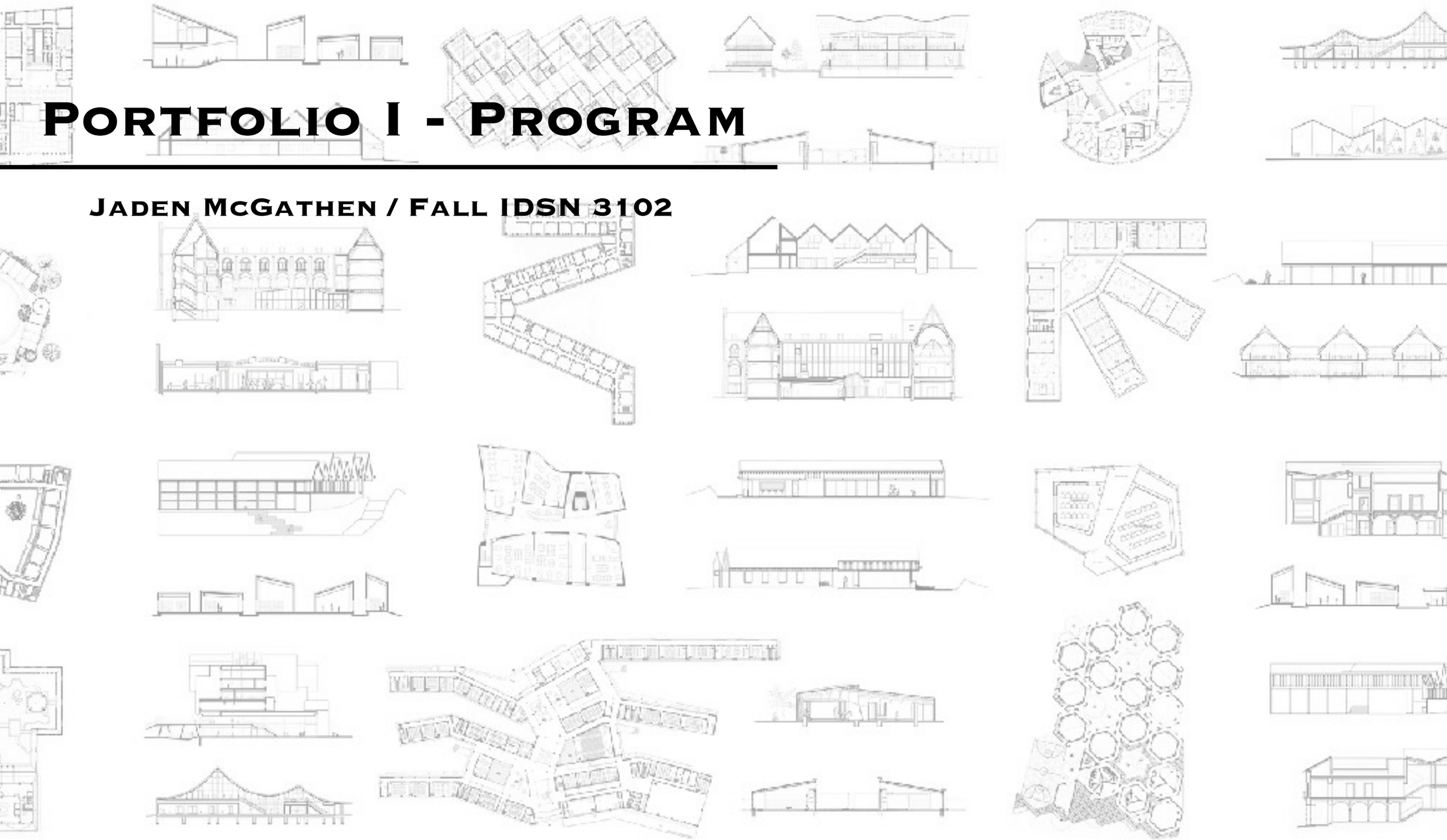
Portfolio I - Program

Jaden McGathen / Fall IDSN 3102



Stakeholder Profiles

- Who will be using this space? - Event attendees/customers
- State the owner of the space? - Real Estate Development Company
- Who is your client? - Herman Miller
- Who would be the users? - Event Attendees/Customers, the real estate development company, and Herman Miller and its' child brands
  - **Customer's and event attendee's** are looking for a space which is fun, inviting, and memorable. They may not be paying customer's on their first visit, but the space should feel like one they'd recommend to a friend or return to.
  - **The real estate development company** wants to make money. They expect a functional and comfortable, loved by customers and the community, but most importantly they care that the space and its' design translates to profits.
  - **Herman Miller** aspires for a space which is a little on the crazier side. If you are to have such a small space to work with, you must make it memorable and interesting for visitors. They hope to tell a story through the design of the space but, overall, offer commercial and retail ventures an opportunity to tap into the economic and social capital associated with ECU's growing student population and Uptown Greenville's developing market.

Site Profile

- Location- 201, 203, and 205 E. 5th St. at the intersection of 5th St. and Cotanche St. in Greenville, NC
- Usable square footage: +/- 3000 sqft


East side


South side


North side


West side

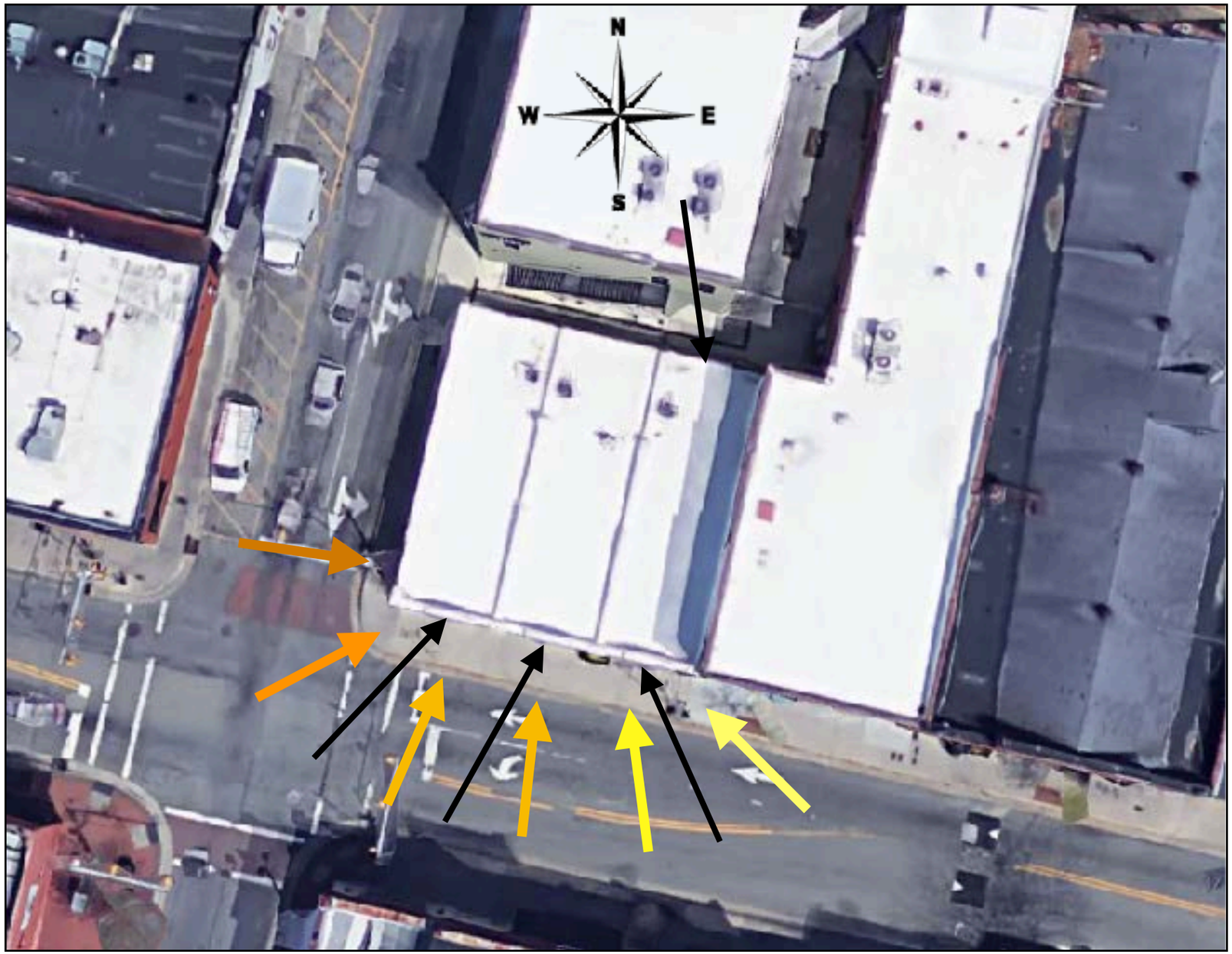
Site Analysis

Morning Light

Mid-Day Light

Evening Light

Entrances



Design Problem Statement

- Daylight within the space is limited as only the front (south) facade has windows.
- The building was originally built as three separate spaces, now connected by narrow corridors.
- Wayfinding throughout the space may be confusing for customers, flow is important.
- Accessibility to the back exit must be considered for those with disabilities.
- Bathrooms in each space must be consolidated and relocated to one specific area.
- Building has three entrances, these may need to be consolidated.

Research

- **Universal Design/Accessibility**

  - Universal design means a space was designed for use by all people, with no need for adaptation after the fact.
  - Inclusive design means a space was designed for use by as many people as possible, regardless of gender, age, or disability.
  - ADA guidelines state that passageways and doorways must be at least 36 inches wide.
  - ADA guidelines state that the required floorspace in a bathroom must be at least 30 inches by 48 inches. There must be clearance for for those in wheelchairs to reach the sink and move around freely.
  - ADA guidelines state that countertops must be no higher than 36 inches from the floor, but in certain circumstances, some may be 2 inches higher or 2 inches lower. Additionally, these guidelines state there must be minimum unobstructed space in front of countertops.

- **History of Workplace Design and its' Effects on Social Behavior Amongst Staff**

  - Taylorism (1904)
    - Created by mechanical engineer Frederick Taylor
    - Sought to maximize industrial efficiency
    - Workers sat at endless rows of desks
    - Managers located in encircling offices to observe employee's
    - Failed to take into consideration human and social elements
    - Focused exclusively on ensuring maximum productivity from staff

  - Open Plan Working (1939)
    - Skyscrapers and large commercial buildings were developed
    - Spacious workspaces with a mix of private offices and open plan workstations
    - Embodied by the opening of The Johnson Wax company's open-plan office, designed by Frank Lloyd Wright
    - Designed to increase productivity
    - New elements such as bright lights, warm spaces, and cork ceilings, in order to absorb office acoustics.

  - Bürolandschaft (1960)
    - Originally German concept, which translates to 'office landscape'
    - Encouraged a great degree of human interaction and engagement
    - Less rigid approach to office layouts
    - More open space with desks and teams grouped together
    - Plants rather than partitions creating organic boundaries
    - Workplace became a far more social affair with collaboration between teams
    - Often referenced in relation to the principles of modern office design.

  - The Action Office (1968)
    - Herman Miller was inspired by Burolandschaft

- Included a variety of alternate work settings for staff
- Increased freedom of movement and a greater degree of privacy when working
- Increased space required for rows of modular furniture
- Provided staff with privacy and flexibility
- Increased emphasis placed on meeting rooms
- Individual's workstation became larger and more enclosed
- Led to less interaction between staff
- Creation of the cubicle

- The Cubicle Farm (1980)

- Complete shift in office design, suffered throughout the 1980's
- Cheap, but effective modular walls with an increased focus on profitability at the expense of workers
- 'Stack them highly; sell them cheap' model
- Acknowledged as one of the most depressive periods
- Followed by about two decades of staff 'trapped' in giant fabric-wrapped walls

- Virtual Office (1994)

- Workers became more mobile
- More flexible ways of working such as Agile and Activity Based Working (ABW) became increasingly popular
- Evident that staff could work anywhere and were no longer wed to their desk
- Became normal to see people working in cafes, coffee shops and from home
- Office design began to embrace 'hot desking' where staff weren't allocated space, but rather picked an available space to work from.

- Networking (Present)

- Moving away from cubicle design
- Separate work areas without dividers
- Encouraged socializing amongst staff
- Mobile furniture
- Modern workplace takes inspiration from the home
- Focus on the comfort and wellbeing of staff

- **<u>Greenville, NC</u>**

- Neighborhood and Town History

- In 1771, Richard Evans was given permission to divide his plantation and form a town
- The city of Greenville is known as the "Queen City of Tar" due to its' location along the Tar River
- Trouble during the Civil War, but made a comeback
- Many buildings throughout Greenville are recognized as historic buildings and are protected and preserved.
- In modern times, the city has become a college-oriented town.

- Fire Prevention and Life Safety Codes

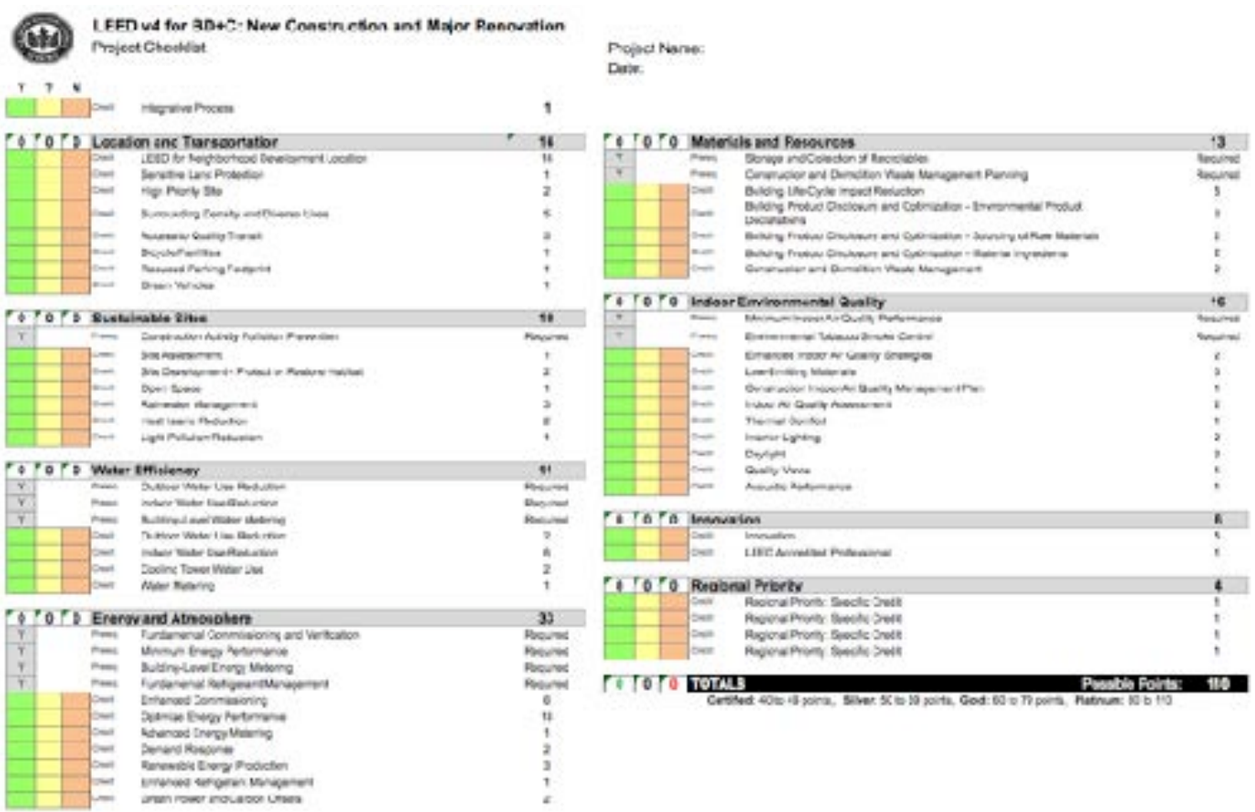
- Life Safety Services conducts specialized and routine fire inspections on every building within Greenville, with the exception of residential and home inspections which are done by request of the resident.
- The LSC is a set of fire protection requirements designed to provide reasonable degree of safety from fire. It covers construction, protection, and operational features designed to provide safety from fire, smoke, and panic.

- Local Preservation Codes and Credits

- The City of Greenville recognizes that historic preservation is a vital tool for protecting the city's heritage, revitalizing its neighborhoods, enhancing quality of life in Greenville, and stimulating economic development in the region.
- 21 historic landmarks reside in the city of Greenville

- **<u>Sustainability in Interior Environments</u>**

- LEED Building Credits / Embodied Energy


LEED v4 for BD+C: New Construction and Major Renovation
Project Checklist

Project Name:
Date:

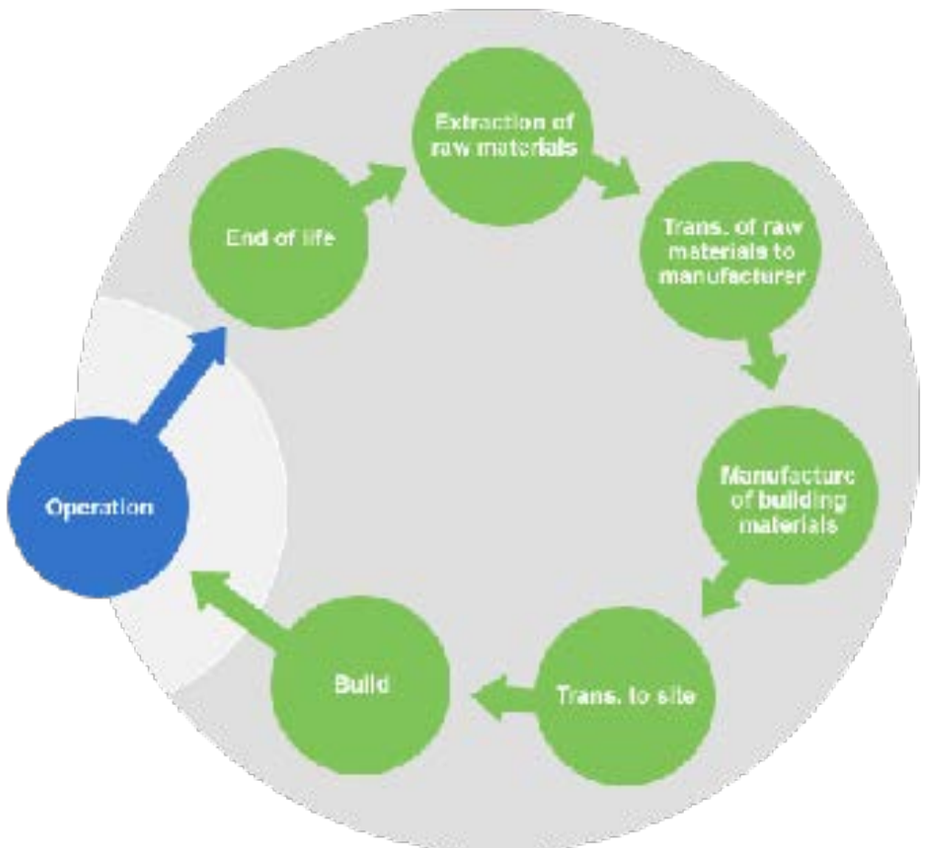
Y	?	N			
			Credit	Integrative Process	1
			Credit	LEED for Neighborhood Development Location	16
			Credit	Sensitive Land Protection	1
			Credit	High Priority Site	2
			Credit	Surrounding Density and Diverse Uses	5
			Credit	Access to Quality Transit	5
			Credit	Bicycle Facilities	1
			Credit	Reduced Parking Footprint	1
			Credit	Green Vehicles	1
				Location and Transportation	16
				Sustainable Sites	10
				Water Efficiency	11
				Energy and Atmosphere	33
				Materials and Resources	13
				Indoor Environmental Quality	16
				Innovation	6
				Regional Priority	4
				TOTALS	Possible Points: 110

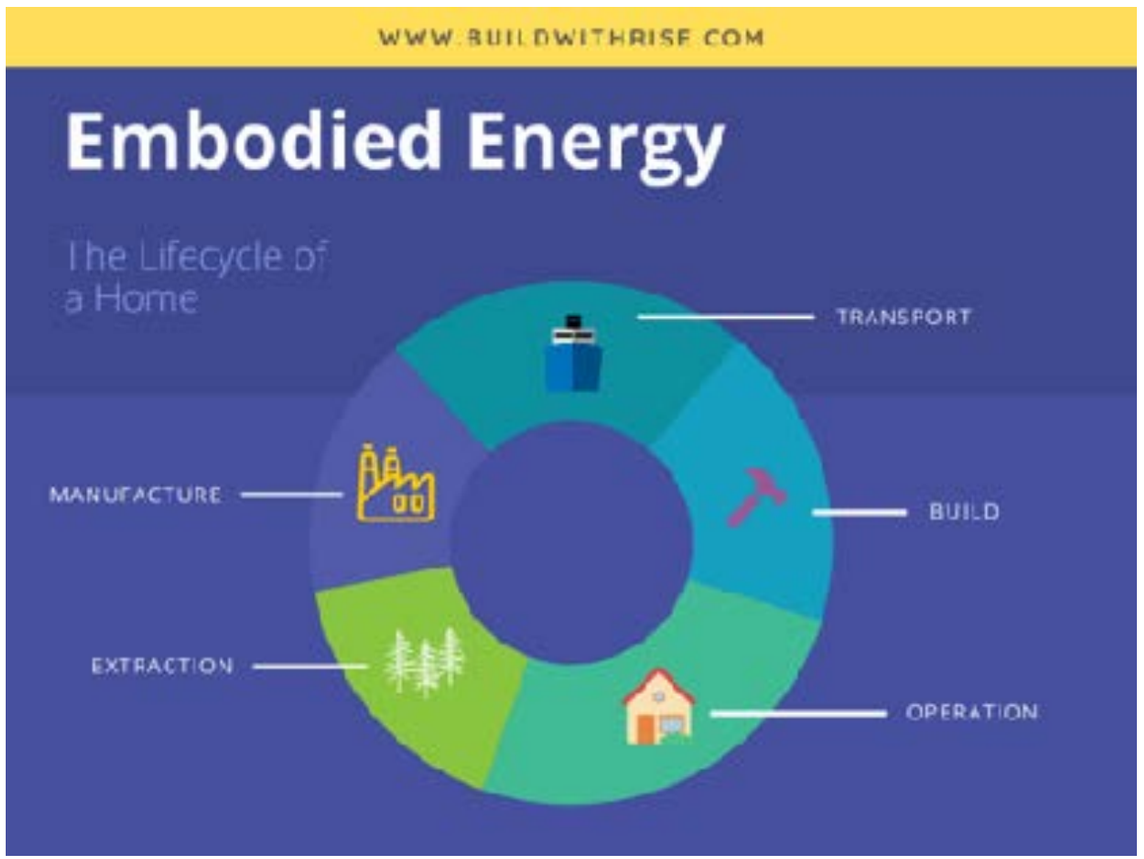
Certified: 40 to 49 points, Silver: 50 to 59 points, Gold: 60 to 79 points, Platinum: 80 to 110

- The LEED® rating system has seven areas of concentration; Sustainable Sites, Water Efficiency, Energy and Atmosphere, Materials and Resources, Indoor Environmental Quality, Innovation in Design Process and Regional Priority. Projects obtain credits in these areas to achieve certification.
- LEED is for all building types and all building phases including new construction, interior fit outs, operations and maintenance and core and shell.
- LEED (Leadership in Energy and Environmental Design) is the most widely used green building rating system in the world. Available for virtually all building types, LEED provides a framework for healthy, highly efficient, and cost-saving green buildings. LEED certification is a globally recognized symbol of sustainability achievement and leadership.
- 61% of corporate leaders believe that sustainability leads to market differentiation and improved financial performance.
- LEED-certified buildings command the highest rents, while lease-up rates typically range from average to 20% above average; vacancy rates for green buildings are an estimated 4% lower than non-green properties.
- LEED is the world leading green building project and performance management system. It delivers a comprehensive framework for green building design, construction, operations and performance.

- Embodied Energy

- Embodied energy is the energy consumed by all of the processes associated with the production of a building, from the mining and processing of natural resources to manufacturing, transport and product delivery. embodied energy does not include the operation and disposal of the building material.





- Trends in Historic Preservation

- The value of historic preservation must consistently be promoted for communities to be aware of the positive economic and quality of life benefits.
- More education and outreach about historic preservation benefits, mechanisms, and tools would help advance sound community planning and preservation of critical resources and context.
- Balancing preservation with modern projects has improved but remains a challenge.
- Guidelines need to be clearly stated, user-friendly, and provide options to successfully encourage planning solutions that protect the historic character of an individual resource or district.

- Sustainable Building Systems / MEP

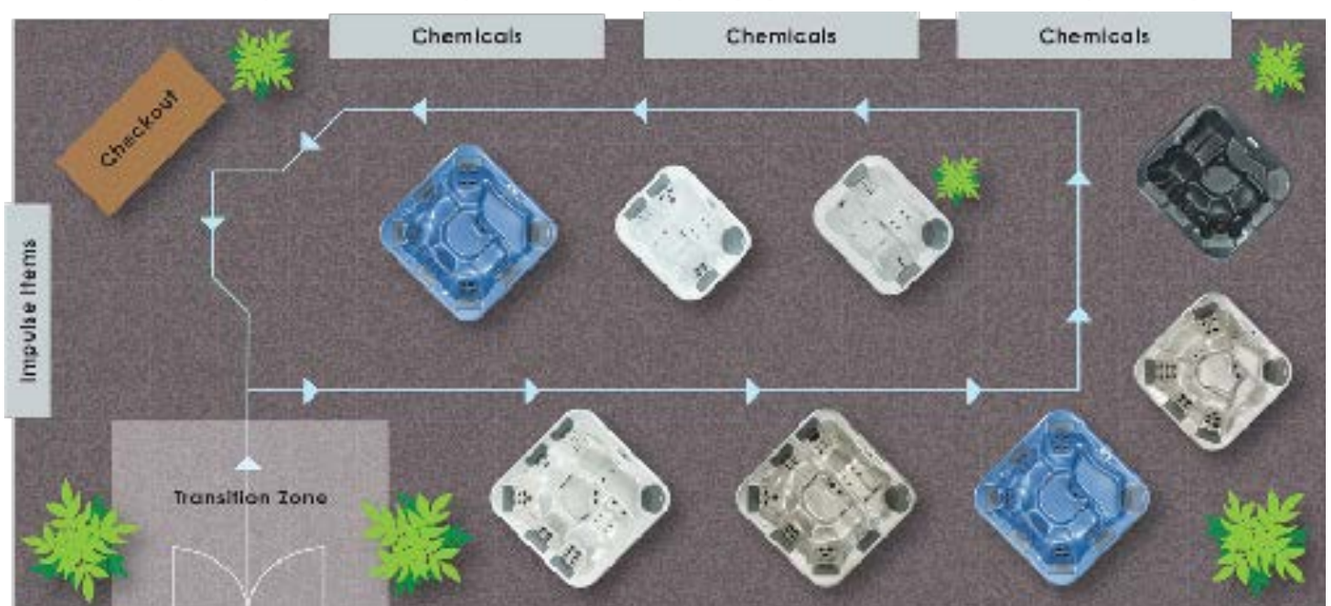
- Sustainable Building Systems focuses on the design and operation of buildings to provide a comfortable, healthy, and productive indoor environment with minimal energy and environmental impact.
- Sustainable Building Systems integrates elements of an architectural engineering program with construction management while embracing the concepts of engineering sustainability as related to energy and materials usage and the effect on the environment.

- Healthy Building Systems

- Environmental sensors, controls and control strategies that help optimize indoor air quality (IAQ), for building occupants
- Occupant Engagement Tools that provide building occupants with real-time visibility into air quality metrics in their surrounding areas
- Facility Management Tools that help building operators manage occupant comfort, energy efficiency and overall building health
- Remote Diagnostics & Resolution Services that allow our experts to remotely manage your building's systems providing a safe and comfortable environment for occupants with little or no visits to the site

- **<u>Showroom Design</u>**

- When designing a showroom, there is a decision to be made between presenting a more or less blank canvas onto which clients can project their own ideas, or something more personalized that really embodies the company's aesthetic.
- Retailers' common goal is to effectively present product in a way that emotionally engages the customer while optimizing traffic flow.

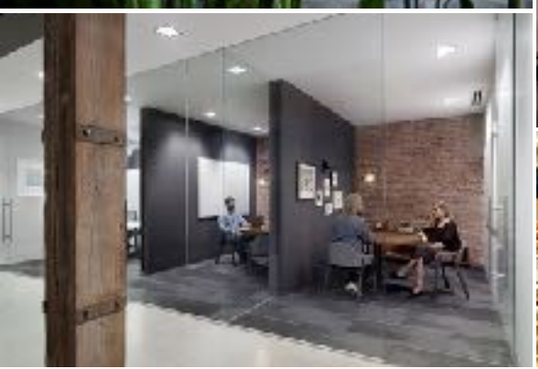


Concept/Inspiration Images

- A warm, inviting, and aesthetically pleasing space which inspires creativity
- A space which motivates and unifies its' employees and provides a sense of personal privacy, yet encourages collaboration among staff.
- Highly staged space focused on showcasing furniture in a realistic manner
- The design of offices has changed a great deal over the past couple of centuries, the space should tell the story of how and why these changes in office norm's have occurred
- Bold design will make up for the lack of space



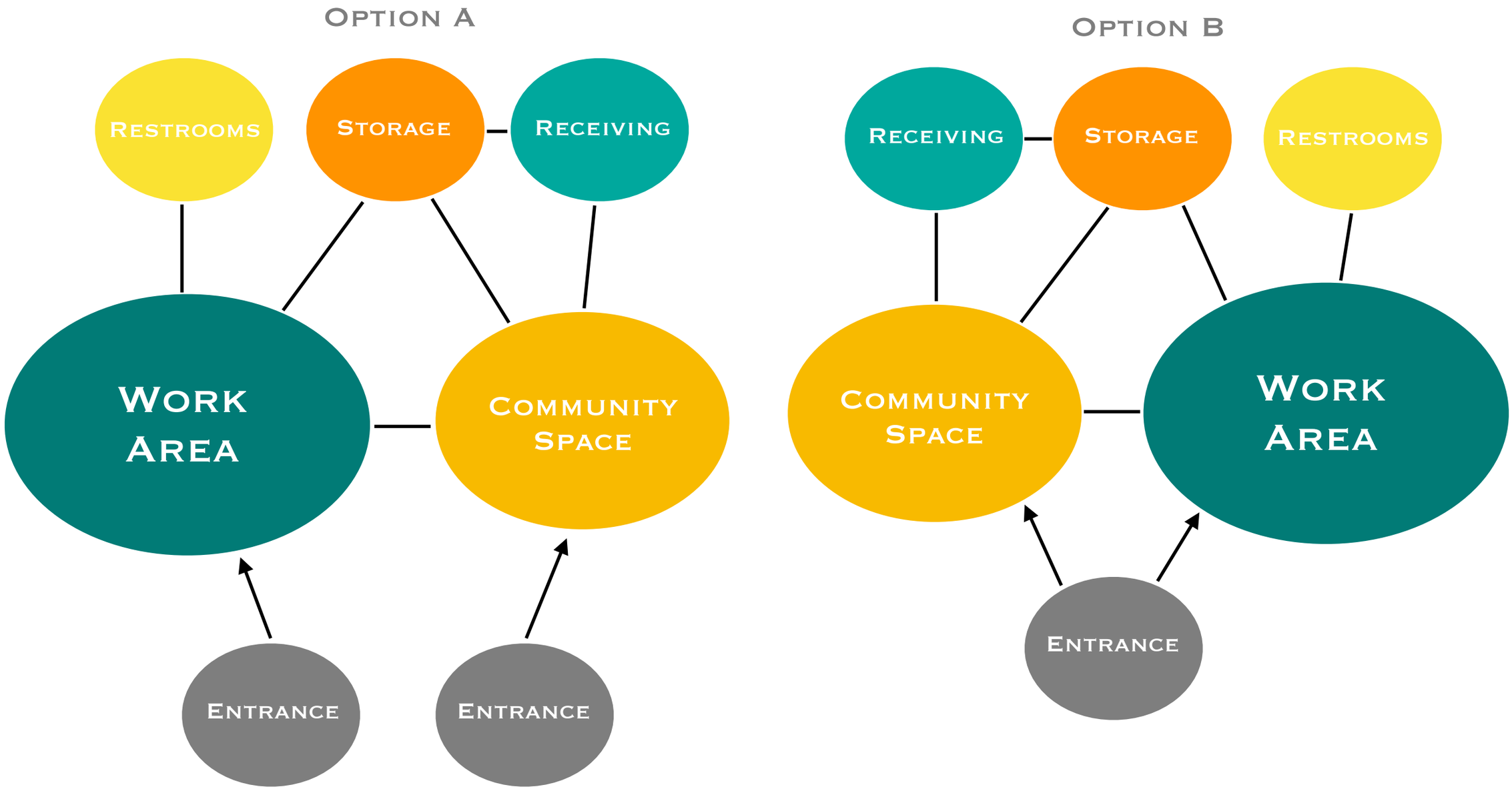




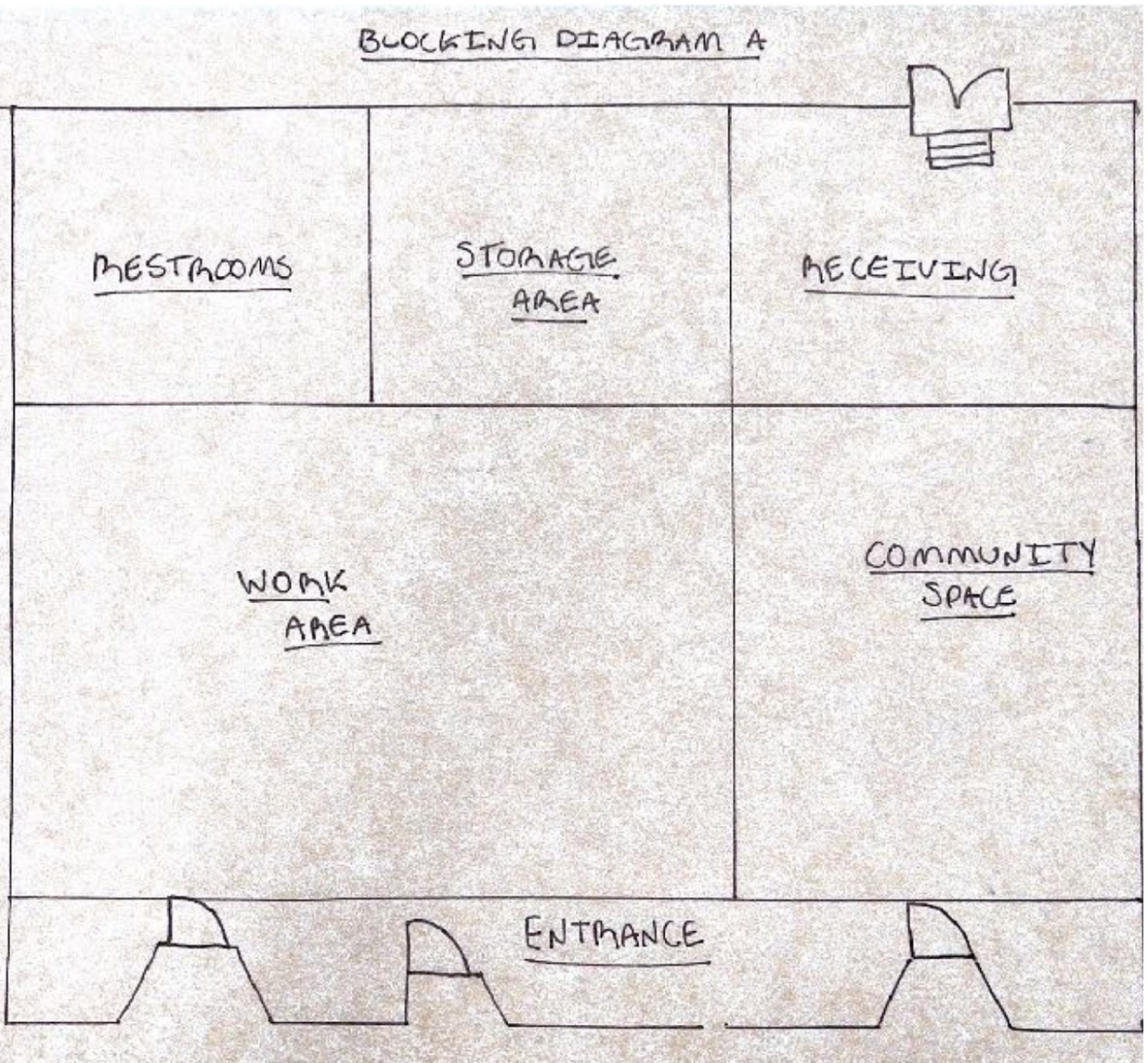


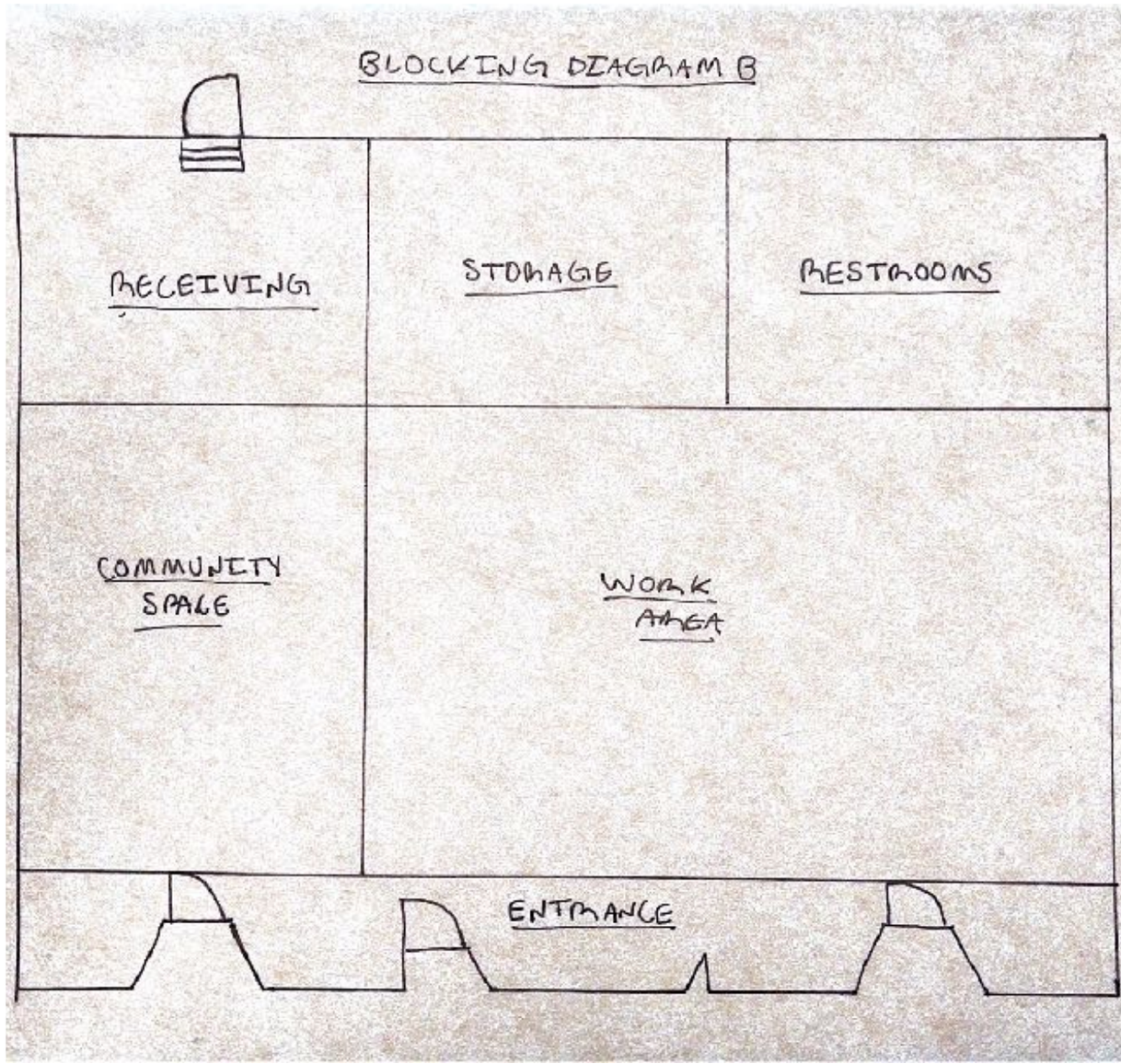



Bubble Diagrams

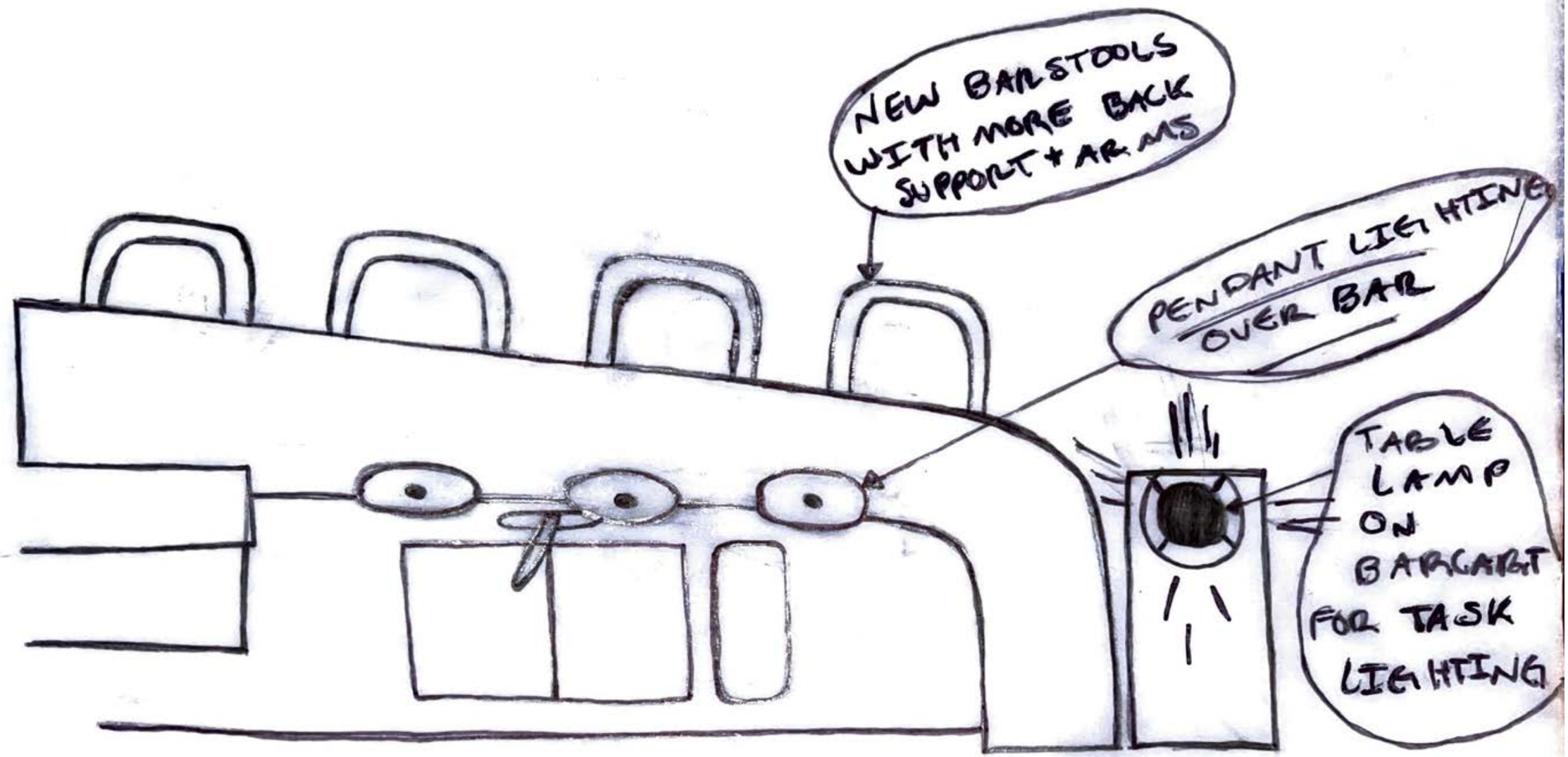


Blocking Diagrams

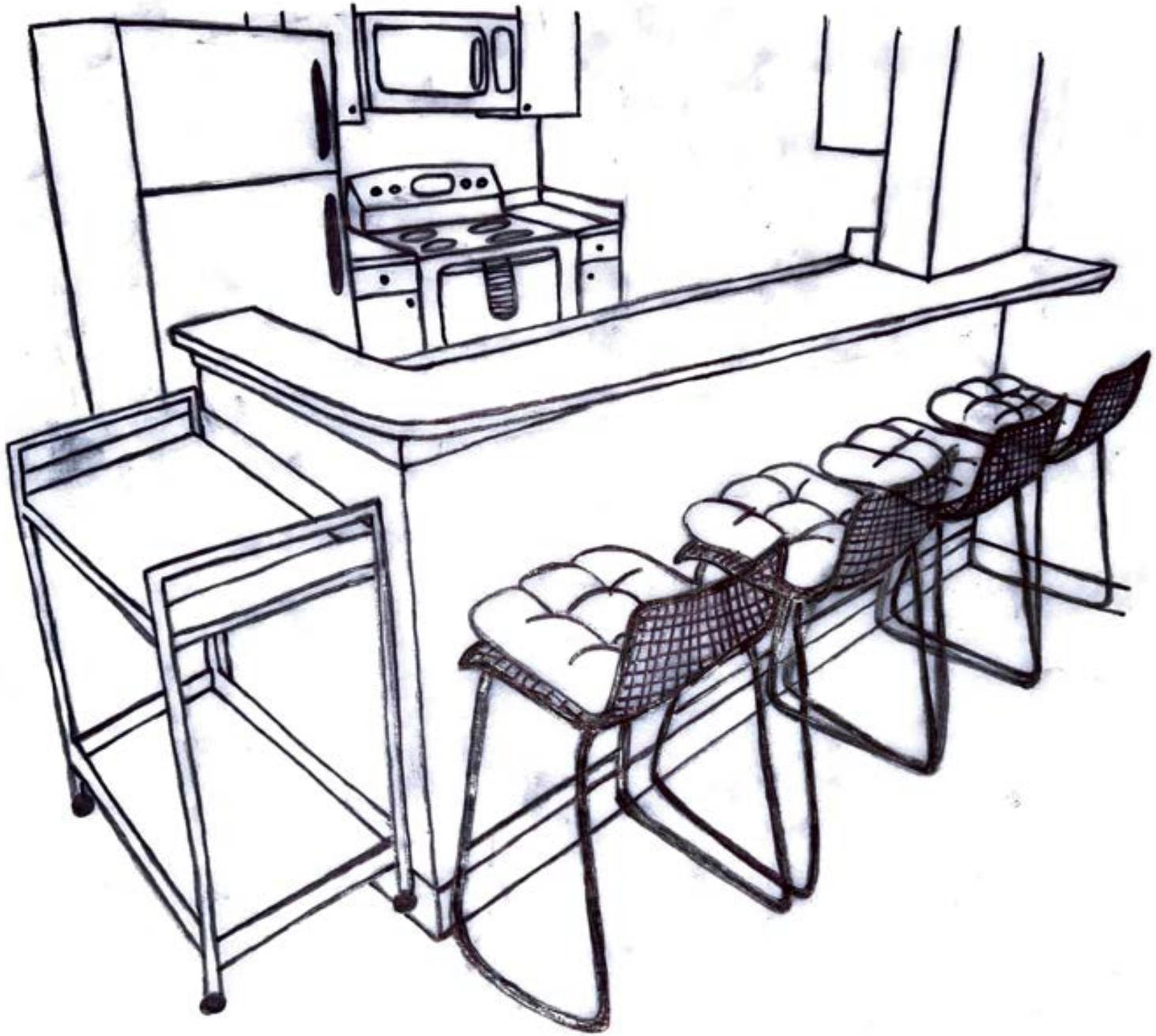




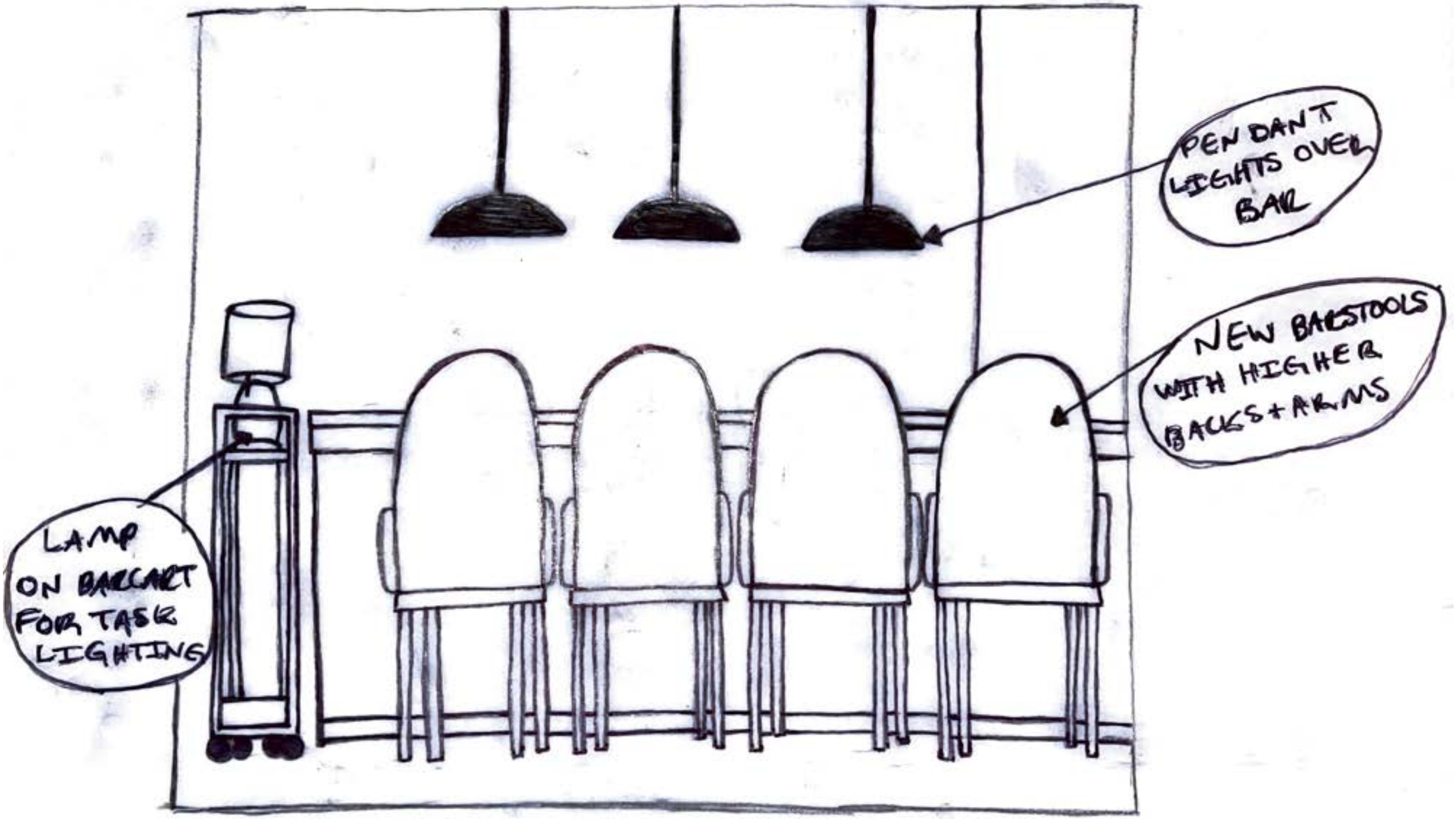
Ideal Activity Space - Socializing - Plan



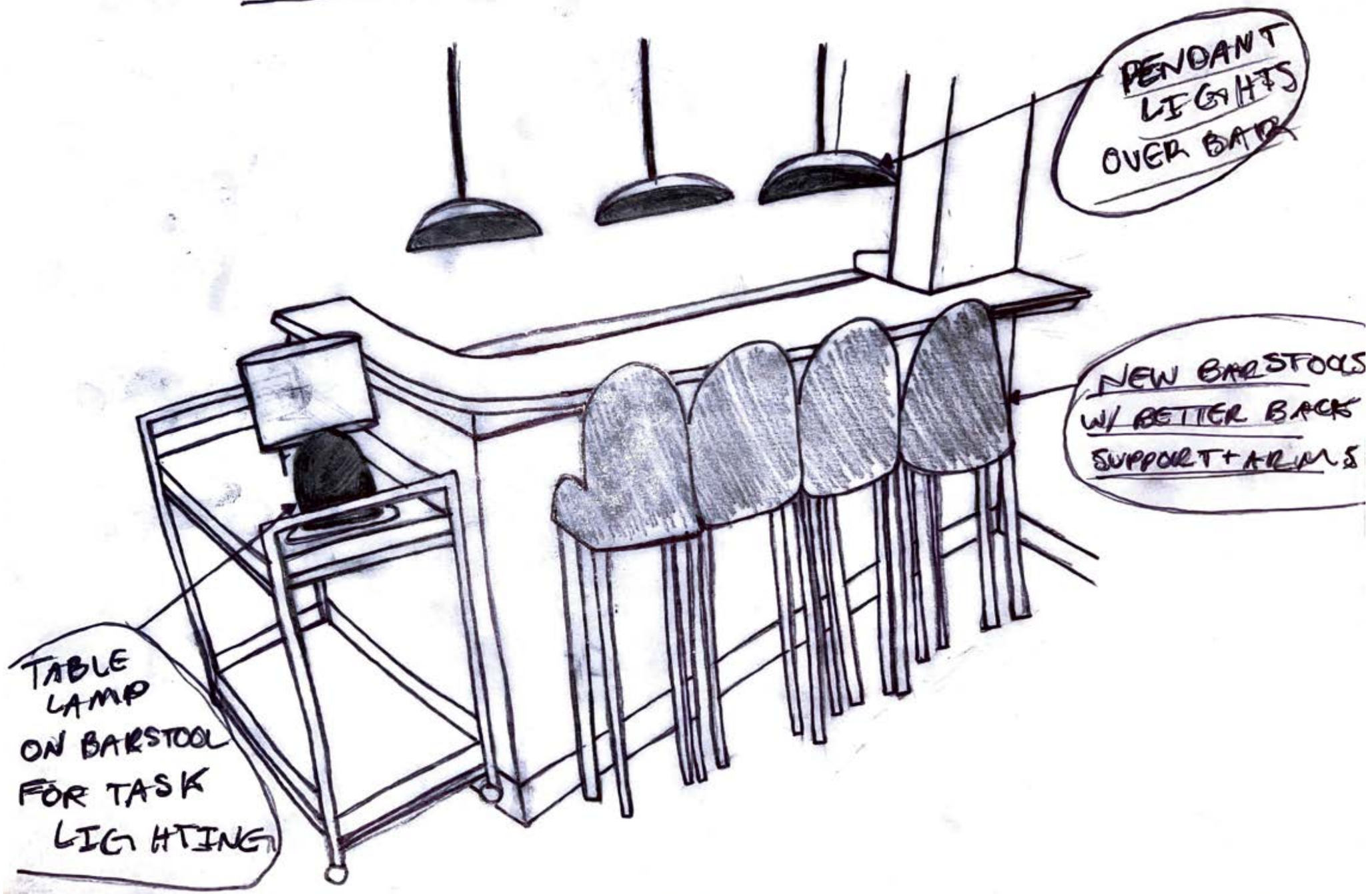
Existing Activity Space - Socializing

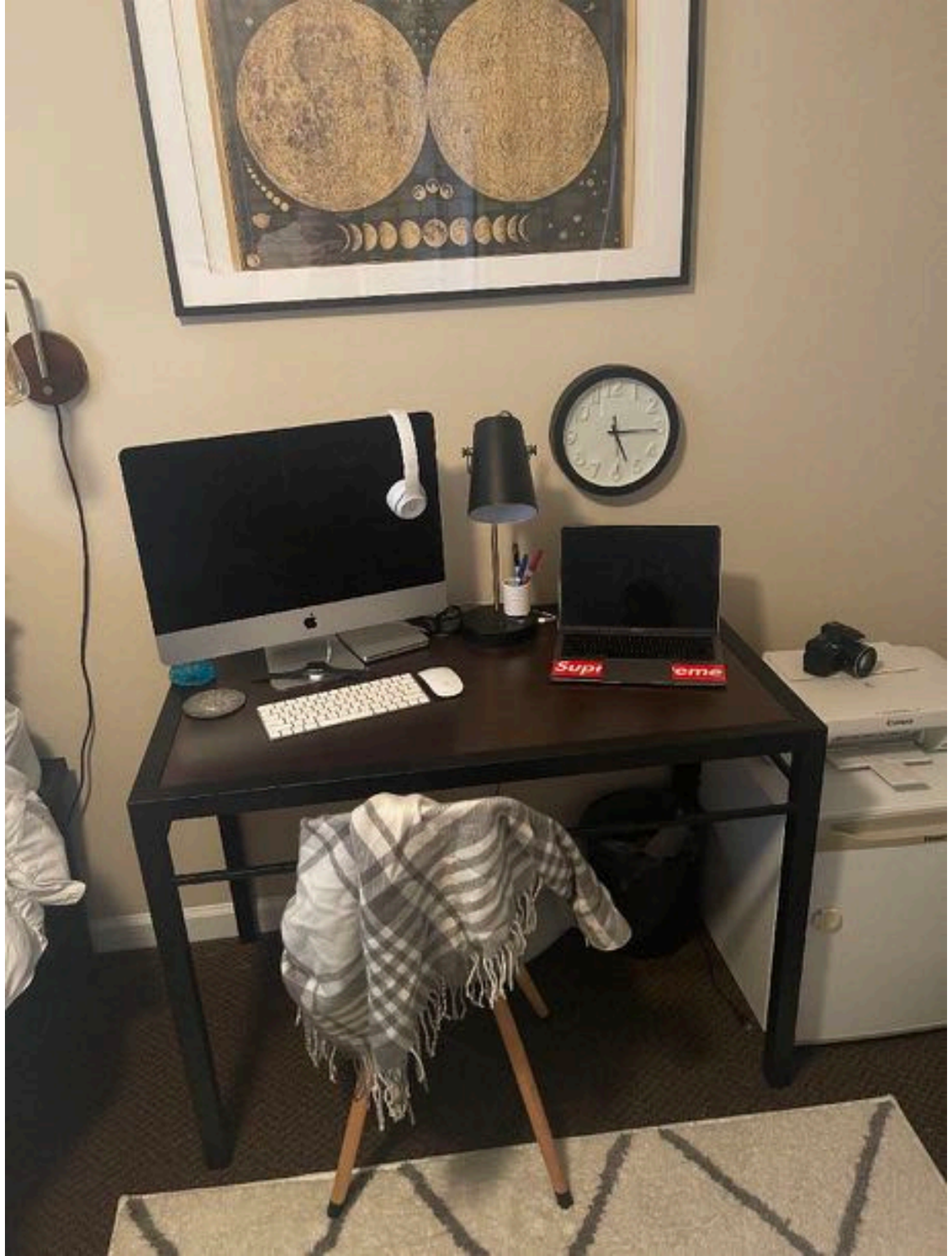


Ideal Activity Space - Socializing - Section



IDEAL ACTIVITY SPACE - SOCIALIZING - PERSPECTIVE




Supr
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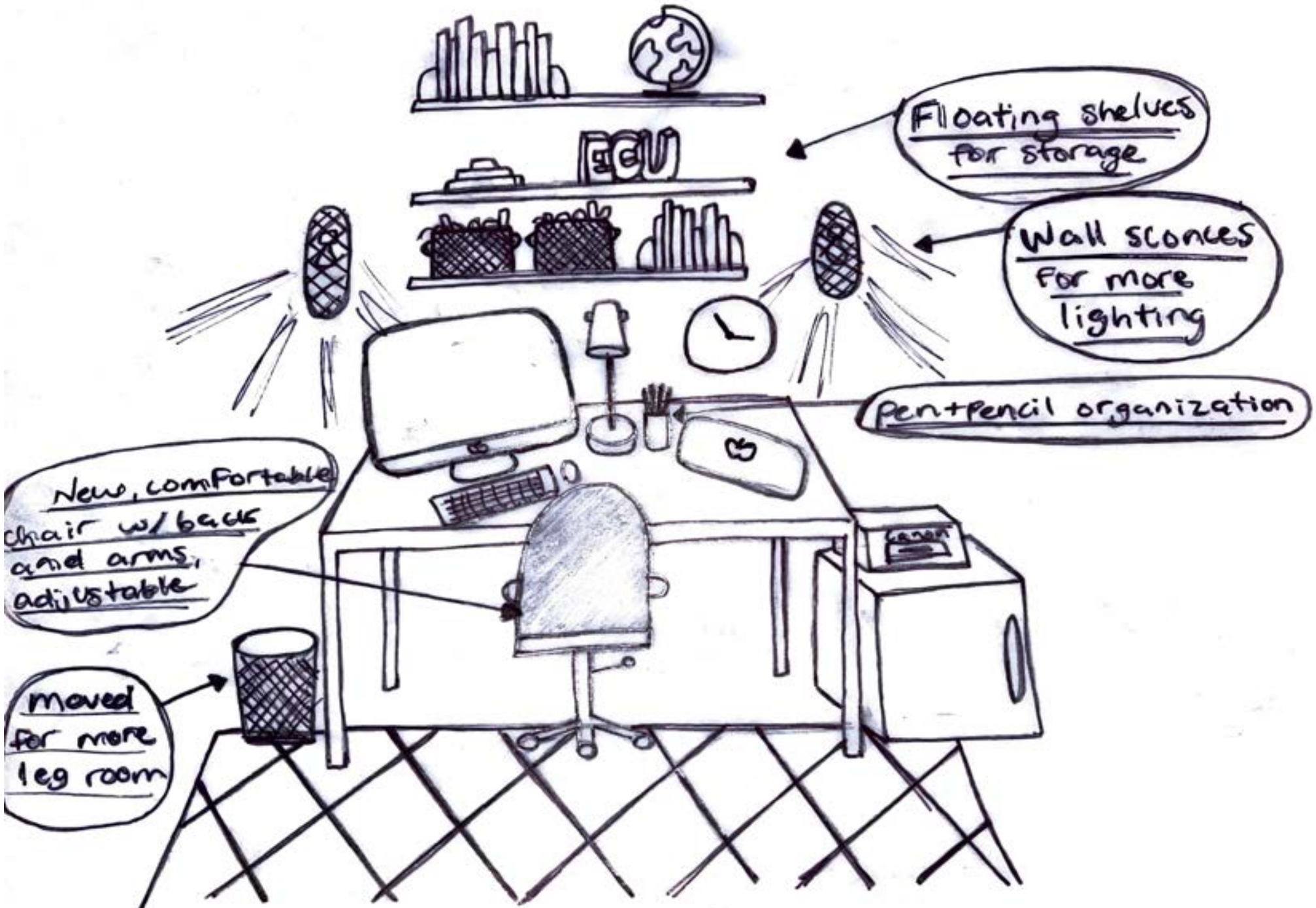
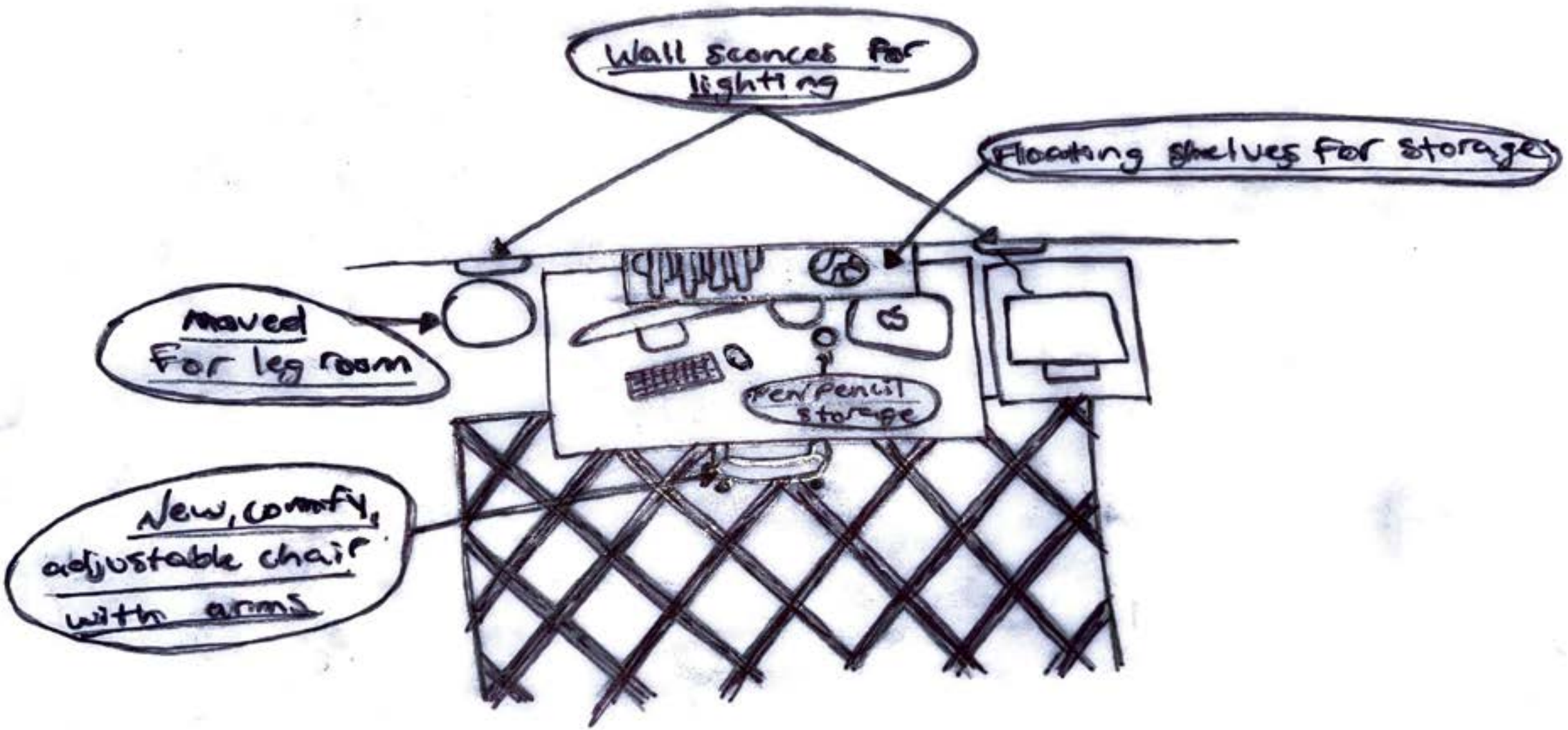
Existing Activity Space- Intense focus work

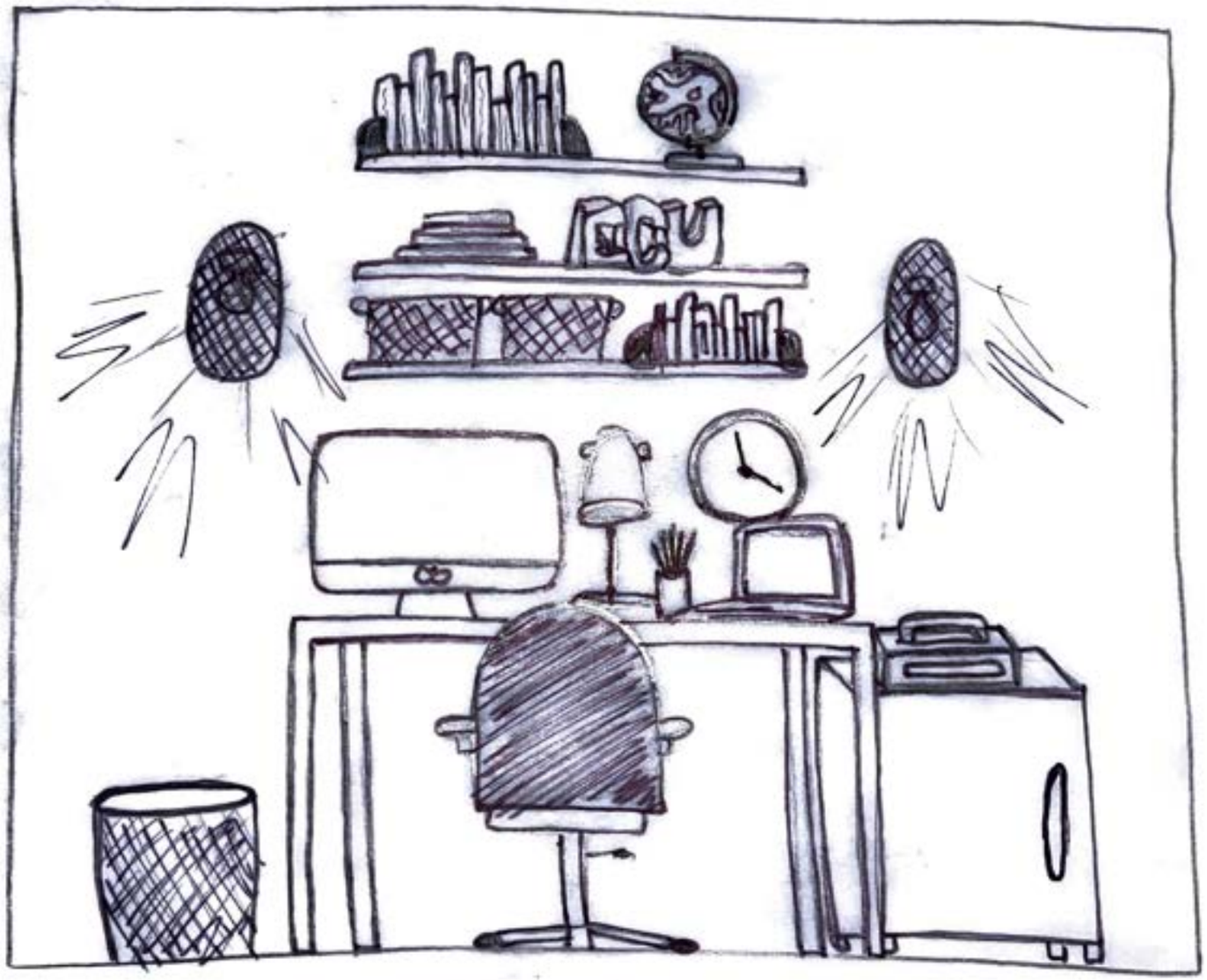
Ideal Activity Space - Intense Focus Work - Perspective



Ideal Activity Space - Intense Focus work - Plan



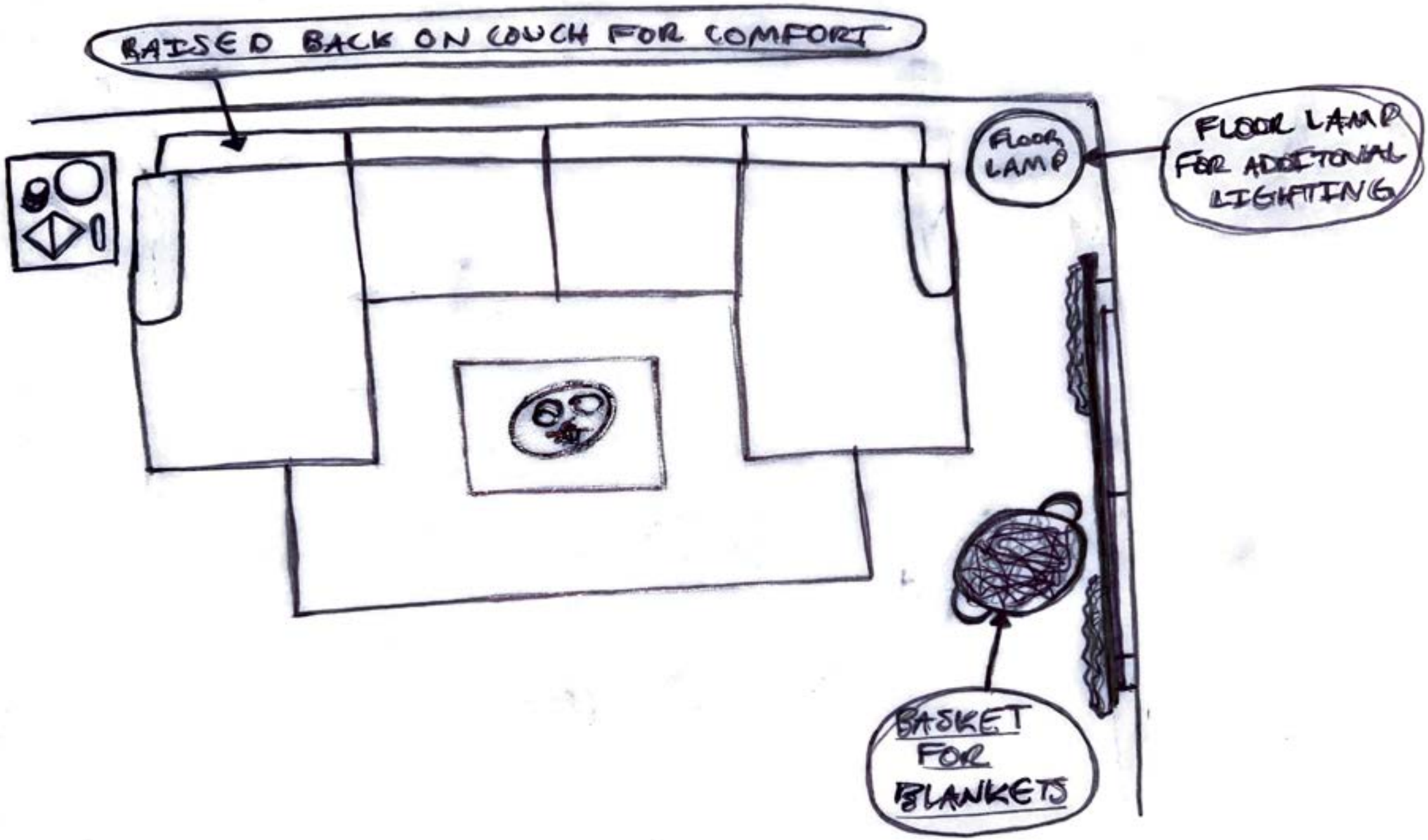
Ideal Activity Space - Intense Focus Work - Section



Existing Activity Space - Daydreaming

Ideal Activity Space - Daydreaming - Perspective

Ideal Activity Space - Daydreaming - Plan



IDEAL ACTIVITY SPACE-DAYDREAMING-SECTION