

# SYCAMORE HILL GATEWAY PLAZA

GRAPHIC AND INTERPRETIVE APPROACH  
100% DESIGN DEVELOPMENT



Gallagher & Associates

PERKINS+WILL

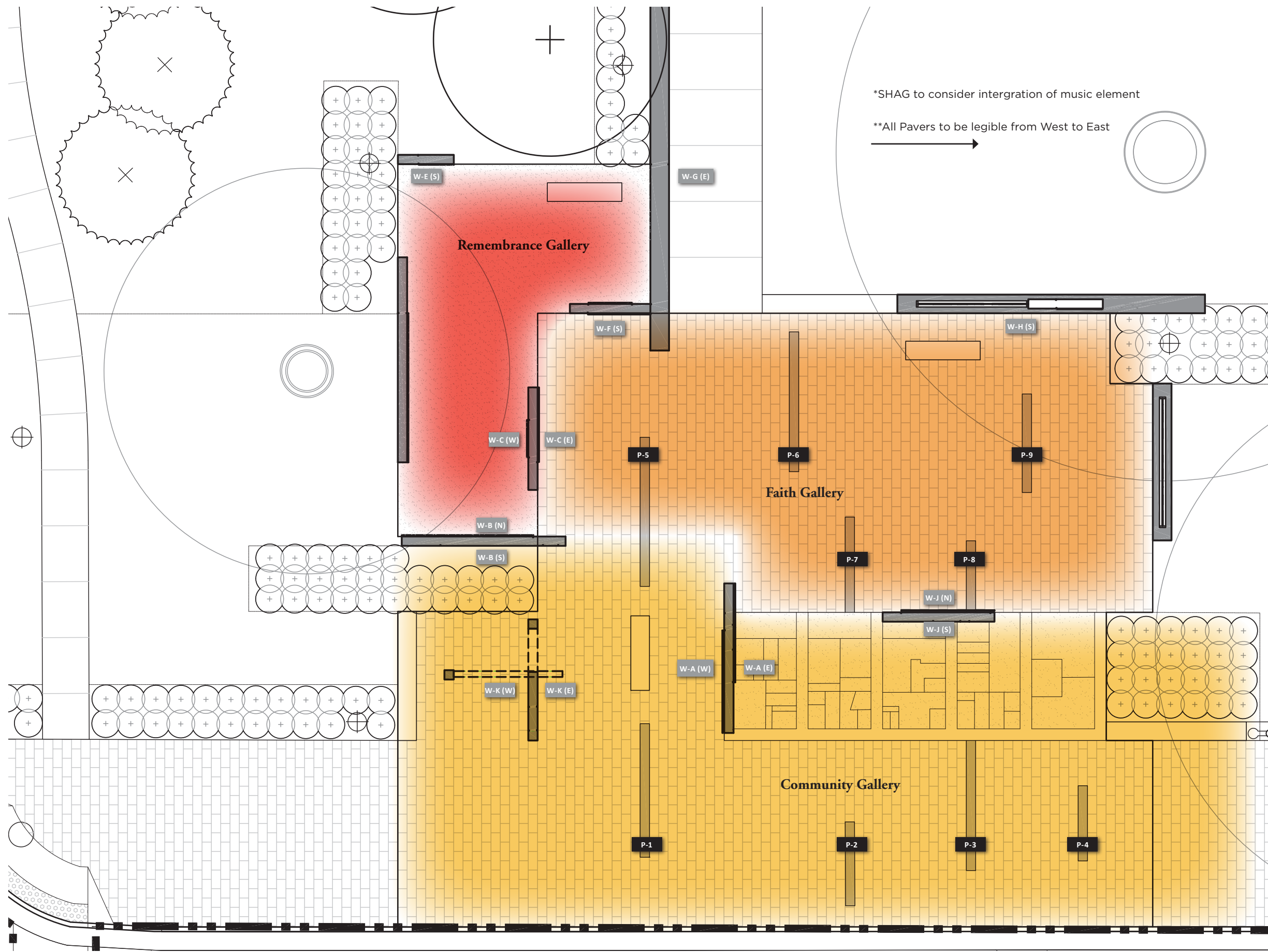
RHODESIDE&HARWELL



A large, leafless tree with a thick trunk and many bare branches dominates the right side of the image. In the lower-left foreground, there is a wooden park bench. To the right of the tree, a black lamppost with a single light fixture stands. The background shows more bare trees and a hazy sky. The entire image is covered with a semi-transparent orange filter.

# OVERVIEW & SYSTEM





# KEY PLAN

## GRAPHIC TYPE KEY

- A** = Graphic on Laminated Glass
- B** = Etched Graphic

## CONTENT LEGEND

### COMMUNITY GALLERY

- W-K (E)** = Title: Sycamore Hill Gateway Plaza
- W-K (W)** = Title: Sycamore Hill Gateway Plaza
- W-J (N)** = Main Text: Displaced, but Never Forgotten
- W-J (S)** = Main Text: Our History, Our Future
- W-A (W)** = Subtext: Sycamore Hill Gateway Plaza
- W-A (E)** = Subtext: Neighborhood Unity & Community Pride
- W-B (S)** = Image Panel (Community Members)
- P-1** = Paver Key Words
- P-2** = Paver Key Words
- P-3** = Paver Key Words
- P-4** = Paver Key Words

### FAITH GALLERY

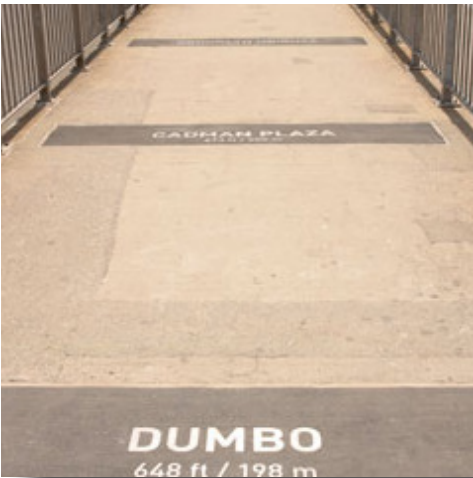
- W-H (S)** = Main Text: United in Faith
- W-J (N)** = Image and Quote Panel
- W-F (S)** = Image and Quote Panel (Congregation)
- P-5** = Paver Key Words
- P-6** = Paver Key Words
- P-7** = Paver Key Words
- P-8** = Paver Key Words
- P-9** = Paver Key Words

### REMEMBRANCE GALLERY

- W-C (E)** = Main Text: Remembering a Church and a Congregation
- W-C (W)** = Subtext: Roots and Remembrance
- W-B (N)** = Subtext: Urban Displacement: A Neighborhood Lost
- W-E (S)** = Quote
- W-G (E)** = Donor Wall







Forms + Surfaces  
Vivigraphix Spectra  
Laminated Graphic with  
Diffusion Layer

*Applied to exhibit substrate with  
pucks, see architectural drawings*

Etched or embedded SS  
letterforms

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmopqrstuvwxyz  
1234567890

PRIMARY FONT  
Acumin Pro-Condensed Medium

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmopqrstuvwxyz  
1234567890*

PRIMARY FONT  
Adobe Caslon Semibold Italic



70.75" AFF

66.25" AFF

60" AFF

United *in* Faith

In 1860, twenty-two African Americans gathered in the home of Sister Paul Bennett on North Greene Street and founded the African Baptist Church. It was one of the earliest churches in the city, and its members were instrumental in the development of First and Greene Streets. The Church was renamed Sycamore Hill Missionary Baptist Church in the late 1880s, in reference to the sycamore trees in the surrounding landscape.

blessed with strong spiritual leadership throughout its history. Sycamore Hill Missionary Baptist Church provided a safe haven for the community, and its members played a vital role in the development of the city.

Remembering a Church *and* a Congregation

The original Church remained a downtown landmark for over a century. It became much more than a house of worship—a center of social, political, and economic activity. It was a place where the community gathered to celebrate, to mourn, and to find solace. The Church was a cornerstone of the neighborhood, and its members played a vital role in the development of the city.

Neighborhood Unity *and* Community Pride

Families, schools, and businesses thrived in the heart of the neighborhood. The Church was a central hub of activity, and its members played a vital role in the development of the city. The Church was a cornerstone of the neighborhood, and its members played a vital role in the development of the city.

Roots *and* Remembrance

Although Sycamore Hill Missionary Baptist Church was a cornerstone of the neighborhood, it was not the only place of worship. The Church was a central hub of activity, and its members played a vital role in the development of the city. The Church was a cornerstone of the neighborhood, and its members played a vital role in the development of the city.

"Every time you come in this area, all you can see from your mind is the church and how much it has changed from being down here, but you still feel like the church is still there."

CHRISTOPHER RANDOLPH, SR.

"The church was certainly prominent in the neighborhood. It was a cornerstone. It was a warm neighborhood, people were friendly, everyone seemed to know each other, most of us were poor. Maybe at the time we didn't know we were poor, but we were happy. It was just a happy existence."

SHARON KENNEDY

MAIN TEXT PANELS (SAMPLE)

SUBTEXT PANELS (SAMPLE)

FEATURE QUOTE

IMAGE(S) WITH CAPTION, SMALL QUOTE

G

Gallagher & Associates

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www.gallagherdesign.com

Note: Please refer to script for final body copy.  
Text shown is for placement only.

CLIENT

Sycamore Hill Gateway Plaza

LOCATION

Greenville, NC

PROJECT PHASE

100% DD

PROJECT ID

17034.00

DESIGNED BY

LR

DRAWN BY

LR

DATE

08.31.2018

SCALE

1/2" = 1'-0"

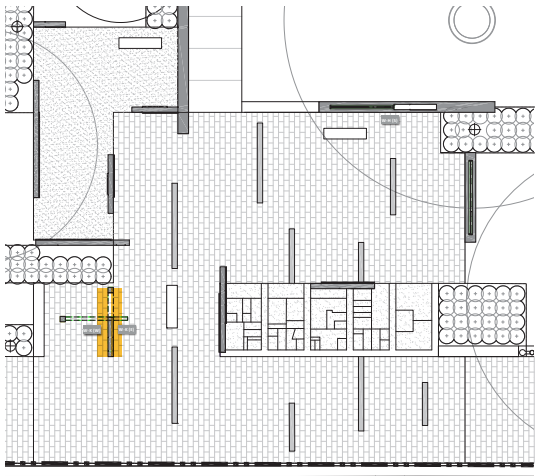
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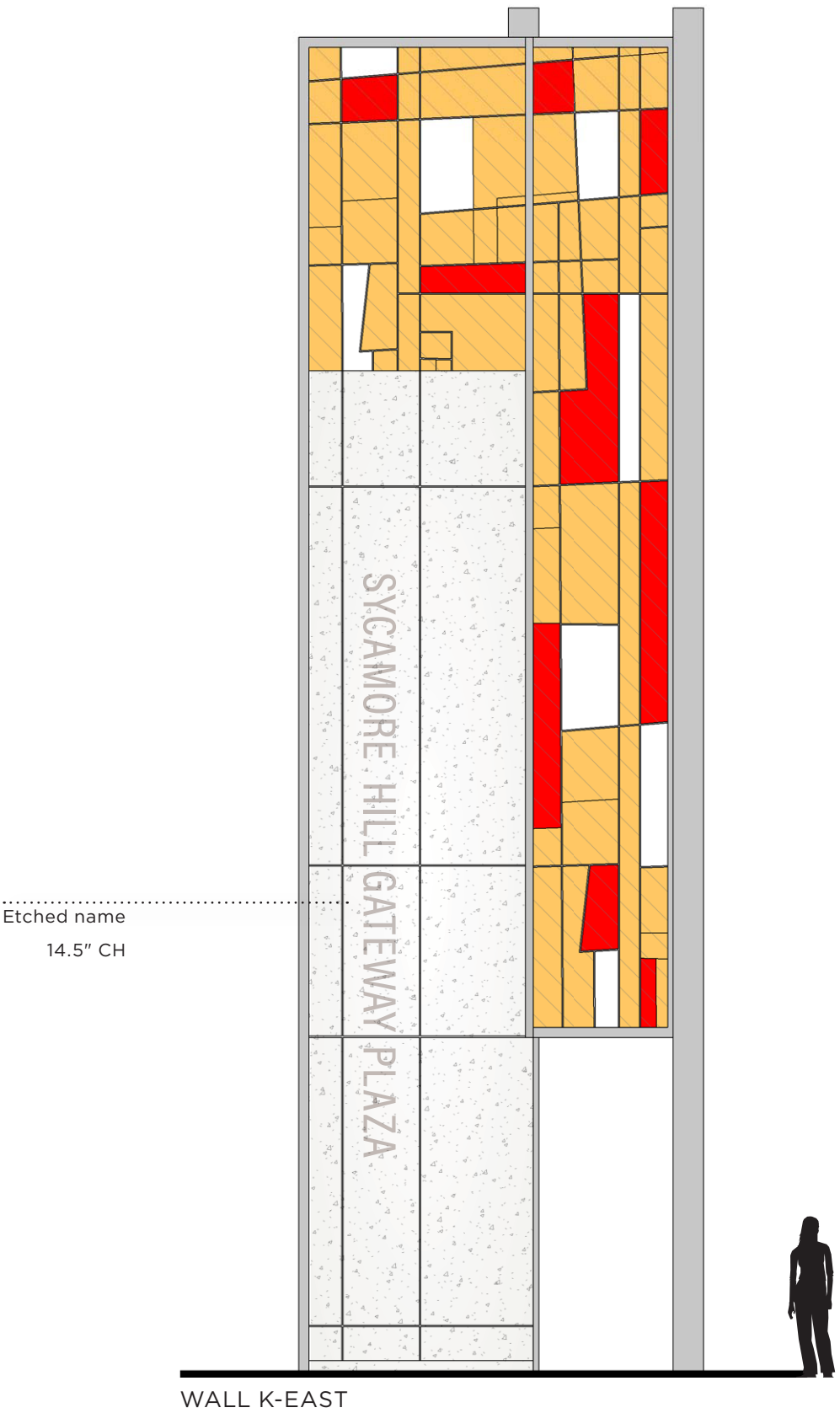
COMMUNITY



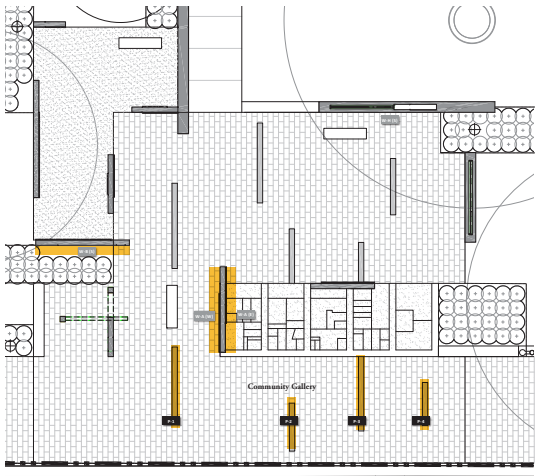


KEY PLAN

COMMUNITY - WALL K - EAST  
GRAPHIC ELEVATIONS







KEY PLAN



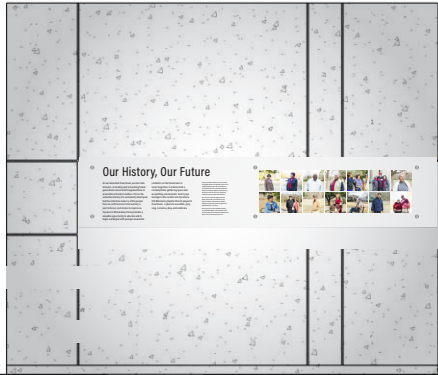
WALL A-WEST



WALL A-EAST



WALL B-SOUTH



WALL J-SOUTH

COLLECTIVE MEMORY • SHARED STORIES • LASTING CONNECTIONS

P-1

REMEMBRANCE • REFLECTION • HEALING

P-2

CELEBRATING A PLACE • BEARING WITNESS • FINDING PEACE

P-3

COMMUNITY • NEIGHBORS • FAMILY

P-4

PAVERS



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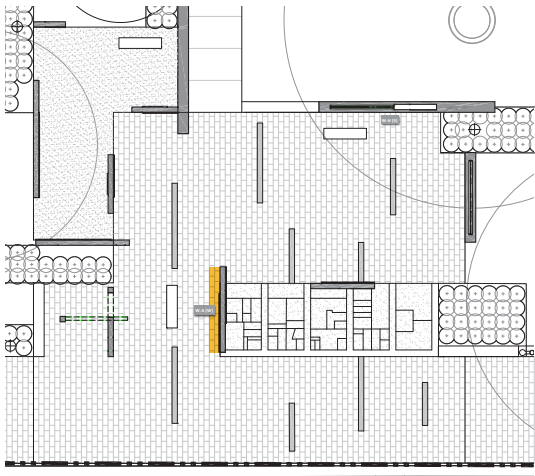
**CLIENT**  
Sycamore Hill Gateway Plaza  
**LOCATION**  
Greenville, NC

**PROJECT PHASE**  
100% DD  
**PROJECT ID**  
17034.00

**DESIGNED BY**  
LR  
**DRAWN BY**  
3/16"=1'-0"

**DATE**  
08.31.2018  
**SCALE**  
As Noted





KEY PLAN

# Sycamore Hill Gateway Plaza

"Downtown" was once a vibrant African-American community in Greenville where people lived, worked, played, and worshipped together. But their homes, businesses, and church were destroyed during the urban redevelopment era of the late 1960s, displacing residents and erasing a thriving, independent neighborhood. Today, many former community members remain in Greenville, active and connected to one another.

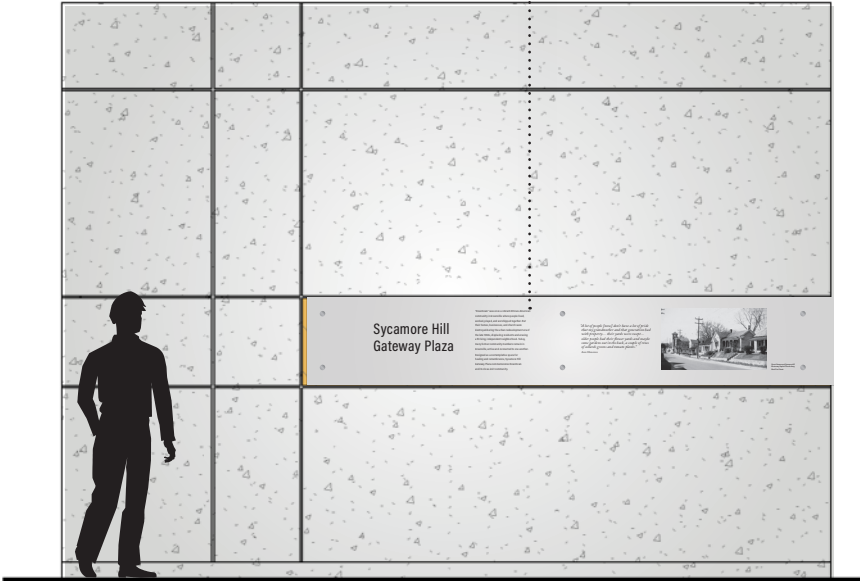
Designed as a contemplative space for healing and remembrance, Sycamore Hill Gateway Plaza commemorates Downtown and its close-knit community.

*"A lot of people [now] don't have a lot of pride that my grandmother and that generation had with property... their yards were swept... older people had their flower yards and maybe some gardens out in the back, a couple of rows of collards greens and tomato plants."*  
ANN HUGGINS



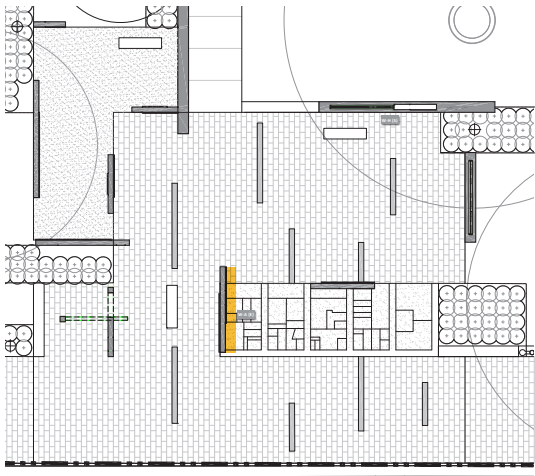
View of homes and Sycamore Hill  
Missionary Baptist Church along  
West First Street.

DETAIL GRAPHIC PANEL  
NTS



REFERENCE ELEVATION  
1/4"=1'-0"





KEY PLAN

# Neighborhood Unity *and* Community Pride

Families, schools, and businesses flourished in Downtown. Prominent individuals who lived and worked here included educational leaders, businessmen and women, doctors, and lawyers. Many residents owned their homes. Sycamore Hill Missionary Baptist Church, located on the corner of First and Greene Streets, was the heart of the community—a place to gather, worship, sing, learn, and celebrate. The church still exists, now in its third location in Greenville.



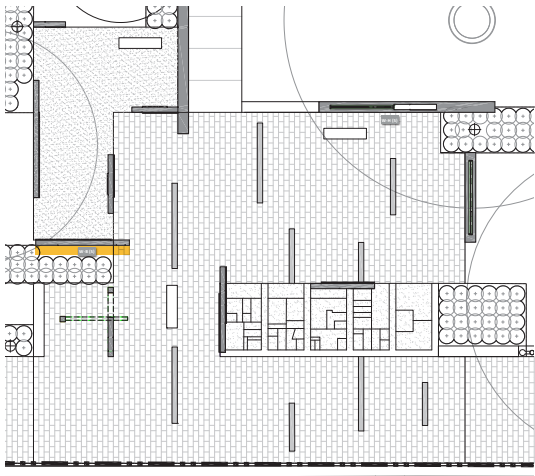
Senator John F. Kennedy's motorcade passes through Downtown during his 1960 Presidential Campaign. The C.M. Epps High School marching band can be seen on both sides of Greene Street. Sycamore Hill Missionary Baptist Church can be seen on the right.

DETAIL GRAPHIC PANEL  
NTS



REFERENCE ELEVATION  
1/4"=1'-0"





KEY PLAN

*“The church was certainly prominent in the neighborhood, it was a centerpiece. It was a warm neighborhood, people were friendly, everyone seemed to know each other, most of us were poor. Maybe at the time we didn’t know we were poor, but we were happy. It was just a happy existence.”*

RONALD KIMBER



Ronald Kimber, 2016.



A young Ronald Kimber (right) and a neighborhood friend stand in front of his next door neighbor's house, circa 1953.

DETAIL GRAPHIC PANEL  
NTS



REFERENCE ELEVATION  
1/4"=1'-0"



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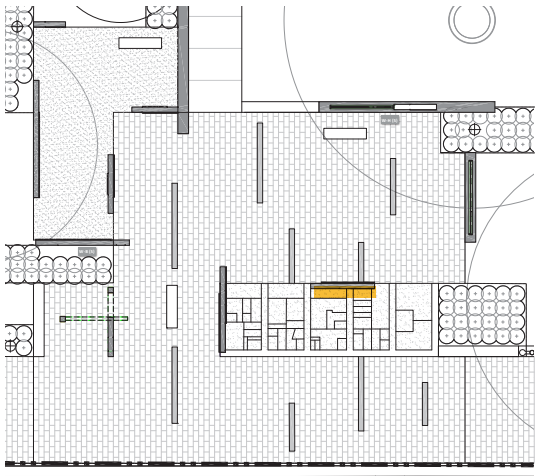
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LR  
**DRAWN BY**  
LR

**DATE**  
08.31.2018  
**SCALE**  
As Noted





KEY PLAN

# Our History, Our Future

As we remember Downtown, we also look forward—to healing and to teaching future generations about what happened here in Greenville and why it matters. This is the collective history of a community destroyed, but the collective memory of the people lives on, with lessons to be learned, a past to honor, and stories to inspire us. Sycamore Hill Gateway Plaza provides a valuable opportunity to educate and to begin a dialogue with younger Greenville

residents so that Downtown is never forgotten. It creates both a contemplative gathering space and an uplifting environment. And it pays homage to the central role Sycamore Hill Missionary Baptist Church played in Downtown - a place to assemble, pray, sing, converse, play, and celebrate.

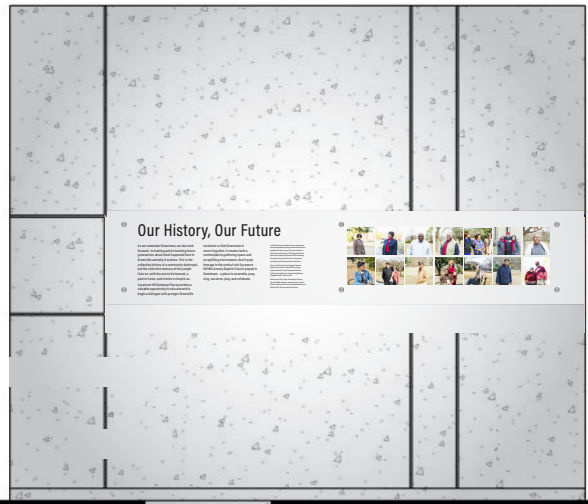
In 2016, Downtown residents were interviewed and photographed on the grounds of their former neighborhood, by Joyner Library historians at East Carolina University. Titled *Beyond Bricks & Mortar: Revisiting the Sycamore Hill Community*, the project shares the history of a displaced community and the people who lived there.

Top row, left to right: Ann Huggins, Barbara Brown, Ben Johnson, Charles Gatlin, Group (Darilyn Crandell, Linda Coleman, Geraldine Dudley), Group (Eleanor Howard, Hugh Grimes, Deborah Powell), Francine Tait.

Bottom row, left to right: Gwendolyn Holman, Jay and Debbie Hagens, Lonnie Norcott, Lucille Gorham Sayles and Lucille Sayles, Michael Garrett, Robert Little, Thomas and Gracie Vines.

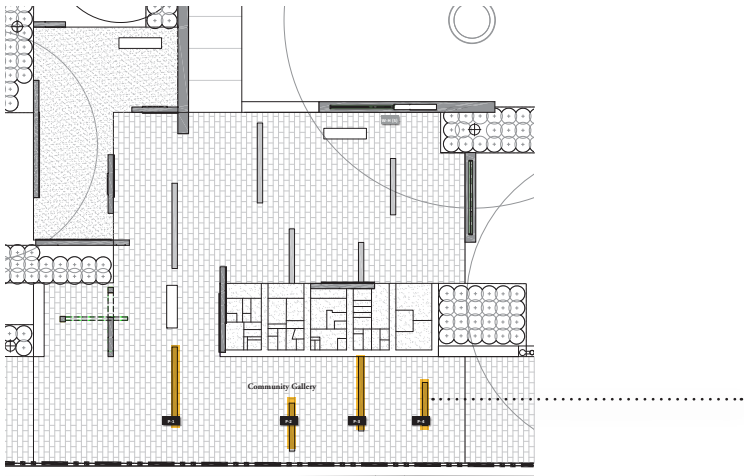


DETAIL GRAPHIC PANEL  
NTS



REFERENCE ELEVATION  
1/4"=1'-0"





KEY PLAN

COLLECTIVE MEMORY • SHARED STORIES • LASTING CONNECTIONS

P1

REMEMBRANCE • REFLECTION • HEALING

P2

CELEBRATING A PLACE • BEARING WITNESS • FINDING PEACE

P3

COMMUNITY • NEIGHBORS • FAMILY

P4

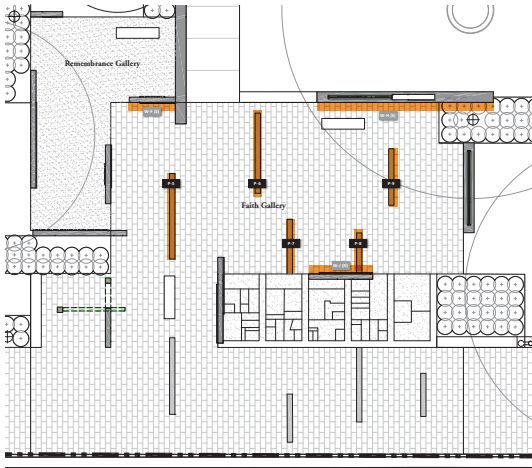
SS Name inset :  
into hardscape  
4.5" CH





FAITH





KEY PLAN



WALL H - SOUTH

WALL J-NORTH

WALL F-SOUTH

PRAY • WORSHIP • SING

P-5

THE SPIRITUAL HEART OF THE COMMUNITY

P-6

LOVE • TEACH • HOPE • BELIEVE • BLESS

P-7

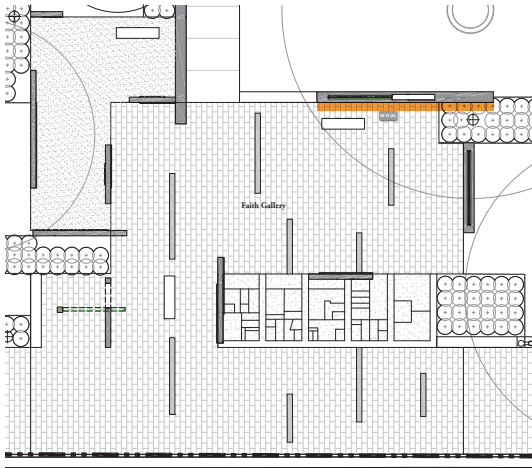
LIVING WHAT WE BELIEVE

P-8

FOUNDATIONS OF FAITH • FAMILY AND COMMUNITY

P-9

PAVERS



KEY PLAN

# United *in* Faith

In 1860, twenty-two African Americans gathered in the home of Sister Ruth Armond on North Greene Street and founded the African Baptist Church. Located on the corner of First and Greene Streets, the original Church was renamed Sycamore Hill Missionary Baptist Church in the late 1880s, in reference to the sycamore trees in the surrounding landscape.

Blessed with strong spiritual leadership throughout its history, Sycamore Hill Missionary Baptist Church prided itself on a gifted choir that filled the air with voices raised in song and praise. The large brick building with bells in its tower dates from 1917.



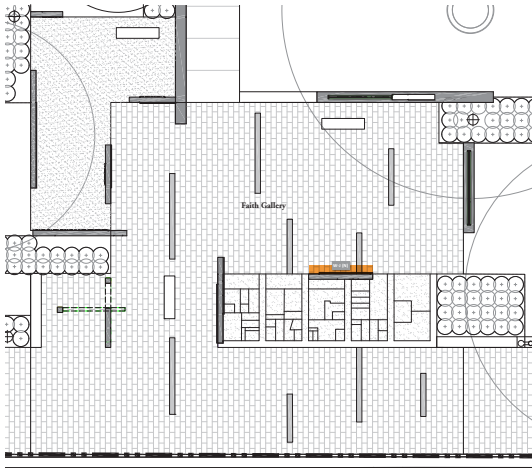
Sycamore Hill Missionary Baptist Church, August 1967.

DETAIL GRAPHIC PANEL  
NTS



REFERENCE ELEVATION  
1/4"=1'-0"





KEY PLAN

*“Every time you come in this area, all you can see from your mind is the church and how much it has changed from being down here, but you still feel like the church is still there.”*

CHRISTOPHER RANDOLPH, SR.



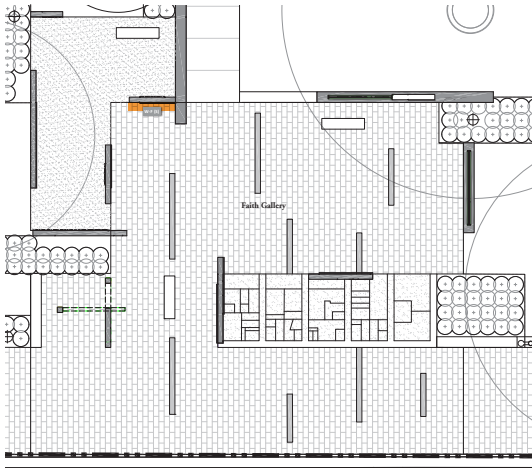
Evelyn Lopez and Christopher Randolph, Sr. Evelyn Lopez joined Sycamore Hill Missionary Baptist Church at 12 years old and sang in the choir. Christopher Randolph Sr. attended the church with his family and remembers a community where “everyone watched out for everyone.” Former members of Downtown and Sycamore Hill Baptist Church reside in the Greenville area and across the country.

DETAIL GRAPHIC PANEL  
NTS




REFERENCE ELEVATION





KEY PLAN



Sycamore Hill Missionary Baptist Church, April 1961. Congregants assemble outside, protesting plans for the redevelopment of Downtown and the demolition of their Church.

*“...It was an awesome place to be, because though we were economically poor, spiritually, we were rich.”*

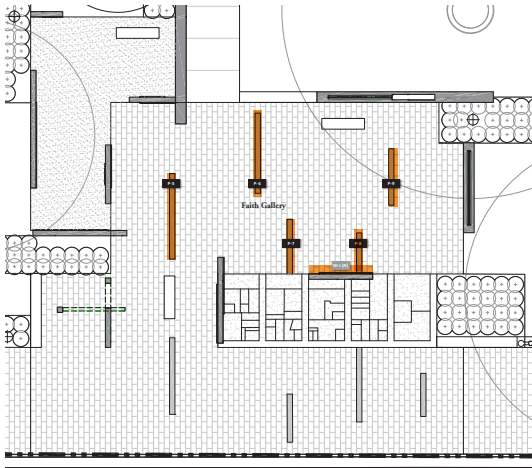
GWENDOLYN HOLMAN

DETAIL GRAPHIC PANEL  
NTS



REFERENCE ELEVATION





KEY PLAN

LIVING WHAT WE BELIEVE

\*\*All Pavers to be legible from West to East

SS Name inset  
into hardscape  
4.5" CH

PRAY · WORSHIP · SING

P5

THE SPIRITUAL HEART OF THE COMMUNITY

P6

LOVE · TEACH · HOPE · BELIEVE · BLESS

P7

LIVING WHAT WE BELIEVE

P8

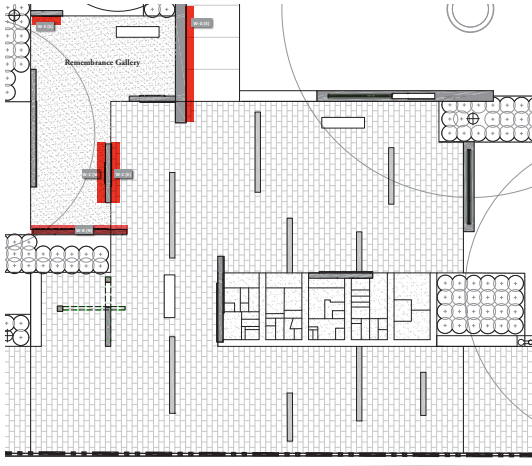
FOUNDATIONS OF FAITH · FAMILY AND COMMUNITY

P9

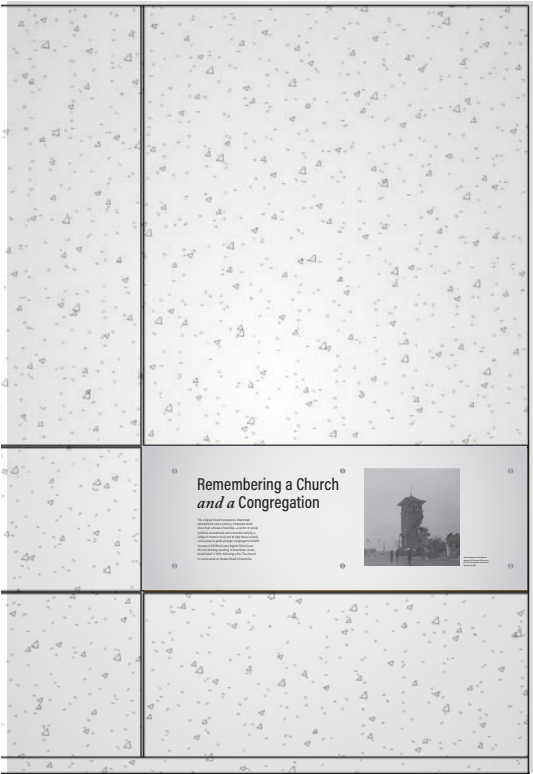


# REMEMBRANCE





KEY PLAN



WALL C - EAST



WALL B - NORTH



WALL C - WEST



WALL E - SOUTH



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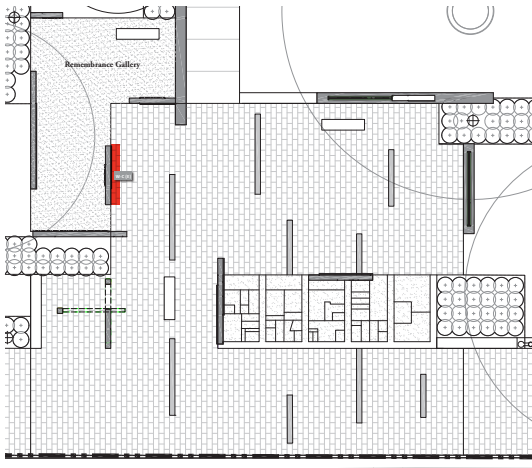
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**CLIENT**  
Sycamore Hill Gateway Plaza  
**LOCATION**  
Greenville, NC

**PROJECT PHASE**  
100% DD  
**PROJECT ID**  
17034.00

**DESIGNED BY**  
LR  
**DRAWN BY**  
LR

**DATE**  
08.31.2018  
**SCALE**  
1/4"=1'-0"



KEY PLAN

REMEMBRANCE: WALL C-EAST  
GRAPHIC ELEVATIONS

Urban Displacement —  
A Neighborhood Lost

Many community members were born Downtown and grew up attending school and church together in a friendly, family-oriented neighborhood. House doors were never locked, and residents looked out for one another.

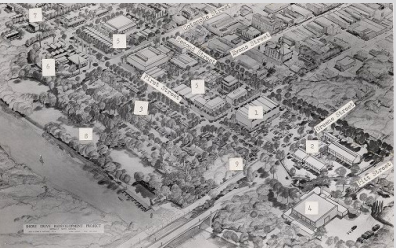
In the late 1960s, Downtown was demolished to make way for Greenville's redevelopment plans for the area. Devastated community members were forced to leave their homes, which were then destroyed, and a neighborhood disappeared.



Aerial photograph of Downtown area before redevelopment, circa 1960-1965. See tower, outlined above.



Aerial photograph of Downtown during redevelopment, circa 1965. The tower of Sycamore Hill Missionary Baptist Church is visible in right.



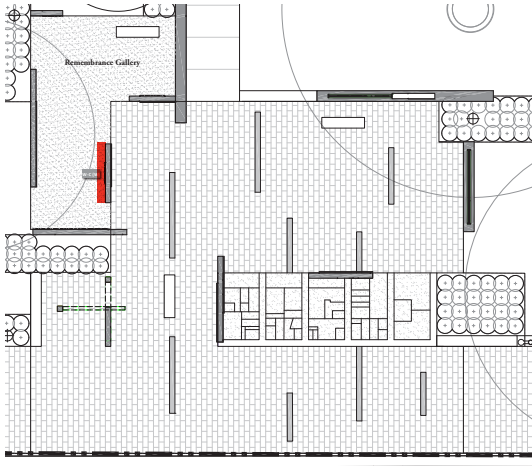
Drawing of Greenville area near Tar River with numbered plans for the area. Town Common which replaced Downtown, is number "16." Drawing by James R. Gidycz & Associates, AIA, Raleigh, North Carolina.

DETAIL GRAPHIC PANEL  
NTS



REFERENCE ELEVATION  
1/4"=1'-0"





KEY PLAN



# Roots *and* Remembrance

Although Downtown residents moved to other areas in and near Greenville and around the country, many remain connected to one another and memories of their old neighborhood are strong. They return to this site from all over the city with a sense of pride that runs deep in what was created here—loving relationship, honored traditions, and cultural and religious practices that lasted for generations.

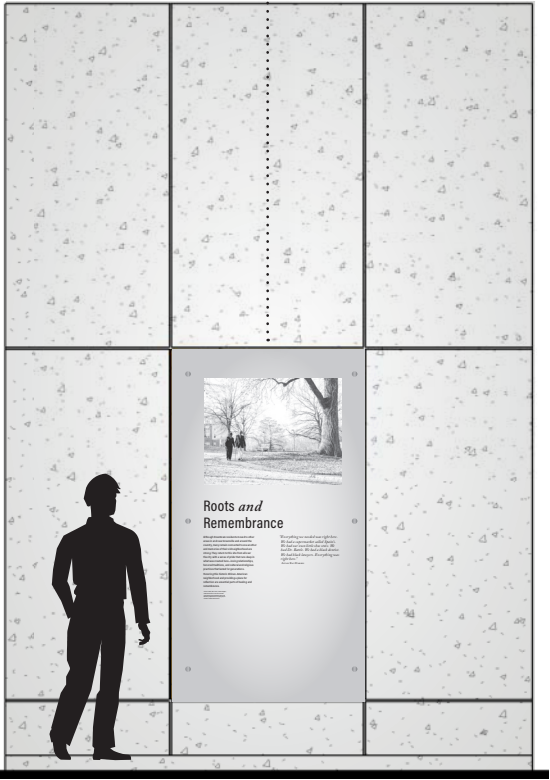
Honoring this historic African-American neighborhood and providing a place for reflection are essential parts of healing and remembrance.

Design includes site plan and site map. All other content is for informational purposes only. All other content is for informational purposes only. All other content is for informational purposes only.

*"Everything we needed was right here. We had a supermarket called Spain's. We had our own little shoe store. We had Dr. Battle. We had a black dentist. We had black lawyers. Everything was right here."*

ALTON RAY HARRIS

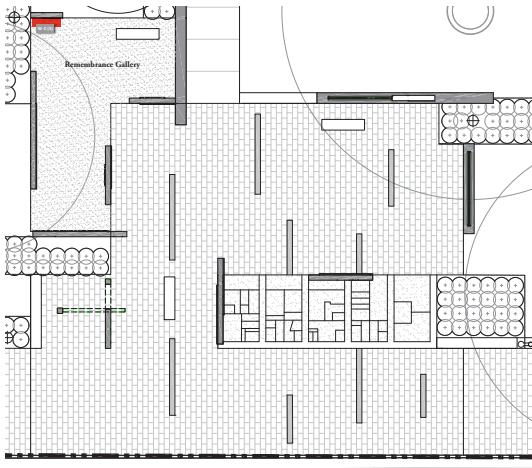
DETAIL GRAPHIC PANEL  
NTS



REFERENCE ELEVATION  
1/4"=1'-0"

## REMEMBRANCE: WALL C-WEST

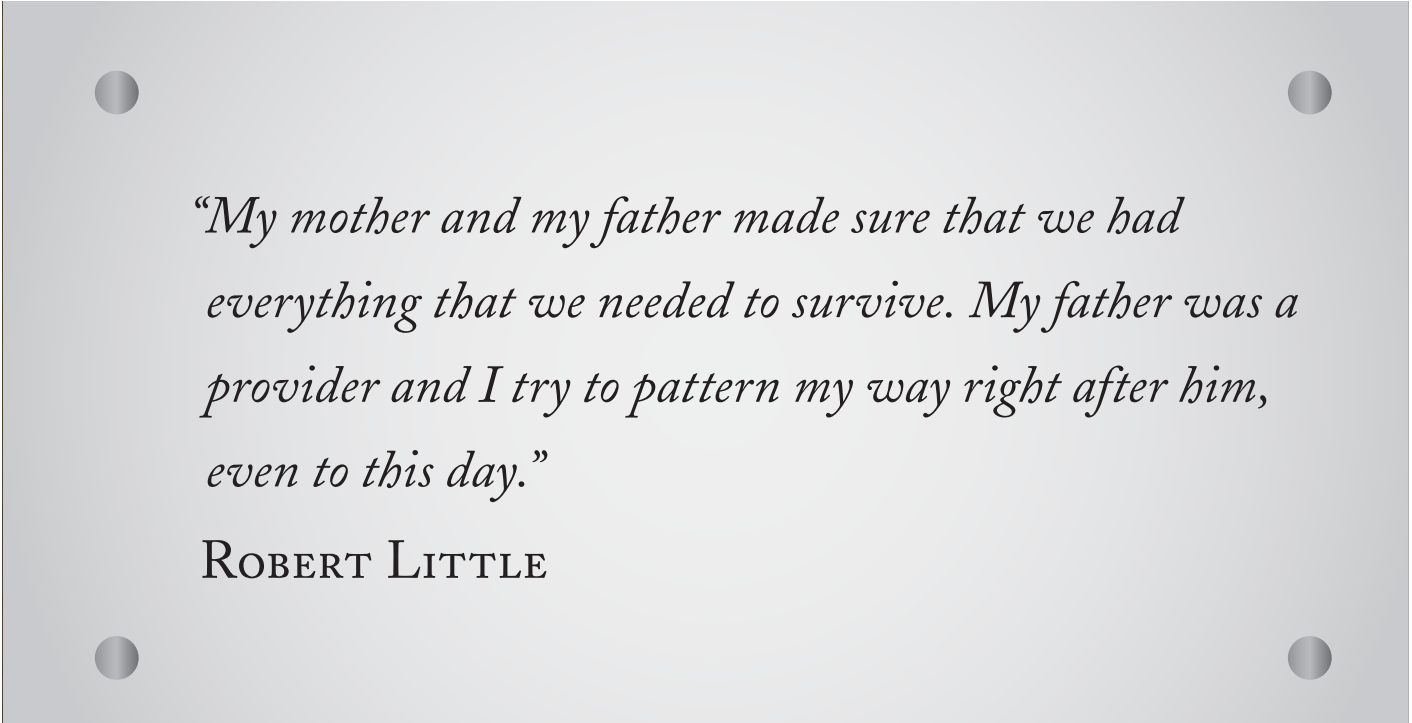
GRAPHIC ELEVATIONS



KEY PLAN

# REMEMBRANCE: WALL E-SOUTH

GRAPHIC ELEVATIONS

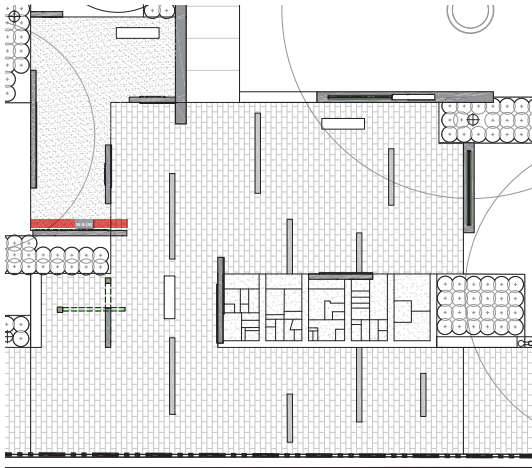


DETAIL GRAPHIC PANEL  
NTS



REFERENCE ELEVATION  
1/4"=1'-0"





KEY PLAN

# REMEMBRANCE: WALL B-NORTH

GRAPHIC ELEVATIONS



Sycamore Hill Missionary Baptist Church, April 1961. Congregants assemble outside, protesting plans for the redevelopment of Downtown and the demolition of their Church.

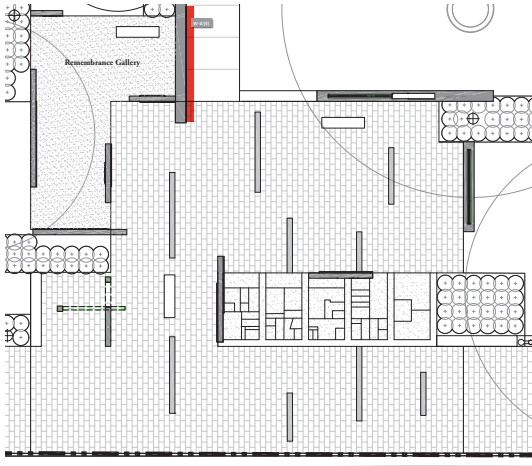
*“...It was an awesome place to be, because though we were economically poor, spiritually, we were rich.”*

GWENDOLYN HOLMAN

DETAIL GRAPHIC PANEL  
NTS



REFERENCE ELEVATION



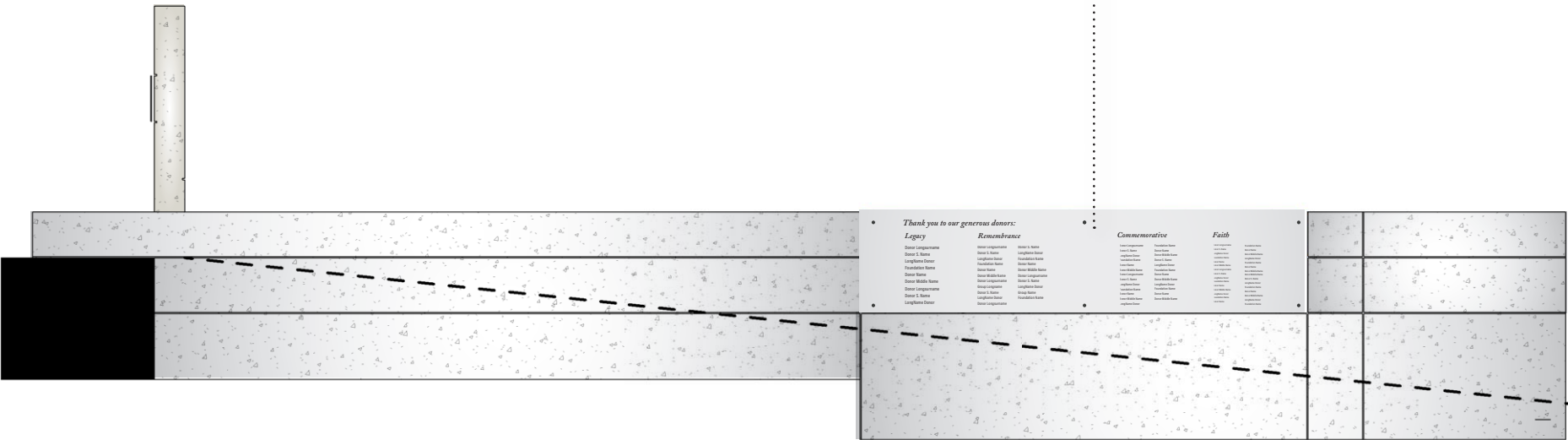
KEY PLAN

# REMEMBRANCE: WALL G-EAST (DONOR)

GRAPHIC ELEVATIONS

Thank you to our generous donors:			
Legacy	Remembrance		Commemorative
Donor Longsurname	Donor Longsurname	Donor S. Name	Donor Longsurname
Donor S. Name	Donor S. Name	LongName Donor	Donor S. Name
LongName Donor	LongName Donor	Foundation Name	LongName Donor
Foundation Name	Foundation Name	Donor Name	Foundation Name
Donor Name	Donor Name	Donor Middle Name	Donor Name
Donor Middle Name	Donor Middle Name	Donor Longsurname	Donor Middle Name
Donor Longsurname	Donor Longsurname	Donor S. Name	Donor Longsurname
Donor S. Name	Group Longname	LongName Donor	Donor S. Name
LongName Donor	Donor S. Name	Group Name	LongName Donor
	LongName Donor	Foundation Name	Foundation Name
	Donor Longsurname		Donor Name

DETAIL GRAPHIC PANEL  
NTS



REFERENCE ELEVATION  
3/16"=1'-0"



