

Jaden McGathen

IDSN 2101 - Fall 2020

Portfolio I

East Carolina's Millennium Campus / East Carolina Research and Innovation Campus (ECRIC)

- Located in Greenville's warehouse district
- Usage: Collaborations between the university and private companies, commercialize research discoveries, and offer advanced training
- Initial focus on 'Haynie Building' renovations, previously an Export Tobacco Leaf factory built in 1914
- Fronts 10th Street, three blocks from campus
- 22.3 acre site, seven block area
- Purchased in 2003
- Includes Export Tobacco Leaf factory, American Tobacco Co. Storage Warehouse No. 2 (early 1900s), and the Prichard-Hughes Warehouse (1905)
- All three buildings listed on National Register of Historic Places
- ECU received NC Historic Mill Rehabilitation Tax Credit for renovations, saving upwards of 40% of total renovation costs
- Anchor institutions join with education, industry, government, military, and more to discover, invent, and produce new innovations
- Create new jobs and opportunities for the community
- Pharmaceuticals, health care, and engineering will come together here
- Grant of \$1.75 Million from Golden LEAF foundation
- Potential for additional parking areas

THE “THIRD” PLACE

- ‘Third’ place refers to places where people spend their time between home (‘first’ place) and work (‘second’ place)
- Used to build relationships, share ideas, and have a good time
- Younger generations may experience ‘third’ places virtually through text messaging, chat rooms, or social media
- The most effective ‘third’ places for real community building seem to be physical places where anyone can go to easily and routinely connect with one another

Coffee Houses

- Originated from Middle East around 1511
- Began simply as a place to enjoy an exotic drink, coffee, but grew in popularity.
- Before the arrival of Coffee Houses, pubs or taverns were the normal social gathering place.

Chocolate Houses

- Upon chocolates arrival in Europe, chocolate houses were opened where the rich could enjoy chocolate prepared in many different forms
- Many major historic events were discussed and planned in chocolate houses
- Popular among politicians in Europe

Bars and Pubs

- Pubs can be traced back to Roman taverns in Britain and Anglo-Saxon alehouses
- Pubs and bars as we know them today were first seen in the early 19th century
- Places where anyone can go to chat or share stories/ides/etc.

Tearooms

- Tea rooms were part of the growing opportunities for women in the Victorian era
- Typically owned by women
- Pubs/taverns/hotels/bars were male-dominated industries, tearooms were the answer

Smoking Clubs

- Smoking clubs were invented to counteract government bans on smoking inside public buildings.
- Smoking clubs are intended for smokers to come together and socialize, but with the ability to smoke publicly.

USER PROFILE

-
- Users may include ECU students, investors, business representatives, or business partners.
 - This space may be used for business meetings, collaborations between students on the campus, or even just a causal hang-out spot for anyone.
-

- The site is located on the corner of S Greene St. and W 10th St.



North View



East View

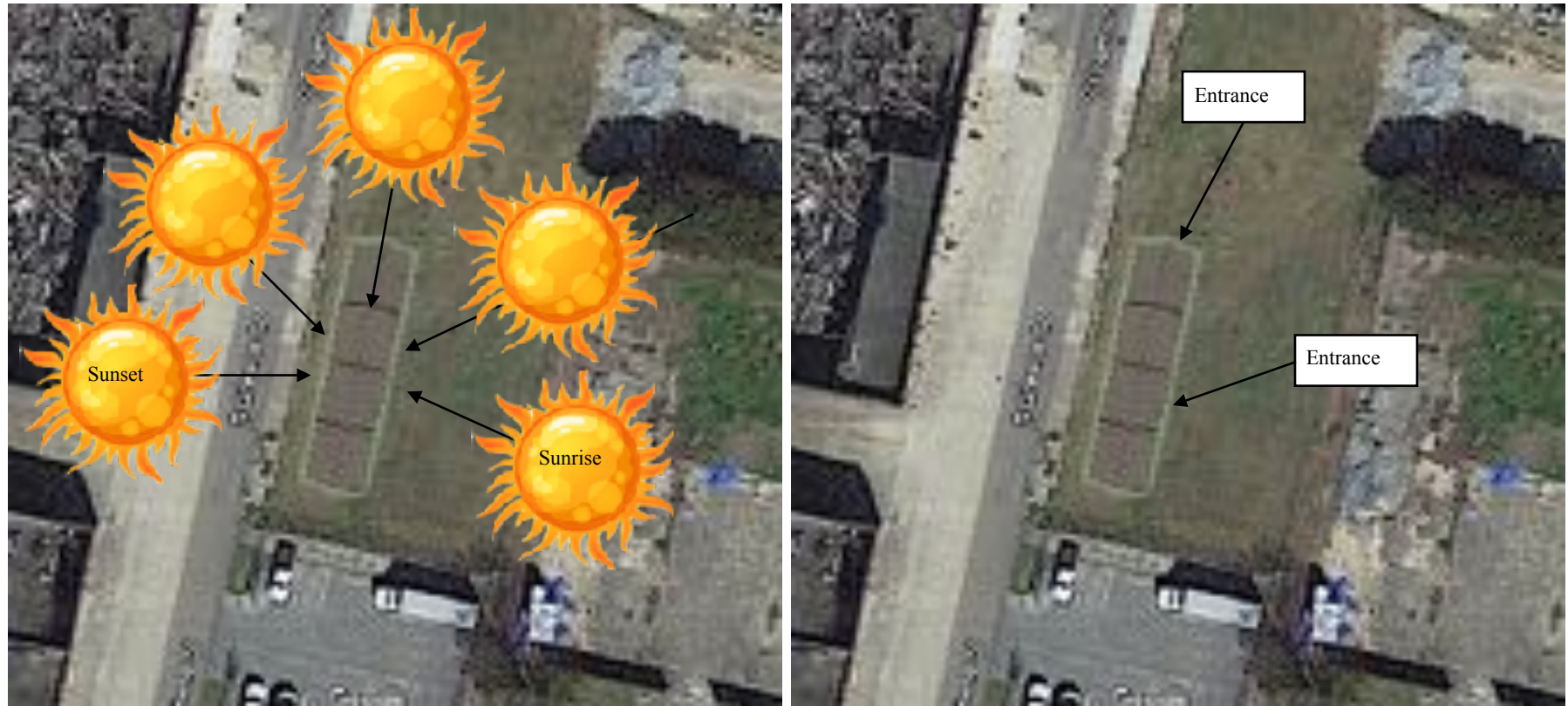


South View



West View

SITE ANALYSIS



DESIGN PROBLEM STATEMENT

- High windows could cause issues with daylight at certain times - Motorized blinds could be solution
- No windows on first floor, so good lighting is a necessity
- Connect second floors - Catwalk across could be solution
- Find space for second staircase
- Small kitchen / storage areas
- Distribution of different spaces and their flow together

