



see **SUMTER**



GEORGIA

SUMTER COUNTY COMMUNITY DESIGN
CHARRETTE AND REPORT
produced by The University of Georgia
College of Environment and Design
Center for Community Design and Preservation
for the Archway Partnership | Spring-Summer 2016



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CHARRETTE COORDINATOR Jennifer Lewis, CCDP

CHARRETTE LEADERS: Jennifer Lewis, CCDP and Eleonora Machado, CCDP

REPORT EDITORS: Jennifer Lewis, Pratt Cassity and Mary Alice Applegate

REPORT DESIGN: Eleonora Machado

PARTICIPANTS:

Bachelor of Landscape Architecture:

- Maureen Curtis, Athens, GA
- Alexa Haines, Barnesville, GA
- Siyu Hou, China
- Katy Lowe, Augusta, GA
- Jacob Schindler, Lake Park, GA
- Alyssa Shrewsberry, Lilburn, GA
- Matthew Sinclair, Dunwoody, GA
- Lindsey White, Savannah, GA
- Grace Wooten, Ellaville, GA
- Gaogao Zhao, Beijing, China

Master of Landscape Architecture:

- Elizabeth Clarkin, South Kingstown, RI;
- Yi “Thea” Cui, China;
- Tianyu Wu, China and Fuyu Yang, China

Master of Environmental Planning and Design:

- Rachel Haddon, Roswell GA

Master of Historic Preservation:

- Matt West, Charleston, SC

Bachelor of Arts:

- Sam Perry, Hartwell, GA;
- Furnishings & Interiors/FACS:** Laura Vinson, Gainesville, GA

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Introduction

The Sumter County Archway Partnership and the One Sumter Foundation engaged the College of Environment and Design (CED) for assistance to develop a wayfinding system and concepts for a shared graphic identity for heritage tourism sites in Sumter County, including historic Americus, Plains, Andersonville, Leslie and the recreational attraction of Lake Blackshear.

On March 18-20, 2016, the CED Center for Community Design & Preservation (CCDP) led a community design charrette – a multiple-day workshop focused on solving a design issue.

The charrette involved local stakeholders from Sumter County and students from a variety of academic programs: Environmental Planning & Design, Historic Preservation, Interior Design and Landscape Architecture.

The charrette assessed the county's inherent qualities that distinguish the region as a collective destination. The result includes a transect analysis of primary corridors, a coordinated graphic identity for major destinations, wayfinding standards for rural and urban areas, and suggestions for enhancing the visitor experience.



Purpose

POINT OF ENTRY



POINT OF DECISION



POINT OF ARRIVAL



CONFIDENCE MARKER



The charrette responded to a desire for a wayfinding system and a shared graphic identity for heritage tourism sites in Sumter County. Wayfinding is the way in which people orient themselves and navigate from place to place. For visitors, it is imperative that they understand the context of their surroundings, know where things are, and how to locate where they want to go next. A unified design would allow each location's unique qualities to have prominence, yet tie together with a similar county-wide theme. This can be accomplished through a simple yet informative graphic system that reflects the community's personality and history. A wayfinding plan would guide visitors and residents alike into and throughout the county, including signs at points of entry, at points of decision and at points of arrival as well as confidence markers.

ENTRY

POINT OF ENTRY

Indicates entry into the general area of a destination, such as a city limits sign at an otherwise invisible border.

DECISION

POINT OF DECISION

Directional sign that indicates optional routes, such as to multiple destinations indicated by direction and travel times.

ARRIVAL

POINT OF ARRIVAL

Sign that displays the name, or iconography, of a location that visually confirms arrival at a destination.

CONFIDENCE

CONFIDENCE MARKER

Sign located in between points of decision and arrival to confirm direction and estimate distance to a destination.

MAINTENANCE

Over time, signs get added and updated without a cohesive effort to remove outdated or damaged signs. What results is visual chaos and confusion for motorists. Any wayfinding effort must include a comprehensive survey of existing sign conditions that create clutter and dangerous conditions. While it was beyond the scope of the charrette to map all signs in the county, we have identified suggested improvements.





SUMTER COUNTY

Americus
 Andersonville
 Plains
 Leslie
 Desoto
 Lake Blackshear

Objectives

The purpose of the UGA-Archway Partnership Design Charrette was to further develop a cohesive identity for Sumter County, by establishing conceptual gateway designs and suggestions for enhancing the corridors that lead travelers to destinations within the county. The participants explored the area's inherent qualities and built upon existing assets in order to better distinguish the region as a collective destination.

Objectives included:

- Conduct an Urban-to-Rural Transect analysis to create a rural roadside protection program (scenic byway), viewshed and vista assessment. Analysis of the over- and under-signing of certain places within the county.
- Develop a conceptual graphic identity for a cohesive system of signs, chiefly images, colors and words for signs.
- Suggestions for corridor appearance improvements at key locations.
- Assemble best management practices from other states who have a successful interface with GDOT (see pg. 22), advertising-first amendment issues, National Park Service issues/requirements.
- Consideration of social media tools to cohesively promote county attractions.

Methodology

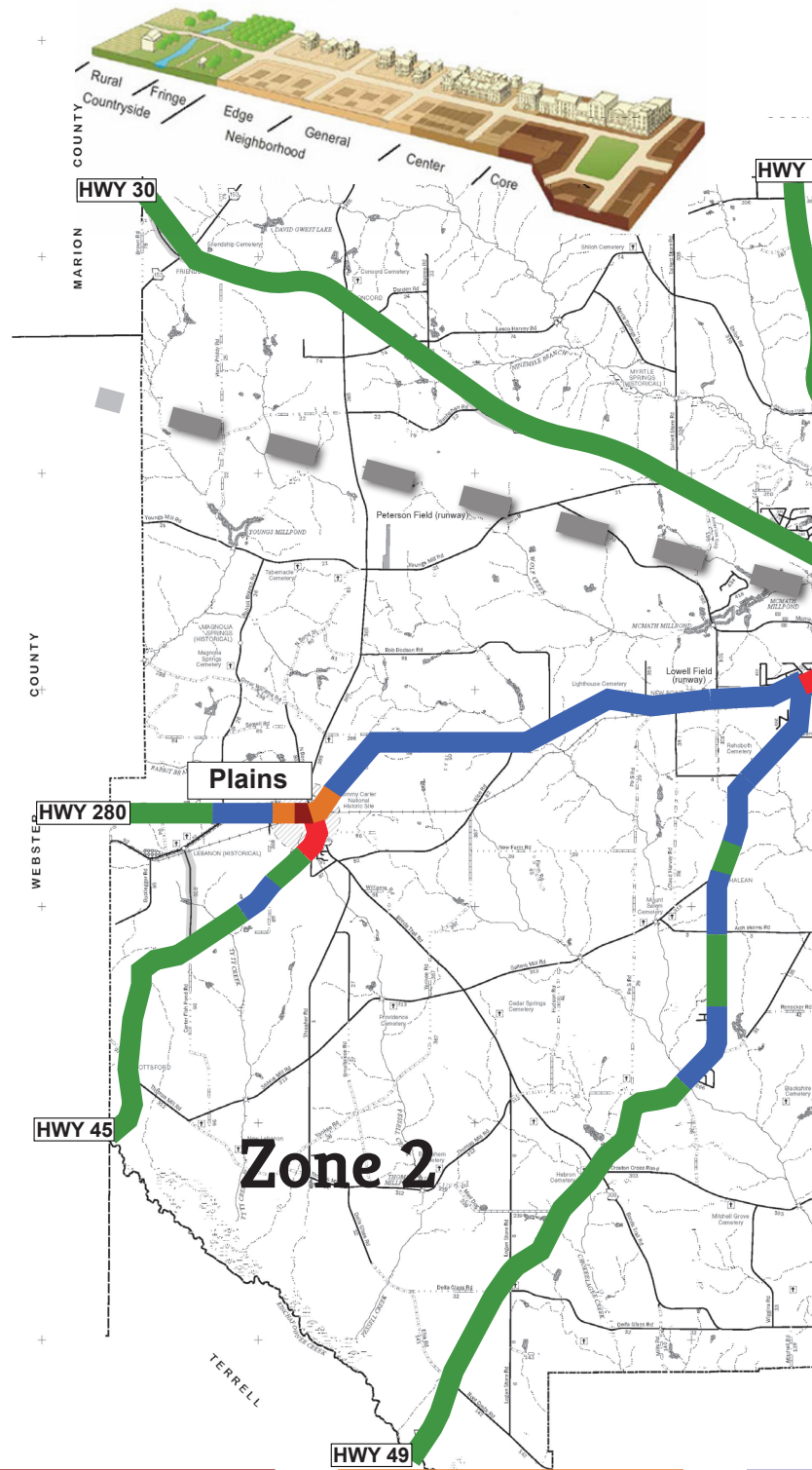
The charrette methodology is to Listen, Experience, Identify Assets, and Make Recommendations. The charrette began with a public input session for local stakeholders, including a visualization exercise to verbalize feelings about “place” and “home.” A mapping exercise gathered positive and negative impressions of Sumter County, as participants identified points of interest, sign needs, and corridor appearance.

A corridor assessment was conducted on each of the major highways. Given the geographic size of Sumter County (493 square miles) and the charrette’s compressed timeframe, the county was divided into three zones. Zone 1 contains Americus and Andersonville; Zone 2 contains Plains; and Zone 3 contains Leslie, Desoto and Lake Blackshear. An Urban-to-Rural Transect Analysis identifies a progression of change in development patterns from urban to rural areas. When the sequence is predictable, development patterns can be an obvious wayfinding tool.

Noticeable Points of Entry, Points of Arrival and Points of Decision were assessed and assets such as historic homesteads, scenic roadways and viewsheds, and opportunities for improvement, were recorded. With students’ fresh eyes, the charrette explored local points of interest to assess a visitor’s experience:

- Were places easy to find?
- Was information provided upon arrival?
- What worked well and what was confusing?

After initial findings were presented to gather local input, a cohesive graphic identity emerged. The charrette results include a general overview of each destination, an analysis of roadway and pedestrian wayfinding experiences, the development of a graphic identity, and recommendations for wayfinding improvements.

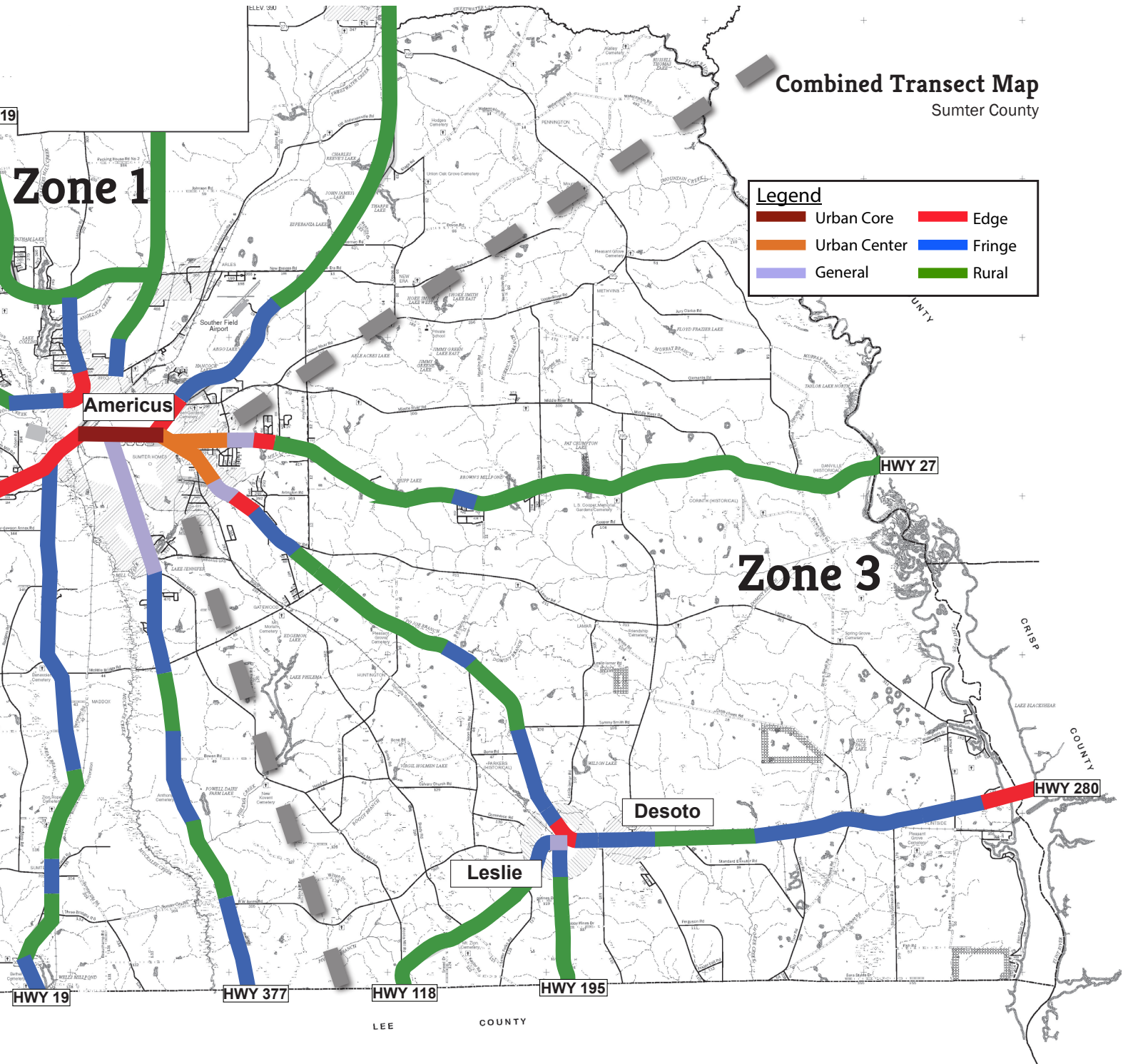


Urban Core: Reserved only for Americus main business districts.



Urban Center: Areas leading up to the downtown core or for smaller commercial nodes such as Plains, Desoto and Leslie.

Combined Transect Map
Sumter County



Legend

█ Urban Core	█ Edge
█ Urban Center	█ Fringe
█ General	█ Rural



GENERAL

General: Residential with some businesses.



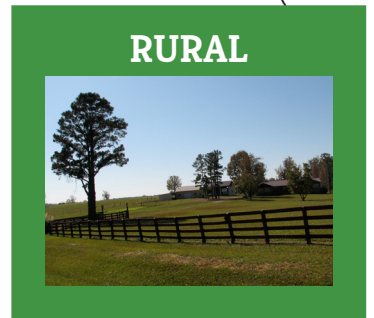
EDGE

Edge: Commercial sprawl, hints of businesses and industry with residential.



FRINGE

Fringe: Predominately pasture land with more regular residential.



RURAL

Rural: Open pasture land with sporadic residential intermixed or stretches of forested areas.



How Sense of Place Becomes Graphic Identity

Each destination has its own flavor, yet places are united by appearance, history, landscape, and culture. Therefore, a new graphic identity that is discrete yet linked visually will allow destinations to highlight existing place-based assets and also be a part of a unified “family” of directional tools, logos, marketing products and branding ideas.

Each area was photographed and important places and things that were indicative or iconic were recorded. These impressions evolved into sketches, which evolved into simplified graphics that could serve as logos for each destination. They were all circular to create a cohesive appearance. After the charrette, the designs were refined to be print-ready and reproducible in a variety of formats and materials.

However, there are differences in rural and urban environments, and these solutions reflect this. Urban spaces like Downtown Americus follow a more complex design vocabulary than what is necessary or appropriate for a smaller community like Plains. A stylistic difference between directional and entry signs for Plains, Andersonville, Leslie and Lake Blackshear as compared to Americus distinguishes each location. The smaller communities’ signs follow historic patterns and appear as wooden, hand-painted, whitewashed signs. Even if more modern materials and methods are determined more durable, the appearance of this familiar sign style will feel appropriate. This whitewashed, handmade style would look too understated in Americus, which instead follows an established historic pattern of wrought iron, painted black.

Effective Wayfinding Systems¹

An effective Wayfinding System is based on human behavior and consists of the following characteristics:

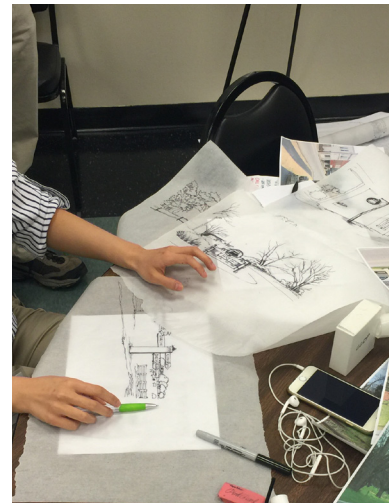
- **Do not make them think.**
Create a comprehensive, clear and consistent visual communication system with concise messaging.
- **Show only what is needed.**
Show information what relevant is to the space, location and / or navigation path.
- **Remove excessive information.**
- **Remove unnecessary elements**
to create a clear visual environment ahead.

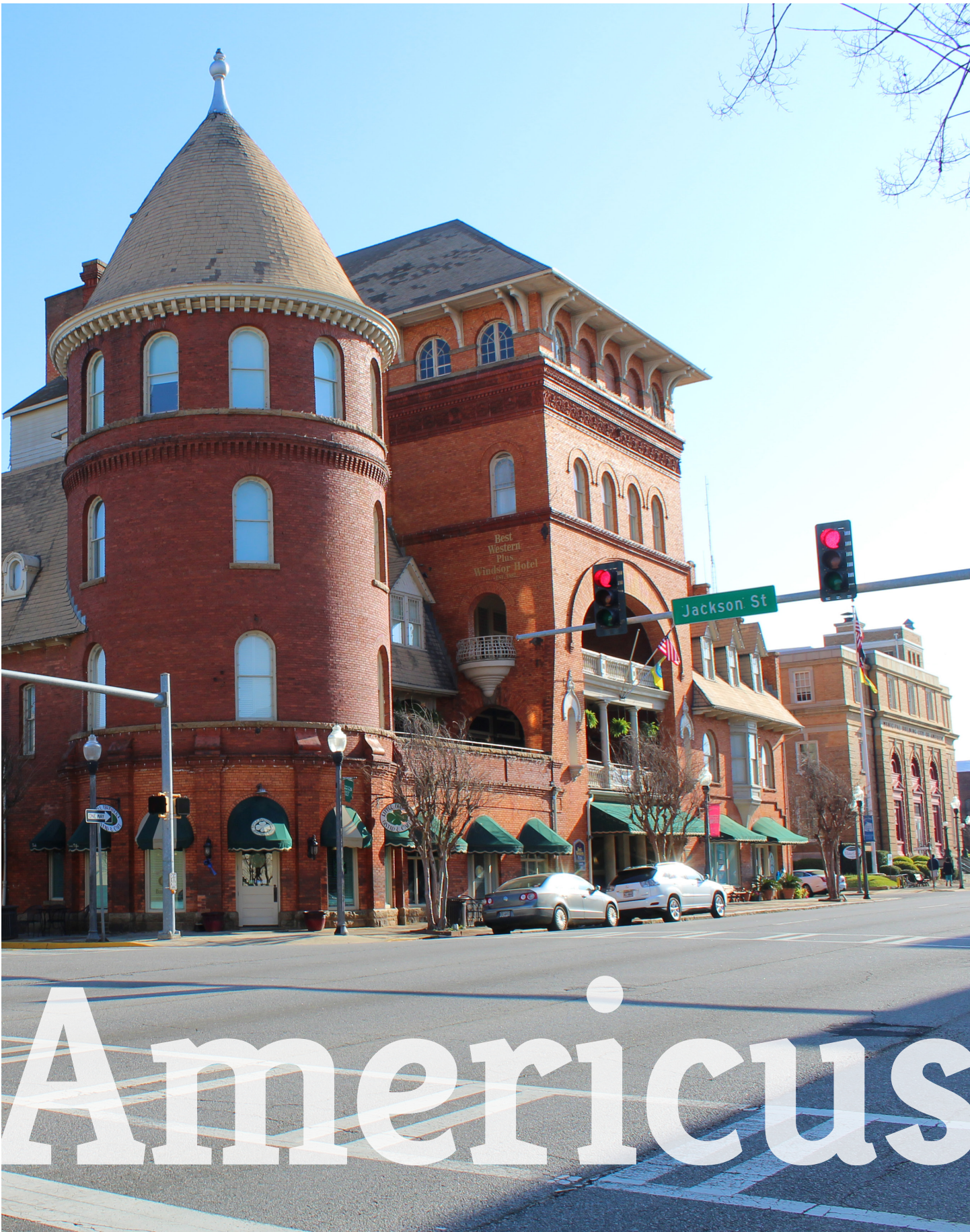
¹ <http://designworkplan.com/wayfinding/introduction.htm>. Accessed July 2016.



Above: Urban Directional and Orientation Map

Below: Rural Entry Sign





Americus

Zone 1: Americus

As the physical, historical and cultural center of Sumter County, Americus is known for its well-preserved Victorian-era historic neighborhoods and its Downtown commercial core – especially the Richardsonian-Romanesque-style Windsor Hotel (c.1892) and the rehabilitated Rylander Theatre (c.1921).

These centrally-located resources are the center of a setting ringed by historic two- and three-story commercial architecture and bordered by large residences with landscaped lawns exemplifying historic house styles from the 1850s to the 1940s. Additionally, Americus is home to Habitat for Humanity Global Village and Discovery Center, as well as Georgia Southwestern University and South Georgia Technical College, representing a long history of education and empathy towards regional and global issues.



There are many assets to Americus, such as Rees Park and the Happy Patch Farmers Market that neighbor one another just outside of the core downtown district. These visitor resources should be on all directional maps. Downtown businesses such as Center Stage Market and Bittersweet highlight historic architecture with colorful paint schemes and creative signs. This kind of advertising not only spotlights the business, but also slows traffic down and encourages people to stop and shop. Lamar and Forsyth St. are two heavily traveled roads; vehicle speeds discourage pedestrian access. Solutions to calm traffic are good for pedestrians and businesses.



L-R: Happy Patch, Rees Park historic school, Center Stage Market

Public comments:

What we heard during the charrette

POSITIVE

- Beautiful and historic.
- South Lee – attractive drive.
- Windsor Hotel – attractive, historic, good impression of community.
- Downtown storefronts.
- Rylander Park green space.
- Georgia SW University (GSW) activities.
- Historic district walking.
- Habitat Global Village - great experience for visitors.
- Oak Grove cemetery - needs directional sign.
- City Hall clock.
- Lenny's Farmers Market - Georgia Grown.
- Great opportunity for pictures.

NEGATIVE

- Forsyth & Lamar St.: parking/ service area behind buildings needs organizing and cleaning.
- Rylander Park needs to be more attractive.
- Clean street litter.
- Lamar & Forsyth – One-Way pairs promote fast speeds.
- Downtown parking.
- No bike routes.
- S. Lee St.: downtown sidewalks in disrepair, need cleaning.
- Felder St.: not attractive entranceway.
- Sidewalks leading to Habitat Global Village need improvement.
- Pedestrian pathways leading up to GSW.
- Taylor and Felder sidewalks.
- Downtown trees – messy and dormant many months of year; look unhealthy.
- City Hall needs to be highlighted.
- Light posts: maintenance.
- Lighting on the bridges: lead up to downtown.
- Signs on Hwy. 19 to Viaduct.
- Tripp/ Lamar /Forsyth: worst traffic.

Analysis

The charrette analyzed the northern part of the county by driving the major corridors – Hwys. 280, 49, 30, and 19 – and then explored Downtown Americus.

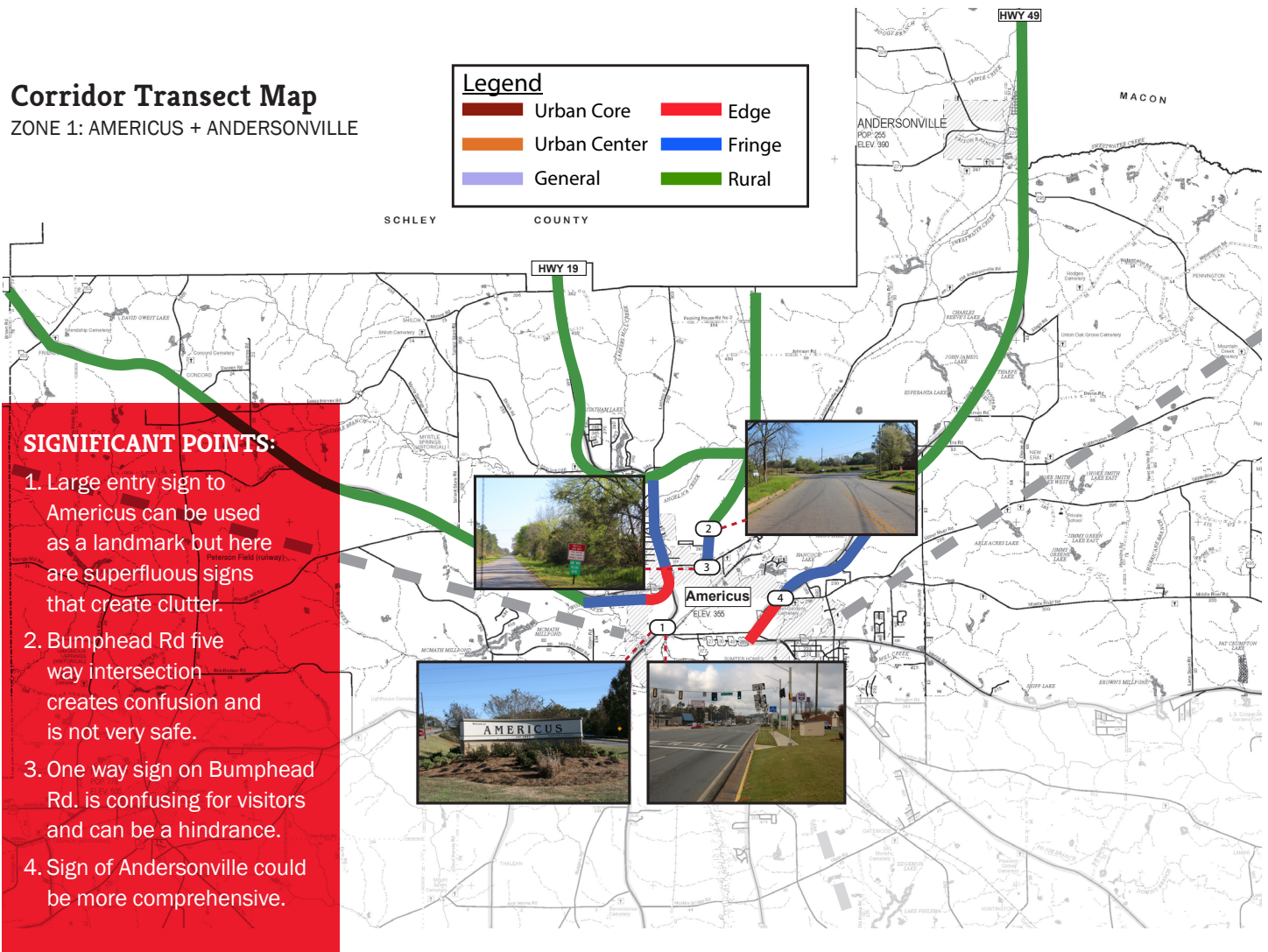
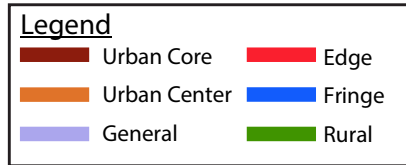


While there is an obvious signal when a person enters the city limits, there is no sign directing travelers to “Historic Downtown” Americus. When a person does arrive, there is no map of the walkable sites including, but not limited to, the Windsor Hotel, the Rylander Theater, the Global Village, Rees Park, Lenny’s Market, the Carnegie Library, and the multiple shops and restaurants around downtown.

As noted in the transect analysis, development into downtown Americus does follow a predictable pattern, so as the commercial buildings get older and closer together, the streets narrow, and visitors begin to see sidewalks and street trees, and know they have arrived. Upon entering downtown on the east side on Forsyth St., a black silhouette of the downtown with a quote “The Shining City on the Hill” was painted on the back of the building (top left). This is a good example of an “arrival” sign, and lets a person know they have reached their destination. There is an existing yellow building on Lamar St., opposite corner from the Rylander Theater, which provides opportunity as a second mural site (left).

Corridor Transect Map

ZONE 1: AMERICUS + ANDERSONVILLE

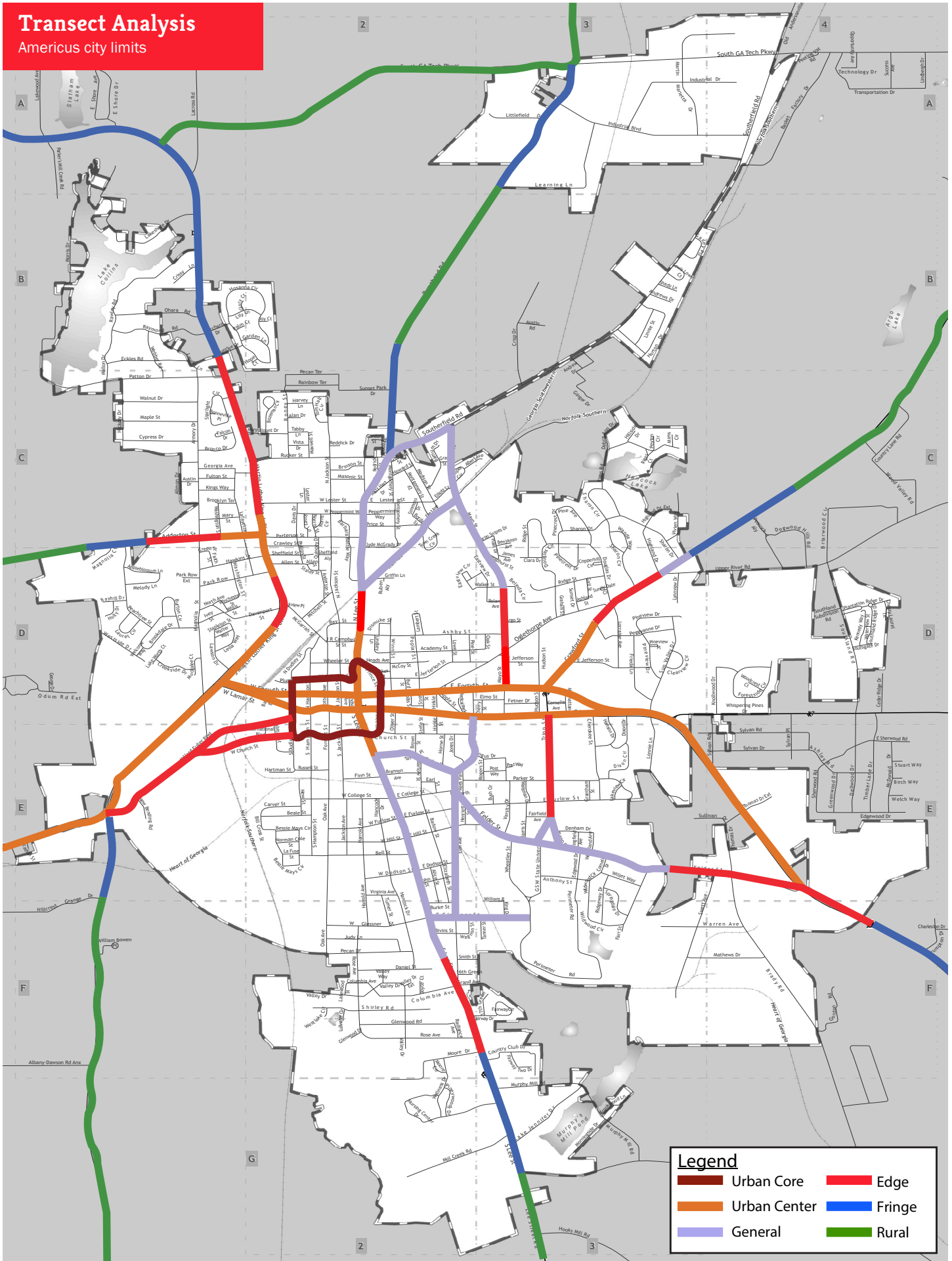


SIGNIFICANT POINTS:

1. Large entry sign to Americus can be used as a landmark but here are superfluous signs that create clutter.
2. Bumphead Rd five way intersection creates confusion and is not very safe.
3. One way sign on Bumphead Rd. is confusing for visitors and can be a hindrance.
4. Sign of Andersonville could be more comprehensive.

Transect Analysis

Americus city limits



Legend

█ Urban Core	█ Edge
█ Urban Center	█ Fringe
█ General	█ Rural



CEd student developing ideas for Americus



Current logo



Wrought iron



Sketches



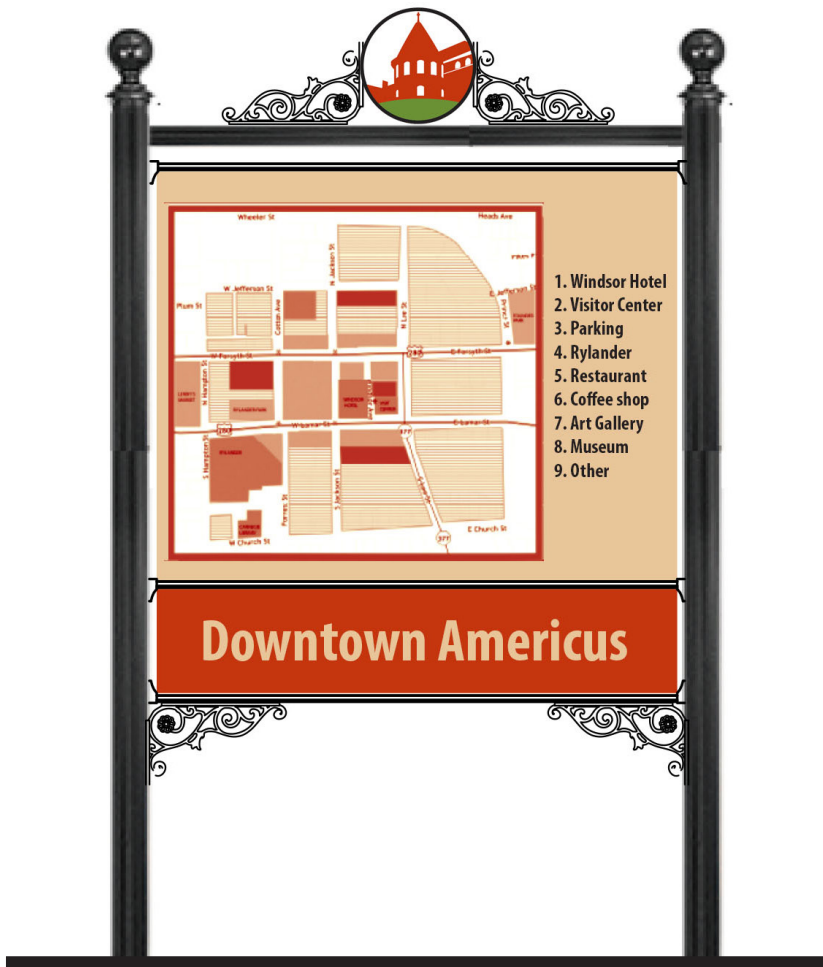
Windsor Hotel



AMERICUS

Graphic Identity

The iconic Windsor Hotel emerged as an obvious symbol for the City of Americus. The prominent turret was stylized into a bold graphic. The silhouette is rendered in dark orange, like the brick facade, perched atop a green hill, referencing the “Shining City on a Hill.” Wrought iron signs – new and old versions – are evident in existing street signs, the Visitor Center sign, and the gateway into Founders Memorial Park. With this as a design inspiration, directional signs and mapped Points of Interest signs should be a similar style. These signs are contemporary expressions of a historic look and are easy to maintain.



Above: Urban Orientation Map

Below: Urban Directional Sign



EXISTING SIGNS

Wrought iron signs – new and old versions – are evident in existing street signs, the Visitor Center sign, and the gateway into Founders Memorial Park. With this as a design inspiration, directional signs and mapped Points of Interest signs should be a similar style. These signs are contemporary expressions of a historic look and are easy to maintain.”



GREEN AND WHITE WOODEN SIGNS

Green and white wooden, sandblasted signs indicate entry to the city limits and mark every city-owned building and park. These signs are ubiquitous and therefore recognizable. However, they are not easily readable due to small text, lacking contrast between font and background.

A long-term solution is to update these entry signs with black wrought iron signs similar to what is used in Downtown and proposed through the new branding presented in the charrette.





Existing



Proposed

AMERICUS

Recommendations

Parking Signs

In downtown Americus, signs for parking were either small, hard to read, or nonexistent. The parking lots needing better identification are the ones directly behind the Maze, behind the Visitor Center/City Hall and across from the Rylander Theatre in Rylander Park.

Using standard and universally-recognized parking graphics – often a white “P” on a blue background – standard highway signs attached to overhead lines or existing sign poles can readily indicate where to park.



Proposed



Proposed



Proposed



Existing

A new entry arch

A new entry arch for the Rylander Park parking area would be noticeable from the curve of Lamar Street. This archway is a contemporary expression of the arch over Founders Memorial Park.



Proposed



This image shows potential location of a new Location Map in front of the Windsor Hotel's main entrance.

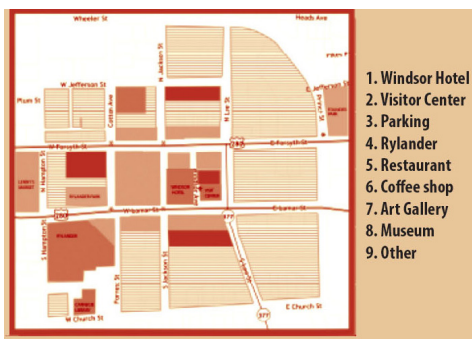


The only wayfinding map in town is located at the SAM Shortline depot.

Directional Signs

After finding a parking spot, visitors will need directional signs to orient themselves and arrive at their ultimate destination.

A "You Are Here" style map exists at the SAM Shortline depot, but not in Downtown. A Downtown map that listed the major sites, businesses, the Visitor Center, the Global Village, trolley stops, public parks, etc., is a useful tool. Maps should be located at major visitor gathering areas, such as public parking lots, outside the Windsor Hotel, and inside the Visitor Center.



Proposed map



New directional sign



New Americus map



Depot

SAM Shortline

Currently, the SAM Shortline Railway stop in Americus is at Church St., just southwest of downtown. It is adjacent to the Global Village interpretive center run by Habitat for Humanity – a great asset and tourist draw for Americus, and a convenient to the depot. However, the SAM Shortline stop will relocate to Jackson St. This situation offers two opportunities. One, while the Global Village is a short walk from the current depot, it is several blocks from Downtown where both directional signs and pedestrian experiences need improvement. Secondly, the pedestrian route from the new location of the depot at Jackson St. north two blocks to Downtown should be assessed for needed improvements – sidewalks, street trees, directional signs – to be completed in conjunction with the depot construction.



Future pedestrian route should be assessed for needed improvements.



This five-way intersection at Bumphead Rd. is confusing and could benefit from a roundabout.

Outside Downtown



**According to the Federal Highway Administration, "Roundabouts are one of the most efficient ways to reconfigure an intersection, particularly when there is existing curvature. A roundabout is a circular intersection with yield control for all legs approaching the intersection. ...Roundabouts typically provide the most efficient flow of traffic, reduce severe crashes, and can often be built at the same or lower cost than the more traditional options..." Citation: "Low-Cost Treatments for Horizontal Curve Safety 2016"; see Chapter 7: Addressing Intersections in Curves. http://safety.fhwa.dot.gov/roadway_dept/horcurves/fhwa-sa15084/ch7.cfm Accessed Jun 6, 2016.*

Travelling north of Downtown en route to Sumter County schools and to South Georgia Technical College via North Lee St. (route suggested when using Google Maps app) leads travelers through a neglected part of the city and presents two opportunities for improved wayfinding. First, the fork in the road at N. Lee St. and Carter St. needs directional sign to alert travelers to take the right fork of Carter St. to get to the schools and to South Georgia Tech. Almost immediately after, Carter St. meets Southerfield Rd. – a five-way intersection with Montgomery St., Rucker St. and Bumphead Rd. in a confusing arrangement with no traffic lights, yield, or directional signs. Adding to the confusion is the “One-Way” rule that goes into effect twice a day in an attempt to streamline the flow of drop-off and pick-up traffic for the elementary, middle and high school, which are clustered together on Bumphead Rd. This is a highly traveled road and is confusing to people unfamiliar with the area. A “roundabout”* is likely the safest solution for the five-way intersection – similar to the one at Hwy. 49 and South Georgia Tech Parkway – this entire area needs a more predictable, safe and user-friendly solution to address weekday school traffic.



Before

Roundabout example



Example of a roundabout from Warner Robins



Existing conditions on Hwy. 19

→ **Downtown Americus**
.7 mi Windsor Hotel
Rylander Theatre
Visitor Center

→ **Habitat for Humanity**
.6 mi Global Village

→ **GA Southwestern**
2.4 mi State University

↑ **Andersonville/**
13 mi P.O.W. Museum

Tourist Oriented Directional Signs, or TODS, are a solution for consolidating the plethora of signs posted on the Hwy. 19 approach to Lamar St.

Read more on TODS on page 42

Hwy. 19/280

Nowhere in Sumter County is the need for sign consolidation and the reduction of “visual clutter” more evident than at the busy intersection Hwy. 19 and 280/Lamar St., west of Americus.

As the primary north-south route through the county and direct route to Downtown Americus, the approach on Hwy. 19 from both directions goes through a predictable transition from rural to urban fringe to edge for several miles. But with commercial sprawl, the roadway is full of signs of all types – from large billboards to small GDOT signs reminding drivers to buckle up. Lost in the mix are directional signs for major points of interest. Travelling south on Hwy. 19, there is not a traditional DOT standard sign that directs motorists to Downtown Americus, and since downtown is not visible from Hwy. 19, there are no placed-based cues to indicate where to turn. There is a newly installed sign at the intersection that is large, but because it is set-backed and lined up parallel to the roadway, it is not visible amongst other signs.

The GDOT removes and reduces sign clutter continually. If there is a specific area in a community that needs to be reviewed, a written request is submitted to the GDOT district office that covers the community. Inspections are done twice a year to make sure that signs meet standards, with the goal to place as few signs as possible while still communicating the necessary information to the public. Specific areas of concern are reviewed on a case-by-case basis. DOT maintains signs that they place and local municipalities are responsible for signs permitted to them by GDOT.



The approach to the turn to Americus on Hwy. 19 is so cluttered with signs, motorists miss the turn to Downtown.



This intersection is ripe for submission to GDOT to reduce unnecessary signs and consolidate others where possible. Major destinations – Downtown Americus and Plains, minimally, if not also the Windsor Hotel and the Rylander Theatre – are posted on recognizable Tourist Oriented Directional Signs (see P. 15) well in advance of the intersection.

When sign clutter is remedied, privately-owned businesses can be incentivized to replace signs and declutter the right-of-way. A city-initiated tree-planting program on Hwy. 19 would beautify the area and indicate a transition to the urban pattern found Downtown.

Reducing Sign Clutter²

Adapted from: “Strategies to Encourage Attractive On-Premise Signs,” by Scenic America

An ideal system of on-premise sign control allows each business to communicate its message clearly and at a lower cost without clashing with the visual character of the area. The following strategies can help your community encourage attractive signage and reduce visual clutter.

Community Education

Hold a sign design workshop. Invite local graphic designers to show merchants how well-designed signs can benefit their businesses.

Regulatory Measures

Adopt community based design guidelines. People prefer to visit, shop, and live in attractive places. Creating design guidelines developed with the community encourages business owners to erect less intrusive signs that reflect an area’s spirit, contributing to civic pride and helping to revitalize commercial districts. Sign ordinances are the typical method by which communities regulate on-premise signs. Ordinances commonly regulate the height, size, color, type, placement, number, and illumination of signs.

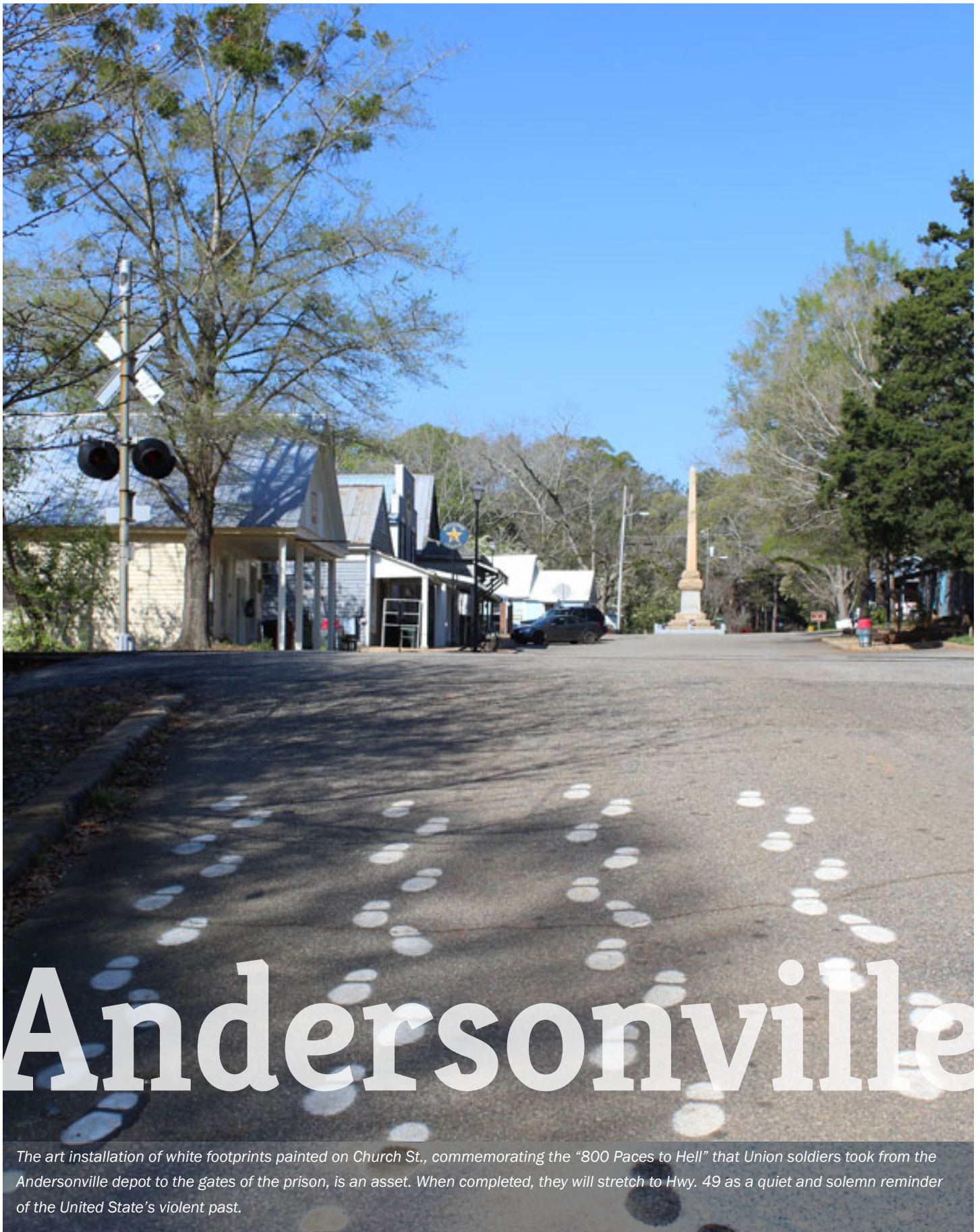
Incentives

Many businesses express concern over sign controls because of the cost of new signs. Incentives are an effective way to offset merchants’ fears and encourage the use of attractive signs. Common incentives include offering free sign design by local artists, creating a grant program for new signs, arranging for assistance with the removal of old signs and erection of new ones, and creating an awards program for excellence in local signage.

Offer incentives to supplement your community’s sign ordinance. Ordinance-based incentives encourage business owners to comply rapidly with new regulations. Some effective incentives your town might adopt include:

- **Offer** a bonus in the size of new signs if the owners remove nonconforming signs by a certain date;
- **Offer** to remove old signs without cost to the merchant in exchange for early compliance;
- **Establish** a grant program to help minimize the cost of new signs

² For more information on incentives for reducing sign clutter, visit <http://www.scenic.org/issues/community-planning-a-design/strategies-to-encourage-attractive-on-premise-signs>.



Andersonville

The art installation of white footprints painted on Church St., commemorating the “800 Paces to Hell” that Union soldiers took from the Andersonville depot to the gates of the prison, is an asset. When completed, they will stretch to Hwy. 49 as a quiet and solemn reminder of the United State’s violent past.

Zone 1: Andersonville

Andersonville is located on Hwy. 49, about 10 miles north of Americus. The village of Andersonville served as a supply depot during the Civil War for the nearby Camp Sumter, also known as Andersonville Prison, the largest Confederate-built stockade housing Union prisoners of war.

Notorious for its horrid conditions where 13,000 men died from scurvy and dysentery in 14 months – today Andersonville National Historic Site houses the Andersonville National Cemetery and the National Prisoner of War Museum.



The town of Andersonville, a recreated 1800s village, was envisioned as a tourist destination in 1974. It is home to the Drummer Boy Civil War Museum and the five-acre Pioneer Farm which interprets life during the late 1800s with a working grist mill, farm animals, log cabin, and blacksmith's shop. The entrance to town is across the highway from the National Historic Site.



Public comments: What we heard during the charrette

POSITIVE

- Drummer Boy Museum.
- Andersonville National Historic Site, cemetery and stockade.
- RV park.
- New restaurant.
- South GA Tech College and Lindbergh exhibition.
- Airplane model sign.
- Lindbergh statue.
- "Hodges Hobby" model airplane fly zone.
- Potential Tours.

NEGATIVE

- Confusing signs between city and historic site.
- Landscape improvements can help with visual appeal (i.e. at federal housing).
- Trash (road side) along HWY 49.
- Incorrect city mileage of 1 mile – needs to indicate historic site.
- No city limits sign for Andersonville.
- RV park directional signs.
- City office sign.



Analysis

Travelling north on Hwy. 49, the approach to Andersonville has no obvious city limits sign.

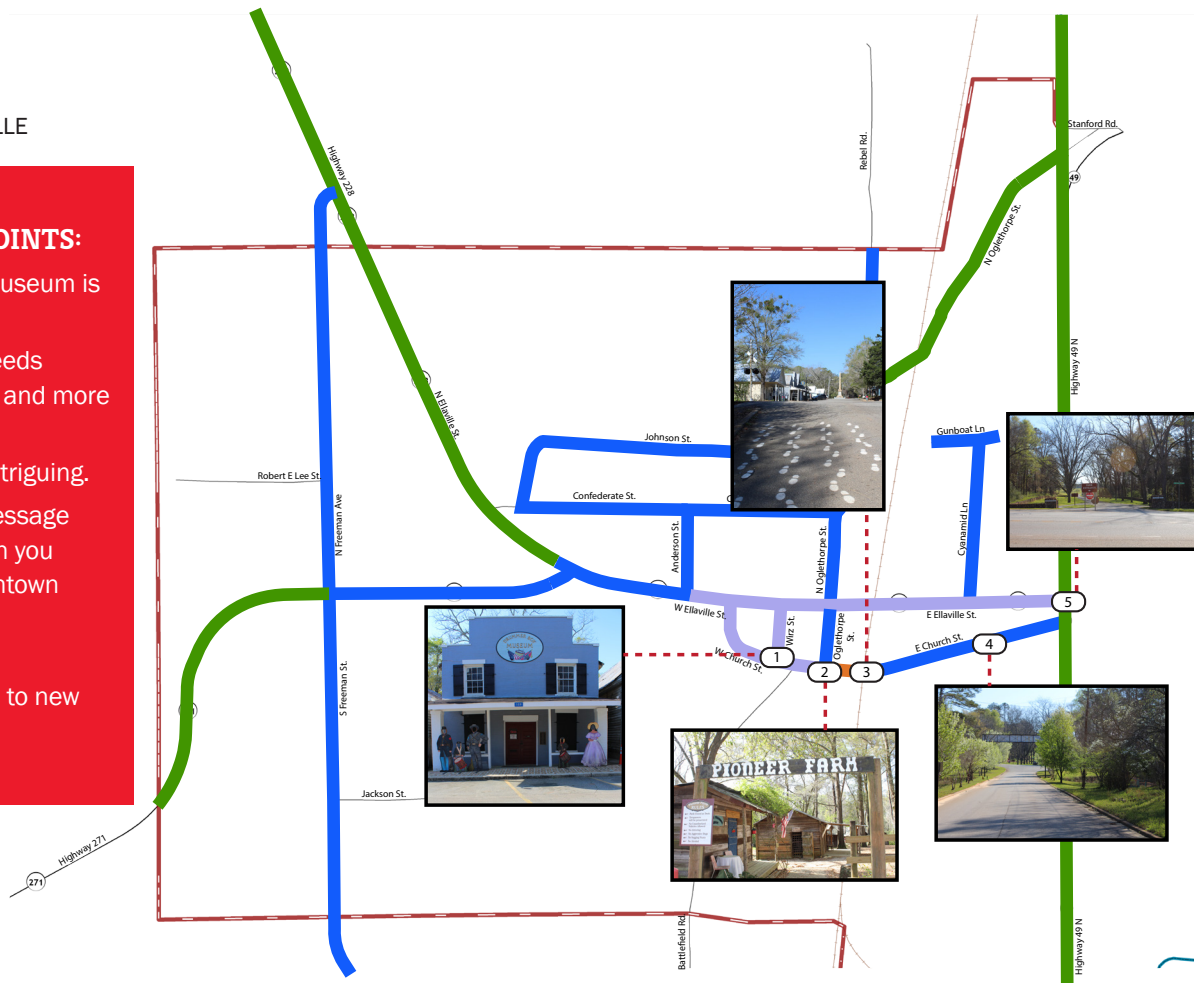
In fact, because a portion of the road is in the next county for a short distance before Andersonville, the green “Welcome to Macon County” GDOT sign gives an impression that one may have missed their destination. Also, the approach to Andersonville does not follow the typical character-area evolution of a rural agriculture zone giving way to denser residential fringe before entering a general commercial zone. Because of this lack of development-based wayfinding clues, a confidence marker – a GDOT-standardized sign indicating “Andersonville Village – 1.8 Miles on Left” – would reassure visitors before they see the Macon County sign. Additionally, including the mileage to the Andersonville National Historic Site/POW Museum would indicate that there are two distinctive historic sites called “Andersonville,” another source of confusion.

Transect Map

ZONE 1: ANDERSONVILLE

SIGNIFICANT POINTS:

1. Drummer Boy Museum is an asset.
2. Pioneer Farm needs interpretive sign and more programming.
3. Footprints are intriguing.
4. Could have a message on the sign when you are leaving downtown Andersonville.
5. POW Site needs directional signs to new entrance.



Legend	
 Urban Core	 Edge
 Urban Center	 Fringe
 General	 Rural



Existing Entrance to Andersonville

The turn to Andersonville presents a confusing choice – Church St. and Ellaville St. both branch off Hwy. 49 on the left side. They are parallel to each other and close together, with the Andersonville entry sign in the median between them. The impression that the roads are one-way pairs has many visitors assuming the second left, Ellaville St., is the entrance road. Only after turning onto Ellaville St. did they notice the sign arching over Church St., which appears as the official gateway to Andersonville.

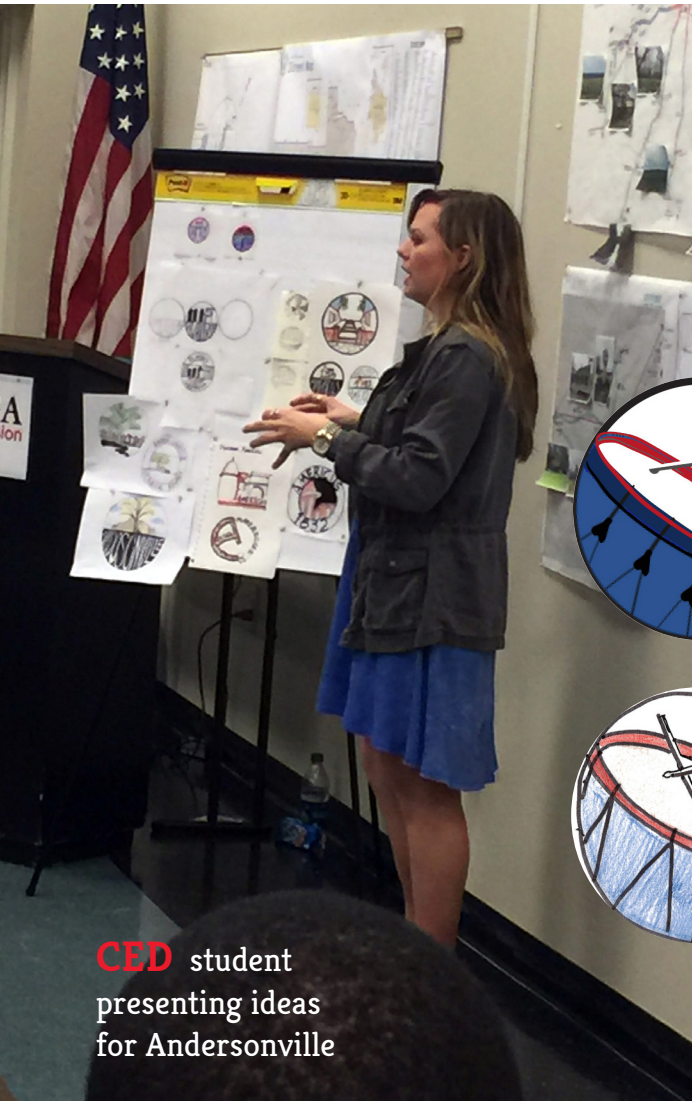
In fact, Church St. does lead directly to the center of town and is directly across Hwy. 49 from the exit of the National Historic Site, and so offers a more logical entry point. However, the appearance of the two roads as one-way pairs will predictably lead visitors to choose Ellaville St., which leads visitors past Andersonville if a second directional sign is not obvious or given.



Church St. approach



Ellaville St. approach

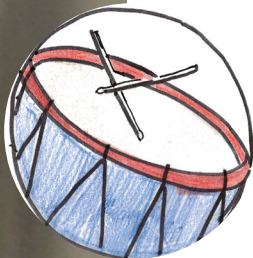
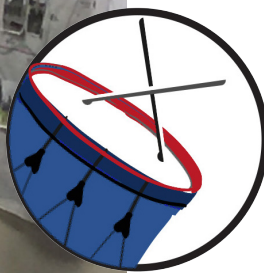


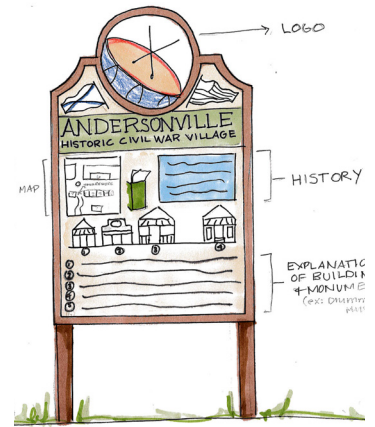
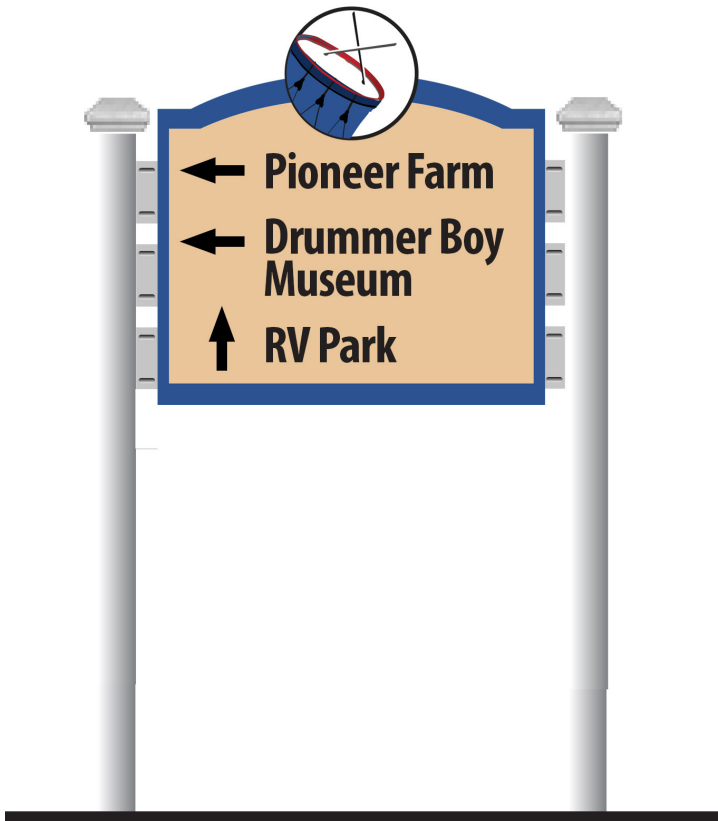
CED student presenting ideas for Andersonville

ANDERSONVILLE

Graphic Identity

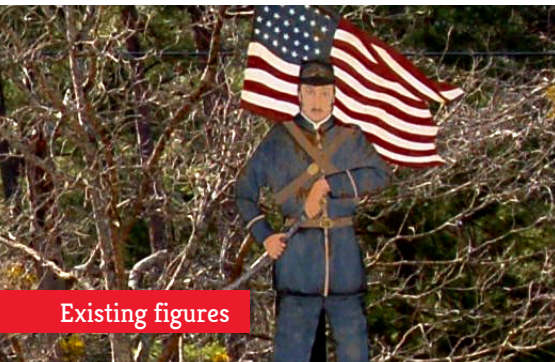
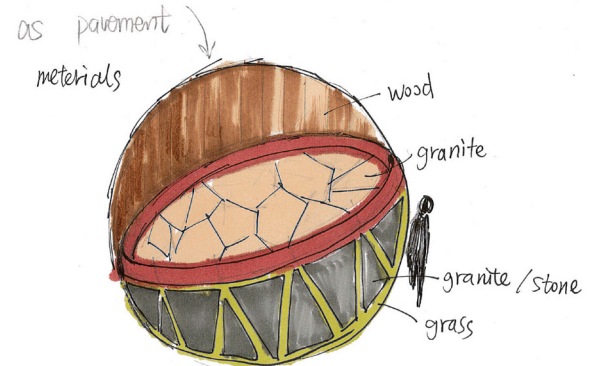
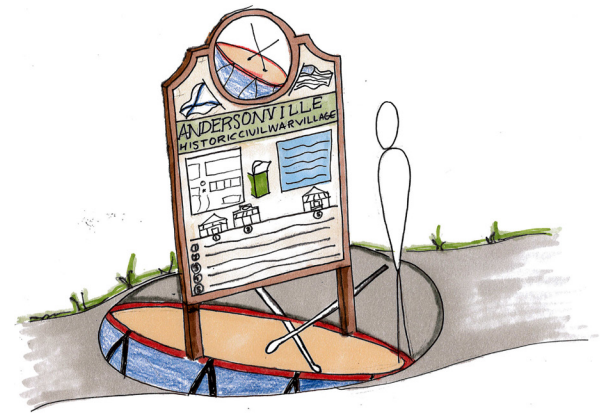
The community's focus on Civil War history and the long-term success of the Drummer Boy Museum leads to a stylized drum head and drumsticks as a recognizable symbol for Andersonville village. The dark blue for the drum gives a bold contrast to the lighter drum head, and lends to better visibility.





Above: Informational kiosk

Below: Pavement detail



Existing figures



Inside Museum



Outside Museum



Existing entry sign



New entry sign design

Recommendations

Entryway

The entry sign to Andersonville is well-located but crowded with text in a font that is difficult to read. As part of a new Sumter Co. graphic identity, a new entry sign incorporating the drum logo using larger, bolder text should include a simple tagline at the bottom with an arrow pointing towards town.



Current location

Historic Marker

Relocate the historic marker to a location in town that affords people the chance to get close and read it. It is not accessible in the median by the highway.



Parallel entrance roads to Andersonville are confusing

Arched Sign

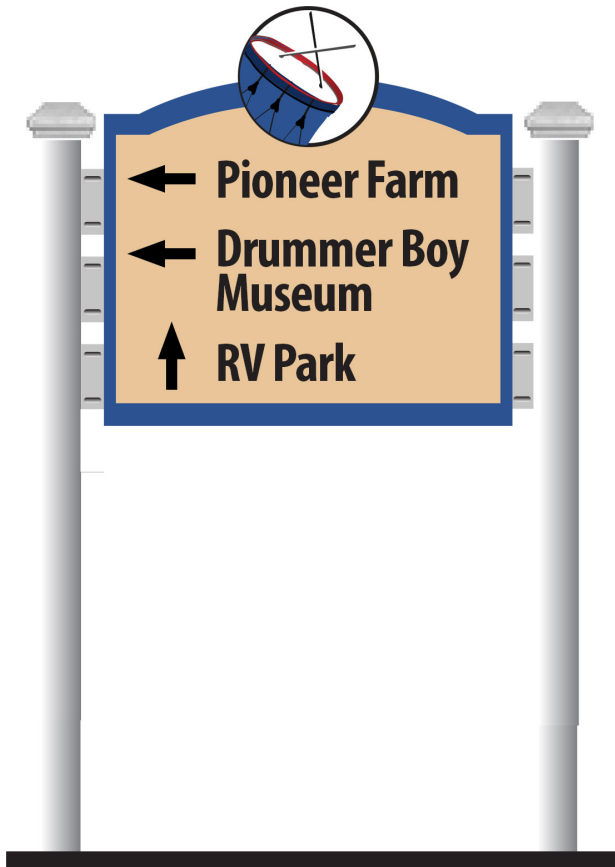
Consider bringing the arched sign closer to Hwy. 49 so that it might be seen earlier on approach and indicate a direct route into town. Adding a “Thank You for Visiting” message on the back of the sign with directions to the next destination – either right to Americus or left to the National Historic Site – would be especially helpful. The original entrance to the Park is directly across Hwy. 49, and despite the “Do Not Enter” signs, the curved rock walls and azaleas give the impression of an entrance. Indicating the distance to the museum’s new entrance, which is 1 mile north, would be helpful.



Arched sign at Church St. shown moved forward from its existing location.



Proposed back of the sign



Ellaville St. Sign

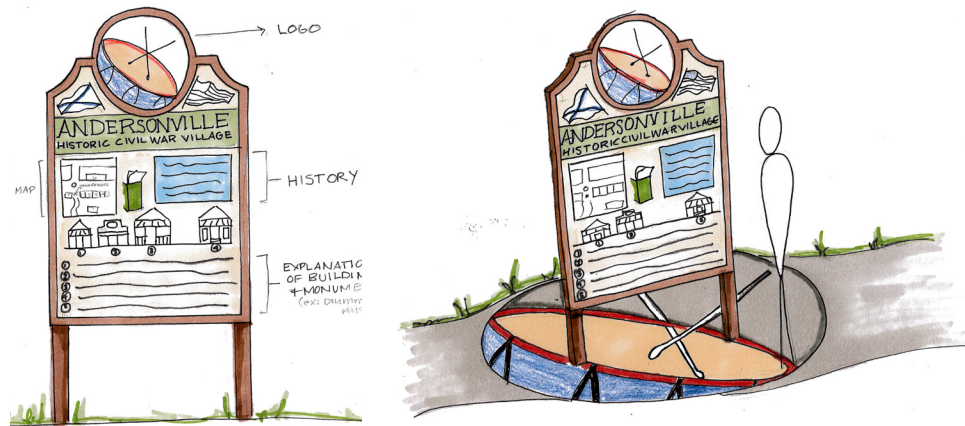
Assume that many visitors will take Ellaville Rd. and will need additional signs to reach their destination. Install a directional sign at the intersection of Oglethorpe St. to indicate the Civil War Village, the Pioneer Farm, and the Andersonville R.V. Park.





Pioneer Farm

An informational kiosk at Pioneer Farm can augment a visitor's experience at the unstaffed living history museum. A similar kiosk with a numbered map and a keyed section elevation of the town's commercial buildings, including information about Andersonville and its history, would also be useful.





Jimmy Carter National Historic Site

National Park Service
U.S. Department of the Interior

Early Days

The town of Plains was founded in 1885. Milton Leander Hudson donated land for the town, including land for a depot for the new railroad line. The train depot is the oldest building in Plains, built in 1888.

Originally Creek Indians inhabited this area of Georgia and were relocated in 1827. Settlers began to move in and

by 1840 three separate settlements existed—Magnolia Springs, a well-known resort area, a smaller settlement called Lebanon, and Plains of Dura. When the railroad came to the area, these three small communities combined and moved here to form the town of Plains.



Plains in about 1905



Milton Leander Hudson donated the town site as well as the land for the school. Hudson was the first to build the first school here, Mary Hudson in 1912.



Plains

Zone 2: Plains

Known worldwide as the small, rural hamlet that is home to the 39th President of the United States, Jimmy Carter's hometown of Plains continues to celebrate Carter and the rural community that shaped his life.

The Jimmy Carter National Historic Site and the Plains Welcome Center host an average of about 65,000 visitors a year. The National Park Service (NPS) managed sites are the Plains High School housing a Visitors Center and Museum, the Depot that served as Carter's campaign headquarters, and the Boyhood Farm at Archery. The one-block row of historic commercial businesses, the residential historic district and the peanut industry are other points of interest.



Public comments:

What we heard during the charrette

POSITIVE

Historic sites in Plains.
Rosalynn Carter Butterfly Trail.
Welcome Center.
Photographs with big peanut statue in Plains.
Billy Carter Museum.
Sam Shortline Railroad.
Beautiful downtown area in Plains.
Hebron Baptist Church on HWY 49 - In the movie "To Dance with the White Dog".

NEGATIVE

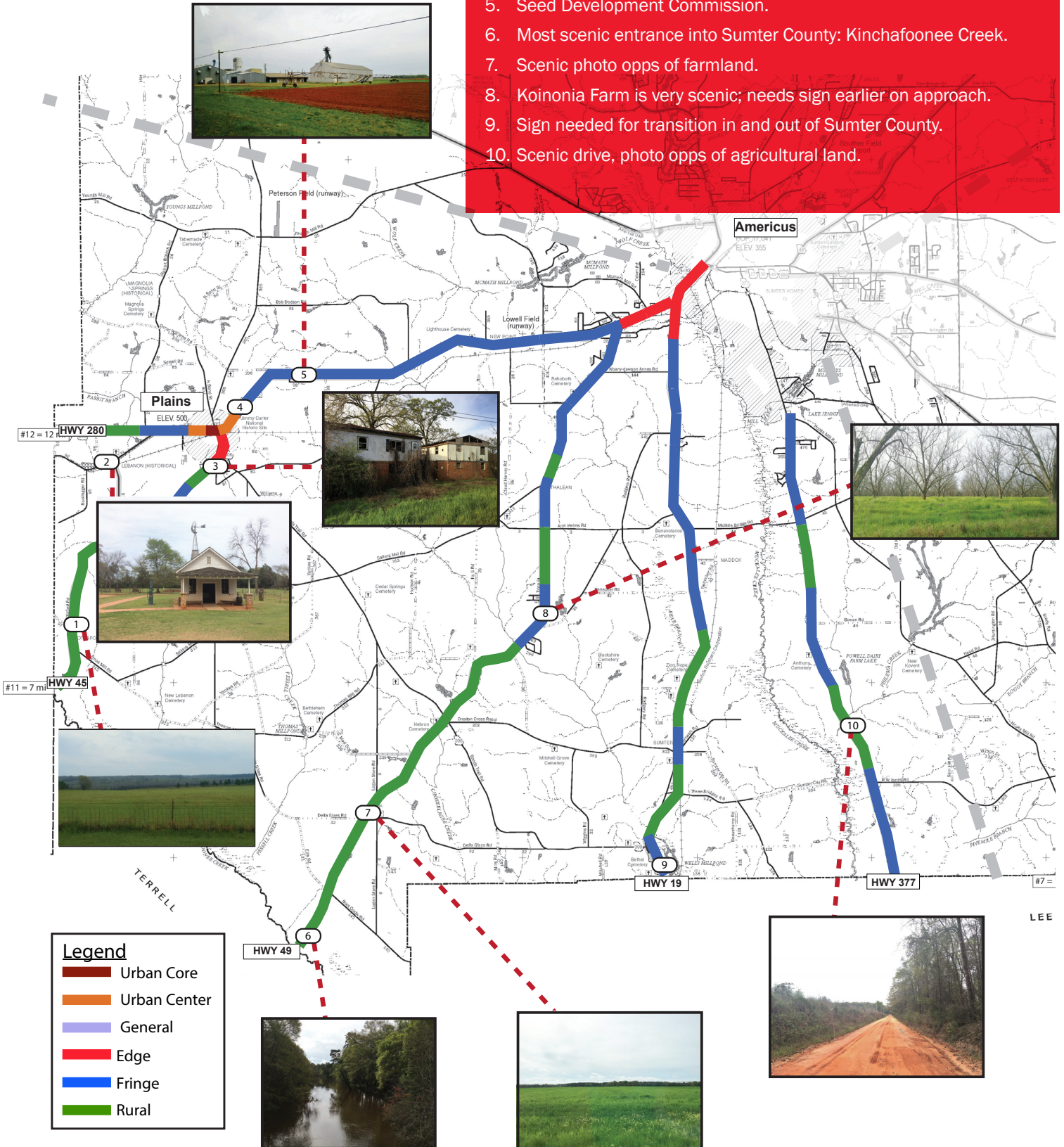
Signs in Plains need to be more specific - Visitors have a hard time gathering their bearings without asking.
USA Foods and Mimmie's on HWY 280 are not attractive.
Billy Carter Museum lacks proper signs.
Trash on highways, specifically HWY 280.
Overgrowth of grass on HWY 280.
Big peanut statue should be at the Plains Welcome Center.
Koinonia Farm is difficult to find.
No signs directing to Plains from Ellaville and Leslie.

Corridor Transect Map

ZONE 2: Plains

SIGNIFICANT POINTS:

1. Need pull off area for photo opp.
2. Signs needed for Boyhood Farm-Archery, very interesting and educational.
3. Rundown housing.
4. Create one entry sign for Plains.
5. Seed Development Commission.
6. Most scenic entrance into Sumter County: Kinchafoonee Creek.
7. Scenic photo opps of farmland.
8. Koinonia Farm is very scenic; needs sign earlier on approach.
9. Sign needed for transition in and out of Sumter County.
10. Scenic drive, photo opps of agricultural land.



Legend

- Urban Core
- Urban Center
- General
- Edge
- Fringe
- Rural

Analysis

The southwest part of Sumter County along Hwy. 377 transitions predictably from an “Edge” zone in Americus along South Lee St. (commercial sprawl intermixed with business, industry and residential properties) to “Fringe” (predominately pasture land with more regular residential).

The road immediately becomes rural outside the city limits, characterized by large parcels with wide-open views, making for a scenic drive of agricultural and pastoral landscapes.

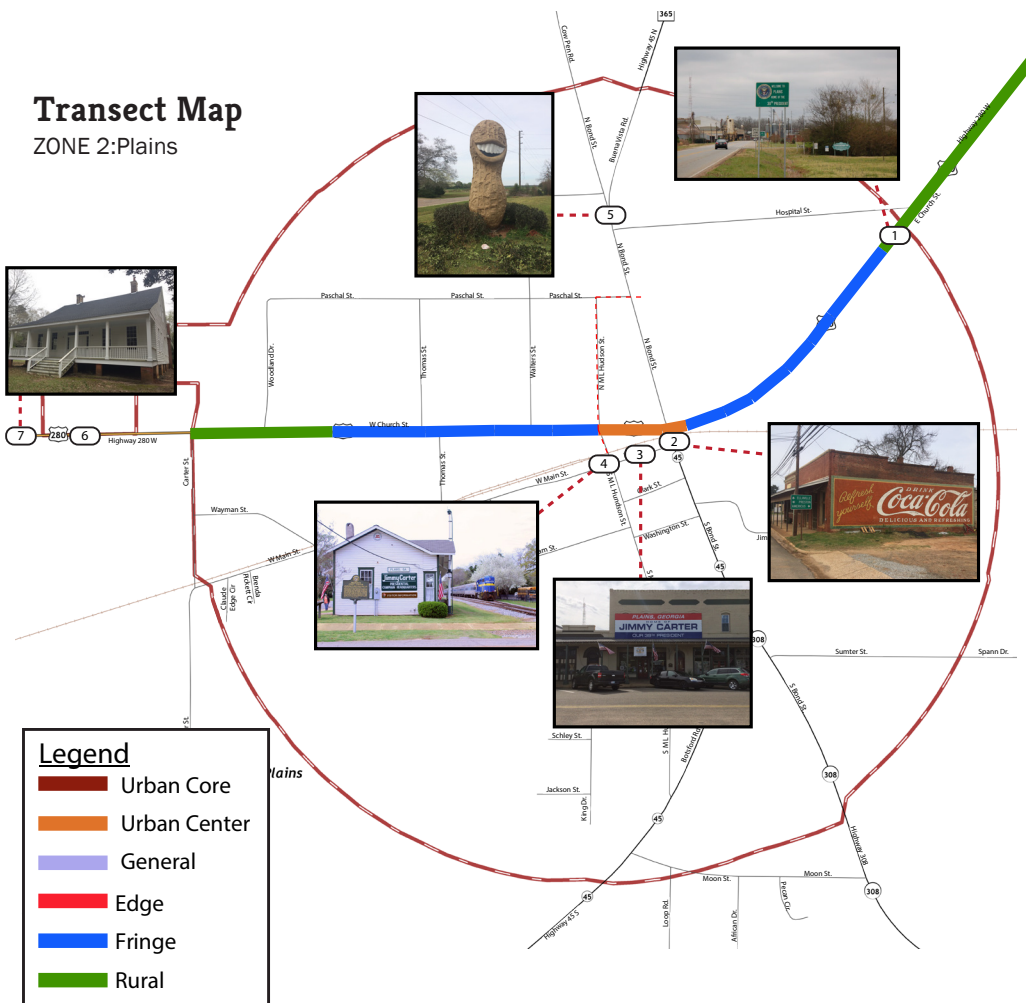
The next corridor, Hwy. 19, is a four-lane divided highway from Americus to the county line, and is the most heavily traveled corridor in this zone. Two notable assets on this drive are a large dairy farm and the collection of historic buildings at intersections. Entry signs into Sumter County were noticeably absent in both directions.

Hwy. 49 is scenic and pastoral, with notable views at Kinchafoonee Creek and the agricultural fields at

Koinonia Farm – well known as the community that grew the seed of an idea that became Habitat for Humanity.

Hwy. 280 consists of a fringe zone west of Americus that becomes rural before it reaches Plains. The road suffers from too many signs at the city limits. The majority of the signs advertise individual establishments and are faded and hard to read, but there are also multiple signs advertising Plains as the home of Jimmy Carter, all competing for visitors’ attention. The picturesque view of the historic downtown marks the center of the community and draws visitors in as a natural place to begin exploring.

Westward, the highway continues through a small residential historic district and leads to the Jimmy Carter Boyhood Farm in the rural Archery community. Hwy. 45 branches south from Hwy. 280 and is a highly scenic rural road. The Thomas Mill Road intersection was specifically noted as spot that would benefit from a roadside park to observe the view.





Sketches



Evolution



Peanuts - landscape



Stars turn into seeds



PLAINS

Graphic Identity

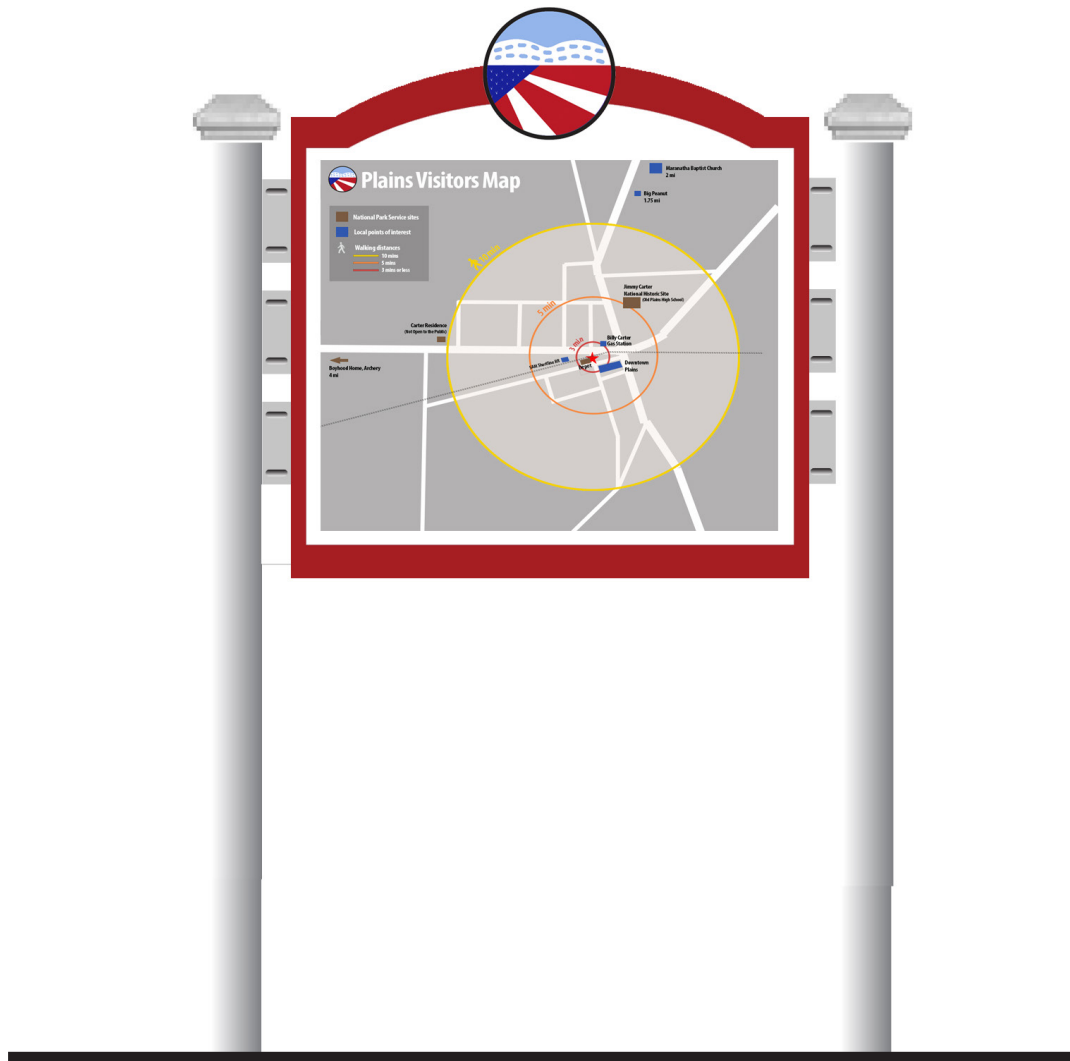
Currently, Plains lacks a cohesive graphic identity, with many different designs, colors and fonts, representing the town. Two different images emerged as icons for the town: Jimmy Carter, the 39th President of the United States, and the peanut. These two themes are prevalent throughout town, with all tourist sites relating to these themes. The round logo was inspired by political campaign buttons seen in many places around town, and features the American flag and the peanut. Prototypes were created to represent Plains' identity both with text and without before settling on the final design.

CED student developing ideas for Plains, Sumter County



Above: Entry Sign

Below: Visitors Orientation Map



SEED TO SHELF: A PEANUT'S JOURNEY TO PLAINS



SEED → FARM → INDUSTRY → SHELF

Recommendations

Seed to Shelf

Plains' strong ties to agriculture, specifically the peanut industry, provides visitors a unique agricultural perspective to experience the peanut industry from "seed to shelf." A few miles outside of Plains, the rural highway is lined with agricultural fields and tree farms. The Georgia Seed Development rises out of the flat landscape at a monumental scale. Georgia Seed Development produces seeds and plant stock for most agricultural products in Georgia, including peanuts. This begins the agricultural progression, followed by the University of Georgia Agricultural Research station and several agricultural fields which create a silhouette of the peanut processing industry's silos and warehouses. Visitors on Main Street in Plains can then purchase peanuts and peanut products at locally-owned businesses. Within a few miles, visitors are able to experience the peanut from a seed to the shelf. This industry plays an important role in Plains' story relating both to the town's history and Jimmy Carter's story. Agri-tourism appeals to all visitors. Plains' peanut industry can be a key component for enhanced tour experiences for visitors.





Current signs

Entry Sign

Removing the faded signs and the DOT signs at the city limits in favor of a new, larger sign keyed to a new graphic identity program for Sumter County would serve as an attractive welcome. Consider relocating the recently-installed brown entry sign to another visible corridor, or perhaps to the Plains Welcome Center



Proposed entry sign



VDOT criteria for TOD participation by local businesses is available here:

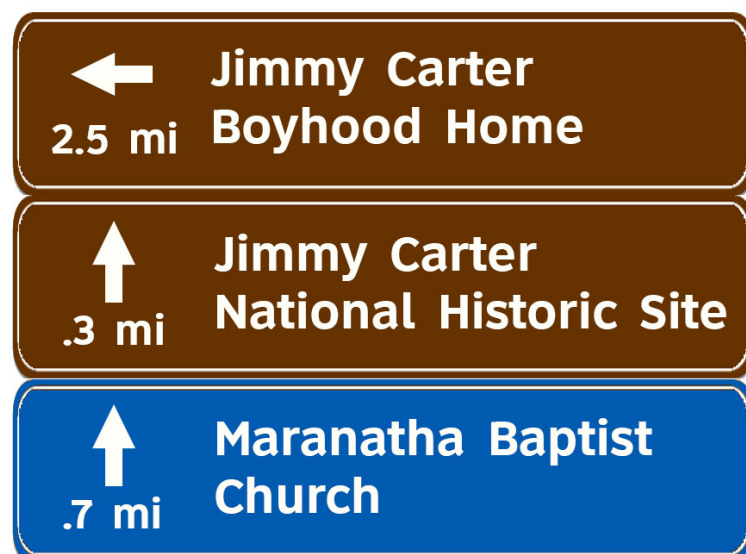
www.virginiadot.org/programs/resources/IDSP-CTBFinalCriteria6-16-05.pdf

Tourist Oriented Directional Signs (TODS)

Carter-related sites are not contiguous and demand clear and concise information and wayfinding tools to help visitors move from site to site. Tourist Oriented Directional Signs (TODs) are used along roads that do not have limited access, such as most primary and secondary highways, to guide motorists to businesses, services, recreation and other facilities nearby. The Virginia Department of Transportation (VDOT) has developed TOD standards as part of a larger integrated sign design program for its roadways.

The Georgia DOT does not have the sophisticated program that is mandatory in Virginia. However, lessons can be learned at the local level from what Virginia has implemented at the state level.

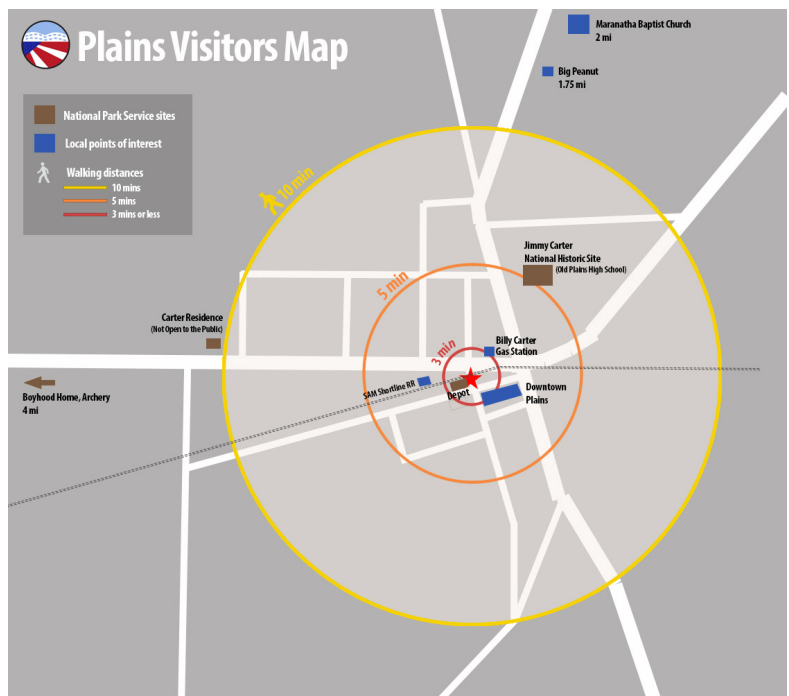
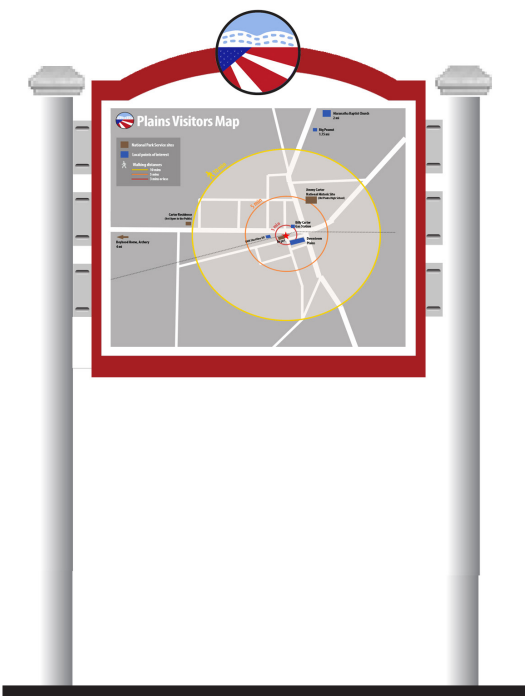
Brown TOD signs could be reserved for historic sites and blue for visitor amenities, such as restaurants and lodging. A consistent format allows for grouping of multiple destinations on one post. This solution should be used throughout Sumter County, but would be especially useful in Plains, Andersonville and on Hwy. 19 approaching Americus, where a plethora of markers has led to an over-signing of the highway, resulting in sign clutter and confusion.





SAM Shortline Railroad Stop

The SAM Shortline Railroad stop, located in a city park just west of downtown, brings visitors to town who must rely on walking to destinations. When exiting the train, a table-top version of the National Park Service map of Carter-related sites helps to orient visitors, but does not provide walking distances between sites, nor any information on other local amenities, such as shopping, lodging, and restaurants. A comprehensive map with estimated walking distances to attractions should be installed at the train platform.



Consider replacing the SAM Shortline kiosk with a new walking map of Plains. Incorporate SAM Shortline materials as needed

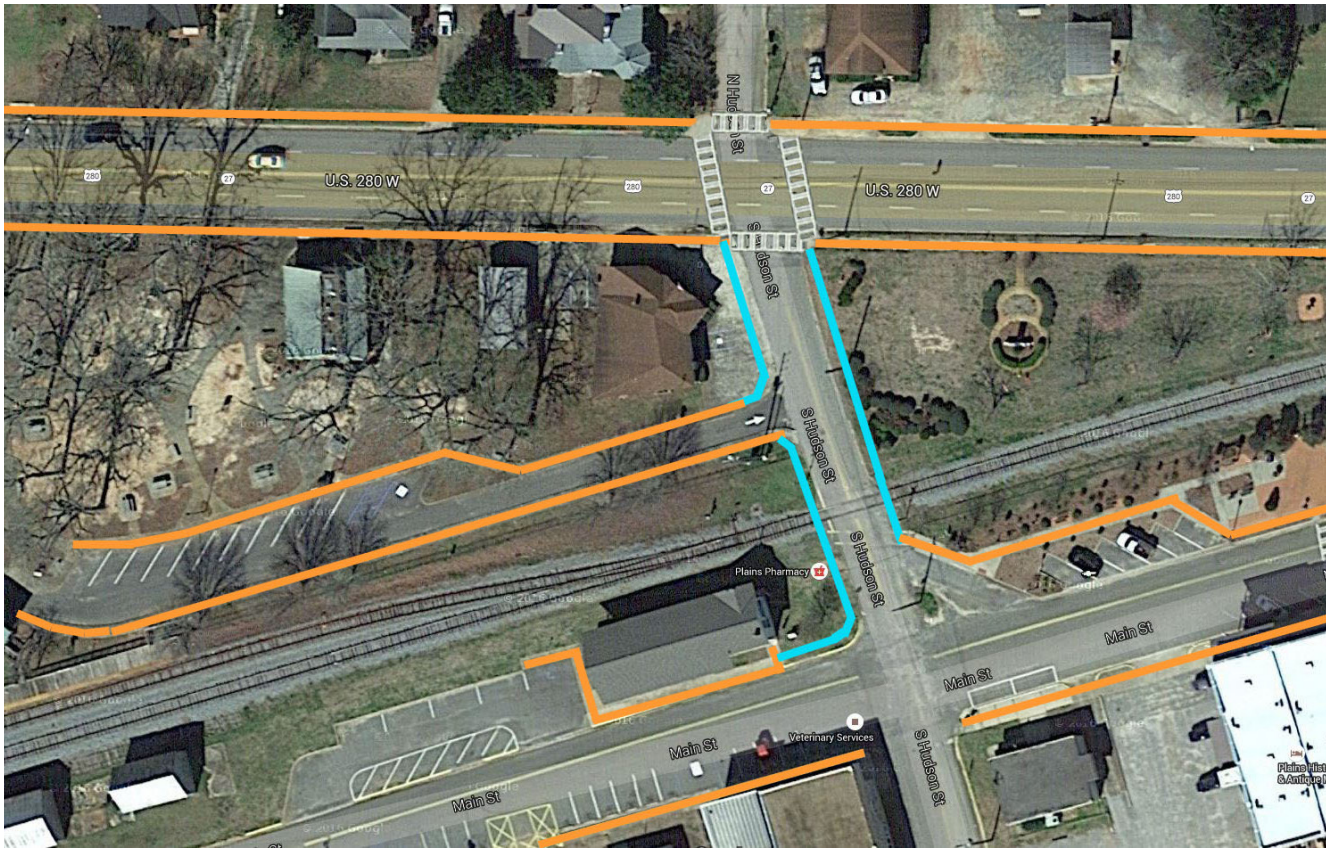


Depot shown marked with recognizable NPS sign

Historic Train Depot

The adjacent historic train depot, located just on the other side of the tracks, is owned by the National Park Service, and is a part of the National Historic Site as a campaign museum. It would make an ideal information center for Plains, allowing visitors to orient themselves, receive a National Park Service map and tourism information in addition to its museum functions. A comprehensive tourism brochure would be ideal, especially if the Depot could not be staffed full-time. The depot should be clearly marked with recognizable National Park Service sign, but any new sign added amongst the historic campaign headquarters signs should be minimal.





Blue lines indicate lack of sidewalks on Hudson St.

Sidewalks and Crosswalks

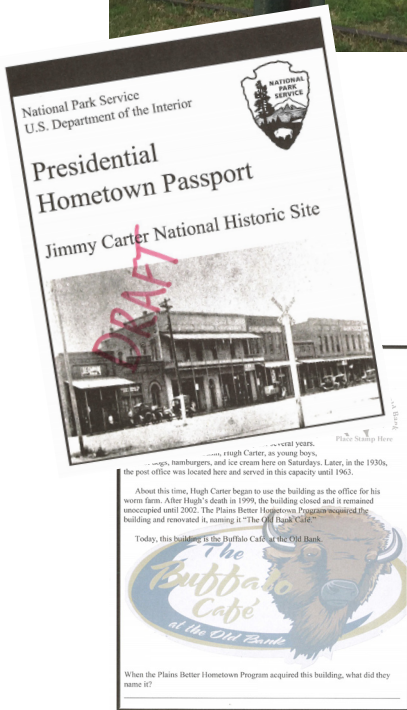
Complete the existing network of sidewalks downtown by extending the sidewalk on both sides of Hudson St. Crosswalks at both the Hudson St. and Bond St. intersections would accommodate visitors forced to walk across Hwy. 280 to reach the visitor center at Plains High School. Work with GDOT to find a solution that increases pedestrian safety but has a minimal impact on the rural character of Plains, such as painted crosswalks.



Proposed painted crosswalks at Hwy. 280 and Bond St.



Deteriorating signs advertise a self-guided tour that is no longer available



Self-guided Tours

Several signs advertise a defunct Plains Historical Preservation Trust tour of homes. These should be removed until a new tour can be developed in conjunction with the National Park Service or others who can update and maintain a tour program.

The National Park Service has recently produced a booklet entitled Presidential Hometown Passport for school-aged children visiting Plains. This booklet is a great opportunity for children to interact with the story of Jimmy Carter, as the intent is to visit each site and collect stamps with a prize for completion. The information is in draft form, but it is a good example of a blended publication of NPS-managed and private-sector historic sites.





Big Peanut

The “Big Peanut” is a famous roadside attraction on the way to Maranatha Baptist Church, where Jimmy Carter is a member and frequent Sunday School teacher. Located at a gas station, the sculpture is a humorous sidebar to a solemn destination, but quite popular with visitors. There have been discussions of moving the Big Peanut to the Plains Welcome Center, but keep in mind how it has been used as a wayfinding tool for decades. Depending on its age, it may be eligible for the National Register of Historic Places and moving it could impact its integrity.

Koinonia Farm

Koinonia Farm was established in 1942 by two white Baptist ministers and their wives as an intentional, Christian community that promoted pacifism, racial equality and a rural farming existence (1). The farm struggled from the beginning to sustain itself financially as a farming enterprise, due to boycotts and violence from those who were against the idea of racial conciliation and equality. In 1969, the farm prepared to close when Millard Fuller joined Koinonia and began a program of building over 200 low-cost, no-interest partnership houses. This initiative became the basis for Fuller’s Habitat for Humanity in 1976, which since then has helped more 6.8 million people through providing decent shelter. (2) Koinonia farm returned to farming in 2008, focused on grass-fed beef, pecans, natural produce and fair-trade products for retail business. Still committed to peacebuilding, racial equality and Christian living, Koinonia farm also hosts courses, retreats and summer camps. (3) However, it is hard to locate Koinonia Farm because its driveway is on a curve and its entry sign is on the opposite side of the road from the driveway. A “confidence marker” posted within a ½ mile of the entrance can increase and improve the visitor experience to Koinonia Farm.

¹ <http://www.georgiaencyclopedia.org/articles/arts-culture/koinonia-farm>, accessed June 7, 2016

² <http://www.habitat.org/how/historytext.aspx>, accessed June 7, 2016

³ <https://www.koinoniafarm.org/>

THE ARRIVAL SIGN

The arrival sign for Koinonia Farm is appropriately scaled, but is confusing because it is located on the opposite side of the road from the entrance. Relocating the sign will make the entrance more obvious.





Zone 3: Leslie, Desoto and Lake Blackshear

Leslie is a small town (pop. 500) in the southeast corner of Sumter County, approximately twelve miles from Americus. It is known as the home of the Georgia Rural Telephone Museum – a large, private collection of telephone-related memorabilia as well as antique cars and other items in a 1920s cotton warehouse.

Along with daily agricultural-related operations, Leslie hosts a well-known antique festival each year. Leslie transitions seamlessly to the west into the tiny town of Desoto (pop. 187) along Hwy. 280. Pecan groves line the seven miles between Desoto and Lake Blackshear, which most locals refer to as “the river”.



Green GDOT signs announce “Unincorporated Cobb”, on one of the most beautiful corridors in Sumter County, where pecan trees frame the drive to Lake Blackshear on Hwy. 280. Cobb is home to the largest pecan orchard in the world. Sumter County can capitalize on agri-tourism related to the pecan industry, just as peanuts have become associated with Plains.

Public comments:

What we heard during the charrette

POSITIVE

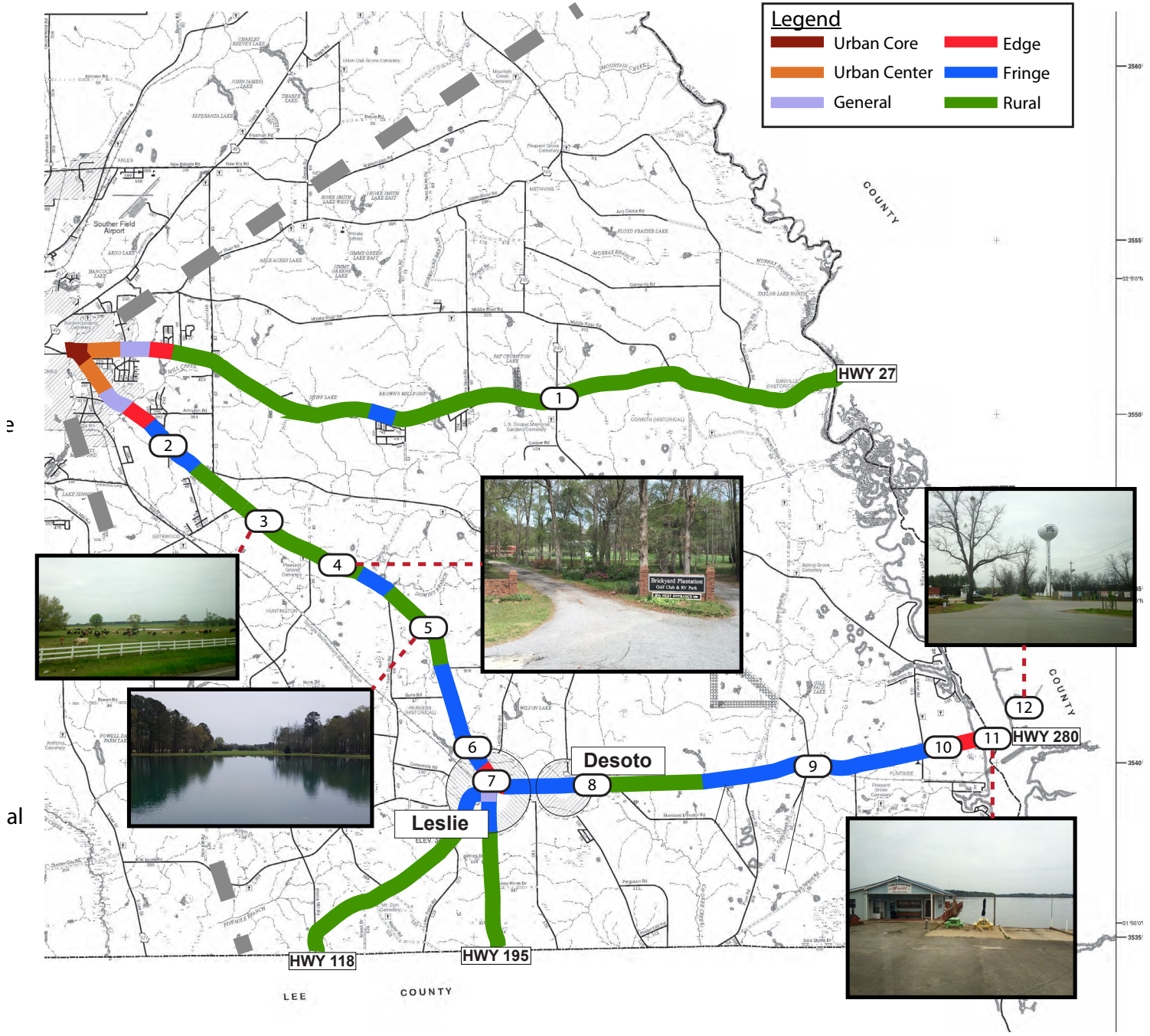
- Lake Blackshear and ponds.
- Marina.
- Booger Bottom.
- Highway to Interstate.
- Dogwood trees.
- Recreation.
- Scenic pecan orchards.
- Cemetery.
- Historic farms.
- Historic communities.
- Potential in Leslie, but dilapidating.
- Georgia Rural Telephone Museum.
- Leslie swimming pool.
- Sam Shortline Railway.
- Dirt roads.

NEGATIVE

- Dirt roads.
- Speed traps.
- Sign to Leslie/Desoto City Hall is not obvious.
- Under-developed communities.
- Downtown Desoto.

Corridor Transect Map

Zone 3: Leslie and Desoto



Legend

Urban Core	Edge
Urban Center	Fringe
General	Rural

SIGNIFICANT POINTS:

- | | | |
|--|--|--|
| 1. Leslie directional sign needed at intersection. | 5. Water views and photo opp location. | 10. Need Lake Blackshear entry sign. |
| 2. Need sign directing people to Georgia Rural Telephone Museum. | 6. New entry sign for Leslie needed. | 11. Marina area at Lake Blackshear has a lot of commercial potential. |
| 3. Rural views (photo opp). | 7. Need new Georgia Rural Telephone Museum sign in Downtown. | 12. Crisp Co. takes better advantage of the lake industry + tourism through signs. |
| 4. Brickyard Golf Course and RV Park location is attractive. | 8. Need new entry sign for Desoto. | |
| | 9. Need Lake Blackshear confidence marker. | |

Analysis

Hwy. 280 predictably transitions from “edge” development to “fringe” from Americus to Leslie. It then becomes very rural, the agricultural landscape interrupted only once by the Brickyard Golf Course and RV Park, which has an attractive entrance, clear signs and beautiful views.

The approach into Leslie is indicated by large-acreage residences transitioning to clustered agricultural buildings. A city limits sign is installed ¾ of a mile before the turn to town at Bailey St, but the turn itself is obscured by sign clutter and a business’s display of “handi-houses” at the roadside. Therefore travelers are likely continue on Hwy. 280 and miss the direct approach into town and the telephone museum.

Transect Map

Zone 3: Leslie and Desoto



SIGNIFICANT POINTS:

1. Rural Telephone museum is an asset that should be used to represent Leslie.
2. Entry sign to Leslie is too small and hidden.
3. Downtown has an array of interesting architecture.
4. Beautiful cemetery but lacking signs and an edge.
5. Leslie and Desoto have water towers that make for great arrival signs.
6. Lots of dilapidated buildings in Desoto - an eyesore, but opportunity for investment.



CED student generating ideas for Zone 3



CED student generating ideas for Zone 3

Graphic Identity

The Georgia Rural Telephone Museum is a well-known asset for Leslie, which the city would be wise to capitalize on as its brand. The museum has several old bells in its collection – harkening back to the well-recognized logo of the Southern Bell Telephone & Telegraph Company. Therefore, it is fitting that the icon associated with Leslie be a bell. Gateway signs should follow the rural entry sign standards suggested by the new graphic identity for the county. The stylized bell logo should be repeated for other civic locations, such as city hall and parks.

A new logo for Lake Blackshear represents the natural beauty of the water's edge, and its branding is a first step towards advertising the resources that are there and capitalizing on them. A logo for Desoto should be developed after local revitalization efforts create a visitor experience.





Current

ZONE 3: LESLIE

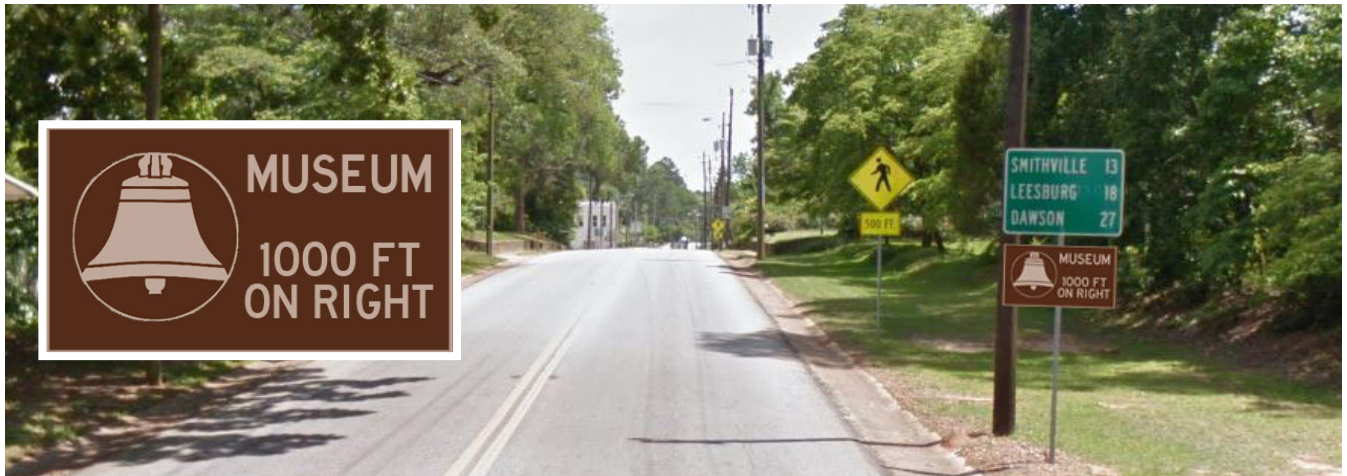
Recommendations

Entry Sign

The current entry sign for Leslie, located in the fork in the road between Hwy. 280 and Bailey St., is too small to be visible and has become crowded by plantings on either side. A larger sign incorporating the bell logo is shown in this same location with increased visibility. An arrow pointing right would further indicate that the central business district is accessed off Hwy. 280.



Proposed Entry sign



Proposed

Confidence Marker

After turning onto Bailey St., a simple confidence marker would give travelers an estimate of when they will reach the Georgia Rural Telephone Museum, arguably the primary destination in Leslie.



The billboard outside of the Georgia Rural Telephone Museum has begun to discolor in the sunlight.



Existing

Temporary signs

The Dogwood Antique Festival in March is advertised with temporary signs located throughout town. Additionally, signs for the Civic Center, which hosts the festival, and other key public buildings should be considered.



Proposed



Letterboard for News and Events

The town letterboard for news and events serves as a positive small town asset, but its deterioration warrants an updated sign. The same letterboard design could be applied to a wooden sign fashioned after the design for the entry to town.



Water towers

Water towers can be seen from a far distance and traditionally showcase the name of the town they serve. Leslie and Desoto's water tower lettering should be maintained, as they serve as wayfinding tools.



Eyesores

Downtown has two vacant buildings gutted by fire. One, on a prominent corner of downtown, has aging caution tape that presents a negative image for the city. Steps to address downtown buildings should include stabilization of any part of a building actively deteriorating or exposed to rain and water

See *Preservation Brief No. 31 - Mothballing Historic Buildings*, National Park Service. <https://www.nps.gov/tps/how-to-preserve/briefs/31-mothballing.htm>



ZONE 3: DESOTO

Recommendations



Desoto's declining condition offers limited opportunities for visitors. However, Sassy A's Restaurant is an exception and is a good role model for future investment. A civic effort to clean up the park across from the restaurant would perpetuate positive improvements.

The historic downtown needs a local champion to ensure revitalization. Desoto can take lessons from other towns in Georgia that have used their downtowns as film locations to encourage building stabilization and improvements.



ZONE 3: LAKE BLACKSHEAR

Recommendations

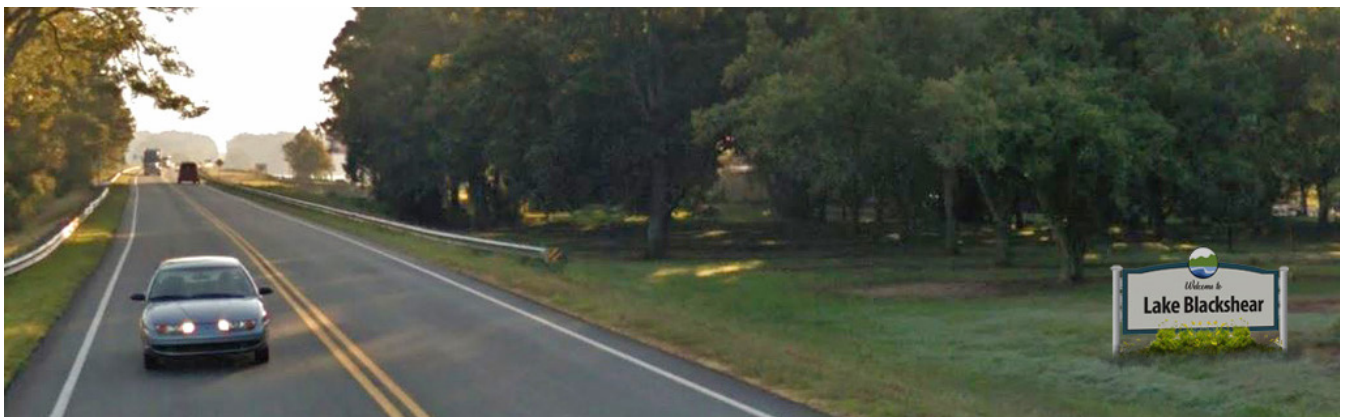
Lake Blackshear is a 20-mile lake marking the southeastern corner of Sumter County, created by the damming of the Flint River in 1930. Crisp County has Veterans State Park and the Lake Blackshear Resort and Golf Club on the opposite shore, but Sumter County has little development to capitalize on the tourism opportunities at the water.

Hwy. 27 has adequate signs for Andersonville and Plains on the approach to Sumter County from the east, but no signs for the Rural Telephone Museum in Leslie. Other GDOT signs direct travelers to Desoto via Hwy. 195 but not to Leslie, which is the larger draw. Replacing the GDOT signs with tourist-oriented signs will comprehensively address wayfinding to the county's smaller, equally interesting destinations.



Take advantage of current assets

A large boat-shaped building, “sunk” into the ground is unique and marks the arrival to the lake on Highway 280. However, it visually obstructs other attractions – the marina, a boat launch, a restaurant, and a ski shop. The property should be improved visually in the short term. Future use for the building can either contribute or distract from Sumter’s identity.



New signs marking the entry to Lake Blackshear should follow the county's graphic identity program.



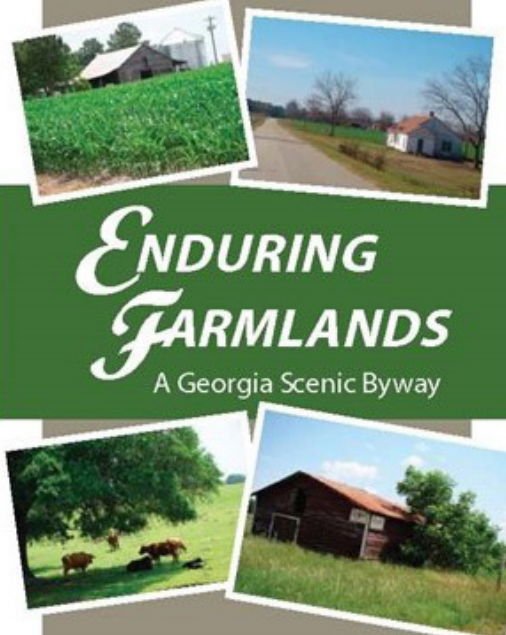
Information on the byways and pursuing designation is available at www.dot.ga.gov/DS/Travel/Scenic

Best Practices for Corridor Enhancement and Wayfinding

Scenic Byways

A Scenic Byway is a road having one or more of six “intrinsic qualities”: archaeological, cultural, historic, natural, recreational, and scenic. The National Scenic Byways Program (NSBP) was established by Congress in 1991 as a way to protect the nation’s scenic, but less-traveled roads and as a way to promote tourism and economic development. The program is run by the Federal Highway Administration (FHWA). In the state of Georgia, the Georgia Department of Transportation (GDOT) administers the Georgia Scenic Byway program. The state program is run similar to the national program, with the same intrinsic values being listed as criteria for selection. The Georgia Scenic Byways Program offers a step-by-step designation guide that helps those seeking designation through the process. In addition to meeting at least one of the six intrinsic qualities, the corridor must also have regional significance and strong community support. A Corridor Management Plan (CMP) must be developed in concert with the GDOT, Regional Planning Commissions and other local agencies, and is an opportunity for regional tourism partnerships to connect rural communities and counties with resources. CMPs include viewshed management, inventories of assets, and a monitoring plan, and address litter and illegal dumping issues. Developing a work program – short and long-term action items – as part of a CMP provides a good planning structure for a county-wide coalition dedicated to heritage tourism. Sumter County should pursue a Scenic Byways designation, as the roadways clearly exhibit scenic, cultural, and historic qualities, and likely archaeological as well. Because Sumter County includes the home of President Jimmy Carter (a National Park Service site) and the town of Andersonville (adjacent to another National Historic Site), it is reasonable to assume the area would be a good candidate for a national designation. Pursuing a scenic byway designation will allow Sumter County to come together and pull all of the resources in the various communities into a streamlined effort to maximize their potential, as is desired with the request for a wayfinding plan and graphic identity. Having a Scenic Byway designation could heighten efforts to reduce sign clutter and improve wayfinding signs, as well as attract tourists and land a worthy recognition of inherent beauty. Georgia currently has one nationally designated byway – Russell-Brasstown National Scenic Byway – and fifteen state designated scenic byways.


Case Study



**ENDURING
FARMLANDS**
A Georgia Scenic Byway

The Enduring Farmlands Scenic Byway showcases routes through the historic towns of Hawkinsville, Pineview, Rochelle, and Abbeville as well as the surrounding countryside. In viewing the peaceful rural character and pastoral landscapes of this 65-mile byway in Pulaski and Wilcox Counties, travelers can observe the small town agricultural heritage still prevalent in this region of the state, and appreciate the efforts these cities and counties have made to maintain the character of their rural lifestyle while allowing a viable future for their residents.

Enduring Farmlands Scenic Byway contact:
Hawkinsville Better Hometown at 478-783-9294 or visit:
www.dot.state.ga.us/travelingingeorgia/scenicroutest



Enduring Farmlands Scenic Byway
Corridor Management Plan
[http://www.dot.ga.gov/DriveSmart/Travel/
Documents/enduring_farmlands_cmp.pdf](http://www.dot.ga.gov/DriveSmart/Travel/Documents/enduring_farmlands_cmp.pdf)

Enduring Farmlands Scenic Byway – Pulaski and Wilcox County, Georgia

Pulaski and Wilcox County's "Enduring Farmlands" was designated as a Georgia Scenic Byway in 2010. The byway runs through Hawkinsville, Pineview, Rochelle, and Abbeville for 65 miles whereby travelers can view the small town agricultural heritage that is still around today. In pursuing the designation, the applicants highlighted the area's scenic qualities, historic qualities, cultural qualities, archaeological qualities and recreational qualities. Several highways are lined with pecan groves, horse and cattle pastures, and agricultural fields that allow travelers to view the active farming of corn, cotton, peanuts, and soybeans, as well as farmsteads and vernacular architecture. Two farms in Wilcox County are recognized by Georgia's Centennial Farm Program. The Hawkinsville Harness Horse Facility is a unique regional draw, and there is a festival and multiple events in each community. Pulaski and Wilcox counties are in historically Creek Indian territory and the entire area has archaeological potential, specifically along the Ocmulgee River. Historic resources include the Hawkinsville Commercial and Industrial Historic District, the Rochelle National Register Historic District, and many vernacular historic residential, agricultural, and religious structures. The transportation goals addressed in the plan are to maintain the rural character of roadways, to promote and maintain roadway safety, to encourage and promote multi-modal usage (bike, pedestrian, equestrian), and to promote and enforce litter and debris control along the byway. Other goals included awareness and recognition of agricultural heritage, increase visitation, preserve and protect the natural, cultural, and historic resources along the byway, and to utilize the byway as a tourism attractor.

Case Study

CORRIDOR MANAGEMENT PLAN
for the
RUSSELL-BRASSTOWN NATIONAL SCENIC BYWAY



Towns, Union, and White Counties, Georgia

Final Report
February 2003



Illustration 9: Pull-off #6 is located at Raven Cliff Wilderness Area with Interpretive Sign.

Pull-off # 7
Expansive views of the Ravens Cliffs Wilderness Area are provided from this asphalt-paved loop. Interpretive signage also exists at this pull-off and is titled, "What in the World is a Watershed?"

Pull-off # 8
This pull-off serves as a trailhead for the Appalachian Trail. General appearance includes a parallel alignment to the road with an asphalt-paved surface used as parking for the Appalachian Trail and two interpretive signs with information concerning the trail. There is also a granite marker in the landscape with the inscription, "Appalachian Trail Hog Pen Gap." The Byway leaves White County at this point and enters Union County. This pull-off marks the highpoint of the Richard Russell segment of the Byway.

Pull-off # 9
General appearance includes a parallel alignment to the road with a small asphalt-paved surface used as parking along a steep drop-off. It is located just west of pull-off # 8 at Hog Pen Gap and may be used for additional parking for the Appalachian Trail and to view the nearby rock cut (often covered with ice).

Pull-off # 10
General appearance includes an asphalt-paved parking area for the trail leading to Logan Turnpike and location/elevation information signage.

Pull-off # 11
General appearance includes a parallel alignment to the road with a gravel and dirt/grass surface. It is located just north of a concrete culvert and parallel to a small creek that is partially obscured with vegetation. The pull-off is reached by a sharply descending gravel road. The Byway has dropped dramatically by this pull-off when compared to the highpoint at pull-off #8. Here the landscape could be termed a mountain glade dominated by Mountain Laurel shrubs and Hemlock trees.

Pull-off # 12
General appearance includes a parallel alignment to the road with a gravel and dirt/grass surface. It is located next to a small built-up pond and beaver dam.

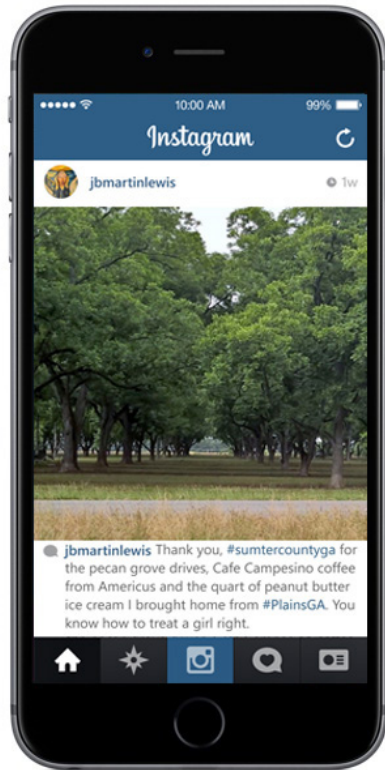
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The Russell-Brasstown Scenic Byway - White, Towns and Union County, GA

The Russell-Brasstown Scenic Byway is currently the only state byway with national recognition. Much of Russell-Brasstown's intrinsic qualities came from recreational, historic and archaeological, cultural, and scenic attractions. The Byway is 40.6 miles, the majority within the Chattahoochee-Oconee National Forest. It runs through the Appalachian Trail and several state parks and includes Brasstown Bald, the highest natural point in the state of Georgia. Multiple museums and historic sites, festivals and events exist in each of the counties and towns along the byway, including the Georgia Mountain Fair in Hiawassee and Oktoberfest in Helen. The Unicoi Turnpike was established in early 1800s and follows an ancient Indian trail that was part of the Trail of Tears. Lastly, as anyone who has been to the north Georgia mountains knows, the viewsheds along the curving mountain roads are breathtaking. The goals for the corridor were to expand opportunities for people to experience the natural and cultural history of the region; to support projects and initiatives to protect livability and expand economic activity through the promotion of nature and culture; and to promote a safe and pleasant experience for all users of the byway. A large portion of the plan focuses on the recreational and scenic qualities of the area, with efforts focused on parking and pull-off areas along the route.

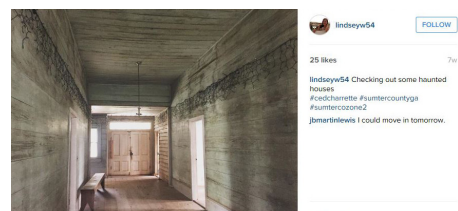
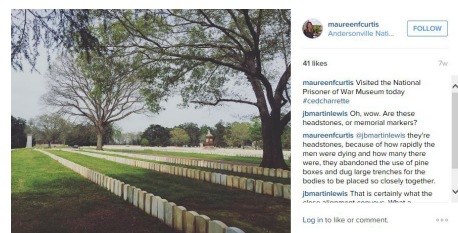
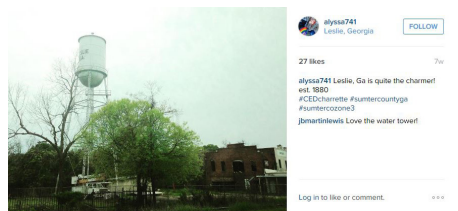
Russell-Brasstown National Scenic Byway
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Documents/russell_brasstown_cmp.pdf](http://www.dot.ga.gov/DriveSmart/Travel/Documents/russell_brasstown_cmp.pdf)

INSTAGRAM



Using Instagram to Market Sumter County

By exploring Sumter County's major roadways and multiple historic sites and regional attractions, the students were able to play the role of tourist and were charged with finding what was interesting, beautiful, and engaging as well as what was confusing, hard to find, or completely missed. The team shared their experiences on Instagram with the hashtag #sumtercountyga, which was only sparsely populated with pictures at the time. Instagram proved to be a good fit for a new campaign to celebrate all the qualities of the county, whether beautiful, quirky, patriotic, rural, small town, famous, or solemn.





Conclusion

Wayfinding should be a carefully developed and fully integrated system. It does not help when one partner breaks away from the system and “does their own thing.” Therefore, many localities create a carrot and stick strategy for bringing business owners and multiple municipalities into sync. The creation of a small incentive program for assisting businesses to redesign and update their signs to accommodate the new wayfinding principles should operate hand-in-hand with a fully enforced and consistently applied system of laws, codes and ordinances when incentives alone will not work.

A TYPICAL FRAMEWORK for implementing a successful system for signs and information might follow these simple steps. This charrette assessment begins that process and allows you to leap ahead of other communities who may still be reluctant to recognize that there is a problem at all.

FIRST STEPS

1. Form a steering committee /wayfinding champion.
2. Identify a project director.
3. Define the parameters of the projects.
4. Establish project boundaries.
5. Identify key stakeholders for engagement in the process.
6. Engage a design consultant.
7. Kick-off project with consultants and stakeholders.

STRATEGIES for that committee must include these steps:

1. Engage with DOT at the very beginning.
2. Involve stakeholders via workshops and presentations.
3. Establish an understanding that all decisions are made in the best interest of the project.
4. Benchmark comparable projects.
5. Design options decisions.
6. Engage a design consultant.
7. Kick-off project with consultants and stakeholders.

FUNCTIONAL considerations:

1. Location of sign(s).
2. Legibility / Messaging.
3. Engineering requirements.
4. Project schedule.
5. Implementation.
6. Flexibility.
7. Maintenance & Management.
8. Sustainability of the system.





While Sumter County would ultimately benefit from the type of professional level analysis and synthesis that an environmental graphic firm would provide, it is our hope that the charrette will introduce the benefits of a cohesive identity and suggestions for unified graphics and corridor improvements.

As one student said, “Our goal was not only to help people find what they’re looking for; but to help people find what they don’t know is there.”



SUMTER COUNTY CHARRETTE - STAKEHOLDER PARTICIPANTS

UGA ARCHWAY PARTNERSHIP

Mary Alice Applegate Sumter County Archway Partnership
Sharon Liggett UGA Archway Partnership

SUMTER COUNTY

Mary Beth Bass One Sumter Economic Development Foundation
Barbara Grogan Americus Sumter Payroll Development Authority / Chamber
Bill Twomey Sumter County Board of Commissioners

ANDERSONVILLE

Jenny Crisp Andersonville Guild
Sandra T. Smith Andersonville Trail Association

AMERICUS

Barry Blount Mayor, City of Americus
Beverly Butcher Americus Sumter GIS
Josh Roth Planning and Inspection, City of Americus
Steve Short Americus Welcome Center / Americus-Sumter Tourism Council
Qaijuan Willis Americus Main Street

PLAINS

Kim C. Fuller Friends of the Jimmy Carter National Historic Site
Boze Godwin Mayor, City of Plains
Barbara Judy Jimmy Carter National Historic Site, NPS
Ruth Sanders Plains Better Hometown Program
Penny Smith Georgia Visitor Information Center, Plains GA

HIGHER EDUCATION

Su Ann Bird South Georgia Technical College
Jason Collins Georgia Southwestern State University
Dr. Charles Patterson Interim President, Georgia Southwestern State University
Stephen Snyder Georgia Southwestern State University

STATE AGENCIES

Chance Baxley Georgia Department of Transportation
Jo Childers Georgia Department of Community Affairs, Region 8
Gerald Mixon River Valley Regional Commission
Patrick Weaver Georgia Department of Transportation
Holly Winner Georgia Department of Economic Development

CITIZENS AND BUSINESSES

Dylan Colter Citizen
Joni Woolf Americus Times Recorder
Carey Wooten UGA parent and dinner host!
Marshall Wooten Lowe's



**UNIVERSITY OF
GEORGIA**

Archway Partnership
Center for Community Design and Preservation
College of Environment and Design