

# REVITALIZATION

## PORTFOLIO I

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FALL 2021

IDSN STUDIO III

# STAKEHOLDER PROFILE

- OWNER OF SPACE- REAL ESTATE DEVELOPER
- CLIENT- HERMAN MILLER- PROFIT FROM SALES
- USERS-
- EVENT ATTENDEES
- CURRENT AND POTENTIAL CUSTOMERS
- EMPLOYEES



# SITE PROFILE

## LOCATION

- 5TH AND COTANCHE, GREENVILLE NC 27858
- 201 E 5TH STREET
- 203 E 5TH STREET
- 205 E 5TH STREET

## SATELLITE VIEW

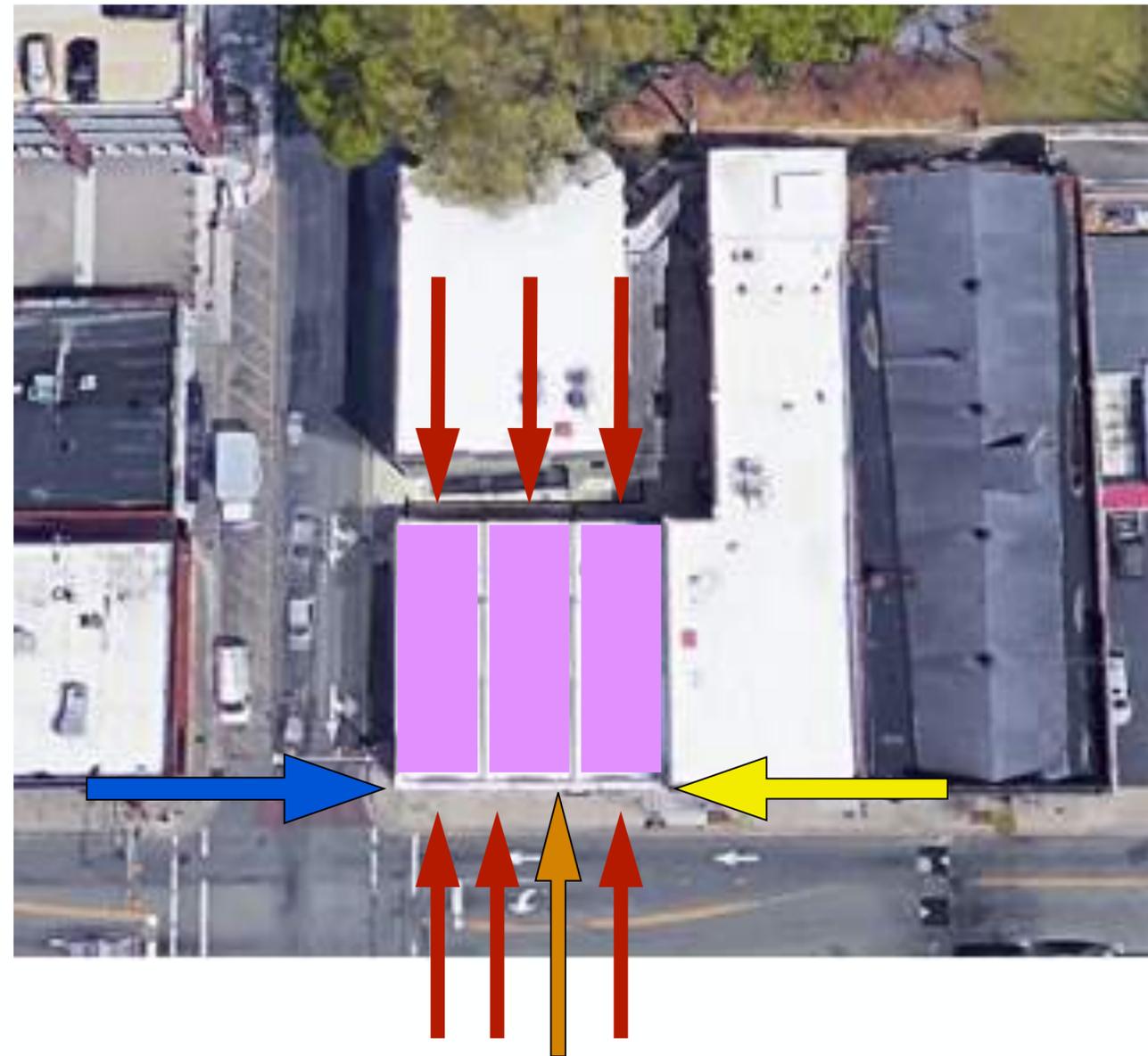


## VIEWS OF NEIGHBORHOOD



# SITE ANALYSIS

- ENTRANCE 
- TENANT SPACE 
- DAYLIGHT
  - MORNING 
  - AFTERNOON 
  - EVENING 



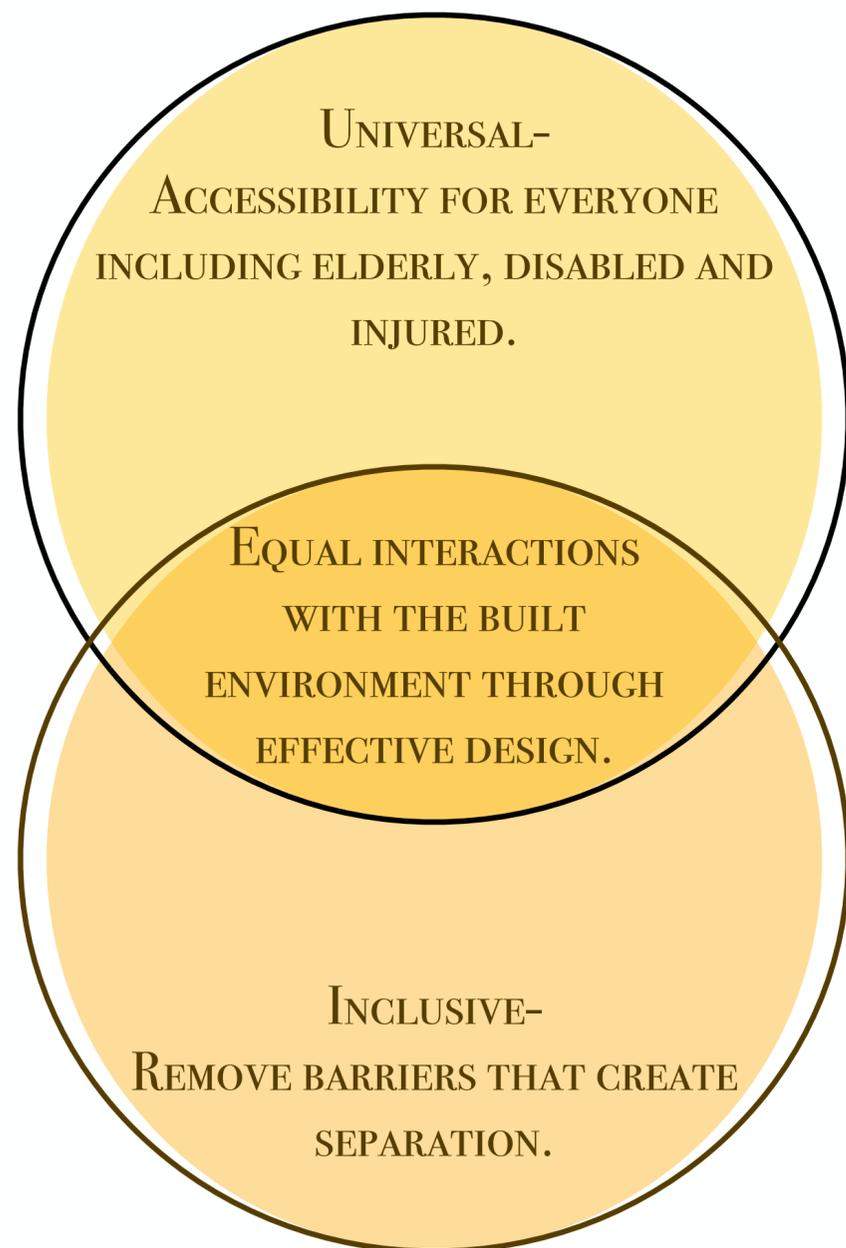
USEABLE SQUARE FOOTAGE: 2,930

# DESIGN PROBLEM STATEMENT

- MERGE MULTIPLE STORE UNITS INTO ONE
- MAXIMIZE NATURAL AND ARTIFICIAL LIGHTING
- MINIMIZE ENTRYWAYS AND EXITS FOR SECURITY AND TRAFFIC FLOW
- EFFICIENT USE OF SPACE TO MEET CUSTOMER DEMAND
- APPEAL TO GREENVILLE'S EXISTING CULTURE WHILE INTRODUCING A NEW AND REFRESHING ATMOSPHERE.
- EYE CATCHING DESIGN AND AESTHETICS TO MAINTAIN AND RECRUIT CUSTOMERS.
- RETROFIT NEW AND EXISTING AMENITIES (BATHROOM, SHOWROOM SPACE, EMPLOYEE BREAK ROOM, CUSTOMER WELCOME DESK AND SEATING.)



# UNIVERSAL DESIGN AND ACCESSIBILITY



DOORS: 32 INCHES MINIMUM WHEN DOOR IS OPENED 90 DEGREES.

PASSAGEWAYS: 60 INCH MINIMUM

RESTROOMS:

SINGLE USER: 30-INCH BY 48-INCH ACCESS TO THE SINK. 9-INCH VERTICAL CLEARANCE FEET AND 27-INCH VERTICAL CLEARANCE FOR KNEES.

THE CENTER LINE OF THE TOILET MUST BE BETWEEN 16 AND 18 INCHES FROM THE SIDE WALL. 60 INCHES DIAMETER AROUND THE SIDE WALL AND 56 INCHES FROM THE REAR WALL TO ALLOW FOR WHEELCHAIR MOBILITY

TOILET SEAT HEIGHT 17-19 INCHES.

MULTI USE:

URINALS STALL-TYPE OR WALL-HUNG AT MAXIMUM OF 17 INCHES FROM FLOOR.

GRAB BARS MOUNTED 36 - 42 INCHES ON WALL AND 33-36 INCHES ABOVE FLOOR.

HEIGHT/PROJECTION INTO SPACE:

UPPER LIMIT-80 INCHES AND LOWER LIMIT- 27 INCHES ABOVE THE WALKING SURFACE

# WORKPLACE BEHAVIOR

1. **LEADERSHIP:** ASSUMES RESPONSIBILITY AND VOLUNTEERS TO HELP. TYPICALLY FOCUS ON ACCOMPLISHMENTS AND PROJECT DIRECTIONS.

2. **CREATIVE THINKING:** CAN DEVELOP SOLUTIONS TO SEEMINGLY DIFFICULT PROBLEMS. LIKE TO BE INNOVATIVE.

3. **ISOLATING:** PREFER WORKING ALONE AND CAN EXCEL AT INDEPENDENT PROJECT MANAGEMENT.

4. **PEOPLE-PLEASING:** AVOID CONFLICT AND FOCUS ON BUILDING RELATIONSHIPS. WANT EVERYONE TO LIKE THEM AND BE POSITIVE AT ALL TIMES. OFTEN VOLUNTEER TO TAKE ON ADDITIONAL WORK TASKS.

5. **PLAYFUL:** FOCUS ON HAVING FUN. CAN MOTIVATE OTHERS TO ENJOY WORK MORE AND PERFORM BETTER.

6. **INTROVERT:** QUIET AND ENJOYS WORKING ALONE. PERFORM WELL WHEN PROVIDED WITH A DETAILED LIST OF TASKS TO COMPLETE.

7. **ANALYTICAL:** ENJOYS ANALYZING SITUATIONS AND CHALLENGES. PREFER WORKING ON PREDICTABLE PROJECTS.

8. **REFERENT LEADERSHIP:** NATURAL LEADER WHO PEOPLE ADMIRE FOR THEIR CAPABILITIES, CONFIDENCE AND CHARISMA.

9. **AGGRESSIVE:** DISCHARGES ACTS OF UNPLANNED ANGER OR INTIMIDATION TO MEET THEIR OWN NEEDS. UNDER SPECIFIC CIRCUMSTANCES, AGGRESSIVE BEHAVIOR MAY WORK WELL, SUCH AS DURING EMERGENCIES OR IN SITUATIONS THAT REQUIRE QUICK DECISION-MAKING

10. **ASSERTIVE :** EXPRESS THEIR WORKPLACE FEELINGS AND DESIRES APPROPRIATELY. ASSERTIVE COMMUNICATION ASSISTS WITH THE MAINTENANCE OF RELATIONSHIPS AND USUALLY RESULTS IN A COMPROMISE BETWEEN PARTIES.

11. **PASSIVE COMMUNICATION:** CHOOSE NOT TO EXPRESS THEIR WORKPLACE THOUGHTS OR FEELINGS TO OTHERS TO KEEP EVERYONE HAPPY.

12. **PASSIVE-AGGRESSIVE:** INCORPORATE COMPONENTS OF BOTH THE PASSIVE AND AGGRESSIVE COMMUNICATION STYLES. INDIVIDUALS MAY APPEAR PASSIVE BUT ACT OUT THEIR ANGER INDIRECTLY.

# GREENVILLE NC TOWN HISTORY

- **FOUNDED IN 1771 (FIVE YEARS BEFORE THE US)**
- **ORIGINALLY NAMED MARTINSBOROUGH, AFTER JOSIAH MARTIN (LAST ROYAL GOVERNOR OF NC)**
- **WAS ORIGINALLY LOCATED 3 MILES EAST.**
- **TENTH LARGEST CITY IN NC**



# GREENVILLE NC NEIGHBORHOOD HISTORY

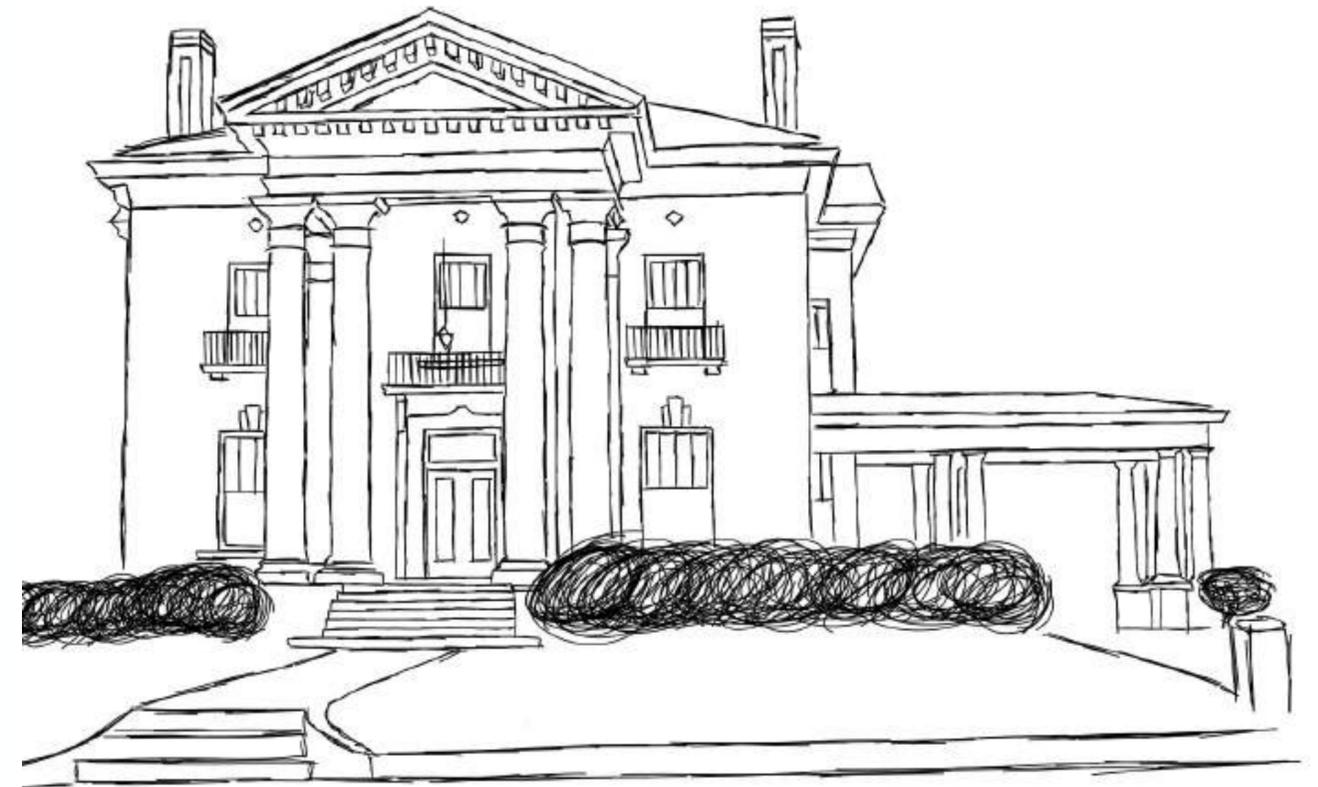
- NATIONAL REGISTER OF HISTORIC PLACES DISTRICTS:

- COLLEGE VIEW
- TOBACCO WAREHOUSE
- DOWNTOWN COMMERCIAL
- SKINNERVILLE-GREENVILLE HEIGHTS
- DICKERSON AVENUE

- LOCAL HISTORIC DISTRICT: COLLEGE VIEW
- ARCHITECTURE: CRAFTSMAN, SPANISH COLONIAL REVIVAL, SPANISH ECLECTIC, COLONIAL REVIVAL, ITALIAN RENAISSANCE REVIVAL, AND TUDOR REVIVAL STYLE HOUSES.

- 27 LOCAL LANDMARKS INCLUDING:

- GREENVILLE MUNICIPAL BUILDING
- WILLIAM H. LONG HOUSE
- KING SIMMONS LODGE
- ROBERT LEE HUMBER HOUSE



# GREENVILLE NC LOCAL PRESERVATION CODES AND CREDITS

- NATIONAL REGISTER OF HISTORIC PLACES
- LOCAL HISTORIC DISTRICTS
- LOCAL LANDMARKS
  
- RESIDENTIAL PROPERTIES: MUST REQUEST CERTIFICATION.
  
- PROTECTS THE HISTORY OF GREENVILLE



# SUSTAINABILITY IN INTERIOR ENVIRONMENTS

· LEED BUILDING CREDITS/ EMBODIED ENERGY  
LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN-  
THE MOST WIDELY USED GREEN BUILDING RATING SYSTEM IN THE WORLD.  
PROVIDES A FRAMEWORK FOR HEALTHY, HIGHLY EFFICIENT, AND COST-SAVING GREEN  
BUILDINGS.

IS A GLOBALLY RECOGNIZED SYMBOL OF SUSTAINABILITY ACHIEVEMENT AND LEADERSHIP.

FOR ALL BUILDING TYPES AND ALL BUILDING PHASES INCLUDING NEW CONSTRUCTION,  
INTERIOR FIT OUTS, OPERATIONS AND MAINTENANCE AND CORE AND SHELL.

MILLIONS OF PEOPLE PRACTICE THIS METHOD OF DESIGN

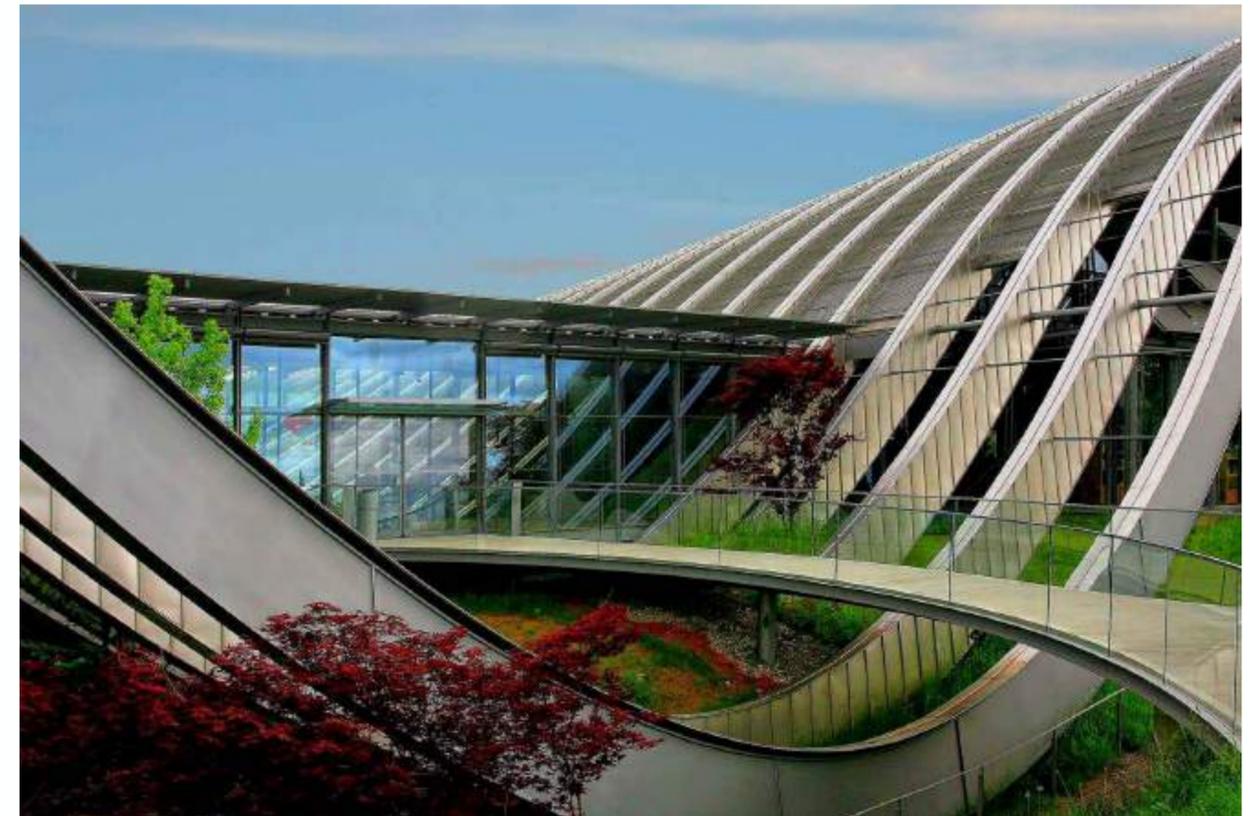
## 9 CATEGORIES:

- LOCATION & TRANSPORTATION. ...
- SUSTAINABLE SITES. ...
- WATER EFFICIENCY. ...
- ENERGY & ATMOSPHERE. ...
- MATERIAL & RESOURCES. ...
- INDOOR ENVIRONMENTAL QUALITY. ...
- INNOVATION. ...
- REGIONAL PRIORITY.

· TRENDS IN HISTORIC PRESERVATION:  
PROTECTS HERITAGE, VITALITY AND ENHANCES  
GREENVILLE'S QUALITY OF LIFE, AND  
IMPROVING ECONOMIC DEVELOPMENT.

PROMOTES THE IDENTIFICATION, EVALUATION,  
AND EVOLVING USE OF HISTORIC RESOURCES.

MULTIPLE PROPERTIES ELIGIBLE FOR  
PRESERVATION



# SUSTAINABILITY IN INTERIOR ENVIRONMENTS

## · SUSTAINABLE BUILDING SYSTEMS/MEP

### 1. LOWERING ENERGY CONSUMPTION

NATIONAL AND STATE BUILDING CODES, MOTION SENSING LIGHTING, AUTOMATED HVAC SYSTEMS AND NATURALLY IMPACTED VENTILATION SYSTEMS.

### 2. PRACTICE WATER MANAGEMENT

OTHER STRATEGIES FOR WATER MANAGEMENT INCLUDE USE OF SOLAR HOT WATER SYSTEMS, LOW FLOW FIXTURES AND FAUCETS.

### 3. EXPLORE ENERGY ALTERNATIVES:

WIND, SOLAR AND GEOTHERMAL SOURCES

ENSURE WIND TURBINES HAVE ACCESS TO THE RIGHT AMOUNT OF WIND.

### 4. UTILIZE SUSTAINABLE BUILDING PRACTICES & MATERIALS

SELECT EQUIPMENT AND MATERIALS OF THE REQUISITE SIZE AND MATERIAL.

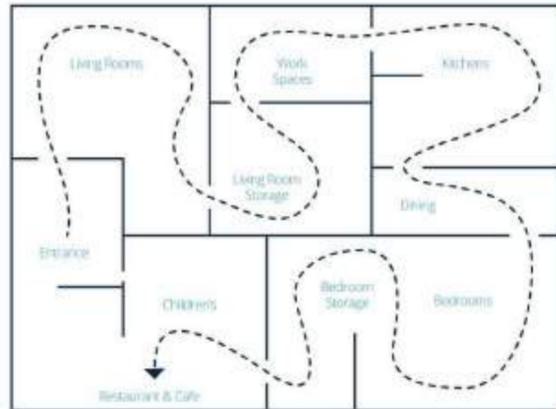
USE LOCALLY SOURCED MATERIALS, RECYCLED MATERIALS, DOUBLE GLAZED WINDOWS FOR INSULATION, WINDOW SHADING AND LIGHT COLORED ROOFS TO REFLECT HEAT.

### 5. PLAN FOR EASY MAINTENANCE & ENDURING BUILDING LIFE

MATERIALS, EQUIPMENT AND COMPONENTS THAT REQUIRE LESS WATER, ENERGY AND TOXIC CHEMICALS AND CLEANERS FOR MAINTENANCE. METERS TO TRACK SUSTAINABILITY PROGRESS,



# SHOWROOM DESIGN

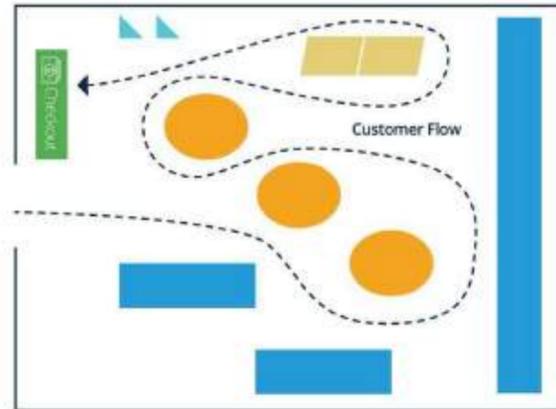


## FORCED PATH

DIRECTS CUSTOMERS ON  
PREDETERMINED ROUTE.  
MAXIMIZES AISLE SPACE  
ENCOURAGES CUSTOMERS  
TO MAKE UNPLANNED  
PURCHASES

### CONS:

MAY FRUSTRATE CUSTOMERS  
WHO HAVE SPECIFIC TASKS  
OVERWHELM SHOPPERS DUE  
TO CONSOLIDATED TRAFFIC  
FLOW

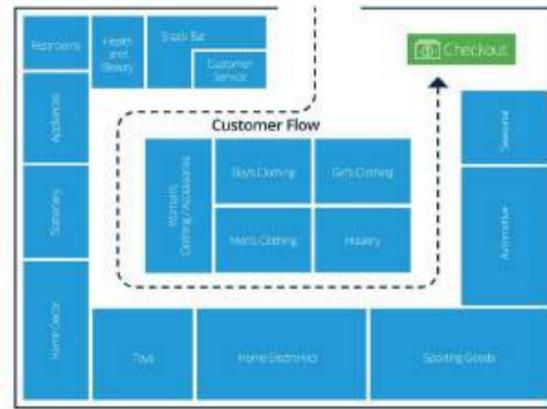


## FREE FLOW

NO PREDETERMINED ROUTE  
FREE NAVIGATION  
CUSTOMERS FEEL LESS  
RUSHED  
LESS STERILE APPEARANCE  
MERCHANDISE APPEAR MORE  
APPEALING

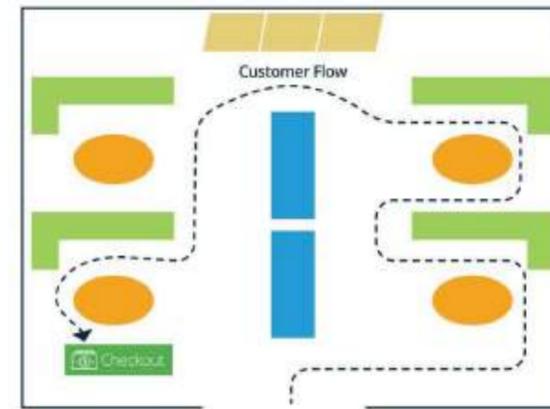
### CONS:

LIMITS AVAILABLE FLOOR  
SPACE  
MAY CONFUSE CUSTOMERS  
DISRUPTS CUSTOMER FLOW



## RACETRACK

LEADS CUSTOMERS  
THROUGH SPACE  
RECOMMENDED FOR  
LARGER SPACES  
PROVIDES INTRIGUING  
VISUAL FOCAL POINTS

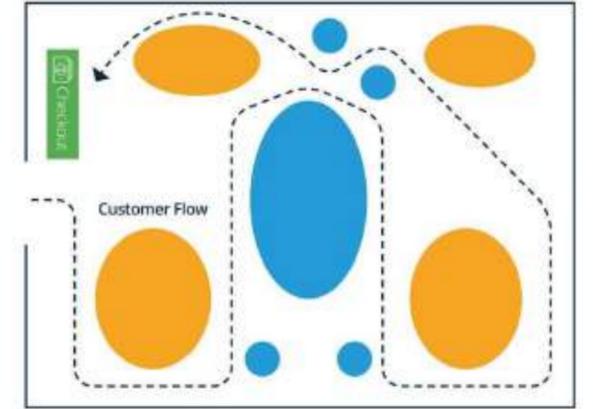


## BOUTIQUE

WIDELY USED  
SEPARATED BY CATEGORY  
ENCOURAGES CUSTOMERS TO  
INTERACT FREELY WITH  
MERCHANDISE  
CATEGORY FOCAL POINTS

### CONS:

LIMITS DISPLAY SPACE  
EXCESS EXPLORATION  
CONFUSES AND DISTRACT  
CUSTOMERS



## ANGULAR

USED BY LUXURY STORES  
FREE STANDING DISPLAYS  
USED ARE MORE  
NOTICEABLE  
PERCEPTION OF HIGHER  
QUALITY ITEMS

### CONS:

SACRIFICES EFFICIENT USE  
OF SPACE

# CONCEPT

THE CONCEPT FOR THIS REVITALIZATION PROJECT IS TO 'TRANSCEND'. THIS SHOWROOM WILL CREATE AN ELEVATED EXPERIENCE BY CREATING A LUXURIOUS ATMOSPHERE FOR HARDWORKING INDIVIDUALS IN GREENVILLE. THE FINAL PROJECT WILL INCORPORATE GREENVILLE'S CULTURE WHILE PROVIDING UNIQUE CHARACTERISTICS THAT REFLECTS THE TOWN'S FUTURE INSPIRED BY NEW EXISTING STRUCTURES.



# INSPIRATIONAL IMAGES

