

Millennial Campus Café

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IDSN 2102 Fall 2020

Millennial Campus

- A space affiliated with ECU where students and faculty can meet with local organizations to conduct business, such as research and training
- Will benefit industries in the community
- Could aid the creation of new businesses and jobs and bring together start-up companies and investors
- Will use the Export Tobacco Leaf factory
 - Faces 10th street and spans Pitt and Greene streets
 - Three block from the ECU campus



The Third Place

- The term “third place” was coined by sociologist Ray Oldenburg in 1989
- It refers to a space that is neither work nor home, but somewhere in between
- This place fosters community connections and informal gatherings





Flue-Cured Tobacco Barn

- Can be found in Virginia and North Carolina
- Used to cure tobacco prior to automated methods
- Leaves were green when hung and dried to a golden-brown color
- Rafters in ceiling, tall building so that tobacco can be hung in rows, one on top of another
- Harvesting and hanging was a family effort, many hands were needed to pitch in
- Originally built out of pine, when pine ran out, inferior wood was used and supported by tin
- These abandoned barns can still be seen lining the highway in Greenville and other areas of North Carolina



User Profile

Who will be using this space?

- Those who want to conduct business with the university
 - Individuals from local tech companies, research organizations and other commercial businesses
- Faculty and students from ECU looking to meet with businesses or study or socialize with other faculty/students
- People from the surrounding neighborhoods and other areas of Greenville and nearby cities- for personal work or socializing



Site Profile

Location: Facing S Greene St. in between W 10th and W 11th streets

Satellite view of location:



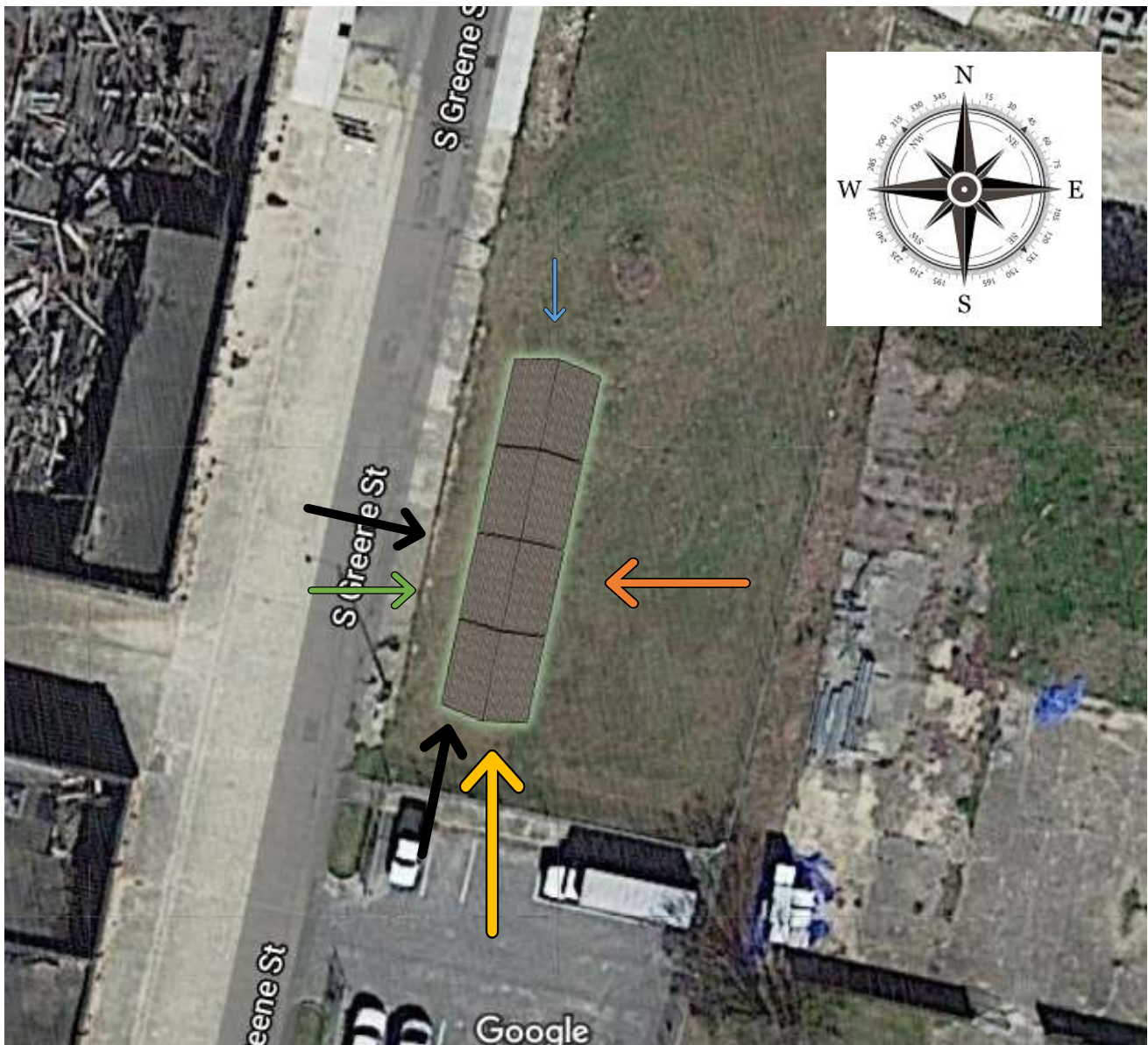
View from site when facing W 10th Street:




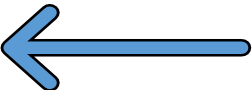

View from site when facing W 11th Street:





Site Analysis



Entrance: 

North-Facing Light:  South-Facing Light: 

East-Facing Light:  West-Facing Light: 

- Daylight will be brightest on the south side of the building
- The east side will be next brightest and get more morning light
- The west side will see less sun
- The north side will get the least sun

Design Problem Statement

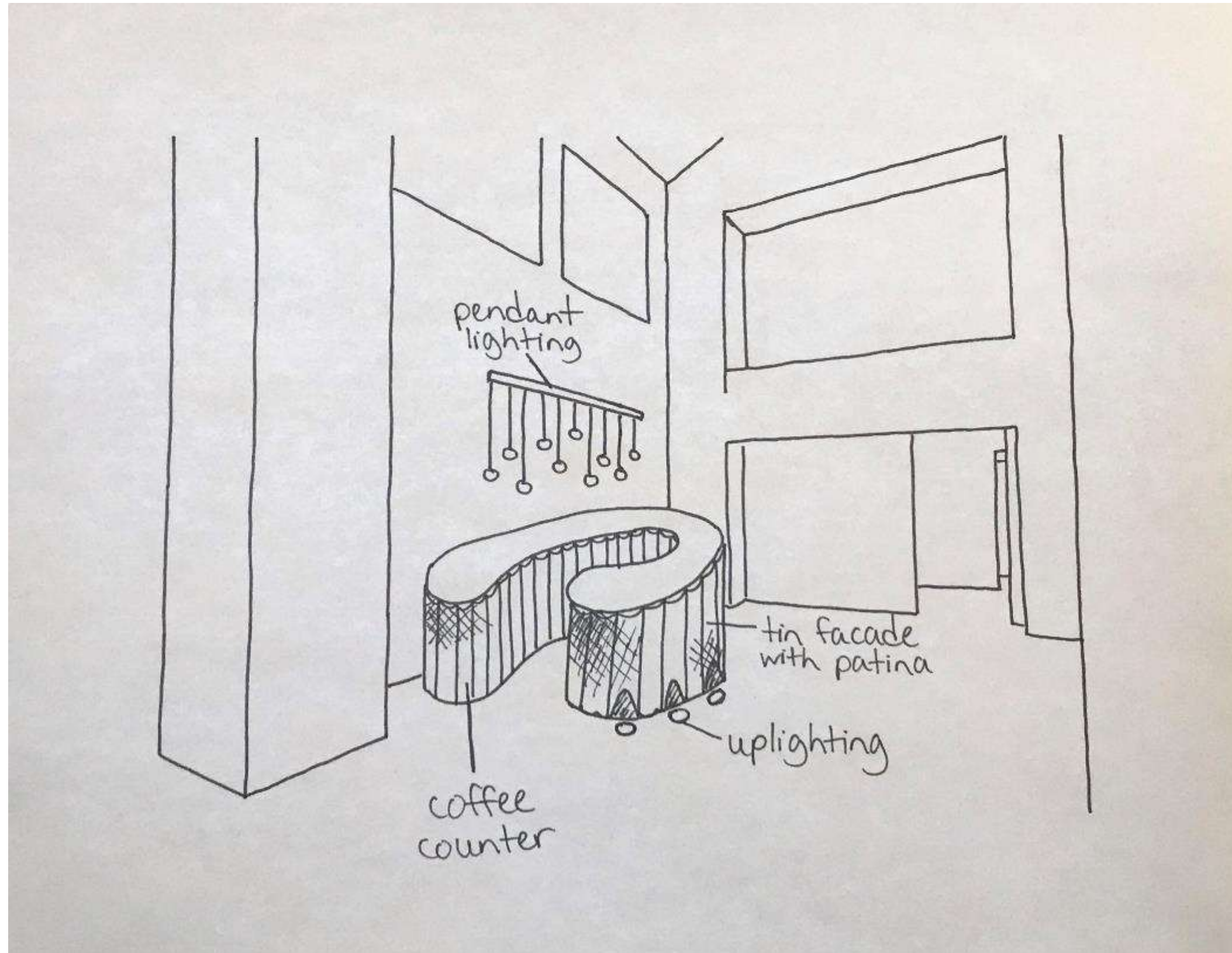
- Wayfinding
 - Clients need to be visually directed to the coffee counter upon entry
 - Need to get people to move around the space, be directed to the stairs so they'll go up to the second floor
 - Need people to want to stay and spend time in the space
- Lighting
 - Sun will shine brightly on east and south facing walls and may cause glare or overheat patrons
 - In the late afternoon/evening the building could become too dark
- Ceiling
 - Building is two stories tall which could allow a lot of sound to travel, create echoes
 - High ceiling might be too tall to create the homey feeling required of third spaces



Problem Resolution Sketches

Design Emphasis

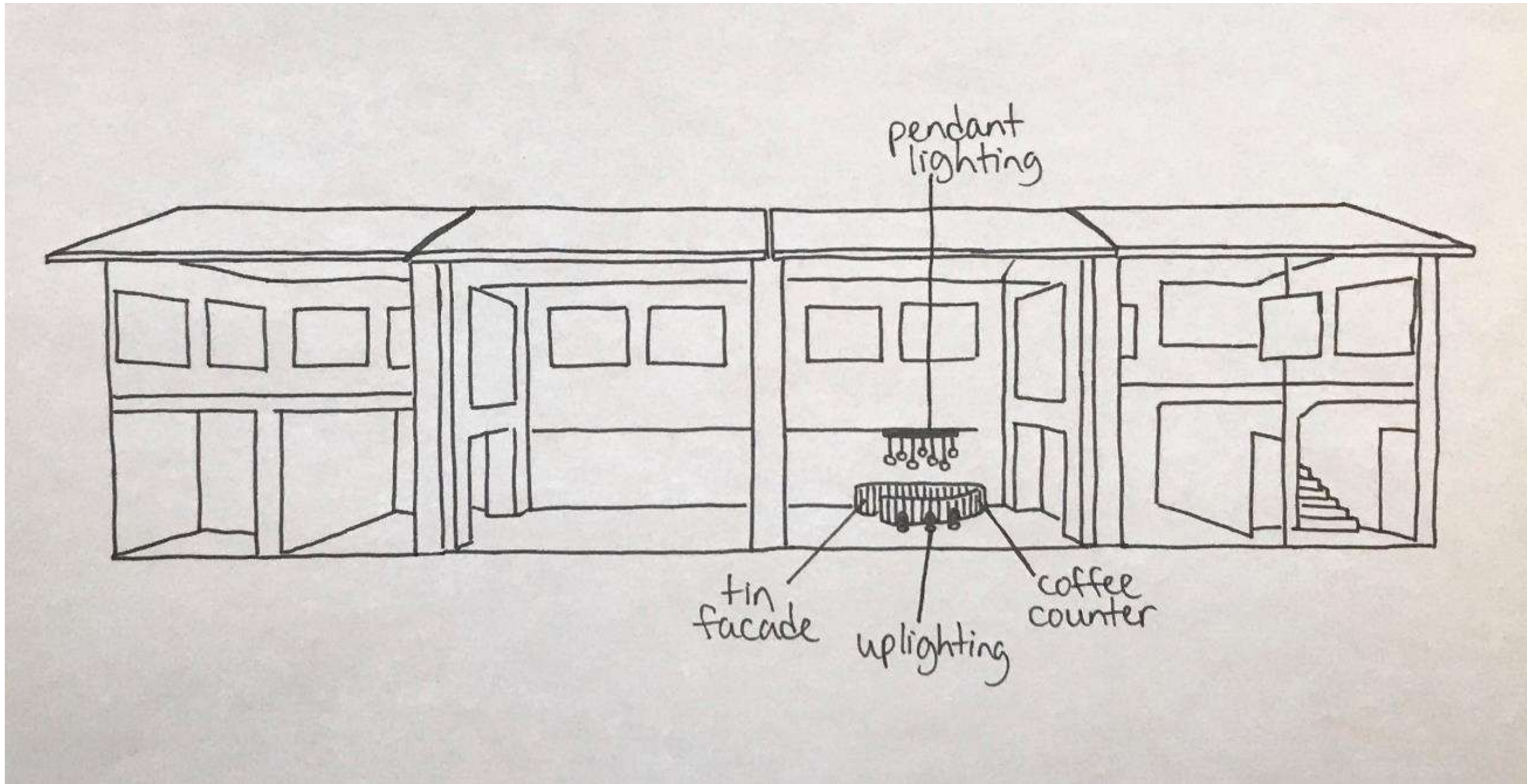
Plan 1



Problem Resolution Sketches

Design Emphasis

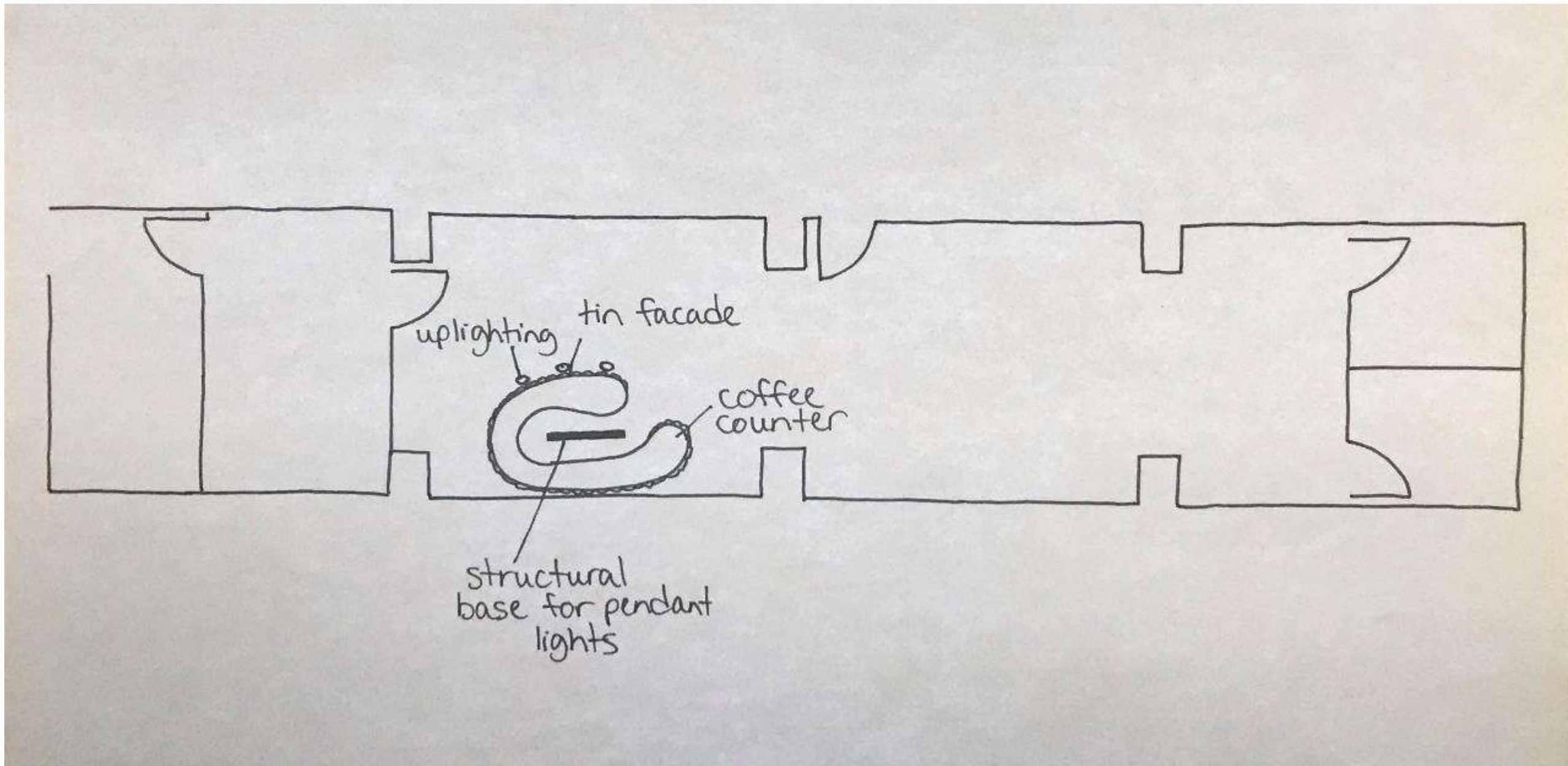
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Problem Resolution Sketches

Design Emphasis

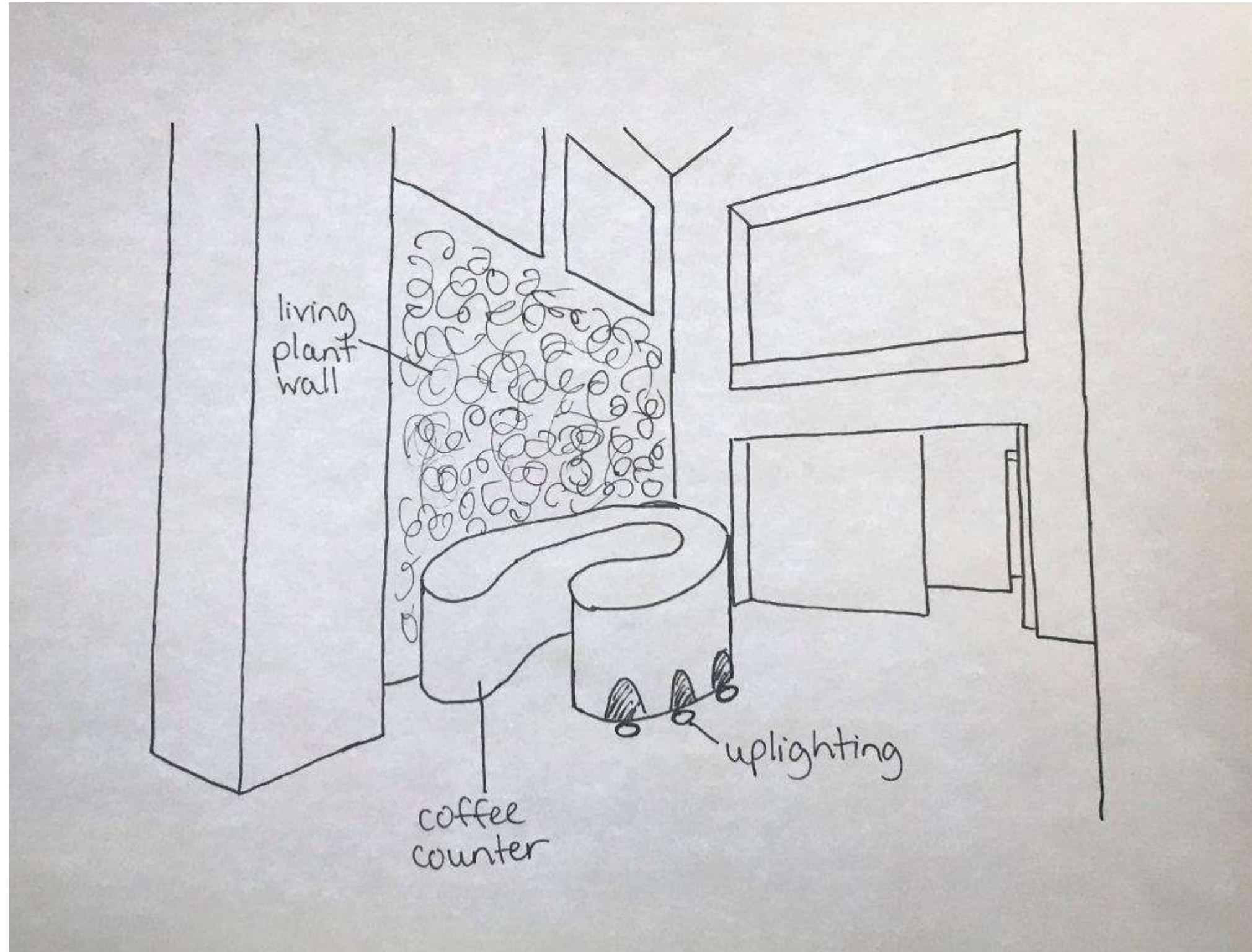
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Problem Resolution Sketches

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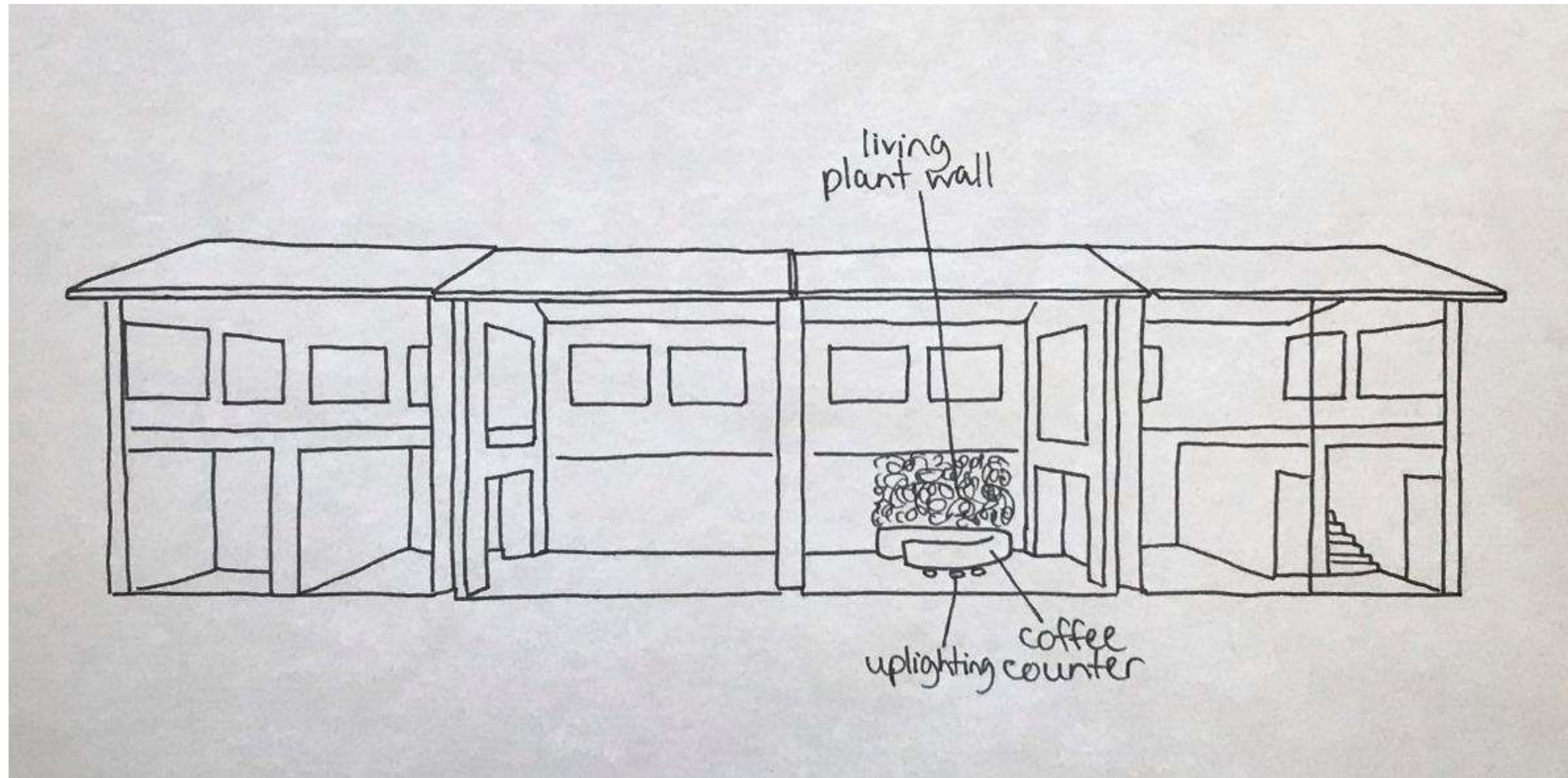
Plan 2



Problem Resolution Sketches

Design Emphasis

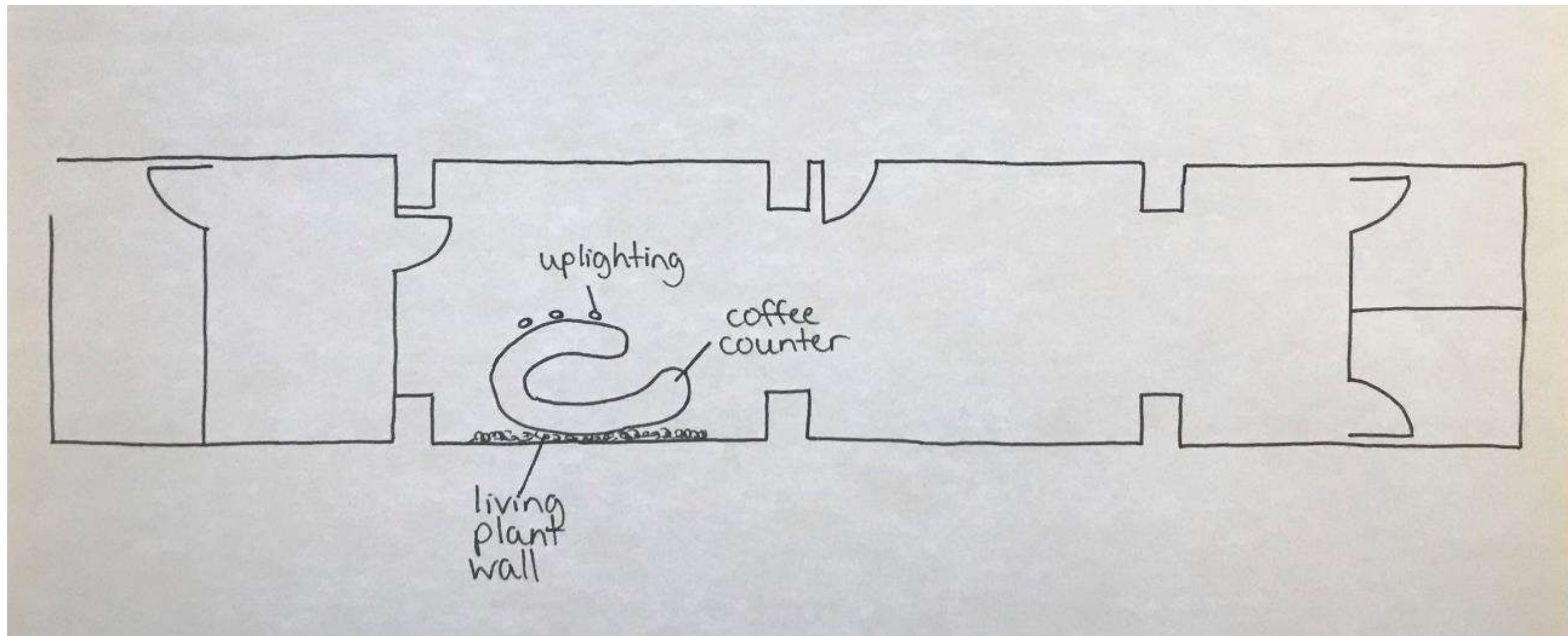
Plan 2



Problem Resolution Sketches

Design Emphasis

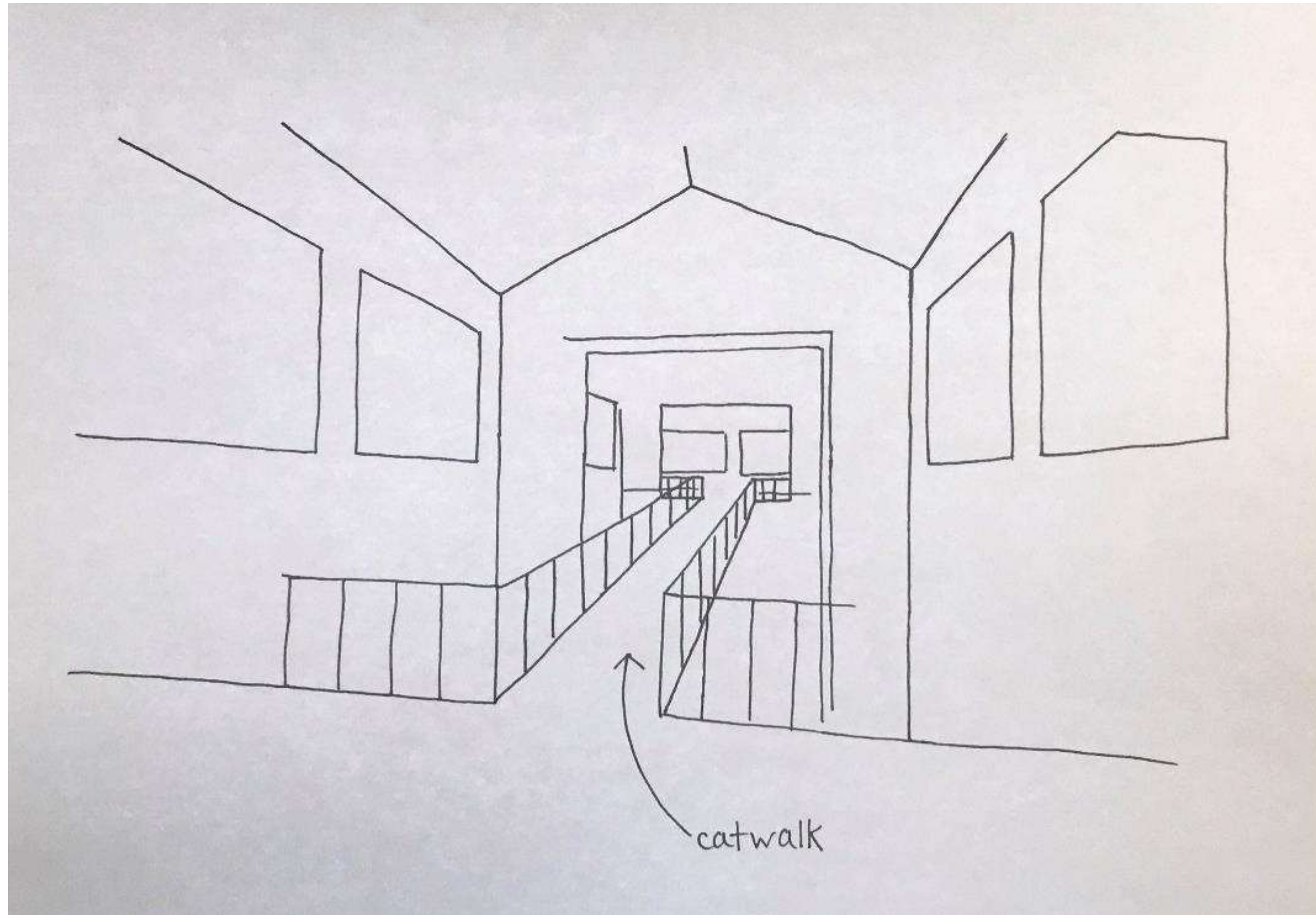
Plan 2



Problem Resolution Sketches

Upper Floor

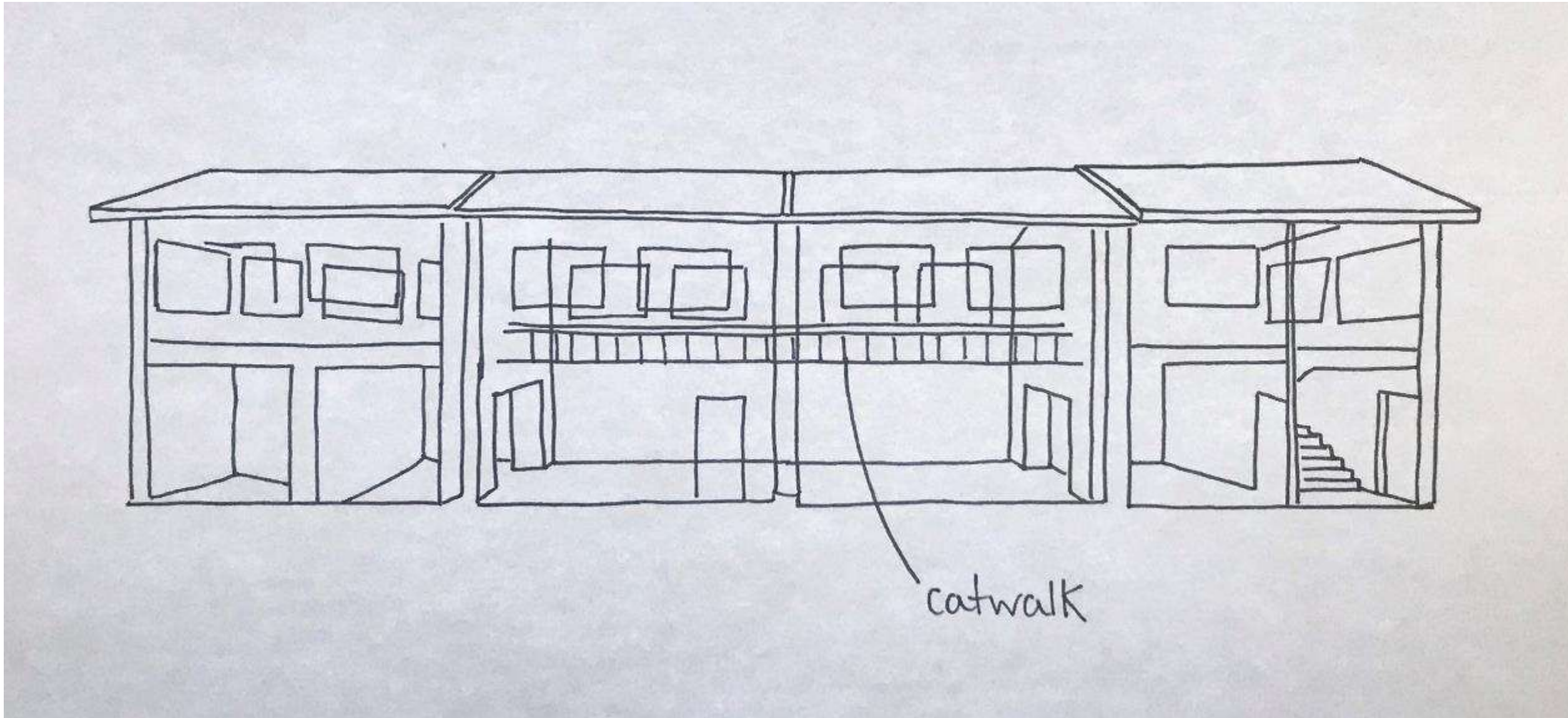
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Upper Floor

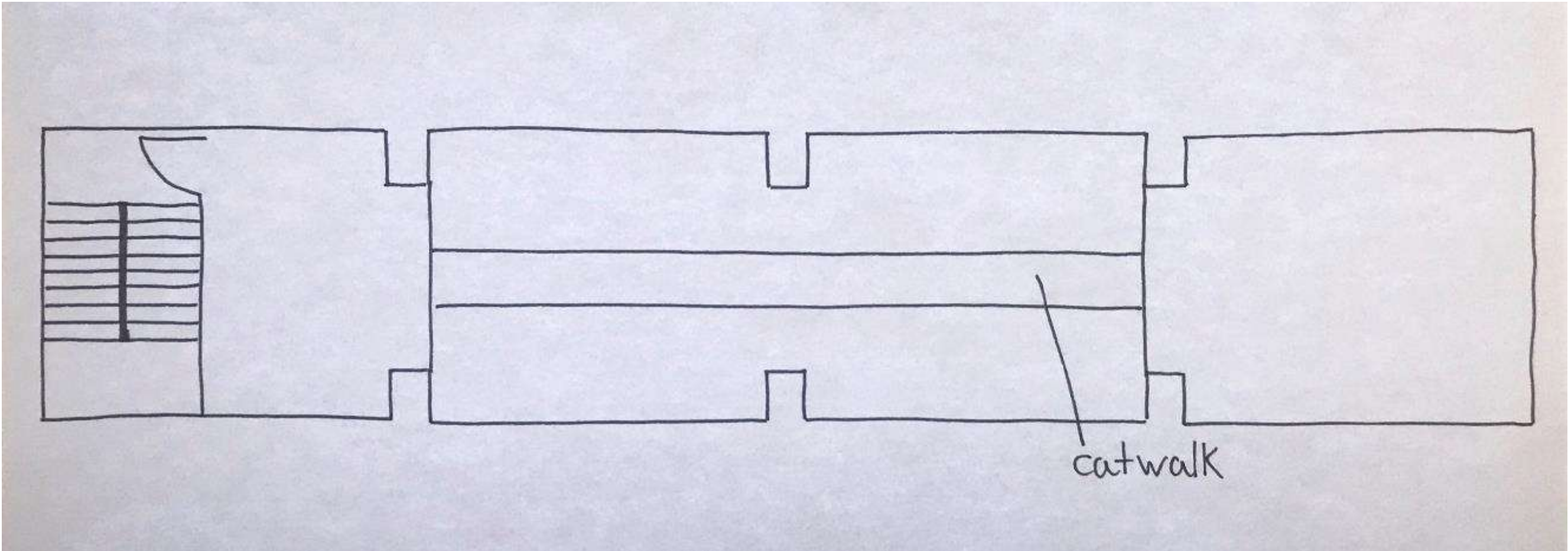
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Upper Floor

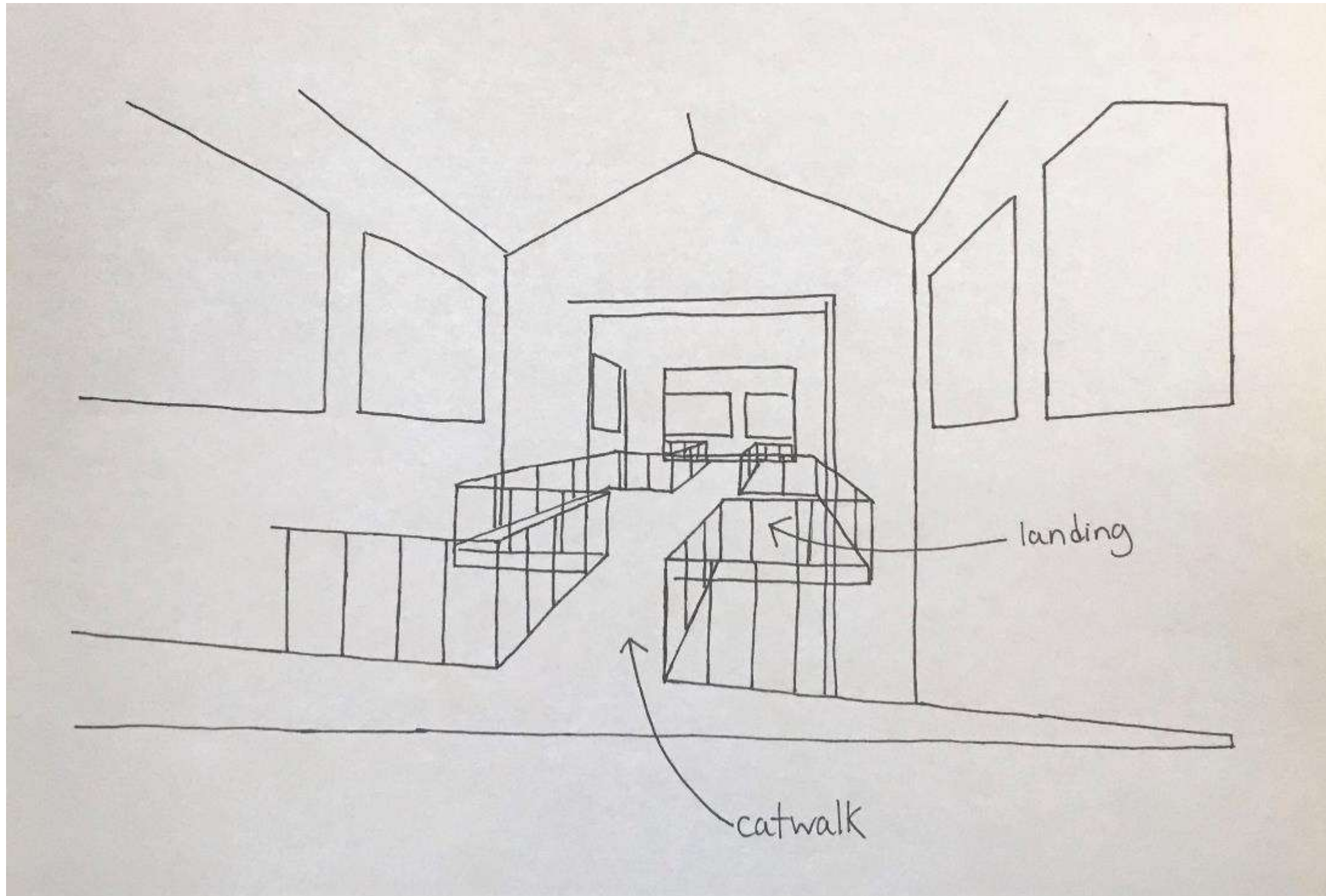
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Upper Floor

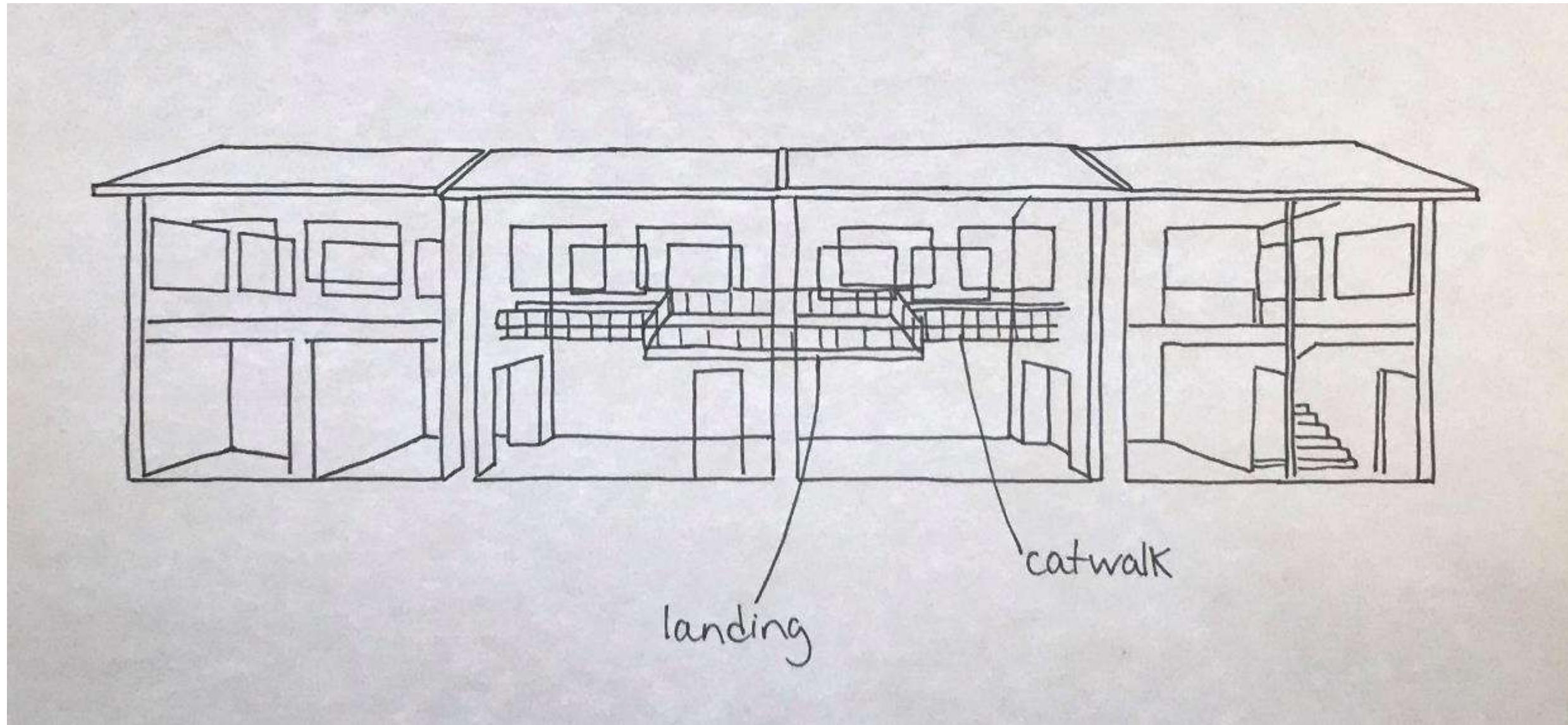
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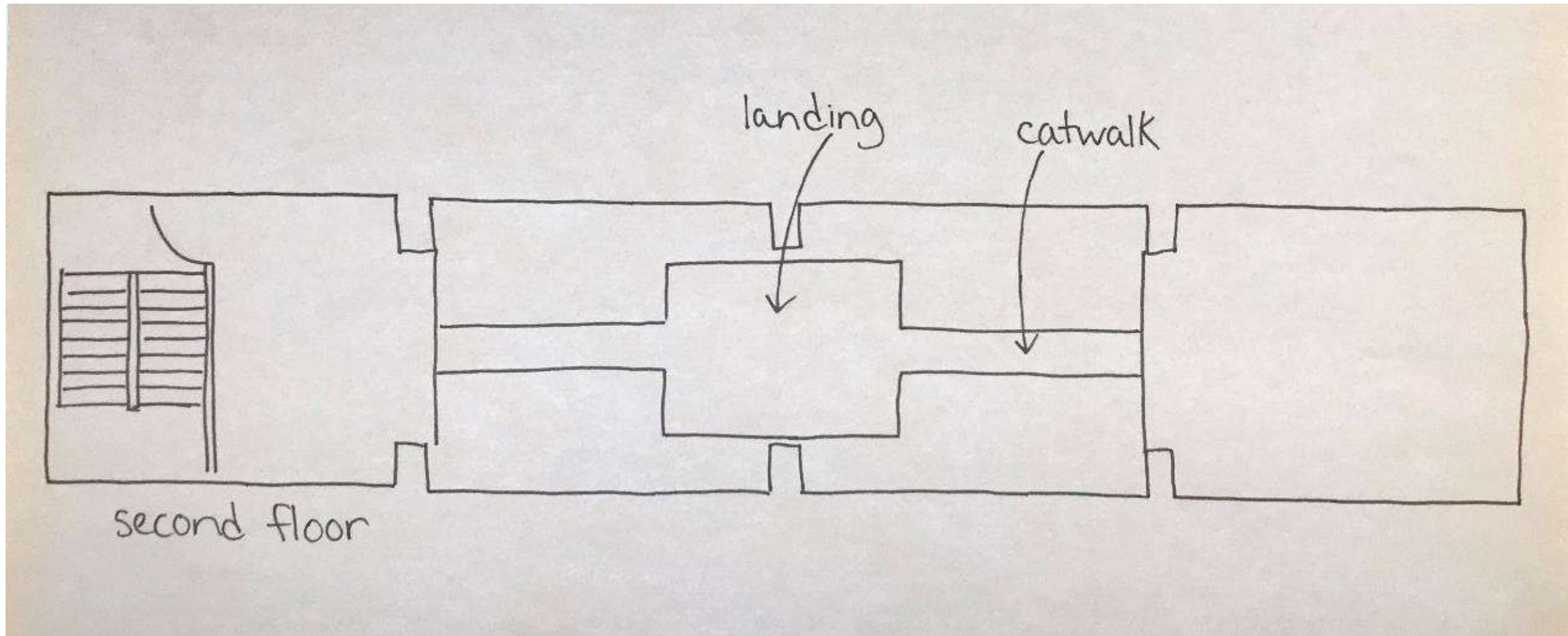
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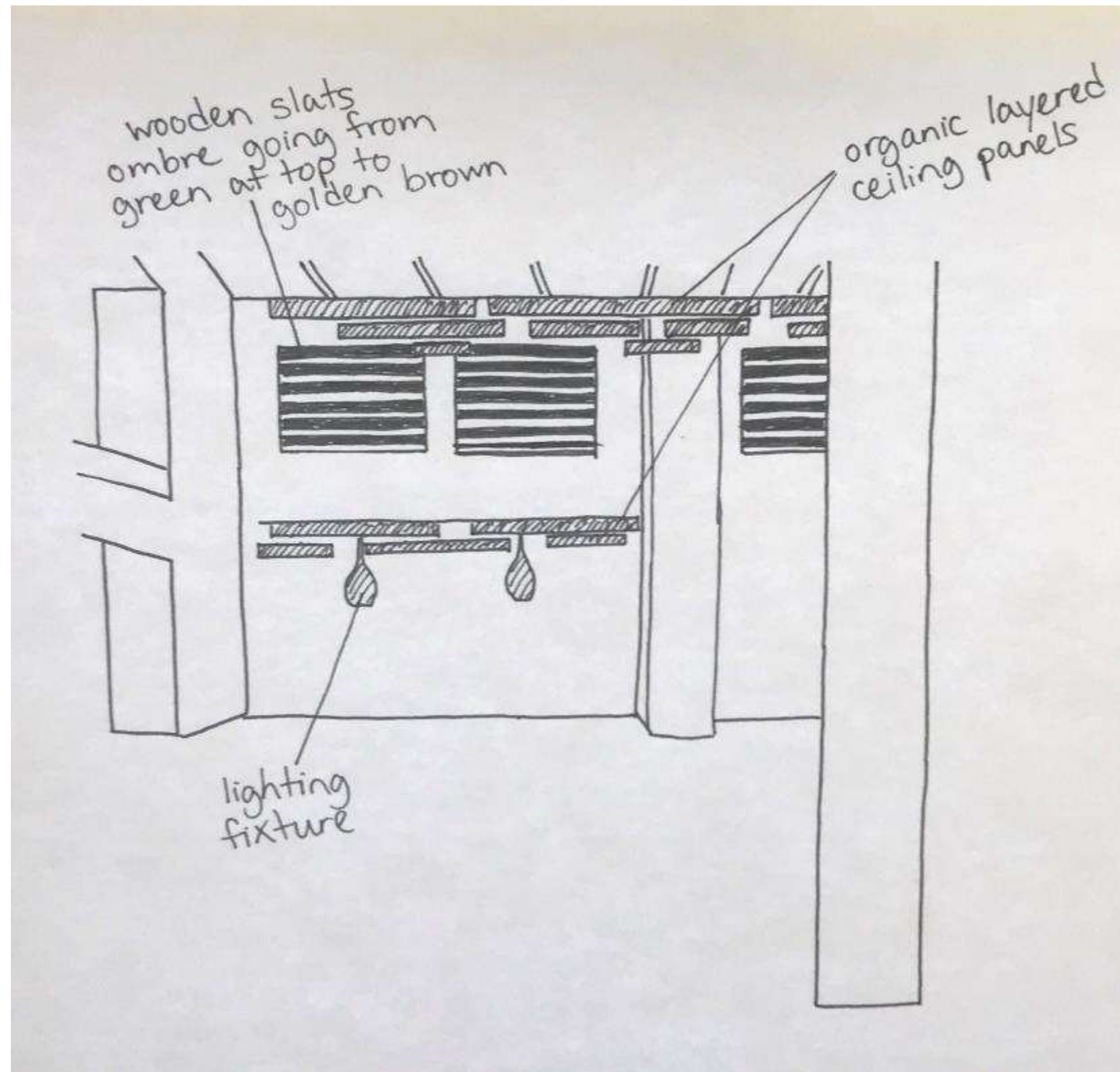
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Problem Resolution Sketches

Ceilings and Lighting

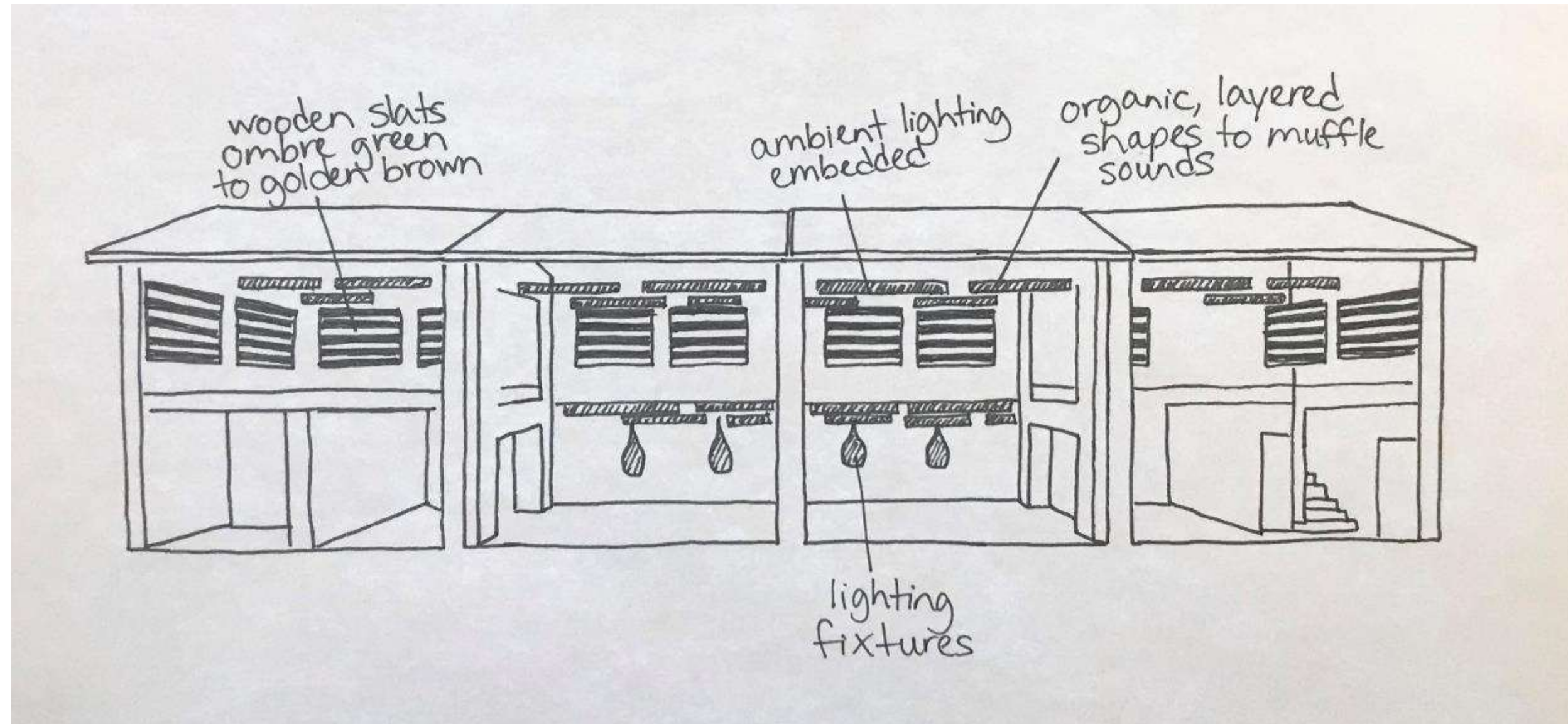
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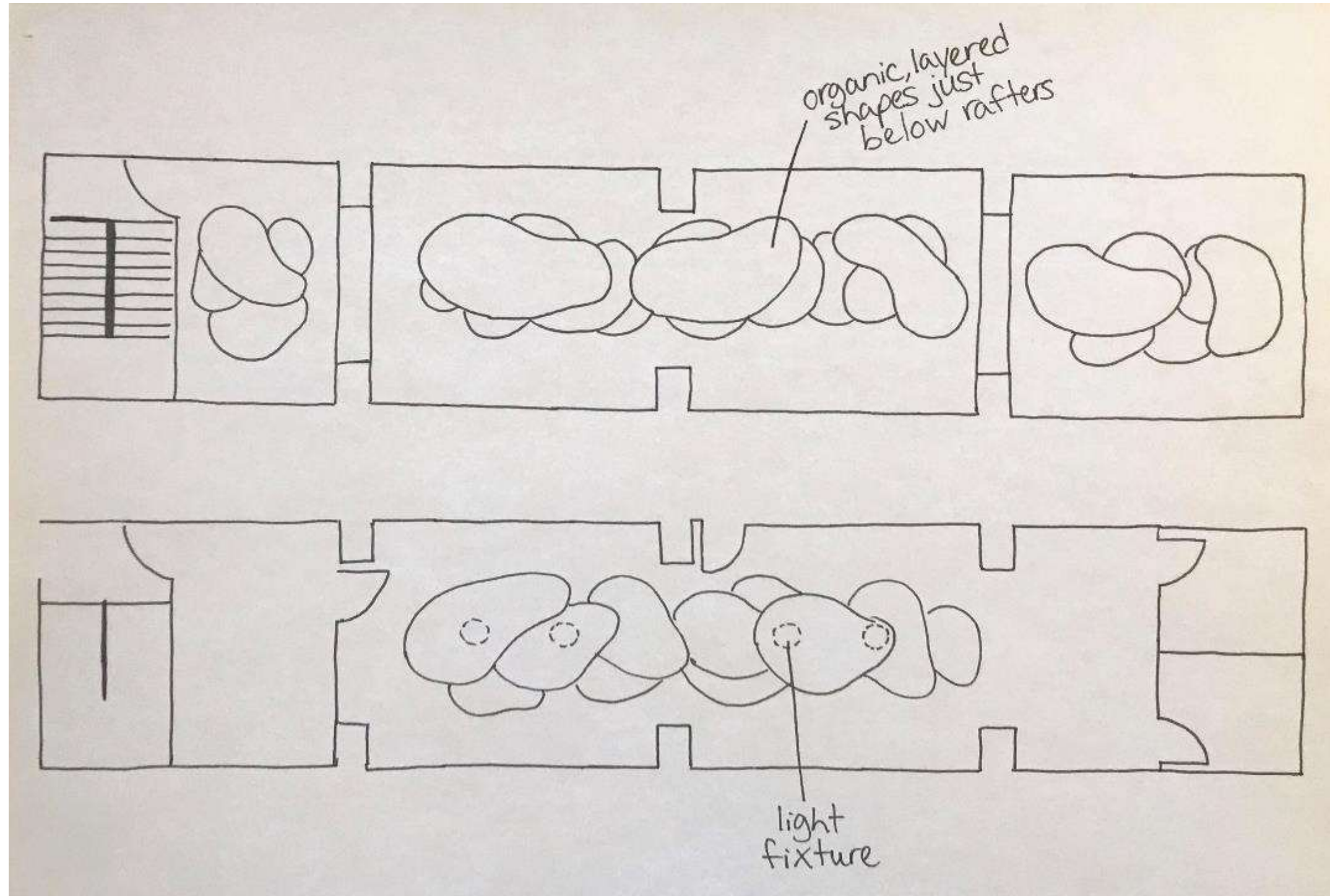
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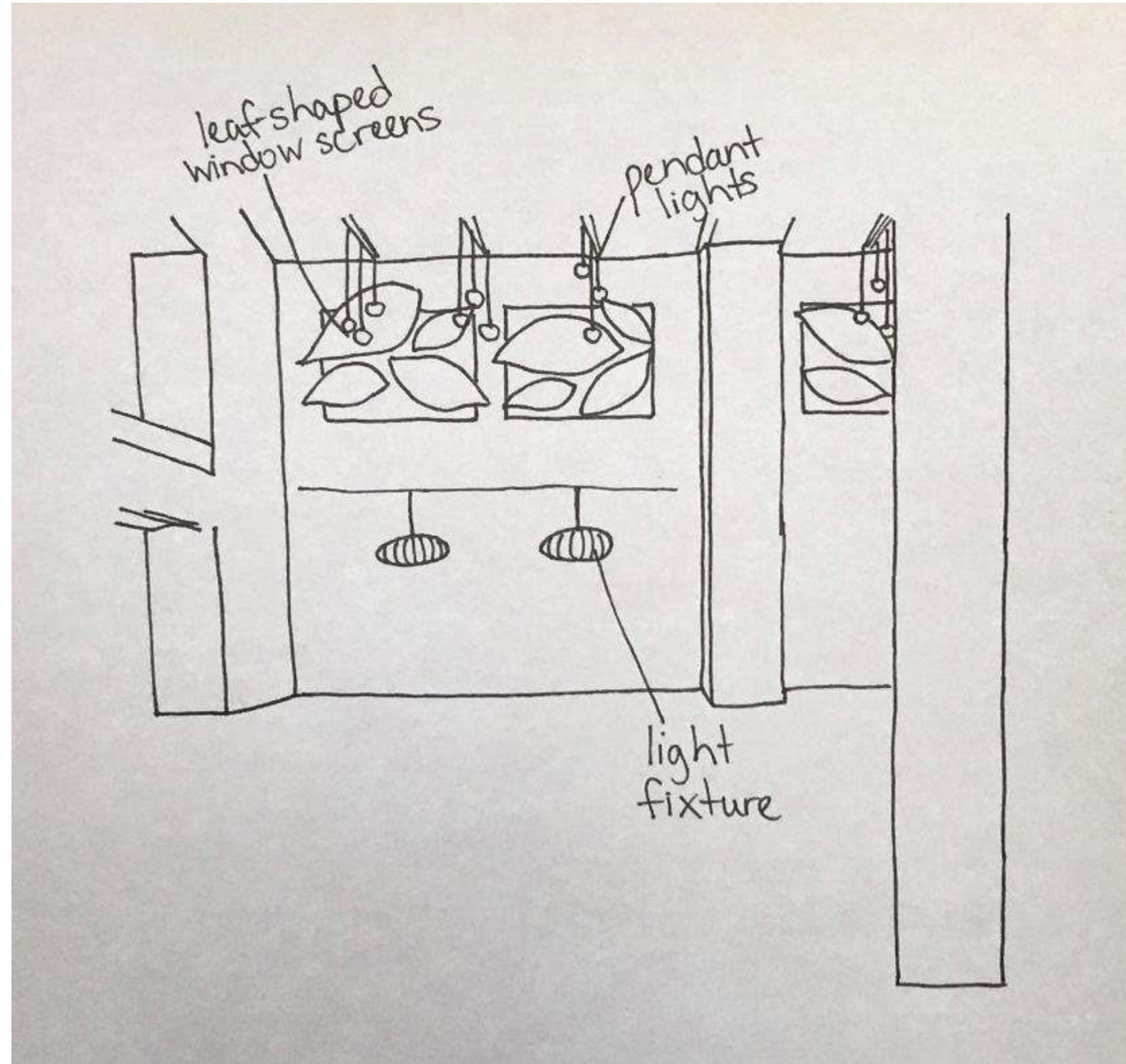
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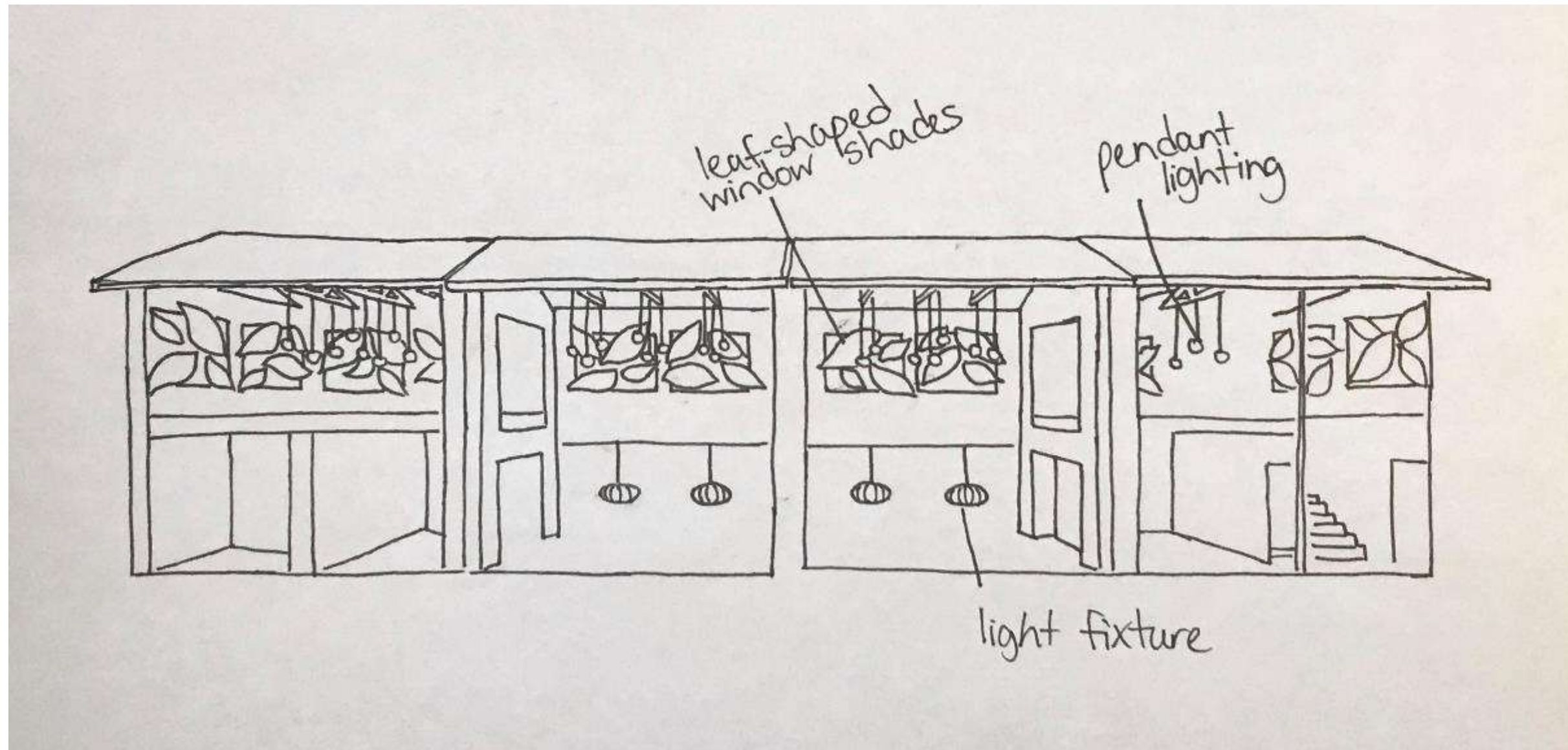
Plan 2



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Ceilings and Lighting

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