



THE CITY OF NEWNAN

DESIGN CONSIDERATIONS
SUMMER 2014



THE GEORGIA DOWNTOWN RENAISSANCE PARTNERS & SPECIAL ACKNOWLEDGMENTS



Georgia Municipal Association

Chris Higdon, *Community Development Manager*

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



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.



Carl Vinson Institute of Government

Danny Bivins, *Renaissance Fellows Supervisor*
Kaitlin McShea, *Senior Designer*

The Institute of Government works with public officials throughout Georgia and around the world to improve governance and people's lives. The Institute has helped government leaders navigate change and forge strong directions for a better Georgia.



The College of Environment & Design

Erik Lauritsen, *Renaissance Fellow*

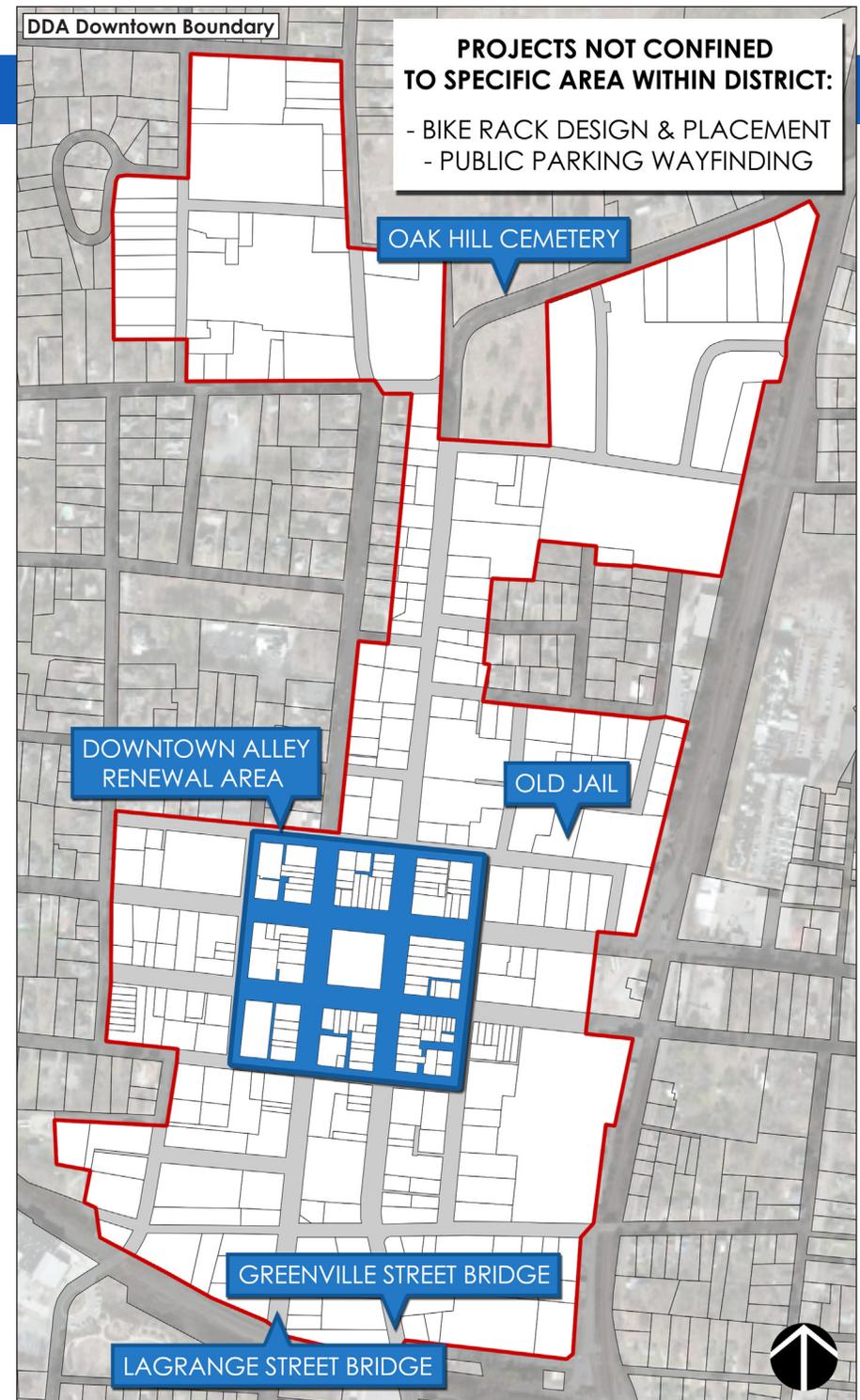
The college hosts various degree programs, including Landscape Architecture, Historic Preservation, and Environmental Planning and Design as well as a specialized Certificate Program in Environmental Ethics.

SPECIAL THANKS TO THE CITY OF NEWNAN

Hasco Craver, *Newnan Business Development Director*

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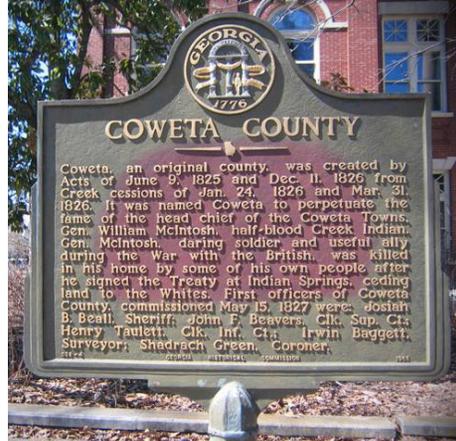


DOWNTOWN RENAISSANCE FELLOWS PROGRAM

Working with the Carl Vinson Institute of Government, the Georgia Municipal Association identified and selected member cities with specific downtown or town center needs. The City of Newnan was selected as one of three communities to take part in the Downtown Renaissance Fellows Program this summer.

Erik Lauritsen, an undergraduate landscape architecture student from the University of Georgia's College of Environment & Design, spent his summer working directly with Newnan's Hasco Craver (Newnan Business Development Director), providing technical and design services.

The paid fellowship ran for 12 weeks, with Erik and two other Renaissance Fellows, Clark Stancil and Chris Sawhill, working full time at the Institute of Government's Spectrum Studio under the supervision of Danny Bivins.

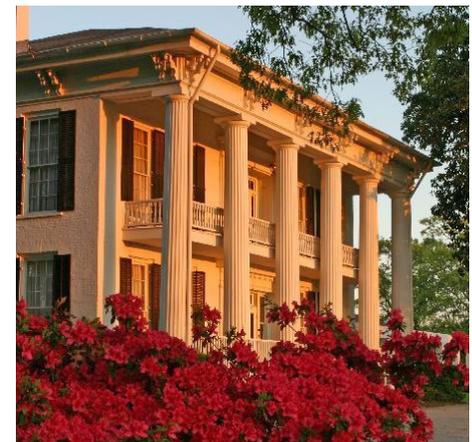


CITY BACKGROUND & PROJECT OVERVIEW

Located 35 miles south west of Atlanta on Interstate 85, the City of Newnan has a population of more than 33,000 people. From the settlement of the town in 1828 to now, Newnan has kept the heart of Coweta County beating with a firm grasp on its rich and colorful history, while looking forward and embracing the future.

Erik drew inspiration for his design solutions from the city's mission statement — to provide cost-effective programs and services, while continually focusing on preserving and enhancing the quality of life that is enjoyed by all. He wanted to create fiscally responsible designs that were both attractive and aesthetically pleasing to the community and visitors.

To that end, the work proposed in this report centers on the **enhancement of entrance gateways** and **specific design projects within the historic downtown district**.



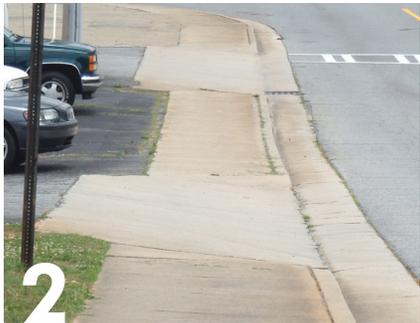
GATEWAY ENHANCEMENTS

There are opportunities to transform major corridor gateways into attractive transitions into the historic downtown district. This can be done by introducing new design elements such as plants, lighting, paving, and signage that will signal a revitalized downtown Newnan.



LAGRANGE STREET BRIDGE

SOUTHERN CORRIDOR ENTRANCE



With a few straightforward design improvements, this city-owned bridge located at the southern end of the historic downtown district could become an attractive and functional gateway to and from downtown.

- 1) Expand the sidewalks 1' on both sides of street and install a 1' brick running bond border as seen throughout downtown.
- 2) Remove sporadic, outdated light posts and introduce a balanced arrangement identical to the posts currently installed downtown.
- 3) Remove the unnecessary curb cut on the north side of the bridge and replace it with an extension of the planting treatments seen in the adjacent parks. Plant treatments should extend behind the guardrails.
- 4) In accordance with the two guardrails adjacent to the Greenville Street and First Avenue Parks, paint the remaining two guardrails on the bridge the same flat black color.



1



3

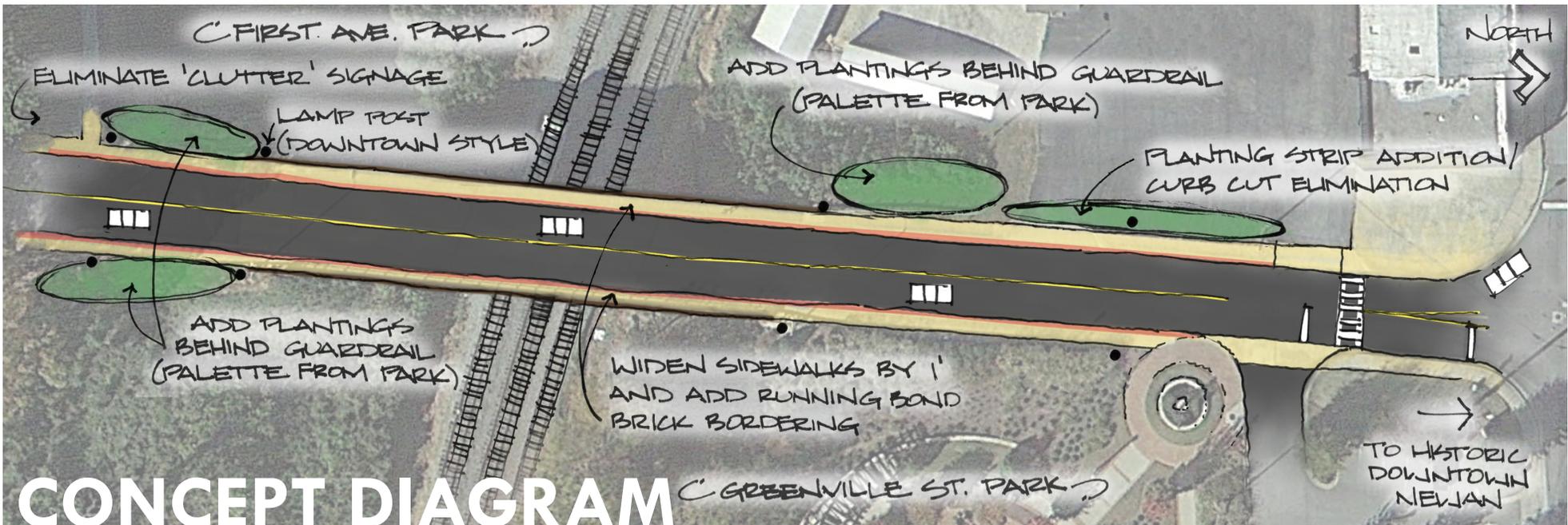


2



4

- 1) A wider pedestrian walkway and brick running bond border will establish a safer and more appealing pedestrian experience. The proposed brick treatment is a continuation of what is already seen throughout downtown Newnan.
- 2) Continuing the existing light posts from downtown Newnan will extend the ornamental and historic character of downtown up to the district edge. These light posts should continue up to Spring Street on the main square, where they are already established.
- 3) Newly planted vegetation will serve multiple purposes: beautification, screening of unsightly views, and identification with the adjacent parks. Acceptable species could include dwarf yaupon holly and knockout rose (See Plant Reference on p.34-35).
- 4) The black painted treatment of the guardrails will result in reduced glare and contrast, causing them to “disappear.” This puts larger focus on new plantings, which will enhance the visual experience for all visitors regardless of their mode of transportation.



NORTH END

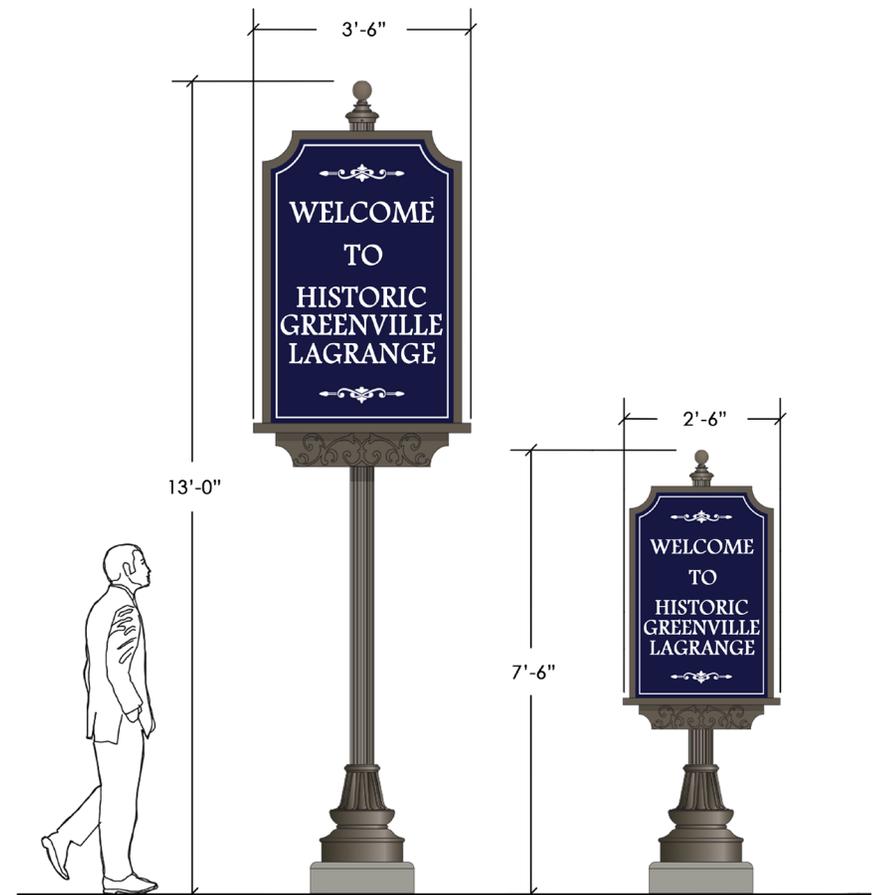
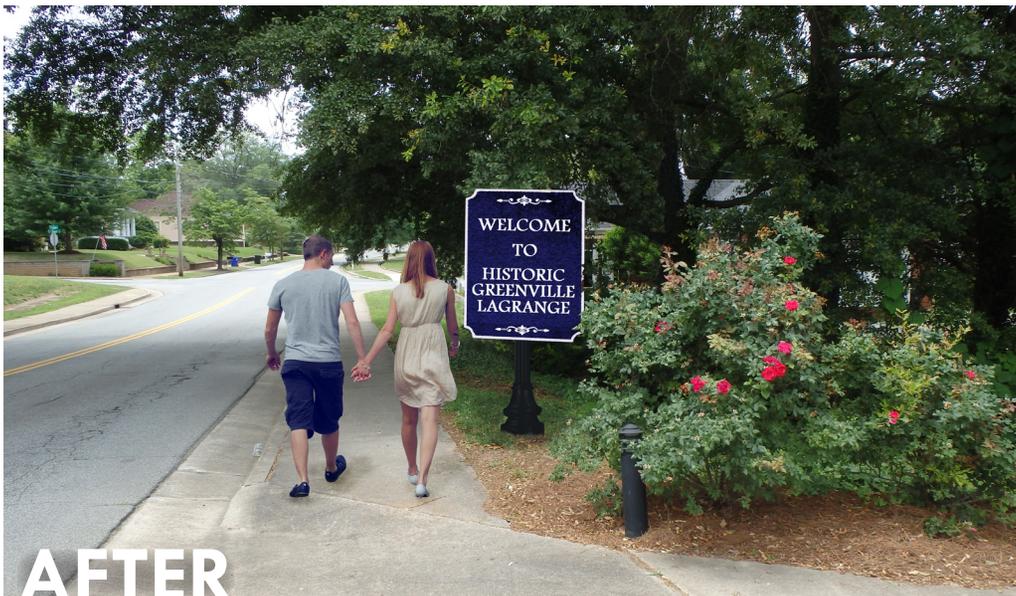


SOUTH END



GATEWAY SIGNAGE SOLUTION

An additional improvement that would further strengthen this corridor would be to eliminate disorganized signage at the south end of the bridge, and replace it with a rescaled version of the secondary gateway sign found in Newnan's Gateway Signage Master Plan.



The existing "Secondary Gateway" signage put forth in Newnan's Gateway Signage Master Plan could potentially be placed here to mark the entry of a historic residential district.

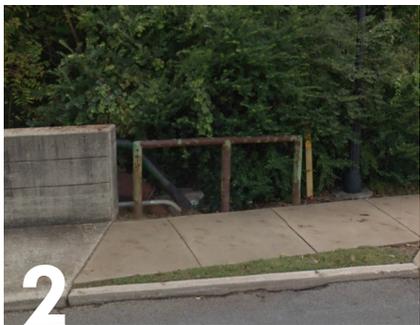
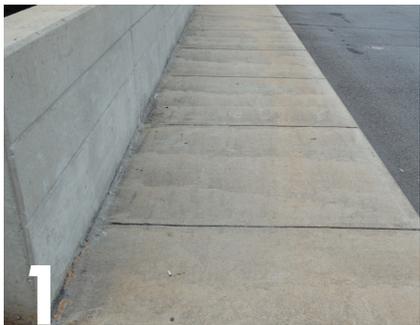
- **Design recognizes historic and aesthetic context but is out of scale**
- **Automotive orientation that alienates the pedestrian**

By merely changing its height and width, the sign becomes more suitable for welcoming people to the Greenville LaGrange Historic District.

- **Scale is more proportional and friendly**
- **Accommodates the pedestrian while also preserving driver legibility**

GREENVILLE STREET BRIDGE

SOUTHERN CORRIDOR ENTRANCE

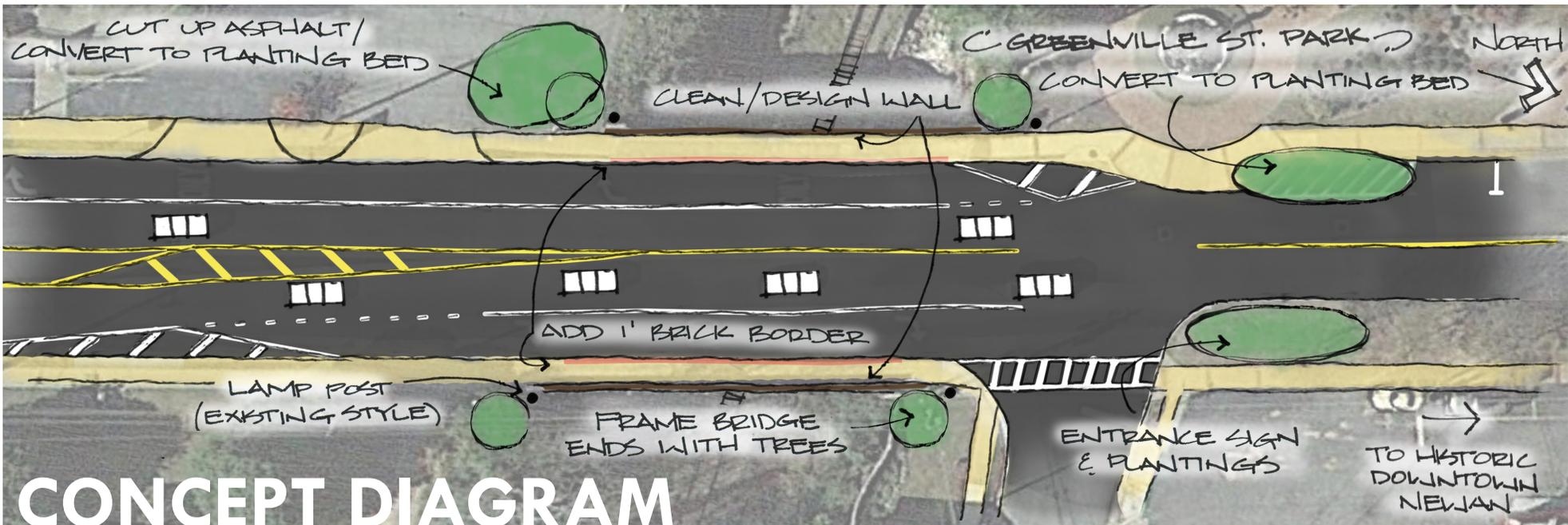


By utilizing the same principles and design considerations used on the previous bridge, this Georgia Department of Transportation (GDOT) controlled bridge also located at the southern end of the Historic Downtown District could additionally serve as a valuable connection and gateway to and from downtown.

- 1) Without adjusting ROW dimensions, install 1' brick running bond border on both sidewalks parallel to street, as seen throughout downtown.
- 2) Apply a black paint coating to the unattractive utility fence on the south-eastern end of the bridge.
- 3) Pressure-wash the concrete walls that run along the sidewalks and/or use one of the proposed creative design considerations found on p.14.
- 4) Cut the asphalt parking lot at the south-western end of the bridge and install a planting bed as well as planting chinese elms (See Plant Reference on p.34-35) at each corner of the bridge.



- 1) While keeping with GDOT regulations, a running brick bond border will establish a safer and more appealing pedestrian experience.
- 2) The black painted treatment of the fence will help reduce its visibility and make it less visually obstructive.
- 3) Adding a creative element to the bridge would not only beautify the entryway but can offer the citizens of Newnan a chance to embrace something unique and claim as their own.
- 4) By reclaiming space taken up by unneeded asphalt at the edge of the bridge, a planting bed would mimic the character of the adjacent park. Installing a tree species that already exists around the bridge will not only unify this corridor with the existing surroundings, but it will also screen unattractive views as well as creating a visual “pinching” effect for motorists, discouraging speeding and making it a safer pedestrian and cycling gateway.



CONCEPT DIAGRAM

WALL DESIGN OPTIONS

PRESSURE WASH & PAINT COAT



ARTISTIC MURAL

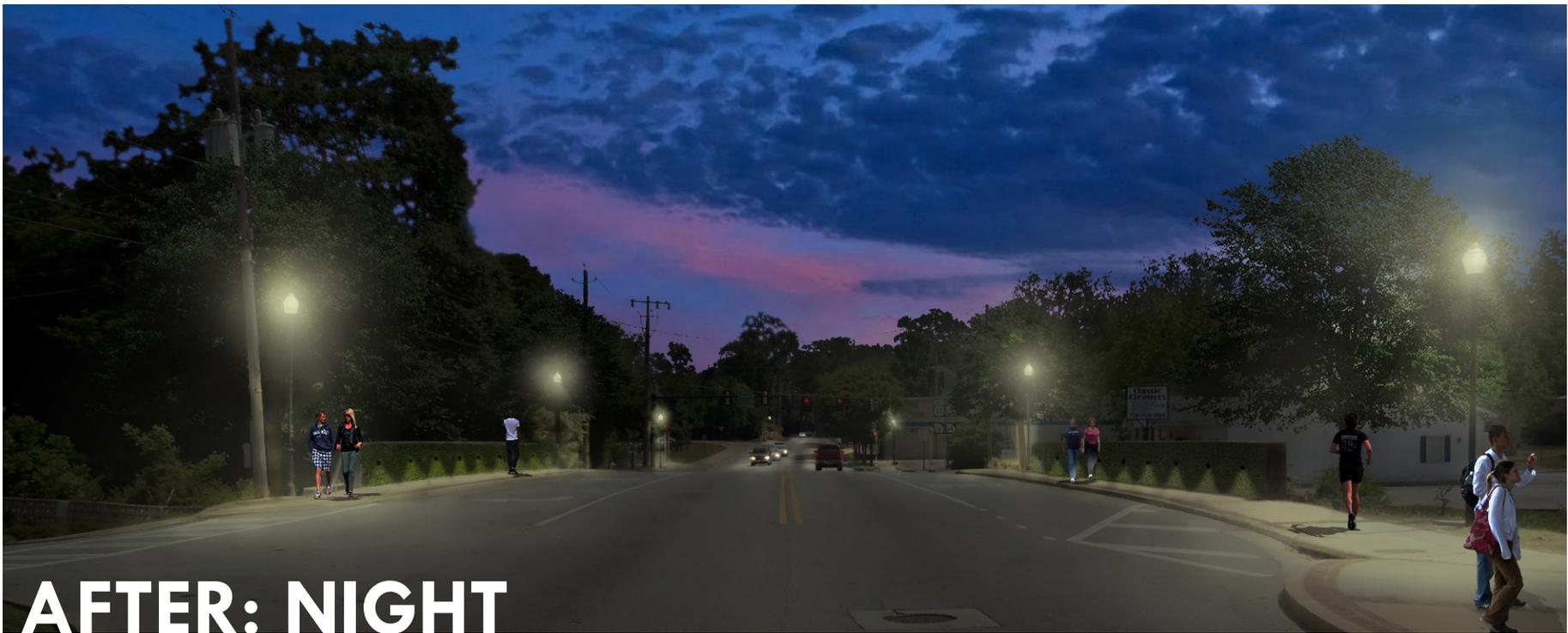


CLIMBING VINE & SCENCE LIGHTS



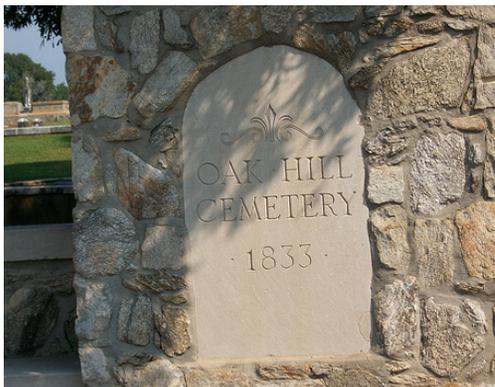
CLIMBING VINE & SCENCE LIGHTS: NIGHT





OAK HILL CEMETERY

NORTHERN CORRIDOR ENTRANCE



Dating back to 1833, just six years after Coweta County was formed, Oak Hill Cemetery houses an incredible collection of Newnan's history and heritage. Two Georgia governors, two Revolutionary War soldiers, and 269 fallen Confederate soldiers are buried here, providing visitors with deep insight into Newnan's past and present.

The site boasts a wide variety of attractive features such as elegant epitaphs, Victorian statuary, box tombs from the early 1800s, and every style of marker up to the present. In essence, the cemetery defines the deep rooted heritage of Newnan and remains one of the city's more prominent features.

The inner cemetery is attractive and well maintained, yet could still be improved:

- **Repair any cosmetic damages**
- **Plant additional shade trees like the Southern Magnolia and Eastern Red Cedar (See Plant Reference on p.34-35) in an informal arrangement throughout the site at the city's discretion**

The primary facade of the cemetery located off of Highway 34, the major road leading into the historic downtown district, is in need of improvement. Flanked by an allee of willow oaks, the entryway lacks a unique sense of arrival. Upgrading the front edge and entryway of Oak Hill would not only enhance the visual experience for passers-by and create intrigue to enter the cemetery, but it would also strengthen the entire northern entry corridor into downtown Newnan at the same time.



BEFORE

Eliminate the unused curb cuts, and extend the planting strip along the edge of the street.



AFTER

Creates a safer environment for pedestrians by providing a stronger buffer from high-speed traffic on Highway 34.



BEFORE

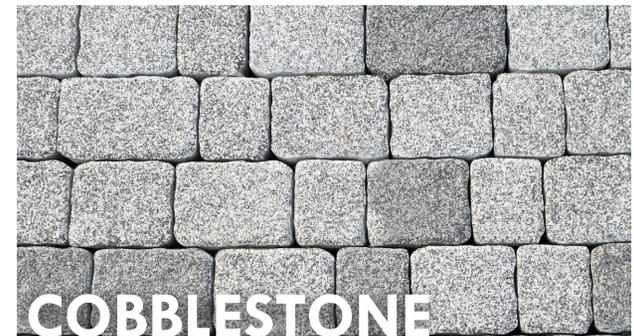
Extend row of red maples (See Plant Reference on p.34-35) that exists on east edge of the cemetery frontage.



AFTER

These plantings create a sense of unity and now define the entire edge of the cemetery.





MAIN ENTRANCE IMPROVEMENTS

- 1) Add a crosswalk made with an alternative paving material and a concrete band border. Recommendations include brick pavers like the ones used downtown, hex pavers like those in front of the Carnegie Library, or cobblestone that mimics the entryway benches.
- 2) Replace the failing and eroded turf in front of the entryway with the same hardscape material that is selected to be used in the crosswalk.
- 3) Add flanking rows of camellias and azaleas (See Plant Reference on p.34-35) behind benches and pilasters to frame the entryway and add year-round seasonal color to attract the eyes of pedestrians and motorists.

By implementing these design changes and improvements, the Oak Hill Cemetery:

- **Becomes a noteworthy gathering place for visitors as well as a stop on the walking tours of the cemetery developed by Main Street Newnan**
- **It now serves as an attractive entrance to the cemetery, but also beautifies and strengthens the gateway to and from downtown Newnan.**

HISTORIC DOWNTOWN ENHANCEMENTS

There are opportunities to improve the functionality of the downtown district, as well as expand downtown activity beyond the existing central core. Improved functionality to downtown can be accomplished through design elements that reinforce pedestrian, bicycle, and vehicular circulation. Expansion of downtown activity can be achieved by reusing and revitalizing an old, abandoned county jail building and adjacent courtyard just outside the central activity core of downtown.



OLD JAIL INCUBATOR SPACE

A healthy downtown often informally provides incubator space for many new, small business startups. Focused around smaller spaces and cheaper rent, these spaces allow entrepreneurs to flesh out ideas and get their businesses established. But some communities have chosen to make business incubators a formal part of their overall economic development strategy. Older and historic buildings are frequently chosen to serve this purpose.

There are many advantages to using historic buildings for incubators:

- **The acquisition price will nearly always be less than the cost of buying land and constructing a quality new building.**
- **For incubator use, the amount of restoration required is often moderate, making the cost of the completed incubator building far less than that of a new building.**
- **Since building costs are low, initial occupancy of new businesses can be low — a critical issue, especially in the early years of operation.**
- **Older buildings tend to be more centrally located, so business operators are close to accountants, bankers, attorneys, the post office, City Hall, and other offices with which they have to interact.**

Under city ownership, the unused, old jail located off Madison Street is an excellent historic building that could be transformed into an incubator space. Already located in the heart of downtown and without the expense of having to acquire the building from private owners, the Newnan Downtown Development Authority could gain control of the building from the city and head the process of making the building usable once more.

Restoring and using the old jail and its courtyard would be a great way for Newnan to encourage the development of small businesses as well as expand downtown activity past the existing central core.



ADAPTIVE REUSE: RESTORATION SOLUTIONS

Restoring and activating this historic building is called adaptive reuse — taking a building and using it for a purpose for which it was not initially intended. Restoration of the old jail can be done one of two ways:



Option 1 is restoring the jail with strict historic preservation considerations:

- The roof would need to be restructured and the electrical and plumbing modernized.
- The outer infrastructure of the jail would be maintained as well as keeping the barred windows and iron doors.
- Simple aesthetic accessories could be added such as an industrial light relatable to the jail's aesthetic and hanging/painted signs (things that can be removed without greatly affecting the building's historic structure).
- Existing tax credits and grants could be used to help the city restore the jail into a revenue producing establishment (See p.36).



Option 2 does not follow strict historic considerations like the first method:

- The roof would need to be restructured and the electrical and plumbing modernized.
- Overall infrastructure is maintained but the barred windows and iron doors would be replaced with glass planed windows and doors (Additions like these would allow the building to have more natural lighting that some potential business owners might find more suitable for a working environment).
- Modernized plantings, lighting, and signs could also be placed on or at the base of the building to give it an aesthetic change.
- Note that there are not as many resources available to fund partial restoration such as this.

COURTYARD DESIGN

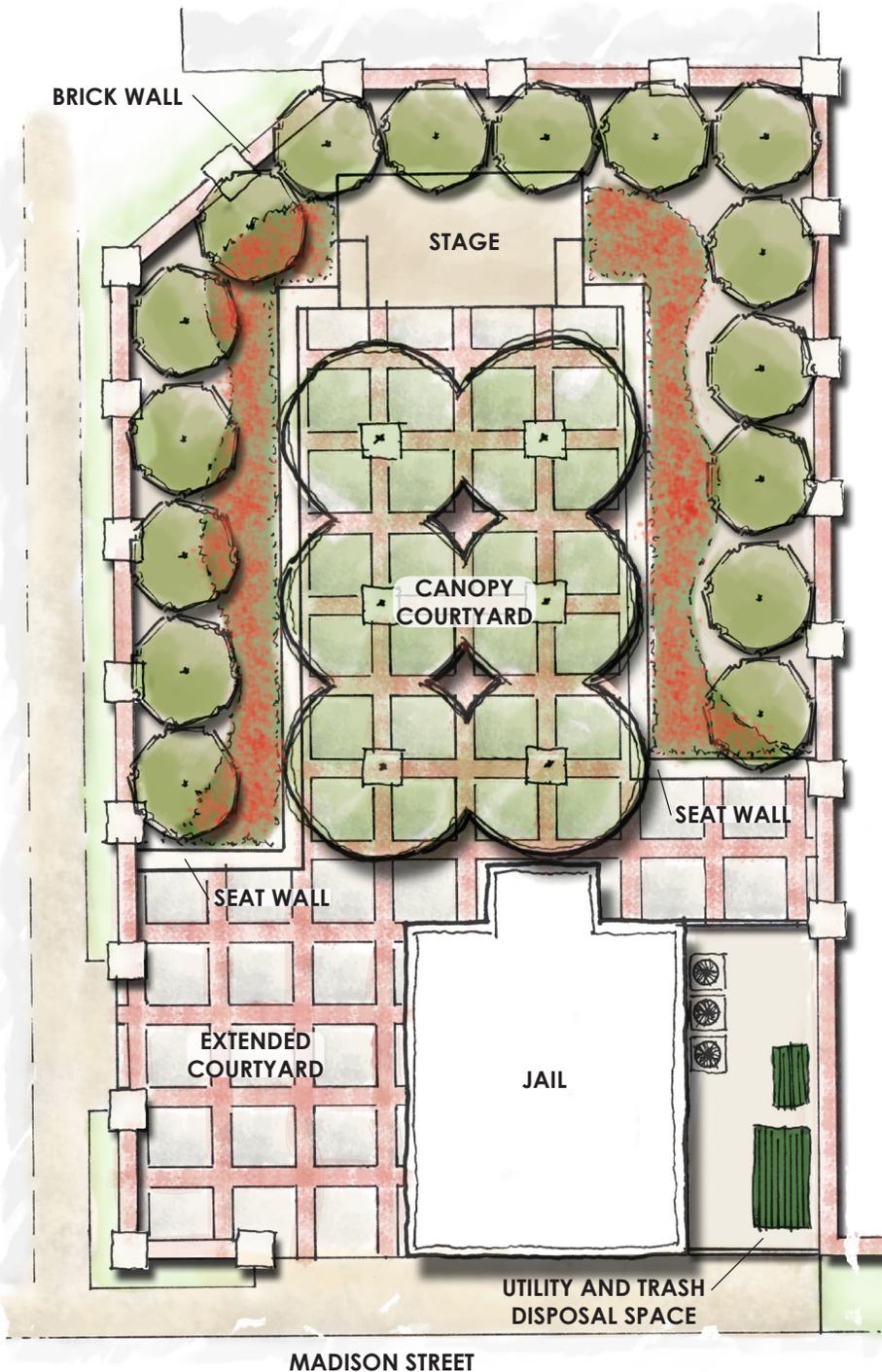
Additional consideration should be given to the adjacent courtyard behind the jail. Developing a usable courtyard would create a new functioning space that would expand the human activity of the downtown central core.

Depending on the city's intentions, it could continue to control this additional space, holding community-wide events as well as giving citizens the chance to reserve the space for private functions. However, including complete ownership of the courtyard along with the restored building would attract a wider variety of businesses that could utilize it specifically for their intended purpose.

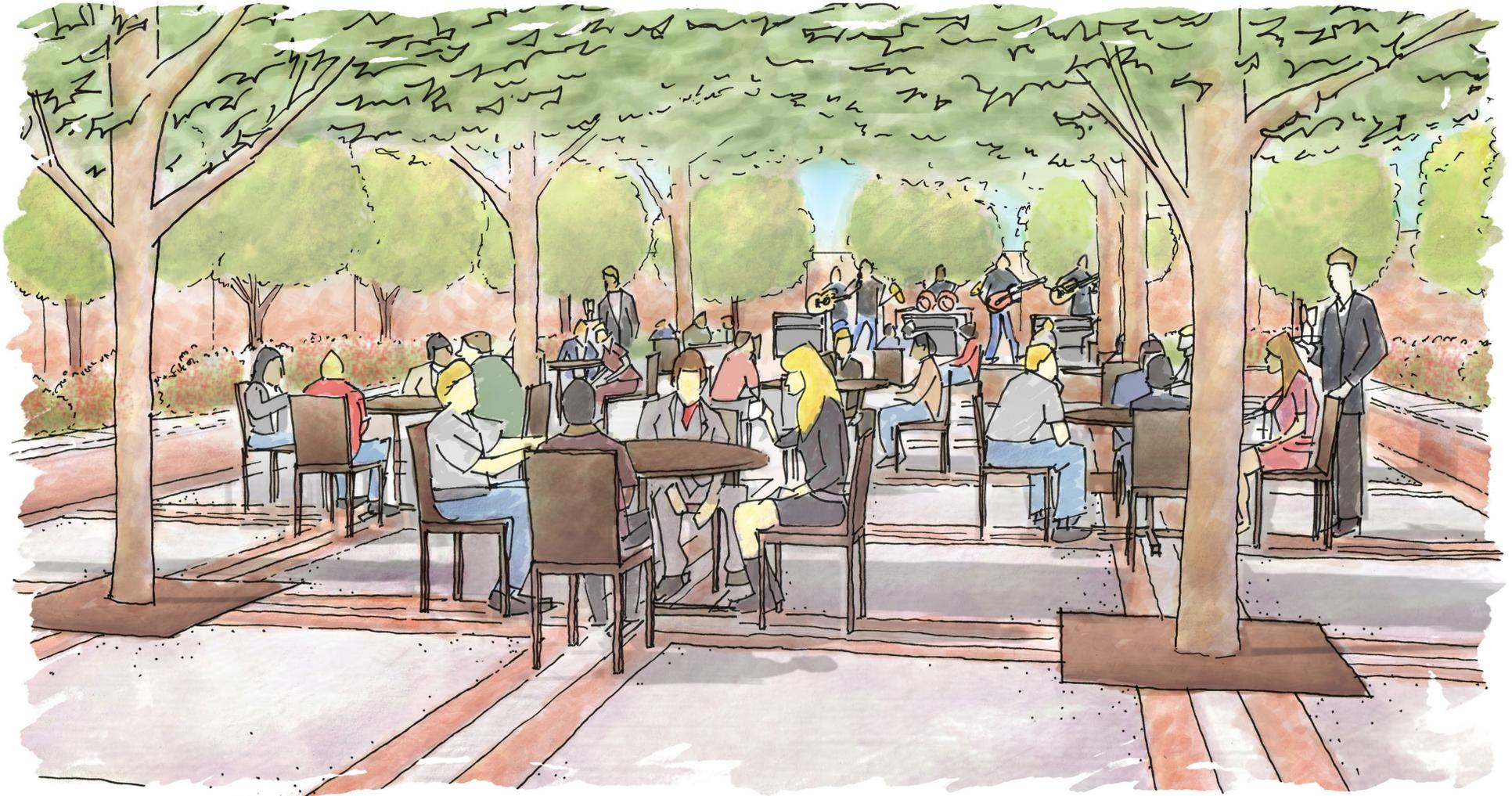
The proposed courtyard depicted to the left is an example of a loose, multi-programmable space that could serve a variety of purposes. Regardless of the jail's usage, this space could facilitate outdoor restaurant seating, for wedding ceremonies, live entertainment, parties and other events, as well as become a location for city created special events, if desired.

Major design features include:

- **The courtyard edge now extends to Madison Street, eliminating damaged asphalt and providing more usable space.**
- **Installing a brick wall around new courtyard mimicking the existing brick wall running along Madison Street.**
- **Planting beds containing little gem magnolias and azaleas (See Plant Reference on p.34-35) are placed in front of the brick wall.**
- **A stage is placed at north end of site for entertainment or event purposes.**
- **Seat walls are placed around the entire courtyard intended to create additional informal seating.**
- **Six honey locusts (See Plant Reference on p.34-35) are placed in the central courtyard for seasonal temperature control.**
- **The east side of jail is designated for utility and trash disposal.**



POSSIBLE USE: OUTDOOR RESTAURANT SEATING



ALLEYWAY REVITALIZATION RECLAMATION OPPORTUNITIES

Existing alleys and passages in Downtown Newnan serve a functional purpose, such as access for service vehicles collecting trash, deliveries to adjacent businesses, back door access for employees, or corridors for power lines, water lines, sewer lines and drainage. However, they are forgotten spaces hidden from view that do not attract visitors other than service providers.

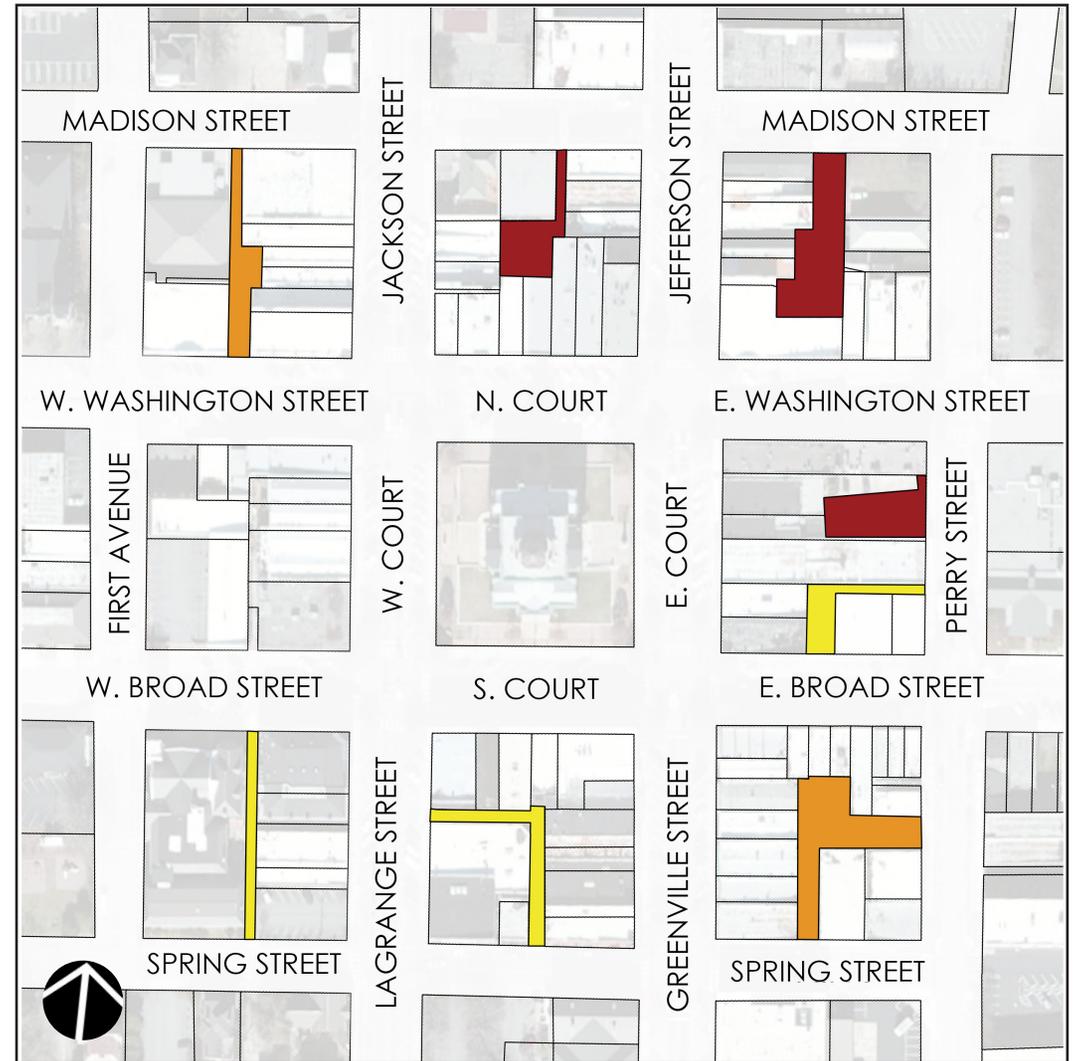
There are opportunities and benefits to activating these spaces for pedestrian use:

- **They can become intimate corridors for pedestrians, creating safe and convenient shortcut routes to adjoining streets.**
- **They can encourage activity to spill out from adjacent buildings into alleys and passages.**
- **They can strengthen retail by providing additional space for outdoor dining and special events.**
- **They can expand the pedestrian and bicycle network by linking many different areas.**

By identifying the alleys and passages in and around Downtown Newnan and classifying them into different categories based on their existing uses, a flexible framework could be established to activate alleyways to serve new purposes.

The classifications vary in public investment designed to improve the aesthetics of alleys and passages, such as paving upgrades, as well as the addition of furniture, lighting, and landscaping elements already seen in downtown Newnan. However, they collectively will attract people to these spaces, and will have revitalization benefits for all adjacent properties.

ALLEYWAY FOCUS AREA



■ DESTINATION CORRIDOR
 ■ CONNECTIVITY CORRIDOR
 ■ ACTIVITY CORRIDOR

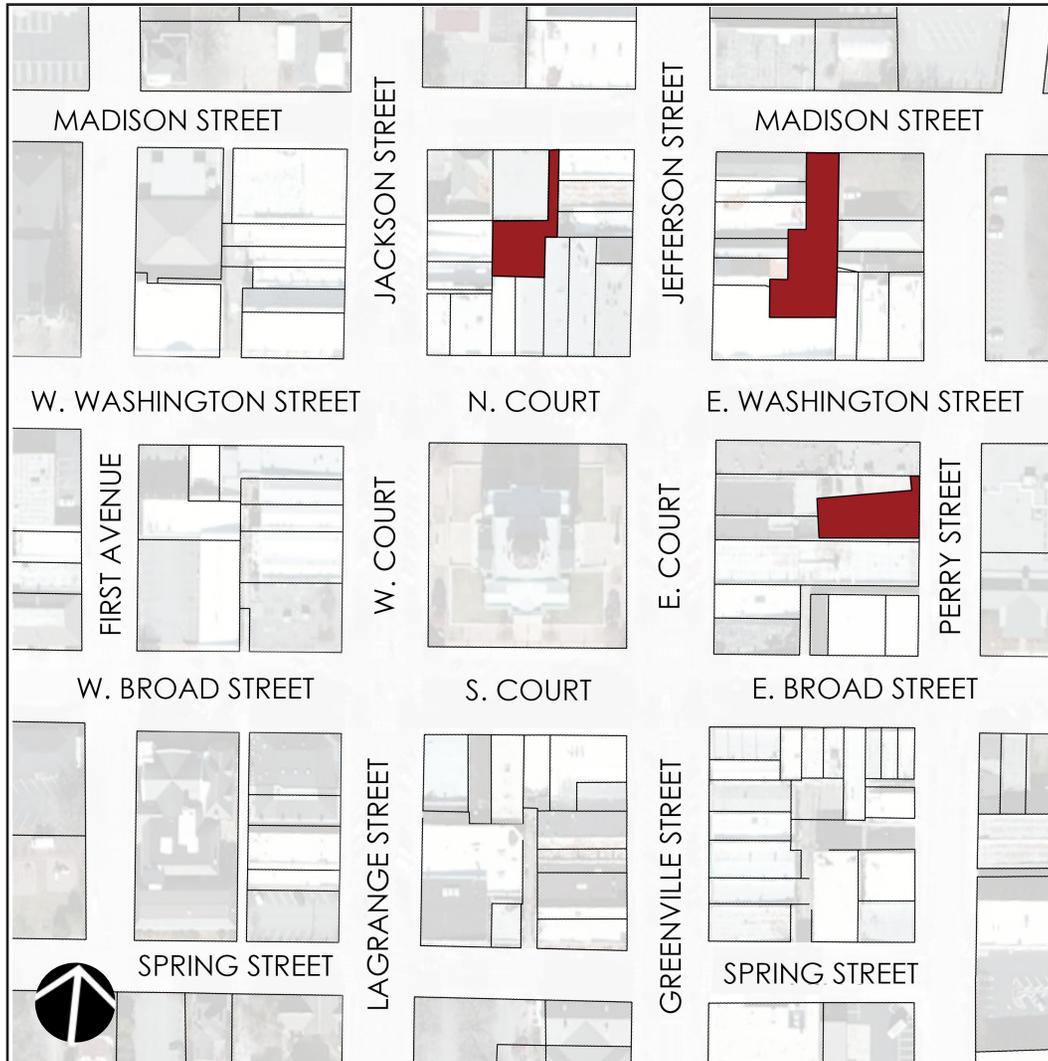
***These classifications are not meant to be static, and may change due to future land usage, new technology, new destination locations, etc.**

DESTINATION CORRIDORS:

These have the most potential to assume an active role in the urban fabric of downtown. This classifies courtyards or alleys that terminate into dead ends within a block of buildings downtown.

Transforming these alleyways into active places for community gathering and interaction would encourage new surrounding development and business attraction. In addition, events to attract residents and visitors could be held in these spaces.

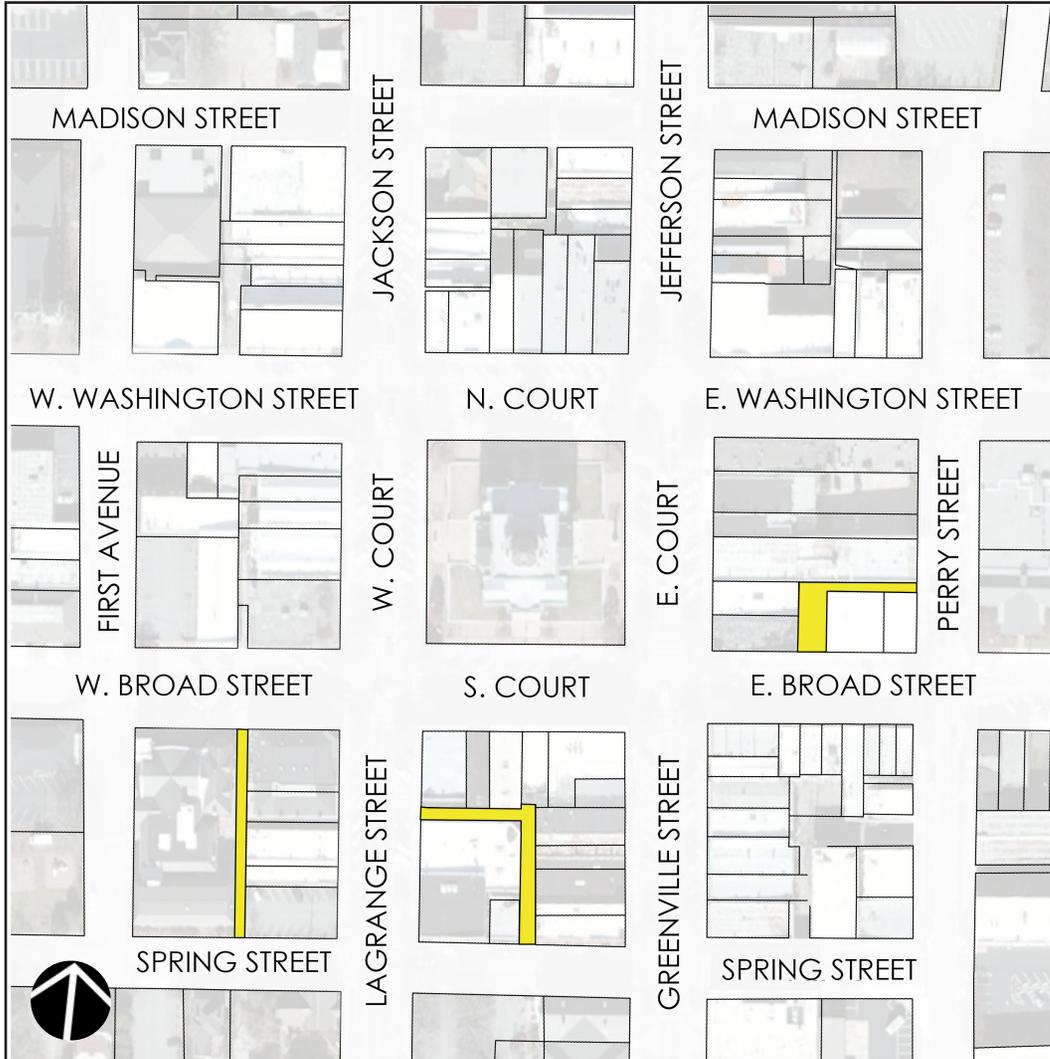
Of the three classifications, such corridors typically require the most improvements and restructuring of their functionality, but they have the greatest potential to improve the overall aesthetic, human activity, and life of the downtown district.



CONNECTIVITY CORRIDORS:

These have potential to expand the pedestrian network and enhance walkability in Downtown Newnan. This classification highlights existing passages that serve an 'A to B' purpose.

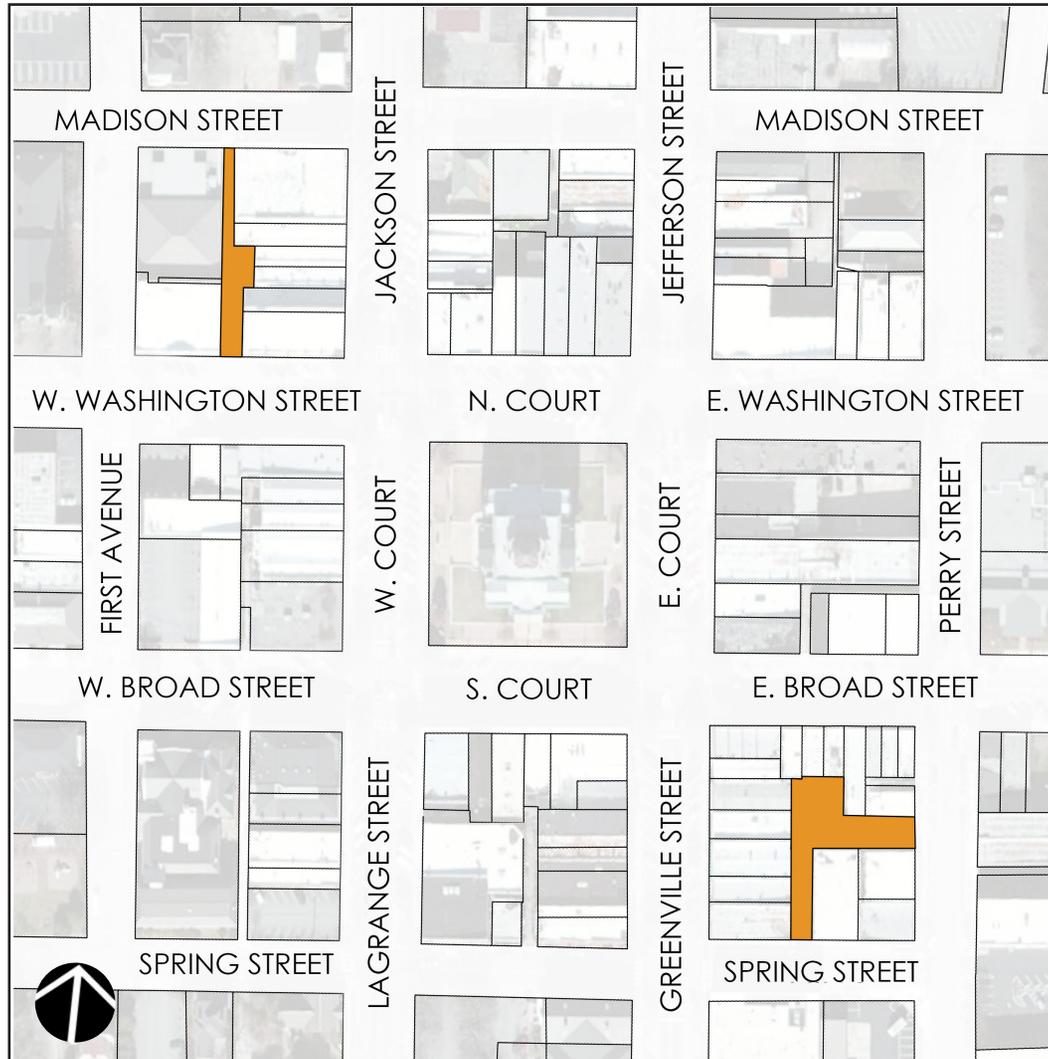
By cleaning these alleys up and introducing elements such as new paving, lighting, and minor landscaping, these passages can allow pedestrians to get from one street to another as quickly and safely as possible, while also adding to the existing aesthetic of Downtown Newnan.



ACTIVITY CORRIDORS:

These are a hybrid between both the destination and connectivity corridors. These alleyways serve the dual purpose of through block connectivity and being a place where pedestrians can stay and interact.

Activating these spaces would encourage businesses to expand into the corridor and improve their alley facades. By introducing elements seen in connectivity corridors such as new paving, lighting, and landscaping as well as movable furniture seen in destination corridors, these spaces can become vibrant attractions for community members and visitors.

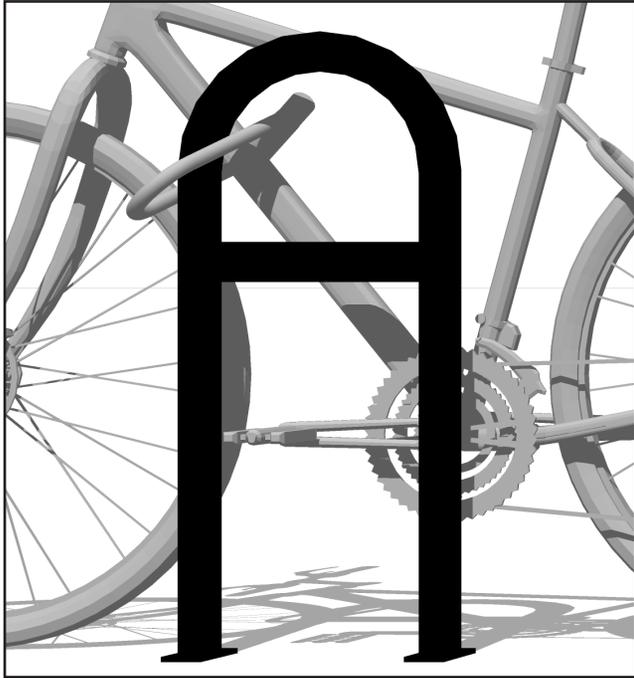


DOWNTOWN BIKE RACKS

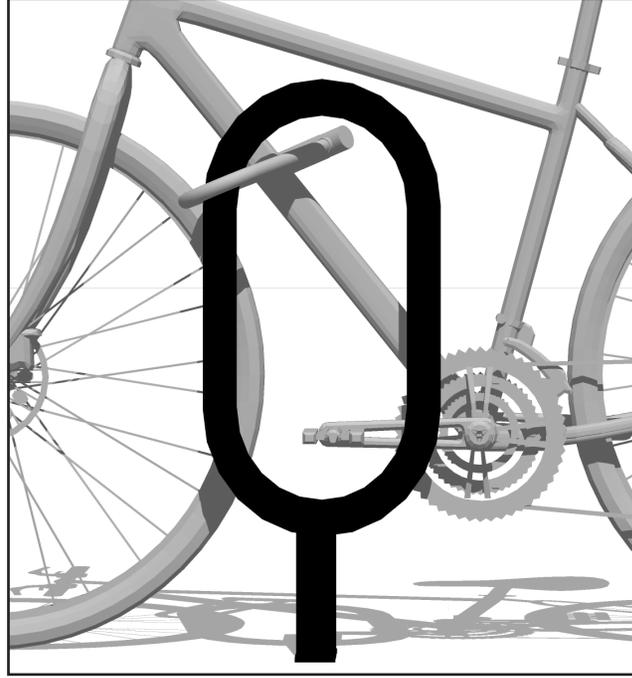
DESIGNS & POTENTIAL PLACEMENT

The lack of secure bicycle parking areas in Newnan may be keeping many people from using their bikes for basic transportation. Leaving a bicycle unattended, even for short periods, can easily result in damage or theft. Finding a bike rack that doesn't work properly or isn't conveniently located makes for a frustrating experience.

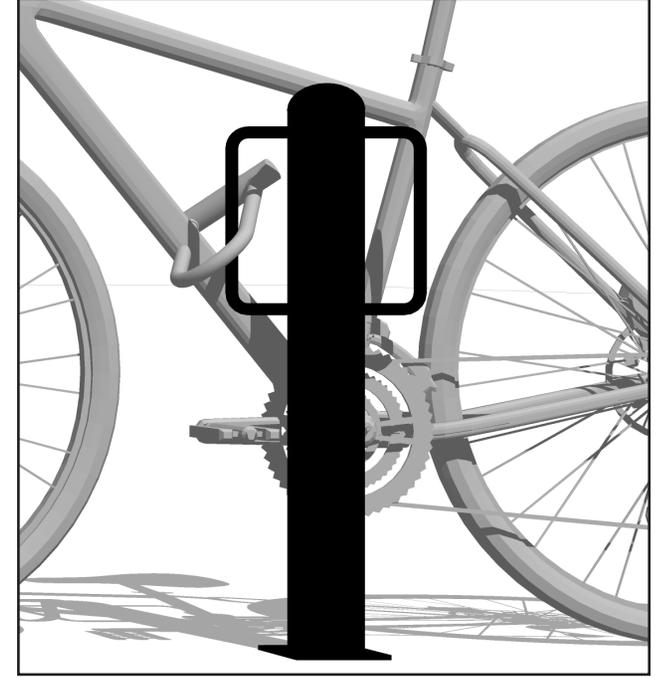
By providing bike racks, the city of Newnan is actively encouraging the public to use new forms of transportation which also promotes healthier lifestyles, reduces traffic congestion, and creates a more intimate downtown experience.



COMPACT INVERTED 'U' OR 'A'



COMPACT 'POST AND LOOP'



COMPACT 'BOLLARD HITCH'

The three proposed bike rack designs are cost-efficient and attractive, yet simple to install and allows for versatility in their ultimate placement:

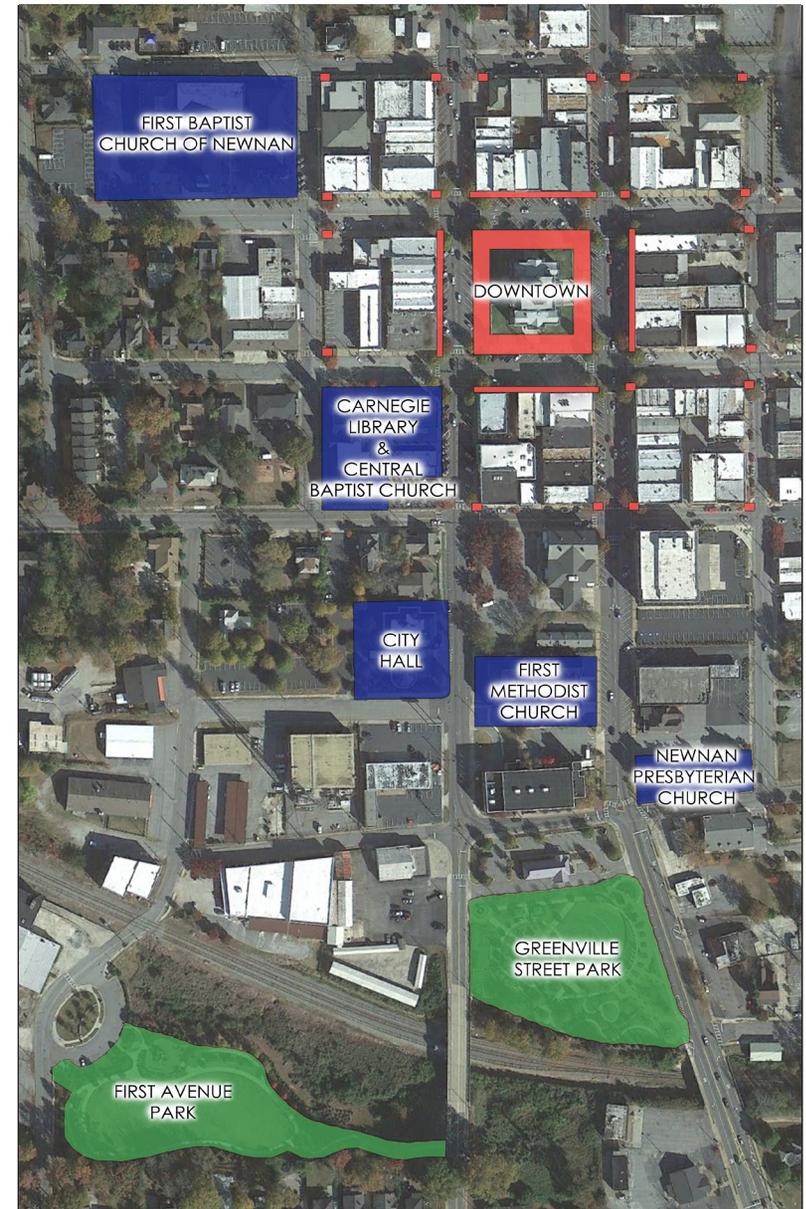
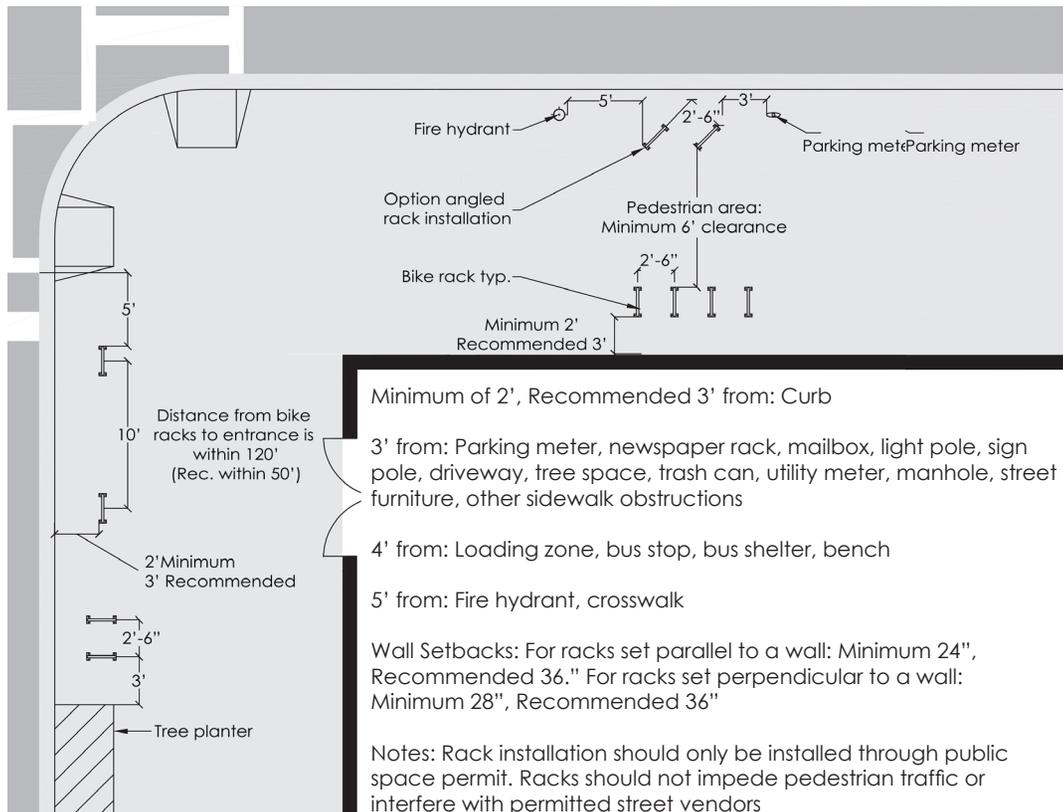
- 1) They have small footprints that won't take up a lot of space and inhibit pedestrian circulation.
- 2) Support bicycle frames in at least two spaces, allowing the frame and wheel to be locked using a U-lock or cable lock
- 3) Durable and capable of being securely anchored, aiding in the prevention of theft
- 4) Allow front-in/back-in parking: a U-lock should be able to lock the front/rear wheel and the center tube of a bike

BIKE RACK PLACEMENT AREAS

Potential downtown bike parking areas include:

- **Corners and edges with the greatest downtown activity primarily around Court Square and the surrounding blocks.**
- **Institutional/government buildings such as the First Baptist Church of Newnan, Newnan Presbyterian, Carnegie Library, and City Hall.**
- **First Avenue Park and Greenville Street Park, primarily in the entryways and secondarily in the interior.**

PLACEMENT SCHEMATIC



■ DOWNTOWN
 ■ INSTITUTIONAL/GOVERNMENT
 ■ PARKS

***The locations denoted in this map are based on the fellow's personal opinions and nonscientific observations. The city would need to conduct surveys/studies and gather community feedback before making any final decisions about where the racks should be placed.**

PUBLIC WAYFINDING

DOWNTOWN PARKING



Most people within any city in the United States will claim there is simply not enough parking in high-volume areas. While this may be the case in some extreme instances, the majority of the time, cities have an adequate amount of parking facilities, but may not be easily found.

Wayfinding plays a major role in alleviating this problem. Wayfinding is a series of design elements that work in concert to help people find their way. Whether pointing motorists or pedestrians toward certain businesses, roads, or services, they function to cut down on visitors' search time for specific destinations.

Developing a cost-efficient public parking wayfinding system can:

- **Decrease traffic congestion by reducing guests' search time for parking**
- **Save the city resources that would otherwise be spent on pre-engineered signs**
- **Adequately support and improve the overall functionality of downtown**



Recommendations for this system include:

- **Replacing old banners attached to street lamps with new banners directing drivers to parking**
- **Place stickers on back of signs directing drivers to public parking lots**
- **Place stickers on utility boxes directing drivers to parking lots as well as stickers of a downtown map highlighting available parking lots for pedestrians' knowledge for future use**

Recommendations are based off "guerrilla marketing" tactics (referenced on p.36). Supplementing pre-engineered signs that will cost the city a large amount resources, these are simple, cost efficient methods directing guests and community members to public parking locations.

UTILITY BOX METHODS

EXISTING UTILITY BOX



This is an example of an existing utility box that can be found on many street corners in downtown Newnan.

VEHICULAR ORIENTED



Stickers could direct vehicles systematically to public parking lots located downtown

PEDESTRIAN ORIENTED



This is an alternative that could be used to educate pedestrians where existing public parking lots are located for future reference.

VEGETATION

REFERENCE INFORMATION



Azalea Indica
(*Rhododendron indicum*)

This deciduous or evergreen shrub comes in dozens of varieties and bloom in a wide range of colors. The free-blooming and long-lived plants are usually as broad as they are tall. Some types bear fragrant flowers, such as lemon-scented Alabama Azalea (*Rhododendron alabamense*) and rose-scented Coast Azalea (*Rhododendron atlanticum*). They grow best in acidic soil in filtered sunlight or light shade.



Creeping Fig
(*Ficus pumila*)

This woody evergreen vine can quickly grow vertically on any surface to which it attaches. The vine's aerial roots anchor it to walls or fences, and it can grow up to three stories high. It does best in warm climates, but with only partial sun. Full-sun exposure can cause yellowed leaves, whereas a partially sunny growing spot leads to lush, green growth. It requires low-maintenance and is drought resistant.



Confederate Jasmine
(*Trachelospermum jasminoides*)

This is a hardy, fragrant perennial with a rapid rate of growth. It is a type of flowering vine and requires vertical support for optimal growth. It will flower in full sun, partial shade, or total shade, and requires well-drained soil. The plant is fairly problem-free and easy to care for.



Dwarf Yaupon Holly
(*Ilex vomitoria* 'Nana')

This is a small evergreen shrub that has a refined and attractive look. It can reach 5 feet in height and 8-10 feet in width. It prefers full sun but can tolerate partial shade. Known for its attractive gray-green leaves with a hint of red in the new growth, this plant can be left untrimmed to grow into a naturally mounded shape in a more casual setting.



Chinese Elm
(*Ulmus parvifolia*)

This fast growing, deciduous or evergreen tree forms a upright, rounded canopy of long and somewhat weeping branches clothed with dark green leaves. Its exfoliating bark reveals random, mottled patterns of color, adding great textural and visual interest, especially to its winter silhouette. It can reach 80 feet in height but often seen at 40 to 50 feet, making it an ideal shade or street/parking lot tree.



Eastern Red Cedar
(*Juniperus virginiana*)

This is a tough evergreen tree attaining a dense pyramidal or columnar shape. It grows to 40-50 feet tall and 8-20 feet wide. It has prickly, needled leaves, which are rich green in the summer but bluish yellow-green to bronze-green in winter's cold. In late fall the female Eastern Red Cedar produces an abundance of dark blue fruit. It will grow in a variety of soil types including clay and is very drought tolerant.



**Honey Locust
(Gleditsia triacanthos)**

This is a widely planted, deciduous shade tree with a short trunk. The ornamental tree grows in the 30-70-foot range. It is a rapid-growing tree whose fall foliage is yellow to yellow-green. It produces long, reddish-brown, curved fruit in late summer. It prefers full sun and can adapt to a range of soil conditions. It is often used in extreme urban stress areas such as parking lot islands and sidewalk tree squares.



**Red Maple
(Acer rubrum)**

This fast growing, deciduous tree can grow to a mature height of 50 feet. It is aptly named as its flowers, petioles, twigs, and seeds are all red to varying degrees at different times of the year. In autumn the changing leaves become scarlet to orange in color. It can grow in both dry and wet soil conditions and prefers full sun to partial shade.



**Knockout Rose
(Rosa 'Knockout')**

This is a low maintenance, compact shrub rose that is resistant to black-spotting. Blooms are fire engine red in cool weather and a cherry red in the summer months. The foliage is a dark purplish green turns burgundy in the fall. It is drought tolerant, and if left unpruned, can easily grow to be more than 3-4 feet wide x 3-4 feet tall.



**Sasanqua Camellia
(Camellia sasanqua)**

This is an evergreen upright shrub that has dark green oval leaves that are generally smaller than those of other camellias. It contains single, fragrant flowers that bloom from late summer until early winter depending on the cultivar. Camellias must have acidic, well-drained soil and be planted in a protected climate, free from extended heavy freezes.



**Little Gem Magnolia
(Magnolia grandiflora 'Little Gem')**

More of a shrub than a tree, this species features glossy green leaves that are bronze-brown underneath. With a narrow columnar growth habit, it can reach up to 20 feet at maturity. It is best grown in moist, well-drained soil in full to partial shade. Fragrant white flowers bloom in late spring, with sparse continued flowering throughout the summer.



**Southern Magnolia
(Magnolia grandiflora)**

An ornamental symbol of the American South, this large evergreen can grow to 80 feet in height. It produces linen-white flowers from late spring through the summer months. It is extremely drought tolerant and can thrive in full sun or partial shade and likes well-drained soil. The sights and smells of this tree make it a good candidate for a framing or shade tree as long as it has ample room to accommodate its massive size.

INCENTIVE & FINANCING RESOURCES

Main Street/Downtown Development Authority: Top Financial Tools

<http://www.mainstreetgeorgia.org/Default.aspx?tabid=128>

Local Authorities: Top Financial Tools

<http://www.mainstreetgeorgia.org/Default.aspx?tabid=127>

ADDITIONAL RESOURCES

Old Jail and Future Historic Reuse/Revitalization Projects:

Georgia Historic Preservation Division Website

<http://www.georgiashpo.org/>

The Georgia Trust Website

<http://www.georgiatruster.org/>

Bike Rack Design and Placement:

City of Newnan: Bike/Pedestrian Plan – PHASE ONE

http://www.cityofnewnan.org/document_center/2012NewnanBikePed_P1.pdf

Economic Benefits of Bicycling in Urban Environments

<http://www.marinbike.org/Resources/EconomicBenefitsOfBicycling.pdf>

Bicycle Parking: Standards, Guidelines, Recommendations

http://www.sfmta.com/sites/default/files/pdfs/SF_Bicycle_Parking_Guidelines_DRAFT.pdf

Association of Pedestrian and Bicycle Professionals: Bicycle

Parking Guidelines <http://www.pedbikeinfo.org/pdf/bikepark.pdf?/pdf/bikepark.pdf>

Alleyway Revitalization:

Downtown Bozeman Alley Revitalization Case Study

http://www.downtownbozeman.org/downloads_13/Downtown%20Alley%20Sketchbook.pdf

Alley Network Project

<http://allevnetworkproject.com/sample-page/>

Public Parking Wayfinding Other Signage:

Guerrilla Marketing

<http://www.creativeguerrillamarketing.com/what-is-guerrilla-marketing/>

Newnan Gateway Signage Master Plan

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