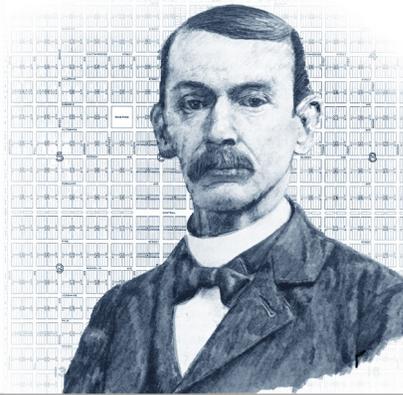


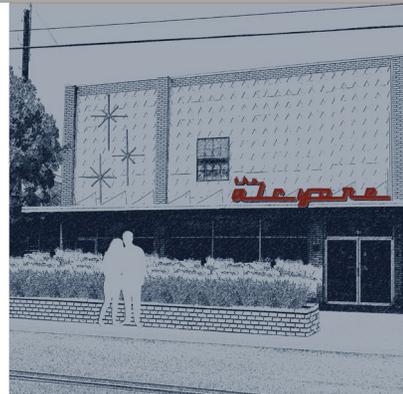
HISTORY



HARMONY



HERITAGE



FITZGERALD CIVIC CORRIDOR



The Georgia Municipal Association | **Chris Higdon**, *Community Development Manager*

Created in 1933, GMA is a voluntary, nonprofit organization that provides leadership, tools, and services to assist local governments in becoming more innovative, effective, and responsive.



The Georgia Cities Foundation | **Perry Hiott**, *Director of Community Development*

Established in 1999, GCF is a non-profit organization that assists cities in their efforts to revitalize and enhance downtown areas by serving as a partner and facilitator in funding capital projects through a revolving loan fund.



The Carl Vinson Institute of Government | **Danny Bivins**, *Renaissance Fellows Supervisor*

The Institute of Government works with public officials throughout Georgia and around the world to improve governance and people's lives. The Institute helps government leaders navigate change and forge strong directions for a better Georgia. Special thanks to **Kaitlin McShea**, *Senior Designer*.



The College of Environment & Design | **T. Clark Stancil**, *Renaissance Fellow*

The college hosts various degree programs, including Landscape Architecture, Historic Preservation, and Environmental Planning and Design as well as a specialized Certificate Program in Environmental Ethics. Special thanks to **Erik Lauritsen** and **Chris Sawhill**, *Renaissance Fellows*.



The Fitzgerald-Ben Hill Arts Council | **Brandy Elrod**, *Executive Director*

Based out of Fitzgerald's historic Carnegie Center, The Fitzgerald-Ben Hill Arts Council strives to make the arts accessible, affordable, and available to all people in Fitzgerald and Ben Hill County.



The City of Fitzgerald | Mark Masee, Mayor

Incorporated in 1896, the City of Fitzgerald—Georgia's "Colony City"—is home to over 9,000 residents and serves as the county seat of Ben Hill County.

Community Development Department | Cam Jordan, Director of Community Development

The Community Development Department is committed to the continued success and rejuvenation of Downtown Fitzgerald through wise planning, code enforcement, and innovative programming like Fitzgerald's successful Façade Grant Program. Special thanks to **Whitney Justice** and **Anne Jordan** for their kind assistance and warm hospitality.



The Georgia Downtown Renaissance Fellows Program

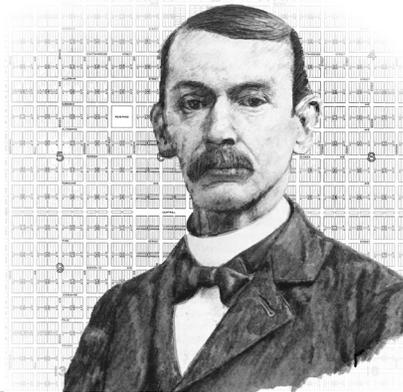
The Georgia Downtown Renaissance Fellows Program pairs the resources of the Georgia Municipal Association, the Georgia Cities Foundation, and the Carl Vinson Institute of Government with emerging design professionals from the University of Georgia College of Environment & Design to enhance downtown development in communities across Georgia.

With the assistance of the Georgia Municipal Association, the City of Fitzgerald was selected as one of three communities to take part in the 2014 Georgia Downtown Renaissance Fellows Program. Partner cities are selected based on the criteria of strong local leadership, community commitment, and fiscal readiness to act on projects. We thank the people of Fitzgerald for their steadfast commitment to community improvement and their invaluable role in the partnership.

T. Clark Stancil, an undergraduate landscape architecture student from the University of Georgia's College of Environment & Design, worked directly with Cam Jordan, Fitzgerald Community Development Director, to address specific programs in downtown Fitzgerald. The fellowship ran for 12 weeks, with Clark and two other Renaissance Fellows, Erik Lauritsen and Chris Sawhill, working full time at the Institute of Government's Spectrum Studio under the supervision of Danny Bivins.

PARTNERS & ACKNOWLEDGMENTS

HISTORY



HARMONY



HERITAGE



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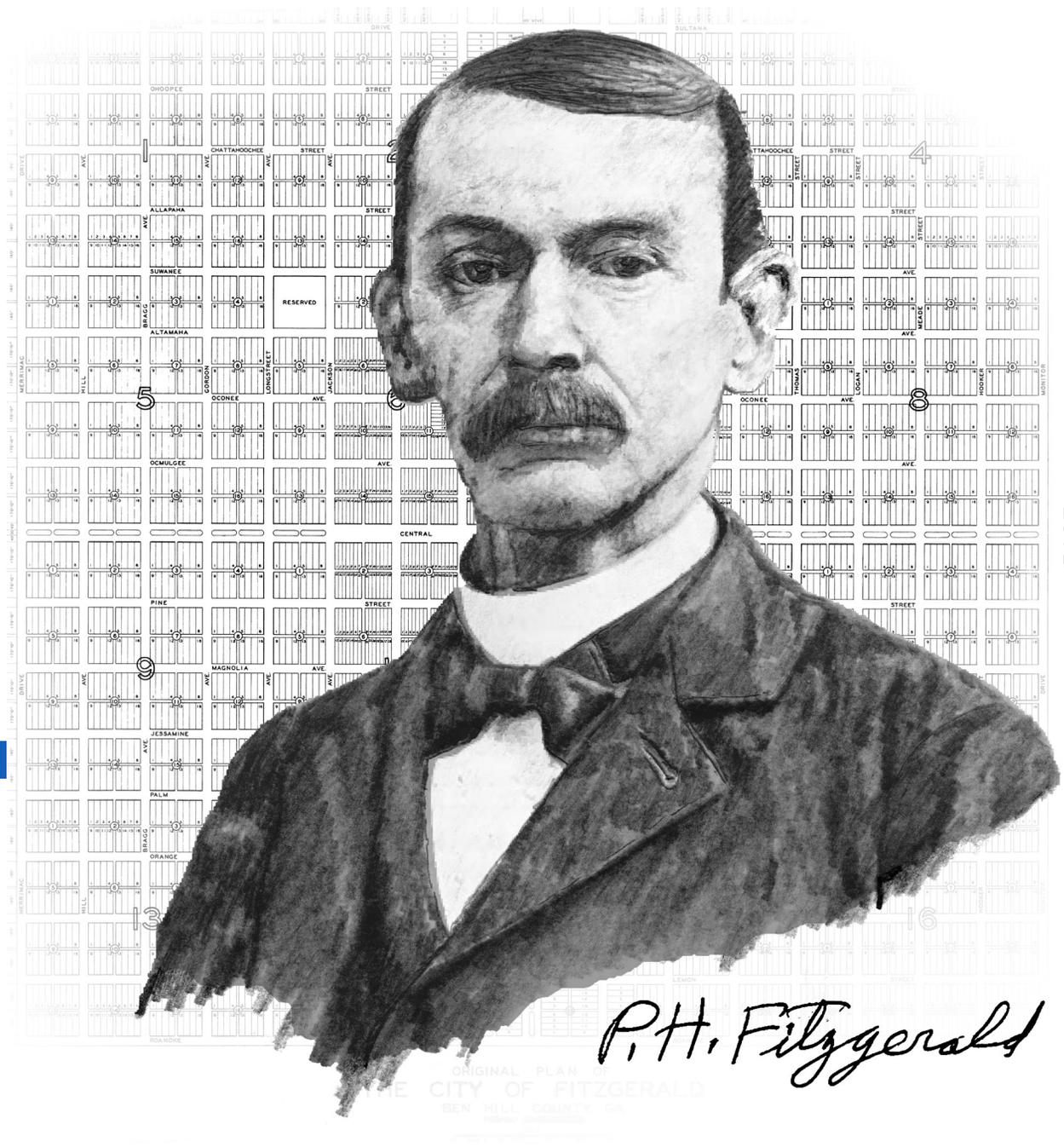
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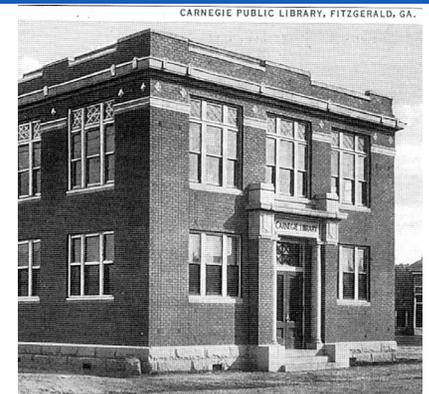
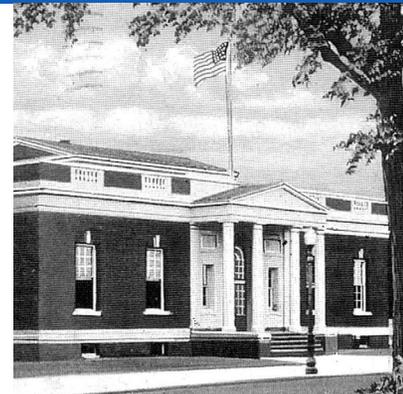
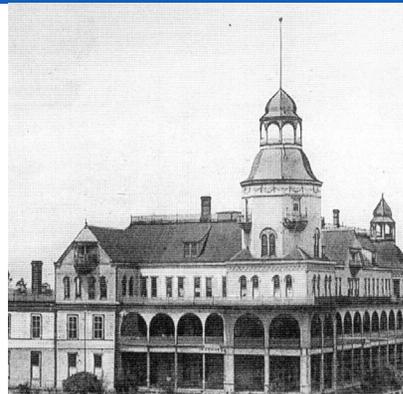
P. H. Fitzgerald

A Home in the Sunny South! Located in Ben Hill County in the heart of South Georgia, Fitzgerald is one of Georgia's few planned cities and certainly is among the state's most unique. Envisioned as a "Colony City" for Union veterans, Fitzgerald is proud of the role the city played in reuniting the nation in the decades following the American Civil War.

The New Canaan! Concerned with the plight of midwestern veterans after years of drought, crop failure, and the economic turmoil of the Panic of 1893, Indianapolis newspaper editor Philander H. Fitzgerald proposed a colony for displaced veterans in the heart of South Georgia. P.H. Fitzgerald formed the American Tribune Soldier's Colony Company in 1895, advertising shares of 50,000 acres of Georgia pineland throughout the Midwest and Northeast. A thousand of the company's acres were divided into 256 city blocks, forming the heart of downtown Fitzgerald in the gridiron pattern common in the 1890s Midwest. Drawing settlers from across the United States, Fitzgerald became an overnight boomtown and melting pot of American culture. Fitzgerald's midwestern heritage lives on in the city—from the network of gridded brick streets and alleys to the city's unique architecture and dedicated lots for public schools and parks. These early investments fostered a community spirit that continues to thrive.

History, Harmony, Heritage. Fitzgerald was founded in 1885 with the best city planning practices available. The designs proposed for the city aim to return to these best practices, honoring Fitzgerald's rich history and heritage while using the framework of the past as a bold template for future growth

HISTORY - HARMONY - HERITAGE



FITZGERALD: GEORGIA'S COLONY CITY



Downtown Fitzgerald:



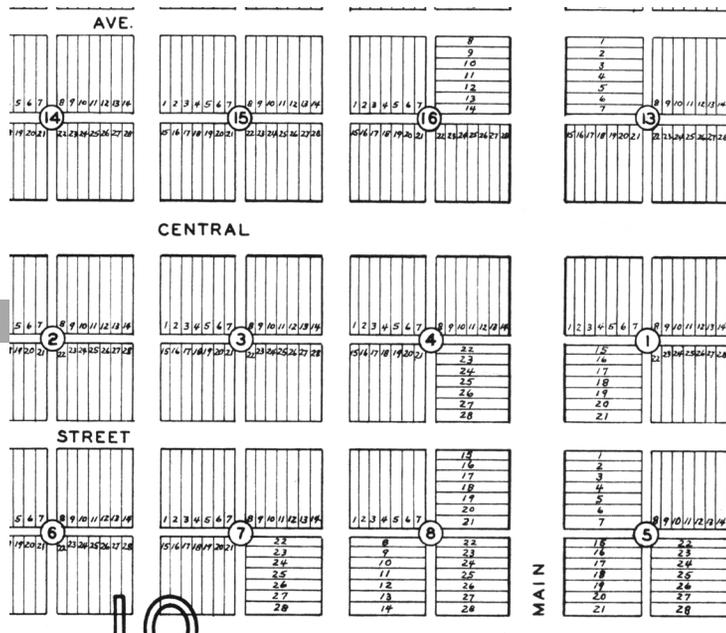
Area of Focus:



Context Map: Fitzgerald Civic Corridor

All of the following projects are located within a six-block area west of the commercial core of Downtown Fitzgerald. This area of focus comprises a wealth of community resources and local institutions, making the area the civic heart of Fitzgerald and Ben Hill County.

Among the many local institutions within the Civic Corridor are The Fitzgerald-Ben Hill Public Library, The United States Post Office, The Carnegie Center, The Blue & Gray Museum, and The Grand Theater. Local congregations within the corridor include the Central United Methodist Church and St. Matthew's Episcopal Church. These structures, many historic, lend the corridor an air of civic purpose and dignity. These institutions are important sources of pride and community identity for Fitzgerald. The proposed designs hope to build on this sense of place and civic pride, linking resources to renew Fitzgerald's renowned community spirit.



Structures: ■ Groundplane: ■

City Survey: Fitzgerald Civic Corridor

Figure/Ground: Fitzgerald Civic Corridor

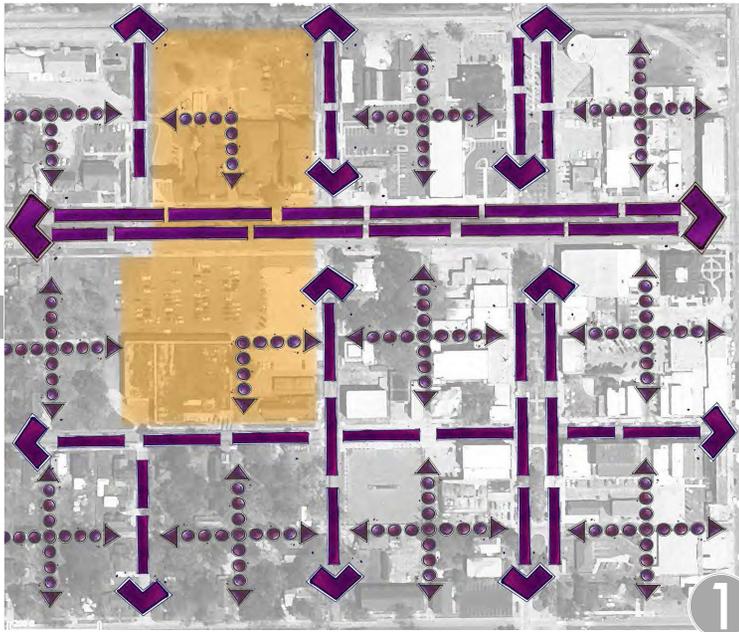
FITZGERALD CIVIC CORRIDOR: CONTEXT

Connectivity Analysis

1

Connectivity diagrams illustrate patterns of movement in a given area. Prominent in Fitzgerald's connectivity analysis is the unique gridiron system and alleyway network that serve as concrete representations of the city's unique history and heritage. This heritage and valuable connectivity is lost when streets are altered or closed to traffic. Where possible, care should be taken to reintroduce Fitzgerald's gridiron network.

- **Preserve and restore Fitzgerald's historic gridiron**
- **Ensure ease of connectivity by opening closed alleys**



Street Grid: ■ Alley Network ● Area of Alteration: ■

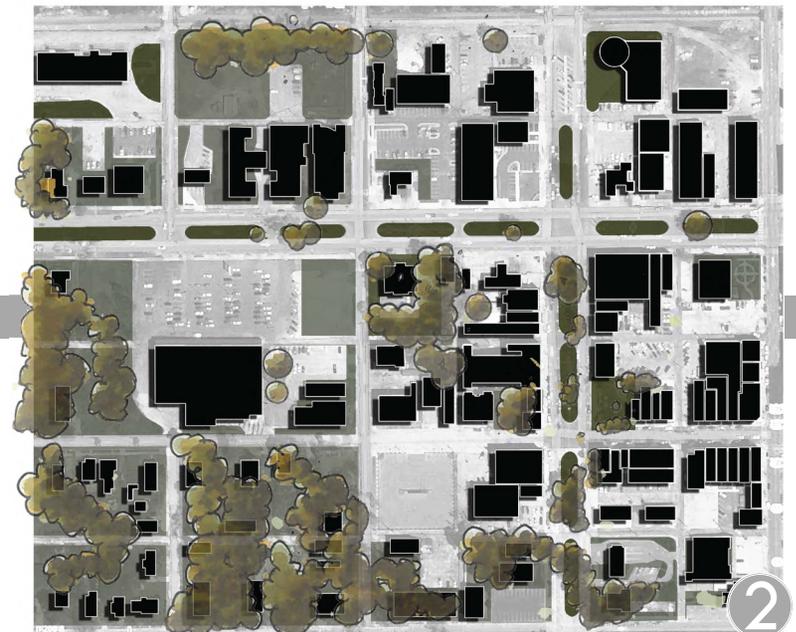
Connectivity Analysis

Vegetation Analysis

2

Greenspace diagrams illustrate the amount of land coverage devoted to public parks and open space in a particular area. While most of Fitzgerald's urban canopy is found in surrounding residential areas, the inventory shows the original parks integrated into Fitzgerald's gridiron plan. Further linking these spaces would honor Fitzgerald's heritage while creating a safer and more pedestrian-friendly downtown.

- **Reestablish Fitzgerald's historic urban canopy**
- **Link existing park spaces along Central Avenue**



Public Greenspace: ■ Open Greenspace: ■ Urban Canopy: ●

Vegetation Analysis

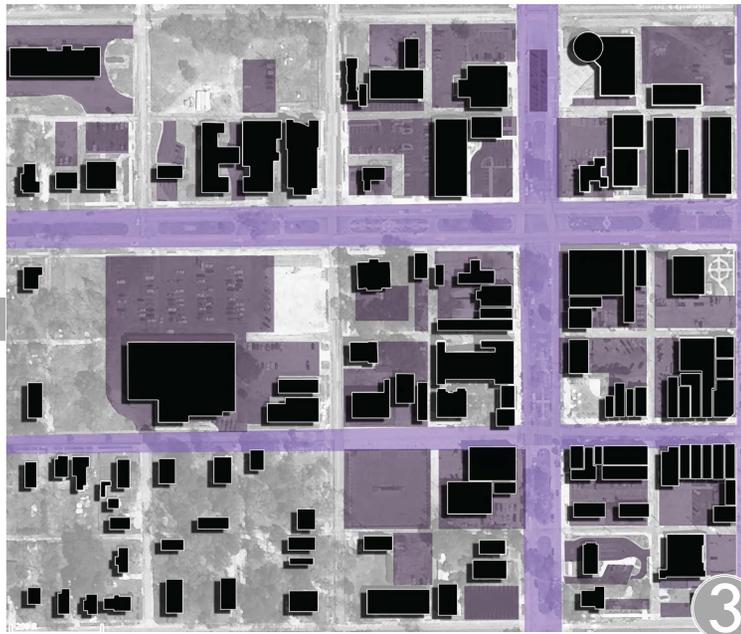
Fitzgerald Civic Corridor: The inventory and analysis process allows us to separate and visualize different components and systems within given area, illustrating the strengths and weaknesses of a site and providing a context for the design process.

Parking Analysis

3

The inventory below highlights generalized areas of parking within the downtown focus area, revealing a wealth of parking opportunities. Many of these spaces are underutilized and should be prioritized for infill development. Fitzgerald's unique alley system allows for parking to be relegated to the interior of downtown blocks—an excellent means of promoting a more pedestrian-friendly downtown experience.

- **Prioritize underutilized parking for infill development**
- **Relegate parking to the interior of downtown blocks**



Surface Parking: On-Street Parking:

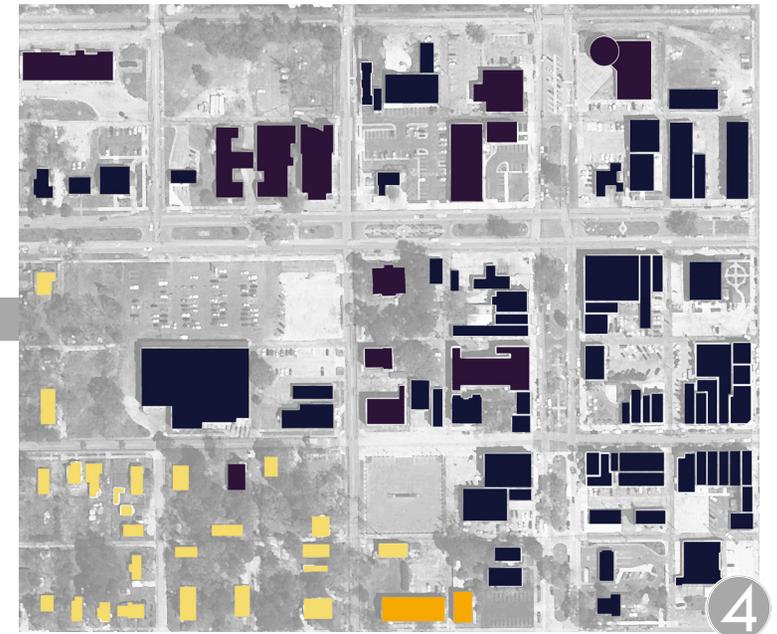
Parking Analysis

Existing Land Use

4

Land use maps allow us to visualize general patterns of development and concentrations of uses in a given area. Healthy urban districts contain a mix of uses that contribute to the overall vitality of downtown life. The land use inventory of the downtown focus area highlights the concentration of institutional and commercial uses and the radiating pattern of residential uses surrounding Fitzgerald's downtown core.

- **Link existing civic and community resources**
- **Encourage an increased mix of uses downtown**



Commercial/Office: Institutional Uses: Residential: Multi-Family:

Existing Land Use

INVENTORY & ANALYSIS

Institutional Concentration

1

The map below illustrates the concentration of civic and institutional uses in the focus area, including the Carnegie Center, the Grand Theater, the Blue and Gray Museum, the Ben Hill Public Library, the United States post office, religious congregations, and several government offices. The concentration of civic resources downtown ensures wide accessibility and contributes to the vitality of downtown Fitzgerald.

- Keep local institutions downtown
- Link existing community resources



Institutional Uses:



Other Uses:



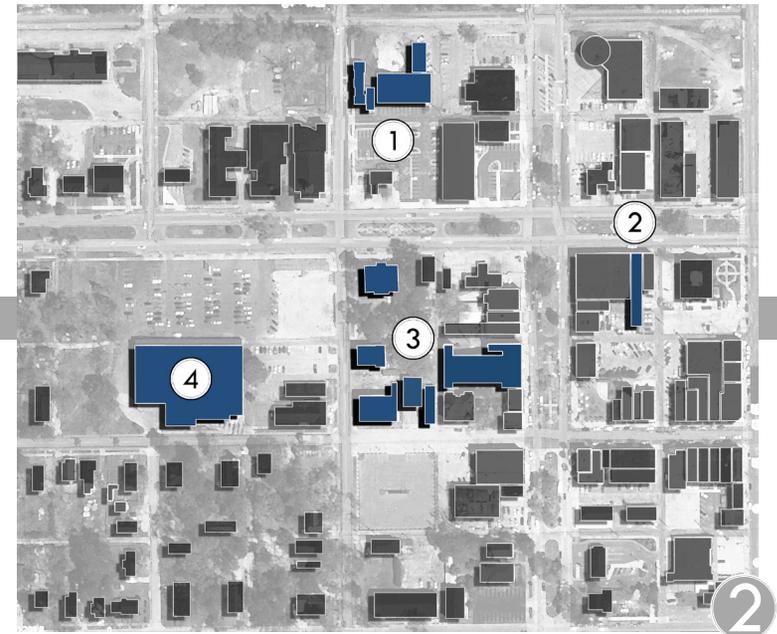
Institutional Concentration

Civic Corridor Projects

2

The proposed projects listed below provide links between existing community resources in Fitzgerald's Civic Corridor.

1. **Fitzgerald Utilities Annex:** institutional façade restoration
2. **111 Central Avenue:** commercial façade restoration
3. **The Carnegie Center Block:** public spaces linking civic resources
4. **Harvey's Supermarket:** historically sensitive infill development



Civic Corridor Projects:



Project Progression:

①

Project Progression

HISTORY HARMONY HERITAGE

1 St. Matthew's Episcopal Church 2 The Blue & Gray Museum 3 Central United Methodist Church 4 The Grand
5 The Carnegie Center 6 Fitzgerald Post Office 7 Ben Hill Board of Elections 8 Fitzgerald-Ben Hill Public Library



Existing Civic Corridor Resources

FITZGERALD CIVIC CORRIDOR

HISTORY HARMONY HERITAGE

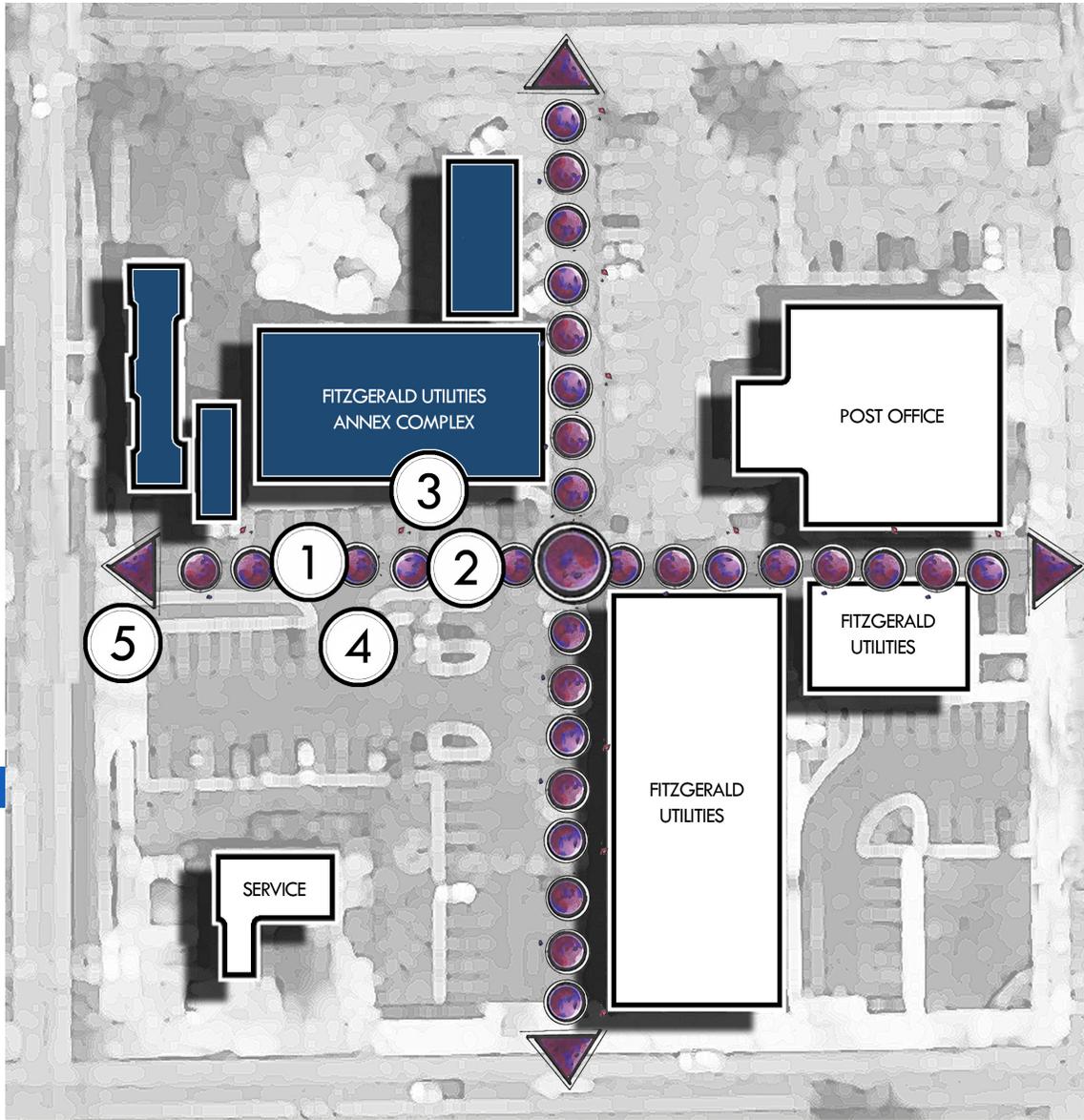


Following the listing of the Fitzgerald Commercial Historic District on the National Register of Historic Places in 1992, Fitzgerald established an innovative public/private partnership creating the Fitzgerald Façade Grant Program. The purpose of the program is to encourage downtown redevelopment and foster a higher quality of life for Fitzgerald's citizens by honoring the history of the city and showcasing the city's rich architectural heritage.

The façade grant projects included follow the guidelines outlined in the 1989 Jaeger/Pyburn plan *Guidelines for Rehabilitation and New Construction in the Fitzgerald Historic District*. They attempt to honor Fitzgerald's history by retaining and restoring existing unique architectural features while incorporating stylistic features complementary to the period and architecture of the respective structures.



FACADE RESTORATION



Project Progression & Context Map

The map at left shows the cluster of buildings proposed as an annex for Fitzgerald Utilities as well as the progression of views to follow. Also shown are important local institutions found on Block 16, including the Fitzgerald United States Post Office and the larger Fitzgerald Utilities main office.

- **Unite varied structures in the Fitzgerald Utilities Annex**
- **Provide links between existing community resources**

Alley Network:

Utility Annex Structures:

Structures:

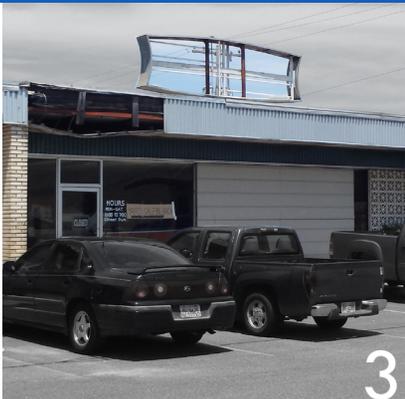
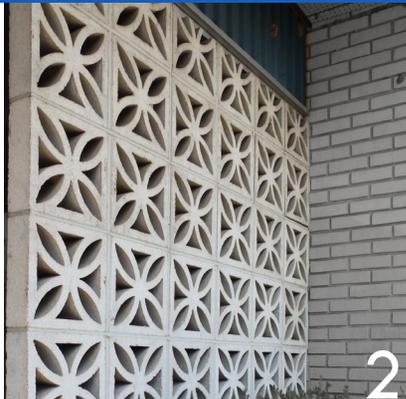
Project Progression:



The cluster of buildings proposed as an annex for Fitzgerald Utilities comprise the heart of Fitzgerald's original Block 16, bounded to the west by Lee Street, to the south by Ocmulgee Alley, and to the north by the CSX Railroad. The structures range in date from around 1908 to the mid-1950s. City officials sought to unify the diverse architecture of the buildings, which proved a stimulating challenge.

The largest and most unique buildings on site—a 1950s office and renovated Quonset hut—are rich with midcentury modern architectural detailing. These are perhaps the best collection of midcentury architecture in Fitzgerald. Although it may be easy to write off buildings from the recent past as not warranting preservation, it is particularly important to preserve buildings from this era. Today's recent past is tomorrow's history.

HERITAGE: 1 Patterned Concrete Façade 2 Decorative Concrete Block 3 Unique Signage 4 Clean Lines

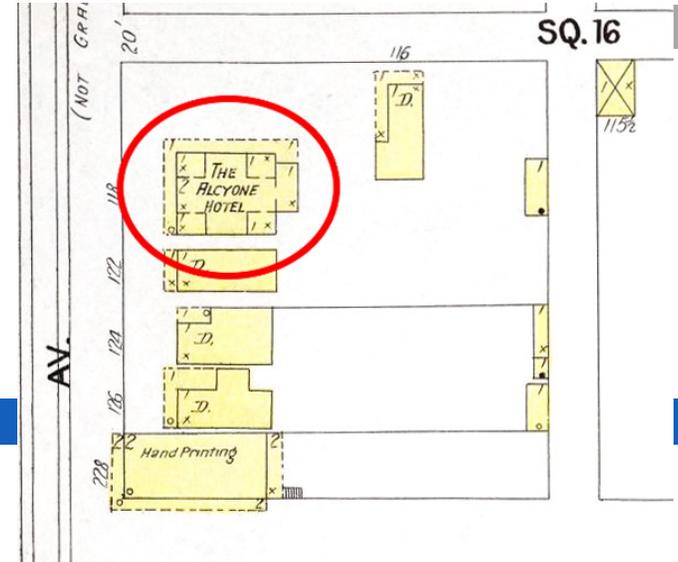
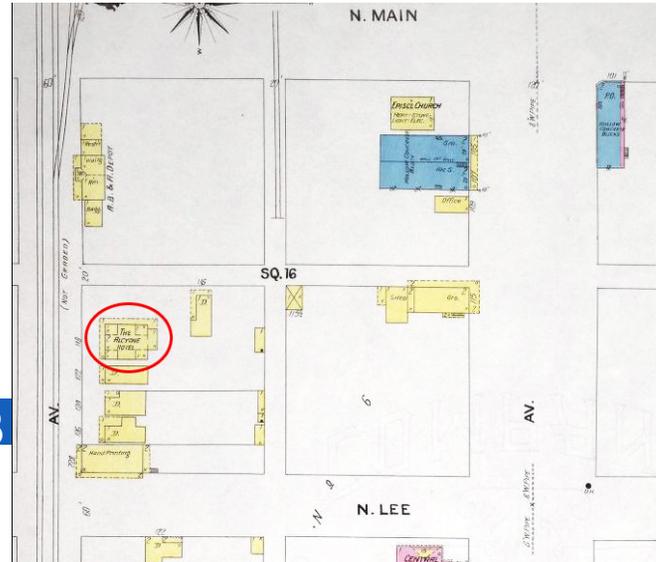


Midcentury Architectural Detail

FITZGERALD UTILITIES BLOCK

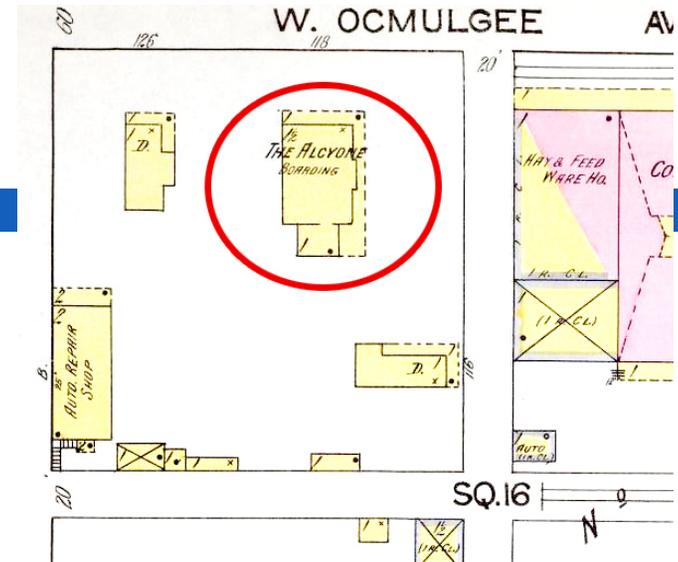
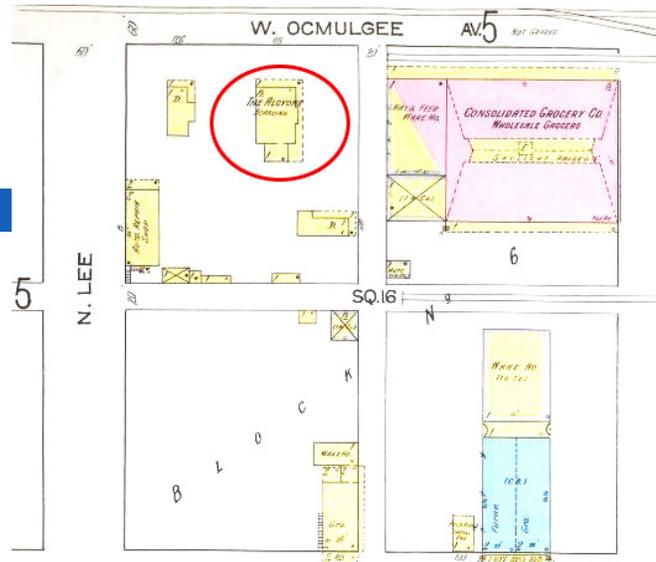
HISTORY:

1908



HISTORY:

1921



The Sanborn Fire Insurance Map series produced in the late 1800s and early 20th century help document the history of the Fitzgerald Utilities Block, allowing us to date structures and observe changes in the area over time. The first named structure on site, the Alcyone Hotel, is visible in 1908 maps and onward (left).

Discovering the history of the Alcyone allows us to unite the site by drawing on a common past. The Alcyone is the largest star in the constellation Taurus and a figure in Greek mythology, providing a context and design motif to unite the diverse structures within the block. Using that context, the proposed design links the various buildings through a star motif and united color and planting palette. The proposed historically appropriate signage highlights the architectural wealth and diversity of the block.

*the
alcyone*

HERITAGE:

Building on a Common Past - Proposed Signage



FITZGERALD UTILITIES BLOCK: HISTORY

BEFORE: The Quonset hut at the center of the Fitzgerald Utilities annex complex is among Fitzgerald's finest examples of mid-century modern architecture. Note the unique textured concrete façade, original streamlined metal awning, and fine cream brick work. With a little TLC, this unique structure could be a community asset and continue to contribute to the healthy variety of architecture downtown.



AFTER: A few simple and economical fixes help link the structure with the past and surrounding community institutions. The new signage, bold paint, restored awning, and midcentury star motif honor the building's unique architecture. The addition of street trees and an expanded sidewalk enhance the pedestrian experience while connecting the complex to the Fitzgerald Utilities main office, post office, and Fitzgerald-Ben Hill Public Library beyond.



FACADE RESTORATION I: THE ALCYONE

BEFORE: A narrow sidewalk directly abutting the parking lot makes this area unsafe and uninviting to pedestrians. The lack of shade and intense heat of the parking lot also deters foot traffic while substantially raising the cost to maintain the climate within the proposed annex.



AFTER: With a widened sidewalk in place of underutilized parking and the addition of street trees, the area once again serves as a valuable pedestrian connection between community institutions in the civic corridor. While Option B (inset) substitutes low-maintenance ornamental grasses for street trees, both options show the corrugated metal paneling removed to reveal the original concrete façade.

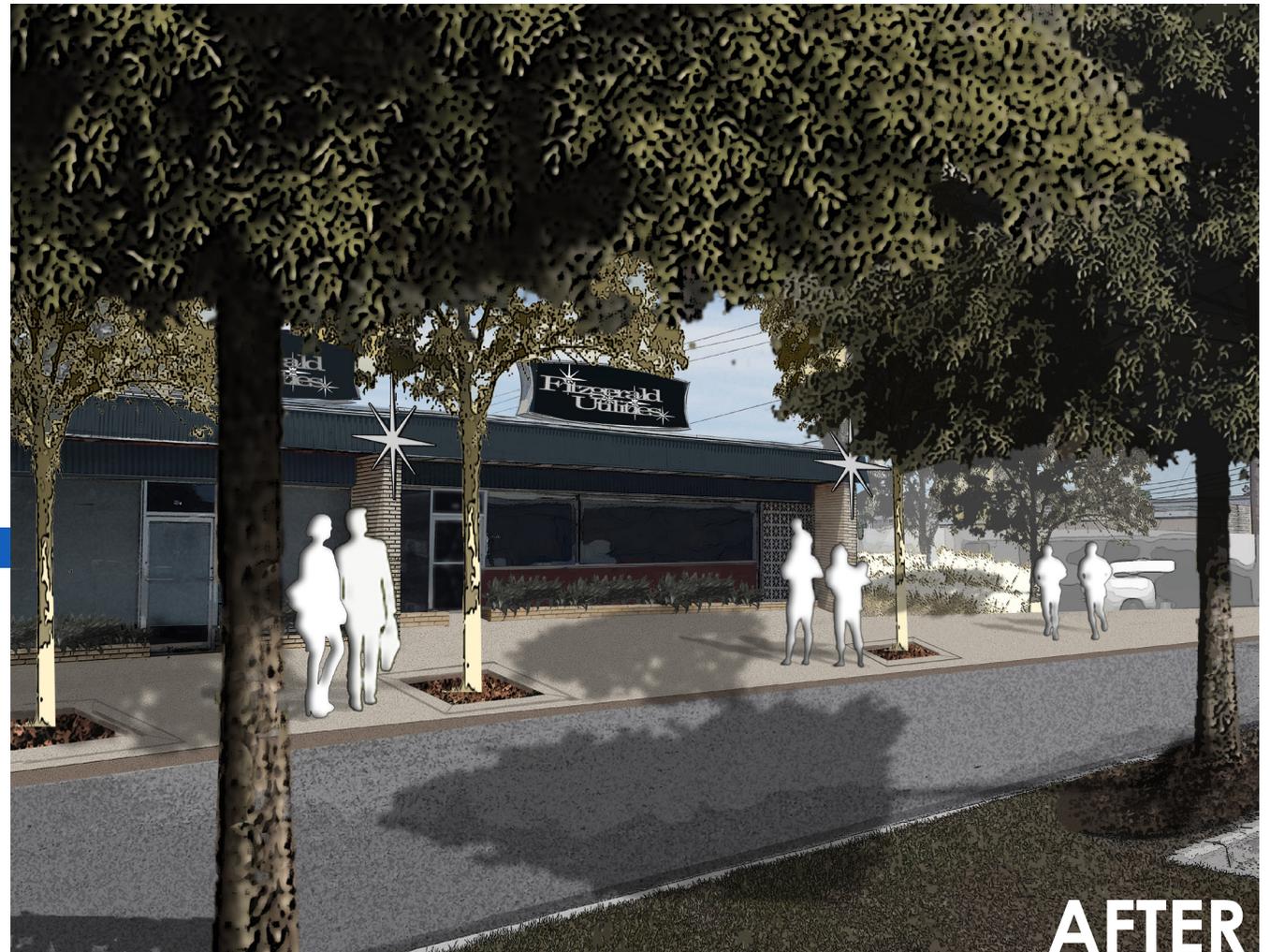


FACADE RESTORATION II: THE ALCYONE

BEFORE: The 1950s office complex adjoining the central Quonset hut contains a wealth of midcentury modern detailing. Note the unique signage, decorative concrete block, and bold metal paneling. Again, parking directly abuts the building, and the lack of shade makes this an underutilized pedestrian connection, despite the wealth of resources in the area including the post office at the far right of the photo.



AFTER: Restored and reprogrammed signage showcases the complex's midcentury architecture while improving the appearance of the structure. Low maintenance masses of cast iron plants give life to the complex's existing brick planters while softening the lines of the building. An allée of new street trees and an expanded sidewalk create an attractive pedestrian corridor linking community institutions.



FACADE RESTORATION : MIDCENTURY OFFICE

BEFORE: Proposed as additional future office space for Fitzgerald Utilities, this 1950s office complex has unique and underutilized architectural features and midcentury details. Note the unused cream brick planters and post office in the distance in this close-up view.



AFTER: With an expanded sidewalk, low-maintenance plantings, and fresh signage, the Fitzgerald Utilities annex contributes to the vitality of downtown Fitzgerald. Minimal improvements enhance the pedestrian experience while providing valuable links between the post office, Fitzgerald-Ben Hill Public Library, and other civic corridor institutions.



FACADE RESTORATION II: MIDCENTURY OFFICE

BEFORE: View of the Fitzgerald Utilities parking lot toward the main office and post office beyond. Note the lack of shade and absence of a safe pedestrian connection to the post office. The absence of any shade significantly increases the cost of cooling structures like the Fitzgerald Utilities main office. Climate control consistently ranks as one of the City of Fitzgerald's largest financial obligations.



AFTER: New street trees define the alleyway, helping to unite these public buildings while providing valuable shade. Proper placement of trees enables a cost savings of up to 30% on utility bills, making the Fitzgerald Utilities annex an example of energy efficiency for the community. New pedestrian connections link community resources and contribute to the health and welfare of Fitzgerald's citizens.



PARKING IMPROVEMENTS

BEFORE: The 1940 Clayton/Colony building at the west corner of the Utilities Block and the neighboring circa-1908 concrete block structure help define the Fitzgerald Utilities Block. While these historic structures have good bones, both are currently vacant and overgrown. Targeting these structures for repurposing and extending downtown streetscaping northward on Lee Street would contribute to the overall vitality of downtown Fitzgerald.



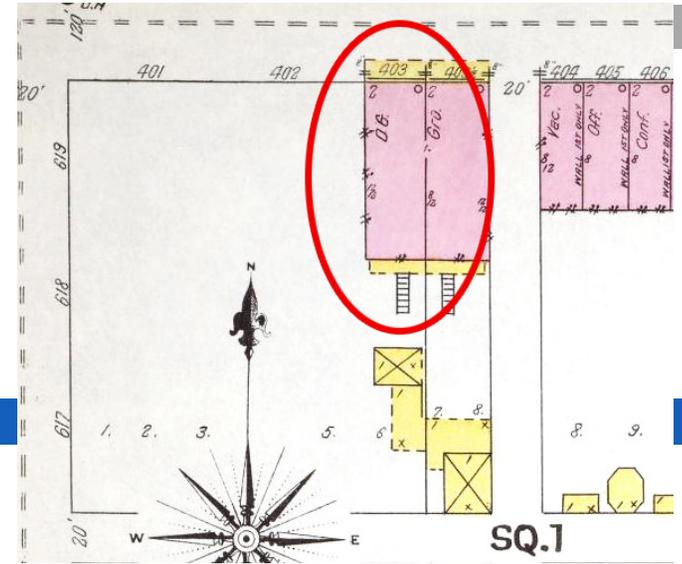
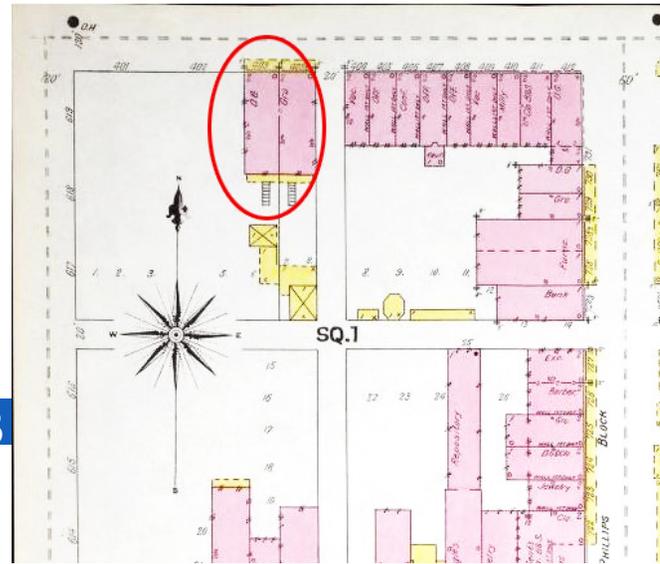
AFTER: With expanded downtown streetscaping and low-maintenance plantings, North Lee Street becomes an attractive pedestrian corridor. Repurposing and rebranding the corner building The Colony Club Apartments mixes uses on the block and ensures eyes on the street. Historically sensitive star detailing helps to unite these structures with the remainder of the block, while fresh signage, restored windows and doors, and a rebuilt porch complement the architectural styles of both buildings



FACADE RESTORATION: THE COLONY CLUB

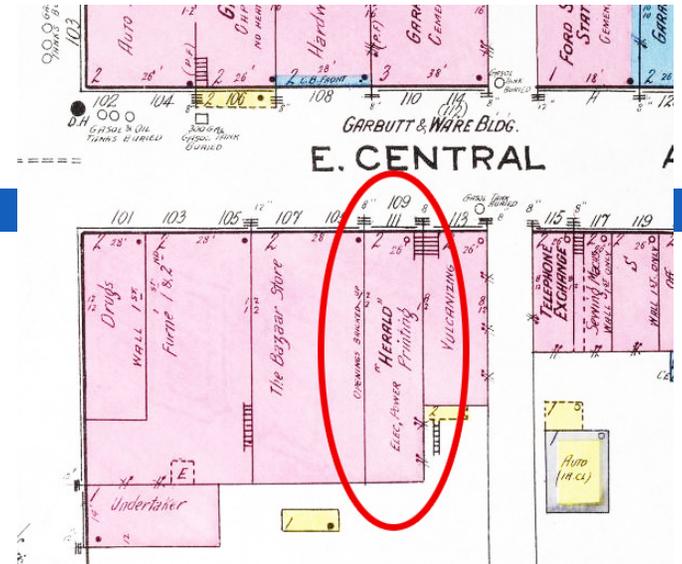
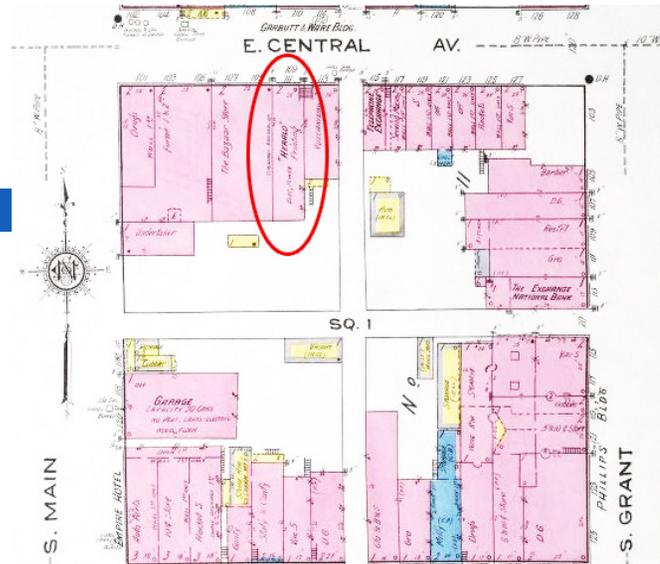
HISTORY:

1903



HISTORY:

1921



111 Central Avenue is a private building in the heart of the Fitzgerald Commercial Historic District seeking approval from the Fitzgerald Façade Grant Program. The structure is one of Fitzgerald's earliest surviving examples of turn-of-the-century commercial architecture, the predominant architectural style in downtown Fitzgerald.

While 111 Central Avenue is absent in the 1898 series of Sanborn Fire Insurance Maps, the structure appears in an 1899 photo, complete with fresh building materials stacked on the adjoining lot (see below). With this documentation, the structure can be positively dated to 1899, making it one of Fitzgerald's oldest surviving commercial buildings. By 1921, 111 Central Avenue housed the printing operations for *The Fitzgerald Herald*, now the *Herald-Leader*. This unique past provides a context and historical framework for the proposed renovations.

HERITAGE:

Parade Celebrating Fitzgerald's First Power Plant, 1899



111 CENTRAL AVENUE: HISTORY

BEFORE: While 111 Central Avenue is structurally sound, appropriately scaled, and a fine example of turn-of-the-century commercial architecture, maintenance has been neglected and the building is currently vacant. Note the historically inappropriate doors, windows, shutters, and awning. The building housing the Fitzgerald Shoe Hospital (left) was constructed in conjunction with 111 Central and contains many of the same architectural details.



AFTER: Using the 1899 photo and the Jaeger/Pyburn guidelines to direct the restoration produces a handsome structure that adds value and a sense of history to the block. Rechristened “The Herald Building,” and painted red to emulate brick, the restored facade features historically accurate windows and doors, a restored transom, and a brass kickplate. A fixed awning allows for visibility of architectural detailing, while the hanging wood signage complements the structure's historic style. Option B (inset) shows the building in cream.



FACADE RESTORATION: THE HERALD BUILDING

BEFORE: While 111 Central Avenue is a structurally sound and appropriately scaled example of turn-of-the-century commercial architecture, maintenance has been neglected and the building is currently vacant.



AFTER: Restoring the Herald Building's original brick façade connects the building to the past and enhances the downtown landscape. Repurposing the Herald Building as an outdoor cafe with an upper-story residence creates two income streams for the owner while adding life, variety, and vitality to this stretch of downtown Fitzgerald. With the proposed alterations, the Herald Building becomes an important showpiece of turn-of-the-century commercial architecture.



FACADE RESTORATION: THE HERALD BUILDING

HISTORY HARMONY HERITAGE



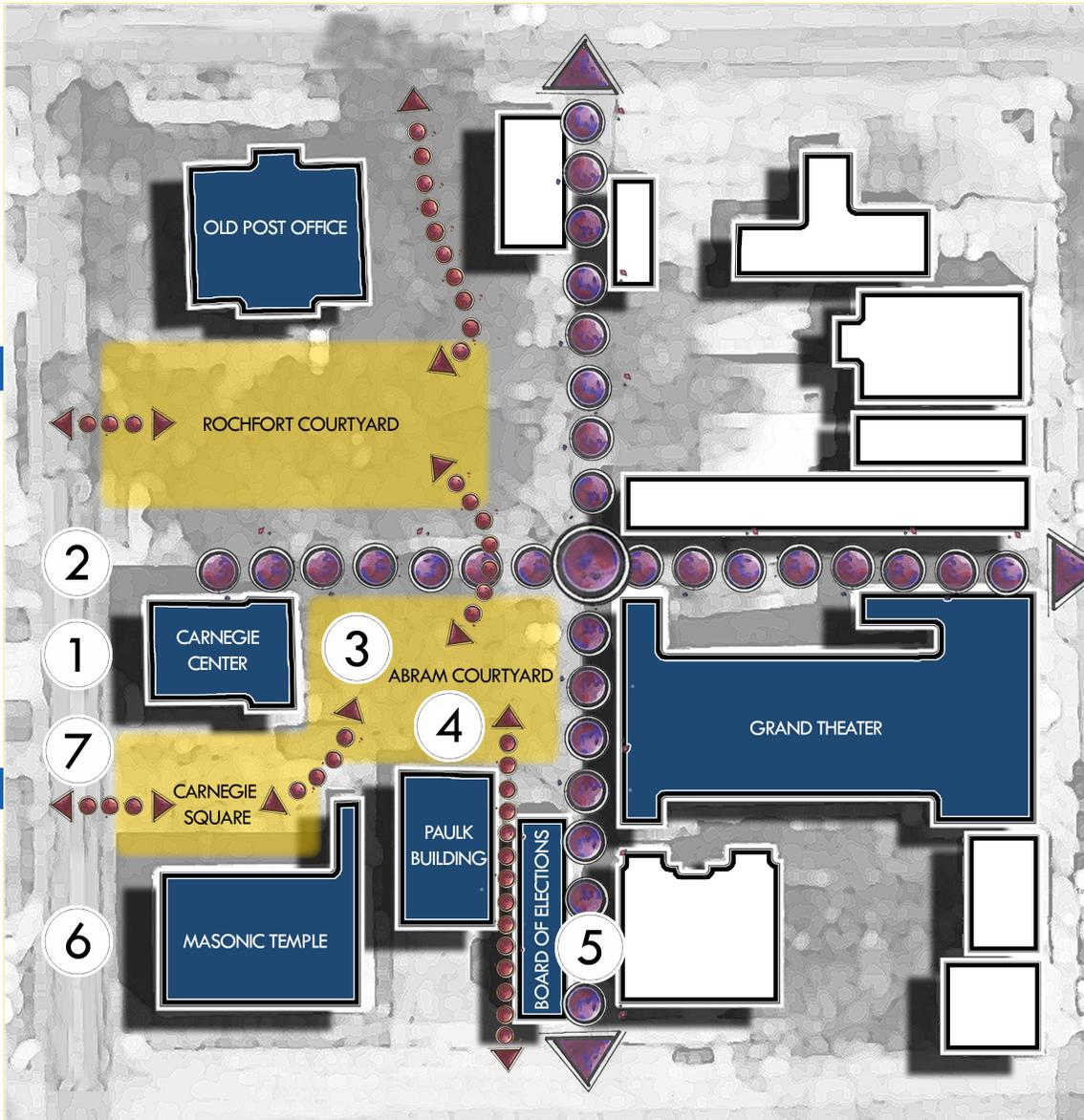
Special Projects: The Carnegie Block and Harvey's Renovation

The following projects have the potential to unite Fitzgerald's civic corridor and enhance the health, accessibility, and attraction of downtown Fitzgerald to tourists and residents alike. The special projects included draw on Fitzgerald's unique history and heritage, using the best practices of the past as a framework for harmonious future growth.

The expanded community institutions located within the Carnegie Block and the proposed Harvey's Supermarket renovation projects lie at the heart of Fitzgerald's civic corridor. These projects form two adjoining blocks with an outsized potential to increase the economic vitality and quality of life in downtown Fitzgerald.



SPECIAL PROJECTS



Project Progression & Context Map

The diagram at the left shows the spatial relationship of buildings within the Carnegie Block as well as existing and proposed connections and the progression of views to come.

- Create flexible spaces for a variety of programming
- Provide links between existing and proposed community resources

Alleys & Connections: ● Courtyards: ●
 Carnegie Block Structures: ■ Project Progression: 1

The block anchored by the Carnegie Center, Fitzgerald's historic 1915 Carnegie Library and home to the Fitzgerald-Ben Hill Arts Council, houses some of Fitzgerald's most important and popular community institutions in addition to a diverse collection of private businesses and offices along Main Street and Central Avenue.

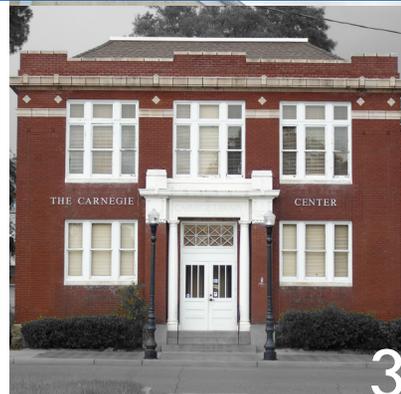
City officials sought to link the Carnegie Center with a proposed fashion museum in the currently unoccupied 1918 post office while preserving an informal courtyard in the rear of the Carnegie Center containing some of Fitzgerald's most impressive large shade trees. Additionally, city officials sought to integrate the architecture of the early 1960s Masonic Temple—home of future arts center offices—with the remainder of the block.

Project Description

The proposed design aims at reestablishing neighborhood connections in the area with unified, historically appropriate signage and a simple and consistent planting and materials palette. New street trees inspired by historic plantings at the Carnegie Library and the now-demolished Lee-Grant Hotel help to define the street, reestablish Fitzgerald's historic urban canopy, and connect the civic corridor.

Within the Carnegie Block, connections are created between new and proposed civic structures with informal courtyards. These courtyards, established on underutilized parking lots, return this public space to Fitzgerald's citizens while serving as flexible spaces for a variety of programming needs. The proposed design preserves unique connections within the Carnegie Block by reprogramming Carnegie Alley, envisioning the area as an enduring neighborhood connection and flexible space for events.

HARMONY: 1 Fashion Museum 2 The Grand Theater 3 The Carnegie Center 4 Ben Hill Elections Board

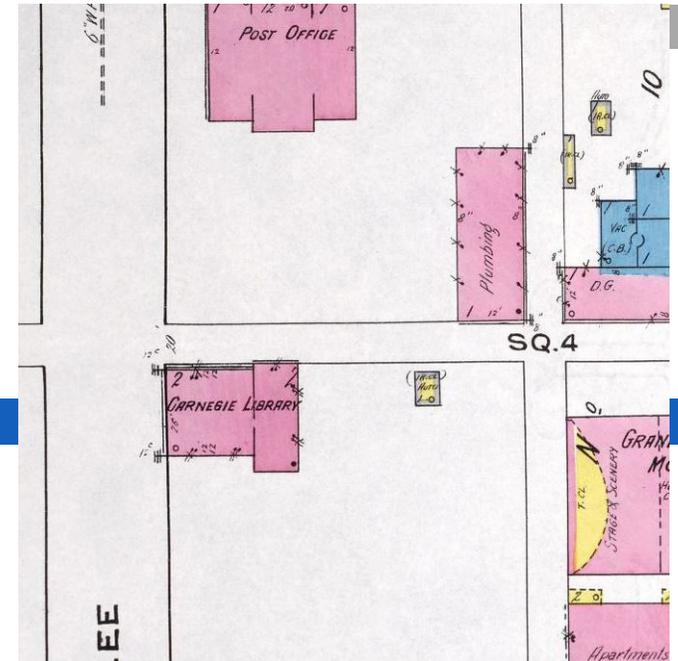
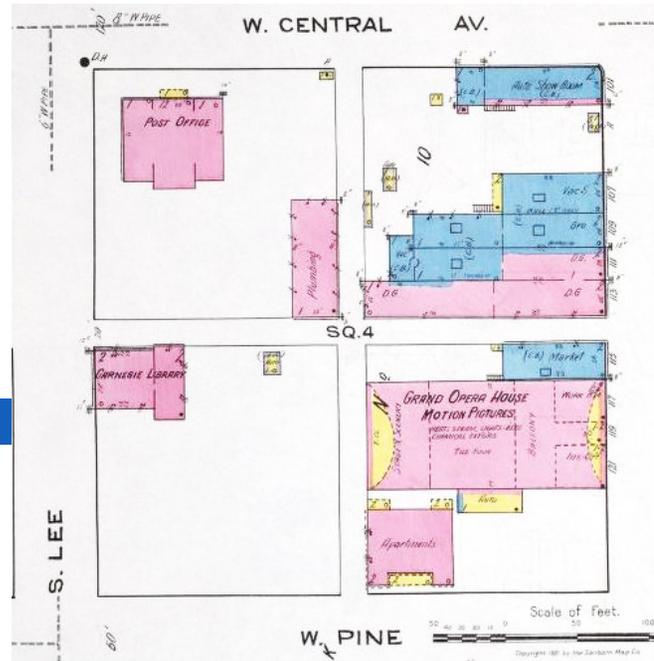


Linking Existing Civic Infrastructure

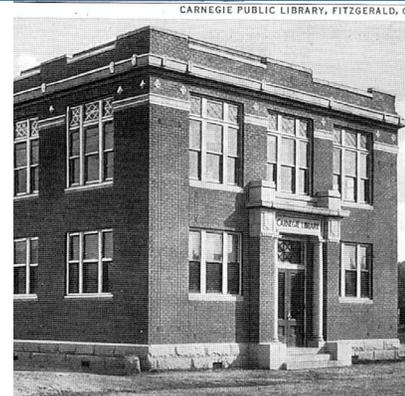
CARNEGIE BLOCK: CONTEXT

HISTORY:

1921



HISTORY:



Fitzgerald's Carnegie Library, the last of two dozen Carnegie Libraries built in Georgia, has been a pillar of Fitzgerald community life since 1915. Following an award-winning renovation in 2006, the Carnegie Center now houses the Fitzgerald-Ben Hill Arts Council, continuing Carnegie's legacy of community service and the important role of the building in Fitzgerald's civic life.

The historic post office at the corner of Central Avenue and Lee Street has served various civic functions since the building's construction in 1918. Most recently known as the Federal Building, this structure is the proposed home of a museum dedicated to 19th century fashion. The midcentury Masonic Temple at the corner of Lee and Pine Streets was constructed in the early 1960s. The building is proposed as additional office space for the Fitzgerald-Ben Hill Arts Council.

World War I Victory Parade, c. 1918



CARNEGIE BLOCK: HISTORY

HARMONY:

Planting Palette



Materials Palette



Community Signage



A unified planting palette helps to unite the proposed courtyard spaces within the Carnegie Block. Selected plantings have historic and cultural connotations that make them well suited to the site.

'New Harmony' American Elm: Tolerant of drought and urban stresses, elms were common throughout Fitzgerald prior to the Dutch elm blight of the 1960s. The beloved tree behind the Carnegie Center is one of only a few survivors. Repeating elms throughout the proposed courtyards links the new spaces to the past. "New Harmony" is a blight-resistant cultivar.

Creeping Fig: Grown on discreet welded wire mesh trellises in the proposed designs for the Carnegie Block, creeping fig provides a low-maintenance, elegant screen.

Oakleaf Hydrangea: A South Georgia native, the oakleaf hydrangea provides year-round interest with excellent fall color, interesting winter bark, and showy summer blooms. Used in the proposed South Georgia garden between the Old Post Office and Carnegie Alley, the oakleaf hydrangea is a fast-growing, attractive native shrub.

1 'New Harmony' American Elm 2 Oakleaf Hydrangea 3 Creeping Fig

Consistent, timeless, and economical materials help to link the proposed courtyards, lending a simple elegance to the spaces.

Fine Crushed Pea Gravel: Used as the primary groundcover throughout the courtyard spaces, fine pea gravel emulates the color and feel of the sandy South Georgia soil behind the Carnegie Building. Pea gravel lends an informal elegance to the spaces while reducing stormwater runoff and helping trees within the courtyards retain water.

Dark Stained Lumber: Pressure-treated lumber is used to construct the pergola in the rear of the Carnegie Building and to screen utility features in the proposed courtyard spaces. Wrap-around wood benches help protect the existing trees behind the Carnegie Building. They serve the same function as a masonry seat wall but limit disruption to the trees' root systems.

Reclaimed Brick: Mirroring the neighboring Swan Parking Lot, reclaimed brick provides an instant connection to the past. Seat walls of reclaimed brick replace crosstie planters in the proposed designs, helping to define the courtyard spaces within the Carnegie Block. Restoring the brick beneath the Carnegie Alley transforms the corridor into an attractive pedestrian path.

1 Fine Crushed Pea Gravel 2 Dark Stained Lumber 3 Reclaimed Brick

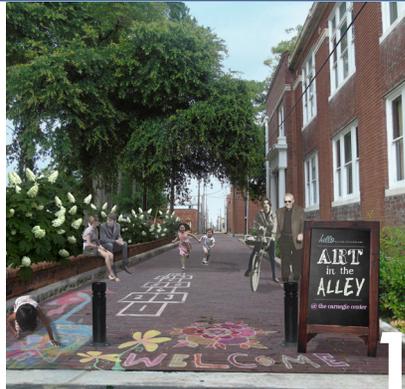
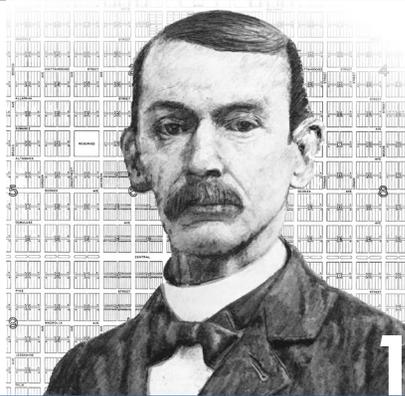
Unified, historically appropriate programmatic signage visually links the Carnegie Center to surrounding community resources while presenting valuable information to pedestrians and tourists. These dignified signage examples enhance the pedestrian experience and are appropriately scaled to the surrounding streetscape.

1 Central United Methodist 2 St. Matthew's 3 Proposed Carnegie Sign

UNITING THE CARNEGIE BLOCK: HARMONY

HERITAGE:

Proposed Murals



Programming Ideas

The community investment of Fitzgerald's first settlers has paid dividends over the past century, fostering a noble spirit of civic pride and community service that lives on in the city.

Morris Abram, Fitzgerald native and prominent Civil Rights advocate, is a testament to Fitzgerald's enduring community spirit. As the father of "One Man, One Vote," Morris helped defeat the county unit system in Georgia, ensuring that every citizen's voice carried equal weight. Abram served in the administrations of five U.S. presidents, was president of both the American Jewish Committee and Brandeis University, and helped found the UN Rights Watch. Abram's devotion to public service began at the Carnegie Library, nourished by Fitzgerald's commitment to civic engagement.

1 Fitzgerald's Dream 2 Pull for Fitzgerald 3 One Man One Vote

"One Man, One Vote:" Morris Abram Memorial



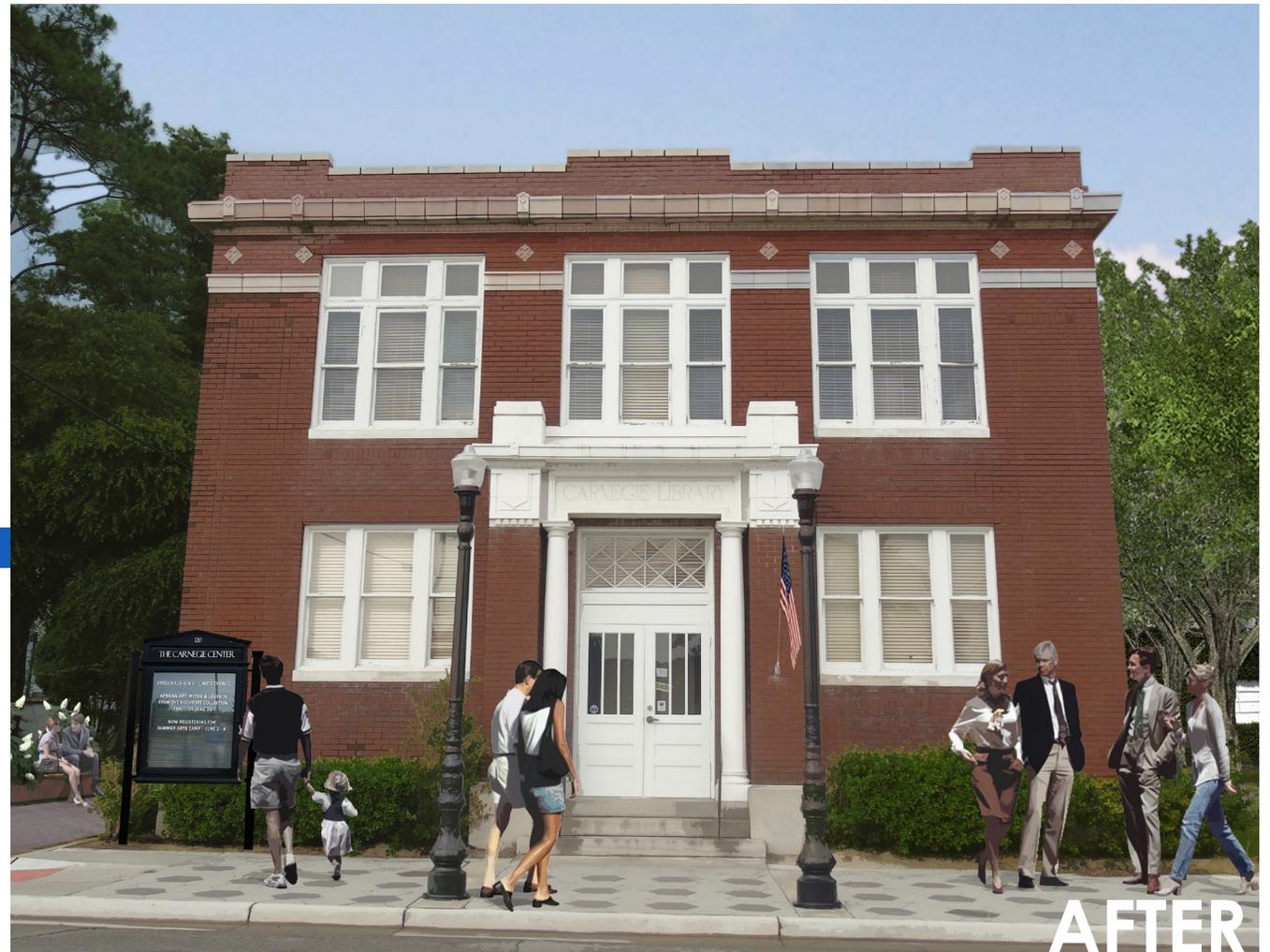
1 Art in the Alley 2 Nighttime Movie Screening 3 Weddings

SERVICE: THE CARNEGIE HERITAGE

BEFORE: The photo below shows the dignified, beautifully restored Carnegie Library. The historically inappropriate metal lettering does little to advertise the Carnegie Center's purpose. The lettering obstructs some of the library's intricate brickwork and is out of scale.



AFTER: Replacing the metal lettering with historically appropriate, pedestrian-scaled programmatic signage enhances the pedestrian experience while displaying valuable information to pedestrians and tourists. Note the new courtyard and enhanced alley in the side view.



FACADE IMPROVEMENTS: THE CARNEGIE CENTER

BEFORE: The current view from the Carnegie Center is dominated by the Harvey's Supermarket parking lot. The intense western sun shines directly onto the front of the building, making climate control inefficient and costly. Broad canopy street trees would enhance the pedestrian experience and provide shade while framing the Carnegie Center's handsome civic profile.



AFTER: Lining the west end of Lee Street with graceful southern magnolias would provide natural climate control while reflecting Fitzgerald's unique heritage. The Lee-Grant Hotel that once occupied the vacant corner lot was once flanked by magnolias. Returning these trees to the site helps to define the block while serving as a link to the past. Extending Fitzgerald's streetscaping improvements to the western side of Lee Street would help serve Harvey's pedestrian traffic. Option B (left) shows the same view without infill construction.



STREETSCAPING IMPROVEMENTS

BEFORE: Carnegie Alley performs valuable service functions and increases the overall connectivity and accessibility of the site. Alleys also contribute positively to fire and public safety, important considerations in historic downtown areas. The cross-tie retaining wall and planters blend poorly with the library's beautiful civic presence.



AFTER: Restoring the original brick alleyway provides pedestrian interest and proudly displays Fitzgerald's history. Retractable bollards allow for program flexibility without sacrificing connectivity. Attractive brick seat walls and granite curbing match the materials of the library and lend a sense of dignity to the space.



AFTER

RESTORING CARNEGE ALLEY

BEFORE: The area between Carnegie Alley and Fitzgerald's historic former post office contains a healthy existing canopy of native trees. The area lacks any understory plantings and a defined connection between the proposed fashion museum and the Carnegie Center. Again, crosstie edging and planters blend poorly with the dignity of surrounding civic buildings. The handsome side lawn is a valuable connection to Central Avenue, but the parking lot provides little draw for pedestrian exploration.



AFTER: Establishing an understory of native South Georgia shrubs and wildflowers creates an alluring and educational connection within the Carnegie Block. A handsome brick pathway links Carnegie Alley with the proposed courtyard. Rochfort Courtyard, named in honor of the fashion museum's founding patrons, is defined by handsome brick seatwalls and lined with dogwoods, extending the site's current planting palette. The proposed enhancements create an enticing view from Central Avenue, inviting pedestrian exploration.



ROCHFORD COURTYARD

BEFORE: While serving as The Carnegie Center's ADA accessible entrance, hosting various programming and providing important service functions, the Carnegie Center's east façade lacks the front façade's graceful sense of arrival. Painted stucco stands out as a historically inappropriate alteration. The air conditioning unit is a loud and inharmonious presence to potential courtyard visitors, while the brick patio could benefit from more shade.



AFTER: With a simple screen of welded wire mesh and the addition of hardy, traditional creeping fig, the stuccoed portion of the rear façade is transformed into a welcoming entry in harmony with the remainder of the building. Simple screening of utility structures and the addition of pea gravel and seat walls creates a flexible, attractive public space.



THE CARNEGE CENTER: EAST FACADE

AFTER: Shown with the addition of a classical pergola flanked with American wisteria, the east façade now benefits from a dramatic sense of entry and improved summer shade, equaling the front in overall attractiveness. Dogwoods frame the new courtyard, lending amplified shade and all-season interest to the space while repeating the plantings around the Old Post Office.



PROGRAMMING: With lush dogwoods and the attractive pergola, the Carnegie Center enhances its attraction as Fitzgerald's premiere wedding venue. The flexible courtyard spaces flanking the Carnegie Center provide excellent venues for outdoor weddings and receptions, complementing the neighboring Grand Theater's popularity for formal events.



THE CARNEGE CENTER: EAST FACADE

BEFORE: While providing a valuable sense of enclosure, the Paulk Building's yellow paint and concrete block walls stand out against the surrounding brick structures. The air conditioning unit and heavy metal doors are uninviting to courtyard visitors.



AFTER: With the repetition of the creeping fig screen, the Paulk Building provides an excellent focal point to the courtyard. By adding hanging lanterns, a utility screen, and the proposed Morris Abram mural, the Paulk Building now enriches the proposed courtyard, and new glass doors connect the space to the office. Flexible seating within the proposed courtyards creates a feeling of investment and personal control for users. Option B (inset) shows the building with the proposed enhancements and a simple coat of neutral paint.

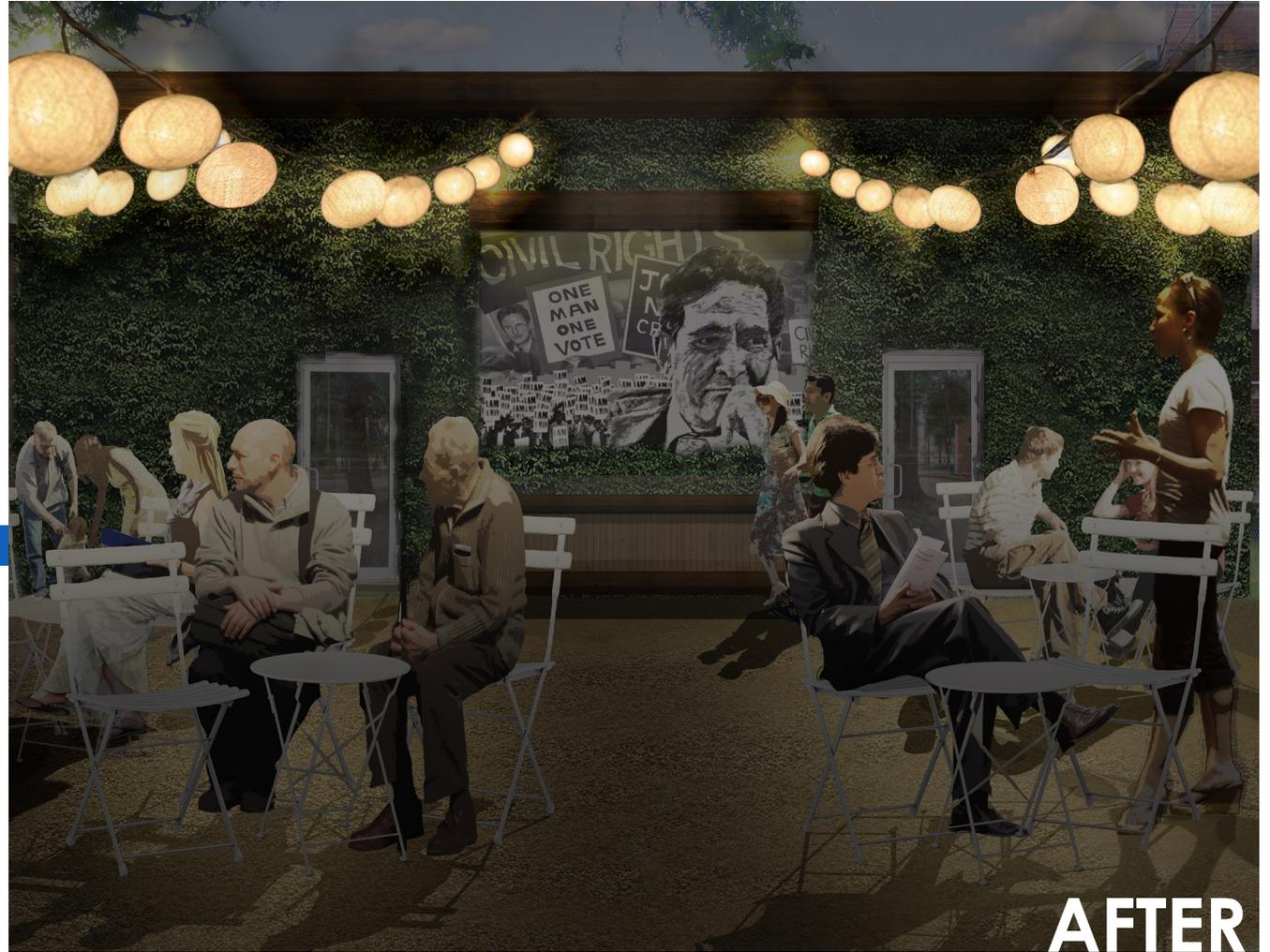


THE PAULK BUILDING & ABRAM COURTYARD

BEFORE: While providing a valuable sense of enclosure, the Paulk Building's yellow paint and concrete block walls stand out against the surrounding brick structures. The air conditioning unit and heavy metal doors are uninviting to courtyard visitors.

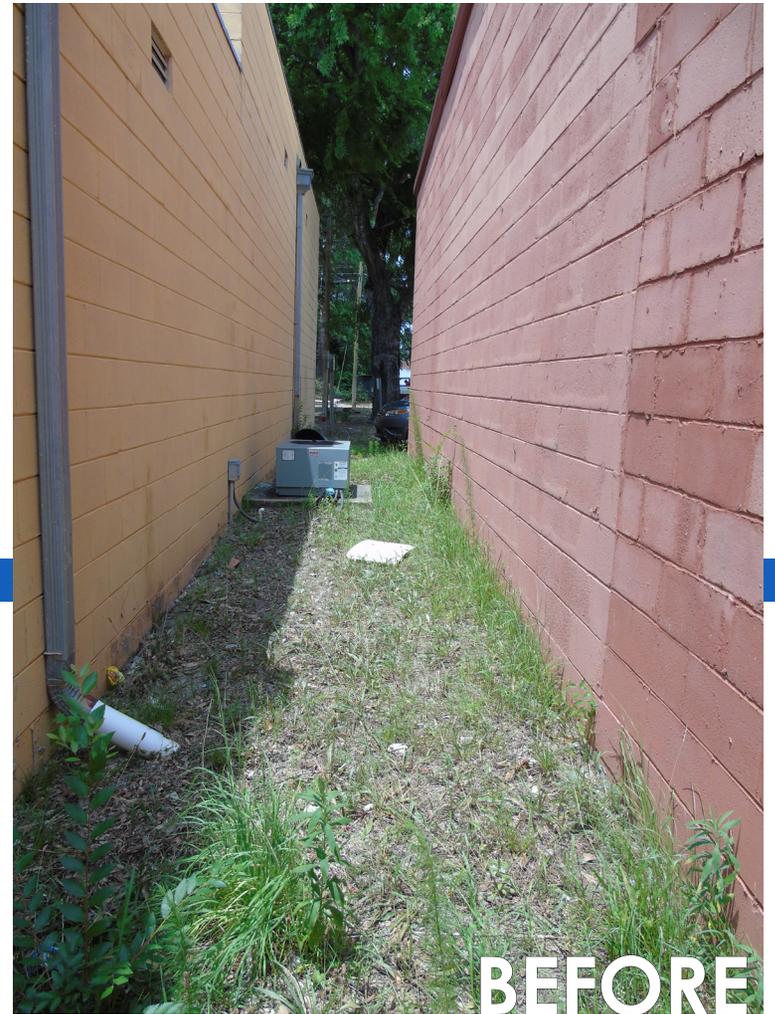


AFTER: This night view shows the courtyard alight with informal solar-powered hanging lanterns, creating a space for all seasons. A discreet screen installed behind the Abram mural's overhead lighting allows for outdoor movies to be screened in the courtyard (inset).

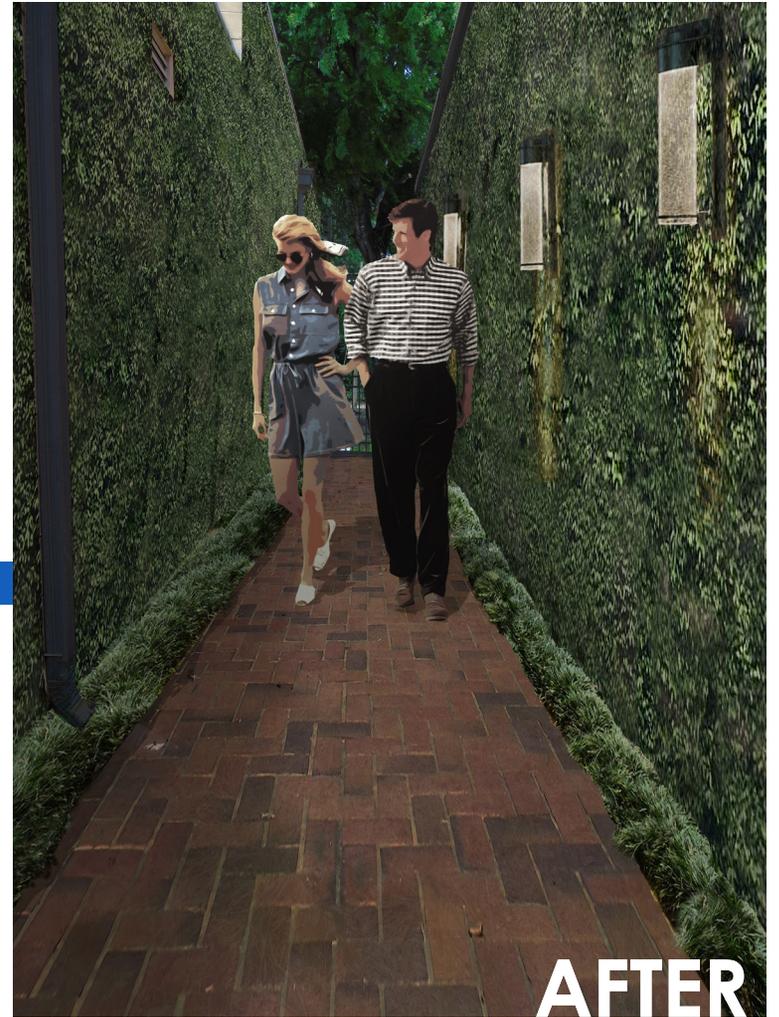
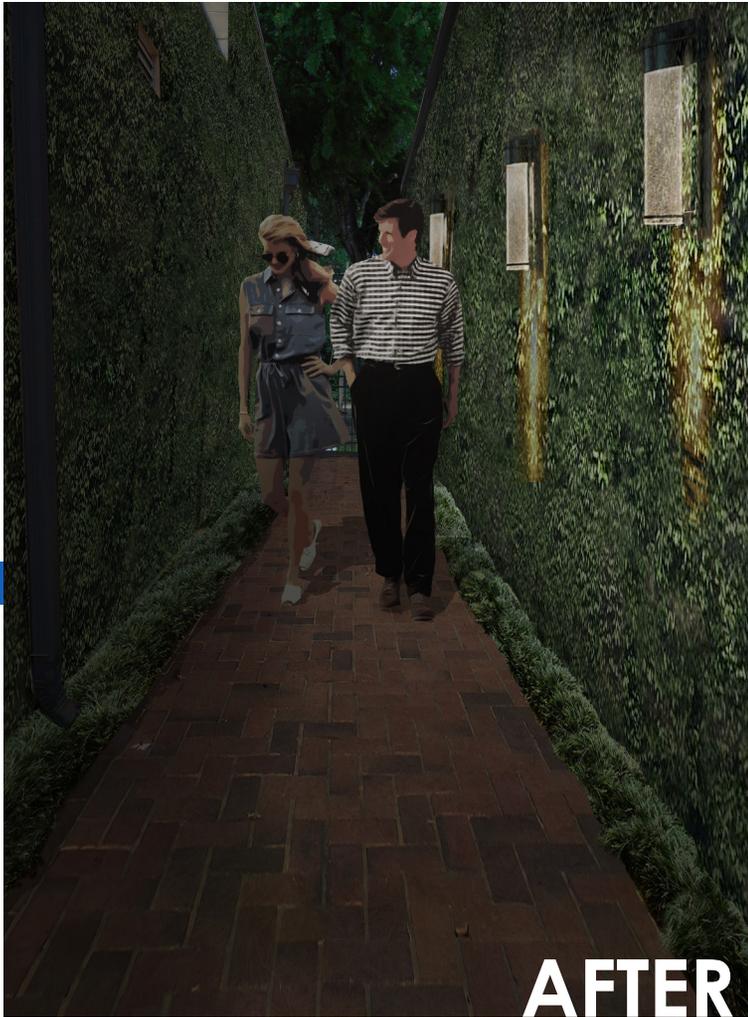


THE PAULK BUILDING & ABRAM COURTYARD

BEFORE: With an impressive view terminating at the Carnegie Center's beloved elm, the narrow passage between the Paulk and Board of Elections Buildings is currently an underutilized connection between the interior of the Carnegie Block and public parking along Pine Street.



AFTER: A new walkway composed of reclaimed brick rolls out the red carpet to foot traffic while mimicking the surrounding historic masonry structures. Sconce lighting adds an important safety component while stylishly showcasing the creeping fig screening. Extending the creeping fig screen into the alley masks the concrete block and softens the hard edges of the passageway, evoking a secret garden. Painting gutters a flat black allows them to disappear into the surrounding landscape.



PEDESTRIAN LINKS: PAULK ALLEY

BEFORE: As a sturdy corner building that helps define the edge of the Carnegie Block, the Masonic Temple is a great asset for the civic corridor and surrounding Fitzgerald streetscape. The Masonic Temple retains the Carnegie Block's unified brick palette and provides valuable enclosure to the proposed courtyard. Simple, clean midcentury lines are obstructed by a historically inappropriate façade alteration. Aluminum columns undermine the unassuming dignity of the structure.



AFTER: To restore the Masonic Temple's architectural integrity, the proposed façade renovation again uses the past to guide future development. A clean metal awning, contemporary lettering, glass doors, and modern columns rejuvenate the Masonic Temple and return the structure's appearance to the early 1960s. Industrial lighting and painted brick signage are historically accurate homages to the past. The night view (inset) shows the industrial lighting and signature Fitzgerald lampposts in action.



FACADE RESTORATION: MASONIC TEMPLE

BEFORE: While serving as a valuable open space for special programming, the area in between the Carnegie Center and the Masonic Temple is currently an underutilized parking area. The expanse of asphalt and haphazard outbuildings cheapen the beauty of the Carnegie Center. The lack of shade and southern exposure ensures difficulty maintaining a comfortable temperature within the building.



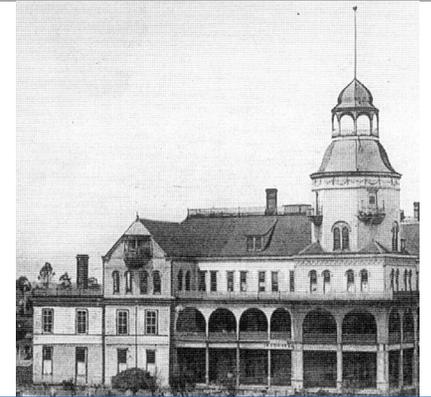
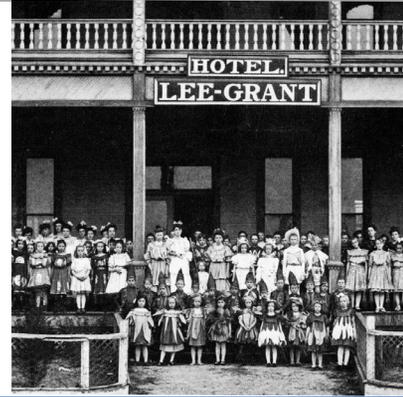
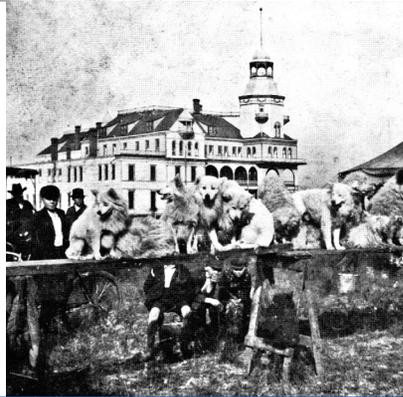
AFTER: Continuing the unified courtyard materials and planting palette, the site has been transformed into an inviting public square. A broad canopy of elms shades courtyard visitors while providing natural climate control to the Carnegie Center. Freenotes musical sculptures are arranged between the trees, creating a shady musical oasis. A simple creeping fig screen provides a backdrop to the impressive Contrabass Chimes, the sculptural focal point of the courtyard. Option B (inset) shows the same view with a mural.



CARNEGIE COURTYARD

HISTORY:

Lee-Grant Hotel

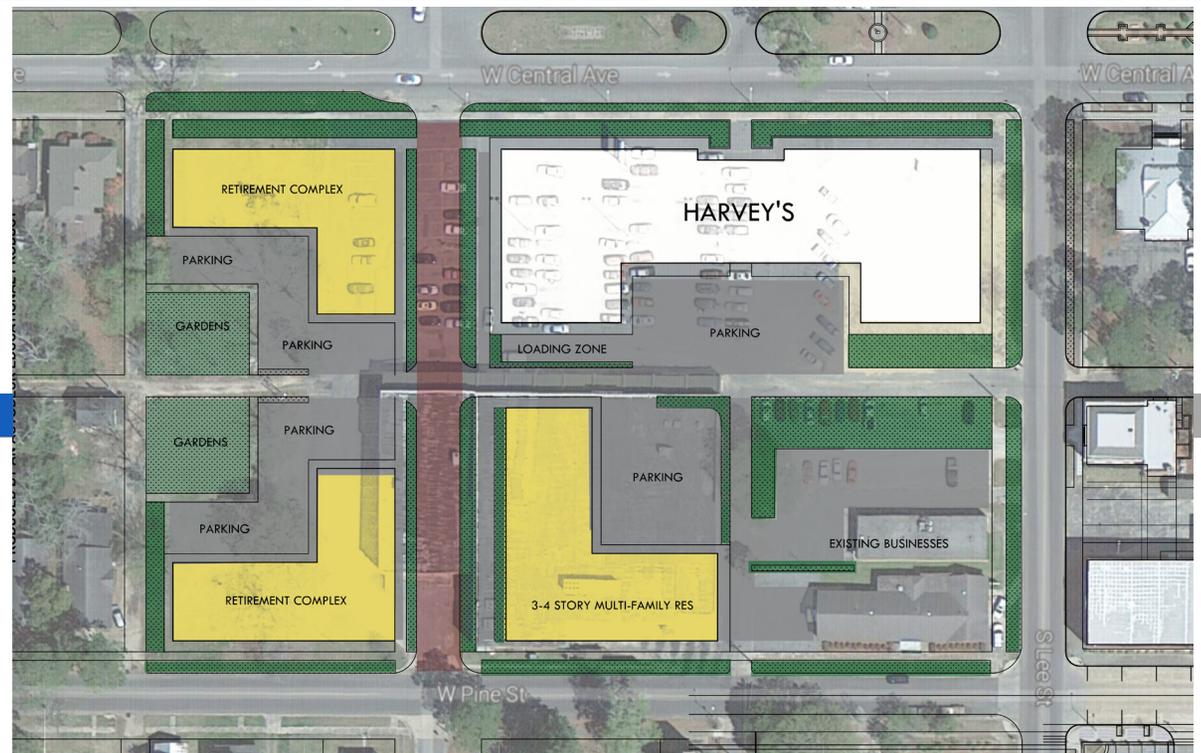


Throwback Signage

Founded in 1950, Harvey's is a familiar grocery chain throughout South Georgia. Harvey's has maintained a presence in Fitzgerald since the current location was constructed in the early 1980s. Having a downtown grocery is a tremendous asset for downtown Fitzgerald, keeping business downtown and drawing in out-of-town residents. Harvey's benefits from the many walk-in customers living in close proximity to the supermarket.

The proposed redesigns of Harvey's bring the supermarket in line with standards for development in Fitzgerald's Downtown Historic District. They restore the length of Jackson Street removed during Harvey's construction in the early 1980s. The conceptual plan below envisions Harvey's as the anchor of a senior living complex, creating a valuable customer base and 24-hour population downtown.

- Harvey's as a corner anchor defines the block
- Parking confined to the interior enhances street life
- Jackson Street reclaimed in proposed plan
- 30' Setbacks mirror those of the 1918 post office
- Multi-family housing creates a residential transition



HARVEY'S SUPERMARKET

BEFORE: Once the site of Fitzgerald's majestic Lee-Grant Hotel, the vacant lot at the corner of Lee Street and Central Avenue provides no definition to the surrounding streetscape. A corner building infill development on this site would help to define the street and encourage new development in downtown Fitzgerald.



AFTER: With a prime corner lot in the heart of downtown Fitzgerald, the new Harvey's is poised to build on the store's already robust drop-in pedestrian traffic. A generous setback, a wide extension of Fitzgerald's streetscaping, and ample street trees help to soften the transition from downtown to the surrounding residential areas. The structure's tower and colonnade pay homage to the Lee-Grant Hotel. This rendering shows Harvey's with optional second-story active senior apartments, adding valuable density and life to downtown.



HARVEY'S SUPERMARKET

BEFORE: Jackson Street, one of Fitzgerald's best preserved brick streets, was cut off when the current Harvey's was constructed in the early 1980s, altering the city's original 1890s grid pattern and obstructing connectivity. The construction of the proposed Harvey's Supermarket has the rare potential to reestablish this element of Fitzgerald's heritage and enhance the connectivity of the civic corridor.



AFTER: Shown with the reestablished Jackson Street extension, the proposed Harvey's Supermarket unites the civic corridor with the residential areas to the south and west. Establishing street trees and extending Fitzgerald's streetscaping program creates a pleasant pedestrian connection to the Blue and Gray Museum and other civic resources.



HARVEY'S SUPERMARKET

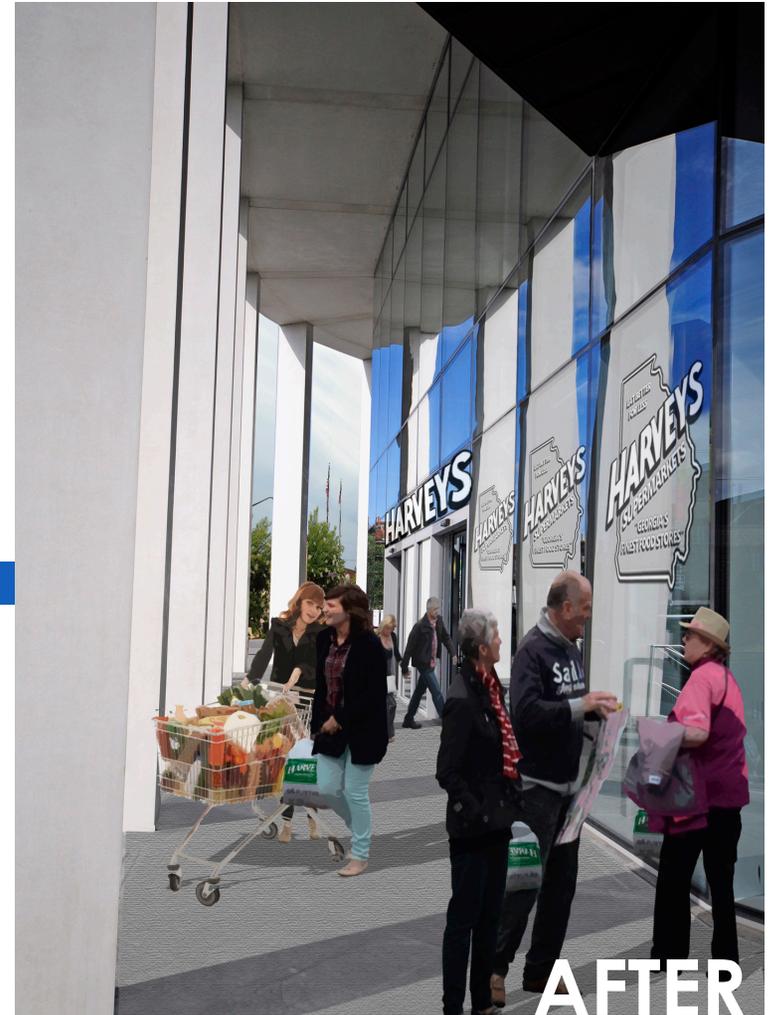
BEFORE: The expansive veranda of the Lee-Grant Hotel was a vital site of community connection in historic Fitzgerald. The veranda provided a visual transition and place of interaction between the busy public realm of Central Avenue and the private world of the hotel, creating a welcoming space for the community and visitors.



AFTER: The wide colonnade of the proposed Harvey's Supermarket pays homage to the role the Lee-Grant veranda played in linking the community. Extending Fitzgerald's streetscaping program to the edge of the proposed colonnade creates a busy space where the public and private realms interact, enhancing the pedestrian experience in downtown and enticing potential customers.



BEFORE



AFTER

HARVEY'S SUPERMARKET

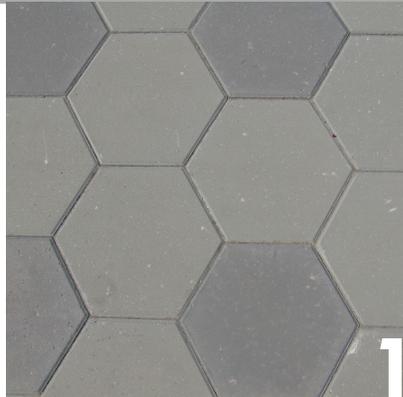
HISTORY:

Downtown Plantings



HARMONY

Materials Palette



HERITAGE

Honoring the Past



“(Speedways) are bordered with young trees, which in time will give dense and cooling shade to the weak and weary...**Fitzgerald is noted for the number of her beautiful trees, and their dense shade**” – *Macon Daily Telegraph*, October, 1914

Following the best practices in urban design at the time, early street plantings in Fitzgerald reflected the city's unique midwestern heritage. Sycamores and elms, traditional midwestern landscaping trees, dominate the photos at the left. These broad-canopy, long-lived trees cast significant shade, a crucial element for improving the pedestrian experience in warm climate areas. Returning to the best practices of Fitzgerald's past means renewing Fitzgerald's commitment to downtown planting.

1 Mother Enterprise Fountain 2 Central Avenue c.1897 3 Main Street c.1900

Since 2001, Fitzgerald has done a commendable job improving the quality of downtown streetscaping. The blue and gray hexagonal pavers found throughout downtown honor Fitzgerald's history and Civil War heritage while providing pedestrian-scaled detailing. Using the hexagonal pavers in all future streetscape enhancements would significantly impact the harmony of Fitzgerald's downtown experience over time.

Fitzgerald's brick streets are among the city's most unique and alluring assets. Care must be taken to preserve this amazing resource for future generations. Where possible, removing asphalt topcoats to reveal more of Fitzgerald's historic brick street network is highly recommended.

1 Blue & Gray Hexagonal Paver 2 Covered Brick Alley 3 Reclaimed Brick Street

Downtown Fitzgerald is rich with monuments and memorials. These important community symbols help preserve the memories of the fallen and connect citizens to the past. Several of downtown Fitzgerald's most historic and important monuments are currently obstructed. Simple fixes and improvements could make these memorials a more visible and attractive presence downtown.

1 Veterans Monument 2 Spanish-American War Memorial 3 Mother Enterprise

UNITING THE CIVIC CORRIDOR: STREETSCAPE

BEFORE: The Spanish-American War Monument at the corner of Central Avenue and Main Street is in a prominent location at the approximate site of Fitzgerald's 1890s bandstand. The monument lies in the natural path of pedestrians crossing Central Avenue, but the unused 1960s light post blocks both the visibility of the monument and the natural pedestrian path.



AFTER: With the removal of the unused light post and the addition of a handsome brick pedestrian path, this monument pays proud homage to veterans of the Spanish-American War. In the background, returning to the historic arrangement of broad canopy street trees at the edge of Central Avenue medians has created a handsome, shady canopy for pedestrians.



AFTER

CENTRAL AVENUE STREETSCAPE

BEFORE: The Mother Enterprise Fountain, a fine marble sculpture and one of Fitzgerald's earliest public monuments, was sited with pride of place at Fitzgerald's busiest intersection to honor Nettie Hall, a Fitzgerald settler and the editor of *The Enterprise*. Over time, the fountain has become obstructed with an unused 1960s lamppost and the Grand Theater marquee. The fine masonry theater board is beautifully constructed but dwarfs the Mother Enterprise statue in scale and blocks the natural pedestrian crossing.



AFTER: Moving the brick marquee to the corner of Main Street and Central Avenue ensures continued visibility and helps to define the open corner. With the brick sign removed, the Mother Enterprise statue is reinstated as the focal point of the space. Replacing the shrubbery with a reclaimed brick mini-plaza restores this active corridor to pedestrian use.



CENTRAL AVENUE STREETSCAPE

BEFORE: The landscaped medians lining Central Avenue and Main Street are unique downtown features dating from Fitzgerald's original plan. While these medians once boasted an impressive urban canopy, in recent years most of Fitzgerald's mature street trees have died off. Current street tree placement in the center of the medians blocks pedestrian corridors and provides little shade to traffic lanes.



AFTER: Restoring the original brick paving between landscaped medians provides a powerful visual link between these public spaces. The rough surface of the brick also serves as a traffic calming device, making the area safer for pedestrians. Returning to the original layout of street plantings along either end of the medians creates a pleasant alternative corridor for pedestrians, aids wayfinding, and helps shade and define Central Avenue.



CENTRAL AVENUE STREETSCAPE



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Maps

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Carl Vinson Institute of Government

University of Georgia

201 North Milledge Avenue

Athens, GA 30602

(p) 706.542.2736

(f) 706.542.9301

www.vinsoninstitute.org

Danny Bivins

Renaissance Fellows Supervisor

Carl Vinson Institute of Government

dbivins@uga.edu

T. Clark Stancil

Georgia Downtown Renaissance Fellow

UGA College of Environment & Design

(p) 678.234.2804

clarksta@uga.edu

CONTACTS



201 North Milledge Avenue
Athens, GA 30602
P: 706.542.2736
F: 706.542.9301
www.cviog.uga.edu