

REVIVAL

re·viv·al
renewed attention or restoration of force, validity, or effect

The location of this project creates an opportunity for Greenville residents and visitors to be embraced by the community's art and culture as they enter the city. My goal was to restore and enhance the existing beauty of the community through art. By showcasing the artistic talent existing in their own home, Greenville residents' pride and honor of their community can continue to flourish in this rapidly changing city. My concept would allow local artists to display their work and show visitors the creative side of Greenville.

By creating a variety of spaces to enjoy time outdoors, I hope to increase sociability and a stronger sense of community within the surrounding areas. A main theme in my concept follows the idea of promoting walkability, movement, connectivity, and health and wellness. This space was designed to include people of all ages and backgrounds to come together and enjoy a space made Greenville for Greenville.



ALEXA VILLA, LARC 2550.
COMMUNITY DESIGN STUDIO

MASTER PLAN



- 1 ENTRANCE 1
- 2 ENTRANCE 2
- 3 TOWNHOMES
- 4 PARKING GARAGE
- 5 MIXED USE BUILDING 1
- 6 GREEN FIELD
- 7 MIXED USE BUILDING 2
- 8 COMMUNITY GARDEN
- 9 PLAZA
- 10 SPLASH PAD
- 11 MURAL WALK
- 12 ART WALK
- 13 ART CROSSWALK

PLANT LIST AND MATERIALS



Acer saccharinum, Silver Maple



Carpinus betulus/ European Hornbeam



Cornus kousa/White Kousa Dogwood



Quercus phellos/Willow Oak



Quercus phellos/Willow Oak



Hemerocallis lilioasphodelus/ Daylily



Heuchera/ Coral Bells



Hosta Sp./ Hosta



Hylotelephium spectabile/ Sedum Autumn Joy



Juniperus communis/ Juniper



Thymus serpyllum/ Creeping Thyme



Bouteloua dactyloides/ Buffalo Grass



Geopolymer Concrete



Teak Wood



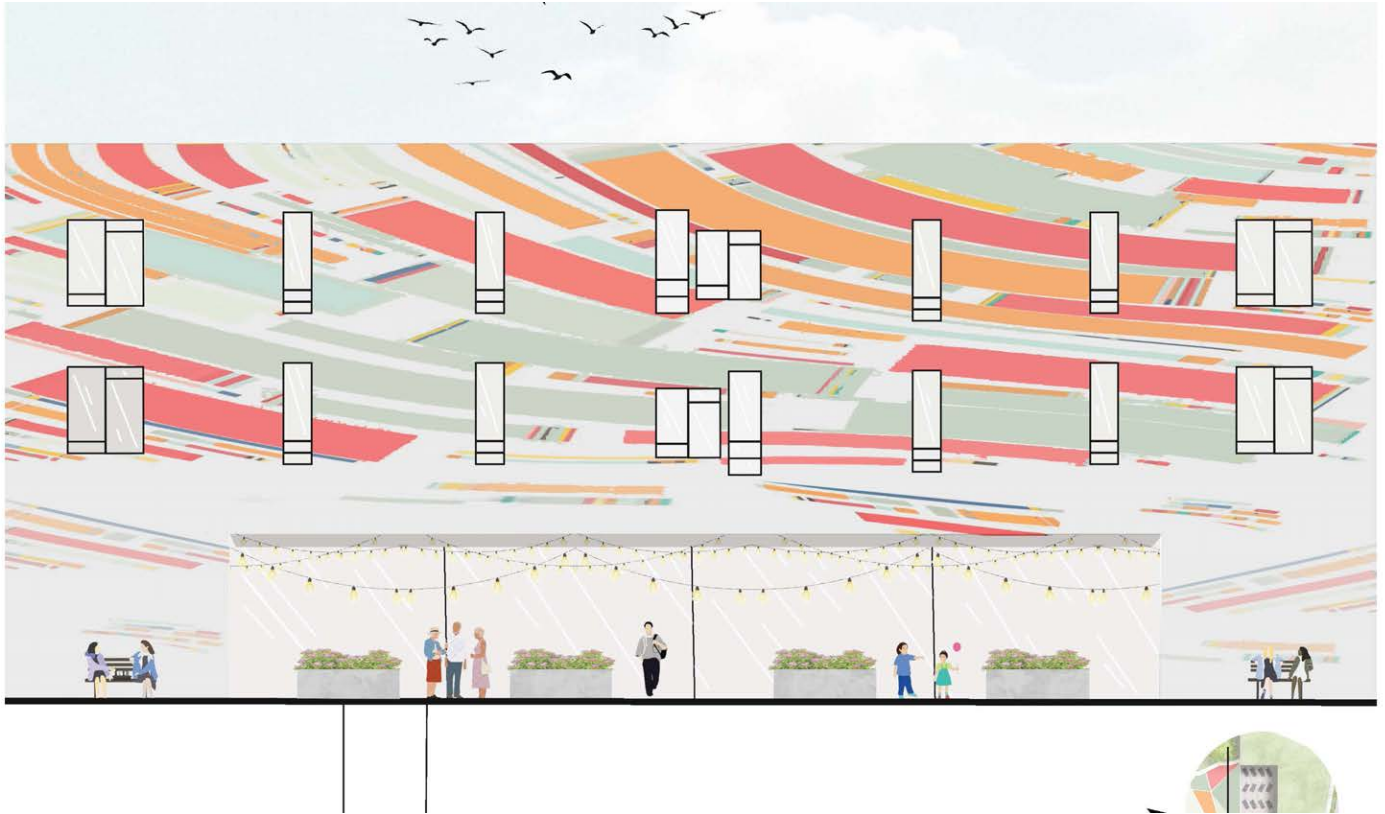
This art walk consists of murals created by local artists to showcase the arts of Greenville. It is a space for the community to collaborate in and display the local talent. It is a unique attraction for those passing by to get a sense of the heart of the city.





This plaza is the heart of the site. It's bright colors and usage of unique geometry make for a vibrant, lively area.





POTOMAC

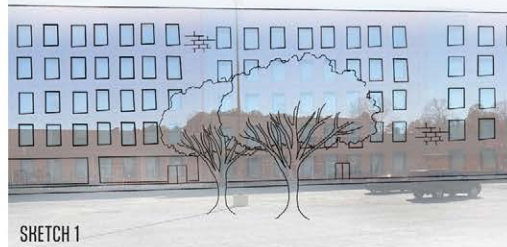
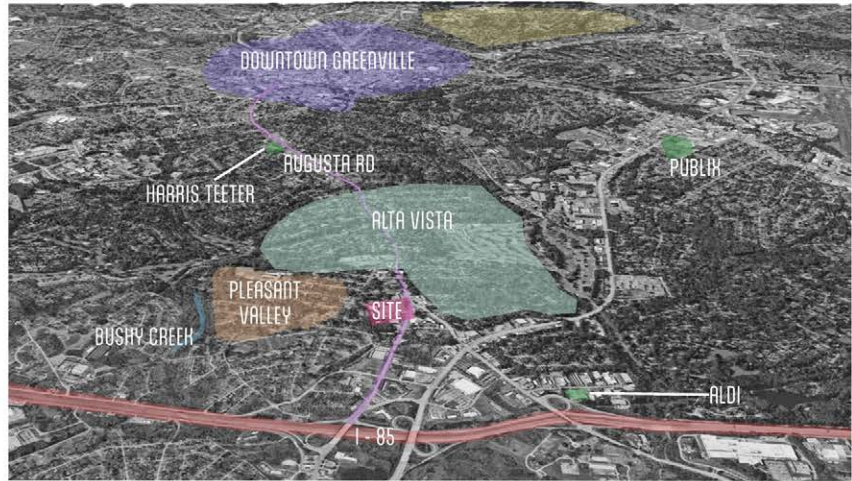
Greenville, South Carolina

As the city of Greenville continues to expand, its surrounding neighborhoods have been experiencing the pressures of development to compensate for growth. The site, Potomac Square, sits along the Augusta Rd corridor and serves as a gateway from I-85 into downtown. Because of its location it has been zoned as a higher-density node set for mixed-use redevelopment.

The design proposal is centered around creating a resilient and equitable space that does not compromise the character or integrity of existing and neighboring sites. It also tackles existing infrastructure issues such as storm water management as well as the lack of affordable housing.

The inspiration for the design is early mid-century brick architecture seen in Greenville, specifically along Augusta road. Historic Claussen Bakery, located just north of Potomac Square, is a 1930's brick factory which has been converted into commercial and office space. Also, inspiration is seen from the Pickwick Pharmacy which sits across the street from Potomac Square. It is a historic pharmacy which opened its doors in the late 30's. Spaces like this illustrate the importance of existing history in the corridor. We wanted to imitate and expand upon these buildings' unique history and illustrate strength through generational support. Whereas such as the topography and hydrology of the site, which encourage runoff from the expansive landscapes, have been combated through grading and vegetative plantings. The site design proposes a more flat topography with a slight slope in order to manage stormwater. Moreover, there are rain gardens, permeable pavers, and an increase in tree canopy and green space. Also, the design for the residential building encourages sustainable living through green roofs, natural plantings, as well as agricultural beds. The existing creek at the bottom of the site will improve in condition as water will be filtered before it reaches the creek.

This design proposal offers opportunity for affordable housing as there is a large residential building which can accommodate a growing population. Accommodation is also increased by the site's improved walkability. The site is designed so that auto traffic is forced to one street. Parking is incorporated into the buildings to decrease the overall landscapes. There are pathways throughout the entire site to help with connectivity with Augusta Road and adjacent neighborhoods.



SKETCH 1



SKETCH 2

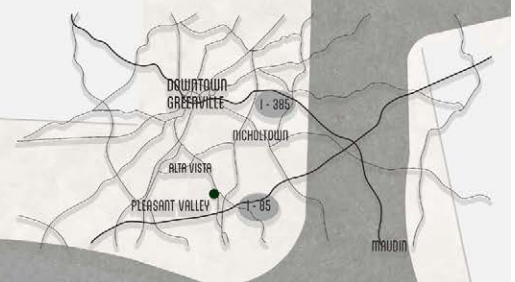


GINGER WHITE | CASSE COVINGTON
LARC2250 | COMMUNITY DESIGN STUDIO

LEGEND

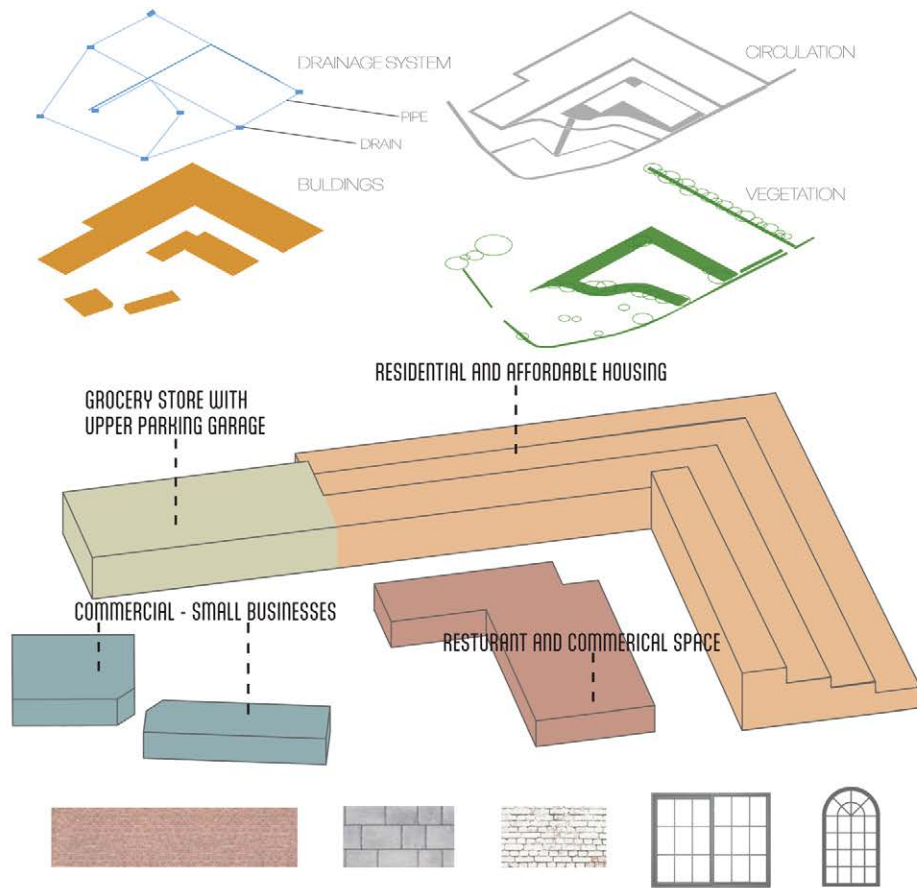
- 1 SERVICE ROAD
- 2 GRASS TERRACE
- 3 AGRICULTURAL TERRACE
- 4 NATIVE GRASSES TERRACE
- 5 SOLAR PANELS
- 6 GREEN SPACE
- 7 RESTAURANT / SMALL BUSINESS

- 8 RESIDENTIAL / COMMERCIAL BUILDING
- 9 OUTDOOR SEATING AREA
- 10 PLANTED GREEN SPACE
- 11 PARKING GARAGE / GROCERY STORE
- 12 ELEVATED CROSSWALK
- 13 PLAZA
- 14 COMMERCIAL / OFFICE BUILDING



SCALE: 1" = 32' - 0" N

GINGER WHITE | CASSE COVINGTON
LARC2250 | COMMUNITY DESIGN STUDIO



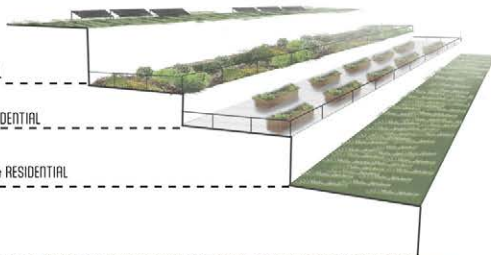
GINGER WHITE | CASSE COVINGTON
LARC2250 | COMMUNITY DESIGN STUDIO

5TH Floor
38' Wide & 20' Tall
SOLAR PANELS & RESIDENTIAL

4TH Floor
38' Wide & 10' Tall
NATURAL GRASS PLANTING & RESIDENTIAL

3RD Floor
38' Wide & 15' Tall
AGRICULTURAL PLANTING BOXES & RESIDENTIAL

1ST & 2ND Floor
38' Wide & 25' Tall
GREEN ROOF - GRASS
COMMERCIAL & RESIDENTIAL



GINGER WHITE | CASSE COVINGTON
LARC2250 | COMMUNITY DESIGN STUDIO

BOSWALE	Obident Plant	<i>Physostegia virginiana</i>
	Florida Anise	<i>Illicium floridanum</i>
	Solomon's Seal	<i>Polygonatum sp.</i>
STREET	Coral Bells	<i>Heuchera sp.</i>
	River Oats	<i>Chasmanthium latifolium</i>
	Stokes Aster	<i>Stokesia laevis</i>
ORNAMENTAL	Cardinal Flower	<i>Lobelia cardinalis</i>
	Arrowwood Viburnum	<i>Viburnum dentatum</i>
	Bee Balm	<i>Monarda didyma</i>
BUFFER	Arrowwood Viburnum	<i>Viburnum dentatum</i>
	Crape Myrtle	<i>Lagerstroemia indica</i>
	Persian Parrotia	<i>Parrotia persica</i>
GRASS	Sweetbox	<i>Sarcococca confusa</i>
	Zelkova	<i>Zelkova serrata</i>
	White Fringe Tree	<i>Chionanthus virginicus</i>
	Redbud	<i>Cercis canadensis</i>
	Yew Plum Pine	<i>Podocarpus macrophyllus</i>
	Willow Oak	<i>Quercus phellos</i>
	European Hornbeam	<i>Carpinus betulus</i>
	Carolina Silverbell	<i>Halesia carolina</i>
	Persian Parrotia	<i>Sarcococca confusa</i>
	Tea Olive	<i>Osmanthus fragrans</i>
	Big Leaf Hydrangea	<i>Hydrangea macrophylla</i>
	Cherry Laurel	<i>Prunus laurocerasus</i>
	Paperbush	<i>Edgeworthia chrysantha</i>
	Sweet Pepperbush	<i>Clethra alnifolia</i>
	Chinese Fringe	<i>Loropetalum chinense</i>
	Glossy Abelia	<i>Abelia x grandiflora</i>
	Cleyera	<i>Cleyera japonica</i>
	American Holly	<i>Ilex opaca</i>
	Yaupon Holly	<i>Ilex vomitoria</i>
	Sweetbay Magnolia	<i>Magnolia virginiana</i>
	Wax Myrtle	<i>Myrica cerifera</i>
	Zelkova	<i>Zelkova serrata</i>
	Indian Grass	<i>Sorghastrum nutans</i>
	Purple Love Grass	<i>Eragrostis pectinacea</i>
	Eastern Star Sedge	<i>Carex radiata</i>
	Chinese Silver Grass	<i>Miscanthus sinensis</i>
	Muhly Grass	<i>Muhlenbergia capillaris</i>
	Bluestar	<i>Sisyrinchium angustifolium</i>

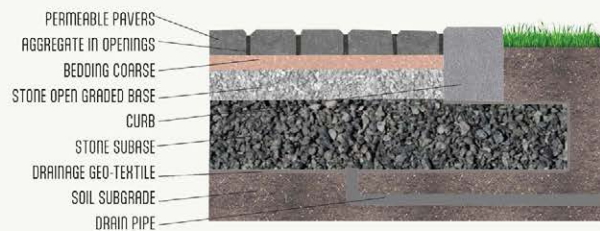
PERSPECTIVE 01 | SECTION 01

MIXED USE BUILDING WITH RESIDENTIAL, AFFORDABLE HOUSING AND COMMERCIAL SPACE | BUILT WITH A TERRACED ROOF FOR THE INTENTION OF MITIGATING THE HEIGHT DIFFERENCE BETWEEN NEW DEVELOPMENT AND EXISTING HOUSING | GREEN ROOFS TO IMPLEMENT SUSTAINABLE PRACTICES ON WHAT WOULD TYPICALLY BE AN UNUSED SPACE

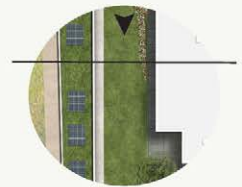




SECTION 01



PASSIVE RECREATIONAL GREEN SPACE | FUNCTIONS AS A GREEN PLAZA AND A CONNECTION BETWEEN RESIDENTIAL AND COMMERCIAL SPACE | DESIGNED WITH THE INTENT OF SERVING AS AN EVENT SPACE



GINGER WHITE | CASSE COVINGTON
LARC2250 | COMMUNITY DESIGN STUDIO



SECTION 02

BIOSWALE / RAIN GARDEN

SMALL BUSINESS AND OFFICE SPACE | STREET SCAPE WITH BIOSWALE / RAIN GARDEN TO MANAGE STORMWATER RUNOFF AND DRAINAGE FROM AUGUSTA ROAD | AUTO TRAFFIC ENTRANCE TO SITE WITH 30 DEGREE PARKING ON BOTH SIDES OF STREET



GINGER WHITE | CASSE COVINGTON
LARC2250 | COMMUNITY DESIGN STUDIO

PERSPECTIVE 02

ROADWAY WITH ACCOMPANYING GREENSPACE | VIEWS OF RESTAURANT AREA AND GROCERY STORE / PARKING GARAGE | RAIN GARDEN PARKING ISLANDS AS ENTRANCE TO SMALL MIXED USE AREA



GINGER WHITE | CASSE COVINGTON
LARC 2550 | COMMUNITY DESIGN STUDIO

PERSPECTIVE 03

GATEWAY FROM AUGUSTA ROAD INTO POTOMAC SQUARE | DESIGNED WITH THE INTENT TO BRING HOSPITALITY TO LOCALS AND VISITORS AS THEY ENTER GREENVILLE FROM I - 85 | LARGE OPEN PLAZA FOR SOCIAL INTERACTION AND TO PROMOTE COMMUNITY BUILDING



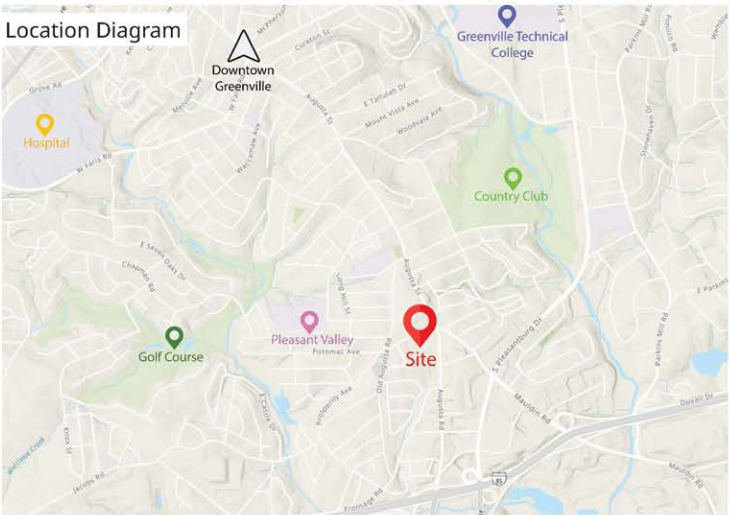
GINGER WHITE | CASSE COVINGTON
LARC 2550 | COMMUNITY DESIGN STUDIO

POTOMAC SQUARE

CONCEPT STATEMENT: We wanted to focus on creating a space that fit the community's needs in a multitude of ways. We did this by implementing affordable apartments, utilizing storm water retention, including a grocery store, and by creating a vast greenspace to explore and relax in. We also designed an array of micro spaces that complement and enhance our design while also connecting the built and natural environment. Our ideas were not only focused on improving the area itself but also on strengthening the community and catering to them directly.

Duncan James & Kendall Starr | Hannah Slyce, MLA | February 2024 | LARC 2550

Location Diagram



Site in its original condition



Preliminary Precedent | Bridge Park, Dublin, Ohio



Other Preliminary Precedents



POTOMAC SQUARE

Duncan James & Kendall Starr | Hannah Slyce, MLA | February 2024 | LARC 2550

Precedent



Tree Circle



Corten Steel Overhang



Natural Path



Microspaces

Apex Plaza Planting



Community Garden



Precedent Hamptons, Sumter, SC



Precedent Central Park West Garden



Precedent- G Regenstein Learning Campus



- Legend
- A- Townhomes
 - B- Apartments
 - C- Central Plaza
 - D- Grocery Store
 - E- Greenway Path
 - F- Central Green Space
 - G- Retention Pond
 - H- Stream
 - I- Parking

POTOMAC SQUARE

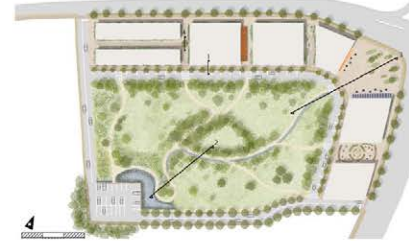
Duncan James & Kendall Starr | Hannah Slyce, MLA | February 2024 | LARC 2550



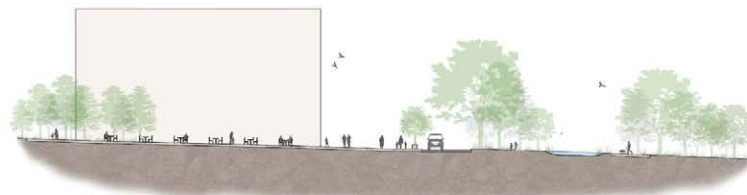
Section 1 - Streetscape



Section 2 - Creek Path



Section 3 - Before



Section 3 - After with Proposed Grade Change



Section 4 - Tree Room



Precedent



POTOMAC SQUARE

Duncan James & Kendall Starr | Hannah Slyce, MLA | February 2024 | LARC 2550

Plant Palette

Trees



Shrubs



Grasses



Perennials



Vines



Materials Palette



A - Stream Path



B - Path between buildings

