

M a d i s o n

Madison's Downtown Square Revisited

Senior Project By: M. Kahnle, University of Georgia
School of Environmental Design, Spring Quarter 1998
Instructor: M. Capuano Advisor: Prof. L. Alvarez



Not
In 616

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

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B a c k g r o u n d

The small and charming town of Madison sits among the rolling hills of the pastoral Georgia. It is a historically significant city, which features rare Pre-Antebellum architecture that has survived Sherman's fiery march to Savannah. Madison enjoys the added benefit of being a thriving tourist destination. Many visitors enjoy roaming the brick paved sidewalks of downtown or visiting the nearby homes of Madison's historic neighborhood.

This brings us to the project at hand, which is to evaluate and redesign Madison's downtown square.

The downtown square is the current site of Madison's post office and serves as an anchor to the vitality of the surrounding business that depend on the foot traffic. However, the post office is also located in the only open space of downtown, which historically, has always been the civic gathering space.

These are the conditions and conflicts which need to be explored in order to arrive at a redesign which serves the needs of both the post office and the citizens of Madison.



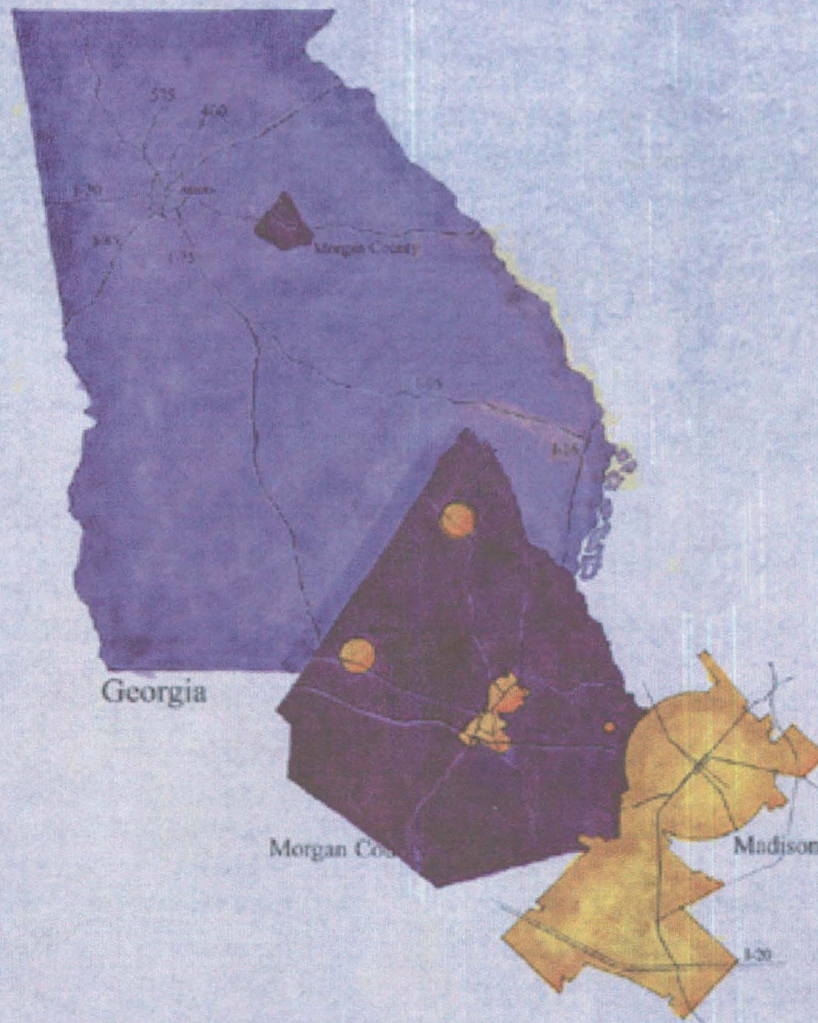
M a d i s o n , G e o r g i a

The town of Madison is located among the rolling hills of Georgia's piedmont region. Madison is the county seat and the largest city in Morgan County. Town is approximately 60 miles east of Atlanta on I-20 and 45 miles south of Athens on GA 441.

The town has enjoyed a surge of growth as a result of Atlanta's growing size as a center of activity, business and culture. With its close proximity to I-20 and Atlanta, many have sought out Madison as a charming setting in which to live.

The draw is the rich character of the town. It is filled with a great number of historic mansions that recall Madison's pivotal role in the cotton trade, a southern tradition. Also, the downtown area is a spectacular and pristine example of small town attention to detail. The oak lined streets, brick paved walks, smiles and hellos all add to the enjoyment of the experience. It recalls memories of what it was like in "the good ol' days."

Site Location Map



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Source: Rand McNally Atlas

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Problem Statement, Goals and Objectives

Problem Statement: Redesign Madison's predominant downtown square. Since the square is the only open space in the downtown area, it requires special attention inkeeping with the historic character to encourage use of the space.

Objective: To enhance the Aesthetic appeal of the Square.

*Goals: Provide a streetscape that relates to the Square's historical features.
Address the site's amenities such as sidewalks ,vegetation, parking, site furnishings, etc.
Utilize the appeal if seasonal color, texture, and form to provide for year-long seasonal interest in plantings.*

Objective: To address pedestrian circulation by encouraging pedestrian access and safety.

*Goals: Include suggestions for safe pedestrian crossings in and around the square.
Identify ways to maximize pedestrian access to the historic sites of Madison.*

Objective: To provide design recommendations which will allow a variety of uses for the town square meeting the needs of both the post office's residents and visitors.

*Goals: Provide suggestions to alleviate conflicts where functional needs cross.
Designate public and postal boundaries.*

H i s t o r i c R e s o u r s e s

Madison is rich in historic resources. The town has a long history, which it has enjoyed since, the days of cotton, before the Civil War. At a time when all that could be seen for miles was cotton, all that could be seen in Madison was the construction of its many mansions.

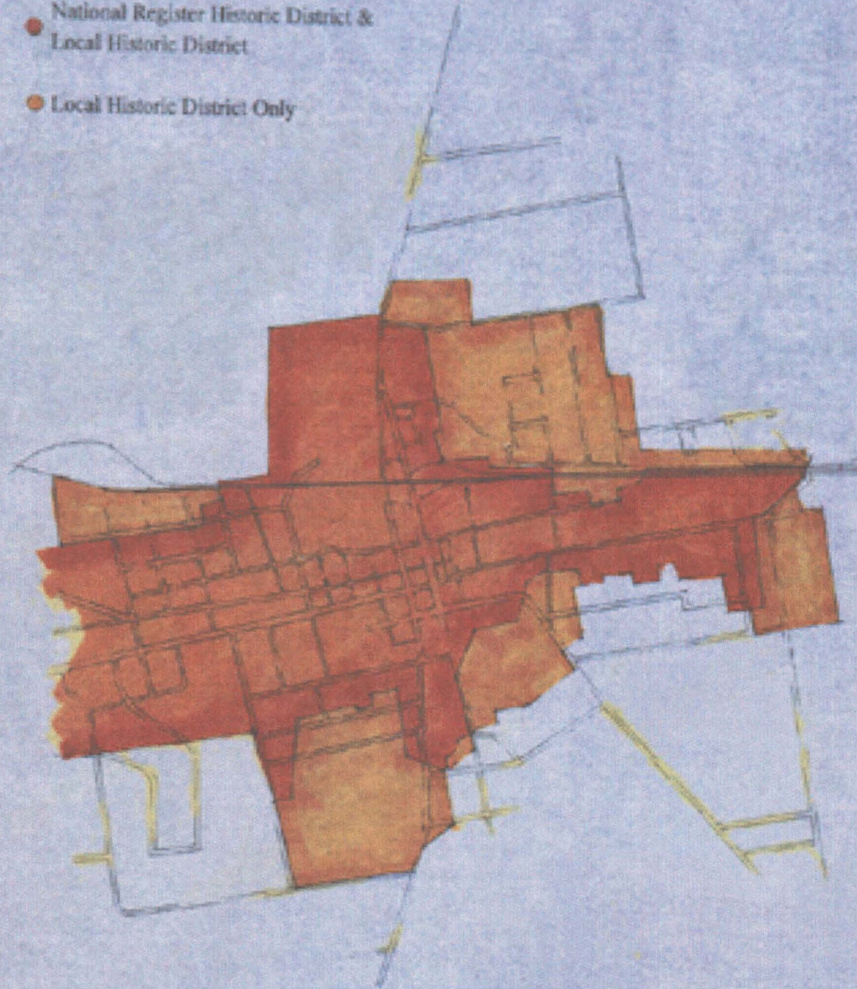
Much of Madison is historically significant. Madison was spared by Sherman on his march to the sea by a gentleman's agreement. He was persuaded to leave Madison unharmed, and this is why a wide and unique architectural history can be enjoyed today.

Madison was the first site in Georgia to be put on the National Registry, with most of the downtown and surrounding neighborhoods remaining safe under this protection. Portions of the town are also state protected under Georgia law.

Historic Resources

Historic Resources

- National Register Historic District & Local Historic District
- Local Historic District Only



Scale: 1"=100'

Source: Madison County Comprehensive Plan

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Senior Project by M. Kahle, University of Georgia
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Instructor: M. Capone Advisor: Prof. E. Alvarez

L a n d U s e

The land use in Madison is typical of any town in this region of Georgia. Interestingly though, but not altogether uncommon, agricultural slated lands still remain in close proximity to Madison's downtown center. This characteristic is an important consideration in determining future development, which could impact the role of the downtown square.

Land Use

Existing Land Use

- High Density Single Family Residential
- Medium Density Single Family Residential
- Low Density Single Family Residential
- Estate Single Family Residential
- High Density Mobile Home Residential
- Medium Density Mobile Home Residential
- Low Density Mobile Home Residential
- Estate Mobile Home Residential
- Multi-Family Residential
- Commercial
- Industrial
- Public/Institutional
- Park/Recreation/Conservation
- Transportation/Communication/Utility
- Agriculture
- Crop Forest
- Undeveloped/Unland



Scale 1"=500'

Source: Madison County Comprehensive Plan

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Senior Project by M. Kuhnle, University of Georgia
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Instructor: M. Cuppen. Advisor: Prof. L. Alvarado

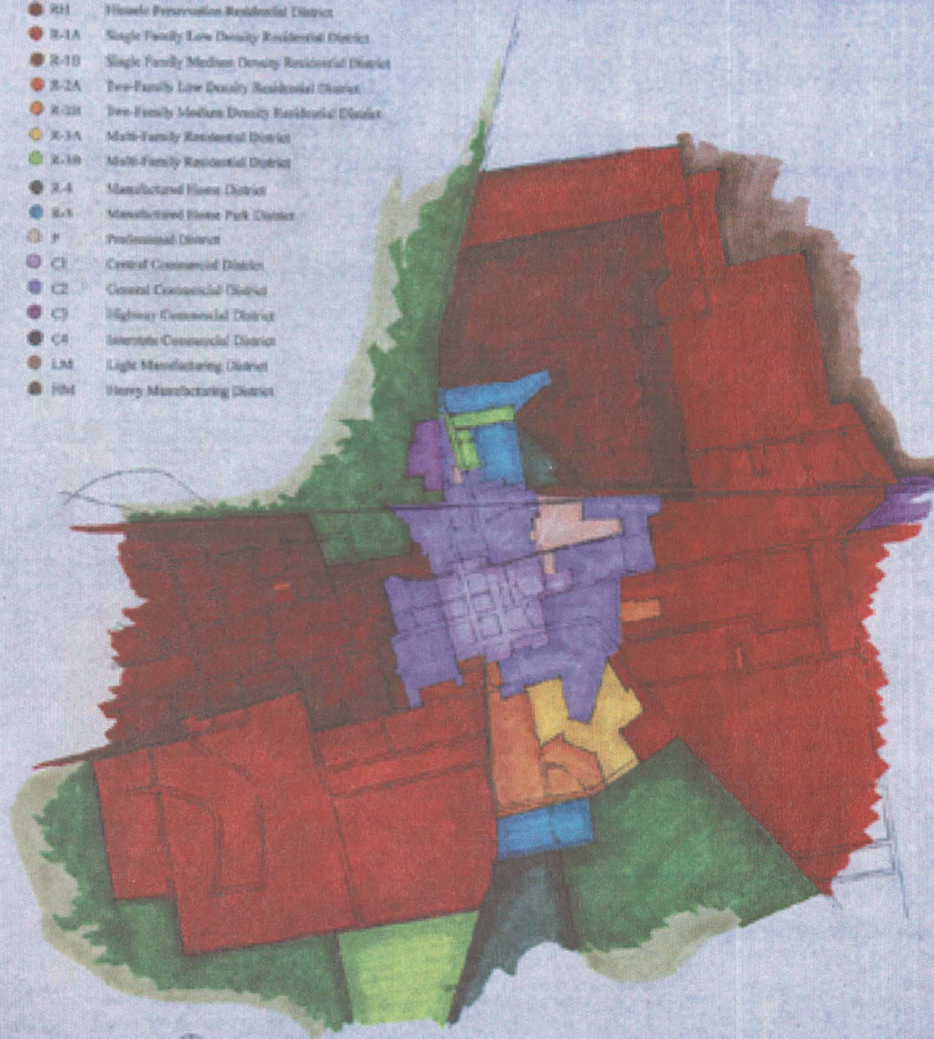
Z o n i n g

Zoning is significant to what changes can be made to the square. The square lies in the center of Madison's central commercial district. This location is of consequence to the survival of the commercial downtown. Since the post office is valuable to draw users into the space, surrounding zoning must be taken into consideration when determining its role, if changes are to be made.

Zoning

Zoning

- A Agricultural District
- RH Historic Preservation Residential District
- R-1A Single Family Low Density Residential District
- R-1B Single Family Medium Density Residential District
- R-2A Two-Family Low Density Residential District
- R-2B Two-Family Medium Density Residential District
- R-3A Multi-Family Residential District
- R-3B Multi-Family Residential District
- M-1 Manufactured Home District
- M-2 Manufactured Home Park District
- P Professional District
- C1 Central Commercial District
- C2 General Commercial District
- C3 Highway Commercial District
- C4 Interstate Commercial District
- LM Light Manufacturing District
- HM Heavy Manufacturing District



Scale: 1"=500'

Source: Madison County Comprehensive Plan

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Senior Project by M. Roberts, University of Georgia
School of Environmental Design, Spring Quarter 1993.
Instructor: M. Coghane Advisor: Prof. L. Alvarez

U s e r A n a l y s i s

In any design, attention to those who are using the space should be taken into account.

The post office is the most obvious user of the square. Its significance is substantial; and the building adds to the quality of the space. The parking lot located on the southern portion of the square, excluded to the employees of the building, detracts from the merits of the block. Also, delivery trucks require a service area to deliver incoming mail and to pick up outgoing parcel, this too is another shortcoming.

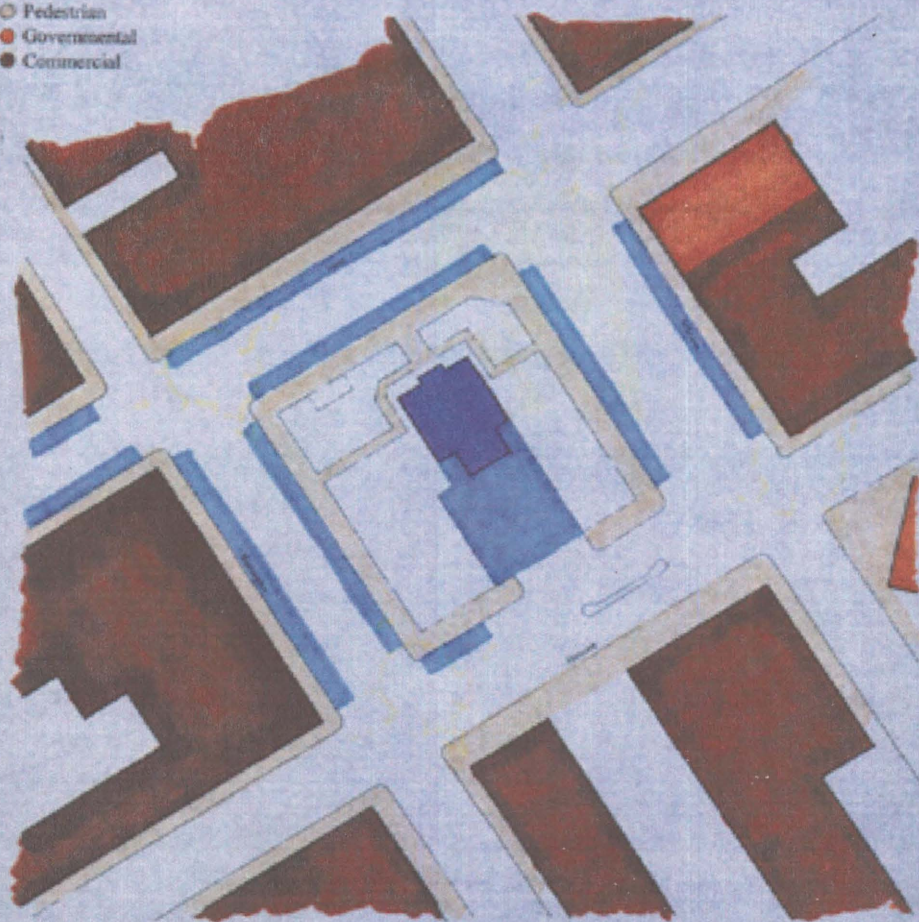
Surrounding the square is parking. Both parallel and angled lots are utilized. It should be noted that no shortage of parking has been observed in the square.

Perhaps most visible to the use of the square is the location of governmental facilities. The post office of course dominates the square itself, but both the Courthouse and Chamber of Commerce are located on the square and both are of architectural significance.

User Analysis

User Analysis

- Parking
- US Post Office
- Pedestrian
- Governmental
- Commercial



Scale 1"=50'

Source: Data gathered through on site observation

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Senior Project by M. KADOL, University of Georgia
School of Environmental Design, Spring Quarter 1998
Instructor: M. Capra, Architect: Prof. J. Alvarez

C i r c u l a t i o n

With a major highway running through town and the square that has a heavy pedestrian use, conflicts are inevitable. Main Street, as it happens to be, is Georgia Highway 441, the northern boundary of the square. Also, Madison's downtown gets a heavy amount of foot traffic from pedestrians. Another factor of the square is the unusually long walking distances from sidewalk to sidewalk, crossing the street.

Special care should be given to solutions that help lessen this deterrence.

Circulation

Circulation

- Pedestrian
- Primary Vehicular
- Secondary Vehicular



Scale 1"=30'

Source: Data gathered through on site observation

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Senior Project by: M. Kibula, University of Georgia
School of Environmental Design, Spring Quarter 1988
Instructor: M. Caputo Advisor: Prof. L. Alvarado

C o m p o s i t e A n a l y s i s

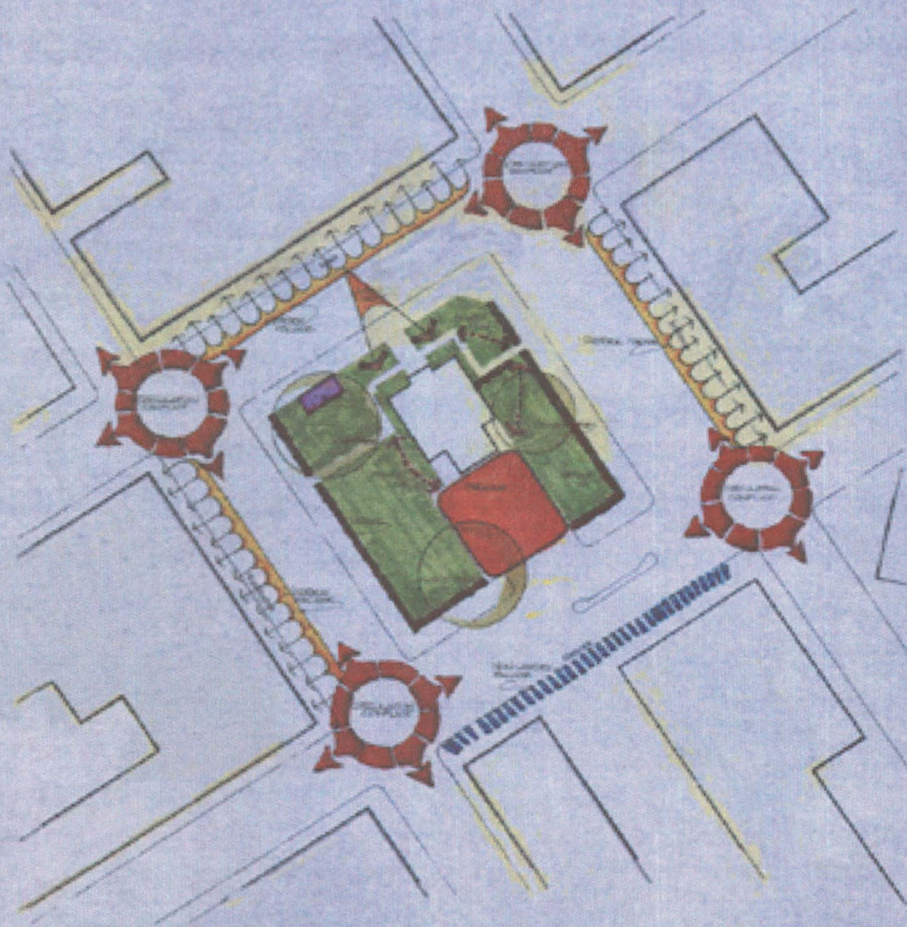
When looking at the square in its entirety, we can derive several conclusions. One of which is that the square is complex and dynamic space. Solutions are neither simple nor easily derived.

Probably the most important issue concerning the square is that of the role it serves to the community. It is the heart of the city and serves as the chief civic gathering space. It is necessary to make it as user friendly as possible; currently it is not. The postal parking lot divides the square making it difficult to create a space of any size. Also, a low hedge surrounds the interior. The hedge makes functional usage and circulation impossible. There is also a shortage of seating. This makes for an uninviting set of conditions.

The square is amply supplied with trees, which are both a pro and a con. They provide shade and are fixtures in the creation of space. However they take up space. And in the case of the square, they take up too much space and some require removal.

Most importantly, is the square's role as a linkage to the various parts of town with the context in which the square sits is invaluable. The scenic facades that surround the square provide visual interest. The Courthouse is the chief focal point of the area and can be utilized as such. As a point of linkage, circulation needs to be addressed to provide flow.

Site Analysis



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C o n c e p t O n e

Simple retrofitting, so little change is done here. The hedge has been removed to provide for better circulation and utility of the spaces within. Some parking has been removed to ease the creation of larger expanses of uninterrupted and more usable area. These areas would be filled with pleasant siting areas for people to relax or eat their lunch in. Extended crosswalks allow for less walking distance when crossing the street.

This concept examines what could be done and what problems could be fixed with the least amount things done. The underlying problem with this concept is that it does very little. It is a very conceptual concept. It is vague, and it is impossible to get good design out of a poorly half-thought whim.

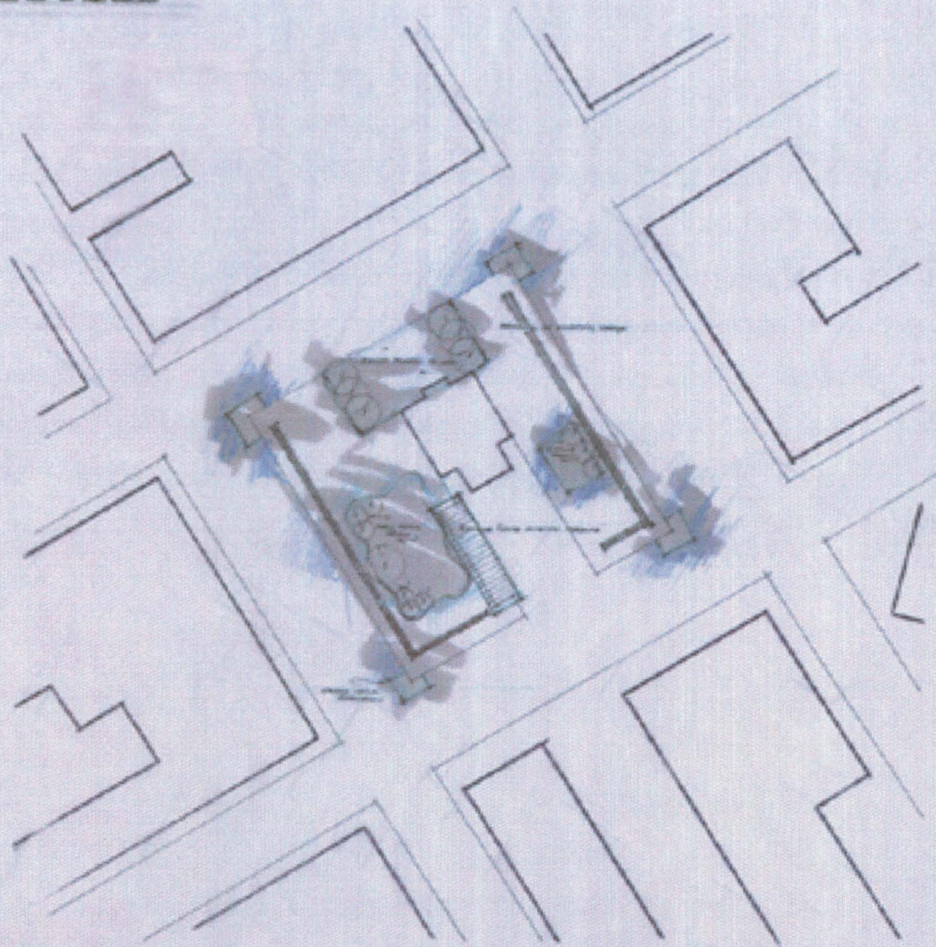
Concept 1

PROS

- EXISTING ADJACENCY
- EXISTING TAILOR
- EXISTING SPACE
- LONG TERM PROPERTIES
- EXISTING TAILOR
- EXISTING TAILOR
- EXISTING TAILOR

CONS

- TAILOR WITH A CHAIR
- EXISTING TAILOR
- EXISTING TAILOR
- EXISTING TAILOR
- EXISTING TAILOR



M a d i s o n

C o n c e p t T w o

The second concept has much of the same shortcomings as the one proceeding. This concept calls for every thing that the first concept attempted. However, this was an attempt to take a more moderate approach to the design with the creation of a brick paved plaza to the rear of the post office. Also, a forecourt to the entrance was suggested. This concept is guilty of the identical problem as the prior concept: a poorly guided approach that in the end would be as problematic as existing conditions.

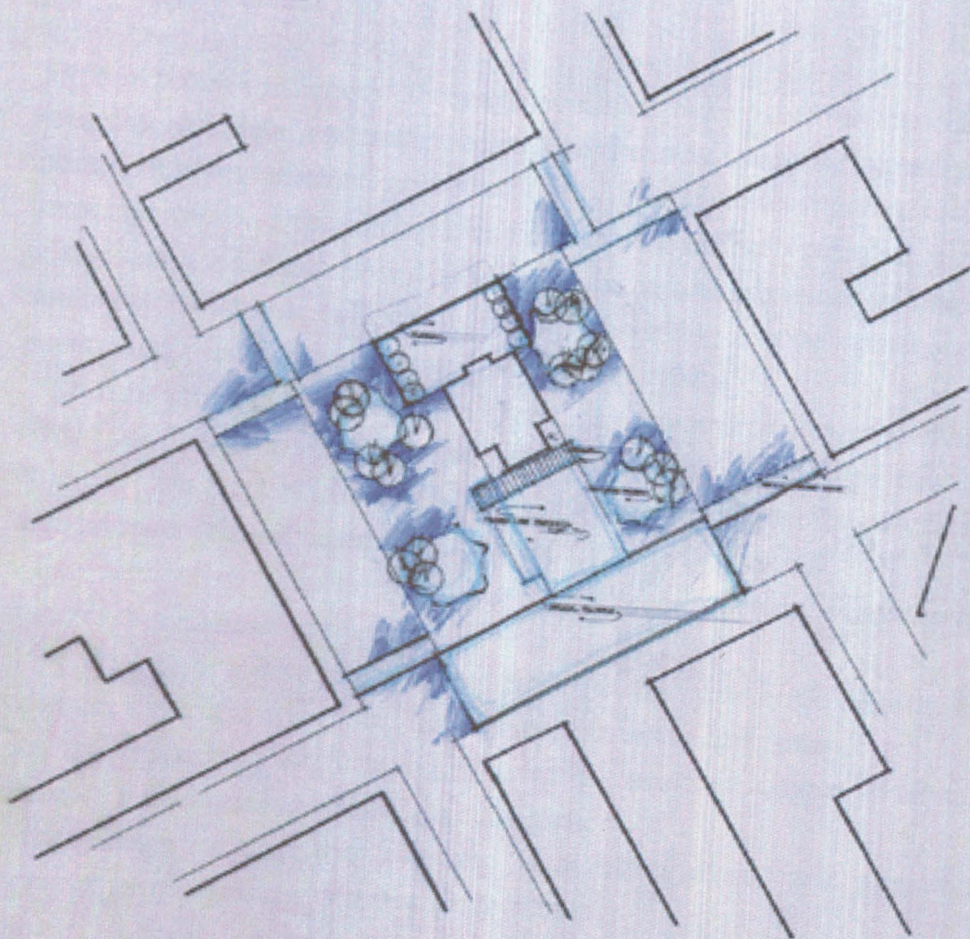
Concept 2

PRO'S

- BALANCE ACHIEVED
- SPACE EFFICIENT
- IMAGE STRONG
- CIRCULATION FLOW DEFINED
- FLEXIBLE LAYOUT

CON'S

- DENSE COMPLEX
- CONCENTRATION OF MASS PERCEIVED



Madison

C o n c e p t T h r e e

Ground breaking. Concept three was to be the radical and the inconceivable; the complete and entire removal of the post office: to reconfigure utterly, the organization and functioning of the town's primary civic gathering space. This concept was not as weak as the two before it, not to say that it is without flaw. The removal of the building would allow for complete freedom and flexibility. Instead of working around conditions it would create its own conditions. This solution is bold.

The flaw with its approach is justifying the removal of the post office. Historically, there is precedent for this in the original courthouse square. However, the post office has been on this site since 1914. So it's been around for a while. The argument for removal decreases.

The post office is also an anchor for the surrounding businesses. Argument decreases again.

The final blow is that the building itself can be considered historically relevant. Now, the argument for removal goes away completely.

In the meantime, which concept is to be used or adapted? None; instead, a new concept had to be conceived.

This brings us past the inventory, past the analysis, and past the conceptual thought and into the project itself...

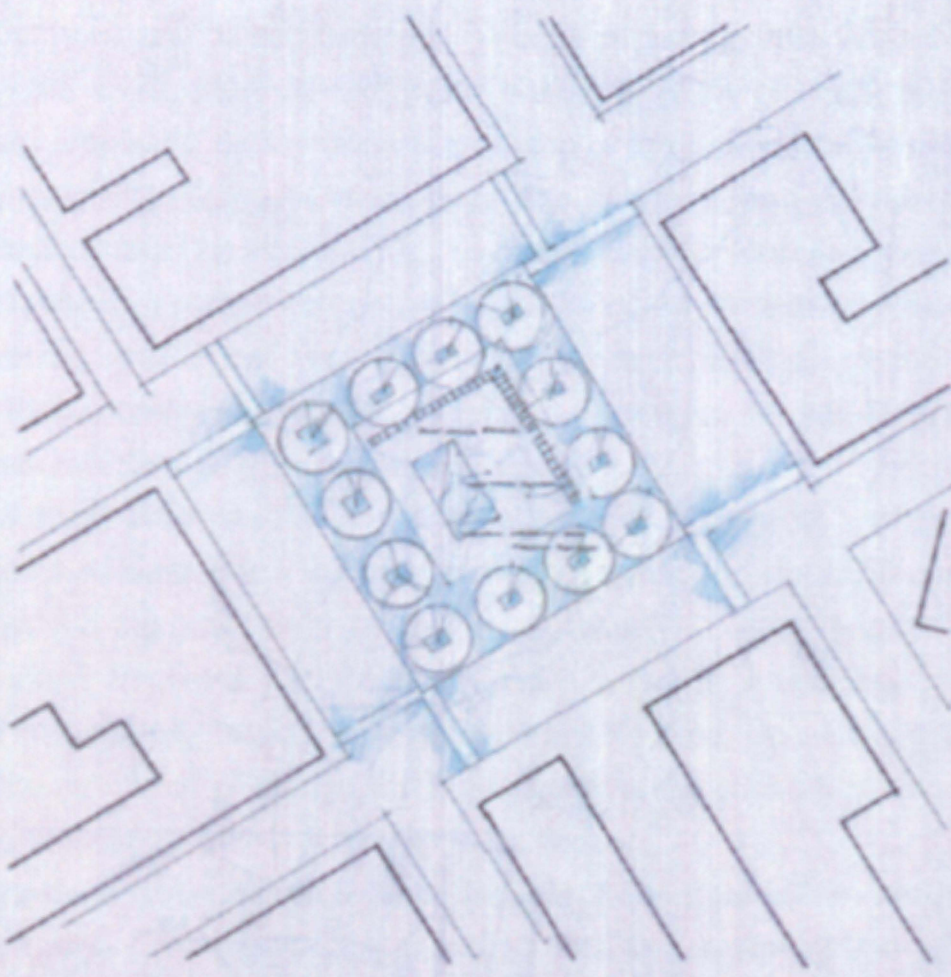
Concept 3

PRO'S

- Culture "Space"
- High quality, high-end architecture
- High-end, high-end architecture
- High-end, high-end architecture
- High-end, high-end architecture

CON'S

- High-end, high-end architecture
- High-end, high-end architecture
- High-end, high-end architecture
- High-end, high-end architecture
- High-end, high-end architecture



Madison

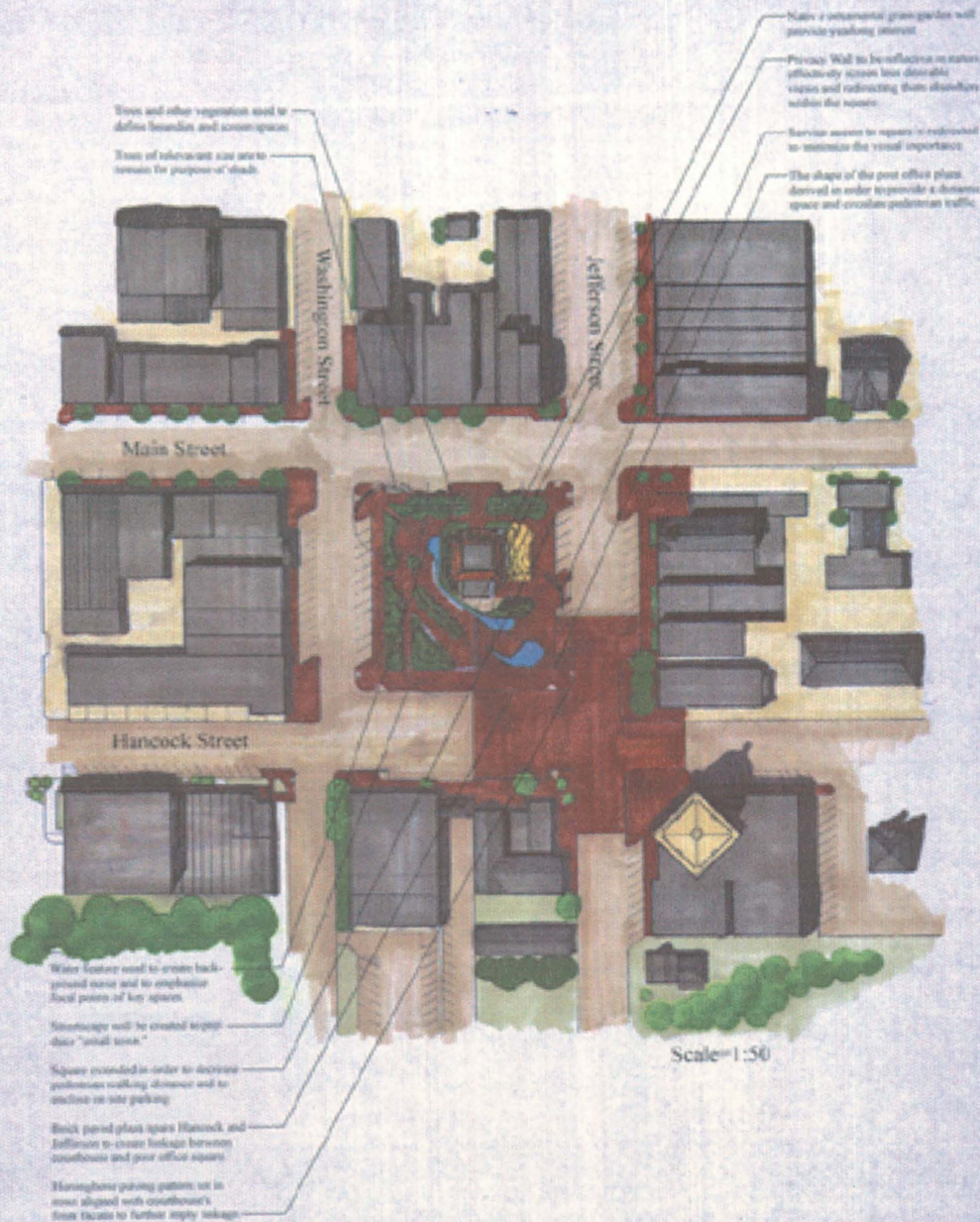
M a s t e r P l a n

This is the culmination of divergence from its predecessor. This is a dynamic solution to a mundane and banal problem. This design begins with a dialogue. The two most important buildings must be a unit, linked together. The creation of a brick paved court does this. The front steps of the courthouse connect to the backdoor of the post office. However, this linkage puts unwanted emphasis on the service entrance of the post office. In order for this to work, it is necessary to redirect the access to the service entrance from the rear to the side and away from the spatially important linking court. To further redirect attention away from this eyesore, a barrier that is reflective nature screens and simultaneously creates the illusion of a larger, more expansive space. And if that weren't enough, a water feature, on the corner opposite the courthouse, further creates a meshing of spaces. These are the solutions that sew together the most predominant icons of the square

Different solutions were needed to solve the issue of circulation. Standing on the corner, the eye is led from the fountain to a water feature/planter that lies ahead. The implication is to direct the pedestrian into the main plaza area of the square. The water feature leads and disappears around the corner to create visual interest and a sense of succession and continuation. This plaza space immediately leads into a rapidly bending area, accelerating the pedestrian either out through the far corner or around the front façade of the post office, depositing them there, or leading them then on to the Chamber of Commerce.

Some emphasis is given to the eastern façade of the post office, which might otherwise be neglected. A Native Ornamental Grass Garden acts as a subtle symbol alluding to the agrarian past of Madison and provides for year long seasonal interest with a minimum of maintenance.

Master Plan



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P l a n t i n g P l a n

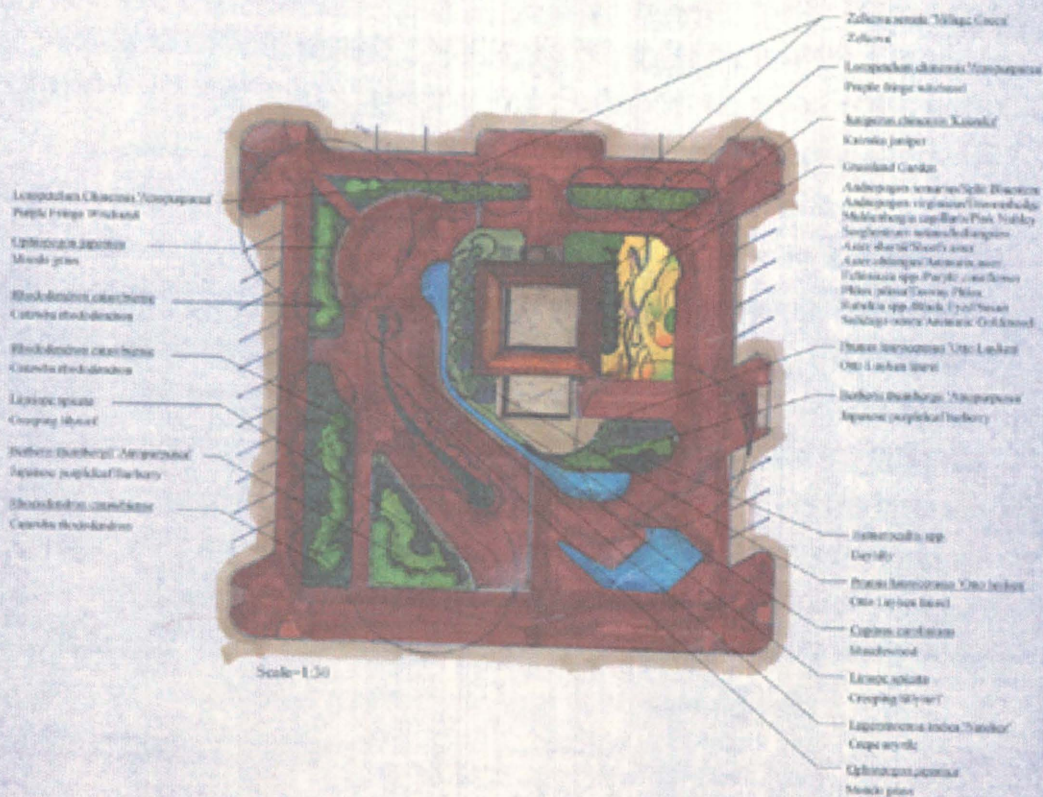
The planting plan for the square is uncomplicated, pure in its simplicity, and otherwise harmonious in its effect. The overriding theme for the plant palette is that of seasonal interest. The plants provide this in a number of ways including texture, form, fall color, bloom, etc.

Throughout the composition there is a subtle purple and yellow (contrasting color) combination that manifests itself in multiple ways. These two colors are the most common in fall, and often a yellow blooming plant is set against a purple leafed variety of shrub.

Also, a variety of textures have been used from the very fine texture of ornamental grass to the semi-course texture of an evergreen shrub.

Form too, is very important in this composition due to the high number of deciduous trees. Varieties have been chosen to give peak interest even in the coldest months of winter.

Planting Plan



Madison

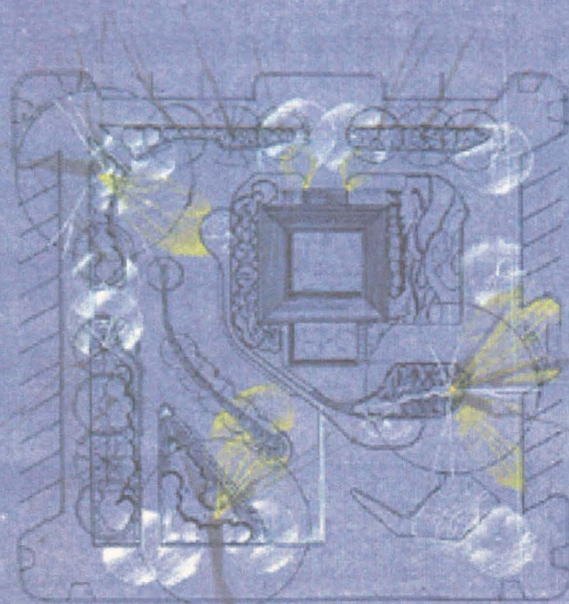
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Instructor: M. Capshaw Advisor: Prof. R. Alvarado

N i g h t L i g h t i n g P l a n

The night lighting plan is used to serve many purposes. First, the lighting extends the period that the plaza can be used. This adds the benefit of lengthening the business hours of restaurants and pubs providing a drawing force for tourists and enhancing the nightlife. Secondly, the brighter square ensures added security for everyone who uses it at night. Just a little extra exposure from these light sources can often be enough of a deterrent to send the criminal element elsewhere. Thirdly, the uplit plants, with their unique forms, will provide for a striking nighttime element and show dramatic shadow patterns. And lastly, the lamps specified for installation are traditional in style. With a non-traditional spatial arrangement for the square's plaza, it is important to have some consistent element that contributes to a cohesive design. Also these elements further produce a traditional streetscape that is in keeping with the historic atmosphere of Madison.

Lighting Plan



Madison

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DESIGNED BY: M. KAHN, UNIVERSITY OF CALIFORNIA
SCHOOL OF ENVIRONMENTAL DESIGN, SPRING QUARTER 1998
EXHIBITOR: M. CAPONE, ASSISTANT PROF. J. ALVAREZ

V i g n e t t e s . . .

The front façade changes are subtle. The curb has been bumped out, taking over two parking places. Doing this helps signify that this area is different. The entrance to the post office deserves and requires some special attention in order to imply significance. Notice the grass garden to the left and the hints of a plaza to the right.

From this vantage, one can see the front, side and some of the back of the post office plaza, so that plaza is fully defined. Several entrances lead in and several exits lead you out. It acts like a transportation hub, where you enter in, you are gathered, and the redirected elsewhere. This area can serve a multitude of purposes, from solitary retreat to a stage where the high school band can play, entertaining local onlookers.

Vignettes



Post Office Front Facade

View from Main Street looking at front facade of the post office. Attention has been given to the entryway with the removal of parking places and the addition of plaza space. Note also the plaza to the right which becomes the new Post Office Square Plaza, and the Grassland Garden to the left.



West Facade of Post Office

View from corner of Main and Washington Streets. This view shows the expansive Post Office Plaza. This space is brick paved with ample seating for civic functions. A water feature has been placed to provide interest to pedestrians using the space.

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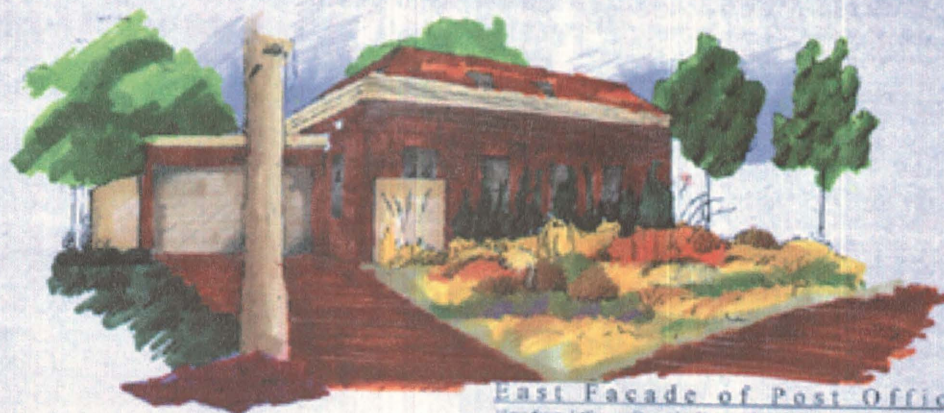
*Senior Project by M. Kuhnle, University of Georgia
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S o m e M o r e V i g n e t t e s . . .

The east façade is the location of the Grass Garden. Also notice the truck entrance has been rearranged. It formerly opened to the south but has been reoriented so that it no longer is conflicting with the courthouse plaza. Here too is the reflective screen. Never formally specified, the screen could consist of enameled steel or polished stone, the purpose is to redirect attention back on the plaza.

The view from the post office's rear façade has changed substantially. The reflective screen is in full view working to misdirect passers-by. From this view you can get your first indication of what the plaza space is like. The parking has been removed and replaced by a brick paved plaza. Plant materials sit in their planters while the water feature attracts attention and curiosity, playfully babbling producing white noise to mask the sounds of passing traffic.

Vignettes



East Facade of Post Office

View from Jefferson Street looking at the east facade of the post office. View depicts the new Grantland Garden, a symbol of Madison's agrarian past. This also shows the new service arrangement which has been relocated and is being screened by a reflected wall.



Rear Facade of Post Office

View looking from Hancock Street looking at the rear facade of the post office. Here, the service entry has been relocated to Jefferson Street. Also the Courthouse Plaza space is shown as a linkage between the courthouse and the post office square. The reflective screen is also shown.

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*Senior Professor by M. Kuhnle, University of Georgia
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B e f o r e a n d A f t e r . . .



More Before and After...



Even More, Before and After...



And Yet Even More, Before and After...



D e t a i l s

Some say that the devil is in the details. With design though, the details are where the angels sing. Putting the final touches on a project is no less important than deciding where a road will go or what hedge will be planted where. The details are what adorn, echo and resonate the finest details to the greatest traits. They outline the character. The choice of what a paving pattern will be, or where a bench should be situated, is like signing your signature to the assignment.

Here, Madison has a potential new identity. The design takes a less conventional stance in how the traditional center of town is to be arranged. The defined spaces are more dynamic than the common static spaces that are understood upon their entrance. The new design for the square needs to be experienced in order to be grasped. Understanding comes through exploration.

It is at the detailed level where materials are chosen to finally organize the quality of a space. Less conventional spaces made of unconventional materials is simply too much. People soon become uncomfortable and alienated when confronted with this combination. However, creating innovative and powerful spaces, while using materials in which we are familiar with, does work. People can accept new ideas while still holding on to what they know. And the materials and fixtures proposed to fill the square are picked just for that reason.

Details



Paving Pattern Detail

Traditional 4"x 8" concrete brick paver. Red/Charcoal
band color to be used in Herringbone set pattern.



Lamp Post Detail

Energy efficient lamps of cast iron. Finished in dark bronze
polyurethane coating. Globes to be standard white polycarbonate.

Clock Detail

Finished in dark bronze polyurethane coating.



Trash Receptacle Detail

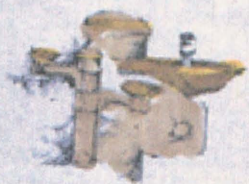
Cast aluminum in a dark bronze finish. Contains rigid, plastic, removable liner (22" diam. x 36" high).

Step Lighting Detail



Seating Detail

Circular wall mounted seating. Redwood seating members at 2" center-to-center spacing. Two brackets per section in bronze-patina enamel finish.



Water Fountain Detail

Double armed drinking fountain of cast bronze. Bowls of solid bronze. Handicapped approved.

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D i s c l a i m e r S t a t e m e n t

Madison County Chamber of Commerce approached the University of Georgia School of Environmental Design with this project. The design services for Morgan County to be completed by Michael Kahnle represent student course work within the School of Environmental Design at the University of Georgia during the Spring of 1998. the intent of this project is to allow the student to demonstrate and understanding of comprehensive landscape design. It can provide the client with development ideas, but should not be used only in determining the feasibility of future developments for publicity purposes to gain support for the professional design and implementation for the proposed project. It must be clearly understood the student work is carried out to meet specific academic objectives and it should not be regarded as a substitute for the work of a licensed and practicing landscape architect. It is not a project which can necessarily be implemented without correction and/or refinement.

The school and faculty assume no responsibility for the accuracy, feasibility, completeness, or relevant merit of the project. In all cases, full credit to the student and the school must be given whenever the work is displayed. Where the report or drawings fail to meet minimum standards, the school reserves the right to prohibit reproduction for circulation.

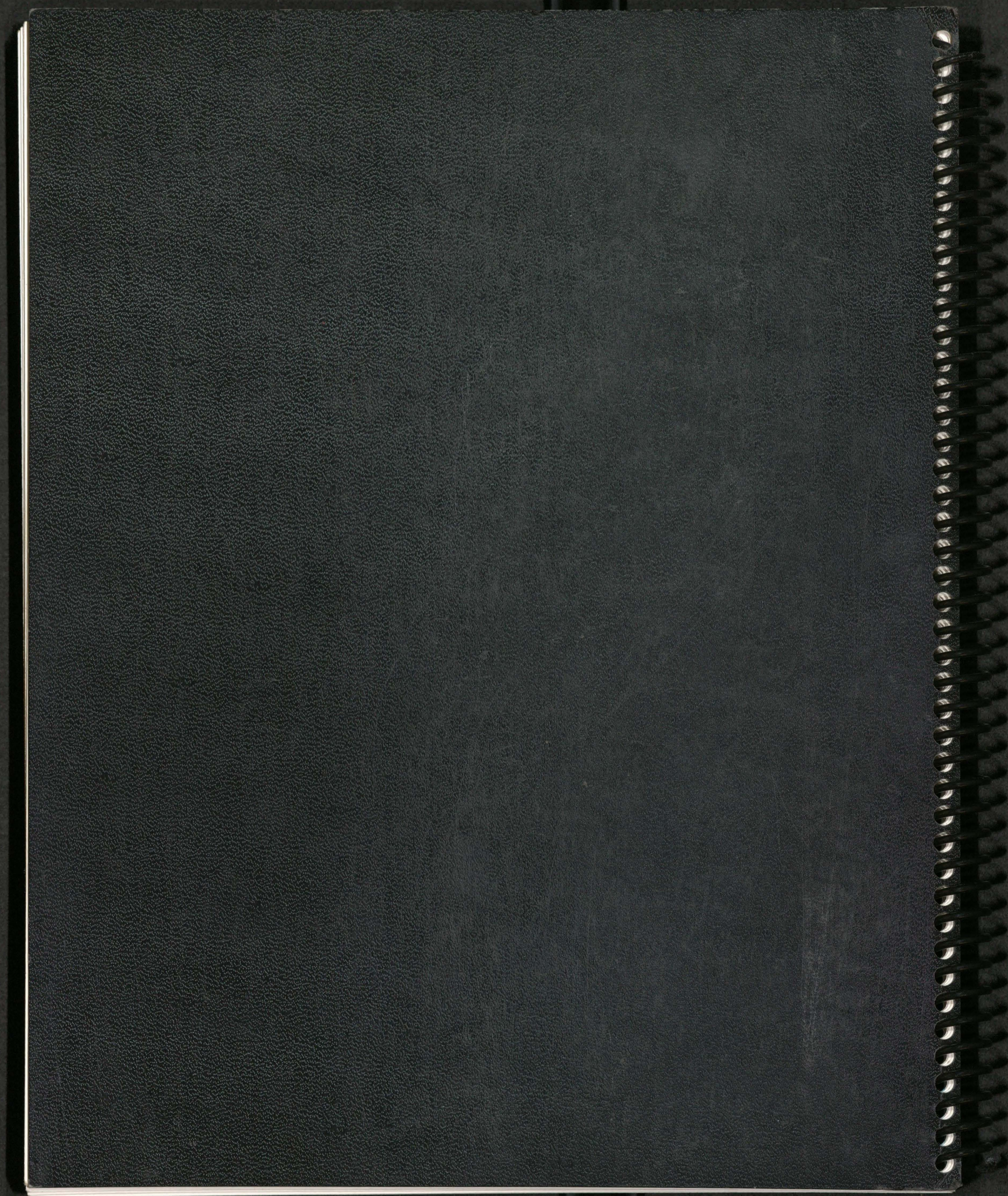
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7. *Digital Aerial Photographs*
8. *Zoning Map for Morgan County*

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