





G a i n e s v i l l e  
D o w n t o w n  
C o m m u n i t y  
P L A Z A



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D o w n t o w n  
C o m m u n i t y  
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*I would like to thank my professors for all their wisdom and knowledge they freely shared about landscape architecture. Many thanks to Kevin Thompson, Chris Lathrop, Tina Gurucharri and Mary Padua for their endless help throughout this capstone project. A special thanks to my wife Betsy for her loving support that never ends. Most of all I would like to thank my God who has been with me since day one, who continually strengthens me, and who has given me a hope and a future.*

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# INTRODUCTION

## Gainesville Downtown Community Plaza

The major focus of this project is urban plaza design and the redesigning of Gainesville’s downtown plaza. The Gainesville CRA (Community Redevelopment Agency) and the city of Gainesville have determined the plaza to be an unhealthy space and the nature of the site is decreasing the quality of the downtown experience. The city of Gainesville and the CRA previously hosted a design competition with landscape architect firms Dix Lathrop of Longwood, FL and Carol Johnson of Boston, MA. Both firms produced outstanding design plans however the city has determined that major construction changes might be suitable in the future. At this time the City of Gainesville has decided to make contextual changes to the downtown Gainesville areas such as Depot Park, 2nd St. Corridor, Main Street Planning and the Porter Neighborhood. These type of changes will harness a successful urban plaza for downtown Gainesville in the future. Currently the existing Bethel Station is being renovated to become a lunch cafe and to bring the business crowd into the plaza during lunch time hours. This will greatly increase the amount of people visiting the plaza and increase the tax base for the area.



Hippodrome today, courtesy of visitgainesville.com



Bethel Station, photo taken by self.



Inside the plaza, photo taken by self.

I would like to see an increase in the vitality of the Gainesville's downtown. I believe the plaza is in the perfect location for a city plaza. The plaza is in the heart of Gainesville surrounded by a newly opened Hampton Inn. There are many restaurants, city entertainment at the Hippodrome and outdoor cafes. The downtown has government buildings on all sides including City Hall, County Judicial Court and the Supervisor of Elections Office which brings a heightened civic life to the area. Unfortunately the plaza in its current state is not safe, memorable or attractive. A good portion of Gainesville's homeless population occupies the plaza. This causes families, city workers and visitors of Gainesville to skirt around and avoid the plaza. It is very important to me that the redesign of the plaza will make downtown Gainesville more memorable, attractive and a safe place to go.

The plaza was originally named Gainesville's Bicentennial Plaza. It was dedicated by the City of Gainesville on July 3, 1976 in celebration of the 200th anniversary of Declaration of Independence. The original construction of the plaza was made possible by the contributions of many city of Gainesville residents and The United States Bicentennial Commission. The site was first designed initially by the following team;

- Harry C. Merritt – Architect
- Herrick R. Smith – Landscape Architect
- City of Gainesville Utility Dept.
- Gainesville Department of Transportation
- Department of Building and Grounds

A little over a year ago the plaza was renamed in the honor of Bo Diddley, the blues music artist. The name was changed in recognition of his community service and free concerts he provided to the Gainesville area.



Harry's today, courtesy of visitgainesville.com



Looking south out of plaza. photo taken by self.

## SITE INTRODUCTION

### Project Boundry

The boundry of the project is defined by the edge of the Alachua County Courthouse on the west border of the existing plaza. University Ave defines the north border of the project. Southeast 1st Ave defines the south border of the project and Southeast 1st St defines the east border of the project.

### Site Structures

Inside the plaza are several structures. The most promenant structure inside the plaza is the bandshell. The bandshell is a large steel structure 37ft x 29ft, 1073 sq ft. Other existing structures are the RTS bus stop constructed of brick, wood and steel bordering the University Ave. In the southwest corner of the plaza is the historic Bethel Station that was moved to the plaza in the mid- 1980's. Bethel Station was used as the RTS ticket station for aproximately 20 years and is now used to serve lunch in the afternoon.

### Existing Program

The downtown plaza as it operates today has several functions. Seasonally the plaza fuctions as an ice skating rink during Christmas and New Years time of the year. The plaza serves as a lunch destination at the Lunchbox in Bethel Station. The plaza serves as a place for events and is where Gainesville has their anual art festival. There is a farmers market every Wednesday evening and the plaza has small music shows in the evening. Other events are cultural festivals and political rallies. The plaza also serves as a RTS transportation hub for Gainesville.

### Context

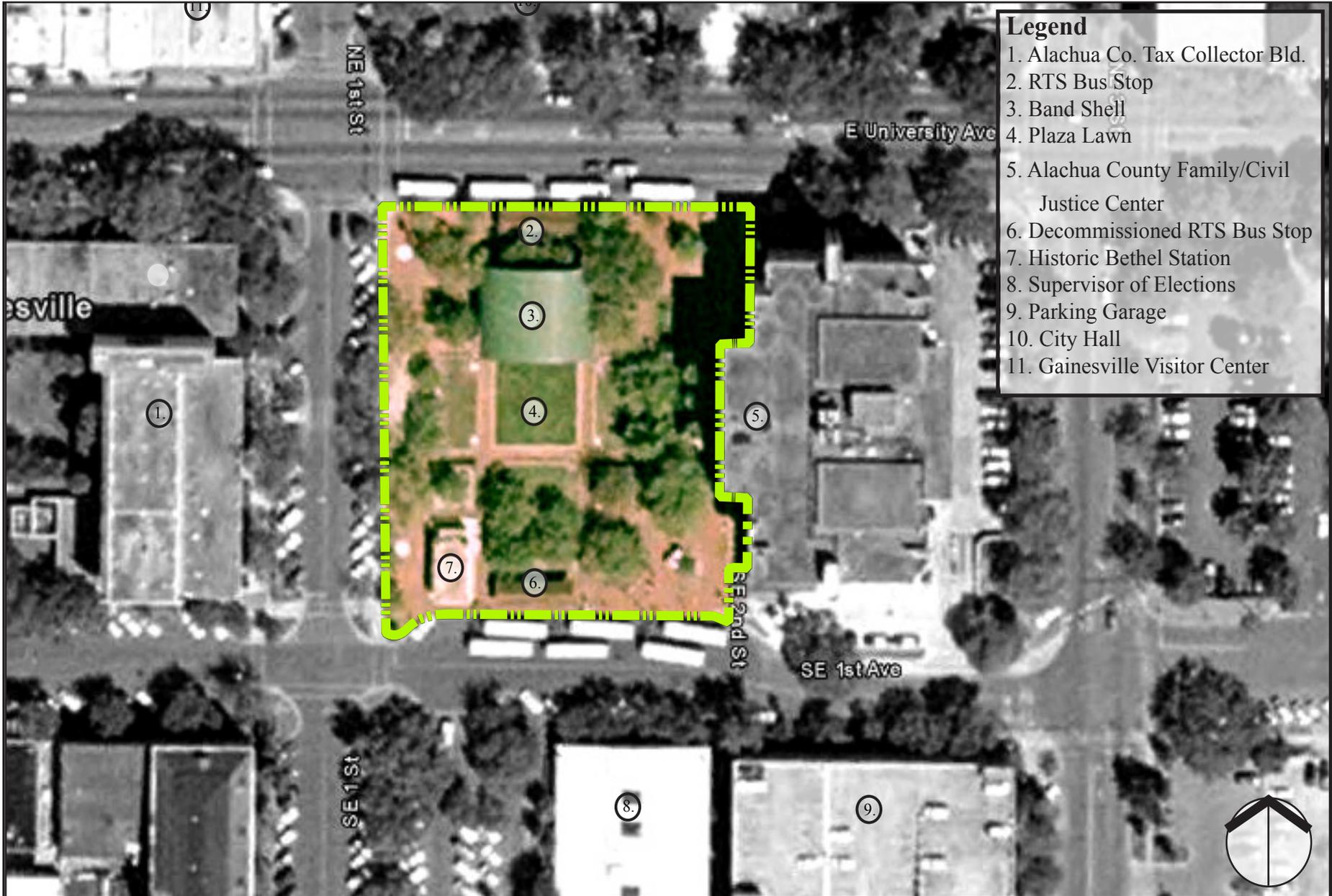
The contextual buildings are the Alachua Tax Collectors office, Tag office, Property Appraisers office, Voter Registration office, Hampton Inn Hotel, Supervisor of Elections office, City parking garage, Alachua County Family/Civil Justice Center, Gainesville Visitors Center and the Gainesville City Hall.



RTS bus stop from Univ. AVE, photo taken by self.



Bethel Station, photo taken by self.



- Legend**
- 1. Alachua Co. Tax Collector Bld.
  - 2. RTS Bus Stop
  - 3. Band Shell
  - 4. Plaza Lawn
  - 5. Alachua County Family/Civil Justice Center
  - 6. Decommissioned RTS Bus Stop
  - 7. Historic Bethel Station
  - 8. Supervisor of Elections
  - 9. Parking Garage
  - 10. City Hall
  - 11. Gainesville Visitor Center

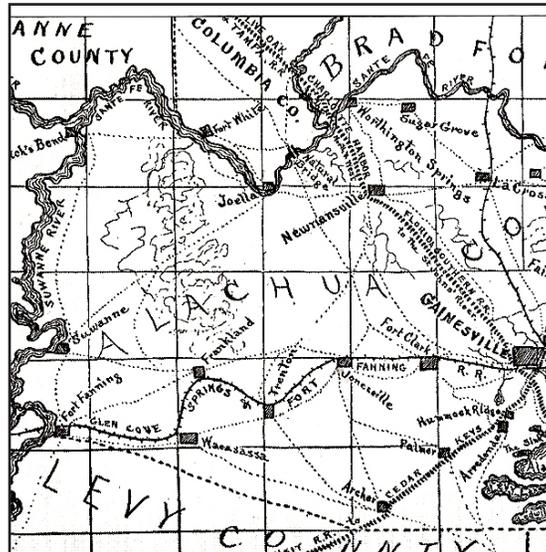
# GAINESVILLE HISTORY

## The Early Years

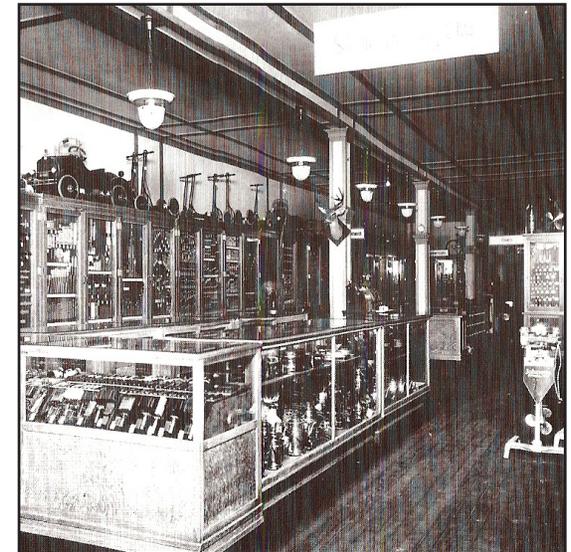
The civilized history of Gainesville begins as we know it about 5,000 years ago. The land was settled by the Timucuan Indians. The Timucuan Indians cultivated Gainesville and established successful agriculture practice on the land. This led to a future in agriculture for Gainesville and a base for local business activity. Around the 1500's the Europeans came to Florida. The French attempted to acquire the land but the Spanish had a vested interest in Florida. After the Spanish claimed Florida they established the La Chua cattle ranch on Paynes Prairie. At this point in time Gainesville had become successful in agriculture and livestock farming. In 1817 Spain began extending land grants to their citizens. One of the land grants that included the area of Gainesville was given to Don Fernando de la Arrendondo. He began selling off large tracts of land and Spain officially gave control of Florida over to the United States in 1821. In the 1850's David Yulee began building a railroad that connected Fernandina and Cedar Key making Gainesville the mid-point of the railway. The rail was in operation in 1861 but came to a halt 42 days later due to the Civil War. In 1867 the rail began operation again. The crops of Florida were gathered at Gainesville and sent east or west on the railroad system. Gainesville's downtown was booming and businesses were opening along the rail-



Timucuan Indians and the Spanish, photo from sited book Gainesville.



Alachua County map, photo from sited book Gainesville.



Inside a downtown Gainesville business, photo from sited book Gainesville.

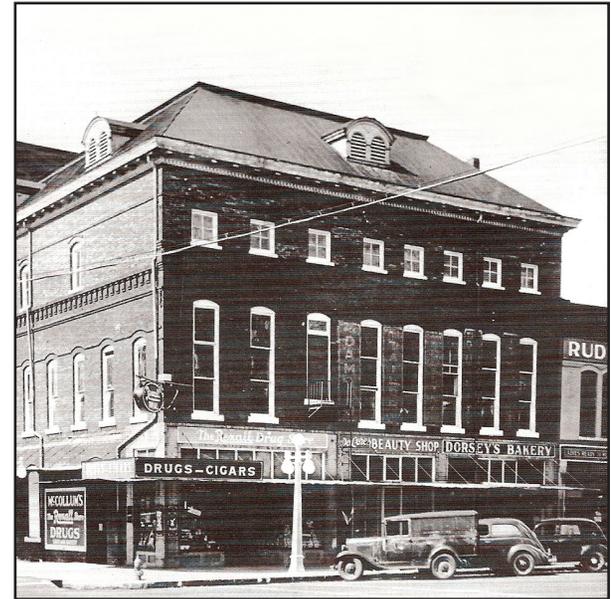
road and the town center literally steps from the courthouse. Gainesville became the regional hub of agricultural trade and business. Gainesville's downtown became a central marketplace that was very active in public life, business and travel. The city center had established a desirable density at this time. The town center became the marketplace and central location for civic life. It also was considered the heart of Gainesville at that time. Not only was the downtown considered the heart of Gainesville but it also was considered the heart of Florida because of Gainesville's location on the Yulee railroad. It served as a central hub to Florida's trade and economy.

### The Growing Sprawl

From this point things began to deteriorate from a central focus. University of Florida was established in 1905 and classes began in 1906. The need for apartment housing for students lead to the construction of sprawling apartment buildings and this led to the construction of strip malls. Much like many cities, businesses began to leave the city center and moved operation to the strip malls to serve suburbia.

### Where Are We Going

I would like to make a small suggestion with this project in bringing vitality to Gainesville's city core. I would like to make a small suggestion against urban sprawl and an increase to rich civic life to the downtown area. The Gainesville CRA is working diligently at fixing a lot of the problems in downtown. They have made many changes to the downtown since beginning this capstone project such as ground break and beginning construction of the Depot Park and the opening of The Lunchbox operating out of the historic structure Bethel Station inside the plaza. I would like to see Gainesville become the heart of the city and the heart of Florida much like it was in 1867.



Baird Theater Cox Building, photo from sited book Gainesville.



Downtown Gainesville post card, photo from sited book Gainesville.

## DOWNTOWN CONTEXT

### The Old Federal Building

The Old Federal Building is now the home of Gainesville's Hippodrome State Theatre. This building is significant because it is Gainesville's most excellent model of Palladium Classical Revival Architecture. The building construction was completed March 1911. The building has beautifully carved limestone trim which was also used for constructing the columns, capitals, entablature and balustrade. At the time of its construction in 1911 the Old Federal building was considered very elaborate for Gainesville.



Old Federal Building, photo taken by self.

### Bethel Gas Station

The Bethel gas station remains one of the few relatively unaltered service stations from the 1920s. Detailed in its Renaissance Revival style, this Originally of red brick, the building was painted white in the 1930s to modernize its appearance. Saved when the Community Plaza was built in 1976 and moved there in 1987, it has been renovated to its original style.



Bethel Station at Lunch Box grand opening, photo courtesy of Gainesville Sun Newspaper.

### Baird Theater Cox-Building

Constructed as Edward's Opera House, this two-story building was remodeled with a third story to increase seating to 1000 in 1906. In its prime, decorated with a color scheme of white and gold, it had red seats and wicker chairs in the opera boxes. It featured acts like "Abie's Irish Rose," minstrel and vaudeville shows and the Beggar Prince and the Manhattan Opera Company. Later used as a movie theatre, it housed a bakery, beauty shop and McCollum's Drug Store as first floor tenants. After the destructive fire of 1938, Cox's furniture store relocated in the building, combining the three original store fronts into one large retail space. The original 1887 cornice line remains on the east façade.

## New Baird Building

Built by Eberle Baird, the founder of Baird Hardware, this tan brick building remains virtually unaltered. Various tenants, including a confectionary store, Gainesville Chevrolet and the Hart Furniture company have occupied the first floor. Since 1939 Mike's Bookstore and Tobacco Shop has been in the south part, making it the longest term tenant in the city. The second floor served as professional offices for people like architect Sanford Goin and businessman James C. Adkins. One of its distinctive features is an original central skylight.

## The Clock Tower

This structure's design is based on the architectural features found on the original 1885 courthouse and was completed in 1983 to house the old courthouse clock. Manufactured by the Seth Thomas Clock Company in 1885, the clock bell was connected with the city's fire alarm system and the entire town could hear its ringing. Its intricate clock works required that it be wound every eight days. Ted Crom restored the clock and the citizens of Gainesville helped finance the construction through donations.



Baird Theater Cox Building, now Harry's Restaurant, photo taken by self.



New Baird Building today, photo taken by self.



Clock tower, photo taken by self



Gainesville Visitors Center

Gainesville City Hall

Alachua County Tax Collector Building

Alachua Co. Family Civil Justice Center

Baird Theater Cox Building

Hampton Inn

New Baird Building

Star Parking Garage

Old Federal Building Hippodrome

Supervisor of Elections

Mixed Use Comercial Residential Building

## GOALS AND OBJECTIVES

My major goal for this project is to redesign the Downtown Community Plaza making it a more memorable, safe and attractive place to go for the visitors and residents of Gainesville. I plan to accomplish this goal with the following set of goals and objectives.

### **1. I intend to bring people to the plaza of all social classes to make it a city space that is more inviting to many people.**

I will accomplish this by studying the inside and outside of the plaza and making planning suggestions for the downtown area. I also will look at the existing program and come up with a new program through design and suggestions. The suggestions are geared towards bringing pedestrians in and out of the plaza regularly.

I will analyze the current and proposed uses such as open space, seating, eating, restaurants and entertainment making an effective collage of urban uses.

The city is currently addressing this goal by converting the historic Bethel station into a small café and I plan to keep this program intact in the design for the downtown plaza.



Photo taken inside plaza today, photo taken by self.



Photo taken inside Bryant Park today, photo courtesy of [bryantpark.org](http://bryantpark.org).

**2. It is a project goal to increase the tax base for the plaza and for the city of Gainesville in order to support an increased funding for future community redevelopment projects in the downtown and other areas of Gainesville.**

I plan on accomplishing this by introducing program elements that will generate cash flow through design and programming.

**3. It is my goal to make the plaza an amenity for the guests of the new Hampton Inn as well as the surrounding government buildings and downtown restaurants and businesses.**

I will open up clear pedestrian paths and view sheds from each of the buildings and plaza entryways creating an open invitation to the plaza from all buildings and street sidewalks.

**4. It is a project goal to improve the circulation inside the plaza where pedestrians can flow more freely within the plaza.**

I plan to address the circulation by design using different elements to create spaces that flow from one to another and to control the flow and direction of pedestrians.

**5. I intend to use a design concept and art pieces that are fitting and memorable for the visitors of the plaza.**

I will do this by studying the culture and heritage of downtown Gainesville and use this to incorporate a fun, functional and bold concept to the plaza. I plan to use a major sculptural art piece for the plaza and to place it in a location that is visible to people inside and outside of the plaza.

## CASE STUDIES

### Bryant Park, NY

Bryant Park is a very successful public space located on the Manhattan island, New York. It is programmed to have people in the plaza at all times of the day with a diverse array of people occupying the park. Contextually it has people that live nearby, work nearby and visitors of New York. The park has coffee and light meals sold out of small kiosk type buildings. There is a carousel for children and families to enjoy. It has chairs that can be moved around by park visitors during good weather. Bryant Park has movies during the summer, temporary ice skating during the Holidays, temporary bowling, and an annual fashion show. The park has much to offer and people love Bryant Park. For this capstone project I would like to incorporate these types of program elements and people drawing techniques to add to Gainesville's Downtown Community Plaza. I have explored what works for Bryant Park and believe that Gainesville's plaza can use more vending, a children's play element and seasonal events. The Bryant Park needs a lot of people to operate and is managed by the Bryant Park Restoration Corporation. I believe Gainesville could hire a management company to manage the plaza as they currently have security guards working at the Plaza.



Photo of lawn in Bryant Park New York courtesy of [curatormagazine.org](http://curatormagazine.org)



Photo taken inside Bryant Park today, photo courtesy of [bryantpark.org](http://bryantpark.org).



Photo taken inside Bryant Park today, photo courtesy of [bryantpark.org](http://bryantpark.org).

## Squares of Savannah, GA

I took the opportunity to visit Savannah GA over the spring break and found that these squares were small yet very great public spaces. The squares always seemed to have people passing through, stopping for a few minutes for a picture or a rest in the open space lawn. Generally speaking most people were on the move. The locations of the squares in the city layout help with the constant flow of people. I believe the context of the Gainesville plaza has a constant flow of people moving from one government entity to another. I think that the Gainesville plaza can use these qualities with good circulation patterns, central oriented geometry, picture opportunities and strong entrances to the plaza.

## Union Square, San Francisco, CA

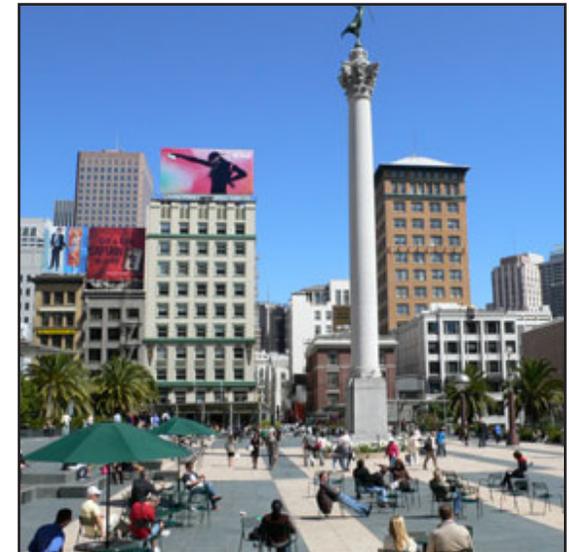
Union square operates very successfully as a public space. There are many uses of the space such as an amphitheater, splash pad, vending, restaurants and several art expressions. I will use these to help my design process for Gainesville's downtown plaza.



display of open space and central orientation of Savannah Squares, photo taken by self.

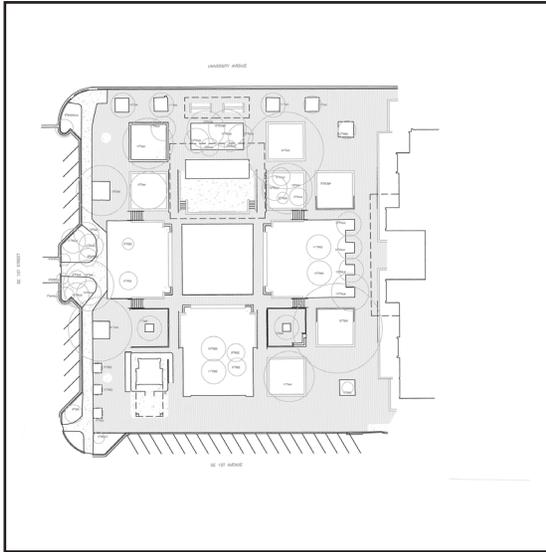


Strong pedestrian entrance and flow into a Savannah Square, photo taken by self.

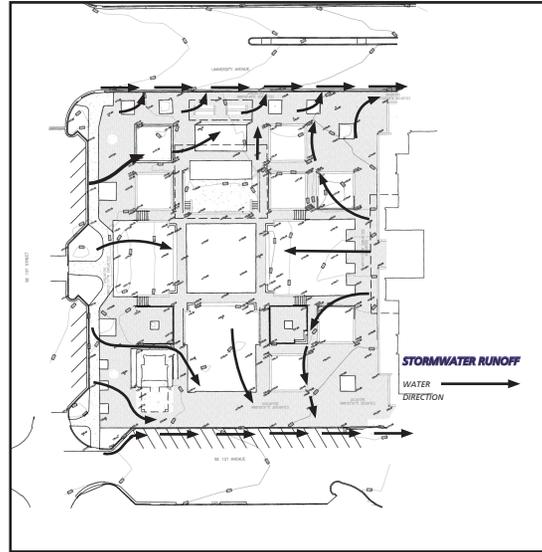


View from within Union Square San Francisco courtesy of about.com

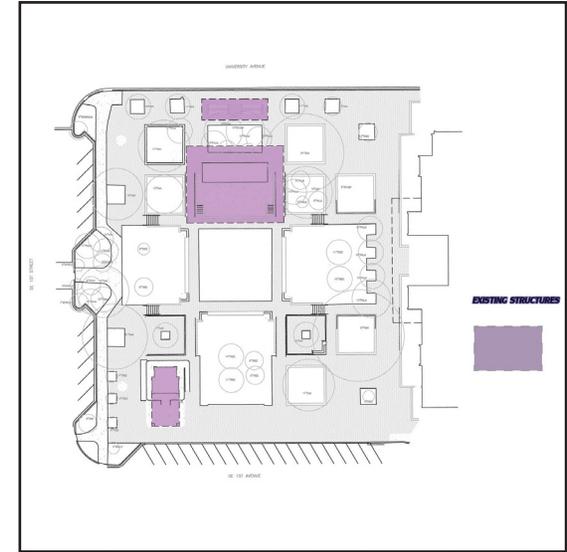
# SITE ANALYSIS



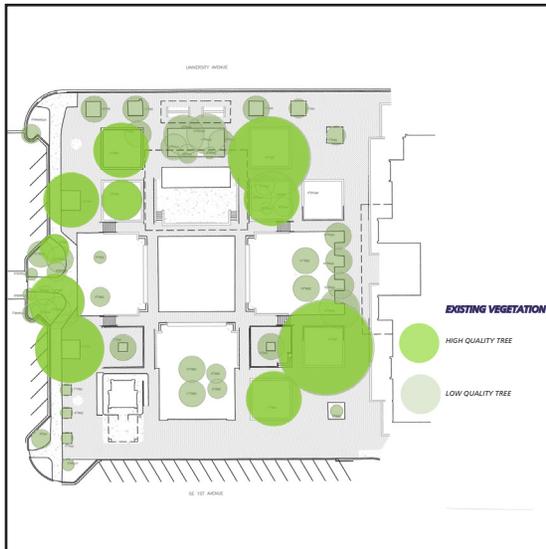
Existing layout of the Gainesville downtown community plaza.



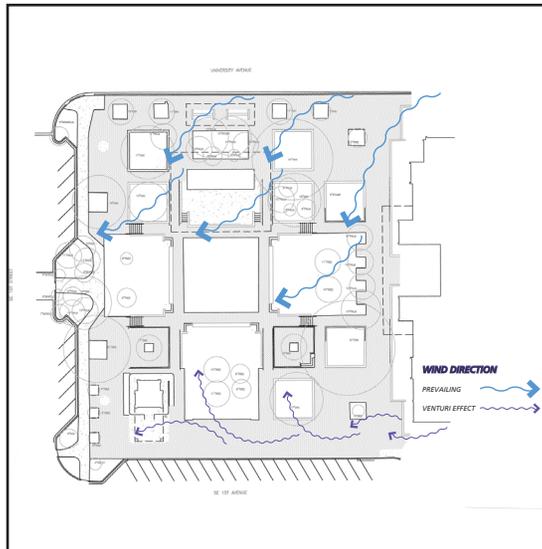
The stormwater drainage and runoff of the plaza has a recharge area in the center and the rest of the water is slated to be routed to and cleaned at Depot Park.



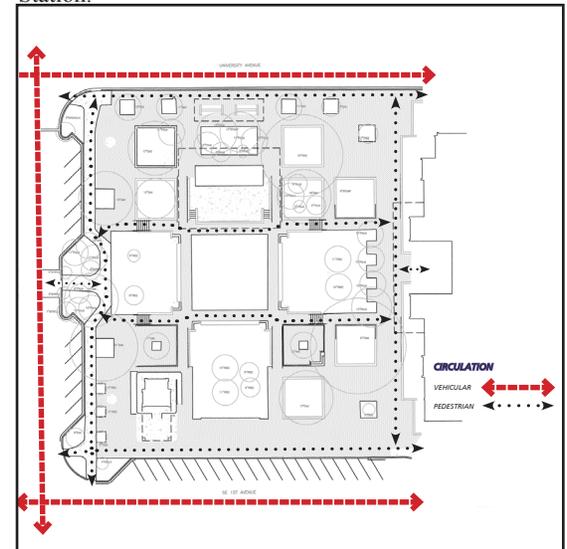
The existing structures in the plaza from north to south are the RTS bus stop, amphitheater structure including the bathrooms, storage and stage, and farthest south is Bethel Station.



Existing trees in the plaza are established and have been healthy since 1976. Currently they are 24 years old. It is important to salvage as many trees as possible.

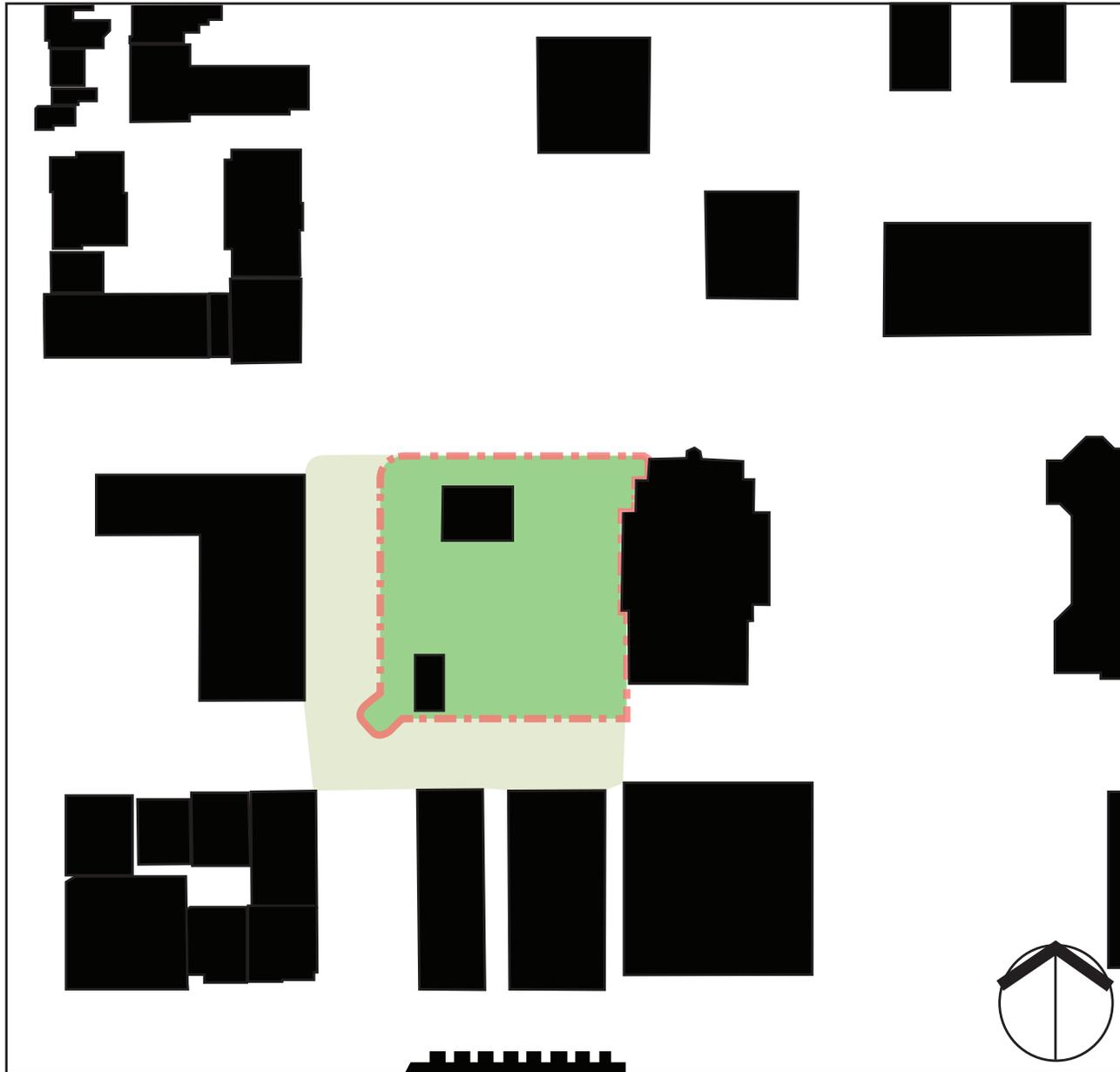


There is a steady flow of wind and breezes on the site coming off of University Ave and SE 1st ST from the SE due to a city venturi effect .



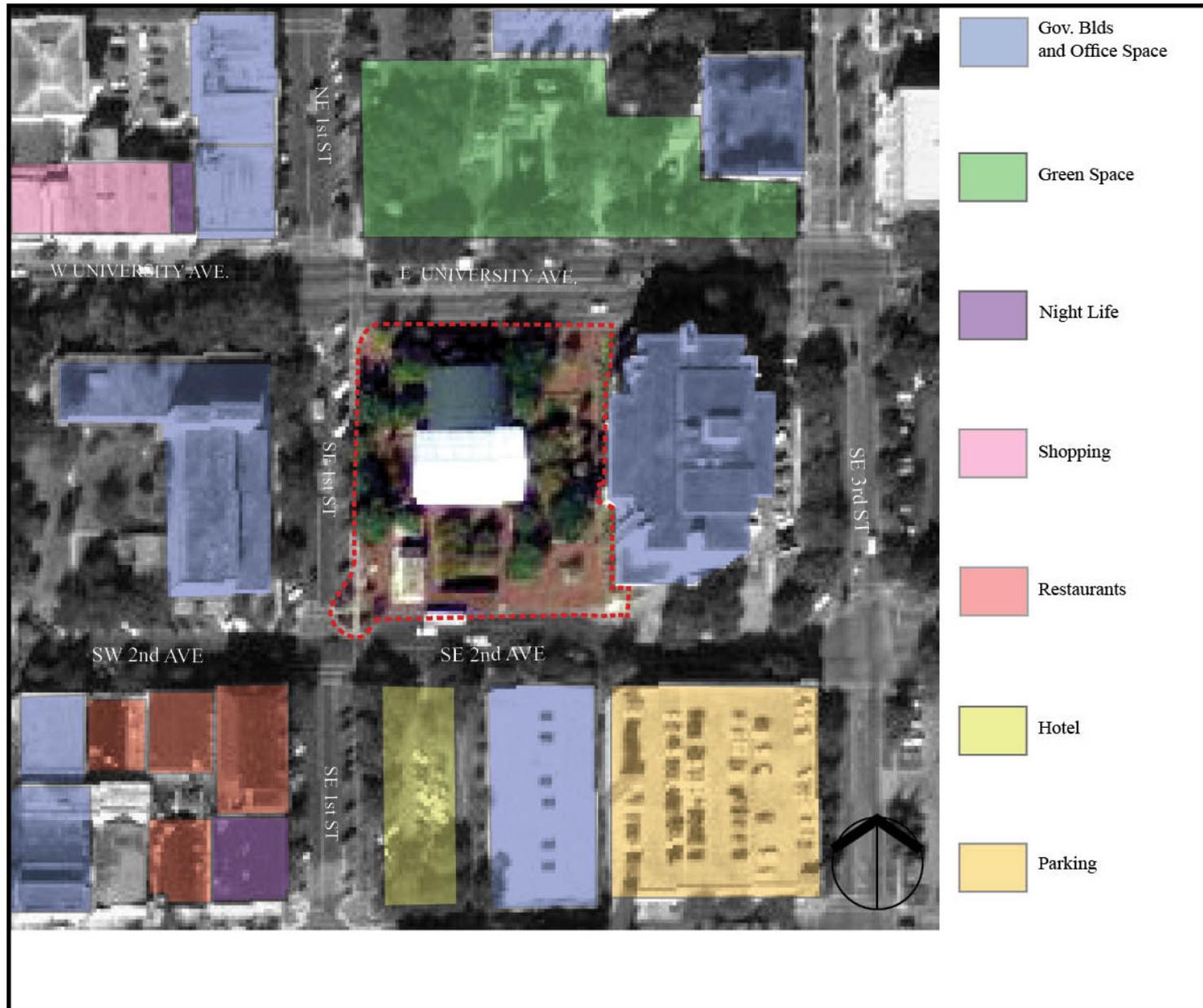
Three sides of the total of four sides of the plaza are surrounded by vehicular traffic and pedestrian foot paths are essentially free flowing throughout the plaza.

SITE ANALYSIS continued



Mass void study of the plaza and immediate adjacencies.

# SITE ANALYSIS continued

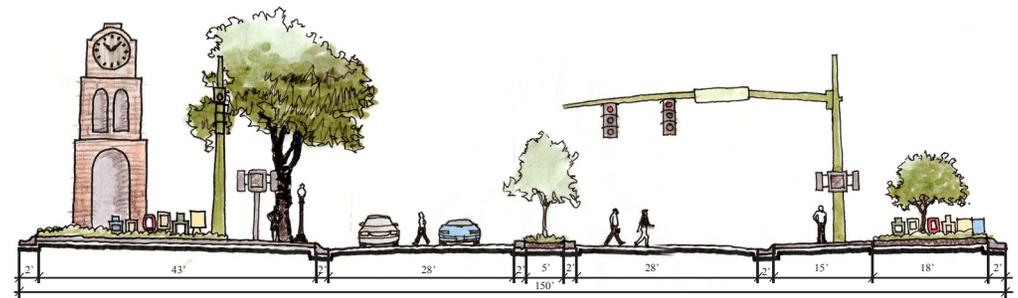


Character of the plaza adjacencies. The types of adjacencies are government facilities, green space, night life, shopping, restaurants, a hotel, and parking garage.

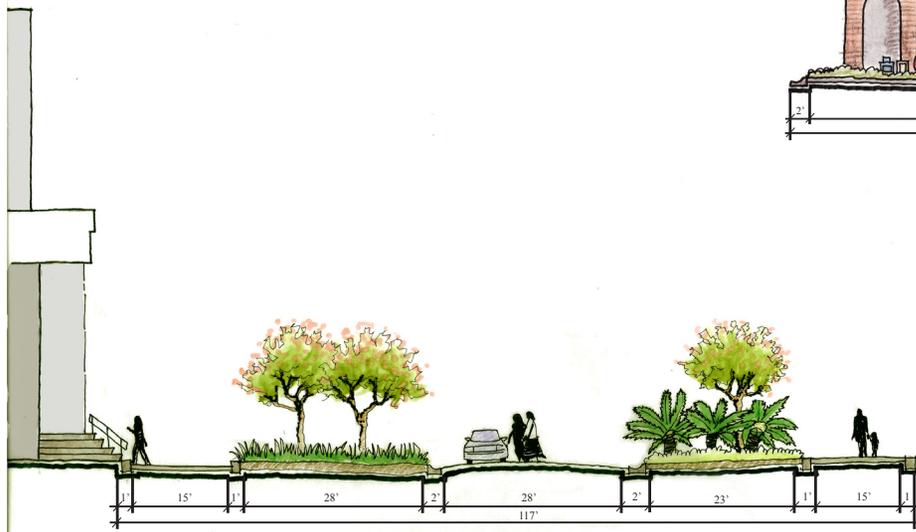
# SITE ANALYSIS continued



Southeast 1st Street Road Crossing Section



E. University Ave Road Crossing Section



Government Office to Plaza Road Crossing Section

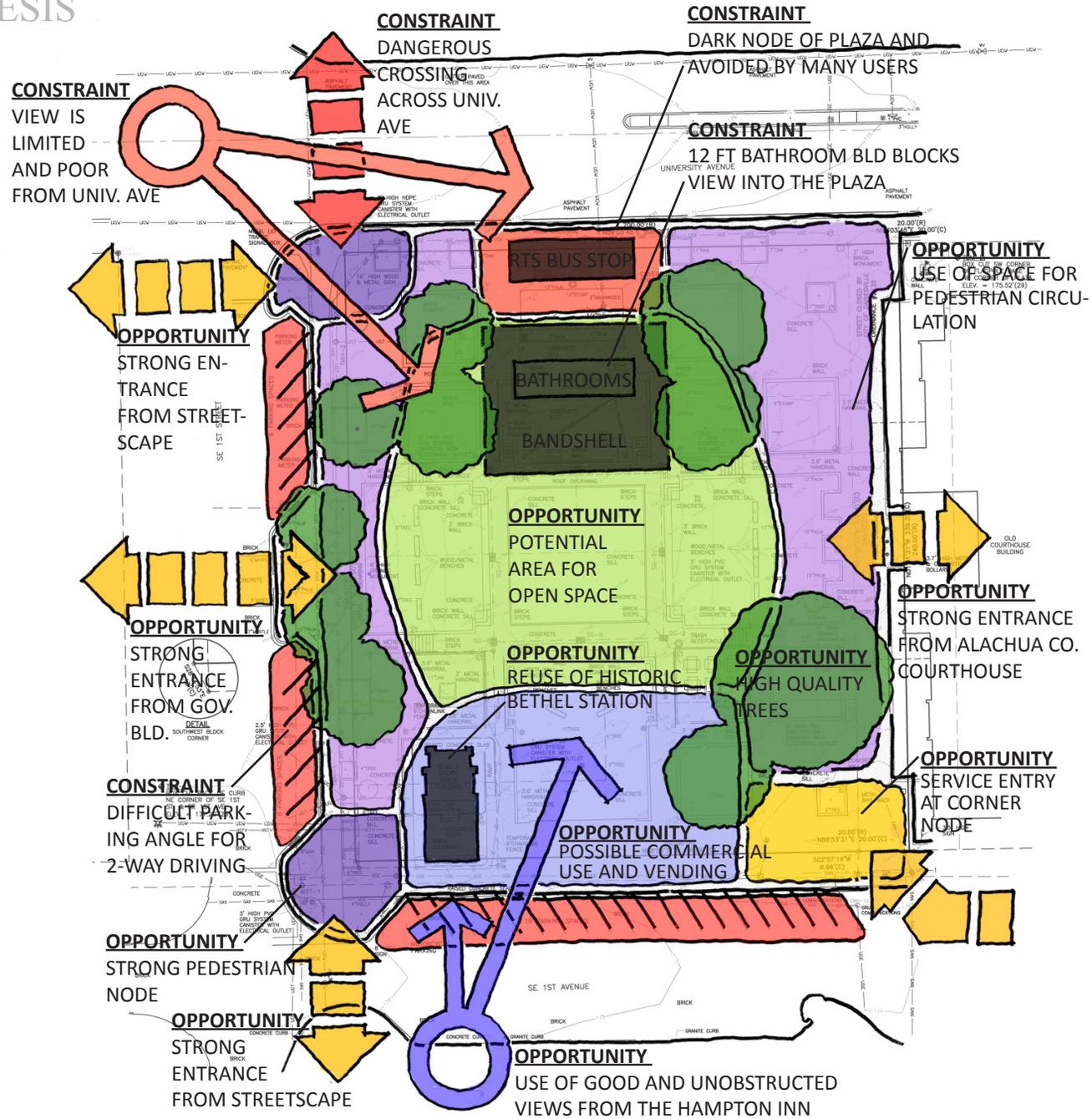
Sections of the existing plaza and how the pedestrian entrances and exits operate. All major entrances and exits are strong however the access point associated with crossing University Ave appears to be hazardous to pedestrians.

# SITE ANALYSIS continued



Study of park and green space near the plaza.

# SITE SYNTHESIS



## PROGRAM

### Lunch Destination and Vending

Currently the plaza has a Monday through Friday breakfast and lunch restaurant operating out of the historic Bethel Station. This is good for bringing people into the plaza and will keep this part of the programing and overall design.

### Temporary Businesses

I would like to have a temporary structure in the north east corner of the plaza. This structure could house local small businesses such as a bike shop, bike rentals, flower shop, etc. Depending on the success of the business will determine the duration of its operation.

### Splash Pad

A play area for children can draw a family oriented crowd to the plaza creating a less rigid crowd and making the plaza more inviting. Splash pads have been success in many public spaces such as Union Square in San Francisco, CA

### Amphitheater

Currently there is a very large amphitheater in the plaza. I want to keep that as a program element however I think it should be greatly reduced in size. Depot Park is slated for an amphitheater. It is not necessary for the downtown area to have more than one major amphitheater.

### Pay Restrooms and Advertising

Cities such as San Francisco, New York, Seattle and Atlanta have installed a series of self cleaning pay restrooms for their city dwellers. These facilities work well for the people. Because the facilities cost to use they ultimately pay for the cost of installation and maintenance. They also serve as an opportunity for advertising making them even more self sufficient.

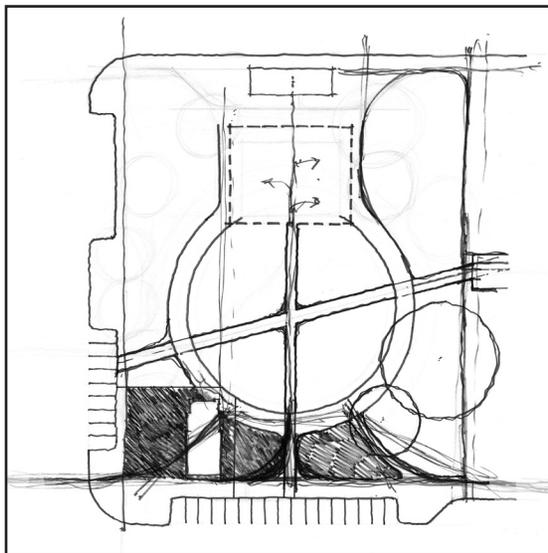
### Seasonal Events

Currently the plaza is a location for several local events such as art shows, ethnic festivals and farmers markets. I want the design to keep this as a possibility. Other types of seasonal event could be a city Christmas tree display and lighting and an ice skating rink.

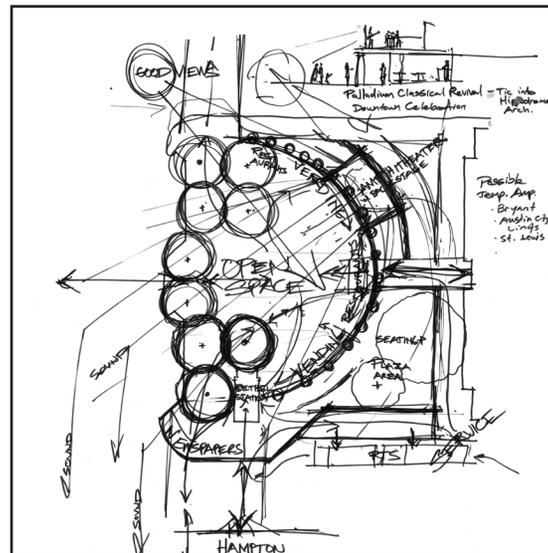
# CONCEPT DESIGN

## The Process

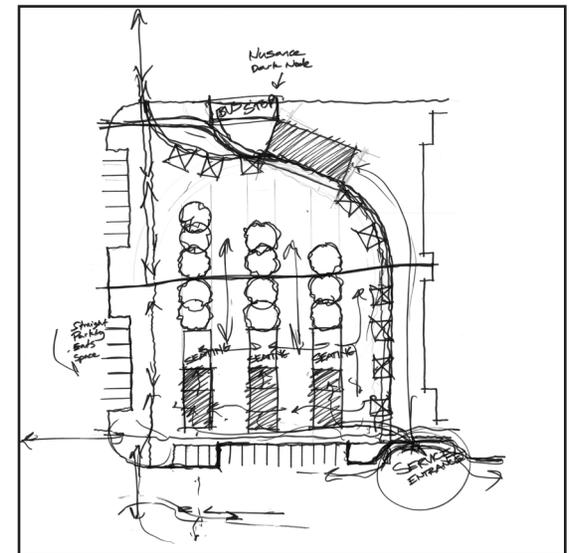
The process I took to develop a concept was somewhat of an organic process. I took a look at the plaza as a Gainesville biking hub in concept 1. The idea in this concept is that people would use the amphitheater cover as a location to park their bikes and enjoy the city on foot. I decided that the plaza should not have both bike riders and foot traffic together so I somewhat departed from this concept keeping some aspects of it. Concept 2 idea is the reverberation of the classical palladium architecture from the Hippodrome building in downtown Gainesville. This would make a multi layer plaza with columns on a half-moon shaped colonnade. The amphitheater and walk would be on the top layer and the marketplace and arcade would be on the ground layer. Concept 3 is taking the history of the downtown area and lining small cafes in line with Bethel Station in the formation of a train station. Running in line with each cafe would be plantings of the crops the Timucuan indians established here in Gainesville. Concept 4 is where I blend aspects of the previous three concepts and begin to use circular geometry. I also was greatly influenced by the Savannah Square design from recent travels there. Concept 5 through 9 is a continual push and pull of placement and geometry until settling on a plan that finally worked.



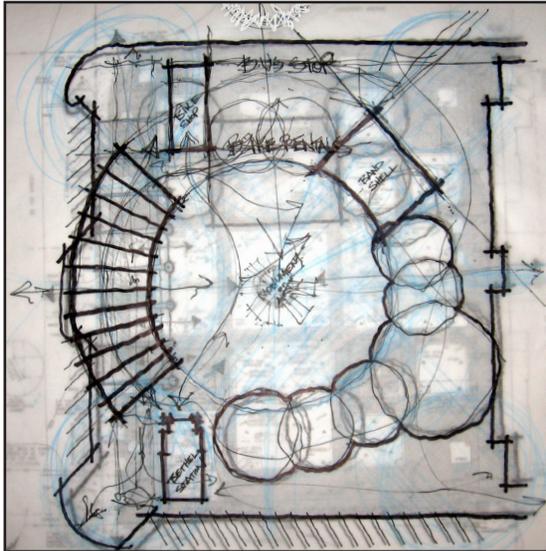
Concept 1 Bike Oriented



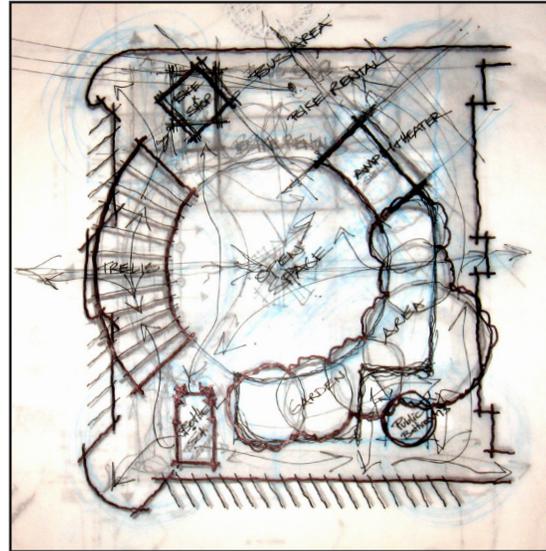
Concept 2 Palladium Classical Revival



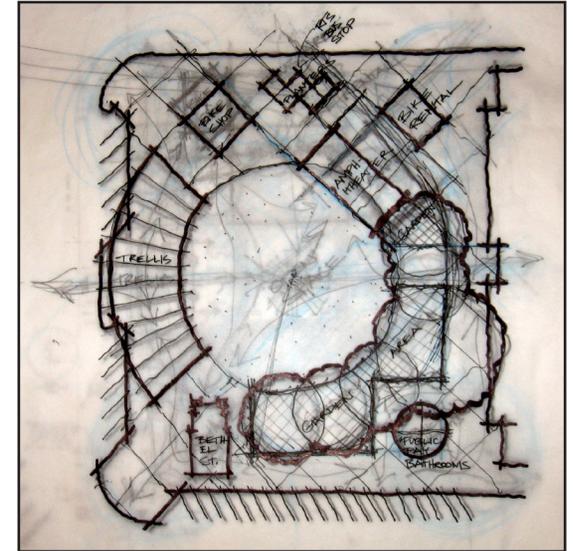
Concept 3 Timucuan Indians and Yulee Rail.



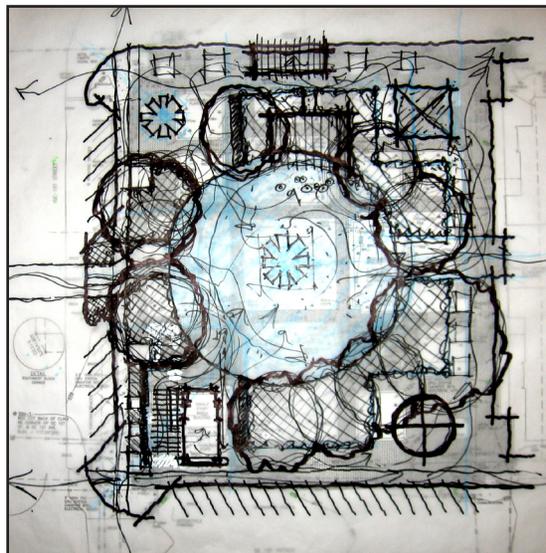
Concept 4 Combining previous concepts with the influence of Savannah Sq. design and central circle geometry



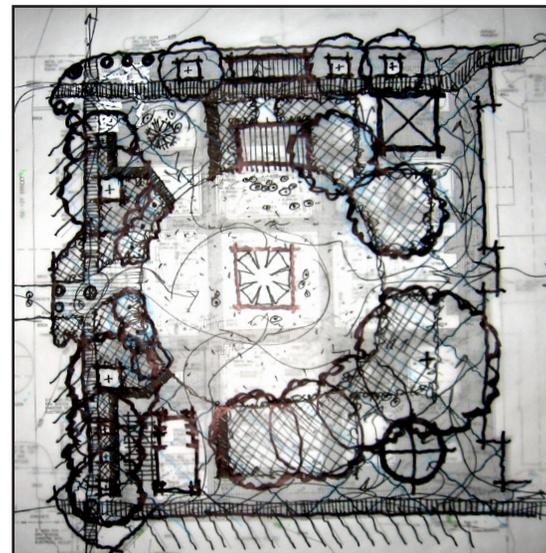
Concept 5 Further development of previous concept with added rectilinear shapes.



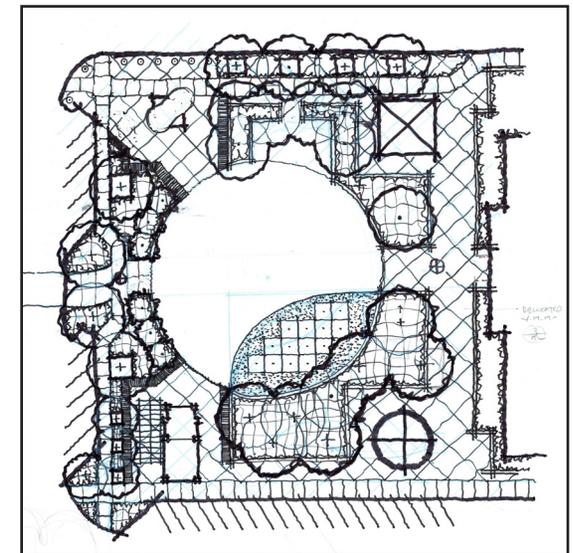
Concept 6 Continuation of previous concept with the added 4 corner usage and rearrangement of plaza elements.



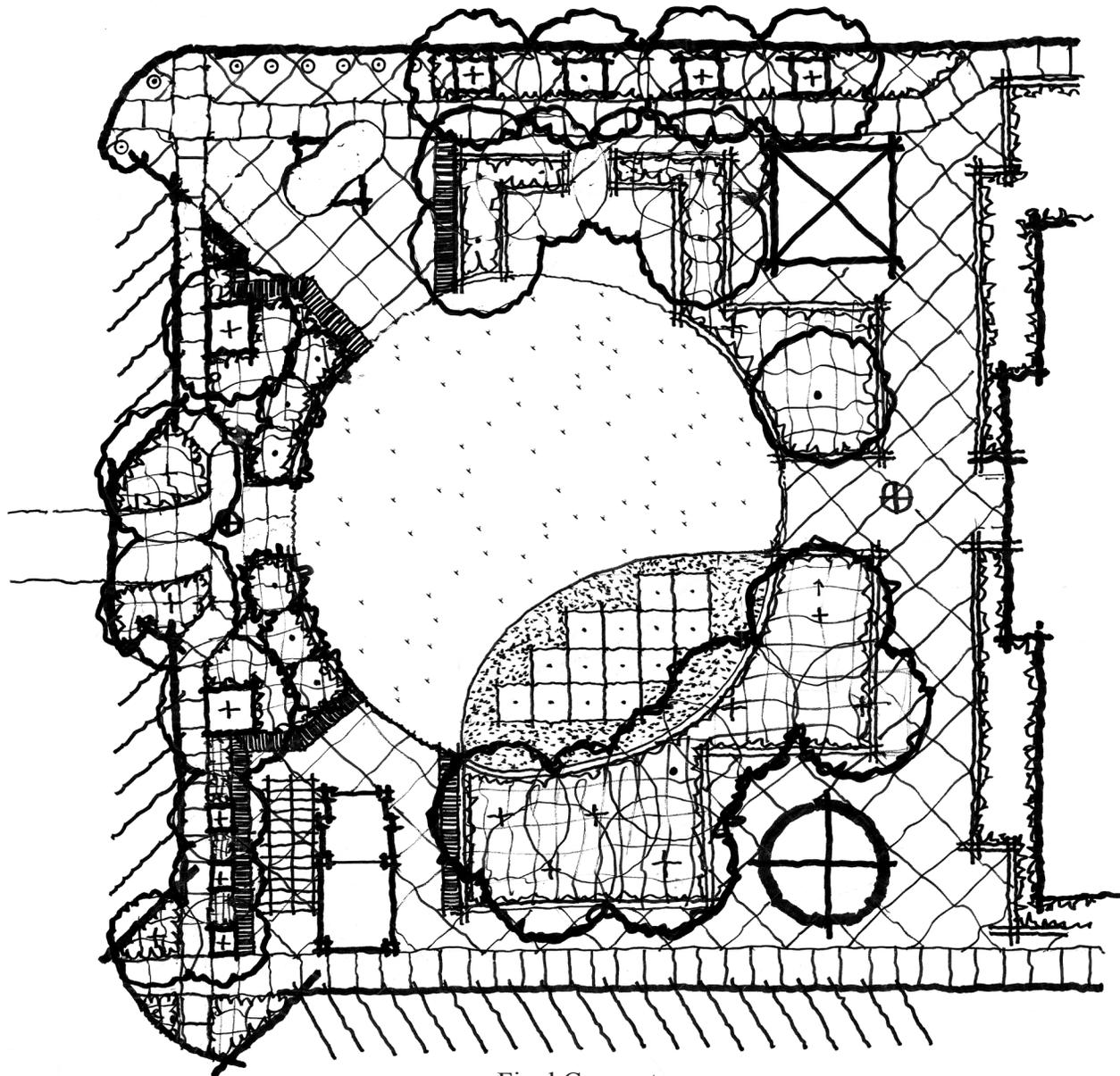
Concept 7 Further development of concept.



Concept 8 Continuation of working out details from the previous concept.

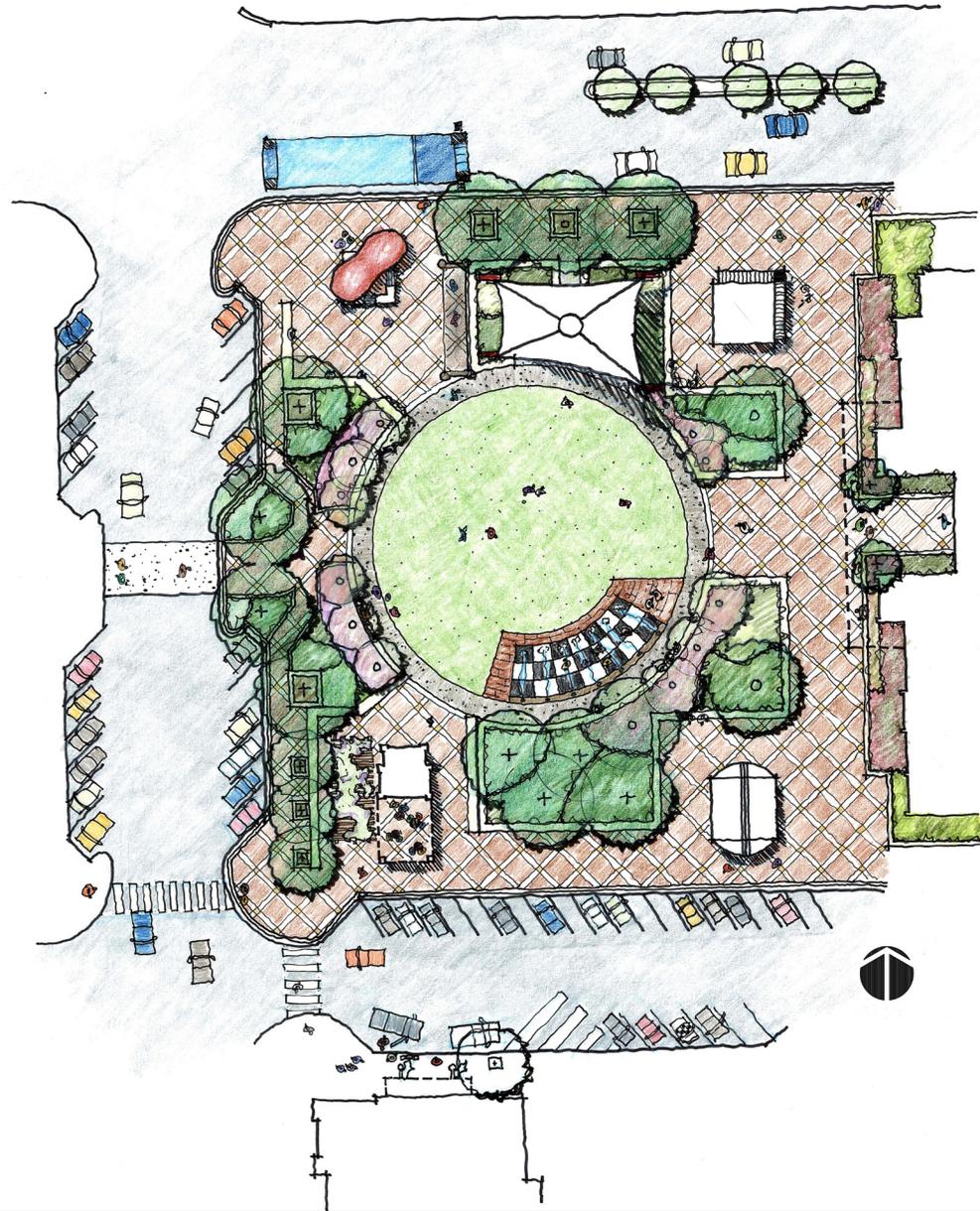


Concept 9 Timacuan Indians and Yulee Rail.



Final Concept

# MASTER PLAN



# DESIGN DEVELOPMENT

## Planting Plan

The planting of the plaza redesign is based on the salvageable existing trees, shrubs and flowers that are drought tolerant and plants that can resist prolonged shade conditions. A total of 15 mature hardwood tree specimens were salvaged. Most of these trees were approximately 24 year old *Quercus virginiana*, Live oak trees. Other methods of plan choices were color, accent qualities, time of bloom and the current successful plants established on site.

Number	Key	Botanical Name	Common Name	Size/Root Ball/Container	Comments
<b><u>ACCENT TREES:</u></b>					
4	Chi vir	Chionanthus virginicus	White Fringe Tree	48" O.A./7 Gal. Cont.	Full/Plant as shown or 36" O.C.
8	Lag ind	Lagerstroemia indica 'Natchez'	White Crape Myrtle	12' hgt. X 7' spd./65 Gal. Cont.	Full/multi-trunk/4 trunks min./3" Cal. Min.
<b><u>CANOPY TREES:</u></b>					
4	Que vir	Quercus virginiana	Live Oak	18' hgt. X 12' spd./200 Gal. Cont.	Full/single straight trunk/6-1/2" Cal. Min./6" C.T
<b><u>PALMS &amp; CYCADS:</u></b>					
6	Rha exc	Rhapis excelsa	Lady Palm	4' O.A./10 Gal. Cont.	Full head/7 canes min./Staggered cane height
55	Ser rep	Sereona repens 'Cinerea'	Silver Saw Palmetto	20" O.A./3 Gal. Cont.	Full/5 fronds min./30" O.C.
<b><u>TALL SHRUBS:</u></b>					
23	Mah for	Mahonia fortunei	Chinese Mahonia	30" O.A./3 Gal. Cont.	Full/Plant as shown or 30" O.C.
<b><u>MEDIUM SHRUBS:</u></b>					
78	Ile vom	Ilex vomitoria 'Schellings Dwarf'	Schellings Dwarf Yaupon	20" O.A./3 Gal. Cont.	Full/Plant 24" O.C.
147	Lor chi	Loropetalum chinensis rubrum	Ruby Loropetalum	24" O.A./3 Gal. Cont.	Full/Plant as shown or 30" O.C.
100	Pho fra	Photinia x fraseri	Red Tip	20" O.A./3 Gal. Cont.	Full/Plant 24" O.C.
20	Rap ind	Raphiolepis indica 'Alba'	Indian Hawthorn	12" hgt. x 18" spd./3 Gal. Cont	Full/Plant 30" O.C.
34	Vib obo	Viburnum obovatum 'Densa'	Compact Walters Viburnum	24" O.A./3 Gal. Cont.	Full to Ground/Plant 24" O.C.
213	Zam pum	Zamia pumila	Coontie	20" O.A./3 Gal. Cont.	Full/Plant 24" O.C.
<b><u>LOW SHRUBS / GROUNDCOVERS:</u></b>					
46	Lir mus	Liriope muscari 'Evergreen Giant'	Evergreen Giant Liriope	14" O.A./1 Gal. Cont.	Full/7-9ppp min./Plant 18" O.C.
235	Dry ery	Dryopteris erythrosora	Autumn Fern	18" hgt./1 Gal. Cont.	Full/Plant 18" O.C.
<b><u>Abbreviations:</u></b>					
		B & B = Ball and Burlapped	Gal. Cont. = Gallon Container	spd. = Spread	
		Cal. min. = Caliper minimum	hgt. = Height		
		C.T. = Clear Trunk	O.A. = Overall		
		Dia. = Diameter	ppp = Plants per Pot		

# GAINESVILLE'S DOWNTOWN COMMUNITY P L A Z A

## PLANTING IMAGEBOARD



*Chionanthus virginicus* White Fringe Tree



*Lagerstroemia indica* Crape Myrtle



*Quercus virginiana* Live Oak



*Serenoa repens* 'Cineria'  
Silver Saw Palmetto



*Hamelia patens* Firebush



*Liriope muscari* Evergreen Giant Liriope



*Viburnum obovatum* 'Densa'  
Compact Walters Viburnum



*Rhaphiolepis indica*  
Indian Hawthorn



*Photinia x fraseri*  
Red Tip



*Loropetalum chinensis*  
Ruby Loropetalum



*Trachycarpus fortunei* Windmill Palm



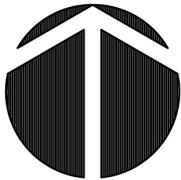
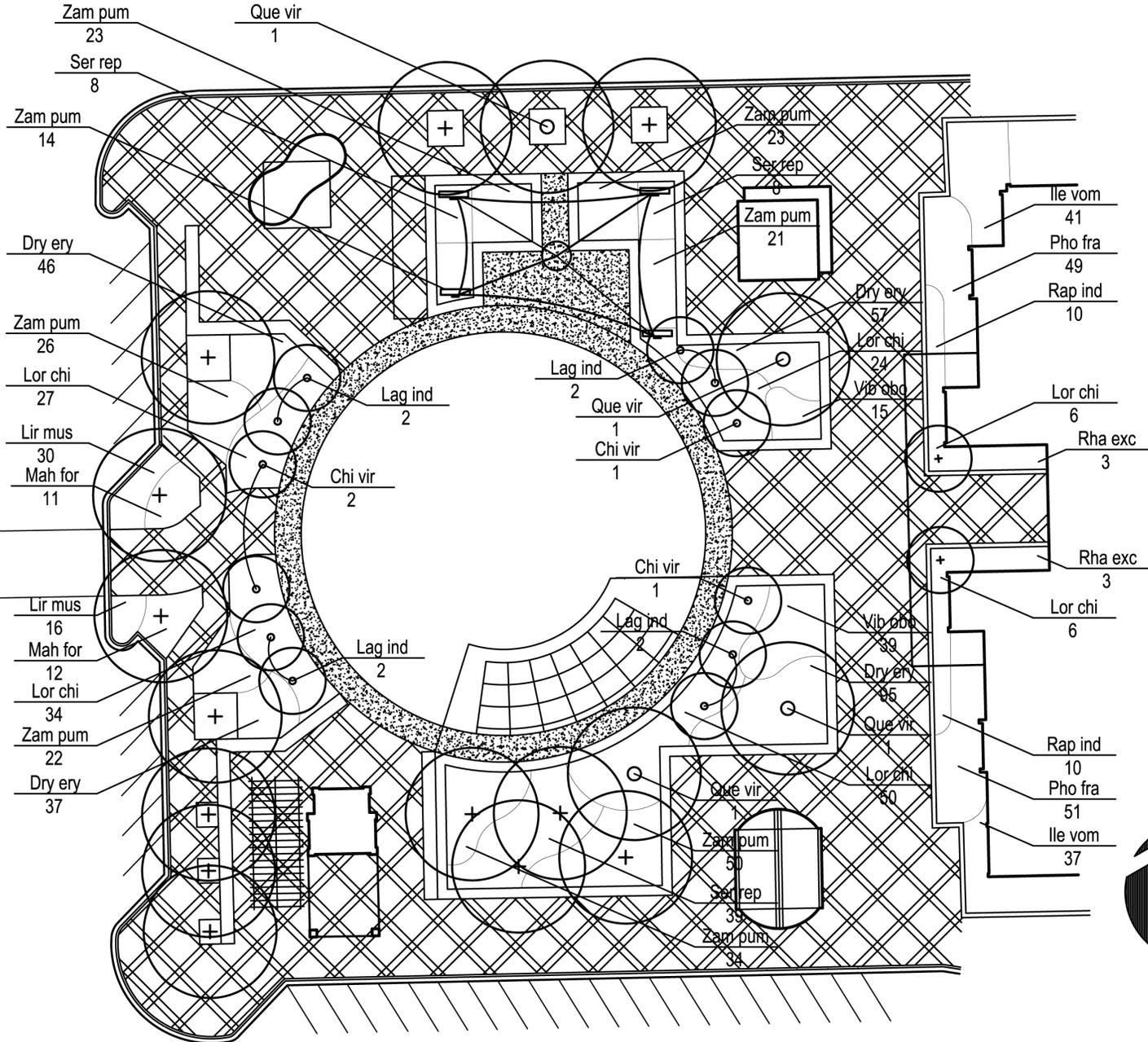
*Zamia pumila* Coontie



*Dryopteris erythrosora* Autumn Fern



*Rhapis excelsa* Lady Palm

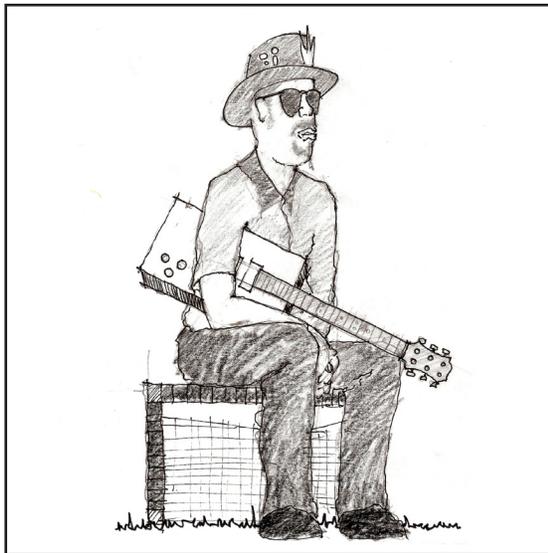


## Hardscape Vignettes Details

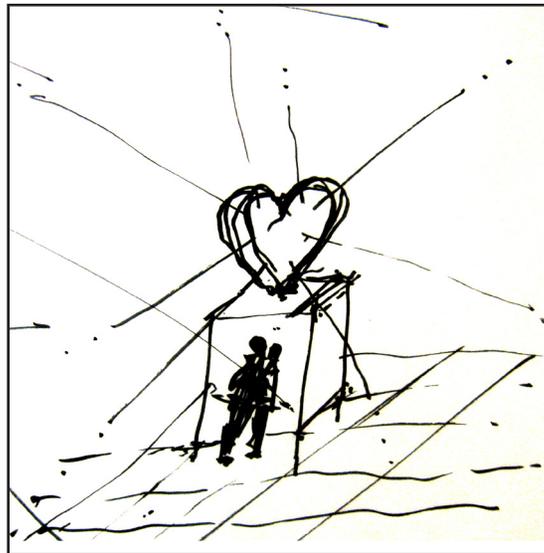
In the design development phase of this capstone project I wanted to focus on the “heart of Gainesville” theme as well as bring homage to the late and great blue legend Mr. Bo Diddley since the plaza is currently named after him.

For the heart theme I placed a very large art sculptural piece at the corner of University Ave and SE 1st Street to become a focal point for people passing by the plaza and also to create good views into the plaza. The art piece can be walked through and is interactive for people in the area. It is also spacially located in conjunction with the RTS bus stop that is located now at the NW corner of the plaza.

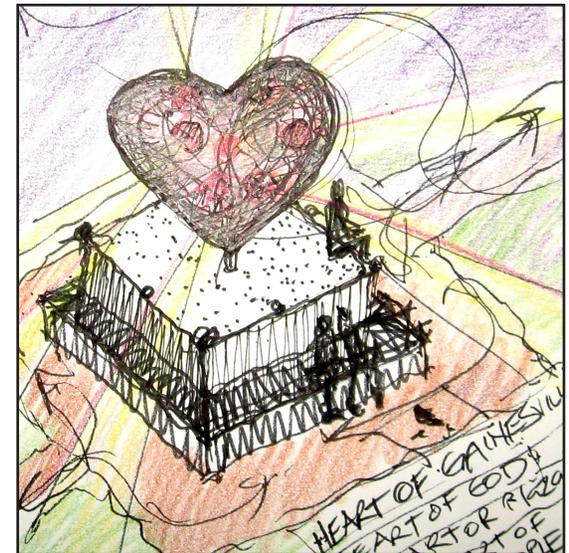
For the Comemorization of Mr. Bo Diddley I created a smaller amphitheater that has his rectangular guitar recreated in a much larger scale and placed as columns to hold up the canopy of the stage. I used black brick, white stone, and mozaic tiles to create a blues guitar amplifier facade to the stage and also in some of the seat walls. Working with mozaic tiles and a blues theme a checker board pattern began to appear and I decided to let this influce many other design details in the plaza.



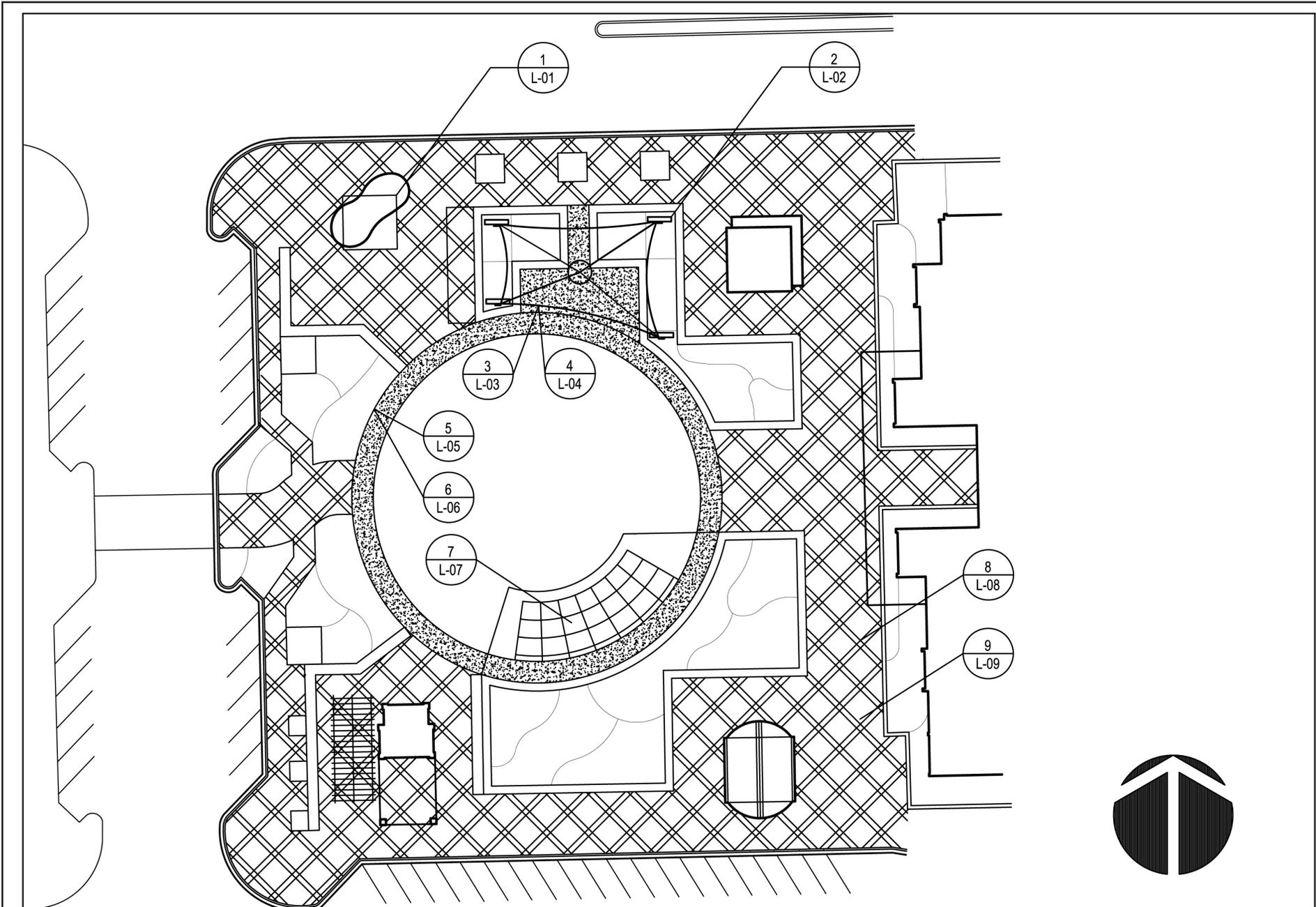
Sketch of Bo Diddley in a pose for his bronze sculpture.



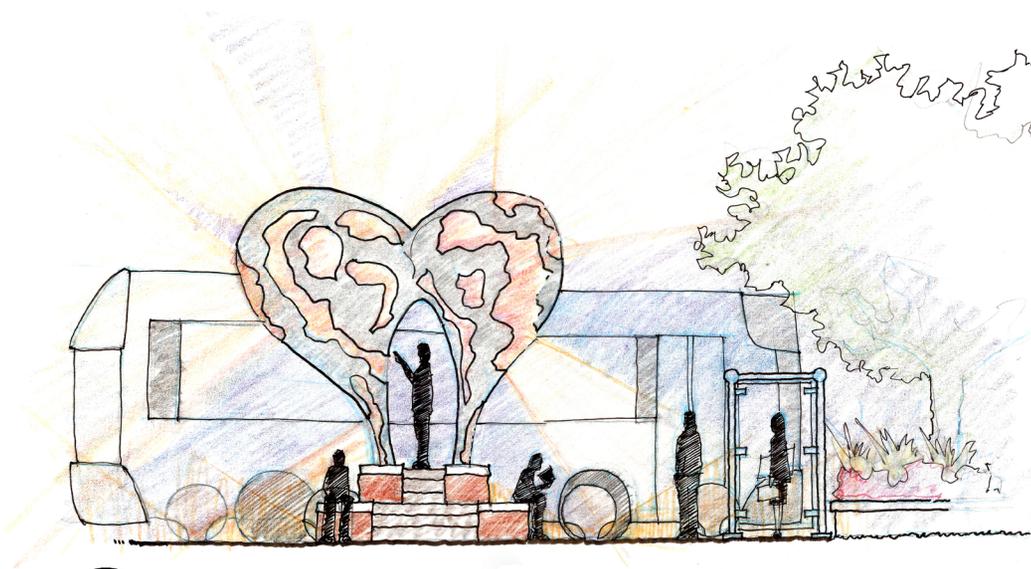
Heart plaza sketch.



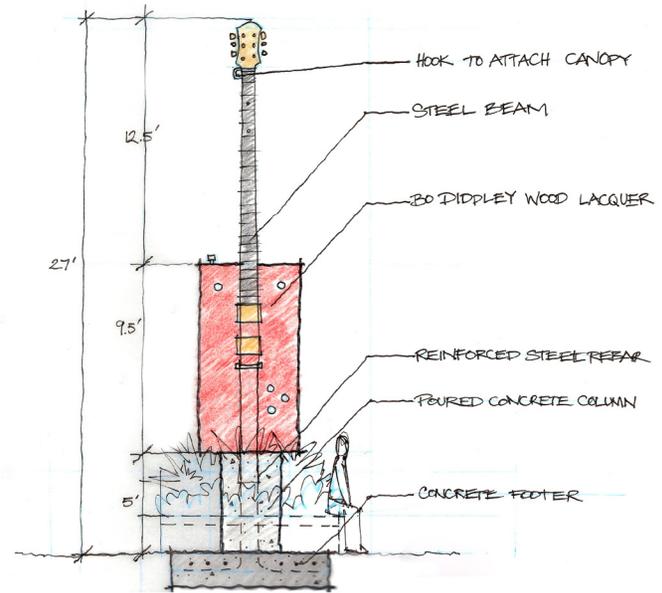
Heart sculpture concept.



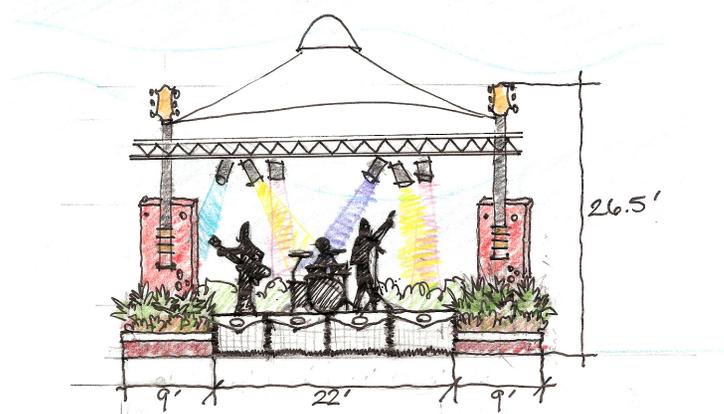
Hardscape callout plan



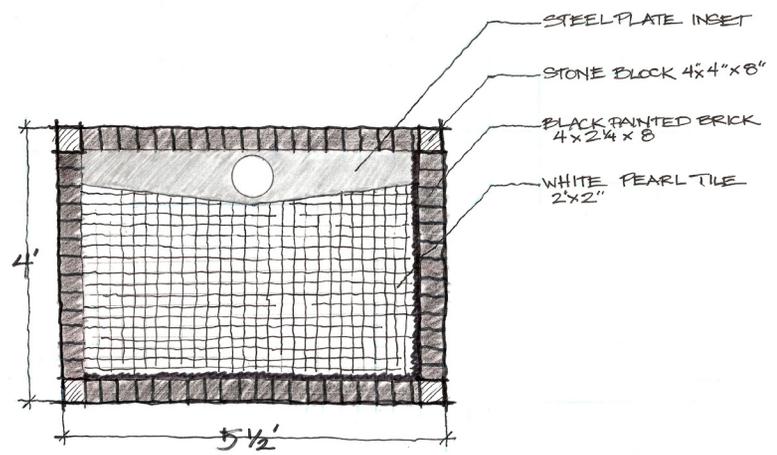
1 RTS Bus Stop with Heart of Gainesville Sculpture  
L-01



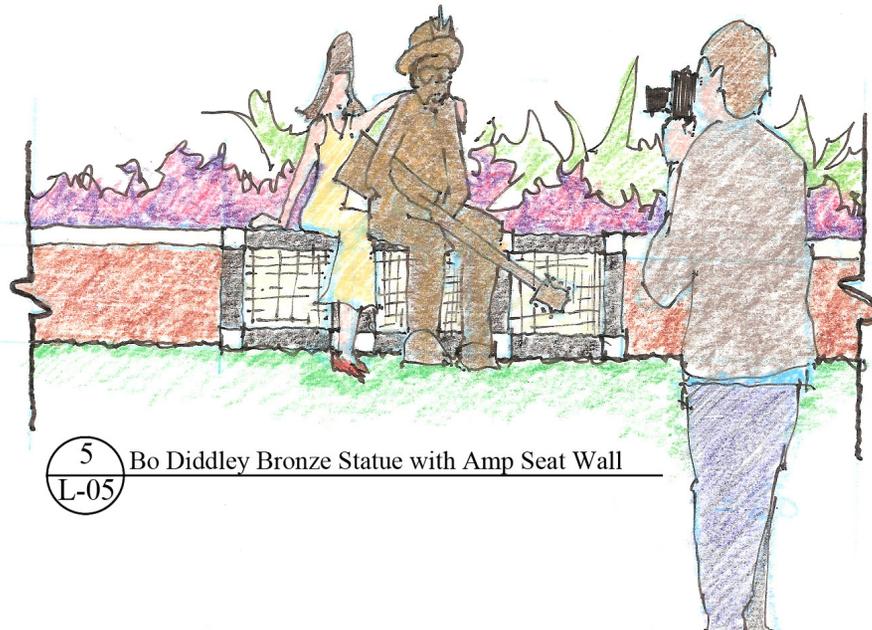
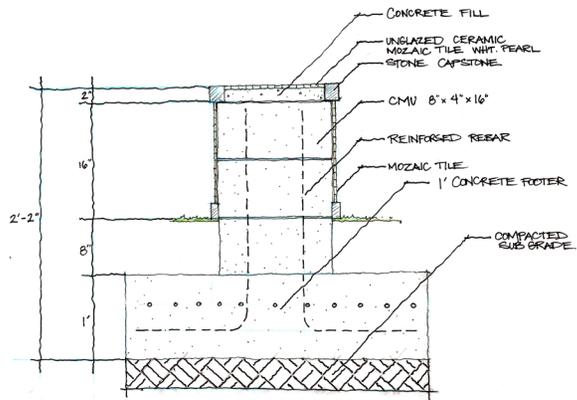
2 Bo Diddley Guitar Stage Column  
L-02



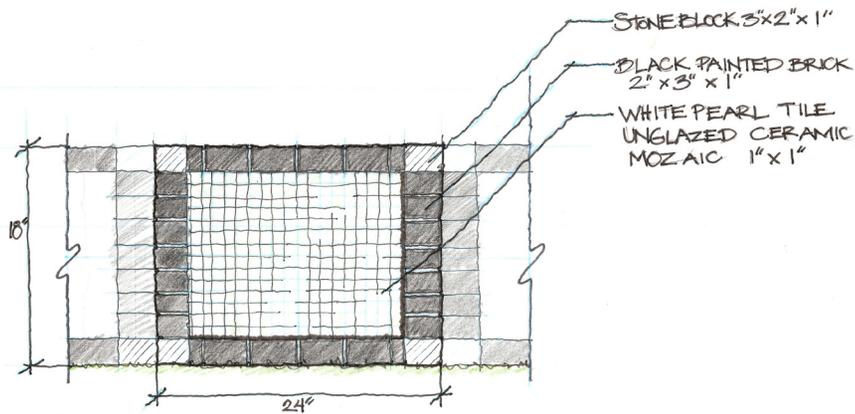
3 Stage Amphitheater  
L-03



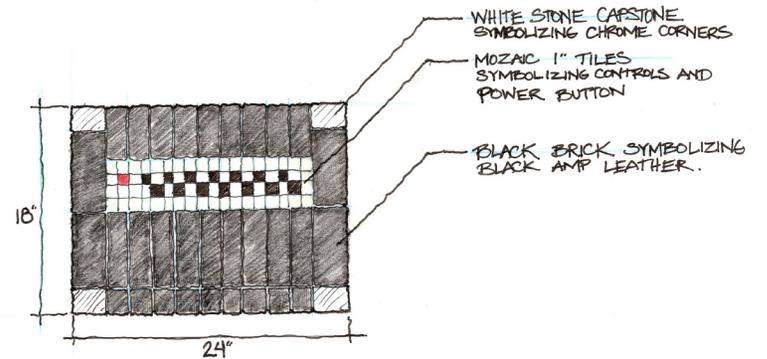
4 Amplifier Stage Facade  
L-04



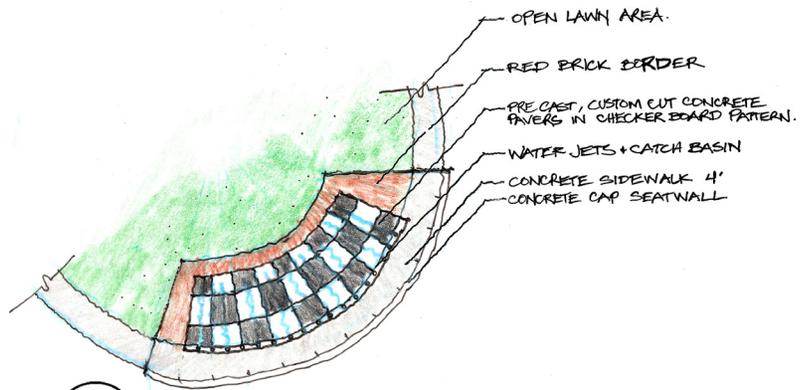
5 Bo Diddley Bronze Statue with Amp Seat Wall  
L-05



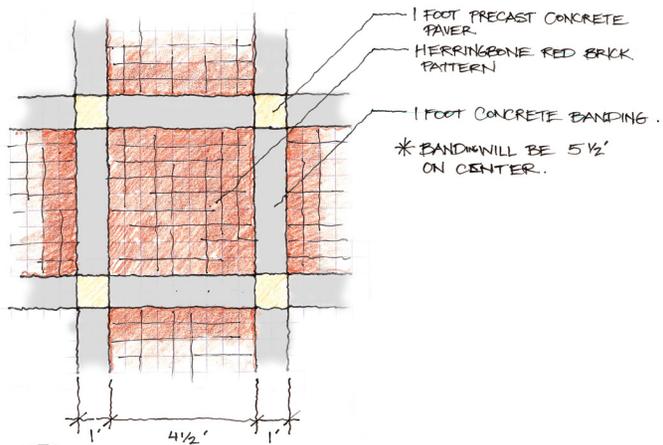
6 Amplifier Seat Wall  
L-06



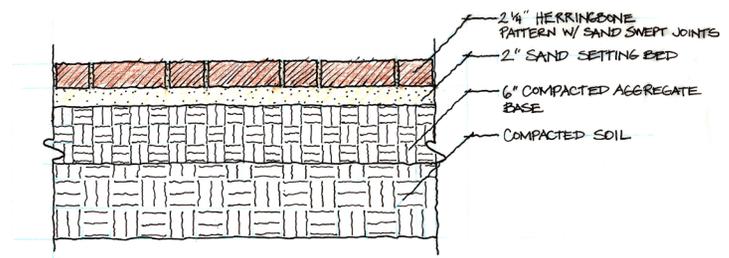
7 Top of Amplifier Seat Wall  
L-07



8 Splash Pad  
L-08



9 Paving Pattern  
L-09



## SOURCES

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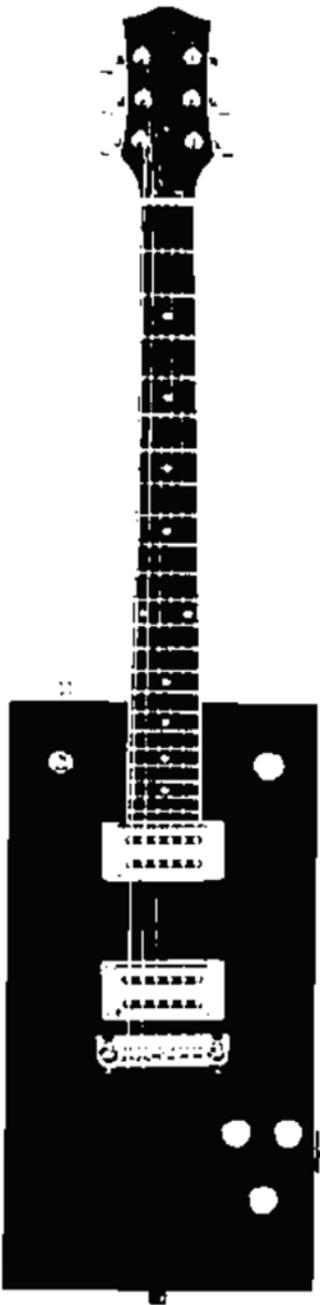
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# APPENDIX

\* Final Presentation

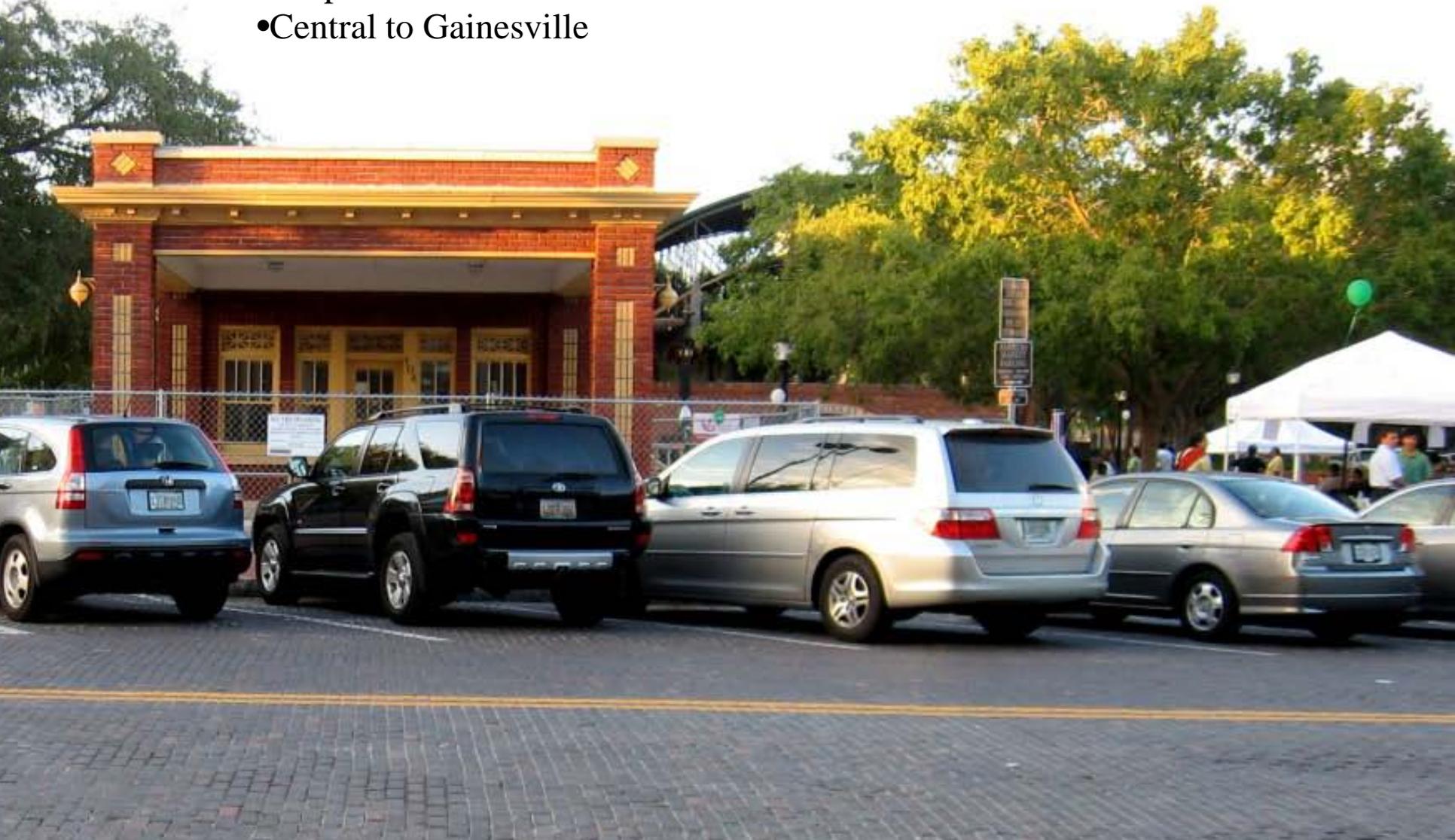
# Downtown Community Plaza

GAINESVILLE, FL



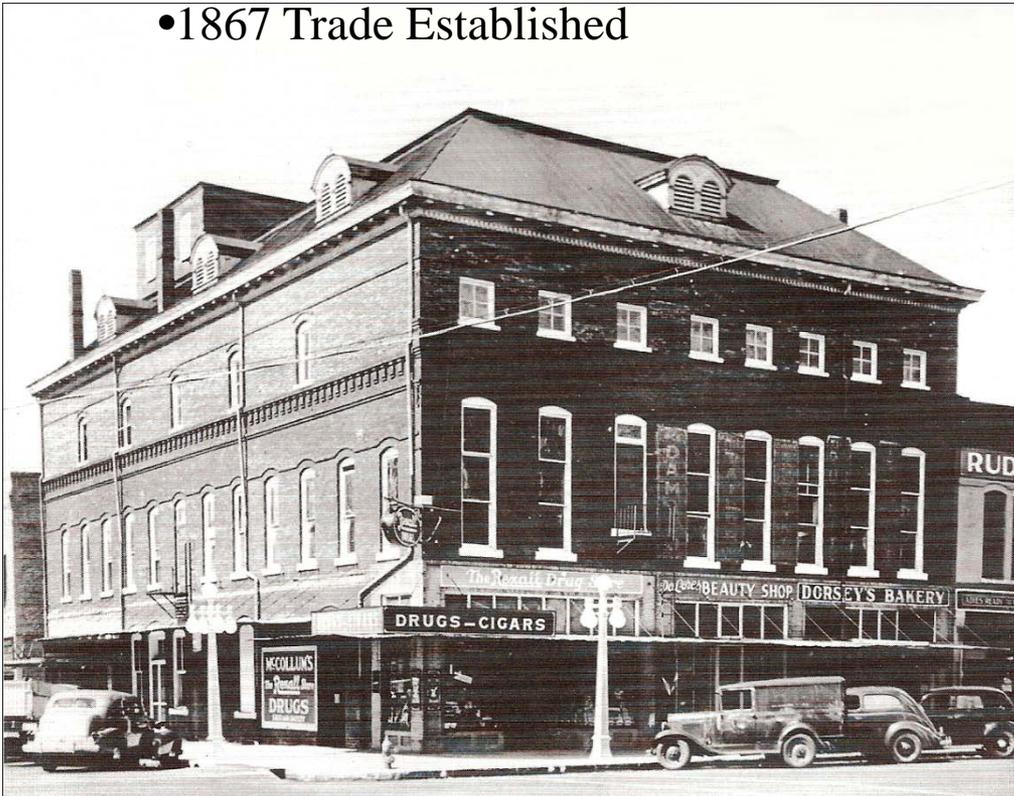
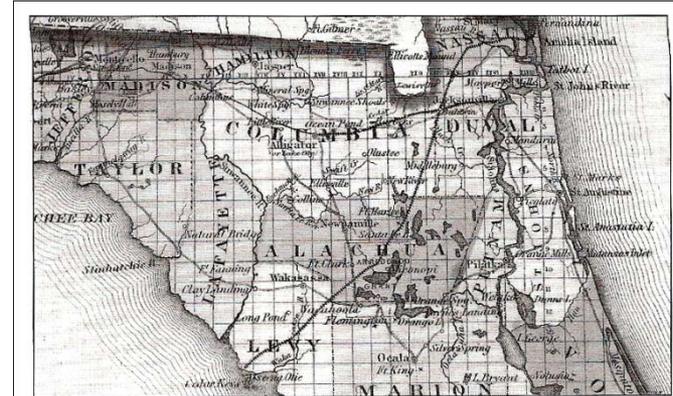
# Gainesville Downtown Community Plaza

- Location
- People
- Central to Gainesville



# History of Downtown Gainesville and the Plaza

- 490 The Timucuan Indians
- The Establishment of Agriculture
- 1500 The Spanish Possession of FL
- The Establishment of Cattle Ranching
- La Chua Ranch
- 1821 Spanish gave FL to the US
- 1850 David Yulee Railroad
- 1861 Civil War
- 1867 Trade Established



- Cedar Key to Fernandina
- Gainesville's Location
- Downtown Marketplace
- 1906 UF Classes Begin
- Construction of Apartment Buildings
- The Establishment of Sprawl



# Goals and Objectives

- People
- Increase Tax Base
- Amenity for Gainesville
- Amenity for Hampton Inn
- Circulation
- Art, Fun, and Memories, ...



# Plaza Site Description



# Plaza Contextual Buildings

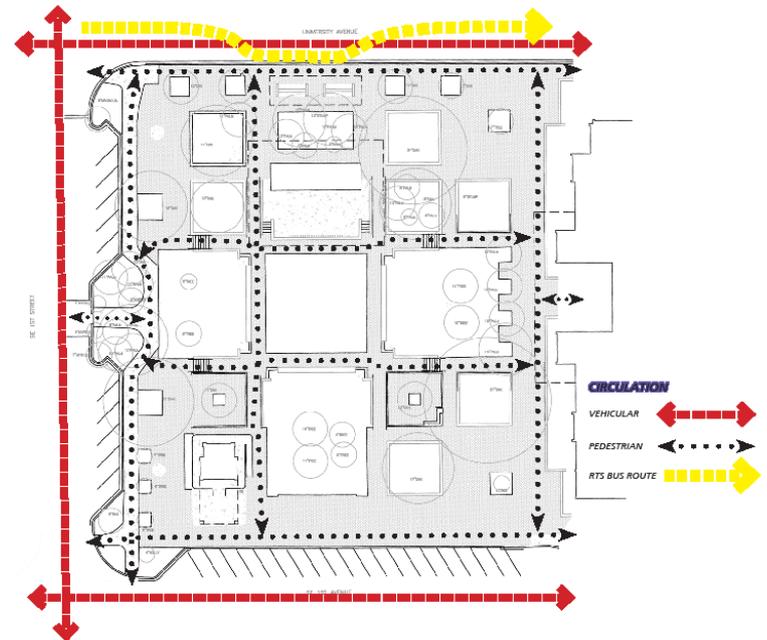
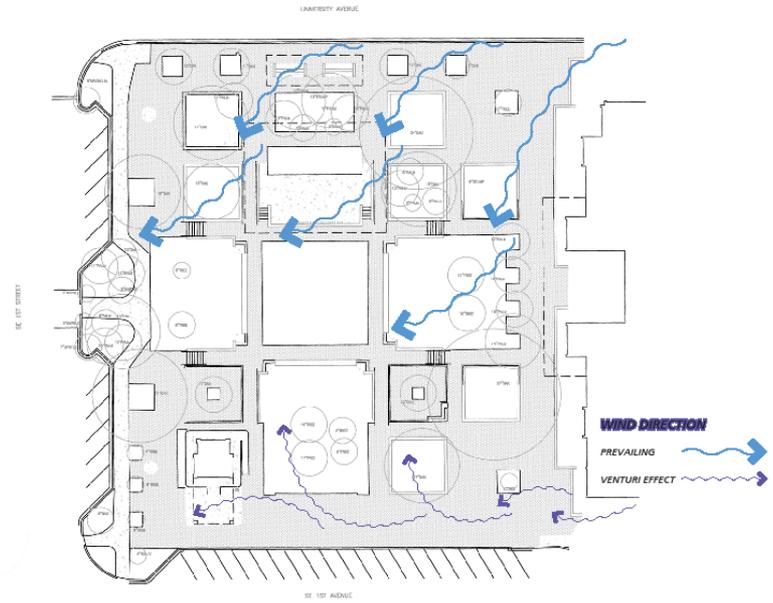
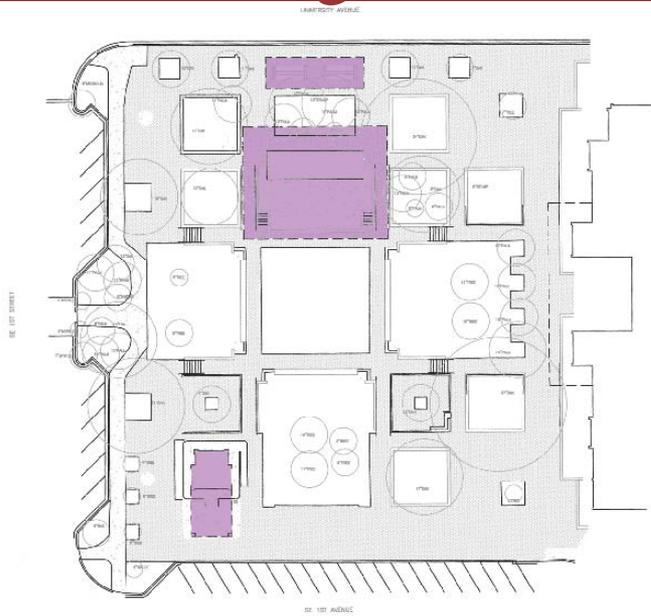


## Case Studies

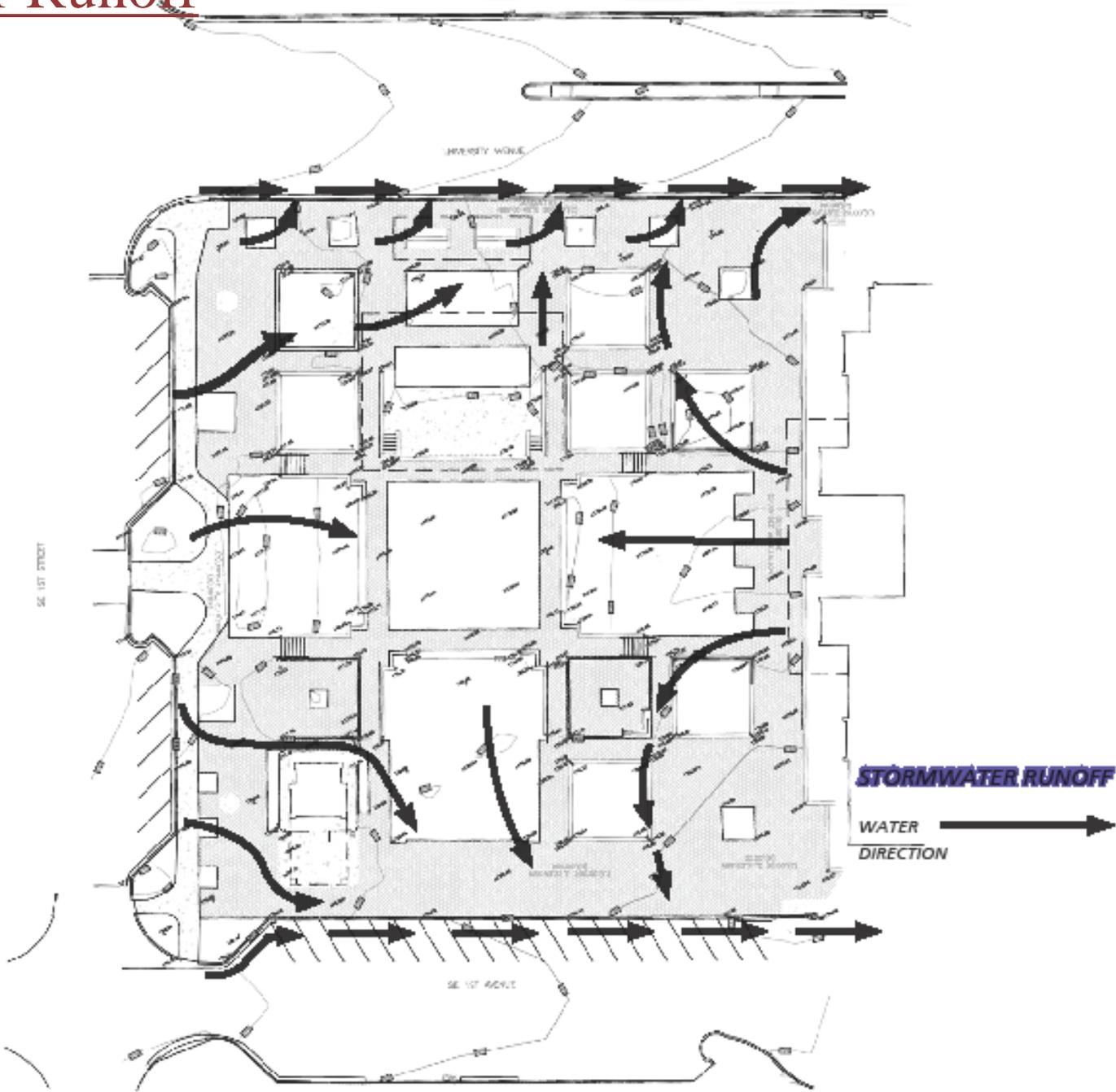
- Bryant Park, NY
- Savannah Squares, GA
- Union Square, SF



# Plaza Existing Conditions



# Stormwater Runoff



# Surrounding Green Spaces



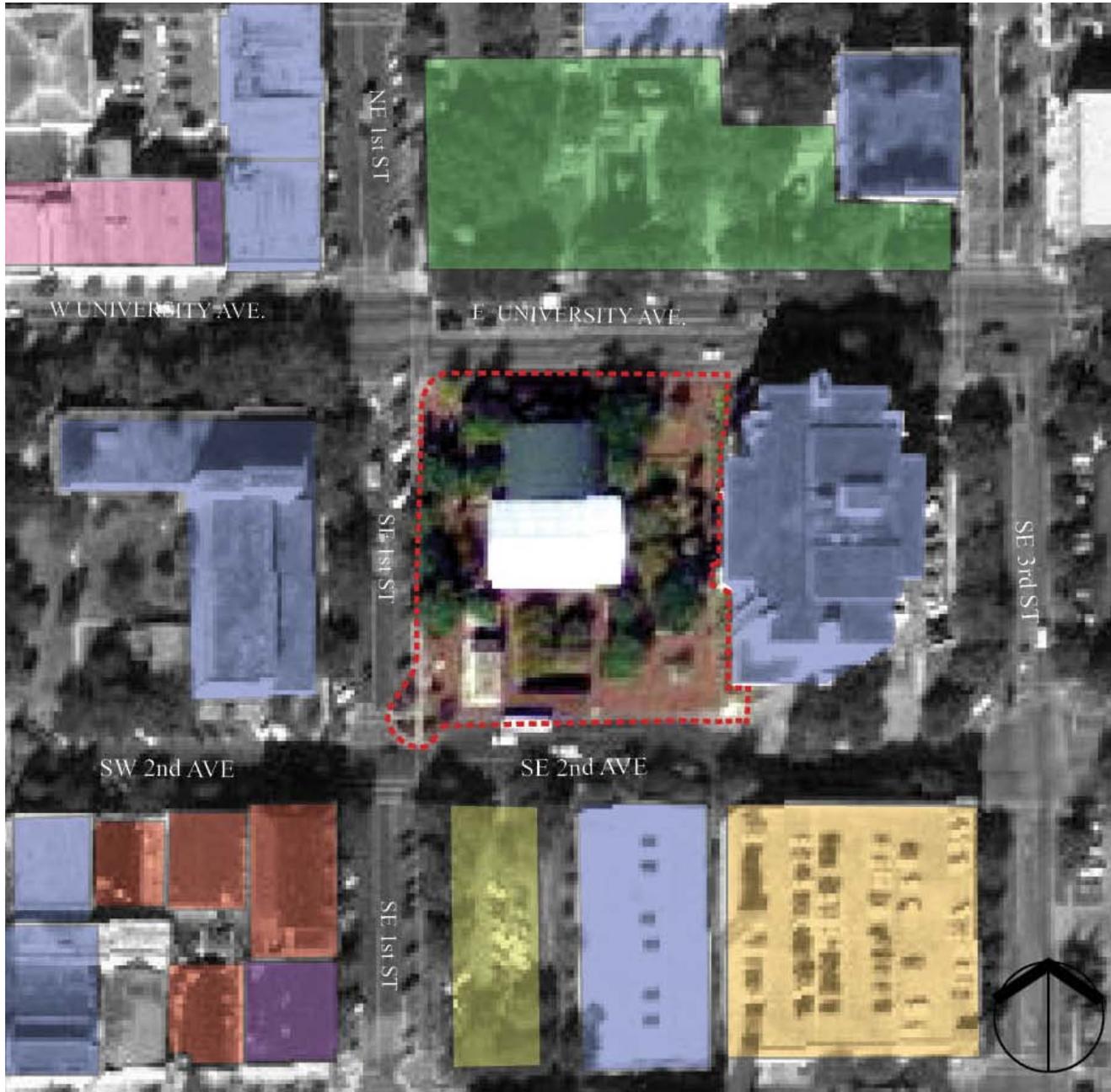
City Hall Park

Co.  
Bld.  
Park

Sweetwater Park

Sweetwater Park

# Plaza Edge Association

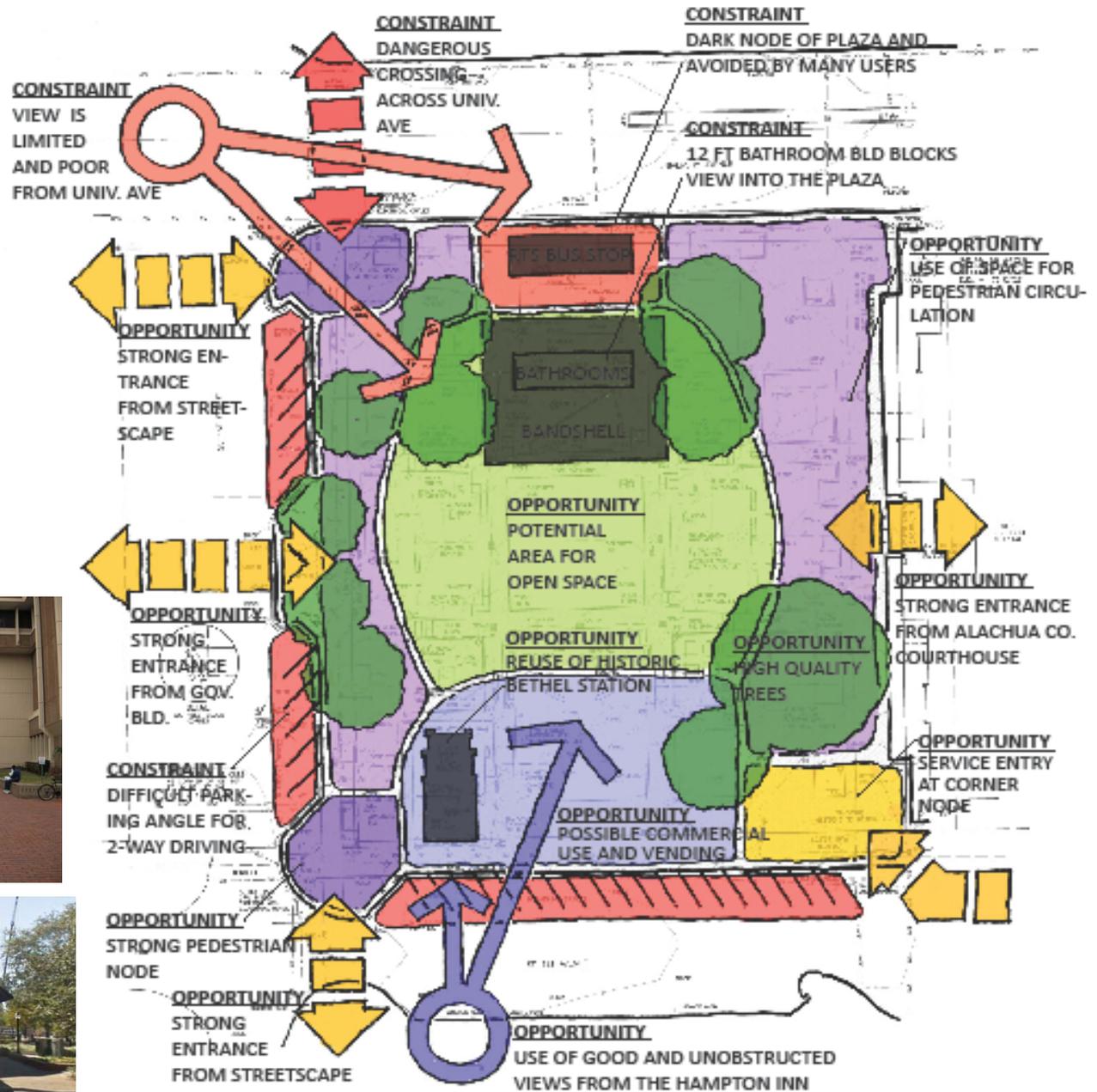


-  Gov. Blds and Office Space
-  Green Space
-  Night Life
-  Shopping
-  Restaurants
-  Hotel
-  Parking

# City Axis and Anchoring

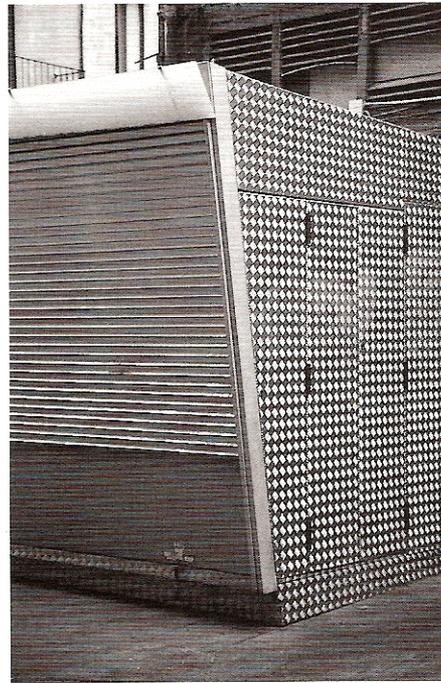


# Site Synthesis

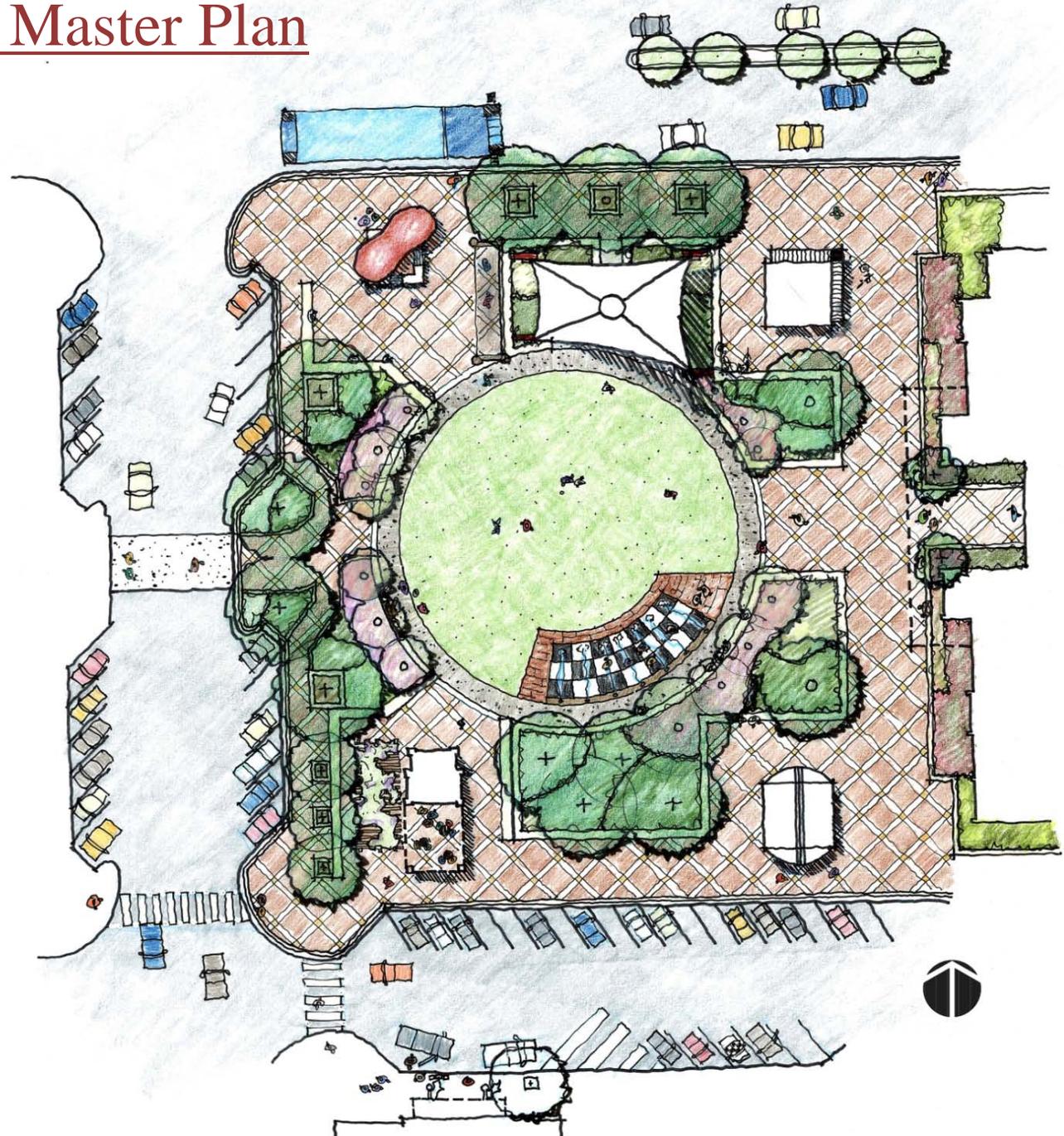


# Program

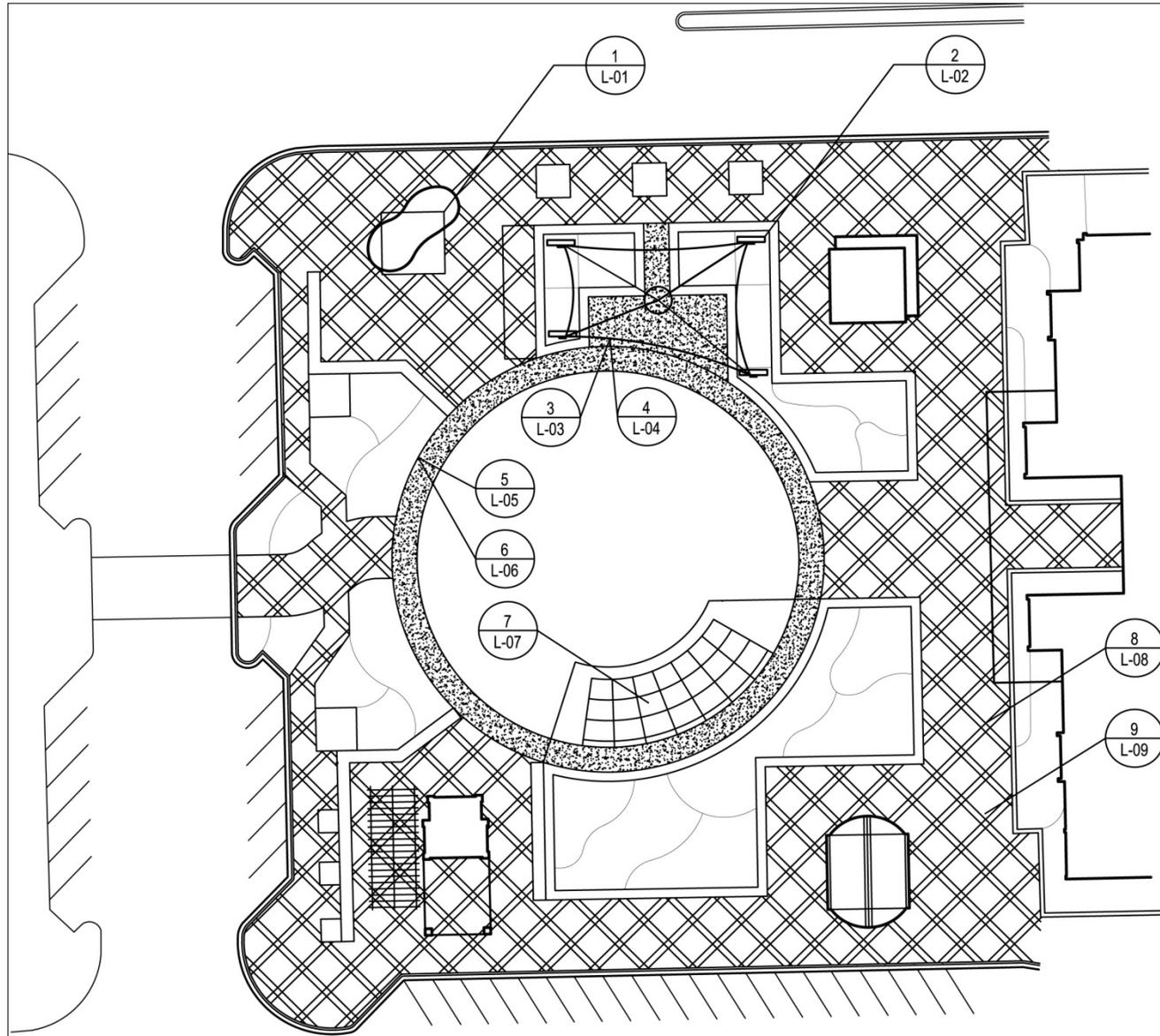
- Transportation Hub
- Desirable Lunch Destination
- Amenity for Gainesville
- Amenity for Hampton Inn Guests
- Opportunity for Art and Pictures
- Memorable Experience
- Bike Rentals
- Splash Pad for Children and Families
- Small Amphitheater
- Serves as a Location for Events
- Temporary Business Structure
- Pay Restrooms/Advertising
- Vending
- Christmas Tree Lighting



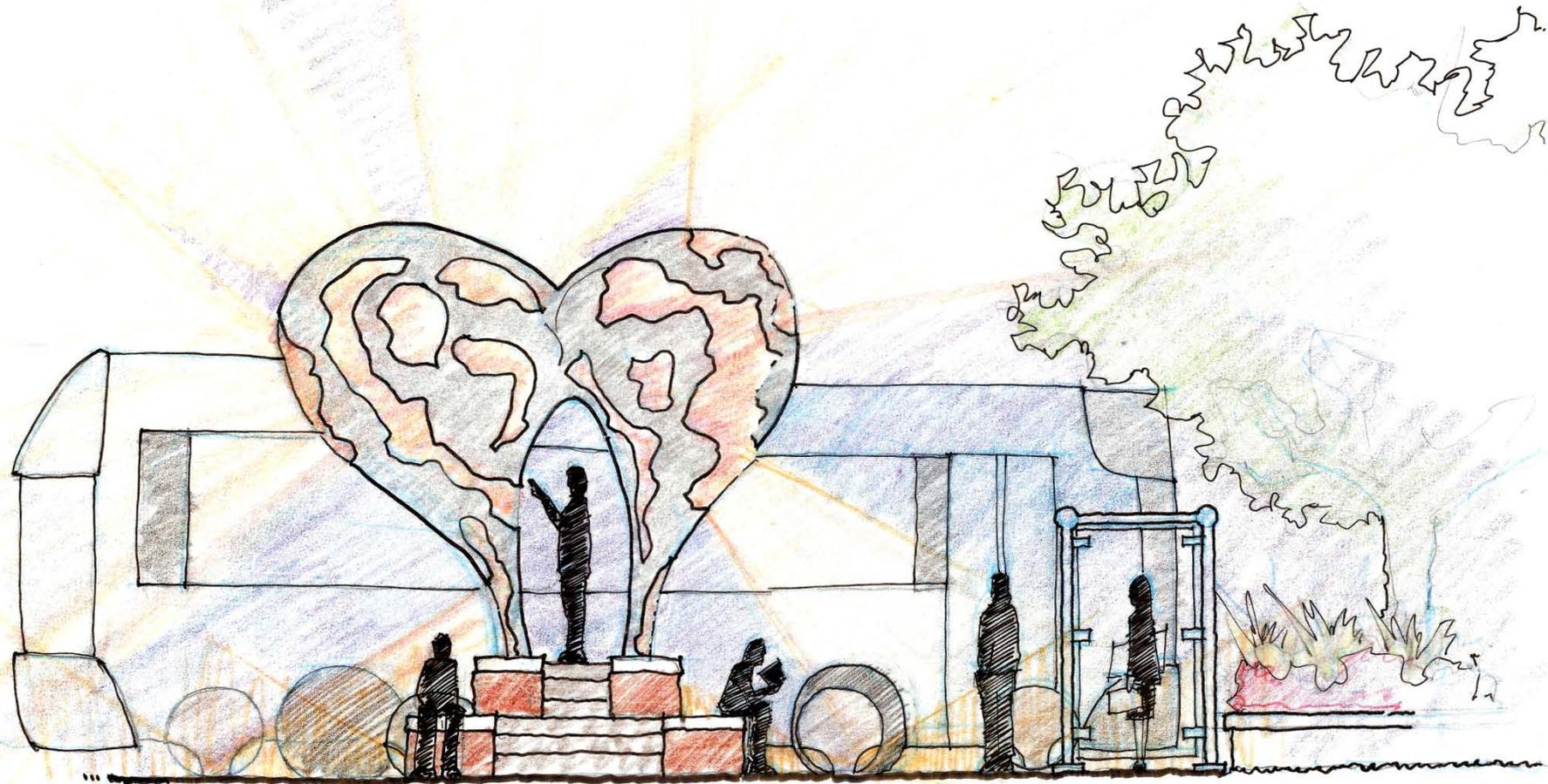
# Concept Master Plan



# Hardscape Reference



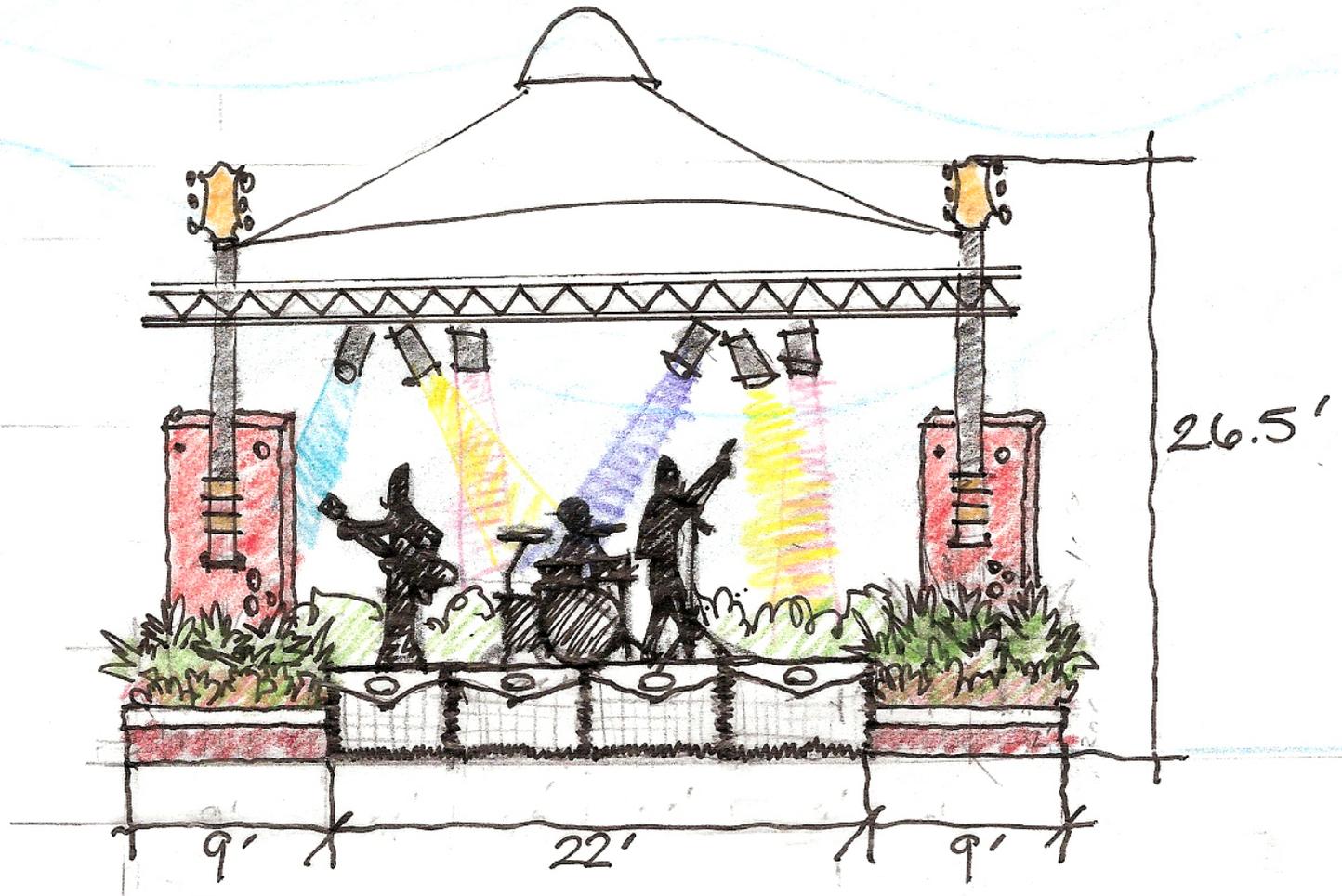
# Hardscape Vignette



1  
L-01

RTS Bus Stop with Heart of Gainesville Sculpture

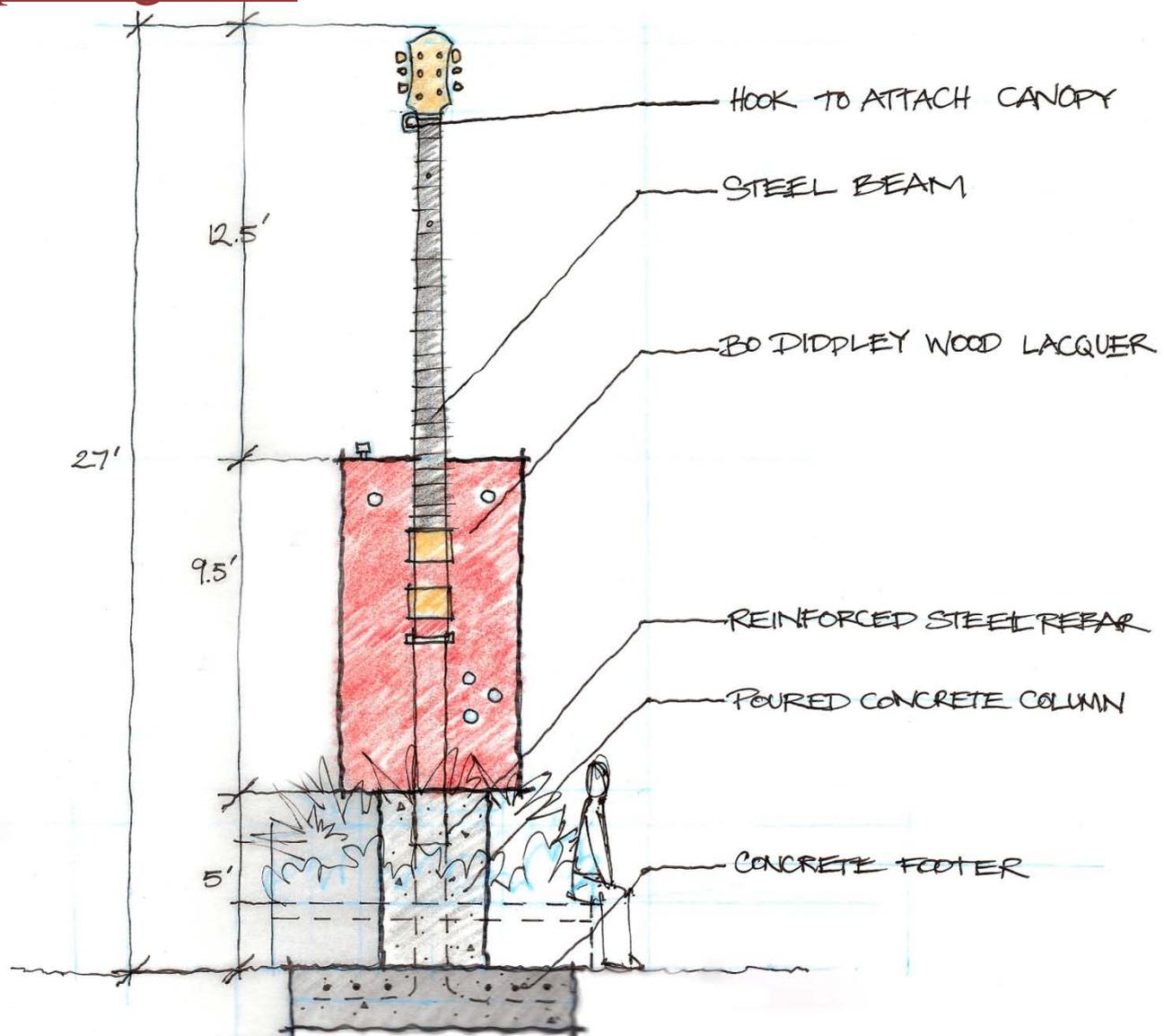
# Hardscape Vignette



3  
L-03

Stage Amphitheater

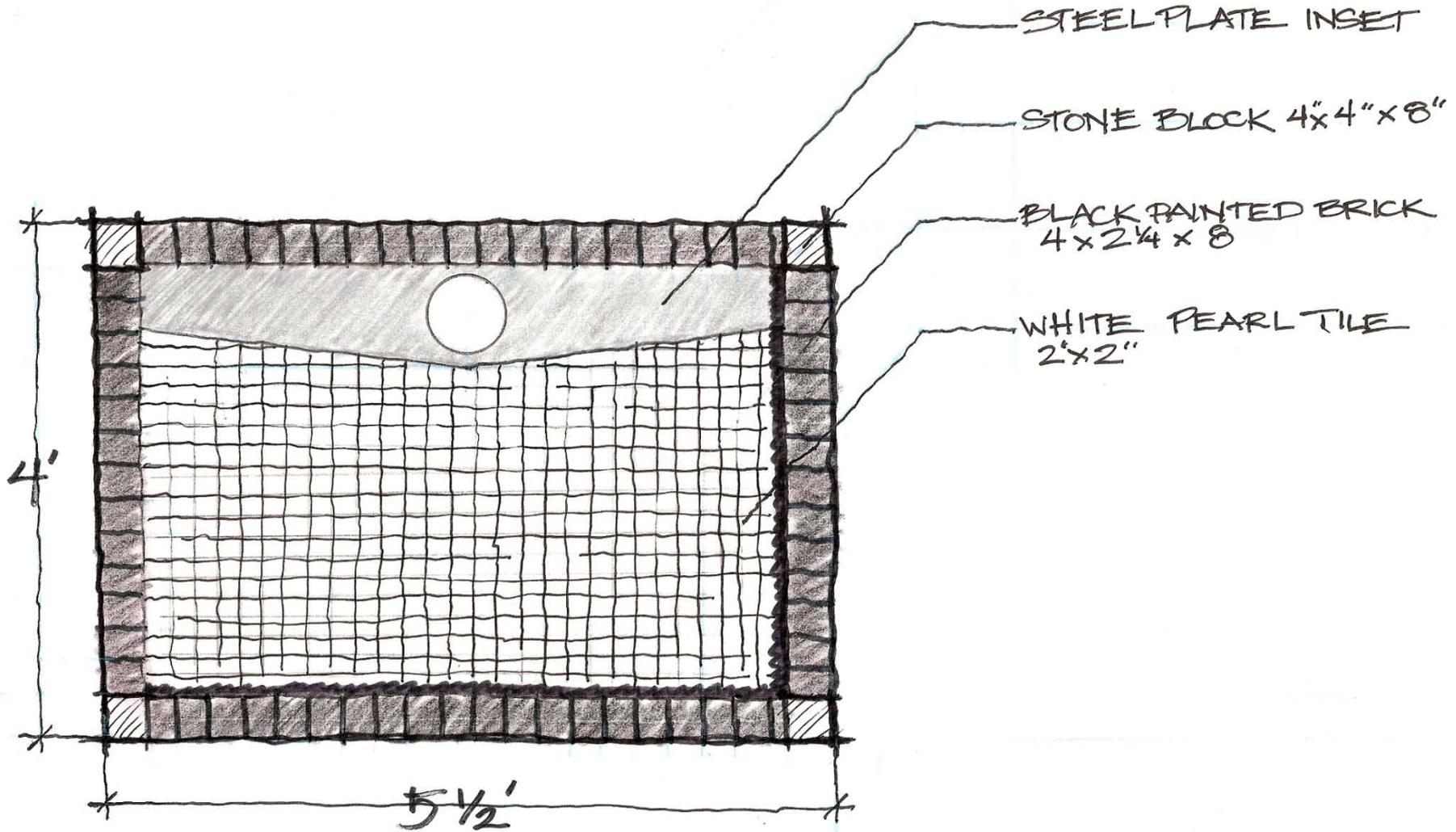
# Hardscape Vignette



2  
L-02

Bo Diddley Guitar Stage Column

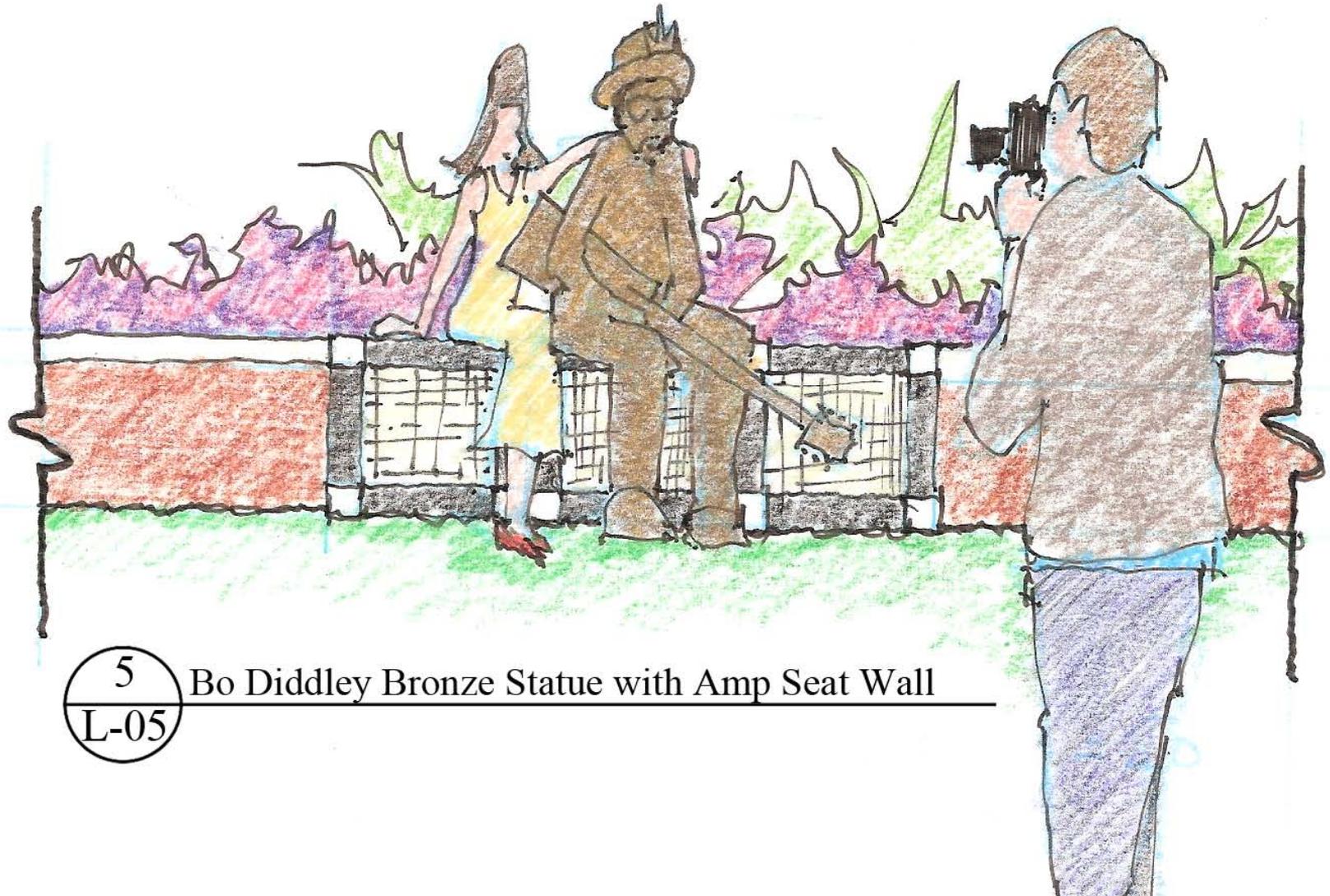
# Hardscape Vignette



4  
L-04

Amplifier Stage Facade

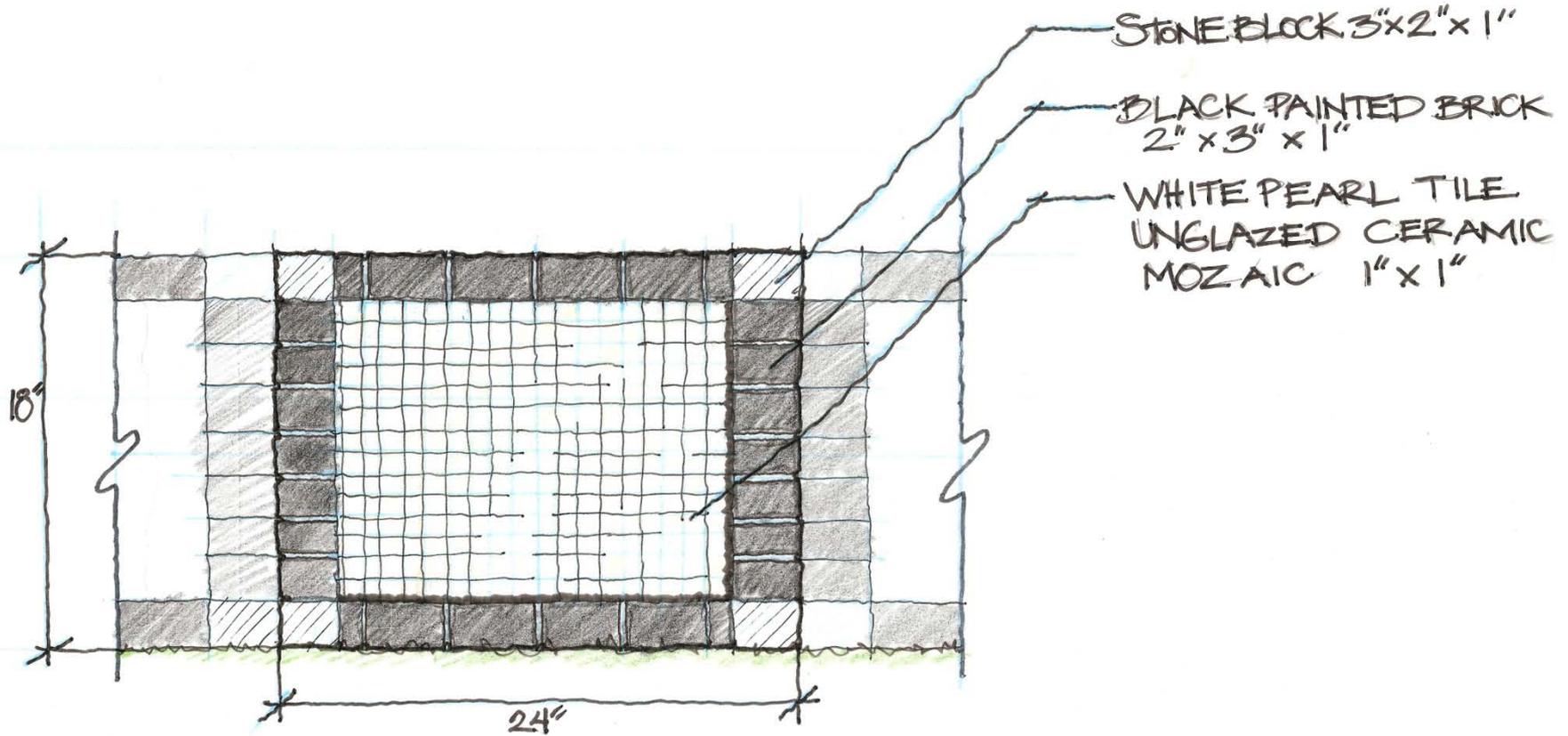
# Hardscape Vignette



5  
L-05

Bo Diddley Bronze Statue with Amp Seat Wall

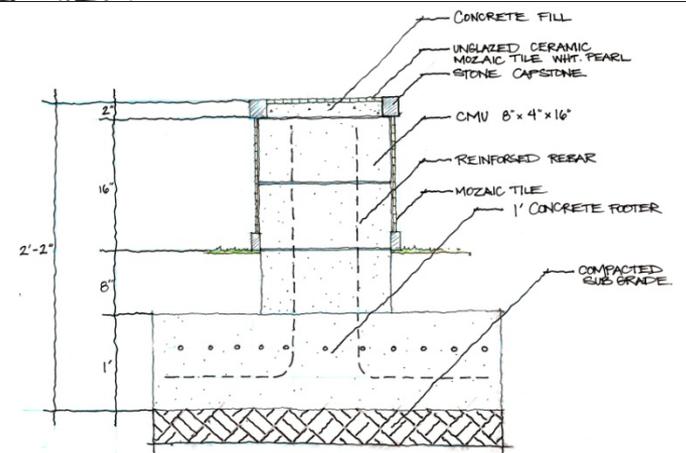
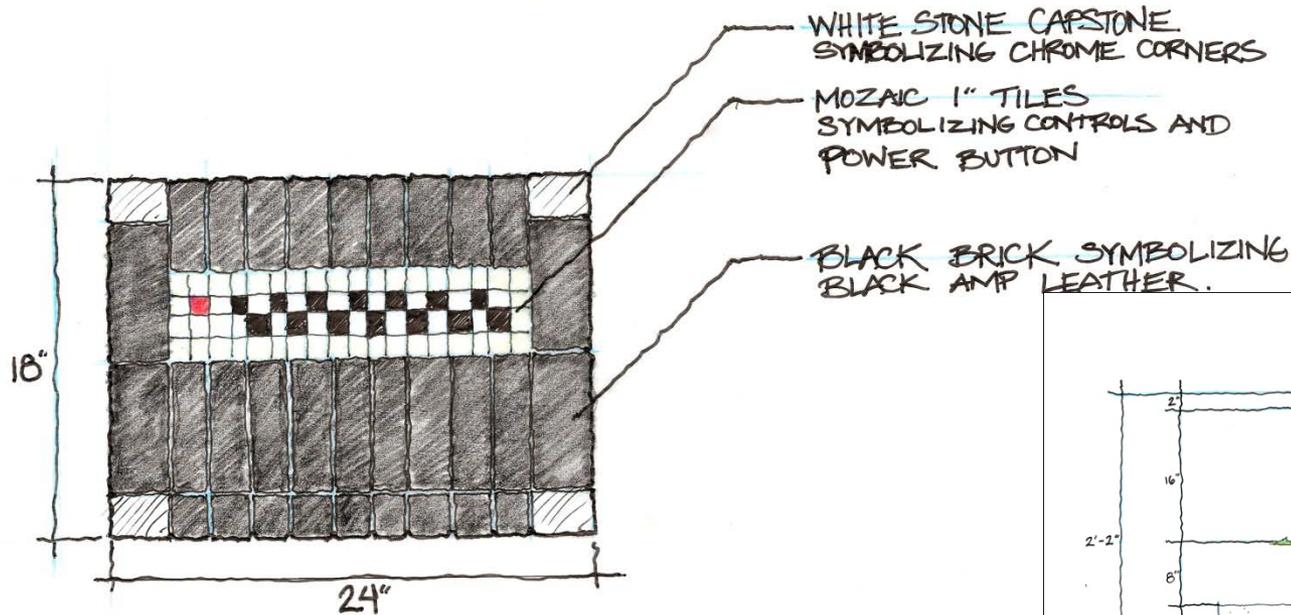
# Hardscape Vignette



6  
L-06

Amplifier Seat Wall

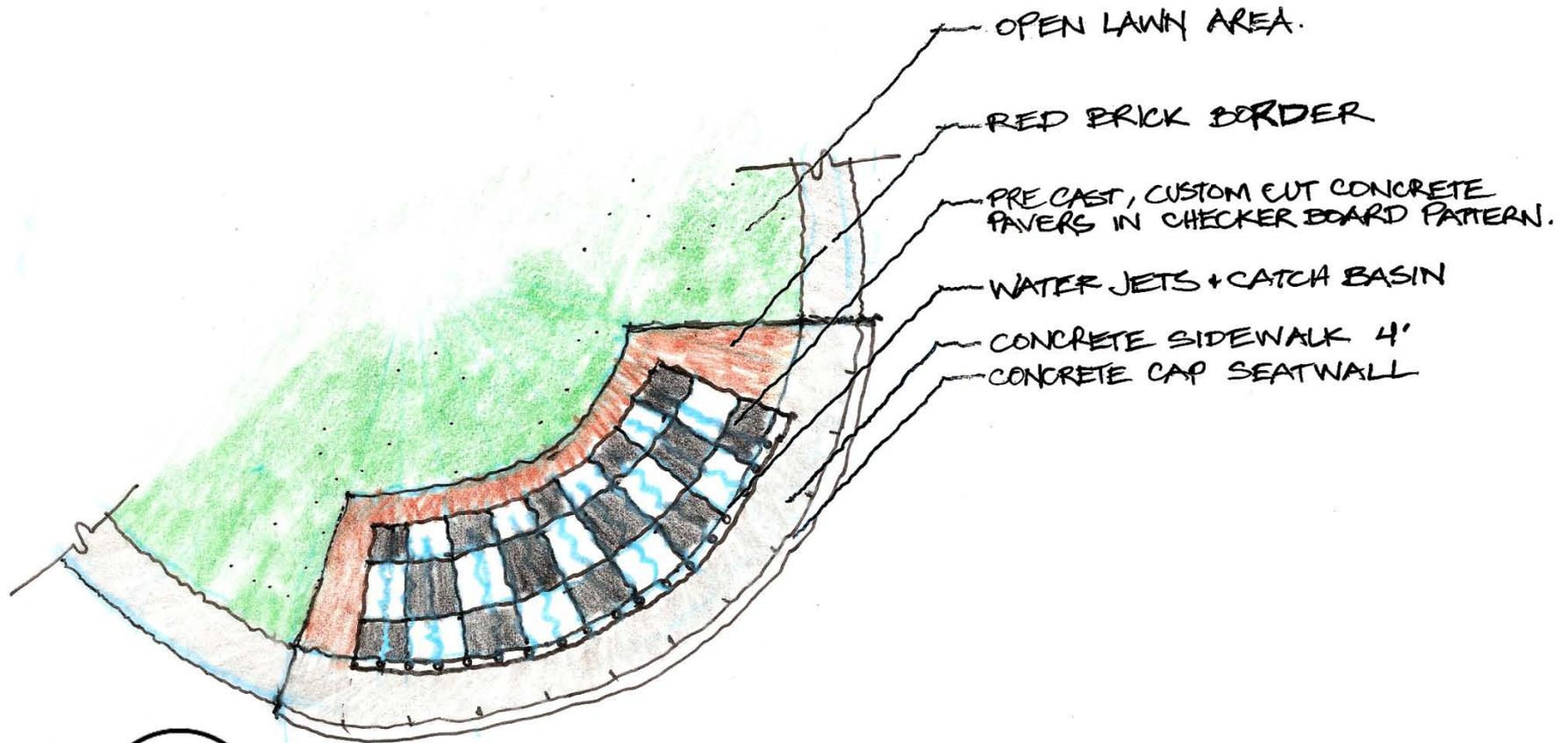
# Hardscape Vignette



7  
L-07

Top of Amplifier Seat Wall

# Hardscape Vignette



8

Splash Pad

L-08





*Chionanthus virginicus* White Fringe Tree



*Lagerstroemia indica* Crape Myrtle

*PLANTING IMAGEBOARD*



*Quercus virginiana* Live Oak



*Serenoa repens* 'Cinera'  
Silver Saw Palmetto



*Hamelia patens* Firebush



*Liriope muscari* Evergreen Giant Liriope



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Red Tip



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Ruby Loropetalum



*Trachycarpus fortunei* Windmill Palm



*Zamia pumila* Coontie



*Dryopteris erythrosora* Autumn Fern



*Rhapis excelsa* Lady Palm

GAINESVILLE'S  
DOWNTOWN  
COMMUNITY  
P L A Z A



# Plant List

Number	Key	Botanical Name	Common Name	Size/Root Ball/Container	Comments
<b><u>ACCENT TREES:</u></b>					
4	Chi vir	Chionanthus virginicus	White Fringe Tree	48" O.A./7 Gal. Cont.	Full/Plant as shown or 36" O.C.
8	Lag ind	Lagerstroemia indica 'Natchez'	White Crape Myrtle	12' hgt. X 7' spd./65 Gal. Cont.	Full/multi-trunk/4 trunks min./3" Cal. Min.
<b><u>CANOPY TREES:</u></b>					
4	Que vir	Quercus virginiana	Live Oak	18' hgt. X 12' spd./200 Gal. Cont.	Full/single straight trunk/6-1/2" Cal. Min./6' C.T.
<b><u>PALMS &amp; CYCADS:</u></b>					
6	Rha exc	Rhapis excelsa	Lady Palm	4' O.A./10 Gal. Cont.	Full head/7 canes min./Staggered cane height
55	Ser rep	Sereona repens 'Cinerea'	Silver Saw Palmetto	20" O.A./3 Gal. Cont.	Full/5 fronds min./30" O.C.
<b><u>TALL SHRUBS:</u></b>					
23	Mah for	Mahonia fortunei	Chinese Mahonia	30" O.A./3 Gal. Cont.	Full/Plant as shown or 30" O.C.
<b><u>MEDIUM SHRUBS:</u></b>					
78	Ile vom	Ilex vomitoria 'Schellings Dwarf'	Schellings Dwarf Yaupon	20" O.A./3 Gal. Cont.	Full/Plant 24" O.C.
147	Lor chi	Loropetalum chinensis rubrum	Ruby Loropetalum	24" O.A./3 Gal. Cont.	Full/Plant as shown or 30" O.C.
100	Pho fra	Photinia x fraseri	Red Tip	20" O.A./3 Gal. Cont.	Full/Plant 24" O.C.
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In Conclusion...

