

DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF OXFORD

AGENDA

March 22, 2022 – 7:00 PM

**Meeting to be held at the City Hall's Council/Court Chamber at 110 W. Clark Street,
Oxford, GA**

- 1. Opening** – Brian Barnard, Chair
- 2. Minutes** – Review the minutes for the January 25 and February 17, 2022 meetings. The minutes will be available at the meeting, if not sent out before.
- 3. *Review Objectives and Goals for the Work to be Performed by Historical Concepts**
- 4. Executive Session**
- 5. Adjournment**

***Attachments**

MEMBERS OF THE DOWNTOWN DEVELOPMENT AUTHORITY: Mr. Brian Barnard, Chair; Mr. Mike Ready, Vice-Chair; Mr. Jonathan Eady, Mr. Ray Wilson, Ms. Adrienne Vinson Waddy, and Ms. Danielle Miller (Ex-Officio)

HISTORICAL CONCEPTS

ARCHITECTURE & PLANNING

CONCEPTUAL DESIGN AGREEMENT

AGREEMENT, made this 23rd day of February in the year 2022, between Downtown Development Authority of the City of Oxford (Client) and Historical Concepts, LLC (HC) for the conceptual design of the Whatcoat Street Building and Plaza at the City of Oxford, GA (Project):

WHEREAS, Client wishes to have certain Conceptual Design Services provided;

WHEREAS, HC agrees to provide same;

I. SCOPE OF WORK

To start the process, HC will propose a meeting in Oxford with the DDA. HC will bring a team of 2 to 3 people to engage with the DDA and any important stakeholders (the mayor and city engineer may be important contributors, as well as any anchor tenant, if applicable). The meeting will involve a site walk and discussion to understand goals, vision, and program for the new building. HC will bring a collection of photographs and other reference material to support the discussion. Following this meeting, HC would provide a summary of the discussion points to serve as a basis for the design, known as a Design Brief.

Prior to the site walk, the DDA should have the existing building examined by a structural engineer and a report provided stating the integrity of the structure. Additionally, the City should obtain a certified building inspector's report to provide insight to other items such as mechanical, electrical, and plumbing systems and code compliance. These reports of the existing building will be valuable to HC's design process.

HC will then develop two building schemes: a one-story version and a two-story version. A site plan drawing and loose concept sketch depicting the exterior front would accompany each. HC will then arrange a design review meeting with the DDA to solicit feedback. Following this, each version of the building will be refined. A document will be compiled to serve as both a planning and marketing tool for the town center development. This document will be presented to the DDA in a final meeting, likely arranged as a web call.

At the conclusion of this scope, HC will deliver an 11x17 PDF to include:


- Existing conditions map with constraints identified (via Google-Earth or city-provided base map or survey)
- Two building scheme designs, each with:
 - Site plan indicating the plaza, parking, key access points, and service areas
 - Diagrammatic floor plans to prescribe gross square footage, primary entrances, circulation (individual tenant layout will not depicted)
 - Perspective renderings to portray scale and character of building (provided by a third-party illustrator)
- Precedent imagery pages to indicate character and material preferences for the building and public plaza

II. FEES

1. ~~\$5,000~~ Retainer due upon the execution of this Agreement. The Retainer may be utilized to satisfy any invoices upon completion of this Agreement.
2. All services shall be billed on an hourly basis. For the Scope of Work indicated in Section I, \$25,000 is set as the not to exceed amount, which shall include the fees for a third-party illustrator. The fees for the third-party illustrator shall be billed as a reimbursable expense.
3. While fee estimates are provided for budgeting purposes, the fee estimates included herein are only estimates based on an understanding of the Scope of Work at the time the Agreement is issued. If the Scope of Work varies or expands, or the type and number of drawings requested is increased or modified, or additional meetings or review packages are requested, fees for Additional Services may apply. Any subsequent design studies or revisions that occur after the Scope of Work is completed, as well as time associated with phone calls, meetings and other coordination following completion of the stated deliverable items will be billed as Additional Services. All services or work products not designated in the Scope of Work, and thus designated as Additional Services, shall be billed on an hourly basis.
4. Progress invoices proportionate to work completed shall be sent on a monthly basis.
5. Payment on all invoices is due within 30 days of invoice date.
6. Payment shall be made in US dollars.

III. CLIENT'S RESPONSIBILITIES

1. The Client has identified Brian Barnard and Mike Ready as the representatives authorized to act on the Client's behalf with respect to the Project. The Client shall render decisions and approve HC's deliverables in a timely manner in order to avoid unreasonable delay in the orderly and sequential progress of HC's services.
2. The Client shall provide access to property, buildings, and personnel necessary for HC to complete the Scope of Work.
3. The Client shall identify stakeholders, arrange and coordinate meetings between HC and stakeholders or other interested parties, and provide the meeting facilities.
4. The Client shall provide HC with previous studies, data, reports, maps or documents which have a direct bearing on the requirements of the Project and that may be reasonably needed for the Project.
5. The Client shall furnish surveys to describe physical characteristics, legal limitations and utility locations for the Site(s) of the Project, and a written legal description of the Site(s). The surveys and legal information shall include, as applicable, grades and lines of streets, alleys, pavements and adjoining property and structures; adjacent drainage; rights-of-way, restrictions, easements, encroachments, zoning, deed restrictions, boundaries and contours of the Site(s); locations, dimensions and necessary data with respect to existing buildings, other improvements

 Init: DDA Barnard
Init: DDA Ready

2022-02-23

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and trees; and information concerning available utility services and lines, both public and private, above and below grade, including inverts and depths. All the information on the survey shall be referenced to a Project benchmark.

6. The Client shall furnish all legal, insurance and accounting services which may be reasonably necessary at any time for the Project.
7. If required by the Client for the progress of the Project, the Client shall furnish services of geotechnical engineers which may include but are not limited to test borings, test pits, determinations of soil bearing values, percolation tests, evaluations of hazardous materials, ground corrosion tests and resistivity tests, including necessary operations for anticipating subsoil conditions, with reports and appropriate recommendations.
8. If required by the Client for the progress of the Project, the Client shall furnish tests, inspections and reports required by law, such as chemical tests, tests for air and water pollution, acoustic tests, and tests for hazardous materials.
9. Coordination of the work and services of Client's own consultant(s) with the services to be provided by HC is expressly the responsibility of the Client. While HC shall engage in a collaborative design process with the Client's consultants throughout the design process, each consultant remains responsible for the preparation of their respective schedules, drawings and deliverables. The Client shall require that its consultants maintain professional liability insurance as appropriate to the services provided.

V. OTHER SPECIAL STIPULATIONS

1. **LIMITATIONS** – HC's services under this Agreement are expressly limited in nature. In that HC is not being hired to provide design or service for the purpose of construction under this Agreement, HC's involvement under this Agreement is limited to aesthetic and program interpretation only. HC makes no warranties, express or implied, as to the compatibility of drawings with all applicable codes, regulations and other requirements affecting the Project.

HC assumes no responsibility for any drawings or specifications prepared by others. HC does not warrant the work or assume any liability for any work or services performed or provided by third parties in connection with the Project, including those provided by Client's separate consultants.

Client or Client's Consultants remain responsible for verifying and ensuring compliance for items including, but not limited to boundaries, easements, setbacks, zoning, grades, drainage, rights-of-way and utility connections.

HC shall be entitled to rely upon the accuracy and completeness of all Project information supplied by the Client to HC.

All consultation provided during the design and construction of Project, if any, shall also be limited to interpretation of the aesthetic design intent and shall not supersede the design documents or directives of those consultants hired to provide design and other services for the purpose of construction. Construction means, methods, techniques, sequences, procedures, acts or omissions are solely the contractor's responsibilities under the contract for construction.

To the extent allowed by Georgia law, HC and Client waive consequential damages for claims, disputes or other matters in question arising out of or relating to this Agreement. This mutual waiver is applicable, without limitation, to all consequential damages due to either party's termination of this Agreement.

To the extent allowed by Georgia law, and in recognition of the relative risks, rewards, and benefits to both the Client and HC, Client agrees that HC's total liability to Client, or anyone claiming by or through them, for any and all claims, losses, expense or damages arising out of HC's performance of services under this Agreement is limited to the fees paid under this Agreement. This limitation applies to any and all claims, losses, expenses or damages, including but not limited to HC's negligence.

2. Instruments of Service – Drawings, sketches, photos and other documents prepared by HC, HC's Consultants, or others as may be required through additional licensing agreements are Instruments of Service for use solely as indicated herein. HC, HC's Consultants or others as may be required through additional licensing agreements shall be deemed authors and owners of their respective Instruments of Service and shall retain all common law, statutory and other reserved rights, including copyrights. HC retains copyrights for architectural work as per the Architectural Works Copyright Protection Act of 1990.
3. Use of Instruments of Service – Upon execution of this Agreement and upon payment in full for all applicable invoices, HC shall also grant to Client a nonexclusive license to distribute copies of the Instruments of Service as provided by HC.

Due to existing licensing agreements, no rights or licenses granted herein allow for Client to utilize individual photos, drawings, sketches or pages or a combination thereof in any form, or within any other communication medium, without the prior written consent of HC which shall not be unreasonably withheld or delayed.

No rights or licenses granted to Client herein allow for the further development of architectural concepts by others; however, such a license request shall not unreasonably be withheld by HC. No rights or licenses granted to Client herein allow for the construction of house plan designs that HC already has available for resale; however, such licenses shall be provided as requested under separate documentation and with appropriate fees.

Notwithstanding the foregoing, HC shall grant to Client all rights, including copyrights, for conceptual land plan(s) (if any) generated in the Scope of Work and as may be created through Additional Services under this Agreement. Such ownership shall transfer to Client upon payment in full for all applicable invoices.

4. Distribution of Instruments of Service – HC shall distribute printed copies (also known as hard copies) of Instruments of Service as are required by the Client. Limited digital file formats may also be available for distribution.
5. Digital Files – HC makes no guarantees or representations, express or implied, as to the accuracy, completeness or permanence of the digital files or compatibility with computer hardware or software. Original hard copy prints from HC should be compared to the digital files before use. HC assumes no responsibility for damages resulting from use of the digital information. In the event of conflict between the digital files and the hard copy prints, the hard copy released for construction document shall govern.

6. Media Reproductions – Bond copies, color copies or other media distributed per this Agreement shall be made available to Client at the prices listed under “Media Reproductions” herein. Other media reproductions at sizes and formats not listed herein shall be invoiced at cost plus ten percent coordination fee upon final billing or as incurred.
7. Miscellaneous Expenses – Other non-intra-office expenses incurred, such as express shipping, photo development, etc., shall be billed to Client at cost plus ten percent coordination fee upon final billing or as incurred provided that any such expense exceeding \$100 must be approved by Client in writing.
8. Travel – Meetings, as may be required, shall be billed on a time basis to include travel at the hourly rates listed herein. Additionally, expenses for all out-of-town travel, such as air fare, rental car (or mileage at prevailing IRS rates if alternately applicable), hotel and meals shall be billed at cost provided that any out-of-town travel expense in excess of \$200 must be approved by Client in writing.
9. Project Documentation – HC shall have the right to include photographic or artistic representations of the Project deliverables in HC’s promotional and professional materials. HC’s material shall not include Client’s confidential information so long as Client advises HC in writing of the specific information considered by the Client as confidential. The Client agrees to attribute design credit to HC in the Client’s promotional materials for the Project where customarily appropriate.
10. Alternative Dispute Resolution – Any claim, dispute or other matter in question arising out of or related to this Agreement shall be subject to mediation as a condition precedent to the institution of legal or equitable proceedings by either party.

The Client and HC shall endeavor to resolve claims, disputes and other matters in question between them by mediation which, unless the parties mutually agree otherwise, shall be in accordance with the Construction Industry Mediation Rules of the American Arbitration Association currently in effect. Request for mediation shall be filed in writing with the other party to this Agreement and with the American Arbitration Association.

The parties shall share the mediator's fee and any filing fees equally. The mediation shall be held in the state of Georgia, unless another location is mutually agreed upon. Agreements reached in mediation shall be enforceable as settlement agreements in any court having jurisdiction thereof.

- II. Suspension and Termination – If the Client fails to make payment when due HC may suspend performance of the services listed in this agreement. HC reserves the right to renegotiate or terminate this Agreement if the Project is suspended for more than 90 days by the Client. In the event of a suspension of services, HC shall have no liability to the Client for delay or damage caused the Client because of such suspension of services.

Upon seven (7) days written notice, Client may terminate this Agreement at any time without cause. HC may terminate this Agreement for non-payment provided that HC gives Client seven (7) days written notice to cure. Terms and conditions of future agreements related to any terminated work may not reflect terms and conditions in effect at the time of termination.

If the project is suspended or terminated by the Client, or terminated by HC for nonpayment, HC shall be compensated for all services performed prior to such notice of suspension or prior to receipt of notice of termination.

If the Project is suspended by the Client for more than 90 days, or terminated by the Client, or terminated by HC for nonpayment, and the Initial Scope of Work is not fulfilled by HC for any of these reasons, the Retainer shall be deemed non-refundable and non-applicable to compensation for services performed prior to such notice of suspension or prior to receipt of notice of termination.

12. Validity of Terms and Conditions – Terms and conditions of this agreement are valid only if the Agreement is signed and returned along with the Initial Payment to HC no later than 30 days from the date of this Agreement.
13. Assignment of the Agreement – Neither the Client nor HC shall assign this Agreement without the written consent of the other.
14. Entire Agreement – This Agreement represents the entire and integrated agreement between the Client and HC and supersedes all prior negotiations, representations or agreements, either written or oral. This Agreement may be amended only by written instrument signed by both Client and HC.
15. Execution - This Agreement may be executed by fax, or e-mail .pdf, and/or in counterparts and, if so executed, each fax, email .pdf and/or counterpart shall have the full force and effect of an original.
16. Third Parties – Nothing contained in this Agreement shall create a contractual relationship with or a cause of action in favor of a third party against either the Client or HC.
17. Severability – If any provision of this agreement is held illegal or invalid for any reason, such illegality or invalidity will not affect the remaining parts of this Agreement.
18. Governing Law – This Agreement shall be interpreted, construed and governed according to the laws of the State of Georgia, USA.

The signatures below represent that all of the terms within this contract have been read and agreed upon.



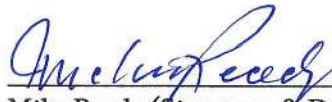
Kevin P. Clark
Senior Principal





Brian Barnard (Signature & Date)
DDA Chair

2022-02-23

Date



Mike Ready (Signature & Date)
DDA Vice-Chair

 Init: DDA Barnard
 Init: DDA Ready

2022-02-23

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PAYMENT METHODS

Remit all payments to 430 Prime Point, Suite 103 – Peachtree City, GA 30269 or use the following wiring instructions:

DOMESTIC WIRES

Receiving Financial Institution: Atlantic Capital Bank
ABA/Routing Number: 061121025
Beneficiary (Further Credit To): Historical Concepts, LLC
Beneficiary Account Number: 1500093313

INTERNATIONAL WIRES (USD Currency Only)

Receiving Financial Institution: Atlantic Capital Bank
Swift Code: ATALUS33XXX
Beneficiary: Historical Concepts, LLC
Beneficiary Account Number: 1500093313

If you have any questions, please contact Laurie Pate at (770) 487-8041 or via e-mail at lpate@historicalconcepts.com.

HOURLY RATES

HC’s hourly rates are as follows. Please note that hourly rates, fixed rates and/or per diem rates may be adjusted once a year on January 1st.

Senior Principal	\$330
Principal	\$265
Senior Associate 2	\$225
Senior Associate 1	\$180
Associate 3	\$155
Associate 2	\$130
Associate 1	\$115
Graphic Designer	\$105

MEDIA REPRODUCTIONS

1.	8 1/2" x 11" Bond Copy -	\$.15 B/W; \$1.25 color
2.	11" x 17" Bond Copy -	\$.35 B/W; \$2.30 color
3.	18" x 24" Bond Copy -	\$1.00 B/W; \$1.00 color
4.	24" x 36" Bond Copy -	\$1.75 B/W; \$24 color
5.	30" x 42" Bond Copy -	\$2.75 B/W; \$35 color
6.	18" x 24" Electronic Scan-	\$1.00
7.	24" x 36" Electronic Scan -	\$1.35
8.	30" x 42" Electronic Scan -	\$1.95
9.	Compact Disk	\$15.00

All other miscellaneous size or format copies shall be billed at cost plus 10 percent. Please note that media reproduction costs may be adjusted once a year on January 1st.

BDE
Init: DDA Barnard
MLC
Init: DDA Ready

HISTORICAL CONCEPTS
ARCHITECTURE & PLANNING

CONTACT INFORMATION

Please complete the form and return with Agreement.

Primary Contact Information

Contact Name Bill Andrew

Contact Title City Manager

Primary Street Address (no PO Boxes) 110 West Clark Street

City/State/Zip Oxford, GA 30054

This is an office contact

This is a residential contact

Phone Number (770) 786-7004

This is an office contact

This is a residential contact

Fax Number (770) 786-2211

This is an office contact

This is a residential contact

Email bandrew@oxfordgeorgia.org

This is an office contact

This is a residential contact

Cell Phone (optional) _____

Billing Contact (if different from above)

Contact Name _____

Contact Title _____

Address _____

City/State/Zip _____

Phone Number _____ Fax Number _____

Email _____

HISTORICAL CONCEPTS
ARCHITECTURE & PLANNING

December 13, 2021

Bill Andrew, City Manager
City of Oxford
110 West Clark Street
Oxford, GA 30054
Via email

RE: Whatcoat Street Building & Plaza Conceptual Design Proposal

Bill:

Thank you for contacting HC about the DDA's interest in developing conceptual designs for the Whatcoat Street Building in the town center area. We are excited by the opportunity to continue our collaboration with the City of Oxford.

To start the process, we propose a meeting in Oxford with the DDA. HC would bring a team of 2 to 3 people to engage with the DDA and any important stakeholders (the mayor and city engineer may be important contributors, as well as any anchor tenant, if applicable). The meeting would involve a site walk and discussion to understand goals, vision, and program for the new building. HC will bring a collection of photographs and other reference material to support the discussion. Following this meeting, HC would provide a summary of the discussion points to serve as a basis for the design, known as a Design Brief.

Prior to the site walk, the DDA should have the existing building examined by a structural engineer and a report provided stating the integrity of the structure. Additionally, a certified building inspector's report could provide insight to other items such as mechanical, electrical, and plumbing systems and code compliance. These reports of the existing building will be valuable to HC's design process.

Back at our office we would develop two building schemes, a one-story version and a two-story version. A site plan drawing and loose concept sketch depicting the exterior front would accompany each. HC would then arrange a design review meeting with the DDA to solicit feedback. Following this, each version of the building would be refined. A document would be compiled to serve as both a planning and marketing tool for the town center development. This document would be presented to the DDA in a final meeting, likely arranged as a web call.

At the conclusion of this scope, we will deliver an 11x17 PDF to include:

- Existing conditions map with constraints identified (via Google-Earth or city-provided base map or survey)
- Two building scheme designs, each with:
 - Site Plan indicating the plaza, parking, key access points, and service areas
 - Diagrammatic floor plans to prescribe gross square footage, primary entrances, circulation (individual tenant layout will not depicted)
 - Perspective renderings to portray scale and character of building (provided by a third-party illustrator)
- Precedent imagery pages to indicate character and material preferences for the building and public plaza

For the Conceptual Design services outlined above, we would bill hourly for our time with a not to exceed amount of \$25,000, inclusive of the fees for a third-party illustrator, billed as a reimbursable expense. Additional design iterations, drawings or meetings beyond the scope listed can be accommodated as an additional service, not included in the estimate above.

Thank you again for the opportunity to present this proposal. We are excited for the future of Oxford and sincerely hope we can continue to be a part of furthering the city's vision. We look forward to speaking again soon to review the proposal and answer any questions you may have.

Sincerely,

A handwritten signature in black ink, appearing to read "K.P. Clark". The signature is fluid and cursive, with the first name "K.P." and the last name "Clark" clearly distinguishable.

Kevin P. Clark
Senior Principal



Downtown Development Authority

TOWN CENTER VISION

Building Place from Heritage

October 10, 2019



HISTORICAL CONCEPTS
ARCHITECTURE & PLANNING

This document was prepared by Historical Concepts for the Oxford Downtown Development Authority (DDA) and delivered on October 10, 2019. It is a planning tool to guide future economic development efforts for the town of Oxford. The DDA was established in 2017 with the following mandate:

OXFORD DOWNTOWN DEVELOPMENT AUTHORITY

MISSION

Encourage the development and use of the Oxford “Town Center” in a manner that maximizes the long term benefit to the Oxford community.

- Make Oxford more desirable for current and future residents
- Increase economic viability of Oxford

STRATEGY

Develop attractive and desirable for-sale housing in the Town Center area while preserving green space and encouraging community scale commercial uses where appropriate and viable.

- Create a greater sense of place; a destination atmosphere
- Improve variety of quality housing options
- Retain/enhance walkable inviting neighborhoods
- More connectivity to College and cultural history

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Introduction

Oxford was founded in 1839 by the Methodist Church as the birthplace of Oxford College. It was intended as a self-sustaining agricultural community of higher learning. The original plan was laid out in support of this ideal. Over time, the lifestyle and economy changed and commercial businesses such as grocery and hardware stores popped up along Emory Street. A City Hall and Post Office also occupied parcels along Emory Street. While each of these functions may have served in some fashion as a gathering point, there was never intentionality in creating a civic or commercial center (in contrast to the university center) for the City of Oxford.

The **2018 Oxford Strategic Investment Plan** presented the concept of creating an intentional town center along Emory Street between Clark and George Streets. This proposal was made in the context of several initiatives aimed at strengthening Oxford's identity and economic sustainability.

This **Town Center Vision** advances the 2018 town center concept with a more thorough design and a conception of a realistic development plan with actionable goals.

Goals

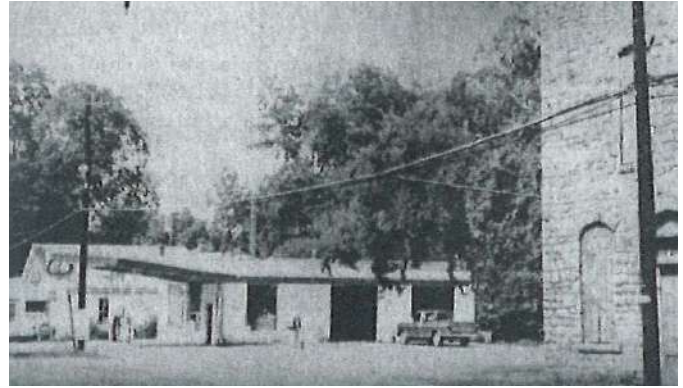
In September, 2019, Historical Concepts met with the members of the Oxford DDA to discuss their visions for the town center. The following are the **key stated goals**:

1. Create a sense of place.
2. Preserve character of Oxford.
3. Give people a reason to stay a while in Oxford.
4. Foster community gathering.
5. Avoid potential decline of "relevance."

It was also expressed that the resulting vision can have actionable steps that include near term and affordable tasks and projects in addition to long-range efforts.



View of Oxford College



Gas station, now demolished, at Emory/Clark Streets.



The Old Branham Store

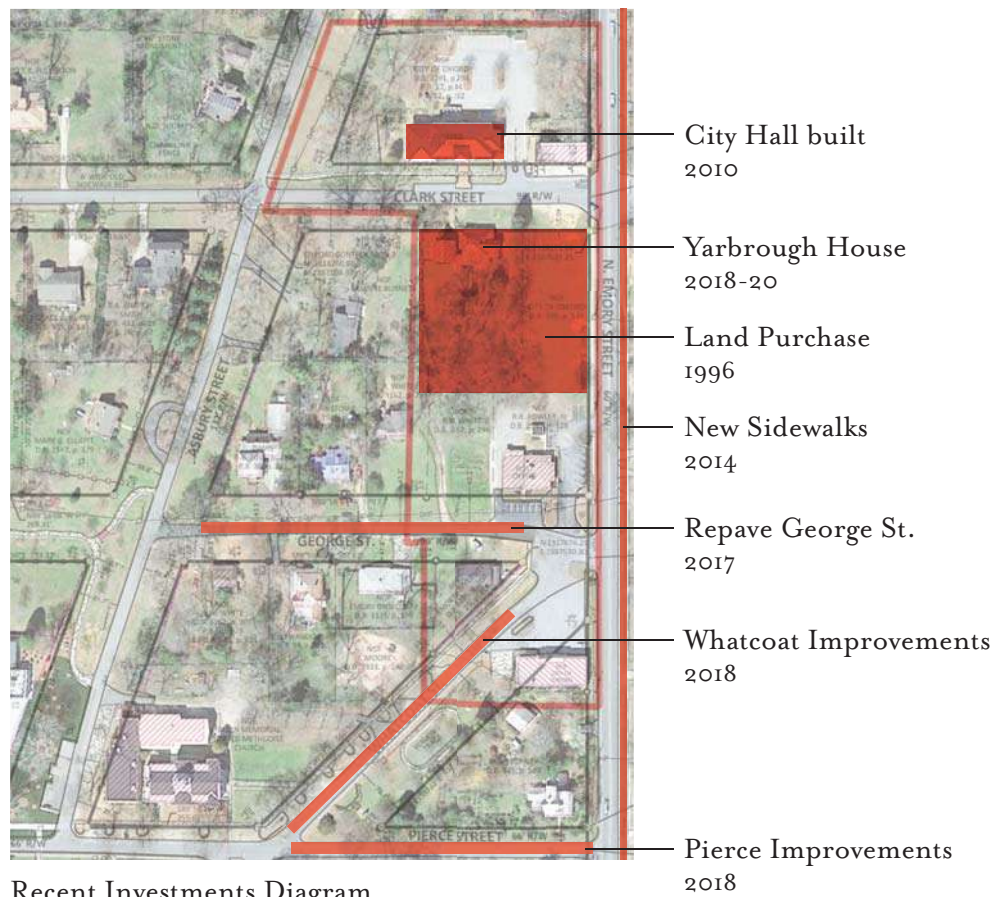


Allgood Grocery Store, 1950s

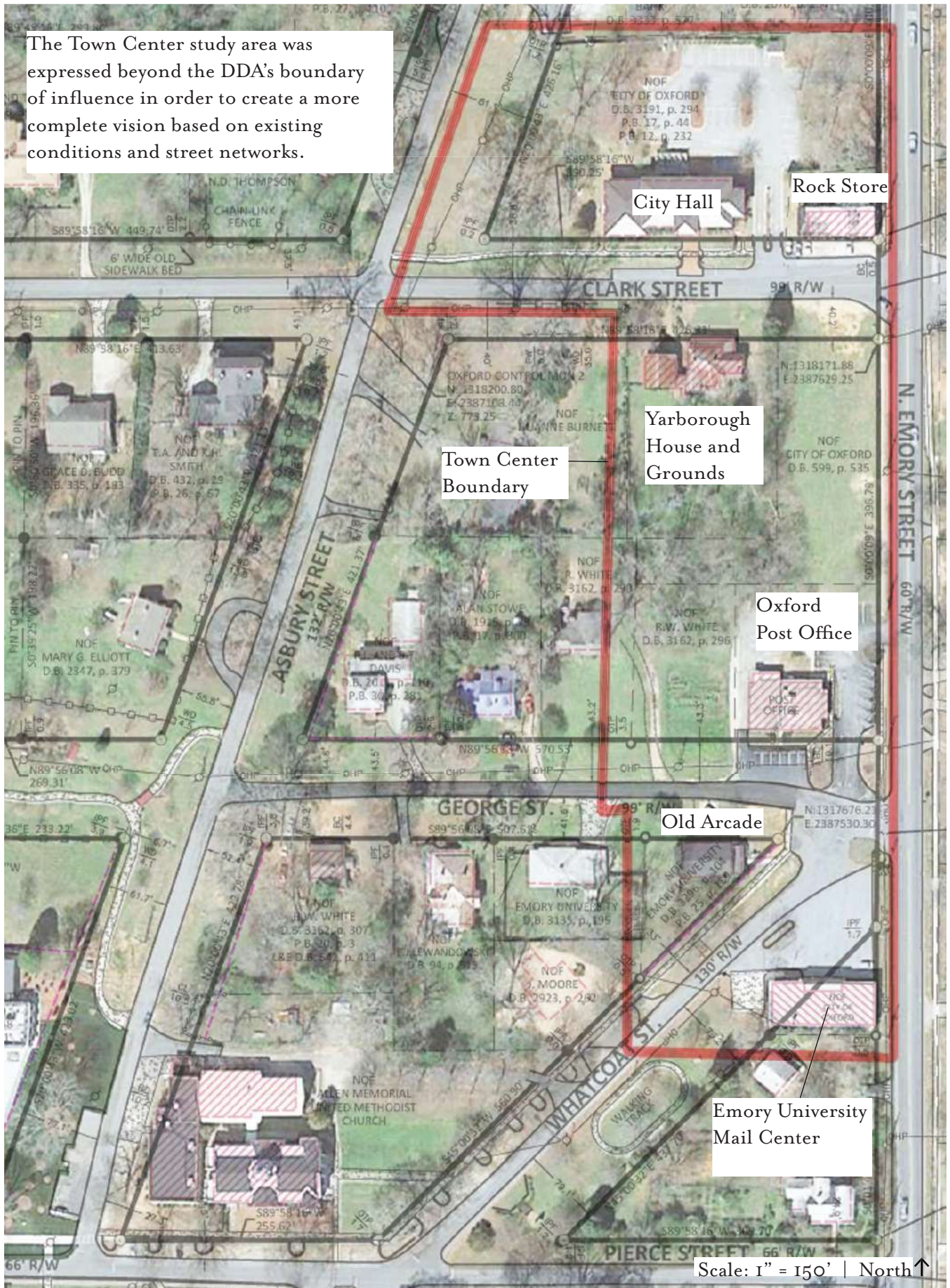
Existing Conditions and Observations

Historical Concepts makes the following observations of the existing conditions:

- Oxford’s building distribution can be described as loose and not inter-related. While this can and should remain the condition for its historic residential areas, this is not the arrangement that successfully achieves the DDA’s stated goals of the town center.
- The Post Office and weekly farmers’ market serve as settings for frequent social interactions, however there is a decided lack of inviting, comfortable, and safe public space in the area now defined as town center.
- The Oxford Post Office, Emory University Mail Center, and Emory University offices at the Old Arcade already are acting as an “incubator” for town center uses. When retail and other services are mixed in, there will be a gravitational pull for town residents and students alike.
- Oxford and Emory University have made significant improvements and investments to this area in recent years. The diagram below depicts this. For these reasons, along with other, this location within Oxford is perfectly suited for a town center, and timing seems undeniably right.



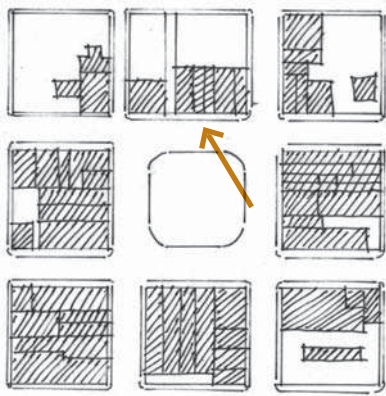
The Town Center study area was expressed beyond the DDA's boundary of influence in order to create a more complete vision based on existing conditions and street networks.



Scale: 1" = 150' | North ↑

Context and Comparison

Many small towns of Georgia can be studied for lessons applicable to the creation of a town center for Oxford. The following comparisons show regional examples of town centers in varying forms: square, main street, main street and square. These forms require a tight congregation of buildings (building density) to frame the public space and (as depicted in the photos) provide a variety of uses close to one another. Building density is important to achieving vibrant, safe, pleasurable, active, and walkable streetscapes. In comparing these plans, notice the relative lack of building density found in Oxford and therefore lack of sense of place. **In order to give Oxford's Town Center a thriving sense of place (a gravitational pull), there has to be the right combination and density of uses, buildings, and people.** As Conyers, Senoia, and Old Town show, a tight building fabric is the essential backdrop within which to make this happen. **Oxford should focus any future development into its Town Center.** This can occur slowly but must take on the proper building density that matches other successful town centers.



North ↑

Conyers, Georgia
Town Square
Scale: 1" = 400'



View looking down Floyd St. towards City Hall.

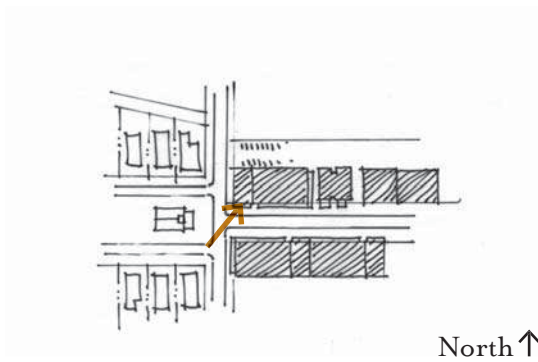


North ↑

Senoia, Georgia
Intersection of Main and Travis Streets.
Scale: 1" = 400'



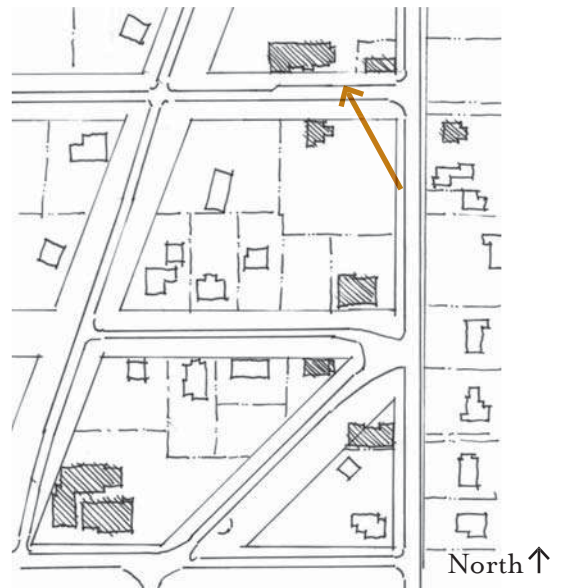
View looking at North West corner of Main and Seavy St.



Old Town, Columbus, Georgia
 Intersection of Dream Boat Drive and Masseur Lane.
 Scale: 1" = 400'



View looking at North East at the corner of Dream Boat Dr. and Masseur Ln.

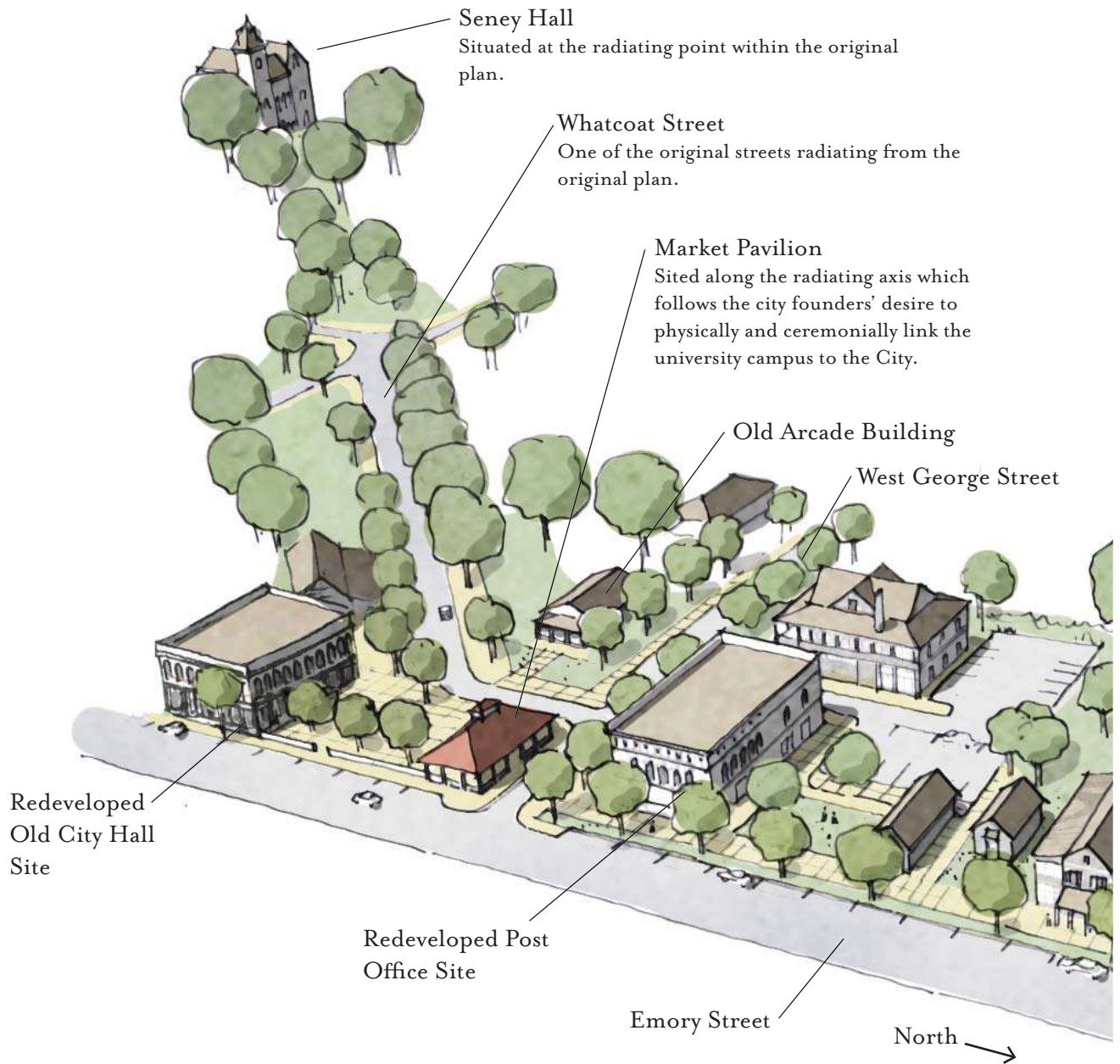


Oxford, Georgia
 Town Center Area
 Scale: 1" = 400'



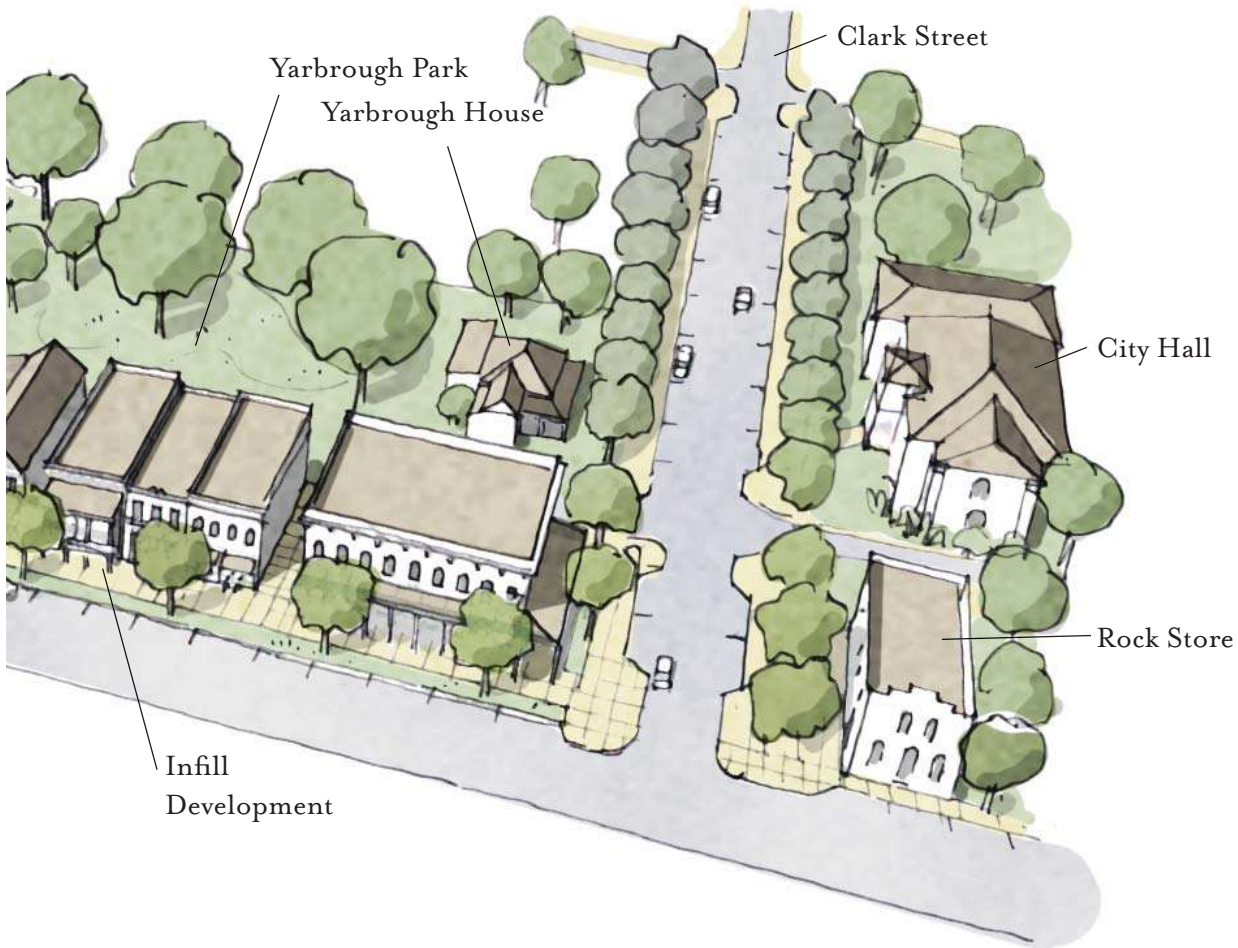
View looking North West towards City Hall and the Rock Store.

Town Center Vision



Aerial perspective drawing envisioning Oxford Town Center in 20 years.

The vision for Oxford's Town Center is of a place that compliments and preserves the existing town fabric while establishing new places (indoors and outdoors) for the community to gather, engage, and benefit. Such a vision is critical to further the identity of Oxford by creating a center that is unique in comparison to neighboring towns and authentic as it builds from the rich heritage of the city. This vision expands on recent and current investments of the city on one end (City Hall and Yarbrough House) and Emory University on the other (Pierce and Whatcoast street improvements and continual improvement in campus offerings). The original plan is redeemed with a new public space anchoring Whatcoat Street. Existing street infrastructure is enhanced and capitalized on (with parallel parking) rather than compromised (by investments in off-street facilities). Lastly, the vision has been conceived so that it can occur incrementally by different parties.



Development Phases

The following pages detail a design direction for the City of Oxford. These designs are organized into three phases (small images below) with estimated timeframes of development.

Phase 1 (less than 3 years)- Following the completion of the Yarbrough House, Phase 1 presents a major but achievable first move. By focusing on partnerships with Emory University and developers, Oxford can create a significant new public amenity and identity at the intersection of Whatcoat, George, and Emory streets in the form of a plaza framed by new buildings.

Phase 2 (3-10 years)- Anchors the intersections of Clark and George Streets with new buildings and create a block (with different parking), laying the foundation for future development in Phase 3.

Phase 3 (10-20 years)- Depicts the goal of completing the block between Clark and George Streets, as well as other redevelopment opportunities and infill within the town center study area.

Phase 1



Phase 2



Phase 3



Character Images

The following images depict the future, general character for Oxford's Town Center. Note the building heights are between 1-2 stories, fronts are close to the street, building density is greater than what currently exists in Oxford today, and the architecture is traditional in character.



Covington, GA



Livingston, MS



Jasper, GA



Roswell, GA



East Hampton, NY



Senoia, GA

Phase 1: Streetscape Improvements & Market Pavilion

1. Add street trees along West Clark Street.
2. Add street trees along the western side of Emory Street.
3. Reconfigure the intersection of Whatcoat Street and West George Street.
4. Add street trees and on-street parallel parking along the southern portion of West George Street.
5. Add additional perpendicular parking spaces and intermittent landscape strips along the western side of Whatcoat Street and parallel parking spaces along the eastern side of the street. Add street trees along the length of the street.
6. Eliminate the oversized and under utilized parking lot north of the Emory University Mail Center and create an open air plaza for markets and festivals.
7. Activate the local community by repurposing the reconfigured right of way into an open air market pavilion. This building could be utilized regularly by the local Emory University agricultural student body while also providing a space to sell local produce to the surrounding community. This shell space can also be utilized for community gatherings and rented out by local businesses and residents for private use. (See the following page for more details).
8. Complete the Yarbrough House renovation and consider reprogramming the building to a more appropriate adaptive reuse such as accomodating a non-profit historic commission, community center, or meeting place for local organizations. Any work or improvement of the backyard should be kept to a minimum so that trees can remain protected and those funds can be allocated elsewhere for a bigger impact.
9. Assign a more active use to the Old Arcade building to help activate the new plaza.
10. Tear down the Old City Hall and build a new, two-story structure to better frame the new plaza and provide more uses to help activate the new plaza. (The new building is shown north of the current Old City Hall footprint.)



A well-designed plaza can host many activities.



Open-air pavilion as a gathering spot.

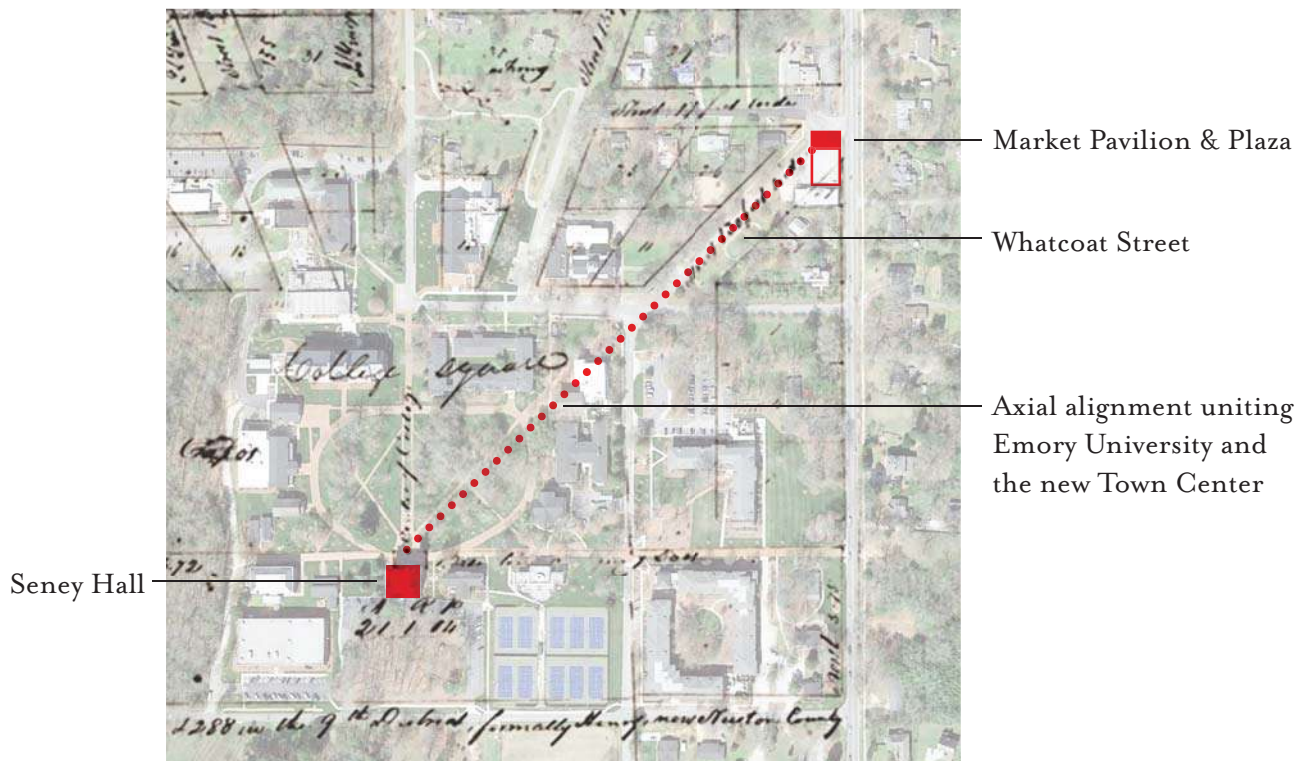


Phase 1: Market Pavilion

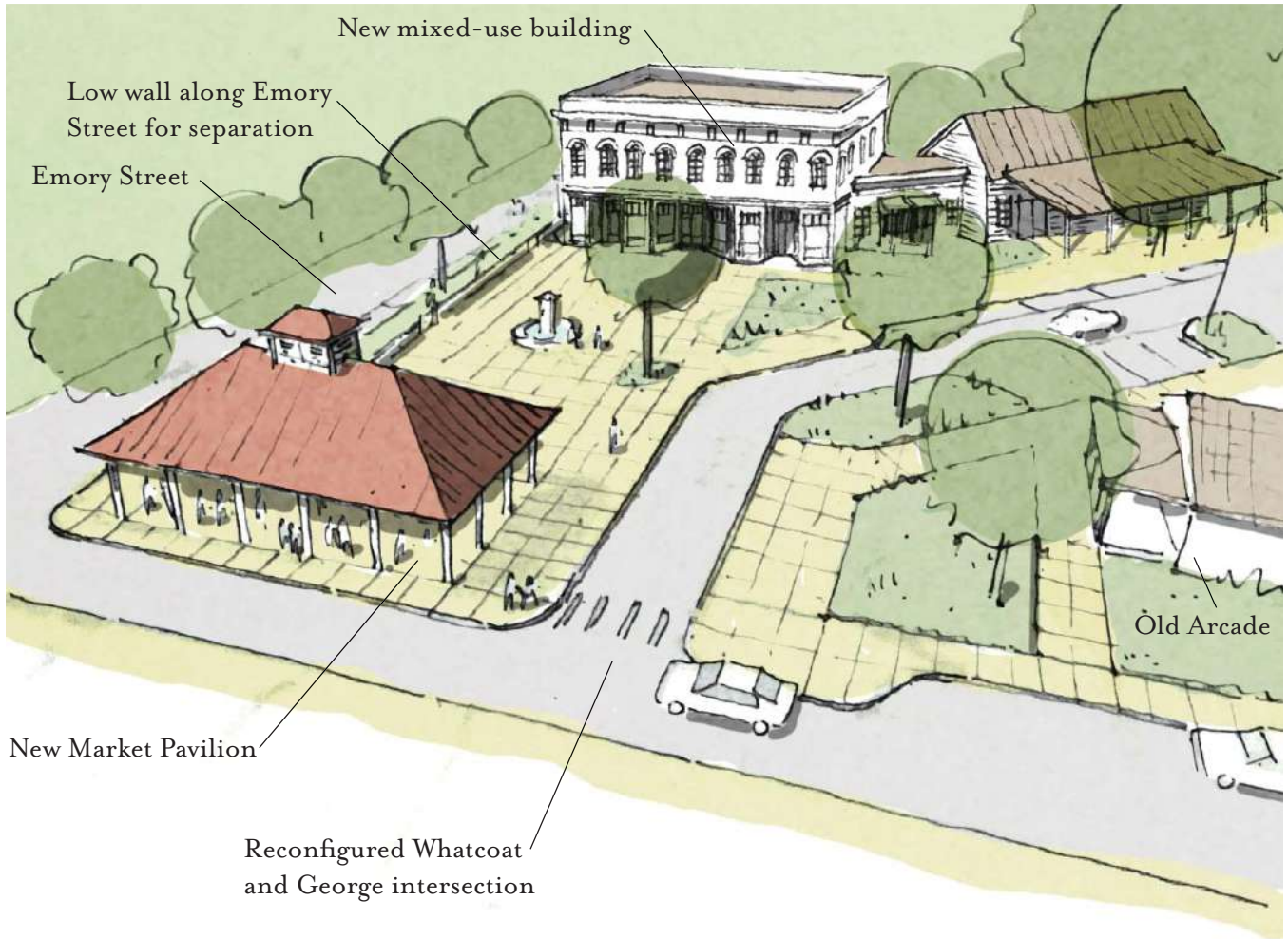
Oxford's uniquely large rights-of-way provide many physical opportunities for community infrastructure. The perspective drawing to the right shows a vision for a reconfigured intersection at the streets of Whatcoat, George, and Emory. The intersection is improved and made more efficient by slightly rerouting Whatcoat into George with a "T" intersection. The residual space left between Whatcoat Street and Emory Street is almost 70 feet which is room enough for an appropriately scaled open-air market pavilion and new hardscaped plaza.

The Market Pavilion can be constructed with low-cost materials and details and can be a simple open-air structure. It acts as a termination point for the original plan (see diagram below) ceremonially linking it to Emory University's Seney Hall. The Plaza can serve as overflow space during market day, as a starting point for the annual July 4 parade, and as a space for daily meetings or interactions.

The existing Emory University Mail Center should be replaced with a new, two-story structure that better frames the new plaza and provides more uses to help activate the new public space. A wing addition can angle off from the main building along Whatcoat Street, helping to frame that street and provide additional square footage as needed.



Original 1837 town plan overlaid onto aerial photograph.



Open air Farmers Market pavilion as a hub for activity.



Plaza space successfully framed by buildings and activated by different uses.

Phase 2: Anchor Buildings and Foundation for Future Growth

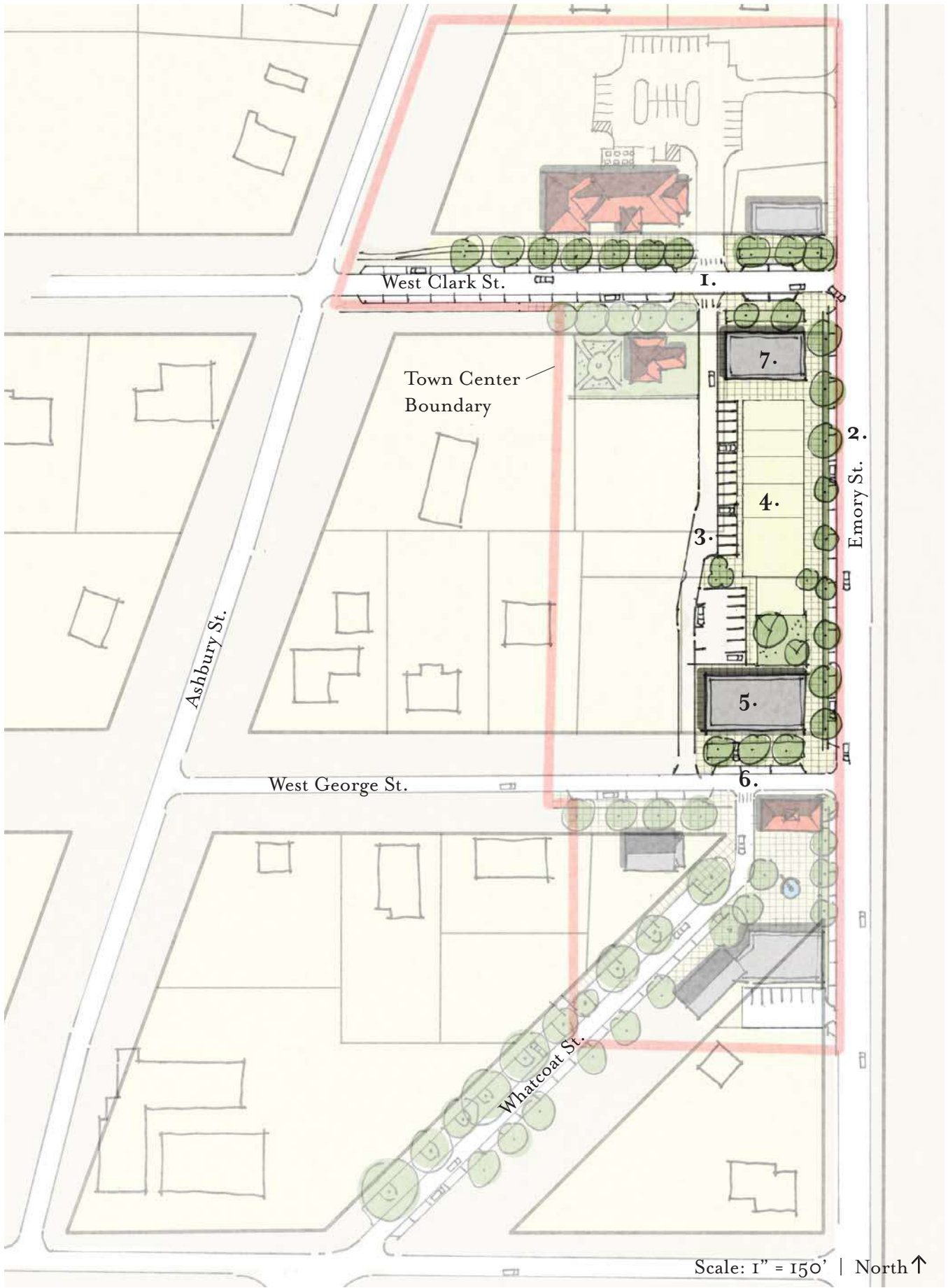
1. Add on-street parallel parking along the length of West Clark Street. (See Appendix B for a parking study.)
2. Add on-street parallel parking along the west side of Emory Street.
3. Create an alley between West Clark St. and West George St. to consolidate access to new development and provide additional off-street parking for existing and future development.
4. Create a commercial main street frontage along Emory Street with the addition of sidewalks and developable commercial lots for future infill.
5. Working with the property owner and USPS, demolish the existing post office building and its parking lots and replace with a two-story building to better anchor the corner with the Market Pavilion. It should house a mix of uses that include a post office.
6. Add street trees and on-street parallel parking to north side of West George Street.
7. New two-story building to anchor the corner of West Clark Street and Emory Street. This building could contain a coffee shop on the ground floor and other uses above.



New streetscape along Emory Street should anticipate future development.



Establishing a deeper sidewalk on Emory Street provides an opportunity to create spaces in front of the buildings.



Phase 3: Intentional Infill and Partnerships

1. Encourage infill development of lots defined in Phase 2.
2. Encourage infill development on adjacent, underutilized lots.
3. Redevelop the Old Arcade site to a more appropriate civic or commercial use.
4. Continue infill development by utilizing available lots as needed along Emory Street.
5. Bring additional commercial or civic use to the Ashbury Street side of the block.
6. Relocate the Old Arcade building and repurpose with a new commercial or civic use.
7. Expand the parking lot behind City Hall as needed.
8. Option to create a low-impact, permeable overflow parking as needed on the Yarborough House lot.

In addition to the above and previous phases, consider the following opportunities (and refer to the *Strategic Investment Plan* dated June 13, 2018):

- East Clark Property.
- Development east of Emory Street.
- Fletcher Street (see Appendix C).
- Underutilized parcels adjacent to the Town Center.

Total Parking and Square Footage Count Shown within the Town Center Boundary

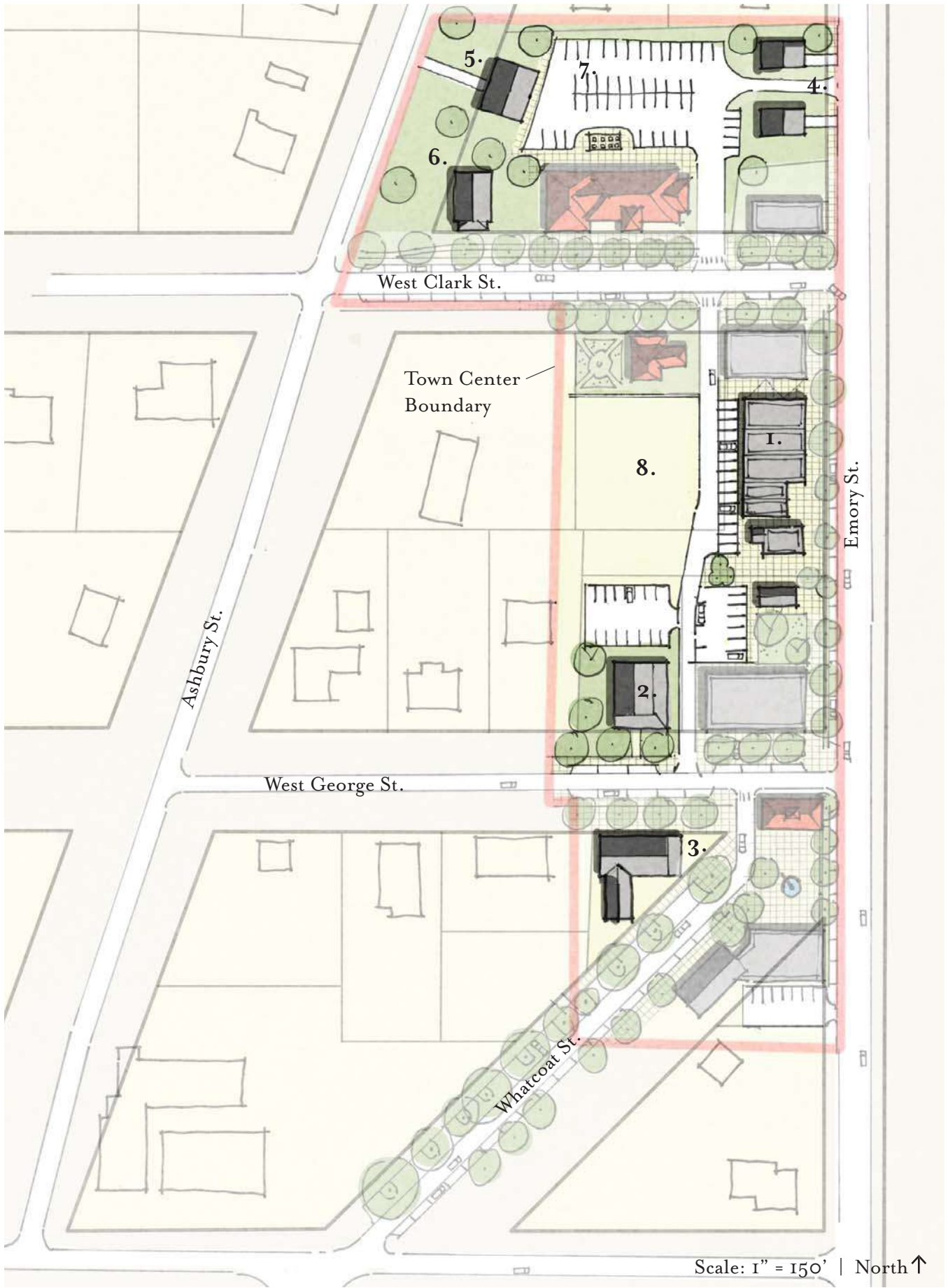
Parking Count	On Street Parking Spaces	116
	Off-Street Parking Spaces	98
	Total Parking Spaces	214
Commercial Square Footage	Ground Level Square Footage	82,000
	Upper Level Square Footage	53,000
	Total Square Footage	135,000



Low-impact permeable parking lot makes for a more inviting experience.



Community greenspace camouflages the entry to an alleyway and off-street parking.



Work Program

Phase	Entity	Task
Phase 1 0-3 yr.	Oxford DDA	1. Coordinate with adjacent Property Owners regarding selling property or redeveloping according to the vision.
		2. Work with City on the design of Whatcoat Street , the new Plaza, Market Pavilion, and new Whatcoat building.
		3. Promote the idea of new commercial development to town residents by hosting pop-up shops, festivals, etc. in the area (the success of this will better attract developers).
	City of Oxford	1. Complete Yarborough house renovation and reprogramming.
		2. Design and build Whatcoat Street improvements, new Plaza, Market Pavilion, and new Whatcoat building.
	Emory University	1. Strategize what university functions could work in the town center context.
		2. Partner with the City to redevelop the Whatcoat buiding.
		3. Assign a more active function to the Old Arcade building.
	Other	1. Historic Commission or other to keep Yarborough house active through programming and active uses.
		2. Civic or Special Interest Groups to explore programs and events opportunities with Emory University to begin to build ties between the university/students and residents.
		3. Private developers to be engaged to build new buildings within the town center area.

Note: **Bold tasks** indicate a new tasks for a phase.

Phase	Entity	Task	
Phase 2 3-10 yr.	Oxford DDA	<p>3. Promote the idea of new commercial development to town residents by hosting pop-up shops, festivals, etc. in the area (the success of this will better attract developers).</p> <p>4. Work to find development partners to build buildings at the corners of Clark and George Streets.</p> <p>5. Work to find development partners to build buildings at the center of the town center block.</p>	
	City of Oxford	<p>3. Prepare the town center frontage: bury the power lines from Clark to Pierce Street; install parallel parking on west side of Emory Street; plant street trees.</p> <p>4. Prepare the town center block rear access: build new north/south alley with parking</p> <p>5. Plant street trees along W. Clark Street in the area of City Hall and Yarborough House.</p> <p>6. West Clark Street improvements with the addition of parallel parking between Emory and Asbury Streets.</p>	
	Emory University	<p>4. Explore Programs and event opportunities with the Civic or Special Interest Groups to begin to build ties between the university/students and residents.</p>	
	Other	<p>1. Historic Commission or other to keep Yarborough house active through programming and active uses.</p> <p>2. Civic or Special Interest Groups to explore programs and events opportunities with Emory University to begin to build ties between the university/students and residents.</p> <p>3. Private developers to be engaged to build new buildings within the town center area.</p>	
	Oxford DDA	<p>5. Work to find development partners to build buildings at the center of the town center block.</p> <p>6. Explore opportunities to occupy the remainder of the City Hall block with additional buildings and uses.</p>	
	Emory University	<p>5. Relocate university functions to new buildings, with goal of creating synergies.</p> <p>6. Relocate the Old Arcade building. Redevelop site to a more appropriate commercial building.</p>	
	Other	<p>1. Historic Commission or other to keep Yarborough house active through programming and active uses.</p> <p>2. Civic or Special Interest Groups to explore programs and events opportunities with Emory University to begin to build ties between the university/students and residents.</p> <p>3. Private developers to be engaged to build new buildings within the town center area.</p>	

Parking

On-Street vs. Off-Street

As the town strategizes ways for possible public-private partnerships in developing the town center, one category for creative problem solving and reduced cost is parking. If the city strives for a goal of building on-street parking versus off-street lots there can be much to gain.

On-street parallel parking has the following benefits over off-street parking lots:

1. It is more efficient and requires less asphalt. Only eight additional feet of width is needed along a street; in Oxford’s case, this is readily accommodated within the large rights-of-way.
2. Creates a safety barrier between pedestrians and moving vehicles.
3. Can provide spaces closer to destination.
4. All on-street parking spaces are accessed by the existing street. All off-street parking lots have to have their own “streets”, which increases redundancy, paved area, and costs.
5. On-street parking can be more aesthetically pleasing than off-street parking.

The diagram on the adjacent page compares the city hall parking lot to Clark Street if parallel spaces were installed. Just by adding parallel parking on one block of Clark Street, all spaces in the city hall parking lot could be replaced. The table below details the differences. **Parallel parking spaces would be 68% more efficient and less costly than those in the city hall parking lot.**

	Number of Parking Spaces	Asphalt Area	Cost of Asphalt (at \$5/sf)	Area per Parking Space	Cost per Parking Space
City Hall Lot	33	18,100 sf	\$90,500	548 sf	\$2,740
Clark Street Parallel	34	5,980 sf	\$29,900	176 sf	\$880



Aerial view of West Clark St. comparing existing off-street parking lot spaces at City Hall to the number of parallel parking spaces that could be accommodated on street.

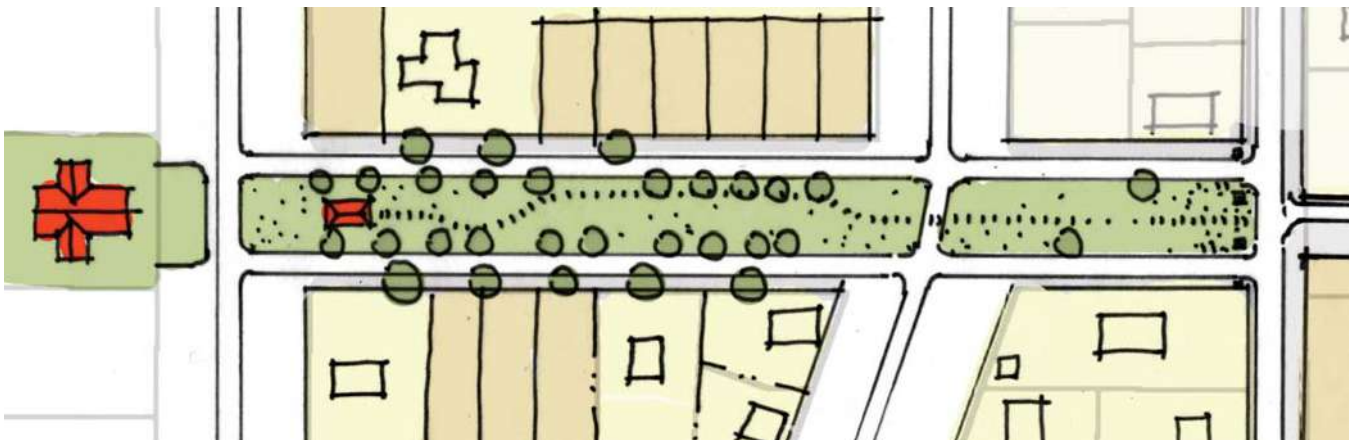
Fletcher Street

The following notes on Fletcher Street were included in the Strategic Investment Plan dated June 13, 2018. It is being duplicated here because of Fletcher's proximity to the DDA Town Center boundary and its potential applicability to the goals expressed in this document regarding the revitalization of the town center. It also marks a third (and fourth) gateway connecting the town center and completing the series of gateways outlines in the strategic investment plan.

Oxford's ROWs are wide and mostly under utilized. While these are a vestige of the original plan, several have been taken over by development or dedicated as green space. Therefore, a level of erosion has already occurred which begs the question of their value as merely corridors for travel as most are today. Can these ROW's, some as wide as 165', be better utilized and can they possibly even generate revenue? The conceptual plan at right presents an idea for reconceiving **Fletcher Street as a two-acre linear park flanked by one-way streets**. The driving force for this idea is that it could spawn opportunities to subdivide existing residential lots on either side for infill development. The example at right shows ten new residential lots. One-way streets run the edges of the ROW and a linear park fills the center. This space becomes the **welcome mat to Old Church** and can play a major role in the annual 4th of July parade and other future events that could be anchored by Old Church. This potential isn't confined to Fletcher Street alone: it could be replicated on other streets as well (Wesley Street, in particular).



Aerial photograph of Fletcher Street with proposed park sketch overlay.



Concept plan showing a linear park and potential infill lots along Fletcher Street.



Fletcher Street looking toward Old Church. Dashed lines indicate proposed width of new linear park.

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