



THE CITY OF NEWNAN

DESIGN CONSIDERATIONS
SUMMER 2014



THE GEORGIA DOWNTOWN RENAISSANCE PARTNERS & SPECIAL ACKNOWLEDGMENTS



Georgia Municipal Association

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

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 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*

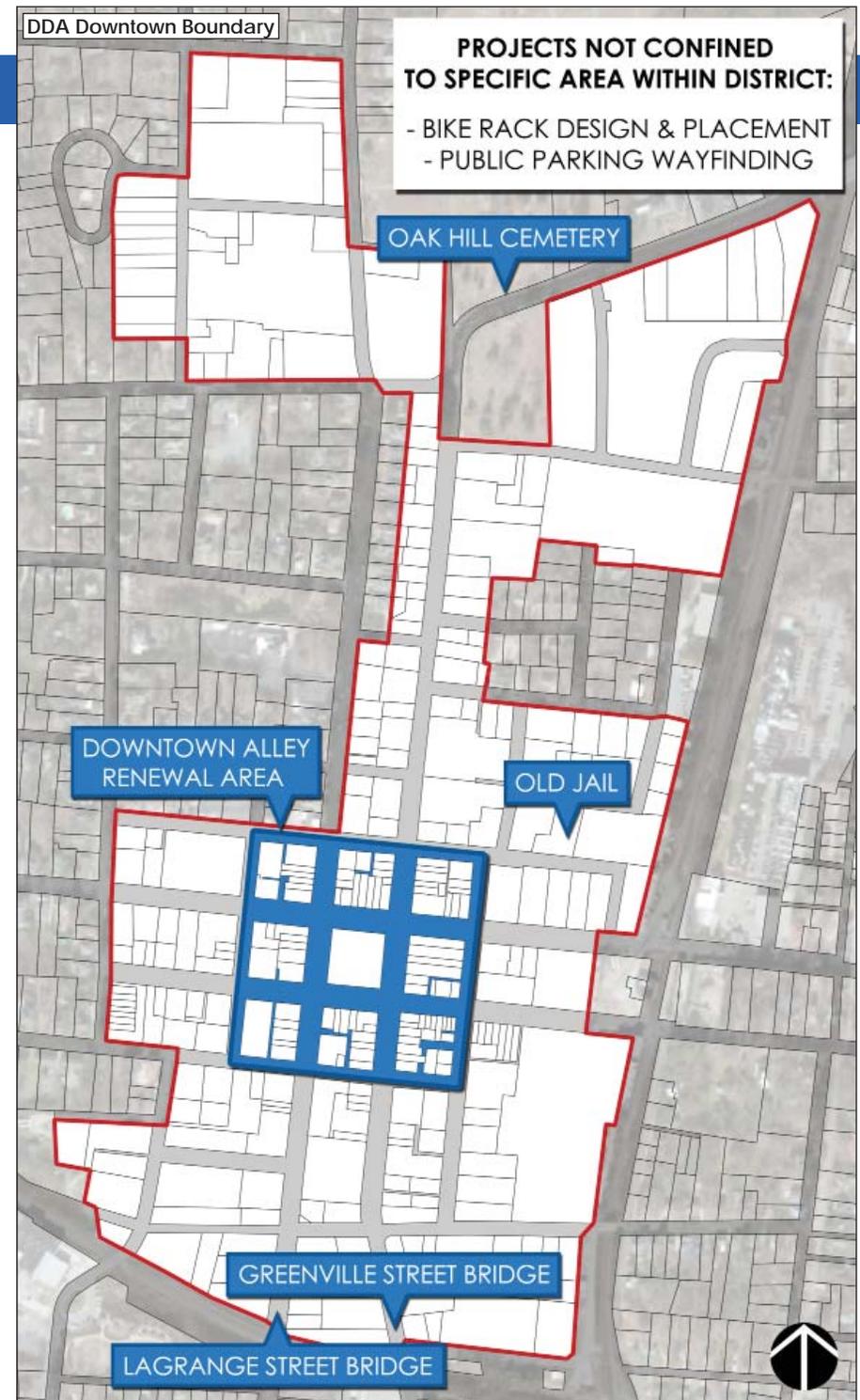
The college hosts various degree programs, including Landscape Architecture, Historic Preservation, and Environmental Planning & Design as well as a specialized Certificate Program in Environmental Ethics.

SPECIAL THANKS TO THE CITY OF NEWNAN

Hasco Craver, Newnan Business Development Director

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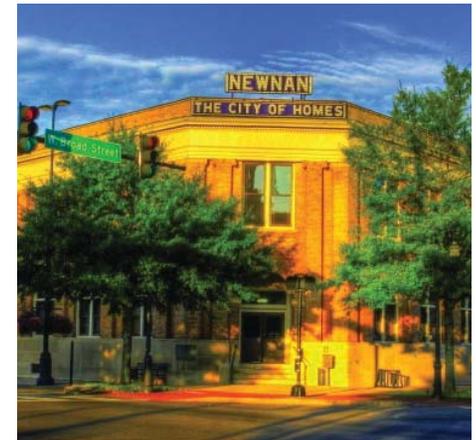
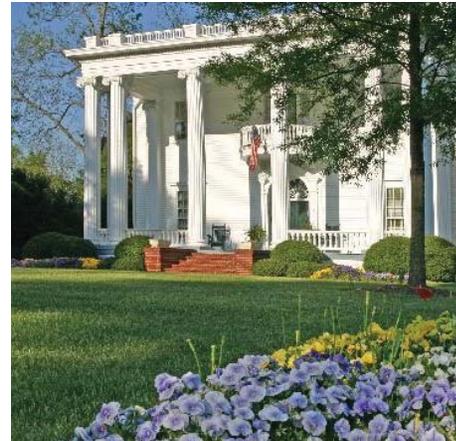
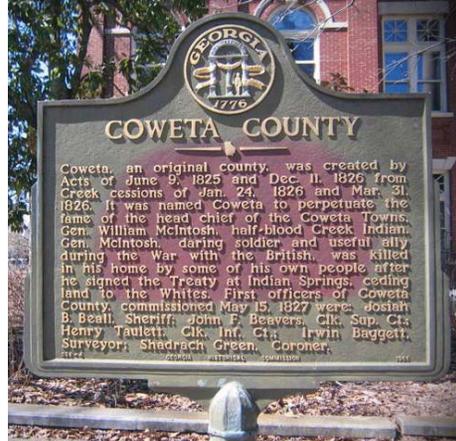


DOWNTOWN RENAISSANCE FELLOWS PROGRAM

Working with the Carl Vinson Institute of Government (CVIG), the Georgia Municipal Association (GMA) identified and selected member cities with specific downtown or town center needs. The city of Newnan was selected as one of three communities for the summer of 2014.

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.

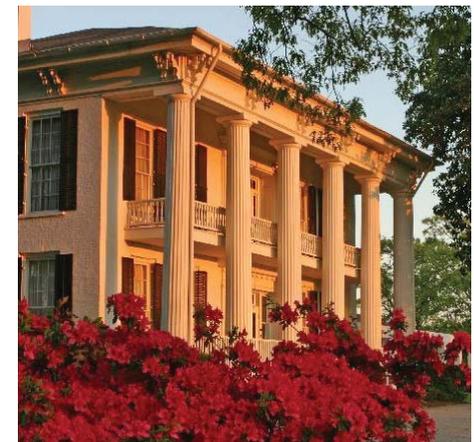
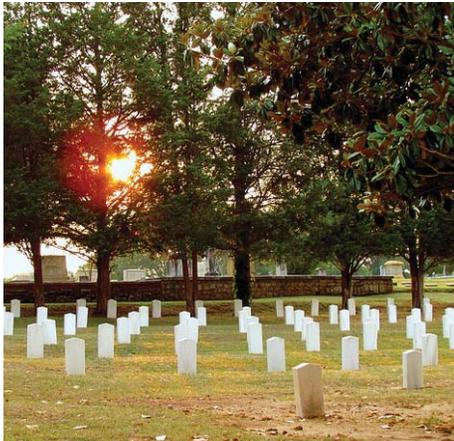


CITY BACKGROUND & PROJECT OVERVIEW

Located 35 miles south west of Atlanta on Interstate 85, the city of Newnan has a population of over 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.

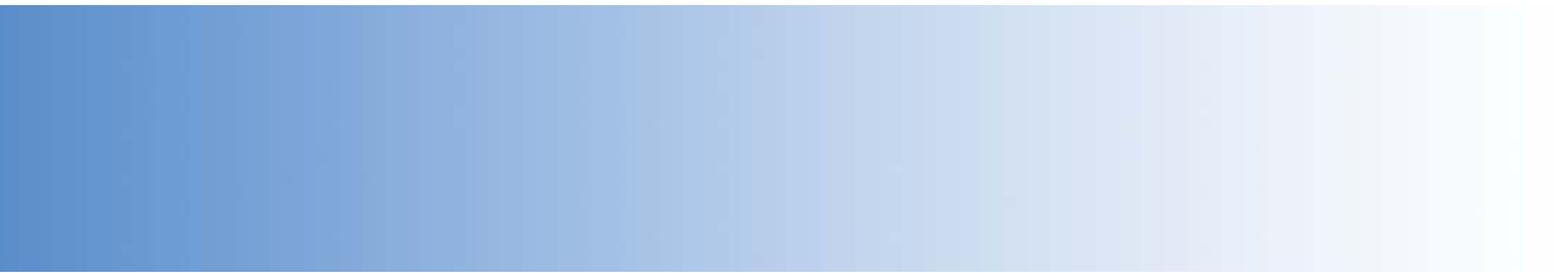
The vibrant Historic Downtown District is surrounded by beautiful and well-maintained historic residential districts making the 'City of Homes' a truly wonderful place to experience.

The fellow 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.



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 relate with a revitalized downtown Newnan.

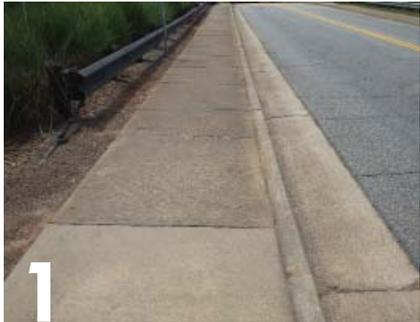


LAGRANGE STREET BRIDGE

SOUTHERN CORRIDOR ENTRANCE



BEFORE



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 sidewalks 1' on both sides of street and install 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 unnecessary curb cut on north side of bridge and replace with an extension of planting treatments seen in the adjacent parks. Plant treatments should extend behind guardrails.
- 4) As with the two guardrails adjacent to the Greenville Street and First Avenue Parks, continue painting the remaining two guardrails on the bridge the 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”. Puts larger focus on new plantings which 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 with a rescaled version of the secondary gateway sign found in Newnan's Gateway Signage Master Plan.



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

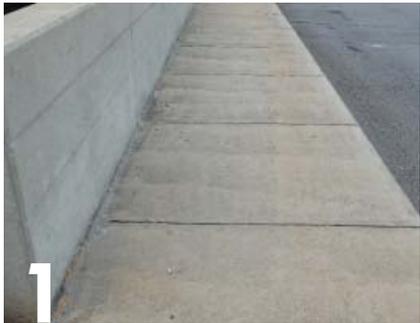
- Design recognizes historic and aesthetic context but is out of scale
- Automotive orientation that alienates the pedestrian

By only changing the 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 vehicular legibility

GREENVILLE STREET BRIDGE

SOUTHERN CORRIDOR ENTRANCE

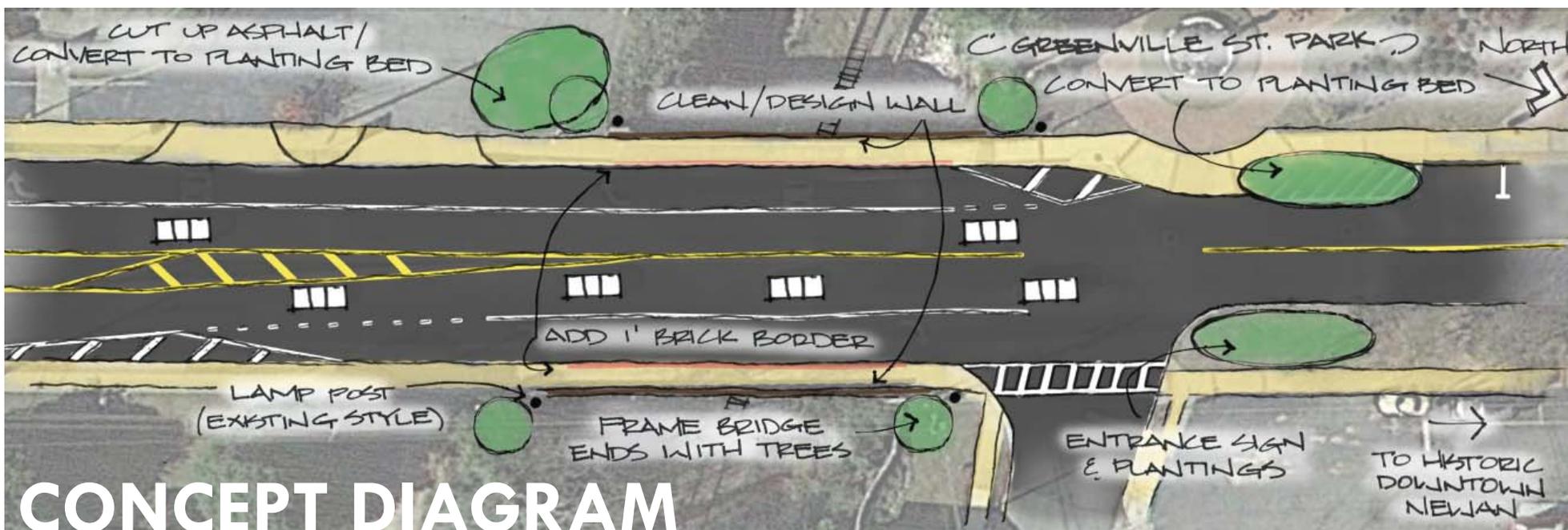


By utilizing the same principles and design considerations used on the previous bridge, this GDOT controlled bridge also located at the southern end of the Historic Downtown District could additionally serve as a valuable connection and gateway to and from downtown.

- 1) Without adjusting ROW dimensions, install 1' brick running bond border on both sidewalks parallel to street, as seen throughout downtown.
- 2) Apply black paint coating to unattractive utility fence on the south east end of the bridge.
- 3) Pressure-wash concrete walls that run along the sidewalks and/or use one of the proposed design considerations found on p.14.
- 4) Cut up asphalt parking lot at south west end of bridge and install planting bed as well as place Chinese Elms (See Plant Reference on p.34-35) at all corners 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 not only beautifies the entryway but can offer the citizens of Newnan a chance to embrace something creative 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 will also screen unattractive views as well as create 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

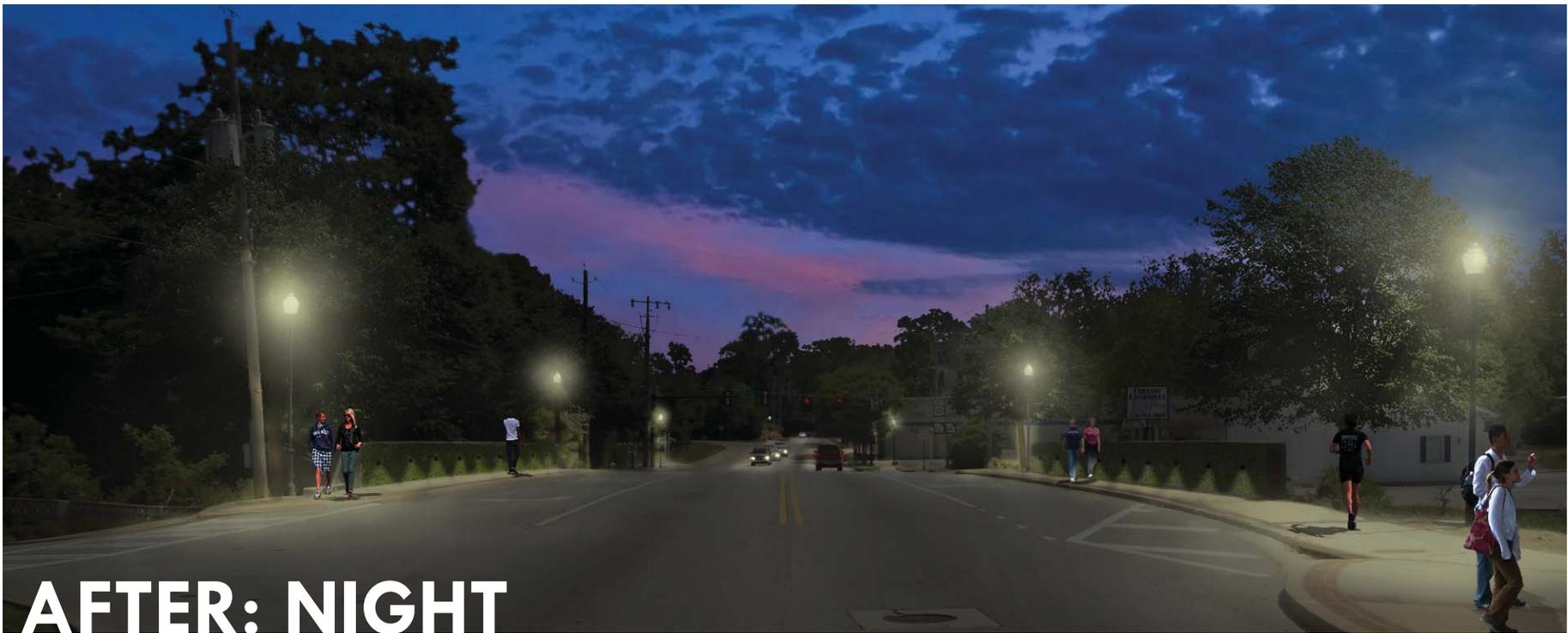


CLIMBING VINE & SCENCE LIGHTS



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 this area could 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 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 also strengthen the entire northern entry corridor into Downtown Newnan at the same time.



BEFORE

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



AFTER

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



BEFORE

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



AFTER

Creates a sense of unity and now defines the entire edge of the cemetery.





AFTER

MAIN ENTRANCE IMPROVEMENTS

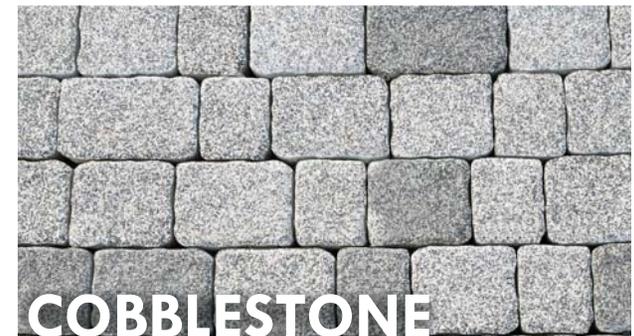
- 1) Install alternative paving material crosswalk with concrete band border.
Recommendations include brick pavers like the ones used downtown, hex pavers that are in front of the Carnegie Library, or cobblestone that mimics the gateway benches.
- 2) Replace failing and eroded turf in front of entryway with 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 bench and pilasters to frame the entryway and add year-round seasonal color to attract the eyes of pedestrians and motorists.



BRICK PAVERS



HEX PAVERS



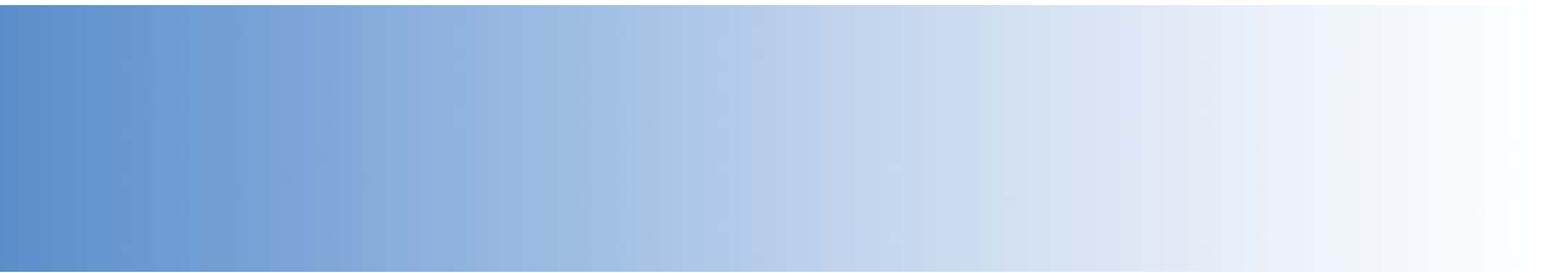
COBBLESTONE

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

- Becomes a noteworthy gathering place for visitors as well the walking tours of the cemetery developed by Main Street Newnan
- Serves as an attractive entrance to the cemetery, and beautifies and strengthens the gateway to and from Downtown Newnan as well

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

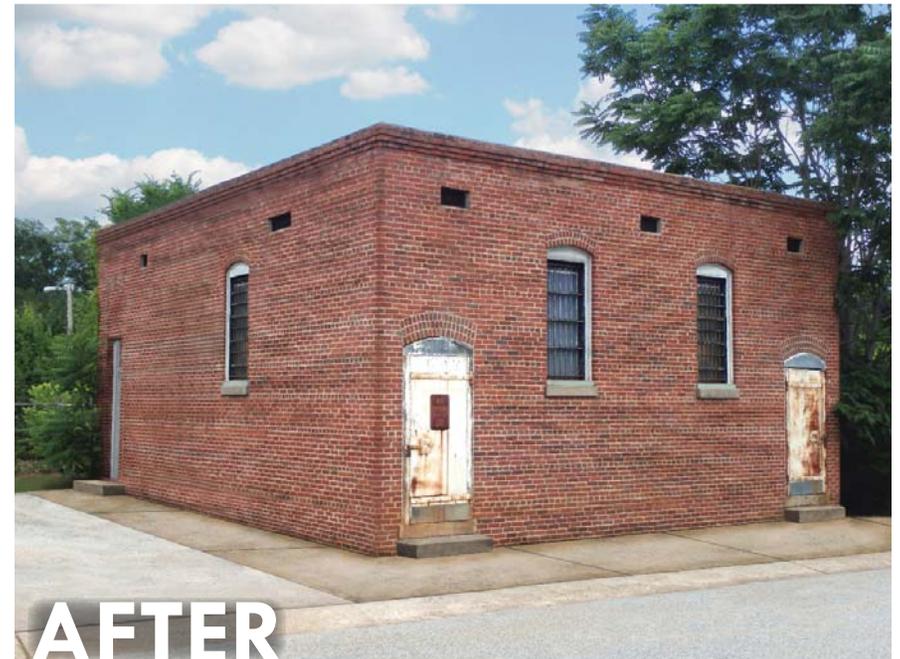
A healthy downtown often informally provides incubator space for the startup of many new, small businesses. Focused around smaller spaces and cheaper rent, these spaces allow entrepreneurs to flesh out ideas and get their business established. But some communities have chosen to make business incubators a formal part of their overall economic development strategy. Older and historic buildings are frequently chosen to serve that 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 for the 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 their accountants, bankers, attorneys, 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 with no expense of having to acquire the building from private owners, 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 adjacent courtyard would be a great way Newnan can 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 or taking a building and using it for a purpose it was not initially intended for. Restoration of the old jail can be done one of two ways:



OPTION 1

OPTION 1

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

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



OPTION 2

OPTION 2

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

- Roof would need to be restructured and the electrical and plumbing modernized
- Overall infrastructure is maintained but the barred windows and iron doors are replaced with glass planed windows and doors. (Additions like these would allow the building itself to have more natural lighting that some potential business owners may 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
- There are not as many resources available to fund partial restoration such as this

COURTYARD DESIGN

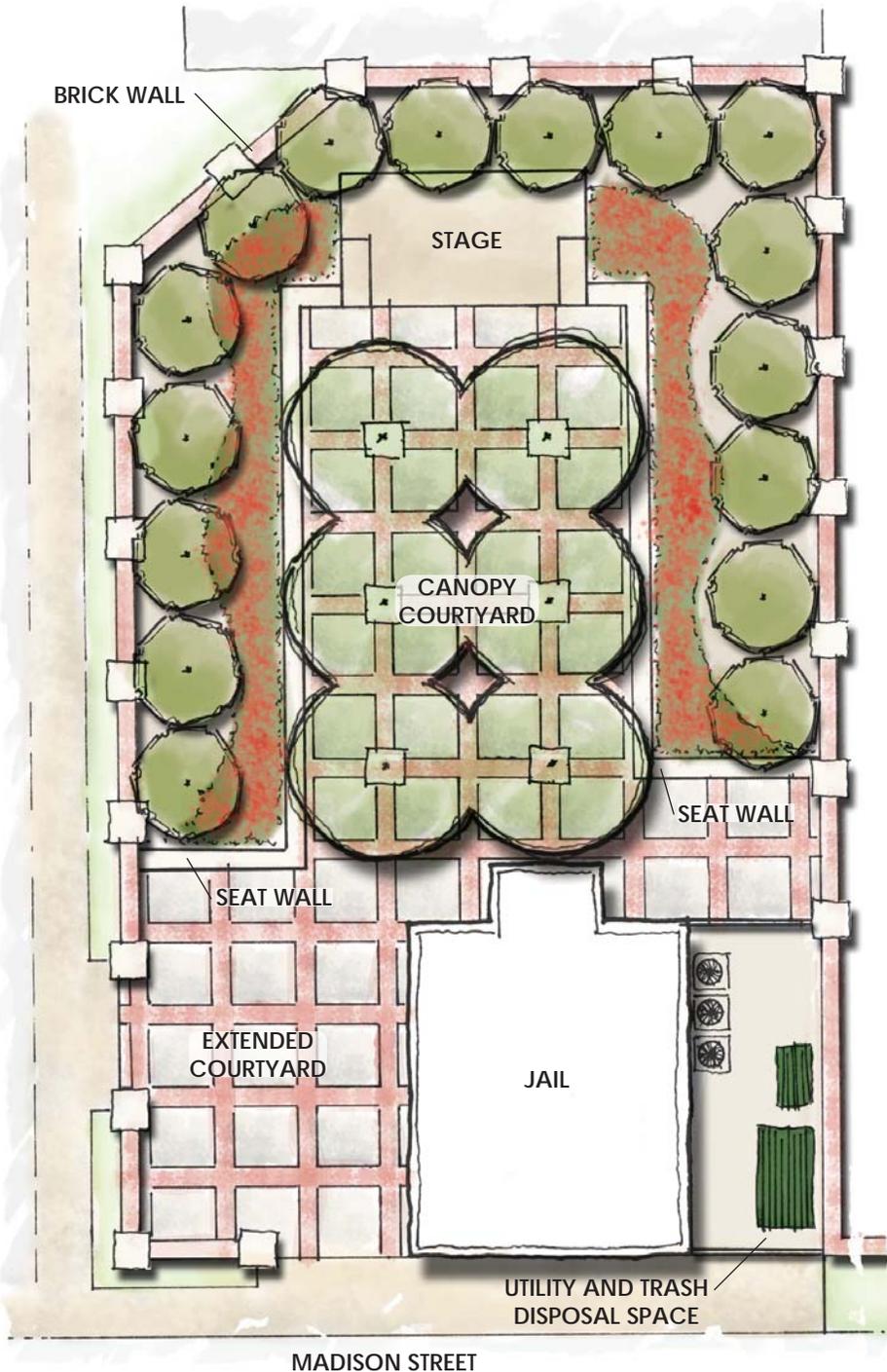
Additional consideration should be placed on the adjacent courtyard behind the jail. Developing a usable courtyard would create a new functioning space that would expand the human activity of the downtown central core.

Depending on the city's intentions, they 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, by including complete ownership of the courtyard along with the restored building, it 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, wedding ceremonies, live entertainment, parties and other events, as well as a location for the city to create special events of their own if they were so inclined.

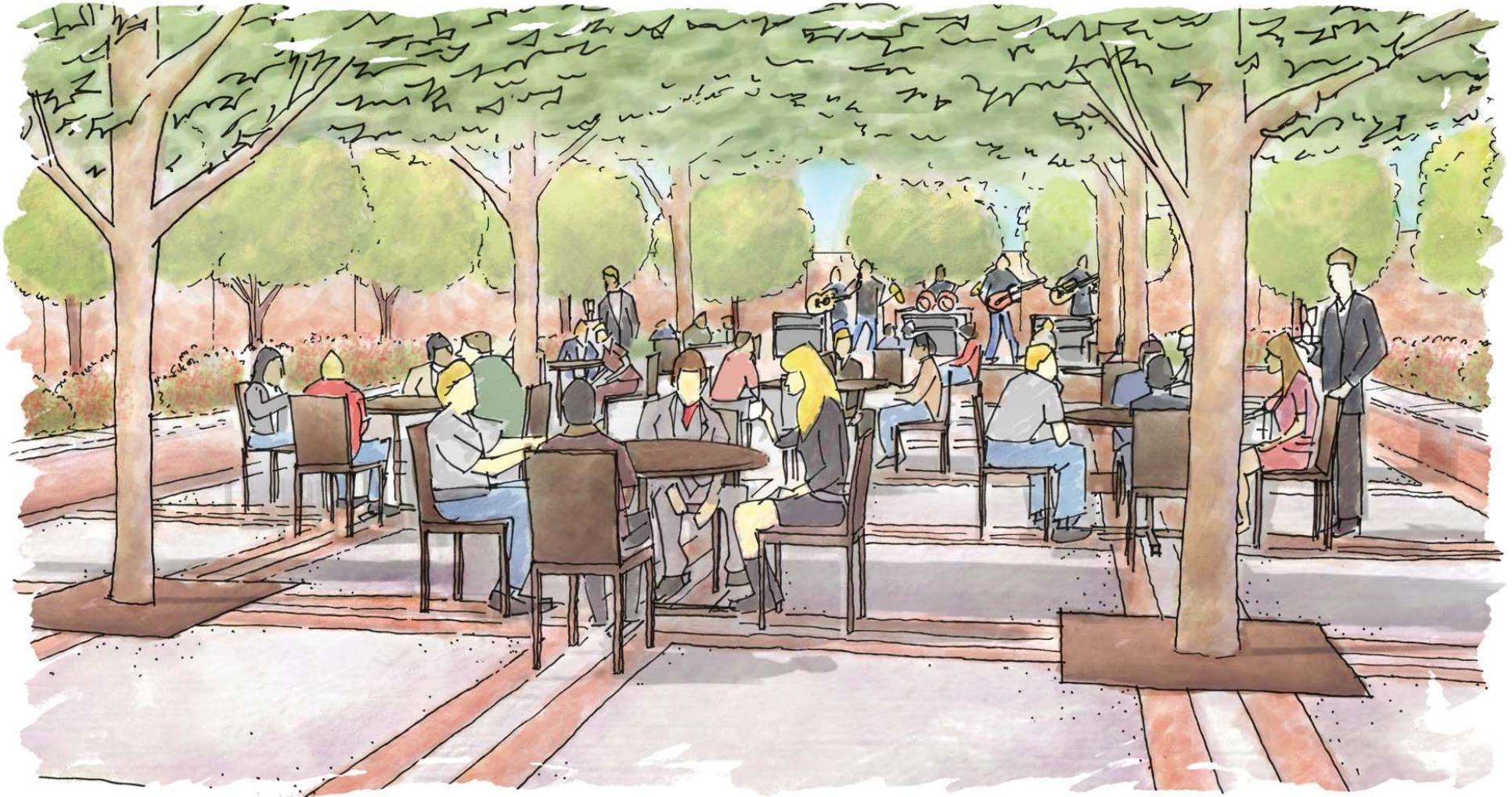
Major design features include:

- Courtyard edge now extends to Madison Street, eliminating damaged asphalt and providing more usable space
- Brick wall around new courtyard mimics 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 new brick wall
- Stage placed at north end of site for entertainment or event purposes
- Seat walls placed around courtyard creating informal seating
- Six Honey Locusts (See Plant Reference on p.34-35) placed in the central courtyard for seasonal temperature control
- East side of jail designated for hidden utility and trash disposal.



MADISON STREET

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 for 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 and do not attract visitors other than service providers.

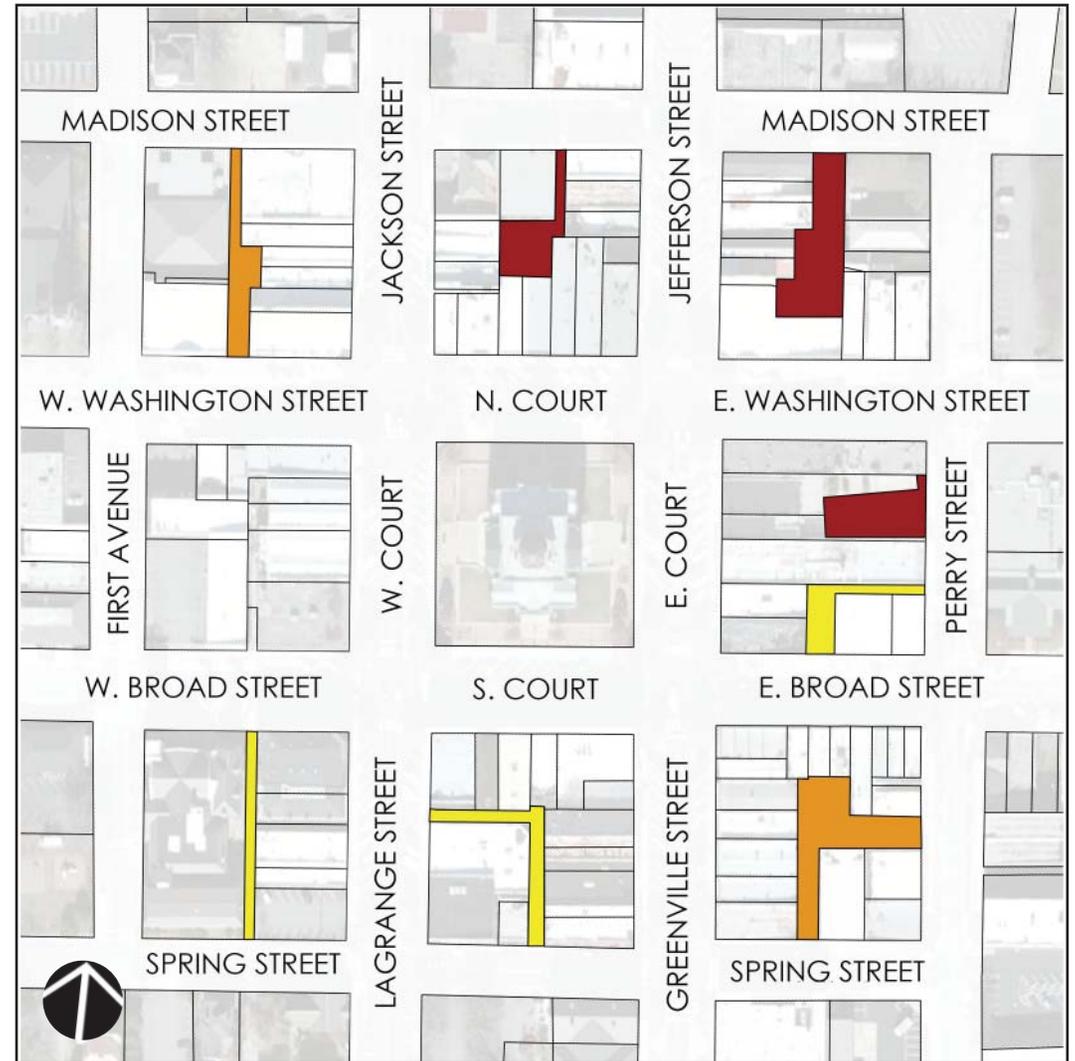
There are opportunities and benefits to activate these spaces for pedestrian use:

- Can become intimate corridors for pedestrians, creating safe and convenient shortcut routes to adjoining streets and destinations
- Encourage activity to spill out from adjacent buildings into alleys and passages
- Can strengthen retail by providing additional space for outdoor dining and special events
- Can expand the pedestrian and bicycle network 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 can be established from which alleyways can be activated to serve new purposes.

They 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, but 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

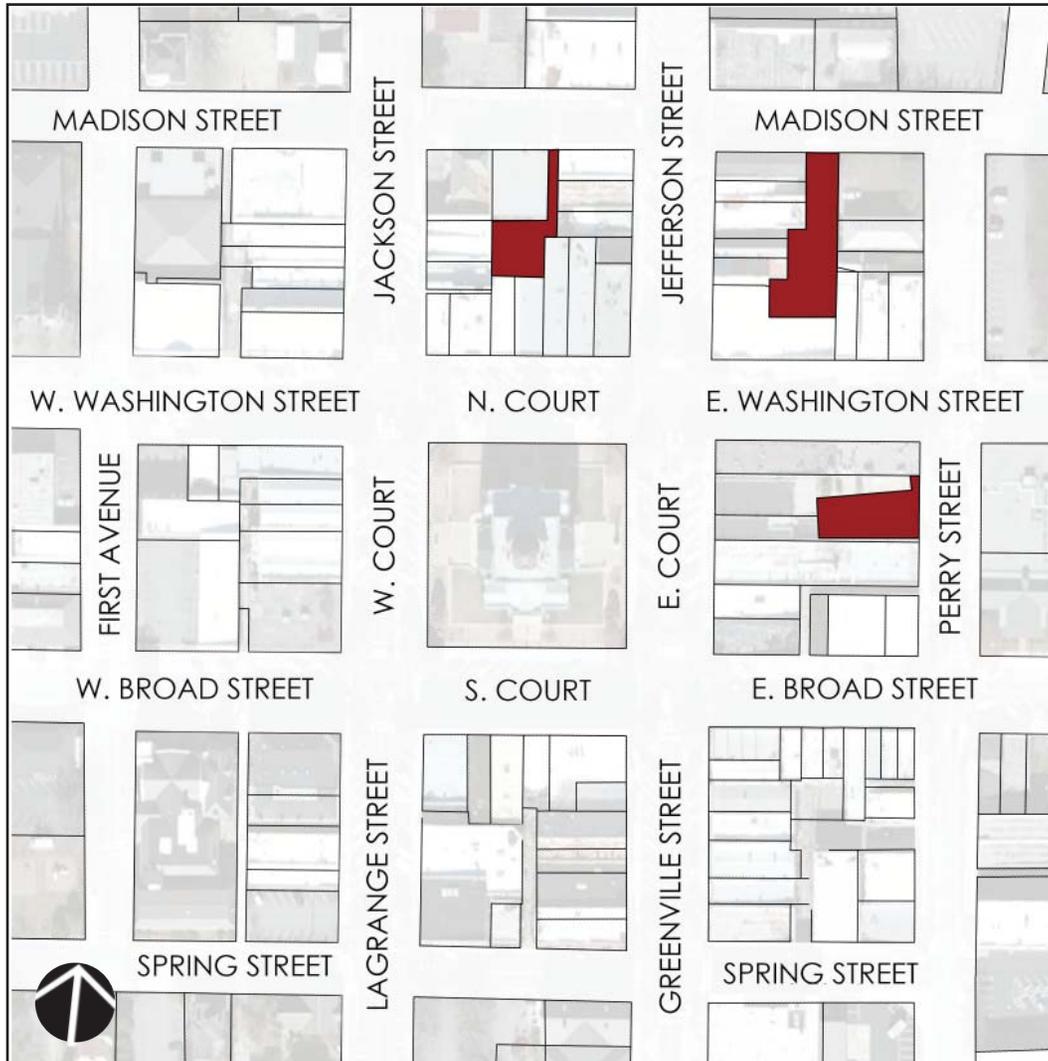
*These classifications are not meant to be static, and may change due to future land usage, new technology, new destination locations, etc.

DESTINATION CORRIDORS:

Have the most potential to assume an active and dynamic 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, as well as the possible programming of events to attract residents and visitors.

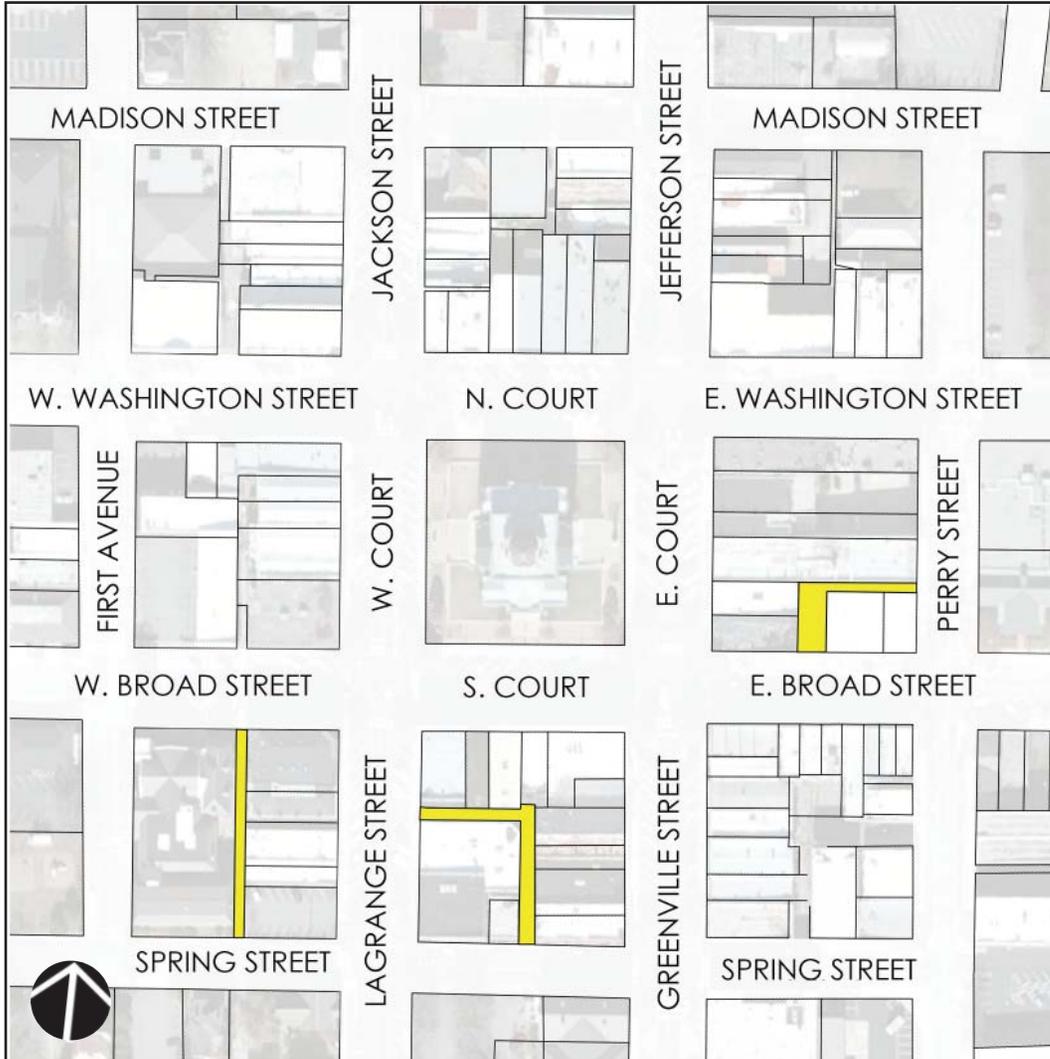
They typically would require the most improvements and restructuring of their functionality out of the three classifications but have the greatest potential to improve the overall aesthetic, human activity, and life of the downtown district.



CONNECTIVITY CORRIDORS:

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

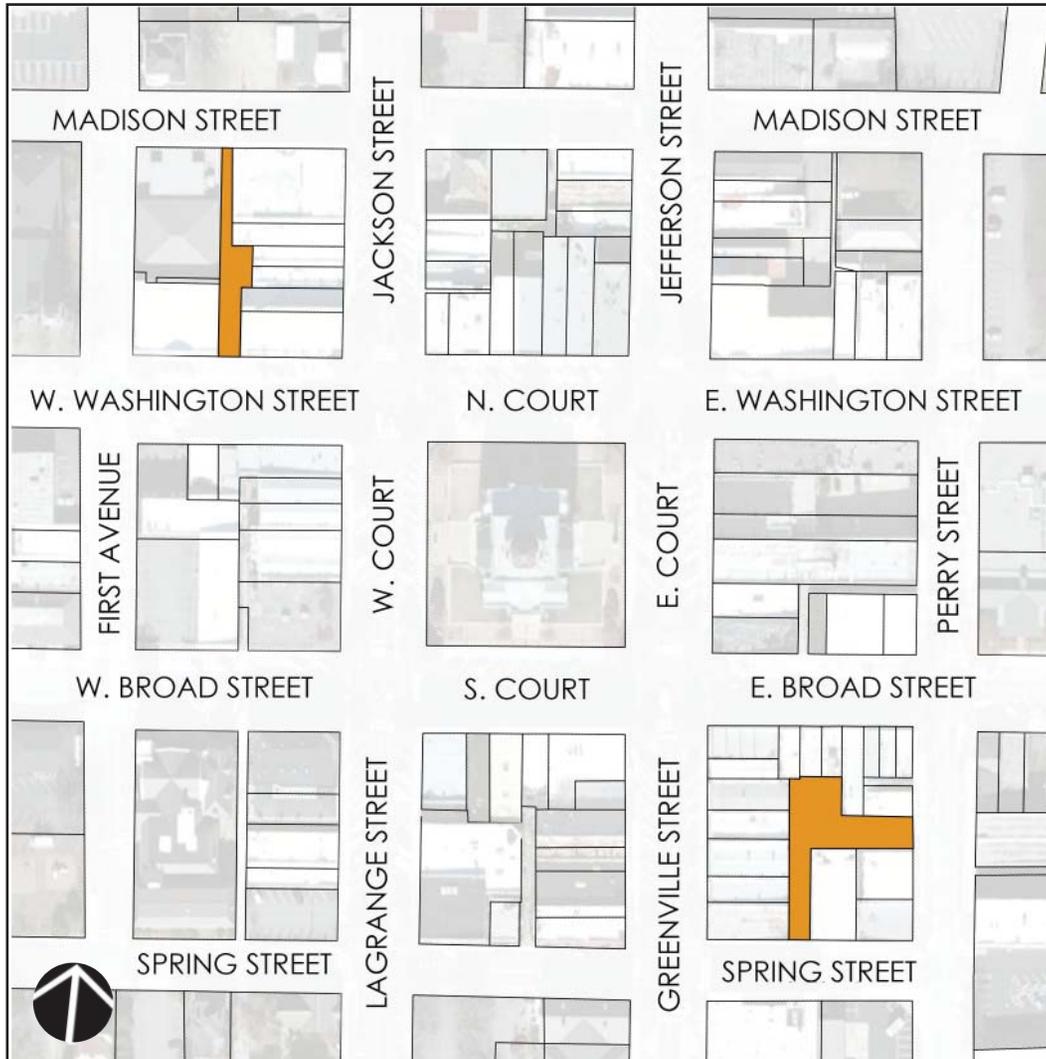
By cleaning these alleys up and introducing elements such as new paving, lighting, and minor landscaping, these passages can allow pedestrians to get from one street to another as quickly and safely as possible, while also adding to the existing aesthetic of Downtown Newnan.



ACTIVITY CORRIDORS:

Are a hybrid cross between both the destination and connectivity corridors. These alleyways serve a dual purpose of through block connectivity as well as a corridor 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.

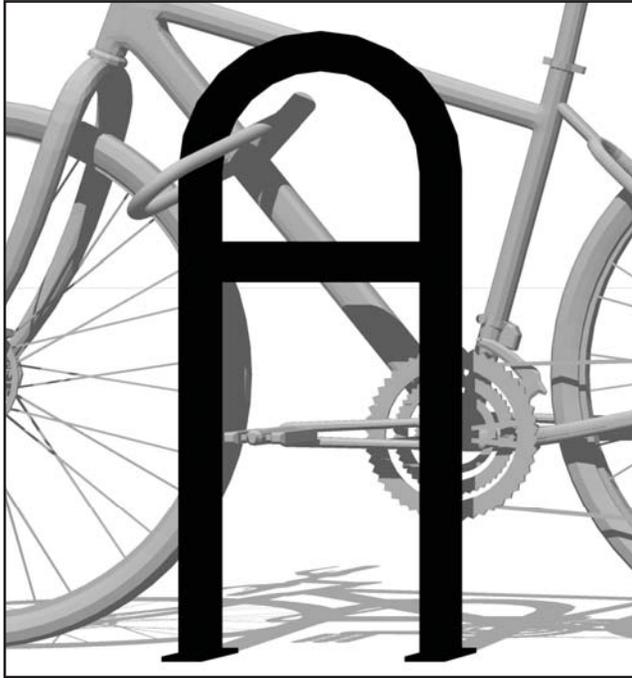


DOWNTOWN BIKE RACKS

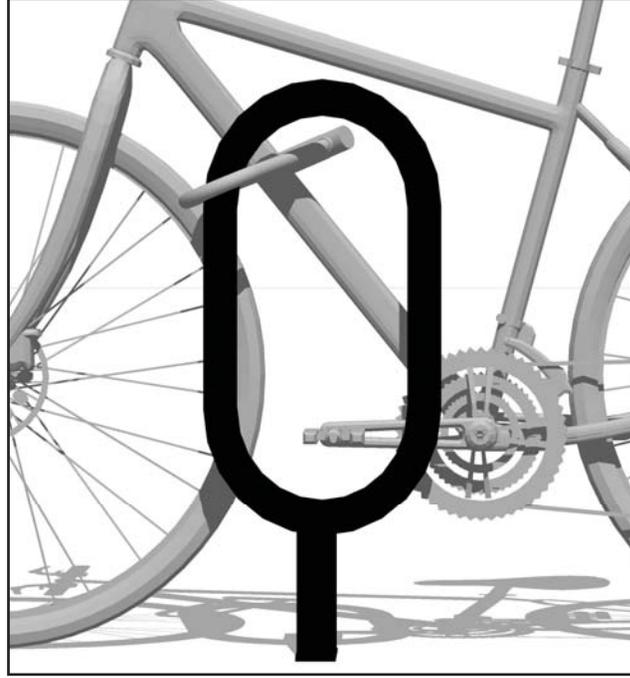
DESIGNS & POTENTIAL PLACEMENT

The lack of a secure parking space 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.

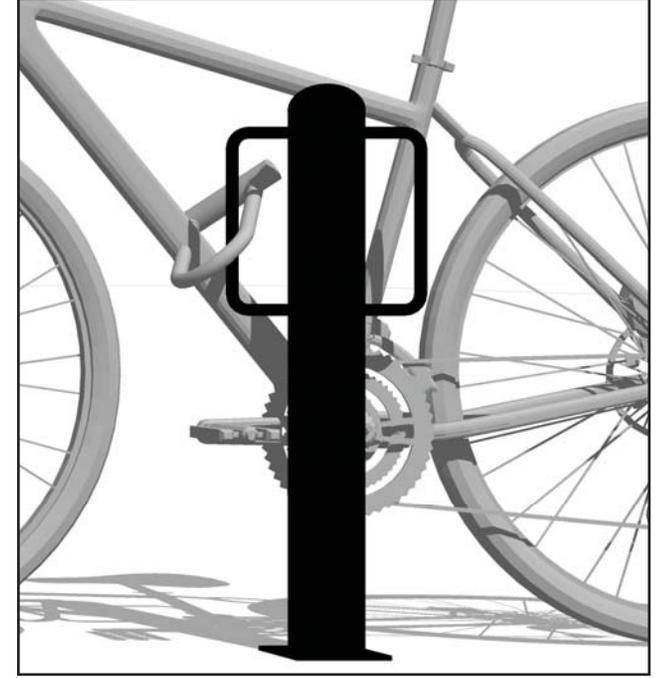
By providing bike racks, the city of Newnan is actively encouraging the public to use new forms of transportation which also promotes healthier lifestyles, reduces traffic congestion, and creates a more intimate downtown experience.



COMPACT INVERTED 'U' OR 'A'



COMPACT 'POST AND LOOP'



COMPACT 'BOLLARD HITCH'

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

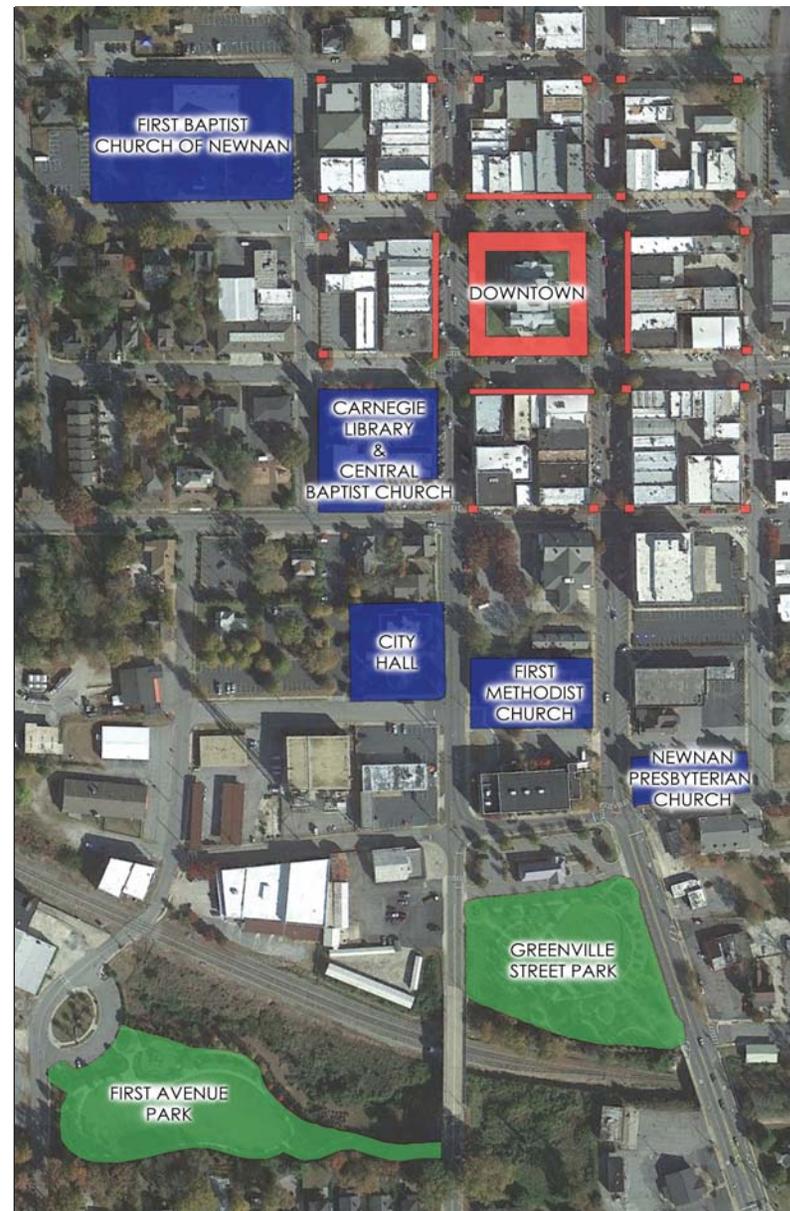
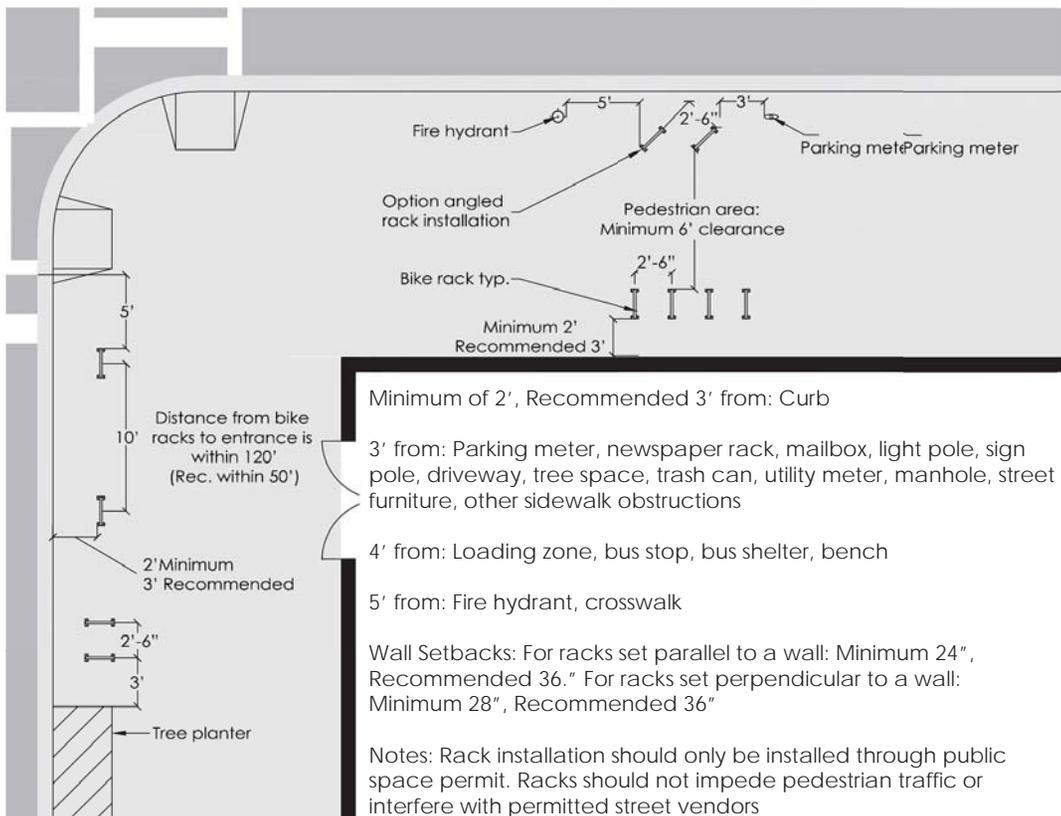
- 1) Small footprint that won't take up a lot of space and inhibit pedestrian circulation
- 2) Supports bicycle frame in at least two spaces allowing the frame and wheel to be locked using a U-lock or cable lock
- 3) Durable and capable of being securely anchored, aiding in the prevention of theft
- 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 of greatest downtown activity primarily around Court Square and then surrounding blocks
- Institutional/government buildings such as First Baptist Church of Newnan, Newnan Presbyterian, Carnegie Library, and City Hall
- First Avenue Park and Greenville Street Park, primarily focused on entryways and then interior

PLACEMENT SCHEMATIC



■ DOWNTOWN
 ■ INSTITUTIONAL/GOVERNMENT
 ■ PARKS

*Locations denoted in this map are based on the fellow's personal opinions. The city would need to conduct surveys, studies, and gather community feedback before making any final decisions where 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 will have an adequate amount of parking facilities, but may not be easily found.

This is when 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 into the direction of certain businesses, roads, or services, they function to reduce 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 which will cost the city a large amount resources, these are simple, cost efficient methods of directing guests and community members to public parking locations.

UTILITY BOX METHODS

EXISTING UTILITY BOX



This is an existing utility box that could be found on many street corners downtown.

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 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, while a partially sunny growing spot leads to lush, green growth. It is low-maintenance and 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 get 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 which are 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 matures to 40 to 50 feet tall and 8 to 20 feet wide. It has prickly, needled leaves which are rich green in the summer but blush 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 to 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. They prefer 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 is fast growing, deciduous tree which 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 and 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 and turns to burgundy in the fall. It is drought tolerant and if left un-pruned, 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. They contain 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 that 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

CONTACT INFORMATION

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

Erik Lauritsen
Renaissance Fellow
College of Environment & Design
erik411@uga.edu



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