



MILLEDGEVILLE CORE AREA STUDY

Milledgeville Core Area Study

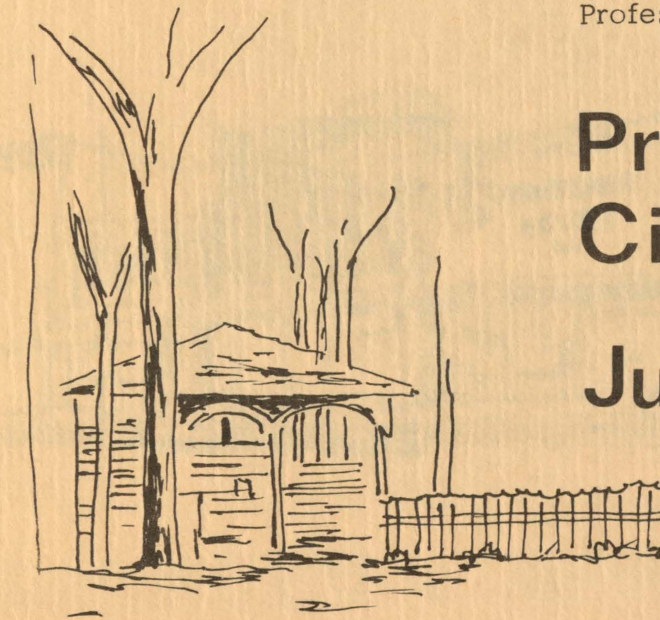
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Prepared For:
City of Milledgeville

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Introduction	1
Objectives	2
Existing Conditions	3
Feedback	4
Concepts	5
Summary	6

Core Area Study

milledgeville, georgia

background

This report describes a conceptual plan for realizing the great opportunity represented in Milledgeville. The purpose of this study is to stimulate public and private efforts toward revitalization of the city's core area. This will be accomplished by defining a design program consistent with the steps which have already been undertaken, with the locational aspects of the area, and with the historic character of the city.

The design concept described herein provides for a living and working environment which combines the best that Milledgeville has to offer. The result would be to achieve a new blend of uses for the area; while promoting a controlled phase of economic growth.



"Need to refurbish downtown area to make shopping a pleasant and enjoyable experience."
Citizen Quote

Introduction

location

The importance of Milledgeville in a regional context is accentuated by Georgia College and Georgia Military College; both schools offer the region a fine source of higher education. Proximity to Lake Sinclair further amplifies the potential that Milledgeville does possess as a regional recreation area. This regional orientation provides a major focal point for the proposed land usage as shown in the design concepts.

The study area is part of the original town plat of the city, and contains many fine examples of its heritage. This core area is the hub of Milledgeville consisting of city and county government buildings, the major shopping area, and the two colleges mentioned above.

OCONEE AREA PLANNING & DEVELOPMENT REGION



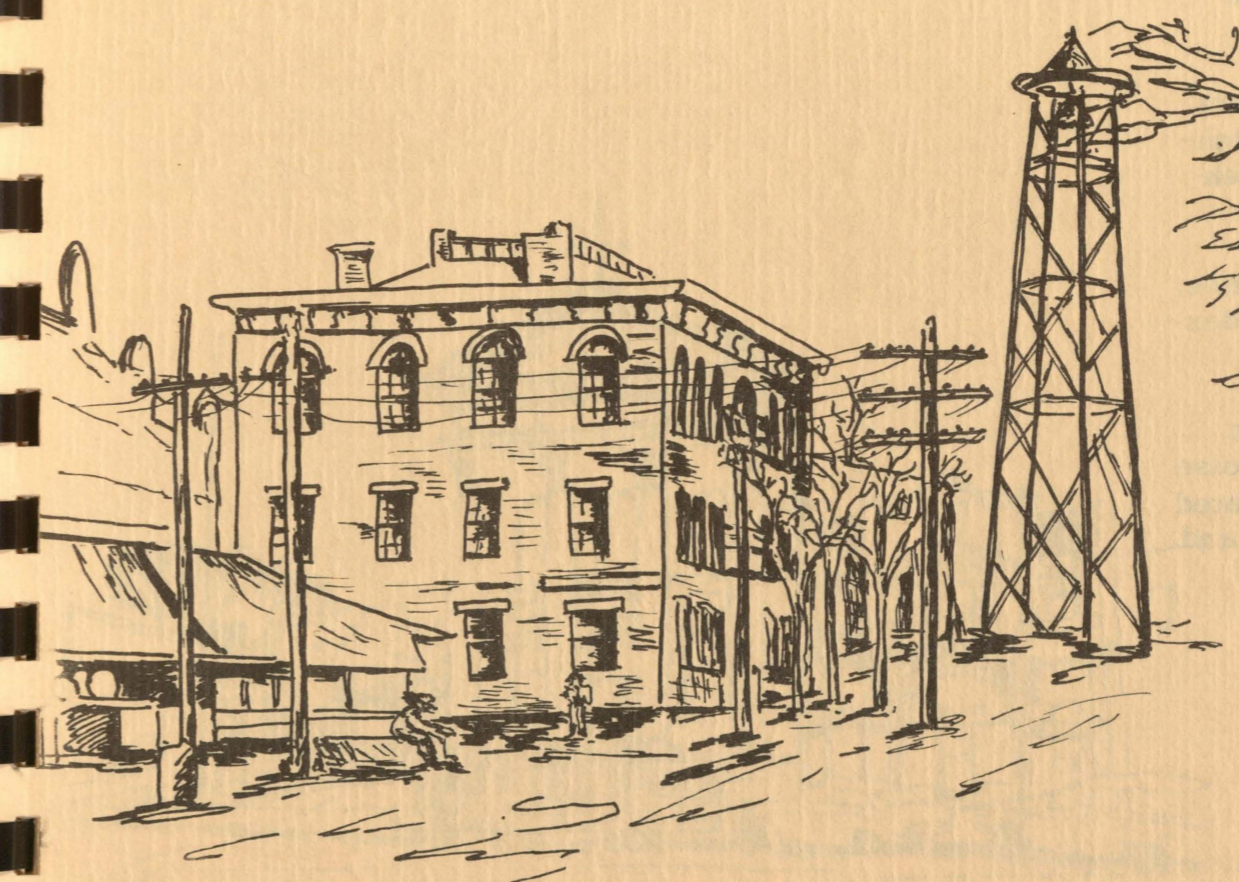
Introduction

past

Milledgeville was laid out in 1803 to become the permanent capital of Georgia. The basic gridiron system was employed in the layout of the streets, all of which ranged in width from 100 to 120 feet. Incorporated into this plan were four squares, two of which were used for government and two for public use.

As the new capital grew, it also became more prosperous. With this prosperity came a new Milledgeville, one rich in architecture and culture. However, this period of growth was short lived, for in 1861 the Georgia Secession Act was signed in Milledgeville. The Civil War soon followed, and until its end, Milledgeville experienced a slow decline.

At the close of the war, the state capital was moved to Atlanta; hence, Milledgeville lost some of its prominence and became just another town in Georgia.



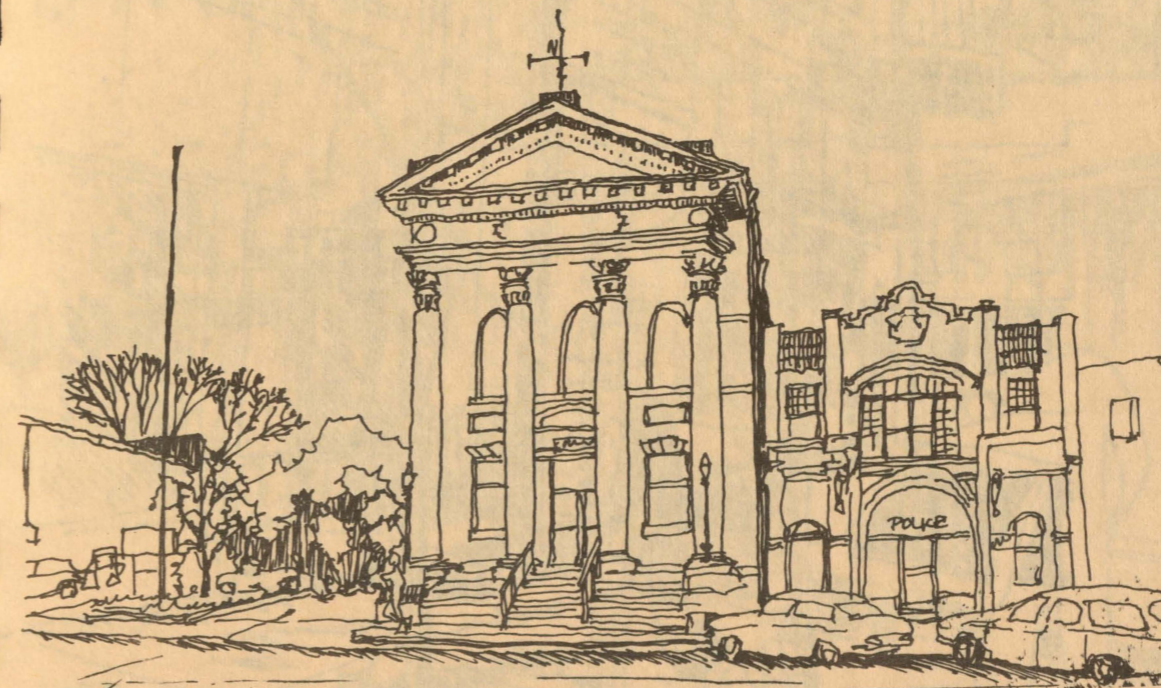
Introduction

present

As transportation patterns changed and the automobile became dominant, Milledgeville became a "pass through" community. Today many of the downtown buildings have varied commercial activities but many upper floors still remain vacant or mis-used. Many of the buildings are neglected, yet architecturally significant, showing a predominance of the Federal style.

The major traffic arteries serving the city are Georgia 441 and Georgia 49. Both State highways converge, dividing the city's core area and downtown commercial district into four sectors. These arteries present all of the problems associated with high traffic volumes; noise, air pollution, and conflicts with pedestrian traffic. The tractor-trailer traffic on these particular arteries has an extremely negative impact, causing great problems in vehicular circulation, plus adding to the noise and visual pollution of the core area. Vacated sections in the core area are often unused and neglected, which only amplifies the city's negative image.

Objectives 2



"Harmonize old buildings,
but preserve the good lines
of architecture."

Citizen Quote

Objectives

goals

- 1 Encourage the restoration and retention of existing historical buildings.
- 2 Integrate into the core area a system of pedestrian linkage, for the comfort and convenience of shoppers and visitors. This system should eventually be linked with other open spaces in the city.
- 3 Maximize the utilization of existing structures in the business core area.
- 4 Retain the architectural character of the buildings in the business core area by sensitive and detailed rehabilitation of these existing structures.



Objectives

goals

- 5 Suggest an alternate truck route around, rather than through, the core area.
- 6 To assure the economic viability of the retail/commercial sources, encourage the development of facilities and attractions that will appeal to the city and regional markets.
- 7 Encourage the aesthetic treatment of all signs, street furniture, plantings, and paving to acknowledge the human scale of the shopper and visitor.



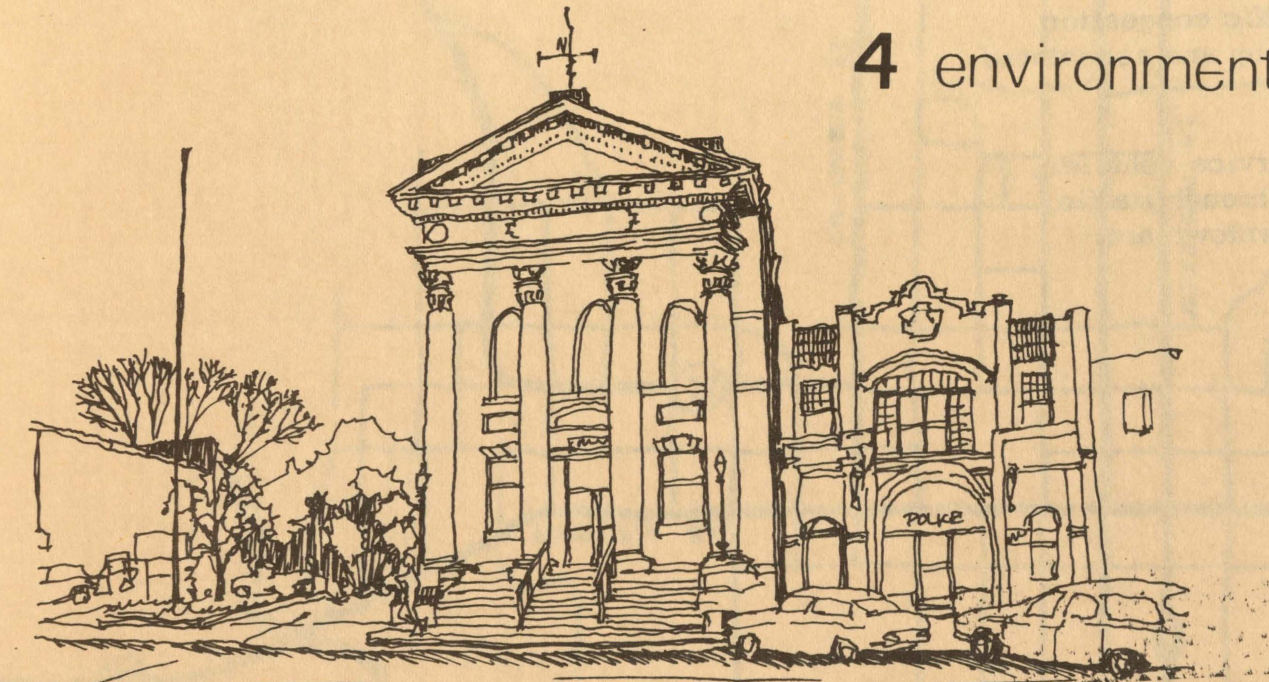
Objectives

synthesis

The present and future land use should center around the concept of providing a pleasant environment in which people may shop, visit and work. The future land use should not only respect the old and the contemporary which exist today, but utilize these elements as creative focal points in future design concepts.

Existing Conditions 3

- 1 major routes
- 2 parking survey
- 3 land use survey
- 4 environmental conditions survey



"General small town appearance of downtown, run down at the heels look."

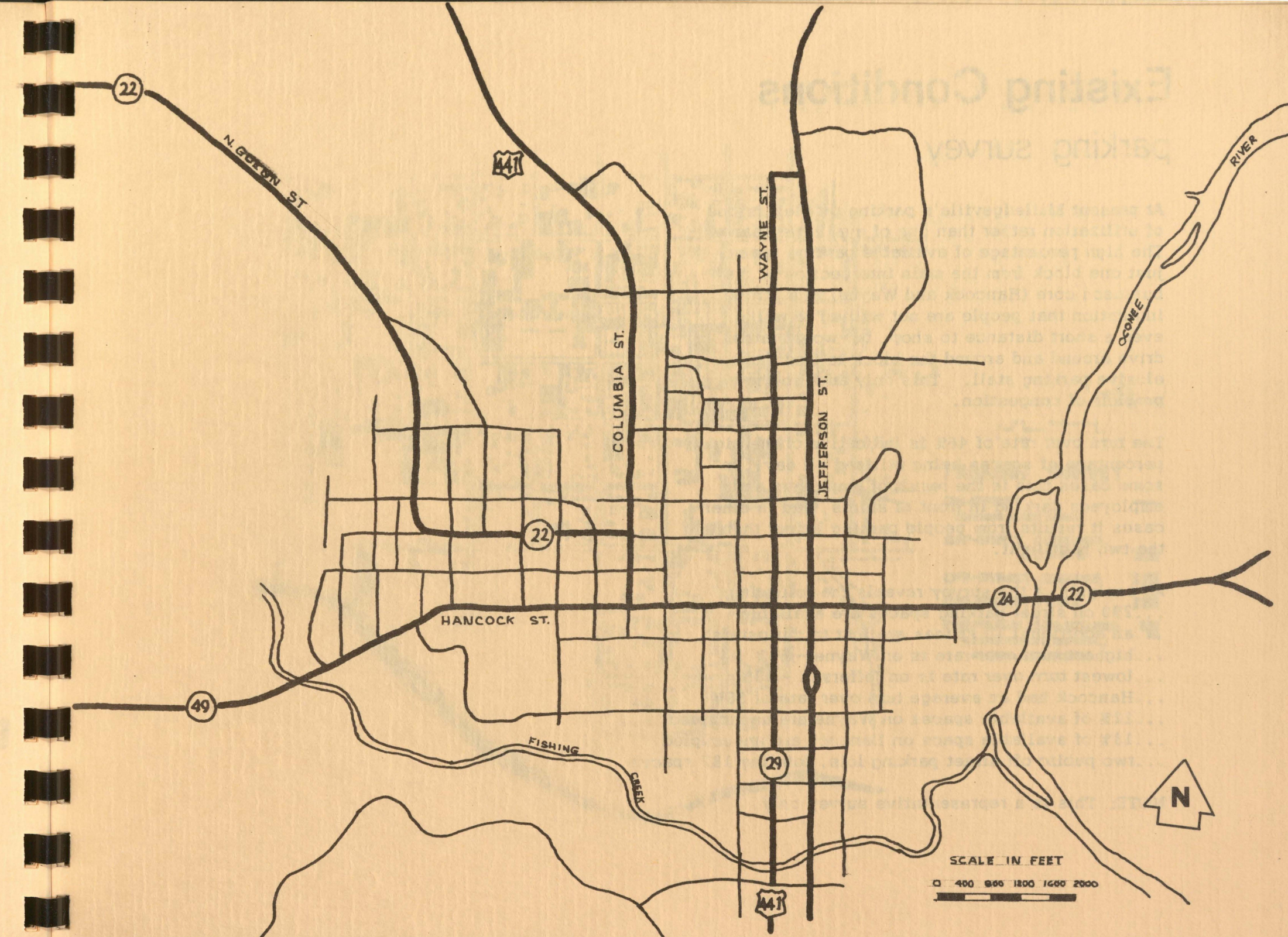
Citizen Quote

Existing Conditions

major routes survey

The major routes currently serving the city of Milledgeville are a major problem for the core area. These same routes which bring shoppers and visitors to the city also bring a large volume of trucks, and with these trucks come increased loads on downtown streets, traffic congestion, and the unpleasantness caused by and associated with these heavy vehicles.

Conflicts also arise between service vehicles, shopper generated traffic, and through traffic, as many of the stores in the downtown are serviced from the front.



Existing Conditions

parking survey

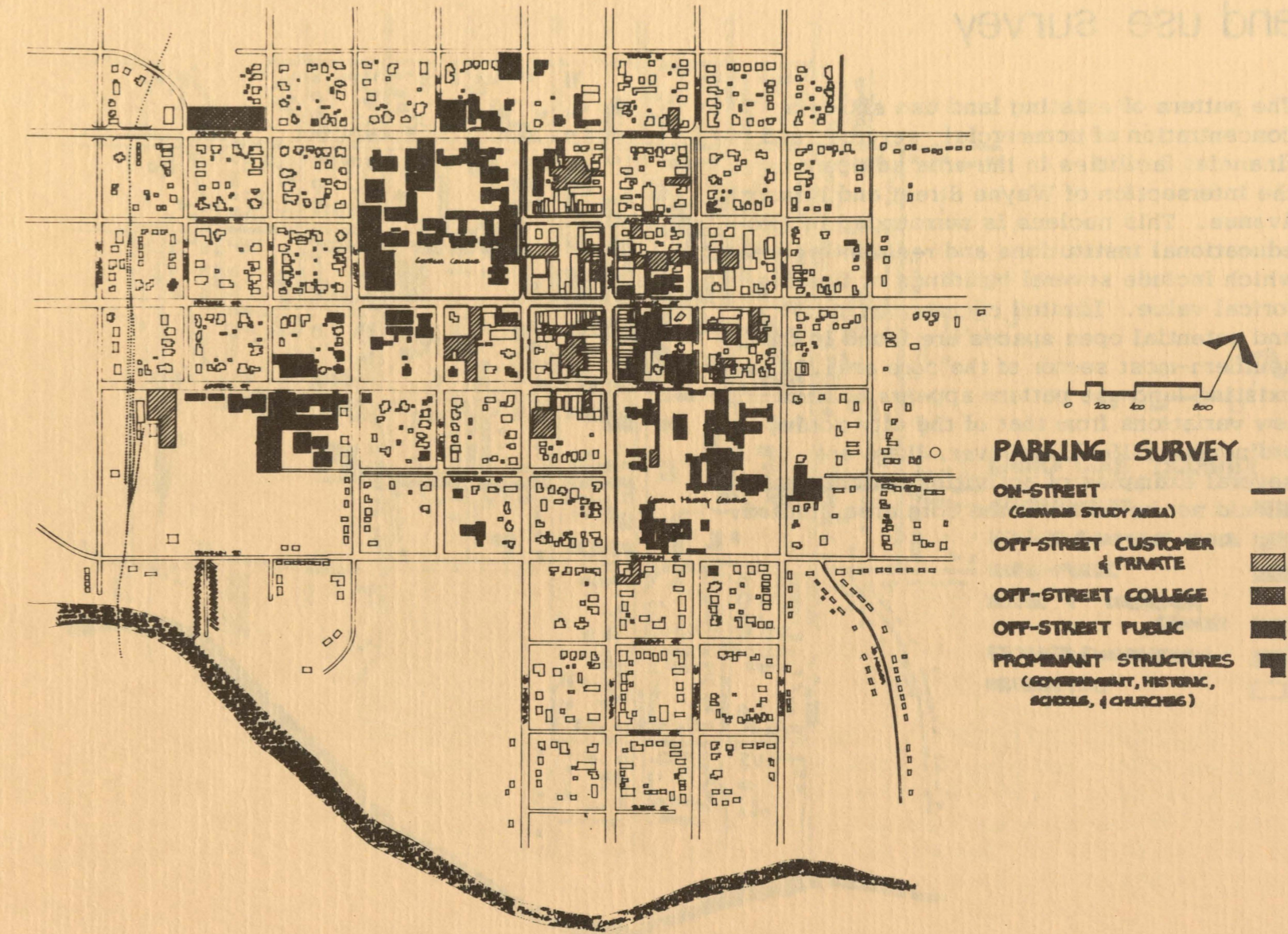
At present Milledgeville's parking problem is one of utilization rather than one of available spaces. The high percentage of available parking spaces just one block from the main intersection of the business core (Hancock and Wayne) is a strong indication that people are not willing to walk even a short distance to shop, but would rather drive around and around the block to find that elusive parking stall. This only adds to the problem of congestion.

The turn over rate of 46% is indicative of the high percentage of spaces being utilized all day. In some cases this is the result of employers and employees parking in front of stores, and in other cases it results from people parking longer than the two hour limit.

An analysis of the survey reveals the following:

- ...290 on street parking spaces are available
- ...an additional 10 spaces are lost to dumpsters
- ...highest turn over rate is on Wayne - 69%
- ...lowest turn over rate is on Jefferson - 13%
- ...Hancock had an average turn over rate of 55%
- ...22% of available spaces on Wayne are unoccupied
- ...13% of available space on Hancock are unoccupied
- ...two public off street parking lots, totaling 187 spaces

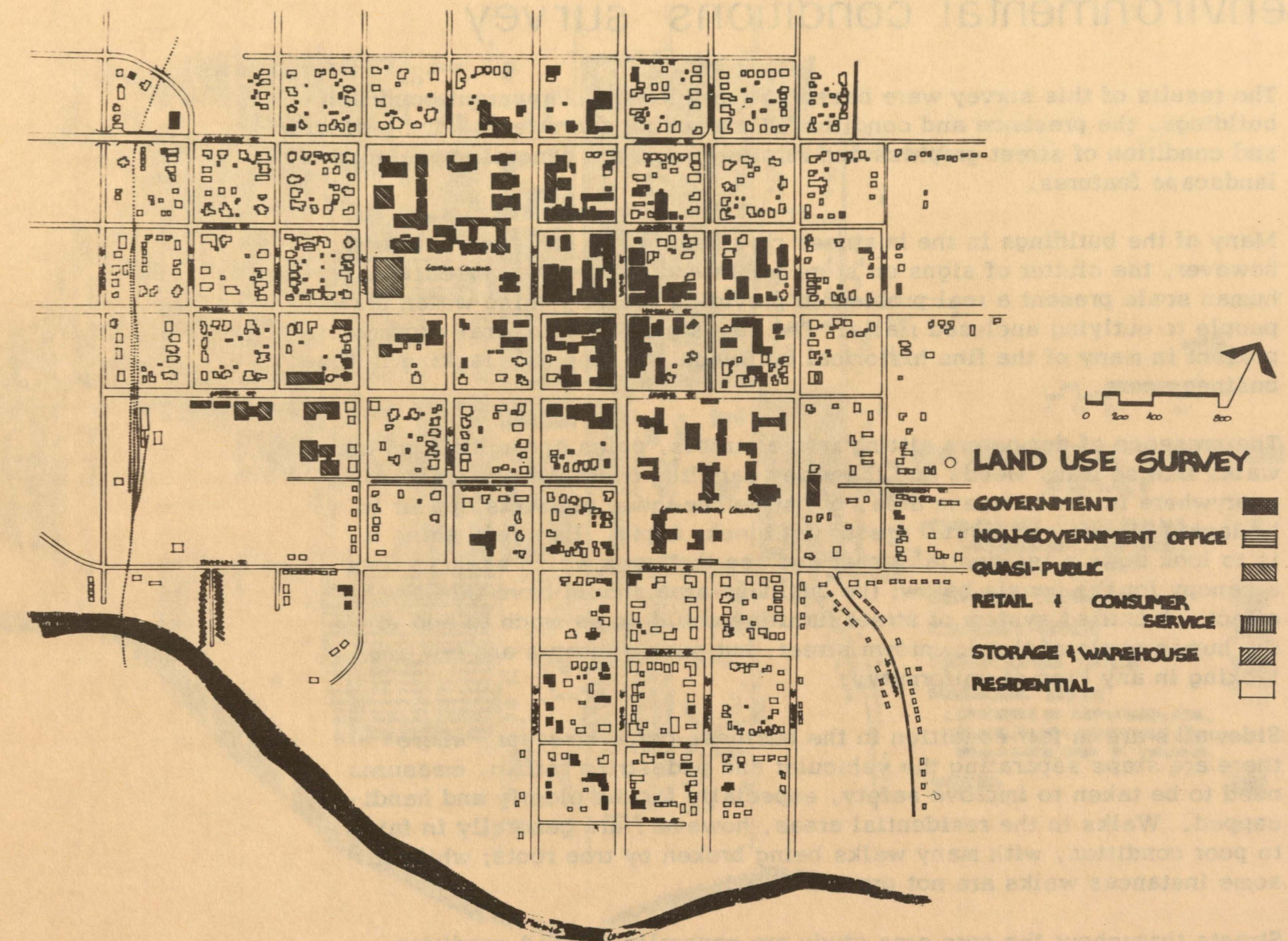
NOTE: This is a representative survey only.



Existing Conditions

land use survey

The pattern of existing land use shows a concentration of commercial, service, and financial facilities in the area adjacent to the intersection of Wayne Street and Hancock Avenue. This nucleus is surrounded by two educational institutions and residential areas, which include several buildings of fine historical value. Limited commercial activity and potential open spaces are found in the southern-most sector of the core area. The existing land use pattern appears to have few variations from that of the city zoning ordinance of 1972, however, there are several examples of activities which clearly should not be found in the core area studied.



Existing Conditions

environmental conditions survey

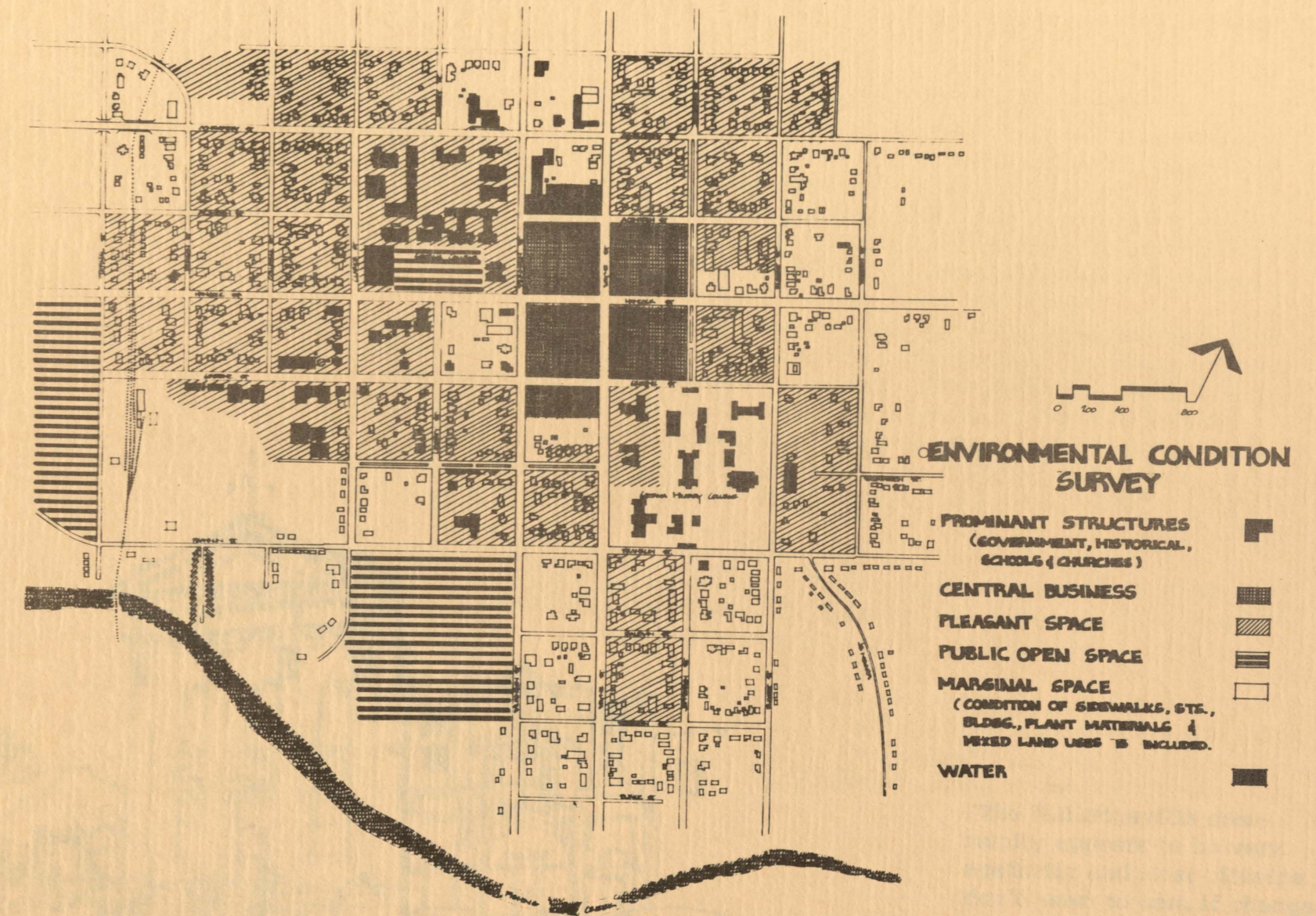
The results of this survey were based on the following: apparent condition of buildings, the presence and condition of sidewalks and streets, and presence and condition of street graphics and furniture, and the general appearance of landscape features.

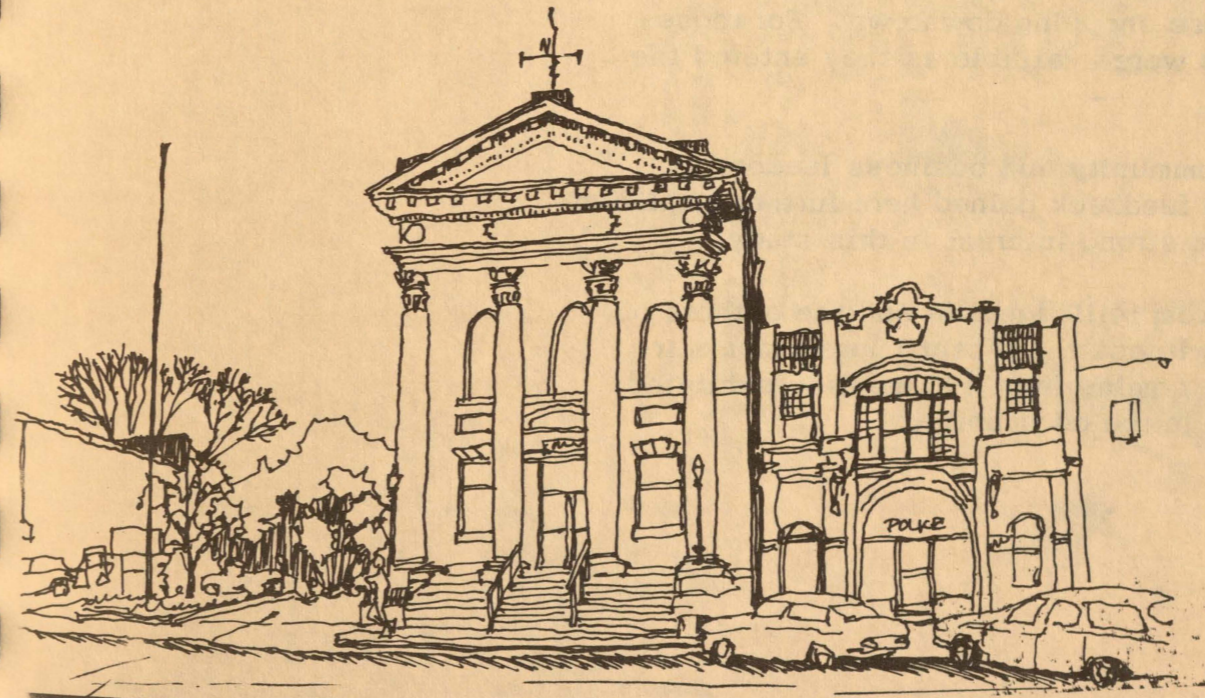
Many of the buildings in the business core seem to be structurally sound, however, the clutter of signs on store fronts and the general absence of human scale present a real problem in providing the very thing which draws people to outlying enclosed malls. The honesty of architectural expression, present in many of the fine historical buildings, is generally lacking in the business core.

The presence of dumpsters sitting in the streets, poles springing from the walks like so many weeds and the wires dangling overhead are present everywhere in the business area, but somehow these elements appear to be lacking in the residential areas just blocks away. How refreshing it is to look down a residential street and see the trees which seem to form a canopy for the people below; the business area should have this same effect. A unified system of street furniture could do as much to add to the human scale of the downtown street, but such elements are few and lacking in any kind of uniformity.

Sidewalks are in fair condition in the business core, however, where there are steps separating the vehicular and pedestrian traffic, measures need to be taken to improve safety, especially for the elderly and handicapped. Walks in the residential areas, however, are generally in fair to poor condition, with many walks being broken by tree roots; while in some instances walks are not present at all.

Streets throughout the core area study are generally in good condition, although some streets were noted as having suffered from heavy use.





"The Milledgeville community appears to be very apathetic and most citizens don't seem to care if changes are made." Citizen Quote

Feedback

meetings, surveys, trip

Several meetings were held with people of Milledgeville, most importantly the meetings of April 23 and May 29 at which a good cross section of townspeople were present. The opinions voiced by the citizens at the first meeting reinforced some of the early results gathered from questionnaires. It is important to note here that the input from the citizens at these meetings, in addition to the cooperation from many of these same people in answering the questionnaires and personal interviews, was of great value.

Surveys for three groups of people were used, these being: a businessmen survey, a shoppers and student survey, and a visitors survey (taken during the Old Capitol Arts Festival). The businessmen survey was handled on a random selection basis, covering one-third of all business establishments in the core area. The shoppers and student surveys covered a representative sampling of people on the campus, and those shopping downtown. For those shopping in downtown stores, survey forms were available as they entered the store.

Informal interviews were conducted with community and business leaders in addition to the meetings and surveys. The feedback gained here further amplified the findings in other areas, and exhibited a strong interest in this study.

On May 15 a group of concerned citizens from Milledgeville and the authors of this study traveled to Toccoa, Georgia to witness the recent improvements to that city's downtown. The dominant theme coming from this meeting exhibited the need for strong, aggressive leadership in the community.



"Uncoordinated storefronts."

"Over eagerness to make a fast buck and tearing down the really good and old - thereby changing the flavor of the old Capitol City of Georgia - built expressly for this purpose."

"A place where one could sit, rest and/or get a bite to eat when tired from shopping or a little."

"New business that would be unique to this area (not of the shopping center.)"

"Education of the public to use of the parking space available."

"Overall appearance of downtown area has been sadly neglected for too many years."

"Redevelop downtown and make it work as a Shopping Center."

"Keep downtown downtown."

"Much of the good architecture is hidden by signs or poor color combinations."

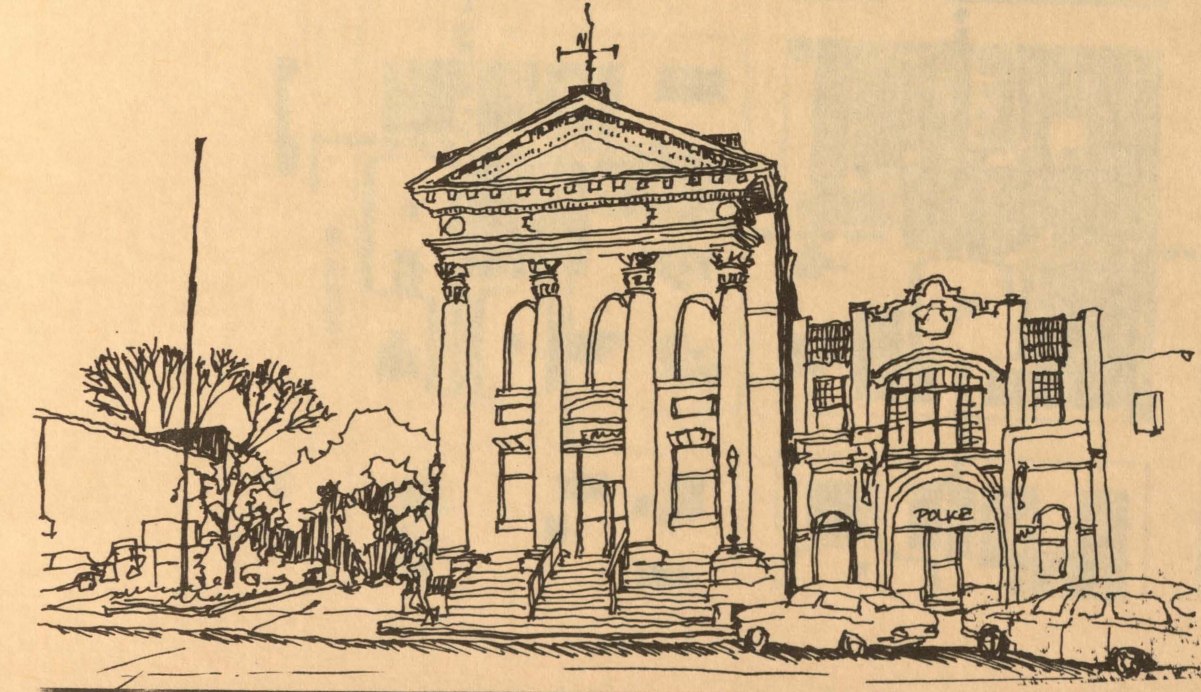
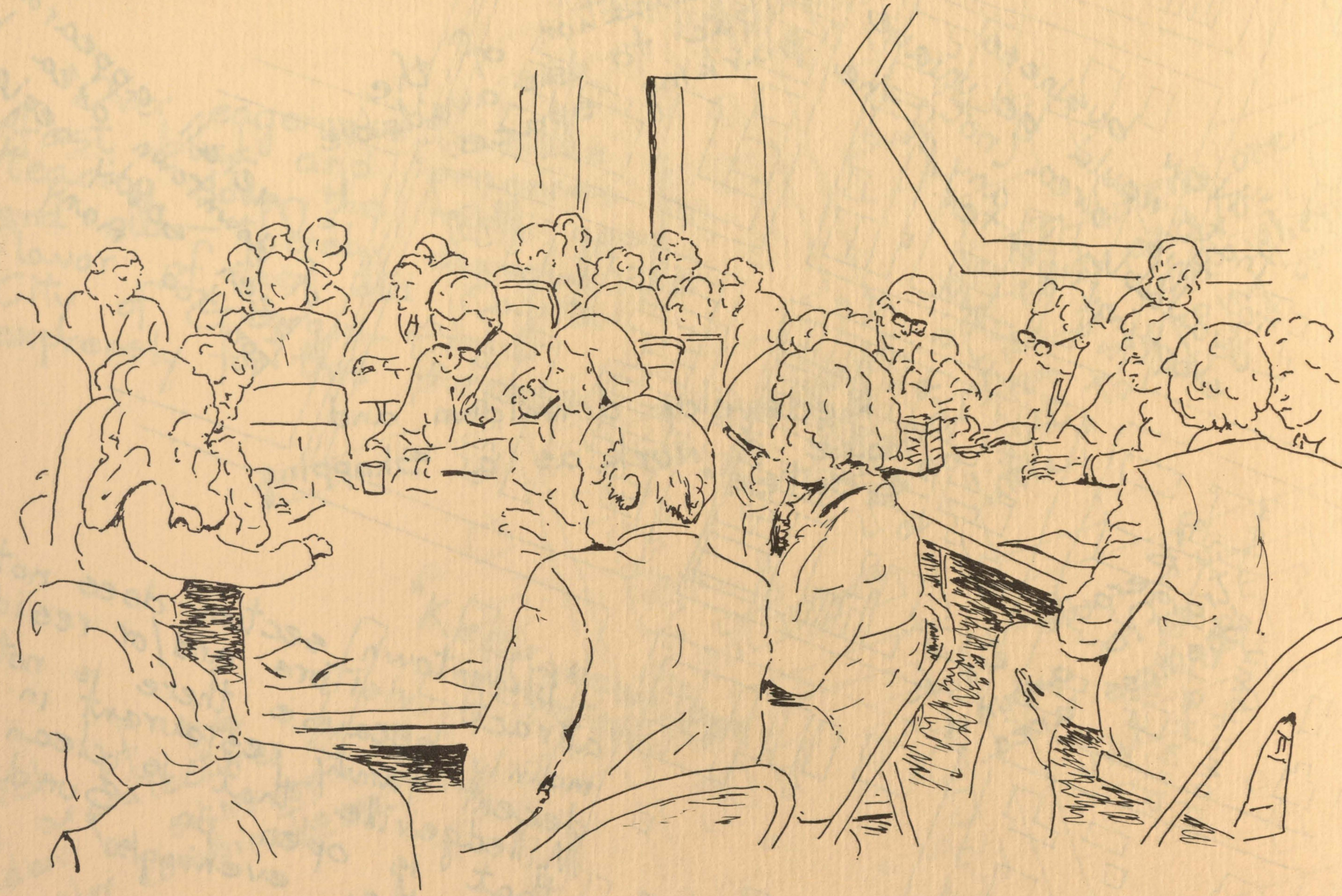
"Removal of dumpsters from downtown."

"Permute traffic around truck business area."

"Downtown is ugly as hell."

"Downtown section does not attract visitors and/or residents mainly because there is not one decent family restaurant in Milledgeville that is clean and that is open on Sunday or in the evenings."

Concepts 5



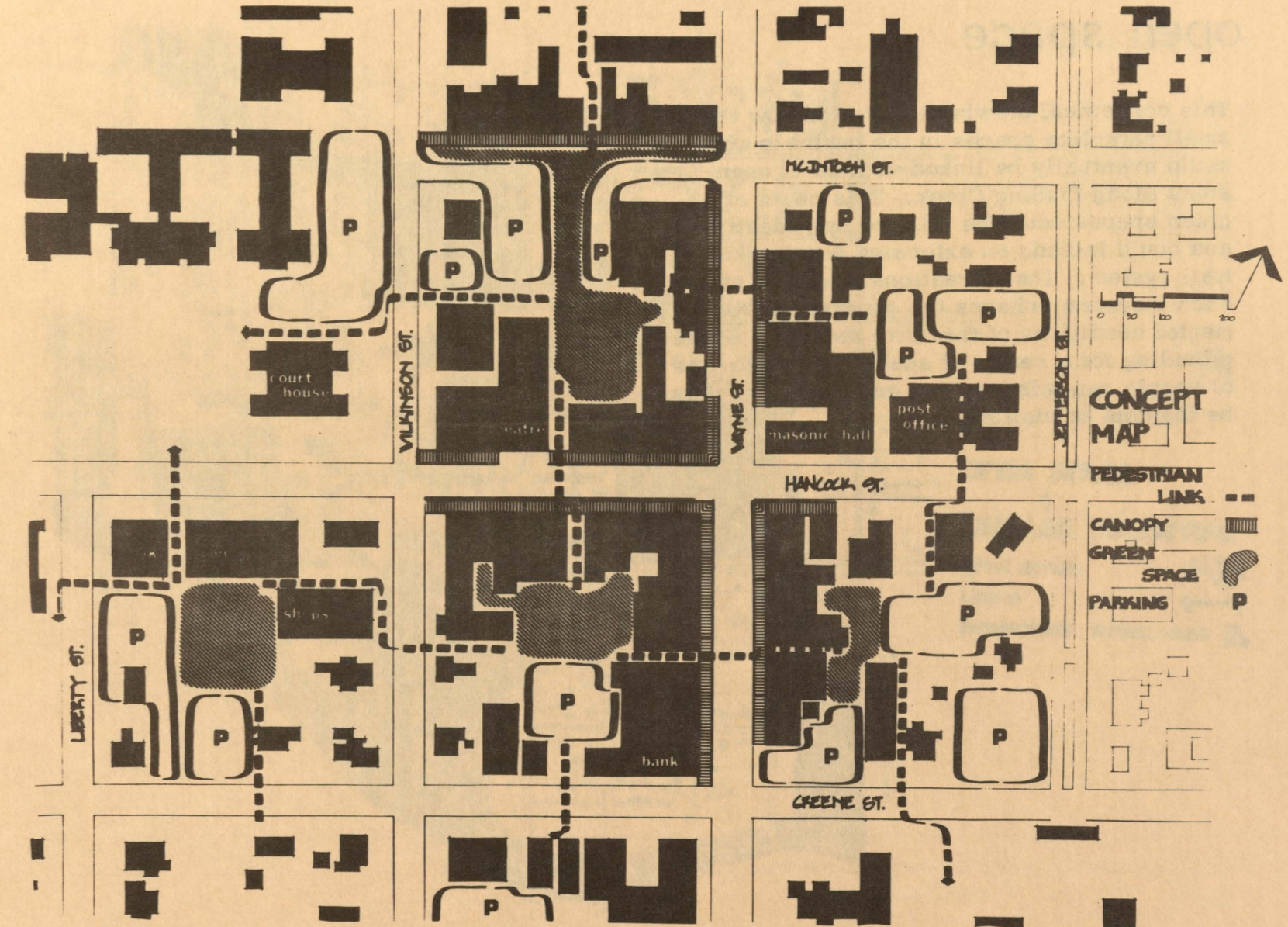
"Open up areas on interiors of blocks."

Citizen Quote

Concepts

business core

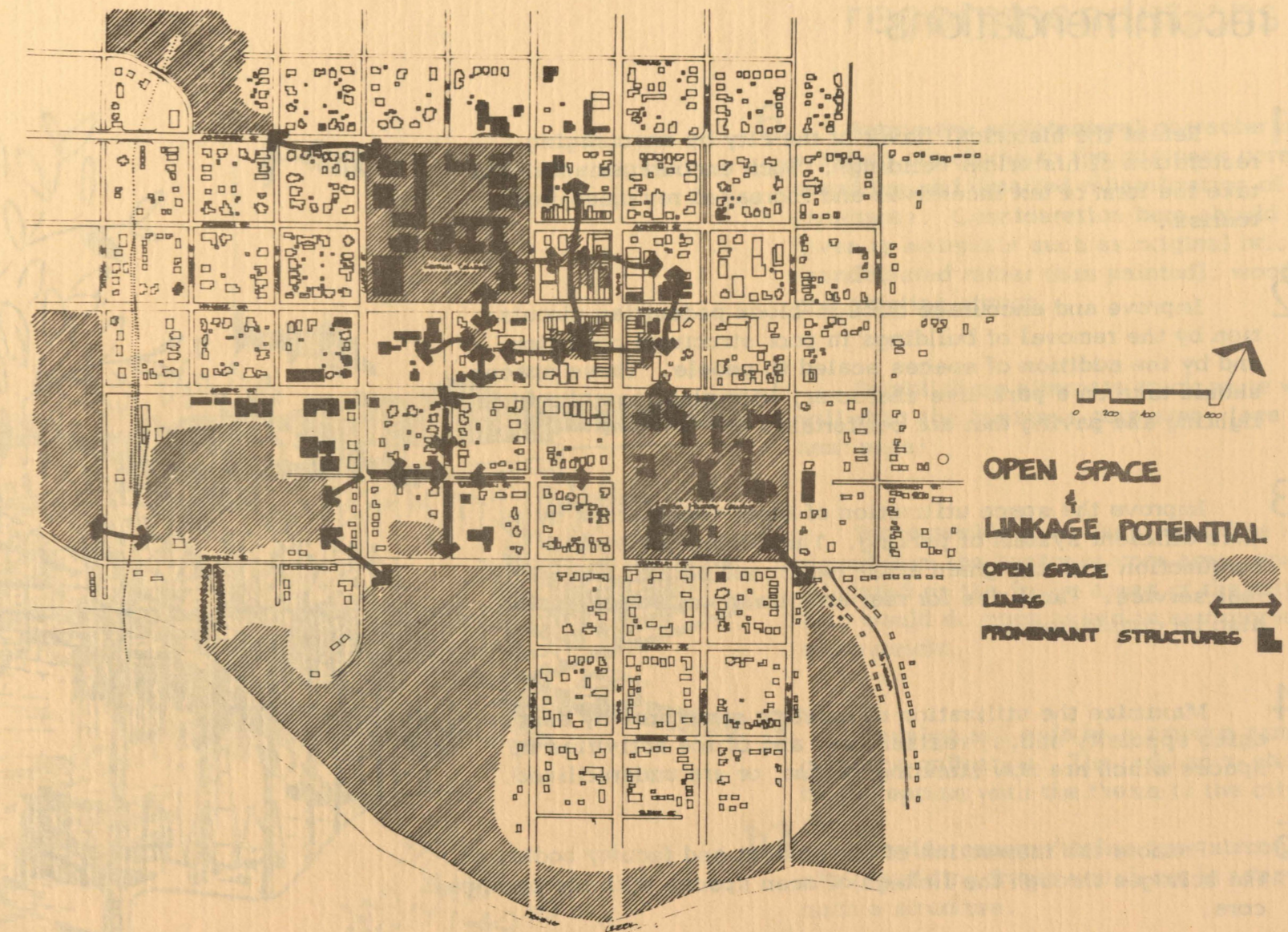
The conceptual drawing illustrates the system of pedestrian linkage and green space within the business core; such a linkage could include trees, canopies, street furniture, and a unified system of street graphics. All of these elements could enhance the comfort and convenience of the shopper and visitor. Also as part of this concept, an efficient parking system would be needed to the rear of the buildings; such a system should also provide for service and trash collection.



Concepts

open space

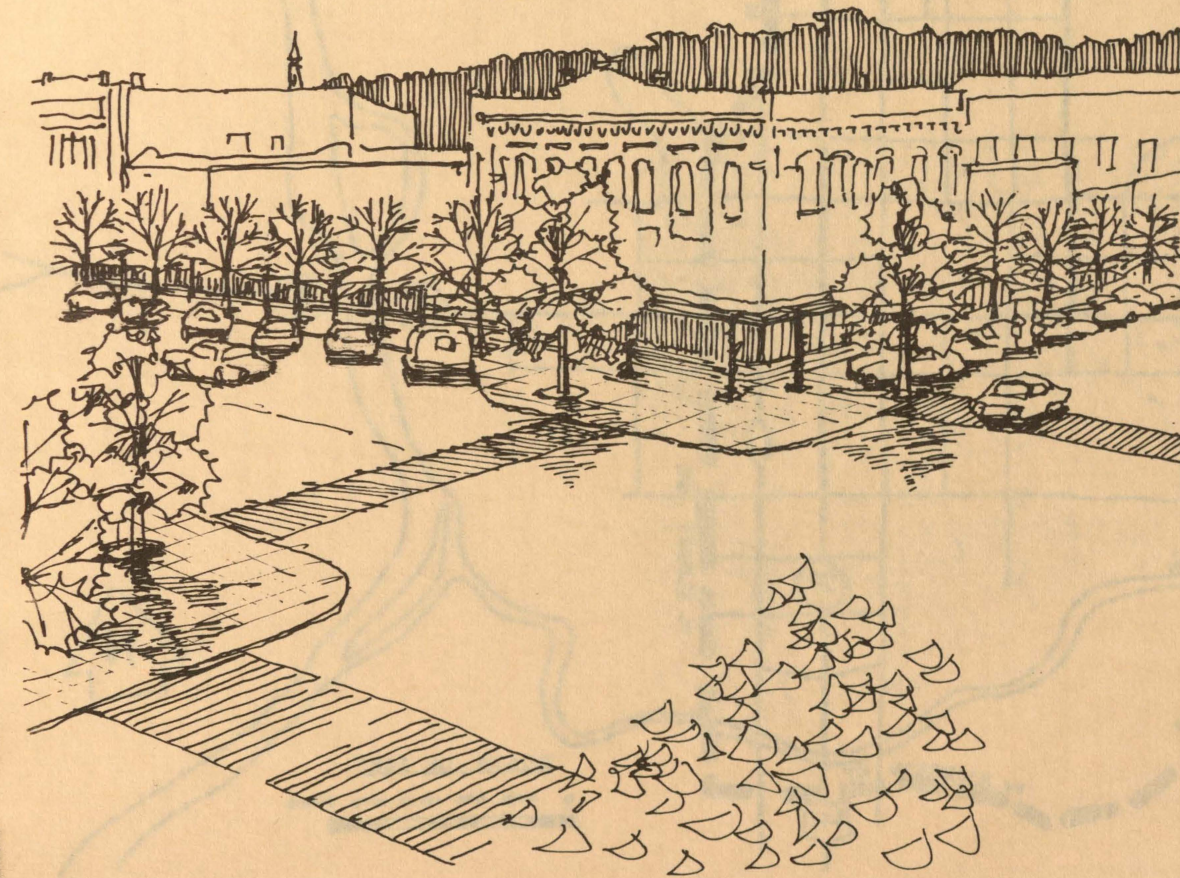
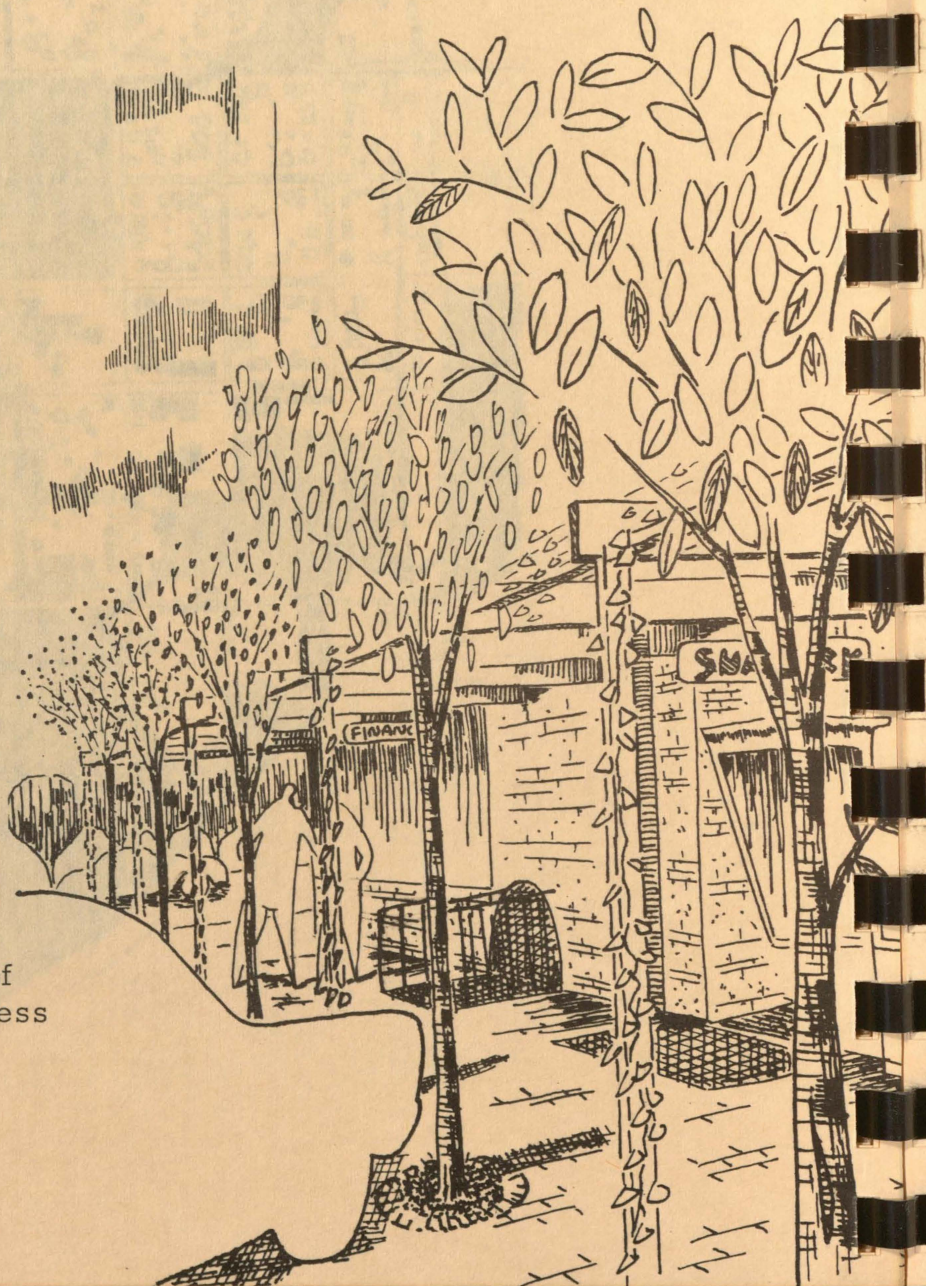
This conceptual drawing illustrates how the small park-like spaces in the business core could eventually be linked with other open areas along Fishing Creek. This chain of green spaces could be utilized by pedestrians and could include an extension of the bike trail system. The recreational benefits of such a system enhance the general environmental conditions of this core area as a whole, providing for a series of spaces which masses of people can relate to and enjoy whether they be resident or visitor.



Concepts

recommendations

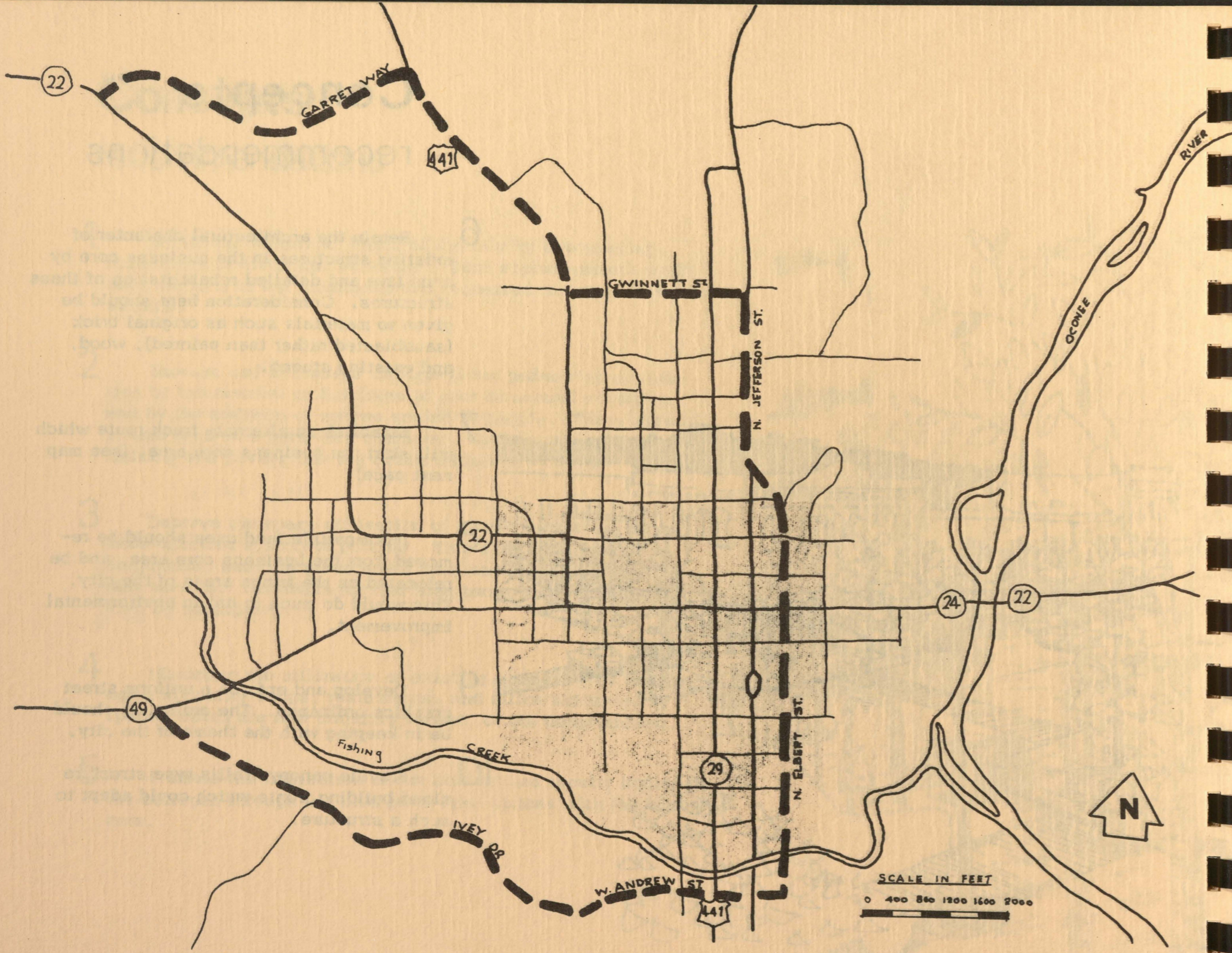
- 1 Retain the historical flavor of the city by encouraging restoration of historical buildings. Such encouragement could take the form of tax incentives and increased revenues from tourism.
- 2 Improve and encourage through-block pedestrian circulation by the removal of buildings in poor structural condition, and by the addition of spaces scaled to people. These spaces should take on a park-like character, with plantings, benches, lighting and paving that are comfortable and inviting.
- 3 Improve the space utilization of inner-block areas by a more efficient system of parking. This should be worked in conjunction with the green areas mentioned above, and with rear service. Facilities for rear area trash collection should also be considered.
- 4 Maximize the utilization of existing structures by encouraging specialty shops, restaurants, and office activities in spaces which are now standing vacant, or are underutilized.
- 5 Promote the interaction of the student and faculty bodies of the colleges through the linkage of open spaces with the business core.



Concepts

recommendations

- 6 Retain the architectural character of existing structures in the business core by sensitive and detailed rehabilitation of these structures. Consideration here should be given to materials such as original brick (sandblasted rather than painted), wood, and existing stucco.
- 7 Establish an alternate truck route which will skirt the business core area. (see map next page)
- 8 Incompatible land uses should be removed from the business core area, and be relocated on the fringe areas of the city. This would do much to aid in environmental improvement.
- 9 Develop and enforce a uniform street graphics ordinance. The ordinance should be in keeping with the theme of the city.
- 10 Provide canopy/trellis type structure along building fronts which could adapt to such a structure.



Concepts

details

typical block

Concepts

details

This concept involves creating a pleasant environment for the shopper, on the street and in the inner-block areas.

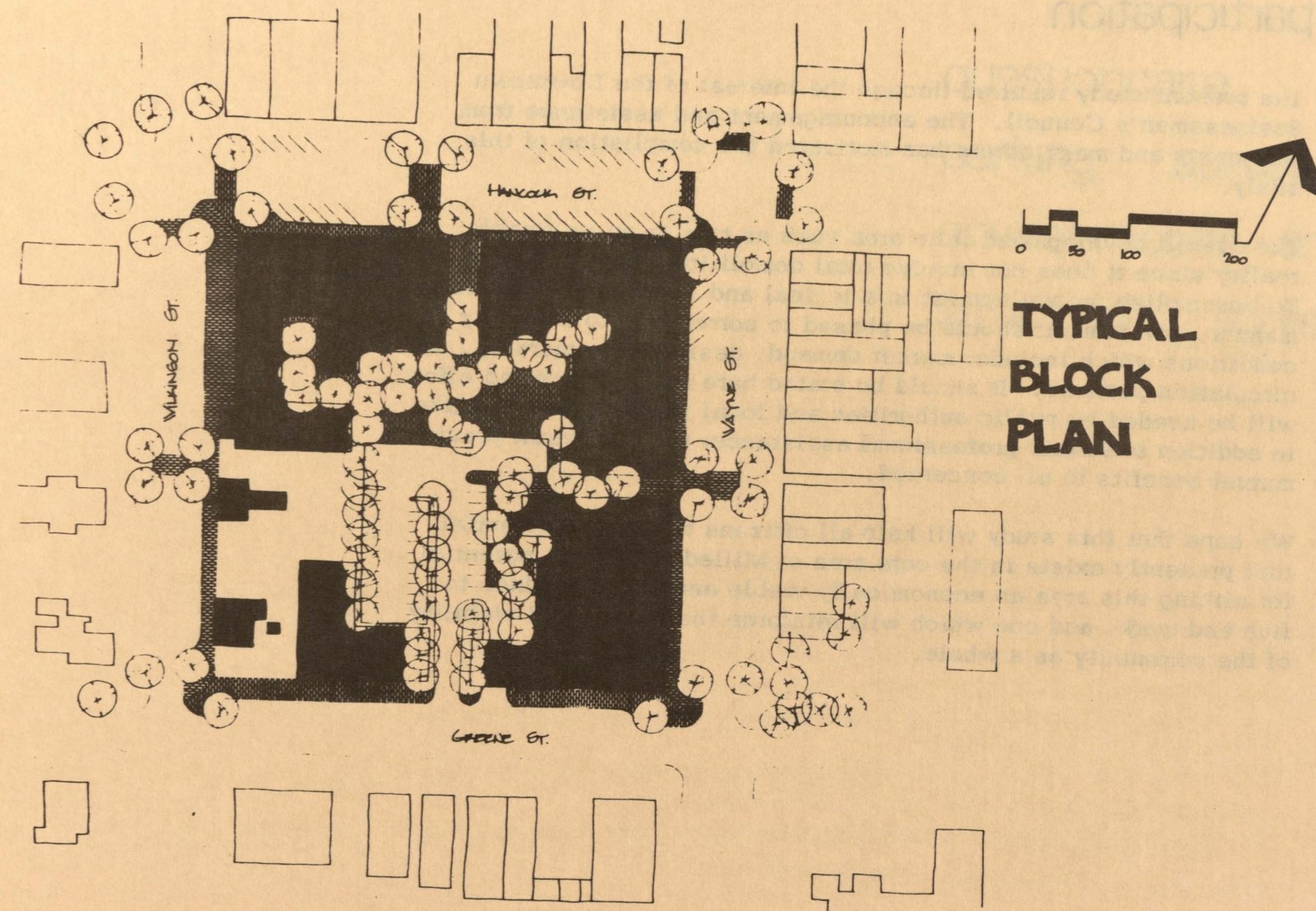
Parking along the street would be better utilized and less obtrusive; while parking and service would occur on the interior of blocks. This would allow the shopper access from either front or rear of stores.

The use of a different paving material, such as brick or textured concrete, extends the sidewalk into and across the street. This visually and physically announces to the motorist that something different is happening here. The crosswalks should be located at intersections and mid-block; they should be of sufficient width to give a feeling of comfort and security to the pedestrian.

All trees should be selected from proven species of city street trees; and they should be of high and low canopy to provide interest and add a sense of identification to the downtown area.

All canopies should be pleasing and in scale with regard to pedestrian, while respecting the lines of existing architecture. Wood is a good material to use for these purposes. The canopies should meet rigid design standards; and should not be placed on structures of historical value or on structures which are standing alone, such as The Masonic Hall or the U.S. Post Office.

All of the elements mentioned here, plus those of street furniture and a uniform system of graphics, can help to make downtown function as a shopping center people will want to use.



Summary 6

participation

The present study resulted through the interest of the Downtown Businessmen's Council. The encouragement and assistance from this group and many others has motivated the compilation of this study.

The overall development of an area such as this is an attainable reality since it does not involve total demolition and new construction. To accomplish redevelopment in a logical and economically feasible manner, however, it should be phased to correspond to a variety of conditions which include: market demand, desires of ownership, and circulation patterns. It should be stated here that a concerted effort will be needed by public authorities and local property owners alike, in addition to further professional assistance; the end result providing mutual benefits to all concerned.

We hope that this study will help all citizens to see the potential that presently exists in the core area of Milledgeville. A potential for making this area an economically viable and exciting place to live and work, and one which will reinforce the growth and viability of the community as a whole.

Appendix

questionnaire

parking survey

environmental and

structural survey

Appendix questionnaire

summary:

Shoppers Questionnaire revealed the following:

- The appearance of buildings and the condition of streets rated as fair.
- Parking and traffic rated fair to poor.
- The design and maintenance of store fronts; the use of signs and screening of unsightly areas rated only fair to poor.
- The courtesy of sales people rated good.
- The majority of pedestrians were willing to walk only one block from their parked car.
- The majority of shoppers park only once and walk for all of their shopping.
- The overwhelming number of shoppers are women.

The Visitors Questionnaire corresponded almost exactly with the Shoppers Questionnaire (above).

The Businessman Questionnaire showed the following:

- The businessmen generally felt that the location of their stores and space were adequate, but parking seemed inadequate.
- The store owners would prefer to remain in the Central Business District if expansion or a new building were anticipated.
- In light of present conditions, the majority of businessmen do not intend to make building improvements.
- The enterprise which businessmen realized lacking the most was a good restaurant; followed by a quality department store.
- An improvement of parking conditions would attract more customers.

Appendix questionnaire

MILLEDGEVILLE, GEORGIA SHOPPER'S SURVEY

Dear Shopper:

By answering the following questions you will aid the planners of Milledgeville to better formulate plans for the core Area of the City. If you are a tourist or traveling businessman, please ask for a special VISITOR'S SURVEY form. Place the completed form in the designated box. Please fill out only one questionnaire.

Thank you for your help.

Generally, I would rate the Central Area of Milledgeville as follows:

	Check Only One		
	Good	Fair	Poor
1. Overall appearance of buildings	___	___	___
2. Overall condition of streets, sidewalks	___	___	___
3. Parking spaces in off-street lots	___	___	___
4. Parking at curb spaces	___	___	___
5. Traffic conditions	___	___	___
6. Pedestrian circulation	___	___	___
7. Cleanliness of alleys and rear areas	___	___	___
8. Design and maintenance of store fronts	___	___	___
9. Use of billboards and signs	___	___	___
10. Screening of unsightly areas (trash, auto graveyards, etc.)	___	___	___
11. Treatment of outstanding natural features (water, land, trees, etc.)	___	___	___
12. Choice of goods (prices, variety)	___	___	___
13. Availability of services (repairs, professional)	___	___	___
14. Courtesy and friendliness of sales people	___	___	___
15. Comparison of Milledgeville with other business districts of which I am familiar	___	___	___

BUSINESS SURVEY

MILLEDGEVILLE, GEORGIA

Name of establishment _____ Date _____

Person interviewed _____ Title _____

1. Type of business or service _____
 2. Floor space occupied _____ sq. ft.
 3. Do you own _____; lease _____; duration _____; years at this location _____.
 4. Name of owner of building _____
- | | Yes | No |
|--|-----|-----|
| 5. Is present building space adequate? | ___ | ___ |
| 6. Is present parking space adequate? | ___ | ___ |
| 7. Is present location satisfactory? | ___ | ___ |
| 8. Do you intend to remain in your present location? | ___ | ___ |
| 9. Would you use more floor space if available? | ___ | ___ |
10. If you were to expand or build a new building, would you prefer to remain in the Central Business District? Yes ___ No ___. If no, where would you relocate? _____
 11. What improvements, if any, do you intend to make in the near future?

 12. What enterprises are lacking that you feel would help the Central Business District the most?

 13. What can the town do to help you attract more customers?

 14. Where do most of your customers park?

 15. Where do your employees park? _____
 16. Where do you park? _____

Appendix

questionnaire

MILLEDGEVILLE, GEORGIA

VISITOR'S SURVEY
(For Tourists, Vacationers, and Traveling Businessmen)

Dear Visitor:

Local officials and businessmen would like to learn your impressions of Milledgeville in order to formulate plans for the future. Would you please answer the questions and leave the form in one of the marked boxes. If you have just arrived, perhaps you might complete the form just prior to leaving. Please fill out only one form per family. Thank you for your help.

- We first learned about Milledgeville from:
 - _____ friends or relatives
 - _____ travel books or articles
 - _____ highway signs
 - _____ by driving through
 - _____ other
- My reason(s) for being in town:
 - _____ on a vacation trip
 - _____ on a business trip
 - _____ visiting friends or relatives
 - _____ to attend Arts Festival

(Check more than one, if needed)
- I have visited here about _____ times.
This is my first trip to Milledgeville _____.
- We will spend _____ nights here on this trip.
We will not stay overnight _____.
- We do _____, do not _____ have plans to visit here again.

Generally my family and I would rate Milledgeville as follows:

	Check Only One			
	Good	Fair	Poor	Don't Know
6. Overall appearance of buildings	___	___	___	___
7. Overall condition of streets and sidewalks	___	___	___	___
8. Parking spaces in off-street lots	___	___	___	___
9. Parking at curb spaces	___	___	___	___
10. Traffic conditions	___	___	___	___

	Check Only One			
	Good	Fair	Poor	Don't Know
11. Choice of goods (prices, variety)	___	___	___	___
12. Availability of services (repairs, professional)	___	___	___	___
13. Courtesy and friendliness of sales people	___	___	___	___
14. Comparison with other Business Districts of which I am familiar	___	___	___	___
15. Ease of finding things we need	___	___	___	___
16. Hotel or motel (if staying overnight)	___	___	___	___
17. Eating and drinking establishments	___	___	___	___
18. Auto service and repairs	___	___	___	___
19. Parks and recreation	___	___	___	___
20. Tourist-travel information	___	___	___	___
21. Historic sites and museums	___	___	___	___
22. Other entertainment for adults	___	___	___	___
23. Other entertainment for children	___	___	___	___
24. Appearance of approach to city	___	___	___	___
25. Placement of utility poles and wires	___	___	___	___
26. Development of ground around public and semi-public buildings (library, municipal, offices, churches, etc.)	___	___	___	___
27. What we like most about Milledgeville is _____				
28. What we dislike most about Milledgeville is _____				
29. Other comments _____				
30. Home Address _____, City _____ State _____				

Appendix

parking survey

summary:

The percentage of turn-over and percent of unoccupied parking spaces were the two areas studied here. The results are as follows:

	turn-over %	unoccupied %
South Wayne, from Hancock to Green	74	30
Green, from Wayne to Wilkenson	34	39
Wilkenson, from Green to Hancock	20	8
Hancock, from Wilkenson to Wayne	49	10
Hancock, from Wayne to Wilkenson	48	6
Wilkenson, from Hancock to McIntosh	26	7
McIntosh, from Wilkenson to Wayne	36	24
Wayne, from McIntosh to Hancock	62	16
Wayne, from Hancock to McIntosh	73	17
Jefferson, from McIntosh to Hancock	12	66
Hancock, from Jefferson to Wayne	67	19
Hancock, from Wayne to Jefferson	56	17
Jefferson, from Hancock to Greene	13	89
Green, from Jefferson to Wayne	52	36
Wayne, from Green to Hancock	70	26

Acknowledge

The following people as representatives of their organizations:

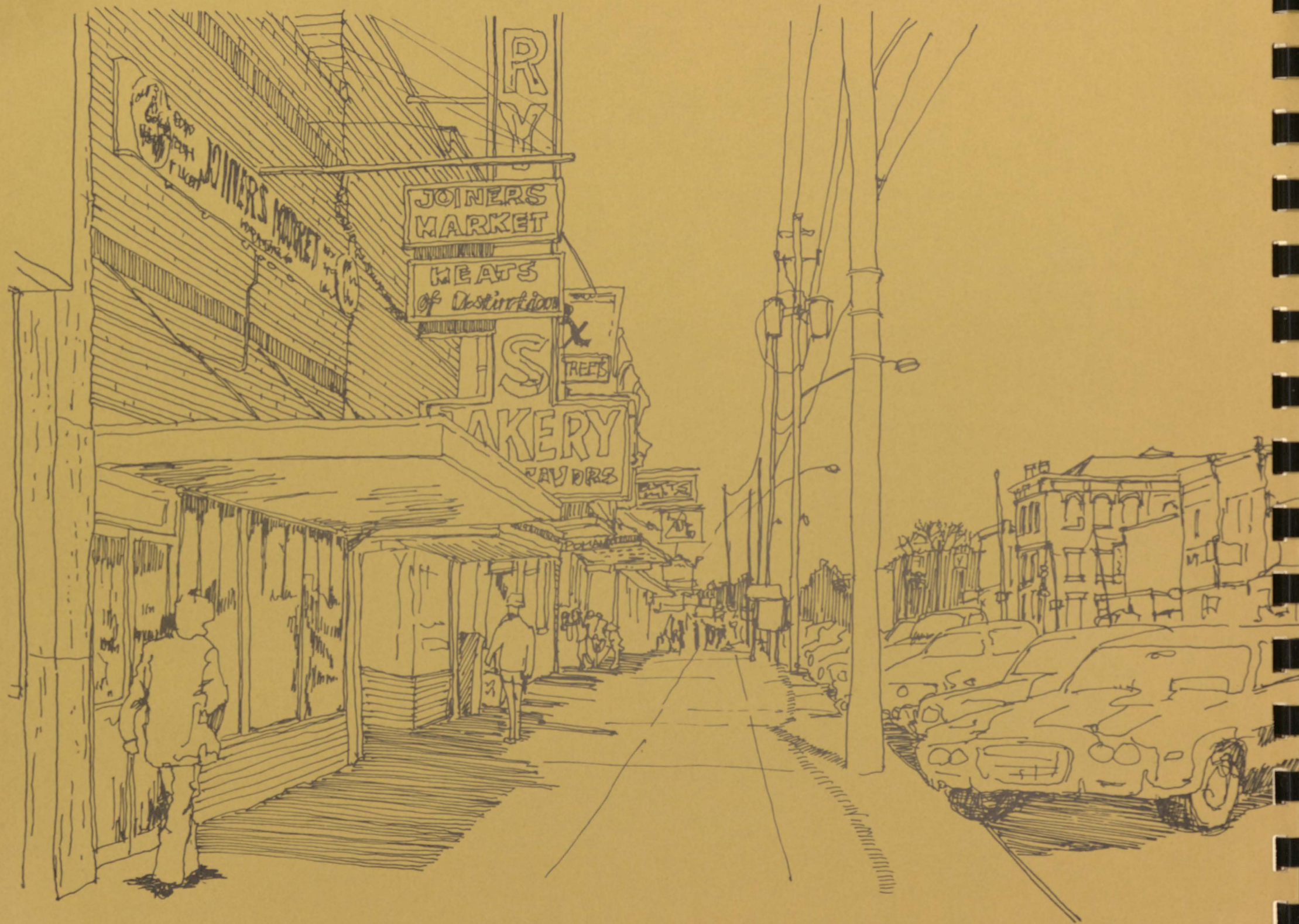
Mrs. Carolyn Rotter Chairperson of
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Mr. Robert Sloan Planning Director
of the Oconee Area
Planning and Develop-
ment Commission

Mrs. Lane Powell Publicist

Mr. Charles Middlebrooks Junior Chamber of
Commerce

and the many other interested businessmen and
residents of Milledgeville.



JOINERS MARKET

HEATS of Distinction

BREADS & PASTRIES

R
V

TREES

