

Powder Springs, Georgia - DRAFT

Creating Corridor Urban Design Plans in the Context of
Comprehensive Framework Planning
a studio to build on the strengths and benefits of a smaller town and
the obstacles to overcome in creating
a sustainable, equitable, and pleasurable place for all to live and invest in

CP 6052md Fall 2018

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To set the context, the studio will develop and compare quality of life measures available in smaller towns with those of ever-densifying city centers. It will consider the strengths and weaknesses of both models in terms of quality of life outcomes for citizens, that is, all citizens, across the spectrum of class, race, age, and culture. Current trends across the state show people flocking to core cities and emptying out smaller towns. The Atlanta region by dint of the ARC's LCI program, however, is showing more balanced growth between the City of Atlanta and the region's smaller towns. Quality of life matters, and quality of place is increasingly recognized as key to better outcomes.

The framework planning effort leading to the corridor designs will consider health, education, economic base conditions, work force, transportation, identity, character, social and environmental equity, housing, community development, and the natural and built environment. The comprehensive analysis of these issues will identify strengths as well as challenges, emphasizing the intersections and the interactivities between the two. The corridor plans will develop alternate strategies that the town might pursue to design and implement its entry gateway experience. Overall, the goals for the studio's effort will be to suggest ways for the town to lift its quality of life, to draw in investment, to foster equitable sustainability strategies to become a more desirable place for its own and for new citizens and businesses.

The scope will include the following summary work tasks and associated timeline:

- over the summer, complete advance work, including obtaining all relevant documents, maps, reports, and conducting preliminary interviews with stakeholders prior to the semester start in mid-August
- early September, a kick-off listening session from stakeholders and to review preliminary findings
- early October, a preliminary feedback session to make sure the studio data selection and analyses are on the right track
- early to mid-November, presentation of alternative approaches identified for feedback and receiving direction from the stakeholder group
- early to mid-December, delivery and presentation of the final draft report presentation

The deliverables will include corridor design plans in the context of a comprehensive framework plan, together with complete files of the work product.

The studio will include 11 master's degree students, including dual degree students, whose specializations will cover the full range of disciplines and skillsets necessary to develop corridor design alternatives and the framework plan