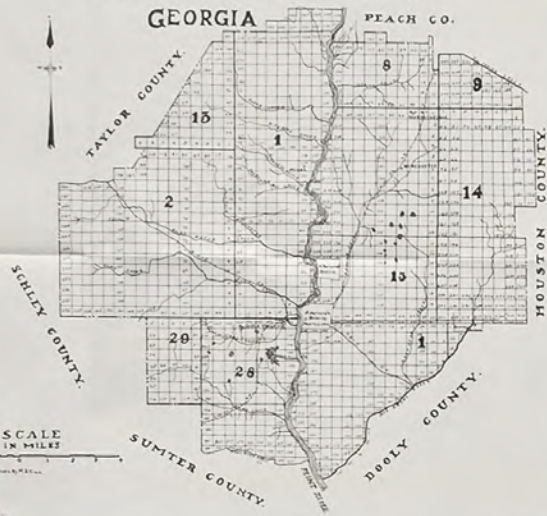


MACON COUNTY

GEORGIA

PEACH CO.



College of Environment + Design
UNIVERSITY OF GEORGIA

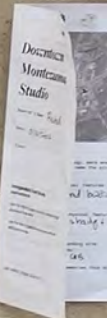


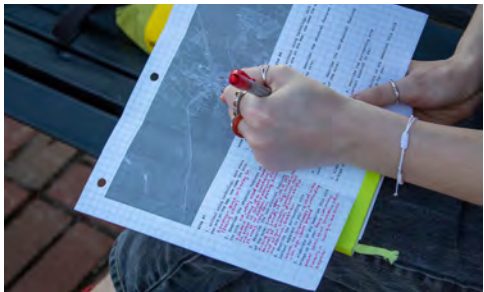


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Rachel Tellano
Grace Weigel
Anna Wilson
Mela Xides



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*Thank
You*

We would like to express our sincere gratitude to everyone who supported the LAND 4900 S studio throughout this design process. We are thankful for the valuable contributions of faculty from the College of Environment + Design, who demonstrated their expertise, passion, and creativity. We also extend our appreciation to Montezuma's community members who provided us with invaluable insights and feedback, helping us shape our design concepts to better serve their needs. Finally, we would like to acknowledge the guest speakers who graciously shared their knowledge and experience with us, inspiring us to think outside the box and to push the boundaries of what is possible. We are humbled by the generosity and dedication of all who helped make this project a reality.

01

Acknowledgements

College of Environment + Design

Professor
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of Landscape Architecture Student
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of Landscape Architecture Student

Stakeholders

Development/Tourism, City of
na
na Downtown Development Authority
na Downtown Development Authority
ger, City of Montezuma
na City Council, Montezuma
mber of Commerce

Guest Speakers

Environmental Activist, Finding the Flint
ental Planner, Architectural Historian
ologies
Director, Arabia Mountain Heritage
nce
y Director, Upstate Forever
ory Design Strategist, EKLA

Design and Photography

esign, Photography
esign, Editor

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Mel Fulghom	City Manager, City of Montezuma
Mayor Nealie Johnson	Montezuma City Council, Montezuma DDA, Chamber of Commerce

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Scott Morris	Environmental Planner, Architectural Historian KCI Technologies
Revonda Cosby	Executive Director, Arabia Mountain Heritage Area Alliance
Megan Chase-Muller	State Policy Director, Upstate Forever
Sonia Olivia	Participatory Design Strategist, EKLA

Report Production and Photography

Ashley Daniel	Layout Design, Photography
Carley Rickles	Layout Design, Editor

Overview

In early 2023, the City of Montezuma commissioned the College of Environment and Design to develop design recommendations to enhance Montezuma’s cultural, economic, and natural resources in the downtown area. Students in the BLA capstone studio, led by Professor Carley Rickles, worked with members of the Downtown Development Authority and the City to generate several master plan concepts and focus area designs for Downtown Montezuma. The Studio’s mission was broad yet intentional. Inspired by the town motto, “Great Future...Rich Past,” the Studio’s work responds to the question: How might a small southern town improve its economic vitality, ecological health, and celebrate its past through an interdisciplinary design approach focused on landscape architectural interventions?

Methodology

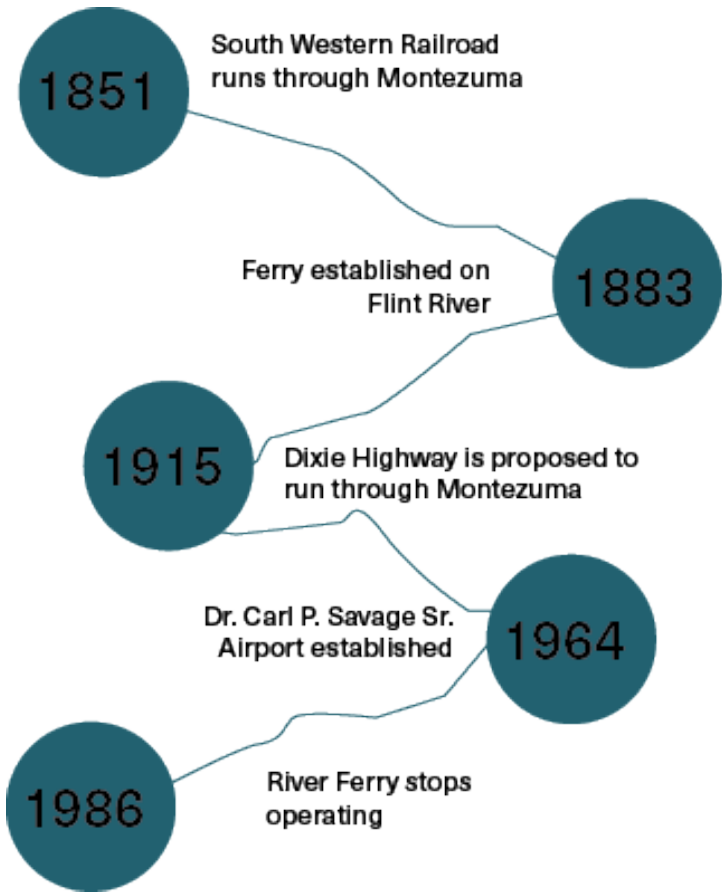
To answer this question, students were asked to complete a thorough site inventory and analysis prior to commencing in design work. They were broken up into four groups that investigated Montezuma’s local, regional, ecological, and cultural conditions and opportunities. Class methods for conducting research included field studies (group and individual/reflective), a dark ethnography night walk, informal interviews with community members, and through a study of published research and archives. In addition to conventional layer maps and diagrams, students utilized unconventional representation methods such as collage and photo-ex-



perience mapping to create user-accessible graphic communication to those outside the field. A few notable items that can be seen in the “Inventory and Analysis” chapter



Image Credit: Johnny Crawford, Atlanta Journal Constitution, 1994



interviews with and pictures of residents that were used for students to gain a greater sense of the town’s needs.

In addition, several professionals from related disciplines were invited to guest lecture, influencing students to design with interdisciplinary knowledge. Architectural historian, Scott Morris, taught students about the historic significance of Dooly Street and Walnut Street (previously the Dixie Highway, and the Overland Dixie Highway) which acted as major regional

02

Introduction

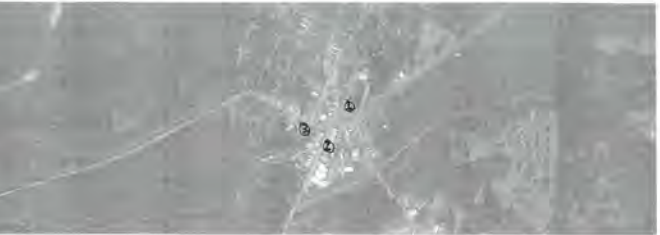
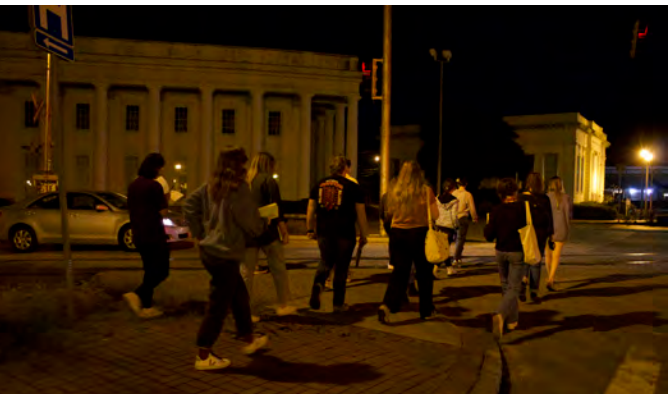
Overview

Methodology

Challenges & Opportunities

Design Solutions

Lastly, students visited the Arabia Mountain National Heritage Area with the Executive Director of the Arabia Alliance, Revonda Cosby, to learn about how a trail can tie together history, ecology, recreation, and tourism throughout a rural landscape.



site #2

1. without using technology, mark where you are on the map. now name the site: *marked as 2.*

2. describe the physical features of the site: *Sidewalk + wide road (marked) with straight ahead*

3. describe the non-physical features of the site: *Windy but music is playing loudly behind me. Cars passing loudly. Wind in my face.*

4. describe the surrounding site context apparent to you: *Nothing but to my right: a taxi sign and a sign with a picture of a person.*

5. elaborate on any memories this site brings up for you: *Church. A dream. A small town past and.*

site #3

1. without using technology, mark where you are on the map. now name the site: *marked as 3.*

2. describe the physical features of the site: *Alphabet charm. White tiled sidewalk. Main entrance. Shed. Building. Glass floor. A very overgrown shed.*

3. describe the non-physical features of the site: *Feel like a gold space bar. A person. Traffic is muted. Nothing on building.*

4. describe the surrounding site context apparent to you: *Behind the shed. By a m. ~~unimportant~~ gas station.*

5. elaborate on any memories this site brings up for you: *The really open space next to my granddaddy's shed on his farm where I heard a rubber snake. A frog. A snake.*

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To answer this question, students were asked to complete a thorough site inventory and analysis prior to commencing in design work. They were broken up into four groups that investigated Montezuma’s local regional, ecological, and cultural conditions and opportunities. Class methods for conducting research included field studies (group and individual/reflective), dark ethnography night walk, informal interviews with community members, and through a study of published research and archives. In addition to conventional lay



maps and diagrams, students utilized unconventional representation methods such as collage and photo-experience mapping to create user-accessible graphic communication to those outside the field. A few notable items that can be seen in the “Inventory and Analysis” chapter are a graphic linear history overlaid with City population levels, a documented timeline showing the experience of walking along the Beaver Creek levee, and several

Lexicon

dark ethnography

a way of researching in design to learn how people experience places that are dark or have low light design interventions

methods used to solve specific problems or challenges in a space or environment, usually designed to be inexpensive and easy to implement design narratives

the stories and messages that are told through the design of a space or environment, used to share the values and goals of a project with stakeholders and users

heritage

the importance of a place’s culture and history, often used as a reason to protect and save landscapes and buildings

impervious

surfaces that do not allow water soak in, often used to describe paved or constructed areas that add to flooding

infrastructure

the physical structures and systems that support the functioning of a community, such as roads, bridges, utilities, and public transportation

interdisciplinary design

bringing different areas of knowledge and expertise together in the design process to make more creative and complete solutions

programming

figuring out what activities and uses will happen in a space or environment, used to help design the space to fit users’ needs

rehabilitation

making an existing landscape or ecosystem better by fixing and improving it to be more culturally and ecologically valuable

restoration

returning a damaged or degraded landscape or ecosystem back to its original state, often done with ecological and conservation techniques

thoroughfare

a street or road that goes through an urban or rural area without stopping, usually built to handle lots of traffic

user accessibility

how easy it is for all people to use and access a space or environment, including people with disabilities or mobility issues



thoroughfares prior to I-75. In addition, he provided the class with a thorough research guide that listed relevant resources and archives for students to use. Author and environmental activist, Hannah Palmer, taught students about the regional significance of the Flint River through her project, Finding the Flint. Palmer also shared her ground-up efforts to engage with community members and politicians on the importance of waterway health. Megan Chase-Muller, Policy Director at conservation nonprofit Upstate Forever, shared her research on floating wetlands and stream restoration in addition to sharing her policy work that advocates for built environment solutions that restore bodies of water and improve water quality. Sonia Olivia, a Participatory Design Strategist at Elizabeth Kennedy Landscape Architect, shared her recent graduate work from Polytechnico di Milano which included innovative techniques for representing design narratives graphically.

Lastly, students visited the Arabia Mountain National Heritage Area with the Executive Director of the Arabia Alliance, Revonda Cosby, to learn about how a trail can tie together history, ecology, recreation, and tourism throughout a rural landscape.



Challenges and Opportunities

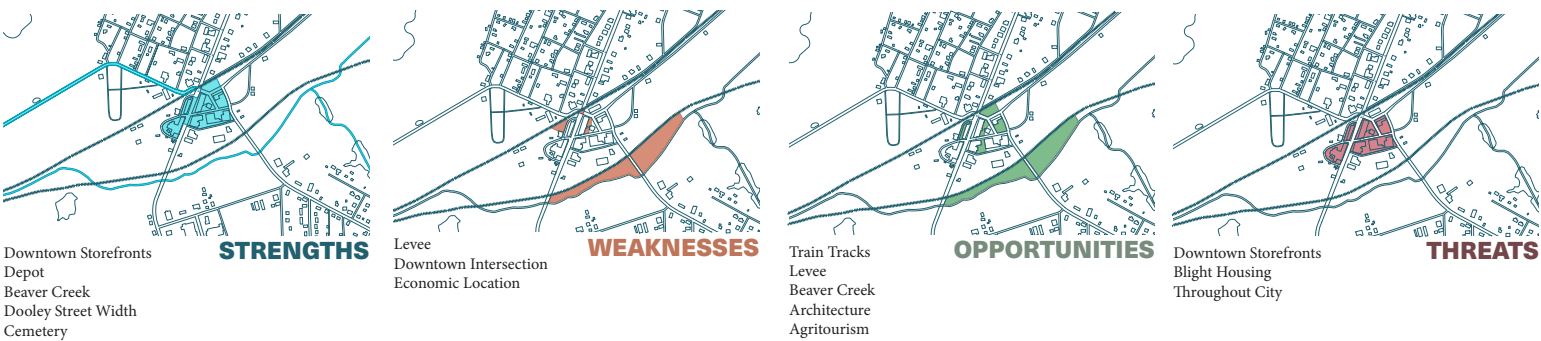
Throughout the Inventory and Analysis phase, the class came together to further define the challenges and opportunities that face Downtown Montezuma. This knowledge allowed students to thoughtfully program their master plans and make informed decisions on which focus area to design in more detail. Through research and interviews with the Client and community members, students determined the following as some of the major challenges facing Montezuma:



Image Credit: Johnny Crawford, Atlanta Journal Constitution, 1994

- 1. A lack of economic drivers to bring income into the City and its residents. In 1994, Montezuma faced a devastating flood that impacted the community on a large scale. Its damage contributed to the decline of many of the previously thriving downtown businesses, leaving many of the historic buildings left to decay. Many of the buildings are still vacant and/or are in need of major repairs today. Additionally, travelers passing through Georgia now tend to opt for the interstate highway system, causing the town's Dixie Highway and Overland Dixie Highway to no longer serve as regional thoroughfares bringing large populations of travellers through Montezuma.
- 2. A lack of connection to Montezuma's natural elements. Despite downtown's unique ecological condition as an ecotone, Downtown Montezuma has no existing public access to its celebration-worthy natural landscape. This lack of physical access reinforces a barrier between residents and their waterways. Students found through informal interviews that the town's history of flooding has left many residents at odds with Montezuma's waterways.

- 3. A Lack of harmony between the built environment and Montezuma's ecology. Beaver Creek is currently listed as impaired for Fecal Coliform. It is assumed that this is caused by a combination of farming practices that degrade water quality upstream and a lack of a healthy ecological riparian system. Megan Chase-Muller shared in her presentation with the class that a healthy riparian system should have wide (50-100') riparian buffers with strong native plant communities grown throughout the banks of waterways. Diverse fish and aquatic insect communities play a critical role in stream health. In the Creek's current state, it is unsafe for human contact and for fish and wildlife to live in.
- 4. A lack of accessible elements that contribute to a rich public realm such as walkways, wayfinding, tree canopy, gathering spaces, active spaces, and reflective space. Having a variety of public spaces and circulation routes allows more opportunities for residents and visitors to engage with the town.



Design Solutions

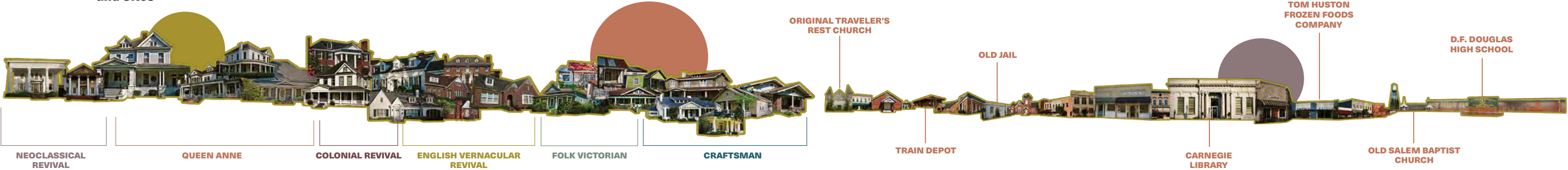
Below are some of the design solutions students developed in response to these challenges:

- 1. Ecological Restoration through green infrastructure that improves riparian buffers, stormwater quality, and offsets impervious streetscapes with green streets or roadways that provide infrastructure for stormwater runoff, pedestrians, cyclists, and animals, in addition to cars.
- 2. Improving connectivity and cultural infrastructure through a robust multi-modal trail network that celebrates Montezuma's history, culture, and ecology through interpretive wayfinding and recreation that engages with waterways. A case study worth looking at is the Arabia Mountain National Heritage Area.
- 3. Expanding and formalizing outdoor event space through the closure of streets to cars. This allows visitors to more easily visit local shops and restaurants.



- 4. Introducing urban infill and mixed-use buildings downtown. This is especially important for creating housing opportunities downtown. More housing downtown = more engagement with local businesses.
- 5. Incentivizing local businesses to get started downtown through programming, such as subsidies for historic building repair and a program that offers local business mentorship programs.
- 6. Defining and embracing Montezuma's identity through wayfinding, placemaking, and place keeping.
- 7. Improved cultural infrastructure through the rehabilitation and recontextualization of historic buildings into useable structures.
- 8. Creating opportunities for affordable housing downtown.
- 9. Built environment interventions that include local, regional, and possibly national art programming, such as "Art Alleys," and the "Montezuma Murals."

Historical Architecture and Sites



Montezuma is comprised of architecture and sites with rich historical significance. The buildings below, featured in *A Drive Down Memory Lane*, are organized by style. The right half of the image features sites which are recognized to have social value and potential for tourism.

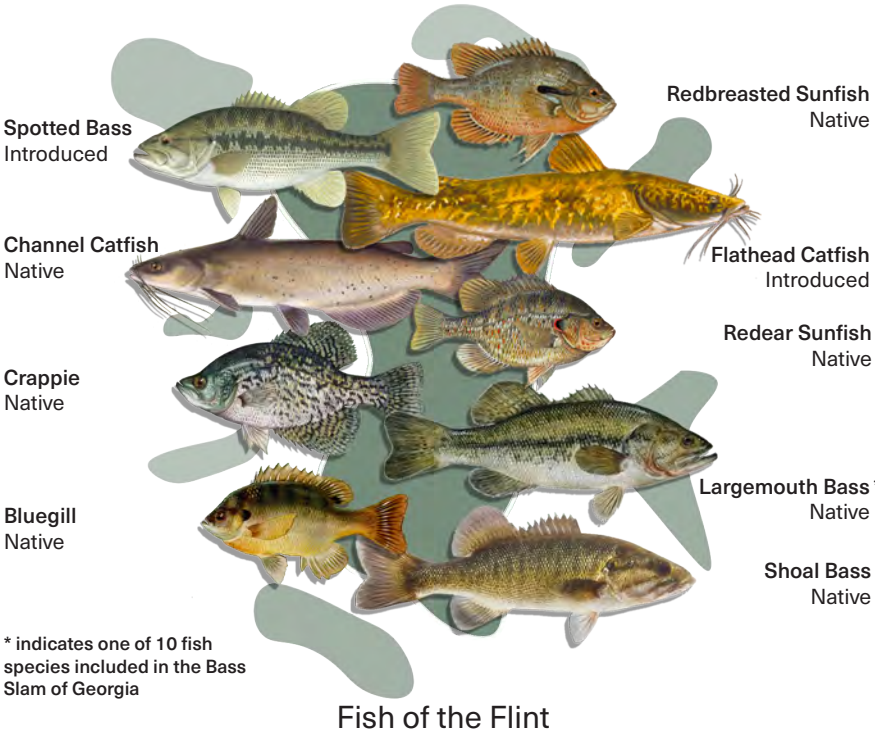
Major Themes

Ecological

Students researched, documented, and created maps, diagrams, and collages of the ecological assets and potentials of Montezuma, such as: waterways, hydrology, native ecology, current ecology, soils, plants, threats and opportunities, ecoregion, ecologically sensitive areas, parks and preserves, and trail systems.



Highway 90 after the Great Flood f '94
Image Credit:Beau Cabell,
The Telegraph, 1994



* indicates one of 10 fish species included in the Bass Slam of Georgia

Fish of the Flint



Flint River Farm School
Image Credit: Marion Post Wolcott, Library of Congress

Cultural

Students researched, documented, and created maps, diagrams, and collages of the cultural assets and potentials of Montezuma, such as: historical assets (structures, existing places, monuments, memorials), existing wayfinding elements, existing placemaking components, tourism, sense of place, socioeconomic demographics, schools, parks, threats and opportunities, educational resources, and linear history.

03

Inventory & Analysis

Ecological

Carter Gilson
Rachel Tellano
Aisha Iyengar
Grace Weigel

Cultural

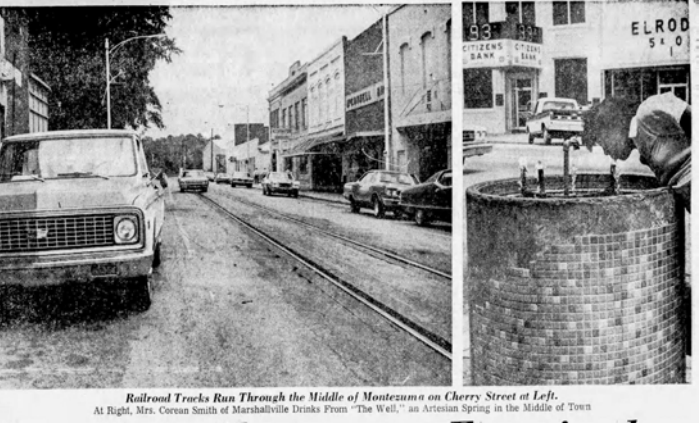
Anna Wilson
Ashley Daniel
Cameron Hand
Luke Maddox

Regional

Margot McLaughlin
Mela Xides
David Eskew

Local

Alexa Pfeiffer
Brooke Freeman
Patricia Quinonez
Kaylee Major



Cherry Street
Image Credit: Violet Moore, Macon Telegraph, 1973



Local

Students researched, documented, and created maps, diagrams, and collages of the local (in Montezuma) assets and potentials of Montezuma, such as: urban design (morphology, streetscape), public space, street types, land use, industries, demographics, housing types, tourism, policy and planning, trail systems, economy, county, population, ecology, watershed, identity of place.

Major Themes

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Spotted Bass
Introduced

Channel Catfish
Native

Crappie
Native

Bluegill
Native

* indicates one of 10 fish species included in the Bass Slam of Georgia



Highway 90 after the Great Flood of '94
Image Credit: Beau Cabell, The Telegraph, 1994



Flint River Farm School
Image Credit: Marion Post Wolcott, Library of Congress

Lexicon

assets

things in the landscape that are valuable or useful to the community, like nature, culture, or infrastructure

ecotone

the area where two different ecosystems meet, with a unique combination of plants and animals.

ecotourism

traveling to natural or cultural places that are valuable, usually for their environment or culture

floodplain

a low-lying area next to a river or lake that sometimes floods

hydrology

the study of water in the landscape, including how it moves and how good its quality is.

Kaolin Belt

a region in the southeastern United States with lots of clay used to make ceramics, paper, and other things

land-use

how a piece of land is legally categorized with an intended use

levee

a man-made structure next to a river or lake to prevent flooding

coastal plain

a low-lying area near the coast

materiality

the physical properties of materials used in landscape architecture

mixed-use

a development or area that combines different types of land uses, such as residential, commercial, and office space

morphology

the study of the shape and structure of a landscape or object

placemaking

making or honoring public spaces that bring people together and reflect local culture and history

sense of place

the quality that a place has that makes it unique and gives it a distinct character and identity, both physical and cultural

walkability

the ease in which one can navigate a neighborhood or city on foot

wayfinding

figuring out how to get around in a physical space, often with signs or landmarks

wetland

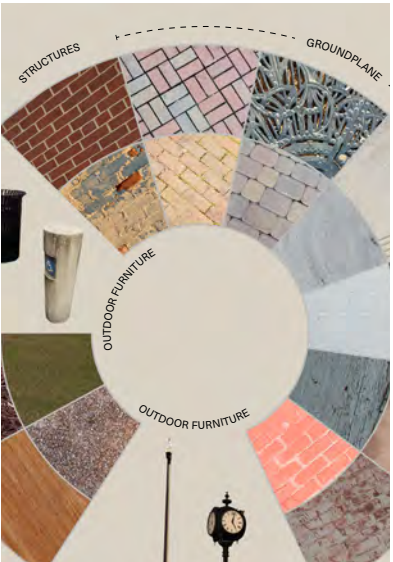
land that is covered by water seasonally or permanently, containing valuable ecosystems

Regional

Students researched, documented, and created maps, diagrams, and collages of the regional assets and potentials of Montezuma, such as: tourism, ecology, surrounding land uses and sites, industries, socio economic factors, economy, surrounding cities and towns, natural context (waterways), and watershed connections.



Cherry Street
Image Credit: Violet Moore, Macon Telegraph, 1973



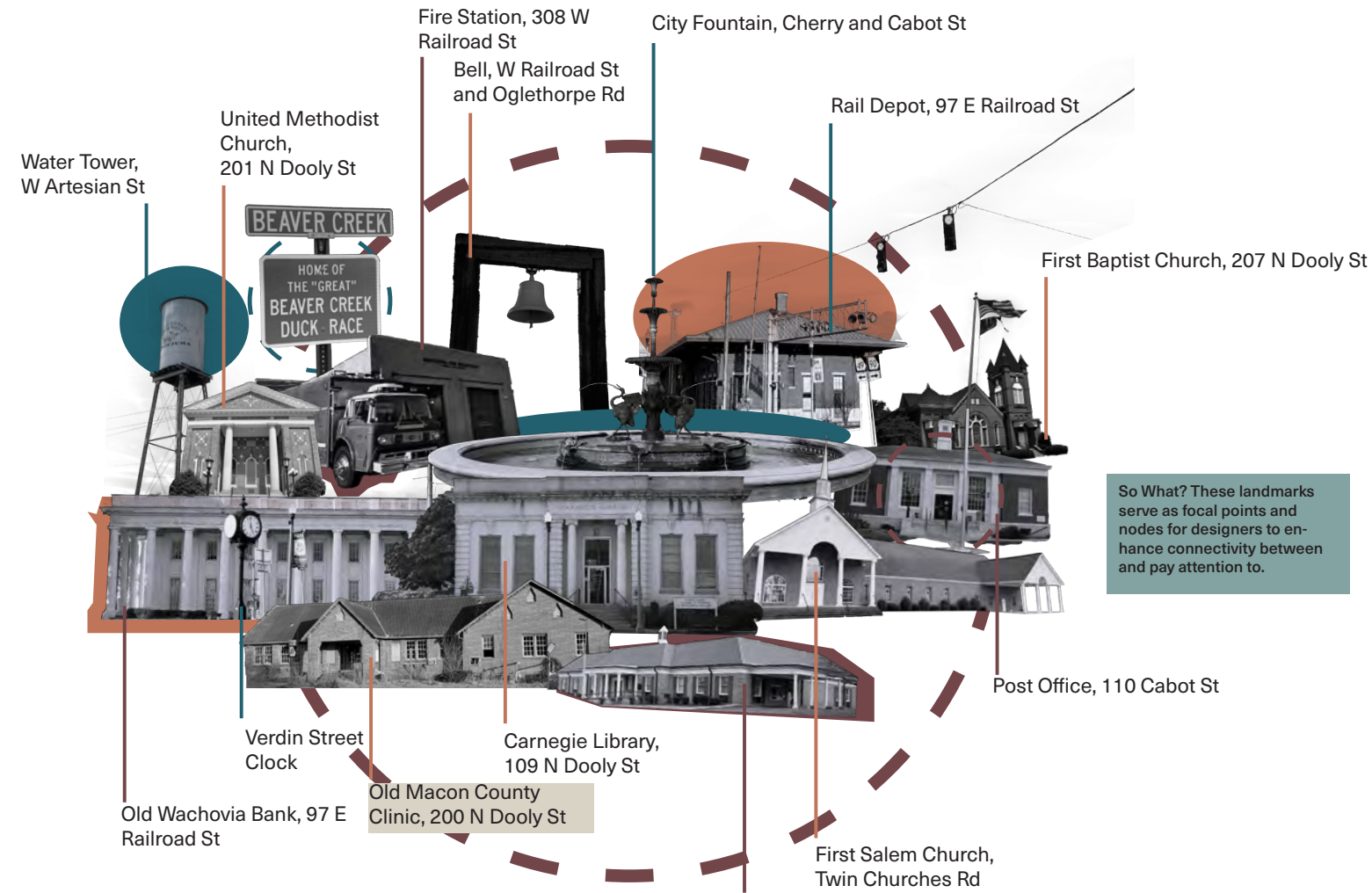
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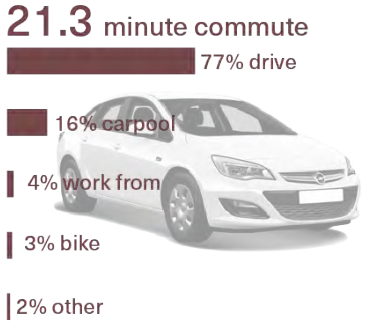
Local Inventory and Analysis
Kaylee Major, Brooke Freeman, Alexa Pfeiffer, Patrica Quinonez

Montezuma is a small town in Georgia with a population of just over 3,000 people. The following Inventory and Analyses are the result of a three-day site visit to the quaint town in February of 2023. The researchers focused on collecting local information: from informal street interviews to photography of downtown materiality.

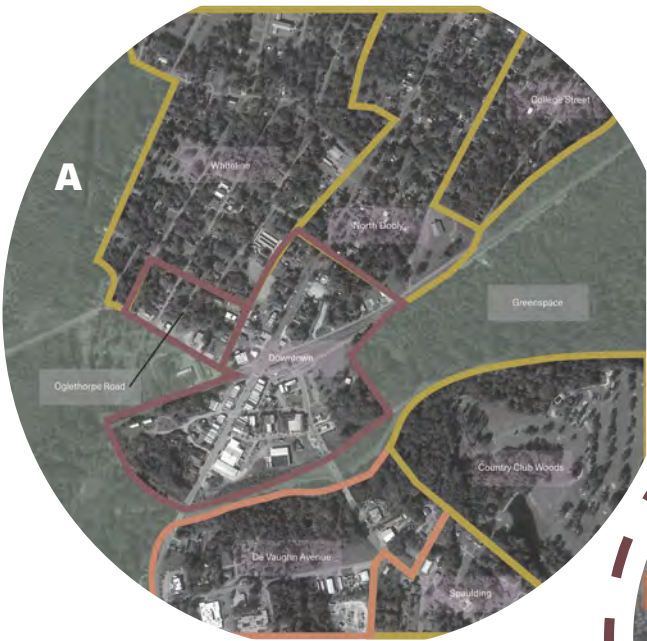
Through a series of maps and collages, the following graphics speak to the current state of Montezuma's downtown center, and evoke some ideas for future revitalization.



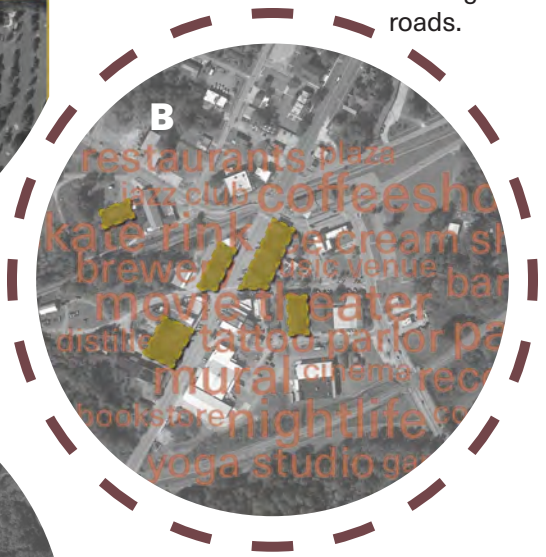
The signs, recurring visuals, and intricate facades of Montezuma create a sense of place and add to the ephemeral nature of the city.



The majority of residents drive to work to neighboring cities, although there are bikers and especially since the pandemic, people working from home.



Streets
The average road in Montezuma, with few exceptions. Dooly Street is the widest street, coming in at 42' wide as one of the arterial roads.



A. Showcasing the current designation of land in Montezuma, this map has mixed-use (red), commercial (orange), residential (yellow), and greenspace (green).
B. Vacant Lots + Possibilities
This collection of dilapidated buildings in Montezuma's center present a host of possibilities. The words seen to the left are taken from informal interviews conducted in the town's streets.
C. Pedestrian Walkability
This map highlights the quality of intersections downtown, as well as the length of the pedestrian crosswalks that could be shortened by bumpouts and other solutions.



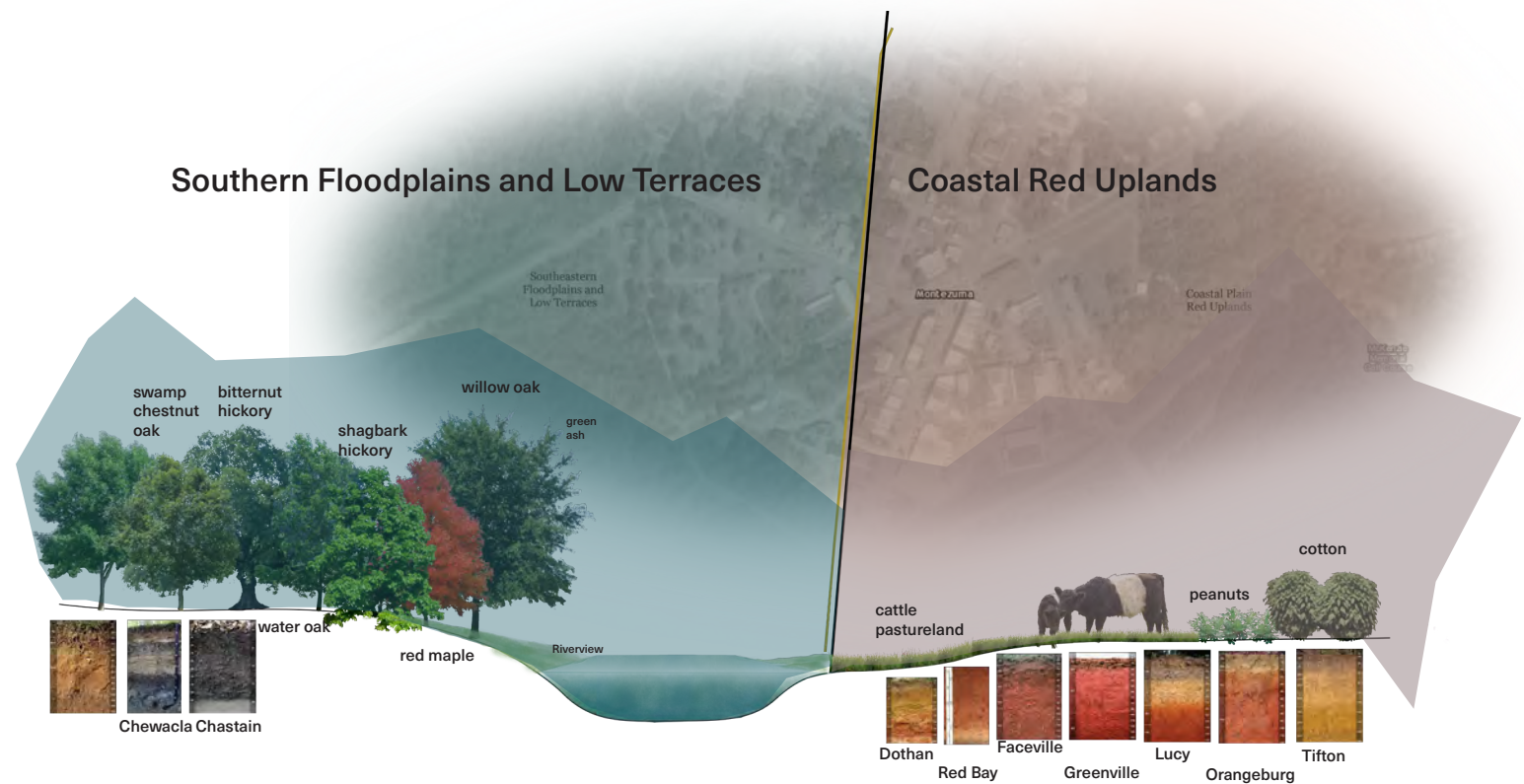
Ecological Inventory and Analysis

Carter Gilson, Rachel Tellano, Grace Weigel, Aisha Iyengar

The Ecological group looked into the natural features and components of Montezuma. Various ecological features recorded included animal and plant biodiversity, ecotourism, land cover, hydrology and waterways, ecoregions, soil types, and trail systems and parks. These ecological elements of the site have the potential to inform the design of downtown Montezuma.



Beaver Creek begins near Marshallville and runs right by Montezuma’s downtown. The water is heavily polluted by dairy farm runoff and chemicals that accrue on impervious surfaces due to vehicles. A great variety of plants and animals call the Beaver Creek corridor home including opossums, raccoons, River Birches, and Sycamore trees.



Montezuma is an ecotone, or an area of transition between ecoregions. Dooly St forms the divide between Coastal Red Uplands and the Southern Floodplains and Low Terraces



Relict Trillium



Autumn Fern



Northern Sea Oats



American Holly



Sweetbay Magnolia



Little Brown Jug



Broomsedge Bluestem



Carolina Cherry Laurel



Ebony Spleenwort

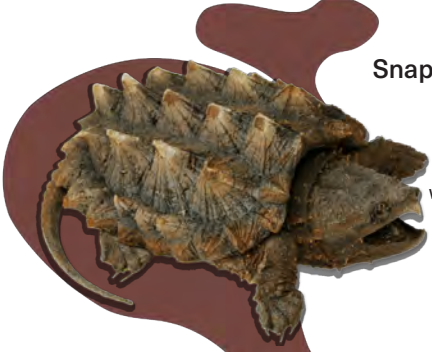


Atlantic White Cedar

Plants of Montezuma

○ common ○ rare ✱ aggressive ● edible

Endangered Species

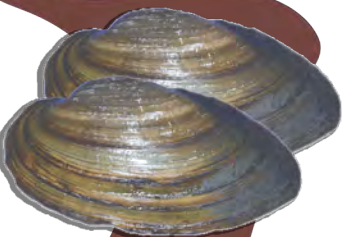


Alligator Snapping Turtle

They are the largest freshwater turtles in the world. They are found in the deep areas of the Flint River.

Freshwater Mussels

Historically, 29 species of mussels were found in the Flint River and its tributaries. In the early 1990s, surveys found that 22 species of freshwater mussels still occurred in the Flint River and its tributaries.



Barbour's Map Turtle

They are only found in three river systems with one being the Flint River. They prefer rapid-flowing areas, so the creation of reservoirs contributes to population decline.



The Kaolin Belt runs along the fall line through Montezuma.



Kayaking, Bird Watching, Foraging, Hiking, Fishing, Floating are ecotourism opportunities in Montezuma

Cultural Inventory and Analysis
Anna Wilson, Ashley Daniel, Cameron Hand, Luke Maddox

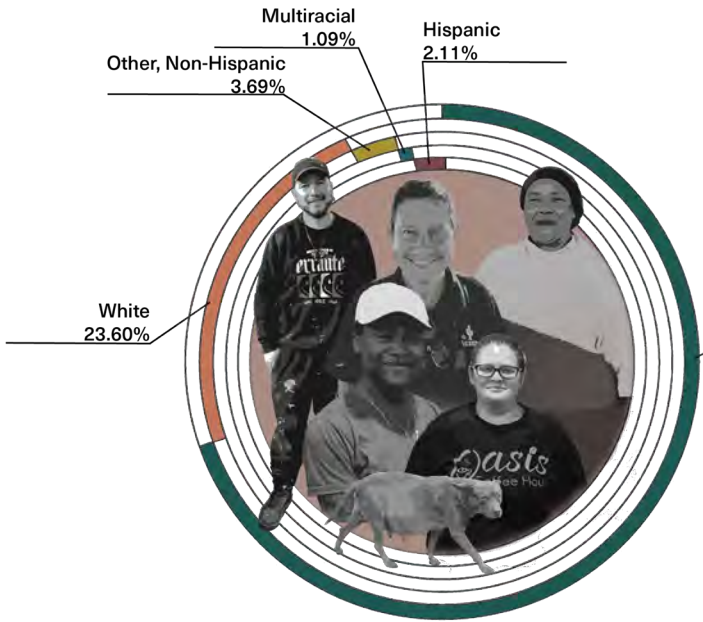
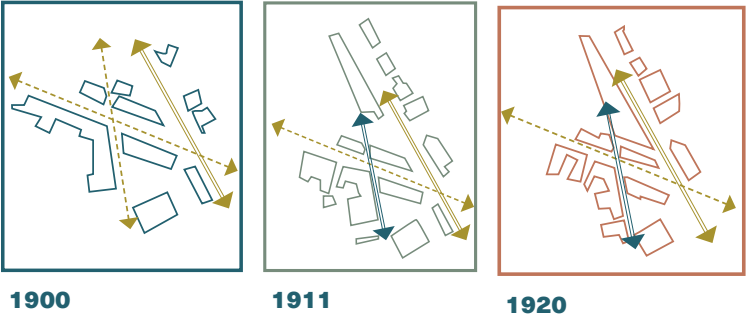
This inventory and analysis covers topics of demographics, sense of place, linear history, architecture and tourism potential to influence design decisions. By making note of the culturally relevant history of Montezuma, cultural clues to the past are given to demonstrate what made the city how it is today.



Linear Timeline of Montezuma's History x Population

The timeline below illustrates the rise and fall of Montezuma over its long and tumultuous history. The city sits next to the intersection of a historic indigenous trail and the Flint River. Europeans first settled this area as it was a convenient place to cross the Flint river, and the nearby springs provided ample drinking water while waiting for the river to become traversable. The proximity to the Flint made Montezuma a center for trade and commerce, but the river has taken just as much as it has given.

Dooly Street was part of the historic Dixie Highway. The expansion of Downtown increased rapidly with the construction of railroads. The growth in building footprints were directly correlated to the economic opportunities and influx of individuals and in Montezuma traffic in the town.



Unemployment Rate 49.7%



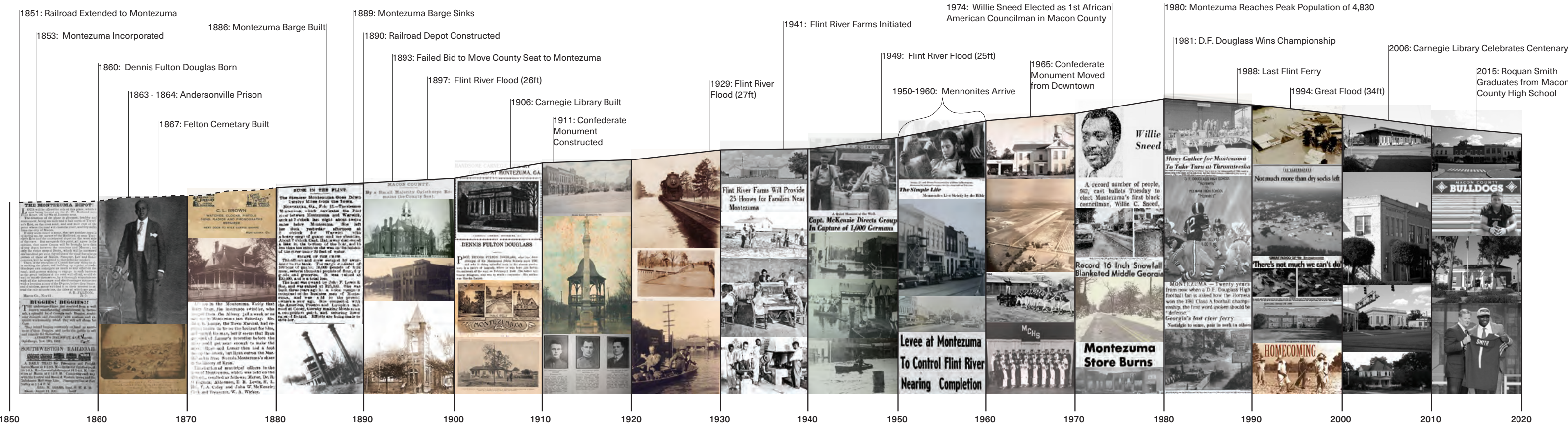
Median Income \$43,106
Poverty Index 21.3%

Demographic Analysis

Demographics for Montezuma display information necessary to design with a purpose. With the population being over 70% Black, it is important to design with that community in mind. It is also important to note that the poverty index and unemployment rates hint at the need for features that attract industry and tourism.



Sense of Place Study Graphic




Regional Inventory and Analysis


David Eskew, Margot McLaughlin, Mela Xides

Montezuma is positioned in the Upper Coastal Plain of Georgia, next to the Flint River. The relationship of the town to the surrounding region is important to understanding Montezuma as a whole. Montezuma is the largest city in Macon county, within the River Valley Regional Commission. This network of counties works together to promote regional economic growth and development. Montezuma is uniquely positioned

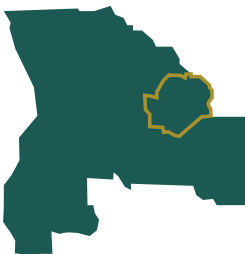
at the midway point of the Flint river, creating a vital opportunity for water quality mitigation before reaching the Gulf of Mexico. The region is primarily agricultural and rural.




MONTEZUMA
POPULATION: 3,039
MEDIAN HOUSEHOLD INCOME: \$43,106
POVERTY RATE: 21.3%
MEDIAN PROPERTY VALUE: \$86,500
MEDIAN AGE: 47.8



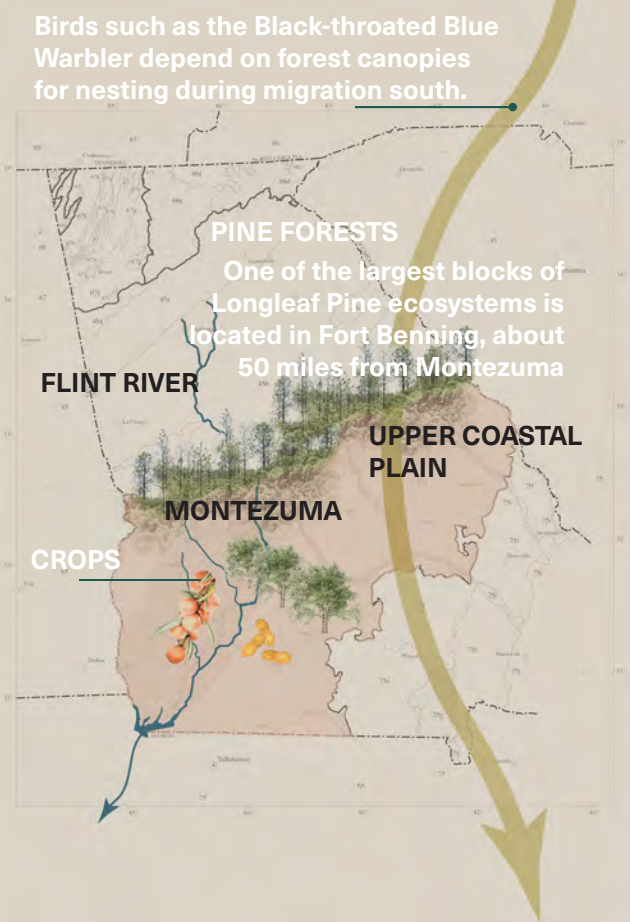
MACON COUNTY
POPULATION: 13,107
MEDIAN HOUSEHOLD INCOME: \$31,910
POVERTY RATE: 28.6%
MEDIAN PROPERTY VALUE: \$68,600
MEDIAN AGE: 40



RIVER VALLEY REGION
POPULATION: 375,000
MEDIAN HOUSEHOLD INCOME: \$43,872
POVERTY RATE: 20.5%
MEDIAN PROPERTY VALUE: \$114,300
MEDIAN AGE: 41.7

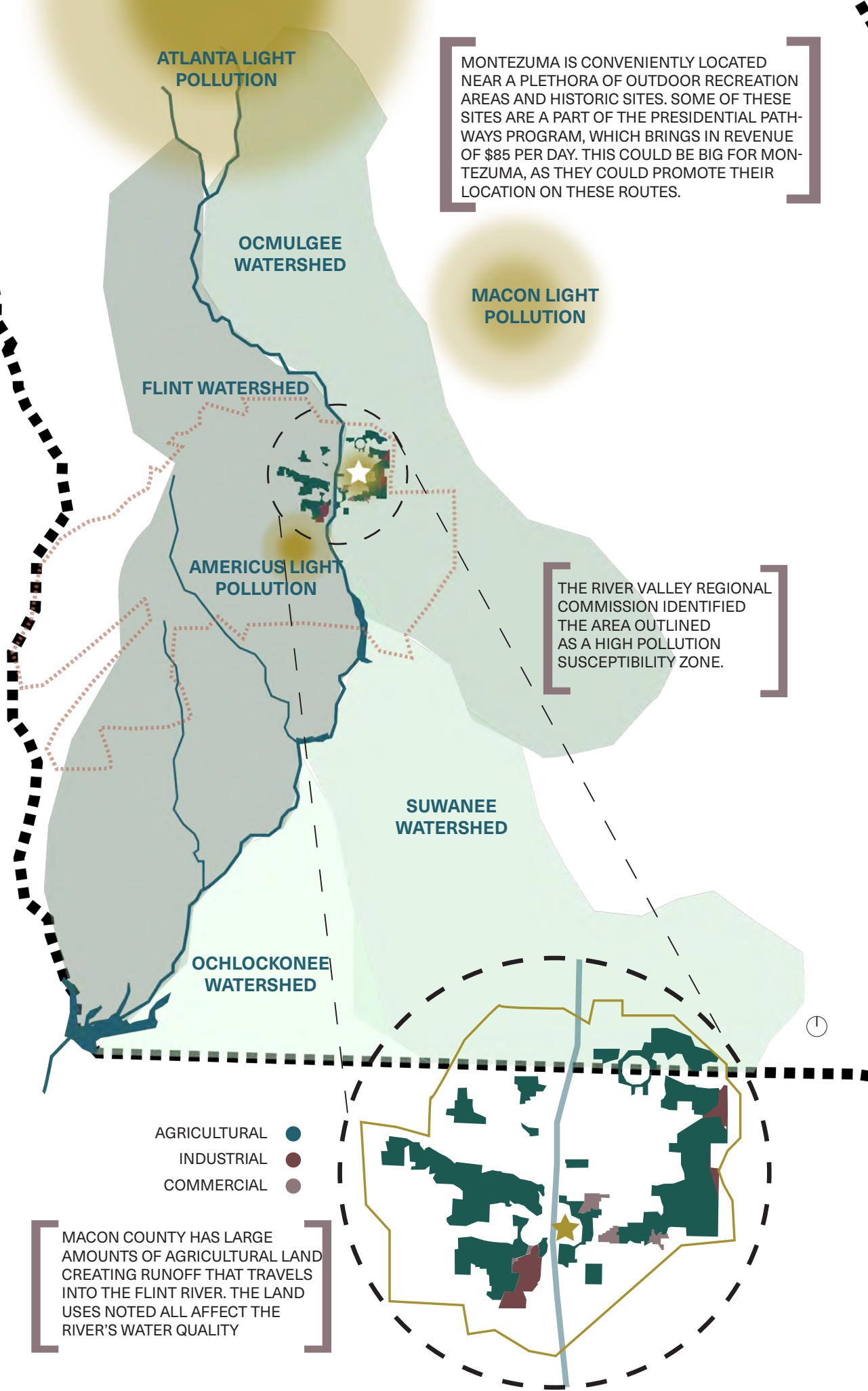


STATE OF GEORGIA
POPULATION: 10,500,000
MEDIAN HOUSEHOLD INCOME: \$61, 224
POVERTY RATE: 14.4%
MEDIAN PROPERTY VALUE: \$190,200
MEDIAN AGE: 36.9



THE FLINT RIVER CONTINUES INTO THE SEMONOLE, THE APILACHACOLA RIVER BAY, AND FINALLY TO THE GULF OF MEXICO. THE FLINT PROVIDES DRINKING WATER FOR ATLANTA AND AGRICULTURAL WATER FOR MUCH OF SOUTHERN GEROGIA

MONTEZUMA SITS IN AROUND THE MIDDLE OF THE FLINT RIVER, CREATING A PRIME OPPORTUNITY FOR WATER QUALITY MITIGATION.



MONTEZUMA IS CONVENIENTLY LOCATED NEAR A PLETHORA OF OUTDOOR RECREATION AREAS AND HISTORIC SITES. SOME OF THESE SITES ARE A PART OF THE PRESIDENTIAL PATHWAYS PROGRAM, WHICH BRINGS IN REVENUE OF \$85 PER DAY. THIS COULD BE BIG FOR MONTEZUMA, AS THEY COULD PROMOTE THEIR LOCATION ON THESE ROUTES.

Student Work



04

Student Work

Ashley Daniel
David Eskew
Brooke Freeman
Carter Gilson
Cameron Hand
Aisha Iyengar
Luke Maddox
Kaylee Major
Margot McLaughlin
Alexa Pfeiffer
Patricia Quinonez
Rachel Tellano
Grace Weigel
Anna Wilson
Mela Xides



Student Work



Lexicon

brownfield

an old or unused industrial or commercial site that might be contaminated by harmful waste or pollution

complete street

a roadway design that takes into account the needs of all users in order to create a safer, accessible, and equitable transportation system

connectivity

how well different parts of a landscape or transportation network are connected to make it easier to move around and access things

fascine

a bundle of sticks or vegetation used to stop soil erosion and stabilize the soil on eroded stream banks

floating wetland

a structure that floats on the surface of a body of water, designed to provide habitat for aquatic plants and filter pollutants

green infrastructure

the use of natural systems and features in the built environment, such as raingardens and bioswales, to provide environmental, social, and economic benefits

infill

developing vacant or unused land within an existing urban area to increase population density and reduce urban sprawl

multi-modal

a transportation system that accommodates different modes of travel, such as walking, biking, public transit, and automobiles

permeable paving

pavement that allows water to pass through instead of running off into storm drains

placekeeping

the process of preserving and enhancing the cultural, social, and historical character of a place or community, often through community engagement and collaboration

riparian buffer

vegetation along the banks of a waterway designed to protect water quality and provide habitat for wildlife

road diet

reducing the number of lanes or overall width of a roadway to improve safety and calm traffic, prioritizing the pedestrian

stormwater infrastructure

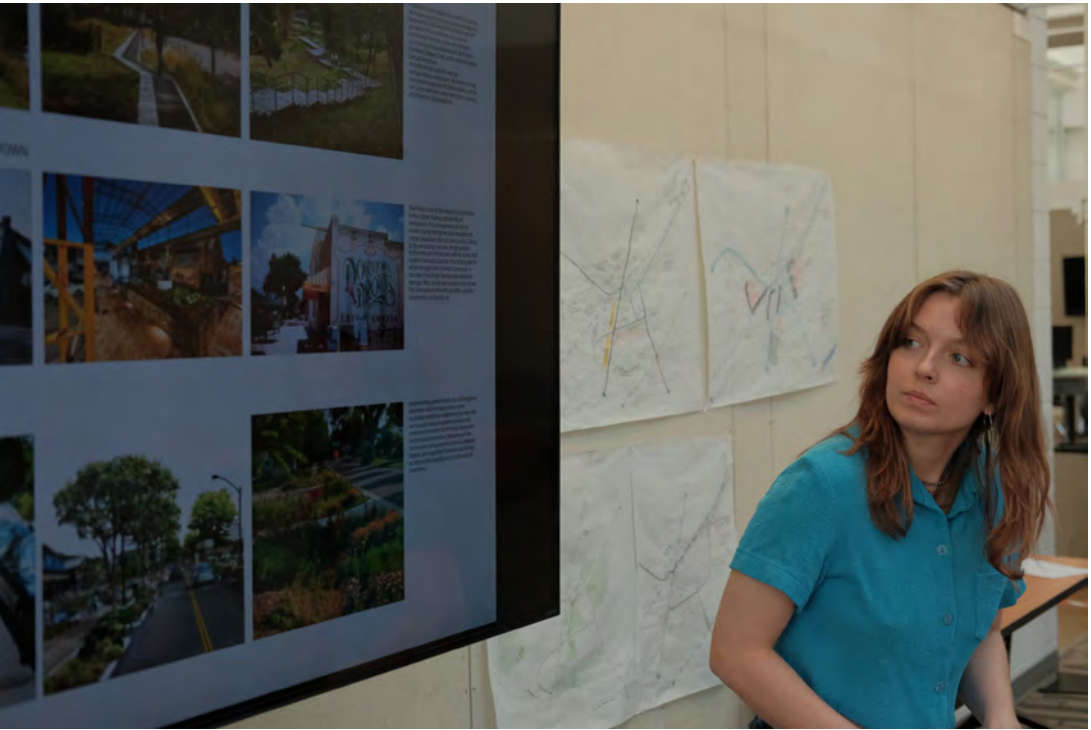
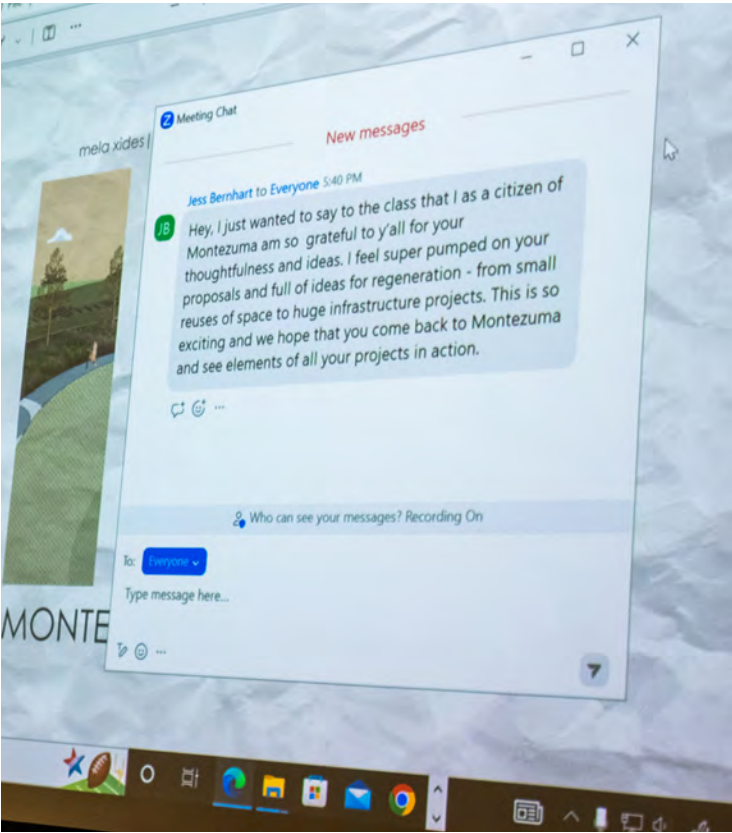
systems designed to manage and treat stormwater runoff, such as raingardens and bioswales

transect

a planning concept that divides a landscape into zones based on the intensity of human activity with the goal of promoting walkability and reducing automobile dependence

typology

the classification of different types of landscapes or urban spaces based on their physical and functional characteristics

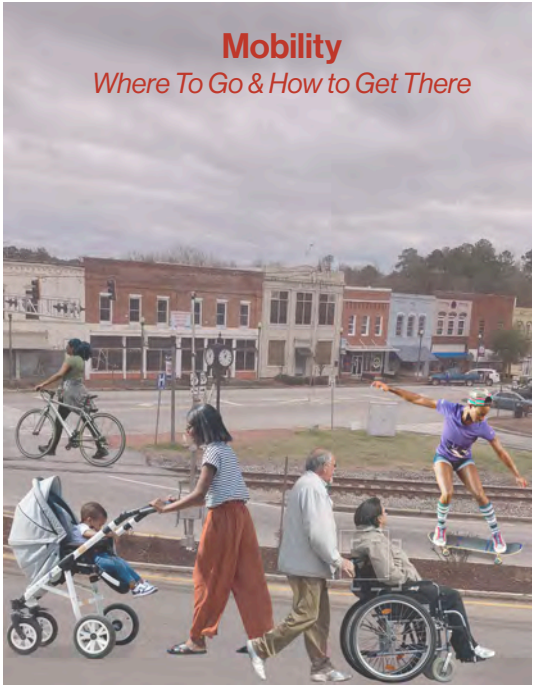
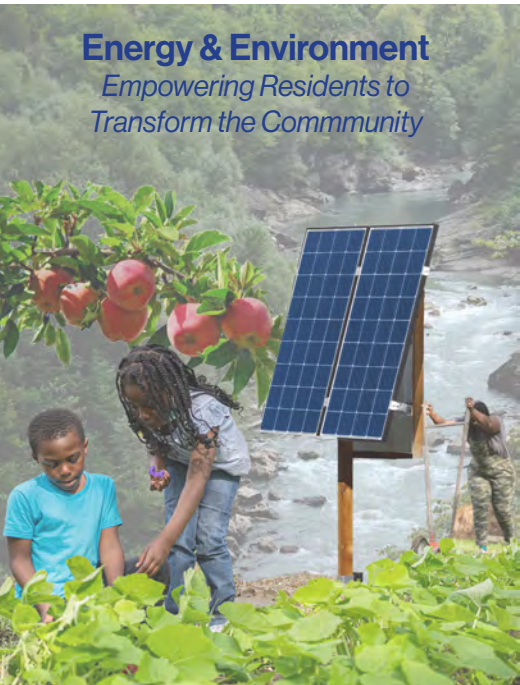
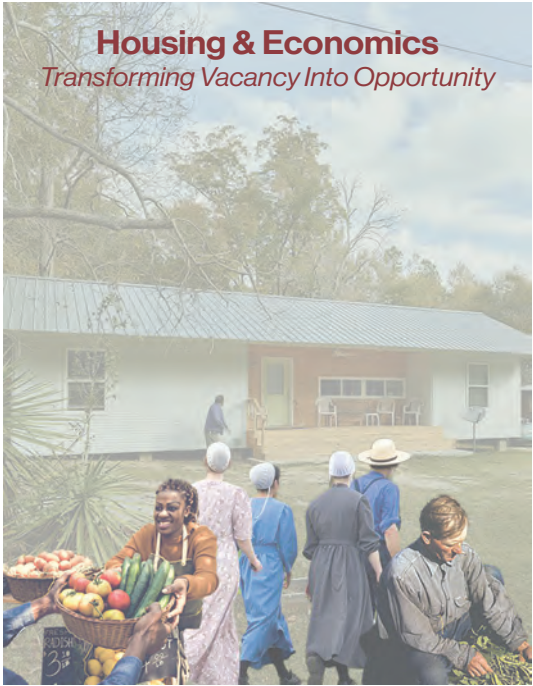


Placekeeping and Community Building in Montezuma, GA

Ashley Daniel

The four categories that shaped the goals and strategies for this project derived from an interpretation of Blacks in Green’s Sustainable Square Mile Handbook which provided a framework for village building in Black neighborhoods. Certain aspects from the handbook were used to ensure that the design would be built for Montezuma’s Black residents, who account for 70% of the total population. The strategies that were developed based on the conceptual framework centering the culture of Montezuma, energy and the environment, housing and economics, and mobility. These strategies focus on maintaining Montezuma’s rich culture while outlining ways to improve safety, circulation and economic

prosperity. Notable features of this project includes bike lanes and streetscape infrastructure improvements, the addition of a bike library, a community center in a former Wachovia Bank building, and a community centered park in the heart of downtown. The addition of a trail system that spans through the Montezuma Historic District and surrounding ecological features, such as Beaver Creek and existing forested areas, includes access to a wildflower meadow, urban agriculture area and a solar energy farm. Implementation of this trail would create ease for residents to have access to goods and services within a quarter mile of their front doors.



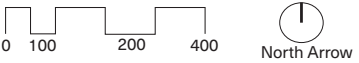
Collages illustrating design concepts

Downtown Masterplan



Legend

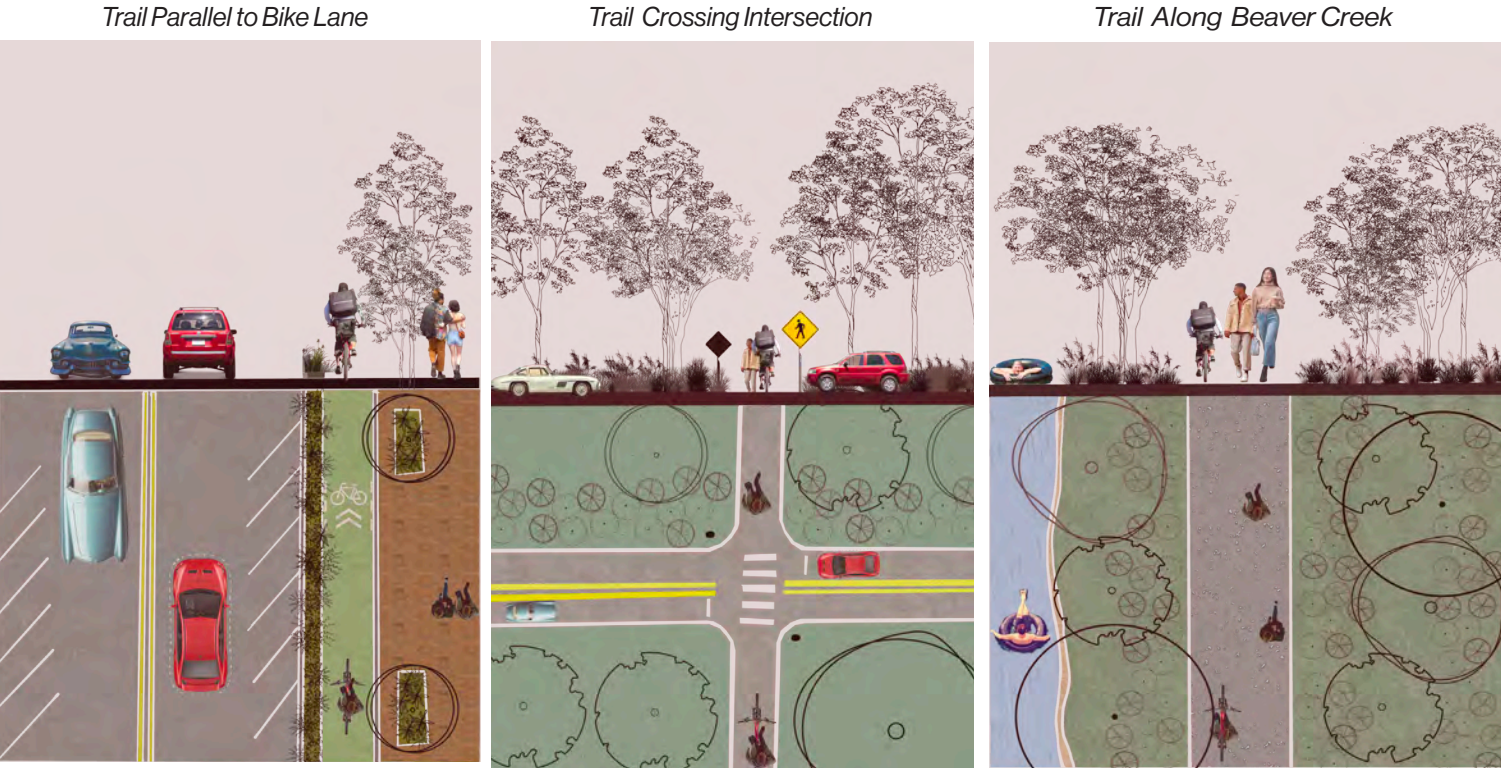
- | | | |
|---------------------------|----------------------|---------------------------|
| 1 Depot/Distillery | 6 Forrested Walk | 11 Post Office |
| 2 Community Center | 7 Complete Street | 12 Unity Park |
| 3 Train Watching Platform | 8 Bike Lane Addition | 13 Levee |
| 4 Bike Library | 9 Felton Cemetary | 14 Carnige Library |
| 5 Beaver Creek Trailhead | 10 Beaver Creek | 15 Community Focused Park |



Circulation Improvements	Storefront Depictions	Green Infrastructure	Wayfinding & Placekeeping	Community Gathering
Bike lane additions, planted buffers between cyclists and the street, and supplemental crosswalks will enhance the safety of downtown.	To give residents and visitors a depiction of the former downtown businesses, storefront window ilohettes and images will bring life to the vacant buildings.	Introducing green infrastructure to supplement the existing gray infrastructure can promote urban livability while reducing and treating stormwater.	Wayfinding and placemaking systems can make people feel welcome and gain a sense of belonging.	Community centers provide a convenient and fun opportunity for the community to stay fit. while also provid a safe place for young people to hang out

Strategies for downtown based on design concepts

Placekeeping and Community Building in Montezuma, GA
Ashley Daniel



Trail typologies in plan view and section elevation



Focus Area Trail System



Legend

- 1 Solar Energy Farm
- 2 Wildflower Field
- 3 Basketball Court
- 4 Cemetery
- 5 Dooly Street Bike Lane Additions
- 6 Community Garden



Logo & Headline
Copper Black

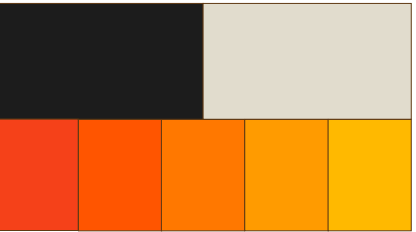
Subheader Font
Neue Haas Grotesk Text Pro - All Weights

Body Font
Acumin Pro - Extra Light and Regular Weights

Suggested typography for Montezuma's branding



Montezuma logo design with color options



Suggested color palette for Montezuma's branding



Examples of Wayfinding for downtown Montezuma

Downtown Montezuma Development Plan

David Eskew

In my masterplan, I included a variety of design elements that prioritize improving Montezuma's economy, such as mixed-use buildings, affordable housing, green streets, additional crosswalks, and green spaces. Mixed-use buildings, which combine residential and commercial spaces, have become increasingly popular in recent years because of their potential to create vibrant and sustainable communities. This combination is successful because it allows local businesses to thrive with regular patrons. By incorporating mixed-use buildings, Montezuma will be able to provide more affordable housing options, as well as reduce commuting times and as-

sociated costs for trips that would typically require traversing town. Green infrastructure and public greenspaces are designed to incorporate natural elements, such as trees and vegetation into the urban landscape. By doing so, they can help to mitigate many of the negative impacts of urbanization, such as air and water pollution, heat island effects, and decreased biodiversity. My design aims to make Montezuma a more attractive place to live and work. Further this concept outlines a method to attract new businesses and residents to the area- furthering economic growth.

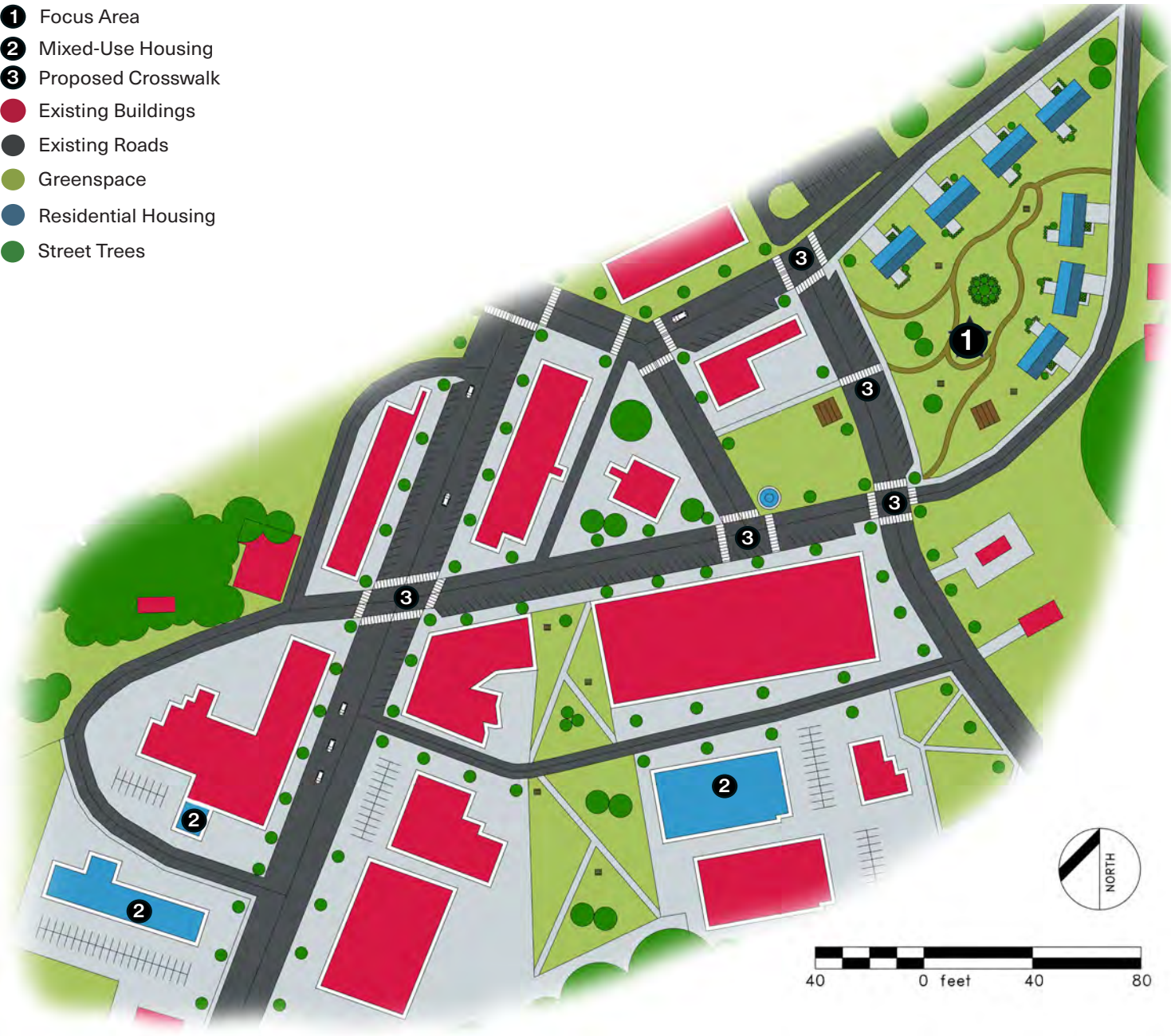


Sections of proposed mixed-use buildings in downtown

Downtown Masterplan

Legend

- 1 Focus Area
- 2 Mixed-Use Housing
- 3 Proposed Crosswalk
- Existing Buildings
- Existing Roads
- Greenspace
- Residential Housing
- Street Trees



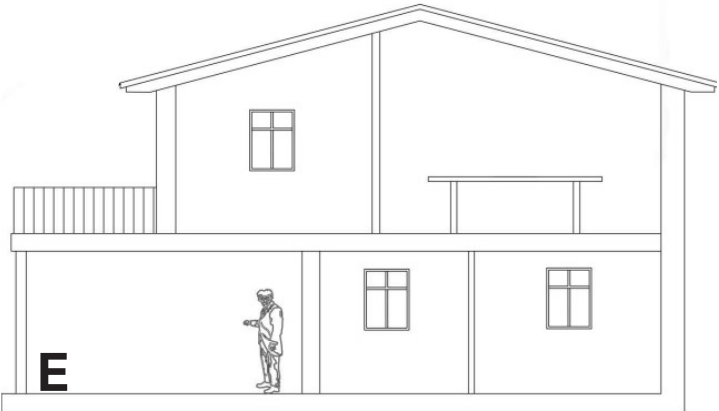
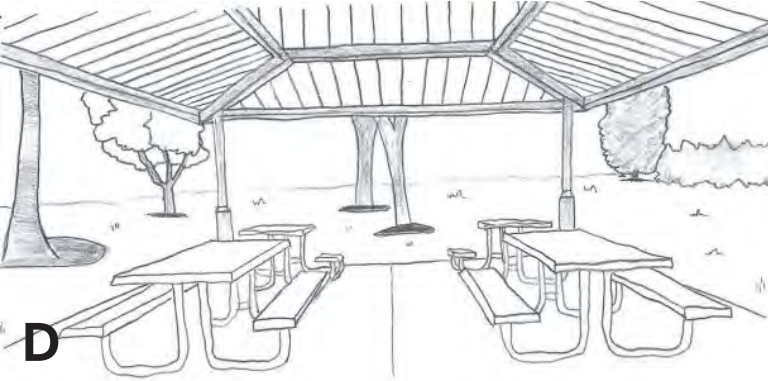
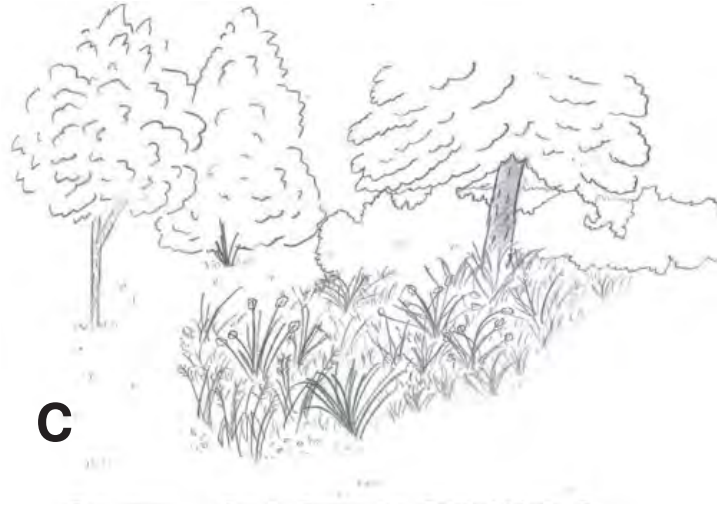
Downtown Montezuma Development Plan
David Eskew

Focus Area: Affordable Housing Community

An affordable housing community has the potential to spark the economy of Montezuma in several ways. Increasing the supply of affordable housing will attract more people to the area who may be looking for affordable living options. This will, in turn, increase demand for local goods and services, which will stimulate economic growth. Lastly, by revitalizing an underutilized area, the creation of affordable housing will create a more vibrant and attractive community, which may lead to increased investment and development in the future.

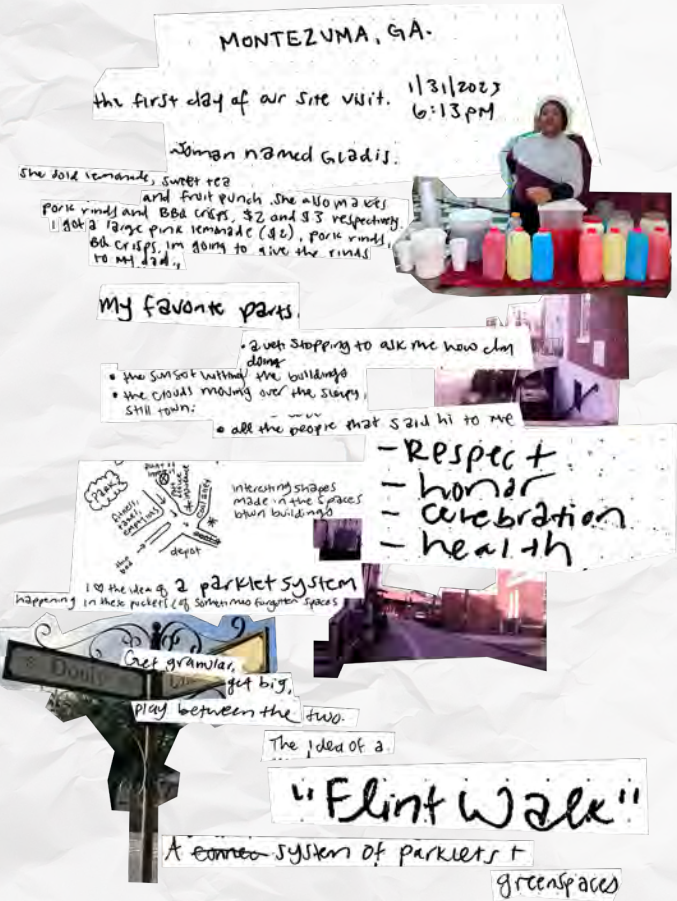


- A. Tiny house perspective
- B. Affordable housing perspective
- C. Greenspace vegetation illustration
- D. Town square gazebo perspective
- E. Tiny house section



The Revitalization of Montezuma, GA
Brooke Freeman

When I first visited Montezuma, Georgia, I took a walk down Cherry Street. I dipped into one shop where I saw a woman standing behind large buckets of lemonade and juice. She was shuffling around the quaint store, shifting around handmade pork rinds in ziploc bags and adding ice chips to a tub of sweet tea. I asked her for her name and a large pink lemonade, and she poured me a full styrofoam cup, sharing that her name was Gladis, and that she had owned this snack and beverage shop for over 15 years. I asked her if she had a favorite part of town. She said she didn't, and that all she knew was that Montezuma needed a "facelift." I told her I'd be back tomorrow.

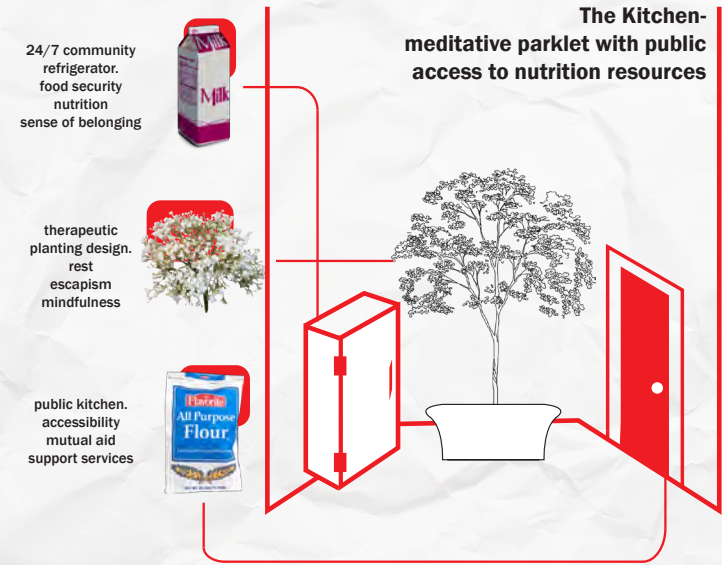


Student concept ideation collage

After visiting Montezuma and speaking to the people that live there, I was left with the impression that the community needed to know that the town cared for them. With the history of a devastating flood in 1994 followed by a struggle to recoup economically, it was clear that Montezuma needed some crucial revitalization. For my theme, I landed on HEALTH—Ecological, Physical, and Mental. How can the built environment support the health and resilience of its people? And not just its people, its plant life, soil, economy, beauty, water systems, and spirit? That's just what I set out to explore with this design. To make Montezuma the town that cares for you.



HEALTH concept diagram outlining main design program and themes



Concept diagram highlighting the design program for The Kitchen



legend

- | | | | |
|-------------|------------------------------|------------------------|----------------|
| [1] housing | [10] parking | [15] ecological health | the Flint Walk |
| [2] retail | [11] restaurants + nightlife | [16] physical | |
| [3] grocery | [12] mental health | [17] ecological health | |
- [1] beginning of the **Flint Walk** ● ecological signage and river health education form imitates the Flint and its creeks pollinator gardens and pockets of water-dwelling plants for education
- [2] the **Farmer Kid's Playground** ● agriculturally themed play equipment includes corner with adult workout equipment
- [3] the **Depot** ● brewery and music venue with outdoor seating available
- [4] the **Montezuma Buzz Gardens** ● series of pollinator gardens decomposed granite path
- [5] **Beaver Creek Playground** ● with a winding river demonstration ending in splashpad
- [6] the **Beaver Amphitheater** ● natural woodland amphitheatre with view of Beaver Creek
- [7] **Viewing Dock** ● dock over floating wetlands
- [8] **Restorative Floating Wetlands** ● promoting ecological restoration and education
- [9] **Seed to Supper** ● community food gardens with fifteen beds decomposed granite path
- [10] **Sickle Lawn** ● featuring sickle-shaped terraces with corten steel retaining walls
- [11] **Dining Parklet** ● existing space
- [12] **The Kitchen** ● meditative space within the roofless framework of the original building kitchen for public use refrigerator for public donation and use
- [13] **South Dooly Street** ● complete street with pedestrian circulation in the middle of the road
- [14] **Cherry Street** ● pedestrian-only street improved landscaping
- [15] **Fork in the Flint Walk** ● pedestrians can choose to walk down the eastern nourishment path or the western shopping path

The Revitalization of Montezuma, GA
Brooke Freeman



Concept collage highlighting key elements of the Flint Walk

Focus Area: The Flint Walk

The Flint Walk is a walk around downtown Montezuma that carries pedestrians through a series of greenspaces and destinations throughout the town. It highlights certain health-related themes and educates visitors on ecological topics such as water health and native plant life. You can tell you're on the Flint Walk by noticing the painted concrete beneath your feet, pollinator plants lining your walk, and distinct signs pointing you towards your way.



Drawing of the floating wetlands, and viewing dock within Beaver Creek take a walk on the dock and appreciate what there is to see and learn

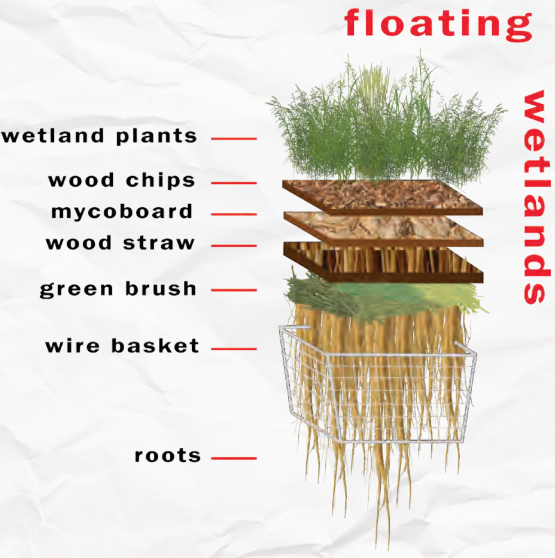
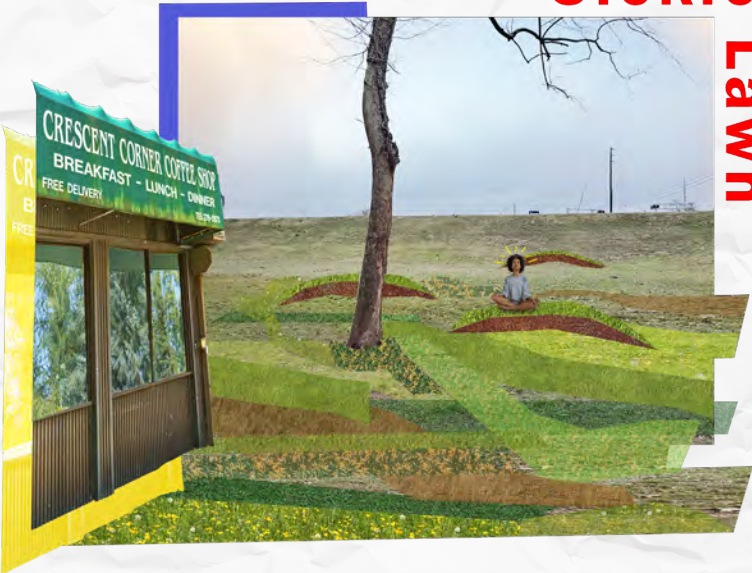


Diagram of the components of a floating wetland

Sickle Lawn



Drawing of the Sickle Lawn gently sloping upward. The Lawn includes cor-ten steel, sickle-shaped retaining walls. sit atop the walls, or look out from crescent corner coffee shop.

the Montezuma Buzz Gardens



Drawing of a meandering path through pollinator gardens. watch the birds, bugs, and bees sustain life all around you



Concept collage of design elements found in the Farmer Kid's Playground. Playground includes adult and children play/exercise equipment



Drawing of the Sickle Lawn gently sloping upward. The Lawn includes cor-ten steel, sickle-shaped retaining walls. sit atop the walls, or look out from crescent corner coffee shop.

Working With Water

Carter Gilson

Montezuma is a small town in central Georgia. The average American city has about 320,000 residents. Montezuma has 3,036. The population has been on the decline since 1980 when it reached its peak population of 4,800.

A flood in 1994 decimated the town and drove people further away. Before the flood in 1994, there were 67 businesses in Montezuma. Of those original 67, only four remain. The paint on the historic facades fades and chips with each passing day. The moss and mold from the flood of '94 remains. A few businesses are scattered across the area and have become local landmarks to the residents. Beaver Creek was the source of the flood in '94 due to backed-up flood water from the Flint River. Beaver Creek is heavily polluted by surrounding dairy farms and runoff from impervious surface. It is the destination for the annual Montezuma duck race where rubber ducks are raced down the creek from one bridge to the other. The fastest duck wins \$1.994, plus a dollar for each year since the historic flood. Beaver Creek has a lazy flow and could be tubed, but the rampant pollution drives that thought from the mind of most.

Montezuma’s historic downtown boasts many original facades that could be restored by regional investors. The character of Montezuma's downtown remains strong. Young people are moving back to Montezuma from larger surrounding cities. The quaint, quiet feel of the town is incredibly attractive.

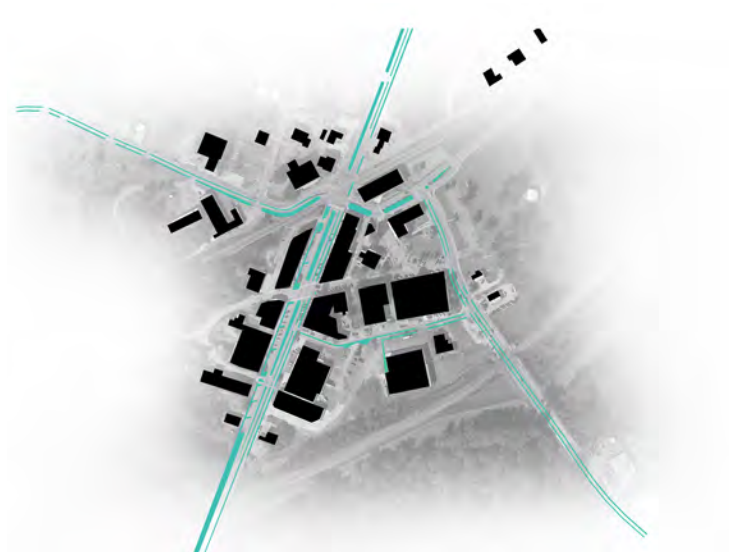
Montezuma desperately needs an influx of regional interest and tourism to reverse population decline and attract real estate investment. The following presentation outlines a plan for the redevelopment of Downtown Montezuma, Georgia. This plan aims to draw tourists, investors, and resident interest and bring people back downtown from surrounding areas. This plan addresses discontinuity between public spaces, a lack of stormwater infrastructure, and underutilized public spaces to clean Beaver Creek, draw the focus of regional artists and art-lovers, and provide places for residents to enjoy their city.



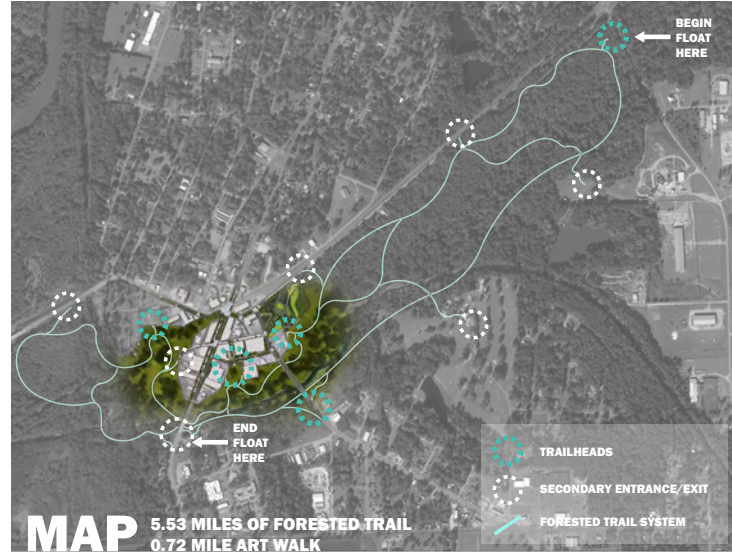
Wetland restoration map



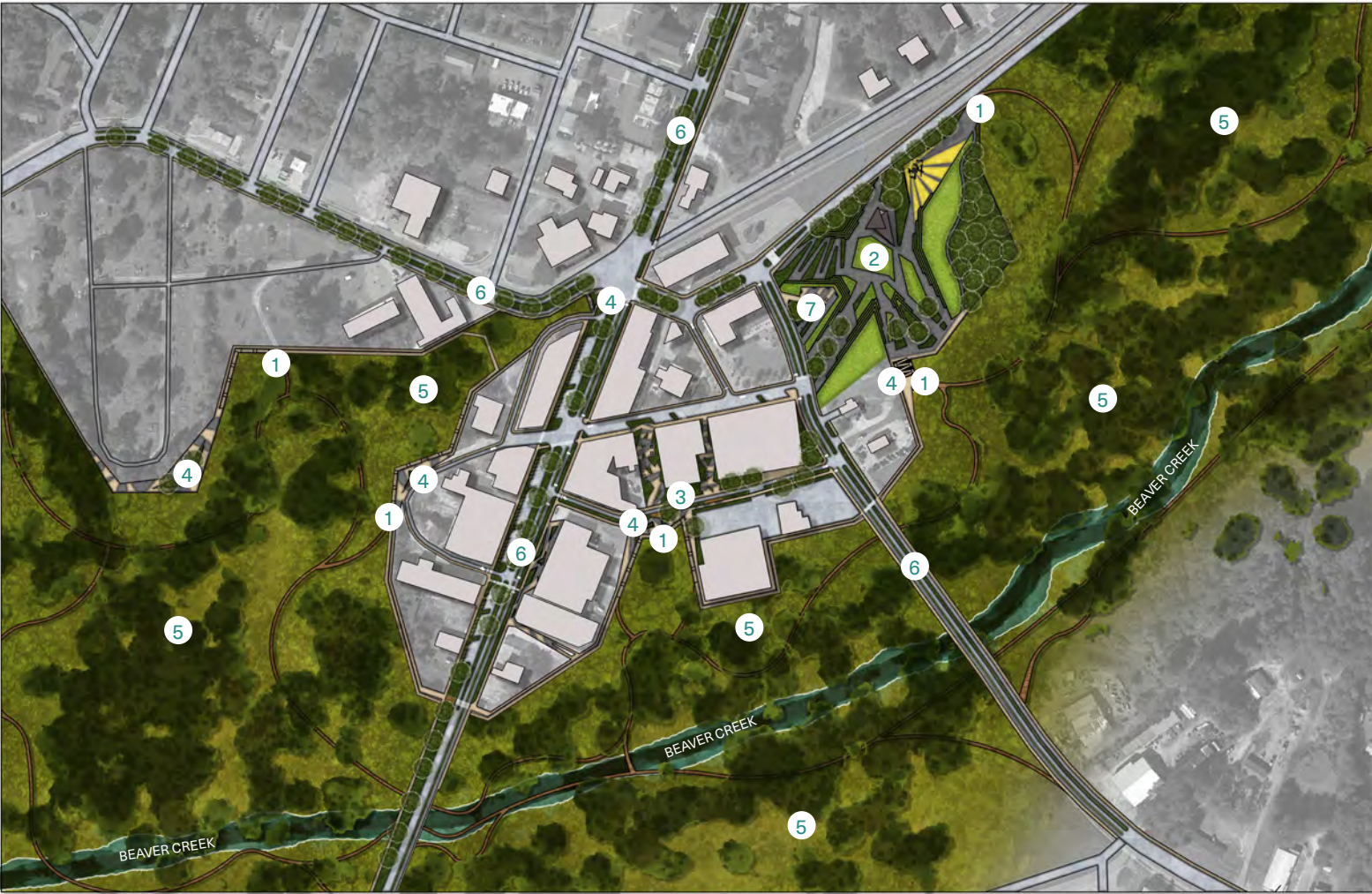
Flood wall and wetland restoration



Bioswale streetscape system



Trail system map with trailheads and secondary entrances



LEGEND

- 1 ENTRANCES TO TRAIL SYSTEM FROM DOWNTOWN
- 2 BEAVER CREEK STORMWATER PARK
- 3 POCKET PARKS AND ART WALK ENTRANCE
- 4 FLOOD WALL OVERLOOKS
- 5 RESTORED WETLAND AREA
- 6 BIOSWALE COMPLETE STREET SYSTEM
- 7 STORMWATER PARK OVERLOOK AND EDUCATIONAL PLAZA

SCALE: 1" = 100' N



Perspective of murals on the wall



View under Spaulding Road bridge

Working With Water
Carter Gilson

Focus Area: Stormwater Park

Stormwater Park takes in stormwater during large storm events, offsetting flooding downstream. A large pavilion stage protrudes from porous pavement that can be accessed directly from the rear of the stage where it is at-grade. The stage protrudes 4' above the lawn area and is angled to project sound into the downtown area and attract onlookers. There is a gradual slope into the park, which is illustrated below. The slope is met with terraces. Each terrace drops two feet at a time, but the slope of the walkable surface never

reaches above 3.5%, allowing for ADA accessibility. During large storm events the park floods but remains accessible Through an observation deck that is raised above the rest of the park. To embrace this idea, educational signage educates residents about the importance of stormwater infrastructure and how it is tied to surrounding waterways. The educational signage present here extends throughout the trail network, as well.



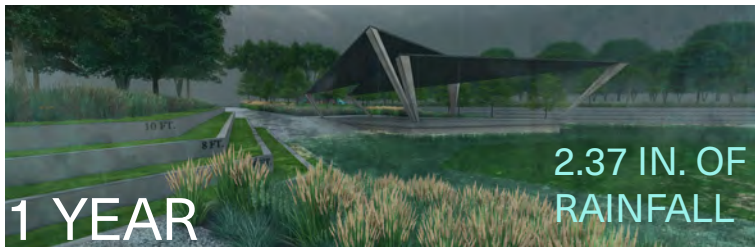
- LEGEND
- 1 PLAYGROUND WITH ABSTRACT COLORED POROUS PAVING PATTERN
 - 2 LARGE PAVILION STAGE AND EVENT LAWN
 - 3 WOODED TRAIL TO CONNECT BOARDALK TRAILHEAD
 - 4 LEISURELY RAMP ENTRANCE
 - 5 TERRACED SEATING WITH DEPTH MARKERS
 - 6 INTEGRATED RAMP LEADING TO LOWER TRAIL
 - 7 PARK/GREENWAY SIGNAGE
 - 8 STORMWATER OUTLET
 - 9 RESTORED WETLAND
 - 10 UPPER PARK PLAZA

1. DEAL WITH FLOOD WATER
2. DEAL WITH STORM WATER
3. MAKE PLACES THAT ATTRACT

THIS IS WHERE WE START.

Graphic describing overall design concept

SCALE: 1" = 30'



View from the upper park plaza



Bird's eye view of the observation deck to show change in slope



Bird's eye view of observation deck from Railroad Street



Montezuma Greenway and Greenspace Plan
Cameron Hand

Montezuma is a small city in middle Georgia that sits on the bank of the Flint River. The city has a history of flooding. Most recently it suffered a devastating flood in 1994 that inundated most of the historic downtown area. The City has been suffering economically since the flood, and its population is declining.

The aim of this project is to attract tourists and future residents to Montezuma by creating a trail and green space network that provides access to the Flint River along with several of Montezuma’s historic and ecological assets. In addition to the several miles of mixed-use trails, the plan provides several other opportunities for passive and active recreation. The goals for this project include connecting residents and tourists to local ecology and history, providing ample opportunities for recreation and cultural expression by designing access points to Beaver Creek and the Flint River. In addition, creating and restoring native habitats and ecosystems while providing additional public green space is also an important goal this design sets out to achieve.



Historic transect showing the population trend in Montezuma with structures and events



Ecological transect showing the floodplain and native flora and fauna

Downtown Masterplan



Legend

- BUILDINGS
- ROADS
- PARKING
- BRICK SIDEWALK
- BRICK BIKE PATH
- PAINTED BIKE LANE
- CONCRETE PATH
- WOODEN BOARDWALK
- RAILROAD
- TURF GRASS
- PERENNIALS + GRASSES
- EXISTING TREE COVER
- PLANTED TREES
- WATER



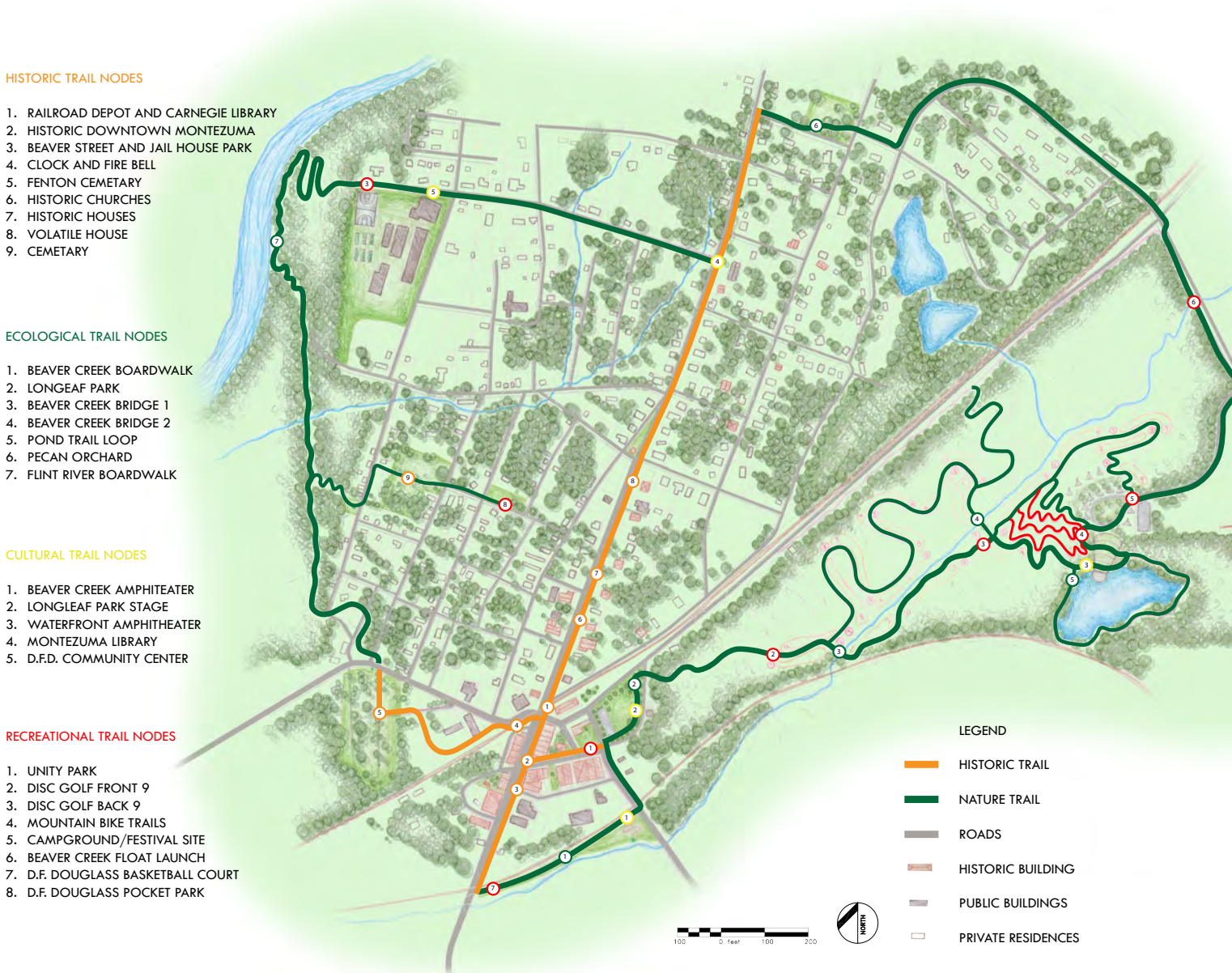
Dooly Street historic trail section diagram

Montezuma Greenway and Greenspace Plan

Cameron Hand

Focus Area: Montezuma Trail and Greenspace Network

The Montezuma Trail and Greenspace Network connects multiple event spaces that can be used for concerts and festivals that could attract large crowds and encourage young people to move to Montezuma. As trail users navigate the trail, they pass through several different preserved and re-stored habitats in two distinct ecoregions, exposing them to a wide variety of native animal and plant species.



Flint River nature trail section diagram



Longleaf pine nature trail section diagram



Boardwalk meandering along a forested area



Creek access perspective



Amphitheater and boardwalk perspective

“Great Past, Rich Future”

Aisha Iyengar

Nestled in the heart of Georgia, the town of Montezuma boasts a distinctive landscape enriched by a robust infrastructure, abundant natural resources, and a passionate community. This project aims to build upon the town’s existing strengths and unlock new opportunities for growth and development. The vision is to create a vibrant hub that caters to both Montezuma’s residents and visitors alike, offering a range of recreational, cultural, and commercial experiences. With a designed infrastructure to host a diverse array of outdoor activities, lively festivals, and bustling businesses, Montezuma is poised to attract visitors from far and wide, providing a vital boost to its economy. My plan focuses on enhancing the quality of life for residents, revitalizing the downtown area, and establishing a self-sufficient business network that benefits the community as a whole. To accomplish these goals, my plan proposes activating underutilized spaces, installing public art throughout the town’s urban fabric, restoring stormwater infrastructure, and circulating pathways for pedestrian-friendly streetscapes.



Downtown Montezuma buildings collage

Contextual Thinking



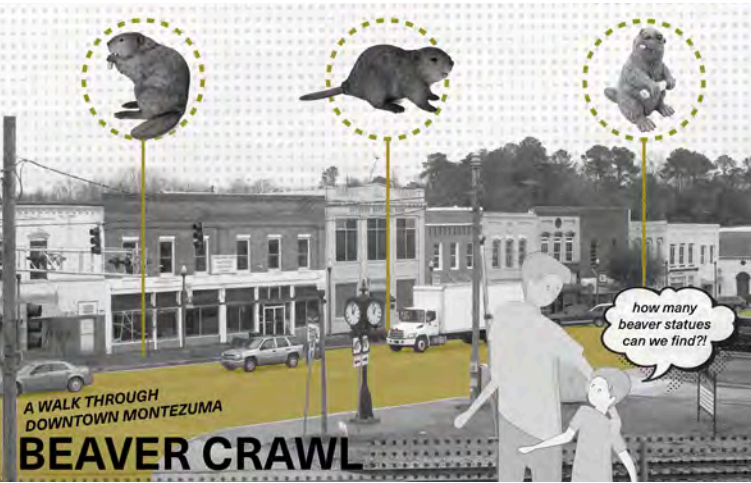
Regional Waterways



Local Roadways And Networks



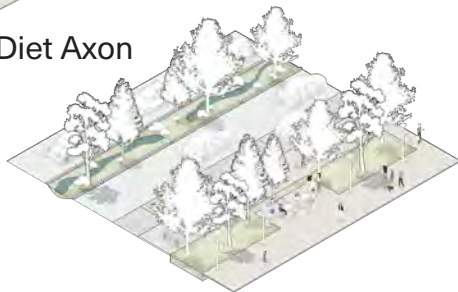
Connection to People and Infrastructure



Concept graphic for the “Beaver Crawl”

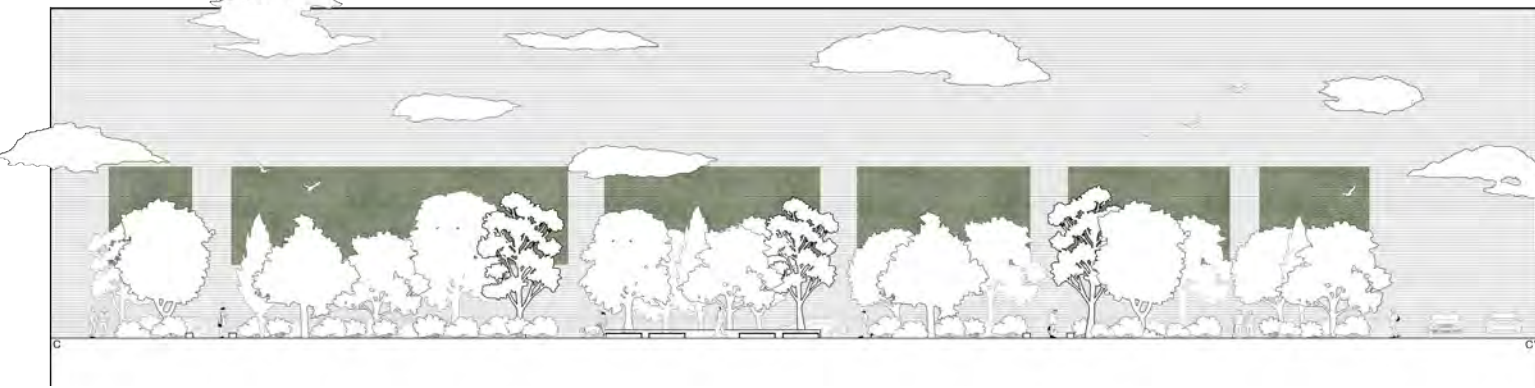


Dooly Street Road Diet Axon

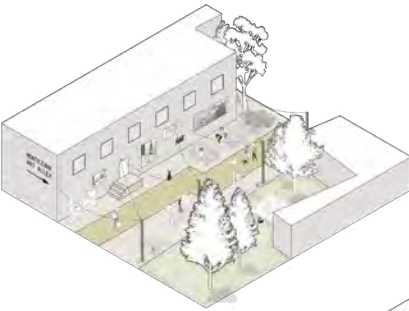


Dooly Street Road Diet Axon

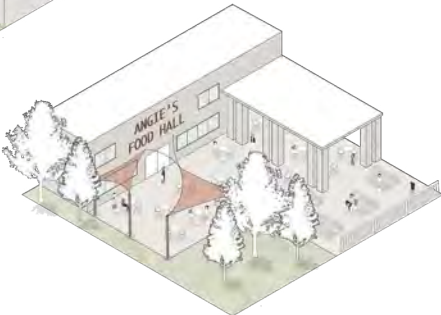
Downtown Masterplan



Section of the park’s buffer at the edge



Art Alley Axon



Food Hall Axon



Section of the train viewing station

“Great Past, Rich Future”

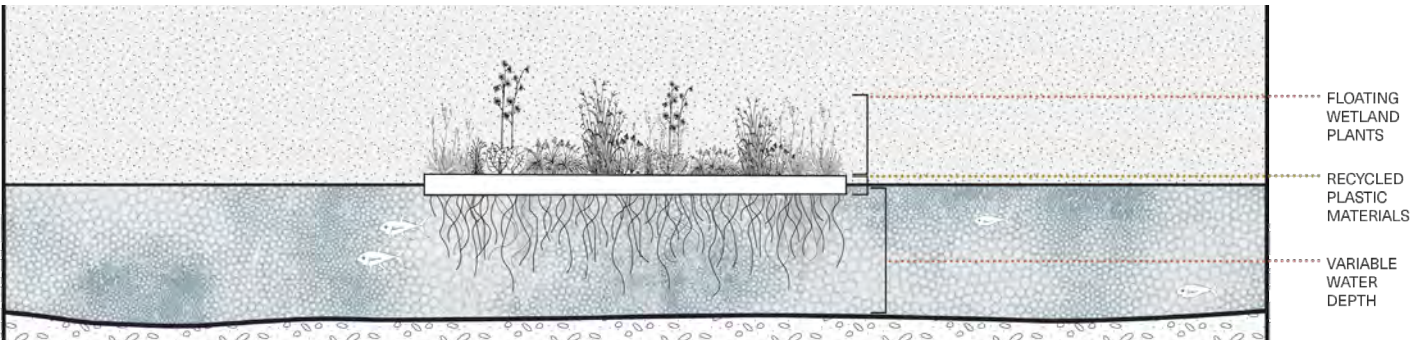
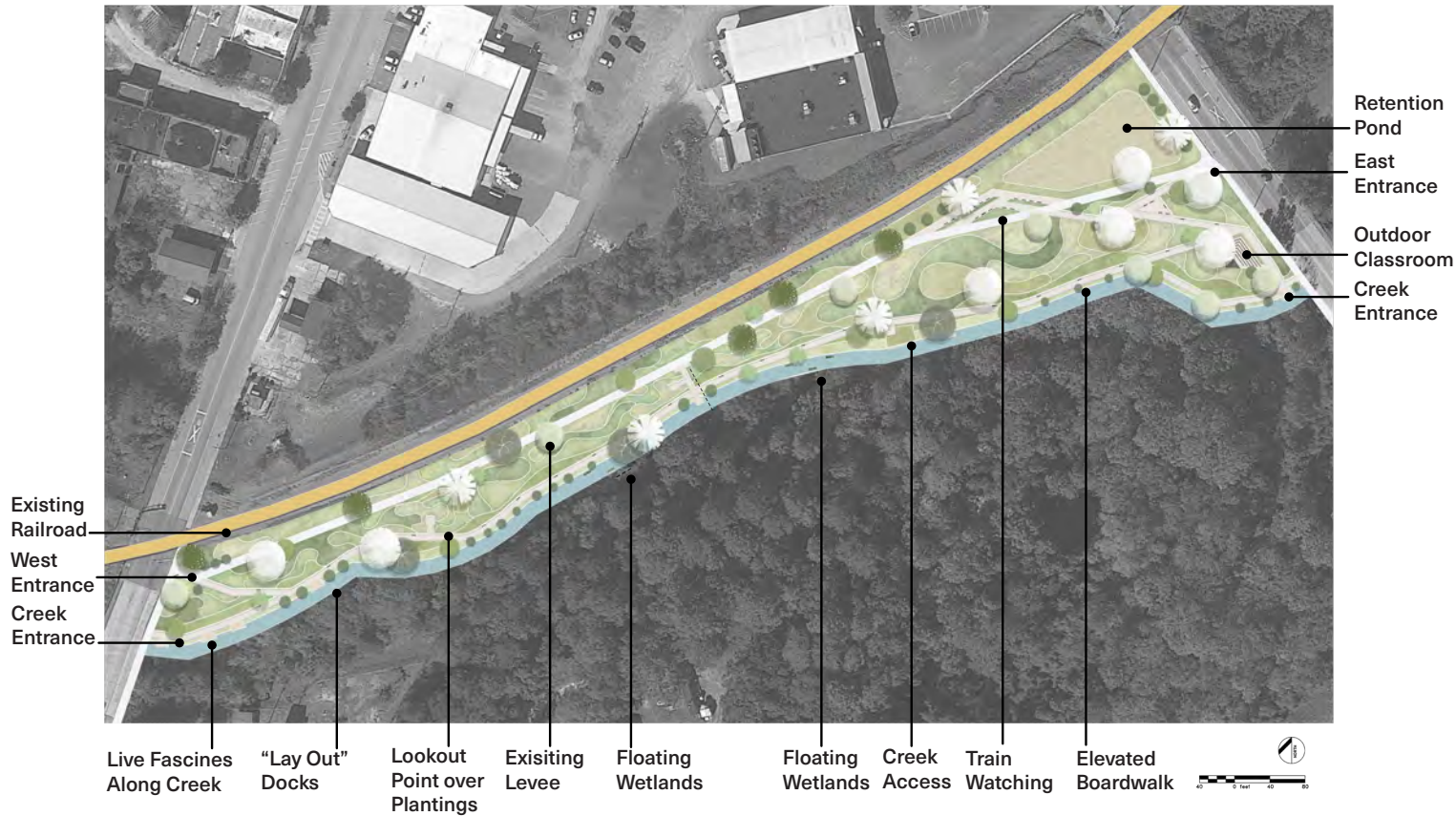
Aisha Iyengar

Focus Area: Bio-Levee Park

The Bio-Levee Park offers a distinctive landscape that can support the native ecology as well as offer an enchanting and lively human experience. Facilitating an environment that supports the health of Beaver Creek and allows human interaction is key to increasing Montezuma’s appreciation of the local waterway. A shift in perception of the creek (from something residents used to drive over to now a thriving destination in Montezuma) will foster positive expressions of environmental conservation. Residents will be able to form a stronger connection to Beaver Creek, viewing Beaver Creek from the boardwalk, accessing the creek through the designated entrance points, utilizing the layout docks, resting in the open green space, and floating down the creek. The park also features a train watching station on the north side of the levee which supports the existing train track adjacent to the levee.



Illustrative graphic of Bio-Levee Park in use



Floating wetland section



A



B



C



D

A. Rendering of floating wetlands in Beaver Creek
B. Image of Beaver Creek Float
C. Drawing of a lookout point
D. View of elevated boardwalk



Section view of the elevated boardwalk



Southern riparian seed mix collage

“Great Past, Rich Future”: Programming for Montezuma

Luke Maddox

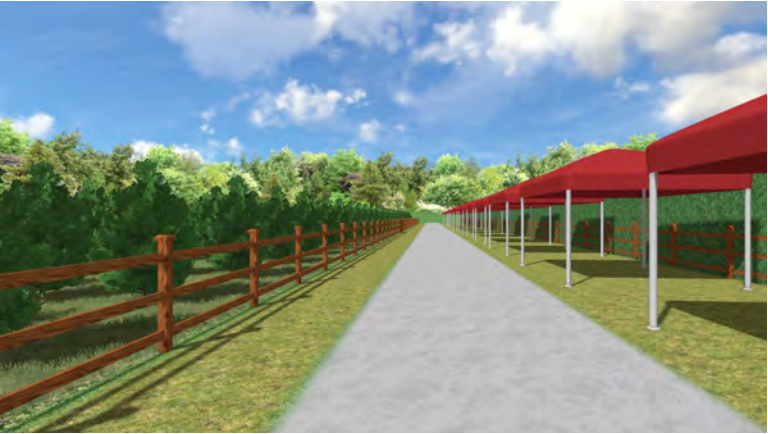
Welcome to Montezuma, Georgia! Here in south Georgia, Montezuma is best known for its rich history in the Flint River Farms and the annual Duck Race that takes place on the Beaver Creek. A major objective and goal for the small town is to provide tourism and opportunities for residents and also tourists passing by to check out and come back to Montezuma. Providing a variety of program elements won't only go a long way in bringing in tourists or keeping residents in the community, but will also provide potetial revenue opprtunites. Elements such as an town amphitheater, creek access via a boardwalk, walking trails, revamping existing parcels into parks and green spaces are used to ensure that the future in Montezuma is undoubtably rich.

Focus Area: Montezuma Ampitheater



LEGEND

- | | | |
|----------------|--------------------|-------------------|
| 1 Beaver Creek | 6 Tree Farm | 11 Train Depot |
| 2 Boardwalk | 7 Corn Maze | 12 Memorial Park |
| 3 Ampitheater | 8 Pumpkin Patch | 13 Walking Trails |
| 4 Levee | 9 Pecan Orchard | 14 Ramp Access |
| 5 Parking Lot | 10 Felton Cemetary | |



View of festival tents and Christmas tree park



Montezuma branding on a bridge over Beaver Creek



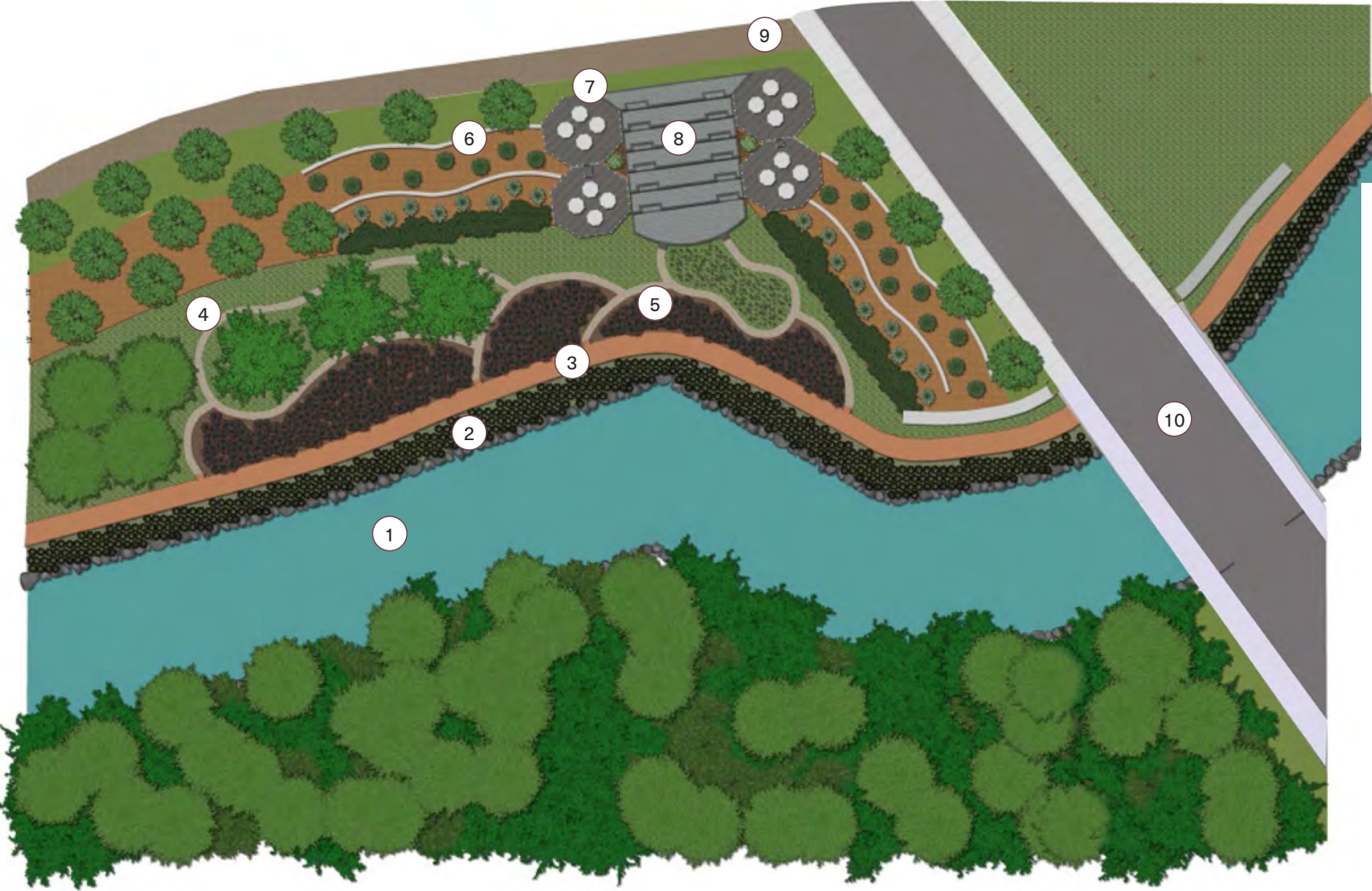
Zoomed in view of the corn maze

“Great Past, Rich Future”: Programming for Montezuma

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Focus Area: Montezuma Ampitheater

The sole purpose of an amphitheater is for sporting and cultural activities such as staging plays, pantamonies, choral events and orations. Amphitheaters bring people together and that is the reason why installing one in Montezuma would be beneficial. It would connect people and additionally be a great source of revenue for the town. Hosting events such as plays, concerts, school extra-curricular activies could be a great source of revenue. In design, the amphitheater is uniquely connected to the levee and provides direct access to Beaver Creek. The purpose of this amphitheater is to provide that access to Beaver Creek that is lacking right now and to provide another opportunity for revenue. Upon reaching the bottom of the amphitheater, people are met with riparian pathways to the boardwalk.



LEGEND

- | | |
|-------------------|--------------------|
| 1 Beaver Creek | 6 Terraced Gardens |
| 2 Riparian Buffer | 7 Observation Deck |
| 3 Boardwalk | 8 Ampitheater |
| 4 Mowed Trails | 9 Levee |
| 5 Native Planting | 10 Bridge |



Perspective of the boardwalk



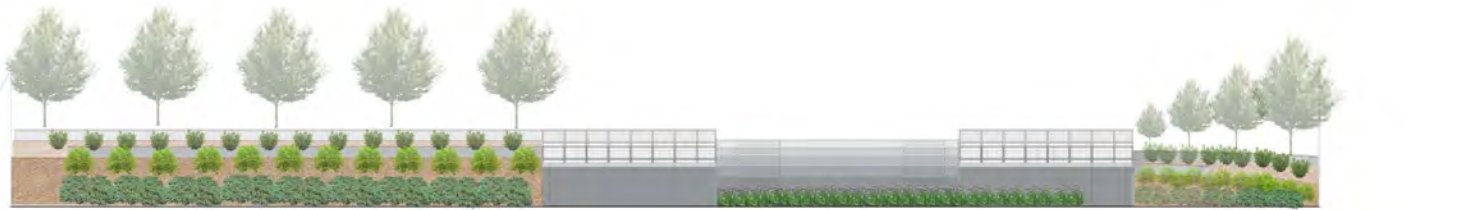
Perspective of the amphitheater from the boardwalk



South section of the amphitheater



East section of the amphitheater and Beaver Creek



North section of the amphitheater

Montezuma’s Revitalization

Kaylee Major

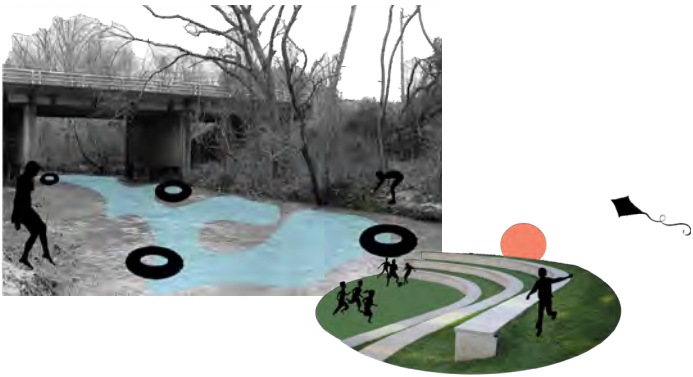
The City of Montezuma is situated in the heart of southern Georgia. Historically Downtown was a vibrant corridor bustling with visitors traveling the Dixie Highway. What remains is a bustling community enriched by historic architecture, and stunning natural resources.

Montezuma has suffered a series of devastating floods. Although Montezuma has not yet fully recovered from the great flood of 1994, the character of the town remains in the architecture and the community lending it a promising future. The story of Montezuma encapsulates small-town community and strength.

The goal of my design is to create a downtown space that encourages current residents and visitors to experience Downtown's existing beauty through new commercial, cultural, and recreational opportunities. These opportunities will bring a rise in employment for Montezuma residents. My plan focuses on an all-encompassing trail system. This trail system serves as a catalyst to revitalize unused spaces and attract new businesses. In addition, the trail system will restore essential waterways, increases pedestrian safety, incorporate local artists, and connect the town through a system of updated pedestrian walkways and recreational and historic sites.

Recreation

Informal interviews conducted during the site visit revealed that residents feel that they do not have adequate access to recreational activities. Downtown Montezuma has immediate access to Beaver Creek, however, due to the pollution of the creek, swimming is not an option for residents. This design seeks to open access to the creek while providing other options for recreational activities.



Preservation

Montezuma’s rich history is shown through iconic architecture downtown. Sadly, many of the historic buildings have fallen into ruin. It is critical that the revitalization of Montezuma includes absolute care, consideration, and preservation of these timeless structures.



Connectivity

Walkability and bikeability are sparse throughout Montezuma. Traversing the small town can be dangerous for pedestrians and bicyclists alike. The interventionists employed for this theme place safety first while also improving aesthetics throughout town.



Restoration

To overcome Montezuma's history of devastating floods, (especially the impact of 1994's) it is important to expose residents to the positive aspects of local waterways. To do this Monetzuma must prioritize waterway management and health. This first begins with assuring residents feel a sense of safety when interacting with Beaver Creek. How can residents and visitors create a sense of curiosity, pride, and safety when thinking of Montezuma's waterways? The next priority after safety is celebration. This includes revitalizing the downtown area to reflect the resilience of this small town and its waterways.



Beaver Creek and native foliage

Downtown Masterplan



legend

- | | | | | |
|------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| a focus area | d river meadow | g train depot patio | j boys and girls club | m private parking lot |
| b planted median | e restored beaver creek | h carnegie library | k cemetery forest park | n mixed use residential |
| c speed table | f amphitheatre | i governmental building | l additional greenspace | |



Perspective of seating in an additional greenspace



Perspective of streetscape along Dooly Street

Montezuma’s Revitalization

Kaylee Major

My focus area creates a space that is attractive to residents and visitors alike. Two of the historic building interiors have been transformed by removing the roof, exposing an opportunity for vibrant gardens to reflect the struggles and triumphs of the city. This is represented with a glass wall between each space to encourage reflection and celebration. The building facades of these renovated plaza spaces will be preserved as is.

The multi-modal path behind the interior garden spaces is planted and includes two small plaza areas for communi-

ty gatherings, connection and integration to festivals, and relaxation. These areas connect the currently disconnected Dooly Street to the already bustling Cherry Street. This current space is an unused alleyway behind a section of underutilized buildings. This space changes the alleyway to a space of community, relaxation, and reflection. This design also references its roots by including an alleyway that will be adorned with community members’ works of art. This design is intended to connect not only the current infrastructure, but also the community, and to educate visitors on the history of Montezuma.

Focus Area: Celebration and Reflection Garden



legend

a celebration garden

b reflection garden

c multi-modal

d event space

e art alley

f seating area

g crosswalk

h park connecting to beaver creek

i ramp connecting to indoor gardens

j crosswalk connecting to depot

0'

20'

40'

80'

Scale: 1" = 40'

North



Perspective of the ampitheater seating



Perspective of Streetscape along Dooly Street



Bird's eye view of the celebration garden



Perspective of the reflection garden



Section elevation of the celebration and reflection gardens from Dooly Street



Section elevation of the celebration and reflection gardens from the art alley

Downtown Montezuma Revitalization Plan

Margot McLaughlin

Montezuma is a town full of history, character, and charm. Through this revitalization plan, the primary goal is to strengthen and support the town's relationship to their history, community, and ecology. Montezuma can become a signature tourist destination by revitalizing the historic fabric of downtown that has been damaged by flooding and implementing sustainable infrastructure. With the creation of more housing in the downtown core and adding community gathering spaces such as a community center, green spaces, and a central town plaza, Montezuma's local community could become connected and supported. By repairing the health of Beaver Creek, extending its riparian buffer, creating pollinator habitat through green space corridors, and managing stormwater, the local ecosystem of Montezuma can be restored.

Revitalize Historic Fabric and Infrastructure

- Create multi-modal trail system and enhance connectivity
- Repair and reuse historic buildings downtown
- Implement green infrastructure



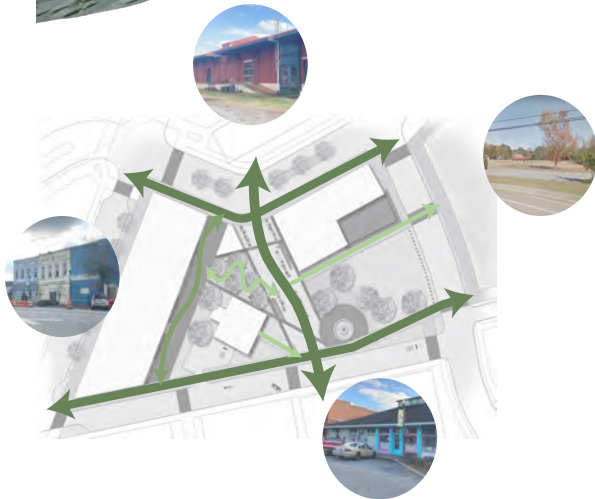
Restore Local Ecosystems

- Repair stream buffer along Beaver Creek
- Create green space connections
- Diversify plant communities



Strengthen Local Community

- Create housing downtown
- Create community gathering spaces and community resources
- Build local business



Downtown Masterplan



Legend

- | | | |
|--|------------------------------------|---|
| 1 Complete Street | 7 Riparian Buffer Restoration | 13 Street Parking |
| 2 Felton Cemetery | 8 Townhome Style Housing Community | 14 East Park |
| 3 Train Watching Platform | 9 South Park | 15 Wooded Trailhead |
| 4 Mixed-Use Businesses & Loft Apartments | 10 Restaurants And Retail | 16 Carnegie Library & Chamber of Commerce |
| 5 Community Center And Garden | 11 Unity Plaza | 17 Depot |
| 6 Creek Float Station | 12 Post Office | |



Perspective of trail across the top of the levee



Section elevation of the downtown streetscape

Downtown Montezuma Revitalization Plan

Margot McLaughlin

Focus Area: Unity Plaza

A Place to Gather

Unity Plaza is the heart of Downtown Montezuma. Not only is it the center of business, it provides a space for the community to gather, host events, and socialize. The stage in front of the clover lawn can be used for a variety of events, including concerts, speeches, performances, and festivals. While the stage is not in use it can be additional shaded space for people to relax and enjoy the park.



Legend

- 1 Fountain
- 2 Clover Lawn
- 3 Plaza Walk
- 4 Pollinator Planters
- 5 Post Office
- 6 Parking Lot
- 7 Shaded Flexible Seating
- 8 Pedestrian Alley
- 9 Coffee Bar
- 10 Event Stage

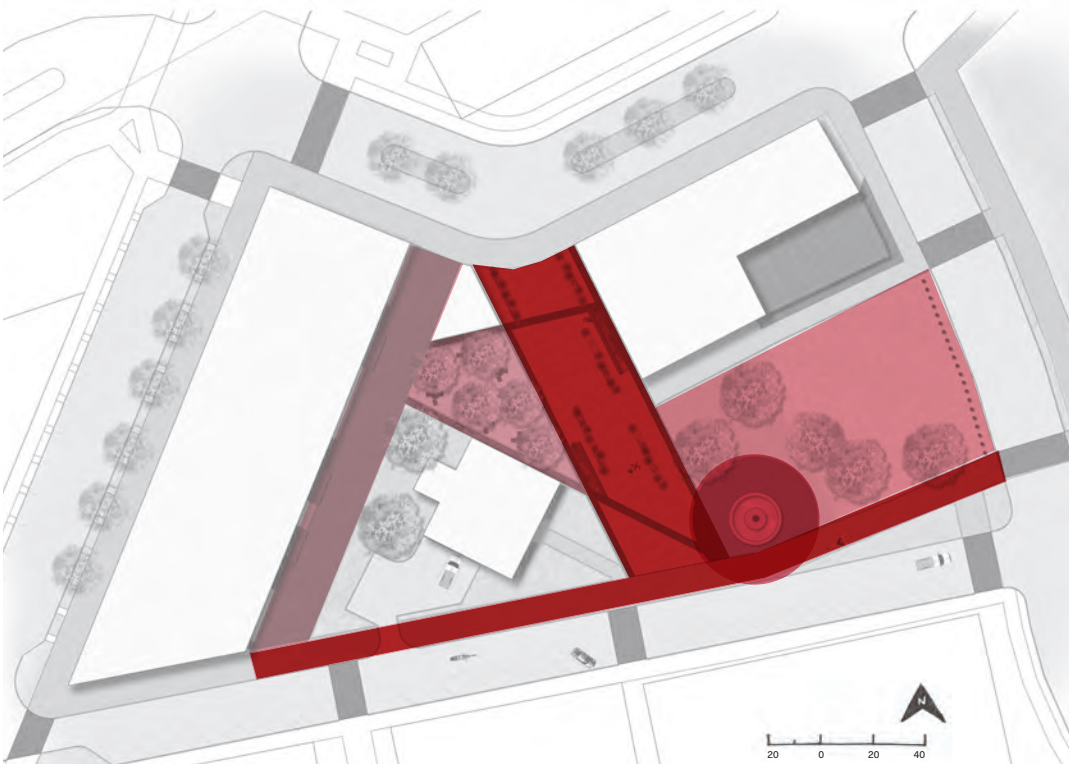
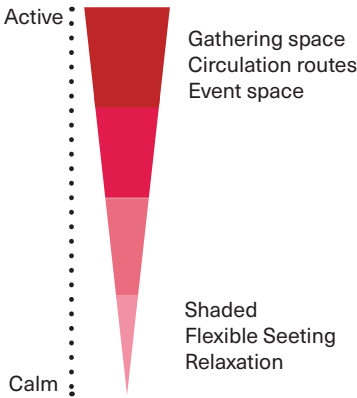


Perspective of the clover lawn and event stage



Perspective of the fountain along Cherry Street

Levels of Activity



BUTTERFLY BUSH
Buddleja



MUHLY GRASS
Muhlenbergia capillaris



GOLDENROD
Solidago



WHITE CLOVER
Trifolium repens



TWISTED MOSS
Tortula ruralis



SENSITIVE FERN
Onoclea sensibilis



Suggested plant palette for Unity Plaza



Section of the plaza walk and pollinator planters

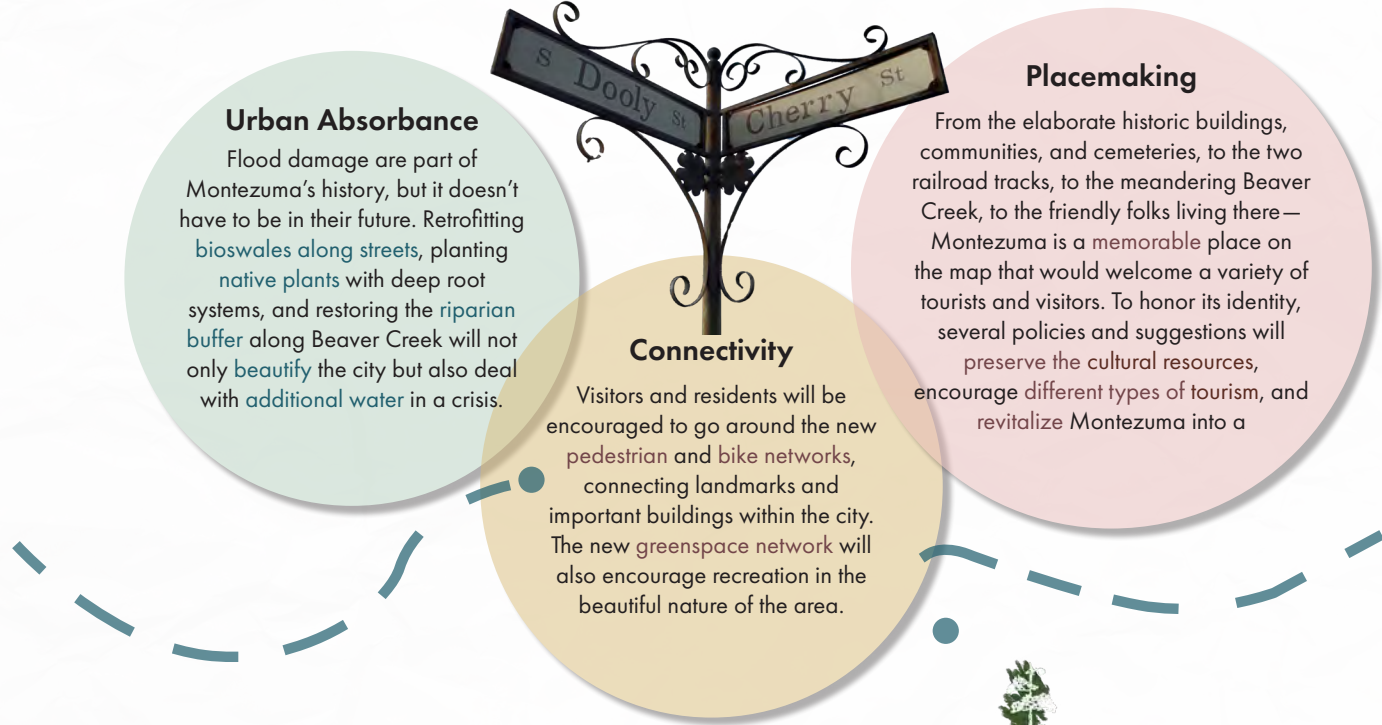
Downtown Montezuma

Alexa Pfeiffer

The sleepy town of Montezuma, Georgia, is charming and quaint. It's where people stop and chat with each other after a sandwich from Troy's, where the romantic afternoon sun shines over historic awnings and ancient trees, and where floods frequent, younger people are leaving, and people are scratching their head at what to do. However, the town can become a green city—ecologically and economically. By taking advantage of its waterfront, the creek can become a destination for its extensive trails and boardwalk through lush natural greenery; the streets can become shared, tree-lined boulevards with contemporary stormwater solutions; the community can become connected and revitalized with simple yet effective policy initiatives to bring businesses and younger crowds downtown and ensure Montezuma has a great future.



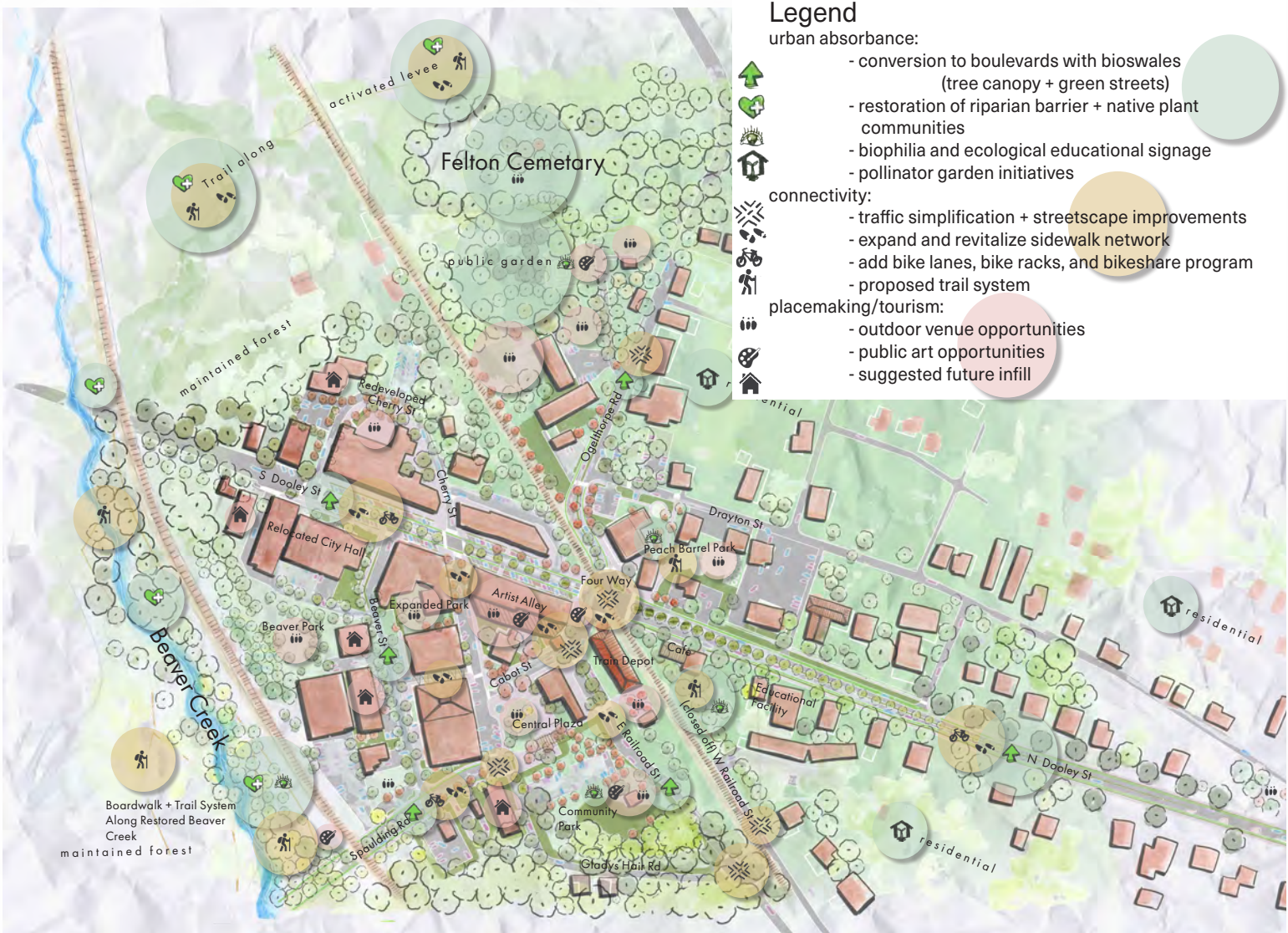
Diagram of the “Emerald Necklace” showing the forested buffer surrounding Montezuma



Collage demonstrating the “urban absorbance design concept



Section of the boardwalk on a slope wide enough for pedestrian traffic



Legend

urban absorbance:

- conversion to boulevards with bioswales (tree canopy + green streets)
- restoration of riparian barrier + native plant communities
- biophilia and ecological educational signage
- pollinator garden initiatives

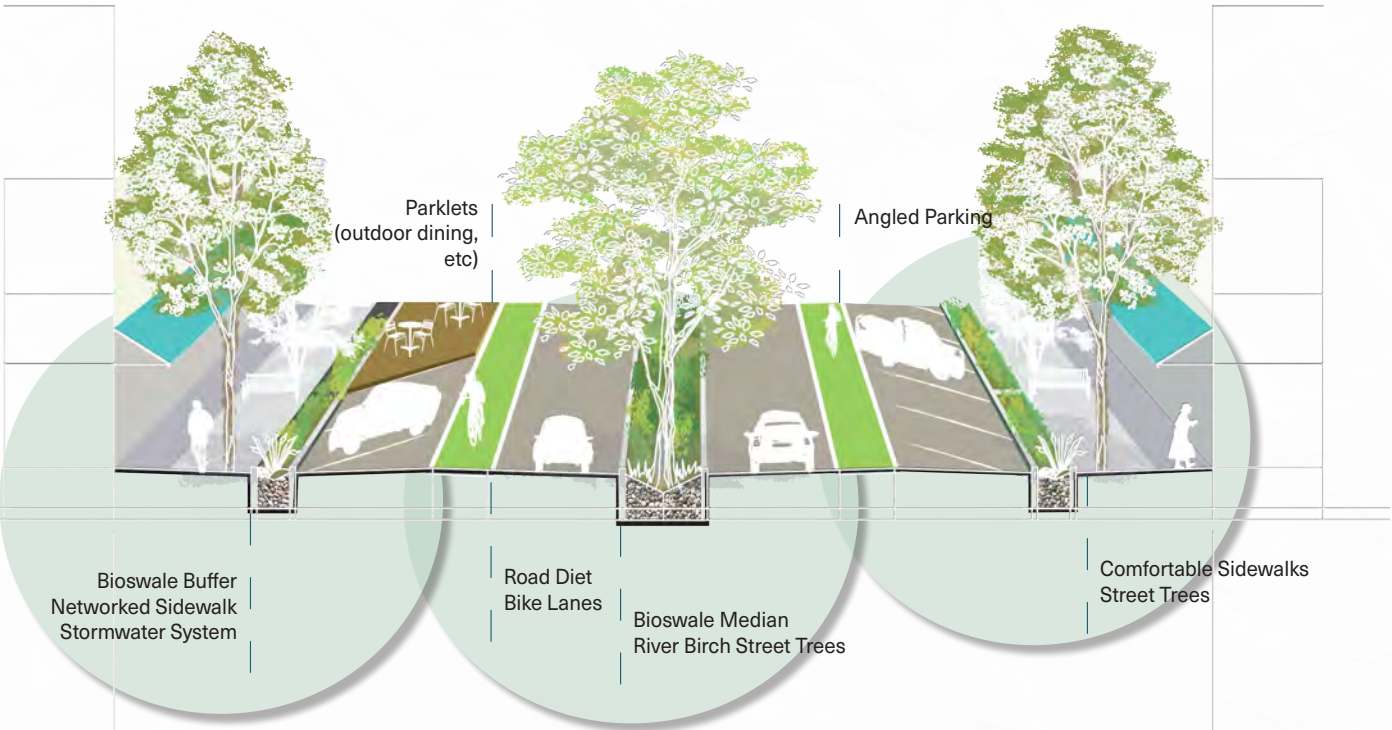
connectivity:

- traffic simplification + streetscape improvements
- expand and revitalize sidewalk network
- add bike lanes, bike racks, and bikeshare program
- proposed trail system

placemaking/tourism:

- outdoor venue opportunities
- public art opportunities
- suggested future infill

0' 50' 100' 200'
Scale: 1" = 100' North



Section of downtown streetscape

Downtown Montezuma

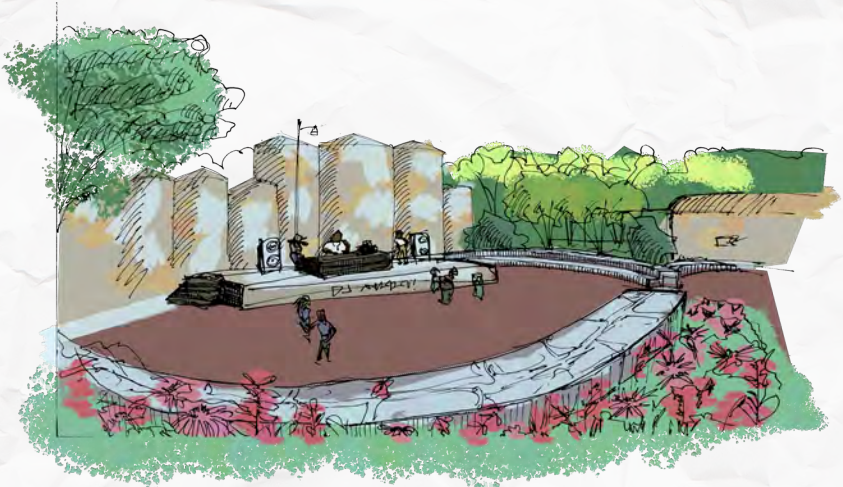
Alexa Pfeffer

Focus Area: Peach Barrel Plaza

The trailhead of the greenway network lies in the heart of Downtown in Peach Barrel Park. It elevates the space behind the old Wachovia Bank and the Carnegie Library into a memorable community area with three main elements: 1) an iconic start to the greenway trail; 2) the historic barrels plaza and venue; and 3) intimate spaces for families and the community to enjoy. The plan incorporates the renovation of a historic unused house on Drayton Street as a visitor's center and park ranger's office. It beautifies and simplifies the main intersection in Downtown. To draw in younger crowds, the design includes: a rooftop venue on the mixed-use commercial and residential Wachovia building, a bikeshare system, and allows for temporary stages for events in the barrels plaza and drawing in musically inclined college crowds.



Collage of Montezuma's eras



Perspective of Peach Barrel Plaza

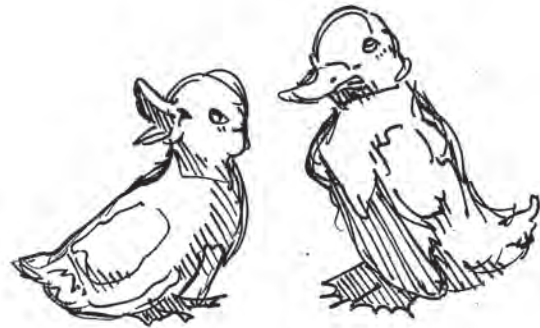


Illustration of duckling statues



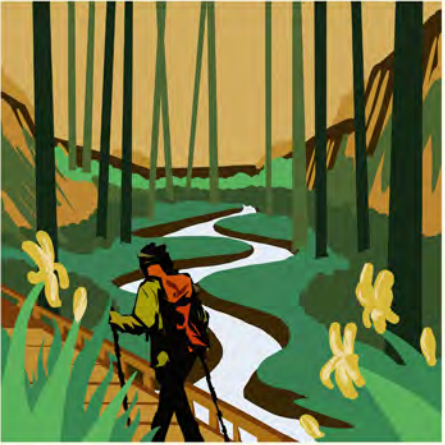
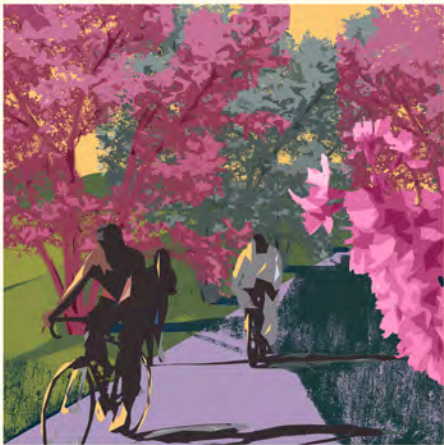
Section of the artists' alley market



Perspective of streetscape improvements



Scale: 1" = 20' North



Graphics depicting programming for the greenway

Montezuma's Revitalization

Patricia Quinonez

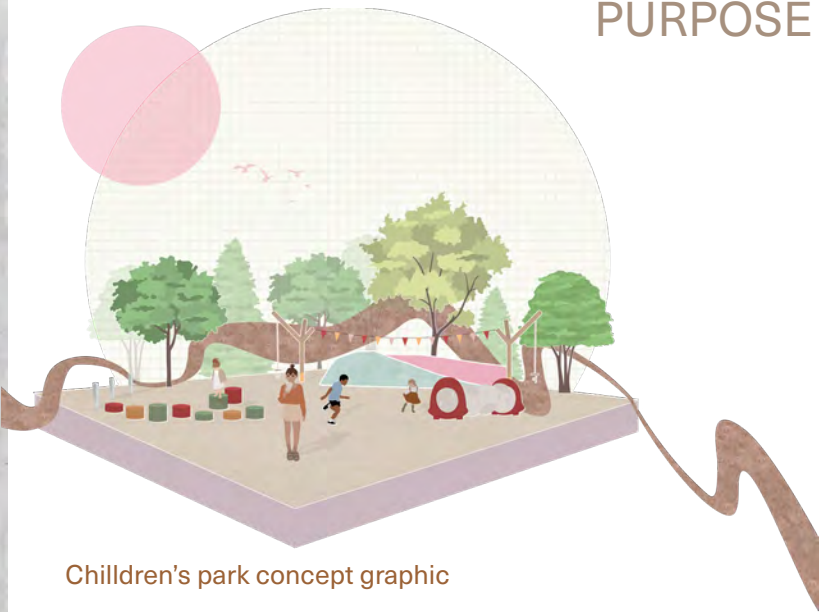
The act of revitalizing through design proved to be a welcomed challenge in Montezuma, Georgia. By leveraging comments and opinions from the community, I managed to establish vibrant alleys, engaging parks, and sustainable green infrastructure. While attempting to uplift and maintain connectivity, revitalization, community, and purpose, the masterplan displays a breath of new life into Montezuma. Designing with inclusion means creating environments that are accessible and usable by everyone, regardless of their abili-

ties or disabilities, age, gender, race, or cultural background. Community Park promotes social connections through a variety of spaces and activities. Montezuma community members and tourists can experience an active, engaging, and healthy environment.

CONNECTIVITY
REVITALIZATION
COMMUNITY
PURPOSE



Project goals concept graphic



Children's park concept graphic



Building use diagram of downtown Montezuma

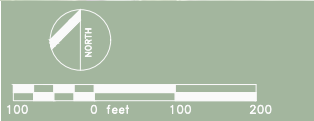


Section elevation of South Dooly Street



LEGEND

- | | | |
|-----------------------|---------------------|---------------------|
| ① ROUNDABOUT | ⑤ POP-UP MARKET | ⑨ WELCOME CENTER |
| ② PLAZA/WATER FEATURE | ⑥ ART ALLEY | ⑩ OUTDOOR DINING |
| ③ COMMUNITY PARK | ⑦ EXTENDED SIDEWALK | ⑪ RAIN GARDEN |
| ④ OUTDOOR FITNESS | ⑧ LEARNING CENTER | ⑫ PERMEABLE PARKING |
| | | ⑬ TRAILS |



- | | |
|--|-------------|
| | SPEED TABLE |
| | CROSSWALKS |
| | RAILROAD |



Perspective of the pop-up market area



Perspective of the art alley connecting the depot to Cherry Street

Montezuma's Revitalization
Patricia Quinonez

Focus Area: Community Park

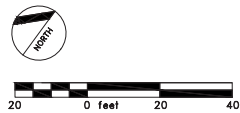
Designing with inclusion means creating environments that are accessible and usable by everyone, regardless of their abilities or disabilities, age, gender, race, or cultural background. Community Park promotes social connections through a variety of spaces and activities. Montezuma community members and tourists can experience an active, engaging, and healthy environment.

Focus area concept graphic

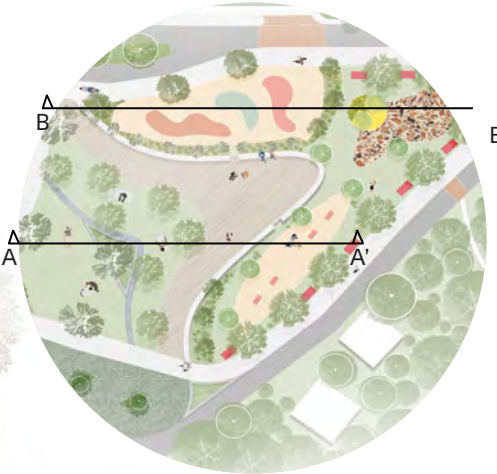


LEGEND

- | | | |
|------------------------|-------------------------|--------------------|
| ① CHILDREN'S PLAY AREA | ⑥ PARK PLAZA | ■ FITNESS STATIONS |
| ② BUTTERFLY GARDEN | ⑦ SHADED GARDEN | ■ SPEED TABLE |
| ③ OUTDOOR GYM AREA | ⑧ OPEN LAWN AREA | ■ SCULPTURE |
| ④ 2-WAY TRACK | ⑨ PERMEABLE PARKING | ■ PLAY BERM 1 |
| ⑤ CORNHOLE/GAME AREA | ⑩ TRAIL TO BEAVER CREEK | ■ PLAY BERM 2 |
| | | ■ PLAY BERM 3 |



Perspective of the park plaza



Key for sections on plan



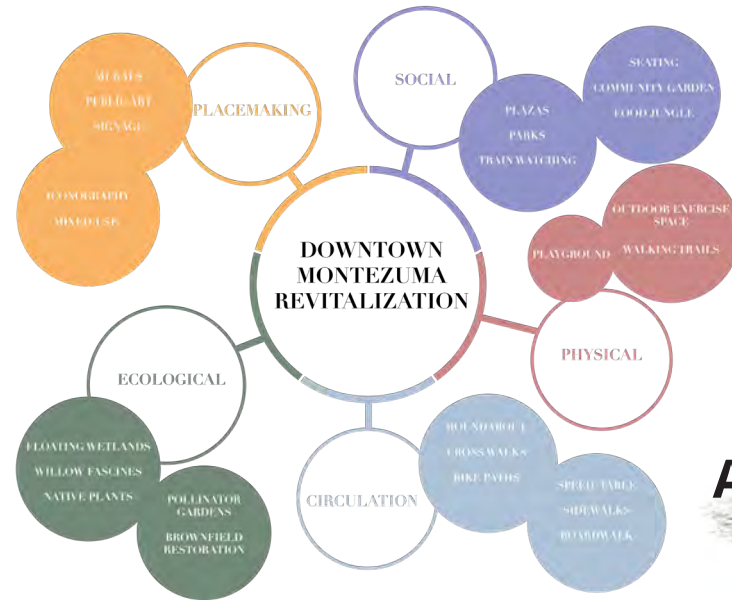
Section elevations of the community park

Montezuma’s Revitalization

Rachel Tellano

Montezuma’s Revitalization master plan focuses on improving the pedestrian experience and traffic flow. This includes transforming the central five-way intersection into a roundabout and rerouting a street. The train tracks now run through the center of the roundabout, creating an iconic feature. The gas station and adjacent industrial spot have been converted into parks, with one of them using existing tanks for aesthetic appeal. The area around the depot has been turned into a plaza space, complete with seating for a future distillery and a farmers’ market. An event space has been

designated nearby with a stage and closed-off road access. There’s a community garden to the south and an artist’s market in a previously desolate alley. South Dooly Street now has bike lanes, an island for driving comfort, and angled parking for safety. A linear park has been created across the railroad track from the cemetery and a pecan processing area has been replaced with an affordable grocery store. Ecological concerns have been addressed along Beaver Creek through the use of willow fascines, floating wetland treatments, and native rain garden plants.



LEGEND

- | | | | |
|----------------------------|-----------------------------|--------------------|-----------|
| 1 ROUNDABOUT | 6 COMMUNITY GARDEN | RETAIL/RESTAURANTS | PARKING |
| 2 POST-INDUSTRIAL PARK | 7 ARTIST ALLEY | MIXED-USE | CROSSWALK |
| 3 RAILROAD PARK FOCUS AREA | 8 DOOLY STREET IMPROVEMENTS | ENTERTAINMENT | RAILROAD |
| 4 EVENT + STAGE SPACE | 9 LINEAR PARK | VISITOR CENTER | |
| 5 PLAZA | 10 BEAVER CREEK ACCESS | GROCERY STORE | |
| | | OFFICE SPACE | |

A. Trail with bike racks
B. Path with a view of the railroad
C. View of plaza from Cabot Street
D. Bank of Beaver Creek



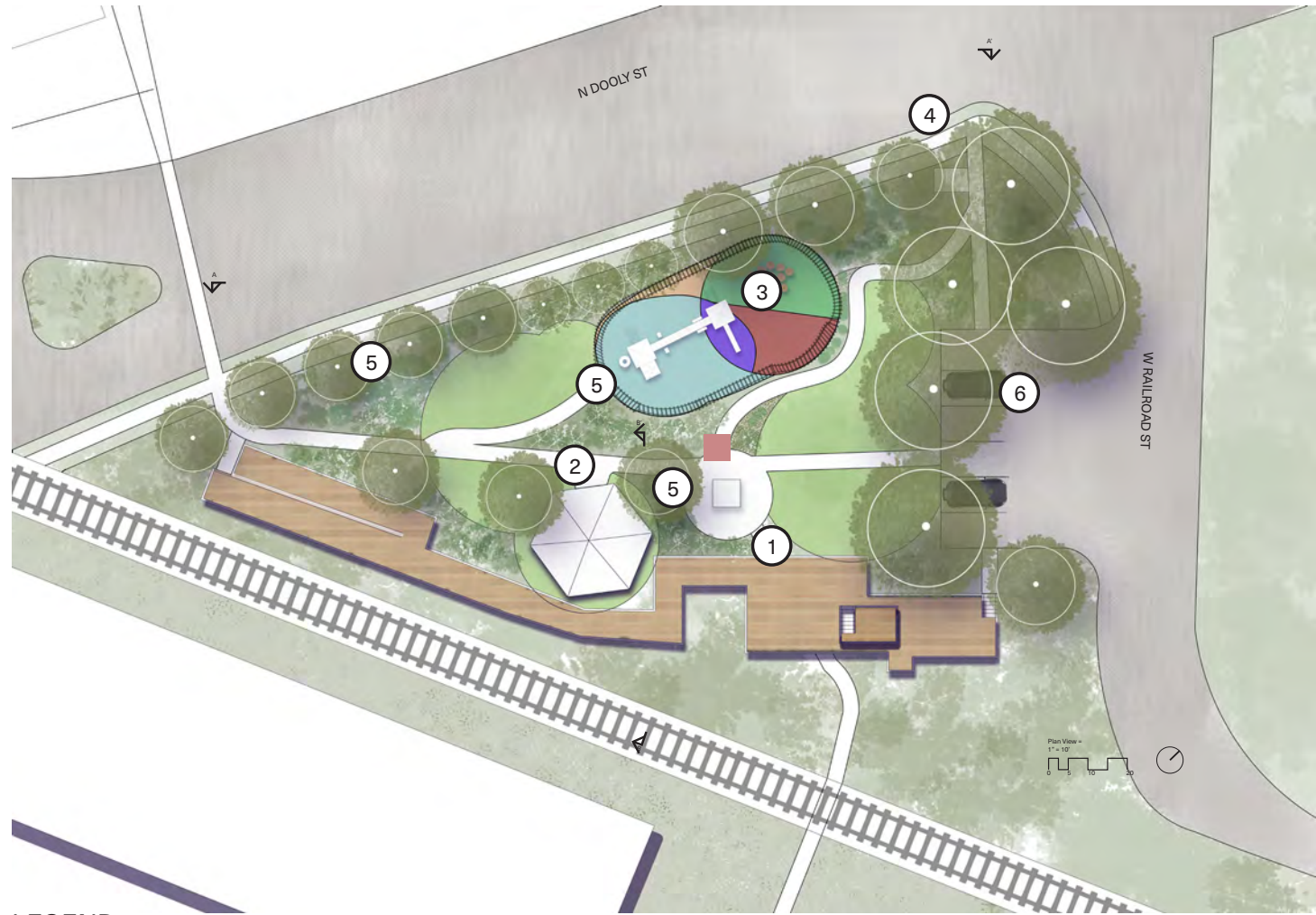
Montezuma’s Revitalization

Rachel Tellano

Focus Area: Railroad Park

Through the proposed Railroad Park, visitors can fully immerse themselves in the town’s railroad scene. It is located next to the active railway network and depot. Trains passing by can be seen from various perspectives on the linear boardwalk that runs along the rails. The boardwalk additionally has a ramp for ADA accessibility on one side and varying levels and netting for people to lean against and have a better view on the other side. To provide a more enclosed area for train viewing at ground level, a custom gazebo created by Yoders, a local company, is featured in the park. The playground boasts pastel colors inspired by the historic downtown buildings. The boardwalk additionally has a ramp for ADA accessibility on one side and varying levels and netting for people to lean against and have a better view on the other side. To provide a more enclosed area for train viewing at ground level, a custom gazebo created by Yoders, a local company, is featured in the park. The playground boasts pastel colors inspired by the historic downtown buildings.

an element of fun for children. Given that a gas station had stood where this park now stands, it is also a brownfield restoration site. As a result, the property has numerous plants that benefit the local fauna and pollinators. Educational signage is placed throughout the park informing visitors about the site’s components. In the park there is ample space to unwind in areas with lawn alternatives. Additional parking is available. For those who prefer to commute by bicycle, there are also bike racks and rentals available. There is a tiny cafe on the property that serves snacks and beverages to guests. The park is connected to the depot by a pedestrian route that runs beside the lines.



- LEGEND
- 1

BOARDWALK

2

YODER CUSTOM GAZEBO
- 3

PLAYGROUND
- 4
- BIKE RACKS

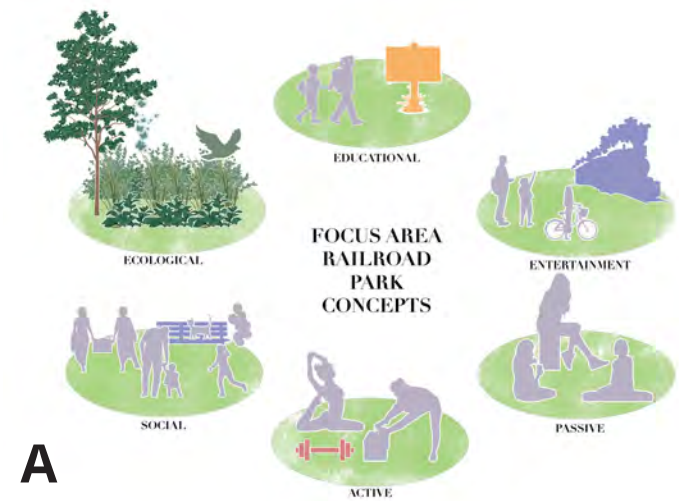
5

POLLINATOR GARDENS

6

CONCESSION STAND

LAWN ALTERNATIVE



A



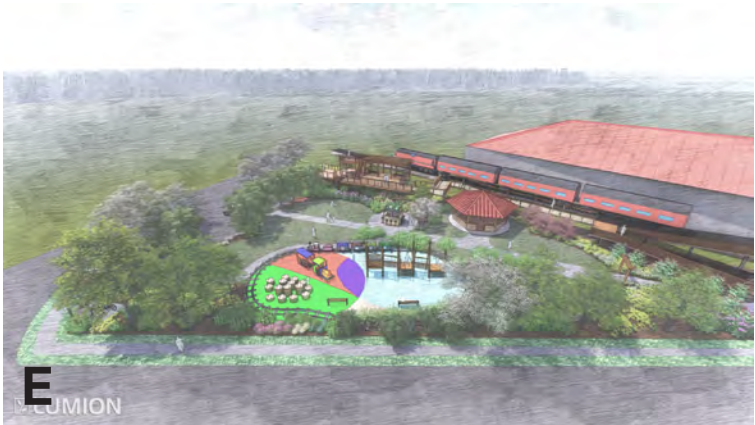
B



C



D



E



F

A. Railroad Park design concepts diagram

B. View of ramp entrance of train watching platform

C. Railroad Park entrance with signage

D. Train watching platform net area

E. Bird’s eye view of Railroad Park

F. View of playground

“Stop, Look, Listen”

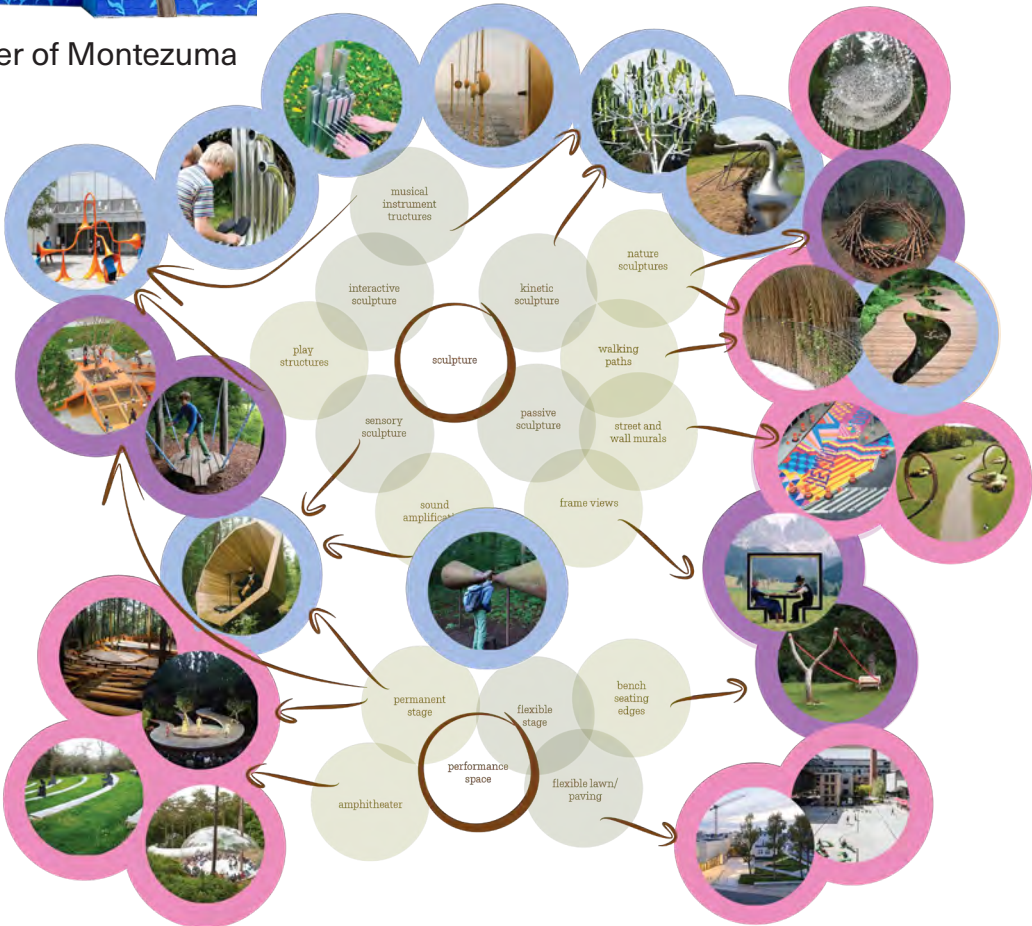
Grace Weigel

The vision for this focus area is to create a space that is attractive to residents and visitors alike. Two of the building interiors have been gutted, removing the roof, to expose an opportunity for vibrant gardens reflecting the struggles and triumphs of the city with a glass wall between each space to encourage reflection and celebration. The building facades of these renovated plaza spaces will be preserved as is. The multi-modal path behind the interior garden spaces is planted and includes two small plaza areas for community gatherings, connection and integration to festivals, and relaxation. These areas connect the currently disconnected Dooly Street to the already bustling Cherry Street. This cur-

rent space is an unused alleyway behind a section of unused buildings. This space changes the perspective of the alleyway to a space of community, relaxation, and reflection. This design also references its roots by including an alleyway that will be adorned with community members works of art. This design is intended to connect not only the current infrastructure but also the community and educate visitors on the beautiful history of Montezuma. After visiting Montezuma and speaking to the people that live there, I was left with the impression that the community needed to know that the town cared for them.



College representing the character of Montezuma



Design concept bubble diagram

Downtown Masterplan



- Flexible Outdoor Space
- Road Rerouting/ Crosswalk Redo
- Road Narrowing
- New Ped. Railroad Crossing
- Restaurant Outdoor Seating
- New Pedestrian Trails
- Pavement Removed
- Flexible Outdoor Space (events)
- Visual Art (murals+sculptures)
- Performances (dance+theater)
- Gardens
- Recreation
- Retail and Restaurants
- Nightlife
- Audio Tour/QR Signage
- Trainwatching
- Live Music

STOP LOOK LISTEN

Themed programming diagrams

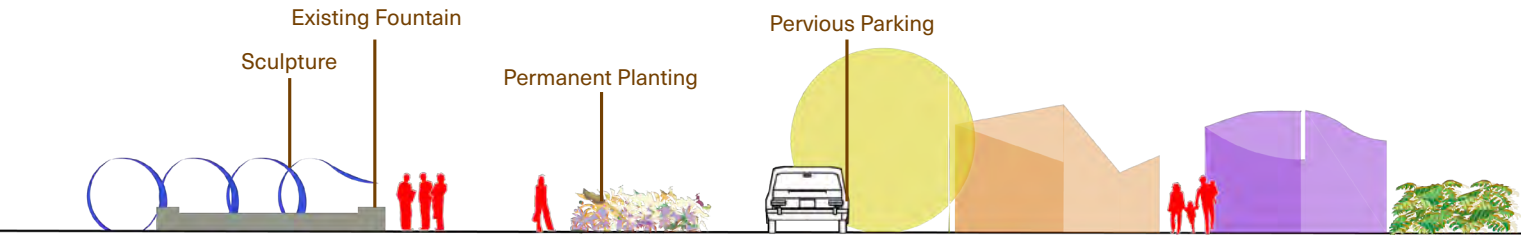
“Stop, Look, Listen”

Grace Weigel

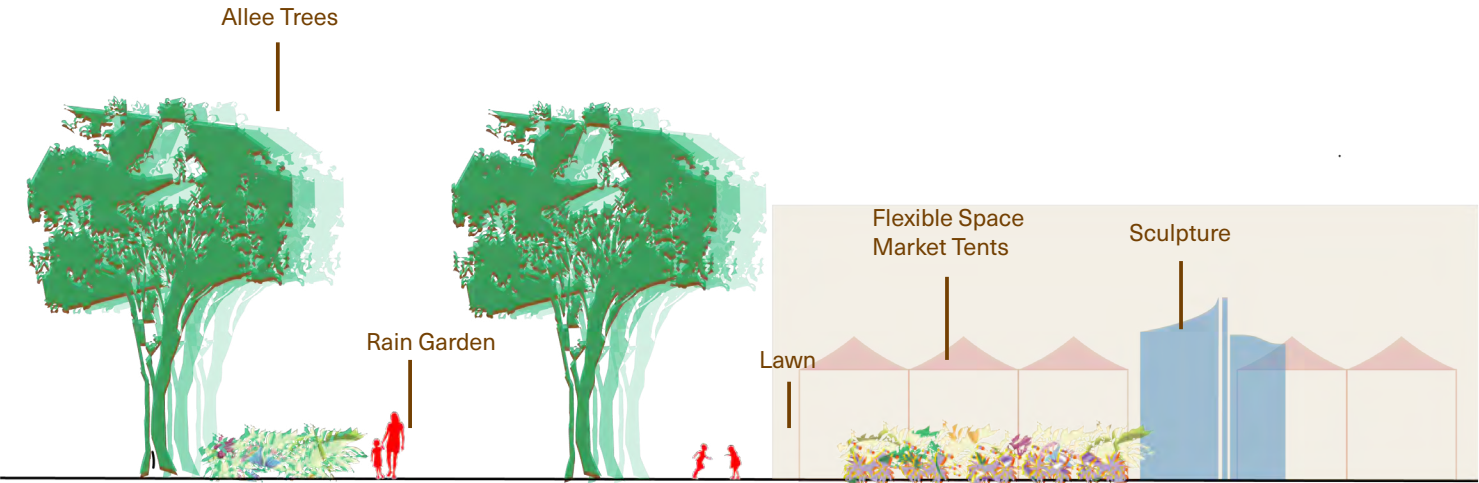
For my focus area, I recentered the main downtown hub. Keeping in theme with my concept of art in public space, I chose to provide an outdoor museum with a sculpture park featuring art from local Montezuma residents. The new pedestrian section of Spaulding Road re-prioritizes human scale spaces that can accommodate cars if necessary, but are meant to serve as open green space and transportation all in one. The concrete ramp with the blue mural (or a lookalike) serves as an outdoor stage for small-scale music,

dance, and theater performances. Within the sculpture park, there is space for temporary installations on the turfgrass lawn that can be cleared away for larger events as well as permanent sculpture areas that are located among colorful native and ornamental flowering plantings. Most of the water on site is drained to one large rain garden inside the north-south allee of trees. Lastly, all street parking is made of pervious pavement for more a more sustainable downtown.

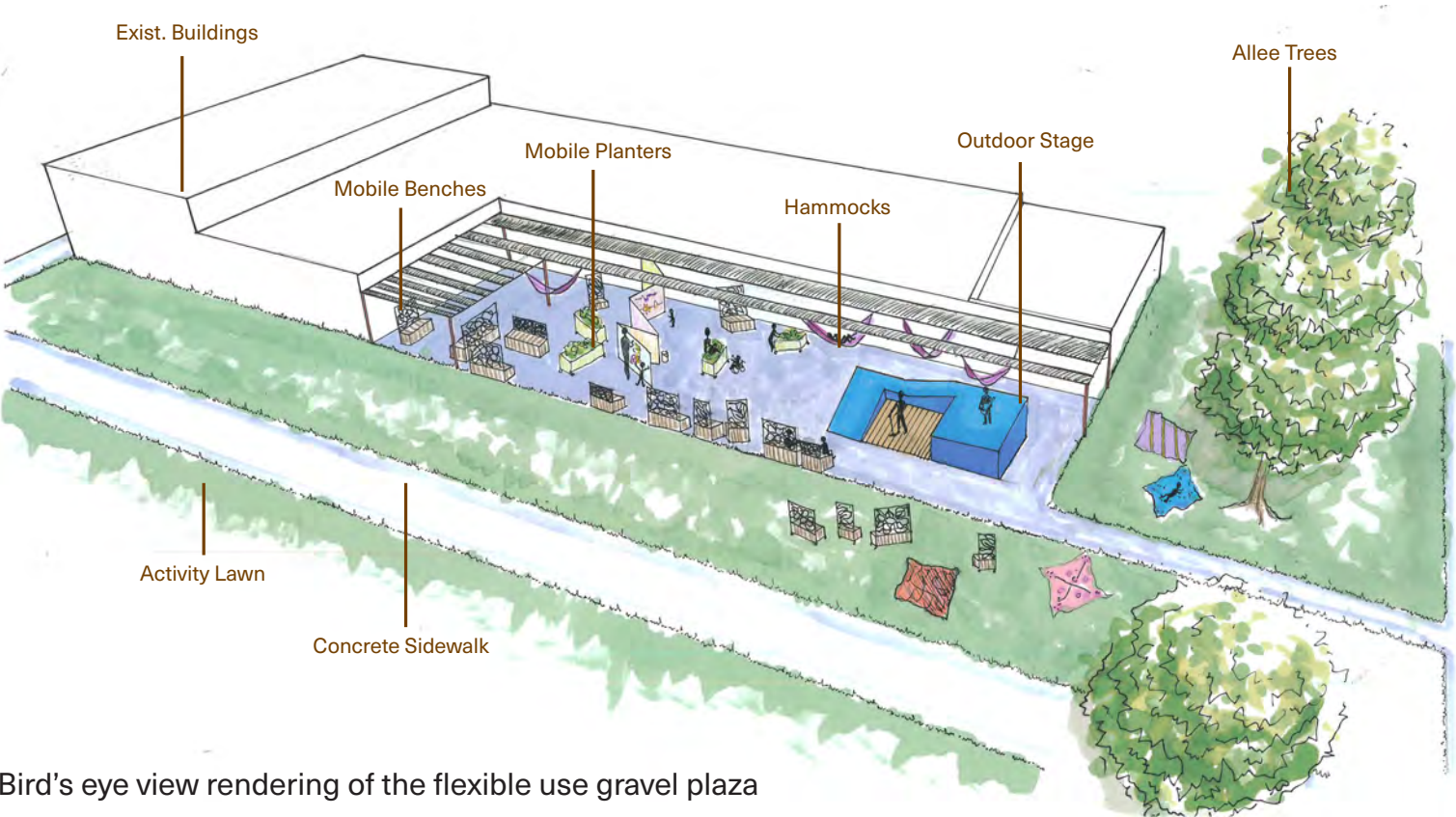
Focus Area: Downtown Hub



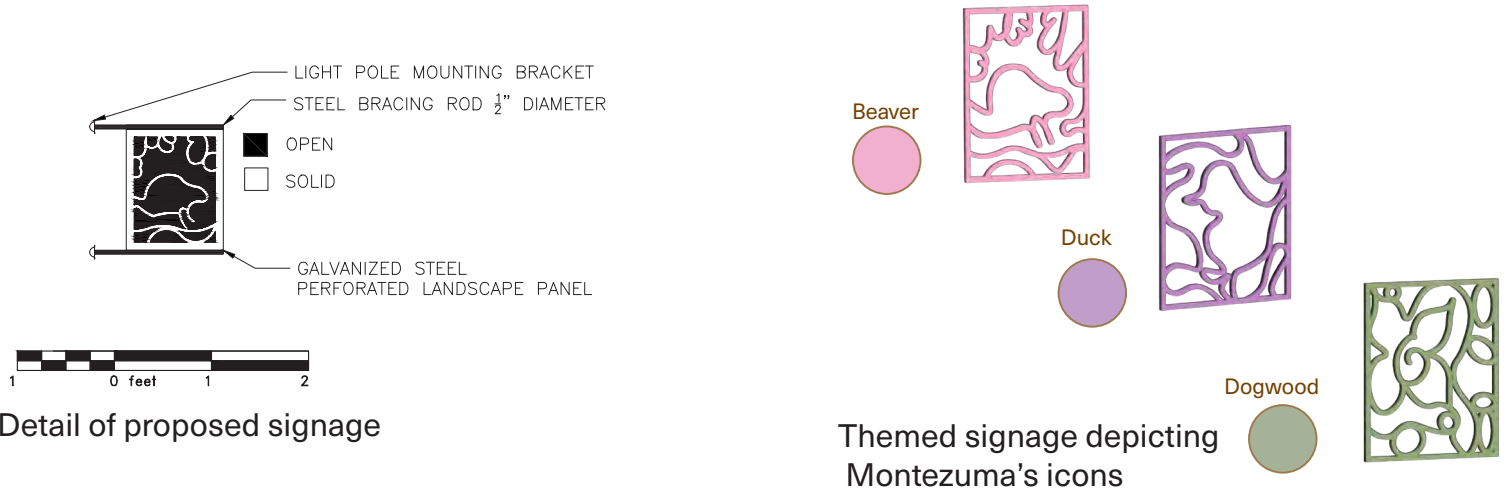
Section of the sculpture space and planting adjacent to the street



Section view of the flexible market



Bird's eye view rendering of the flexible use gravel plaza



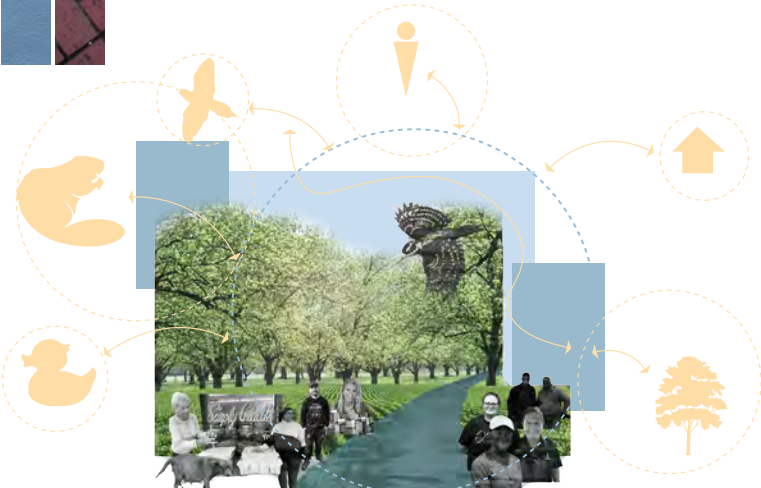
Restoring the **Heart** of Montezuma
Anna Wilson

In my design, I aimed to highlight ways in which Montezuma's assets can contribute to a rich public realm. Despite Montezuma's history of flooding, downtown's proximity to Beaver Creek creates a great opportunity for interaction with the waterway. In addition, I explored ways to overcome connectivity issues. I found it challenging to navigate downtown during our site visit due to the width of the streets and safety of the crosswalks. My design embodies characteristics

of vibrant downtowns which consist of public greenspaces, great sidewalks, important destinations, as well as opportunities for active and passive recreation. Lastly, I found that one of Montezuma's most intriguing assets is its architectural variety and rich history. Through the revitalization of these buildings, my project considers how the repair of buildings damaged by the flood can contribute to the economy in the long run.



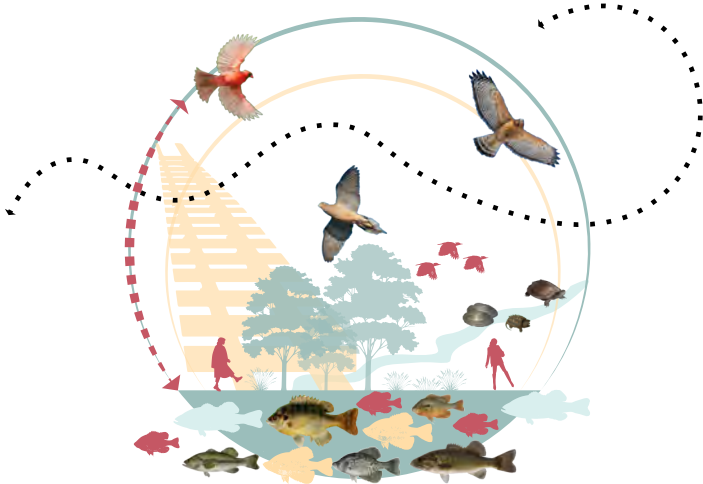
Concept Influences: signage, architecture, details and color



Concept diagram highlighting the composition of Montezuma



Using plantings to paint the landscape
restoring a stream's health through native plantings, floating wetlands, and live staking



The intersection between the community and the creek
promoting the stewardship of beaver creek while educating the community



legend

- | | | | | |
|----------------|-----------------------|------------------|-----------------|------------------|
| a park(ing) | d stormwater planters | g unity park | j amphitheatre | m outdoor dining |
| b trail system | e tree trenches | h iris park | k playground | n rain garden |
| c greenspaces | f pedestrian walk | i train watching | l railroad park | |



Green infrastructure detail
showcasing the green infrastructure within downtown's streetscape



A stroll down the cherry lane art walk
reinventing and activating a forgotten alley



A closer look at Dooly Street
creating a more pedestrian friendly streetscape

Restoring the **Heart** of Montezuma
Anna Wilson

Focus Area: Beaver Creek Blueway and Park



Legend

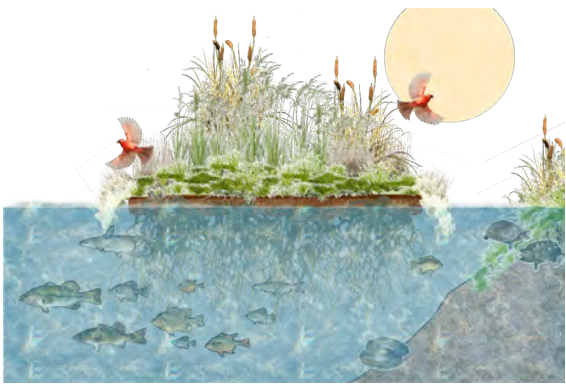
- | | |
|--------------------|----------------------|
| a pier | h reforestation |
| b bridge | i floating wetland |
| c trail head | j iris mural |
| d beaver boardwalk | k sunfish lawn |
| e live staking | l levee trail |
| f seed mixes | m outdoor classroom |
| g existing trees | n stormwater wetland |



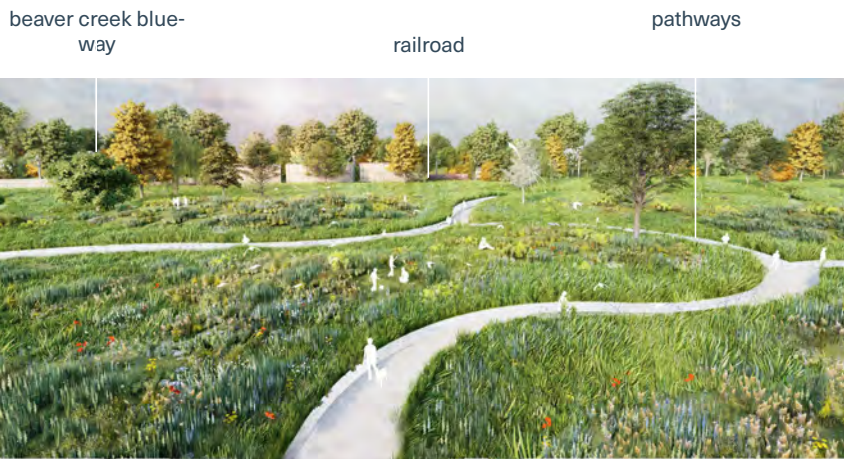
A reimagining the experience under an overpass
incorporating historic post cards into beaver boardwalk



A community blossoming through flora
opportunities for the community to interact with ecosystem



A floating wetland under the microscope
a close up detail of the floating wetlands



Perspective illustrating “from industrial to idyllic”
turning an industrial park into a resilient park to link the creek



Winding along the beaver creek blueway
facilitating interactions with beaver creek and restoring ecology



Wayfinding and educational signage
creating a brand for Montezuma

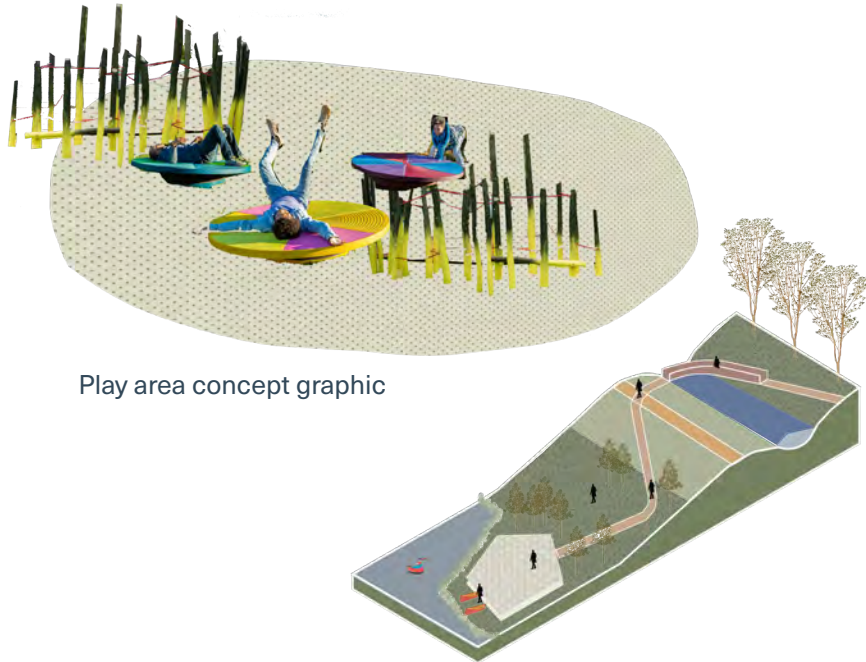
Montezuma’s Revitalization
Mela Xides

Montezuma, GA is a small town located in Macon County with a rich past that has much potential. With it’s abundant history, unique ecology, and regional significance, there is much room for growth. My design offers solutions to get Montezuma back on the map. When we were introduced to the project, I knew I wanted to build on structural assets that Downtown Montezuma already has. For example, Dooly Street, which previously was the Dixie Highway, has beautiful architecture and wide streets. Celebrating the existing built environment elements that contribute positively to

Downtown’s sense of space served as the inspiration for my design proposal. Main Street revitalization was where I started with my concept. In addition, I considered the many hardworking people that I was fortunate to meet. From there I developed four main themes that shaped my ideas and designs for restoring the core values of the town. These four themes are Promotion, Economic Vitality, Community Building, and Design. With the implementation of those four ideas, I created a symphony of excitement and pride for the town of Montezuma.

1. Promotion
2. Economic Vitality
3. Community Building
4. Design

Goals for Montezuma's Revitalization



Play area concept graphic

Canoe launch area transect



LEGEND

- | | | | |
|----------------------|-----------------------|--------------------|----------------------|
| 1 CEMETERY | 6 DEPOT | 11 POCKET PARK | 16 BED AND BREAKFAST |
| 2 VISITOR CENTER | 7 RAILROAD RESTAURANT | 12 FOOD PARK | 17 MUSIC PLAZA |
| 3 PROPOSED LIBRARY | 8 FLINT RIVER PARK | 13 PUBLIC RESTROOM | NEW RESTAURANTS |
| 4 LEARNING LAWN | 9 BOYS AND GIRLS CLUB | 14 PECAN ORCHARD | Promotion |
| 5 PROPOSED MIXED USE | 10 UNITY PARK | 15 CANOE LAUNCH | Economic Vitality |
| | | | Community Building |
| | | | Design |

Becoming a Local Imagination Library Affiliate in 3 Steps:

Step 3: Make Final Presentations and Launch!

Step 2: Putting Pieces into Place

Step 1: Figuring Out “Do I Want To Do This?”

Identify financial support and partner with a non-profit:
Common financial supporters:

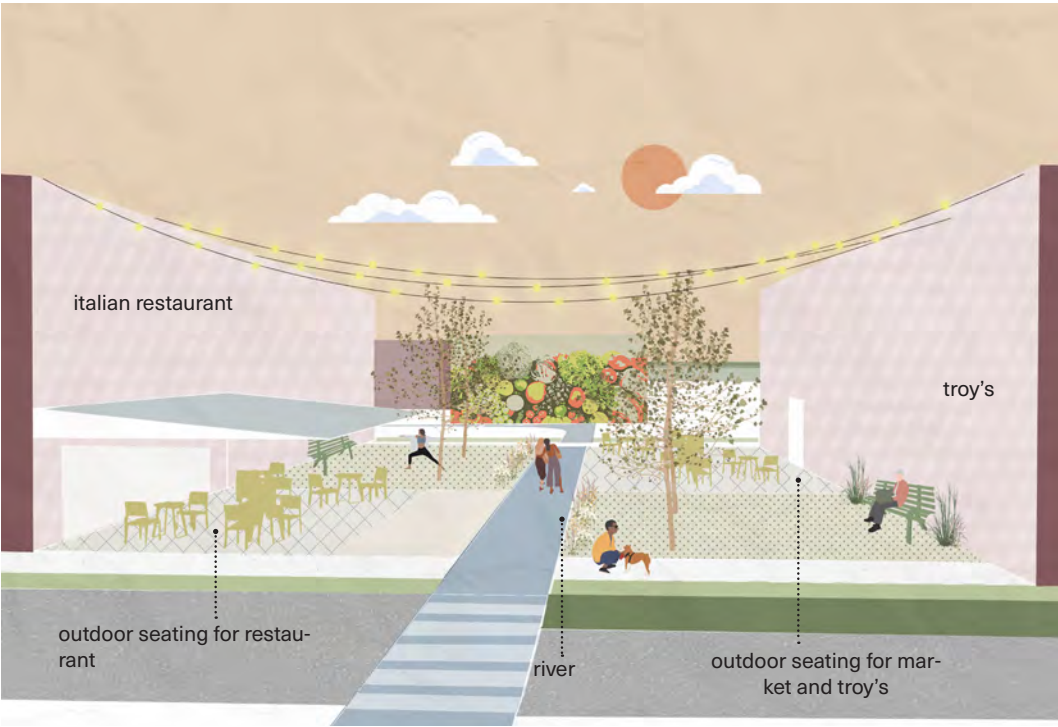
- United Way
- Service Clubs/ Boys and Girls Club
- Local foundations
- Local businesses
- Chambers of Commerce
- Individual donors

1. Contact the Dollywood Foundation Regional Director who covers your area

2. Begin building a support team
Key roles you should consider:

- Chairperson – a person to coordinate the effort
- Fundraising – to sustainably identify and collect local funds
- Enrollment – plan where and how to enroll children
- Database – preparing online registrations
- Community Outreach – collaborate with other local organizations and coalitions
- Family Engagement – plans efforts to encourage parents to better engage their children

3. Get Fundraising effort underway
4. Complete and Submit Partnership Docs



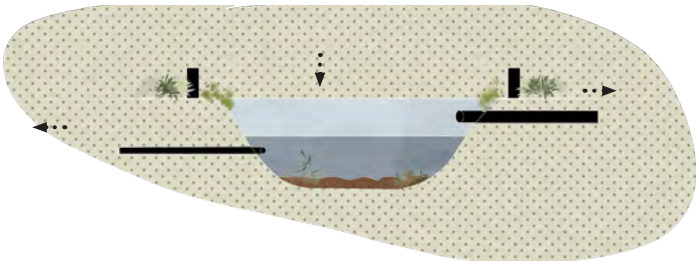
Promotional signage concept for the historic depot

Perspective of outdoor restaurant seating

Montezuma’s Revitalization
Mela Xides

After the flood of 1994 and the COVID pandemic, many of the businesses in downtown Montezuma closed. This inspired my goal to promote local businesses to return to Downtown, to help restore the economy of Montezuma. Another focus of my design is tourism. We learned from the client, and from other case studies, that tourism has the potential to bring revenue in for the town. In my design I created Montezuma Murals. Montezuma Murals is an idea to create a programmatic component that contributes to the built environment through engaging with artists. An example of a similar program is Forward Warrior in Atlanta.

Lastly, my concept is inspired by one of the foundations of a community: the youth population. My design promotes children’s education through the built environment. By offering a stronger infrastructure for youth to learn and live, my design aims to encourage families to stay in Montezuma.



Stormwater pond section



Montezuma mural walk

- + intertwining art and the built environment
- + mural trail throughout downtown
- + some murals will be permanent, some will rotate
 - rotating murals through partnership with artists at volatile house
 - permanent murals have role of placemaking and reflect the history of the town
- + other forms of art
 - art with planting design/patterns
 - creating play structures and play spaces that incorporate art
 - the addition of interesting or interactive sculpture pieces
- + art and safety
 - use ground murals to denote pedestrian space near roads
 - create visual interest in pocket areas and plazas



Perspective rendering of a book mural for the proposed library



Perspective rendering of Flint River Park



Perspective rendering of the shared use path and meadow

Conclusion

It is impossible to capture the level of care and rigor the Downtown Montezuma Studio brought to this work in one report. Throughout the spring semester, the members of the Studio grew a strong fondness for the people, landscapes, and stories that make up Montezuma. This affection is shown in the student work which celebrates the Montezuma's makeup and thus its potential.

As shown in this report, students began the design process with intensive research. The Studio's affinity for Montezuma began by learning about the aspects of Montezuma that cannot change— the stories of the past and the natural elements of the land. In particular the Studio felt Montezuma's unique geographical condition was of immense value. Montezuma is a place of confluence. This is found in its ecological regions, and its converging waterways. Downtown sits between two ecoregions, the Coastal Red Uplands and the Southern Floodplains and Low Ter-



Flint River, which is the second largest river in the state and one of the largest free flowing rivers in America. Cities along the Flint River are of regional import. Montezuma's unique ecology is made up of diverse soils, fauna, and flora worth protecting, stabilizing, and celebrating. If cared for and programmed (creek restoration, greenways, recreation), these natural elements have a great potential to contribute to the City's tourism industry in addition to improving the everyday life of the local community.

In addition to Montezuma's natural history, the Studio was inspired by the historic downtown's architecture and morphology. Through interviewing resident's and studying historic imagery as well as relevant case studies students explored ways to enhance the experience of being Downtown. Students valued the historic sense of place and desired design solutions to allow visitors more reason to be Downtown and to stay a while. Design

solutions encouraged pedestrian oriented techniques such as increasing outdoor dining and seating opportunities, creating full-time and/or part-time pedestrian-only streets, and implementing "road diets" (the narrowing of streets to allow more space for pedestrian use). By implementing design solutions as such, people will have more reasons to linger Downtown which may result in the desire for more businesses to foster their roots in the area. In addition creating active streets for pedestrians creates a more memorable experience for visitors passing through as well as residents.



Lastly the Studio felt it was important to document and retell learned stories about Montezuma's past in the built environment. Students took inspiration from the Arabia Mountain National Heritage Area, a rural cultural landscape stringing together a number of natural and cultural places through a greenway trail, for their designs. After studying and visiting Montezuma, students were able to understand a deeper context of the Mon-

05

Conclusion

Bibliography



Conclusion

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razes, making it an ecotone. It also has two impactful waterways: The Flint River, and Beaver Creek. The highly polluted Beaver Creek flows south into the

Flint River, which is the second largest river in the state and one of the largest free flowing rivers in America. Cities along the Flint River are of regional import. Montezuma's unique ecology is made up of diverse soils, fauna and flora worth protecting, stabilizing, and celebrating. If cared for and programmed (creek restoration, greenways, recreation), these natural elements have a great potential to contribute to the City's tourism industry in addition to improving the everyday life of the local community.

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tezuma story. Its Mennonite community, African American history, agricultural lineage, the floods, the Flint ferry, the Felton Cemetery, the constant sound of the rail-

roads, the connection to the Dixie Highway, the historic Downtown and Black architecture—these are all things worth commemorating. Thoughtfully stringing the story of Montezuma together through a trail system with interpretive signage and sites has the potential to bring a significant number of visitors to the city a year. This would have a positive impact on the local economy and would provide more income for local business owners. In addition, there is significant research to support the positive impact a trail system has on mental and physical health, as well as ecological.



There is no question that Montezuma has the makeup of a city worth celebrating for residents and visitors. The challenge comes down to how this is done in the built environment. In conclusion, the Downtown Montezuma Studio asks the following questions as the City considers its future: How might Montezuma celebrate its resilience through embracing its waterways and their impact on the City? What narratives make up the story of Montezuma and how might they be represented and celebrated in the landscape? In what ways might the cultural and green infrastructure of Downtown contribute to the positive physical and mental health of residents? How might Montezuma lean into its diverse vegetation to enhance green-space Downtown?



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