

1. FORMER LAUNDROMAT

44 SOUTH LUMPKIN STREET



Center for Community Design and Preservation

College of Environment + Design

UNIVERSITY OF GEORGIA



Formerly known as Kinard's Cleaners, this building is between the Opera House and the Chamber of Commerce and across from the courthouse. Its location places it in the center of civic activity. The building is in good shape, and is wide open on the inside to accommodate a custom interior.

A brewpub at this location could utilize counter seating at the front with vertical folding windows — a nod to the industrial history of the town — to facilitate fresh air and provide an indoor-outdoor experience. A take-out window at the front of the building can provide quick, minimal interaction, which is both convenient and a COVID safety measure. Currently, there is green space behind and beside the building, which could include seating under the shade trees. The interior of the block could be redeveloped as a flexible event space that can double as parking and have picnic tables, lawn games, and space for food trucks.

The majority of responses to this concept appreciated the ability to incorporate outdoor seating and an entertainment stage, and saw the location downtown next to the Opera House as a benefit. Many were concerned that the building is too small, that there is not enough parking, and that this area of downtown has more of a civic function than an entertainment vibe. Keeping the small town feel and a developing a family-friendly space is important to many.

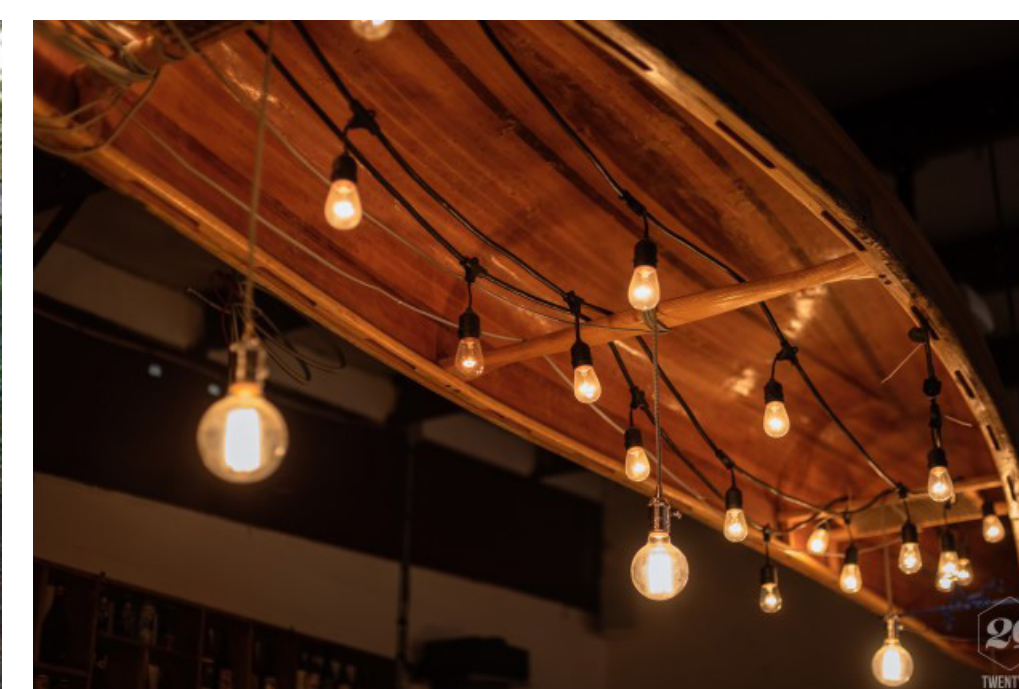
The smaller square footage of this shell space may be an advantage for a business just starting out. The interior of the block is large enough to accommodate outdoor seating and parking, but needs to be organized so that it is used efficiently. Better management and consolidated municipal ownership of the block's interior could balance the needs of businesses and civic uses so that it can handle daily deliveries, parking, and a few picnic tables, but also transition to flex space for pop-up events such as small concerts, movie nights, food trucks and craft markets.

Because this area of town has more professional offices, the aesthetic of the business could lean more upscale indoors, yet feature kid-friendly spaces out back.

LEGEND

- ① PARKING
- ② CHAMBER OF COMMERCE
- ③ KINARD'S CLEANERS BLDG
- ④ HAWKINSVILLE OPERA HOUSE
- ⑤ FLEX SPACE
- ⑥ GAME SECTION
- ⑦ OUTDOOR SEATING
- ⑧ OUTDOOR STAGE
- ⑨ WALKWAY
- ⑩ FOOD TRUCK AREA

CHARACTER IMAGES



2. VACANT LOT

80 COMMERCE STREET



A two-story historic building was demolished at this site, leaving a gap right in the heart of Downtown. While an unfortunate loss, the blank slate presents an opportunity to draw in pedestrians with a mixture of indoor and outdoor spaces.

A new brick facade was proposed to frame the gap in a traditional way, but with a stepped-back building to allow for open-air courtyard seating between the sidewalk and the front door. The interior would include dining, kitchen, and restroom space, while a rear courtyard could include more outdoor tables as well as stage and screen for entertainment.

This concept received a lot of positive feedback for filling a vacant space with a new building and incorporating a unique open-air courtyard out front. Being adjacent to similar businesses, such as other restaurants, would benefit all.

Respondents liked a design example from Athens that showed how a new facade could blend into the historic street, but having “security bars” on the window openings was seen as negative. Concerns included the lack of parking and the cost of constructing a building from scratch.

One advantage of this vacant lot is that it can be used as a pocket space for outdoor gatherings as is until a building is constructed. The city could invest in picnic tables, umbrellas, container plantings and string lights to create a convenient and Covid-safe public space for outdoor dining. Allocating space for a food truck would provide a fun pop-up dining option.

Then later, if the market warranted, a public-private partnership could develop a new building custom-designed for a restaurant to include indoor spaces as well as outdoor amenities.

As for lack of parking, the conversion of existing on-street parking from parallel to diagonal spaces would provide a lot more space for vehicles downtown.

LEGEND

- ① COURTYARD SEATING
- ② MAIN BUILDING
- ③ COVERED WALKWAY
- ④ STAGE
- ⑤ OUTDOOR SEATING
- ⑥ OPEN SPACE
- ⑦ DOG PARK/ GARDEN
- ⑧ DELIVERY DROP-OFF

CHARACTER IMAGES



3. BEARDEN OIL COMPANY

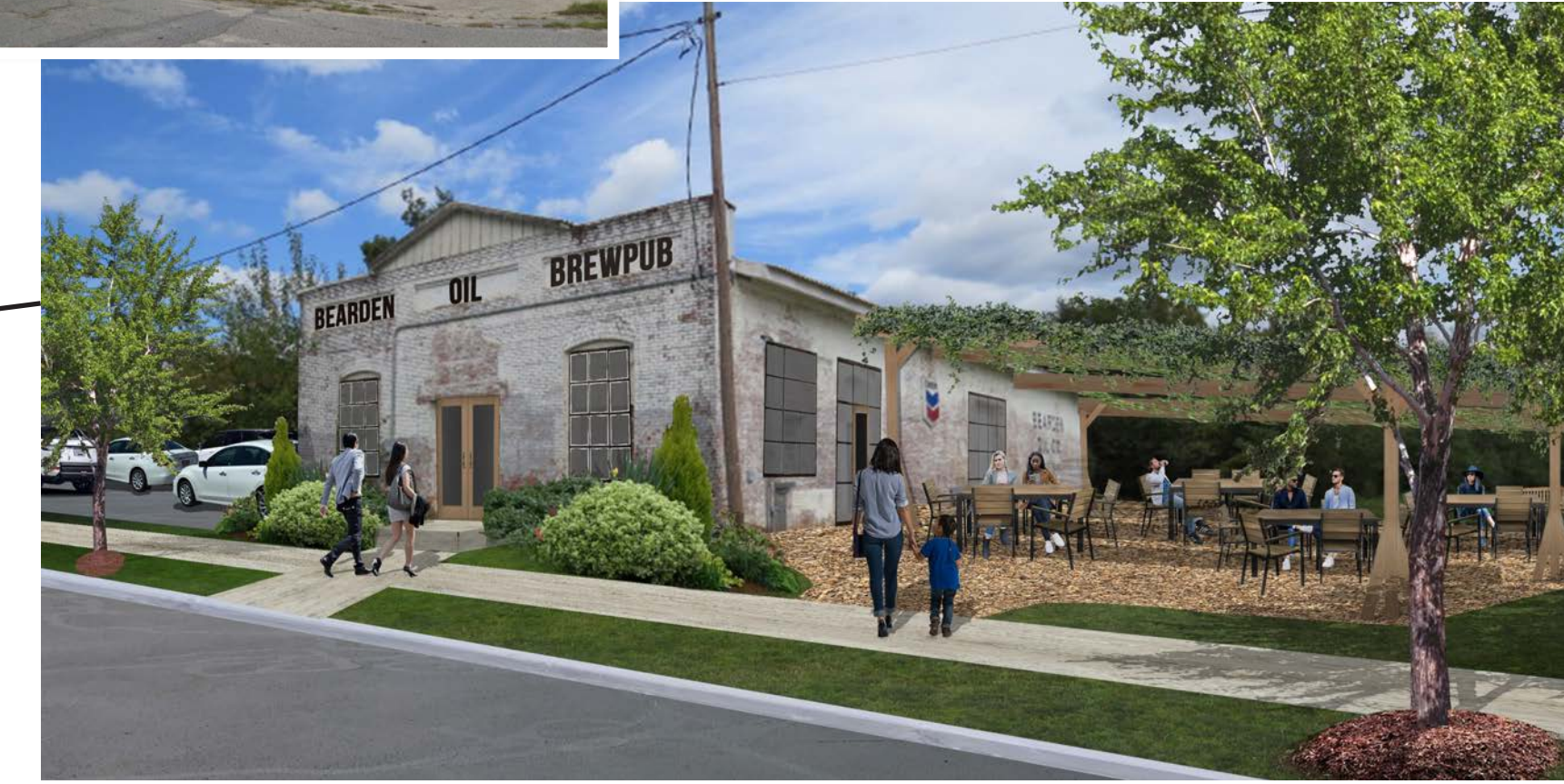
6 FLORIDA AVENUE



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Located right off of Commerce Street/US-341 and next to the Ocmulgee River, the former Bearden Oil Company offers great potential for a brewery. The building has retained many of its original features that appeal to the brewpub aesthetic, like its faded-white brick façade, arched windows, antique oil company signage, and large garage doors.

The lot is large enough to include outdoor seating and an entertainment stage as well as on-site parking. Direct access to the Ocmulgee riverfront and boat ramp could facilitate adding a rental kiosk for kayaks or tubing. Since the river is a great asset of this site, protecting the riverbank from runoff, erosion and water pollution is an important consideration.

Initial feedback has been positive for this site, citing its riverfront views, plenty of space for outdoor seating and recreation, and river access opportunities for kayak rentals. Concerns included potential environmental mitigation, lack of parking, and frequent river flooding in high rain events.

The final site design includes multi-level outdoor decks and a grassy lawn on the river side of the historic warehouse with parking on the far side. A kayak rental kiosk is constructed in the lower part of the site between the boat ramp and the bridge.

This plan addresses flooding and parking concerns by having the rental kiosk above the flood zone, and a redesigned lot that accommodates cars as well as vehicles pulling boat trailers. The parking lot is screened from the brewpub deck with low trees. City assistance in mitigating any underground storage tanks should be an offered incentive to make this development a reality.

LEGEND

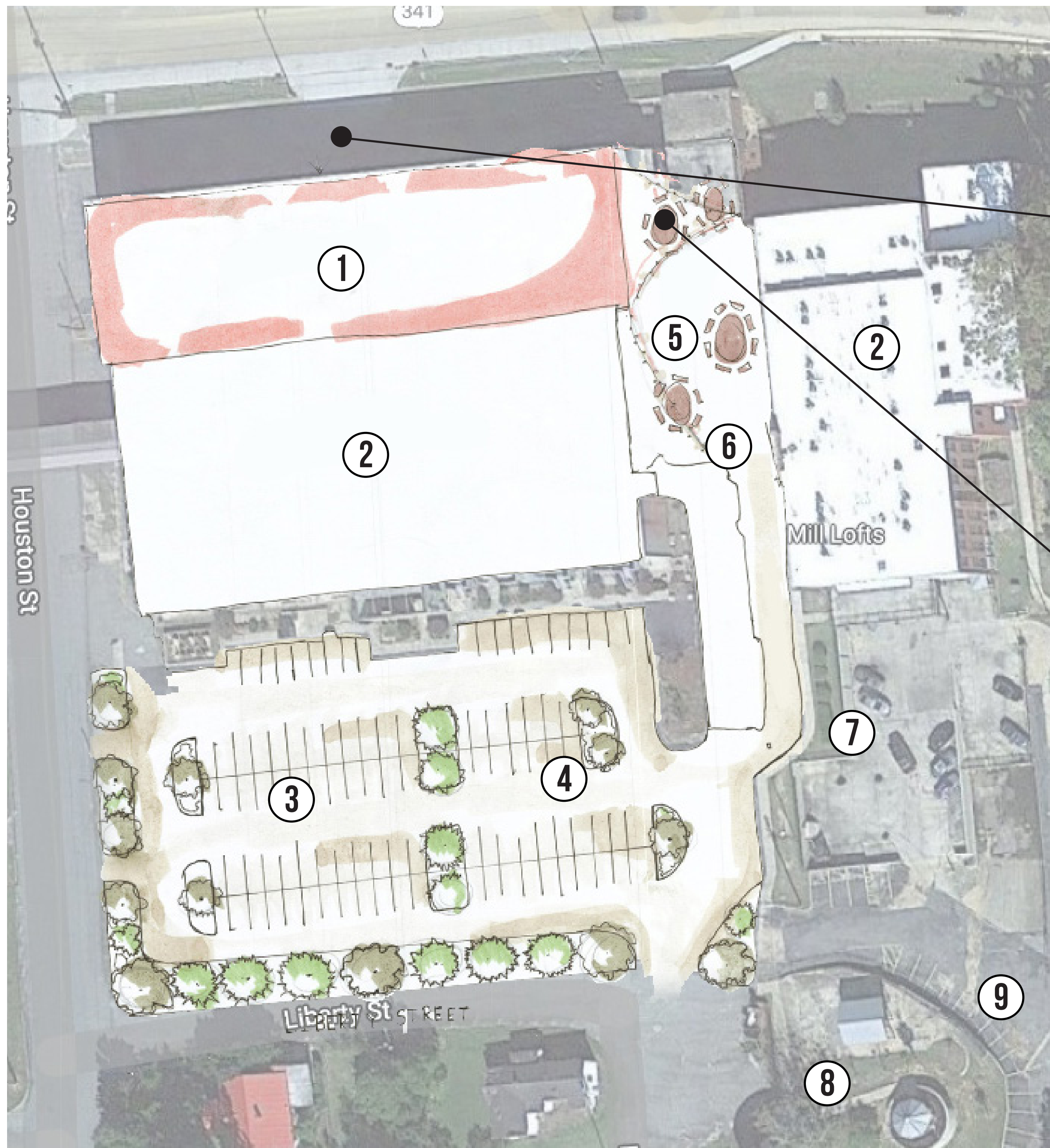
- ① BEARDEN OIL COMPANY
- ② COVERED OUTDOOR SEATING
- ③ BREWPUB PARKING
- ④ OPEN SPACE
- ⑤ BOAT RAMP
- ⑥ BOAT RAMP PARKING
- ⑦ BOAT RENTAL KIOSK
- ⑧ RIVERFRONT TERRACING
- ⑨ BOAT TURN AROUND
- ⑩ OCMULGEE RIVER

CHARACTER IMAGES



4. VINTAGE RIVER MARKET

CORNER OF HOUSTON STREET AND BROAD STREET



The Vintage River Market is a large warehouse located in the Cotton Mill Lofts complex. It is adjacent to the new City Hall site, Veterans' Memorial Park, and the river. The space is approximately 20,000 square feet and would be ideal for an operable brewery.

The open-air building and adjacent parking lot are spacious enough to provide a large, accessible gathering space for community events, such as farmers markets, concerts, craft fairs and holiday celebrations.

The excessive amount of paving in the underutilized parking lot could be reduced, beautifying the area with landscaped areas of shade trees and seasonal color, as well as comfortable spaces for outdoor seating — even accommodating a large pavilion. The mill building's history could be displayed on-site, and access to the river could be an amenity.

Locals remarked that this would be a great space to hold large community events and include multiple vendors, and there is plenty of parking. Concerns were that the warehouse is too large and feels closed off inside, and that it is hard to see the proposed outdoor area from the road.

Adding large industrial-style metal windows to the Broad Street side of the building will let more light into the interior and make the building look more active and inviting.

Upgrading the front entrance with wider steps, an access ramp, outdoor seating and street trees creates a welcoming entrance across from riverfront park.

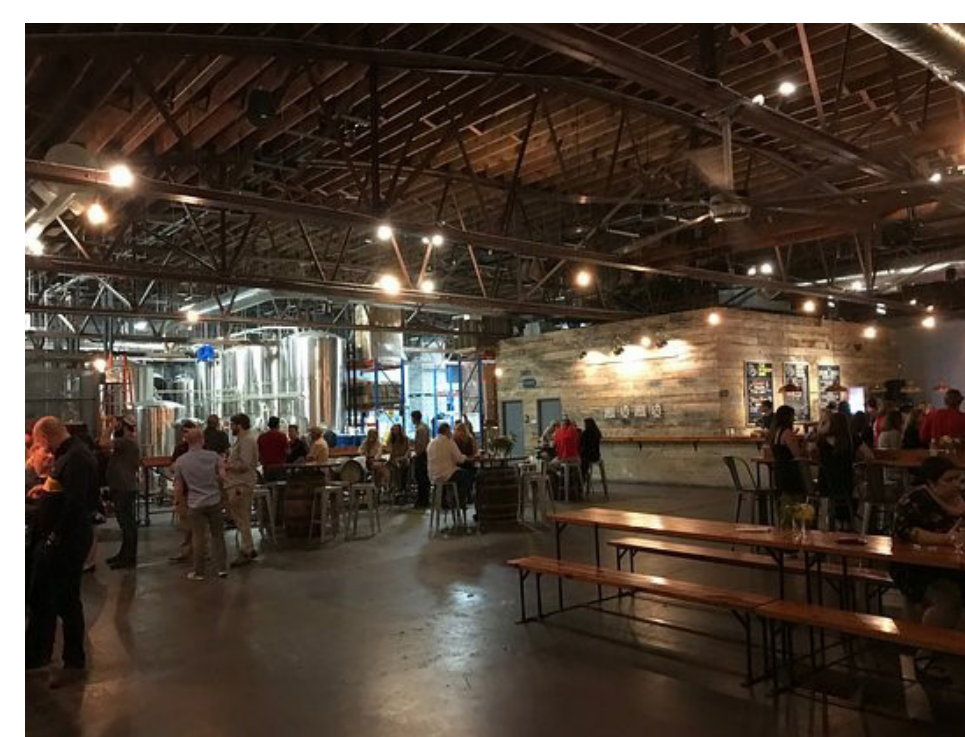
The interior entrance can be softened by creating spaces for vendors and adding string lights and container plants.

The overly large parking should be improved with street trees and planted medians to reduce the sea of asphalt.

LEGEND

- ① VINTAGE RIVER MARKET
- ② EXISTING APARTMENTS
- ③ PARKING
- ④ FLEX SPACE
- ⑤ FLEXIBLE PATIO SPACE
- ⑥ BEER GARDEN
- ⑦ PRIVATE PARKING
- ⑧ EXISTING PARK
- ⑨ RIVER ACCESS

CHARACTER IMAGES



5. VETERANS MEMORIAL PARK



As a Class 1 river, the Ocmulgee could be a great resource for various recreational uses such as fishing, boating and tubing. Currently, only a small stretch of boardwalk allows people to walk along the edge of the river, and is connected to Veterans' Park by a steep set of stairs. Lack of maintenance, beauty, and activity makes the Veteran's Park feel neglected.

Expanding the Riverwalk in both directions – from the boat ramp down to Mile Branch Park — would greatly expand its functionality. The path should be handicap-accessible, wide enough for both pedestrian and bikes to use, and also high enough to avoid the fluctuation of water levels throughout the year. Terracing the slope down to the river with planted areas would allow for better accessibility to the water while also making the riverbank more beautiful and ecologically sound.

Creating an inviting area for people to gather on the riverfront – perhaps with a pavilion, lots of outdoor seating, a community garden, and a stage – would provide a space for everyday uses and large events.

Many respondents echoed the need to beautify the park and take advantage of this unique resource by making it accessible, providing activities for all ages, and extending the riverwalk to create recreational opportunities. Concerns were with the fluctuating water levels, the ability to maintain the park's appearance year-round, and road noise.

Taking this into consideration, this design suggests using dense plantings on the edges of the park next to the bridges to buffer road noise and create a sheltered area in the center. Activating the space with a playground and splashpad will draw in families to Downtown. Several areas of seating are provided under shade trees, and a winding path creates walking opportunities for adults. Wide terraces down to the river reveals a greater view of the water and provides lounging areas.

The extended riverwalk is high enough off the water to avoid floods, so consider a pier-supported, floating dock at the water's edge to provide direct access for fishermen and others.

LEGEND

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| ① EXTENDING BOARDWALK | ⑥ SCULPTURES | ⑪ COMMUNITY GARDEN |
| ② PARKING | ⑦ OPEN LAWN | ⑫ RIVER ACCESS |
| ③ SEATING | ⑧ PAVILION/STAGE | ⑬ OCMULGEE RIVER |
| ④ FOUNTAIN | ⑨ SPLASH PADS | ⑭ PROPOSED CITY HALL |
| ⑤ MEMORIAL | ⑩ PLAYGROUND | |

CHARACTER IMAGES

