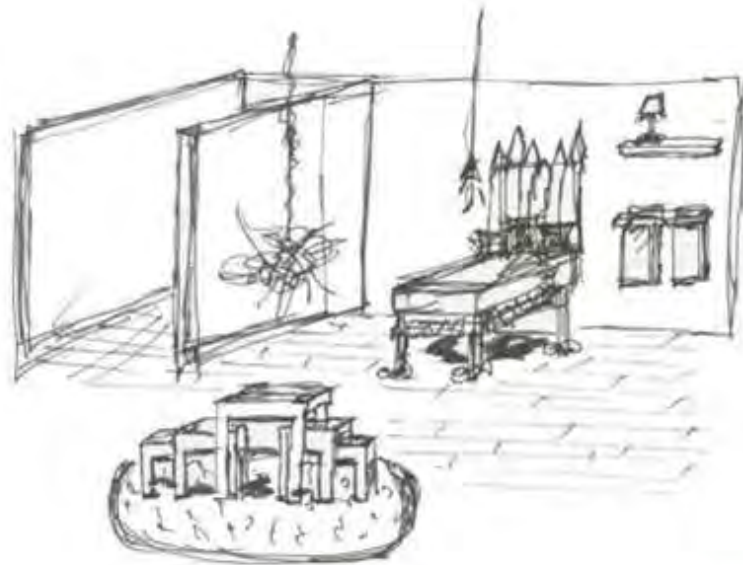
SKETCH #3



SKETCH #4



SKETCH #5



SKETCH #6

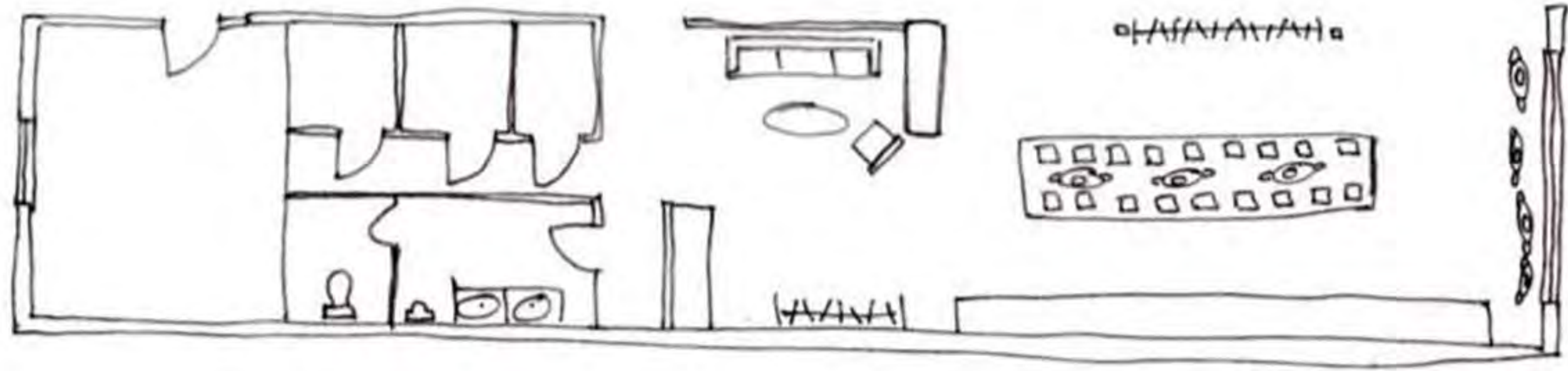
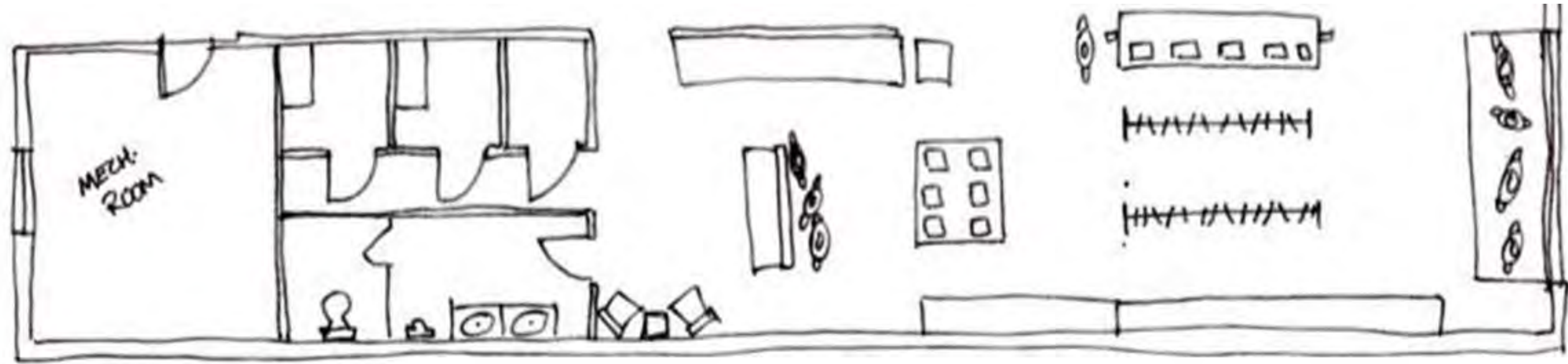


SKETCH #7



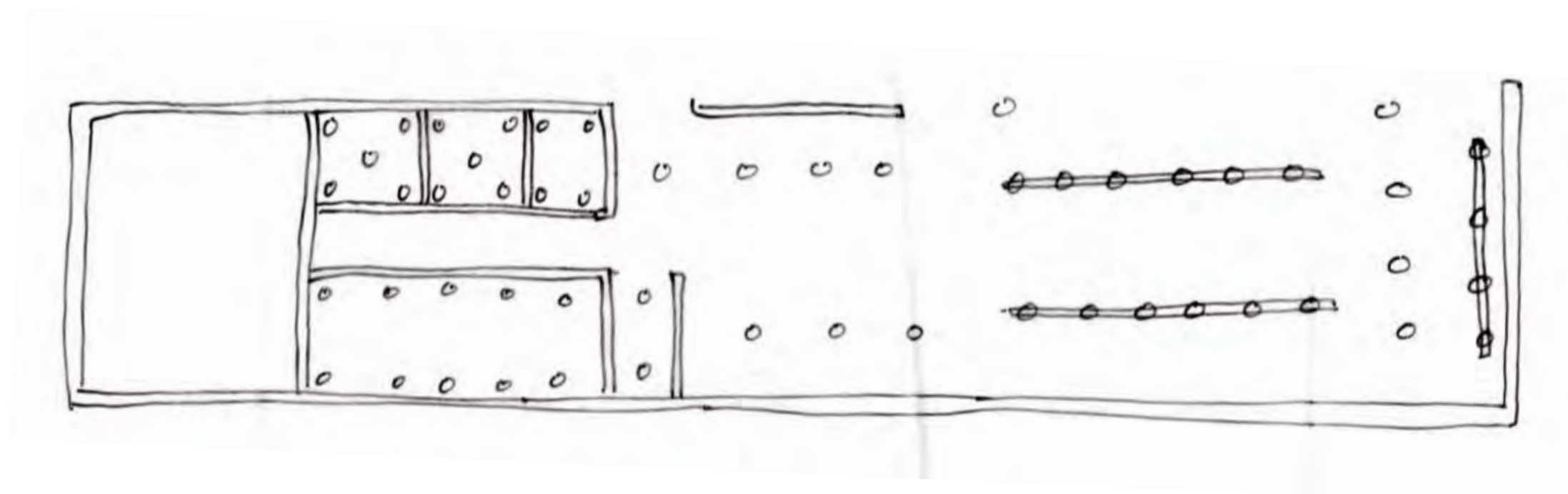
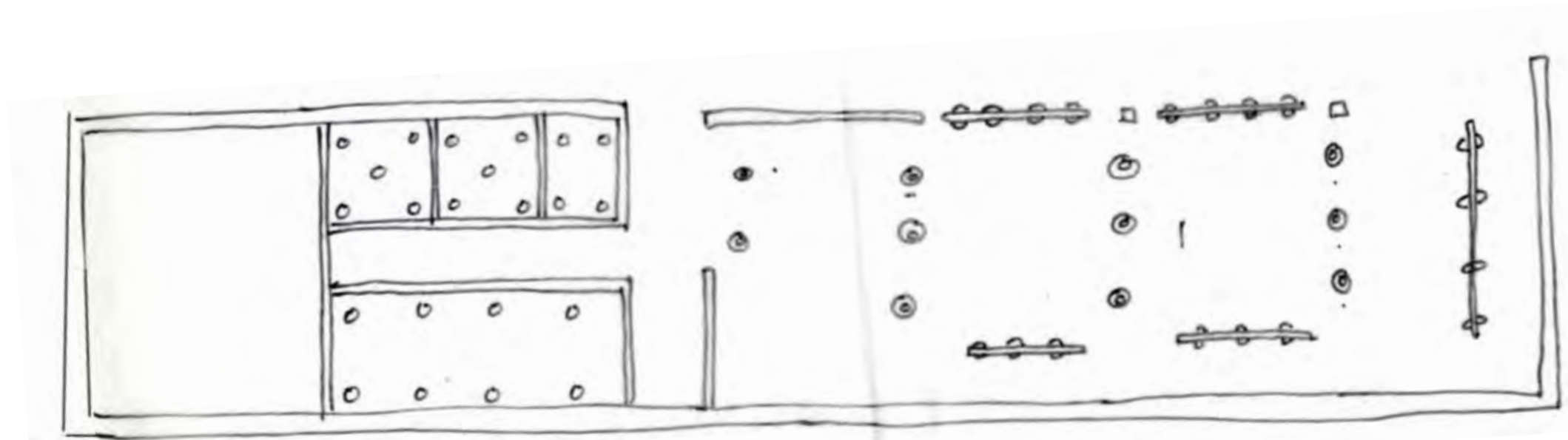
SKETCH #8

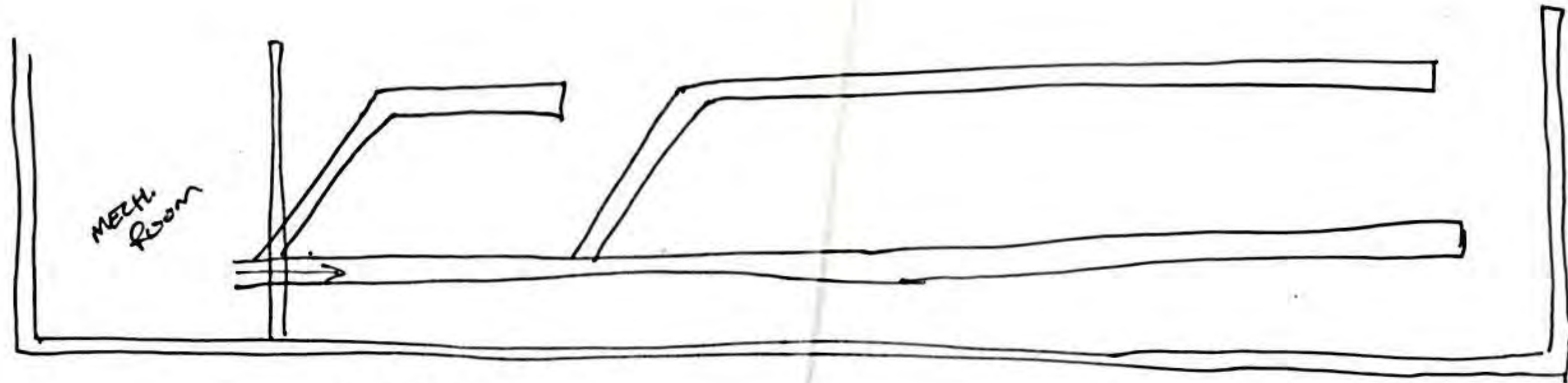
Garret Warrick – Men's Clothing – Spatial Plan Sketches



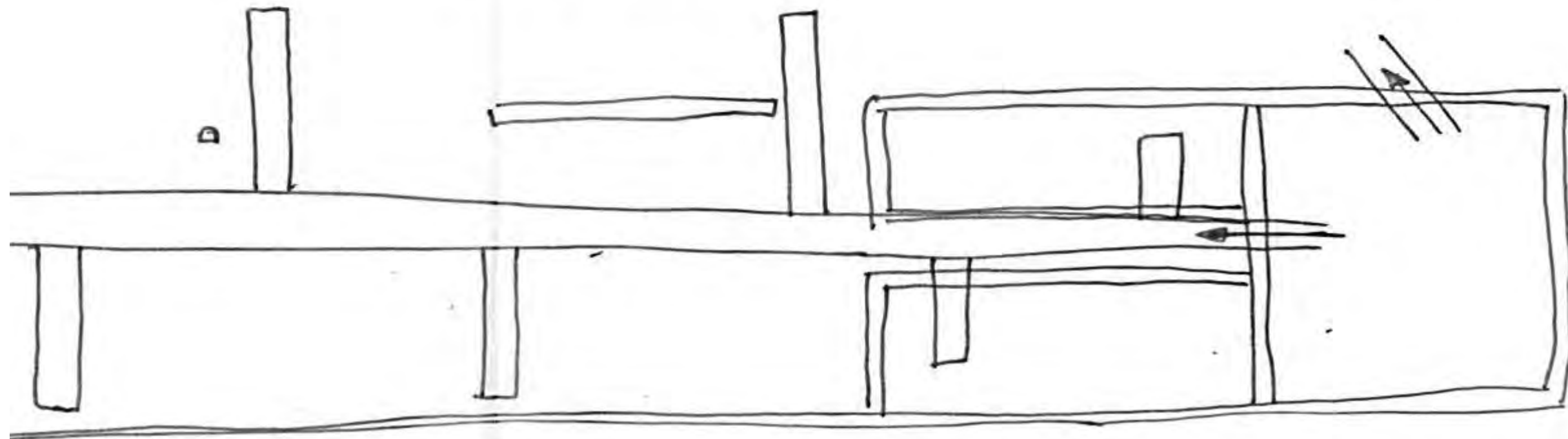


Garret Warrick – Men's Clothing – Reflected Ceiling Plan Sketches

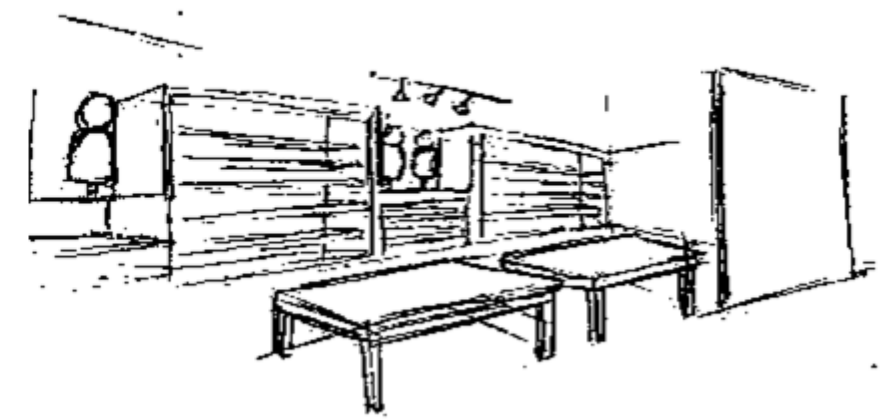
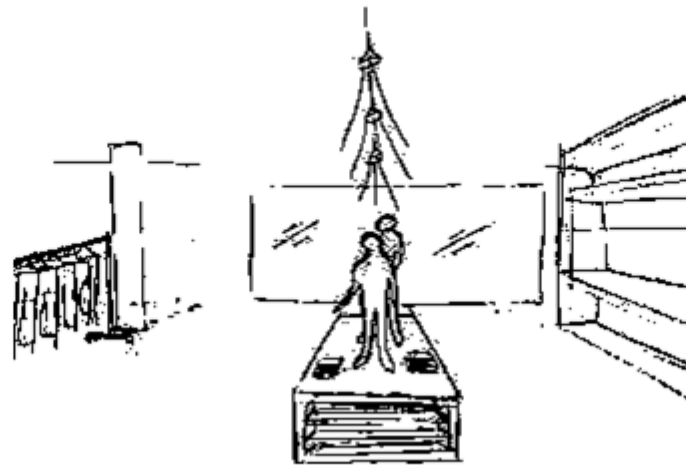
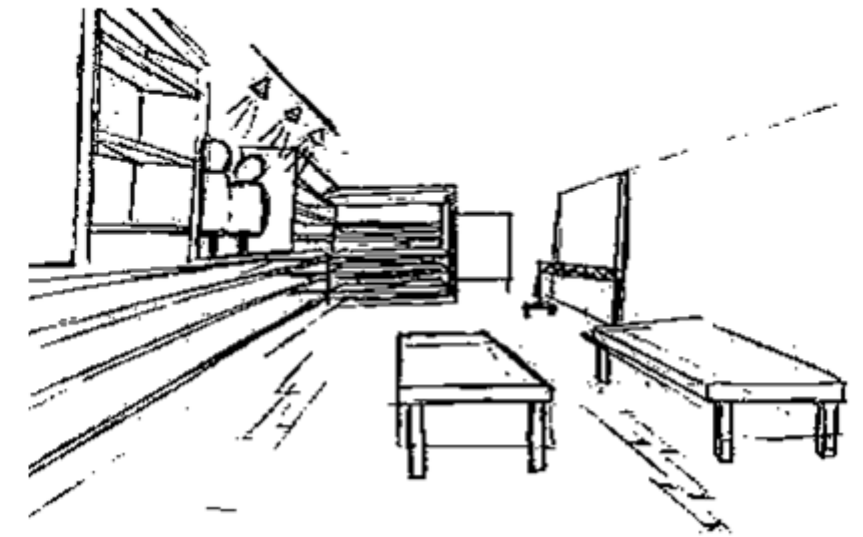
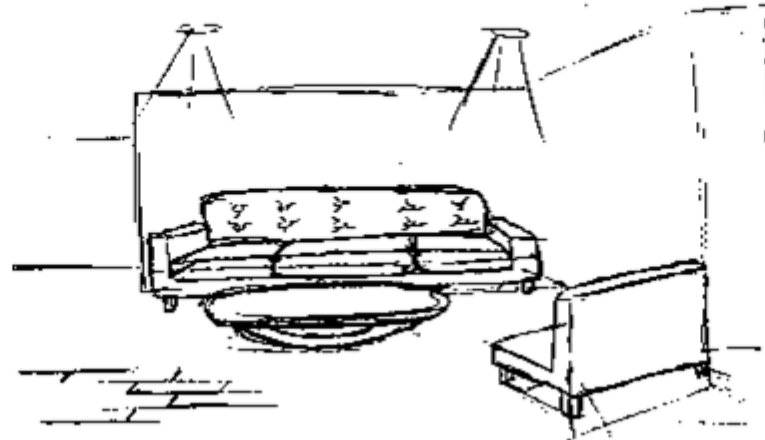
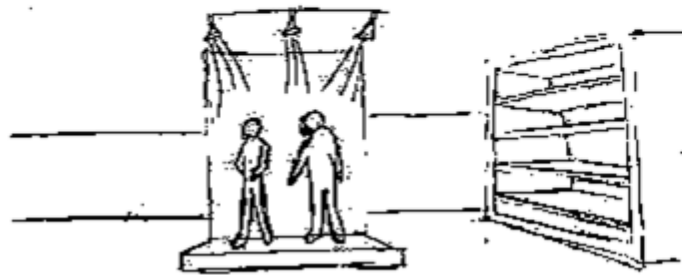
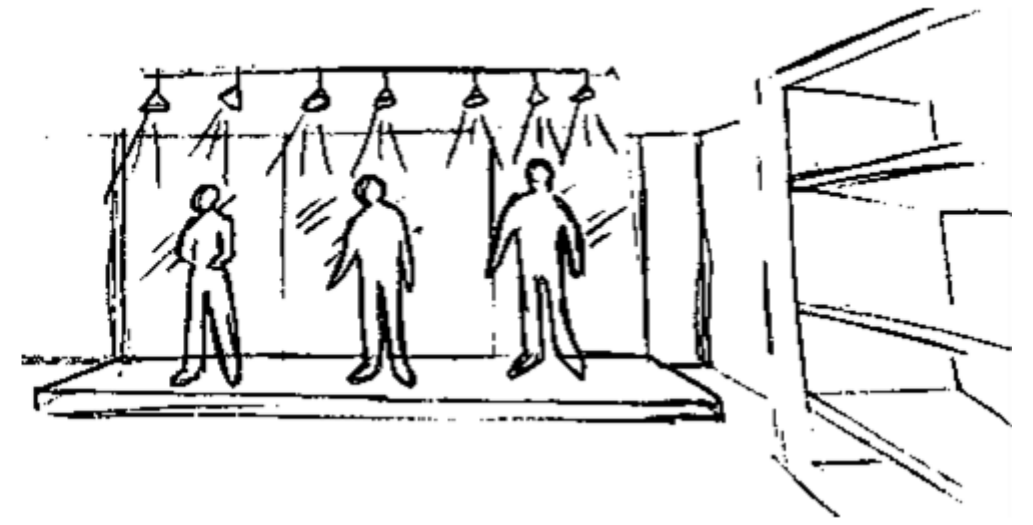
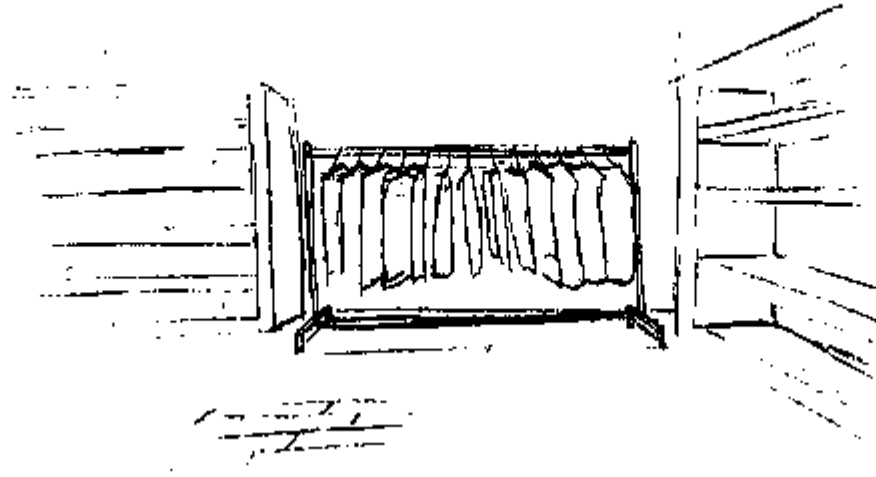
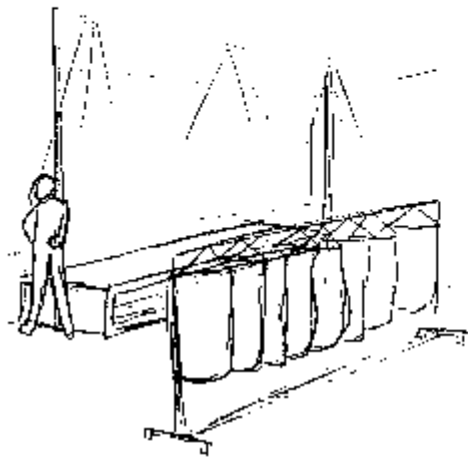




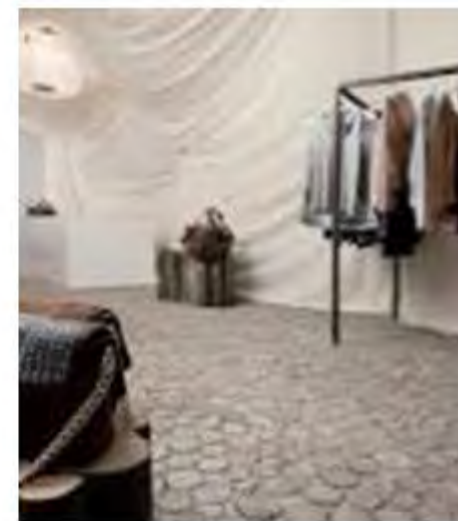
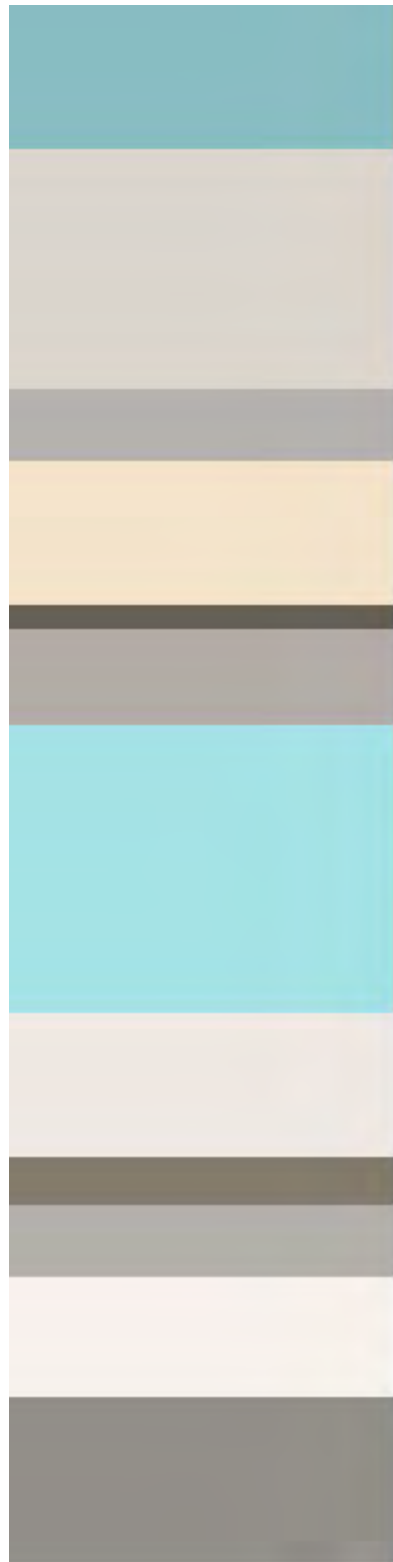
DROPPED  
CEILING RETURN



Garret Warrick – Men's Clothing – Preliminary Interior Quick Sketches

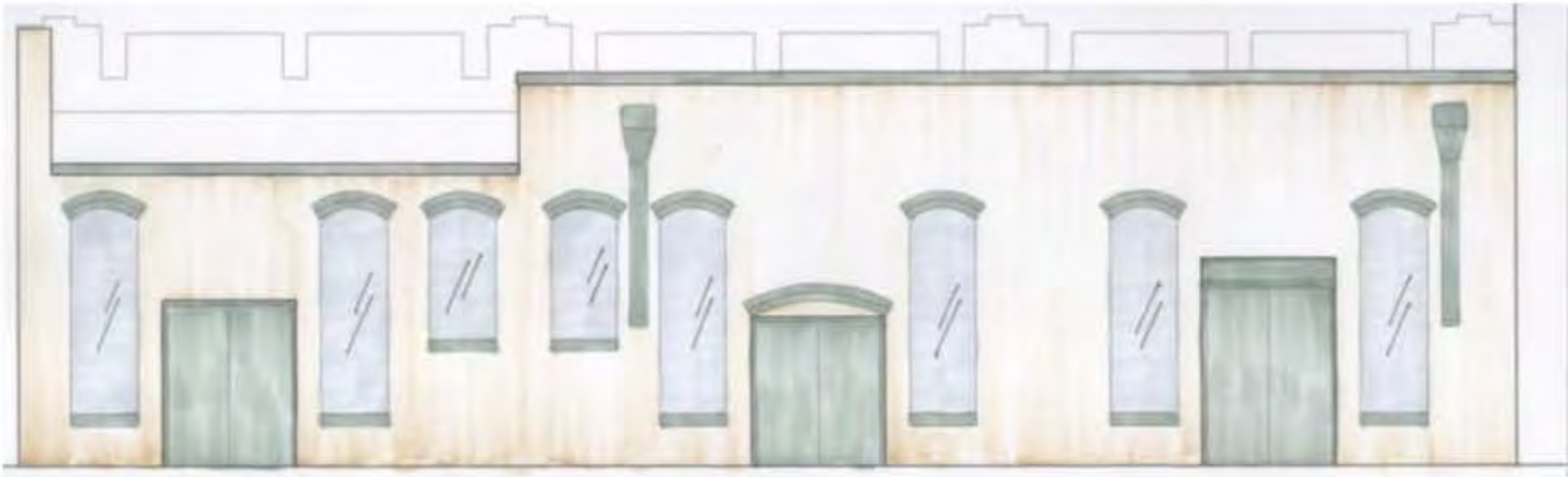


# Proposed Color Scheme

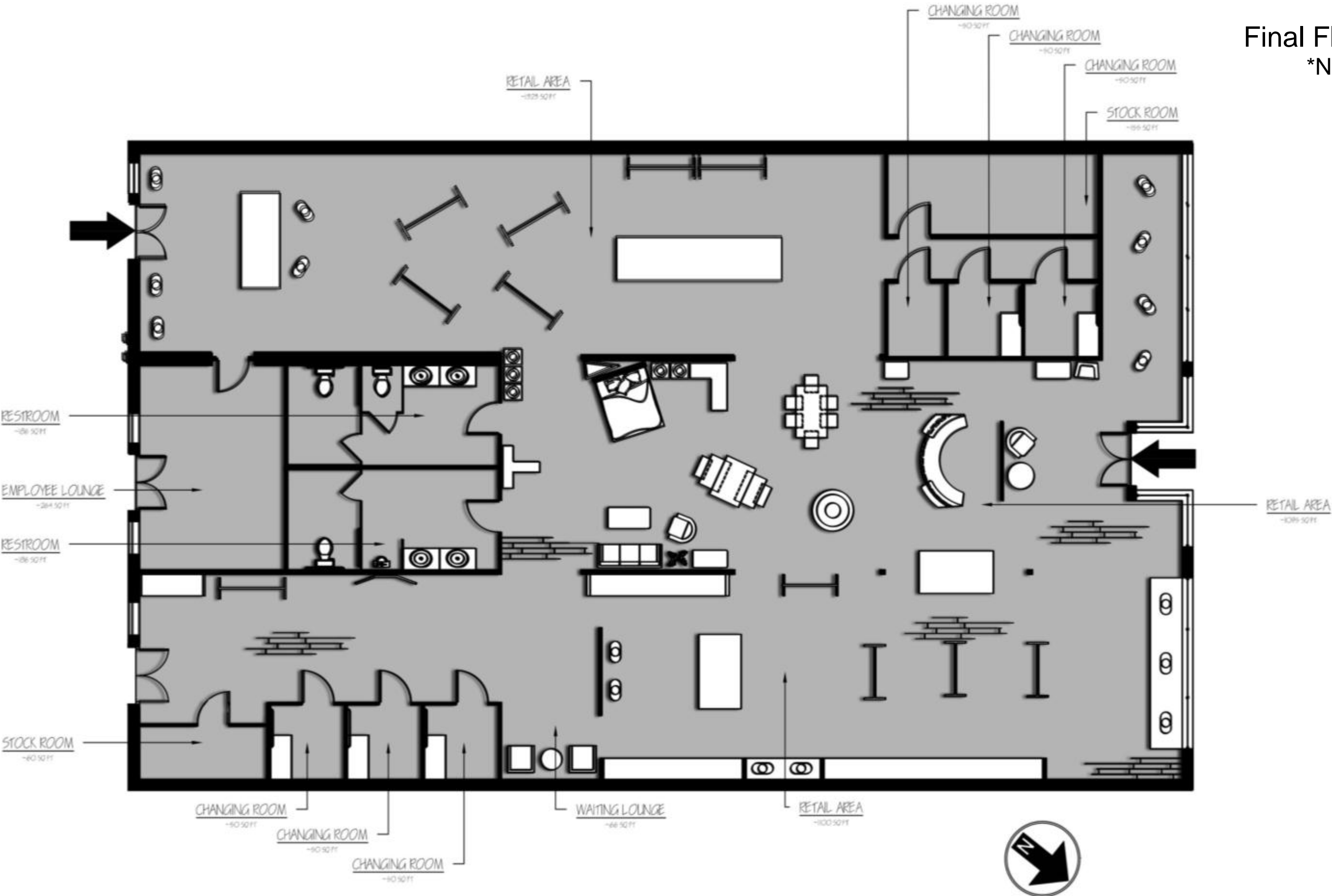


- Neutral background colors so merchandise will stand out
- Contrast between space and merchandise
- Neutral colored floors and walls
- Neutral colored hardware
- Pop of accent color on accent wall
- Relaxing accent color to promote a calming feel

703 Dickinson Avenue Exterior Elevations

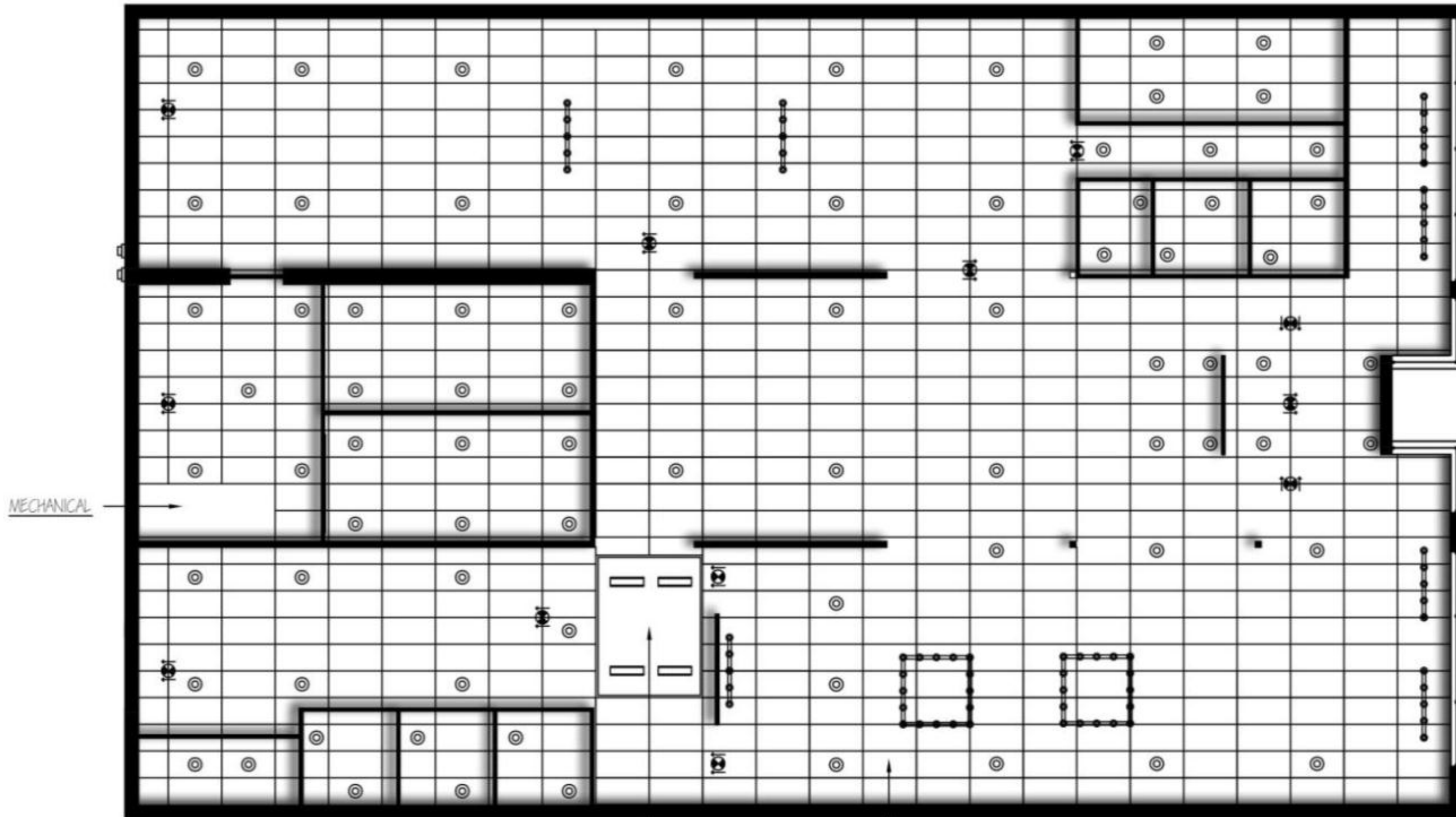


Final Floor Plan  
\*Not to Scale



# Final Reflected Ceiling Plan

\*Not to Scale



MECHANICAL →

↳ DROPPED CEILING

↳ UNIFORM CEILING HEIGHT

LIGHTING KEY	
⊙	RECESSED LIGHT
—●—●—●—●—	ADJUSTABLE TRACK LIGHTING
▭	PENDANT LIGHT



East/West Section Cut  
\*Not to Scale

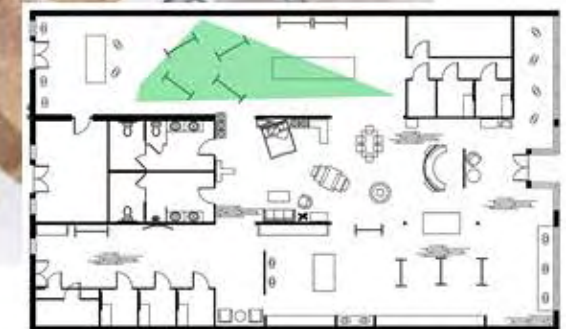
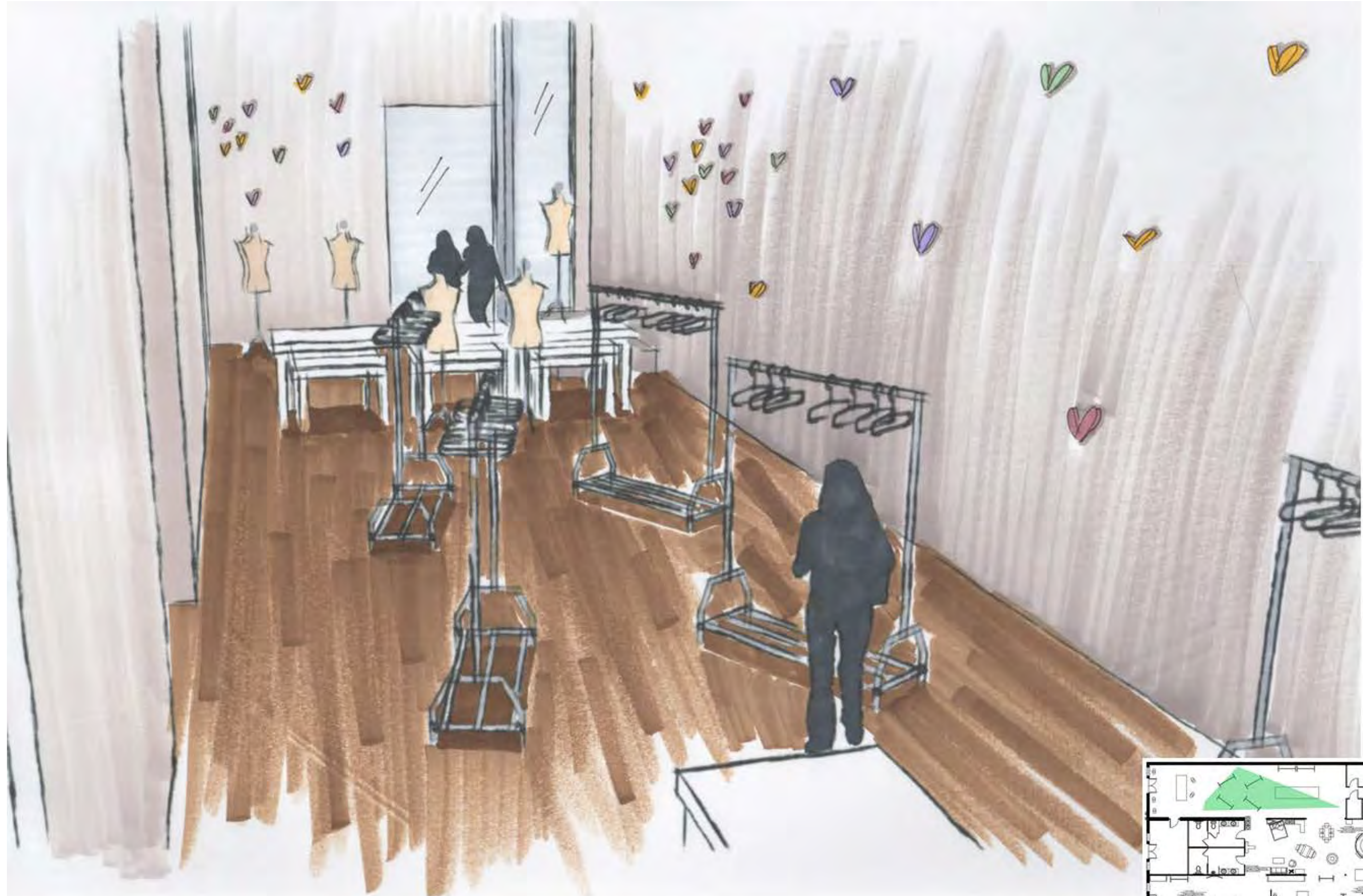




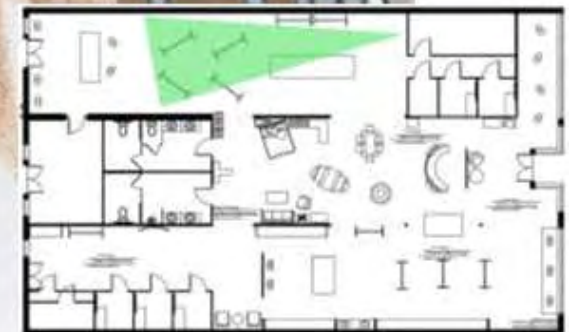
Clare Glower – Women's Clothing – Final Rendered Perspectives



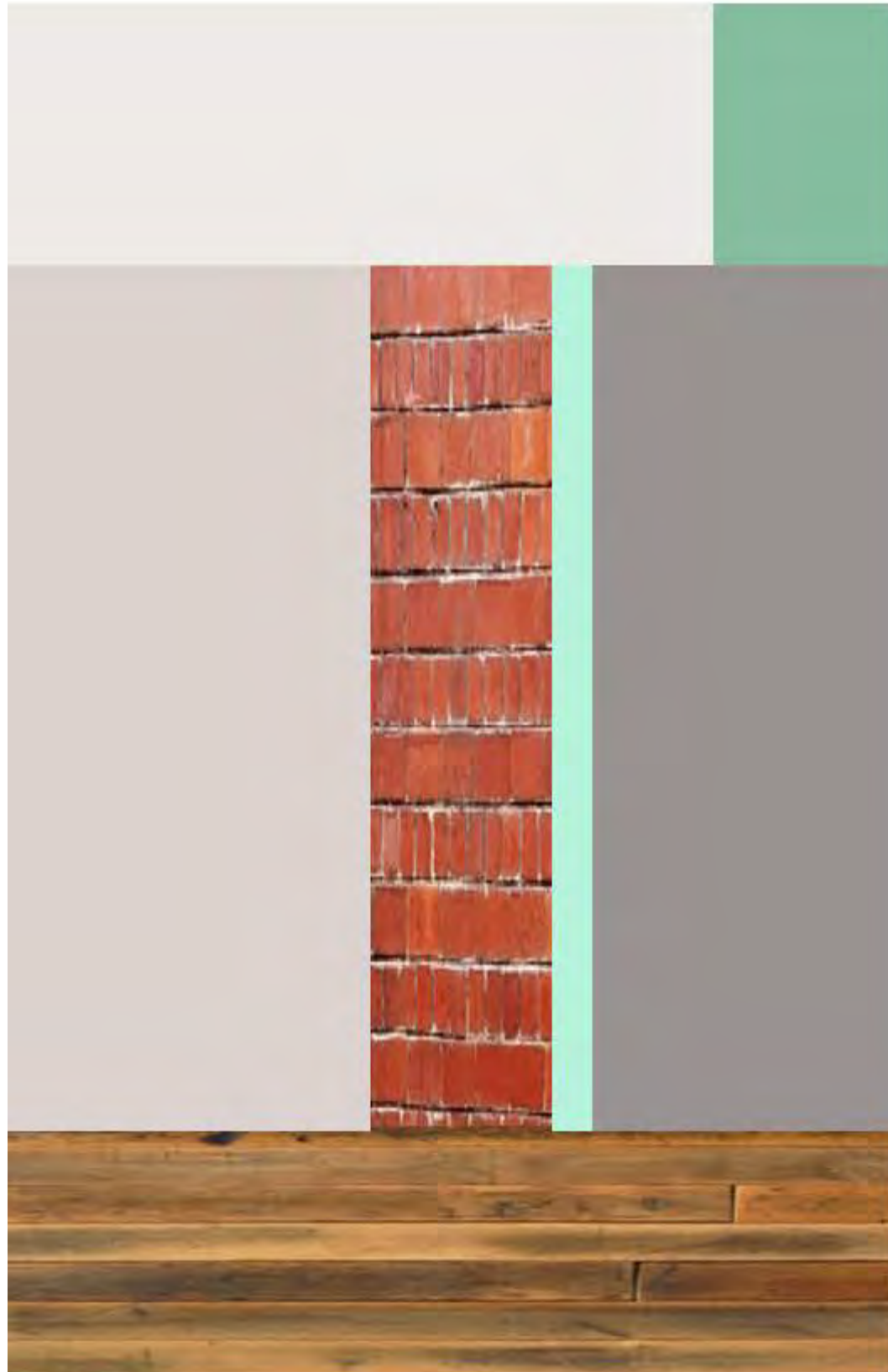
# Women's Clothing – Final Rendered Perspectives



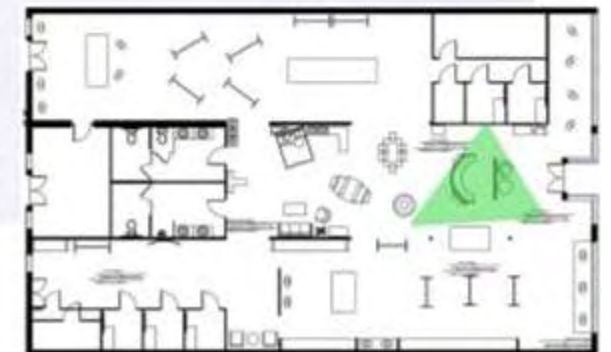
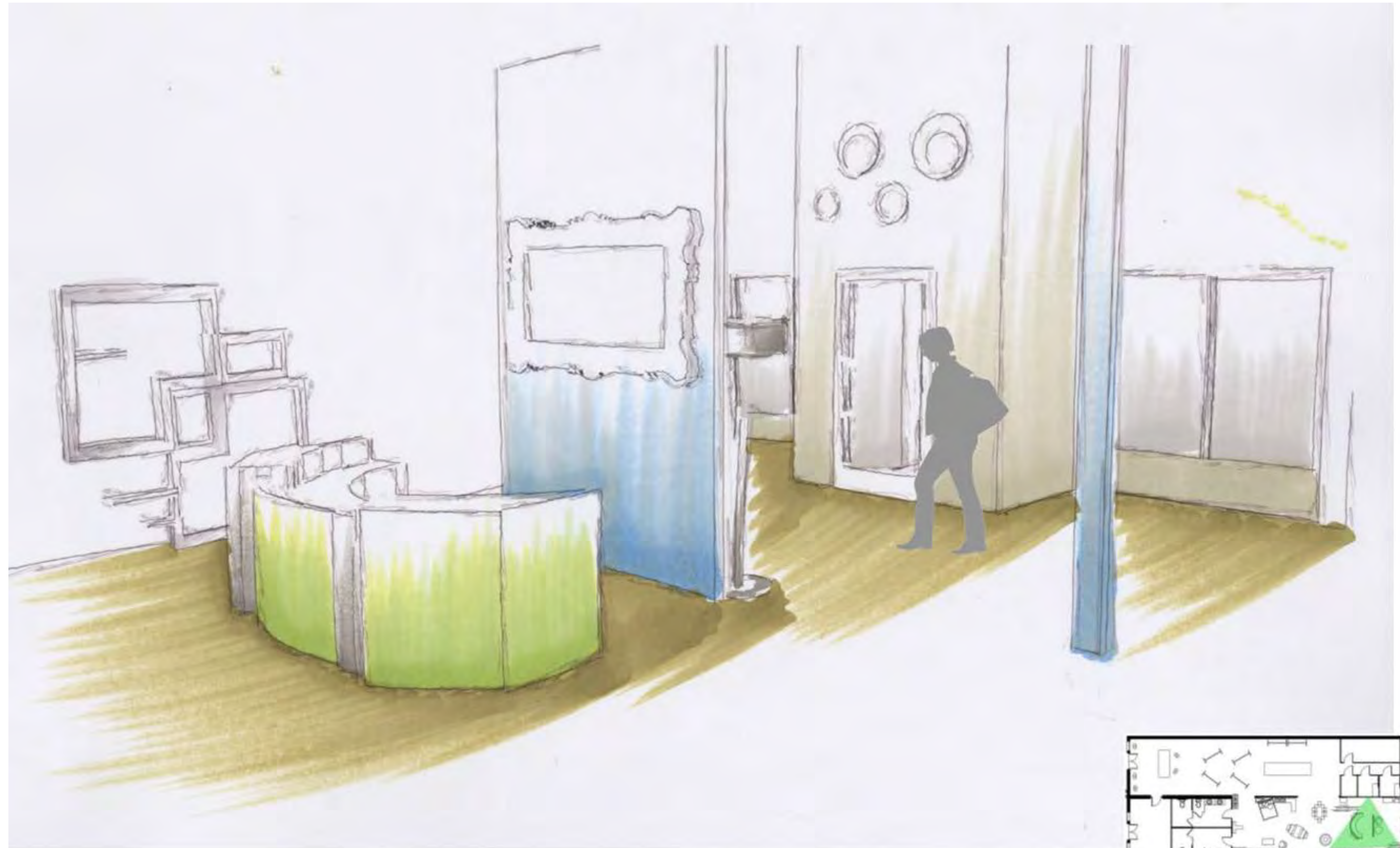
# Women's Clothing – Final Rendered Perspectives



# Furniture, Finishes and Fixtures Women's Clothing



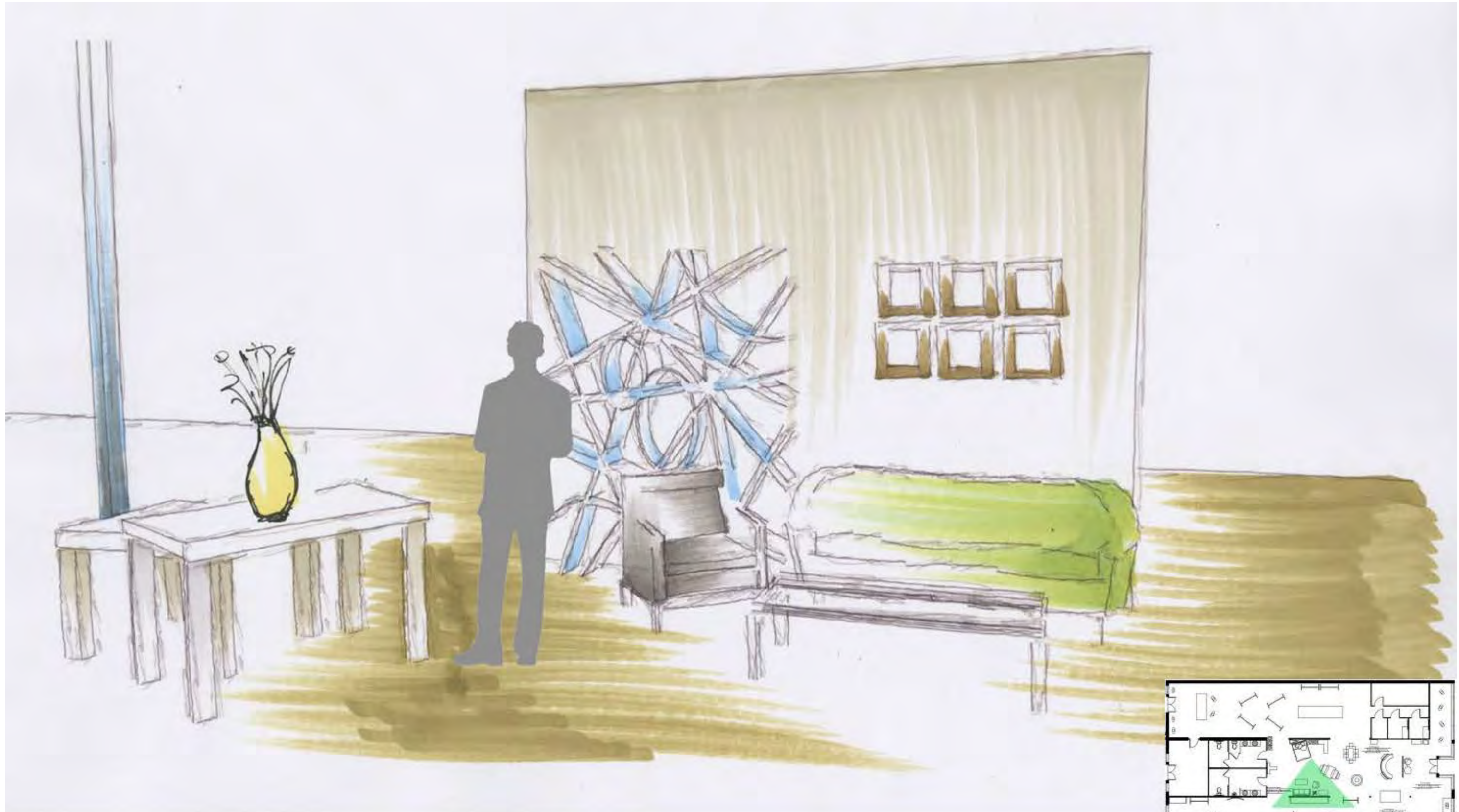
Allison Brantley – Home Goods – Final Rendered Perspectives



# Home Goods – Final Rendered Perspectives



# Home Goods – Final Rendered Perspectives

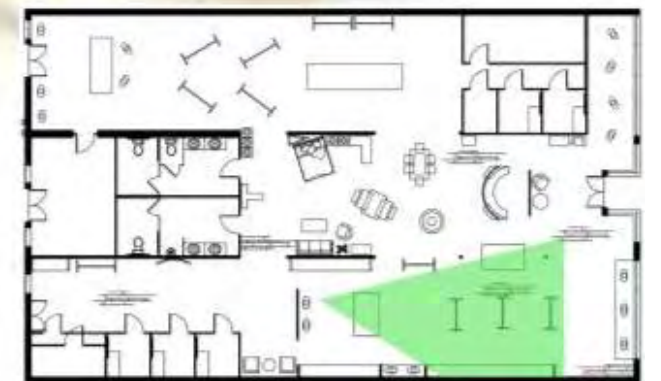


Furniture, Finishes and Fixtures Home Goods





# Garret Warrick – Men's Clothing – Final Rendered Perspectives



# Men's Clothing – Final Perspective



# Men's Clothing – Final Perspective



# Furniture, Fixtures and Finishes Men's Clothing

