



ROSES

SITE DEVELOPMENT GUIDELINES

Presentation to the
Payroll Development Authority

June 18, 2018

GROW AND ATTRACT, BUT PROTECT AND ENHANCE



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OUR PLAN FOR THE FUTURE

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1000+

**Studio visitors,
meeting attendants,
lecture attendees,
hands-on participants**

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Roses Site Development Concepts

The site of the former Roses store presents a tremendous opportunity for improving the City's fabric with new development that is complementary to both the adjacent downtown as well as the nearby residential historic districts.

Several years ago, the City purchased and cleared the site to facilitate future development. Original intentions to use the site for a convention center and hotel were met with scrutiny from some residents concerned by its proximity to multiple residential historic districts. The following analysis, key principles and design variations seek to provide guidance for any future development proposal for the site.

Brief Urban Analysis

The former Roses site is quite large (4 acres) and can be thought of as several distinct sections.

1. The frontage along Remington Avenue is special, serving as a bridge between the Tockwotten and Warren Avenue - Love Street Historic Districts in one direction, and the Downtown Historic District in the other direction. This frontage therefore requires the greatest design care.
2. The frontage along Dawson Street receives a great deal of visibility as it connects directly to Smith Avenue, one of the City's most-traveled thoroughfares.
3. There is a more flexible panel of the site that sits away from Remington Avenue and Dawson Street that receives much less visual exposure.



Existing Conditions

Key Principles for Development

With careful attention to design, the site is potentially large enough to house multiple uses and functions in a way that is complementary of community character. The following these principles should be present in any future plans for development of the site:

- Be sensitive to the height, scale and character of the various adjacent historic districts.
- Utilize architectural vocabulary that is supportive and complementary of the surrounding fabric.
- Shape public spaces with the fronts of buildings.
- Use buildings and landscaping features to conceal back-of-house items like trash, loading docks and parking lots.
- Include a mixture of uses and amenities (such as open spaces) that are useful both for the development itself, and for the greater city.
- Consider adding uses and residential types that are currently missing or underrepresented in the City's inventory (like townhouses, live-work units, maker spaces and coworking office space).
- Incorporate significant existing trees into a landscape program that strives to improve the continuity of the City's network of street trees.
- Ensure that streets are outfitted with the hardware necessary for comfortable use by pedestrians including continuous sidewalks, shade, properly-scaled lighting, and benches.

The 8 following design variations explore hypothetical possibilities for the future development of the site.

First Step: Repair Street Edges

Whatever the development options become on the Roses site, at a minimum, the street edges should be repaired. This can be accomplished by planting street trees along Remington Avenue and Dawson Street where they are missing. The sidewalks should be repaired from any damage to make the site ready for whatever the community determines to be the best use of the site.



First Step improvements to street cross sections and street tree canopy

Variation 1: Townhouses, Market Hall, Small Hotel

The first variation focuses on shaping Remington Avenue and Dawson Street into high quality public spaces by fronting them with the presentation sides of new buildings. In this case, townhouses form the edges of these spaces. A public open space is located at the corner of Remington and Dawson, and is focally anchored by the view of the church steeple across the street. A market hall placed adjacent to this open space could house small shops, cafés, maker spaces and perhaps coworking offices. A compact boutique hotel is located on McLean Avenue, and is therefore largely screened from view from the various nearby historic neighborhoods.



Variation 1 townhouses small hotel market hall

Variation 2: Townhouses, Gardens, Small Hotel

This variation is subtly different from the previous one. Here, the market hall is replaced with a larger open park space extending along Dawson Street. This larger open space could accommodate a mixture of seating areas, manicured formal landscaping, community vegetable gardens, and small play spaces of various types.



Variation 2 townhouses gardens small hotel

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Variation 3: Larger Hotel, Townhouses, Gardens

This variation shows a larger hotel that is designed with architectural character which is complementary of the 'front porch' design vocabulary of the adjacent historic neighborhoods. The hotel takes design cues from Thomasville's lost historic Mitchell House Hotel. The hotel in this variation is placed just behind a garden space in a visually prominent location along Dawson Street. The Remington Avenue frontage features a small amount of residential townhouse fabric to create a smoother transition to the adjacent residential fabric.



Variation 3 townhouses hotel / office park

Variation 4: Pedestrian Passages

This variation explores traversing the site with a network of quaint interior pedestrian passages and courtyards. Townhouses and live-work units are intermixed with small mixed-use buildings and perhaps a small market hall. The winding courtyard spaces would provide a pleasant and intimate ambiance for outdoor dining.



Variation 4 ped passages market hall mixed-use

Variation 5: Large Community Event Center

Here, a large community event center occupies a footprint mirroring that of the former Roses building. A public park sits at the corner of Remington Avenue and Dawson Street. A nature center or other community use is placed at the corner of Mclean Avenue and Dawson Street.



Variation 5 community event center park nature center

Variation 6: Small Event Center, Townhouses

This variation illustrates a combination of a smaller community event center facing Dawson Street with residential townhouses facing Remington Avenue. Both the event center and townhouses serve to shape an intimate park at the corner of Remington Avenue and Dawson Street.



Variation 6 townhouses park small event center

Variation 7: Small Event Center, Hotel

This variation is similar to the previous one except that here, the townhouses have been replaced with a boutique hotel fronting onto Remington Avenue. This hotel could be directly connected to the adjacent small community event center.



Variation 7 small hotel park small event center

Variation 8: Event Center, Townhouses, Hotel

This last variation features residential townhouses facing Remington Avenue and Dawson Street. A very compact park and series of small market hall sits adjacent to Dawson Street. Behind, at the intersection of Snodgrass Lane and Mclean Street, sits a hotel. This variation shows the addition of a new connection from the hotel directly out to Smith Avenue which would provide improved visual exposure and access for the otherwise visually concealed hotel, while also reducing visual and noise impacts for the adjacent residential historic districts.



Variation 8 townhouses small hotel / event center Smith Street connection

FRAMEWORK FOR DESIGN GUIDELINES

STEP ONE

Review the
Guidelines Process

STEP TWO

Consider General Urban
Design Details

STEP THREE

Consider Specific
Architectural Details

STEP FOUR:

Consider Specific
Landscape and
Hardscape Details

1. Purpose and Intent

- 1.1 How to Use These Guidelines
- 1.2 Design Review Process

2. General to Development

- 2.1 Overview
- 2.2 Site Plan
- 2.3 Lot Configuration
- 2.4 Lot Frontage

3. Specific to Buildings

- 3.1 Frontage Elements
- 3.2 Building Heights
- 3.3 Architectural Patterns
- 3.4 Architectural Details

4. Landscape and Hardscape

- 4.1 Parking
- 4.2 Streetscape Design
- 4.3 Significant Tree Preservation
- 4.4 Lighting
- 4.5 Fences and Walls

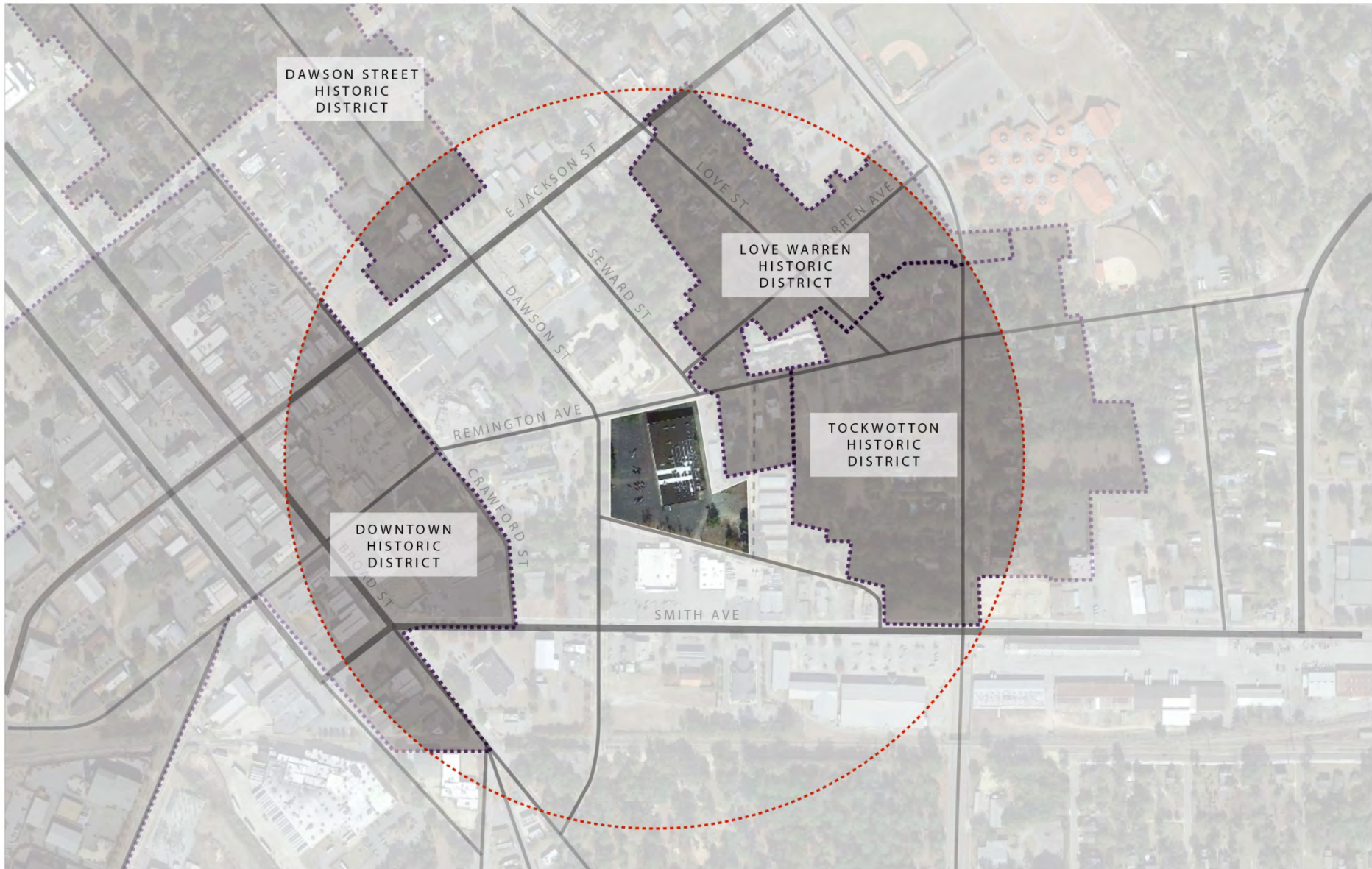
CONTEXT



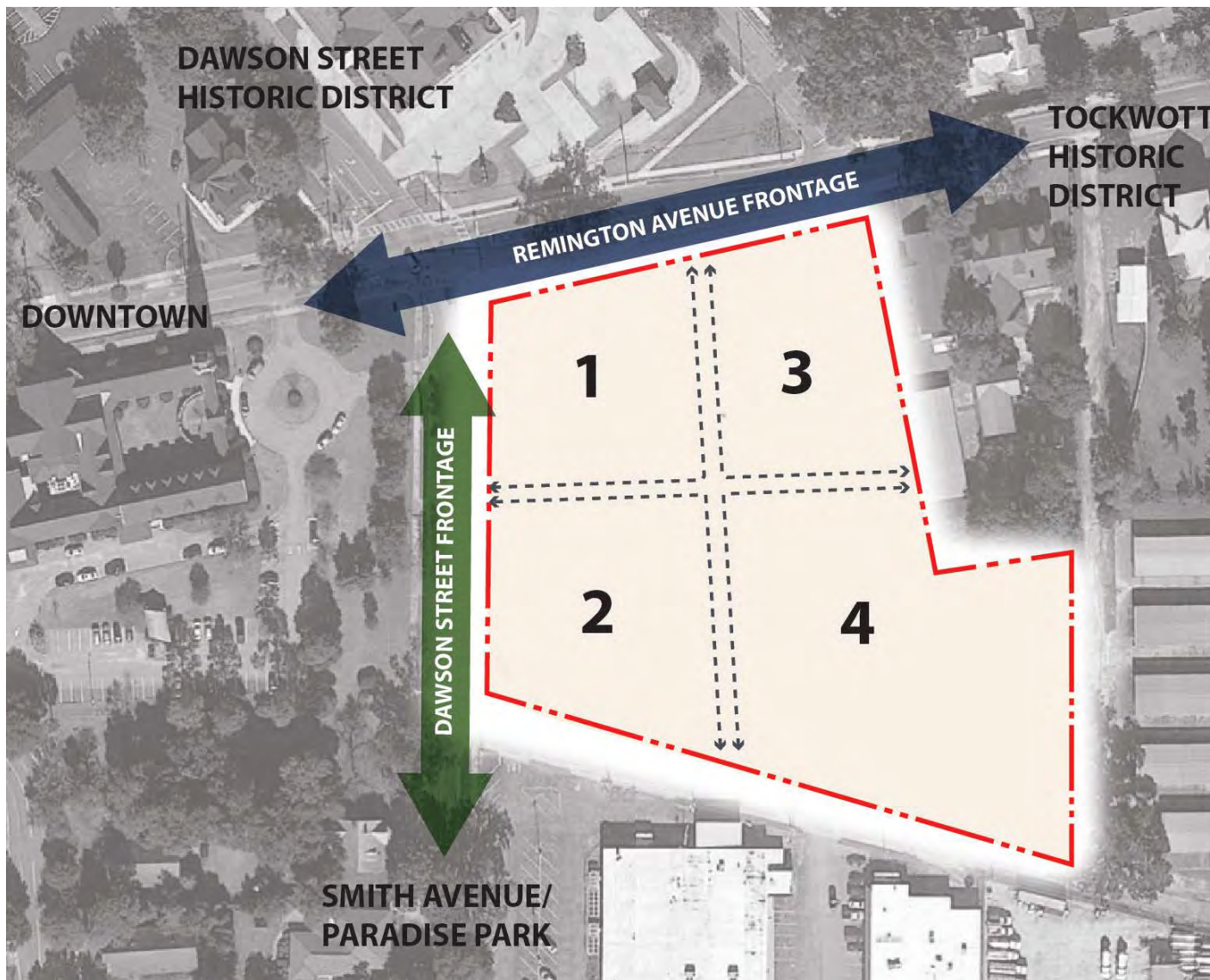
CONTEXT: THE 5 MINUTE WALK



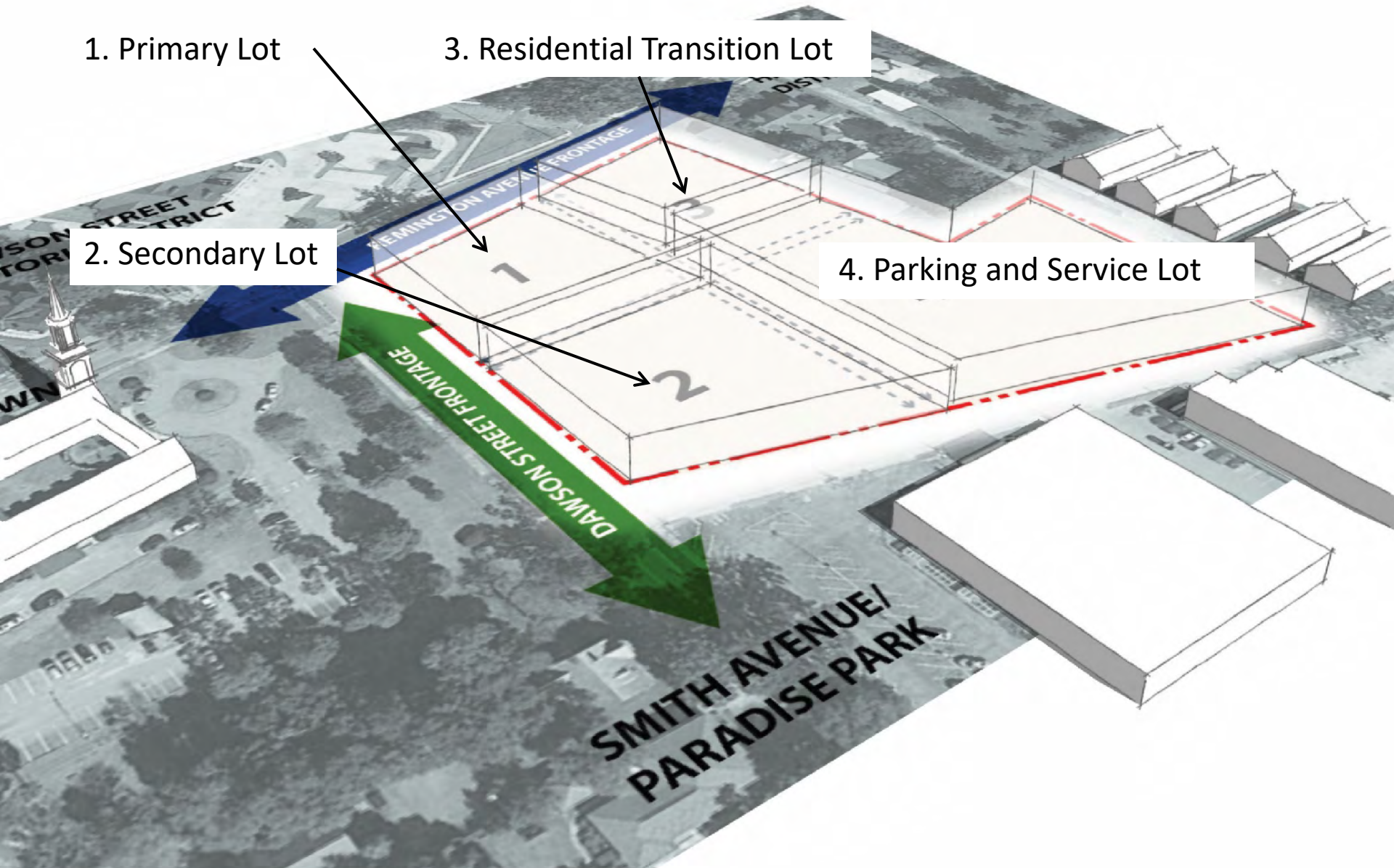
CONTEXT: LOCAL HISTORIC DISTRICTS



General to Development: Lot Configuration



General to Development: Lot Configuration



1. Primary Lot

3. Residential Transition Lot

2. Secondary Lot

4. Parking and Service Lot

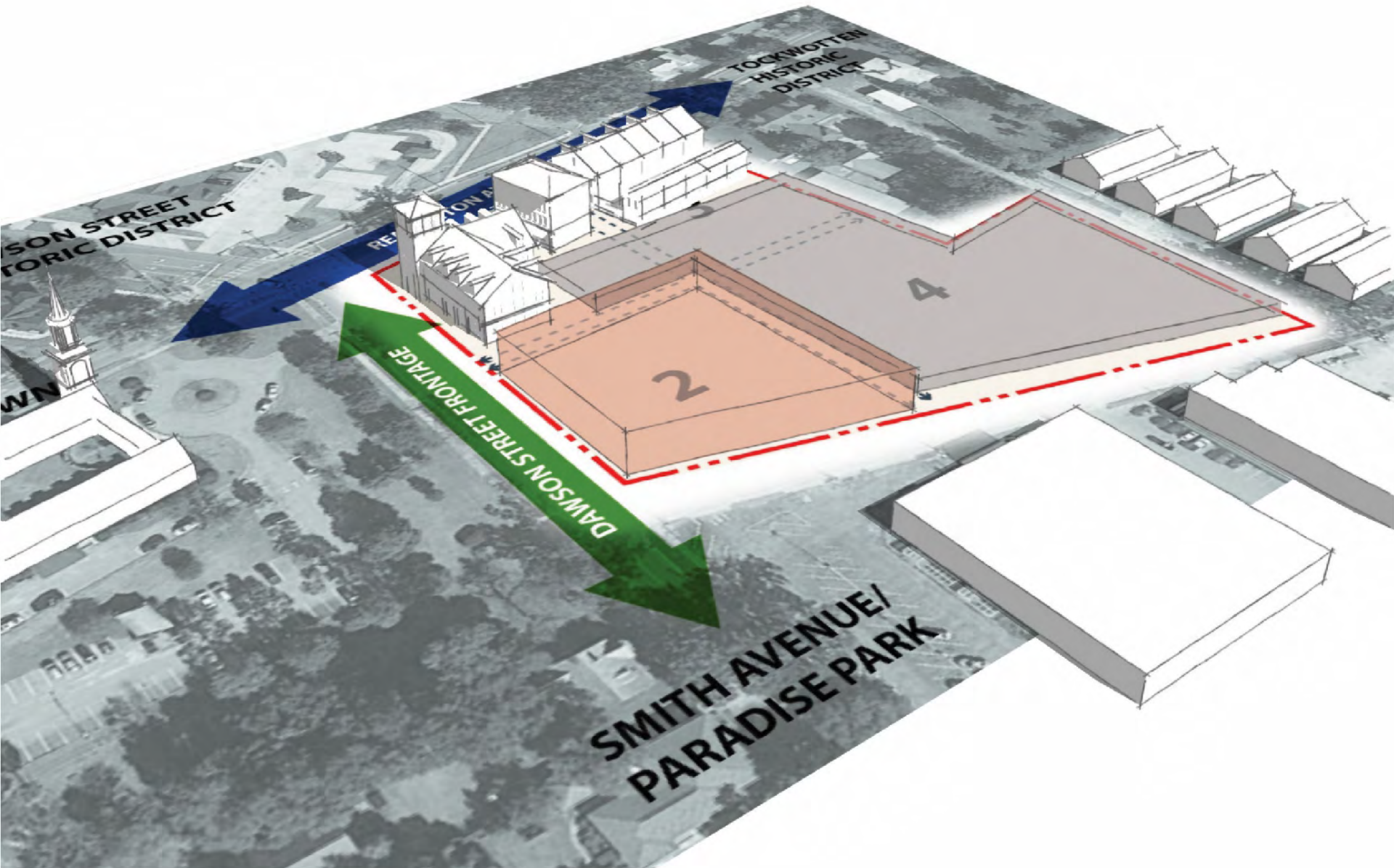
DAWSON STREET FRONTAGE

FEMINGDON AVENUE FRONTAGE

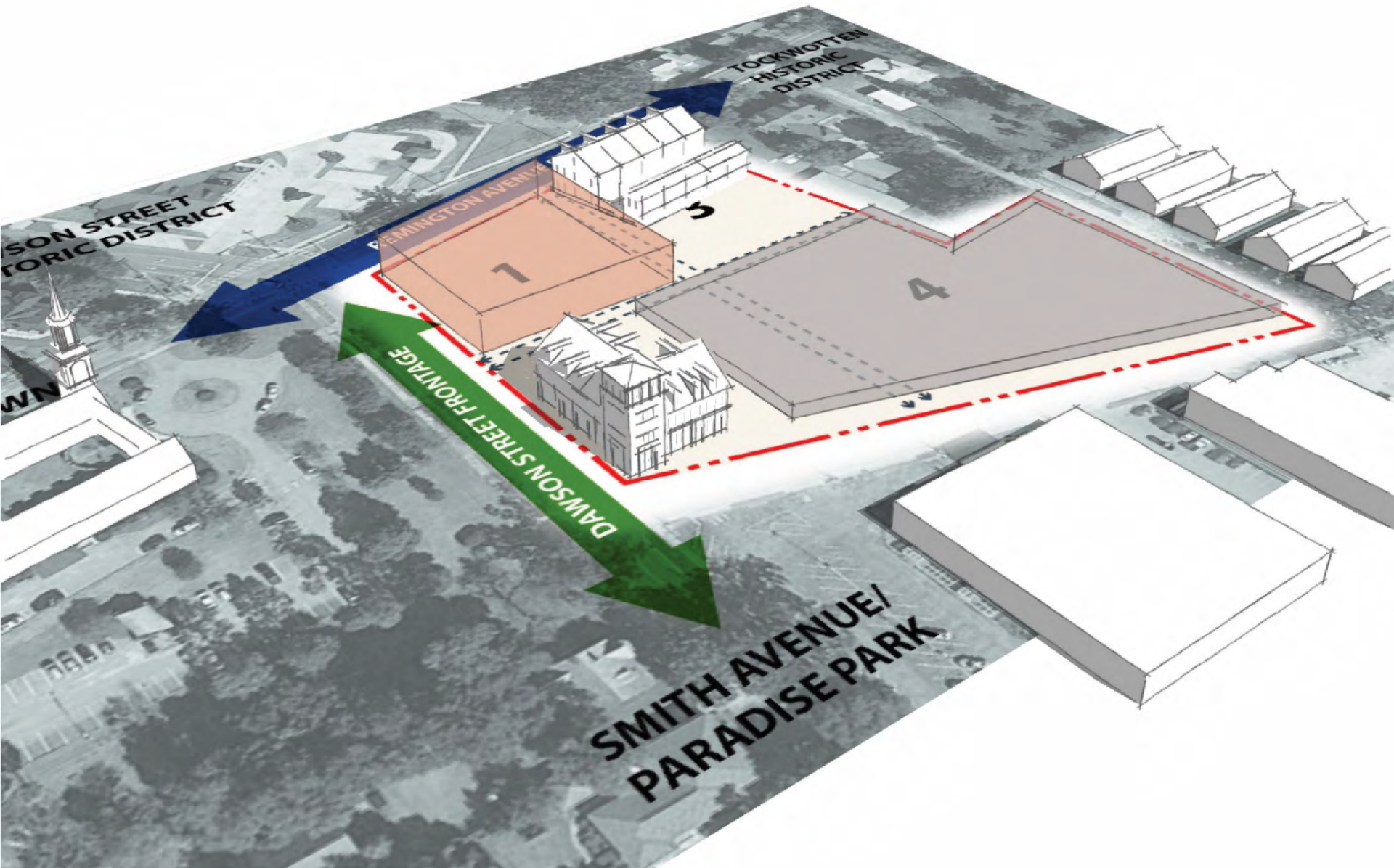
SMITH AVENUE/
PARADISE PARK

SON STREET
TORI TRICT

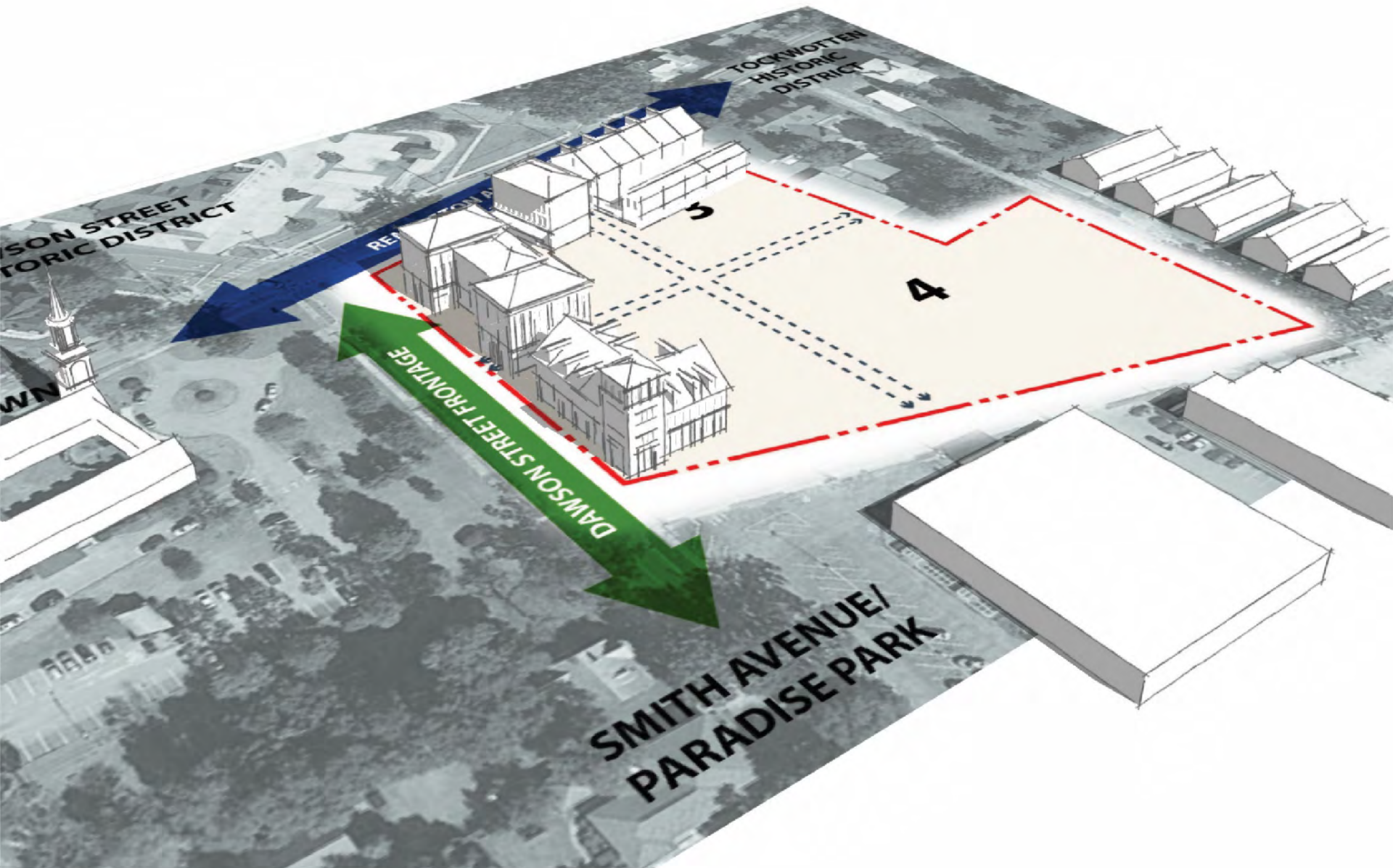
General to Development: Lot Configuration



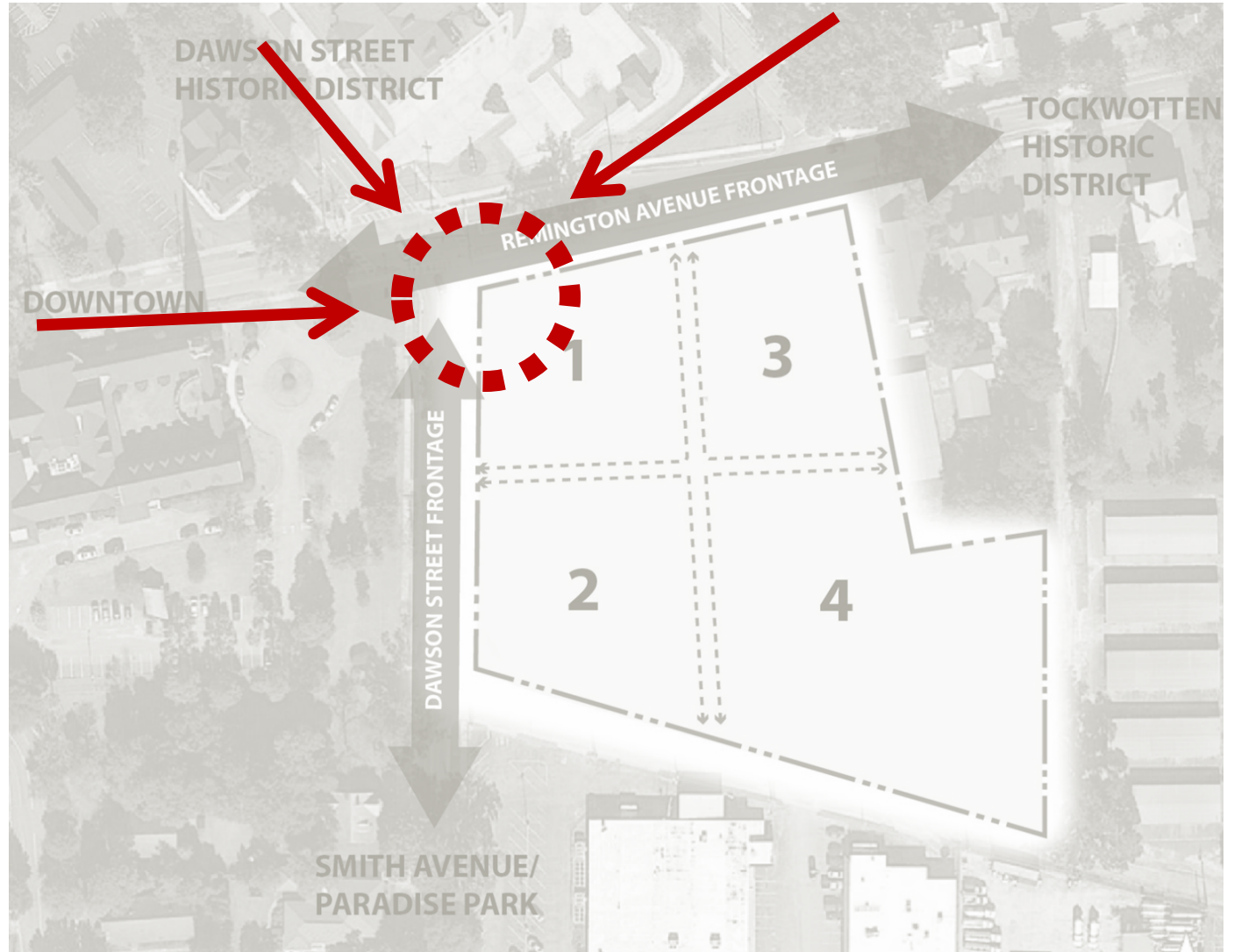
General to Development: Lot Configuration



General to Development: Lot Configuration



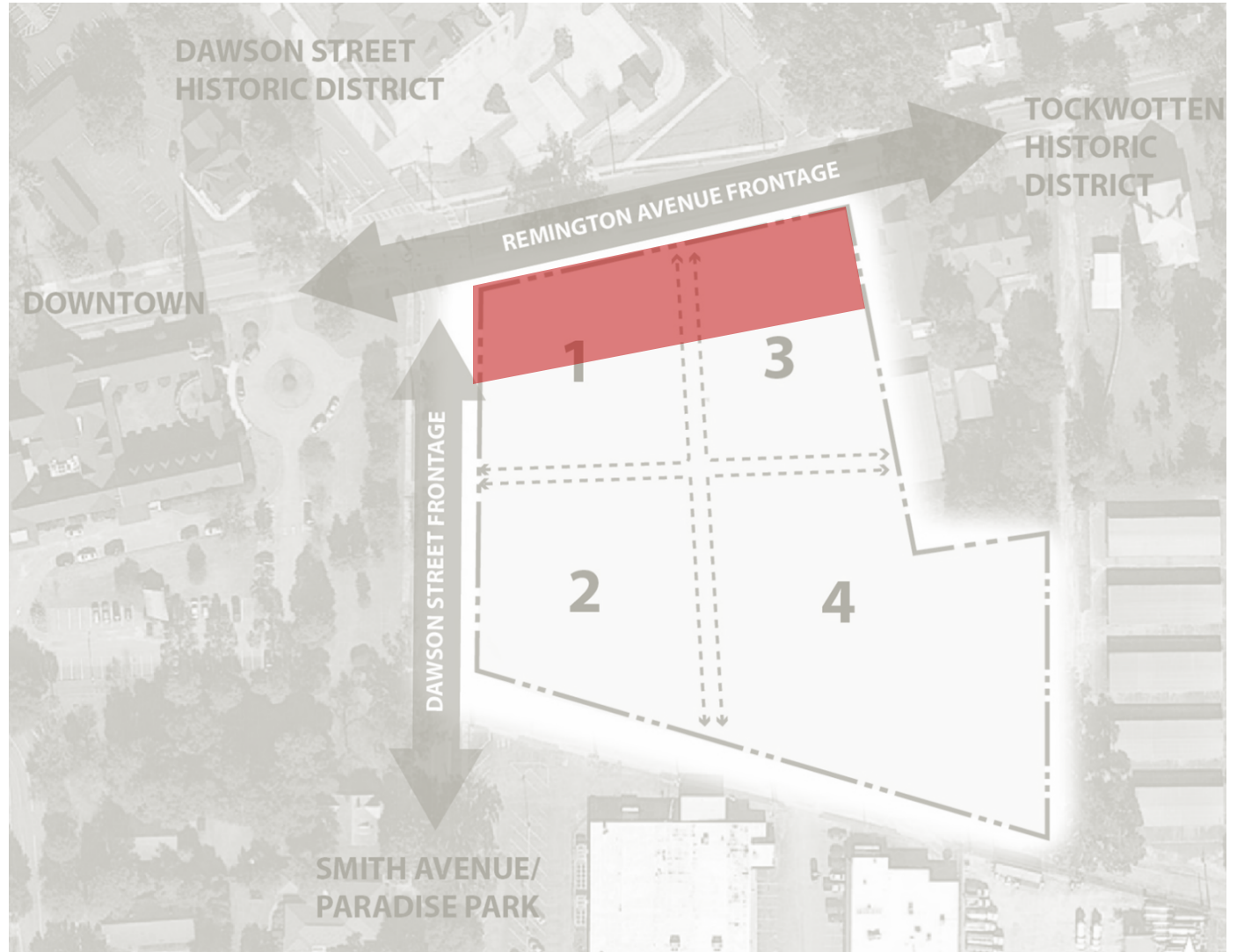
General to Development: Terminated Vista



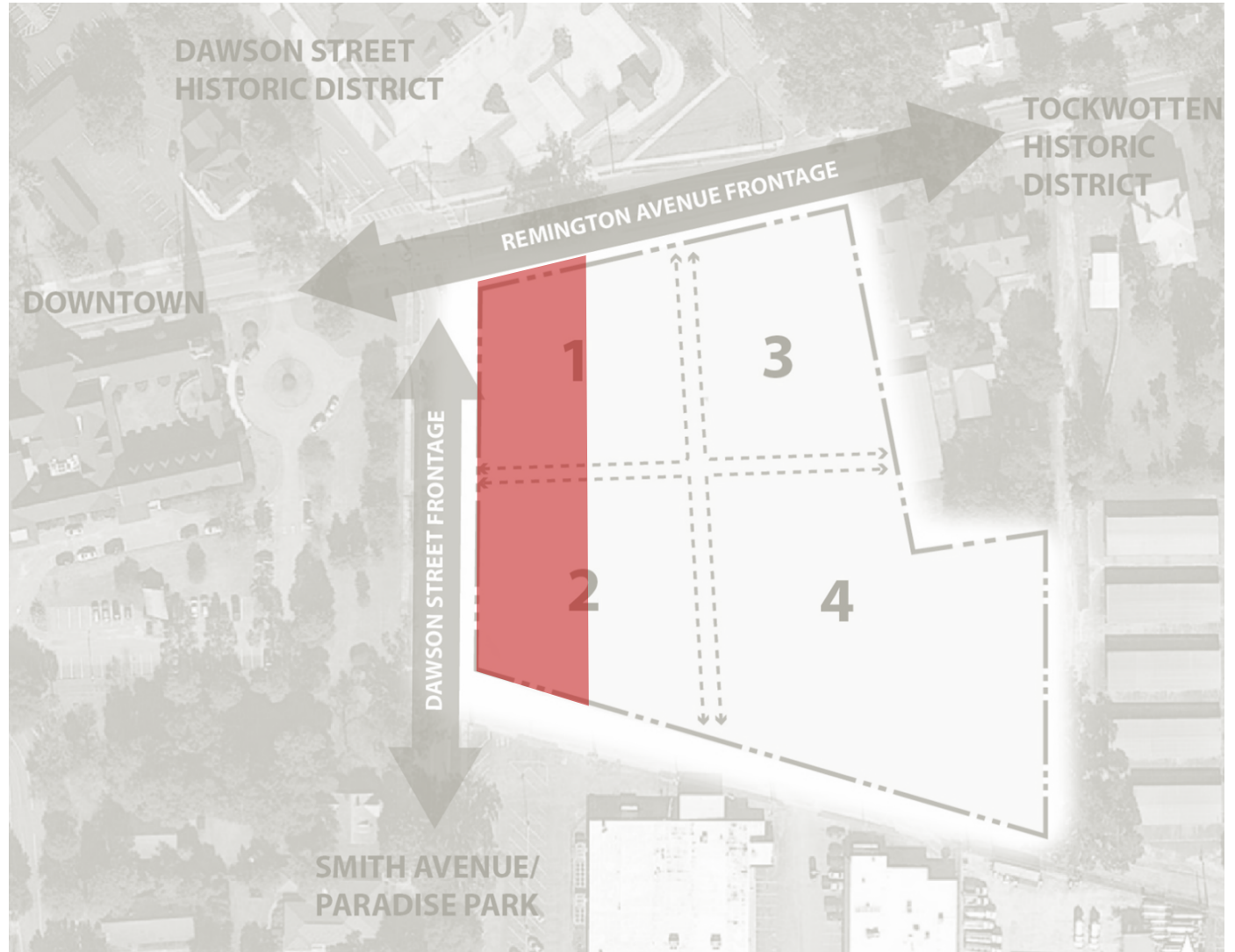
General to Development: Terminated Vista



General to Development: Lot Frontage



General to Development: Lot Frontage

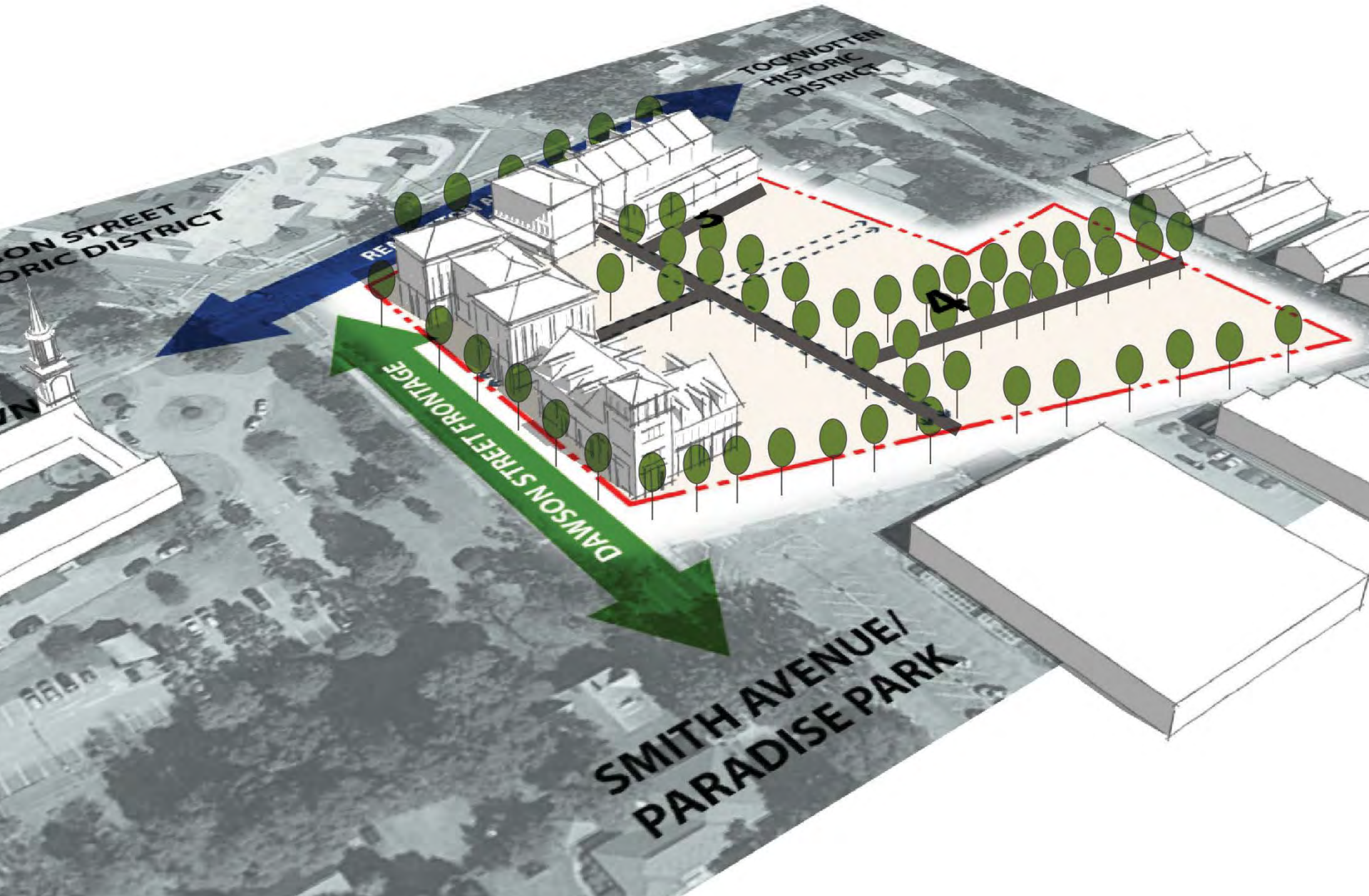


General to Development: Lot Frontage

- All buildings should front directly onto a public street or civic space
- Service areas shall be hidden or screened from view of streets, parks, squares or significant pedestrian spaces



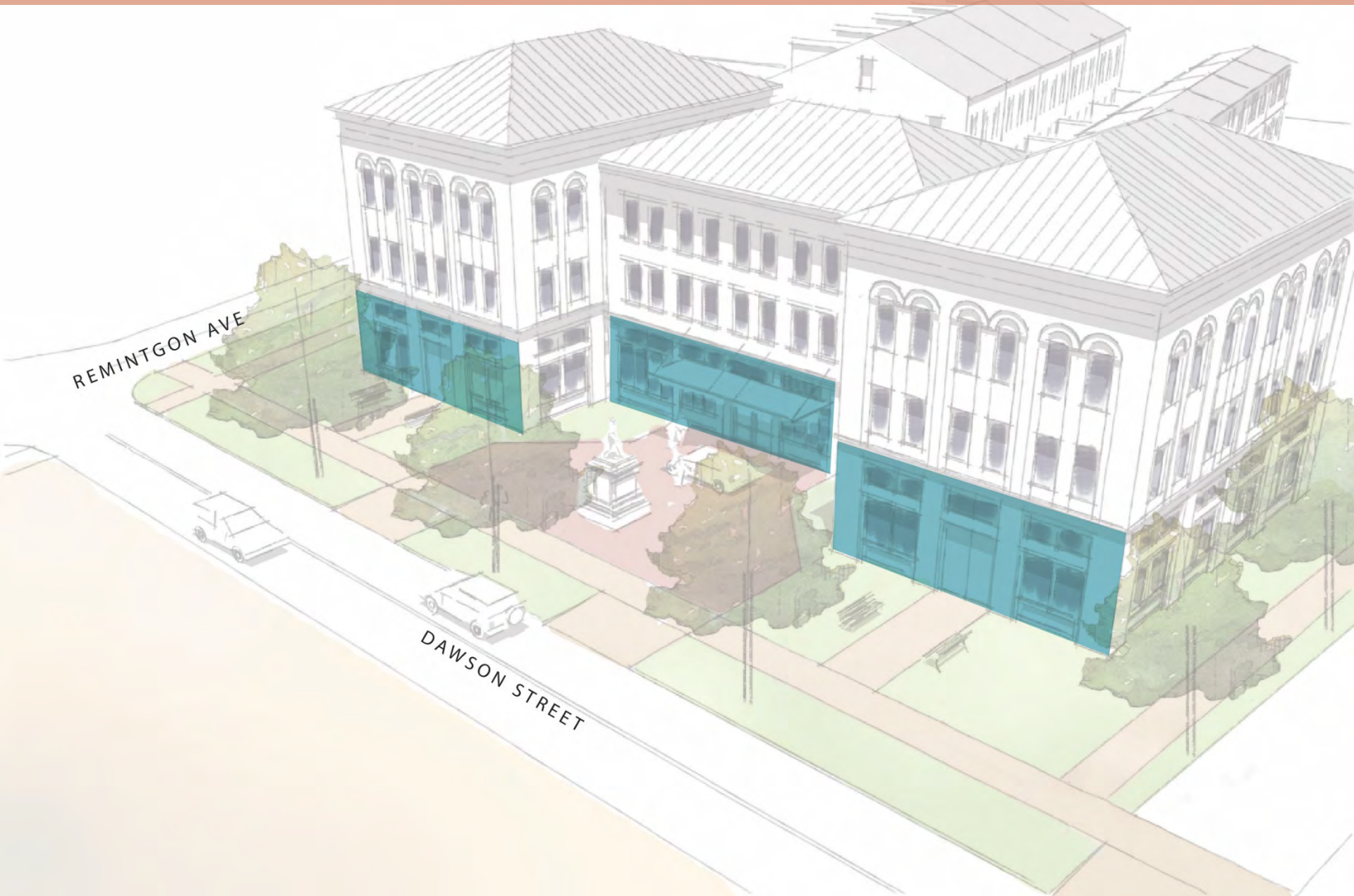
General to Development: Creating Streets



Specific to Buildings



Specific to Buildings: Frontage Types



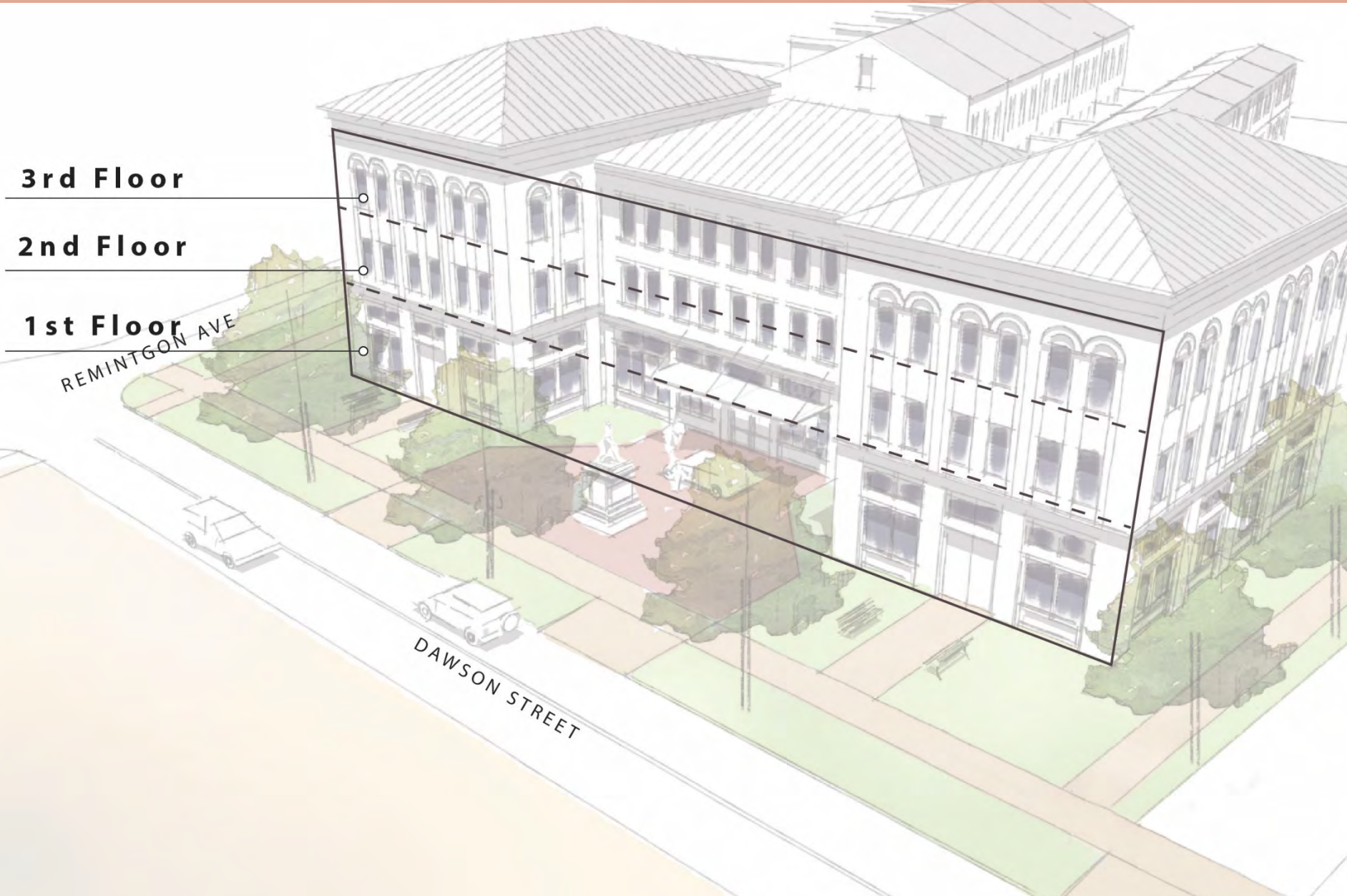
Specific to Buildings: Frontage Types



- Frontage elements provide usable outdoor spaces as well as protection from the elements. Use frontages that are contextual with the use and character, such as arcades, balconies, colonnades, and/or forecourts



Specific to Buildings: Building Heights



3rd Floor

2nd Floor

1st Floor

REMINGTON AVE

DAWSON STREET

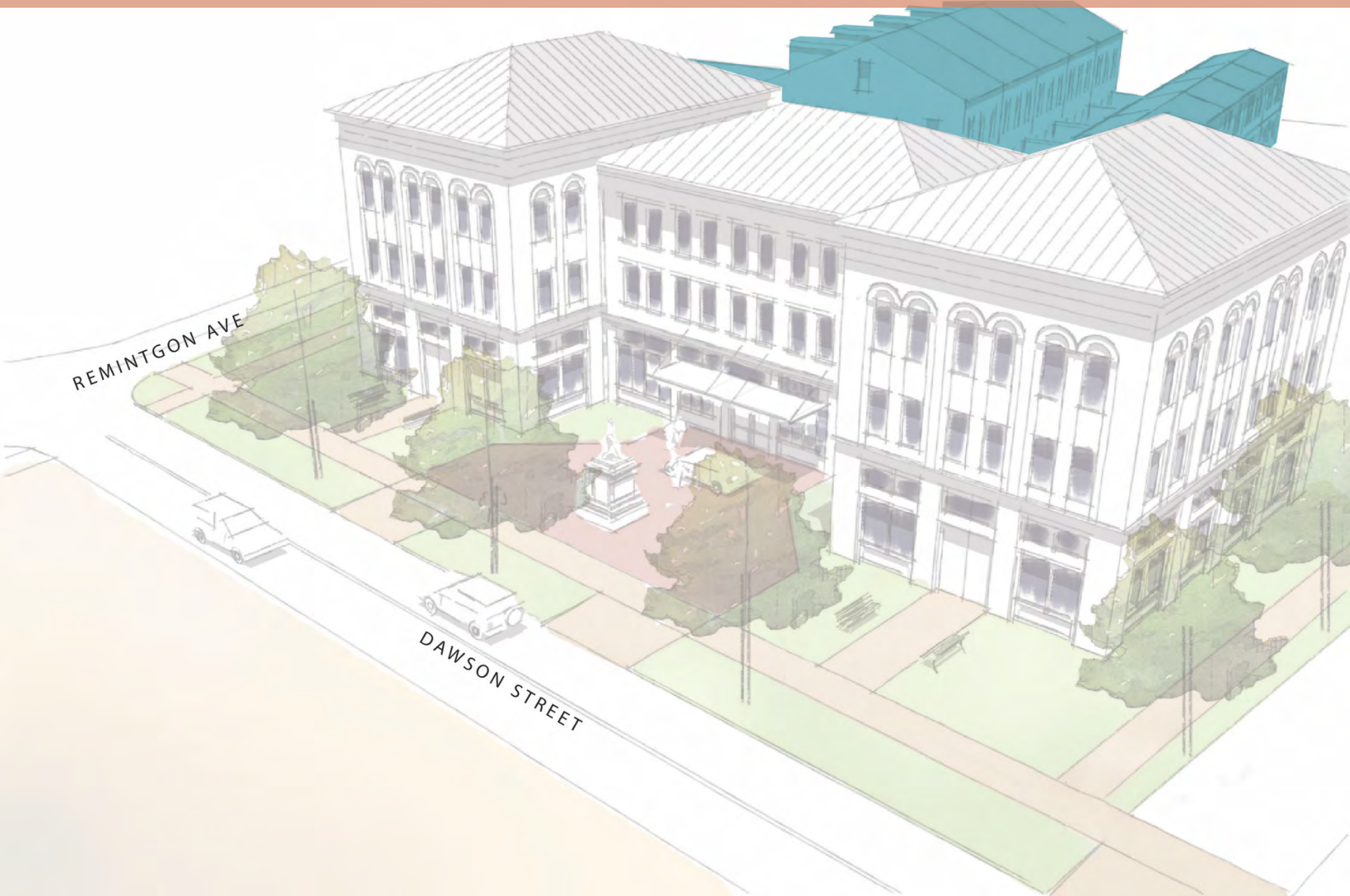
Specific to Buildings: Building Heights



- Height is measured in stories, not in feet
- 3.5 stories is recommended maximum at the Dawson and Remington intersection, stepping down to 2.5 stories along Remington



Specific to Buildings: Transition into the Neighborhood



Specific to Buildings: Transition into the Neighborhood

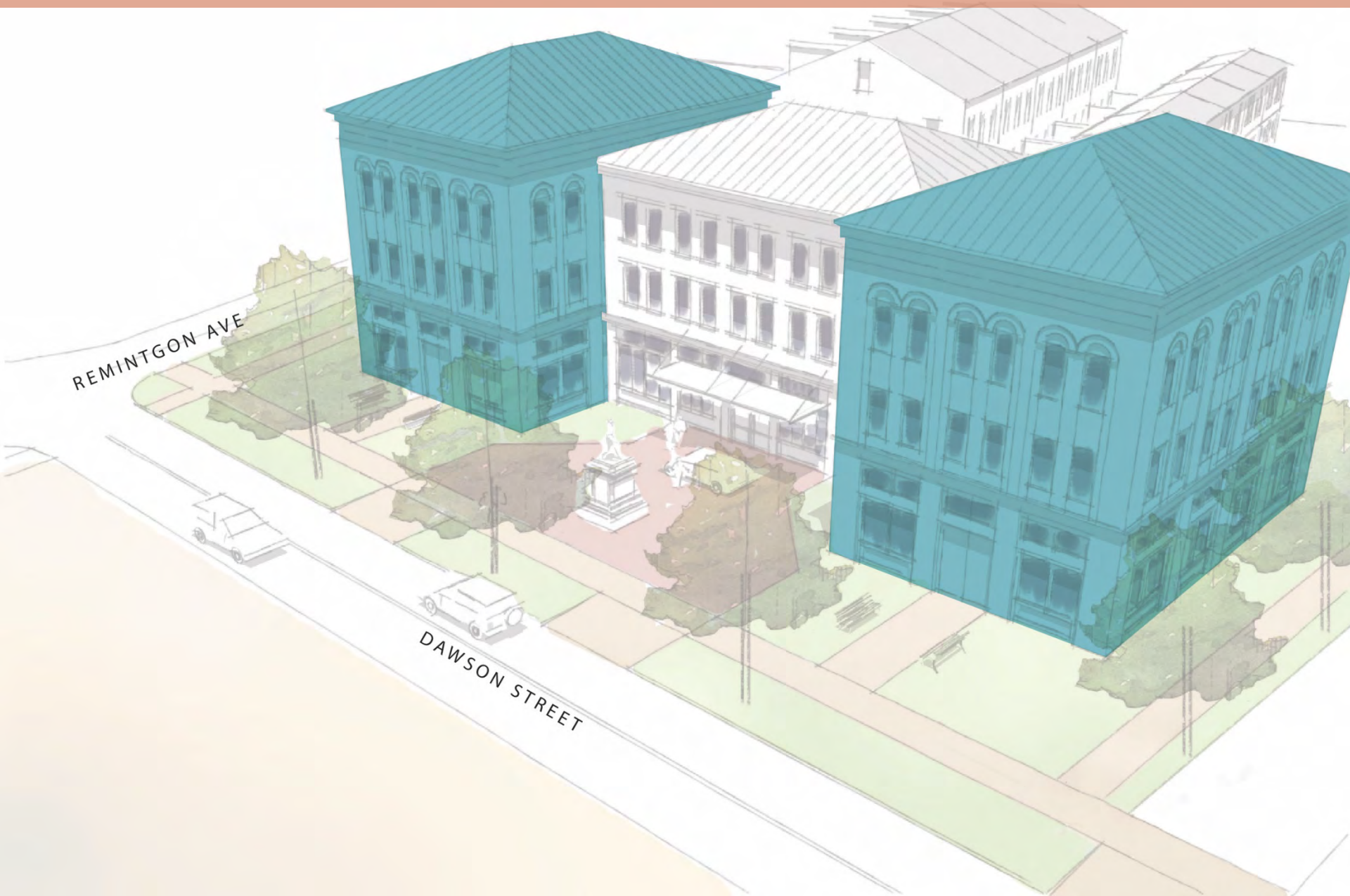
- Character and scale should transition to a more residential form along Remington Avenue approaching the Tockwotten neighborhood
- Consider building types that are currently under represented in the city, such as townhouses and live-work units



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Specific to Buildings: Traditional Architectural Patterns

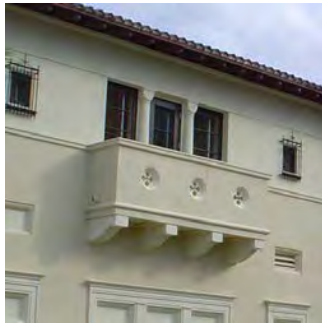


Specific to Buildings: Traditional Architectural Patterns

Building Style Elements



Arcades



Balconies



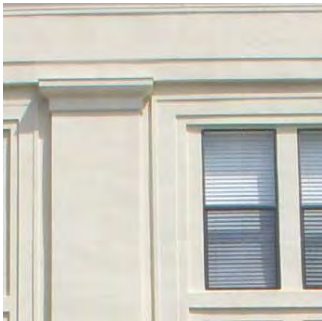
Doors and Windows

Specific to Buildings: Traditional Architectural Patterns

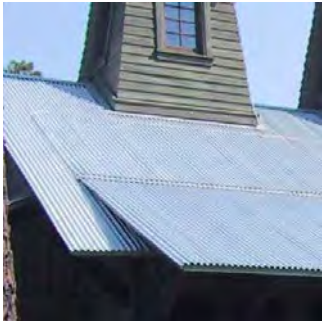
Building Style Elements



Shopfronts

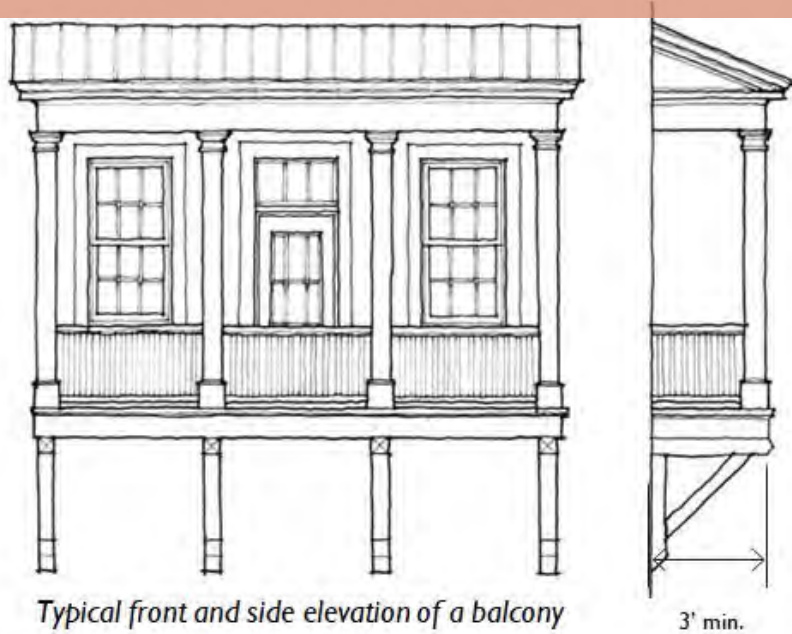


Materials

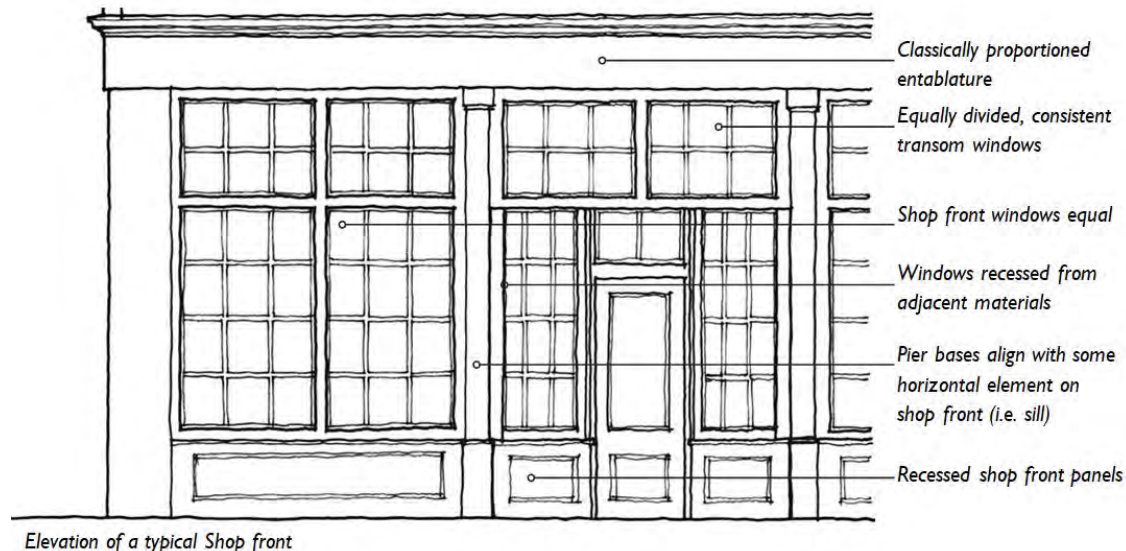
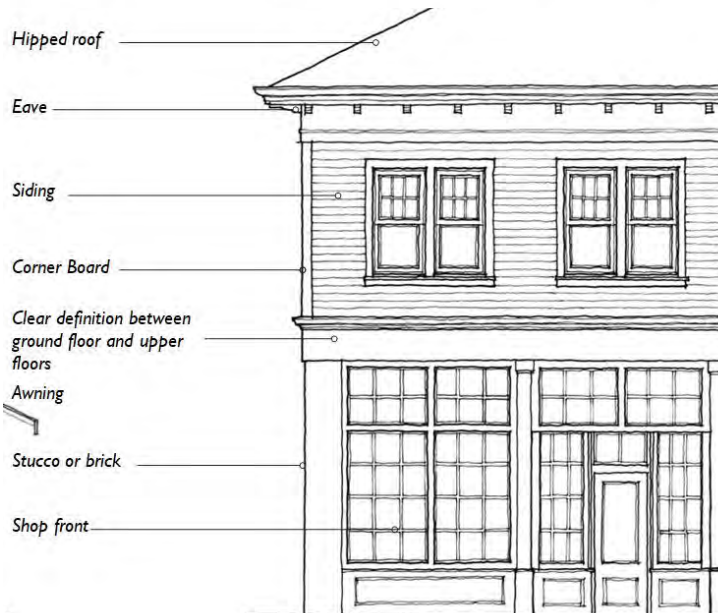


Roofs

Specific to Buildings: Traditional Architectural Details



- Architectural vocabulary should compliment that of downtown Thomasville’s historic buildings and character
- Architectural elements include massing, openings, frontage elements, and details to create an interesting and attractive façade



Landscape and Hardscape: Parking



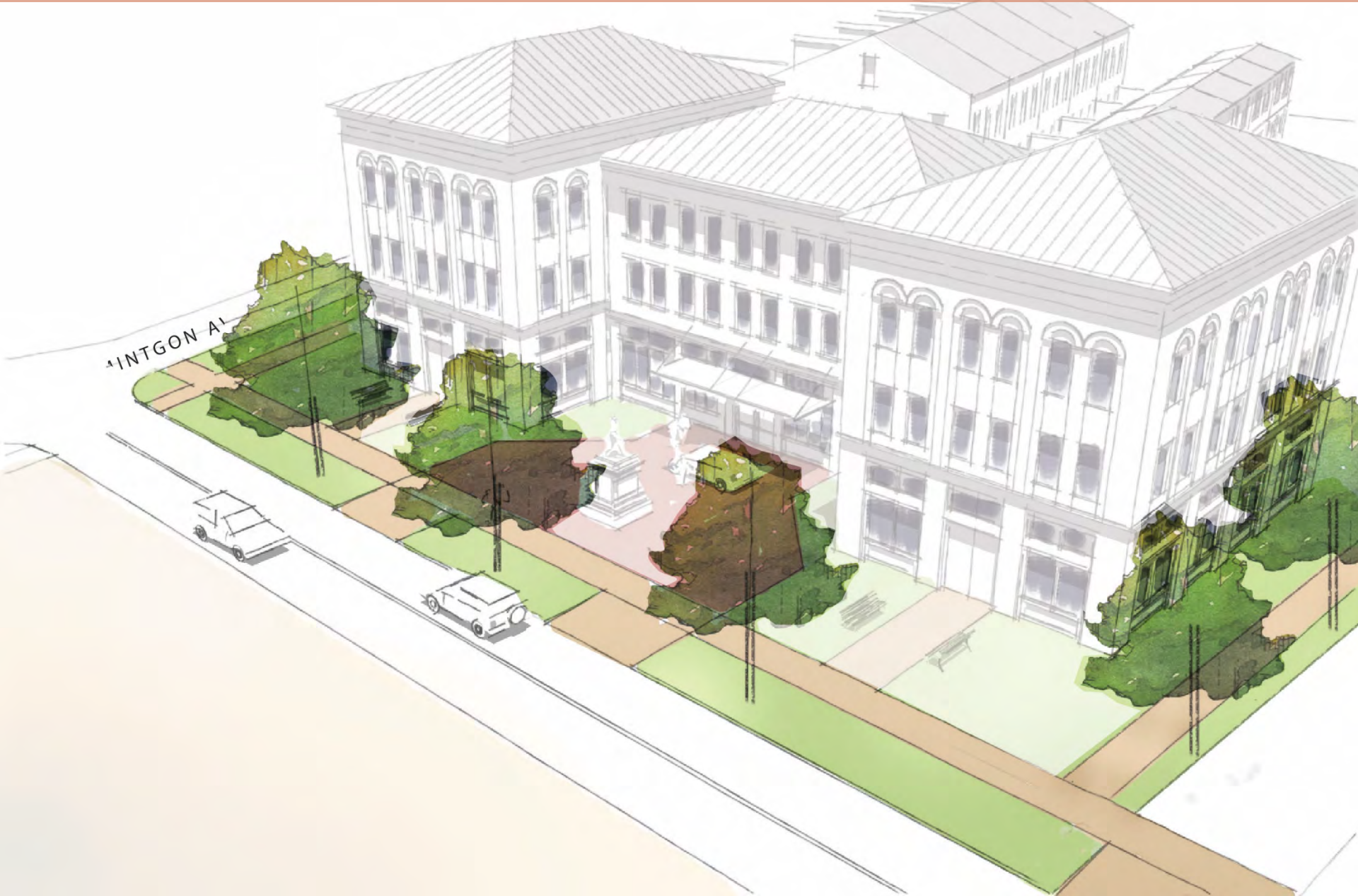
Landscape and Hardscape: Parking



- All surface parking should be screened from view along Remington Ave and Dawson St by buildings, walls, or landscaping
- In no case shall parking be located between the street and the building front, except for on-street parking
- Parking should be dispersed in small lots and on-street throughout the site



Landscape and Hardscape: Streetscape Design



Landscape and Hardscape: Streetscape Design



- New drives should be treated as public streets, and outfitted with sidewalks, street trees, and properly scaled lighting
- Incorporate existing significant trees into a comprehensive landscape program



Design Review Process

