



**“MAINTAIN THE SMALL-TOWN FEEL  
AND KEEP THE PAST ALIVE”**

-Resident, Virtual Kick-Off Meeting Comment

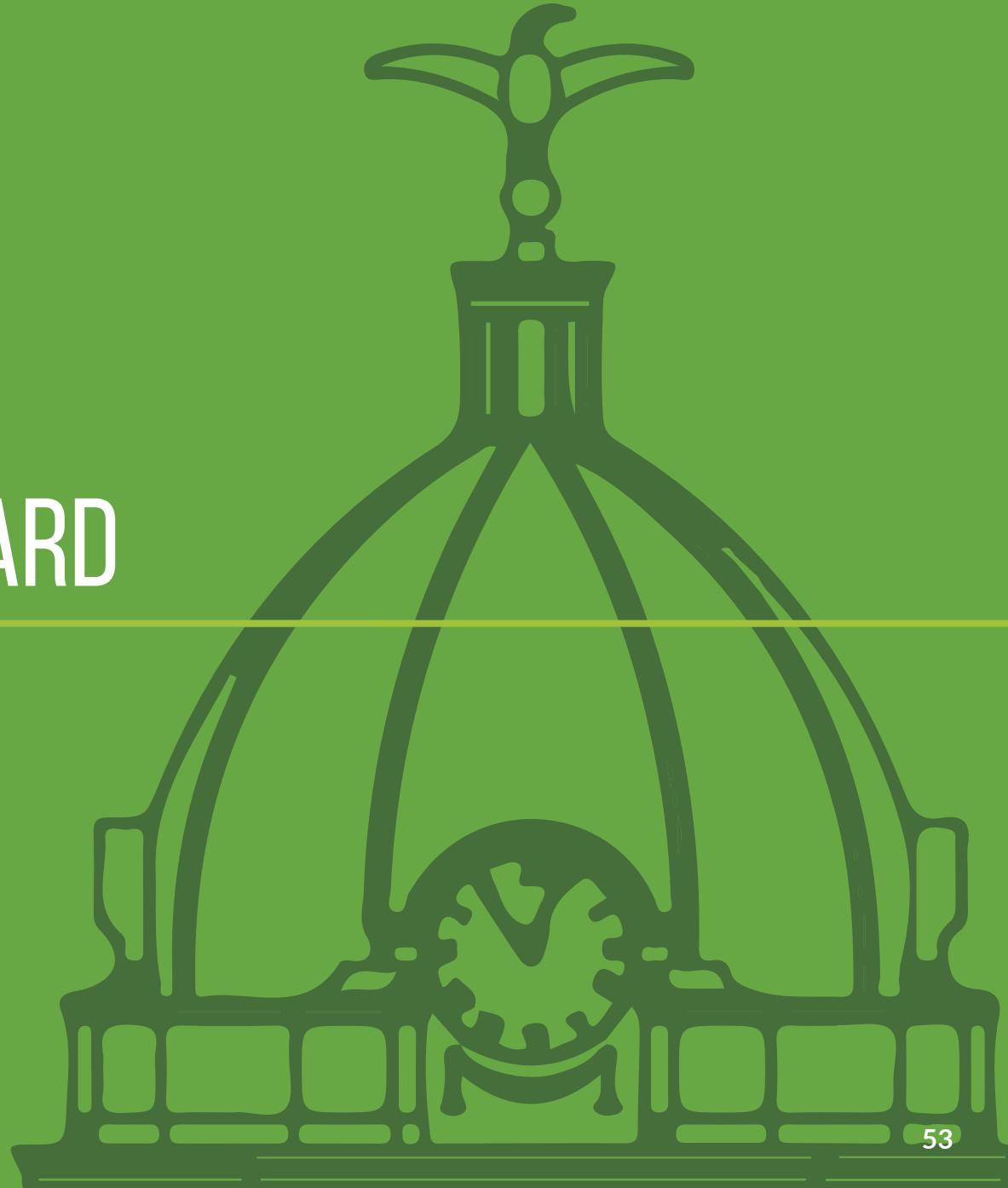
# 03

## WHAT WE HEARD

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*IN THIS CHAPTER*

- The Process
- Outreach Methods
- Meetings & Events





# THE PROCESS //

Meaningful community involvement is a crucial part of any planning process. Due to the ongoing COVID-19 pandemic, the planning team was forced to rethink the process for in-person meetings and public engagement strategy. Meetings scheduled for in-person feedback were retrofitted for virtual engagement. Creative measures were taken to boost public input and due to the acceptance of virtual means of engagement from the City, residents, and the ARC, the project successfully moved forward.

Understanding not everyone has the ability to assess information online, a project kiosk was constructed outside of City Hall to provided updated information, receive community feedback, and display draft material for comment. In addition to the project kiosk, some of the techniques used to gather input from Auburn stakeholders included: phone conversations with stakeholders, Core Team video conference calls, email blast, and updates to project blog and city website.



# OUTREACH METHODS //

## MARKETING THE PLAN

The City was open to creative print and virtual means of project marketing. These measures included the following:

- Virtual invites to meetings created using EventBrite and sent out to emails and posted on social media platforms
- Online project website and blog post with access to meeting updates and project information.
- Meeting flyers advertising meeting information
- Moving video graphics to market meetings using Doodly, and posted on the City Facebook page
- A large project kiosk installed outside City Hall with project information, future meeting updates, and a space

for those passing by to write down their big ideas for Downtown Auburn. The public feedback aspect of this kiosk was later replaced with the Draft Concept Plan.



## CORE TEAM

The City of Auburn selected a group of people that represented a wide range of influence throughout the community including business owners, county staff, city staff, and both multi-generational Auburn residence and new residence to the downtown area.

The roles of the Core Team were to:

- Represent their community and its interests;
- Provide guidance regarding local preferences;
- Assist in making recommendations;
- Review and give comments on draft plan material before it is released to the general public; and
- Help spread the word about the study and upcoming virtual meetings.

The Core Team met a total of four times throughout the process:

- March 3, 2020 - Introduction and existing data review
- June 16, 2020 - Community feedback draft plan review
- June 23, 2020 - Draft plan review (continued)
- October 29, 2020 - Final plan review

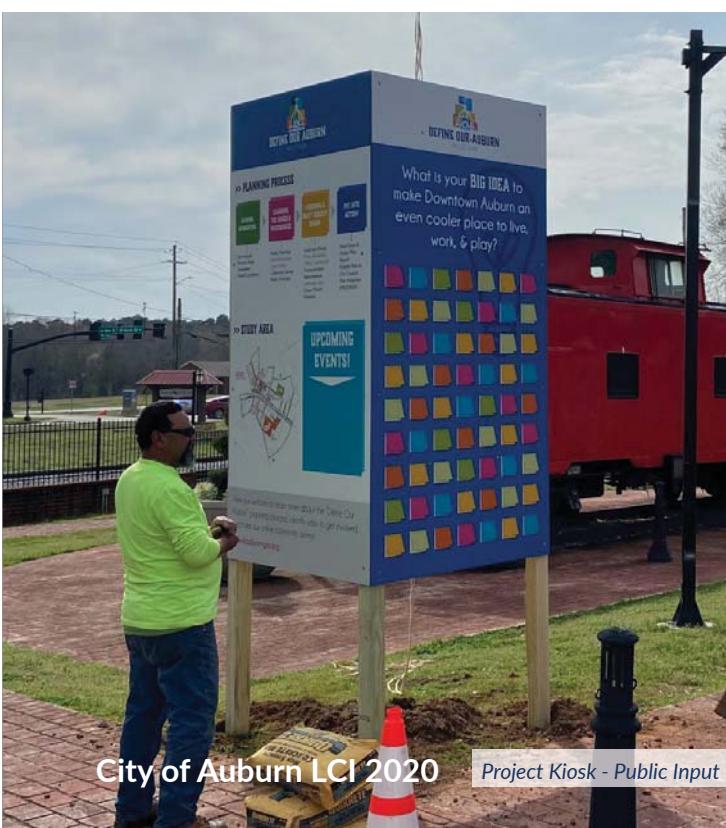
**“**  
The Whistlestop Shops and the gathering area in the middle are my favorite places in Downtown Auburn. It's a great place to have community functions, but we need more diversity in the shops.  
**”**

PARTICIPANT AT KICK-OFF MEETING



**“**  
I love all the recommendations! When will this all begin? How long will it take?  
**”**

PARTICIPANT AT DRAFT PLAN OPEN HOUSE



**“**  
We should think about our single parents and single residents who don't have the means to buy a house over \$140,000, let alone rent something that costs over \$1,000 a month. We need more affordability. Most of us are on a very limited income. We should have a right to live in affordable and decent housing.  
**”**

SURVEY TAKER

# MEETINGS AND EVENTS //

## COMMUNITY SURVEY

A community input survey was hosted through TypeForm, an online survey tool. The survey went live on February 21, 2020 and closed on April 21, 2020. The survey received a total of 121 responses and was distributed by City-run virtual

outlets and other stakeholder groups through the web, email, and social media. This section provides key survey findings. A complete list of questions asked can be found in the appendix.

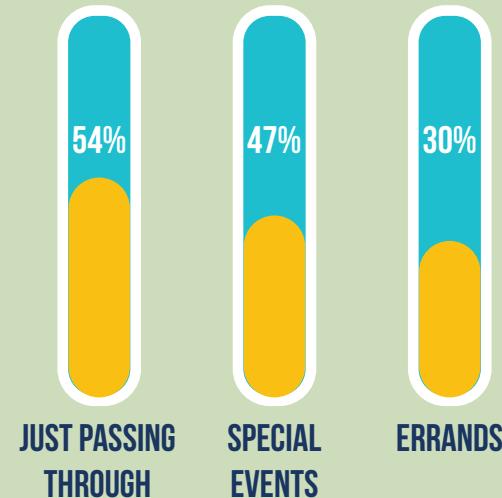
### >> What one word would you use to describe Downtown Auburn today?



### >> What one word best describes what you would like to see Downtown Auburn be tomorrow?



### >> What brings you to Downtown Auburn? (top 3)



### >> What is beautiful or attractive about Downtown Auburn?

- Whistlestop Shops
- Small-town feel
- Greenspaces
- Holiday lights & festivities

### >> What could Downtown Auburn offer that would make you visit more often?

- #1 CASUAL DINING
- #2 PARKS & OPEN SPACE
- #3 WALKING & BIKING FACILITIES
- #4 FESTIVALS & EVENTS
- #5 FAMILY/DOG FRIENDLY

## CONNECTIVITY:

>> What are the biggest transportation issues in the area?

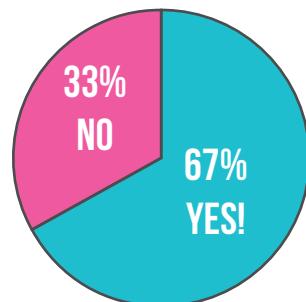


>> What is your primary mode of transportation during the weekend in Downtown Auburn?



**92%**  
**USE A CAR**

>> What do you think of golf carts being used on designated downtown streets?



>> What transportation improvements could make it easier to walk or bike in the area?



**SIDEWALKS/PATHS/  
TRAILS/BIKE LANES!**



## DEVELOPMENT:

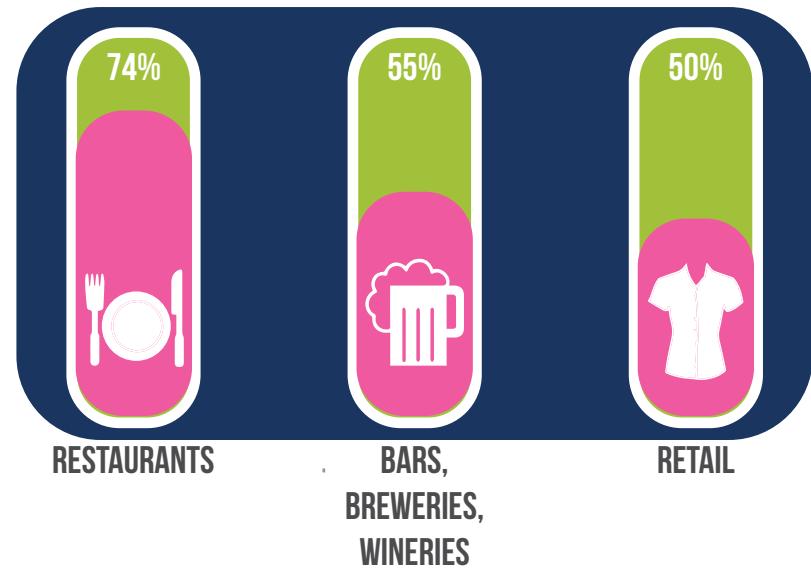
>> What kinds of residential development should be prioritized to revitalize Downtown Auburn? (Top 2)



### **HOUSING THAT IS MISSING DOWNTOWN (TOP 3)**

1. Apartments or condos in a mixed-use building
2. Senior housing
3. Townhouses

>> What kinds of non-residential development should be prioritized to revitalize Downtown Auburn?



## OTHER THOUGHTS FROM THE COMMUNITY SURVEY:

This area really needs more retail and restaurants

More park space that allows for recreational activities for families such as disc golf, walking trails, and a dog park

Maintain the small-town feel and keep the past alive

Just overall more family oriented activities

More outreach programs for community involvement

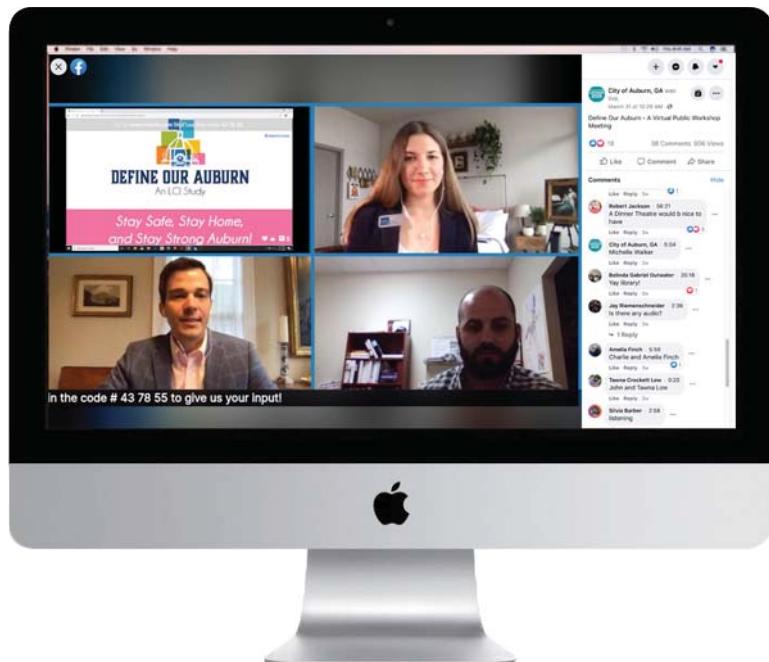
Do something with the old Ingles property!

## VISIONING WORKSHOP (KICK-OFF)

The Planning Team originally planned for an in-person public workshop to be held at the Perry Rainy Center on March 19th but was rescheduled quickly to conduct the meeting virtually LIVE on the City's Facebook page following the COVID-19 pandemic. The Planning Team broadcast the meeting in real-time twice; one at 10:30AM and the other at 6:00PM on Tuesday, March 31, 2020. Total, 67 people watched the broadcast while it was LIVE, 9 people and/or Facebook groups shared the video on their website, and together, had a total of 1,405 total views.

Each broadcast began with a few moments for anyone watching to virtually sign in by adding a comment to the video and time for questions or troubleshooting. Soon after, a short presentation was conducted by the Planning Team, Jay Miller

with the City, and Mayor Linda Blechinger to explain the research and analysis completed, results from the online survey, and explanation for the activities planned for public input. Viewers were asked to answer questions via another platform called Mentimeter while the broadcast continued and watched as results came, in real-time. For anyone not watching LIVE or did not have a way to answer questions, were given until April 10, 2020 to complete the input portion of the meeting. The results of the meeting are summarized on the following pages.



## **Questions About “Our Auburn”**

The next set of questions were designed to get the information that only the local would know about! Questions asked about their untold stories in Downtown Auburn, their favorite spots in town, and places they would change or improve.

### **>> Do you know of a place in Downtown Auburn with an untold story?**

- I went to Auburn Elementary, my first job was at the Subway in Downtown Auburn, and around Christmas was my first kiss under the gazebo!
- The boot shop was previously a bank and hardware store. It also housed a restaurant at one point.
- We had a women's college called Perry Rainy Institute in 1908.
- The post office used to have only one route.

### **>> Where is your favorite place in Downtown Auburn? Tell us why you enjoy this place.**

- The street by City Hall has a nice “Mayberry” feel and is the only place with a sidewalk!
- I love the caboose and gazebo area because it makes that small town feel.
- The children’s park is my favorite place. I love to grab a book at the library and walk over and read on one of the benches.
- The Whistlestop shops and the gathering area in the middle are my favorite places to spend time in. It’s a great place to have community functions but it need more diversity and not sell all of the same things!
- There is some really cool stuff going on in the art studio in the basement of the Perry Rainy Center.

### **>> Identify an area/place in Downtown Auburn that you would like changed. Tell us where, then complete the sentence: If I could, this place would be....**

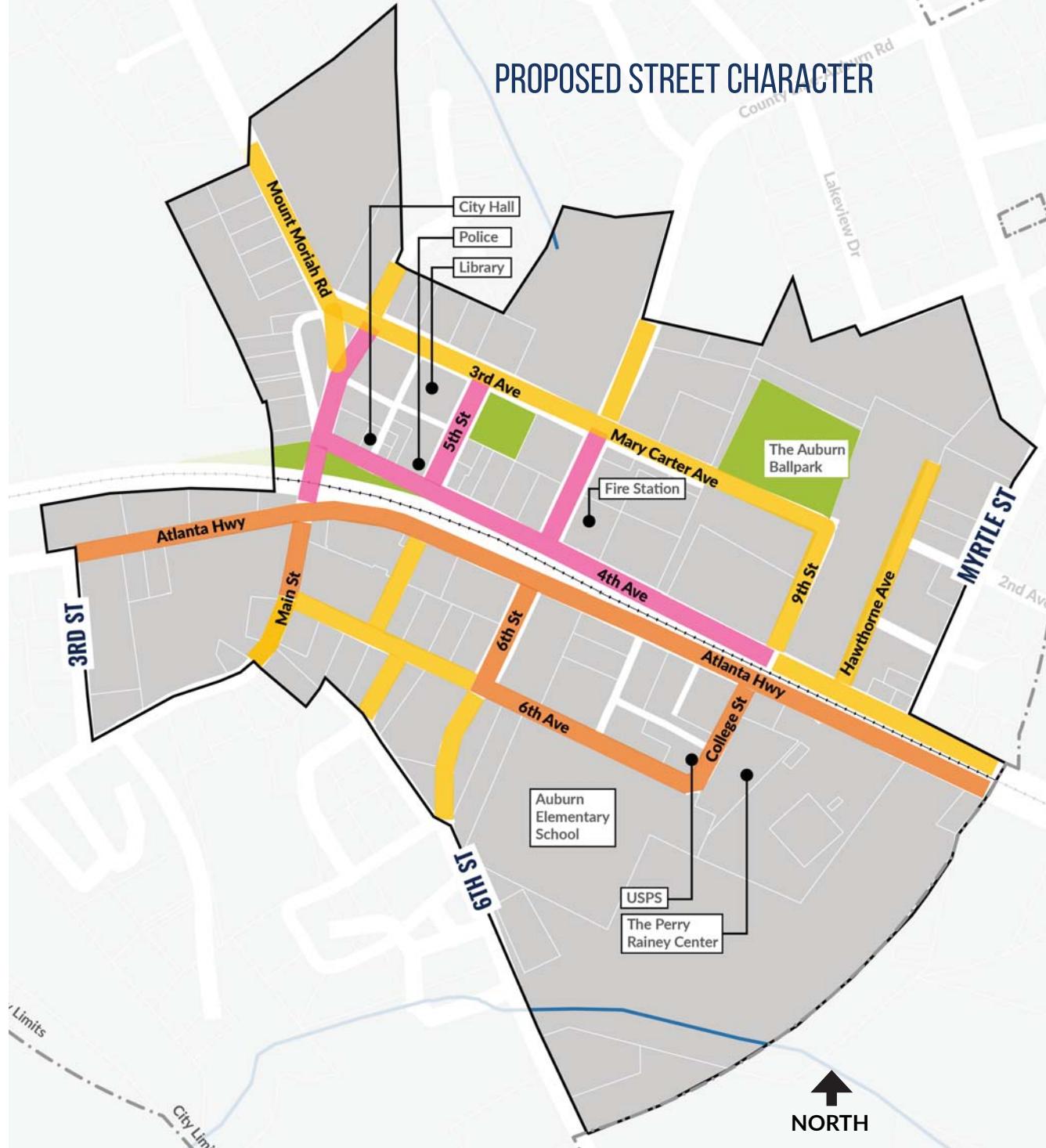
- The vintage car capital of Georgia!
- Crossing the railroad tracks on foot or bike.
- I would change the Historic City Hall into a coffee shop and office spaces where college students, office workers, and families can all gather to drink coffee and do work in a cool environment.
- The downtown area needs more restaurants, coffee shops, and activities for not only smaller kids but older kids as well.
- A place where you can walk around and hang out, eat ice cream, visit a flower shop, have lunch at a brewery and take my kids for a walk or a soccer field.
- Retail and restaurants with lofts above should go across the street from the current City Hall.
- The vacant Ingles would be demolished!
- I wish there was a sidewalk all the way down Mount Moriah from Gwinnett to Downtown Auburn.
- I would like a park and other public green spaces such as ball fields, disc golf, etc.
- I wish there were not so many warehouses that are large and empty.

## What is a great street?

The next set of questions were designed to get the community's feedback on what makes a great street. Participants were asked to choose between four to five images under three categories of street types:

- 1. Historic Downtown Streets**  
(highlighted in pink)
- 2. Potential Commercial Streets**  
(highlighted in orange)
- 3. Potential Residential Streets**  
(highlighted in yellow)

## PROPOSED STREET CHARACTER



## > Historic Streets

The below images received the most votes from survey-takers. In summary, residents want the historic streets to have small gathering spaces and areas for dining and shopping as well as large planting strips. They also want to see different materials used such as brick to define the historic paths of the city.



*Small gathering/dining space*



*Brick streets to define the historic district; large planting strip*

## > Commercial Streets

The below images received the most votes from survey-takers. In summary, residents want commercial streets with buildings that hug the sidewalk, multi-use paths, and sidewalks next to commercial establishments.



*New Commercial - close to sidewalk*



*Multi-use trail on one side of the street*

## > Residential Streets

The below images received the most votes from survey takers. In summary, residents want residential streets with lush landscaping, sidewalks, and on-street parking.



*Wide planting strip*



*Single sidewalk (one side of street); on-street parking*

### Why survey-takers chose these images for the Historic Streets:

- Main Street should be shady and inviting for outdoor dining and hanging out.
- It looks and feels like a small town and yet very functional.
- I like the green spaces, large handicap accessible sidewalks, shades provide trees in the hot summers.
- We need places to gather and eat outside.
- Brick streets would easily designate the historic areas.
- Space to congregate is important to develop a sense of community.
- Brick defines the area and makes people aware that there was history here and something interesting to look at.

### Why they chose the images for the Commercial Streets:

- Activate the street to encourage walking and ease of access.
- Sidewalks close to the marketplace would be great along with street parking.
- Encourage people to get out of their cars.

### Why they chose the images for the Residential Streets:

- We need sidewalks on at least one side, with shade trees and places for visitor parking.
- Narrow streets will deter drive-through traffic and large sidewalks would give drivers mental note to slow down.
- Slow down cars through residential areas.

## **Transportation in the study area**

The following questions were asked to gain an understanding of how the community travels around Downtown Auburn today, what modes of transportation they would like to use to travel around tomorrow, what inhibits them from taking other modes of transportation and lastly, what types of uses would they like to pass on the way to a destination.

**>> What mode of transportation do you primarily take to get around Downtown Auburn today?**



**DRIVE** **WALK**

**>> What mode(s) of transportation would you prefer to take use to get around Downtown Auburn?**



**DRIVE** **WALK** **TRAIN** **TROLLY** **SCOOTER** **GOLF CART** **BIKE**

**>> What inhibits you from taking a more preferred mode of transportation?**

- Lack of sidewalks
- Traffic
- Lack of dedicated facilities
- No destinations or places to go
- Everything is so spread out
- Parking

**>> What types of development in downtown would make you walk/bike instead of drive? i.e. restaurants, greenspace, dog park, etc.**

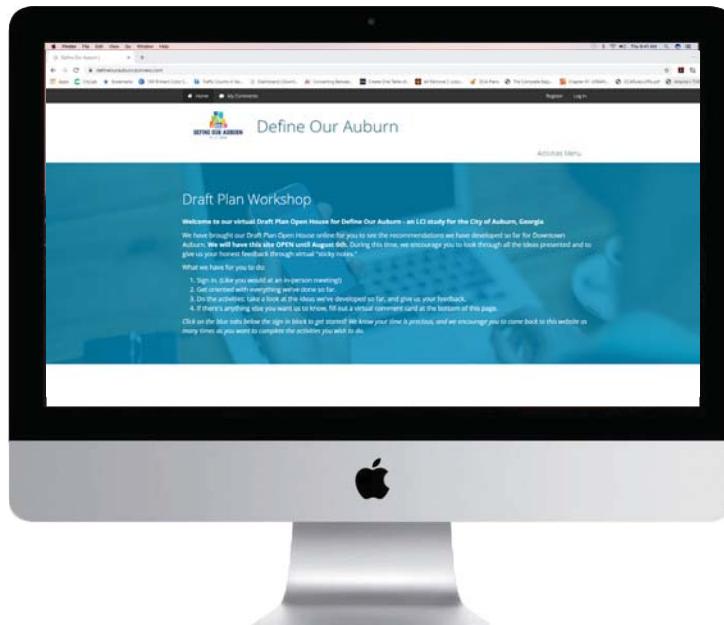
- Restaurants
- Greenspace for recreation and special events
- Ice cream shop
- Brewery, Pub
- Flower shop
- Event spaces
- Coffee shop, coffee roastery
- Well manicured dog park
- Well maintained walking trails
- Sidewalk cafes, food trucks, music and art events

# DRAFT PLAN OPEN HOUSE

The ongoing COVID-19 pandemic into the summer months once again diverted plans for an in-person open house. Between July 17th and August 6th, the Planning Team provided two ways to display information and solicit feedback:

- Concept plans and policy and project recommendations were posted onto a virtual engagement platform called Konveio. Participants placed virtual “sticky notes” where they had comments. It is estimated that around 35 people participated using the Konveio platform.
- Plan recommendations were posted to the project kiosk outside of City Hall. Recommendations were also posted under the covered “front porch” of City Hall. Comment cards were provided on-site for participants to fill out and place in the project mailbox.

Comments received through Konveio are shown on the following pages.



## DRAFT CONCEPT PLAN COMMENTS:

The apartments here would be great. People would have easier access to the playground and the library if they had direct access to 3rd Avenue.

Disc golf would be a nice addition to this area.

I know many seniors who are looking for better accommodations. The senior housing development is a fantastic idea!

This is so exciting! Having a place to walk and enjoy the scenery without having to go further away to Mulberry Park would be awesome!

As a parent, I love that the Roy E. Parks playground is not crowded most days. I'm concerned that the high-density apartments off of 3rd Avenue will crowd the park.

Many long to live in a small town with affordable housing. This will help bring people into our small town.





**I love the idea of tree and lamp-lined streets!**



**I could not be more excited about the trails!**



**Connecting to Winder by multi-use trail is high on my list. The ability to walk and ride safely away from traffic will bring more appeal for newcomers and create traffic for businesses.**



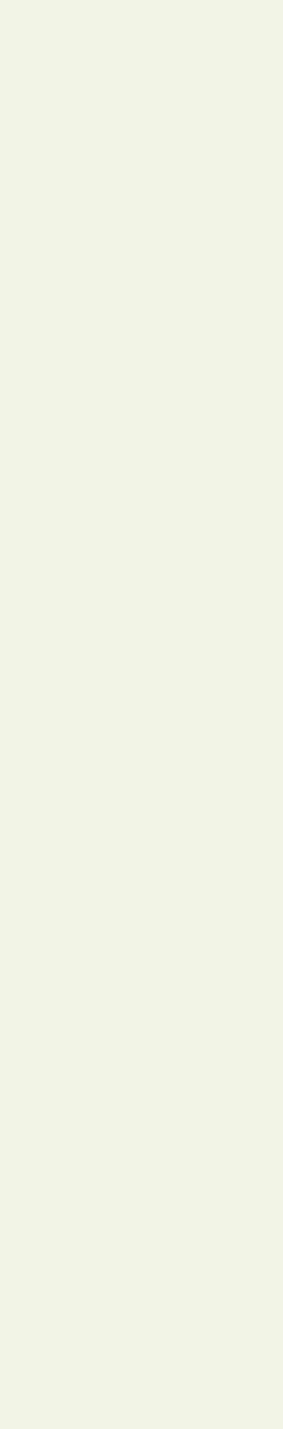
**The proposed trail is great for walking in Downtown Auburn as we lack sidewalks in many areas.**



**Wonderful!**



**The improved safe crossing at Highway 8 is critical, as it has been a hazard for years even with the crossing lights added a few years ago.**



**“WE COULD NOT BE MORE EXCITED  
ABOUT THIS!”**

-Resident, Virtual Draft Plan Open House  
Comment

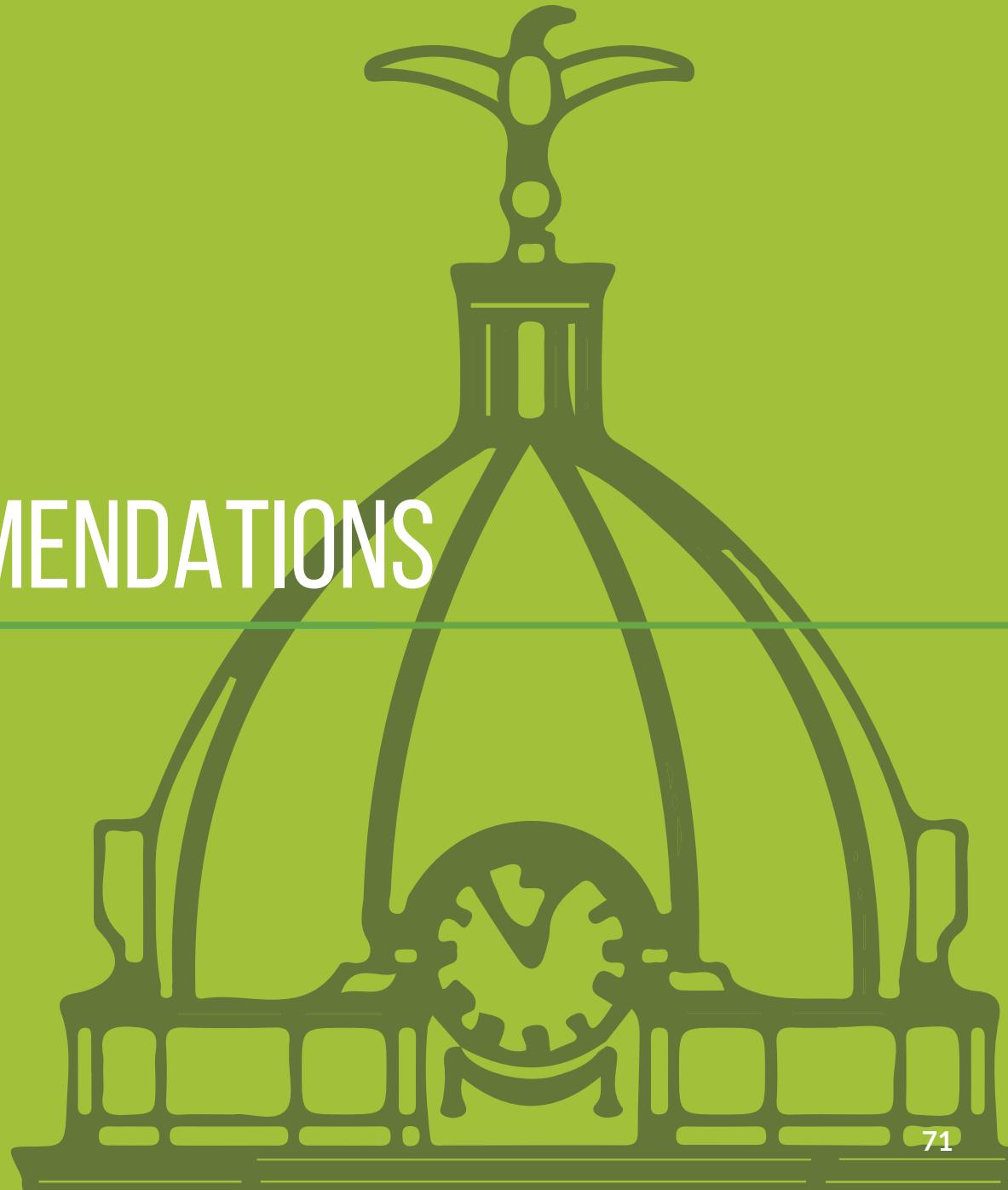
# 04

## PLAN RECOMMENDATIONS

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### IN THIS CHAPTER

- Methodology
- Framework Plan
- Concept Plan
- Transportation



# METHODOLOGY //

The recommendations of Define Our Auburn are based on four inputs. They offer a visionary yet realistic plan for appropriate growth that will benefit the City of Auburn.

1. Previous Plans
2. Existing Conditions
3. Public Input
4. Planning Team Input

This chapter provides an overview of the preferred plan for Downtown Auburn. Following the proposed Concept Plan and Transportation Plan are subsections that identify specific policies and projects that are complementary to the plans vision and should be implemented or pursued by the City of Auburn.

## **What are Policies and Projects?**

There are two types of plan recommendations:

**Policies** are guidelines that provide direction for the implementation of the plan's vision. They often support specific implementation projects and should be the basis for actions by the City. Policies should also guide the private sector, especially to the extent that they define plan aspirations.

**Projects** are specific tasks, such as transportation improvements, with a defined cost and time frame.

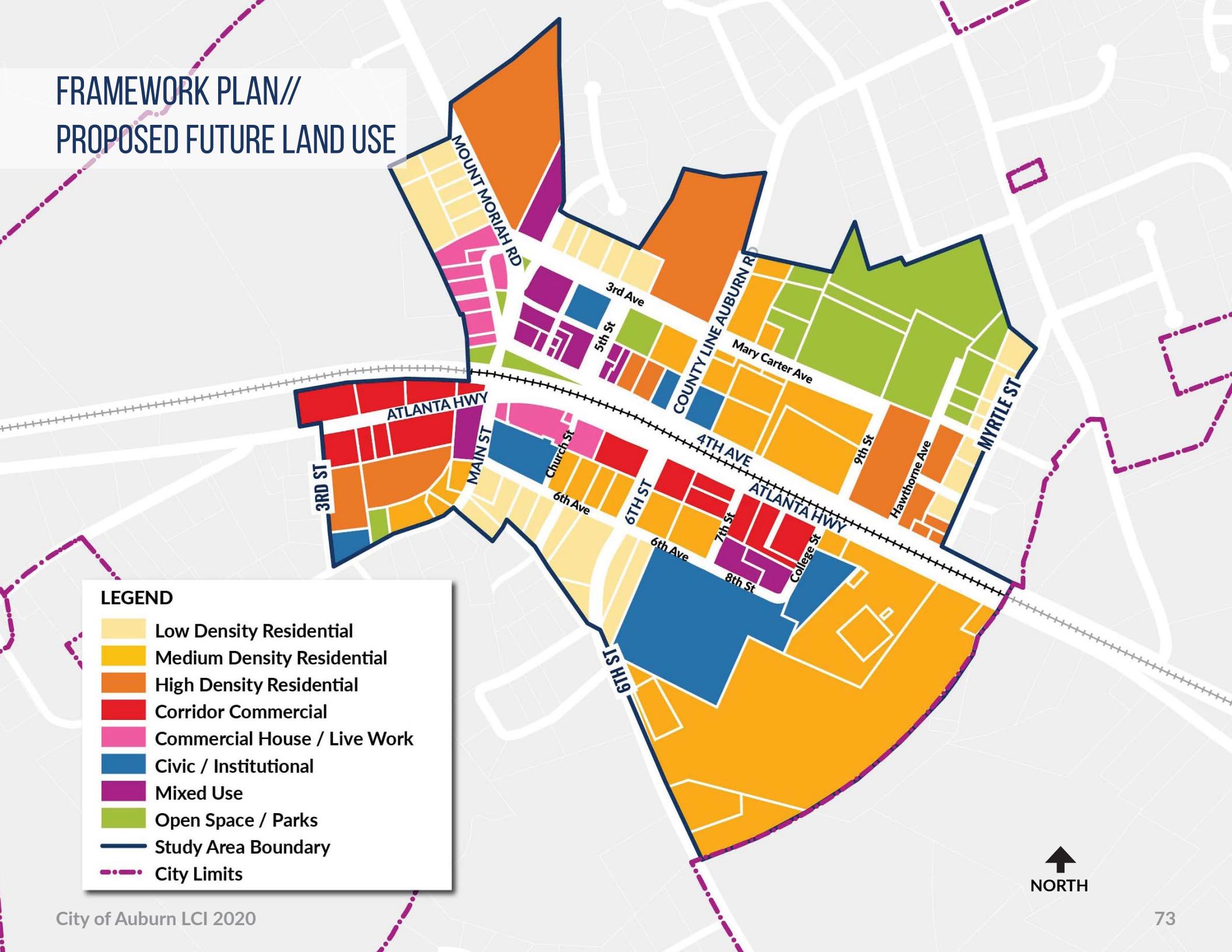
# FRAMEWORK PLAN //

Auburn's Comprehensive Plan completed in 2018 (see page 13) establishes two districts in downtown, General Commercial and Mixed-Use, providing a broad outlook for future development. This study proposes to refine the existing Future Land Use Map to help those with perspective projects understand the desired development pattern based on stakeholder input. The proposed framework plan also draws inspiration from Auburn's 2010 Strategic Plan that "provides guidance for the finer-grained arrangement of development types" within the downtown area.

The framework plan on the following page provides this guidance by breaking down the current two Future Land Use districts into eight categories. These categories are only suggestions based on community and stakeholder feedback during this LCI study and do not replace or override the current Comprehensive Plan.

A description of each category is provided on the following page. Sample photos are also provided to illustrate options for what may be appropriate in each category.

# FRAMEWORK PLAN// PROPOSED FUTURE LAND USE



## LEGEND

- Low Density Residential
- Medium Density Residential
- High Density Residential
- Corridor Commercial
- Commercial House / Live Work
- Civic / Institutional
- Mixed Use
- Open Space / Parks
- Study Area Boundary
- City Limits

NORTH

### **Low Density Residential**

Low Density Residential provides areas that are suitable for single-family detached housing. Development of these areas should be held to the following recommendations: a minimum lot width of 55' at right-of-way; lots should front onto a public right-of-way.

### **Medium Density Residential**

Medium Density Residential provides areas that are suitable for uses such as: cottage court, zero lot line residential, small multi-family, independent-living senior housing, single-family detached, and similar medium density residential types compatible with a small town feel. Civic uses are also allowed within this category. Development of these areas should be held to the following recommendations: maximum lot width of 55' for single-family detached; residential uses may front onto a common green or public right-of-way; residential uses should be alley loaded.

### **High Density Residential**

High Density Residential provides areas that are suitable for uses such as: multi-family, independent-living senior housing, zero lot line residential, small lot single-family, and similar high density residential types compatible with a small town feel. Civic uses are also allowed within this category. Development of these areas should be held to the following recommendations: be limited to 1-4 floors, height limits do not apply to civic uses; not exceed a maximum lot width of 55' for single-family detached; front loaded residential uses should not be allowed; commercial and retail uses should provide service alley when applicable; residential uses may front on a common lawn or public right-of-way and should be alley loaded.

### **Commercial House**

Commercial House/Live Work provides areas that are suitable for the adaptive reuse of historic houses to accommodate a mix of commercial or retail uses (including food and beverage



**Medium/High Density Residential**



**Low Density Residential**



**Low Density Residential**



**Medium/High Density Residential**  
Small multi-family building (4 units)



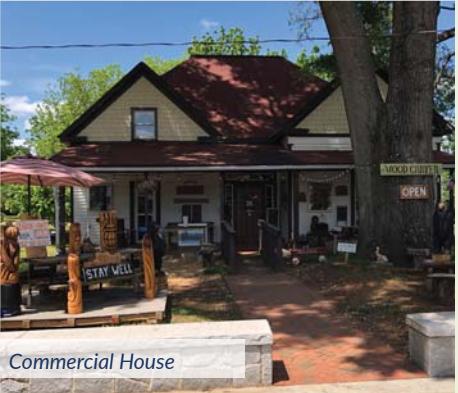
**Medium/High Density Residential**  
Zero lot line (includes townhouse and paired house)



Mixed-Use



Corridor Commercial



Commercial House



Civic/ Institutional



Open Space

establishments). Live work and single-family uses are also allowed in this district. New construction should be in keeping with a residential character based on contributing historic houses as identified by the Auburn National Register Historic District.

#### **Mixed-Use**

Mixed-Use provides areas that are suitable for uses such as: restaurants, retail, multi-family, offices, civic, and commercial. Development of these areas should be held to the following recommendations: an office use should not occupy the ground floor of a mixed-use building without administrative approval; limited to 1-5 floors, buildings over 4 floors require administrative approval; renovated and adaptive reuse of historic structures is strongly encouraged; buildings should be placed at the back of sidewalk; off-street parking should be regulated to the rear of buildings; drive-throughs are prohibited.

#### **Corridor Commercial**

Corridor Commercial provides areas that are suitable for uses such as: retail/commercial, office, restaurants, and gas stations, in an attractive suburban form. Development of these areas should be held to the following recommendations: buildings should be close to the street; off-street parking should be regulated to the rear and sides of buildings; appropriate landscape screening should be provided if off-street parking is placed to side of building; drive-throughs are allowed only at rear of building and may not be seen from the public right-of-way.

#### **Civic/Institutional**

Facilities such as schools, government buildings, police and fire stations, churches, and museums are all examples of institutional and civic uses.

#### **Open Space**

Parks, wooded land, and cemeteries are examples of open space.

# CONCEPT PLAN //

The concept plan represents one possibility for redevelopment and is for illustrative purposes only. This plan responds to current market trends and public input as well as current city initiatives such as the proposed Town Center Development and providing appropriate pedestrian access throughout downtown. This plan assumes that any development will occur when willing developers cooperate with the City of Auburn and/or private landowners. Appropriate phasing will be key to the success of this plan.

Input from the Kick-Off Meeting/ Visioning Workshop, Core Team, Draft Open House, and stakeholders was used to develop this concept plan. In addition to providing housing options not currently offered within Downtown Auburn, the plan recommends strategically placed small office/retail spaces, and a multi-use path with improved streetscapes for appropriate pedestrian and vehicular connectivity throughout Downtown Auburn.

The goal of this concept plan is to provide a vision that illustrates how appropriate development may be implemented to link historic Downtown Auburn to the proposed Town Center/City Hall development (located in the south east corner of the study area). The most direct and walkable route for this connection is a little over  $\frac{1}{2}$  mile in length (10-12 minute walk), as illustrated by the blue dashed line on the adjacent concept plan. The plan concentrates public improvements and private infill development along this corridor to make this connection as seamless and as engaging as possible.

The concept plan suggest the following opportunities to reinforce and revitalize Downtown Auburn and insure these connections are made. A detailed look at the multi-use trail plan and proposed street sections are reviewed in the transportation plan, immediately following this section.

# CONCEPT PLAN



## LEGEND

- [Yellow Box] Single-Family Residential Lot
- [Orange Box] Townhomes
- [Red Box] Multi-Family / Senior Cottages
- [Purple Box] Retail
- [Blue Box] Civic

# KEY OPPORTUNITIES

## **1 // Infill / Apartments**

The Market Assessment described the potential for a 200-unit apartment development in Downtown Auburn within the next 6+ years. A key hallmark of successful downtown developments throughout the Atlanta region has been the inclusion of a significant rental housing component as a way to bring significant numbers of added residents within walking distance of downtown restaurants and amenities. While some of these communities have attracted more intensive “urban format” apartment projects (with structured parking and 40-80 units per acre), Auburn is more likely to see a “garden format” development with surface parking and density in the range of 20-25 units per acre. Such a development would require a site of at least 10 acres. There are only two such likely sites within walking distance of the historic downtown: at the northern tip of the study area fronting onto Mount Moriah Road and at the northwest corner of 3rd Avenue and County Line Road.

## **2 // Pocket Park Enhancements**

Downtown Auburn does not have a grand town square or other major central park feature. The new Town Center plan is expected to include a formal town green next to the proposed City Hall, which will be available for special events. What Auburn does have, however, is a collection of smaller “pocket” parks, each of which offers a unique experience. All of the pocket parks and other public spaces should be more clearly delineated with consistent signage and other identifiers. They should be named and designated, along with other key destinations, on a wayfinding map prominently displayed at Caboose Park.

## **3 // 3rd Avenue Enhancements**

A unique aspect of Auburn is its 100'-wide street rights of way

which survive in places from original plats. 3rd Avenue is one of these streets, where opportunity exists to create a parkway style street with full tree canopy and swales on each side of the roadway for stormwater management. The result is a street that reinforces the ideas of a small town (see page 96).

## **4 // Reestablish Alley as Pedestrian Route**

A remnant of the original 1892 Auburn Town Plan, the east/west alley and north/south alley on this block should be preserved. However, due to the smaller size and the design of the proposed infill development, the east/west alley is no longer needed for vehicular circulation. So not to lose this historic element, the plan proposes the alley be retrofitted as a planted pedestrian alley. This will create another frontage for proposed infill that may include residential, live/work, or commercial space.

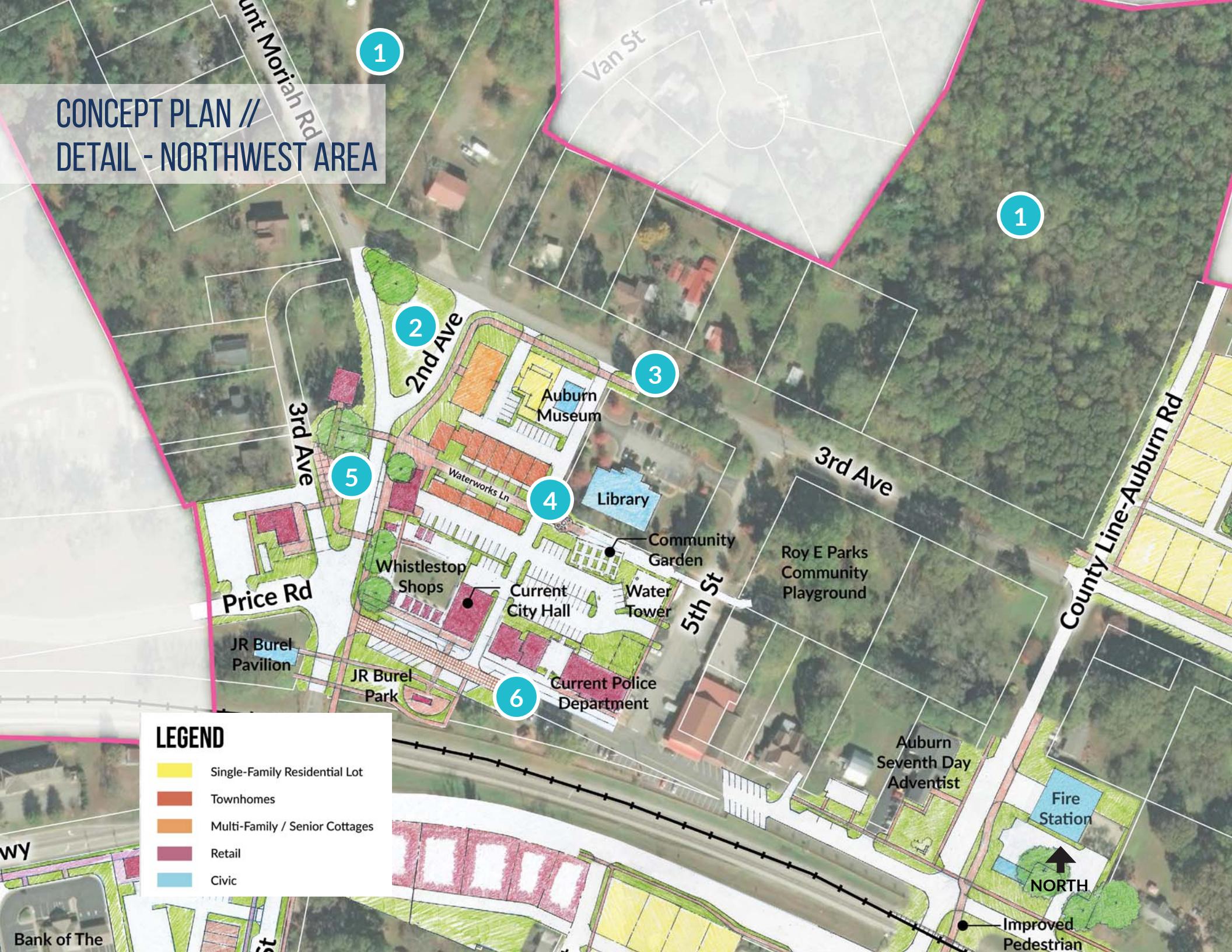
## **5 // Connect Bike Trailhead Plaza to Trail System**

Currently, the trailhead plaza is an under-utilized space in Downtown Auburn. This study encourages the completion of the trail/cycle route to Winder. Doing this will not only promote the use of this newly constructed plaza but also bring more people into Downtown Auburn, increasing the need for additional retail and commercial businesses.

## **6 // 4th Avenue between Mt Moriah Road & 5th Street**

The community desires wide sidewalks to accommodate outdoor seating and planters within historic downtown. The area of 4th Avenue between Mt Moriah Road and 5th Street provides an opportunity to provide a curb-less, pedestrian-oriented street with wider sidewalks and narrow travel lanes to allow opportunity for public art installation, new street planters, and gathering places for small groups of people (reference page 98). Restoration of the commercial facades to restore historically appropriate elements on this block is also proposed.

# CONCEPT PLAN // DETAIL - NORTHWEST AREA



## **7 // 4th Avenue between 5th Street & County Line Auburn Road**

The block between 5th Street and County Line Auburn Road transitions from commercial to residential. It is at this point the street transitions to raised curbs, narrow travel lanes, and a 6' wide sidewalk with adjacent tree plantings. The restoration of the commercial building at the corner of 5th Street and 4th Avenue should be of priority. This building, one of Auburn's first commercial structures, is at a prominent corner in the downtown but is overlooked because of inappropriate additions such as gabled roof, shed porch and the addition of wood siding. These items should be removed and the existing doors, brickwork, ironwork, and window casings restored.

## **8 // Fire Station**

Auburn's Barrow County Fire Station #4, at the visible corner of 4th Avenue and County Line Road, is a utilitarian structure that does not contribute to the city's aesthetics. In combination with implementation of the multi-use trail, this plan suggests a possible reconfiguration of the pavement to provide ample parking (up to 23 spaces) while reducing the concrete driveway and re-claiming a portion of the frontage that could be utilized for either landscaping or a small "liner" building (1,100 SF as shown) that could be designed to give this civic site the architectural interest it deserves.

## **9 // Shared Access**

The dead-end driveway currently serving the Durden building ("Leather Creations") from 4th Avenue could also provide access for infill development of the vacant land to the south. This 3-acre parcel, with its extraordinary tree cover, could comfortably accommodate 14 small homes while also preserving the historic Parks-Hawthorne House and providing a shared green space that preserves most of the trees.

## **10 // Infill/Mews Cottages + Historic Parks-Hawthorne House**

Working around the existing significant trees, this plan proposes a shared alley system that would access a total of 19 cottages. Some of these cottage lots face onto an interior shared "mews" or "common lawn" while others front onto 9th Street. Parallel guest parking would be provided along 9th Street and on 4th Avenue. The shared alley would also connect to a proposed parking area serving the Parks-Hawthorne House.

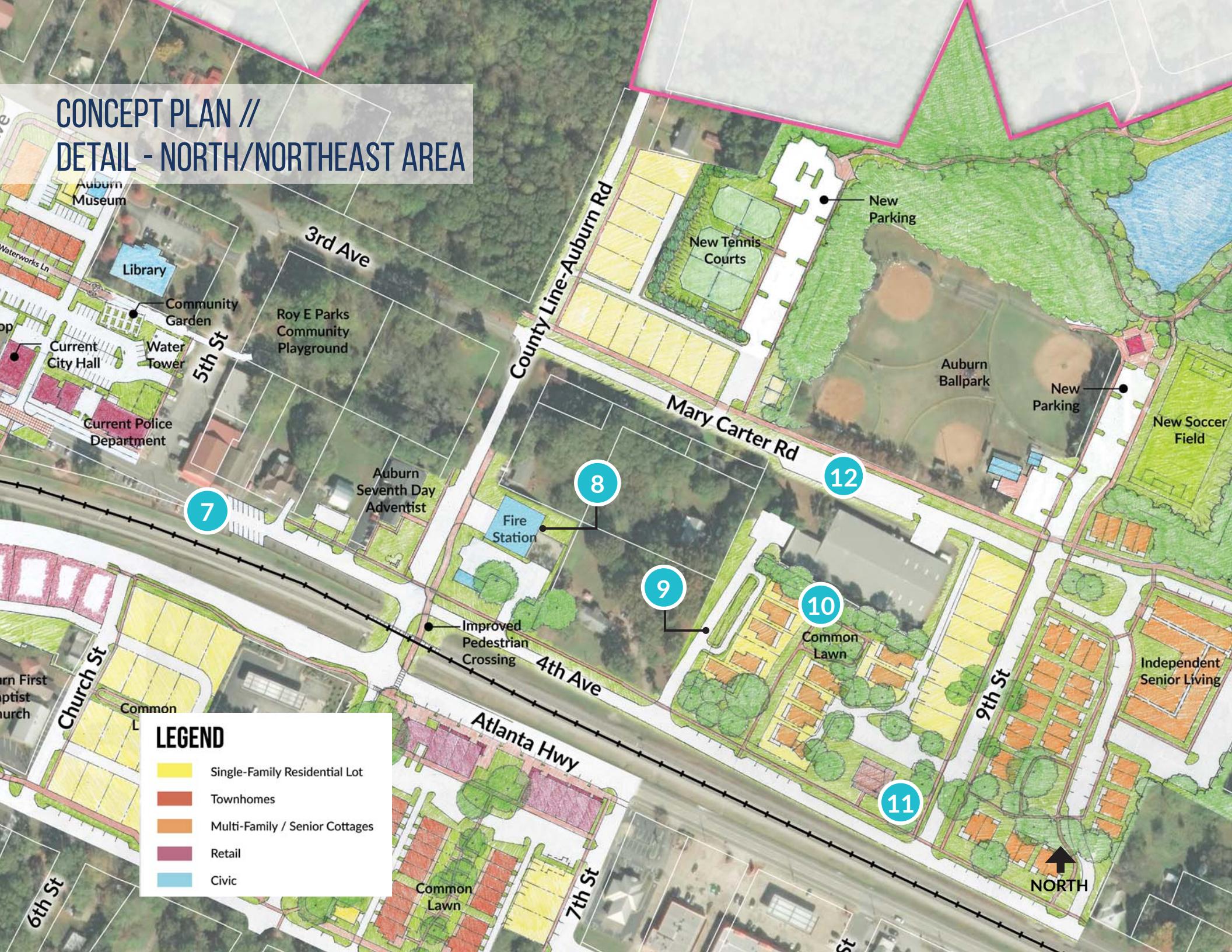
## **11 // Repurpose Historic Parks-Hawthorne House**

Currently vacant, this historic structure provides great opportunity for adaptive reuse. This plan illustrates how the property can be subdivided to accommodate a cottage court development to the west of the existing structure and single-family lots fronting onto 9th Street. With appropriate renovation, the Parks-Hawthorne House may accommodate one of the following uses: multi-family, live/work, or office.

## **12 // Reverse/Improve One-Way Street**

Currently, Mary Carter Avenue and 9th Street, from County Line Road through to 4th Avenue, is signed as a one-way street, presumably for easy access to the ballparks it serves, as well as access to the angled parking along the street in front of Leather Creations. In order to expand the ballfields complex and optimize use of surround properties, this street needs to be converted to two-way use.

# CONCEPT PLAN // DETAIL - NORTH/NORTHEAST AREA



### **13 // Durden Building (Leather Creations) Parking/Multi-Use Trail**

The proposed 12'-wide multi-use trail system includes, among its main destinations, the ballpark complex and proposed passive park, as well as the potential for extension further to the east and north. The preferred east-west route for this trail is along Mary Carter Avenue. In order to accommodate this trail improvement at the current angled parking location in front of the Durden building, the street and parking pavement need to be shifted roughly 10' to the south. There appears to be ample room for this shift. And because there is apparently an ill-defined ROW for the current street alignment, trail construction would be an opportune time to realign and formalize these conditions.

### **14 // Infill/Senior Living**

On the southern four acres of City-owned land, this plan proposes acquiring an additional 0.8-acre vacant portion of an adjoining lot to provide a 5-acre site for infill development of a senior living neighborhood consisting of around 60 apartments in a three-story "big house" building with amenities and 30 or so duplex cottages around the perimeter. This plan is consistent with the Market Assessment's projected near-term demand for a 100-unit active adult or senior living development. The site layout preserves the most significant trees and provides for shared outdoor gardening and gathering spaces.

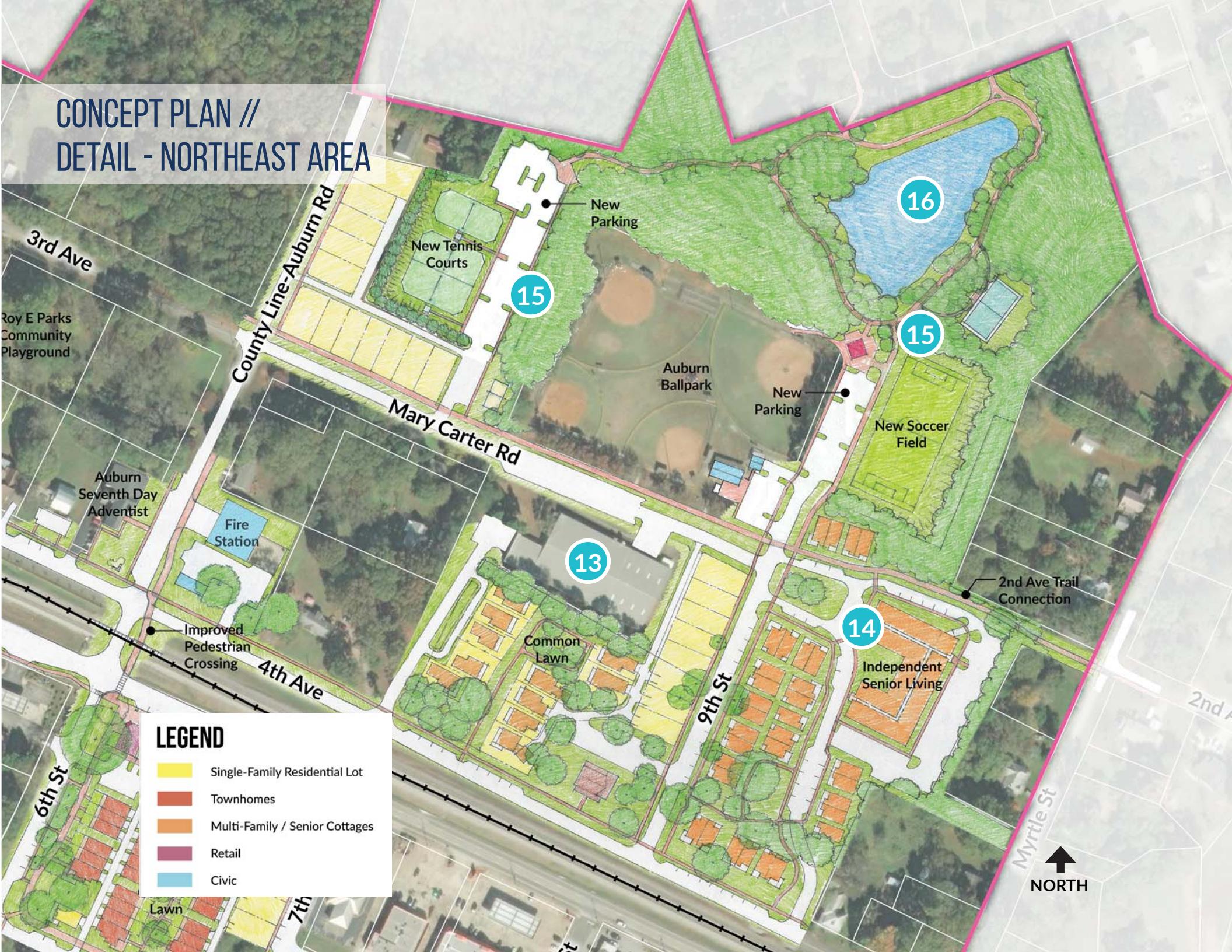
### **15 // Expanded Ball Park Parking, Amenities, and Trailhead**

The previous "Auburn Ball Park" plan, prepared by Falcon Design in 2016 provided for a range of expanded facilities, all on City-owned property: a full-size baseball field, "field box," a large regional stormwater pond, four tennis courts, basketball and volleyball courts, and 200 more parking spaces. An alternative plan, proposed here, could provide the similar facilities in a way that disperses the parking, makes more efficient use of the land, and preserves the northern portion of the site as a passive park. After review with the Parks Department, it was determined the full-size baseball field is no longer needed.

### **16 // Passive park and regional stormwater pond**

The plan utilizes the lowest-lying portion of the City property as a 1.5-acre stormwater pond that conforms to the existing site contours, allowing retention of the tree canopy up to the pond edge. A modest dam/berm would be required along the Lakeview Drive frontage to the north. This pond would help manage and minimize downstream impacts from runoff.

# CONCEPT PLAN // DETAIL - NORTHEAST AREA



## LEGEND

- Single-Family Residential Lot
- Townhomes
- Multi-Family / Senior Cottages
- Retail
- Civic

NORTH

## **17 // Infill-Retail**

The intent of this plan is to capture as much of Auburn's future retail and restaurant demand as possible within the historic downtown. The remaining square footage of retail demand projected in the Market Assessment is targeted for two locations.

Location #17a illustrates the potential for a total of around 16,000 SF of sidewalk-oriented shops and restaurants adjacent to the busiest intersection in town (6th Street and Atlanta Highway). Location #17b, at an important "gateway" location at the western edge of downtown, illustrates the potential for a total of 6,000 SF of shops at the corner of Main Street and Atlanta Highway.

This study recommends traffic calming along Atlanta Highway, signifying to the driver they have entered a pedestrian friendly downtown. The speed limit along Atlanta Highway should be reduced to 35mph. Within the Atlanta Highway school zone the speed limit should be reduced to 25mph (between Church Street to the west and just inside the city limits to the east). Additional traffic calming techniques should be studied with GDOT to complement the appropriate downtown frontages along Atlanta highway as illustrated in this plan (reference page 103).

## **18 // Infill-Residential**

This plan shows how an area consisting of two vacant parcels, a vacant portion of the adjoining gas station site, and one existing house lot, could be redeveloped to provide 16 cottage lots with rear alley access in a pattern compatible with their surroundings. A central green space, located where there was once an alley, would provide a common lawn for eight of the cottages. The four lots facing onto Atlanta Highway may be developed as commercial or live/work (commercial house).

## **19 // Infill-Townhouses (zero lot line development)**

An important part of the connective "fabric" between the historic downtown and new town center will be infill

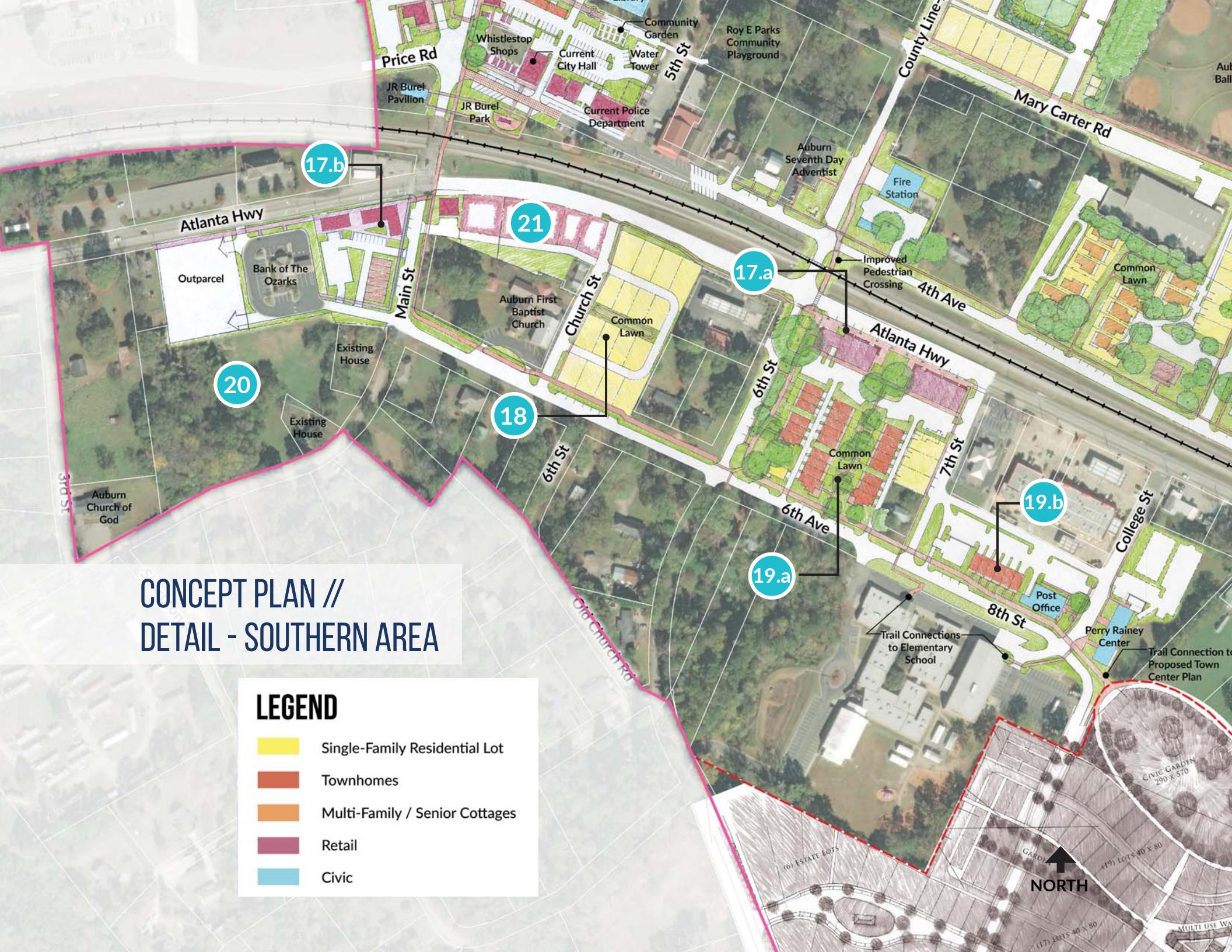
development on the vacant properties along the "connector" route. This includes two key locations that seem well-suited for townhouse development. This plan shows how 19a could preserve a substantial amount of its existing tree cover and provide the following: 23 townhouses and one detached cottage at the corner of 6th Street and 6th Avenue, 16,000 SF of infill retail with abundant parking, and three residential or live/work lots facing onto 7th Street. Along its southern and western frontages, this site would also provide for development of the multi-use trail corridor as well as on-street parallel guest parking for the new townhouses. The trail corridor here is generous (30'-60' wide) to allow for existing trees. Additional infill may occur at 19b, the area west of the existing Post Office. The plan illustrates how 6 townhouses may be implemented to front onto the multi-use trail at this location.

## **20 // Potential Multifamily**

The potential for a small multifamily project such as a cottage court or senior housing development exist at this location. While direct vehicular access may be plausible from Atlanta Highway, this study recommends the primary entrance be located at Main Street and 6th Avenue. Development of this parcel should respect the two existing houses fronting onto Main Street. These houses are identified by the Auburn National Register Historic District as contributing structures. Any development should provide an appropriate transition of height and massing when adjacent to these structures.

## **21 // Commercial House**

At the time of this study a new commercial house (reference page 74) is proposed at the corner of Main Street and Atlanta Highway. This land use is recommended to continue east along Atlanta Highway, utilizing the vacant areas where single family housing once stood. Additionally, this block face (along Atlanta Highway between Main Street and Church Street) contains two vacant houses. Efforts to convert these structures for commercial house use should be evaluated.



## CONCEPT PLAN // DETAIL - SOUTHERN AREA

### LEGEND

- Single-Family Residential Lot
- Townhomes
- Multi-Family / Senior Cottages
- Retail
- Civic

## POLICIES // LAND USE AND DESIGN

- Implement the vision of the Framework Plan.
- Retain activity generators in downtown such as City Hall, Auburn Library, Auburn Elementary School, the Whistlestop Shops, and places of worship.
- Provide opportunities for aging in place.
- Ensure appropriate transitions between historic single family areas and new development.
- Promote compact infill development to provide additional housing options as the community increases in population.
- Encourage rental multi-family developments within walking distance of historic downtown Auburn.
- Ensure infill residential development is balanced in regards to market-rate and attainable housing.
- Encourage the renovation of aging shopping centers and gas stations along Atlanta Highway.

## PROJECTS // LAND USE AND DESIGN

### **New City Hall Development Site**

Continue to encourage the development to include a diverse housing stock at multiple price points allowing for an inclusive residential population around the proposed City Hall (reference page 14).

### **Fire Station 4 Property Improvements**

Explore recommended improvements to the Barrow County Fire Station 4 property with Barrow County.

### **Code Audit**

Conduct an audit of existing zoning and adjust as appropriate based on recommendations of this plan.



### **Encourage Independent-Senior Living Development in Downtown**

Utilize city owned property adjacent to Ball Fields to catalyze new senior housing. Work with DDA to appropriately purchase privately owned vacant/underutilized land, to allow for a development of similar layout as proposed in this plan.

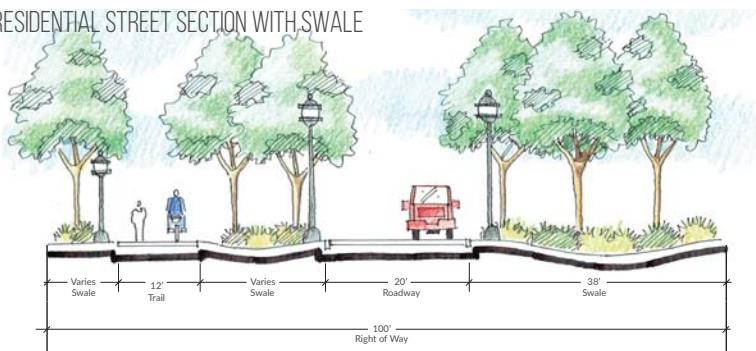


### **Master Stormwater Retention Ponds**

Encourage the implementation of stormwater management ponds as suggested in this concept plan and detailed further on page 119.



RESIDENTIAL STREET SECTION WITH SWALE



### **Downtown Infrastructure Analysis**

Conduct analysis to refine and confirm City of Auburn mapping data on file relative to right-of-way locations, property lines, and utilities

### **Sewer and Water Feasibility Study**

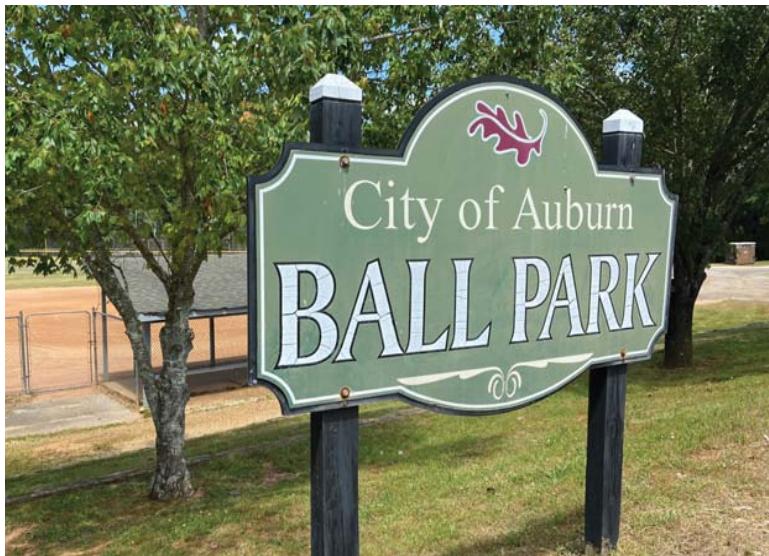
Conduct a feasibility study to expand public sewer access to proposed development sites as illustrated in this study. (See appendix for sewer and potable water overview.)

### **Future Land Use Map**

Amend the 2018 Comprehensive Plan so to encourage appropriate development in downtown Auburn as suggested by the Framework Plan and Concept Plan in this study. (See page 72.)

### **Park Enhancements**

Small projects make a huge difference in the way people see Auburn. Encourage consistent signage and fencing throughout our City of Auburn parks, including small pocket parks and rambles/medians. Doing this will help provide a cohesive thread of design throughout the city.

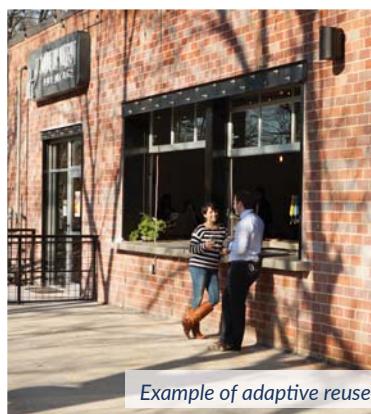
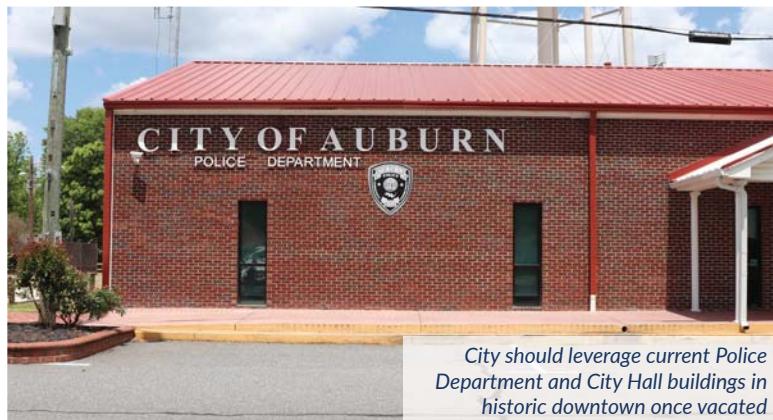


### **Tree Ordinance**

Strengthen the tree ordinance for downtown to focus on the preservation of trees so to maintain current character, see City of Trees on next page). As part of this, Auburn should update and maintain a current record of historic trees, specimen trees and other unique or environmentally significant trees within downtown Auburn.

### **Encourage Adaptive Reuse and Infill Development in Historic Downtown**

Advocate Historic Downtown and leverage unique infill and adaptive reuse opportunities. Work with DDA to insure appropriate adaptive reuse of current City Hall and Police Station is achieved once new municipal complex is completed.



## CITY OF TREES

One of Auburn's most striking assets is its intact canopy of stately old-growth trees, evident on practically every block of the LCI Study Area. This is undoubtedly a key attribute that gives Auburn its "small town" charm. It is often difficult to preserve such trees in the face of growth pressures, because of the development intensity needed for economic feasibility. But also notable is Auburn's low land cost, relative to surrounding emerging places. This factor should make it possible to develop at a lower intensity, thereby allowing for preservation of much of the tree canopy that is so important to Auburn's character.

Because growth pressures have not yet been felt, there has been little concern over preservation of this asset. In the face of these inevitable pressures, the City should put in place a robust and forward-thinking tree ordinance that identifies and protects such trees.



Many surrounding cities have adopted slogans featuring trees they consider important (i.e. Winder's "City of Dogwoods", Lawrenceville's "Crepe Myrtle City"). Auburn can distinguish itself from such slogans by being proactive about recognizing and celebrating its historic tree canopy.



## POLICIES // HERITAGE AND HISTORIC PRESERVATION

- Protect historic structures and encourage their rehabilitation where feasible.
- Encourage renovation and revitalization of older housing within downtown.
- Promote the financial benefits (tax credits) of the National Register designation currently in place.
- Emphasize nonresidential uses in historic houses along Atlanta Highway and properties adjacent to historic downtown commercial properties.
- Coordinate with the Historic Preservation Division of the Georgia Department of Natural Resources to acquire Certified Local Government Status.



## PROJECTS // HERITAGE AND HISTORIC PRESERVATION

### **Downtown Auburn Historic District Zoning Overlay**

Develop a Downtown Auburn Historic District overlay based on documented architectural and planning patterns to ensure appropriate redevelopment of properties and contributing structures. Current design standards relating to historic preservation should be removed from the Downtown Overlay District Designation and revised appropriately.

### **Rehabilitate the Parks-Hawthorne House**

At the time of this study the “old Hawthorne house” is vacant and is understood to be in need of significant repair. Working with the DDA, the City should encourage its purchase and preservation by a private developer.



**Image to left: Parks-Hawthorne House as photograph in 2020. Image above: Early photograph of Parks-Hawthorne House, date unknown.**

### **Historic Plaques for Buildings**

Develop a program to serve as an award for excellent restorations of historic buildings, and as a public education tool. Plaques may include information such as year built, name of original owner, and name of owner who completed the restoration.

### **Historic Markers**

Historic markers should be installed throughout downtown Auburn at historic and culturally significant locations. This program may also include a map to identify locations of past and present landmarks.

The image to the left represents one example of a historic plaque. The two images below are examples of historic markers.



### **Facade Improvement Grant Program**

Initiate a downtown facade improvement grant program, to be led by the DDA. Encourage appropriate restoration of mercantile building facades along 4th Avenue.

### **Rehabilitate Historic Downtown Buildings**

Encourage facade rehabilitation and the adaptive reuse of current City Hall (once vacated) and historic mercantile building located at the corner of 5th Street and 4th Avenue.



# TRANSPORTATION //

## RECOMMENDED TRAIL NETWORK

The recommended trail network will create a safe, intuitive, and enjoyable way to walk and bike through downtown Auburn. The plan links Historic Downtown Auburn with the proposed Town Center development. It also connects directly to key downtown destinations:

- City Hall
- Historic Downtown Commercial
- Post Office
- Perry Rainey Center
- Library
- Auburn Ball Park
- Roy E. Parks Community Playground
- Auburn Museum
- JR Burel Park

The trail network improves pedestrian circulation within downtown by widening existing facilities to accommodate additional active transportation modes and building new sidewalks where they do not exist. The trail will be 10 to 12 feet wide and will feature landscaping, and secondary connections will be between 6 and 8 feet wide.



# PROPOSED TRAIL NETWORK



## LEGEND

- Multi-Use Trail
  - Secondary Connection

**NORTH**

## Making Connections

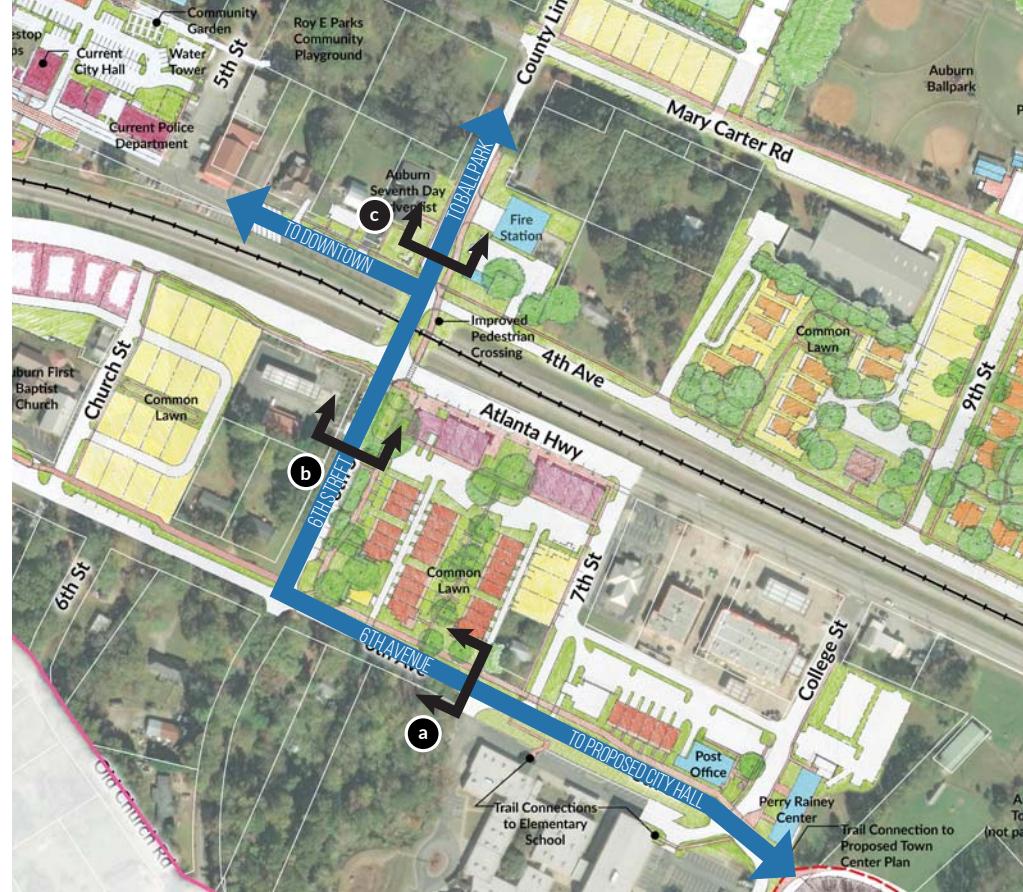
The overarching priority of this plan is to focus on and strengthen the physical connection between Auburn's Historic Downtown and its new Town Center to the east. The most direct and walkable route for this connection is a little over  $\frac{1}{2}$  mile in length (10-12 minute walk) between the current and proposed city hall locations. The plan concentrates public improvements and private infill development along this corridor to make this connection as seamless and as engaging as possible.

Natural features such as topography, old growth trees, and stormwater management was considered when designating the trail route. Fortunately, many of the right-of-ways on Auburn are wide enough to accommodate a trail winding through such natural features as seen on 6th Street between Atlanta Highway and 6th Avenue.

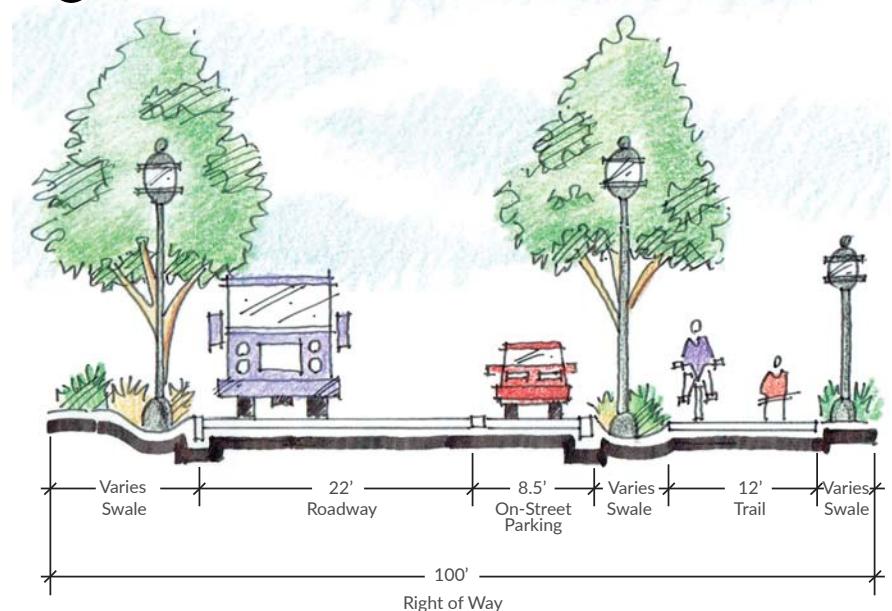
## Rail Crossing

Currently there is not a designated pedestrian rail crossing in downtown Auburn leaving it difficult to cross the tracks without a vehicle, especially if a person depends on ADA infrastructure. This study proposes appropriate pedestrian rail crossings be installed at Main Street and Atlanta Avenue, and 6th Street and Atlanta Avenue. Allowing pedestrians, cyclist, and vehicles the ability to safely cross the railroad.

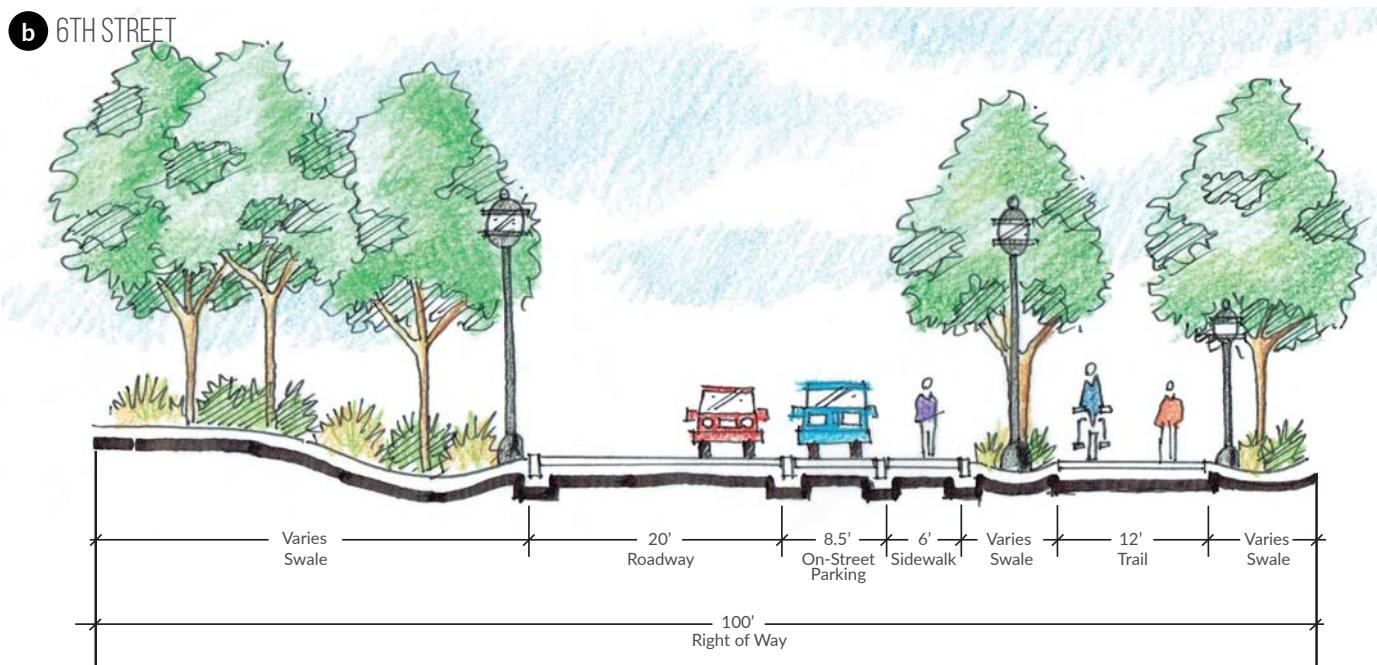
Sidewalk at Atlanta Highway and 6th ends



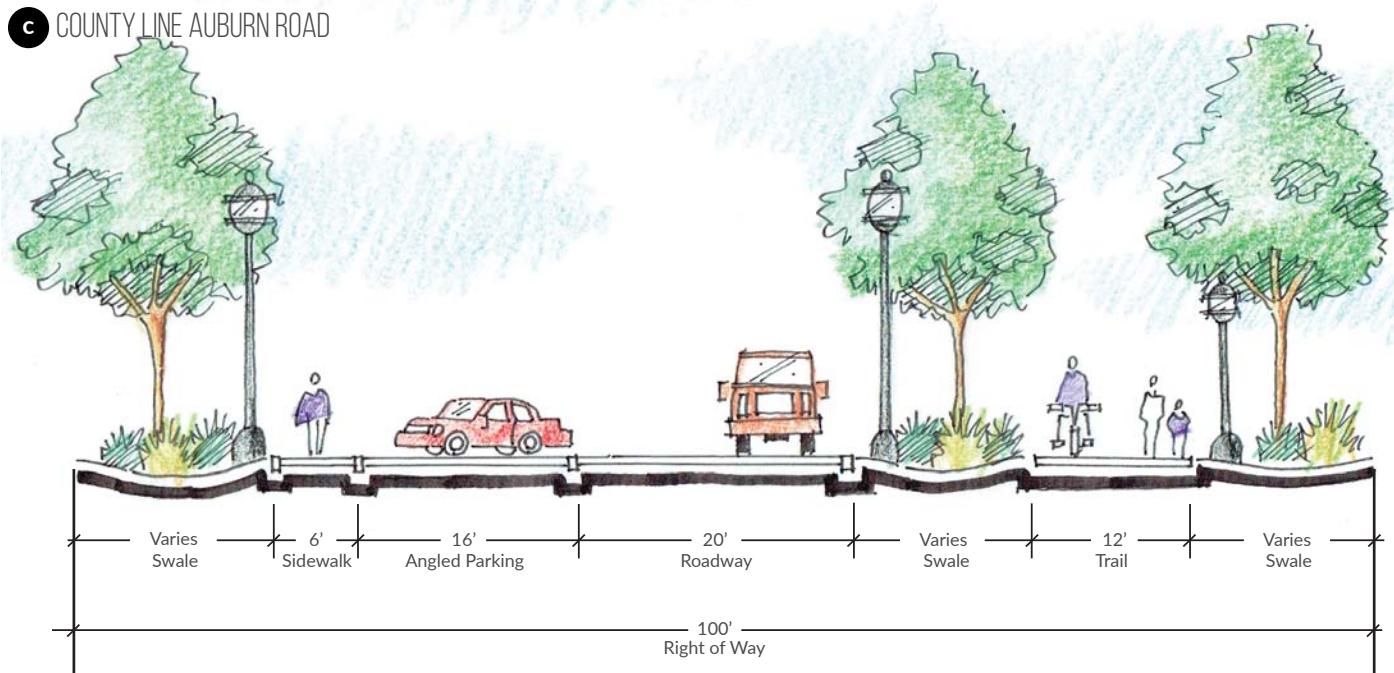
a 6TH AVENUE // EAST



**b** 6TH STREET



**c** COUNTY LINE AUBURN ROAD



## WHAT IS A LIVING STREET?

A Living Street (or “Festival Street”) refers to a street that encourages the mixing of pedestrian and vehicle traffic. The idea of mixing modes may seem counter to the goal of pedestrian safety, but designating the street as a shared place for pedestrians, cyclist, and vehicles elevates the awareness of each user creating a safe environment. This concept is inspired by the Dutch “woonerf” street, which translates directly to “living street.” Its key characteristics are:

- Intended for local traffic, including cyclists
- Vehicular and pedestrian zones are delineated by paving patterns, street furniture, and tree placement
- Traffic modes intermingle and negotiate between one another
- Visual and physical traffic calming treatments, such as a narrow passageway, trees, bollards, and pavers, maintain low speeds to protect those walking or biking in the street.

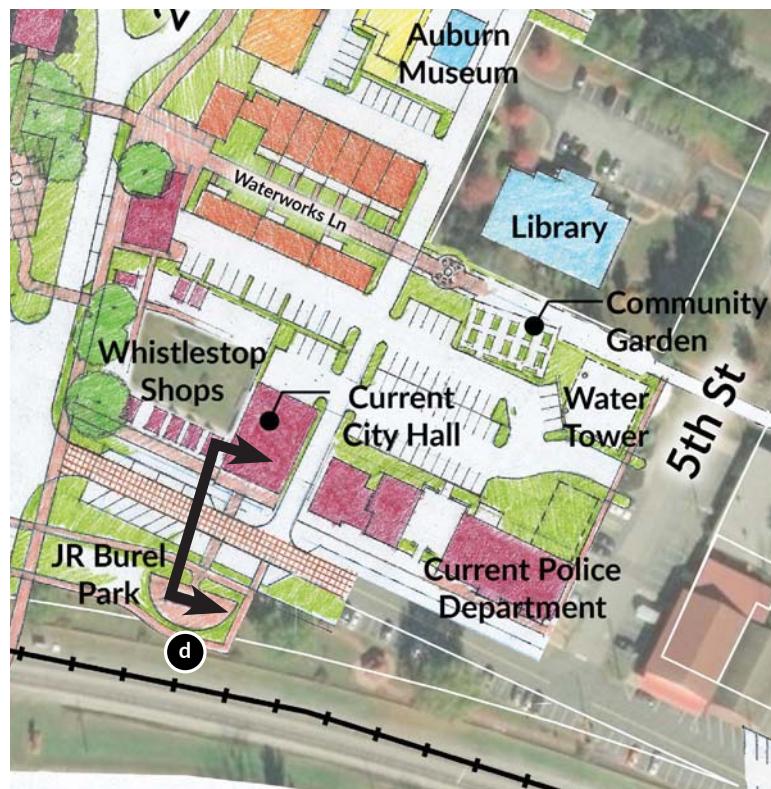
These design principles are the inspiration for the proposed design along 4th Avenue.

### Festival Street (Living Street)

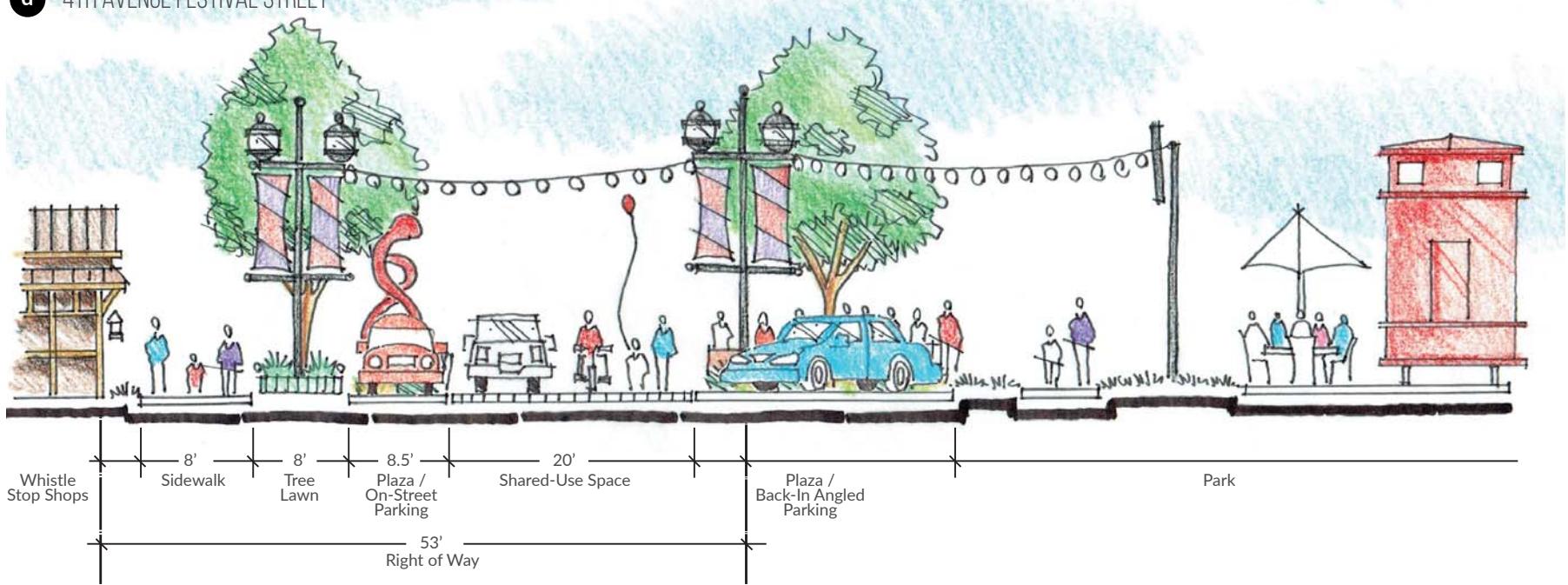
As a way to bring the RH Burel Park to the front door of businesses in historic Downtown Auburn, a festival street is proposed for part of 4th Avenue that creates a shared environment for pedestrians, cyclists, and passing vehicles.

The proposed 4th Avenue Festival Street provides an extension of RH Burel Park through its plaza-style street design that can be closed off to vehicular circulation when hosting large-scale street festivals or events.

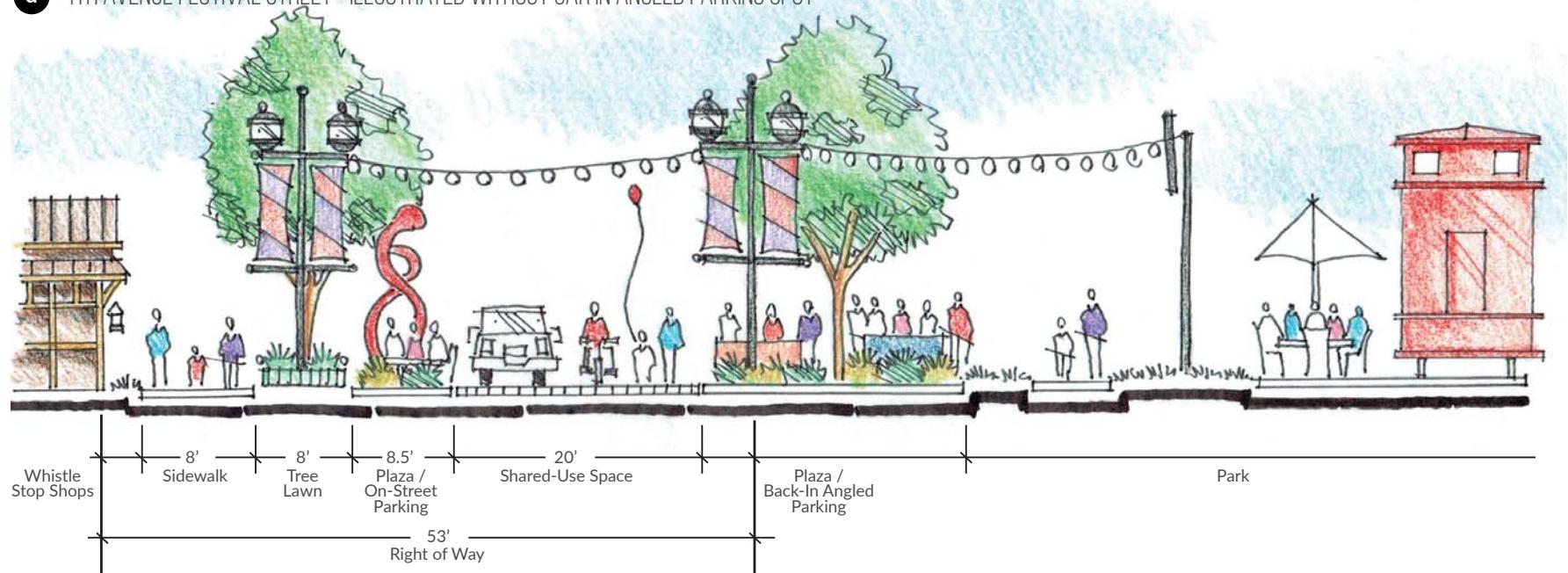
Illustrations on page 97 and 98 show how the Festival Street delineates pedestrian and vehicular zones through paving patterns, street furniture, and tree placement, creating a true extension of the park during events.



d 4TH AVENUE FESTIVAL STREET



d 4TH AVENUE FESTIVAL STREET - ILLUSTRATED WITHOUT CAR IN ANGLED PARKING SPOT

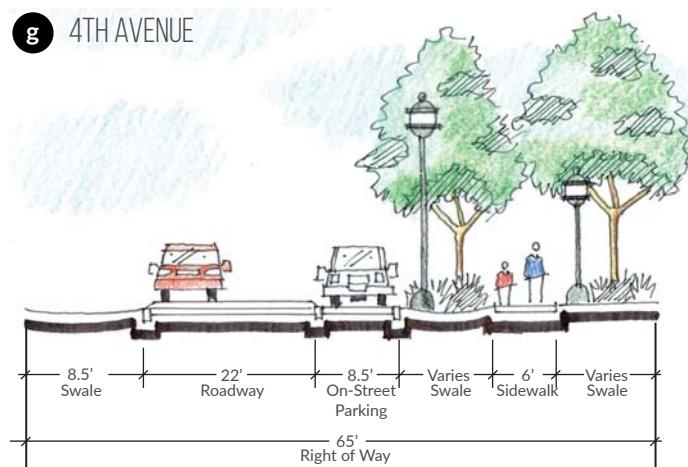
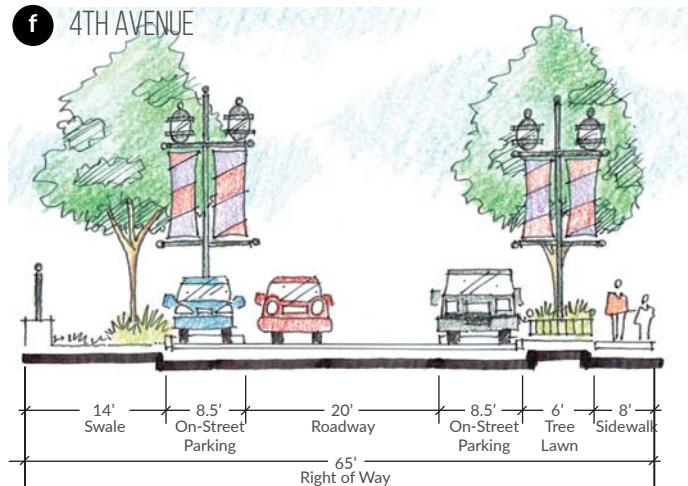
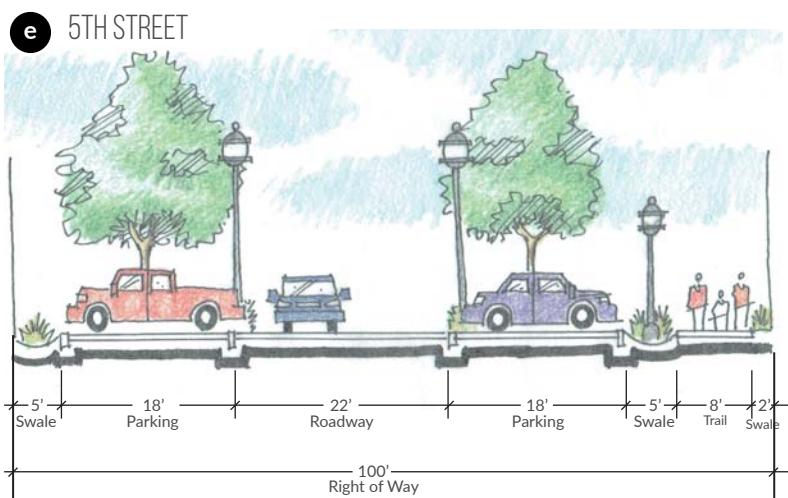
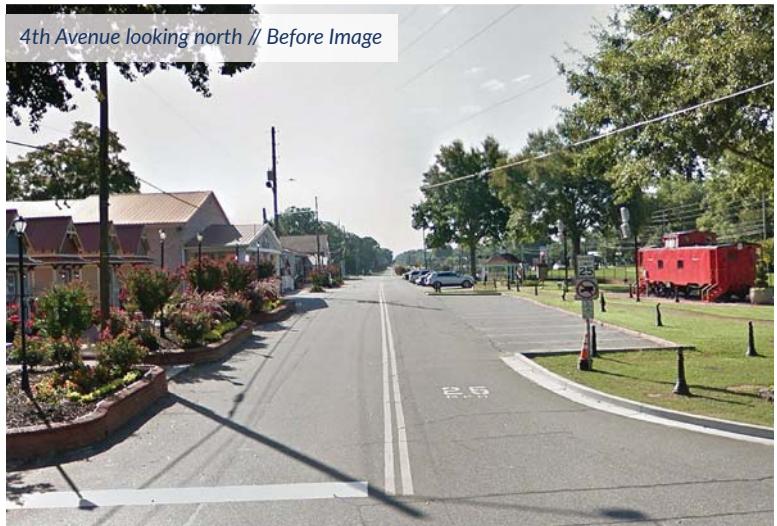


## Festival Street

4th Avenue looking north // After Image



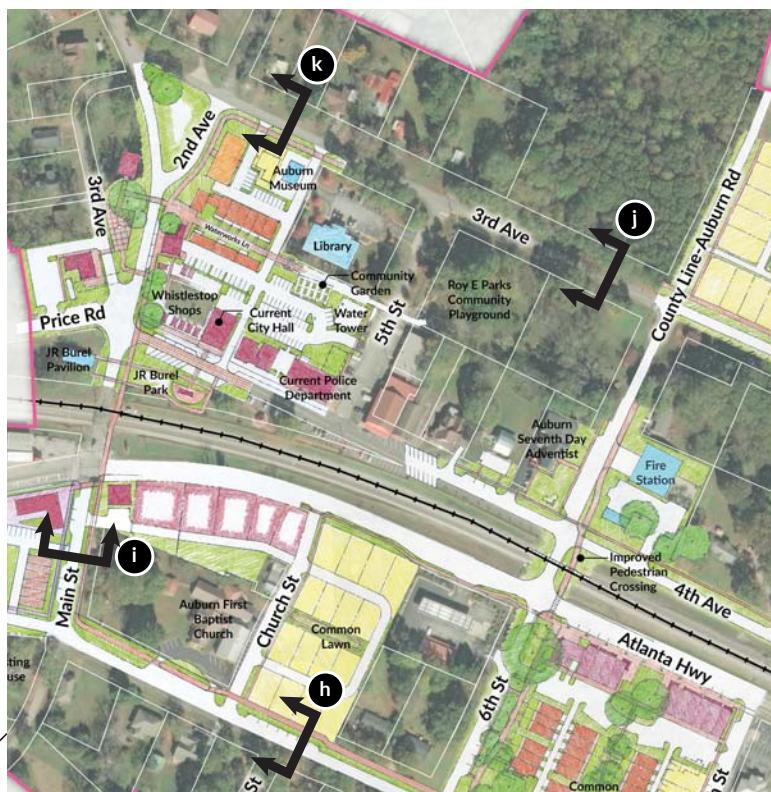
Below is a before image of 4th Avenue, and the rendering to the left shows how the Festival Street on 4th Avenue would look. The images to the right (sections f and g) show sections of 4th Avenue leading up to the Festival Street and demonstrate a transition. The image on the bottom of this page (section e) shows streetscape improvements for 5th Street right before the Festival Street. This street could provide additional head-in parking during events.



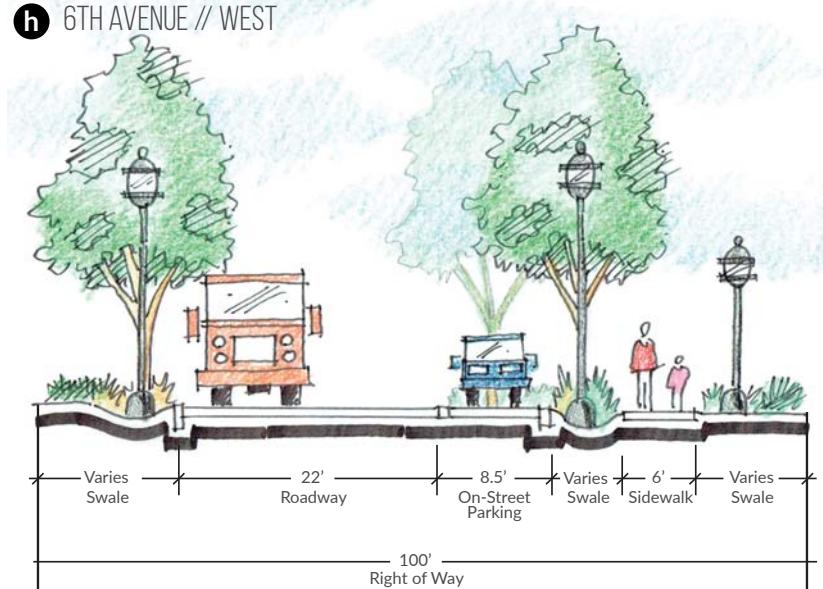
## Residential Streets

The images to the right (sections h and i) and the next page (sections j and k) represent the proposed residential street types for Downtown Auburn. In keeping with the small town feel, elements such as swales for stormwater management are proposed in lieu of typical curb and gutter, pedestrian sidewalks are proposed on one side of the street to avoid excess infrastructure, and narrow lanes for travel are proposed for traffic calming purposes.

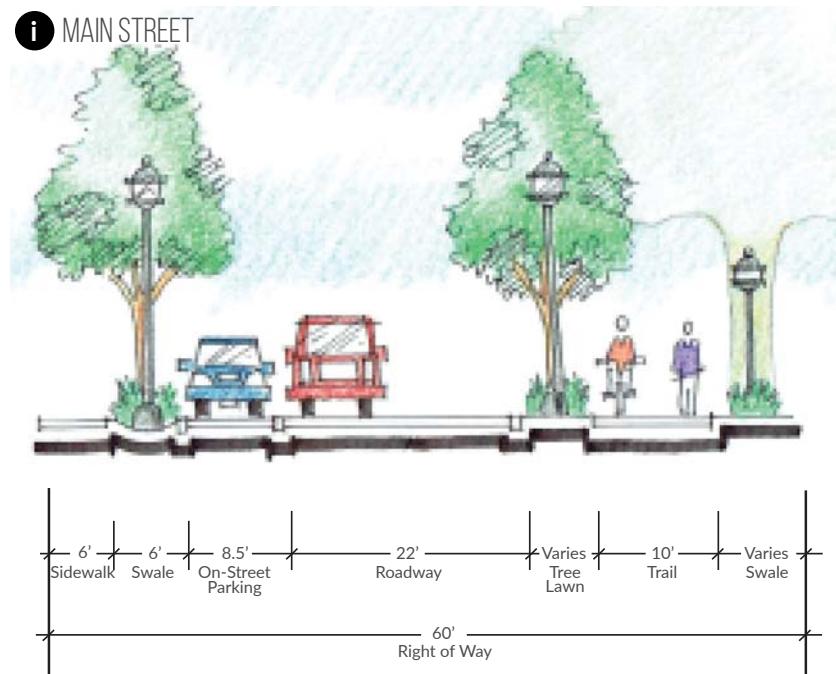
The exception to this guideline is seen in the first block of Main Street on the south side of the railroad tracks (section "i"). Due to the proposed commercial uses at the corner of Main Street and Atlanta Highway, a sidewalk is proposed on both the west and east side of the street.

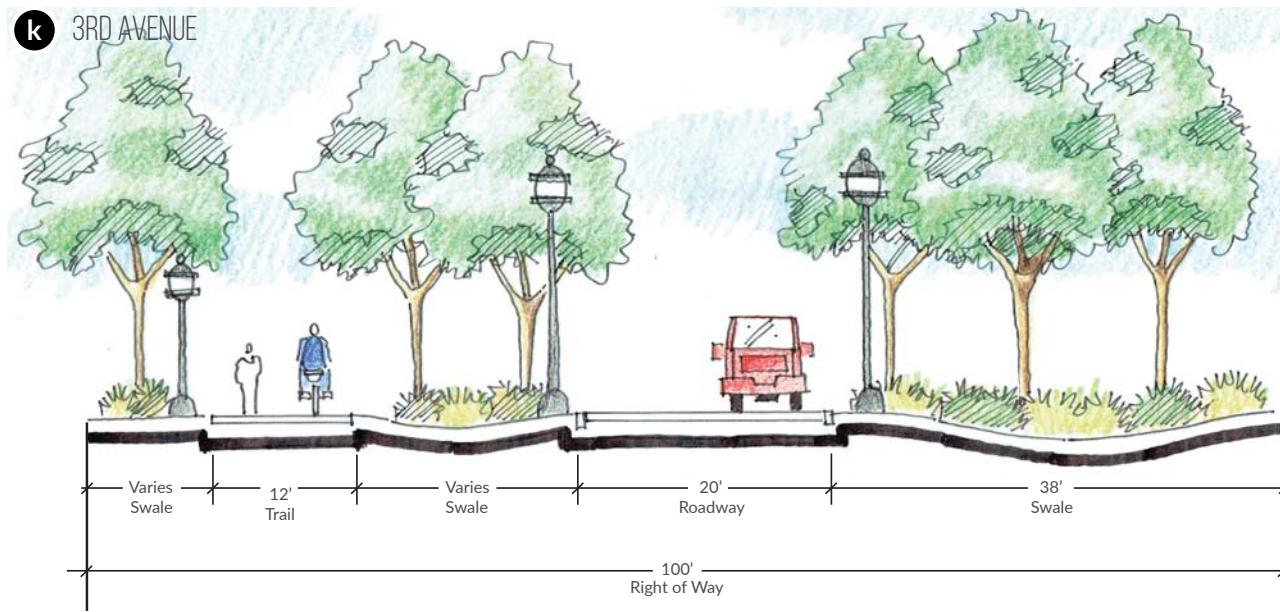
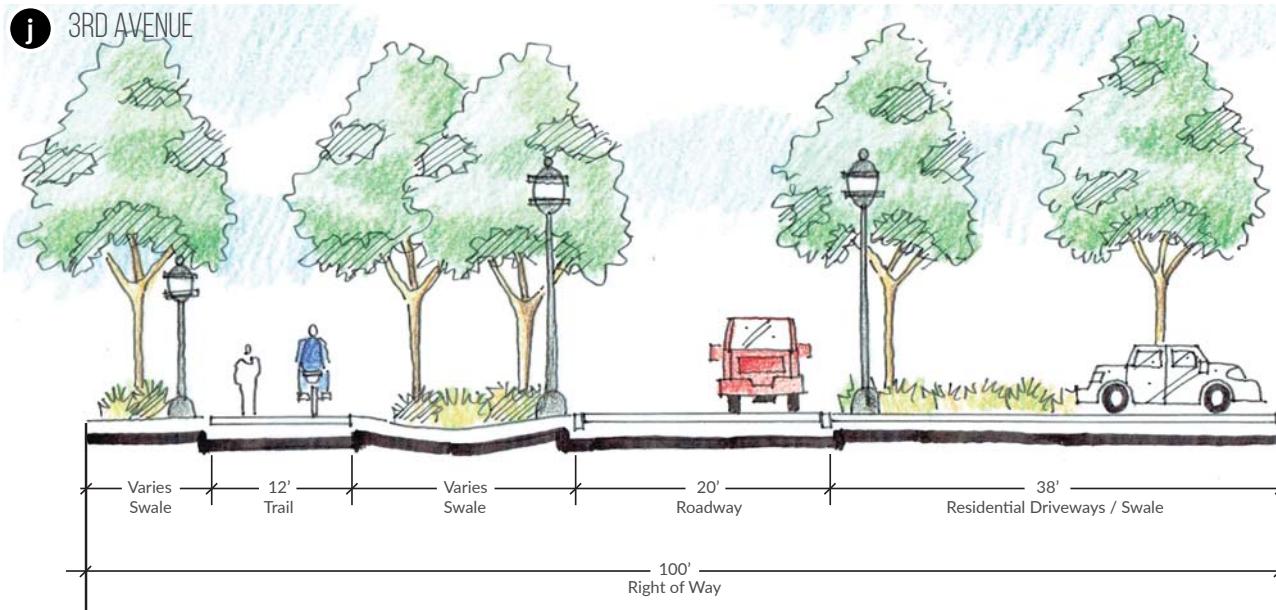


**h** 6TH AVENUE // WEST



**i** MAIN STREET

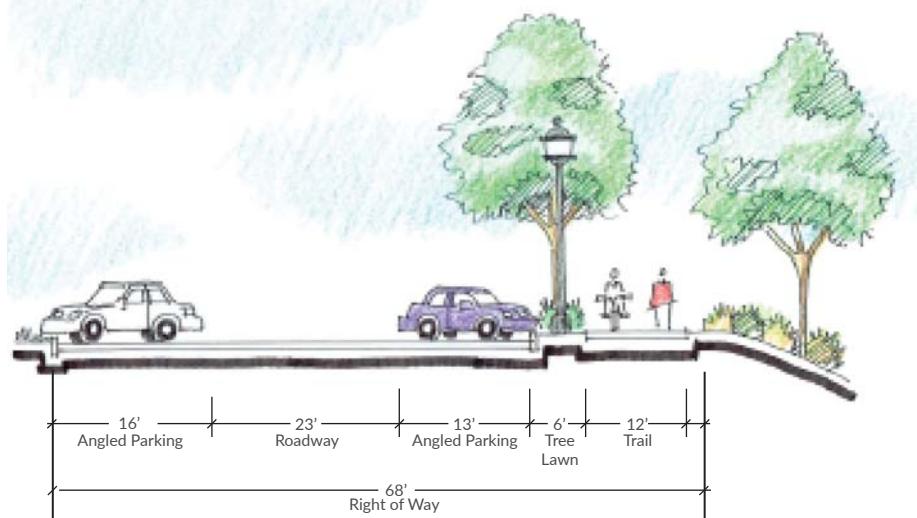




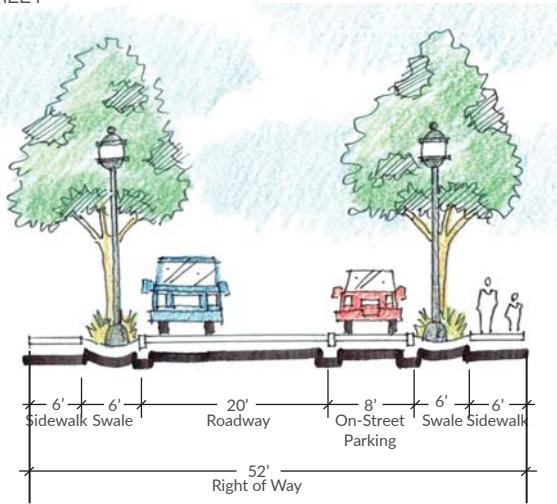
The sections shown to the right (sections I and m) show two more examples of residential streets in Downtown Auburn. Along Mary Carter Avenue (section I), there is the trail along the residential side of the street, and angled parking on the other side to help provide additional spaces for visitors to the ballpark and new athletic facilities. The street is converted to a two-way street to optimize use of the surrounding properties. Along 9th Street (section m), there is on-street parking provided for visitors and sidewalks on both sides to help complete the connections to the ballpark, the 2nd Avenue trail connection, and 4th Avenue.



## I MARY CARTER AVENUE



## m 9TH STREET



## POLICIES // TRANSPORTATION

- Provide balanced public and private investments to address the needs of pedestrians and cyclists.
- Coordinate new multi-use trail and sidewalks to connect to destinations suggested in this study.
- Retain all existing alley rights-of-way.
- Develop Street Design Standards that encourage or mandate road designs that are safe and convenient for bicyclists.
- Officially adopt the National Association of City Transportation Officials (NACTO) Bike Guide.

## PROJECTS // TRANSPORTATION

### ***Pedestrian Study - Rail Crossing***

Conduct a feasibility study with GDOT and the Railroad to determine needed safety and infrastructure improvements for a pedestrian rail crossing at 6th Street / Line Auburn Road and Main Street/Mount Moriah Road.

### ***Implementation Study - Streetscape Improvements***

Conduct an implementation study to determine appropriate measures for proposed streetscapes within downtown. This includes reverting Mary Carter Avenue and 9th Street, from County Line Road through to 4th Avenue to two-way traffic. When possible, implementation should be coordinated with new development proposals in downtown.

### ***Parking in Historic Downtown***

Explore the viability of replacing existing 90 degree parking with a mix of parallel and angle parking, as suggested in this study. Evaluate opportunity for a mid-block parking lot behind the existing police station as illustrated on the concept plan.

### ***4th Avenue Festival Street***

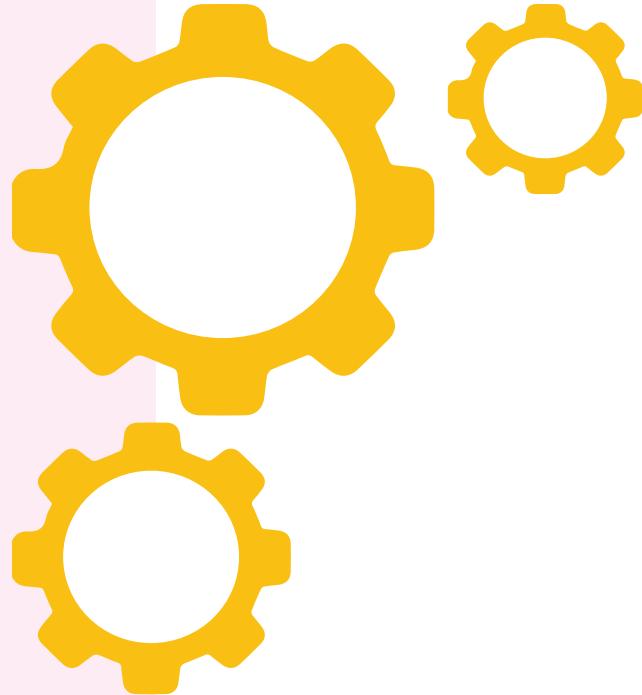
Encourage the implementation of the proposed festival street along 4th Avenue between Mount Moriah Road and 5th Street as reviewed in this study.

### ***Back-In Angled Parking***

Explore the viability of back-in angled parking on 4th Avenue Festival Street to improve safety and increase and maintain parking availability in area. The city should implement temporary back-in angled parking prior to developing the Festival Street to determine its viability in downtown.

### ***Traffic Calming - Atlanta Highway***

Explore the viability of reducing the speed limit and implementing on-street parking and other traffic calming techniques along Atlanta Highway as recommended in this plan. Coordinate with Georgia Department of Transportation.



**“WHEN WILL THIS ALL BEGIN? HOW  
LONG WILL IT TAKE?”**

-Resident, Virtual Draft Plan Open House  
Comment

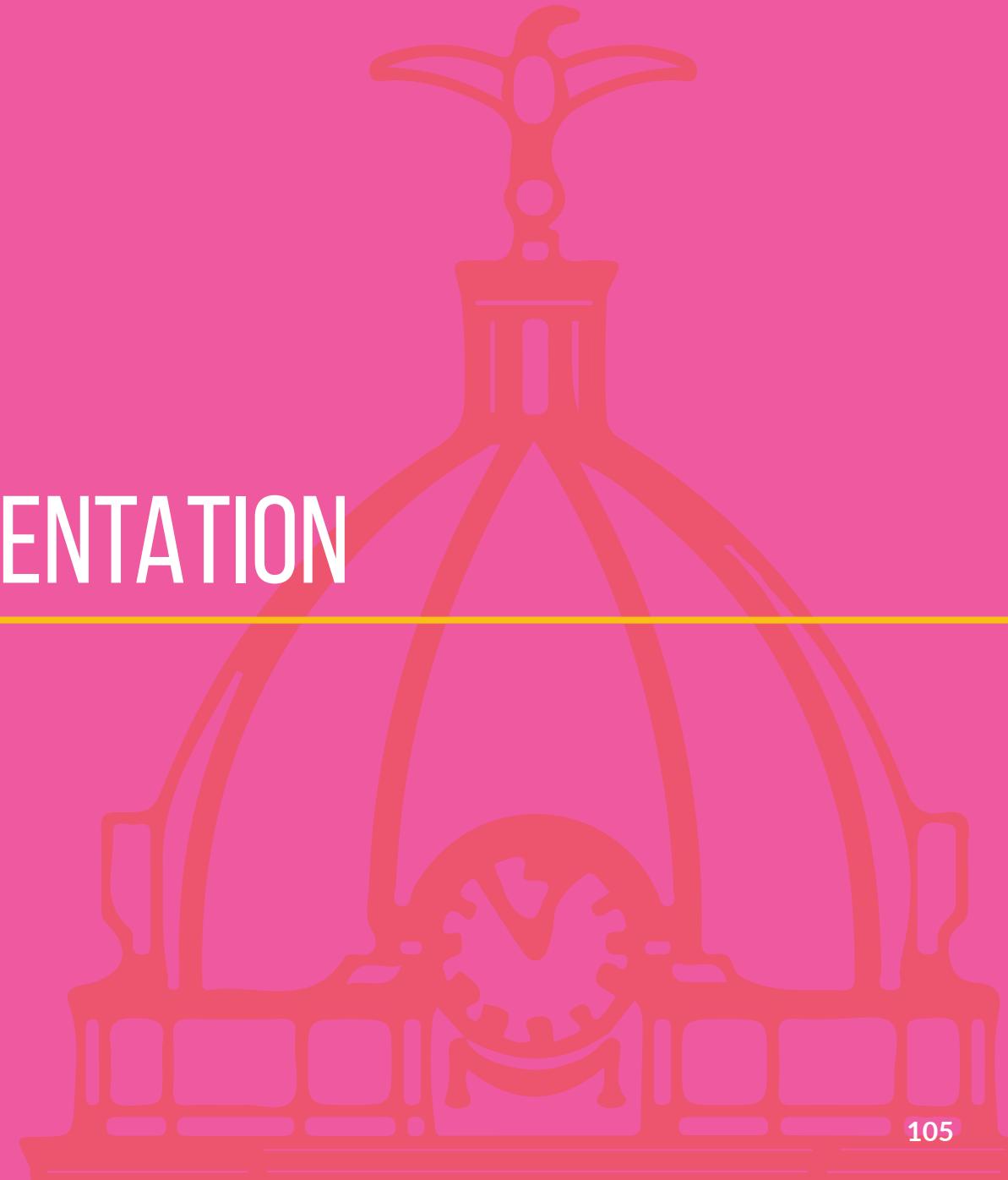
# 05

## PLAN IMPLEMENTATION

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### *IN THIS CHAPTER*

- Overview
- Action Matrix
- LCI Consistency



# OVERVIEW //

Define Our Auburn represents an ambitious vision for the future of Downtown Auburn and will require the long-term cooperation of the public and private sectors to come to fruition. The Action Matrix on the following pages, list every project described in this plan, along with responsible parties, potential funding sources, and general implementation timeline. Guiding policies in the plan do not appear in the Action Matrix because they are more general in nature.

Some projects, such as beautification efforts, can be implemented immediately. Other efforts are more long term. The Action Matrix gives an approximate start date for each project. Given the longer timeline for parts of the plan, it is important that citizens continue to be involved and that the City of Auburn regularly review and update the plan as necessary. To help with this, the LCI document should be made easily available to the public; the plans and imagery proposed in this document should be displayed prominently both Online and within City Hall.

# ACTION MATRIX //

## FUNDING

In order for the vision of Define Our Auburn to become reality, public and private partners must work together. The City of Auburn will be involved in many aspects of implementation, but will need to work with Barrow County, Atlanta Regional Commission, Georgia Department of Transportation, local non-profit organizations and businesses, and developers.

The Action Matrix on the following pages provides a rough cost estimate and potential funding sources for each project. A number of grants and other public funding sources will ensure that the burden for implementation does not fall entirely on the local taxpayers.

### ***Funding Source Options***

**General Fund.** Funds available to Auburn by way of property taxes, sales tax, business taxes, business licenses, permit fees, and other sources.

**LCI Funds.** Some transportation improvements may be available through competitive grants from the Livable Centers Initiative, with local government contributions of 20% of the cost.

**SPLOST.** Special Purpose Local Option Sales Taxes are used in Georgia to pay for a variety of projects within a municipality or county as approved by voters.

**Transportation Improvement Program (TIP).** The TIP allocates funds for use in the construction of the highest priority projects

in the Regional Transportation Plan (RTP), the long-term transportation vision for the ARC's 20-county region. Projects in the TIP must be fully funded to be included.

**Transportation Alternatives Program (TAP).** GDOT partners with the Federal Highway Administration (FHWA) in facilitating and providing opportunities for local governments to pursue non-traditional transportation activities, such as sidewalks, bicycle facilities, and streetscape projects.

**State Revolving Fund (SRF).** Initially funded with federal and state money, and continued by funds generated by repayment of earlier loans, SRFs provide low interest loans for local governments to fund water pollution control and water supply related projects including many watershed management activities.

## 100 DAY ACTION PLAN

While many of the recommendations of this plan reflect long-term actions, short-term actions can build momentum for downtown Auburn and catalyze larger projects in the future.

For example, sort-term beautification improvements on 4th Avenue could enhance aesthetics, which could be furthered by initiating a facade improvement grants program with the DDA in the long-term. A short-term streetscape improvement strategy for downtown, may be one that implements temporary signage and road striping to temporarily display how a selected street can be redesigned based on this plan, allowing for additional public feedback prior to implementing the long term vision.

These short term efforts are much less costly and in many cases can be led by local citizens and businesses without major involvement from public entities. The following shows the immediate steps that should be taken toward implementation:

**Zoning and Design Standard Audit and Update.** Due to current development underway in and around downtown Auburn, zoning and design standard updates reviewed in this document should be considered following a code audit in order to preserve the character of Auburn Downtown. (Page 34-37; Page 86-91)

**Downtown Infrastructure Analysis.** Conduct analysis to refine and confirm City of Auburn mapping data on file relative to right-of-way locations, property lines, and utilities.

**Anchor Businesses.** Identify and recruit tenants for the soon to be vacated City Hall and Police Department buildings on 4th Avenue. Document existing conditions and develop as-built drawings of structures to assist with recruitment. (Page 88)

**Auburn Streetscape Analysis.** Establish a team to determine the first steps toward implementing proposed streetscapes, including improved pedestrian rail crossing and multi-use trail connection from proposed City Hall site to historic Downtown Auburn, and expand trail system within downtown. (Page 92-103)

**Sewer and Water Feasibility Study.** Conduct a feasibility study to expand public sewer access to proposed development sites as illustrated in this study. (See appendix for sewer and potable water overview.)

**New City Hall Development Site.** Continue to encourage a diverse housing stock at multiple price points allowing for an inclusive residential population around the proposed City Hall (reference page 14).

ID	Project Description	Estimated Cost	Start Date	Responsible Parties	Funding Sources	Notes
<b>Land Use and Design</b>						
	Coordinate with Town Center developer to encourage implementation of diverse housing	Staff Time	2021	City of Auburn; DDA	General Fund	See pg. 14
	Fire Station 4 Property Improvements	TBD	2022	County	Barrow County; SPLOST	See pg. 80
	Code Audit	\$30,000	2021	City of Auburn	General Fund	See pg. 32-37
	Senior Housing development	TBD	2023	City of Auburn; Private	Private	Federal funds may be available to private developer; See pg. 82
	Master Stormwater Retention Pond	\$40,000	2022	City of Auburn	General Fund; SRF; Grants	See pg. 82,118
	Downtown Infrastructure Analysis	\$125,000	2021	City of Auburn	General Fund	See pg. 88
	Sewer and Water Feasibility Study and Future Expansion	\$25,000	2021	City of Auburn	General Fund	See pg. 82, 116
	Update Future Land Use Map	Staff Time	2021	City of Auburn	General Fund	See pg. 72
	Park Enhancements	TBD	2022	City of Auburn; DDA	General Fund	See pg. 78
	Tree Ordinance	\$10,000	2021	City of Auburn	General Fund	See pg. 88-89
	Establish incentives to encourage development and adaptive reuse in Historic Downtown	Staff Time	2021	City, DDA	General Fund; Grants	See pg. 88, 91
	Establish incentives to recruit desired anchor businesses	Staff Time; Incentives	2021	Barrow County Chamber of Commerce; City of Auburn	General Funds; Barrow County	See pg. 38-49
	Join Georgia Main Street Program	\$1,000	2021	DDA	General Funds	

ID	Project Description	Estimated Cost	Start Date	Responsible Parties	Funding Sources	Notes
<b>Heritage and Historic Preservation</b>						
	Downtown Auburn Historic District zoning overlay	\$35,000	2021	City of Auburn	General Fund; Grants	See pg. 22, 90
	Rehabilitate Parks-Hawthorne House	TBD	2022	Private	Grants; Private	Federal and State Historic Preservation grants may be available Ex. Georgia Heritage Grant; See pg. 80, 90
	Historic Building plaque installation	TBD	2023	DDA, Private	DDA, Private	See pg. 91
	Historic marker installation	\$25,000	2023	City, DDA	City of Auburn, DDA, Grants	See pg. 91
	Facade grant improvement program	TBD	2022	City, DDA	City of Auburn, DDA, Private	See pg. 91
	Rehabilitate facade - Existing City Hall	TBD	2025	City of Auburn	General Funds; Grants	See pg. 22, 91
	Rehabilitate facade - mercantile building at corner of 5th and 4th Avenue	TBD	2025	Private	Private; Grants	See pg. 22, 91

ID	Project Description	Estimated Cost	Start Date	Responsible Parties	Funding Sources	Notes
<b>Transportation</b>						
	Mid-block parking lot	\$80,000	2024	City of Auburn	General Fund	Behind existing police station as illustrated on concept plan; See pg. 94
	Evaluate back-in angle parking	Staff Time	2021	City of Auburn	General Fund	Study to be completed before implementation of 4th Avenue Festival Street
	Implementation Study - Rail Crossing Improvements	Staff Time	2022	City of Auburn	General Fund; ARC	May be eligible for a supplemental LCI grant
	Implementation Study - Streetscape Improvements	Staff Time	2022	City of Auburn	General Fund; ARC	May be eligible for a supplemental LCI grant
<b>Streetscape Improvements</b>						
	Rail crossing improvements	\$300,000	2023	City of Auburn; Railroad; GDOT	General Fund; ARC; GDOT; SPOST	At County Line Auburn Road and railroad; See pg 94
	Rail crossing improvements	\$300,000	2023	City of Auburn; Railroad; GDOT	General Fund; ARC; GDOT; SPOST	At Mount Moriah Road and railroad; See pr. 94
	6th Ave/8th Street streetscape	\$750,000	TBD	City of Auburn	City of Auburn; LCI; Grants	Between 6th Street and College Street; See pg. 94
	6th Avenue streetscape	\$730,000	TBD	City of Auburn	City of Auburn; LCI; Grants	Between Main Street and 6th Street; see pg. 100

ID	Project Description	Estimated Cost	Start Date	Responsible Parties	Funding Sources	Notes
	Main Street	\$330,000	TBD	City of Auburn	City of Auburn; LCI; Grants	Between Railroad and 6th Avenue; See pg. 100
	6th Street streetscape	\$450,000	TBD	City of Auburn	City of Auburn; LCI; Grants	Between 6th Avenue and Railroad; See pg. 94-95
	County Line Auburn Road streetscape	\$350,000	TBD	City of Auburn	City of Auburn; LCI; Grants	Between Railroad and 3rd Avenue; See pg. 94-95
	4th Avenue streetscape	\$1,170,000	TBD	City of Auburn	City of Auburn; LCI; Grants	Between Hawthorne Ave and 5th Street; See pg. 99
	4th Avenue Festival Street	\$850,000	TBD	City of Auburn	City of Auburn; LCI; Grants	Between 5th Street and Mt Moriah Road; See pg. 78, 96-99
	3rd Avenue streetscape	\$830,000	TBD	City of Auburn	City of Auburn; LCI; Grants	Between 2nd Ave and County Line Auburn Road; See pg. 100-101
	5th Street streetscape	\$200,000	TBD	City of Auburn	City of Auburn; LCI; Grants	See pg. 99
	Mary Carter Avenue streetscape	\$500,000	TBD	City of Auburn	City of Auburn; LCI; Grants	See pg. 102
	9th Street streetscape	\$215,000	TBD	City of Auburn	City of Auburn; LCI; Grants	See pg. 102
	Traffic Calming - Atlanta Highway	TBD	TBD	City of Auburn; GDOT	City of Auburn; GDOT; Grants	Between 6th and 7th Street; See pg. 84, 103

# LCI CONSISTENCY //

**Define Our Auburn is consistent with the components of the Livable Centers Initiative as described below**

**1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.**

The plan puts forth a vision for a more mixed-use land use pattern that would increase efficiency by providing more services near existing residences, and by increasing residential density with redevelopment. These incremental changes in land use patterns are feasible given market constraints, the proposed transportation system, and local conditions.

**2. Transportation demand reduction measures.**

A reduction in the demand for vehicular trips is proposed via a combination of streetscape improvements that focus on the pedestrian, multi-use trail, more compact development, and great diversity of land uses.

**3. Internal mobility requirements – traffic calming, pedestrian circulation, transit circulation, bicycle circulation including safety and security of pedestrians.**

Pedestrian improvements are provided along a variety of streets, including traffic calming measures and elements to promote pedestrian and bicycle circulation. An interconnected network of pedestrian and bicycle facilities is proposed, with a focus on safety and connecting key nodes within downtown Auburn.

**4. Mixed-income housing, job/housing match and social issues.**

Housing types and sizes for people of a variety of ages and incomes are proposed, small in-fill apartment buildings, townhouses, single-family residences, and an independent senior living development housing. Proposed public and private improvements will help provide disadvantaged groups better access to parks, public facilities, and services. The jobs/housing balance will be improved by providing opportunities for new local jobs and reducing commutes.

**5. Continuity of local streets in the study area and the development of a network of minor roads.**

Auburn already possesses a basic street grid. This plan focuses largely on pedestrian and bicycle connectivity with new and improved sidewalks to bridge gaps in connectivity.

**6. Need/identification of future transit circulation systems.**

When asked about transit, the community ranked it as a low priority. However, if this changes with new growth, it is recommended the City research the possibility of a shuttle bus to link commuters to the nearby Xpress buss stop in Dacula (route 416).

**7. Connectivity of transportation system to other centers.**

There are no regional centers within the LCI study area. Opportunity to connect to adjacent town centers may be warranted as the population of Auburn increases.

**8. Center development organization, management, promotion, and economic restructuring.**

More effective organization, management, and promotion of existing and proposed assets in and near downtown Auburn are needed. Recommendations in the areas of economic development begin to address these needs and move toward a more vibrant future that capitalizes on local assets.

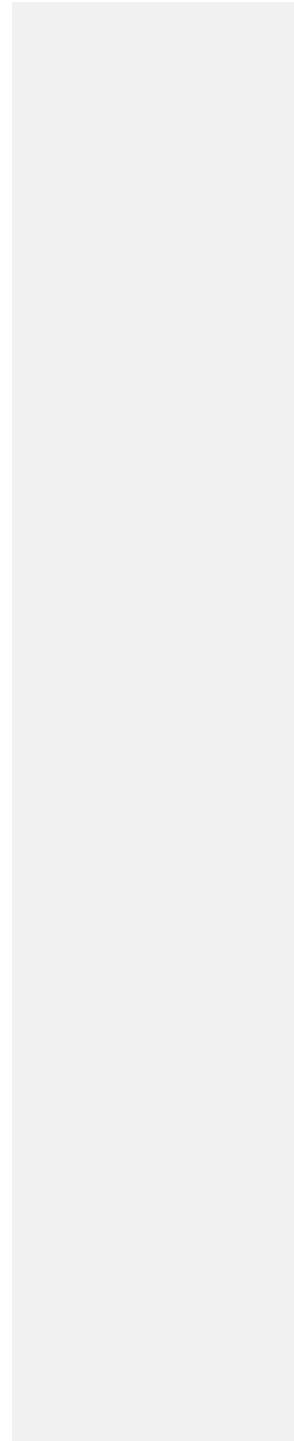
**9. Stakeholder participation and support.**

Public participation was solicited throughout the planning process through a combination of creative outreach, virtual community and stakeholder meetings. More information about outreach can be found in Chapter 3.

**10. Public and private investment policy.**

Successful implementation of the plan depends on a marriage of public and private investment policy, in which significant public investments in transportation improvements and other areas are complemented by private investments in redevelopment. Projects may draw from a variety of funding sources, including city, state, and federal dollars; non-profit investment; and private sources.





# APPENDIX

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## *IN THIS SECTION*

- Infrastructure // Sewer and Water
- Stormwater Basin Analysis
- Survey Questions

# INFRASTRUCTURE // SEWER AND WATER

## SANITARY SEWER

The City of Auburn currently has a limited sanitary sewer service area that could restrict any future development within the City if it is not expanded. There are several sections of the Downtown area that are currently unserved by sanitary sewer. We have performed an initial review of the current sanitary sewer service area to see how to expand the system to serve areas for development.

Although we were able to identify ways to expand the current sanitary sewer system, we recommend that a City-Wide Sewer Study be performed to set a roadmap for expanding system. The study should include a review of future development trends, existing sewer capacity, future sewer capacity needs, current sewer treatment plant capacity/ limitations and any expansion limitation due to State of Georgia Point Discharge Permitting.

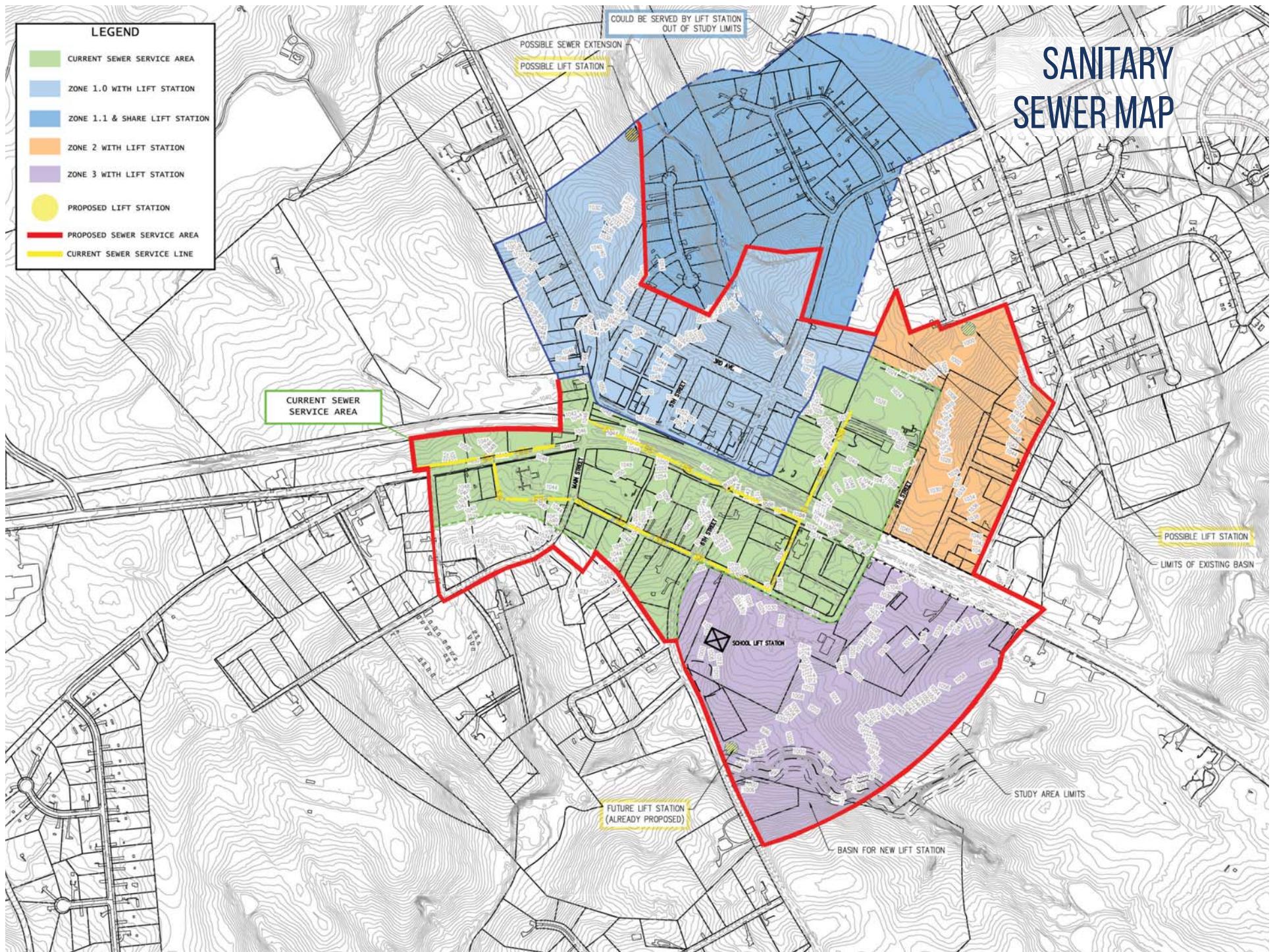
system. The study should include a review of future development trends, existing water capacity, future water needs, water treatment plant capacity/ limitations and any expansion limitation due to State of Georgia Permitting limitations.

## POTABLE WATER SYSTEM

The City of Auburn currently has a limited Water service area with smaller pipe sizes that could restrict any future development within the City if it is not expanded. There are many areas of town that are currently served with 2" water lines. Water lines that are less than 6" in diameter do not provide adequate water flow for fire protection for many types of commercial, office and residential developments.

We recommend that the City perform a City-wide Water System Study be performed to set a roadmap for expanding

# SANITARY SEWER MAP



# STORMWATER BASIN ANALYSIS //

The adjacent map identifies stormwater basin and potential regional pond locations\* for downtown Auburn. The text below is an enlargement of that on the adjacent map.

## **Basin A = 26.68 Acres**

- Required volume based upon the drainage basin: 320,160 C.F. of stormwater storage
- Proposed pond will need 8' of storage above the normal pool elevation to provide regional stormwater management for the basin

## **Basin B = 33.84 Acres**

- Required volume based upon the drainage basin: 406,080 C.F. of stormwater storage
- Proposed pond will need 6' of storage above the normal pool elevation to provide regional stormwater management for the basin

## **Basin C = 38.12 Acres**

- Required volume based upon the drainage basin: 457,440 C.F. of stormwater storage
- Proposed pond will need 7.5' of storage above the normal pool elevation to provide regional stormwater management for the basin

## **Basin D = 17.70 Acres**

- Required volume based upon the drainage basin: 212,400 C.F. of stormwater storage
- Proposed pond will need 6.5' of storage above the normal pool elevation to provide regional stormwater management for the basin

## **Basin E = 37.46 Acres**

- Required volume based upon the drainage basin: 4449,520 C.F. of stormwater storage
- Proposed pond will need 7' of storage above the normal pool elevation to provide regional stormwater management for the basin

## **Basin F = 21.04 Acres**

- Required volume based upon the drainage basin: 252,480 C.F. of stormwater storage
- Proposed pond will need 7' of storage above the normal pool elevation to provide regional stormwater management for the basin

## **Basin G = 23.94 Acres**

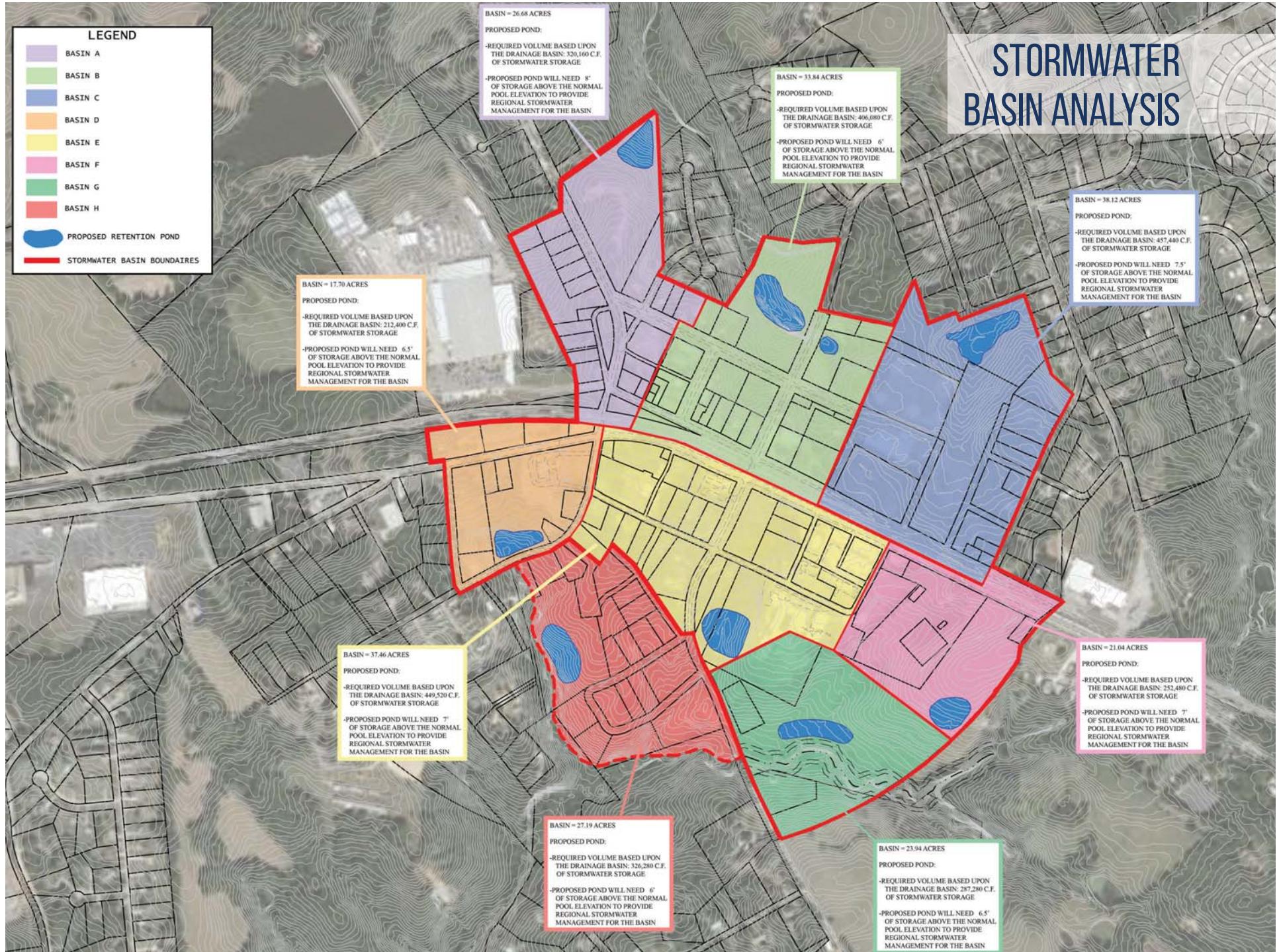
- Required volume based upon the drainage basin: 287,280 C.F. of stormwater storage
- Proposed pond will need 6.5' of storage above the normal pool elevation to provide regional stormwater management for the basin

## **Basin H = 27.19 Acres**

- Required volume based upon the drainage basin: 326,280 C.F. of stormwater storage
- Proposed pond will need 6' of storage above the normal pool elevation to provide regional stormwater management for the basin

\*Regional stormwater ponds are a more efficient way of managing stormwater than on a parcel-by-parcel bases.

# STORMWATER BASIN ANALYSIS



# SURVEY QUESTIONS //

## ***Welcome to the Community Input Survey for the Auburn LCI!***

The Auburn LCI is about creating a vision for the future of Downtown Auburn —a vision that will

- encourage appropriate development,
- make walking and biking easier,
- and revitalize historic downtown!

This survey will help ensure that the planning team understands local issues and opportunities, and make sure the plan best reflects your interests. All responses are 100% anonymous. Your input is important to ensure a successful plan.

All answers are anonymous and confidential.

Choose one of these options to return this completed survey:

- Hand it to us (if you're here with us in person!)
- Drop it off at: 1369 4th Ave, Auburn, GA 30011  
(Auburn City Hall)

## ***Questions***

1. What one word would you use to describe Downtown Auburn?
2. What one word best describes what you would like to see Downtown Auburn be tomorrow?
3. How many times a month do you visit Downtown Auburn?
  - a. Never
  - b. Less than once a month
  - c. 2-3 times a month
  - d. 4-5 times a month
  - e. 5+ times a month
4. What brings you to visit Downtown Auburn? (choose as many as you like)
  - a. I work downtown
  - b. I live downtown
  - c. Restaurants
  - d. Shopping
  - e. Errands
  - f. Business at City Hall
  - g. Special events
  - h. Just passing through
  - i. I don't visit the area
  - j. Other (please specify):\_\_\_\_\_

5. What do you find beautiful or attractive about Auburn?
6. What would you improve in Downtown Auburn?
7. What could Downtown Auburn offer that would make you visit more often? (choose as many as you like)
  - a. Fine dining
  - b. Casual dining
  - c. Daily needs shopping
  - d. Needed services such as medical
  - e. Better facilities for walking and biking
  - f. More festivals and events
  - g. Family-friendly/dog-friendly spaces
  - h. Night time entertainment
  - i. Plays, shows, performances
  - j. More parks and greenspace
  - k. Other (please specify):\_\_\_\_\_
8. What kinds of residential development should be prioritized to revitalize Downtown Auburn? (choose as many as you like)
  - a. Apartments (renter-occupied)
  - b. Condos (owner-occupied)
  - c. Single-family houses
  - d. Townhouses
  - e. Duplexes/Triplexes/Quadplexes
  - f. Live/work units (housing with office/work space below, and living space on top)
  - g. Accessory Dwelling Units (carriage houses, guesthouses, above garage apartments, etc.)
  - h. Above-retail multi-family (renter- or owner-occupied)
  - i. Other (please specify):\_\_\_\_\_
9. What kinds of non-residential development should be prioritized to revitalize Downtown Auburn? (choose as many as you like)
  - a. Retail
  - b. Office
  - c. Civic
  - d. Medical offices
  - e. Hotels, inns
  - f. Grocery stores
  - g. Restaurants
  - h. Bars, breweries, wineries, distilleries, etc.
  - i. Art studios or galleries
  - j. Mixed-use
  - k. Industrial/warehousing
  - l. Other (please specify):\_\_\_\_\_
10. What is the biggest transportation issue in the area?
11. What transportation improvements could make it easier to walk or bike in the area?
12. What is your primary mode of transportation during the weekend in Downtown Auburn (Friday night to Sunday night)?
  - a. Car
  - b. Carpool
  - c. Rideshare (Uber, Lyft, etc.)
  - d. Bicycle
  - e. Walk
  - f. None of the above
  - g. Other (please specify):\_\_\_\_\_

13. What do you think of golf carts (low-speed vehicles) being used on designated downtown streets?

14. Where do you currently live?

- a. In Downtown Auburn
- b. In the City of Auburn but not downtown
- c. In Barrow County but not in the City of Auburn
- d. In Gwinnett County but not in the City of Auburn
- e. Not in Barrow County, Gwinnett County, or the City of Auburn

15. What types of housing are currently missing in Downtown Auburn?

- a. Single-family house on a large lot
- b. Single-family house on a small lot
- c. Townhouse
- d. Apartment or condominium (stand-alone)
- e. Apartment or condominium (upper floor above shops)
- f. Senior housing
- g. Workforce housing
- h. Other (please specify): \_\_\_\_\_

16. What do you think is the highest selling price that the market would support for a 3-bedroom single-family house in Downtown Auburn?

- a. Less than \$100,000
- b. \$101,000 to \$200,000
- c. \$201,000 to \$300,000
- d. \$301,000 to \$500,000
- e. More than \$500,000

17. What do you think the highest rent that the market would support for a 3-bedroom single-family house in Downtown Auburn?

- a. Less than \$500 per month
- b. \$501 to \$750 per month
- c. \$750 to \$1,000 per month
- d. \$1,001 to \$1,500 per month
- e. More than \$1,500 per month

18. What other thoughts do you have that should be considered during this planning effort?

#### **Tell us about yourself**

The next set of questions are optional, and your answers will be used to help us improve our outreach efforts to reach every person in Auburn. Don't worry, your answers will be kept confidential.

19. What age group do you fall?

- a. Under 18 years old
- b. 18-29 years old
- c. 30-39 years old
- d. 40-49 years old
- e. 50-59 years old
- f. 60-69 years old
- g. 70+ years old

20. What race/ethnicity do you identify with?

- a. White / Caucasian alone
- b. Black / African-American alone
- c. Asian alone
- d. American Indian / Alaska Native alone
- e. Some other race alone
- f. Two or more races
- g. Other

21. What is your household's income range?

- a. Less than \$25,000 per year
- b. \$25,000 to \$39,999 per year
- c. \$40,000 to \$49,999 per year
- d. \$50,000 to \$74,999 per year
- e. \$75,000 to \$99,999 per year
- f. Over \$100,000 per year

22. What is your highest level of education?

- a. Less than high school
- b. High school diploma, GED, or equivalent
- c. Some college
- d. Associate's degree
- e. Bachelor's degree
- f. Graduate or post-graduate degree

23. What is your household size?

- a. 1 person
- b. 2 people
- c. 3 people
- d. 4 people
- e. 5+ people

24. Do you own or rent your residence?

- a. I own
- b. I rent

Thank you for taking our survey! The Planning Team will use your answers to better understand and plan for the future of your community.