

# Garden Shed

Soaker Hoses

els

se Repair

Hose Nozzles

Garden Hoses

**Sale!**  
Maximum  
Ward Best Deal  
25<sup>00</sup>

The design concept creates a series of neighborhoods where target consumers can find their 'natural' home and destination but are equally aware of the other products, capabilities and services available in the adjacent areas of the store



# The modern co-op

*California-based Orchard Supply Hardware (OSH) supplies products in major categories including outdoor and garden, home repair and enhancement, and maintenance supplies across needs and wants - ranging from live seasonal plants to must-have power tools. Targeted at the home improvement enthusiast as well as the professional handyman, the new prototype store, designed by JGA, creates a connection with the past and celebrates the heritage and history of Orchard Supply Hardware.*

**F**ounded in 1931 as a growers' co-op, OSH and its customers share the philosophy and purpose that is still at the heart of the company today. While planted in Northern California, its roots transcend geography and its values transcend the over 75 years of the company's history. The brand respects the environment with its responsibility of stewardship in choosing not only products, but also materials in its own store that are eco-friendly and environmentally responsible.

In its position as a "big, 'small box,'" OSH fills a void between the ubiquitous national big box home improvement store and the 'mom and pop' hardware store in offering comprehensive 'better/best' assortments, appealing to its major shopping constituencies.

"The 48,000 square feet prototype store had to create a consumer-centric experience that celebrates the brand's heritage and history in an updated and easy-to-shop environment," says Ken Nisch, Chairman, JGA. "The store environment appeals to the 'good eye' of an educated and intentional consumer base by stripping away the unnecessary. Through the celebration of the inherent interest of materials, products and applications, OSH provides a shopping environment that on one hand is Zen in its simplicity, but also full

of surprises, twists and whimsy, promoting discovery and interest around every corner."

The design concept creates a series of neighborhoods where target consumers can find their 'natural' home and destination but are equally aware of the other products, capabilities and services available in the adjacent areas of the store. Using a floor plan inspired by specialty markets, an easy-to-shop cognitive map was established to create a circulation plan and department adjacencies to inspire both the destination and impulse shopper.

Zones focused on Indoors, Outdoors, and Hardware and Tools were created and reinforced through the use of décor, colour blocking, finishes and clusters of fixtures anchored by inspirational pylons. The Outdoors area features galvanized and corrugated metals and is characterized by a leafy green palette, while the Indoors area has painted beadboard materials and a marigold colouration. The Hardware & Tools zone features brick red details and raw construction-grade flakeboard.

The prototype concept also features a lot of iconic and graphic elements, all presented with a twist. A classic truck, reminiscent of those owned by the original co-op





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A classic truck, reminiscent of those owned by the original co-op members, becomes an entry promotional area merchandising prop for seasonal displays





Stay-mobiles' in key departments such as paint, tools and garden are made using materials ranging from recycled paint can lids to garden tools; all suspended from the ceiling in a gravity-defying dance



Graphic details such as the 'inch marks of a tape measure' provide additional hardware subtext in the directory signage



A consistent use of informative, engaging and straight-talk graphics and signage enhances the efficiency of shopping

members, becomes an entry promotional area merchandising prop for seasonal displays, with adjacent orchard crates used as merchandising tools. Sculptural elements such as repurposed shovels lend iconicity to check-out and service indicator lights. 'Stay-mobiles' in key departments such as paint, tools and garden are made using materials ranging from recycled paint can lids to garden tools; all suspended from the ceiling in a gravity-defying dance. Pylons provide a hint of gravitas to the everyday task of shopping, fixing and improving with bits of hardware wisdom that include quotes such as "Hardware is all the nuts and bolts that hold our homes and lives together". A variety of display fixtures subtly, but effectively, reinforce the company's working, agricultural and cooperative history.

A consistent use of informative, engaging and straight-talk graphics and signage enhances the efficiency of shopping and add a bit of insight and entertainment that share the collective knowledge and legacy of the company with its customers. Graphic details such as the 'inch marks of a tape measure' provide additional hardware subtext in the directory signage. The use of 'potato print' graphics along the perimeter add texture and pattern.





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**Design Firm**

JGA

**JGA Design Team**

Ken Nisch - Chairman  
 Dave Nelson - VP Client Strategy  
 Gordon Eason - Creative Director

**Client Team**

Tom Carey - Chief Marketing Officer  
 Janis Healy - AVP  
 Visual Merchandising & Store Design  
 Troy L'Hommedieu- Director  
 Visual Merchandising  
 Stacy Sutter - Director, Visual Marketing  
 Greg Chargin - Director  
 Construction and Planning

**General Contractor**

Eleven Western Builders, Inc.

**Architect of Record**

Hayashida Architects

**Mechanical & Electrical Engineers**

Acies Engineering

**Lighting Manufacturers**

Electrical Distributors - Cooper Lighting

**Floors**

Retro Plate  
 Centiva

**Fixtures**

Lozier

**Décor Development and Fabrication**

Design Fabrications, Inc.  
 Brite Lite Neon

**Exterior Signs**

Ad Art Sign Company

**Millwork**

Kosakura

**Laminates**

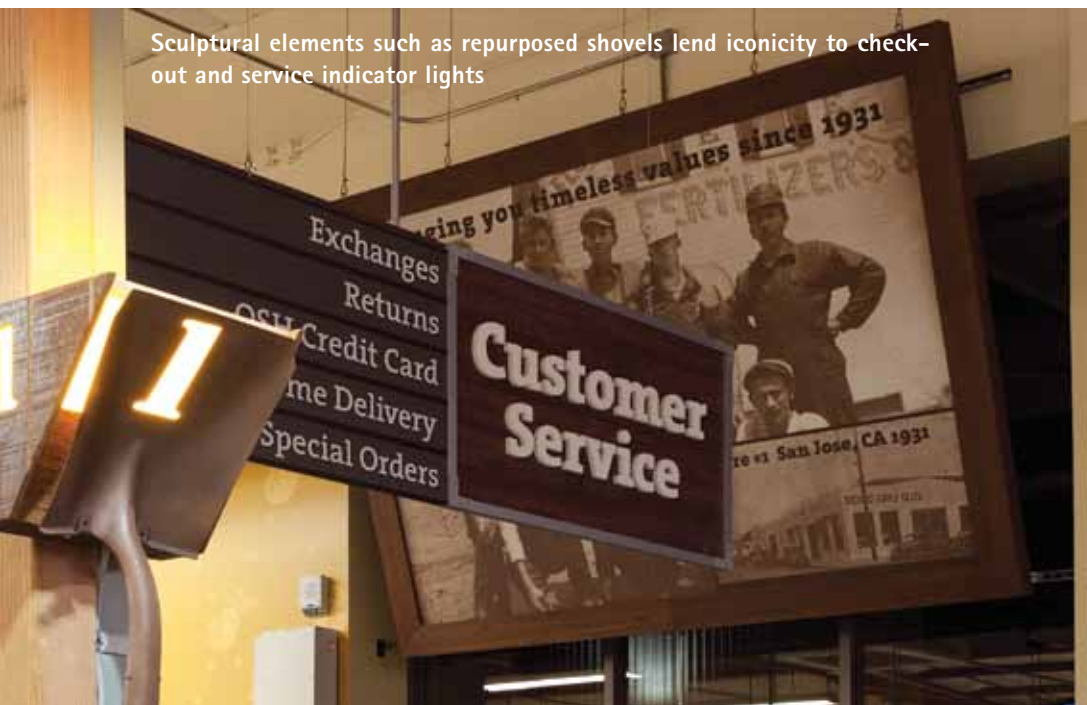
Wilsonart International

**Paint**

Kelly-Moore Paint Company, Inc.

**Photography**

Laszlo Regos Photography



Sculptural elements such as repurposed shovels lend iconicity to check-out and service indicator lights

OSH fills a void between the ubiquitous national big box home improvement store and the 'mom and pop' hardware store in offering comprehensive 'better/best' assortments

