

Melissa Noonan

IDSN 2102 - Fall 2020

Portfolio 1

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

- Millennial Campus (def.) – geographic areas where anchor institutions – usually research universities – join with education, industry, government, military, and other partners to discover, invent, and produce new innovations
- Location in Greenville's warehouse district
- Intended for collaborative efforts between private companies and student researchers and discoveries
- Initial construction focused on Haynie Building (1914), an old tobacco leaf factory
- Faces 10<sup>th</sup> St.
- Covers block from Pitt St. to Greene St.
- Located 3 blocks west of ECU's main campus
- 22.3-acre site (acquired 2003)
- Site includes 3 buildings – Haynie Building, American Tobacco Co. Storage Warehouse No. 2, and the Prichard-Hughes Warehouse
- All buildings on site are listed on National Register of Historic Places
- ECU has eligibility certification to use N.C. Historic Mill Rehabilitation Tax Credit towards renovating/construction (could defray 40% or more of renovation costs)
- Millennial campus designation allows for regulatory flexibility to finance repairs/renovations and leeway to collaborate in business ventures with industry partners
- Must enhance economic development and create new jobs for the city
- Haynie building will house a “manufacturing center of excellence” with pharmaceutical companies Patheon, Hospira, and Mayne Pharma
- \$1.75M grant from Golden LEAF Foundation to est. a biopharmaceutical work force development and manufacturing center
- “this is a place where pharmaceuticals, health care, and engineering will all come together”
- Site located within Greenville's new arts and innovation district
- Opportunity for more parking

## **The Third Place:**

### *Coffee houses*

- <https://driftaway.coffee/the-history-of-coffee-houses/>
  - Origin in the Middle East (Mecca) late 1400s / early 1500s
  - Became popular as a contrast to taverns → quiet workplace vs. rowdy and corrupt
  - Admittance was a penny which led to term “penny universities”
  - They have always been social hubs and a place for work and learning

### *Chocolate houses*

- <https://www.history.com/topics/ancient-americas/history-of-chocolate>
  - When chocolate first reached Europe, chocolate houses were open for the wealthy
  - First American chocolate house opened in Boston in 1682
- <https://www.atlasobscura.com/articles/history-of-gentlemens-clubs>
  - Banned in Europe by King Charles II because he feared political plotting and talks against him

### *Bars and pubs*

- <https://www.smithsonianmag.com/history/the-spirited-history-of-the-american-bar-42912195/>
  - Pivotal to our historical development
  - In colonial times, they allowed for people from all walks of life to inter-mingle and share ideas/beliefs
  - Tavern → saloons → hotel bars → speakeasies (during prohibition)

### *Tearooms*

- <https://daily.jstor.org/the-top-secret-feminist-history-of-tea-rooms/>
  - Often owned and operated by women
  - Started with opening a room in their homes or setting up tables in their gardens
  - One of the first career options for women in America
  - This was the women’s response to male-dominated taverns and hotel bars
  - Commonly decorated with antiques – called on the Victorian era

### *Smoking clubs*

- [https://en.wikipedia.org/wiki/Cigar\\_bar](https://en.wikipedia.org/wiki/Cigar_bar)
  - Created to cater to people who opposed government bans on smoking inside of businesses and other public establishments
  - Places that specifically catered to smokers were an exception to the new laws against smoking inside

- Reclaimed wood from Eastern NC
- Vaulted ceilings
- Dark wood accents but maintains somewhat light ceiling



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## User Profile

- ECU organizations and associations
- Prospective or current investors, businesses, and partners
- Event space ideal for celebratory banquets, dinners honoring donors, professional networking events, etc.
- Excellent place for ECU students in hospitality management to acquire applicable real-world experience

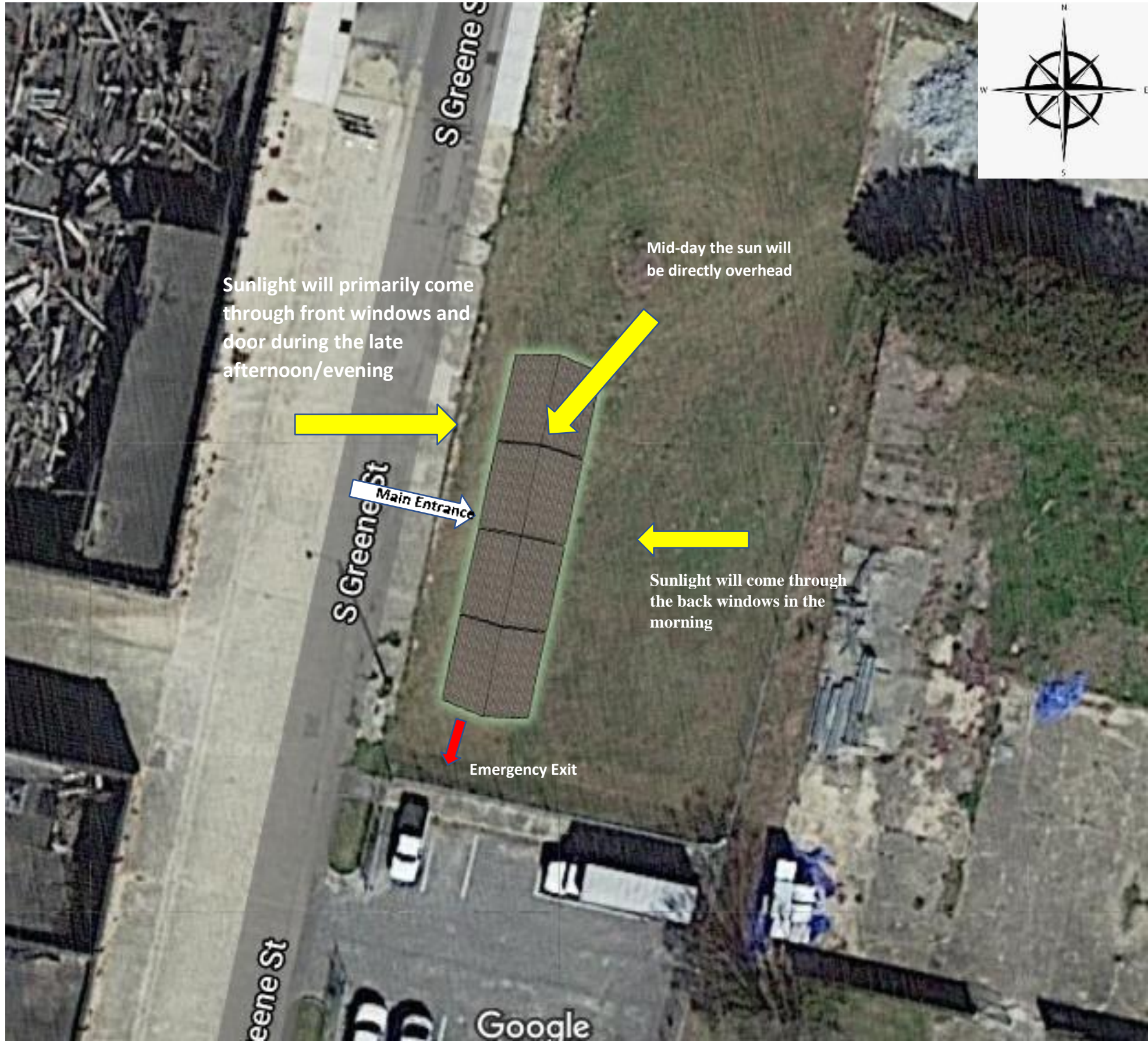


Site Profile – Intersection of S Greene Street and W 10<sup>th</sup> Street



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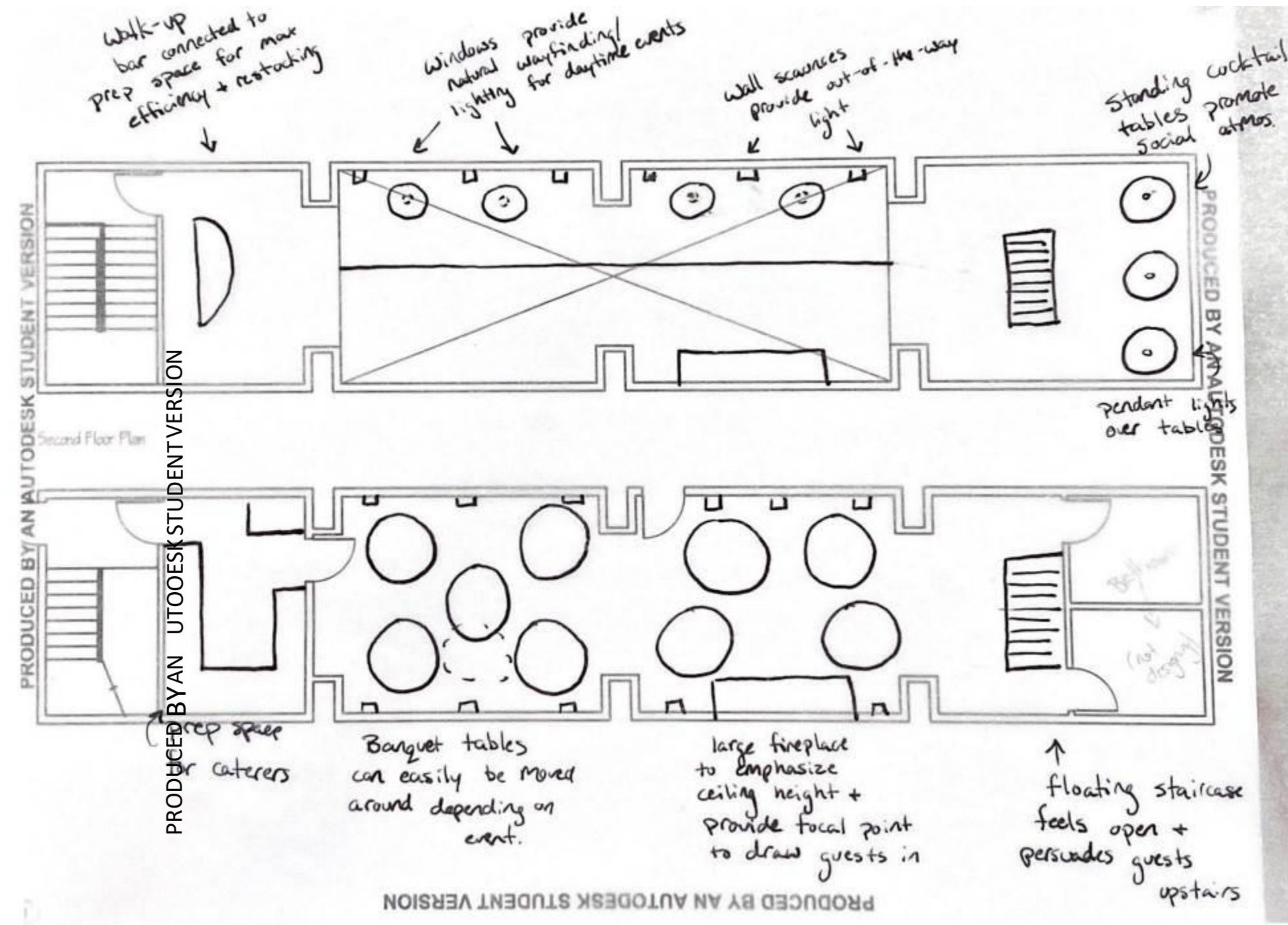
## **Design Problem Statement**

- 2-story building provides challenge of getting guests to utilize upstairs space
- Guests should stay for a somewhat extended amount of time which should be considered when establishing overall atmosphere
- Lack of natural light via windows on lower floor

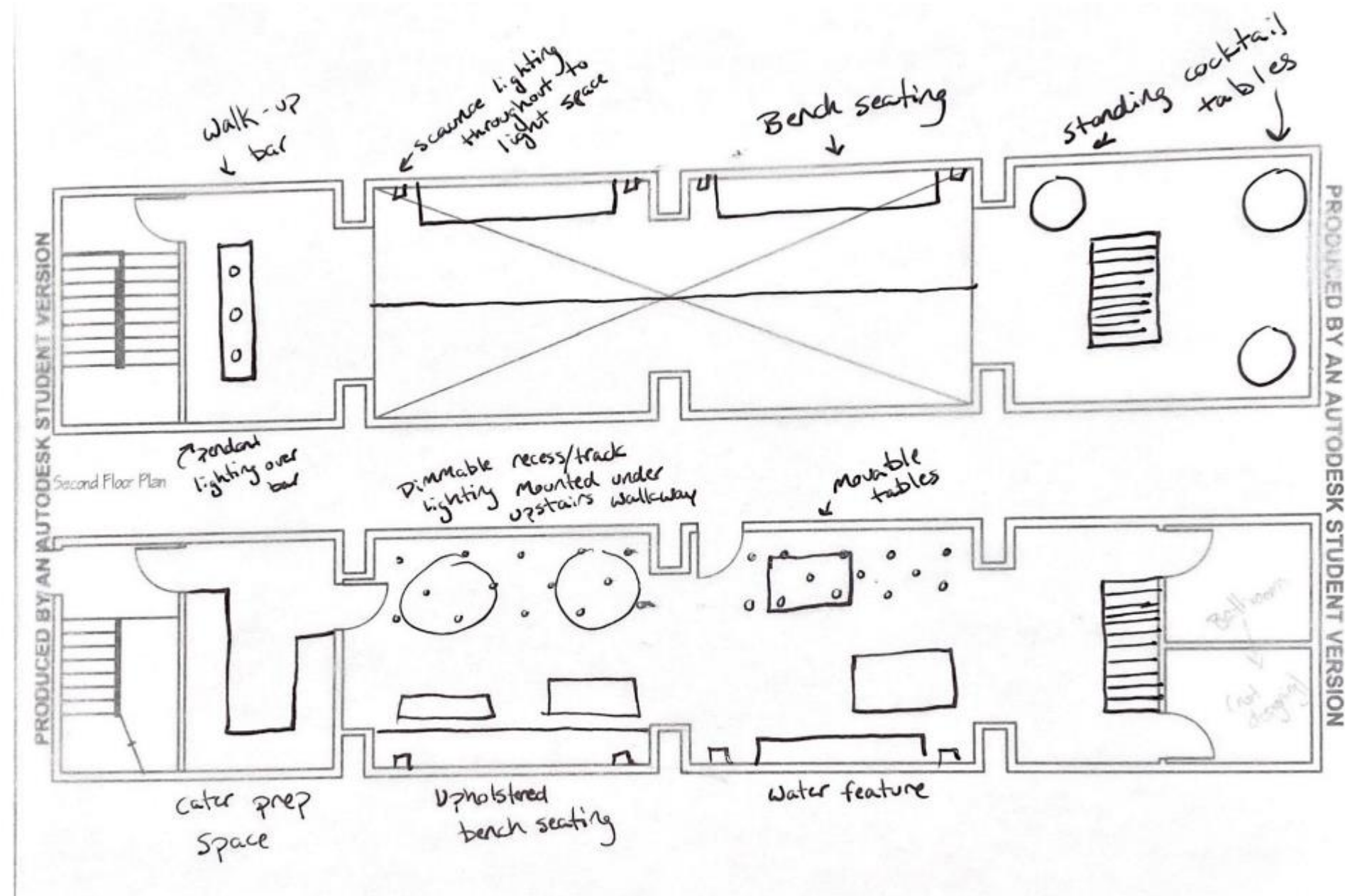


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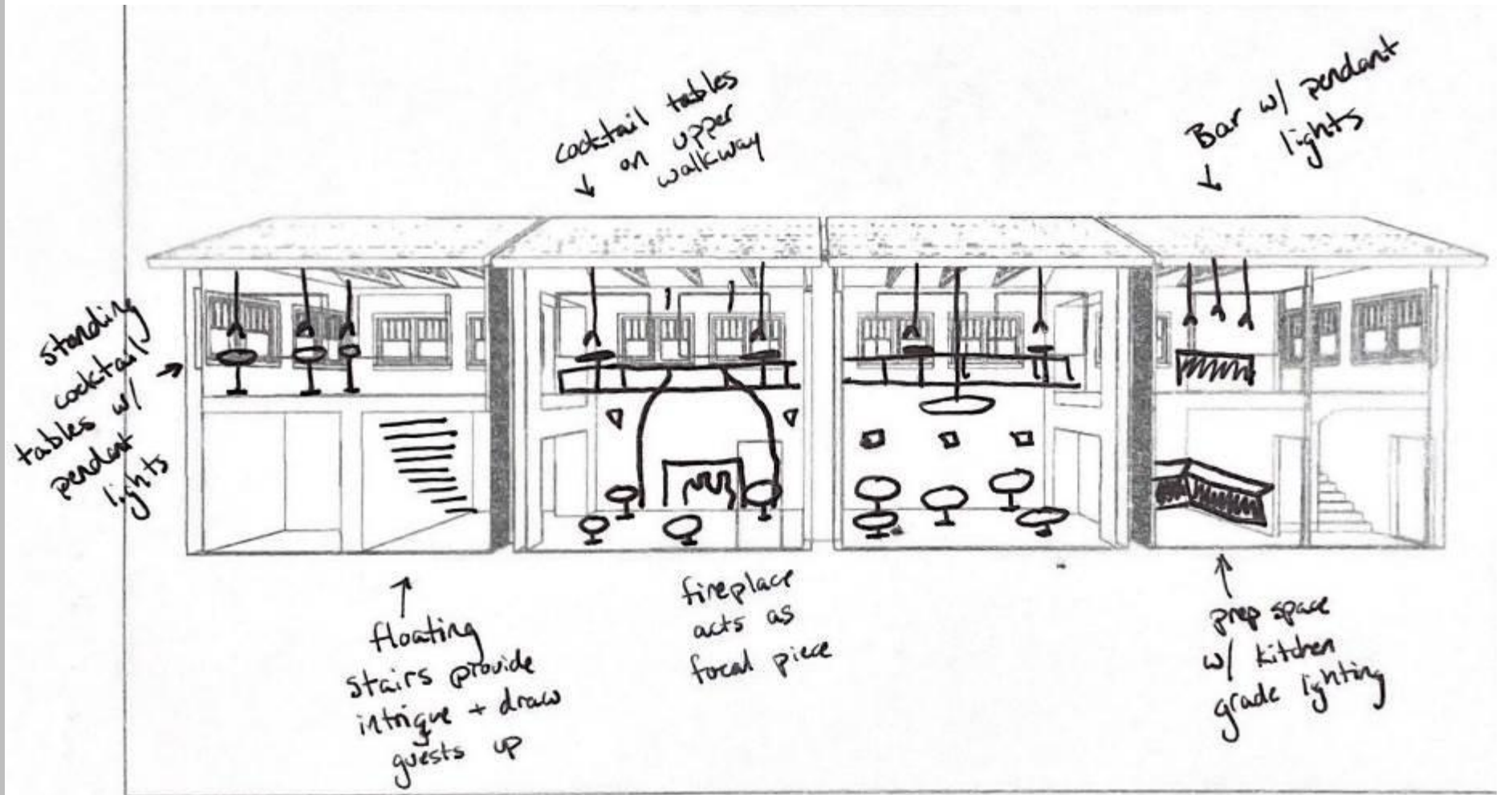
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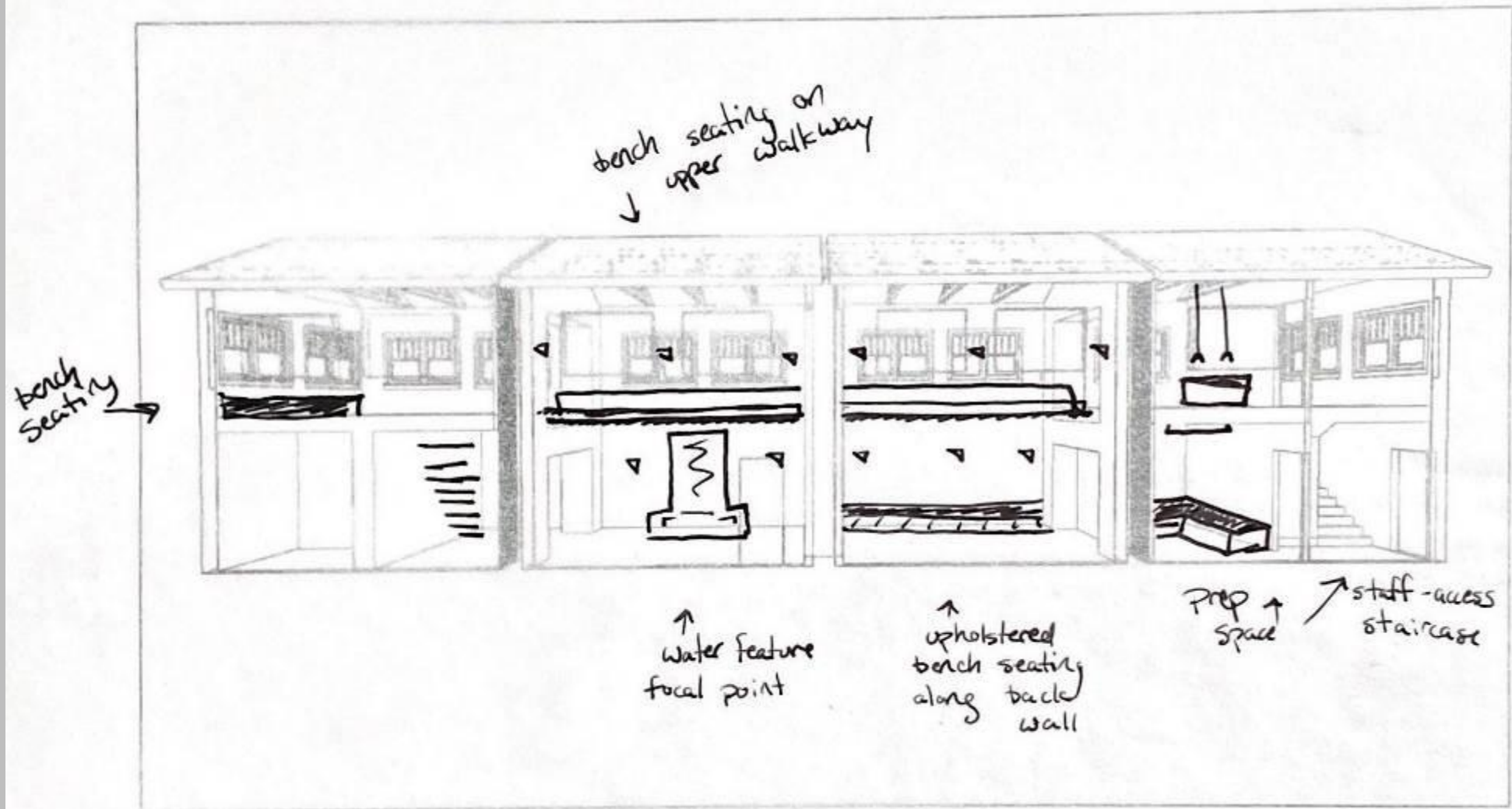


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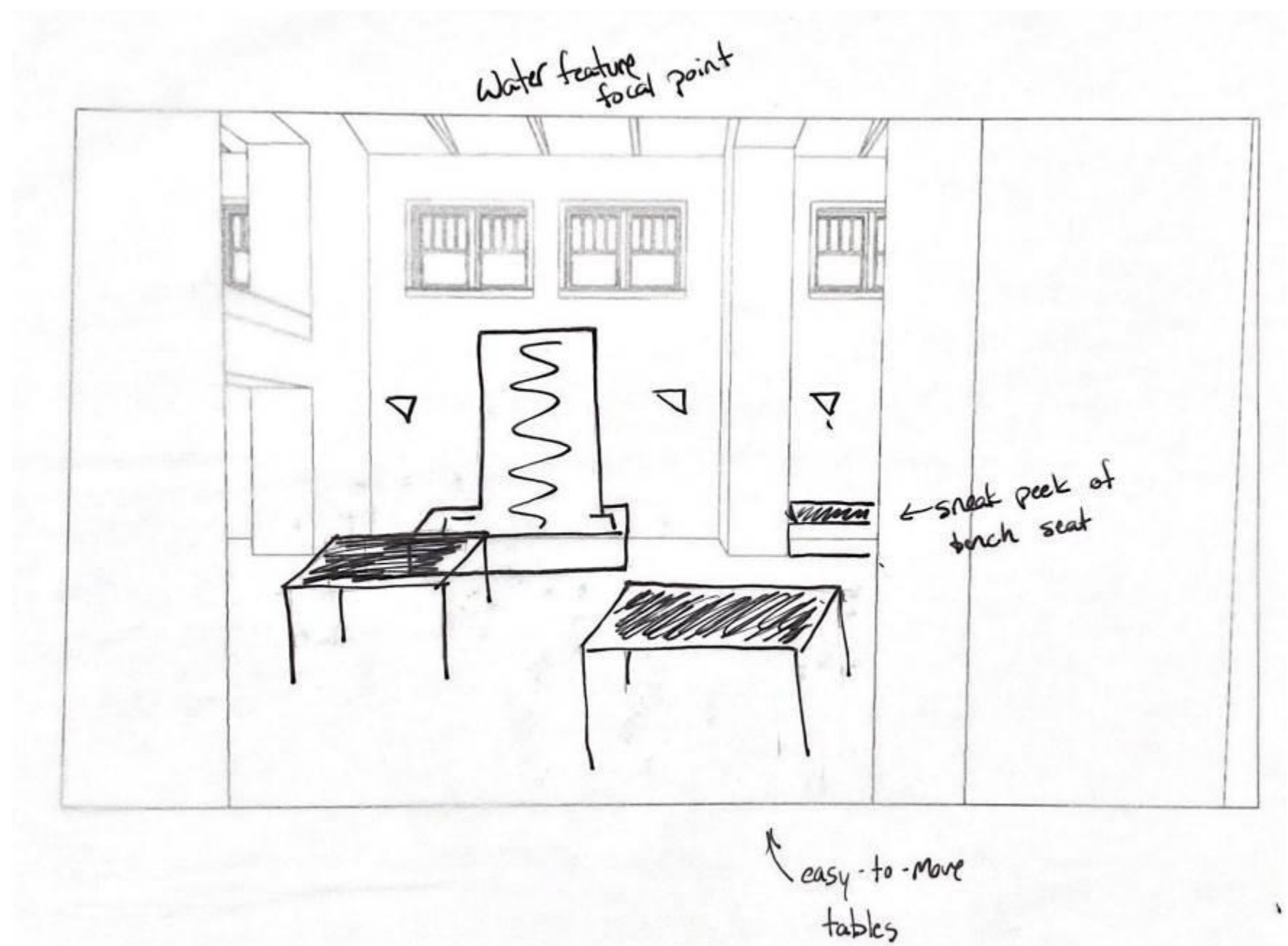


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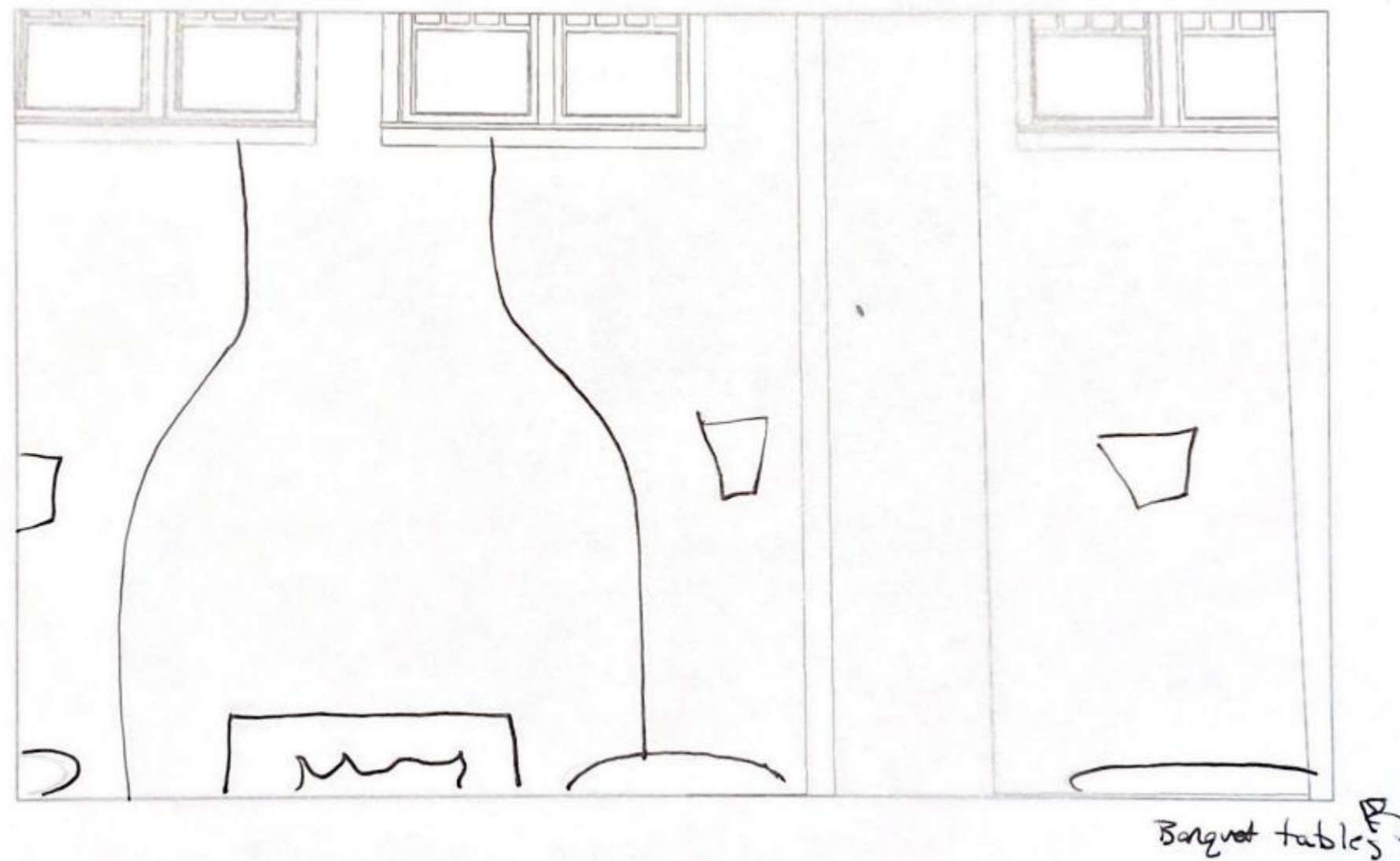
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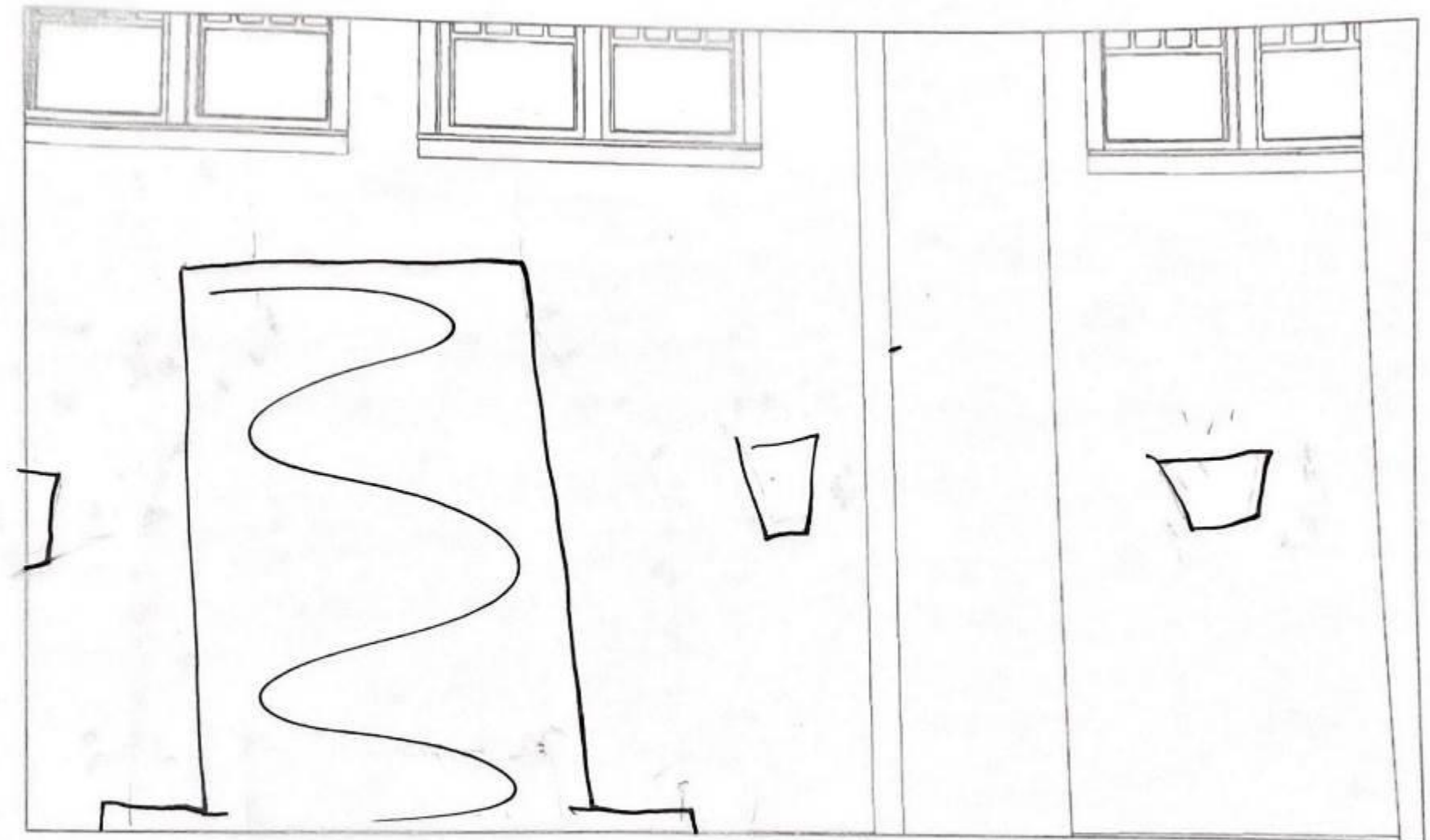


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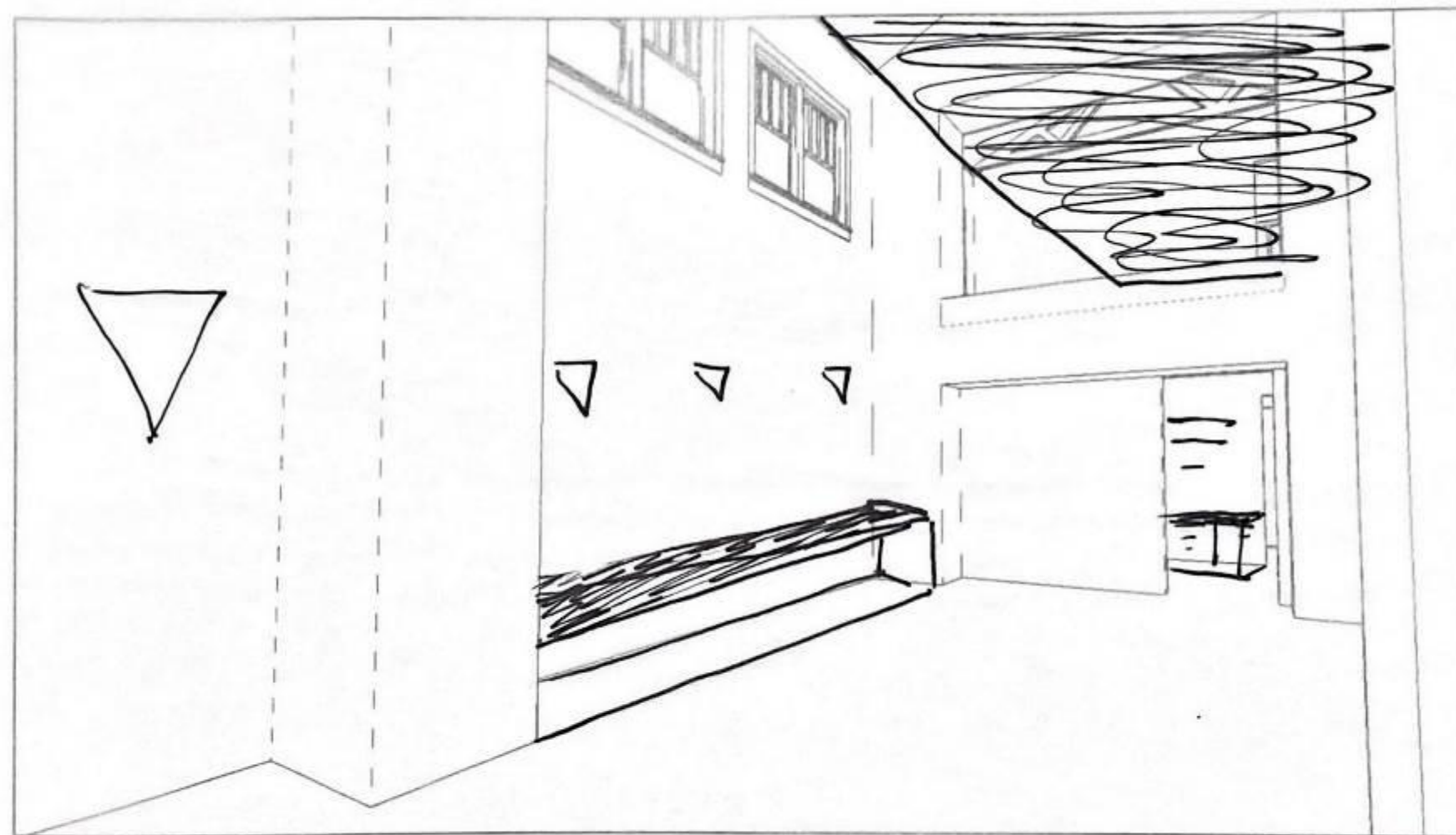


water feature



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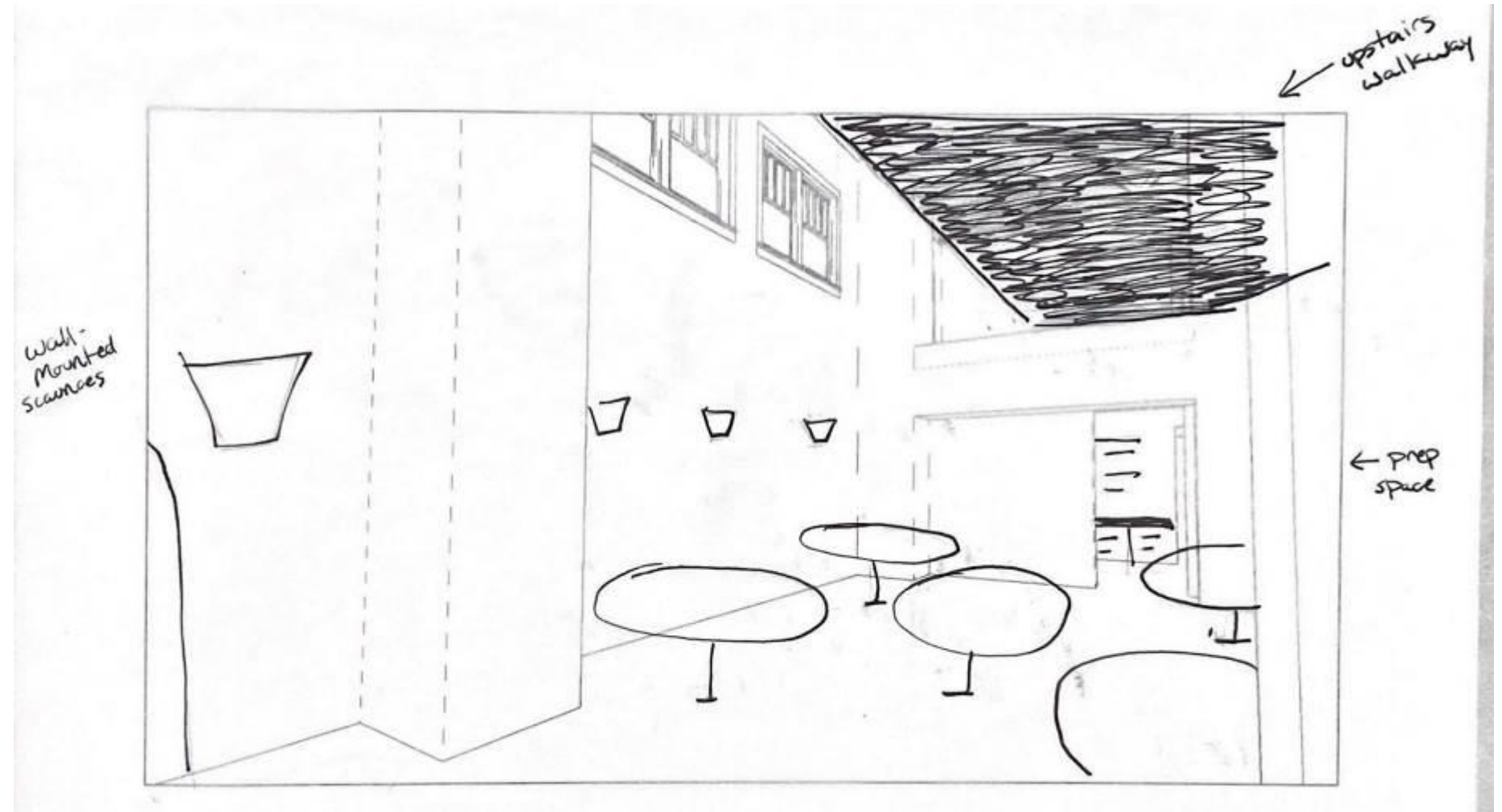
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- bench seating  
option

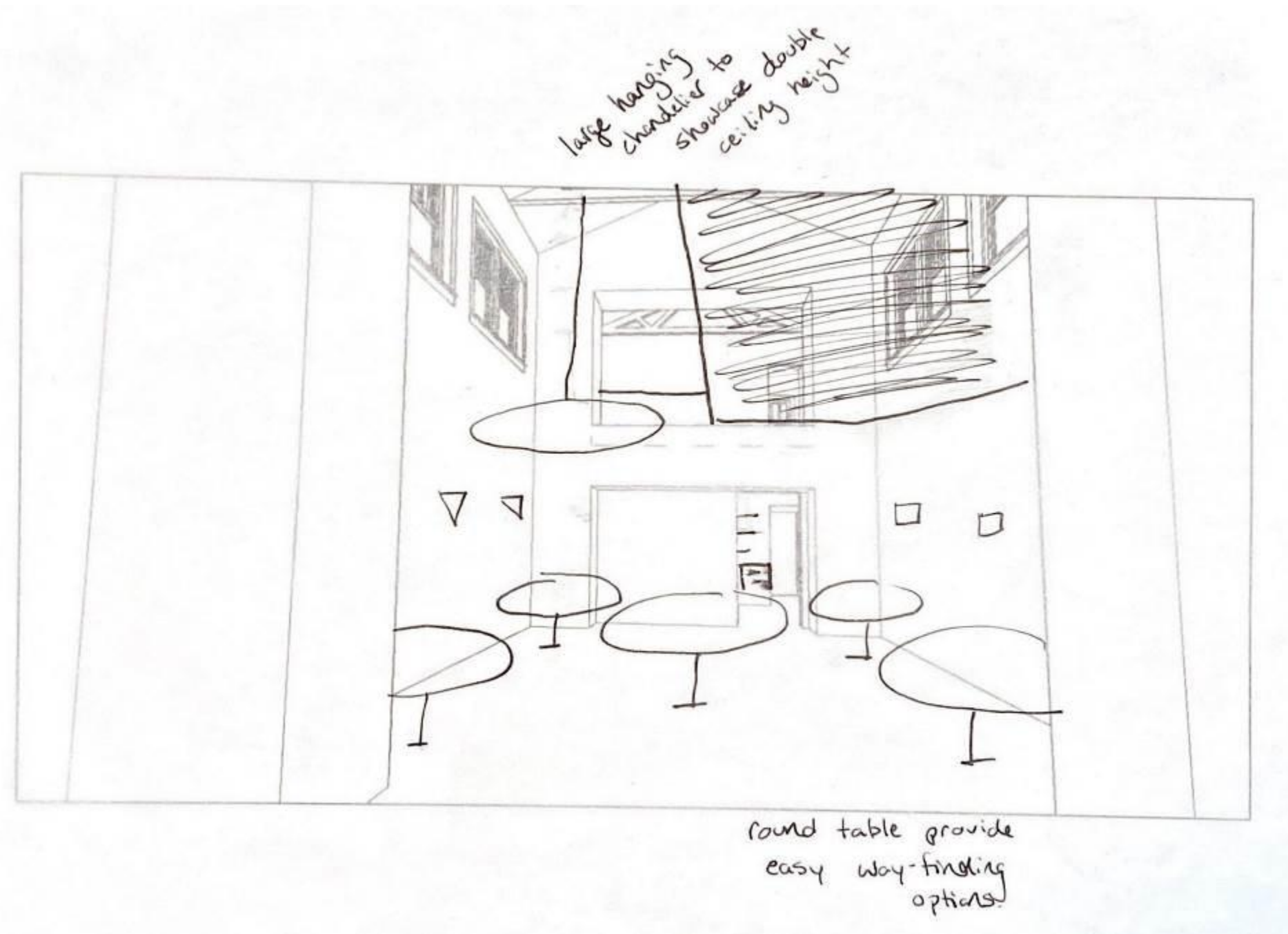
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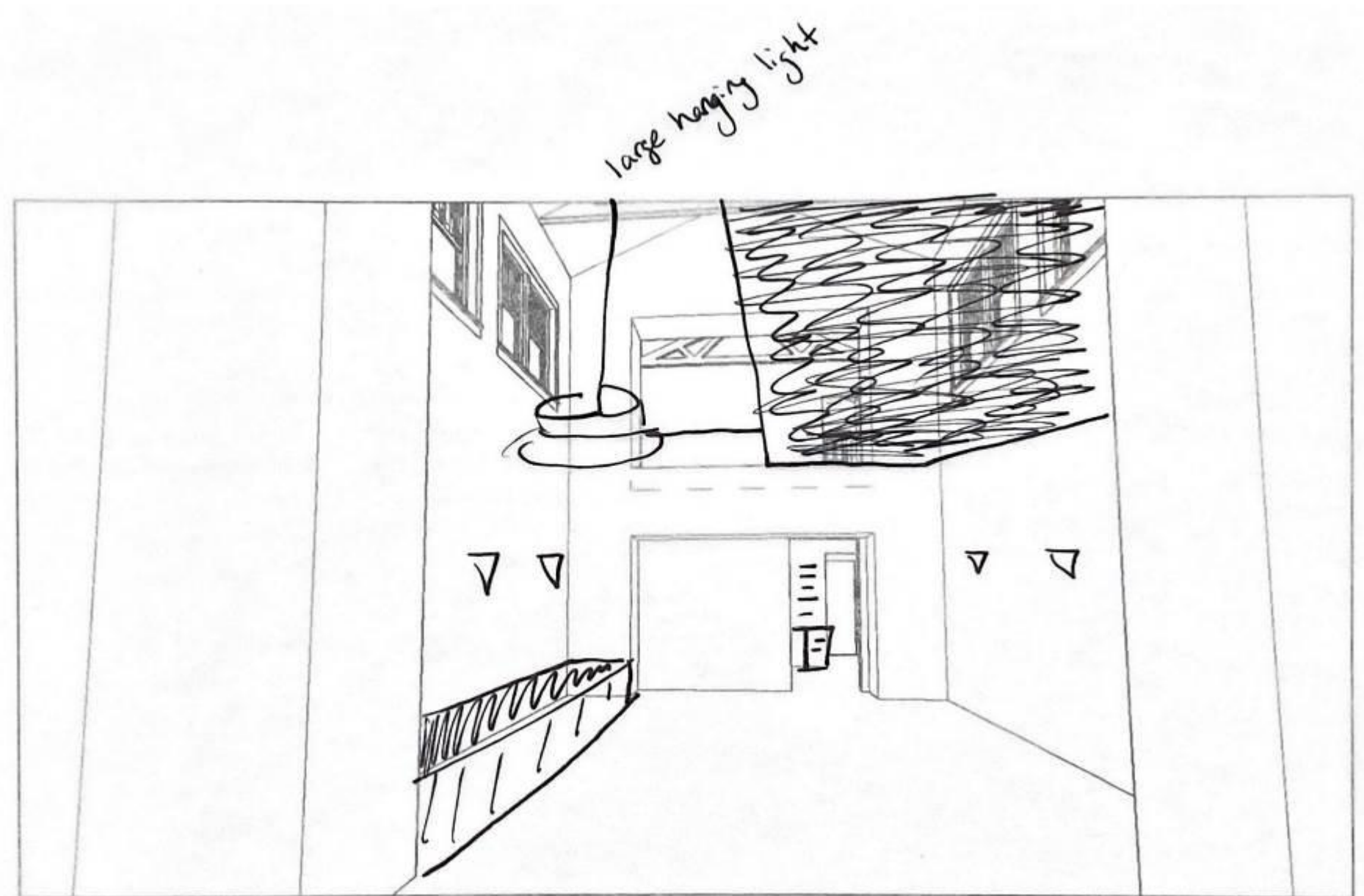
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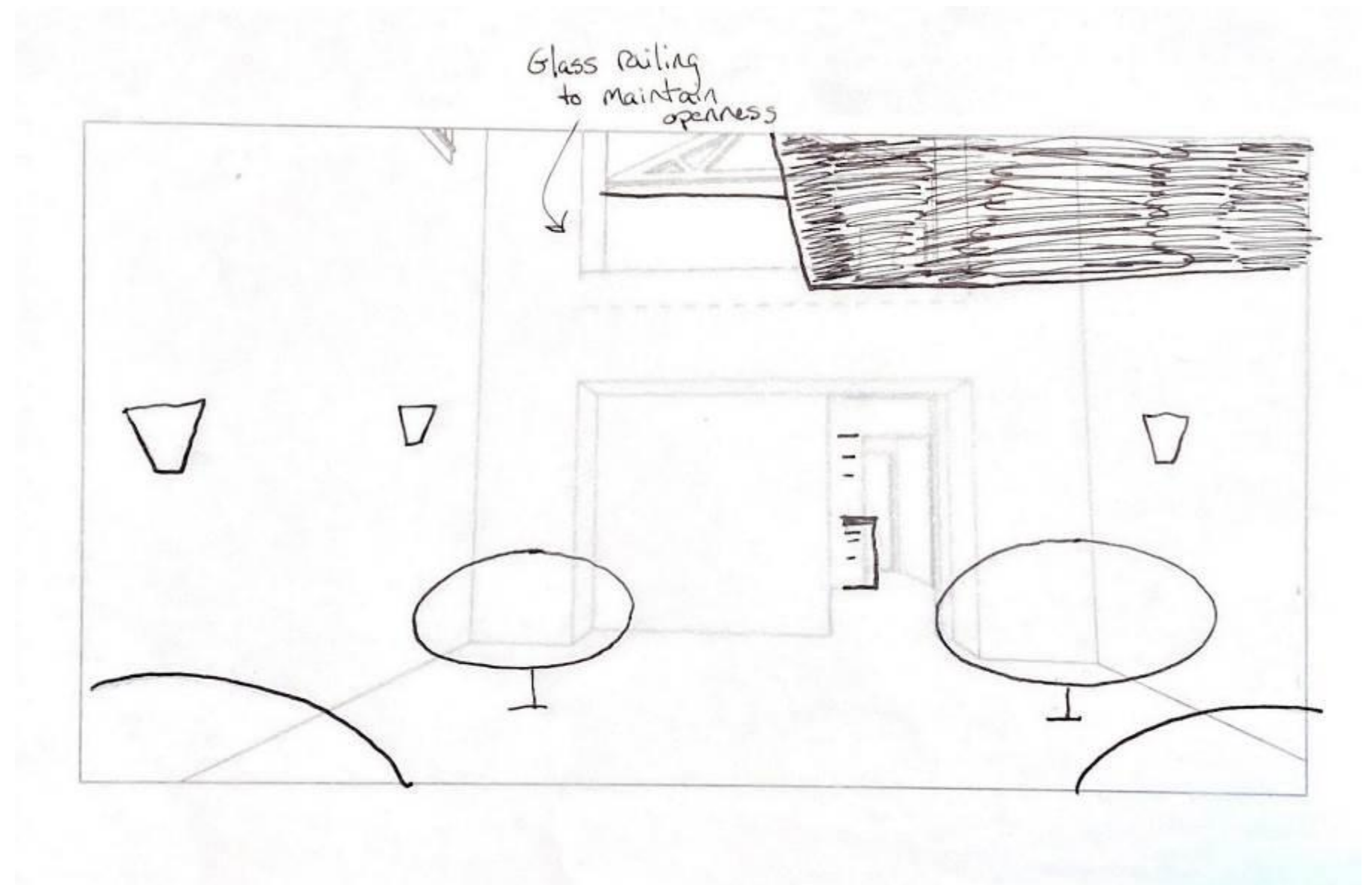
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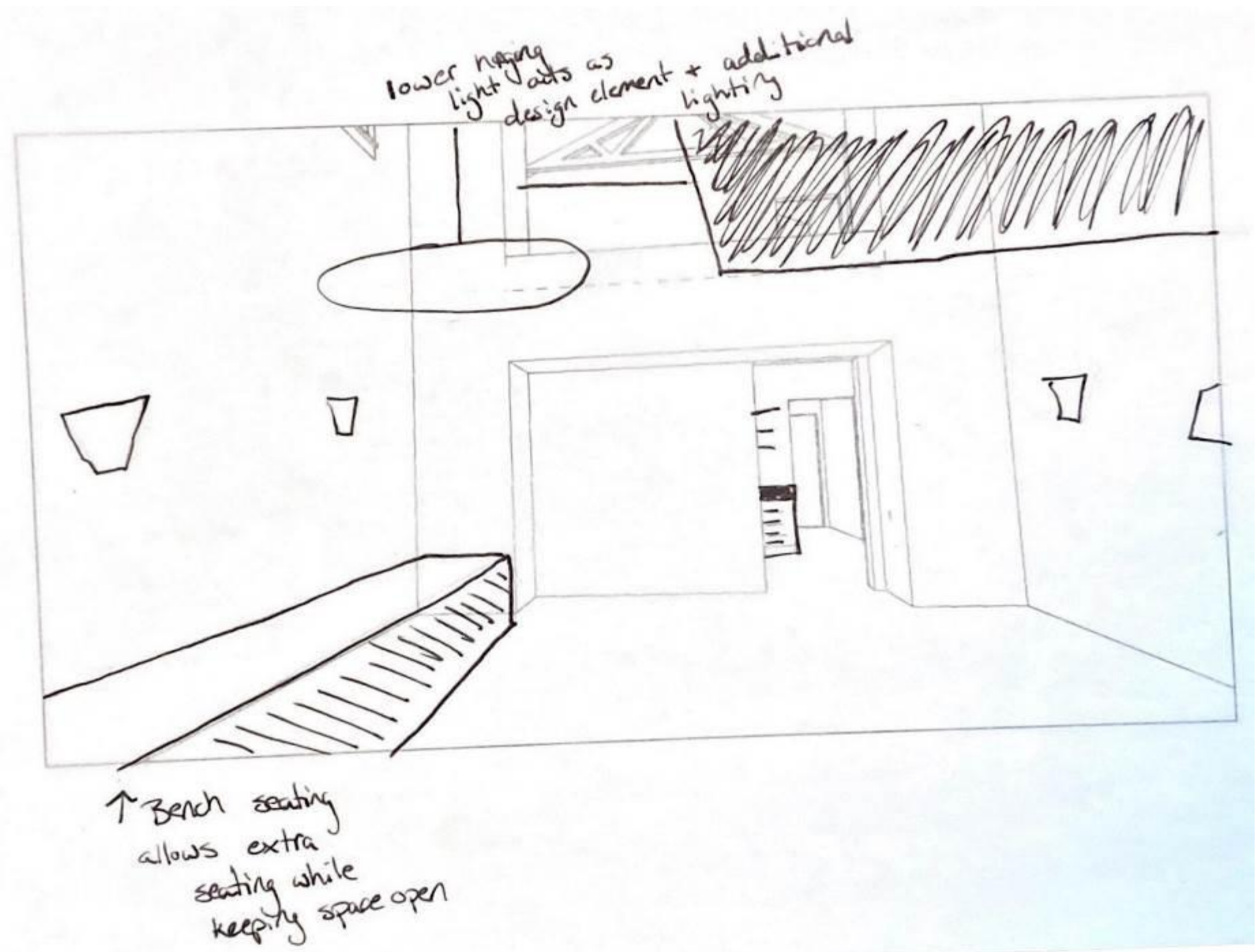




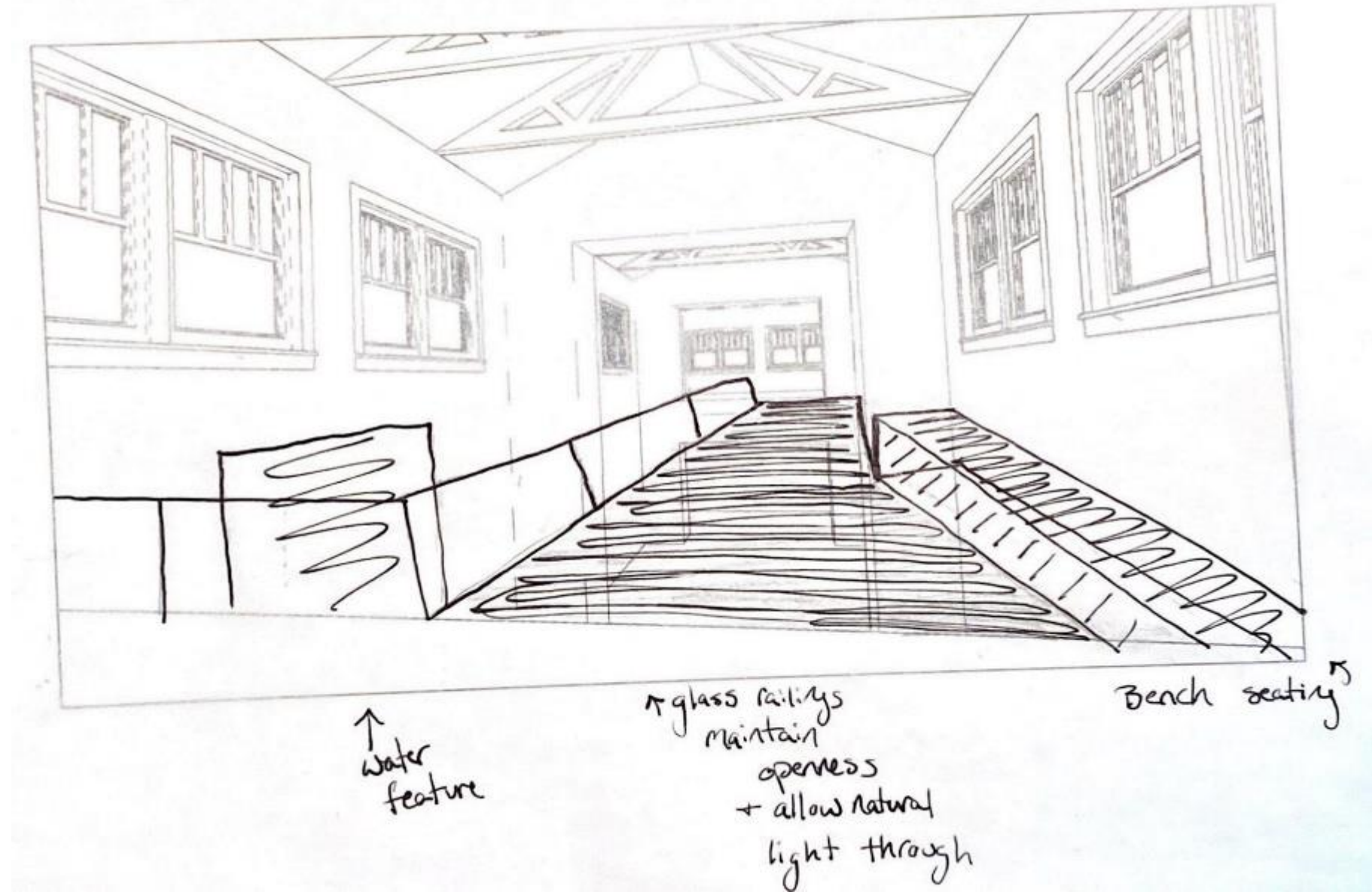
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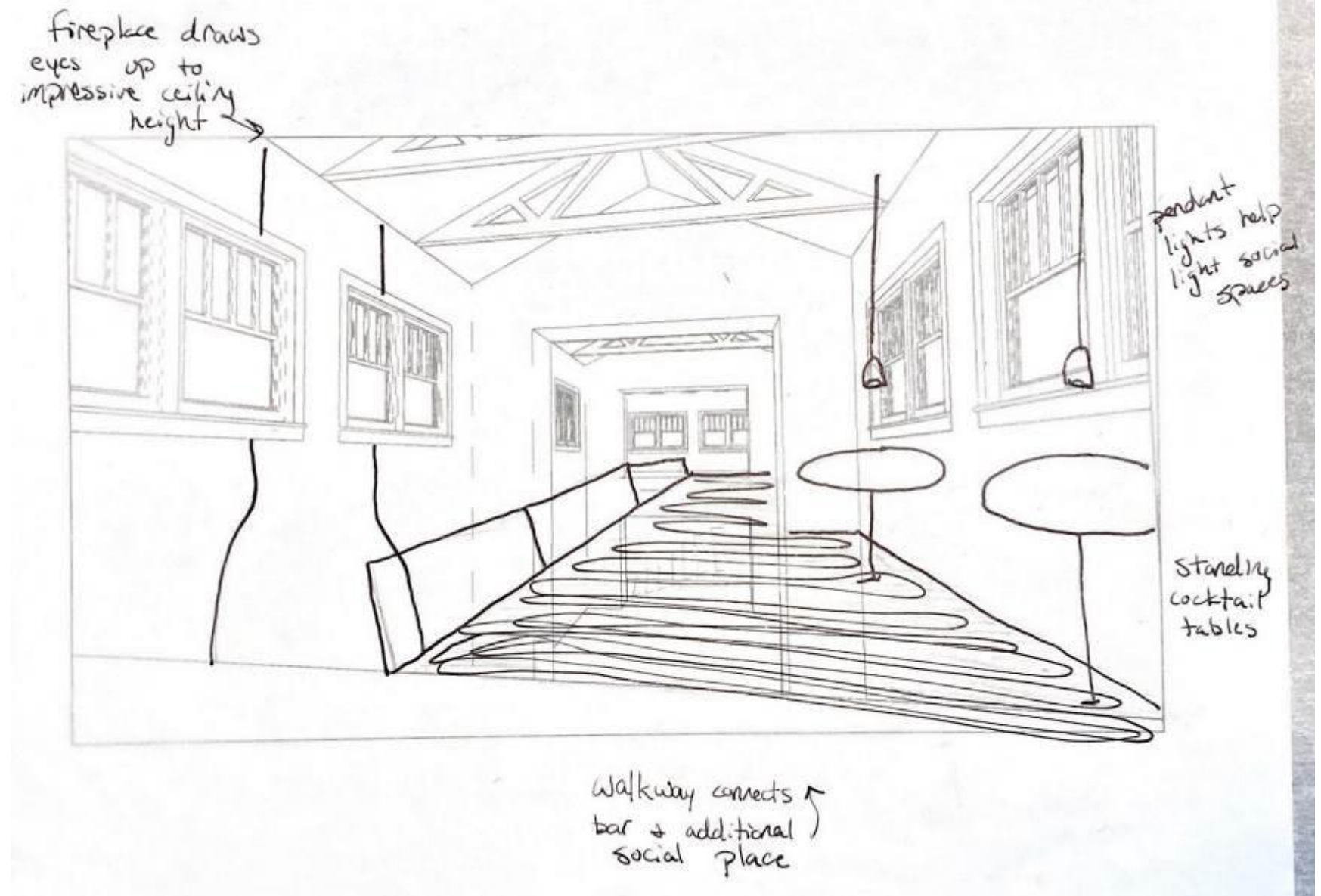
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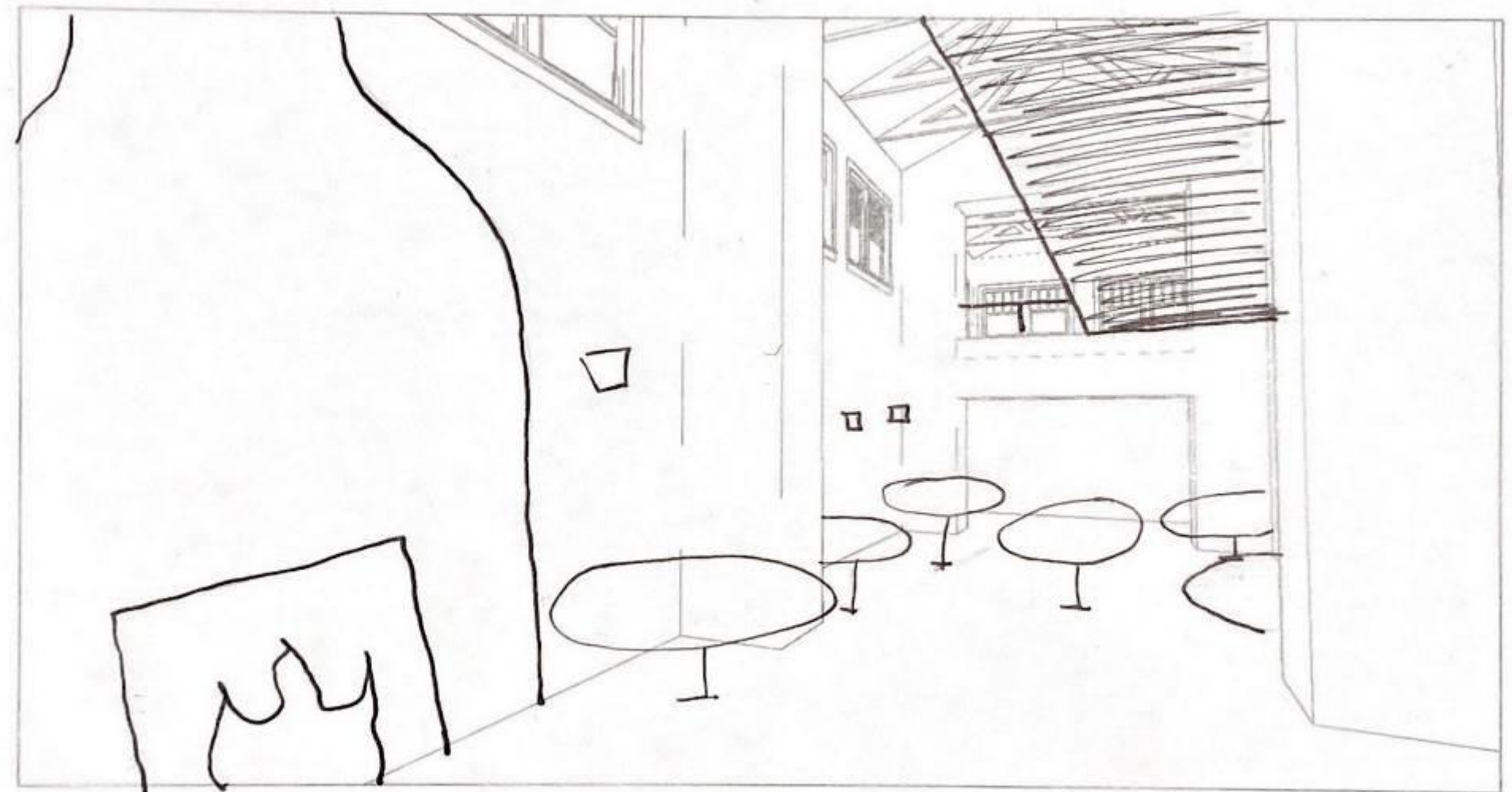


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