Gateway to Athens: Corridor Revitalization
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1 Program Development
I. Aesthetic Objectives

As the corridor sits today, there is no overarching theme that ties it all together or lets you know that you have arrived at the gateway to Athens. For me, Athens means a lot of things: nature, school, home away from home, hip, industrial, historical, diverse, poverty, crime, sprawl, etc.... The aesthetic of the corridor should highlight and touch on the positives of that list and shield from the negatives. As one comes in to Athens from the direction of Augusta, you pass many agricultural fields and lots of forest and slowly start to move in to the more commercial and industrial feel of Athens. I think this theme of natural to industrial would work as a motif for the corridor and could be highlighted in the following ways:

- As more tactical medians are added, the plant choices within those medians should either feel more natural or more industrial depending on where you are on the corridor
  - For example, the closer to Whit Davis Rd you are, the more you should feel like you are still surrounded by forest (more trees and shrubs) and vice versa the closer you are to the loop, the plantings should feel more industrial (meadow grasses and herbaceous perennials)

- Any new buildings (commercial or housing) should use materials that evoke either a natural or industrial feel
  - For example, a business that is built on the natural end of the corridor should use brick and/or wood where as a business built on the industrial side should use more metal and glass

- Any public art installations should evoke either a natural or industrial feel corresponding to where it is located on the corridor
  - Natural  ➔ agricultural, floral, historical scenes
  - Industrial  ➔ street art, more contemporary feel

- 2-3 gateway features
  - 1 near Whit Davis road with more natural feel
  - 1 at specific site
  - 1 closer to the loop with very industrial feel
    - Maybe these also function as pedestrian bridges?
II. Urban Agriculture Development Objectives

In many of the survey responses and ACC documents, it is mentioned that urban agriculture and “agri-hoods” would be a most welcome addition to this corridor. Studies show that participating in gardening activities is a viable form of therapy for numerous conditions and also works to decrease general stress levels in participants. By having community gardening programs in place, it would help the surrounding community to be more mentally and physically healthy while also providing educational and commercial opportunities. This can be accomplished through the following ways:

- Proposing the development of an “agri-hood”
  - 50-75 1/8 of an acre lots situated around common green spaces that have food plots within them that members of the community care for and split crop yields
  - Be within proximity of existing farmers market or build farmers market with teaching kitchen classroom area for educational and revenue purposes
  - Greenhouses and compost areas

- In commercial hub areas, instead of planting ornamental shrubs and trees, have areas designated for planting vegetable crops

- Outside of the agri-hood idea, build a farm that community members can choose to participate in and help care for
  - Include farmers market pavilion, teaching kitchen and classroom, greenhouse area, composting program
  - Informal parking
  - Garden therapy programs
  - Partner with local schools to teach children where their food actually comes from

- Partner with local CSA (Collective Harvest) to ensure success and longevity of programs

- On site with the farm, propose a small scale farm to table restaurant that uses crops from this farm and other community farms in its dishes
  - Work with other local restaurants to make sure that veggies grown are what consumers will want so that there is no waste, making the most of the crop yield
III. Ecological Objectives

One thing that stood out to me over the course of site inventory is how so much surface area is covered by asphalt and concrete. This is not an aesthetically pleasing look or an ecologically friendly one. There are several things that can be done to create a more ecologically friendly and sustainable design for the corridor and our specific site.

- **Storm water management practices**
  - In areas where there is the possibility of having drainage issues propose rain gardens or bio retention areas
  - If there are existing detention ponds, propose that they be turned in to bio retention areas
  - In tactical medians, utilize plants that also double to filter water
  - Propose curb-less streets, have rainwater run directly in to bio retention areas instead of in to drainage systems
  - All rainwater managed on site
• All street lighting should be affixed with solar panels
• All buildings should also have solar panels
• Some/all buildings should have green roofs/walls
• When possible, use pervious paving systems
• All roads should have bike lanes to encourage bike use, these lanes should have proper connections to all bike trail systems along corridor

IV. Recreation and Trail Objectives

Within walking distance of our specific site, there is only one public park. With only one other public park along the corridor, the residents of this community are severely underserviced in terms of public green space and recreation areas. There is also no connectivity or trail system between these existing parks. It is important to include green spaces, fields, and trails in the design to encourage physical activity within the community and also to provide gathering spaces for those who want to utilize them.

• Install small pocket parks along the corridor and have them be themed
  o Water park
  o Dog park
  o Fishing pond area
• Design one larger green space
  o Include stage or amphitheater area
  o Incorporate a multipurpose field that could be used just as open lawn or as soccer/football/lacrosse field (or even outdoor yoga classes)
  o Within proximity or on our specific site
  o Trail systems connecting it to other pocket parks
    • Walking and biking
  o Necessary to be connected to proposed Firefly Trail
V. Commercial Development Objectives

While there are plentiful businesses already located along the corridor, many of them are run-down, un-wanted, and/or unsavory. In order to improve the overall aesthetics of the corridor, reverse the negative connotation of the area, and service the target audience of community members, it is paramount to bring in the proper type of commercial development. This can be accomplished in several ways:

- **Bring in businesses that correspond with the other objectives**
  - Aesthetic: art studio, books, history museum, brewery
  - Urban agriculture: ace hardware, Williams Sonoma, juice and smoothie shop, farm to table
  - Ecological: eco tours, guided nature walks,
  - Recreation: bike store, yoga studio, small gym, GNC, cabela’s
- **Focus on the scale of the businesses and make sure there is an appropriate mix of large to small, local to chain**
  - Local shops and small retail spaces should be around 1,000 sq ft
  - Restaurants should be anywhere from 1,000 to 5,000 sq ft depending on type of feel the place should invoke
  - Large retail spaces should be no larger than 30,000 sq ft
- **Buildings should be arranged in a way to create inner green spaces or courtyards and to activate the streetscape, there should be no dead street area (like downtown below GA Heights where there is only brick wall around parking deck)**
2 Inventory & Analysis
Survey Response Word Cloud: analyzing the most frequently used words collected in survey responses from community members in relation to our transportation corridor
8 min to Sanford Stadium
15 min to Health Sciences Campus
1 hr 25 min to ATL
18 min to Lexington, GA
1 hr 45 min to Augusta, GA
7 min to Winterville, GA
15 min to Watkinsville, GA
8 min to Sanford Stadium
15 min to Health Sciences Campus
1 hr 25 min to ATL

Hierarchy of Circulation & Locator Map

- Heavy circulation
- Medium circulation
- Lower circulation
- Residential roads

Site location
- Travel times base point
very obvious that most of the land is taken up by residential uses, while there is not a corresponding amount of green space to service those residents. Commercial development spans the entire corridor with no main hubs or density, perfect example of suburban sprawl.
SWOT ANALYSIS: corridor

1. strengths
   - existing neighborhoods, potential consumers
2. weaknesses
   - extreme traffic issues
3. weaknesses
   - lack of tactical medians, pedestrian walkways, unsafe
4. weaknesses
   - unattractive commercial areas, lots of asphalt w/ no green space
5. opportunities
   - large undeveloped tract of land, lots of possibilities
6. opportunities
   - make improvements on existing infrastructure
7. opportunities
   - possible location to capitalize on entertainment. entertainment node
8. threats
   - restrictions on development due to airport location
9. threats
   - if traffic issues are not fixed, people will continue to avoid area
10. threats
    - if unsavory businesses cont. to develop area, won’t experience desired success/effect
SWOT ANALYSIS: intersection

1. **Strengths**
   - Existing neighborhoods, potential consumers

2. **Weaknesses**
   - Perception of high crime/poverty
   - Lack of tactical medians, pedestrian walkways, unsafe
   - Unattractive commercial areas, lots of asphalt w/ no green space

3. **Opportunities**
   - Connections to other green spaces and green ways
   - Make improvements on existing infrastructure (entire intersection)
   - Good spot for branding, signage, gateway feature

4. **Threats**
   - Restrictions on development due to airport location
   - If traffic issues are not fixed, people will continue to avoid area
   - If unsavory businesses continue to develop area, won’t experience desired success/effect
3 Conceptual Design
Conceptual Design 1

This concept was created by trying to think of the site as a clean slate. All elements are then organized around two axes of green space.
Conceptual Design 2

This concept was created by keeping some existing features and by thinking of 2 of the quadrants as clean slates. All elements are then organized as to be facing inwards towards one another.
Conceptual Design 3

this concept was created by keeping a majority of the larger existing features. New elements were then added according to where they fit in with the already existing elements.
### Conceptual Design 1

The underlying ideology of this concept is to have the elements surrounding and focused in on a central green space. Those elements include a stage area with amphitheater seating, a brewery, mixed use commercial buildings, a visitor/community center, an outdoor plaza with seating, and an agrihood development with accompanying farmers market, teaching kitchen, and farm to table restaurant.

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plentiful green space</td>
<td>- Proximity of stage to airport, possible noise issues</td>
</tr>
<tr>
<td>Connectivity between quadrants</td>
<td>- Enough parking?</td>
</tr>
<tr>
<td>Community/visitors center</td>
<td>- Ratio of green space to retail space possibly too much</td>
</tr>
</tbody>
</table>

### Conceptual Design 2

The underlying ideology of this concept is to have the four corners of the intersection be green space as a unifying element. Elements include mixed use commercial buildings, 3 outdoor seating areas, and an agrihood development with accompanying farmers market, teaching kitchen, and farm to table restaurant.

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uses some existing buildings</td>
<td>- How to get people from one quadrant to another</td>
</tr>
<tr>
<td>Visible unifying landscape element</td>
<td>- Enough parking?</td>
</tr>
<tr>
<td>Better balance between hardscape, greenspace, and retail space</td>
<td>- Still a lot of pavement for parking areas, better to break down in to smaller areas or have big surface lots?</td>
</tr>
</tbody>
</table>

### Conceptual Design 3

The underlying ideology of this concept is to keep as much of the existing infrastructure as possible. Elements include 2 open green spaces, mixed use commercial buildings, a visitor and community center, and an agrihood development with accompanying farmers market, teaching kitchen, and farm to table restaurant.

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uses most existing buildings</td>
<td>- How to get people from one quadrant to another</td>
</tr>
<tr>
<td>Works with geometry of existing elements</td>
<td>- Not as much connectivity between all four quadrants</td>
</tr>
<tr>
<td>More defined quadrant for urban agriculture program development</td>
<td>- Not as much green space or formal outdoor seating areas</td>
</tr>
</tbody>
</table>

### Future Master Plan

Through analyzing each of my conceptual designs, I have found that there are elements from each design that I want to include in my future master planning process. Most of my cons have to deal with having adequate parking so I want to get the size and square footage of buildings down so I can work out the math on parking. Circulation between quadrants and looking at how people navigate from one place to another is also something that needs to be given more thought in the next phase of planning. I would also like to do some sort of 3D modeling to see how the spaces might actually look and feel to someone experiencing them on the ground.
Corridor Concept

This diagram shows where the pocket parks and gateway features (discussed in program development) could be placed along the corridor in relation to our specific site.
Final Concept Design

this concept was created by combining design elements from Concept 1 and Concept 3. Created after initial conceptual design and before master planning phases.
4 Master Plan & Supporting Documents
why is this corridor important?

history

the georgia road:
the line highlighted in red shows the
historic native american trail that was
used for travel and commerce between
Savannah and Nashville. our corridor
makes up a portion of the historic road.

personal

this corridor is important to me because it
is the route that I used the first time I
visited Athens and is now the way that I
get back and forth between my Athens
home and my Augusta home.
corridor concept

urban/industrial

natural

tactical

medians

gateway features

corridor concept

pocket park ideas
The master plan of the area includes various mixed use commercial spaces, green spaces, paved/plaza areas, porous pavers, and residential (agri-hood) sections. The scale of the plan is 1"=100'.
sections and inspiration

Federal Hill in Providence, RI

food truck plaza

scale: 1 -1/2” = 1’- 0”
corresponds to #6 on master plan

Rose Kennedy Greenway
Evans Town Centre Park
Rose Kennedy Greenway

outdoor entertainment area

scale: 1 -1/2” = 1’- 0” corresponds to #7 on master plan
main take aways from master plan:

identity

green space

commercial center
5 Site Plan & Supporting Documents
site plan

scale: 1"-0" = 10'-0'

legend:
- homes
- planting beds
- driveway / concrete pavers
- neighborhood sidewalks
- garden pathway
- community greenhouse
- patio furniture
- mail boxes
- trellis
in an effort to provide a diverse living experience, I chose to include four townhome units on this block of the neighborhood. This perspective is attempting to show the functionality of the townhome shared garage space and the potential look of the architecture and landscaping.
community garden perspective

This perspective is showing what the entrance to the community garden might look like. Some of the features include fenced in garden plots, a trellised entranceway, and a shared greenhouse that includes compost bins and storage space.
6 Grading Plan
Grading Plan
Scale: 1" - 0" = 10' - 0"
Contour Interval: 1'
7 Planting Plan & Supporting Documents
## PLANT SCHEDULE

<table>
<thead>
<tr>
<th>QTY</th>
<th>BOTANICAL NAME</th>
<th>COMMON NAME</th>
<th>SIZE</th>
<th>SPACING</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>TREES:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Acer griseum</td>
<td>Paperbark Maple</td>
<td>2&quot; caliper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Amelanchier arborea</td>
<td>Serviceberry</td>
<td>3&quot; caliper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Cornus kousa</td>
<td>Flowering Dogwood</td>
<td>2&quot; caliper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Magnolia x soulangena</td>
<td>Saucer Magnolia</td>
<td>2&quot; caliper</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>SHRUBS:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(list in alphabetical order)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Callicarpa americana</td>
<td>Beautyberry</td>
<td>3 gallon</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fothergilla gardenii</td>
<td>Fothergilla</td>
<td>3 gallon</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ilex glabra &quot;Shamrock&quot;</td>
<td>Inkberry</td>
<td>5 gallon</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pieris japonica &quot;Mountain Fire&quot;</td>
<td>Japanese Pieris</td>
<td>3 gallon</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>GROUNDCOVERS, VINES, &amp; PERENNIALS:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Echinacea purpurea</td>
<td>Purple Coneflower</td>
<td>1 gallon</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Helleborous orientalis</td>
<td>Lenten Rose</td>
<td>1 gallon</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hemerocallis x “Joan Senior”</td>
<td>Joan Senior Daylily</td>
<td>1 gallon</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Muhlenbergia capillaris &quot;Irvine&quot;</td>
<td>Plumetastic Pink Muhly Grass</td>
<td>3 gallon</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennisetum setaceum &quot;Rubrum&quot;</td>
<td>Purple Fountain Grass</td>
<td>1 gallon</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rudbeckia fulgida &quot;Goldstrum&quot;</td>
<td>Black-Eyed Susan</td>
<td>1 gallon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Vaccinium ashei &quot;Powder Blue&quot;</td>
<td>Powder Blue Blueberry</td>
<td>3 gallon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Vaccinium ashei &quot;Tif Blue&quot;</td>
<td>Tif Blue Blueberry</td>
<td>3 gallon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Vitis rotundifolia &quot;Nesbitt&quot;</td>
<td>Nesbitt Muscadine</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>TURFGRASS:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SQ. FT.</td>
<td>SPECIES</td>
<td>CONDITION AT PLANTING (sod or seed, roll or palette information)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Acer griseum
Paperbark Maple
H: 20-30' S: 15-25'
showy bark
good fall color
insignificant flowers

Amelanchier arborea
Downy Serviceberry
bloom time: Mar-Apr
showy/fragrant flower
good fall color
attracts birds
fruit: showy/edible in summer

Magnolia x soulangeana
Saucer Magnolia
H&S: 20-25'
bloom time: March
flower: white w/ purple
showy/fragrant flowers

Callicarpa americana
Beautyberry
H&S: 3-6'
flower insignificant
showy fruits that form in late
summer and stay into late winter

Fothergilla gardenii
Fothergilla
H: 1.5'-3' S: 2-4'
bloom time: April-May
flower: white, showy, fragrant
good fall color

Pieris japonica "Mountain Fire"
Japanese Pieris
H: 4-8' S: 3-6'
bloom time: April
flower: white, showy
flower buds provide winter interest

Echinacea purpurea
Purple Coneflower
H: 2-5' S: 1.5'-2'
bloom time: June to Aug
flower: purplish pink
attracts birds and bees
dereer and drought tolerant

Helleborous orientalis
Lenten Rose
H&S: 1'-1.5'
bloom time: late winter
flower: creamy white
8-10 wk bloom period
dereer tolerant

Hemerocallis x “Joan Senior”
Joan Senior Daylily
H: 2-3' S: 1-2'
blooms: summer (re-bloomer)
color: creamy white
drought tolerant
attracts butterflies

Helleboreus orientalis
Lenten Rose
H&S: 1'-1.5'
bloom time: late winter
flower: creamy white
8-10 wk bloom period
dereer tolerant

Ilex glabra “Shamrock”
H&S: 3-4'
flowering insignificant
attractive berry like drupes
from fall into early spring

Vaccinium ashei “Powder Blue”
Powder Blue Blueberry
H: 6-10' S:5-6'
fruit ripens in late spring/early summer
bloom time: early - mid spring

Vaccinium ashei “Tif Blue”
Tif Blue Blueberry
H: 6-10' S:5-6'
fruit ripens in late spring/early summer
bloom time: early - mid spring

Vitis rotundifolia “Nesbitt”
Nesbitt Muscadine
large black berry
high yields
ripenes mid to late season
dry stem scar

Plumetastic Pink Muhly Grass
H: 2-4' S: 2-6'
bloom time: summer-fall
color: red
drought tolerant
attracts birds
8 Construction Details
NOTES
1. All wood used in trellis and fencing should be SYP and painted white
2. Gate shall be attached to back post of trellis structure
GARDEN LANDING

10' x 10'

- 12" x 12" wooden post
- Decorative post cap
- 1' amended soil for plantings
- Concrete footer
- Sub grade
- Text in "Perpetua Titling MT" 12" size
RAIN GARDEN DETAIL

- amended planting soil
- 6" mulch
- beehive rim
- pipe berm as needed
- 6" coarse sand
- 6" of 1/2" - 3/8" crushed gravel
- 1' of 1/2" - 3/8" crushed gravel
- 1' coarse sand
- drain gravel
- compacted native subgrade
- undisturbed native subgrade
- uniformly graded storage rock
- perforated HDPE pipe
FOUNTAIN PLAN DETAIL
FOUNTAIN SECTION DETAIL

3' tall x 5' wide seating wall

1' concrete

1' compacted subgrade

undisturbed native earth

underground pipes

3' tall x 5' wide seating wall