

Revitalization Project

Laura Adams

Stakeholder Profile

Owner:

CommunitySmith, Real Estate Developer

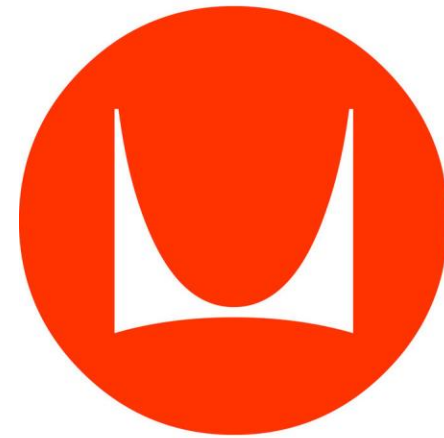
- Successful turnaround of the property and income from a prospering tenant

Client: Herman Miller

- An Office/Retail space which reflects the company and aids in achieving profit goals

Users: Employees, Event Attendees, and Potential Customers

- Setting which aids in maximizing sales
- Setting which enhances the event
- Setting which aids product solutions



HermanMiller



Site Profile

- Northeastern corner of E 5th St and Cotanche St
- Uptown Greenville, NC
- Client to occupy units 201, 203, and 205
- Total of 3,000 square feet



Site Analysis

- South-facing building consisting of 2,815 usable square feet
- Six egress points; three primary on the south face and three secondary on the north face
- Natural light is concentrated in the southern portion of the building
- Limited opportunity to effectively expand natural light entry points
- Surrounding area is high-traffic with a high concentration of nightlife



Egress Point



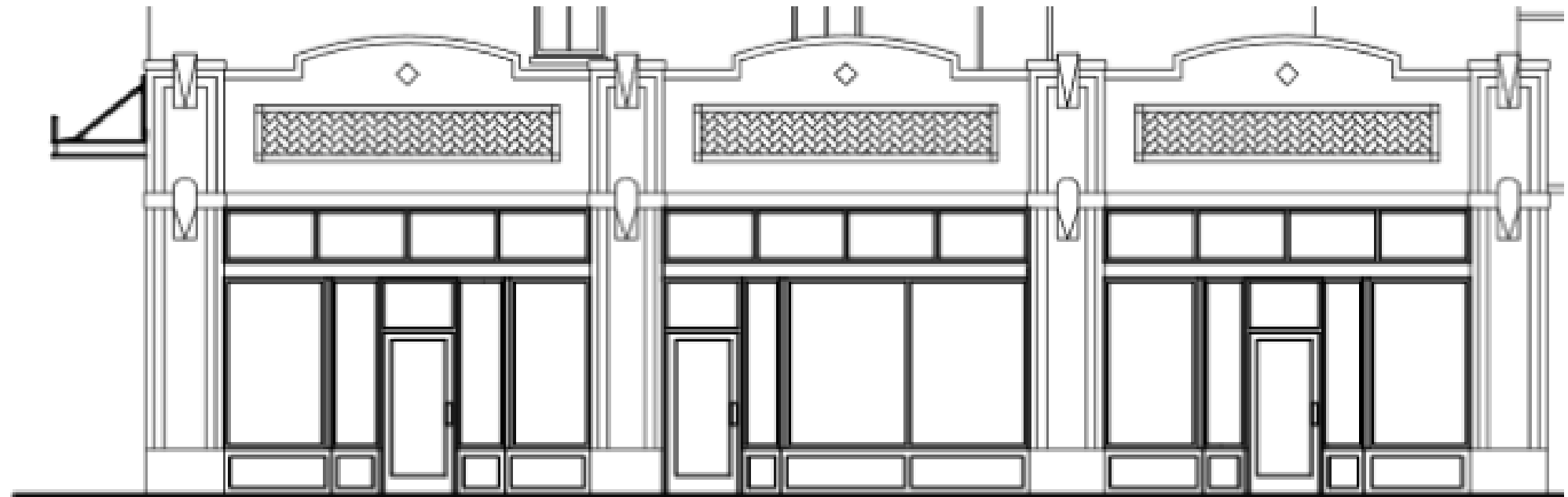
Afternoon/Evening Light



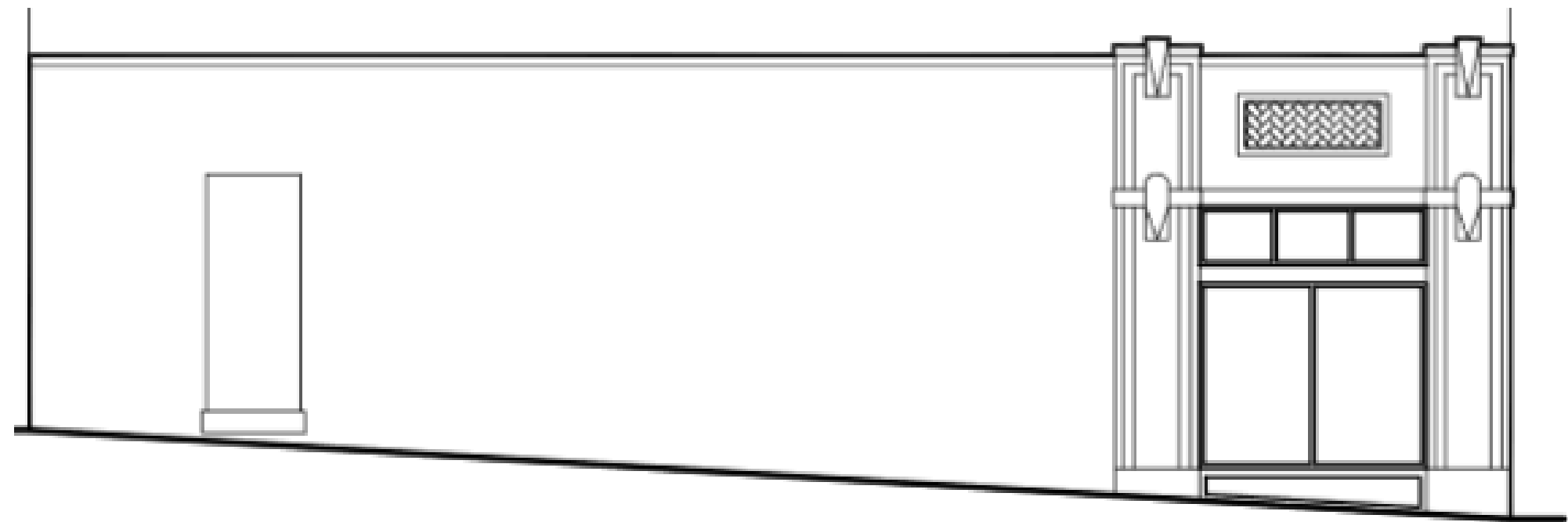
Morning/Day Light

Design Problem Statement

- Merging three units into one functional space
- Creating a natural flow through the space to enhance customer experience
- Security risks posed by the location
- Incorporating historic elements from the site and the surrounding area into the overall design
- Bringing natural light into the space



South-Facing Elevation



West-Facing Elevation

Herman Miller Product Categories

- Living Office
- Home
- Healthcare
- Education
- Government
- Workplace Services

Primary E-Commerce

- Government
- Healthcare
- Education

Featured Brands

- Maars Living Walls
- Maharam
- Geiger
- Nemschoff Inc.

ADA

- 36" Walkways minimum
- 60" Turning Radius
- Minimal Obstruction of passages and work areas
- Alternatives to stairs

Primary Sampling

- Home
- Living Office
- Smart Office

Uptown Greenville History

- Greenville began in 1771 with Richard Evans
- Uptown area has been the primary marketplace for several decades
- Recent efforts have been made to stop the destruction of the historic district and bring back the warehouse district

Primary Attractions

- East Carolina University
- Vidant Medical Center
- Manufacturing
- Construction

Sustainability

LEED

- Sustainably sourced products
- Energy/Water efficient products
- Environmental indoor quality
 - Biophilic elements
 - Locally sourced products
 - Locally sourced services

Showroom Design

Sales and Office Needs

- Designated work zones
- Defined employee spaces
- Formal and informal work zones
- Hybrid employee designated areas
- Integrated technology
- Social hub
- Storage

Client Needs

- Interactive displays
- Design Center
- Client Services hub
- Intuitive way finding – to right in a circular path

Workplace Setting

Modern Office

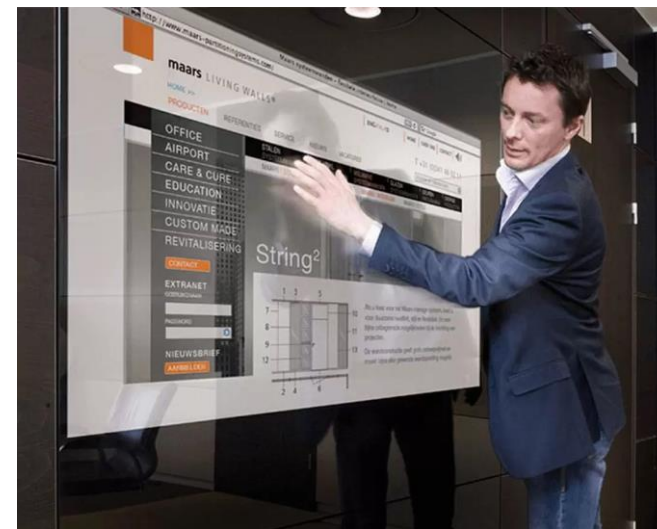
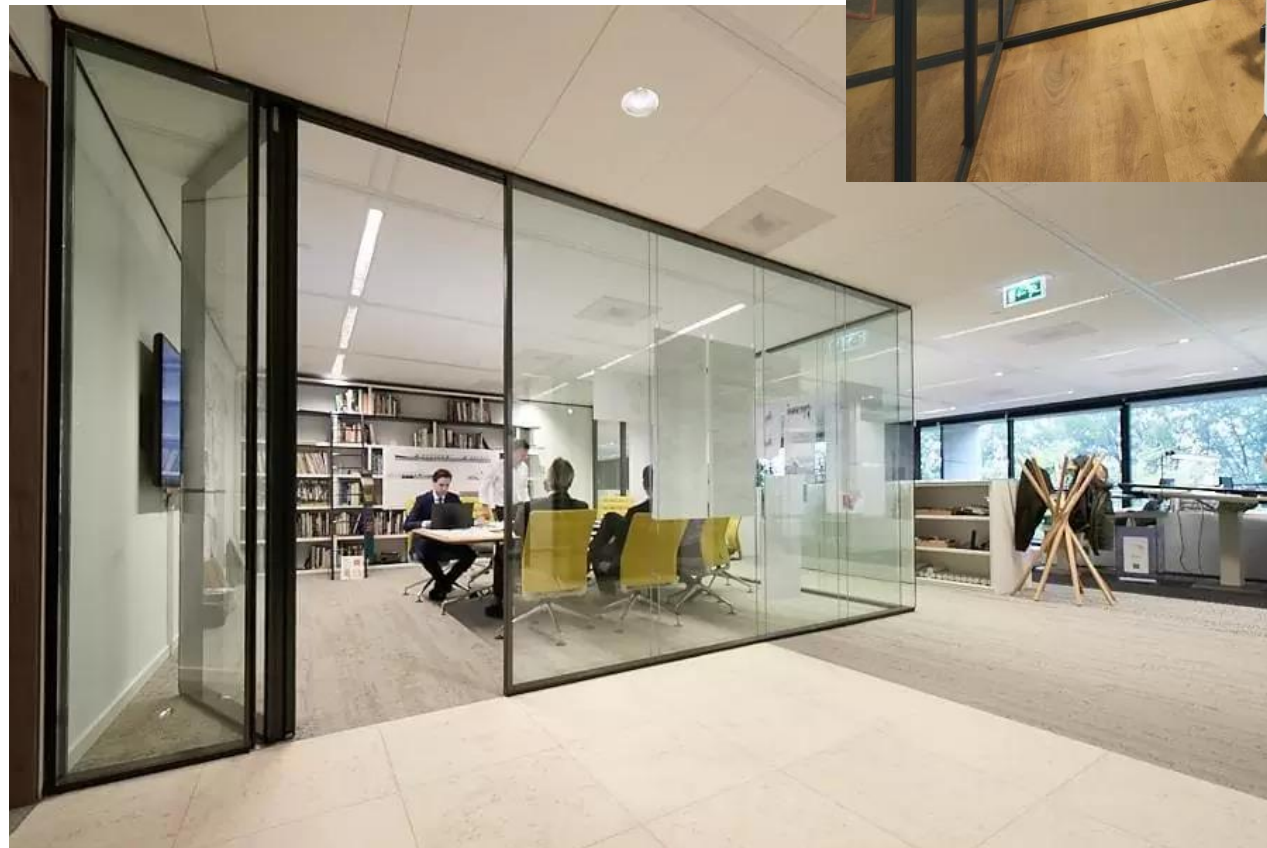
- Blend of Boomers, Gen X, and Millennials
- Growing hybrid workplace demands from employees
- Technological advancements are changing the way work is completed

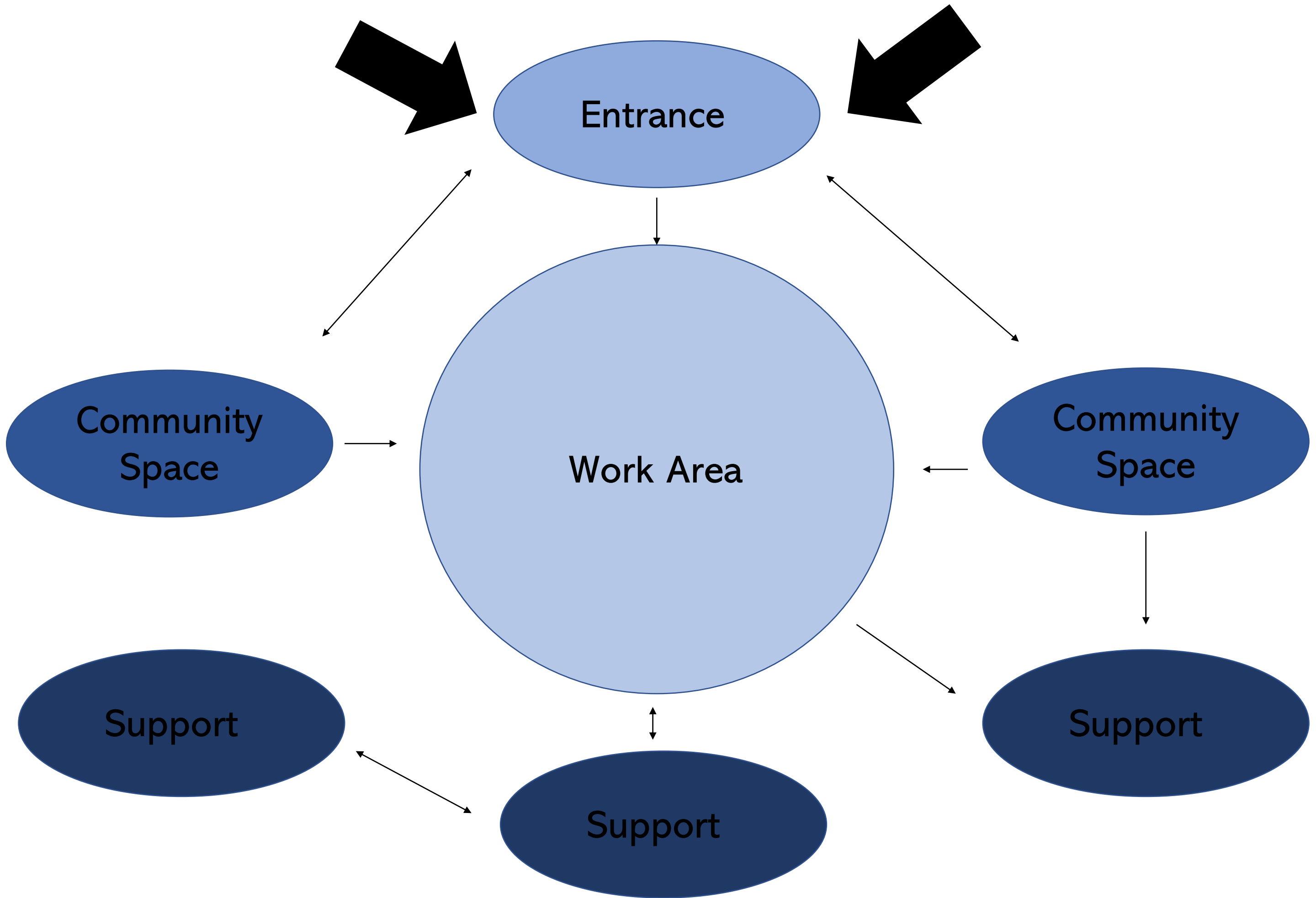
Unassigned Workplace Strategy

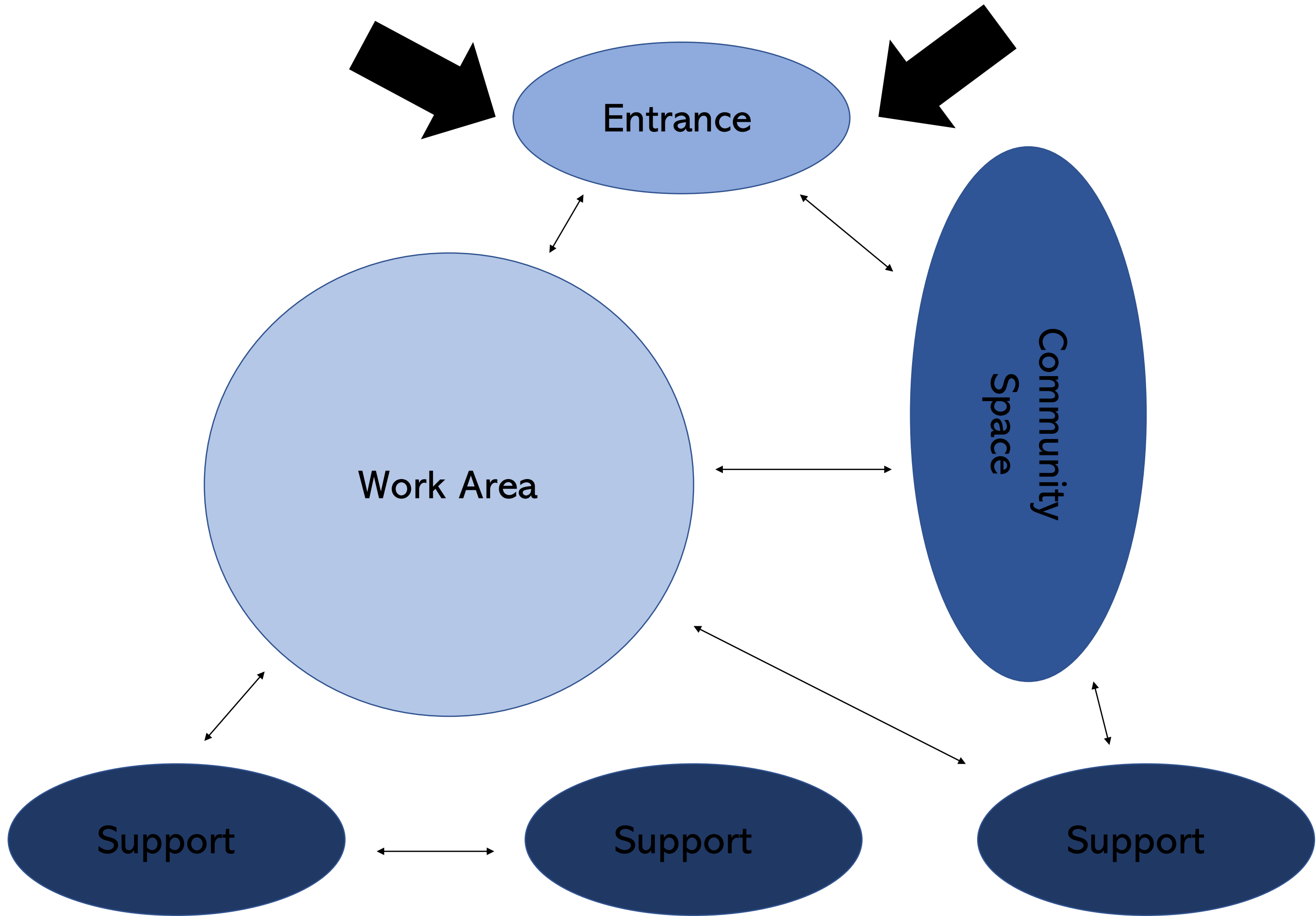
- Multi purpose work zones instead of offices
- Casual Collaboration
- Non-traditional work zones

Creative Adaptation

- Reflects the mission of Herman Miller
- Constant evolution of creativity, design, and humanity
- Abstract Thought









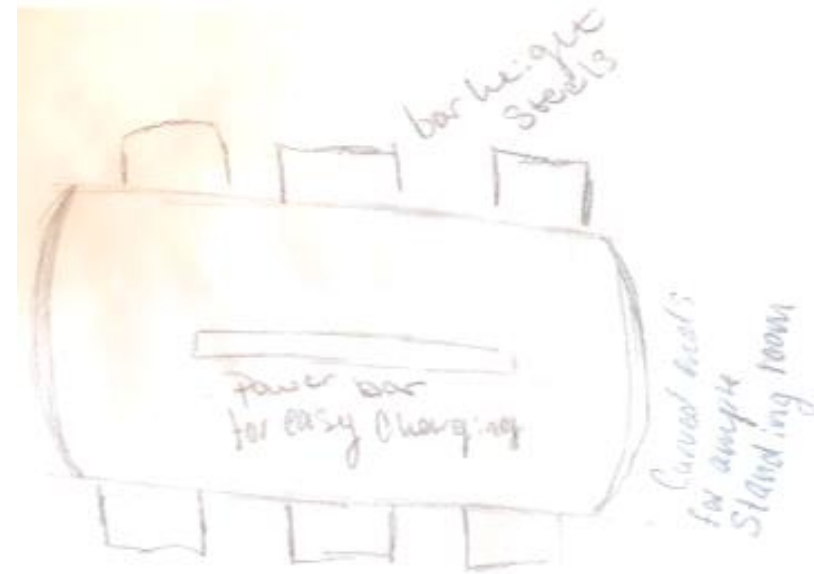


Activity and Space Studies

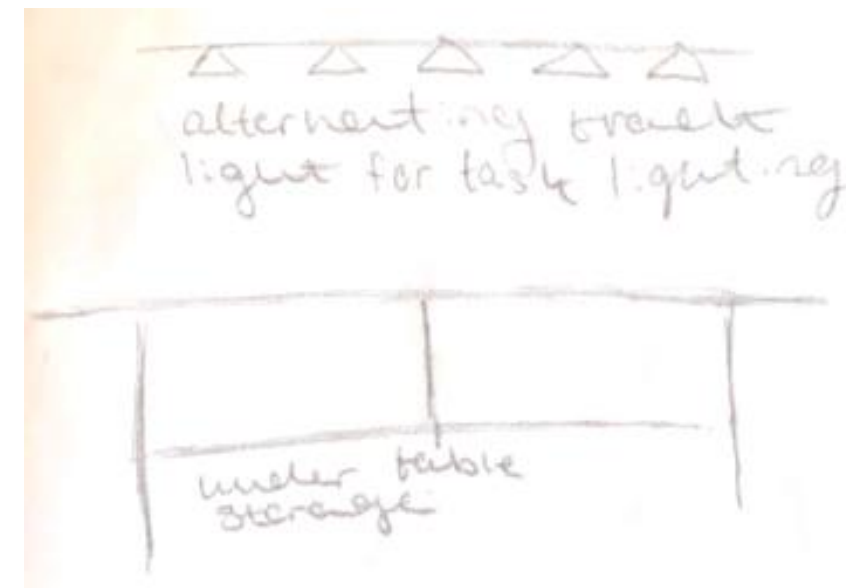


Socializing:

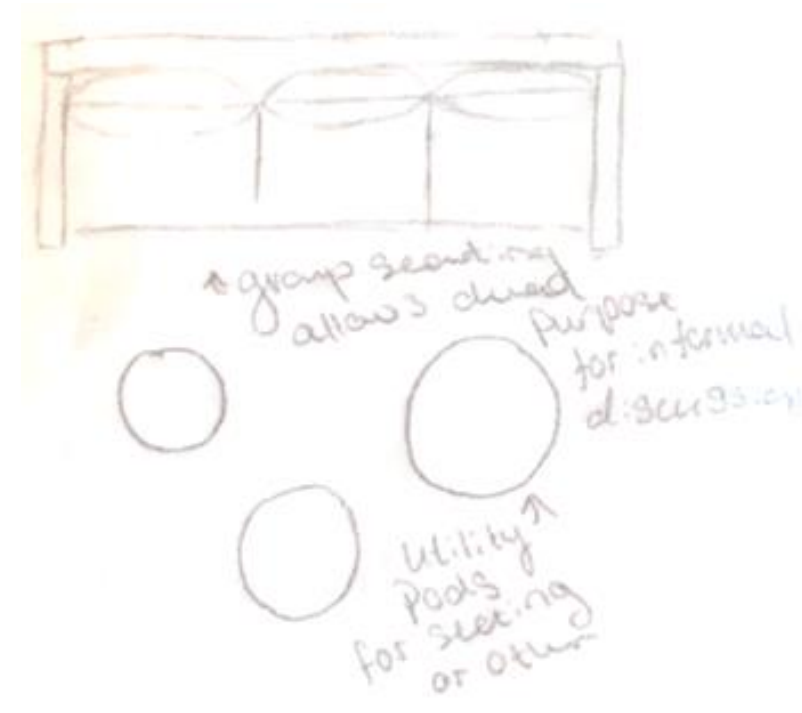
- Ability to sit or stand
- Ability to have focused and unfocused social interaction
- Ability to double as a workspace



easy gathering
for small
parties and large groups



Activity and Space Studies



Diffuse Focus Work:

- Workspace for low intensity tasks
- Physically and mentally unrestrictive setting
- Can be group or individual

Activity and Space Studies



Intense Focus Work:

- Workspace for high intensity tasks
- Mentally and physically structured
- Primarily individual space

