

**Submitted By:** Athens Cultural Affairs Commission  
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**Project Classification:** Social Well-Being  
**Project Focus:** Quality of Life  
**Project Type:** Bicycle or Pedestrian Improvements (Includes Greenway and Rail to Trails)

**Previously Submitted and Rejected:**  
**Continuation Project:** Yes - SPLOST 2011 21-Public Art Program

**Project Total Cost: \$ 5,239,000**

**Total Operating Cost: \$ 12,000**

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**Project Description:** The Jackson Street Art Walk project includes planning, design and construction of street and pedestrian improvements between Hoyt and Dougherty Streets to establish a pedestrian-oriented promenade showcasing permanent and temporary artworks. The project will create a new cultural destination for public art; and establish a new downtown community space for events and gatherings. Ultimately the art walk project will be created by and for Athenians as a forum to engage our diverse communities.

Street improvements may include but not limited to low impact design such as narrowing the existing roadway while accommodating 2-way traffic, incorporating permeable paving and bioretention stormwater systems. Pedestrian improvements may include but not limited to widened walkways, attractive paving, accessible cross-walks, curbless street sections, additional trees, seating, street furniture and amenities and art pads. In addition, the existing Lay Park parking area will be re-located and a new playground constructed in a safer location for children. The relocation of the parking area will also allow space for creating a new plaza area for art displays, structures and public gathering spaces. Landscape improvements will be added to enhance the downtown fire station setting and offer another location for future public art installations. The project scope includes a community-driven downtown public art plan that will integrate the Jackson Street Art Walk into a long-term vision for public art in the downtown area.

**Project Mission Statement/Goals & Objectives:** The goals and objectives for the Jackson St. Art Walk are to:

- showcase public art as a reflection of the creative, culturally diverse community of Athens in vibrant, attractive civic spaces

- create connections through art-based projects to link key cultural and recreational destinations
- build awareness and engage the public with art during everyday activities
- stimulate the vitality and economy of Athens-Clarke County with new and innovative development

This project will transform the Jackson St. corridor into a new downtown gathering space for public art and events. Incorporating a variety of spaces such as promenades, plazas, greenspaces, and play areas will foster social interaction and community events such as art fairs, cultural festivals, and related activities to bring communities together. The development will celebrate and display a wide range of creative exhibits, featuring local, community-based art and projects, to express our civic pride and to make Athens look like it feels: A creative, fun place to live, work and play.

The art walk promenade will provide residents and visitors safe and attractive connections to public art and recreational opportunities between the downtown area and the Lyndon House Arts Center, Lay Park and the future Creative Campus at Hotel Indigo. The new development and upgraded facilities will serve diverse communities including nearby low-income and minority residents. Multi-generational, ADA-compliant play opportunities will be incorporated to promote social connections and access for all. The improved bike and pedestrian routes, traffic-calming methods, additional trees and landscaping of the project will enhance the urban environment, and the health and well-being of residents.

This unique, outdoor venue for the arts will add a new family-friendly destination to the fabric of downtown to attract not only local residents from every neighborhood but tourists as well. Local businesses, tourism providers, developers and artists will benefit economically from the added attractions and events. These upgraded infrastructure investments will provide long-term and lasting social, environmental and economic benefits for all of Athens.

**Projected Useful Life of Project:** With proper preventative maintenance the road and pedestrian facilities have an expected life-span of 50 years. The playground replacement would last 20 years.

**To meet the Project Goals & Objectives, when should this project be completed?** The planning and design for the project would ideally be accomplished in the next 1-2 years to best coordinate with development of the Hotel Indigo Creative Campus development. Coordinating with the adjacent development could take advantage of potential shared construction opportunities.

Construction would ideally be accomplished in the next 4-5 years.

**The Leadership in Energy and Environmental Design (LEED) Green Building System compliance:** While no commercial or government buildings are planned for this project, LEED-based strategies that help reduce energy, water consumption, waste, pollution and CO2 at the city street scale will be incorporated. These strategies will in turn improve air and water quality and enhance the environmental health and quality of life in Athens. Such innovative improvements such as bioretention stormwater elements, permeable paving, recycle waste receptacles, recycled construction materials, additional shade trees, emphasizing ample, safe

and accessible pedestrian zones, and, water-conserving landscaping are a few examples of sustainable practices that may be employed in the final design.

**How will this project help meet the Public Safety, Basic Facilities/Infrastructure, and/or Quality of Life needs in Athens-Clarke County?** The Jackson Street Art Walk will improve the existing infrastructure of Jackson Street and Lay Park playground and parking area to substantially enhance the quality of life for residents and visitors of Athens. Significantly, the pedestrian safety improvements, ADA improvements, playground upgrades and access to public art will benefit disadvantaged downtown residents, particularly children and the elderly, who depend on in-town public services. These improvements will also benefit downtown businesses with upgraded public infrastructure to enhance the desirability of Athens as an attractive, creative and vibrant location for enterprise.

As a result of this project existing and future cultural institutions such as the Lyndon House Arts Center, Athens Visitor Welcome Center, Hotel Indigo Creative Campus and Lay Park will have new pedestrian-oriented connections and added public art components to interweave the arts and creative institutions into the fabric of daily life in Athens. Residents from other neighborhoods will also benefit from the additional family-friendly attraction in the downtown area. The new public space for the arts will promote an inclusive approach for equitable cultural opportunities and engage the community with interactive, accessible, and relevant activities.

The Jackson Street corridor improvements such as wide sidewalks, reduced physical barriers that improve access for the disabled, bike-friendly routes, and road design encouraging slower traffic speeds will improve the health and safety of all users. Encouraging alternative modes of transportation such as walking and biking will improve the air-quality and public health.

The project will implement action items identified in the Downtown Athens Master Plan (2013) to establish an art walk as an integral facility of the downtown conference, arts and entertainment venues. The project also fulfills the goals of the Public Art Master Plan (2016) to develop an art walk and cultural trail. The Jackson Street Art Walk will become a principle anchor for the overall cultural connections envisioned in the plan. New tourism and recreation opportunities, art fairs, construction projects and public art projects will be developed that will promote new jobs and the local economy.

**How is this Project recommended/included in any approved ACCGOV Land Use Plan, Master Plan, Study, Service Delivery Plan, Envision Athens, etc.?** The Athens Public Art Master Plan is a long-range plan that guides the public art vision, key projects and policies for the Athens-Clarke County Unified Government (ACCUG). The plan identifies the art walk as a primary project for the near-term work plan.

The Jackson Street corridor was also identified in the Athens Downtown Master Plan for improvement as a pedestrian-oriented greenway for showcasing public art and creating connections to important arts venues in the downtown area.

Implementation of this project will fulfill several objectives of the Envision Athens Action Agenda Plan as follows:

- ED4/Economic Development: Improve access to Downtown as everyone's neighborhood

- CE1/Civic Engagement: Create gathering spaces that are available and accessible to all
- AR3/Invigorating the Community - Arts & Culture: Promote, fund and implement a Public Art Master Plan
- AR4/Invigorating the Community - Arts & Culture: Create a public space and venue for the arts
- AR5/Invigorating the Community - Arts & Culture: Develop an inclusive approach to the arts
- AR6/Invigorating the Community - Arts & Culture: Identify barriers to inclusion and engagement in the arts

### Triple Bottom Line Impacts

**Positive Benefits for the Prosperity of Athens-Clarke County:** The arts are a magnet to attract tourists and new businesses that are important to the growth and success of the community. Bringing visitors to the area will drive spending to local businesses and help the Athens economy. This project will create a dynamic venue to support changing, temporary displays and a variety of art events to encourage repeat visits to the area and increase tourist related expenditures. The new arts development will help Athens compete economically to attract businesses. The art walk project will bring Athens on par with other communities that have built successful public art destinations as a means of economic revitalization such as Asheville, NC, and Macon, Columbus and Suwanee in Georgia. Chicago's Millenium Park has become a national model for the success of an artpark. The park attracts over 12 million visitors a year, becoming the most visited tourist destination of the city, and has demonstrated the demand for artparks is strong and growing in nationwide. The most visited tourist destination in Atlanta is the Georgia Aquarium with 2.5 million visitors per year.

Constructing the new streetscape will create additional, well-paying jobs in the construction sector. Local artists will have increased opportunities to benefit economically from the public art projects. The new venue will promote projects, art fairs and events that will not only bring visitors to the area, but also provide economic opportunities for vendors, crafters, media artists, designers, performers and community organizations.

SPLOST funding for this project can be leveraged with grant programs such as National Endowment for the Arts Our Town, ArtWorks, and Challenge America. Other funding sources including Georgia Dept. of Transportation; Georgia Council for the Arts; federal EPA grants; private foundations; and, corporate and business funds, etc. may also be applicable.

"The arts are beneficial to our economy as they create jobs, attract businesses, enhance our quality of life, advance the excellence of education, and inspire creativity among our citizens. Collectively, Georgia's creative industries represent 200,000 jobs, \$8 billion in wages and earnings, and \$29 billion in revenue. The creative industries account for 5 percent of all employment and 6 percent of all business revenue in the state." Nathan Deal, Leveraging Public Investment in the Arts The Role of Arts-based Economic Development Strategies in Georgia Communities

**Detrimental Impacts to the Prosperity of Athens-Clarke County:** There are no detrimental impacts to the prosperity of Athens-Clarke County

**Positive Benefits for our Citizens and Visitors:** The project will update aging street and parking infrastructure, and update an outdated playground to meet current standards and thereby reduce future General Fund costs. The construction of new sidewalks where none exist, as well as establishing improved accessible routes and connections to public facilities will enhance the safety and quality of life especially for the elderly, children and nearby low-income neighborhoods. The new playground will offer multi-generational recreational opportunities for children, adults, teens and the elderly. The new plaza will create civic gathering spaces for public events and celebrations. The project will appeal to families with children from all over Athens who may be more encouraged to visit the downtown area with the creative, playful facilities this project will offer.

Integrating public art and artist-designed facilities will enhance the creative culture of Athens and leverage local talent into the planning, design and construction of the new facilities. An inclusive approach to planning and design of the space, bringing together artists, neighbors, businesses and a broad cross-section of citizens of all backgrounds, will also lead to an environment that not only expresses the creativity of Athens as a community but also help build stronger social connections and understanding through the process.

**Detrimental Impacts for our Citizens and Visitors:** There are no detrimental impacts for Athens' citizens and visitors.

**Environmental Benefits, including but not limited to Positive impacts on existing Infrastructure/Systems:** Strategies that help reduce energy, water consumption, waste, pollution and CO2 at the city street scale will be incorporated. These strategies will in turn improve air and water quality and enhance the environmental health and quality of life in Athens. Such innovative improvements such as bioretention stormwater elements, permeable paving, recycle waste receptacles, recycled construction materials, additional shade trees, emphasizing ample, safe and accessible pedestrian zones, and, water-conserving landscaping are a few examples of sustainable practices to be employed in the final design. The added tree shade reduces solar temperature gain and improves air quality for the community. Innovative stormwater bioretention system may be incorporated into the street design to collect, retain and filter stormwater to reduce the negative environmental impacts. New sprinkler systems will be designed to conserve water and sustain appropriate native and drought resistant landscaping. Opportunities for integrating recycled materials will be implemented wherever possible.

**Detrimental Impacts for the Environment, including but not limited to Negative impacts on existing Infrastructure/Systems:** Major construction activities required for this project will have short-term negative affects from heavy equipment energy use, engine exhaust, noise, temporary road closures and increased water use for road construction. These effects would only occur during the period of construction.

**Positive/Negative Impacts on ACCGOV Departments, Agencies, or other Organizations, if not covered in one of the above questions:** No additional positive or negative impacts. All impacts are covered in above sections

## Project Costs

**Detailed project capital budget costs (to be funded from SPLOST 2020 only):**

<b>Project Costs (round to thousand)</b>	<b>Amount</b>
1. Land Acquisition / ROW / Easement:	\$ -
2. Design Fees: (Min.12% of New Const.; 14% of reno,; 16% for LEED proj.)	\$ 414,000
3. Miscellaneous Fees: (Min. Minimum of 3% of Construction Costs – used for permitting, etc. Utilize minimum of 10% if land acquisition if necessary.	\$ 104,000
4. Fixtures, Furniture, and Equipment (for a facility): A detailed estimate is preferred – but dependent upon the specific project, utilize at a minimum \$15 to \$20 per square foot.	\$ -
5. Construction:	\$ 3,447,000
6. Construction Contingency: (10% of the Construction line item)	\$ 345,000
7. Acquisition of Capital Equipment:	\$ -
8. Testing:	\$ 104,000
9. Project Management: (4% of the total budget line items above)	\$ 177,000
10. Project Contingency: (10% of the total budget line items above)	\$ 460,000
11. Public Art: Calculated at 1% of the Construction line item.	\$ 35,000
12. Other 1:	\$ -
13. Other 2:	\$ -
<b>Project Subtotal:</b>	\$ 5,086,000
14. Program Management (3% of Project Subtotal):	\$ 153,000
<b>SPLOST 2020 Project Total:</b>	<b>\$ 5,239,000</b>

## Operating Cost

### Total Annual Net Operating Costs when Project is complete:

*Only identify additional or net operating costs to be paid by ACCGOV. Identify the additional or net costs needed above ACCGOV's current operating budget to operate the requested project and any additional project related revenues that would be generated. Provide budget costs for each identified category below.*

Operating Costs (round to thousand)	Estimated Impact for Annual Operating Expenditures
<b>TOTAL PROJECTED REVENUES FROM PROJECT</b>	-
<b>PROJECTED EXPENDITURES</b>	
1. Personnel Costs: from Appendix A	-
2. Annual Utilities:	
• Gas:	-
• Electrical:	2,000
• Water:	1,000
• Sewer:	-
• Phone:	-
• Solid Waste Collection:	-
• Other:	-
3. Operating Supplies:	-
4. Equipment Maintenance:	-
5. Facility Maintenance:	3,000
6. Fuel:	-
7. Other: Landscape/grounds maintenance	6,000
8. Other:	-
9. Other:	-
<b>TOTAL EXPENDITURES</b>	12,000
<b>NET OPERATING COSTS OF PROJECT:</b>	<b>\$ 12,000</b>

## Project Financing

Is the proposed Project to receive funding from source(s) other than SPLOST 2020? No

## Project Site

Will the proposed Project require any land, whether existing sites, new site, easements, or Rights of Way? No



## Jackson Street Art Walks

### Conceptual Cost Estimate

11/10/2018

	Unit Price	Unit	Quantity	Sub-Total
<b>Park Amenity Improvements</b>				
Lighting	\$15,000.00	EA	6	\$90,000.00
Trash/Recycle Receptacle	\$1,750.00	EA	6	\$10,500.00
Solar Power Outlets in Pedestal	\$3,000.00	EA	6	\$18,000.00
Shade Structure Allowances	\$40,000.00	LS	2	\$60,000.00
Water Fountain	\$6,000.00	EA	1	\$6,000.00
Benches	\$1,750.00	EA	20	\$35,000.00
Signage Allowance	\$10,000.00	LS	1	\$10,000.00
Canopy Trees	\$475.00	EA	25	\$11,875.00
Understory Trees	\$325.00	EA	25	\$8,125.00
Shrubs and Perennials	\$35.00	EA	80	\$2,800.00
Pavers	\$150.00	SY	6000	\$900,000.00
Bollards	\$850.00	EA	100	\$85,000.00
Gateway Sign Structure	\$35,000.00	EA	1	\$35,000.00
Art Pads	\$125.00	SY	24	\$3,000.00
Tree Grates	\$3,000.00	EA	12	\$36,000.00
Playground	\$350,000.00	Ea	1	\$350,000.00
Parking Space	\$6,000.00	Ea	60	\$360,000.00
Swinging Bench	\$3,000.00	Ea	1	\$3,000.00
<b>Sub-Total</b>				<b>\$2,024,300.00</b>
<b>Construction General Conditions (7%)</b>				<b>\$141,701.00</b>
<b>Construction Overhead and Profit (10%)</b>				<b>\$202,430.00</b>
<b>TOTAL</b>				<b>\$2,368,431.00</b>

Project Cost Estimation Spreadsheet

<u>Project Identification</u>		Jackson St			
Description	See Scope to right		Proj. Type		
From Limit	Hoyt St		District		
To Limit	North Ave				
Notes					
Project Length	0.200 miles				

Scope:

<u>Cost Summary</u>		per mile	Yr. of Exp.	Inflated Cost	Total Program Cost
Preliminary Engineering	\$148,243	\$ 741,217	2016	\$ 163,438	\$184,685
Reimbursable Utility	\$49,414	\$ 247,072	2018	\$ 60,064	\$67,872
Right-of-Way	\$0	\$ -	2017	\$ -	\$0
Construction	\$988,289	\$ 4,941,445	2018	\$ 1,201,272	\$1,357,437
Total	\$1,185,947	\$ 5,929,734	Total	\$1,424,773	\$1,609,994

Construction Costs

Average Per Lane-Mile Components	Unit Cost	Miles	Add Lanes	Lane-Miles	Cost	Notes
Surface Str. New Cst. base & pave (lane mile)	\$436,445	0.20	2.00	0.4	\$174,578	
Surface Str. Widening base & pave (lane mile)	\$458,267	0.00	0.75	0	\$0	
Surface Street Overlay	\$100,000	0.00	4.00	0	\$0	
Surface Street Structural Overlay	\$150,000	0.00	0.00	0	\$0	
Cross Streets widening	\$458,267	0.00	0.00	0	\$0	
						check ratio - (traffic cont+e&s+earthwork) / const
						24%
Cross Street Overlay	\$50,000	0.00	1.00		\$0	
Traffic Control (mile)	\$150,000	0.20	1.00		\$30,000	
Typical Driveways (mile)	\$50,000	5.00	1.00		\$250,000	
Typical E & S Control Temp&Perm (mile)	\$200,000	0.20	1.00		\$40,000	
Typical Earthwork (mile)	\$750,000	0.20	1.00		\$150,000	
Typical Drainage - Urban Section (mile)	\$400,000	0.20	1.00		\$80,000	
Curb & Gutter both sides (mile)	\$264,000	0.20	1.00		\$52,800	
Typical Drainage - Rural Section (mile)	\$250,000	0.00	1.00		\$0	
Signing & Marking (mile)	\$100,000	0.20	1.00		\$20,000	
Typical Clear & Grub-120 ft wide (mile)	\$109,091	0.00	1.00		\$0	
Typical Guardrail (mile)	\$60,000	0.00	1.00		\$0	
20ft. Raised median +C&G (mile)	\$55,556	0.00	1.00		\$0	
Median landscaping/sod (mile)	\$50,000	0.20	1.00		\$10,000	
Sidewalks 5 ft. both sides (mile)	\$205,333	0.20	1.00		\$41,067	
					\$0	
					\$0	
Subtotal					\$848,445	
Additional Per Mile Components	Unit Cost	Length	factor (# lanes)		Cost	Notes
Add'l Major Earthwork (mile)	\$500,000	0.00	1.00		\$0	balance,waste or borrow?
Add'l Major Drainage (mile)	\$150,000	0.00	1.00		\$0	parallel stream?
Add'l Major Grade changes (mile)	\$350,000	0.00	1.00		\$0	MOT?, tie ins?
Major alignment corrections (mile)	\$750,000	0.00	1.00		\$0	
Maint of Traffic difficulty (mile)	\$150,000	0.00	1.00		\$0	
Precast barrier Method 3 (ft)	\$100	0.00	1.00		\$0	
Add'l guardrail (mile)	\$40,000	0.00	1.00		\$0	
Paved Shoulders, 2 ft, both sides(mile)	\$50,000	0.00	1.00		\$0	
Asphalt Leveling (lane mile)	\$25,000	0.00	1.00		\$0	
Asphalt Patching (lane mile)	\$60,000	0.00	1.00		\$0	
Bikeway, 4 feet, both side (mile)	\$305,511	0.00	1.00		\$0	in road or side trail?
Add'l driveways (mile)	\$75,000	0.00	1.00		\$0	tie ins? ADA? MOT?
Cl. B Conc. Base or pvmt widening (mile)	\$50,000	0.00	1.00		\$0	
blank	\$0	0.00	1.00		\$0	
Special E&S control	\$0	0.00	1.00		\$0	
Lighting/Streetscaping (mile)	\$250,000	0.20	1.00		\$50,000	
					\$0	
Subtotal					\$50,000	
Individual Components	Unit Cost	Length (ft)	Width (ft)	Ht (ft)	Cost	Notes
Retaining Walls - Gravity 0 - 5' (LF)	\$350	0			\$0	
Retaining Walls-Gravity 5'-max (LF)	\$800				\$0	P- Walls
Retaining Walls-Special Design(SF)	\$80	0		20	\$0	MSE, CIP or Tie Bk
Bridges - widen (SF) typical	\$175	0	0		\$0	hydraulics?
Bridges - widen (SF) over water, RR	\$250	0	0		\$0	
Bridges - replace (SF) typical	\$125	0	0		\$0	Fed. or local funding? Staging?
Bridges - replace (SF) over water, RR	\$175	0	0		\$0	grade change reqd?
Bridges - detour (SF)	\$75	0	0		\$0	close road?
Bridge - Demolition & Removal (SF)	\$50	0	0		\$0	
Cofferdams (ea)	\$50,000	0			\$0	
Box Culverts (SF) Extend	\$150	0	0		\$0	Use culvert length and width (plan view)
Box Culverts (SF) New	\$100	0	0		\$0	Use culvert length and width (plan view)
Large cross drains (LF)	\$100	0			\$0	
Replace cross drains (LF)	\$150	0			\$0	
Sediment/ detention ponds (ea)	\$150,000	0			\$0	
Pavement patching (Sq yd)	\$25	0.00	1.00		\$0	
Special Fencing/Lighting on Bridges (lf)	\$2,200				\$0	
Traffic Signalization / Upgrade (ea)	\$200,000	0			\$0	
Subtotal					\$0	
Total Construction Cost					\$898,445	

83%

Right-of-Way Costs

Area Type	Unit Cost (acre)	Miles	Width (ft)	Acres	Cost	Notes
Urban Residential	\$750,000	0	0	0.00	\$0	
	\$750,000	0	0	0.00	\$0	
Urban Commercial	\$1,500,000	0	10	0.00	\$0	
	\$1,500,000	0	0	0.00	\$0	
Suburban/Rural Residential	\$500,000	0	0	0.00	\$0	
	\$500,000	0	0	0.00	\$0	
Suburban/Rural Commercial	\$750,000	0	0	0.00	\$0	
	\$750,000	0	0	0.00	\$0	
Displacements		Number	factor			
Residential	\$250,000	0	1.00		\$0	
Business	\$1,500,000	0	1.00		\$0	
Damages	\$0	0	1.00		\$0	
ROW multiplier					1.65	
Total Right-of-Way Cost					\$0	

0%

Reimbursable Utility Costs

See Database Tab notes at bottom						Notes
					\$ 44,922	Default set at 5% const. minimum
Total Reimbursable Utility Cost					\$44,922	

4.17%

Preliminary Engineering Costs

PE %	15%	Total Preliminary Engineering Cost	\$134,767
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12.50%

Contingency Costs

Contingency %	10%	Total Contingency Cost	\$107,813
		Total (PE+Util.+ROW+CST)	\$1,078,134



# JACKSON STREET ART WALK - EXISTING CONDITIONS





## JACKSON STREET ART WALK – EXISTING PHOTOS



View of Jackson Street looking towards Lyndon House



View to Lyndon House, Playground and Fire Station #1



View to playground, parking area and Lay Recreation Center



# JACKSON STREET ART WALK – CONCEPTUAL VISION

