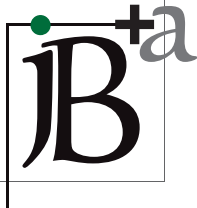


News



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planning + landscape architecture

shaping community places

jB+a assists communities with the planning and design of urban centers and streetscape projects.



Want to Make Your Town **Green?** Create a Destination

A destination is any place someone might drive to, then park their car and walk – for shopping, exercise, entertainment or countless other reasons. Many urban design enhancements can help to define a destination. Aside from lowering pollution, here are a few examples of additional green benefits for some common enhancements.

- **Tree canopies** reduce runoff by catching rainwater while the root systems enhance the soil's ability to absorb water and cool the earth's temperature. Street trees lower heating costs, while also buffering noise and reducing carbon dioxide emissions. Trees and landscaping provide environments for wildlife and other eco-systems that would not exist in paved environments.
- **Wide sidewalks and trails** provide comfortable spaces for people to walk, run, bike and enjoy being outdoors, encouraging exercise for improved health and well-being.
- **Street furniture** provides for a cleaner environment and encourages community interest and pride. Benches, trash receptacles and signage create an inviting atmosphere for pedestrians.
- **Narrow streets** slow traffic and lessen the amount of heat-creating pavement.



Street trees and benches, Dallas, GA

Look for us at the **Georgia Municipal Association** conference in Savannah

This Issue:

Downtown Revitalization

Downtown Revitalization: West Point

Combining Funding Sources

Make Your Town Green

Transportation Corridors

Combining Funding Sources to Revitalize Downtowns

Many of jB+a's municipal clients combine multiple funding sources to accomplish their goals of an improved downtown, an enhanced streetscape, or solving infrastructure problems. Using various local, state and federal funding sources multiplies the impact into the community. Several years ago, the **City of Douglasville** used implementation funds from the ARC Livable Centers Initiative combined with federal Transportation Enhancement (TE) funds and matched with Local Option Sales Tax (SPLOST) funds to revitalize the downtown sidewalks, streetscape and central town plaza. In **Dallas, Georgia**, a combination of Congestion Mitigation and Air Quality (CMAQ) and TE funds with a local funds match provided a new downtown streetscape and new community town center.

A New Dawn for West Point

With the rise of new industry, the City of West Point wanted to expand its historic downtown by providing more public spaces and development opportunities. With the Chattahoochee River at the center of the downtown, the City considers it their Main Street. The Historic Downtown Master Plan is comprised of three major elements: the downtown riverfront, the urban plaza, and the historic depot. Plazas, pedestrian ways, streetscapes, tree-lined boulevards and views connect elements to the existing downtown. Some of the downtown's unique elements include performance spaces, the "market" area and an interactive fountain, all with the Chattahoochee River as the backdrop.

The riverfront connects to a hierarchy of trails while utilizing the city's history as the focus of the design. Educational signage will denote important events and archeological items on the ground and in the river. A new pedestrian bridge will connect the historic downtown to West Point's downtown east.



Riverfront Park, West Point, GA



Cobb Galleria Parkway, Cobb County, GA

Transportation Corridors: Life Happens In Between

Activity centers, whether new or revitalized, have been the focus of urban design enhancements for many years. The question started to develop, *what happens in between?* Enhancing transportation corridors helps to connect and attract people to the activity centers, while acknowledging that life happens *in between*. jB+a works with communities to improve these corridors, such as:

- Satellite Boulevard - Duluth
- Dallas Highway - Cobb County
- Concord Road - Smyrna
- West Broad Street - Sugar Hill
- Virginia Avenue - Hapeville
- Powder Springs Street - Marietta
- Cobb Galleria Parkway - Cobb County
- Perimeter Center West - Sandy Springs

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Recently Completed:

Franklin Historic Town Square
Dallas Downtown Plaza and Streetscape
Morrow Town Center

Under Construction:

Locust Grove Historic District Streetscape
Sharpsburg Downtown Streetscape

