

**Submitted By:** Downtown Development Authority  
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**Project Type:** Streets/Roads/Bridges related projects - Transportation & Public Works Department

**Previously submitted but not selected:** No

**Continuation Project:** Yes-TSPLOST 2023; 28-College Square Pedestrian Plaza

**Executive Summary:** The project will enhance the pedestrian experience by improving the connectivity along College Avenue and link the UGA campus to City Hall. The project will build upon completed and ongoing projects in College Square and Clayton Street. The project proposes a raised speed table with textural changes in the College Avenue - Broad Street intersection, as well as streetscape upgrades along College and Washington Streets. The project is divided into three phases: Broad St at College Ave; City Hall Streetscape.

**Project Total Cost:** \$ 8,478,000

**Total Operating Cost:** \$ 70,000

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**Does this Project require the acquisition of any land?** No

**Project/Program Description:** The Downtown District Connectivity project links the Arches to City Hall in a pedestrian focused tree lined promenade. The project builds upon the themes and momentum of the recently completed Clayton Street streetscape project and the soon-to-be started College Square renovation project. The project is divided into three phases and gets its justification from the Downtown Master Plan, accepted in 2008. The plan calls for a pedestrian promenade between the Arches and City Hall and describes the plan thusly:

"The Corridor which exists between Broad and Clayton Streets needs to be redesigned. The wide linear pedestrian corridor connects the campus at the iconic Arch to City Hall and its proposed Park and Festival Site (the Town - Crown Connector). "

Phase 1-A of the project (Phase 1 is the soon to be started College Square project) links the Arches to College Square and begins the transformation of a busy auto-centric space to an inviting and safe pedestrian crossing. Creating a speed table with a textural change alerts the driver to slow down and yield to the pedestrian, but also creates the handshake between town and gown.

Phase 2 of the project envisions the "crown" at the top of the hill around City Hall. The goal is to link the entire College Avenue corridor together and establish a new village around City Hall to attract pedestrians to an exciting new space. Design features include a tapered stadium style seating at the base of the Spirit of Athens Plaza at City Hall and link the corridor along Washington Street to the Hot Corner Mural legacy park. Features include a renovated bus kiosk as a potential restaurant, wider sidewalks, and a broader use of trees to renovate a decidedly neglected area.

**How is this Project recommended/included in any approved ACCGOV Land Use Plan, Master Plan, Corridor Study, or Service Delivery Plan?** 2018 Comprehensive Plan - Economic Development: Policy (G) - Improve the accessibility of Downtown as everyone's neighborhood. Infrastructure: Policy (E) - Improve downtown streetscape and infrastructure and downtown physical and IT infrastructure. C) - Create gathering spaces that

are available and accessible to all. Infrastructure: Policy (E) -Improve downtown streetscape and infrastructure and downtown physical and IT infrastructure. The Downtown Master Plan: Page 48; College Avenue Promenade.

## PROJECT JUSTIFICATION

**How will the Project meet the stated Program Goals in the Mayor & Commission Strategic Plan to provide long-term, ongoing contributions to the Sustainable Transportation needs of the Athens-Clarke County?**

**Goal Area 1; Section D: Drive community transformation with a focus on creating spaces that are respectful and welcoming:** The Downtown Connectivity project will transform College Avenue and Washington Street into a pedestrian centered corridor that supports the vitality of downtown. The new design prioritizes the pedestrian experience, enhances the connection between the University of Georgia and City Hall, and supports the flourishing entertainment district for residents, businesses, and tourists. Softening the City Hall landscape to include seating, parks, and green space will create a welcoming area for all.

**Goal Area 1; Section E: Support & promote healthy lifestyle: moving, eating, forming healthy relationships, physical and psychological care:** A pedestrian culture is a healthy culture. Walking and interacting with others promotes both physical and mental health. A crowded central plaza and busy sidewalks increases public safety by the sheer number of people close to each other. More eyes on the street insures physical safety, opportunities for increased social interaction and promotes better mental health.

**Goal Area 5; Section A: Improve, expand, and maintain sidewalks, shared-use paths, and bike facilities to provide greater opportunities for residents to use active transportation safely:** Phase 1-A will greatly improve pedestrian safety for UGA students, visitors and staff by creating a speed table across Broad Street at the UGA arches. This intersection experiences high volumes of both vehicular and pedestrian traffic, increasing the potential for conflict. Increasing the visibility of pedestrians will also create a place-making "handshake" between town and gown. Phase 2 will create a friendlier and updated streetscape on Washington Street greatly improving the City Hall campus.

**Goal Area 5; Section C: Expand multi-modal Transit access to reduce auto dependency and provide greater mobility for Athens residents:** Reducing the need for multiple car trips will reduce the time spent traveling in vehicles. Creating and strengthening the pedestrian culture will incentivize people to travel downtown and walk to multiple destinations.

**Goal Area 5; Section D: Create more usable and aesthetically pleasing corridor connections between residential and commercial areas:** The City Hall Campus is badly outdated and suffers from extreme neglect, from unused tree wells to an abandoned bus kiosk. Phase 2 of this project envisions stadium style seating along the southeastern edge of City Hall, creating a restaurant - gathering space at the site of the old bus kiosk, to reclaiming the old bus bays into green areas.

**Goal Area 5; Section E: Enhance safety for all modes of transportation:** Phase 1-A, or the Broad Street speed table will greatly enhance the safety of the thousands of pedestrians that cross Broad at the arches, by increasing visibility and slowing traffic. The raised platform and textural changes will alert the driver to an urban environment and "renegotiate" the relationship between car and pedestrian. A textural change from asphalt to brick will send the signal to the driver to focus on pedestrians and slow down.

**Goal Area 6; Section A: Develop well-planned new infrastructure according to future land use values and framework:** The project strives to promote the economic and social development of downtown through renovating and improving the quality of our streetscapes, thereby beautifying downtown and creating a vibrant, welcoming and walkable environment in which citizens live, work, and play. Activating and improving the project area will enhance both business opportunities and social interaction through new infrastructure and renovated streetscape.

**Goal Area 6; Section B: Ensure equitable access to infrastructure to enhance safety and identity:** Improving the functionality and aesthetic appeal of our downtown streets serves to attract new businesses and new customers to downtown. College Avenue and City Hall are the most recognizable and visited area of downtown where thousands of visitors form their first impressions of our community. Making this area as vibrant as the newly renovated Clayton Street will foster new economic activity, jobs and cultural experiences.

## Project Costs

**Detailed project capital budget costs (to be funded from TSPLOST 2026 only):**

Project Costs (round to thousand)		Amount
1. Land Acquisition / ROW / Easement:	\$	
2. Design Fees: (Min.12% of New Const.; 14% of reno,; 16% for LEED proj.)	\$	560,000
3. Miscellaneous Fees: (Min. Minimum of 3% of Construction Costs – used for permitting, etc. Utilize minimum of 10% if land acquisition if necessary.	\$	150,000
4. Construction: (Not Including Phase 1)	\$	5,800,000
5. Construction Contingency: (10% of the Construction line item)	\$	580,000
6. Testing:	\$	125,000
7. Project Management: (4% of the total budget line items above)	\$	289,000
8. Project Contingency: (10% of the total budget line items above)	\$	750,000
9. Public Art: Calculated at 1% of the Construction line item.	\$	58,000
10. Other 1:	\$	
11. Other 2:	\$	
<b>Project Subtotal:</b>	\$	8,312,000
14. Program Management (2% of Project Subtotal):	\$	166,000
<b>TSPLOST 2026 Project Total:</b>	\$	<b>8,478,000</b>

Staff Comments regarding Estimate: *Increased Construction by \$800,000 per Sustainability Office for clean energy related aspects to project – Examples: electric bike charging racks, LED streetscape lighting that meets dark sky standards; EV charging stations; Uber designated parking areas; solar (array and/or canopy) installations in appropriate places to power lights/bike charger and provide shade; solar/storage powered electronic charging stations in rest and seating areas*

## Project Financing

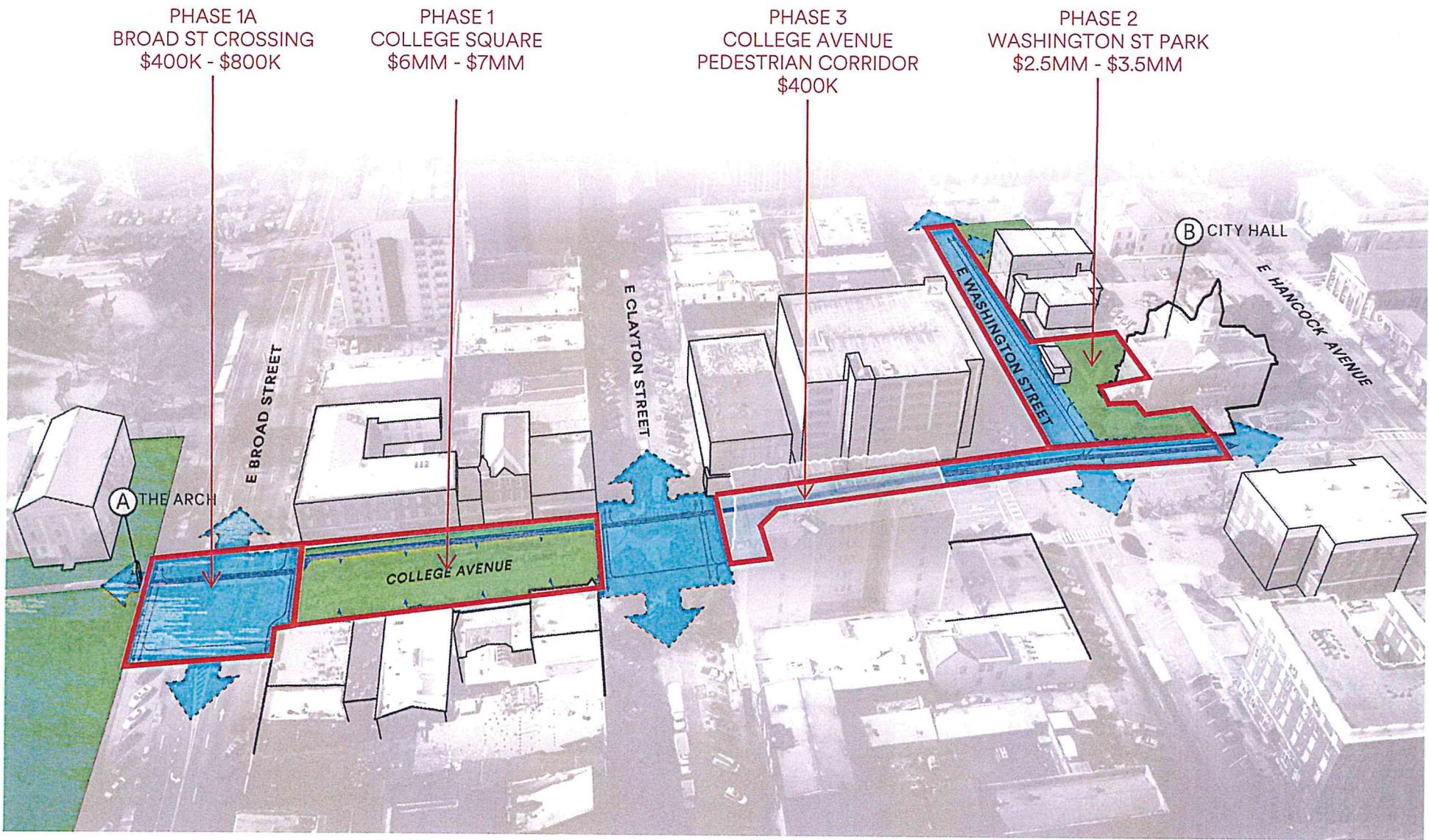
**Is the proposed Project to receive funding from source(s) other than TSPLOST 2026? No**

## Operating Cost

### Total Annual Net Operating Costs when Project is complete:

Only identify additional or net operating costs to be paid by ACCGov as a result of this Project. Identify the additional or net costs needed, above ACCGov's current operating budget, to operate the requested project; as well as any additional Project related revenues that would be generated. Provide budget costs for each identified category below.

Operating Costs (round to thousand)	Estimated Impact for Annual Operating Expenditures
<b>TOTAL PROJECTED REVENUES FROM PROJECT</b>	
<b>PROJECTED EXPENDITURES</b>	
1. Personnel Costs: from Appendix A	
2. Annual Utilities:	
• Natural Gas:	
• Electrical:	
• Water:	4,000
• Sewer:	4,000
• Phone:	
• Solid Waste Collection:	
• Other:	
3. Operating Supplies:	20,000
4. Equipment Maintenance:	2,000
5. Facility Maintenance:	14,000
6. Other: Public Art Maintenance	1,000
7. Other: Life Cycle Replacement	25,000
8. Other:	
<b>TOTAL EXPENDITURES</b>	
<b>NET OPERATING COSTS OF PROJECT:</b>	<b>\$ 70,000</b>



Nodes   Corridors





**spg** Planners +  
Engineers



Downtown Core

01 Connection to Normaltown

03 Activate Connection to the Classic Center

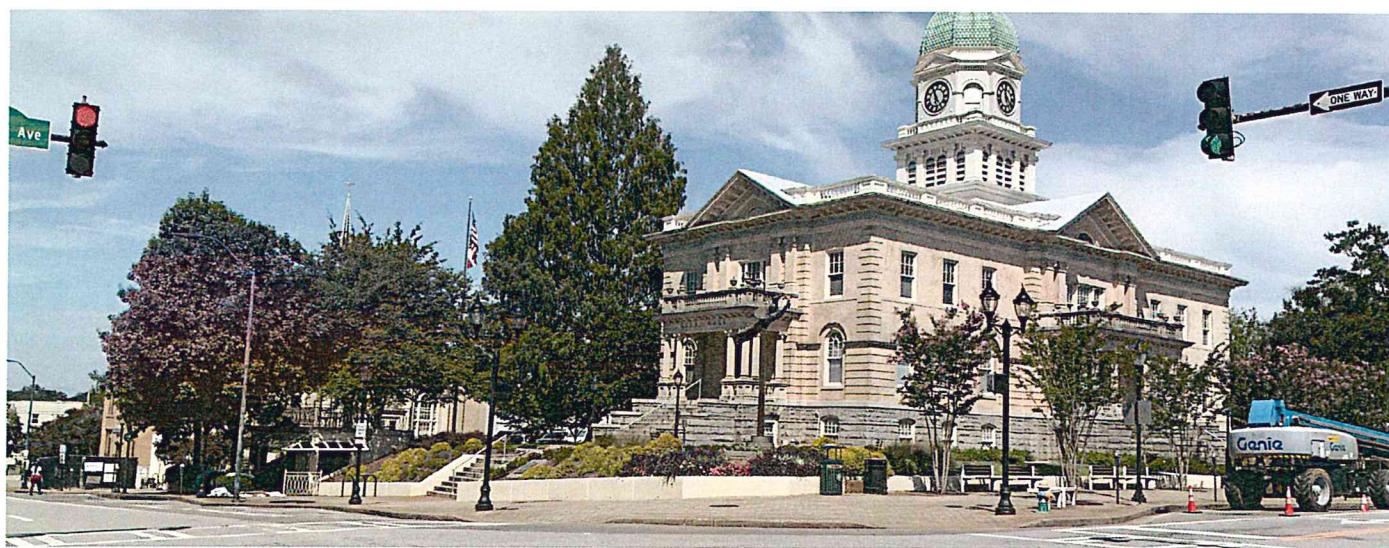
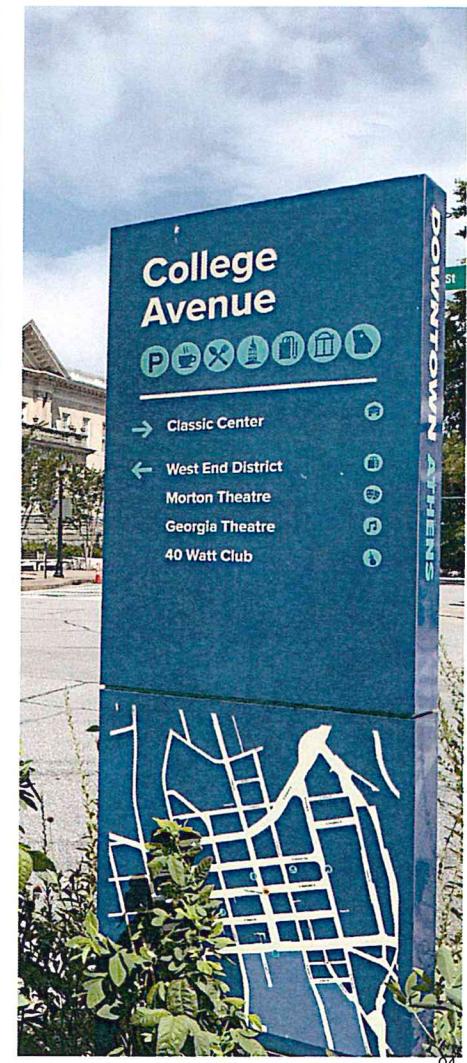
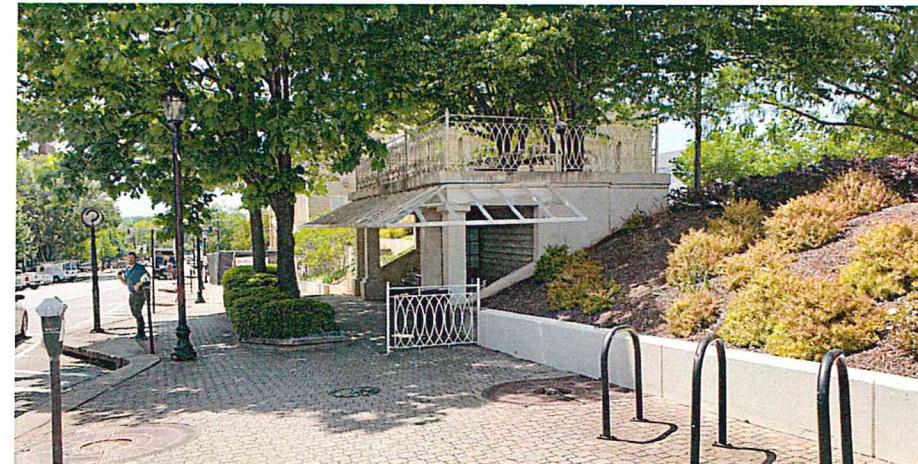
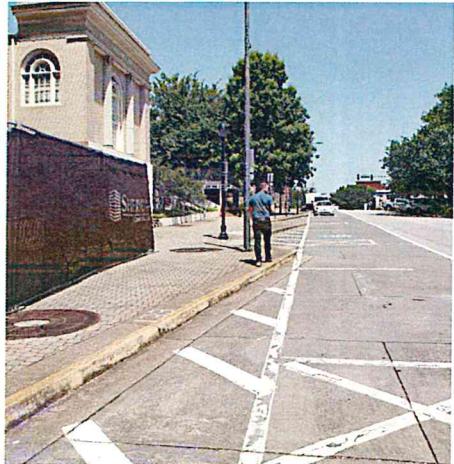
05 Strengthen College Avenue and UGA Campus Connection

## DISTRICT CONNECTIVITY

Athens Bus Kiosk  
Athens, GA

02 Establish Continuous Street Network

04 Define City Hall and College Ave Connection



## CURRENT SITE CONDITIONS

Athens Bus Kiosk  
Athens, GA

**Photos:**  
01 Street Potential  
03 City Hall

02 Trees Obscuring Kiosk  
04 Wayfinding



How do I  
get over  
there ?

Not easily  
accessible  
from street

Maze

Spirit of  
Athens  
Statue

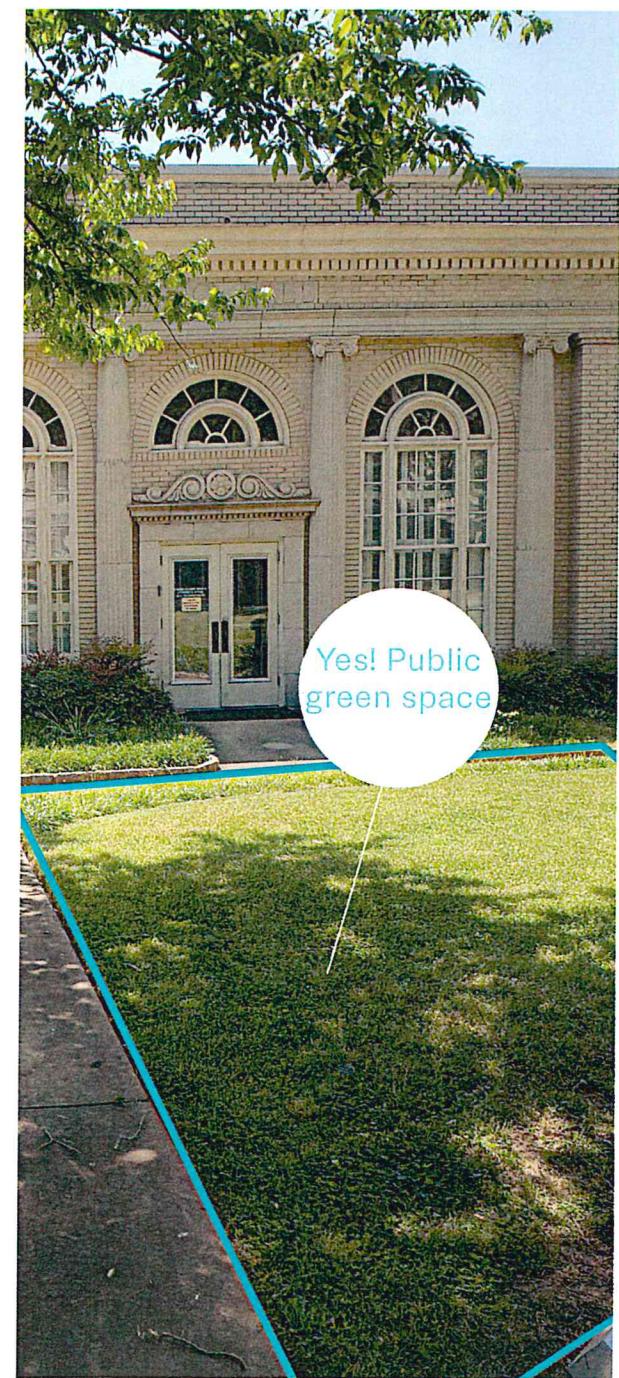
## SITE CONSTRAINTS

Athens Bus Kiosk  
Athens, GA



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Athens Bus Kiosk  
Athens, GA





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Athens Bus Kiosk  
Athens, GA

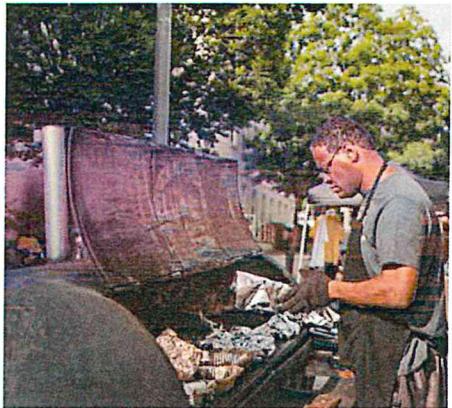
## Event & Collaboration Opportunities:

- Summer Music series with Athens Cultural Affairs Commission
- Fall Plays in the Park series with Morton Theater
- Friday night drum circle in coordination with Nuci Space or Little Kings
- Food Cart and music on lawn program in association with Classic Center Conventions + Conferences
- Expanded Venue for the Hot Corner Festival
- Athens Restaurant Week PopUp Food Festival



## PUBLIC EVENTS AND SOCIAL FEEDERS

Athens Bus Kiosk  
Athens, GA



Hot Corner Festival



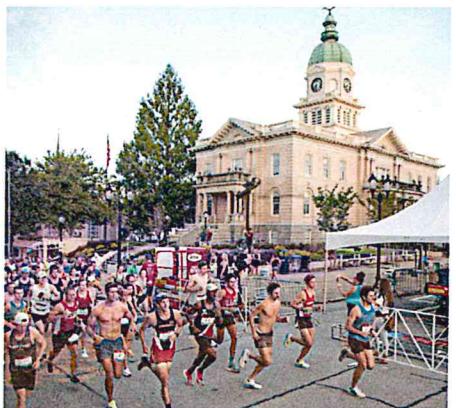
MLK Day Parade & Music Fest



Parade of Lights



AthHalf



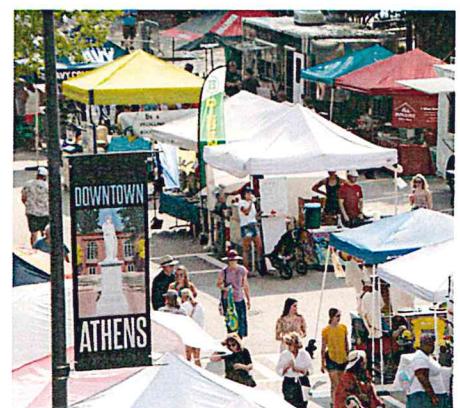
Athens Twilight Criterium



Wild Rumpus



International Street Food Festival



AthFest

## PUBLIC EVENTS AND SOCIAL FEEDERS

Athens Bus Kiosk  
Athens, GA

Throughout the Calender year in Athens, there are many events attracting a multitude of visitors to the city and attracting locals to the downtown core. Utilizing Athens' City Hall and E Washington St. for these events would familiarize locals with the block and give the City Hall and identity that would more closely align with the interests of the community.

Fostering  
Athens'  
very own  
**Innovation  
District**

# 1

## Mix

A Meeting ground that **actively** brings people together and energizes adjacent districts as much as itself.

# 2

## Improve

A place that prioritizes a **continuous process** of improvement and assessment.

# 3

## Incubate

A place for local businesses to thrive and showcase the best of what Athens has to offer.

# 4

## Discover

A place that inspires a sense of discovery and nudges one into **new experiences** and a shared history - with new people.

# 5

## Learn

A place for all ages to **be a student and a teacher**, to explore ideas, learn, and share.

### GUIDING PUBLIC LIFE PRINCIPALS

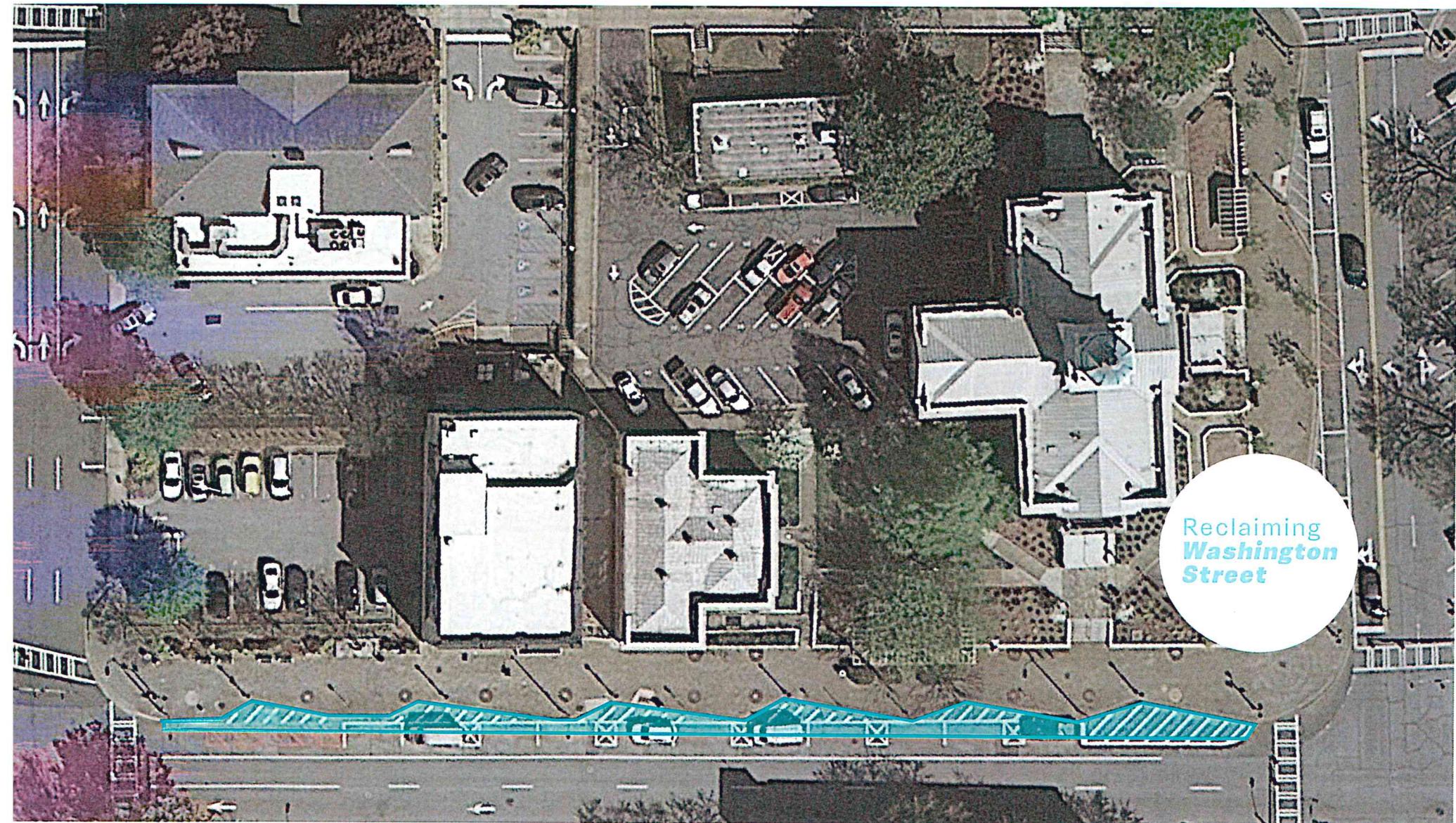
Athens Bus Kiosk  
Athens, GA

## Major Design Tenants:

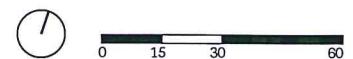


## GUIDING PUBLIC LIFE PRINCIPALS

Athens Bus Kiosk  
Athens, GA

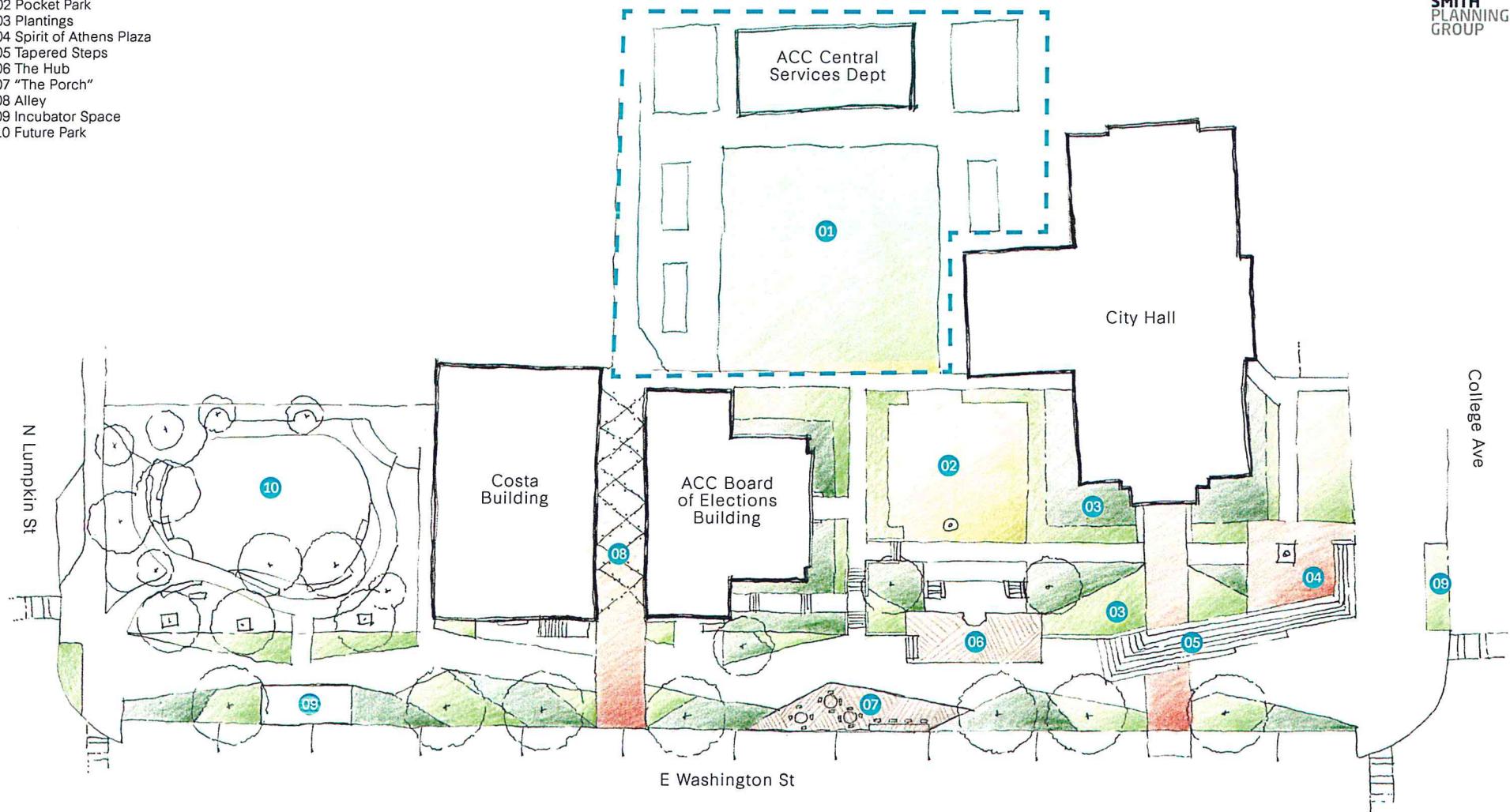


**SITE INTERVENTION**  
Athens Bus Kiosk  
Athens, GA

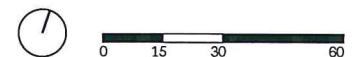


**Legend:**

- 01 Future Development Opportunity
- 02 Pocket Park
- 03 Plantings
- 04 Spirit of Athens Plaza
- 05 Tapered Steps
- 06 The Hub
- 07 "The Porch"
- 08 Alley
- 09 Incubator Space
- 10 Future Park



**OPTION 1**  
Athens Bus Kiosk  
Athens, GA



Legend:

- 01 **Spirit of Athens Plaza** is clearly accessible and more welcoming to the public
- 02 **Tapered Steps** wrap around the Spirit of Athens Plaza, opening up the entrance to City Hall, and removing retaining wall barriers.
- 03 **Street Trees** to provide shade and a more consistent experience through the streets of downtown
- 04 **The Hub** refers to the converted Bus Kiosk, re-imagined as a gathering space for the community



**OPTION 1 PERSPECTIVE**

Athens Bus Kiosk  
Athens, GA



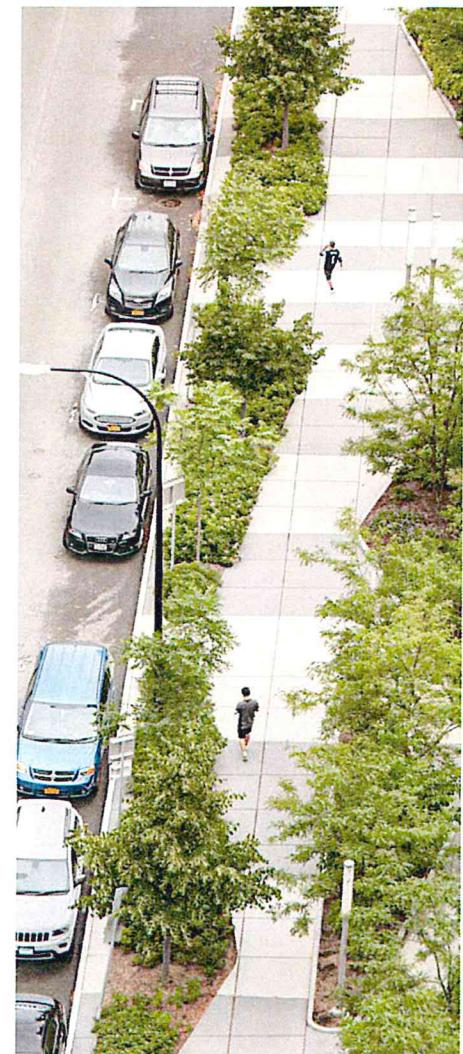
01



02



04



03

## OPTION 1 SITE INSPIRATION

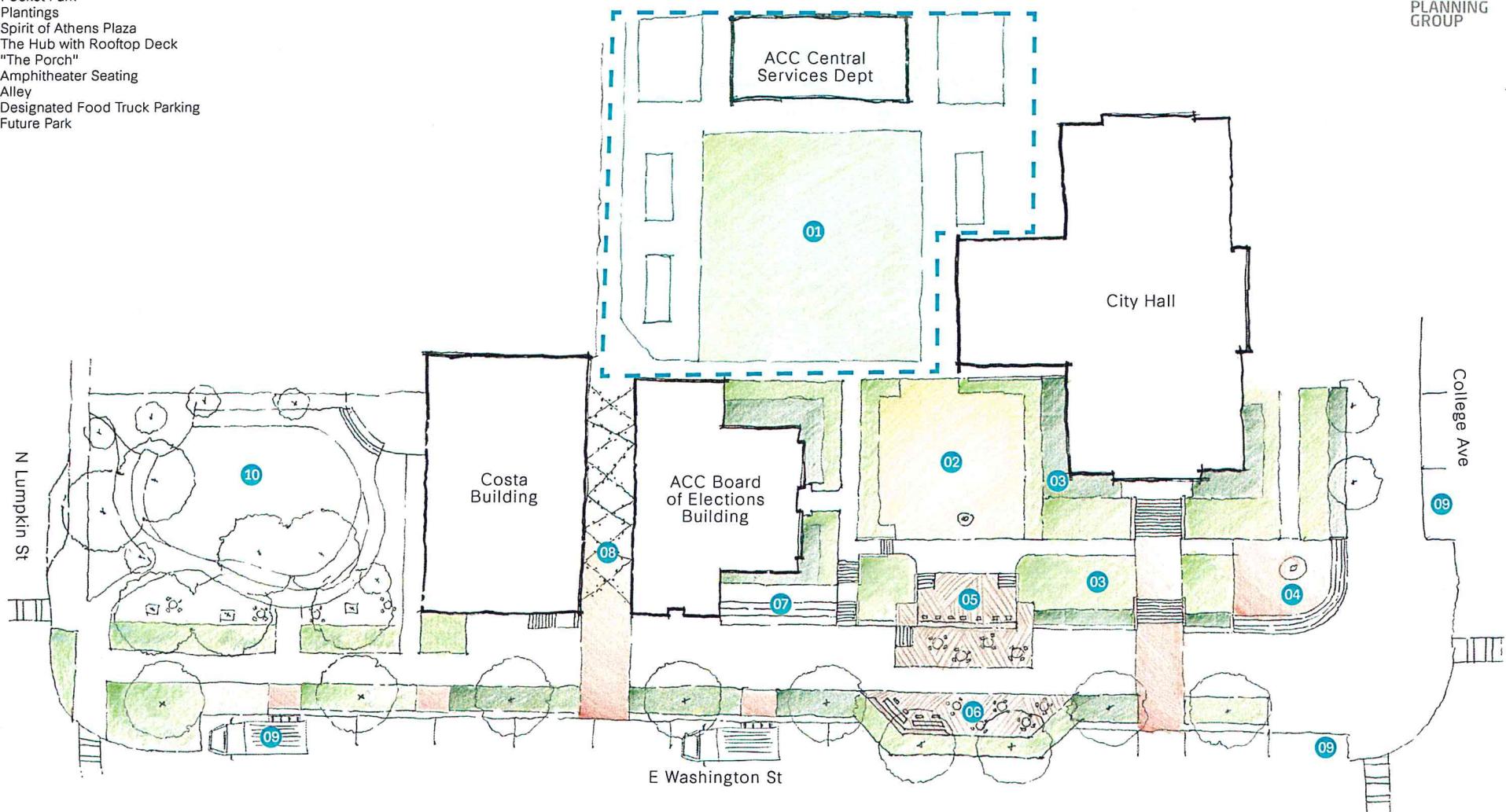
Athens Bus Kiosk  
Athens, GA

### Photos:

01 Tapered Steps      02 Open Lawn  
03 Streetscape Aerial      04 Pocket Patio

**Legend:**

- 01 Future Development Opportunity
- 02 Pocket Park
- 03 Plantings
- 04 Spirit of Athens Plaza
- 05 The Hub with Rooftop Deck
- 06 "The Porch"
- 07 Amphitheater Seating
- 08 Alley
- 09 Designated Food Truck Parking
- 10 Future Park

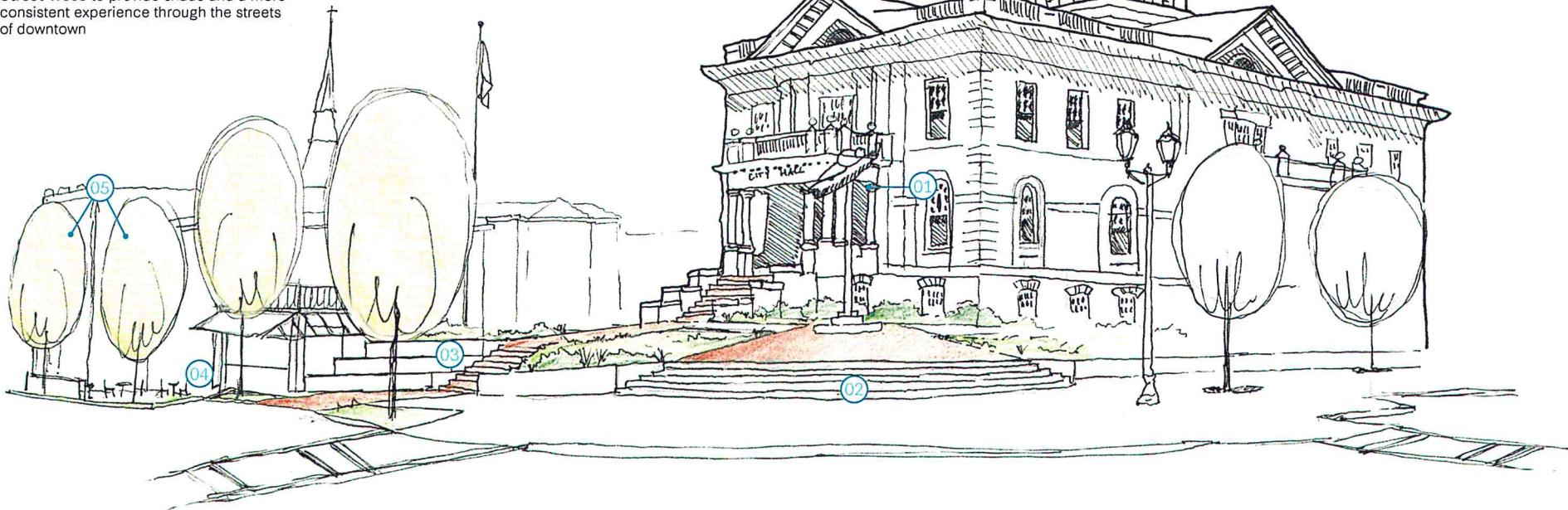


**OPTION 2**  
Athens Bus Kiosk  
Athens, GA



**Legend:**

- 01 **Spirit of Athens Plaza** is clearly accessible and more welcoming to the public
- 02 **Rounded Steps** wrap around the Spirit of Athens Plaza, opening up the entrance to City Hall, and removing retaining wall barriers.
- 03 **Amphitheater Steps** provide a designated area to encourage using City Hall as a meeting destination
- 04 **The Hub** refers to the converted Bus Kiosk, re-imagined as a gathering space for the community
- 05 **Street Trees** to provide shade and a more consistent experience through the streets of downtown



**OPTION 2 PERSPECTIVE**

Athens Bus Kiosk  
Athens, GA



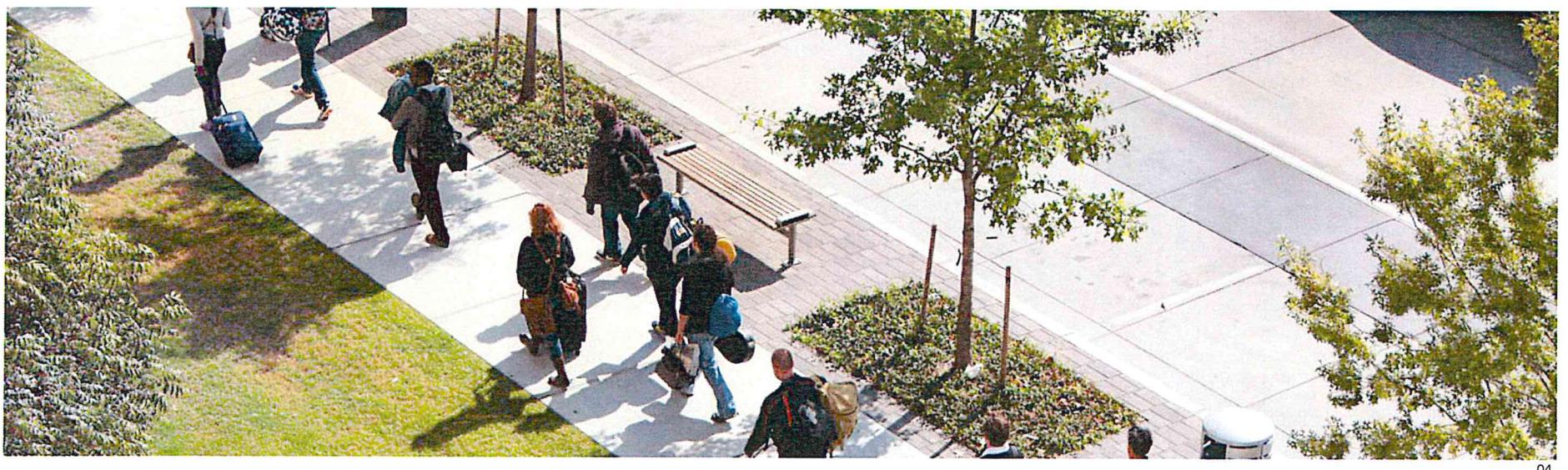
01



02



03



04

## OPTION 2 SITE INSPIRATION

Athens Bus Kiosk  
Athens, GA

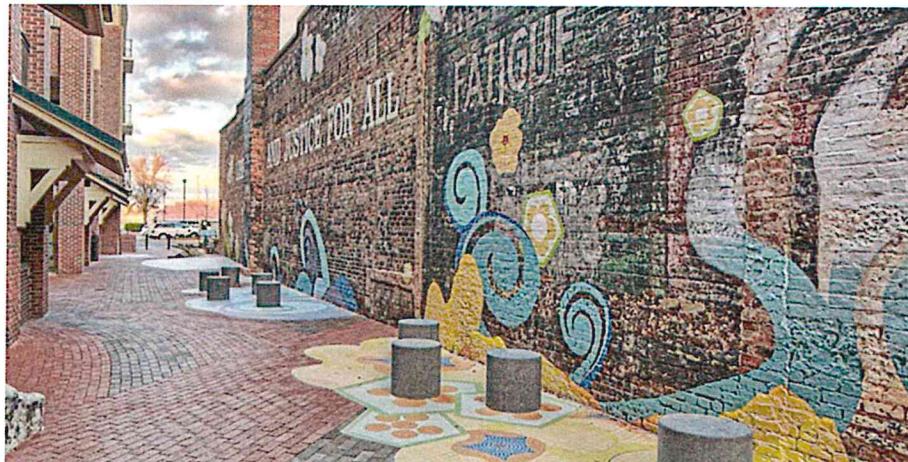
### Photos:

01 Food Trucks  
03 Pocket Patio

02 Amphitheater Seating  
04 Future Development



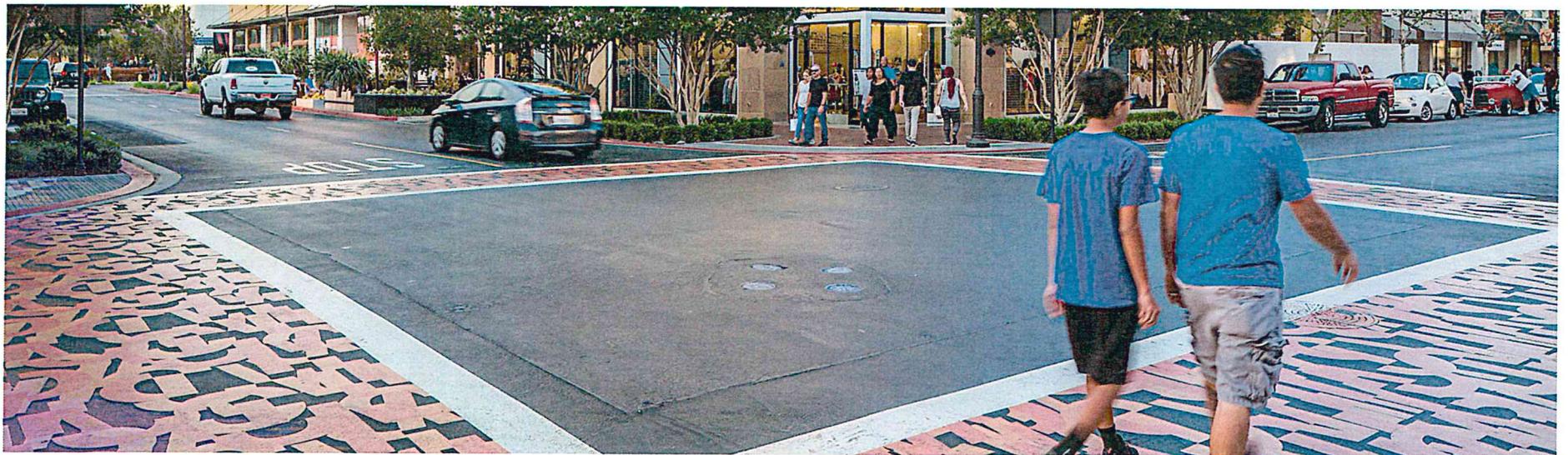
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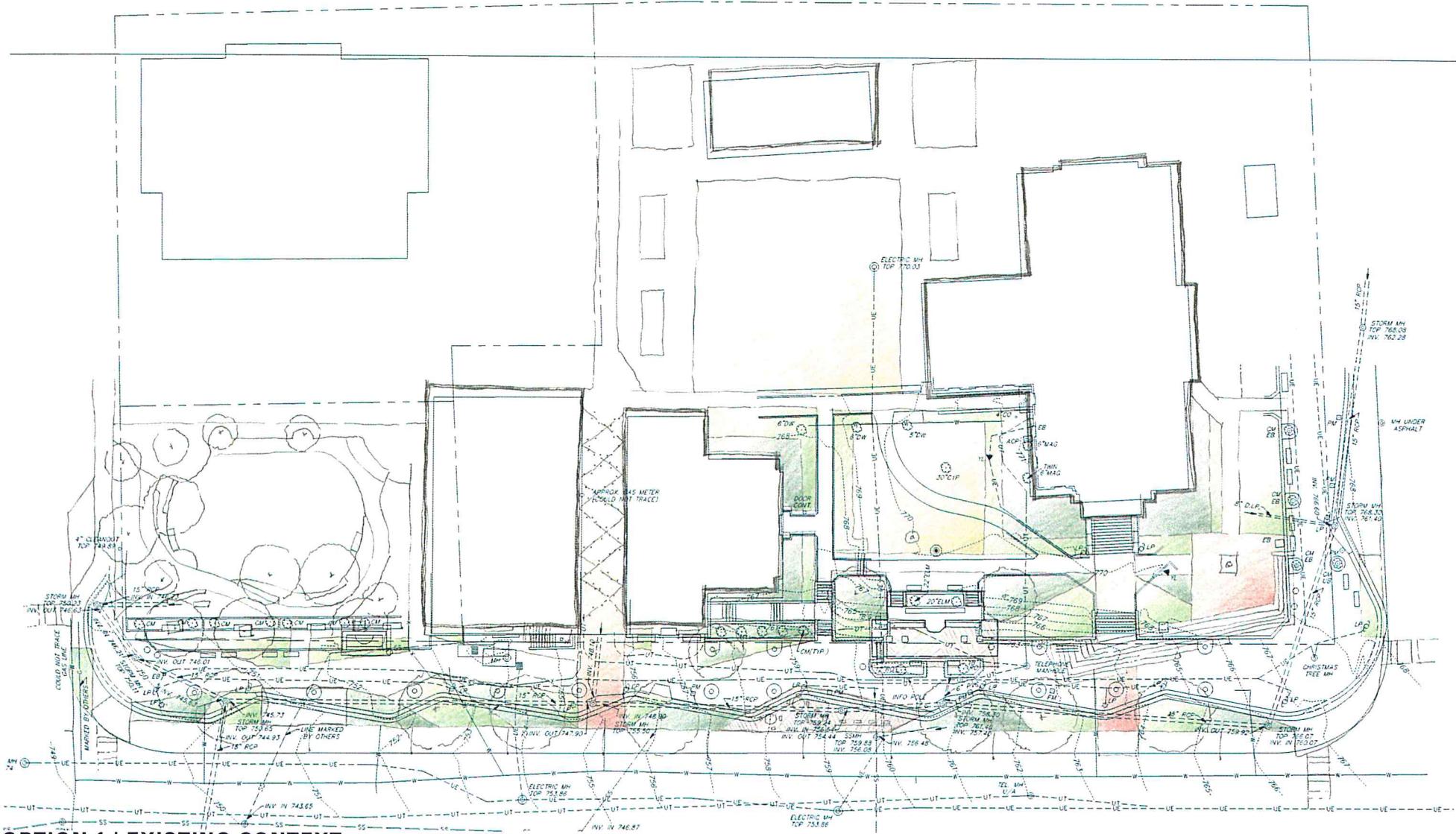
## PUBLIC ART

Athens Bus Kiosk  
Athens, GA

### Photos:

01 Rainbow Mural  
03 Alley

02 Mural on Brick  
04 Crosswalk Art

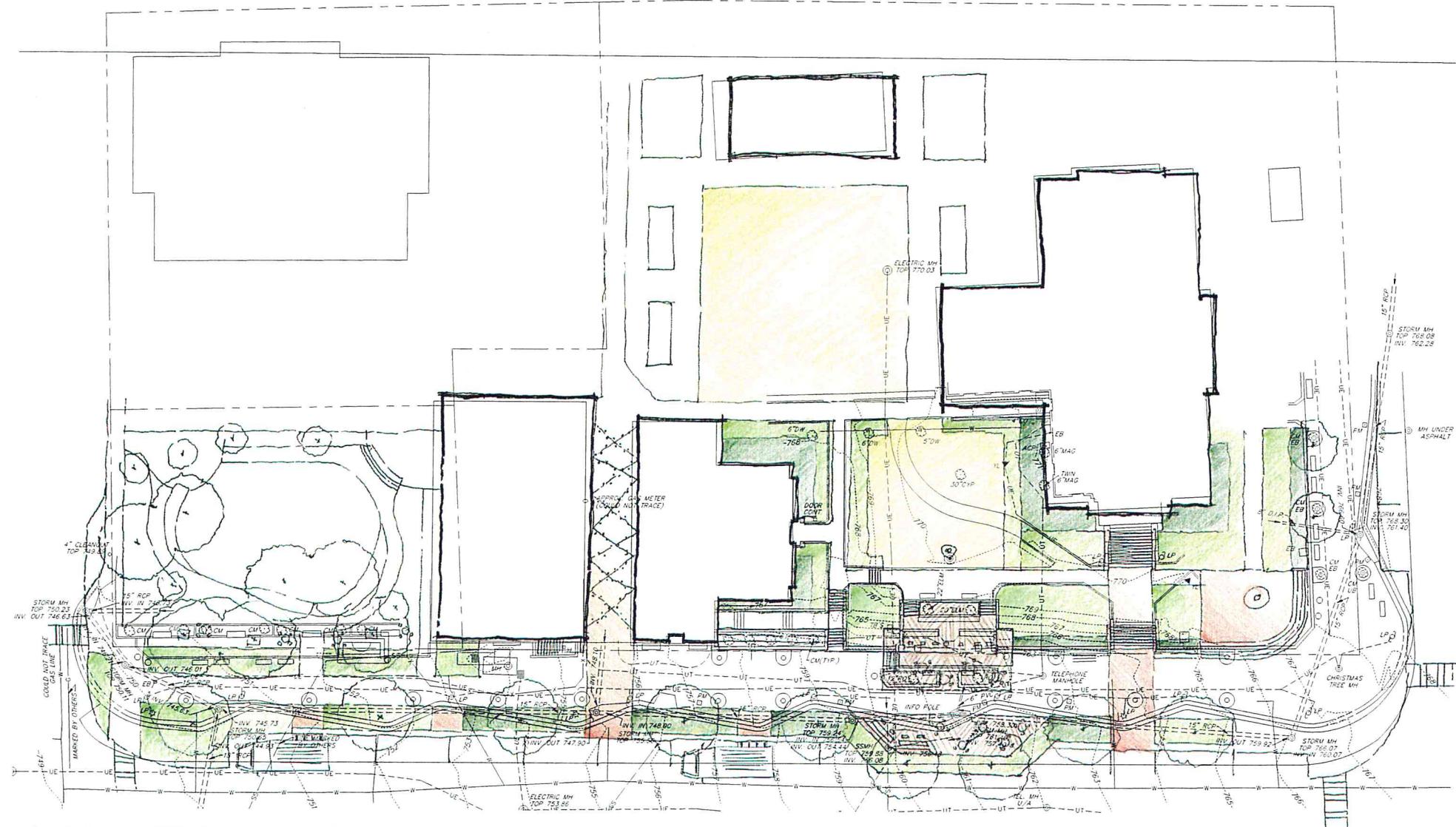


## OPTION 1 | EXISTING CONTEXT

Athens Bus Kiosk  
Athens, GA







## OPTION 2 | EXISTING CONTEXT

Athens Bus Kiosk  
Athens, GA



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