



A Presentation For  
**Oak Creek  
Community**  
At Parkway Center

**Enhancement Project**  
Conceptual Design  
*Phase 2*

*November 19, 2012*





# Oak Creek Community

at Parkway Center

Phase 2

Conceptual Design

## LANDSCAPE ARCHITECT PRINCIPAL-IN-CHARGE



Celia R. Nichols, RLA

## QUALITY ASSURANCE

Robert Finnegan, RLA

Stan Geda, RLA

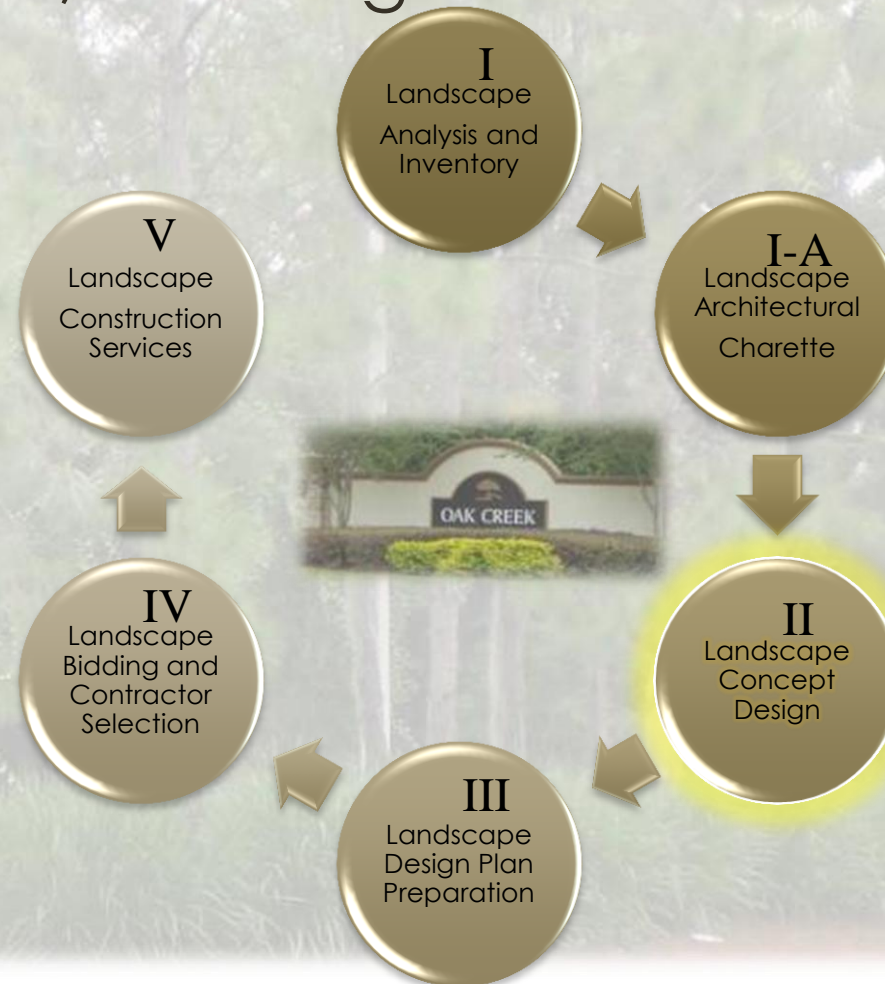
## LANDSCAPE ARCHITECTURE Graphics/ CADD Support

Craig Handley, Jr.  
Patrick Baker  
Justin Tyler

## CONCEPT PRESENTORS

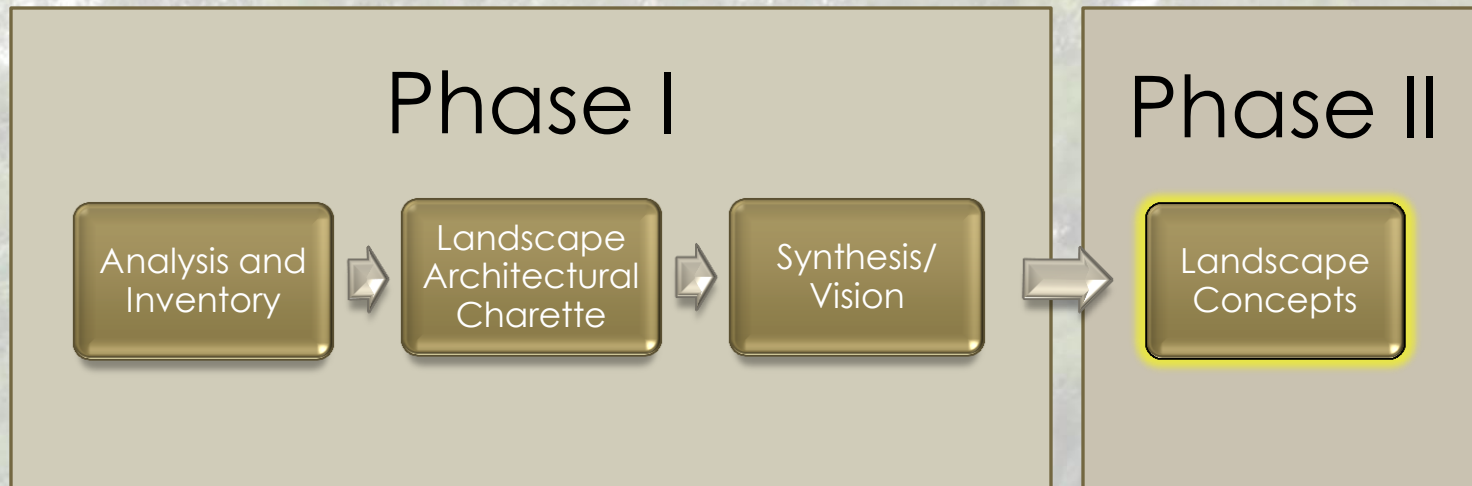
Celia R. Nichols, RLA, ASLA  
Craig Handley, Jr.

# Phase for our Design , Planning Process & Schedule



# Phase 1 Design Process

OAK CREEK at Parkway Center





# Oak Creek Community

At Parkway Center



# Theming & Creating a Sense of Place:

- **Theming** refers to "the use of an overarching theme...to create a holistic and integrated spatial organization of a consumer venue."<sup>11</sup> Often themes are derived from history, different cultures and fantasy.
- Theming can vary in intensity from [interior design](#) to entire [architecture](#) based on a particular theme, with [theme parks](#) being an example of a common large-scale application of theming. Theming is prevalent in certain restaurants, casinos, museums, airports and resorts.
- The use of theming is used extensively through the events industry and comprises modules at many universities including the UK Centre for Events Management at [Leeds Metropolitan University](#).

## Sense of Place (Genius Loci)

The special atmosphere of a particular place.





# Oak Creek



# Oak Creek





# Steps to Creating or Defining your Sense of Place

## Steps Include:

1. Understand the site, general conditions, natural and built environment, location, and users or community population.
2. Develop ideas based upon the synthesis of our site or development understanding.
3. Create visual and development cues to enhance & signify the Sense of Place.
4. Write development guidelines for future growth /planning/process and maintenance to ensure the unity of the place so it may become established and sustainable.
5. Review the budget, goals, and objectives throughout the process.



# Oak Creek Community

**Site conditions are:**

Rural location, existing pine flatwood with a mesic hammock

**Population:** Ages \_\_\_\_\_ to \_\_\_\_\_

**Gender:** \_\_\_\_\_ %

**Culture:** \_\_\_\_\_

**Median Home Price Range:** \_\_\_\_\_

**Primary Industry:**

**Work Location / Drive Times**



# Existing Development Appearance

- You are – Newer Development
- Modern Stucco Contemporary with Stone Country Look
- Community names describe rural, country, creek, woods, etc.
- Community – CDD
- Central Wetland Habitat
- Plan layout is Neo-Traditional in appearance but not functional.





# Theming & Synthesized Conceptual Development

- Unify the “community” name, character of the land with the prepared landscape.
- Emphasizing the idea of natural by using native plants materials, and low volume irrigation



# What is a Concept:

- A **concept** is a general idea, or something conceived in the mind
- An **Idea** is a.....
  - **Community Development** is a.....
- A **place** is a.....
  - Conceptual **Design** approach is.....







# Glen:

A **glen** is a valley, typically one that is long, deep, and often glacially U-shaped; or one with a watercourse running through such a valley. Whittow defines it as a "*Scottish term for a deep valley in the Highlands*" that is "*narrower than a strath.*"

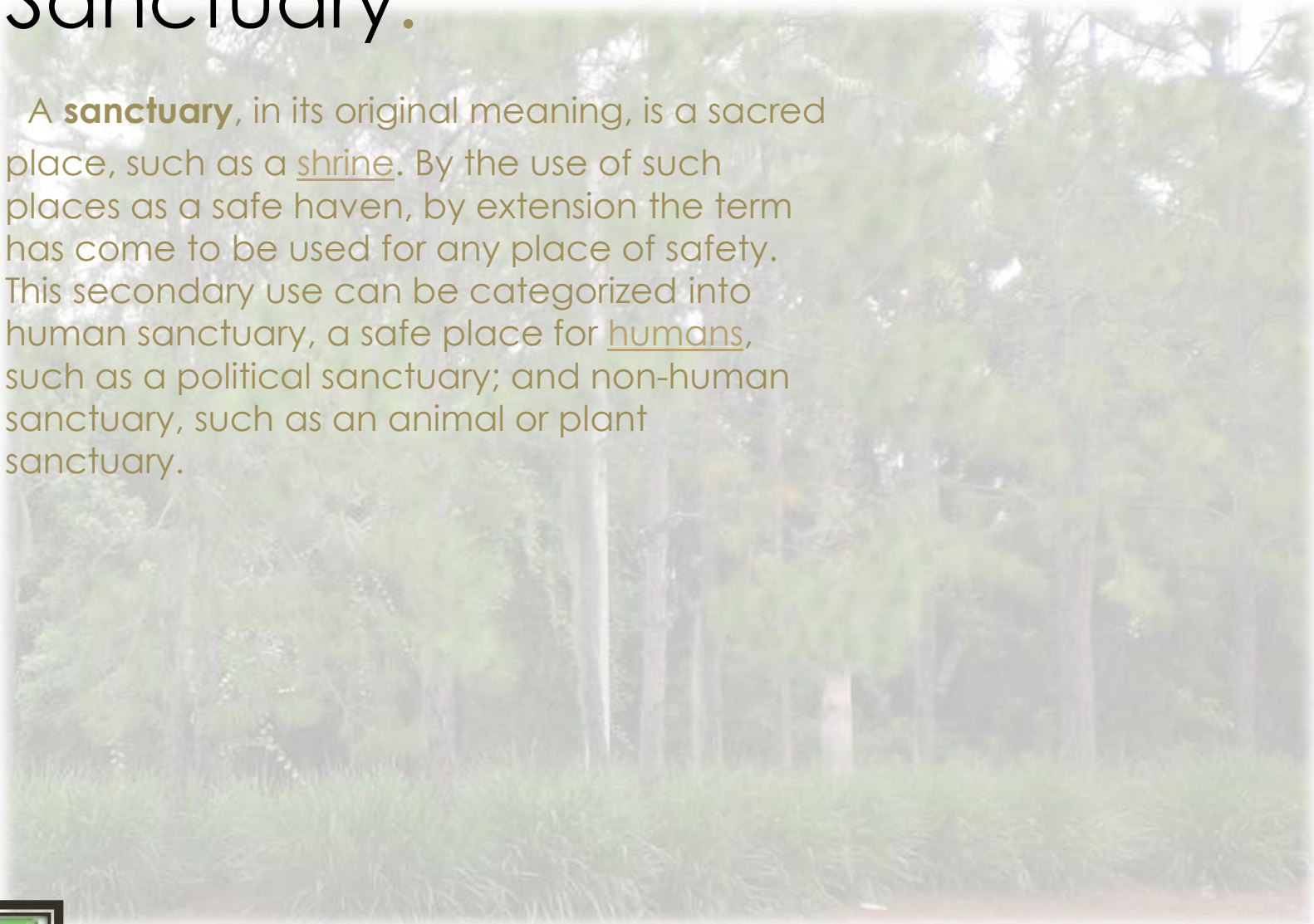






# Sanctuary:

A **sanctuary**, in its original meaning, is a sacred place, such as a shrine. By the use of such places as a safe haven, by extension the term has come to be used for any place of safety. This secondary use can be categorized into human sanctuary, a safe place for humans, such as a political sanctuary; and non-human sanctuary, such as an animal or plant sanctuary.





# Habitats:

## Pine Flatwoods

The most extensive terrestrial ecosystem in Florida is the pine flatwoods. This community evolved under frequent lightning and human-caused fire, and seasonal drought and flooded soil conditions. Pine flatwoods are characterized by:

low, flat topography

relatively poorly drained, acidic, sandy soil

and in the past, by open pine woodlands with frequent fires.

Pine flatwoods are characterized by an open overstory of pines, an extensive shrub layer and a variable and often sparse herbaceous layer



### Four Dominant Trees Characteristic of Flatwoods

slash pine (*Pinus elliottii* var. *elliottii*)

south Florida slash pine (*Pinus elliottii* var. *densa*)

pond pine (*Pinus serotina*)

longleaf pine (*Pinus palustris*)





# Habitats:

## Mesic Hammocks

**Mesic hammocks**, also known as **upland hardwood forest**, **upland mixed forest**, **upland hardwood hammock**, **oak hammock**, or **cabbage palm hammock**, grow on moist soils that are rarely flooded. There is typically a dense layer of leaf litter, and the sandy soils are relatively rich. Mesic hammocks in the central part of the Florida peninsula have a lower diversity of tree species than do those to the north and south, as the ranges of most deciduous hardwoods found in northern Florida do not extend south of about Orlando, and the ranges of the tropical hardwoods found in southern Florida do not extend as far north as Lake Okeechobee.<sup>1</sup>

17







# Habitats:

## Stream Bed

A **stream bed** is the channel bottom of a stream, river or creek; the physical confine of the normal water flow. The lateral confines or channel margins, during all but flood stage, are known as the **stream banks** or **river banks**. In fact, a flood occurs when a stream overflows its banks and flows onto its flood plain. As a general rule, the bed is that part of the channel, just at the "normal" water line and the banks are that part above the water line. However, because water flow varies, this differentiation is subject to local interpretation. Usually, the bed is kept clear of terrestrial vegetation, whereas the banks are subjected to water flow only during unusual or perhaps infrequent high water stages and therefore, might support vegetation some or much of the time.



# Developing Your Concept:



## Places

Glen  
Hamlet  
Oak Creek  
Sanctuary

## Materials

Stone (Cultured)  
Oaks  
Washington Palms  
Fencing (Black)  
Lighting

## Style/Elements

Traditional  
Neighborhood  
Country  
Woods

Peace, Tranquil, Florida

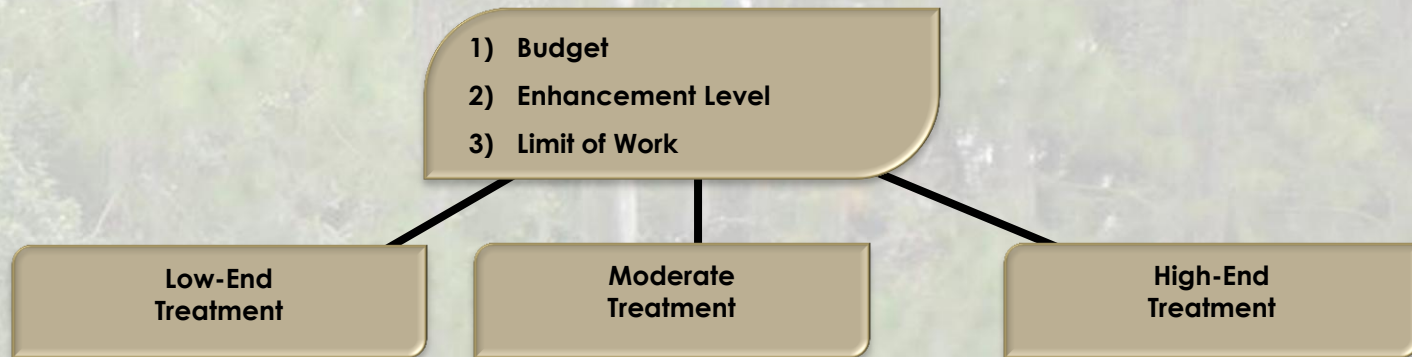






# We have developed three concepts for typical Major and Minor Entrances

Based Upon:







# Hamlet





# Hamlet







# Hamlet





# Hamlet

“Typical Secondary Entrance”



## Opportunities

- Style
- Some Existing Material Good
- Signage
- Theme Ideas

## Constraints

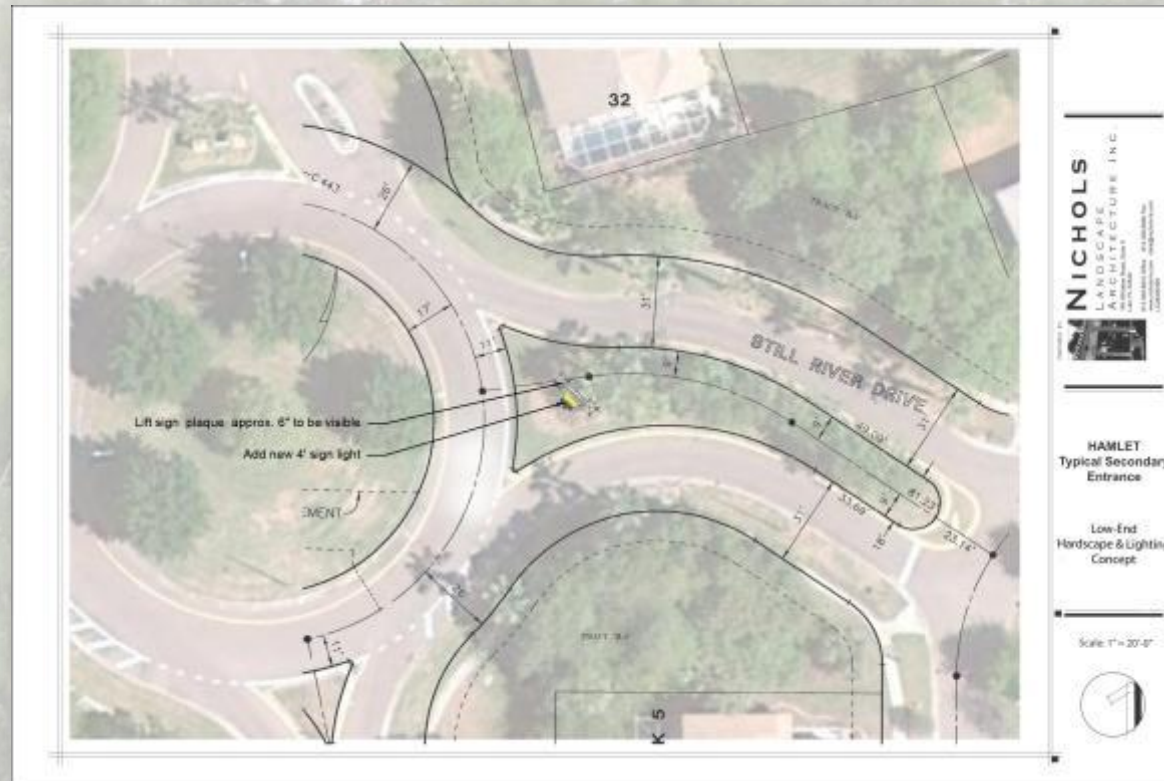
- Visibility Sign
- Limits of Work
- Lack Color & Texture
- Some Existing Materials/ Not Consistent
- Lack of Lighting
- Overall Theme Missing





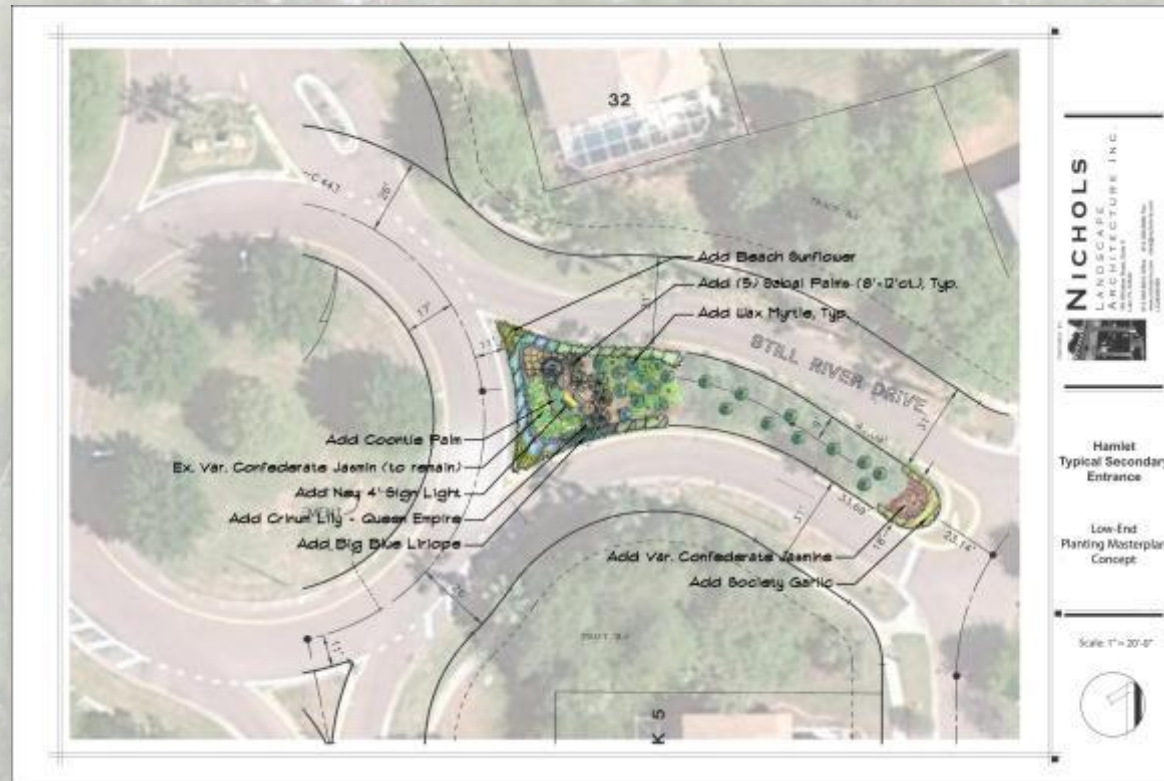


# Hamlet “Typical Secondary Entrance” – Low-End Concept





# Hamlet “Typical Secondary Entrance” – Low-End Concept







# Hamlet

“Typical Secondary Entrance” – Low-End Concept

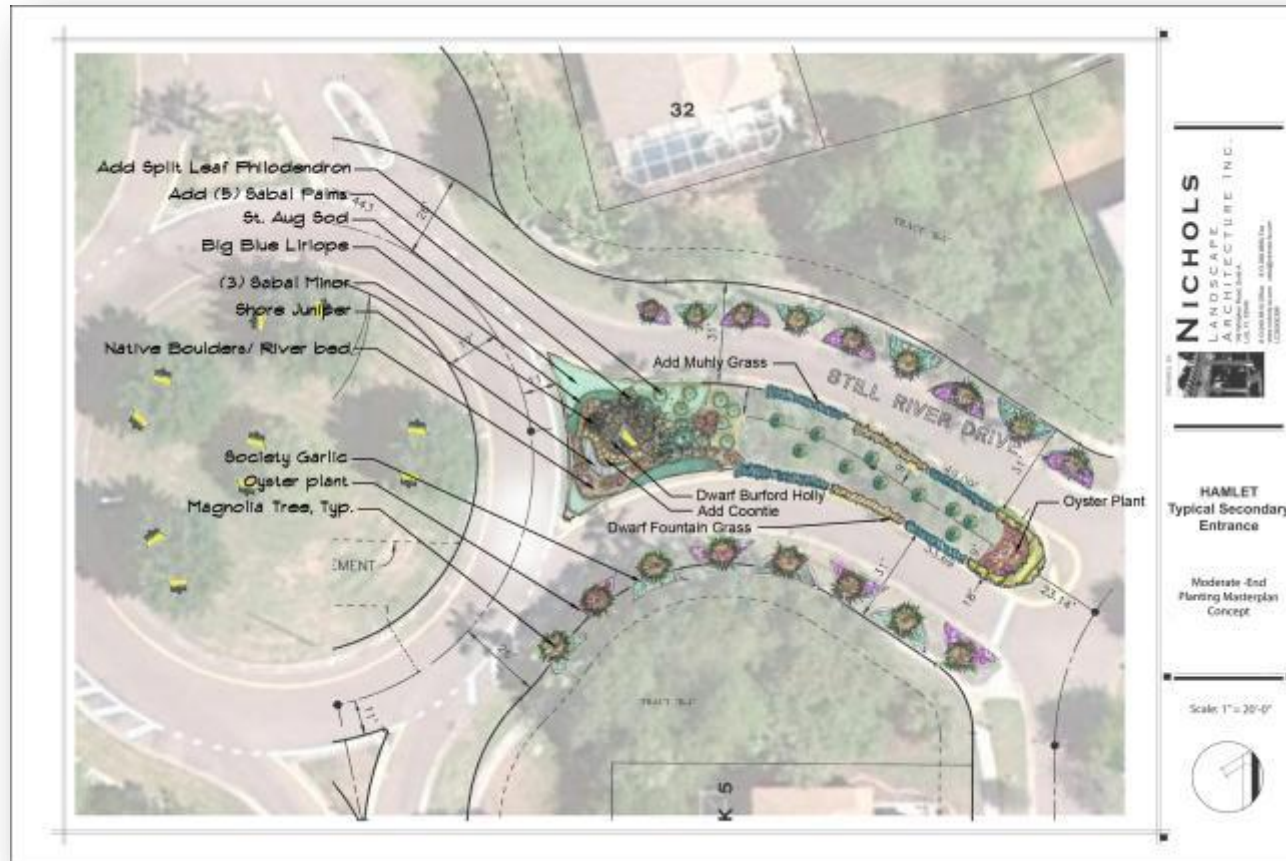


Proposed “Improved Landscape Design”





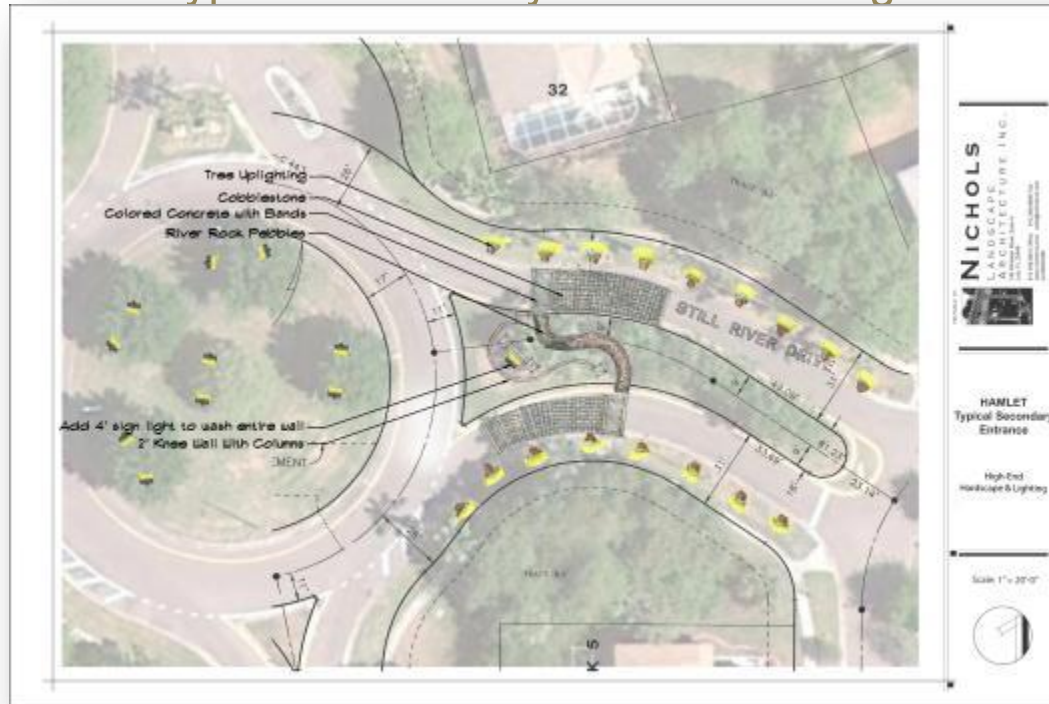
# Hamlet “Typical Secondary Entrance” – Moderate -End Concept







# Hamlet “Typical Secondary Entrance” –High-End Concept





# Hamlet “Typical Secondary Entrance” –High-End Concept

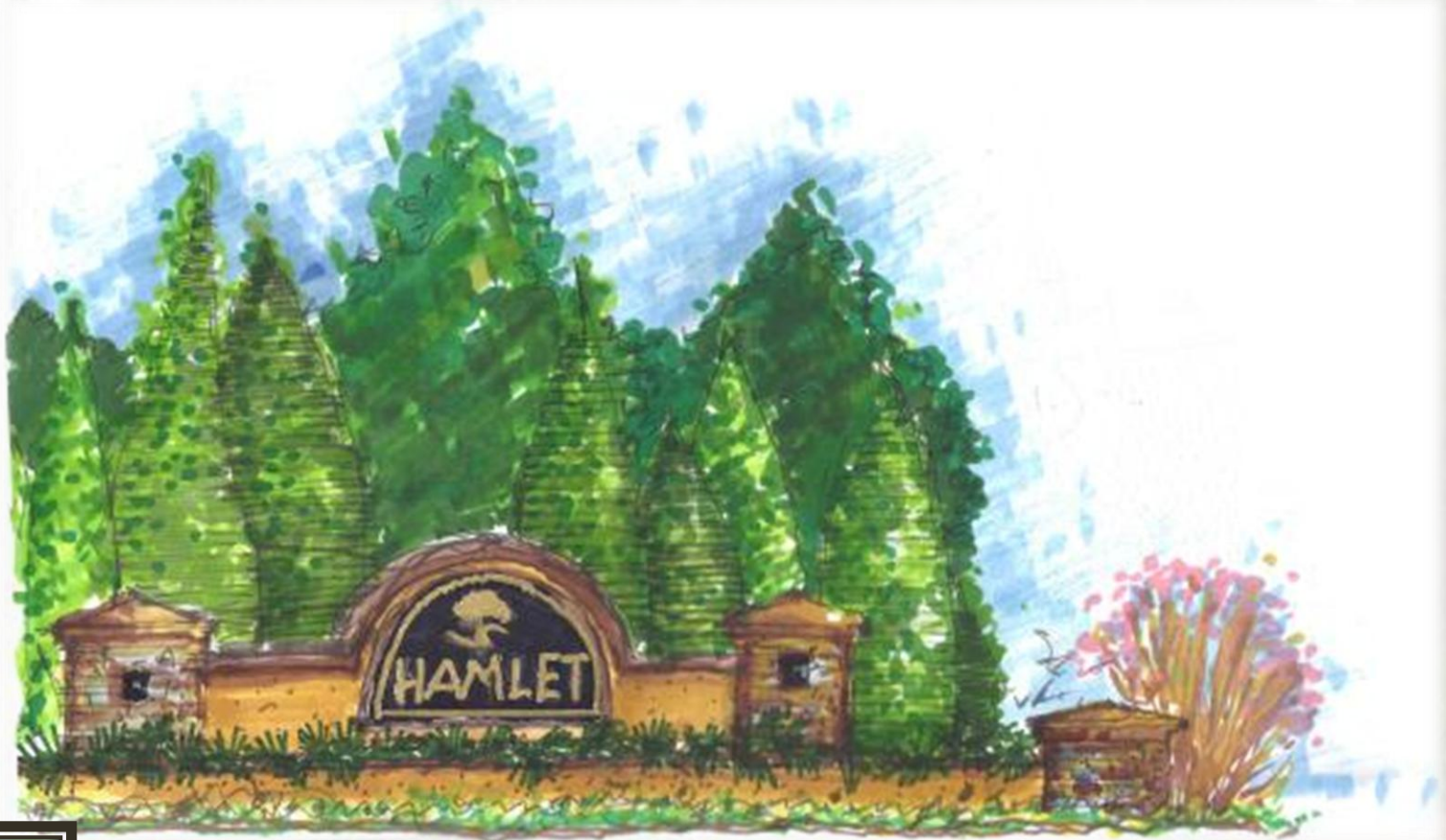






# Hamlet

“Typical Secondary Entrance” – High-End Concept



Proposed “Enhanced Landscape Design”

Oak Creek at Parkway Center Improvement



# Oak Creek “Typical Main Entrance” – Low-End Concept Masterplan







# Oak Creek “Typical Main Entrance” – Low-End Concept Masterplan







# Oak Creek “Typical Main Entrance” – High-End Concept Masterplan





# Enhancement Tools

## Creating a Sense of Place

- Branding
  - Update Standard Logo/Signage
- Create Uniformity
  - Uniform Hardscape & Landscape Selections
- Create a Central Theme
  - Secondary Theme within Main Theme

## Sustainable Practices

- Florida Friendly Plant selection of SWFMD Plant Palette
  - Reduce Water Usage
  - Minimize the need for some Irrigation
- Create Sustainable Design
- Create LED Lighting
  - Maximize Energy Savings
- Climate Adaptable plants



## Some guidelines and principles of Florida Friendly Guidelines



- Right Plant, Right Place
- Water Efficiently
- Fertilize Appropriately
- Mulch
- Attract Wildlife
- Manage Yard Pests Responsibly
- Recycle Yard Waste
- Reduce Storm water Runoff
- Protect the Waterfront





# Lighting:

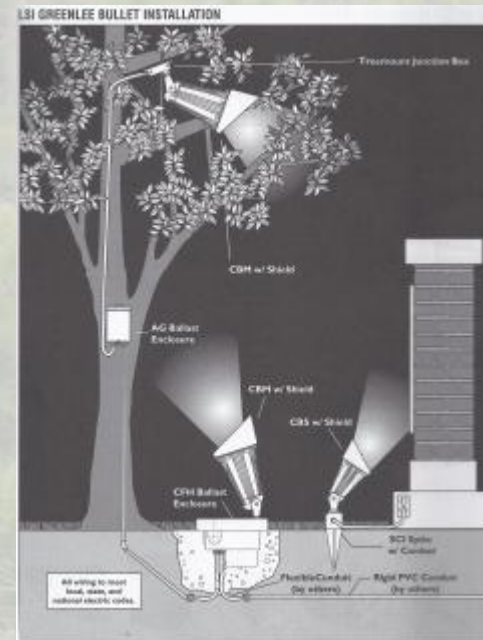
## Cons:

- HID Fixture
- Limited Optics
- High Energy Consumption
- High Failure Rate
- Loses 50% of output over 2 years
- No optics or art to create the scene w/o seeing the source



## Pros:

- Suggest LED
- Low heat
- Long life
- Extremely low maintenance
- Go green





# Thank you!

