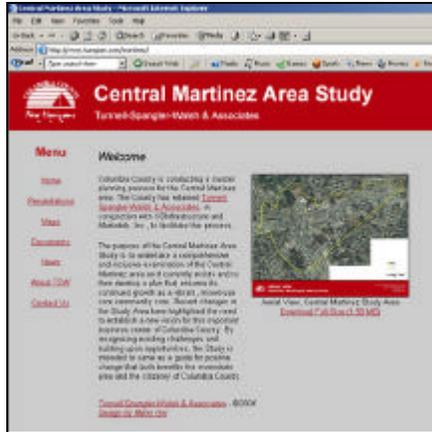


Section 2: Visioning

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A project website was used to facilitate the public process

2.1 PUBLIC PROCESS

The public participation process consisted of a one year period of community workshops and meetings, a project website, and one-on-one interviews with stakeholders running from October 2003 through September of 2004.

Interviews

One-on-one interviews were utilized to better understand existing conditions and obtain a general direction for the area's future. Interviews were conducted in-person and over-the-phone with a variety of constituencies, including:

- Residents
- Small business owners
- Columbia County Officials
- Potential Investors
- Commercial property owners
- Developers
- Real Estate Agents

The consultant team used these interviews to gain local perspective and ensure that the study adequately addressed the issues important to the residents, businesses and property owners of Central Martinez.

Community Workshop and Public Meetings

The primary tool for achieving public participation was a Community Workshop held on March 30. A meeting announcement delivered via post to all property owners within the Study Area preceded it.

The March 30 Workshop focused on developing a general vision and character for the Study Area. It included a review of existing conditions, review of the on-line Image Preference Survey results, and a brainstorming session to identify the area's future character, with a focus on:

- Residential Land Uses
- Parks and Open Space
- Civic Facilities
- Pedestrian Improvements
- Vehicular Transportation Improvements
- Retail Mix



The public reviews the Draft Concept Plan at the September 29, 2004, Community Meeting

- Urban Design.

Nearly 30 stakeholders participated in this process.

Following the Workshop, the consultant team synthesized results into the Concept Plan. The Draft Concept Plan was presented to the community at a May 10 Public Meeting. At this meeting stakeholders provided feedback to the consultant team and revisions were made accordingly.

The Final Concept Plan was presented to the community and endorsed at a September 29, 2004, Community Meeting.

Project Website

A key public involvement tool was the project website. The website was used to post Workshop results, distribute documents, administer the Image Preference Survey and solicit community feedback. The website was accessed at:

www.tunspan.com/martinez.



*Commercial/Mixed-Use score of
-3.06*

2.2. IMAGE PREFERENCE SURVEY

A key visioning tool of the Central Martinez Area Study was the use of an Image Preference Survey (IPS). Using an on-line format accessed via the project website, the public was given the opportunity to score a variety of images for their level of desirability for the future of Central Martinez. Categories included Commercial/Mixed Use, Residential, and Public Spaces. Possible scores ranged from -5 (extremely undesirable) to +5 (extremely desirable). A score of 0 indicated no preference.

The IPS was available to take from January 1, 2004, to May 9, 2004. During this session 57 people took the survey. Following the Workshop, the IPS was made available again based on community demand and ran from May 11 to June 1, during which time an additional 12 people took the survey, for 69 total respondents.



*Commercial/Mixed-Use score of
+3.14*

Following the survey, the most and least appropriate images were identified by taking the average (mean) score for each image. At the Workshop, people were asked why they scored the images the way that they did. The following is a summary of the results.

Survey Results

Commercial/Mixed Use Character

Interviews conducted prior to the Workshop suggested a strong desire to revitalize Central Martinez with new commercial or mixed-use buildings. Upon being shown a series of different buildings, respondents rejected both urban and suburban buildings equally. At -3.06, the lowest-scoring image was the strip center on Washington Road that contains Martinez Gold, followed by the K-mart on Washington Road, at -2.26. The next lowest-scoring images were two urban scenes in Fort Worth, Texas (-2.00), and Boston, Massachusetts (-1.89). This lack of support for both suburban buildings and intensely urban ones supports the vision of Central Martinez as a "small town" environment. It also suggests that it should have traditional styling and lush landscaping.



*Commercial/Mixed-Use score of
+2.71*

The most appropriate commercial or mixed-use building was a three-story mixed-use building in Celebration, Florida, with a score of +3.14; this quality stucco building included awnings and storefronts at street level and was wrapped by a gracious wooden balcony on the upper stories. The second-highest scoring image, at +2.71, was a two-story brick and stucco building surrounding a town green. The third and fourth highest scoring were new two and three story, traditionally styled mixed-use buildings. In all cases, their traditional architecture, low-scale, pedestrian orientation, landscaping, small town feel, and small-scaled retail made them highly appropriate for Central Martinez.



Residential score of +2.64

Residential

Central Martinez currently has few residential options other than single-family homes and townhomes. The Image Preference Survey and public comment suggest a desire to enhance this residential option with smaller lot single-family homes, townhomes, and even some above-shop lofts, provided that they are well-built buildings that complement, rather than detract from, the quality standards of Columbia County. To this end, the least appropriate residential image was a poorly built multifamily complex, at -3.63 , followed by a mid-rise multifamily building, at -3.44 . The former building does not reflect the quality of residential buildings in Central Martinez, while the later is too urban.

The most appropriate residential image, with a score of $+3.56$, was a large lot single-family home in another part of the county. While this image may have been the highest scoring, Workshop participants expressed a preference for this housing type as the type of choice for Columbia County, but not necessarily the Study Area. The second highest scoring image, at $+2.64$ and also in Columbia County, was more appropriate for the Study Area itself. This image showed small lot single-family homes fronting a park. Also appropriate were images of other small lot single-family homes and townhomes. These housing types are consistent with the feeling of a small town established by the Commercial/Mixed-Use survey results.



Public Spaces score of +3.71

Public Spaces

The Study Area currently lacks significant parks and open spaces, but survey participants would like that to change by increasing quality green spaces. To this end, only two images of public spaces were deemed inappropriate, and both were in Central Martinez. The lowest-scoring image, at -3.77 , was Oak Street. Its lack of sidewalks and barren streetscape were viewed as undesirable. Washington Road scored slightly higher, at -1.66 , likely owing to the presence of sidewalks along the road today. However, its negative score suggests that many believe it could and should be improved.



Public Space score of +3.38

The most appropriate open space image was a playground, at $+3.71$, followed by a green park at $+3.59$. Participants liked the trees and facilities, and saw them as important amenities for the residential uses that are envisioned for Central Martinez. The third highest-scoring image was a fountain surrounded by small mixed-use buildings, at $+3.45$. Participants liked the fountain and sense of activity, but also that it provided a focal point for their community. Interestingly enough, the fourth highest scoring image, at $+3.38$, was not a traditional park at all, but a tree-lined sidewalk with café dining.



Public Spaces score of -3.77

Image scores also suggest the impact that various levels of public and private investment can have on people’s view of the area. As previously indicated, Oak Street scored -3.77 in its current form. When sidewalks and trees were added the score jumped to $+2.02$. With the addition of buildings and café dining, the score rose to $+2.52$. This suggests that sidewalk improvements alone can only achieve a certain level of revitalization – it takes appropriate land uses to create a truly compelling public realm.

General Findings

The images selected as most appropriate represent places from around the nation. Regardless of origin, all share several things in common. Most notable is that all represent a small-town environment; workshop participants rejected images of center cities and suburban areas equally. Furthermore, all shared a common respect for the pedestrian, landscaping, and human-scaled buildings.



Public Spaces score of +2.02

Results suggest that the residents, businesses, and property owners of Central Martinez and Columbia County are yearning for a vibrant, pedestrian-oriented community center. Unlike many other Georgia counties, Columbia County never had a significant historic downtown area. There is no courthouse square, town green, or row of historic commercial blocks. There is currently no place that adequately represents the heart and soul of Columbia County, but the opportunity exists to recreate such a place in Central Martinez.



Public Space score of +2.52



Market Village in Smyrna, Georgia, represents many of the qualities envisioned for Central Martinez. Like Central Martinez, it was once a part of a suburban commercial strip, but has slowly transformed into a town center over the past ten years

2.3 VISION

The vision for the Central Martinez is of an economically strong and vibrant center for Columbia County. With its many trees, wide sidewalks, safe streets, and bicycle facilities, Central Martinez should encourage walking and “park once” shopping, while ensuring that regional and local automobile traffic moves in a safe and efficient manner. Parks and open spaces should be provided throughout.

Central Martinez should include a variety of land uses, with higher intensity mixed uses focused around Washington Road, transitioning to less intense uses as the distance from it increases. Bobby Jones Expressway should serve highway-oriented needs, while professional and offices uses should occur along Davis Road, Martinez Boulevard and Bobby Jones Expressway. Single-family and multifamily areas should be preserved, but housing options should be enhanced through the addition of new small lot single-family, townhomes, and live-work areas. The streets in all areas should connect to reduce travel distances and pressure on key roadways. Residential and commercial uses should be located in such a way that complements one another, and bars and similar loud business should not be located near single-family homes.

In its current commercial centers, Central Martinez should provide a variety of uses to serve the needs of Columbia County. In addition to practical but auto-oriented big box retail uses along Bobby Jones Expressway, the area should include unique pedestrian-scaled retail uses along a “Main Street” setting at the intersection of Washington and Davis Roads, in an area to be known as Martinez Town Center. These should include quality restaurants and unique shops that contribute to a trendy, hip and fun destination for both residents and visitors alike. Upscale, loft-style apartments and condominiums should be provided above and within walking distance.

All buildings should appear inviting towards the street. The desire to create a destination with a strong sense-of-place requires that buildings front streets with dignity by including entrances that open onto newly built wide sidewalks.

Landscaping should be provided throughout Central Martinez. In both commercial and residential areas, green sidewalks and well-planted parking lots should provide shade and comfort. In key locations, new parks and plazas should further promote the feeling of a green town environment.



Consultants review the results of the Community Workshop and identify common themes

2.4 GOALS AND OBJECTIVES

During the Workshop, participants were divided into groups and given maps of the Study Area. They were asked to discuss general ideas and used tracing paper to create goals and concepts for desired land-uses, streetscape and transportation improvements, etc. Each group was independent of others to ensure unique ideas.

Following the workshop, these pieces of tracing paper and comments were synthesized to identify common themes. From these themes, the following goals and objectives were identified.

Goal 1:

Distinguish Central Martinez by creating a unique destination.

Workshop participants expressed a desire to create a unique retail and entertainment destination that would allow Central Martinez to successfully compete with nearby activity centers.

Objectives:

- A. Utilize community design to create something “special”
- B. Clean up major entrances to improve curb appeal
- C. Provide a broad mix of everyday and destination retailers
- D. Increase restaurant and entertainment options
- E. Support a cohesive retail district, rather than a collection of disparate retailers
- F. Capitalize on location and access
- G. Ensure quality architectural design and building construction
- H. Complement Evans, don’t compete with it

Goal 2:

Provide a balanced, economically viable mix of uses.

Workshop participants expressed a desire for a range of land uses in Central Martinez. The size of the Study Area allows it to support a variety of land uses, ranging from conventional highway-oriented commercial uses, to pedestrian-oriented mixed-use buildings.

Objectives:

- A. Preserve churches and public uses



A key goal of the Study is to improve the pedestrian experience, which is today marked by missing sidewalks and land use patterns that discourage walking

- B. Create a town center for Columbia County
- C. Promote a quality office environment
- D. Increase housing options
- E. Locate housing where it will not be negatively impacted by businesses.
- F. Reflect the highway orientation of key streets
- G. Retain the ironworks
- H. Provide pocket parks
- I. Protect nearby neighborhoods
- J. Limit automobile businesses

Goal 3:

Provide a transportation system supporting desired land uses.

Transportation improvements should reflect and support desired land uses through a multi-modal approach. In areas envisioned as mixed-use areas, a pedestrian and bicycle orientation should prevail, while auto-oriented zones should support both automobile and pedestrian facilities.

Objectives:

- A. Support an interconnected street network
- B. Provide access to the town center
- C. "Green" key arterials
- D. Provide sidewalks on all streets
- E. Create an on-street greenway network for cyclists
- F. Improve traffic and intersection operations
- G. Improve street aesthetics
- H. Upgrade signage and lighting

Goal 4:

Ensure adequate water and sewer facilities to support future growth.

- A. Limit shorter term, high-density development to areas with existing water and sewer service
- B. Work with developers to extend water and sewer infrastructure into new projects



The Concept Plan calls for Central Martinez to differentiate itself in the greater Augusta marketplace by creating a unique, pedestrian-oriented, small town environment, such as this photo of Birkdale Village, near Charlotte

2.5 CONCEPT PLAN

Central Martinez represents an auto-oriented, pedestrian-hostile collection of uses and buildings organized with little regard for other uses or the surrounding community. The area was developed in a manner typical of most American suburban development in its assumption that all access would be by car.

Today, the implications of this community pattern are great. Pedestrians cannot safely and conveniently access nearby uses, traffic is forced onto a few main roads, buildings are spread apart and fail to create a sense of place, and the public realm is grossly neglected by buildings that turn their back on anything other than their parking lots. Most significantly, these conditions are placing Central Martinez in a tenuous market position, for it cannot directly compete with these newer centers and be successful.

As the area ages both physically and demographically, and real estate trends nationwide focus more on walkable, mixed-use communities, the failure of Central Martinez to break away from this outdated model and emerge as a true community represents the greatest threat to the area's long-term vitality.

The long-term economic and social vitality of Central Martinez requires a reconceptualization of the area from a collection of single, disconnected uses, to a cohesive, mixed-use and mixed-income walkable community based on the time-honored principles of good community design. The Concept Plan represents just recommendations for achieving such a reconceptualization, and includes recommendations necessary to achieve it. Central to the Concept Plan is the Concept Plan Map, which represents a "master plan" for the area, suggesting how the community's vision could be achieved in a way that respects the community's vision for itself, sound urban design policies, and market realities.

The following pages contain details of the Concept Plan, including specific projects and policies necessary to make it a reality. Components of the Concept Plan are divided into functional categories for ease in understanding. Section 3: Implementation includes specific details on implementation, funding and timing of the projects and policies defined herein.



The revitalization of Central Martinez will be a long-term process requiring significant public support

Overview

As stated in the Introduction of this document, this study is a unique effort to effect change in a suburban environment experiencing real and perceived deterioration. The issues, problems and opportunities discovered through the inventory and public participation processes vary widely in scope, as does the sheer geographical extent of the Study Area. Much debate can be found regarding the ability of our physical environment (alone) to “create a community”. Certainly, economic factors must be accounted for and factored into such goals. For this reason, policy recommendations and ideas presented herein will attempt to enter this realm, realizing this study will be a catalyst to future efforts.

It must also be recognized that Central Martinez is not a single, homogeneous site “ready to clear and start over.” With a large investment base, consideration must be given to working within the existing framework of many portions of the Study Area. As above, many of these recommendations will focus more on policy than design.

However, we believe the physical environment can be modified in many ways to substantially improve quality of life and promote economic revitalization. Such an assumption is supported by many of the improvement suggestions made during the public participation process. Seemingly small physical changes, such as landscaping and cleaning up roadway, were viewed by interviewees as positive steps towards creating pride in the area, which will support its economic viability. The dramatic change in image rating improvement in the Image Preference Survey (IPS) Oak Street further supports this point. Over time, modifying current land use patterns to bring supply more in-line with demand will likely create greater quality in the built environment and positively influence residents’ quality of life. As an example, the revitalization of a single retail center into a successful community center can be a tangible model for developers and the County to effect change at similar sites.

The key to promoting long-term success in Central Martinez is to recognize that the area is too large and diverse, from a transportation and land-use perspective, to operate as a single “place.” It contains important roads, including Bobby Jones Expressway and Washington Road, that serve transportation roles extending beyond the immediate vicinity and are, therefore, appropriate for certain highway-oriented land uses. The area also contains existing industrial and professional facilities that represent long-term investments. Finally, most people will not walk more than one-quarter mile to access goods and services. Therefore, this distance becomes a key component of identifying the pedestrian-oriented core envisioned by the community.



Traditional neighborhoods are based on the one-quarter mile walking radius, with density decreasing as the distance from the center increases

The Concept Plan recognizes opportunities to create seven distinct sectors, as shown on the next page. These include:

- **Martinez Town Center**, a medium-to-high-density, mixed-use neighborhood centered on Washington and Davis Roads that will serve as the retail and civic center for Martinez, while providing new housing options.
- **Bobby Jones Expressway**, a low-density, landscaped highway-oriented commercial corridor fronting a new boulevard.
- **East Washington Road**, a low-density commercial district east of Davis Road that concentrates car dealerships and auto-facilities.
- **West Washington Road**, a low-density commercial district west of Davis Road that includes a mix of highway and neighborhood-oriented uses.
- **Martinez Professional District**, a medium-density, employment district along Martinez Boulevard that could include live-work uses.
- **Casa Linda**, a medium-density townhome and small lot single-family neighborhood that provides a transition between neighborhoods to the north and west and commercial and professional areas to the south.
- **Columbia Heights**, a medium-density townhome and single-family neighborhood that provides a transition between neighborhoods to the west and the commercial and mixed-use core of Central Martinez.

Each sector is differentiated by transportation facilities and land use patterns.



Streets in Central Martinez should be pedestrian friendly to encourage walking from neighborhoods to the future Town Center

Street Patterns

The Concept Plan creates an interconnected street network by proposing a variety of new streets in the Martinez Town Center. In addition to serving as a framework for redevelopment, these streets will enhance the transportation system. Increasing route options and accessibility will allow local trips to avoid high-traffic roads, such as Washington Road and Bobby Jones Expressway, thus improving traffic operations along these corridors.

Proposed Street Typologies

New streets will be divided into three types: *neighborhood streets*, *shopping streets*, and *service streets*. Increased network capacity will mean that new streets can be of modest, as shown in the table below. Said standards will balance vehicular needs with those of pedestrians and bicycles. They will also be compatible with land uses, such as “Main Street” retail or residential neighborhoods.



On-street parking is essential on shopping streets if sidewalk-oriented retail is to succeed

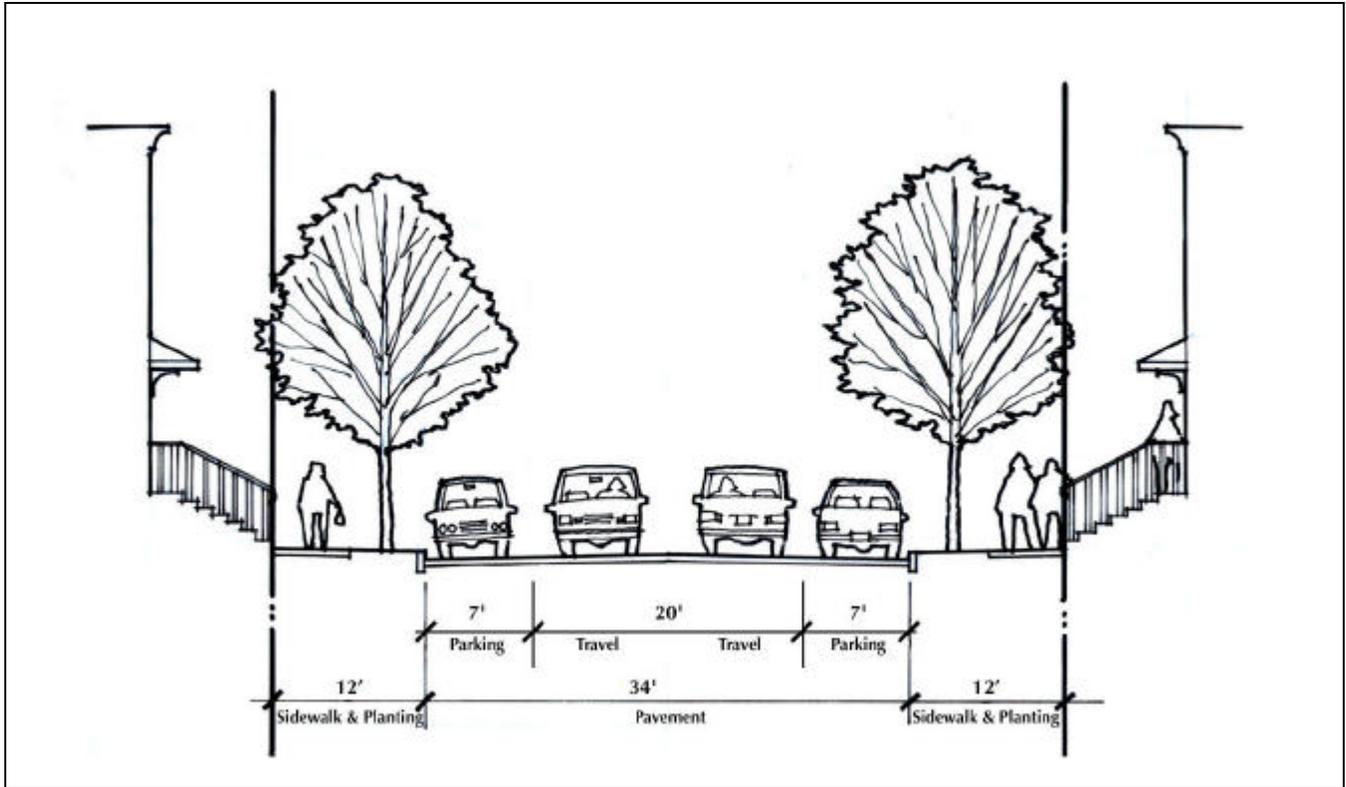
Newly Constructed Street Typologies

	Neighborhood Street	Shopping Streets	Service Streets
Standard Travel Lane width*	10 feet	10 feet	12 feet
Maximum Number of Travel Lanes	2	4	2
Standard Posted speed	25 mph	25 mph	25 mph
On-Street Parking	Optional	Required	Optional
Standard Parallel Parking Width	7 feet	8 feet	Not allowed
Angled Parking Width (60 degree)	Not allowed	20 feet	Not allowed
Sidewalks	Both sides	Both sides	One side
Minimum Sidewalk Planting Zone Width	7 feet	5 feet	5 feet
Minimum Sidewalk Clear Zone Width	5 feet	10 feet	6 feet
Standard Curb Radius*	15 feet	20 feet	20 feet

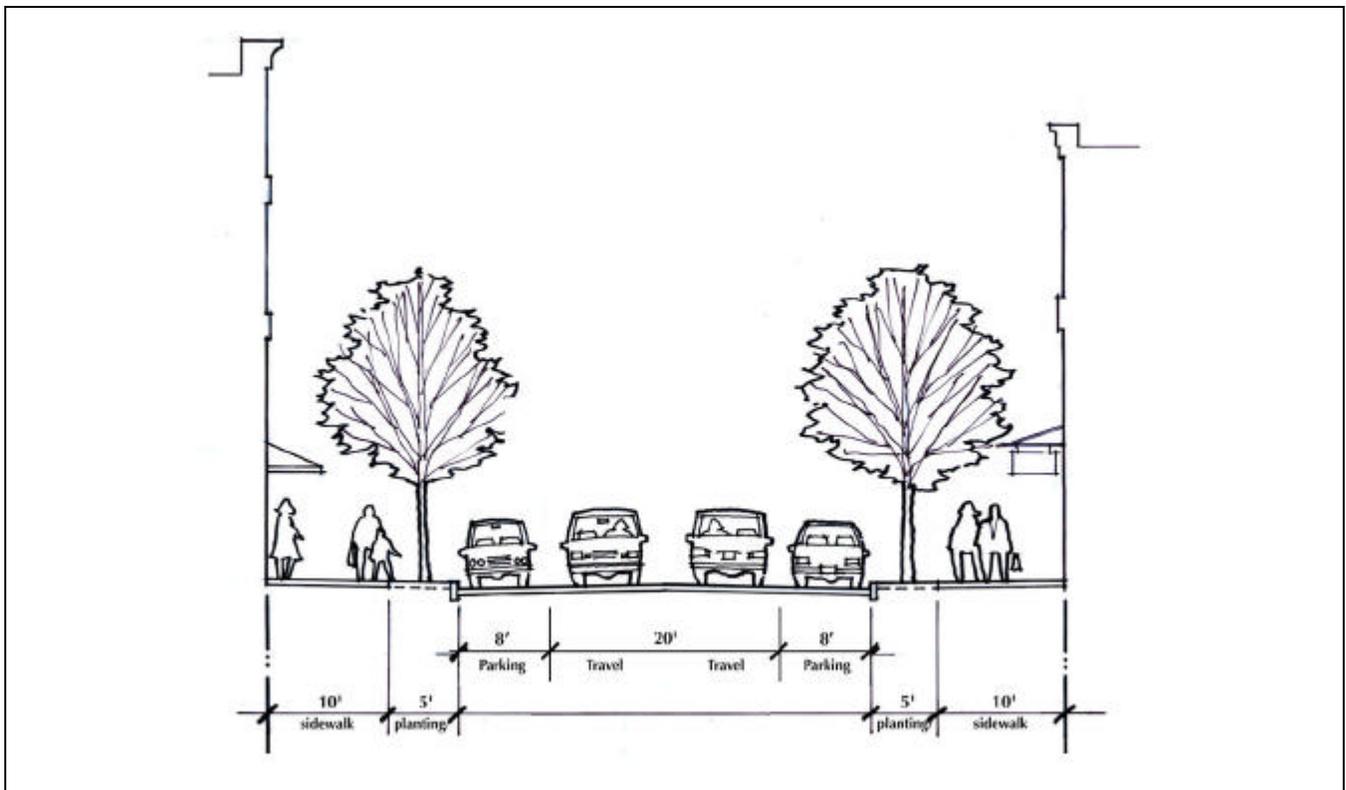


Neighborhood streets can provide convenient parking for guests

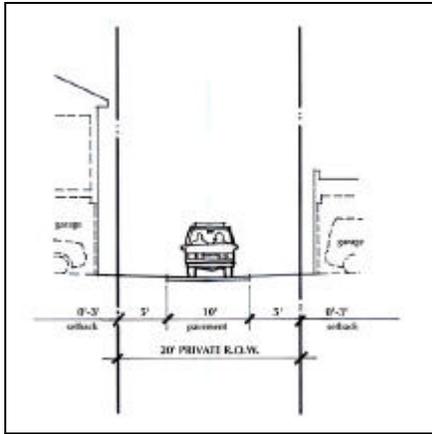
*Where tractor-trailers and other large trucks are expected to be standard users. provisions should be made to ensure safe operations.



One possible neighborhood street section, showing two ten-foot travel lanes, two seven-foot parallel parking lanes, and ten-foot sidewalks, which include a seven foot Planting Zone and five foot Clear Zone



One possible shopping street section, showing two ten-foot travel lanes, two eight-foot parallel parking lanes, and fifteen-foot sidewalks, which include a five foot Planting Zone and ten foot Clear Zone.



Proposed residential alley section, showing 20 feet right-of-way with ten feet wide central paved area

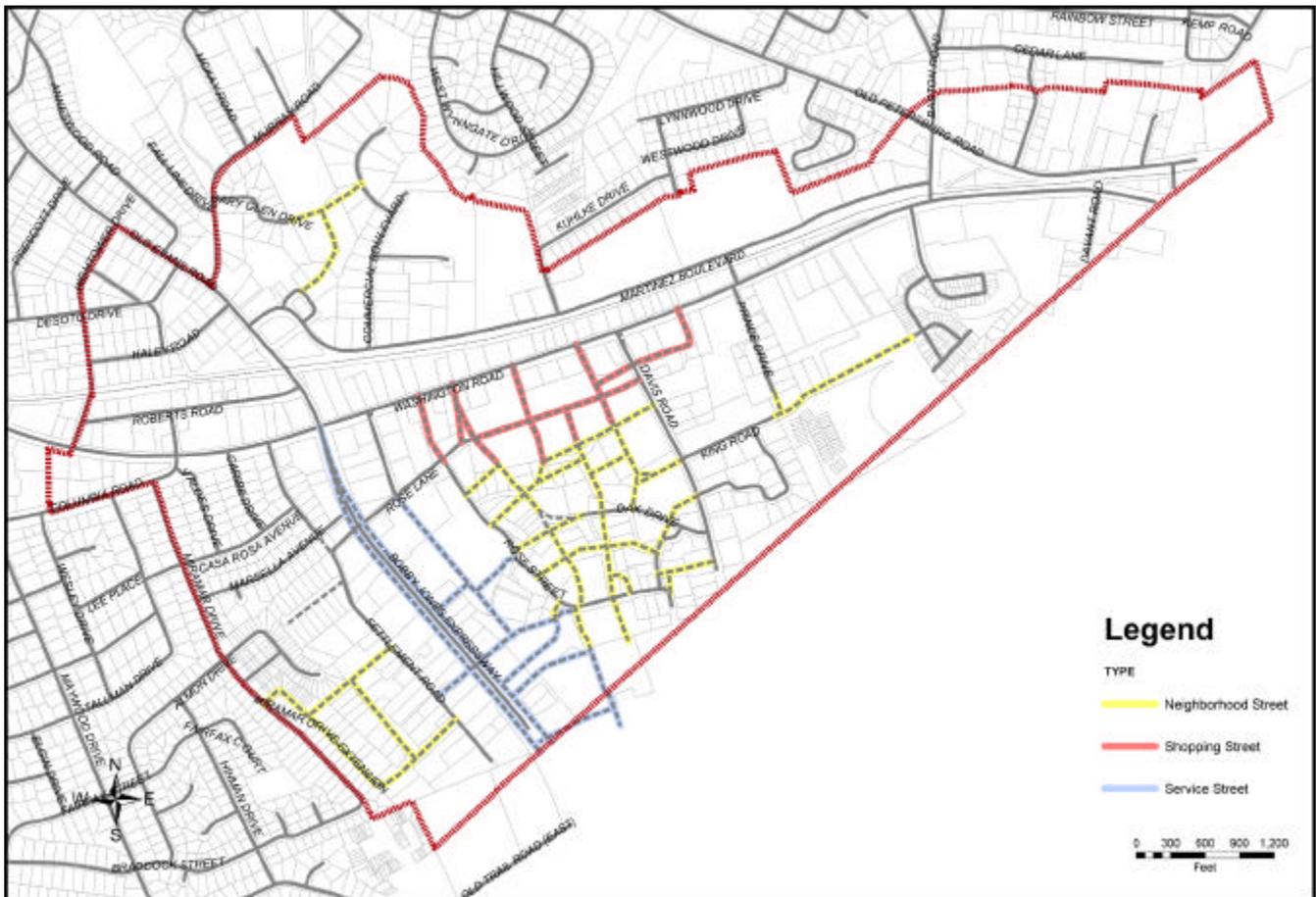
In addition to these three typologies, private alleys are proposed to provide access and discrete locations for back-of-house services. Alleys must be provided within all townhome developments to eliminate the need for garages facing the adjacent street. In addition, they should be utilized as much as possible in commercial and mixed-use areas.

Residential Alleys should have a standard private right-of-way of 20 feet, with a one-direction, ten feet wide central paved area. Buildings should be set back an additional distance on either side to allow for adequate car turning movements.

Commercial Alleys should be similar to *service streets*, except that sidewalks should not be provided on them.

Proposed Street Development

Because the current system limits accessibility to key development sites and includes significant deficiencies that should be addressed in a pro-active manner, that responds to current ownership patterns, these new street typologies are organized into two categories: Newly Constructed Streets and Formalized Streets.



Map showing the proposed long-term street network in Central Martinez by typology, with existing streets as solid lines and proposed streets dashed



In Glenwood Park in Atlanta, new streets are narrow to slow cars and discourage cut-through traffic



This Formalized service street in Gaithersburg, Maryland, runs through a parking lot but will one day include widened sidewalks fronted by buildings

Newly Constructed Streets should be built as part of a public-private partnership supporting redevelopment and should include:

- A 1,600 linear feet east-west *shopping street* extending Rose Lane from its current terminus to Davis Road
- A 1,450 linear feet east-west *service street* running from Settlement Road, across Bobby Jones Expressway via a new signalized intersection, to Rose Street
- 18,200 linear feet of *neighborhood* and *service streets* in the redeveloped area behind the K-mart shopping center
- A 700 linear feet *neighborhood street* extension of Gary Glen Drive
- An 850 linear feet *neighborhood street* running from Shaw Street to the proposed Gary Glen Drive extension
- 4,100 linear feet of *neighborhood streets* in the Settlement Road area

Formalized Streets are *service streets* created from drives in new or existing parking lots. They are intended to provide a long-term framework for organizing development, while improving transportation choices. In addition to the standard requirements for *service streets*, Formalized Streets include:

- **Five feet wide planter islands with trees where sidewalks are not provided**, which could define the streets spatially.
- **Buried site utilities underneath said streets**, rather than randomly scattered across the parking lot. By locating utilities underneath the street, rather than haphazardly across the site, it becomes possible to incrementally redevelop without tearing up the entire site, and, therefore, interrupting utility services for the existing component.

Over the long-term, private Formalized Streets are envisioned for transformation into full-fledged *shopping* or *neighborhood streets* as redevelopment of the adjacent parking lots is realized. Proposed Formalized Streets include:

- Two 500 linear feet north-south streets running from Washington Road to the Rose Lane extension in the existing K-mart shopping center
- A 1,600 linear feet north-south extension of Oak Street from Rose Lane in the Lowes shopping center
- A 350 linear feet east-west street from Bobby Jones Expressway to the Oak Street extension in the Lowes shopping center
- A 450 linear feet east-west street from the Oak Street extension to Rose Street in the Lowes shopping center



At the Edgewood Retail District in Atlanta, the City required new streets to divide parking lots into blocks

Policy Recommendations

In addition to these new streets, Columbia County must institute changes in its county code to support future connectivity as new development occurs.

Policies regarding new streets include:

- Encouraging new developments to construct the above-referenced streets or portion thereof when such are shown on their development site
- Prohibiting cul-de-sacs and other permanent dead-ends
- Prohibiting gating of streets
- Encouraging new large developments to include provisions for current or future connectivity to adjacent parcels, regardless of whether such parcels are developed
- Limiting new block lengths to a maximum of 800 feet, but an average of between 400 and 600 feet within a development or subdivision
- Requiring that surface parking lots be subject to maximum block size requirements and that new streets through them, whether public or private, be treated in the manner recommended above for Formalized Streets.

These policies could be incorporated into proposed zoning for the Study Area. Please see Section 3: Implementation for funding sources and proposed time lines.



These homes, which scored high in the IPS, surround a small neighborhood park



Most parks in Central Martinez should be intimate in character, like this green in Smyrna, Georgia



Sidewalks should be a vital part of the public realm

Public Realm

The Concept Plan enriches the public realm by providing increased park space, sidewalks, street trees, and street-oriented buildings. The public realm will no longer be rejected, and will become a quality experience in the daily lives of residents and visitors.

In addition to improving aesthetics and the quality of life, these improvements will have an economic impact. In a national survey, owners of small companies ranked the presence of parks as the highest priority in choosing a new location for their businesses, which will, in turn, promote residential growth.¹ In addition to stimulating commercial and residential growth, these improvements will also increase property values, which will, in turn, benefit tax coffers. In fact, some studies suggest that the average annual new tax revenue generated by parks is often sufficient to cover bond payments used to finance such parks.²

Projects designed to improve the public realm include:

- Creating a new 7.9 acre park at 3802 Murray Road; south of the proposed extension of Gary Glen Drive small lot single-family homes or townhomes should be developed. The site is currently requesting rezoning for residential development and is likely to be approved, with the provision of a one-acre park, making a 7,9 acre park unfeasible.
- Protecting the cemetery on Rose Lane by creating a 0.22 acre park as part of the long-term redevelopment.
- Creating a 0.49 acre town green as part of the long-term redevelopment of the K-mart shopping center.
- Establishing a 0.71 acre neighborhood park as part of long-term redevelopment behind the existing K-mart center.
- Developing a 0.29 acre neighborhood park on Oak Drive as part of long-term development of the Town Center.
- Establishing a 0.1 acre neighborhood park on Oak Drive as part of long-term development of the Town Center.
- Creating a 0.74 acre pocket park within the public right of way at the fork of Washington and Columbia Roads with new tree and shrub plantings.

¹ Crompton, John. "An Empirical Study of the Role of Recreation, Parks and Open Space in Companies' (Re) Location Decisions." *Journal of Parks and Recreation Administration*, 1997: p. 37-58.

² Crompton, John. *Parks and Economic Development*. Planning Advisory Service Report Number 502. Chicago: American Planning Association, 2001. p. 12-13.



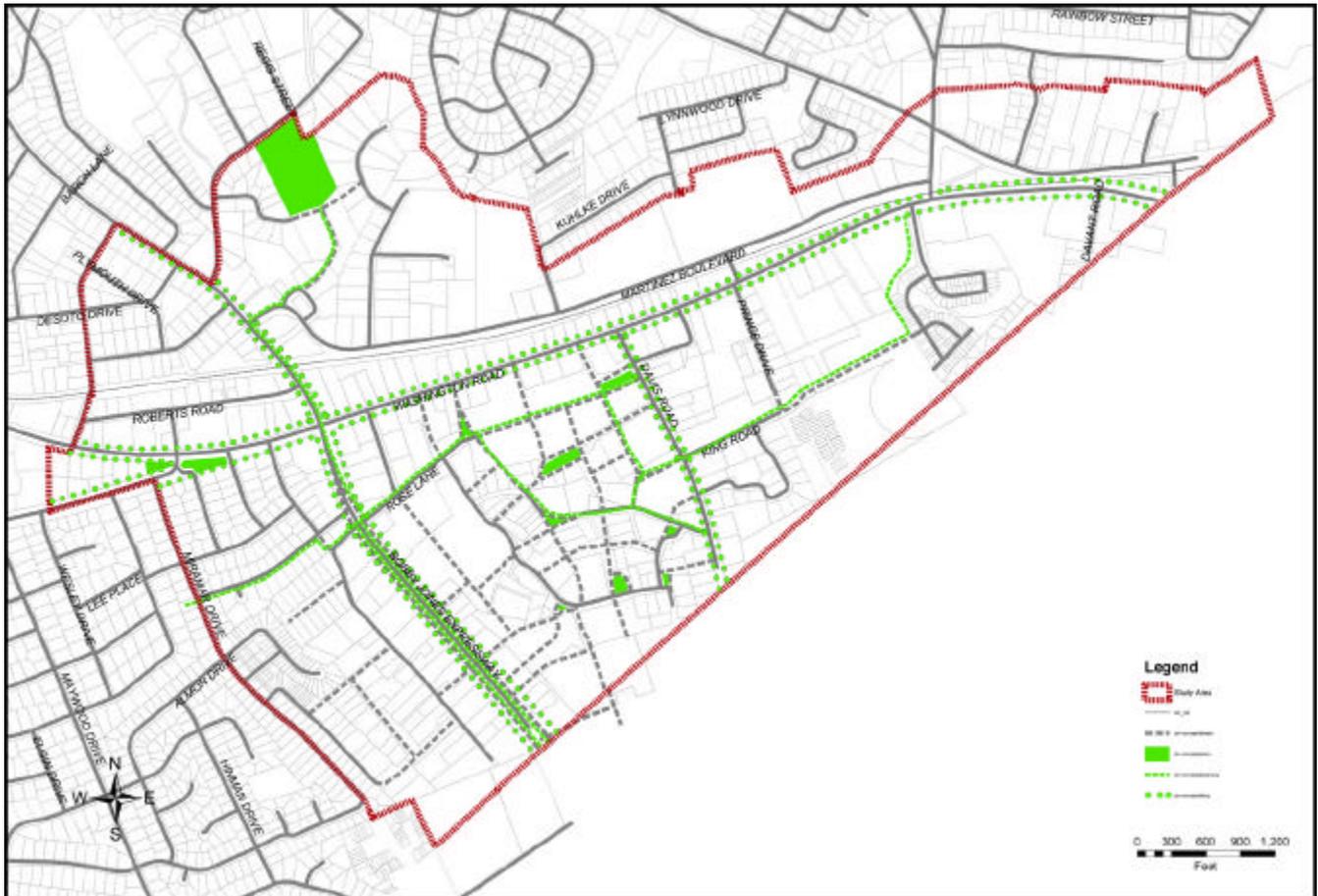
These new townhomes in Atlanta are high quality and front the street with dignity and enhance the public realm

- Installing landscaping at the fork of Washington and Columbia Roads, in front of the existing gas station.
- Establishing small pocket parks in traffic islands or medians as redevelopment occurs
- Improving sidewalks and streetscapes; please see Pedestrian Systems on page 2.30 for more details.
- Constructing up to 4.0 miles of greenways; please see Bicycle Systems on page 2.33 for more details

Policies supporting an enriched public realm include:

- Ensuring that parks and plaza, rather than unusable “open space,” are provided as part of new development; please see page 2.24 for more details on proposed requirements
- Requiring buildings that orient themselves to the street
- Requiring buildings adjacent to parks to face said spaces

Please see Section 3: Implementation for park and open Space design guidelines.



Map showing the proposed parks, streetscape improvements and greenway systems



Shopping street buildings should line up

Spatial Form

The Concept Plan calls for buildings to share a common relationship to the street and each other via common setbacks by street and land use. In all areas, buildings should work together to frame the street and create a sense of place. This is particularly true within Martinez Town Center, the most urban part of Central Martinez. In this sector, buildings should line up and have little separation between them, so as to form a continuous street wall. This is particularly critical on *shopping streets*.

Buildings should also be closer to the street in more intense locations, with the distance increasing in less intense areas. In residential areas, such as the Casa Linda and Columbia Heights neighborhoods, new buildings should respect existing setbacks.

Please see Section 3: Implementation for Urban Design guidelines.

Architecture & Placement

The Concept Plan calls for buildings within Central Martinez to orient themselves towards the street in the manner of traditional cities and towns the world over. This is particularly true for areas within the identified neighborhoods and the Town Center, where it is especially critical to create a unique sense-of-place.

New buildings should of quality materials, with special care given to their street presence. Durable materials such as brick, stone, and authentic stucco are encouraged within commercial and mixed-use areas. Less durable or aesthetically pleasing materials, such as EIFS, split-faced brick, or concrete masonry units, may be used, but their use should be limited to the side or rear of buildings. Such materials are inappropriate facing the street.

Along the main *shopping street*, the extension of Rose Lane, continuous buildings and storefronts should be provided to support retail. Retailers have shown that breaks in storefront continuity as short as 20 feet can harm sales by causing window shoppers to speed up, thereby removing their attention from the storefront. Continuity is not as essential in other areas but is encouraged.

Standard corporate prototypes are highly discouraged by the Concept Plan in all sectors, but particularly in the Martinez Town Center, where they should not be permitted. Chain stores should amend their standard model in order to avoid the "Anywhere USA" look that currently pervades Central Martinez.

In residential sectors, such as Casa Linda and Columbia Heights, buildings should be brick or wood with pitched roofs; flat roofs are not appropriate in such areas. In more intense commercial, professional or mixed-use areas, flat roofs are encouraged.

Please see Section 3: Implementation for Urban Design guidelines.



Well-designed storefronts with lots of glass are critical to pedestrian shopping environments



This Wendy's altered their prototype to meet zoning requirements



Stucco, flat-roofed, live-work units are inappropriate in Casa Linda and Columbia Heights, but are appropriate in the Town Center and business sectors

Land Use & Land Use Codes

The land use component of the Concept Plan calls for increasing the mix of uses in Central Martinez, both vertically and horizontally, while preserving and protecting existing residential areas from commercial and multifamily encroachment. At the same time, the Concept Plan calls for actually decreasing the amount of exclusively commercial land in order to concentrate retail activity into walkable cores, rather than dispersed, auto-oriented strip shopping centers. Residential options within the Study Area are increased through the provision of areas for future townhome, small lot single-family, and multi-family housing within close proximity to new businesses and parks.

The Concept Plan identifies six principal land uses. Details of these are provided on the following pages. These represent the wide range of potential land uses proposed within the Study Area. Many are mixed-use, which represents a departure from current land use patterns. They are intended to serve as a basis for the proposed changes to the Columbia County Growth Management Plan.

Over 10 years the Concept Plan represents:

- 600 new small lot single-family homes or townhomes
- 590 new condominium multifamily units
- 300 new high end multifamily units
- 201,000 square feet of new “Main Street” retail space between 2004 and 2008, including 33,000 square feet of restaurant space
- 123,000 square feet of new “Main Street” retail space between 2008 and 2013, including 20,000 square feet of restaurant space
- Retention of employment and office facilities
- 11.45 acres of new park space

The above numbers reflect the transformation of the Study Area into a complex and economically vibrant center for retail, restaurants, residential and office uses.



The K-mart shopping center today

Key land use **Projects** within the Concept Plan include:

- Transforming the K-mart shopping center into three-to-five story mixed-use buildings with ground floor shopping along a new “Main Street”
- Establishing a higher-density neighborhood behind the K-mart shopping center, including townhomes, small lot single-family homes, multifamily buildings, and live-work uses
- Establishing the parks and open spaces established in the Public Realm component of this Section
- Creating a new zoning district that reflects the land use and design characteristics identified herein

Characteristics of Proposed Land Uses

	Suburban Residential	Small Lot Single-Family/Townhomes	Townhomes/Multimfamily	Town Center Mixed-Use	Office Professional	Highway Oriented Comm.	Industrial
Uses							
<i>Single Family Detached</i>	■	■	■				
<i>Townhomes</i>		■	■	■	■	■	■
<i>Live-Work Units</i>			■	■	■	■	■
<i>Multi-Family</i>			■	■			
<i>Retail and Services</i>				■		■	
<i>Offices</i>				■	■	■	
<i>Public and Semi-Public</i>	■	■	■	■	■	■	
Density							
<i>Net Residential Density</i>	6 du/acre	12 du/acre	24 du/acre	36 du/acre	12 du/acre	12 du/acre	12 du/acre
<i>Minimum Lot Size</i>	7,500 sf	3,600 sf	3,600 sf	3,600 sf	3,600 sf	3,600 sf	3,600 sf
Buildings							
<i>Front Setback*</i>	50 ft	15-25 ft	0-10 ft	0-10 ft	0-10 ft	0-10 ft	0-10 ft
<i>Buildings on Front Setback</i>	n/a	n/a	70%	70%	n/a	n/a	n/a
<i>Side Setback, Minimum</i>	10 ft	5 ft	0 ft	0 ft	20 ft	20 ft	20 ft
<i>Height, Minimum</i>	n/a	n/a	n/a	18 ft	n/a	n/a	n/a
<i>Height, Maximum</i>	35 ft	35 ft	55 ft	70 ft	55 ft	55 ft	55 ft
Open Space							
<i>Developments >10 acres</i>	20%	20%	20%	20%	n/a	n/a	n/a
<i>Developments 5 to 10 acres</i>	10%	10%	10%	10%	n/a	n/a	n/a
<i>Developments < 5 acres</i>	5%	5%	5%	5%	n/a	n/a	n/a

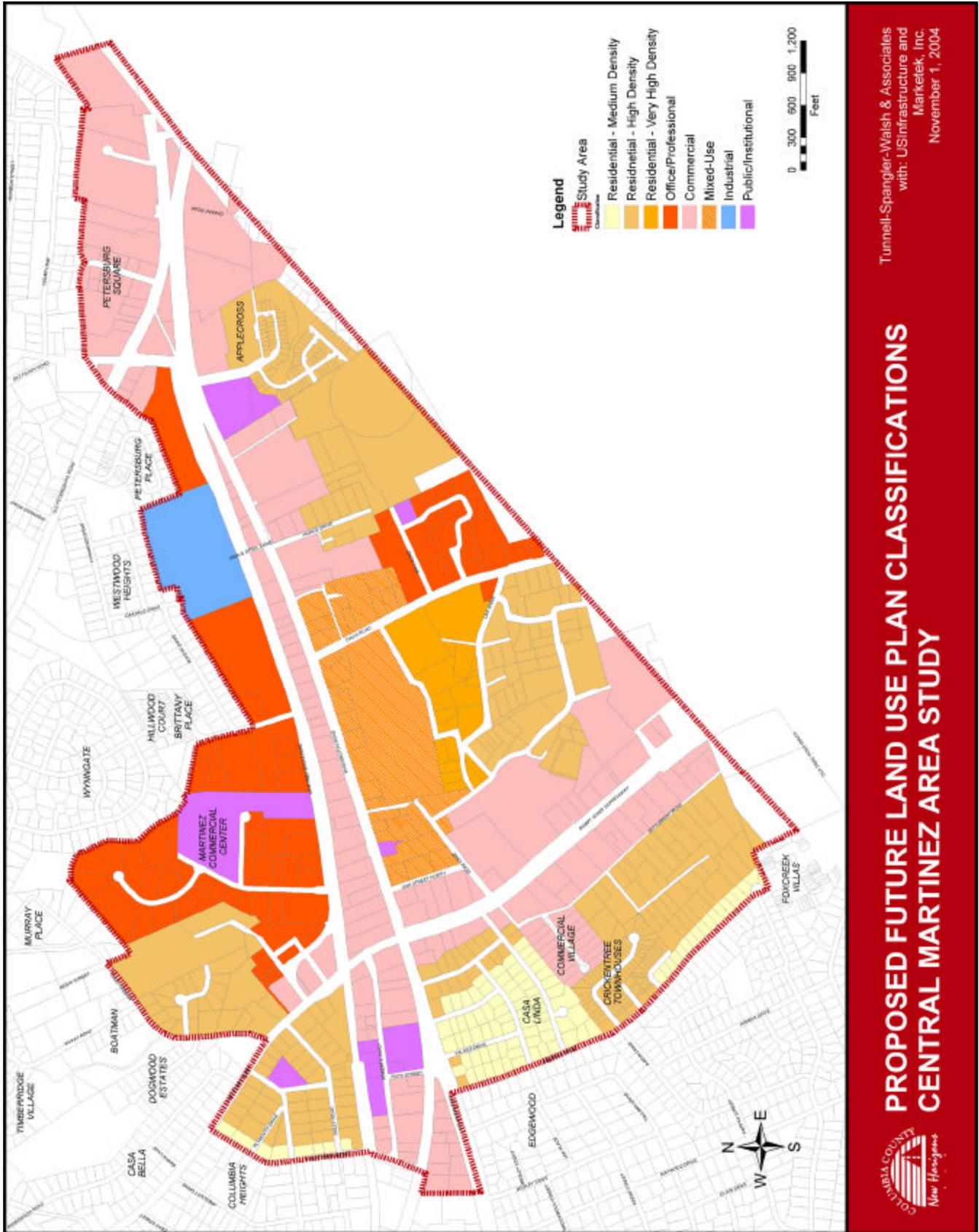
*As measured from the back of the required sidewalk, not the property line.



Existing single-family neighborhoods near Central Martinez should be preserved and protected as new development is focused into areas identified by this plan

Key land use **Polices** necessary to support the Concept Plan include:

- Creating new land use classifications within the Columbia County Growth Management Plan, including:
 - **Very High Density Residential**, for areas with residential densities in excess of 14 units per acre
 - **Mixed Use**, for mixed commercial and residential environments with residential densities in excess of 14 units per acre
- Amending the Future Land Use plan component of Columbia County Growth Management Plan to reflect the proposed classifications identified on the following page
- Supporting the redevelopment of additional highway oriented commercial uses, as well as professional office space, along Bobby Jones Expressway
- Permitting existing single-family homes in the Columbia Heights and eastern Casa Linda sectors to be redeveloped into small lot-single-family homes and townhomes
- Redeveloping the area west of Settlement Road into a mix of townhomes and small lot single-family homes, including small neighborhood parks
- Protecting existing residential neighborhoods surrounding the Study Area from commercial and multifamily encroachment
- Retaining existing auto-oriented commercial uses along the eastern end of Washington Road, east of Davis Road
- Protecting industrial and offices uses and accompanying jobs along Martinez Boulevard, but permitting the introduction of limited live-work opportunities
- Concentrating retail space and land as a means of preventing leap-frog development or the abandonment of existing retail areas
- Encouraging the development of under-used retail into new, market-supported uses





Four story, high-quality apartment buildings with a strong relationship to the street are appropriate for the Martinez Town Center

The Land Use Concept also goes into detail on specific key parts of the Study Area. These areas are defined below.

Martinez Town Center

The Concept Plan calls for the area around the intersection of Washington and Davis Roads to continue to be the heart of Central Martinez well into the future. However, with time, the Concept Plan envisions the transformation of the area from a disconnected collection of auto-oriented uses, into a walkable, mixed-use town center. Uses in the town center will include shop lofts, townhomes, condominiums, high-quality apartments, parks, and specialty retailers and restaurants that create a cohesive environment, without competing directly with the conventional suburban retail development found in other parts of the county. Tree-lined streets and multiuse trails will connect the Town Center to other parts of Central Martinez and allow would-be patrons from nearby neighborhoods to arrive by means other than automobile.

Highest intensity uses should be focused along Washington Road, where traffic volumes and visibility are conducive to successful retail. Davis Road should continue to serve a professional role, with small office buildings lining both sides of the expanded roadway. In other areas, uses should transition to primarily residential, with higher intensity multifamily uses located behind the existing K-mart shopping center, and townhomes or small lot single-family homes provided in all other areas. Amongst these residential uses, small neighborhood parks should be provided to create an attractive residential environment.

A concept plan of how the Martinez Town Center could be laid out is provided on the following page.



K-mart shopping center: Phase One

K-mart Shopping Center

The K-mart shopping center at the southwestern corner of Washington and Davis Roads represents the best opportunity to jump-start the transformation of Central Martinez. Recent upgrades to the facility have introduced successful entertainment retail and restaurant uses to the Study Area. These uses and their patrons represent the target market for the future of Central Martinez.

The Concept Plan anticipates the long-term redevelopment of the shopping center into mixed-use facility, complete with a premier “Main Street” shopping environment. However, market forces are difficult to anticipate. Therefore, the Concept Plan identifies three possible future options for the site.

Option One: Retention includes keeping the shopping in its current state, with no physical changes. However, under this option the tenant mix is gradually adjusted to focus on target markets.

Option Two: Transformation includes the gradual transformation of the shopping center from a conventional suburban facility into a mixed-use “Main Street.” This option includes a three-phased approach intended to allow the facility to continue to operate during this transformation. Additionally, it includes a provision that the transformation may stop at any phase, although the final transformation is clearly preferable.

The following phases are included in Option Two:

- **Phase One** includes removing existing outparcels along Washington Road and replacing them with street-oriented buildings and parking lots divided by a series of new Formalized Streets. The existing shopping center façade is also redesigned to have more of a “Main Street” aesthetic, including wider sidewalks, trees, and glass storefronts.
- **Phase Two** includes selling unused parking lots for redevelopment into housing, mixed uses or street-oriented retail. A new “town square” is provided at Davis Road, and parking decks are created on remaining parking lots. The new buildings and open spaces complete the “Main Street” environment along the extended Rose Lane.
- **Phase Three** includes removing the remaining existing building and redeveloping it into a mixed-use building, with new streets extending south into the proposed neighborhood.



K-mart shopping center: Phase Two



K-mart shopping center: Phase Three

Option Three: Redevelopment is a complete demolition and redevelopment. This option incorporates housing, destination retail, parks, and office uses into a walkable urban district. Parking is provided, but is located on the interior of new blocks, so as to not disrupt the urban fabric or pedestrian experience.



Improved pedestrians will be especially beneficial to persons with disabilities.

Pedestrian Systems

The Concept Plan improves pedestrian systems by expanding facilities and building new ones. In addition, its focus on creating pedestrian-oriented buildings promotes walking by making it safer and more pleasant. The Plan calls for sidewalks to be built within the County right-of-way in the short term. These sidewalks should be paid for by public funds, and, unless indicated, should have a minimum total width of six feet, including a minimum one foot wide grass Planting Zone adjacent to the curb, and a six foot wide Clear Zone. Unless indicated, sidewalks on existing streets do not include burying utilities.

Priority pedestrian **Projects** on existing streets include:

- 6,300 linear feet of new sidewalk along the north side of Martinez Boulevard
- 3,250 linear feet of new sidewalk along the both sides of Bobby Jones Expressway; see Traffic Systems for more details
- 2,000 linear feet of new sidewalk on both sides of Hightower Drive
- 3,400 linear feet of new sidewalk on both sides of Old Petersburg Road between Petersburg Circle and the county line
- 9,400 linear feet of streetscaping along both sides of Washington Road between Hightower Drive and the county line; streetscaping includes buried utilities, trees located behind existing sidewalks, at least eight feet from the travel lane, crosswalks, and pedestrian lighting
- 1,100 linear feet of streetcaping along both sides of Columbia Road, between Washington Road and Wesley Drive; streetscaping includes sidewalks with a seven feet wide Planting Zone, trees, crosswalks, and pedestrian lights
- 2,500 linear feet of streetscaping along both sides of Old Evans Road between Washington Road and Hightower drive; streetscaping includes sidewalks with a seven feet wide Planting Zone and street trees

Longer term pedestrian **Projects** on existing streets include:

- 1,250 linear feet of new sidewalk on both sides of Rose Lane
- 950 linear feet of new sidewalk on both sides of Desoto Drive
- 780 linear feet of new sidewalk on both sides of Oak Street



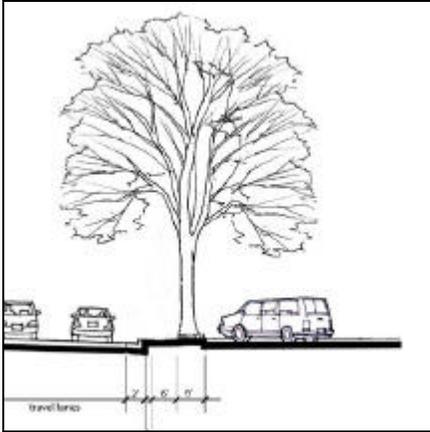
Asphalt crosswalks, such as this, resemble brick and are highly visible to drivers (photo courtesy StreetPrint Decorative Asphalt Solutions)



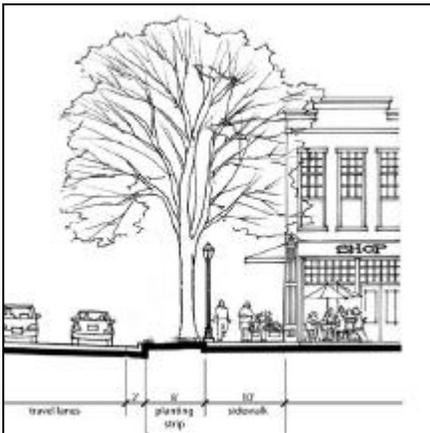
Along State Routes with speeds greater than 35 miles per hour, trees must be eight feet from the travel lane

- 1,550 linear feet of new sidewalk on both sides of Plymouth Drive
- 1,550 linear feet of new sidewalk on the north side of Marsella Avenue
- 1,000 linear feet of new sidewalk on both sides of Baston Road
- 3,700 linear feet of new sidewalk on the east side of Miramar Drive
- 1,350 linear feet of new sidewalk on both sides of Haley Road
- 2,750 linear feet of new sidewalk on both sides of Rose Street
- 850 linear feet of new sidewalk on both sides of Valdes Drive
- 1,100 linear feet of new sidewalk on both sides of Casa Rosa Avenue
- 750 linear feet of new sidewalk on both sides of Caribe Drive
- 900 linear feet of new sidewalk on both sides of Casa Linda Avenue
- 3,250 linear feet of new sidewalks on both sides of Bobby Jones Expressway; locate adjacent to the property line to allow for potential widening; see Traffic Systems on page 2.34 for more details

All planted Street Furniture and Tree Planting zones should include trees spaced an average of 50 feet on-center.



In the short term, streetscapes on State Routes include a one foot wide Planting Zone and six foot wide Clear Zone



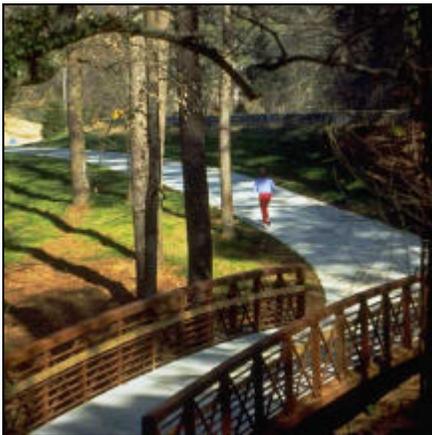
With redevelopment on State Routes, the existing Clear Zone can be converted to a Planting Zone and a new ten feet wide Clear Zone can be built behind existing trees

Key pedestrian **Policies** include:

- Adopting the *GDOT Pedestrian and Streetscape Guide, 2003* as a guide for pedestrian facilities including intersection crossings, refuge islands and medians, mid-block crossings, sidewalks, street trees and multiuse greenway trails.
- Amending county code so that, as redevelopment occurs, public sidewalks are augmented with wider sidewalks located on private property. This is similar to the approach taken in Midtown and Downtown Atlanta, where private developers are required to expand the sidewalks adjacent to their property when they build a new building. The width of privately funded sidewalks should be largely determined by street typology, as established for *neighborhood street, shopping street* or *service street*.
- Amending the county code so that, as redevelopment occurs along a State Route with existing or proposed trees, such as Washington Road, Davis Road, and Bobby Jones Expressway, new sidewalks are built behind said trees, resulting in an eight feet wide Planting Zone and a ten feet wide Clear Zone. This would provide these trees with a large growing area on Central Martinez's widest streets, where it is most critical that they reach a mature height.



Racks should be provided so that cyclists do not have to fasten their bicycles to signs or other inappropriate locations



A short section of off-street greenway trail could be built in the proposed park at 3082 Murray Road



A multiuse trail can serve both bicycle and pedestrian needs

Bicycle Systems

The Concept Plan supports the increased use of bicycles as a transportation mode and form of recreation within Central Martinez. By making bicycling more convenient and safe, automobile use could decrease, resulting in reduced congestion, improved public health, and decreased reliance on foreign oil.

The primary mechanism for improving bicycling facility is providing a network of slow-speed, bicycle-friendly streets. Because bicycles can operate in the flow of traffic on streets with speeds under 25 miles per hour, dedicated bicycle lanes are not necessary on most streets in the Study Area.

The Concept Plan also promotes bicycle through the creation of a series of on-street multi-use greenway trails that traverse the Study Area. Unless specified, these trails include bicycle and pedestrian facilities. Proposed facilities include:

- An 1,800 linear feet, ten feet wide greenway trail along the north side of Marsella Avenue from Bobby Jones Expressway to Miramar Drive
- A 2,700 linear feet, five feet wide bicycle lane on both sides of Rose Lane from Bobby Jones Expressway to Davis Road
- A 4,200 linear feet, ten feet wide greenway trail running from Rose Lane to Murray Road via the east side of Old Evans Road, Martinez Boulevard, Shaw Street, a new *neighborhood street*, and an off-street trail
- A 2,500 linear feet, ten feet wide greenway trail along both sides of Bobby Jones Expressway from Rose Lane to the county line; see Traffic Systems for more details
- A 2,400 linear feet, ten feet wide greenway trail along the south side of Oak Drive
- A 3,000 linear feet, ten feet wide greenway trail along the north side of King Road from Oak Drive to Applecross
- An 1,150 linear feet, ten feet wide greenway trail running from Applecross to Washington Road, across the back of the Martinez United Methodist Church property

Most of these facilities are envisioned for location within the current public right-of-way. Where this is not feasible, the County is encouraged to work with property owners to obtain access agreements. In addition, the County is encouraged to amend zoning to require bicycle parking as part of new development in a ratio of at least one bicycle space per twenty automobile spaces.



The proposed extension of Casa Linda Drive would improve access across Bobby Jones Expressway

Traffic Systems

The Concept Plan envisions a livable community in which transportation can be accomplished via walking, biking, or personal automobile. Use of modes other than the personal auto will be equally balanced within the community, with all roadways supporting alternative modes through a livable design. Often, great increases in livability can be achieved with small penalties in overall vehicular service of a facility.

Network and connectivity is a key component of the plan, utilizing such facilities as network-building by connecting existing segments of discontinuous streets, constructing new streets, and providing a parallel network to Washington Road through driveway consolidation and inter-parcel access. By creating new streets and connecting existing ones, alternative routes are created that provide the traveler options for reaching their destination. As a result, the area can be served by multiple small (and livable) roads, rather than relying on a few pedestrian-hostile arterials.

All new facilities are designed to support and balance different modes of travel. Specific principles used are as follows:

- Provide alternative routes through network connections, new network segments and inter-parcel access.
- Employ cross-sections that balance personal vehicle travel with the need for pedestrian and bicycle-friendly facilities.
- Utilize natural greenways as pedestrian and bicycle corridors as well as public amenities.
- Reduce automobile demand by providing goods and services within walking distance of residents.

From these principles, the following **Projects** are identified.

Marsella Avenue/Settlement Road Connection

The intersection of Marsella Avenue with Bobby Jones Expressway is one of the most problematic in the Study Area. Access to and from Marsella Road is currently limited to right hand turns because distance requirements from the Settlement Road/Rose Lane intersection prevent installation of a traffic signal. This limits access to the Casa Linda neighborhood and creates a pedestrian, vehicular, and bicycle barrier to the proposed Town Center.

The Concept Plan proposes improving access by acquiring the house at 3904 Marsella Avenue so that Casa Linda Drive can be extended to Settlement Road. It also calls for retaining the current segment of Marsella Avenue near Bobby Jones Expressway. This would allow pedestrians, bicyclists and vehicles from the Casa Linda neighborhood to travel directly across Bobby Jones Expressway to access the Town Center. It would also reduce



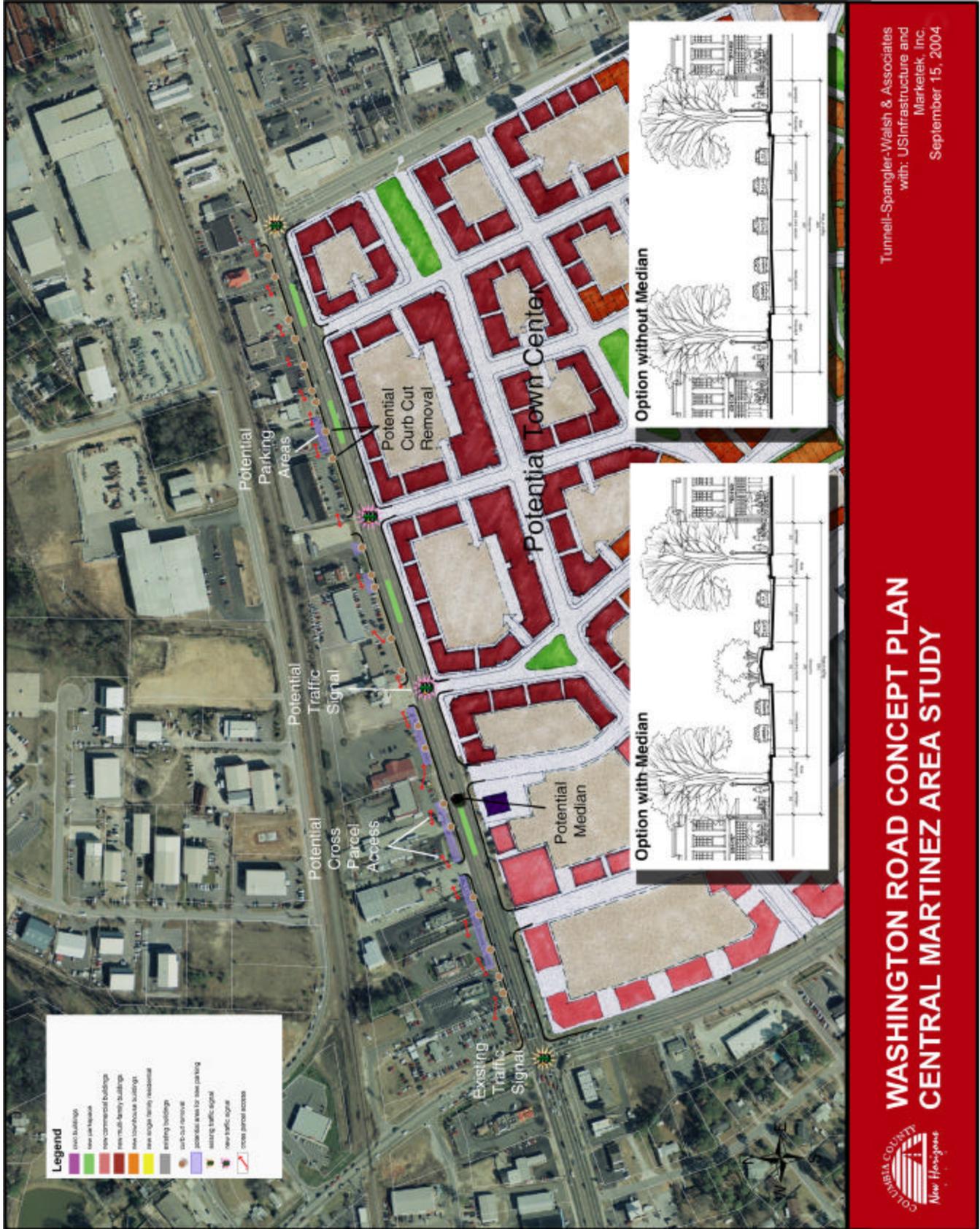
This stamped colored asphalt center turn lane, alternating with a median, in North Augusta represents one possible option for Washington Road (photo courtesy StreetPrint Decorative Asphalt Solutions)

occurrences of highly dangerous and illegal left turns onto Marsella Road from Bobby Jones Expressway.

Washington Road Concept Plan

Washington Road functions as a car-carrying conduit, with few pedestrian amenities. Because of its key role in the State Network, it will continue to be a high-traffic roadway for years to come. However, the Concept Plan proposes to modify it so that it can serve vehicular demand and adjacent businesses while becoming more amenable to other travel modes. Central to this is implementing an access management program between Bobby Jones Expressway and Davis Road, which includes:

- Reducing curb cuts as established on the Washington Road Concept Plan; areas current used for driveways could be turned into parking for businesses
- Limiting curb cuts in new development by requiring shared driveways and access from a side street, where possible
- Encouraging inter-parcel access to allow customers to drive short distances without using Washington Road
- Installing pedestrian crossings, in accordance with the *GDOT Pedestrian and Streetscape Guide*, at intersections
- Installing a new traffic signal at the proposed *shopping street* across from 3843 Washington Road
- Changing the center turn lane via the following options:
 - **Option A:** Converting short segments into a green median, alternating with a stamped asphalt center turn lane, but only where such would not prevent left hand turns into to businesses. Such may require some turns to occur at intersections, but this would be viable if curb cuts are relocated to side streets or consolidated points.
 - **Option B:** Retaining the current center turn lane, but adding stamped asphalt to improve aesthetics.





This roadway places through traffic in four center lanes and includes a frontage road along one side (see below)



This frontage road allows local traffic and pedestrian-oriented land uses to exist in close proximity to a major transportation arterial; the roadway above is to the right of this photo

Bobby Jones Expressway Frontage Road

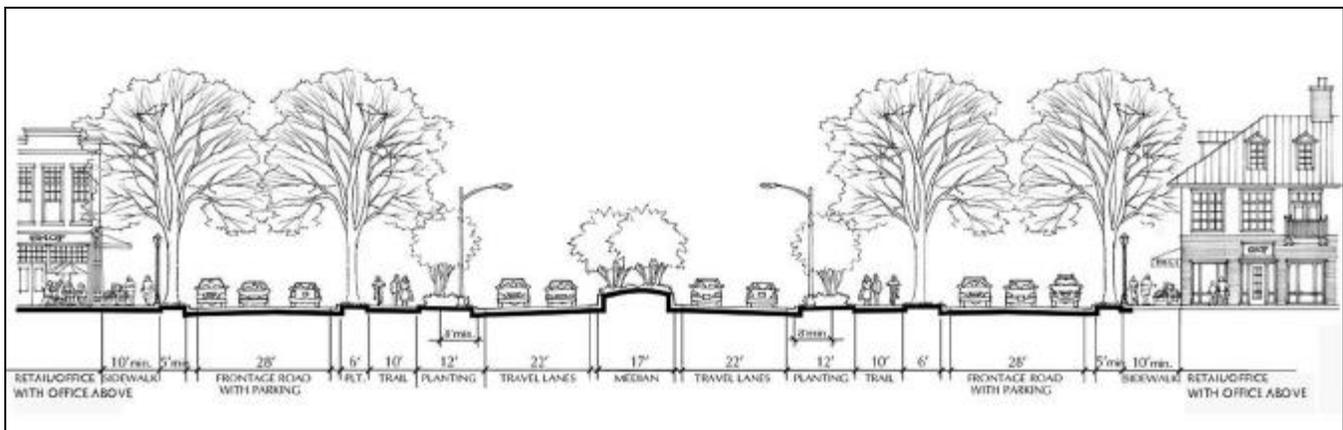
The Concept Plan’s most ambitious element is the long-term transformation of Bobby Jones Expressway into a boulevard through the addition of frontage roads within the existing 150 feet right of way. Frontage roads are street paralleling a major roadway that serve local trips and provide access to businesses, thus reducing or eliminating the need for curb cuts. Through trips are concentrated on the center lanes, which can be higher speed that they would otherwise be. Access to the frontage road is provided at pre-determined intersections.

Along Bobby Jones Expressway, the Concept Plan envisions:

- Retaining two existing north and southbound lanes in their current locations
- Converting the center turn lane into a median, alternating with a stamped asphalt turn lane
- Installing traffic signals at a new *service street* at the southern entry into the Lowes parking lots and at a new *service street* at 245 Bobby Jones Expressway
- Replacing acceleration/deceleration lanes with:
 - A twelve feet wide Planting Zone alternating with deceleration lanes at intersections
 - A ten feet wide multi-use greenway trail
 - A six feet wide Planting Zone
- Constructing a 28 feet wide *service street* frontage road with on-street parking on one side

As redevelopment occurs along the frontage road, buildings are envisioned to provide a Planting and Clear Zone meeting the minimum requirements for a *service street*, but preferably wider.

This proposed treatment would not only improve traffic operations along Bobby Jones Expressway by increasing effective capacity



Proposed section of Bobby Jones Expressway

and reducing turning conflicts, it would also greatly improve aesthetics and create a favorable gateway into Central Martinez and Columbia County for visitors arriving from the Interstate.

Rail Bridge

The rail line across Old Evans Road represents one of the greatest traffic challenges in Central Martinez. The Concept Plan proposes a bridge over the rail line as a long-term means of improving traffic operations. The table below provides a rough estimate of anticipated components. The estimated cost of the bridge is between \$420,000 and \$450,000, plus another \$900,000 to \$1,000,000 for the approach. Costs exclude design and administration fees, and assume that the bridge and approach can be accommodated in the current right-of-way. Further study will be needed before components or estimated costs can be determined.

Construction of said bridge could increase traffic along Old Evans Road and increase pressure to redevelop existing homes into commercial uses. The Concept Plan strongly discourages such land use changes, and advocates introducing townhomes and small lot single-family homes instead.

Bridge Details*

Number of Lanes	4
Lane Width	12 ft
Travel Lane Width	48 ft
Outer Should Width per Side	4 ft
Inner Shoulder Width per Side	4 ft
Sidewalks on West (w/barrier)	6 ft
Multiuse trail on East (w/barrier)	10 ft
Median Width	2.5 ft
Total Width	82.5 ft

**Bridge assumes a prestressed concrete I-girder*

Infrastructure

Infrastructure is adequate for most components of the Concept Plan. However, improvements will be necessary to support the portion of the Town Center behind the existing K-mart shopping center. The current land use in this area is predominately commercial. According to GIS data provided by the Planning Department, parts of area are not served by the County water or sewer systems. Introducing approximately 1,200 residential units to this area will require the installation of significant infrastructure.

The sewer network must be extended into the Town Center area. The sewer extension would likely tie into the existing line that serves the adjacent commercial area along Washington Road. The existing pipes in the area are generally 8-inch and are most likely insufficient to handle the wastewater generated by the proposed development. This means that, in addition to the system extension, upgrades of some existing pipes will also be necessary. It is estimated that the total cost to provide sewer service to the new development will be approximately \$12 million. The majority of this cost will be the developer's cost of installing new collector sewers and service lines. It is estimated that the County's cost of providing trunk lines, major interceptors, and pump stations will be approximately \$2.4 million, or 20% of the total. This cost does not account for any potential upgrades to the County's wastewater treatment capacity that may be necessary.

The existing water supply network extends into the proposed Town Center area. It is assumed that no significant improvements to the water supply network will be necessary to serve the new development.

Note that the costs presented here are planning estimates. They are derived from generic cost factors developed by the Metropolitan North Georgia Water Planning District and are not based on an engineering design. A detailed design will be required to determine the exact cost and configuration of any infrastructure improvements.

2.6. DEMOGRAPHIC IMPACTS

It is projected that the built-out Concept Plan will add jobs and population to Columbia County.

Employment

Currently, 8,971 employees work within one mile of the intersection of Washington Road and Bobby Jones Expressway. When the Concept Plan is factored into this, a 854 new jobs are projected to be added to the Study Area between now and 2008, including:

- 244 new jobs in the restaurant industry
- 610 new retail jobs

Between 2008 and 2013 the following additional 595 jobs are projected:

- 148 new jobs in the restaurant industry
- 447 new retail jobs

These projections assume one new restaurant job per 135 square feet of floor area and one new retail job per 275 square feet of floor area.

An undetermined number of new office jobs are envisioned, as well as jobs resulting from construction.

Population

Currently, an estimated 29,642 people live within the greater Martinez area. When the Concept Plan is factored into this, 2,991 new residents are projected to live in Central Martinez by 2013, including:

- 1,656 residents of new small lot single-family homes or townhomes
- 885 residents of new condominium multifamily units
- 450 residents of new high-end apartments

These projections assume 2.76 persons per small lot single-family home or townhome and 1.5 persons per condominium or apartment.