The downtown Athens Master Plan 2030
the Planning Process and Public Participation

A Learning Opportunity
CASE STUDIES
Creating a Vision

Other Cities

ANN ARBOR, MI

BOULDER, CO

GREENVILLE, SC

EUGENE, OR
Questions Asked:

• Why do people come downtown?
• Why don’t people come downtown?
• How could downtown be improved by 2030?
• As downtown develops, what needs to be protected?
• What’s your favorite thing about downtown?
• Share with us any visions, ideas or thoughts for the future.
PUBLIC INPUT
Survey Results

PREFERENCE POLLING

CLOSED
STREETCAR
NOT NEEDED
URBAN
NATURAL
SHARED
OPEN

COLLEGE AVENUE
RIVER DISTRICT
DOWNTOWN CIRCULATOR

COMMUTER RAIL TO ATLANTA
YES 91% NO 9%

RAIL TRANSIT THROUGH CAMPUS
YES 91% NO 9%
PUBLIC INPUT
Survey Results

WHICH LOCATION SHOULD BE A PRIORITY FOR ADDITIONAL GREENSPACE?

- Jackson Street: 33%
- Lay Park Connector: 27%
- Pulaski Greenway: 10%
- New Park: 7%
- Firefly Corridor to Trestle: 23%
- City Hall: 13%

WHAT TYPE OF RESIDENTIAL DEVELOPMENT SHOULD BE ENCOURAGED?

- Urban Professional: 44%
- Empty Nester: 19%
- Workforce Housing: 13%
- Family: 20%
- Student: 3%
- Senior-Assisted Living: 2%
Public Restrooms

CASE STUDIES
Gathering Ideas

Germany?

England?

Holland?

China?

Australia?
Why Portland's Public Toilets Succeeded Where Others Failed

JOHN METCALFE   JAN 23, 2012   49 COMMENTS
The Master Plan
TRANSPORTATION
College Avenue Promenade

- UGA Arch
- Potential Infill
- College Avenue Parking
- Washington Street as two-way (option)
- City Hall Park
- Washington Street one-way (as is)
- Corridor to connect to Jackson Street

- Continued median & pedestrian crossing
- Clayton Street
- Infill Redevelopment Option
TRANSPORTATION
Art Walk
Foundry St.
**Existing**
1. Intermodal Station
   Buses & Future Train
2. Selig Mixed Use
   (Commercial, Residential)
3. Amphitheater
4. Press Place (office)
5. The Eclipse (Res)
6. 909 E. Broad (Res)
7. Traditions (Res)
8. Whistleberry (Res w/ additional construction)

**Infill Development**
A. Residential at the Classic Center (2)
B. Residential at Ness Place
C. Commercial/Residential on Thomas
D. Hyatt Place Hotel
E. Residential/Commercial on E. Broad
F. Residential on Willow
G. Residential Infill with park and small commercial
   (Pottery Town)
TRANSPORTATION
Amphitheater (Vail, CO)
TRANSPORTATION
Clayton to Foundry Connector

Proposed Clayton to Foundry Pedestrian Connector

Press Building

Proposed Infill Building

Foundry Street

W. Broad Street

Thomas Street
CITY HALL PARK

- Water Business Office
- New Building
- Plaza
- City Building (Vacant)
- Elections Board & Attorney's Office
- Restaurant & Pub
- City Hall
- Public Park
- Spirit of Athens
- Stair to Basement
- Restaurant & Pub with Plaza (at main floor level)

- Water Business Office
- Basement Entry to Water Business Office
- Basement Entry to Vacant Building and Election Board
- Kitchen
- 29 Covered Spaces
- City Building (Vacant)
- Entry to Main Floor
- Outside Sink and Fountain
- Elevator Lobby to Building Above
- Street Stair to Basement
- Inside/Outside Dining
GREEN INFRASTRUCTURE

1. Armstrong Dobbs & Pottery Town
2. Downtown Athens
3. Dougherty Creek
4. Pulaski Creek
5. Tanyard Creek
6. Founder’s Spring and Spring Creek
Existing Downtown SPLOST Projects (2021)
- Clayton Street
- Fire Fly Trail
- City Hall Block
- Pulaski Greenway
- Others

Future SPLOST Periods
2021-2026
2026-2031

Land Leasing
Note amount of public lands available.

Tax Allocation District
TAX ALLOCATION DISTRICT
Current Development
TAX ALLOCATION DISTRICT
Current Development
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