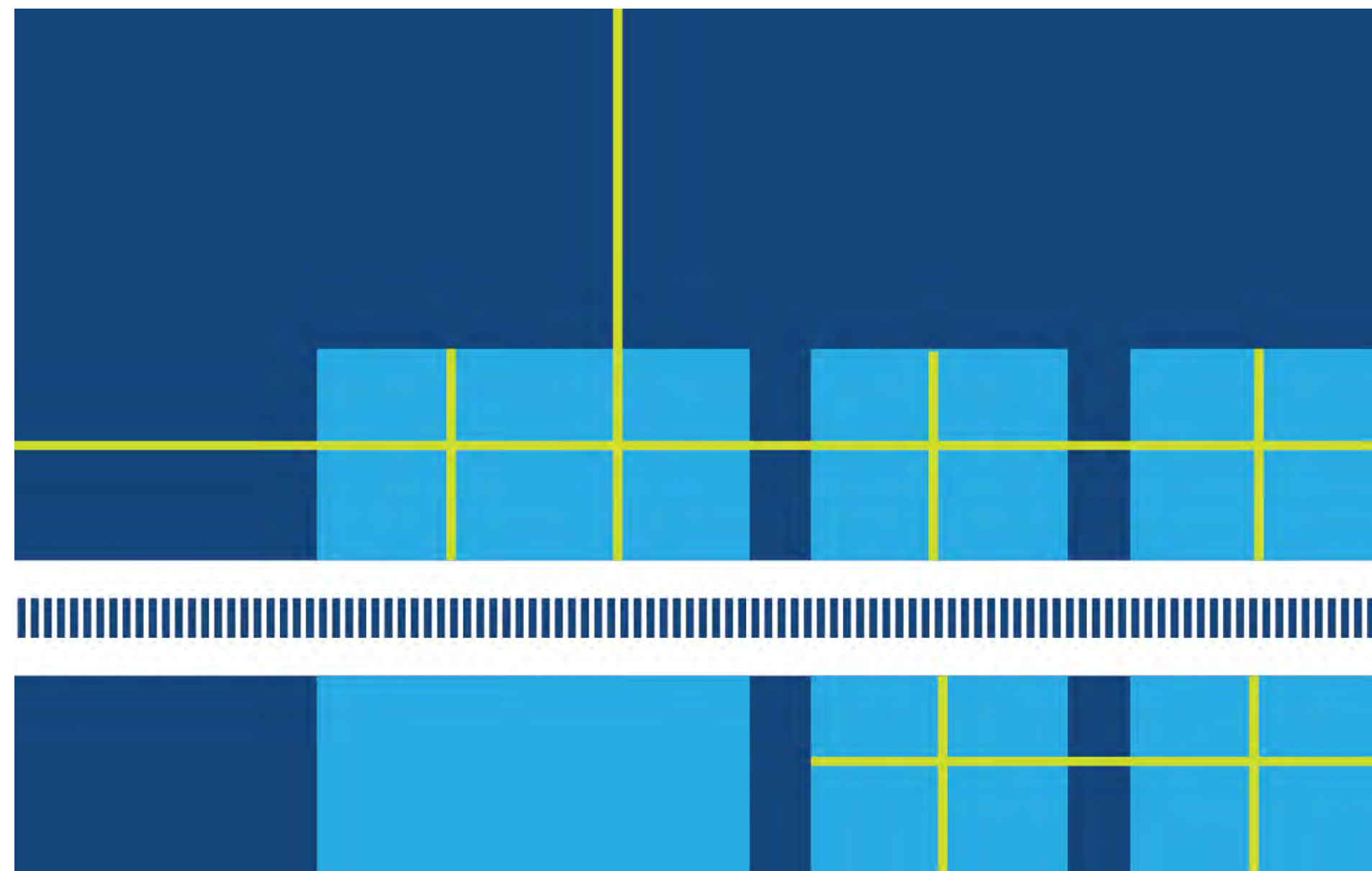




DOWNTOWN TUCKER ALLEY ACTIVATION

Tucker-Northlake CID | April 28, 2020



PROJECT TEAM



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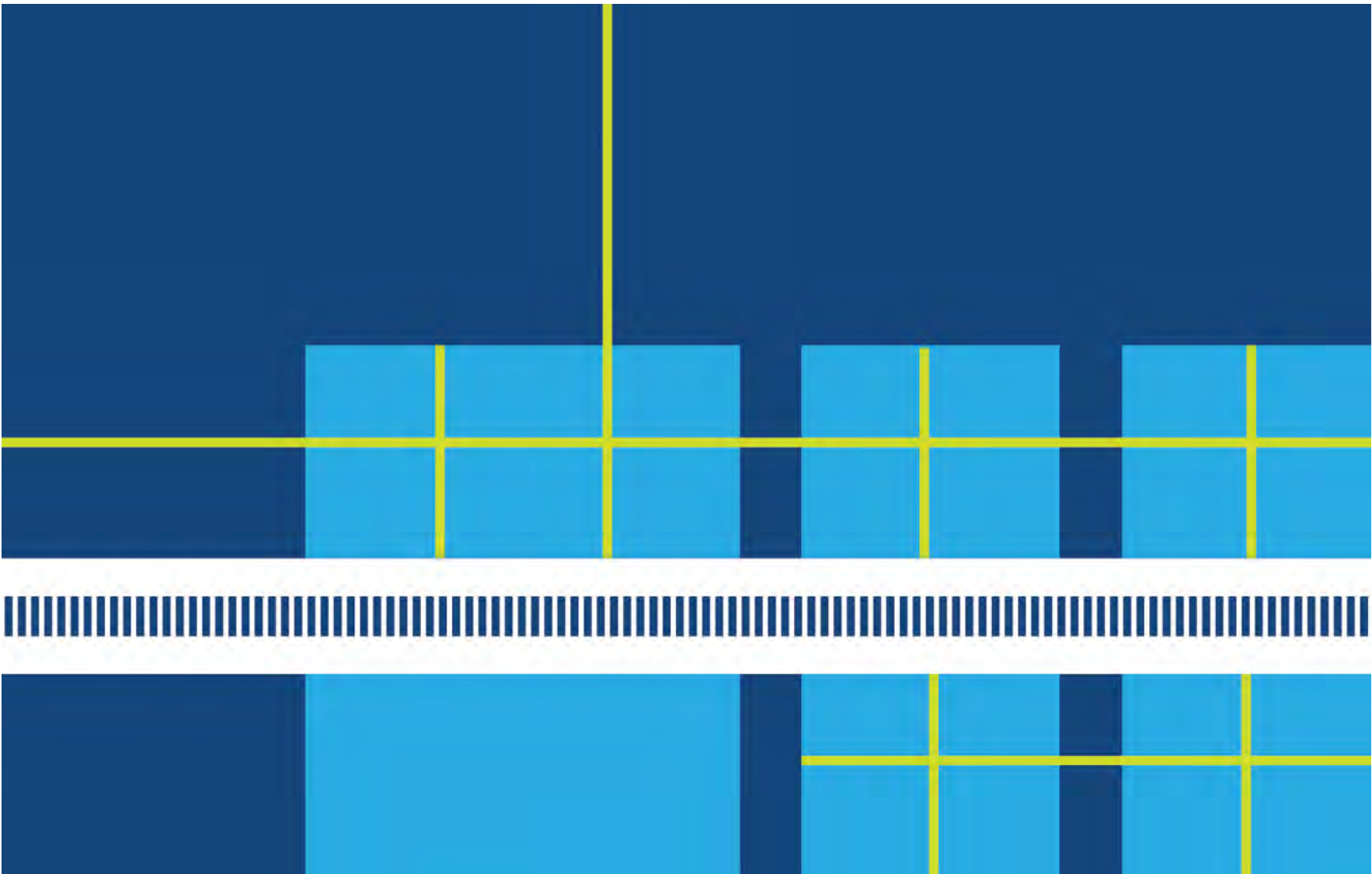
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*Attorney
Alston & Bird*

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REVIEW OF EXISTING PLANS

WHAT HAS BEEN DONE AND WHERE CAN WE CONTRIBUTE?

THE IDEA | Downtown Tucker Master Plan

UNCOVERING TUCKER'S HISTORIC FABRIC

“Downtown Tucker has the potential to utilize existing alleys and uncover historic alleys to provide quality public space and accessibility that is safer for pedestrians spending time downtown.”

KEY TAKEAWAYS

- **CONNECTIVITY:** the alleys have the potential to create a safe, appropriately scaled pedestrian transportation network that will promote increased walkability
- **UNIQUE EXPERIENCE:** the alleys have the potential to create a distinctive urban experience that expresses Tucker's history while reimagining its future
- **ENVIRONMENTAL SUSTAINABILITY:** by integrating green infrastructure at both the community and municipal levels, the alleys have the potential to mitigate flooding, improve regional water quality, and inspire the next generation of environmental advocates
- **ECONOMIC GROWTH:** through increased commercial frontage and the establishment of a distinctive urban experience, the alleys have the potential to spur economic development in the downtown district

Downtown Tucker's ALLEYWAYS

Downtown Tucker has the potential to utilize existing alleys and uncover historic alleys to provide quality public space and accessibility that is safer for pedestrians spending time downtown.



Historic Map of
Browning, GA



DRAFT

Credit: Tucker Downtown Master Plan (Draft), City of Tucker + Tucker-Northlake CID, 2019

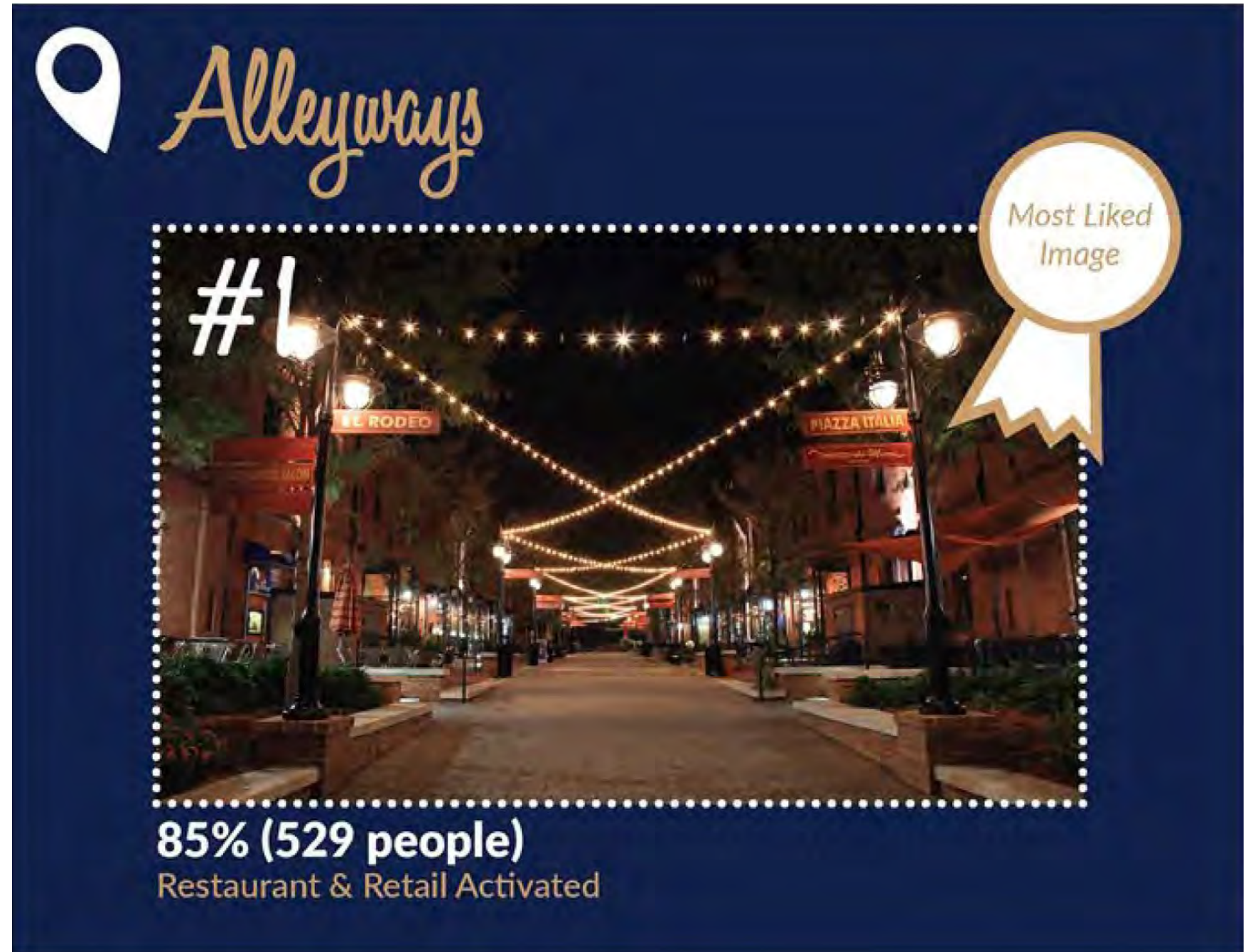
THE DREAM | Visual Preference Survey

RE-IMAGINING ALLEYS AS PUBLIC OPEN SPACE

The image on the right was chosen by 85% of respondents in an online visual preference survey conducted by Tucker-Northlake CID designed to establish a collective vision for what the alleys should become.

KEY TAKEAWAYS

- **PEDESTRIAN ORIENTED:** the image features a central corridor paved with a brick unit paver. The scale and materiality establish that the space is for pedestrians, but does not exclude vehicular access for loading and maintenance.
- **VEGETATED/GREEN:** the central corridor is flanked by generous planters with trees and shrubs. The plants work to soften the adjacent buildings making for a more inviting environment, and they provide spatial definition between the retail frontages and the central corridor.
- **WELL LIT AND WELL APPOINTED:** an arcade of distinctive light poles with consistent wayfinding/signage, an overhead plane of string lights, and uniform benches and trash bins lend cohesiveness, rhythm, and a sense of place.



Credit: Visual Preference Survey, Tucker-Northlake CID, 2019

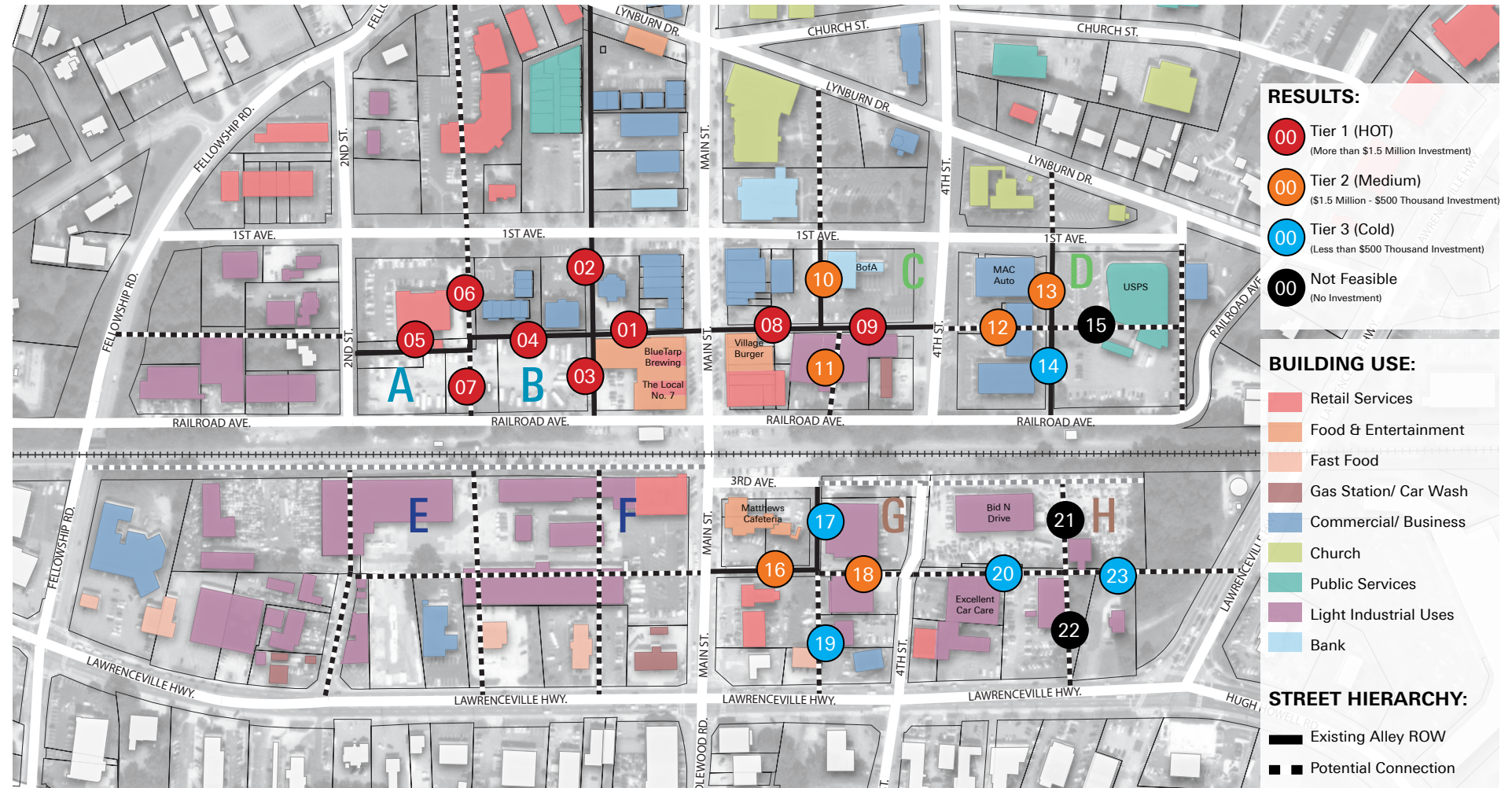
THE PLAN | Prioritization & Implementation Plan

ESTABLISHING A DEVELOPMENT FRAMEWORK

Conducted in parallel to this study, the Tucker-Northlake CID has engaged Lord Aeck Sargent (LAS) to develop a prioritization and implementation plan. The mTAP team was debriefed by LAS at the outset of our study, and have been provided prioritization analysis by the CID.

KEY TAKEAWAYS

- **URBAN DESIGN:** much of the high-level urban design analysis and recommendations are being conducted under LAS's scope including property analysis, adjacent land use analysis, alignment considerations, and visual character studies.
- **PRIORITIZATION:** LAS, in collaboration with the CID, the City, and other key stakeholders have established a prioritization plan that focuses on the development of the series of alleys between 1st and Railroad Avenues and 2nd and 4th Streets.
- **IMPLEMENTATION:** LAS's scope also includes an implementation plan that will outline actionable projects in the near and long term, including the probable costs for implementation.



Credit: Tucker Alley Prioritization and Implementation Plan, LAS, Tucker-Northlake CID, 2020

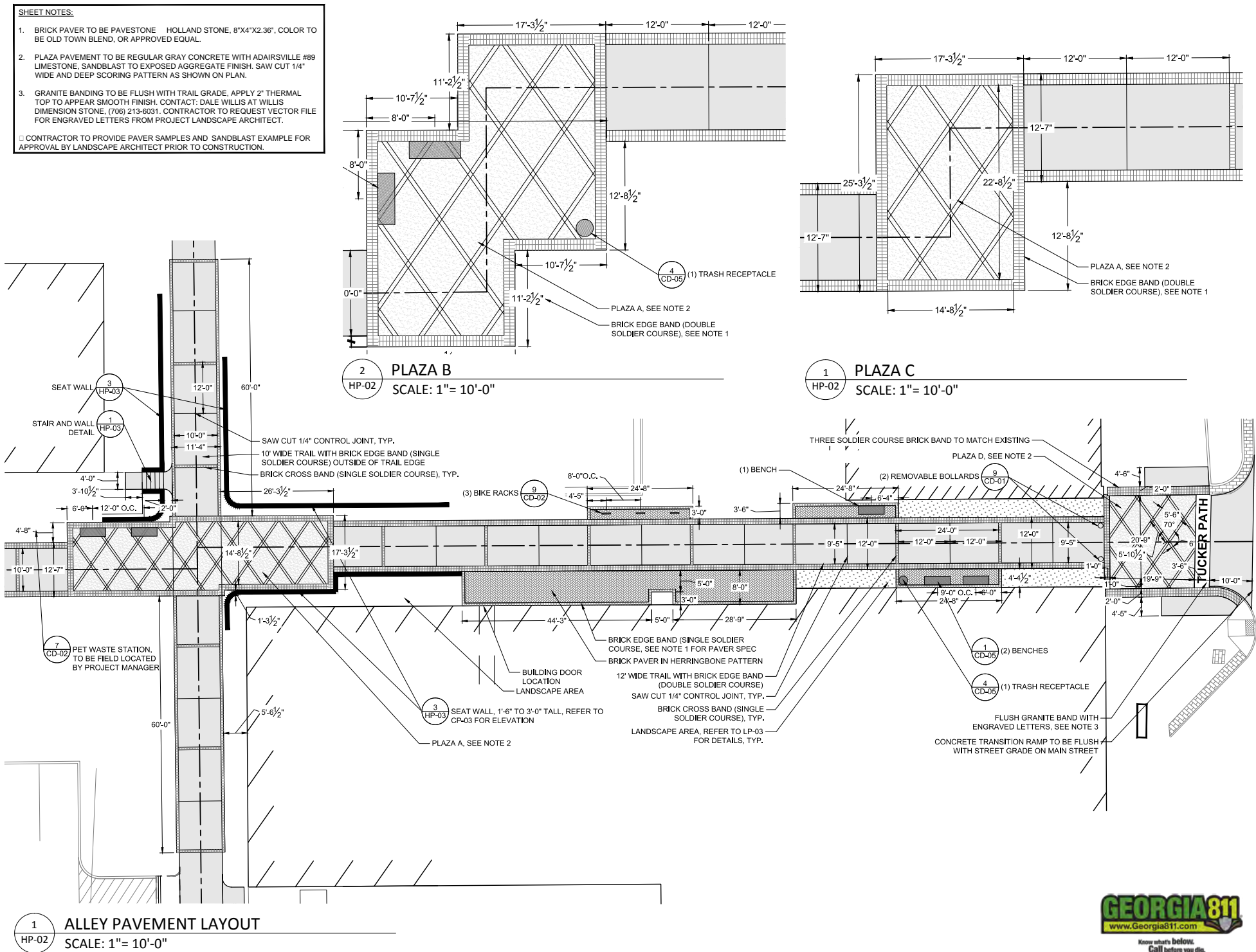
THE LOOK | Path Foundation Model Mile

DEFINING THE VISUAL CHARACTER

The Path Foundation and Kaizen Collaborative are gearing up to construct the “Model Mile” of their Tucker-wide trails master plan. The mTAP team reviewed the construction documents for this upcoming capital project.

KEY TAKEAWAYS

- **MORE THAN A TRAIL:** while the Model Mile’s primary function is the first piece of a city-wide transportation network, the materiality, furnishings, connections to adjacent properties, and expanded plaza spaces make for the start of a multi-functional urban open space network.
- **VISUAL CHARACTER:** Since the Model Mile will be built-out before any of the CID’s actionable projects, it will largely set the precedent for the look and feel of the alley district. Upon review of the construction documents, the design character fits squarely within the zoning framework and design guidelines established in the recently adopted Tucker Downtown Zoning Overlay.



Credit: Tucker PATH Model Mile, Path Foundation, Kaizen Collaborative, 2019



THE APPROACH

HOW DOES OUR WORK FIT IN TO THE TUCKER ALLEY DISTRICT PLANNING PROCESS?

THE APPROACH | Placemaking + Placekeeping



PLACEMAKING



PLACEKEEPING

- Development Frameworks
- Arts & Community Programming
- Green Infrastructure
- Creating Experiences

- Strategic Partnerships
- Stakeholder Engagement
- Maintenance & Operations
- Steering Committee
- CID Design Review

NEAR TERM



LONG TERM

- Low level investment
- Quick win
- Temporary/Movable
- In-house execution
- Leverage strategic partnerships
- Utilize existing maintenance capacity

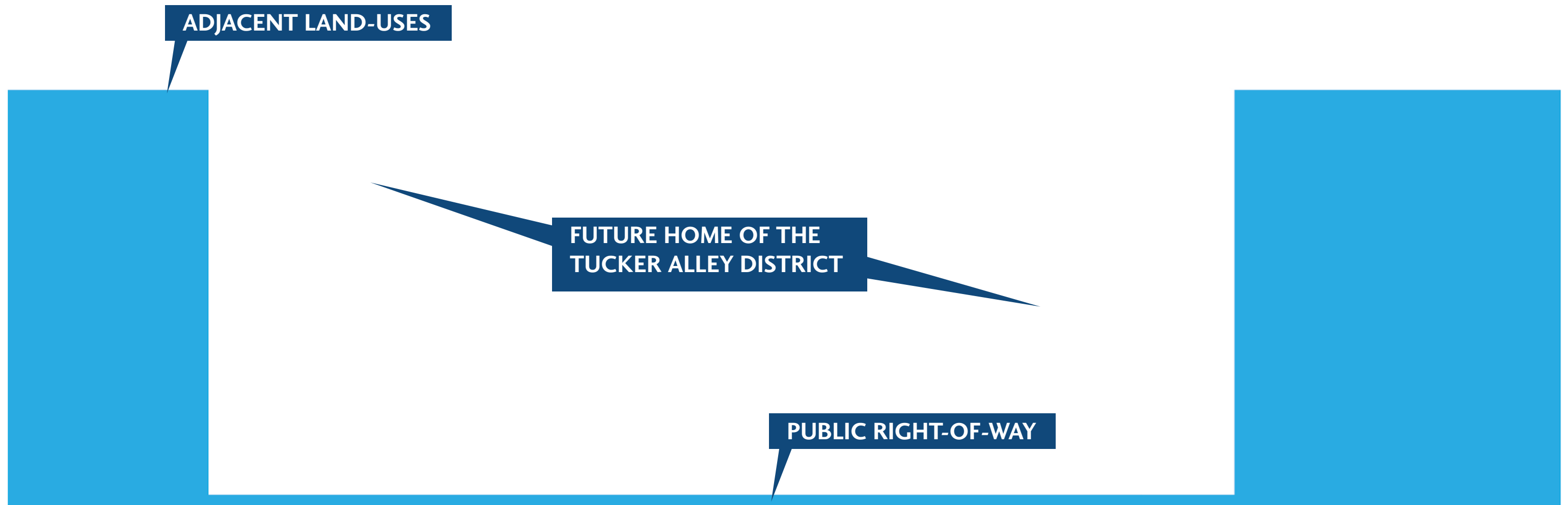
- High level investment
- Time intensive
- Permanent/Infrastructural
- Consultant Expertise
- Capital Fundraising Campaign
- Extensive Stakeholder Buy-in

THE APPROACH | Precedent Analysis



WHAT IS AN ALLEY AND WHAT CAN IT BE?

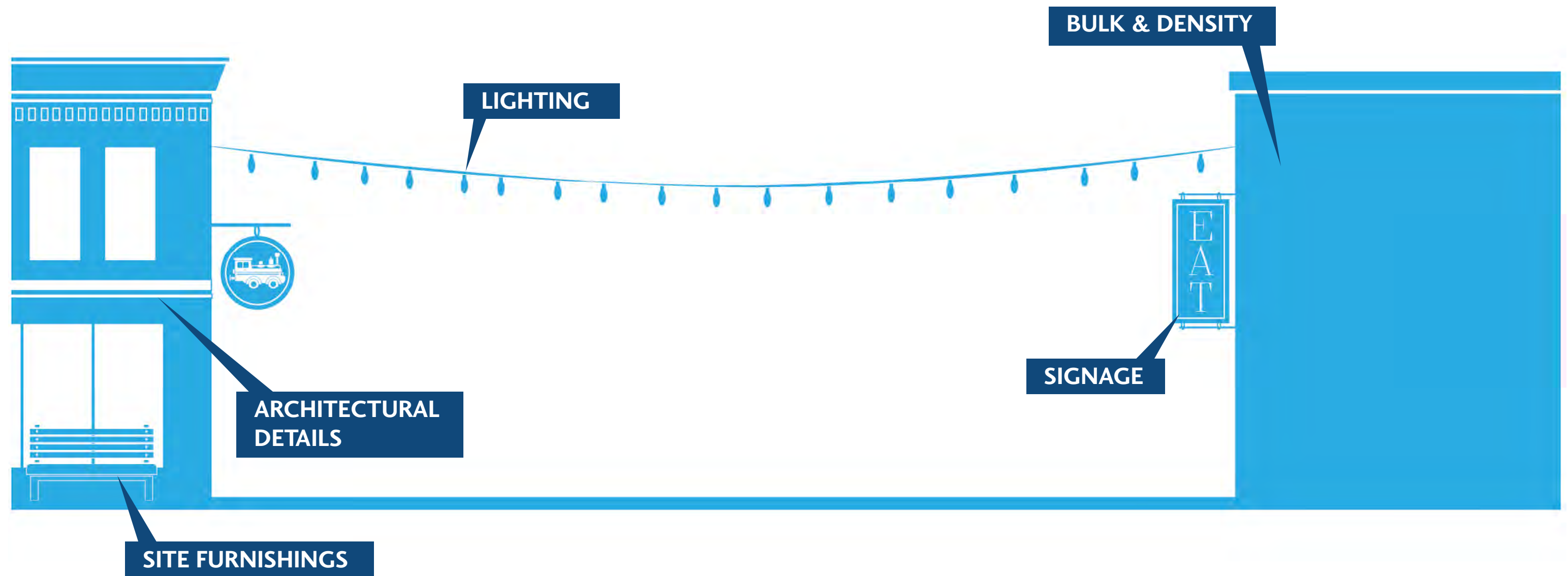
- A review of alley activations in the region, across the country, and throughout the world
- Exploring how have other municipalities and organizations have re-imagined their underutilized alleys to create a distinct pedestrian experience and sense of place?
- Extracting key features of these successful projects to help guide the development of the Tucker Alley District?



THE APPROACH | Zoning Analysis

HOW CAN EXISTING FRAMEWORKS GUIDE FUTURE ALLEY DEVELOPMENT?

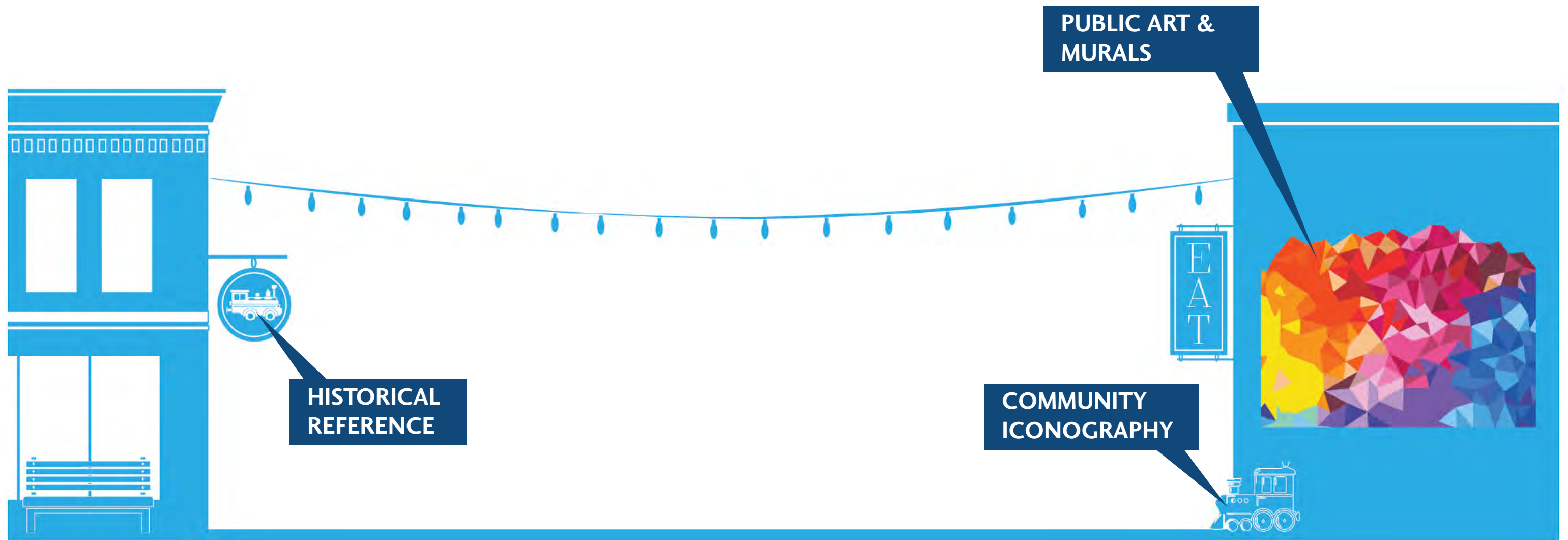
- Examining the Downtown Tucker Zoning Overlay District and understanding how it can guide future development along the alleys
- Comparative analysis of current zoning with two model cities: Savannah and Athens, GA
- How current zoning enforcement can guide future development along the alleys to ensure that the future Tucker Alley District meets the expectations of Tucker-Northlake CID and its member organizations.



THE APPROACH | Arts & Community

HOW CAN ART, HISTORY, AND COMMUNITY GUIDE FUTURE ALLEY DEVELOPMENT?

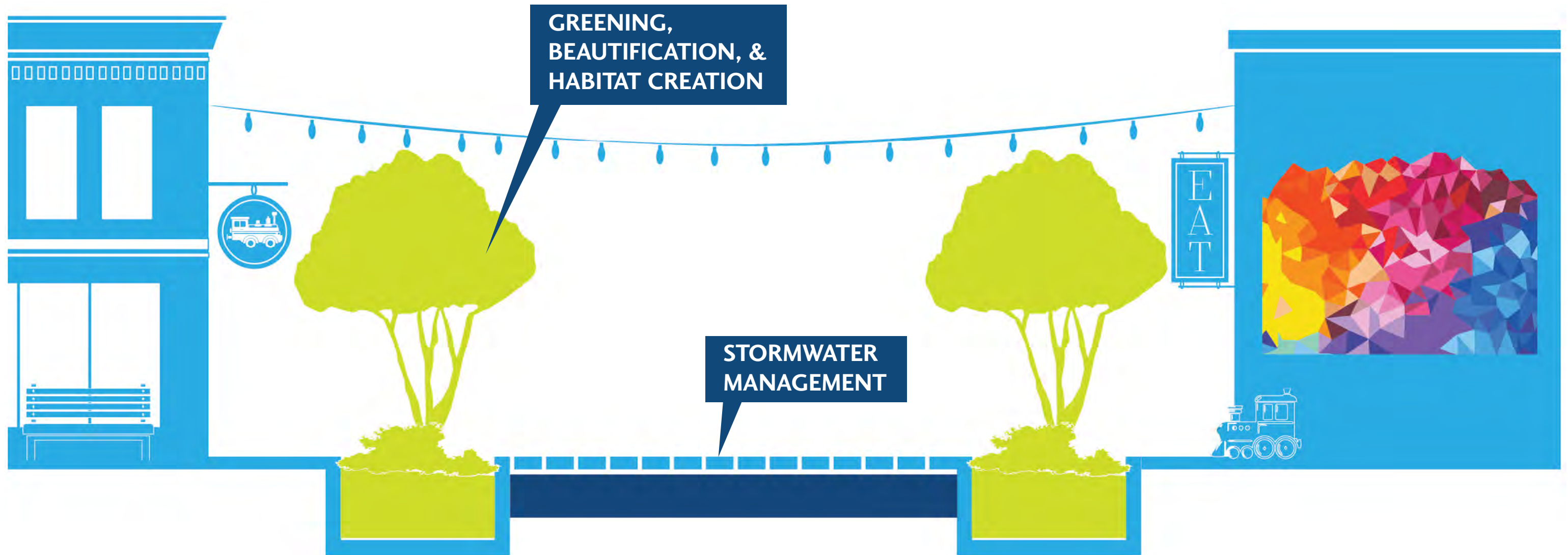
- Exploring public art as a catalyst for the development of a distinctive Tucker Alley District
- Building community through the expression of shared history



THE APPROACH | Green Infrastructure

HOW CAN THE ALLEYS IMPROVE BOTH SOCIAL AND ENVIRONMENTAL NETWORKS?

- Exploring strategies for greening, beautification, and stormwater management within the alleys
- Examining winning solutions from around the country and world
- Providing a continuum of interventions from low-cost, temporary solutions to large investment, long-term solutions

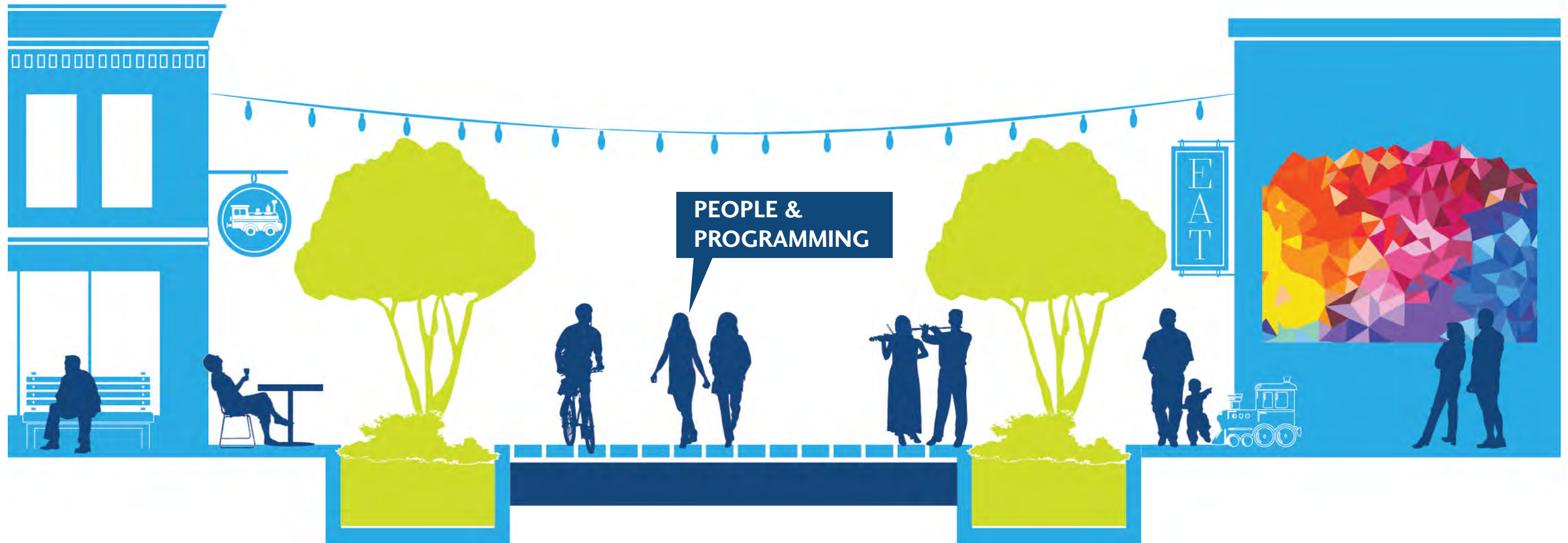


THE APPROACH | Alley Life



WHO ARE THE ALLEY DISTRICT'S USERS AND WHAT DO THEY WANT TO DO?

- Imagining who will visit the Tucker Alley District, how they will get there, and what will bring them back
- Establishing a tool by which the Tucker-Northlake CID can evaluate decision making to ensure that the development of the Alley District remains focused on serving the people who will ultimately bring it to life.





PRECEDENT ANALYSIS

WHAT IS AN ALLEY AND WHAT CAN IT BE?

WHAT IS AN ALLEY? | America's First Street

ALLEY (al·ley) - a narrow passageway between or behind buildings

- The etymology of the word “alley” is from the Latin ambulare, meaning “to walk.” This origin reveals that the original, and once dominant, function of alleys was to provide pedestrian connectivity. However, Tucker, like many other cities around the region, country, and world, have seen their alleys converted to vehicular loading zones, parking lots, vacant land, and/or built over with accessory structures.
- As an entry point into understanding how Tucker might reclaim and activate their historic alleys, we looked to examples - both local and international - where municipalities have re-established their alleys as pedestrian-focused open spaces and more.
- The results of this precedent analysis reveal that alleys can be much more than just pedestrian networks, but they can also become vibrant public open spaces, canvases for public art, venues for impromptu and scheduled performances, and sites for green infrastructure and habitat creation.



Elfreth's Alley, Philadelphia, PA



WHAT CAN AN ALLEY BE? | Precedent Analysis

FOUR PRECEDENTS OF 21ST CENTURY ALLEY REDEVELOPMENT

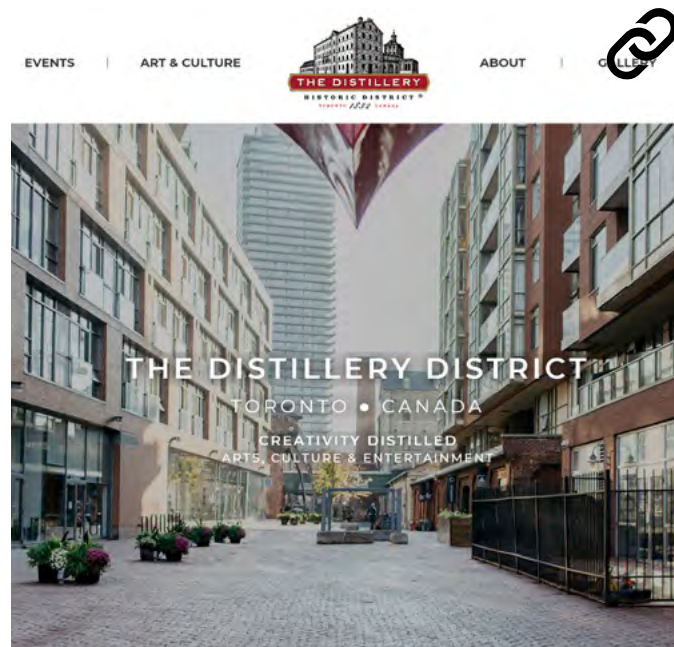
- The chosen precedents represent four distinct approaches to reclaiming underutilized or car dominant open space from around the world. The analysis and critical takeaways are not intended to be replicated, but to give the Tucker-Northlake CID a tool kit as they begin developing the Tucker Alley District. They vary in geography, scale, and character, but each presents creative approaches to creating a dynamic open space network in an urban environment.



EAST-WEST ALLEY MASTER PLAN

ROSWELL, GA

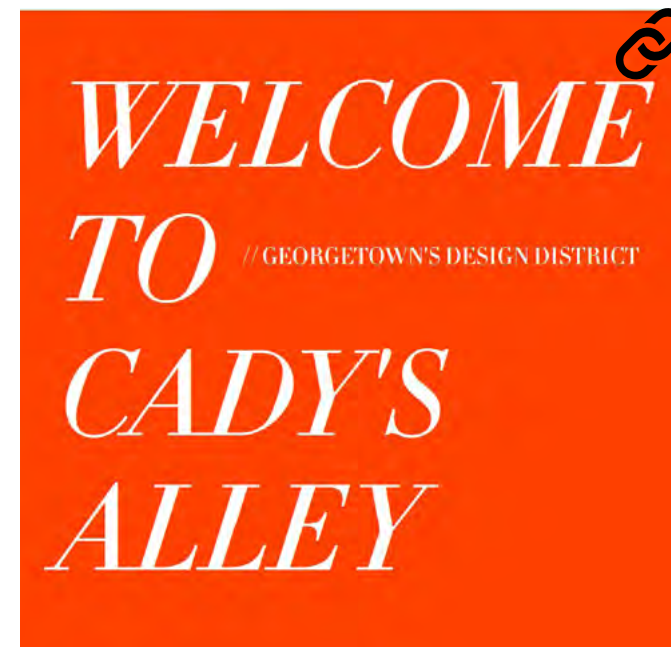
- Downtown Alley Master Plan
- <https://www.roswellgov.com/home/showdocument?id=5014>



THE DISTILLERY DISTRICT

TORONTO, CA

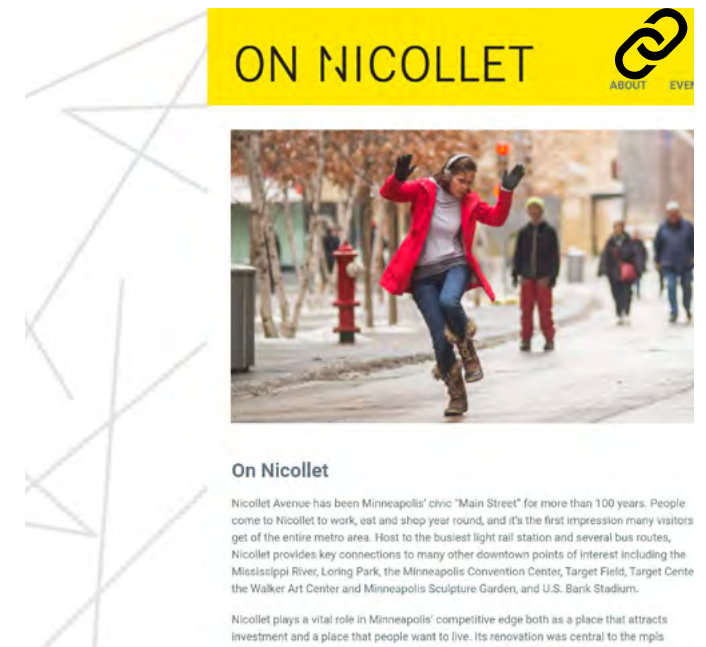
- Adaptive Re-use Historic District
- <https://www.thedistillerydistrict.com/>



CADY'S ALLEY

WASHINGTON D.C.

- Mixed-Use District
- <http://www.cadysalley.com/#home>

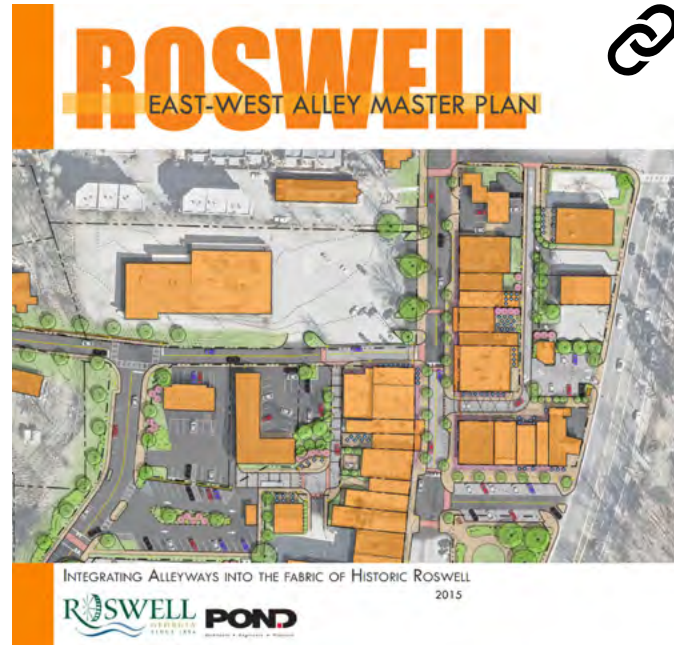


NICOLLET MALL

MINNEAPOLIS, MN

- Pedestrianization of Existing District
- <http://www.onnicollet.com/>

EAST-WEST MASTER PLAN | Roswell, GA



REINVENTING FORGOTTEN PUBLIC SPACE

- The Roswell East-West Alley Master Plan was born out of a very similar desire as the Tucker Alley District planning initiatives - to support an active, safe, and economically vital historic downtown district, and it can serve as a valuable road map as Tucker embarks on converting planning studies into actionable capital projects.

KEY TAKEAWAYS

- IMPROVE PEDESTRIAN EXPERIENCE by promoting and protecting the public health, safety, and welfare;
- IMPROVE SUSTAINABILITY by promoting environmental, economic, and social sustainability;
- PROTECT THE BUILT AND NATURAL ENVIRONMENT by preserving the historic character and protecting the natural resources for all citizens;
- STIMULATE THE ECONOMY by preserving, protecting, and enhancing the City's employment base;
- IMPROVE CONNECTIVITY by building upon the success of the walkable village concept of Canton Street.

ROSWELL, GA

- Downtown Alley Master Plan
- <https://www.roswellgov.com/home/showdocument?id=5014>

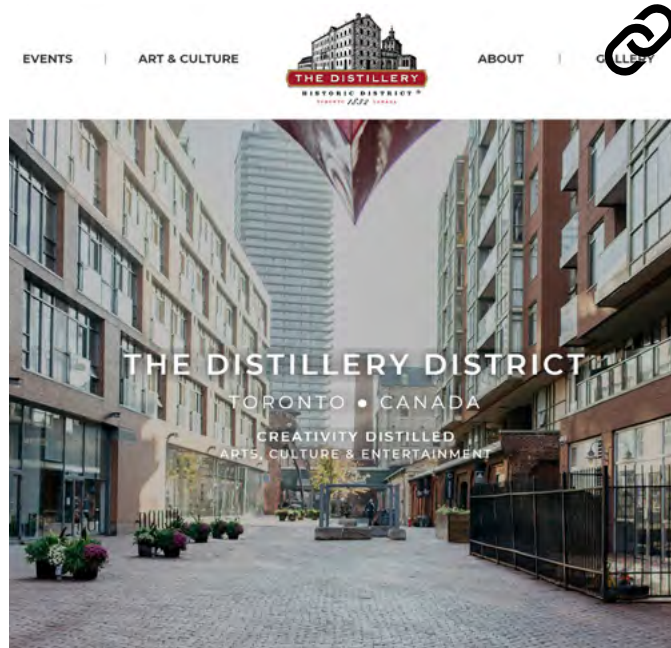


Credit: Gresham Smith



Credit: POND, City of Roswell

THE DISTILLERY DISTRICT | Toronto, CA



TORONTO, CA

- Adaptive Re-use Historic District
- <https://www.thedistillerydistrict.com/>

ADAPTING UNDERUTILIZED HISTORIC RESOURCES INTO A DYNAMIC MIXED-USE DISTRICT

- What had devolved into a derelict collection of 47 Victorian Industrial buildings bound by an alley network was transformed into a place that excites and inspires the senses. It is at once historic and new. The materials and detailing of the buildings' brick facades, the cobble and brick alleyways, and the historic clocks, canopies, and light fixtures all express a previous life. The signage and wayfinding, the retail uses, and the programming of the open space network juxtapose the historic character of the distillery and make it a destination for people of all ages.

KEY TAKEAWAYS

- PAST MEETS PRESENT: historic preservation is married with modern flourishes for a vital urban experience.
- ALLEYS AS DISTRICT UNDERPINNING: a collection of 47 buildings are made visually coherent and physically connected through the careful design of the open space around them.



CADY'S ALLEY | Washington, D.C.



WASHINGTON D.C.

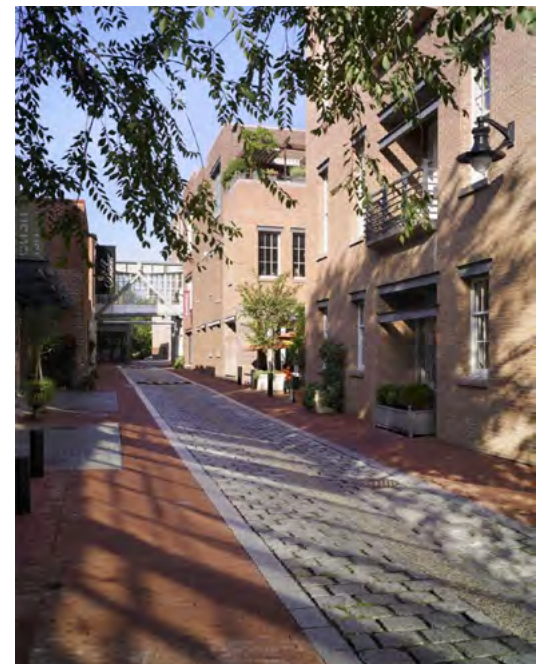
- Mixed-Use District
- <http://www.cadysalley.com/#home>

MID-DENSITY RESIDENTIAL INFILL WITHIN AN EXISTING COMMERCIAL DISTRICT

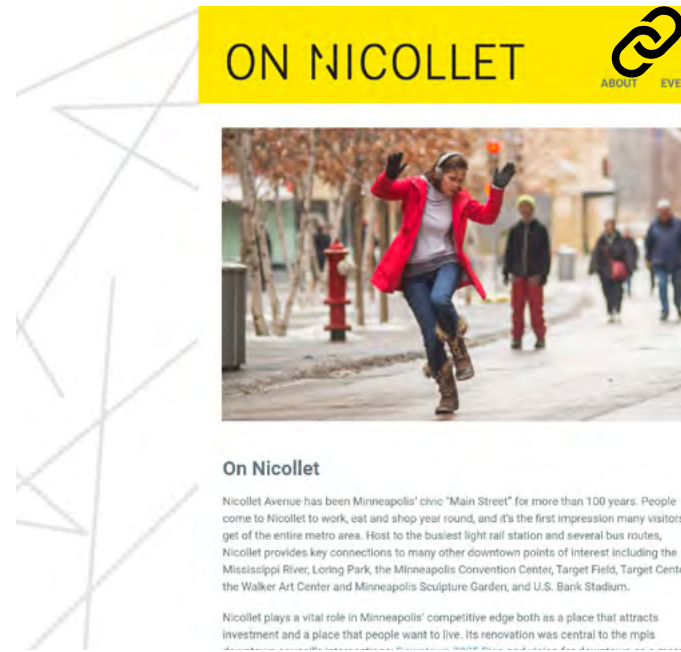
- Cady's Alley in the Georgetown Neighborhood became the spine for the redevelopment of a historic commercial district into a mixed-use neighborhood. Historic two story commercial buildings are tastefully combined with mid-density residential buildings that lend both vibrancy and a 24-hour tenancy to the neighborhood.

KEY TAKEAWAYS

- RESIDENTIAL INFILL at a modest scale provides a 24-hour presence to the urban alley district thus increasing safety and providing the local shops with a steady customer base.
- FLEXIBLE BUT COHERENT DESIGN GUIDELINES lend the alley a human scale, a visually dynamic character, and a distinct sense of place.
- BRICK AND COBBLE PAVERS reflect the historic building materials of the neighborhood, provide permeability for runoff reduction, and delineate circulation zones from resting zones.



NICOLLET MALL | Minneapolis, MN



MINNEAPOLIS, MN

- Pedestrianization of Existing District
- <http://www.onnicollet.com/>

CREATING PLACE THROUGH ICONOGRAPHY

- An aging urban outdoor mall along a wide, auto-dominant thoroughfare was given a road diet for improved pedestrian experience. A memorable wayfinding icon is repeated along the corridor in pavements, signage, and architectural features instituting a clear identity and lending a playful experience.

KEY TAKEAWAYS

- PUBLIC SPACE BRANDING is critical to defining a place's identity, and encouraging memorable experiences that will result in repeat visits.
- MEANINGFUL ICONOGRAPHY has the potential to express the shared history of the community that it serves.
- CREATIVE WAYFINDING helps new visitors to acclimate themselves for an improved experience, and it ensures frequent visitors that they have arrived to "their spot."





ZONING ANALYSIS

HOW CAN EXISTING FRAMEWORKS GUIDE FUTURE ALLEY DEVELOPMENT?

ZONING ANALYSIS | Guiding Future Development



OVERVIEW

An investigation of Tucker's Zoning Ordinances as a mechanism of placemaking an alleyway infrastructure/open space network plan

This portion of the presentation uses two primary precedents as a comparison points in evaluation of:

- permitting bodies,
- prescriptive and performance design guidelines,
- and enforcement of guidelines with a particular focus on:
 - parking,
 - signage,
 - building materials and streetscape

We will also spotlight the means by which this information is disseminated to developers and designers alike in order to most easily convey the desired intent and prescribed vision of the downtown core of the city of Tucker and its role in assisting the creation of a vibrant alleyway network

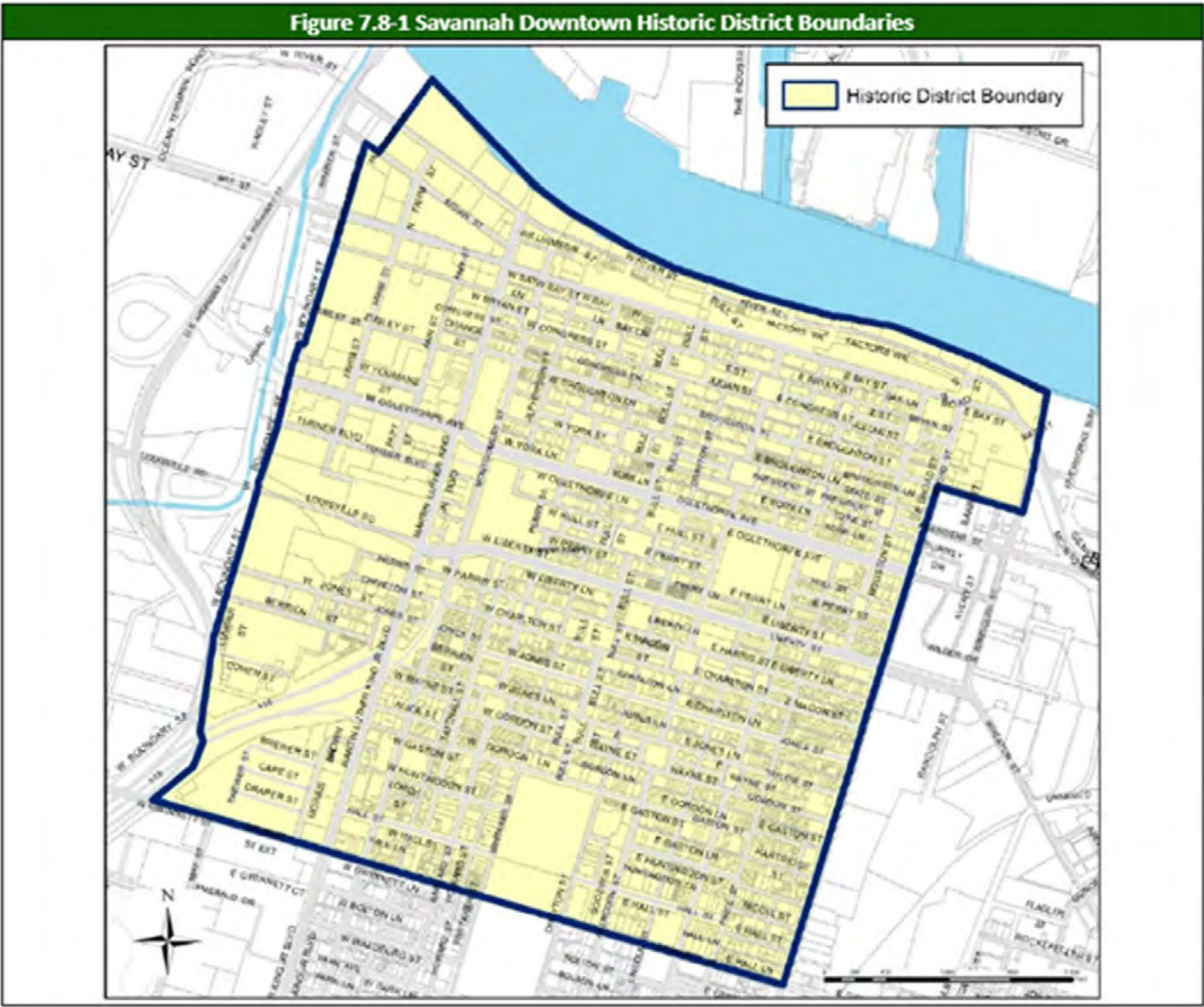


ZONING ANALYSIS | Precedents



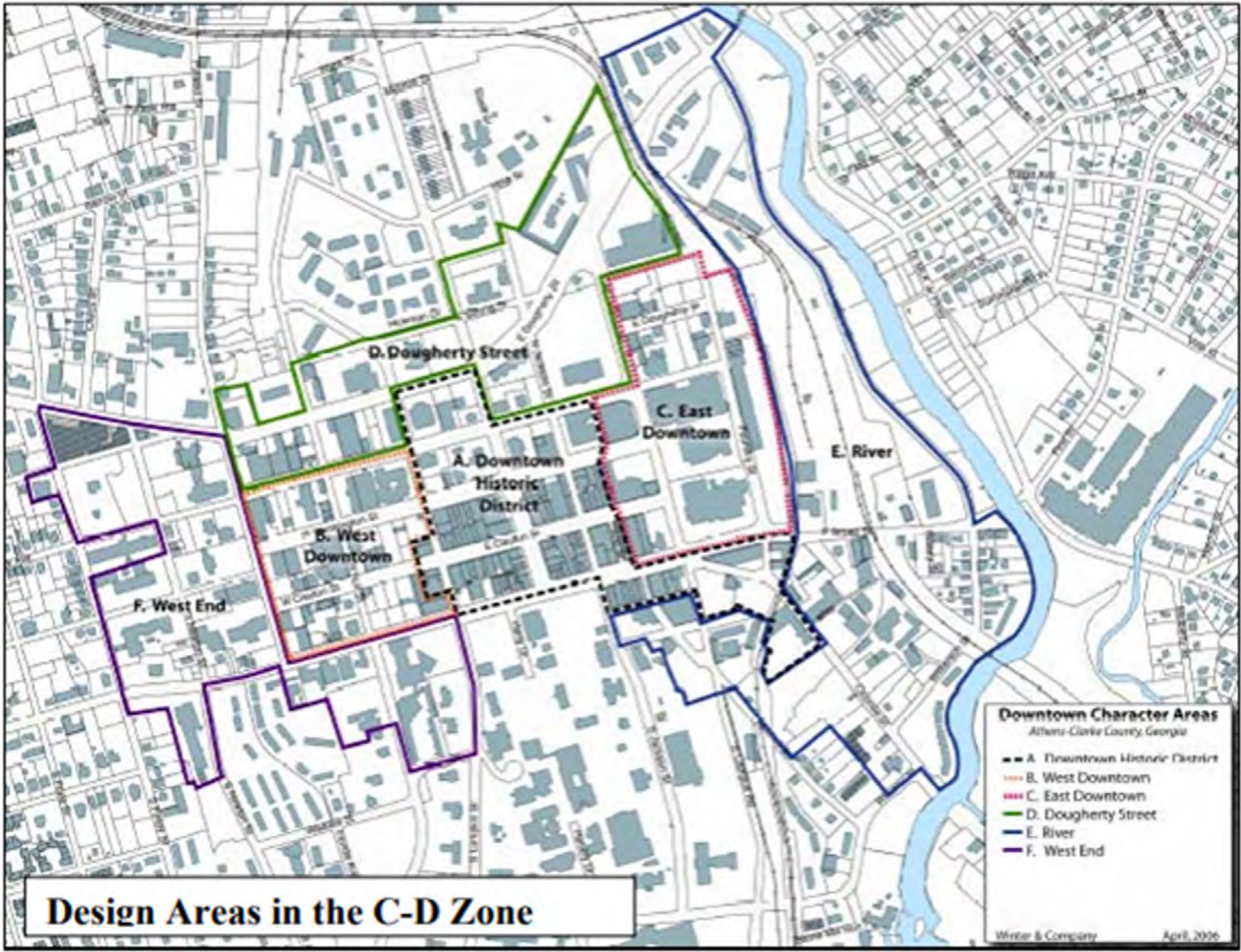
Savannah, Georgia

Very large and defined street network and alleyway grid with a robust historical district and downtown character. Zoning is enforced by multiple governing bodies.



Athens, Georgia

College town that has a tremendous amount of community pride towards its downtown area that includes historical properties and historical character that the city wants to maintain. The character of the commercial area is enforced through zoning without the same amount of bureaucratic layers as Savannah.



ZONING ANALYSIS | Governing Bodies



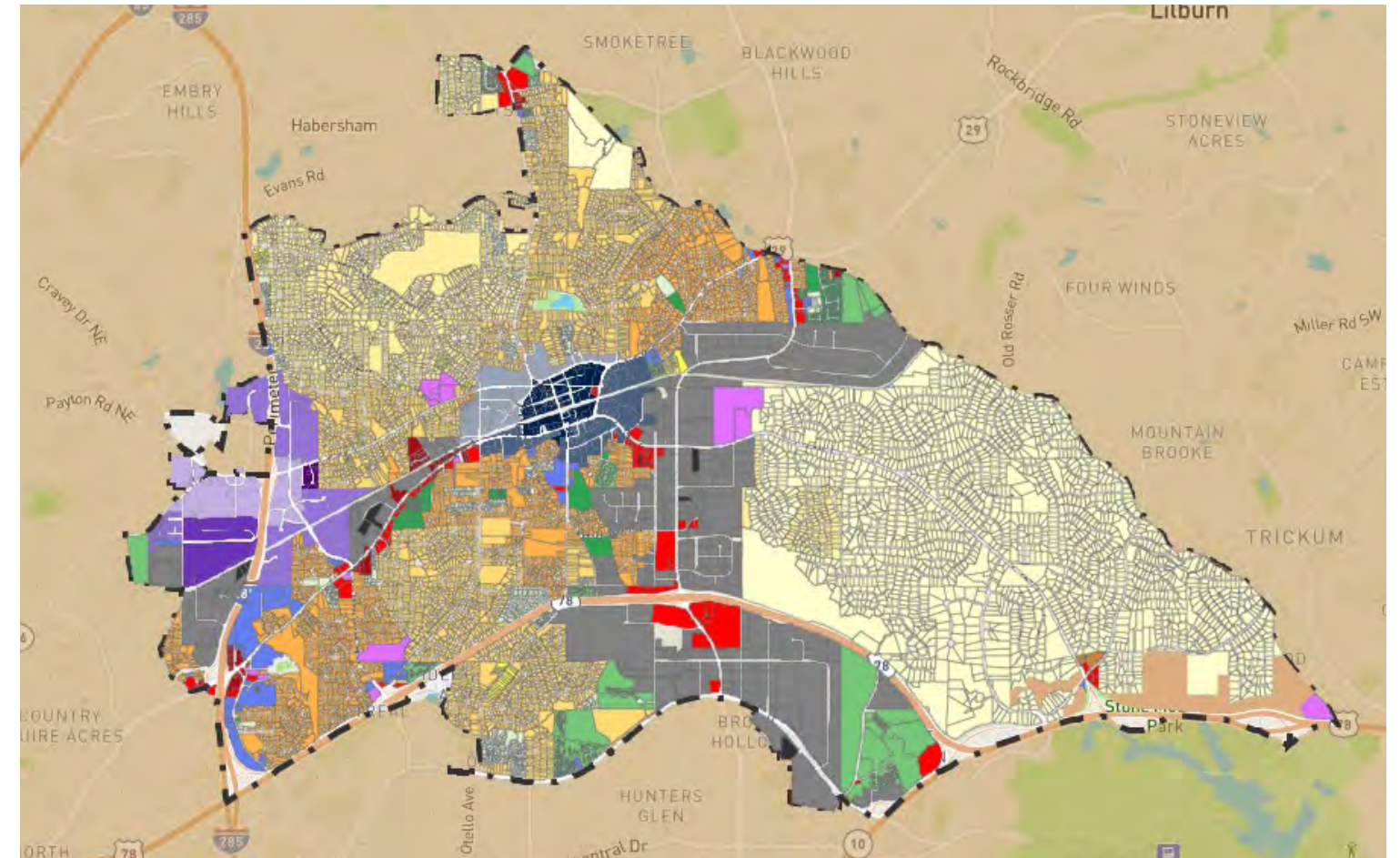
Tucker Governing Bodies

- *Mayor and other elected city officials
- *Community Development Director
- *Community Council
- *Planning Commission
- *Zoning Board of Appeals

E. Review by staff. Staff will review the submitted materials for compliance with specifications contained in special and overlay districts as part of the usual review process for the applicable permit.

Savannah and Athens Governing Bodies

- *Mayor and other elected city officials
- *Community Development Director
- *Community Council
- *Planning Commission
- *Zoning Board of Appeals
- *Historical Preservation Commission
- *Downtown Board of Review (Savannah Only)



Tucker's Zoning Map with the dark blue defining the "Downtown Village Zone" (DT-3 surrounded by the downtown neighborhood zone and downtown corridor zone. There is a fair amount of commercial (red) along the major thoroughfares, industrial (gray), and a lot of residentially zoned neighborhood.

ZONING ANALYSIS | Permit Submission

Savannah (like Tucker), tries to spell this out with text:

CITY OF SAVANNAH CODE OF ORDINANCES

CODE OF ORDINANCES SAVANNAH, GEORGIA > DIVISION II > Part 8 - PLANNING AND REGULATION OF DEVELOPMENT > CHAPTER 3. - ZONING (EFFECTIVE SEPTEMBER 1, 2019) > Article 7.0 Overlay Districts

e. Relationship of structures on streets

The relationship of a building or structure to the open space between it and adjacent buildings or structures shall be visually compatible with the open spaces between contributing buildings and structures to which it is visually related.

f. Rhythm of entrance and/or porch projection

The relationship of entrances, porch projections, and walkways to buildings or structures shall be visually compatible with the contributing buildings and structures to which they are visually related.

g. Relationship of materials, texture and color

The relationship of materials, texture and color of the facade of a building or structure shall be visually compatible with the predominant materials, textures, and colors used on contributing buildings and structures to which the structure is visually related.

h. Roof shapes

The roof shape of a building or structure shall be visually compatible with the contributing buildings and structures to which it is visually related.

i. Walls of continuity

Brick walls, wrought iron fences, landscape masses, building facades, or combinations of these shall be visually compatible with the contributing buildings, structures and objects to which they are visually related and shall form continuous walls of enclosure along the street.

j. Scale of a building

The mass of a building or structure and size of windows, door openings, porches column spacing, stairs, balconies and additions shall be visually compatible with the contributing buildings and structures to which the structure is visually related.

k. Signs

Signs, where permitted, shall be visually compatible with contributing buildings and structures to which they are visually related.

l. Directional expression of front elevation

A building or structure shall be visually compatible with the buildings and structures to which it is visually related in its directional character, including vertical character, horizontal character, or non-directional character.

Planning Department staff may be contacted at 706-613-3515 to determine if a project is considered ordinary maintenance or if review is needed. This is recommended for all undertakings on the exterior of a structure or property. The following is a brief list of a just a few of the changes usually considered ordinary repair and maintenance.

- Repainting- even with a change of color*; • Resurfacing damaged concrete in kind;
- Replacing broken slats on a shutter in kind; • Replacing a broken pane of glass in kind.

* While a change in paint color is not reviewed, the application of paint to a previously unpainted structure or feature would be considered a material change requiring review.

Athens-Clarke County Design Guidelines for Historic Districts and Landmark Properties

6

3a.10 Review Chart

Maintenance Not Needing Review
Replacing an existing roof in-kind, with no change in the material, shape, slope or other details;
Repair of eaves, overhang, or cornice with no change in design or material and no wholesale replacement;
Repointing of masonry chimneys;
Repair or cleaning of damaged cresting, finials, or gutters;
Repair of existing dormers, skylights, or solar collectors.
Work Potentially for Staff Level Review
Returning a roof or roof feature to a documented former condition;
In-kind rebuilding of an existing chimney found to be deteriorated beyond repair by a masonry professional;
Installation of gutters and downspouts;
Installation of skylights or solar collectors on elevations not facing a public street.
Work Requiring Review at a Public Hearing
Roofing change involving an undocumented change in material, shape, or slope;
Addition of a new chimney or removal of an existing chimney without an in-kind replacement;
Addition of dormers to any side of a building or skylights or solar collectors to highly visible or street facing elevations.

Athens-Clarke County Design Guidelines for Historic Districts and Landmark Properties

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3c.4 Review Chart

Maintenance Not Needing Review
Repair of parts of entrance features with like materials and design due to damage or deterioration. Examples include the in-kind replacement of a glass in a door after it breaks or replacement of torn screen on a screen door.
Work Potentially for Staff Level Review
Replacement of entrance features of identical size, design, and materials including trim when the entrance feature is documented to be deteriorated or damaged beyond repair;
Installation of storm doors or screen doors on secondary elevation entrances when made of wood or painted metal;
Addition or removal of an entrance to return the property to a known and documented previous condition;
Repair or replacement of an entrance or entrance features with changes in design, material, size, trim details, etc. at a location not visible from a public street.
Work Requiring Review at a Public Hearing
Repair or replacement of an entrance or entrance feature with changes in design, material, size, trim details, etc. at a location visible from a public street;
Addition or removal of an entrance other than returning the property to a previously known historic design;
Addition of a security door.

Athens-Clarke County Design Guidelines for Historic Districts and Landmark Properties

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2020 ULI Atlanta Center for Leadership Mini Technical Assistance Panel | April 28, 2020
Downtown Tucker Alley Activation | Tucker-Northlake CID

ZONING ANALYSIS | Parking

Tucker Zoning Ordinance for Parking Requires or Allows:

- Surface parking of 15 or more spaces shall include 10% landscaping
- Off-street parking requires landscape screening
- Shared parking allowed between different uses
- Tandem parking only allowed in residential zoned areas
- Parking reductions allowed for properties near transit
- On-street parking can be included toward required parking number
- Parking Structures required to have architectural facades on main right-of-way
- Alternate paving surfaces (i.e. pervious materials) allowed for excess parking subject to Community Director
- Valet Parking Requirements require off-street parking and in addition to zoning minimum
- Loading areas screened so as not to be visible from any public plaza, outdoor dining area, public sidewalk, street or residential
- Minimum bicycle/moped parking requirements, but not as replacement parking

Savannah and Athens deviate by allowing for additional reduction in parking through:

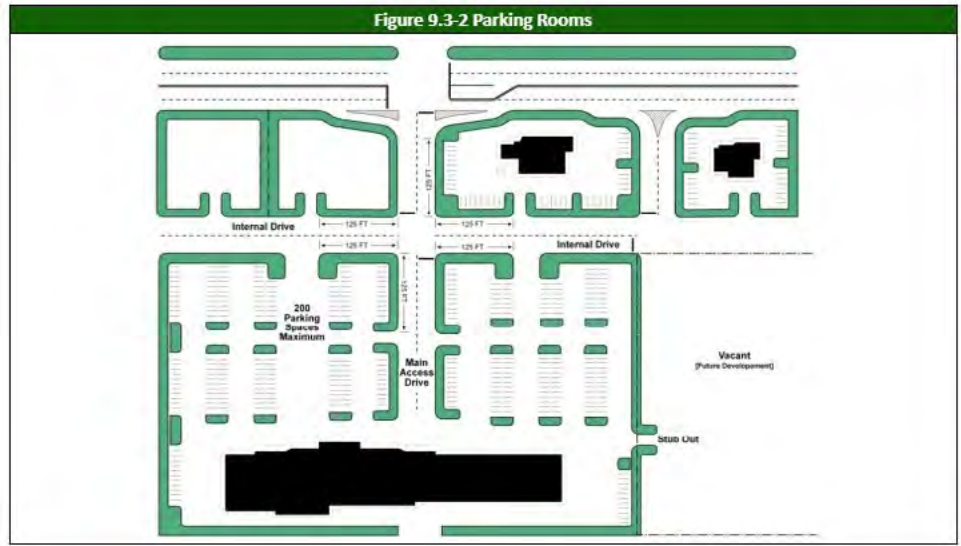
- Bicycle, Motorcycle/Moped Parking
- Tandem Spacing in non-residential applications
- Valet Parking

Provide design guidelines that:

- Encourage parking deck creation
- Parking Rooms
- Allow for additional impervious materials (brick, turfstone or similar) in addition to concrete, asphalt and pavers
- Require curb “interruptions” more frequently for on-street parking (24’ - 90 deg/ 17’ - 45 deg)



Table 9.3-1 Minimum Space Requirements		
	Vehicle	Bicycle
RESIDENTIAL USES		
All residential uses except as listed below:	1 per unit	n/a
Accessory Dwellings	0 per unit	n/a
Three and Four Family	1 per unit	n/a
Apartment/upper-story		
Studio	1 per unit	1 per 10 units
1 bedroom	1 per unit	1 per 10 units
2 bedrooms	1 per unit	1 per 10 units
3+ bedrooms	1 per unit	1 per 10 units
Continuing Care Retirement Community	See parking requirement for each type of housing or facility provided	n/a
Manufactured home park	2 per lot + 1 per 4 lots for visitor parking	n/a
COMMERCIAL USES		
Office		
Office, General:	1 per 300 SF	5% of vehicle parking
Call Center	1 per 100 SF	5% of vehicle parking
Day labor employment center	1 per 200 SF	5% of vehicle parking
Office, medical	1 per 200 SF	5% of vehicle parking
Contractor's office	1 per 1,000 SF	n/a
Studio/Multimedia Production Facility	1 per 300 SF	n/a



Visual Impacts of Parking Structures

Parking structures should be designed to enhance pedestrian activity along the street in the historic district. At a minimum a parking structure should help to animate the street and be compatible with the surrounding historic context. The visual impacts of the cars themselves should be minimized.

5.4 Design a parking structure so that it creates an attractive, active street edge.

- Wrap parking structures with retail space or other active use along the street edge when feasible in order to shield the facility from the street.
- Provide visually attractive street edges with architectural detailing, murals, public art, landscaping and product display cases when a retail wrap is not feasible.

5.5 Design parking structures to be compatible with historic buildings in the surrounding area.

- Respect the character defining features of adjacent historic buildings.
- Maintain the alignment and rhythm of architectural features as seen along the street.
- Use similar building materials.
- Avoid multiple curb cuts, they complicate turning movements and disrupt the sidewalk.
- Maintain the traditional widths of buildings in the area.

5.6 Minimize the visual impacts of parking structure facades that are visible from the public right-of-way.

- Design walls that do not abut the street edge but extend above existing buildings to be visually attractive and compatible with their surroundings.
- Consider creating visually attractive facades by using architectural detailing, murals and product display cases.



This parking structure incorporates a wrap of retail stores along the street edge. The storefronts are contemporary interpretations of the historic downtown context. (Boulder, CO)

ZONING ANALYSIS | Signage

Tucker Signs Requiring Permit:

- Awning
- Projecting Sign
- Ground Signs - Monumental or Double-post
- Sandwich Board Sign
- Entrance Sign
- Directional Sign

Typical zoning restrictions include:

- Size ratio compared to size of building
- Location
- Maximum combined size area where signs located on more than one facade
- Lighting of sign (i.e. no neon in downtown district)

Sec. 34-60. - Projecting signs.



(a) **Definition.**

A sign which is attached perpendicular to a building or other structure and extends more than 12 inches horizontally from the plane of the building facade.

(b) **General provisions.**

- (1) Signs must be securely fastened to the building surface.
- (2) Signs may not extend above the height of the building, including any parapet wall.
- (3) Signs may not be located on a roof.

(c) **Sign area allocation.**

See [section 34-56](#).

(d) **Dimensions.**

Area of individual sign: maximum nine square feet.

- Ⓐ Projection from façade: maximum two feet.
- Ⓑ Clear height above sidewalks or other non-vehicular areas: minimum ten feet.
- Ⓒ Clear height above parking, driveways, or other vehicle access: minimum 14 feet.



ZONING ANALYSIS | Signage - Savannah

Savannah’s signage requirements include:

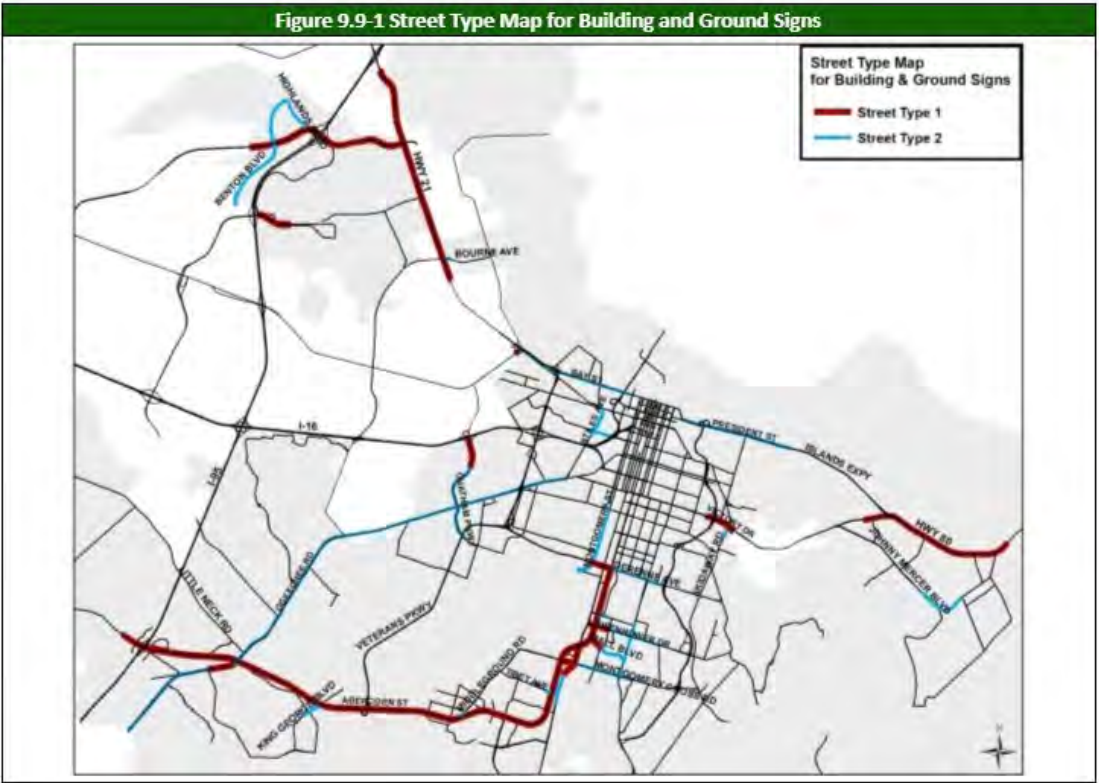
- b. Existing signs shall not be altered (except for routine general maintenance and repair), moved (except when necessitated by a roadway improvement project per the City Manager or his or her designee) or relocated unless the sign complies with all provisions of this Section.
- c. A change of sign face is not an alteration or replacement for the purposes of this Section.

Signs in the Historic District are subject to review by the Historic District Review Board and require a Certificate of Appropriateness. This includes Painted Signs. Requirements for those are below:

- 1. Wall signs may be painted directly onto a building subject to approval of the Savannah Downtown Historic Board of Review or Historic Preservation Commission.
- 2. The sign meets all standards and regulations for wall signs.

- 3. The sign is located and applied to the building in a manner that permits removal or painting over, without defacing or obscuring character defining features or otherwise leaving an unsightly appearance.
- 4. For contributing buildings, paint shall not to be applied to historic brick, stone, lapboard or other materials not having exterior paint.

<p>Under-Canopy or Under-Awning Sign A sign attached parallel to the underside of a canopy or awning. This sign type cannot be combined with a canopy or awning sign or an above-canopy or awning sign.</p> <p>Standards:</p> <ul style="list-style-type: none">a. One (1) such sign attached to a canopy or awning shall be permitted for each principal pedestrian entrance providing public access.b. Such sign shall not exceed an area of six (6) square feet.c. Such sign shall not be less than eight (8) feet above the pedestrian walkway and shall not be less than one (1) foot from the outer edge of the canopy or awning.d. Letters or symbols shall not exceed 10 inches in height. <p>Where Permitted: All districts, except any C- district. For nonresidential uses only.</p>	
<p>Marquee Sign A sign attached to the face of marquee not projecting above or below the face of the marquee. A marquee is a permanent roof-like structure that projects from the facade of a building over an entrance.</p> <p>Standards:</p> <ul style="list-style-type: none">a. One (1) such sign shall be permitted for each building facade with an entrance providing public access.b. The lowest point of such sign shall not be less than 10 feet above the pedestrian walkway.c. Such sign shall not exceed an area of one (1) square foot per linear foot of building frontage or 90 square feet, whichever is less.d. Copy shall not be changed more than once every 24 hours.e. Copy shall not be animated, revolve, flash or have running lights. <p>Where Permitted: TN-1, TN-2, TC-1, TC-2, OI, B-N, B-C, I-L-T districts, for nonresidential uses</p>	
<p>Projecting Sign A sign attached perpendicular to an exterior wall of a building or structure.</p> <p>Standards:</p> <ul style="list-style-type: none">a. Such sign shall not extend above the top of the wall to which it is attached, except that a sign 18 inches or less in width may extend up to a maximum of 24 inches beyond the top of the wall.b. Such sign shall not exceed an area of one (1) square foot per linear foot of building frontage.c. Only one (1) such sign per establishment shall be permitted.d. There shall be a minimum horizontal separation of 25 feet between such signs.e. No portion of such sign shall be less than eight (8) feet above a pedestrian walkway. <p>Where Permitted: TN-1, TN-2, TC-1, TC-2, OI, B-L, B-N, B-C, B-M, I-L-R, I-L-T, I-L, I-H districts, for nonresidential uses.</p>	



c. Decorative Pole Signs

Decorative pole signs shall be prohibited, except as permitted in a Special Sign District (see Sec. 9.9.17).



Table 9.9-4 Maximum Sign Area for Building Signs

Zoning District	Type I Street (sq. ft.)	Type II Street (sq. ft.)	All Other Streets (sq. ft.)
C-, RSF-, RTF-, TR-, TN-, RMHP	20	20	20
OI-T, TC-	32	26	20
B-M	64	48	32
RMF-, B-L, A-1	75	55	40
D-X, B-N, OI, IL-R	200	150	100
OI-E, B-C, IL-T, IL, IH*	300	250	200

* In addition to the above maximum sign area for building signs requirements, one (1) additional sq. ft. of building sign area per two (2) linear feet of building frontage shall be allowed for each two (2) linear feet of building frontage greater than 100 feet along one street within the B-C, IL-T, IL, and IH districts. [For example, a use on a Type II street in a B-C district having 150 feet of building frontage would net an additional 25 sq. ft. of sign area for a building sign—i.e., 150 ÷ 100 = 50; 50 divided by 2 = 25; 25 × 250 = 275.]

ZONING ANALYSIS | Signage - Athens

Athens' Design Guidelines for Downtown includes additional information that helps to emphasize the role signage plays in context:

Appropriate Sign Types

8.2 Consider a flush-mounted wall signs.

- Place wall signs to align with others on the block.
- Determine if decorative moldings exist that could define a "sign panel." If so, locate a flush-mounted wall sign to fit within a panel formed by moldings or transom panels.
- Do not obstruct character defining features of a building with signage.

8.3 Projecting signage may be considered.

- Locate small projecting signs near the business entrance, just above the door or to the side of it.
- Mount large projecting signs higher on the building, centered on the facade or positioned at the corner.
- Review all pertinent regulation when planning signage that will overhang the public right-of-way.

8.4 A window sign may:

- Be painted on a window.
- Cover no more than approximately 25 percent of the total window area.
- Be painted on the glass or hung inside a window.

8.5 Consider a directory sign.

- Consolidate small, individual signs onto a single panel as a directory to make them easier to locate.

8.6 Do not use permanent free-standing signs.



A small projecting sign should be located near the business entrance, just above the door or to the side of it.



Appropriate materials for signs. (Asheville, NC)

Sign Materials

8.7 Use signage materials that are compatible with the building facade.

- Use painted wood and metal for signage.
- Do not use unpainted materials because they are out of character with the context of the Downtown Historic District.
- Do not use highly reflective materials that are difficult to read.
- Consider painted signs on blank walls as they were used historically.



A symbol sign adds interest to the street, can be read quickly and is remembered better than written words. (Durango, CO)

Sign Design

8.8 Using a symbol for a sign is encouraged.

- A symbol sign adds interest to the street, can be read quickly and is remembered better than written words.

8.9 A simple sign design is preferred.

- Typefaces that are in keeping with those seen in the area traditionally are encouraged.
- Avoid hard-to-read or overly intricate typeface styles.

8.10 Preserve historic painted signs where they exist.

Sign Lighting

8.11 Use indirect lighting on signage.

- Directed lighting at signage from an external, shielded lamp.
- Use lighting that provides a warm light, similar to daylight.

8.12 Use internal illumination designed to be subordinate to the overall building composition.

- Do not use internal illumination for signage unless necessary.
- Do not use internal illumination for an entire sign panel. A system that backlights sign text only is preferred.
- Consider neon and other tubular illumination only in limited amounts so it does not become visually obtrusive.

ZONING ANALYSIS | Building Material and Streetscape

Tucker Zoning had a balanced presentation of building material with text, illustrations and diagrams to ensure compliance here as this was a core value of the Downtown Village especially. Savannah and Athens had similar requirements, the main difference is they also sought to describe the historical period and what about it was important to maintain.



ZONING ANALYSIS | Building Material and Streetscape



Table 3.3 General Visual Weight Table

General Visual Weight Table	
This table shows the visual weight of allowed exterior finish materials. Those at the top are lighter than those at the bottom and must be combined accordingly.	
Visually Lighter	Clapboard
	Brick
Visually Heavier	Natural or synthetic stone



Table 3.8: Outdoor Lighting Specifications

Location	Type	Specification
Street Light	Fixture type	King Luminaire – K803-EGD
	Pole type	Hapco – 78828-002-P43
Pedestrian Light	Fixture type	King K445 – Sol Lux Acorn Luminaire
	Pole type	Hapco Granville Decorative Fluted Pole
Parking Lot Light	Fixture type	Gardco – CA-22-2-3-250MH-VTBS-BLA
	Pole type	Gardco – RA5-25H-TBS-TBS-BLA



Building form and design (3.2.10)

Buildings and parking decks must comply with the following:

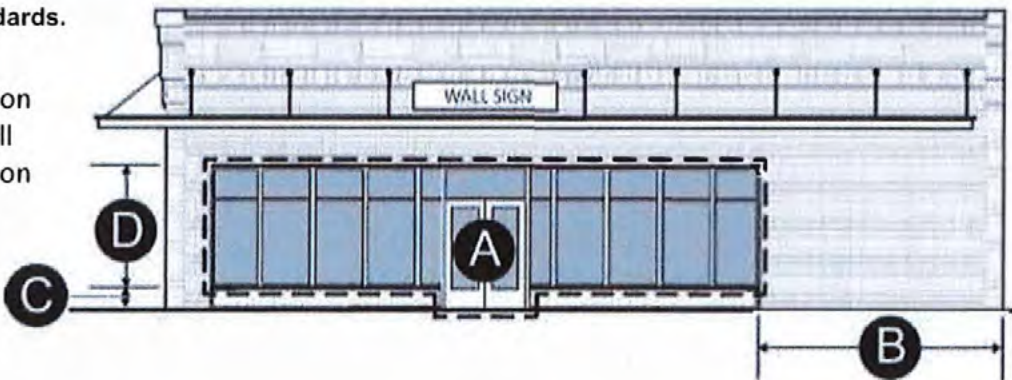
- I. Exterior materials. The following applies to facades:
 - a. Facades must be faced in brick, natural or synthetic stone, or painted wood/cementitious clapboard, subject to paragraphs “c” and “d” below.
 - b. Facades may not be faced in aluminum, metal, corrugated steel, vinyl or plastic, plywood, pressed wood, imitation wood, EIFS, true or synthetic stucco, or CMU.
 - c. Exterior materials of street facing facades along Main Street may only be faced in unpainted brick, unpainted natural stone, or unpainted synthetic stone.
 - d. No unpainted brick on a building or portion of building built before 1950 may be painted within the DT-3 district.
 - e. Exterior finish materials may only be combined horizontally, with the visually heavier material below the lighter material as shown in Table 3.3 General Visual Weight Table.

B. Streetscape elements and dimensions (3.2.14).

- I. Streetscapes must be installed on existing and new streets as required by Sec. 5.4.3 and in conformance with Table 3.5, except when paragraph “2” or paragraph “3” below applies.
2. A multi-use trail may be required instead of a sidewalk along any new or existing street when the location has been identified as a multi-use trail in any plan that has been adopted by the City of Tucker or the Georgia Department of Transportation.

Fig. 3.3. Storefront standards.

- A: Min. 65% fenestration
- B: Max. 20 ft blank wall
- C: Bulkhead (required on Main Street only)
- D: Display window



3. Streetscapes must match any ongoing or completed publicly-funded streetscape designs.

On Main Street, a 15’ streetscape zone is required with a 5’ landscape strip and 10’ sidewalk. Street light spacing at 80’ max and tree spacing 30’ max.

Street Furniture Specifications are provided, but specific products and brands is not required and similar designs may be used.

Crosswalks are encouraged - approved brick, concrete, or stone paving materials to identify crosswalk areas.

Landscaping - Trees must be certain caliper and size and must be planted closer than 30” from the street or sidewalk. Approved plant list in Table 3.7.

ZONING ANALYSIS | Building Material and Streetscape

Examples taken from Athens’ Design Guidelines. Design Areas identified and described in zoning supplementary material.

Structure of Design Guidelines

Each design guideline presented includes several components that constitute the criteria upon which design review decisions will be made.

Design Element

The guidelines are grouped into pertinent design element categories (e.g., site planning, building materials, storefronts).

Policy Statement

Each design element category has a policy statement that explains Athens-Clarke County’s basic approach to the treatment of that topic. In cases where the detailed Design Guidelines do not appear to address a situation, the general policy statement shall serve as the basis for determining appropriateness.

Design Guidelines

Specific Design Guidelines are numbered in order to reference them during the design review process. The guidelines are **not** numbered in order of importance.

Additional Information

Supplementary information is listed as bulleted (•) statements, and may include additional requirements, or an expanded explanation of the guideline.

Illustrations

Design Guidelines may be accompanied by a photograph and/or illustration that supports the guideline language. Illustrations are not included for all guidelines.

Design Element

Policy Statement

Design Guideline

Additional Information

Illustration

Windows and Doors

Original windows and doors are important features that help convey the character of a building. Original elements should be preserved, when feasible.

3.11 Maintain historic storefront openings.
The size and shape of the storefront are important characteristics that contribute to the integrity of a historic commercial building. Avoid altering the shapes of these features.
• If these elements have already been altered, consider restoring them if their original condition can be determined.

Structure of the Design Guidelines.

Vernacular Commercial Storefront

• circa 1860-1920

The vernacular commercial storefront of the late nineteenth and early twentieth centuries appears in commercial districts throughout the country, including Downtown Athens. The first floor is usually transparent for the display of goods, while the upper floors are generally reserved for office, residential or warehousing functions. At the storefront, a bulkhead is found below the display window with a transom above. The main door is frequently recessed.

Vernacular commercial storefront buildings have brick facades, often with stone detailing. Ornamental detail exists, but is simple and limited to a shallow molding as a cornice. Some cornices were made of wood or masonry, while others were made of metal. Although construction of vernacular commercial storefront buildings began as early as 1860 and continued until 1920, the majority were constructed at the turn of the century.

Characteristics

- Larger display windows
- Transom lights
- Bulkhead
- Recessed entry
- Double doors
- Tall, typically double-hung, second-story windows
- Cornice
- Italianate detailing



Many Vernacular style storefronts exist in Downtown Athens.



B. West Downtown Design Area

This area is bounded approximately by Lumpkin, Broad, Pulaski and Hancock. See the attached map for the specific boundaries. It contains a mix of commercial, residential and institutional uses. This area should be an extension of the Downtown, in terms of the general character of buildings with respect to mass, scale, materials and articulation. It should be a place that invites walking, and supports active retail uses at the street level. It should evolve as a place with a mix of old and new structures, at varied heights. **Many new buildings are expected to be more than two stories tall and a relatively high density overall is anticipated.** While West Downtown should feel related to the Downtown Historic District, some greater variety in the streetscape is expected, with plazas and courtyards giving variety to the street edge. Office uses and housing is expected on upper levels. A design goal for this area is to promote a pedestrian-friendly atmosphere that is experienced as an extension of the Historic Core. The use of buildings with storefronts at the sidewalk edge is encouraged, but some variations in building setbacks and the use of landscaped open space along the street edge is to be accommodated. Extending the sense of scale found in the historic core and enhancing pedestrian interest are also design objectives for this area, but more flexibility in the methods of achieving this is to be provided. The visual impacts of parking should be minimized, either by enclosing parking in structures, or placing it behind active uses.



ARTS & COMMUNITY

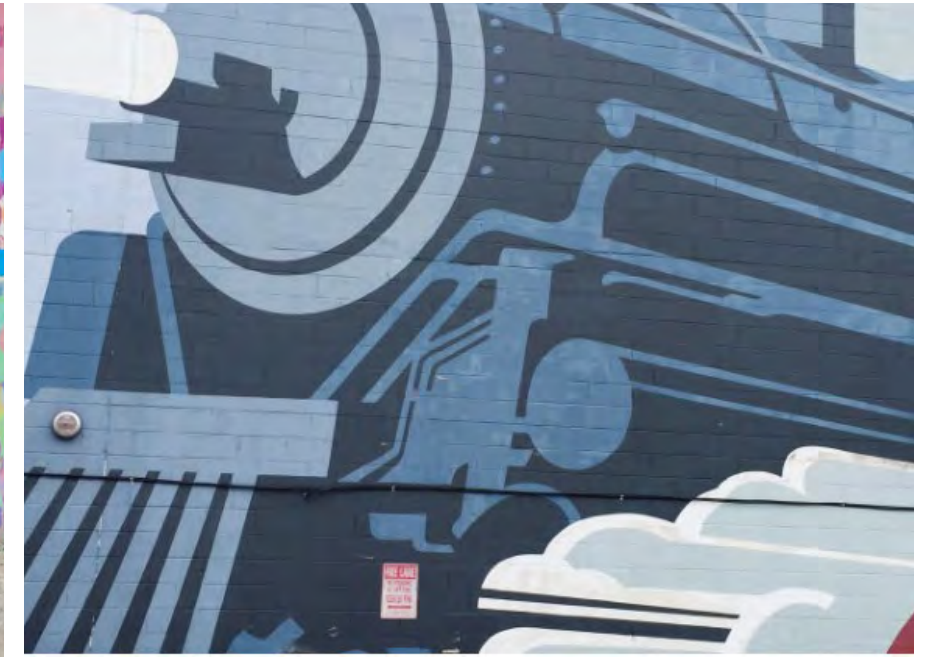
HOW CAN ART, COMMUNITY, AND A SHARED HISTORY GUIDE FUTURE ALLEY DEVELOPMENT?

PUBLIC ART | Opportunities



Art as an Access Point

- Art behaves as an access point for people and acts as a discovery tool capitalizing on the curious nature of humans.
- Creates “Instagrammable” moments that will be shared locally and regionally to create and support interest and usership.
- Engages social media as a platform for the Tucker alleyway experience – considerations of the physical realm, virtual realm, and human realm.



PUBLIC ART | Opportunities




Art as a Tool for Community Involvement and Support

- Public art increases the economic impact of surrounding businesses.
- Opportunities to involve community schools and public interest groups for “chalk the walk” and similar community art opportunities in connection with shopping and other events in the alleyways.



- We acknowledge the citywide art master plan did not move forward, leaving opportunity for Downtown Tucker to implement and oversee its own art master plan.



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ARTS & ECONOMIC PROSPERITY 5 CALCULATOR

INSTRUCTIONS

Provide the information below to calculate the economic impact of your organization (or a group of organizations).

Population of your community:

Total Expenses: \$

Total Attendance:

[CALCULATE →](#)
[RESET →](#)
[PRINT →](#)

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
AUDIENCES:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
TOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Definitions

Total Expenditures:
The total dollars spent by your nonprofit arts and cultural organization and its audiences: event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities.

FTE Jobs:
The total number of full time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and cultural organization and/or its audiences. An FTE job can be one full-time employee, two half-time employees, etc. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.



PLACES IN THE MAKING



ARC ARTS & CULTURE STRATEGY



CREATE DUNWOODY



BELTLINE ARTS & CULTURE

PUBLIC ART | Columbus, GA



PUBLIC ART | Chattanooga, TN



PUBLIC ART | Nashville, TN



COMMUNITY ICONOGRAPHY | Athens, GA

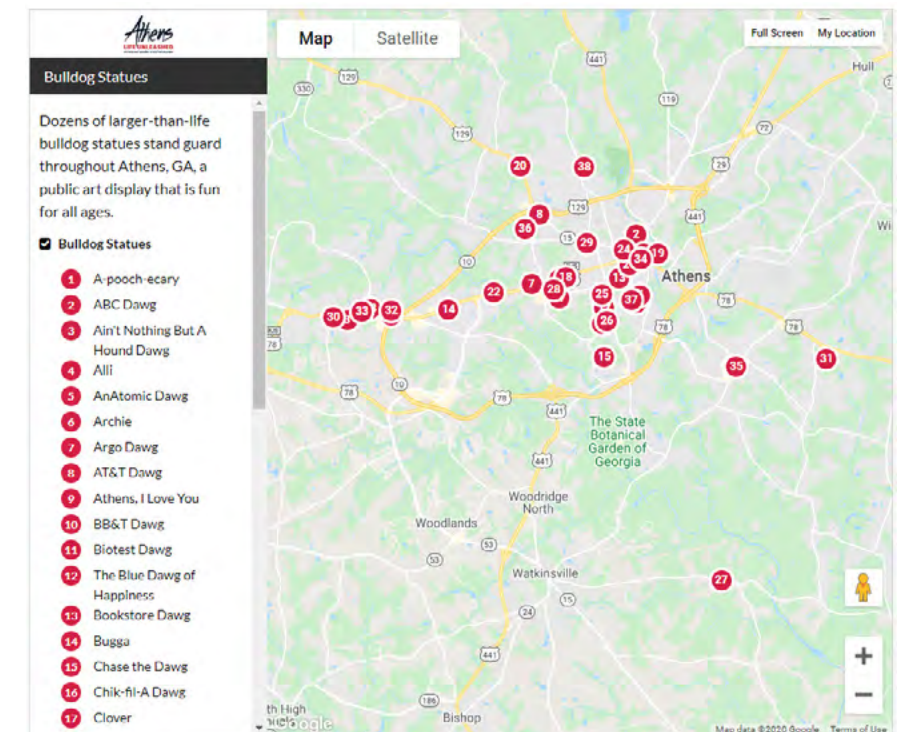


Background

- Fiberglass statues stand four feet tall.
- Original program began in 2003 by the Athens-Oconee Junior Women's Club with 36 bulldogs painted by local artists.
- Program officially ended in 2010 with an auction that raised \$25,000.
- Many statues remain in their original location, and many more have been added since.



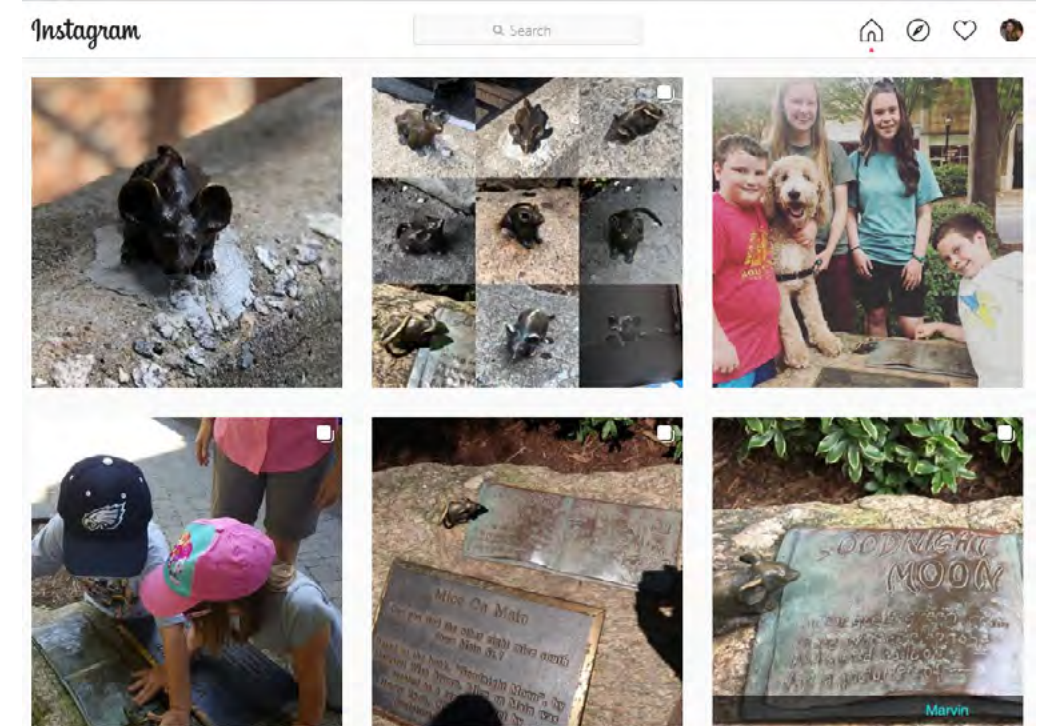
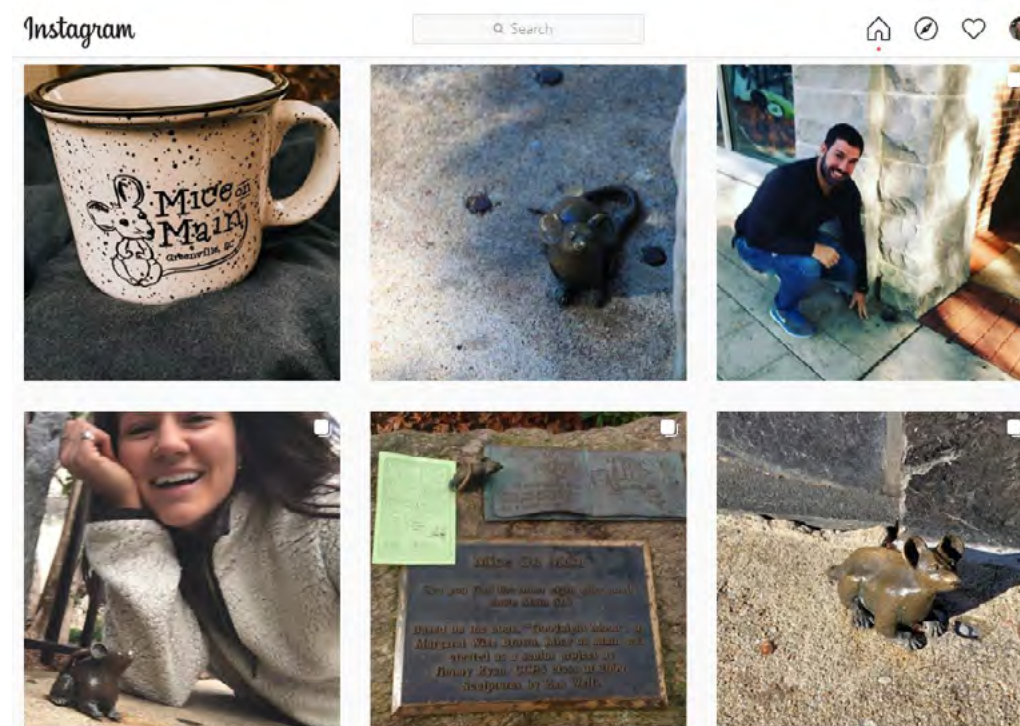
BULLDOG STATUES IN ATHENS GA



COMMUNITY ICONOGRAPHY | Greenville, SC

Background

- Inspired by the children's book *Goodnight Moon*, nine bronze mice along Main Street are discovered along a scavenger hunt.
- Originated as a high school senior's project in 2000.
- Money was raised through donations and a local sculptor was commissioned.
- A book has since been written about Greenville's mice and is sold along with other merchandise including shirts and games at local retailers. Proceeds benefit a local charity.





mice on main SCAVENGER HUNT

Greenville's bronze mice are spaced out on one side of Main Street or the other, from the Hyatt Regency to the Westin Poinsett. Use the clues to find all nine mice! Happy hunting!

1. You'll find Marvin near the Roost. He brought his book to give his reading a boost.
CLUE: SEARCH AT THE HYATT AND NOMA SQUARE.

2. Maggie is across the street keeping cars off the sidewalk - a tricky feat!
CLUE: LOOK BOTH WAYS! (IS THAT A PARKING BARRIER?)

3. Marvin, Jr. is too young to drink morning brew; still he tries to sneak in before he hears "shoo"!
CLUE: DO YOU SEE A COFFEE SHOP?

4. Marcle's cool; you'll see that at a glance. ONE City Plaza is where he loves to dance.
CLUE: LOOK NEAR THE PLAZA SQUARE.

5. If Millie didn't have such a wonderful view, she might come down and eat chicken with you.
CLUE: SHE'S KEEPING HER EYES ON YOUR WAFFLE FRIES!

6. Mitch gets ready to run into a "money garden" to have some fun.
CLUE: THINK WELLS FARGO INNER GARDEN.

7. Melissa is always a happy sight! She likes to keep the "dark corner" bright!
CLUE: MELISSA IS FOND OF CREPES AND SUSHI, TOO!

8. Miffin is on the corner by a bank. (It's the oldest one downtown, to be quite frank.)
CLUE: HE HAS A PERFECT VIEW OF A GIANT BOAR!

9. At an Italian restaurant, right near a rain spout, Uncle Miles is just hanging out.
CLUE: UNCLE MILES LOVES GARDENS, AND THERE'S ONE CLOSE BY.

Find them all? Congratulations, Mouse Hunter! Mission accomplished! 

COMMUNITY ICONOGRAPHY | Madison, AL

Discover Madison's Trains On Main



BY HEATHER PHILLIPS
AUG 15, 2018



Background

- Permanent outdoor scavenger hunt featuring eight bronze trains throughout downtown Madison.
- Program created by chamber along with the city and CVB.
- Clue cards available at the chamber, city hall, and online.
- Clues were created by historical preservation society.
- Completed clue cards earn a prize when returned to the chamber office.



TRAINS ON MAIN CLUES



1 Sitting in this soft mulch bed, I like to look at this striking sculpture and recall the downtown renovation and the sounds of construction.

FOUND AT _____

2 This little downtown alley way is now a pedestrian walkway. I sit at the base of a structure that shines light for the photographers and their subjects.

FOUND AT _____

3 Back in the day, the community could set their watches by the sounds of the arriving and departing trains. I sit here and think of this new timepiece, made to look old, that now serves the downtown area shop owners and patrons.

FOUND AT _____

4 Although now a very yummy establishment, this location once served as a temporary home for those who would enjoy "saw" or "file" pie. I will rest on this perch and hope that I am soon found.

FOUND AT _____

5 I am fascinated by this historical relic on Front Street, because this small chamber on a two-wheeled frame is louder than a passing train.

FOUND AT _____

6 Once a home, then a museum, it is now a storefront to many businesses. I enjoy the view from the front porch of this old home. The Clays would be happy that their 1858 home continues to serve the community.

FOUND AT _____

7 Students entered this building in first grade and graduated twelve years later. The city's only historic school received this memorial site marker from the High School Class of 1941.

FOUND AT _____

8 This replica building on the village green serves as a shady place to pass the time. Once the first town hall, it is now an iconic image for Madison's downtown. While sitting under this building, I like looking up at its irregular shape.

FOUND AT _____



Clues provided by the Madison Station Historical Preservation Society.

COMMUNITY ICONOGRAPHY | Opportunities



- A range of possibilities for installation options - stamped or painted on concrete, flag or signage mounted on the side of buildings, or bronze cast or fiberglass 3D figures.
- Creating a scavenger hunt through the alleys to find each train provides a family attraction leading participants to discover history of downtown Tucker and presents a chance for them to visit local retailers and restaurants.
- Option to introduce a brick/paver program in the area surrounding or leading to each train to raise funds. Each participant could inscribe their name or a message into the installation.
- Potential for merchandise collections based on the trains - mugs, t-shirts, annual commemorative Christmas ornaments, children's books, etc., that could generate revenue to be allocated to downtown maintenance programs.
- Special events or promotions that encourage people to take photos with the statues and post them to their social media accounts with specific hashtags to aggregate the posts. This type of activation pushes awareness to members beyond someone's inner social circle to those that they have little to no regular contact with, while still providing influence.
- Opportunity to engage local students in design or art competitions that could be put on display downtown or voted on through online surveys.
- Through an integrated app, the CID could share maps, guided tours, historical highlights, clues for a scavenger hunt, opportunity to donate to support the train program or alley maintenance, buy merchandise, custom frames or filters for people to add to their photos and post on social media, coupons to local retailers by showing your mobile device or where you are on the train tour/hunt.
- Fundraising could extend to several train-themed levels based on types of rail cars or crew positions (apprentice, engineer, brakemen, conductor) acknowledging businesses or individuals for their contributions for supporting the program on an annual sponsorship basis.



GREEN INFRASTRUCTURE

HOW CAN THE ALLEY DISTRICT DEVELOPMENT IMPROVE BOTH HUMAN AND NATURAL SYSTEMS?

GREEN INFRASTRUCTURE | Co-Benefits

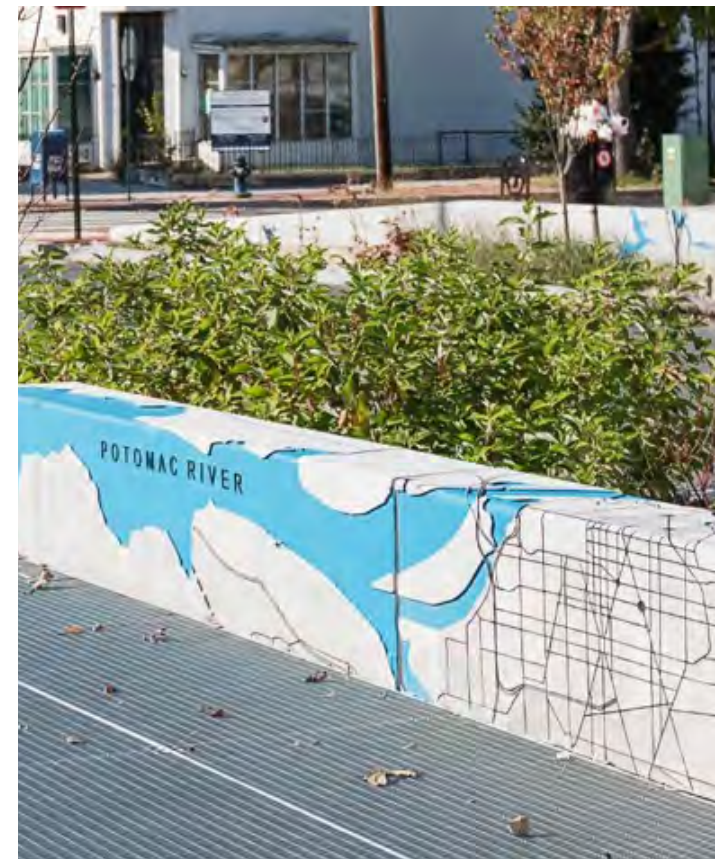
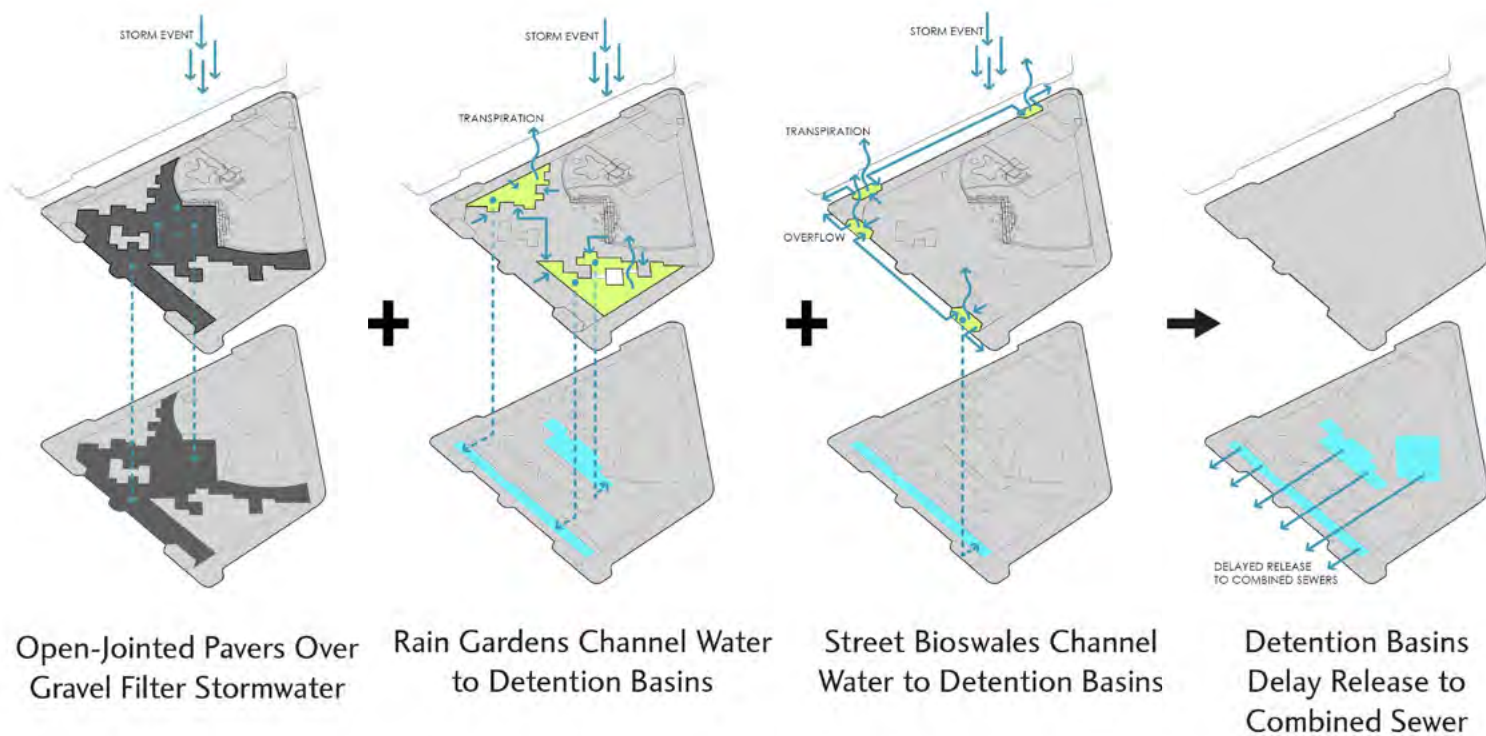
GREEN INFRASTRUCTURE IS MULTI-FACETED

Environmental Benefits

- Alleviate localized flooding for continued use following an intense summer rain event
- Reduce peak flow of runoff entering the municipal sewer system thus reducing stress on downstream infrastructure and waterways
- Improves water quality by filtering runoff of sediments and pollutants
- Recharges ground water by infiltrating runoff back into soils
- Creates habitat for pollinators and migratory birds
- Reduces heat island effect by replacing paved surfaces with vegetation

Human Benefits

- Increases human access to nature within an otherwise urban environment
- Provides beauty and richness to built environment
- Makes natural systems visible on the surface thus providing opportunities for education
- Creates opportunities for didactic design elements that can express the natural history and interconnectedness of a specific place to its broader environmental context



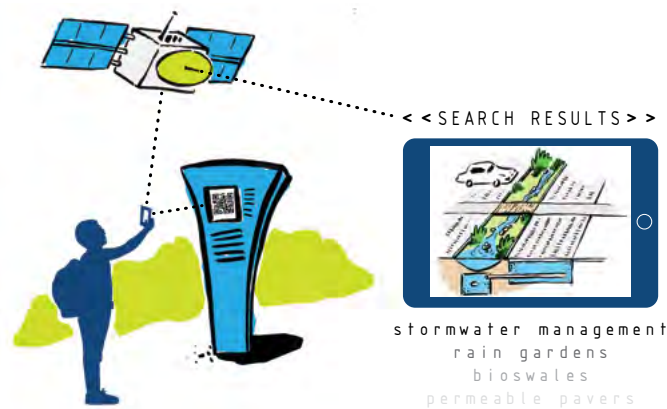
GREEN INFRASTRUCTURE | Strategies

GREEN INFRASTRUCTURE IS MULTI-FACETED

Not only does green infrastructure provide multiple benefits, but it can be enacted in a variety of ways. From low-impact, low-investment strategies that can be community initiated and maintained, to fully integrated solutions that are municipal undertakings with long-term benefits, implementing a green infrastructural interventions in the Tucker Alley District can establish Downtown Tucker as a model of sustainable urban development.

DIGITAL INTEGRATION

There are also exciting opportunities for integrating the physical site interventions into the digital space. If an accompanying digital application is created in conjunction with the development of the Tucker Alley District, real-time environmental impacts can be expressed to the public for increased environmental education and awareness.

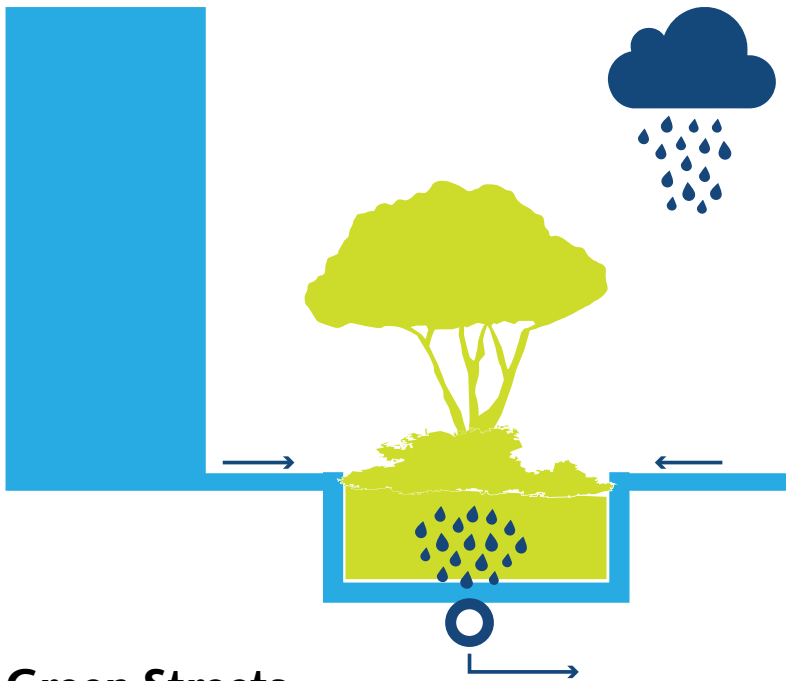


Community Greening Initiatives

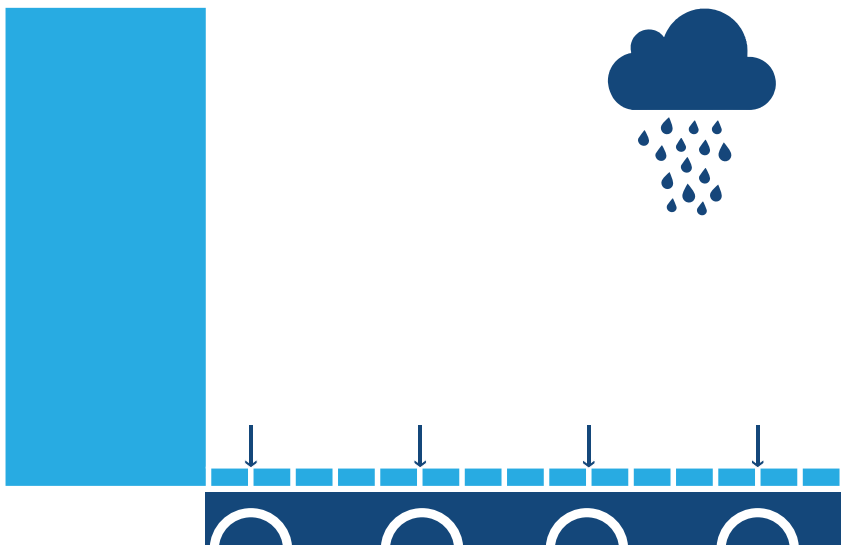


Rain Water Harvesting

LOW IMPACT STRATEGIES



Green Streets



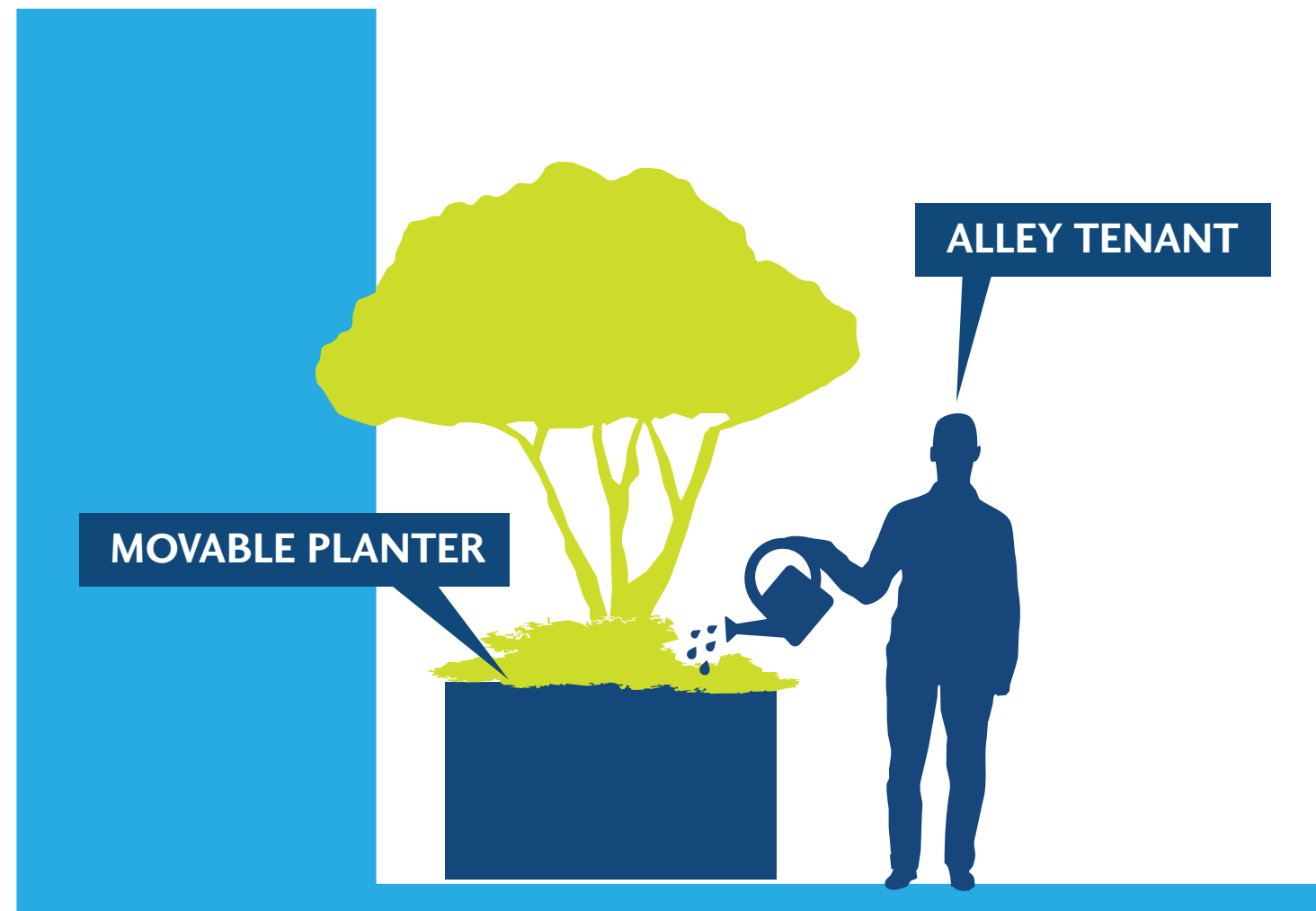
Permeable Pavement

INTEGRATED STRATEGIES

LOW IMPACT STRATEGIES | Community Greening

TENANT PROVIDED PLANTERS, PLANTINGS, AND MAINTENANCE

Perhaps the lowest investment option for implementing green infrastructure is promoting the installation of plantings by the tenants whose stores and residences face the alleys. The CID can either set design standards or institute an approval process to maintain control of the overall visual identity of the alley. Planters can be made movable for ease of maintenance and flexibility of use.

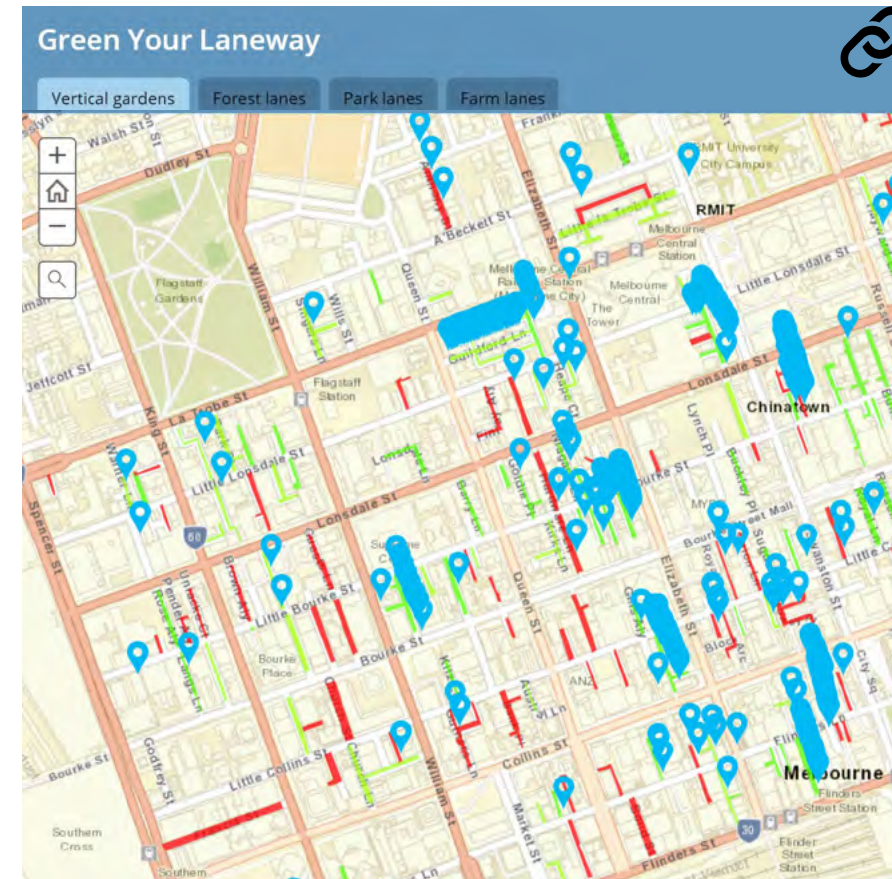


LOW IMPACT STRATEGIES | Community Greening

PRECEDENT: GREEN YOUR LANEWAY, MELBOURNE, AU

The city of Melbourne, Australia launched a program to encourage the greening of alleys throughout the city. The general public can search all of the city's alleys on an interactive map hosted on the city's website and nominate those alleys for a green makeover using a combination of planter boxes, vertical gardens, climbing plants, and trees. The online maps show the different ways that laneways can be suitable for greening. The mapping is based on several factors such as sunlight and wind exposure – with the best lanes coloured dark green, and the least promising coloured red.

In addition to the interactive map and nominating process, there are a series of interactive renderings with various greening techniques that offer local property owners resources on implementing green infrastructure themselves.



PRECEDENT: EARTH PLANTERS, LOUISVILLE, KY

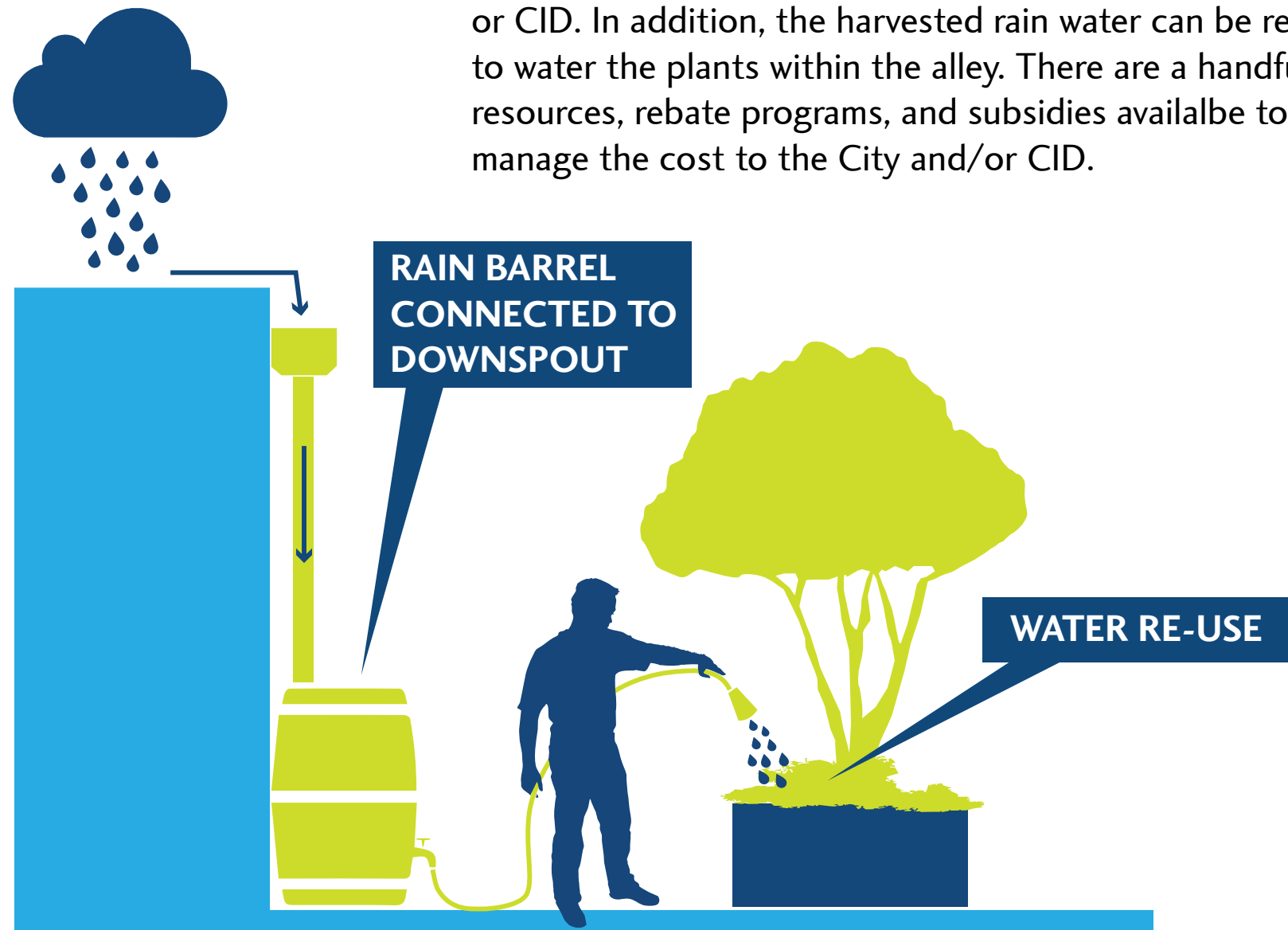
The Louisville Downtown Partnership, with the support of their member organizations, purchased 100 self-watering planters for display within the public right-of-way. The planters lend visual consistency across the downtown district, provide perennial displays of color and texture for added visual interest, and conserve water use through innovative technology. The planters are maintained through contracts initiated by the Downtown Partnership, but the day-to-day maintenance is greatly reduced due to the self-watering nature of the planters.



LOW IMPACT STRATEGIES | Rain Water Harvesting

TENANT RAIN WATER CAPTURE PROGRAMS

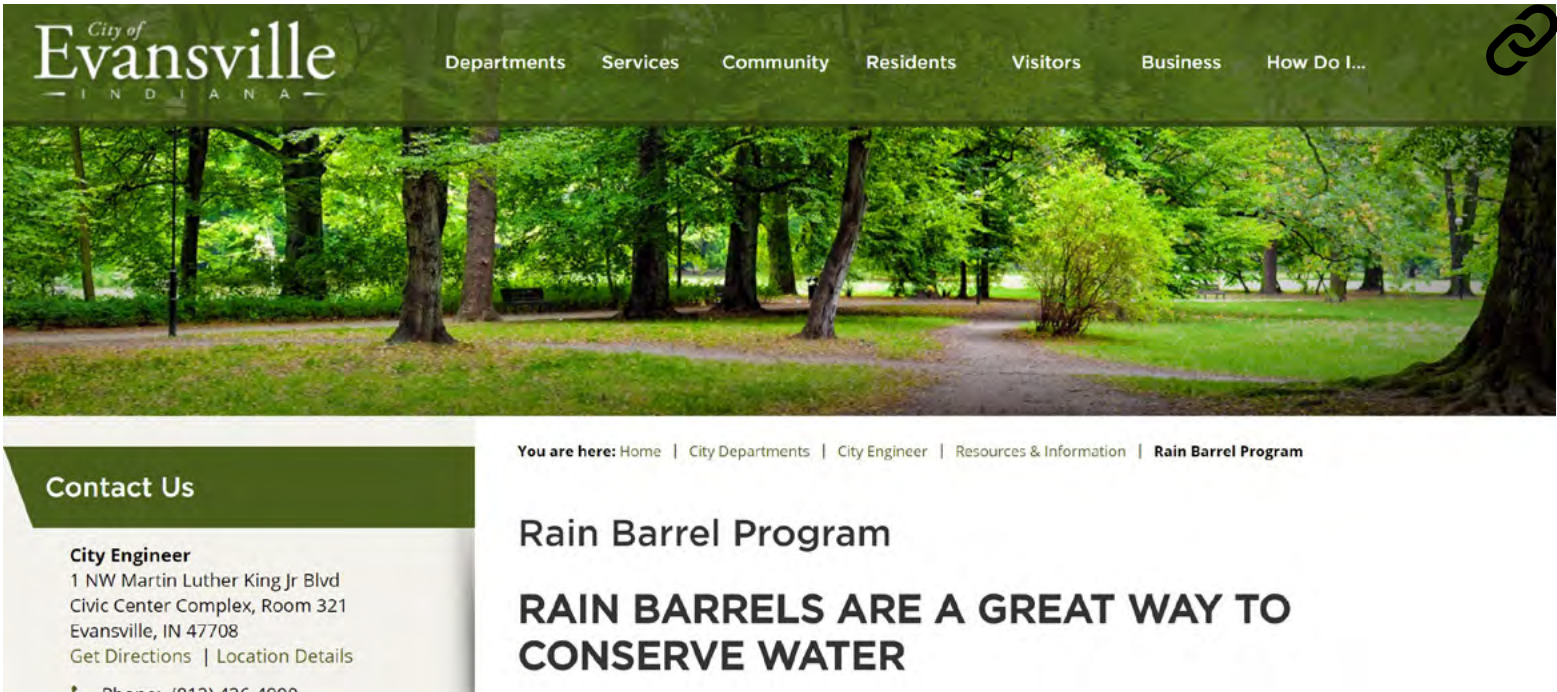
A low-impact, low-investment strategy that can be coupled with a community led greening program is a rain barrel program. A significant portion of stormwater runoff in urbanized areas comes from the rooves of buildings. By providing incentives for property owners to maintain a rain barrel, a large impact on total runoff can be acheived through minimal investment by the City and/or CID. In addition, the harvested rain water can be reused to water the plants within the alley. There are a handful of resources, rebate programs, and subsidies availalbe to help manage the cost to the City and/or CID.



LOW IMPACT STRATEGIES | Rain Water Harvesting

PRECEDENT: RAIN BARREL PROGRAM, EVANSVILLE, IN

The city of Evansville, IN has partnered with Coca-Cola to provide rain barrels to residents who wish to decorate and install them on their private property. The rain barrels, when implemented across hundreds of properties, have the potential to provide large stormwater management impacts with minimal investment by the city. The added layer of painting the rain barrels instills community pride and character. In the Tucker Alley District, the rain barrel program could be combined with some of the community iconography programs discussed in the previous section.



RESOURCE: RAIN WATER SOLUTIONS INC.

Rain Water Solutions, Inc., a manufacturer of rain barrels, offers technical, funding, and management assistance to non-profits and municipalities who wish to start a rain barrel program. They provide the support and marketing tools nonprofits need to run a successful rain barrel distribution program – from start to finish. This includes discounted prices, rebate programs, and assistance for identifying and applying for grants.

NONPROFIT SUCCESS STORIES



Rain Barrel Awareness

These programs are a great fit for organizations that want to encourage the use of rain barrels without impacting their budget. With no 'upfront costs', our bulk pricing and secure e-commerce site enable groups to offer residents 'Ivy' rain barrels at a cost significantly less than retail.

CASE STUDY: ASHLEY COOPER



Rain Barrel Rebate Programs

Nonprofits and public utilities often work together to provide rebates as an incentive to increase the number of rain barrels sold and used. Rebates combined with our bulk pricing and secure e-commerce site makes harvesting rainwater attractive and affordable for more people.

CASE STUDY: SOLANA CENTER



Grant Funded Programs

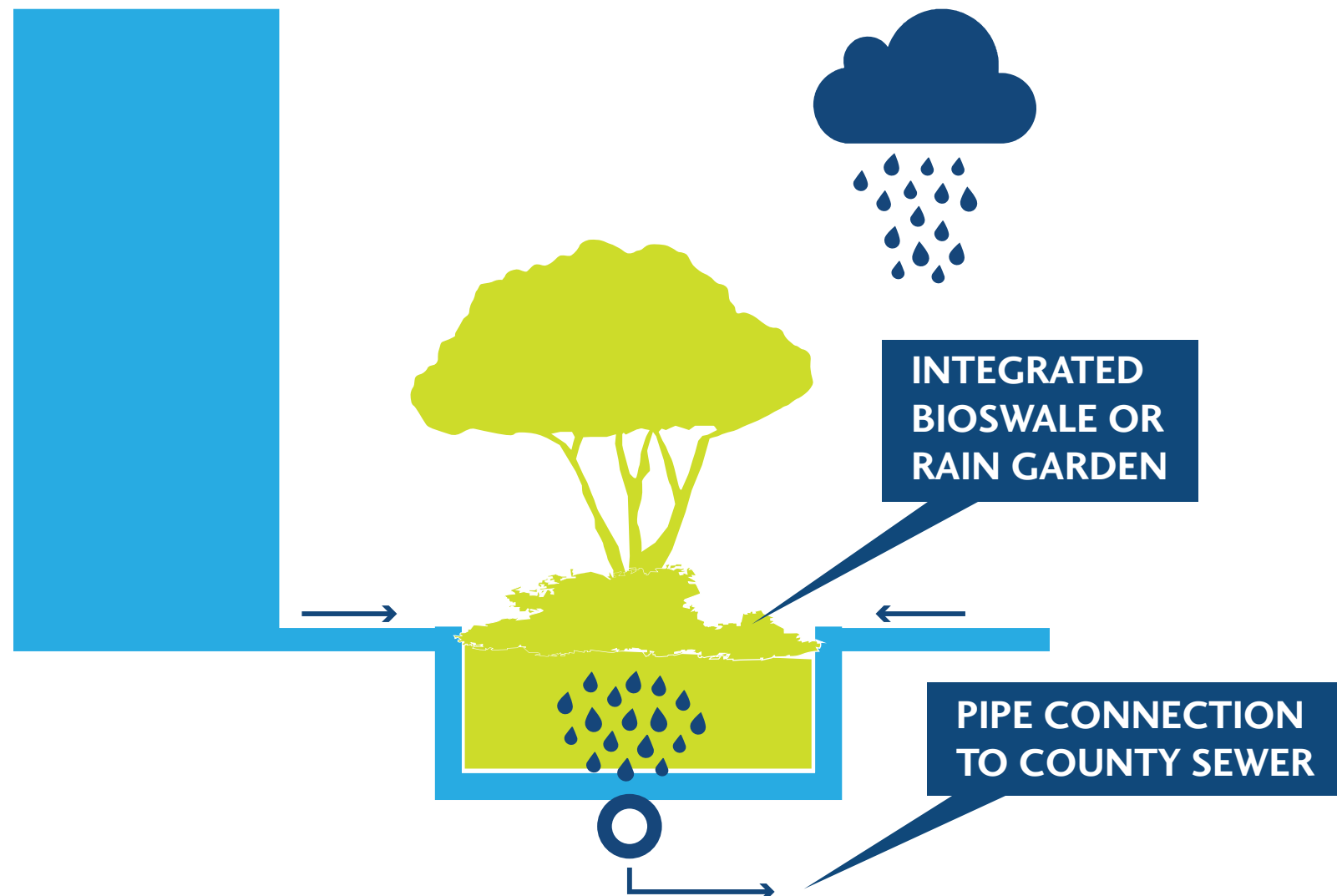
Organizations looking to increase public support for water conservation use grants to offset the cost of each rain barrel sold. Funds from the grant combined with our bulk pricing and secure e-commerce site make using rain barrels easier and more affordable for your community.

CASE STUDY: DERRY TOWNSHIP

INTEGRATED STRATEGIES | Green Streets

MUNICIPALITY LED GREEN INFRASTRUCTURE SOLUTIONS

Taking an integrated approach to green infrastructure yields much more significant impacts on flood mitigation, water quality, and aesthetic improvement. Rain gardens and bioswales can provide rich texture and an immersive quality to the alley design. Yet they also require a higher level of investment and coordination. Tucker, as a new city utilizing county infrastructure, and the CID, as a private organization, can not embark on an integrated approach alone. Instead, it will require close coordination with Dekalb County Water and Sewer.



INTEGRATED STRATEGIES | Green Streets

PRECEDENT: GREEN STREETS STEWARD PROGRAM, PORTLAND, OR

Portland, OR is home to one of the first municipal green streets programs in the United States. For close to two decades, they have been identifying areas in the city that are flood prone, or that have problematic levels of sedimentation and overflow, and they have have converted imprevious services in the public right-of-way to bioswales and rain gardens. By introducing a curb cut and vegetated depression, bioswales and rain gardens are able to divert stormwater runoff from the city sewers thus mitigating flooding and improving water quality.

These interventions require significant capital to both design and build, however these costs are generally offset in the value added. They are also more intensive to maintain than an asphalt pavement. Therefore, the city of Portland created the Green Street Steward Program to capitalize on the energy, enthusiasm, and environmental stewardship of the local community to help maintain the green infrastructural interventions.

Participating in a Green Street Steward program is a rewarding way for residents to contribute to the community and keep their shared waterways clean. The level of effort can range from picking up trash, removing debris from overflow drains, and occassional watering and weeding. In addition to the material impacts that a stewardship program can provide, it also helps build community and culture of environmental awareness and advocacy.

Welcome to the Green Street Steward Program!

Becoming a green street steward is a rewarding way to care for your community and help to keep Portland’s rivers clean. This guide describes the simple activities that you can do to help maintain a green street.

What is a green street?

Green streets are vegetated spaces that capture stormwater runoff and allow it to soak into the ground as soil and plants filter pollutants. Green streets reduce the amount of stormwater that flows into the sewer system and local streams, replenish groundwater supplies, and create urban green spaces.

Why green streets?

Portland’s green streets work hard managing stormwater runoff from streets, sidewalks and other paved surfaces. Green streets help:

- Protect water quality and improve the overall health of our rivers and streams.
- Prevent stream erosion.
- Prevent combined sewer overflows.
- Reduce the risk of basement backups and sewage releases into the environment.

Sign up to be a steward!

If you have not yet adopted a facility, start by registering as a green street steward at www.portlandoregon.gov/bes/GreenStreetSteward. Follow these steps:

1. Register as a green street steward.
2. Select a green street to adopt.
3. Accept the terms and conditions.

INSIDE THIS GUIDE

Introduction	1
Overview of Green Street Steward Activities	3
How-to Maintain Your Green Street.	4
Optional Planting Activities.	7
Getting to Know the Plants	9
Reporting on Your Work	10

How do green streets work?



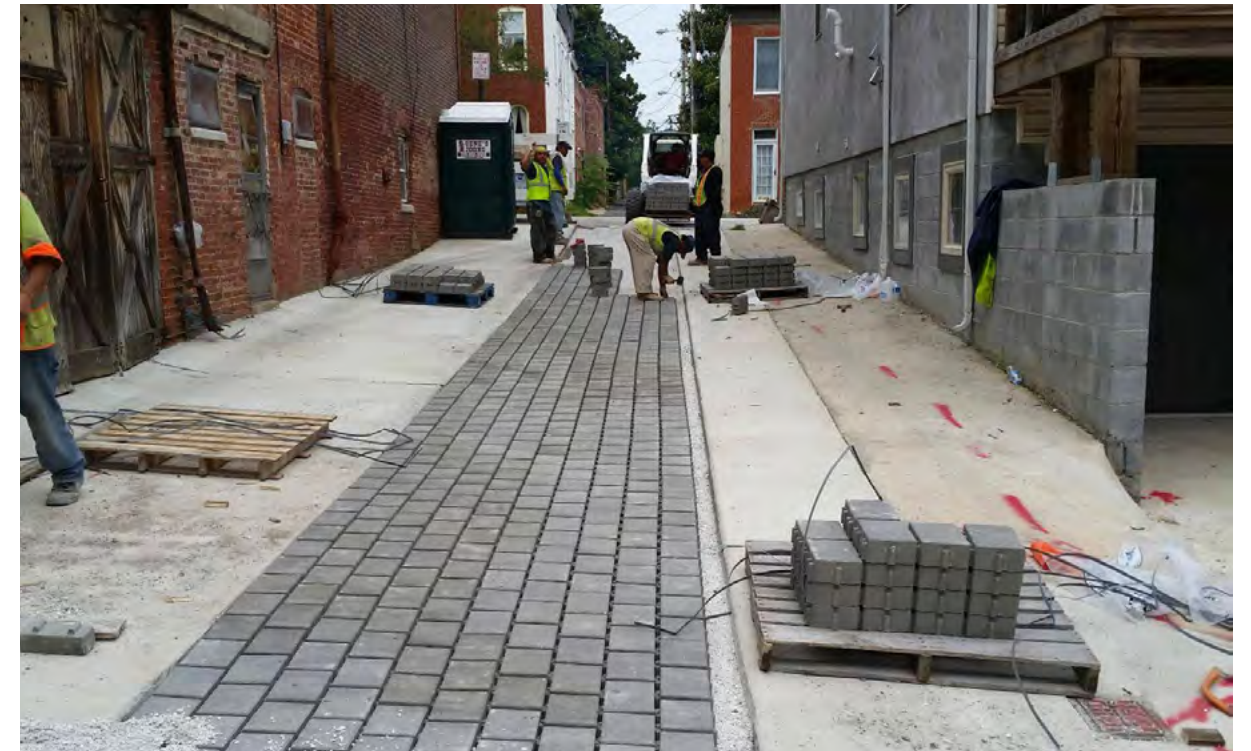
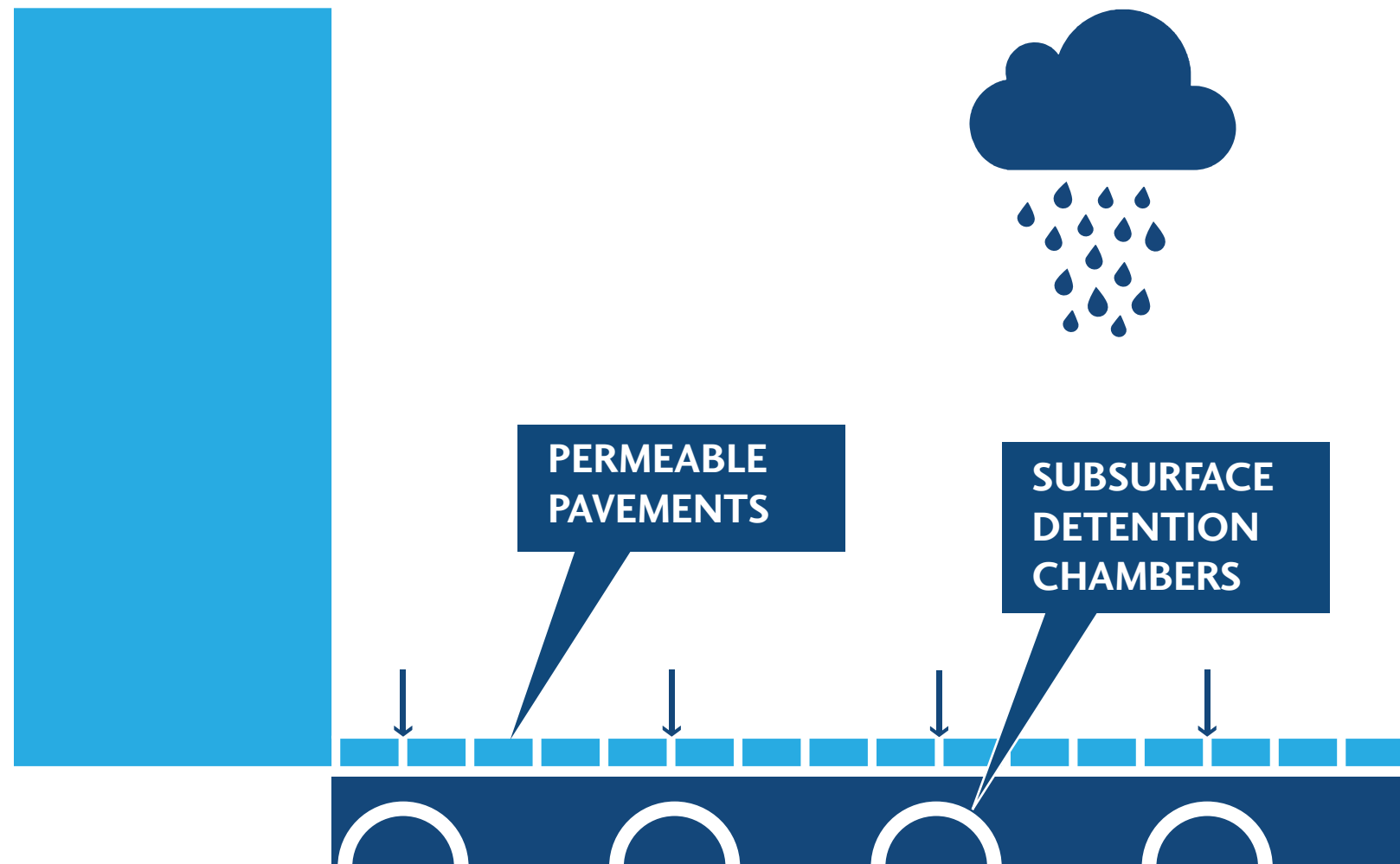
- 1 CAPTURE AND TREATMENT AREA—**
Stormwater runoff from the street flows into this area, pools, and then slowly infiltrates into the ground.
- 2 OVERFLOW DRAIN—**
During heavy rains, excess runoff can drain to sewer. Not all green streets have one.  Example of beehive overflow drain
- 3 CURB OPENING—**
Also called an inlet or outlet. Runoff can flow into or out of a facility.



INTEGRATED STRATEGIES | Permeable Pavement

NON-VEGETATIVE GREEN INFRASTRUCTURE SOLUTIONS

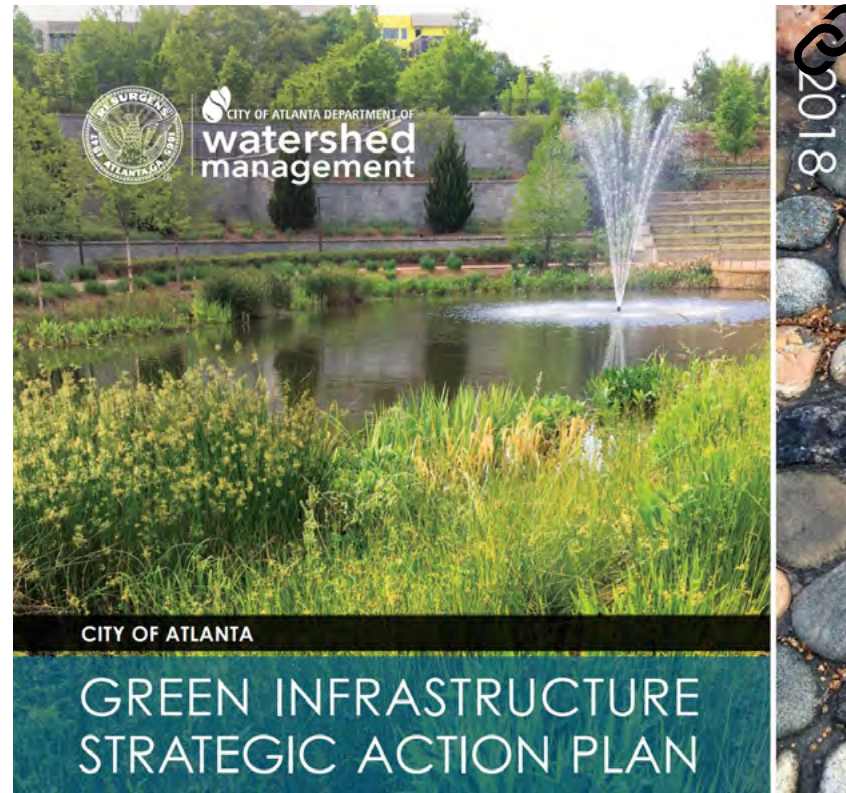
Given constrained space within narrow alleys, and the desire for flexible programming that can support large groups of people, permeable pavement and subsurface detention is a viable green infrastructure solution for the Tucker Alley District. While they don't require the same level of routine maintenance as do bioswales and rain gardens, they do require annual vacuuming to ensure proper performance. Depending on the infiltration rates of the underlying soils, they will also require an overflow to the county sewer system.



INTEGRATED STRATEGIES | Permeable Pavement

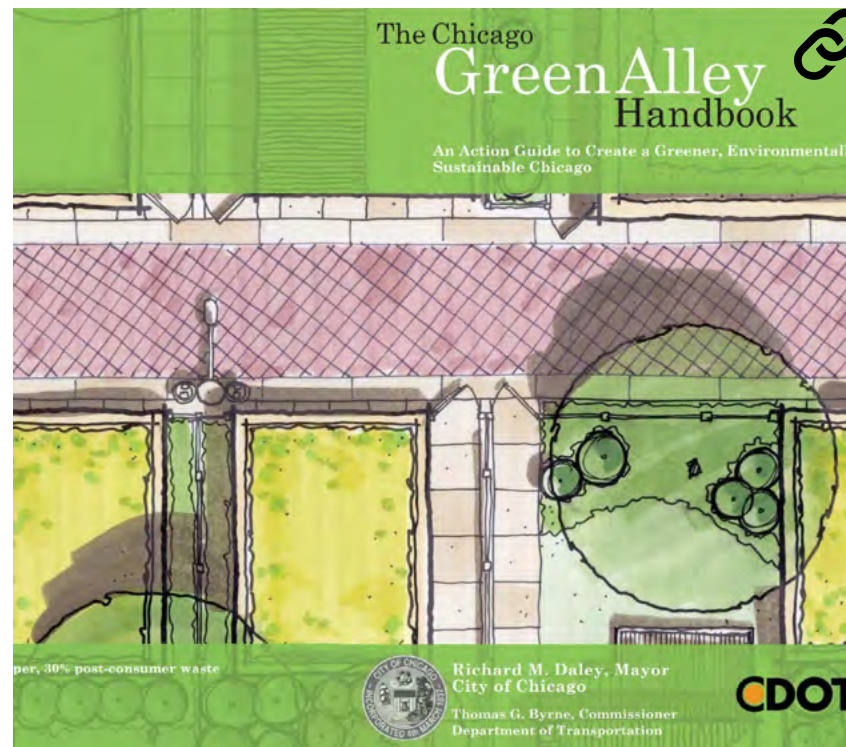
PRECEDENT: GI STRATEGIC ACTION PLAN, ATLANTA, GA

Atlanta is home to the largest municipal permeable paver project in the United States. Installed primarily in the South Atlanta neighborhoods of Peoplestown, Mechanicsville, and Summerhill, the permeable paver roadways were installed as a flood mitigation solution following a series of destructive flood events in 2012. With half a decade of lessons learned under their belt, Atlanta's Department of Watershed Management can act as a resource and potential partner to Tucker as they explore green infrastructure solutions in the Tucker Alley District.

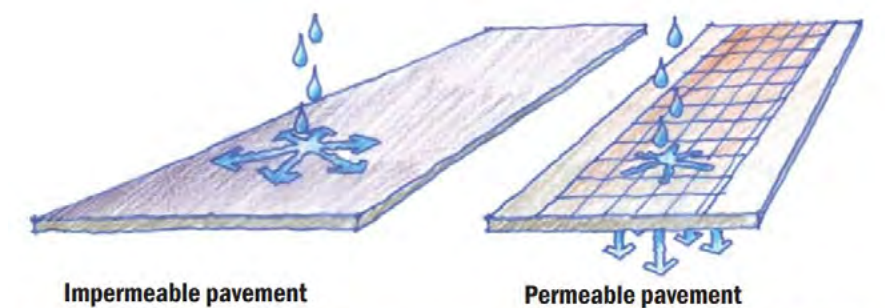


PRECEDENT: THE GREEN ALLEY HANDBOOK, CHICAGO, IL

The Chicago Green Alley Handbook is an invaluable resource for all aspects of green infrastructure integration into the Tucker Alley District. The resources focused on designing, installing, and maintaining permeable pavements are highlighted here.



Technique 2:
Permeable Pavement





ALLEY LIFE

WHO ARE THE ALLEY DISTRICT'S USERS AND WHAT DO THEY WANT TO DO?

ALLEY LIFE | Adding People to Infrastructure



Envisioning an Inclusive Alley Activation Plan

The Tucker Alley mTAP team would like to offer an opportunity to experience the alley district even before it is built out and activated. Any organizing group such as the Tucker CID, the Tucker city government and its elected officials, the local business community, and other future partners, can preview and test concepts around programming, community engagement, branding and even tactical applications by building scenarios like those described below. Envisioning who will experience the alleyways and testing those hypothetical experiences against new ideas can be useful and worthwhile. Exploring the alleyways through the eyes of anticipated visitors will allow for the calibration of decisions at important junctures, particularly when planning to add new features and fixtures or refresh programming as time goes on. We encourage you to update these vignettes regularly, look for new ways to categorize and identify the types of users of the alleys, and have them confront the new ideas and programming being implemented over time.

The examples given below are not exhaustive by any means. They draw on some broad brush assumptions and can be easily refined and revised whenever stakeholders want to try out new ideas, adapt to a changing environment, and try to predict behavior as the Tucker Alley District evolves and changes.

ALLEY LIFE | Who's Coming to the Alley District?



“LONGTIME LOCALS”

Tom & Karen Joy

- Local Tucker couple, seniors (65+ years old)
- Long time Tucker residents, 25+ years
- Worldview: Know Tucker, love Tucker, are proud of its history and are civically engaged



“BRUNCH BUNCH”

Jodi, Peter, Sonaya, Rachel, and Clinton

- Tucker Explorers
- Blended group of 30-somethings; singles socializing in a group and/or young couples with no kids
- Some members of this bunch own homes and others rent apartments in Tucker and in greater DeKalb County
- They've been socializing together since post-college when they came to the area for jobs
- Worldview/Perspective: Multicultural and millennial, always looking for a new place to find entertainment, art, culture, and to eat and drink



“FAMILY OF FOUR”

Parents Jason and Allison Taylor, with kids Toby and Ella

- They have lived in Tucker less than 10 years and probably own their home
- Age range is 25-40 years old
- One child is in elementary school and one is in pre-school
- Worldview/Perspective: Family-friendly options for entertainment and dining are a priority. Whenever possible they love going out all together and finding ways to enjoy their community and build relationships while meeting their specific needs with young children in tow.



“AFTER SCHOOL CROWD”

Tucker Middle- and High School Students

- 12-18 years old
- Attend the two schools in proximity to downtown and the Tucker alley district
- They get out of school Monday through Friday between 3-4:30
- Worldview/Perspective - Whoo Hoo, school's out! See you at the Alleys! Offering structured and unstructured activities, the Alleys will be an additional playground and social hub for students during and after school.

ALLEY LIFE | Longtime Locals



Tom & Karen Joy

- Local Tucker couple, seniors (65+ years old)
- Long time Tucker residents, 25+ years
- Worldview: Know Tucker, love Tucker, are proud of its history and are civically engaged

Why will they visit the Alleys of downtown Tucker - what will attract them?

- Long-standing events like the Taste of Tucker, Chili Cook-Off and the Tucker Cruise In on Main Street
- Intimate concerts and busking (<https://www.pps.org/article/busking-creating-a-place-one-performer-at-a-time>) in small pockets of the alley district where they can sit for a while before or after dinner or shopping
- Deals on dining and services such as a special night for seniors or discounts once a week on particular restaurants such as Matthews Cafeteria or Local No. Seven
- A local farmers market with fresh fruits, vegetables and specialty items not found in local grocery stores and shops

How will they come?

- In their own private vehicle
- They will want to park close to downtown and not have to walk very far to the alley district

How will they be activated and decide to visit the alley district?

- They will social reference with their neighbors and community peers
- They will know about events by the calendar provided by the city and publicized in the local InTucker magazine

What will they do?

- They will come to the alley district to shop, dine, and attend special events that they've attended before, prioritizing those that demonstrate Tucker civic pride and which are longstanding calendar events they are familiar with (Easter egg hunt with grandkids, tree lighting at the holidays, chili cook off, fourth of July, or to celebrate personal milestones like birthdays, anniversaries and family coming to visit).

Will they come back? Will they tell their friends?

- Tom and Karen will return and will tell their friends about the alley district in downtown Tucker if they have consistently good experiences with parking, access to their desired restaurants at their desired times, feel safe, and feel welcome alongside the wide variety of other visitors they will be near.

ALLEY LIFE | Longtime Locals



Let's Visit the Alleys Together with Tom and Karen Joy:

- Tom and Karen finish up a busy day of errands and working in the yard. They are retired and fill their days with activities around the house, hobbies, and walking the dog. A neighbor walking by reminds them of the Open Air Art Walk kicking off that evening on Thursday (which goes through Saturday depending on weather). They decide to get cleaned up and head to the Tucker Alley District for an early dinner and to see what's happening. They jump in their car at 5pm and are parking at 5:15pm. The streets are lightly populated with walkers and shoppers and it is easy to move around and decide where to walk and where to sit. They find the Art Walk and take about 30 minutes until 6pm to walk the stretch of exhibits and stop and talk to a few folks they know. At 6pm sharp they are ready for dinner and without a reservation decide they will go into a restaurant and sit down because there's no wait. They finish dinner at 7 and walk to their car, drive home, and are relaxing there by 7:30pm.

Tom & Karen Joy

- Local Tucker couple, seniors (65+ years old)
- Long time Tucker residents, 25+ years
- Worldview: Know Tucker, love Tucker, are proud of its history and are civically engaged

ALLEY LIFE | Brunch Bunch



Jodi, Peter, Sonaya, Rachel, and Clinton

- Tucker Explorers
- Blended group of 30-somethings; singles socializing in a group and/or young couples with no kids
- Some members of this bunch own homes and others rent apartments in Tucker and in greater DeKalb County
- They've been socializing together since post-college when they came to the area for jobs
- Worldview/Perspective: Multicultural and millennials, always looking for a new place to find entertainment, art, culture, and to eat and drink

Why will they visit the Alleys of downtown Tucker - what will attract them?

- Special events hosted by the local brew pubs and restaurants such as a "Rally in the Alley" or Oktoberfest theme
- Events sponsored by the restaurants that include live musical guests and local bands during the week and in a "happy hour" environment
- Large outdoor concerts and festivals held on the weekend such as the Chili Cook Off and Taste of Tucker
- Active Living events that encourage walking and biking such as Streets Alive <https://www.atlantastreetsalive.com/>
- Special events that include watching major sporting events at local pubs and in activated pockets of the alley district where they can bring chairs or blankets and watch local teams on a large screen (Atlanta United MLS, Superbowl, college football)
- Visiting the alley district to see distinctive and thoughtful murals such as those created by Living Walls (<https://www.livingwallsatl.com/>)
- Social run / walk events that start and/or finish in the alley district hosted by community partners like Run Social Atlanta (www.runsocialatlanta.com) and Atlanta Track Club (www.atlantatrackclub.org)

How will they come?

- Some will drive and park
- Some will use rideshare options such as Uber or Lyft
- Anybody close enough will walk or bike from their home (less than 2 miles)

How will they be activated and decide to visit the alley district?

- They are on the front end of social media usage and use multiple apps and websites to plan their activities across the board
- They heavily social reference and will be influenced by friends and co-workers
- They will be influenced by unique branding and outreach by the city of Tucker that speaks directly to them in its campaign and merchandising

What will they do?

- They will visit the alley district as "local tourists" looking for new experiences near where they already live, work and play
- They will be test-driving Tucker through these experiences as a way to decide where they may want to buy a home and invest in a community and live for the longer term

ALLEY LIFE | Brunch Bunch



- They will eat, drink, shop and seek cultural experiences through art and music
- They will use the alley district as a start and/or finish point for running, walking or participation in events that feature health and wellness such as running, walking, and yoga

Will they come back? Will they tell their friends?

- If the offering of experiences continues to be refreshed and to change relatively frequently
- If they personally identify with the city of Tucker brand and alley district vibe they will continue to return and seek different ways to spend time and money there
- They will come back if there are benefits they value such as using the “bike valet” (<https://www.atlantabike.org/bikevalet>) at the Rally in the Alley, for example
- If they know that a portion of proceeds from a festival go to a social cause that’s relevant to them, or recognizing that the special events are eco-friendly and “green”
- If they have “instagrammable” moments with unique art or in settings that pique their interest

Jodi, Peter, Sonaya, Rachel, and Clinton

- Tucker Explorers
- Blended group of 30-somethings; singles socializing in a group and/or young couples with no kids
- Some members of this bunch own homes and others rent apartments in Tucker and in greater DeKalb County
- They’ve been socializing together since post-college when they came to the area for jobs
- Worldview/Perspective: Multicultural and millennials, always looking for a new place to find entertainment, art, culture, and to eat and drink

Let’s Visit the Alleys Together with Jodi, Peter, Sonaya, Rachel, and Clinton:

- Jodi, Peter, Sonaya, Rachel, and Clinton use a group text to keep in touch and check in with each other regularly, particularly as the weekend approaches. Jodi saw on Twitter that Tucker is hosting a Streets Alive festival on a beautiful Saturday in September. The Friday before around lunchtime they decide to meet the next day at noon at the bike valet in the alley district and spend a few hours in downtown Tucker to check out Streets Alive and the TAD (Tucker Alley District). Friends of Rick and Clinton have been to the new brew pub and told them it has great outdoor seating and a rotating beer list that changes frequently. Sonaya has a friend who worked on the most recent Living Walls mural and she can’t wait to get a photo in front of it to let her friend know she visited it and promote it on social media. Jodi and Peter looked online and found out there is a Virtual Visitors Center and a mobile walking tour they can do in the alley district. They are curious about this newer city of Tucker and heard it has a real up and coming feel and could be a cool place to buy a home someday. The group meets in the alley ways and spends the whole afternoon enjoying the festival, while taking time to have food and beer, take photos with the murals, and do a short walking tour.

ALLEY LIFE | Family of Four



Parents Jason and Allison Taylor, with kids Toby and Ella

- They have lived in Tucker less than 10 years and probably own their home
- Age range is 25-40 years old
- One child is in elementary school and one is in pre-school
- Worldview/Perspective: Family-friendly options for entertainment and dining are a priority. Whenever possible they love going out all together and finding ways to enjoy their community and build relationships while meeting their specific needs with young children in tow.

Why will they visit the Alleys of downtown Tucker - what will attract them?

- A local farmers market with fresh fruits, vegetables and specialty items not found in local grocery stores and shops; with face painting and popsicles for kids and a monthly dog-adoption event
- A chalk walk exhibition with a children's chalk art contest that includes professional chalk art for viewing and a fun activity for kids
- Late afternoon street performances and busking on a weekend day with a visit by an ice cream truck that stays for a couple of hours
- Friday Family nights at the brew pub with kiddie and adult corn hole outside (dogs also welcome)
- A special visit to the alleys for a Clue Town scavenger hunt to kill a couple hours on a three day weekend (<https://cluetownbooks.com/faq/>)
- A stop by the Virtual Visitors center with a mobile walking tour and kid-friendly treasure hunt in which they discover Tucker through easy to listen stories about Tucker from a child's perspective
- A beach party at which a section of the alley district is filled with sand for a weekend and families come to play and build sand castles. When it's over they can take away as much sand as they can transport back to their homes for their own sandboxes

How will they come?

- They will most likely drive their personal vehicle and park as close as possible to the alleyways
- If they live within two miles they may bike to the alley district

How will they be activated and decide to visit the alley district?

- The Family of Four receives the InTucker magazine and watches the city Facebook page and Instagram for updates on local events
- They are also on nextdoor.com and watch for posts by the City of Tucker Digital Communications specialist with updates on upcoming events
- They network with their neighbors and social reference with the parents of children of similar ages as theirs who live in the community

ALLEY LIFE | Family of Four



Parents Jason and Allison Taylor, with kids Toby and Ella

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What will they do?

- They will visit the Tucker alley district just like they would a park or greenspace, with the expectation of being able to move around freely with the kids, feel safe, stop and plop down wherever they like, and stay as long as they like (if the kids will let them)
- They will expect some child friendly amenities that may include places to get washed up or use the restroom, places to fill up water bottles, find shade and sit down, including having a picnic at a table or taking away food to eat outside instead of inside the restaurants
- The family will want to attend family-friendly events where they are most likely to see other parents they know with their kids creating a “community play-date” environment
- The alley district will feel comfortable and safe like their own backyard or the school playground but include places to get a beer, some good food, and entertain the kids in new ways

Will they come back? Will they tell their friends?

- They will come as often as they can if they can all be comfortable together in the environment while catering to the needs of the small children
- They will network with other families and share information about what worked for them and what didn't relative to their family's needs while being out of the house for a couple of hours with the kids
- They will come back if they continue to have a good time socializing with other parent peers while their children entertain themselves in a parallel fashion

Let's Visit the Alleys Together with the Taylor Family:

- Jason and Allison look forward to the weekly Saturday Farmer's market in the Tucker Alley way district. The kids like to go because they sometimes get their faces painted or get to hear music and pet dogs. If they miss the market they know that later in the day around 4pm on the third Saturday of the month from May to September there is a King of Pops stand and a rotating street performer there. Jason and Allison like to take the kids to get a popsicle and burn off a little energy running around the alleys before dinner. If all goes well they can grab a seat at a restaurant at 5:30pm and all eat there together, or if things get hectic they can order some food to eat outside or take home. On Friday Family nights hosted by the new brew pub they sometimes make plans to meet another family or two there and play corn hole while they have a beer and the kids run around.

ALLEY LIFE | After School Crowd



Tucker Middle- and High School Students

- 12-18 years old
- Attend the two schools in proximity to downtown and the Tucker alley district
- They get out of school Monday through Friday between 3-4:30
- Worldview/Perspective - Whoo Hoo, school's out! See you at the Alleys! Offering structured and unstructured activities, the Alleys will be an additional playground and social hub for students during and after school.

How will they come?

- They will walk or bike to the district from school
- They will sometimes be dropped off by their parents on the weekend
- They probably get picked up by a parent when they are ready to go home

How will they be activated and decide to visit the alley district?

- The alley district will feel like an extension of their school campus
- They will visit it several days a week after school to socialize
- It will be a central meeting place where they know they can spontaneously run into friends and have fun after school between 3:30-5pm

What will they do?

- Tucker students will visit the alleys most often to socialize and to get food and snacks after school
- Tucker students may visit the alleys during the school day for events organized by the school such as field trips to learn about the city's history through the Virtual Visitors center, talks by local docents and historians, and meetings with locals who have stories to share about Tucker
- Tucker school teachers will partner with the DeKalb History Center to share information and create outdoor walking exhibits for students to experience on short walking field trips (<https://tuckerhistory.org/dekalb-history/>)
- Students could visit the alleys during the school day to participate in service events geared to cleaning up the area, planting trees and greenery and other beautification efforts
- The middle and high school bands can perform in the alleys and give lunchtime concerts for the business community
- Students could host art expositions and show their work at a "YEA!" (Young Emerging Artists) event in partnership with the local Tucker Arts Alliance
- Middle and high schoolers could join forces with the local bars and restaurants to cultivate a community garden that will teach them about growing food
- The brew pub can participate by adding a composting station the students can also maintain that will serve to create fertile soil for the garden

ALLEY LIFE | After School Crowd



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Will they come back? Will they tell their friends?

- Students will spend time in the alleys if they feel free to run around and have fun after school and there are places to sit and hang out, take pictures, and buy affordable drinks and food
- As they come through the school system and learn more about their city through their regular visits to the alleys, both structured and unstructured, they will form a sense of place in which this is a focal point of their young life experience growing up in Tucker

Let's Visit the Alleys Together with the Students:

- Imagine a bell ringing at 3:30pm, signaling the end of the school day at Tucker High School. Young people pour out of the front door and casually walk in small and large groups toward downtown. As they approach the alleyway district they split up and go in different directions, some going to buy drinks and food at the local shops. The kids flock towards the walls and stairs where they can all sit together in a row and look at each other's phones, stand or sit nearby and just be outside talking and letting off steam. By the time they leave high school they've spent so much time downtown that if you ask any graduating senior to describe the 10 historical markers found in the alleyways and what they signify they can list them and share back a short course on Tucker's history including its founders, the year it became a city, the name of the mayor, and so on. The senior will probably be surprised that they know all of this but the markers have been the backdrop of the countless hours spent in the alleyways and they couldn't help but have the information imprinted on their memory.



DOWNTOWN TUCKER ALLEY ACTIVATION

Tucker-Northlake CID | April 28, 2020

