

## PROJECT STATEMENT

SOUTHWOOD EAST PARK WILL BE A 33-ACRE COMMUNITY SPACE DESIGNED TO ENHANCE CONNECTIVITY, FOSTER RECREATION, AND SUPPORT ENVIRONMENTAL SUSTAINABILITY. BY INCORPORATING NATIVE PLANTINGS THAT PROMOTE POLLINATORS, THE PARK WILL CREATE A VIBRANT HABITAT THAT ENHANCES BIODIVERSITY.

THE PARK WILL OFFER DIVERSE RECREATIONAL OPPORTUNITIES, INCLUDING SPORTS COURTS, EXPANSIVE TURF AREAS, AND A LARGE COMMUNITY GARDEN, ALONGSIDE SEVERAL PAVILIONS AND SEATING AREAS FOR SOCIAL GATHERINGS. THOUGHTFULLY DESIGNED PATHWAYS WILL ENCOURAGE MOVEMENT AND CONNECTION THROUGHOUT THE PARK, MAKING IT AN ACCESSIBLE SPACE FOR PEOPLE OF ALL AGES.

SOUTHWOOD EAST WILL BE A PLACE WHERE COMMUNITY, NATURE, AND ACTIVE LIVING COME TOGETHER, CREATING A SUSTAINABLE AND WELCOMING ENVIRONMENT FOR EVERYONE.











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TREE KEY

SOUTHWOOD EAST

## BRAND AND GOALS

TEAM BRAND: ECO-UNITY PARK

#### BRAND FOCUS:

ECO- HIGHLIGHTS SUSTAINABILITY AND PRESERVATION OF NATURAL HABITATS.

UNITY- PROMOTES COMMUNITY CONNECTION ACROSS GENERATIONS AND SHARED EXPERIENCES.

### BRAND DEFINITION:

REPRESENTS THE IDENTITY AND EXPERIENCE OF THE PARK. COMBINES VISUAL STYLE, EMOTIONAL IMPACT, AND PRACTICAL PURPOSE. SHOWCASES UNIQUE FEATURES WHILE ADDRESSING:

- COMMUNITY NEEDS.
- ENVIRONMENTAL GOALS.
- DESIGN STYLE AND PURPOSE.

# CONNECTIVITY DIAGRAM KEY — DESIGNATED BIKE ROUTS CONNECTION TO THE SURROUNDINGS Future houseing districts surround the PARK LOCATION TO MSU park making it important to have access points throught the parks boundries. DESIGNATED ROUTES Designated bike routes show the ideal route bikers will travel through the site on the way to housing, campus, or to town. PARKING AMENITIES Currently there are 18 parking spots surrounding the site with an additional 30 added sparking spaces within the site allowing outside users access.

















