

### ***Kinnard Project***

The property for this project lies along the south of East Main Street, close to the East Main Gateway into the city's historic core. Its location in such proximity to retail, dining, cultural and civic facilities as well as easy access onto main vehicular arterials increase its value considerably and hence would be ideally suited for the development of mixed-use commercial and residential buildings. In addition, the property also serves as a buffer between the historic neighborhood and the city's urban, economic and civic spine and hence mixed uses are an excellent transition from a busy street to the rural neighborhood. These units would have to be compatible with the historic architecture along East Main Street. They should be two to three stories tall, preferably with balconies and served by parking at the back, accessed from Choice Avenue. They would form part of the entry way into the city along with the proposed Art Park and library on the opposite side of the street.

### ***Mechanicsville Street Network***

The historic block pattern within this district is not uniform but there are existing rights of way through the northwest portion of the Mechanicsville neighborhood that could enhance the connectivity within the district as well as provide connections to public facilities and amenities. The developed street network would consist of the extension of Maple Street going east toward Alma Street. In addition, Riley Road would extend north to meet with the extended Maple Street. These street improvements would ideally be carried out by the city so as to give developers an incentive for infill development along Alma Street. These would consist of townhouses as well as some single family units. This new network would be constructed with sidewalks, street lights and landscaping so as to make them pedestrian friendly.

*Figure 3.18: Pervious parking, Seaside, Florida*



### **Grove / Riley Streetscape**

South Grove Street and Riley Road serve as extended connections into the historic square from East Morrison Moore Parkway as well as from the neighborhoods. Therefore they are important in the larger context to receive streetscape improvements prior to any of the other streets within the district. Improving the pedestrian environment of these streets provides residents with increased connectivity to new developments towards the east, around Memorial Drive and to East Main Street which serves as an access to downtown Dahlonega (Figure 3.19). These street improvements would consist of providing paved sidewalks along the entire length with crosswalks provided at intersections. Street furniture like benches and trash cans would be an important component as would regularly spaced street lights. Not only would this be perceived as safe but would also encourage people to walk instead of making vehicular trips within the area.

### **Riley Road Housing**

The land along Riley Road, close to East Morrison Moore Parkway is a combination of vacant parcels, distressed properties and strip retail. This land is a prime area for new development and redevelopment, especially because of the available frontage along the high traffic volume bypass. Hence it is also important to design these developments sensitively because they serve as a transition between the Parkway and the historic neighborhood. Residential development is ideal in this location because it would help control encroachments into the district and disrupt the historic character. The land adjacent to Ash Avenue receives single family infill and also provides an opportunity for a small amount of open space that could serve the local residents. Townhouses are best suited on the west of Riley Road with an internal street network to provide parking along the rear of the development. There is also an opportunity for a small scale mixed-use development on the east of Riley Road with retail that can serve the neighborhood.

- a** existing / new development
- b** 10' swale
- c** 3' shoulder
- d** 24' two-way travel lanes
- e** 8' graveled parking
- f** 6' sidewalk

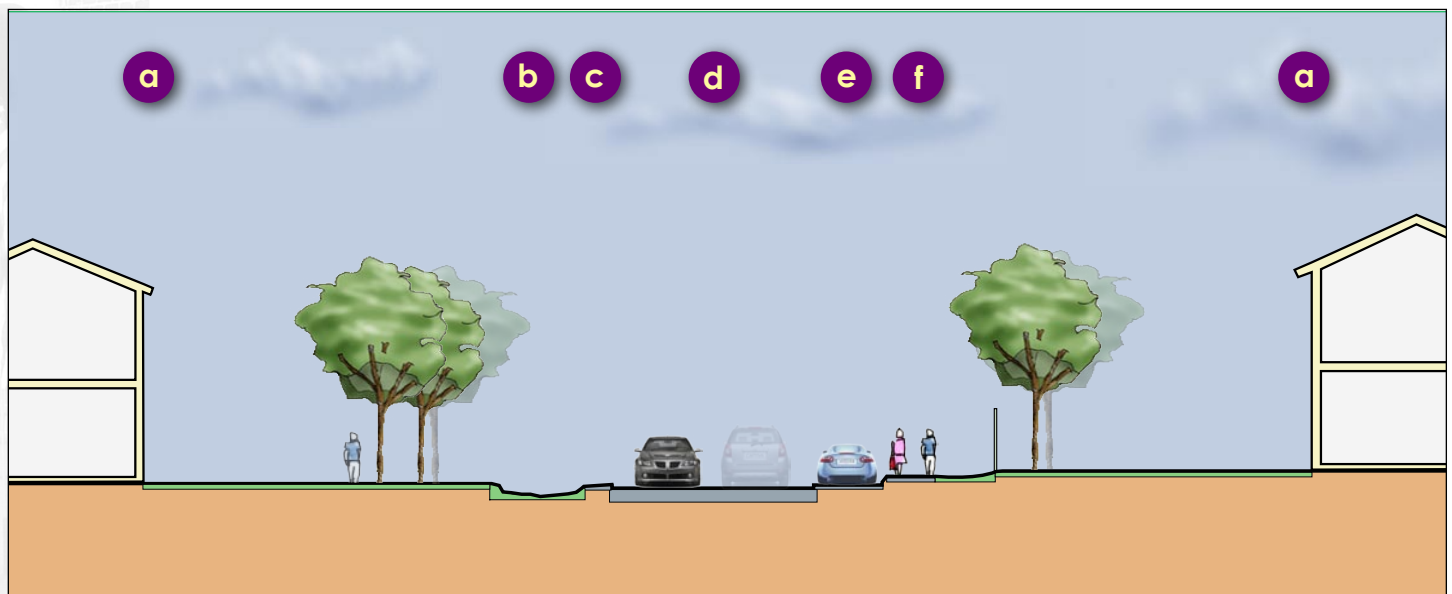


Figure 3.19: Proposed South Grove Section Looking East

### ***Morrison Moore Multiuse Trails***

This trail is part of a larger network of trails that connects different open spaces around the city. This section runs along East Morrison Moore Parkway and connects the Madeline Anthony Park to the north and eventually to the reservoir. On the west, this trail connects to the linear park in University Heights.

*Figure 3.20: Riley Road Housing*





*Figure 3.21: Contemporary Residential Models - Townhomes and Single Family*

## *District Three - East End*

The presence of aging commercial uses and vacant land, and the superb access offered by Morrison Moore Parkway and East Main Street combine to make the East End district the largest redevelopment opportunity in the city. Uniquely positioned to expand the retail choices available to residents and provide affordable housing with all the benefits of living close to the Public Square, East End can accommodate the growth that is inevitable with the development form desired by the community, reducing growth pressure on the historic core as an added benefit. The character of the district should be influenced by the design patterns of the core, but should not replicate them; instead, it should acknowledge traditional building practice but incorporate materials less prevalent in the core such as brick, decorative metal, and cement-fiber siding.

The district is well-suited to standard redevelopment economics and practice, and breaks down into several project types in suitable locations. Along East Main, new three- to four-story mixed-use buildings with concealed parking and private courtyards add condominium units and affordable apartments to the city's inventory, while providing ground-floor space at the Stephens Street intersection for specialty restaurants and service retail. Adjacent to the east, a new community retail center takes advantage of its bypass frontage to double the amount of large-footprint retail space in the district. Multistory office mixed-use is concentrated along Memorial Drive, and several new or renovated community buildings become a civic and cultural complex at the districts' western edge.

Open space strategies focus on streetscape improvements to create public space corridors, and adding pocket parks in strategic locations along these corridors to multiply their benefits.

*Figure 3.22: Olde Cannery Arts Center*

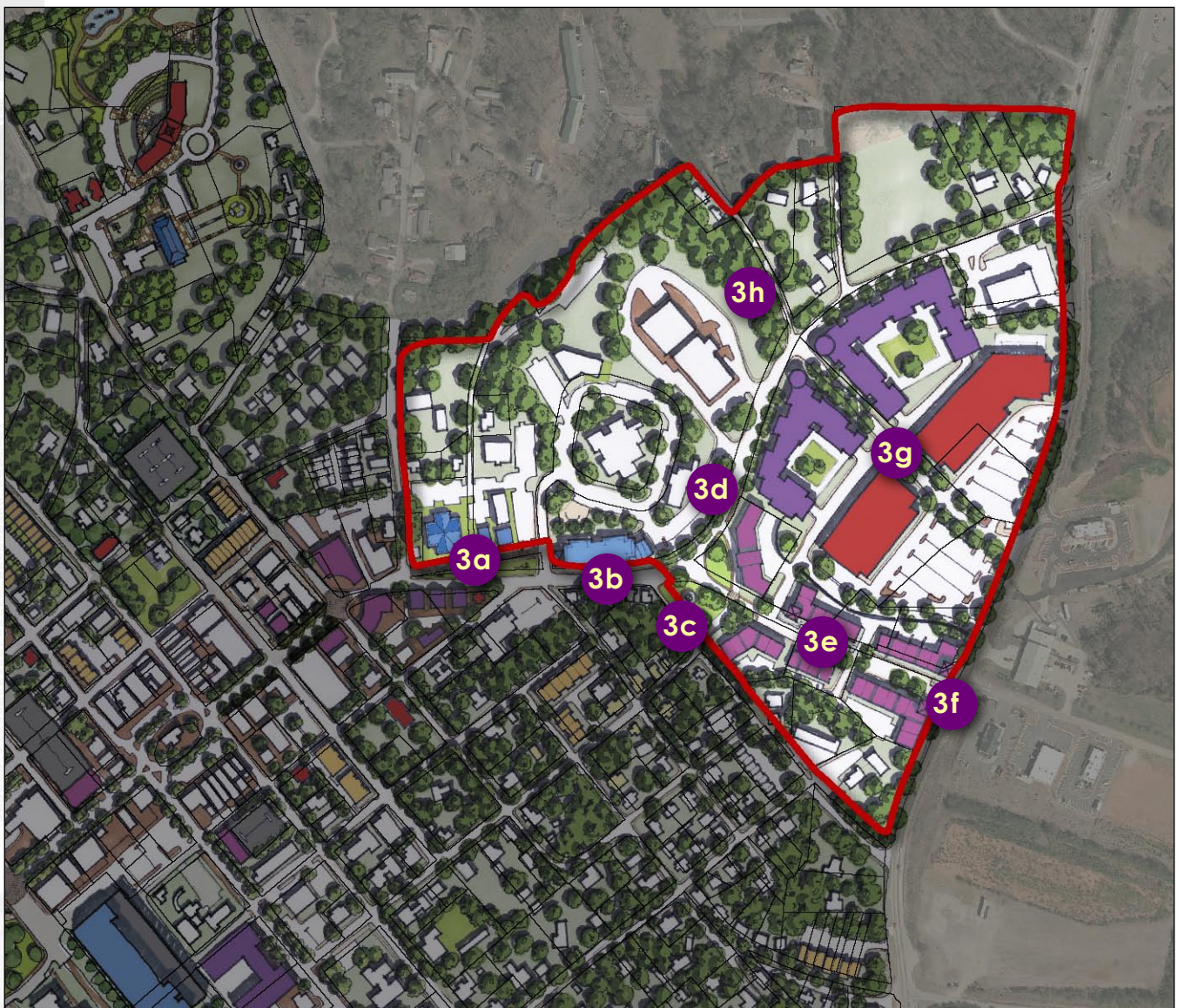


- 3a cannery expansion / artpark
- 3b future library
- 3c memorial gateway
- 3d east main streetscape
- 3e east end business district
- 3f memorial drive streetscape
- 3g greenbriar redevelopment
- 3h stephens street pocket park

Linkages to larger parks are provided by greenway trails paralleling Morrison Moore Parkway. Future public park space in the district could be provided by a redesign of the former county courthouse grounds.

District circulation strategies revolve around increasing mobility through sidewalks and bike lanes associated with the streetscapes, and pedestrian connections from Mechanic Street to Memorial Drive. A new local street network is recommended as part of the redevelopment of Greenbriar Plaza and adjacent sites. Parking needs of the district are addressed by parallel and perpendicular street parking on East Main and Memorial; improvements to existing parking at the county facilities; and major parking lots and decks associated with new development.

*Figure 3.23: East End District*



The strong growth pressure on the city can be concentrated in the East End district, with more residential and commercial market to spare. Given the proximity to Mechanicsville and the large redevelopment parcels, future housing should factor in affordability and the student population. New retail should strive for a diversity of products, with attention to basic household goods and services that are needed by the surrounding neighborhoods. A higher-end grocery should be targeted and would be a welcome addition for residents. New offices should cater to professionals and small businesses that support the nearby municipal functions. The proposed projects could provide approximately 150,000 to 200,000 square feet of new commercial space in the district, as well as 150 to 200 new housing units.

### ***Cannery Expansion / Artpark***

The new emphasis on East and West Main as the five-block “heart” of downtown puts a different perspective on the Olde Cannery Arts Center and the historic Lumpkin County Jail. These two buildings are local landmarks and represent the commitment of the community to preserving the past and investing in the city’s cultural future, but they are diminished in symbolic importance by their somewhat obscure sites and unremarkable surroundings. Yet, they occupy roughly the same position and relationship to the Old Courthouse on the east as does Price Hall at NCSCU on the west. This unique circumstance, and the presence of both an underutilized Enota Street and a grassy shoulder on East Main that widens to about 80’ on the east, suggest a much greater role for this offbeat area in the future.

In its new incarnation as an “Artpark” (Figure 3.24), Enota Street and the triangular open space are combined to become a landscaped cultural plaza that foregrounds an expanded and enlivened visual arts center. Enota Street would be closed to vehicles, reduced in width by about one-half, and repaved with brick to become a grand pedestrian walkway fronting the historic buildings. The grassy area would be terraced and improved with decorative plantings. A first phase Olde Cannery expansion would utilize space in the historic Jail; and in the future a new arts center building could be constructed on the adjacent block to the west. Parking would be provided on current surface lots behind the jail and in the existing county complex. These improvements could be combined with a new library or other civic building at Courthouse Hill to form a new “cultural arts campus” for the city, anchoring the east end of Main Street.



### ***Future Library***

The Lumpkin County facilities occupying Courthouse Hill are vital to the success of East End; but even though the 1965 County Courthouse building is an interesting example of modern architecture and its grounds are beautifully landscaped, the balance of the Hill is an informal collection of buildings and parking lots. Given that the county is constructing a new municipal complex on Morrison Moore Parkway, the Hill should, over time, be reorganized and improved to solidify its design relationship to downtown and become more accessible as a major public space. The first step in this process is the construction of a new library building at the eastern end of the “Artpark” described above. The library would be on multiple levels, with entries provided at the Veteran’s Memorial on the Hill and at the end of the pedestrian walk in the Artpark. The building could also be designed as a LEED (energy-efficient) structure, with a south-facing glass wall following the curve of East Main providing daylight to a large reading room, and stacks built into the slope of the



*Figure 3.24: Old Cannery “Artpark” from West*



Hill. Parking would be shared with the other county functions, reducing the need for more impervious surface. The wooden bungalows that currently occupy a portion of the site could be relocated to vacant land along nearby Alma Street.

### ***Memorial Gateway / East End Park***

The intersection of Memorial Drive and East Main Street is essentially the center of East End, and the point where East End’s business district and “Main Street” begins. To mark this gateway, a new pocket park should be carved out of redevelopment parcels on the north and south sides of Memorial. The south parcel, forming a tapered block with Mechanic Street, would contain the bulk of this new East End Park and feature a decorative fountain, seating, and a pedestrian stairway leading to Martin Street and the Mechanicsville neighborhood (Figure 3.25). The park would continue across Memorial on to the current Wachovia Bank property, and form a semi-circular plaza on axis with East Main. The plaza’s design would integrate with a new multistory building to replace the branch bank. The intersection itself should be signalized and improved with pedestrian crosswalks and streetscaping.

### ***East Main Streetscape***

East Main Street becomes East End’s residential row as it proceeds north from the Memorial Drive intersection. Because it is a vital pedestrian link to the Public Square, it should have streetscape improvements along its entire length. These improvements would include parallel parking both sides where possible; a minimum 5’ planting strip; a minimum 6’ sidewalk; and an approximately 10’ supplemental zone at new buildings which are three or more stories in height.

### ***East End Business District***

Scattered strip commercial buildings line Memorial Drive and many are becoming obsolete. With East End accommodating much of downtown’s commercial and mixed-use residential growth, Memorial Drive is well-placed to become the new professional office corridor of the city – particularly because it stretches between the existing county facilities on the west and

*Figure 3.25: Artpark, Library and East End Park*



the new county complex on the east. Future redevelopment should feature two- to three-story buildings pulled up to the sidewalk, with ground-floor retail and upper floor offices. Limited parking could be provided to the rear of the buildings, with shared parking in the adjacent Greenbriar redevelopment and in a head-in format on Memorial Drive. The design character of this development should resemble traditional brick commercial architecture like the Meaders Building or the Price Building on the Public Square, with simplified details to reflect contemporary aesthetic currents (Figure 3.26). Assuming an equal distribution of two-story and three-story buildings, the redevelopment illustrated would provide about 102,000 square feet of retail space and 205,000 square feet of office.

### ***Memorial Drive Streetscape***

Memorial Drive is currently a two-lane collector road with random curbs and swaled shoulders, punctuated by multiple access breaks and no defined character other than a low-density highway commercial strip. It is mandatory that it be reconfigured as a proper urban street if it is to have a catalytic effect on redevelopment of its commercial uses. The streetscape proposes retaining the two lanes of traffic, and expanding the right-of-way to include head-in parking similar to East Main; a minimum 5' planting / furniture zone with regularly-spaced tree wells and decorative lighting; and a minimum 12' sidewalk that provides areas for outdoor dining.

### ***Greenbriar Plaza Redevelopment***

The single most important redevelopment opportunity in the city is the aging Greenbriar Plaza shopping center and the stand-alone big-box buildings behind it facing the bypass. When combined with the large vacant parcel to the north, the redevelopment area totals about 16 acres – but redevelopment is not without its obstacles. The vacant site would require significant re-grading to provide a platform for development. Acquisition of the

*Figure 3.26: Design Character, Memorial Drive*





Figure 3.27: East End Aerial View



operating properties could also be challenging to a master developer. Nevertheless, benefits outweigh disadvantages when factoring in frontage on two main thoroughfares that guarantees excellent access and visibility; curb cuts that are already provided on a GDOT road; and about half the site that could be easily cleared with minimal grading. The opportunity to build both needed affordable housing and welcome basic commercial in one large package is another strong case for redevelopment. Therefore, the redevelopment proposal shows the site roughly divided in half, with the western portion as residential mixed-use and the eastern as mainstream large-format commercial (Figure 3.27).

The mixed-use element consists of two three- to four-story courtyard buildings, pulled up to the East Main right-of-way and holding a limited amount of ground-floor retail at the Stephens Street intersection. The buildings are heavily articulated to reduce their visual mass, and could be designed in the spirit of long-vanished old hotels like that at Porter Springs to the north. The sloping site allows concealed parking beneath the buildings, accessed by an extension of Stephens Street which also connects to the adjacent retail. The mixed-use buildings could provide about 49,300 square feet of retail or restaurant space, and 150 to 200 housing units.

The commercial element features two large-footprint buildings divided by the Stephens Street extension, with about 165 parking spaces easily access from Morrison Moore Parkway. The buildings provide about 130,000 square feet of retail space – 90,000 in the north, and 40,000 in the south - which is capable of handling a grocery like an updated and expanded J&J Food Store or a Trader Joe's or a smaller Publix in addition to several other retail slots. The buildings might be designed to use materials and forms that suggest the district's proximity to the city's mining past, like the stamp-mill influenced Program Center at Camp Glisson, or the industrial silhouettes of the Old Mill District in Bend, Oregon (Figure 3.28). Provision should be made in the development to include a multiuse trail along Morrison More, ideally 12' wide and shaded by continuous tree cover.

*Figure 3.28: Old Mill District Retail, Bend OR*



### **Stephens Street Pocket Park**

Stephens Street intersects East Main at the center of the major new East End mixed-use residential development. This key location is ideal for a small new pocket park that could be built to take advantage of an adjacent forested area. The pocket park could also be the first phase of a future long-term greenway trail connection to points north and west, such as the reservoir. The future greenway could use any number of street alignments in the north to make its connections.



*Figure 3.29: Reading Room, Swarthmore College*