

BO DIDDLEY PLAZA: UPDATE

GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY
FEBRUARY 15, 2016-CRA BOARD MEETING



TODAY'S AGENDA

- Special Thanks & Acknowledgements
- North Side Plaza Improvements: Design Influences & Plaza Images
- Programming & Marketing
- Parks, Recreation, & Cultural Affairs South Side Improvements
- Next Steps



BO DIDDLEY PLAZA:

SPECIAL THANKS & ACKNOWLEDGEMENTS



SPECIAL THANKS

We would like to acknowledge and thank all of the City Departments & Agencies that helped bring the revitalized Bo Diddley Plaza back to fruition:

- Parks Recreation & Cultural Affairs
- Gainesville Police Department
- Gainesville Regional Utilities
- Gainesville Public Works
- RTS
- Planning Department
- Budget & Finance
- FDOT
- AT&T



ACKNOWLEDGEMENTS

- The Eight Judicial Circuit of Florida
- Alachua County Administrative Building
- Hampton Inn
- Steamers
- All Other Downtown Businesses & Patrons



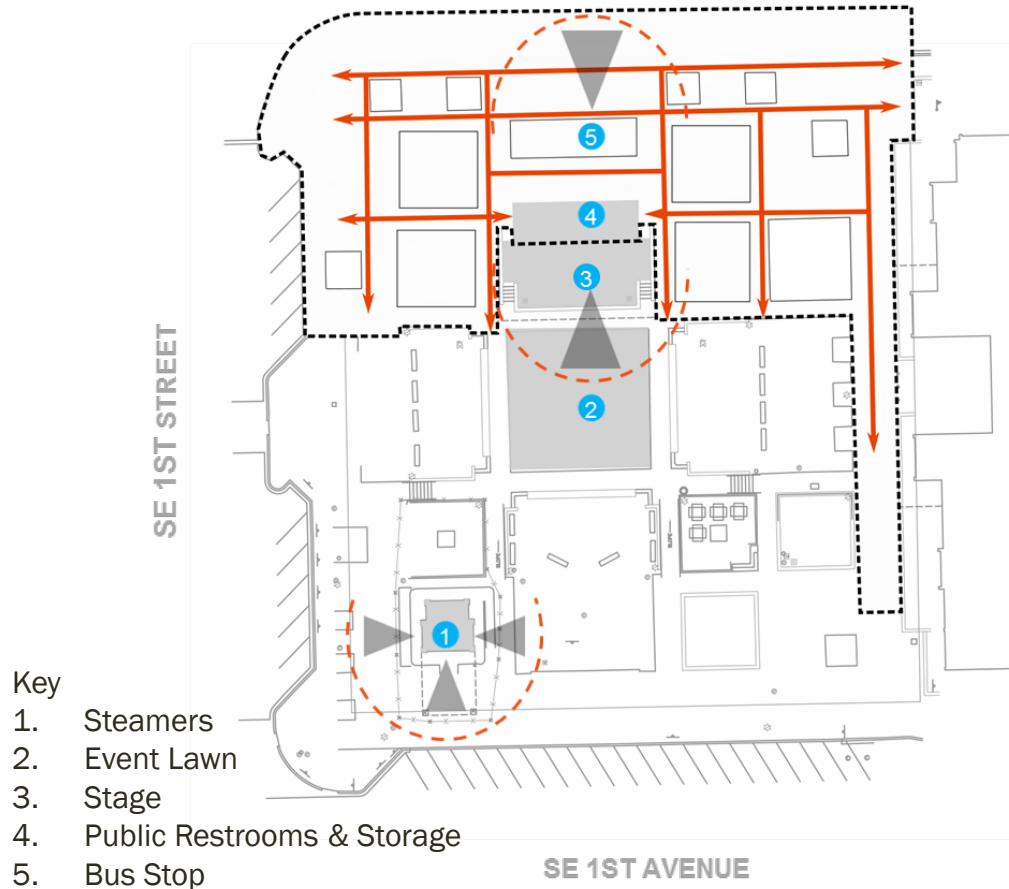
BO DIDDLEY PLAZA:

Design Influences & Photos



NORTH SIDE DESIGN INFLUENCES

- Obstructed Lines of Sight
 - Bus Stop
 - Safety
 - Rectangular Planters
 - Overgrown Trees
 - Paper boxes
 - Poor Lighting
- Grid feel
- Back of house/Alley
- Poor Circulation
- Non welcoming
- Event Flexibility
- Continuity of Materials



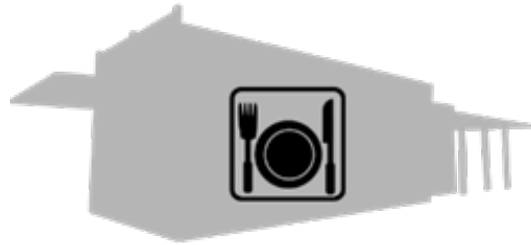
NORTH SIDE DESIGN CHALLENGES



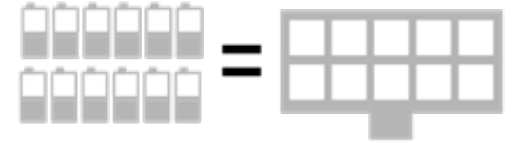
NORTH SIDE DESIGN SOLUTIONS



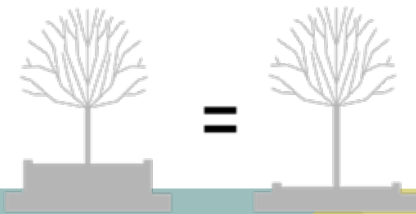
Greenroom &
Airport style
public
restrooms



Café space providing
daily activity on
Northside of the Plaza



Consolidate news
paper boxes for less
clutter



Reduced planter height
for better lines of sight
and pedestrian flow

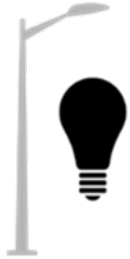


Informational kiosk –
additional programming
opportunity

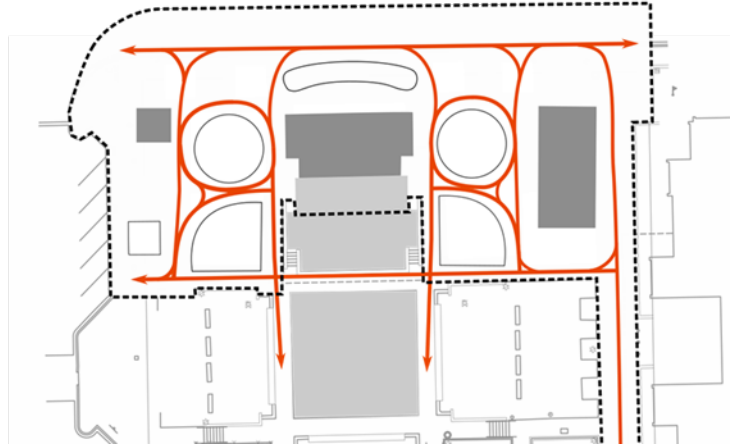


Water feature new
signature entry
feature of the Plaza

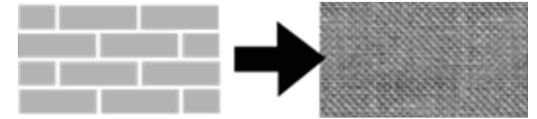
NORTH SIDE DESIGN SOLUTIONS



New LED site lighting providing a warmer feeling for night events & enhanced lumination



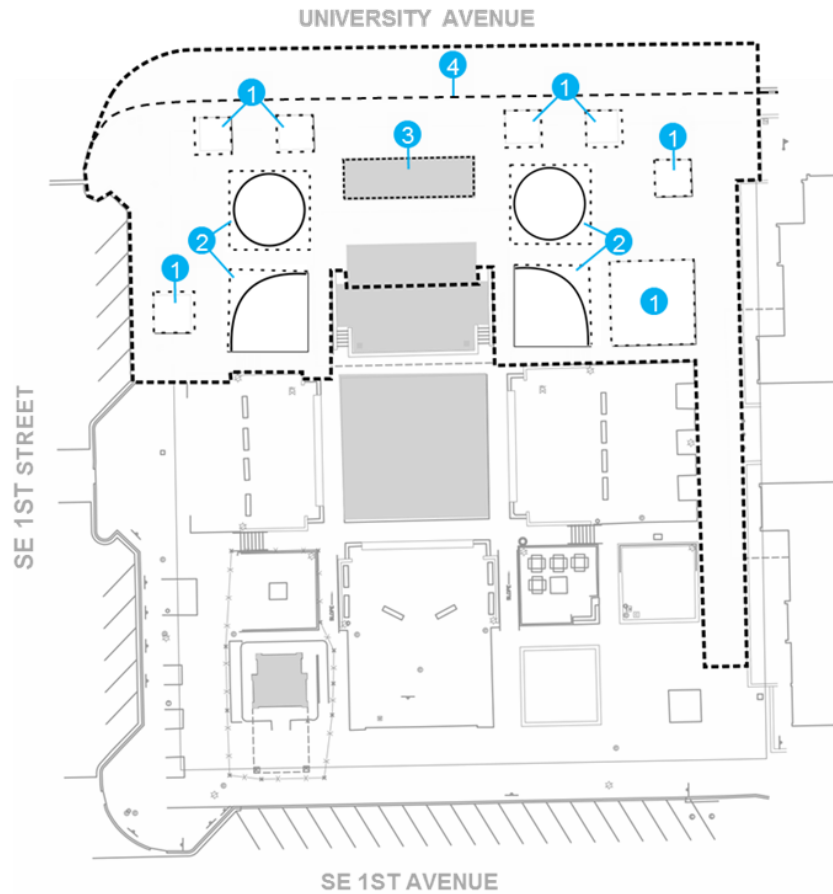
New site circulation



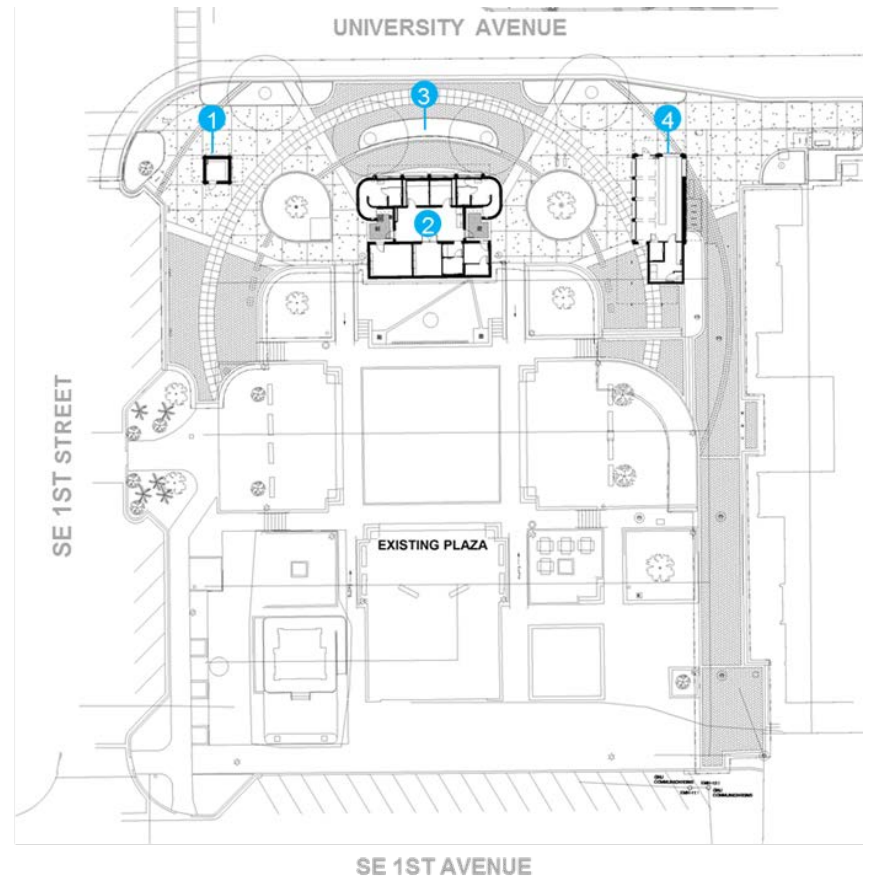
New materials on site & buildings that allow the renovation to feel new but cohesive with the rest of the site

- Multi-year community based design process
- CPTED Design Principles
- Increase Usability
- Improve Sight Lines
- Increased Programming
- Utilization of space

NORTH SIDE DESIGN SOLUTIONS



1. Demolish planters
2. Reshape & reduce height of planters
3. Demolish bus stop
4. Demo existing curb reclaim bus lane



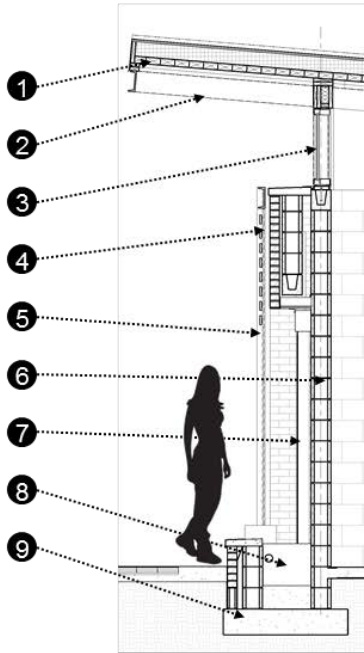
1. Kiosk
2. Green Room & Public Restrooms
3. Seat Wall
4. Plaza Cafe

NORTH SIDE RENOVATION PHOTOS



Water Wall Entry Feature & Seating Wall

NORTH SIDE RENOVATION PHOTOS

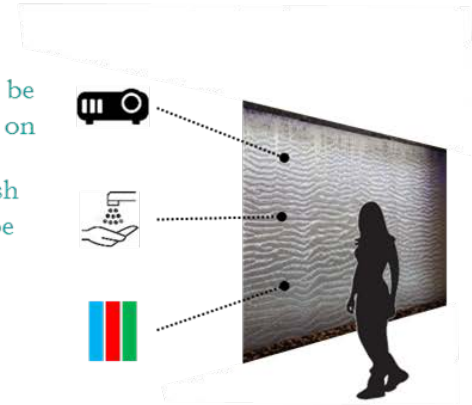


1. Structural wood deck
2. Architectural Steel
3. Storefront
4. Cypress louver screen
5. Architectural steel
6. Insulated CMU
7. Stainless steel mesh
8. Water reservoir
9. Structural footing

Mesh can be projected on

Water mesh that can be touched

Color changing light



Water Wall



NORTH SIDE RENOVATION PHOTOS



Green Room , Counting Closet & Additional Storage

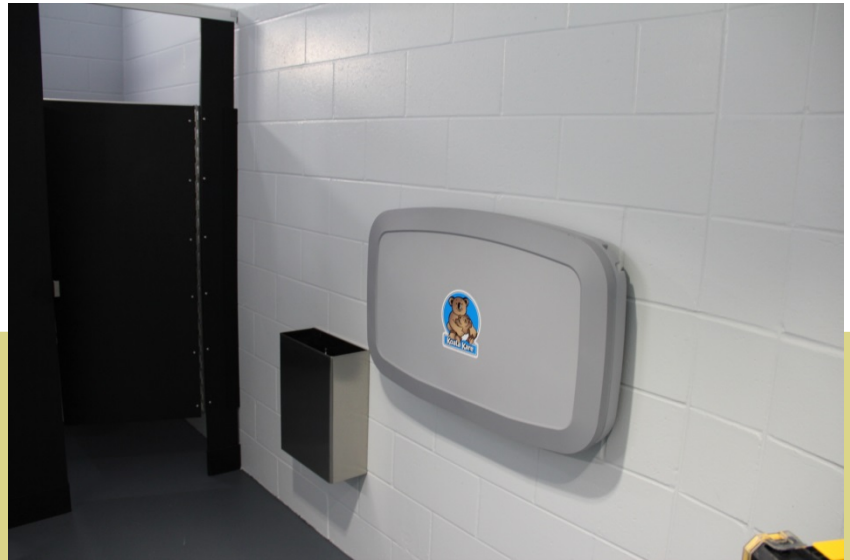
NORTH SIDE RENOVATION PHOTOS



Green Room & Dressing Room



NORTH SIDE RENOVATION PHOTOS



Public Restrooms

NORTH SIDE RENOVATION PHOTOS



Public Restrooms

NORTH SIDE RENOVATION PHOTOS



Informational Kiosk with Marquee Signage

NORTH SIDE RENOVATION PHOTOS



Café



NORTH SIDE RENOVATION PHOTOS



Storage & Electric Updates



NORTH SIDE RENOVATION PHOTOS



Hardscape Improvements

NORTH SIDE RENOVATION PHOTOS



Hardscape Improvements

NORTH SIDE RENOVATION PHOTOS



Hardscapes & LED Lighting Improvements

NORTH SIDE RENOVATION PHOTOS



West side planters replanted



West side hardscape improvement

NORTH SIDE RENOVATION PHOTOS



Plaza Views

BO DIDDLEY PLAZA:

Programming & Marketing



B O D I D D L E Y P L A Z A
GAINESVILLE FLORIDA

PROGRAMMING

- One point of contact for rental inquiries
- **Bo Diddley Plaza Coordinator**
 - Gather event details from citizen
 - Work with citizen to determine optimum use of Plaza for event
 - Facilitate all applications & permits
 - Manage Plaza calendar
 - Manage day to day operations of Plaza



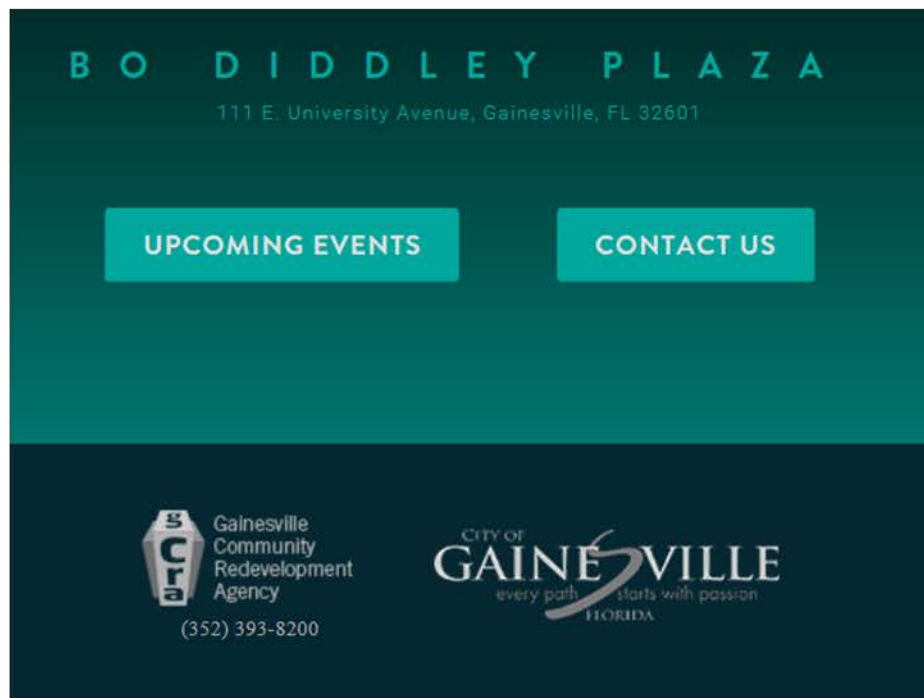
BDP Community Action Officer

- Provide positive public relations & visitor services during events
- Acts as an information resource to users
- Asset to entire downtown entertainment district



PROGRAMMING

- www.Bodiddleyplaza.com landing page launched
- All new rental guide
 - Contact information
 - Technical specs
 - Insurance requirements
 - Site maps
 - Dimensions
 - FAQ



ZUMBA ON BDP

with Cristiane Machado

1ST SATURDAY OF EVERY MONTH 5 PM - 6 PM

STARTING MARCH 5, 2016

* FREE AND OPEN TO THE PUBLIC *

[FACEBOOK EVENT INFO »](#)

TANGO ON BDP

with Andrea Pham

SUNDAY MARCH 6, 2PM - 6PM

* FREE AND OPEN TO THE PUBLIC *

[MORE INFO »](#)

BDP Calendar

- Highlights events
- Links to event organizer info
- 15 diverse events planned for March
 - Farmers Market
 - Zumba
 - Tango
 - Nia
 - Elementary School band & chorus concert
 - BDP Live





BO DIDDLEY PLAZA
GAINESVILLE FLORIDA

frank 2016



*1st [PRE-OPENING] EVENT ON THE PLAZA FOR 2016:
THURSDAY, FEBRUARY 25, 2016*



MARKETING

- www.Bodiddleyplaza.com landing page active
- Site will go live March 1st
- Connect new site to City & CRA webpages
- Daily updates to CRA & Bo Diddley Plaza Facebook pages
- Press releases & announcements
- Posters
- Community partners
- SWAG – shirts, mugs, stickers
- Media outreach

#HEARTGNV



SIGNAGE

- New colorful & playful signage
- Reinforces the changes on the Plaza
- New positive upbeat verbiage
- Communicates new BDP Brand
- Wayfinding & Safety



BO DIDDLEY PLAZA:

**Parks, Recreation, & Cultural Affairs
Improvements**

IT STARTS IN
P4RKS

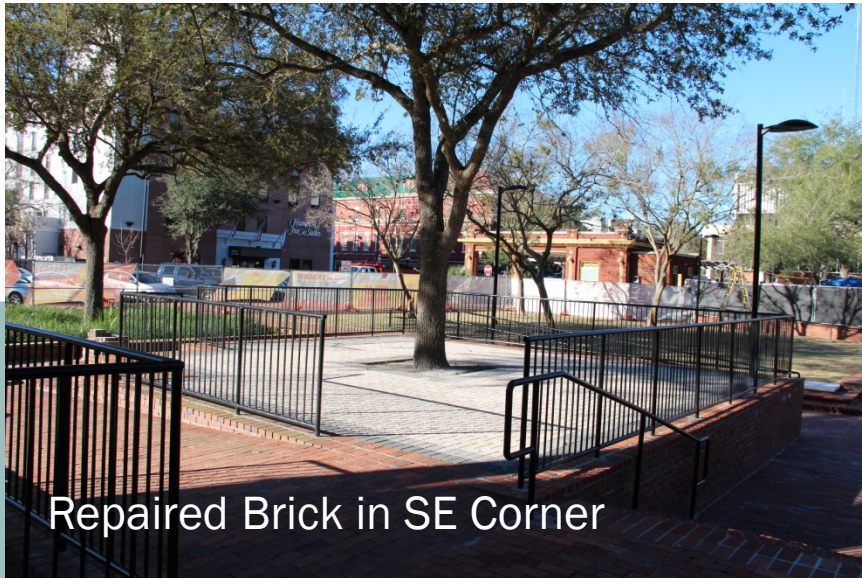
Acoustical Spray Foam Insulation



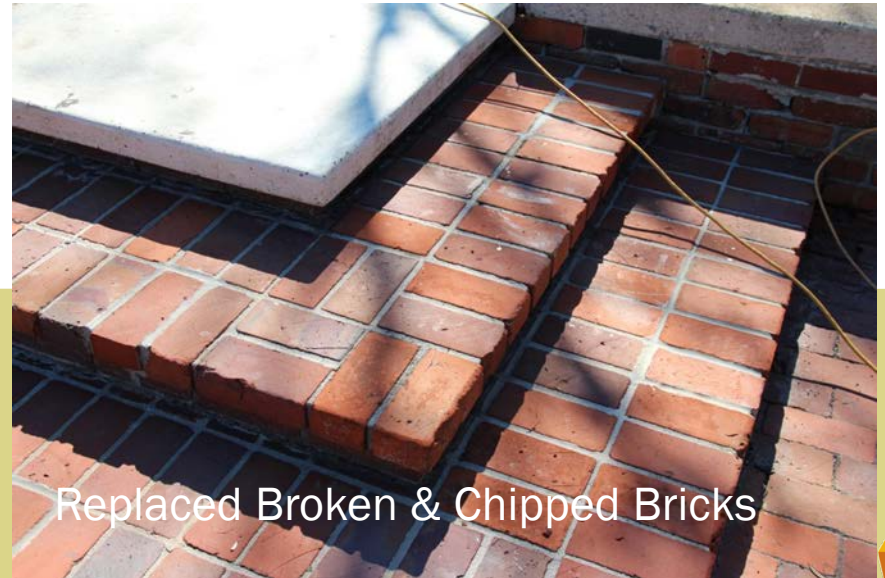
New Synthetic Turf



Repaired Brick in SE Corner



Replaced Broken & Chipped Bricks



Additional LED Sight Lighting



Fresh Paint: Canopy Structure

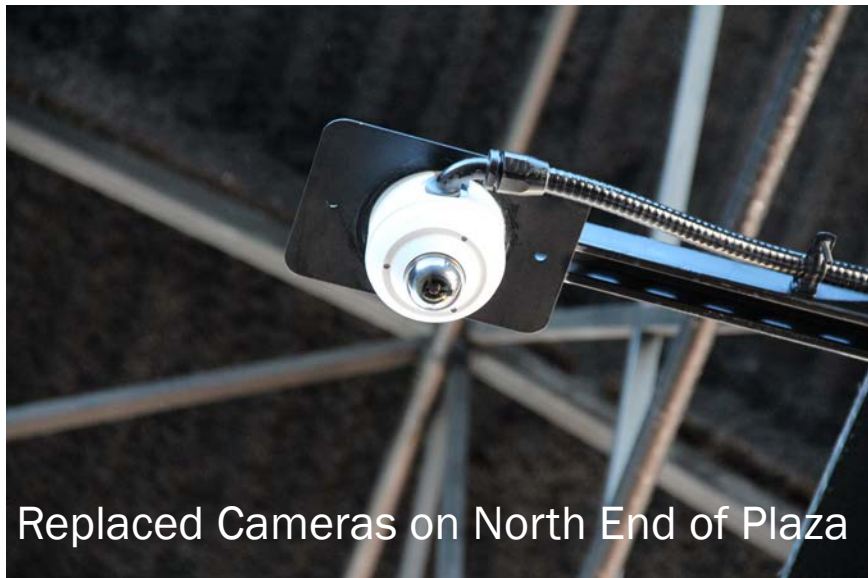


Fresh Epoxy Coating On Stage



New LED Stage Lights





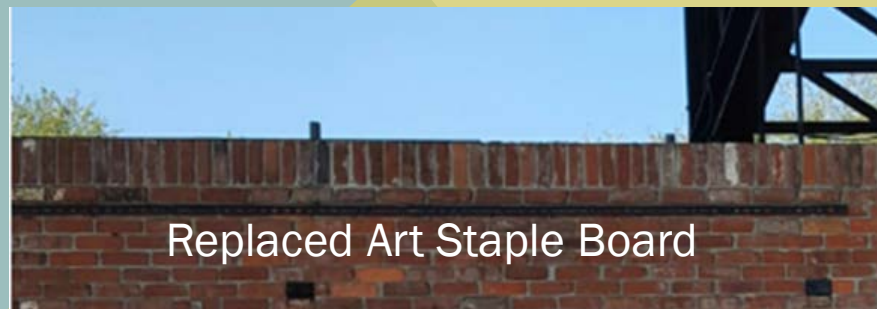
Replaced Cameras on North End of Plaza



Repaired Bo Diddley Stage Sign



Power Washed South Side of Plaza



Replaced Art Staple Board



New Sod on East, West, & Southern Lawns

PARK BOUNDARIES

Improved Line of Site – View Facing East



Improved Line of Site – View Facing West



PARK BOUNDARIES



View Facing South



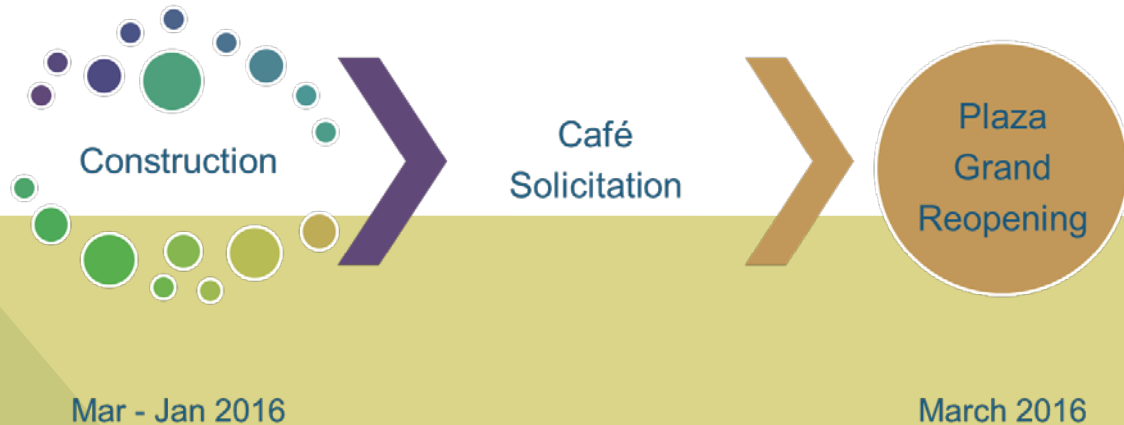
Reclaimed Bus Lane East & West View

BO DIDDLEY PLAZA: UPDATE

NEXT STEPS + TIMELINE

NEXT STEPS + TIMELINE

- Construction at Substantial Completion
- Lease Negotiations Wrapping Up (March CCOMM)
- Programming Plan for 2016 Ongoing
- Commissioner site tours as requested
- Café Tenant Negotiations Ongoing
- Staff thank-you tour, February 22, 2016
- *frank* concert, February 25, 2016
- **Grand reopening event for the public, March 8, 2016**





In the very best public spaces, one often finds that the **sense of place** is self-generating; no one group dominates, and **everyone feels welcome** to enjoy the space as they please. The resulting **overlap of activities and uses** creates the unique local culture that defines great neighborhoods.

Fred Kent, President

Project for Public Spaces

for www.good.is on April 26, 2013

