

# CREATIVE DISTRICT



08.23.14

**VISION PLAN**

City of Thomasville, Georgia





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# OUR UNIQUE STORY

## What

In March 2014, Thomasville residents and community leaders gathered to develop a new Creative District in the downtown historic area known as "The Bottom." This district will embrace the geographic context of our land, express our rich cultural heritage, leverage the energy of the New South trend, increase economic opportunity, revitalize the historic area, and bring our creative community resources together. At the heart of the area is an open space which is the trailhead for a new multi-use trail system which connects our historic districts, parks, and commerce centers. Additionally, it is a corridor between Broad Street and Victoria Place, a new urban redevelopment area (URA).

## Who

The City of Thomasville, Office of Main Street and Tourism, Thomasville Center for the Arts, and Thomasville Landmarks are working together with the citizens of our community to design the project. A city-appointed Ad Hoc committee, comprised of seven members representing property and business owners, creative entrepreneurs, artists, designers, and city leaders are guiding the planning process. This committee invited an eight member design team of community planners, landscape designers, branding strategists, and engineers to lead a three-day design charrette to develop the initial community-supported plan.

## Where

The project area is located southwest of Broad Street from Madison Street to the rail line, including the Historic Train Depot, with the widest boundaries on Remington and Monroe streets. The epicenter is the Jackson Street business corridor which features a trailhead park for the multi-use trail system.



# CONTEXT

## Other Planning Initiatives

Two projects on the north side of the downtown core stand to impact redevelopment on the south side. The City recently purchased the Roses department store on the corner of Remington Avenue and Dawson Street. The intent is to establish a medium-size events center with space for meetings of up to 500 people. Additionally, the site is envisioned as a future cultural museum and the new home of both Main Street and the Welcome Center. Related development could include a downtown hotel, as well as an extension of the Community Landmarks Trail to the site (the trail would extend northward along Remington Avenue from the proposed Creative District trailhead site). Because there is a lack of shopfronts and building intensity between Broad Street and the events center site, the trail would provide wayfinding and create the interest necessary to propel visitors to walk this route.

A public / private parking deck with mixed-use liners is proposed for the southeast corner of the intersection of Jefferson Street and Crawford Street. This facility will address “perceived” parking issues downtown, and establish Crawford Street as a primary street (as opposed to secondary street).

## Project Area Background

Due to its sloping topography and low elevation, much of the proposed project area was once known as “The Bottom.” The primary north / south corridor, West Jackson Street served as both main street and the heart and soul of the area, providing retail shopping and services for nearby neighborhoods comprised primarily of African American and Jewish residents (who also owned the majority of shops).

In 2003, a city-wide concept plan promoting quality growth at a variety of scales (Quality Resource Team

Of all Thomasville residents, **83.3%** have achieved a **high school education or higher** and **21.6%** a **bachelor’s degree or higher**.

## City-wide Redevelopment Approach

In recent years, the City of Thomasville has made a name for itself with its visionary approach to re-development. Construction is under way on the Community Landmarks Trail, a multi-use walking and biking trail that connects civic spaces, historical resources, and natural features throughout the City’s neighborhoods, many of which are in need of investment, infill, and transition.

The first phase of the Community Landmarks Trail will run from a trailhead located in the heart of the proposed Creative District to Paradise Park, a “classic” 19th century city park situated on the southeast end of the downtown core and the recently established Victoria Park Urban Redevelopment Area (URA).

Victoria Park, the initial neighborhood identified for redevelopment within the URA, is in the midst of significant transition. After nearly five years of work – including funding acquisition, the purchase of land, the re-organization of the local land bank authority, infrastructure improvements, the creation of new streets and alleyways, and the implementation of a form-based zoning code – ground is about to break on the first new houses in the area.

In short, the City has three major redevelopment projects underway on its south side: the proposed Creative District, the Community Landmarks Trail, and the Victoria Place URA. As each project matures, it is the desire of the City to seamlessly connect these areas, each of which is located within ¼-mile walk of one another and the traditional downtown core.

### Main Street Accomplishments (since 1981)

- Over \$82 million in public/private investments
- Net gain of 269 businesses
- Net gain of 935 jobs
- 8 projects have utilized the low-interest loan program



Residents and community leaders actively engaged in the planning and design process to influence the direction of the plan.

## When

Planning began in 2013 and will continue through spring 2014. The development of the trailhead park will continue through the summer of 2014 with target completion in early 2015.

## How

Phase I of the multi-use trail system and the trailhead park will be funded via existing SPLOST (Special Purpose Local Option Sales Tax) monies totaling \$1.3 million. Funding for other projects in the district will come from a mixture of private and public investment, grants, and foundations - but ultimately, the majority of the investment will be privately financed.

This trailhead project is intended to be a catalyst for the development of the larger district projects and programs. We will follow the Main Street Four-Point Approach of Organization, Promotion, Design, and Economic Restructuring which work together to build a sustainable and complete community revitalization effort.

## Why

We know cultural and artistic experiences have the power to transform cities. Visual arts, music, dance and theater, combined with unique public spaces, innovative business concepts, restaurants, and fresh retail ideas can breathe new life into communities. This combination sparks tourism, inspires creative enterprise, and attracts a talented work force. Additionally, the project is designed to enhance our already vibrant Broad Street area by featuring programs and businesses which complement the existing business mix and enhance the visitor experience.

Thomas County grew by **6,000 residents** from 1990 to 2013, while the City of Thomasville remained constant with roughly 18,000 residents, representing **41%** of the total County population in 2013.

Report) identified the project area as an “entertainment district.” This is the first reference to an arts or entertainment district in downtown. Many of the recommendations and projects listed in the Quality Resource Team Report have been realized or identified for completion in subsequent planning documents.

It was only after the trailhead space was proposed to be an outdoor amphitheater, and the Center for the Arts leased an adjoining building, that the area was tentatively branded the Creative District. Though this designation has yet to be adopted by Council, it is in keeping with the 2003 concept plan. Early discussions of the proposed district speak of a “demarcated district on the periphery of a city center, intended to create a ‘critical mass’ of places of cultural consumption - such as art galleries, theaters, art cinemas, music venues, and public squares for performances.”

### Environmental Attributes

The flood plain bisects the project area. In fact, a creek meanders its way through the district. In some areas the waterway is exposed, while in others it has long since been placed underground in a pipe.

Preliminary discussions amongst members of the Ad Hoc Committee determined that this waterway should be considered for restoration and use as a potential amenity. One way to do this is to route the Community Landmarks Trail along the creek. Such infrastructure would create a unique setting for users of the trail, while at the same time adding significant value (and investment potential) for otherwise vacant or blighted parcels.

The Planning Department has held preliminary discussions with the owner of a vacant (1/2 block) parcel that abuts the creek and is bounded by Washington Street, Pine Street, and Jefferson Street. He is willing to site prefabricated residential duplex units on the site.

Discussions have centered on a “cottage close” pattern in which a central green extends outward from the creek and trail. This is a case where good urban design has the potential to overshadow weaknesses in the individual architecture.

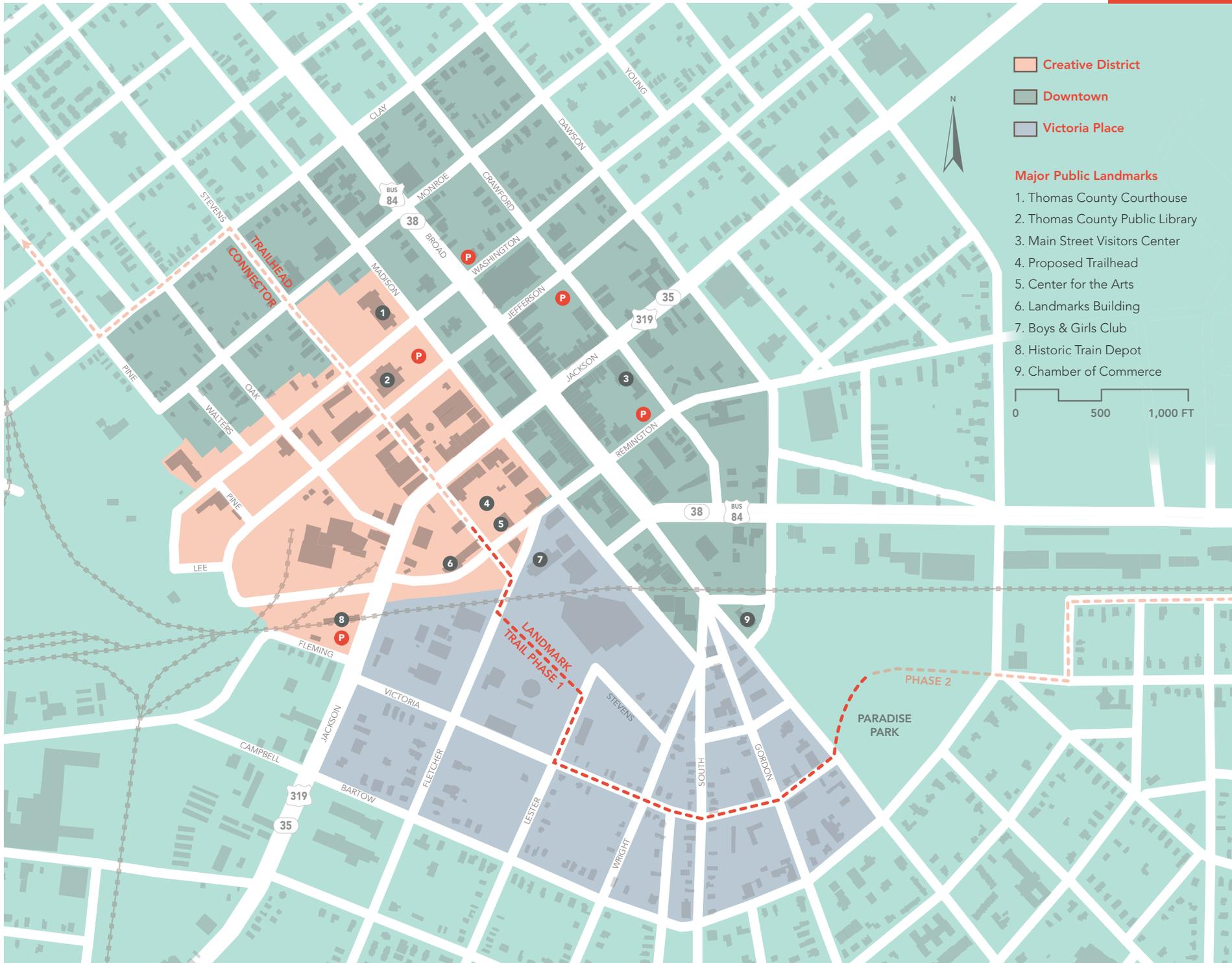
The building stock within the district consists of aged shopfront buildings and warehouses. As a whole, these are simple structures in relatively good shape. The overall morphology is urban. Housing is limited to a few single-family residences at the intersection of Oak Street and Jefferson Street. More recently, high-end residential-over-retail condos were established in a restored two-story building at the intersection of Remington Avenue and Fletcher Street.

### Civic Buildings and Gathering Places

Civic Buildings and gathering places are also present within the project area. Facilities include the Center for the Arts event space (Remington Avenue), a boutique gym (Stevens Street), the Boys and Girls Club (Fletcher Street), a newly updated County Library (Madison Street), a dated County Administration Building (Jefferson Street), a new County Judicial Center (Madison Street), and the Trinity Anglican Church (W. Jackson Street). Generally, these structures have been afforded the architectural significance and prominent siting that they deserve.

Both the Library and County Judicial Center are relatively new structures. While both structures front Madison Street, they frame Washington Street by forming a potential western gateway to the district. The Judicial Center and Library both occupy an entire block (from Madison Street to Stevens Street, and serve as a gateway into the district.





- Creative District
- Downtown
- Victoria Place

**Major Public Landmarks**

1. Thomas County Courthouse
2. Thomas County Public Library
3. Main Street Visitors Center
4. Proposed Trailhead
5. Center for the Arts
6. Landmarks Building
7. Boys & Girls Club
8. Historic Train Depot
9. Chamber of Commerce



## AGE OF POPULATION



The age of the population is primarily between 45 to 64 years of age (27.3 percent), followed by those between 0 and 14 years of age (22.1 percent). This could explain the strong desire of Thomasvillians to promote and contribute to youth education initiatives, as well as the preservation of familial activities and character.

### The New Library

A recent renovation to the Library resulted in dramatic improvements to the architecture of the building. Unfortunately, a decision was made to maintain the highly suburban site plan. The result is a well-proportioned and human-scaled civic building fronted by a massive parking lot. Fortunately, the parking area is both wide and deep enough for a future

liner building or buildings. Alternatively, given its location across from the newly renovated courthouse, the parking area could be transformed into a central green or plaza. These two scenarios could be combined, allowing new buildings to anchor each corner, while also framing the entrance to a new central plaza.

The rear of the Library site contains a large wall that runs parallel to Stevens Street. This results in a blank streetscape. A phased plan, in which the wall is initially decorated, later perforated, and ultimately removed, should be considered.

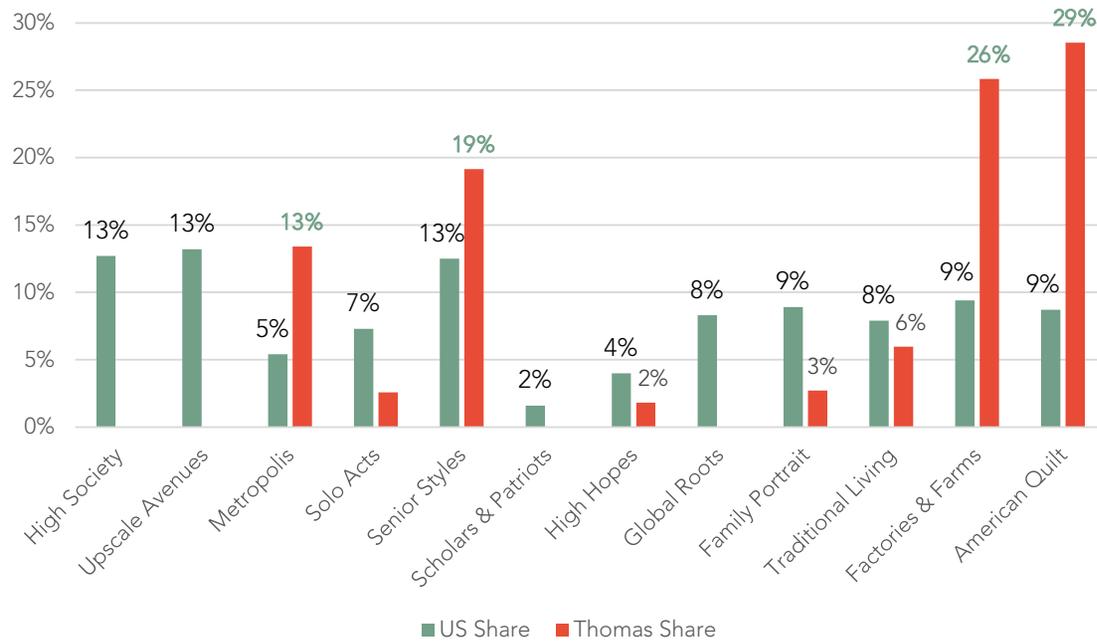
### The New County Judicial Center

Plans for the Judicial Center property call for construction of a massive surface parking lot to the rear of the building, resulting in three blank streetscapes. If the County were to consider phasing future development of the property, opportunities exist to include a mix of both parking and buildings on the site. As new buildings are constructed, reinforcing both the perimeter and corners of the site, surface parking areas could be decked.

### The Boys and Girls Club

Though not nearly as concerning, the Boys and Girls Club entrance on Fletcher Street contains front-loaded parking that results in a similarly suburban streetscape. Like the Library, the building projects a civic presence that is human-scaled. However, unlike the Library, the parking area is not well-suited for a liner building. The likelihood of a future addition with a new façade is slim; therefore, creative (including artistic) solutions for filling this void in the streetscape are needed.

### THOMAS COUNTY LIFEMODE GROUPS



**American Quilters** are located in America's small towns and rural areas, representing a diverse microcosm of small-town life. Households in the American Quilt are more affluent homeowners with a love for the rural lifestyle.

**Factories and Farms** represent rural life—from small towns and villages to farms and plantations. Most households are married couples or married couples with children who own their home and live a lifestyle emphasizing home and garden care, fishing and hunting, pets, and membership in local clubs and civic organizations.

**Senior Styles** comprise the largest LifeMode group in the Nation's population (14.4 million households), primarily retirees, and include a diverse range of senior market characteristics that is dependent on their location.

Segments of the **Metropolis** group live and work in America's cities, particularly in the older, single-family homes or row houses built in the 1940s or earlier. This group ranges from Generation Xers to retirees with a lifestyle that is uniquely urban and media oriented—they like music, especially urban and contemporary formats, as well as cinema and television.

Companies, agencies, and organizations have used market segmentation to group consumer markets to more precisely target customers and prospects. Market segmentation explains customer diversity, simplifies marketing campaigns, describes lifestyle and lifestage, and incorporates a wide range of income, education, and consumer preference data. Segmentation systems operate on the theory that people with similar tastes, lifestyles, and behaviors are attracted to and seek out others with the same tastes. Thomasville's largest lifemode groups are the "American Quilters" (29 percent), "Factories & Farms" (26 percent), "Senior Styles" (19 percent), and "Metropolis" (13 percent). The data indicates a diverse population that appreciates the deep-rooted and agricultural history of their hometown while also holding an appreciation for urban amenities and culture.

Source: 2006 - 2010 American Community Survey, ESRI Tapestry Segment Reference Guide

# PROCESS

In March 2014, the community hosted a design "charrette" in the form of a three-day, intensive workshop involving multiple public input sessions, facilitation by multidisciplinary design consultants, and iterative refinement processes. The community engagement events were organized to quickly distill input on key ideas, concepts, and strategies to build and showcase the creative and industrial arts scene in Thomasville. Discussion topics covered everything from large-scale urban placemaking; site programming and planning, district branding and visioning, educational outreach, and economic development.

## Key Public Input Themes

Walkable and Connected.....22\*

Business and Entrepreneur

Friendly Environment.....23

Activated Space.....24

Historic and Creative

Themed Identity.....27

Attractive and Functional.....28

\*Page references for implementation strategies.

YOU ARE INVITED TO PARTICIPATE IN A COMMUNITY WIDE

# DESIGN CHARRETTE

{{ ONE WEEKEND ONLY }}

MARCH 7-9



MARCH 7-9

FOR THE PROPOSED  
**ARTS DISTRICT & TRAILHEAD**

IN DOWNTOWN THOMASVILLE



DESIGN A TRAILHEAD



BRING IDEAS



BE READY TO WORK

ALL SESSIONS AT BUILDING 209 • 209 W REMINGTON AVE

DAY 1	<b>MARCH 7 • 2:30 - 4 PM</b>	<b>MARCH 7 • 6 - 8 PM</b>
	WALKING TOUR OF PROPOSED DISTRICT & TRAILHEAD	KICKOFF DESIGN CHARRETTE*
DAY 2	<b>MARCH 8 • 3 - 5 PM</b>	*IF YOU CAN'T COME TO EVERYTHING, MAKE SURE TO COME TO THE DESIGN CHARRETTE
	OPEN STUDIO SESSION	
DAY 3	<b>MARCH 9 • 8 - 10 AM</b>	<b>MARCH 9 • 1 - 2 PM</b>
	OPEN STUDIO SESSION	CLOSING SESSION & PRESENTATION

FOR MORE DETAILS: [THOMASVILLEARTS.ORG/DESIGN-CHARRETTE](http://THOMASVILLEARTS.ORG/DESIGN-CHARRETTE)

Charrette made possible in part by:



Thomasville  
Center for the Arts

LANDMARKS

City of  
*Thomasville*  
MAIN STREET

MORE THAN **120** COMMUNITY MEMBERS PARTICIPATED IN THE VISIONING PROCESS.





Stakeholders were asked to identify key considerations for trailhead amenities and programming. These audience suggestions were ranked using hands-on voting exercises.



The Design Team facilitated focus groups with more than 30 business and associated property owners, artists, and other community stakeholders.



On a “graffiti wall,” charette participants were asked to define and personalize the phrases: Our Unique Story, Creative Commerce, and Urban Parlor.



The Team Mapping Exercise identified specific opportunities and constraints for the proposed Creative District. This information was used to develop an illustration of the community's "big picture" vision.



# VISION

**69.7%**  
of residents work in Thomasville

Thomasville has been nurturing its own cultural heroes and venues that are starting, in some cases, to get national attention:

- Food - Jeremy and Jessica Little, Sweet Grass Dairy
- Sports - Danny Copeland, Redskins

Other current national southern cultural heroes:

- Food - Sean Brock
- Fashion - Billy Read
- Music - Georgia/Florida Line, Big Bill Morganfield

The design charrette could not have happened at a more profound and meaningful time. Thomasville has been a great shepherd and protector of its architectural and urban legacy. It is a model city of preservation and restoration which today is home to one of the finest historical building stocks in the south. The downtown "Broad Street" has been masterfully revived, restored, and curated with local and unique businesses and retail. The town is busting at the seams with activity and commerce. Thomasville's early recognition of the importance of the built environment, urban social life, and community has positioned the city on trend with the rest of the nation as America reclaims its downtowns. There are several major trends that Thomasville shares with the country.

## Urban Migration

People want to live in communities, cities, and interactive environments. The nation is experiencing one of the largest urban youth migrations in history, altering city cores and creating new uses. This population sector is embracing and preserving legacy and at the same time mixing with the new. Young families are "staying," living, working, and playing in civic cores. Alternatively, Baby Boomers (Empty Nesters) are moving back into town environments, away from remote and suburban communities and joining in the rebirth of what is urbane.

America's downtowns are becoming vibrant and thriving, at the least the ones that have done it right like Thomasville. Thomasville's demographic analysis is proof

of this trend and has and will continue to reap the rewards of a stimulated economy and demand for the downtown.

Key Demographics:

- 60% family households
- 69% residents work in Thomasville
- Largest % occupations: management/business, science, and the arts
- Largest demographic: youth 0 to 14 and then 45-65

## Thomasville and the Creative District

The recently designated Creative District has its own rich, unique, and authentic history. This District has always been different from the Thomasville north of the tracks. Broad Street has evolved to be a classic model of main street, a perfect mix of civic, commercial, and institutional uses. The streetscape is vibrant with tree-lined streets, street furniture, and amenities with a compatible pedestrian scale. However, the proposed Creative District grew from the industrial production of the south. Train lines and tracks demarcate this zone. Light industrial buildings and warehouses define its architectural character. The topography has a slight depression and swale along a creek bed marking the flood zone areas, and thus the informal name of "The Bottom." Jackson Street is the spine of this district and the major thoroughfare from Tallahassee, Florida, to the south. Jackson was once the center of Black and Jewish commerce and culture. This is a stark difference to the more classic downtown immediately north.

The contrast of the two zones offers a huge opportunity to complement and enhance Thomasville's already thriving cultural and commercial scene. The physical character of the district opens the potential for the new. These are some of the overarching themes to be explored that can contribute to new programs, events, and commercial offerings of an already profound city experience.



“Embrace it”  
 “Own it”  
 “Why This Place?”

## Potential of Place

### Large events and venues

The industrial scale of the remaining buildings, vacant lots and ad hoc nature of this district, suggest numerous opportunities to stage multiple scales of indoor/outdoor events. The musical festival “Due South” has had its birth in this area and will continue to grow. This catalyst is an example of how programs of a different nature can be woven into this urban fabric and planned as part of the district and the greater city.

### Green Areas, Pocket Parks

Again, because of the collage of missing buildings, diverse size, and character of sites, green areas can be part of the ambiance of this district. There is potential for large park, medium-scale play areas and small-scale, intimate, pocket parks.

This is a somewhat clean slate that can redefine how commercial and civic programs can interrelate and support each other through landscape. The robust, local habitat of Thomasville’s subtropical climate is a true asset and should be explored and celebrated.

### Informal, Casual, and Rustic

The industrial past offers a subtle but vibrant informal characteristic to the district. It starts with the commercial train that roars through the center of this district (twice a day) and commands attention while it land locks the area. There are very little barriers between the inside and outside. Thomasville’s culture is so tied to the land and nature this district could be a physical manifestation of that relationship. The past and current mobility of vehicles and pedestrians suggests a beautiful, slow movement of commerce and human activity. There is also a great

potential for multi-purpose space such as parking zones that could become tented markets or temporary play areas.

### Mix of Old Bones and Contemporary Language

The buildings are low slung and wide with a prominent water tower as the landmark for this area and the entry point into Thomasville. Multiple roof shapes and lines span the tops of buildings, each a functional response to a past specific commercial requirement. Original, simple, and durable materials such as concrete block, brick metal siding, and wood structural elements were used for a simple purpose and are present to this day. Practicality in all details are prevalent throughout the spaces: large barn doors that slide open to ramps and conveying systems, industrial metal windows, and skylights appropriately located for natural light and ventilation. These ruins and wear and tear are a testament to previous uses and lives. This is one of the most magical palettes in which to combine and layer the new.

### Complementary and Diverse Offerings

The uniqueness of the environment makes room for a different approach to a retail experience. The vibe is one of local and regional authenticity. The Arts, media, and entertainment - along with agriculture production - can be one of the features of this district. Tenant space can support start-ups by offering temporary “pop-up” or shared situations. There can be an indoor and outdoor series of market-like halls where the tenant lines are blurred. Merchants can share success because of close proximity and united service. There are so many examples of this approach to retail today due to a synergy when dense and diverse offerings are paired under one or several venues.





*Broad Street Facing Seven Points*

## CONTEXT

### Micro and Macro Vision for the Area

At the micro-scale, the City envisions a district that pays homage to the area's rich history, while spurring new investment, infill, and redevelopment with a bent towards creative expression and artistic enterprise. At the macro-scale, the redevelopment of the proposed Creative District will attempt to connect into one cohesive core three disparate areas currently linked by the West Jackson corridor and the future Community Landmarks Trail.

### Two Spines

The project area is centered upon two bisecting corridors of varying significance. Four-lane W. Jackson Street, the primary thoroughfare linking Thomasville with Tallahassee, serves as the primary gateway for vehicle traffic from the south. Despite this, the street's wide

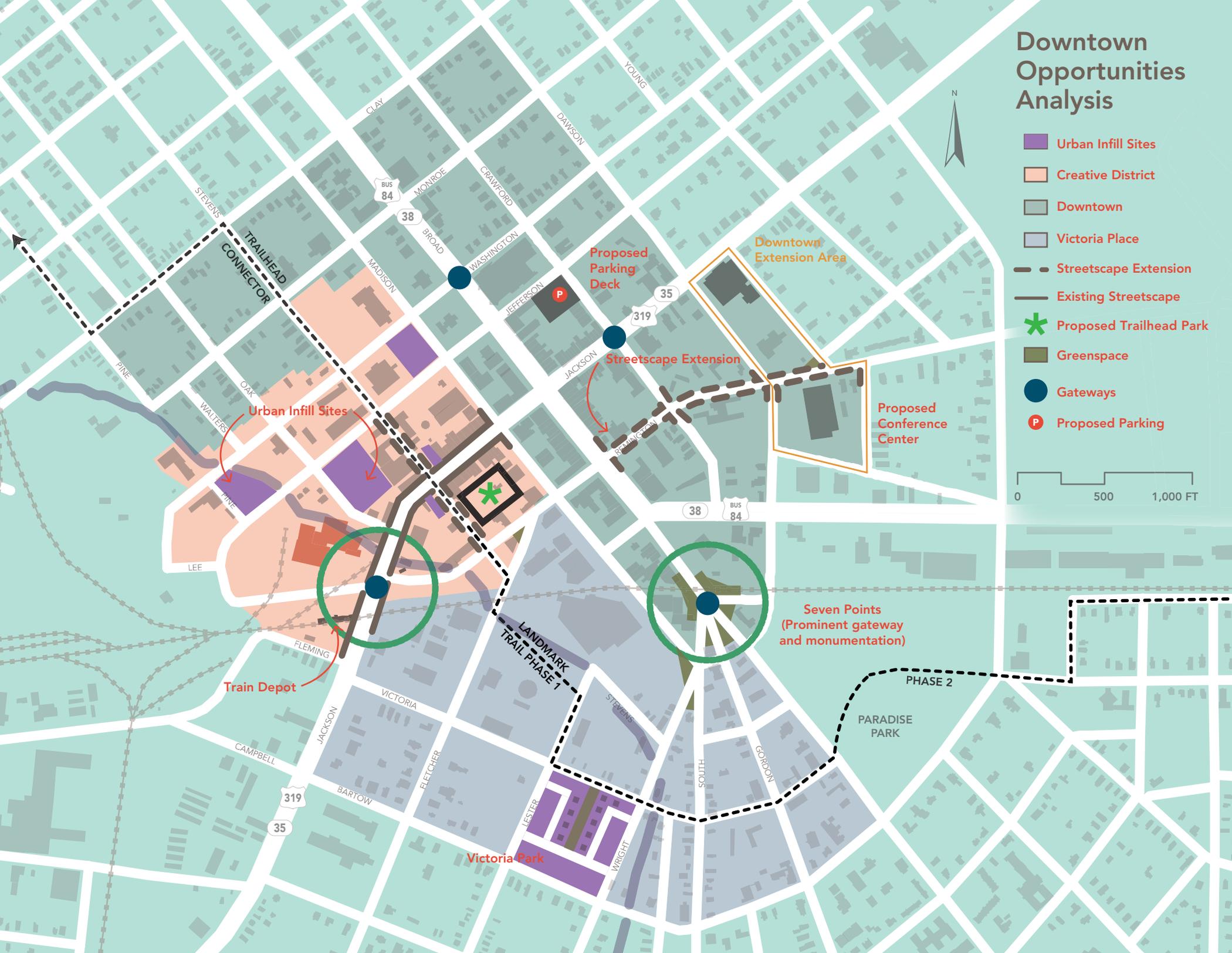
sidewalks (15-foot average width) and traffic calming bricks create a pedestrian friendly environment that is ideal for a thoroughfare that has long served as main street for both "The Bottom" and nearby neighborhoods.

Stevens Street, the primary east/west thoroughfare in the district is designed as a two-lane street that is characterized by warehouses and industrial shopfront buildings. Sidewalks typically line one side of the thoroughfare, but not both. Not only is the Community Landmarks Trail proposed for its right-of-way, but the thoroughfare provides the primary means of access to the trailhead site.

In fact, the portion of Stevens Street between West Jackson Street and Remington Avenue is currently functioning as a one-way street (easterly direction). In many ways, this one-block segment resembles a mid-block alley, as it primarily separates rear-loaded parking

# Downtown Opportunities Analysis

- Urban Infill Sites
- Creative District
- Downtown
- Victoria Place
- Streetscape Extension
- Existing Streetscape
- ✱ Proposed Trailhead Park
- Greenspace
- Gateways
- P Proposed Parking



associated with Madison Street businesses from rear-loaded parking associated with Trinity Anglican Church. The City and Church have a shared-use agreement for the Church's parking area. Within the block, just one business fronts onto Stevens Street

The parking area behind Madison Street is envisioned as the future trailhead / amphitheater space. While this parking infrastructure is in need of upgrade and improvement, such investment is unlikely given that the space is proposed to change so dramatically.

The conversion of the trailhead space will reduce the number of off-street parking spaces in the area. Three alternatives exist to supplant this demand: the shared church lot, the restriping of Stevens Street with on-street parking spaces, and / or the restriping of surrounding streets with on-street parking spaces.

While both W. Jackson Street and Stevens Street remain amenable to both vehicles and pedestrians alike, they are in need of both infrastructure and streetscape improvements.

## Gateways and Terminating Vistas

**West Jackson Street from the South.** Those heading north toward downtown Thomasville can't help but notice the Wilson's Radiator building at the northeast corner of the intersection with Remington Avenue. The scale and angle of the structure captivates the passerby, functioning much like a billboard. Creative opportunities abound for this gateway property.

**West Jackson Street from the North.** Heading away from the downtown core (between the intersection of Oak Street and Stevens Street), this gateway corridor drops in elevation and curves sharply as it enters "The Bottom." The building frontages on both sides of the street reinforce this curvilinear pattern. One can't help

but focus his or her eyes upon the block-long building that occupies the west side of the street. The building is home to a dialysis clinic, but given its unique geometry, creative opportunities for heightening this vista abound.

**Remington Avenue from the North.** On the west side of Remington Avenue between the intersection of W. Jackson Street and Stevens Street is a block-long curvilinear brick building that bulges outward in a convex manner. Thomasville Landmarks recently purchased this structure. Here again, the unique shape and location combine to present opportunities for creative expression.

Aside from W. Jackson Street, Remington Avenue is likely to be the most utilized gateway for pedestrians entering the proposed district. As such, and unlike most of Madison Street, it is important that this gateway intersection "transitions" the district and draw visitors in. Signage and branding must be infused, while empty lots and voids in the streetscape are filled.

The following pages present a number of concept plans, character sketches, and next steps with regard to implementation.

## Idealized Buildout

The Master Plan for the creative district provides a visualization of how the study area should physically transition with new growth and changes. The central document of the Plan is the *Idealized Buildout* map. This map shows:

- how key private properties may be lucratively developed;
- how the existing settlement may be made more complete, more economically vital, and its tax base more sustainable;

## Idealized Buildout

The Idealized Buildout map is illustrative only. While the development scenarios depicted on this map are intended to be persuasive, the map is a conceptual – not regulatory – guide for future growth.



- how existing and future rights-of-way are to be aligned or reconstructed; and
- how other significant public spaces, civic buildings, and open space are to work together as an integrated system.

In comprising the *Idealized Buildout* map, two larger themes emerged that participants believed to be central to future development within the District, as well as the City as a whole:

1. The City should expand its thinking regarding what constitutes the boundaries of “downtown” Thomasville to include the study area. The *Idealized Buildout* map demonstrates first-hand the tremendous amount of “revenue-generating” land available for infill; land within a well-kept, walkable downtown environment that is ideally suited for every sector of development, from residential to commercial, to light and even heavy industry.
2. The City should make infill and redevelopment within the district (and downtown) a priority, as the placeless sprawl that lines many suburban corridors is the greatest threat to both our downtown and our pristine countryside. This is accomplished by channeling development into physical forms and locations which continue the urban traditions and time-tested forms already found within the district.
  - » Street trees and sidewalks should be sited wherever possible.
  - » Buildings should have minimal to no setback with prominent entryways that address the street or a public space.

- » On-street parking is desired. When on-site parking is necessary, it should locate to the rear or side of the building.
- » Architecture should be human-scaled and reflect local history, climate, and traditional building principals while remaining open to all styles.
- » Civic or landmark buildings (government, schools, courthouses, post offices, etc.) should be constructed of traditional materials (wood, brick, stone, concrete, or stucco) and located at a prominent location or vista. This combination conveys a sense of authenticity, strength, permanence, and pride in the community.

***In support of these larger themes, the Idealized Buildout map promotes a number of site specific goals within the district. These include:***

- A. the route for the Community Landmarks Trail, a publicly financed pedestrian amenity that will spur private sector investment and link the Victoria Park neighborhood to the heart of downtown.
- B. the Community Landmarks Trailhead, a publicly financed gathering space that will serve as the downtown anchor for the pedestrian trail system and establish a significant new gathering space capable of hosting new activities and events, increasing visitor traffic, and providing a lucrative incentive for private sector investment.
- C. public investment in the West Jackson streetscape (sidewalks, street trees, on-street parking, seating, signage, etc.), resulting in a mixed-use, pedestrian-friendly “main street” comprised of attached, one to

three story buildings with office or residential over commercial shops. This corridor serves as the primary vehicular “gateway” from Tallahassee.

- D. public investment in the Jefferson streetscape (sidewalks, street trees, on-street parking, seating, signage, etc.), resulting in a mixed-use, pedestrian-friendly thoroughfare comprised of civic, commercial, residential, and light industrial buildings that are detached with space in between. The Community Landmarks Trail defines the south side of this street before turning west to anchor a new civic space characterized by natural areas and a refurbished creek.
- E. a new “informal” linear civic space on the southwestern edge of the district, anchored by the Community Landmarks Trail and rehabilitated creek, this lowland serves as a conduit in the City’s stormwater system, providing an opportunity to both showcase and promote the importance of our local ecosystem.
- F. an informal “public district” consisting of the County Judicial Center, Elijah Hill Building, and a number of new civic-oriented buildings is emerging on the western edge of the district between Madison St. and Stevens St. An enclosed pedestrian piazza, anchored on opposite ends by the County library and historic courthouse establishes a point of focus for the area that is human-scaled and likely to generate activity and host events. The area is ideal for businesses that service the legal profession or local government and should be promoted as such.
- G. residential units, ranging from single-family and “cottage court” infill on the western edge of the

district, to live-work units, rowhouses, and apartments / condos throughout its core. Such housing is attractive to Millennials as well as retiring Boomers, who prefer the “quality of life,” neighborhood amenities, proximity, and culture associated with downtown living.

- H. manufacturing, industrial, and possibly cooperate buildings in the district’s southwestern quadrant, that, while often large in scale, maintain the existing grid by promoting a pattern of blocks and streets that are pedestrian friendly and fronted by structures. This is especially important when developing large tracts of land that occupy more than one traditional block.





(Existing)

The Jackson Street Character Sketch is illustrative only. While the development scenario depicted in this sketch is representative of one potential outcome, and is intended to be persuasive, the sketch is a conceptual – not regulatory – guide for future growth.



### Jackson Street Character Sketch

For illustrative purposes only.

### What is a “Complete Street?”

The phrase “complete street” refers to the national movement to design streets for all ages and abilities. In other words, planners and engineers are integrating modern-day amenities and conveniences to accommodate safety and accessibility needs. This often results in more attractive and functional streetscapes with wider sidewalks, bike lanes, outdoor furniture, lighting, and special paving patterns. The main idea is to tie these principles into design manuals, regulations, and standards so they are integrated into the community’s capital projects.

### Walkable and Connected

	Short-Term	Mid-Term	Lead Entity	Major Partners
	1-2 Years	3-5 Years		
Adopt Complete Streets Design Standards	☑			
Pursue Sidewalk Grants		☑		

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## Business and Entrepreneur Friendly Environment

	Short-Term	Mid-Term	Lead Entity	Major Partners
	1-2 Years	3-5 Years		
Adopt Creative District Designation				
Adopt Form-Based Zoning Updates				
Adopt Unified Development Ordinance				
Ongoing Development Review Streamlining				
International Building Code: Existing Building Code				
Comprehensive Plan Update				

Creative enterprises and businesses are present throughout the project area. Facilities include the Center for the Arts studio (Remington Avenue), the County Library (Madison Street), Bracey Lumber Co. (Stevens Street), International Design + Display (Stevens Street), Relics (Madison Street), Water Lily (Remington Avenue), and Bacchus Wine Bar (W. Jackson Street).

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Main Street



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## Activated Space

Activated Space	Short-Term	Mid-Term	Lead Entity	Major Partners
	(1-2 Years)	(3-5 Years)		
Live Performances				
Farmers Market / Open Air Market				
Live Music				
Outdoor Movies				
Tours of Thomasville				
On-Site Demonstration Projects				
Food Trucks				
Flexible Gallery Space				
Valet Parking				
Trolley Transit Pedicab				

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### Trailhead Concept Plan

The Trailhead Concept Plan is illustrative only. While the development scenario depicted in this plan represents the desired outcome, and is intended to be persuasive, the plan is a conceptual – not regulatory – guide for future growth.



**TRAIL TO MUNICIPAL BUILDINGS**

**TRAIL TO CREEK**

**TRAIL TO VICTORIA PARK**

10' Wide Trail

Rain Infiltration Garden

Interpretive Signage

Bike Racks

Restrooms & Stage (w/ shade canopy)

Creative Commercial

Market Vendors

24' Wide Walkway

Decorative Lighting

Art Lawn

Seating Node

Enlarged Shared Trail

Studio 209

Madison Street

Stevens Street

West Jackson Street

West Remington Avenue

Streetscape Palms

Wall Treatment Art

Alley Plaza

Gateway Element

Creative Play

Flexible-Use for Business Owners

Terraced Panels (seatwalls)

Enlarged Shared Trash Receptacle

Art Feature (Water Fountain)

The Trailhead Concept Plan is illustrative only. While the development scenario depicted in this plan represents the desired outcome, and is intended to be persuasive, the plan is a conceptual – not regulatory – guide for future growth.



### Trailhead Character Sketch

*The Trailhead Character Sketch is illustrative only. While the development scenario depicted in this sketch is representative of one potential outcome, and is intended to be persuasive, the sketch is a conceptual – not regulatory – guide for future growth.*

## Historic and Creative Themed Identity

	Short-Term	Mid-Term	Lead Entity	Partners
	1-2 Years	3-5 Years		
Branding and Wayfinding Program	☑		↔	
Merging of Incubator Programs and Potential Seed Capital Programs	☑		↔	
Public Art Educational Programs	☑		↔	
Public Art Grants	☑		↔	
District Advisory Committee	☑		↔	

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## Attractive and Functional

*Reference other cross-over strategies.*

Sustainable Design Strategies  
(e.g., solar panels, rain barrels)

Special Tax District or Sustainable  
Funding Mechanisms

Consolidation of Utility Lines

Railroad Quiet Zones

	Short-Term	Mid-Term	Lead Entity	Major Partners
	1-2 Years	3-5 Years		
Sustainable Design Strategies (e.g., solar panels, rain barrels)	☑			
Special Tax District or Sustainable Funding Mechanisms	☑			
Consolidation of Utility Lines		☑		
Railroad Quiet Zones		☑		



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 Jay Flowers, City Council, City of Thomasville  
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# col·lab·o·rate

to work with another person or group in  
order to achieve or do something



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**LANDMARKS**

City of  
*Thomasville*