spacesindavis.com

A DESIGN APPROACH TO OUTDOOR SPACES

Eric Daniel Shelton

UNIVERSITY OF CALIFORNIA, DAVIS | LANDSCAPE ARCHITECTURE | SENIOR PROJECT

spacesindavis.com

A Design Approach To Urban Parks and Spaces

A Senior Project
Presented to the Faculty of the
Landscape Architecture Department of the
University of California, Davis
in Partial Fulfillment of the Requirement
for the Degree of
Bachelors of Science of Landscape Architecture

Accepted and Approved by:

_____

Senior Project Advisor, Professor Mark Francis

_____

Faculty Advisor, Professor Gerrie Robinson

_____

Committee Member, Jeff Loux

_____

Committee Member, Bob Bowen

Eric Shelton
June 11, 2010

spacesindavis.com

abstract

Technology has dominated the culture of the world today. Globalization is connecting peple worldwide, but has further disconnected them with nature and the outside world. Even with all the environmental catastrophes due to an increase in global warming, people still seem to be uninterested in sustainable living and green collar jobs. In order to make this change, we have to help people to start appreciating their surroundings, and encourage them to look for green jobs. Our world's focus is slowly shifting towards environmental protection and sustainability. This website aims to play a small role in the shift.

The project consists of three open spaces in the city of Davis: Central Park, Arboretum, and the Davis Bike Loop. With each of these spaces, I incorporate landscape design, environmental, and not only recreational and social. The significance of this approach is to expand the minds of its visitors and educated them on aspects they would have never even thought of. More importantly, web technology will act as a catalyst to promote these spaces. Although this is only a test trial, I feel that this site will help promote the landscape architecture profession.

biographical sketch

I consider myself an entrepreneur for a few reasons. I invest my time and efforts in myself and not someone else, it is my passion, and I want to make a difference in the world. As my passion grew, I started learning what it takes to become a successful entrepreneur, the keys to starting a business, strategic investing from the world's top entrepreneurs, and much more.

Currently, I am working on a launching a web service, cityhype.com dedicated to help nightlife businesses promote themselves and connect with more customers than ever. I joined up with a team of coders from India, and a designer from Ohio to create Cityhype. The many detailed tasks and obstacles have been overwhelming, but have made me a harder worker.

Cityhype gave me a profound interest in website development and design. I continued my passion into my senior project and created website that would promote the Landscape Architecture profession on a global scale. Since I am experienced in website development tools such as Artisteer, Wordpress, and X-site Pro, it took me much less time than the average user to create Spaces In Davis. I chose to create a website for my senior project so my research and work can be broadcasted to a global audience. If my research is a success, it can change the lives of millions of people.

During the 2008 academic year, I had the privilege to work as a Student Intern for the Grounds Division on campus. It was an amazing experience working with Skip Mezger and

biographical sketch

Christina Reyes, the UCD landscape architects on campus. Working with the two of them was an amazing experience. Even as an Intern, I was apart of some major projects, such as the Mondavi Buildings rain garden, Atirc Landscape, and the Hog barn landscape installation.

Attending UC Davis has changed my life, all for the better.   The staff and faculty have I have learned some valuable life lessons, met some lifelong friends, and prepared myself for the world outside of college.

dedication

This project is dedicated to my parents, Mark and Ronica Shelton, and my two sisters, Katherine and Nicole. Your love and support gives me the strength to pursue my passions and reach my full potential. I love you with all my heart.

acknowledgements

I would like to thank my classmates of the Landscape Architecture Program, especially Jason Benson and Robin Brown Ward. You guys made this journey through the program fun and memorable.

To Mark Francis and Jay Young, the two of you helped me tremendously throughout the project.

A special thanks to my committee members: Gerrie Robinson, Jeff Loux, and Bob Bowen for their knowledge and insight to guide me through this project.

A special thanks to the staff of the Landscape Architecture Department, especially Steve McNeil, Sharla Cheney, Shannon Tanguay, Gail Johnson, and Brad Wilcox. Your endless support has been tremendously helpful during my time here in the Landscape Architecture Program.

preface

Through this project, I will create a website that provides the planning and design aspects of urban parks and spaces. I believe the public needs to be more informed on these areas in order to give them a sense of history. These aspects aren't readily available on the Internet as they should be.

In order for this to be a popular site and generate an increasing database, I will need the help and from city groups and park administrators. With a large database, no one person can update the information and

The majority of our population is disconnected with our environment. In order to make this change, we have to help people to start appreciating the environment once again. Changing people's views of their surroundings is an incredibly difficult task, and will take an extended period of time to do so. Technology has dominated the culture of the world today. Globalization is ever increasing the connection of people worldwide and has further disconnected them with nature and the outside world.

The project consists of three open spaces in the city of Davis: Central Park, Arboretum, and the Davis Bike Loop. With each of these spaces, I incorporate landscape design, environmental, and not only recreational and social. The significance of this approach is to expand the minds of its visitors and educated them on aspects they would have never even thought of. More importantly, web technology will act as a catalyst to promote these spaces. With this approach, visitors would have an increasing appreciation for the profession, and the environment in general.

table of contents

list of illustrations

Background

Research Objectives & Goals

Web Case Studies

Results

background

The Internet

The Internet was the result of MIT visionaries in the early 1960s that saw great potential value in allowing computers to share information on research and development for scientific and military purposes. During these times, anyone who used it had to learn to use a very complex system (Abbate 1999).

In June 1998, Microsoft's full-scale entry into the browser, server, and Internet Service Provider market completed the major shift over to a commercially based Internet. Bill Gates, the second richest man in the world with a net worth of over $50 billion, was able to capitalize on the enormous growth of the Internet with Microsoft Windows.

Wireless has grown rapidly in the past few years, and more people are able to connect while they are away from the home or office. Many airports, coffee bars, hotels and motels now routinely provide these services.

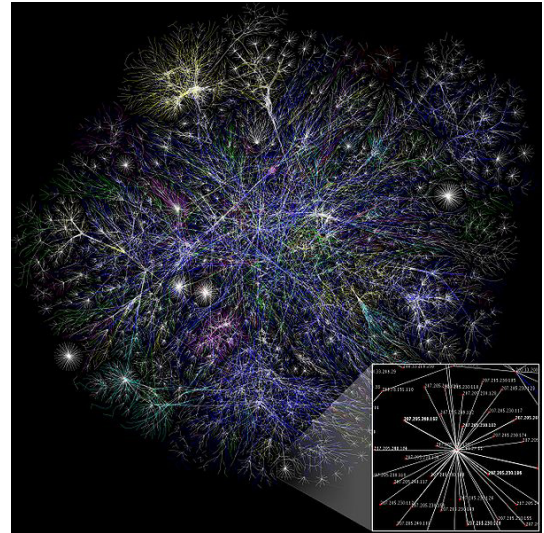Today, the Internet is the leading catalyst of

Fig 1.1 Visual portrait of the Internet's complex structure

background

globalization. Almost overnight, the Internet has gone from a technical wonder to a business must (Schrader, 2009). Social networks have created a new realm of viral marketing (Huber 2009). With all the private capital that is being invested in online businesses, the average Joe is becoming an Internet sensation.

Web Design

The power of the Internet has only raised the importance of a good web design for a business. In the blink of an eye, web visitors make instantaneous judgments of a web site's credibility and usability. A visually appealing site can help websites succeed.

Creating and hosting websites is a powerful ability to have. Everyone in our society is familiar the Internet, but few know how to maximize it's full potential (Nikravesh 2004).

Fig 1.2 Team building is essential to a successful .com business

background

Landscape Architecture

The profession of Landscape Architecture addresses the "analysis, planning, design, management, and stewardship of the natural and built environments" (ASLA). Project sites can range from rural recreation areas to dense urban plazas. The broad scope of the profession therefore requires that a well-trained landscape architect is capable of understanding local site conditions, and can produce a responsive and appropriate design.

Integration

The keys to successful online marketing are social networks. As the Internet has become faster and increasingly accessible to non-technical communities, social networks have grown rapidly (Abbate 1999). Sites like Facebook, Twitter, Blogs, Wikis, and many more let people of all ages rapidly communicate and share their interests with others everywhere. There are More than 400 million active users alone on Facebook, along with

Fig 1.3 American Society of Landscape Architects logo

background

more than 70 translations available to the site (Facebook 2010). My project has a high probability of becoming popular if marketed via Facebook and other social networks. The landscape architecture profession can benefit greatly off this online community.

research objectives & goals

Purpose of Project

The purpose of this project is to promote the Landscape Architecture aspects of spaces on a global level. The majority of websites today do not offer any insight on these aspects outdoor spaces.

By starting as small as a rural community, placing the landscape architecture profession on a web platform drastically helps it gain awareness.

Understanding the design process before the development of the spaces give the audience a sense of history. Offering people this kind of information will help them understand the ideas and efforts behind the creation itself.

In addition, a website will reach a young, tech savvy generation that has never heard of landscape architecture. Many have no knowledge of the variety of different fields within the profession. The landscape architecture profession is expected to increase by 20 percent during the 2008–18 decade, which is much faster than the average of all occupations (U.S. Bureau of Labor Statistics 2009).

Fig 2.1 A website provides immediate global access

research objectives & goals

Fig 2.2 The recent oil spill in the Gulf of Mexico has has drawn more attention of environmental issues

With this growth, it is even more important to reach people that are unaware of this field.

Solution

Recently, environmental issues and the need for energy helped draw more attention to the state of our planet. With a greater focus towards our environment, his website can help generate an awareness to sustainable landscape planning and the variety of green jobs available today.

This website is a way to promote the profession. Recent research indicates that 10% of college-bound students are undecided about their college major and career selections (American College Testing Program, 1999). For landscape architecture, it is important to reach this audience. The current challenge of today makes this an opportune time.
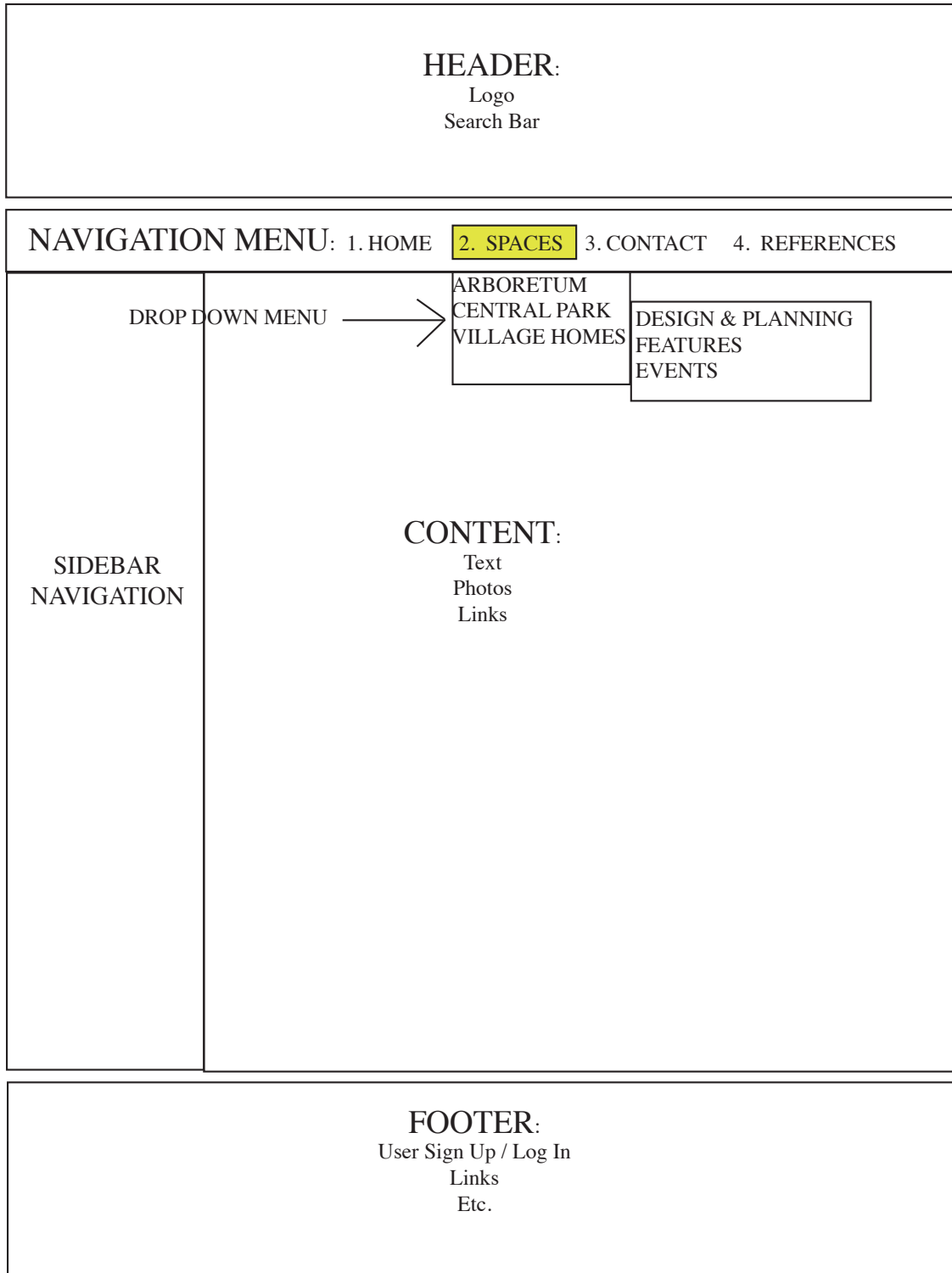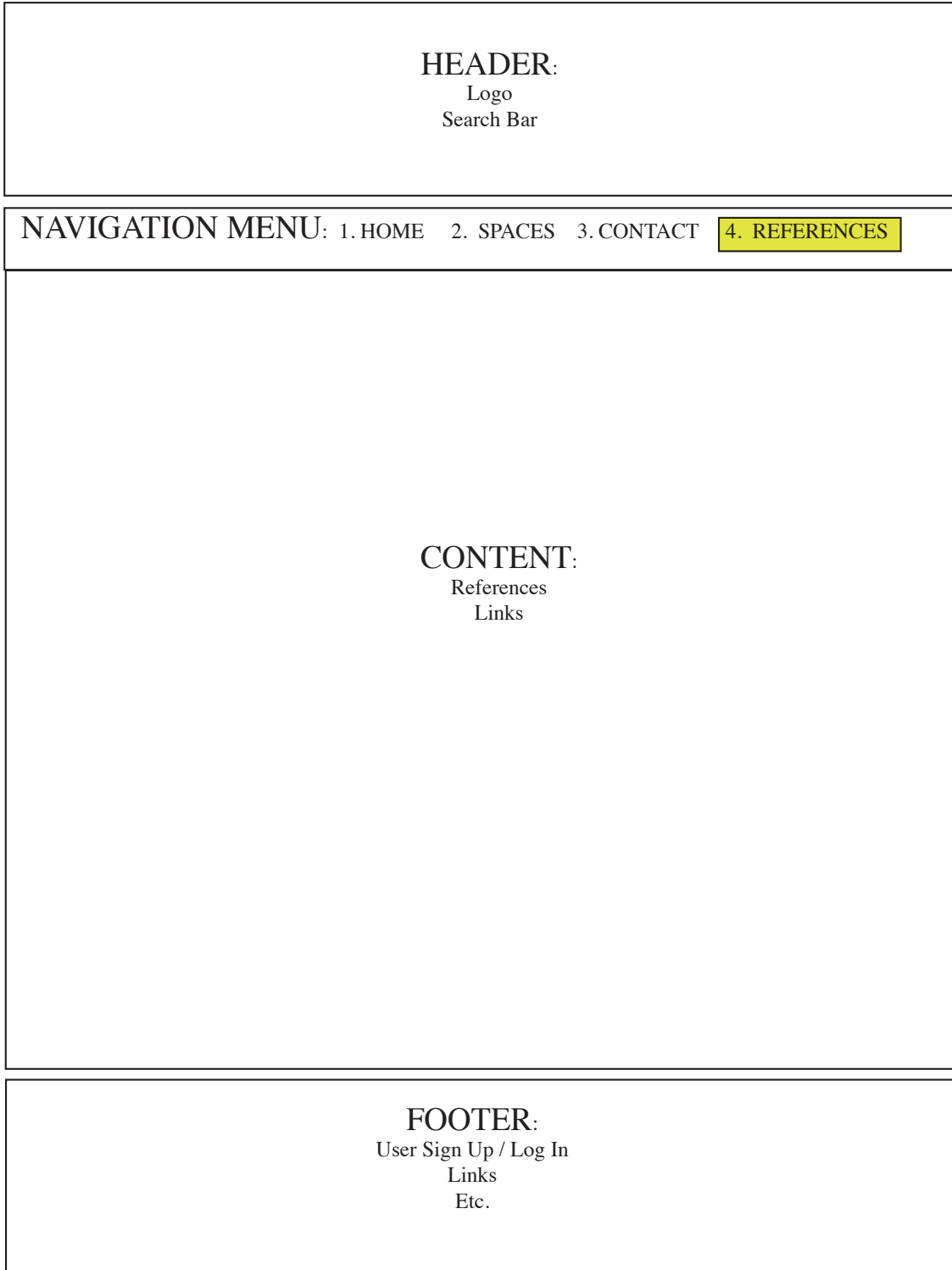
web case studies

Fig 3.1 Design Specifications

HEADER:
Logo
Search Bar

NAVIGATION MENU: 1. HOME   2. SPACES   3. CONTACT   4. REFERENCES

DROP DOWN MENU ⟶

ARBORETUM
CENTRAL PARK
VILLAGE HOMES

DESIGN & PLANNING
FEATURES
EVENTS

SIDEBAR
NAVIGATION

CONTENT:
Text
Photos
Links

FOOTER:
User Sign Up / Log In
Links
Etc.

Fig 3.3 Design Specifications Cont.

HEADER:
Logo
Search Bar

NAVIGATION MENU: 1. HOME   2. SPACES   3. CONTACT   4. REFERENCES

CONTENT:
References
Links

FOOTER:
User Sign Up / Log In
Links
Etc.

spacesindavis.com

research objectives & goals

Fig 2.3 Design Specifications Cont.

HEADER:
Logo
Search Bar

NAVIGATION MENU: 1. HOME   2. SPACES   3. CONTACT   4. REFERENCES

CONTENT:
References
Links

FOOTER:
User Sign Up / Log In
Links
Etc.

web case studies

Fig 3.4 Home Page

Fig 3.5 Home Page Cont.
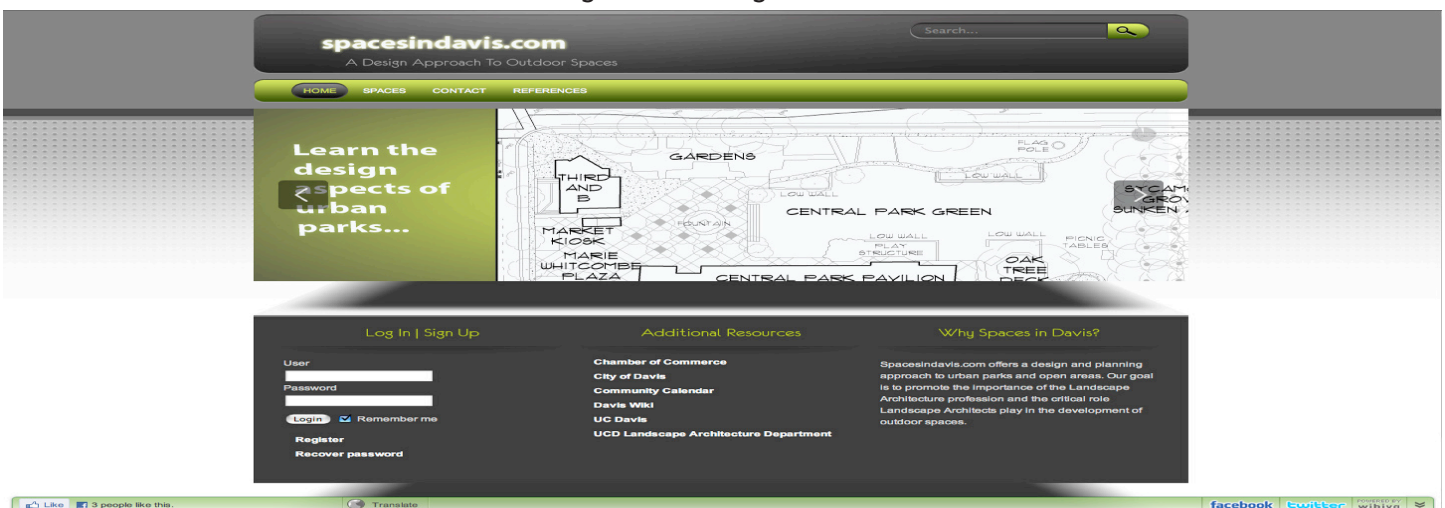
Fig 3.6 Home Page Cont.

web case studies

Fig 3.6 Central Park Page

Fig 3.7 Central Park Page Cont.
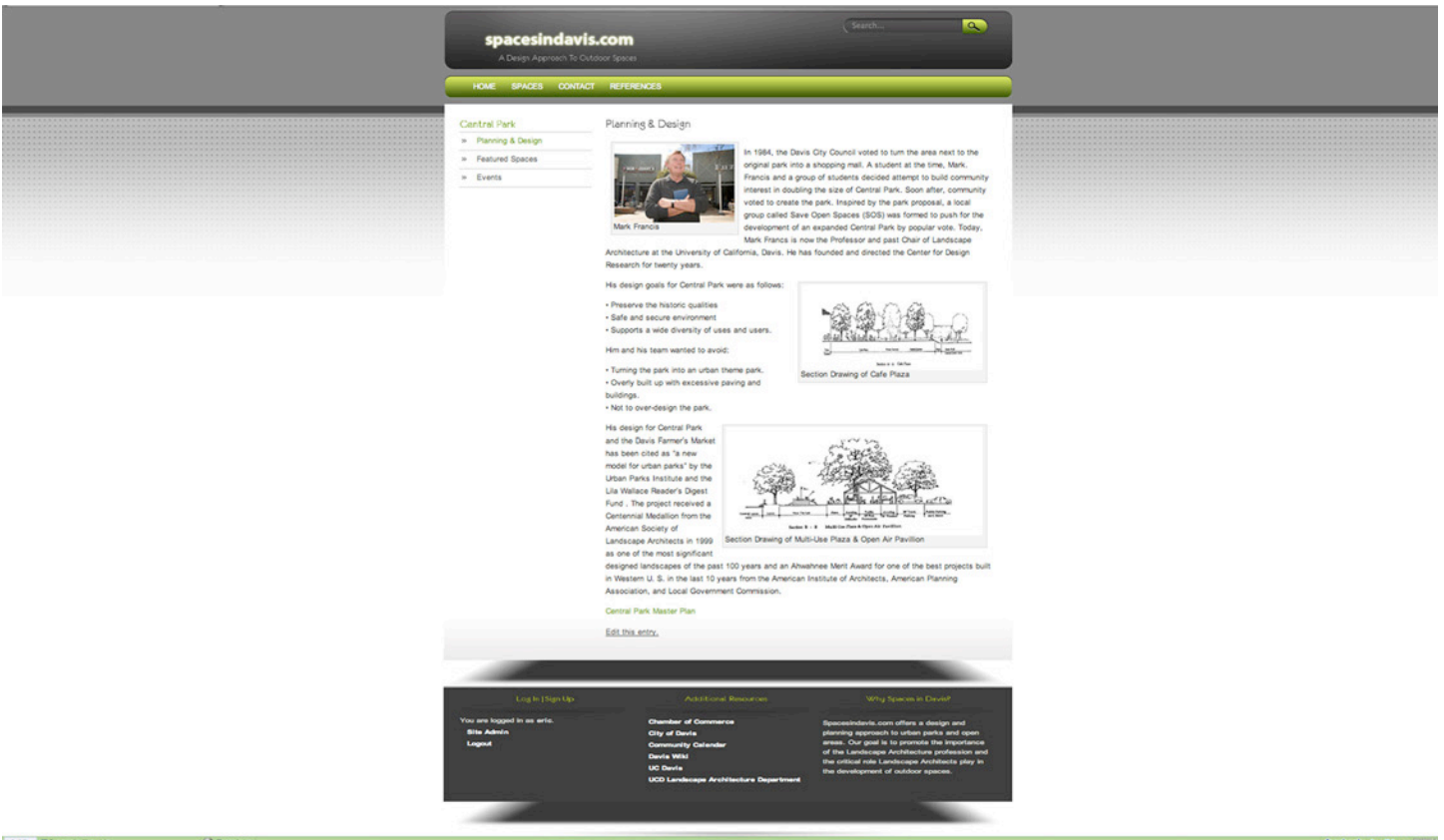
web case studies
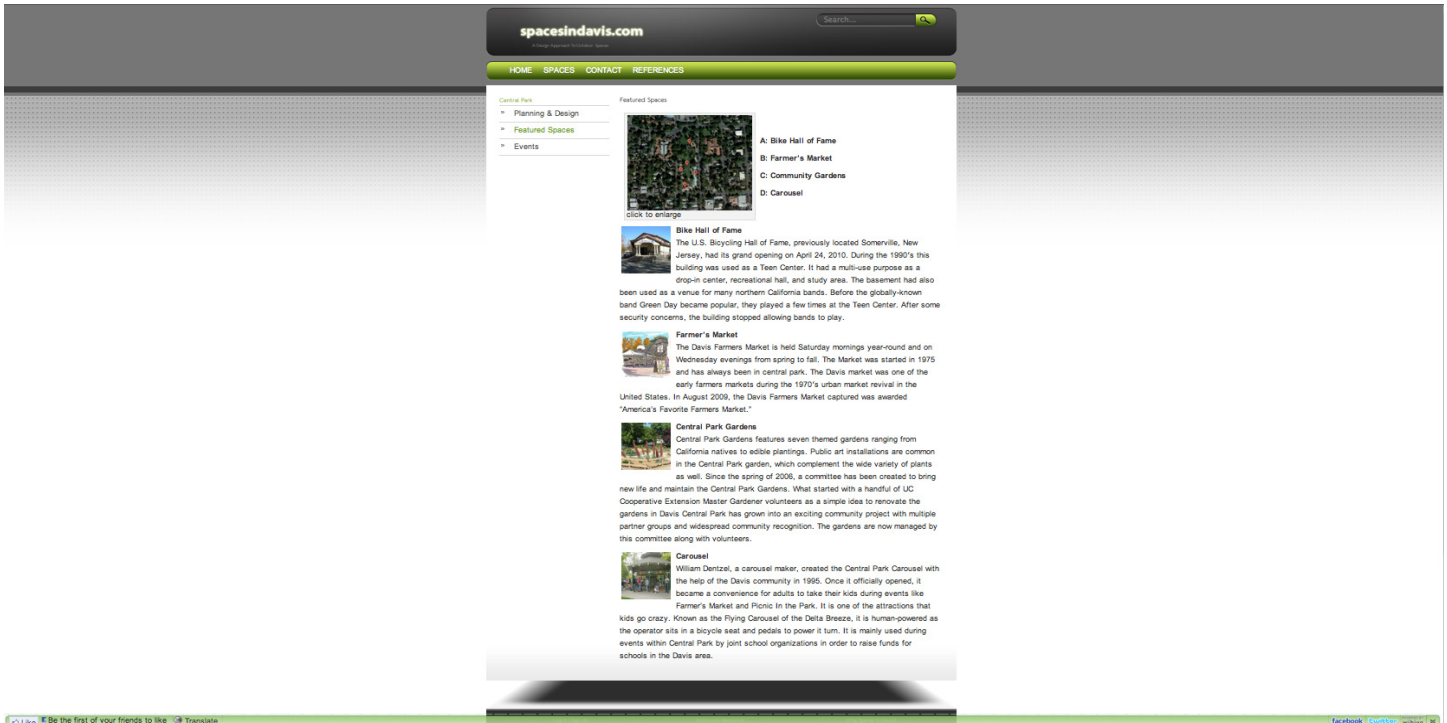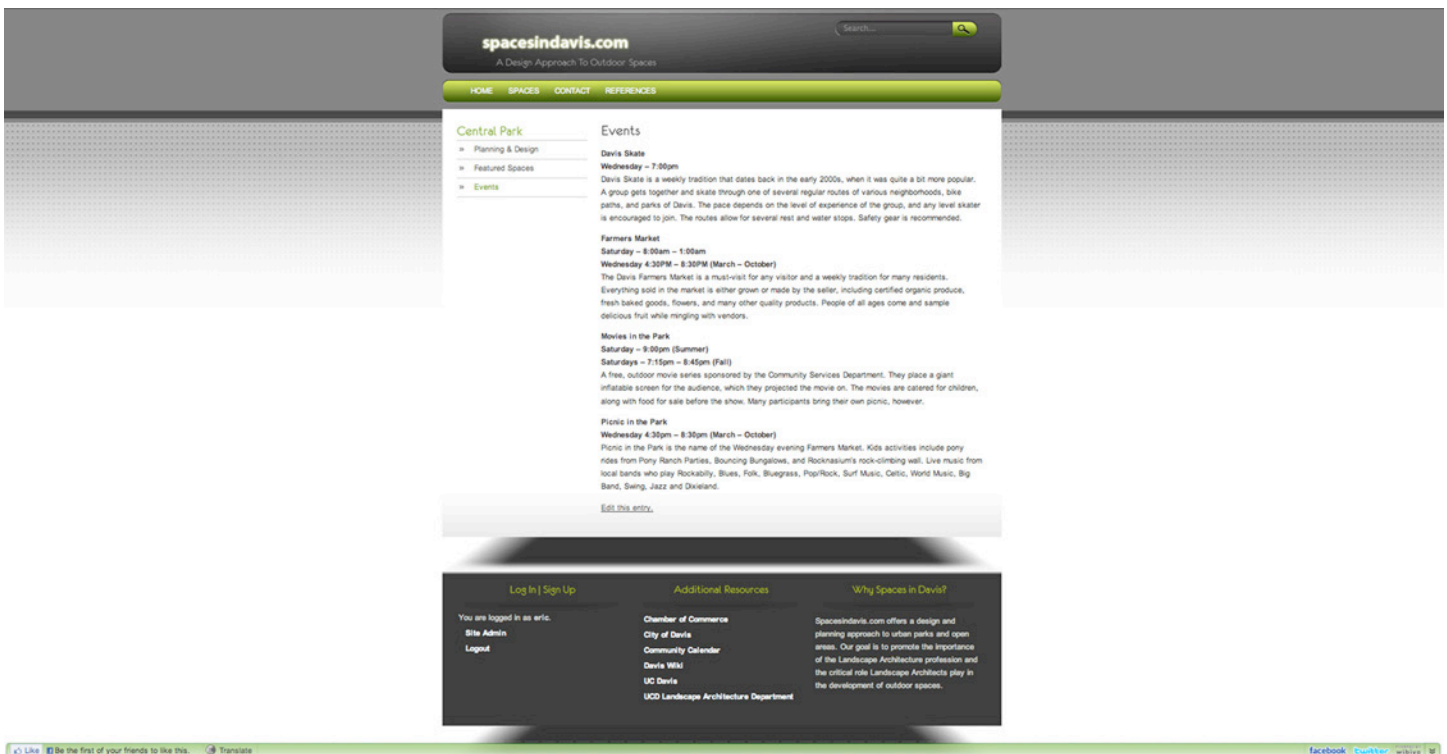
Fig 3.8 City Page Cont

Fig 3.9 City Page Cont

Fig 3.10 Village Homes Page

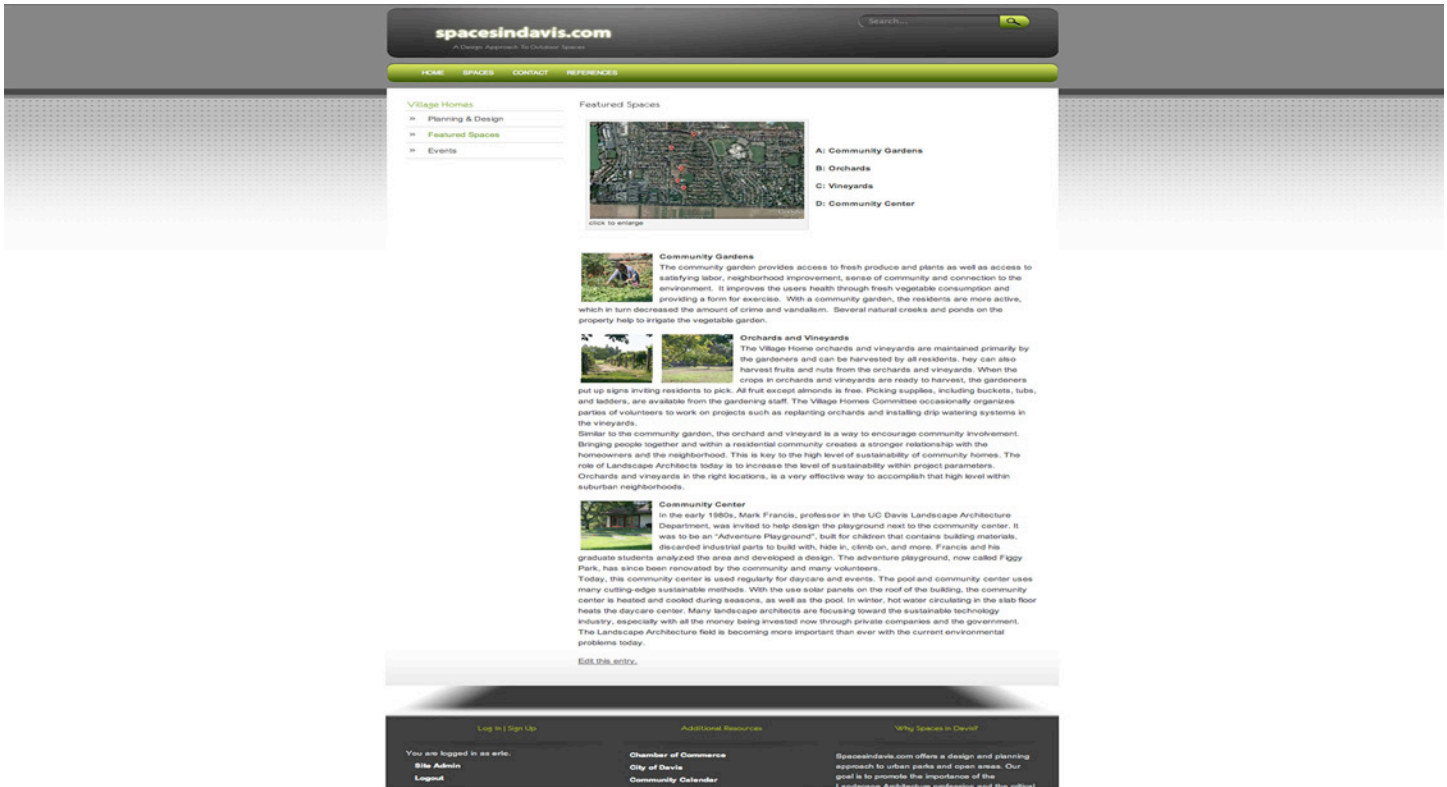Fig 3.11 Village Homes Page Cont.

Fig 3.12 Village Homes Page Cont.

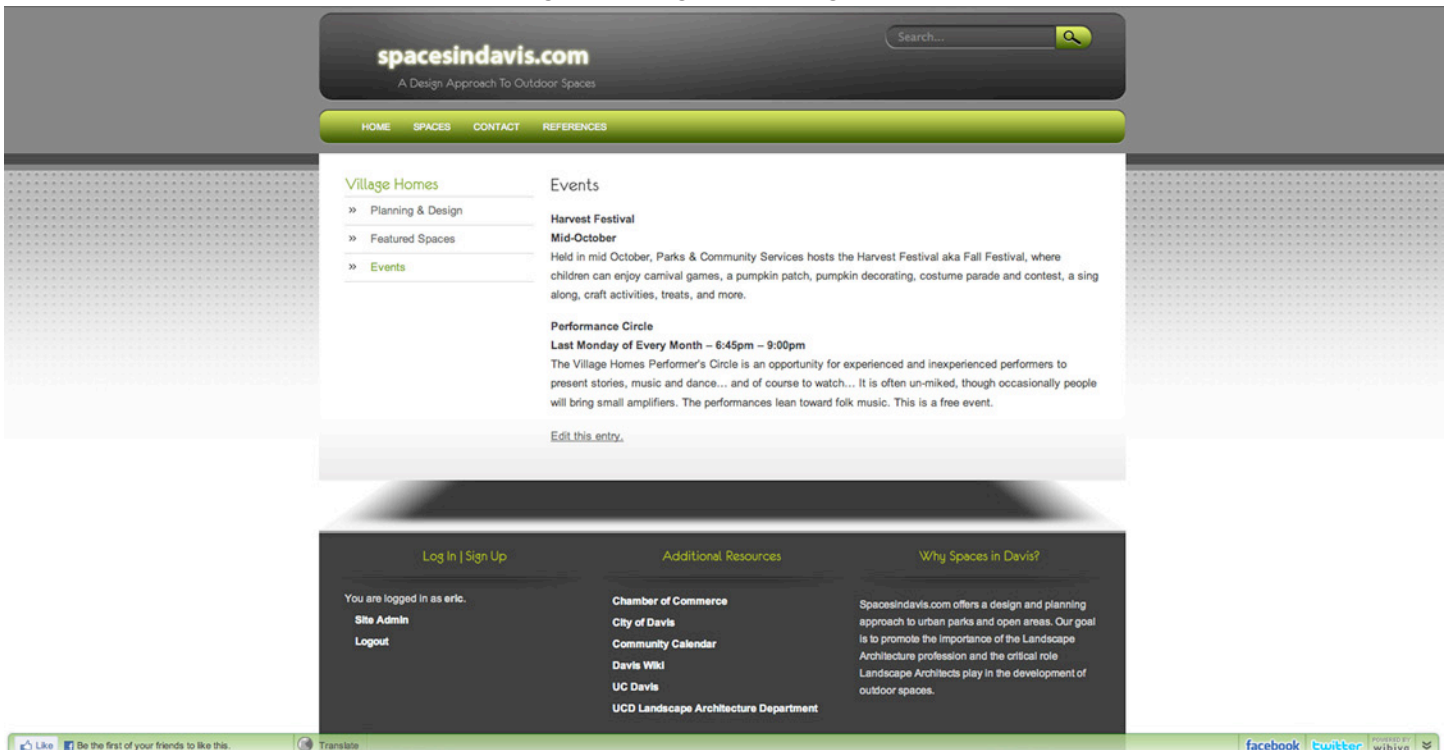Fig 3.13 Village Homes Page Cont.

web case studies

Fig 3.14 UCD Arboretum Page
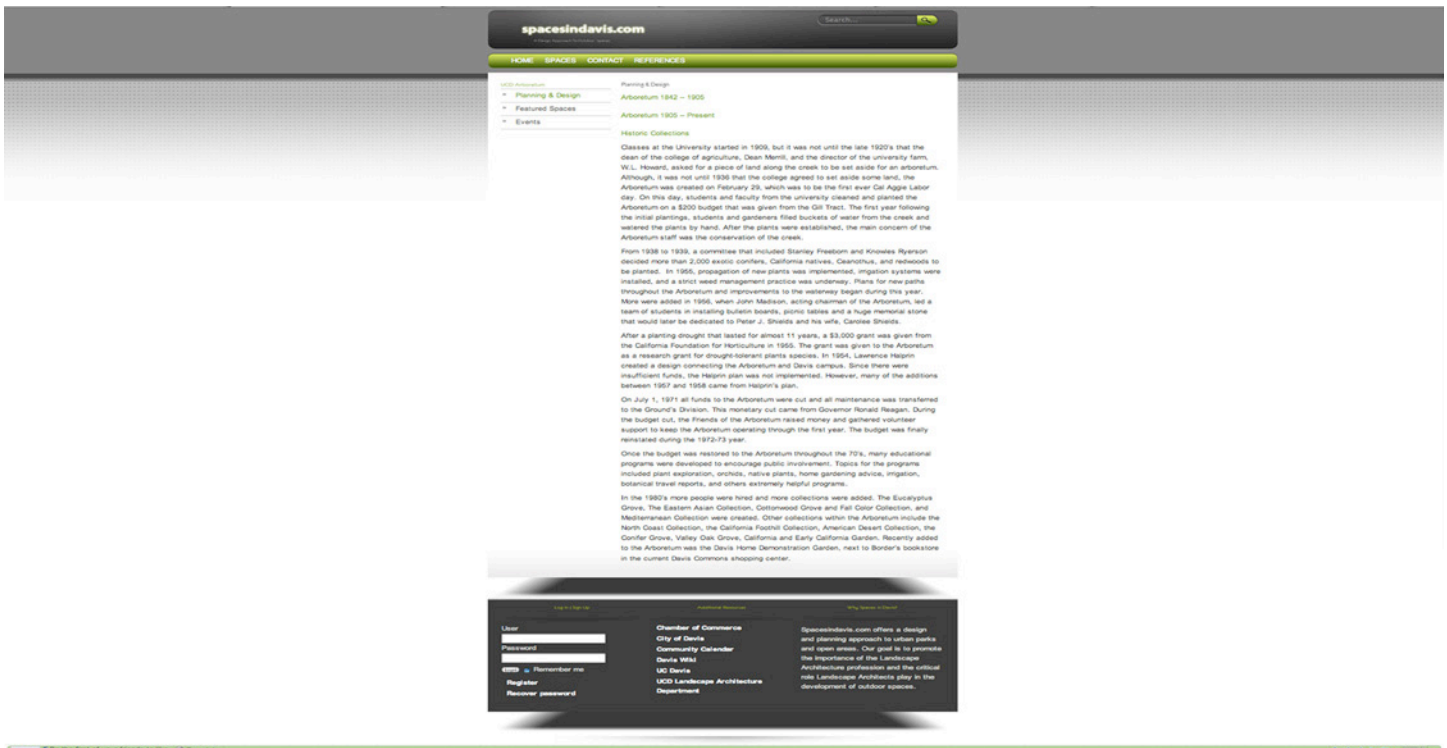

Fig 3.15 Arboretum Page Cont.

Fig 3.16 UCD Arboretum Page Cont.

Fig 3.17 UCD Arboretum Page Cont.
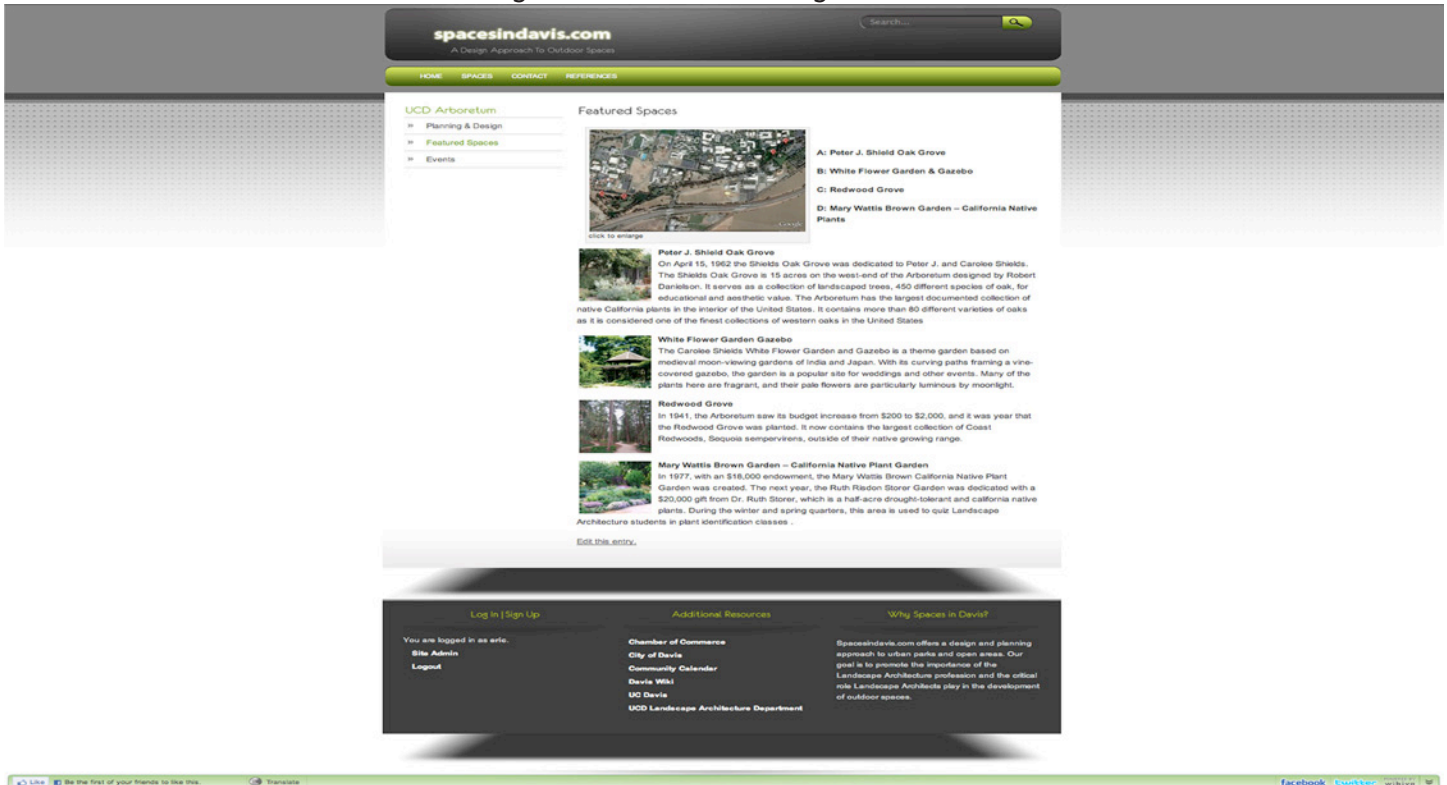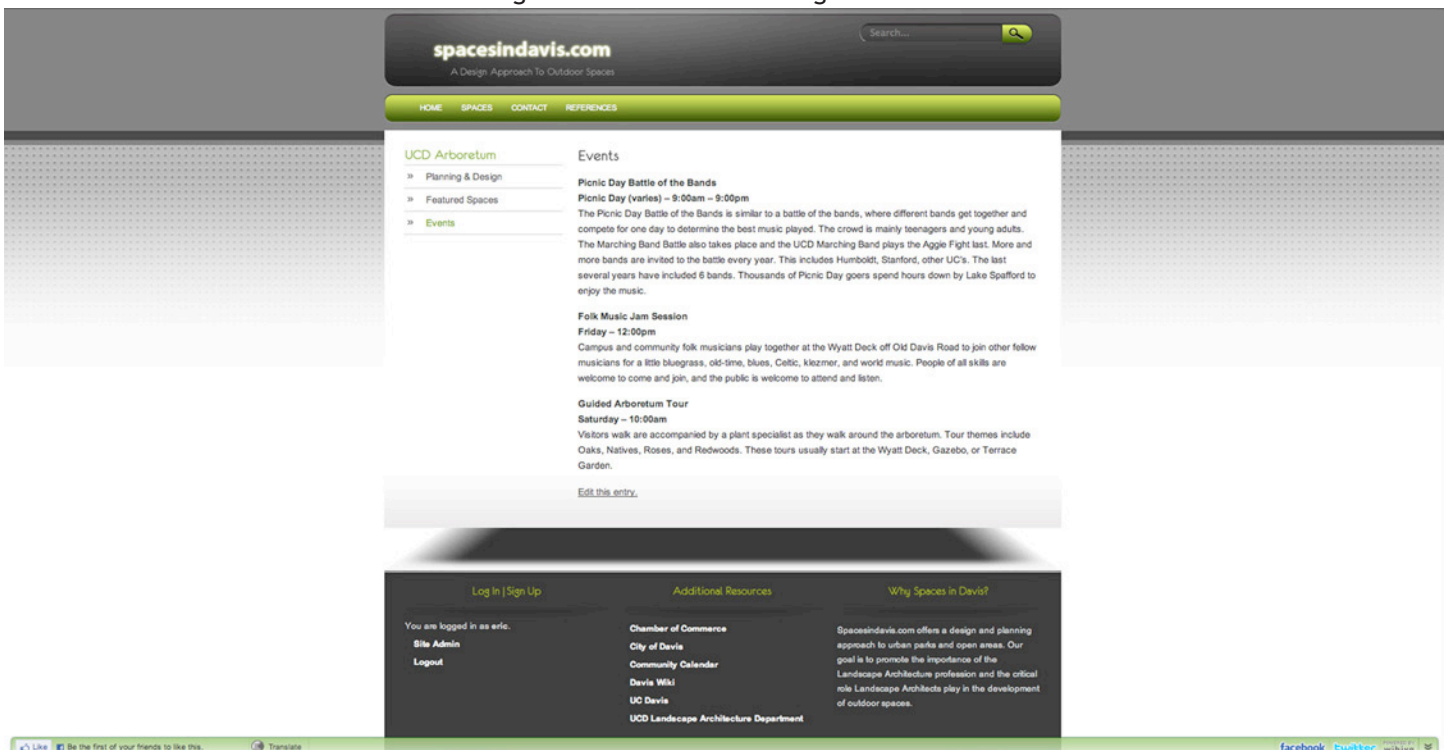
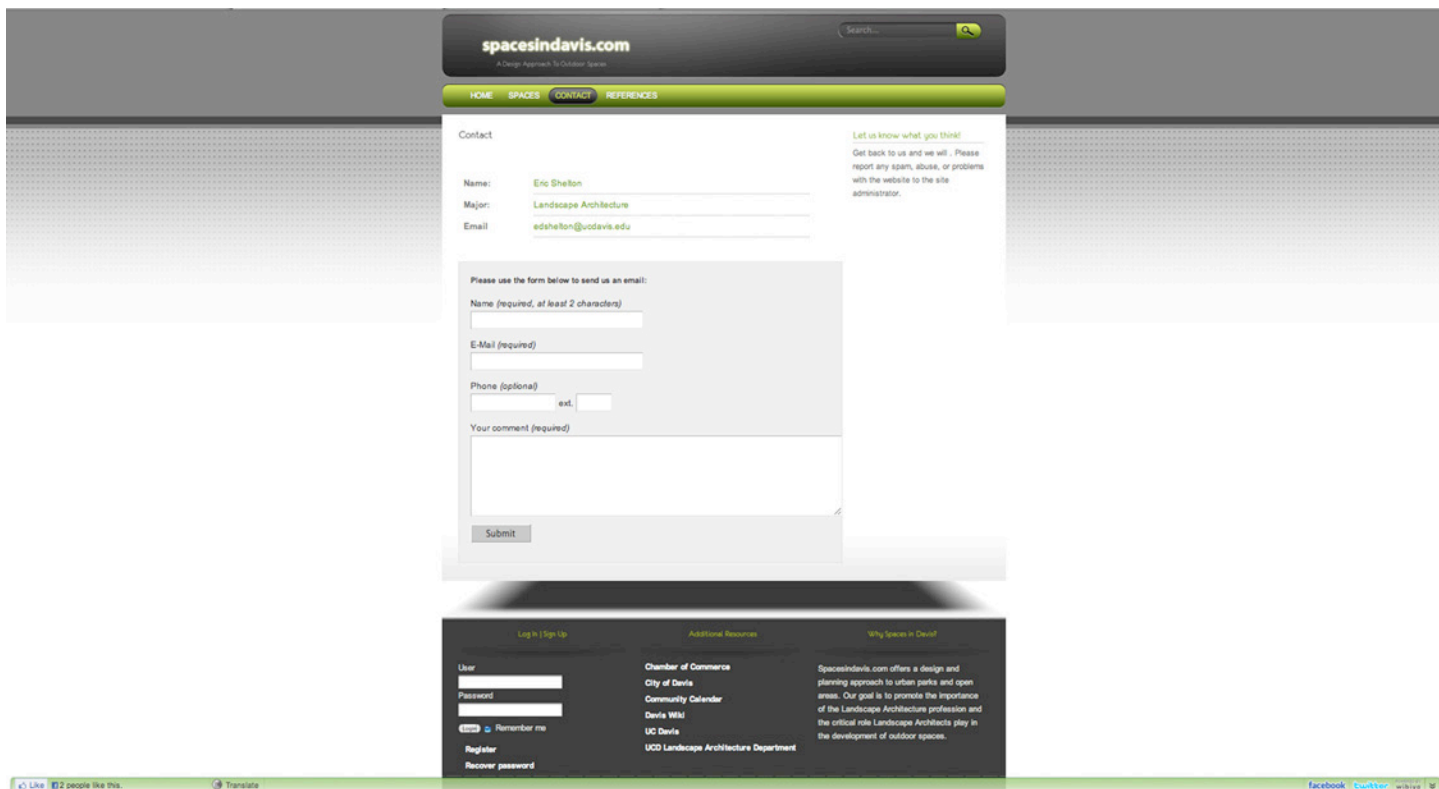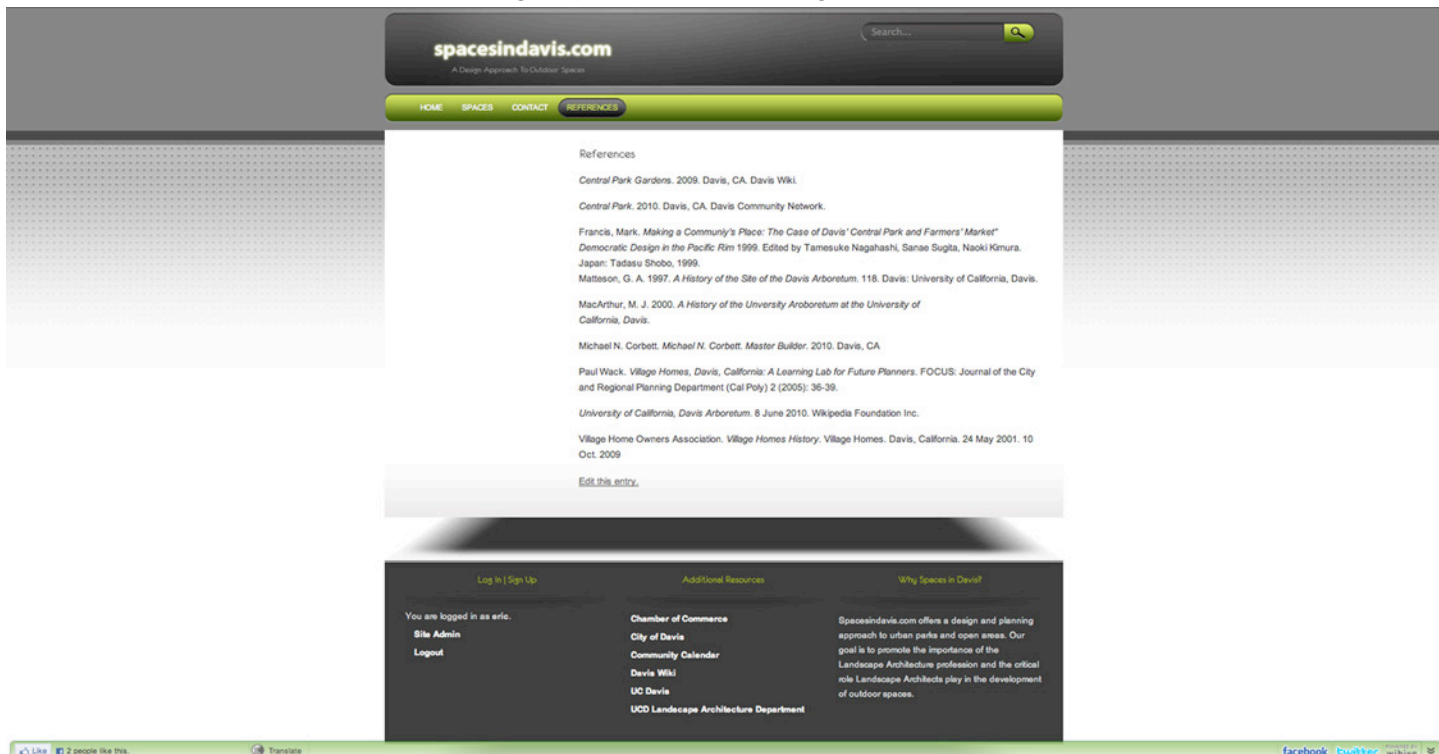Fig 3.18 UCD Arboretum Page Cont.

Fig 3.19 UCD Arboretum Page Cont.

results

Problems

The biggest problem with this website is generating a user base that is large enough to make this service useful. If nobody uses the Spaces in Davis, then there is no feedback to improve and evolve the website into something that is effective. With this concept, it may be difficult to reach people that are busy. Overwhelmed with the stresses of life, the World Wide Web is a significant tool. These types of people are using the Internet a majority of the time.   Furthermore, some people are simply not interested in the design of spaces. This website will not influence their opinion of the profession.

Fig 4.1 Our technological culture overwhelms us with stress and leaves us little time to reflect.

Ease / Difficulty

The easy part of the project was creating the front-end design and content. A simplistic back-end content management system makes it easy for anyone who is non-technical to edit a websites look and information. Design specifications help expedite the process of finding the right design, rather than a

results

trial and error approach.

In order for Spaces In Davis to become popular and widely used, visitors and cities need to participate in the website. This is a very difficult task, since the city will not be seeing any returns on their time and efforts. Time and effort will be needed to create a strong online marketing campaign.

Potential

Another trend that is rapidly affecting web designers is the growth of smaller gadgets to con nect to the Internet. Devices such as smart phones and pocket devices are now capable of tapping into the web on the go, and many web pages are not designed to work on that scale.

With the mobile web making a big difference, this can be even more of a useful tool. People on the go can learn and be informed on spaces within Parks. It's a great way for people to combine environmental education and outdoor recreation.

Fig 4.2 The mobile web gives online services the potential for growth

conclusion

In conclusion, the concept of providing design/landscape architecture information is different to most web sites. The culture of our world today is dominated by technology, especially the Internet (Anton 1995). With globalization and mobile technology, the majority of our population is accustomed to cut and dry information.

Providing this type of information gives people an awareness of the landscape architecture field, as well as a sense of history. This is powerful and can influence the way our society views the environment, and can open the doors to future green jobs to millions of people.

The opportunity to bring a design approach to spaces can be very receptive, however, only if more spaces are included in the database, then the web site will be a useful service. At this point in time, Spaces in Davis is still in its' infantile stages. It is going to take an extraordinary amount of work and diligence to make this website a success.

references

A History of the Unversity Aroboretum at the University of California, Davis. California, Davis
2009. Davis, CA. Answers Corporation <http://en.wikipedia.org/wiki/Davis,_California>

Abbate, Janet Inventing the Internet. Cambridge: MIT Press, 1999.

Central Park Gardens. 2009. Davis, CA. Davis Wiki.
<http://daviswiki.org/Central_Park>.

Central Park Gardens. 2010. Davis, CA. Davis Community Network.
<http://www.davishistoricalsociety.org/cpgardens>

Chad A. Pulver. "Journal of Counseling and Development" Vol. 81, 2003

Davis Central Park. 2003-2009. Berkeley, CA. MIG, Inc. 2008.
< http://www.migcom.com/projects/view/47>

Francis, Mark. "Making a Communiy's Place: The Case of Davis' Central Park and Farmers'
Market" Democratic Design in the Pacific Rim 1999. Edited by Tamesuke Nagahashi, Sanae
Sugita, Naoki Kimura. Japan: Tadasu Shobo, 1999.

Facebook Statistics. 2010. Palo Alto, CA. Facebook Headquarters.
<http://www.facebook.com/press/info.php?statistics>

Golding, Paul. Next Generation Wireless Applications: Creating Mobile Applications in a Web 2.0
and Mobile 2.0 World. West Sussex, England: John Wiley & Sons Ltd., 2004.

Michael N. Corbett. 2010. Davis, CA
<http://www.michaelcorbettmasterbuilder.com/village.html>

Nikravesh, Masoud, Azine, Ben, Yager, Rondld, and Zadeh, Lofti A.
Enhancing the Power of the Internet. Berlin: Springer-Verlag, 2004.

Occupational Outlook Handbook: Landscape Architects. Dec. 17, 2009. Washington, DC.
Bureau of Labor Statistics. 10 Oct. 2005. <http://www.bls.gov/oco/ocos039.htm>.

Schneider, Hanna L., Huber, Lilli M. Diversity, globalization and the Ways of Nature. Ottowa:
International Development Research Centre, 1995.

University of California, Davis Arboretum. 8 June 2010. Wikipedia Foundation Inc.
<http://en.wikipedia.org/wiki/University_of_California,_Davis_Arboretum>

references

Village Homes. Davis, CA. 2003-2009. Davis, CA. Village Home Owners Association 10 Oct.
     2005. <http://www.villagehomesdavis.org/public/about/history>

Whyte, William H. The Social Life of Small Urban Spaces. New York: Project for Public Spaces,
     2001.