



*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.<sup>1</sup> 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.<sup>2</sup>

**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..
- 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 via long-term redevelopment behind the West Town Shopping 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.
- Installing landscaping at the fork of Washington and Columbia Roads, in front of the existing gas station.

<sup>1</sup> 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.

<sup>2</sup> 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*

- 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.

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 encourage, but not as essential, in other areas.

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 and expansion 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.



West Town Shopping Center today

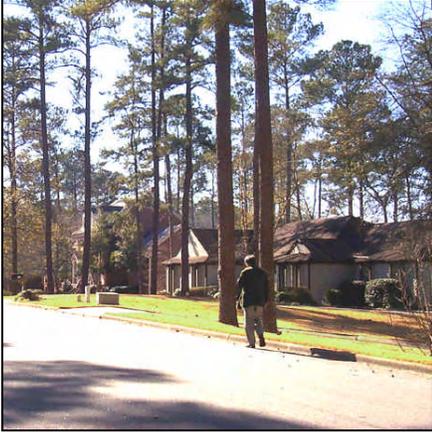
Key land use **Projects** within the Concept Plan include:

- Transforming the West Town 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
<b>Uses</b>							
<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>	■	■	■	■	■	■	
<b>Density</b>							
<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
<b>Buildings</b>							
<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
<b>Open Space</b>							
<i>Developments &gt;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 &lt; 5 acres</i>	5%	5%	5%	5%	n/a	n/a	n/a

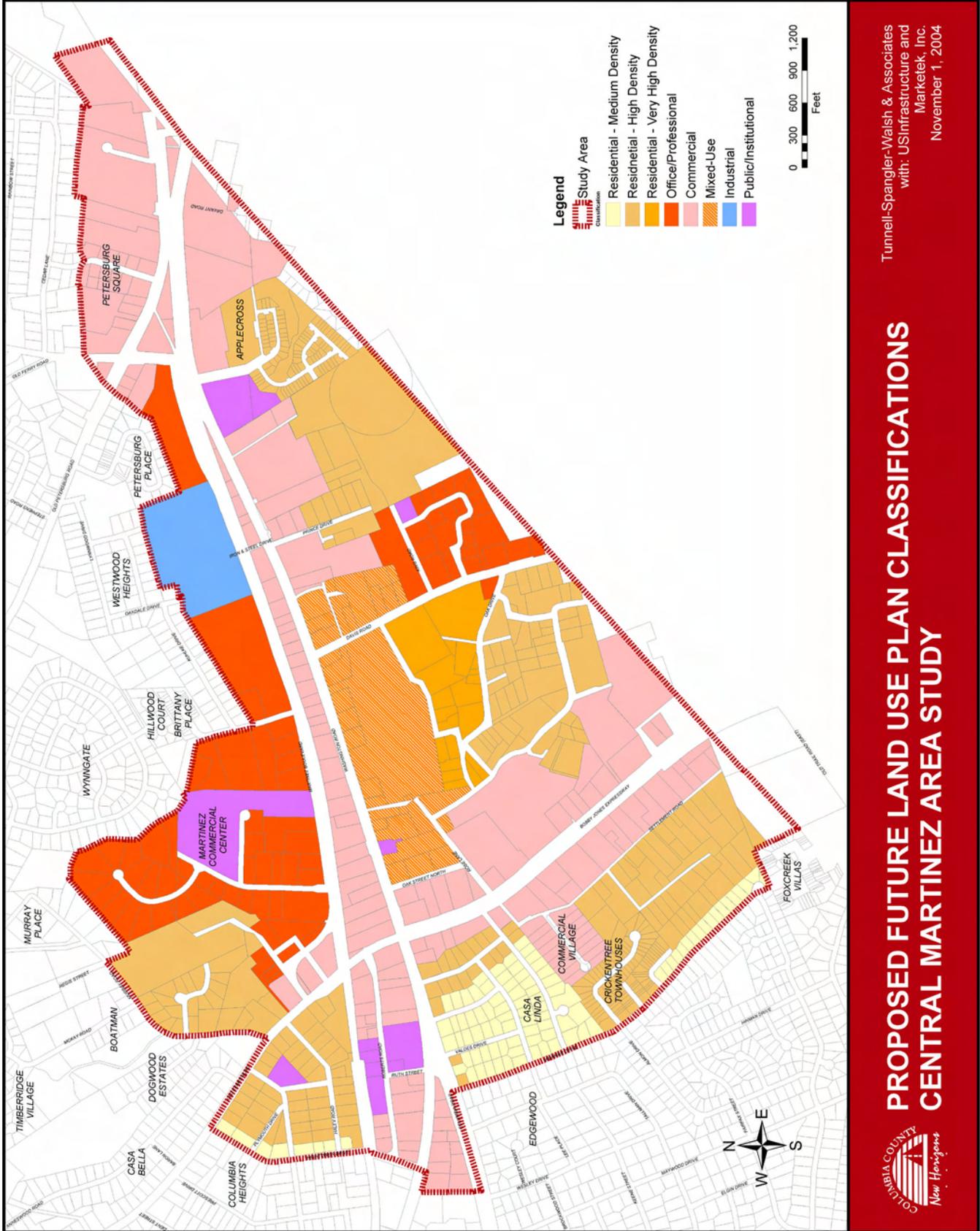
\*As measured from the back of the required sidewalk, not the property line.



*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*

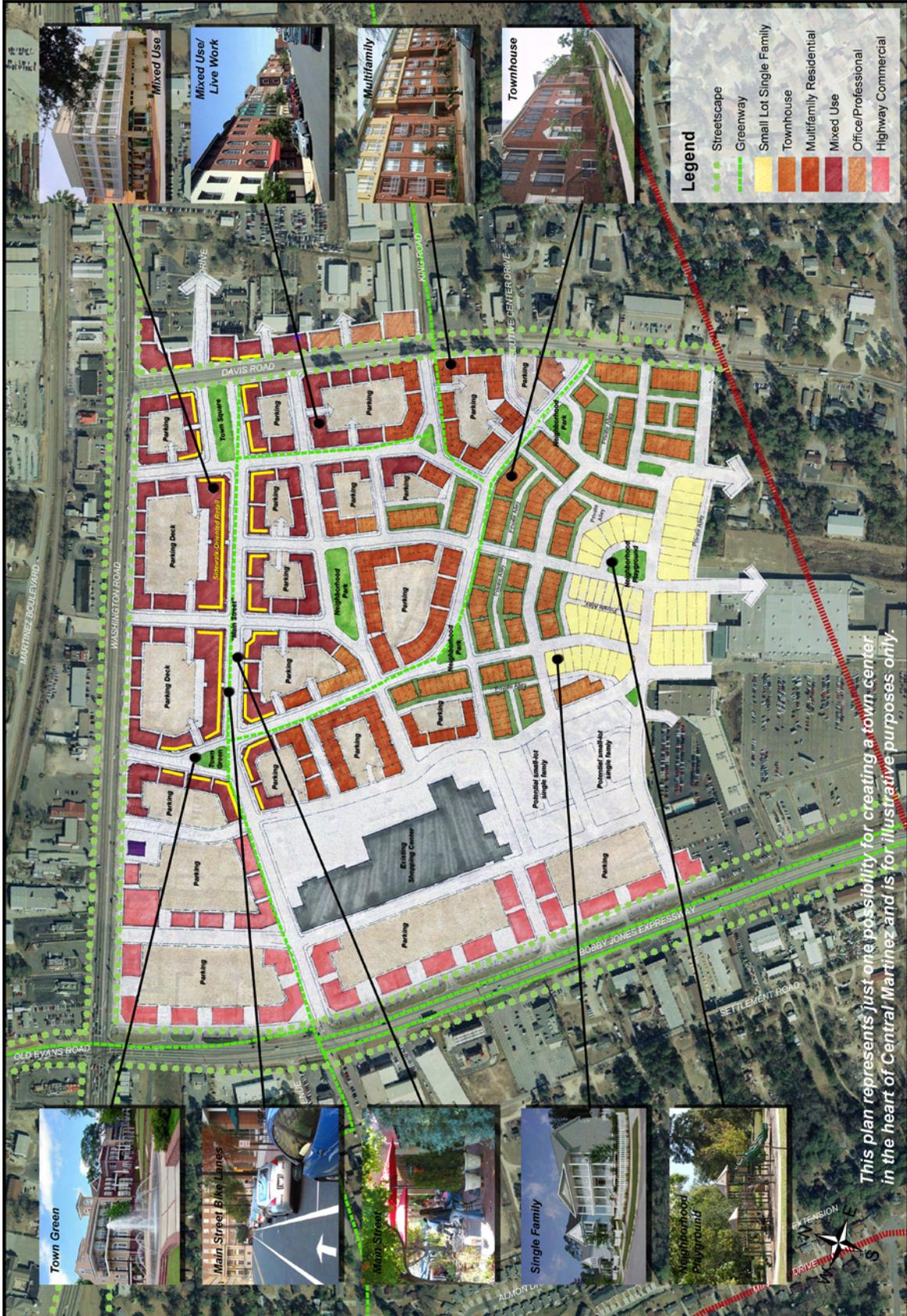
The Land Use Concept also goes into detail on key parts of the Study Area. These areas are defined below.

### 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 West Town 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.



**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.*

Tunnell-Spangler-Walsh & Associates  
with: USInfrastructure and  
Marketek, Inc.  
September 15, 2004

**MARTINEZ TOWN CENTER CONCEPT PLAN  
CENTRAL MARTINEZ AREA STUDY**





West Town Shopping Center: Phase One

West Town Shopping Center

The West Town 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.



West Town Shopping Center: Phase Two



West Town 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 pedestrian facilities 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.



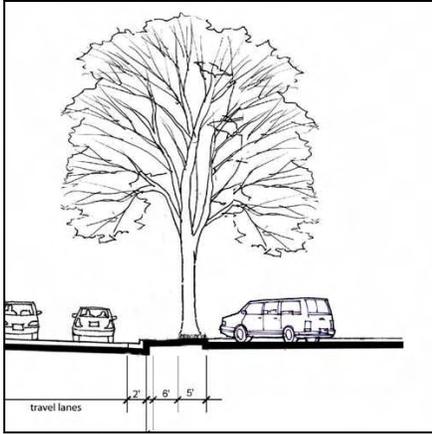
*Asphalt crosswalks, such as this, resemble brick and are highly visible to drivers (photo courtesy StreetPrint Decorative Asphalt Solutions)*



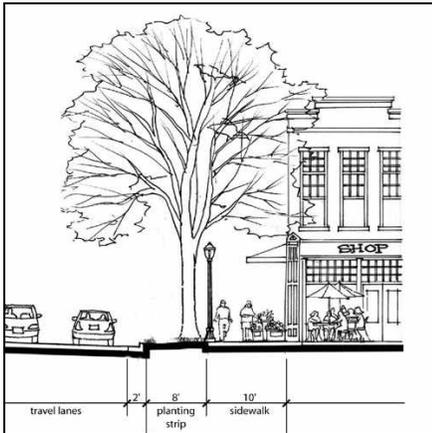
*Along State Routes with speeds greater than 35 miles per hour, trees must be eight feet from the travel lane*

- 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*

## 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:



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

- 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.



*A multiuse trail can serve both bicycle and pedestrian needs*

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 most 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 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 Avenue 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 Avenue 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.



Tunnell-Spangler-Walsh & Associates  
with: USInfrastructure and  
Marketek, Inc.  
September 15, 2004

**WASHINGTON ROAD CONCEPT PLAN  
CENTRAL MARTINEZ AREA STUDY**





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

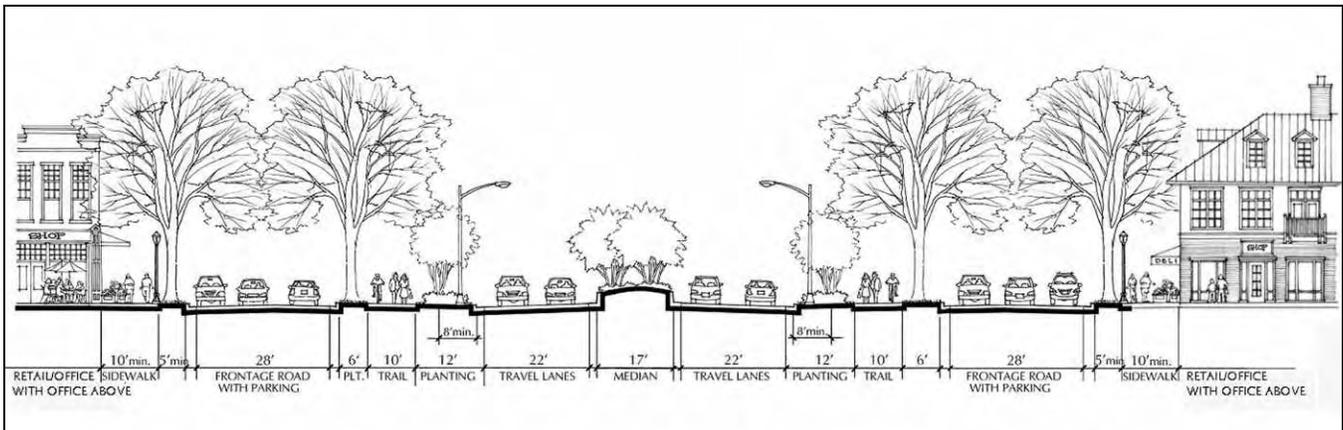
The Concept Plan’s most ambitious element is the long-term transformation of Bobby Jones Expressway into a boulevard through the addition of frontage roads within the existing 150 feet right of way. Frontage roads are street paralleling a major roadway that serve local trips and provide access to businesses or homes, 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 exact 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 West Town Shopping Center. The current land use in this area is predominately commercial. According to GIS data provided by the County, 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.