

# HOSCHTON, GEORGIA DESIGN CHARRETTE



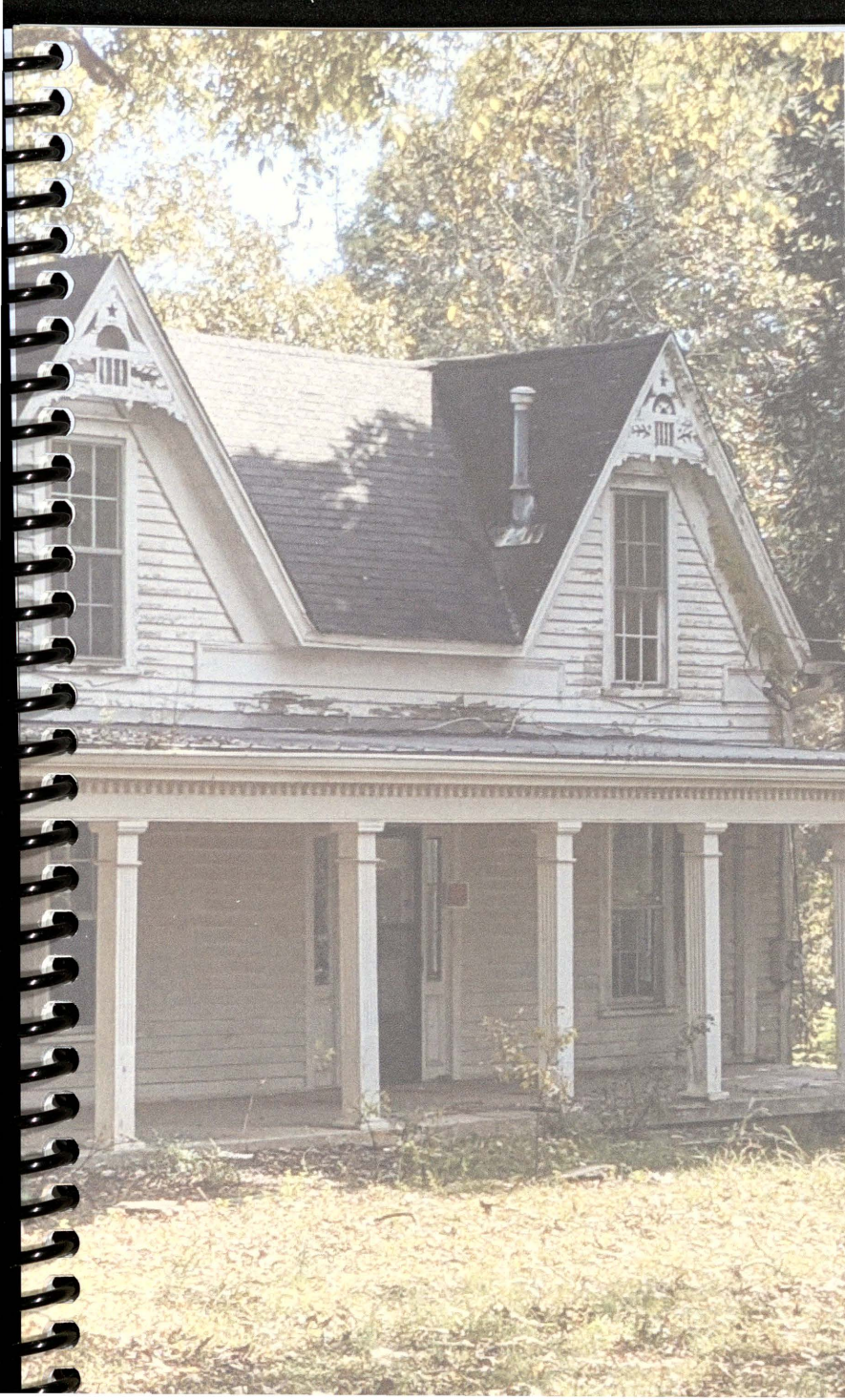
UNIVERSITY OF  
GEORGIA

Center for Community Design and Preservation  
College of Environment and Design

FALL 2021-SPRING 2022

# HOSCHTON, GEORGIA DESIGN CHARRETTE





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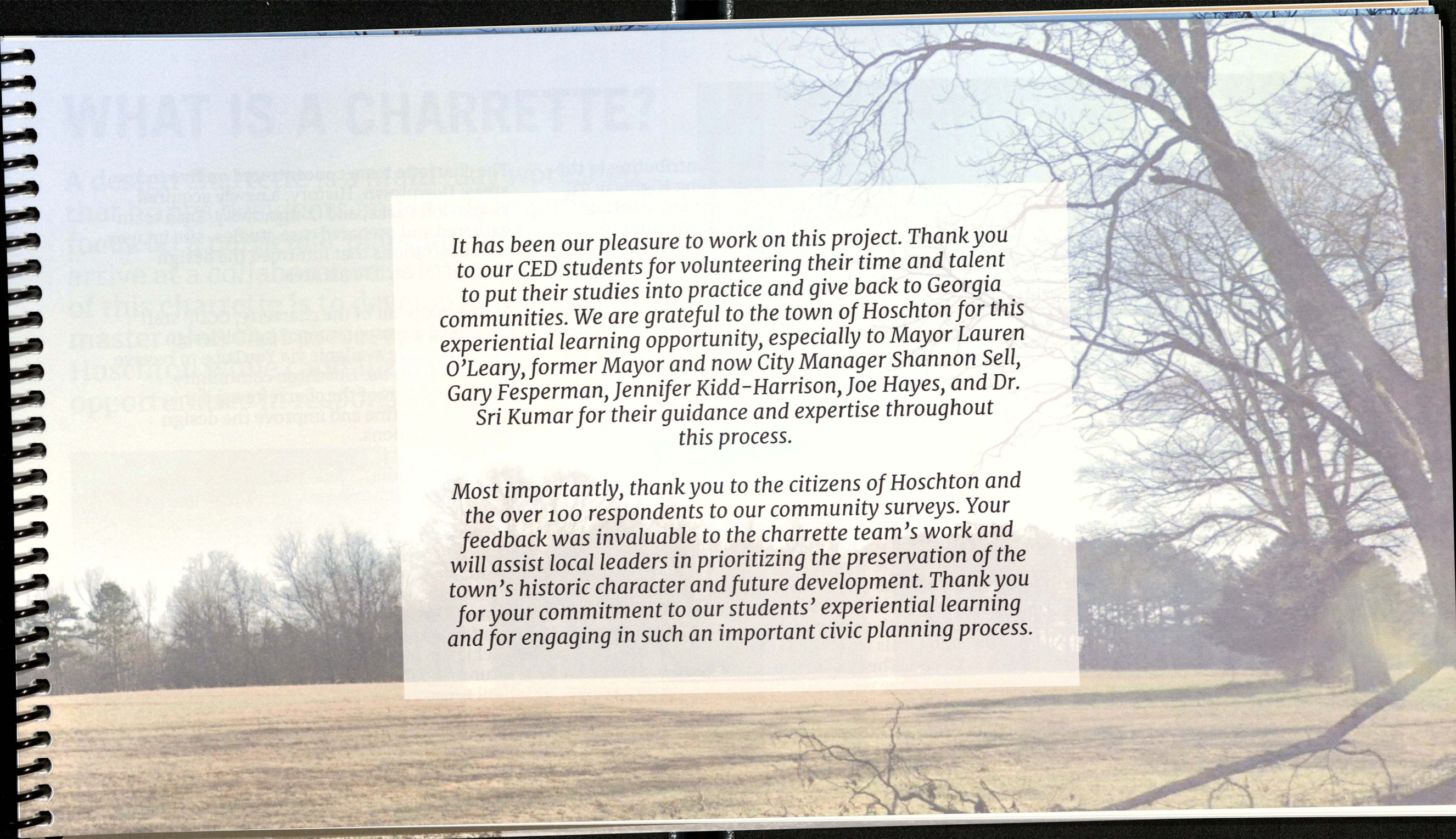
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*Photographs in this report are courtesy of the charrette team except noted.*



*It has been our pleasure to work on this project. Thank you to our CED students for volunteering their time and talent to put their studies into practice and give back to Georgia communities. We are grateful to the town of Hoschton for this experiential learning opportunity, especially to Mayor Lauren O'Leary, former Mayor and now City Manager Shannon Sell, Gary Fesperman, Jennifer Kidd-Harrison, Joe Hayes, and Dr. Sri Kumar for their guidance and expertise throughout this process.*

*Most importantly, thank you to the citizens of Hoschton and the over 100 respondents to our community surveys. Your feedback was invaluable to the charrette team's work and will assist local leaders in prioritizing the preservation of the town's historic character and future development. Thank you for your commitment to our students' experiential learning and for engaging in such an important civic planning process.*

# EXECUTIVE SUMMARY



Hoschton is a small town in Jackson County, Georgia, along the I-85 corridor. The city is experiencing unprecedented growth, as its current population of 3,000 is expected to reach 10,000 within the next five years. Many people are relocating to the area to take advantage of available jobs and appreciate the rural beauty and slower pace, yet expect bigger-city amenities.

The influx of newcomers is contributing to the existing traffic congestion along Highway 53, the primary north-south corridor, creating frustrating situations Downtown, around the elementary school, and most other parts of town. Residents lament the lack of in-town attractions, especially as compared to neighboring Braselton, and bemoan the burden of relying on vehicles to travel a short distance.

Local officials reached out to the Center for Community Design and Preservation (CCDP) at the UGA College of Environment and Design (CED) to develop concept plans and recommendations that will address the projected population growth while capitalizing on the historic character of Hoschton.

CCDP conducted a two-part design charrette to bring together a team of CED students in the landscape architecture, historic preservation, and urban planning programs to explore potential design solutions. A design charrette is a multi-day workshop that brings designers and locals together to envision plans for the future. The goal of the first visit to Hoschton was to engage with city officials and the Downtown Development Authority to hear their concerns and explore potential design solutions.

The charrette team concentrated on five focus areas: Downtown, History, a newly acquired 7-Acre lot, Parks, and Connectivity. Each team gathered and prepared case studies, site images, and illustrations that informed the design concept for each focus area.

At this midpoint of the charrette, CCDP staff developed a presentation of initial design concepts made available via YouTube to receive feedback from the Hoschton community. The second part of the charrette used this feedback to refine and improve the design recommendations.

Using case studies, feedback from community members, and site observations, the final design recommendations embrace the historic character of Hoschton while accommodating projected growth and development. The concepts encourage conservation, historic rehabilitation, and multi-modal circulation to guide the future of Hoschton. The recommendations for each focus area provide comprehensive steps in achieving development that preserves the cultural identity and landscape of a thriving small town.

# WHAT IS A CHARRETTE?

A design charrette is a multi-day workshop that brings designers and locals together to focus on a particular planning problem and arrive at a collaborative solution. The goal of this charrette is to develop a conceptual master plan that preserves the character of Hoschton while capitalizing on economic opportunities in response to rapid growth.



# PHASES OF THE CHARRETTE

## PHASE ONE

The first charrette workday on October 24, 2021, began with a tour around Hoschton, led by Mayor Shannon Sell. The UGA charrette team visited several community nodes, historic sites, and ongoing developments.

Following the tour, our charrette team engaged city staff and elected officials in an interactive mapping exercise. Through this exercise, the locals identified community gathering places, eyesores, congested traffic areas, and potential areas of improvement to help the charrette team learn about life in Hoschton.

Next, the charrette team divided into groups to explore the distinctive design challenges and potential solutions. At the end of this first workday, the charrette team shared rough design solutions, case studies, and other thoughtful design recommendations.

## PHASE TWO

The initial concepts prepared by charrette participants consisted of five focus areas: Downtown, History, 7-Acre Lot, Parks, and Connectivity. CCDP staff developed these concepts into a presentation shared via YouTube in order to receive feedback from the Hoschton community.

Community members were invited to give feedback via an online survey to share likes, dislikes, and additional information for students to consider during the second half of the charrette. The video presentation got 246 views and the survey received 144 recorded responses.

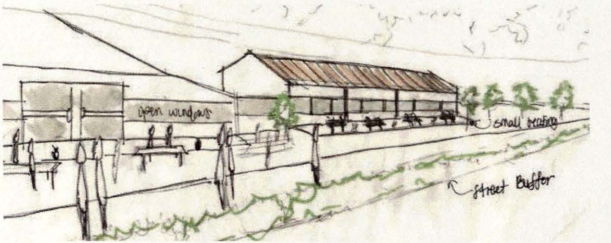
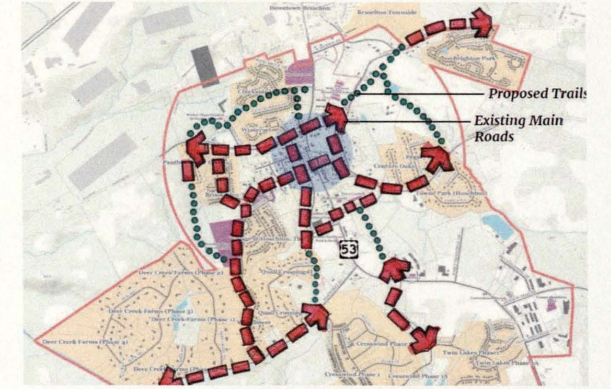
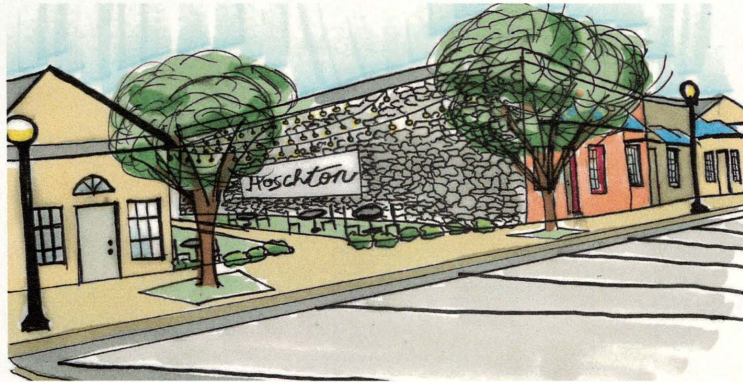
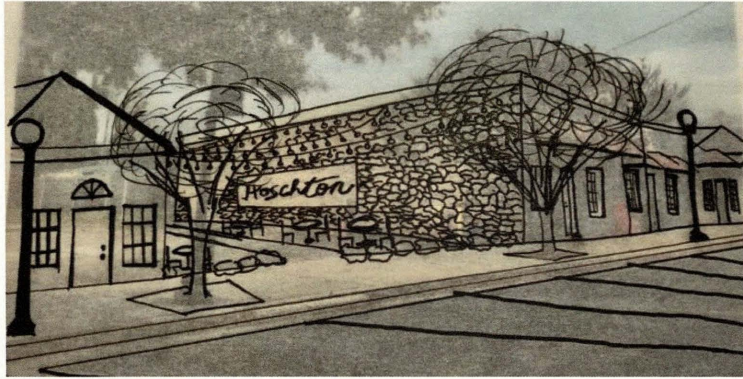
CCDP staff and charrette participants made a second trip to Hoschton on November 21, 2021, to refine their design ideas on-site. The second workday allowed the team to enhance and refine their concepts and to share them with city officials.

## PHASE THREE

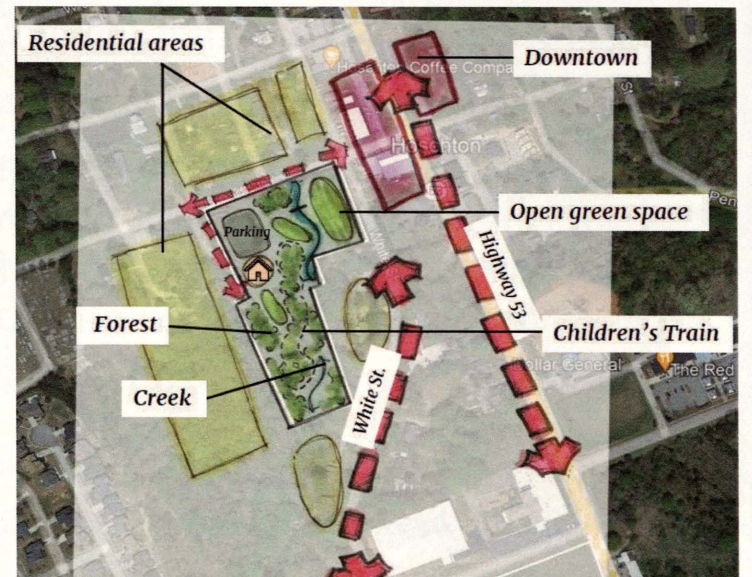
After analyzing the community responses to the survey, CCDP staff determined enhancements, modifications and additional research needed to adjust and improve upon the ideas developed during the charrette.

Case studies on cities with similar challenges helped inform the design considerations and recommendations that were provided.

The final presentation was shared with the Hoschton community via PowerPoint with an linked survey for additional feedback. All feedback received was incorporated in this final report and shared with city officials.



Over the course of the design charrette, the ideas and illustrations the students produced evolved into the finalized concepts included in the final report. Hand sketches and digital graphics were used in each phase of the charrette to effectively communicate design solutions with other charrette participants and community members. These are a few sample drawings by charrette participants that contributed to the midpoint presentation and final design report.





# DOWNTOWN

North of Downtown, Downtown Core, South of Downtown

The history of Downtown is essential to the cultural identity of Hoschton. Therefore, embracing the history of Downtown should guide the rehabilitation, future development, and preservation of Hoschton. The Downtown district should be accessible by vehicular and pedestrian traffic. Downtown serves as a place to shop, socialize, and enjoy the many attractions of Hoschton.

*Original Concepts by Hannah Lee, Amy Sabbadini, Shelby Stamback, and Yeunchan Kim; Refined by Diamond Owens*

## WE ASKED: What do you like best about Hoschton?

*“It’s a small town feel”*

*“The historic feel in our city”*

*“It’s proximity to my work and everything we need”*

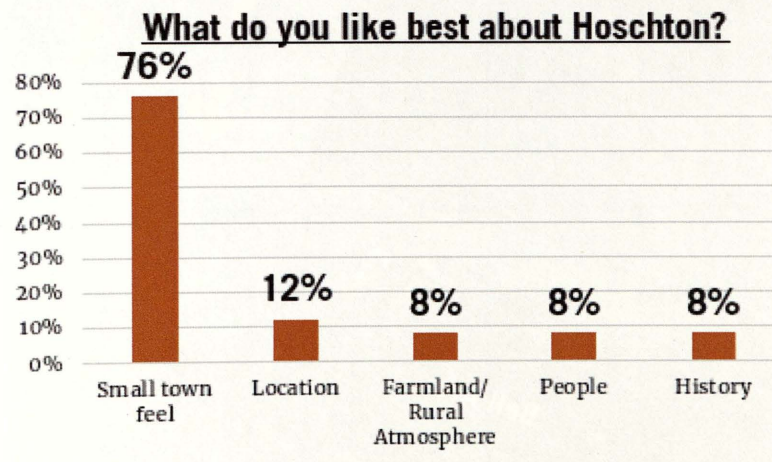
## WE ASKED: You have a guest visiting Hoschton. Where would you take them to show off the town?

*“Downtown Hoschton”*

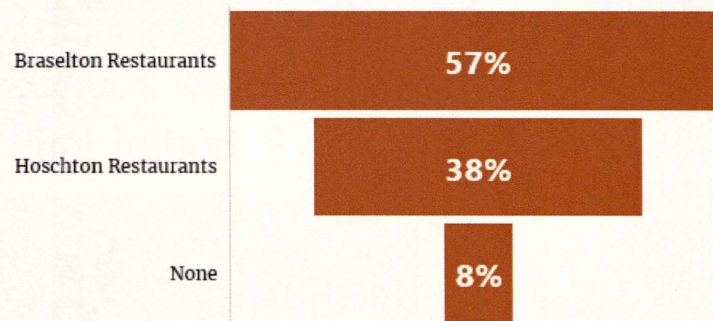
*“No where yet”*

*“Downtown shops, the fall festival”*

*“The old train depot”*



## Which restaurants in the area do you like to go to for dinner?



## Design Considerations for Downtown

Walkability

Scale

Parking

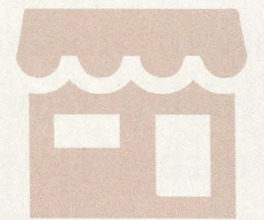
Building Infill

More Amenities

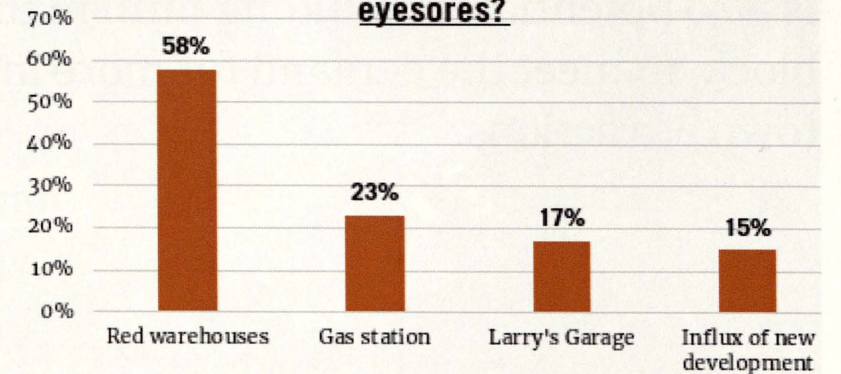
Green Space

Locality

Preservation



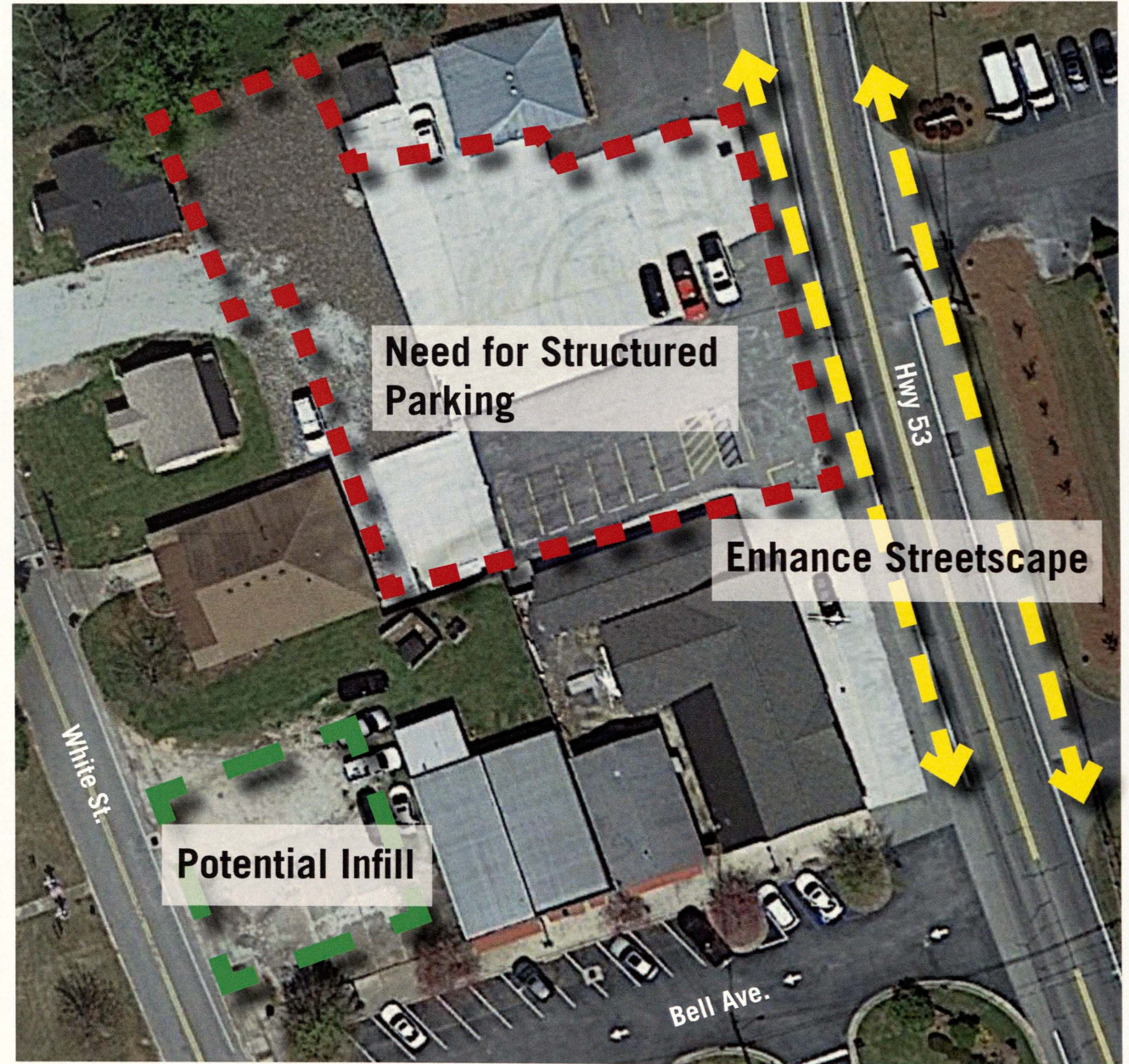
## Where are the places in town that are eyesores?



# ANALYSIS

## North Downtown

Community members frequently expressed concern about the lack of parking to accommodate the growing number of residents and visitors in Hoschton. Just north of Downtown is an existing parking area with little defined structure. With this existing parking use and the enclosure created by the existing buildings, this space can be utilized for parking infill. There is also potential for building infill in this block, to meet the demand for more in-town attractions.



# DESIGN IDEAS

## North Downtown

A consistent paving scheme, marked spaces, and the addition of trees and plantings transforms this parking lot into an attractive amenity for Downtown while increasing the number of cars it can accommodate. Existing commercial and residential buildings are historic and should be retained.

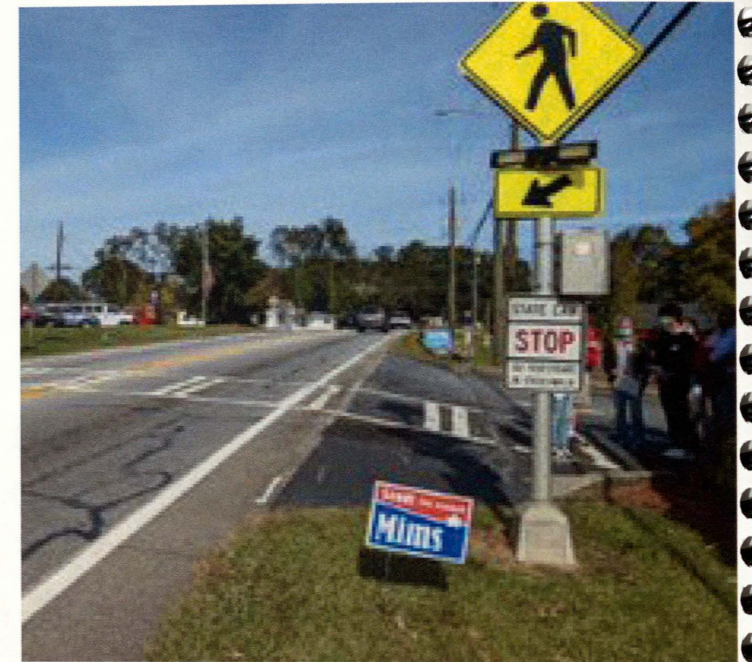
An infill building could be added to the corner of Bell Ave. and White St. to provide additional retail space. This also creates the opportunity for an outdoor area in complement to the surrounding building usage. The improved streetscape encourages more pedestrian and multi-modal traffic and, therefore, less cars along city streets.



# ANALYSIS

## Downtown Core

Downtown serves as the nucleus of Hoschton. The water tower, the depot, and the row of commercial buildings are iconic places that define small town Hoschton, and are a draw. But, community members mentioned the thousands of people who visit Hoschton in addition to current residents that attend annual festivals. In result, there are massive traffic jams and parking overflow. By encouraging multimodal transportation through Hoschton, the reliance on vehicles to travel a short distance will decrease.

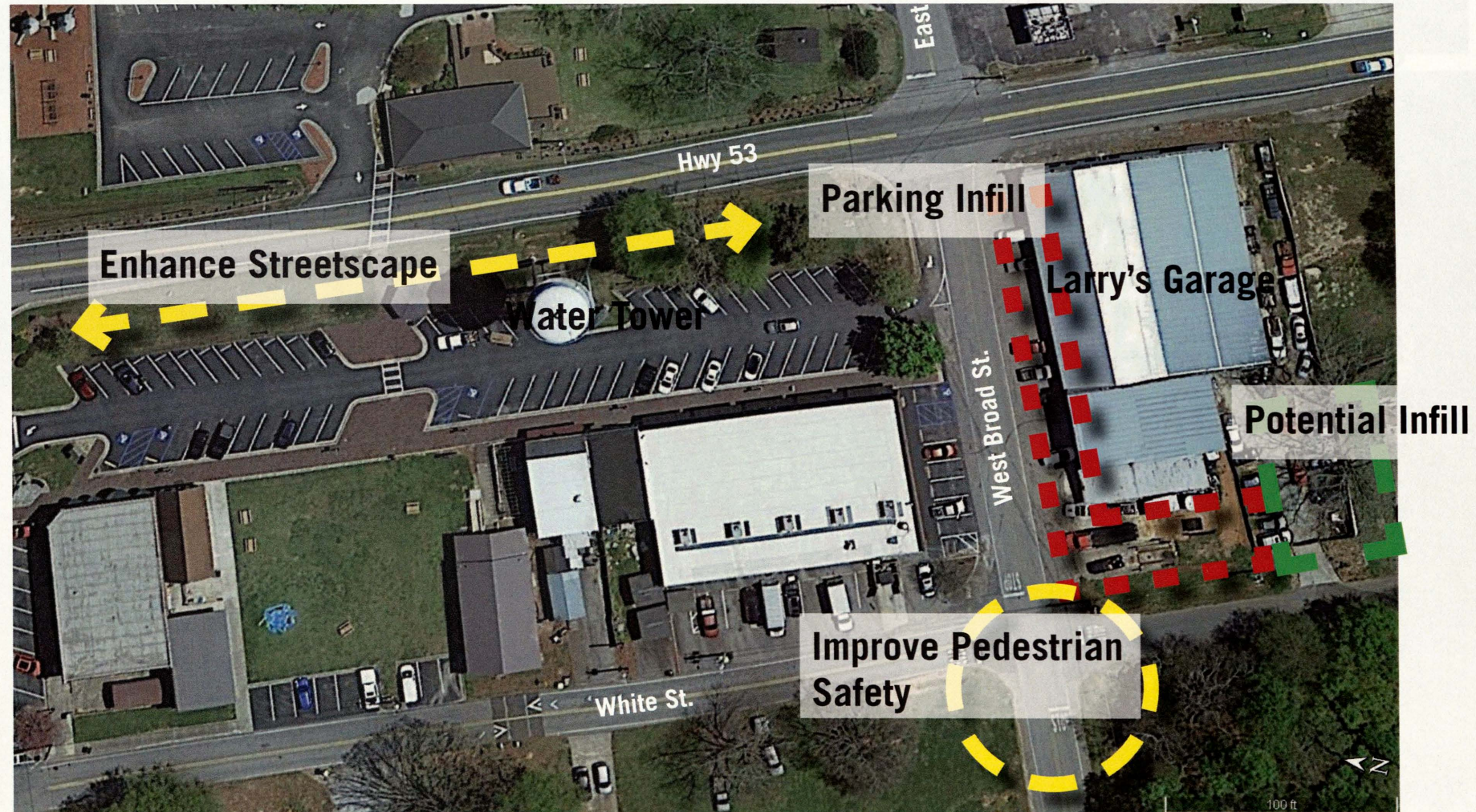


# ANALYSIS

## Downtown Core

All successful historic downtowns have a pleasant walkable environment. This is achieved through a tight concentration of buildings, plentiful sidewalks and street trees, and parking tucked along streets and behind buildings.

This plan highlights areas of potential infill and walking conditions that need to be considered to contribute to the walkability of Downtown Hoschton.



# DESIGN IDEAS

## Downtown Core

By accommodating golf cart parking, parking infill, and improved pedestrian conditions, traffic will become less congested along Highway 53. These solutions will increase foot traffic and allow pedestrians to experience the small-town essence of Hoschton. Business owners will be able to take advantage of the increase in pedestrian circulation and accommodate more outdoor amenities.



# DESIGN IDEAS

## Downtown Core

Downtown is Hoschton's main destination. At a popular local restaurant like Sliced, golf cart parking and outdoor seating could improve quality of life in Downtown through less cars and more lingering. The proposed mural reflects the identity of Hoschton in the iconic water tower and welcomes guests to experience the many attractions in the area.



1

Golf Cart Parking and Outdoor Seating



Building Mural



Larry's Garage has immense potential to serve as an attraction for Hoshton. Its authenticity is an important amenity for the city, and is in a prime location for revitalization.



2

## Larry's Garage as a New Food Hall & Market

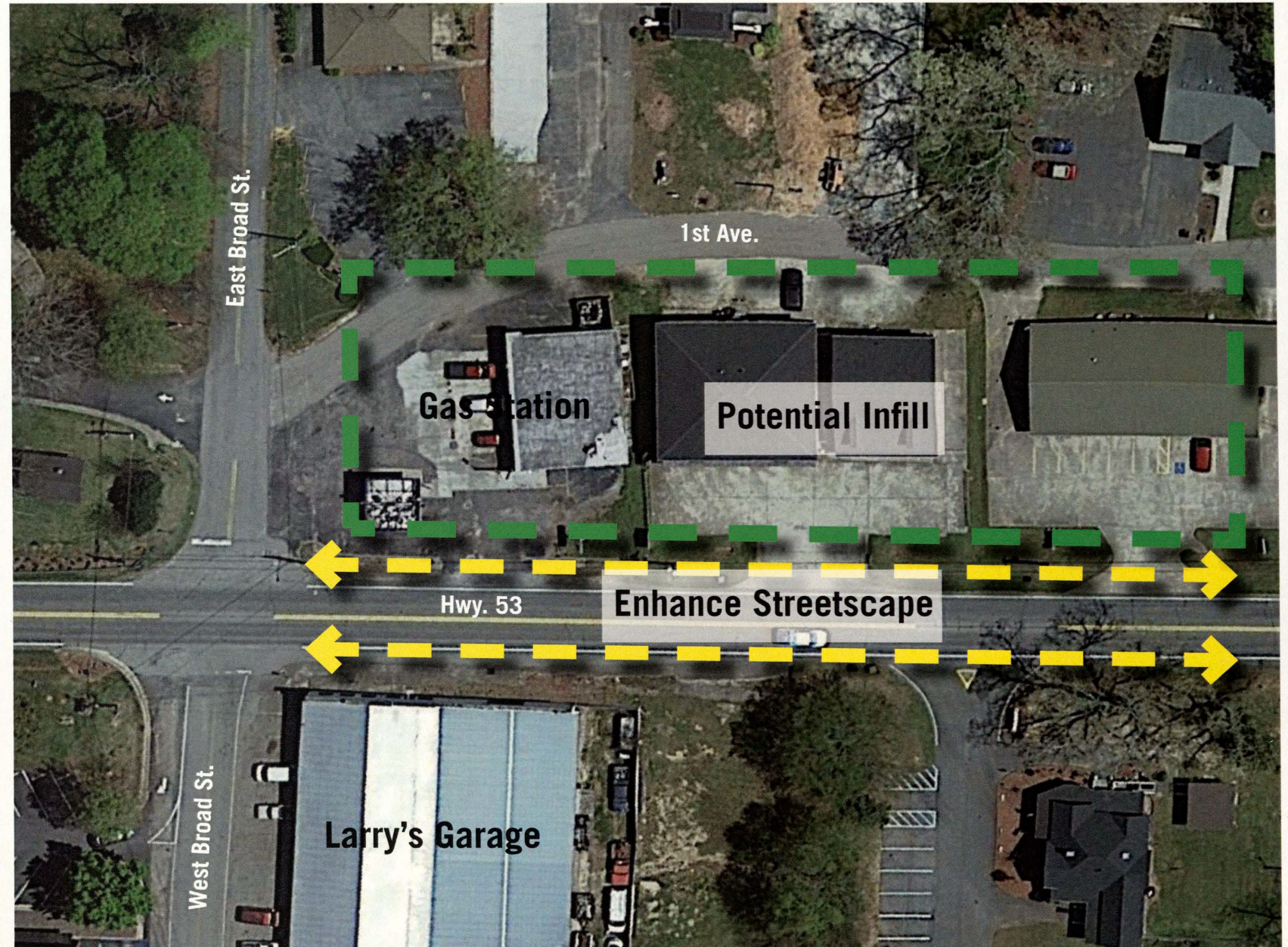
*Concept and Rendering by Shelby Stamback*

This new concept embraces the historical and cultural aspects of Hoschton and extends the popular festival offerings year-round. Family and friends will be able to congregate, shop, and enjoy the festivities of the proposed Food Hall and Market of Hoschton.

# ANALYSIS

## South Downtown

Community members expressed their concerns about the existing gas station and the incompatible, non-historic buildings fronting Highway 53. The proposed building infill could reflect the architectural style of Hoschton, contribute to the needs of community members, and serve as new in-town attractions.



# DESIGN IDEAS

## South Downtown

This solution shows a pair of traditional, two-story buildings oriented with sidewalk frontage. The buildings are divided into multi-tenant retail on the ground floors with residential lofts above, generating more economic and social activities.

Around these buildings there are parking spaces for both cars and golf carts. Improved walking conditions along Highway 53 allow for these buildings to be accessible by pedestrians.



# ANALYSIS

## South Downtown

The existing buildings are directly on Highway 53 with a setback for parking. However, with little hierarchy or visual appeal, these buildings are easily missed by fast moving traffic down Highway 53. New buildings should be oriented towards pedestrians.



# DESIGN IDEAS

## South Downtown

Infill buildings should look similar to their historic counterparts to maintain a small town feel. Retail on the ground floor and lofts above promotes walkability and downtown living in a traditional way. The center parking lot for cars could be phased out in favor of an additional retail and loft building. A planted buffer between the street and the sidewalk could address the concern for more pedestrian-friendly routes along Highway 53.



# RECOMMENDATIONS

## SHORT-TERM

Maintain small town charm by adding outdoor dining opportunities that create an atmosphere where people want to come Downtown.

## INTERMEDIATE

Improve parking areas that already exist by turning eyesores into assets -- align parking spaces more efficiently, beautify lots with trees and planters, and provide golf cart parking.

## LONG-TERM

Reduce traffic by creating incentives not to drive, such as through the creation of tree-lined sidewalks, pedestrian-oriented buildings, and safe crosswalks.

The background image shows a wide-angle view of a sports field, likely a soccer or baseball field, with several tall stadium light towers. The sky is a clear, bright blue with some light clouds. The field is green, and there's a fence in the foreground. The overall scene is bright and open.

# PARKS

## Walkability Study

As Hoschton continues to experience an increase in population, the demand for parks and green space will begin to reach its peak. The existing parks are dedicated to programmed activities including soccer and ballfields. There are no in-town places dedicated to the passive activities that residents want, such as walking trails or dog parks. The existing parks are a short distance from downtown and many neighborhoods, but there is no walkable or bikeable connection between these two destinations.

*Original Concept by Avery Johnson, Jennifer Lewis, and Diamond Owens; Refined by Diamond Owens*

## WE ASKED: Where do you go for exercise?

*“Neighborhood walks. I would love some trails around Hoschton.”*

*“A bike trail/multipurpose trail would be nice.”*

*“Hoschton has a lack of parks...My family and I take walks in our neighborhood.”*

## What amenities are in a 10-minute walk from your house/work?

*“Parks, shops, Sliced”*

*“Tennis courts”*

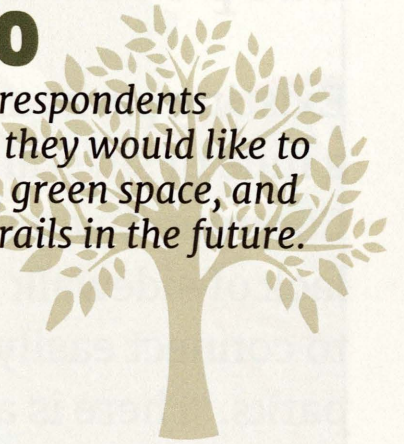
*“Nothing”*

*“I really can’t safely walk to anything in Hoschton”*

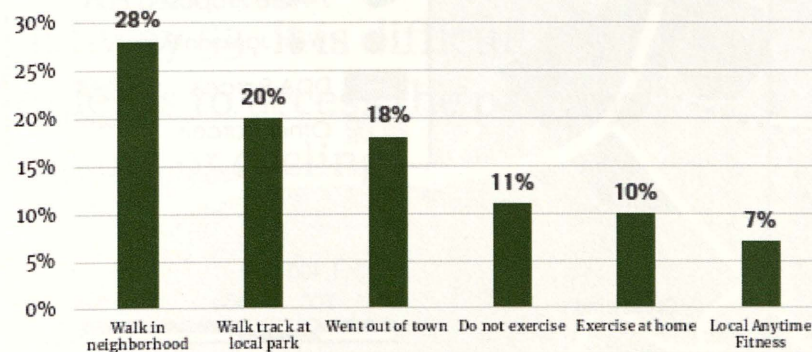
## Design Considerations for Parks

# 73%

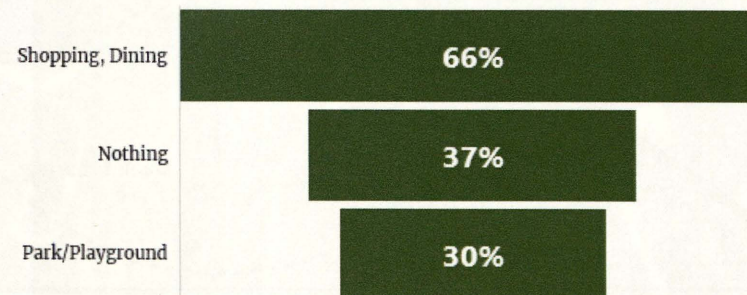
of survey respondents indicated they would like to see parks, green space, and walking trails in the future.



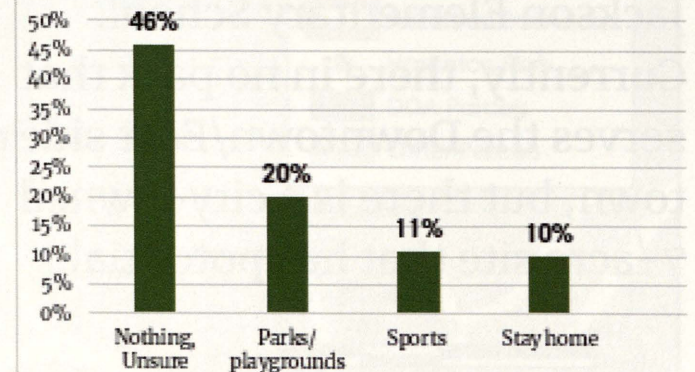
**Where do you go for exercise?**



**What amenities are in a 10-minute walk from your house/work?**



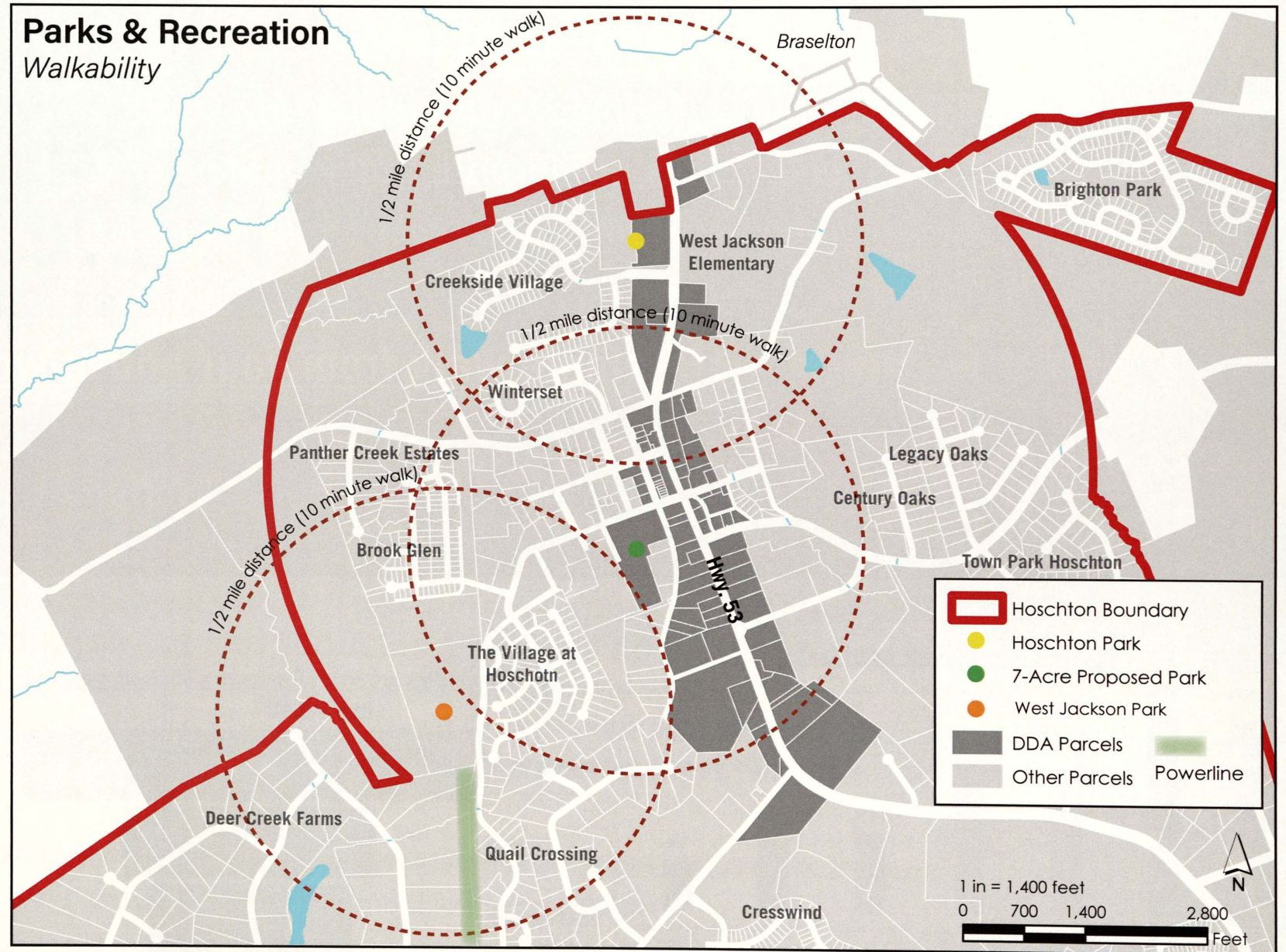
**What do KIDS in Hoschton do for fun?**



# ANALYSIS

## Existing and Proposed Parks

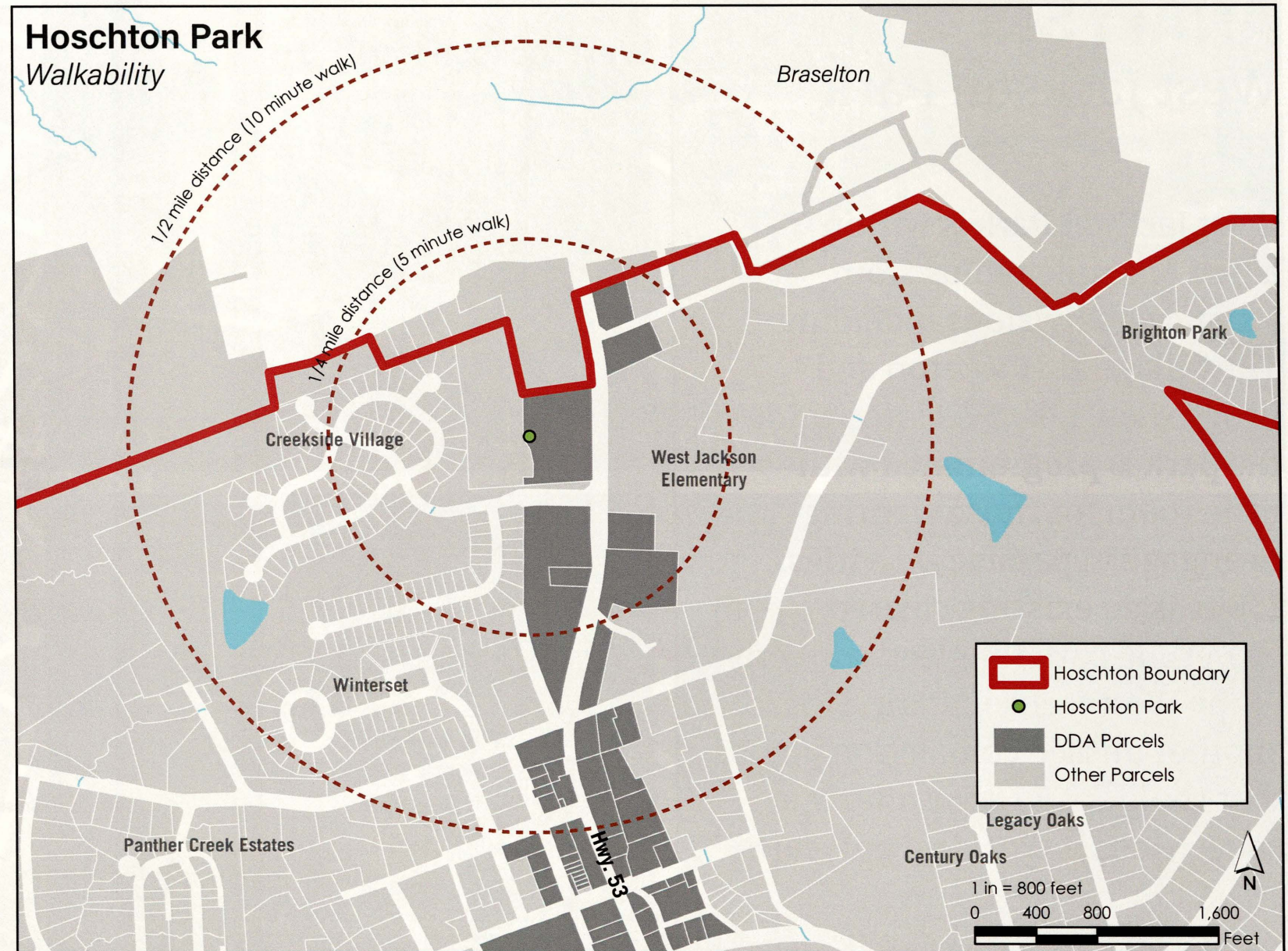
Existing parks are within half a mile of several subdivisions. Community members noted the lack of sidewalk infrastructure to connect easily to these parks. There is an overlooked opportunity to connect these parks to neighborhoods, subdivisions, and the West Jackson Elementary School. Currently, there is no park that serves the Downtown/East side of town, but there is a city-owned 7-acre site that has potential.



# ANALYSIS

## Hoschton Park

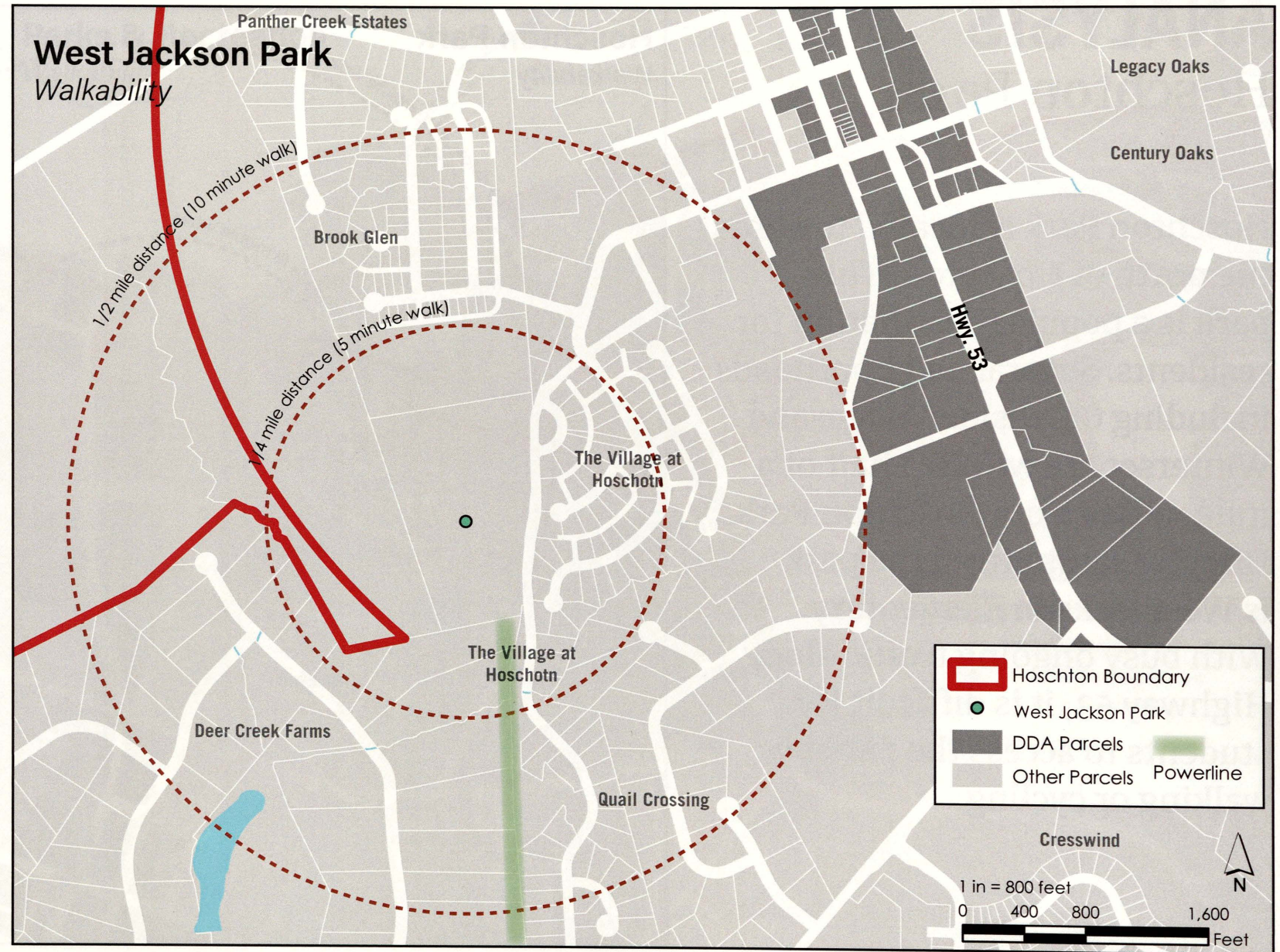
Hoschton Park is located towards the north of Hoschton. This park is a popular destination for residents. Several neighborhoods including Creekside Village and Winterset are within a half of a mile radius from Hoschton Park. Directly across from the park is West Jackson Elementary. With busy ongoing traffic along Highway 53, it is difficult for students to access the park by walking or cycling.



# ANALYSIS

## West Jackson Park

West Jackson Park is within a half of a mile radius from several subdivisions including The Village at Hoschton and Brook Glen. Like Hoschton Park, the park is programmed with little room for those wanting to engage in passive activities. There is an existing cleared powerline path that leads directly to the West Jackson Park. This is another missed connection point that could easily accommodate pedestrians, bikes, and golf carts.



# DESIGN IDEAS

## Amenities for Existing Parks

Add additional passive amenities to existing parks, such as playgrounds, walking tracks, dog parks, tennis and basketball courts, and outdoor gyms. Prioritize multi-modal pathways between neighborhoods and parks/schoolyards within a 1/2 mile distance of each other.



Outdoor Gym - Hobgood Park, Woodstock, GA



Dog Park - Macon Dog Park, Macon, GA



# RECOMMENDATIONS

## SHORT-TERM


Negotiate with Jackson County on adding simple improvements to their parks that would benefit a variety of users, such as shaded picnic areas, play structures, and outdoor exercise equipment.

## INTERMEDIATE

Create walking and biking connections to parks from adjacent neighborhoods by identifying the “low hanging fruit” — the shortest connection points from existing roads with easy property access.

## LONG-TERM

Work with Jackson Co. to enhance existing parks with greater amenities, including unprogrammed spaces (dog parks, woodland trails) and new programming for kids and adults (basketball, tennis, swimming).





# 7-ACRE SITE

Historic Rehabilitation - Proposed Park

The City of Hoschton has recently purchased an in-town, seven-acre property formerly owned by the Adams family. With lush rolling topography and a notable historic home, known as the Mulberry House, this site has the potential to become a unique destination in Hoschton. The existing house can be developed into a humble but elegant venue rental, history museum, or art center.

*Original Concept by Sara Kaminski and Lauren Rodgers; Refined by Diamond Owens*

**WE ASKED: What would you be excited to see 10 years from now?**

*“More parks, less development”*

*“Nice area to hang out”*

*“A nice park for kids, dog park and walking trails”*

**WE ASKED: You have a guest visiting Hoschton. Where would you take them to show off the town?**

*“I usually end up going to Braselton”*

*“Mulberry River Walk”*

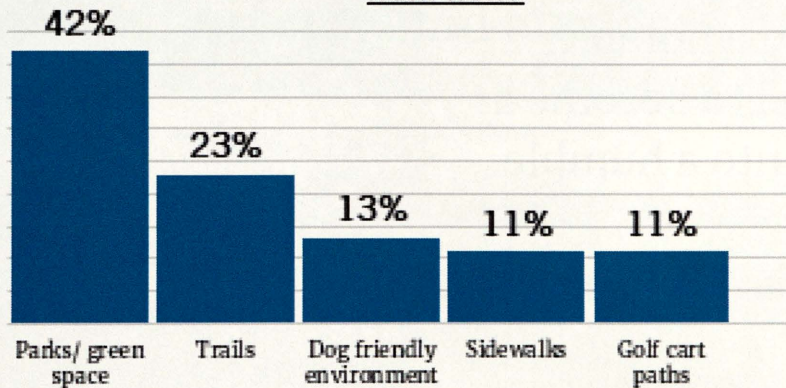
*“Hoschton Coffee”*

**Design Considerations for 7-Acre Site**

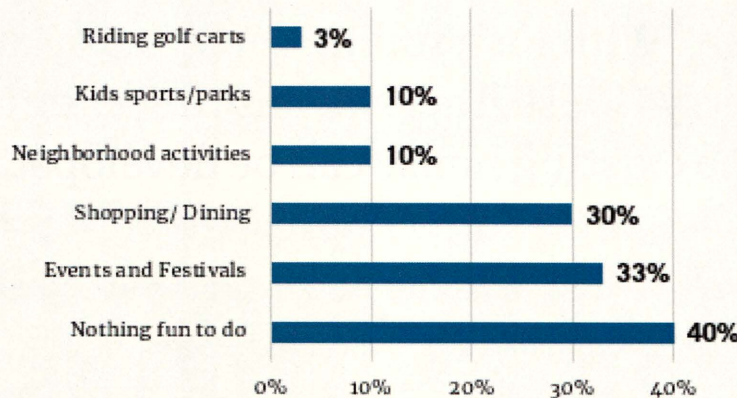
- New Destination
- Preserve Forest
- Preserve Historic Structures
- Multi-generational Space
- Unique New Amenities



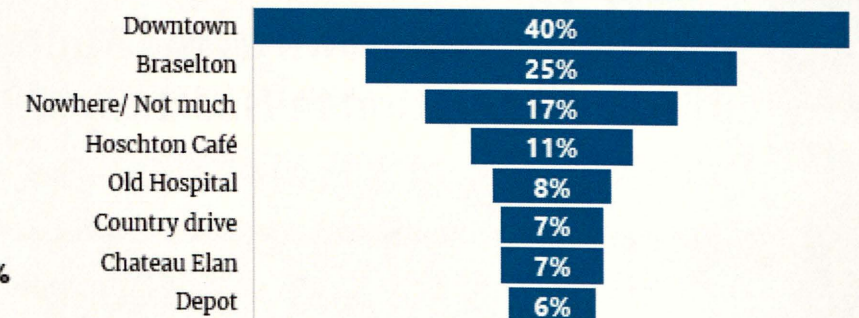
**What would you be excited to see 10 years from now?**



**What do YOU do for fun in town?**



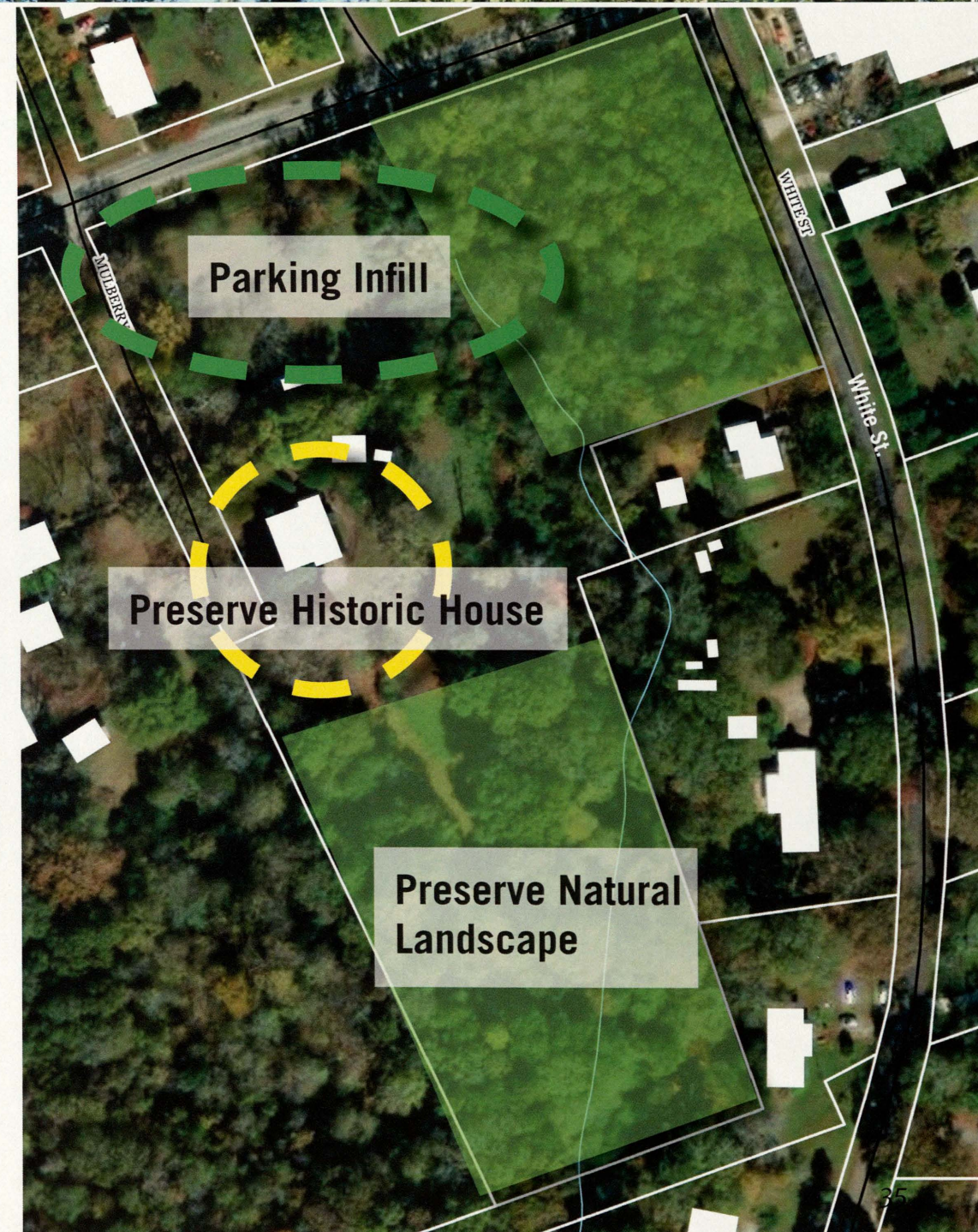
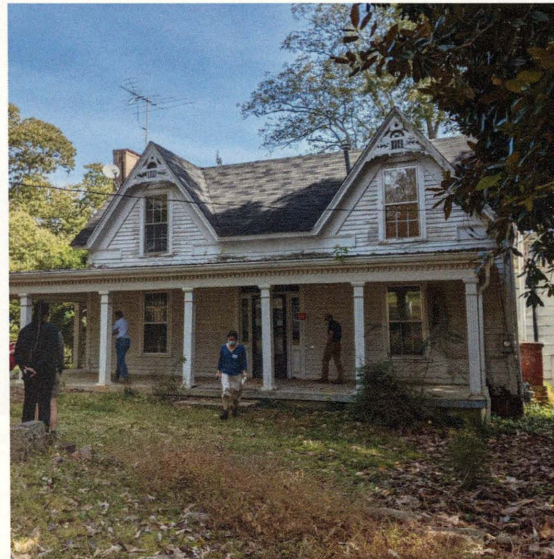
**You have a guest visiting from out of state. Where would you take them to show off town?**



# ANALYSIS

## 7-Acre Proposed Park

With its proximity to Downtown and rolling hill topography, this site is uniquely formed to become a new conserved park space. The historic buildings on the site should be preserved and reused. In contrast to heavy-handed development elsewhere, the natural landscape should be maintained as an amenity.





Existing Site Photos



# CASE STUDY:

## Tift Park, Albany GA

Tift Park is home to Albany, Georgia, located in the heart of the historic district. Tift Park was established with the mission to preserve, protect, and promote the historical contributes of the site. The site has many amenities including walking trails, sidewalks, and open lawn space for community festivities. Friends of the community volunteer to weekly cleaning and maintenance of the park. Every Saturday Tift Park hosts a community market, drawing in hundreds of residents and town visitors. Tift Park is a fitting example of how a historical site can be preserved, and provide social, historical, and economical benefits for its residents.



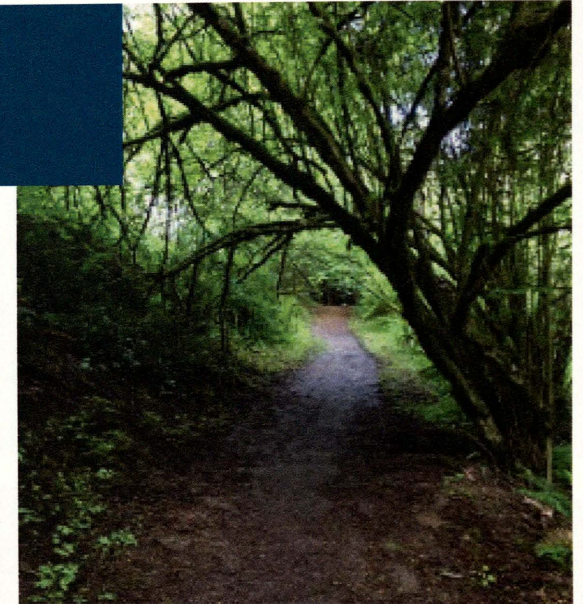
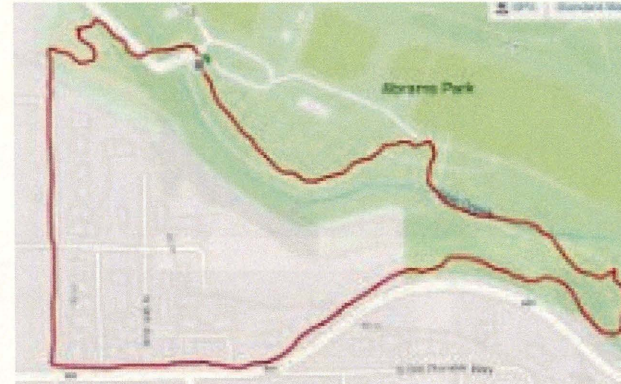
# CASE STUDY:

## City of Ridgefield, Washington

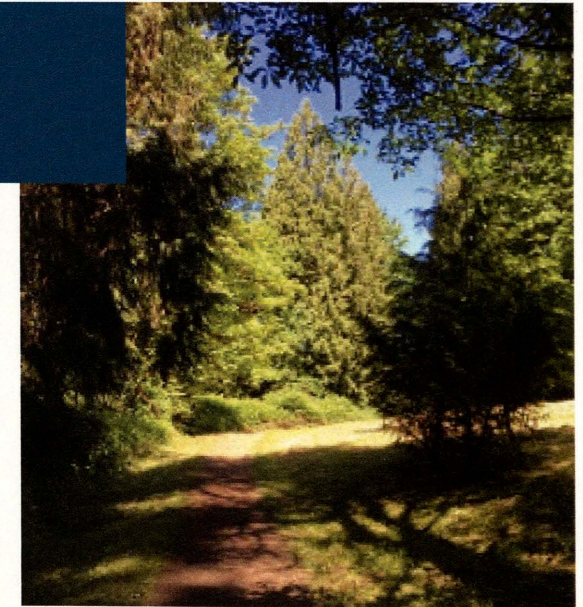
Ridgefield has an expansive trail system that loops through different parks, subdivisions, and other recreational areas. Abrams Park is in Downtown Ridgefield and is one of the most significant city parks. The trails are quiet and peaceful, providing a serene outlet from the busy city center. Within the park space there are picnic tables, play structures, and other amenities to accommodate users of different age groups. For each trail, the city provides a digital map for the convenience of park users.

The city of Ridgefield exemplifies the many benefits of incorporating a multimodal transportation system in a comprehensive city plan. The following images are two examples of trails in Abrams Park and respective digital map.

Abrams Park Loop Option #1  
*Walk Length: 1 mile*



Abrams Park Loop Walk #2  
*Walk Length: .98 miles*



# DESIGN IDEAS

## 7-Acre Site

The proposed site design establishes the former Adams home site as a conserved natural park. Community members expressed a desire for more greenspace and walking trails. This site could provide an amenity unique to Hoshton that is in the center of town and offers what other parks do not. Walking trails could meander throughout the park and embrace the rolling topography of the site. The Mulberry House may be repurposed with the potential to serve as a town café, rental venue, or other attractions. Site recommendations include play structures and gazebos for the accommodation of park users throughout the site. With the preservation of tree canopy, the site could serve as another ideal location for community festivals and markets.



# DESIGN IDEAS

## Mulberry House

The Mulberry House is shown rehabilitated as a new destination in Hoschton, GA. The landscape in the front of the house is improved through lush green vegetation and outdoor seating. The architectural elements are preserved in order to convey an authentic interpretation of the site.



Old House as Potential Venue Space

# DESIGN IDEAS

## 7-Acre Site Entry

The wooded residential nature of the site is an asset and should be preserved. Any signage, plantings, and infrastructure should not overwhelm the site. A tall wooden entry sign will welcome guests into the park space. For the safety and walkability of pedestrians, a four-way crosswalk is proposed to account for traffic in the Downtown area. Sidewalks outline the entry of the site for easy access and visual hierarchy. While the plan includes a naturalized, irregular parking area on the site, consider adding parallel on-street parking to Broad Street to provide accessibility and a buffer between sidewalks and the road.

*Hoschton, Georgia Charrette Report 2022*



7-Acre Park Entry with Signage

# RECOMMENDATIONS

## SHORT-TERM

Use a preservation mindset to develop the Mulberry House acreage into a unique natural park by retaining historic buildings, stone walls, plantings, and the mature forest. Use a light touch when adding parking areas so as not to disturb sensitive portions of the site (nearest the driveway at Broad Street may be best).

## INTERMEDIATE

Create a woodland trail system unlike any in the region by minimizing tree removal and using the natural topography to create a series of looping trails ideal for hikers, runners, and dog walkers. Connect the park to surrounding neighborhoods through designated entries.

## LONG-TERM

Explore new uses for the Mulberry House that create a destination for residents and visitors, such as a sandwich or ice cream shop, a history museum, a bookstore, an art gallery, or all of the above!



# HISTORY

## Embracing the History of Hoschton, Georgia

Hoschton has several historical structures and resources in its city boundary, yet no designation of these historical elements. Every city has its unique history and incorporating that uniqueness into the city's layout allows for the continuation of distinctive charm and character. Two buildings in the city's boundary of historical significance have been placed on the National Register of Historic Places: The Hoschton Depot and the Hillcrest/Allen Clinic and Hospital. Other areas around town could also constitute being designated.

*Original Concept by Michael Coulter, Eric Reisman, and Ellie Swanson; Refined by Diamond Owens*

**WE ASKED:** Let's imagine you've been away from Hoschton for 10 years. What would you be sad to see gone?

*"The historic buildings."*

*"Small town feel, it's almost gone"*

*"A lot of the farmland and woods"*

*"The civil war hospital"*

*"City Hall/ Train Depot area"*

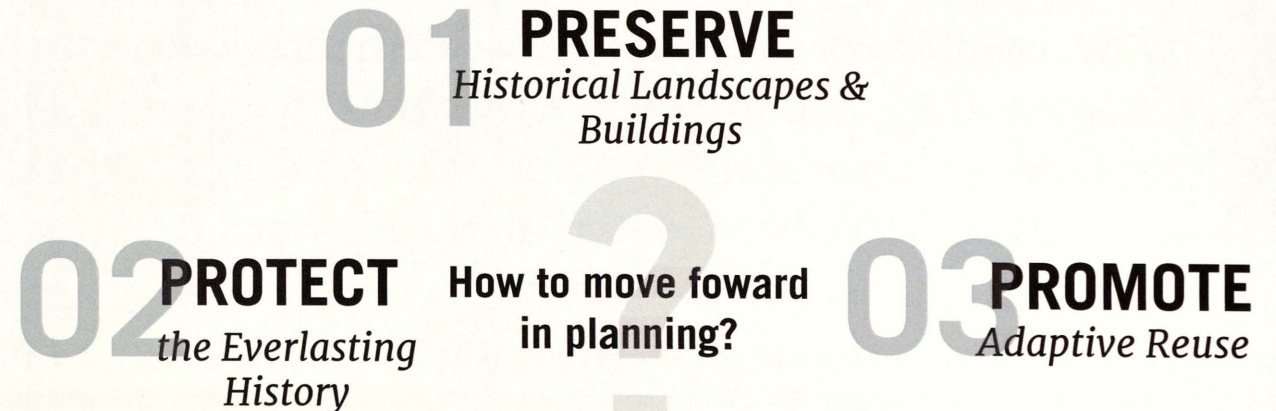
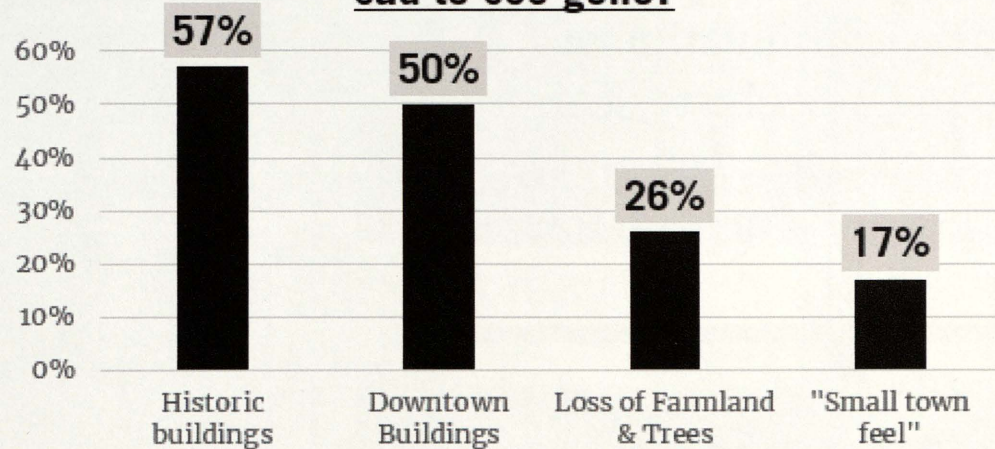
*"Water tower that we have. Actually history in general."*

## Design Considerations for History

**Embrace the History  
Engage in Historic  
Rehabilitation**

**Minimize development and  
emphasize adaptable reuse**

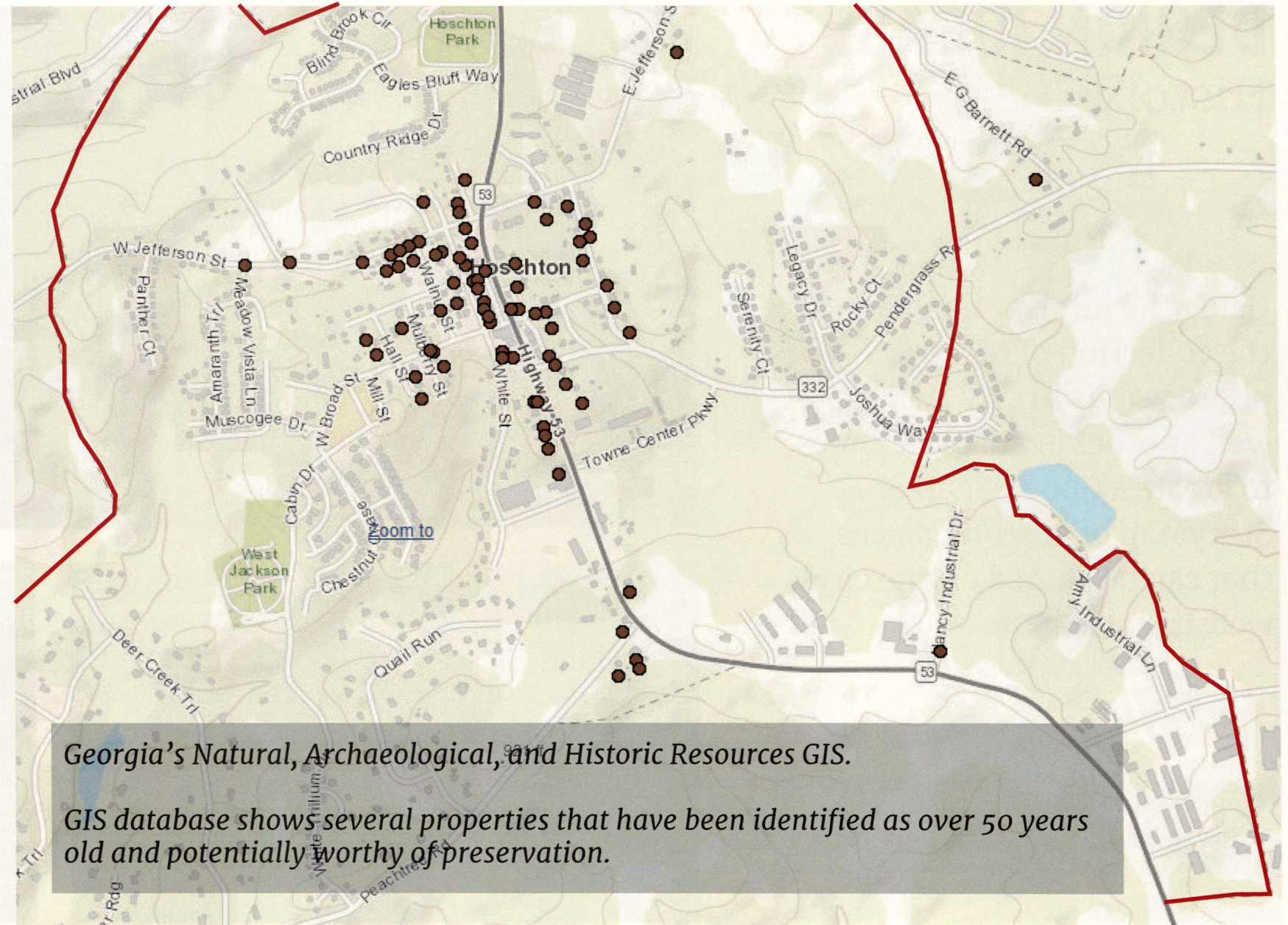
**Let's imagine you've been away from Hoschton for 10 years. What would you be sad to see gone?**



# ANALYSIS

## Historic Structures

Hoschton was born from the implementation of the Gainesville Midland Railroad in 1878. Since then, agriculture and commerce have been an important driver of the town's design, with historic buildings all along or near the railroad track and depot. However, there is no way for visitors or residents to learn about these historic places except from framed photographs in City Hall.

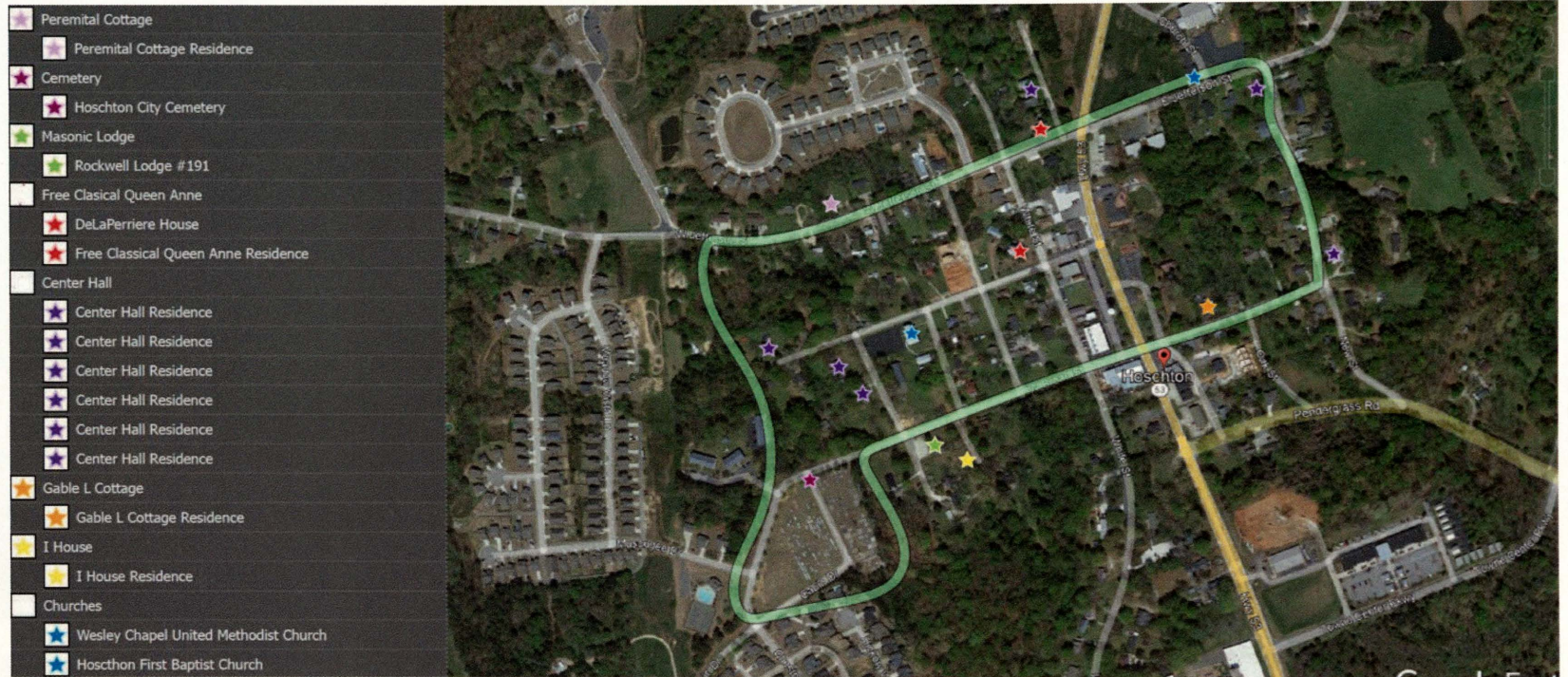


*Georgia's Natural, Archaeological, and Historic Resources GIS. GIS database shows several properties that have been identified as over 50 years old and potentially worthy of preservation.*

# DESIGN IDEAS

## History

Using the information from the collection of historic photographs in City Hall as well as other available sources, to create a Google map or a StoryMap of historic places that can be shared on the city's website.



# DESIGN IDEAS

## History

Revive the Historic Preservation Commission and appoint members who have knowledge of and an interest in local history or architecture. Hoschton could benefit from the creation of a historic district to bring recognition to the history on which the city is founded, aid in heritage tourism, and stimulate the redevelopment of the city with increased revenue and tax incentives.



*This map shows the potential boundary of a historic district based on development patterns and architecture over 50 years old.*

# ANALYSIS

## Hillcrest/Allen Clinic

The Old Hospital is one of the historic jewels of Hoschton.

With such a rich history, a grand main building, characteristic outbuildings, and a scenic pecan grove, this site should be conserved.

Developing the site sensitively in a way that highlights its assets could generate an income stream that perpetuates its existence without destroying what makes it unique.

The property could serve in a civic role such as a city hall, library, or art center, or an income-producing venture such as a bed and breakfast or wedding venue.



# DESIGN IDEAS

## Hillcrest/Allen Clinic

This conceptual plan shows how the old hospital property could be used as an event space. First, the primary assets are identified for protection—buildings, pathways, pecan grove, viewsheds—and then the secondary spaces near the house are considered for new amenities such as tents and stage locations. Lastly, parking is laid out in the portions of the property that aren't as ideal for other uses and can be modified without creating a negative impact.



# DESIGN IDEAS

## Hillcrest/Allen Clinic

In addition to private events, the location may also serve as an attractive festival spot. The open lawn can be used as a community market space. Here, residents and/or vendors can set up tents along the house to sell goods, food, and promote other community-based events. This is also an ideal location to accommodate the overflow of people from the town's annual festivals. Providing a shuttle service could be a way to have multiple festival locations and reduce the need to large amounts of visitor parking in an already crowded location like the Downtown core.





With subtle changes to the front lawn space, the Old Hospital can be transformed into a unique and valuable amenity.

# RECOMMENDATIONS

## SHORT-TERM

**Revive Historic Preservation Commission and appoint members who have interest in local history or architecture to share their knowledge in new ways, such as with an online Storymap with photographs.**

## INTERMEDIATE

**Protect the Hillcrest/Allen Clinic by ensuring a future use that preserves the historic character of the site and maintains it as an important community resource.**

## LONG-TERM

**Create a historic district to aid in heritage tourism and provide tax incentives for building rehabilitation.**

A photograph of a rural landscape. In the foreground, there is a grassy field with some dry patches. A large, leafless tree stands prominently on the right side. In the background, there are rolling hills and more trees under a clear blue sky. The overall scene is peaceful and natural.

# CONSERVATION

## Preservation of Greenspace through Sensitive Development

Many people the charrette team heard from expressed dismay at the loss of rural character, the development of large subdivisions, and the subsequent increase in traffic. As recently as fifteen years ago, Hoschton still felt like a small town surrounded by rolling hills, agricultural fields, horse pastures, pecan groves, hunting land, and wide-open spaces. Without protection or incentives for preservation and conservation of the few large parcels that remain, the rural small town feel of Hoschton will be swallowed up by development, and the advantages of living in the country will be gone.

*Concepts provided by Jennifer Lewis, inspired by "Conservation Design for Subdivisions: A Practical Guide to Creating Open Space Networks," by Randall G. Arendt*

**WE ASKED:** What would you be sad to see gone 10 years from now?

*“Large areas of land.”*      *“Train Depot, old hospital at 53 and Peachtree Road”*  
*“...the green space and the large lots for home...”*      *“The small town feel and the greenery”*  
*“All our beautiful pastures with horses and trees.”*

**WE ASKED:** What would you be excited to see 10 years from now?

*“Green space, large lots for homes, sidewalks, answer to traffic problems...”*  
*“Pirkle Farm turned into a larger home community with a park directly connecting to downtown Hoschton.”*      *“An event place with a bed and breakfast.”*

**What do you like best about Hoschton?**

- 76%** said Small town feel
- 12%** said Location
- 8%** said History

**What would you be sad to see gone in 10 years?**

**26%**  
said **FARMLAND** and **TREES**

**Design Considerations for 7-Acre Site**

Rural character  
Agricultural history  
Scenic views  
Open Space  
Trails



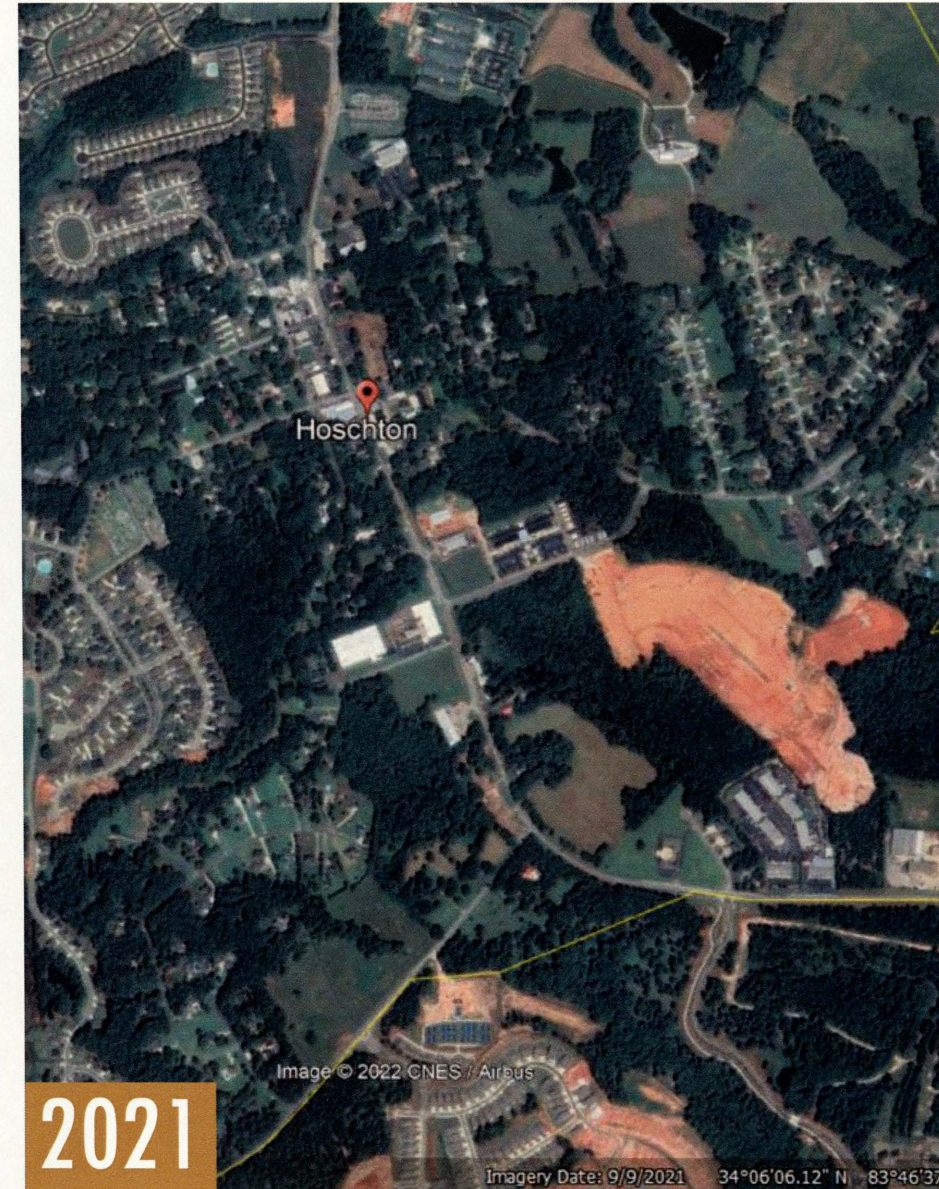
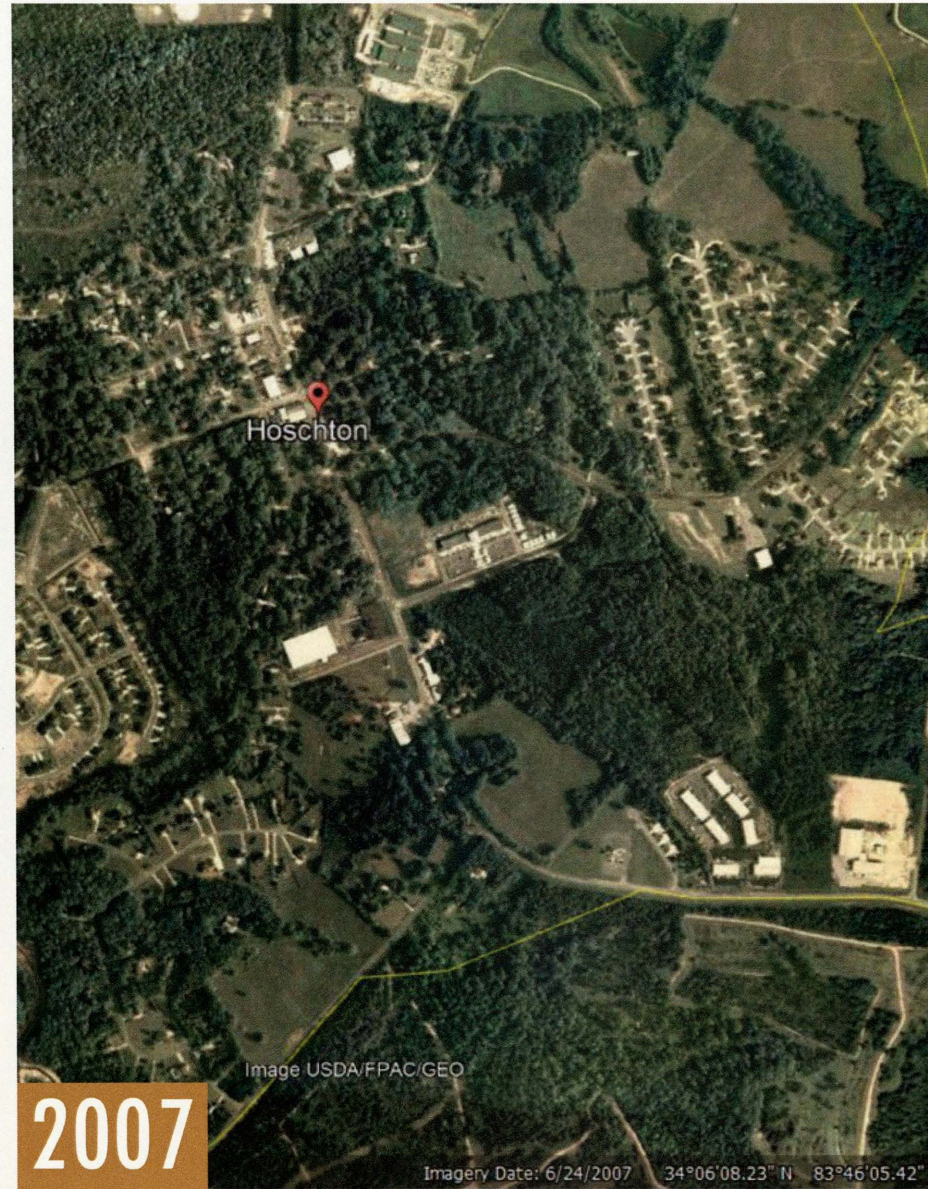
**Where are the places in town that are eyesores?**

**15%**  
said **NEW DEVELOPMENT**

# ANALYSIS

## Case Study

Aerial photographs show the rapid conversion over the last 15 years from rural farmland and greenspace to residential subdivision developments. To preserve the rural character and natural beauty that residents value, protective measures like land trusts or conservation development guidelines should be explored.



# ANALYSIS

## DDA Conservation

This map shows the properties along Highway 53 south of Downtown that fall within the Downtown Development Authority's area of focus. White boundaries indicate previously developed parcels (either with historic homes or new commercial buildings). Green boundaries indicate parcels with a notable amount of greenspace remaining. What happens with these undeveloped properties will go a long way to determining whether Hoschton retains the natural beauty the area was known for.



# CASE STUDY

## Conservation Development

An alternative approach to traditional development that protects greenspace is conservation development. This approach first prioritizes assets such as historic buildings, views, and natural features, and then lays out development around those assets. Simply put, for subdivisions, the technique is to outline the open spaces first, then place houselots that front the open space, then design roads that connect the houses. Similar to golf course developments, this results in houses that enjoy a premium view of greenspace and main roads that retain their rural viewsheds. Setting aside greenspace in this way also allows for the creation of an inter-connected network of trails and paths that provide recreation and connectivity and reduces dependency on cars for short trips.



# CASE STUDY

## Traditional Subdivision

Images from "Conservation Design for Subdivisions: A Practical Guide to Creating Open Space Networks", by Randall G. Arendt

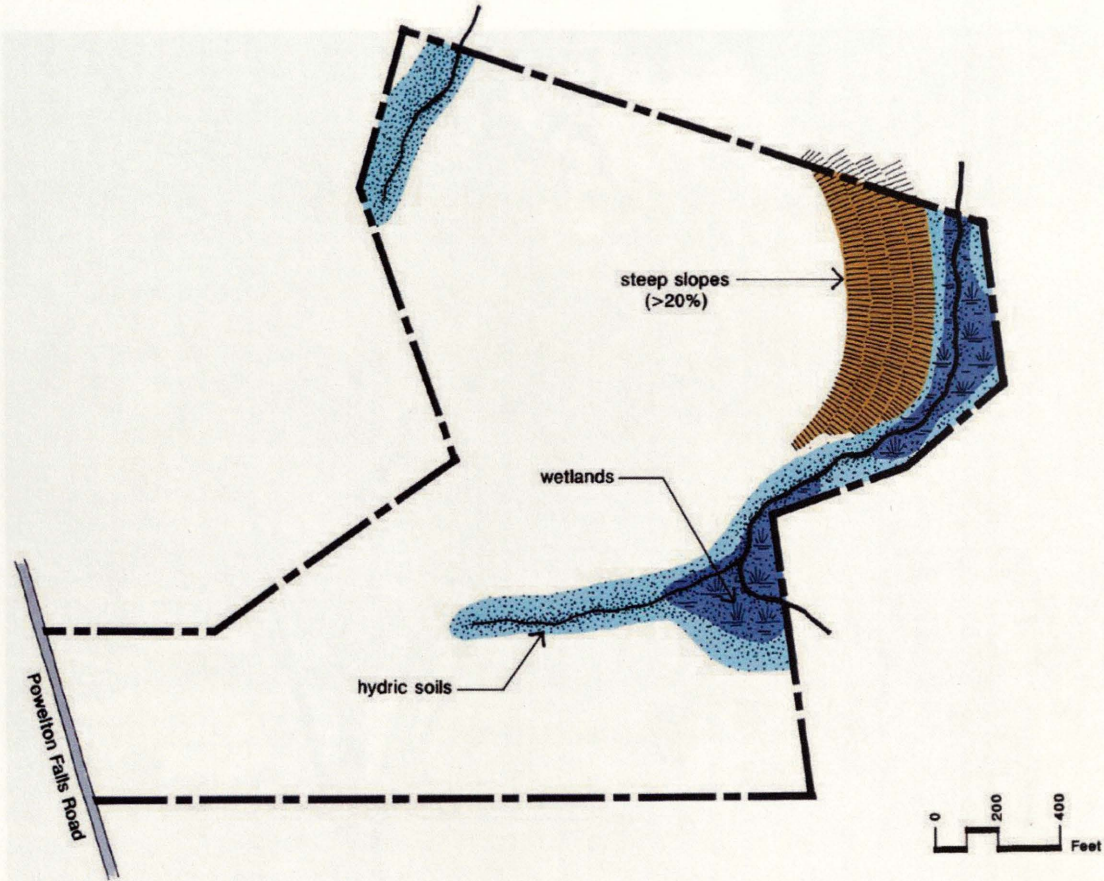


Figure 7A-4. Site A: Identifying Primary Conservation Areas

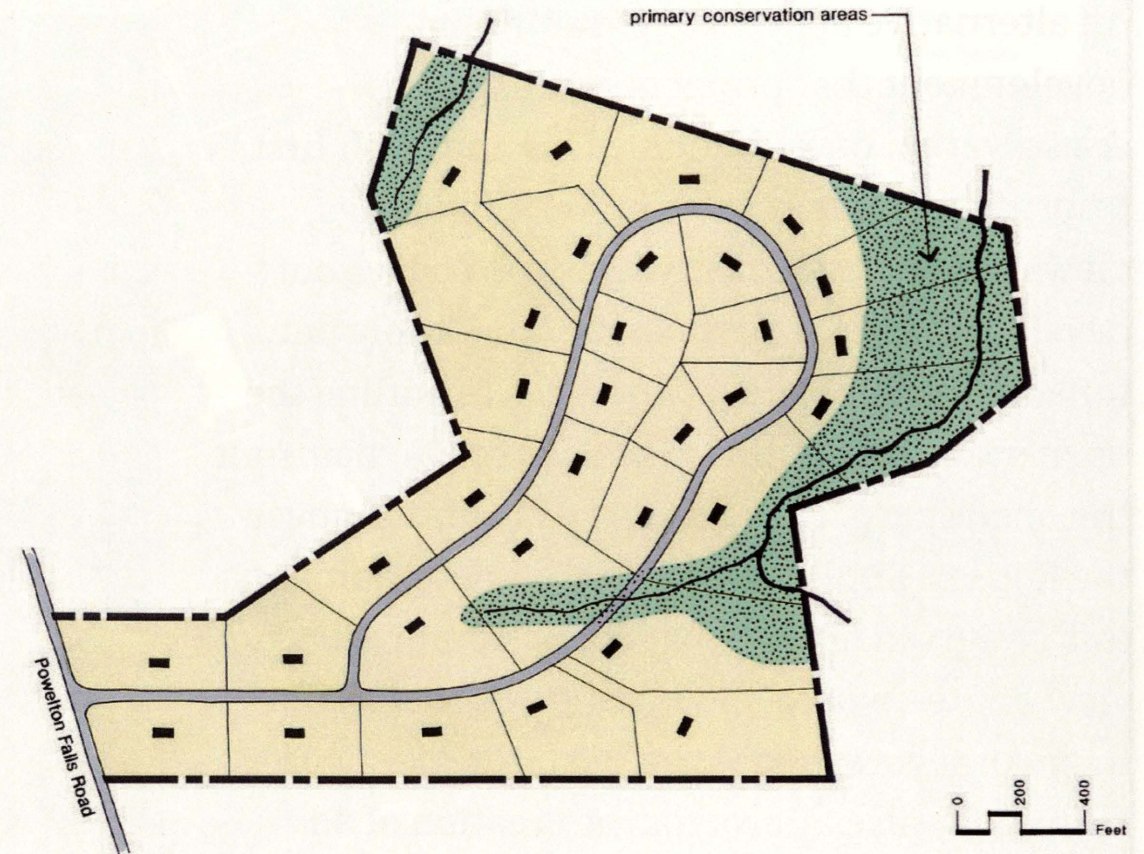


Figure 7A-2. Site A: Yield Plan

This example shows a traditional approach to subdivision development. (L) Areas that are undevelopable are identified, then (R) houselots are maximized throughout the site.

# CASE STUDY

## Conservation Subdivision

Images from "Conservation Design for Subdivisions: A Practical Guide to Creating Open Space Networks", by Randall G. Arendt

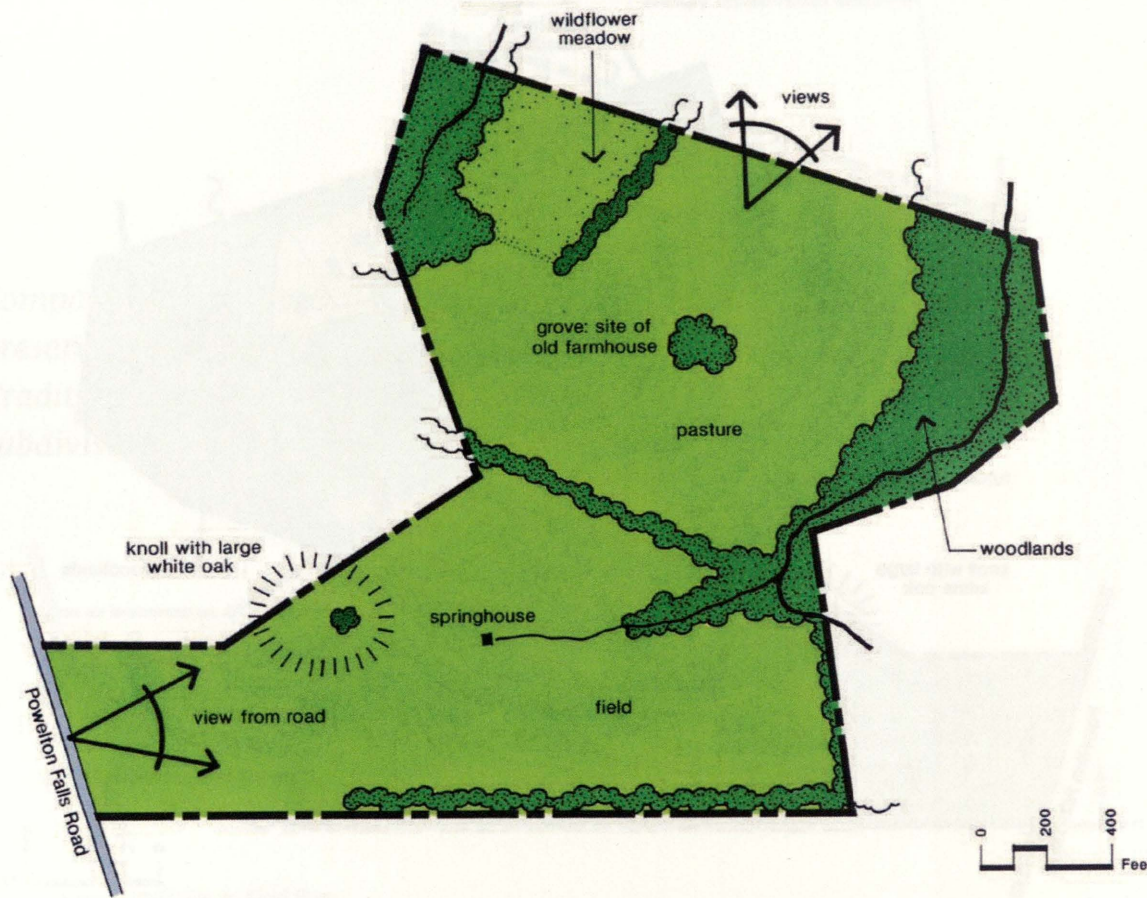


Figure 7A-5. Site A: Identifying Secondary Conservation Areas

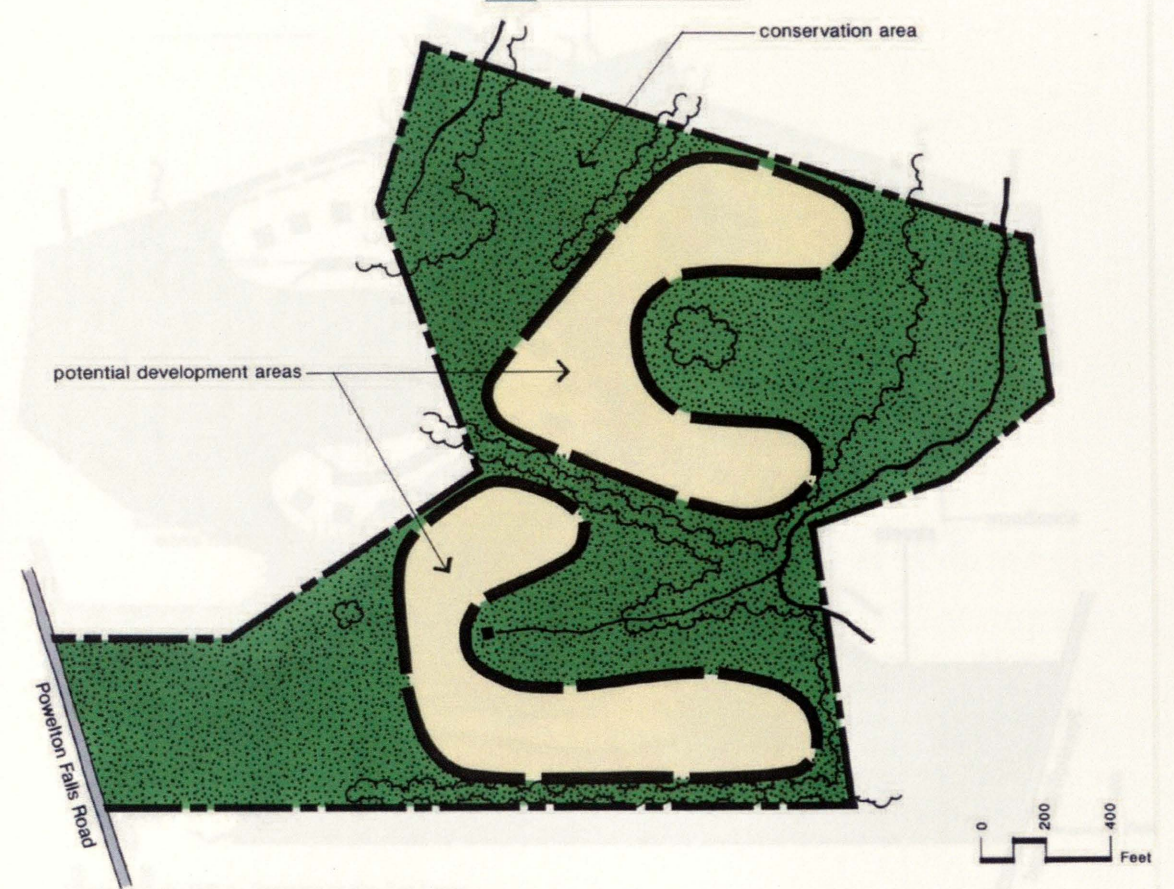


Figure 7A-6. Site A: Identifying Potential Development Areas

In a conservation approach, (L) assets such as scenic views, historic sites, and mature trees are identified, then (R) the remaining areas are what is available for development.

# CASE STUDY

## Conservation Subdivision

Images from "Conservation Design for Subdivisions: A Practical Guide to Creating Open Space Networks", by Randall G. Arendt

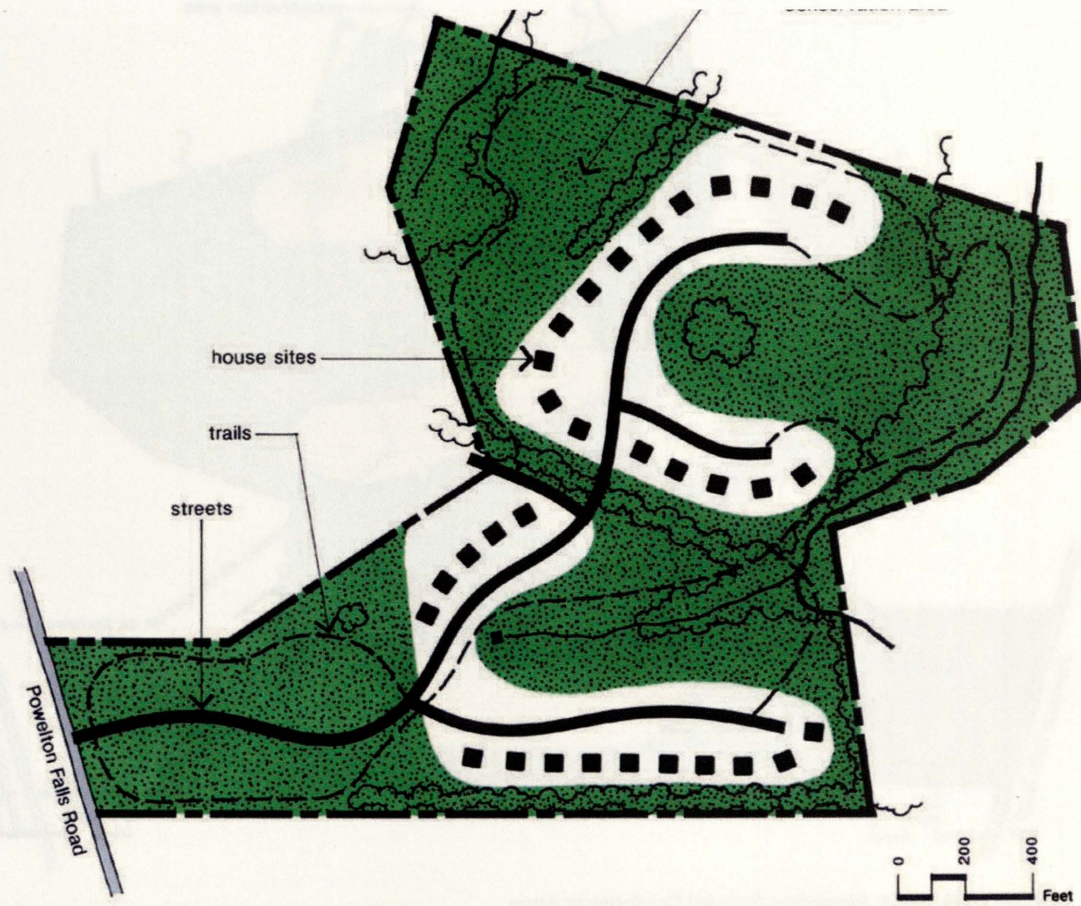


Figure 7A-9. Site A: Drawing in the Lot Lines

Next, (L) houses are clustered within the developable areas, and roads are laid to connect them.

# CASE STUDY

## Comparison of Approaches

Images from "Conservation Design for Subdivisions: A Practical Guide to Creating Open Space Networks", by Randall G. Arendt

Comparing greenspace preservation between Traditional and Conservation subdivisions.

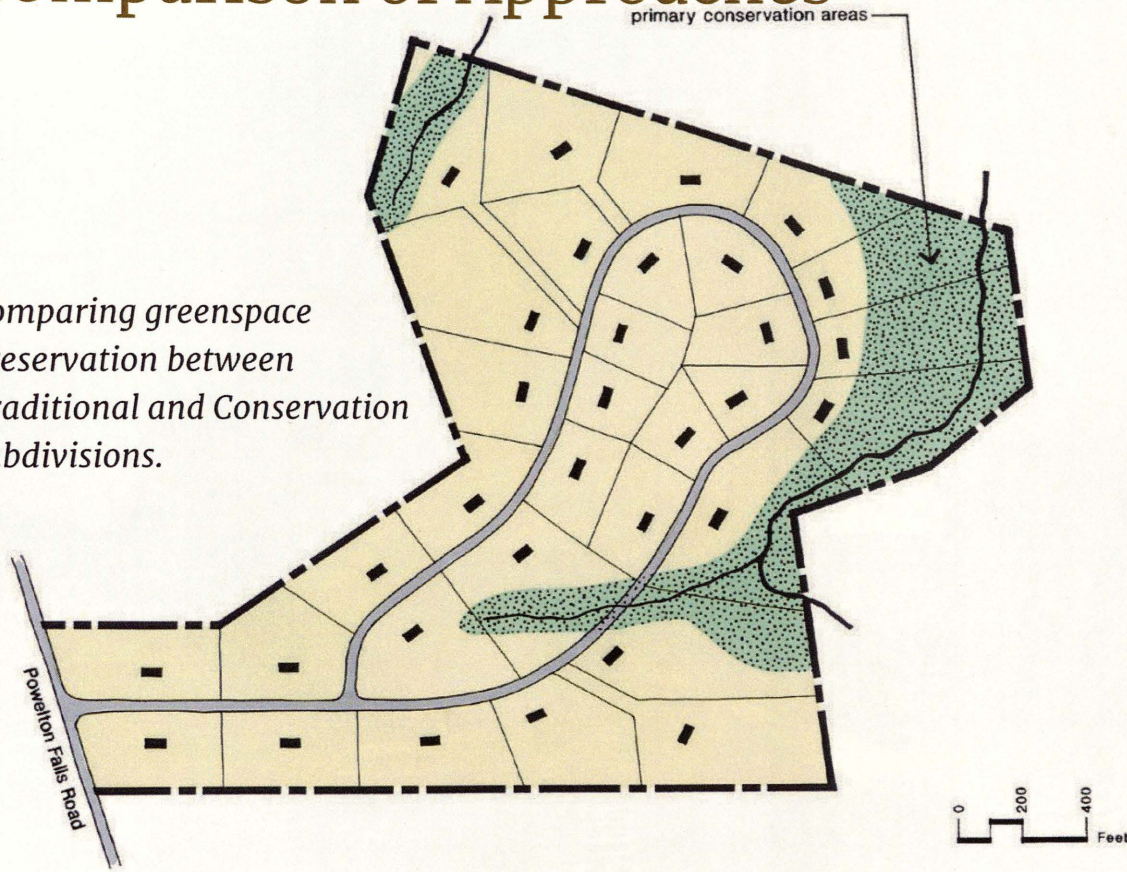


Figure 7A-2. Site A: Yield Plan



Figure 7A-9. Site A: Drawing in the Lot Lines

Comparing the two approaches, note that the conservation subdivision (R) includes the same number of houses as the traditional development (L), but with preserved views, natural amenities, and an extensive trail system that adds value to the properties.

# CASE STUDY

## Serenbe

Serenbe is a neighborhood in Chattahoochee Hills, GA, that has used a conservation approach to development. It is a collection of three themed neighborhoods (“hamlets”) that have small urban centers, single family houses, and row house models. The hamlets were designed with high environmental standards that include walkability, greenspace protection, and organic farming, with 70% of the acreage protected as greenspace. While Serenbe is an all-encompassing, high-end development and cannot be directly compared to an actual small town, there are some similarities that can be drawn. It is in a rural area of Fulton County that was experiencing the same outmigration pressure from Atlanta that Jackson County is, and responded in a way that enjoys a profit without sacrificing natural resources. Features such as greenspace protection and trail access have proven to be attractive selling points.



# RECOMMENDATIONS

## SHORT-TERM

Identify open spaces that, if developed insensitively, would jeopardize the rural character of Hoschton.

## INTERMEDIATE

Promote conservation design standards that protect open space by incentivizing development that clusters new buildings, maintains viewsheds, reserves greenspace, and includes trail networks.

## LONG-TERM

Explore incentives for permanently protecting open space through a community land trust model for properties that should be preserved.

The background of the page is a photograph of a residential neighborhood. In the foreground, there are several houses with dark roofs and light-colored siding. Some houses have prominent gables. In the background, there are tall, green trees under a clear sky. The overall scene is a typical suburban or rural residential area.

# CONNECTIVITY

A Shift towards a Multimodal System

The City of Hoschton is experiencing tremendous growth in population and development. Traffic is becoming heavily congested with little room for pedestrians, and other modes of transportation. Highway 53 is becoming more congested with subdivisions, shopping centers, and new car-centric developments. There is no connection between subdivisions, no walking trails, nor alternative multimodal routes to West Jackson Elementary.

*Original Concept by Eric Reisman and Shelby Stamback; Refined by Diamond Owens*

## **WE ASKED: Where is traffic a problem in Hoschton?**

*“Hwy 53 going through town.”* *“Around the elementary school”*  
*“53 and Peachtree”*

## **WE ASKED: What would you be excited to see 10 years from now?**

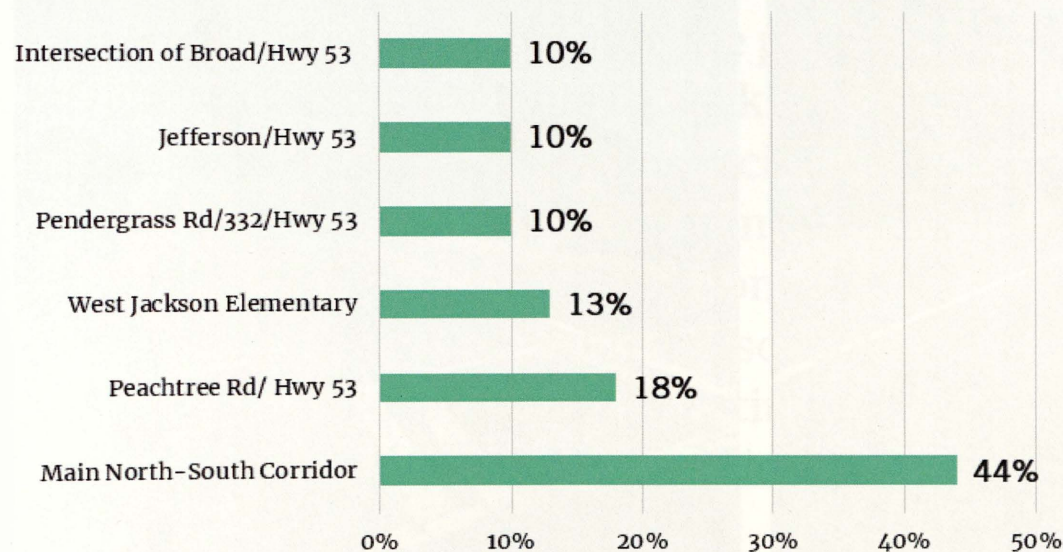
*“Golf cart paths and more parks.”* *“...walkable trails or greenways connecting neighborhoods...”*  
*“Better connectivity and more hiking/walking trails.”*

## **Design Considerations for Connectivity**

**Create multi-modal alternatives**  
**Connect residential areas to in-town amenities**  
**Encourage more pedestrian foot traffic**



**Where is traffic a problem in Hoschton?**

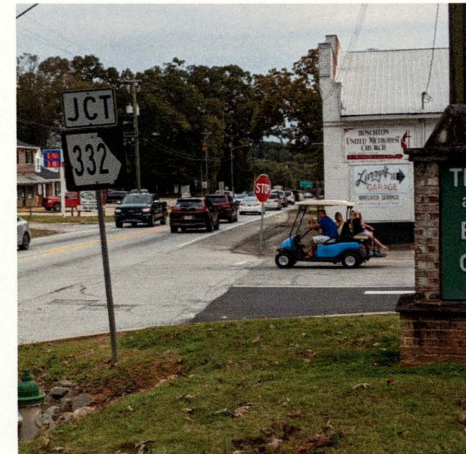


*Hoschton subdivisions are fragmented with no internal connection. All residential roads lead back to Hwy 53.*

# CONNECTIVITY

## Analysis

Hoschton is rapidly growing and traffic conditions on Highway 53 are a rising issue. Residential developments are fragmented with no alternative modes of transportation. Many in-town amenities are within a 5–10-minute walking distance, but sidewalk conditions and hectic traffic forces residents to rely on vehicles. The “small town feel” is starting to disappear with such heavy development and disconnection, altering the charming character of Hoschton. The following case studies provide examples of cities who have successfully shifted to multi-modal comprehensive plans and placed the well-being of residents at the center of the design solutions. The proposed design solutions highlight areas that can bridge the gap between the traffic disconnect of Hoschton.



## CASE STUDY: SRTS - Harrison, Michigan: Harrison Middle School

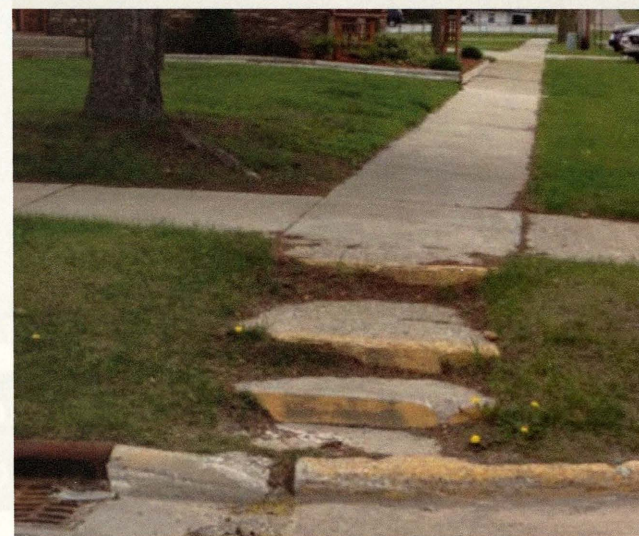
This Safe Routes to School Project established connectivity from an apartment and housing complex to the Harrison Middle School, and unified routes throughout the town. Students were taking routes of undesigned paths to school with little lighting. This project is one of many success stories about a community realizing the need to create a safe environment and provide the proper infrastructure for students to walk and bike to school. The design solutions include a 10-foot-wide multi-use path from the middle school with lighting, creating a continuous safe path. Creating safe routes to school is a great way to reduce traffic at key times of day, among other health benefits for kids.



Before



After



Before

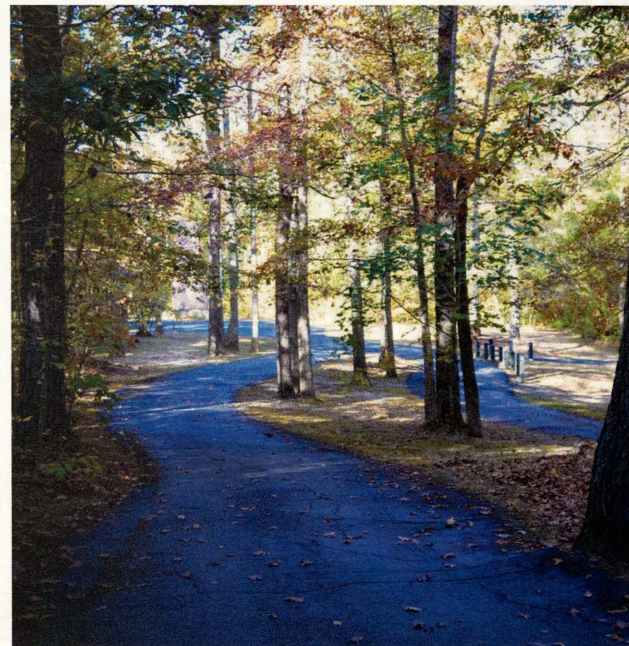


After



## CASE STUDY: Peachtree City, Georgia

Peachtree City has over 100+ miles of network paths, connecting residents to local retail, restaurants, parks, and other city amenities. These paths are dedicated to pedestrians, cyclists, and golf carts. The city has several programs in place to ensure safety for users when utilizing these paths. Peachtree City is an example of a city that prioritizes the safety and well-being of residents through implementing and executing a multi-path system. This system has distinguished Peachtree City from other towns in the state of Georgia. With proper comprehensive planning, community engagement, and an inclusive process, Hoschton can take the next step in creating a multi-path system to alleviate traffic, connect destinations, and market progressive ideals.



# DESIGN IDEAS

## Connectivity

The following concept plans illustrate potential locations for a multi-modal trail system within 4 Zones in Hoschton. Red paths indicate existing smaller roads where walkers, runners, cyclists, and golf carts could safely share streets with cars. Green paths indicate new, wide connective trails that would be for all modes of transportation EXCEPT cars.

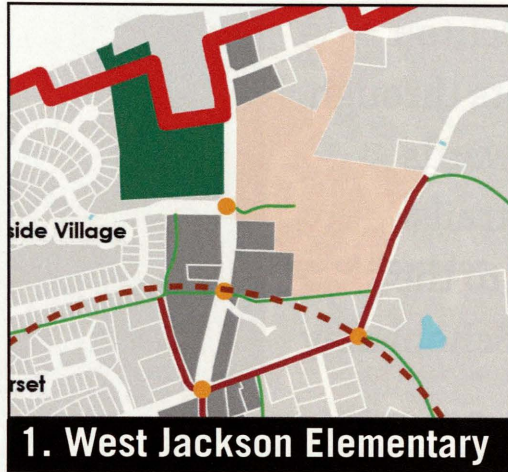
*Please note that these potential new trails have not been studied in depth by the charrette team. They are cursory suggestions based on connections at cul-de-sacs, easements, and undeveloped parcels that could serve as a logical starting point for trail planning.*



# DESIGN IDEAS

## Connectivity

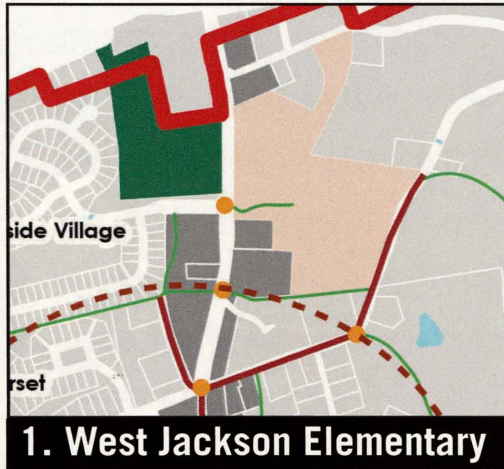
# ZONES 1-2



# DESIGN IDEAS

## Connectivity

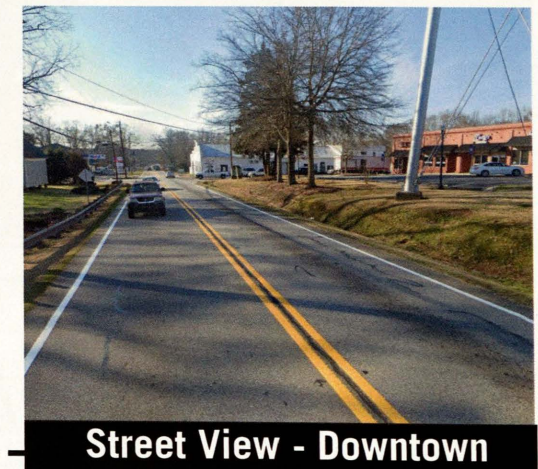
# ZONES 1-2



Zone 1 is the area around the West Jackson Elementary School. Suggested is a proposed trail from Hoschton Park to West Jackson Elementary. This trail cuts through the wooded area along Highway 53 directly towards the school property. There are also suggested trails sprouting from subdivisions that are adjacent to the school. New trails proposed as Safe Routes to School may be eligible for grant funding.



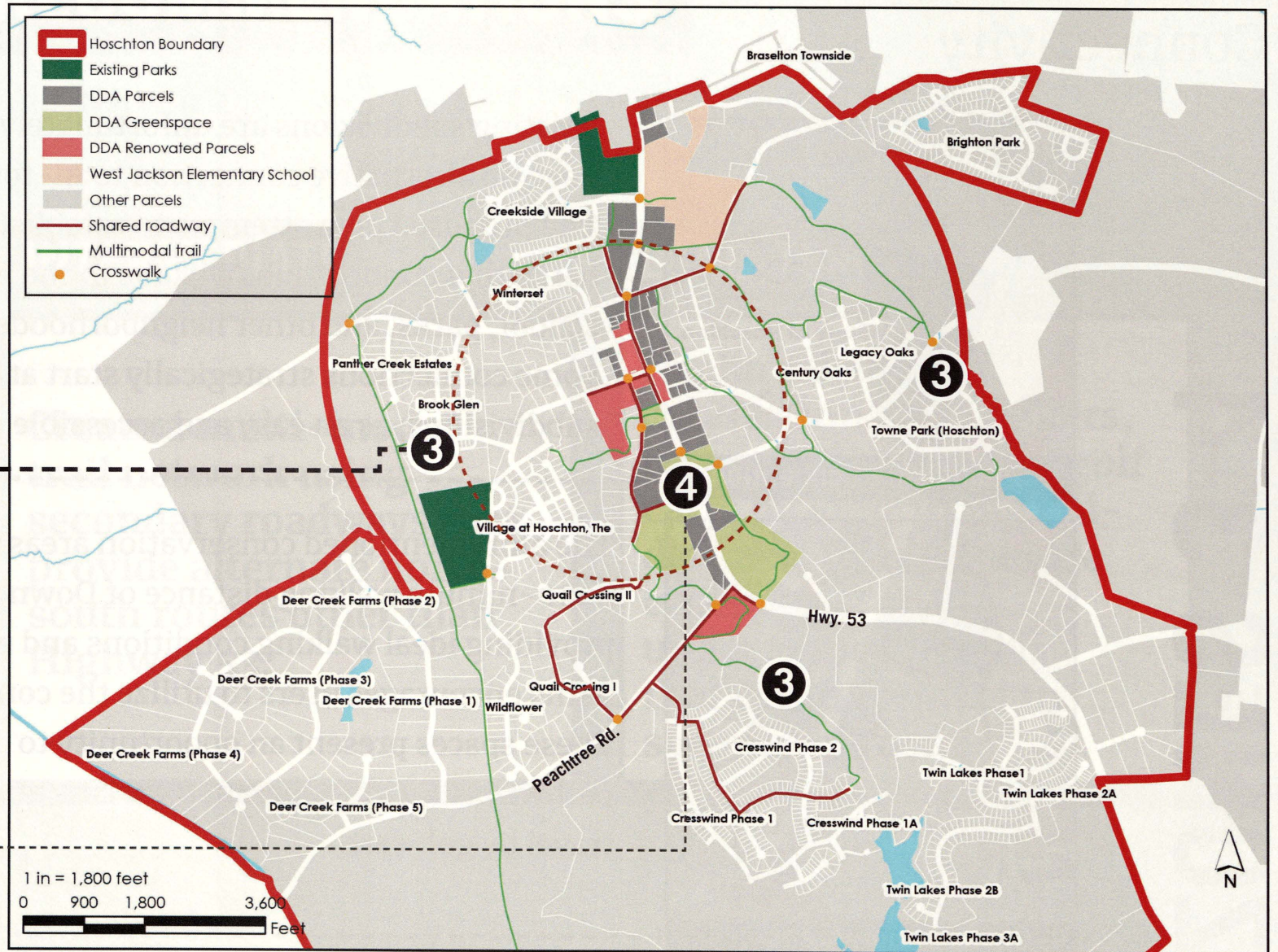
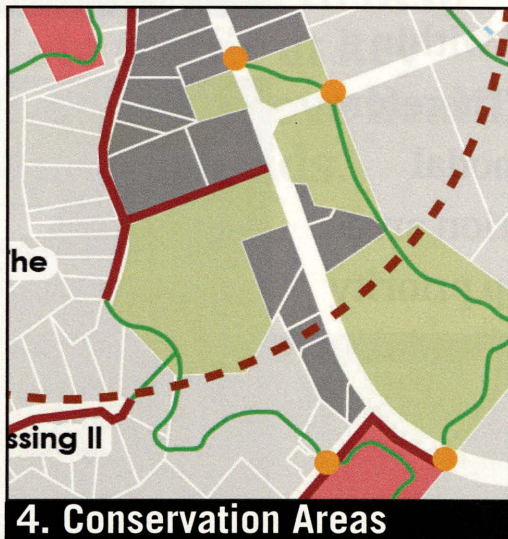
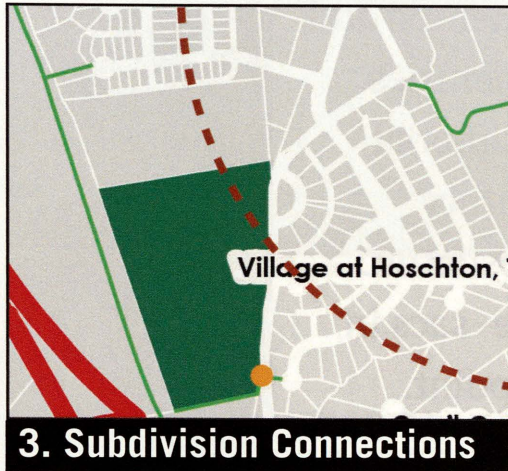
The Downtown zone is shown with several potential connections between current and newly proposed destinations. Additional crosswalks are key to encouraging more pedestrian activity Downtown. Crosswalks are indicated as orange dots on the map. With multimodal shared paths and improved sidewalk conditions, Downtown will become less of a congested and car-dominated area.



# DESIGN IDEAS

## Connectivity

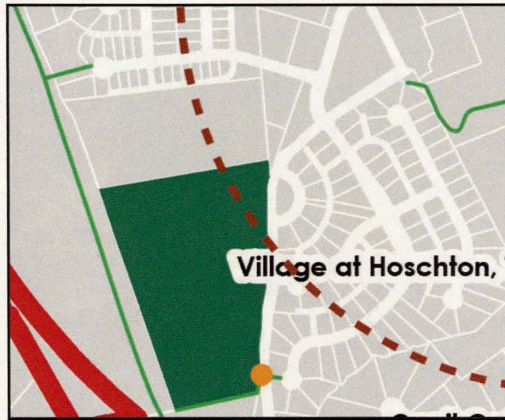
# ZONES 3-4



# DESIGN IDEAS

## Connectivity

ZONES 3-4



3. Subdivision Connections

Existing subdivisions are unfortunately fragmented and have no alternative connection to in-town amenities. The proposed plan attempts to establish multimodal paths that connect subdivisions to the elementary school, parks, and other neighborhoods of Hoschton. Some connections strategically start at cul-de-sacs in subdivisions, as an easy and accessible entry point.



4. Conservation Areas

The aforementioned conservation areas are all within a 5–10-minute walking distance of Downtown. Therefore, providing ideal walking conditions and multimodal paths encourages users to utilize the conservation areas. These spaces present an opportunity to develop priority pathways that are separate from cars and delightful to travel by golf cart.



Subdivision Connection to Powerline Easement Example



Conservation Area Example

# RECOMMENDATIONS

## SHORT-TERM

Create a Safe Routes to School program to help alleviate traffic at key times and improve health outcomes for kids.

## INTERMEDIATE

Create a multi-modal trail network using secondary roadways that provide alternate north-south routes other than Highway 53.

## LONG-TERM

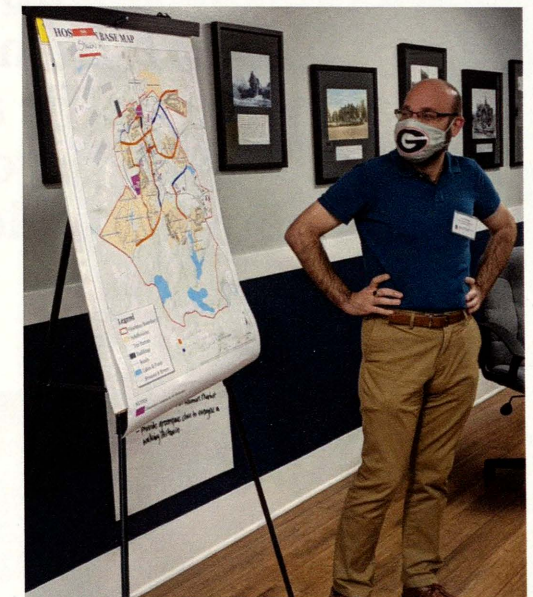
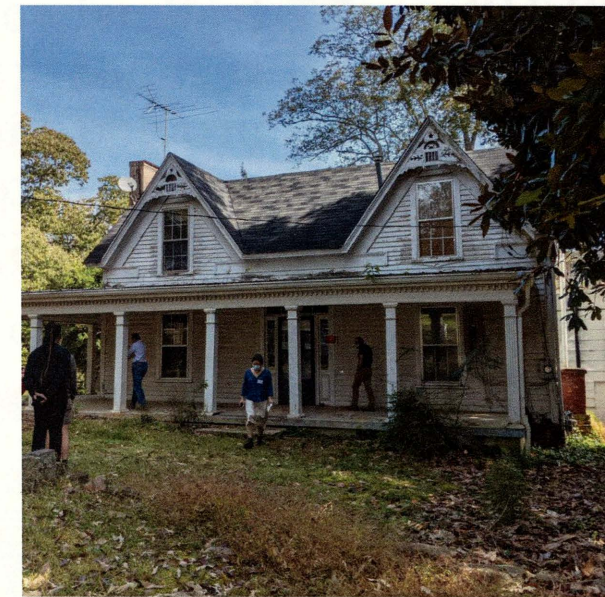
Explore new path connections for walkers, runners, cyclists and golf carts by identifying cul-de-sacs, infrastructure easements, and undeveloped parcels that could connect to secondary roads.

# CONCLUSION

Hoschton, GA is experiencing the tension of growth and development with the pressure of preserving its cultural identity. As the town's population continues to rise, traffic is becoming more congested with minimal alternative modes of transportation. There are few in-town attractions and places of entertainment, causing residents and visitors to travel and shop in neighboring cities.

As Hoschton continues to develop, historic architecture and rural sites are threatened without policies in place for their protection. The design solutions and recommendations provided by the charrette team are practical approaches that account for future growth with a conservation and historic preservation mindset, suggesting how Hoschton can capitalize on its rural and historic value.

In conclusion, the charrette team's recommendations for Hoschton are to focus on the improvement of transportation alternatives, increase in-town amenities, preserve green space, and value history. An investment in a town that prioritizes the voices of its community and develops plans around its remarkable history provides generous returns in the form of economic development, health promotion, and a place of cherished authenticity.



# REFERENCES

**Hobgood Park in Woodstock, Georgia**, is the destination of an adult outdoor fitness area, sport fields, and picnic areas. This outdoor fitness area allows adults to exercise while children enjoy the play area.

<https://www.gametime.com/news/gametime-grant-brings-outdoor-fitness-to-georgia-park>

**Macon Dog Park, located in Macon, GA**, is a safe and natural environment for dogs and dog owners to play and enjoy the outdoors.

<https://www.maconga.org/listings/macon-dog-park/4323/>

**Tift Park** is conveniently located in the historic district of Albany, Georgia. The park is full of sidewalks, walking trails, and parking spaces to accommodate residents and visitors. Community members can utilize the space for festivals, markets, and other special events. The park serves as a local recreational destination and a multipurpose public space.

<https://www.pps.org/places/tift-park>

[https://www.tripadvisor.com/ShowUserReviews-g29192-d8004401-r452815890-Tift\\_Park\\_Community\\_Market\\_Albany\\_Georgia.html#photos;aggregationId=101&albumid=101&filter=7&ff=189578922](https://www.tripadvisor.com/ShowUserReviews-g29192-d8004401-r452815890-Tift_Park_Community_Market_Albany_Georgia.html#photos;aggregationId=101&albumid=101&filter=7&ff=189578922)

**The City of Ridgefield, Washington**, is a place where cycling and walking are part of everyday life. The Ridgefield Multimodal Plan guides the design of the city's transportation system, ensuring that residents and visitors of all ages and abilities can safely travel around the city.

<https://ridgefieldwa.us/government/city-departments/public-works/multi-modal-transportation/>

<https://ridgefieldwa.us/wp-content/uploads/MultiModalPlan-1.pdf>

<https://ridgefieldwa.us/government/city-departments/public-works/parks-department/trails/>

In the book, *Conservation Design for Subdivisions: A Practical Guide to Creating Open Space Networks*, by Randall G. Arendt explores better ways to develop residential areas through environmental protection and conservation.

**The Harrison Middle School Safe Routes to School (SRTS) Project** is a successful example of community members and city officials joining together to ensure the safety of students to walk and bike from school. Through multiple partnerships, the town of Harrison, Michigan, developed a comprehensive project with improvements that focused on connectivity to schools and a welcoming environment for students.

<https://saferoutesmichigan.org/2017/12/19/harrison-srts-project/>

**Peachtree City, Georgia**, is a town that prioritizes network paths, connecting residents to local retail, restaurants, parks, and to other city amenities. Network paths are open to pedestrians, cyclists, and golf carts. The comprehensive multi-use path system of Peachtree, GA, has distinguished the town from other towns in Georgia.

<https://www.peachtree-city.org/DocumentCenter/View/17110/Path-Map-Dec-2020>

<https://peachtree-city.org/216/Paths-Golf-Carts>



**UNIVERSITY OF  
GEORGIA**

Center for Community Design and Preservation  
College of Environment and Design

Hoschton, GA Design Charrette Report, 2022  
UGA, Center for Community Design and Preservation (CCDP): <http://ced.uga.edu/pso>  
UGA, College of Environment and Design (CED): <http://ced.uga.edu>