

# Green Project

VISIONING DOCUMENT

A Project Of

**AEDS Ammar Eloueini**

A Collaboration With

**THE TULANE CITY CENTER**

And

**THE GREEN PROJECT**



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# PROGRAM



..... The Green Project

..... Loyola Streetcar Stop  
(Future)

..... St. Claude Avenue

..... St. Ferdinand Street

## PROJECT

The Green Project provides salvaged building materials are accessible to the general public. It is part of a sustainable system of recycling, repairing and repurposing of older and discarded building materials to help reduce landfill and other waste problems.

The project offers classroom spaces to educate and provide information to the community on how to recycle and repurpose various materials. Entertainment space is included in the building program for the purpose of larger community activities.

## LOCATION

Half acre lot on Press Street and Marais Street, in the existing Green Project warehouse. It is 1 block North of an anticipated streetcar stop along St. Claude Avenue along an active railroad track.

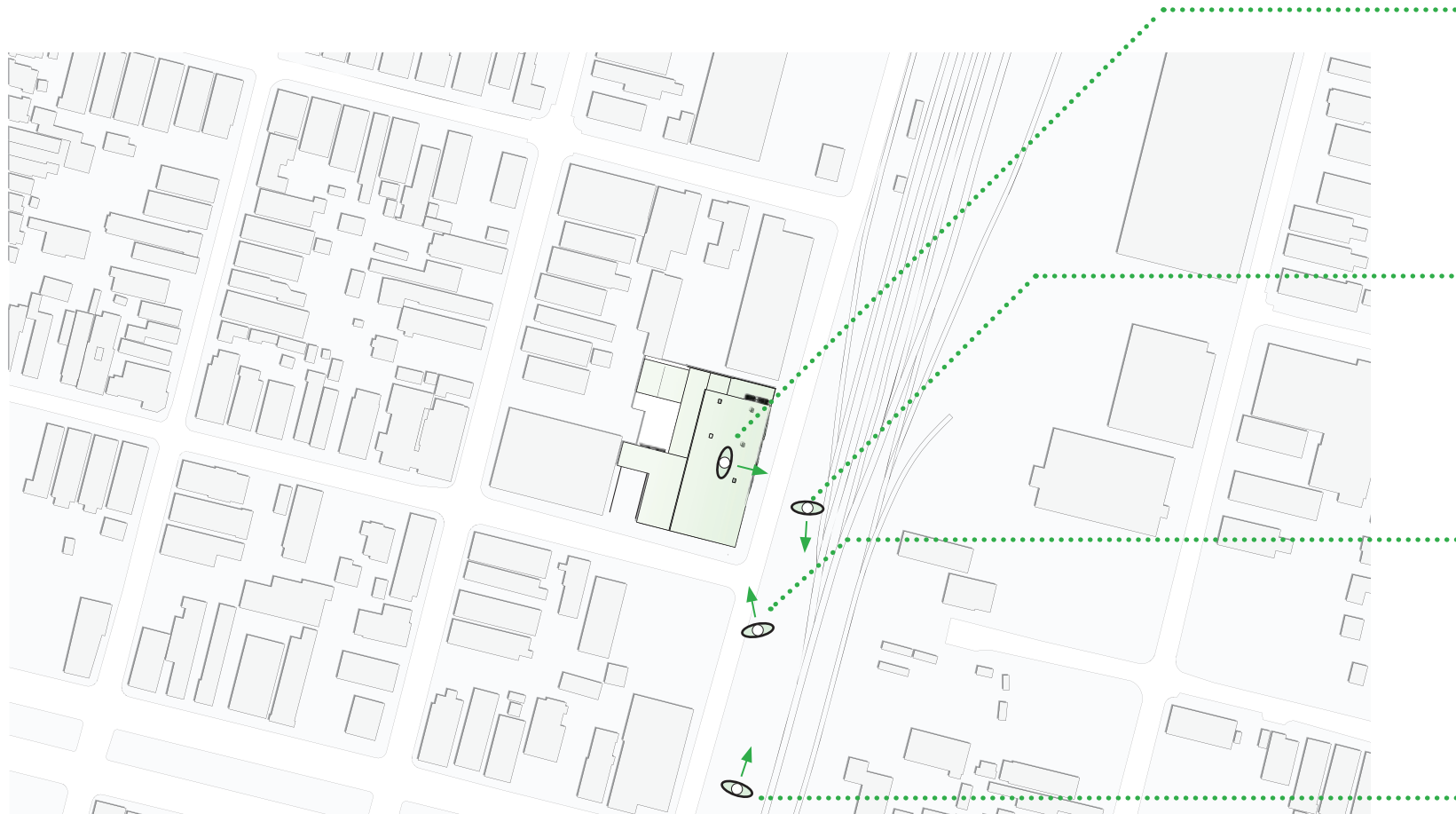
## PARTNERS

The Green Project, Tulane City Center, AEDS Ammar Eloueini

## GOALS of RENOVATION

- More organized storage space and more efficient storing routes
- Increased visibility between programmed spaces
- Optimized usage of building space to accommodate different programs and maintain spatial comforts
- More visible and activated presence of entry

# EXISTING CONDITIONS\_overall





## OVERALL

The existing structure was previously a warehouse and was repurposed for the operation of the Green Project.

In the course of collecting, storing and selling reclaimed materials without an effective system, the ground floor sale space is not organized as a pleasant or optimally functional space. In addition, a distinction between sale area and storage area is missing as result of limited usable storage floor space.

Overall, the increase of program and customers call for a better designed, more open and more welcoming building complex.

# EXISTING CONDITIONS\_site and 1st floor

## ACCESS

The main public access to the building is a single door along Marais street without a clear expression of the entry way (see Entrance 1). The secondary public access is a garage door on the west side of the building, behind a cluster of reclaimed materials (see Entrance 2). This entrance leads into the sale area and the cashier on the right.

## DISPLAY

The furniture pieces are in poor condition, and not optimally functional, inconducive to being versatile or being subtle backdrops for displayed merchandise.

## CIRCULATION

Circulation is constrained by the existing partition walls and illogical layout of shelving furniture.

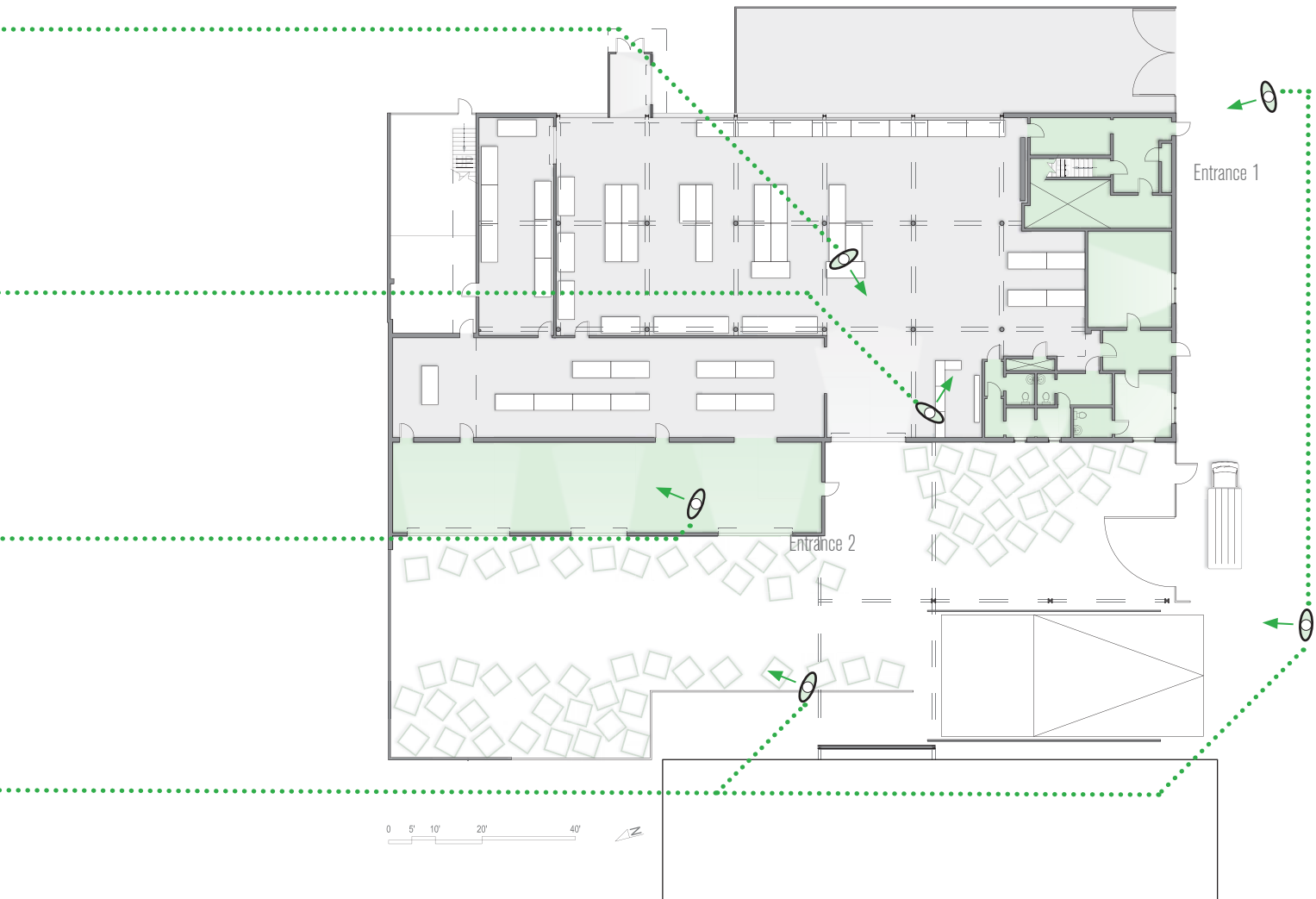
## LIGHTING

Artificial illumination provides adequate visibility, however no natural light is permitted within the space.





# 1st FLOOR PLAN



# EXISTING CONDITIONS\_2nd floor

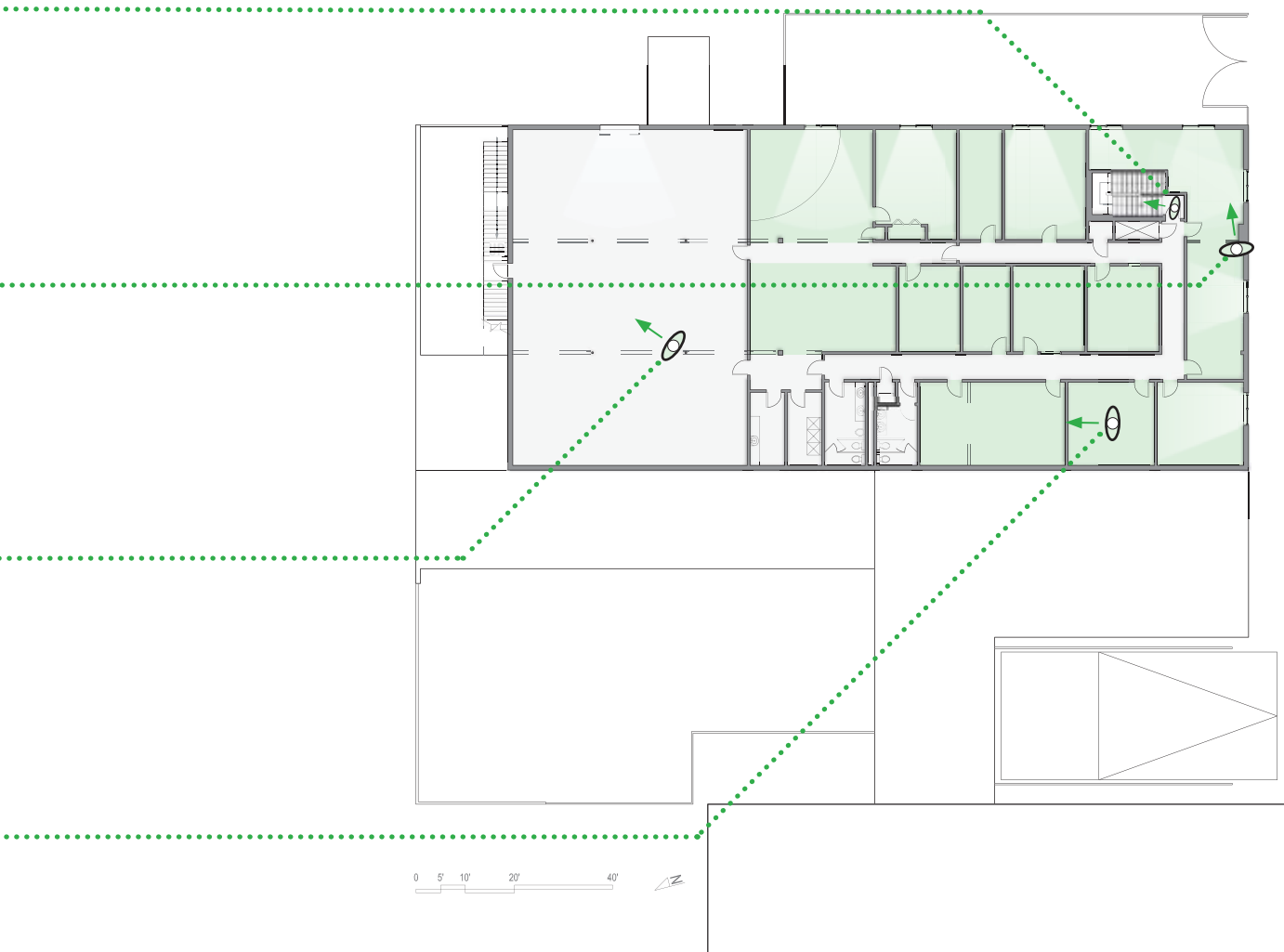
## 2ND FLOOR

The 2nd floor space is mainly designated as classrooms, administration offices and a limited amount of storage. Due to only two flights of stairs connecting the 1st floor and 2nd floors, one of which is a set of outdoor emergency stairs, the majority of reclaimed materials are stored and sorted on the 1st floor exclusively. This leaves the 2nd floor isolated from the sorting process.

The opaque partitions on the 2nd floor cut off connections between rooms both physically and visually, leaving the entire 2nd floor a poorly illuminated and unpleasant space.



## 2nd FLOOR PLAN



# DESIGN CONCEPT



## OVERALL

This comprehensive reconsideration and redesign of the space reorganizes the building for greater efficiency with the maximum cost to quality of improvement. The proposal creates greater visibility between spaces on the ground floor, creating a more expressed and spacious entrance to the main floor space that connects with the Press Street entrance - convenient to the anticipated streetcar stop. The design takes an approach of opening up the warehouse building to create a more inviting space, while organizing and efficiently condensing storage for merchandise.

## MAIN ACCESS

Anticipating the Loyola Streetcar Route, the project provides an entrance way that brands the building and creates a glowing beacon with new, contemporary materials and technology application in standing out in the community at a minimal cost. Taking advantage of advanced digitally fabricated translucent panels with faceted connections, it creates a translucent facade that allows for light to penetrate into the deep space. The back-lit facade design is a glowing symbol of the Green Project at night, visible from the streetcar line, which adds compelling formal pattern to the main public access way.

## FIRST FLOOR

To relieve and organize the ground floor, dedicated on-the-fly storage space for incoming goods will be on the second floor, conveniently accessible via two service elevators. Adjacent to this dynamic temporary storage will be a space for more long term and compressed storage of these goods. The addition of two, double-entry elevators in the mostly maintained service core of the building will allow for these spaces to be accessed from both the main merchandise area on the first floor and from the outdoor unloading area.

## SECOND FLOOR

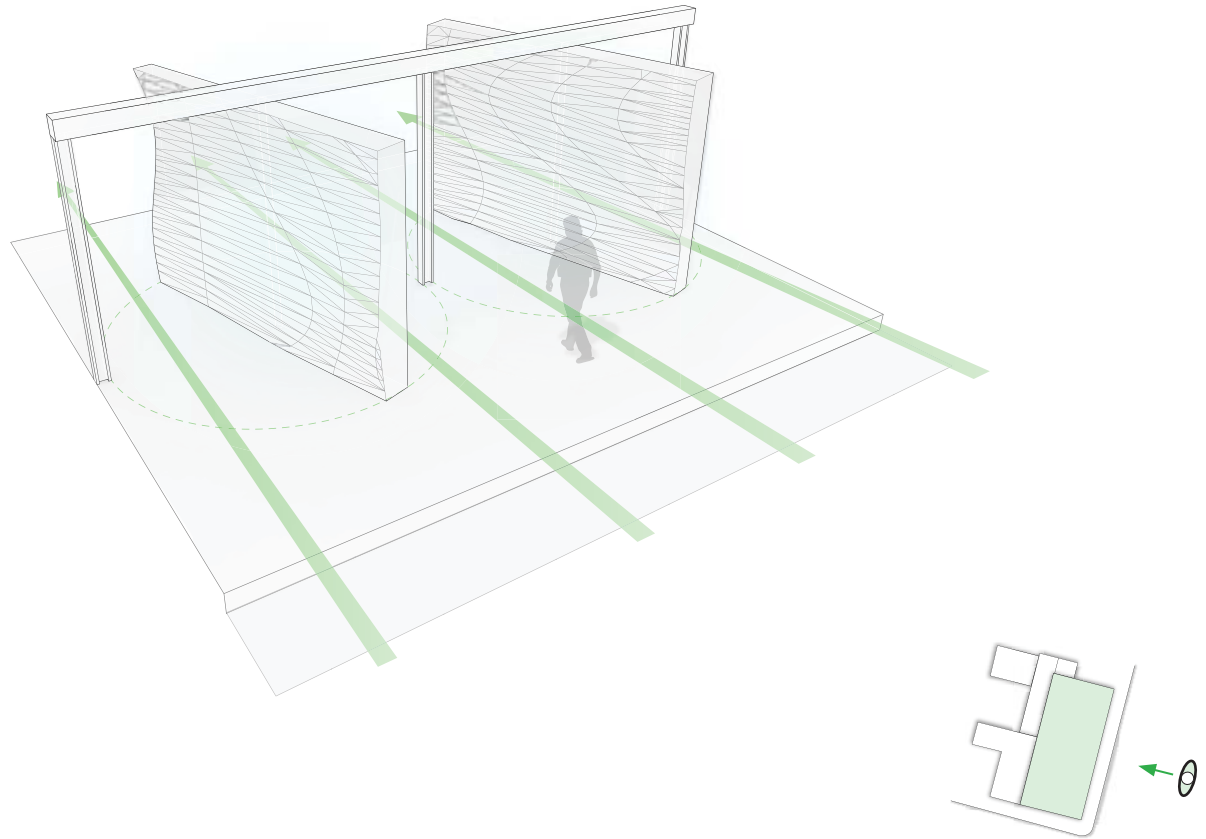
Opening up the second floor spaces to windows and light is crucial in making this a comfortable public area. The reactivation of classrooms and a multi-use entertainment space would take benefit from eliminating the interior windowless partition area central to the space and having a clear, versatile division between this public program and the proposed storage area both occupying the second floor.

## EXTERIOR

The exterior has a optimized unloading area for goods and has convenient access to the service elevators, paint area, and main floor space. The addition of a versatile outdoor rain garden allows for plantings, storage for goods, and the potential to be used as an outdoor social classroom space.

# EXTERIOR\_day





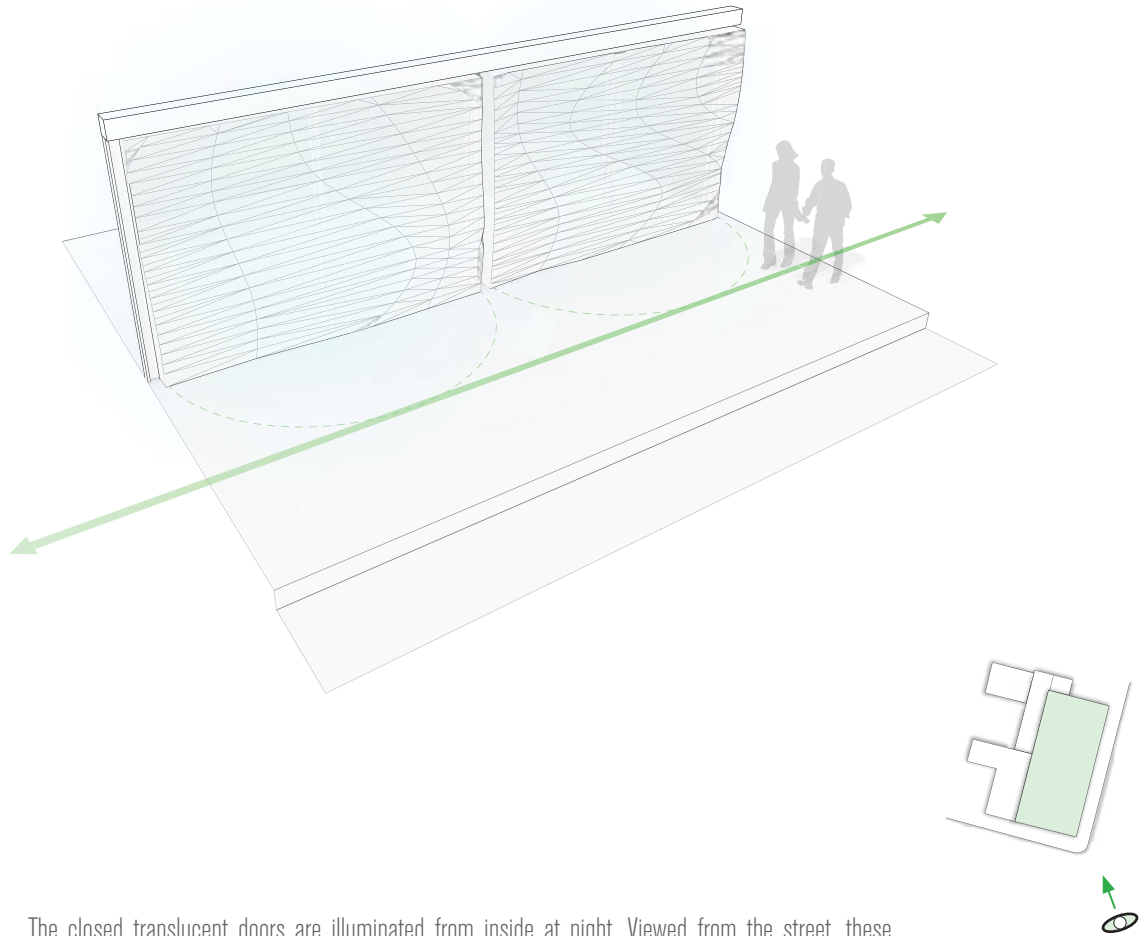
The translucent doors rotate to activate the East Facade of the building during business hours. This optimizes public access to the merchandise area while allowing natural light to illuminate the interior.



# EXTERIOR\_night

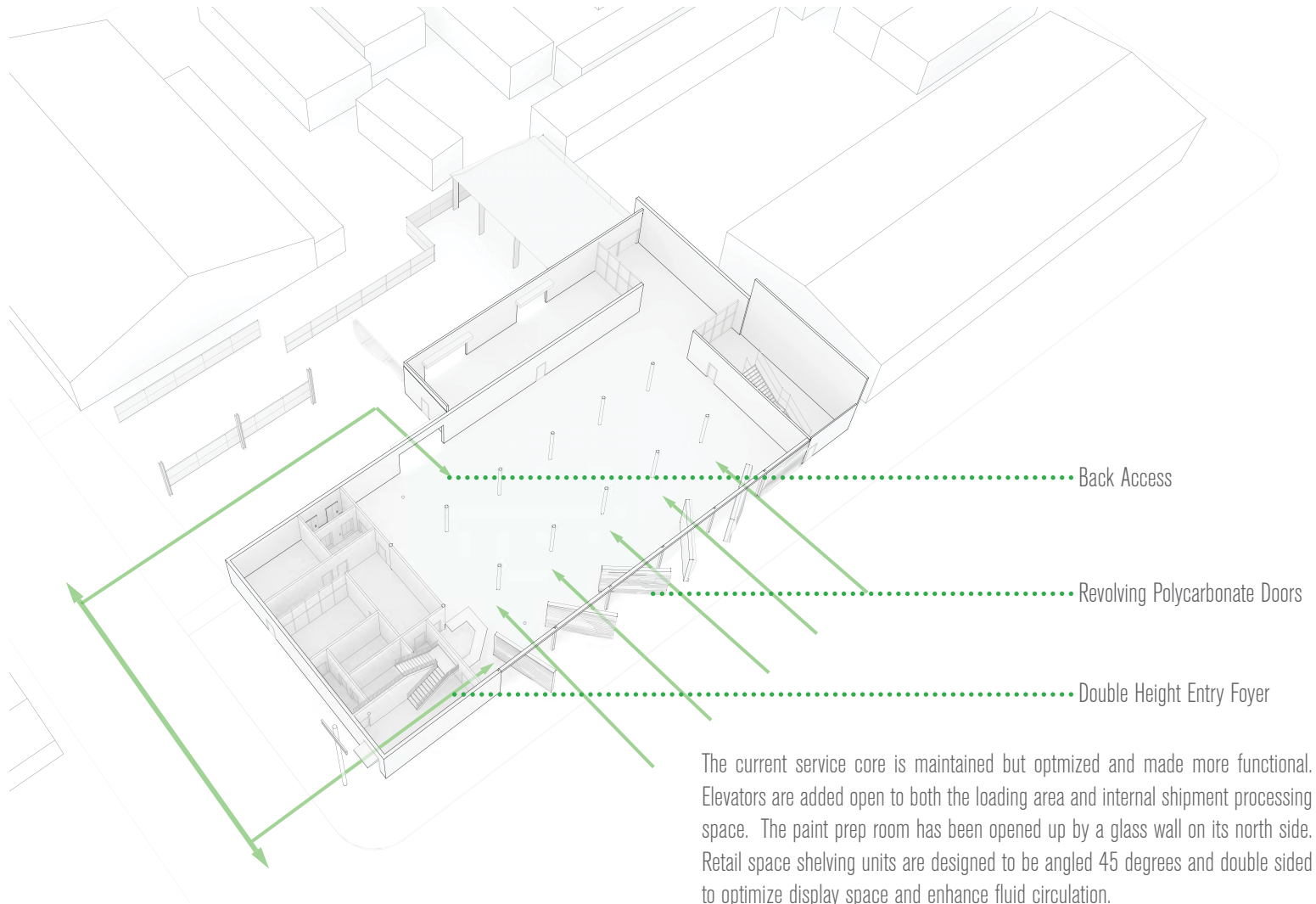






The closed translucent doors are illuminated from inside at night. Viewed from the street, these glowing pieces in the East facade playfully create a sculptural beacon of light.

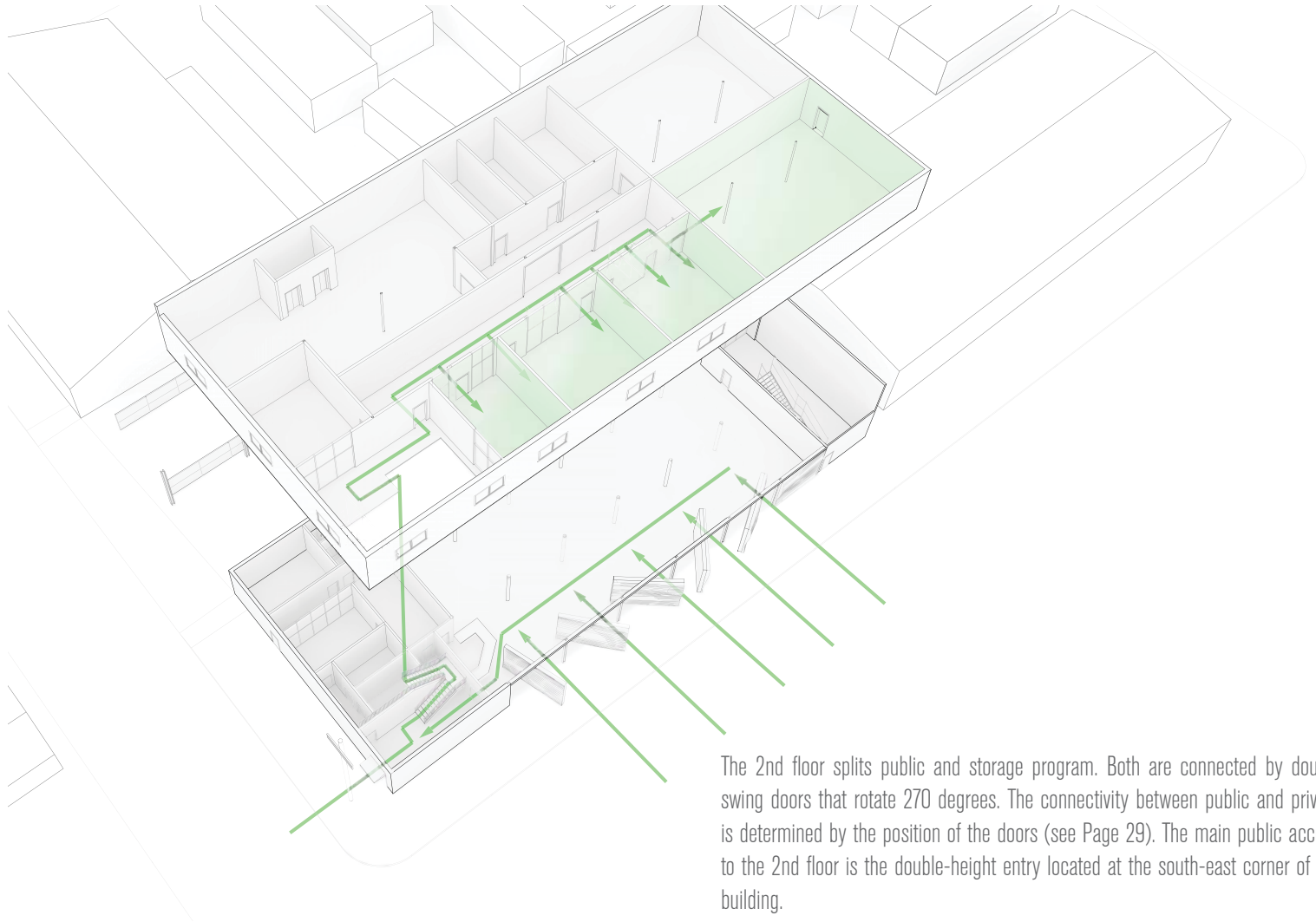
# 1st FLOOR CIRCULATION\_public access



# 1st FLOOR PLAN



## 2nd FLOOR CIRCULATION\_public access

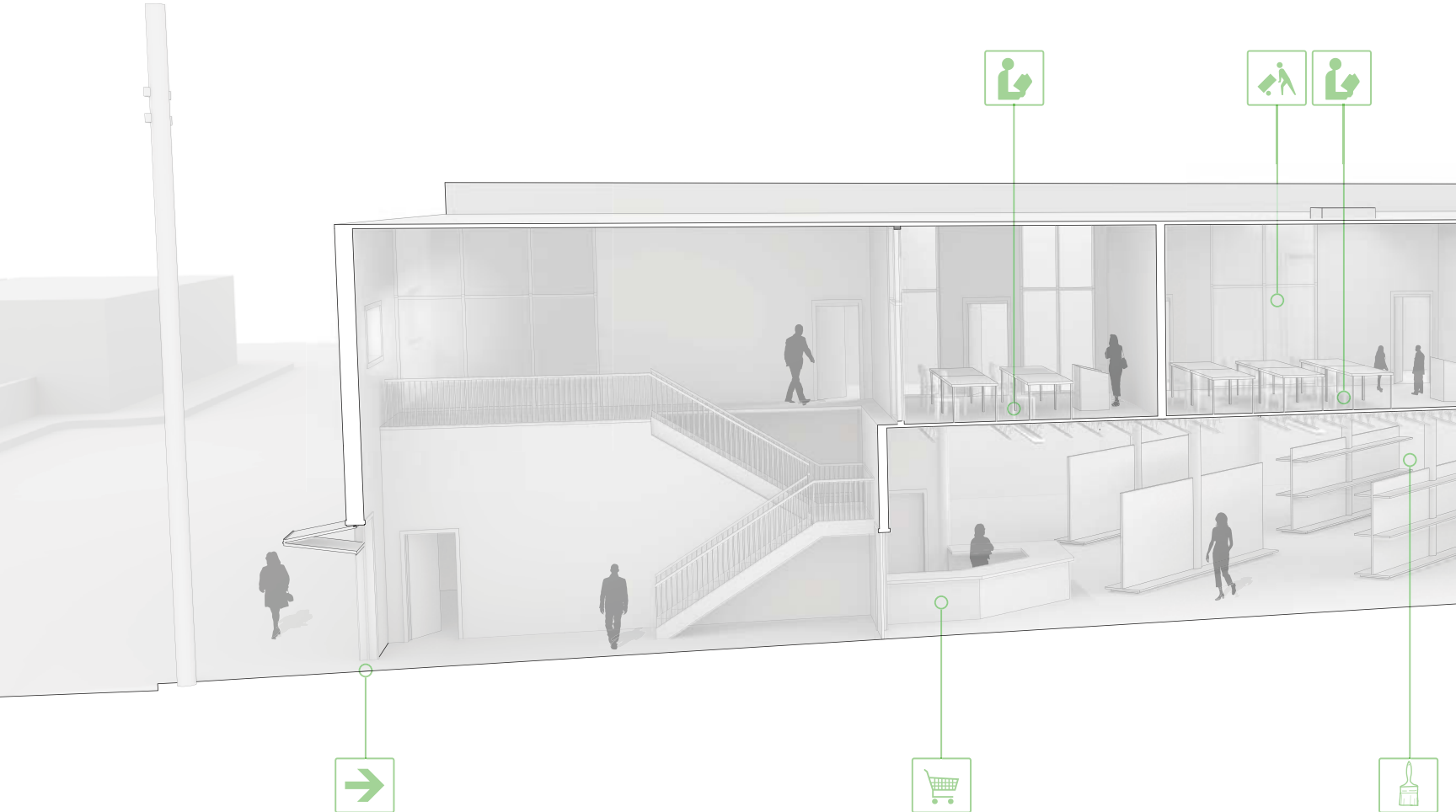


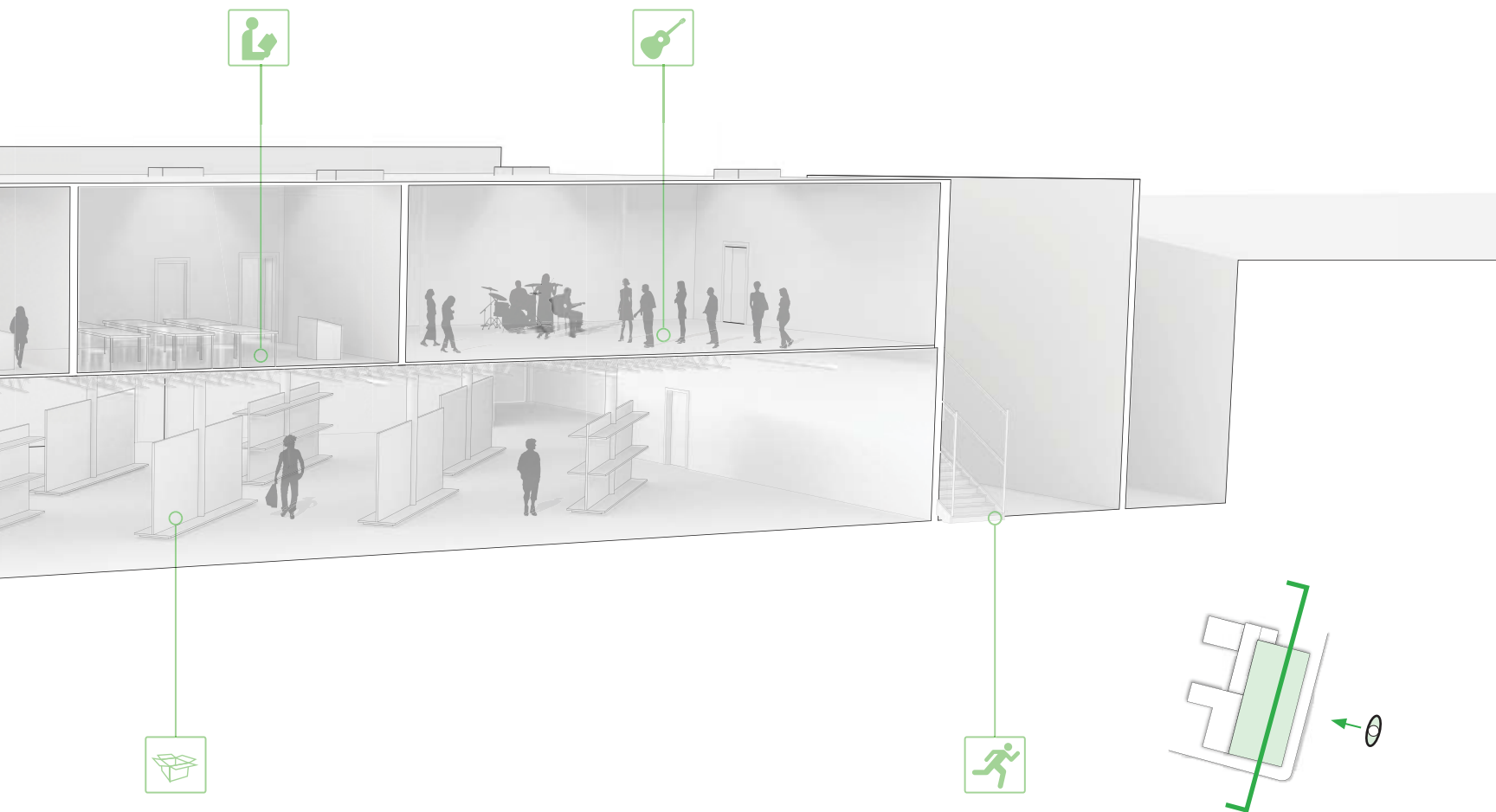
The 2nd floor splits public and storage program. Both are connected by double swing doors that rotate 270 degrees. The connectivity between public and private is determined by the position of the doors (see Page 29). The main public access to the 2nd floor is the double-height entry located at the south-east corner of the building.

# 2nd FLOOR PLAN



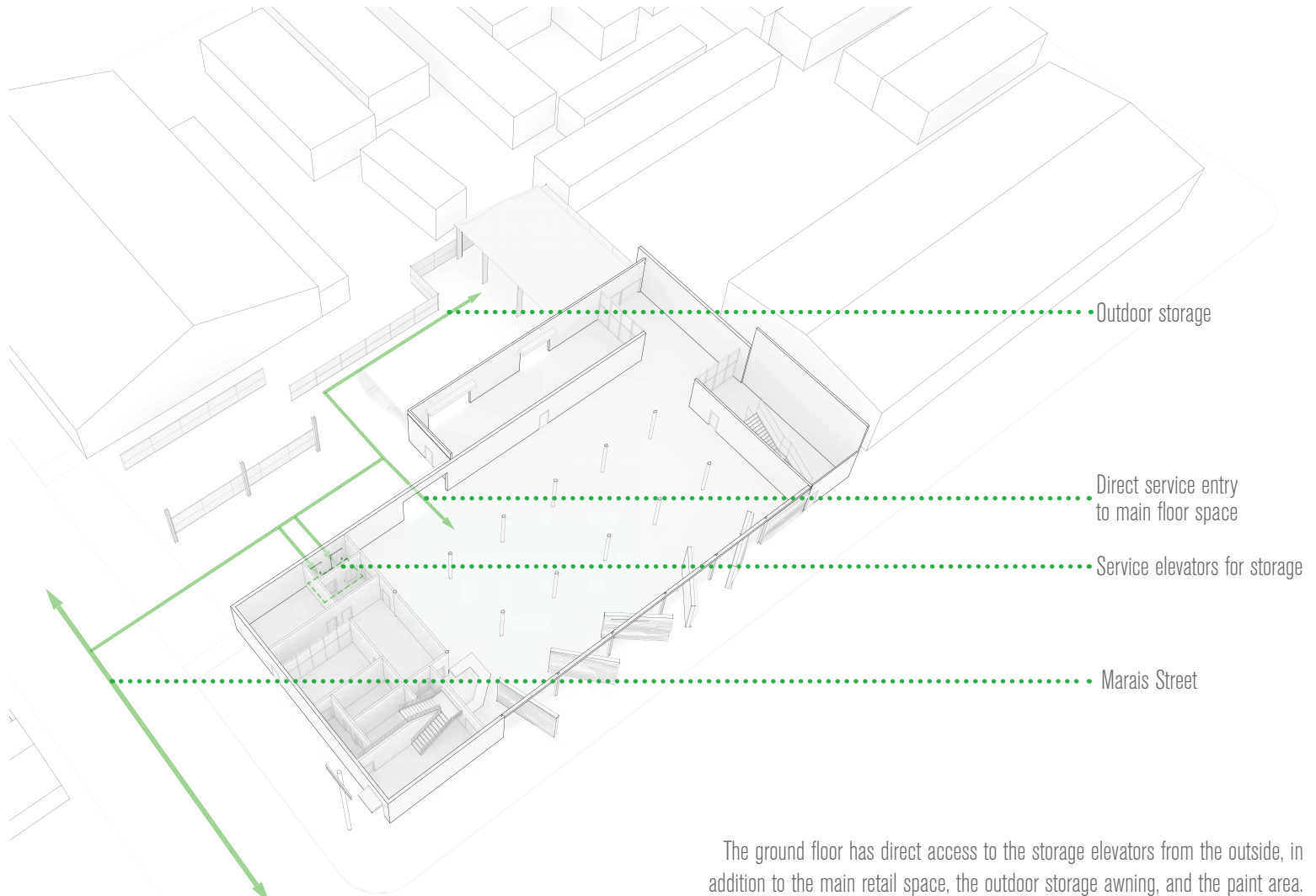
# PUBLIC PROGRAM LAYOUT





A double-height entry space along Marais Street leads into the main retail space on the ground level and up to the public area on the second floor containing classrooms and a flexible entertainment space.

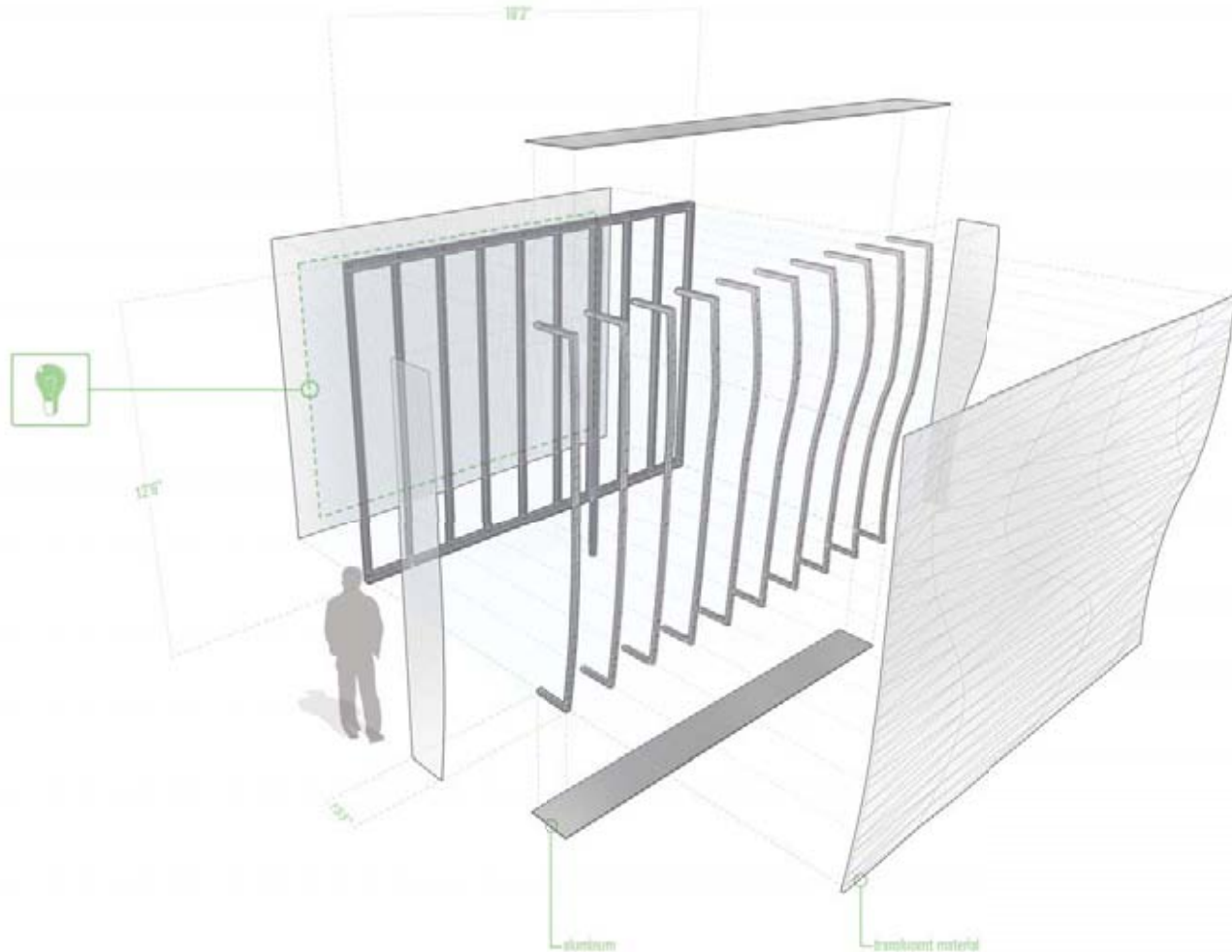
# STORAGE ROUTE\_\_first floor entry



The ground floor has direct access to the storage elevators from the outside, in addition to the main retail space, the outdoor storage awning, and the paint area.

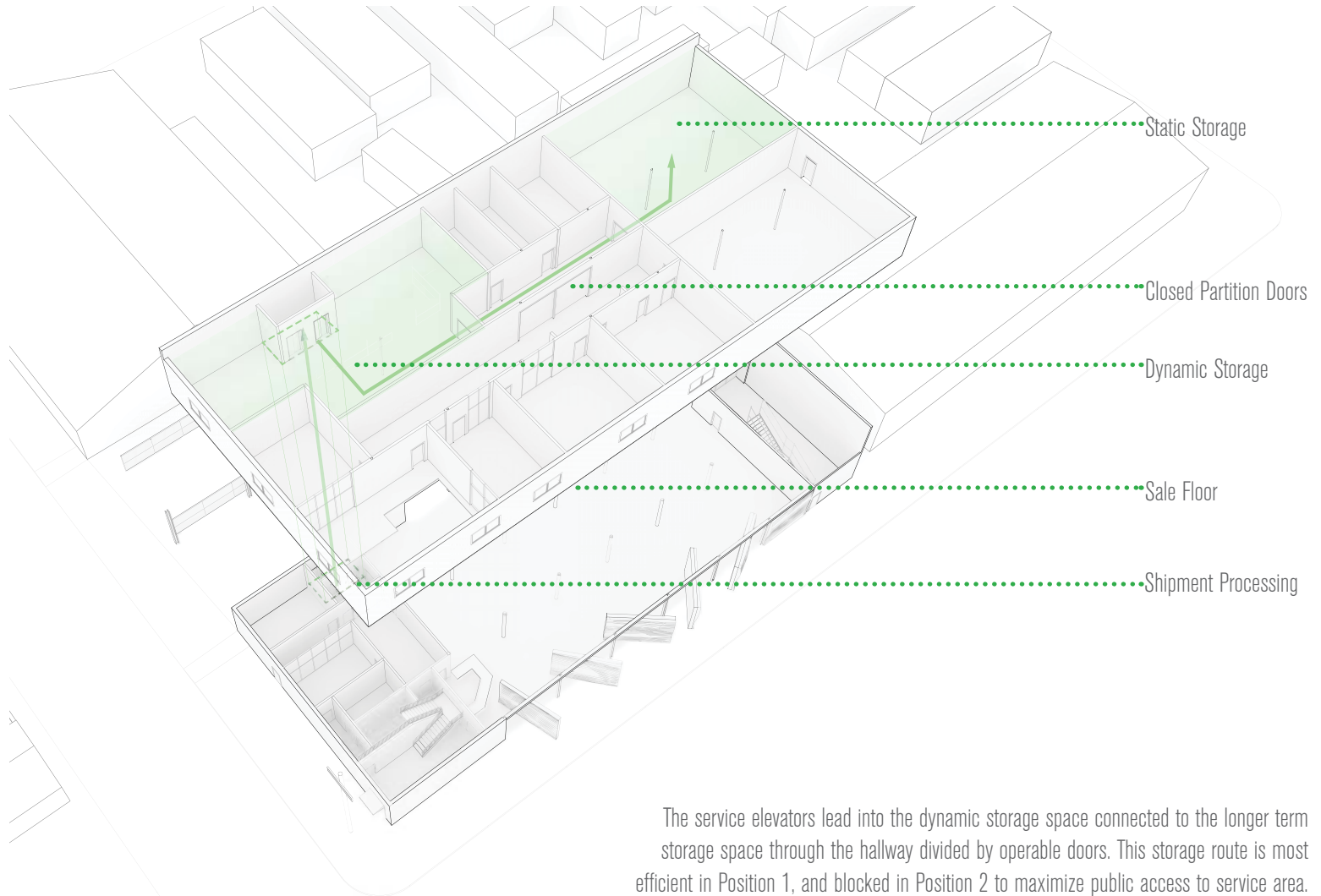


# TRANSLUCENT DOOR

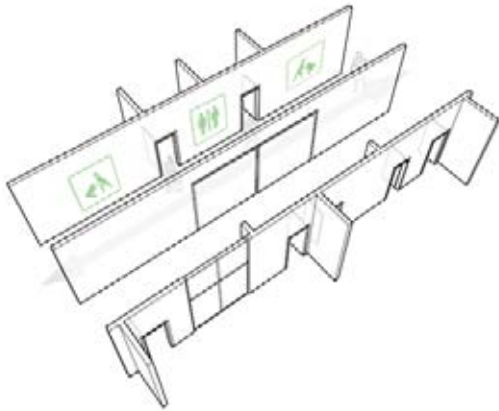


The backlit doors of the East facade have faceted translucent pieces with flat panels on the interior of the store. Minimal aluminum structure adds strength while being hand-operable.

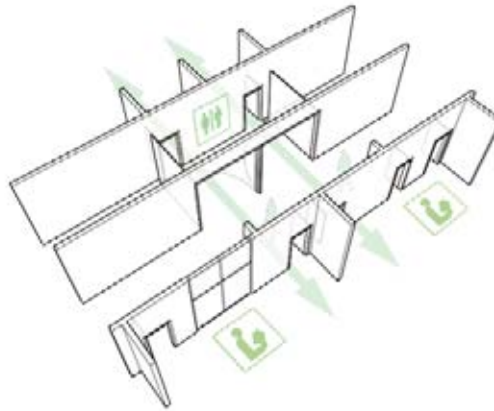
## STORAGE ROUTE\_\_second floor storage



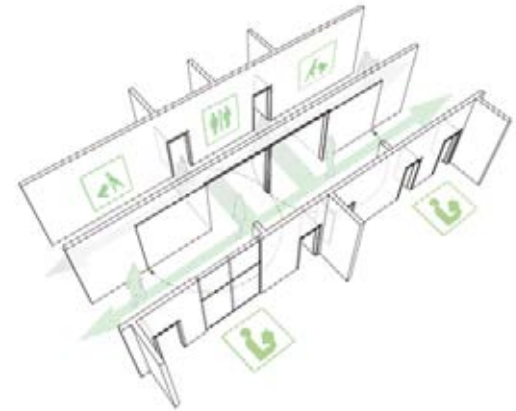
# HINGED HALLWAY DOORS



Position 1\_Public and private separation



Position 2\_Exclusively open to public

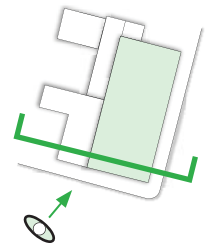


Position 3\_Both areas open to each other

The position of the operable doors determine the accessibility between the public and the service as well as programmed rooms.



# OUTDOOR PROGRAM



# ACKNOWLEDGEMENTS

## CLIENT

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## TARGET USERS

Community residents  
Local builders  
Local educators  
Streetcar users





the  
**green**  
PROJECT



tulane city center

**AEDS**

Ammar Eloueini Digit-all Studio





# GREEN PROJECT

RECYCLE ○ REUSE WAREHOUSE  
○ VISIONING DOCUMENT

