



## PART TWO: RECOMMENDATIONS

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

### PART TWO: RECOMMENDATIONS

The following recommendations are based on public input received from at community workshops, a citywide survey, coupled with sound planning and smart growth principles. They are designed to insure new development over the next two decades meets the needs and preferences of its citizens, the economy, and the environment.

The recommendations represent an ambitious plan for the City of Auburn and are intended to serve as a comprehensive, long-term guide for public and private investment in the study area. Over time, these recommendations will help create a more vibrant downtown area with commercial activity, new housing opportunities, and a multi-modal transportation system.

Specific recommendations that support the vision of the community and its residents are set forth in the following sections. Recommendations are divided into policies and action items/projects. Policies are general guidelines that provide direction to the implementation of certain issues. They serve as a basis for future actions by city officials and often support recommended projects and activities. Action items and projects are specific tasks to support the long term vision and policies. These are to be included in Part 3: Implementation. More details are provided for action items regarding responsible party, timeframe, and associated costs (if applicable).



A community design workshop with a building block exercise was held to spatially layout future uses and activities in downtown.



The building block exercise allowed participants to think about a long-term vision for the downtown study area.

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### DOWNTOWN CONCEPT PLAN

The Downtown Concept Plan (Figure 1.1) illustrates one option for infill development in Downtown Auburn. It is intended to show how development could occur in a way that preserves the historic core of downtown buildings, takes advantage of the historic grid pattern with small block sizes, and preserves street connectivity. The proposed area includes the area north of the railroad tracks up to 3rd Avenue, primarily between Mt. Moriah Road, 3rd Avenue, and parcels fronting the west side of County Line Road.

The concept plan shows a fine grained mix of new buildings and uses including retail/commercial, residential, live/work units, and townhouses around existing historic structures that should be preserved (shown in gray). New buildings are shown in red, with shading to show intensity. The most intense mixed use is shown in the darkest shade of red, while medium intensity mixed use (1- 2 stories), commercial, and residential is shown in medium red. The concept is intended to illustrate a transition from most urban along 4th Avenue and 3rd Avenue to least urban adjacent to existing single-family homes.

An important element of this concept plan is providing retail growth along 4th Avenue in a manner that reinforces existing retail patterns, and expanding new retail development along 3rd Avenue. Storefronts up close to the street with wide sidewalks should be mandatory as shown. This will create a continuous pedestrian-oriented environment with shopping, dining, and other amenities in close proximity. On side streets, or where retail is not as viable, storefronts are shown as optional.

The concept plan also demonstrates how enhanced parking could be provided in downtown. With new buildings and uses, additional public surface parking lots will need to be created. New parking will be located to the rear and sides of buildings, allowing for a more continuous façade of buildings along streets rather than parking lots. On-street parallel parking is envisioned throughout downtown on all streets, to allow for easy access to buildings.



Traditionally detailed, one and two-story buildings will provide modern street-level commercial space along several streets in the area.



In the northeast portion of downtown, townhomes are scaled and designed to fit into the character of the district.

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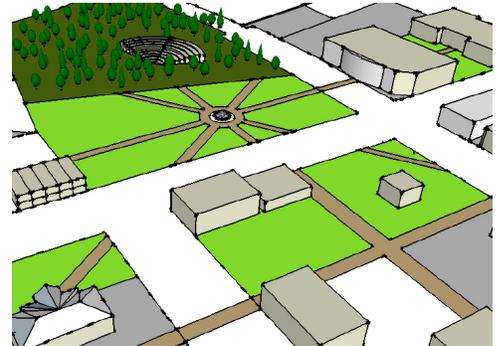
FIGURE 1.1. DOWNTOWN CONCEPT PLAN



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Pocket parks, public plazas, and community gathering spaces are provided throughout the concept plan. Most notable is the one at the corner of 3rd Avenue and County Line-Auburn Road, which feature a new development around it to create an appropriate park edge. The concept plan shows a scenario that envisions an estimated total of 160,000 new square feet of retail/commercial space, 155 units of apartments or condominiums above ground floor retail/commercial, 22 live/work units, and 55 townhouses.



A premiere downtown public park with passive and active space could become a community landmark for Auburn.

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### SECTION 2. LAND USE & URBAN DESIGN

The primary objective of the Downtown Strategic Plan is to create a better and more habitable downtown for Auburn. Nearly all Auburn residents who participated in the input process want to see a more vibrant and attractive downtown, one that accommodates pedestrian activity and provides conveniences, dining and entertainment, and leisure. Residents want an enhanced quality of life and a place with local retail and services; local businesses want a town character that will attract customers from inside and outside the area; and the city wants to increase the tax base by attracting and retaining residents and businesses.

Quality land use and urban design frameworks ensure that when and if the city can attract new development, it is done in an orderly, strategic fashion, and with appropriate character that is compatible with the city's future vision.

#### LAND USE CONCEPT PLAN

Auburn's comprehensive plan established a town center character area for what is the majority of the downtown study area, and Auburn's zoning code incorporates a Downtown Overlay for the entire area to give it a more defined character than the surrounding portions of the city. However, these are fairly broad approaches that do not focus on the arrangement of specific development types within the downtown area.

The Land Use Concept Plan for Downtown Auburn (Figure 2.1) provides guidance for the finer-grained arrangement of development types. This parcel based map focuses on the desired future land use categories that will be most supportive of Auburn's vision for a vibrant, mixed use downtown area. It reflects both the findings and recommendations gained from the Existing Conditions Analysis as well as input from public workshops and the public survey. This does not replace the future land use pattern of the comprehensive plan, but rather provides detail at the parcel level.



Conventional suburban sprawl - a disconnected pattern of development.

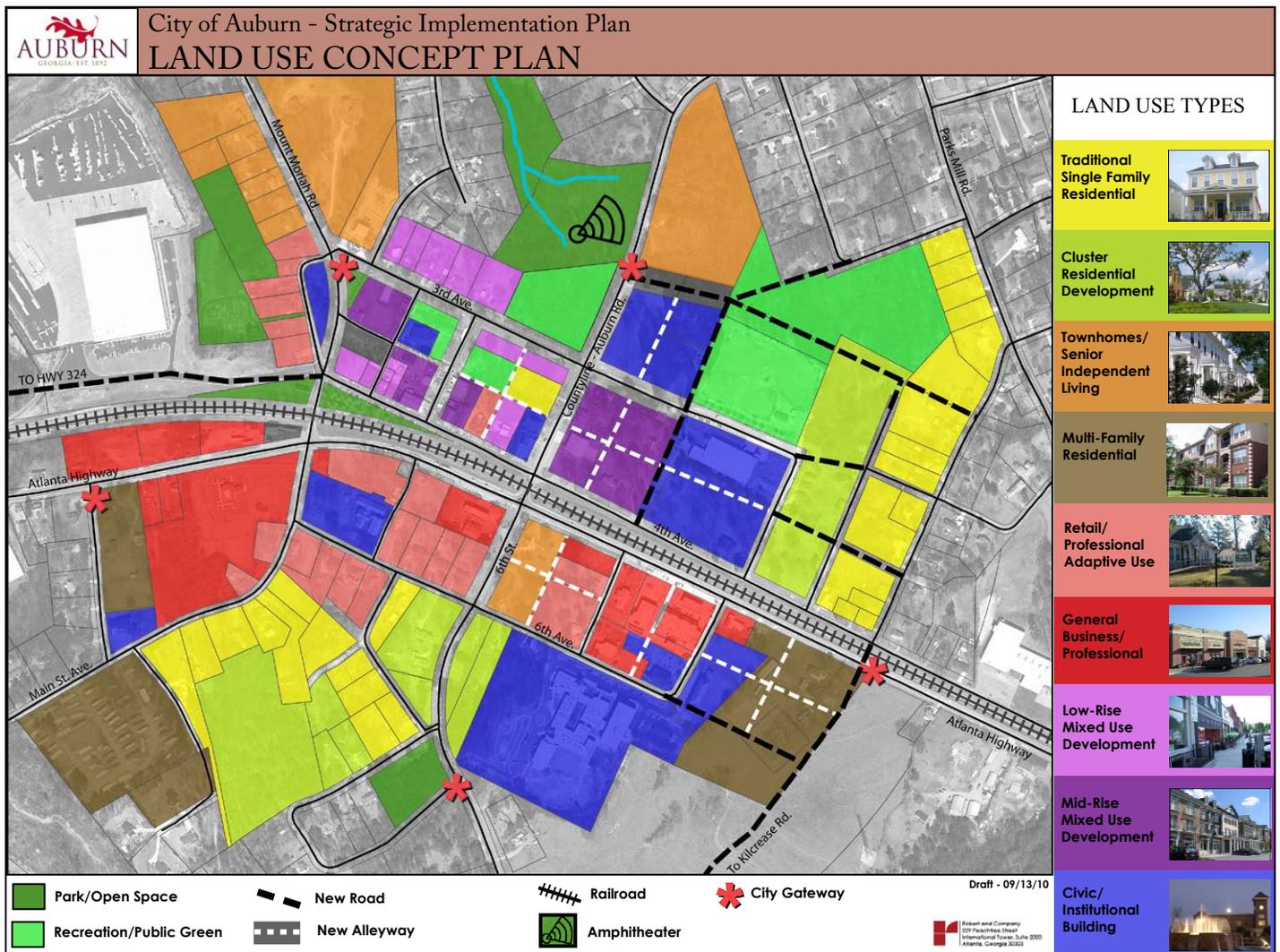


Auburn residents and leadership want to create a 'true place' with a sense of character.

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FIGURE 2.1: FUTURE LAND USE CONCEPT



In addition, the Land Use Concept also provides locations for:

- **City Gateways.** These areas are identified as entrances into the downtown area where monumental signage and landscaping enhancements will help create a sense of place entryway. It cues the visitor that they have 'arrived' in downtown Auburn.
- **Parks and Natural Open Spaces.** Parks and open space are vital to Auburn's character. Existing and new opportunities are shown.
- **New Road Connections.** These are new roadways or roadway connectors that will aid mobility and connectivity in the downtown area. These are discussed in more detail in the transportation section.
- **Alleyways.** New mid-block alleyways are also shown. These will provide access for parking and servicing in the block center, allowing these functions to be moved away from the streetscape
- **Amphitheater.** An amphitheater for live performances is desired by the city and its citizens to accommodate live performance and advance the arts community. The wooded and sloped site shown as a suggestion on the map is an ideal setting for this type of venue – the natural slope is necessary for an amphitheater, and the topography and wooded character help provide a sound buffer from the railroad tracks.

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**Traditional Single-Family Residential.** Single-family detached housing situated on small lots with small yard setbacks, rear or detached garages and a pedestrian streetscape. This should contrast with the conventional, sprawling development of areas located further out in Auburn and other parts of Barrow County.



**Residential Cluster Development.** Cluster development, also called cottage development, produces an arrangement of very small cottage homes centered on a common greenspace with other pedestrian amenities. Individual lots and yards are very small, in exchange for access to shared greenspaces and other amenities.



**Townhomes (incl. Senior Independent Living).** Quality single-family attached dwellings or senior independent living units in a townhome arrangement. This development type can accommodate density and vibrancy in a town center, and provide a housing option for young couples and empty nesters without sacrificing design quality.



**Multi-Family Residential.** Multi-family residential includes garden style apartment buildings, as well as condominiums. Where appropriate, multi-family buildings can incorporate some retail use on the ground floor to add a mixed-use element and amenities for owners or tenants of the building.



**Small Scale Retail/Professional, Adaptive Reuse.** This development type includes offices, restaurants and other services occupying former residential structures or new, standalone buildings that keep a residential character. This is particularly appropriate for historic residential buildings near a developing town center.



**General Business/Professional.** Low rise, conventional retail and professional offices in high-traffic areas that will receive most of its patronage from vehicular traffic. Quality design, landscaping and adequate pedestrian access should still be utilized. This type of development is most appropriate along Atlanta Highway, away from the town center core



**Low-Rise Mixed Use Development (1-2 Story)** This generally includes a horizontal mixing of uses, but may also include some opportunities for live-work or other second-level office or residential. This should produce a small town main street form of development. One story buildings should utilize parapet walls and tall minimum heights to create street enclosure.



**Mid-Rise Mixed Use Development (2-4 Story).** Mid-rise mixed use development should be used to create the dense core of the town center, adding a vertical mixing of uses, with ground level retail and office below 1-3 stories of residential or office spaces. Proximity of residential density to downtown will support existing business and drive demand for more.



**Civic/Institutional.** Includes government services, public and quasi-public services or spaces. Government offices, schools, libraries, community centers, museums, churches, police and fire stations are all examples of institutional use.

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The land use concept presents a land use pattern that will support a dense, mixed use town center district on the north side of the tracks, primarily between Mt. Moriah Rd., 3rd Avenue the railroad tracks and parcels fronting the west side of County Line Road.

New road connections shown will aim to further complete the grid pattern of streets and block originally intended for downtown Auburn. This will also provide additional alternative routes to improve traffic circulation. Some new road connections are also necessary to provide access to land areas that will be developed in the future.



New roads and alleyways help to further complete the plan of the city from 1882.

### RECOMMENDATIONS

The policies listed below are policy objectives or goals or guidelines provide the basis for future decision projects and decision-making. Action items are projects or other tangible actions that can be implemented.

#### Land Use and Urban Design Policies

1. Develop a well-defined, vibrant town center that gives downtown Auburn a true sense of place.
2. Encourage a mix of land uses in close proximity.
3. Promote compact development in Downtown Auburn to serve the community and visitors.
4. Establish higher densities in the core town center area with multi-story mixed-use development that will support local businesses.
5. Prioritize the reuse of already developed property before allowing vacant land farther from downtown to be developed.
6. Encourage pedestrian mobility by providing a system of sidewalks and trails that provide linkages to retail, government services, parks and recreation.
7. Eliminate voids in the downtown area. Encourage development of vacant or underutilized properties in the downtown with new mixed-use development supportive of the downtown vision.
8. Allow a variety of residential types in the downtown area, particularly north of the railroad. Provide the opportunity for townhomes, apartments, senior housing, and cluster single-family housing in central Auburn.
9. Continue to allow dense single-family residential in the downtown district, especially in the outer edges. Cluster developments – small lots with shared greenspace - are an ideal arrangement for newly developed single-family homes.
10. Redevelop the northern section of downtown with civic and private buildings that will help define a new park.
11. Redevelop 4th Avenue between Main St. and Myrtle St. into a mix of shopping, office, multifamily, and senior residences, and civic spaces

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### Land Use and Urban Design Projects/Action Items

1. Amend the zoning ordinance, subdivision regulations, and design guidelines to support the goals of the Strategic Implementation Plan .
2. Develop design guidelines for downtown that are not too restrictive, but ensure that new development is attractive, well built, and context-sensitive.

3. Rehabilitate and construct new buildings at key sites in Downtown Auburn (see concept illustrative plan on page 3). Recommended private sector projects include:

- Two-three story mixed use and retail buildings (including a signature restaurant) along 4th Avenue
- Three-four story mixed use building at corner of 3rd Avenue and Mount Moriah Road
- Mixed use development at 4th Avenue and Countyline-Auburn Road
- Two-three story retail/office building (behind City Hall where tennis courts are currently located)
- Live-work units along 3rd Avenue
- Townhomes in the northwest portion of the study area along Mount Moria Road

4. **Redevelop the existing mobile home park on Main Street as quality multi-family housing.** The community recognizes the importance of low-income housing, but there is a desire to also add new housing types in the downtown and adjacent areas. It is recommended the mobile home park on Main Street be redeveloped with a garden-style apartment complex (3-4 story buildings) with quality architecture and desirable amenities.



Cluster homes provide a dense urban arrangement of single-family homes that also provides usable open space.



A mobile home park off Main Street bordering the downtown area. A higher and better use for this area is recommended.

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**FIGURE 2.2: EXISTING VIEW OF 3RD AVENUE LOOKING WEST**



**FIGURE 2.3: PHOTO SIMULATION OF NEW IMPROVEMENTS ALONG 3RD AVENUE**

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**FIGURE 2.4: EXISTING VIEW OF 9TH AVENUE LOOKING NORTH**



**FIGURE 2.5: PHOTO SIMULATION OF NEW IMPROVEMENTS ALONG 9TH AVENUE**

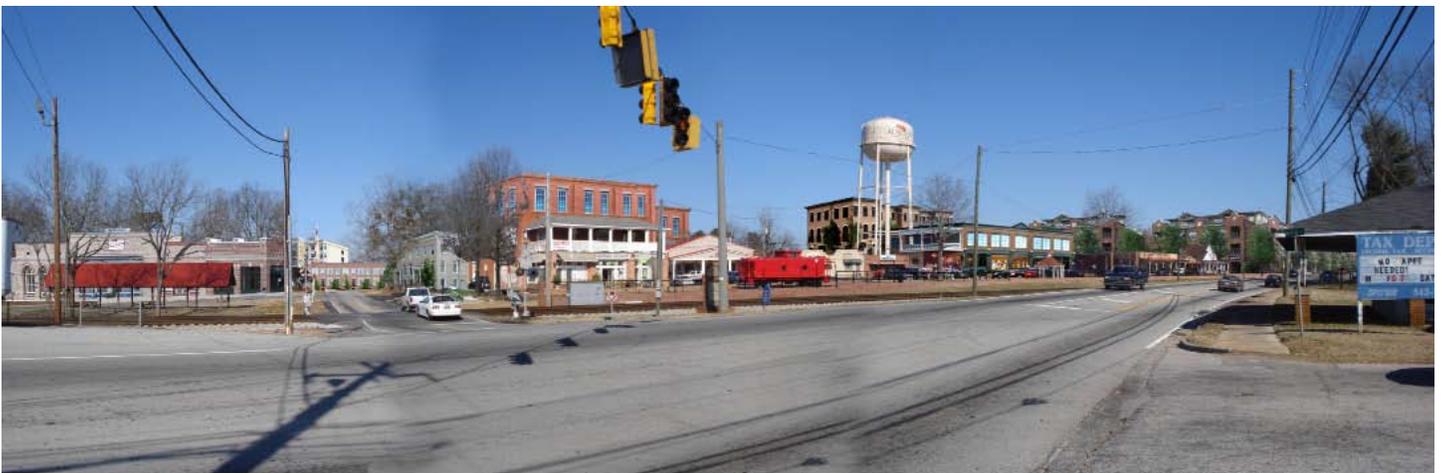
# Auburn Strategic Implementation Plan

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**FIGURE 2.6: EXISTING VIEW OF MOUNT MORIAH RD. AT ATLANTA HIGHWAY**



**FIGURE 2.7: PHOTO SIMULATIONS OF PROPOSED DOWNTOWN DEVELOPMENT AND IMPROVEMENTS**



# Auburn Strategic Implementation Plan

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### SECTION 3: DEVELOPMENT & MARKET STRATEGIES

Downtown Auburn has an opportunity to capitalize on existing and potential future market demands that will not be met in other areas. This will help bring vibrancy to the downtown area, provide local services for Auburn residents, and increase the local tax base.

Noell Consulting's Market Feasibility Report of downtown Auburn provides a detailed analysis of existing and future demand for housing, retail and services, and recommendations for taking advantage of future market opportunities.

The report provides a summary of the potentially supported development that could occur in downtown Auburn over the next 25 years under two scenarios. The based scenario projects future demand given the current infrastructure, services and policies that are in place. The Proactive scenario suggests a more involved approach from the city, the downtown development authority, business community and other local groups in a concerted and proactive approach to improving the downtown. Below is a table summarizing the expected demand through 2030 under the proactive scenario for an estimated 96.3 acres of net developable land in the downtown study area:

#### Preliminary Development Program, Proactive Scenario

| Land Use               | Units/Square Feet | Avg. Development Intensity | Acres | % Acres | Phase(s) |
|------------------------|-------------------|----------------------------|-------|---------|----------|
| Retail                 | 76,000 sf.        | 0.3 FAR                    | 5.8   | 6%      | 3+       |
| Office                 | 85,000 sf.        | 0.3 FAR                    | 6.5   | 7%      | 3+       |
| Townhomes              | 150 units         | 14 units/acre              | 10.7  | 11%     | 3+       |
| Apartments             | 400 units         | 22 units/acre              | 18.2  | 19%     | 1, 4-5   |
| Senior Housing (ILF)   | 150 units         | 18 units/acre              | 8.3   | 9%      | 1-2      |
| Civic (Additional)     | 20,000 sf.        | 0.3 FAR                    | 1.5   | 1.5%    | 1+       |
| Single Family          | 200 units         | 5 units/acre               | 40    | 42%     | 2-3, 5+  |
| Condos over Commercial | 20 – 40 units     | N/A                        | 0.0   | 0%      | 4 or 5+  |
| Lodging                | 6 – 20 units      | N/A                        | 2     | 2%      | 3+       |
| Additional Open Space  | N/A               | N/A                        | 3.7   | 4%      | 1+       |
| TOTAL                  |                   |                            | 96.3  | 100%    |          |

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### PLACEMAKING

Proactive placemaking will be of the utmost importance for the future development of downtown Auburn. Suburban centers have suffered the most with the economic downturn. A lack of placemaking has resulted in limited loyalty, sense of community pride, and identity in many of the high-growth suburbs.

A city that possesses the following attributes will reap the rewards of sustainable and unique character, loyalty, higher esteem, improved employment and household growth, and increased private development:

- Proactiveness and planning for sustainable and quality growth;
- Open to good change;
- Willingness to invest time to define a clear future vision and use that vision to guide future efforts;
- Willingness to work with businesses, citizens and developers;
- Resourceful, amenable to, and capable of leveraging its own funds to secure other public funds and private investment.

Auburn lacks significant non-residential development. This coupled with the amount of vacant or underutilized land area in the downtown, presents an opportunity that is close to 'clean slate' for Auburn to define a vision for the downtown and have more control over its development and execution. Auburn should continue to pursue placemaking approach to downtown development to further establish a true town center with the following attributes and policies:

- Appropriately and deliberately scaled and phased;
- Remain true to the defined vision for an intimate, quaint, small-town atmosphere;
- Held to a high standard of quality and common architectural vernacular;
- Inclusive of a mix of uses that render downtown Auburn an asset for a variety of purposes and all age ranges: a gathering place, an event space, a location of commerce, a dining destination, a place to play, and a place to call home.

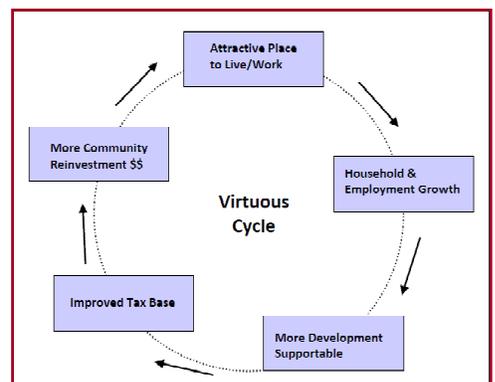
### Virtuous Cycle

With a successful placemaking effort, the new downtown Auburn will be a source of pride, identity, loyalty and activity for City citizens, visitors and patrons. Downtown will enjoy a much higher likelihood of sustaining vibrancy, withstanding the test of time, and influencing a virtuous cycle:

A true place with more housing options, services, dining => More attractive place to live and work => Greater household growth => Ability to support more development => Improved sales base and property values => Improved City revenue for reinvestment into community => More attractive place to live . . . and so on . . .



Downtown Auburn has plenty of room for infill growth. This presents a good opportunity to ensure new development fits the City's vision.



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### PHASING RECOMMENDATIONS: DOWNTOWN AUBURN DEVELOPMENT

Given the 25 year horizon of these market demands and the current economic climate, not all of the suggested development should or can occur at once. The development strategies are therefore suggested over a number of phases over different periods of time. This phasing is not a strict blueprint, rather more of a guide for what types of developments will be supportable over time, and the appropriate order. These are based on the Proactive approach.

The following is a summary of the recommended framework for phased growth and timing of development in downtown Auburn. The full version of the phasing recommendations are available in the Market Feasibility Report.

#### PHASE I (THROUGH 2012)

The first phase recognizes that the real estate market distress and tight lending conditions will likely remain in place through 2012, and this phase is essentially a recovery period. While it is anticipated that very limited growth will occur in this stage, this is also an ideal time for Auburn to be proactive in developing policies and regulatory frameworks that will accommodate quality development once growth and development activity begin to renew.

#### **Private Development (Commercial, Residential, Office)**

It is unlikely that much new development will occur during this time frame; however, rehabilitation and adaptive reuse of existing structures are feasible, and should be encouraged and incentivized. There is enough current demand for an additional restaurant in downtown, and this should be encouraged in the town center area. Pursuit of a developer for a senior/independent living facility should occur at this stage for construction in Phase II.

#### **Public Investment**

This is also a good phase to fund public investment, such as streetscape improvements, new signage, sidewalks and bikeways, parks and other new public spaces. Grants and other funding opportunities should be heavily sought after during this time. The City may want to add a new cultural arts center or community events center to their repertoire, particularly through an historic rehab, building off recent efforts to promote the arts in Auburn.



Downtown Auburn has a number of historic properties that are underutilized and could be rehabilitated for new adapted uses.



Auburn should aim for a signature restaurant for the downtown area in the first phase.



Investment in public spaces will help draw new residents and business to the downtown.

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### PHASE II (2012 – 2015)

This phase should begin leveraging renewed demand for residential development so there is a quick boost to the number of residents and rooftops in downtown Auburn, which will in turn support other types of development. This phase of residences will begin to define the architectural character of downtown Auburn, so quality and design will be very important in this stage.

#### **Residential**

As mentioned in the Community Assessment chapter, Auburn has an opportunity to capitalize on the lack of senior assisted living and independent living in Barrow County. Phase II would be an appropriate time to bring a senior-oriented development online. A development of up to 150 units should be supportable during this time period, and will help establish a population supportive of local retail and services.

The active pursuit of additional housing opportunities should also be sought during this time. Small lot single-family homes (as many as 50-75 units), and 2 or 3-story garden-style apartment complexes are appropriate at this time. Single-family homes in this phase should be small-lot (40' to 50' width), and priced to target young couples, empty nesters, and new families.

#### **Office & Retail**

New retail and office opportunities during this time should be small-scale and primarily consist of re-use opportunities. These developments should come online as demand is created and supported by additional residential development.

#### **Public Projects**

Continue investment in the downtown area to keep momentum going for the downtown area. Investment in signage, wayfinding, streetscapes, pedestrian connections, and parking additions or reconfigurations are recommended.

Continue heavy event programming in the downtown area, and begin incorporating promotions of downtown businesses, especially restaurants, in event plans.

**Funding Tools:** If a Tax Allocation District (TAD) is considered, it should be implemented early in this phase before most residential development.



Small, quality single-family residences are recommended in the early stages of new development.



Garden-style apartment building.



Rehabilitation of existing buildings will be most appropriate for retail and office use in the early development phases.

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### PHASE III (2015 – 2020)

During this phase new retail and office construction should be introduced in Downtown Auburn, creating a more vibrant town center with employment, services, retail and other amenities. This phase is also appropriate for bringing in attached residential units.

#### **Residential**

Approximately 25 to 40 townhome units at a density of approximately 12 to 14 units per acre should be supportable during this time period. Townhomes developed during this stage should be value-priced, targeting first-time homebuyers and some empty-nesters.

#### **Retail & Office**

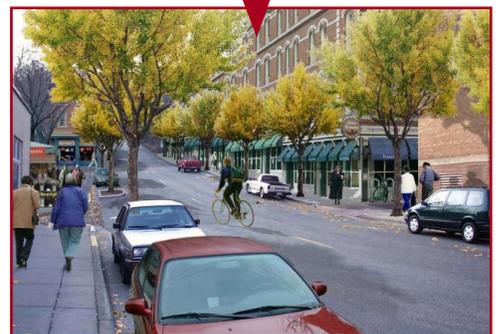
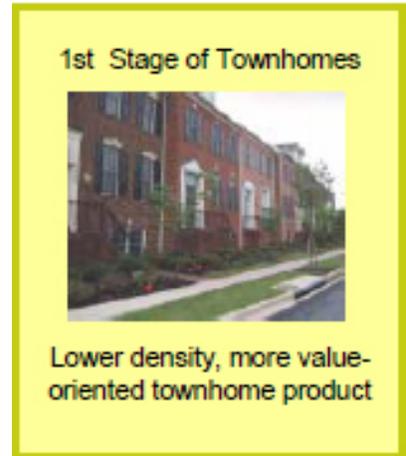
This time period should support up to 50,000 square feet of new retail and office opportunities, and should adhere to Auburn's vision plan, but with reasonable flexibility to make the project work. Encourage completion of retail and office in 10,000 to 25,000 square foot increments to achieve lease-up before more space comes online.

#### **Public Projects**

Improve all areas of walkable access between centers of activity; increase widths of sidewalks as new commercial space is constructed. Provide additional vehicular connections and access to ensure adequate circulation in the downtown area.

Further efforts in branding and marketing downtown. In event planning, focus on new and creative ways to boost downtown businesses with events such as restaurant weeks, 'Taste of Auburn', etc.

**Funding Tools:** Make appropriate plans a reality - this may include the use of Enterprise Zones and Urban Redevelopment Agency powers.



Ensure that new commercial development fits with the city's town center vision, and continue to invest in streetscape enhancements and other public projects that enhance character of the public realm.

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### PHASE IV (2020 – 2025)

The focus of this phase should be sustained commercial development and momentum. Development, both commercial and residential, should begin increasing in density and verticality to start creating a mixed-use, downtown village.

#### **Residential**

Higher-end, higher-density apartments should come online during this phase, as well as condominiums over retail or office space. A second phase of townhomes (up to 40-50 units) of slightly higher quality and density than the first wave of townhomes, targeting moderate to upper-moderate incomes willing to trade off a yard for proximity to downtown amenities.

#### **Retail and Office**

An additional 61,000 square feet of retail and office space is supportable during this time period. It is anticipated that some lodging may be supported at this time as well in the form of a boutique inn or bed and breakfast.

#### **Lodging**

This would be an appropriate phase to introduce a small-scale, boutique lodging facility, such as an inn or bed & breakfast.

#### **Public Projects**

Another dedicated civic use facility, such as a playhouse or theater may be warranted at this time. Continue City investment and efforts in pedestrian access and mobility, vehicular connectivity, public space improvements, civic uses and events.

#### 2nd Stage of Townhomes



Slightly higher density, more bells and whistles, higher price point.



Density and quality of multi-family development should increase during later stages. Incorporating ground level retail will add further mix of uses.



Small, boutique lodging, such as this inn in Clarksville, GA should be supportable at this stage and would provide a valued asset for the downtown area.

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### PHASE V (2025- 2035)

At this point, downtown Auburn should be well established, and considered a lifestyle location. Continue strong character development and a focus on placemaking. Continue to push density and incorporate higher quality residential development in downtown.

#### **Residential**

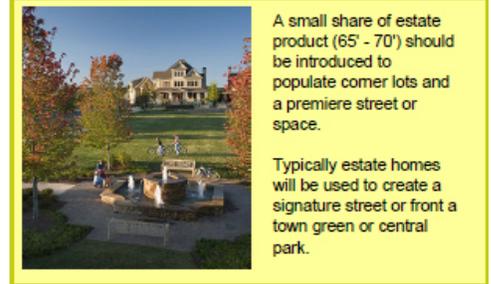
During this final 10-year period, a second wave of single-family homes can be supported at this time. Approximately 125 to 150 single family residences should be introduced during this time period, with higher quality and greater architectural interest than the first phase. A small share of these new homes should be larger estate homes, either on a premier street or in centered around a town green. The third stage of townhomes should be brought in during this phase. During this phase, new commercial development should be encouraged or required to incorporate residential units above commercial space, depending on the market demand.

#### **Retail and Office**

There should be demand for another 61,000 square feet of office and/or retail during this phase. Mixed-used developments should be highly sought over standalone uses.

#### **Public Projects**

Another dedicated civic use facility, such as a playhouse or theater may be warranted at this time. Continue City investment and efforts in pedestrian access and mobility, vehicular connectivity, public space improvements, civic uses and events.



Higher-end townhomes are appropriate during this phase. Some should be luxury quality and provide amenities such as courtyards.



By this stage, all commercial development in the town center area should encourage mixed-use elements, preferably incorporating residential units.

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### PHASING MATRIX

| Land Use                                | Total Units  | Price Point               | Annual Absorption | Sell-Out or Lease-up          | Development Intensity  |
|---|--|---------------------------|-------------------|-------------------------------|------------------------|
| <b>Phase I: Through 2012</b>            |  |                           |                   |                               |                        |
| Retail/Office                           | <i>Limited to Re-use of Existing Structures - focus on securing signature restaurant</i>     |                           |                   |                               |                        |
| Civic                                   | <i>Add Cultural Arts Center and/or Community Events Center to Repertoire</i>                 |                           |                   |                               |                        |
| <b>Phase II: 2013-2015</b>              |  |                           |                   |                               |                        |
| Senior Housing /Independent Living      | 150  | Market Competitive        | 75 - 100 units    | 1 to 2 years                  | 18 units/acre          |
| Single-Family Homes: 40' - 50'          | 50 - 75  | \$175,000 to \$350,000    | 26 units          | 2 to 3 years                  | 5 to 6 units/acre      |
| Apartments - 2 Phases More Conventional | 200 (100/phase)  | \$700 to \$1200 per month | 55 units          | 3 to 4 years; 1-2 years/phase | 20 units/acre          |
| Retail/Office                           | <i>Limited to reuse of existing structures - focus on restaurants and small professional</i> |                           |                   |                               |                        |
| Civic                                   | <i>YMCA or Community Fitness Facility</i>  |                           |                   |                               |                        |
| <b>Phase III: 2015 - 2020</b>           |  |                           |                   |                               |                        |
| Townhomes (Entry Level)                 | 25 - 30  | \$150,000 to \$250,000    | 7 units           | 3 to 4 years                  | 12 to 14 units/acre    |
| Retail/Office                           | 50,000 sf.   | N/A                       | 10,000 sf.        | 5 years                       | 0.30 F.A.R.            |
| <b>Phase IV: 2020- 2025</b>             |  |                           |                   |                               |                        |
| Apartments: Higher-End, Lifestyle       | 200 (100/phase)  | \$900+/month              | 75 units          | 3 to 4 years 1-2 years/phase  | 24 units/acre          |
| Townhomes: Moderate                     | 40 to 50   | \$200,000+                | 7 units           | 6 to 7 years                  | 14 to 16 units/acre    |
| Retail/Office                           | 61,000 sf.   | N/A                       | 10,000 sf.        | 6 years                       | 0.30 F.A.R.            |
| Lodging                                 | <i>Expect interest to be expressed from a local owner to open B&amp;B or boutique inn</i>    |                           |                   |                               |                        |
| Civic                                   | <i>Appropriate timing to add another civic use, such as a playhouse or theater</i>           |                           |                   |                               |                        |
| <b>Phase V: 2025- 2030</b>              |  |                           |                   |                               |                        |
| Single-Family: 40' to 50'               | 125 - 150  | \$225,000+                | 45 to 55 units    | 3 years                       | 4 to 5 units/acre      |
| Townhomes, High-end, Lifestyle          | 30   | \$350,000+                | 5 units           | 6 years                       | 10 to 12 units/acre    |
| Townhomes, Higher Density, Lifestyle    | 30 to 55   | \$225,000 to \$350,000    | 7 units           | 4 to 8 years                  | 16 to 18 units/acre    |
| Condominiums                            | 20 to 40   | \$150,000+                | 9 units           | 3 to 5 years                  | N/A - above commercial |
| Retail/Office                           | 61,000 sf.   | N/A                       | 10,000 sf.        | 6 years                       | 0.30 F.A.R.            |

### SECTION 4: HISTORIC RESOURCES

#### ARCHITECTURAL AND HISTORIC RESOURCES

Auburn's long history is manifested in its historic buildings and urban form as a traditional Georgia railroad town laid out in a unique 2-part shifted grid at a bend in the rail lines. The historic resources identified within the Auburn Downtown National Register Historic District are a unique and irreplaceable asset that embody the City's origins. The following recommendations will help to protect and enhance the city's historic features and character for future generations. Saving and respecting these resources and using them as inspiration for new development will ensure that Auburn remains a special place to live and visit.

#### Architectural and Historic Resource Policies

- 1. Preserve contributing properties and the original town plan found in the National Register Historic District, and encourage adaptive reuse of those structures where possible.** Preserving the historic core and buildings from decay and demolition is crucial for managing and promoting the history as a "baseline" of the community. Activities such as road widening, insensitive alterations or removing historic material, moving structures and imposed development may cause a potential adverse affect upon the significant traits, or "context," that defines the character of Auburn. Every historic resource has a connection to its own "sense of place." When any one part is altered, or the environment surrounding the resources can no longer be identified, then the connection to, and the definition of, the sense of place of the greater whole can be permanently lost.
- 2. Promote state and federal financial incentives for historic preservation.** Formal and informal efforts by the City and Downtown Development Authority should advertise existing state and federal incentives for helping property owners preserve their buildings. This is the direct benefit for being included in a National Register Historic District.
- 3. Use historic styles found in the region as a basis for future development compatible with existing historic buildings.** Queen Anne-influenced and Craftsman-influenced styles are listed as significant architectural styles to Auburn, corresponding to the district's period of



The boundaries of the Auburn National Register Historic District.



Scale of a commercial buildings in the center of the Auburn Historic District. There are vacant lots downtown and unfortunately long surfaces of brick walls that are currently detracting from visitors and commercial activity on 4th Avenue. More traditional storefronts, street trees and a retail environment are needed.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

significance from the 1890s to 1920s. New development should follow the forms and styles from this period, as well as architectural styles of significance up to 1949.

4. **“Grow inward” with density and more “vertical mixed use” buildings outward from the traditional downtown.** Historic districts should be allowed to grow as any other traditional, Georgia railroad town would have. As more residents settle in this part of Barrow County the most traditional and historic way to allow more density downtown is avoid “suburban” style development within the downtown master plan area. Study other Georgia railroad communities with a similar downtown set to one side of the tracks. Step up density as developments occur back from the city center so that a “progression” of buildings is sensed back from the historic center. Taller buildings can look onto the smaller scaled buildings and look into downtown toward the tracks or north toward a town green. 4th Avenue should not become a “wall” of buildings. The traditional, historic lot sizes will dictate the massing and scale of future developments in downtown, thus using history to continue to define a unique “Auburn” environment.

5. **Historic districts demand “quality over quantity”.** Historic districts and downtown, pedestrian oriented retail districts are more human scale and can be more expensive to continue repairing or replacing buildings. Construction in the most public part of the City should represent the quality and variety that your community wants to see from all builders and materials should be installed for their longevity (such as brick over Exterior Insulating Finishing Systems or granite over synthetic veneers). Signs, awnings and window displays should focus on detail of their craftsmanship and creativity. The passer-by will be strolling rather than driving in a fast car so materials should not be bold or bulky and awnings should have at minimum 5 feet of projection to shade the window shopper. Make sure loft or upper floor residential have more amenities built-in as a trade off for the train whistles and bustle of the street.



Streetscape and facade improvements in Brunswick, GA have created an attractive pedestrian-oriented retail district.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

### Actions and Projects

#### 1. Pursue the creation of design guidelines for Downtown Auburn.

Develop design guidelines and a process of review that are not restrictive, but guiding. This will ensure that new development is attractive, well built, and context-sensitive. This includes the following recommendations:

- Basis and context should be thoroughly established. Period of significance of forms and styles of architecture should be included from 1880s to 1949.
- The NRHD boundary should be showed and referenced in the design guidelines.
- Focus should include both commercial and residential architectural forms
- Building form guidelines should include roofs, heights, fenestration, etc.
- Guidelines for storefronts including bulkhead heights, windows, etc.
- Reference should be made to encourage “best practices” for the maintenance and retention of any original historic components and materials of the “contributing” historic structures.
- Secretary of the Interior’s Standards should be referenced and inserted where appropriate.
- Information on how to take advantage of historic preservation-based tax incentive programs for contributing properties within the NRHD.

2. **Install historic markers at historic buildings and sites throughout the study area.** Historic markers will educate the public about Auburn’s history to promote awareness and preservation.

3. **Reexamine the boundaries of the National Registered Historic District.** There are several properties that should be considered for inclusion in the district (or for individual listing to the NRHP), including the R&R Building, the Hawthorne House, and several additional residences. These should be included with an expansion of the boundary or as sites just outside the existing district tied to the historic period of significance on record. However, only properties listed on the NRHP can take full advantage of all the monetary and tax benefits offered.



Three of the most common house types and styles can be seen standing next to each other, from different periods along 6th Avenue, within the Auburn Historic District. (From foreground, back) Craftsman front gable bungalow, Folk Victorian gable-wing cottage (has second, parallel running gable addition), and a Craftsman one-story hipped roof cottage.



Historic markers help educate the public about important historic events and places.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

**4. Create a Local Historic District Designation.** A boundary similar to the National Registered Historic District may be expanded and designated a Local Historic District. The City of Auburn may set local review standards for certain local protections such as granting building permits, land use and zoning controls, or Certificates of Occupancy. An independent design review board (to work along side, yet outside of City Planning) should be created to review modifications or infill changes to properties in the downtown district. Traditionally this is a task for the Downtown Development Authority and it is worked in concert with a city Historic Preservation Ordinance.



Wayfinding signage can help travelers locate downtown and important sites.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

### SECTION 5. TRANSPORTATION & PEDESTRIAN ENVIRONMENT

#### TRIP GENERATION

In assessing the potential impact of town center redevelopment, it is important to consider the traffic likely to be generated by development proposals. While this study does not include a detailed traffic impact analysis, it is possible to make some comparisons of trips generated by different land use scenarios. The Institute of Transportation Engineers (ITE) publishes standardized rates of trip generation resulting from various land uses. These trip generation rates serve as a proxy for automobile traffic estimates, since the majority of trips are conducted by car. However, mixed use districts that accommodate alternative modes of transportation are likely to show a larger share of trips conducted by walking and biking. Tables 5.1 and 5.2 provide a comparison of the estimated number of trips generated by the downtown development scenarios included in the Market Feasibility element of this report. The baseline scenario included in the market feasibility analysis would lead to approximately an additional 9,685 daily trips, with 793 occurring at peak hour. In contrast, the proactive development scenario, which proposes more intensive mixed use development in the town center, would increase traffic by 11,941 daily trips, with 992 occurring at peak hour. The proactive scenario represents a 23% marginal increase in daily trip generation over the baseline scenario. Additional event traffic would likely be generated by the proposed amphitheater and sports facilities.



Mobility is limited with the railroad bisecting downtown. A new grade-separated crossing is needed in the near future to alleviate traffic issues.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

**Table 5.1: Estimated Trip Generation - Baseline Development Scenario**

| Land Use                 | Units/Square Feet | PM Peak Trips | Total Daily Trips |
|--------------------------|-------------------|---------------|-------------------|
| Retail                   | 48,000 Sq. Ft.    | 162           | 2,061             |
| Office                   | 66,000 Sq. Ft.    | 98            | 727               |
| Townhomes                | 75 Units          | 39            | 436               |
| Apartments               | 400 Units         | 248           | 2,660             |
| Senior Housing           | 150 Units         | 24            | 522               |
| Civic (Additional)       | 20,000 Sq. Ft.    | 24            | 1,379             |
| Single Family            | 190 Units         | 192           | 1,818             |
| Condominiums (Mixed-Use) | 0                 | 0             | 0                 |
| Lodging                  | 10 Rooms          | 6             | 82                |
| <b>Total</b>             | --                | 793           | 9,685             |

Source: ITE Trip Generation Report 8th Ed.

**Table 5.2: Estimated Trip Generation - Proactive Development Scenario**

| Land Use                 | Units/Square Feet | PM Peak Trips | Total Daily Trips |
|--------------------------|-------------------|---------------|-------------------|
| Retail                   | 76,000 Sq. Ft.    | 256           | 3,263             |
| Office                   | 85,000 Sq. Ft.    | 127           | 936               |
| Townhomes                | 150 Units         | 78            | 872               |
| Apartments               | 400 Units         | 248           | 2,660             |
| Senior Housing           | 150 Units         | 24            | 522               |
| Civic (Additional)       | 20,000 Sq. Ft.    | 24            | 1,379             |
| Single Family            | 200 Units         | 202           | 1,914             |
| Condominiums (Mixed-Use) | 40                | 21            | 232               |
| Lodging                  | 20 Rooms          | 12            | 163               |
| <b>Total</b>             | --                | 992           | 11,941            |

Source: ITE Trip Generation Report 8th Ed.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

### TRANSPORTATION POLICIES

The following transportation policies represent design principles, goals, and strategies intended to enhance the downtown Auburn study area as the focal point of the community. While the city's transportation needs are intrinsically linked to the regional transportation network, special design practices and streetscape amenities are recommended for the study area. As a livable center, downtown Auburn must provide a vibrant pedestrian environment, accommodate multi-modal transportation options, and serve a mixture of land uses.

#### 1. Promote Walkability in the Town Center

- Provide safe pedestrian crossings and circulation within the downtown study area.
- Provide sidewalks on all streets within the downtown study area.
- Include design elements to separate pedestrians from moving traffic, such as curb parking and a streetside furnishing zone.

#### 2. Improve Regional Mobility and Mitigate Traffic Impacts

- Coordinate road improvements with state and regional transportation planning.
- Work with county officials and the Georgia DOT to identify transportation improvements that mitigate traffic while protecting community character.
- Identify potential grade-separated rail crossing point that would not negatively impact the downtown Auburn Study Area.
- Implement traffic calming measures in order to reduce the speed of traffic through the downtown.
- Identify freight routes in order to mitigate the impact of truck traffic on the downtown.

#### 3. Serve Multiple Modes of Transportation

- Adopt a "Complete Streets" approach to roadway design in order to facilitate safe access and mobility for pedestrians, bicyclists, and transit.
- Provide accessible transportation options for people of all age groups and abilities.
- Consider the need for pedestrian, bicycle, and transit accommodations when planning for road improvements.



Streetscape amenities such as sidewalks, street furniture, and crosswalks enhance the pedestrian environment and support Main Street style retail.



A "Complete Streets" approach to roadway design will help facilitate safer mobility in downtown.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

- Identify a network of corridors suitable for bicycling and provide bicycle amenities, such as signage and bicycle lanes.
- Encourage commercial, mixed-use, and multi-family development to provide bicycle racks
- Identify opportunities for multi-use trails linking downtown Auburn to a regional trail system, such as the proposed trail along the railroad right-of-way.
- Support efforts for a commuter rail station in Auburn at the future Auburn Station development.

#### 4. Serve and Compliment Mixed Use Development

- Encourage roadway design that contributes to the long-term economic vitality of the city.
- Encourage shared parking for complementary land uses, such as office, retail, civic, and residential, which have peak demand at different times of day or week.

#### 5. Encourage Network Connectivity

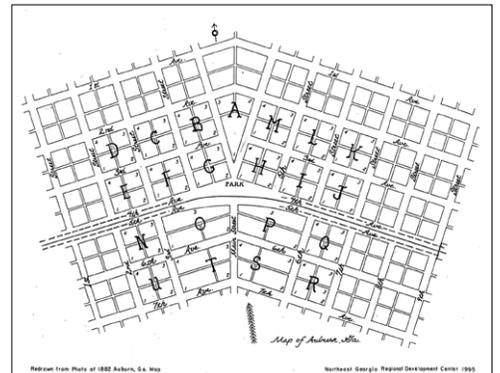
- Improve connectivity between north and south Auburn across the railroad tracks.
- Provide connections to and between neighborhoods, activity centers, and community facilities.
- Provide a gridlike pattern of continuous thoroughfares except as precluded by major barriers such as topography, water bodies, and railways.
- Efficiently accommodate emergency vehicles, providing multiple routes to each block.
- Encourage short distances between intersections in order to provide choices of routes, reduce travel distances, and encourage walking and biking.

#### 6. Ensure that the Transportation Network is Intuitive and Comprehensive to the Average Traveler

- Provide wayfinding signage in order to direct travelers to downtown Auburn and major surrounding transportation routes.
- Provide gateway signage at key access points into the study area as a means of distinguishing the town center as the heart of Auburn.
- Use enhanced streetscapes and visual indicators (such as colored pavers) to reinforce the pedestrian-friendly quality of the town center.



Multi-use trails like the Silver Comet Trail have been developed along Railroad right-of-way.



The historic 1890 town plan for Auburn featured a grid pattern of interconnected streets.



Existing wayfinding sign leading travelers to the Auburn Ball Park.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

- Communicate the intended functions of individual roads through design characteristics and appearance.

### 7. Encourage Parking Design that Enhances Walkability and the Downtown Mixed Use Environment.

- Encourage on-street parking as a means of shielding pedestrians from traffic.
- Encourage rear and side-lot parking configurations with small building setbacks.
- Promote the use public parking areas with new directional signage.

### 8. Encourage Sustainable Development

- The street network should follow natural topographic features and avoid adverse impacts to natural resources.
- Provide alternatives to automobile travel, such as walking, biking, transit, and ride sharing.
- Street trees and landscaping should be planted within the town center in order to improve aesthetics and encourage pedestrian activity.
- Encourage the use of permeable pavers in parking areas in order to reduce stormwater runoff.

## RECOMMENDATIONS

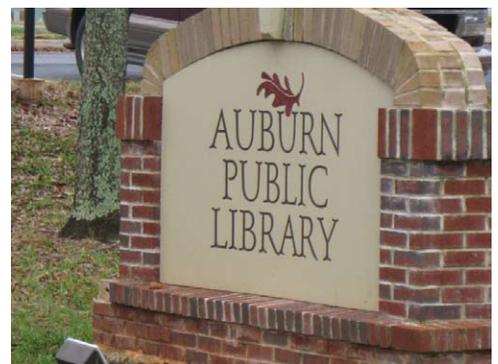
Several transportation improvements are recommended in order to complement the development proposed in the downtown master plan and implement the recommended goals and strategies. In addition to the improvements recommended in previous transportation studies, the Auburn Strategic Implementation Plan seeks to identify the projects needed to support walkable town center development. Recommended improvements have been classified as short term (0-5 years), intermediate term (6-10 years), and long term (11-20 years). Generally, town center streetscapes within the northern portion of the study area were classified as short term priority items. Sidewalks within the southern portion of the study area were classified as intermediate term. Road capacity improvements and proposed new road alignments were classified as long term potential projects. Detailed cost estimates have been developed for recommended downtown streetscapes, including elements such as milling, repaving, and pavement expansion to accommodate on-street parking, street lighting, tree planting, curb and gutter, and stormwater collection facilities. See Part 3: Implementation for cost estimates and funding options.



Consolidated off-street public parking will be to the rear and sides of buildings.



Distinctive signage for parking and information can be used to make the downtown more comprehensible and intuitive.



Auburn has a consistent logo and sign style to be continued throughout the community.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

### 1. Road Capacity and Operational Improvements

The City of Auburn faces several traffic issues that are likely to require road capacity and operational improvements. In the coming years, rapid suburban development in Barrow County and Gwinnett County is likely to outstrip the capacity of the local transportation system. As noted in the previous section on future level of service (LOS), Atlanta Highway (GA-8) is projected to reach a LOS of F by 2030, indicating severe traffic and delays. Several improvements are recommended along Atlanta Highway (GA-8) to alleviate this projected LOS, including operational improvements (signalization) between Hills Shop Road (GA-324) and Mount Moriah Road, and capacity improvements (widening) between Mount Moriah Road and Carl-Midway Church Road. Extended turn lanes are also recommended along Atlanta Highway at railroad crossing points in order to allow for stacking of cars as trains pass through the downtown. These improvements would increase the LOS along Atlanta Highway to C or better, with the exception of the segment east of the intersection of Hills Shop Road and Atlanta Highway (LOS D).

In addition to the east-west capacity challenges posed by increasing traffic, the City of Auburn also faces north-south capacity and connectivity issues. While the proposed West Winder Bypass will alleviate some of the traffic passing between the GA-316 and I-85 corridors, north-south traffic along Mount Moriah Road is projected to exceed capacity by 2030. Widening of this corridor to four lanes is recommended in order to provide additional north-south capacity. Etheridge Road is also recommended for widening in order to serve as a collector between Atlanta Highway and Mount Moriah Road. In order to provide an additional grade-separated railroad crossing that would not negatively impact downtown Auburn, an overpass or underpass is recommended for the intersection of Etheridge Road and Atlanta Highway.

- Atlanta Highway (GA-8) – Operational improvements from GA-324 to Mount Moriah Road
- Atlanta Highway (GA-8) and Etheridge Road – Grade-separated railroad crossing.
- Mount Moriah Road – Capacity improvements from Atlanta Highway to Gwinnett County.



The poor road crossing and pedestrian features along Countyline - Auburn Road should be improved.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

### 2. New Roads

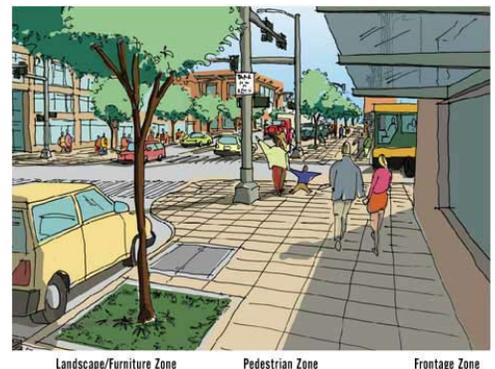
Several new roads have been proposed as a means of re-establishing the original planned grid layout of downtown Auburn. (See Future Land Use Concept) In order to enhance the pedestrian environment of downtown Auburn, it is important to provide relatively small block lengths. Ideally, block lengths in walkable districts should be between 200-600 feet. In addition, the proposed grid street pattern provides maximum connectivity and multiple routes to each destination. These new roads also have the potential to open up new development opportunities and support downtown businesses. Of these potential new roads it is most important to provide linkages to community facilities and retail. For example the proposed new road running parallel to Countyline-Auburn Road (North 7th Street) would provide additional linkages to the city's downtown recreational amenities as well as additional commercial frontage for mixed use development. Next, an extension of 3rd Ave to align with 2nd Ave is proposed as a means of providing a continuous east-west connection parallel to 4th Ave. Concurrent traffic calming along this linkage is recommended to minimize the impact of traffic traveling between Mount Moriah and Parks Mill Road. On the south side of the Study Area, an extension of Myrtle Street over the railroad to meet up with Kilcrease Road is recommended as a means of providing additional north-south connectivity and diverting traffic around the downtown. This new railroad crossing point would serve as a key gateway intersection into downtown Auburn.

### 3. Pedestrian Improvements

Generally, sidewalks should be provided on both sides of the street throughout the downtown study area, with the exception of the north side of Atlanta Highway along the railroad tracks. Priority for pedestrian improvements is recommended for the northern portion of the study area in support of proposed mixed use redevelopment and recreational amenities. In the southern portion of the study area, priority sidewalk improvements are recommended along 6th Avenue, 6th Street, and College Street in order to provide a safe route to the elementary school.



Crosswalks with textured paving will alert drivers that the roadway is to be shared with pedestrians.



Streetscape functional zones from City of Seattle design criteria.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

Streetscapes along each roadway should provide the following distinct streetside functional zones:

- **Edge zone** – The area between the curb face and the furnishing zone that provides separation between objects and activities in the streetside and vehicles in the street.
- **Furnishings zone** – The area of the streetside that provides a buffer between pedestrians and vehicles, which contains landscaping, public street furniture, transit stops, public signage, and utilities.
- **Throughway zone** – The walking zone that must remain clear for the movement of pedestrians.
- **Frontage zone** – The distance between the throughway zone and the building front or private property line that is used to buffer pedestrians from window shoppers and doorways. The frontage zone can be used for street café seating, private street furniture, private signage, and retail displays.

Sidewalk improvements in downtown Auburn should be coordinated with overall streetscape design and best practices. Streetscapes should be designed to follow Americans with Disabilities Act Accessibility Guidelines and Public Rights-of-Way Accessibility Guidelines. Special consideration should be provided for areas where sidewalks cross driveways and alleys. Special materials, colors, textures, and markings along sidewalk/driveway crossings can be used to alert motorists that they are traversing a pedestrian zone. Likewise, the elevation of the sidewalk should be maintained through driveway intersections. Curb extensions can be installed at street crossings in order to shorten the distance pedestrians are exposed to traffic. Sidewalks should provide straight, convenient connections between public space, private businesses, and residences. Utilities, street trees, street furniture, signage, and retail displays should not block the pedestrian throughway.

#### 4. Bicycle Improvements

Bicycle accessibility and safety improvements are recommended to provide an alternative means of transportation as well as recreational and fitness opportunities. In order to function as a viable transportation alternative, it is important to provide continuous bicycle corridors passing through the city and county. For east-west bicycle connectivity across Barrow County, the city should support the Great Rail Trail proposal along Atlanta Highway. Because of the high level of traffic along this corridor, a multi-use path along the railroad right-of-way north of Atlanta Highway is recommended. While the Great Rail Trail



Sidewalks and streetscapes should allow for landscaping, street furniture, retail displays, and outdoor dining without obstructing pedestrian traffic.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

proposal currently consists of bicycle lanes, a multi-use path would live up to the project name as a true trail. On-street bicycle lanes are recommended for Mount Moriah Road from Atlanta Highway north to the Gwinnett County line in order to provide a continuous north-south route. A bicycle rest stop with water fountains and street furniture should be considered on Mount Moraiah Road near 4th Avenue and the Railroad tracks. These proposed improvements should be coordinated with county-wide and regional bicycle initiatives.

Within downtown Auburn, bicycle accessibility to community facilities should be encouraged, particularly for schools and downtown parks. Bicycle racks should also be provided at these facilities in order to provide convenient and safe bicycle storage.

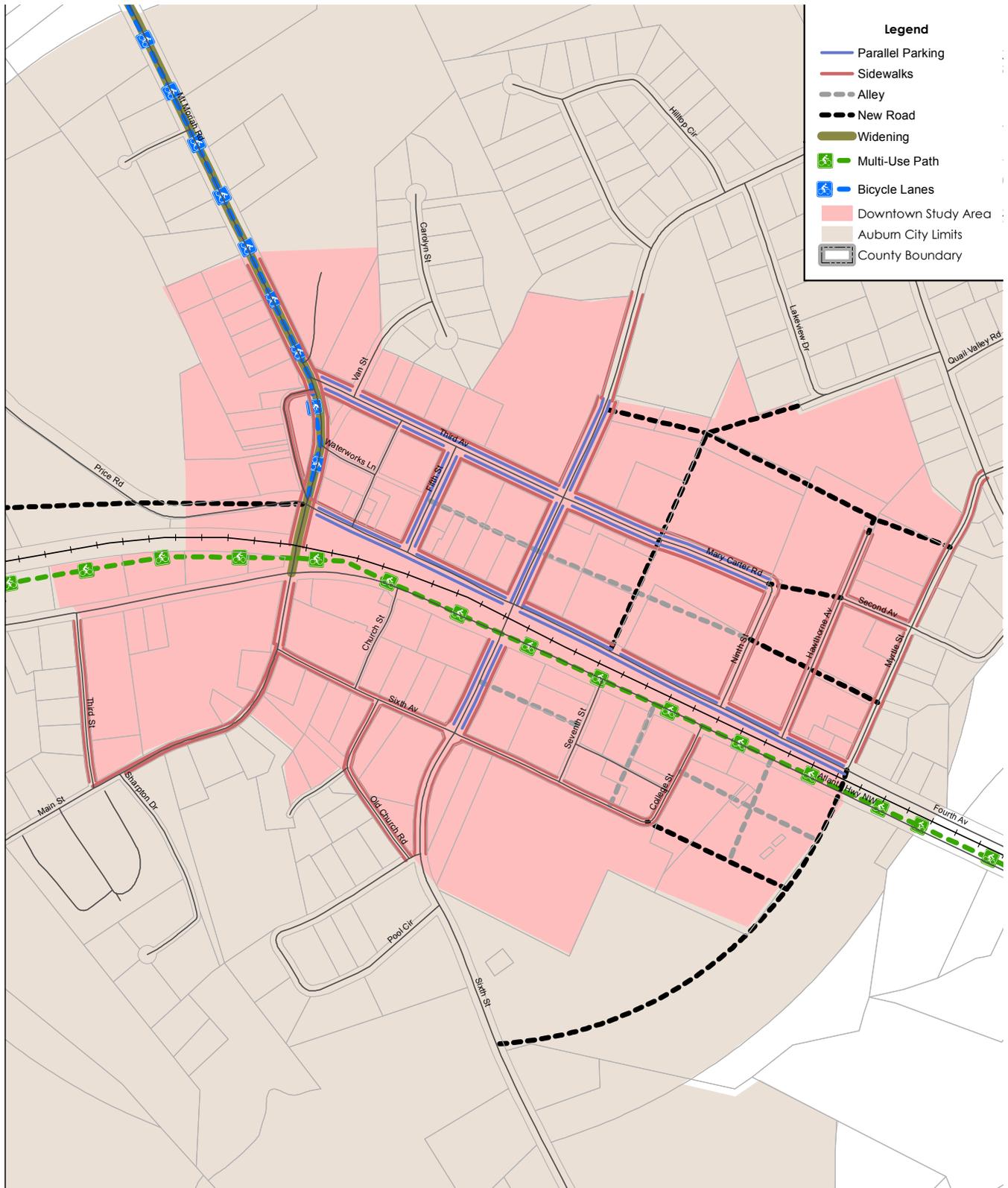


Bicycle lanes enhance safety for cyclists by separating auto and bicycle traffic. Bicycle lane designs should seek to minimize conflicts with on-street parking, driveways, curb extensions, and turn lanes.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

FIGURE 2.8: RECOMMENDED TRANSPORTATION IMPROVEMENTS



# Auburn Strategic Implementation Plan

## Part 2: Recommendations

### SECTION 6. ENVIRONMENT AND OPEN SPACE

#### RECOMMENDATIONS

The environment and open space are vital to Auburn's character and should be an important part of development that occurs in the downtown overlay district. The recommendations below seek to enrich the public realm of Auburn by providing increased parks and open space. In addition, new environmental and open space measures will help minimize the negative impacts of human activity on the environment.

#### Environment and Open Space Policies

- 1. Pursue public acquisition of land for new parks in downtown.** Small or undeveloped parcels may be acquired to create pocket parks and a premiere park in the study area.
- 2. Reduce the impacts of parking lots on water quality by encouraging pervious materials.** Pervious paving and other best stormwater management practices should be included in the next update of the city's development regulations. Until new regulations are adopted, city staff can encourage water infiltration through pervious paving blocks on new city constructed parking lots. This is appropriate particularly for parking areas that are not used extensively, such as overflow parking areas.
- 3. Encourage local food productions through community gardens.** Community gardens can provide healthy food to the citizens of the Auburn. It can also minimize the environmental impacts of transporting produce, and can be sold to local residents in the city's weekly farmer's market.
- 4. Encourage native species plantings to reduce water usage in the City of Auburn.** Native landscaping materials or xeriscaping in public parks and new development can help conserve water and reduce watering costs.
- 5. Require usable green space as part of large new developments.** Open space in new residential and mixed-use developments will create increased park space for residents within walking distance. It also will create opportunities for playgrounds for children and dog parks.



Pocket parks can be created between buildings, creating a place for people to meet or relax.



Pervious pavers allow stormwater to go directly into the ground, allowing for water infiltration.



Usable green space in residential and mixed-use development will create more open space area in the downtown district.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

### Environment and Open Space Actions and Projects

1. Create a new community gathering space in front of the library and a new public plaza at the corner of Third Avenue and Mount Moriah. Improvements including tree planting, landscaping, and the removal of some parking could make this area more suitable for public use. Long term, the entire parking lot should be converted to park use as parking is provided elsewhere in close proximity to the library.

2. Create a green street along 5th Street with environmental design features. Innovative environmental features on this street would be ideal, due to lower traffic volumes and vehicle speeds (less than 20 mph). This would allow for safer pedestrian travel for nearby residents to local businesses. Features would include pervious pavers, rain gardens, and native landscaping.

3. Develop a new downtown premiere park with amphitheater . This seven acre park could transform downtown Auburn by serving as a multipurpose gathering space and a catalyst for new development. This may include the following features:

- Large amphitheater/lawn
- Lawn for passive recreation
- Ample plantings and seating areas
- Interactive fountain for children
- Relocated Veterans Memorial
- Farmers Market accommodated along park edges

An amphitheatre is desired by the city and its citizens to accommodate live performances and advance the arts community. The wooded and sloped site shown as a suggestion on the map is an ideal setting for this type of venue – the natural slope is necessary for an amphitheater, and the topography and wooded character help provide a sound buffer from the railroad tracks.

4. Relocaton of the Auburn Sports Complex to a new location that will accommodate larger ballfields and recreational facilities on a larger site. The existing Auburn Sports Complex in the study area will accommodate the relocated tennis courts, basketball courts, volleyball, and other active uses.



A downtown park with a multipurpose gathering space will accommodate festivals, community events all year round.



An outdoor amphitheater will be used for local community theatre shows and concerts.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

**5. Enhance the appearance of the historic Auburn cemetery, such as adding an improved entrance, walking paths, and visitor parking.**

The historic cemetery's appearance will be upgraded for improved visibility with a new stone gateway entry feature and landscaping. This will include connectivity to the rest of downtown through signage, sidewalk connections, and a new off-street parking area.

**6. Relocation of community gardens to 6th Street.** Community gardens will be relocated from Countyline – Auburn Road to a city-owned property along 6th Street at the corner of Old Church Road.



Improvements to the entrances of Auburn's historic cemetery can improve the visibility and wayfinding for visitors, such as those seen at Oakland Cemetery.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

### SECTION 7. COMMUNITY FACILITIES

#### RECOMMENDATIONS

The maintenance, retention, and expansion of Auburn's existing community facilities will continue to be important for creating a convenient, diverse, and vibrant downtown.

#### Community Facilities Policies

- 1. Support the conversion and renovation of community buildings where appropriate.** Rehabilitation of the R&R Building into a new community arts events center will expand the presence of civic uses in downtown. The R&R Building should be rehabilitated and used for studio space for local artists and artisans. In addition, it can serve as a community center for residents and students from the adjacent elementary school.
- 2. Pursue creating a Welcome Center for Auburn.** The historic house at Mount Moriah and 3rd Avenue should be rehabilitated and used as a Welcome Center for visitors arriving in Downtown Auburn. This location would also provide a great opportunity for providing a rest stop, amenities, and refreshments to bicyclists. Mount Moriah Road is used by bicyclists frequently and this would be an ideal location close to the future Great Rail Trail.
- 3. Pursue turning the Hawthorne House into a local history museum and events center.** Museum pieces will be removed from its current location and moved to the Hawthorne House. The back side of the Hawthorne property should be developed into an events center for small private gatherings, receptions, etc.
- 4. Encourage developers to bury utility wires or relocate them behind buildings.** Efforts should be taken to locate utility wires underground, particularly along 4th Avenue. Although expensive, this will greatly improve street aesthetics in the downtown district.



The R&R Building will be rehabilitated into a community arts building for local artists and residents.

# Auburn Strategic Implementation Plan

## Part 2: Recommendations

### Community Facilities Action Items

1. **Relocate city hall, public works, and the police department near each other.** As the city grows, these facilities will need to be expanded and relocated in the short term. Aligning community facilities adjacent to each other and to downtown helps to ensure active use and safety.
2. **Improve lighting in parks and on downtown streets. Adequate lighting can help improve public safety.**
3. **Continue upgrades of historic sewer, water and gas lines in need of replacement.**



Pedestrian scale lampposts can create consistent lighting and improve the aesthetic appearance of downtown.