### NORTH DOWNTOWN ATHENS MASTER PLANNING STUDY

### REDEVELOPMENT MASTER PLAN FOR BETHEL VILLAGE/COLLEGE & HOYT



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# THE TEAM



# ACKNOWLEDGMENTS

This document is the result of hours of conversations, meetings, and planning sessions held in person in Athens and virtually during a unique master planning process. We are incredibly indebted to the residents of the North Downtown Athens community, especially the residents of Bethel Midtown Village and the College & Hoyt communities, and the engaged citizens of Athens who offered their time, wisdom, insights, and energy to this process from the very start. Many strategies were utilized to involve residents in the creation of this plan, and we are deeply grateful for the community's engagement and support. During the COVID-19 pandemic, residents offered extensive input through surveys and polling and helped at numerous sessions, in online virtual workshops, and at the on–site neighborhood open houses. We also want to thank both the Athens Housing Authority and the Athens– Clarke County Unified Government, along with Columbia Residential, Jonathan Rose Companies, and the other redevelopment partners, for their assistance and input. These contributors all brought an unparalleled level of professionalism to this process.

We would like to acknowledge the whole planning team for its ability to play to its members' strengths and work collaboratively during this process. Rarely are local government, a housing authority, and residents so willing to overcome obstacles and work so tirelessly for the good of their community. Many local organizations offered their expertise, without which we could not have produced such an extensive and transformative redevelopment plan. Master planning partners W&A Engineering, Dix. Hite + Partners, and Thornton Tomasetti each contributed to this master planning effort and contributed enormous amounts of intellectual capacity and passion.

### Special thanks to the following entities:

- The North Downtown Athens Steering Committee
  - 1. Dexter Fisher, **CCSD Chief of Operations**
  - 2. Kelly Girtz, **ACC Mayor**
  - 3. Charlie Gluodenis, AHA CREO
  - 4. Brad Griffin, ACC Planning Director
  - 5. Brian Keith, JHP
  - 6. Janet Lawrence, AHA Resident-(C&H)
  - 7. Jason Leonard, ADDA Board Member
  - 8. Jennifer Lewis, **University of Georgia** (UGA) Director for Community Design & Preservation
  - 9. Contrena Little, **Resident–(Bethel Midtown Village)**

- 10. Rick Parker, AHA CEO/Executive Director
- 11. Jim Smith, AHA Board Member
- 12. Ovita Thornton, ACC Commissioner, District 9
- 13. Blaine Williams, ACC County Manager
- 14. Smith Wilson, Real Estate Developer
- 15. Valdon Daniel, AHA Board Chair
- 16. Butch McDuffie, ACC Transit Director
- 17. Hayley Banerjee, ACC Housing & Community Development Director
- Athens-Clarke County (ACC) Unified Government Elected Officials Staff Planning Department
- Athens Housing Authority (AHA) Board
- Athens Community Council on Aging (ACCA)
- Athens Neighborhood Health Center
- Thomas N. Lay Park and Community Center
- All the residents of Bethel Midtown Village/College & Hoyt Apartments and the surrounding neighborhoods

Last, we must acknowledge the dozens of people who spent time on advisory committees and put in many hours thinking, researching, and determining which strategies might work best for this effort and study.



# Chapter 1

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## **EXECUTIVE SUMMARY**

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### **Executive Summary**

In February 2020, the Athens Housing Authority procured JHP Architecture to develop a master plan for the transformational redevelopment of North Downtown Athens, Georgia. The North Downtown area refers to the Bethel Midtown Village and College & Hoyt communities and surrounding parcels of land. The Bethel site consists of 190 affordable apartment units in 16 buildings, and College & Hoyt contains 32 units in 11 buildings. The master planning team was also tasked with considering adjacent parcels for commercial, residential, and mixed-use purposes. Redevelopment of the properties will be funded in part by the 2020 Special Purpose Location Option Sales Tax (SPLOST), approved by Athens–Clarke County voters in November 2019. The primary directive for this project was to develop a healthy, mixed-income, mixed-use neighborhood with an increase in the number and quality of affordable housing units on the north end of Downtown. To achieve this goal, the redevelopment would proceed in multiple phases over several years.

The first step in this transformation process was, to develop a master plan and neighborhood vision for the community, neighborhood, and adjacent parcels to ensure a cohesive and connected design. The new mixed-income housing in the community is anticipated to include affordable, workforce, and market-rate options. The affordable units will serve people with incomes ranging from less than 30% of area median income (AMI) to 60% of AMI. The redevelopment effort requires a variety of funding sources, including a combination of Low-Income Housing Tax Credits (LIHTC), tax-exempt bonds, HUD Section 8 rental assistance, grants, and private debt. The unit count and configuration and project phasing will be determined based on the availability of funding, recommendations from market studies, financial feasibility analyses, and other factors.

JHP Architecture/Urban Design formed a master planning team comprised of civil engineers (W&A Engineering), landscape architects (Dix.Hite + Partners), and developers (Columbia Residential and Jonathan Rose Companies). A steering committee of community partners representing North Downtown Athens was formed to help provide strategic direction, vision, and oversight for the master planning initiative and serve as champions for the redevelopment. The planning deliverables included 1) an overall master plan vision for North Downtown Athens to guide future development and 2) a specific redevelopment plan for the Bethel Midtown Village and College & Hoyt communities. The intent was to complete the public input process over the first half of 2020 and finalize the master plan in the summer of 2020; however, the unforeseen global COVID-19 pandemic and social distancing requirements necessitated a revised schedule and novel engagement strategies.

This chapter summarizes the engagement process, while the rest of the report provides the results. Our engagement process included several steps: gathering information, designing concepts, and soliciting and incorporating feedback. The master planning team's motto and approach was three fold: Listen/Learn/Advise. Our goal was always to listen to community members; learn from their observations and our own; discuss their needs with the neighborhood and greater community; and advise and design based on what was realistic and appropriate in order to arrive at the most cohesive and inclusive master plan possible. Throughout the master planning effort the team sought to include as many residents as possible via resident-focused events, surveys, newsletter outreach, one-on-one meetings, and other approaches, constantly evaluating our efforts and adjusting along the way.

The master plan study area is loosely bounded to the north by the CSX rail tracks and trestle crossing over College Avenue to the north, Pulaski Creek and the Athens Community Council on Aging to the west, Thomas Lay Park to the east, and Dougherty Street and Downtown to the south, with College Avenue running through the center as the spine of the community. The current housing is predominant the low-density residential units of the Bethel Midtown Village and College & Hoyt communities. Some student housing along Dougherty Street and condominiums along the east side of College Avenue border the study area. The North Downtown Athens neighborhood contains a number of publicly owned parcels such as the existing Planning Department building at Dougherty and Lumpkin streets, parking lots at Dougherty and College and at Dougherty and Jackson streets, the Athens–Clarke County Fire Department building between Hoyt Street and Madison Avenue, and parcels adjacent to Lay Park, as well as other redevelopment opportunities.

#### Step One

Our first step in the community engagement process was to reach out and meet with a broad spectrum of residents, community leaders, and others who might be impacted by development activity in the neighborhood. We gathered in individual and group settings to listen to residents' specific thoughts, concerns, and ideas regarding North Downtown Athens, specifically the redesign and redevelopment of Bethel Midtown Village and College & Hoyt Apartments.

The master planning team met with Bethel and College & Hoyt residents; neighborhood leaders; ACCGov commissioners, the mayor, and department staff; the Athens Housing Authority Board and leadership; representatives from the Clarke County School District; the Athens Neighborhood Health Center; the Athens Community Council on Aging; and many other community leaders and organizations. We held stakeholder interviews with these groups and individuals to define a starting point for master planning, followed by the JHP master planning team's research to analyze the site and surrounding areas. The team visited Athens several times in order to conduct interviews during January and February of 2020.

### Step Two

Broad public engagement kicked off with a series of community workshops and mapping exercises held February 18 and 19, 2020, at Athens First United Methodist Church and the Lyndon House Arts Center, respectively. Over 100 individuals attended these workshops, including Bethel/College & Hoyt residents, neighboring community residents, and local government officials and staff. The workshops included various methods for participants to share their wants, needs, and hopes regarding the North Downtown Athens community. Through informal surveys, we received comments about style, scale, and landscaping options. An interactive mapping exercise (centered on locating, placing and choosing) and group table discussions helped us to better understand which amenities and services the community wanted and where these should be located. Tables were led by moderators but selected their own speakers to report findings to the larger audience. We also conducted polling surveys with real-time results that helped further refine people's preferences. These workshops, interviews, and exercises are summarized with key takeaways and follow-up questions on our website (www.NDAthensplanning.com).

#### **Step Three**

The JHP master planning team took the information from the master planning sessions, online input, and surveys and synthesized it into an initial neighborhood vision and master site plan. In March 2020, the Athens community and the world were impacted by the COVID-19 pandemic, preventing the planning team from hosting additional large public gatherings so as to adhere to social distancing guidelines. From March to May 2020, the master planning team worked to shift our community engagement approaches to a more virtual format. The master planning website (www.NDAthensplanning.com) was revamped to become the primary engagement portal for the planning effort. Many additional features and capabilities were added, and the team initiated various social media outreach campaigns for community input. Residents of Bethel Midtown Village and College & Hoyt were surveyed individually in a socially distanced setting to ensure their voices were heard should virtual participation prove a challenge.

Key redevelopment themes emerged at this time, which the planning team used as the basis for a series of six virtual workshop/charrette sessions from August 13–15, 2020. These sessions were:

- Complete Streets: Safety, Walkability, Mixed-Use
- Open Space & Parks
- Exploring Civic Parcels: Community Civic Uses & Resources
- Transportation & Transit
- Sustainability & Green Strategies
- Artlets: Exploring Arts & Cultural History

The team again published the results online and via social media for comments and feedback.

### Step Four

The master planning team synthesized the input received from resident engagement and stakeholder meetings into two draft concepts showing redevelopment alternatives for the Bethel and College & Hoyt sites. The concepts were presented at socially distanced public open houses at the Lay Park Gymnasium and Lay Park Playground on October 11 and 12, 2020, and at Bethel Midtown Village on October 21. These were attended by about 85 residents, community members, and civic leaders. The broader transformation area plan and the redevelopment plan began to take shape with additional feedback from these sessions.

In January 2021, the master planning team refined a draft final master plan and shared a narrated video and companion presentation online (www.NDAthensplanning.com/draft-review) for a final round of community input. Final presentations as well as this report to the Athens Housing Authority and the Athens–Clarke County Unified Government Commission will be submitted in February/March 2021.

### Step Five

A master plan is a conceptual vision for a community's desired future growth and is intended to guide the physical development of an area. Its purpose is not to lay out precise building footprints, nor is it intended to specify architectural styles; rather, it prioritizes land use, defines public and private spaces and amenities, and builds consensus in the community. The next step for this master plan is to be formally accepted by the ACC mayor and commission, a step that acknowledges the plan's content and community input and allows for community funding initiatives (SPLOST 2020 or others) to begin encouraging development to occur.

### What the Master Planning Team Learned along the Way

During the interviews and workshops, we gleaned a number of insights that ultimately influenced the final vision and redevelopment master plan.

### Specific Concerns Related to the North Downtown Athens Master Plan Vision

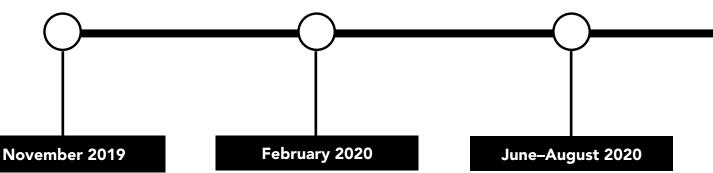
- Creating an "urban edge" along Dougherty Street and connecting the Community with downtown Athens through safe crossing of Dougherty.
- The stormwater and water quality challenges related to the neighborhood and Pulaski Creek.
- Creating a variety of neighborhood green spaces, both for adults and for children of various ages-including better connections to Lay Park, improvement of the existing local trail network, and proposed mobility plans.
- Creating retail and retail-like activity along the street level of College Avenue and street-level active use of parts of Dougherty, Lumpkin, and other streets in the community.
- Ground-level housing with connections/access from the street via stoops, steps, and terraces facing prominent streets like College Avenue and Dougherty Street is acceptable to the community.
- Mixed-use redevelopment on the civic parcels along Dougherty is to be encouraged, with urban streetscapes and uses promoted.
- Emphasis on Denney Tower and locating future additional senior uses in this area is desirable and an opportunity for creative mixed-use fronting Dougherty Street.
- First AME church is an important historic site and the social heart of the community. Allowing for new shared parking resources, parks, and playgrounds needs to be a part of the community vision.
- Incorporating the Jackson Street Art Walk plans and redevelopment visions along Jackson Street are important aspects of the eastern side of the neighborhood. Thoughtful redevelopment relationships with Lay Park and Lyndon House need to be encouraged and promoted.
- Other aspects of the neighborhood vision are encouraging connections from Jackson Street toward Downtown Athens, a possible future park space around the Stephens Federal Building, and establishing pedestrian connections to The Classic Center.
- Generational wealth-building in the community through home ownership needs to be encouraged. The northern area near the CSX train depot might be a good area for row house development.

### Specific Concerns Related to the Bethel Midtown Village/College & Hoyt Redevelopment Master Plan

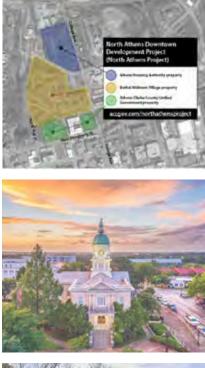
- Strong desire for College Avenue to be more walkable, so that residents feel comfortable crossing the street to Lyndon House and Lay Park, and connected back to Downtown Athens.
- Residents want a variety of active on-site green spaces (playgrounds, gardens, greens) for adults and children of multiple ages. The plan should not overlook or remove Lay Park's playgrounds. Everyone loves Lay Park and families want children's programs to continue on site.
- A desire for connections to walking trails along with benches and other areas to sit and enjoy the outdoors
- Many residents talked about enjoying shade trees.
- A strong desire for residents-only parking. Safety of any parking area, whether in a podium, surface or garage structure, is a major concern.
- A variety of compatible architectural styles and buildings with stoops and terraces will make the community feel cohesive and connected.
- People feel strongly that College Avenue seems unsafe to cross or walk along to get into and out of Downtown. As a result, College Avenue does not convey a welcoming feel to the neighborhood.

All of these comments, thoughts, and concerns influenced the final master plan and vision that you will see in the following pages.

# TIMELINE



- SPLOST 2020, including Project 02: Affordable Housing Project, approved by ACC voters
- Steering committee formed
- Community stakeholder interviews
- Public workshops focused on residents and all of Athens
- Technical design meetings
- Public and residents, surveys and input
- Revamped website
- Virtual workshops



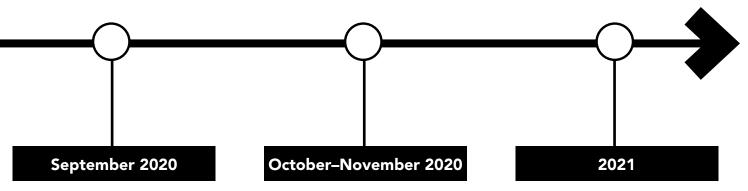












- Online surveys and feedback via the website
- Study and design by urban planning and design team
- Conceptual plans made available online for review and comment
- Socially distanced community open house events
- Presentation of final plan to mayor and ACC commission for acceptance







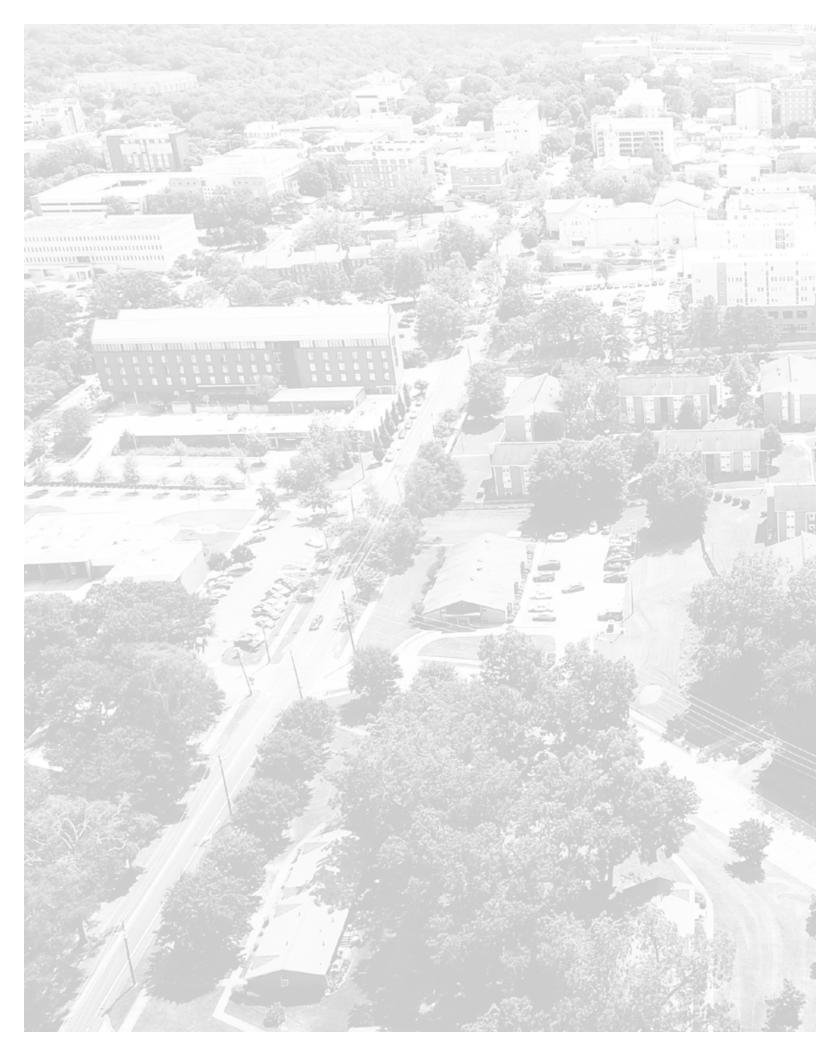












# Chapter 2

## **SITE OVERVIEW & COMMUNITY PROFILE**

# SITE LOCATION MAP



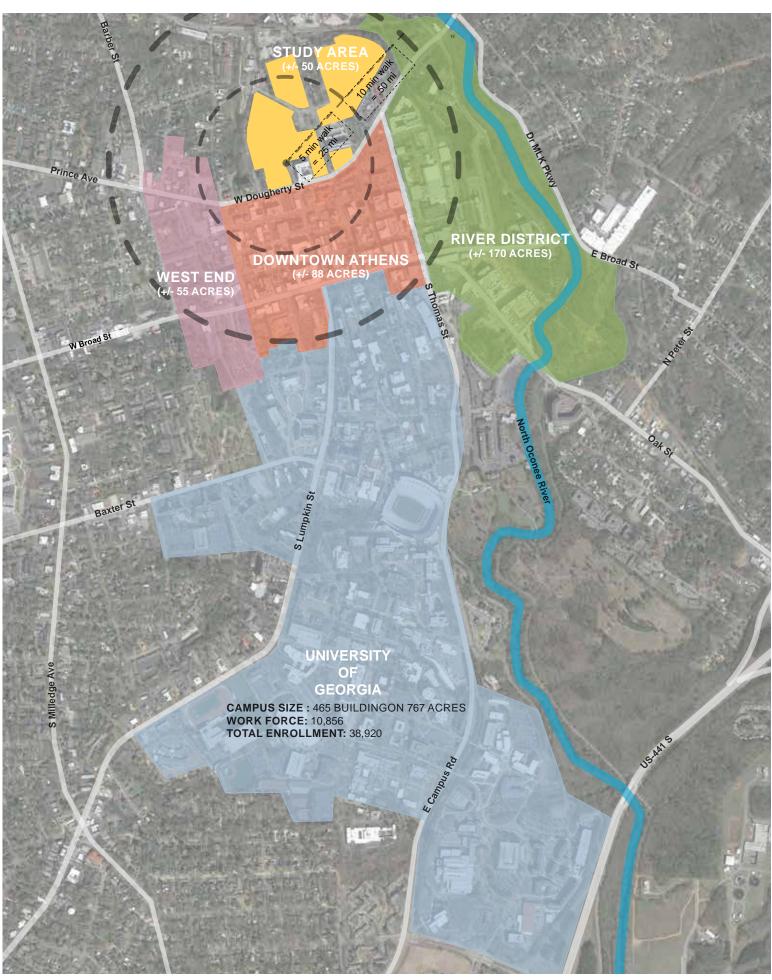
Athens–Clarke County is a consolidated citycounty in the U.S. state of Georgia. Athens lies about 70 miles northeast of downtown Atlanta. The University of Georgia (UGA), the state's flagship public university and an R1 research institution, is located in Athens and has a significant local and state economic impact. As of 2019, the United States Census Bureau's estimated population for the consolidated citycounty was 126,913. Athens is the sixth-largest city in Georgia and the principal city of the Athens metropolitan area, which had a 2017 estimated population of 209,271, according to the U.S. Census Bureau.

According to the U.S. Census Bureau, Athens-Clarke County has a total area of 118.2 square miles, of which 117.8 square miles is land and 0.5 square miles (0.41%) is water.



City of Athens map

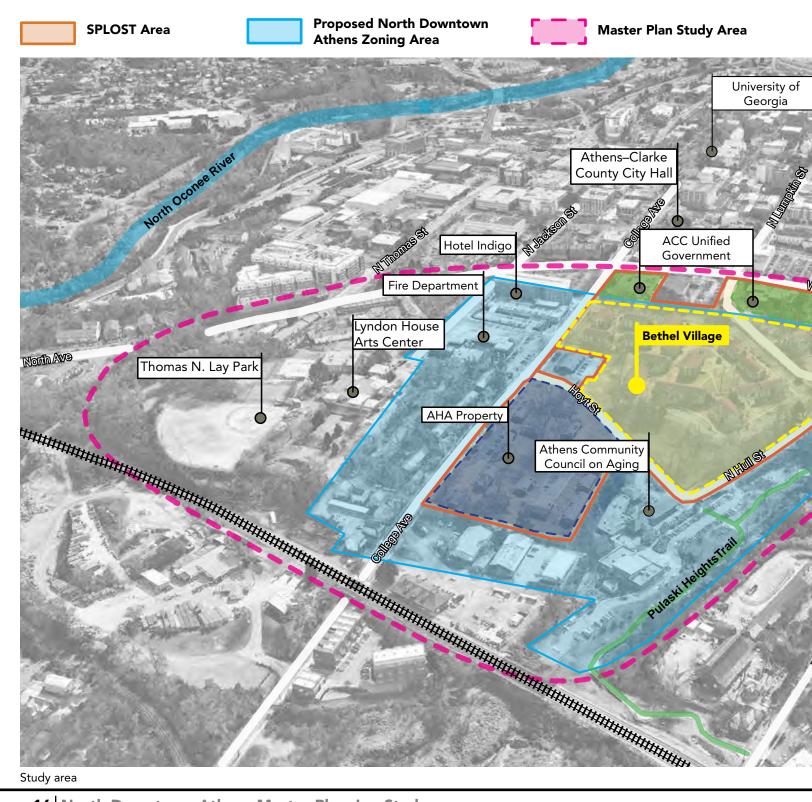
14 North Downtown Athens Master Planning Study



Site context map

# NORTH DOWNTOWN ATHENS STUDY AREA

The study area is generally bounded by W. Dougherty Street to the south, Hull Street to the west and College Avenue to the east , and College & Hoyt to the north. In October 2019, the ACC Commission voted to approve a partnership with Athens Housing Authority for the purchase and redevelopment of the Bethel Midtown Village apartments, a 190-unit multifamily apartment complex located in the study area. In November 2019, voters of Athens–Clarke County approved SPLOST 2020 which includ this North Downtown Athens development project as the affordable housing to be redeveloped using \$39 million of SPLOST funding. Redevelopment may take the form of direct expenditures by ACCGov in public infrastructure such as streets, curbing, sidewalks, lighting, utilities, public parking facilities, parks, recreation facilities, and other public facilities as outlined in the SPLOST 2020



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Lyndon House Arts Center



Lay Park Community Center



**Hotel Indigo** 



**Uncommon Athens Student Apartments** 

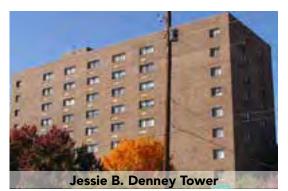




Athens-Clarke County City Hall



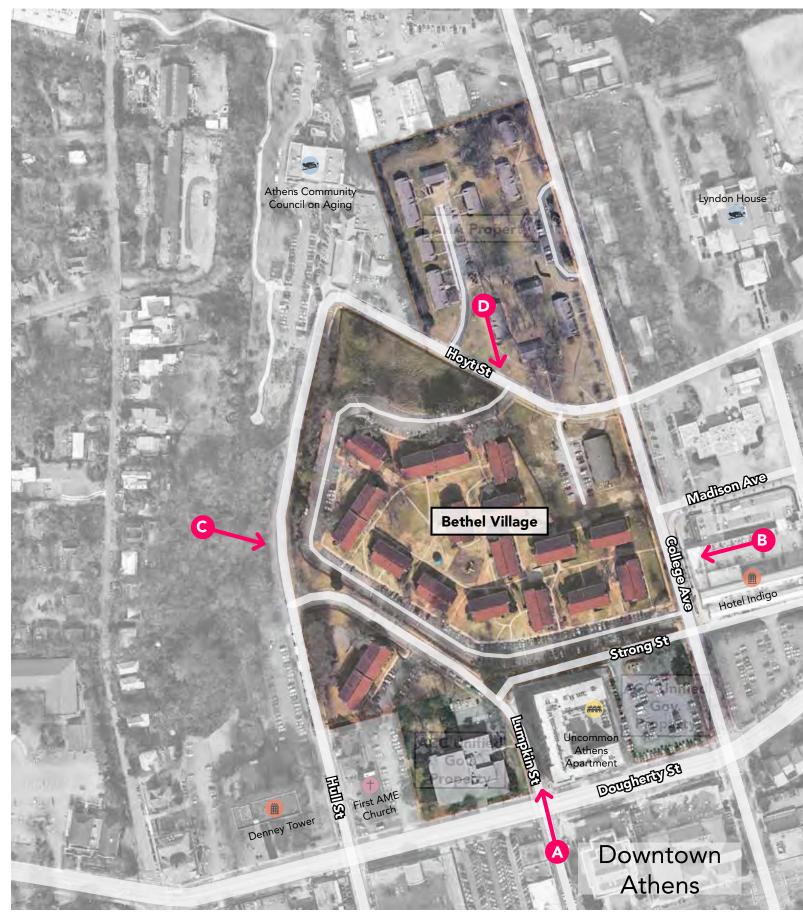
**Athens Fire Station** 



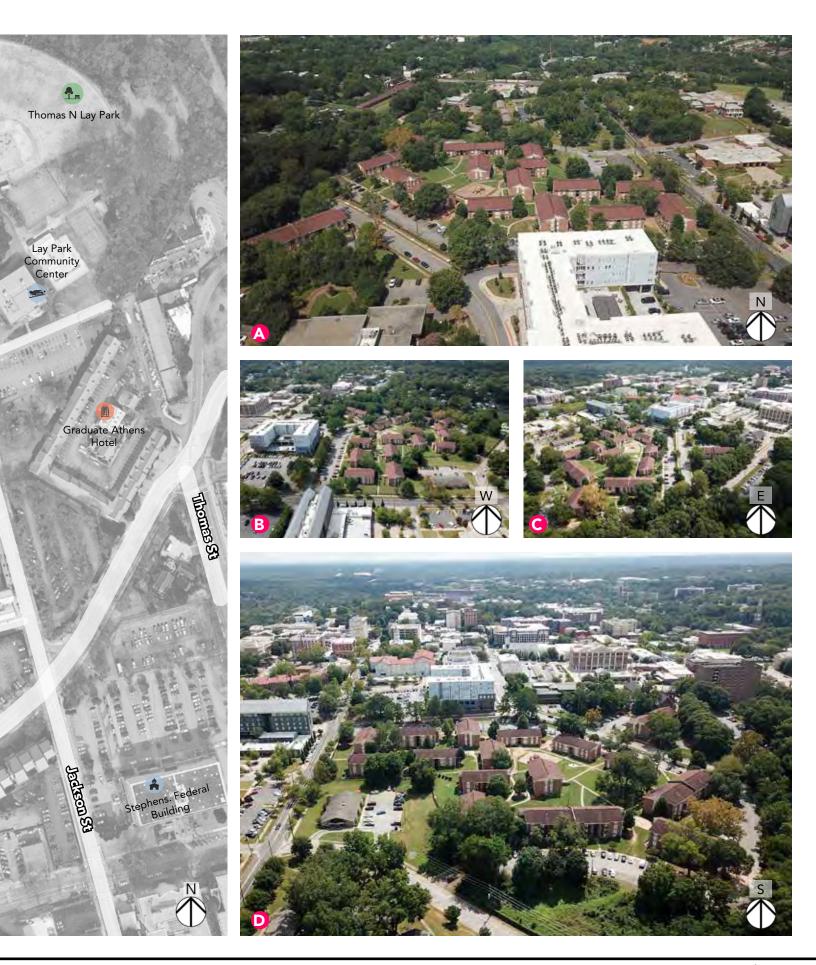


University of Georgia at Athens

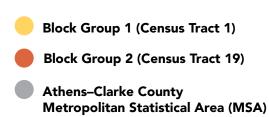
# **EXISTING SITE CONDITIONS**



**18** North Downtown Athens Master Planning Study



# **COMMUNITY RESEARCH**



Athens–Clarke County MSA's population is about 192,541, of which 20% is African American and over 70% White. About 490 people live in North Downtown Athens, of which 78% are African American and 17% White.

The median household income in North Downtown Athens is lower than the average for Athens–Clarke County, while the median housing value is higher in NDA than for ACC.

Unemployment rates are higher in North Downtown Athens compared to Athens-Clarke County.



\$8,906	
\$20,313	
\$47,214	



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### Median Housing Value

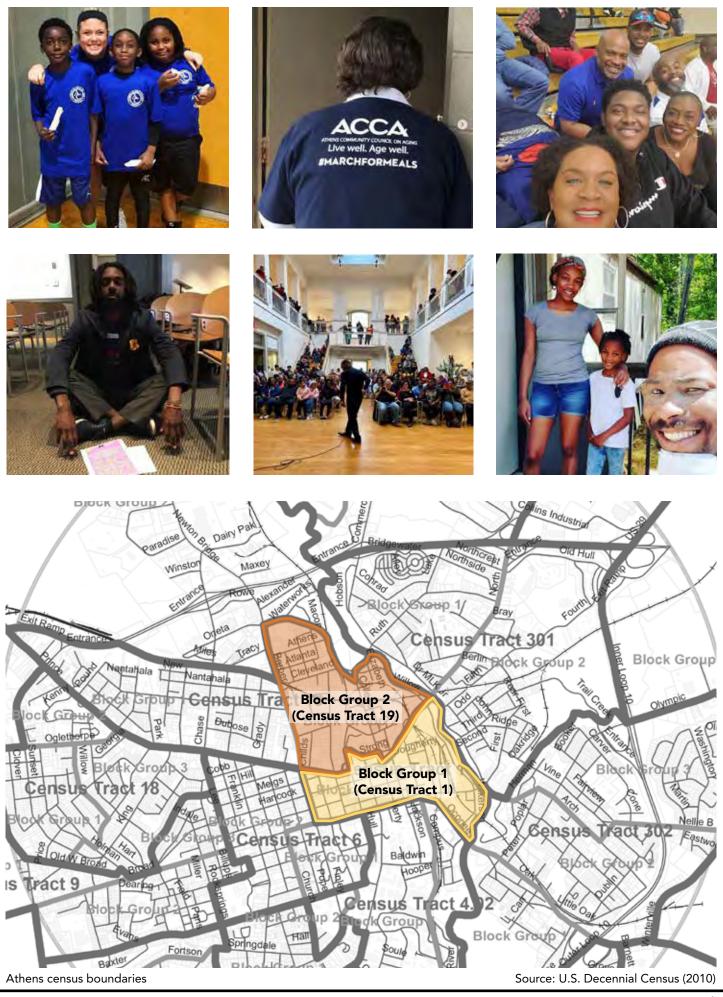
\$262,500	
\$205,600	
\$178,700	



### **Unemployment Rate**

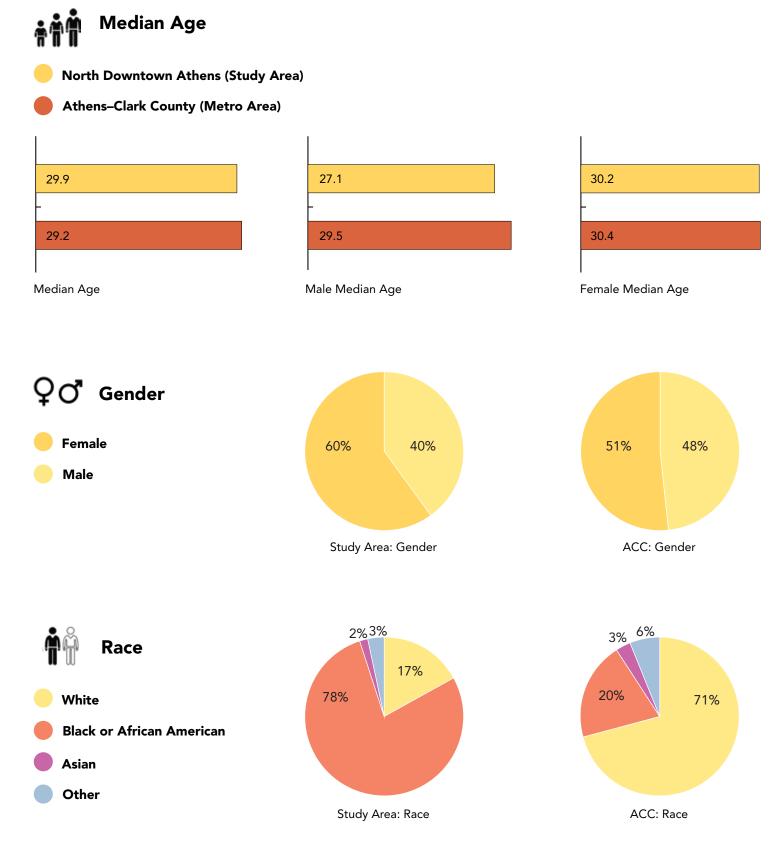
9.8%			
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2.1%			
5.1%			
		•	

Source: American Community Survey (2019 5-Year Estimates)



Site Overview & Community Profile 21

# **COMMUNITY RESEARCH**



Source: U.S. Decennial Census (2010)

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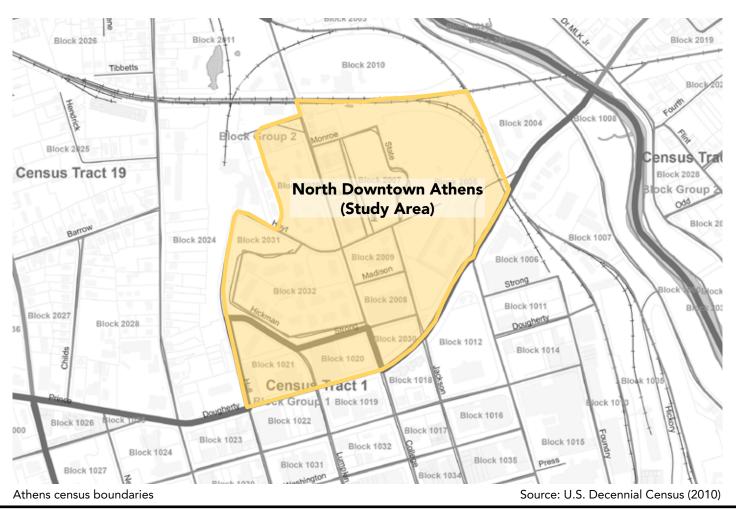












# **EXISTING LAND USE**









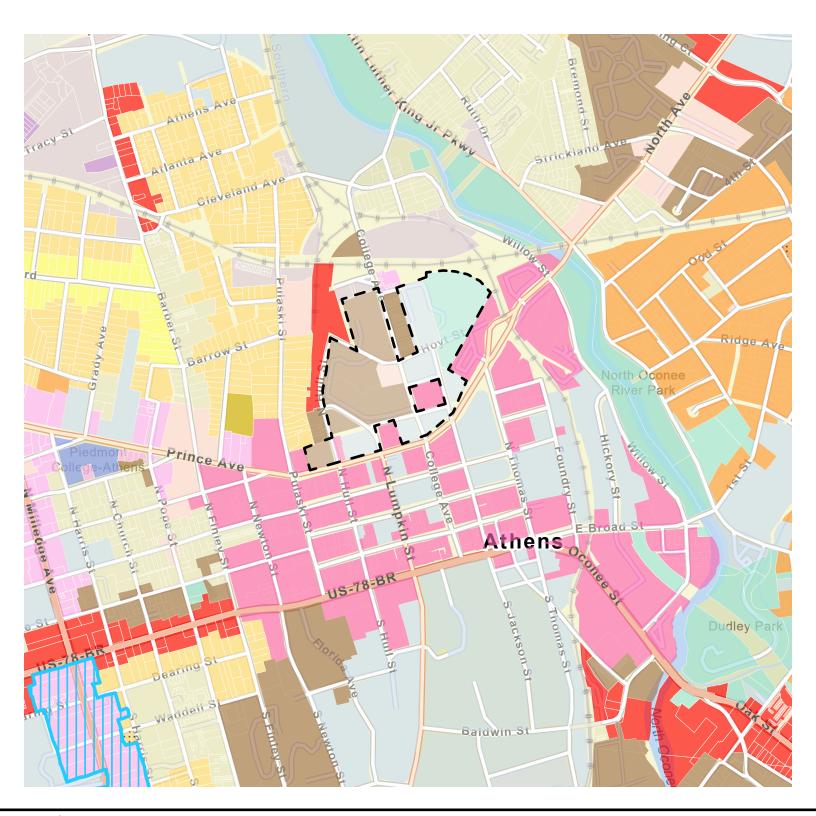








# **EXISTING ZONING MAP**

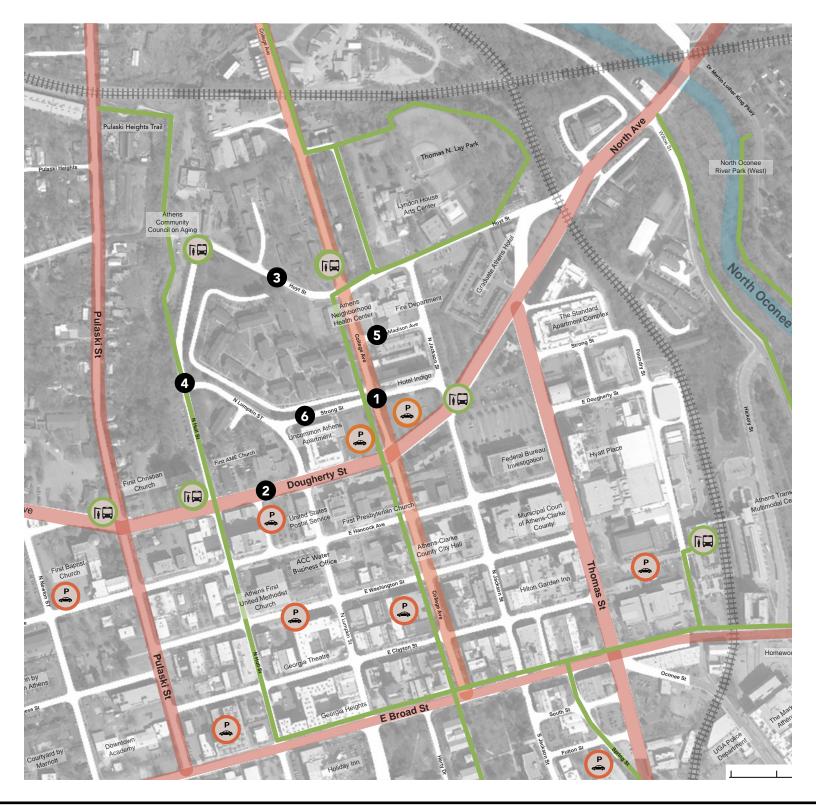




# **CIRCULATION & STREETS**

- 🗕 🗕 Study Area

- Bus Stop/Bus Terminal
- 😩 Public Parking
- Pedestrian Trail/Bicycle Path









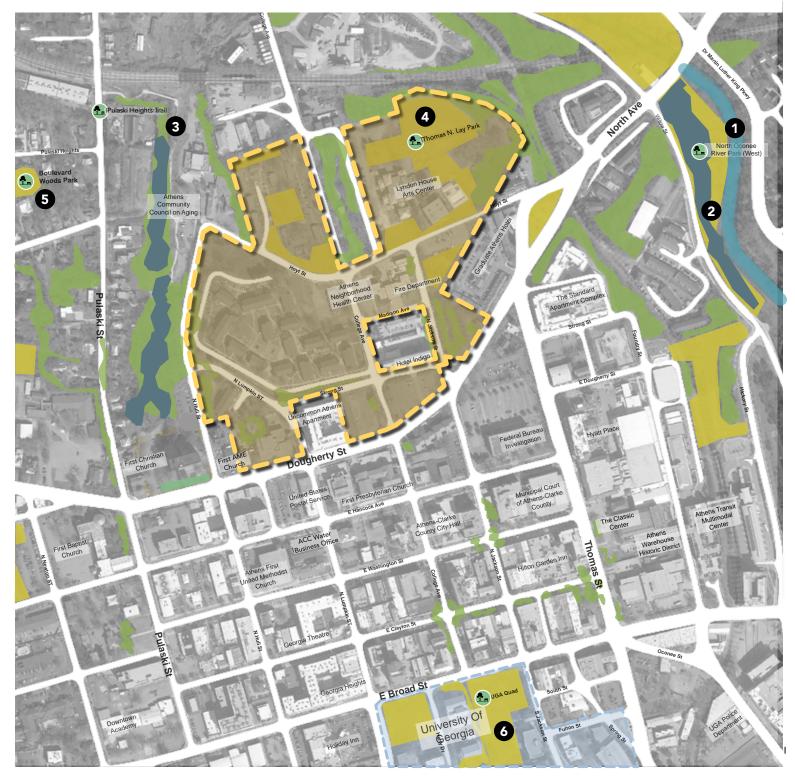


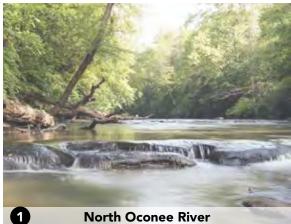




# NATURAL RESOURCES



















# Chapter 3

### **COMMUNITY ENGAGEMENT**

Community engagement and input have been a foundational aspect of the North Downtown Athens planning process-even during 2020–2021 COVID-19 pandemic with its unique challenges. We kicked off the planning process with stellar stakeholder meetings and two great community workshops in February 2020. Then, as the world turned upside down in the spring of 2020, we had to pause in-person events and held distanced surveys and pinups starting in March. Even though had to physically distance ourselves during those days, collaboration continued through online surveys, virtual focus group meetings, and small in-person group surveys allowing the community and residents continued involvement in the planning process until we could all meet in person again. We revamped and realigned the North Downtown Athens website to be much more integral to the process and to serve as a hub for information sharing, discussion, and comment.

## PUBLIC WORKSHOPS FEBRUARY 18 & 19, 2020

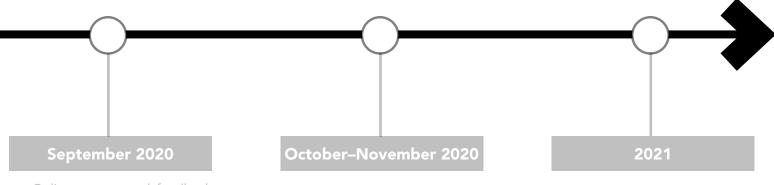


- interviews
- Public workshops focused on residents and all of Athens
- and input **Revamped** website
- Virtual workshops



Workshop boards

**34** North Downtown Athens Master Planning Study



- Online surveys and feedback via the website
- Study and design by urban planning and design team
- Conceptual plans made available online for review and comment

- Socially distanced community • open house events
- Presentation of final plan to • mayor and ACC commission for acceptance



Table map discussion

## PUBLIC WORKSHOPS FEBRUARY 18, 2020 RESIDENT-FOCUSED WORKSHOP (At First United Methodist Church)



The planning team hosted 53 attendees for our first resident focused workshop regarding North Downtown Athens. The majority of participants were residents of Bethel Midtown Village and College & Hoyt. We heard clearly in this session focused on communities a need for safe bus stops, affordable and accessible childcare, increased security; concerns about relocation; and the insight that College Avenue is not safe to cross as a pedestrian.





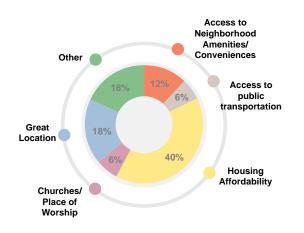
Workshop participants and activities

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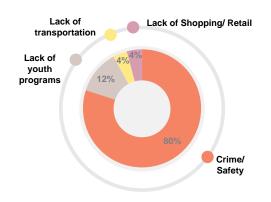


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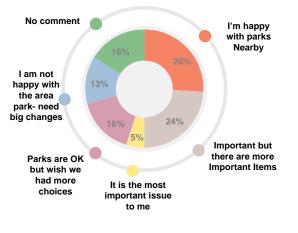
### What do you like about the Bethel Village neighborhood?



### Main concerns about Bethel Village neighborhood?



### Concerns voiced in our interviews: parks, trails, open space?





Workshop word cloud



## **PUBLIC WORKSHOPS** FEBRUARY 19, 2020 **GENERAL PUBLIC WORKSHOP** (At Lyndon House Arts Center)



Lyndon House Arts Center hosted our second workshop, which 56 citizens attended. Some feedback captured at this meeting included a desire for the planning team to explore the history of the study site and the extension of the downtown street grid into the site. In additionally, participants mentioned the need for training programs and concerns over student housing, which has led to gentrification throughout the community. Also discussed were the proximity and importance of Lay Park and the need for other playgrounds around the community.





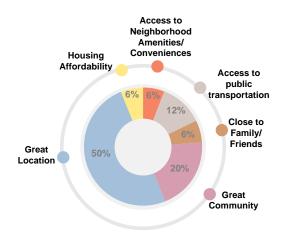
Workshop participants and activities

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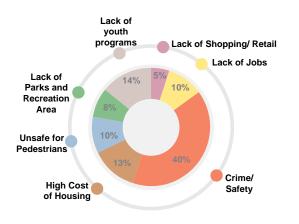


NEEDS & WANT	rs:
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WASHER/DRA	FR HackUPS
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## What do you like about Bethel Village neighborhood?



### Main concerns with Bethel Village neighborhood?

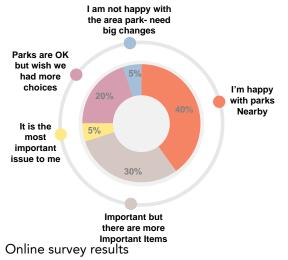




Workshop word cloud



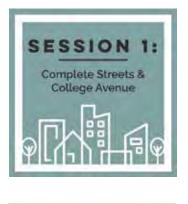
## Concerns voiced in our interviews: parks, trails, open space?



## VIRTUAL WORKSHOPS AUGUST 2020



- Public workshops focused on . residents and all of Athens
- and input
- **Revamped** website
- Virtual workshops







August 2020 workshop sessions





As we pivoted to virtual engagement because of the COVID-19 pandemic, safety was a top priority. We decided to meet with everyone online in planning workshop sessions held August 13-15, 2020, to discuss and share ideas for the project. These virtual sessions were built around topics that had come up during earlier stages of the planning process and through community feedback. We wrapped up with a final session ending the series.

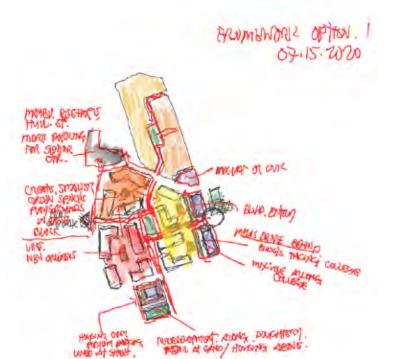


North Downtown Athens website

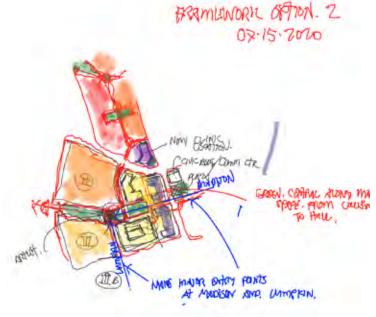
40 North Downtown Athens Master Planning Study



- via the website
- Study and design by urban planning and design team
- Conceptual plans made available online for review and comment
- Socially distanced community open house events
- Presentation of final plan to mayor and ACC commission for acceptance



Urban Planning Sketch Exploration: "What-If" Option 1



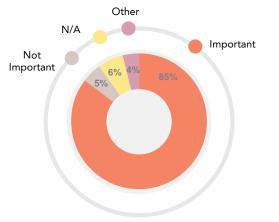
Urban Planning Sketch Exploration: "What-If" Option 2



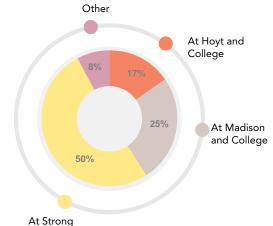
### VIRTUAL WORKSHOP AUGUST 13, 2020

## **SESSION 1** COMPLETE STREETS & COLLEGE AVENUE

How important is providing a safe crosswalk along this section of College Avenue to Lay Park and other city resources?



Where do you walk across College Avenue?

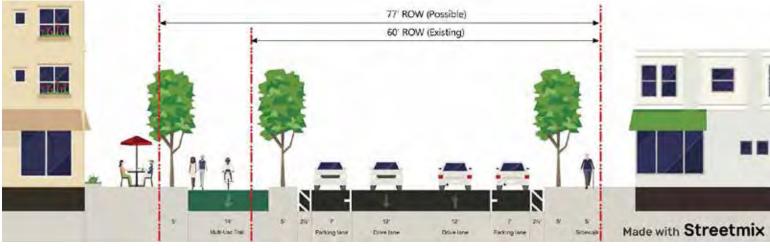


and College

Online survey results





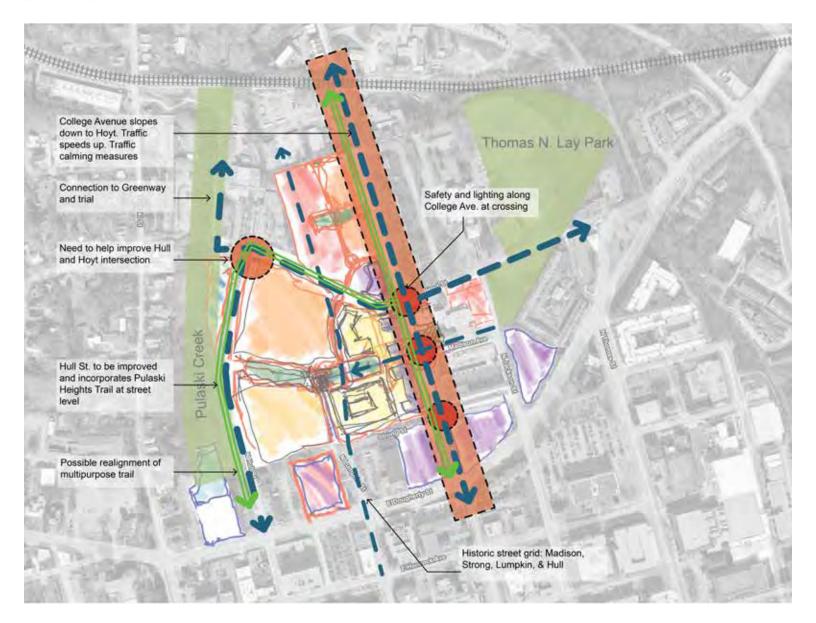


Possible street improvement

42 North Downtown Athens Master Planning Study

### **SESSION GRAPHIC SUMMARY**





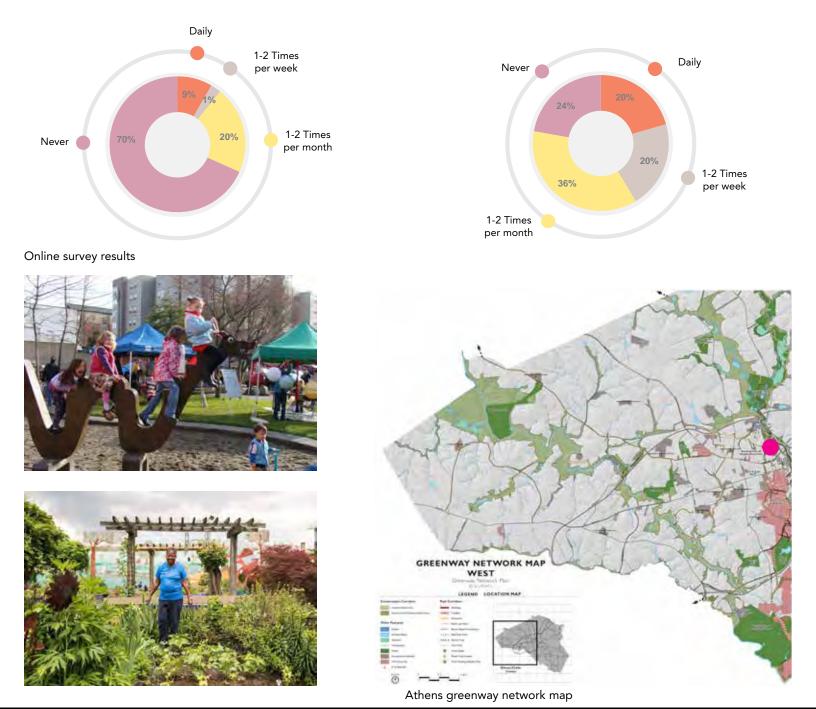


### VIRTUAL WORKSHOP AUGUST 13, 2020

## **SESSION 2** PARKS & OPEN SPACES

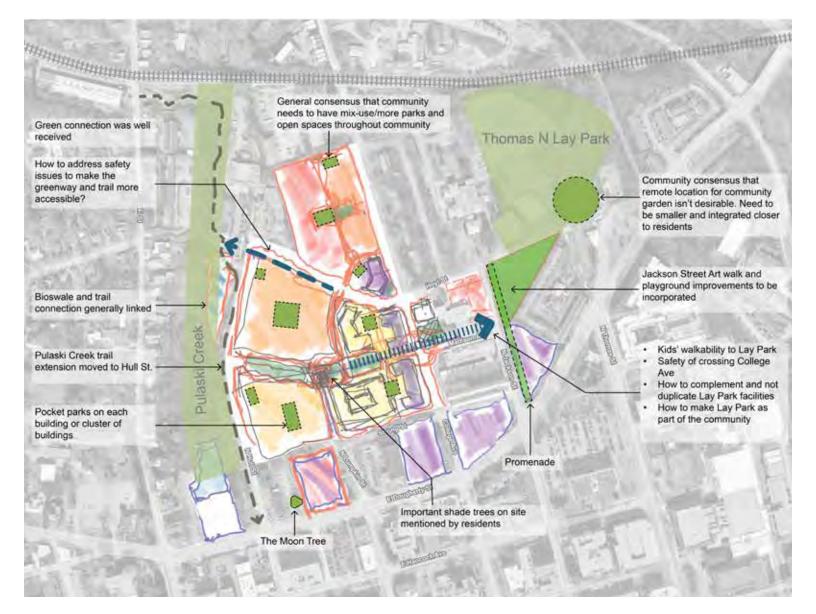
How often do you or a member of your household visit Pulaski Heights Trail or North Oconee River Greenway?





### **SESSION GRAPHIC SUMMARY**



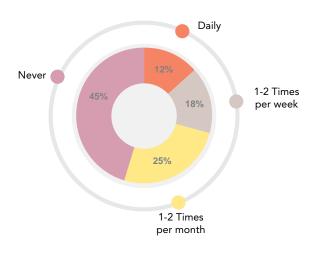




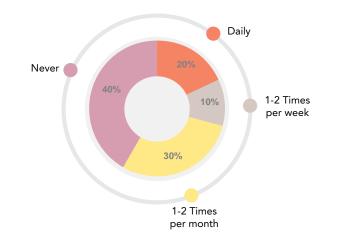
### VIRTUAL WORKSHOP AUGUST 14, 2020

## **SESSION 3** EXPLORING THE CIVIC PARCELS

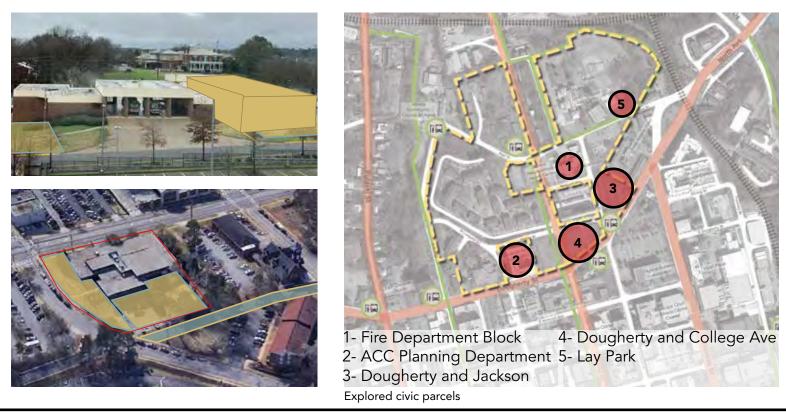
How often do you or a member of your household visit the library at Lay Park?



How often do you or a member of your household visit the neighborhood Health Clinic?

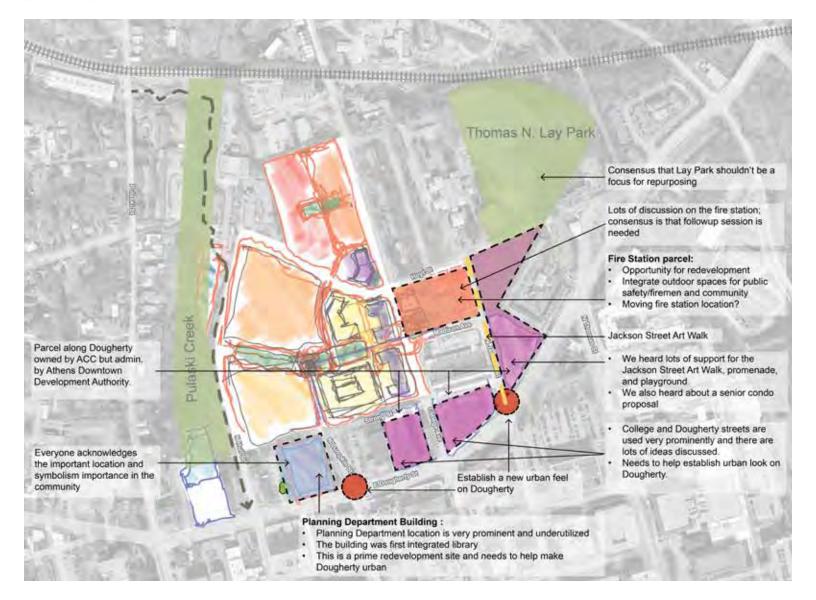


Online survey results



### **SESSION GRAPHIC SUMMARY**



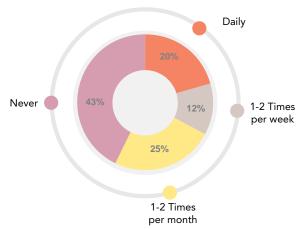




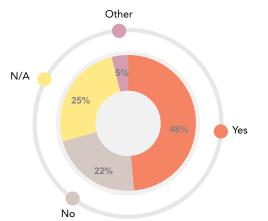
### VIRTUAL WORKSHOP AUGUST 14, 2020

## **SESSION 4** TRANSPORTATION & TRANSIT

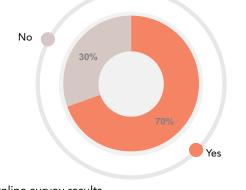
## How often do you or a member of your household take public transit?



## Are there enough convenient and safe transit stops in the community?



Are the public bus stop locations reasonable and appropriate?



Online survey results



Athens bus stop map

### **SESSION GRAPHIC SUMMARY**



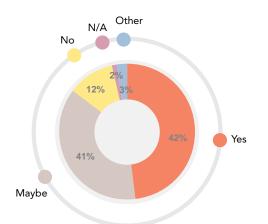




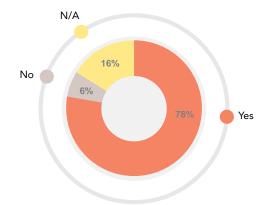
### VIRTUAL WORKSHOP AUGUST 13, 2020

## **SESSION 5** SUSTAINABILITY & GREEN STRATEGIES

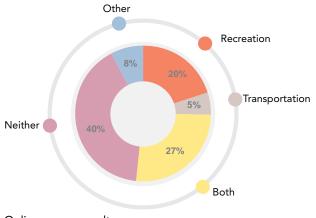
#### Would you use or volunteer at a community garden if it were part of the redevelopment?



#### Do you want to see the Athens Neighborhood Health Clinic located in the immediate neighborhood?



If you have a bike, would you use it for:



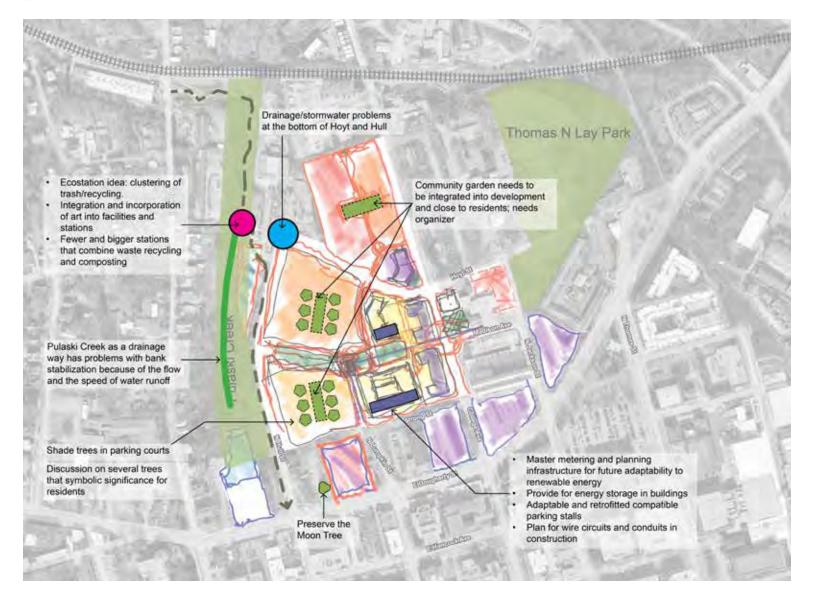
Online survey results

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### **SESSION GRAPHIC SUMMARY**







### VIRTUAL WORKSHOP AUGUST 15, 2020

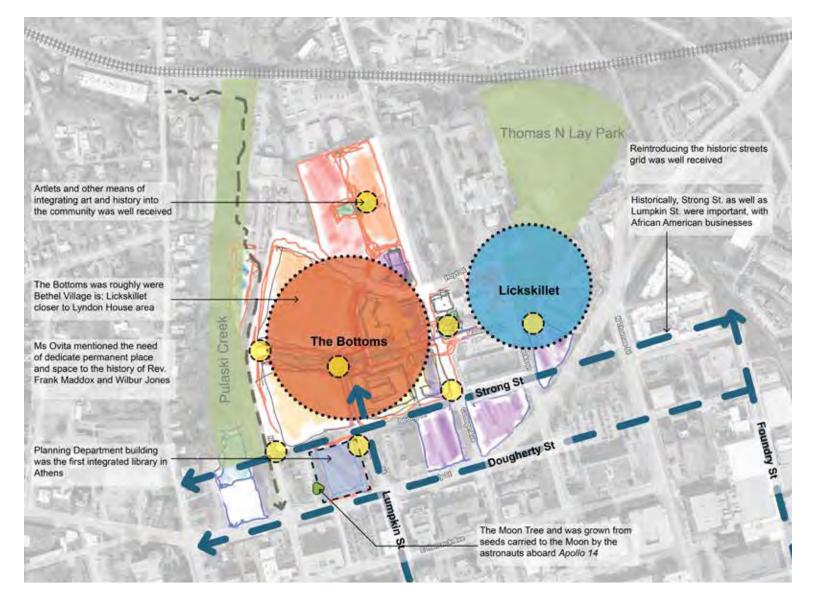
## **SESSION 6** ARTLETS & NEIGHBORHOOD HISTORY



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### **SESSION GRAPHIC SUMMARY**





## **DRAFT CONCEPTUAL PLANS** SEPTEMBER 2020



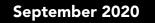
Public workshops focused on

residents and all of Athens

•

- Revamped website
- Virtual workshops





- Online surveys and feedback via the website
- Study and design by urban planning and design team
- Conceptual plans made available online for review and comment

### October-November 2020

• Socially distanced community open house events

2021

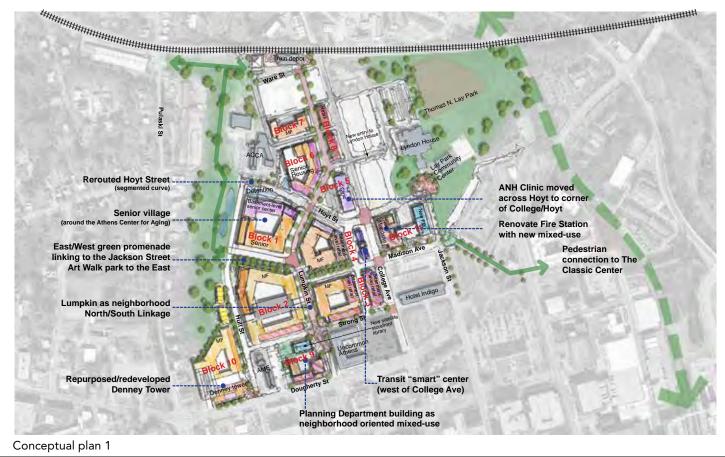
• Presentation of final plan to mayor and ACC commission for acceptance



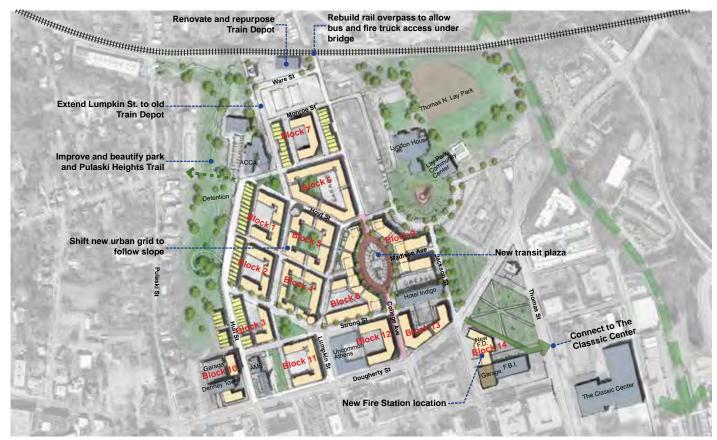
## **CONCEPTUAL PLANS**



Landscape ideas



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#### Conceptual plan 2



Conceptual plan 3

## **OPEN HOUSES** NOVEMBER 2020

### At (Lay Park Gymnasium and Lay Park Playground)



- Public workshops focused on residents and all of Athens
- Revamped website
- Virtual workshops



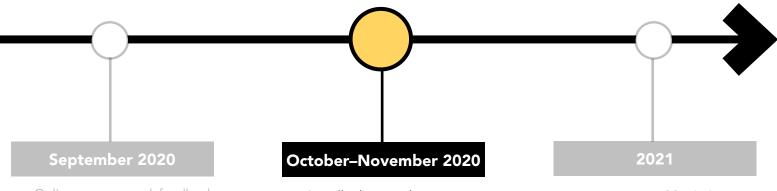


Workshop display and participants

At several socially distanced community open houses the design teams presented conceptual plans with varied approaches to connecting multiuse paths, managing stormwater, integrating parks, redeveloping housing and shopping, and overall neighborhood redevelopment.

Day 1 was originally scheduled for the green at Bethel Midtown Village, but rain required us to relocate to Lay Park Gymnasium. We were able to host the second day outside at Lay Park Playground. Over 85 attendees joined us for a gallerystyle presentation with site analysis boards and two concept plan ideas. All master plan team members were available to discuss the concepts one on one with each attendee.

We heard from Bethel residents, community members, elected officials, public safety departments, and many others.



- Online surveys and feedback via the website
- Study and design by urban planning and design team
- Conceptual plans made available online for review and comment
- Socially distanced community open house events
- Presentation of final plan to mayor and ACC commission for acceptance



Open house at Lay Park Playground

## **OPEN HOUSE** ANALYSIS



The master planning design team spent many hours studying the North Downtown Athens neighborhood and looking at issues of topography, watersheds and stormwater flow, historic street grid patterns, and other site design factors. The team also studied existing street crossing locations, bus stops and routes, parks and trails, and even subsurface/geotech conditions. This process of analysis and study helped the paster planning design team better understand the North Downtown Athens neighborhood and propose realistic and workable design solutions. Site topography and slopes emerged, along with stormwater control, as design drivers of approaches and ideas.



Comments from workshop participants

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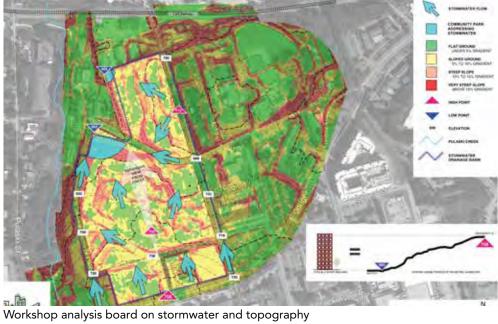
60 North Downtown Athens Master Planning Study



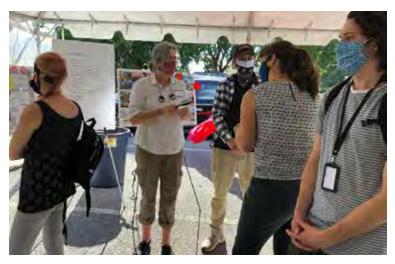
Workshop analysis board on parks and connections



Workshop analysis board on streets and transportation



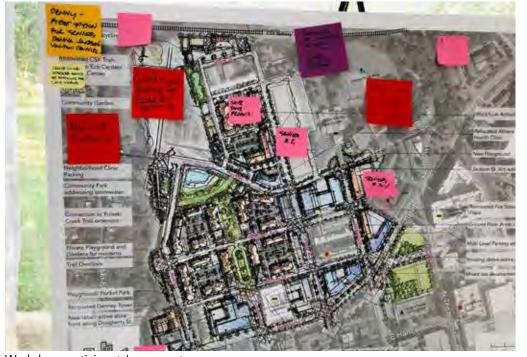
## **OPEN HOUSE** SCHEME 1 (LOWER DENSITY APPROACH)





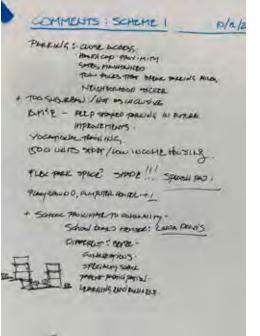
#### **Design Attributes:**

- Activated College Avenue with complete street/safe crosswalks and ground-floor active uses
- Bethel Midtown Village/College & Hoyt redeveloped with surface parking and lower density approaches
- Creation of a new community park at Hull and Hoyt (lowest point of neighborhood) that also helps with stormwater issues
- Lumpkin Street as the new connection into the community
- Central landscaped boulevard/green street along Lumpkin Street, leading to community park through stepped-down terraces
- Redevelopment options for Planning Department Building at Lumpkin and Dougherty and for Denney Tower
- Redevelopment of Fire Station and along Jackson Street
- Dougherty Street as an urban edge to Downtown Athens with enhanced crosswalks and connection to future park space adjacent to The Classic Center



Workshop participants' comments

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Scheme 1 board

## **OPEN HOUSE** SCHEME 2 (HIGHER DENSITY APPROACH)





#### **Design Attributes**

- Activated College Avenue with complete street/safe crosswalks and ground floor active uses
- Bethel Midtown Village/College and Hoyt redeveloped with parking structures/decks with higher density approaches
- Creation of a new community park at Hull and Hoyt (lowest point of neighborhood) that also helps with stormwater issues
- Lumpkin Street as the new connection into the community with active neighborhood uses at the ground floors
- Landscape linear park and "green street" along Lumpkin Street leading to community park through stepped-down terraces
- Different redevelopment options for Planning Deptartment Building at Lumpkin and Dougherty and Denney Tower
- Redevelopment of Fire Station and along Jackson Street
- Dougherty Street as an urban edge to Downtown Athens with enhanced crosswalks and connection to future park space adjacent to Classic Center

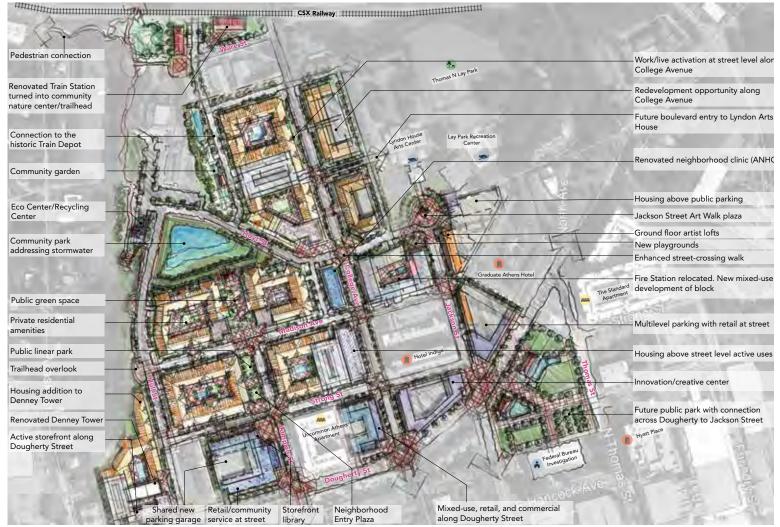
10/11/0728



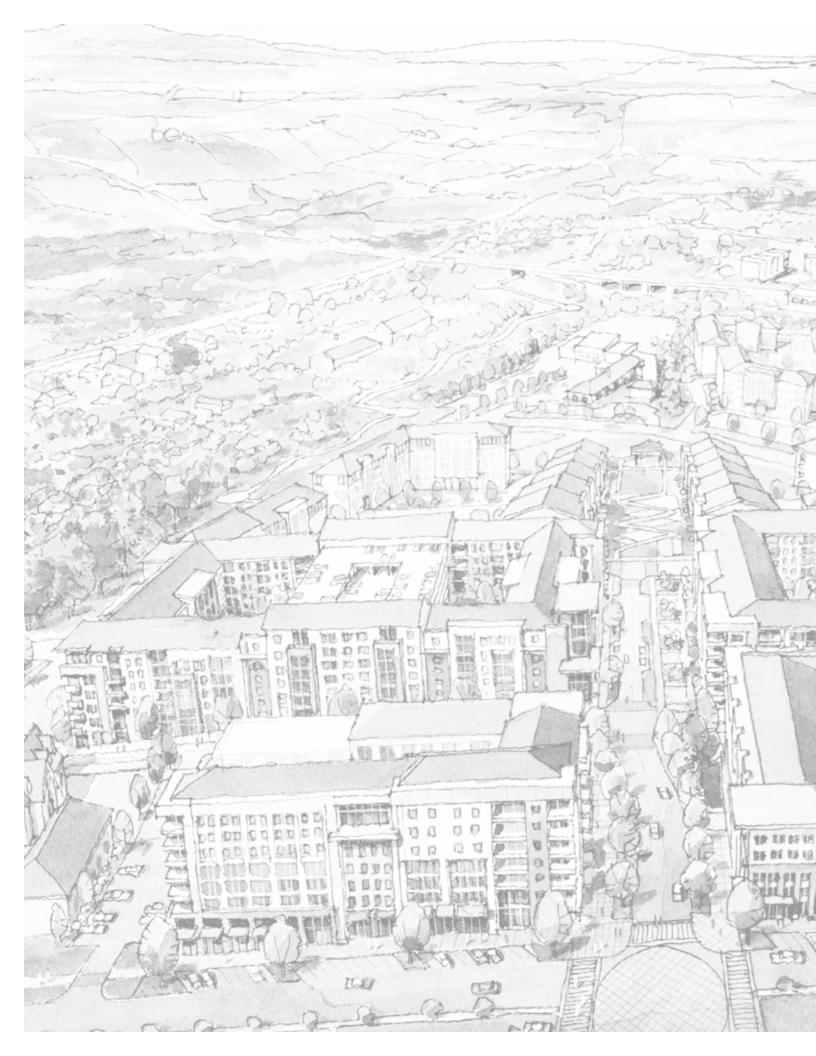
Workshop participants' comments

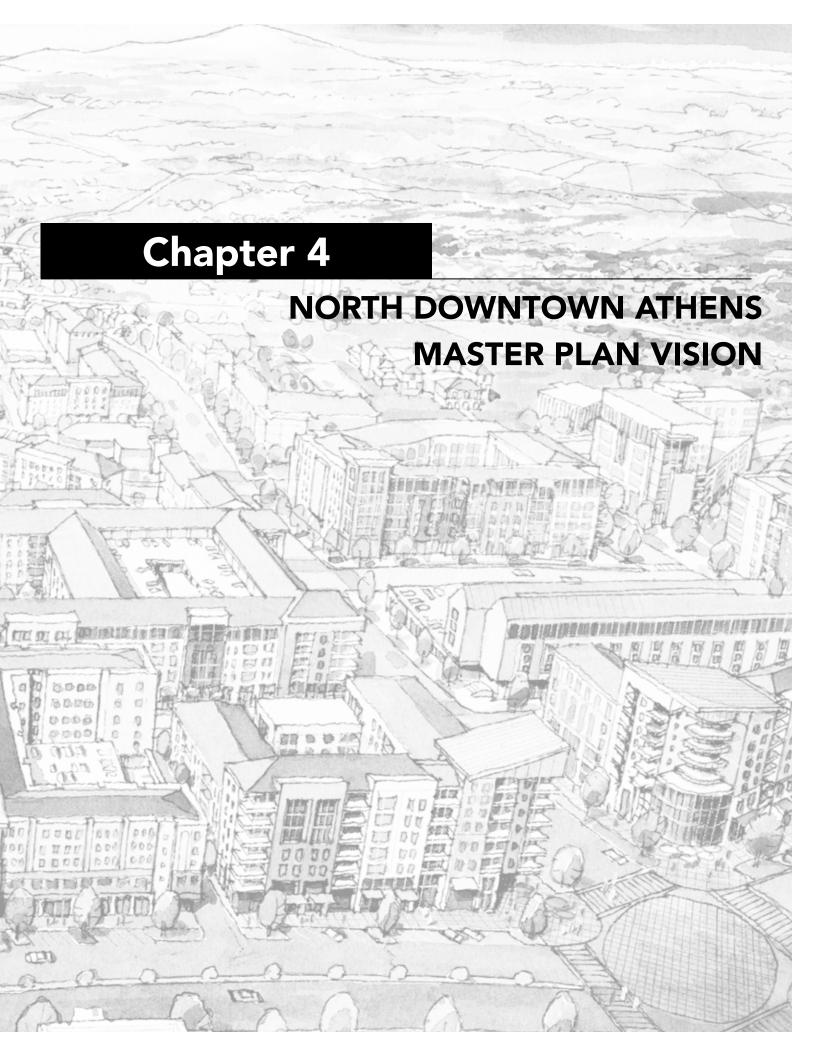
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Scheme 2 board







Master plan vision

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# **Urban Design Goals**

### Connectivity

- 1. Extending the Pulaski Heights Trail
- 2. Anticipate Jackson Street Art Walk and redevelopment
- 3. Connect Bethel/College & Hoyt Communities
- 4. Strengthen Bethel Village, Connection to Lay Park, Lyndon House, and Downtown
- 5. Extension of Downtown Athens into the neighborhood

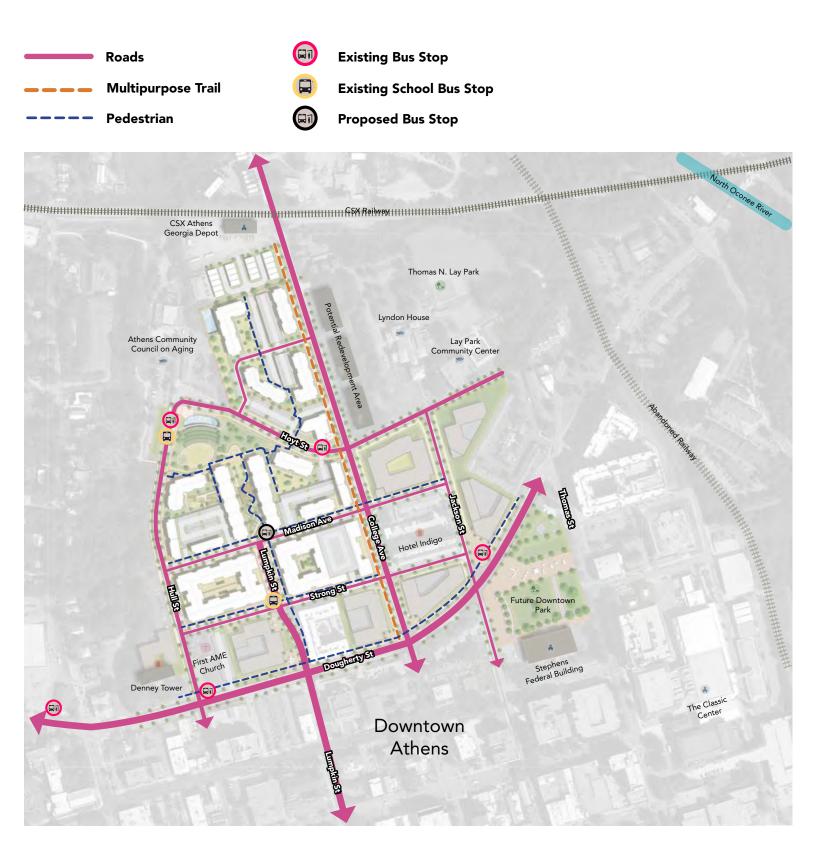
#### North Downtown Athens Development

- 1 Mixed-Use
- 2 Multifamily
- 3 Single Family
- 4 Athens Neighborhood Health Clinic
- 5 Two-Level Parking Deck
- 6 Garage Parking
- 7 Surface Parking
- 8 Community Park Addressing Stormwater
- 9 Linear Park
- 10 Private Residential Amenities
- 11 Eco Center/Recycling Center
- 12 Future Downtown Park

#### **Out Parcels**

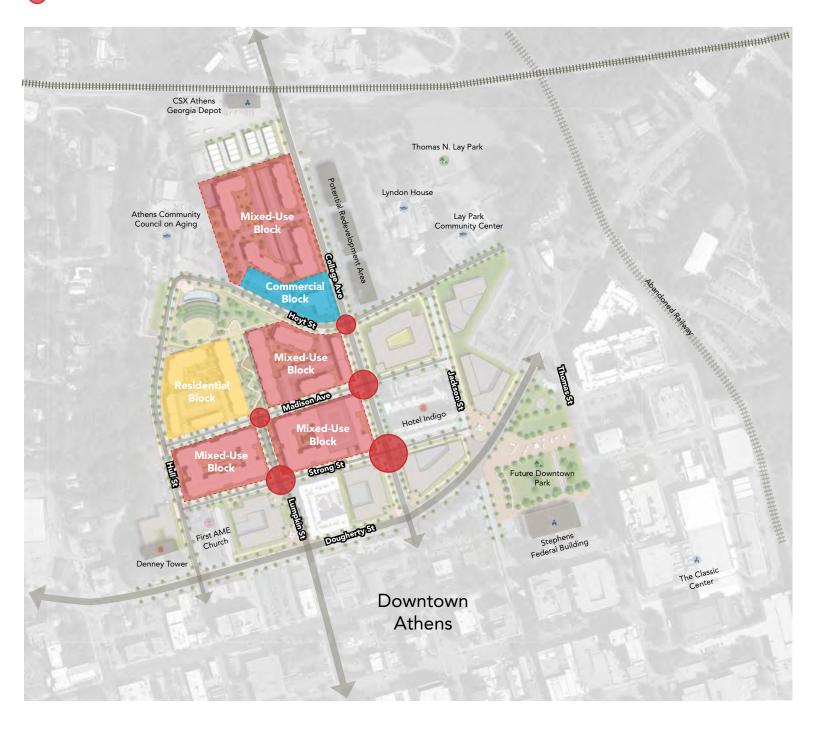
- Renovated Denney Tower
- 2 Mixed-Use Development
- 3 Multilevel Parking with Retail at Street

## ANALYSIS | CIRCULATION



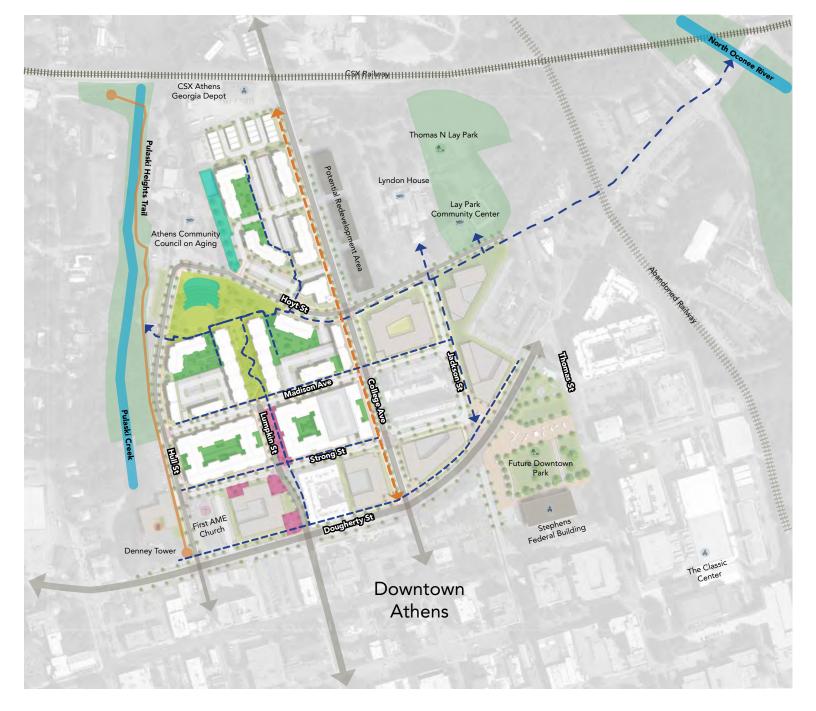
# ANALYSIS | FUNCTIONS

**Commercial Nodes** 



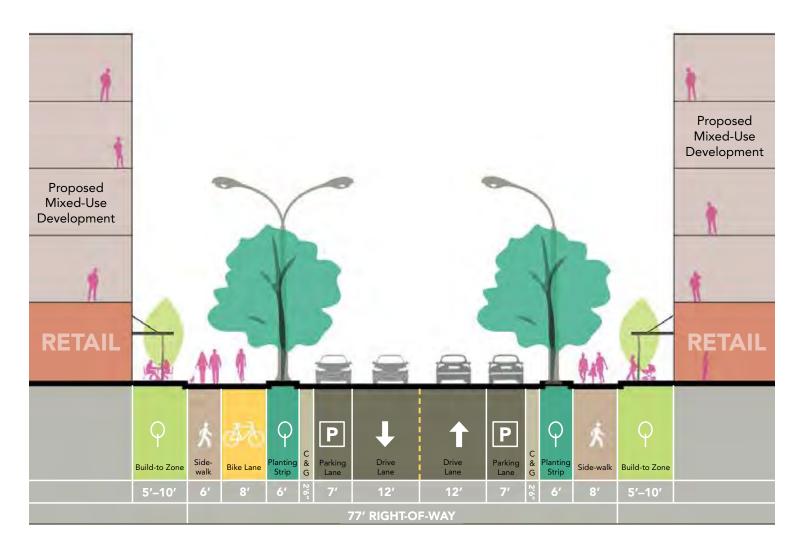
## **ANALYSIS** GREEN CONNECTION



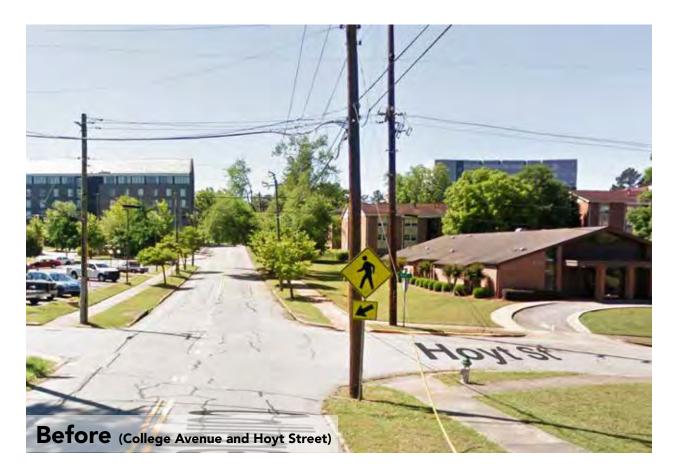




# **STREET SECTIONS**

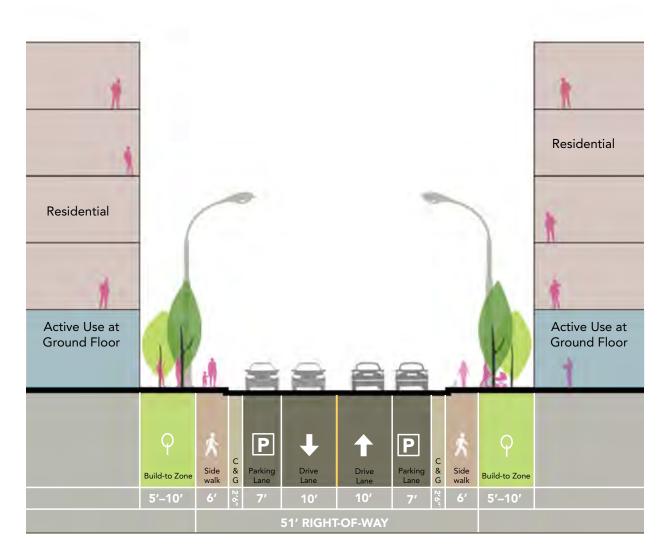


## College Avenue





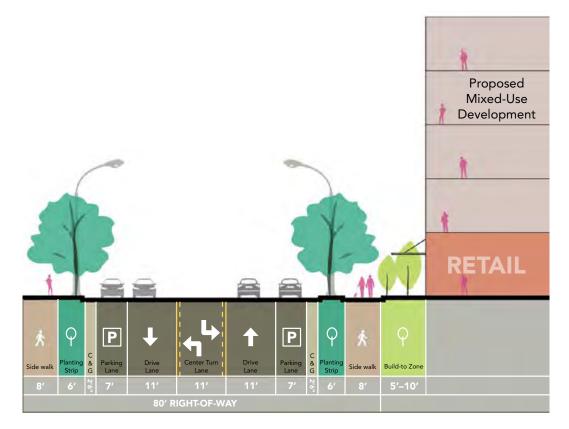
# **STREET SECTIONS**



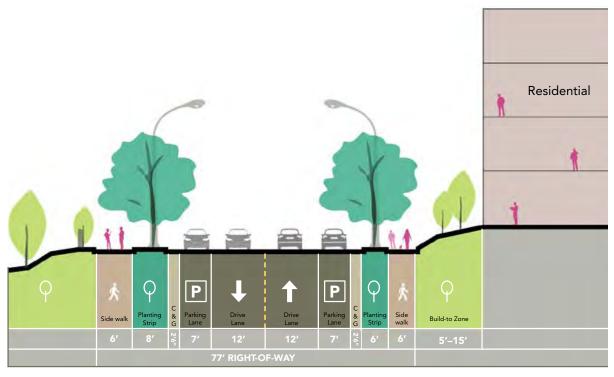
## Strong Street and Madison Avenue



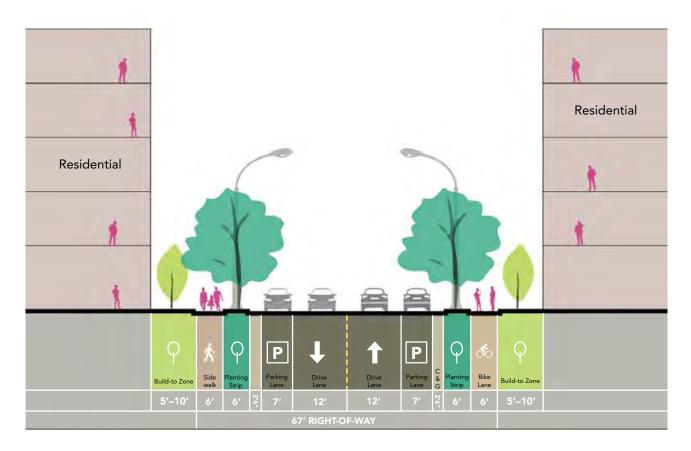
## **STREET SECTIONS**



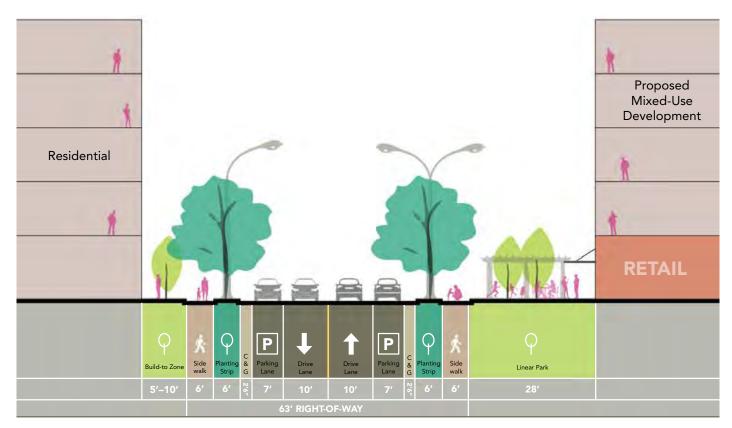
## Dougherty Street



## Hull Street



Hoyt Street



## Lumpkin Street



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# ADJACENT PARCELS PROGRAM & DATA

BUILDING 1 (DENNEY TOWER)		
Retail at Street	4,000–5,000 SF	
Denney Tower	145 Leasing Units 75–100 New Units 220–245 Total Units	
Parking Garage	240–280 SPS	

BUILDING 2 (PLANNING DEPARTMENT)		
Retail at Street	8,000–10,000 SF	
Satellite Library at Street	1,500–2,500 SF	
Community Service at Street	4,000–5,000 SF	
Community or Commercial Above	45,000–60,000 SF	
Shared Parking Podium Garage	125–150 SPS	

BUILDING 3		
Retail at Street	8,000–10,000 SF	
Commercial/ Office Above	40,000–55,000 SF	
Parking Garage	120–150 SPS	



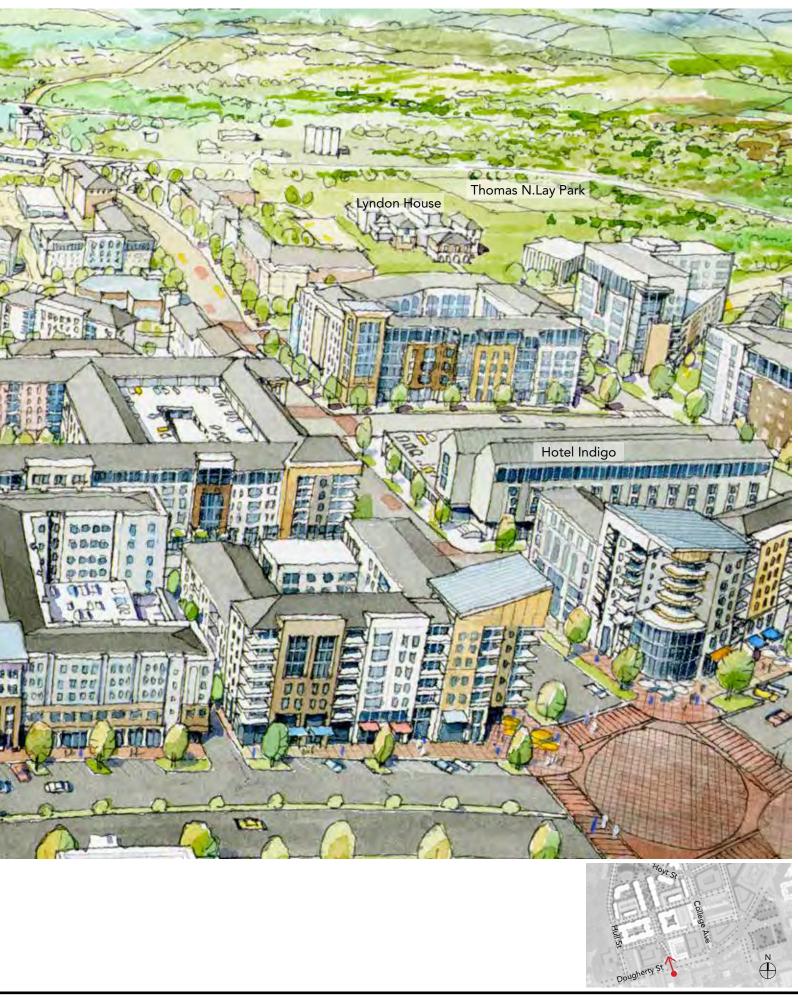








# BIRD'S-EYE VIEW FROM DOUGHERTY STREET LOOKING NORTH TO LUMPKIN STREET (CONCEPTUAL REDEVELOPMENT IDEAS)



North Downtown Athens Master Plan Vision 83

# **ADJACENT PARCELS PROGRAM & DATA**









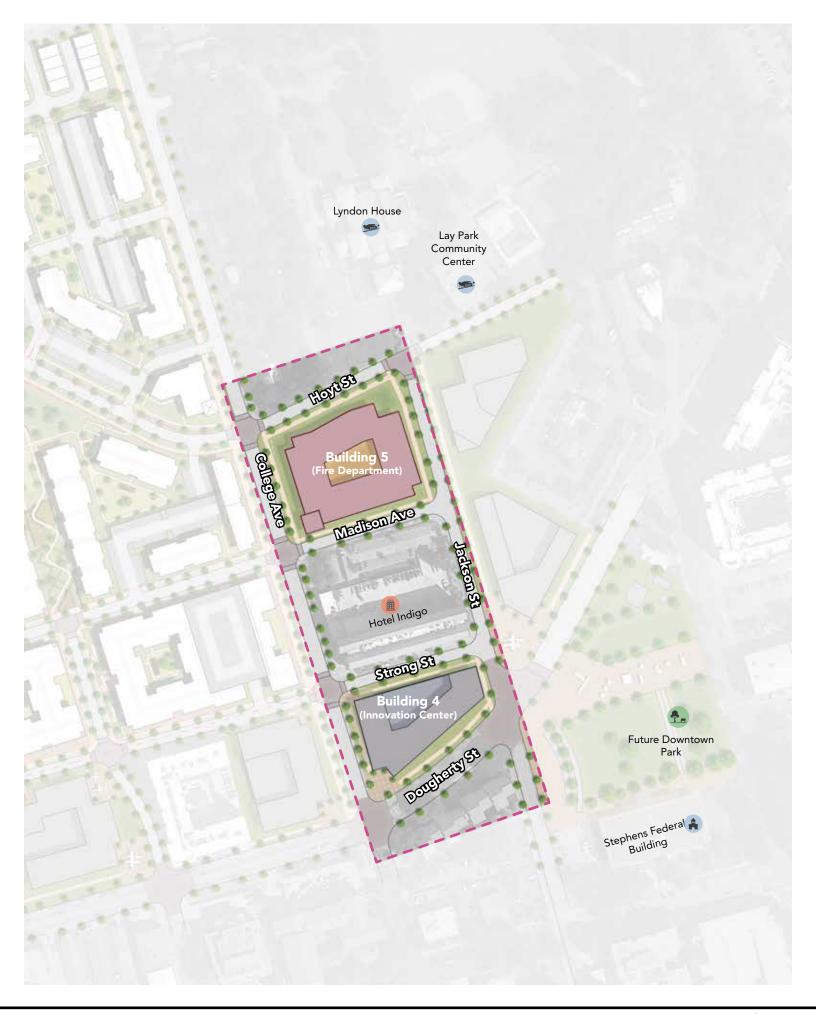
BUIL	DING 4
(INNOVATI	ON CENTER)

Retail at Street	10,000–12,000 SF
Innovation Center Above	45,000–60,000 SF
Parking Garage	100–140 SPS

#### BUILDING 5 (FIRE DEPARTMENT)

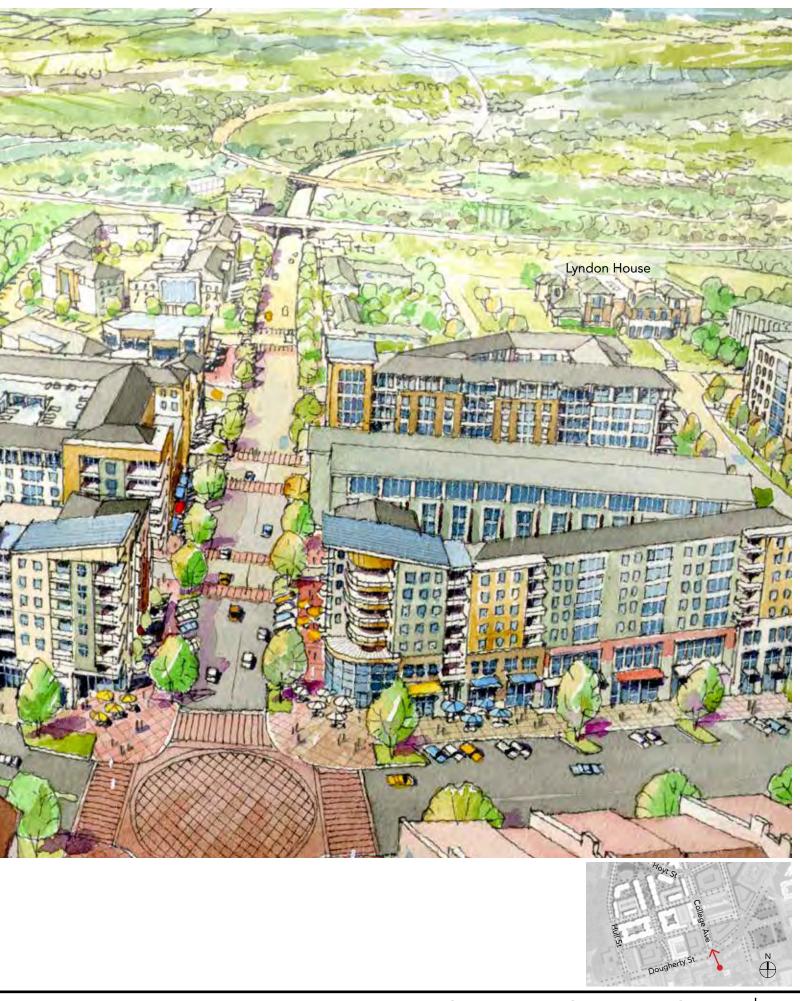
Retail or Services at Street	8,000–10,000 SF
Arts & Culture Space Above	3,500–5,000 SF
Housing Units Above	120–140
Parking Podium Garage	200–235 SPS

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# BIRD'S-EYE VIEW FROM DOUGHERTY STREET LOOKING NORTH TO COLLEGE AVENUE (CONCEPTUAL REDEVELOPMENT IDEAS)



# **ADJACENT PARCELS PROGRAM & DATA**









#### **BUILDING 6**

Retail at Street	8,000–10,000 SF
Artistic Lofts at Street	4–6
Parking Garage:	500–600 SPS

# BUILDING 7Community Rom<br/>at Street5,000-6,000 SFArtistic Lofts at<br/>Street4-6Housing Units<br/>Above120-135Parking Podium<br/>Garage:200-250 SPS





# Chapter 5 REDEVELOPMENT MASTER PLAN FOR BETHEL VILLAGE/COLLEGE & HOYT



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Stephens Federal A Building

## **SECTION 5.1** REDEVELOPMENT MASTER PLAN FOR BETHEL VILLAGE/COLLEGE & HOYT

Bethel Village and College & Hoyt

- 1 Mixed-Use
- 2 Multifamily
- 3 Single Family
- 4 Athens Neighborhood Health Clinic
- 5 Two-Level Parking Deck
- 6 Garage Parking
- **7** Surface Parking
- 8 Community Park Addressing Stormwater
- 9 Linear Park
- **10** Private Residential Amenities
- 11 Eco Center/Recycling Center
- 12 Future Downtown Park

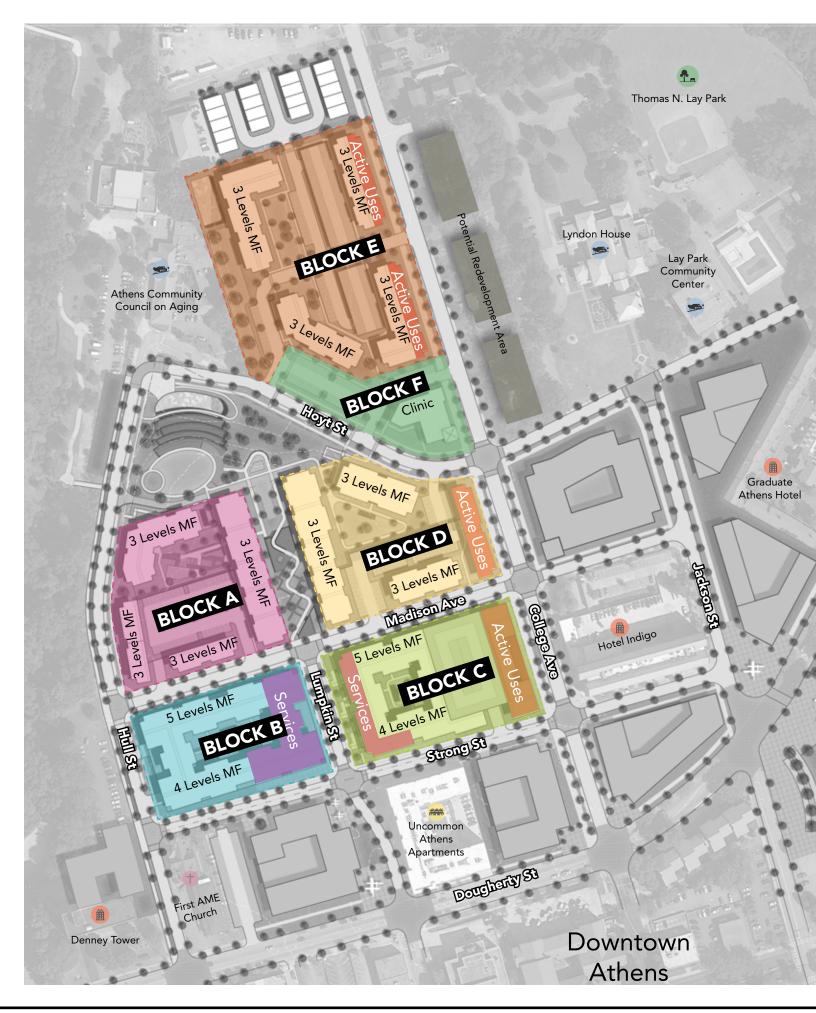
#### **Out Parcels**

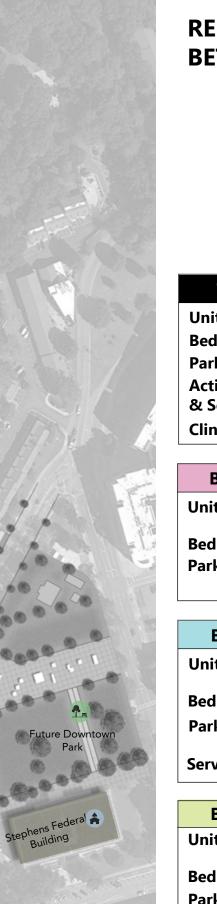
- Renovated Denney Tower
- 2 Mixed-Use Development
- 3 Multilevel Parking with Retail at Street



BIRD'S-EYE VIEW FROM HOYT STREET LOOKING SOUTH TOWARD DOWNTOWN ATHENS (CONCEPTUAL REDEVELOPMENT IDEAS)







## REDEVELOPMENT MASTER PLAN FOR BETHEL VILLAGE/COLLEGE & HOYT

TOTAL	(17.4 ACRES)
Units	715–875
Bedrooms	1,144–1,400
Parking	1,050 SPS
Active Uses & Services	49,000–69,000 SPS
Clinic	8,000–11,000 SF

BLOCK	Α	(2.5	ACRES)
Units			<b>110–125</b> (3&4 stories)
Bedrooms			<b>176–200</b>
Parking		(2-leve	<b>115 SPS</b> I deck+on-street)

BLOCK	D	(2.5	ACRES)
Units			<b>120–150</b> (3&4 stories)
Bedrooms			192–240
Parking		(2-level	<b>140</b> deck+on-street)
Active Uses			00–10,000 SF

BLOCK	$\mathbf{E}$ (4.4 ACRES)
Units	125–160
	(3&4 stories)
Bedrooms	200–256
Parking	160 SPS
-	(2-level deck+on-street)
Active Uses	8,000–12,000 SF

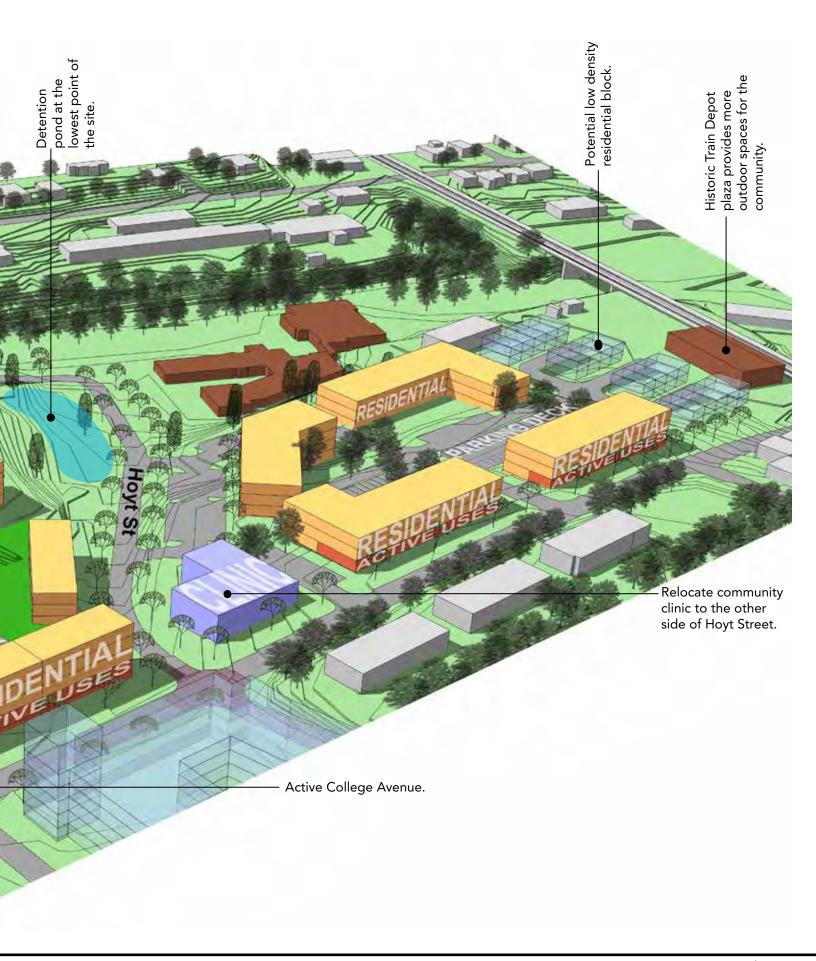
BLOCK	$\mathbf{F}$ (1.2 ACRES)
Clinic	8,000–11,000 SF (1-2 stories)
Parking	60 SPS (surface+on-street)

BLOCK	<b>B</b> (2.0 ACRES)
Units	<b>180–220</b> (4&5 stories)
Bedrooms	288–352
Parking	<b>200 SPS</b> (1-level podium+on-street)
Services	18,000–25,000 SF
BLOCK	<b>C</b> (2.3 ACRES)

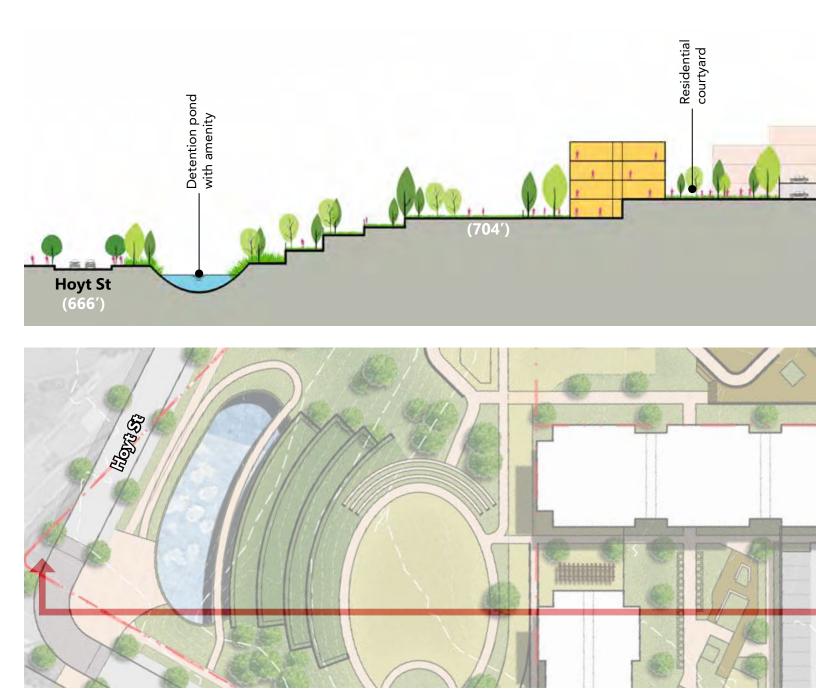
DECCR	
Units	180–220
	(4&5 stories)
Bedrooms	288–352
Parking	375 SPS
	(5-level garage+on-street)
Active Uses	17,000–22,000 SF
& Services	17,000-22,000 SF

# **DIAGRAM OF PROPOSED USES**

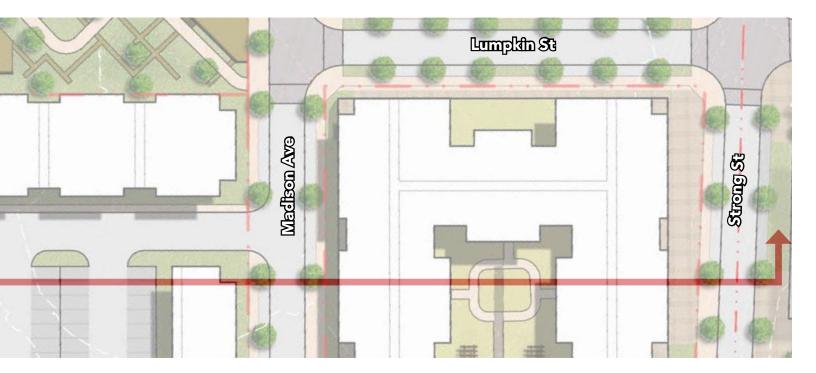




# SITE SECTION









### PROPOSED VIEW AT COLLEGE AVENUE & STRONG STREET (LOOKING NORTHWEST)







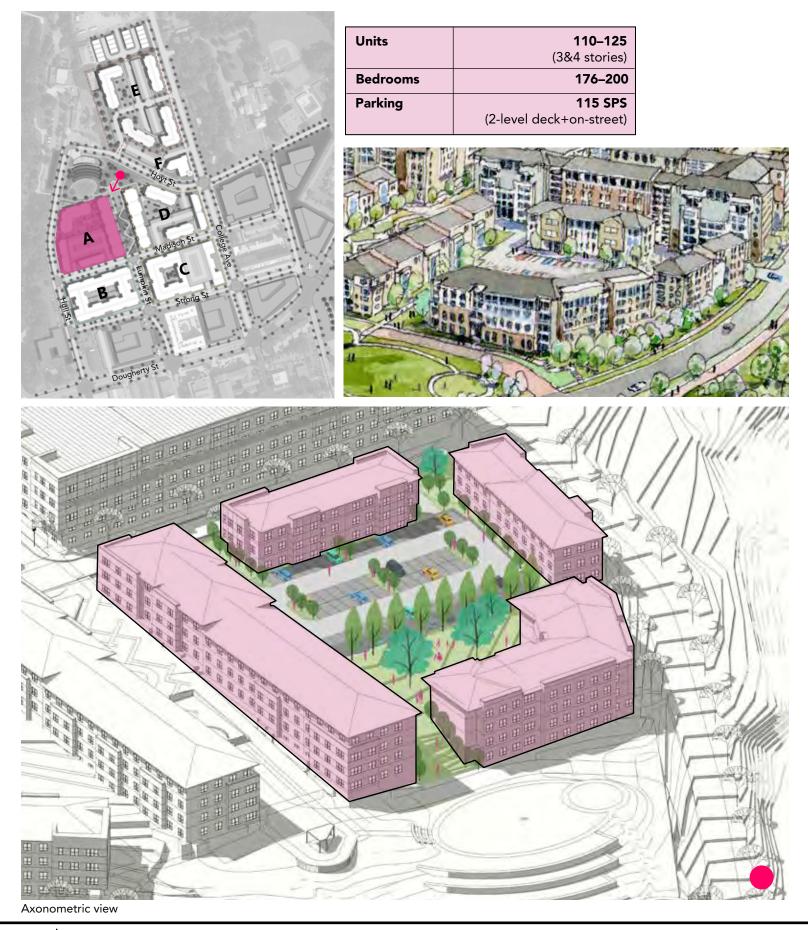
## PROPOSED VIEW AT LUMPKIN STREET & STRONG STREET (LOOKING NORTH)

**104** North Downtown Athens Master Planning Study





## BLOCK A (2.5 ACRES)



**106** North Downtown Athens Master Planning Study



Perspective view (looking southwest)

# BLOCK B (2 ACRES)

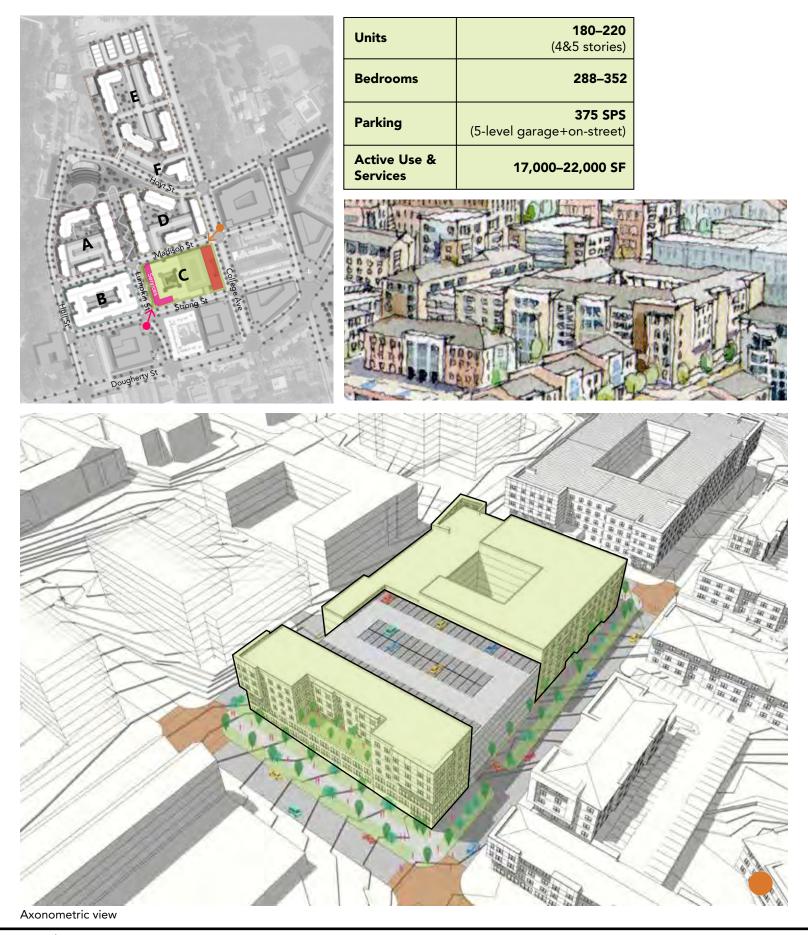


**108** North Downtown Athens Master Planning Study

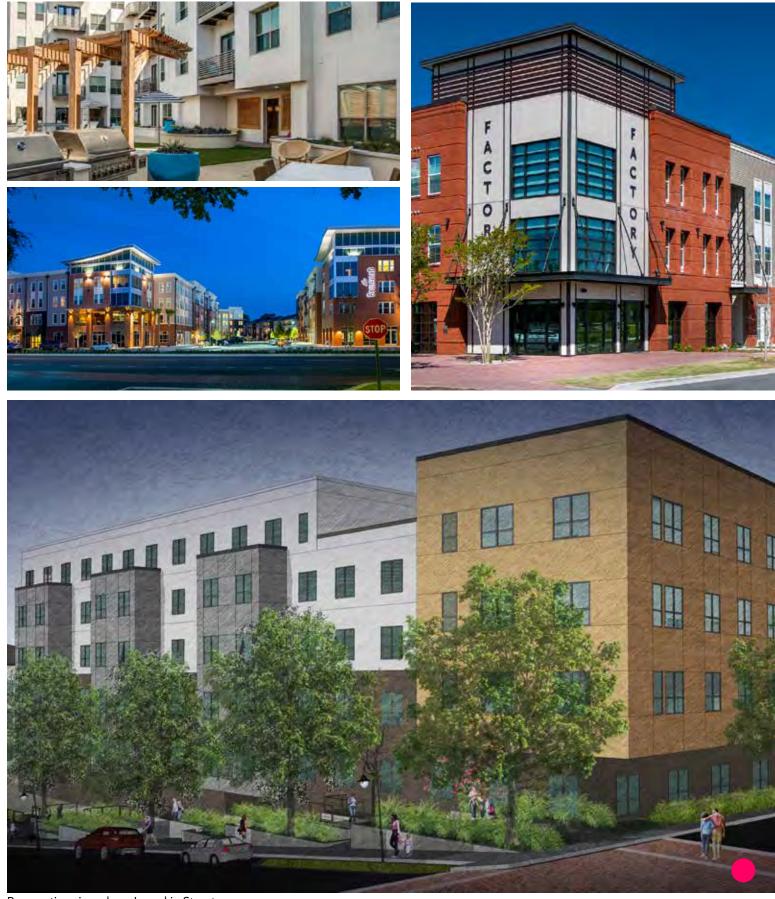


Perspective view (looking southeast)

# BLOCK C (2.3 ACRES)



**110** North Downtown Athens Master Planning Study



Perspective view along Lumpkin Street

# BLOCK D (2.5 ACRES)

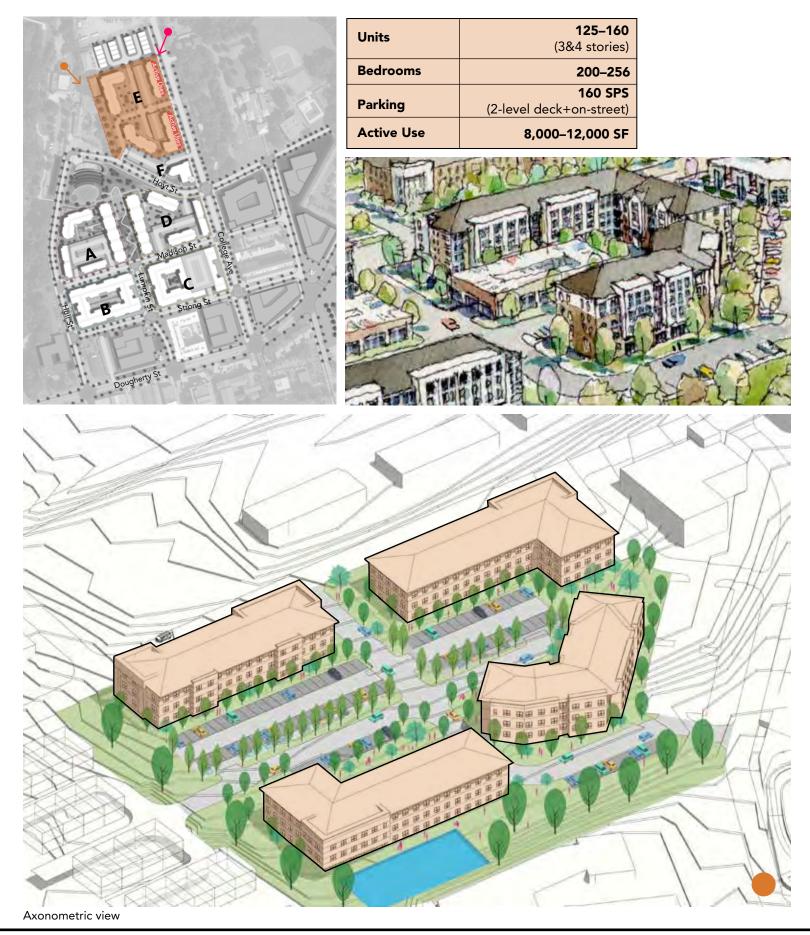


112 North Downtown Athens Master Planning Study



Perspective view of Lumpkin Plaza

# BLOCK E (4.4 ACRES)



114 North Downtown Athens Master Planning Study



Perspective view of College Avenue

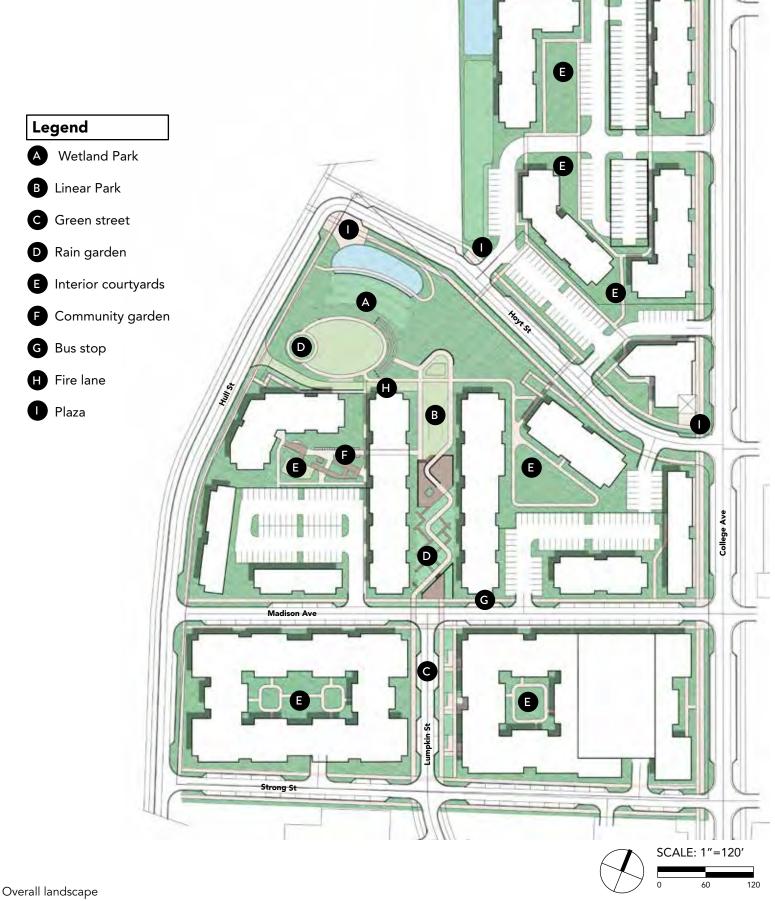
# BLOCK F (1.2 ACRES)

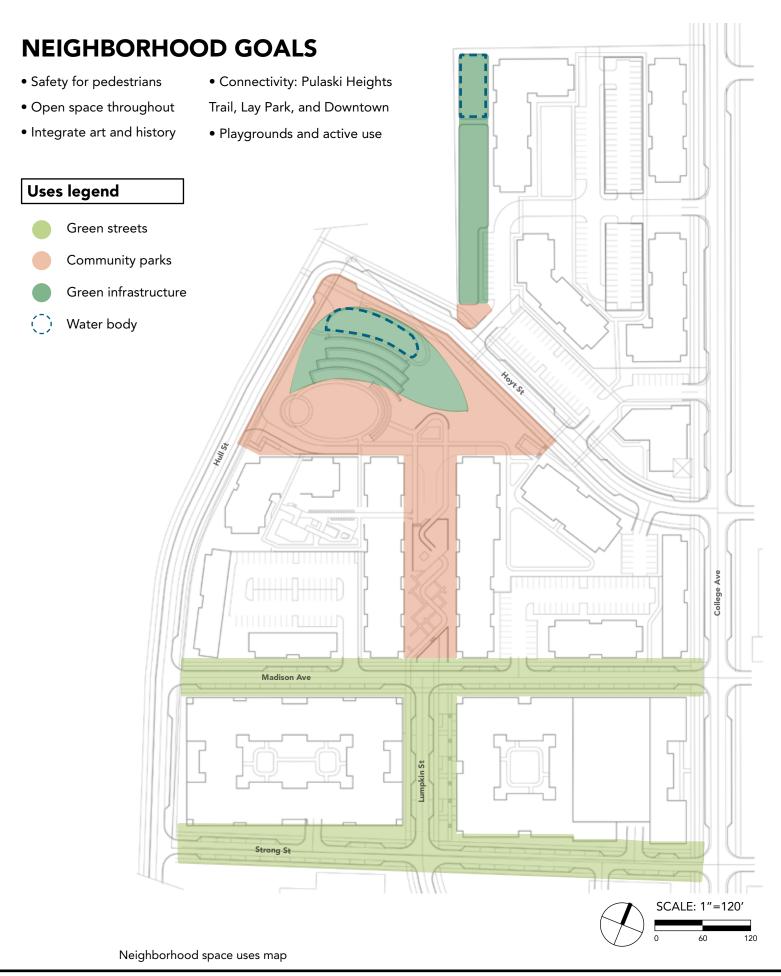


**116** North Downtown Athens Master Planning Study



## SECTION 5.2 PROPOSED LANDSCAPE PLAN





#### LUMPKIN STREET

#### **INVITING - RETAIL - POCKET PLAZAS**



- Complete Street.
- Active ground-floor uses front the expanded streetscape featuring gathering spaces.
- Stormwater infiltration planters (rain gardens) improve water quality and reduce peak discharge from the street.
- Triple row of street trees provides more shade and offsets the urban heat island effect.

#### **GREEN SPACES**

#### PUBLIC - OPEN LAWNS - ACTIVITIES



- Open spaces with hardscape and plantings provide room and amenities for small or large gatherings.
- Pedestrian connections are dominant throughout the community.
- Dedicated spaces for art display are provided throughout at key vistas.
- Neighborhood stories are celebrated with signs and markers.

#### LINEAR PARK

#### CONNECTIVE - ACTIVE - ART - HISTORY



- Shared open space for residents and community provides a pedestrian connection between Lumpkin Street (Downtown) and the stormwater park connector to Lay Park and the Pulaski Heights Trail.
- Terraces provide space for gatherings, art exhibits, historic references, and rain gardens.
- Ground-level units front the park.

Neighborhood strategies: community parks and open space

#### **GREEN STREETS**

#### CURBLESS PLANTERS - OPEN VIEWS - MULTIUSE - NODES



- Complete Streets: Lumpkin, Madison, Strong, Hoyt, and Hull Street and College Avenue.
- Stormwater management integrated into streets.
- Street trees within infiltration planters are present on all streets on a regular spacing with generous soil volume and a connected underdrain system.

#### WETLAND PARK

#### **RESTORATIVE - SERENE - TIERED - BIOPHILIA**



- Provides short term storage of runoff from the watershed including the quadrangle bounded by College and Dougherty avenues and Hoyt and Hull streets.
- Deals with flooding and improves runoff water quality into Pulaski Creek.
- Provides usable open space for programming, community gatherings, and activities.

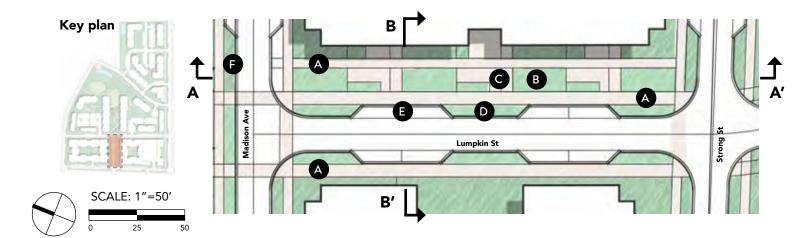
#### **RAIN GARDENS**

#### ENGAGING - FUNCTIONAL - EDUCATIONAL



- Improves runoff water quality from roofs and paving.
- Offers a seasonally changing plant ecoscape with a high aesthetic value.
- Increases biodiversity through a range of native plant habitats.

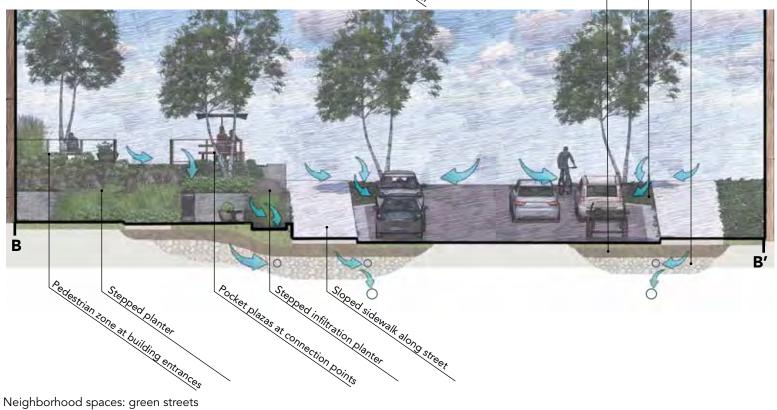
Neighborhood strategies: green infrastructure



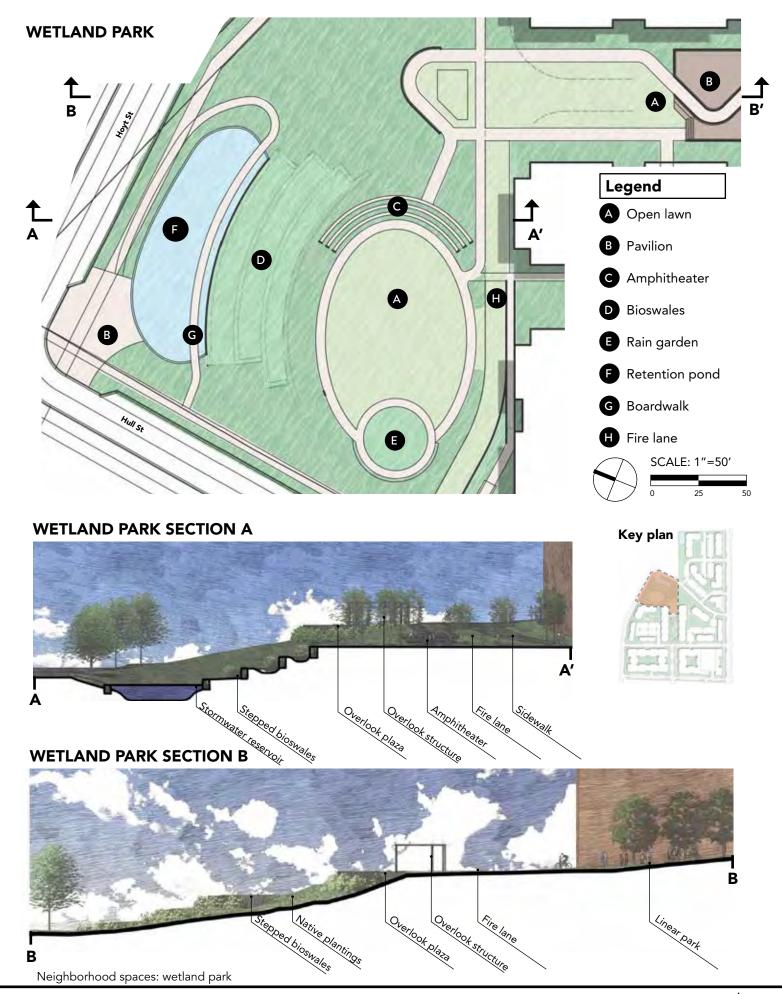


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#### LUMPKIN STREET SECTION B

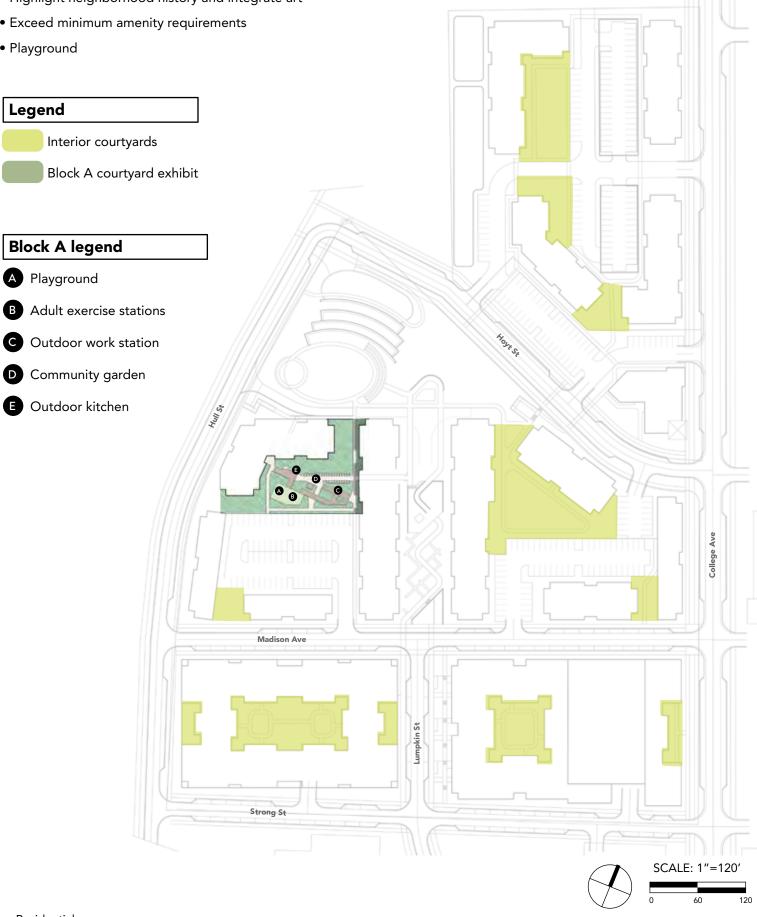


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### **RESIDENTIAL GOALS**

- Highlight neighborhood history and integrate art
- Exceed minimum amenity requirements
- Playground



Residential spaces: uses map

#### PLAZAS - PATH NETWORK - COMMUNITY

#### **GATHERING SPACES**



- Pedestrian connections are present throughout community.
- Patios and terraces provide space for technology, furniture, play equipment, and community gardens.
  Open spaces with hardscape and plantings provide room and amenities for small gatherings as well as individual use and social distancing.

#### **COMMUNITY GARDENS**

#### SCALABLE - SEASONAL - FLEXIBLE



- Gardens are placed to take advantage of favorable sunlight conditions to optimize yield.
- Modular system facilitates change over time and varying levels of participation.
- Garden serves as multi-function open space.

#### **ACTIVE SPACES**

#### ADULT EXERCISE STATIONS - PLAYGROUND - TOT LOT

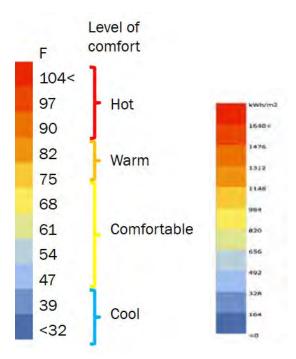


• Durable site furniture is provided for residents of all abilities to play, exercise, park bikes, and rest.

• Open space accommodates small group activities and resident programs.

## **SECTION 5.3** SUSTAINABILITY ANALYSIS

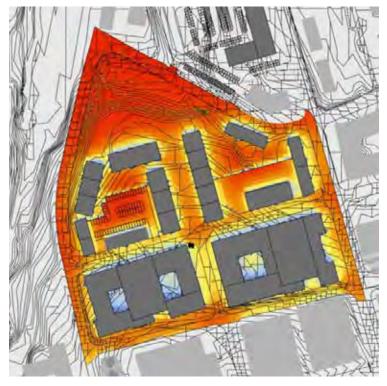
Sustainability and green development strategies emerged from the community engagement and master planning process as redevelopment priorities. The planning team conducted several analyses of the existing site conditions and proposed redevelopment schemes during the planning process. These analyses included solar radiation, thermal comfort, and light spectrum access. These studies informed the plan layout by suggesting where outdoor areas may need to be further shaded in the Georgia summer months or where southern exposure should be maximized for solar-PV potential and winter heat gain. The team anticipate utilizing these studies as plans are further developed into construction documents.



## Solar Analysis: Yearly Total Radiation



The team carried out analysis on building surfaces illustrating areas of solar heat gain stress, or solar access identifying preferred location of solar panels on roofs.

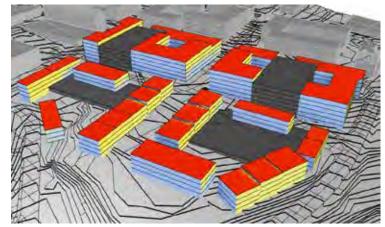


Accounting for climate and environmental conditions are essential when designing for optimum outdoor thermal and visual comfort. This analysis could inform thermal comfort and vegetation growth and selection and placement of outdoor amenities and activity areas.

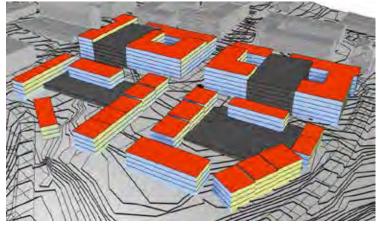
Study diagrams

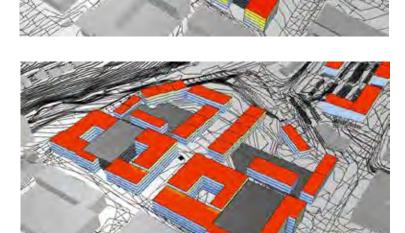
## **Solar Analysis**

Building massing, orientation, programming, and materials selections are developed taking into account yearly total solar radiation. Placement of windows, balconies, and wall finishes can have an effect on energy performance and occupants' comfort.

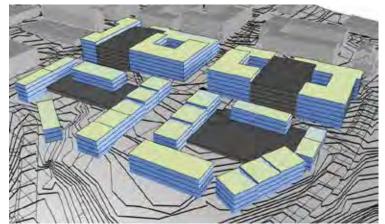


Yearly total radiation

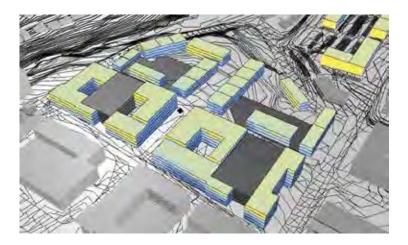


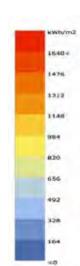


June



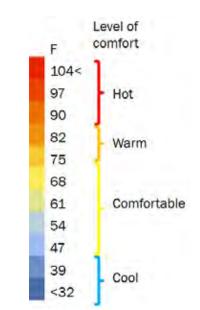
December

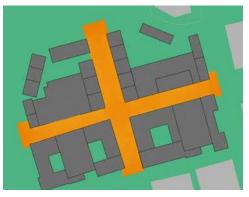




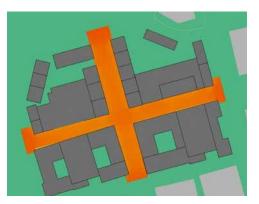
## **Outdoor Comfort Maps**

Outdoor thermal comfort maps are calculated using Universal Thermal Climate Index (UTCI) methodology. The map represent the general "thermal sensation" a person will experience at a given time. UTCI is similar to temperature "feels like" values given during weather reports. UTCI takes into account radiant temperature (usually including solar radiation), relative humidity, and wind speed and uses them in a human energy balance model to give a temperature value that is indicative of the heat stress or cold stress felt by the human body.

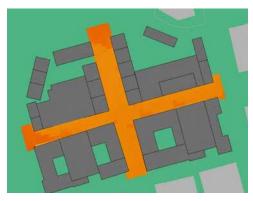




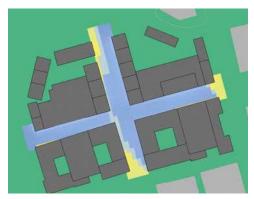
**June 11** 9am–10am



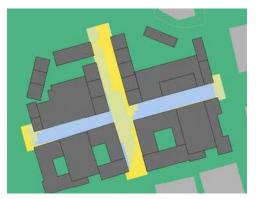
**June 11** 12pm–1pm



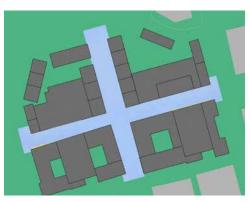
**June 11** 6pm–7pm



**December 17** 9am–10am



December 17 12pm–1pm

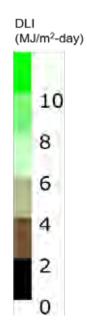


December 17 6pm–7pm

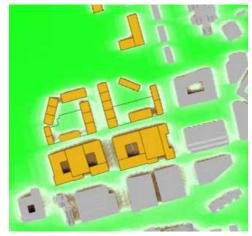
Summer and winter UTCI diagrams

## PAR Study

Photosynthetically active radiation (PAR) defines the light spectrum range within which plants can grow optimally. It is evaluated by establishing the daily light integral (DLI) value. Each plant species has its own optimal DLI range, which influence growth levels and life expectancy.

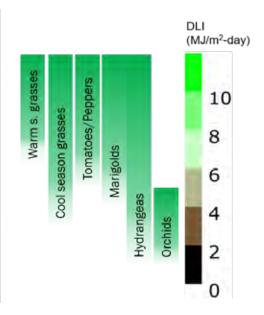








Plant	Minimum DLI (MJ/m2/day)	Good Quality DLI (MJ/m2/day)	High Quality DLI (MJ/m2/day)
Orchids	1	2	3-5
Dutch Irises	2	3-4	5-11
Hydrangeas	3	4-5	6 or more
Gerbera (African) Daisies	3-4	5-6	7 or more
Marigolds	4-5	6-8	9 or more
Tomatoes / Peppers	5-6	7-10	11 or more
'Cool Season' Grasses (Kentucky Blue Grass / Perennial Ryegrass)	3	5.5	10-20
'Warm Season' Grasses (Bermudagrass / Zysiagrass)	6	12	16



Common plants and their associated DLI ranges (Source: McCree, K.J. 1972)

## SUSTAINABILITY GOALS

The planning team evaluated potential sustainability strategies and concluded that the North Downtown Athens Redevelopment Master Plan area is positioned pursue LEED for Communities Silver certification. The initial potential scoring is included on page 131 and shows the breadth of sitewide sustainability strategies considered in achieving certification.

Whether certification is pursued or not, the team recommends several green strategies summarized below:

- Innovative Stormwater Management: The community park located at the corner of Hoyt Street and Hull Street can be designed to treat regional stormwater runoff in a manner that is both functional and aesthetic. This area is already located at the lowest elevation where stormwater will flow and can connect the community to a functional open space overlooking a naturalized wetland/pond. A range of smaller-scale strategies can be used throughout the redevelopment. These include: green streets, low-impact parking areas, rainwater cisterns, low-impact development (LID) landscaping, and streetscaping.
- Food Access: Community gardens (strategically located based on solar access) and ecostations that promote recycling and responsible waste management should be placed in multiple locations throughout. This decentralized approach will enable greater access and likely improve use of such resources.
- **Promotion of Bicycle and Pedestrian Facilities:** This plan builds on the goals of the Athens In Motion Bicycle and Pedestrian Master Plan and the Oconee Rivers Greenway Network Plan while adapting the community residents' needs to the topography and other conditions of the site to encourage bicycle and public transportation use. Currently, the master plan indicates the Pulaski Creek Trail should extend from the ACCA to Dougherty by following Hull Street; however, the planning team proposes a connection through the future wetland park or directly up Hoyt Street to connect to proposed multiuse paths along College Avenue. In this alternative, cyclists can access more challenging topography. Likewise, Complete Streets that include traffic-calming designs, sidewalks, and bicycle parking are proposed throughout. We recommend that any vertical building developments include additional covered bicycle storage within.
- **Promotion of Public Transportation:** In conversation with the community and the ACC Transit Department, the planning team proposes provision of covered facilities at all existing bus stops in the study area as noted in the Master Plan Vision (chapter 4), one additional ACC Transit stop is to be located on the north side of the new extension of Madison Avenue at the intersection with an extended Lumpkin Street just at the planned linear park. This stop would be shared with Clarke County School District school buses, providing a safe vehicle free area for drop-off and pickup.
- Long Term Climate Resilience and Adaptability: In line with the 100% Athens sustainability vision, we propose providing low-cost built-in initial infrastructure and connections as part of the redevelopment. These may include laying conduit and providing electric vehicle charging stations in key locations and to rooftops in the vertical buildings (to be solar-PV ready if and when financing for solar becomes available in the future). We propose, in addition, that all residential vertical structures certify under a green building program to ensure enactment of energy efficiency measures. The planning team considered the solar and thermal analysis in the building massing and density ranges in order to design comfortable apartment units and usable amenities and maximize rooftop solar potential.
- **Promotion of Public Art and History:** The master planning team proposes "artlets" merging pocket parks and art/ social history into spaces such as playgrounds and plazas. This connection to place can help ensure social and cultural sustainability is integrated with environmental sustainability and promotes a sense of community pride.
- Habitat Restoration: Although outside the scope of the Redevelopment Master Plan, the planning team suggests promotion of Pulaski Creek as an existing natural asset in the community. There are opportunities for habitat restoration, bank stabilization, and overlooks to the creek in the future.

#### **LEED FOR COMMUNITIES- PILOT VERSION 4.1**

Project name: North Development Athens

P/C Title	Available Points	Y	?+ 7	- N	Note/ Question for Design Team and/ or City of Athens issued 11/3/2020	Precertification Documentation Incl in Feasibility Scop (Phase I)
Integrative Process	_					(i huse i)
P Integrative Planning + Design Process	N/A	x			<ol> <li>Have sustainability / green strategies been a topic for any of the community workshops yet? If so, kindly provide minutes.</li> <li>Ian provided 11/17/20</li> <li>Please provide any documents that indicate the Vision and Mission Statements for North Development Athens project (or should the team use Envision Athens documents?)</li> </ol>	YES
C Green Building Policy + Incentives	5		5		Are there any incentives for nonpublic buildings to pursue LEED or other green building certifications?	YES- if applicabl
Natural Systems and Ecol	-			-		Ī
P Ecosystem Assessment P Construction Activity Pollution Prevention	N/A N/A	x x				YES NO
P Green Spaces	N/A	x			1) Will the development be able to design for at least 121 SF open space / resident? 2) What are the project goals for street furnishings / shade trees?	YES
C Natural Resources Conservation and Restoration	5		5		Is there an inventory of existing natural areas and open space? A rough area for the proposed design?	YES- if applicabl
C Light Pollution Reduction	2	1			What are the guidelines for street/ site lighting? Could the project follow ANSI / IESNA RP-8-14 for Roadway Lighting?	NO
C Resilience Planning	6		6		Is there a Climate Change Risk Assessment for the City of Athens?	NO
Transportation and Land Compact, Mixed Use and Transit						T T
C Oriented Development	6	4	2		Please provide any studies of public transportation / commuter patterns	NO
C Walkability and Bikeability	4	2	2		<ol> <li>Are there speed limits for the new development roads? <del>Does the team have any opportunity to influence those?</del> Yes, team has opportunity to influence. Casey sent additional detail 11/18.</li> <li>Will the site include continuous sidewalks?</li> </ol>	YES
C Access to Quality Transit	2	2			Are there any planned transit stops within the project boundary? Ian provided 11/17/20 Tentative- Lumpkin extension @ Madison extension – combined ACC Transit/School bus stop	YES
C Alternative Fuel Vehicles	2		2	_	What is the EV plan for the parking garage?	YES
C Smart Mobility and Transportation Policy	2	2				NO
C High Priority Site	2	2				YES
Water Efficiency						
P Integrated Water Management	N/A	X				YES
<ul><li>P Water Access and Quality</li><li>C Stormwater Management</li></ul>	N/A 5	Х 3		2	What is the stormwater management/ treatment/ reuse plan for the site?	YES NO
C Wastewater Management	5	3		5		NO
C Smart Water Systems	2	2				NO
Energy and Greenhouse Gas E	missions					-
P Power Access, Reliability and Resiliency						NO
P Energy and Greenhouse Gas Emissions	19	2	1	7	Does the City of Athens have a Greenhouse gas Inventory?	YES- with availab
Management C Energy Efficiency	4	2	2	_		information YES- if applicabl
C Renewable Energy	6	2		1		NO
C Low Carbon Economy	4	-		x		N/A
C Grid Harmonization	2	2				NO
Materials and Resource	es		-			
P Construction and Demolition Waste Management	N/A	х				NO
P Solid Waste Management	N/A	X			Does the City of Athens have a municipal waste study/ inventory?	YES VES if applicable
C Organic Waste Treatment C Recycling Infrastructure	2	2	+			YES- if applicabl NO
C Responsible Sourcing for Infrastructure	2		-	2		NO
C Smart Waste Management Systems	2		2			YES- if applicab
Quality of Life	-		,			
P Demographic Assessment	N/A	X			Do you have a demographic and housing assessment which includes NDA area?	NO
<ul><li>P Social Infrastructure</li><li>P Economic Growth</li></ul>	N/A N/A	X X				NO NO
C Affordable Housing	N/A 2	2	+			NO
C Public Health	6	3	:	3		NO
C Emergency Management and Response	2	2				NO
Innovation C Exemplary Performance	1			X		NO
C Innovation in Design	1	5			To be determined in next phase	NO
C LEED AP	1	1				YES
Regional Priority	-					NO
C C	1	1	1		To be determined in next phase To be determined in next phase	NO NO
с твс	1	1			To be determined in next phase	NO
c	1	1			To be determined in next phase	NO
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c c	X X			X		

## **SECTION 5.4** HOUSING DEVELOPMENT SUMMARY

The central goal of the redevelopment is to preserve and expand affordable housing in North Downtown Athens, in addition to broader revitalization. This will be accomplished by replacing 100% of the existing affordable housing in a new mixed-income community. Financing is assumed to include Low Income Housing Tax Credits (LIHTC) and conventional financing along with soft subordinate funds from several sources. Each phase is expected to be financed independently and structured based on the costs to build, availability of funds, and market conditions at the time of construction. Such phase-by-phase evaluation may result in variable unit counts; accordingly, the development program within this master plan (pg. 97) has provides ranges rather tha fixed numbers of units to be built in phase.

SPLOST funds will support ACCGov's development of pad-ready buildable sites for each phase, by acquiring, demolishing, and providing necessary public infrastructure for the sites.

Bethel Midtown Village Current Unit Mix						
	1 BR	2 BR	3 BR	Total		
Existing Section 8 HAP Units	28	81	74	183		
Existing LIHTC-only Units	2	4	1	7		
Total Existing Units	30	85	75	190		

#### Bethel Midtown Village currently consists of the following unit mix:

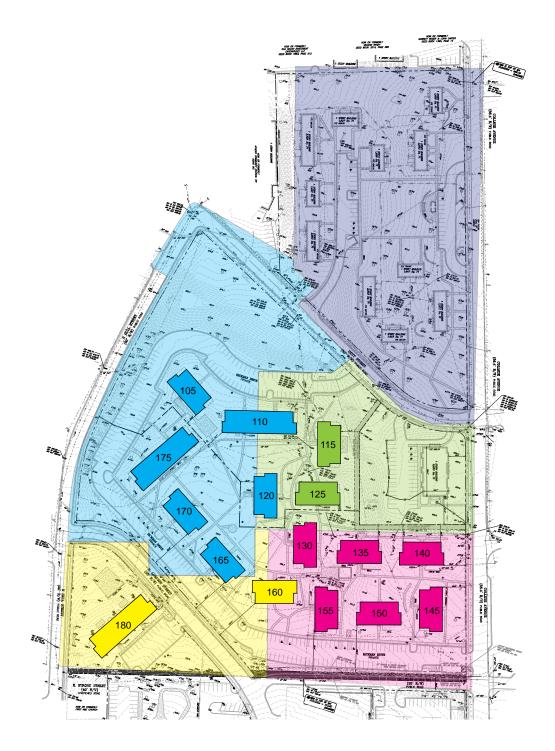
Based on current market conditions, the building program anticipates 1, 2, and 3 bedroom units with high-quality amenities and secured parking.

In order to achieve a mixed-income environment, the development program anticipates replacing the current 190 units of Section 8 and LIHTC affordable housing currently on the Bethel Midtown Village site and the 32 units of public housing on the College & Hoyt site with 700 or more units of housing, with at least two-third set aside as affordable housing.

Ultimate unit affordability mixes will depend on funding availability and structure in each project phase, but the anticipated target is to provide a relatively even number of deeply affordable units (supported by the HUD contract), workforce-affordable units, and unrestricted (market-rate) units.



## ANTICIPATED DEMO PHASING



#### **Funding Sources (Vertical Buildings)**

#### Tax Credit Award

Each year, the Georgia Department of Community Affairs issues limited awards for 9% Low Income Housing Tax Credits (LIHTCs) through a highly competitive application process. The application to build the first 120 units of housing was submitted in June 2020. The applicant was a partnership consisting of Columbia Residential, Jonathan Rose Companies, and the Athens Housing Authority. The partnership will utilize the LIHTC equity to develop and own the mixed-income vertical housing buildings and anticipates a series of tax credit financing applications as it works through each phase of housing development. The partnership will ground lease the underlying land, which will remain owned and controlled by the Athens Housing Authority.

#### Private Investment

Affordable housing leverages the equity generated from LIHTCs, together with a private first mortgage and other "gap" funding that can be in the form of HOME funds, Community Development Block Grants, or other public or private funding applied for and awarded in the form of grants and loans. The LIHTC equity investment is the single largest funding source of affordable housing, typically constituting a project's majority funding.

#### **Operating Subsidies**

The North Downtown redevelopment provides deeper affordability for the lowest income households through a HUD Section 8 contract, which supports households making 50% of area median income or lower (\$32,800 or less for a family of four). HUD subsidizes the gap between what the resident can pay toward rent and utilities (calculated as 30% of income) and the rents approved by HUD. Maintaining this crucial HUD contract means that the current Bethel residents' rent calculation will not change through the redevelopment and effectively, only if income changes. The HUD contract has been renewed through 2040, and this critical operating subsidy for 183 units will be spread over the 4 to 5 new housing phases.

The 32 units at College & Hoyt are currently supported by public housing subsidy. Redevelopment as shown in the master plan could possibly be accommodated by continuation of the existing subsidy or by participation in HUD's Rental Assistance Demonstration (RAD) program, in which the subsidy converts to a long-term Section 8 contract. This would ensure the units remain in public stewardship and permanently affordable to low-income households (with rents capped at 30% of adjusted income).

#### **Anticipated Timeline**

March 2021–November 2021	Horizontal Infrastructure & Demolition Design & Permitting
March 2021–September 2021	Phase 1 Vertical Building Design
August 2021–May 2022	Begin Phased Relocation & Horizontal Infrastructure Construction
June 2022–December 2023	Phase 1 Construction
2022	Phase 2 Vertical Building Tax Credit Application
TBD	Phase 2–5 Infrastructure Construction

#### NORTH DOWNTOWN ATHENS REDEVELOPMENT INFRASTRUCTURE AND PHASING PLAN



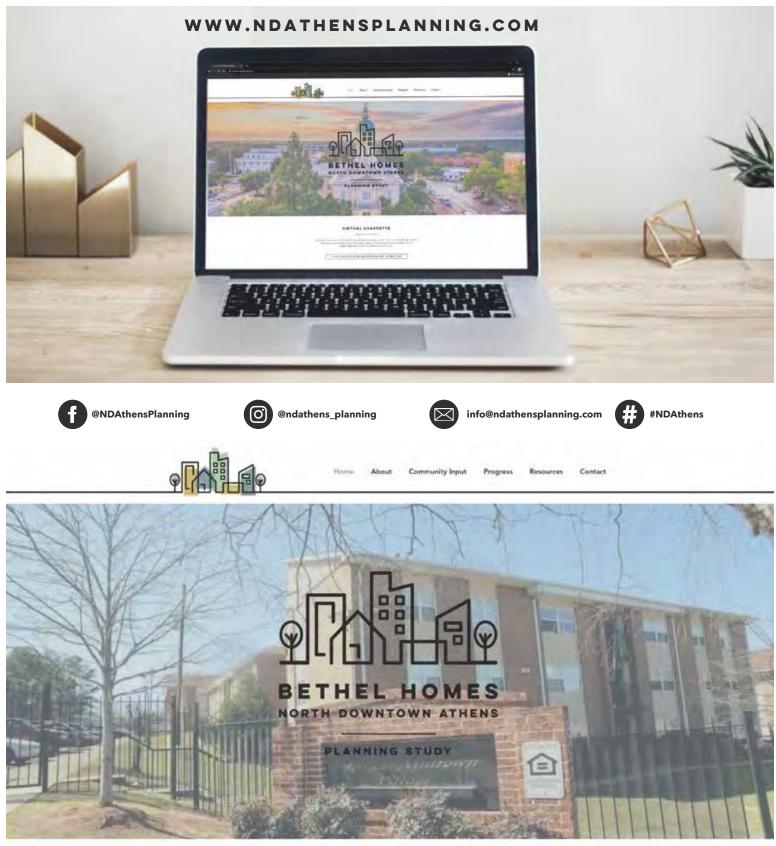
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# APPENDIXES

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12	Appendix A: Social media outreach	138
	Appendix B: Public workshops	140
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82	Appendix D: Virtual workshops	152
-5-	Appendix E: College & Hoyt residents' survey	162
	Appendix F: Open house	166



## **APPENDIX A: SOCIAL MEDIA OUTREACH**

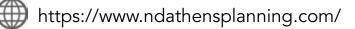


VIRTUAL CHARRETTE

We are holding our first Virtual Planning Workshop August 13th - 13th Join us theough a series of Zoom calls on various topics Thursday, Friday, and Saturday to see our ideos for the redevelopment, share your feedback, and more!

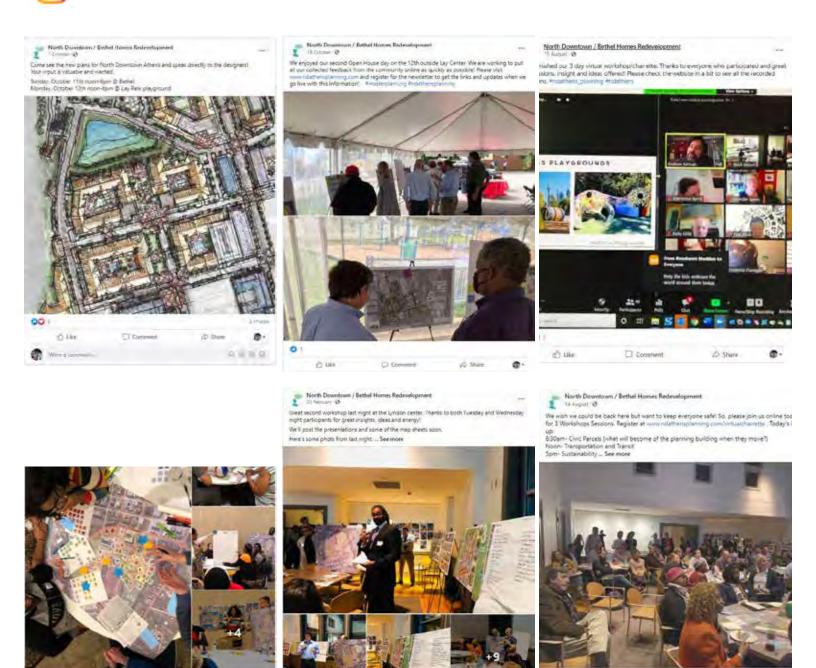
Website home page

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https://www.facebook.com/NDAthensPlanning/

https://www.instagram.com/ndathens\_planning/



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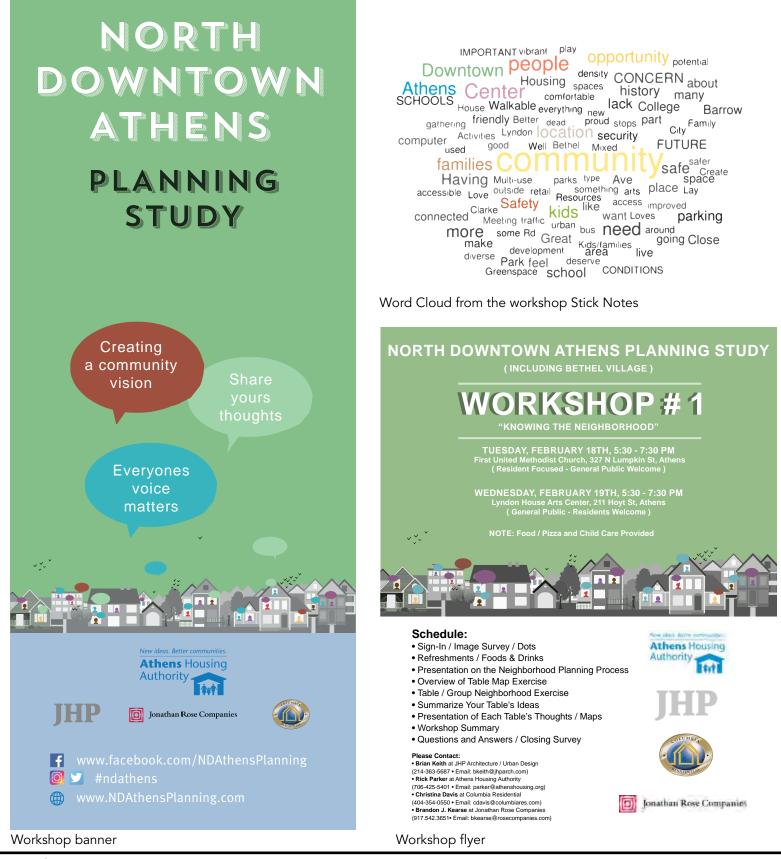
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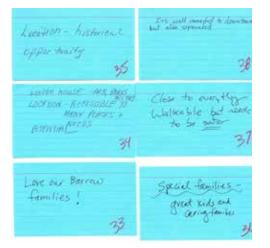
# APPENDIX B: PUBLIC WORKSHOPS FEBRUARY 18 & 19, 2020

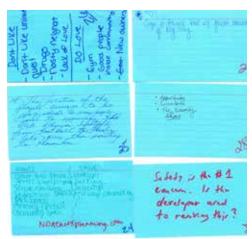
(At First United Methodist Church & Lyndon House Arts Center )



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#### Workshop participant's comments









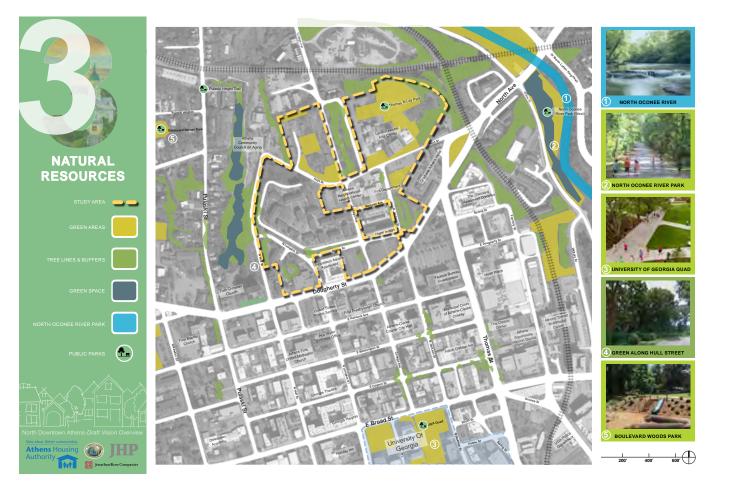
Workshop participants and activities



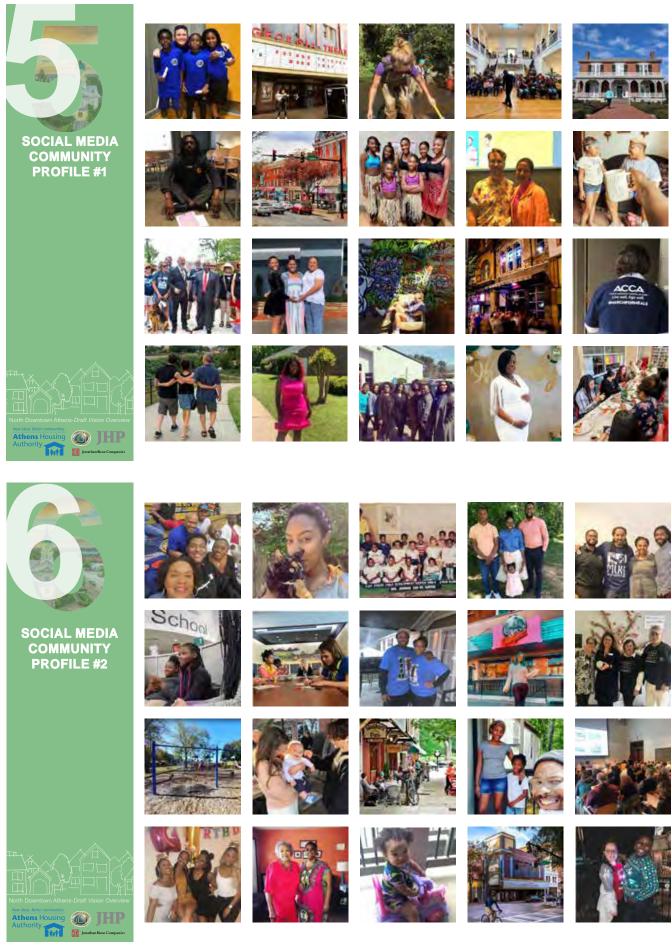




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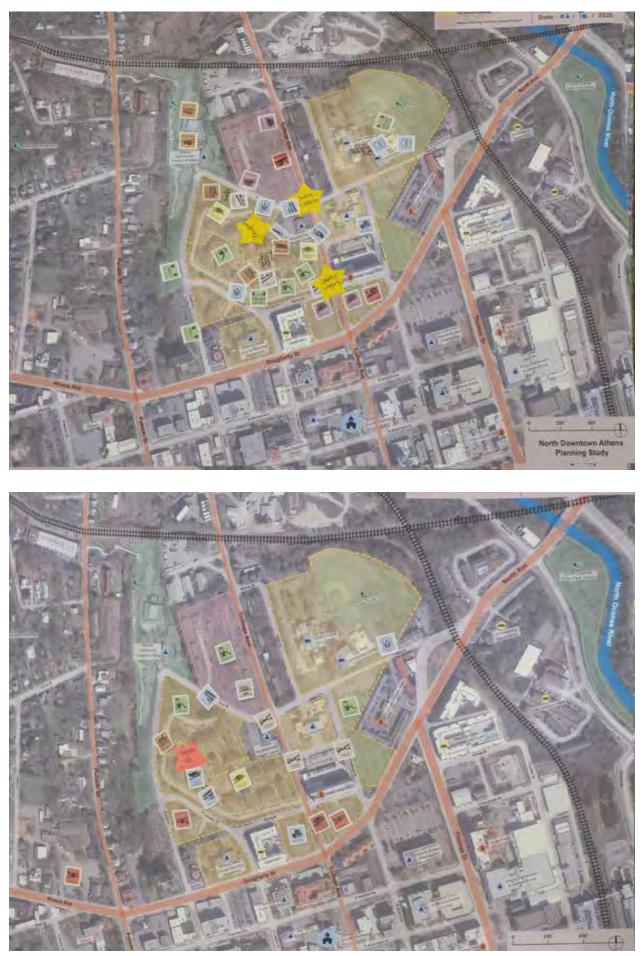






Workshop boards

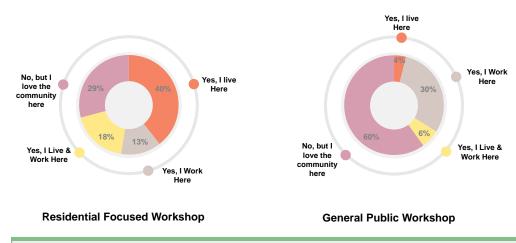
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Workshop table maps

#### Q1:

## DO YOU LIVE OR WORK IN THE NORTH DOWNTOWN ATHENS/ BETHEL VILLAGE



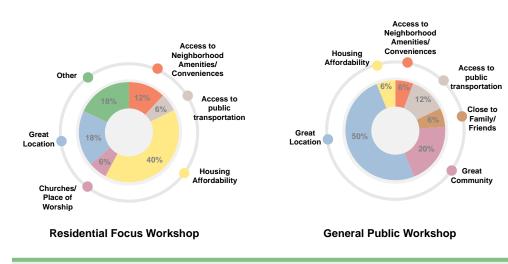
 58% of the Residential focused Workshop live in the NDA/ Bethel Village, While 31% work there.

 60% of the General public Workshop don't live in NDA/ Bethel Village, while only 10% live there. 30% work there.



Q2:

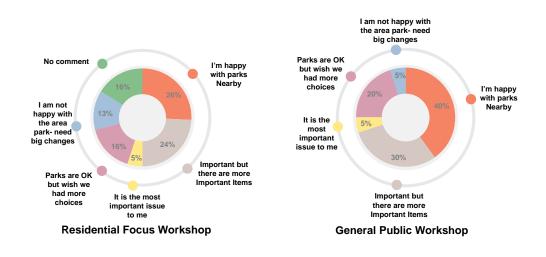
# WHAT DO YOU LIKE ABOUT NORTH DOWNTOWN ATHENS/ BETHEL VILLAGE NEIGHBORHOOD?



- 40% of the Residential focused Workshop likes the affordability of housing in the NDA/ Bethel Village, While only 6% of the people participated on the General public workshops like the housing Affordability.
- 50% of the General public workshops like the location of NDA/ Bethel Village the most.



## Q5: CONCERNS HEARD IN OUR INTERVIEW: PARKS- TRAILS- OPEN SPACE



• The majority of people in both workshops were happy with the parks near them.



#### Q3:

## MAIN CONCERNS WITH THE NORTH DOWNTOWN ATHENS/ BETHEL VILLAGE NEIGHBORHOOD?

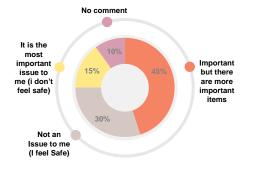


- 80% of the Residential focused Workshop concerned about the Safety, while 40% of the general public workshop concered about the safety issues.
- The second concern on both workshops was the Lack of youth programs.

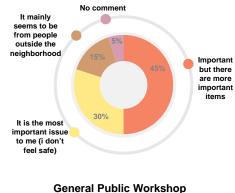


Q4:

# CONCERNS HEARD IN OUR INTERVIEW: SAFETY CONCERNS WITH COLLEGE STREET



**Residential Focus Workshop** 

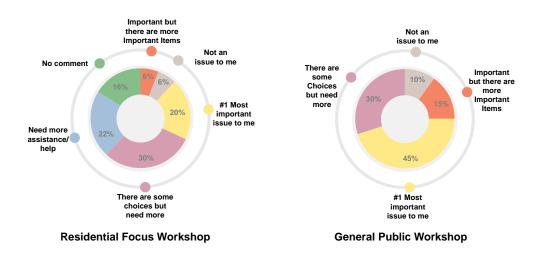


 45% from both workshops think that the issue of safety with College Street is important but

there are more important issues.



### Q6: CONCERNS HEARD IN OUR INTERVIEW: Childcare/ After School Programs



- 30% of the Residential focused workshop though that there are some choices but there is a need for more.
- In the general public workshop the majority by 45% thought Childcare/ After School Programs are there most important issue.



# **SIGN-IN SHEETS**

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Workshop sign-in sheets, February 18, 2020

148 North Downtown Athens Master Planning Study

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Workshop sign-in sheets, February 19, 2020

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# APPENDIX C: ONLINE SURVEY JULY 24, 2020

1. Are you a current resident of either Bethel Village or College & Hoyt?

2. How would you describe traffic along College Avenue (between the CSX train bridge underpass and Dougherty St. / near Bethel Village)

25% (5 people) → Traffic is too fast 5% (1 people) → There are too many cars 5% (1 people) → Too many cars and too fast 60% (12 people) → This isn't an issue to me 5% (1 people) → Other "Not too many cars"

3. How important is providing safe crosswalks along this section of College Avenue to Lay Park and other city resources – especially at the Intersection of Hoyt and College Ave?

30% (6 people) ----> This is Important to me – my family regularly crosses College Ave and it is not safe

10% (2 people) ---- Not important to me – I think College Ave is already safe to cross on foot

20% (4 people) ----> This is not important to me – I think College Ave should be for cars mainly and not pedestrians

40% (8 people) ----- N/A – I don't frequent this part of town currently

### 4. Please explain

"The traffic seems to be fairly light on college ave. I frequent Lyndon House regularly."

"Only small area near Atlanta Highway should be considered for pedestrian only."

"Traffic is not very dense on the road and cars are generally slow due to the slope."

"Your questions need work. I rarely cross College Ave but believe that the traffic is too fast."

"It is a bicycling hazard space, difficult to cross"

"I dont live here but work in the area. People cross there frequently but with that slight hill there it is dangerous."

"I don't walk here, but I think safe crossings are important"

"All areas in and around downtown should be pedestrian friendly."

"If people would use actual crosswalks and not walk across the street illegally this may bring down some issues. A few more crosswalks with lights tied to a speed jump may be useful."

"Pedestrian accessibility should be a priority always"

"While I am mainly in a car while traveling on College Avenue, I do believe it is important to have several safe pedestrian crossings"

5. Do you feel comfortable and safe walking down College Ave currently between the CSX Train bridge underpass and Doughtery St.?

15.8% (3 people) ----- I don't feel comfortable or safe walking down College Ave

26.3% (5 people) ------ I am ok walking down College Ave now and have no problems

10.6% (2 people) ----> Other

"I don't walk here"

"Have heard of some sketchy activity there in the evenings. Maybe a little more surveillance/police patrols. Not sure about lighting. That is an issue some places around town."

6. What kind of possible uses/mixed-uses would you like to see along College Ave between the CSX Train bridge underpass and Doughtery St.?

15% (3 people) ----> I would like to see a walkable mixed-use Main Street experience down College Ave 10% (2 people) ---> I would like to see bikelanes and more transit opportunities along College Ave 0% (0 people) ---> I would like to a variety of uses and public spaces along College Ave 35% (7 people) ---> All of the above

35% (7 people) ------ I'm ok with College Ave as it is currently and prefer resources be spent elsewhere

5% (1 people) ---- Other

"I think College Ave. being walkable and bikeable and safe at various hours would be good."

7. Do you have any additional comments about the traffic along College Avenue?

"I drive and bike on this road regularly and it I have no issues with traffic."

- "Slow down traffic and break flow more often"
- "There needs to be a crosswalk at Strong Street and College and across Strong Street. People from Bethel Homes cross there frequently and in the middle of traffic. The main entrance to Bethel is right there but there are no crosswalks there."

"I only drive here, don't walk. It should be safely walkable and visually appealing."

"I've traveled that stretch of College Avenue between Dougherty and MLK for decades by automobile, and never encountered any major issues, though I will say the improvements at Cleveland Ave a while back were a positive upgrade."

"Seems like it would be a good area to bike. I haven't observed that many speeding cars or heavy traffic there."

# APPENDIX D: VIRTUAL WORKSHOPS AUGUST 13–16, 2020



# JOIN US TO DISCUSS BETHEL HOMES REDEVELOPMENT

AUGUST 13TH- 15TH

Please either pre register at www.ndathensplanning.com or join us in Bethel Community room for each session



AUGUST 13 4:30 - 5:30 PM EST



AUGUST 13 6:45 - 7:45 PM EST



#### Complete Streets & College Avenue

A "complete street" is one designed to support safe mobility for users of all ages and abilities. Presenters will review suggested improvements along College Avenue and the street network connecting Bethel to downtown. What are your ideas to improve the safety and experience for people traveling by on foot, bike, car or bus in the North Downtown area?

### Park & Open spaces

Local green spaces encourage resident wellness, a healthy environment, and community connections. This session will explore opportunities for parks and open spaces in the redevelopment and their connections to nearby recreational facilities. What types of parks do you appreciate and why? What is best suited for this redevelopment?

# Exploring the Civic Parcels

Our team and the community will brainstorm future uses for ACC-UG owned land within the planning area. When the Planning Department moves - what is the future of the Planning Auditorium on Dougherty? How can the energy of downtown Athens expand into the North Downtown area?



AUGUST 14 NOON - 1 PM EST





10 - 11 AM EST

### **Transportation & Transit**

This session will discuss improvements to the modes of transportation to and from the North Downtown area, including ACC transit, school buses, bicycle infrastructure, and roads. Where should the bus stops be located and what should they look like? What makes good bike storage and is there a bike rental program to consider?

#### Sustainability & Green Strategies

Athens-Clarke County Unified Government recently set a clean energy goal to reduce air pollution, water pollution, and energy costs. This session will explore neighborhood-level sustainable development strategies like solar, low impact development storm water management and more!

#### Artlets & Neighborhood History

Art has the power to transform public spaces and help share a community's history and culture. This session aims to explore the history of the site and discuss ways to incorporate public art in the Bethel redevelopment in a meaningful, community driven way.



SATURDAY AUGUST 15 Noon - 1 PM EST

### Review & Wrap up

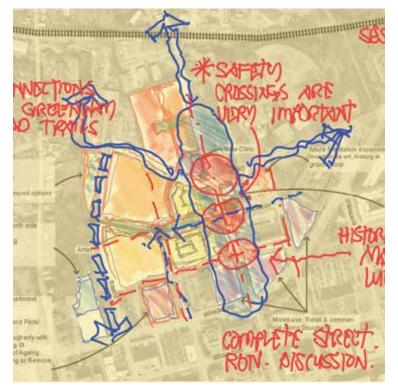
Please join us for our wrap up! We will summarize what we heard from all sessions held during the Virtual Planning Workshops and welcome feedback and discussion from the community. Join us whether you were able to participate in a previous session or not!

Virtual workshop flyer









Session 1 summary sketch



Screenshot from the virtual workshop

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Session 3 summary sketch



## WHAT-IF STREET EXPLORATIONS HONORING THE ATHENS IN MOTION PLAN



Screenshot from Session 1 presentation

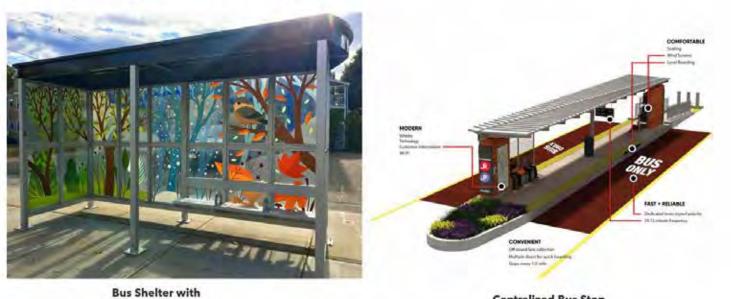
# THOMAS N LAY PARK



Screenshot from Session 2 presentation



# **BUS STOP IDEAS**



Bus Shelter with Integrated Art/Artlet

**Centralized Bus Stop** 



Screenshot from Session 4 presentation

# HISTORICAL FACTORS



Screenshot from Session 6 presentation

# **RESIDENTS' ONLINE SURVEY |** AUGUST 3, 2020

1a. How often do you or a member of your household: Shop, dine or do business/recreation in downtown Athens?

11 people  $\rightarrow$  Frequently (daily)

- 34 people  $\rightarrow$  Often (1-2 times per week)
- 31 people  $\rightarrow$  Not often (1-2 times per month)

5 people  $\rightarrow$  Never

- 1b. How often do you or a member of your household: Visit surrounding neighborhoods like the Pulaski neighborhood?
   5 people → Frequently (daily)
  - 5 people  $\rightarrow$  Often (1-2 times per week)
  - 22 people  $\rightarrow$  Not often (1-2 times per month)
  - 49 people  $\rightarrow$  Never
- 1c. How often do you or a member of your household: Visit the playground at Lay Park (Jackson St. and Hoyt St.?) 17 people → Frequently (daily)
  - 17 people  $\rightarrow$  Often (1-2 times per week)
  - 30 people  $\rightarrow$  Not often (1-2 times per month)
  - 18 people  $\rightarrow$  Never

### 1d. How often do you or a member of your household: Visit the library at Lay Park?

- 11 people  $\rightarrow$  Frequently (daily)
- 13 people  $\rightarrow$  Often (1-2 times per week)
- 21 people  $\rightarrow$  Not often (1-2 times per month)
- 37 people  $\rightarrow$  Never
- 1e. How often do you or a member of your household: Take public transit (Athens Transit)?
  - 17 people  $\rightarrow$  Frequently (daily)
  - 10 people  $\rightarrow$  Often (1-2 times per week)
  - 20 people  $\rightarrow$  Not often (1-2 times per month)
  - 35 people  $\rightarrow$  Never
- 1f. How often do you or a member of your household: Visit Lyndon House Arts Center?
  - 2 people  $\rightarrow$  Frequently (daily)
  - 7 people  $\rightarrow$  Often (1-2 times per week)
  - 19 people  $\rightarrow$  Not often (1-2 times per month)
  - 54 people  $\rightarrow$  Never
- 1g. How often do you or a member of your household: Visit Lay Park for after school or summer programs?
  20 people → Frequently (daily)
  6 people → Often (1-2 times per week)
  9 people → Not often (1-2 times per month)
  - 46 people → Never
- 1h. How often do you or a member of your household: Visit Lay Park or Recreation Center NOT for after school or summer programs / just for recreation?
  - 16 people  $\rightarrow$  Frequently (daily)
  - 14 people  $\rightarrow$  Often (1-2 times per week)
  - 18 people  $\rightarrow$  Not often (1-2 times per month)
  - 34 people  $\rightarrow$  Never

1i. How often do you or a member of your household: Visit Pulaski Creek Trail (near Athens Center for Aging) or North Oconee Greenway (at College Ave. & MLK Pkwy.)

7 people  $\rightarrow$  Frequently (daily)

2 people  $\rightarrow$  Often (1-2 times per week)

17 people  $\rightarrow$  Not often (1-2 times per month)

56 people  $\rightarrow$  Never

1j. How often do you or a member of your household: Visit the Athens Neighborhood Health Clinic

15 people  $\rightarrow$  Frequently (daily)

9 people  $\rightarrow$  Often (1-2 times per week)

24 people  $\rightarrow$  Not often (1-2 times per month)

34 people  $\rightarrow$  Never

2. If you answered "Not Often" or "Never" to any of the above, can you explain why?

- Me and my son are disabled and hardly leave the house. Except when.. going to the doctor or to the grocery store. My daughter works.
- disable person can not go out alone
- Their Dr. is located on Oglethorpe Ave..
- Personally most of the time I'm working, and I also currently don't have kids that this the above questions applies to.
- Some places no matter how close or convenient they are I just dot go.
- just never have
- i rather buy from walmart in large amounts and i dont like the traffic downtown
- 3. How would you describe traffic along College Avenue (between the CSX train bridge underpass and Dougherty St. / near Bethel Midtown Village)

8.5% — 7 people  $\rightarrow$  Traffic is too fast

6.1% — 5 people  $\rightarrow$  There are too many cars

20.7% — 17 people  $\rightarrow$  Too many cars and too fast

22% — 18 people  $\rightarrow$  Traffic is just right

- 0% 0 people  $\rightarrow$  Traffic is slow
- 39% 32 people  $\rightarrow$  This isn't an issue to me
- 3.6% 3 people  $\rightarrow$  Other:

• It could be rentavated to improve residents to have the ability to access better entrance roadway for coming home.

• N/A

- too congested and too fast they do not stop for the buses.
- 4. How important is providing safe crosswalks along this section of College Avenue to Lay Park and other city resources?

85.4% - 70 people  $\rightarrow$  Important to me – my family regularly crosses College Ave and it is not safe

4.9% — 4 people  $\rightarrow$  Not important to me – I think College Ave is already safe to cross on foot

0% - 0 people  $\rightarrow$  Not important to me – I think College Ave should be for cars mainly and not pedestrians

6.1% — 5 people  $\rightarrow$  N/A – I don't frequent this part of town currently

- 3.6% 3 people  $\rightarrow$  Other:
  - #1; very important for kids and older people
  - It's extremely important for the safety of the kids coming from the nieghborhood, choosing to go to the Lay Park Community or Downtown Athens
  - i'm concern for perents with little ones going to and from
- 5. Where do you usually walk across College Avenue?
  - 15.4% 12 people  $\rightarrow$  A. At Hoyt and College (closest to Lyndon House / behind the Fire Station)
  - 25.6% 20 people  $\rightarrow$  B. At Madison and College (closest to the front of the Fire Station)
  - 51.3% 40 people  $\rightarrow$  C. At Strong and College (in front of the Indigo Hotel)
  - 7.8% 6 people  $\rightarrow$  Other:

6. Do the Athens Transit buses take you directly where you need to go and frequently enough?

38.3% — 31 people  $\rightarrow$  Yes, in general, they do

7.4 % — 6 people  $\rightarrow$  No, I have to transfer often/walk a lot

9.9% - 8 people  $\rightarrow$  No, that is why I do not use the bus

44.4% — 36 people  $\rightarrow$  N/A, I don't use the bus for other reasons

7. Are there enough convenient and safe transit stops in the community?

48.8% — 40 people  $\rightarrow$  Yes

22% - 18 people  $\rightarrow$  No

25.6% — 21 people  $\rightarrow$  N/A

- 3.6% 3 people  $\rightarrow$  Other:
  - Could be closer stop for the elderly want have to walk so far, or parents with smaller children in strollers or walking.
  - I don't use the transit.
  - I dont recall any in the community.
- 8. Are the public bus stop locations reasonable and appropriate?
  - 69.5% 57 people  $\rightarrow$  Yes
  - 30.5% 25 people  $\rightarrow$  No
- 9. Why or why not?
  - They are close enough to me. Right now if I leave home early enough to catch the bus.
  - yes becuse they are close to the neighbrhood its like a 5 minute walk
  - Too far to walk for someone who is disabled
  - Could be closer stop for the elderly want have to walk so far, or parents with smaller children in strollers or walking.
  - The city bus stop is on the corner of Bethelhomes but, its too hot or cold to be waiting for long periods of time waiting for a
  - bus.its not in traffic
  - some locations can be closer
  - Not in good walking distance
  - Some of the stops arent close for the kids
  - I'm not sure I don't ride the bus.
  - why because i really don't like to walk a long ways
  - its convenient and not far to walk to get to the bus stop
  - There are several good locations
  - to far to walk
  - being that kids ride the bus it should be closer bus stops to each complex
  - To Close to the road and to close to Traffic
  - I don't think it's safe for the elderly to cross the street.
  - They need one at the fence so the kids dont have to cross the street.
  - It seems to be alot of them.
  - It is near my home.
  - It's not far from the community
  - To far to walk
  - Yes, because you don't have to walk far.
  - dont know
  - Its not enough shelter at either of them.
  - Yes because, I feel Athens has thousands of bus stops. Which is very good for a growing community.
  - To close to the street
  - Bus stop
  - I think its reasonable for our people
  - the ones i have seen are very well light up
  - No because there are to many cars coming that way. In some of the car will run the bus stop sign. we dont need any of are kids hurt.
  - Not sure as to where they are.

- 12. Do you have a bike? 9.8% — 8 people  $\rightarrow$  Yes 90.2% — 74 people  $\rightarrow$  No
- 13. Do you have a bike for:
  - 3.9% 3 people  $\rightarrow$  Recreation
  - 1.3% 1 people  $\rightarrow$  Transportation
  - 3.9% 3 people  $\rightarrow$  Both
  - 85.7% − 66 people  $\rightarrow$  Neither
  - 5.2% 4 people  $\rightarrow$  Other:
    - N/A
    - N/A
    - kids and recreation
    - I don't have a bike
- 14. If you had access to a bike would you use it for:
  - 20.3% − 16 people  $\rightarrow$  Recreation
  - 5.1% 4 people  $\rightarrow$  Transportation
  - 26.6% 21 people → Both
  - 40.5% 32 people  $\rightarrow$  Neither
  - 7.7% 6 people  $\rightarrow$  Other:
    - N/A
    - recreation and kids
    - no
    - N/A
    - N/A
    - FUN
- 15. What health care do you or your family need that is not currently accessible to you in North Downtown/Bethel community? (Check all that apply)
  - 51.2% 42 people  $\rightarrow$  Dentist
  - 32.9% 27 people  $\rightarrow$  Eye clinic
- 16. Do you want to see the Athens Neighborhood Health Clinic stay in the immediate neighborhood?
  - 78% 64 people → Yes
  - 6.1% 5 people → No
  - 15.9% 13 people  $\rightarrow$  N/A I do not have an opinon on this
- 17. What would make you walk around/hang out in North Downtown area more frequently?
  - 11.1% 9 people  $\rightarrow$  Safer and wider sidewalks
  - 19.8% 16 people  $\rightarrow$  Better lighting along streets
  - 1.2% 1 people  $\rightarrow$  Access to community facilities
  - 33.3% 27 people  $\rightarrow$  More places to visit like restaurants, retail shopping, etc.
  - 3.7% 3 people  $\rightarrow$  Greenspace/trails
  - 19.8% 16 people  $\rightarrow$  No improvements are needed
  - 11.1% 9 people → Other:
    - #1, #3, #5 (sidewalks, community facilities, greenspace/trails)
    - All the above considered!
    - #1, #2, & #4 (sidewalks, lighting, more places)
    - N/A
    - #1 & #2 (sidewalks, lighting)
    - n?A
    - #1, #2, #3, & #4 (sidewalks, lighting, community facilities, more places)
    - I am disabled and not a perso who like to hang out. Even If i wanted to, I would need rubber walkways. My back can't take the concrete.

18. Do you currently exercise regularly in Bethel/North Downtown Area?
35.4% — 29 people → Yes
64.6% — 53 people → No

19. If you answered yes: (check the most frequent activity)

6.3% — 4 people  $\rightarrow$  I am a member of a gym/visit Lay Park fitness room

14.1% — 9 people  $\rightarrow$  I run or walk on trails and sidewalks

0% — 0 people  $\rightarrow$  I bike on road or trails

43.8% — 28 people  $\rightarrow$  I work out at home in my house/apartment

36% - 23 people  $\rightarrow$  Other:

- N/A (25% 16 people)
- i walk in town or in the neighborhood for exercises. (3.1% 2 people)
- #2 & #4 (3.1% 2 people) (run/walk on trails and sidewalks, at home)
- Would be nice to have a workout area if possible.
- i dont work out
- I don't exercise.
- 20. If you answered no: (select the main reason)

14.3% — 9 people  $\rightarrow$  I don't exercise because I don't like it / physically cannot

9.5% — 6 people  $\rightarrow$  I don't exercise because options are too expensive.

4.8% — 3 people  $\rightarrow$  I don't exercise because I don't know of any resources/places/programs

12.7% — 8 people  $\rightarrow$  I don't walk, run or bike because of safety concerns

28.6% — 18 people  $\rightarrow$  I'd like to start to be more physically active but don't know where to start

30.3% - 19 people  $\rightarrow$  Other:

- N/A (15.9% 10 people)
- i don't work out in a gym. (3.2% 2 people)
- #4 & #5
- i dont need to
- i usually go for a run every night but not out here its not safe enough
- n/a
- work out at home.
- other friends
- i work out at home

21. Would you attend on-site exercise classes if available?

- 56.8% 46 people  $\rightarrow$  Yes
- 11.1% 9 people  $\rightarrow$  No
- 32.1% 26 people  $\rightarrow$  Maybe
- 22. Why or why not?
  - depend on when the classes be, i work doing the day.
  - I like keeping myself healthy
  - I really can't say.
  - it would be more convenient i wouldnt have to go too far to workout
  - I would not have to travel far
  - I dont have time
  - It would have to be MORE convenient.
  - Just to try to it out for to become more engaged in the community as well as for health reasons.
  - It would give me something active to do when Its my downtime. Which is something I never have time for (MYSELF) when a Mothers job is 24/7.
  - I'm not very Social.
  - im not a group person
  - because it will give me a better understanding on hat to do
  - Maybe one for the elderly.

- 23. If there was an affordable daycare facility as part of the redevelopment, would your household utilize it? (select all that apply) 32.9% 27 people  $\rightarrow$  Yes my family is in need of childcare for my children 0-3
  - 36.6% 30 people  $\rightarrow$  Yes my family is in need of afterschool programming for elementary
  - 25.6% 21 people  $\rightarrow$  Yes my family is in need of summer programming for elementary
  - 15.9% 13 people  $\rightarrow$  Yes my family is in need of afterschool programming for middle or highschool aged children
  - 13.4% 11 people  $\rightarrow$  Yes my family is in need of summer programming for middle or highschool aged children
  - 7.3% 6 people  $\rightarrow$  No I have adequate childcare already
  - 30.5% 25 people  $\rightarrow$  No this is not applicable to my family / I have no children
- 24. Do you feel like you have access to Career and Job Training services in Athens?

37% — 30 people → Yes 25.9% — 21 people → No 37% — 30 people → N/A

- 25. If such a place was located in Bethel/North Downtown area, would you or a member of your family utilize its services? 58.5% 48 people → Yes
  - 3.7% − 3 people → No
  - 19.5% 16 people → Maybe
  - 18.3% 15 people  $\rightarrow$  N/A
- 26. We previously heard that North Downtown/Bethel area needed more parks, green spaces and other open spaces. What types of spaces would you / your family utilize? (select all that apply)
  - 54.3% 44 people  $\rightarrow$  Playgrounds for small children 0-4 years
  - 60.5% 49 people  $\rightarrow$  Playgrounds for school-age children 5 and up
  - 37% 30 people  $\rightarrow$  Community gardens
  - 40.7% 33 people  $\rightarrow$  Greenspace with nice landscaping
  - 50.6% 41 people  $\rightarrow$  Adult outside exercise equipment

# APPENDIX E: COLLEGE & HOYT RESIDENT SURVEY SEPTEMBER 21, 2020

- 1a. How often do you or a member of your household: Shop, dine or do business/recreation in downtown Athens?
  - 3 people  $\rightarrow$  Frequently (daily)
  - 7 people  $\rightarrow$  Often (1-2 times per week)
  - 3 people  $\rightarrow$  Not often (1-2 times per month)
  - 7 people  $\rightarrow$  Never
- 1b. How often do you or a member of your household: Visit surrounding neighborhoods like the Pulaski neighborhood? 4 people → Frequently (daily)
  - 3 people  $\rightarrow$  Often (1-2 times per week)
  - 3 people  $\rightarrow$  Not often (1-2 times per month)
  - 10 people  $\rightarrow$  Never
- 1c. How often do you or a member of your household: Visit the library at Lay Park?
  - 3 people  $\rightarrow$  Frequently (daily)
  - 4 people  $\rightarrow$  Often (1-2 times per week)
  - 3 people  $\rightarrow$  Not often (1-2 times per month)
  - 10 people  $\rightarrow$  Never
- 1d. How often do you or a member of your household: Take public transit (Athens Transit)?
  - 2 people  $\rightarrow$  Frequently (daily) 2 people  $\rightarrow$  Often (1-2 times per week) 4 people  $\rightarrow$  Not often (1-2 times per month) 12 people  $\rightarrow$  Never
- 1e. How often do you or a member of your household: Visit Lyndon House Arts Center?
  - 2 people  $\rightarrow$  Frequently (daily) 1 people  $\rightarrow$  Often (1-2 times per week)
  - 5 people  $\rightarrow$  Not often (1-2 times per month)
  - 12 people  $\rightarrow$  Never
- 1f. How often do you or a member of your household: Visit Lay Park or Recreation Center?
  - 4 people  $\rightarrow$  Frequently (daily)
  - 4 people  $\rightarrow$  Often (1-2 times per week)
  - 4 people  $\rightarrow$  Not often (1-2 times per month)
  - 8 people  $\rightarrow$  Never
- 1g. How often do you or a member of your household: Visit Pulaski Creek Trail (near Athens Center for Aging) or North Oconee Greenway (at College Ave. & MLK Pkwy.)? 0 people → Frequently (daily)
  - 2 people  $\rightarrow$  Often (1.2 times per we
  - 3 people  $\rightarrow$  Often (1-2 times per week)
  - 1 people  $\rightarrow$  Not often (1-2 times per month)
  - 16 people  $\rightarrow$  Never
- 1h. How often do you or a member of your household: Visit the Athens Neighborhood Health Clinic?
  - 3 people → Frequently (daily)
    2 people → Often (1-2 times per week)
    5 people → Not often (1-2 times per month)
    10 people → Never

- 2. If you answered "Not Often" or "Never" to any of the above, can you explain why?
  - NA
  - I didn't know about it.
  - I didn't know it was there.
  - I work few hours during the day.
  - I can't walk like I used to.
  - It Never was on my mind.
  - I don't do much walking.
  - It's Just not my thing.
  - I'm elderly and can't. But, I used to go a lot. I still shoot basketball on the outside courts.
  - Safety Reasons.
- 3. How would you describe traffic along College Avenue (between the CSX train bridge underpass and Dougherty St. / near Bethel Midtown Village)
  - 30% 6 people  $\rightarrow$  Traffic is too fast
  - 5% 1 people  $\rightarrow$  There are too many cars
  - 20% 4 people  $\rightarrow$  Too many cars and too fast
  - 25% 5 people  $\rightarrow$  Traffic is just right
  - 5% 1 people  $\rightarrow$  Traffic is slow
  - 5% 1 people  $\rightarrow$  This isn't an issue to me
  - 10% 2 people  $\rightarrow$  Other/NA
- 4. How important is providing safe crosswalks along this section of College Avenue to Lay Park and other city resources?
  - 70% 14 people  $\rightarrow$  Important to me my family regularly crosses College Ave and it is not safe
  - 15% 3 people  $\rightarrow$  Not important to me I think College Ave is already safe to cross on foot
  - 0% 0 people  $\rightarrow$  Not important to me I think College Ave should be for cars mainly and not pedestrians
  - 5% 1 people  $\rightarrow$  N/A I don't frequent this part of town currently
  - 10% 2 people  $\rightarrow$  Other/ NA
- 5. Where do you usually walk across College Avenue?
  - 65% 13 people  $\rightarrow$  A. At Hoyt and College (closest to Lyndon House / behind the Fire Station)
  - 10% 2 people  $\rightarrow$  B. At Madison and College (closest to the front of the Fire Station)
  - 0% 0 people  $\rightarrow$  C. At Strong and College (in front of the Indigo Hotel)
  - 25% 5 people  $\rightarrow$  Other/ NA/ nA/ I don't use it.
- 6. Do the Athens Transit buses take you directly where you need to go and frequently enough?
  - 30% 6 people  $\rightarrow$  Yes, in general, they do
    - 0% 0 people  $\rightarrow$  No, I have to transfer often/walk a lot
    - 10% 2 people  $\rightarrow$  No, that is why I do not use the bus
    - 60% 12 people  $\rightarrow$  N/A, I don't use the bus for other reasons
- 7. Are there enough convenient and safe transit stops in the community?
  - 55% 11 people  $\rightarrow$  Yes
  - 25% 5 people → No
  - 15% 3 people → N/A
  - 5% 1 people  $\rightarrow$  Other/NA

- 9. Why or why not?
  - NA
  - The areas are dark with NO Lights where you have to walk to get to the bus stop.
  - Not enough space
  - Too Far or In The wrong place
  - Too many fast cars close to the stops.

10. In your opinion, what makes the most convenient and comfortable public bus stop?

- NA
- One that goes where you want to.
- Safety
- Shelters and Cushioned seats
- One with Shelter and Benches.
- One that's away from high traffic.
- One right in front of my Apartment door.
- Bus stops are good.

11. Do you have a bike?

25% — 5 people → Yes 75% — 15 people → No

- 12. Do you have a bike for:
  - 5% 1 people  $\rightarrow$  Recreation
  - 0% 0 people  $\rightarrow$  Transportation
  - 15% 3 people → Both
  - 60% 12 people  $\rightarrow$  Neither
  - 20% 4 people → Other:
    - NA
    - I don't ride but, My son has has a bike that he rides around the neighborhood.
    - I'm Too old
- 13. If you had access to a bike would you use it for:
  - 5% 1 people  $\rightarrow$  Recreation
  - 5% 1 people  $\rightarrow$  Transportation
  - $40\% 8 \text{ people} \rightarrow \text{Both}$
  - 35% 7 people  $\rightarrow$  Neither
  - 15% 3 people  $\rightarrow$  Other:
    - NA
    - I'm not able to ride a bike.
- 14. What health care do you or your family need that is not currently accessible to you in North Downtown/Bethel community? (Check all that apply)
  - 55% 11 people  $\rightarrow$  Dentist
  - 35% 7 people  $\rightarrow$  Eye clinic
  - 20% 4 people  $\rightarrow$  Prenatal care
  - 25% 5 people  $\rightarrow$  Primary care
  - 30% 6 people  $\rightarrow$  Mental health care
  - 40% 8 people  $\rightarrow$  Physical therapy/occupational therapy

- 15. Do you want to see the Athens Neighborhood Health Clinic stay in the immediate neighborhood?
  85% 17 people → Yes
  0% 0 people → No
  15% 3 people → N/A I do not have an opinon on this
- 16. What would make you walk around/spend time in North Downtown area more frequently?
  - 15.8% 3 people  $\rightarrow$  Safer and wider sidewalks
  - 31.6% 6 people  $\rightarrow$  Better lighting along streets
  - 5.3% 1 people  $\rightarrow$  Access to community facilities
  - 10.5% 2 people  $\rightarrow$  More places to visit like restaurants, retail shopping, etc.
  - 5.3% 1 people  $\rightarrow$  Greenspace/trails
  - 5.3% 1 people  $\rightarrow$  No improvements are needed
  - 26.4% 5 people  $\rightarrow$  Other:
    - NA (10.5% 2 people)
    - I don't walk so I don't know
    - I don't walk that far.
    - I don't go downtown.

#### 17. What is your preferred location for a new senior housing development?

- 45% 9 people  $\rightarrow$  Closer to the current location / Athens Community Council on Aging
  - 25% 5 people  $\rightarrow$  Closer to Downtown
  - 30% 6 people  $\rightarrow$  Other:
    - NA (20% 4 people)
    - Closer to the law.
    - Stay where it is now.
- 18. Would you prefer new senior housing to be located:?
  - 40% 8 people  $\rightarrow$  Near other seniors
  - 10% 2 people  $\rightarrow$  Near famililies and children
  - 20% 4 people  $\rightarrow$  Both
  - 30% 10 people  $\rightarrow$  Other:
    - NA (15% 3 people)
    - In a safer location
    - Anywhere as long as there are NO STEPS!!!!
    - I love kids but, somewhere with space.
- 19. Do you currently exercise regularly in the North Downtown Area?
  - $35\% 7 \text{ people} \rightarrow \text{Yes}$
  - $65\% 13 \text{ people} \rightarrow \text{No}$
- 20. If you answered yes: (check the most frequent activity)
  - 0% 0 people  $\rightarrow$  I am a member of a gym/visit Lay Park fitness room
  - 35% 7 people  $\rightarrow$  I run or walk on trails and sidewalks
  - 0% 0 people  $\rightarrow$  I bike on road or trails
  - 20% 4 people  $\rightarrow$  I work out at home in my house/apartment
  - 45% 9 people  $\rightarrow$  Other:
    - NA (30% 6 people)
    - None
    - Motor
    - Planet Fitness

# **APPENDIX F: OPEN HOUSES**

# OCTOBER 11 & 12, 2020

(At Lay Park Gymnasium & Lay Park Playground)



The master plans are ready for your feedback!

Drop in any time to review the proposed plans for North Downtown's greenspace, streets, parking, stormwater and more.

Share your thoughts and discuss with members of the design team while the kids paint pumpkins and trick or treat!

Your input is valued in shaping the future of your neighborhood!

THIS IS AN OUTDOOR, SHADED EVENT. SOCIAL DISTANCING WILL BE ENFORCED. MASKS ARE REQUIRED TO PARTICIPATE AND WILL BE PROVIDED.



166 North Downtown Athens Master Planning Study







Open house activities



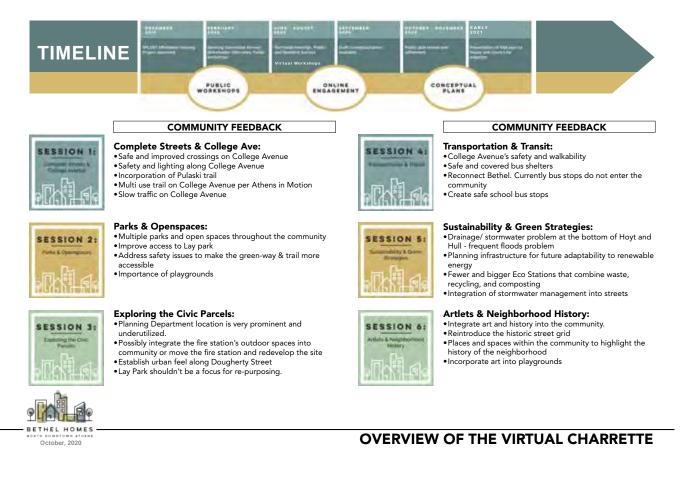




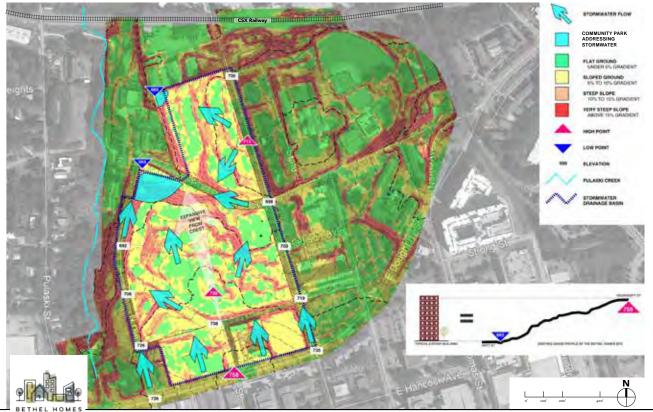












October, 2020

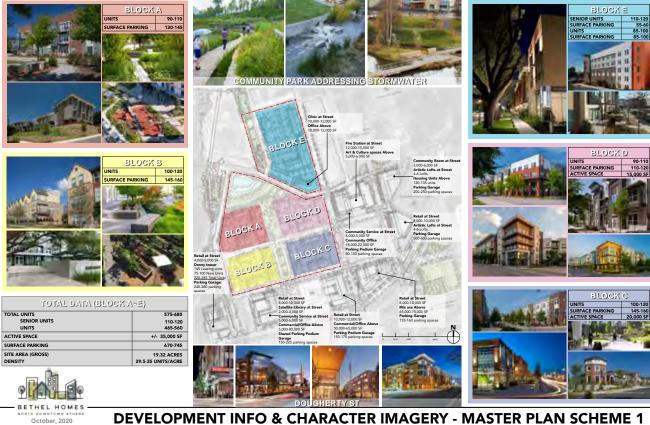
SITE OPPORTUNITIES & CONSTRAINTS - STORMWATER/ TOPOGRAPHY





October, 2020

**DRAFT CONCEPT MASTER PLAN - SCHEME 1** 

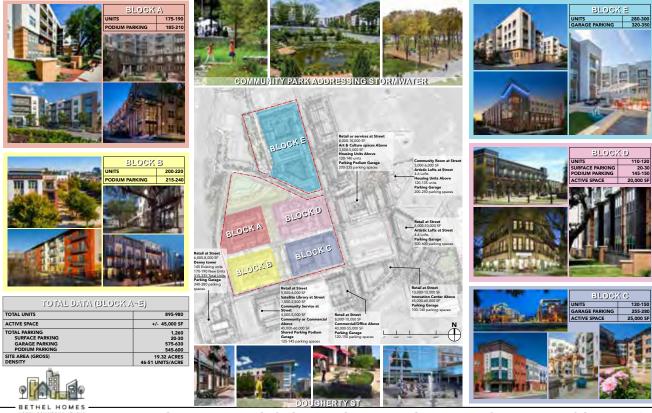


**DEVELOPMENT INFO & CHARACTER IMAGERY - MASTER PLAN SCHEME 1** 



October, 2020

**DRAFT CONCEPT MASTER PLAN - SCHEME 2** 



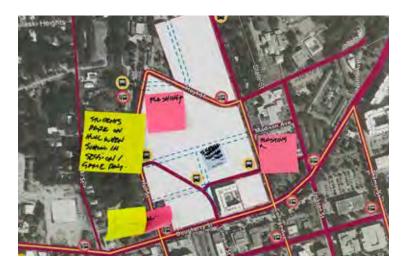
**DEVELOPMENT INFO & CHARACTER IMAGERY - MASTER PLAN SCHEME 2** 

Workshop boards

October, 2020











Open house board comments

172 North Downtown Athens Master Planning Study

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## COMMUNITY FEEDBACK

Transportation & Transit: • College Avenue's safety and walkability • Safe and covered bus shelters • Reconnect Bethel. Currently bus stops do not e

Community • Create safe school bus stops

### Sustainability & Green Strategie

- Drainage/ stormwater problem at the bo Hull – frequent floods problem
- Planning infrastructure for future adaptable
   energy
   Environment bioper Erro Statistics that combined
  - energy • Fawer and bigger Eco Stations that combine waste, recycling, and composting • Integration of stormwater management into strep

to renewable

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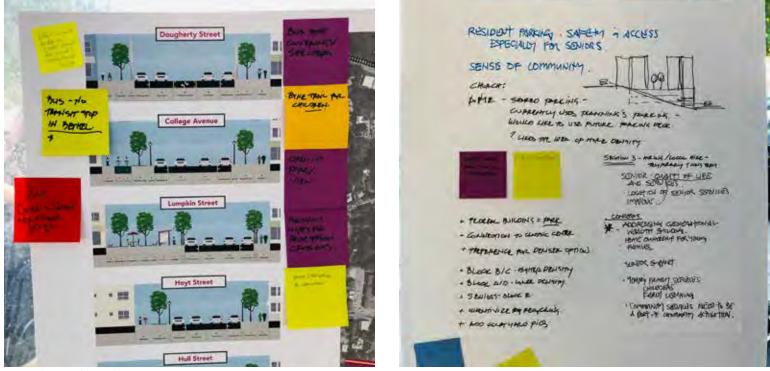
### Artiets & Neighborhood History:

 Integrate art and history into the con-Beintroduce the historic street grid
 Places and ensures within the









Open house board comments

# SIGN-IN SHEETS OCTOBER 11, 2020

## NORTH DOWNTOWN ATHENS/BETHEL HOMES REDEVELOPMENT PLANNING COMMUNITY INPUT OPEN HOUSE – SUNDAY, OCTOBER 11

First Name	Last Name	Email	Phone Number	Would you like to Join a Facebook aroup to further discuss midevelopment issidents and community mumbers?	Would you like to sign up for the North Downlown Newsletter to stay informed?	
Valerie	Sloan	damak atta	Steel-Westwork	Yes or No	Yes or No	
Barbara	Barnett.	& hand of the	1240/2512-007	Yes or No	Yesor No	1
Stephonie	Varnum	Division and the second	Canalina Las	Yes or No	Yes or No	1
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Smith	WILSON			Yes or No	Yes or No	
làmela	Brown	mark have shi ca	4 mo-107 3	Yes or No	(Yes)or No	1
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Jerry		0 0		Yes or No	Yes or No	1
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Kelly	Thomas		The ard-Men	Yes or No	Yes or No	1
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MICHAEL	SENG STER		Tre-sectors	Yes or No	Yes or No	1
Freda	Giles	Figurescales		Yes or No	Yes or No	
Jeff	Scarbringh	Later and shite	-	Yes or No	Yes or No	
Kayla	Willis	KARATONIA	and the second sec	Yes or No	Yes or No	1
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Katherine	Byrne	Sector and a local	11.46 ml 78.28	Yes or No	Yes or No	+
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Open house sign-in sheet, October 11, 2020

# SIGN-IN SHEETS OCTOBER 12,202

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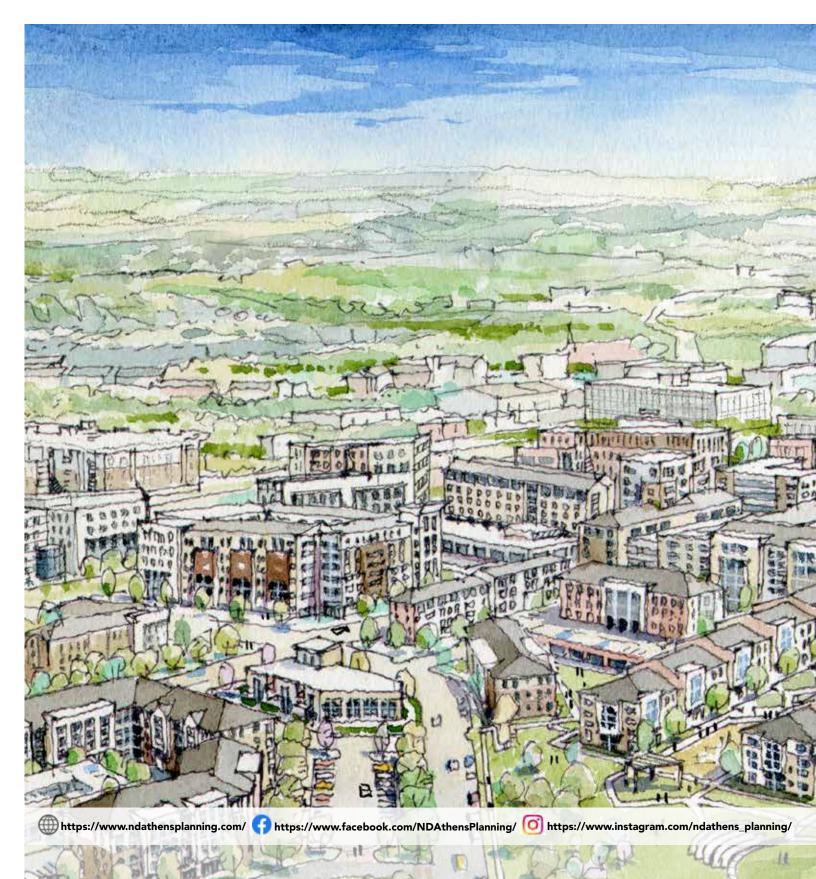
## NORTH DOWNTOWN ATHENS/BETHEL HOMES REDEVELOPMENT PLANNING COMMUNITY INPUT OPEN HOUSE - MONDAY, OCTOBER 12

First Name	Last Name	Email	Phone Number	Would you like to John n Facebook group to Jurther discuss redevelopment residents and community members?	Would you like to sign up for the North Downsown Newsletter Lo- stay (aformud?	
mimi	EllioH-Gouer	distances in the	1 (m. 1, 310)	Yes or No	Yes or No	pl
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Chris	Link	philoso, Lat. page Des alterns Esplis	and the loss	Yes or No	Yes or No	
Charlotte	Joiner	Charlest introduces	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Yes or No	Yes or No	
Alex	Law	and the second se	and a second second second second	Yes or No	Yes or No	1
Sarah	Hall	AG TE U STAR	423-195. (10)	Yes or No	Yes or No	
Christina	Wilcher	and the property of the	1100	Yes or No	Yes or No	
Taylor	Pigg	HARD DY MENER M		Yes or No	Yes or No	1
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Open house sign-in sheet, October 12, 2020







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Athens Housing

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