



HAPEVILLE

Charrette
Report





Table of Contents

Introduction

Corporate Responsibility.....4

New Design.....8

Gateways and Vistas.....14

Circulation.....18

Civic Responsibility.....22

Facade Drawings.....26

Introduction

Hapeville can be better tomorrow than it is today.

Our team was bowled over with the potential that we saw in the greater Hartsfield/Jackson area. Hapeville is poised to be the next undiscovered enclave for quality investment.

This charrette report combined with the spirit and enthusiasm we felt while we were in town can start the ball rolling toward wiser, smarter and more attractive development.

Controversy over community design changes is nothing new. It takes brave leadership, an involved electorate and plugged-in residents and citizens to make positive change. There is little doubt that Hapeville will be blazing a new trail soon.

Good luck in implementing the improvements. The future depends on it.



Pratt Cassity - Director
Center for Community Design, Planning, and
Preservation
University of Georgia





A city can do nothing without passion

Passion can steer a place to greatness or lead to ruin down a path of conflict and confusion. Our team wants to put Hapeville on a taxiway to success; we want you to be on track for positive change; we see you driving down a highway to a better future.

Planes, trains, and automobiles. Advances in transportation have defined your past. Today those transportation links provide a key to your solutions.

We have heard, seen, and experienced so much during the past three days. We appreciate the openness and receptiveness of staff, elected officials, and residents.

Our approach is one that first begins beneath the city. The real water source (headwaters of the Flint River now channelized and flowing from Hapeville beneath Hartsfield and on, eventually on to the Gulf of Mexico) and the metaphorical river (an unseen stream that runs beneath the city always

gurgling, rarely menacing, and not well known to all residents) provide the foundation for our work. The ecology of a place and its people -- community and health -- gives you the first reason for making decisions.

Minimizing stormwater runoff, increasing percolation of water into the soil, and making sure that greenspace is permanently protected will begin to heal the wounds of massive and sometimes insensitive urban redevelopment. Knowing that personal and civic decision-making should begin with environmental health initiates the process of smart city building.

Our report is divided into five themes:

1. Corporate Responsibility
2. New Design
3. Gateways and Vistas
4. Civic responsibility
5. Circulation



What is a *charrette*?

Charrette is a French word that translates as “little cart.” At the leading architecture school of the 19th century, the Ecole des Beaux-Arts in Paris, students would be assigned a tough design problem to work out under pressure of time. They would continue sketching as fast as they could, even as the little carts (charrettes) carried their drawing boards away to be judged and graded. Today, “charrette” has come to describe the rapid, intensive, and creative work session, usually lasting a week or more, in which a design team focuses on a particular design problem and arrives at a collaborative solution. Charrettes are product-oriented. The public charrette is fast becoming a preferred way to face the planning challenges confronting American cities.

Charrettes for New Urbanism, Victor Dover





**University of Georgia - Department
of Community Affairs Charrette Team
January 21-23, 2005**

Pratt Cassity - *Director, UGA Center for
Community Design, Planning and
Preservation*

Jennifer Lewis - *UGA Local
Government Coordinator*

Carmine Fischetti - *Designer, DCA
Office of Downtown Development*

Paul Simo - *Designer, Georgia Trust for
Historic Preservation*

Chrissy Marlowe - *DCA Balanced
Growth Coordinator*

Students:

Julia Reed - MLA

Kristin Saunders - MHP

Martha Reynolds - MLA

Ross Wallace - BLA

Jeff Owen - BLA

Dan Banks - MLA

Brian Sturm - MLA

Mike Sutton - BLA

Andrew Hunt - MA, Non-profit mgmt.

Beth Gillespie - MLA

Corporate responsibility

Hapeville is blessed with strong and dominant corporations that provide a stable contribution to the local economy. We recommend that a new relationship be cultivated with your corporate neighbors. Hapeville is their front lawn and should be a support village for their employees. If Hapeville is beautiful and prestigious, it provides a handsome canvas for their image. With that in mind, here are our suggestions for enhanced cooperation:

Improve visual character

- Corporations can sponsor “Dogwoods on Dogwood”.
- Since the pedestrian rail overpass is necessary due to Ford’s blocking of the grade crossings, then they should sponsor its visual and physical improvement.
- Reduce chain link fencing and increase planted screens.



cultivate corporate-community

partnerships



“Dogwoods on Dogwood” could be a fundraising opportunity between the City of Hapeville and corporate sponsors to undertake a tree planting program along the Dogwood Drive corridor.



Promote healthy environments

- Delta, for example, must reorganize their parking, provide bikes, and increase gated pedestrian connections to the city.
- Parking decks can decrease the need for many surface lots and free up valuable land.
- Where surface lots exist, they should be broken up with planted islands.
- New lots could be built with permeable paving.
- The corporate campuses and the city core should be integrated.
- “Borrow a bike” programs have worked in other cities. Employees can quickly get to and from restaurants without using their cars (and losing their parking spaces). Bicycles can be donated or purchased inexpensively. They can all be painted a unifying bright color or be “decorated” by artists or school kids to make them distinctive and less likely to be stolen.



Walkable connections between the Delta campus and downtown Hapeville (shown above) will not only improve the well-being of the city, but of its workforce also. Chain link fencing should be discouraged.

Create an ongoing formalized relationship between the city of Hapeville and corporate human resource departments

- A corporate relations program, board and plan of action can positively promote local real estate, businesses, services and amenities to employees and management.
- A program to allow employees to have an extended lunch break if they eat downtown would show strong corporate commitment to Hapeville. It could be enforced through a voucher system similar to “stamped” parking tickets used by department stores.

Promote direct routes for employees to get to downtown establishments

- Employees of Delta and Wachovia specifically are discouraged from coming downtown because easy access is denied. Inviting paths and openings in fences need to be increased.



Sponsorship and Support of Local Community

Corporate-community partnerships are not new. Many exist and all provide good ideas to borrow:

- *Nike* (Beaverton, Oregon)
resurfaced running tracks and outdoor basketball courts
- *Kellogg's* (Battle Creek, Michigan)
sponsors Adopt-a-Highway
- *Microsoft* (Seattle, Washington)
unlimited potential community learning
- *Flowers* (Dallas, Texas)
funds local preservation group
- *Mellon Bank* (Pittsburgh, Pennsylvania)
sponsors annual art and cultural activities throughout the city
- *Pittsburgh Paint and Glass* (PA)
has entered into a partnership with the Pittsburgh Zoo for funding and maintenance



New Design

Many misconceptions exist about the idea of increased density. If the term is changed to “urban lifestyle” it may be more honest and self-explanatory. The development that is happening in Virginia Park, which everyone loves and understands, is a perfect example of increased density. The idea that increased density and new development brings increased traffic and lowers property values is FALSE!

The lifestyle choice of the young urban professional and elderly people on fixed incomes is often the same. In Atlanta, Charlotte, Birmingham, Nashville, and other growing Southern cities, the choice is to have smaller, controlled living, yet still be owners of their own property. The ideal solution is the “garden” or “courtyard” style multi-family unit. They have a smaller footprint and more greenspace than the

“row house.” The traditional multiple-unit “garden residence” of the 1920s was a highly desirable living choice blending the natural landscape outside large windows, overhanging eaves, wide verandas and quality materials.

In-town, vibrant living is the new “lifestyle” choice around the metro Atlanta area and all major American cities (large and small). A large percentage of our mid-twenties and thirties professionals (with and without families) and “empty-nesters” are choosing to downsize their material lifestyles in exchange for an increased proximity to culture, activity centers, unique housing, and other people. This is not expected to be a trend, rather the precedent that the new, up-and-coming “creative class” is seeking. Rethinking DESIGN can address these opportunities.



NEW + BIG + NEIGHBORHOOD = HOUSE

IF A NEW BUILDING IS TO GO ON DORWOOD AVENUE, TO BE USED AS OFFICES/RETAIL/RESIDENTIAL, NEAR SINGLE-FAMILY RESIDENCES, THE NEW BUILDING SHOULD LOOK LIKE A HOUSE.

LOOK TO YOUR HISTORIC EXAMPLES!

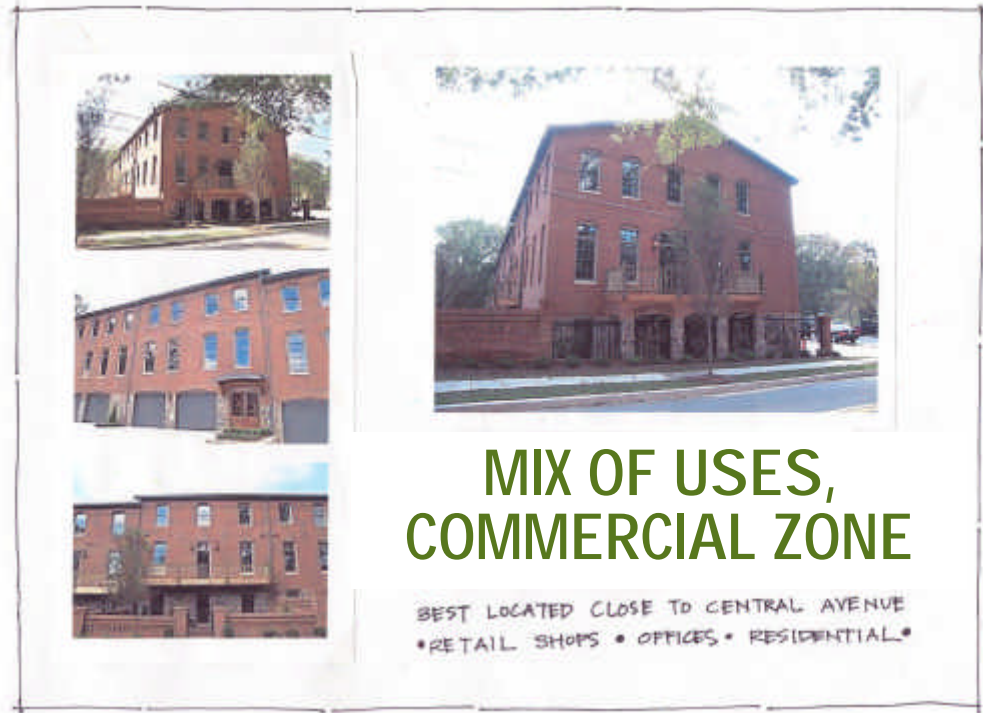
density is not a four letter word

There are two major design myths that affect Hapeville:

“Density” is bad for Hapeville.

Density in the form of what you are seeing in Atlanta, say just up the road on US 41 around Georgia Tech or in the new Atlantic Station development, is not good for Hapeville. The size of these developments compared with your existing architecture would simply “not fit.” However, finding urban forms that will fit your community and will provide a multi-resident, owner occupied choice, which fit in size and scale, and create uniqueness in style, is absolutely necessary for a vibrant community. The recommendations in the further sections will help you create this “new way of thinking design” that is right for Hapeville.

Hapeville has no identifiable historic style. The design team found many examples of good, early 20th century architecture. These should be restored to capture the pieces of Hapeville’s past that remain.



There are many examples of good, traditional architecture in Hapeville. This building needs nothing more than updated colors, doors and signage to improve its look

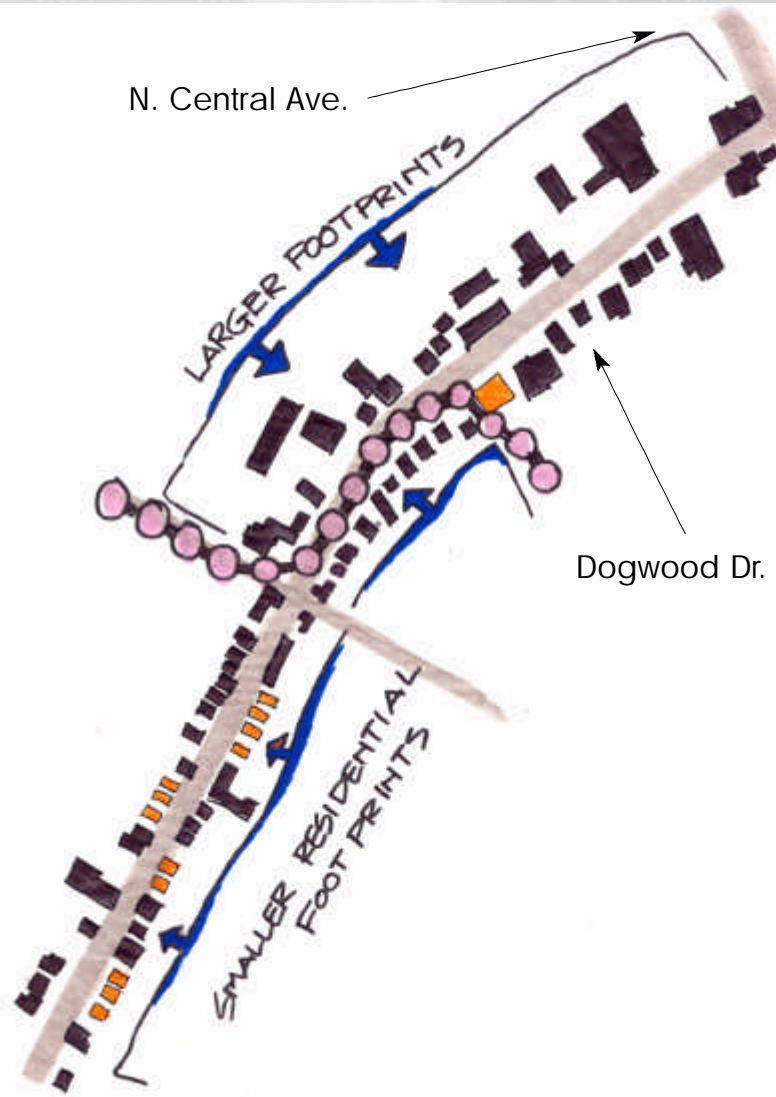


Why Hapeville needs to invest in a new way of thinking about Design

The geographic location of Hapeville makes it the next highly desirable owner-occupied and developer's market. Most notably the Dogwood Avenue corridor of historic US Highway 41 has been a main artery of commerce, entertainment, and energy for Hapeville.

One need only drive a few miles to the neighboring communities of East Point and College Park to find examples of well-designed infill as well as poorly managed and designed projects with no relationship to their surroundings. The Hapeville Virginia Park development is a splendid new start for setting a design precedent here.

You have design guidelines that will help institutionalize a new way of thinking about design. However, there are some simple rules to make



buildings “fit in” that have very little to do with style, or age.

If you would like a building to relate sensitively to its neighbors it should follow five easy-to-remember factors. They spell the word...F-R-E-S-H.

- New buildings that go into an existing neighborhood should emulate the **FOOTPRINT** of the buildings nearby.
- The **ROOF SHAPE** of new buildings should be as complex and match the pitch of the neighbors.
- New buildings should fill the entire **ENVELOPE** of the nearby structures, that is they should match the space that other buildings occupy (no larger and no smaller).
- The **SKIN** of new buildings should be similar to their neighbors. If all buildings are glass, then new buildings should be glass; wood -- wood; brick -- brick.
- The final compatibility “trick” is to match the **HOLES** of the buildings nearby. This means window size and placement, orientation of the door, roof vents, etc.



PROTECT
RESIDENTIAL
CHARACTER!

→ EVEN IF
THE USE
CHANGES.



When designing new buildings, look to existing historic architecture for inspiration.



PROSPECTS FOR HIGHER DENSITY HOUSING IN HAPEVILLE, GEORGIA

Metro Atlanta homebuilders are bullish on the housing market for 2005. The number of homes sold in 2004 in metro Atlanta rose 13% over 2003, from 111,205 to 125,706. While home sales in 2005 will likely moderate as interest rates rise, the Atlanta Board of Realtors contends that there are still very strong indicators of significant growth. The Georgia Multiple Listing Service reports that the average sales price of existing homes in metro Atlanta rose in 2004 to \$192,262 from \$182,978 in 2003, a 5.1% gain. Within this market setting and considering the ongoing revival of the cities of Hapeville, East Point and College Park, it appears likely that the housing market in Hapeville has significant potential. In particular, Hapeville is highly accessible with almost 85,000 jobs within a three-mile radius. Also, the city has traditional neighborhoods (e.g., Virginia Park) undergoing significant revival. In the words of one councilman, the

neighborhoods of Hapeville are “a well-kept secret.” This assignment provides an initial focus on prospects for higher density residential housing to fill the accelerating demand for affordable homeownership in multifamily product.

Overview of the Condominium/Townhome Market in Atlanta

The resurgence of the condominium market in Atlanta in the late 1990s has been sustained by strong sales in Buckhead, south of Buckhead and in the neighborhoods surrounding downtown. Midtown, Castleberry Hill, Atlantic Station and the Upper Westside are some of the submarkets that continue to experience expansion of homeownership in multifamily product. Sales of more affordable units (i.e., less than \$200,000) are strongest. The Buckhead submarket has shown some weakness in its luxury product although “the Beverly Hills of the East” continues to attract developers of condominiums and townhomes.

South of downtown, sales of higher density residential product over the past

few years have been accelerating. Developments such as Heritage Pointe (Summerhill), City Side Lofts and Ware Estates (Mechanicsville), High Pointe Estates (Intown South) and Park Place South (Intown South) have experienced absorption rates as high as six units per month. The Housing America’s Workforce Initiative, a joint project of Fannie Mae and the National Association of Home Builders, is working with builder Sharon McSwain Homes to develop Cascade Parc in Southwest Atlanta which will have 331 single-family and multifamily units priced from \$110,000 to \$225,000. Cascade Parc is the first of 11 demonstration sites in the Atlanta area planned under this initiative. The goal is to provide affordable housing located near employment centers for wage earning families and individuals. Target residents include police officers, fire fighters, healthcare workers, teachers and a broad range of service workers. Factors sustaining condominium sales in Atlanta include:

- A demographic shift derived from the growth in the aging baby boomer and

marketing Hapeville

early retiree markets. Members of these groups are seeking active lifestyles in smaller, maintenance free, secure housing.

- As housing prices rise, condominiums are relatively more affordable than single-family detached housing. This is especially appealing to young professional/first time homebuyers who want to build equity and enjoy the benefits of home ownership;
- A national shift of demand favoring housing close to city centers;
- Accumulation of a critical mass of “in town” housing in Atlanta;
- With lower interest rates, renters realize that rents are exceeding potential mortgage payments.

Observations and Recommendations

The cities of East Point, College Park and Hapeville are experiencing increases in new residential construction (both single-family and multifamily units) and the revival/restoration of their traditional neighborhoods. An analysis of these trends would lay the base for a housing

market study to identify existing conditions, potential demand and provide recommendations (i.e., price, product type, location, amenities, target markets) for housing development in Hapeville in the near and long term. Initial observations suggest that Hapeville, with its “small town” character and accessibility, is well-positioned to integrate higher density product into its residential mix. In the early planning stages of the city’s redevelopment program, the following observations should be considered:

- The condominium market is the strongest where the units are in geographic locations that allow people to simultaneously live, work and play.
- Condominiums and townhomes developed as part of a mixed use project and close to transportation have the strongest prospects for success. The target markets, (e.g., young professionals and empty nesters) are looking for more than a “stand alone” condo project. They want to be part of something larger; they want to be in a position to connect with their community.

- Higher density housing can complement other land uses by serving as a buffer between commercial and single-family development, as well as providing homes for people that comprise the labor market for businesses in the area.
- In a recent article in the Atlanta Business Chronicle, Tom Bell of Cousins Properties and co-chairman of the Quality Growth Task Force of the Atlanta Chamber of Commerce points out that, “Every study that I have seen shows that you can have differing housing price points in very close proximity to one another and not hurt any of the higher-end pricing.” The Quality Growth Coalition has been organized to attack the issue of affordable housing, a problem they believe could stymie the region’s growth potential if left unaddressed.

Eleonor Matthews





Gateways and vistas

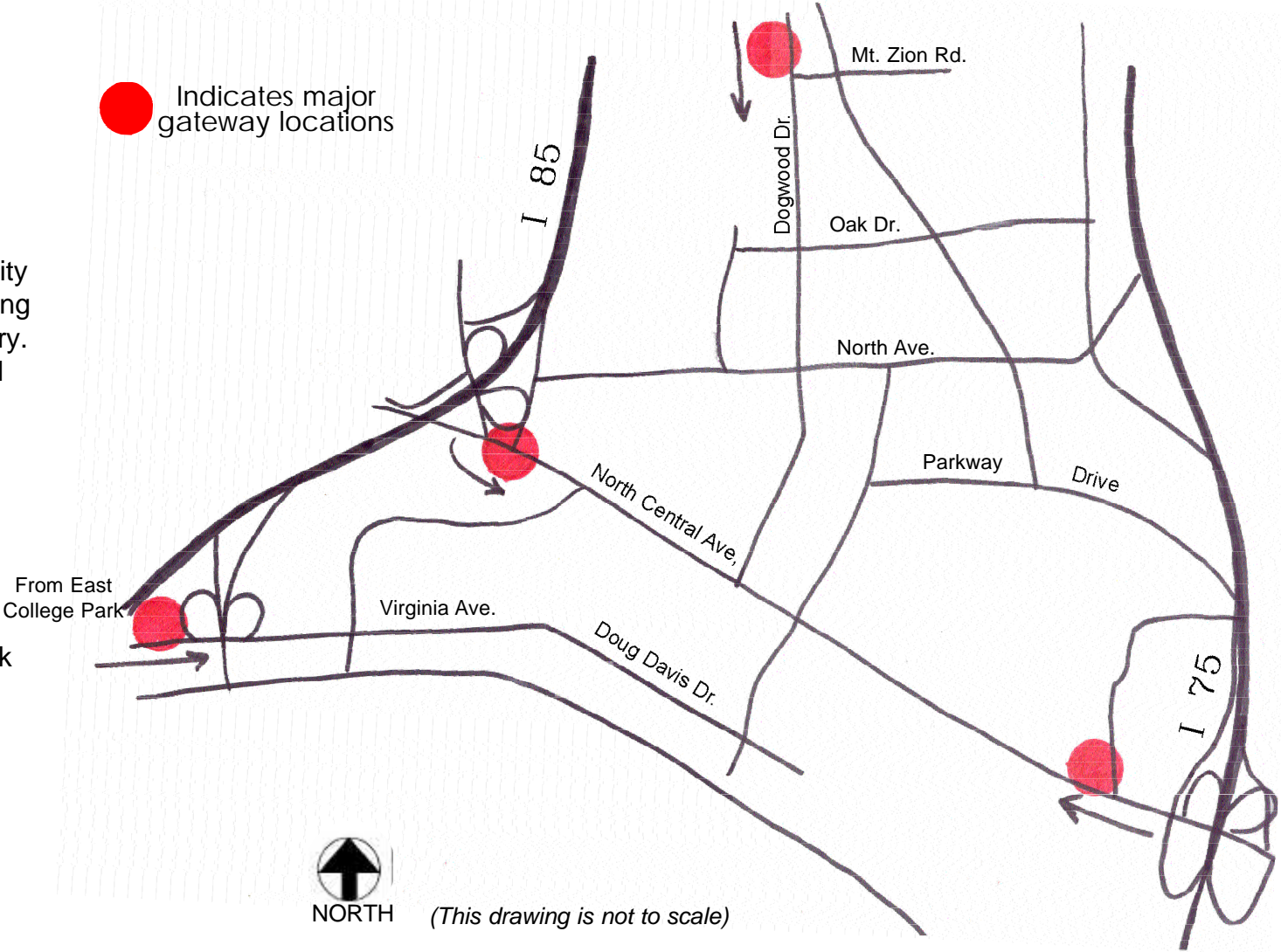
● Indicates major gateway locations

Dogwood Drive

The most effective gateway to the city is the entrance from Dogwood coming south because it is a straight on entry. This should be a large, monumental entrance.

Smaller scale entrances

- Smaller scale markers should:
- be visible at interstate exits
 - clearly identify the transition from Hapeville city limits to College Park and East Point
 - display Hapeville's logo





The tremendous visual clutter on Dogwood Drive should be organized or eliminated. Overhead utility lines can be buried, or a less expensive option would be to move utilities to back alleys.

Historic business signs should be preserved, and appropriate neon signs encouraged.





The view down Dogwood Drive has great potential, but needs improvement. It is an excellent opportunity to turn a negative into a positive.



Views where you can see planes are some of the best resources.



Above are some signage examples for gateway entrances into Hapeville.



Circulation

TRAFFIC ASSESSMENT

Congestion stemming from train loading is a serious image and convenience problem for Hapeville. Ford and Norfolk Southern should cooperate with residents and employees to figure out how to minimize the frustrating and economically stagnating blockage of grade crossings during business hours. Hapeville has an adequate system of roads to move its own population as well as outside commuters through town and to the interstates. The Hapeville Transportation Study, Final Report, August 2004 offers good advice for encouraging alternative transportation options.

Automobile Transportation Issues Can Guide Community Improvements:

Pedestrian Scale

Streetscape improvements to the following corridors are recommended in prioritized order

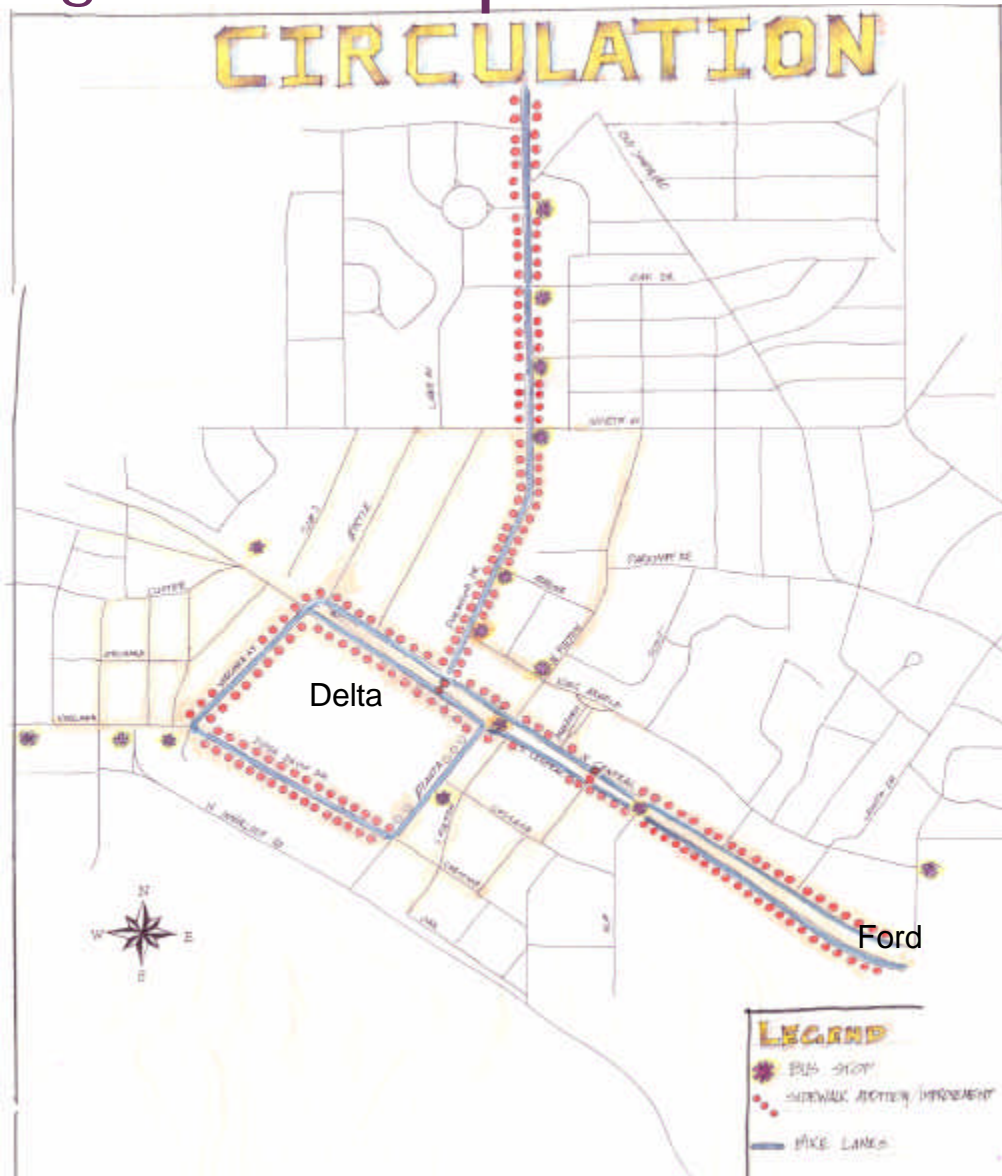
- *Central Avenue (North and South):* bury utilities; restrict and define curb cuts; install sidewalks, planting strips, and trees along the non-railroad side of the street; stamped concrete crosswalks at the 4-way stops; sidewalks over the at-grade railroad crossings
- *Dogwood Drive:* define curb cuts on the west side of the street; bury utility lines; install planting strips and trees
- *Virginia Avenue:* bury utility lines; install planting strips and trees; define curb cuts; install handicap ramps at crosswalks
- *Doug Davis Drive:* install sidewalks along north side of the street between Wachovia and Delta campuses and Virginia Avenue
- *Residential neighborhoods:* expand sidewalk system from major arteries into residential areas

Bicycle Issues

When street improvements are made, add bike lanes or “sharrows” (painted share-the-road arrows on paved roadways) to the following corridors in prioritized order.

- Dogwood Drive
- North and South Central Avenue
- Virginia Avenue
- Doug Davis Drive
- Atlanta Avenue

getting around Hapeville



Shuttles, Trolleys, Buses

The Lions Club bus shelters are a unique element on Hapeville's streets. They're simple in form and they're emblematic of the civic pride that Hapeville natives have for their town. Currently, only a few exist, one is at Dogwood and Oak and another at South Central and Virginia. We propose that shelters be added to the busiest Hapeville MARTA stops.

Employees at the Delta campus and Ford currently have no means of getting to downtown without a car. To increase downtown business activity at the lunch hour and to bring more of these daytime Hapeville residents into the city, a shuttle system should be established. The costs of such a system could be shared by the city and the corporations.



New development along Dogwood Drive should vary from larger commercial buildings near N. Central Ave, to smaller, residential style buildings to the north. Along the corridor, "village center zones" anchor important intersections on Dogwood with mixed-use commercial development.





Civic responsibility

Planning is an important component of every healthy community. In order for the process to be successful, citizens and government officials must work together to promote a shared vision. Planning is particularly important in Hapeville, where the city will be unable to expand its boundaries and reevaluate the current land use. To make this process as smooth as possible, active participation by all parties is essential.

PUBLIC PARTICIPATION

Advisory Neighborhood Committees

Bring people together to successfully solve community issues by addressing individual neighborhood concerns and forming working relationships between City officials, residents, and community resources.

It is often easier for neighbors to build consensus and develop cooperative teams at the neighborhood level where members can focus on those issues that directly affect them.

Implementation of these neighborhood units may teach people how to understand and access systems that impact their lives, act as liaison between the neighborhoods and city departments or other community resources, develop the neighborhood's problem solving capacities, enhance the neighborhood's organizational skills, support their neighborhood watch leaders, and provide other support to aid the neighborhood in meeting its goals.



- Advisory Neighborhood Commissions can be forums to encourage conversation between neighbors about design and land use.

Educational

- Programs - community gathering at non-municipal location: brown bag lunches, night-time programs, dinners
 - architectural appreciation
 - planning issues
 - development process
 - cost of community services
 - environmental awareness
 - history of community
 - housing issues: affordability
 - economics of development
 - effects of differing levels of investment
- City newsletter articles, available in multiple languages and in more locations
 - monthly themes with a variety of related articles
 - address needs and interests of residents, small businesses, and large corporations

active participation is essential to a healthy community

- Displays in public spaces and special events, such as community festivals
 - depicting highlights from the comprehensive plan
 - displaying information on other general interest topics

Planning

- Fund / implement transportation study
- Develop clear, efficient, participatory development process
 - Restructure development regulations after the completion of the comprehensive plan
 - Create advisory neighborhood commissions
 - Explore incentives for residential development
- Enforce building codes

Connectivity

- Address the amount of chain-link fence in the city - it creates uninviting atmosphere and perception of unsafe environment
- Develop commercial design standards for large corporate facilities

- Install landscaped buffers planted around Delta and Wachovia
- Insert additional gates to improve pedestrian access
- Fences and buffers should allow enough space for sidewalks adjacent to the street

- Residential design standards
 - No current maximum height for front fences - should be no higher than four feet
 - Requires significant fence repairs to follow current architectural design standards
- Public standards
 - Replace park fences with split rail fence, hedge plantings or another less-imposing barrier
 - Fences surrounding airport facilities should be surrounded by planted buffers
- Coordinate police patrols with major corporate residents - stepped up patrols lessen need for fences
- Portals - develop more green areas and markers to establish portals to the city (see HELP study)



- Virginia Avenue - partner with Delta to build a sign saying "Delta Welcomes You to Hapeville"
- East and West ends of North Central Avenue
- Dogwood Drive
- Union Avenue
- Intercity cooperation to solve shared problems - work with Atlanta to establish an inviting and compatible Dogwood Drive corridor
 - Airport area - East Point and College Park
 - Positive promotion through better fencing and community structures mentioned above - responsibility for promotion shared by residents, businesses, government and developers



Before

New development should respond to the needs of the surrounding community. Large impact projects should be buffered with landscaping from the Dogwood Drive corridor.



After



After



Before

Dogwood Drive can be improved with simple beautification measures. Tree planting programs coupled with utility removal will have a dramatic effect on the corridor.

RECOMMENDATIONS FOR RAIL CORRIDOR:

Safety and Connectivity

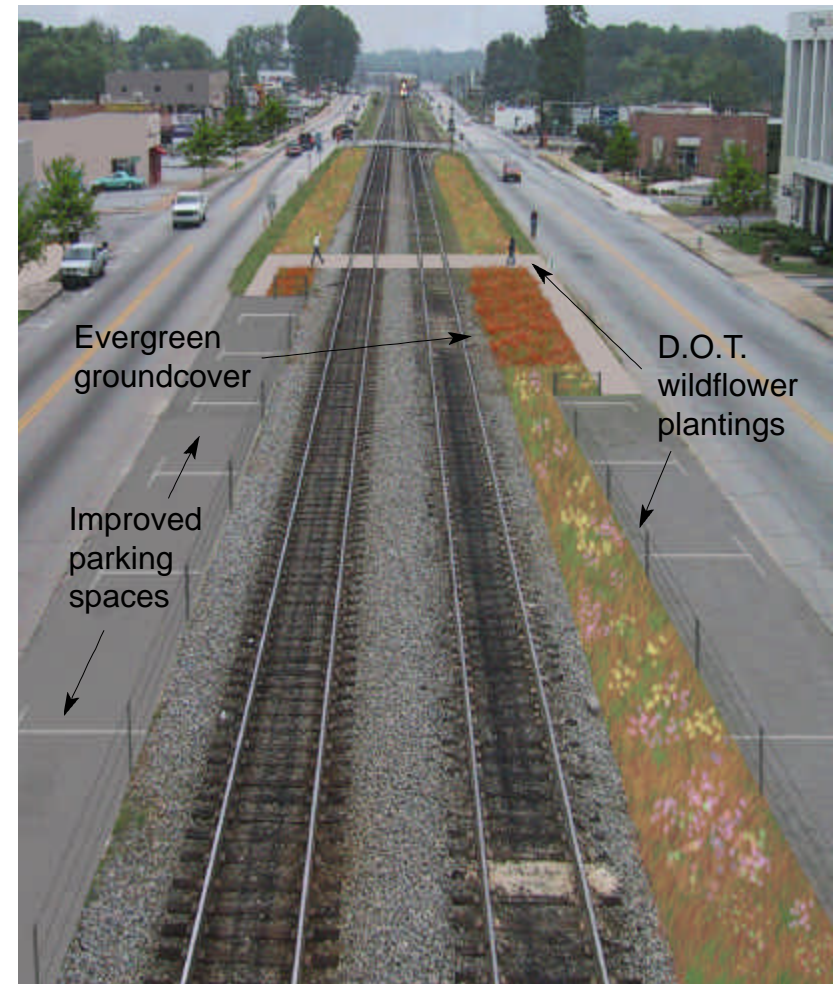
- Add crosswalks and sidewalks to railroad crossings where needed.
- Provide a pedestrian waiting area with safety gates and benches for people crossing the railroad tracks. These areas will be safe and comfortable places to wait while trains are passing.
- Provide a mid-block crossing for pedestrians, especially near parking areas parallel to the railroad tracks.
- Tensioned steel cable fencing around the parking areas rather than tall iron or wood fences will keep pedestrians out of R.O.W.

Railroad Right-of-Way Plantings

- Visibility is a major safety issue regarding the Railroad R.O.W., so 2-3' tall plants are a good choice for this situation. Installing larger trees and shrubs should be avoided since they will require annual pruning.
- Linear strips of wildflowers and meadow grasses with rhythmic blocks of fragrant sumac will create a visually interesting pattern of color and form along the railroad corridor that will continually change throughout the seasons.
- These native plantings will prove to be beautiful yet tough and will require minimal care and maintenance once established. Please see the suggested plant list below, as well as the additional guidelines for installation and maintenance.

Streetscape Improvements

- Reduce visual clutter by burying power lines.
- Ensure all signs are appropriately sized for a downtown commercial district. Avoid billboards.
- Plant native trees and shrubs along the streets wherever possible to establish a visual rhythm, screen unattractive views, and to shade storefronts, pedestrian walks and parking areas.





Facade drawings

After



Before

768 & 770 S. Central Avenue

Drawing courtesy of the Georgia Trust for Historic Preservation



facade drawings



768 - side and rear view along Virginia Avenue

Drawing courtesy of the Georgia Trust for Historic Preservation



After



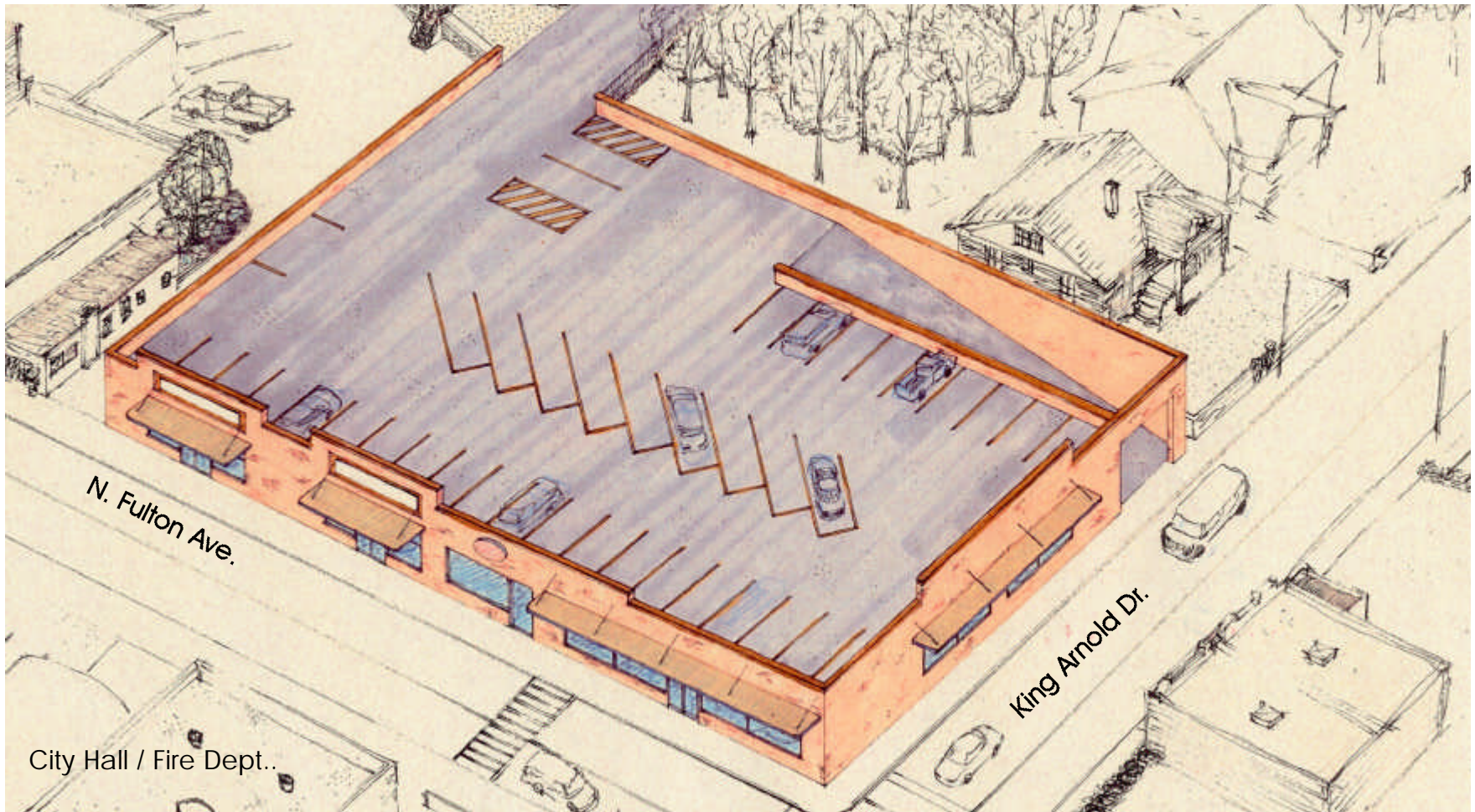
Facade of mixed-use parking deck at
N. Fulton Avenue and King Arnold Drive



Before / Existing City Hall parking lot

facade drawings

Parking layout for mixed-use parking deck at N. Fulton Avenue and King Arnold Drive





3479 & 3481 N. Fulton Avenue



facade drawings

599 N. Central Avenue



Drawing courtesy of the Georgia Trust for Historic Preservation



581 & 583 N. Central Avenue



facade drawings

601 & 603 N. Central Avenue

After



Before



historic photo of 601 & 603



Dogwood Drive Row ca.1920
stucco fronts



Drawing courtesy of the Georgia Trust for Historic Preservation

facade drawings

After



581 & 583 N. Central Avenue

Before



dca



The Hapeville charrette and report is funded by the Georgia Department of Community Affairs and produced in cooperation with the University of Georgia and the Georgia Trust for Historic Preservation. The Hapeville charrette report is online at: http://www.dca.state.ga.us/bht/design/design_charrettes.html