

# THE SOCIAL OF GREENWOOD

## Recommendations for Interior Renovation

In keeping with Professor Ray Oldenburg's characterization of the "third place," the physical appearance of the building is the greatest asset to new membership and return patronage. The following recommendations are intended to: A) present a more welcoming environment to the next generation of members, B) put on a fresh face for existing members and C) re-flow the environment into a more convenient and consistent experience to increase revenue, membership and volunteerism, all on a budget.

Among the most pressing issues in the establishment of a "third place," is making sure it is a place people want to go. At work, a person's purpose is singular and defined. At home, the duties are wide, varied, and seemingly endless. The "third place" provides a middle ground between the two. The comfort and company of home without the level of responsibility or the single-mindedness of a workplace.

Numbered references below represent locations on the floor plan on page 3.

01: High priority: Clean house. The clutter visible from nearly everywhere in the building is a strong deterrent for potential new members, donors and customers to the Café and Thrift Stores. A temporary closed-door policy can help until the clutter can be managed. Higher-efficiency bright white lights for existing fixtures will save on operating expenses and provide a more welcoming atmosphere. Anything not taken out of storage for more than a year should be donated or sold.

*"The problem is never how to get new, innovative thoughts into your mind, but how to get old ones out. Every mind is a building filled with archaic furniture. Clean out a corner of your mind and creativity will instantly fill it."*  
—Dee Hock

*"Your mind, which is yourself, can be likened to a house. The first necessary move then, is to rid that house of all but furnishings essential to success."*  
—John McDonald

02: High priority: Conceal storage space by installing a door in the SW corner of the Café / Lounge area. One of the doors can be moved from the adjacent storage area to save money. Adjacent storage areas should be appropriated for Café equipment and staff.

03: Medium priority: Repurpose the offices in the Café / Lounge into fitness / class room(s), which can double as a base for visiting medical staff. This consolidates Administrative areas near the main entrance, and expands activity / education space, enabling the occurrence of two or more activities at the same time. Replace the existing adjoining wall with a moveable partition as needed (Medium priority). See also: #15 on page 3.

04: High priority: For the convenience of Café / Lounge patrons, make one half of the restroom Male. Accessibility (if possible) should be a factor.

05: Medium priority: Convert storage space into a coat room for customers.

06: Medium priority: Paint 2 or 3 of the shorter walls Patina (blue) as an accent color as per the Identity Standards. Install a logo behind the display case along the south wall. (Display case should be thoroughly cleaned.)

07: Medium priority: Install inexpensive swinging double doors to provide visual and acoustic delineation between the Activity Room and the Café / Lounge areas.

08: Medium priority: Paint the room white with either an accent wall (or wainscoting) Moon Yellow as per the Identity Standards, and install a logo on one wall. This will result in a more vibrant activity experience.

09: Medium priority: The covered porch area on the north side of the building can host Café seating in fair weather.

10: High priority: Construct a new wall (door optional) for purposes of storing activity equipment out of view.

11: Medium priority: Block west door into Men's room to keep the flow of traffic out of kitchen and storage areas and prevent the restroom from being used as a passageway.

12: High priority: Install partitions and doors between toilets and vanity so more than one person can feel comfortable using the restroom at a time. Accessibility should be a factor as well. "Please Knock First" signs should appear on restrooms with two entrance doors.

13: High priority: Install door to office equipment room to keep clutter out of view.

14: Medium priority: Move the Community Resource Wall to the hallway for easier access from the Activity Room. Lighting is critical here.

15: Medium priority: Expand administrative space by appropriating the little-used conference room. Meetings can be held much more comfortably in the new Café / Lounge area.

16: Medium priority: Paint one (preferably the south) wall Sycamore (green) in keeping with the

identity segmentation. Install logo on the wall behind checkout area to enforce the brand.

17: High priority: Construct new barrier walls (door optional) to conceal operational clutter from view of customers.

18: Medium priority: Install donor wall plaques in new primary waiting area at the front entrance where potential new donors and members are most likely to see them. A Greeting table should also be set up here for Welcome folders and upcoming events information and sign-up sheets.

19: Medium priority: Make room for a new waiting area by moving the reception desk to the north end of the entry room or into the new office area in the former conference room.

General: Interior wayfinding and identification signage should also become a priority. As budget permits, signage should be installed that complies with the ADA guidelines for public spaces. Emergency Evacuation Route maps may also save money on insurance premiums. Construction and renovation costs can also be reduced by partnering with local vocational schools whose instructor-supervised students need volunteer time in order to graduate.

*"Look not mournfully into the past. It comes not back again. Wisely improve the present. It is thine. Go forth to meet the shadowy future, without fear."  
—Henry Wadsworth Longfellow*

*"One day at a time—this is enough. Do not look back and grieve over the past, for it is gone; and do not be troubled about the future, for it has not yet come. Live in the present, and make it so beautiful that it will be worth remembering."  
—Ida Scott Taylor.*

