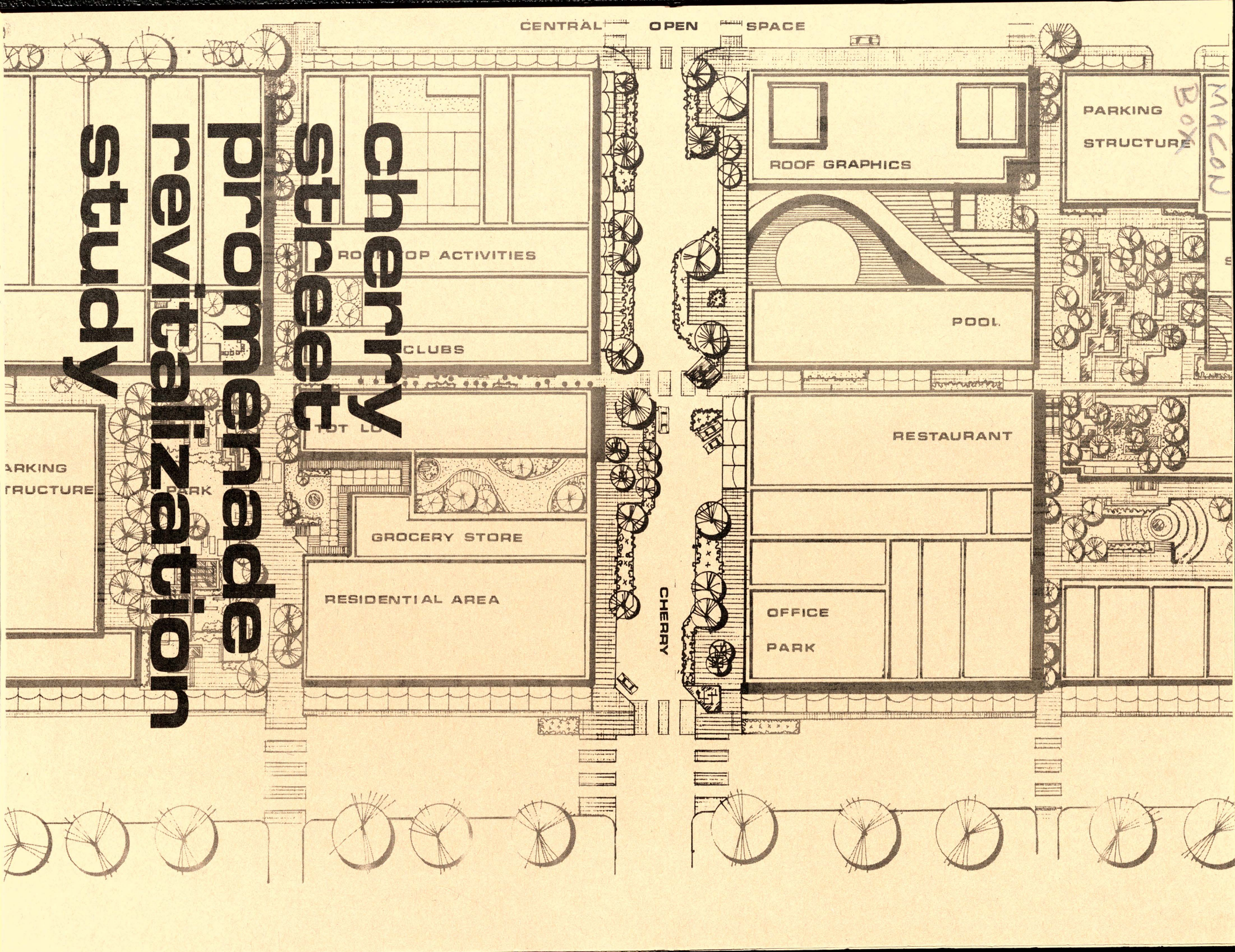


CENTRAL OPEN SPACE

# cherry street promenade revitalization study



PARKING STRUCTURE

ROOF GRAPHICS

ROOF TOP ACTIVITIES

CLUBS

POOL

RESTAURANT

GROCERY STORE

RESIDENTIAL AREA

OFFICE

PARK

CHERRY

MACON  
BOX

PARKING STRUCTURE

PARK

CHERRY STREET PROMENADE  
REVITALIZATION STUDY

May 17, 1978

Prepared By  
UNIVERSITY OF GEORGIA  
SCHOOL OF ENVIRONMENTAL DESIGN  
Vincent J. Bellafiore, Associate Professor

In Cooperation With  
MACON-BIBB COUNTY PLANNING AND ZONING COMMISSION  
John J. Holley, Executive Director

Design Team:  
Gary Brendle  
George Corey  
Olga Duffey  
Patsy Eubanks  
Kathleen Houston  
Melvin Lotson  
Paul Massa  
Clay Mooney  
Charles Pottinger  
Peter Wells

I.B. Owens Resource Center  
School of Environmental Design  
Caldwell Hall  
University of Georgia

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## INTRODUCTION

In recent months the Cherry Street Promenade has been the subject of much criticism. Many shoppers and merchants have taken a sudden and enigmatic dislike to the present design completed in 1976. Furthermore, the local media, in the interest of bringing these concerns to the attention of the community has provided an open forum for the public evaluation of the promenade. As a result, the citizens of Macon have expressed a desire for the reevaluation and improvement of the 1976 design. In the interest of solving this problem the Macon-Bibb County Planning and Zoning Commission invited a team of landscape design students from the University of Georgia, School of Environmental Design to objectively investigate these concerns and present suggestions for the improvement of Cherry Street.

The following procedure was adopted by the student design team in order to achieve this objective:

Phase I. Investigate the designer objectives and philosophy of the present promenade:

An interview with two of the leading members of the original design team, architect Charles Brittan and landscape architect Adele George, was conducted to determine the philosophy which guided the present Cherry Street development.

Phase II. User input and feedback:

A meeting with local planning officials and merchants was arranged to discuss what they felt are the assets

and the liabilities of the existing design. In addition, informal interviews of the people using the promenade were carried out in the interest of receiving their ideas for the redesign of the project.

Phase III. Student design team analysis:

Based upon information gathered in the interviews an onsite analysis of the existing promenade was prepared to determine what improvements were needed.

Phase IV. Solution:

Alternative conceptual master plans were prepared to illustrate the improvements determined during Phase III.

A more detailed explanation of the findings of each of these Phases is provided in the remaining section of this report.

#### THE DESIGNER OBJECTIVES AND PHILOSOPHY OF THE PRESENT PROMENADE:

The original design team was composed of local professionals. It included a landscape architect, urban designer, architects and planners. Their objective was to improve the environmental quality of the two blocks section of Cherry Street between Second Street and Broadway making it a pleasant, convenient and safe place that would attract shoppers. This had to be accomplished within a very low construction budget of approximately \$100,000. The limited funds provided a unique challenge for the design team and a temporary promenade was designed and constructed with the hope that this would encourage local officials and merchants to provide a more substantial budget in the future for a more permanent installation.

Before the development of the promenade, Cherry Street had four lanes of traffic - two in each direction - and approximately 50 parallel parking spaces. The width of the street created a hazard and in many cases a barrier for pedestrians wishing to shop from one side of the street to the other and the parallel parking was difficult for most drivers to negotiate. This was compounded by the fact that the overall length of the site, approximately 1200 ft. long, encouraged shoppers to use their cars to travel between stores. The use of automobiles for shopping along the street added to the congestion and confusion. Furthermore, pedestrians were not provided with comfortable places to rest while shopping and the visual experience along the street was bleak and mundane. These were the main contributing factors which created a poor pedestrian shopping environment and consequently received the major thrust of the original design team.

Initial traffic studies indicated the street was not a major thoroughfare and that the four lanes of traffic were unnecessary. The design reflected this by providing for two lanes of traffic. The remaining lanes along each curb were used for approximately 50 angular parking spaces (the same number which existed in the parallel parking format), and sidewalk widening for sitting areas and crosswalks. In addition the new street was curved at the center of each block. This was done to visually lessen the length of the street and, more importantly, to slow down traffic. Major pedestrian crosswalks were located at these curves. The crosswalks were paved in brick so that would contrast with the asphalt of the street and warn motorists that they were approaching a pedestrian zone.

Because of numerous utilities buried under the street and sidewalk, raised planters built of railroad ties were created to provide space for vegetation. The vegetation was used to foil and soften the stark environment of the street, and provide shade. Dense plantings were used throughout to create baffled walls of green that would help play down the length of the street and native evergreen plant materials were selected so that the site would remain attractive during the winter months.

#### USER INPUT AND FEEDBACK:

Both shoppers and merchants have been very vocal and have not hesitated to express their apparent dislike for the present Cherry Street Promenade. The student design team felt that much of the criticism was subjective and in many cases emotional. This was particularly true of the random interviews taken of shoppers while using the promenade.

From these responses the University of Georgia Design Team did their best to interpret and abstract the following objective criticisms of the Cherry Street Promenade.

1. The curved street made it very inconvenient for motorists to find a parking space.
2. There were not enough parking spaces even though the original number had not been decreased.
3. The dense evergreen plantings made shoppers feel insecure and merchants did not want the vegetation to block their storefronts.
4. The location of benches and other points for the congregation of shoppers blocked the entrance ways to the stores.
5. The materials used for construction, particularly the railroad ties, are too crude and coarse and more permanent materials are desired.

#### STUDENT DESIGN TEAM ANALYSIS

After reviewing the information gathered from the original design team and the users, the students formulated several conclusions. First, they felt that based upon the restrictions and the limited funding, the original design team did an admirable job and accomplished all of the objectives they originally set for themselves. They also felt that the users had some very worth-while suggestions for improvement which do not necessarily fault the original design but rather represent the changing needs of the area. These suggestions also represent new requirements which were discovered while the project was in use. Keeping in mind that the project was temporary and in many ways experimental, the students viewed this as an opportunity to make appropriate changes.

The student team felt that many things were learned from the construction and use of the Cherry Street Promenade. Perhaps the most important thing discovered was that the four lanes of traffic were not necessary along Cherry Street and that the space saved could be used for a more convenient parking arrangement and facilities for pedestrians. The people, in spite of the negative comments, may be observed using and enjoying the shaded sitting areas. This would suggest that they were necessary and that an alternate location could be developed so as to avoid congestion in front of shop entrances.

#### SOLUTION:

The student team came up with three design solutions which, in many respects, were similar. All designs have maintained two lanes of traffic with angular parking. The parking has been increased to approximately 100 spaces. All these solutions concentrated on a development of an interesting and decorative paving pattern made of poured concrete and brick. The plantings are located for the most part in modular concrete planters because of the problem with underground utilities. In a few locations it was possible to plant trees on grade. The general philosophy behind the planting scheme is to provide a vegetative canopy and a massing of low growing plants. This will be enough to foil the urban environment without blocking the view of the street and shop fronts. Sitting areas were located at the corners and the crosswalks in order to avoid congestion in front of shop entrances.

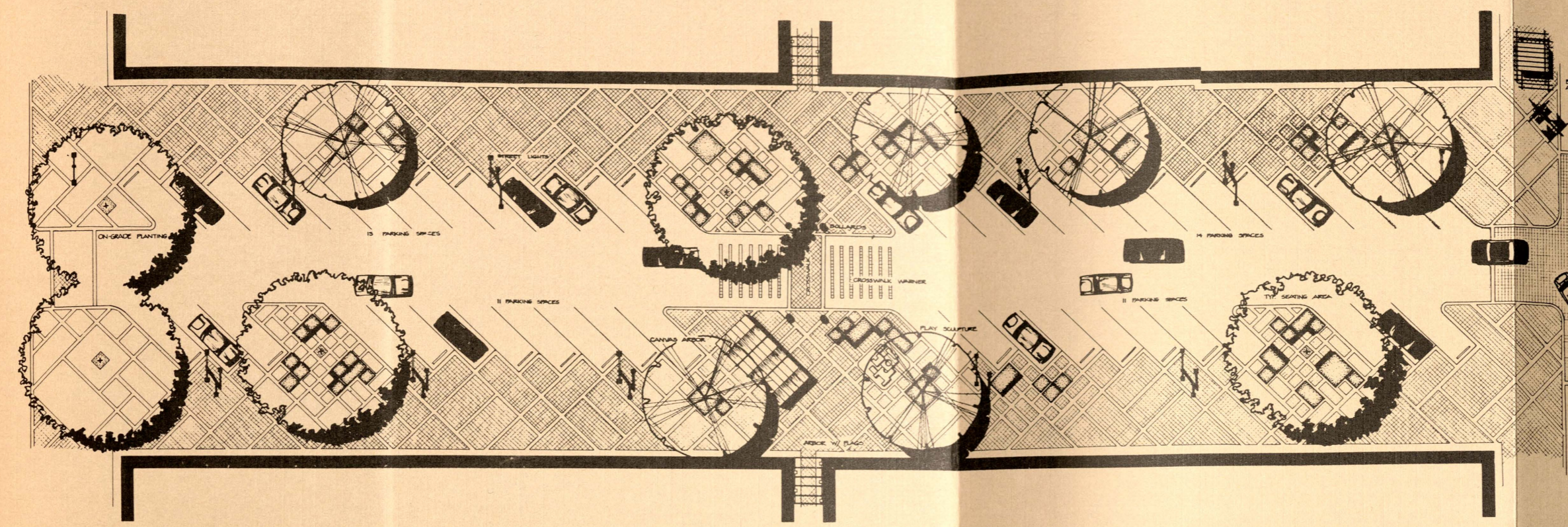
Two of the solutions straightened out Cherry Street. This was done because many people complained that the curve in the road made it difficult for the driver. In addition this allowed for a slightly higher number of parking spaces. The last solution maintains the curve in the street because the designers felt that it was necessary in order to slow traffic and thereby provided a safe place for pedestrians to cross. They drew these conclusions from observing the existing design. Without question, the motorist has an apparent reverence for the pedestrian at the curves in the street.

SOLUTION A

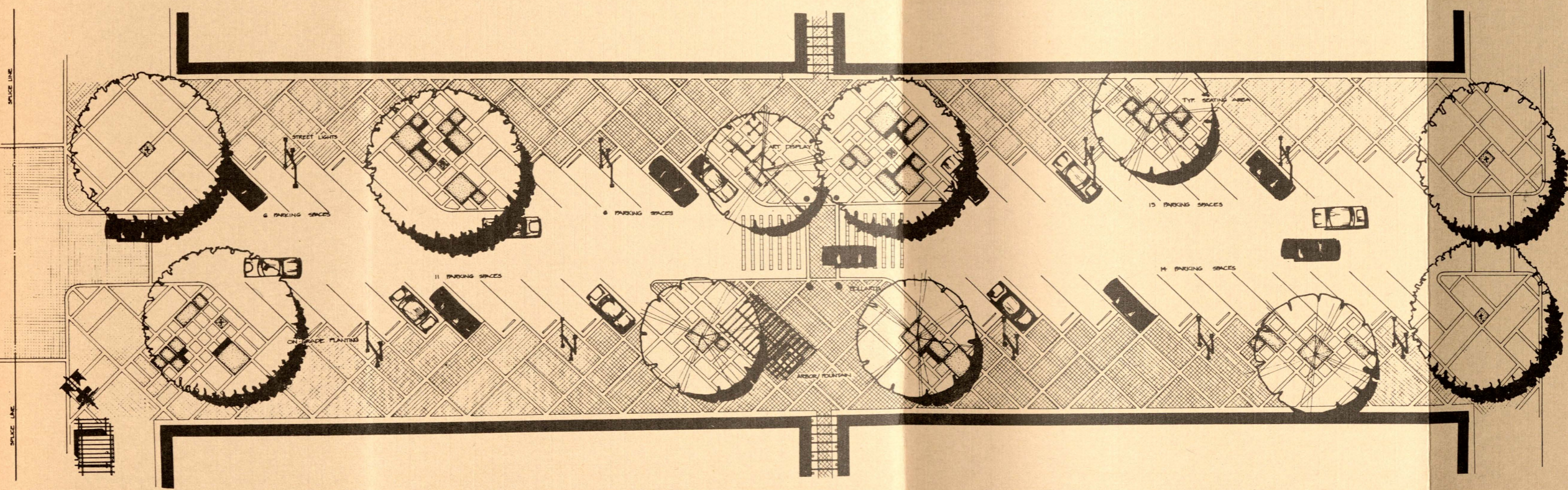
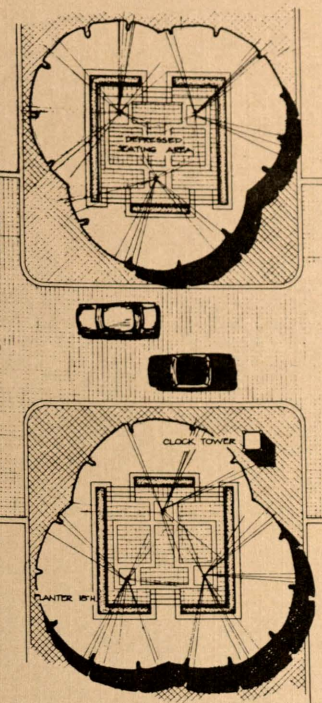
Designers

Patsy Eubanks  
Clay Mooney  
Peter Wells

SECOND STREET













THIRD STREET

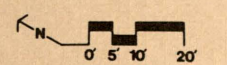


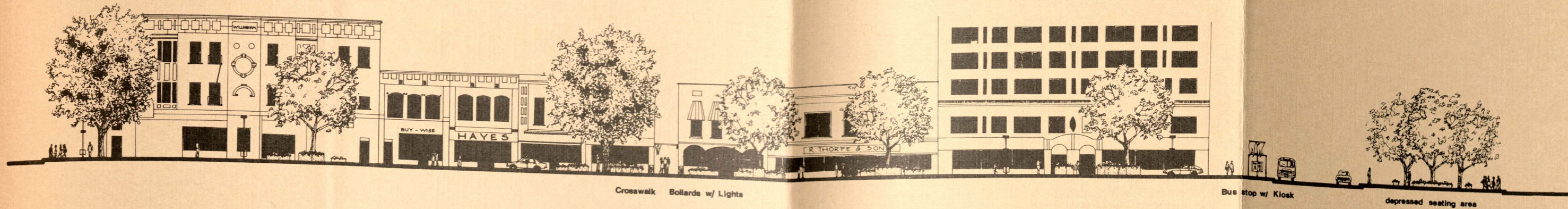
BROADWAY

LEGEND

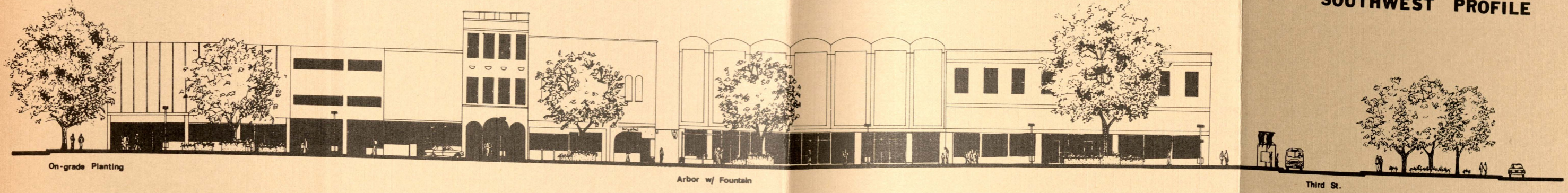
-  ON-GRADE TREE
-  PLANTER TREE
-  LOW PLANTING
-  8x8 PLANTER
-  4x8 PLANTER
-  4x4 PLANTER
-  AREA LIGHT
-  BENCH
-  BOLLARD
-  HERRINGBONE PAVING W/  
CONCRETE STRIPS

DESIGN TEAM  
P. EUBANKS, C. MOONEY, P. WELLS

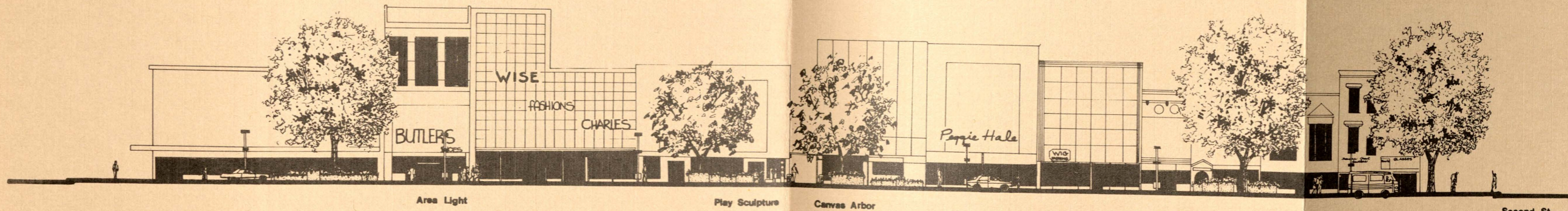
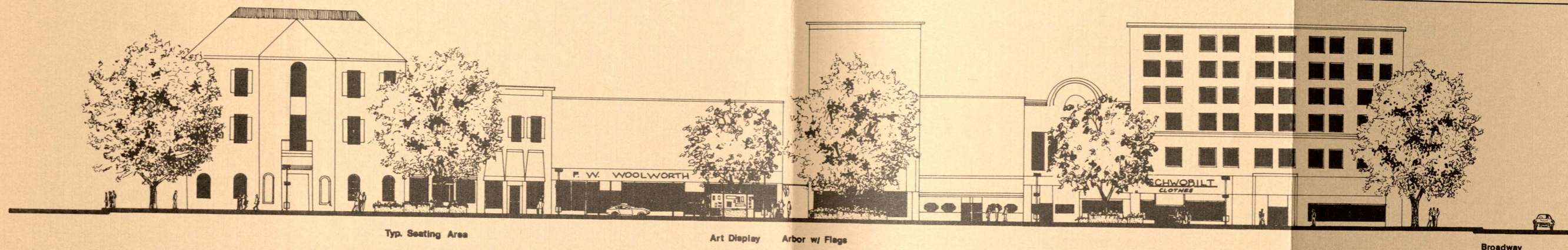




**SOUTHWEST PROFILE**



**NORTHEAST PROFILE**



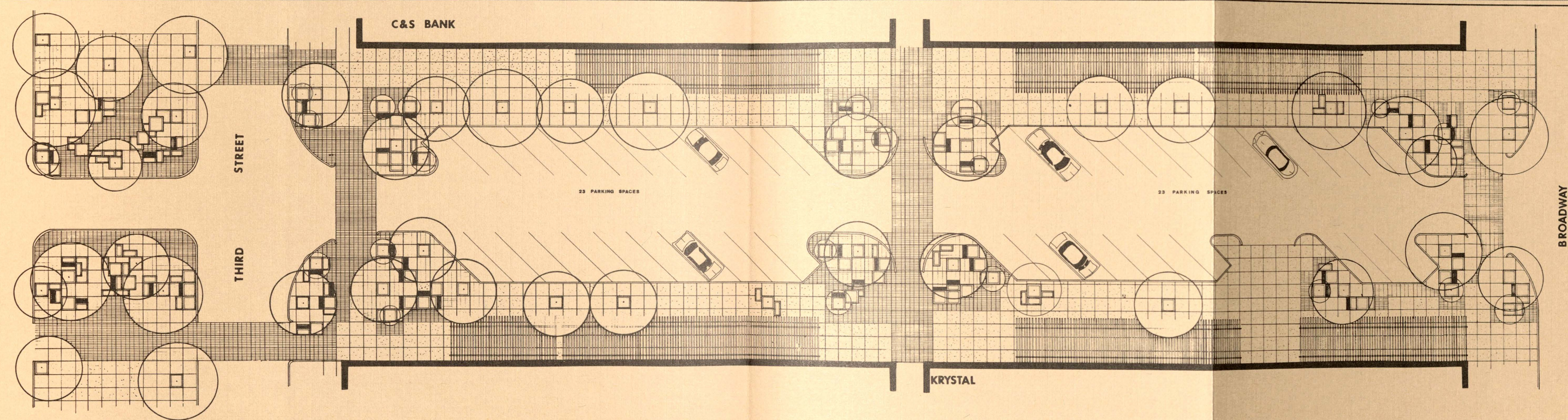
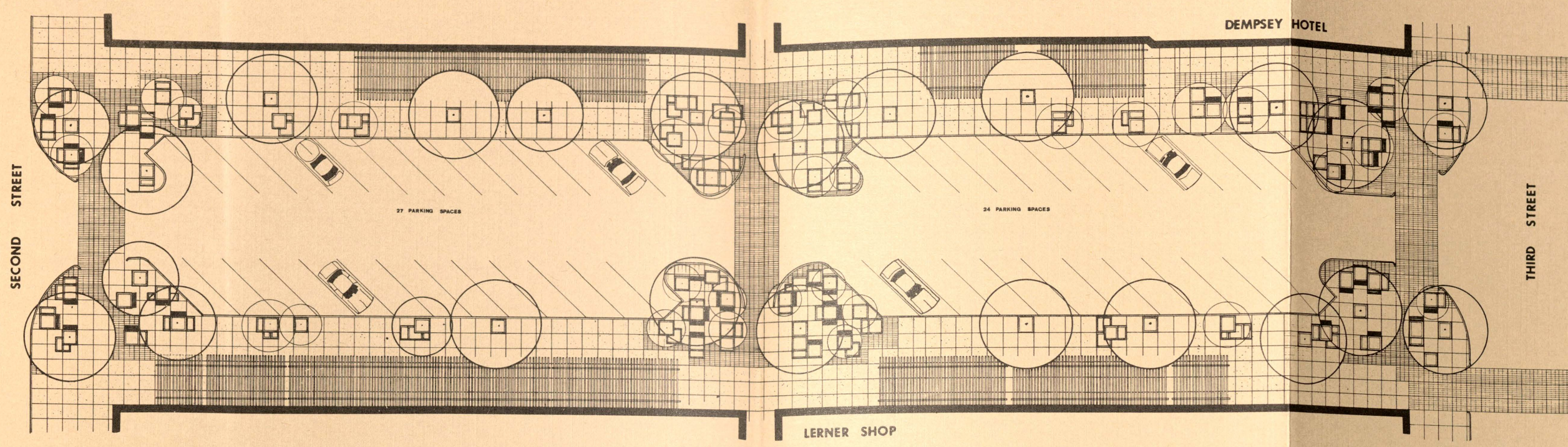
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SOLUTION B

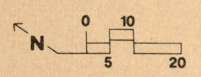
Designers

Olga Duffey  
Kathleen Houston  
Charles Pottinger



ILLUSTRATIVE MASTER PLAN

DESIGN TEAM: CHIP POTTINGER  
KATHY HOUSTON



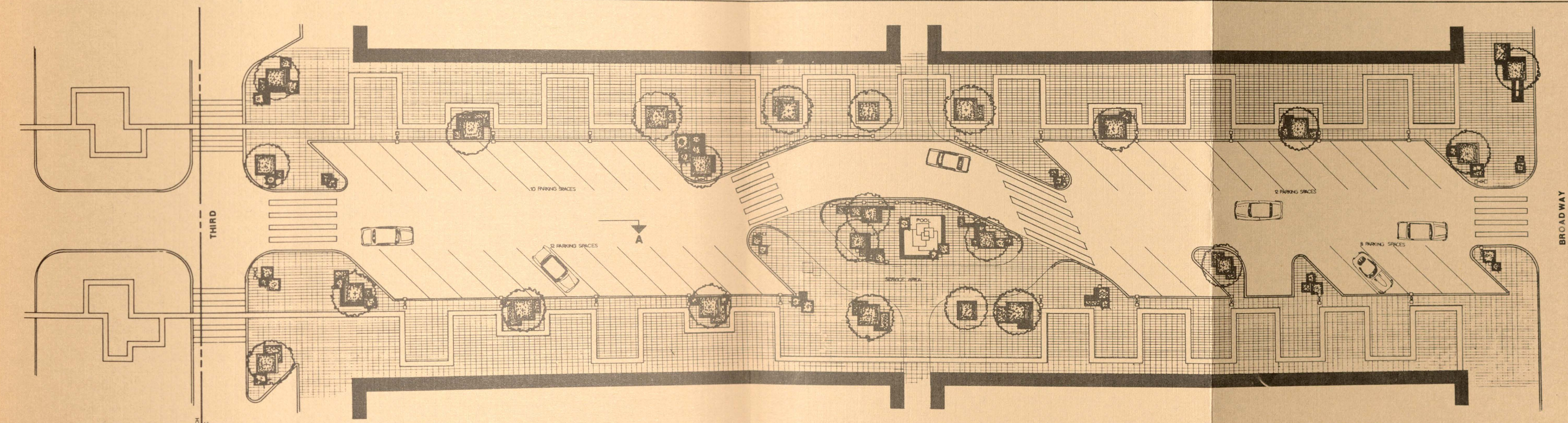
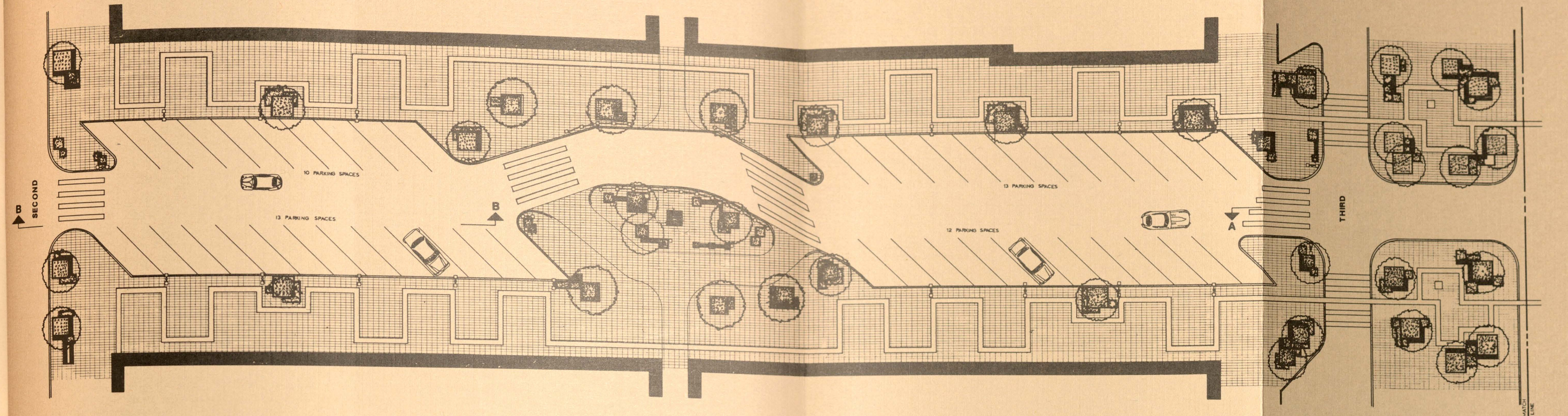
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SOLUTION C

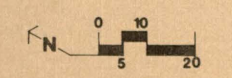
Designers

Gary Brendle  
George Corey  
Melvin Lotson  
Paul Massa



MASTER PLAN

DESIGN TEAM : GARY BRENDLE  
 GEORGE COREY  
 MELVIN LOTSON  
 PAUL MASSA



HB OWENS RESOURCE CENTER  
  
3 2108 03153 3980

H.B. Owens Resource Center  
School of Environmental Design  
Caldwell Hall  
University of Georgia