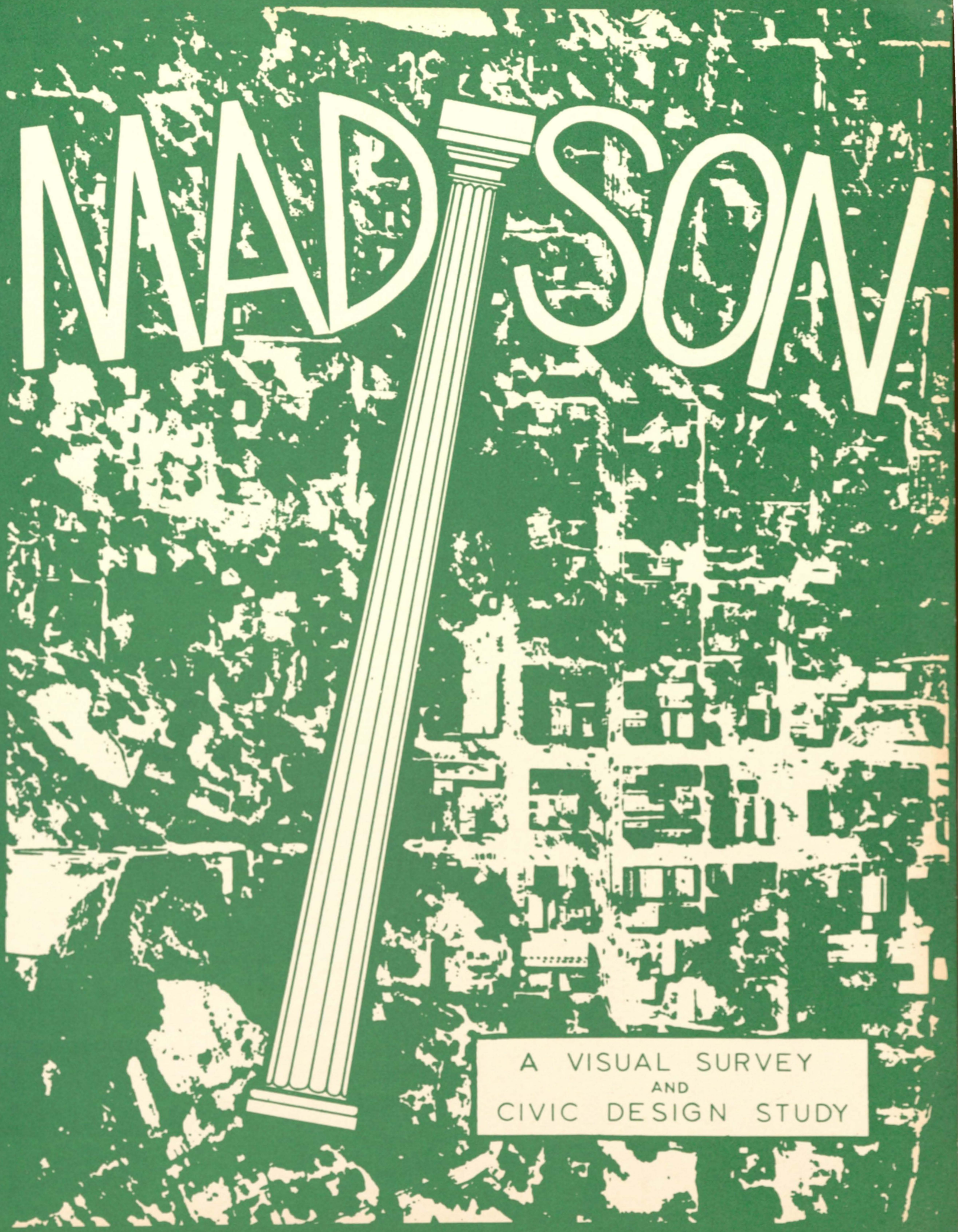
MADISON



A VISUAL SURVEY
AND
CIVIC DESIGN STUDY

TODAY

TYPICAL? Fortunately not.

Most of Madison's precious historical homes
are treated with the care and respect they deserve.
But this sad ruin does typify something--
it represents a threat to Madison's future.

The column which supports Madison's historic showpieces
is its business district.
Without this economic pillar of strength
the city cannot stand.
And without wise and willing hands
to paint and mend and strengthen it through the years,
that pillar is in danger of toppling.

This report is intended as a guide
to Madison's many wise and willing hands.

A Visual Survey

and

Civic Design Study

for

Madison, Georgia

Prepared by the

Landscape Architecture 702 Class
Landscape Architecture Department
University of Georgia
Athens, Georgia

in cooperation with

The Northeast Georgia Area
Planning and Development Commission
Athens, Georgia

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TABLE OF CONTENTS

Page	C O N T E N T S

I. THE ISSUES

The Gift of History

To the profession of landscape architecture above all others, history and precedent have delegated the stewardship of the landscape. Working with both our natural and man-made landscape, the practitioner of this profession is uniquely trained to guide the creative process of conserving, shaping and reshaping for mankind's purposes a more liveable and expressive environment.

With these responsibilities in mind, a group of three graduate and three undergraduate landscape architecture students at the University of Georgia made an aesthetic survey and civic design analysis of a portion of the city of Madison in Georgia. This was an assigned class project for the 1964 Winter Quarter.

Madison is 155 years old. Its many mellowed, large-scale, white-painted old residences of classic design surrounded by commodious lawns and gardens, its civic buildings, and its streets lined with ancient trees, give Madison a distinctive quality which is rare and precious in American cities today.

But this rare gift is also a responsibility and a challenge. The challenge to Madison is to find ways of protecting, enhancing--and most important--actively using its historical inheritance. It must make its historical houses attractive, efficient, liveable homes for today's families and functions, while at the same time preserving their uniqueness for future generations.

While this study grows out of the task of preserving Madison's historical heritage, its specific concern is with the immediate, pressing problem of the appearance of Madison's business district--a key factor in Madison's economic future. It would be fruitless to make plans to preserve historical Madison, without working toward preserving and strengthening the economy of the city as a whole.

Even though its appearance is no worse than the business district of most other American cities of similar size, it gives Madisonians little cause for civic pride. And for the citizens of Madison, an unattractive business district has a double disadvantage: it not only creates an unpleasant environment for Madisonians who must work and shop there, but it creates a less than profitable environment by reducing the city's potentialities for making consumers out of visitors.

There is little doubt that many citizens of Madison have come to take the appearance of their business district for granted. It is easy to get used to an unsightly center. However, this study has shown that a very large number of Madisonians have been greatly concerned with the attractiveness of their city for some time, without being able to pinpoint the trouble or visualize a solution.

It is here that the trained eye and the creative mind of the landscape architect can make their contribution toward enhancing his environment. This study makes a modest start toward this goal by recommending ways of bringing the appearance of Madison's business district in harmony with the real and potential beauty and dignity of its historical sites.

This is not a complete, exhaustive work, however. Both the time and experience of students are limited. It is hoped, nevertheless, that the recommendations in this survey and analysis will help the residents of Madison to make their business district a source of pride as well as profit, with a view to making their city a better showcase for the rare old houses and gardens whose care and preservation have been entrusted to them.

Hubert B. Owens, Head
Department of Landscape Architecture
University of Georgia

The Forces of Change

The recommendations in this report are intended to suggest some ways in which the appearance of Madison's business district and the entire frontage along Main Street can be improved. At the outset it was agreed that the study should limit its proposals to those which could be financed primarily from local public and private sources, on a timetable suited to local interest and initiative.

To many residents of Madison and Morgan County, the reasons for undertaking this study are clear. The visual attractiveness of Madison is an important, perhaps key, element in the city's economic survival. Madisonians take justifiable pride in their historical legacy of houses and gardens and have depended on them to attract the tourist and new resident. But the city's business district fails to offer any special tourist or shopping inducement.

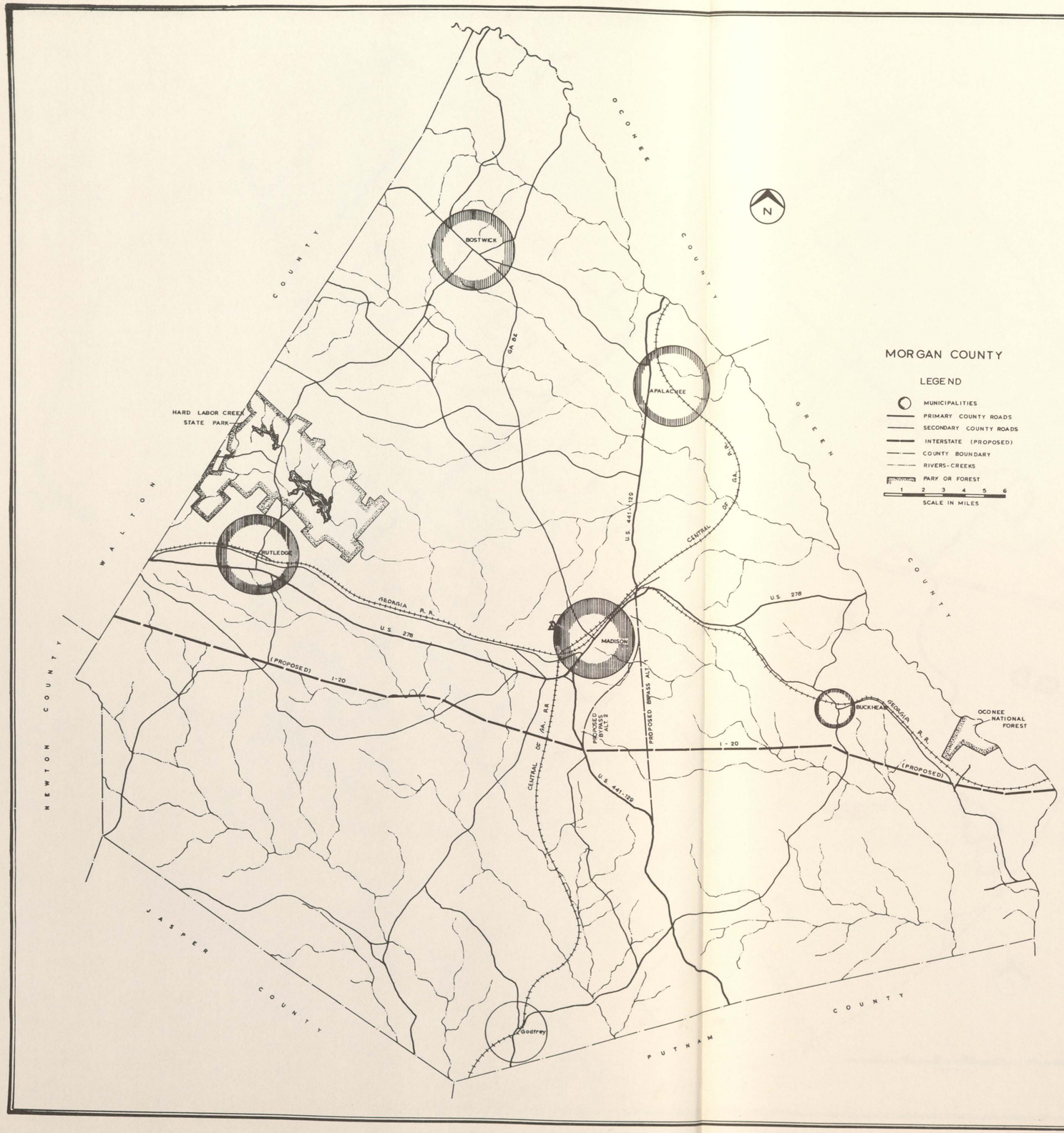
Until recently, Madisonians could count on a captive tourist trade as well as a predictable volume of retail trade from the city and surrounding rural areas, due in part to the fact that federal and state highways went through the center of the city. But the construction of Interstate Route 20 and U. S. Highway 441 by-pass will soon offer other options to the tourist and new opportunities for the shopper to easily reach competing retail centers which were once too distant.

Conversely, the Interstate Highway may present opportunities for attracting additional retail trade, industries, and especially new residents working in Metropolitan Atlanta and elsewhere who seek the charm of Madison's residential atmosphere. These opportunities will be enhanced as much, if not more, by the visual appeal and services of Madison's business district as by any public utility or service the city might provide.

It has long been apparent that the impact of nation-wide forces will exert immeasurable influence on the fate of small cities now existing on limited economies. Madison, for example, a city of less than

3,000 people, must cope with new transportation routes, people leaving surrounding rural areas to seek jobs and homes in large urban centers and, in contrast, the commercial and residential movement away from expanding Atlanta to Madison, among other cities. Not only must Madison cope with these forces, but it must turn them to local advantage. The public officials and residents of Madison and Morgan County at whose request this study was made have recognized this, and this report is a tribute to their farsightedness and enligtened self-interest.

Burton Sparer, Executive Director
Northeast Georgia Area
Planning and Development Commission

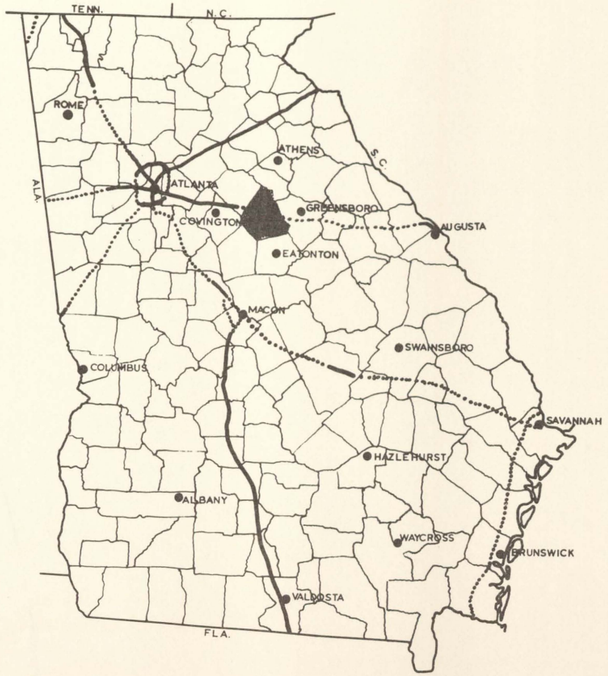


MORGAN COUNTY

LEGEND

- MUNICIPALITIES
- PRIMARY COUNTY ROADS
- SECONDARY COUNTY ROADS
- INTERSTATE (PROPOSED)
- COUNTY BOUNDARY
- RIVERS-CREEKS
- PARY OR FOREST

1 2 3 4 5 6
SCALE IN MILES



INTERSTATE MILEAGE, OPEN TO TRAFFIC
TENTATIVE LOCATION - INTERSTATE

GEORGIA

LOCATION OF INTERSTATE HIGHWAY IN RELATION TO MADISON

. . . IN GEORGIA
MORGAN COUNTY —

A SURVEY, ANALYSIS AND RECOMMENDATION
PREPARED FOR
CIVIC IMPROVEMENT AND DEVELOPMENT
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MADISON, GEORGIA

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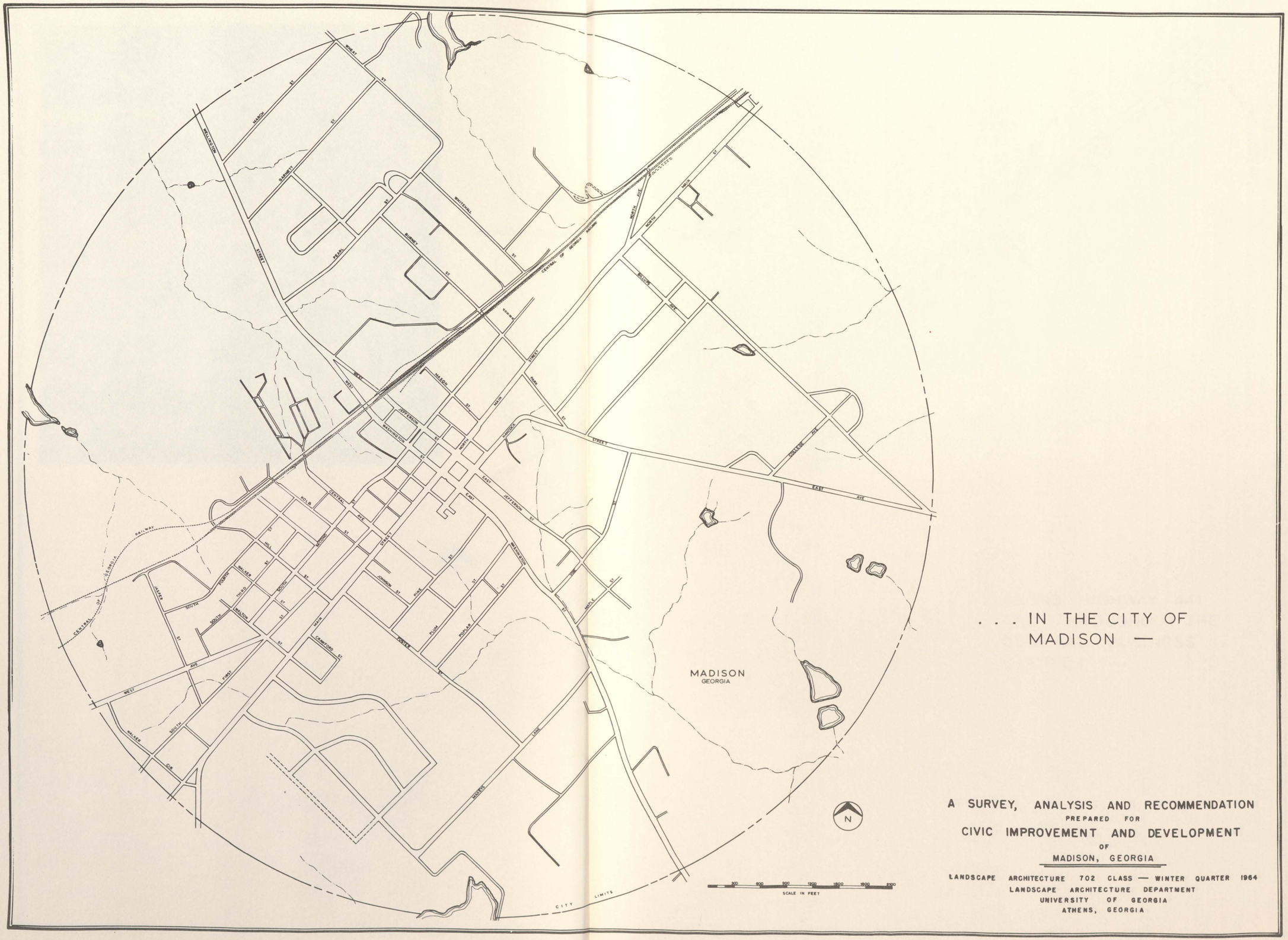
MADISON
GEORGIA
. . . IN THE CITY OF
MADISON —
A SURVEY, ANALYSIS AND RECOMMENDATION
PREPARED FOR
CIVIC IMPROVEMENT AND DEVELOPMENT
OF
MADISON, GEORGIA
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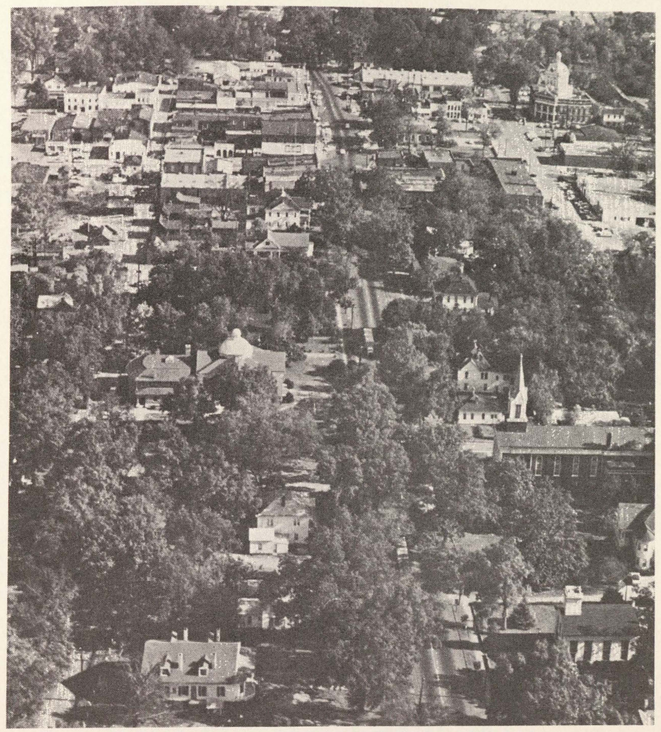
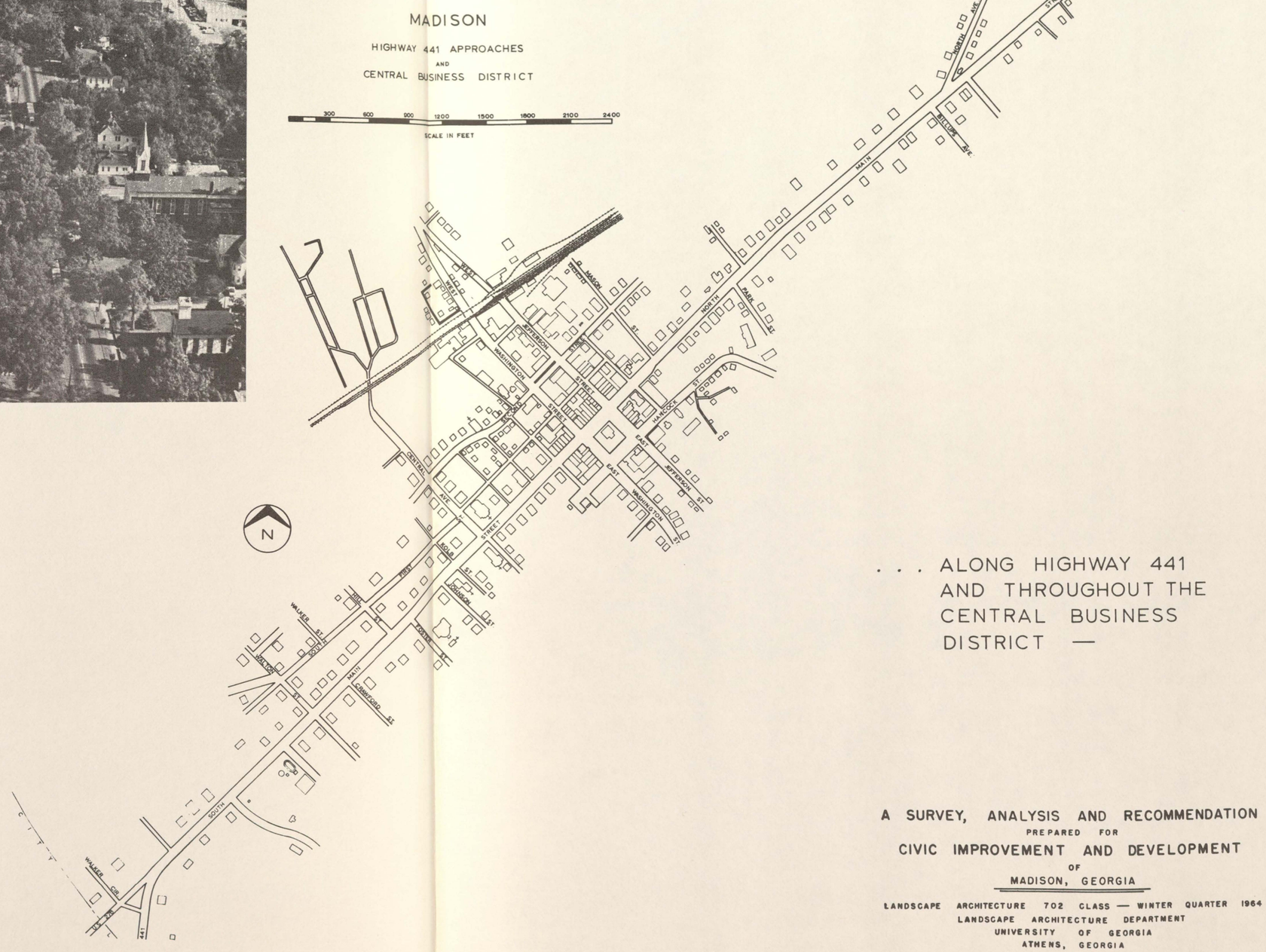
ATHENS, GEORGIA
SCALE IN FEET
N
CITY LIMITS
CENTRAL OF GEORGIA RAILWAY
WELLINGTON STREET
WHEAT ST
HARDY ST
BARNETT ST
PEARL ST
WHITEHEAD ST
BURNEY ST
NORTH AVE
MAIN ST
BELLEVIE AVE
COLLEGE AVE
EAST AVE
PARK STREET
HOLSOM ST
WEST MAIN
JEFFERSON
WASHINGTON
HOLT
EAST MAIN
HOLB
CENTRAL AVE
HILL
SOUTH
WALKER
FOURTH
THIRD
DALTON
JAMES
FIRST
WEST AVE
CRAWFORD ST
JOHNSON ST
PINE
PLUM
POPLAR
MAPLE
LOVE
SULTON





. . . ALONG HIGHWAY 441
AND THROUGHOUT THE
CENTRAL BUSINESS
DISTRICT —

A SURVEY, ANALYSIS AND RECOMMENDATION
PREPARED FOR
CIVIC IMPROVEMENT AND DEVELOPMENT
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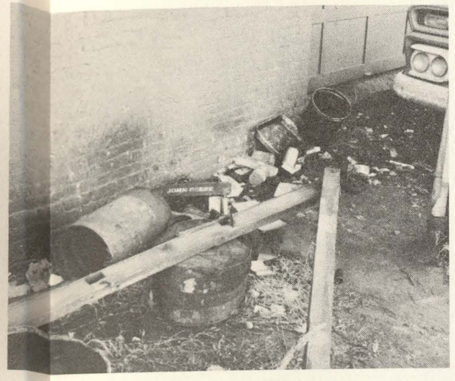
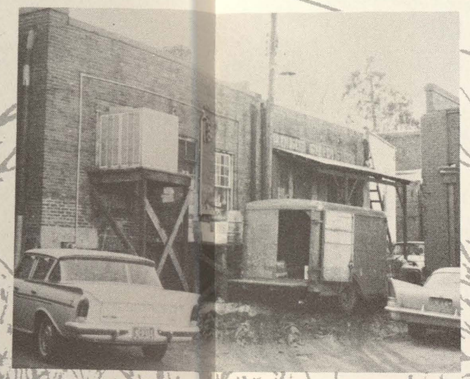




. . . A VISUAL SURVEY
WAS CONDUCTED

all its diverse functions, characteristics, and features to give the visitor a general impression which can often be expressed in one word: bustling, neat, growing, quaint, charming, cosmopolitan, or peaceful, to name just a few.

The function of a city and its personality are defined by the people who live in it. This is their privilege and their responsibility. The visual surveyor's job is not to set standards of taste or impose his ideas, although he does use generally accepted standards of neatness, cleanliness and good maintenance. Instead, the task of the visual surveyor is to look carefully at a city and report what its appearance says about its personality and its functions. The residents can then decide for themselves whether this is the face they wish their city to turn to the world. And they can base their decision and future actions on specific observations.

The study team which visited Madison and traversed it by car and on foot during many visits made some general observations about the many faces of Madison. They tried to size up its personality as reflected in its streets and houses, its street furniture and its landscaping, and the area just outside the city.

Approaching Madison from the north, they saw rolling farm and woodlands, as well as eroding drainage ditches and highway banks, an unscreened salvage yard, and exposed gas storage tanks.

Within the city limits, they saw a Madison which has an attractive Georgian city hall and unpaved streets; a spacious post office square, and a wood frame police booth; well kept lawns, shrubs, and stately mature trees, as well as exposed litter and garbage; broad beautiful streets, octagonal paving stones and patched concrete walks; old rare round top windows with multipanes next to broken windows or sagging awnings; stone columns with decorative capitals near dead trees and weeds; friendly and hospitable store clerks in a commercial area which is a clutter of disarrayed parking, signs, and overhead wires and utility poles; beautiful churches, library, and cemetery, as well as a once-proud home on the verge of collapse; lovely residential areas of ante-bellum homes, and crumbling curbs.

While there are no more unattractive features in Madison than in other American cities of similar size, their impact seems greater on the visitor. He gains the impression that Madison has set higher standards for itself than most other cities, because he is impressed by the quality and quantity of its aesthetic assets. For this reason, it seems somehow more unexpected--and more distressing--to see an exposed salvage yard, crumbling curbs, lots overgrown with weeds, or a tasteless clutter of signs in a city which also has unusually beautiful and well-kept homes and gardens. The dignified and the cheap, the stately and the shoddy, stand in more extreme and unpleasant contrast to each other.

Related to this is the feeling that the city lacks harmony and unity when one goes from the well-groomed old residential areas to the business district which seems visually unrelated to any other area of Madison, both in personality and in standards of design and maintenance.

Otherwise, Madison's civic design problems are much like those of practically every other city in the nation, large and small. Parking facilities have not kept pace with our automobile-oriented style of living, nor have adequate provisions been made for making shopping convenient and attractive to the pedestrian. The modern shopping center, with its ample, well-marked parking spaces and its attractive malls and back entrances to stores, has an important lesson to teach any business district which must compete with it.

Madison's task seems to be to preserve the old and invigorate the new--and make the two harmoniously attractive and charming so that they complement each other. Madison has more to start with than most cities its size, and more to lose if it does not finish the job.

II. BLOCK PLANS, ANALYSES, AND RECOMMENDATIONS

THE STUDY AREA

THE STUDY AREA

The following plate shows the downtown study area as visualized by the study team. Each block designated by a letter is treated in detail on a separate plan presented on the following pages in alphabetical order.

The individual block plans consist of (1) a map showing the location of the block in the downtown area; (2) a layout of the block as it is today, and a plan showing how it would look if the suggested changes were made; (3) one or more recent photographs of key parts of the block, and sketches showing how the same scenes could look if suggested changes were made.

Preceding each block plan is a written analysis of its problems as determined by the visual survey, and a number of recommendations for making the land and buildings more attractive and useful. Some of these changes are already being made, and others are under consideration as this report goes to press.

One aim of the recommendations is to create a business district which would convert both visitors and residents into shoppers. Turning the single-minded motorist into a leisurely, window-shopping pedestrian means providing ample, organized parking where it is needed, and then making the downtown area an inviting place to walk, look, and relax. The plans have tried to create this atmosphere by suggesting unexpected walkways, attractive inner courts, shady places with benches, and tree-lined streets.

In addition to the specific recommendations which follow, some general points can be made for the entire study area. First, obvious eyesores such as weeds, litter and trash of all kinds should be removed permanently. Secondly, inadequate or broken curbing, culverts, and sidewalks should be repaired and maintained in good condition. And thirdly, the general appearance of most of the blocks could be enhanced by cleaning, repairing, and repainting buildings; by adding exterior decorative and useful features such as carriage lamps and shutters whenever suitable; by substituting attractive street light standards and mercury vapor lights for those presently used; and eventually removing overhead utility wires and poles in favor of underground wires.

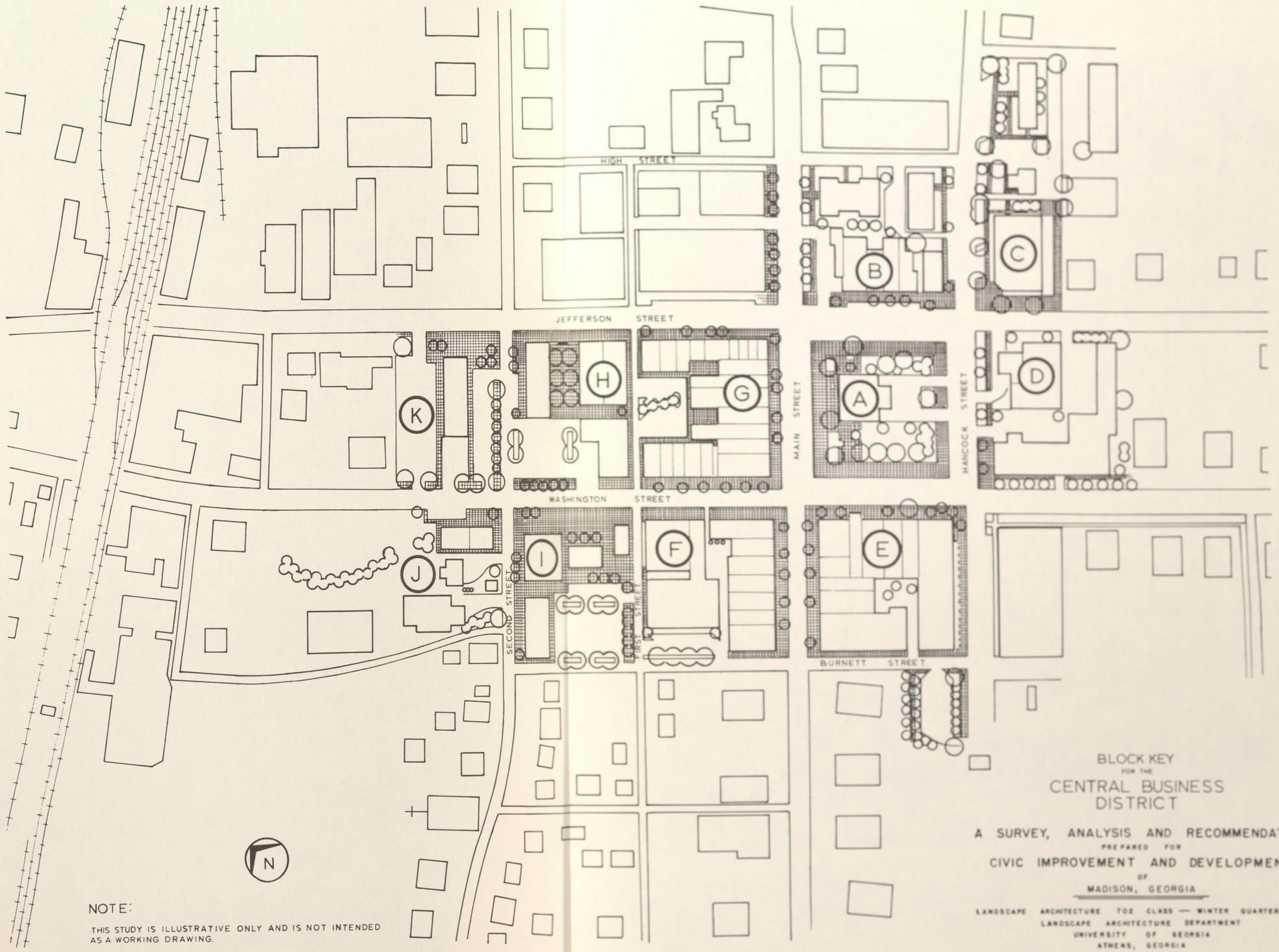
Although the plan for each block is presented separately, the designs and landscaping of individual blocks were done with the entire study area in mind. As Plate 5 shows, the blocks were visualized as a

unified whole in terms of pedestrian and car traffic from one to the other, and even in terms of the view from one block to the next.

The planting scheme, too--the use of a particular tree, shrub, or ground cover*--blends together from one block to the next creating unity and continuity. Unless otherwise noted, wherever planting of small trees is suggested by small circles on the plans, use of the same tree would preserve this continuity. (The Crapemyrtle, for example, might be appropriate as the official tree of Madison.) Unless otherwise shown, planting of Water or Willow Oaks is recommended wherever large trees are called for by large circles on the plans. (Large circles may also designate existing trees.)

---

*ground cover, as used in this study, refers to low lying plants and includes Carpet Bugle, English Ivy, Small-leaved Periwinkle, and Creeping Juniper, among others. Ground cover makes an excellent substitute when grass is less attractive or difficult to maintain.



NOTE:

THIS STUDY IS ILLUSTRATIVE ONLY AND IS NOT INTENDED AS A WORKING DRAWING.

BLOCK KEY
FOR THE
CENTRAL BUSINESS DISTRICT

A SURVEY, ANALYSIS AND RECOMMENDATION
PREPARED FOR
CIVIC IMPROVEMENT AND DEVELOPMENT
OF
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LANDSCAPE ARCHITECTURE 702 CLASS — WINTER QUARTER 1964
LANDSCAPE ARCHITECTURE DEPARTMENT
UNIVERSITY OF GEORGIA
ATHENS, GEORGIA

BLOCK A

BLOCK A - POST OFFICE SQUARE - bounded by Main, Washington, Hancock, and Jefferson Streets

Analysis

The square in which the post office building is located serves as a center and visual focal point for downtown Madison. However, at present the area around the post office is not inviting either to the pedestrian or to people who would like to sit there to chat with friends or watch the world go by. Most of the recommendations are aimed at making the square a more sociable as well as a more beautiful site.

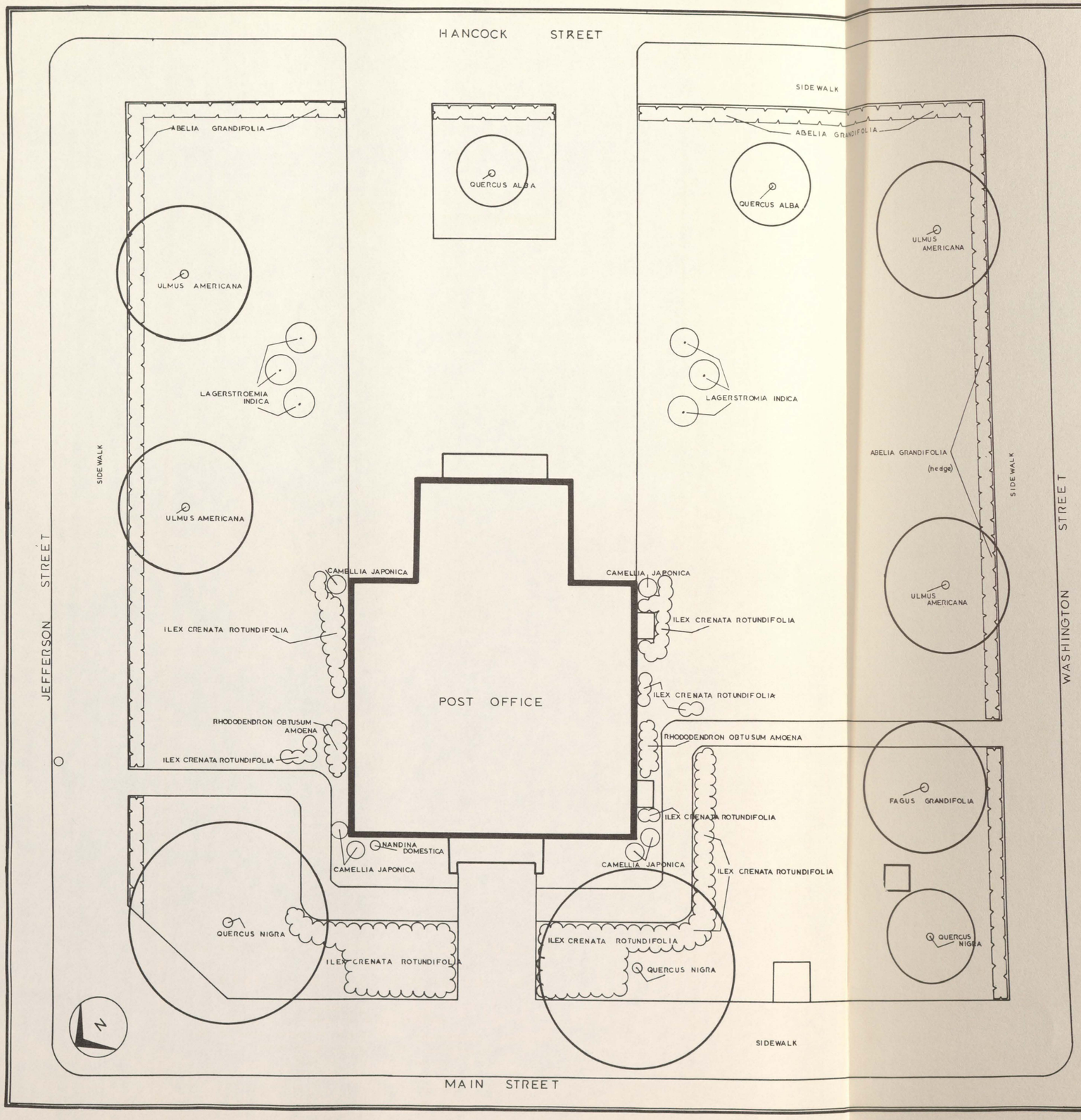
Recommendations

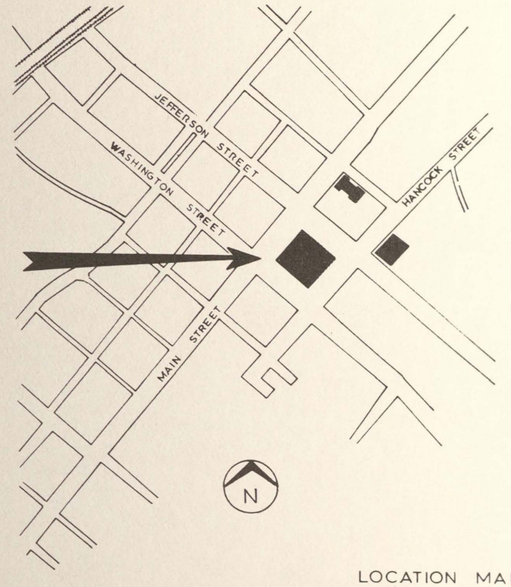
Additional paving in front of the post office of brushed concrete scored on a 4' x 4' module, separated by redwood strips 3/4" wide by 4" high, is recommended for efficient and pleasant pedestrian access. Green spaces with ground cover, plants, shrubs, and benches are used to add visual interest to the area and provide gathering places.

All shade trees and the Abelia hedge surrounding the square should be retained, but should be pruned and fertilized. Some hedge plants need to be replaced. The Japanese Holly plants should be rearranged as specified on Plate 7.

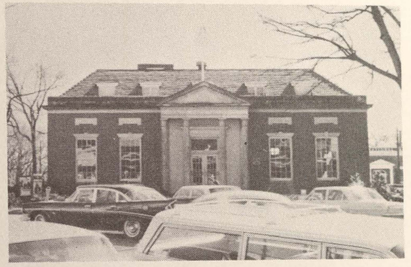
A small fountain in the paved plaza portion near the northwest corner of the post office is recommended as an attractive and appropriate addition (see sketch on back of Plate 7). Water holds an attraction for the human eye which is unequalled by anything else in the landscape.

A hedge has been added on the east side of the post office on the sides of the service parking area to screen mail trucks and automobiles from view. A few Cherry Laurel trees, which are evergreen and grow to a height of 15 to 20 feet, should be used as additional screening for this area and along Hancock Street where they will form an attractive green background when the square is viewed from the west.





LOCATION MAP
BLOCK A



POST OFFICE SQUARE
EXISTING PLAN

0 10 20 30 40 50
SCALE IN FEET

A SURVEY, ANALYSIS AND RECOMMENDATION
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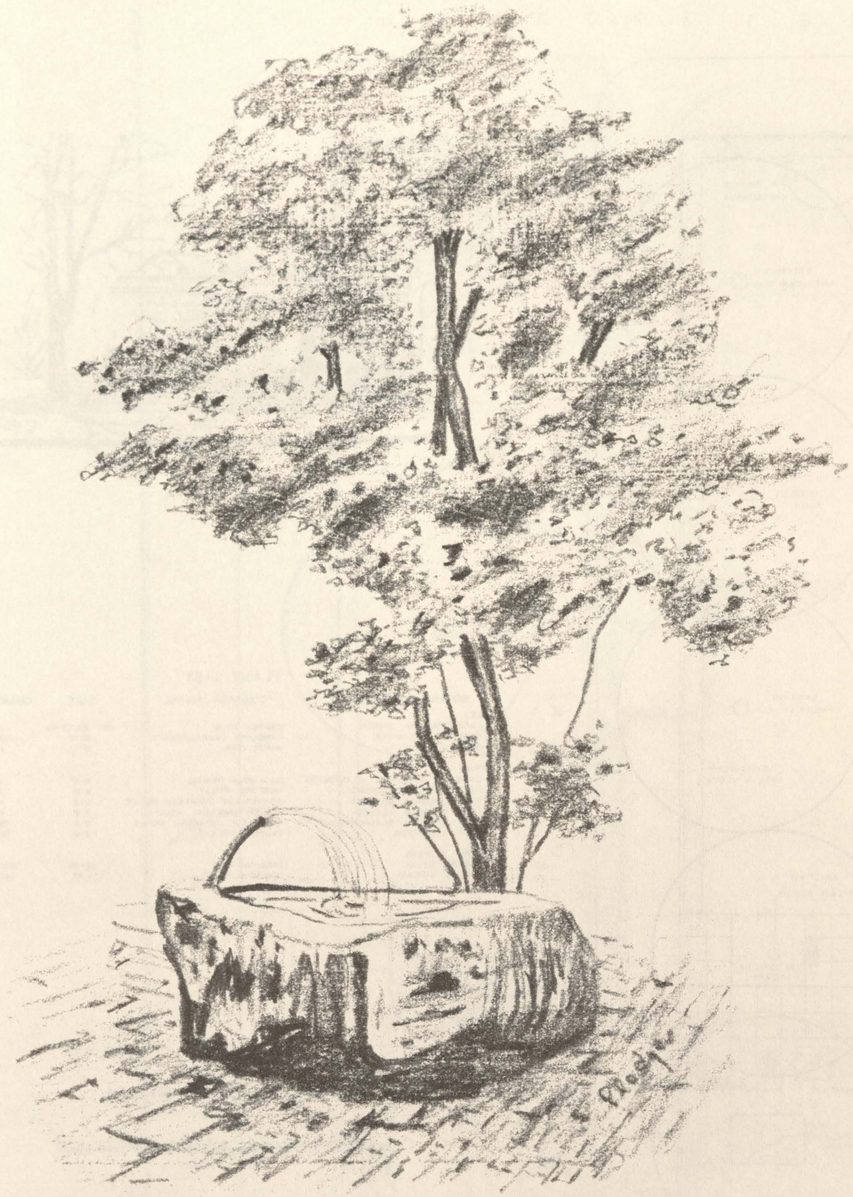
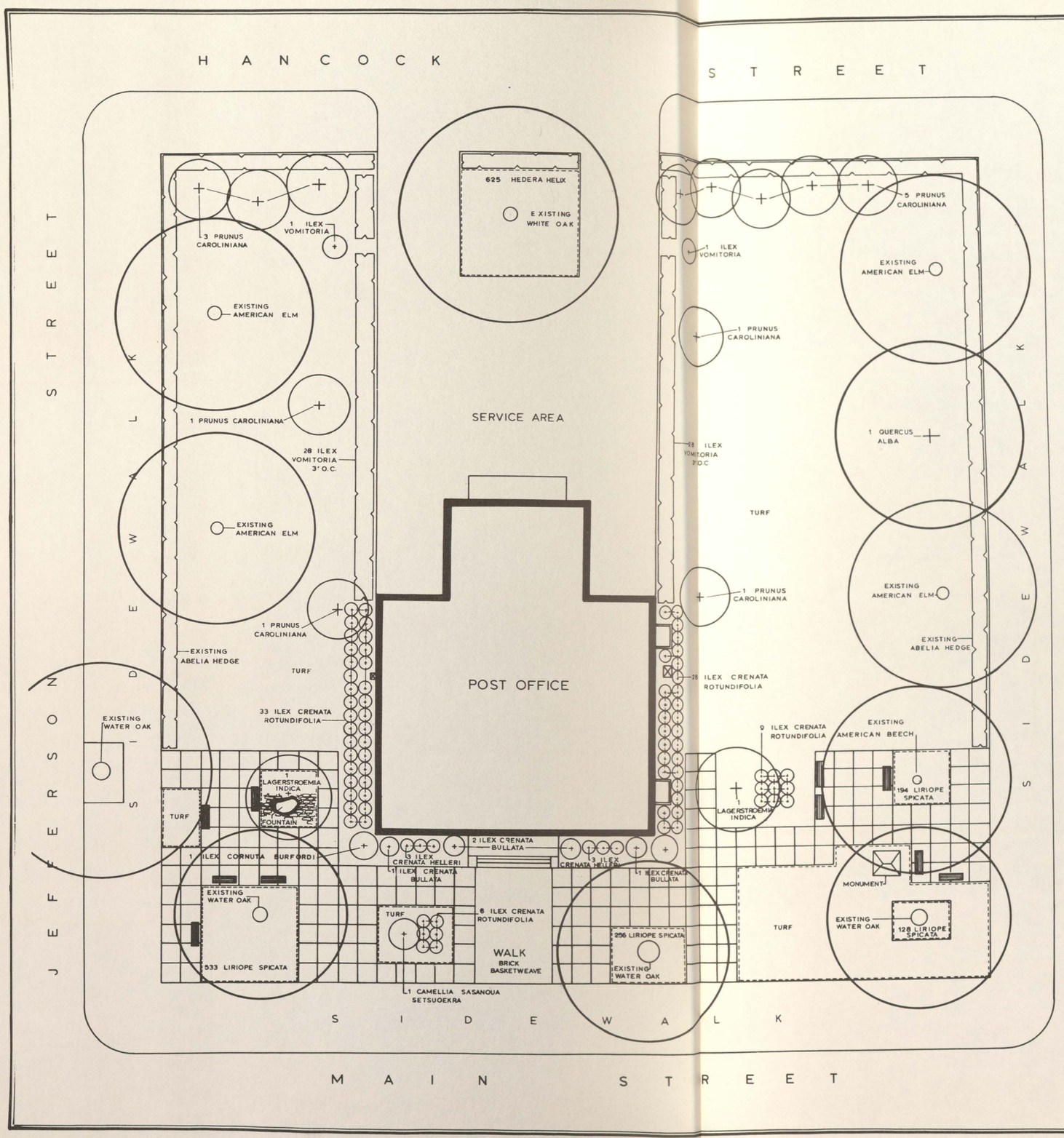
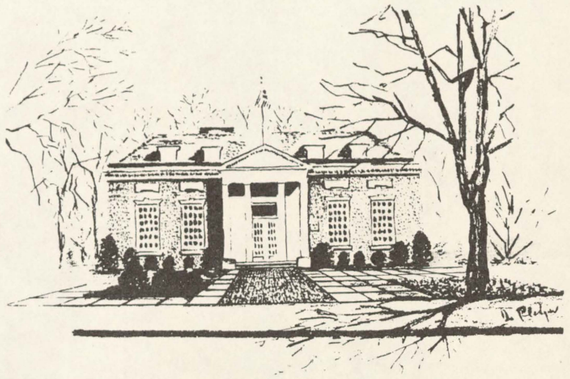


PROPOSED FOUNTAIN

POST OFFICE SQUARE





PLANT LIST

BOTANICAL NAME	COMMON NAME	SIZE	QUANTITY
TREES			
LAGERSTROEMA INDICA	CRAPEMYRTLE	USE EXISTING	2
PRUNUS CAROLINIANA	CAROLINA LAURELCHERRY	8'-10'	12
QUERCUS ALBA	WHITE OAK	8'-10'	1
SHRUBS			
CAMELLIA SASANQUA SETSUOEKRA	SASANQUA (WHITE)	4'-5'	1
ILEX CORNUTA BURFORDI	BURFORD HOLLY	4'-5'	2
ILEX CRENATA BULLATA	CONVEXLEAF JAPANESE HOLLY	2'-3'	4
ILEX CRENATA HELLERI	HELLER JAPANESE HOLLY	1'-2'	6
ILEX CRENATA ROTUNDIFOLIA	ROUNDLEAF JAPANESE HOLLY	2'-3'	79
ILEX VOMITORIA	YAUPON HOLLY	3'-4'	58
GROUND COVERS			
HEDERA HELIX	ENGLISH IVY	12"-18"	625
LIRIOPE SPICATA	DWARF LIRIOPE	1 YR	909

POST OFFICE SQUARE PROPOSED PLAN

5 10 20 30 40 50

SCALE IN FEET

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BLOCK B

PLATE 8

BLOCK B - bounded by Jefferson, Hancock, High, and Main Streets

Analysis

This block contains the old city hall, one of the most interesting buildings in the business district. The recommendations for this block try to capitalize on the attractiveness of the old city hall by turning it into a Visitor's Information Center, and making the area around it as inviting as possible to the visitor. This means both additional planting and other changes, as well as the elimination of a few hazards and eyesores. The recommendations attempt to unify this block with the post office square and the general plan for the business district.

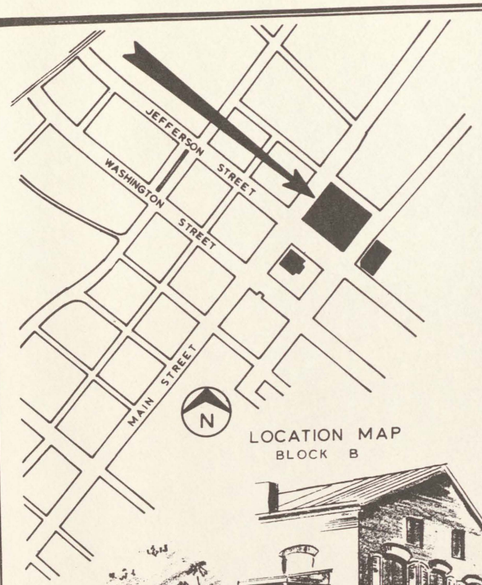
Recommendations

The old city hall should house a new Visitor's Information Center, Police Station, Chamber of Commerce, and other civic offices. (The police booth near the post office square could then be removed.) The walk on Jefferson Street should be widened to provide planting areas for small street trees (Crapemyrtle) and ground cover, for walkways, attractive benches, and trash receptacles.

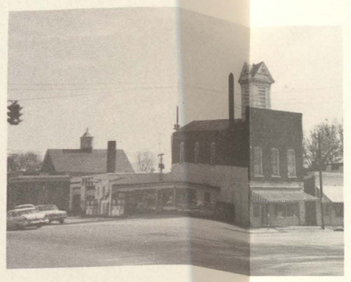
Parallel parking should replace angle parking on Jefferson Street, with spaces reserved for visitors and police. The air vents in the Jefferson Street sidewalk which are unprotected should be removed or redesigned. The interesting pattern of brick on the front of the building could be accentuated. A planting area or planting pockets for vines on the west side of the building would soften the expanse of brick wall. The area between the old city hall and the new city hall should be redeveloped by a limited amount of grading, and the addition of a new walk, lawns, trees, and shrubs.

The attractive backs of some of the buildings on Jefferson Street should be renovated and carriage lamps added. The open space between the Madisonian Building and the office of E. Baldwin has potentialities for a courtyard sitting area with the large tree in the background. Unless this is created, a screen of plants or a fence should be added near the Jefferson Street sidewalk to conceal what is now an unkempt area.

A planting strip for small trees and ground cover should be developed between the public sidewalk and Main Street in front of the service station. The service station is well maintained, but uses public sidewalk for parking, has several unattractive signs, and an unsightly clothes line on Main Street. Small trees should also be added between the sidewalk and Hancock Street.



LOCATION MAP
BLOCK B



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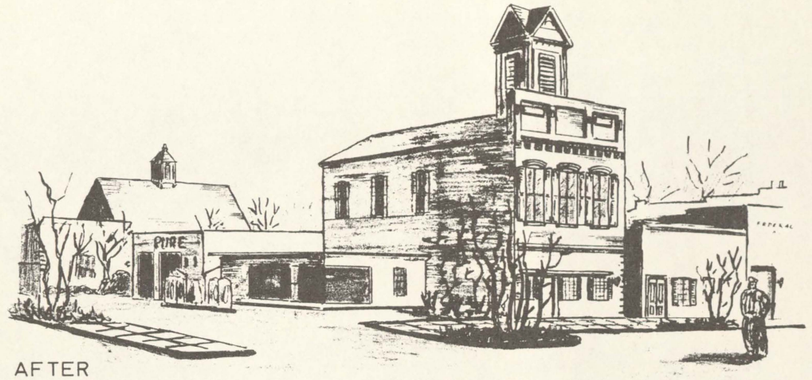

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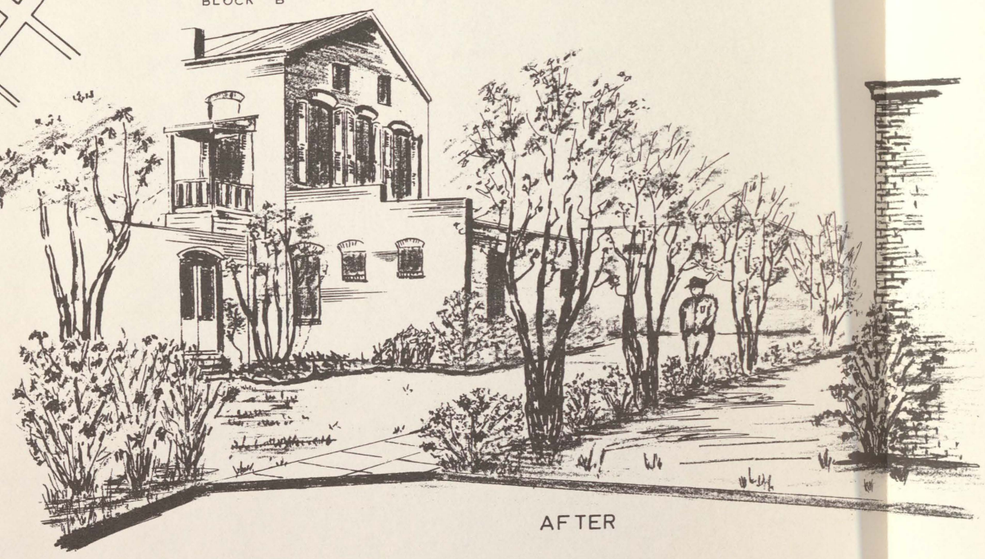

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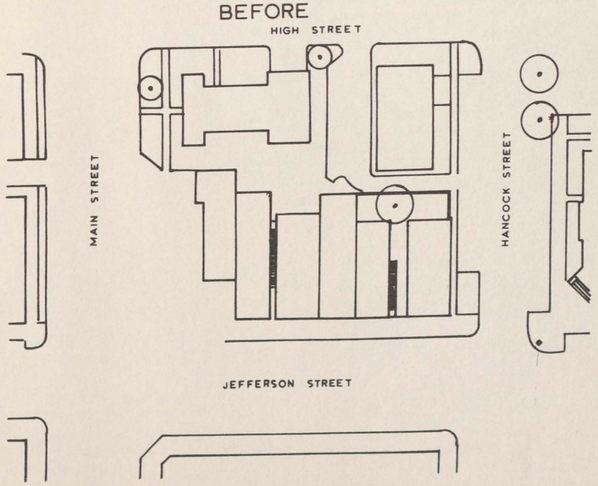

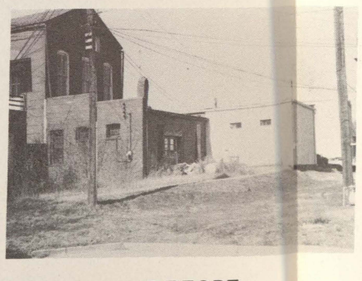

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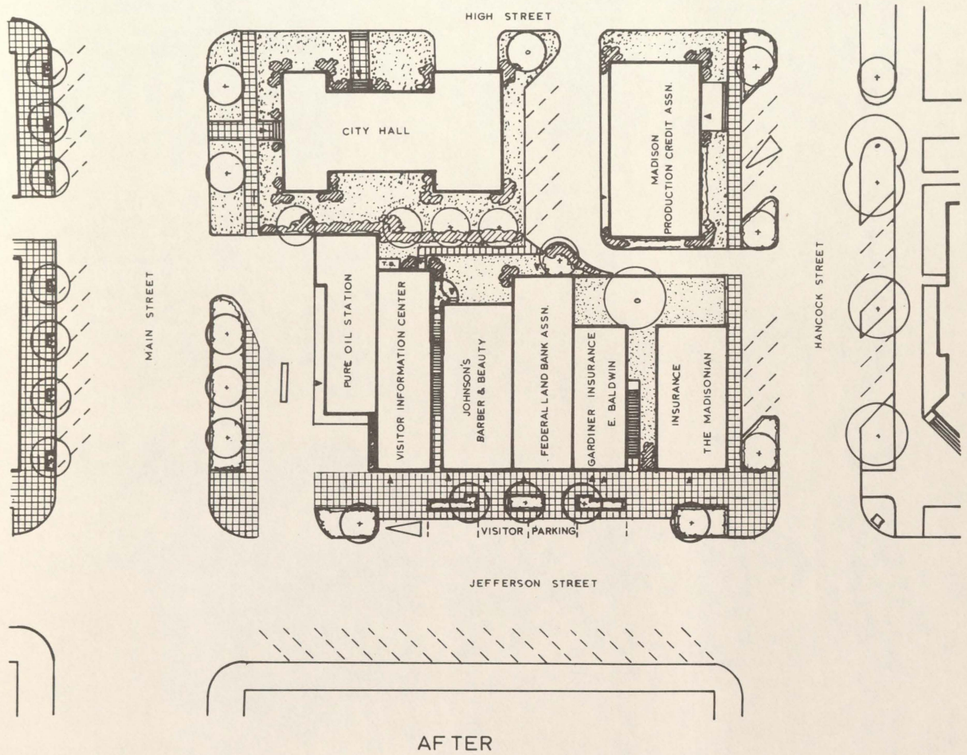

DESIGN PROPOSALS
FOR THE
CENTRAL BUSINESS DISTRICT

NOTE:
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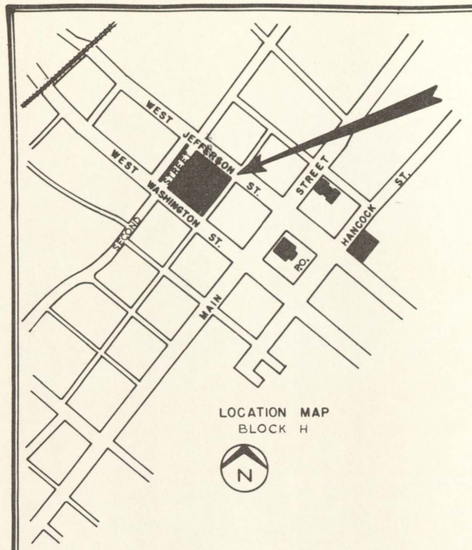
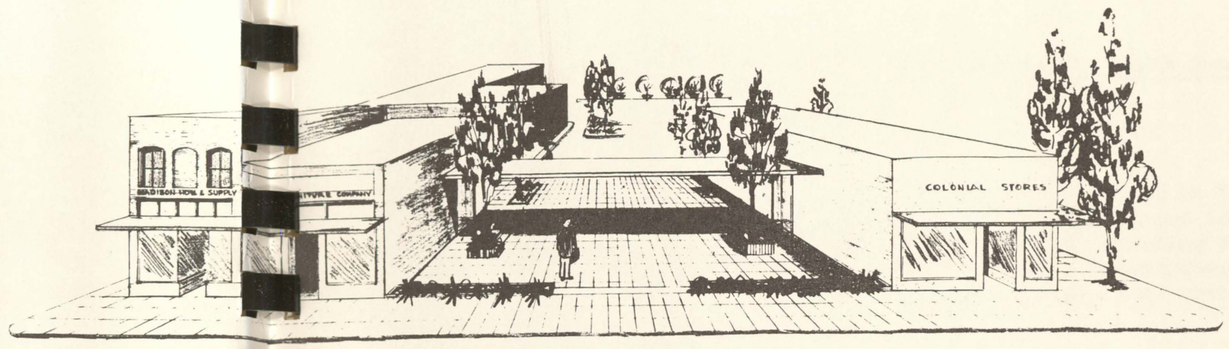
A SURVEY, ANALYSIS AND RECOMMENDATION
PREPARED FOR
CIVIC IMPROVEMENT AND DEVELOPMENT
OF
MADISON, GEORGIA

LANDSCAPE ARCHITECTURE 702 CLASS — WINTER QUARTER 1964
LANDSCAPE ARCHITECTURE DEPARTMENT
UNIVERSITY OF GEORGIA
ATHENS, GEORGIA



LOCATION MAP
BLOCK H



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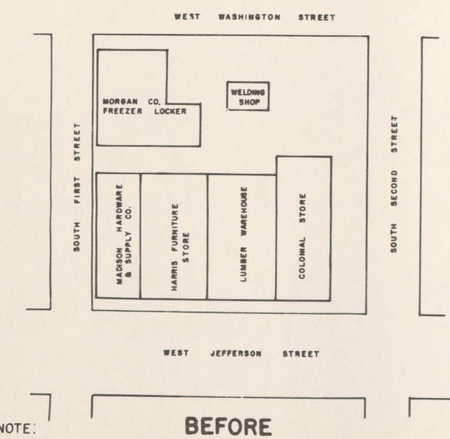

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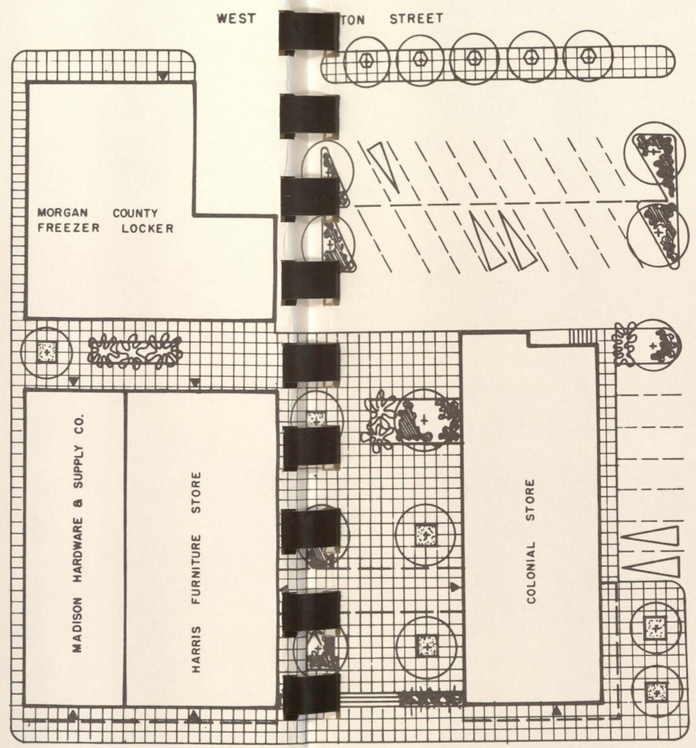

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ATHENS, GEORGIA

BLOCK H - bounded by South First, West Washington, South Second, and West Jefferson Streets

Analysis

There is an old dilapidated lumber warehouse on this block which is not only unsightly, but a fire hazard to five other stores. The block could also use some planting features to encourage pedestrians to move among the stores. In addition, it shares with other blocks the problems of inadequate sidewalks, curbing, and parking.

Recommendations

Create a park-plaza* in place of the old lumber warehouse to serve as an outdoor sitting area and pedestrian mall. The entire area would be paved, using pea gravel or scored concrete for texture, and would have redwood benches, and trees and shrubs in raised planters. At the entrance to the plaza, a canopy is proposed linking Harris Furniture Store and the Colonial Store. Both stores could provide new side entrances opening onto the plaza.

Removal of the welding shop behind the Colonial Store would permit the development of a large off-street parking area which would tie in with the park-plaza. A planting strip along West Washington Street would screen this parking area. Movable upright containers (possibly concrete) can be used to cut installation costs and add visual interest.

The sidewalk along South First Street should be widened, and the building materials now stored there removed. The side of the Hardware and Supply Store facing this street should be painted.

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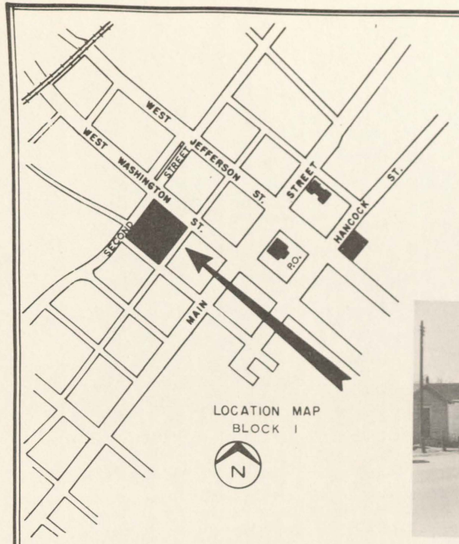
*NOTE: Plate 17 shows the plaza continuing around Harris Furniture Store and Madison Hardware and Supply Store. Because of the extension of Harris Furniture Store, constructed as this study got underway, this walkway cannot be constructed.

BLOCK H



LOCATION MAP
BLOCK 1

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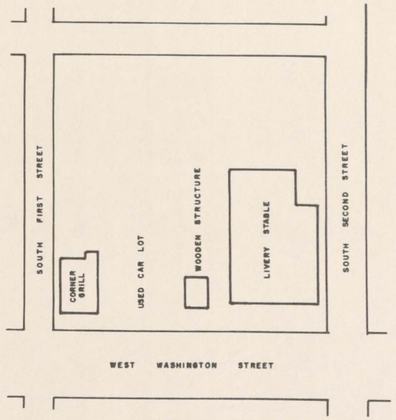

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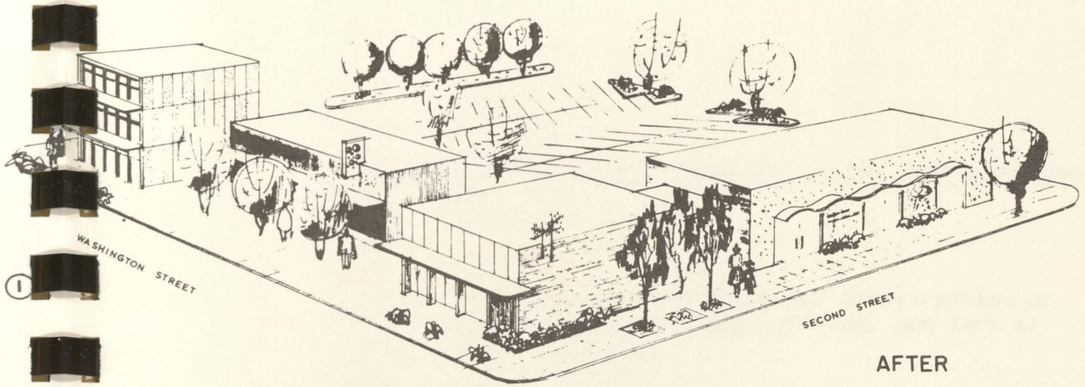

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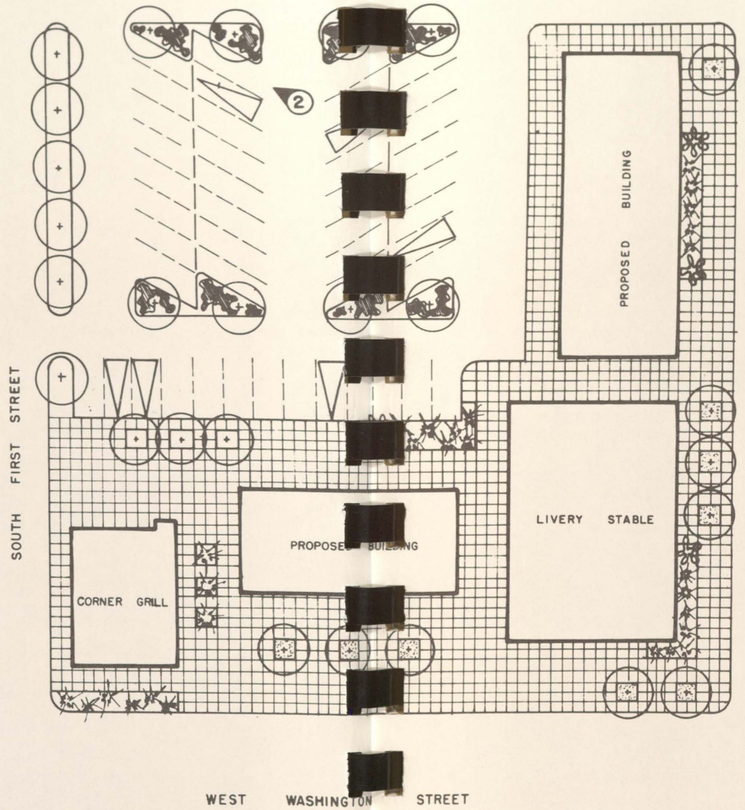

AFTER

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A SURVEY, ANALYSIS AND RECOMMENDATION
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BLOCK I - bounded by South First, West Washington, and South Second Streets

Analysis

The problems on this block include deterioration of several structures, haphazard parking, and lack of sidewalks and curbing.

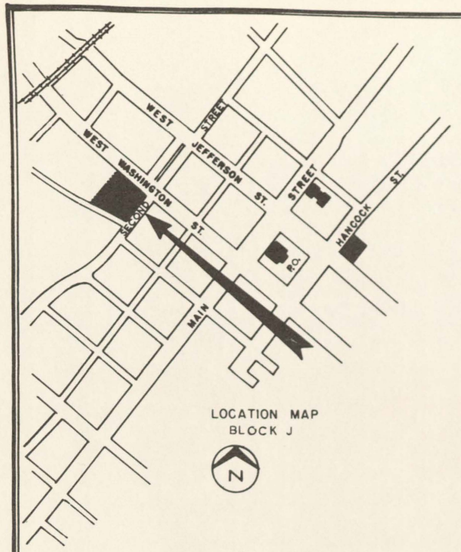
Recommendations

The wooden structures attached to and next to the livery stable should be torn down, and the other buildings reconditioned. The plate shows the corner grill with a glass front and a canopy covering a portion of the sidewalk. The livery stable is converted to commercial use with stucco exterior walls, a new glass front, and an aluminum awning.

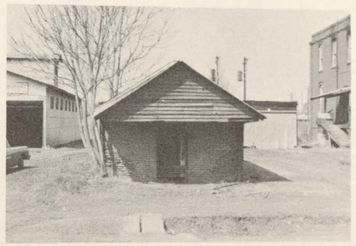
Sidewalks, curbing, and planting for continuity as well as screening are suggested. The vacant back portion of the block is shown as a paved, well-marked, off-street parking area. If construction of the new structure behind the livery stable (see plate) is not justified economically, this site could be converted to an extension of the parking lot already proposed.

A building facing West Washington Street is proposed, possibly as a supermarket location, with adequate parking in the rear.

BLOCK I



LOCATION MAP
BLOCK J



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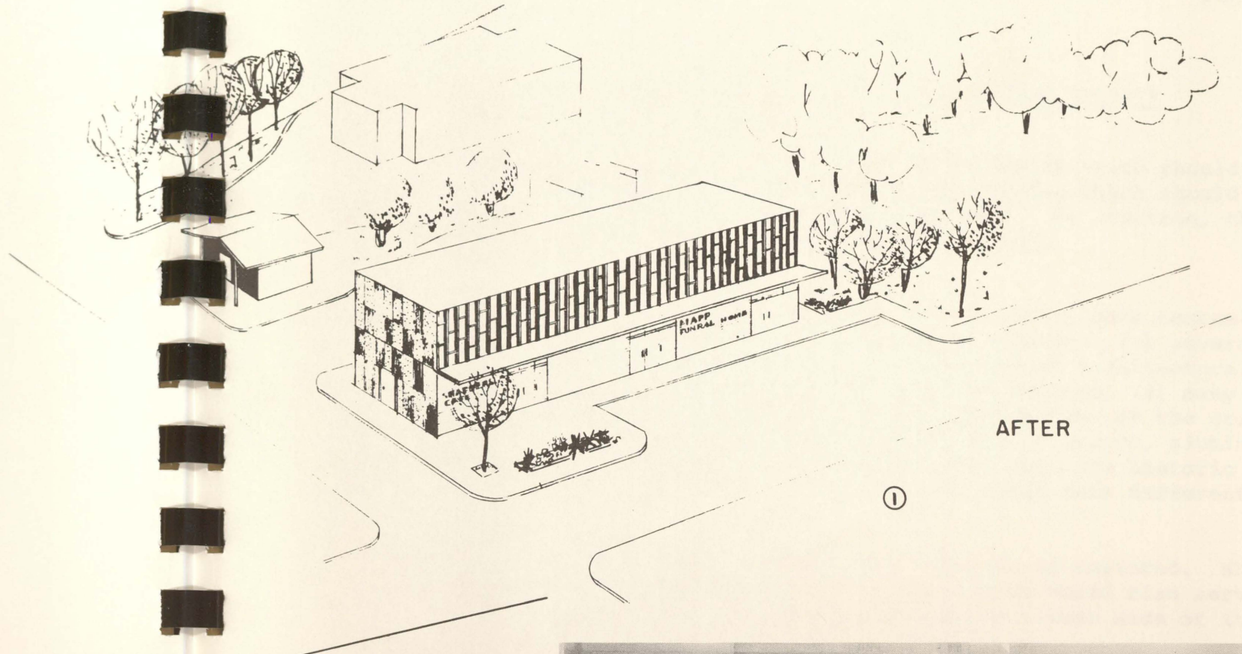

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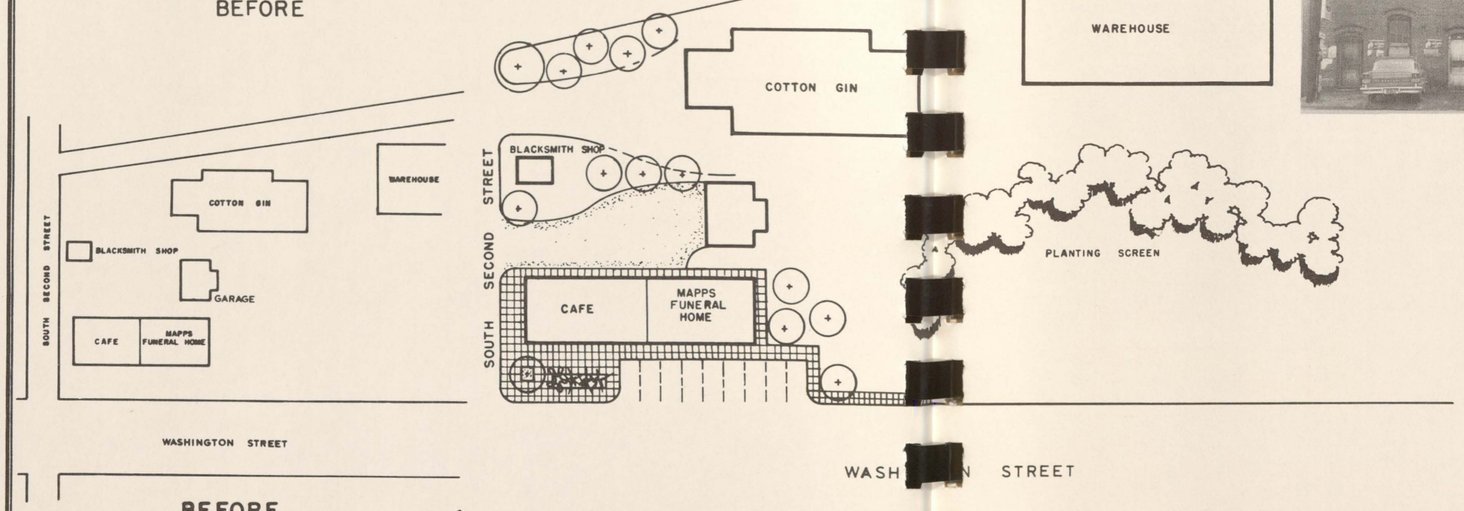

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NOTE:
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BLOCK J - bounded by South Second and West Washington Streets

Analysis

This block contains two unsightly buildings which should be kept from view, and one old blacksmith shop which should be restored and more prominently displayed. In addition, there is need for sidewalks, curbing, and organized parking.

Recommendations

Plates 14 to 17 suggest conversion to more contemporary architecture for three reasons: (1) several of the buildings already have modern architectural lines and features, such as the straight aluminum awnings; (2) many of the buildings are in such poor condition that restoration of the original brick might be more costly than new exteriors of stucco, aluminum, and glass; and (3) they are a sufficient distance from the historic buildings in the heart of the downtown area to permit this different approach.

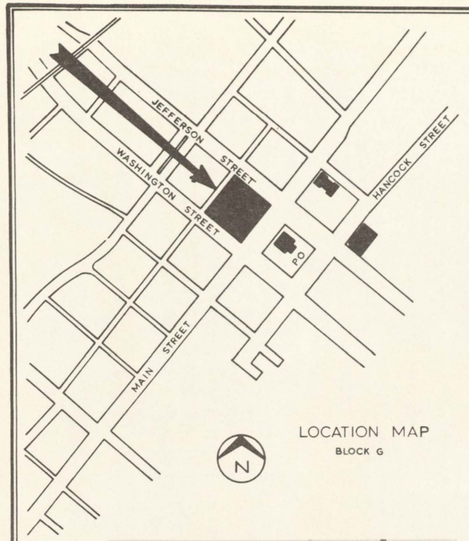
The blacksmith shop could be of historical interest if restored. When surrounded by plantings and curbing, this small area would also serve as a buffer strip between the two parking areas on either side of it.

Parking spaces are needed in front of the funeral home. Parking should be eliminated in the area between West Washington Street and the warehouse and cotton gin. In its place, the plan shows a planting screen of evergreen trees and grass. Cars could then be parked behind the screen, and remain hidden from the street.

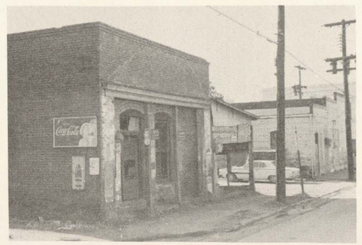
The stores adjoining the funeral home on the corner of South Second and West Washington Streets need facelifting, such as painting, stucco treatment, or aluminum facing. The funeral home could continue this treatment on its facade, and should continue the planting development which would tie it into the surrounding area.

Sidewalks and curbing are needed at least on West Washington Street, if not on the remaining streets surrounding the block.

BLOCK J



LOCATION MAP
BLOCK G



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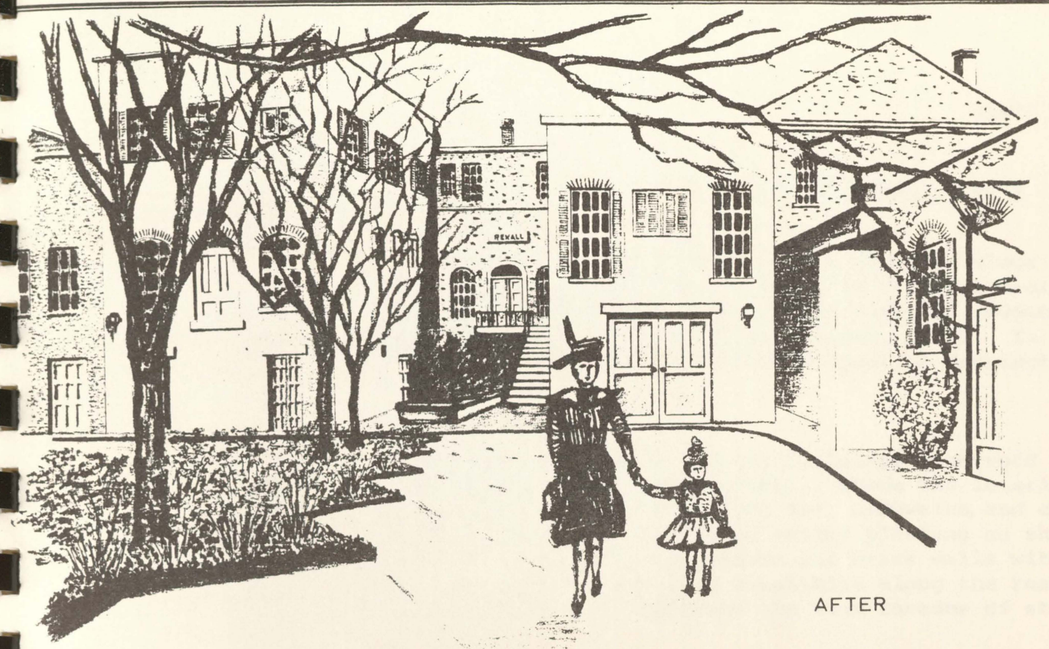

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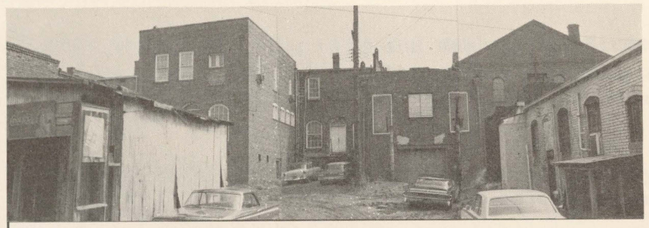

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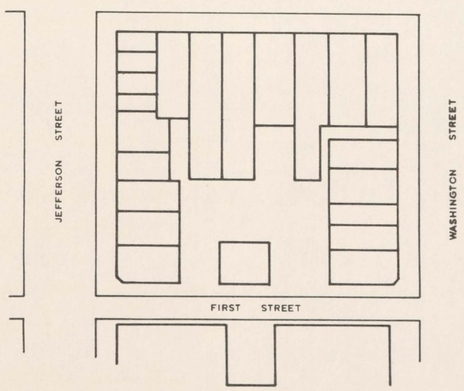

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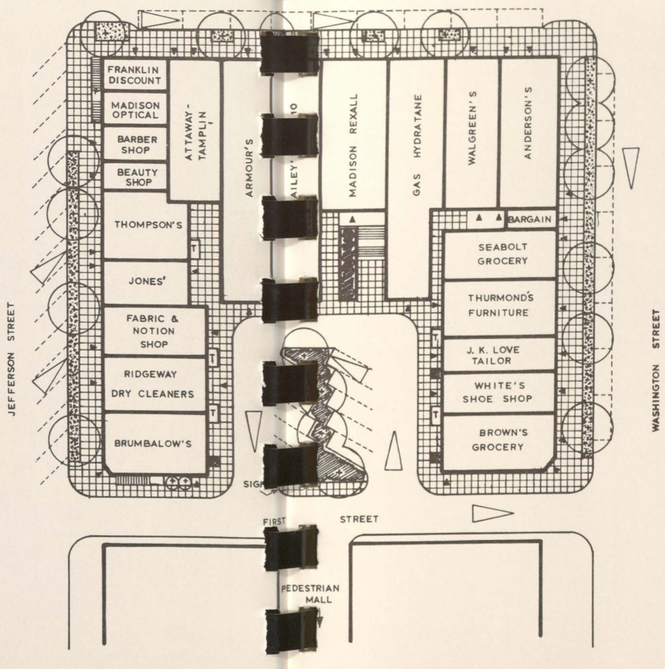

DESIGN PROPOSALS
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BLOCK G - bounded by Main, Washington, First and Jefferson Streets

Analysis

The problems of this block are similar to those of Block F--there is a large interior court which is now an eyesore of weeds, trash, parked cars, and two deteriorated wooden structures, but could be an asset to the stores adjacent to it. In addition, angle parking interferes with traffic movement on Washington and Jefferson Streets.

Recommendations

Remove the dilapidated wooden buildings (now used as warehouses) facing First Street. Grade the interior court and construct a parking lot, sidewalks, and curbing. Use trees, shrubs, and ground cover in an island planting as shown on the plan. Use vines to help unify the wooden and brick walls with the concrete paving. Construct cooperative trash bins along the rear facades of stores. Suggestions for improving the rear facades of stores are shown on the sketch.

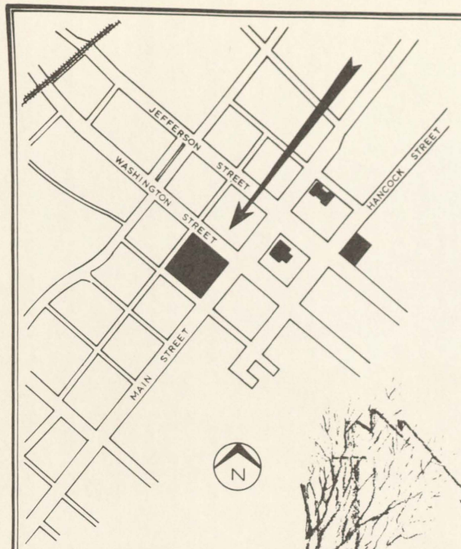
A unified set of signs for advertising the stores located on the block should be adopted (see sketch on plan). Ingenuity of design should be emphasized rather than size or garish colors.

Parallel parking should be installed along Main and Washington Streets to replace angle parking. Convert a portion of the sidewalk paving along Washington Street to a planting strip featuring street trees and river-bed gravel.

Street trees should be planted along Jefferson Street from the beauty shop to Brumbalow's. Planting of street trees should be continued in the planting strip along Main Street.

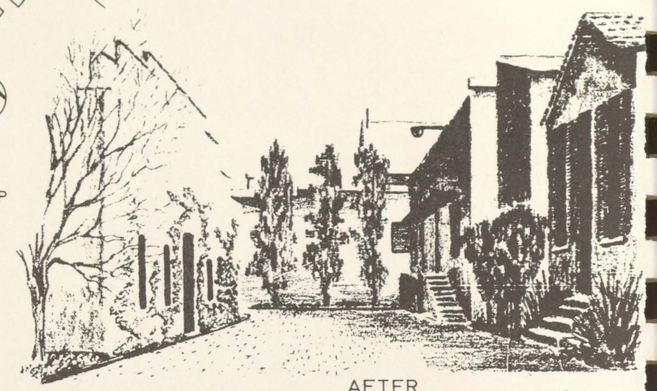
NOTE: The pedestrian mall shown on the sketch in the adjacent block was designed prior to the recent building extension on the rear of the Harris Furniture store. See note in recommendations for Block H.

BLOCK G



LOCATION MAP
BLOCK F

BEFORE



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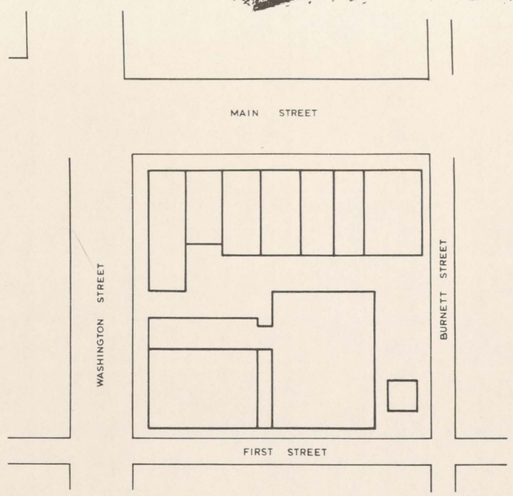

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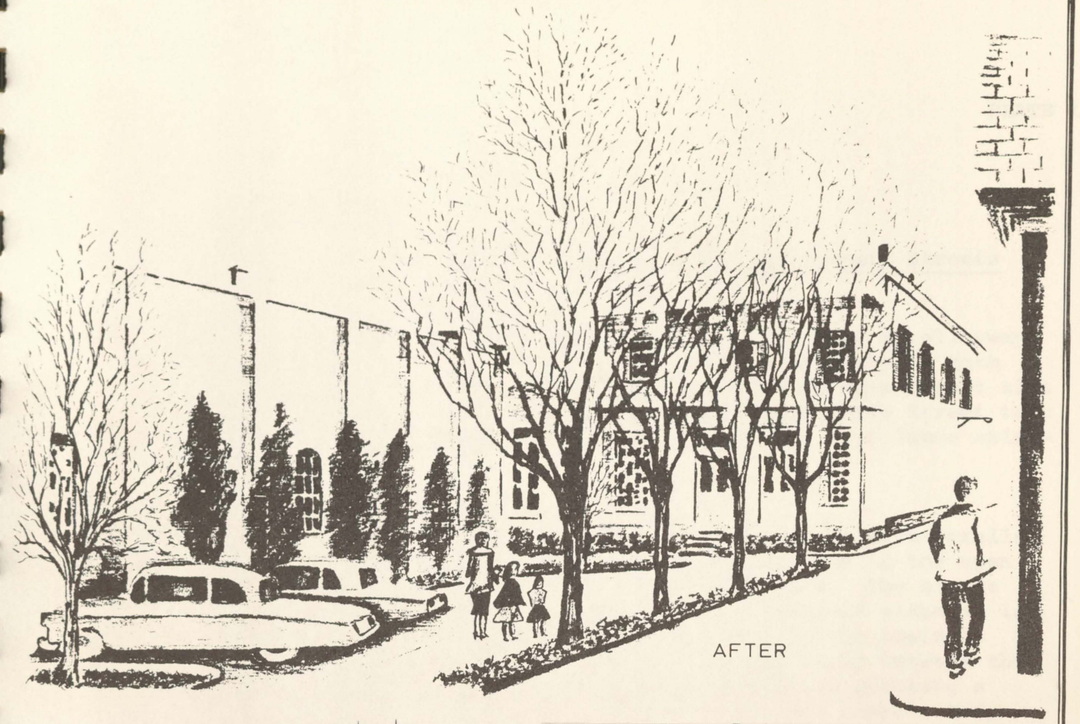

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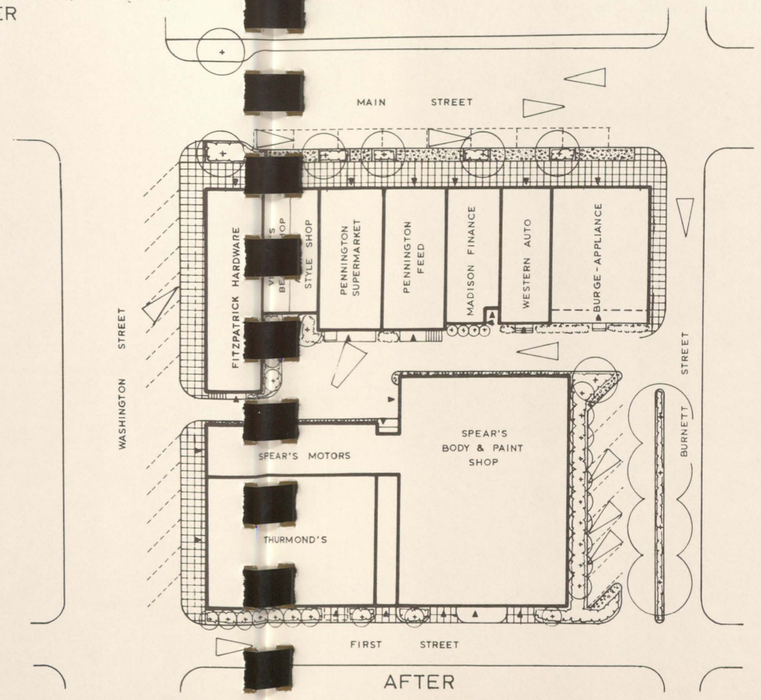

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BLOCK F - bounded by Main, Washington, First, and Burnett Streets

Analysis

This block, which houses ten businesses, has an alleyway which is now a liability but could be an asset to both pedestrians and stores. Angle parking on Main Street also creates a bottleneck at Main and Burnett by reducing Main Street to a two lane street north of Burnett in contrast to the four lanes existing south of Burnett.

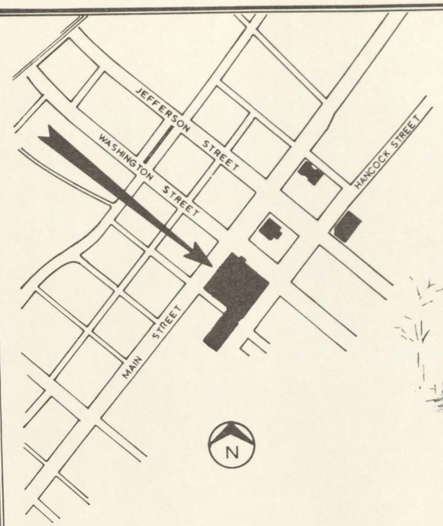
Recommendations

Replace angle parking on Main Street with parallel parking, and construct a parking lot in the open space behind Burge Appliance store. The single family residence located on this site should be removed since it is in poor structural condition and is out of place in the business district. Planting large shade trees in a buffer strip between the parking lot and the street is recommended, as well as planting a screen of small trees and shrubs between the lot and Spear's Body and Paint Shop.

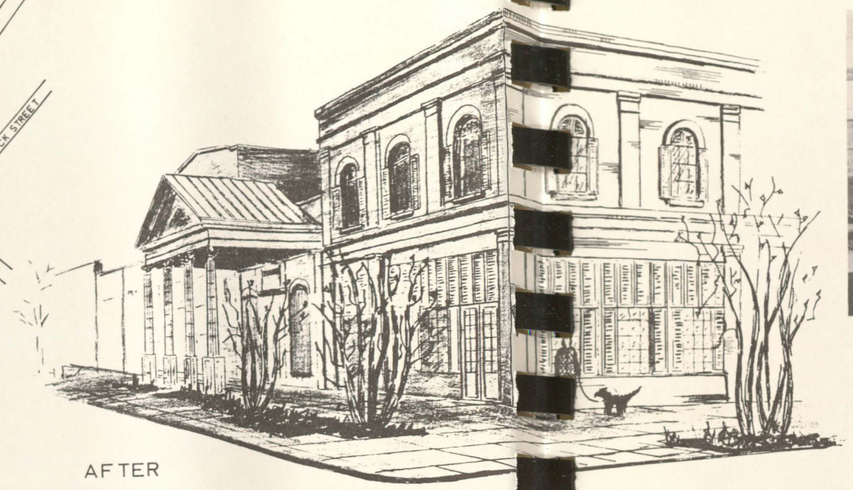
The alley between Burnett and Washington Streets should be paved with Belgian Block or over-sized brick. Trash and other refuse should be removed, and repairs made on loading docks, steps, doors, and windows. Wherever suitable, shutters should be added to windows and carriage lamps to walls. Small trees, shrubs, and vines can be used to soften brick and concrete surfaces.

Street trees should continue along the Main Street side of the block, and small trees and shrubs should be planted along First Street.

BLOCK F



LOCATION MAP
BLOCK E



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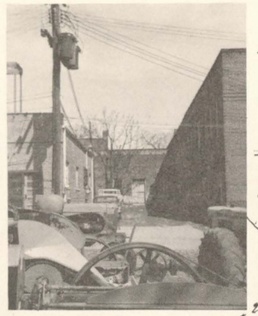

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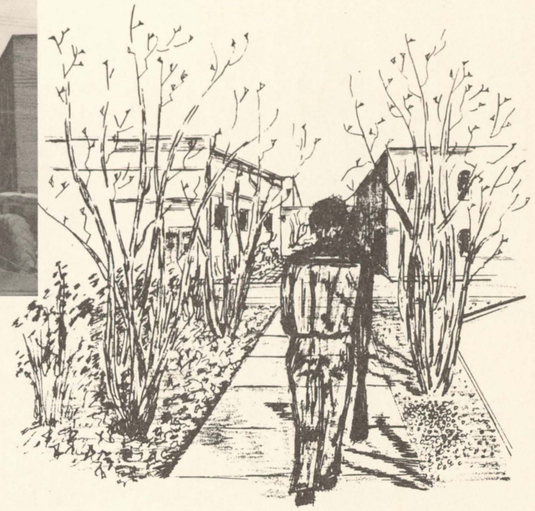

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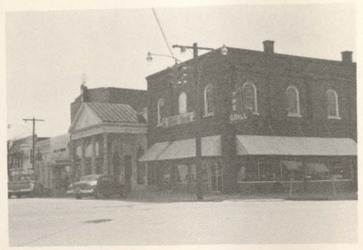

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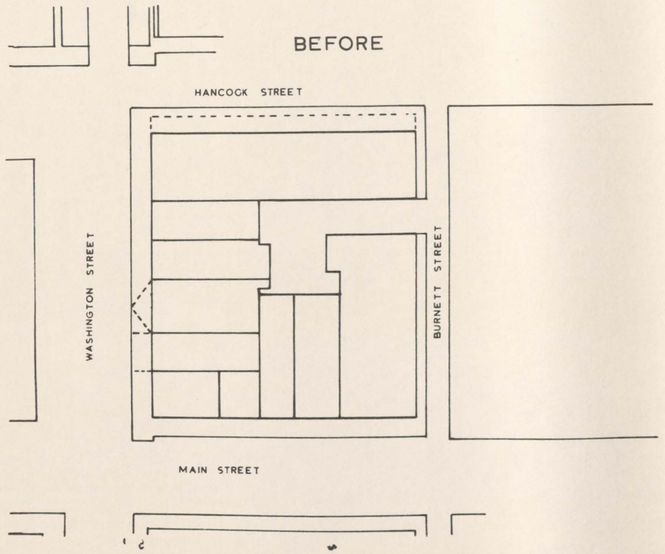

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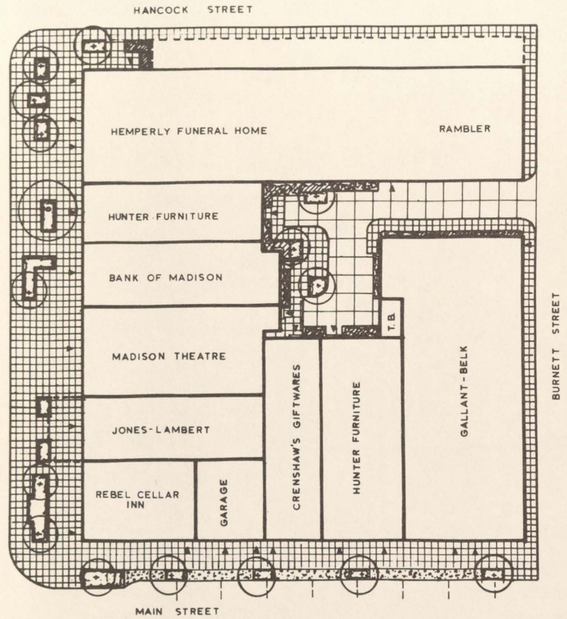

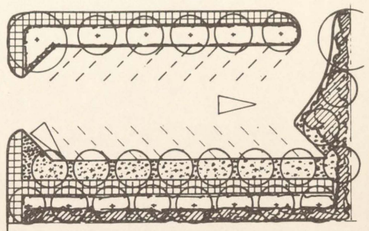

AFTER

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Other design elements: Improved interior lighting for stores and uniform, attractive signs are recommended. The theater marquee is not in keeping with historic Madison and should be removed or redesigned.

The facade of Hemperly Funeral Home would be more attractive without the metal awning which may not be needed.

Shutters should be added wherever suitable, and should replace the metal awnings on the restaurant as indicated on the sketch. The interesting oval-top windows should be accentuated, and the plate glass windows of the restaurant and other buildings replaced with multipane windows when this is compatible with the architecture. The sealed window on the second floor of the restaurant should be replaced with a window.

BLOCK E - bounded by Washington, Hancock, Burnett, and Main Streets

Analysis

This block contains several businesses which are aimed at the leisure hours of both residents and visitors to Madison: a restaurant, a movie theater, a gift shop, and a department store. Recommendations for this block are concerned mainly with making these and other businesses more attractive (both at the front and back), and in keeping with the proposed planting design for the post office square across the street.

Recommendations

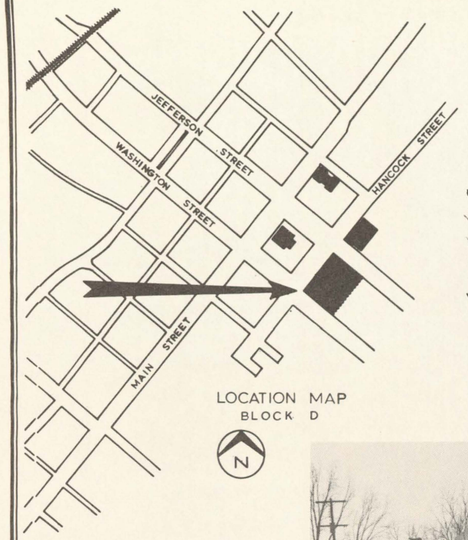
Suggestions for this block fall into four main categories. Sidewalks: To unify this block with the post office square, the sidewalks on Washington and Main Streets should be widened to provide planting strips and areas for small street trees (Crapemyrtle) and ground cover. Wider sidewalks will provide more space for pedestrians, attractive benches, and trash receptacles. On the corner of Washington and Hancock Streets, a section of the metal awning on the side of Hemperly Funeral Home should be removed to provide space for a single Crapemyrtle tree, ground cover, and shrubs to soften the corner and partially screen the area to the south under the remaining awning. Several hazardous and unattractive features should be remedied: inadequate curbing; a broken cast iron grating on a hole in the sidewalk in front of the Jones-Lambert offices; an unattractive brick box in front of the restaurant; and downspouts which empty rainwater on sidewalks.

Entry Court: The open space in the center of the block should be an entry court, with the rear facades of all buildings renovated as entrances. It would contain three small trees, shrubs, walks, benches, a paved service drive, carriage lamps on walls, and a community trash bin (marked T.B. in plan). There would be only service parking in this area, with a walk alongside the service drive leading into the court.

Parking: Parking should be eliminated on the Washington Street side, and parallel parking should replace angle parking on Main Street. A new organized parking area could be developed in the vacant lot across Burnett Street which is presently unorganized and unpaved. The new parking area would be partially screened by small trees and shrubs on the borders, and a walk constructed from it to the proposed entry court.

The view of the Jones Lambert Office Building, which is so much in keeping with historic Madison, was considered a focal point when the paving in front of the post office was planned. To provide an unobstructed view of this building from the square, the first three parking spaces nearest the post office on Washington Street (east of Main Street) should be eliminated.

BLOCK E



LOCATION MAP
BLOCK D

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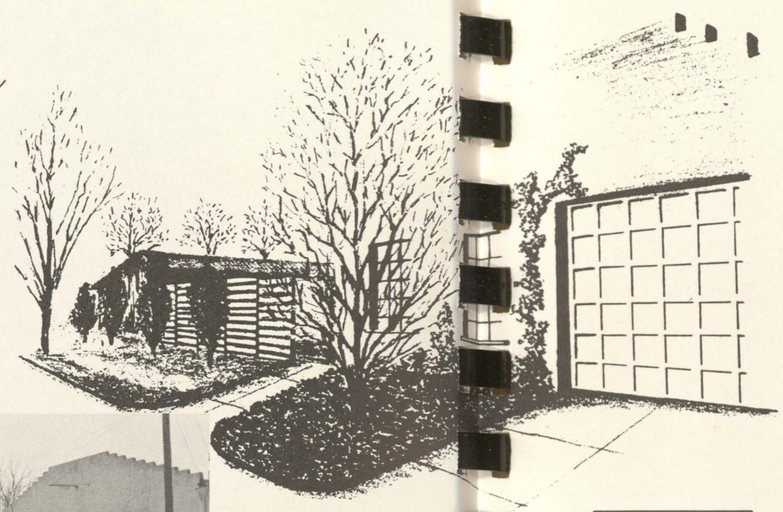

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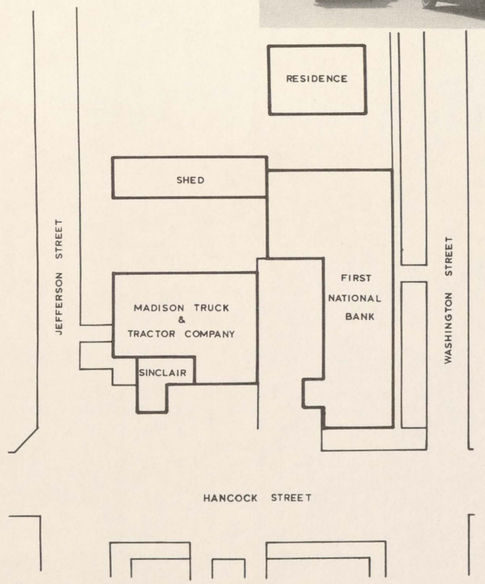

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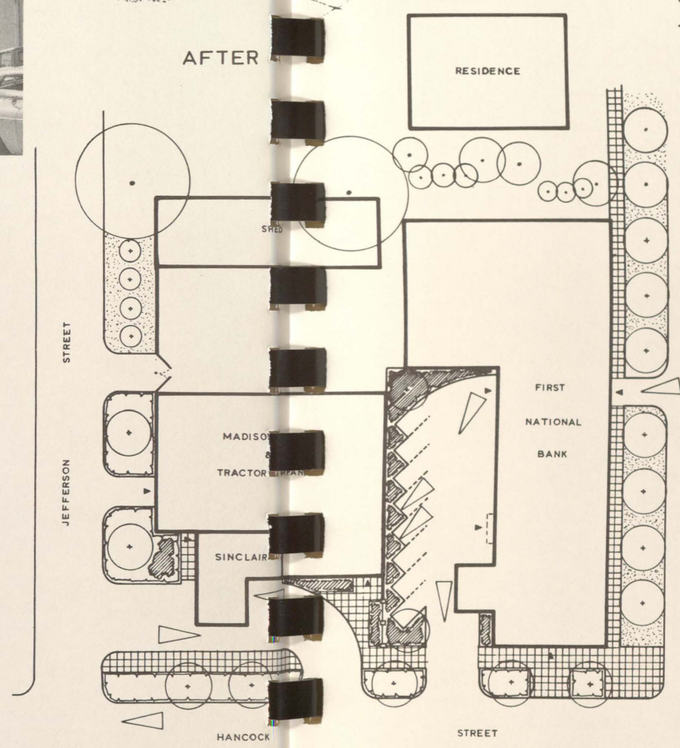

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NOTE:

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DESIGN PROPOSALS
FOR THE
CENTRAL BUSINESS DISTRICT

A SURVEY, ANALYSIS AND RECOMMENDATION
PREPARED FOR
CIVIC IMPROVEMENT AND DEVELOPMENT
OF
MADISON, GEORGIA

LANDSCAPE ARCHITECTURE 702 CLASS — WINTER QUARTER 1964
LANDSCAPE ARCHITECTURE DEPARTMENT
UNIVERSITY OF GEORGIA
ATHENS, GEORGIA

BLOCK D - bounded by Jefferson, Hancock, and Washington Streets

Analysis

Hancock Street houses two incompatible types of businesses: a service station and a truck and tractor company catering to car and truck traffic, and a bank serving pedestrians as well as motorists. The street is located opposite the post office and the court house, both of which also draw pedestrian traffic. This creates two difficulties: (1) making an attractive area out of the sections of the block which must house farm equipment, cars, and trucks, and (2) creating a safe, attractive walkway for pedestrians going to and from the bank, court house, and surrounding buildings and stores.

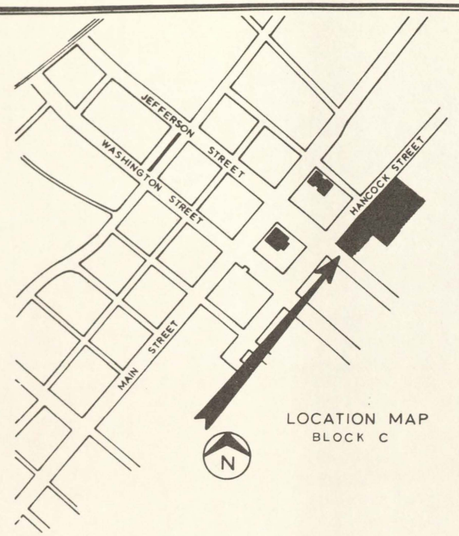
Recommendations

To provide a safe, pleasant pedestrian walkway along Hancock Street, a sidewalk and planting strip should be built in front of the Madison Truck and Tractor Company and the Sinclair Service Station. This area is now used for helter-skelter parking. The vehicles entering and leaving the area obstruct pedestrian traffic and make it hazardous. Sidewalks and planting strip should be extended to the side of the drive-in exit. Planted areas should also be extended to Washington Street and into the parking bay of the bank.

The narrow strip between Jefferson Street and the gas station and truck company should be graded and developed for planting. This area is now a strip of mud and gravel which is used for cluttered, unorganized parking. To screen the storage yard and the wooden shed from view, an attractive board fence should be constructed on the Jefferson Street side.

Extend small street trees (Crapemyrtle) along Washington Street into the commercial area. (The existing row of trees now stops short of it.)

BLOCK D



LOCATION MAP
BLOCK C

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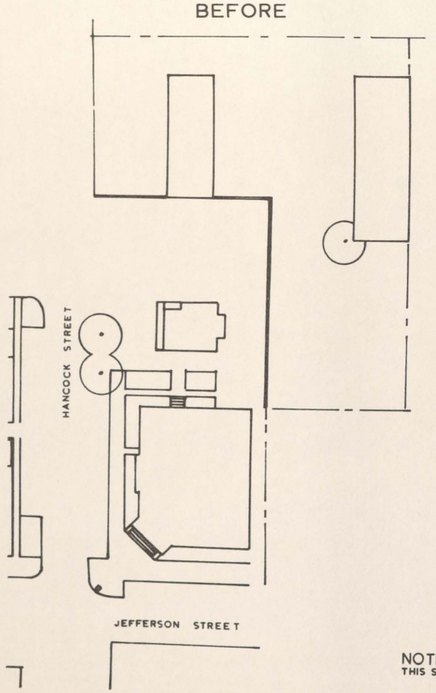

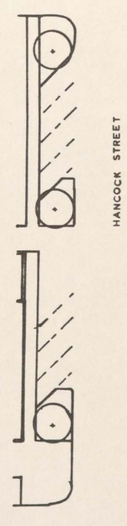

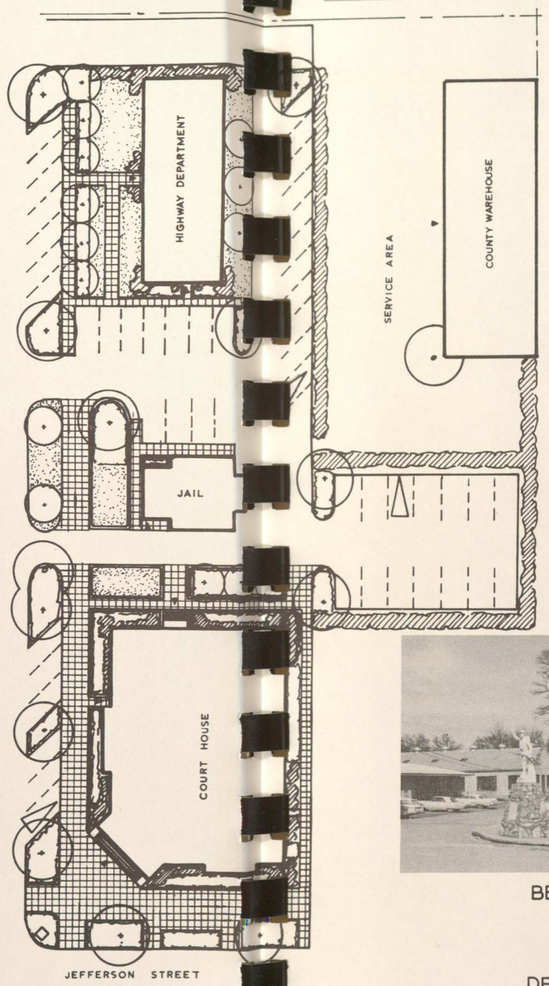

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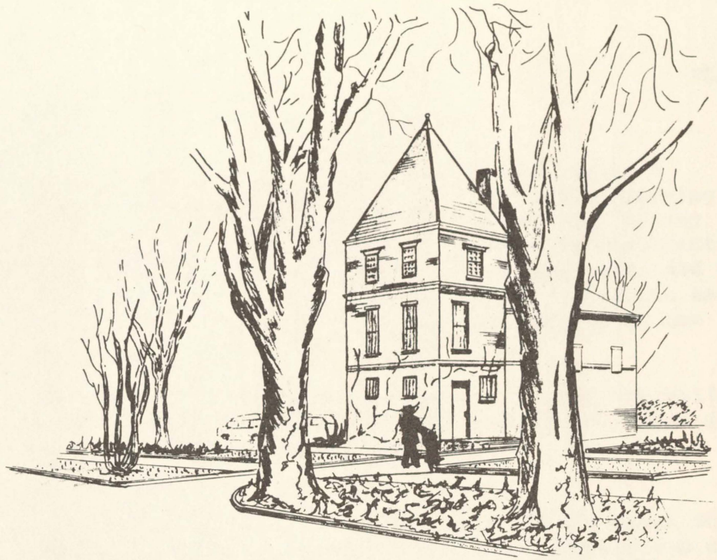

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DESIGN PROPOSALS
FOR THE
CENTRAL BUSINESS
DISTRICT

A SURVEY, ANALYSIS AND RECOMMENDATION
PREPARED FOR
CIVIC IMPROVEMENT AND DEVELOPMENT
OF
MADISON, GEORGIA

LANDSCAPE ARCHITECTURE 702 CLASS — WINTER QUARTER 1964
LANDSCAPE ARCHITECTURE DEPARTMENT
UNIVERSITY OF GEORGIA
ATHENS, GEORGIA

BLOCK C - bounded by Jefferson and Hancock Streets

Analysis

This block contains the Court House--the most massive structure in the business area. Its size is overpowering because it is surrounded by too much concrete and paving, and too little planting. Its visual appeal is lessened by unattractive views of the County Warehouse and service area, a salvage yard, and some substandard housing. In addition, there is inadequate parking in an unorganized parking area north of the Court House, and parking on the Jefferson Street side creates congestion on the street.

Visual improvements are also needed for the County Jail and the Welfare Office Building (erroneously labeled "Highway Department" on Plate 9). Finally, unification of the entire block is needed.

Recommendations

To frame and soften the appearance of the Court House, large trees should be added between sidewalk and curb on Jefferson and Hancock Streets, and evergreen plantings added at the base of the building. Around the Doughboy statue, ground cover should replace the concrete paving. On the north side of the court house, the flower bed on the west should have shade-tolerant grass, while the one on the east should have ground cover and Crapemyrtle trees. Planting areas, an additional walk, attractive benches, and trash receptacles should replace the parking on the Jefferson Street side. (Adequate parking for this entire block could be provided by parking areas on three sides of the Welfare Office Building, plus a new parking area south of the County Warehouse.)

The service area should be screened with an evergreen hedge (Cherry Laurel), which should continue on the east and south sides of the new parking area to screen out the salvage yard and other unattractive sites.

Two planting areas should replace the asphalt in front of the jail. The one nearest the jail should have ground cover and a large tree on the north end, and a lawn on the south end. The other should have two Crapemyrtle trees to repeat those across the street. (They should be planted only if the unhealthy oak tree dies.) A carriage lamp on the wall, similar to the one on the Welfare Office Building, might be effective.

The entire area would be unified by a row of large and small trees, and a sidewalk from the Doughboy statue to the service road north of the Welfare Office Building. The ground cover under the Crapemyrtle trees in front of the Welfare Office Building should be the same as that used in front of the Jail and around the Court House.

BLOCK C

BLOCK K

BLOCK K - bounded by South Second, West Jefferson, and West Washington Streets

Analysis

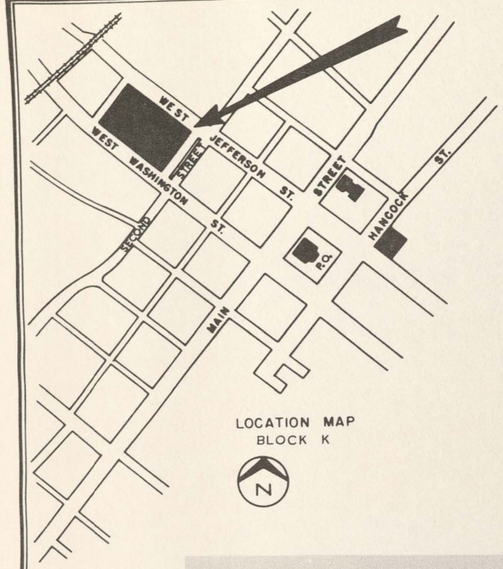
Congestion--caused by automobiles and pedestrians--is the major problem on this block. The A & P Store and the Colonial Store across the street both generate a considerable amount of traffic. But parking spaces are inadequate, and sidewalks are too narrow or are blocked by parked cars. Curbing is not uniform and in need of repair.

In addition, the apartment house and the frame house adjacent to the A & P Store need painting and minor repairs.

Recommendations

If the frame house next to the A & P Store could be purchased and removed, a new off-street parking lot could be put in its place to serve the store and relieve much of the congestion on this block. Parking at the front of the A & P could then be eliminated and sidewalk paving extended to the curb. Planting areas are shown to break up the large paved space and provide continuity with other blocks. In addition, one tier of parking could be removed along South Second Street and the sidewalk widened to accommodate a planting strip between sidewalk and the remaining tier of parked cars. The strip would screen the parking area and provide continuity of the planting theme in the area.

The other structures on this block were not included in the survey area and are therefore not shown on the plan. However, it is suggested that the apartment house be painted and repaired, and parking provided for tenants at the rear. If this is not possible, the proposed parking lot next to the A & P might serve the tenants at night.



LOCATION MAP
BLOCK K

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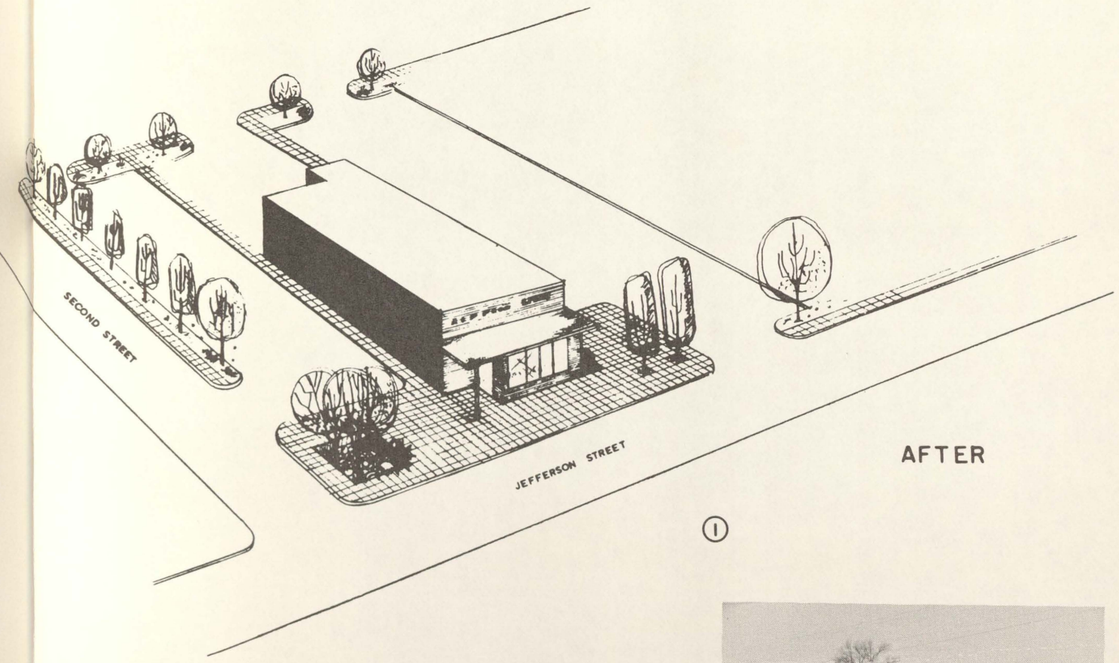

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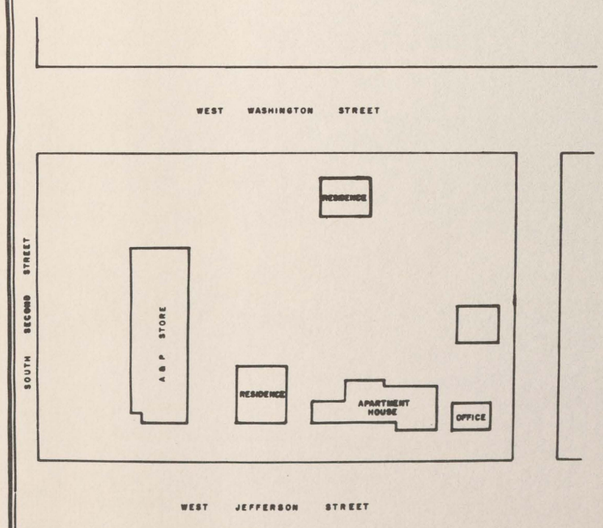

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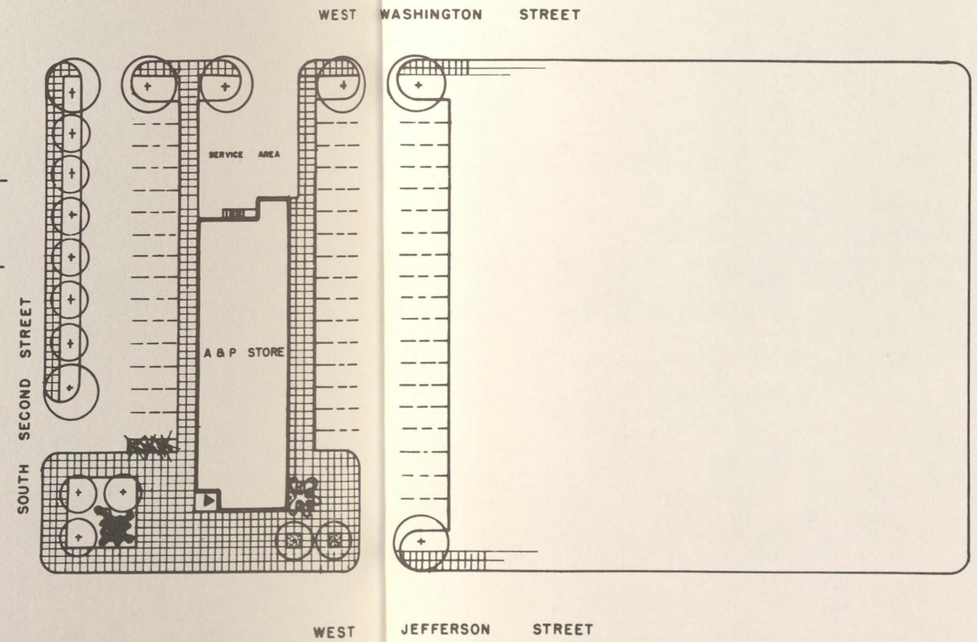

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A SURVEY, ANALYSIS AND RECOMMENDATION
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LANDSCAPE ARCHITECTURE 702 CLASS — WINTER QUARTER 1964
LANDSCAPE ARCHITECTURE DEPARTMENT
UNIVERSITY OF GEORGIA
ATHENS, GEORGIA

PLATE 18

PLATE 18

General Proposals For Improving Main Street (U. S. Highway 441)

Main Street, the main thoroughfare through Madison, is a street endowed with the natural beauty of stately trees and lined with gracious historic homes. But its potentialities for being an outstanding scenic drive are now only partly realized.

The houses along Main Street could be displayed to even better advantage if additional landscape treatment, maintenance, and repairs were undertaken as suggested in the following pages. Commercial properties along this route could be made more attractive through better design and placement of signs, and by planting. The appearance of the street would be enhanced by incorporating additional large-scale trees and ground cover along sidewalks, and by the repair and maintenance of sidewalks, curbing, and property fences. To be most effective, all landscape development of houses, businesses, and sidewalks should be coordinated so as to form one unified, attractive sweep of highway.

Specific recommendations for improving the appearance of residential properties are included in this section. However, some general guidelines for ornamental planting can be suggested. In addition to the use of Crapemyrtle, which has been chosen as the unifying plant for Madison, the following might be used for screening and decorative purposes:

Elaeagnus--a fast-growing evergreen which will tolerate shade.

Burford Holly--has the same qualities as the Elaeagnus, plus colorful berries in the winter.

Yaupon Holly--a hardy evergreen shrub with small grayish green leaves and a twiggy, upright habit which is well adapted for clipped hedges.

Chinese Witchhazel and Japanese Snowball trees--delicate small trees which could be planted among the solid screens to add contrast with their attractive flowers.

For ground cover along property borders and sidewalk planting strips, the following specimens are attractive all year round:

Small-leaved Periwinkle--for shady locations.

English Ivy--for shady locations.

Carpet Bugle--with purplish leaves, evergreen habit, and blue flowers, does well in semi-shade.

Creeping Juniper--a pleasing shape and texture for sunny places.

Commercial properties along Main Street, particularly north Main, include mostly service stations. Their locations are identified on Plate 18 by the diagonally-lined figures.

Although there are differences in age, size, and structural condition among the commercial buildings, they share a number of characteristics. Most conspicuous is the lack of curbs and sidewalks in front of most of the businesses. While adequate curb cuts are needed to allow cars to enter and leave these businesses, there is also a need for sidewalks, curbs, and planting strips to reduce haphazard traffic circulation to and from the street, reduce the safety hazard to pedestrians walking along the street, and provide the opportunity to add lawn or ground cover along the sidewalks. In all, elimination of unnecessarily wide commercial curb cuts could do much to harmonize the appearance of commercial properties with surrounding residences, and add considerably to the scenic character of the entire street.

The appearance of many of the commercial structures could also be improved by the addition of shade trees and shrubs around them, as well as screen hedging to hide unsightly workshops and parking sites.

Although the map on plate 18 ends at the city limits of Madison, it is evident that the strip of commercial properties north of the city could benefit from the same treatment suggested above. No one would quibble with the necessity for auto salvage yards and gas storage tanks, and perhaps their location this close to the city is unavoidable. But their total exposure to public view seriously detracts from the stranger's first impression of historic Madison.

Specific Recommendations For Main Street

MAP NO.	SUGGESTIONS for PLANTING	SUGGESTIONS for MAINTENANCE and REPAIRS
1,2,3	Creeping ground cover (Ajuga reptans) to form dense mat on bare soil banks.	Tree surgery and clearing; clear and grass brushland, or screen with pine.
4	Ground cover on banks.	Clear brushland north of house leaving better trees, or screen with Cherry Laurel and Crapemyrtle. Remove dead tree in garden.
5	Grass and naturalized bulbs in brushland on south side. Cover banks on north side.	Remove two dead trees; clear brushland on south side.
6	Screening along front.	Remove unsightly tree on south side. Remove brushland.
7	Plant bank with soil retaining ground cover.	Regrade bank at front.
8	Flowering Cherry at roadside.	
9	Thin trees around house to give house more light and permit planting of ground cover and shrubs.	Remove dead tree in garden.
10	Plant Dogwood, continuing around corner.	Remove dead tree; construct sidewalk.
11	Thin trees; plant simple ground cover (see introduction) in garden and planting strips to unify appearance.	
12	Massed bulbs under trees on north side.	Remove two damaged trees; surgery or pruning of some others.

MAP NO.	SUGGESTIONS for PLANTING	SUGGESTIONS for MAINTENANCE and REPAIRS
13	Low growing shrubs at corner of Billups Road and Main Street for beauty and privacy.	Tidy corner of Billups Road and Main Street.
14	--attractive as is--	
15 & 16	Unified planting of Pyracantha, Forsythia, and Flowering Quince.	Coordinated color scheme for houses--e.g., white and green with contrasting doors in bright color would give unified appearance.
17	Ajuga and Creeping Juniper on sidewalk planting strip; might be repeated in garden.	
18	Bulbs--e.g., Daffodils and Crocus--in front grassy area.	
19	Bulbs at front.	Remove dead tree.
20	Crapemyrtle screening on north side.	
21	Elaeagnus for screening.	Tidy grounds; remove dead trees; general repairs and repainting.
22	Group planting of Elaeagnus, Viburnum, Witchhazel.	Tree surgery; structural repairs and repainting.
23*	Formal garden in front.	Weed; clear dead wood and plants; repair and repaint.
24	Plant oak and Hickory with smaller trees, such as Crapemyrtle.	

*This is one of the most attractive houses in Madison and it is important that it be preserved. Because of its strategic location on Main Street it is ideally situated to be a town museum.

PLATE 18

MAP NO.	SUGGESTIONS for PLANTING	SUGGESTIONS for MAINTENANCE and REPAIRS
25	Continue shrub planting recommended for # 22.	Thin out magnolias.
26	Colorful shrubs in garden, such as Cotoneasters, Redtip Photinia and Burford Holly.	House repairs, repainting; new fence or screen hedge.
27	Climbing plants to grow up pillars of house, and continuation of shrubs recommended for # 26.	Repainting.
28*	Climbers to clothe the north wall.	
29*	Screening on both sides; bulb planting in front.	
30*	See Note	
31*	Trees to the rear to frame house and view of church.	
32*	Ground cover on sloping bank on south side.	Remove dead tree, and tree on sidewalk; screen unsightly buildings in rear.
33*	See Note	Painting; screening of outbuildings.
34*	See Note	
35*	Screen with Viburnum and Crape-myrtle on southern edge of site.	Painting; general repairs.
36	Small trees such as Flowering Cherry to screen house from road.	
37	Daffodils on gentle rise on north side would set off white house with dark Magnolias.	Remove scrub.

*This group of houses (28-35) is situated close to the road. The suggested planting is small-scale in keeping with the distances involved and the sizes of the houses. Low shrubs are recommended, such as Cotoneasters and Juniper, plus Daffodils, Tulips and Crocus.

PLATE 18

MAP NO.	SUGGESTIONS for PLANTING	SUGGESTIONS for MAINTENANCE and REPAIRS
38	Thicker screening on north side for privacy from service station.	
39	Climbing plants trained over the walls to soften harsh effect of brick; foundation planting of low shrubs.	
40	Oaks and flowering trees such as Cherry. Should blend with group of filling stations and restaurant in its planting scheme.	
41	Ground cover.	Structural repairs; repainting; garage repairs; repair of cracked paving.
42	Screen north side with Holly and Witchhazel.	Repair grass in front.
43	Ground cover in front; repeat along sidewalk.	
44	Ground cover, such as Ajuga reptans, on planting strips.	Clear superfluous plants in front garden; trim remaining plants.
45		Repainting; repair of paths and sidewalks.
46	Plants which give color to garden.	Prune trees.
46a*	This could be a children's play area if it were levelled and grassed, simple equipment set up, a sitting area for parents provided, and tree surgery done to make sure trees were safe.	
47	Plant Dogwood.	Repainting; replace bricks in retaining wall.
48	Plant Dogwood; Elaeagnus hedge to screen house from adjacent service station.	Repainting; roof repairs.

*Open space south of # 46

PLATE 18

MAP NO.	SUGGESTIONS for PLANTING	SUGGESTIONS for MAINTENANCE and REPAIRS
49	Plant a screen where house abuts on alley-way near Gallant-Belk store.	Weed garden. Major structural repairs and repainting, or complete removal of house. Repair garden fence.
50	Install a screen of high shrubs, such as Elaeagnus and Viburnum on north side to protect from adjacent commercial buildings; frame and enclose house.	
51	Develop lawn; use low shrubs such as Pyracantha at sides of house.	Trim trees close to house. General house repairs; repair driveway (e.g., gravel chips).
52	Plant Viburnum on south side for continuity with adjacent house.	Clear shubbery.
53	Regrass; plant foundation shrubs as at previous house.	General house repairs, remove tree stumps.
54	Continue low shrub planting as at previous house.	Repair ornate woodwork on house.
55	Remove young saplings; prune Magnolias which shade house.	Repair woodwork on house; repaint.
56	Regrass and develop planting strips.	Tidy and prune shrubs; repair sidewalks.
57	Dogwood among small trees and shrubs on north side.	
58	Foundation planting; climbing plants trained over the house.	Repair woodwork.
59	Flowering Quince to add color and unity.	
60	Colorful shrubs, such as Flowering Quince or Azalea, to enhance house's corner position.	

PLATE 18

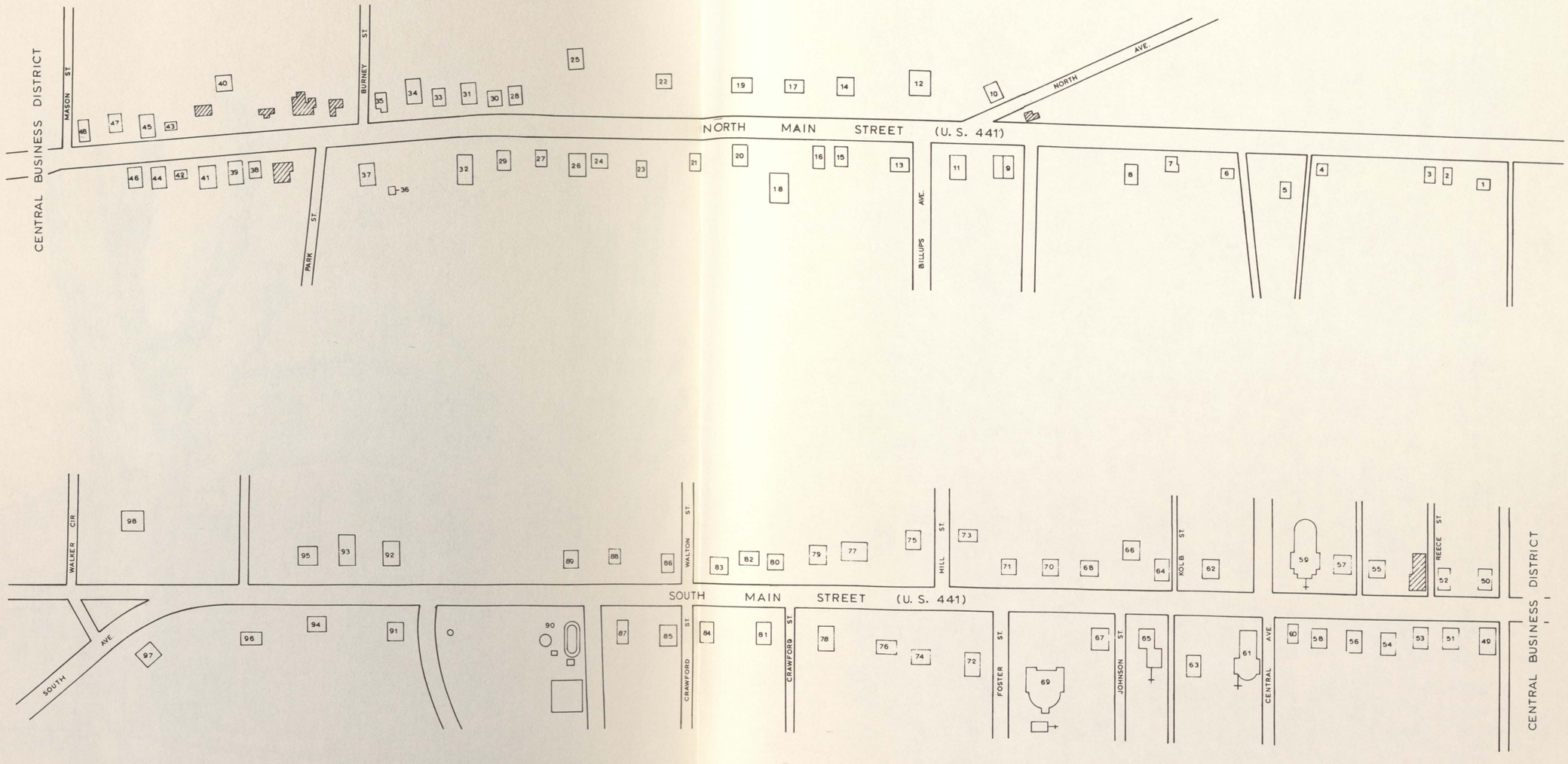
MAP NO.	SUGGESTIONS for PLANTING	SUGGESTIONS for MAINTENANCE and REPAIRS
61	Low shrub planting (using species mentioned above) on Central Avenue side.	
62	Ground cover for planting strips; repeat in front of house.	Structural repairs; painting; repair concrete; remove tree stumps.
62a	Grass over and plant bulbs; continue Quince as a hedge on north side, and Elaeagnus as screen on south side.	
63	Flowering Quince to add color to ground level.	
64	Repeat ground cover recommended for # 62; plant Flowering Quince.	House repairs; repainting.
65		Tree pruning to better reveal church.
66	Treatment for garden similar to previous two houses; bulb planting in open space at front.	Paint house and iron railings around property.
67		Remove dead trees.
68	Plant more specimen shrubs, such as Pyracantha, or Camellia Sasanqua.	
69	Low shrubs and ground cover; add a sitting area.	Trees need attention.
70	Ground cover for planting strip.	House repair and repainting; paint iron fence to coordinate with house.
71	Rock Plants on retaining wall; low foundation planting for house.	Repair retaining wall; repaint house.
72	Ground cover, such as English Ivy, Periwinkle, and Ajuga under trees.	Paint house; prune overshadowing trees.

PLATE 18

MAP NO.	SUGGESTIONS for PLANTING	SUGGESTIONS for MAINTENANCE and REPAIRS
73	Climbers to cover arbor.	Repair arbor; paint iron gate white.
74	Specimen shrubs in front.	General house repairs; trees need attention.
75	Ajuga or Periwinkle on planting strip.	
76		Trim shrubbery.
77	Screen planting on south side of garden for privacy. Retain simple grass sweep in front.	
78	Grass front; use specimen shrubs; screen with tall shrubs on both sides of house to frame it.	Repair and repaint house; remove storage tank from balcony; repair fences; pave or gravel driveway.
79	Cottage garden landscaping: massed bulbs in spring, and annual borders.	Repair and paint house; clean brick work; paint woodwork black and white; repair paths.
80	Continue bulbs as in # 79; add Flowering Quince.	
81	Light screen at right angles to road north of house to enclose vista and focus attention on house # 78.	
82	Groups of Daffodils in grass; group of Crapemyrtle at sidewalk edge for partial screening.	General house repairs; repair woodwork around roof.
83		Repainting with cheerful colors.
84	See # 81.	
85	Colorful shrubs and bulb planting.	

PLATE 18

MAP NO.	SUGGESTIONS for PLANTING	SUGGESTIONS for MAINTENANCE and REPAIRS
86	Daffodils in grass; groups of Crapemyrtle.	Repair retaining wall.
87	Pyracantha and Dogwood.	
88	Daffodils in grass; groups of Crapemyrtle.	
89	Daffodils in grass; groups of Crapemyrtle.	Minor house repairs; repainting.
90	Screen swimming pool on two sides for privacy; add trees and shrubs to enclose sitting areas; add play place for children. See also # 96.	
91	--attractive as is--	
92	Climbers on walls facing highway, e.g., trained fruit trees; group of Flowering Cherry to unify vista with adjacent hillside.	
93	Bulbs in grass at front of house.	
94	--attractive as is--	
95	Screen on highway side using Crapemyrtle to soften effect of house.	
96	Small ornamental trees, such as Flowering Cherry, and shrubs like Viburnum tomentosum, set back from street. (If same species were used in park, it would unify the whole stretch of highway.)	
97	Crapemyrtle along drive on side away from house; low Junipers and Cotoneasters for foundation planting.	Clear overgrown shrubs from around house.
98	Groups of Crapemyrtle for screening from adjacent house.	



NORTH AND SOUTH APPROACHES TO MADISON
OF
U. S. HIGHWAY 441

MAP KEYED TO
DISCUSSION OF PROPOSED
PROPERTY IMPROVEMENTS

A SURVEY, ANALYSIS AND RECOMMENDATION
PREPARED FOR
CIVIC IMPROVEMENT AND DEVELOPMENT
OF
MADISON, GEORGIA

LANDSCAPE ARCHITECTURE 702 CLASS — WINTER QUARTER 1964
LANDSCAPE ARCHITECTURE DEPARTMENT
UNIVERSITY OF GEORGIA
ATHENS, GEORGIA

COUNTY JAIL
MADISON, GEORGIA
BY D. PLEDGER

III. HISTORICAL MADISON

PLATE 19

Today's settlers of Madison and Morgan County must come to grips with the problems of today with an eye toward the new demands of tomorrow. But, as the foregoing pages clearly illustrate, the influence of the early settlers is still felt--and rightly so. Any attempt to preserve what they created is best founded on an understanding of who they were and how they lived. It seems appropriate, therefore, to take a closer look at the original Madisonians, the times they lived in, and the homes they built for their families.

The early settlers of Madison and Morgan County made an unusually quick transition from log cabins to beautiful plantation residences. By the time Morgan County was settled (its boundaries were fixed in 1807), the cotton gin had spurred the growing of cotton to a scale previously unknown anywhere in the world, and it had already been determined that the soil and climate of this Piedmont region were better suited to growing cotton than in any other part of Georgia.

Settlers flocked to Morgan County from older cotton-growing counties. They acquired wealth in a remarkably short time, when cotton was king and Georgia was the Empire State of the South. Many of the gentlemen planters also brought with them a rich cultural heritage, and set about establishing five educational institutions in and around the county, including a college for women founded in 1849 and located in Madison.

Madisonians, already blessed with a favorable soil and climate, and an unprecedented demand for cotton, their dominant crop, were also fortunate in being among the first in Georgia to be served by a railroad. In the late 1830's, 24 years after it became incorporated as a city (named after our fourth president), Madison was connected by rail with Augusta, Athens, Charleston, S.C., and points beyond. It became a fashionable center whose citizens enjoyed advantages and pleasures rarely afforded by an American community in the first half of the 19th century.

These citizens expressed their affluence and good taste in gracious homes. Many of them survive today because Joshua Hill, a distinguished resident of Madison, is credited with making a personal appeal to General Sherman that the town be spared. Unfortunately, five years later in 1869, fire destroyed the central business portion of Madison so that few early buildings are found in the neighborhood of the post office square today.

An adaptation of the classic Greek temple became the accepted form of building for the plantation and town residence. From 1820 to 1861, this Greek Revival style came nearest to any of becoming the official architectural style of the eastern United States. Simple Greek archetypes were used rather than the more florid Roman orders of architecture which Thomas Jefferson had introduced in the late 18th Century.

The tendency was toward building large, monumental, imposing structures. Although the ponderousness of this new style was more appropriate for public buildings (for example, the Madison Baptist Church, built in 1858), its grandeur soon won it a place in residential architecture.

A distinct style of garden developed in the Piedmont section of the South as an accompaniment to the Greek Revival residence. The formality of the residence dictated the development of a formal boxwood garden in the front yard and to the sides of these homes. Informal gardens were then the fashion in Europe, and this formal type of landscaping was not duplicated anywhere else in the world at the time.

These gardens consisted of a series of boxwood-bordered flower beds separated by sand or brick walks, and enclosed by a white picket fence. Groupings of shrubs and native trees provided the setting for both house and garden. The kitchen, smoke house, servants' quarters, vegetable gardens, orchard, scuppernong arbor, and other functional buildings and areas were located at the rear of the residence.

Paralleling the Greek Revival movement in building was the Romantic influence, which explains why some of the extant early houses do not have large-scale white columns. The Romantic influence is evident in Bonar Hall, an impressive red brick Georgian style structure; the McHenry and Mason Houses; and Boxwood Hall with its delicate latticework porches.

Among the typical existing examples of Greek Revival residences are the Oaks Plantation, Hilltop House, the Felix Martin-Baldwin House, Manley House, Carter-Newton House, and the Hill-Turnell House. Of particular interest are two distinguished specimens of a variation of the two-story mansion--the Greek Revival cottage--as exemplified by the Harris-Billups-Van Buskirk House and the Tipton House.

Some of the earliest surviving examples of plantation residences are Green Oaks Plantation on the Monticello Road, built 1815 to 1827; Thurlston, built in 1817; the Stokes-McHenry House, 1820; and Honeymoon

House, 1820. A former stage coach inn, now occupied by the Vason family, is said to be the oldest residence in Madison.

Boxwood Hall provides an excellent surviving example of a typical boxwood garden in the Piedmont section of Georgia. Designed in 1851, it consists of two boxwood parterres--one facing the East facade, and one facing the West facade--forming a setting for this majestic three-story town house.

The following section lists and briefly describes the houses in Madison which are of historical interest and at least one hundred years old. Since it is often difficult to document the exact construction date of buildings, some of the houses listed may not actually have been built before 1864, while others may have inadvertently been omitted.

Historic Buildings

1. Jeptha Vining Harris House. Built by General Harris, an officer in in the War of 1812 and an early Trustee of the University of Georgia, it was later occupied by Colonel Billups and is now owned by Dr. and Mrs. Van Buskirk.

2. Tipton House. Built by Colonel Billups for one of his daughters, it is considered one of the finest Greek Revival cottages in the South. It is now owned by Mrs. Kay Tipton, and is believed to have been built about 1837.

3. Hilltop. Home of Mrs. E. R. Lambert, Sr., this two-story Greek Revival house was built in 1838. It has a small portico with six Doric fluted columns, and a doorway decorated with side lights and heavy lintels. Additions have been made on the side and rear.

4. Gibbs-Martin House. It is considered one of the finest examples of classic architecture in Georgia. Alexander Stephens' secretary, Mr. Baldwin, lived here, and his family occupied the house for many years.

5. Site of Old Rebecca Latimer Felton House. First woman U. S. senator, lived here while attending the Madison Methodist College where her husband-to-be taught.

6. County Jail. Interesting architecturally, it is still used for its original purpose.

7. The Madisonian Newspaper Offices. Site of printshop where William Tappan Thompson, one of the South's early humorists, wrote Major Jones' Courtship and printed it serially in the Southern Miscellany, one of the better early Georgia newspapers. It was founded in 1840 and has operated continuously since that time. The name was changed to The Madisonian by a Federalist-minded editor in the late 1880's.

8. Oliver Porter House. The first Oliver Porter to live here came to Madison from Connecticut. His son, of the same name, was a Confederate soldier and founded the Bibb Manufacturing Company.

9. Atkinson House. Believed to have been built by Schumaker, who also designed Bonar Hall (see # 42), it is one of the oldest in Madison, having been completed by 1815. The Victorian facade was added at a later date.

10. Blacksmith Shop.

11. Livery Stables.

12. First Baptist Church. This is the oldest church in Madison, built sometime prior to 1830. Now serving the Negro community, this was once the white Baptist Church which originally stood on another site.

13. Cemetery. Many famous citizens of Morgan County are buried here. There is a Confederate cemetery located just across the railroad.

14. Site of The Old Academy. Here stood the house in which Alexander Stephens taught as a young man at the start of a career which led eventually to his being elected vice president of the Confederacy.

15. Floyd-Foster House. First owned by Stewart and Sara Fannin Floyd in the very early 1800's. Starting around the midpoint of the 19th century, extensions were added making the present-day house one of the largest in Madison. The house is now owned and occupied by Mr. and Mrs. Joe R. Cunningham. (The house is erroneously labled "The Arnold Home" on Plate 19.)

16. Boat House. Originally built to look like a boat, the front has now been remodelled but the back still retains the original design. Mr. Axon, father of the first Mrs. Woodrow Wilson, once kept a schoolhouse here. The house is now owned by Mrs. Charles Furlow.

17. Barrow House. One of the oldest houses in Madison, built by Professor Cyrus Barrow in the early 1800's, the house was used as a private school for many years. This is an example of the early "raised" cottage.

18. Manley House. Built in 1838 for Dr. Elijah E. Jones, prime founder of Madison's famous old Georgia Female College, the house was originally located in the center of the block, but was moved intact to its present site about 50 years ago. This house is beautifully furnished with many fine heirlooms, and is now the residence of Mrs. W. F. Manley.

19. Madison Methodist Church. The fourth building used by local Methodists, it was erected in 1914. Land was allotted for the first building in 1827 on a site at Shaw's Hill. The Episcopal church was the second building used.

20. Dixie Apartments. Here Alexander Stephens met and wooed his lovely sweetheart, Sarah Allen. She later died and he never married. In 1861, the Panola Guards left from this house to take their places at the front in the Civil War.

21. Baptist Church. This red brick building was built by slaves from the plantation of John Byne Walker, famous Madison citizen who built Bonar Hall. Each brick bears the imprint of his name. The church has fine windows and an interesting slave gallery. The stylized Corinthian capitals on the large white columns at the entrance lend distinction to this fine example of Greek Revival architecture.

22. Presbyterian Church. The church was founded in 1821 and the present building of classic adaptation design was completed in 1842. It is valuable for its beautiful Tiffany windows and old slave gallery. The Reverend Mr. Axon, father of the first Mrs. Woodrow Wilson, preached here.

23. Foster-Turnbull House. Built around 1830 by Nathaniel Foster, this house was originally located on the site of the Morgan County Foundation building. It is now owned by Mr. and Mrs. Horace Truitt.

24. Uncle Remus Library. Originally the old grammar school, it was restored by the Morgan County Foundation in 1957.

25. Old Georgia Female College. This cottage is all that remains of the famous old Georgia Female College, which was razed in the great fire of 1869. This building was originally the Art Department of the College and was built in 1849.

26. Boxwood. Built about 1850 by Mr. and Mrs. Wildes Kolb, this handsome old home is an early example of a "pre-fabricated" house as the timbers were cut to size and brought from Augusta. It is interesting for having two different facades--Victorian on one side and Greek Revival on the other. Now the home of Miss Kittie Newton, it has a beautiful Victorian parlor with all the original furnishings still intact. The old kitchen also has been preserved. The third story of the house was used as the ballroom. The charming Boxwood gardens around the house have been kept as they were originally laid out when the house was built.

27. Episcopal Church. Built 1840 as a Methodist church and restored in 1963 by the Episcopalians along Colonial lines, the interior was designed by the late Thomas Little. The original Episcopal church, considered an architectural gem and located near the cemetery, was razed during the depression years.

28. Racetrack. Racing was once a popular sport in Madison. The race track was built around 1809.

29. C. R. Mason House. Constructed in 1850, it retains the original Boxwood garden. On the grounds is one of the finest collections of Azaleas and Camellias in this part of Georgia. The house is beautifully furnished in early Victorian.

30. Stokes-McHenry House. Now the residence of Mrs. Daniel Hicky and Mrs. John Shinholser, this house was built by Judge William Sanders Stokes in 1820 and only his descendants have lived in it. It is noted for its handsome rosewood, old manuscripts, and first editions. The house also contains many fine old paintings and tapestries.

31. Kindergarten. This house is reputed to have housed the first kindergarten in the United States which was run by a Mrs. Cooke. It is now the home of Mrs. Charles Sanders.

32. Hill House. Now the residence of Mr. and Mrs. Robert Turnell, this antebellum house is famous for being the one-time home of Senator Joshua Hill, the man who saved Madison from Sherman's approaching army by meeting the general in Atlanta and pleading with him not to burn the lovely little town.

33. Peacock House. This was the town house of Edmund B. Walker, great grandfather of Miss Kittie Walker.

34. Fitzpatrick House. Owned by Mrs. Henry Fitzpatrick and formerly known as the old Porter-Wade-Mustin House. It was built prior to 1860, and contains handsome Oriental rugs and screens.

35. Carter House. Built by Carter Shepherd, the house stands over the foundations of the Old Male Academy. Now the residence of Colonel and Mrs. Edward T. Newton, this typical antebellum home long ago passed the century mark.

36. Vason House. Said to be the oldest house in Madison, it was famous as a stage coach inn in the early 1800's. The gardens and interior of this attractive antebellum home have recently been restored.

37. Godfrey House. Built around 1850, it is now the home of Mr. and Mrs. Lowry W. Hunt.

38. Austin House. In this house once lived a Mr. Austin who was, as a mere boy, a guard at the notorious prison at Andersonville during the Civil War. The house, now owned by Mrs. Bruce Allen, was remodelled several years ago.

39. Trammel House. Residence of Mr. and Mrs. Floyd C. Newton, this beautiful old house built prior to the Civil War has been completely restored and furnished with family heirlooms.

40. Barnett Stokes Cottage. An outstanding example of the early "raised" cottage, this is one of Madison's older homes. A mark made by the sword of a Union soldier can still be seen at the front door. It is owned by Miss Katie Barnett and Mrs. Fannin Stokes.

41. Thurleston. Home of Mrs. J. H. Nicholson, the house was built around 1818 in English gable architecture. It contains a famous collection of antique furniture accumulated by the late Miss Bessie Butler, a former owner.

42. Bonar Hall. This handsome brick manor house was built in the Georgian style (the Victorian facade was added later) by John Byne Walker for his bride, Eliza Fannin. It is surrounded by 100 acres of lawns, gardens and orchards, and has an orangery and an English tea house. This house has silver doorknobs and had, for 100 years, a copper roof, which unfortunately was blown off in a gale. Eliza was very fond of gardens and established fine ones containing many botanical varieties. There is a table at which General Sherman and his officers once dined, and General Slocum was entertained here during those troubled days. The house was used as a hospital for Confederate and Union soldiers, and sorghum syrup for Confederate soldiers was made on the place. Bonar Hall is now owned and occupied by Miss Therese Newton.

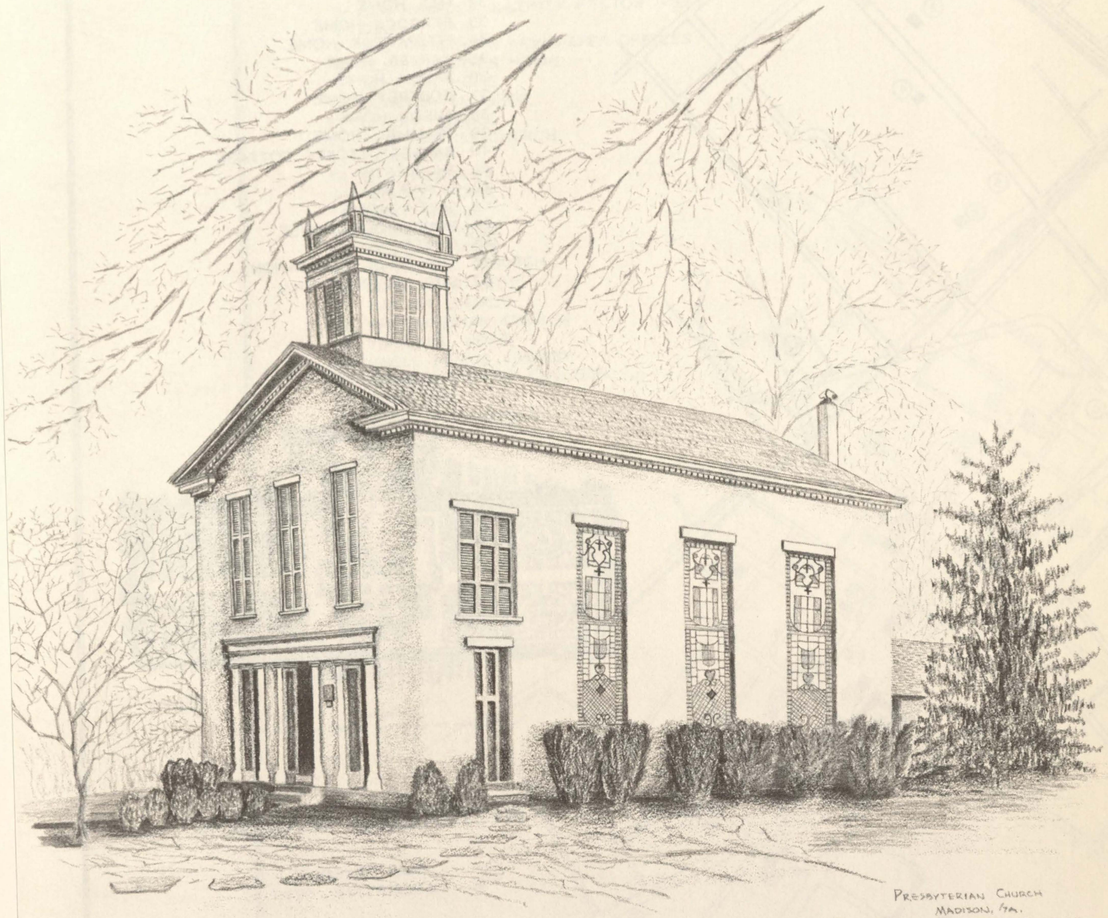
43. Smith House. Now owned by Mr. and Mrs. N. R. Bennett, this house was once lost in a poker game and, in consequence, a Georgia law was passed giving married women title over their property, since the house in question belonged to the wife of the man who lost it. At the time of the Civil War, the man who owned the house sat outside with refreshments for the invading troops in the hopes of avoiding damage to the house. However, considerable damage was done by looters along this road.

44. Honeymoon House. Built in 1827, it is the home of Mr. and Mrs. S. C. Candler and is furnished with many fine old pieces.

45. Greenoaks. Built around 1815 by John Walker, it is now the home of Mr. and Mrs. Henry Green. Greenoaks is a Georgian style plantation house impeccably furnished with a remarkable collection of 18th Century American antiques. The original house built on the plantation by John Walker in 1803 has been restored and furnished as a guest house.

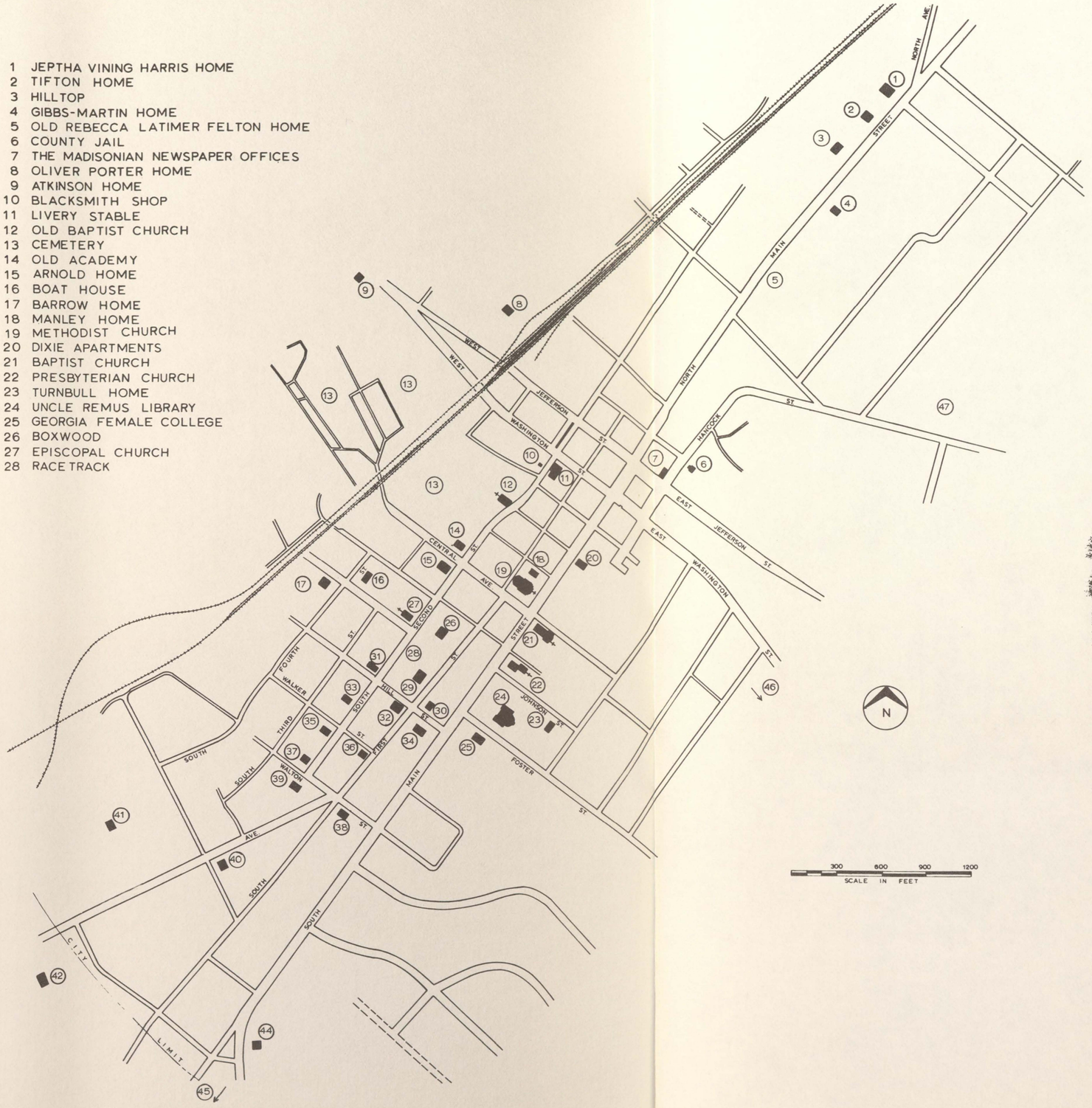
46. Oaks Plantation. Home of Mr. and Mrs. Clarence McIntyre on Bethany road, this outstanding example of classic architecture was built in 1832. During the Civil War it suffered from pillage and spoilation, but it has been beautifully restored and furnished.

47. Site of Snow Hill. The house was built in 1827 by Launcelot Johnson who was granted a patent on a cotton seed huller between 1830 and 1832. He discovered the process of pressing oil from cotton seed, and mixed the oil with white lead to paint his house, roof and all, pure white. It could be seen for miles, and hence the name, Snow Hill. It was destroyed by fire recently.

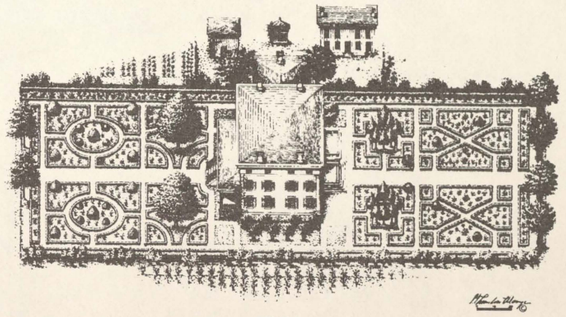


PRESBYTERIAN CHURCH
MADISON, GA.
BY O. PLEPNER

1 JEPTHA VINING HARRIS HOME
2 TIFTON HOME
3 HILLTOP
4 GIBBS-MARTIN HOME
5 OLD REBECCA LATIMER FELTON HOME
6 COUNTY JAIL
7 THE MADISONIAN NEWSPAPER OFFICES
8 OLIVER PORTER HOME
9 ATKINSON HOME
10 BLACKSMITH SHOP
11 LIVERY STABLE
12 OLD BAPTIST CHURCH
13 CEMETERY
14 OLD ACADEMY
15 ARNOLD HOME
16 BOAT HOUSE
17 BARROW HOME
18 MANLEY HOME
19 METHODIST CHURCH
20 DIXIE APARTMENTS
21 BAPTIST CHURCH
22 PRESBYTERIAN CHURCH
23 TURNBULL HOME
24 UNCLE REMUS LIBRARY
25 GEORGIA FEMALE COLLEGE
26 BOXWOOD
27 EPISCOPAL CHURCH
28 RACE TRACK



29 C. R. MASON HOME
30 STOKES-MCHENRY
31 KINDERGARTEN
32 HILL HOME
33 PEACOCK HOME
34 FITZPATRICK HOME
35 CARTER HOME
36 VASON HOME
37 GODFREY HOME
38 AUSTIN HOME
39 TRAMMEL HOME
40 BARNETT STOKES COTTAGE
41 THURLESTON
42 BONAR HALL
43 SMITH HOME
44 HONEYMOON HOUSE
45 GREENOAKS
46 THE OAKS PLANTATION
47 SITE OF SNOW HILL



1851-1863
The twin box gardens of the Kolb-Pou-Newton Place display unusual symmetry in design.

HISTORICAL MADISON

MAP KEYED TO
DESCRIPTIVE TEXT

A SURVEY, ANALYSIS AND RECOMMENDATION
PREPARED FOR
CIVIC IMPROVEMENT AND DEVELOPMENT
OF
MADISON, GEORGIA

LANDSCAPE ARCHITECTURE 702 CLASS — WINTER QUARTER 1964
LANDSCAPE ARCHITECTURE DEPARTMENT
UNIVERSITY OF GEORGIA
ATHENS, GEORGIA

IV. NEXT STEPS

Next Steps

On April 24, a large audience of Madisonians came to hear and see an advance presentation of the results of this study. The recommendations of the study team and the graphic displays were greeted with enthusiasm. One merchant whose business is on the post office square immediately agreed to alter the appearance of his building according to the study team's suggestions, provided the city does its share of sidewalk and street improvements. In a matter of days, several other property owners followed suit.

At the same time, Madison's annual spring dress-up campaign began with many improvements which coincided with report recommendations. The city and private residents have been cleaning up, planting, pulling up tree stumps, and making repairs.

The energy and motivation for beautifying Madison are all around. The problem now is to harness these efforts, turning them into plans for making this report come alive. The question is how to get the recommendations in this study off paper and on the ground.

A large and complicated project like this one cannot be done by isolated individuals, no matter how energetic and willing they may be. It requires the cooperative effort of all, channeled through a central, permanent organization. An organization is needed because implementing the study will require a central switchboard to plan, coordinate, and administrate the carrying out of recommendations, as well as to represent the wide diversity of people and opinions involved in this project.

The Madison Civic Design Foundation

It is suggested that a Madison Civic Design Foundation be formed to do just this. At a minimum, it should have representation from merchants, property owners, the city council, the county commissioners, organized civic clubs, interested citizens, and the press. Since the future of Madison's business district belongs to all its residents, and since all available time, thought, and helping hands are needed, representation on the Foundation should be as broad as possible.

The Foundation should be chartered as a tax-exempt, non-profit organization with the right to receive and dispense funds, and should

adopt objectives and by-laws appropriate to its task. Officers and an executive committee should be elected to conduct its business.

The specific work of the Foundation would fall in the four general areas mentioned previously: planning, coordinating, administrating, and acting as a clearinghouse for facts, opinions, and ideas.

Planning

With the exception of the proposed Post Office Square plan, each block plate in this study is marked as illustrative only and not intended as a working drawing. Although the recommendations can be physically carried out as shown, time limitations did not permit the study team to develop working drawings for the public and private improvements proposed. Nor did time permit plans to be drawn for specific building colors and architectural treatment. Furthermore, the details of these studies, and others, must be geared to the financial ability of the city and property owners who will pay for them.

Planning specific improvements will be the job of the Foundation. The report recommendations must be translated by professional consultants retained by the Foundation into working drawings and plans for individual stores and buildings, and must then be discussed with each property owner. Colors, architectural modifications, public and private signs, and planting schemes for each block and building must be planned with the help of the consultant staff to be in harmony with adjacent buildings and adjacent blocks.

In addition, a priority schedule of improvements must be planned. Such a schedule should take into consideration the location of a block, the readiness of the property owners on that block, and the feasibility of making the needed improvements at that time. It is suggested that the post office square and blocks surrounding it receive first priority since this is the focal point of the business district, and many merchants in this area have already expressed an eagerness to adopt the study recommendations.

Still another planning task for the Foundation will be to work with the Madison Planning Commission to make sure that all suggested street and sidewalk changes (including parking) are in keeping with the city plan, as well as the forthcoming decisions about the location of the U. S. Highway 441 by-pass. This is especially true of costly changes on major streets (widening sidewalks, for example) which should not be undertaken until future traffic pattern changes have been evaluated.

Coordination

The necessity for coordinating design elements and time schedules has already been mentioned. In fact, coordination of one kind or another will be an essential aspect of everything the Foundation undertakes to do. But perhaps its most important coordinating function will be that of coordinating the work of a wide variety of individuals and groups into one cooperative effort.

Not only will there be large numbers of people involved, but diverse professions, interests, government agencies, and private groups are involved as well. The city government should consider improvements on sidewalks, streets, curbs, parking, planting strips, garbage service and litter control, and public signs, to name just a few. Utility companies could make changes in light standards, wiring, or light fixtures. The state highway department is involved in street improvement, and the federal government has jurisdiction over the post office grounds. In addition, the Planning Commission, the Chamber of Commerce, and local clubs have an interest in shaping and supporting decisions as well as carrying some of them out in the form of projects. And of course, many improvements will be the responsibility of property owners and merchants.

The Foundation's job will be to represent the city in dealing with other agencies and organizations, and to weld the efforts of all individuals and groups into one concerted effort for their collective benefit.

Administration

One important administrative task will be to retain and supervise a consultant staff--a landscape architect and possibly a color consultant --needed to make the report's recommendations specific and workable. In addition, in the course of carrying out the study suggestions, other sources of advice might be needed.

Consultation will be available from the Northeast Georgia Area Planning and Development Commission staff regarding the desirability of making major changes on streets and sidewalks. Economic consultant assistance might be needed eventually to determine the advisability of building new structures on vacant land as suggested in some of the block plans in the report.

Financial supervision will be another important administrative task. The Foundation would be responsible for seeking funds from various public and private sources, budgeting them to best advantage, and doing all the necessary bookkeeping and record-keeping involved.

Clearinghouse

The Foundation would be a central repository for facts, plans, publications, and all information about the implementation of the study, and would be responsible for making it available to townspeople as well as interested outsiders. It might be mentioned here that the scale and variety of Madison's particular approach to civic improvement are possibly unique in Georgia and at least rare in the country as a whole. For this reason, the work of the Foundation will be watched with interest by municipalities, civic groups, and professionals throughout the United States and abroad. The job of providing information and progress reports will probably be an important part of the Foundation's work.

The Foundation would also be a clearinghouse for ideas and opinions. It would be a forum where ideas could be expressed and evaluated, and where conflicting opinions could be debated and reconciled.

The Foundation's value as a clearinghouse for ideas would be considerably enhanced if members of its executive committee were to visit other cities undertaking similar civic improvement projects so that they could bring back new ideas and profit from the experiences of others. (For example, the Historic Savannah Foundation has as one of its functions the purchase of historically valuable homes which it resells to private owners on the condition that they will restore and maintain them.)

As work on the report recommendations progresses, the Foundation may want to take on functions which go beyond the limits of this study, such as initiating similar studies for other parts of the city, or working out more ideas for creating shopping and tourist incentives in the city. It might also act as purchasing agent for local merchants by buying paints and building materials for suggested improvements in large lots at reduced prices, assuming this kind of function does not conflict with its charter.

Organizing the Foundation

Careful planning will be needed to establish a Foundation which can carry out these tasks efficiently and well. It is suggested that the mayor appoint a temporary committee of five, including himself, two representatives from the Chamber of Commerce, and two representatives from the Stay and See Committee.

This small working group, or steering committee, would in itself represent a cross-section of Madison's citizens most vitally concerned with the Foundation's work--merchants, commercial property owners and residents

who have shown their active interest in tourism and civic appearance, as well as all voters in Madison.

The committee would be responsible for setting up the composition and administrative details of the Foundation's operation, establishing the Foundation's charter and presenting the results of their work to the citizens of Madison. This should be done with local legal assistance. The committee would automatically be dissolved when it had completed its work.

V. APPENDIX

Visual Survey Questionnaire

Following is a condensed version of a questionnaire originated by the Southeastern Chapter of the American Institute of Planners. An expanded, more technical version was used as a guide by the study team in its analysis of Madison.

First Impressions

1) What is the character and use of this area?

2) What do you like in the area? Why?

3) What do you dislike in the area? Why?

4) What description comes first to your mind--what word or phrase symbolizes Madison for you?

5) How would you broadly describe Madison in a physical sense?

6) Do you have any particular feelings about various parts of Madison?

7) What small or large features of Madison do you think are most distinctive?

General Description

1) What is the general condition and age of the structures?

2) Describe any particularly attractive or unattractive streets.

3) What is the topography of the area?

4) Are there any unusual natural features or scenic areas which are undeveloped or to be developed?

5) Are there any lookout points or significant views?

6) Are there any scenic routes?

Man-made Features

1) Are the structures mostly uniform in bulk?

2) What is the range of stories? The average number of stories?

3) Do the man-made features blend into the natural setting?

4) Is the predominant texture derived from the natural or man-made features?

5) What is the predominant color (or lack of color)?

6) What are the predominant materials used in houses? industrial buildings? commercial buildings? other buildings? roads? sidewalks?

7) What are the focal points of the area?

Landscaping

1) Comment on landscaping of open green areas.

2) Comment on landscaping of playgrounds.

3) What is your overall impression of the size and condition of private yards?

4) What is the size and age of trees on the sides of the streets?

5) What is the size and age of the trees in most of the yards?

6) Are there any special landscaping features, such as unusual lawns, shrubs, or arrangements of trees?

Circulation Facilities

1) Describe street patterns, street landscaping, and parking.

2) Describe boulevards, main roads, expressways, rail routes, rivers, and intersections.

3) Comment on sidewalks and curbing.

4) Comment on street furniture and advertisements, such as utility poles, lamp posts, traffic lights and signs, street signs, commercial signs, billboards, telephone booths.

5) Describe any paved open spaces and plazas.

Significant Structures and Art Work

1) Comment on any significant buildings or building groups of architectural interest, such as municipal offices, churches, schools, libraries, post offices, centers of social life.

2) Comment on any buildings of historic interest.

3) Comment on any monument, public sculpture, or other art work.

4) Comment on the setting of significant structures or art work.

5) Comment on significant structures which contrast with the rest of the area.

Summary

1) Comment on overall impressions upon entering the area.

2) Comment on overall impressions from driving through the area.

3) Comment on overall impressions from walking through the area.

4) Comment on skylines, landmarks, lookout places, vistas, panoramas.

5) What are the significant visual assets?

6) What are the significant visual liabilities?

7) Locate areas where conservation is the objective--where preventive maintenance and programs to prevent ugliness are needed.

8) Locate areas where rehabilitation is the objective--where repair, beautification, and restoration are needed.

9) Locate areas where improvement is the objective--where new development is needed on open or cleared land.

10) Locate areas where clearance is the objective--where dilapidated structures should be bought and cleared, or land cleared.

C R E D I T S

Block plates, related analyses and recommendations	
Plates 14, 15, 16, and 17	Walter Clay Adamson, Jr.
Plates 6 and 7	Thomas L. Black
Plates 5, 8, 9, and 11	Edward C. Martin, Jr.
Plates 18 and 19	Elizabeth Pirie
Plates 4, 10, 12, and 13	Donald B. Pledger
Plates 1, 2, and 3	W. Wayne Williams, III
Front Cover	Donald B. Pledger
Sketches (inside front cover, and as noted on sketches)	Donald B. Pledger
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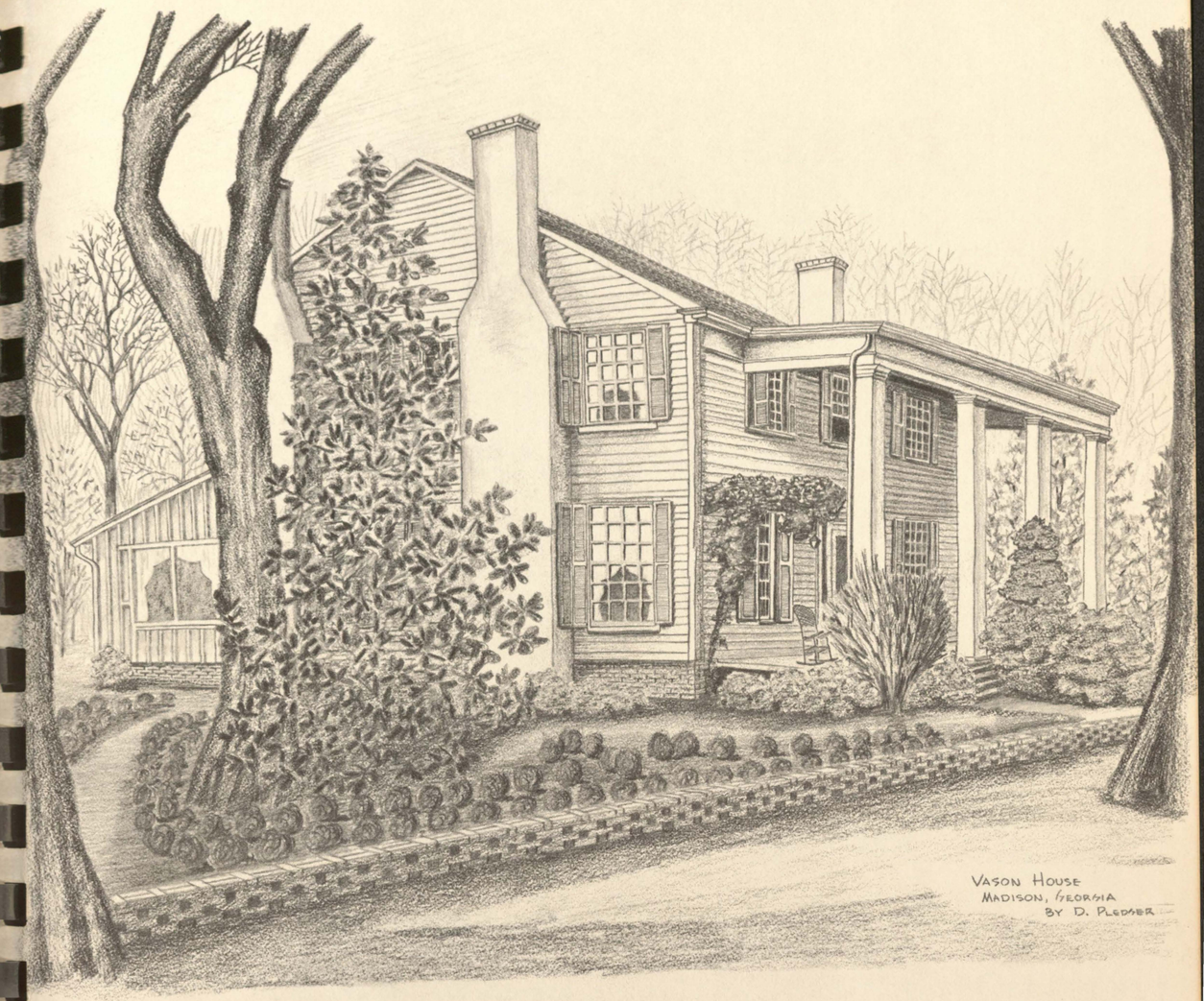
Coordinator of study and report	Burton Sparer
Review and consultation	Hubert B. Owens
Editing	Dorothy Sparer
Secretarial services	Frances Darden

There's a rocking chair on the front porch.

Life moved slowly for the early occupants of Vason House.
Their world was as orderly as their gardens,
and their problems did not extend much further
than their neat brick wall.

Today's resident of Madison--and tomorrow's--
will have to contend with by-passes as well as Boxwoods,
with change as well as charm,
with survival as well as serenity.



TOMORROW

A Report Cooperatively Prepared by the

Department of Landscape Architecture,

University of Georgia

and the

Northeast Georgia Area

Planning and Development Commission

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Athens, Georgia