athens-clarke county

CORRIDOR STUDY

PRINCE AVENUE

February 2, 2012

Prepared by the Athens-Clarke County Planning Department

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INTRODUCTION

A. Project Origination, Delegation, Purpose & Scope

The purpose of this planning study is to evaluate unique local conditions that affect both the function and appeal of Prince Avenue – one of Athens-Clarke County's most significant community corridors. The term "corridor" underscores an attention to both the thoroughfare and the land that surrounds it, as the entwined relationship between land use and transportation merits a coordinated consideration. The studies make recommendations to guide the development of public policies - regulatory and incentive-based - designed to enhance and conserve the future quality of these corridors.

A.1 Background / Overview

In late 2008, the Mayor and Commission of Athens-Clarke County requested that the Planning Department conduct corridor studies for two primary gateway corridors leading into downtown Athens: Prince Avenue and Oak/Oconee Streets.

Prince Avenue, which extends westward from the northwest corner of Downtown Athens to the SR10 Loop, and Oak/Oconee Street, which extends eastward from the southeast corner of Downtown Athens to the SR10 Loop, are two significant urban corridors within Athens-Clarke County. Together, the Prince Avenue and Oak/Oconee Street Corridors are at a stage in their histories to mutually benefit from a coordinated approach to transportation planning. Both corridors are facing significant development pressures in the near term. The inevitable growth in these areas needs to be guided by programs and policies designed to produce future sustainable residential and commercial development and to protect natural and cultural resources. The goal of the Prince Avenue Corridor Study and the Oak/Oconee Street Corridor Study is to provide a base for growth management policies and programs to address current and future transportation needs and guide appropriate development along these corridors.

The Planning Department began these studies by evaluating existing conditions along each corridor and also by revisiting the results of previous smaller-scale planning efforts (including those developed in 2004 by CAPPA - a Community Approach to Planning Prince Avenue) in order to assemble a list of initial observations and recommendations.

Terminal boundaries were established where each corridor intersects Loop 10 and the downtown grid, incorporating a depth of one block on either side of the corridor into the study area. During the initial inventory, Planning Staff oversaw students from two undergraduate design classes from the University of Georgia Landscape Architecture program. These students prepared field surveys of several corridor features: building heights, materials, fenestration, land use, lighting, signage, parking, driveways, sidewalks, etc. Planning Staff presented this base inventory along with information about pertinent regulations, studies and proposals affecting the corridors at a public hearing in April 2009. A community input survey collected feedback at this meeting and an online survey was available over the ensuing months.

Staff reviewed the public input and began to further analyze the corridors in nine specific areas that evolved as organizing elements as a result of public input and staff observations:

- Demographics
- Land Use
- Protection of Resources
- Stormwater Management
- Development Form
- Right-of-Way Design
- Transportation
- Parking
- Lighting & Signage

These elements have become the main “chapters” of each study and are specifically defined below in Section II - Project Overview. They will be referred to as “Areas of Focus” throughout the studies.

A.2 Community Collaboration

One of the intended outcomes of the Master Planning process for the identified corridors is to organize input from the institutions, businesses, property owners and residents located within each corridor study area.

In the case of Prince Avenue, these planning partners include:

- Athens-Clarke County Unified Government (Planning Department; Transportation & Public Works Department; Public Utilities Department; Central Services Department; Transit Department)
- Athens Regional Medical Center
- Boulevard Neighborhood area residents
- Cobbham Neighborhood area residents
- Four churches
- Georgia Department of Transportation (GDOT)
- Georgia Power
- Normaltown area residents
- Numerous private businesses, including banks, medical practices, restaurants, and other retail establishments
- Piedmont College
- The University of Georgia

By actively engaging these institutions, businesses, property owners and residents directly in the preparation of these Corridor Studies, the results of each study will be comprehensive and equitably developed. In so doing, it is hoped that broad-based support for the implementation of the subsequent work elements will be readily available. Such support will need to take many forms in order for the goal of the Corridor Studies to be realized.

PROJECT OVERVIEW

A. Boundaries of Study Area

Prince Avenue has served as a primary east-west thoroughfare for Athens for more than 200 years. This corridor is flanked by two historic in-town neighborhoods, and presently is home to the Athens Regional Medical Center, Piedmont College, several churches, and numerous regional and local-scale businesses. The establishment of the Athens campus for the Medical College of Georgia/University of Georgia Medical Partnership on the former U.S. Navy Supply Corps School campus has refocused attention on the future of the entire Prince Avenue corridor.

The Prince Avenue study area includes an area a block deep directly along the corridor from the intersection of West Dougherty Street with North Hull Street, west to the intersection of Prince Avenue with the Athens Perimeter. The parcels within this one block deep area are the main focus of the study, however, the inventory process included surrounding parcels and data was recorded for significant features not located directly on the corridor.

B. Review Process

The corridor study review process began with the development of the nine Areas of Focus (as defined in Section B.2). Specific corridor elements were inventoried within each Area of Focus (as described in Section B.3), and existing conditions along the corridor and within immediately adjacent neighborhoods were recorded. The inventory findings were analyzed and specific character areas were identified along the corridors, mainly determined by the existing development form. Successful areas, areas of concern, and areas of potential growth were identified within these character areas, and recommendations and strategies for improvement have been proposed based on the analysis.

B.1 Initial Task List

The initial task list developed for the studies and served to guide the development of the study document:

1. Identify inventory needs.
2. Inventory existing conditions.
3. Identify distinct sub-areas or segments along each corridor.
4. Develop goal- or objective-oriented observations of specific strengths and areas of concern for entire corridor and for distinct sub-areas, drawing upon existing resources, public input, and planning staff impressions.
5. Analyze data and inventory information to provide support for or against observations.
6. Draft preliminary findings that include potential strategies, policies, regulations, and/or additional studies to accomplish the goals & objectives identified in the observations.
7. Develop supportive graphics, diagrams, and mapping to illustrate findings and recommendations.
8. Refine, modify, add and/or eliminate preliminary observations, analysis, and findings in response to input from elected officials, Planning Commission and the public.
9. Draft a three-tier implementation schedule [(short-range 0-3 years), mid-range (3-5 years), and long-term (5-10 years)] for recommended policies, regulations, and/or additional studies.

B.2 Areas of Focus

The following nine areas evolved as organizing elements of the corridor studies after reviewing public input and staff observations. These elements have become the main "chapters" of each study and are specifically defined below.

1. Demographics
   The Demographics section describes various population characteristics of Athens-Clarke County's residents, workers and businesses. When available, data for these characteristics was assembled for the particular corridor area being studied, as well as those of comparison areas to aid in the analysis. Primarily collected by federal agencies such the U.S. Census Bureau and the Bureau of Labor Statistics, demographic information covers a range of topics including population characteristics, household demographics, employment status, commuting patterns, geographic distribution, and other relevant statistics.

   The demographics section references U.S. Census data information. If 2010 Census data was available at the time of the study, that data was used. Otherwise, the most recent available Census data was referenced.

2. Land Use
   This section examines the existing land uses along each corridor and how they relate to surrounding uses, current zoning and development standards, and the recommendations for future land use approved in 2008 as part of the adopted Athens-Clarke County and The City of Winterville Comprehensive Plan. The Land Use section takes a broad view of the current and future uses along the corridor. Several of the comments and strategies mentioned are related to land use, but they are covered in further detail in another section when appropriate (parking, for instance).

3. Protection of Resources
   Historic Districts and Landmarks, Cultural Assets and Environmental Resources within the study areas are examined in this section. These existing resources play an integral role in the community perception, commercial success, and aesthetic appeal of a corridor and should be considered carefully when making recommendations pertaining to development form, right-of-way design, and general development standards.

4. Stormwater Management
   Stormwater management facilities have the ability to either enhance or challenge development along a corridor, especially if the topography is such that the stormwater facility must be located adjacent to the right-of-way. Our development codes should guide the arrangement of buildings, parking, landscaping, stormwater management facilities and other utilities so that the intended development form can be achieved in a cost-effective and aesthetically pleasing manner. When these elements are not considered equally during site planning, stormwater management can become an afterthought, resulting in constructed facilities that are not consistent with desired development forms.

5. Development Form
   A brief history of the corridor is described in the Protection of Resources section, helping to explain how development progressed through time, resulting in the forms we see today. This section examines the existing development form and formulates potential strategies for either balancing valued existing conditions along the corridor with development forms permitted by current zoning, or for encouraging new development along the corridor in unsuccessful areas, depending on the nature of existing development.

6. Right-of-Way Design
   Corridor elements that are located within the publically-owned right-of-way, such as crosswalks, sidewalks and utilities are discussed in this section. Topics covered also include travel and turn lane configuration, right-of-way ownership and maintenance, and driveway configuration.

7. Transportation
   This section reviews the various transportation modes utilized along a corridor: personal vehicle, public transit, bicycle, pedestrian. Connectivity with other existing transportation routes is explored, as well as safety separation between incompatible users such as pedestrians and vehicles.

8. Parking
   The Parking section analyzes existing conditions and existing code requirements and examines the potential for shared parking lots, access drives and structured parking. Design standards for parking lots are discussed, including vegetative screening and location of parking areas in relation to the right-of-way and building placement.

9. Lighting & Signage
   Athens-Clarke County adopted the most recent sign ordinance in 2005 and a lighting ordinance in 2009. Both of these ordinances have been successful tools, helping to guide signage size and placement and to regulate light intensity and trespass. The placement and size of signage and the placement and quality of light can either impair or greatly augment the visual experience along a corridor for all types of corridor users. This section identifies areas of potential improvement for lighting and signage.

B.3 Description of Review Categories

Content for each Area of Focus is divided into three main categories, as follows:

1. Observation
   This category includes information gleaned during the inventory process. It contains data from previous studies along the corridor, applicable Vision Statements, Issues and Opportunities from the Comprehensive Plan, relevant responses from the public survey taken in 2009 and general comments and observations made by Staff prior to a full analysis of the field data. The

topics covered in the Observation category are fairly consistent throughout the Areas of Focus.

2. Analysis
   Topics covered during the Analysis phase vary per Area of Focus. For instance, the Analysis category in the Parking section explores "Shared Parking & Access Drives" and "Landscaping & Materials". The Analysis category in the "Protection of Resources" section communicates information regarding "Cultural Assets" and "Greenspaces". During Analysis, Staff studied the data gathered during the Observation phase and came to some general conclusions about the condition of various aspects of the corridors.

3. Potential Strategies
   The strategies and recommendations proposed for the Areas of Focus vary from specific, smaller scale development guidelines (such as recommendations for landscape buffers in certain areas) to larger scale modifications of overall corridor zoning (such as a recommendation for a zoning overlay in which ground floor residential is permitted within a commercial zone). Several of the recommendations call for further study regarding an item in order to justify a potential initiative.

C. Summary of Initial Findings

After completion of the initial analysis period, collection of additional data, and review of related local studies and planning documents, Planning Staff developed a set of preliminary observations and conclusions, described below. These were refined and developed into potential strategies and organized according to generalized timeframes suggested for implementation. These Strategies are organized into Short-Term (0-36 months), Mid-Term (3-5 years), and Long Range (5+ years) implementation categories.

General Strategies based on Observations & Conclusions

Short-Term

1. A new zoning category, "Commercial-Neighborhood Established" may be warranted for Prince Avenue to more closely align development regulations—both for form and use—with existing resources and community growth goals. This new zone would serve to address likely development pressure and its associated impact on adjacent neighborhoods. Uses modified under the CNE Zone include ground floor residential uses, medical facilities, restaurants and bars, and drive-through facilities.
2. Development of a "residential transition" buffer or overlay area at the rear of the corridors' dual frontage parcels would provide incentives and protections for more compatible transitions between commercial development and residential neighborhoods, including the allowance of ground floor residential in this area when developed following specific design criteria. Accessory dwelling units, residential above commercial and medium density residential uses are three separate density strategies that may be appropriate in different areas of the corridor.
3. Develop a detailed, master streetscape plan along all segments of Prince Avenue that coordinates utility placement under wide sidewalks, street tree plantings and planters, retaining walls, improved crosswalk design, and other pedestrian amenities such as appropriately scaled lighting and signage.
4. Continue to support opportunities for increased density, both in the resident and employment populations. Increases in transit frequency and neighborhood-oriented and scaled businesses both require greater residential densities to sustain these services.
5. Required minimum parking standards should be relaxed in order to encourage flexible commercial use of small tenant spaces as these units tend to serve neighborhood-oriented local business that generate a higher ratio of pedestrian, cyclist and transit trips.

6. Future modifications to Prince Avenue to improve its multi-modal functionality may warrant the reconsideration of local control of right-of-way from Milledge Avenue to the 10 Loop.

Mid-Term

7. Conduct traffic circulation analysis for the corridor. Such analysis may result in lane configuration changes, signalization changes, operational intersection improvements, and enhanced pedestrian facilities including mid-block crosswalks.
8. Conduct an inventory of the structures on the former Normal School/Naval Supply Corps School campus, and the Piedmont College Campus, for addition to the Potential Local Designation Study List. Review the Planning Department's list of properties for Local Designation that are not already on the Potential Designation list. Add whichever properties that are found worthy of designation to the Potential Designation list from the Comprehensive Plan.
9. Establish stronger Greenspace connections. Prince Avenue does not have any pocket parks or public greenspaces immediately adjacent to the corridor. Better wayfinding and landscaped visual connections to nearby publicly accessible greenspaces at Bishop Park and on the ARMC campus would improve access to this amenity use from the corridor. Likewise small neighborhood greenspaces on Hill Street (Piedmont College lot) and on Barber Street at Boulevard are in various stages of planning. While neither of these examples are directly on the corridor, improvements in the clarity and comfort of pedestrian ways between these spaces and Prince Avenue should enhance greenspace accessibility overall. Opportunities to work with Study Area property owners to create semi-public greenspace areas should also be pursued.
10. Accommodate bike routes along, across, and/or through the Study Area.
11. Develop a program for installing tree canopy on both public and private properties along the corridor, and for protecting and enhancing areas with existing trees.
12. Existing corridor conditions merit the exploration of "stormwater overlays" that may include design guidelines for facilities along streets, an incentive program for retrofitting properties, Low Impact Development design criteria, and development of regional stormwater facilities.

Long Range

13. Coordinate with major employers such as the University of Georgia to maximize housing opportunities for employees in corridor neighborhoods, similar to "Live Near Your Work" programs in the states of Maryland and Delaware and the city of Minneapolis.
14. A combination of creative financial strategies ranging from Business Improvement Districts to tax incentives to specific implementation funding sources (e.g. grants, Federal and/or State programs, etc.) needs to be developed in order to incentivize private sector participation supporting the redevelopment of the corridor.

PRINCE AVENUE CORRIDOR STUDY

Refer to Section II.B.2 for a brief overview of the Areas of Focus listed below.
Refer to Section II.B.3 for a summary of the review categories covered under each Area of Focus.

A. Demographics

Where people live and work, how and where they recreate, the kinds of jobs they have and how they flow into and out of Athens-Clarke County all have a direct impact on the character of the corridors in our community. Because decisions about planning initiatives affect human interests and activities, demographic and economic data are collected and studied as part of the planning decision-making process. The Demographics section describes various population characteristics of Athens-Clarke County's residents, workers and businesses, those characteristics of the particular corridor areas under study, as well as those of comparison areas to aid in the analysis. Primarily collected by federal agencies such the U.S. Census Bureau and the Bureau of Labor Statistics, demographic information covers a range of topics including population size, sex, age composition, household characteristics, geographic distribution, and other relevant statistics.

The Economic Profile and Market Trend Analysis chapter of the Navy Supply Corp School Reuse Plan provides an extensive review of demographic and market trends for Athens-Clarke County as a whole and has been included as an appendix to supplement this chapter's focus on the Census Tracts adjacent to the study area.

A.1 Observation

Comprehensive Plan

Issues:

1. The community lacks workforce development coordination between employment and training and needs a substantial increase in moderate income jobs.

2. Athens-Clarke County needs to conduct periodic analyses and assessments of housing. Perform periodic renter/home ownership survey—rents, new home prices, resale values, condos vs. real property, etc.
3. Athens-Clarke County needs to increase the percentage of owner-occupied housing.
4. Athens-Clarke County needs to enable aging-in-place and protect residents from the negative effects of gentrification. Athens-Clarke County should review taxing mechanisms and other policies to address gentrification.

Opportunities:

1. We will preserve our diverse population by encouraging a mixture of housing types and uses.
2. Sustainable development should achieve a balance that satisfies the community's housing, recreational, educational, commercial, and industrial needs.

Policies:

1. Promote opportunities for Athens-Clarke County to assist local small businesses and entrepreneurs through programs such as the Georgia Department of Community Affairs (DCA) Opportunity Zone program and redevelopment strategies such as Tax Allocation Districts.
2. Investigate standards whereby accessory dwelling units may be integrated with owner occupied housing in Single Family (RS) zones.
3. A mix of housing types, including workforce and life-cycle housing, will be encouraged.
4. Athens-Clarke County will support higher densities in urban areas.
5. Support development in areas currently served by public facilities.
6. Identify goals and ideal percentages for development types that will ensure balance and economic viability.

<u>Community Corridor Survey Input</u>

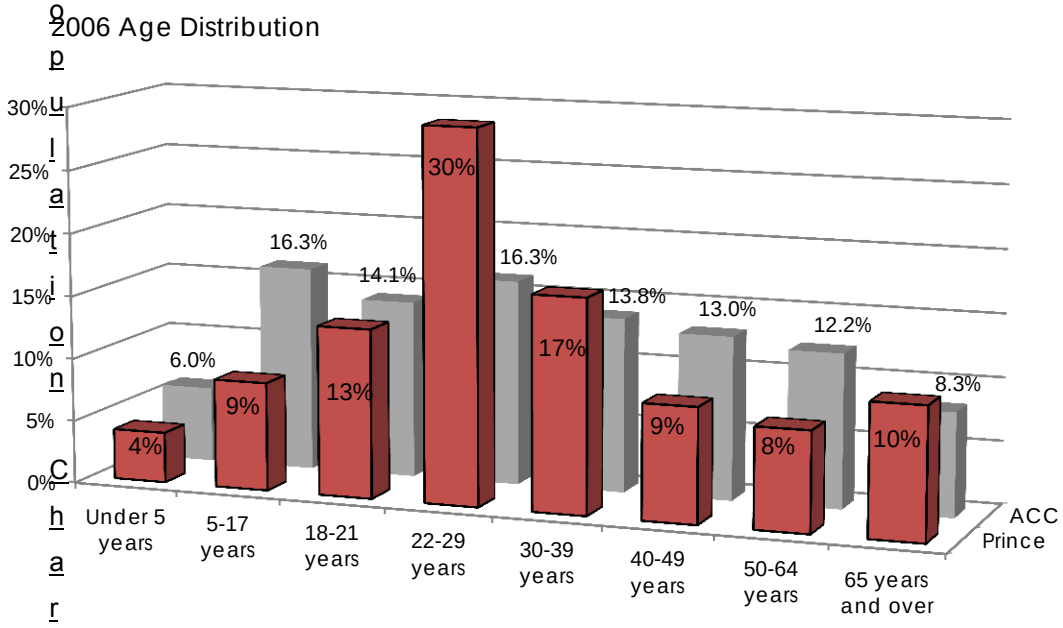
1. Local businesses targeting local, neighborhood clientele are repeatedly expressed as desirable.

<u>Staff Comments</u>

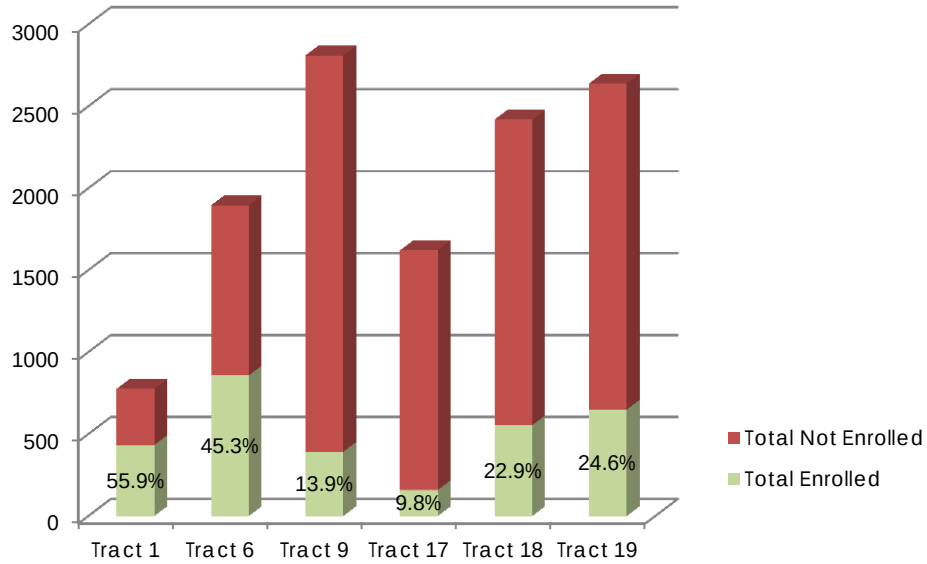
1. Establishing an accurate picture of the corridors' demographic characteristics may be helpful in demonstrating latent demand for (or excess supply of) specific uses, markets or types of development as well as for transportation options along and adjacent to the corridors.
2. High rates of residential mobility along and adjacent to the corridors relative to other areas of Athens-Clarke County may indicate target areas for educational marketing materials related to community services and codes.
3. An examination of housing density, as well as the variety of housing and occupancy types, may reveal trends that support or deter the attainment of corridor goals. As a preliminary note of concern, staff questions whether the housing densities typical of neighborhoods surrounding both corridors are sufficient to support frequent transit service or diverse, neighborhood-scaled retail sales and services. Increasing density in order to support these and other often cited compact, "walkable-community" growth goals presents a number of transportation, urban design, and architectural compatibility challenges.
4. A review of the employment sectors concentrated on both corridors may provide insight into commute times, employment opportunities, and corridor-specific business growth targets.
5. Demographic information regarding typical commute durations and methods may reveal useful alternative transportation and live-work proximity information about corridor neighborhoods relative to the larger area and region. With two of ACC's largest employers (UGA and ARMC) located on or at the terminus of the Prince Avenue corridor, conflicting commute priorities within the community and region are evident from the community input about future modal improvements. This demographic information should support both the Transportation and Right-of-Way Design analyses.

A.2 Analysis

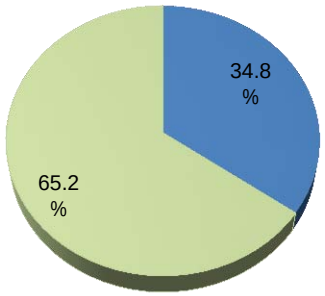
Population Chart

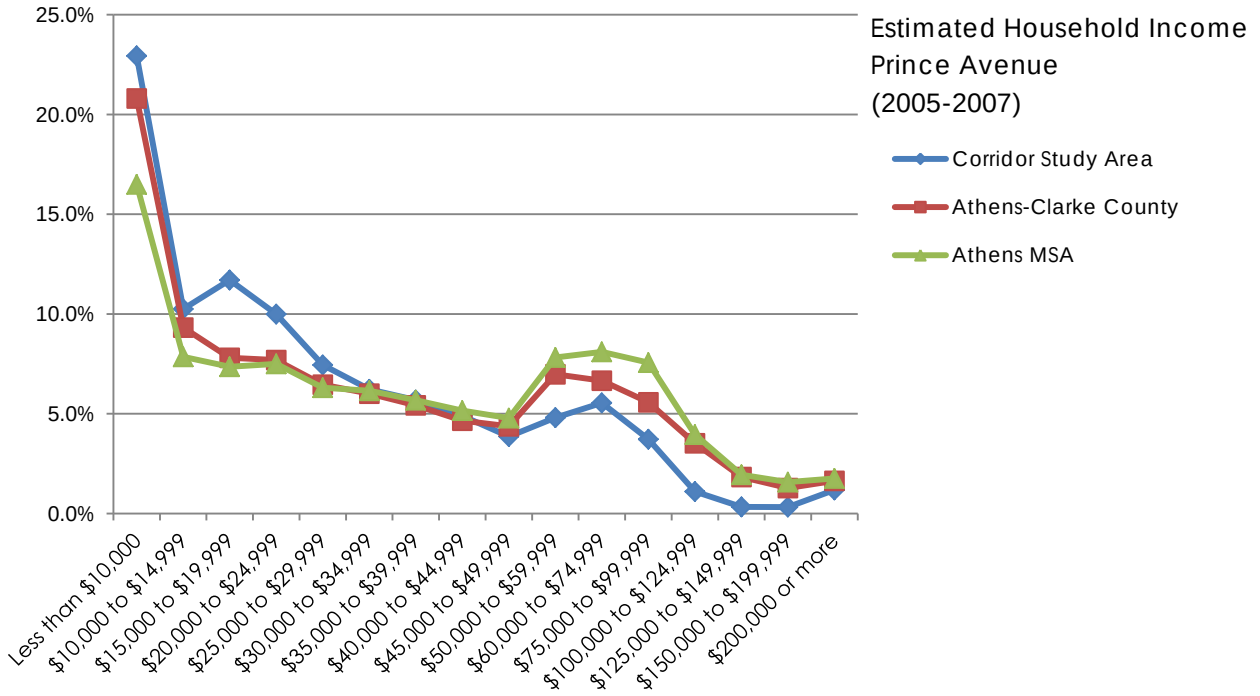


2000 College Enrollment: Population 18 Years and Older



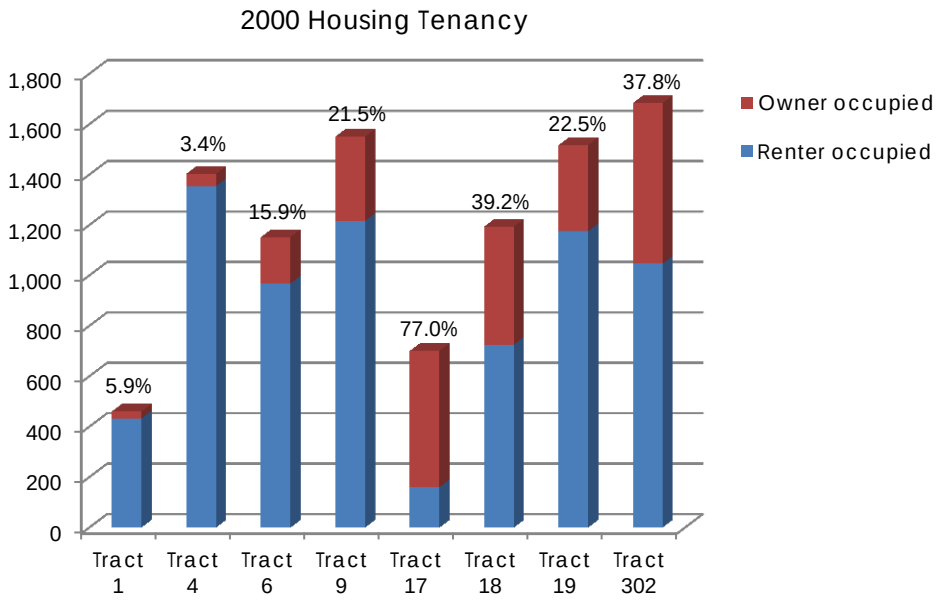
Overall Enrollment in ACC

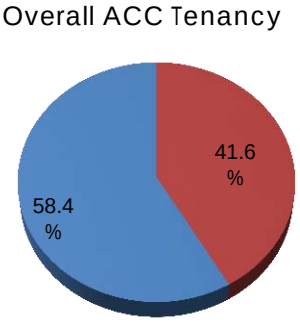




The comparative household income data for the Prince Avenue Corridor study area (see above) indicates that, even though approximately one-third of the households have incomes below $15,000, approximately 20% of the study area households have incomes of $60,000 or more. The breadth of this income distribution parallels that of Athens-Clarke County as a whole. Further, the relative financial stability of the residential areas surrounding this corridor will assist greatly in the realization of the goals for that corridor.

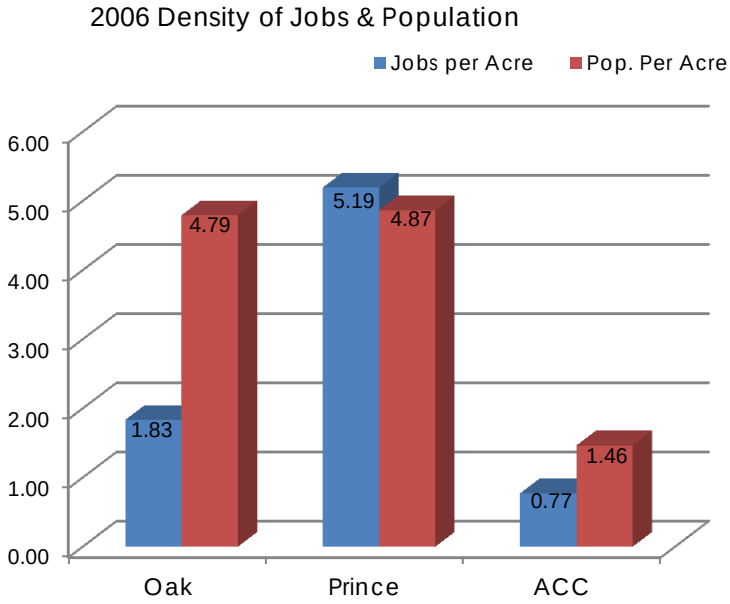
Housing Characteristics

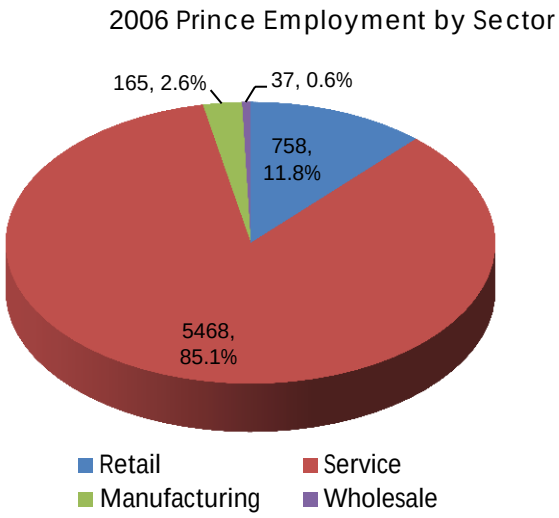




PRINCE AVE. CORRIDOR DENSITY (2000 US Census)	Tract 1 BG 1	Tract 6 BG 2	Tract 9 BG 3	Tract 17 BG 2	Tract 18 BG 1	Tract 18 BG 2	Tract 18 BG 3	Tract 19 BG 1	Tract 19 BG 2	Tract 19 BG 3	TOTALS
Area (Land) (acre)	215.72	135.54	69.33	293.11	183.59	90.54	240.92	94.92	293.07	276.79	1893.51
Area (Land) (square mile)	0.34	0.21	0.11	0.46	0.29	0.14	0.38	0.15	0.46	0.43	2.96
Population Count (100%)	819	799	738	527	813	1009	945	403	1214	1463	8730
Housing Count (100%)	508	461	414	159	421	305	533	223	664	749	4437
Gross Housing Density (units/acre)	2.35	3.40	5.97	0.54	2.29	3.37	2.21	2.35	2.27	2.71	2.34
Population Density (persons/sq. mile)	2429.85	3772.80	6812.67	1150.71	2834.13	7132.64	2510.35	2717.26	2651.14	3382.83	2950.71

Employment Characteristics





Top Occupations in 2000 for Residents of Prince Avenue Corridor Census Tracts (out of 33 categories):

1 Food preparation and serving related occupations	16.8%
2 Production occupations	10.5%
3 Sales and related occupations	9.5%
4 Education, training, and library occupations	9.1%
5 Office and administrative support occupations	9.0%

Medical-Related Occupations:

16 Health technologists and technicians	1.7%
17 Healthcare support occupations	1.4%
18 Health diagnosing and treating practitioners and technical occupations	1.2%

Density Thresholds for Support of Growth Goals

1. Thresholds for supporting neighborhood retail—Rutgers University Model
   a. Research suggests that densities of seven units per acre or higher are needed to support a small corner store; a small supermarket requires 18 units per acre.[1]
2. Thresholds for transit
   a. A **minimum level** of local bus service (20 daily bus trips in each direction or one bus per hour) is often provided in residential areas averaging 4 to 5 dwelling units per acre. Typically, these residential densities correspond to gross population densities of 3,000 to 4,000 people per square mile. This level of bus service is suitable for non-residential concentrations of activities in the range of 5 to 8 million square feet of floorspace, occasionally lower. An **intermediate level** of local bus service (40 daily bus trips in each direction or one bus every 1/2 hour) is often provided in residential areas averaging 7 dwelling units per acre (5,000 to 6,000 people per square mile) and for nonresidential concentrations of activities from 8 to 20 million square feet. A **frequent level** of local bus service (120 daily bus trips in each direction or one bus every ten minutes) is often provided in residential areas averaging 15 dwellings per acre (8,000 to 10,000 people per square mile) and for non-residential concentrations of activities from 20 to 50 million square feet. [2]
   b. The density measurement of 6,400 persons per square mile is equal to 10 persons per acre gross. That density can be suitable for an intermediate level of public transit service (1 bus every half hour) under present-day conditions and assumptions.[3]
   c. Higher employment densities facilitate the delivery of transit services as well. Generally, the threshold for local bus service is 50 to 60 employees per acre.[4]

A.3 Potential Strategies

Increasing Density: Jobs, Housing, Population

1. Continue to support opportunities for increased density, both in the resident and employment populations. Accessory dwelling units, residential-above-commercial (vertically mixed) development, and medium density residential use buffers between corridor commercial uses and existing neighborhood residences are three separate strategies to increase residential density immediately along the corridor that may be appropriate in targeted areas of the corridor.

Employment

1. Support the growth of small and neighborhood-oriented businesses that can employ nearby residents and generate walking, biking and transit trips along the community.
   a. Allow minimum parking reductions or eliminations for qualifying businesses (based upon maximum tenant square footage and/or the implementation of transportation demand management strategies.
2. Incentivize employer clean commute reward programs.
3. Coordinate with major employers such as Athens Regional and future UGA Medical Campus to maximize housing opportunities for employees in corridor neighborhoods, similar to Live Near Your Work programs in the states of Maryland and Delaware and the city of Minneapolis.

[1] *Designing for Transit: A Manual for Integrating Public Transportation and Land Development in the San Diego Metropolitan Area. July 1993.*
[2] Institute of Traffic Engineers (1989), *A Toolbox for Alleviating Traffic Congestion*, p. 93
[3] Hess et al. (2001) *Measuring Land Use Patterns for Transportation Research*
[4] http://www.lotma.org/livcomm.pdf

LAND USE

B.1 Observation

Comprehensive Plan

Issues:

1. Athens-Clarke County zoning and development regulations encourage mixed-use, neo-traditional development patterns; however, new construction and redevelopment projects rarely maximize the opportunities that these standards offer.

Opportunities:

1. Athens-Clarke County is the regional center for health services.
2. Athens is recognized internationally as a center for music, visual, film and performing arts and has a growing cultural industry.
3. Public Open Space creation and tree canopy preservation will be a major priority within our neighborhoods, along our streets, parking lots and within commercial and industrial developments.
4. The quality of life in Athens-Clarke County could be improved with additional park land.

Policies:

1. Promote opportunities for Athens-Clarke County to assist local small businesses and entrepreneurs through programs such as the Georgia Department of Community Affairs (DCA) Opportunity Zone program and other redevelopment strategies such as Tax Allocation Districts, Tax Incremental Financing Districts, and Business Improvement Districts.
2. Promote and support the vitality and growth of the Athens-Clarke County health care industry.
3. Continue to encourage the development of Downtown and other neighborhood arts districts.

4. Athens-Clarke County will support higher densities in urban areas. Identify goals and ideal percentages for development types that will ensure balance and economic viability. Investigate lower minimum parking-space requirements.
5. Create and support a system of pocket parks, linear parks and public squares and greens.
6. The Athens-Clarke County government should create a committee of urban church representatives and officials in charge of public buildings and parking to create innovative ways to share space for uses that operate on different days / hours.

CAPPA (Community Approach to Planning Prince Avenue)

1. Create a pedestrian-friendly atmosphere along the entire corridor that establishes Prince Avenue as a distinctive corridor.
2. Greenspaces and neighborhood parks are lacking along the Prince Avenue Corridor and opportunities to provide these should be explored. Street closures like N. Pope Street between the Hill and Prince or Newton between Meigs and Prince offer such opportunities.
3. Establish better connections between green space uses, like Bishop Park, and the rest of corridor.
4. An eclectic mix of small businesses in Normaltown should be encouraged through a set of incentives tailored to the area.
5. Churches and other institutions like UGA, Piedmont and ARMC represent significant uses of the Prince Avenue corridor that warrant the development of a regular community dialogue.
6. Redevelopment and new development should incorporate integrated, mixed-uses.
7. Improved crosswalks and pedestrian facilities would enhance the symbiotic potential of uses clustered in activity centers like Normaltown.

Community Corridor Survey Input

1. Eclectic development on the corridor lends itself to Athens' unique character and charm
2. Local businesses targeting local, neighborhood clientele are repeatedly expressed as desirable by respondents
3. Diversity of uses ("from churches to large-lawned Greek Revival mansions to smaller houses to storefronts") viewed as a positive attribute as corridor
4. Mixed uses with specific references to residences, churches and neighbor-oriented retail, restaurants, and services are highly valued
5. C-O zoning prohibition on restaurants and other uses that could enhance the corridor was cited as a concern
6. Office-dominated areas with no activity after 5pm were cited as a negative characteristic
7. Older vehicle service stations were cited as a negative characteristic
8. Fast food areas were cited as a negative characteristic
9. Large-scale and auto-dominated uses were cited as concerns
10. Further growth of medical facilities is a concern, as is the future medical school
11. Visible parking areas or parking between the sidewalk and the buildings were cited as a negative characteristic
12. Respondents highlighted difficulty crossing the corridor as a challenge for businesses, particularly for realizing the gains from a mutual customer base in a commercial node such as Normaltown

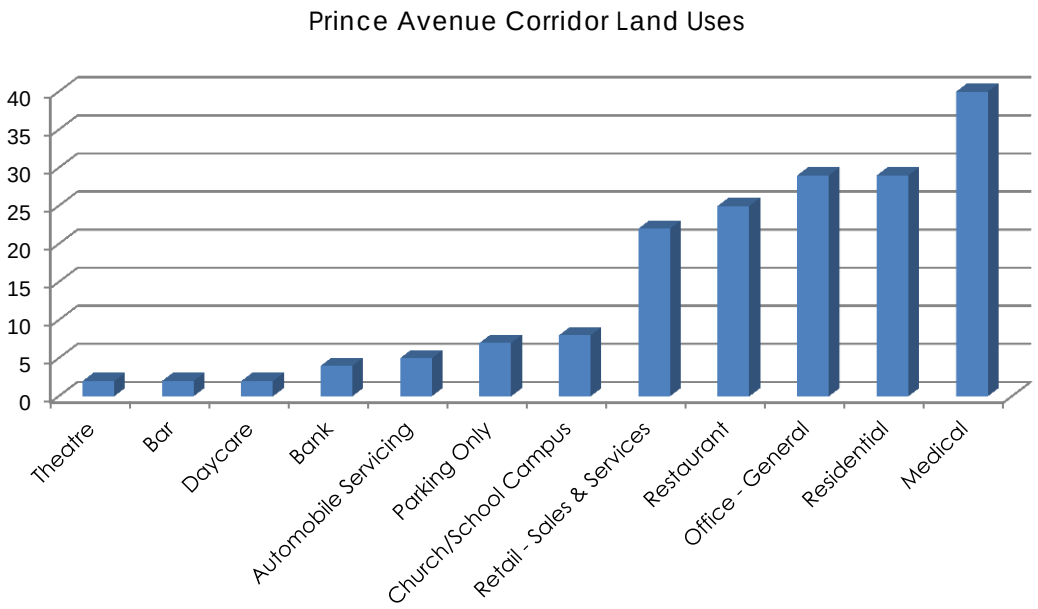
Staff Comments

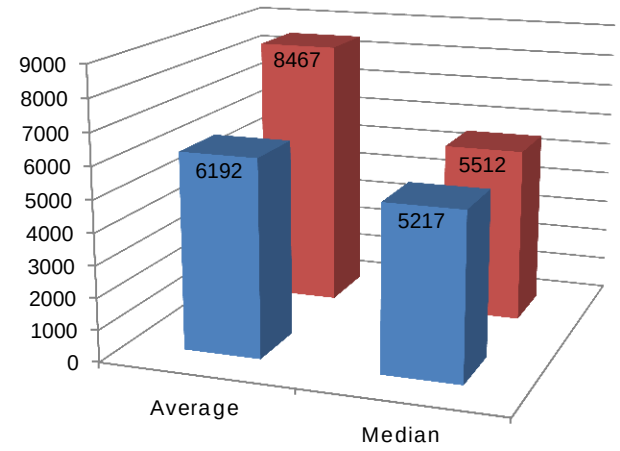
1. The square footage restrictions applied to particular uses in the C-N zone may not provide the best tool for shaping future development along the corridor in a manner that is consistent with both the Future Development Map and the observations cited above from numerous sources.

2. Differences in the permitted uses among the Commercial-Office and Commercial-Neighborhood districts should be evaluated in light of use preferences for the corridor in general and in light of the Future Development Map character areas' descriptions.
3. Flexible use of available tenant spaces or buildings ripe for "adaptive reuse" may be stifled by parking requirements specific to each new potential use.
4. Viable, mutually supportive neighborhood commercial nodes or activity centers require better corridor pedestrian crossings.
5. Mixed-use development, redevelopment, or adaptive reuse is a persistently stated preference for the corridor yet few substantial projects have been executed to this end in recent years, with the Bottleworks as a notable exception. Challenges or obstacles to integrated, mixed-use development on the corridor should be explored.
6. Prince Avenue has a substantial amount of greenspace in the form of private lawns but very few recognized public open spaces. Opportunities for introducing accessible greenspace and hospitable public plaza areas should be explored.
7. Greater housing density may well be critical to supporting several community goals including viable additional neighborhood-oriented uses and more frequent or expanded transit options. Greater housing density will also likely contribute to greater traffic congestion along the corridor, depending on resident choices for daily transportation, proximity of new developments to employment and commercial uses, and the design of these developments. An analysis of existing housing density in light of retail market thresholds and transit-supportive thresholds should be pursued.
8. Medical-oriented development will likely continue to target the Prince Avenue corridor. Proactive strategies to accommodate this growth in light of community preferences for future development along the corridor are needed.

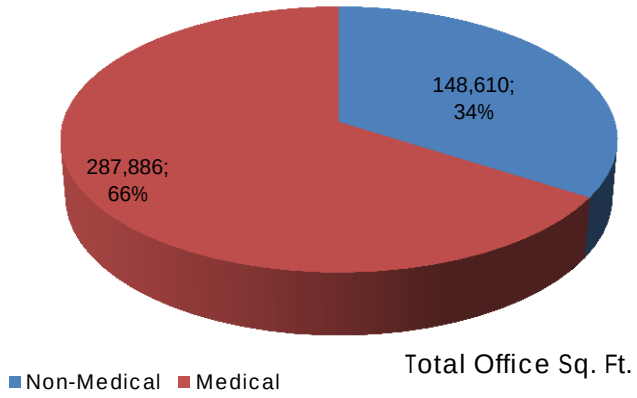
B.2 Analysis

Existing Conditions



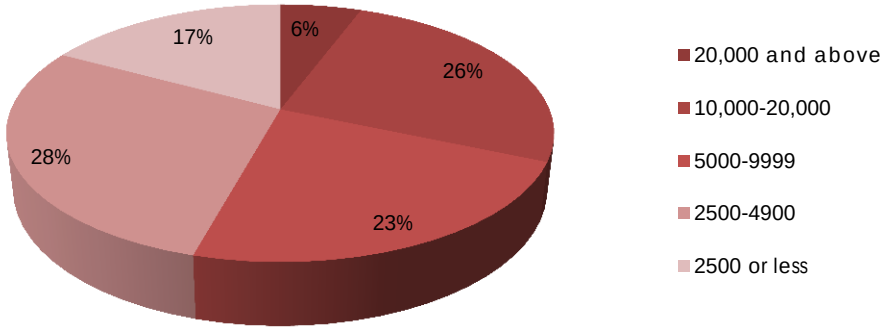


Office Size by Parcel (Sq. Ft.)

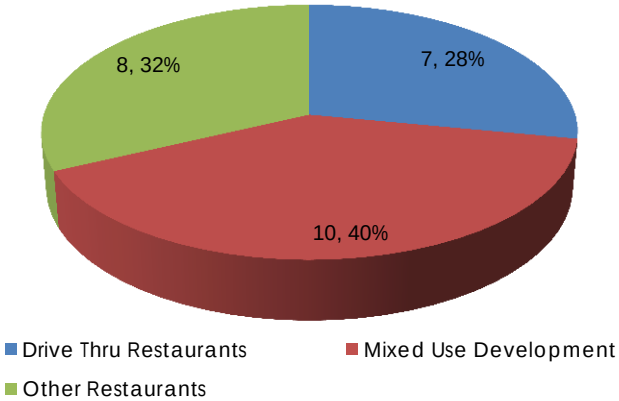


Total Office Sq. Ft.

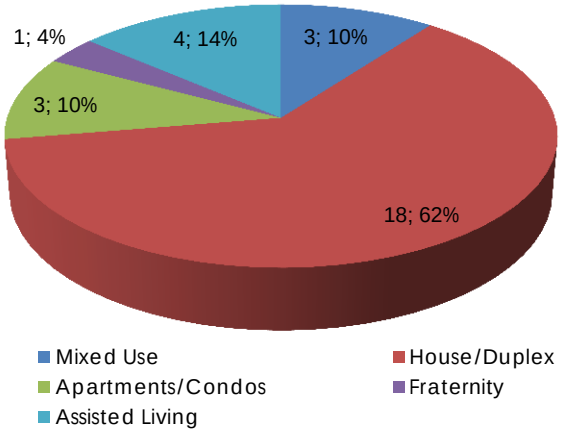
Medical Office Size (by parcel - not individual building)



Restaurant Types



Residential Lots by Type



B.3 Potential Strategies

Zoning: Commercial-Neighborhood Established (CNE)

1. Rezone C-N (Commercial-Neighborhood) and most C-O (Commercial-Office) properties within the corridor study area to a new zoning category, CNE (Commercial-Neighborhood Established). This zoning designation would allow for the location of compatible commercial uses within or adjacent to established neighborhoods. Specific uses that could be modified within a potential CNE zone are suggested below:
   a. GROUND FLOOR RESIDENTIAL USES
      - Ground floor residential forms such as attached townhomes or detached single-family would be allowed as a corridor-neighborhood buffer. Limitations on the amount of ground-floor residential, or the placement of such units (facing other local streets rather than facing Prince Avenue) should be investigated.
      - Ground floor residential could be permitted without a Special Use Permit within a "residential transitional buffer area" if screened from the corridor by commercial uses on the same lot. (The "residential transitional buffer area" allows for ground floor residential uses in specific areas on properties zoned CNE. This buffer is further defined in the Development Form section.)
      - Specific design standards should be developed to address orientation, access, garage or surface parking placement, etc.
   b. MEDICAL FACILITIES
      - For better consistency in form and use flexibility, the size of permitted medical facilities should not be treated as an exceptional use. Professional Office uses are limited to 10,000 sq. ft. in the current Commercial-Neighborhood zone to cap the size of single uses within a development and to encourage a mix of uses. Medical facilities (as well as all other similar built forms such as Administrative or Research Facilities) should adhere to the same limits within a proposed CNE zone. If the square footage limitation is adjusted for one use it should also be adjusted for the other, with a maximum square footage determined that adequately accommodates office use development at a scale that is appropriate for an urban neighborhood setting.
      - Consideration should also be given to listing medical facilities separately from other Professional Office uses.
   c. AUTO SERVICE USES (Vehicle Repair, Quick Vehicle Serving, Convenience Store)
      - The zoning definitions of and distinctions between these uses should be revisited for better clarity and simplicity.
      - All such uses should be appropriate in established neighborhood commercial areas but they should be limited in size (both building and vehicle storage areas) and buffered well. To this end, all yards adjacent to public rights-of-way should be screened with an evergreen hedge, dense landscaping, and/or decorative masonry walls whenever one of these uses is introduced. Excessive driveway widths or inappropriately sited curb cuts should also be remedied prior to the introduction of such uses at a pre-developed site.
   d. RESTAURANTS & BARS
      - C-O does not permit these uses, yet C-N does without restriction. The existing zoning along Prince Avenue alternates between C-O and C-N, thus permitting restaurants in a patchwork that is not consistent with any logical use or development pattern.
      - Staff suggests permitting restaurants and bars in the CNE zone with restrictions on size. No drive-through restaurants would be permitted (see below).
   e. DRIVE-THROUGH FACILITIES
      - These detract from the pedestrian environment, both in their associated development form and high vehicular volume.
      - Staff recommends prohibiting this use in the proposed CNE.

f. PARKING AND USE FLEXIBILITY
- Staff is concerned with the potential negative impact of excessive parking lots and structures on the built environment of the corridor and its capacity to grow both "green" and "walkable;"
- Parking lot sizes (especially for larger-scaled uses) are not typically driven by zoning minimums but rather by occupant preferences. More flexibility in required parking minimums may be particularly useful for the smaller-scale uses repeatedly identified as desirable. Staff suggests permitting a 1000' distance for off-site, shared parking (a distance just under ¼ mile or a typical 5 minute walk). Staff suggests eliminating required vehicular parking for commercial/retail uses smaller than 1800 sq. ft. These modifications will likely increase on-street parking, both on the corridor and along neighboring side streets, a positive trend for the establishment of pedestrian, walking environments but one in which treatment of illegal yellow curb or sidewalk parking requires strict enforcement.
- No uses should be exempt from the front-yard parking prohibition as uses may change but the built form remains.
- Current code allows for a maximum number of parking spaces per use that is 150% of the minimum required number of spaces and allows parking spaces designated for employee use to exceed the 150% maximum. Staff suggests keeping the maximum in place, but not penalizing small commercial uses that would be exempt from the parking requirements. Also, the exemption for extra employee parking within the CNE zone should be eliminated.
- Structured parking should be counted toward the maximum allowed number of parking spaces.
- Prepare structured parking standards that mitigate the impact that a parking deck has on the surrounding neighborhood, while supporting the goal of shared, off-site parking.

<u>Neighborhood Grocery Uses</u>

1. Parking recommendations noted above allowing for the elimination of vehicular parking requirements in the CNE zone for commercial uses under 1800 sq. ft. would aid in replication of these types of neighborhood-oriented groceries along the corridor. The Daily Grocery Co-op and the Costa de Jalisco Grocery Store are both under 1800 sq. ft.
2. Larger-scale neighborhood groceries (with an approximate size of 30,000 sq. ft.) often locate where a license for alcohol package sales may be issued. These areas are very limited along the Prince Avenue Corridor due to the number of school and church campuses and single-family areas abutting the corridor. The temporary ARMC parking lot immediately north of the hospital on Prince appears to be the only centrally located area where such a use could locate. One other area west of Sunset also appears viable from an alcohol-sales perspective.

<u>Mixed-Use Incentives</u>

1. INCREASED DEVELOPMENT ALLOWANCE
   In the CNE zone, consideration could be given to increasing the maximum height for vertically integrated mixed-use projects that include residential uses from 40 feet to 55 feet, outside of the residential transition buffer zone.
2. MINIMUM PARKING REDUCTIONS
   Offer the option of a 50% reduction in overall required parking for residential-commercial (50-50) mixed use developments within the proposed overlay, where demonstrated as feasible.
3. BUILDING CODE MODIFICATIONS
   Restrictive state building codes may hinder some mixed-use development with overly burdensome separation requirements for newly constructed mixed-use or live-work developments. Communication and coordination with state officials/legislative delegation to redress these obstacles may help to eliminate disincentives.

Greenspaces & Plaza Spaces

1. AMEND PLAZA REQUIREMENTS
    a. Current plaza requirements reference five design elements but only four are defined. Three of the five design elements are required in order to count a proposed plaza towards a required Floor Area Ratio. Staff suggests defining the fifth design element as "public access via a clear pedestrian connection from the right-of-way" with dimensional and material requirements for this access that exceed the minimum standards.
2. ESTABLISH BETTER GREENSPACE CONNECTIONS
    a. Prince Avenue does not have any pocket parks or public greenspaces immediately adjacent to the corridor. Better wayfinding and landscaped visual connections to nearby publicly accessible greenspaces at Bishop Park and on the ARMC campus would improve access to these amenity uses from the corridor. Likewise small neighborhood greenspaces on Hill Street (Piedmont College lot) and on Barber Street at Boulevard are in various stages of planning. While neither of these examples are directly on the corridor, improvements in the clarity and comfort of pedestrian ways between these spaces and others in close proximity to Prince Avenue should enhance greenspace accessibility.
    b. The UGA-Medical Campus offers a potential public greenspace opportunity directly on the corridor. The removal of the existing fence and introduction of a green pocket park at the property's Oglethorpe/Prince corner (identified on UGA's Master Plan) would be a valuable community greenspace addition.
3. PURSUE SEMI-PUBLIC GREENSPACE POTENTIAL
    a. Churches and other institutions with deep, landscaped front yards could potentially be utilized as semi-public greenspaces.
    b. One such opportunity for a semi-public park may be the UGA President's House, currently utilized for events, but not as a permanent residence. If this occupancy type continues, public access during daylight hours to this exceptional, yet mostly inaccessible, corridor greenspace could provide a "pocket park" of sorts.
    c. Another such opportunity exists at the landscaped Piedmont College triangle bounded by Cobb, Harris and Prince. Landscape improvements sensitive to the mature trees and Cobbham Historic District could provide additional passive recreation space along the corridor.
    d. Communication among the Unified Government of ACC and the leaders of the various institutions along the corridor would be an essential first step toward assessing general receptivity of this type of access and specific concerns to address.

C.1 Observation

Comprehensive Plan

Issues:

1. Natural areas such as forests, open spaces, riparian buffers and wildlife habitats are reduced or eliminated by residential and commercial development, transportation corridors and other human impacts.
2. There is a lack of public understanding and appreciation of our natural resources and systems, the ordinances and regulations enacted for their protections, and those measures, such as recycling, that are not regulated but should be promoted.
3. Athens-Clarke County is home to many historic buildings, some of which are underutilized and threatened by neglect.
4. Land uses and development regulations are often inconsistent or incompatible with significant natural features.

Opportunities:

1. Preservation and adaptive reuse of existing structures offer benefits both financial and in conservation of materials. Historic structures offer Heritage Tourism benefits, as well.
2. The quality of life in Athens-Clarke County could be improved with additional park land.
3. Public Open Space creation and tree canopy preservation will be a major priority within our neighborhoods, along our streets, parking lots and within commercial and industrial developments.
4. Passive and active recreation are vital to our community and should be supported through greenspace acquisition and park development.

Policies:

1. Continue to support acquisition and/or preservation of environmentally sensitive or important natural areas to attain Athens-Clarke County's goal of 20% protected space using a variety of mechanisms.
2. Athens-Clarke County will support historic designation for eligible sites and neighborhoods.
3. Athens-Clarke County will work to leverage resources to compile a comprehensive inventory of county-wide historic properties and prioritize that list for preservation efforts.
4. Athens-Clarke County will encourage the reuse and rehabilitation of historic structures.
5. Sensitive areas, both urban and rural, need to be identified and protected from inappropriate infill development through the use of historic districts, conservation districts, or other measures.
6. Leverage resources to conduct a comprehensive survey of all cultural, natural, and historic resources (urban and rural) to be undertaken and updated on a 5 year cycle.
7. Identify architecturally important non-historic buildings and objects.
8. Continue to encourage public amenities such as bicycle racks, benches, bus stop shelters, fountains, playground equipment, etc. to be functional public works of art.
9. Create and support a system of pocket parks, linear parks and public squares and greens.
10. Develop a property management program for Athens-Clarke County with the purpose of identifying public land suitable for parks, pocket parks, linear parks, public squares and greens and for other purposes.
11. Explore opportunities to amend Athens-Clarke County Code to enhance the protection of natural environmental features such as topography, mature forests, rock outcrops, historic sites and streams.
12. ACC Comprehensive Plan - Chapter 4: Natural and Cultural Resources:

NATIONALLY REGISTERED HISTORIC DISTRICTS & LANDMARKS

DISTRICTS	
Boulevard, Buena Vista, Cobbham, Oglethorpe Avenue	
LANDMARK	**ADDRESS**
Bottleworks	223 Prince Avenue
Camak House	279 Meigs Street
Carnegie Library (Navy School Museum)	1425 Prince Avenue
Chase Street School	757 North Chase Street
Clarke County Jail	380 Meigs Street
Firehall No. 2	491 Prince Avenue
First A.M.E. Church	521 North Hull Street
Joseph Henry Lumpkin House	248 Prince Avenue
Newton House	892 Prince Avenue
President's House	570 Prince Avenue
R.P. Sorrells House	220 Prince Avenue
Taylor-Grady House	634 Prince Avenue
Upson House	1022 Prince Avenue

LOCALLY DESIGNATED HISTORIC DISTRICTS & LANDMARKS

DISTRICTS	
Boulevard, Cobbham	
LANDMARK	**ADDRESS**
Bottleworks	223 Prince Avenue
Camak House	279 Meigs Street
Chase Street School	757 North Chase Street
Clarke County Jail	380 Meigs Street
Firehall No. 2	491 Prince Avenue
First A.M.E. Church	521 North Hull Street
Newton House	892 Prince Avenue
Taylor-Grady House	634 Prince Avenue
Upson House	1022 Prince Avenue

POTENTIAL LOCAL HISTORIC DISTRICTS & LANDMARKS

DISTRICTS	
Buena Vista, King Avenue, Oglethorpe Avenue, Pulaski Heights	
LANDMARK	**ADDRESS**
Coke Talmadge House	1275 Prince Avenue
E.K. Lumpkin House	973 Prince Avenue
Emmanuel Episcopal Church	496 Prince Avenue
First Baptist Church of Athens	135 & 115 Prince Avenue
First Christian Church	270 Dougherty Street
James White Jr. House	1084 Prince Avenue
Julius Talmadge / C.G. Talmadge House	1295 Prince Avenue
Mure-Newberry House	1055 Prince Avenue
R.P. Sorrells House	220 Prince Avenue
St. Joseph Catholic Church	194 Prince Avenue

HISTORIC AMERICAN BUILDINGS SURVEY (HABS) PROPERTIES

LANDMARK	**ADDRESS**
Camak House	279 Meigs Street
General R.D.B. Taylor House	634 Prince Avenue
Grant-Hill-White-Bradshaw House	570 Prince Avenue
Joseph Henry Lumpkin House	248 Prince Avenue
Merk House	735 Prince Avenue
T.R.R. Cobb House	194 Prince Avenue
Upson House	1022 Prince Avenue

CULTURAL FACILITIES

LANDMARK	**ADDRESS**
Athens-Clarke Heritage Foundation	491 Prince Avenue
Bishop Park	750 Sunset Drive

GEORGIA HISTORICAL MARKERS

LANDMARK	**LOCATION**
America's First Garden Club	973 Prince Avenue
Former Site of Georgia State Normal School	1425 Prince Avenue
Home of Joseph Henry Lumpkin Georgia's First Chief Justice	248 Prince Avenue
Louis H. Persley (Architect of First A.M.E. Church)	394 North Hull Street
May Erwin Talmadge	1295 Prince Avenue
The Taylor-Grady House	634 Prince Avenue
U.S. Navy Supply Corps School	1425 Prince Avenue

CAPPA Points of Discussion

1. Bury utilities; plant more trees
2. Retrofit existing parking lots with current canopy standards
3. Preserve Normaltown
4. Character areas that require different treatments: Bottleworks Area; Central Prince; Normaltown; Navy School; West Prince
5. Provide informational historic signage (Heritage Walk, etc.)

Community Corridor Survey Input

1. Trees were listed numerous times as a positive attribute of the corridor, although there was a comment questioning the choice of dogwoods due to their relatively short life expectancy
2. Several cited a lack of street and parking lot trees as a concern.

3. A majority of the surveys noted the value of the historic properties along Prince Avenue and would like to see more properties designated. Others have concerns regarding "'historic designations which restrict growth".
4. Concern about the loss of traditional and historic structures to new development
5. Residents repeatedly stated their concerns regarding the "inappropriate" scale for new development that current zoning permits. Would like to see building height limitations and design standards that complement existing development (Normaltown; Bottleworks).
6. Need inventory of historic buildings

Staff Comments

1. Several previously developed parcels are cited regularly as potential sites for new development, including: the former Allen's location, the former New Way Cleaners location and the Potter's House property, all zoned Commercial Neighborhood. The former Navy School property, zoned Government, is currently being redeveloped by the University of Georgia. These parcels, and most of the ones along Prince Avenue, contain or are surrounded by structures and uses that are important to the community as historical and cultural resources. They are also closely surrounded by residential neighborhoods that deserve protections from the negative effects of adjacent commercial and office developments. As parcels like these change owners and uses, it is important to evaluate whether or not the type of development that is currently allowed by zoning and development codes is successfully protecting adjacent resources and residents from the intensive development that is common in commercial and office projects today.
2. Staff has divided the Resources section into three categories – Historic Landmarks and Structures, Cultural Assets and Environmental Areas, Tree Canopy and Greenspace, discussed below.
3. There is a notable lack of public greenspace/parks along Prince Avenue.
4. The triangle at the intersection of Harris Street and Cobb Street is a great greenspace opportunity. The trees should be evaluated and appropriate tree care provided.

C.2 Analysis

Historic Landmarks and Districts

1. Local Historic Districts and Landmarks already have protections set up to govern development within the district or changes to a designated property, and most of the historic resources along Prince Avenue are well-documented and protected. Staff is recommending several additions to our Local Designation list that are not already on the Potential Designation list.
2. One community concern is that development adjacent to these resources will not respect the historic nature of the structure/area, and that current development codes allow or require a building form and scale that would detract from a historic structure or potentially destroy the historic character of an area.
3. The perceived allowable scale for new development is frequently discussed as a threat to existing / historic development along the corridor. The Commercial Neighborhood zone maximum height of 65' is taller than much of the development along the corridor. The Commercial Office zone maximum height is 40', however, is more in keeping with the character of existing development. Building setback requirements which allow structures to be built quite close to the property lines are another reason new development is thought of as 'threatening'. Setbacks can be as close as 10' to the front, 6' to the side and 0' to the rear property lines.
4. Additional properties/areas that could be considered for Local Designation include:
   a. The Normaltown District (parcels to the north of Prince Avenue from Oglethorpe Avenue to Park Avenue; parcels to the south of Prince Avenue from Oglethorpe Avenue to Georgia Avenue; portions of the Normal/Navy School property)

b. 175 Hill Street (the T.R.R. Cobb House)
c. 248 Prince Avenue (the Joseph Henry Lumpkin House)
d. 570 Prince Avenue (the President's House)
e. 595 Prince Avenue (Piedmont College)
f. 1045 Prince Avenue (the Gordon House)

Cultural Assets

1. There are several resources along the Prince Avenue corridor that have cultural significance, but perhaps are not appropriate to add to the National, Local or Potential Historic Designation lists. These places are special to the community and are worth exploring to determine whether or not some type of protection from developmental pressure is warranted, or if informational signage or other recognition should be considered for the location. This corridor and surrounding neighborhoods have also fostered the growth and subsistence of many locally owned businesses that are staples in our community.

   a. Arts / Educational Resources
      - Town and Gown
      - Piedmont College (former Prince Ave. Baptist)
      - Normal School / Navy School / Medical School Property
      - Sites on the Athens Music History Walking Tour
        - 137 Hoyt Street (currently the Athens Community Council on Aging)
        - 199 Prince Avenue (currently the Grit restaurant)
   b. Landmarks/Features
      - Kissing Rocks
      - Carriage Stones
   c. Structures
      - There are many early to mid-20th century single-family structures along Prince Avenue that contribute to the historic character of the corridor. Most of these are currently used for commercial purposes and most of the larger homes are protected within a historic district or by local designation. The smaller homes, especially along the western portion of the corridor, generally do not have any protection and are slowly being lost to larger commercial developments.

2. If the community decides that any of these facilities are worth protecting, a traditional historic district designation may not be the most appropriate strategy for these types of resources. Some less restrictive designation type, conservation district, or incentive measures may offer more appropriate means to support the retention and/or recognition of cultural resources.

Environmental Areas, Tree Canopy & Greenspace

1. Environmental Areas
   a. There are several streams located just outside of the Prince Avenue Corridor Study Area, but just one -Brickyard Creek - has a small portion of riparian buffer that falls within the study area at the current Rite Aid location (1190 Prince Avenue). This stream is in need of remediation. A substantial portion of the riparian buffer area is covered in kudzu and other invasive plant species. Nevertheless the riparian corridor supports an array of wildlife.
   b. The main environmental issue that currently poses problems for property maintenance as well as municipal water quality is stormwater runoff. The stormwater facilities along Prince Avenue will need to be upgraded with increased development. Existing developments should look for ways to detain stormwater on-site to avoid runoff into the adjacent stream corridors. The Stormwater section of this Study explores this resource issue in greater detail.

c. It is likely that there are unmapped environmental areas in the vicinity worthy of protection.

2. Tree Canopy
   a. There are many sites along Prince Avenue with excellent front yard canopy: the home of Joseph Henry Lumpkin, Emmanuel Episcopal Church, the UGA President's House, the Taylor Grady House, the ARMC outpatient surgery facility, Young Harris United Methodist Church, the medical facility at 1010 Prince Avenue, Suntrust Bank, Athens Primary Care, and the Spine Center, to name a few characteristic examples.
   b. There are also many street tree planting opportunities along Prince Avenue – some are within the right-of-way, but most are on private property.
   c. The Athens-Clarke County Community Forester notes that almost every tree within the Prince Avenue right-of-way is a landmark tree, due to a combination of age (50+ years for some trees), size, and historical nature. At last count, there were over 200 landmark trees along the corridor.
   d. Several highly visible Landmark Trees along the corridor include:
      - The catalpa at the Firehall
      - The ginkgo at the President's House which is also a state champion
   e. These significant trees along the corridor are not yet designated as local Landmark Trees:
      - The 'Justice Tree' at the corner of Prince Avenue and Pulaski Street
      - The ARMC dogwood is a Georgia Urban Forest Council landmark tree, but not a local Landmark Tree
   f. Athens-Clarke County would like to plant additional trees within the Prince Avenue right-of-way, but restrictions from the Georgia Department of Transportation have prevented additional tree planting to date. If a resolution is not found, there is the potential for significant tree loss along Prince Avenue, from Sunset Drive to Milledge Avenue.

3. Greenspaces
   a. Public Greenspaces
      - Bishop Park
      - Pulaski Street Greenway (pending)
      - Boulevard / Barber Street Greenspace (pending)
   b. Private Greenspaces – there are multiple privately owned spaces that are well-suited for public use as neighborhood greenspace. These spaces are discussed in more detail in the chapter on Uses; however, a few of these spaces include:
      - Properties on the ARMC campus
      - Properties owned by Piedmont College
      - Areas on the former Navy School Property

4. There are several remaining undeveloped lots along the corridor, near the Loop. These lots have the potential to contribute tree canopy to the corridor and provide opportunities for tree planting and/or stormwater management facilities:
   a. 2200 Prince Avenue (114 004)
   b. 2037 Prince Avenue (114C1 D002)
   c. 0 Prince Avenue (114C1 E002, owned by GDOT)
   d. 695 Prince Avenue (171A1 E001)

C.3 Potential Strategies

Historic Landmarks and Districts

1. Conduct an inventory of structures on the Normal School / Navy School property for potential addition to our Local Designation list. This review should be conducted either prior to or concurrently with redevelopment plan submittal for the property.

2. Conduct an inventory of structures on the Piedmont College campus for potential addition to our Local Designation list.
3. Review Staff's list of properties for Local Designation that are not already on the Potential Designation list. Add whichever properties that are found worthy of designation to the Potential Designation list from the Comprehensive Plan.
4. Evaluate the Potential Designation list and, if feasible, move forward with the process of adding properties to the Local Designation list.

Cultural Assets

1. Staff recommends a study of the remaining single family structures along Prince Avenue to explore their use, condition and the potential value of their preservation. In particular, Staff is concerned about the loss of structures along the northern portion of the corridor, in the areas surrounding the Sylvia Circle neighborhood and Myrtle Court neighborhood. With so much potential medical office development in this area, the community should discuss the appropriate form that development should take here.
2. The Kissing Rocks and Carriage Stones help tell the story of the history of Prince Avenue and some sort of protection should be created for them. There are Carriage Stones in other areas of Athens-Clarke County that should be mapped and protected as well.

Environmental Areas, Tree Canopy & Greenspace

1. Athens-Clarke County should work with property owners along Prince Avenue, the Georgia Department of Transportation and Georgia Power to acquire landscaping easements along the corridor for street tree planting.
2. Create a remediation plan for Brickyard Creek. There is the potential for public greenspace along the creek.
3. Pursue funding and/or incentives to create more public greenspace within the study area. The Athens-Clarke County Greenspace Acquisition Program could be a source of funding and programming for neighborhood greenspace and pocket parks. Collaboration between the Unified Government of Athens-Clarke County and a number of institutional users along the corridor may help identify and/or support semi-public greenspace areas.
4. Work with Transportation and Public Works to ensure that all environmental areas are properly mapped and protected.

STORMWATER MANAGEMENT

Stormwater management facilities have the ability to either enhance or significantly detract from development along a corridor, especially if the topography is such that the typical facility will be visible from the street. Our development codes should guide the arrangement of buildings, parking, landscaping, stormwater management facilities and other utilities so that the intended development form can be achieved in a cost-effective and aesthetically pleasing manner. When these elements are not considered equally during site planning, stormwater management can become an afterthought, resulting in constructed facilities that are not consistent with desired development forms.

According to the U.S. Environmental Protection Agency, “Stormwater runoff is generated when precipitation from rain and snowmelt events flows over land or impervious surfaces and does not percolate into the ground. As the runoff flows over the land or impervious surfaces (paved streets, parking lots, and building rooftops), it accumulates debris, chemicals, sediment or other pollutants that could adversely affect water quality if the runoff is discharged untreated.”

Most of the water quality problems we are currently facing in Athens-Clarke County come from nonpoint source pollution. This type of pollution does not come from one large industrial facility or sewage treatment plant (typical point source pollution generators), but rather from our everyday activities that release pollutants onto our properties. Some common nonpoint source pollutants in our streams today are pathogens, metals, nutrients, sediment and increased water temperature. These contaminants have a variety of sources, including excess fertilizers and pesticides, urban runoff containing oil and grease, pasture runoff containing excess bacteria and nutrients, pet waste, defective septic systems, silvicultural and timber harvesting sites, construction sites and landfills, to name a few. Best management practices (BMPs) such as bioretention areas and stormwater ponds are methods of water quality and quantity controls used to collect and treat stormwater runoff before it leaves a site and carries pollutants from that site into our streams. In addition to chemical

pollutants, the increased volume of stormwater and erosive velocities of poorly managed flow have significant impacts on the environment and water quality.

During the course of inventorying corridors in Athens-Clarke County, the topic of stormwater management surfaced repeatedly as an issue with the potential to significantly affect the size and form of development along our main thoroughfares. The Athens-Clarke County Transportation and Public Works Department is currently developing Watershed Management Plans for our 17 county watersheds, and the Planning Department anticipates that these watershed plans will serve as an important reference for future updates to our stormwater management policies and land use planning. In order for this corridor study to be as effective as possible, Planning Staff would like to collaborate with the Stormwater Department to identify areas along each corridor in need of stormwater system upgrades. Upon initial investigation of stormwater facilities along the corridors, one point that frequently arose is the fact that each development site has unique existing conditions and that stormwater management requirements vary between neighboring properties, as each parcel varies in size and development intensity. Even with site specific stormwater management requirements, there is the potential for the generation of an overarching set of development guidelines that further incorporate stormwater management facilities into the ecological and aesthetic designs of a project, helping to create a positive experience for travelers on our major corridors in Athens.

Staff would like to point out that the State of Georgia contains 14 basins and 52 large watersheds. Athens-Clarke County falls inside the Oconee and Savannah River Basins, and within those, the Upper Oconee and Broad Large Watersheds. Athens-Clarke County is further divided into sub- watersheds. As Athens-Clarke County continues to study and make recommendations for our major corridors, it is important to remember that these corridors contain the most concentrated development in the county, as well as significant traffic demand. As these corridors develop and change, we have the opportunity to not just protect, but to actually improve the health of our streams. The condition of our streams affects the health of our watersheds, which in turn have an effect on the health of Georgia's overall watersheds and basins. In light of the recent flooding concerns in our state, we certainly have cause to do everything possible to ensure that new development (and potentially existing development) is not further hampering the function of our riparian corridors.

Staff from both the Planning Department and the Transportation and Public Works Department are excited about the opportunities the Corridor Study process provides for collaboration on stormwater management facility design for individual sites, as well as within the greater corridor study areas. We are also looking forward to working with the community on these issues and raising awareness of the importance of these facilities to our overall watershed health.

D.1 Observation

Comprehensive Plan & Other Relevant Studies

1. ACC Comprehensive Plan - Vision Statements, Issues and Opportunities & Policies
   a. Policy: Encourage stormwater management practices that most closely resemble natural run-off and infiltration.
2. ACC Transportation and Public Works Department Technical Standards
3. Georgia Stormwater Management Manual Vols. 1 & 2 (GSMM)
4. U.S. Environmental Protection Agency's Stormwater Program
   b. *Handbook for Developing Watershed Plans to Restore and Protect Our Waters*

Community Corridor Survey Input

1. Trees were listed numerous times as a positive attribute of the corridor, although there was a comment questioning the choice of dogwoods due to their relatively short life expectancy
2. Several cited a lack of street and parking lot trees as a concern.

Staff Comments

1. The following quote from Sustainable Sites Initiative (2008) summarizes Staff's position on the function of a stormwater management system to "manage and clean water on-site": *Design a site to capture, slow, and treat stormwater runoff by reducing impervious surfaces, harvesting rainwater, and directing remaining stormwater runoff to soil- and vegetation-based water treatment methods, such as vegetated bioretention facilities, rain gardens, wetlands, green roofs, and bioswales. Maintain and restore vegetation to ensure water can percolate into the soil or groundwater.*
2. The goal of the Transportation and Public Works Watershed Study is to assess the conditions of streams and determine what types of projects and practices will improve watershed health. This study is initially looking at different types of stormwater requirements for Urban, Suburban and Rural conditions.
3. Negative impacts from impervious areas within a watershed begin at 10% and any impervious area added over 30% results in severely degraded urban stream quality.
4. Staff would like to participate in a coordinated corridor stormwater planning effort between the Transportation and Public Works Department and the Planning Department and suggests using the current corridor study areas as pilot study areas and schedule them for the next round of stream walks with the Stormwater Division.
5. "Overlay zoning" is a land use planning technique that can require development restrictions or allow alternative site design techniques in specific areas (GSMM Vol. 1 pg. 100). This 'overlay' tool may be employed to incorporate Low Impact Development guidelines into future development and begin retrofitting existing development. Retrofits could include site specific activities such as BMPs, impervious area reduction, water harvesting combined with regional BMPS to reduce hydrology impacts.
6. Stormwater Hotspots per the GSMM Vol.1 (most of these are present on our major corridors):
    a. Gas stations, vehicle maintenance areas, car washes, auto recycling facilities, material storage areas, loading/transfer areas, landfills, construction sites, industrial sites, industrial rooftops
7. Most properties along the corridor are too small for typical stormwater ponds and wetlands, which require a minimum of 10 acres of contributing area to create a permanent wet pond.
    a. Bio-retention facilities can handle a maximum of 5 acres (0.5-2 ac preferred) and are the preferred general application structural control measure.
    b. Other general application structural controls are sand filters, infiltration trenches and enhanced swales.
    c. A variety of other low impact development techniques could be incorporated into site designs to manage stormwater such as rain boxes, green roofs, and rain water harvesting.[5]
    d. Athens-Clarke County would like to encourage the use of porous concrete and other viable porous pavements on more sites. Porous pavements require a high quality of initial site design and experienced installation. The cost is higher than traditional asphalt, but can offset total cost by requiring less investment in other infrastructure such as piping and catch basins. Any opportunity a site design has to reduce existing impervious area will yield a positive impact on the environment. Use of these surfaces may also lower the total stormwater utility fee for a development.
8. Many lots are so small that stormwater management practices are not required. For these lots and also for existing developments that were constructed prior to our stormwater management ordinance, Staff would like to explore ways for property owners to benefit from retrofitting their

[5] The Center for Watershed Protection (http://www.cwp.org/Resource_Library/Center_Docs/BSD/smartsites.pdf http://www.urbangardensweb.com/2010/01/29/rain-gardens-for-small-urban-spaces/, http://www.greeninfrastructurewiki.com/page/Seattle+SEA+(Street+Edge+Alternative)+Streets)

sites with some form of stormwater management, such as low impact development practices, to help absorb stormwater within the site on which it is generated.

9. Current stormwater design requirements could be an impediment to the types of development we see and desire along our major corridors. Along some corridor segments there may be opportunities to locate regional systems on existing "underdeveloped" and undeveloped properties that could manage stormwater for multiple sites, reducing the need to construct individual site facilities. Some jurisdictions have an established fee that developments can pay to discharge into the facility in lieu of construction of its own BMPs.

D.2 Analysis

Structural Design

(Detention, Retention & Water Quality Facility Design, Outfall Design & Placement, Landscaping Standards & Fencing Requirements)

1. The design and, many times, the placement of the detention, retention, water quality and outfall structures are largely dictated by the existing conditions of the site.
2. The design of detention/retention facilities and water quality facilities should follow specific design guidelines in cases where the topography of a site dictates that the facility location be visible from the corridor or a side street.
3. The outfall for these structures should be designed to integrate with naturally occurring features.
4. Landscaping is desirable around all stormwater facilities. Tree and shrub planting locations are limited by the type of structural control used on the site – for instance, trees and shrubs may not be planted within 15 feet of the toe of slope of a dam. If stormwater controls must be located where visible from a street, a higher level of landscaping should be required in order to avoid views of unpleasant utility features along the corridor.
   a. Require landscape plantings along all stormwater facility fences
   b. Require trees and shrubs between stormwater facilities and streets
5. Although fencing is required for certain stormwater facility designs, fencing is not desirable – it is preferable to construct a safety bench and design the topography to prevent the need for any barriers. If the design is such that a fence must be used, design criteria should be created to prevent the installation of unsightly fences along our corridors. These design criteria should be compatible with our local code requirements for safety fencing.

Site Specific Comments

1. The existing infrastructure is too small to handle the amount of runoff within the roadway corridor. This creates ponding which affects bikers and produces pedestrian spray. Currently, significant portion of an entire travel lane can be lost to ponding along multiple segments of Prince Avenue during and immediately after rain events– a more typical loss would be half of a lane.
2. A stream restoration plan should be designed and implemented for Brickyard Creek (behind the Rite Aid). Stream restoration here creates an opportunity for a potential regional stormwater facility, sized for current and future growth, as well as community greenspace. This was accomplished to some extent at Brooklyn Creek, in conjunction with the ARMC expansion in the neighborhood.
3. Athens-Clarke County has recently completed work on stormwater improvements near the study area along Nantahala Avenue and Boulevard, between Wynburn and Beulah.

D.3 Potential Strategies

Short Term Goals

1. Evaluate Transportation and Public Works Watershed Management Study (Spring 2012) and work together to create a stormwater management task list related to the Corridor Studies.

2. Explore potential incentive program for improving stormwater management on properties that are not being redeveloped but do not meet our current stormwater requirements. (tiered reductions in stormwater utility bill…etc)
3. Research and consider developing additional design criteria for stormwater management improvements on non-compliant properties (and properties coming through the Plans Review process), which might include rainwater collection systems, rain gardens, green street strategies, etc.
4. Identify areas for potential regional stormwater facilities.
5. Create restoration / greenspace / regional facility concept plan for the Trail Creek area.

Mid Term Goals

1. Work cooperatively with Transportation and Public Works to develop locally approved design criteria for stormwater management facilities and to draft ordinances based on the results of the Watershed Management Study
   a. Landscape screening requirements between stormwater facilities and streets
   b. Fence design guidelines when visible from a street

Long Term Goals

1. Explore the possibility of reusing a percentage of captured stormwater on site (irrigation, water features, etc)
2. Require weather-based irrigation systems to prevent water loss due to over-watering, wind and evaporation. According to the Sustainable Sites Initiative[6], weather-based irrigation can reduce irrigation water use by 24% per year.

[6] http://www.sustainablesites.org/

DEVELOPMENT FORM

E.1 Observation

Comprehensive Plan

Issues:

1. Athens-Clarke County zoning and development regulations encourage mixed-use, neo-traditional development patterns; however, new construction and redevelopment projects too often fail to meet these standards fully.
2. Land uses and development regulations are often inconsistent or incompatible with significant natural features.
3. Explore opportunities to amend Athens-Clarke County Code to enhance the protection of natural environmental features such as topography, mature forests, rock outcrops, historic sites and streams.
4. Development codes that determine the final product emphasize use over appearance and context.

Opportunities:

1. Preservation and adaptive reuse of existing structures offer benefits both financial and in conservation of materials. Historic structures offer Heritage Tourism benefits, as well.
2. Corridors could benefit from being comprehensively planned rather than planned piecemeal.
3. Implement design guidelines for significant corridors.

Policies:

1. Athens-Clarke County will ensure that proposed zoning and development decisions are consistent with the Comprehensive Plan.
2. Investigate rezoning of properties that are incompatible with the Future Development Map and/or existing uses.
3. Review Commercial Zoning Classifications (e.g. Commercial Neighborhood and Commercial General) and Future Development categories (e.g. Corridor Business) as they relate to one another
4. Encourage the creation of pleasing and distinctive gateways into Athens-Clarke County to promote community pride and to encourage tourism.
5. A lack of suitable guidelines for infill development has the potential to have an adverse impact on the character of existing areas.
6. Athens-Clarke County will support residential and non-residential in-fill development that positively contributes to the character of existing neighborhoods and meets the goal of providing housing and services close to existing infrastructure.
7. Sensitive areas, both urban and rural, need to be identified and protected from inappropriate infill development through the use of historic districts, conservation districts, or other measures.
8. Athens-Clarke County development regulations and review will focus on form, appearance, context and use.
9. Explore the desirability of using Form Based Codes within our development regulations.

Corridor Management Strategy

1. The CMS identifies this corridor as a gateway into the urban core, noting the transition from Jefferson Road to Prince Avenue as a distinct point of entry. While the CMS did not cite specific development form strategies for enhancing gateways, general recommendations include the incorporation of public art and a combination of distinctive treatments including plant material, low walls, lighting, or signage.
2. The CMS classifies Prince Avenue as an “urban mixed-use” corridor, where “the proximity of diverse land uses…requires that adequate buffering and transitioning between concentrations of land uses, particularly to protect historic neighborhoods and residential areas, be considered with any corridor management program.”

Community Corridor Survey Input

1. Eclectic development on the both corridors lends itself to Athens unique character and charm
2. Historic buildings with deep front setbacks are highlighted as positive attribute
3. The form at Prince and Oglethorpe and at Prince from Barber to Dougherty is highlighted as a positive attribute
4. The scale and height of existing development is characterized as neighborhood-friendly
5. Businesses rather than parking lots along street are identified as a positive trait of the corridor
6. The “small town” and “small business,” mixed use character of Prince Avenue is valued
7. Distinct “pockets of character” are valued
8. Concerns are expressed about the “fraying of continuous architectural envelope edging the street”; unattractive buildings and parking lots; the urban form between Oglethorpe and the bypass; “oversized” buildings
9. Any rules about buildings shouldn’t be one size fits all because Prince is so diverse in terms of building types and setbacks
10. Preservation of historic buildings, corridor scale, typical heights and setback patterns are repeatedly expressed concerns for future development along corridor

11. Lack of formal gateway or other visual cues to mark transition from high-speed highway to in-town urban roadway is a concern
12. Auto-oriented development forms, both existing and potential, are not desirable

CAPPA Points of Discussion

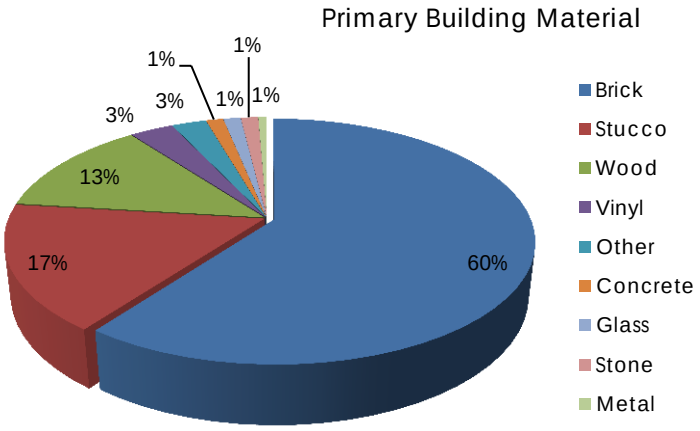
1. Create pedestrian-friendly atmosphere along entire corridor that establishes Prince Avenue as a distinctive corridor.
2. Prince Avenue has different character areas that warrant different solutions for new construction. In the Bottleworks Area, new buildings should take their cue from the defining urban elements of the area. In the Central Prince Area, the grand avenue character is maintained through deep setbacks and landscaping. In Normaltown, redevelopment should preserve the unique combination of urban and small town character. In the West Prince Area, rehabilitation and reuse should maintain the existing residential character. Generally, new development should respect historic setbacks.
3. Transferrable development rights could be utilized on the corridor scale to protect significant resources or character areas from incompatible heights and massing while transferring it to less sensitive, potential redevelopment sites.
4. Design standards should better address transitions between zones and uses, particularly where commercial corridor development backs up to residential areas.
5. Rear yard connectivity between uses could reduce multiple curb cuts at the street and facilitate shared parking and/or circulation.

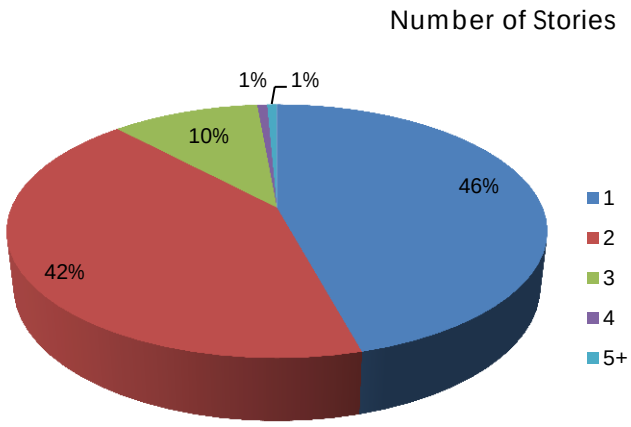
Staff Comments

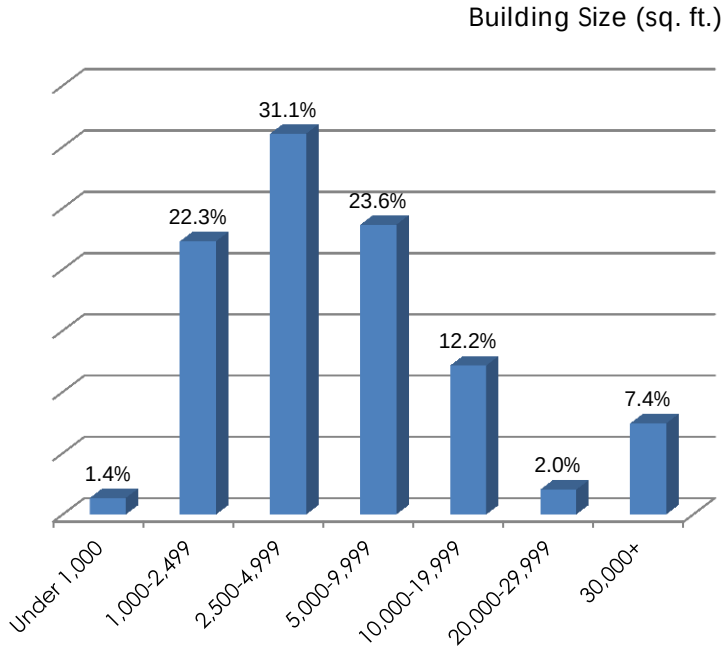
1. Building setbacks along Prince Avenue vary substantially between the different character areas along the corridor. In some cases, the maximum 10' setback required by zoning reinforces the existing urban streetscapes, such as along the southeastern street frontages from Piedmont College to Go Bar and in Normaltown at the intersection of Prince, Satula, and Oglethorpe Avenues. Elsewhere, where deeper setbacks tend to be associated with historic residential and institutional architecture, the maximum 10' setback is inconsistent with the established character.
2. The 40' maximum height permitted by the Commercial Office zoned parcels is in character with most of the Prince Avenue corridor. The 65' maximum height permitted by the Commercial Neighborhood zone is out of character with typical heights along the corridor. Should new development that maximized permitted heights be proposed for Commercial Neighborhood zoned areas, height contrasts would likely be significant, especially at the rear of the corridor parcels, where code requires only a 10' building setback. Greater attention should be directed to how development form on the corridor transitions toward residential areas, frequently abutting the rear of corridor-fronting tracts.
3. The two most predominant Future Development Map designations on the Prince Avenue Corridor - *Main Street Business* and *Neighborhood Mixed Use* - describe pedestrian-oriented, mixed-use urban forms. Densities of up to 15 dwelling units per acre and a maximum FAR of .5, both described as conducive to Neighborhood Mixed Use areas, are somewhat consistent with the zoning regulations along the corridor which typically permit 16 bedrooms per acres and require an FAR between .25 and .75. Ground floors dominated by retail and office with residential above in 2nd and 3rd stories are described by the Main Street Business designation, and this form is consistent with zoning regulations.
4. Despite the Future Development Map vision and the regulatory allowances, vertically integrated mixed-use development has largely been unpursued by the private development sector with several notable exceptions. Finding incentives and removing obstacles to vertically

integrated mixed-use development forms should be a priority if the community vision for the Prince Avenue corridor is to be achieved by new development.

5. Preservation and creation of significant vistas along the corridor are important strategies for enhancing the unique character of the corridor.
6. Enhancement of the urban form within several of the character areas along the corridor may warrant the application of a tailored form-based code that adapts to unique block characteristics and constraints.







E.2 Analysis

Existing Conditions

Character Form Features

The only consistent pattern of development form, both historic and contemporary, along the entire Prince Avenue corridor is that it is diverse. Larger institutional forms serving churches and schools comingle with historic and later 20c. residential, retail and office structures. Nevertheless, several

character areas do emerge in which the development forms reinforce one another to contribute to coherent and well-defined "places" along the street.

1. **Milledge Avenue to Downtown**

   From Milledge Avenue to Pulaski Street, the southern frontage of Prince Avenue tends to be defined by buildings with a shallow to zero front setback line, as well as narrow side yard setbacks and higher than average floor-to-area ratios (0.4 or greater for more than half), all contributing to a small-scale urban streetscape. There are only a few deviations from this pattern, most noticeably along the undeveloped triangle formed by Cobb, Harris & Prince and again at the drive-through restaurants between Hill and Finley. A majority of the buildings along this frontage are historic structures, both commercial and residential, with 10 properties locally designated as either landmarks or within the Cobbham district. Here the required 10' setback line of the zoning code generally reinforces the existing streetscape character.

   The northern frontage of the same segment of Prince Avenue tends to have buildings, again both historic and more contemporary, with deeper front setbacks; and the variations in front setback from one property to another are much more substantial. Only two buildings are sited at the currently required 10' setback/build-to line, and the floor-to-area ratios are generally less than 0.25. The rest of the structures' facades are typically between 25' and 50' from the Prince Avenue right-of-way, defined loosely by the outer sidewalk edge. Much deeper setbacks characterize the historic residential Greek Revivals such as the Taylor-Grady House, the UGA President's House, and the Joseph Lumpkin House, as well as the 50's and 60's era former grocery buildings at the intersection of Barber and Prince and just west of Lyndon and Prince intersection. The strict application of the 10' build-to line along this section of the corridor could yield redevelopment forms that would likely detract from historic character and patterns. One such location is the intersection with Grady Avenue.

   While building footprint, scale and mass vary substantially between Milledge and Downtown, primary façade lengths are generally as short as 20' and no longer than 150'. Buildings range between 1 and 3 stories in height, with third stories often only evident from side or rear elevations. For commercial and institutional building elevations facing Prince Avenue, fenestration (the pattern of doors, windows, and other openings) frequently meets or exceeds the minimum 40% design standard of the zoning code. All of these factors contribute to a varied and interesting streetscape that encourages foot traffic.

   With the exception of the Greek Revival structures, residential buildings tend to be clad in wood siding with hipped, pyramidal, and/or side gable roof forms. Most commercial structures tend to be flat-roofed, often with decorative parapets. Several 1970's and 1980's era contemporary commercial offices on the corridor mimic residential rooflines with low-pitched side gables. The majority of commercial structures are clad in brick of varying color or stucco.

2. **Milledge Avenue to Park Avenue**

   While the deeply setback late 19 c. residences continue to sparsely populate the corridor on the segment from Milledge to Park, the shallow setbacks and dense historic building clusters of southeastern Prince give way to an average 50' front setback with the consistently lower floor area ratios of mid-to-late 20c. commercial developments served by larger parking areas. An across-the-board, blanket application of the 10' build-to line along this section of the corridor could yield redevelopment forms that detract from historic character and patterns. A more refined application of this standard to the redevelopment of particular blocks and parcels would better reinforce the pedestrian environment without the anticipated negative impact on historic resources.

For example, the block between Park and Nacoochee contains four contiguous vacant parcels owned by a single entity. Adjacent developed parcels have shallow front setbacks. Dense development with a shallow, urban setback would likely bolster the block's character while providing a sufficient area in the rear yard to transition to the low-density historic residential area to the north. Alternatively, additions, infill or redevelopment that might occur a block to the east should respect the deeper landscaped front yards (of the Suntrust Bank building and the fraternity-occupied house) that contribute to the block's historic character.

While building footprint, scale and mass continue to vary substantially along this section of Prince Avenue, primary façade lengths are generally between 30' and 160'. Buildings typically range between 1 and 2 stories in height. For commercial and institutional building elevations facing Prince Avenue, fenestration (the pattern of doors, windows, and other openings) for roughly half of the buildings' façades meets or exceeds the minimum 40% design standard of the zoning code.

Remaining residential forms utilized as offices and residences include several significant Greek Revival, Queen Anne and Mediterranean structures. Most commercial structures tend to be flat-roofed, with several front and side gable examples built specifically for commercial use. The majority of commercial and institutional structures are clad in brick of varying color or stucco.

3. **King Avenue to Oglethorpe Avenue**

The segment of Prince Avenue from King Avenue to Oglethorpe is characterized by higher than average floor area ratios, with multi-story medical facilities and the densely developed small lots of Normaltown. Setbacks tend to be quite deep (between 70'-125') for multi-storied medical-related facilities which dominate the frontage between Georgia and King, with shallow to zero-lot line setbacks anchoring the Normaltown node. Highly valued by the community, is the Normaltown development form which appears to be most threatened by potential redevelopment, in large part due to existing regulations. While a 10' setback is required from a 100' future right-of-way line, the actual right-of-way appears to vary between 75' and 90'. Thus new construction, be it infill or redevelopment, is required to locate façades approximately 15'to 22.5' behind the existing zero lot line of the extant historic façades. Moreover, the 65' maximum building height permitted by the area's CN (Commercial Neighborhood) zoning contrasts sharply with the established character of 13-30' heights along Prince, with up to 40' heights in the rear.

4. **Oglethorpe to the Loop**

From Oglethorpe to the Loop, development form has somewhat greater consistency than the eastern portion of Prince with regard to setbacks, footprints, heights, and low floor-area-ratios. The parapet-defined commercial rooflines of the eastern portion of Prince Avenue are largely absent with the exception of several late 1970's structures, and the majority of commercial forms incorporating a variety pitched roofs.

Comprised largely of post-WWII single-story, brick residential structures with 30-40' front setbacks, the segment between Oglethorpe and Sunset also has fairly consistent rectangular lots of varying width but depths generally between 170' to 200.' The major exception to this characterization is the historic campus of the former Navy Supply Corps School with a mixture of large and small building footprints and a substantial parcel stretching from Oglethorpe to Bowstrom Road. Other variations from this general pattern include several more contemporary developments including apartment and office multi-story complexes that are oriented perpendicular to the Prince Avenue corridor on deeper lots. The new Social Security

Administration building and a new law office, both developed under the current code, have shallow front setbacks and higher floor area ratios.

From Sunset Drive to Hawthorne, building setbacks are consistently deeper, over 50' on either side of the corridor. Lot depths are also substantially deeper. Exterior building materials range from brick and stucco to wood cladding.

Existing Development Form Characteristics by Corridor Segment						
Corridor Segment	Front Yard Setbacks*	Height (stories)	0.4+ Floor Area Ratio	0.25+ Floor Area Ratio	40% Transparency	Character-Defining Elements
Milledge to Pulaski - southern frontage	0-15	1-3	66%	78%	60%	Consistent shallow setbacks
Milledge to Pulaski - northern frontage	40-60	1-3	14%	29%	30%	
King to Milledge - southern frontage	25-50	1-2	0%	17%	30%	
Park to Milledge - northern frontage	60-70	1-2	13%	25%	54%	
Oglethorpe to King - southern frontage	75-90	1-5+	40%	50%	50%	
Oglethorpe to Park - northern frontage	0-30	1-3	71%	79%	73%	
Loop to Oglethorpe - southern frontage	40-75	1-2	6%	20%	13%	
Loop to Oglethorpe - northern frontage	35-50	1-2	6%	26%	20%	

*Range between average, median, & mode

Future Development Map & Form

1. **Sunset Drive to Hawthorne Avenue**

Two Future Development Map designations divide the block from Sunset to Hawthorne, Community Center Mixed Use and Main Street Business. The portion of their descriptions relating to development form is provided below:

Community Center Mixed Use: *The street level facade of these areas should have a scale and architectural elements that relate to pedestrians. Pedestrian circulation in these centers is a primary concern and should encourage connectivity within and to surrounding areas. Traffic calming methods shall be incorporated into design (i.e. on-street parking, medians, landscaping, and framing the street with buildings to create more of a pedestrian friendly design.) Small and medium scale retail stores should frame the streets with large-scale retailers located behind with focus given to pedestrian circulation rather than automobiles. Continuous internal pedestrian walkways, no less than 5 feet in width, should be provided from the public sidewalk or right-of-way to the principal customer entrance of all principal buildings on the site. Walkways should connect focal points of pedestrian activity such as, but not limited to, transit stops, street crossings, building, store entry points, plaza space and shall feature adjoining landscaped areas. These areas should contribute to the establishment or enhancement of community and public spaces. A relatively high density is anticipated, with up to .7 FAR and 25 dwelling units per acre.*

This designation is not consistent with the current development form and staff questions whether it is a realistic vision for the parcels currently designated Community Center Mixed Use, particularly those on the northern frontage with limited connectivity to surrounding land

uses or neighborhoods that would normally contribute to pedestrian activity. This segment of Prince is one of the few without sidewalks currently, and while sidewalk construction is critical to complete a continuous, safe pedestrian pathway along the entirety of Prince, the physical isolation of these parcels created by heavily trafficked and/or limited access roadways on all sides limits their capacity to develop as a high density, community center.

Nevertheless, the designation's prescription for traffic calming measures including medians and other landscaping would certainly help articulate the gateway identified as the transition from Greater Athens' Jefferson Road to Traditional Athens' Prince Avenue.

The southern frontage parcels have more potential to redevelop into the Community Center Mixed Use character area because they have greater capacity to connect with surrounding, supporting residential, recreation, and commercial land uses. However, the lots slope significantly uphill, limiting their potential to accommodate buildings that "frame the street" and provide street level, pedestrian-oriented façades without substantial grading.

2. **Sunset Drive to Oglethorpe Avenue**

Main Street Business: *These are commercial areas where development of a storefront commercial type is encouraged. The uses are generally small-scale, but larger scaled uses can be integrated within a Main Street Business classification if small-scale storefront is developed along the street facade, with the larger-scaled use located behind. Larger scale uses should only be developed in instances where they are compatible with the adjacent uses. Auto-oriented uses are not included in this designation. Some freestanding housing may also be accommodated on the edges of the main street area. Walkability and pedestrian scale are important and development should be oriented to the street with sidewalks, street trees, and pedestrian access provided.*

This designation begins halfway along the block between the Loop and Sunset and continues along both sides of the corridor until Oglethorpe, with two exceptions detailed later. The character described as Main Street Business is also not very consistent with the current development form and staff again questions how appropriate "storefront commercial type" Main Street building typologies are for this segment west of Prince Avenue. Historically and today, Main Street storefront forms do not show up on the corridor west of Normaltown. The westernmost (and most recent) development of this type is the Texaco gas station and its associated retail stores two parcels west of the intersection of Oglethorpe with Prince. Redesigning a former gas station, the Texaco project brought retail tenant spaces with a storefront façade and high parapet wall close to the right-of-way and sidewalk, per ACC design standards, reinforcing the historic relationship between building and street established just east of Oglethorpe. While staff views this development as a positive transformation, consistent with the Main Street Business designation, the appropriateness of prescribing the linear extension of this form beyond the Normaltown node to west of Sunset where the historic pattern is characterized by lower FARs and deeper setbacks is questioned.

3. **Oglethorpe Avenue to Chase Street**

Neighborhood Mixed Use: *This is the designation for lands within the Neighborhood and Community Centers designated on the Growth Concept Map. It anticipates a broad variety of uses, including retail, services, and housing. These areas will serve a variety of needs for the residents of an area up to a one-mile radius. The uses will typically be neighborhood-scale retail, along with small businesses and offices. The uses are intended to be the focus of their respective neighborhoods, and their design should include connections between uses, good pedestrian connections, and compatibility with public transit. Auto-oriented uses are not*

included in this designation. A density of up to .5 FAR for commercial uses and 15 dwelling units per acre is appropriate. Design standards are encouraged.

With the exception of the Athens Regional Medical Center property, which is designated as *Community Institutional*, the character described by the Neighborhood Mixed Use designation starting at Oglethorpe and continuing to Chase Street appears to be consistent with both the established historic patterns and the community's vision as gleaned from C.A.P.P.A. and initial public comments on the corridor study. For corridor areas with a high degree of variability in valued historic development forms, the greater design flexibility inherent in the Neighborhood Mixed Use seems more fitting to the block-by-block form adaptations that context sensitive infill and redevelopment should incorporate.

4. **Chase Street to Barber Street**
East of Chase Street, the designation reverts to Main Street Business. While redevelopment of several areas along this frontage that is consistent with Main Street Business character would likely complement and contribute to the pedestrian-friendly streetscape, the full range of development forms that positively and eclectically define this corridor segment is much broader than that described by the Main Street's storefronts. The Neighborhood Mixed Use character may again better accommodate the diverse forms that are valued along Prince from Chase to Barber Street.

5. **Barber Street to Downtown**
From Barber Street to Pulaski Street and beyond, the Future Development Designation transitions to Downtown, a character area compatible with the Commercial-Downtown zone and described below:

Downtown: *This is the area that contains Athens downtown. Retail, office and entertainment uses are encouraged, as is high-density housing up to 120 dwelling units per acre. Auto-oriented uses are not included in this designation. As parking is handled on a district level; off-street parking for individual development is not intended. Parking structures with commercial uses on the street-level frontage are encouraged rather than surface parking lots. This area should have strict design requirements to protect historic integrity and to insure that new buildings develop in a form and architectural style compatible with existing downtown character and with sufficient density.*

The Joseph Henry Lumpkin House and St. Joseph's Catholic Church and School, which together comprise most of the northern Prince frontage between Barber Street and Pulaski, are designated *Government* and *Community Institutional*, respectively. Both of these designations are largely a product of the parcels' current ownership and uses, rather than of a community vision of the future of this section of the corridor. Should either of these parcels be sold to non-institutional entities, their current designations would provide little guidance regarding appropriate uses and development forms. Because adjacent parcels are designated for future development consistent with the Downtown description, this designation would seem to be a logical proxy for the institutional character areas currently in place. Nevertheless, the established development pattern here is far more consistent with segments of Prince to the west than with the denser forms across the corridor and just east in Downtown proper. Balancing the density described for the Downtown character area with a compatible scale that preserves historic form along this block would be extremely challenging.

Identifying inconsistencies between future development map character area descriptions and established development patterns is less challenging than determining which divergent form should guide future growth. Where the existing conditions are highly valued, any departing

future development vision should be modified. Where the existing conditions do not hold the same community esteem as a character-defining place along the corridor, more substantial deviations should be expected in the future development description.

E.3 Potential Strategies

Future Land Use

1. Amend the Future Development Map as proposed on the associated maps.
   Significant inconsistencies between the Future Development Map and the established and desirable development forms on the corridor exist. As such, a series of amendments to the Future Development Map are recommended to better to guide future growth and development decisions.
2. Amend the Community Center Mixed Use designation description and/or create a new character area designation for areas likely to serve as regional centers of activity.

Regulatory: Zoning

1. CNE (Commercial Neighborhood Established)
   Rezone all C-N (Commercial-Neighborhood) and most C-O (Commercial-Office) properties within the corridor study area to a new zoning category, CNE (Commercial-Neighborhood Established). This zoning designation would allow for the location of compatible commercial forms within or adjacent to established neighborhoods--a Short Term Work Plan item identified in the Comprehensive Plan. Specific development form components of CNE include the residential transitional buffer area, modified heights and FAR standards. These are outlined below.

Regulatory: Design Standards

1. BUILDING SETBACKS: More variation in the required building setbacks is necessary to both adequately reinforce highly esteemed historic patterns and encourage active pedestrian streetscapes.
   a. *Potential Short Term Strategy:* Develop zoning amendment to modify required setbacks for development adjacent to identified historic resources such that new setbacks relate to established pattern; Exempt identified areas from any additional building setback which may be required by future rights-of-way dimensions such that new building setbacks are consistent with established block patterns.
   b. *Potential Long Term Strategy:* Develop overlay zoning to modify standard required setbacks (Min. and Max.) by block and/or node to better relate setbacks to corridor segment character.

2. BUILDING HEIGHTS: C-O maximum heights are consistent with the character of Prince while the C-N height of 65 feet tends to be much taller than most of the existing building stock.
   a. *Potential Short Term Strategy:* Amend Commercial-Neighborhood maximum height to 50 feet. Ensure each elevation meets height maximum rather than the average of all four elevations.
   b. *Potential Short Term Strategy:* Create “Commercial Neighborhood Established” zoning category to tailor a zoning designation intended to foster compatible, pocket commercial uses within or adjacent to established neighborhoods. Maximum height to be 40 feet with allowance for increase up to 55 feet for portions of qualifying mixed-use developments that are outside a defined “residential buffer transitional area.” See incentive section below.

3. “DEVELOPMENT FOOTPRINT” FLOOR AREA RATIO: Along a number of corridor segments, required minimum floor-area-ratios are inconsistent with the established pattern of smaller

ratios. In some cases this is a result of auto-oriented development forms with large parking areas serving smaller single-story, building footprints, a character that is inconsistent with pedestrian-oriented growth goals. In other cases the inconsistency results from a pattern of deep landscaped yards that loosely frame the space between the corridor and built forms with tree canopy. A "development footprint" minimum FAR requirement would deter the former development form while permitting the flexibility to replicate the latter example where the existing character warrants deeper landscaped yards.

a. *Short Term Strategy:* Amend minimum FAR requirements to discount landscaped setback areas from minimum FAR requirement where these are supported by setback exemptions.

4. FENESTRATION
   a. *Short Term Strategy:* Amend fenestration requirement to differentiate between pedestrian streetscape fenestration and upper level fenestration, i.e. 1st Floor: 40%; 2nd Floor and above 25%
   b. *Mid Term Strategy:* Develop graduated fenestration and/or alternative architectural treatment standards to distinguish between primary façades, elevations adjacent to right-of-way, and elevations visible from right-of way.

5. BUILDING-PARKING ORIENTATION
   a. Corner lots should anchor the built form at the corner, not separate the side street from the building by parking areas. No parking should be permitted between the building and the street, neither the primary frontage nor secondary road frontages.
   b. Additionally side yard parking should only be permitted when it is located behind at least 50% of the primary façade plane, defined by the overall measurement of all walls roughly parallel to the front lot line that are not separated from the street by enclosed square footage.
   c. Consider restricting side yard parking areas to 60' in width, equivalent to a two-way drive and two perpendicular parking aisles.

6. BUFFERS
   a. Increase the required landscaped buffer when parking and drive areas abut a local road with residentially zoned properties immediately opposite. The proposed buffer would be ten feet in width, four feet in height, and consist of evergreen shrubs.
   b. Graduated rear setback - Rear setbacks are only required when a rear property line abuts residential zones or a right-of-way. The required setback is then 10'. Staff recommends applying a graduated rear setback based on the height of the structure when the rear property line abuts residentially zoned property or a local street with residentially zoned property immediately opposite. For ex. 10' min. setback, plus 1' for each 1' of building height (of rear elevation) over 30'.

<u>Incentives & Other Measures</u>

1. TRANSITIONAL BUILDING ENVELOPE
   Provide better form transition between commercial corridors and residential streets to protect neighborhood character and encourage mixed-use development. This can be accomplished by defining an optional shifting building envelope for dual frontage development. To provide incentives for development form consistent with the transitional, dual frontage envelope, a coordinated "package" of incentives may be provided including parking reduction, corridor-scaled stormwater management, use flexibility, etc.
   a. RESIDENTIAL BUFFER TRANSITIONAL AREA:
      This area is the portion of a Commercial Neighborhood Established-zoned property that is within 65 feet of adjacent residentially zoned property and/or within 65 feet of an abutting

local street with residentially zoned property immediately opposite the subject property. Developments intending to take advantage of mixed-use incentives to maximize the buildable envelope may do so outside of this area, but form bonuses cannot be utilized in this area. Structures with ground floor residential uses are permitted in the residential buffer transitional area without a Special Use Permit, provided that these units are fully screened from the collector/arterial/commercial corridor street by mixed-use or commercial buildings and these units do not exceed 50% of the total leasable/occupiable square footage of the development.

b. MIXED USE DEVELOPMENT FORM ALLOWANCES
To encourage vertical, mixed use projects, additional allowances for FAR, bedroom density, and height are proposed within an overlay area. A maximum FAR of 1.5 with 24 bedrooms per acre and a maximum building height of 65 feet would be permitted outside the defined “residential buffer transitional area” of parcels within the overlay if a minimum qualifying number of residential units are included in a mixed-use project.

2. F.A.R., HEIGHTS and URBAN FORM
To encourage mixed-use, urban forms in character areas such as Normaltown, allow an increase in the maximum permitted overall FAR to 1.5 in areas outside the defined “residential buffer transitional area” if a minimum qualifying number of residential units are included in a mixed-use project.

F.1 Observation

Comprehensive Plan

Opportunities:

1. Corridors could benefit from being comprehensively planned rather than planned piecemeal.
2. Implement design guidelines for significant corridors.
3. Athens-Clarke County will continue to expand our sidewalk network.

Policies:

1. Athens-Clarke County will continue to refine design standards for transportation corridors.
2. Infrastructure plans to support the policies in the Future Development Map should be continually developed and updated.
3. Strongly encourage the location of utilities and storm drains within the pavement section of the right-of-way whenever feasible.
4. Athens-Clarke County will encourage street design that promotes multiple modes of transportation.
5. Continue to provide funding in the capital budget to support and expand the Bicycle Master Plan and the sidewalk network.
6. Consider the creation of bicycle lanes or routes from the South Milledge / Loop 10 intersection to the Prince Avenue / Loop 10 intersection.
7. Explore a plan to convert all state routes within Loop 10 (South Milledge Avenue, North Milledge Avenue, Prince Avenue) to local jurisdiction incrementally within the next 20 years.
8. Expand the use of street trees in corridors.

9. Athens-Clarke County will continue to monitor and modify street and crossing designs to promote pedestrian crossing safety and accessibility that specifically address the needs of the elderly, the disabled, and the young.

Corridor Management Strategy

1. The CMS classifies specific roadways within Athens-Clarke County based upon a typology of urban, suburban, and rural characteristics and functions.
2. Specific corridor design guidelines were developed for each classification of roadway.
3. In all, the study set out to provide guidance in how specific roadways in Athens-Clarke County could and should be enhanced to promote safety, travel, landscaping, and overall functionality.
4. The CMS designates Prince Avenue as an urban mixed use corridor, as well as a gateway.
5. 7'-10' wide sidewalks are recommended, with a textured or colored band wherever the sidewalk is immediately adjacent to the curb
6. 8' minimum crosswalks at major intersections should have special pavements; Planted pedestrian refuge islands are recommended for mid-block crossings
7. 4' minimum "lawn panel," a landscaped verge between the road and sidewalk, is recommended, with a 7'-8' minimum width if street trees are located between sidewalk and road; alternatively, street tree planting strip may be located between sidewalk and adjacent private property.
8. Street trees should provide signature plant palettes, such as the dogwood pattern on Prince
9. 4'-12' planted medians are recommended for this corridor type
10. Bike lanes consistent with locations identified in the Bicycle Master Plan are recommended.
11. Shared drives should be encouraged; a maximum of one curb cut per parcel recommended; sidewalk patterns should be clearly delineated across driveways

Community Corridor Survey Input

1. *It needs less turn lanes and more on street parking to make it slower and safer.*
2. *Insufficient pedestrian and cyclist facilities*
3. *Traffic congestion*
4. *Keeping Prince Ave 4 lanes*
5. *absence of an environment suitable for pedestrians*
6. *Bicycle infrastructure: wherever feasible, Prince Ave needs bike lanes or an off-road multi-use path, or a combination of the two.*
7. *Lack of transition from high-speed, multi-lane state highway to in-town urban roadway. This includes high vehicle speed and the lack of a formal gateway or other visual clues either on or along the roadway. Lack of provision for bicyle commuting to*
8. *The intersection of King Ave and Prince is dangerous for pedestrians due to the constantly turning traffic;*
9. *Increasing pedestrian safety*
10. *I don't think there needs to be discussion about three-laning Prince Avenue.*
11. *Auto traffic makes it unsafe for biking and difficult to cross on foot*
12. *I would like to see the plans for the Navy School to embrace a holistic approach for the Prince corridor, including traffic flow for the entire triangle section from the hospital to the bypass and from Prince to Sunset to Oglethorpe, and use of thematically consistent landscaping, lighting, and pedestrian elements. The student survey work also supports the need for improved sidewalk and sidewalk definition in this section. These things seem to be needed at a minimum, and of the greatest concern given the increased pressures to occur in this area as the UGA plans proceed. As part of the traffic pattern analysis, I would very much like to see the adjoining streets such as Park, Satula, Beuna Vista, Boulevard Heights, and Pound given some consideration for traffic flow. These residential streets already receive disproportionate*

cut-through traffic. It would be very nice to see some re-engineering, including consideration of one-way traffic on Satula, which has an extremely dangerous and unremediated dog-leg.

13. *Converting one or two of the short side streets to pedestrian only areas in the business district (especially near restaurants) would provide a visible outdoor cafe like atmosphere and give visitors a reason to stop.*
14. [Top concern is] *that it is maintained primarily for the use of cars and is hard to get across, even at designated crossing areas. I find the crosswalks without lights unusable and the bike lanes scary. I would like to see it become more walkable—more, safe crossings, possibly islands for pedestrian safety. Turns onto Milledge and King are also a hazard to walkers (even on the walk light). I think this area could be a lot better for small businesses and restaurants if we could walk to them.*
15. *I would like to see the traffic pattern altered (speeds, traffic lanes and parking configurations altered) - to allow for pleasant and safe biking and walking of the corridor.*
16. Staff summary: Over 50% of the comments about Prince's undesirable features related to the excessive speed of traffic and the resultant safety concerns for pedestrians and cyclists; Sidewalks and street trees are among the most valued corridor features.

Staff Comments

1. A study of the potential for pedestrian plazas along current intersecting rights-of-way may bring about beneficial changes to the corridor's motorized and non-motorized travel.
2. Intermittent landscaped medians can provide additional aesthetic value and pedestrian refuges at crosswalks where sufficient right-of-way and cartway width is available.
3. Experimentation with mid-block crosswalks should continue where appropriate provided that adequate measures are taken to ensure safety and visibility for both pedestrians and motorists alike.
4. A review of the newly developed Driveway Ordinance may address any future curb cut issues, but the effect it may have on existing, excessively wide or narrowly spaced curb cuts is dependent upon redevelopment in most cases.
5. Coordinated wayfinding could enhance the corridor and eliminate excessive signage by consolidating directional and informational markers on fewer posts.
6. An analysis of the current parking needs along the corridor should provide the necessary information needed to calculate additional on-street demand. This review should also examine the positives and negatives associated with angled vs. parallel parking spaces.
7. More research into the benefits of boulevard-type design may reveal additional ways to enhance the physical aesthetics of the corridor.
8. If jurisdictional control of the corridor shifts from GDOT to Athens-Clarke County Unified Government, analysis of possible lane configuration changes and signalization changes should be considered.

F.2 Analysis

Corridor Management Strategy Recommended Design

1. ACC has developed a Minimum Street Design Index in which future right-of-way needs are based. Much of the corridor appears to vary in existing right-of-way width, but each street is slated to have a 60' minimum right-of-way width. This allows room to expand in some areas; however, in other areas it appears as though the right-of-way already exceeds minimum width needs.
2. The recently adopted ACC Driveway Ordinance now regulates the number of curb-cuts a property may have, as well as the width, setbacks, and distances between driveways along with intersections. Many of these standards have thresholds for application; however, there is a stipulation that the Transportation and Public Works Department may close a driveway that

poses a safety risk. One negative to this is that much of the corridor lies under GDOT control, and therefore, the ACC Driveway Ordinance does not apply in all instances.

3. Under the "Urban Mixed Use" classification assigned by the Corridor Management Strategy, there are a number of recommended design criteria that may be suitable for this corridor. Standards include increasing the existing sidewalk width, pavement delineated crosswalks with refuge islands, lawn verges, street trees, planted medians, pedestrian scale lighting, bike lanes, and sidewalk patterns that carry over driveways.
4. The corridor is to be treated as a gateway into Athens-Clarke County, and as such, be made to enhance the view of downtown when approaching. This can be done through specific design implementation in the form of legible wayfinding signage, street lights, tree placement, and boulevard type medians.

Complete Streets Design

1. Research of similar corridors and land uses reveal that three-laning and other options pertaining to right-of-way width and design can aid in the overall functionality of the corridor. Between Milledge Avenue and Downtown, average daily vehicle trips on Prince are consistent with those of similar arterials in numerous communities that have implemented Complete Streets "road diets."
2. The ACC Transportation and Public Works Department maintains the county street signage for the portion of Prince Avenue under local control. It may be possible to create unique street signage for the specific corridor that is of a different material and design then that of typical street signage.
3. Most other signage along the corridor is regulated by GDOT, but it may be possible to come up with alternative design solutions unique to the corridor which are still within design regulations as mandated by the state government.
4. Based upon the survey conducted for pedestrian sidewalks along the corridor, this may be an appropriate time to address any existing gaps in the sidewalk network as funded through the sidewalk improvement program.
5. Upon contact with the existing property owners adjacent to both Newton Street and N. Pope Street, Newton Street seems to be the one most suitable for closure. Closure of the street to eliminate vehicular access to Prince Avenue offers an opportunity to increase multi-functional outdoor plaza space on the corridor.

Utilities

1. Review of the current water/sewer line placement throughout the corridor reveals that many of the lines lie both in the center of the street as well as along the sides of the road. Placement within the right-of-way allows for easy access and no additional cost in purchasing maintenance rights. Still, conflicts do arise between road construction and utility lines that can cause a disturbance and cost in both traffic and utility occurrences.
2. The use of easements in which to place utilities is also a possibility. Many of them would need to be between 20' and 30' based upon the type of line(s) being located within them. Easements do have an upfront cost associated with them in purchasing the rights to use them; however, easements are typically restricted to utilities only, eliminating conflicts with road improvements.
3. The use of easements adjacent to the right-of-way for utility placement can infringe on the capacity to achieve urban design goals for the corridor. Building setbacks are pushed farther back from the road; street trees become front yard trees. Where density and urban form is more desirable than suburban arterial form, co-locating utilities in the right-of-way (often in vertical trenches that make the most efficient use of space) becomes necessary.

Right-of-Way Ownership

1. Legal control of the right-of-way between Milledge Avenue and Loop 10 is currently held by the Georgia Department of Transportation, while Athens-Clarke County controls the remaining portion through downtown. Revisiting the local control issue will be an important component of the implementation of any right-of-way design strategies.
2. While maintenance of GDOT-controlled right-of-way technically falls under the responsibility of the state department, ACC Landscape Management Division routinely maintains all state routes within Athens-Clarke County, though no formal agreement is in place and there is no financial reimbursement from GDOT.

F.3 Potential Strategies

Roadway Design

1. Road realignments should be considered where feasible in order to promote multi-modal safety and ease traffic congestion. Redevelopment near Park Avenue and Talmadge Street should prompt an evaluation of this intersection alignment.
2. Three-laning the portion of Prince Avenue under local control could be given new consideration in an effort to promote safety and reduce traffic congestion.
3. Redesign of the double right-hand turn lanes at the intersection of Hawthorne Avenue east onto Prince Avenue should be investigated. By reducing this turn to one lane, pedestrian crossing will be made easier and safer. Landscaping the excess median area is also suggested.
4. Specifically identify intersections or other points along the corridor in which to construct landscaped bump-outs. These may help ease traffic speed, while adding to aesthetic value of the corridor. Examples of such areas include those intersecting streets with Prince Avenue such as Meigs Street, Hill Street, and Cobb Street in which the angle of intersection could be slightly adjusted by said bump-outs to “square-up” more with Prince Avenue.
5. Improve existing intersections’ pedestrian accessibility and aesthetics by means of sidewalk ramps and landscaping.
6. Provide a transitional verge along the street in front of the Marty’s at Midday restaurant that alerts vehicle traffic of the change in on-street parking configuration.
7. Adjust the distance of the turning lane at the intersection of Prince Avenue and Oglethorpe Avenue in order to accommodate a crosswalk at Georgia Avenue.
8. When possible, install refuge islands in medians for pedestrian crossing. Examples include both near the Perimeter and Georgia Avenue.*
9. Close specifically selected side streets off to vehicular traffic and replace with plazas that are either vegetated or hardscaped. A possible alternative to this would be to use these spaces as areas for additional on-street parking. Newton Street is one example.

Pedestrian Design

1. Crosswalks should be a minimum of 8’ wide and constructed of a specific pavement or hardscape at all intersections.*
2. A minimum of 7’ wide sidewalks along the corridor east of Barber Street in all instances where possible. A minimum of a 2’ wide verge should also be installed in all instances where possible.
3. All sidewalks west of Barber Street should be at least 5’ in width, and provide at least a 2’ verge between the sidewalk and the street along the entire north end of Prince Avenue. A minimum 5’ verge should be installed along the entire south end of Prince Avenue. The verge widths identified would be consistent with the needs and existing design of the corridor.

4. Incorporate unique street name signs on decorative poles, and combine various types of street signage on the poles, as an alternative to multiple poles along the corridor. Overhead street name signage should be retained to allow for clear visibility from traffic.*
5. Install pedestrian-level lighting to improve safety along the entire corridor.

Utilities

1. Consider the placement of utilities within the right-of-way in place of easements upon adjacent private parcels. This would allow for more usable space on privately-owned property, more street tree planting space and a less “cluttered” streetscape.*
2. Utility placement should be coordinated with Transportation and Public Works and/or GDOT so that their location within the right-of-way is appropriate, and will result in the least amount of impact should the need for maintenance arise. One option is to mandate that specific utilities share a common trench and are located beneath the sidewalk.
3. Remove unused utility poles from the right-of-way to increase visibility, reduce visual clutter and remove impediments from sidewalks.

Right-of-Way Ownership

1. Initiate steps to acquire state right-of-way from GDOT for this corridor.
2. If right-of-way acquisition is not feasible, then clearly establish an understanding with GDOT as to which possible physical design elements to the corridor can be made that are safe and effective, but perhaps different than standard designs.
3. Pursue an agreement with GDOT pertaining to the maintenance of the corridor in an effort to improve aesthetics.
4. If overall legal control of the right-of-way cannot be obtained from GDOT, then an agreement as to the specific technical design waivers that the county may obtain needs to be discussed. Such topics shall include driveway width, median design, speed limits, maintenance, crosswalks, verges, and landscaping.

(*) Indicates a recommendation that may conflict with Georgia Department of Transportation design standards

A goal of the Corridor Studies is to assess the potential for providing the widest variety of transportation options within each of the corridor study areas. Presently, a portion of the Prince Avenue corridor is under Georgia Department of Transportation (GDOT) jurisdiction. Coordinating local planning efforts for the corridor with GDOT is essential in order to implement meaningful right-of-way modifications.

Consideration is given to developing alternate transportation routes outside of the rights-of-way of these streets. In the case of the Prince Avenue Corridor, opportunities exist for designated bike routes on streets that are one-block removed from Prince Avenue, but parallel its alignment. Streetscape design strategies discussed in the study help to reinforce the function of alternative transportation facilities by incorporating safe and attractive transit stops, pedestrian crossings, and bike lanes into the overall design.

G.1 Observation

Comprehensive Plan

Vision Statement:

1. Athens-Clarke County will support transportation policies that promote context-sensitive street design principles and provide a balanced transportation system to encourage viable alternatives to the automobile, promote public health and safety, protect the environment, encourage efficient land use, relieve traffic congestion, maintain a sense of community, accommodate the needs of our diverse population and support the movement of good, services and people.

Issues:

1. Corridors could benefit from being comprehensively planned rather than planned piecemeal.
2. An efficient and safe transportation system must accommodate multiple modes of transportation.

Opportunities:

1. All alternative transportation plans working together can provide non-automotive connectivity throughout Athens-Clarke County.

Policies:

1. Athens-Clarke County will continue to refine design standards for transportation corridors.
2. Infrastructure plans to support the policies in the Future Development Map should be continually developed and updated.
3. Athens-Clarke County will encourage street design that promotes multiple modes of transportation.
4. Continue to provide funding in the capital budget to support and expand the Bicycle Master Plan and the sidewalk network.
5. Consider the creation of bicycle lanes or routes from the South Milledge / Loop 10 intersection to the Prince Avenue / Loop 10 intersection.
6. Explore a plan to convert all state routes within Loop 10 (South Milledge Avenue, North Milledge Avenue, Prince Avenue) to local jurisdiction incrementally within the next 20 years.
7. Map existing and proposed rights of way to determine the suitability and funding feasibility of each for inclusion in a connected system of bicycle and pedestrian pathways.
8. Explore an active marketing program for the Athens Transit System aimed at familiarizing the entire community with the system and its use. Special focus will be given to marketing the program to University of Georgia students, Spanish-speaking members of the community, seniors and young people.
9. Continue to explore ways to increase funding for the Athens Transit System.
10. Begin exploring the potential for expanding Athens Transit System into adjoining counties in order to promote movement among population, commercial and employment centers.
11. Athens-Clarke County will continue to expand our sidewalk network.
12. Implement design guidelines for significant corridors.

Corridor Management Strategy

1. The CMS designates Prince Avenue as an urban mixed use corridor, as well as a gateway
2. 7’-10’ wide sidewalks are recommended, with a textured or colored band wherever the sidewalk is immediately adjacent to the curb.
3. 8’ minimum crosswalks at major intersections should have special pavements; Planted pedestrian refuge islands are recommended for mid-block crossings.
4. Bike lanes consistent with locations identified in Bicycle Master Plan are recommended.
5. Shared drives should be encouraged; one curb cut per parcel recommended; sidewalk patterns should be clearly delineated across driveways.

Community Corridor Survey Input

1. Among the top concerns were cyclist and pedestrian infrastructure and safety. Over 50% of the comments about Prince’s undesirable features related to the excessive speed of traffic and the resultant safety concerns for pedestrians and cyclists.
2. Wider, well defined, accessible street sidewalks.
3. Traffic congestion was of concern, as was the current speed limit transition from a state highway.
4. A lack of midblock crosswalks.

CAPPA

1. The reconfiguration of intersections with excessive curb cuts and poor pedestrian infrastructure is illustrated in CAPPA slides.
2. Retrofitting curb cuts to eliminate excessively wide or frequent cuts is suggested, along with ways to encourage or incentivize shared drives.
3. Complete sidewalk network, landscaping, additional crosswalks, better crosswalk design, better traffic enforcement and road closing at segments of Newton and North Pope were all identified as strategies to increase pedestrian safety.
4. More “Sharrows” and bike lanes were identified as contributing to bicycle safety.
5. More frequent bus service, Park-n-Ride, Rideshare, posted bus schedules, covered bus shelters and light rail were all identified as potential contributors to better mass transit along the corridor
6. Speed enforcement is highlighted as a critical issue.
7. Increase number of bus stops that have shelter and/or seating available and increase presence of bike parking; design competitions to introduce artistically designed shelters and racks could contribute to corridor’s unique identity.

Staff Comments

1. Analysis of the different modes of travel along the corridor may help establish a clear and precise picture of the physical changes that the corridor may need to undergo in order to accommodate a variety of transportation options.
2. A review of the current sidewalk system will highlight deficiencies in accessibility, material, width, as well as usage, not to mention safety.
3. Reviewing the current speed limit may further prove to be a necessary safety measure. Coincidentally, it could further enhance the appeal of the corridor, allowing travelers to enjoy the view of downtown as they approach, seeing all the corridor has to offer instead of driving past as though it is a highway.
4. The Community Agenda section of the Comprehensive Plan addresses many modal travel issues under its Transportation heading. One such instance calls for coordination between future land uses and the transportation system, most of which is analyzed in the 2030 MACORTS Transportation Plan.
5. The Community Agenda calls for the construction of bicycle facilities and expansion of mass transit usage to effectively meet community mobility needs.
6. The Comprehensive Plan encourages alternate modes of transportation. Transportation Enhancement (TE) funding is consistently sought to advance these principles.

G.2 Analysis

Pedestrian Issues

1. 2010 Census figures indicate the popularity of walking as a primary commute means for the corridor’s residents. On average, 15.5% of the commuters within all of the surrounding tracts walked to work, with seven of the ten tracts reporting 7% or higher. The census tracts with the largest proportion of pedestrian commuters include Downtown and the Navy Supply Corps School, with 28.0% and 46.5% respectively of commuters walking. These are significant figures in light of the nationwide comparison, in which only 2.93% of all US commuters or 1.72% of Georgians are able to walk to work as their primary means of transportation.
2. A survey of the existing sidewalk facilities was conducted in order to assess width, quality, and obstructions.
    a. The survey revealed an inconsistent pattern with well-defined, high quality pedestrian segments infrequently interspersed with lower quality, poorly-defined sidewalk segments, to areas with no pedestrian facilities at all.

b. Characteristics consistent with a high quality, well-defined pedestrian environment include a landscaped verge or strip between the sidewalk and curb, limited and narrow curb cuts that delineate the sidewalk path across the widths of driveways, deciduous tree canopy cover, and distinct, accessible crosswalks.
c. Improving the quality of the pedestrian way where sidewalks already exist has traditionally occurred during the redevelopment of a parcel, when curb cuts are narrowed and landscape is installed. The recent restaurant redevelopments of two former gas stations (now occupied by a Subway and Taqueria del Sol) provide examples of these improvements.

3. The sidewalk survey identified gaps in the pedestrian network on the northern side of Prince Avenue west of Boulevard Heights. As this area has very limited pedestrian crossings to facilities on the south side, and higher speed limits than the eastern portion of the corridor, eliminating the gaps via the Sidewalk Improvement Program is a corridor planning priority. Existing informal pedestrian pathways or "desire lines" provide evidence of the need.
4. Crosswalk infrastructure and the safety of midblock crosswalk design merits further analysis. Planning and urban design literature frequently cites maximum block lengths of 400'-600' in urban environments in order to encourage and support an active pedestrian environment.[7] To this end, three midblock crosswalks at Piedmont College, N. Pope Street, and Newton Street have been installed and modified over the last seven years to mixed public reaction. It is clear that they are heavily utilized as they provide connections to local businesses and institutions that draw significant pedestrian traffic, but the safety and visibility of their design across four travel lanes is frequently expressed as a concern. Traveling west beyond the Piedmont College crosswalk, typical block lengths between pedestrian crossings are over 1000'. The following "Prince Avenue Pedestrian Crossing" chart lists the crosswalks along Prince Avenue, the distance between them, whether they are located at a redlight or midblock, and how many crossings at each intersection have painted crossing lines.

PRINCE AVENUE PEDESTRIAN CROSSINGS

Location	Distance to Next Crosswalk to the West	Type	Number of Striped Crosswalks per Existing Street Crossings
Pulaski-Dougherty	510 feet	Signalized	2/4
Newton-The Grit	484 feet	Midblock	1
Barber-Finley	490 feet	Signalized	4/4
Daily-N. Pope	490 feet	Midblock	1
Piedmont-Water Business	1000 feet	Midblock	1
Milledge	860 feet	Signalized	2/3
Chase-Prince Place	1000 feet	Signalized	4/4*
King	500 feet	Signalized	2/3*
Talmadge-Park	1150 feet	Signalized	3/4
Oglethorpe-Satula	2788 feet	Signalized	4/4*
Sunset	1290 feet	Signalized	2/4
Hawthorne	Beyond corridor	Signalized	2/3*

[7] [7] "For a high degree of walkability, block lengths of 300 feet, more or less, are desirable. Blocks of 400 to 500 feet still work well. This is typical of older urban areas. However, as blocks grow to 600 to 800 feet or, even worse, to superblock dimensions, adjacent blocks become isolated from each other. If blocks are scaled to the automobile (more than 600 to 800 feet on a side), midblock crosswalks and pass-throughs are recommended. Mind you, these devices are poor substitutes for the real thing: frequent intersections offering directional choices and frequent streets with active uses on both sides. But they are better than nothing." Ewing, Reid. *Pedestrian- and Tranit-Friendly Street Design*, http://www.epa.gov/smartgrowth/pdf/ptfd_primer.pdf

5. Bike Athens has developed a short-term solution plan to crosswalk placement along Prince Avenue which has the potential to increase pedestrian safety and contribute to a walkable corridor.
6. Several crosswalks running parallel to Prince Avenue along its southern frontage warrant attention as well. Shortening the length of crosswalks, emphasizing the pedestrian pathways with contrasting colors and textures, and providing other cues to alert turning vehicles to pedestrians are important crosswalk design features. Dedicated right turn lanes and yield-only signs at streets intersecting Prince such as Hawthorne Avenue, King Avenue and Cobb Street can create more a more treacherous crosswalk environment for pedestrians to navigate, especially for children and elderly pedestrians.
7. Athens Regional Medical Center has recently adopted a no-smoking ban within the confines of its campus. Frequent observations reveal visitors to the facility utilize the street sidewalk, and specifically the bus shelter, for a smoking area. While significant hospital expansion is planned or has already occurred, few amenities have been designed to accommodate this activity. Wider sidewalks and/or additional outdoor shelters may be warranted along the ARMC frontages.

Bicycling Issues

1. The current ACC Bicycle Master Plan prioritizes bike infrastructure investments on streets parallel and perpendicular to the corridor, presumably anticipating a diversion of cyclist traffic away from the main corridor. The presumption is not consistent with cyclist route choices and typical travel behaviors, which like all other modes opt for the most convenient and direct route. Unlike motorized vehicular modes, however, topography and travel distance are far more significant route features to cyclists. Both of these variables underscore the desirability of utilizing Prince Avenue as a primary route for many cyclists, recreational and commuting.
2. 2010 Census figures indicate the popularity of cycling as a primary commute means for the corridor's residents. The Boulevard area reported 10.5% of workers primarily commuting via bicycle. On average the tracts surrounding the corridor reported 4.9% overall. These are significant figures in light of the nationwide comparison, in which only 0.38% of all US commuters rely upon the bicycle. The US Census Bureau's 2008 American Community Survey indicates a 43 percent increase in cycling as a primary commute nationwide.
3. Bike Athens produces the free Bike Map that identifies routes and traffic levels throughout Athens-Clarke County. The 2010 edition provides an update to the 2005 map. On the map, Prince Avenue is coded as an orange corridor, signifying moderate to heavy traffic without dedicated bicycle lanes or other facilities and, as such, recommending cautionary use as a cyclist route.
4. Locally, Athens-Clarke County has adopted design standards relating to bicycle facilities (October 2003). Such standards include the minimum width for bicycle lanes, striping, markings, signage, and possible conversion of 4-lane roadways to 3-lane roadways in order to provide room for bicycle lanes or other multi-modal improvements. The Prince Avenue segment from Milledge Avenue to Pulaski Street was evaluated for conversion from four to three lanes in 2004; however the conversion was not supported by a majority of the ACC Commission at that time. This issue is discussed further in the Right-of-Way Design section of this study.
5. While bike lanes or other types of bicycle facilities would benefit the corridor, right-of-way width and cartway width vary substantially along the corridor, having a substantial impact on potential options. In order to provide needed space for bicycle or multi-use paths, existing government-owned easements may reduce the cost of what it would take to acquire additional right-of-way.
6. Zoning and development standards call for bicycle parking to be provided for all new development and for existing developments when substantial changes are proposed. These standards specify 2 bicycle parking spaces at a minimum with one space per 20 required vehicular spaces. Currently, there are no requirements or incentives to exceed required

bicycle parking provisions. If the future vision for Prince Avenue is to include a realistic multi-modal environment, these minimum standards should be revisited.

Transit Issues

1. Transit ridership is composed of two general groups, captive and choice. Captive users of a transit system typically have limited alternative transportation options, i.e. they do not own an operable vehicle or they have a physical impairment that prevents them from utilizing other means. Choice users do have alternative options such as their own vehicle; however, they choose to take transit because of its conveniences or benefits. Altering community-wide travel behaviors to reduce congestion and other negative bi-products of auto-dependent travel requires a transit system that is capable of attracting choice ridership in addition to fully serving the needs of its captive ridership. A key component of choice ridership is frequency or service, with headways (the interval between bus service at a given stop) of 15 minutes or less. Such frequent service requires higher minimum population densities to sustain the operational costs than are typical of the Prince Avenue corridor.
2. The full length of the Prince corridor is utilized by two transit routes, each providing hourly service with one traveling eastward only along the corridor and one traveling westward only along the corridor. A third hourly route utilizes the corridor in both directions between Pulaski and Barber Streets.
3. 2000 Census figures indicate public transit usage is limited for most of the corridor's surrounding neighborhoods with no census tracts reporting more than 3.3% of workers commuting by transit most of the time. On average the tracts surrounding the corridor report 1.1% transit usage as a primary commute means. Despite these low figures, community members frequently cite a desire for convenient transit options along Prince Avenue to Downtown.
4. A review of the 2005 Transit Development Plan (TDP) for the Athens Transit System found that recommendations were made that included route modifications, extended service hours, use of 'superstops', and the possible inclusion of Park and Ride lots. As development occurs along the corridor that may increase ridership, changes to routes and headways may be accommodated.
5. All future buses purchased are to be equipped with bicycle racks, further supporting both transit and bicycle use.

Personal Vehicle Issues

1. Traffic congestion along the corridor has increased, and will likely continue to increase with the development of high-density land uses or those specifically oriented to regional users. Nevertheless, traffic congestion is not always a bad corridor feature. Vehicular congestion motivates users to select different modes and routes. Congestion can also be an indicator of activity and urban vitality. Traffic engineers John La Plante and Walter Kulash, who have both written extensively on "road diet" or "complete street" highway retrofits, identify a Level of Service (LOS) of D as a reasonable peak period rating in urban areas. Level of Service "grades" are reflective of congestion-related factors, including anticipated delay at intersections and travel time along a given roadway segment. According to Kulash, to have a LOS of A or B in an urban area is contrary to creating a pedestrian-oriented environment in which multiple travel modes as viable options. As congestion is and will be an increasingly significant feature of travel along this corridor, design and programmatic strategies to prioritize transit and other high-occupancy vehicle travel over single-occupant vehicles along the corridor, especially during peak congestion periods, are critical to the future success of these modes.
2. 2000 Census figures indicate that 57.7% of the corridor's commuters relied primarily on solo vehicular transportation by car, truck or van, a relatively low percentage compared to 75.7% nationally and 77.5% statewide.

3. By 2030 the section of Prince Avenue from Loop 10 to Hawthorne Avenue is projected to have a volume capacity ratio between 1.0 and 1.29. This is significant because roadway segments with volume to capacity ratios between 1.0 – 1.29 indicate that traffic conditions during peak hours are likely experiencing congestion problems. Aggressive strategies to reduce single-occupant vehicular trips may help alleviate problems such as elevated ground-level ozone associated with this projected congestion.

G.3 Potential Strategies

Pedestrian

1. Construct sidewalks along both sides of the street, for the entire length of the corridor.
2. Construct sidewalk ramps at intersections and crossings to improve pedestrian accessibility.
3. Install landscaping along the corridor to improve pedestrian safety and experience.
4. Improve crosswalk design, especially at midblock locations where pedestrian refuges would increase safety and ease of crossing. An additional midblock crosswalk at the intersection of Georgia Avenue and Prince Avenue, connecting the southern side of Prince Avenue with the northern side, would bring pedestrian block length closer to the maximum limits recommended to promote walkability.
5. Provide some sense of safety assurance to pedestrians in the form of physical barriers between the sidewalk and street. Examples include planters, trees, and wider verges.
6. Provide amenities that promote and support pedestrian use of the corridor. Examples include benches, drinking fountains, and public art.
7. Specific signage should be placed at the intersection of Sunset Drive and Prince Avenue that directs pedestrians to Bishop Park. Such wayfinding signage should be common throughout the corridor in both size and material. Similarly neighborhood markers could also be placed throughout the corridor to signify neighborhood gateways.
8. Consider a “Heritage Walk” such as the CAPPA-recommended “FootPrince” or other manner of pedestrian education along the corridor that describes certain historical events pertaining to the corridor.

Bicycling

1. While bike lanes or other types of bicycle facilities would benefit the corridor, right-of-way width and cartway width vary substantially along the corridor, having a substantial impact on potential options. For example, while a three-lane retrofit may be the only viable option for bicycle lanes between Barber Street and Pulaski based on limited cartway and right-of-way width, the segment to the west has a substantially wider cartway that may accommodate more options.
2. Install applicable bicycle signs that make vehicular traffic aware of bicyclists.

Transit

1. Consideration should be given to revisiting earlier recommendations that included route modifications, extended service hours, use of ‘superstops’, and the possible inclusion of Park and Ride lots. As development occurs along the corridor that may increase ridership, changes to routes and headways may be accommodated.
2. Ongoing coordination between the UGA bus service and Athens Transit service should continue in order to capitalize on the presence of both systems serving stops along the Prince Avenue corridor.
3. Assess whether scheduled bus shelter installation could be modified to incorporate more aesthetic structures unique to the corridor.
4. Complete bus route information should be posted at each bus stop.

Personal Vehicle

1. A reduction in speed limit should be considered in designated areas.

PARKING

H.1 Observation

Comprehensive Plan & Other Relevant Studies

Opportunities:

1. Public Open Space creation and tree canopy preservation will be a major priority within our neighborhoods, along our streets, parking lots and within commercial and industrial developments.

Policies:

1. Athens-Clarke County will interconnect streets and businesses by retrofitting parking lots and planning new network connections.
2. Work with developers to promote and expand alternative parking lot designs that create circulation routes within commercial centers as distinct streets. The designs should include sidewalks, shade trees, small courtyards, on-street parking and traditional block sizes with multiple access points to shopping areas.
3. Continue to seek additional opportunities for Park-and-Ride lots for UGA, downtown destinations and other work centers.
4. Investigate lower minimum parking-space requirements.

Community Corridor Survey Input

1. Enhancements to the walkability of the corridor are a common theme, with numerous references to the need to beautify and landscape parking and/or develop active uses where large parking lots dominate the streetscape.

CAPPA

1. Several charrette teams proposed incorporating parallel on-street parking along with tree islands with the intent of providing convenient parking for the retail and office uses in the Normaltown and Downtown areas, while reserving sufficient right-of-way to incorporate pedestrian refuges at crossings.
2. Structured parking (some with green roofs) and shared parking strategies were also described as preferable parking solutions for the corridor.
3. The need to retrofit existing parking lots that do not confirm to current parking lot landscaping requirements was a repeated theme, with several before and after renderings along the corridor showing new parking lots shaded by new canopy and screened from the street and sidewalk by landscape buffers.

Staff Comments

1. Parking is, as a rule, associated with a principal use on various parcels; in other words, there are few "stand-alone" parking lots. There are also very few mixed use parcels along the corridor, with notable exceptions such as the Bottleworks, and only limited opportunities for shared parking with the combination of current development characteristics and required parking regulations.
2. A common theme between the various corridor studies and this corridor is the need to limit driveway curb cuts and control access to on-site parking.
3. Expansion of the on-street parking that occurs in the Normaltown area is likely to be limited due to sight distance, GDOT control of the right-of-way and traffic volume. Central Prince, particularly segments from Milledge Avenue to Barber Street, allows parallel on-street parking, which is relied upon by businesses along the southern frontage but is underutilized along the northern frontage. The resulting wider perceived travel lane likely contributes to higher vehicular speeds.
4. Some on-street parking exists along intersecting streets in the corridor. Most of that parking is in the residential areas and serves those users as opposed to the commercial uses along Prince Avenue. See the Appendix for documentation of on-street parking areas along all intersecting streets.
5. The Comprehensive Plan touches on parking and site design in several different references made throughout the Guiding Objectives, Strategies and Policies. The objectives are to encourage mixed use development along corridors, in traditional Athens, particularly in community and neighborhood centers. Future infill/redevelopment would result in multi-story, multi-use development with shared parking in tree shaded lots and parking structures that have limited visibility from the street and any adjacent residential areas.
6. The Implementation Strategies include providing incentives and mechanisms to reduce parking and reliance on automobiles. Walkable community and neighborhood centers as well as regular transit service are seen as preferable alternatives for mobility.
7. On-street parking and street trees have multiple benefits to the area including slowing traffic and more pleasant, healthful places for pedestrians.

H.2 Analysis

Future Right-of-Way

1. The "future right-of-way" is the privately owned area parallel to the existing right-of-way in which the placement of new buildings is prohibited in order to plan for additional right-of-way acquisition and improvements at some point in the future. Potential future improvements range from roadway realignment or expansion to sidewalks and landscaping to on-street parking areas or any combination of these improvements. Anticipated right-of-way width needs and the

existing right-of-way width together determine the location of the "future right-of-way" line on a property. In some cases, future right-of-way requirements may mandate building placement beyond the traditional street wall established by existing buildings. These areas deserve the greatest scrutiny to ensure the greatest possible compatibility between transportation, urban design, and community preservation goals.

Parking as a Sole Use

1. There are only two commercial parking lots along the corridor that stand alone as the principal use of a parcel. Other parking-only parcels are part of the Athens Regional Medical Center campus.
2. Currently there are no "game day" RV parking facilities on the corridor, interpreted as commercial outdoor recreation in the zoning code which requires a Special Use permit in the commercial zones.
3. Currently there are no Park and Ride facilities on the corridor, though they were mentioned in the CAPPA study as being desirable in conjunction with additional transit facilities/capacity.
4. Parking as a sole use of property is not seen as a desirable land use along the corridor as in contributes to an inactive streetscape, and the current zoning does not permit it as a use in the commercial zones except by Special Use permit. Shared parking on adjacent parcels serving multiple uses in an immediate area could serve several purposes.

Landscaping & Materials

1. A number of Prince Avenue parking lots are devoid of landscaping at present. There are a few exceptions which provide some minimal tree canopy around the perimeter of lots such as Georgia Power, Suntrust Bank and the Healing Arts Center. The large parking lot along the North Franklin Street side of Young Harris United Methodist Church has parking lot trees. ARMC provides some parking landscaping in some of its surface lots.
2. The current tree ordinance requires one tree per seven parking lot spaces with no more than fourteen spaces in a row without a tree island or peninsula. Additionally, 7% of the interior of a parking lot area must be landscaped, a calculation that may include the required tree islands. The lots along Prince Avenue that do not meet this requirement are "legal, non-conforming" sites. Redevelopment of a minimum threshold requires that these lots be brought into compliance with the landscaping requirements.

Site Design

1. The site design standards currently prohibit the construction of parking between the street and the front façade of buildings. The prohibition on front yard parking is intended to create a pedestrian-friendly environment in which active uses, storefronts, and landscaping contribute to an interesting streetscape while parking areas are relegated to less visible areas of lots. Several shortcomings of the existing ordinance limit its capacity to achieve its urban design goals, particularly for planned urban mixed-use corridors:
    a. Some uses are exempt from the front yard parking prohibition, which detracts from the overall streetscape design goals.
    b. Corner lots are still permitted to incorporate parking areas between the building and street in the side yard. This design can be just as detrimental to the achievement of an active, pedestrian-oriented streetscape.
    c. Small front façade protrusions such as a foyer or entryway have been utilized to minimally extend the front of the building beyond parking areas in the front yard, technically relegating these areas to "side yard" status in a loophole that circumvents the intent of the ordinance.

2. In addition to the landscaping requirements noted above, parking areas and the drives serving them are required to be set back from property lines by a 10' landscaped buffer. Where a property line abuts a residential zone or use, this buffer coincides with the minimum residential buffer of 10'. Where parking abuts a side property line adjacent to another business and parking lot, this required 10' buffer would result in a 20' landscaped strip along the property line, perhaps an inefficient allocation of space along a corridor intended to support an active, urban environment in which shared parking areas could contribute to reduced overall area dedicated to surface lots. Few existing lots along the Prince Avenue corridor meet this parking buffer standard.
3. Parking lots in each of the four general character areas could benefit from re-design or at least minor facelifts consisting of addition of street trees along the right-of-way and removal of excess pavement that does not directly serve as parking space or access lane. Removal of excess pavement in areas could offer opportunities to plant parking lot trees which would improve aesthetics, potentially lower surface lot temperatures and provide areas for small stormwater management facilities such as rain gardens.

Shared Parking & Access Drives

1. As noted above under the site design heading, a number of parcels could potentially benefit from re-design such that adjacent parcels might share access points and utilize cross access and shared parking to benefit the uses. Properties with dissimilar business operations such as one that operates during the day and an adjacent business operating largely at night might benefit from shared parking since overlap of use of spaces would be minimized.
2. Other scenarios with similar businesses or common hours of operation could also benefit from re-design of access and parking layout by loss of excess pavement, increasing landscaping for aesthetic benefit, and access could be provided without introducing more curb cuts on the right-of-way. This could also result in a reduction in curb cuts.
3. To facilitate analysis of the potential for shared parking, each corridor parcel's general overall use, building size and number of existing parking spaces were reviewed to determine if any obvious surplus or deficit of parking spaces based solely on regulatory parking minimums. Further, more detailed analysis would be required to determine whether there are other parking arrangements such as shared parking agreements between any of the parcels at this time.

Minimum Parking Requirements

1. Typical uses along the corridor include medical office, general professional office, residences, retail, restaurant, and a variety of institutions. With the exception of residential uses and those with Commercial Downtown zoning, each of these use types corresponds to a minimum parking ratio of required spaces per square foot of gross leasable space, as follows:
   a. Medical office: 1 per 350 sq. ft
   b. General office: 1 per 450 sq. ft
   c. Retail: 1 per 300 sq. ft.
   d. Restaurant: 1 per 100 sq. ft. or 1 per 4 seats, whichever is less
   e. Church: 1 per 4 seats
2. Eliminating minimum requirements for small businesses in targeted pedestrian zones is one strategy some communities have pursued in order to provide greater flexibility for small and start-up businesses as well as to achieve greater intensity of activity in these areas.
3. Lengthening the maximum distance permitted between available off-site, shared parking areas and a proposed business is another strategy with similar goals. Currently ACC does not recognize off-site parking beyond 200 feet from a business' front door as satisfying required parking minimums.

Decks & Structures

1. Structured parking is not limited to the parking space maximum provision (150% of the minimum required spaces) that is otherwise applied to surface lots. Likewise, FAR maximums do not include the square footage of structured parking areas, although the structures still affect the compatibility of a project's overall massing and bulk. The exclusion of structured parking from these limitations is intended to encourage their use over more land consumptive surface lots that detract from pedestrian environments.
2. Specific form-based design guidelines should be considered for any new deck construction to insure appropriate scale and aesthetic design of structures. An example of parking deck design guidelines from Virginia Beach, VA has been found and might be considered as a starting point for this discussion.
3. Most of the individual uses existing along this corridor do not have need for the number of spaces likely to be provided in a parking deck. At this point, only ARMC provides structured parking. Other structured parking has been constructed at 1650 Prince Avenue, in the footprint of the Social Security Office building. In time, Staff would anticipate additional structured parking to be considered for the Navy School campus when it is converted for use by the University of Georgia medical school campus and for the vacant Normaltown property previously occupied by Allen's.
4. If other properties should be combined for the creation of a mixed use development or for a multi-office medical campus, structured parking would be a likely option.

H.3 Potential Strategies

Incentives

1. The most effective means by which to gain compliance with desired design changes to private properties is through the institution of some type of incentive program to make the re-design and re-construction of parking areas palatable and affordable to private business. Incentives should include the renovation of existing parking facilities to incorporate landscape buffers particularly adjacent to rights-of-way where the parking lies between a building and a street.
2. Though monetary incentives are certainly difficult to produce particularly in tight economic times, some relaxation of another design standard that would be difficult to meet in the area might be considered. For example, where existing lots are particularly small, arrangement of parking to the side and rear of buildings is particularly difficult to achieve. Perhaps some allowance for limited parking in the front could be made if other spaces were to be re-arranged, access improved and lots landscaped, screening them from the street. Zoning and development standards need to be reviewed in light of these situations.
3. Some consideration should be given to adjusting parking ratios to provide reuse or redevelopment incentives and flexibility, particularly for mixed use development. Some uses, such as small offices, neighborhood retail or cafes could be allowed to occupy existing tenant spaces without accounting for on-site parking requirements as long as parking is available within ¼ mile. Other uses along the corridor might be considered for some additional parking allowance if following specific overlay zone design standards. Such additional parking should be part of a shared parking arrangement or made available to those other uses which have no on-site parking.
4. Incentives need to be created to encourage redevelopment of parking lots increasing the number of parking lot trees to allow no more than 7 spaces in a row without a tree.

Financing

1. Various means of public/private cooperative financing should be considered as part of the overall corridor study to encourage redevelopment and positive change.

2. Business Improvement Districts (BIDs), Tax Increment Financing Districts (TIFs), and Tax Adjustment Districts (TADs) are a mechanism utilized in a number of communities that may be viable for Prince Avenue. Through varying means, each program seeks to return a prorated portion of funding assessed on properties within the targeted area to the area to pay for predetermined improvements intended to improve the targeted area as a whole.

Regulatory

1. Redevelopment of the corridor should exclude parking between buildings and streets, including side streets. Desired development standards would call for parking to be pushed to the rear of buildings and between buildings, giving it less visibility from streets and therefore less visual emphasis.
2. Where mixed use development occurs with residential on the secondary street frontage, parking needs to be kept to mid block/lot location.
3. Where mixed use development occurs, distance to off-site shared parking may be increased to 800' or to a distance consistent with the Milledge Avenue overlay.
4. Where mixed commercial/retail development occurs, uses of less than 1800 sq. ft. may be exempted from minimum parking requirements.
5. Where service stations/convenience stores with pump islands exist, pump island parking should be counted toward minimum parking requirements. Such parking needs to be screened from all streets with low shrubbery to minimize appearance of vehicles' headlights while allowing for security.
6. Landscape buffers should be required for parking areas adjacent to or across a local street from residential uses.
7. Athens-Clarke County should develop structured parking design standards, with the understanding that each site will have unique challenges and solutions that an individual ordinance cannot anticipate.

Right-of-Way Closure

1. Closure of two short street sections should be considered. The first is North Newton Street between Prince Avenue and Meigs Street. The second is North Pope Street between Prince Avenue and Hill Street. Both of these street sections are quite short, and with their proximity to other more heavily traveled intersections, turning movements from either of these street sections onto Prince Avenue are problematic and dangerous. Closing the street segments to through traffic but maintaining the rights-of-way for parking and pedestrian space would offer additional parking in busy commercial areas, lessen safety impacts and provide public pedestrian open space. Providing parking on these areas would only be feasible if there were sufficient space to move vehicles into and out of the spaces onto the adjacent streets (Meigs and Hill respectively) safely.
2. A third street section that might be considered for possible closure or at least limitation to a one-way pattern would be the portion of North Harris Street between Prince Avenue and Cobb Street. Two dwellings access that portion of North Harris Street for on-site parking. Access to the Piedmont College owned triangle of open space is from this section of street though parking is not a permitted use on the site.

LIGHTING & SIGNAGE

I.1 Observation

Comprehensive Plan

1. The Comprehensive Plan touches on the importance of creating attractive signage to guide visitors to downtown or other areas of interest.
2. One of the over-arching aspirations of the Comprehensive Plan is to create visually attractive gateways and corridors. This study area presents an early opportunity to work toward some of the goals of the Comprehensive Plan.
3. Policy: Limit development in designated natural areas, regulate outdoor lighting, invasive species, encourage the reuse or re-adaptation of vacant residential and commercial properties and brownfields.

Community Corridor Survey Input

1. Lighting
   a. Community input in terms of lighting was negligible, though several entries mentioned a desire for more visually appealing corridors that would attract more pedestrian use.
2. Signage
   a. Public input noted that signage along the corridor was an issue and that it created a visual clutter.
   b. Fairway Outdoor Advertising, a local billboard company, expressed a desire for involvement in the corridor study.

Corridor Management Strategy

1. The CMS identifies this corridor as a gateway into the urban core, noting the transition from Jefferson Road to Prince Avenue as a distinct point of entry. General gateway design recommendations include the incorporation of a variety of treatments including lighting and signage. Some of the relevant CMS recommendations are as follows:
   a. Lighting

- Recommends the installation of pedestrian scale lighting along all urban mixed-use corridors, but acknowledges that additional light may not be needed where there is extensive existing roadway lighting and less pedestrian traffic or within historic and residential segments.
- Recommends both signage and lighting as gateway corridor treatments that contribute to a "distinctive, high quality" arrival sequence. Lighting should be sensitive to the surrounding environment and positioned to illuminate gateway elements only.
- Street lights should be consistently designed.

b. Signage
- Gateway signage should be "simply constructed, in scale with surrounding elements, made of high quality and durable materials."
- Clear and legible wayfinding signage recommended
- Both lighting and signage should be uncluttered and consistent

CAPPA

1. The CAPPA corridor study proposed unified, downward facing street lighting to illuminate the pedestrian realm, while limiting light trespass. It is of note that this study was completed prior to the adoption of the Lighting Ordinance.
2. Unique neighborhood markers or identifiers, such as pavement-embedded signage, were one recommendation from the Urban Design CAPPA group

Staff Comments

1. The recent campus-wide smoking ban at Athens Regional Medical Center seems to have increased pedestrian traffic in the right of way to levels well beyond those previous to the ban. Infrastructural improvements in this area may need to be considered.
2. The conversion of the Navy Supply Corps School site to the Medical School campus could provide an opportunity to emphasize the character of the Normaltown area with distinct lighting and/or signage unique to the small, historic node.
3. Understanding the relationship between lighting and safety, whether considering avoiding particular walking or driving hazards or in terms of crime prevention, is important in establishing lighting ordinances and improving or adding lighting infrastructure.
4. While most research shows that relationship between lighting and safety is a tenuous one, the perception of safety that lighting provides cannot be ignored. Lighting does create a more inviting space for the pedestrian.

I.2 Analysis

Off-Site Signage & Billboards

1. Prince Avenue is not listed in Appendix C of the Sign Ordinance. Since new billboards along Prince Avenue have been prohibited, the number of billboards has dropped to just a handful.
2. Completion of the county-wide billboard study has helped provide insight into what regulations, if any, need to change in terms of location, size, and number of billboards.

On-Site Signage – Sign Standards

1. Prince Avenue is listed as a restrictive corridor in Appendix A of the Sign Ordinance. This requires new signage to fall under stricter requirements than those of the underlying zoning alone.
2. Review the signage inventory for Prince Avenue and associated maps.
3. Create a visual representation of what the current zoning allows in terms of height and square footage of signs.

Lighting

1. Map light and dark spots along the right of way.
2. Combine dark spot mapping with crime data to address the role of lighting in the perception of safety.
3. Compare results of crime/lighting analysis to existing research regarding lighting and crime prevention.
4. Review of the Baxter Street renovation might help in making future corridor decisions in regards to lighting.
5. Research different types of pedestrian and street lights to create a preliminary cost/benefit analysis by type or design.
6. The new lighting ordinance limits light trespass for new developments and significant redevelopments. Existing problem areas may not come into conformance with the ordinance for years. Incentives for voluntary light shielding need to be considered.
7. Identify potential incentives to encourage property owners along the corridor to comply with the Lighting Ordinance in the short-to-medium term.
8. Discuss situation with Georgia Power to learn infrastructural limitations and difficulties, as well as capabilities and new options.
9. Review and identify problem areas using data from the lighting inventory.

I.3 Potential Strategies

Off-Site Signage & Billboards

1. The prohibition of billboards in this area has been effective and should continue. There are fewer billboards located along Prince Avenue than along corridors currently permitting billboards.
2. Stylistic changes to street and directional signs would enhance the corridor character areas.
3. Local artist design of these signs could further instill the distinctive defining features of the character areas along the corridor.
4. Create more visual markers for wayfinding at a pedestrian level to encourage and enhance the pedestrian experience. These can include neighborhood markers, pedestrian-scale street markers (like the granite obelisks), and visual indicators in the sidewalk itself.
5. Consider “buying out” billboards in important vista areas (for instance, the billboard near the corner of Prince, Dougherty, and Pulaski) to preserve the view of downtown from further up Prince Avenue.

On-Site Signage – Sign Standards

1. Rezoning the commercial parcels to Commercial-Neighborhood and Commercial-Neighborhood Established would have minimal effect on existing signage standards as both zones would fall into the C-N Restrictive signage requirements, as Prince is listed in Appendix A of the Sign Ordinance.

Lighting

1. Coordinate with Georgia Power, whenever possible to improve existing street lights and their illumination of pedestrian areas along the right of way.
2. Work with Georgia Power to improve the quality of the light from these fixtures. Eliminating light trespass, improving the light quality, and reducing glare would help to make for a safer, more attractive corridor.

3. Pursue alternatives to easement and pole-based electrical utilities. Utilities placed within the right of way and underneath sidewalk would create a much more visually appealing corridor, while having fewer conflicts with potential pedestrian and street lighting.
4. Though the initial cost is higher, Staff recommends that any new lighting be energy efficient, LED or solar-powered lighting. As a long-term infrastructural investment, these energy efficient lights would recoup some of the expenses by way of lower energy costs.
5. Replace existing street lighting with newer, more efficient models.
6. Work with property owners to improve the quality and intensity of light on privately-owned land.
7. Install mid-block pedestrian lighting along the corridor. In most cases, the existing lighting at intersections should be sufficient for those immediate areas.
8. Stylistic changes in the street and pedestrian lighting, similar to the recommendations for off-site signage above for the different character areas of Prince Avenue.

SUGGESTED IMPLEMENTATION SCHEDULE

A listing of the recommended Strategies is provided below. These Strategies are organized into phases. Placement in the first or second phase was determined in part by assessing the immediacy of the proposed strategy, the anticipated cost of a strategy, and the amount of coordination and resources required to pursue a recommended strategy. Also, some strategies are sequential in nature, necessitating that a particular step must be completed before the next strategy can be initiated.

It is not anticipated that the full array of strategies can be undertaken at once, and it is expected that the list of items will be used to set priorities for future action.

Phase I

Demographics	1. Coordinate with major employers such as Athens Regional and future UGA Medical Campus to maximize housing for employees in corridor neighborhoods
	2. Incentivize employer clean commute reward programs.
Land Use	1. Rezone all C-N (Commercial-Neighborhood) and most C-O (Commercial-Office) properties within the corridor study area to a new zoning category, CNE (Commercial-Neighborhood Established). This zoning designation would allow for the location of compatible commercial uses within or adjacent to established neighborhoods.
	2. Offer the option of a 50% reduction in overall required parking for residential-commercial (50-50) mixed use developments within the proposed overlay, where demonstrated as feasible.
	3. Continue to support increased opportunities for density in development, both in the resident and employment populations. Accessory dwelling units, residential-above-commercial (vertically mixed) development, and medium density residential use buffers between corridor commercial uses and existing neighborhood residences are three separate strategies to increase residential density immediately along the corridor that may be appropriate in targeted areas of the corridor.
	4. Amend the Future Development Map as proposed on the associated maps. Significant inconsistencies between the Future Development Map and the established and desirable development forms on the corridor exist. As such, a series of amendments to the Future Development Map are recommended to better to guide future growth and development decisions.
Protection of Resources	1. Conduct an inventory of structures in the study area for potential addition to our Local Designation list.
	2. Review Staff's list of properties for Local Designation that are not already on the Potential Designation list. Add whichever properties that are found worthy of designation to the Potential Designation list from the Comprehensive Plan.
	3. Athens-Clarke County should work with property owners along Prince Avenue, the Georgia Department of Transportation and Georgia Power to acquire landscaping easements along the corridor for street tree planting.
	4. Create a remediation plan for Brickyard Creek. There is the potential for public greenspace along the creek. Stream restoration here creates an opportunity for a potential regional stormwater facility, sized for current and future growth.
	5. Pursue funding and/or incentives to create more public greenspace within the study area. The Athens-Clarke County Greenspace Acquisition Program could be a source of funding and programming for neighborhood greenspace and pocket parks. Collaboration between the Unified Government of Athens-Clarke County and a number of institutional users along the corridor may help identify and/or support semi-public greenspace areas.
	6. Work with ACC Transportation and Public Works Department to ensure that all environmental areas are properly mapped and protected.

Stormwater Management	1. Evaluate Transportation and Public Works Watershed Management Study (Spring 2012) and work together to create a stormwater management task list related to the Corridor Study.
	2. Explore potential incentive program for improving stormwater management on properties that are not being redeveloped but do not meet our current stormwater requirements. (tiered reductions in stormwater utility bill…etc)
	3. Research and consider developing additional design criteria for stormwater management improvements on non-compliant properties (and properties coming through the Plans Review process), which might include rainwater collection systems, rain gardens, green street strategies, etc.
	4. Identify areas for potential regional stormwater facilities.
Development Form	AMEND PLAZA REQUIREMENTS 1. Current plaza requirements reference five design elements but only four are defined. Three of the five design elements are required in order to count a proposed plaza towards a required Floor Area Ratio. Staff suggests defining the fifth design element as "public access via a clear pedestrian connection from the right-of-way" with dimensional and material requirements for this access that exceed the minimum standards.
	2. Develop zoning amendment to modify required setbacks for development adjacent to identified historic resources such that new setbacks relate to established pattern; Exempt identified areas from any additional building setback which may be required by future rights-of-way dimensions such that new building setbacks are consistent with established block patterns.
	3. Amend fenestration requirement to differentiate between pedestrian streetscape fenestration and upper level fenestration, i.e. 1st Floor: 40%; 2nd Floor and above 25%
	4. Corner lots should anchor the built form at the corner, not separate the side street from the building by parking areas. No parking should be permitted between the building and the street, neither the primary frontage nor secondary road frontages.
	5. Increase the required landscaped buffer when parking and drive areas abut a local road with residentially zoned properties immediately opposite. The proposed buffer would be ten feet in width, four feet in height, and consist of evergreen shrubs.
	6. Graduated rear setback - apply a graduated rear setback based on the height of the structure when the rear property line abuts residentially zoned property or a local street with residentially zoned property immediately opposite.
	7. TRANSITIONAL BUILDING ENVELOPE Provide better form transition between commercial corridors and residential streets to protect neighborhood character and encourage mixed-use development.
	8. F.A.R., HEIGHTS and URBAN FORM To encourage mixed-use, urban forms in character areas such as Normaltown, allow an increase in the maximum permitted overall FAR to 1.5 in areas outside the defined "residential buffer transitional area" if a minimum qualifying number of residential units are included in a mixed-use project.
Right-of-Way Design	1. Study the feasibility of incorporating "Complete Streets" modifications along the corridor. 2. Traffic circulation analysis should be conducted for the corridor. Such analysis may result in lane configuration changes, signalization changes, operational intersection improvements, and enhanced pedestrian facilities including mid-block crosswalks. 3. Establish an understanding with GDOT as to which possible physical design elements to the corridor can be made that are safe and effective, but perhaps different than standard design requirements.
Transportation	1. Assess whether scheduled bus shelter installation could be modified to incorporate more aesthetic structures unique to the corridor.

Lighting & Signage	1. The prohibition of billboards in this area has been effective and should continue. There are fewer billboards located along Prince Avenue than along corridors currently permitting billboards.
	2. Create more visual markers for wayfinding at a pedestrian level to encourage and enhance the pedestrian experience. These can include neighborhood markers, pedestrian-scale street markers (like the traditional stone or masonry obelisks), and/or visual indicators in the sidewalk itself.
	3. Coordinate with Georgia Power, whenever possible to improve existing street lights and their illumination of pedestrian areas along the right of way.
	4. Utilities placed within the right of way and underneath sidewalk would create a much more visually appealing corridor, while having fewer conflicts with potential pedestrian and street lighting.
	5. Install mid-block pedestrian lighting along the corridor. In most cases, the existing lighting at intersections should be sufficient for those immediate areas.
	6. Replace existing street lighting with newer, more efficient models. Though the initial cost is higher, Staff recommends that any new lighting be energy efficient, LED or solar-powered lighting.
	7. Consider stylistic changes in the street and pedestrian lighting and signage, similar to the recommendations for off-site signage above for the different character areas of Prince Avenue.
	8. Work with property owners to improve the quality and intensity of light on privately-owned land.
	9. Incorporate unique street name signs on decorative poles, and combine various types of street signage on the poles, as an alternative to multiple poles along the corridor. Overhead street name signage should be retained to allow for clear visibility from traffic.
	10. Install pedestrian-level lighting to improve safety along the entire corridor.

Phase II

Land Use	1. BUILDING CODE MODIFICATIONS Restrictive state building codes may hinder some mixed-use development with overly burdensome separation requirements for newly constructed mixed-use or live-work developments. Communication and coordination with state officials/legislative delegation to redress these obstacles may help to eliminate disincentives.
	2. ANNOUNCE GREENSPACE CONNECTIONS Prince Avenue does not have any pocket parks or public greenspaces immediately adjacent to the corridor. Wayfinding and landscaped visual connections to nearby publicly accessible greenspaces at Bishop Park and on the ARMC campus would improve access to these amenity uses from the corridor. Likewise small neighborhood greenspaces on Hill Street (Piedmont College lot) and on Barber Street at Boulevard are in various stages of planning. While neither of these examples are directly on the corridor, improvements in the clarity and comfort of pedestrian ways between these spaces and others in close proximity to Prince Avenue should enhance greenspace accessibility. The UGA-Medical Campus offers a potential public greenspace opportunity directly on the corridor. The removal of the existing fence and introduction of a green pocket park at the property's Oglethorpe/Prince corner (identified on UGA's Master Plan) would be a valuable community greenspace addition.
	3. PURSUE SEMI-PUBLIC GREENSPACE POTENTIAL Churches and other institutions with deep, landscaped front yards could potentially be utilized as semi-public greenspaces. Communication among the Unified Government of ACC and the leaders of the various institutions along the corridor would be an essential first step toward assessing general receptivity of this type of access and specific concerns to address. Community gardens are another form of semi-public greenspace that could be introduced in strategic locations within the corridor study area.
Stormwater Management	1. Work cooperatively with Transportation and Public Works to develop locally approved design criteria for stormwater management facilities and to draft ordinances based on the results of the Watershed Management Study.
	2. Explore the possibility of reusing a percentage of captured stormwater on site (irrigation, water features, etc)
	3. Require weather-based irrigation systems to prevent water loss due to over-watering, wind and evaporation. According to the Sustainable Sites Initiative[8], weather-based irrigation can reduce irrigation water use by 24% per year.
Right-of-Way Design	1. Road realignments should be considered where feasible in order to promote multi-modal safety and ease traffic congestion. Redevelopment near Park Avenue and Talmadge Street should prompt an evaluation of this intersection alignment.
	2. Specifically identify intersections or other points along the corridor in which to construct landscaped bump-outs. These may help ease traffic speed, while adding to aesthetic value of the corridor.
	3. Consider closing specifically selected side streets off to vehicular traffic and replace with plazas that are either vegetated or hardscaped. A possible alternative to this would be to use these spaces as areas for additional on-street parking.
	4. Crosswalks should be a minimum of 8' wide and constructed of a specific pavement or hardscape at all intersections, and all sidewalks west of Barber Street should be at least 5' in width, and provide at least a 2' verge between the sidewalk and the street along
	1. Remove unused utility poles from the right-of-way to increase visibility, reduce visual clutter and remove impediments from sidewalks

Transportation	1. Construct sidewalk ramps at intersections and crossings to improve pedestrian accessibility.
	2. Install landscaping along the corridor to improve pedestrian safety and experience.
	3. Improve crosswalk design, especially at midblock locations where pedestrian refuges would increase safety and ease of crossing.
	4. Provide some sense of safety assurance to pedestrians in the form of physical barriers between the sidewalk and street. Examples include planters, trees, and wider verges.
	5. Provide amenities that promote and support pedestrian use of the corridor. Examples include benches, drinking fountains, and public art.
	6. Specific signage should be placed at the intersection of Sunset Drive and Prince Avenue that directs pedestrians to Bishop Park. Such wayfinding signage should be common throughout the corridor in both size and material. Similarly neighborhood markers could also be placed throughout the corridor to signify neighborhood gateways.
	7. Consider a “Heritage Walk” such as the CAPPA-recommended “FootPrince” or other manner of pedestrian education along the corridor that describes certain historical events pertaining to the corridor.
	8. While bike lanes or other types of bicycle facilities would benefit the corridor, right-of-way width and cartway width vary substantially along the corridor, having a substantial impact on potential options.
	9. A reduction in speed limit should be considered in designated areas
Parking	1. Some consideration should be given to adjusting parking ratios to provide reuse or redevelopment incentives and flexibility, particularly for mixed use development.
	1. Various means of public/private cooperative financing should be considered to encourage possible parking structure development. Business Improvement Districts (BIDs), Tax Increment Financing Districts (TIFs), and Tax Adjustment Districts (TADs) are a mechanism utilized in a number of communities that may be viable for Prince Avenue. Through varying means, each program seeks to return a prorated portion of funding assessed on properties within the targeted area to the area to pay for predetermined improvements intended to improve the targeted area as a whole.
	2. Incentives need to be created to encourage redevelopment of parking lots increasing the number of parking lot trees to allow no more than 7 spaces in a row without a tree.
	3. Landscape buffers should be required for parking areas adjacent to or across a local street from residential uses.
	4. Athens-Clarke County should develop structured parking design standards, with the understanding that each site will have unique challenges and solutions that an individual ordinance cannot anticipate.
Lighting & Signage	1. Stylistic changes to street and directional signs would enhance the corridor character areas. Local artist design of these signs could further instill the distinctive defining features of the character areas along the corridor.

CONCLUSION

The importance of Prince Avenue as a gateway into Athens, as a critical transportation route for residents, workers, and visitors, and as a vibrant conduit for commerce and culture are unquestionable. The future of this corridor is at an important juncture. Development interest along Prince Avenue has been constant, but the repurposing of the former Naval Supply Corps School campus for use by UGA and the Medical College of Georgia will spur even more renewed growth along the roadway and adjacent areas. The possibility that the route could be transferred from State to local control offers another opportunity for the corridor to be re-shaped. These transformative events will require careful consideration and coordinated planning in order to ensure success and the realization of the greatest benefits possible for those that live, work, or otherwise utilize and enjoy the corridor. This study is an attempt to present a unified review of the issues and opportunities facing the Prince Avenue corridor, and to carry forward the valuable input and analysis of previous efforts into a contemporary discussion regarding the roadway's future.

During the period designated for the development of the Prince Avenue Corridor Study project, deliberate attention will be paid to coordinating with institutions, businesses, property owners and community-based organizations that can serve as partners with the Athens-Clarke County Unified Government in the implementation of the Study's' goals and strategies. The Corridor Study's resulting Implementation Schedule will include opportunities for future collaboration with identified institutions, businesses, property owners and community-based organizations located within or affected by the improvement of each corridor study area. During the ensuing three-year performance period and beyond, it is expected that appropriate short-term items from the Master Plans' Work Programs will be implemented with the cooperation of the identified partners and possible other partners identified as each Work Program progresses. When appropriate, all available opportunities to provide organizational support to those sub-contractors, consultants, and community-based organizations that are actively involved in the implementation of portions of the Corridor Study's resulting Implementation Schedule will be pursued.

It is also important to note that the planning process itself that generated the study will result in a more educated and engaged citizenry, and the identification and mobilization of institutional and corporate partners. When organized and administered properly, community planning processes like this yield benefits beyond the realization of the items included in the Implementation Schedule. It has been demonstrated on numerous occasions that when Athens-Clarke County citizens actively participate in community planning efforts, some of those participants are more likely to go on to serve on appointed Athens-Clarke County boards or seek election to local public office. Their experiences in those planning efforts serve as a positive touchstone for their roles as community leaders. One important end result of this phenomenon is the continued reinforcement of future community planning processes and a deeper understanding of the importance of community planning's role in local public policy development and resource allocation.