



Portfolio 1

IDSN 3102

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Stakeholder Profiles

Owner – Real Estate Developer

- Profit from rent

Client – Herman Miller

- Significant customer turnout
- Successful showcasing of inventory

Users – Event attendees / Customers

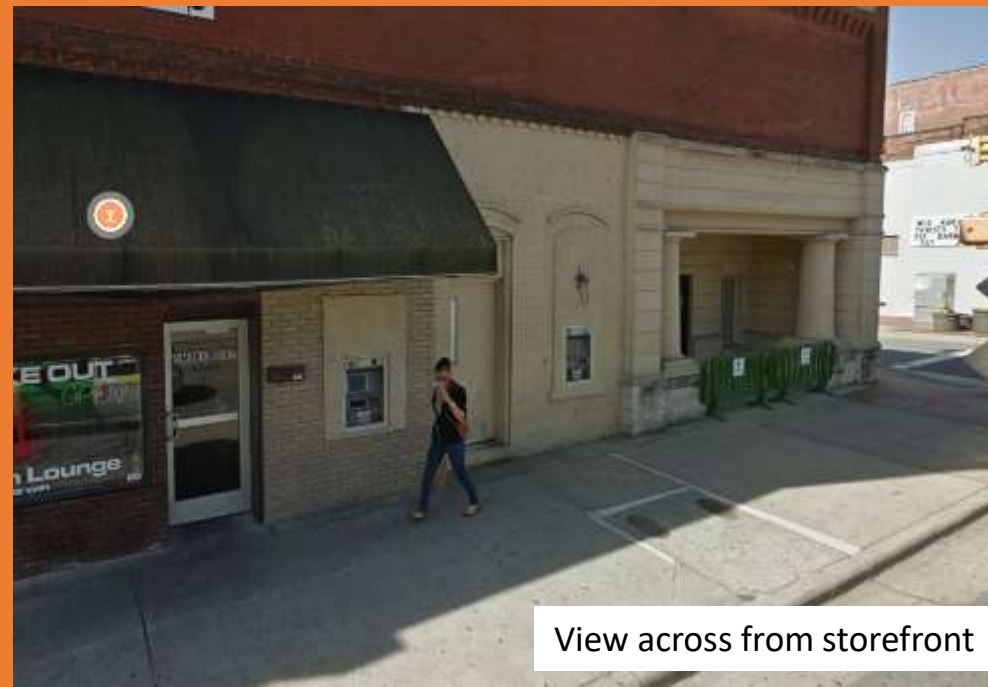
- Comfortable environment
- Easy navigation/wayfinding



SITE:
203 E 5th St.
Greenville, NC
+/- 3,000 Sq. Ft.



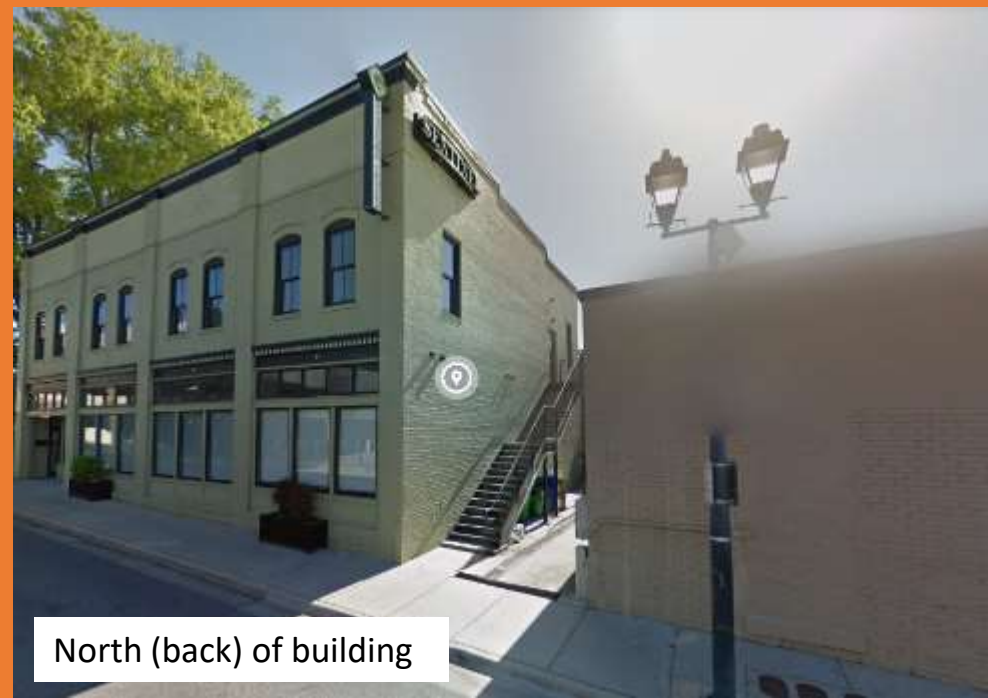
South (front) of building



View across from storefront



East side of building

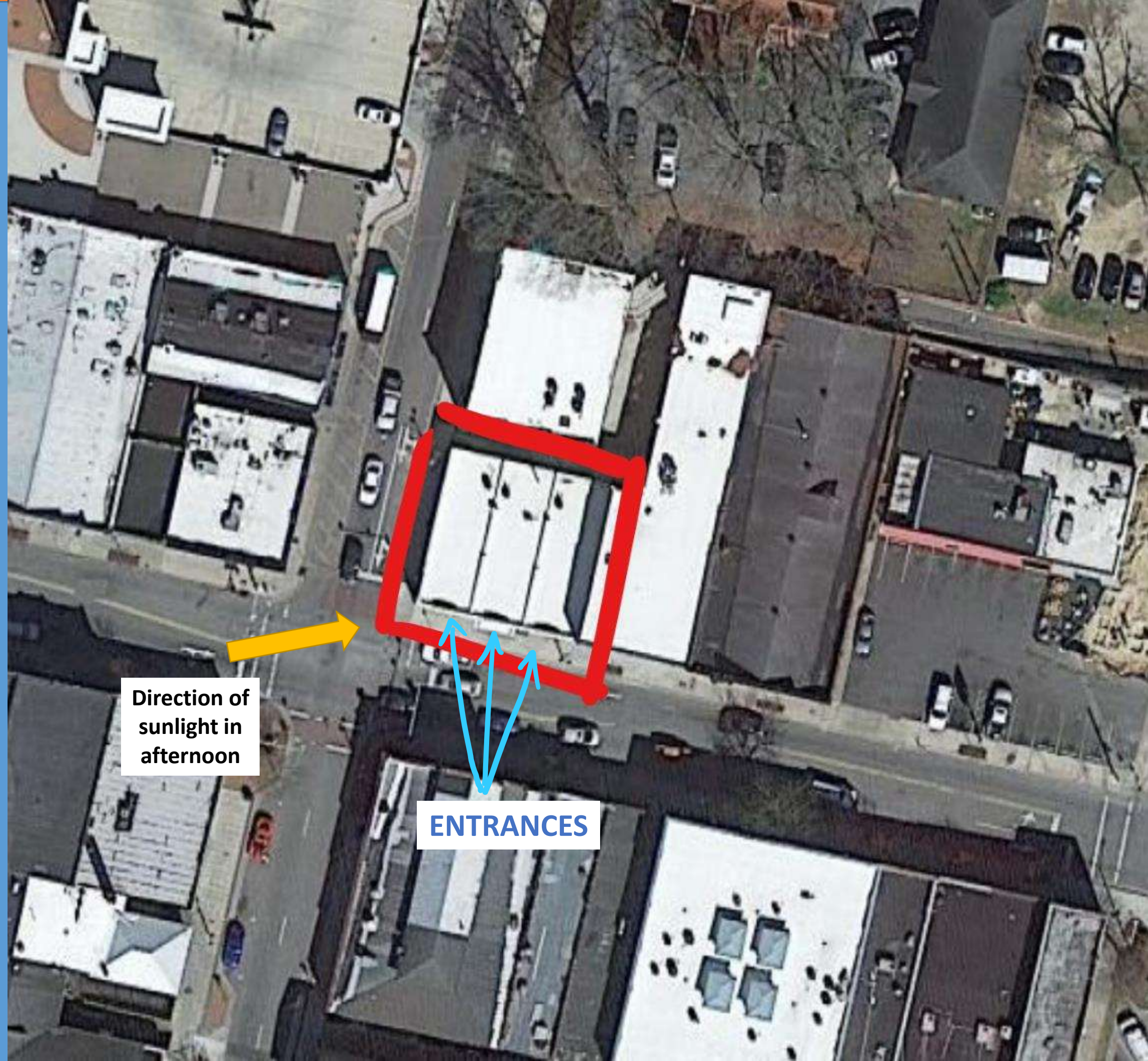
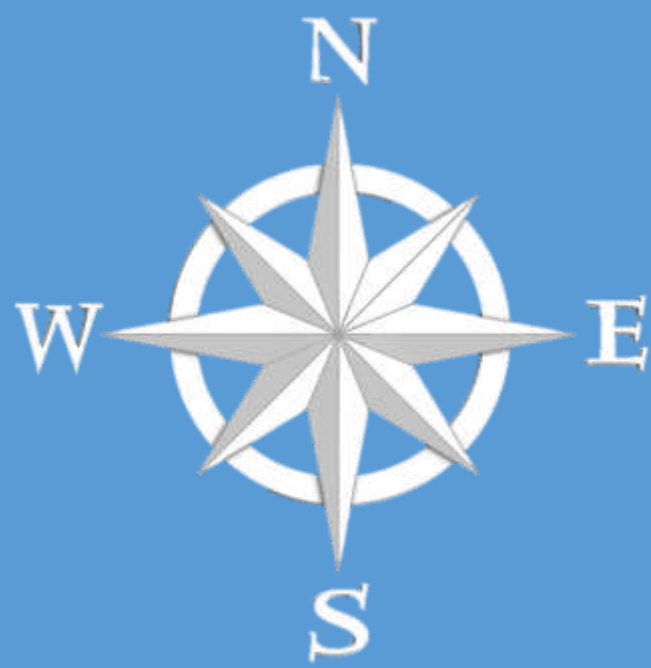


North (back) of building



West side of building




2,915 Sq Ft.



Direction of
sunlight in
afternoon

ENTRANCES

CURRENT DESIGN PROBLEMS

-  • Lack of natural light / windows
-  • Ground level significantly varies from front to back of building – ground level at back is higher than at storefront
-  • Restrooms are not ADA compliant
- As is typical with retail locations, attracting customers in and through the showroom is essential



Preliminary Research

WORKPLACE/SOCIAL BEHAVIOR:

- Historically, the workplace was closed off and separated into private offices or cubicles
- Employers are now looking to increase productivity and motivate employees through collaboration in open offices
- Privacy in the workplace is still valued and quiet areas for work remain common

SHOWROOM DESIGN:

- Short-term pop-up shops should be visually enticing in order to attract customers
- Pathways should be wide enough for multiple people to comfortably navigate through



SUSTAINABILITY IN INTERIOR ENVIRONMENTS:

- LEED – Leadership in Energy and Environmental Design
 - Most widely used green building rating system in the world
- Sustainable design should involve:
 - Using recycled materials
 - Limiting transportation used for obtaining supplies
 - Sourcing sustainable materials as alternatives to their traditional counterparts

GREENVILLE, NC:

- **APPLICABLE FIRE AND LIFE SAFETY CODES**
- **LOCAL PRESERVATION CODES AND CREDITS**
- **Greenville was formed in the 1700s by splitting up plantation farmland**
- **21 historic landmarks remain preserved today**
- **Present day, Greenville is home to East Carolina University**
- **“Life Safety Services conducts routine and specialized fire inspections on every building within the City of Greenville...”**
- **“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.”**

UNIVERSAL DESIGN:

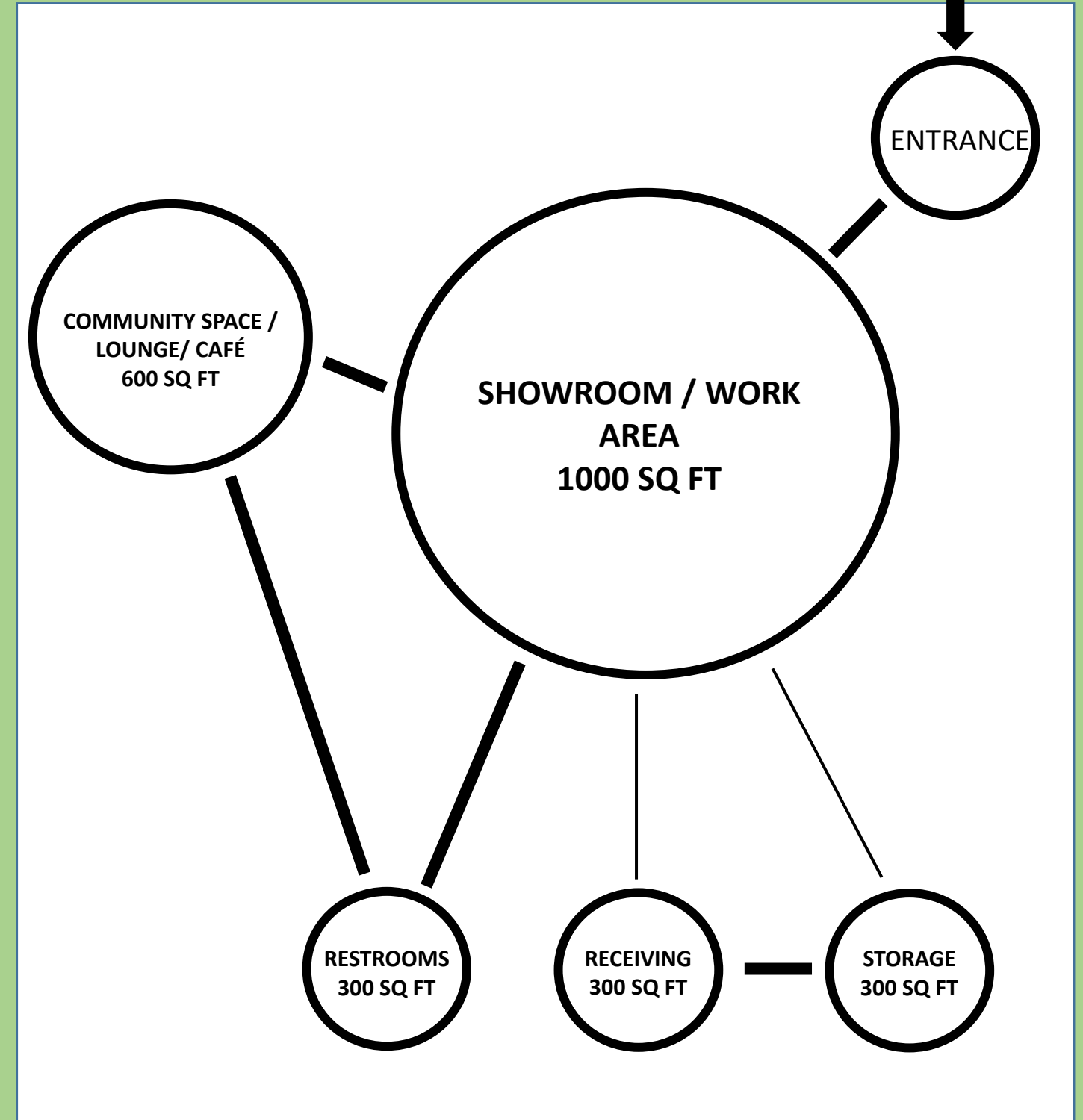
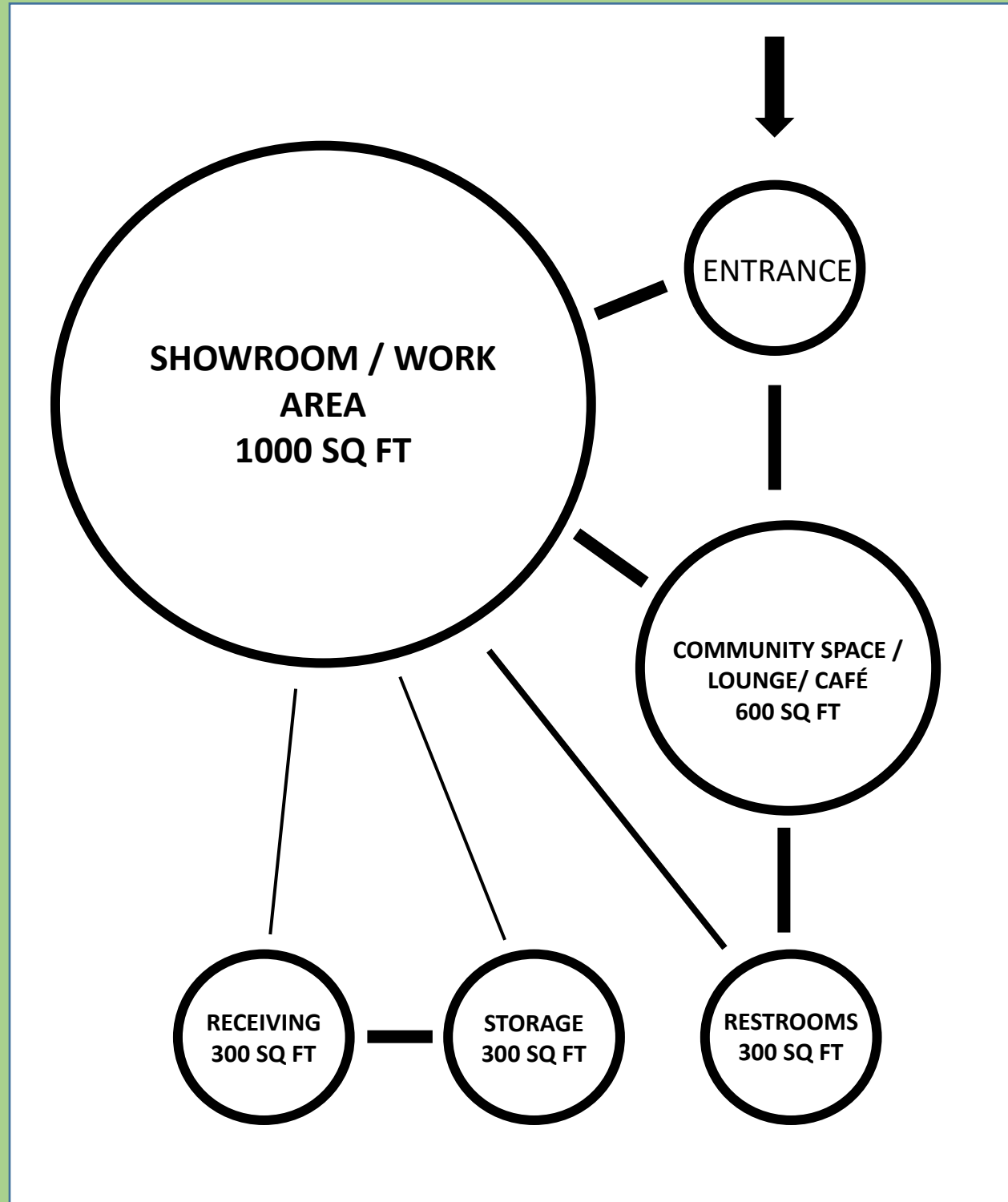
- **Universal design is the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability**
- **Because universal design is meant to be accessible to all people, it is therefore also inclusive design**
- **ADA compliance is essential to universal design**
- **Doors and walkways must be 36 inches wide**
- **Minimum wheelchair turn-around area in bathrooms is 30 inches by 48 inches**
- **Maximum countertop height is 36 inches from the floor**

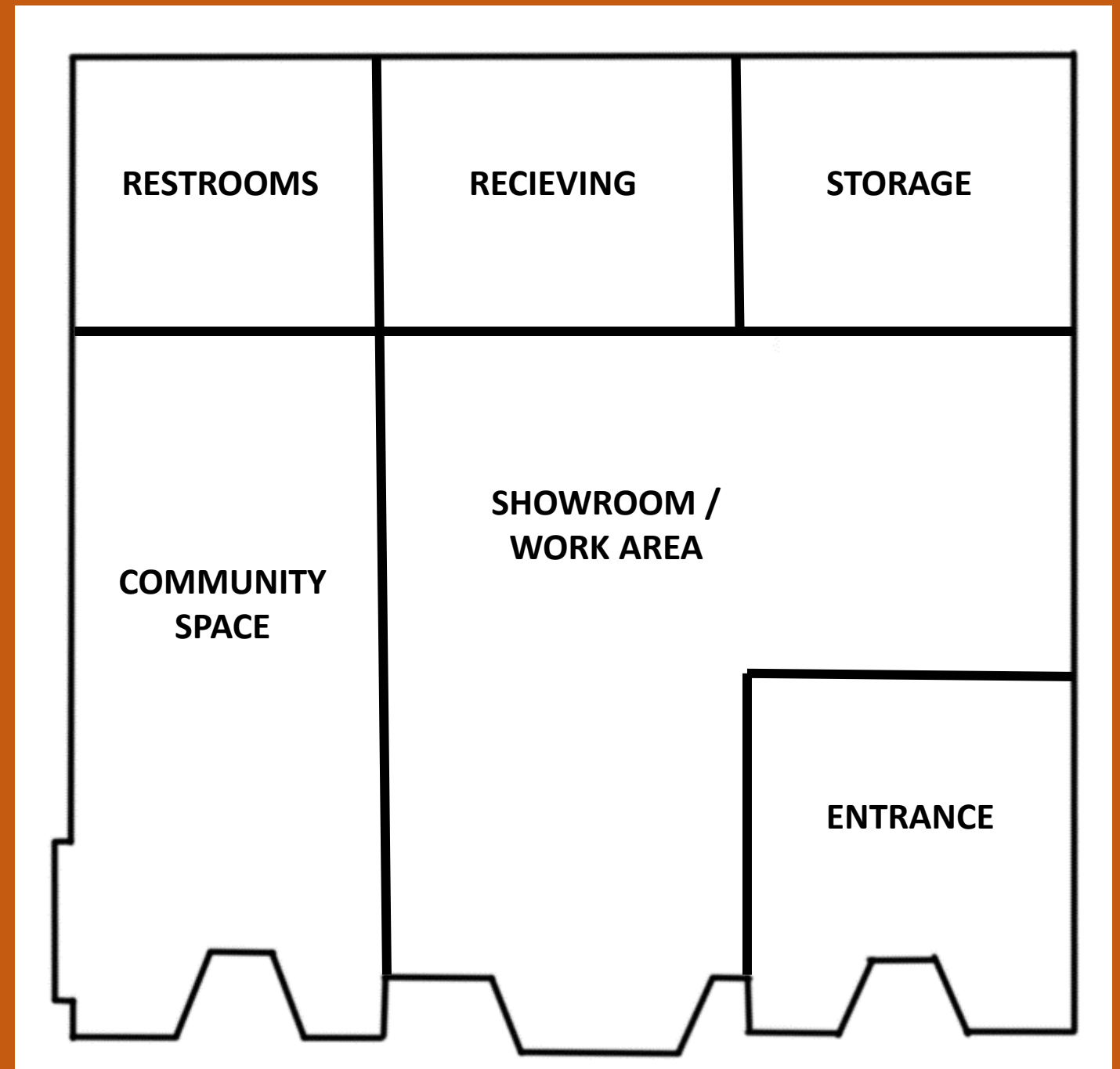
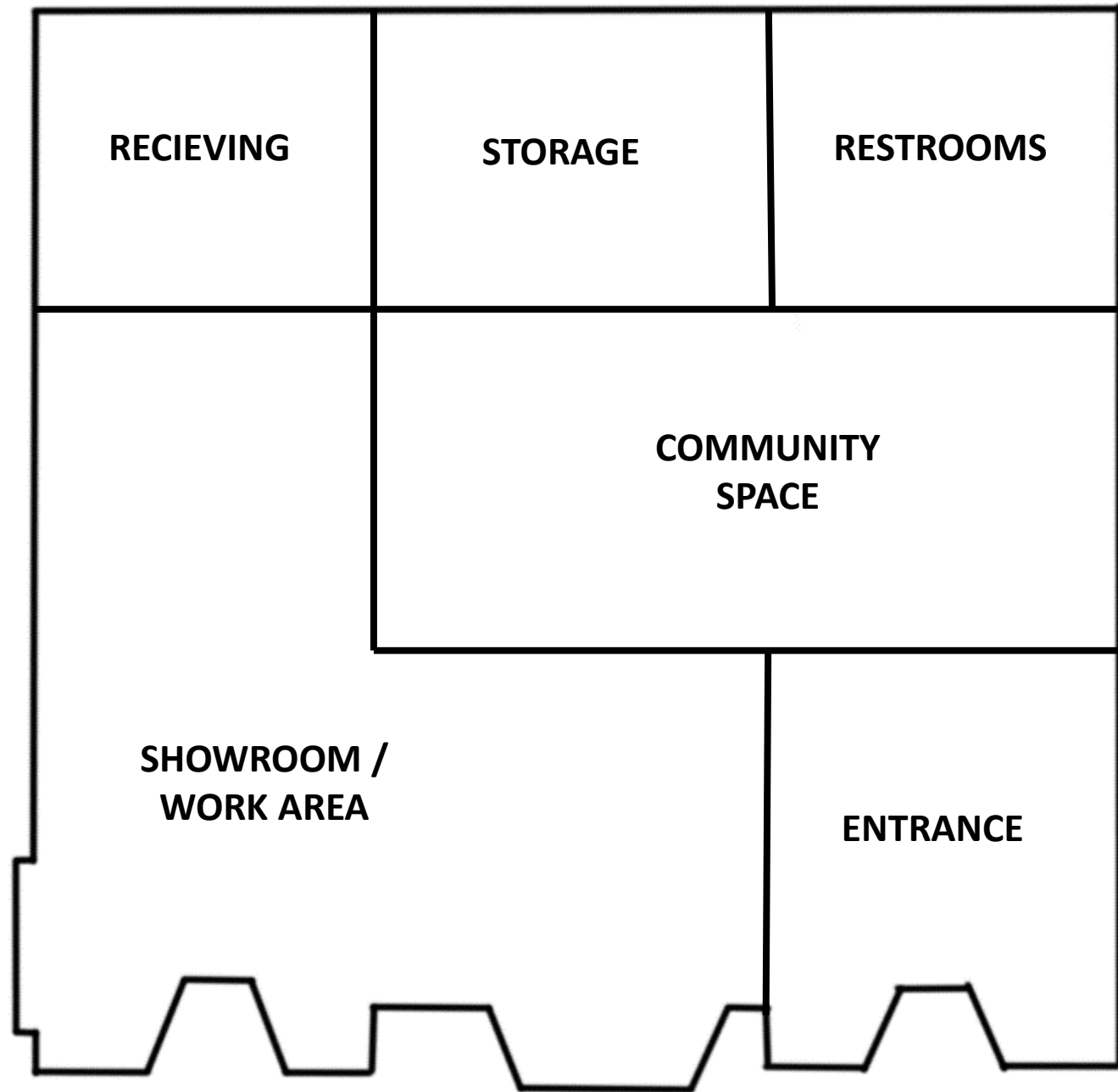


Return to work,
feel at home.

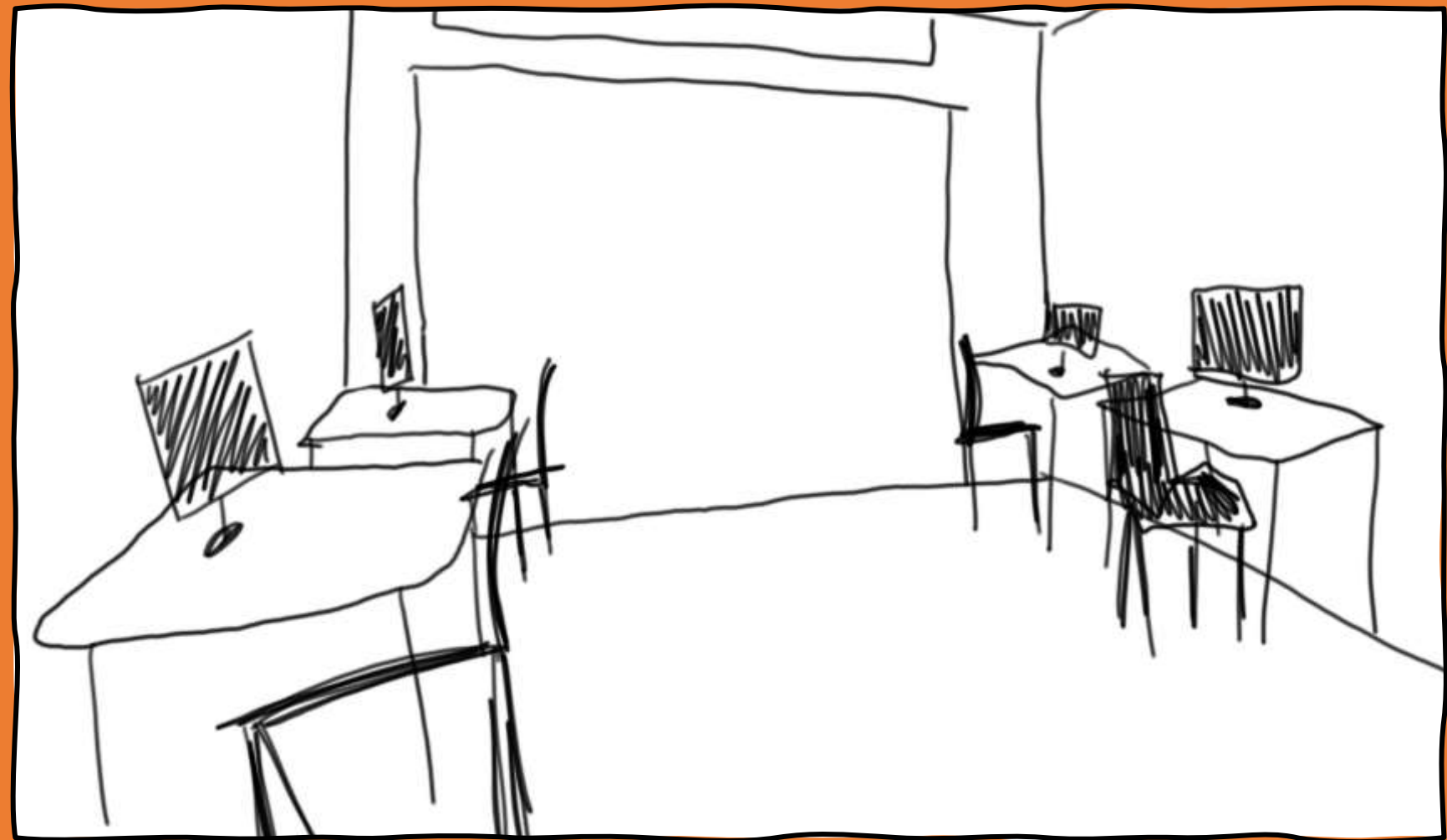
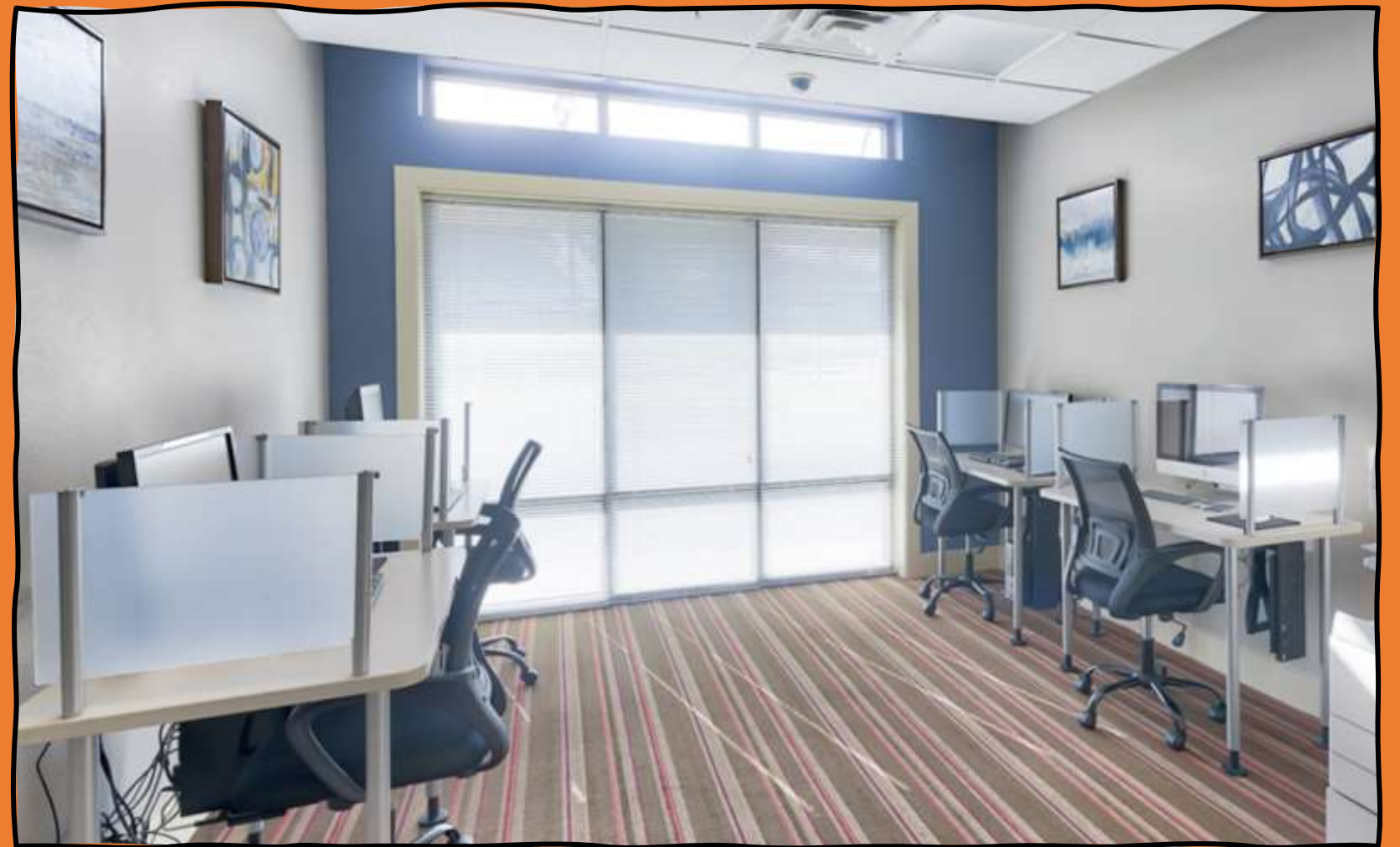
- Highly staged showroom showcasing a realistic “finished look”
- The idea is to show customers the full extent of the furniture’s potential
- Stray from the norm of furniture showrooms

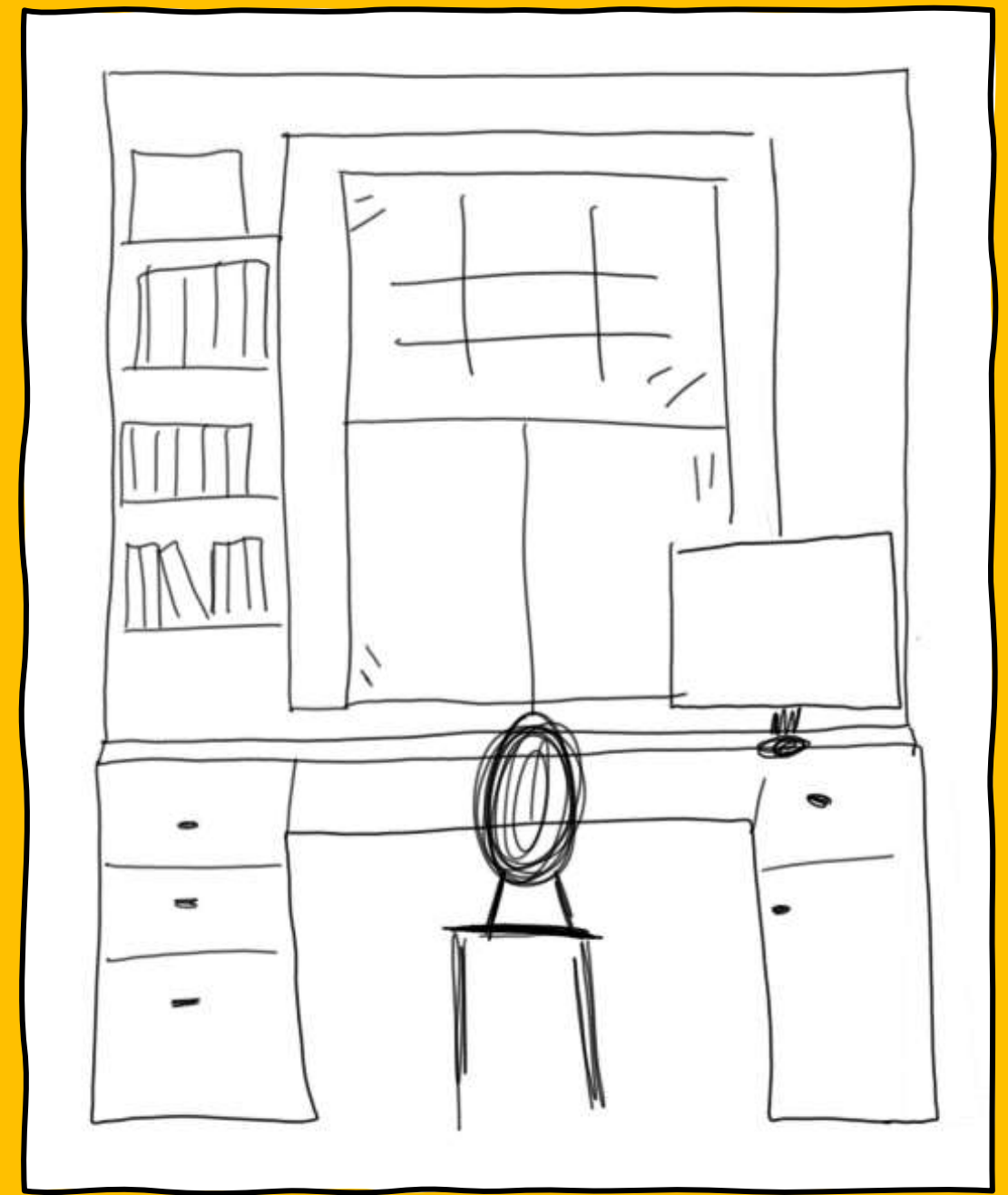
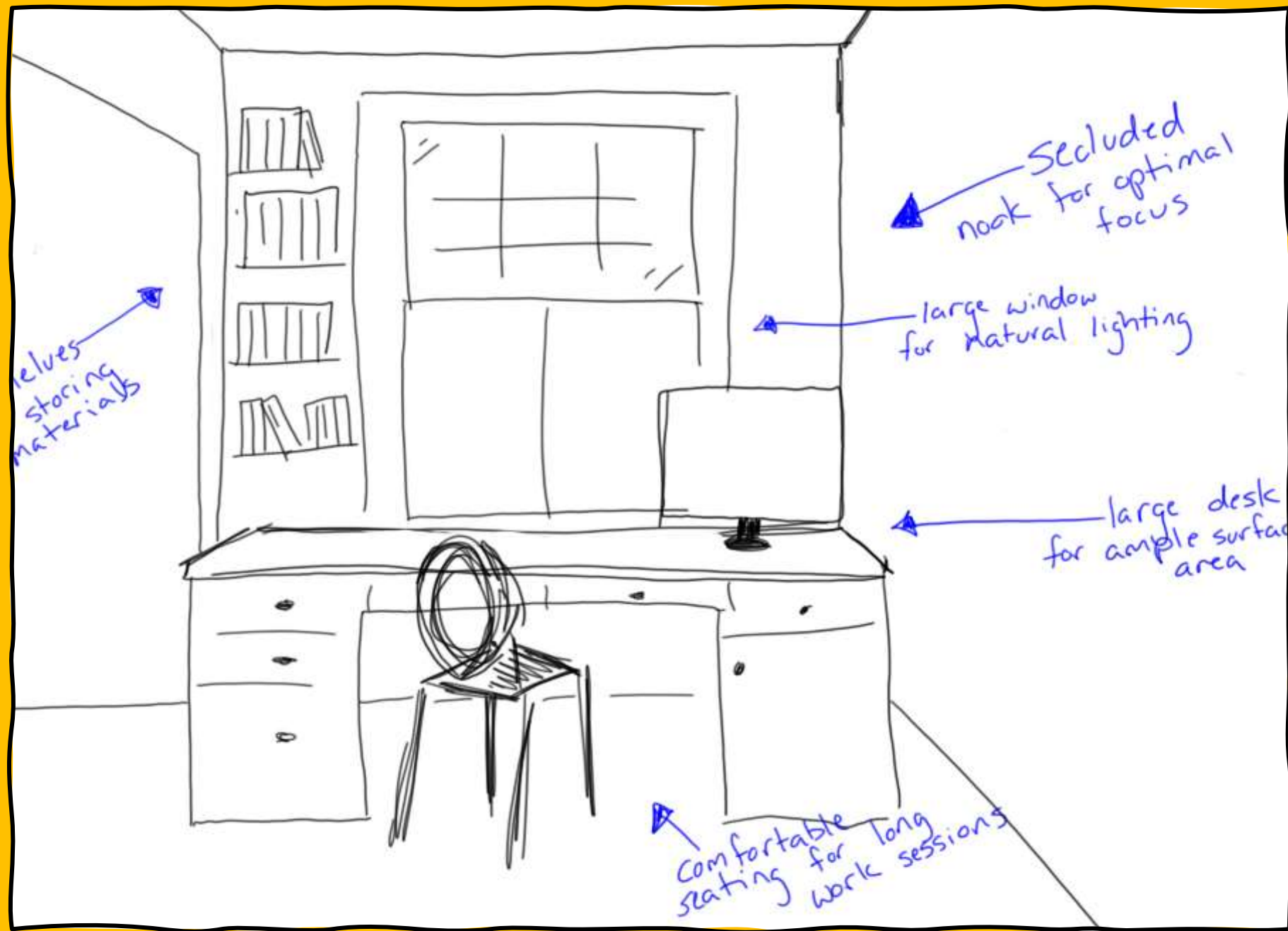




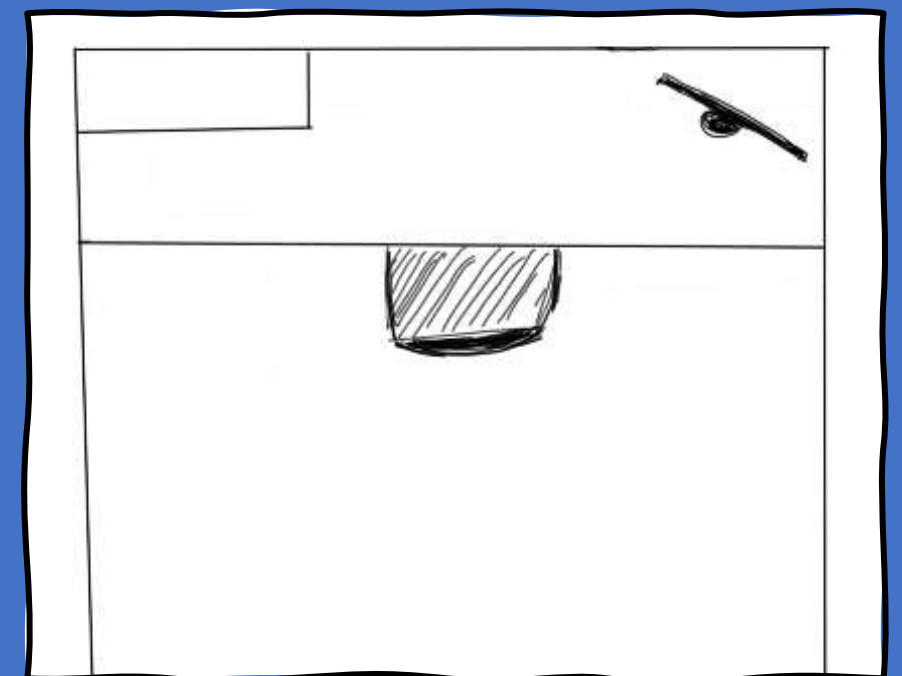


Intense Focus Workspace

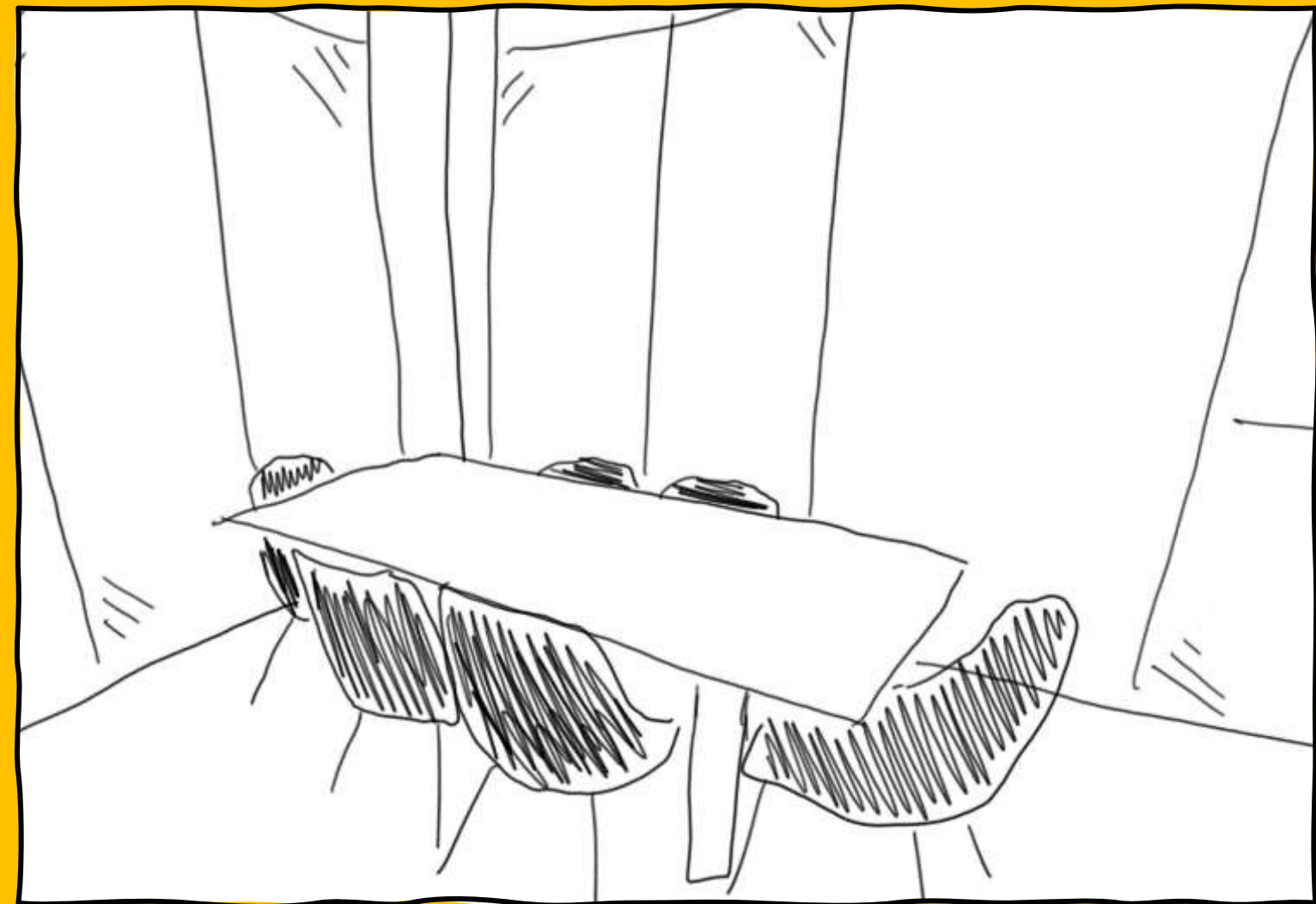




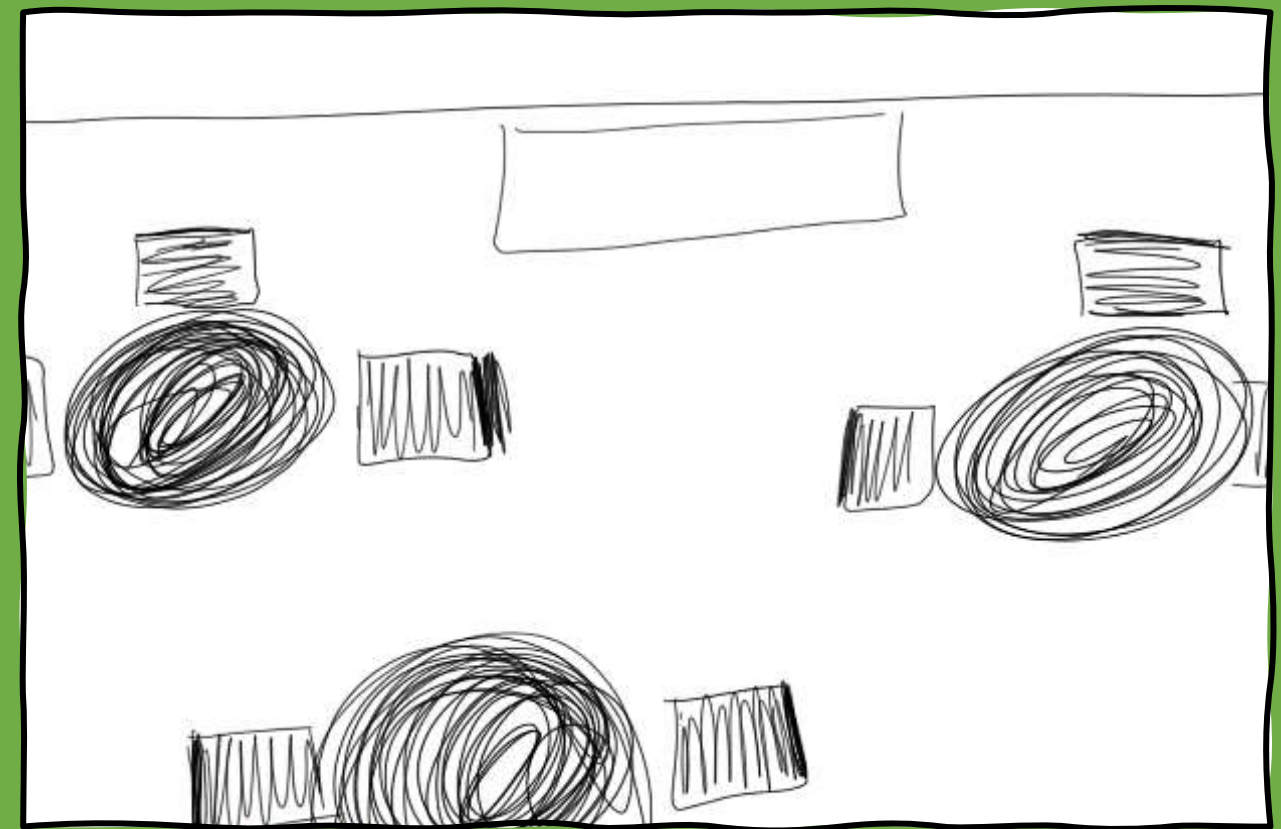
Ideal Intense Focus Workspace



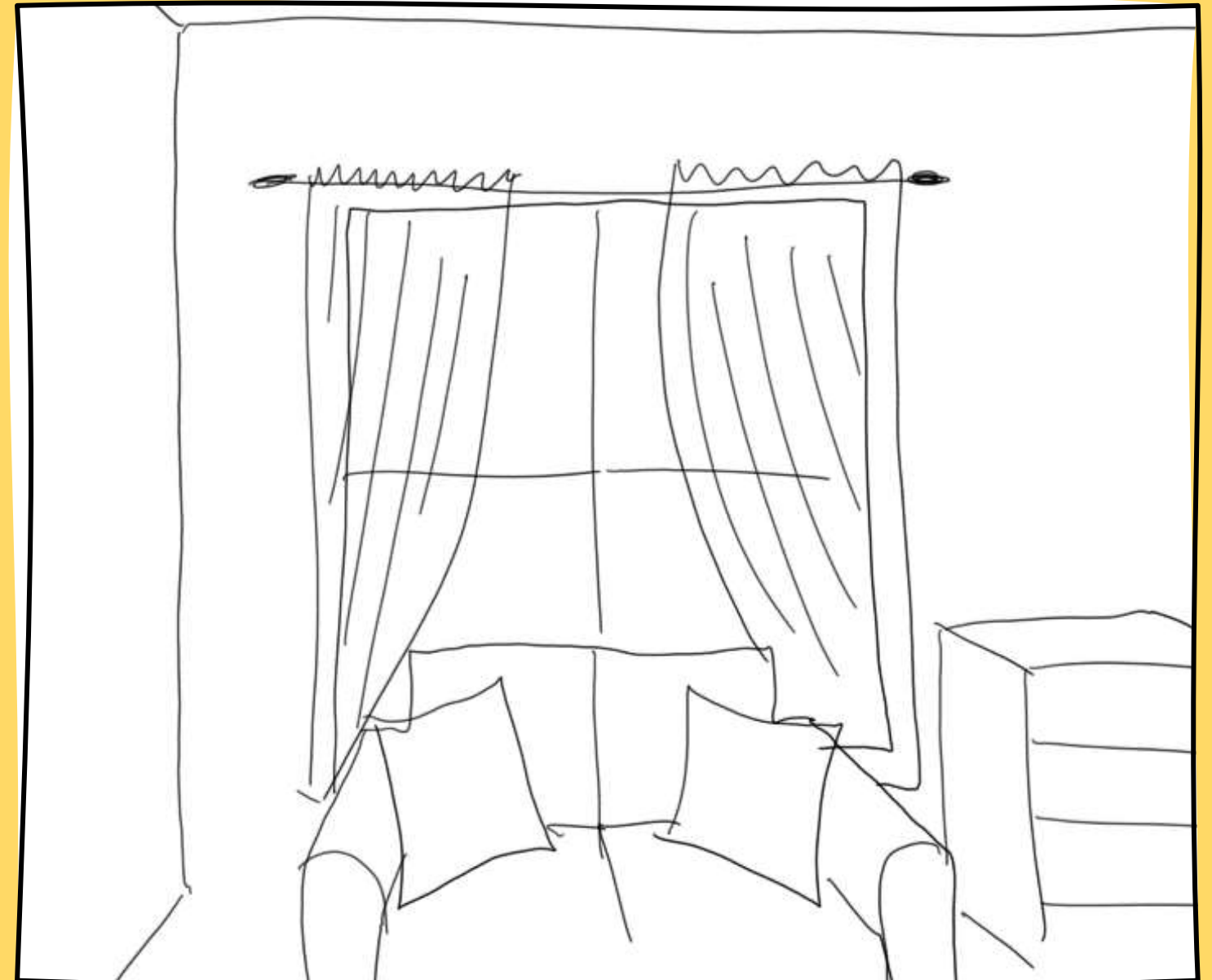
Diffuse Workspace

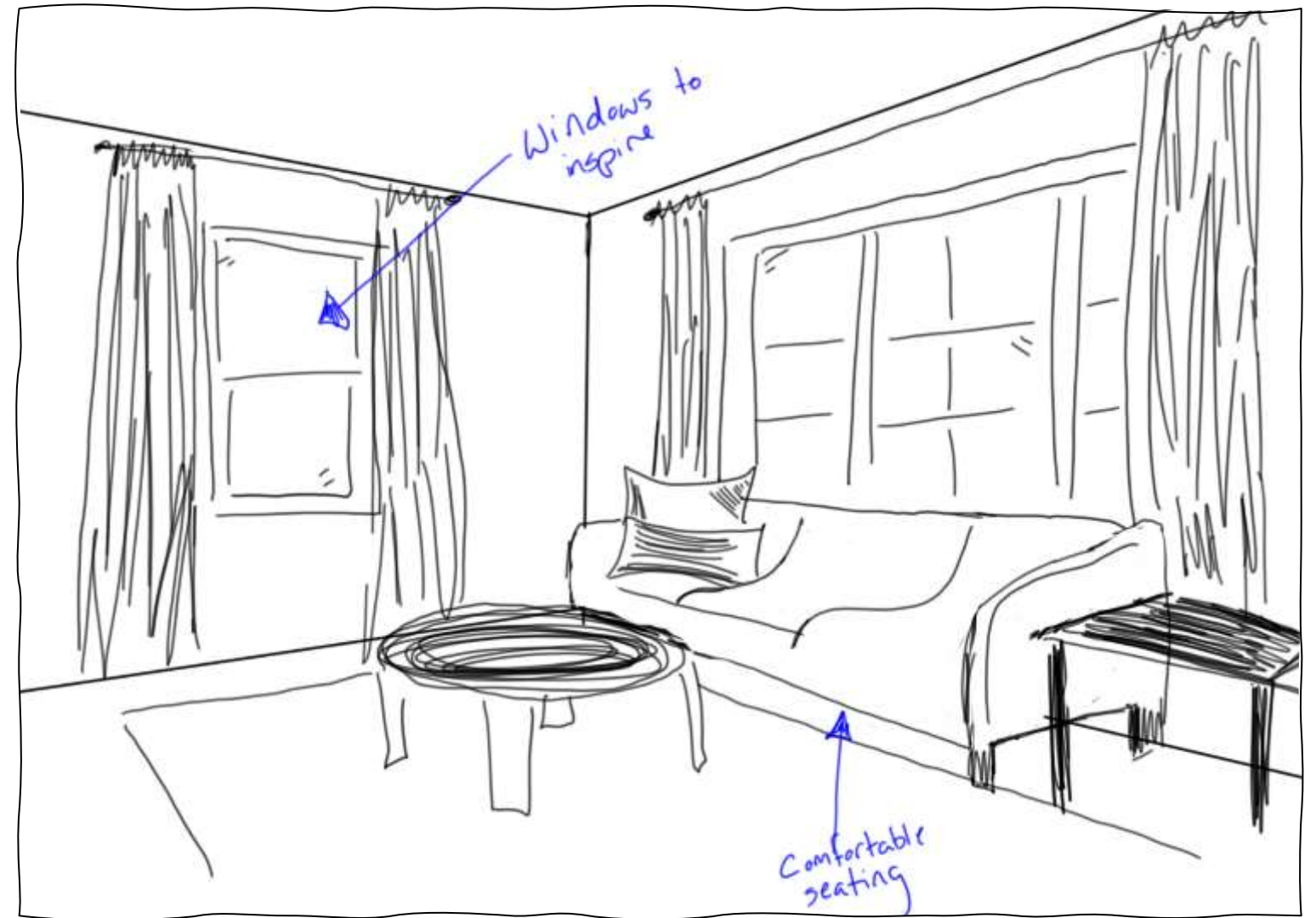
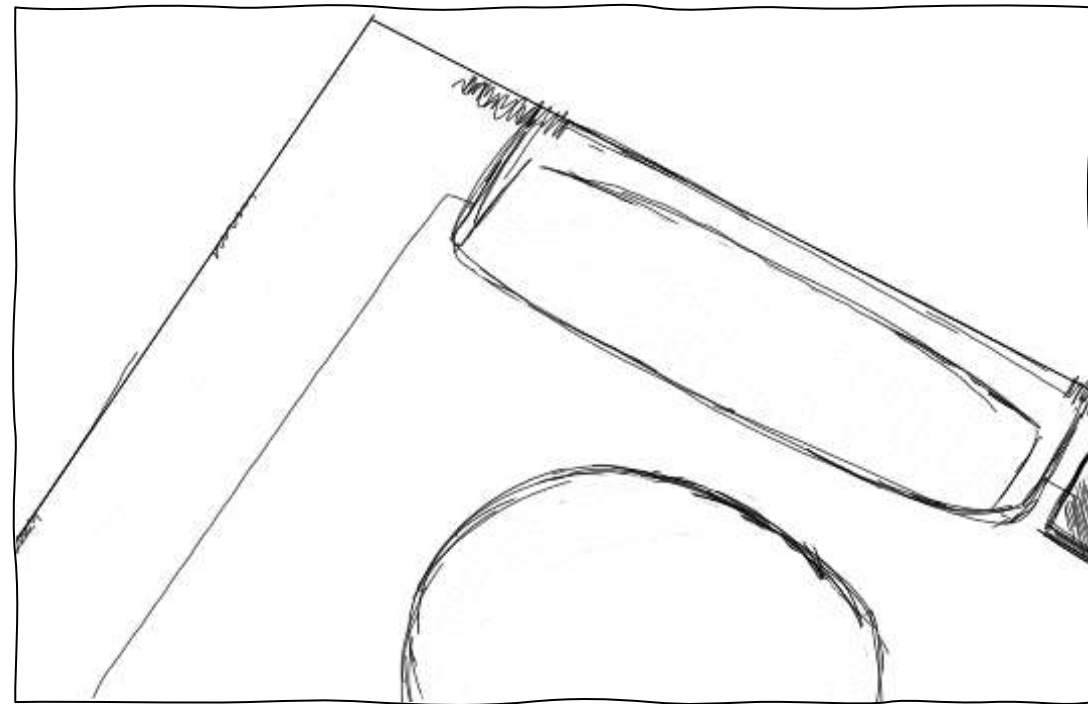
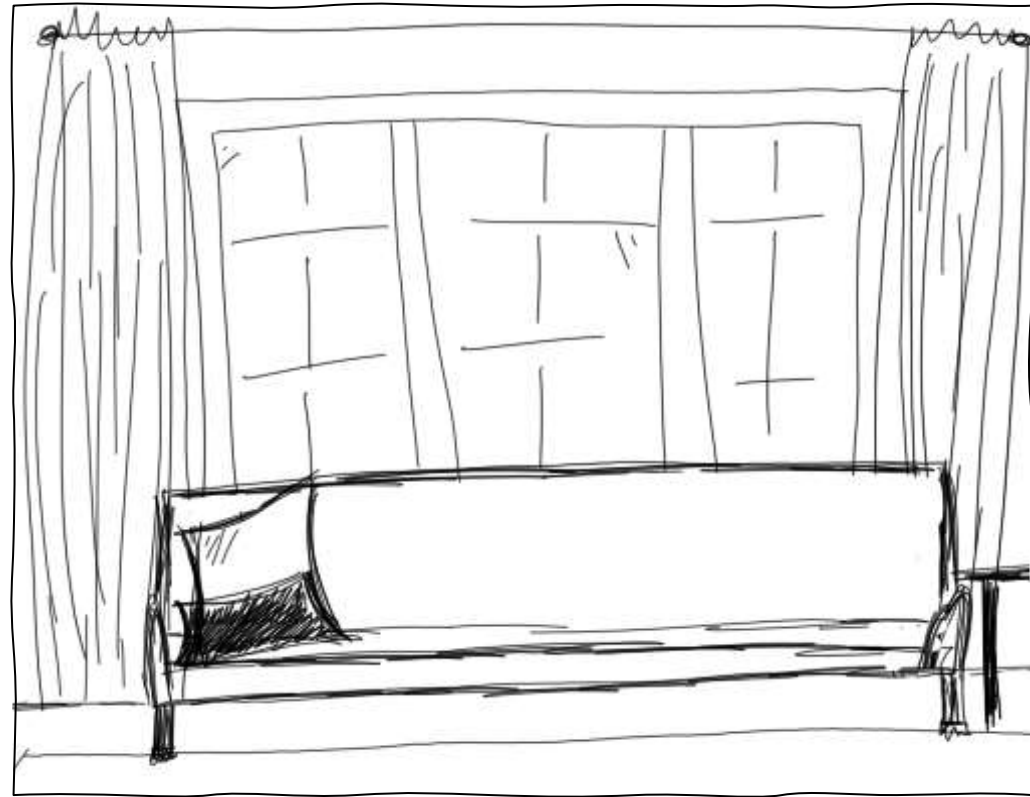


Ideal Diffuse Workspace

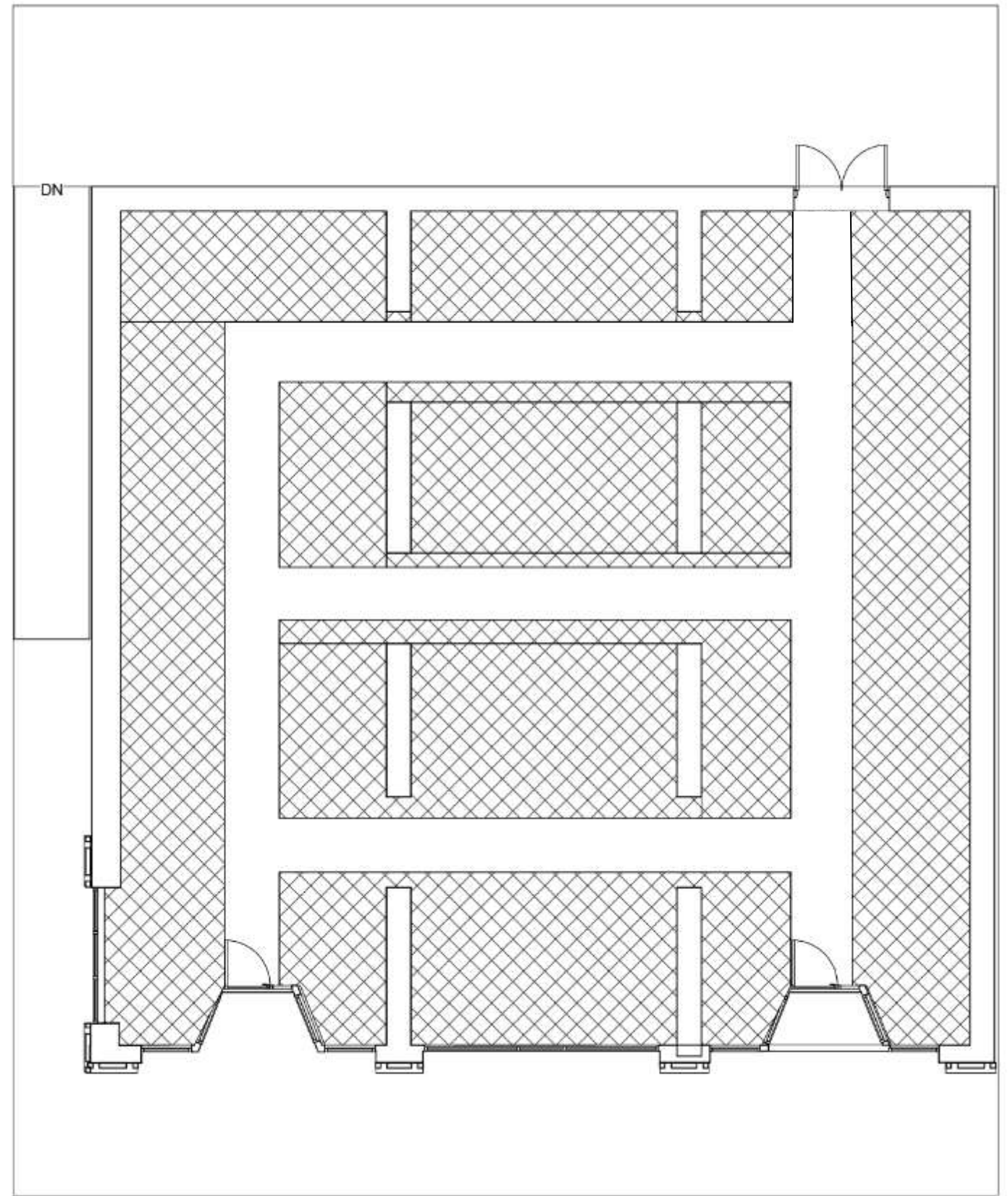
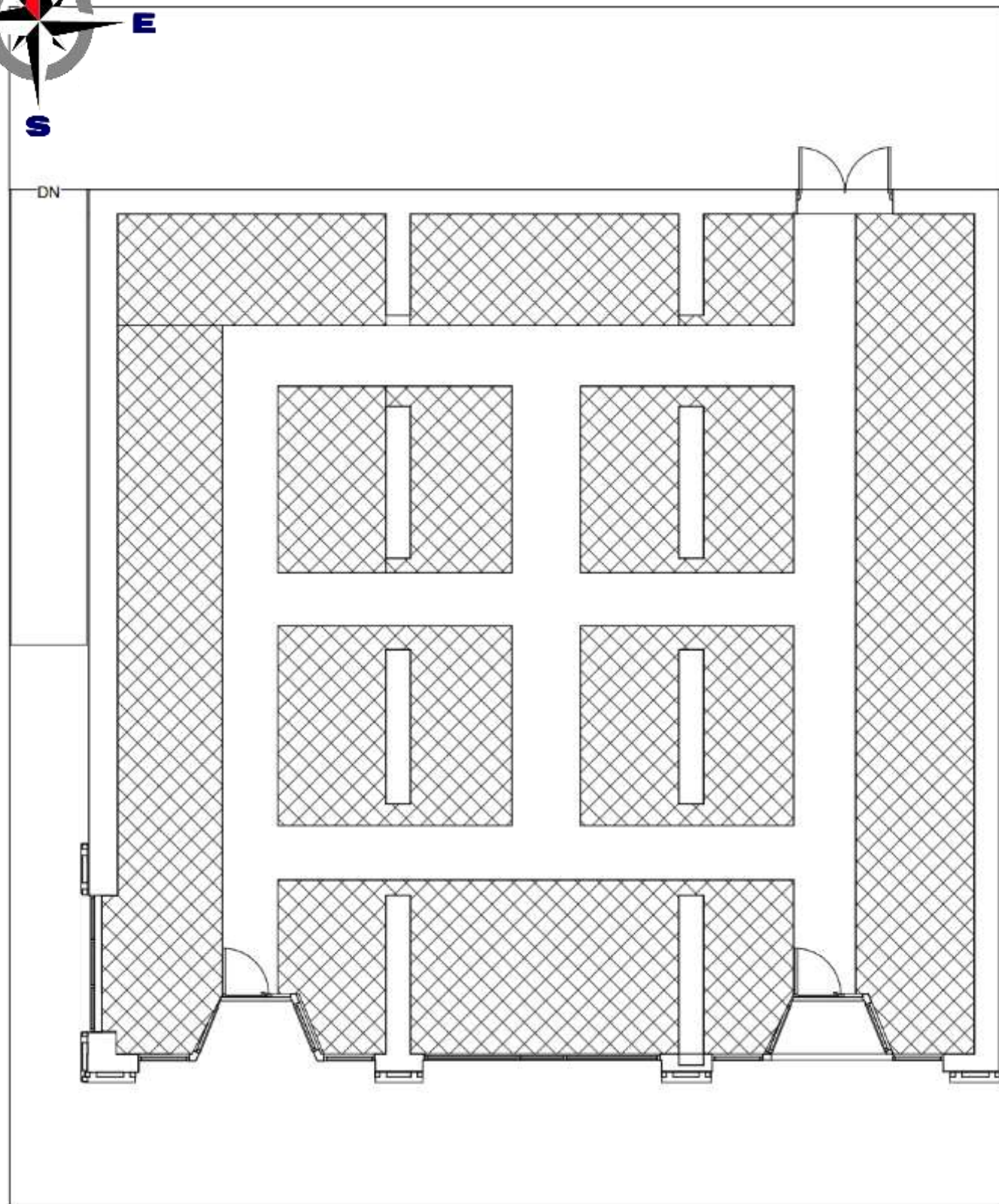


Daydreaming Space





Ideal Daydreaming Space



- <http://universaldesign.ie/What-is-Universal-Design/>
- <https://www.greenvillenc.gov/government/fire-rescue/fire-prevention>
- <https://www.greenvillenc.gov/government/planning-and-development-services/historic-preservation-life-safety-services>
- <https://www.usgbc.org/tools/leed-certification/commercial>