

Creating a Fresh Start

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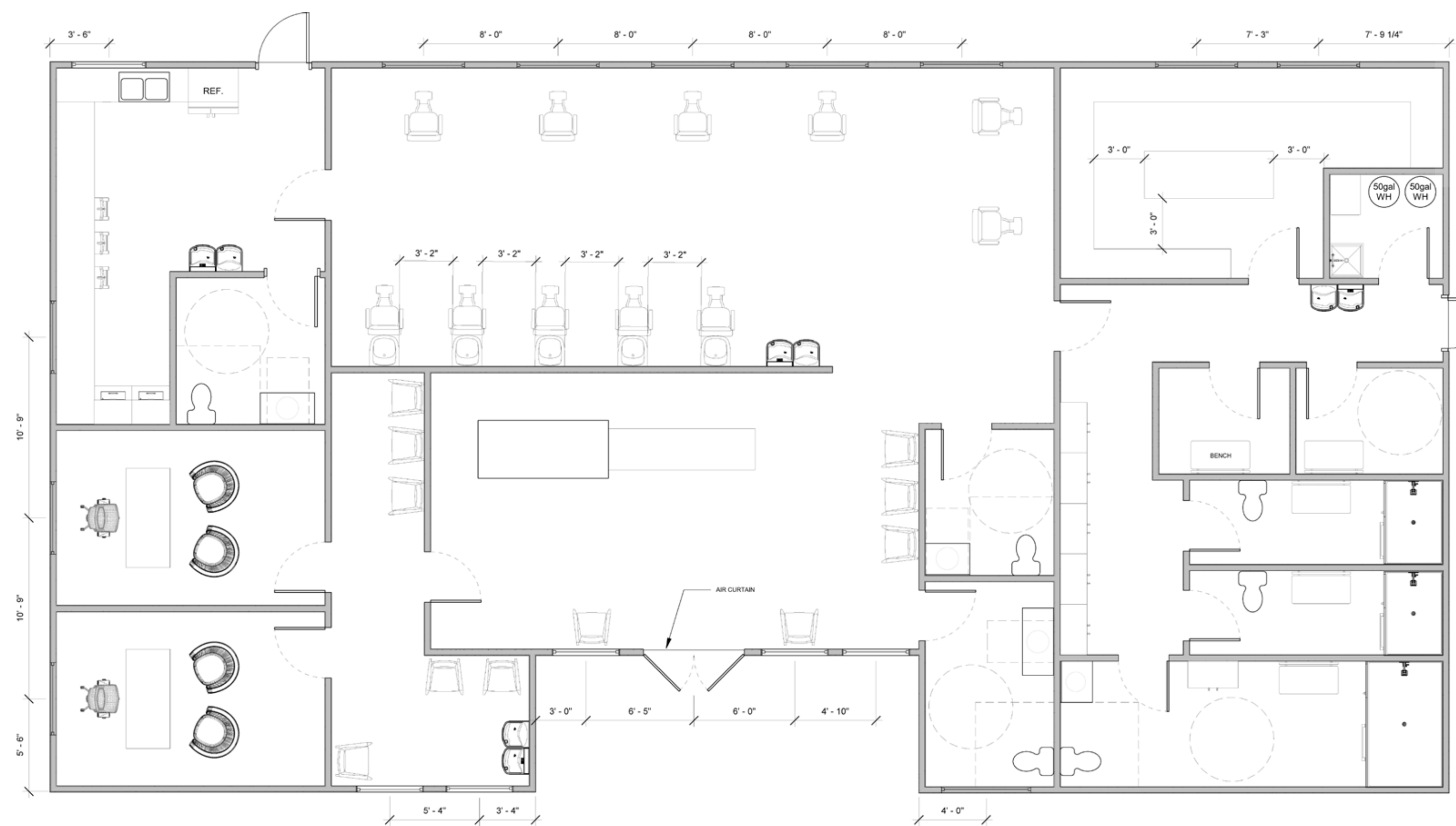
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WHERE NEW BEGINNINGS
AND FRESH STARTS ARE
MADE

WHAT IS FRESH START

This 3,200 square foot office space has been refreshed for a new purpose of giving a fresh start to the unhoused residents in New York City. This space was once an economic hub for small businesses where deals were made and money was exchanged. Some New York residents have been on the other side of the coin where money is harder to come across, resulting in becoming unhoused. The main factors

that lead to unhousing are the lack of affordable housing, unemployment, substance abuse, or mental illness. This space is now home to assisting less fortunate people to a new beginning through haircuts, new clothes, and even connecting individuals for on-site therapy and practice interviews to prepare them for the real world.



GOALS

- Accessible for everyone
- Very Inviting
- Attractive to look at but not intimidating
- Easy location
- Open to appointment only to public
- Long lasting materials and furniture
- Open concept

FLOORPLAN NEEDS

- Lobby
- Waiting room
- ADA Restrooms
- Break Room
- Locker Room
- Electrical/Mechanical Room
- Showers
- Barber/Salon
- Office Spaces

RESEARCH

The answer to homelessness is a complex road to navigate, but there are a few steps laid out which have helped lead to continuing success and stability. LendEDU's first critical step is to find temporary housing that leads to "finding employment as the next step toward ending homelessness." Money is needed for unhoused individuals to pay a housing payment and become more financially independent. The pie chart below shows that more and more people are becoming unhoused every day. Employment is the natural follow-up for unhoused individuals to be able to provide for themselves.

CAUF Society points to one of the biggest reasons for homelessness which is the discrepancy between median rent and median rental income. They share that, "Median rent increased by 61% from 1960 to 2016, while median rental income only rose by 5% in that period." Shelter is a basic human need that is becoming unreachable due to average income meeting rent payments. Some individuals are affected for a short time, which is referred to as transitionally homeless, while others are chronically experiencing being unhoused. In New York where Fresh Start is expanding, "transitionally homeless individuals experience an average of 1.4 stays in a homeless shelter over a three-year period, for a total of 58 days on average over the three years." These transitional homeless individuals often border the poverty line making just enough money to get back on their feet, but may fall back from time to time.

The article by LendEDU goes on to point out that many temporary housing shelters include "resources that help with finding jobs through local businesses, resume building, interview training, and general skills education." Fresh Start is here to help do the same thing. This business helps the unhoused individuals gain general skills, look presentable, and will then in return learn how to work and live with an income. Although Fresh Start is not a shelter for the unhoused, they are able to focus on what they do best; give people a second chance, to promote long lasting independence.

APPROACH

While doing research about the unhoused for a social justice project, homelessness is a very clear issue in general and for individuals. Building homes for them to live in is a great start, but further resources are needed to give them something that they have to want themselves and is not just given to them. Giving the unhoused individuals a resource to provide for themselves is the biggest part of this concept. Looking presentable and feeling confident in yourself knowing that you can do anything is a fundamental building block for a successful future. Instead of building a space where they can only get interviews, Fresh Start added space to get a haircut, shower, and get some new clothes to be ready for a successful interview. The whole idea of this project is to help the unhoused feel accomplished and given a fresh start in life.

After doing some extensive research there is not a designated place for the unhoused to get a haircut, job interview, and shower all in one place for free. Many places offered free haircuts, but nothing to this extent. As you put your feet in the shoes of an unhoused person and think through their perspective it may be very helpful to have these additional resources and functionality.

OBJECTIVE

The purpose of this space is to help the unhoused find a new beginning or some may even say, a fresh start. This will give these people an opportunity to get out of their bad situations and turn their life around for the better. Here they will learn how to get a job, make an income, meet people in social events, and grow their future. Even the smallest changes can change your life forever.

This project helps to open up other people's approaches to the homelessness problem and think of ways that they can help. Homelessness is a huge problem specifically in New York, and is hard to avoid for many. In some cases, they fall into the situation, get stuck and can't get out. Having a fresh start will allow them to have a new beginning in life and start a path to become successful.

LOGO DESIGN



The Fresh Start logo is here to be placed for branding purposes as well as documents. The importance of this logo is to show people that they are invited to this place to get back on their feet and start over again. The arrow on the e represents a new start almost like a do-over. By having the arrow point up represents that they can continue to grow. Fresh Start is a place where new beginnings are taken and second chances to exist.

CONCLUSION

In conclusion, the retransformation of this 3,200 square foot office building into a home for the unhoused is going to help significantly to those in need. Giving these humans a fresh start at life and a new beginning is a great place to start when wanting to start over. This building gives them that opportunity to start over and get their life back on track to being successful. It allows them to have the dream and new beginning that they have always wanted to have. This space is going to make them feel welcomed when they enter and give them to an opportunity to have a fresh start.

CITATIONS

- <https://nhchc.org/wp-content/uploads/2019/08/homelessness-and-health.pdf>
- <https://www.healthline.com/health/first-impressions>
- <https://policyadvice.net/insurance/insights/homelessness-statistics/>
- <https://culturaldaily.com/homeless-men-women/>
- <https://lendedu.com/blog/get-back-on-your-feet-guide-for-homeless/#:~:text=After%20the%20critical%20step%20of,training%2C%20and%20general%20skills%20education.>
- NYC Department of Homeless Services; Local Law 37 Reports

OVERALL DESIGN

The overall design of the space is based on old Hollywood. The purpose of this was to help welcome all people while also giving a purpose to show that it still is a barbershop/salon. The purpose of this design was to bring excitement into the space but also make it feel not too high-end and very welcoming. Having the haircuts be the center of the design would help bring in customers as well as the logo design. The locker rooms and restrooms have simple colors and are very calming with smooth lines and not a lot of texture. This space is accessible for all people. The locker room includes two changing rooms, two shower rooms, and one handicap accessible shower room. This space also has lockers to store clothing and personal items. The two office spaces are bright and bring in a lot of natural light to not make the space feel intimidating or overwhelming. Next to the office rooms is a small waiting room to let people prepare for their practice interviews.

