

Section 1: Inventory and Analysis

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1.1 OVERVIEW

Purpose

The purpose of the Central Martinez Area Study is to undertake a comprehensive and inclusive examination of the Central Martinez area as it currently exists and to then develop a plan that ensures its continued growth as a vibrant, mixed-use community core. Recent changes in the Study Area have highlighted the need to establish a new vision for this important business center of Columbia County. By recognizing existing challenges and building upon opportunities, the Study is intended to serve as a guide for positive change that both benefits the immediate area and the citizenry of Columbia County.

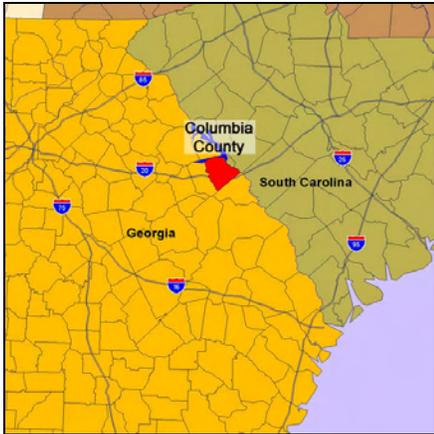
This section provides a summary of existing conditions within the Study Area. Study Area components are divided into functional categories for the purpose of organization. Within each category an Overview is provided with background information and theories, existing conditions are described, and strengths, weaknesses, opportunities, and threats are summarized.

Location and Context

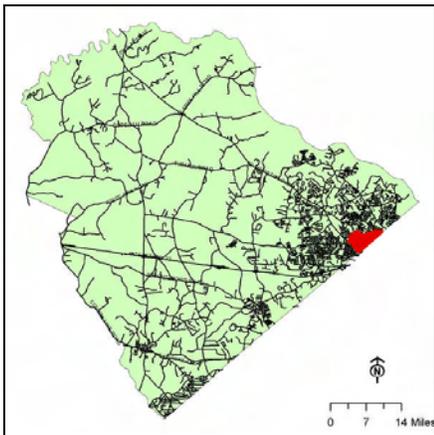
Martinez is an unincorporated area of Columbia County, Georgia, with its center being the area around the intersections of Washington and Old Evans Roads. It lies between Augusta and Evans affording exceptional access to the Augusta region and the rest of the southeastern United States via Interstate 20 and a system of State and local roads.

The Central Martinez Study Area generally includes the commercially zoned properties fronting Washington Road between the county line and Hightower Drive. It also includes the area south to the Richmond County border and north to the back of the single-family residential neighborhoods. Please see the Study Area map on the following page.

The Study Area is surrounded by primarily single-family residential neighborhoods dating from the 1970s and early 1980s. These neighborhoods reflect the first wave of suburban expansion from Augusta into Columbia County. In fact, the residential expansion created the demand for many of the large-scale commercial centers that currently exist in Central Martinez.



Map showing Columbia County in a regional context



Map showing Study Area with Columbia County



A residential street in Central Martinez

1.2 STREET PATTERNS

Overview

Streets and blocks are the most important defining characteristics of a community. While buildings and land uses often change, the platting pattern of a community usually remain unchanging over the centuries. Blocks and streets can be thought of as the “bones” of a community. As bones determine human height, stature, and looks, the arrangement of different block and street patterns directly affect the types of communities that they can support and the importance of key building sites.

There are two principal types of block and street patterns:

Dendritic, or tree-like, street systems are made up of many small and disconnected local streets that feed into fewer collector streets that, in turn, feed into even fewer arterials. The pattern contains many dead-end local streets, forcing all traffic onto collectors and arterials and resulting in large block sizes and increased trip distances.

The *dendritic* pattern tends to discourage walking, encourage traffic congestion on collectors and arterials, and create a transportation system that is prone to shutdown when accidents or other incidents disrupt traffic on collectors or arterials. Its creation of longer trips also supports conventional suburban-style land uses marked by their automobile orientation, separation of use, and disregard for the quality of the streetscape. These great distances also have a direct impact on the ability of emergency vehicles to respond to situations in an efficient manner.

Interconnected street systems are made up of a series of small and medium sized streets arranged in a grid or modified grid pattern. In this pattern, virtually all streets connect to other streets. This provides small blocks, ensuring many possible routes of travel, and eliminating the need for wide and high traffic arterials and collectors.

The interconnected street pattern encourages walking, bicycling, and other forms of non-motorized transportation, because it increases the likelihood of being able to make a trip without being forced onto a high-speed, high-volume arterial or collector. It also tends to support pedestrian-oriented land uses by allowing land uses to be closer together, thus increasing the opportunities for shared parking and pedestrian-oriented streetscapes.

“Smart growth” principles generally support an interconnected system over a *dendritic* system, because it balances pedestrian and vehicular needs better. Both cars and pedestrians operate



The arrangement of streets defines towns and cities the world over



A dendritic street system



An interconnected street system



In a dendritic system, the distance from A to B is one mile and achievable along one route

more efficiently when many routes of travel, shorter distances, and more direct trips are available. Generally, block sizes of not more than 800 feet in length, but preferably between 200 and 600 feet. In developed areas with an existing *dendritic* system achieving this can be a challenge because interconnected systems work best over a large area. In most places the reality is that arterials and collectors serve transportation needs that extend beyond the immediate area. Even so, a localized interconnected system can reduce congestion on these streets by dispersing local trips.

The arrangement of streets can be used to define key public spaces and building sites. In traditional community design, important buildings were often located at the end of a street vista (see image on preceding page). Similarly, parks and open spaces were always defined by streets to ensure maximum public access.

Existing Conditions

Central Martinez contains a block and street system that is a combination of a *dendritic* and an interconnected system. Within the Study Area, major interconnected arterials exist, but the blocks they create are several miles in length. Smaller local streets to the southwest of the Study Area create smaller blocks, reflective of their residential character. The street layout in the core suggests that the street system was more extensive once, but likely succumbed to redevelopment.

Strengths, weaknesses, opportunities, and threats associated with Central Martinez’s Street Pattern can be summarized as follows:

Strengths

- Interconnected streets, which exist in the area bounded by Washington Street, Davis Road, and Bobby Jones Expressway.
- Blocks as small as 300 feet in length, which exist in the residential sector to the west.

Weaknesses

- Few local north-south streets.
- Over-reliance on Bobby Jones Expressway and Davis Road for local north-south movements.
- Few local east-west streets.
- Over-reliance on Washington Road for local east-west movements.



In an interconnected system the distance from A to B is one half mile, with multiple route options



The street system of Central Martinez



Street patterns suggest that a street once ran in front of K-mart

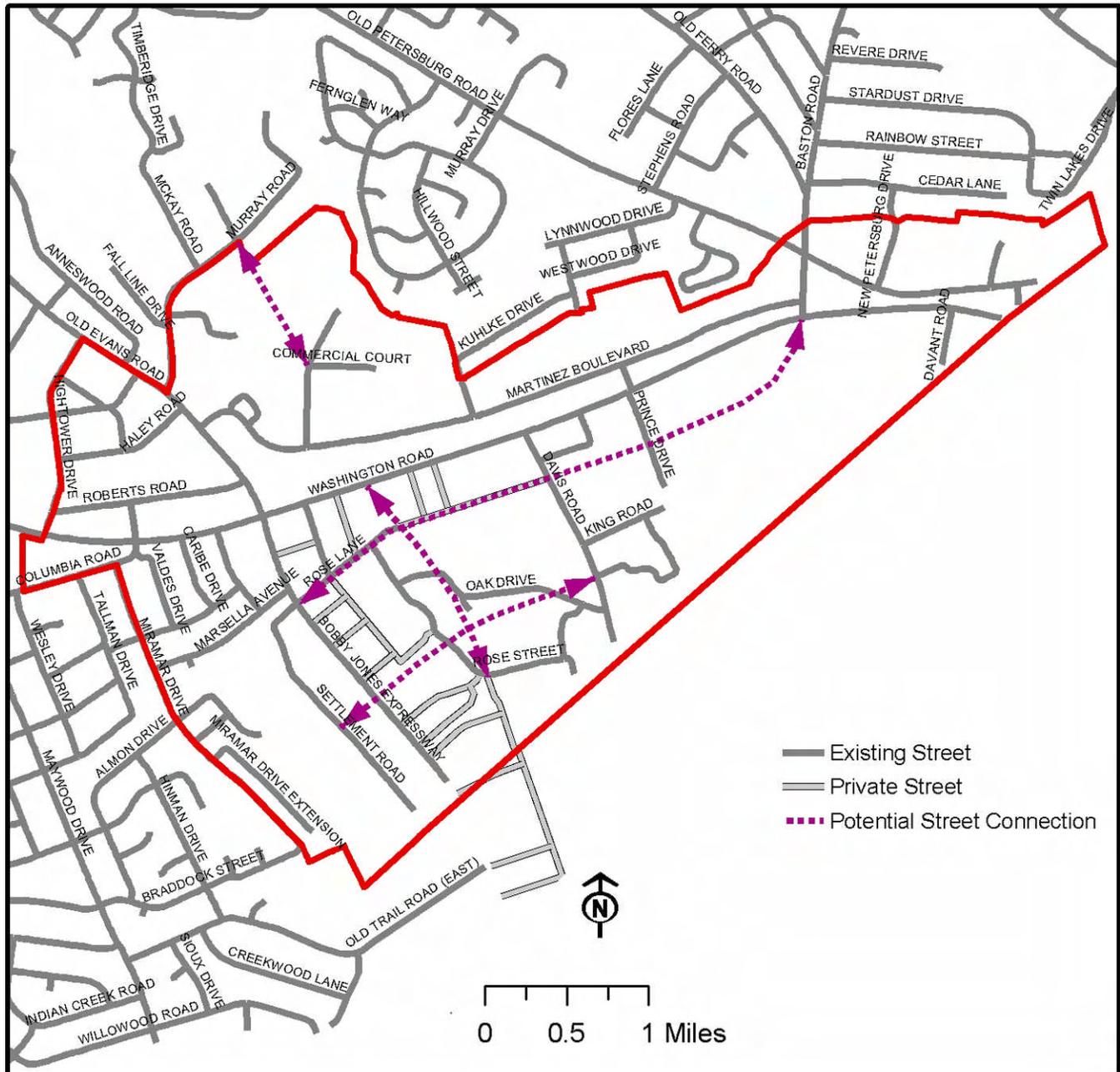
Opportunities

- Alteration of the Study Area's street patterns through the creation of new streets (see next page for potential locations).
- Conversion of existing private streets into more traditional streets through the addition of sidewalks, striping, and curbs.
- Reduction in traffic on key streets by providing alternative routes.
- Terminus (focal) points.
- Large sites, which provide opportunities for new streets when redeveloped.

Threats

- Difficulty in applying a block and street pattern retroactively.
- The rail line north of Washington Road, which limits opportunities for new streets.
- Small parcels, which can be difficult to consolidate.

Streets and Blocks



1.3 PUBLIC REALM

Overview

The notion of public space is the foundation upon which American democracy is based. Whether plaza, park, or national forest, publicly owned spaces represent collective grounds shared by all Americans. They are the basis of many of the basic freedoms that make us who we are.

In a world where people are increasingly isolated from one another by technology and fast-paced lifestyles, people are increasingly recognizing the value of spaces that allow them to connect with other people. In fact, one of today's hottest real estate trends is the community where people can partake in a wide variety of public spaces on a daily basis. Many people no longer want to drive many miles to walk down a pleasant, tree-lined sidewalk, play in a park with their children, or relax on a warm summer evening. They now want communities that provide all of these public space opportunities and more.

There are five major categories of public space in the USA, each with their own distinct definition and applicability:

Streets and sidewalk are the most often used public spaces in towns and cities. In addition to serving as a transportation conduit, streets and sidewalks can be designed to encourage human interaction and community building. Streets can serve as parade routes or the location of special festivals, while in-town sidewalks can provide room for cafe dining, street furniture, and street trees.

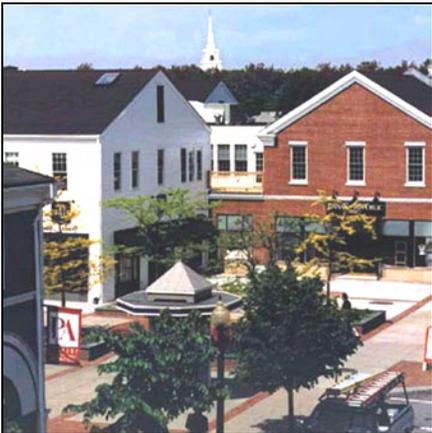
Plazas are hardscaped gathering spaces located in a town or city center and surrounded by commercial, mixed-use, or civic buildings. Plazas often include fountains, benches, and similar elements. Their entire surface is accessible to the public and consists of stone, concrete, or durable pavement interspersed with trees and limited plant materials.

Parks are landscaped recreation and gathering places that can be located in any area of a town or city. They may be surrounded by residential or commercial buildings, and are often the focal points of neighborhoods. Parks often include picnic facilities, drinking fountains, benches, and playgrounds. Larger parks may include ponds, sports fields, and courts. Well-designed parks are defined at the edges by streets. Their accessible landscape consists of paths, trees, lawns, shrubs, and other plant materials.

Greenways are linear parks that can serve as corridors for transportation, wildlife migration, or protection of key habitats that occur in a linear manner, such as the riparian zones along creeks



A mother experiences a pedestrian-friendly public realm



A plaza surrounded by mixed-use buildings in Mashpee, MA



A park is the center of this neighborhood in Harbor Town, TN



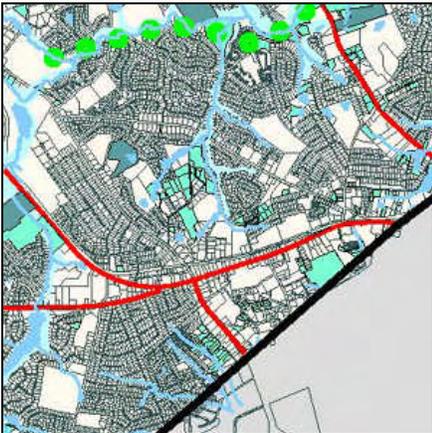
This greenway is an environmental and recreational amenity

and rivers. Greenways can also connect plazas, parks, and conservation lands. Because of this, they can be located in virtually any setting or scale.

Conservation Lands protect and enhance areas of environmental and historic significance. They are usually located at the end of a village, town, or city. Because their primary purpose is the protection of open space, they can include camping sites and trails.

Existing Conditions

Quality public space within the Study Area are lacking. There are no public parks or plazas in the Study Area, although there is a historic cemetery just west of K-mart. The Columbia County Greenspace Program, “targets remaining vacant parcels in Evans-Martinez for acquisition/protection in order to provide small-scale pocket parks and passive open space,”¹ but this blanket statement does not take into consideration the location of those parcels or their appropriateness for parks. For example, the plan calls for protecting several vacant lots of Rose Street and Oak Court, even though they are disconnected and perhaps better used for other purposes. It also calls for protection of lands along Settlement Road, which appear to be somewhat more suited for park space. Parks and plazas should be located in locations that maximize their use and visibility, not tucked away from sight on leftover land.



The Columbia County Greenspace Program identifies vacant lots in Central Martienz

The Greenspace Program notwithstanding, large public parks are neither likely nor desirable in the Study Area. Numerous opportunities exist to create plazas or small pocket parks as part of redevelopment of underutilized properties; such could create a focal point for both the Study Area and the entire Martinez area. These, and other opportunities, however, could be lost with poorly planned future development.

The primary way to experience the public realm in Central Martinez is through driving down the street. Years of auto-oriented planning have created streets, land-uses, and streetscapes that have ensured the primacy of the automobile as the transportation mode of choice. Even from a driver’s point of view, the public realm experienced from behind the wheel is anything but appealing in most parts of the Study Area. A variety of factors, including generic architecture, lack of landscaping, signage, and aboveground utilities create a public realm that is chaotic, ugly, and rapidly approaching obsolescence.



A lone grave is hidden in the cemetery next to K-mart

¹ Columbia County. 2001. *Forward 2020: The Columbia County Growth Management Plan*. Evans, GA: Board of Commissioner of Columbia County, pp. 7-18.



Overhead utilities and signage create an unattractive public realm

The following summarizes the public realm strengths, weaknesses, opportunities, and threats within the Study Area:

Strengths

- Vacant land, which could be partially utilized for parks or plazas.
- Private open space within some multifamily residential areas.
- Columbia County Greenspace Program, which supports small pocket parks and plazas within the Study Area.

Weaknesses

- Lack of quality public realm.
- Auto-oriented streets.
- Unattractive commercial streets.
- Missing sidewalks.
- Columbia County Greenspace Program, which calls for preserving vacant lands for parks and open spaces, regardless of their suitability for such.

Opportunities

- New public spaces on undeveloped land.
- New public spaces on redeveloped land.
- Greenway corridor along the rail line.
- Town center plaza or park.

Threats

- Development, which could occur without appropriate open spaces.
- Poorly designed open spaces, which could limit their use and fail to capitalize on the need for a community focal point.
- Poorly located open spaces, which could result when open spaces are relegated to the sites with least development potential.



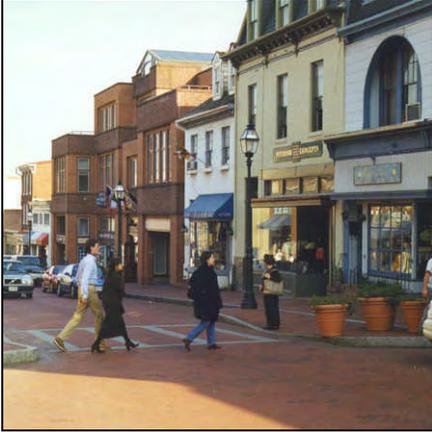
Missing sidewalks create an unsafe public realm for pedestrians



New development could provide small pocket parks

1.4 SPATIAL FORM

Overview



Individual buildings can be arranged to form a continuous row

“Spatial form” refers to the way in which the placement and massing of buildings work together to form a space greater than the individual buildings. Different spatial forms have different impacts of human psychology and the ability of places to support certain activities. For example, most people like to feel protected while walking. This is best achieved by making people feel enclosed. From a psychological point of view, a street with a height to width ratio of between 1:1 and 1:3 provides the necessary enclosure. Therefore, if there is a desire to create an environment where walking is encouraged, streets should respect these ratios. The existence or lack of enclosure has a direct impact on driver behavior; all else being equal, buildings close to the street psychologically narrow it and result in slight decreases in vehicular speeds.



Homes in this neighborhood are arranged to define a park space

Spatial form also takes into account the legibility of a place, or how easy it is for a visitor to quickly understand its overall organization. A figure ground study is a valuable tool for understanding this component of spatial form. In a figure ground study, the placement of buildings and their inter-relationships are reduced to a simple map showing their location on an otherwise blank background. This allows for an understanding of not just the buildings as objects, but, more importantly, the spaces between them, which tend to reflect public or quasi-public spaces. These spaces represent the most commonly experienced spaces of a community.

Existing Conditions



There is no enclosure along Washington Road

Central Martinez has a poorly defined spatial form. With the exception of single-family homes and the common setback of many commercial parcels, there is little or no rhyme or reason to the placement of buildings or the organization of the spaces between them. Buildings appear to be placed at random and with no regard for creating anything greater than themselves. Streets are wide and framed with single-story buildings that are set back so far that they create no enclosure. The lack of enclosure creates an environment that is pedestrian hostile. It creates an area that is visually confusing and without any focal space that can be identified as the “there” spot of Central Martinez.

The following summarizes the spatial form strengths, weaknesses, opportunities, and threats within the Study Area:



These buildings define the street as an outside room

Strengths

- Residential neighborhood street enclosure.

Weaknesses

- Lack of enclosure in commercial areas.

Opportunities

- Redevelopment, which can be programmed to occur in a cohesive manner.
- Creation of a focal point, which can begin to define a center for Central Martinez.

Threats

- Commercial prototypes, which often impose uncreative and contextually oblivious buildings upon a community.
- Zoning, which often forces building separation and fails to require the creation of cohesive spaces.

Figure Ground Study



1.5 ARCHITECTURE & PLACEMENT

Overview

Until the turn of the twentieth century architecture was used to define and dignify the public realm. Buildings were placed to provide order to the street and enrich the pedestrian experience. Most buildings in villages, towns, and cities came up to the sidewalk and fronted it with dignified entrances. Commercial buildings typically incorporated awnings/canopies, display windows, wide sidewalks, and sidewalk space for displaying goods or outdoor dining. Residential buildings either had stoops, porches, balconies, or a small green space between the building or the sidewalk bordered by a low garden fence or knee wall. All of these elements created buildings that were oriented towards the street and with a clear division between public and private space.



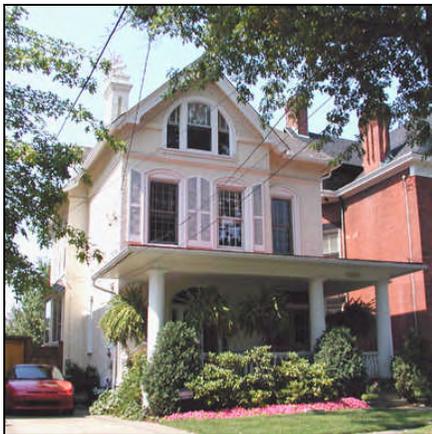
The Ebenezer Baptist Church in Atlanta dignifies the public realm

As time progressed, greater setbacks occurred for commercial and residential buildings. In the streetcar suburbs of the early 1900's, houses were usually set ten feet from the sidewalk in the center of the neighborhood and 30 feet on the edge. As with older villages, cities, and towns, most early suburbs were within a five-minute walk of small commercial center or a transit stop. Many of the suburbs could not support commercial unless the housing density was a minimum of 6-7 units per acre.



These commercial structures in Charleston create a pleasant streetscape

Style variations notwithstanding, buildings and their orientation towards the street remained stable from 1900 until World War II. This all changed after WWII, when the car became the primary mode of transportation. With the change, both commercial and residential environments transformed from being pedestrian-oriented to vehicle-oriented. Highway standards and codes sympathetic to the motorist were enacted, and architecture and building placement became focused on responding to the automobile. The speed at which most people experienced their communities increased and buildings were placed farther from the street to accommodate frontal parking. As a result, building detailing became less important than easy recognition; architecture became secondary to curb appeal. A few shrubs, trees, and flowers with large signs were much more important than relationships to the street or respect for the public realm.



A wide porch on this Pittsburgh home enhances the street

Today, much of American architecture is defined by being easily recognizable. Chain retailers look the same everywhere, and homes are sold based on readily recognizable "curb appeal". The exteriors of buildings have become insignificant. As a result, much of America's newer areas are visually monotonous.



This retail plaza has no features to distinguish it, or Central Martinez, from other shopping areas

Existing Conditions

Architecture in Central Martinez is, for the most part, non-descript. Most commercial buildings found in the Study Area are single use, one story tall corporate prototypes lacking any architectural detail or reflection of the history of Columbia County or Central Martinez. Their horizontal scale fails to provide for mixed-uses and results in every building being an object unto itself, with no compatibility with adjacent uses.

Commercial buildings are designed to accommodate the automobile, and not the pedestrian. None of the buildings define the public realm in a dignified manner. The area's major streets are defined not by architecture, but by vast parking lots, signage, and minimum landscaping found in front of each single use building. Additionally, many are not aging well, which creates the perception among consumers that Central Martinez is declining.



This old Folk National style home lies abandoned on Rose Lane

The residential architecture found in the Study Area is medium density single-family housing and townhomes that relate to the street slightly better. Many homes are brick, with a variety of styles that range from 1960s "modern" to a more recent mish-mash of styles. There are also some older Folk National homes within the core of the Study Area that remain from before the area began to commercialize. An example is shown at the left.

Architecture could be used in Central Martinez to develop a sense of place. Zoning could be used to create architecture that defines the area in a positive way. New buildings could be oriented to redefine the public realm and create a more walker-friendly environment. More importantly, architecture could be used to develop a unique market identify for Central Martinez.

Strengths

- Local historic precedents.

Weaknesses

- Non-descript contemporary architecture.
- Buildings that poorly relate to the public realm.

Opportunities

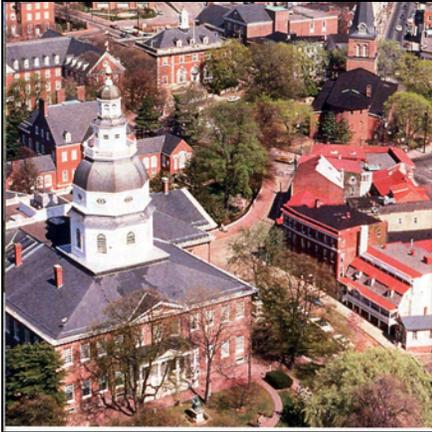
- Architectural standards or code requirements.
- New sense of identity through architecture.

Threats

- Inflexible commercial prototypes.
- Continued lack of identity could harm area's viability.
- Competition from new buildings in competing retail clusters.



The Evans Publix is better upkept than many Martinez businesses



Annapolis, MD, features a fine-grained mix of land uses



The rail line is a major Transportation /Communications/Utilities land use within the Study Area



Over time, unused parking could convert to other land uses

1.6 LAND USE AND LAND USE CODES

Overview

Land uses and the relationship between them impact the quality of life in a community. Different land uses have varying impacts on transportation and utility systems. The physical arrangements of these land uses and their proximity also support or discourage the use of different modes of transportation, including bicycling and walking; this can directly impact the vehicular system by reducing or increasing automobile traffic.

Towns and cities were traditionally built as mixed-use environments featuring housing, shops, offices, religious institutions, schools, parks, and factories all within a short walk of one another. As the benefits of mixed-use areas become known, it becomes increasingly important to understand the types of uses that can operate in close proximity. Many uses are very compatible, including retail, office, open space, civic, and residential uses. Other uses, such as industrial and transportation services, are more difficult to reconcile with other uses in a mixed-use setting.

Existing Land Uses

The Study Area's 782 acres contain a variety of uses organized into primarily single-use clusters. Commercial uses constitute the majority of the Study Area and are concentrated in the triangle formed by Washington Road, Bobby Jones Expressway, and the county line. West of Bobby Jones Expressway, land uses become primarily residential, with other pockets scattered throughout the Study Area. Other, less common uses are scattered throughout the Study Area. See the Existing Land Use map for more details.

Land Use	Acres	% Study Area*
Medium Density Residential	130	17%
High Density Residential	69	9%
Office/Professional	20	3%
Commercial	334	43%
Industrial	18	2%
Transportation/Comm./Utilities	4	<1%
Public/Institutional	24	3%
Road	133	17%
Undeveloped/Vacant	50	6%

*Based on percent of total land area, Number may not sum correctly due to rounding.



Although not a land use category, a huge amount of the Study Area is utilized as commercial parking

Residential uses in the Study Area are primarily single-family homes or townhomes. Single-family residential uses (shown as Medium Density Residential on the previous page) are located in neighborhoods on the Study Area’s western edge, while townhomes (High Density Residential) are more scattered and include a new development under construction on Commercial Boulevard.

The Study Area’s commercial uses are marked by the low-density, automobile-oriented commercial uses commonly associated with Interstate interchanges. Many of these uses are fast food restaurants, gas stations, and shopping centers. These uses, with their accompanying parking areas, are the defining characteristic of the Study Area.

The following summarizes the existing land use strengths, weaknesses, opportunities, and threats within the Study Area:

Strengths

- Various land uses within the Study Area.
- Proximity of housing to retail.
- Single-family neighborhoods, which should be protected.
- Different commercial types.

Weaknesses

- Lack of connectivity between land uses.
- Horizontal segregation of uses.

Opportunities

- New development mixing housing with commercial.
- Horizontal mixed-use, wherein uses are close to others.
- Vertical mixed-use, wherein different uses are on top of other uses.
- Retail and housing trends now favoring large-scale, mixed-use environments.

Threats

- Zoning, which prohibits mixed-uses in C-2.
- Commercial sprawl, whereby existing retail facilities are abandoned in sake of newer ones.
- Lending markets, which can make it difficult to finance mixed-use projects.

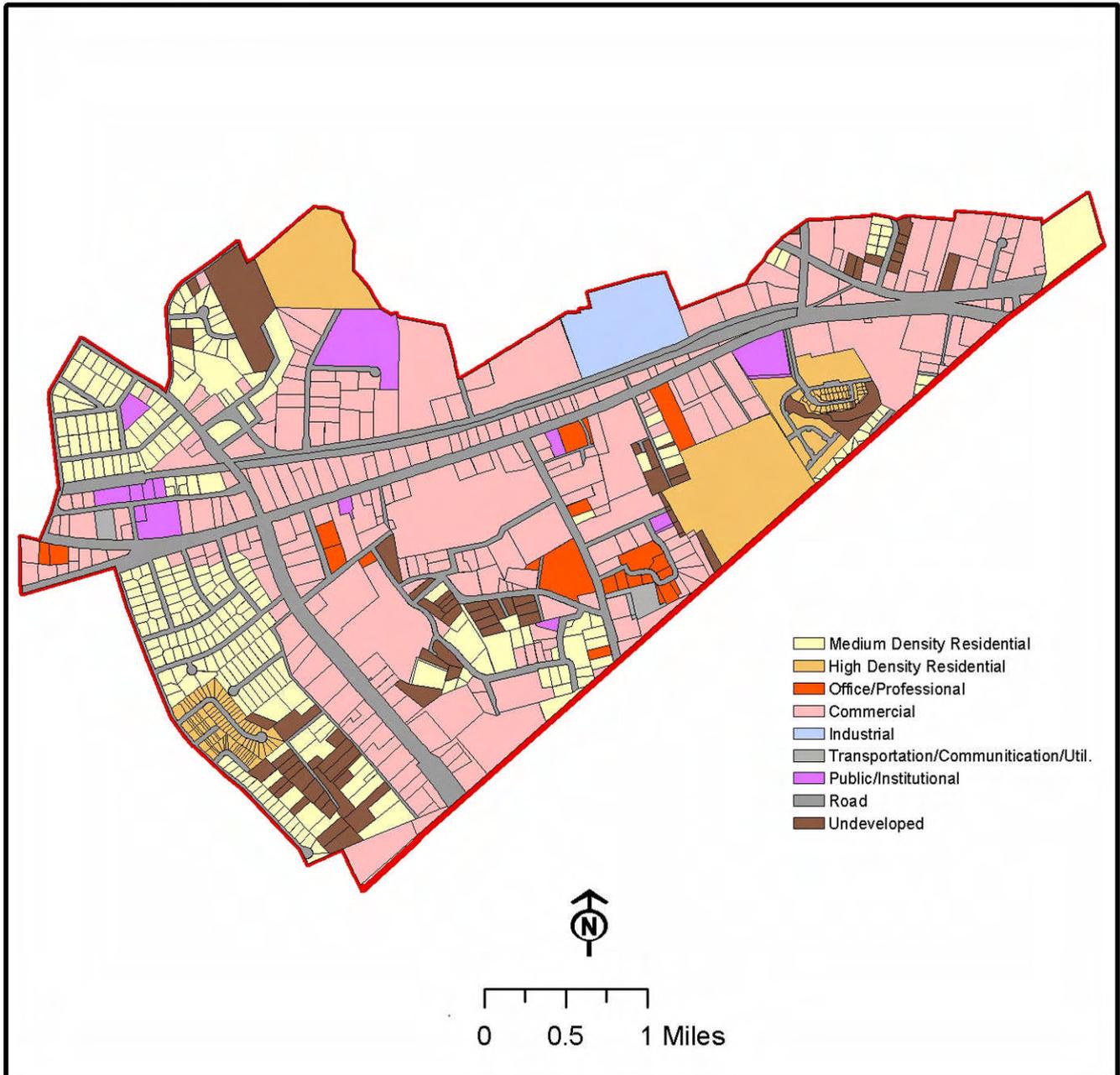


Nationwide, old shopping centers are being vacated in favor of new ones



These townhomes in North Carolina have small shops at ground level

Existing Land Use





This former residential neighborhood is classified as Commercial

Future Land Use Classifications

The Columbia County Growth Management Plan establishes future land use classifications for all areas of the county. The classifications need not comply with current on-the-ground land uses, but rather reflect desired long-term land use changes. Under Georgia law, the future land use plan serves as the legal basis for rezoning activity on the part of the county. Therefore, it is important that the plan accurately reflects the desired vision for the subject area. The classifications should serve as a guide for directing public infrastructure improvements that support the desired future land use.

Within the Study Area, the Columbia County Growth Management Plan shows Commercial within the majority of the Study Area. The residential neighborhoods on the western side of the Study Area are shown as Residential – Medium Density, while the townhomes development south of Washington Road, on the Study Area’s eastern edge, are shown as Residential-High Density.



Miramar Drive, the western edge of the Study Area, is classified as Residential-Medium Density

The following summarizes the future land use classifications strengths, weaknesses, opportunities, and threats within the Study Area:

Strengths

- Various classifications within the Study Area.

Weaknesses

- Current plan segregates residential and commercial.
- Lack of a Mixed-Use land use classification.
- Extensive Commercial classification within the Study Area.

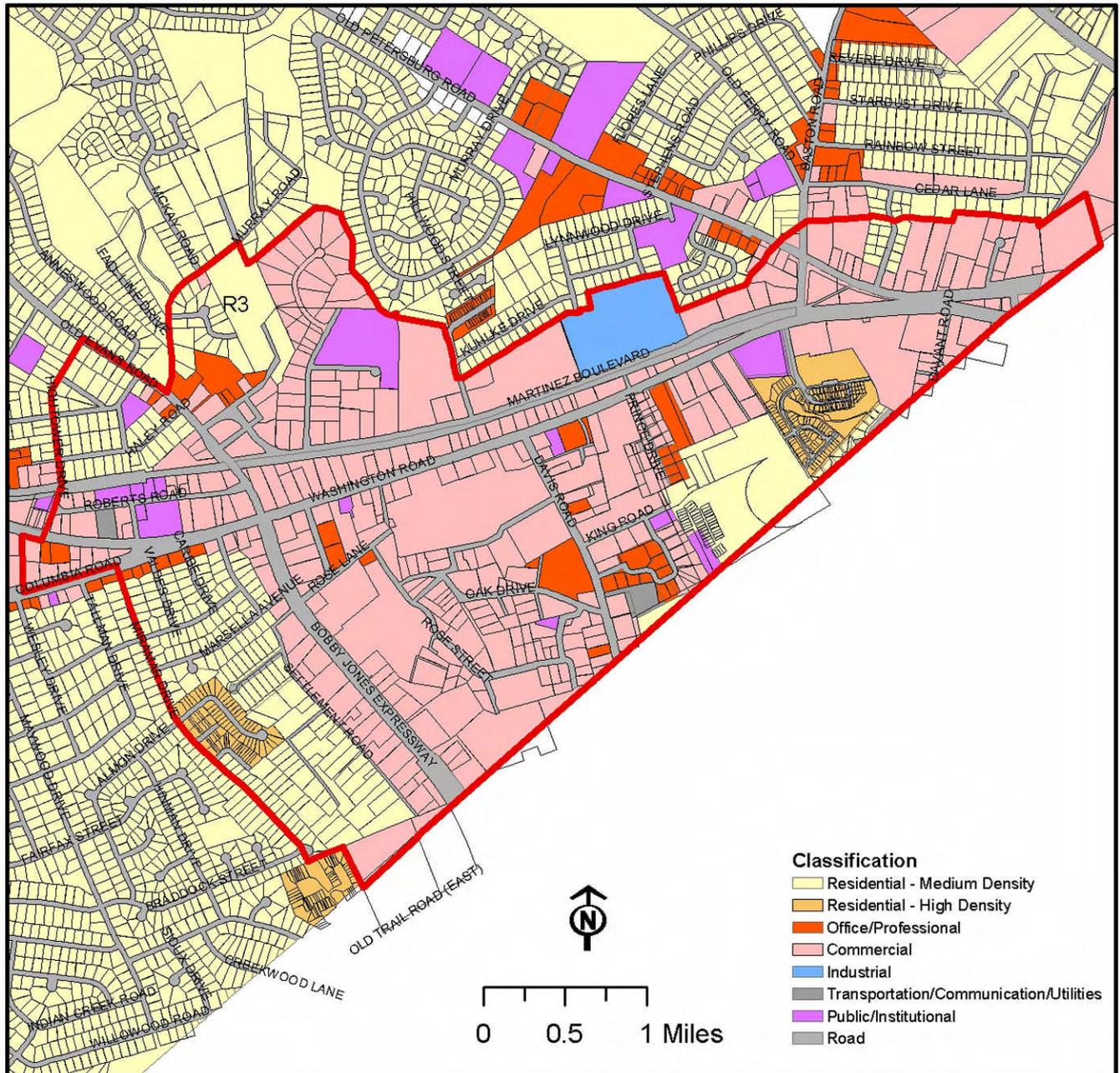
Opportunities

- Changes to Future Land Use Map.

Threats

- Resistance to change.

Future Land Use Classifications





Current C-2 zoning permits many automobile-oriented uses in Central Martinez

Zoning Designations

Columbia County regulates the development of property through the use of zoning districts. The districts control things such as height, use, setbacks, parking, etc. They are the implementation tool of the Columbia County Growth Management Plan and should support the desired future land uses, because it directly shapes development, zoning has a profound impact on built environment. More than any other single element, a community's zoning code affects how a community looks and functions for decades.

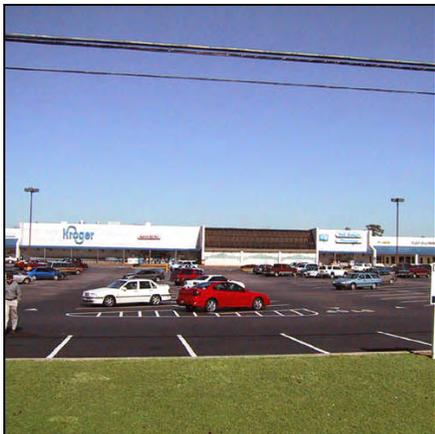
There are several zoning districts present in Central Martinez. Non-residential districts constitute the majority of the Study Area, including C-C (Community Commercial), C-2 (General Commercial), C-3 (Heavy Commercial), P-1 (Professional), S-1 (Special) and M-1 (Light Industrial). Residential districts are less frequent and primarily located on the periphery of the Study Area, including R-3 Single-Family Residential, A-R Apartment Residential and PUD Planned Unit (Development).



Zoning can support pedestrian-oriented land use patterns and buildings

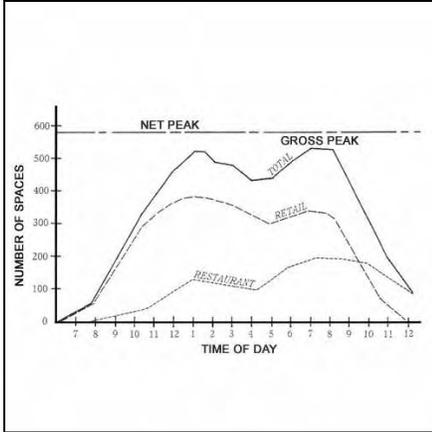
With the exception of the PUD district, the zoning districts with Central Martinez are predominantly single-use. R-3 and A-R permit no commercial uses. Similarly, in C-C, C-2, C-3, S-1 and M-1 the only residential uses permitted are single and two-family detached homes, subject to approval as a conditional use by the board of commissioners.

Zoning is largely responsible for the disconnected and auto-oriented character. There are no sidewalk requirements and street and sidewalks connections between new developments are not encouraged. In fact, the code requires a buffer or "no man's land" between residential and commercial districts. While this may be appropriate when commercial uses are auto-oriented big-box retailers or other conventional formats, but it is not desirable when developed with smaller-scale, neighborhood-oriented businesses.



Walkability is impossible when stores are set hundreds of feet from the road

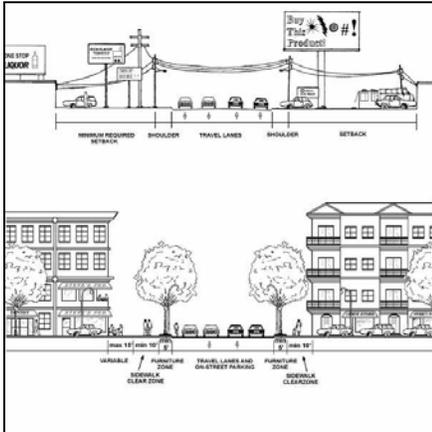
In commercial districts the front setback from the centerline is 55 feet on streets, 90 feet on collectors, and 125 feet on arterials. The purpose of this is to ensure adequate room for potential road widenings, but it makes it impossible to build pedestrian-oriented, street fronting buildings without going through a variance process. On streets where widening is unlikely, it may be possible to permit buildings closer to the street to encourage walkability on key local or collector streets. Minimum lot widths of 100 feet and side setbacks of 20 or 30 feet also make it impossible to recreate Main Street-style shopping environments where buildings are narrow and continuous, unless such is developed by a master-developer as one parcel. Commercial districts also do not require sidewalks to be built unless new development includes a new public street. In existing areas this virtually ensures that no new sidewalks will be built.



The Urban Land Institute provides a shared parking model to determine how much parking is really needed

Commercial parking requirements prohibit most shared parking; this encourages more parking than may be needed, particularly when uses that are opened at different times are located in the same center. Luckily, opportunities for reductions are provided by administrative variance.

Signage regulations in commercial zoning districts also reinforce the auto-oriented nature of Central Martinez. Although much of Central Martinez is in the General Sign Overlay District, freestanding individual signs with an area of up to 150 feet and a height of up to 20 feet are permitted. These are even greater for freestanding signs that are part of a planned center. Wall signs are permitted up to 20% of the wall area and up to a maximum of 200 square feet. These sizes and heights are clearly intended to make signs visible from far away to drivers traveling at high speeds. When viewed into the context of existing overhead utilities, they also contribute to visual clutter. Other parts of Columbia County, most notably Evans Town Center, have customized sign ordinances that require smaller signs.



Zoning can transform an area over the long-term

Residential districts have front setbacks varying from 150 on arterials, to 120 feet on collectors, to between 75 and 100 feet on local streets, depending on the district. They also allow parking in the front yard, which is detrimental to creation of a visually pleasing and pedestrian friendly community. There are also no residential design guidelines in zoning regulations.

Strengths

- Mix of districts within the Study Area.
- Administrative variation of parking requirements.

Weaknesses

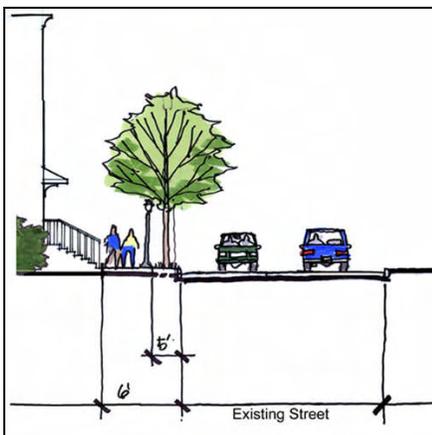
- Sign regulations.
- Lack of design requirements.
- Parking regulations, which prohibit shared parking.
- Setbacks, which prohibit sidewalk-oriented buildings.

Opportunities

- Creation of a new Central Martinez zoning district.
- Sidewalk and connectivity requirements.

Threats

- Resistance to zoning changes.



Zoning can require wide sidewalks and pedestrian-oriented buildings