Presentation to the Payroll Development Authority

June 18, 2018
Grow and Attract, but Protect and Enhance
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Thomasville: Blueprint 2028
1000+

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THOMASVILLE BLUEPRINT 2028 | COMPREHENSIVE MASTER PLAN

**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.

**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 to community character.** The following 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 use 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, Ro-wark units, maker spaces, and coworking office spaces).
  - 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.

**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 Todwell’s 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.

**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 streets. A public open space is located at the corner of Remington and Dawson, and is facially anchored by the view of the church steeple across the street. A market hall placed adjacent to this open space could house small shops, cafes, 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 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.
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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 4: Pedestrian Passages
This variation explores traversing the site with a network of quiet 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 5: Large Community Event Center
Here, a large community event center occupies a footprint mirroring that of the former Mosses 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 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 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 facing onto Remington Avenue. This hotel could be directly connected to the adjacent small community 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 Smith’s Lane and Mclean Street sits a hotel. This variation shows the addition of a new connection from the hotel directly out to Smith’s 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.

MARCH PUBLIC DRAFT
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
1. Primary Lot
2. Secondary Lot
3. Residential Transition Lot
4. Parking and Service Lot

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
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.
Specific to Buildings: Traditional Architectural Patterns
Specific to Buildings: Traditional Architectural Patterns

Building Style Elements

Arcades

Balconies

Doors and Windows
Building Style Elements

Shopfronts

Materials

Roofs
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

Payroll Development Authority entertains proposal by Developer

Pre-Design Meeting between Developer and the Planning Department

Conceptual Review presentation to the Payroll Development Authority

Preliminary Review by the Planning Department for Compliance with the Development Guidelines

Final Review by the Payroll Development Authority