

CREATIVE PLACEMAKING

*in
downtown gastonia*

“Placemaking can be initiated by public sector projects, non-profits, or grassroots resident efforts-no matter who is involved, any of these projects can draw people, activity, civic pride and economic development.” - Manchester Connects

TOUR

- 1 Center City Park
- 2 Gaston County Administration Building (Rear Entrance)
- 3 Heritage Park
- 4 Garland Business Center (Entrance on South Street)
- 5 Rotary Pavilion



5

rotary pavilion and south st plaza

1

center city park

2

gaston admin bldg rear entrance

4

garland entrance

3

heritage park

SECOND AVENUE

American Military Museum of Gastonia

E Second A

S SOUTH STREET

FRANKLIN BLVD

DR. MURKIN WAY

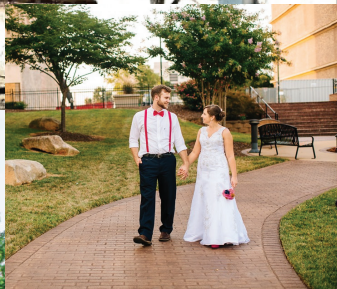
S MARIETTA STREET

E Main Ave

Georgia Conference Center

Wells F

CENTER CITY



1

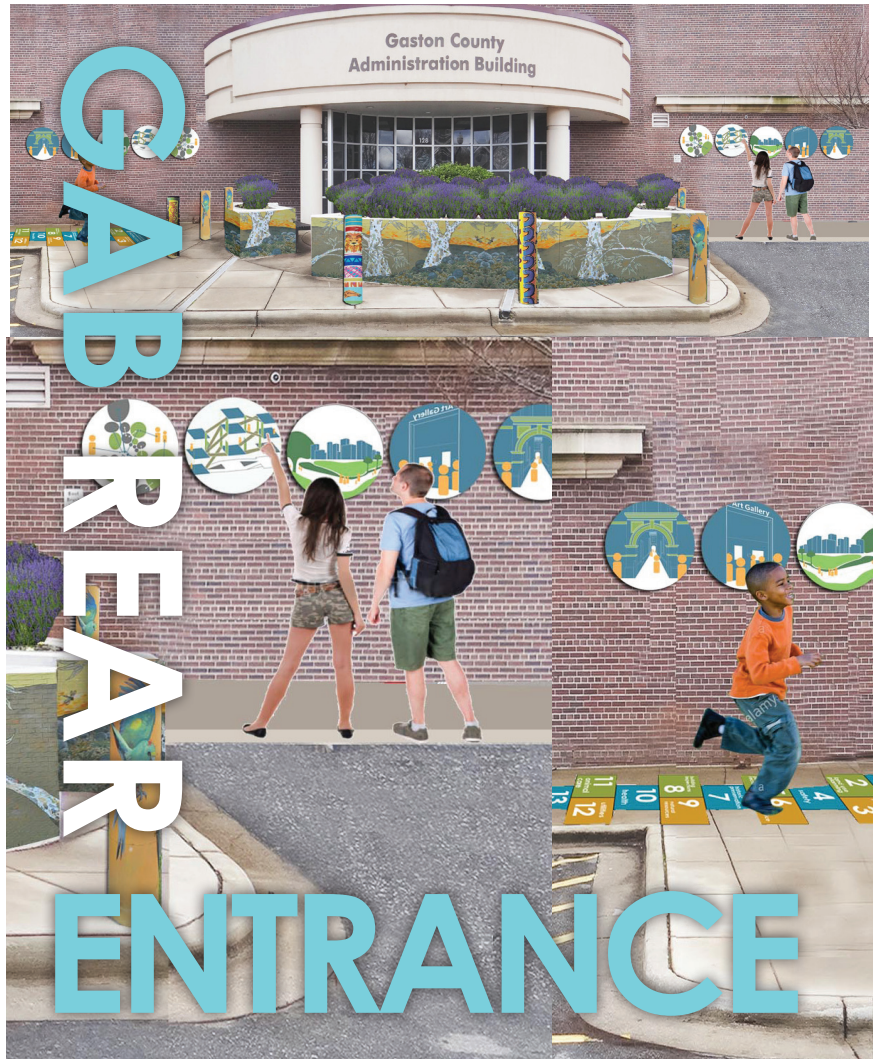
- formerly condemned building site
- vision was to temporarily beautify to attract private development
- city staff designed and constructed
- community partners added art structures on wall, free library
- home of Ghillie Dhu sculpture, donated by Keep Gastonia Beautiful
- became image of downtown Gastonia, venue for professional photography, receptions, & greenspace for those living downtown

“Good placemaking makes use of underutilized space to enhance the urban experience at the pedestrian scale to build habits of locals.”-Wikipedia

Gaston County
Administration Building

G
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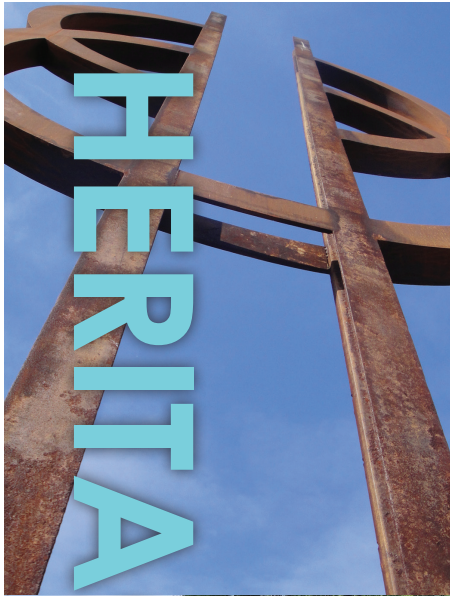
ENTRANCE



2

- concept to beautify and activate public space with tactical urbanism (temporary)
- partnership with county and city planners
- received CCOG Love Where You Live Grant
- components include community art competition for planter mural, revolving wall art gallery, hopscotch, clean graffiti
- in process, unveiling December 1

“Placemaking is both a process and a philosophy that makes use of urban design principles. It can be either official and government led, or community driven grass roots tactical urbanism, such as extending sidewalks with chalk, paint, and planters.”-Wikipedia



3

- former gas station site
- conceived as a pocket plaza along the bike/ped downtown connector to Lineberger Park
- city staff designed and built
- Keep Gastonia Beautiful dedicated sculpture “Discursus”

“Placemaking capitalizes on a local community’s assets, inspiration, and potential, with the intention of creating public spaces that promote people’s health, happiness, and well-being.”-Wikipedia

GARLAND



ENTRANCE



4

- desire to make public space more useable and beautiful
- upgraded with decorative benches and decorative concrete
- future clean graffiti mural for retaining wall/benches
- future home for “Ghillie Dhu’s Enchantment” sculpture, donated by Keep Gastonia Beautiful

“Placemaking is never “done”. Minor tweaks can be made to improve the space’s usefulness to its community over time, and regular maintenance/upkeep of facilities and amenities is a fact of life.”-Wikipedia

SSP PLAZA

&

PAVILION



5

- South Street Pedestrian Plaza was designed by UNC-Charlotte student
- Rotary Pavilion site will undergo additional design and build to include more green amphitheatre space, fun sculpture, play equipment, seating and public restrooms

“By observing how a public space is used, it is possible to gain an understanding of what the community does and does not like about it. This understanding can be used to assess what activities and amenities may be missing from the space. Even after a public space has been built, observation is key to properly managing it, and evolving it to better suit the community's needs over time.”-Wikipedia

OTHER SPACES

to visit

Rotary Community Garden & mural

Highland Youth Garden

Two Rivers Educational Garden (TREG)

Avon/Catawba Greenway Trailhead

The Hive bee mural

