

Pirate Gals

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RESEARCH: RETAIL DESIGN

- Most shops follow the open window concept
- Breaking a store into zones, can change the way customers browse and encourage them to pay more attention to specific items in each zone.
- Group items in sets of three because the average person naturally is drawn to this
- Place larger, darker items near the bottom, with items that are lighter and more colorful at the top.
- 90% of consumers turn right unconsciously upon entering a store, therefore, adding a “power wall” makes a good impression on customers



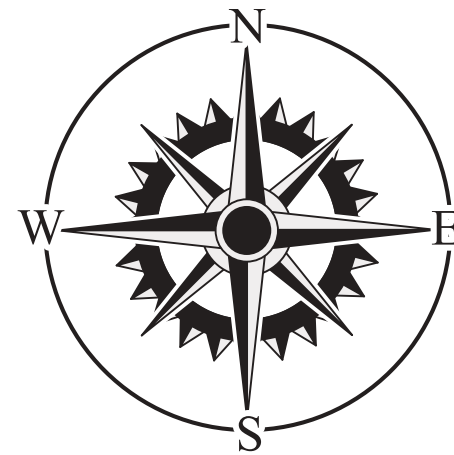
RESEARCH: RETAIL FIXTURES

- Body forms and mannequins bring fashion to life in a small selling space.
- The dump bin is a classic in the retail space. Perfect for promotional or clearance items, and smaller products that will draw in customers when placed near the front of the store.
- A corner rack ties together several common store fixtures to create an attractive and functional checkout area.
- Curved or standard wrap counters are used for storage, rather than display.
- A 4-way garment rack offers a traditional and economical way to display hanging clothing.



RESEARCH: RETAIL LOCATION

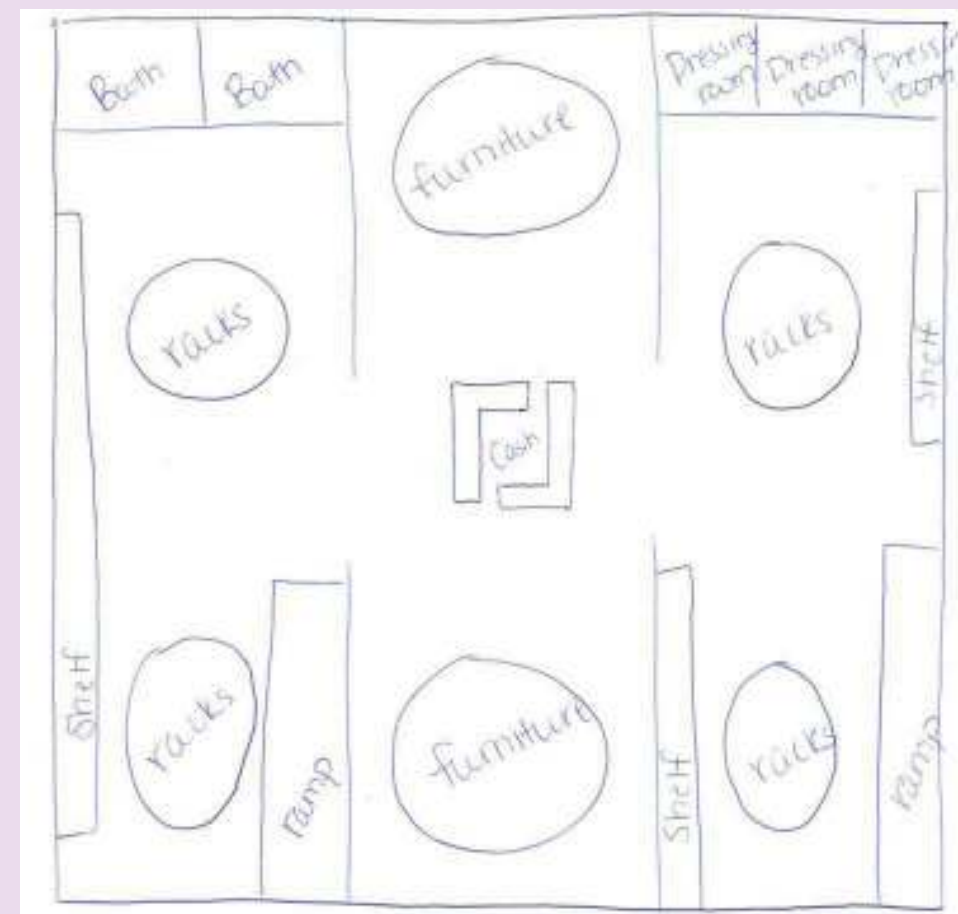
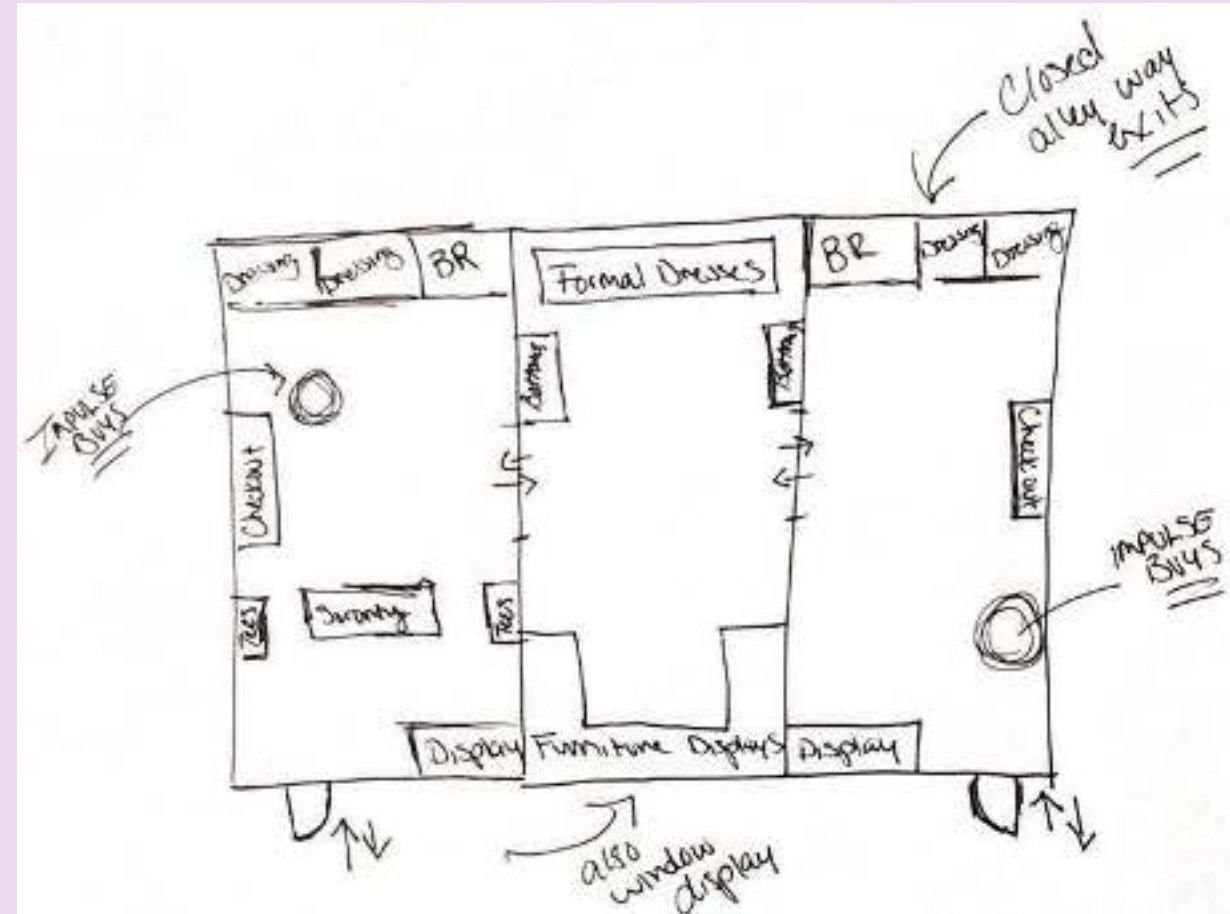
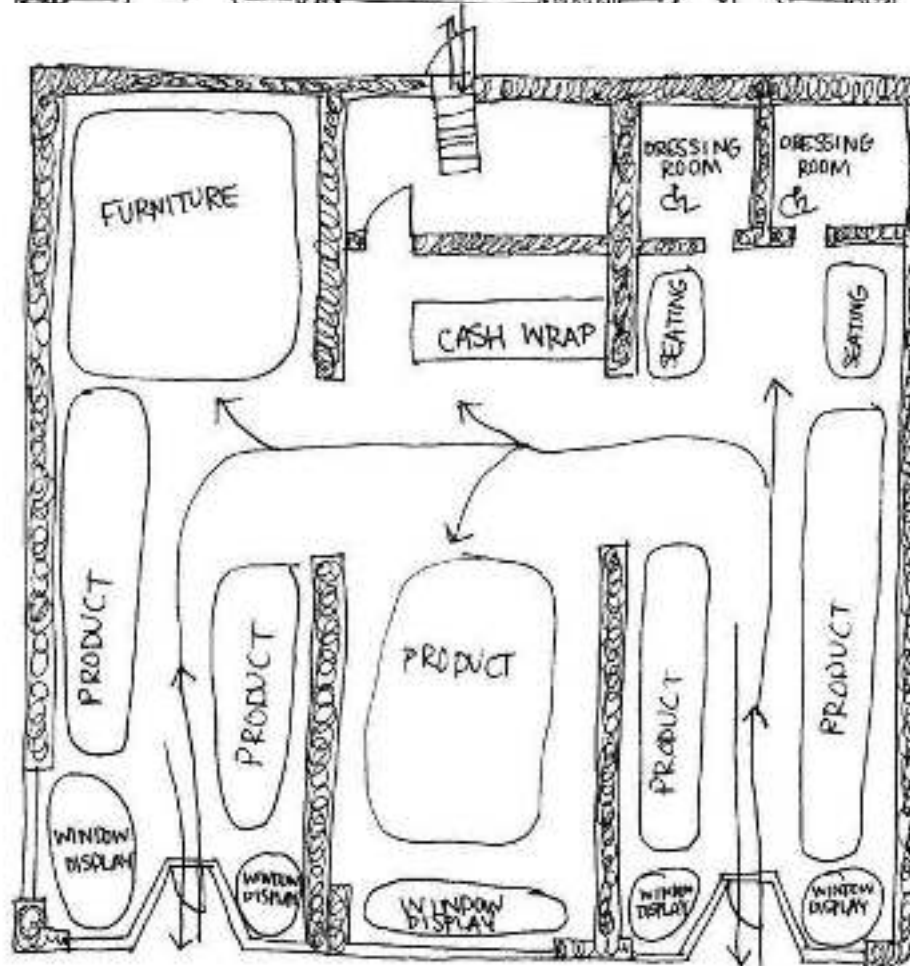
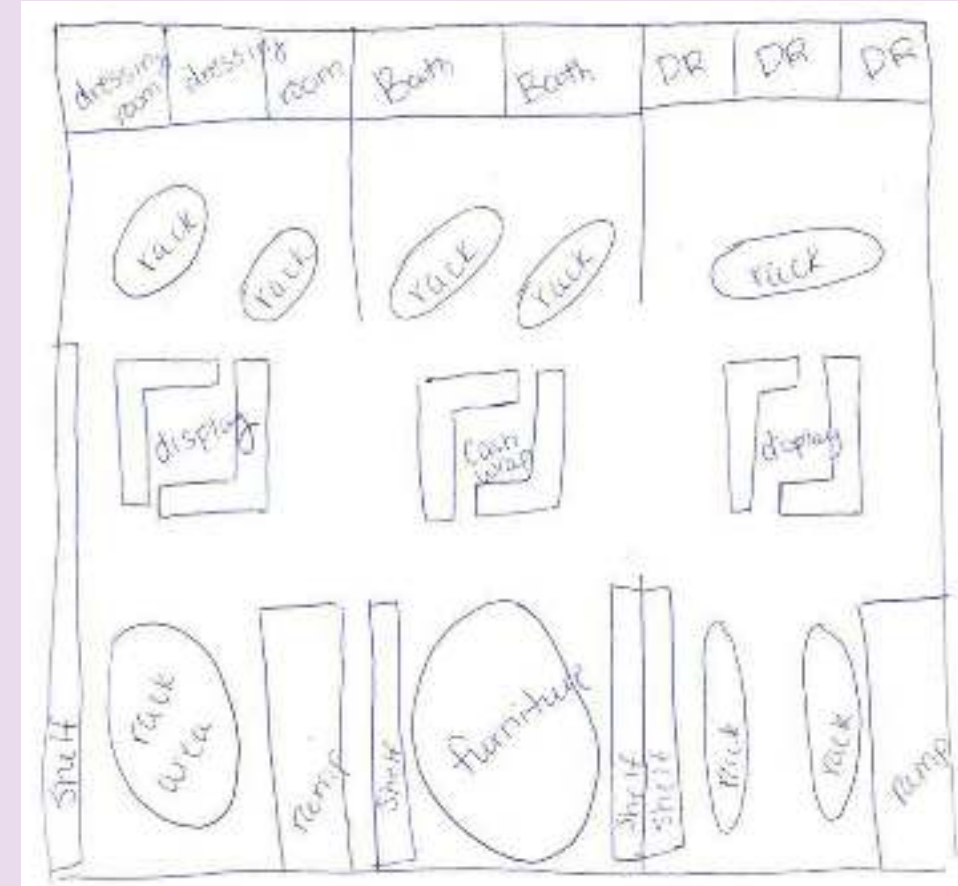
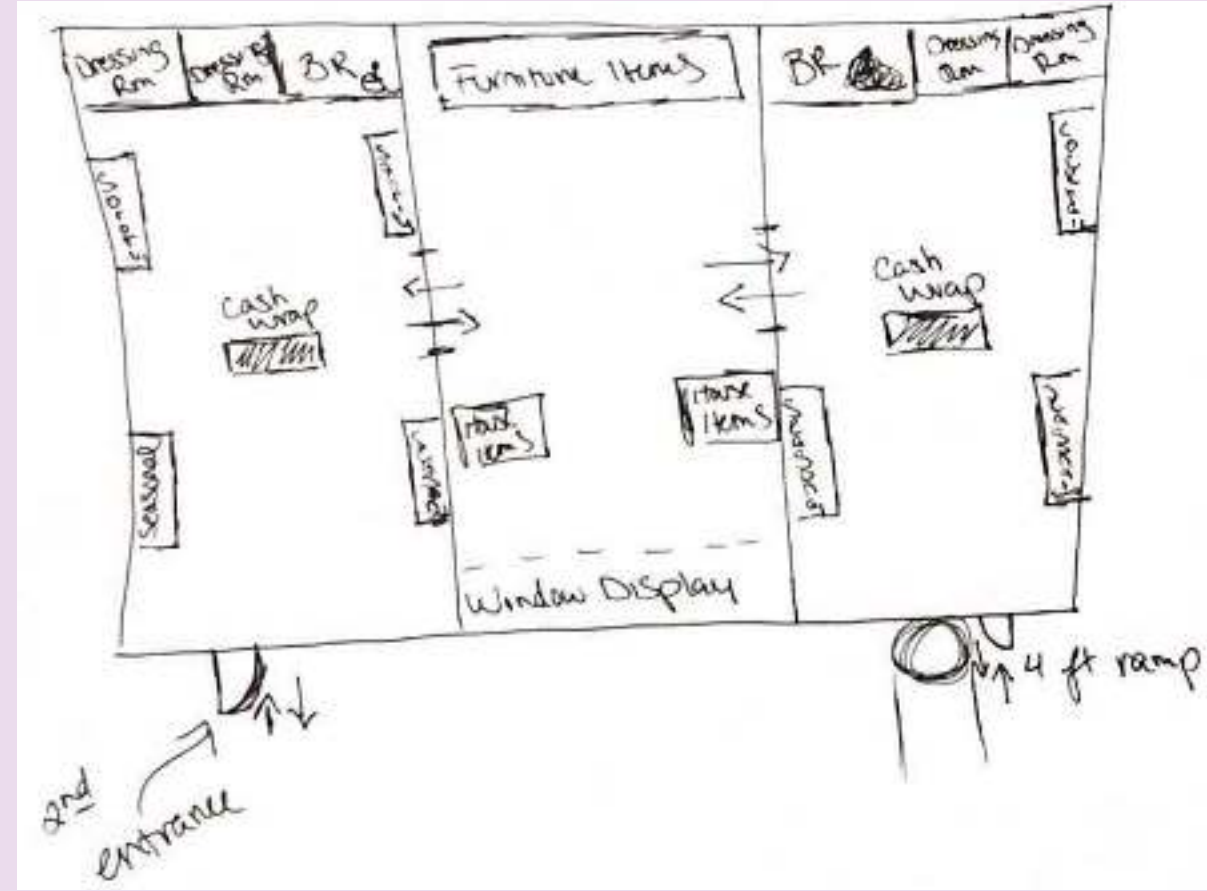
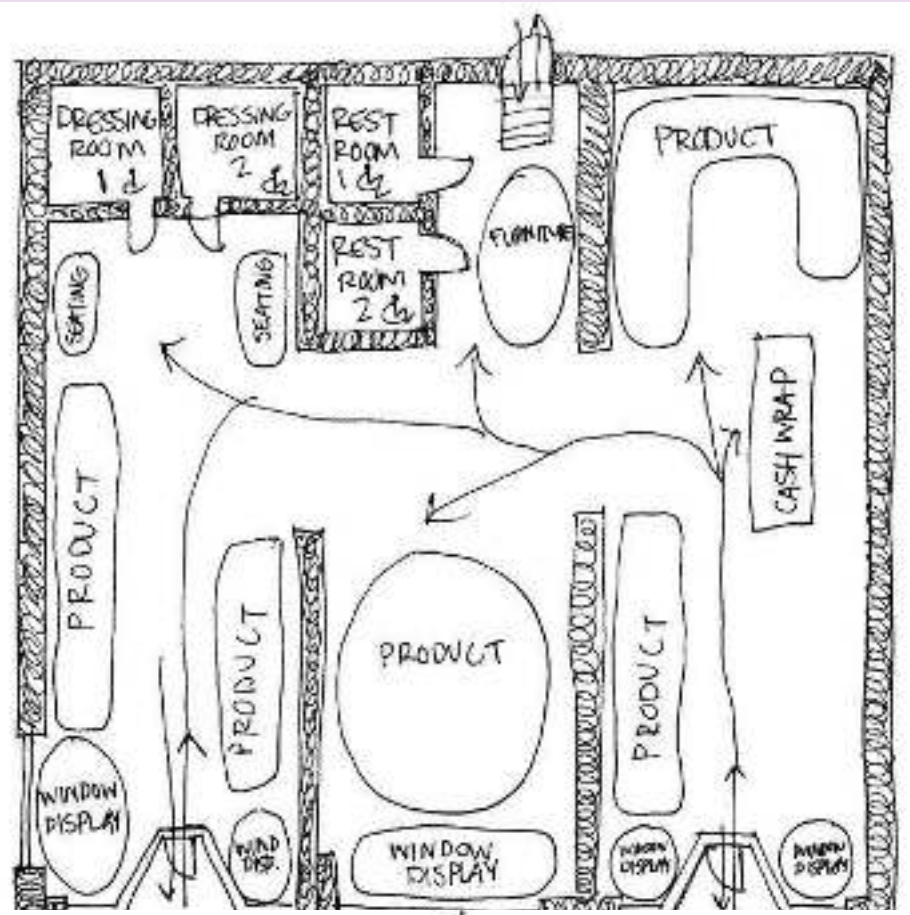
- Buildings are located on the corner of 5th Street and Cotanche in Uptown Greenville
- Currently a project on this location called "SuperBlock"
- This particular location offers tenants an inviting space for retail and office space outside the border of East Carolina University and right in the central point of Uptown Greenville.
- The ongoing restoration of other locations near this, including this location was done by Rehab Builders Inc. and Rehab Engineers Inc. with the architectural design by Dunn and Dalton of Kinston, North Carolina,
- Source: <https://www.communitysmith.com/5th-and-cotanche>



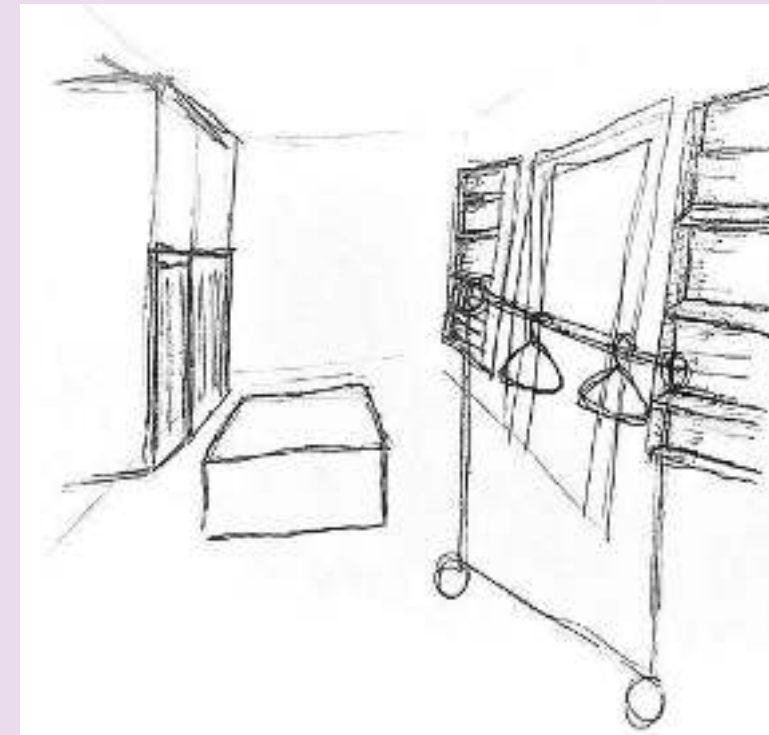
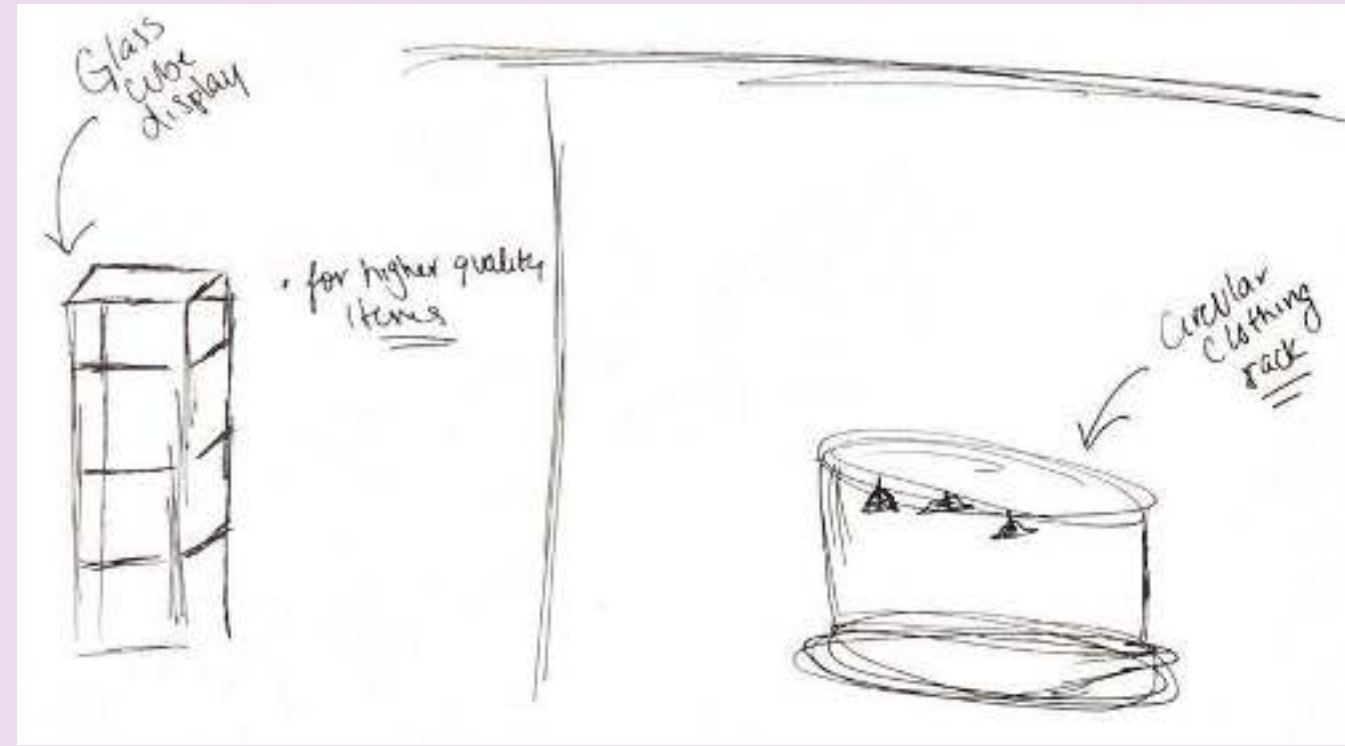
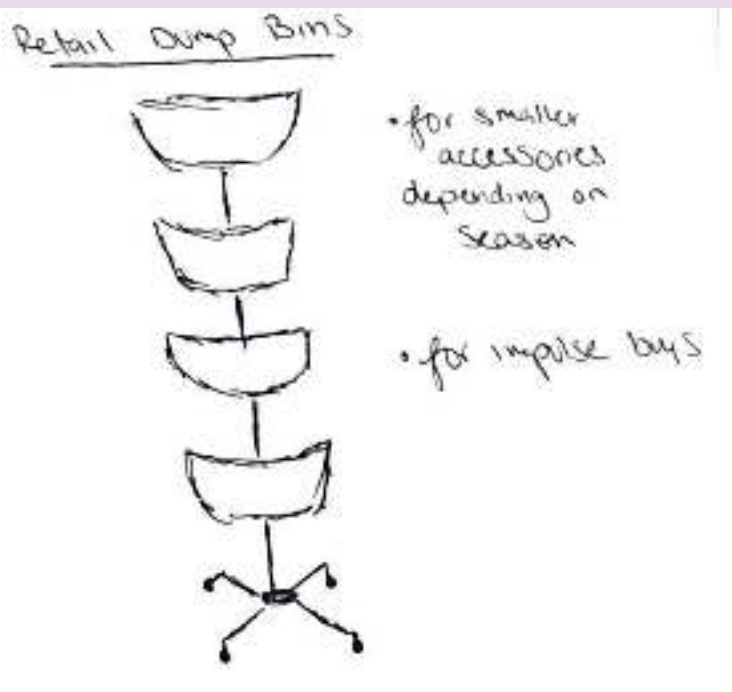
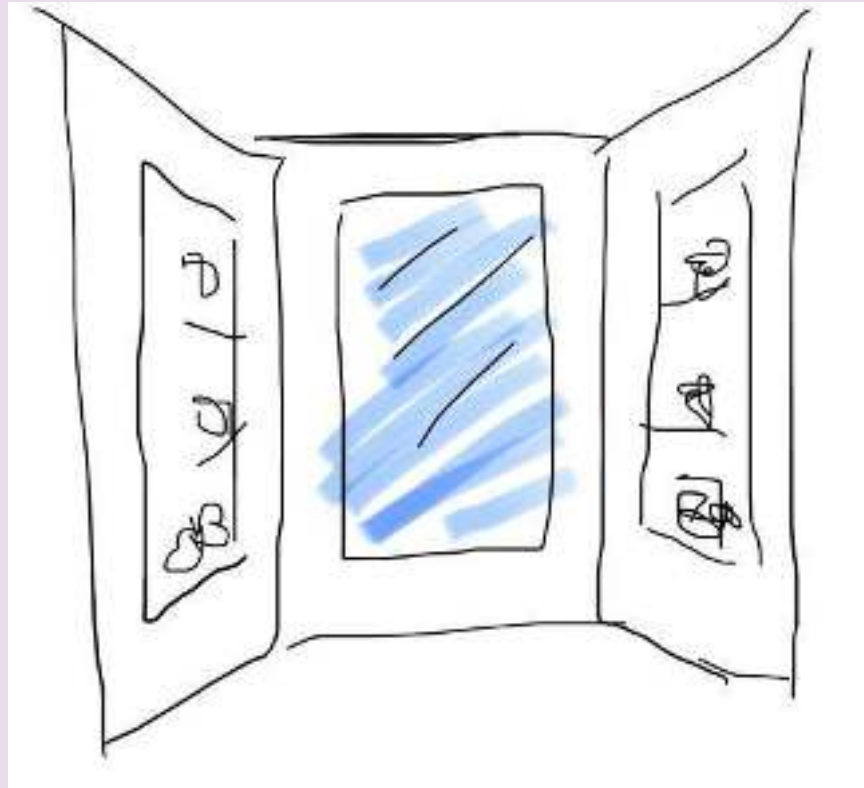
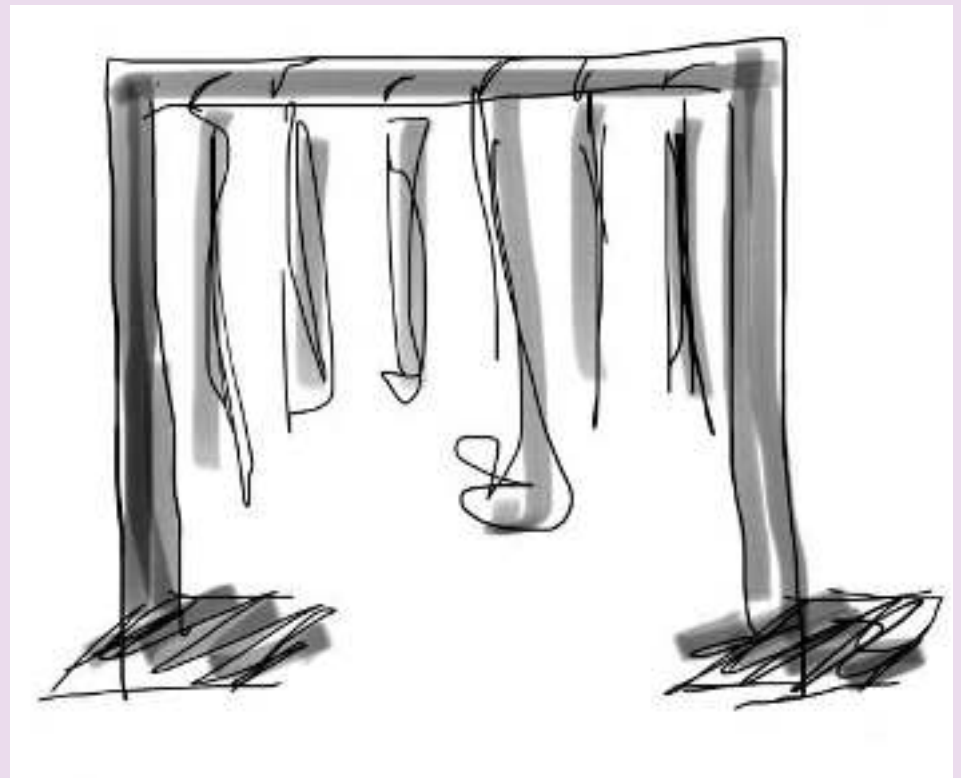
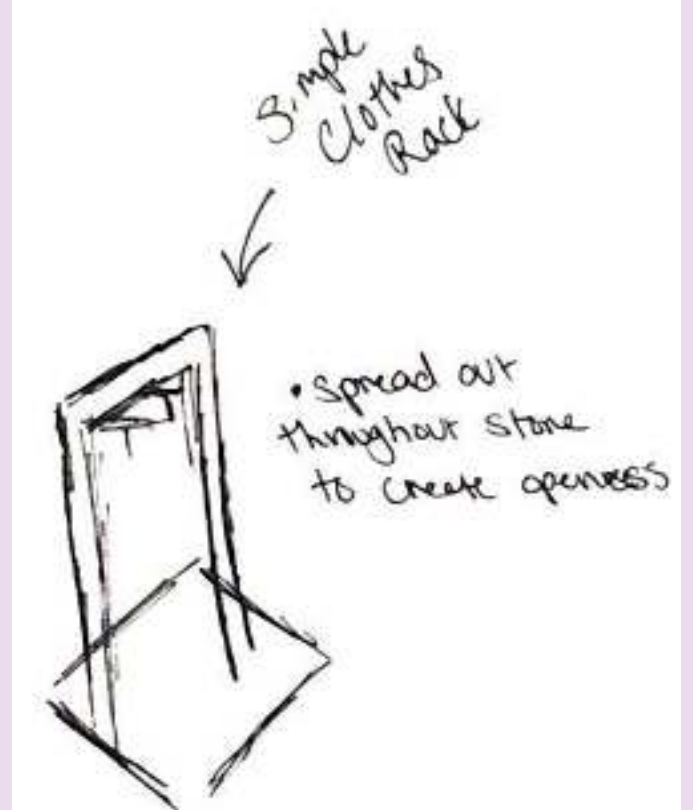
INSPIRATION IMAGES



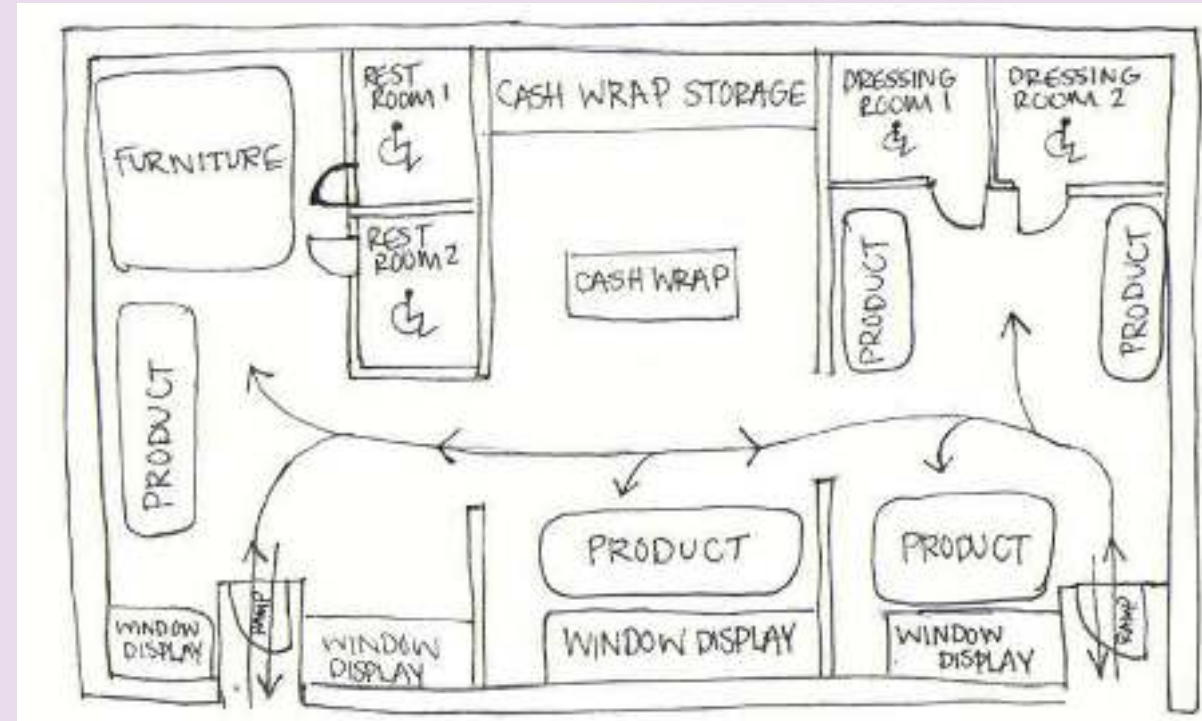
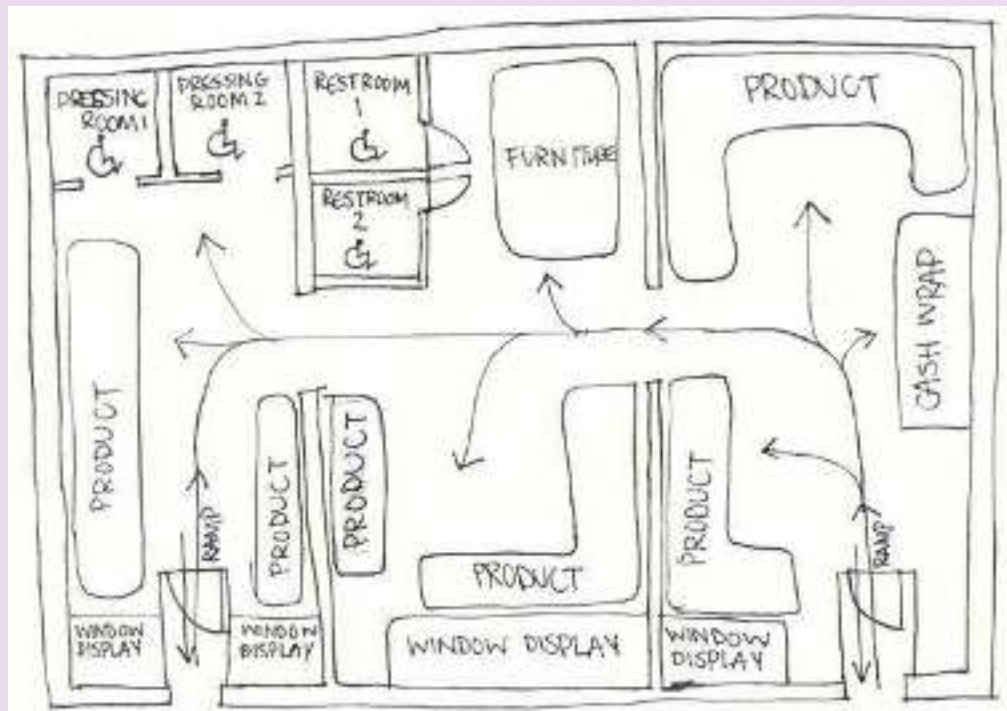
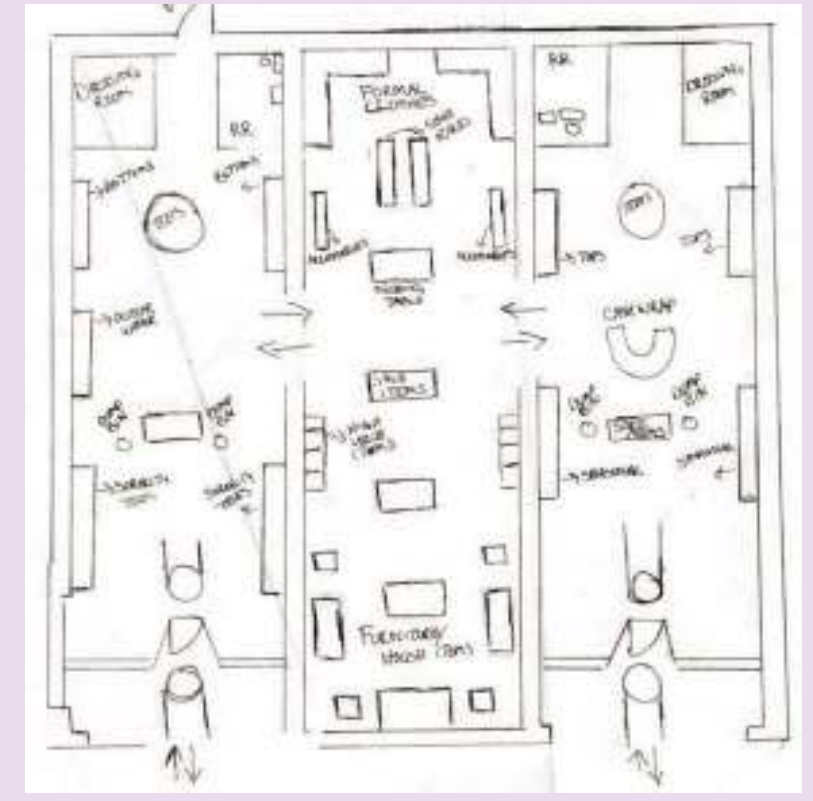
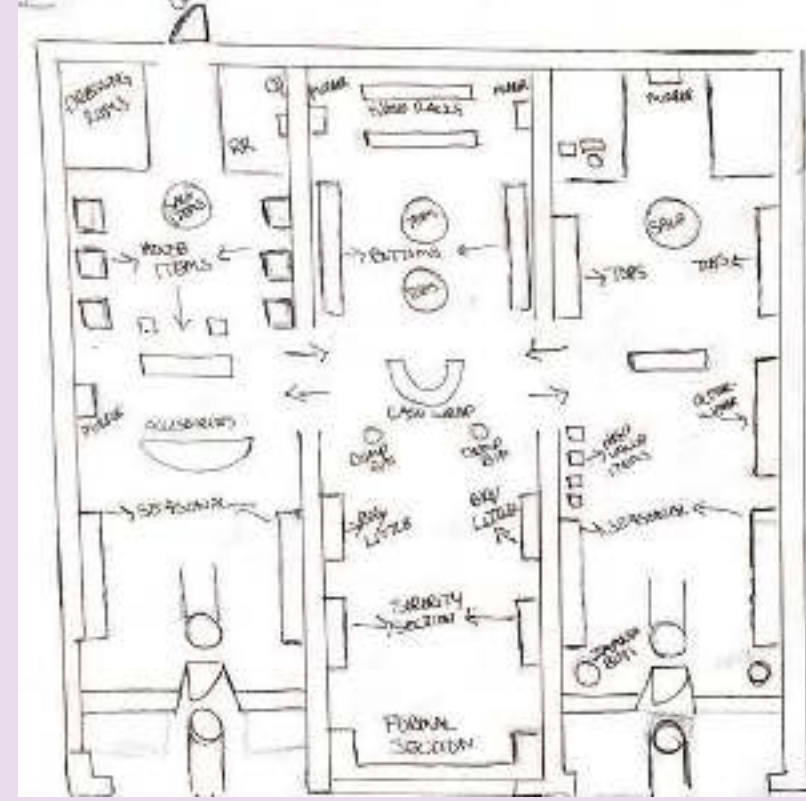
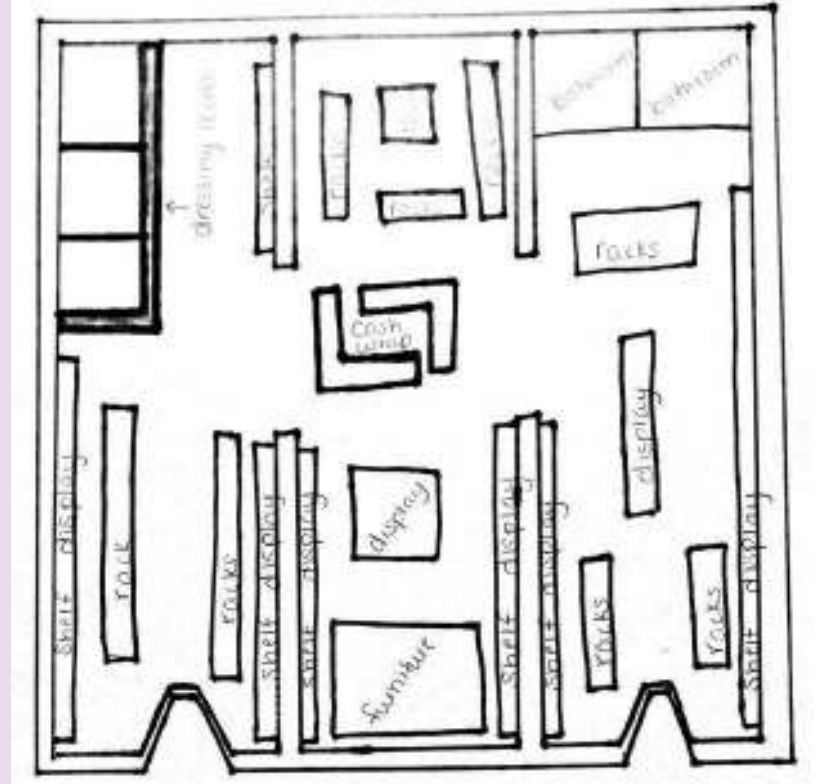
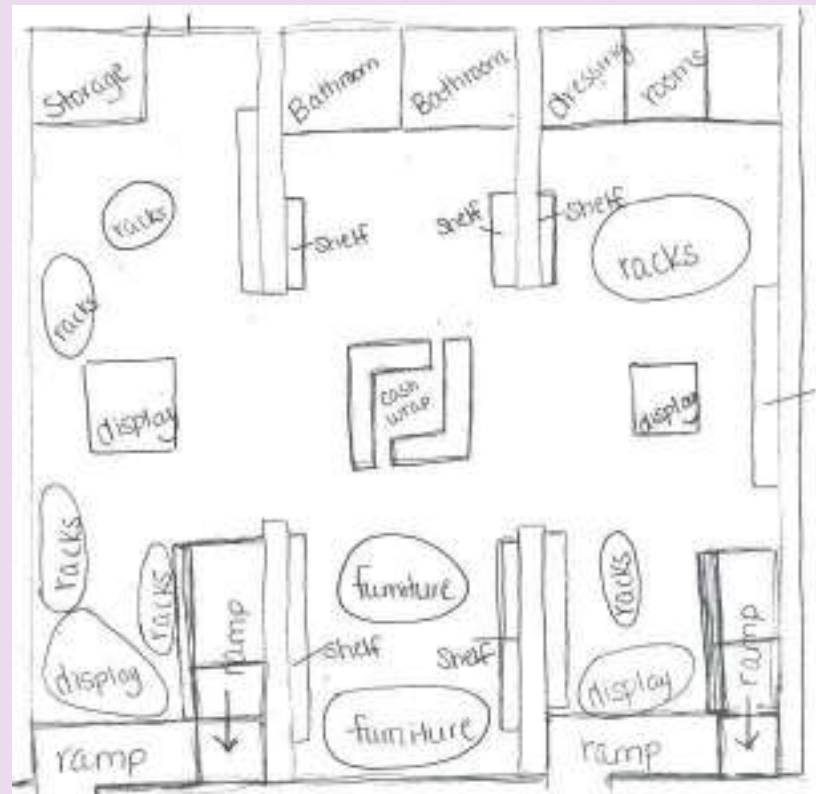
BLOCKING PLANS



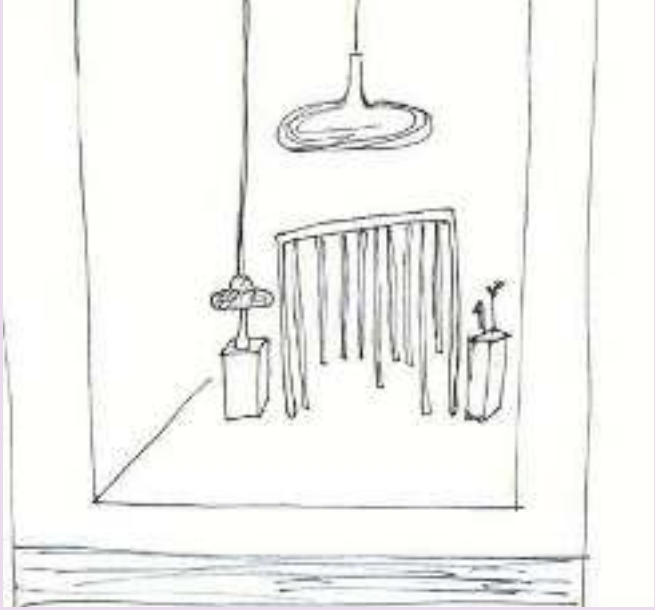
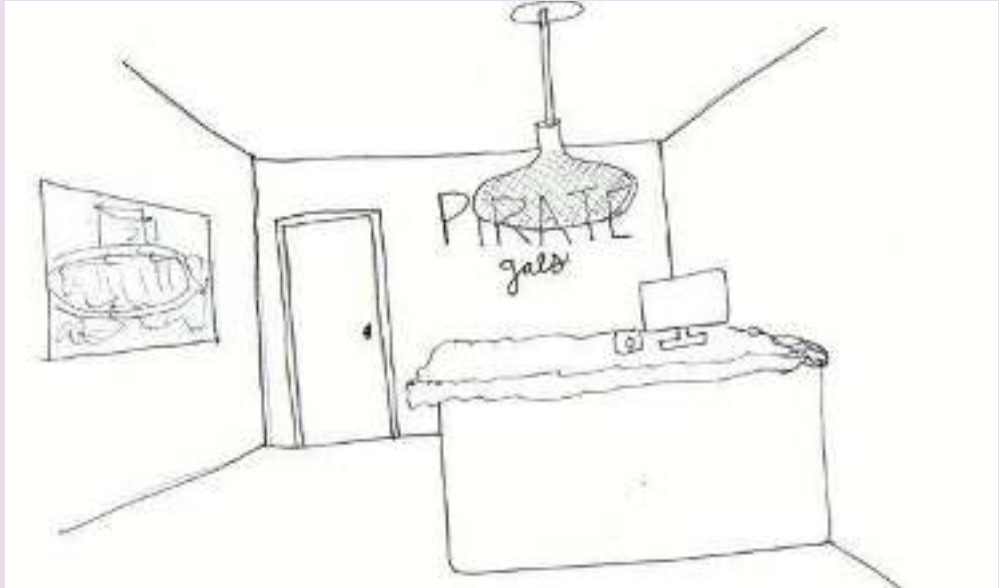
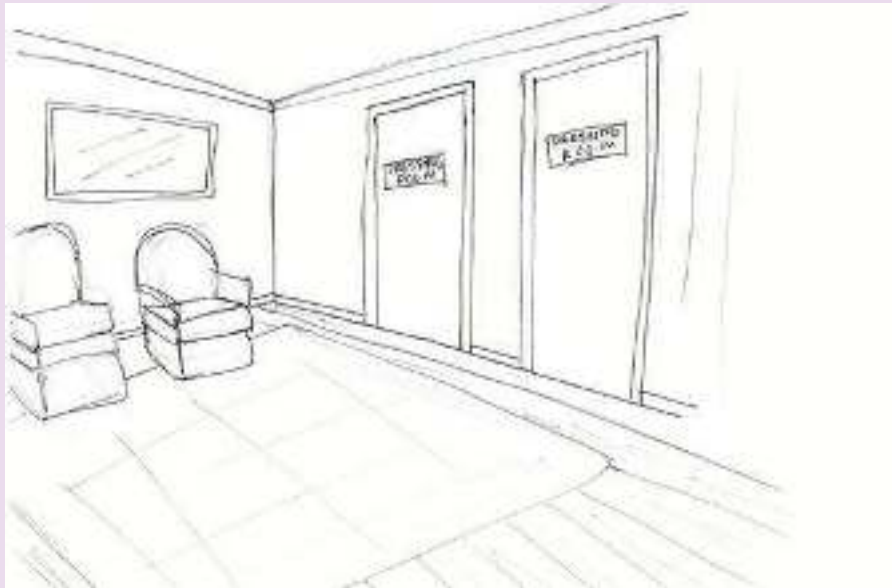
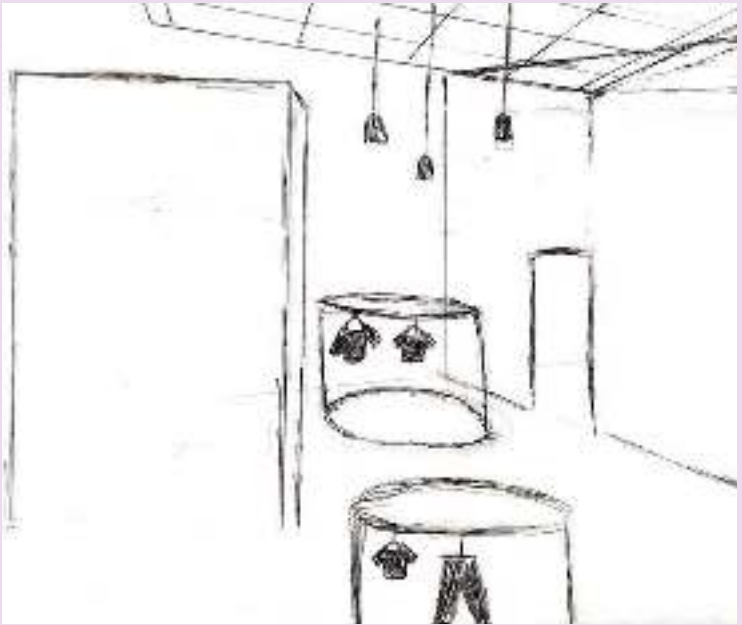
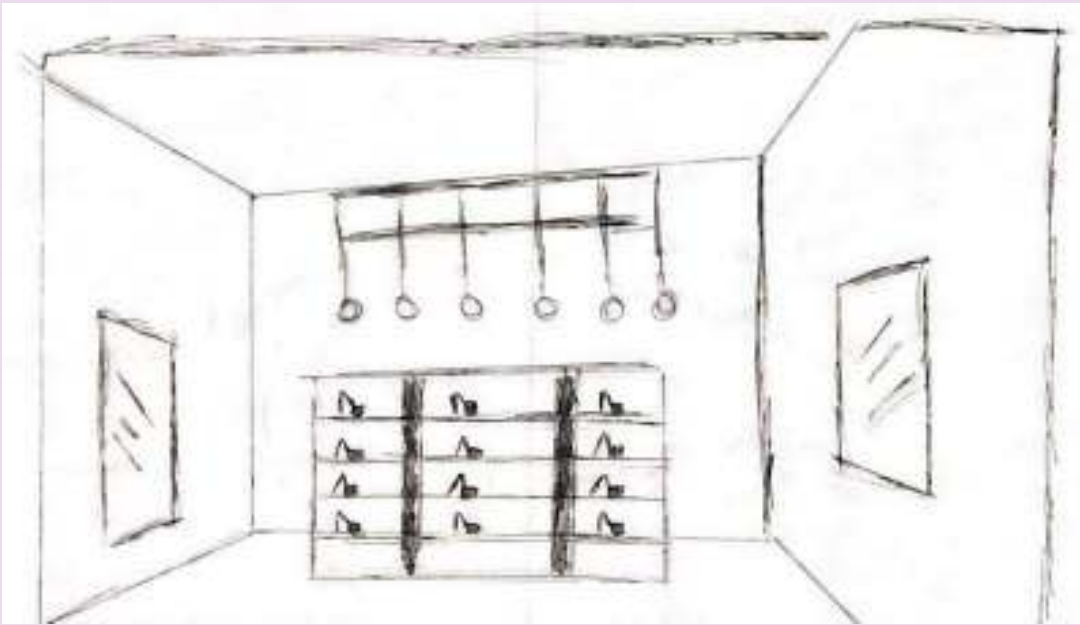
SPACE PLANNING



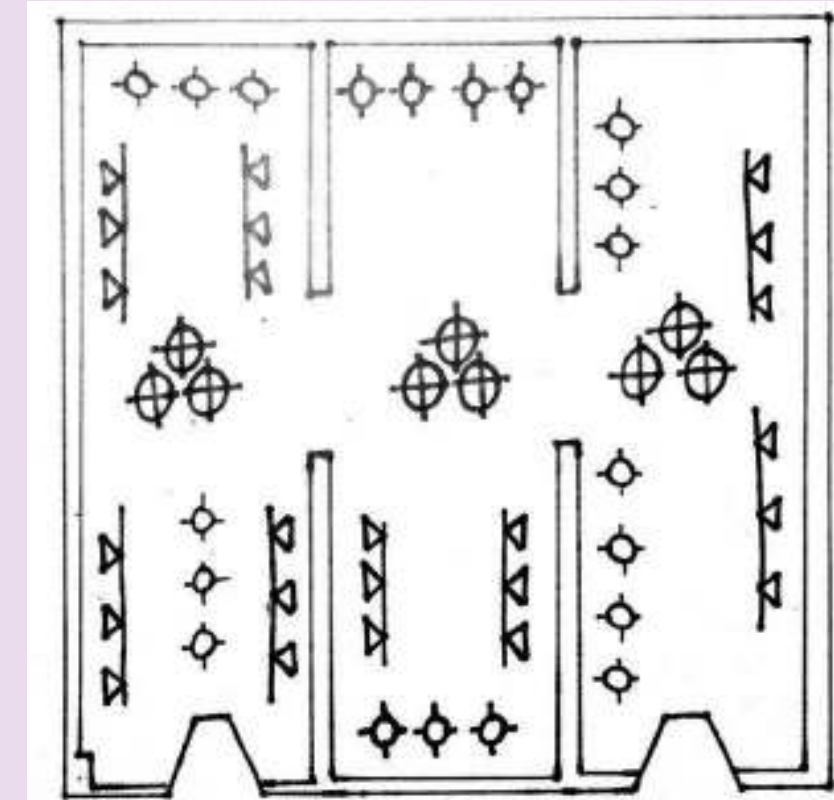
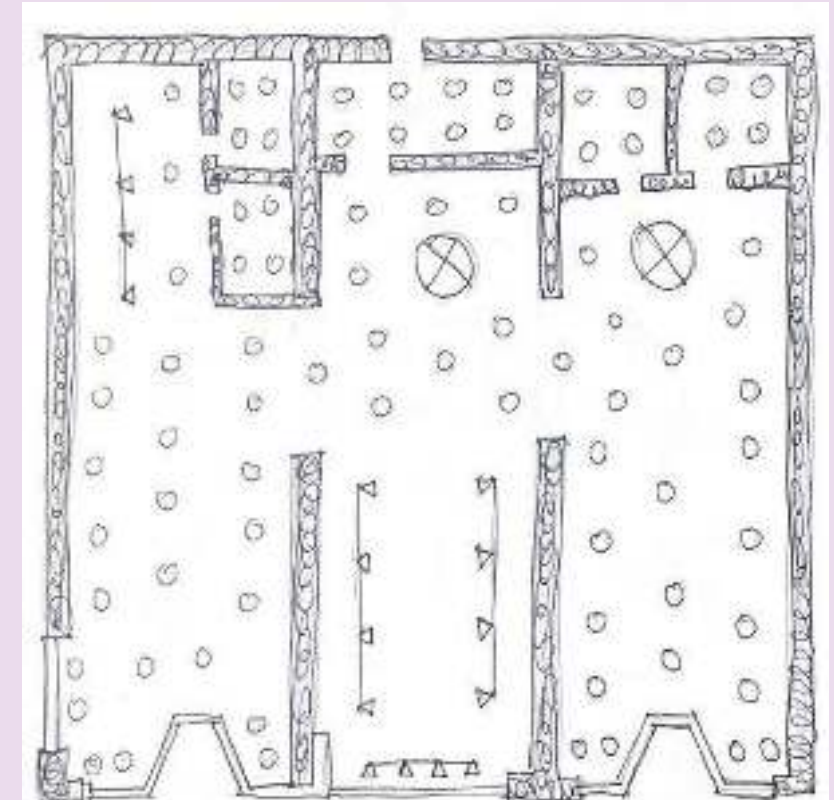
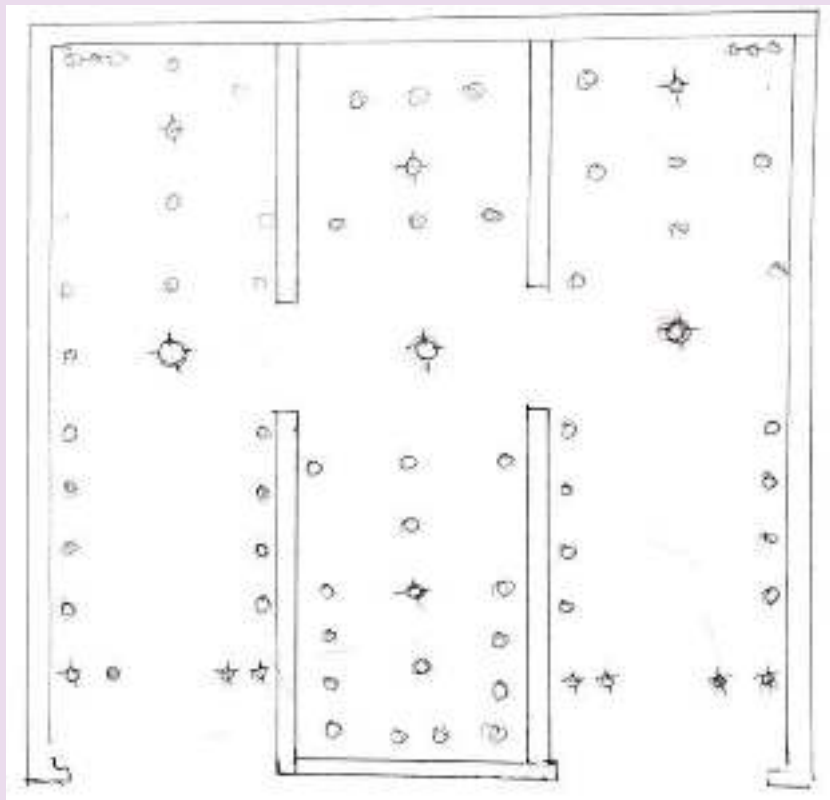
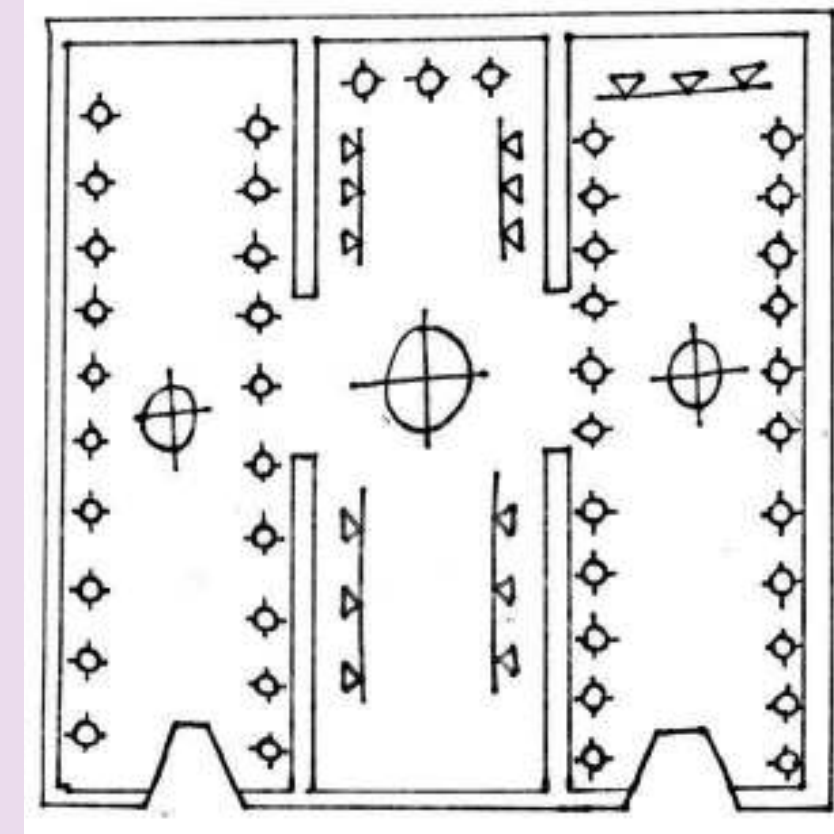
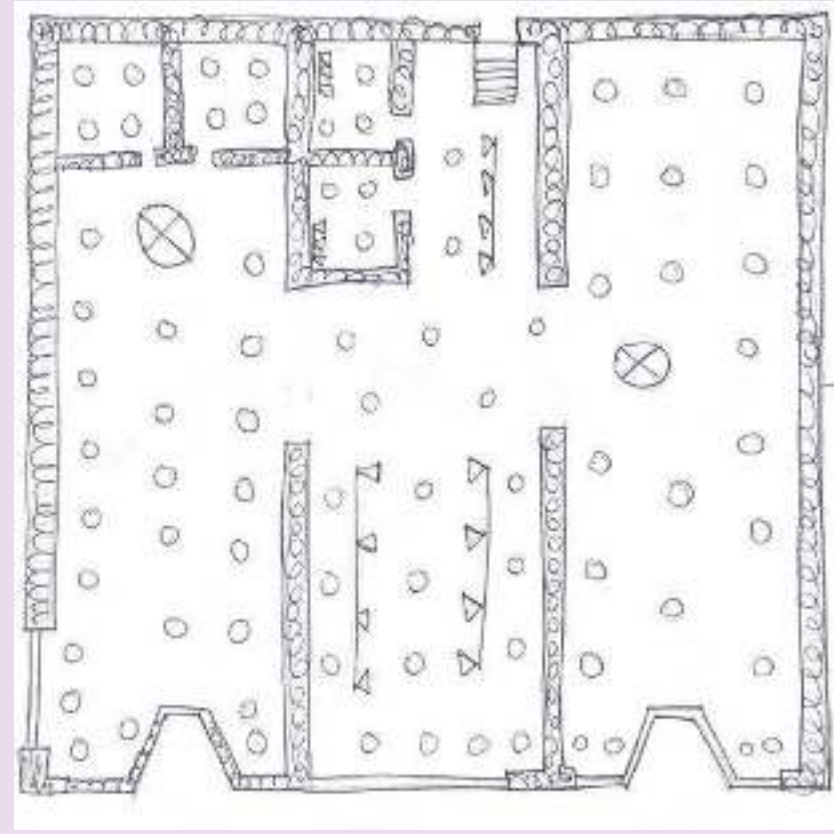
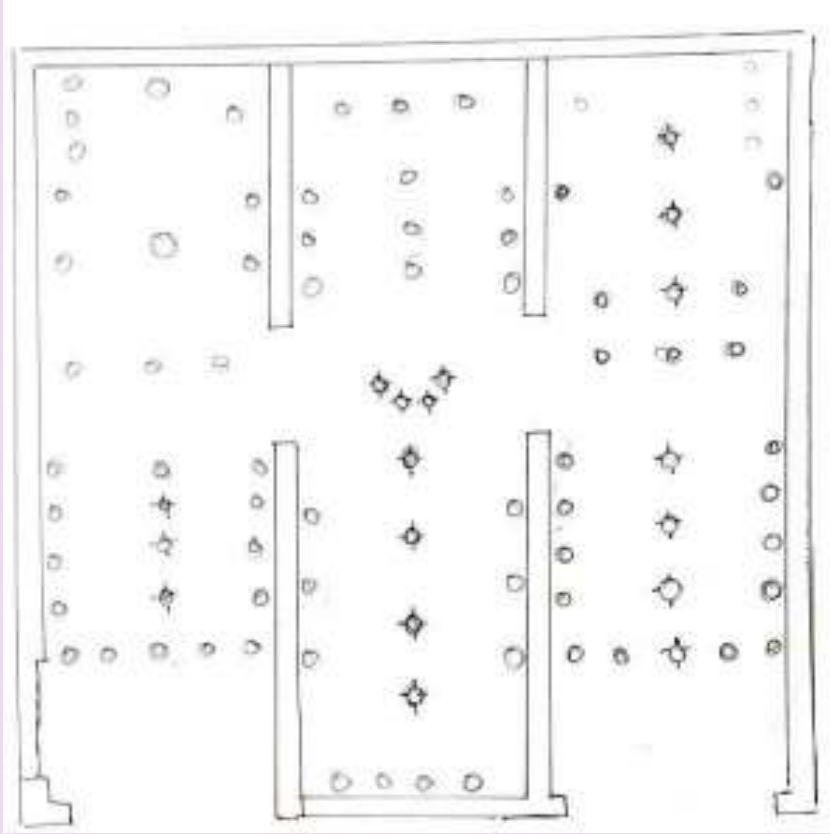
BLOCKING PLANS (UPGRADED)



INTERIOR PERSPECTIVES



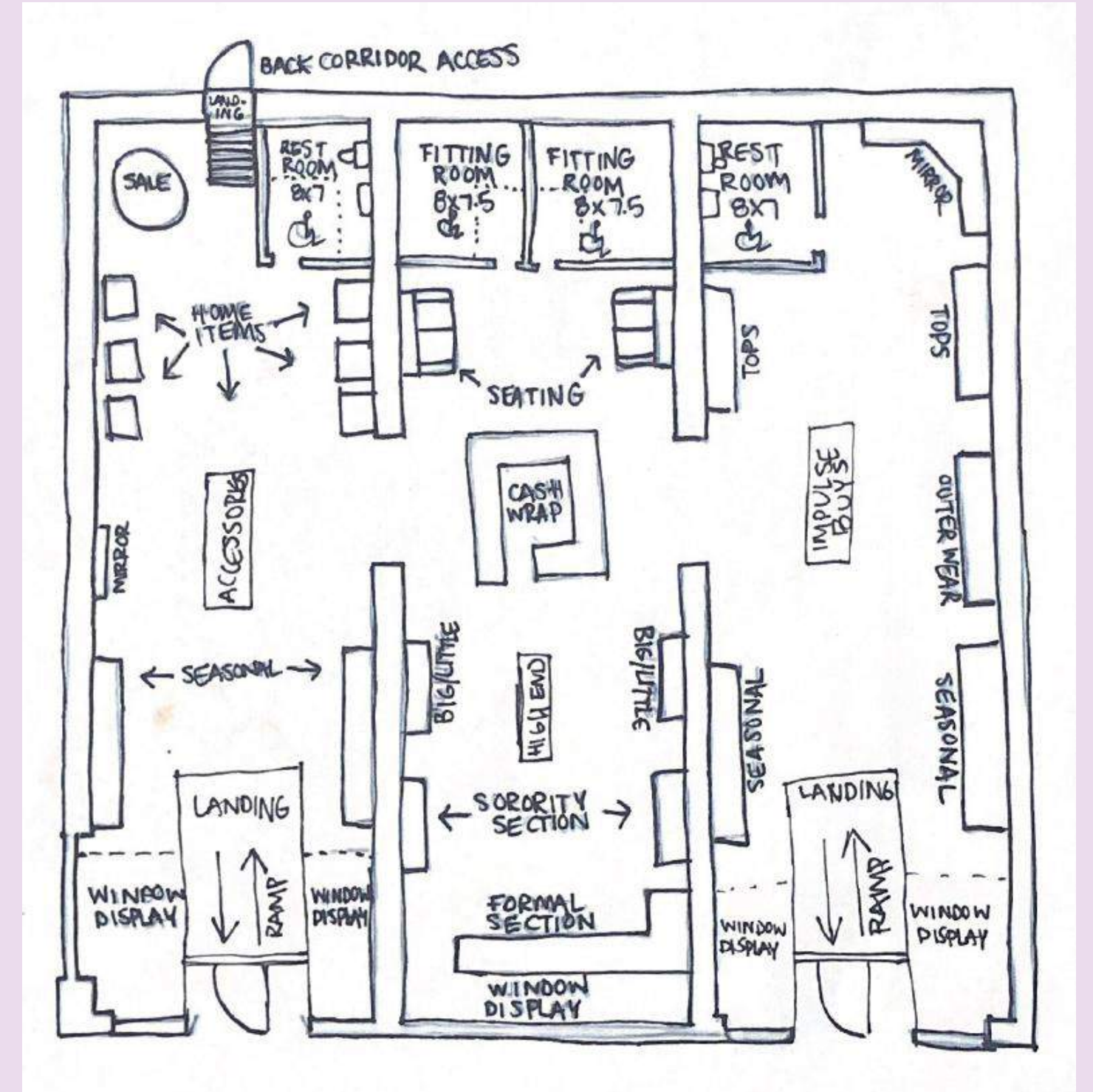
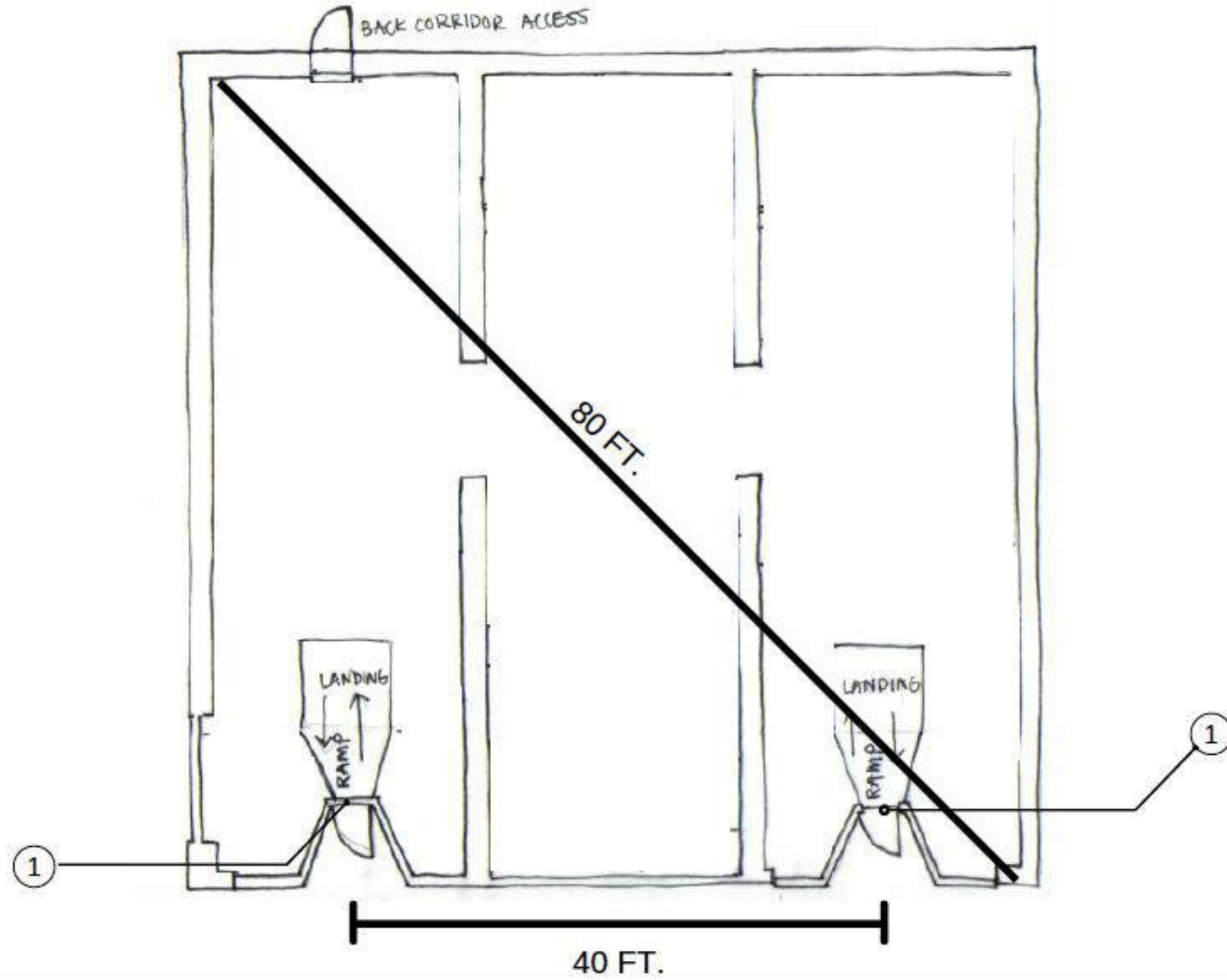
REFLECTED CEILING PLANS



FINALIZED FLOOR PLAN

NOTES

- 1- FRONT ENTRANCE AND EXIT HANDICAP ACCESSIBLE



FURNITURE, FIXTURES, FINISHES



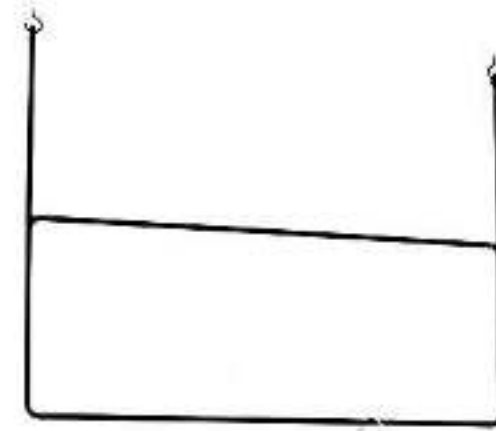
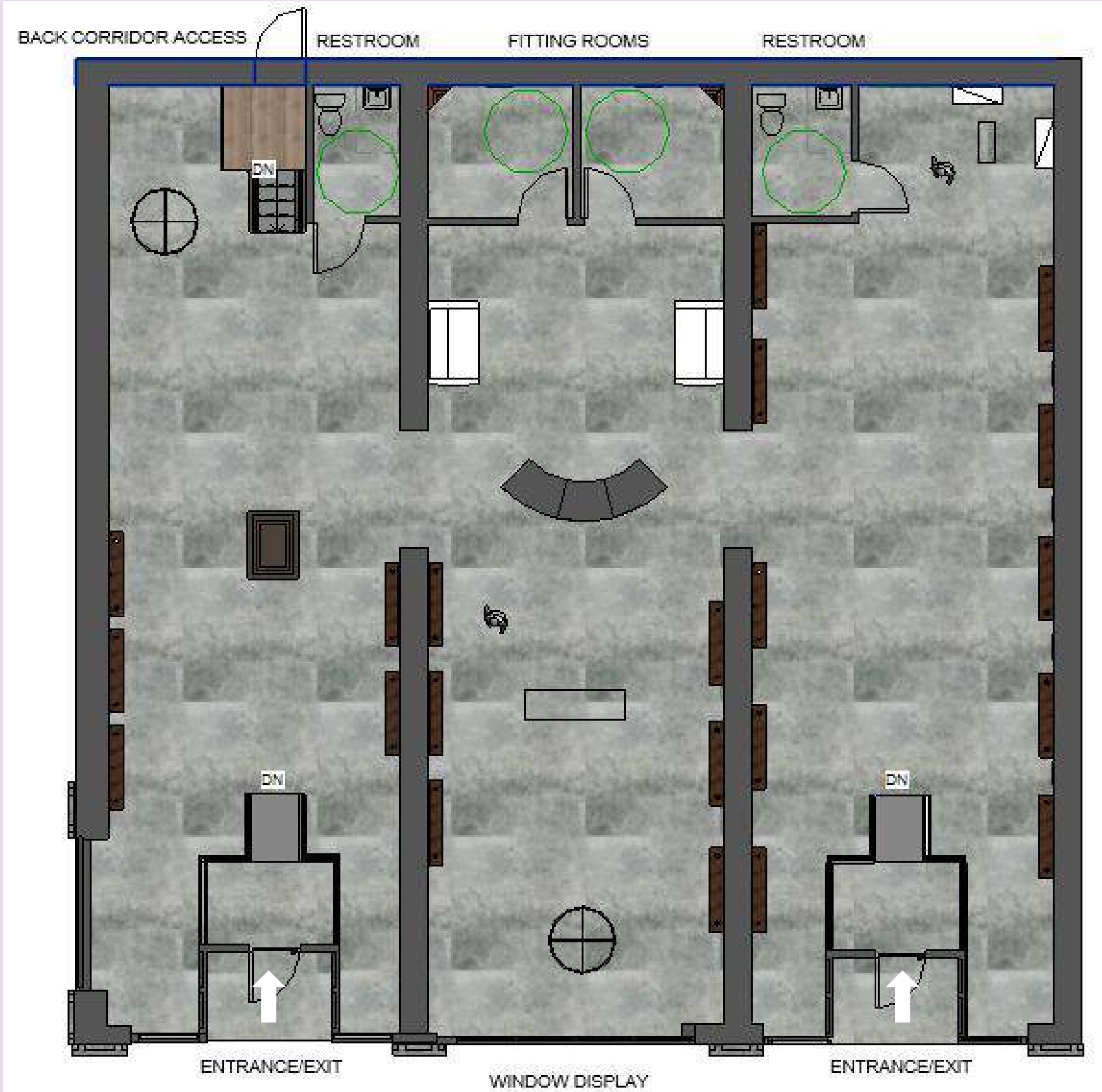
CONCEPT STATEMENT

Pirate Gals

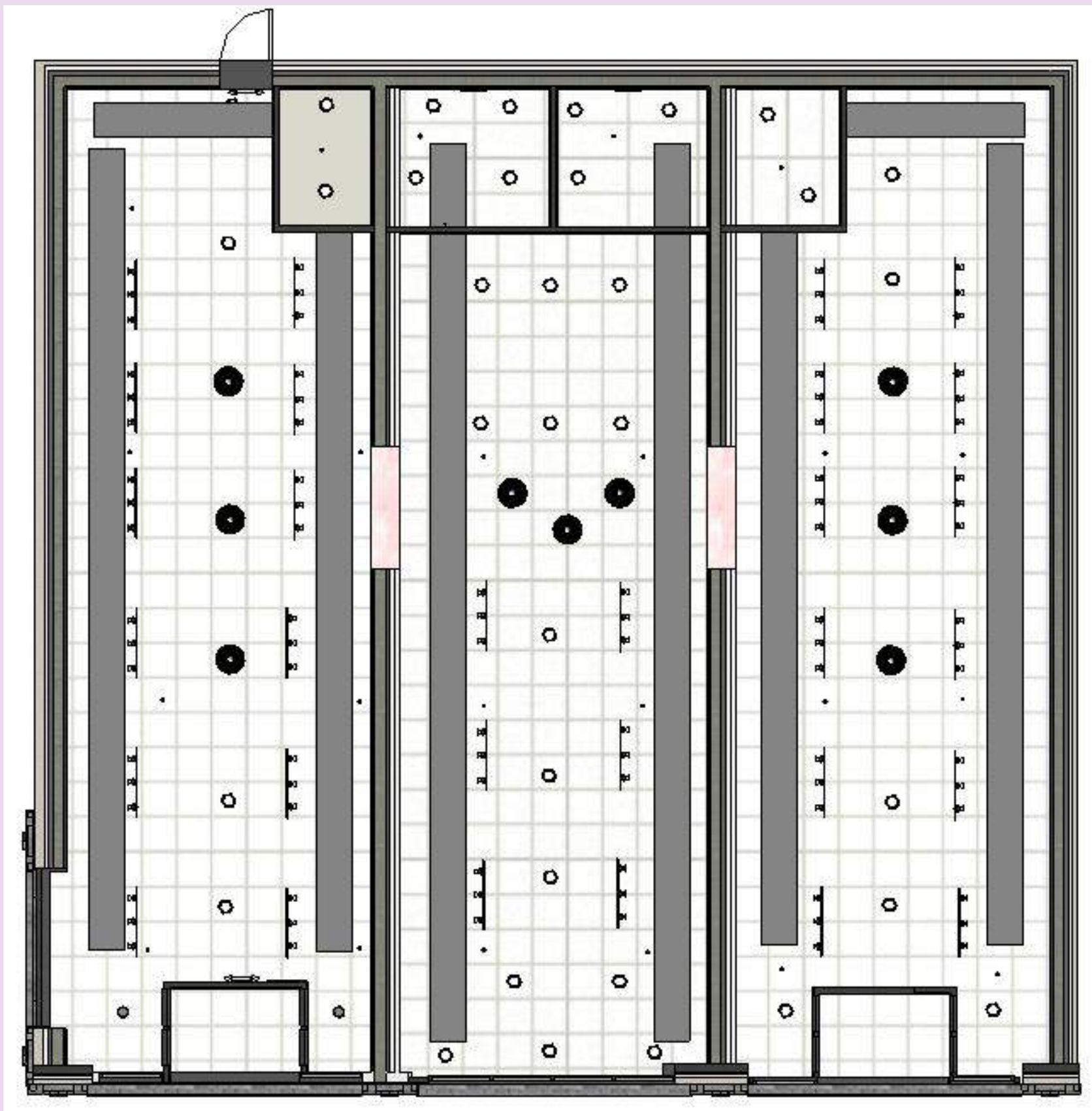
is a space for the ECU and Pitt college girls to buy and trade their clothes. The design of the space reflects the original state of the building while adding a modern, distressed flair.



FURNITURE PLAN



RCP + LIGHTING



ANTHROPOMETRIC + ERGONOMIC FEATURES

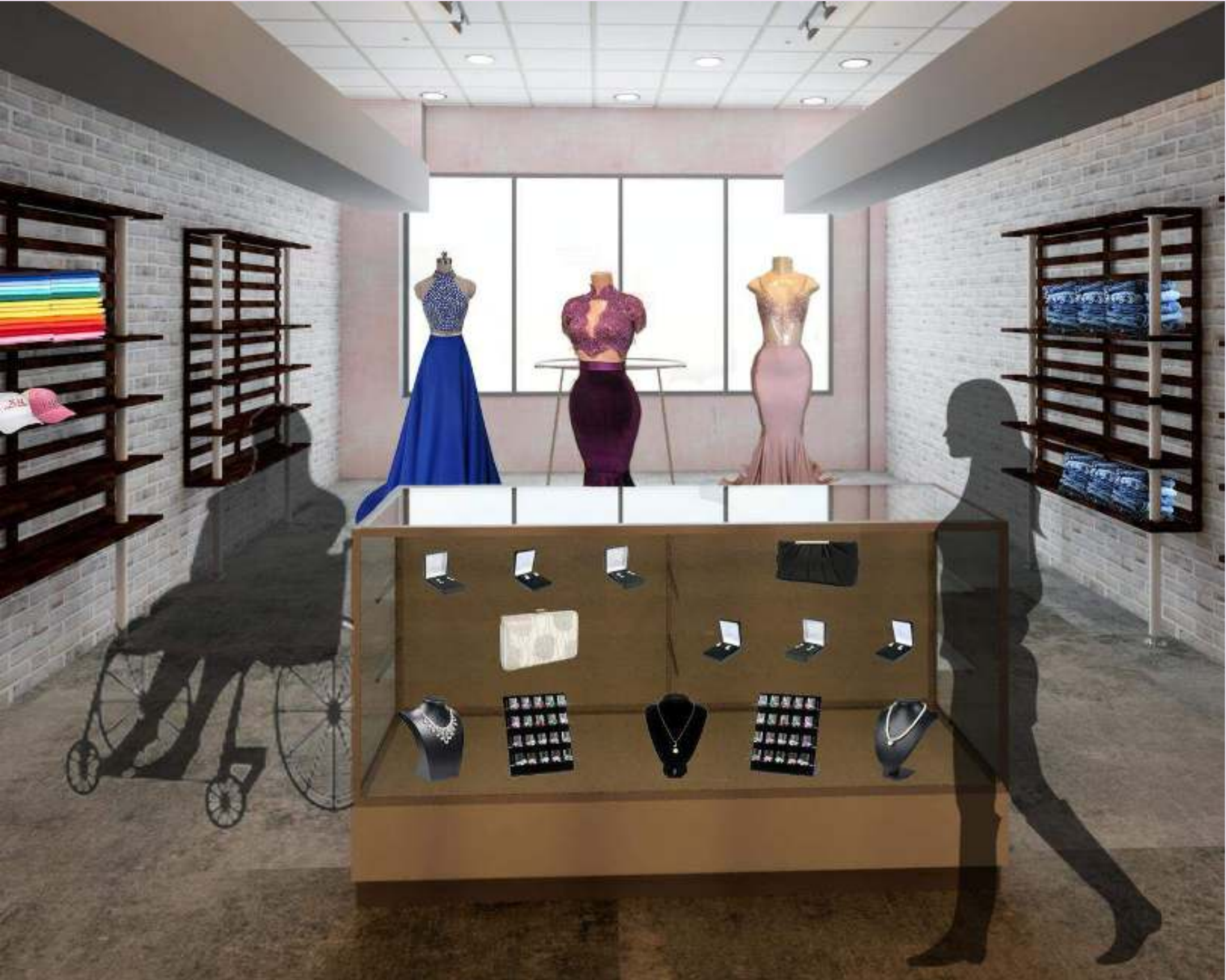
- Task seating is located near the dressing rooms for those with companions that are not interested in shopping the retail area
- Shelves are easy to reach and ADA accessible
- Ramps and rails are installed for ADA accessibility
- The polished concrete flooring is slip resistant to minimize hazards to people with disabilities, or those who use canes, crutches, and other walking aids.



CASH WRAP AREA - SAMANTHA



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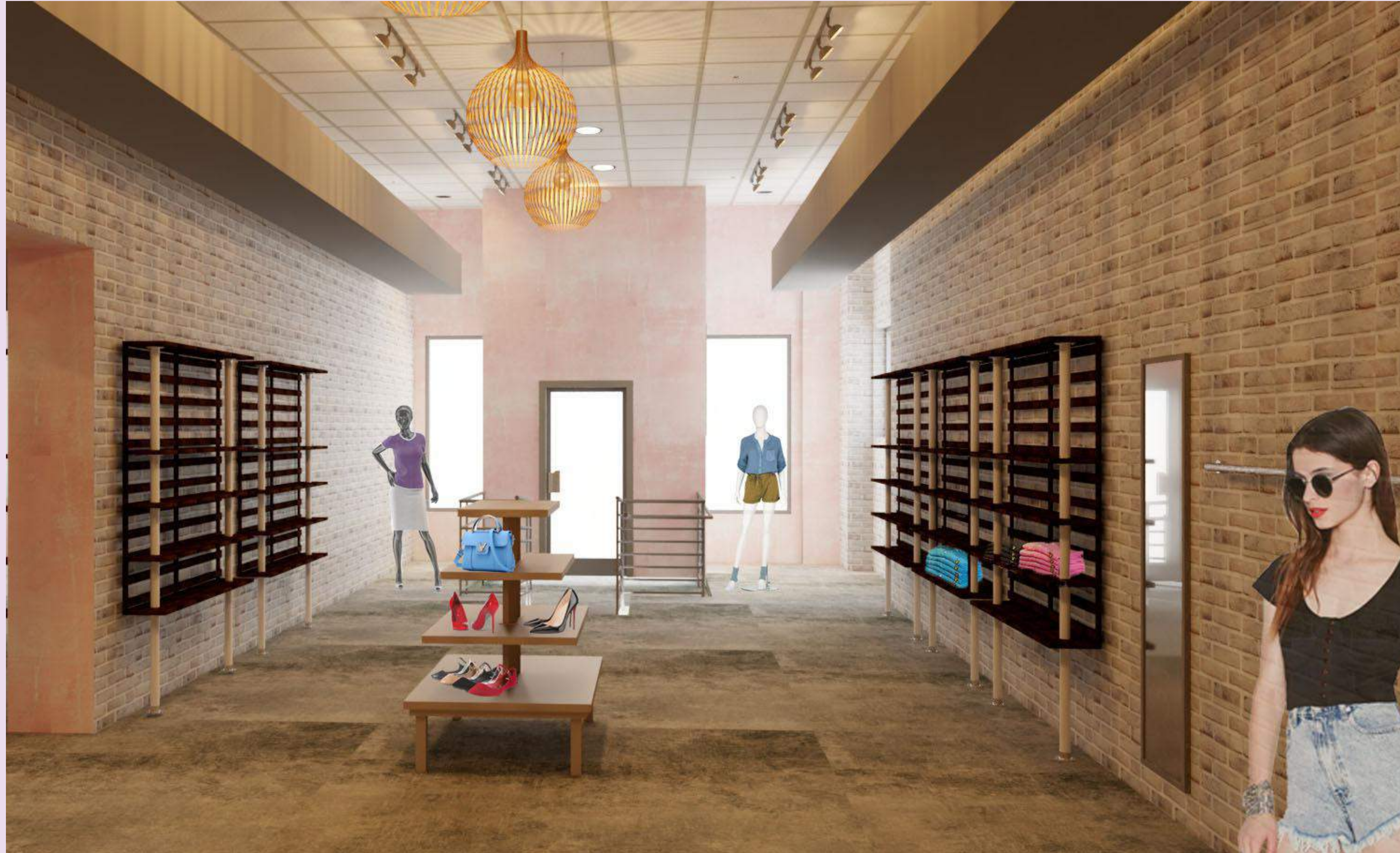


LEFT BUILDING- JENNIFER



Pirate Gals

LEFT BUILDING- JENNIFER



Pirate Gals

RIGHT BUILDING - JORDAN



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