

Presentation of

Concept Plan

for the

Central Martinez Area Study





Goals:

1. Distinguish Central Martinez by creating a unique destination.
2. Provide a balanced and economically viable mix of land uses.
3. Provide a transportation system supporting desired land uses.
4. Ensure adequate water and sewer facilities to support desired growth.



Goal 1:

Distinguish Central Martinez by creating a unique destination.

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

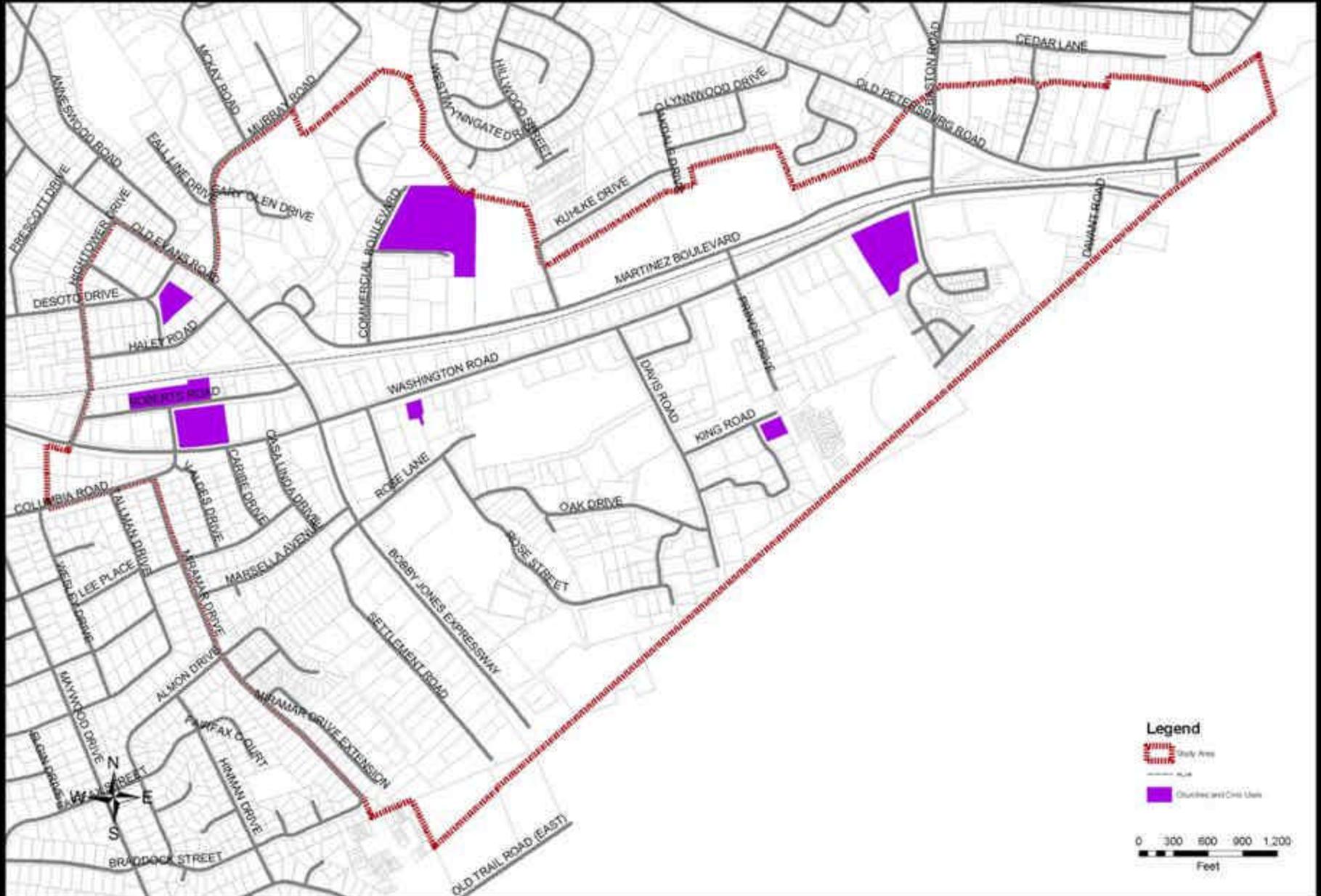


Goal 2:

Provide a balanced, economically viable mix of land uses.

- Preserve churches and public uses
- Create a town center for Columbia County
- Promote a quality office environment
- Increase housing options
- Locate housing where it will not be negatively impacted by businesses
- Reflect the highway orientation of key streets
- Retain the ironworks
- Provide pocket parks
- Protect nearby neighborhoods
- Limit automobile businesses

Preserve churches and public uses



Incremental Shopping Center Redevelopment



Incremental Shopping Center Redevelopment



Phase I

Incremental Shopping Center Redevelopment



Incremental Shopping Center Redevelopment



Phase III

- Building Redevelopment



- Legend**
- Streetscape
 - Greenway
 - Small Lot Single Family
 - Townhouse
 - Multifamily Residential
 - Mixed Use
 - Office/Professional
 - Highway Commercial

This plan represents just one possibility for creating a town center in the heart of Central Martinez and is for illustrative purposes only.

Create a town center for Columbia County

- Pedestrian-oriented “Main Street”
- Plazas or pocket parks
- Gathering center
- 201,000 s.f. retail (2003-2005)
- 123,000 s.f. retail (2008-2013)
- Restaurants and unique retail
- Above-shop housing and offices

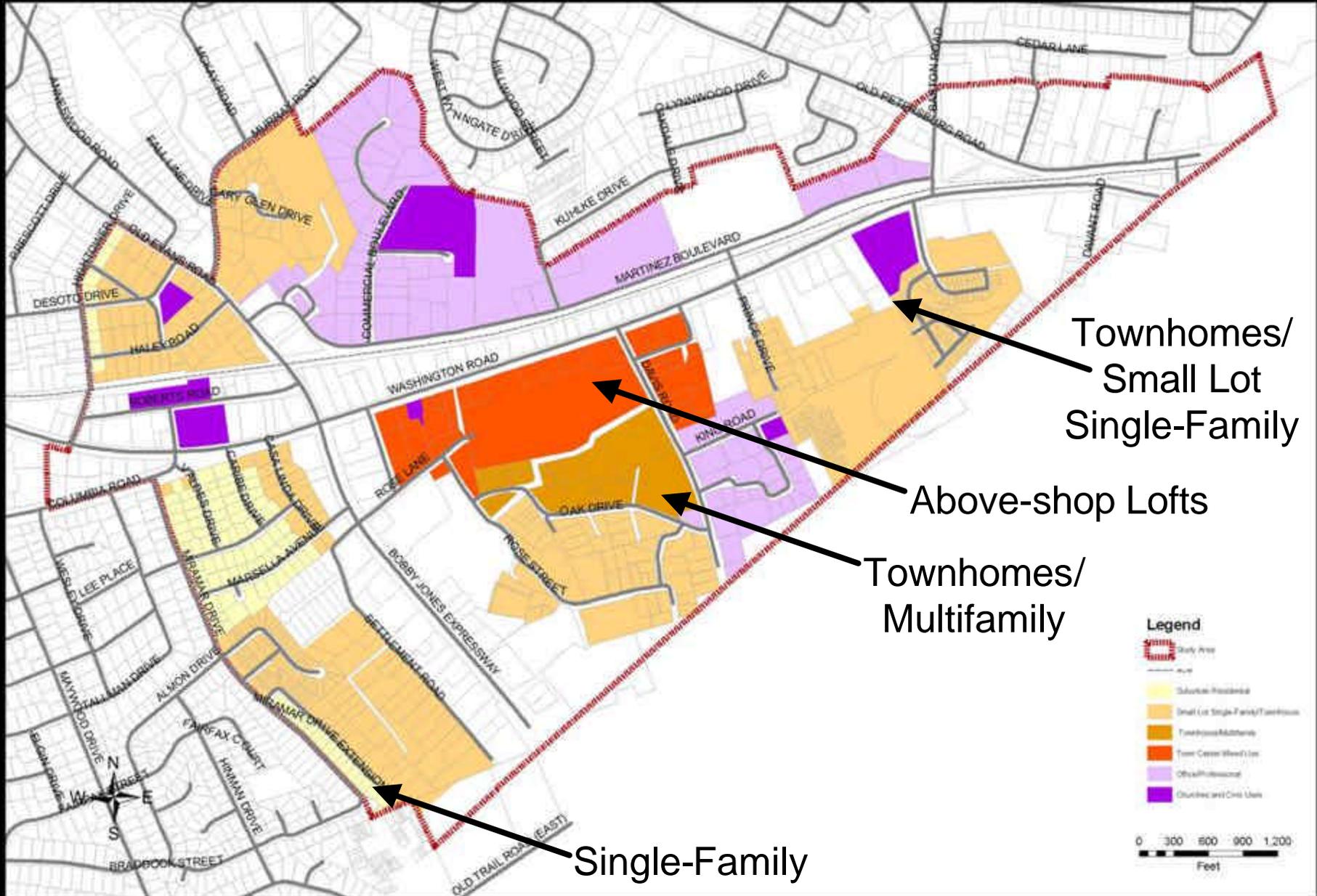








Increase housing options



Increase housing options

Over 10 years:

- 600 new townhomes or small lot single-family
- 590 new condominiums
- 300 new high-end multifamily units
- Use greenspace to make housing attractive
- Locate housing where it will not be negatively impacted by commercial uses



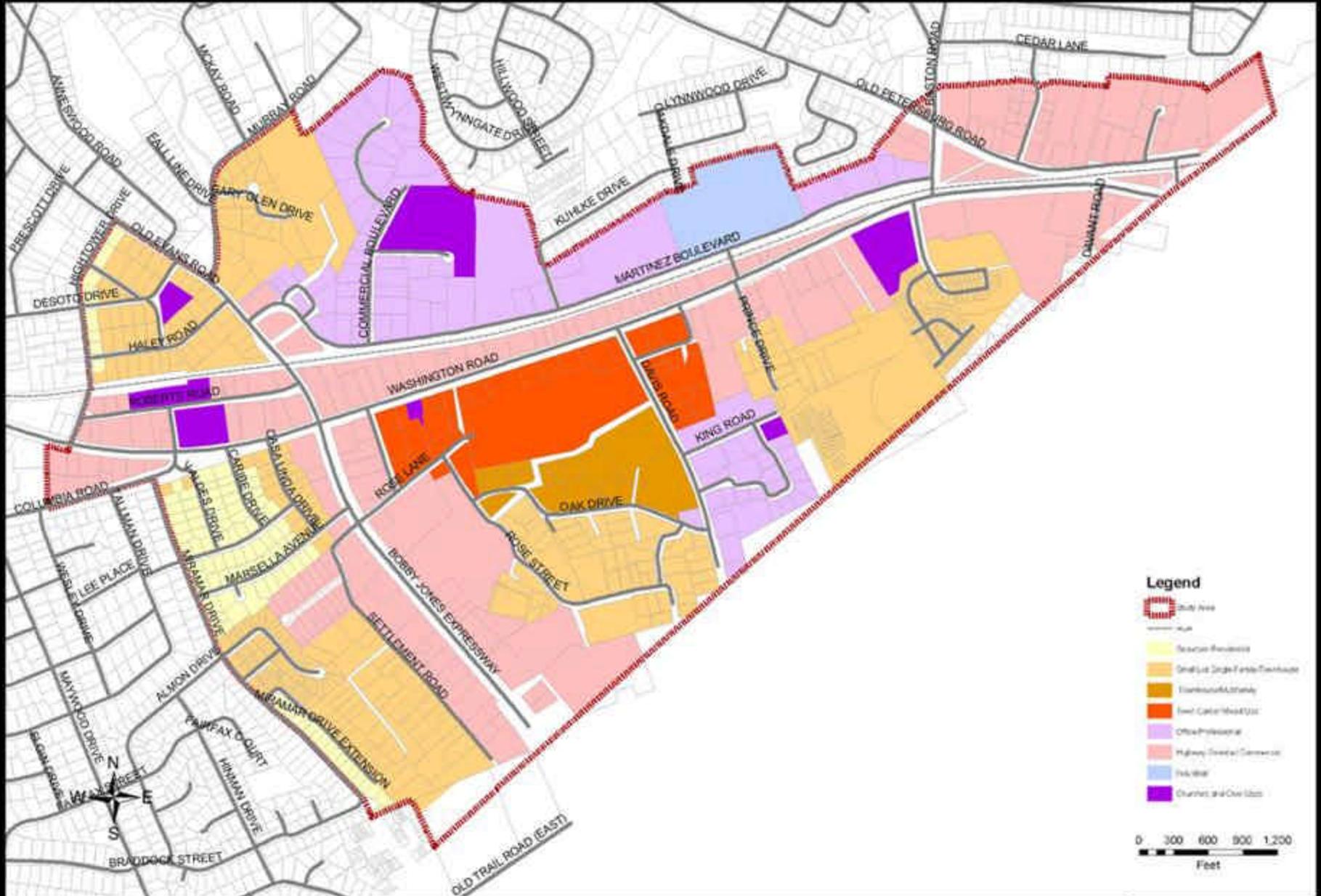




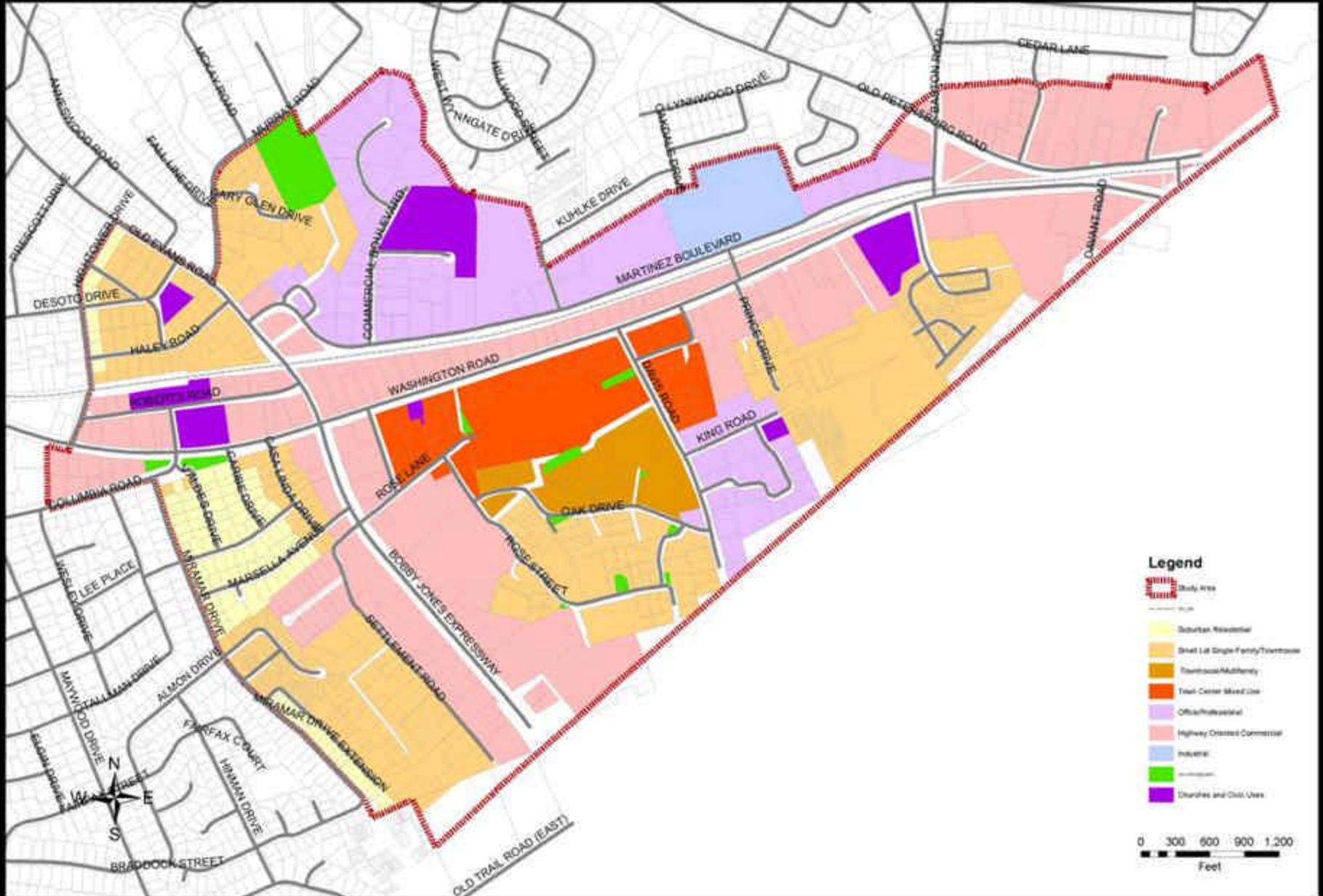




Retain the ironworks



Provide pocket parks









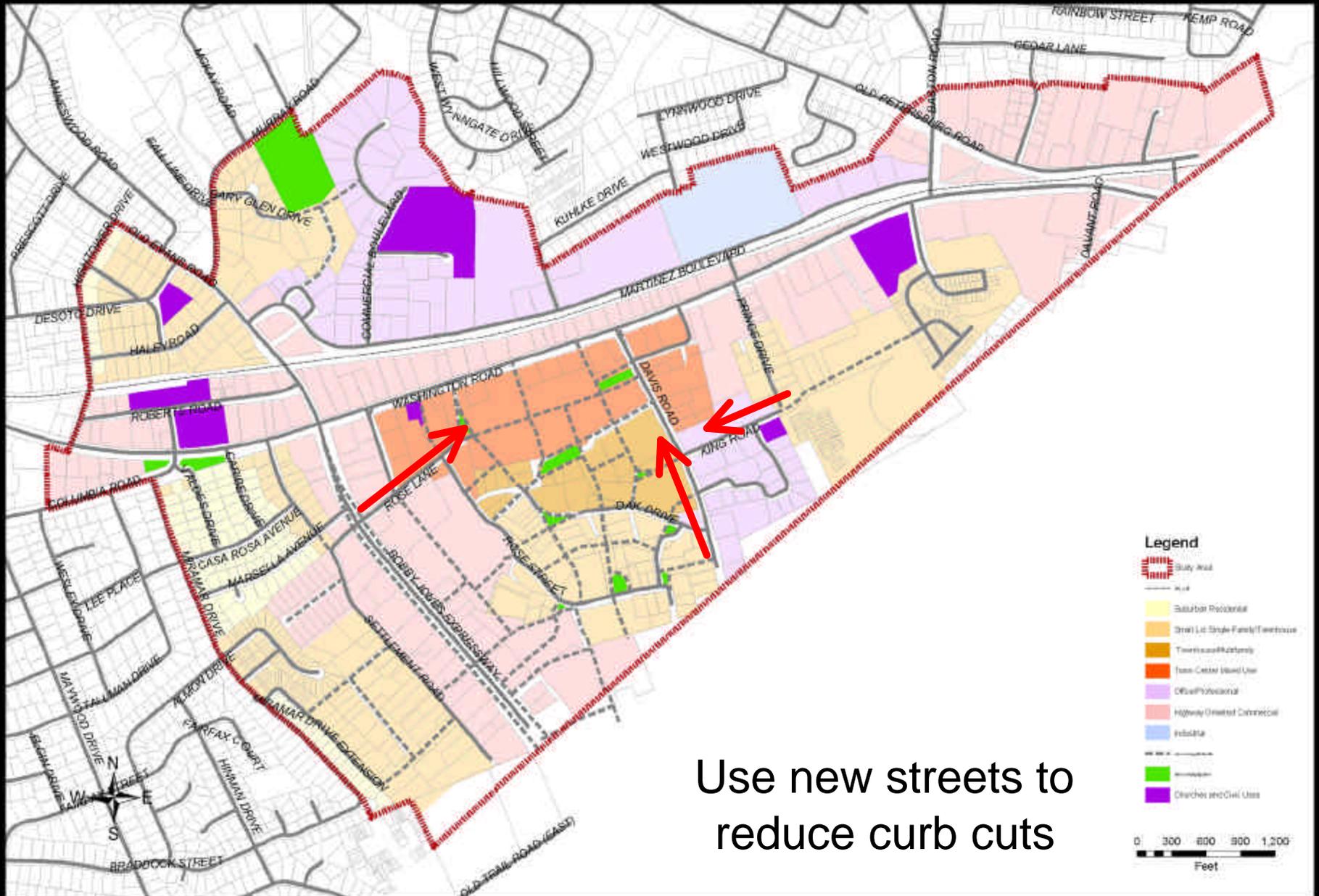


Goal 3:

Provide a transportation system supporting desired land uses.

- Support an interconnected network
- Provide access to the town center
- “Green” key arterials
- Provide sidewalks on all streets
- Create an on-street greenway network for cyclists
- Redirect Marsella Avenue to Settlement Road
- Create “frontage roads” along Bobby Jones Expressway
- Improve traffic flow on Washington Road
- Improve aesthetics
- Upgrade signage and lighting

Provide access to the town center

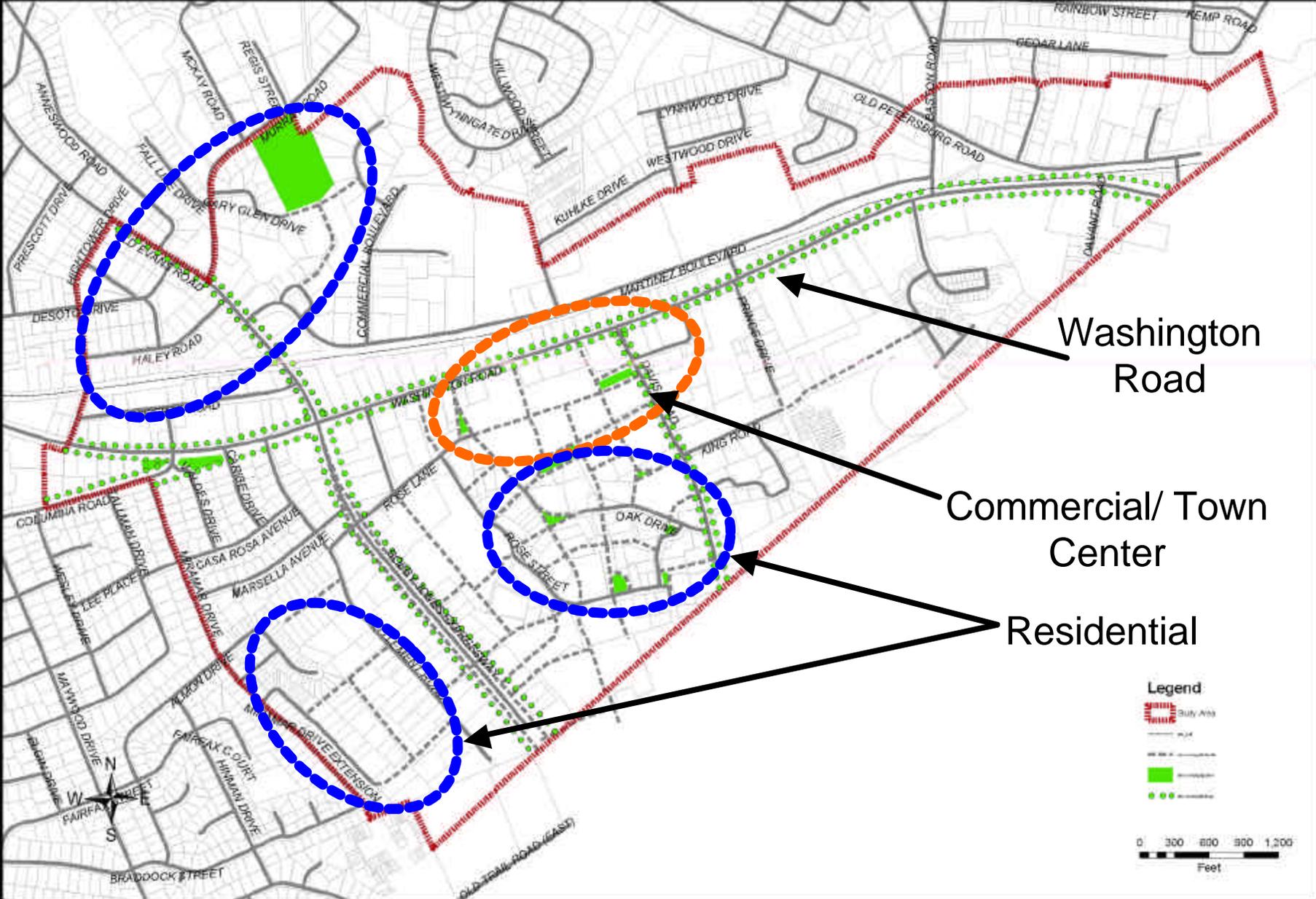


Use new streets to reduce curb cuts

“Green” key arterials



Provide Sidewalks on all streets



Washington Road

Commercial/ Town Center

Residential

Provide Sidewalks on all streets

Planting Zone

- Adjacent to the curb and Intended for the placement of trees and street furniture*



*On State routes trees must be 8 feet from the travel lane.

Provide Sidewalks on all streets

Sidewalk Clear Zone

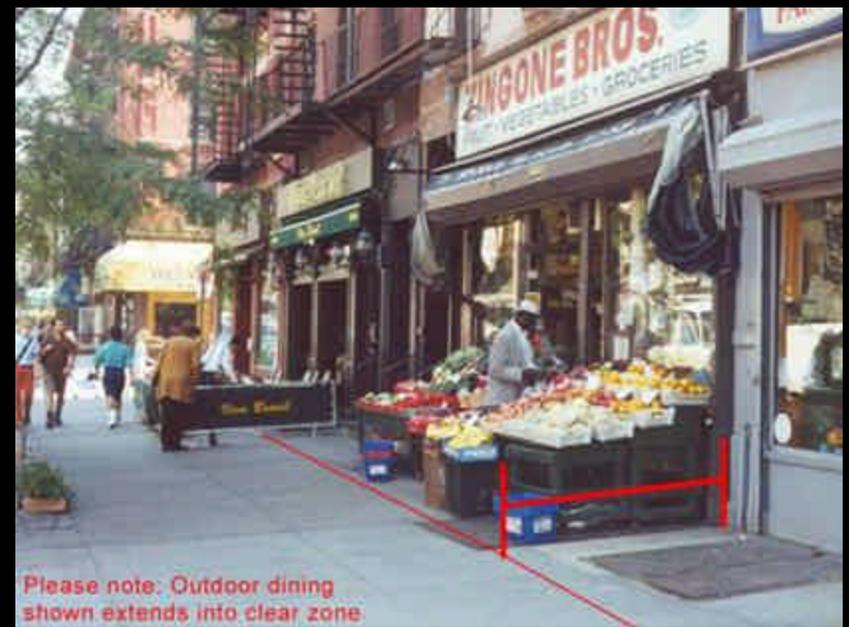
- An unobstructed area and a minimum height of 8 feet



Provide Sidewalks on all streets

Supplemental Zone/Browsing Zone

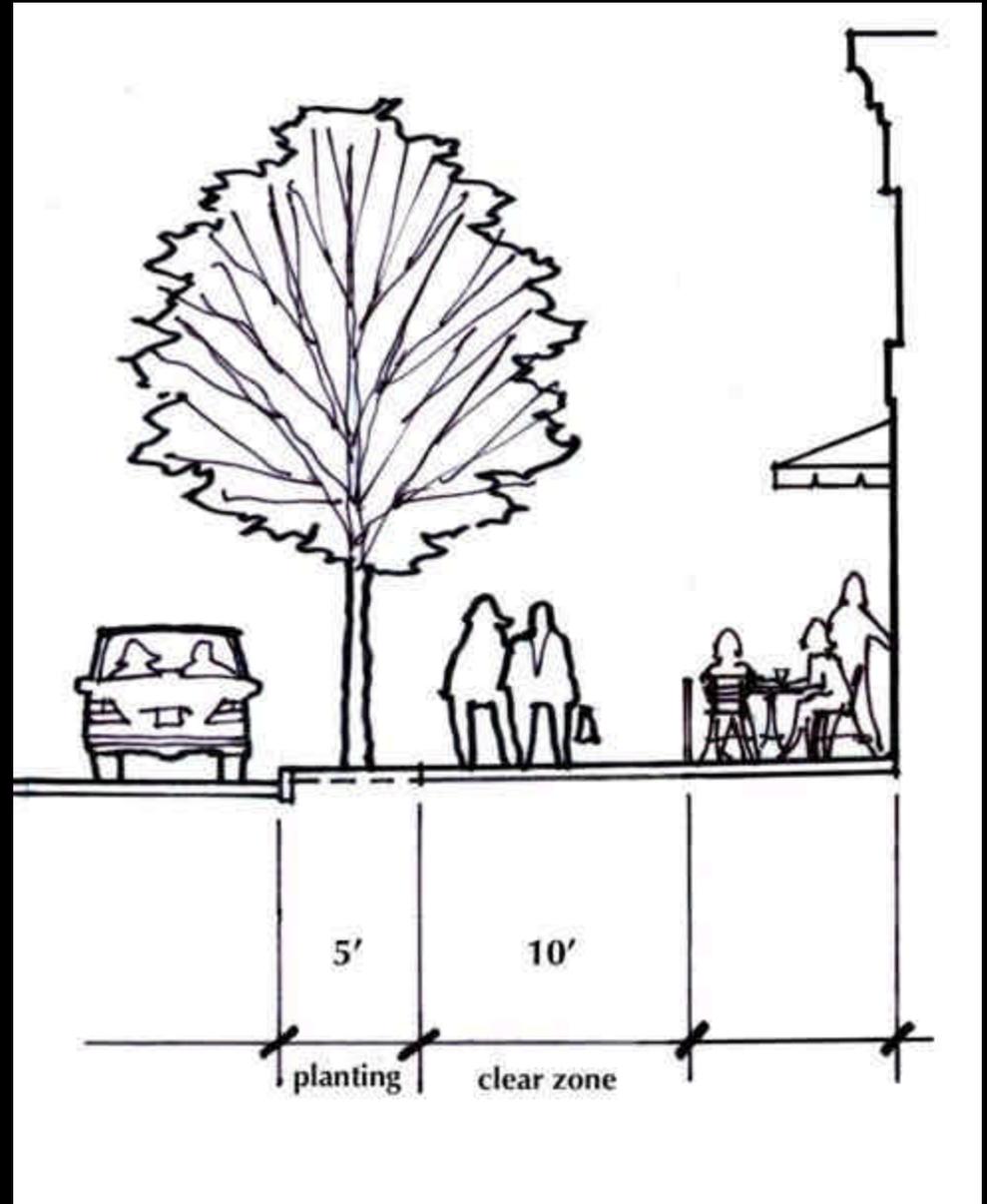
- The area between a building and the street
- Should be for pedestrian uses, but not vehicular



Provide Sidewalks on all streets

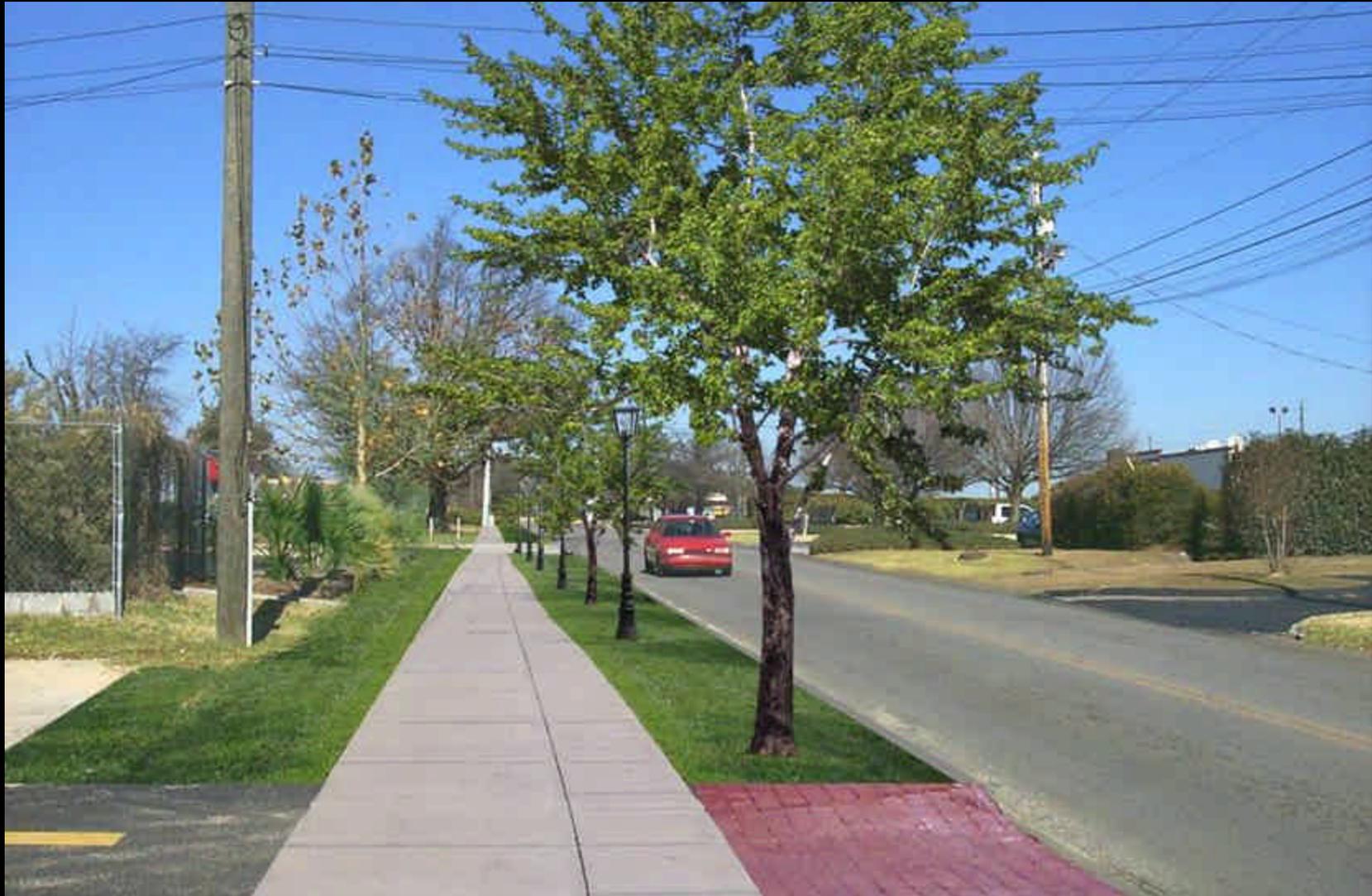
Town Center/ Commercial*

- 5' planting strip
- 10' clear zone
- Outdoor dining
- Storefronts
- On-street parking



*Excluding State routes



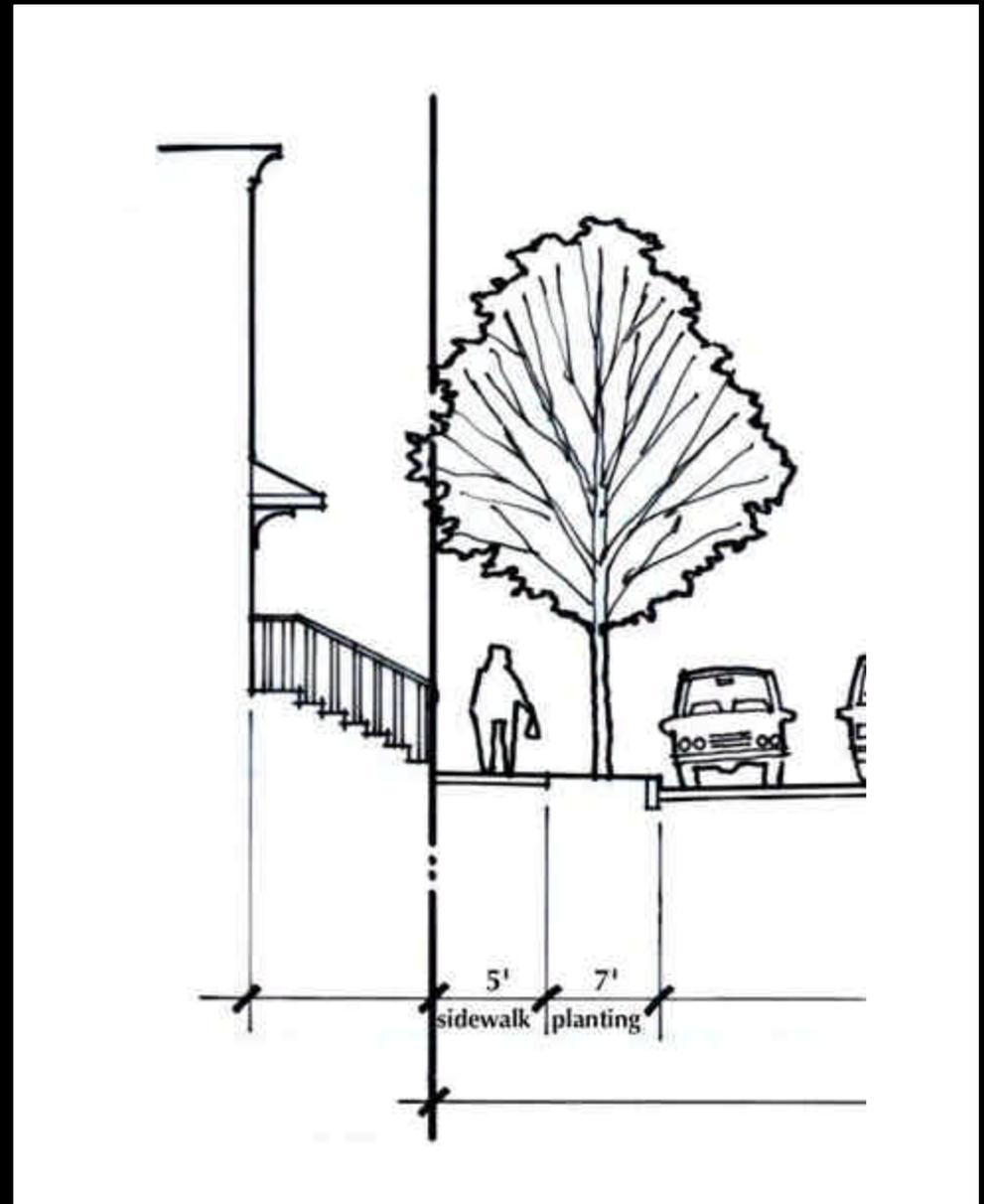




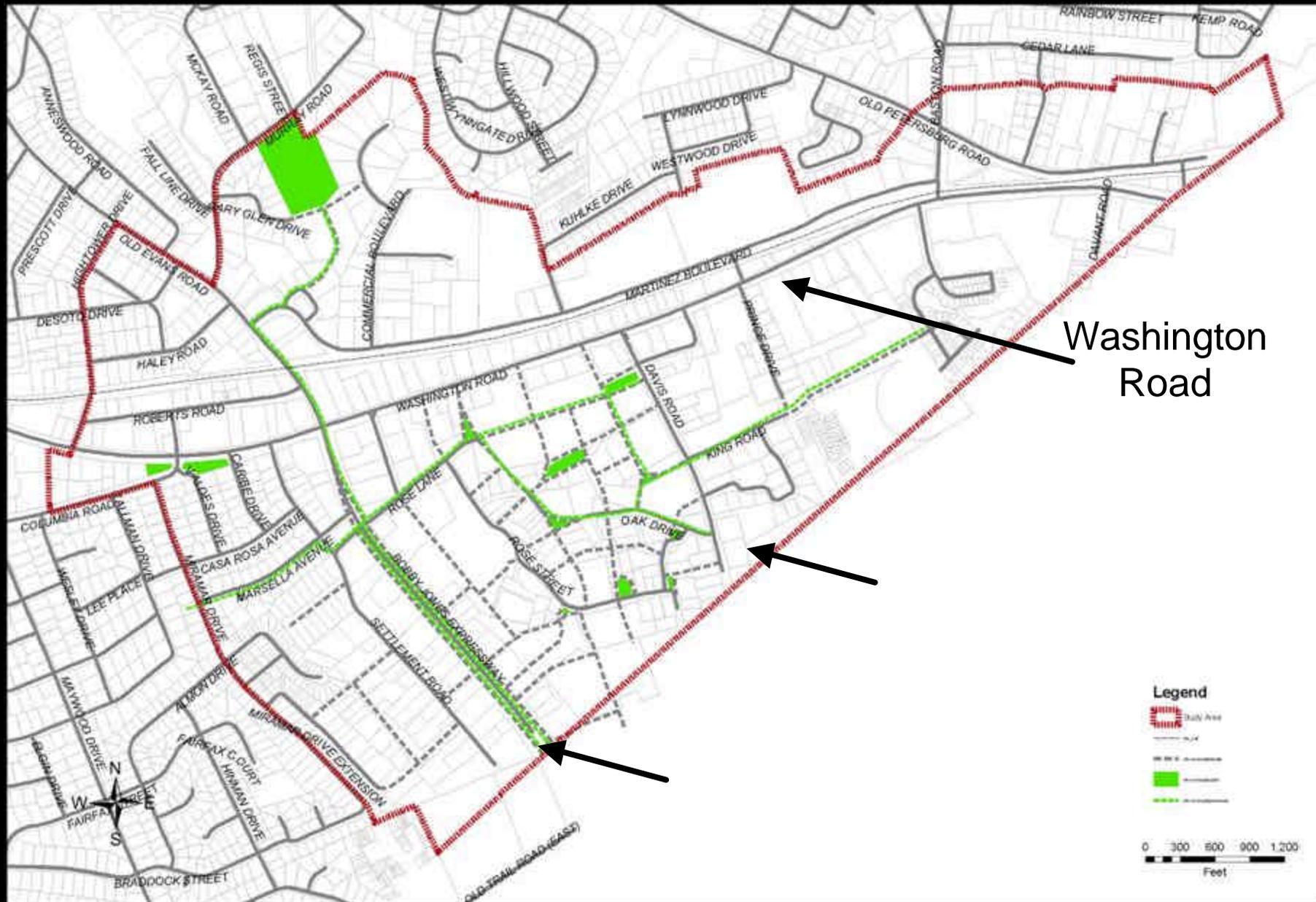
Provide Sidewalks on all streets

Residential

- 7' planting strip
- 5' clear zone
- Stoops and porches
- On-street parking



Create an on-street greenway network



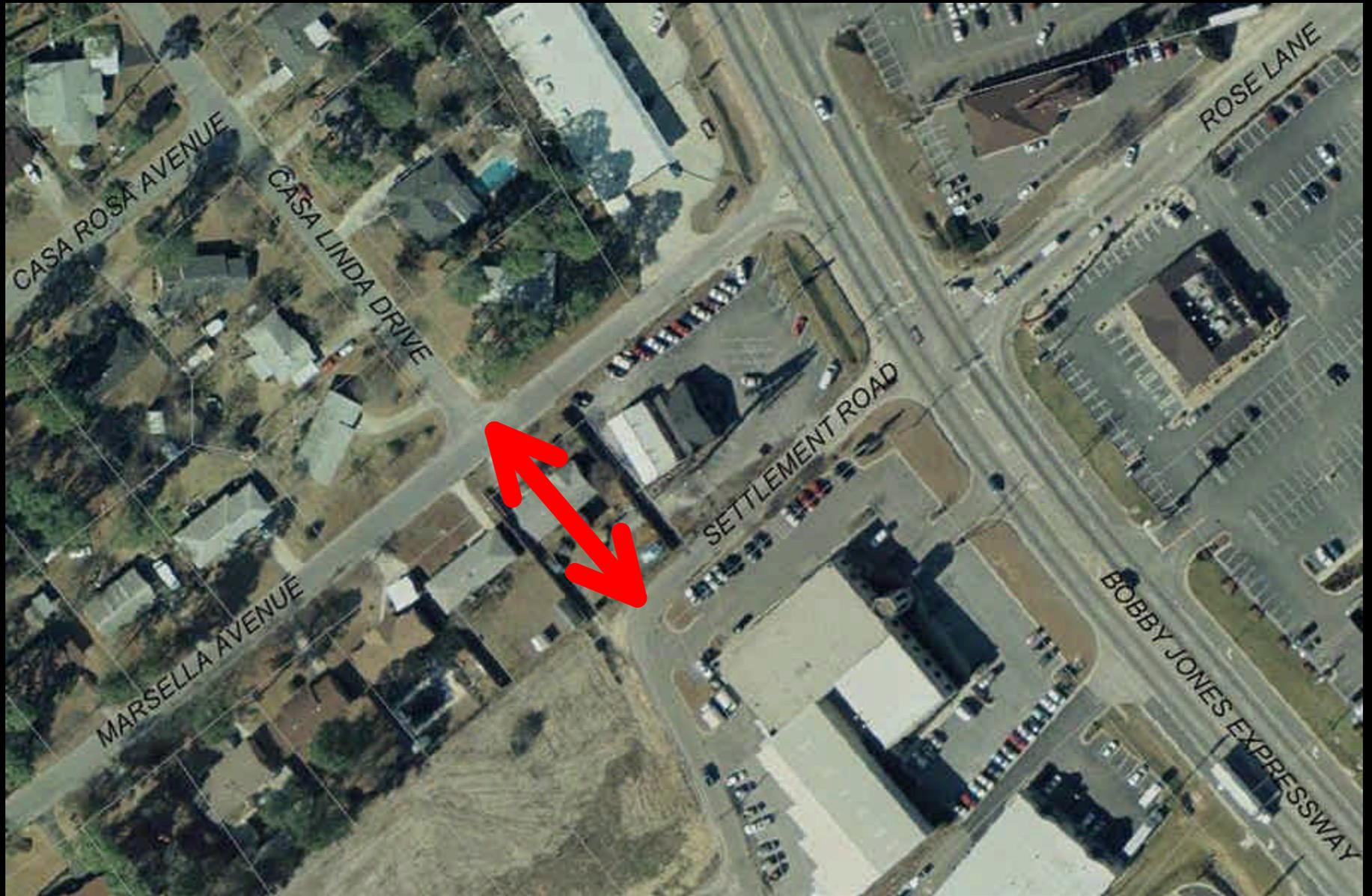
Create an on-street greenway network

Details

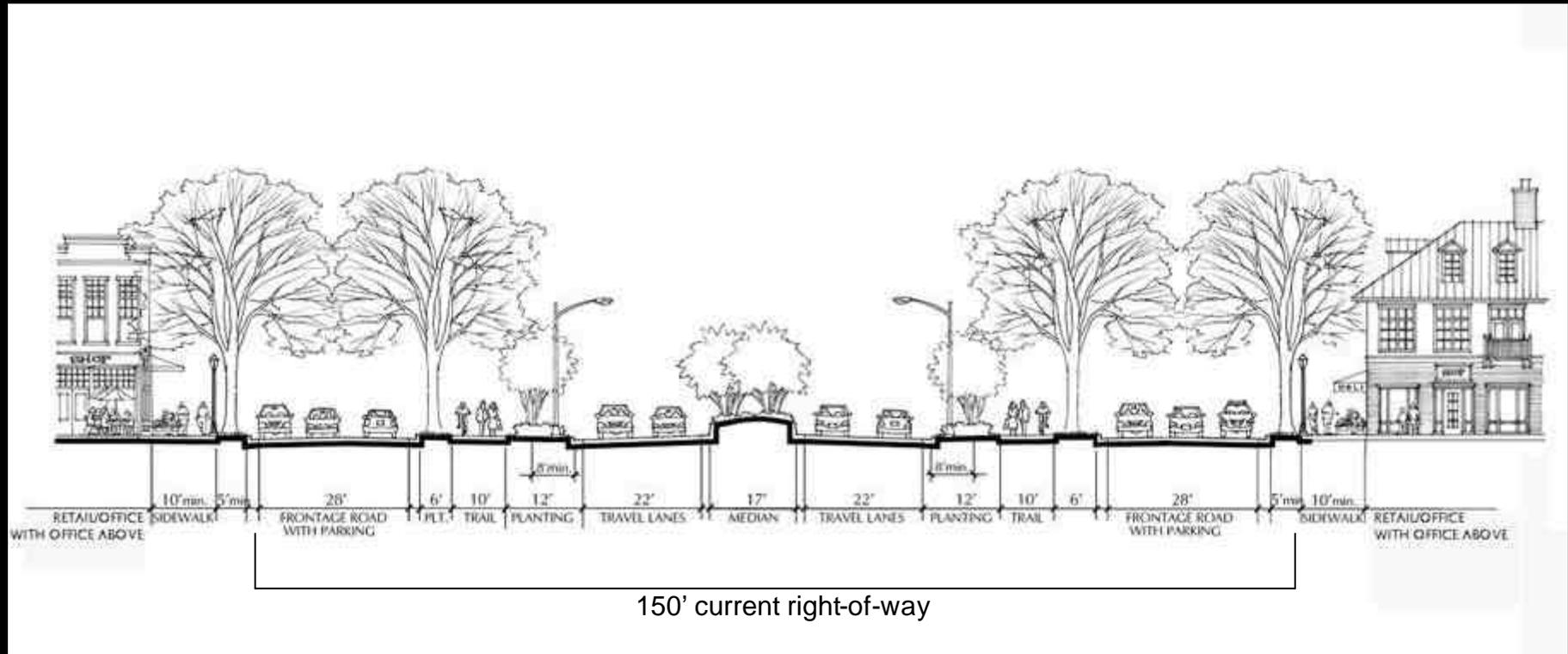
- On side or center of street
- 10' multi-use trail
- Landscaping



Connect Marsella Avenue to Settlement Road



Create “frontage roads” along Bobby Jones



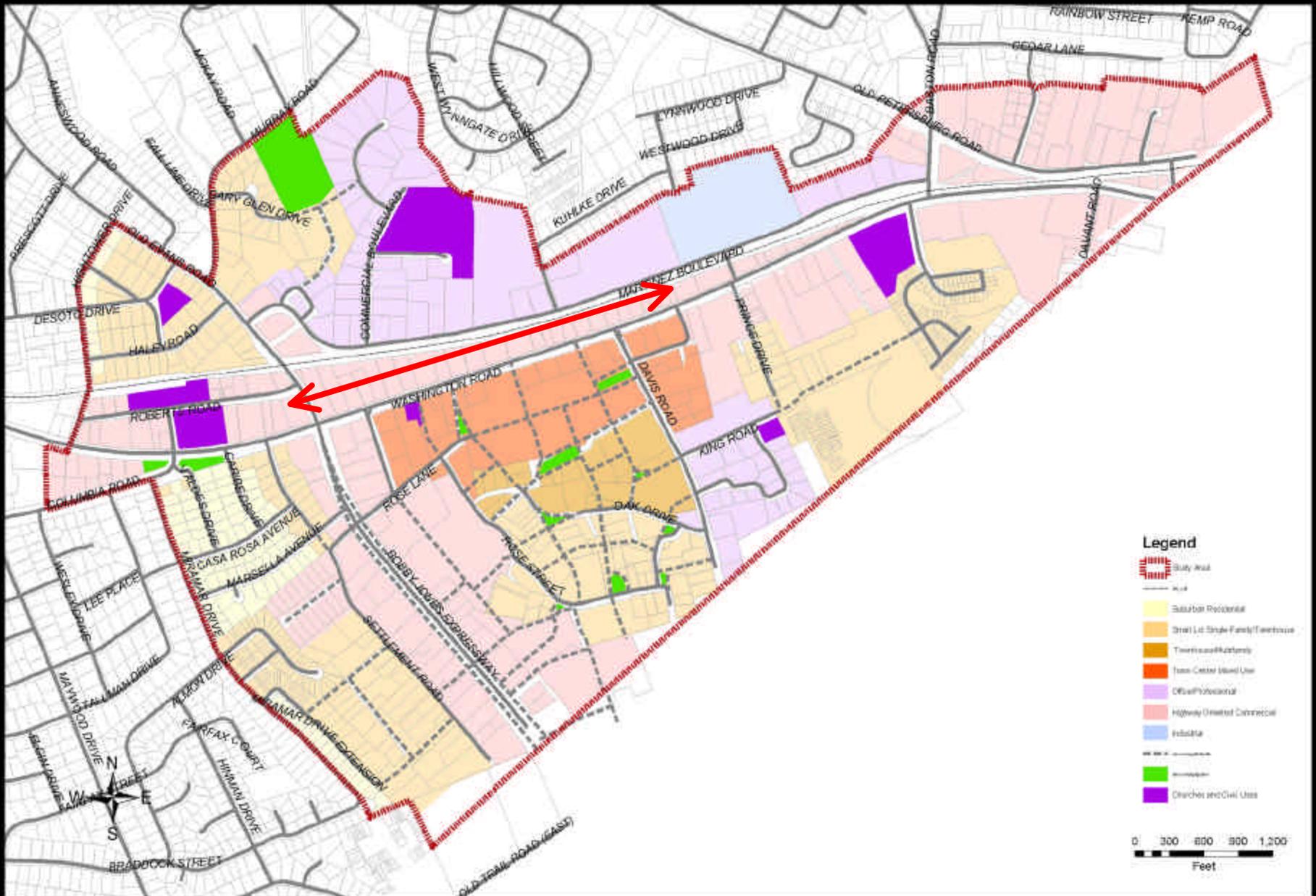
- Accommodated within current right-of-way
- Reduces curb cuts
- Improves mobility and aesthetics
- Meets GDOT policy requirements

Create “frontage roads” along Bobby Jones

- Short-term streetscape
 - Existing sidewalk widths
 - Short trees/shrubs at back of sidewalk



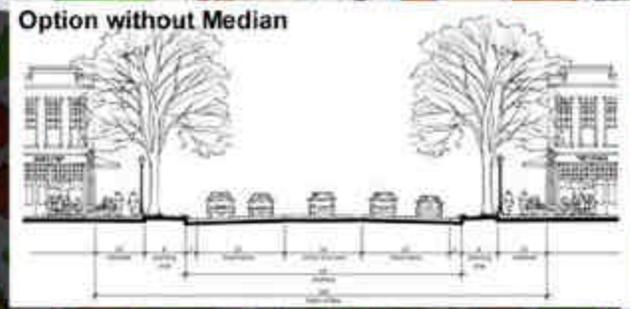
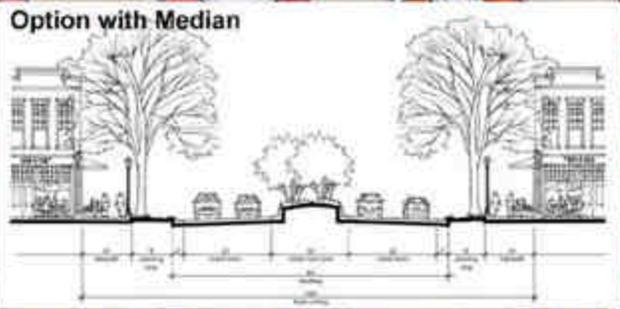
Improve safety on Washington Road



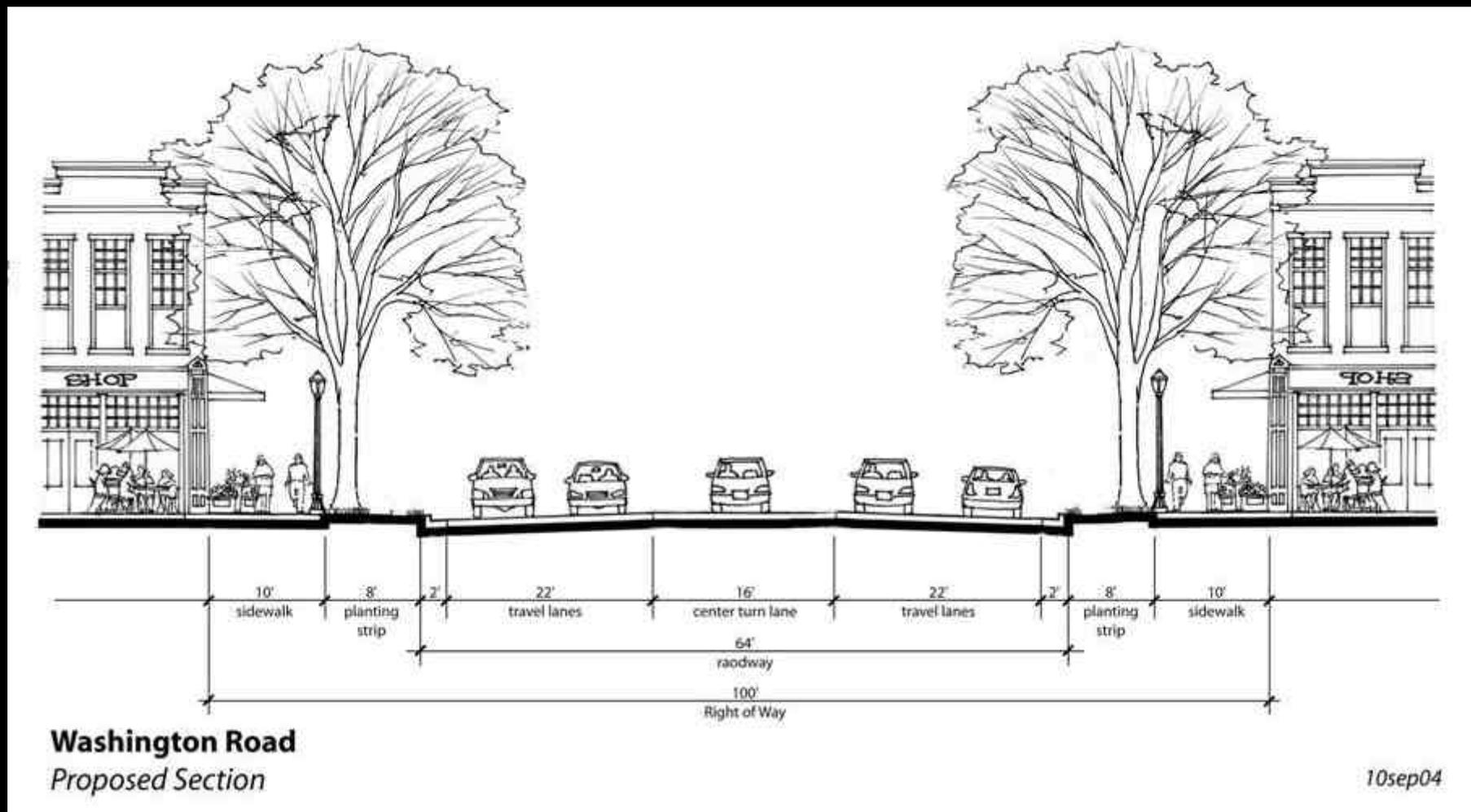
Improve safety on Washington Road

Access Management

- Curb cut consolidation
- Cross access easements
- New signals
- Turning lane/median alternation

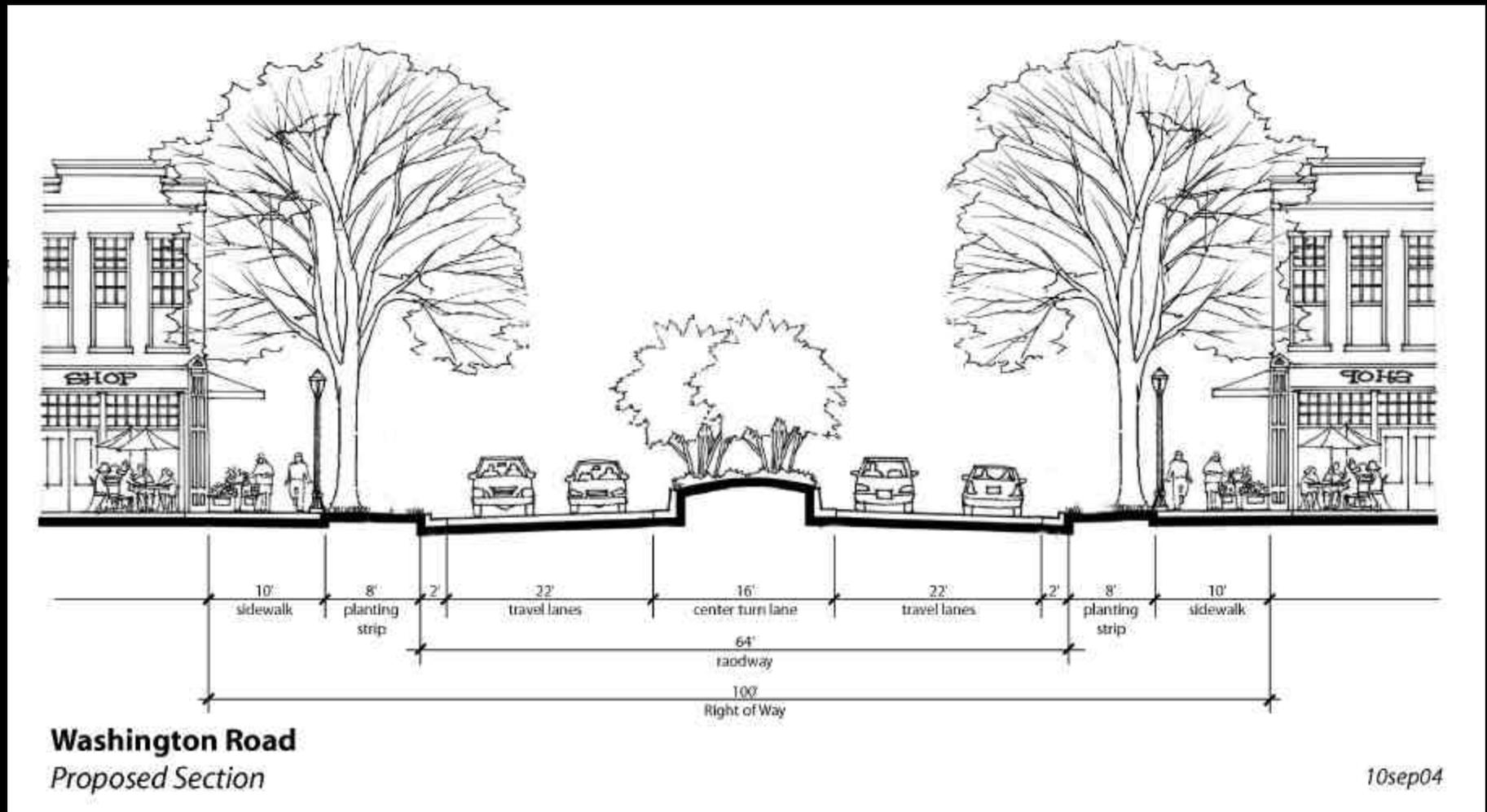


Improve safety on Washington Road



Note: Streetscape and buildings represent long-term redevelopment

Improve safety on Washington Road



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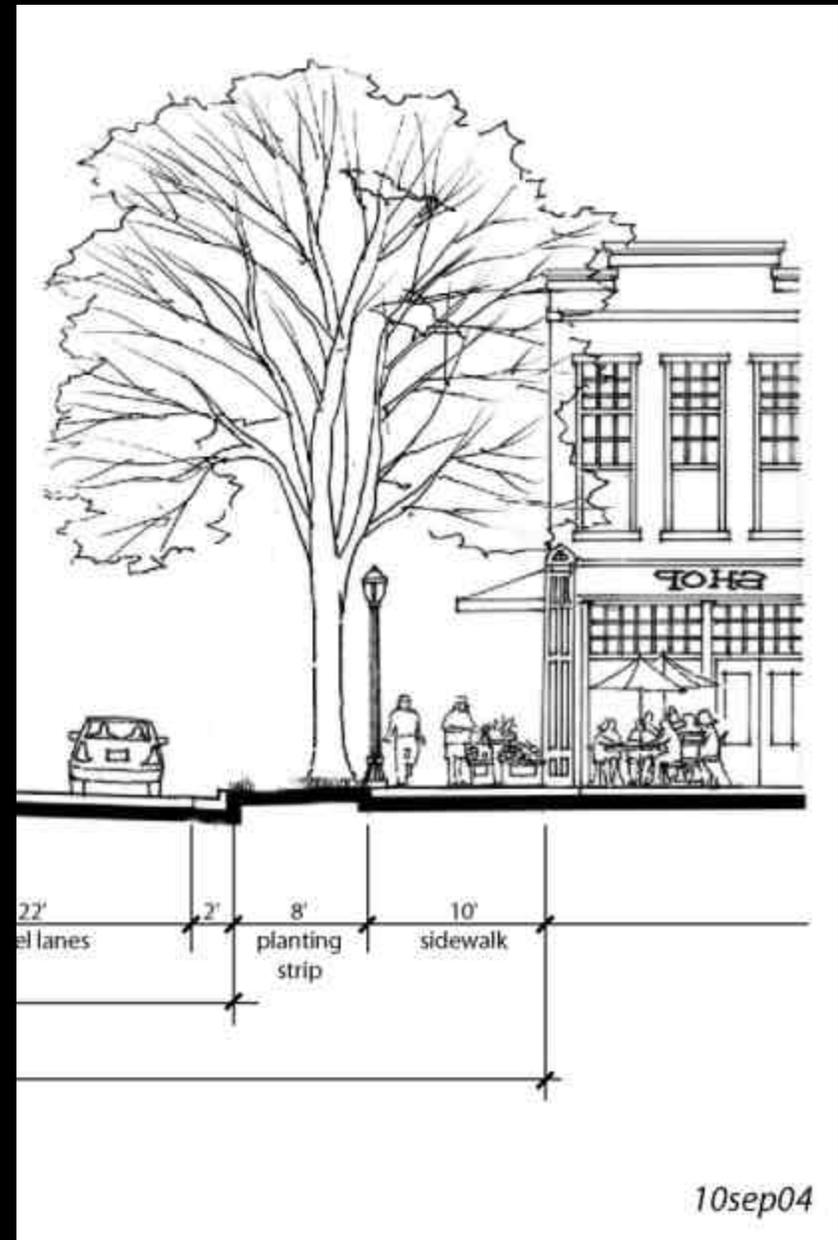
Improve safety on Washington Road

- Stamped concrete or paver center turn lane
- Planted median where no turning movements occur

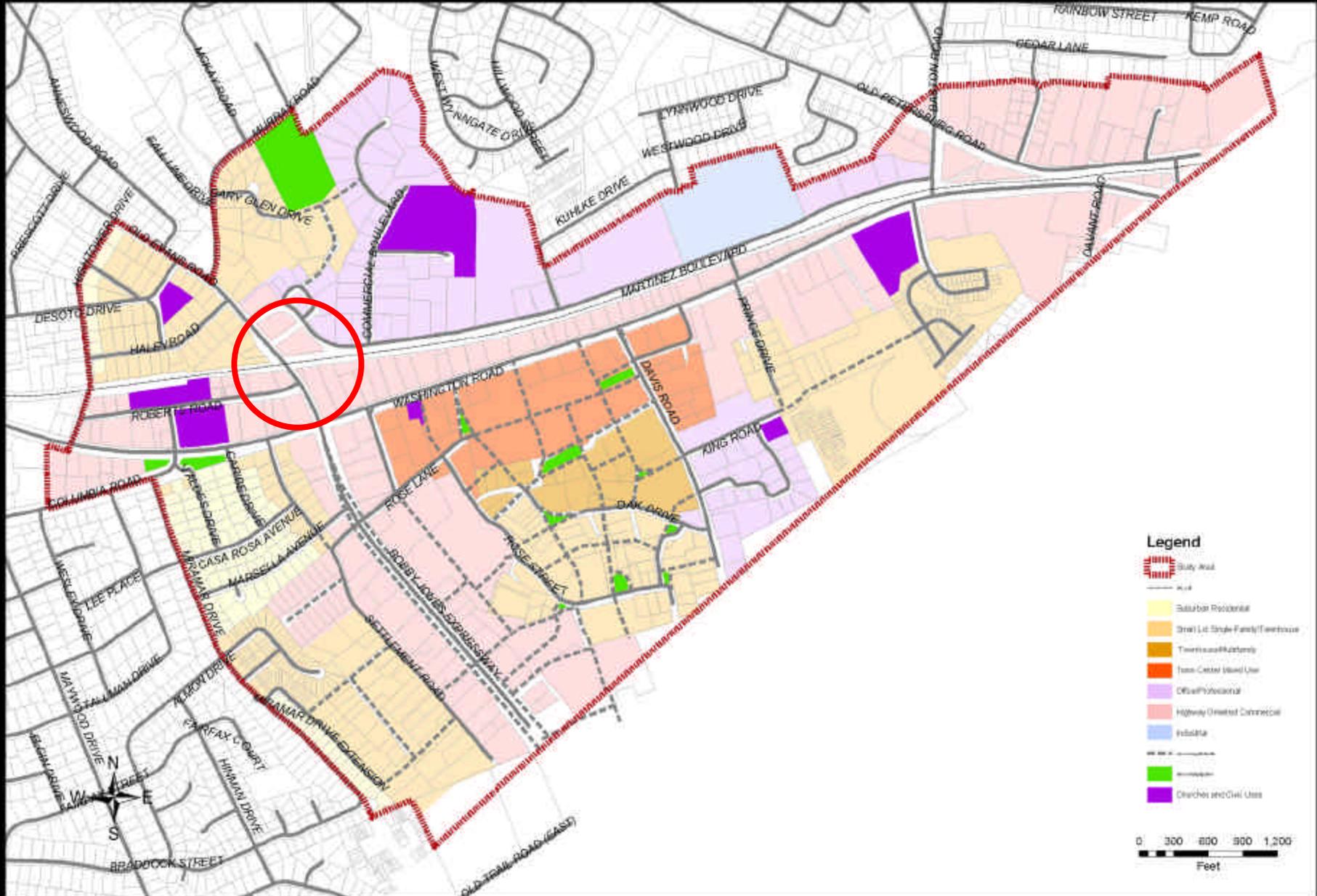


Improve safety on Washington Road

- Short-term streetscape
 - Existing sidewalk widths
 - Short trees/shrubs at back of sidewalk
- Long-term streetscape
 - 8' planting strip
 - 10' clear zone
 - Buried utility lines
 - Sidewalk fronting buildings



Investigate a bridge over the rail line



Investigate a bridge over the rail line

- **Cost**
 - \$420,000 - \$450,000 for bridge
 - \$900,000 - \$1,000,000 for approach
- **Pros**
 - Can be accommodated without interfering with Washington Road
 - Eliminates waiting for train
 - No right-of-way needed
- **Cons**
 - Could increase speeding and on Old Evans Road
 - Old Evans Road is not being widened due to Riverwatch Parkway

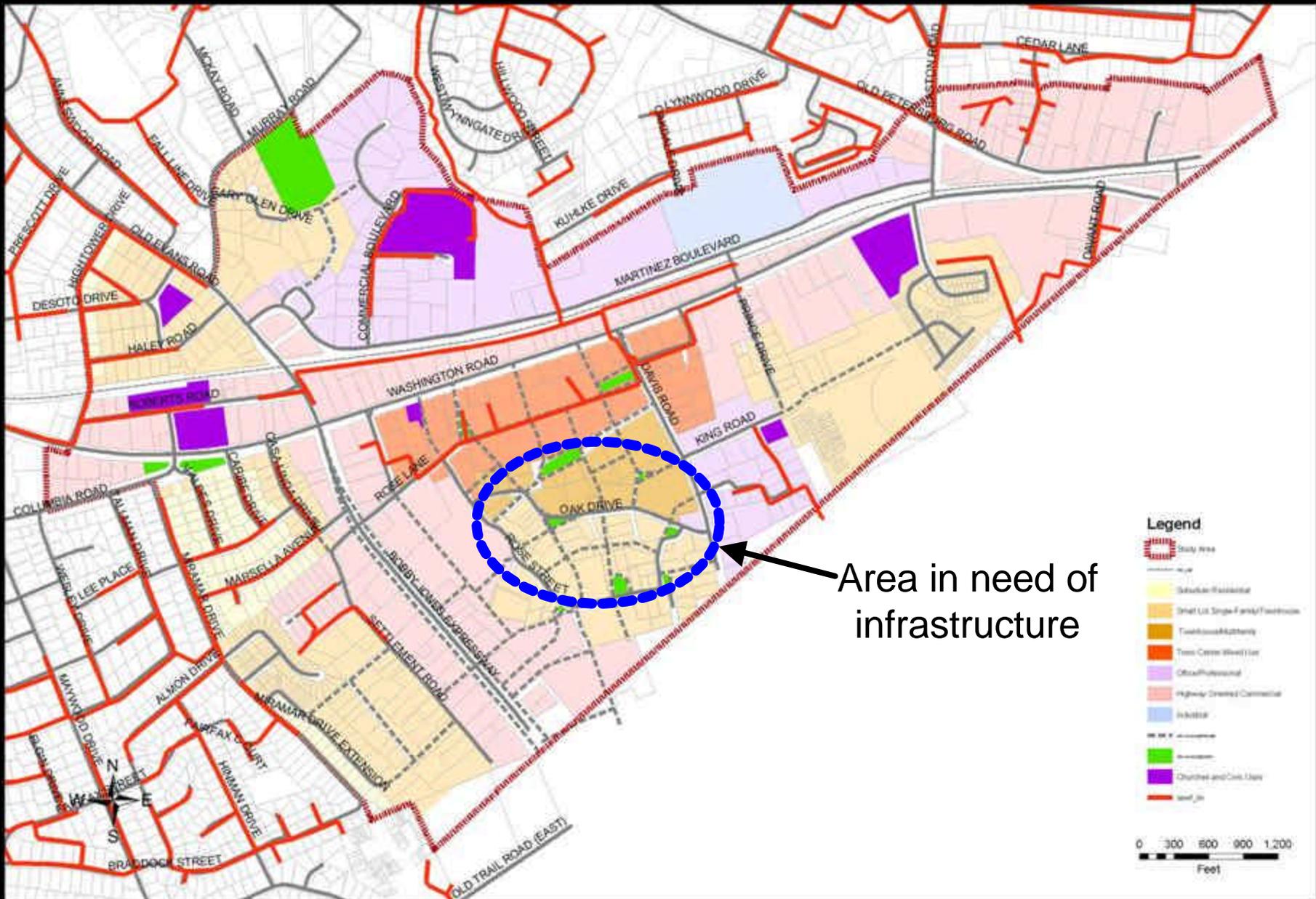


Goal 4:

Ensure adequate water and sewer facilities to support future growth.

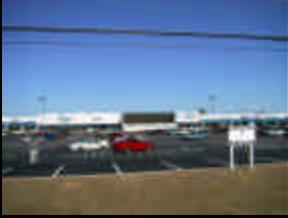
- Limit high density redevelopment to existing served areas.
- Work with developers to extend sewer infrastructure into new projects.
- Final recommendations pending.

Ensure adequate water and sewer facilities...



Area in need of infrastructure

Questions?



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