



WALKABILITY

CONNECTIVITY

IDENTITY

Report produced by The University of Georgia
College of Environment and Design
Center for Community Design and Preservation
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PROJECT 1:

HISTORIC RESOURCE SURVEY AND ASSETS TOOL

FindIt! Program:

Laura Kviklys, James Locke, Andrew Stern,
Spring 2016

Center for Community Design and Preservation,
Pratt Cassity and Lauren Waldroop

Methodology:

The FindIt! team conducted a phase 1 historic resource survey for the City of Oxford. The resources identified were all buildings over 40 years old. Three maps were produced from this survey as a way to further identify what types of resources are available and their ages. The final map produced at this stage compares institutional, public and private properties.

These maps all led to the need for a circulation and wayfinding map of the city. The Oxford community drafted a list of 63 assets, most of which were identified in the FindIt! survey as well. These assets would be the reasoning behind the connectivity and wayfinding projects of this program.

The final product of the project is a brochure. This 11 x 17 brochure identifies the proposed trail system, parking and information, points of interest (asset list), and cultural areas. It can be used by the City of Oxford as well as Emory at Oxford as a way to engage visitors and students with the town.

Background photo: Orna
Villa, Emory Street

What is a Historic Resource Survey?

According to National Register Bulletin 24, a survey is defined as “a process of identifying and gathering data on a community’s historic resources...includes field survey - the physical search for and recording of historic resources on the ground - but it also includes planning and background research before field survey begins, organization and presentation of survey data as the survey proceeds, and the development of inventories.” There are two types of surveys, reconnaissance and intensive survey:

Reconnaissance: a “once over lightly” inspection of an area, most useful for characterizing its resources in general and for developing a basis for deciding how to organize and orient more detailed survey efforts.

Intensive: a close and careful look at the area being surveyed. It is designed to identify precisely and completely all historic resources in the area. It generally involves detailed background research, as well as a thorough inspection and documentation of all historic properties in the field.

Georgia Survey

The Historic Preservation Division (HPD) at Georgia’s Department of Natural Resources (DNR) published the Georgia Historic Resources Survey Manual, which explains all resources over the age of 40 should be surveyed and how to utilize the survey form. The HPD uses three phases of survey to gather information about historic resources at a city or county-wide level. The three phases are outlined as follows:

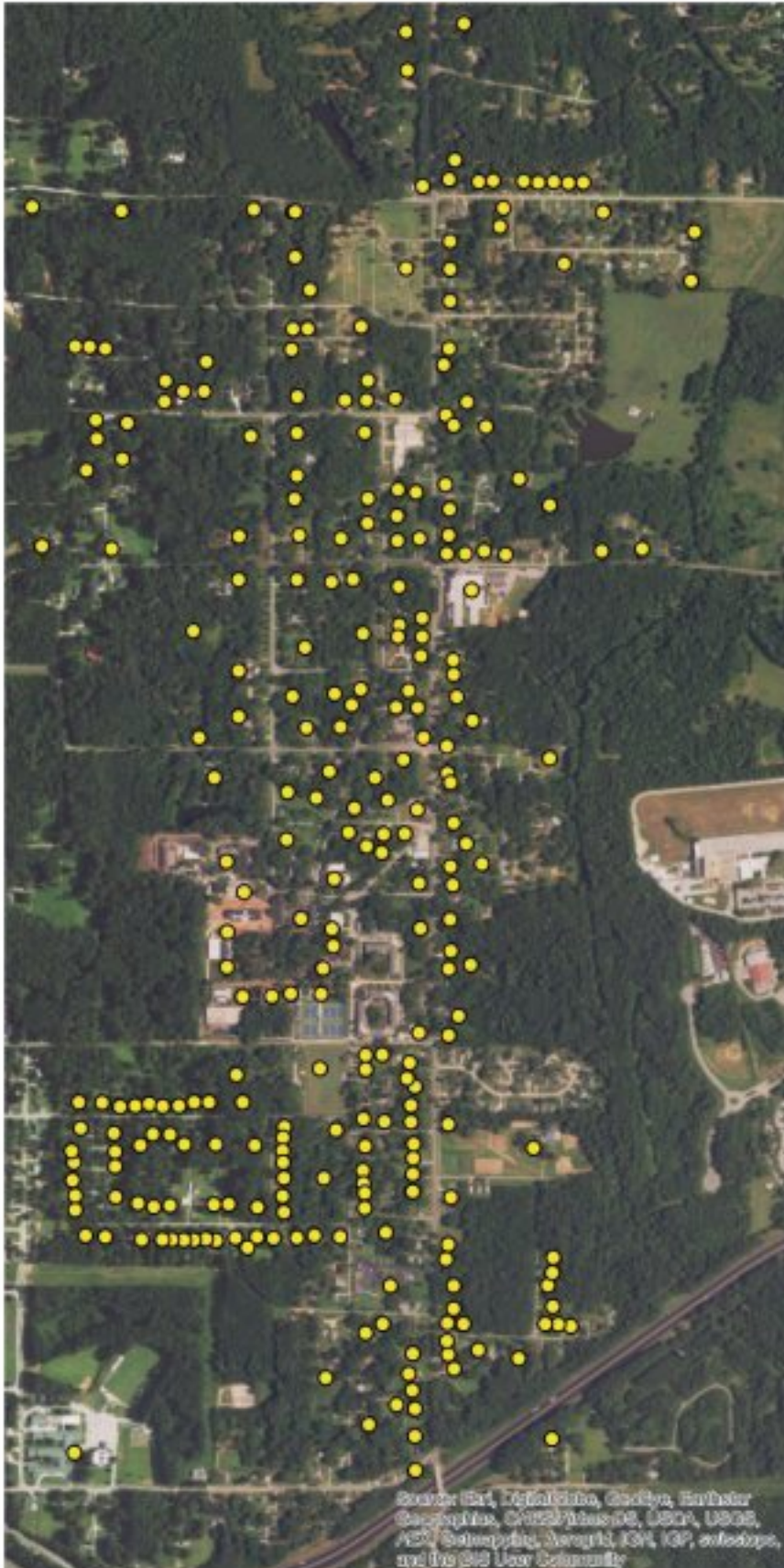
Phase 1: Reconnaissance survey with field work performed from the public right-of-way to gather the basic information about a resource by looking at it.

Phase 2: Intensive survey requires thorough inspection of historic structures, where surveyors will usually take a much closer look at a resource.

Phase 3: Data Recovery includes detailed historical research usually done after a field survey. The information found in this phase is usually expensive and done in preparation for a National Register nomination.

Oxford FindIt! Survey

The Oxford FindIt! Survey was a Phase 1 reconnaissance survey, which is why much of the detailed historic context was left out of the survey report. Historic resources that couldn’t be seen from the public right of way were not included, such as the Soldier’s Cemetery. However in a phase 2 survey, surveyors will further document those historic resources.



Buildings built before 1976

The historic resources surveyed by the FindIt! team are over 40 years old. A historic resource survey should be conducted every 10-15 years. By surveying resources older than 40 it potentially identifies all of the properties that will turn 50 before the next survey is complete. This can be useful for identifying potential properties to nominate to the National Register of Historic Places, which must be 50 years old. By identifying those resources 40 years old and older, it also helps in planning for potential city projects.

Historic Resources Total=282

● Survey Points

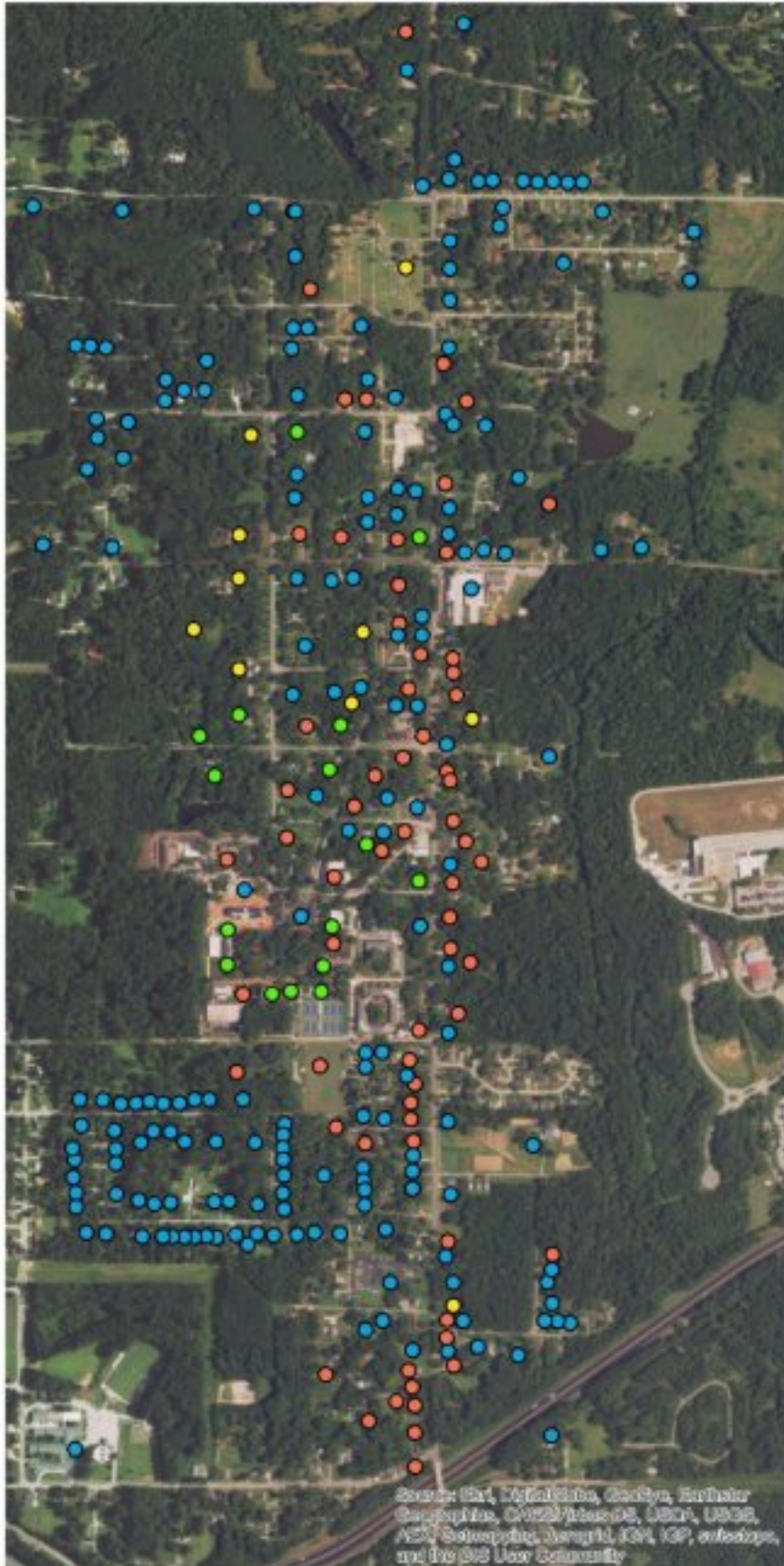


1 in = 0.2 miles

0 0.1 0.2 Miles

Data Sources: FindIt! Survey, Esri Data, U.S. Census Bureau
Map Prepared by: Lauren Waldrop
July 11, 2016

HISTORIC RESOURCE SURVEY



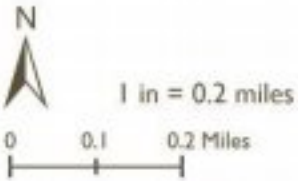
Era of Similar Construction

The historic resources identified by the FindIt! team are all over 40 years old. The resources have been symbolized by their era of construction. Only 11 resources were built before 1850. The overwhelming majority (189) of the identified resources were built between 1950-1976. These properties have likely not been considered historic until recently.

Historic Resources Total=282

Era of Construction

- Pre - 1850
- 1850 - 1899
- 1900 - 1949
- 1950 - 1976



Data Sources: FindIt! Survey, Esri Data, U.S. Census Bureau
 Map Prepared by: Lauren Waldroop
 July 11, 2016

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, SIA, Mapbox, and the GIS User Community

HISTORIC RESOURCE SURVEY

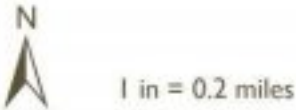


Pattern of Ranch House Construction

The historic resources identified by the FindIt! team are all over 40 years old. The resources have been categorized by whether or not the building is a ranch house. The predominance of the ranch house as a residential building type in Oxford is astonishing, 164 out of 282 resources. Only five of the ranch houses were built before 1950. Meaning 97% of historic ranch houses were built between 1950-1976. That is a lot of residential construction for 26 years.

Historic Resources Total=282

- Ranch Houses pre-1950
- Ranch Houses 1950-1976
- Other Building Types

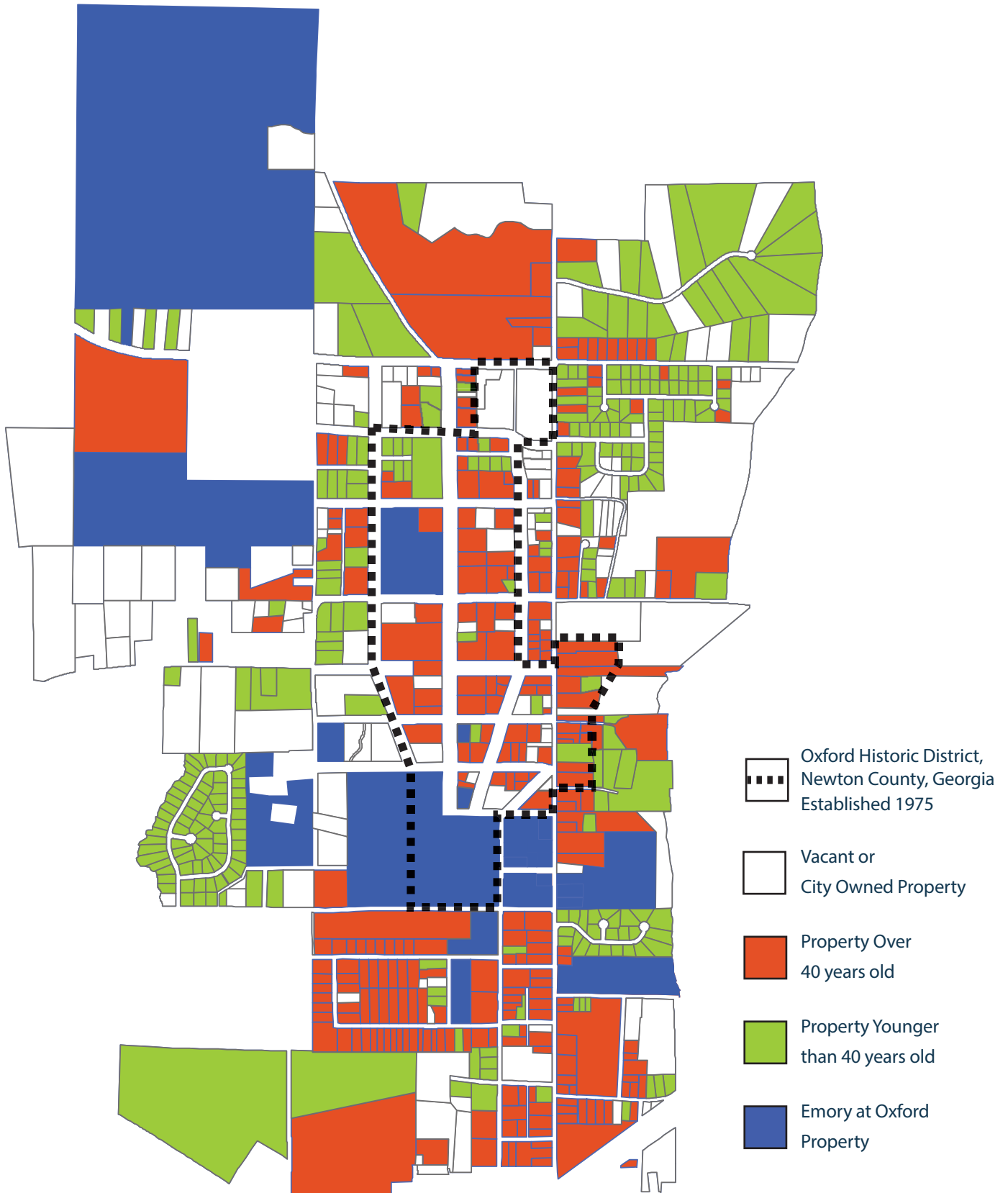


Data Sources: FindIt! Survey, Esri Data, U.S. Census Bureau
 Map Prepared by: Lauren Waldroop
 July 11, 2016

HISTORIC RESOURCE SURVEY

City of Oxford Parcels

Private parcels, older and younger than 40 years old, as well as public and institutional parcels.



What is GNAHRGIS?

Georgia's Natural, Archaeological and Historic Resources Geographic Information System is "an interactive Web-based registry and geographical information system designed to catalog information about the natural, archaeological, and historic resources of Georgia." The information from completed surveys is entered into GNAHRGIS, and appears as interactive points on a map. The information within GNAHRGIS is only as detailed as the survey completed. Therefore, if a Phase 1 survey was completed, only very basic information appear, whereas if a Phase 2 or 3 survey was completed, much more detailed information would appear.

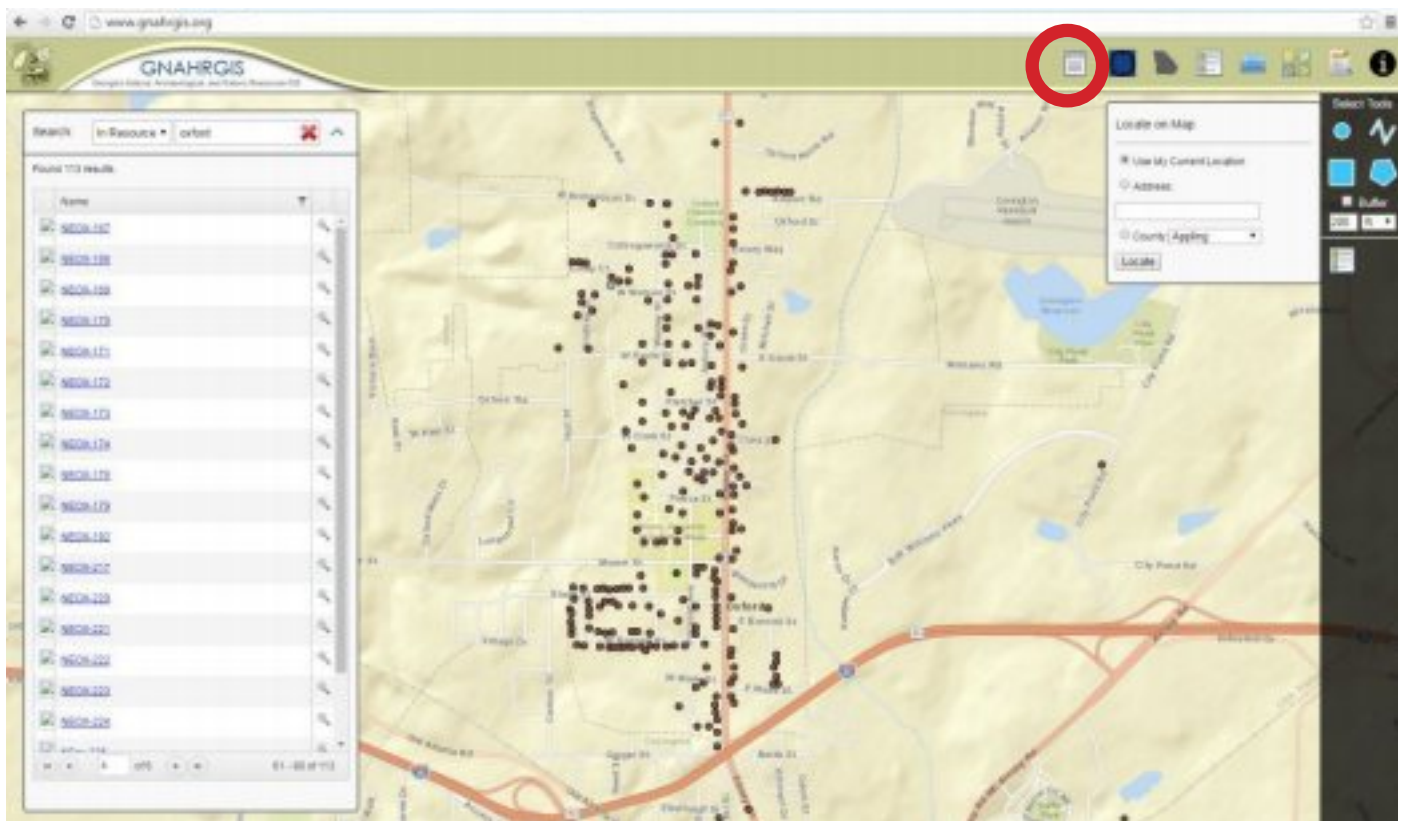
The GNAHRGIS site includes a couple of disclaimers that are extremely important to note. First is that not all surveys are visible to all users. Recently completed surveys may not be available to view until the Historic Preservation Division has been able to review and approve them. There are bound to be errors and omissions in the reported data.

The surveys completed and entered into GNAHRGIS should be useful to local and regional planning commissions. Any and every project receiving federal funding must do a survey as per Environmental Review and Section 106 of the National Preservation Act of 1966. Therefore already having this information readily available through GNAHRGIS will help speed up that process.

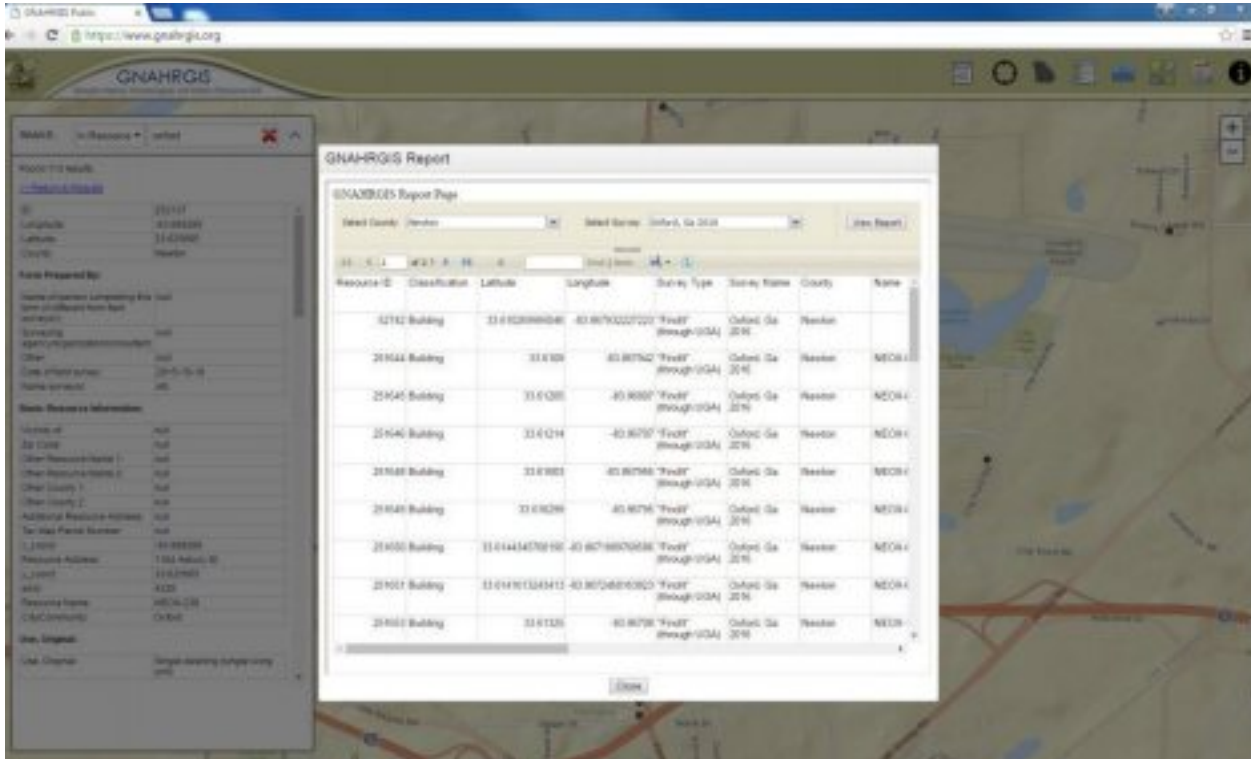
Preservation planning is dependent on knowing what historic resources are available and extant. If a community is looking to update National Register listings or create new nominations it must first know what it has. The surveys cataloged in GNAHRGIS should act as a starting point for understanding what historic resources are available and what is significant. Most field survey evaluations of National Register eligibility are solely based on architectural qualities, and historic research will need to be conducted to completely understand a property's significance. Context is also extremely important to a property's significance. If there are over 100 mid-century ranch houses in a town, it would be difficult to distinguish what makes one more significant than the other. However, if one or two of those were built much earlier and served as models for all ranch houses that came later, it is easier to see and quantify the significance. Some things also gain significance by being numerous like Kentucky tobacco barns. It is important that so many ranch houses were built in Oxford in such a small amount of time.

Public GNAHRGIS

When using the public view of GNAHRGIS, there are several ways to look up a particular survey. For example, below “oxford” was searched and it shows a listing of properties surveyed, across multiple surveys completed. Clicking on any resource listed in the search results, you’ll see all the information associated with the resource. By zooming in and clicking on a specific point of interest, it should bring up a pop-up window with that resource’s information. Clicking on the paper symbol at the top right (circled in red in the screenshot below in red), allows a search by county and specific survey



Searching Newton County and the “Oxford, Ga 2016” survey brings up a list of properties surveyed (next page, top screenshot). You can export this list of properties as an excel or CSV file (next page, bottom screenshot) by clicking the save button that looks like a floppy disc.



GNAHRGIS_Report - Excel

ResourceID	Classification	Latitude	Longitude	SurveyType/SurveyName	County	Name	Address	City	Zip	State	Date_of_construction	Current_use	Original Use	Architectural_Style
52742	Building	33.61827	-83.86793223	"FindIt"	Oxford, Ga 2008	Newton				GA	1928	Single dwelling (single living unit)	Single dwelling (single livr)	Craftsman
251844	Building	33.62029	-83.867943	"FindIt"	Oxford, Ga 2008	Newton	NEO04-02	6127 Emory		GA	1940	Single dwelling (single living unit)	Single dwelling (single livr)	No academic style
251843	Building	33.61285	-83.86807	"FindIt"	Oxford, Ga 2008	Newton	NEO04-01	203 Emory		GA	1944	Single dwelling (single living unit)	Single dwelling (single livr)	No academic style
251846	Building	33.61214	-83.86707	"FindIt"	Oxford, Ga 2008	Newton	NEO04-04	204 Emory		GA	1900	Single dwelling (single living unit)	Single dwelling (single livr)	No academic style
251848	Building	33.61803	-83.867956	"FindIt"	Oxford, Ga 2008	Newton	NEO04-05	407 Emory		GA	1952	Single dwelling (single living unit)	Single dwelling (single livr)	No academic style
251849	Building	33.616299	-83.86795	"FindIt"	Oxford, Ga 2008	Newton	NEO04-06	408 Emory		GA	1935	Single dwelling (single living unit)	Single dwelling (single livr)	No academic style
251850	Building	33.63443437	-83.86718898	"FindIt"	Oxford, Ga 2008	Newton	NEO04-07	518 Emory		GA	1934	Single dwelling (single living unit)	Single dwelling (single livr)	Colonial Revival
251851	Building	33.6316332	-83.86734603	"FindIt"	Oxford, Ga 2008	Newton	NEO04-08	314 Emory		GA	1963	Single dwelling (single living unit)	Single dwelling (single livr)	No academic style
251853	Building	33.61325	-83.86708	"FindIt"	Oxford, Ga 2008	Newton	NEO04-10	304 Emory		GA	1940	Single dwelling (single living unit)	Single dwelling (single livr)	No academic style
251854	Building	33.62299089	-83.8672347	"FindIt"	Oxford, Ga 2008	Newton	NEO04-11	302 Emory		GA	1948	Single dwelling (single living unit)	Single dwelling (single livr)	No academic style
251855	Building	33.63563536	-83.86968542	"FindIt"	Oxford, Ga 2008	Newton	NEO04-12	301 Stone Ave		GA	1938	Single dwelling (single living unit)	Single dwelling (single livr)	Craftsman
251856	Building	33.63461444	-83.87014729	"FindIt"	Oxford, Ga 2008	Newton	NEO04-13	205 W Bonnell St		GA	1950	Single dwelling (single living unit)	Single dwelling (single livr)	No academic style
251897	Building	33.63626389	-83.86963045	"FindIt"	Oxford, Ga 2008	Newton	NEO04-14	410 Stone st.	Oxford	GA	1900	Single dwelling (single living unit)	Single dwelling (single livr)	Folk Victorian
251898	Building	33.6167025	-83.868305	"FindIt"	Oxford, Ga 2008	Newton	NEO04-15	501 Emory St.		GA	1930	Single dwelling (single living unit)	Single dwelling (single livr)	No academic style
251899	Building	33.6170979	-83.868305	"FindIt"	Oxford, Ga 2008	Newton	NEO04-16	303 Emory St.		GA	1940	Single dwelling (single living unit)	Single dwelling (single livr)	Craftsman
251790	Building	33.619077	-83.86998	"FindIt"	Oxford, Ga 2008	Newton				GA	1897	Library	Educational building (classr)	Neoclassical Revival
251791	Building	33.619802	-83.878603	"FindIt"	Oxford, Ga 2008	Newton	NEO04-18	Few Circle, Emory College		GA	1874	Educational building (classroom, lab)	Educational building (classr)	Talkative
251792	Building	33.619634	-83.870771	"FindIt"	Oxford, Ga 2008	Newton	NEO04-19	Few Circle, Emory College		GA	1883	Educational building (classroom, lab)	Educational building (classr)	Academic Gothic Revival
251792	Building	33.619634	-83.870771	"FindIt"	Oxford, Ga 2008	Newton	NEO04-19	Few Circle, Emory College		GA	1883	Educational building (classroom, lab)	Educational building (classr)	Folk Victorian
251792	Building	33.619634	-83.870771	"FindIt"	Oxford, Ga 2008	Newton	NEO04-19	Few Circle, Emory College		GA	1883	Educational building (classroom, lab)	Educational building (classr)	Talkative
251795	Building	33.619628	-83.871712	"FindIt"	Oxford, Ga 2008	Newton	NEO04-20	122 Few Circle		GA	1885	Educational building (classroom, lab)	Educational building (classr)	No academic style
251796	Building	33.619573	-83.870966	"FindIt"	Oxford, Ga 2008	Newton	NEO04-21	136 Few Circle		GA	1875	College/University	Religious Facility	Neoclassical Revival
251796	Building	33.619573	-83.870966	"FindIt"	Oxford, Ga 2008	Newton	NEO04-22	130 Few Circle		GA	1875	Religious Facility	Religious Facility	Neoclassical Revival
251797	Building	33.620223	-83.872048	"FindIt"	Oxford, Ga 2008	Newton	NEO04-23	136 Few Circle		GA	1883	Education-related other	Education-related other	Greek Revival
251798	Building	33.62946006	-83.87042148	"FindIt"	Oxford, Ga 2008	Newton	NEO04-24	100 Few Circle		GA	1960	Educational-related housing	Educational-related housing	Neoclassical Revival
251795	Building	33.619549	-83.869943	"FindIt"	Oxford, Ga 2008	Newton	NEO04-26	Few Circle		GA	1875	Educational building (classroom, lab)	Educational building (classr)	Talkative
251796	Building	33.6207599	-83.87232642	"FindIt"	Oxford, Ga 2008	Newton	NEO04-27	Intersection of Clarke and Wesley St		GA	1894	Single dwelling (single living unit)	Single dwelling (single livr)	Colonial Revival
251737	Building	33.621295	-83.869692	"FindIt"	Oxford, Ga 2008	Newton	NEO04-28	Corner of Pierce and Whitcomb		GA	1930	Religious Facility	Religious Facility	Beaux Arts Classicism
251730	Building	33.621884	-83.868639	"FindIt"	Oxford, Ga 2008	Newton	NEO04-29	805 Whitcomb		GA	1938	Single dwelling (single living unit)	Single dwelling (single livr)	No academic style
251881	Building	33.6218	-83.86897	"FindIt"	Oxford, Ga 2008	Newton	NEO04-30	109 W Geisler St		GA	1894	Vacant/Not in use	Single dwelling (single livr)	No academic style
251882	Building	33.6211238	-83.86782561	"FindIt"	Oxford, Ga 2008	Newton	NEO04-31	103 Pierce St		GA	1887	Single dwelling (single living unit)	Single dwelling (single livr)	No academic style
251883	Building	33.621886	-83.868349	"FindIt"	Oxford, Ga 2008	Newton	NEO04-32			GA	1917	Single dwelling (single living unit)	Single dwelling (single livr)	No academic style
251880	Building	33.62396279	-83.86712383	"FindIt"	Oxford, Ga 2008	Newton	NEO04-33	704 Emory St		GA	1900	Single dwelling (single living unit)	Single dwelling (single livr)	Colonial Revival
251886	Building	33.621876	-83.867969	"FindIt"	Oxford, Ga 2008	Newton	NEO04-34	802 Emory St		GA	1942	Single dwelling (single living unit)	Single dwelling (single livr)	Craftsman
251887	Building	33.621841	-83.864769	"FindIt"	Oxford, Ga 2008	Newton	NEO04-35	808 Emory St		GA	1917	Single dwelling (single living unit)	Single dwelling (single livr)	No academic style
251888	Building	33.6231396	-83.86718028	"FindIt"	Oxford, Ga 2008	Newton	NEO04-36	912 Emory St		GA	1900	Single dwelling (single living unit)	Single dwelling (single livr)	Folk Victorian
251886	Building	33.621111	-83.868678	"FindIt"	Oxford, Ga 2008	Newton	NEO04-37	1008 Emory		GA	1874	Single dwelling (single living unit)	Single dwelling (single livr)	Colonial Revival

Actions:

The Northeast Georgia Regional Commission can be the primary manager of the City of Oxford's GIS data, map updates, and storage.

Different websites, such as the City's website and the Newton Trails site, need updating.

Interactive Online Maps

Interactive online maps are great resources for visitors. They can find parking and information before arriving in Oxford. They can see local assets: historic, community, natural, etc. Online maps will bring visitors to Oxford. Interactive online maps need to be updated regularly. When different websites are trying to show the same map, but do not communicate the same message, it is confusing. For example on the following pages are the maps for walking trails in Oxford as taken from the Newton Trails sites, as well as the Oxford City interactive maps page.

GIS: Geographic Information System

"A geographic information system (GIS) allows you to study and explore everything about a place. With a GIS, you can identify and analyze the land features, climate, boundaries, population, resources, and many other things about places....a GIS makes the maps, globes, data, and analysis tools available on your computer, allowing you to perform sophisticated analysis, map your results, and store and share your information digitally."

The biggest difference between a GIS and an interactive online map is the usability of it. A GIS is an editable file with many layers of information that can be exported as a PDF for print; whereas, an interactive online map is not editable and often times unprintable. Interactive maps are better for displaying information easily, and a GIS is better for preparing a series of maps with similar layouts that will be printed.

Oftentimes, a GIS is the data source for interactive online maps, such as the maps prepared by the Northeast Georgia Regional Commission (NEGRC) for the city of Oxford. It is easy to tell these maps were created with ArcGIS and made into interactive online maps, because of the URL associated with the map. For all the maps the URL begins with "garc.maps.arcgis.com." This means someone at the NEGRC has a GIS that they can edit and make available as an interactive map online.

Printed Maps

Printed maps are useful for people who do not use smart phones. Any visitor looking for information about the city trails, event parking, move-in day procedures for Emory, etc., would find a printed map more useful than an interactive online map. If users could print the trail maps they would be used more; none of the interactive maps online at any site associated with Oxford can be easily printed. Some of these maps are made with a GIS, but that file is not readily available for public use.

Newton Trails: Oxford Trail map

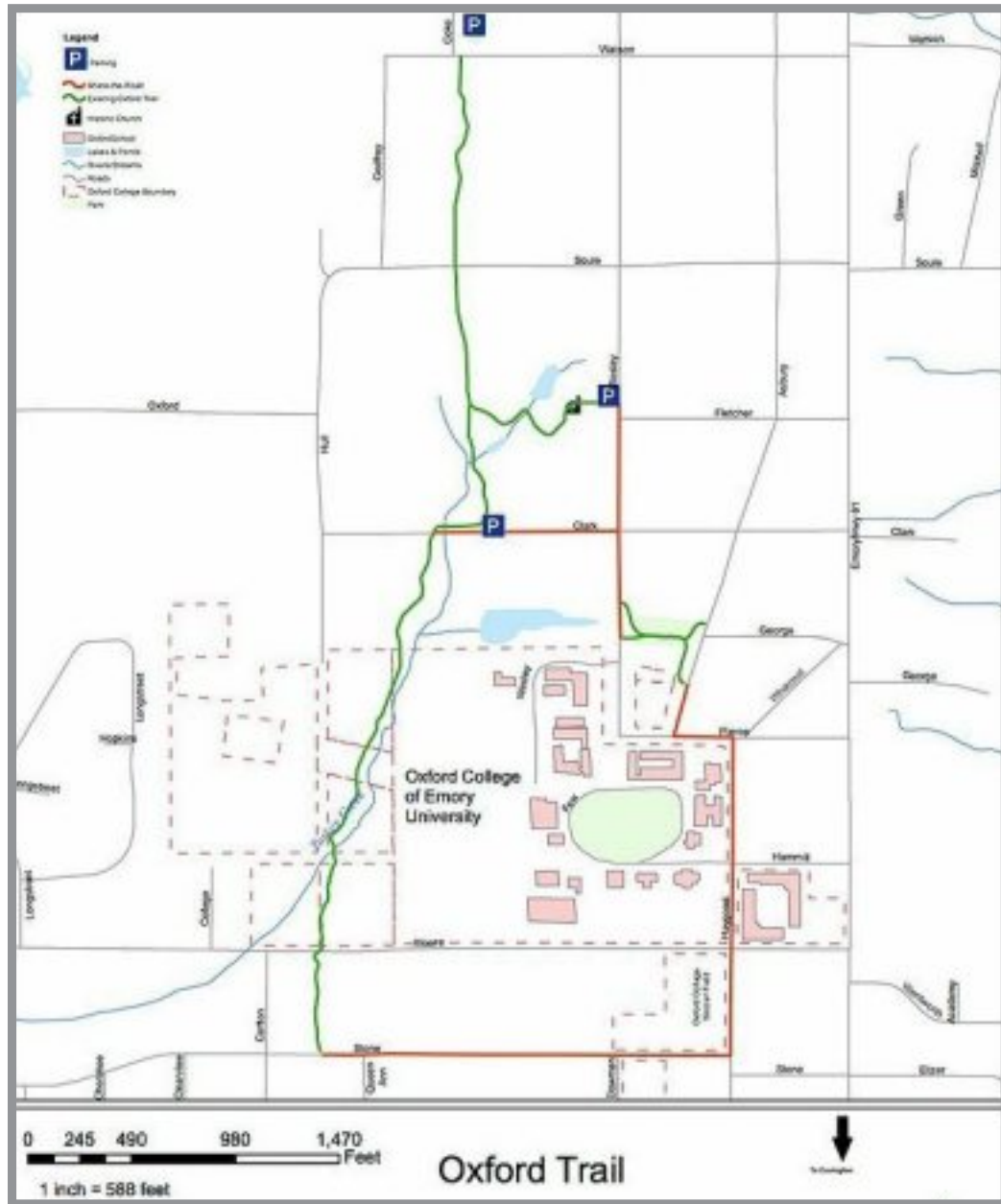
Strengths

-Easy to read

Weaknesses

-Inaccurate Parking

-PDF link to print doesn't work



Oxford City Maps: Trail Maps

These maps were prepared by the Northeast Georgia Regional Commission.

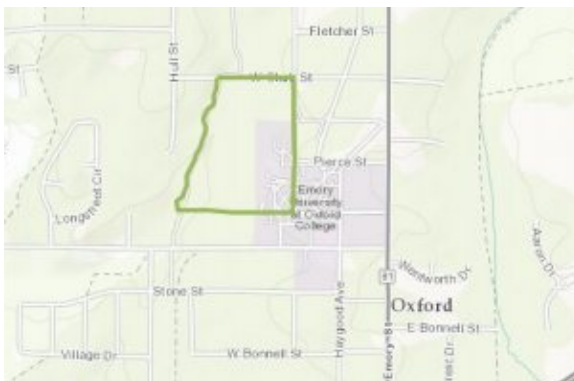
Strengths

- Follow existing Turkey Creek Nature Trail

Weaknesses

- Arbitrary loops
- Unmarked
- Not able to print

One Mile Trail



Two Mile Trail



Three Mile Trail



Four Mile Trail



Oxford City Maps: Self-Guided Tour

This map was prepared by the Northeast Georgia Regional Commission using a GIS.

Strengths

- Detailed information
- Numbered points of interest
- Pictures

Weaknesses

- “Tour” implies a route, but there is no route
- Numbers not in a particular order
- Cannot be printed



Oxford Historical Society: Self-Guided Tour

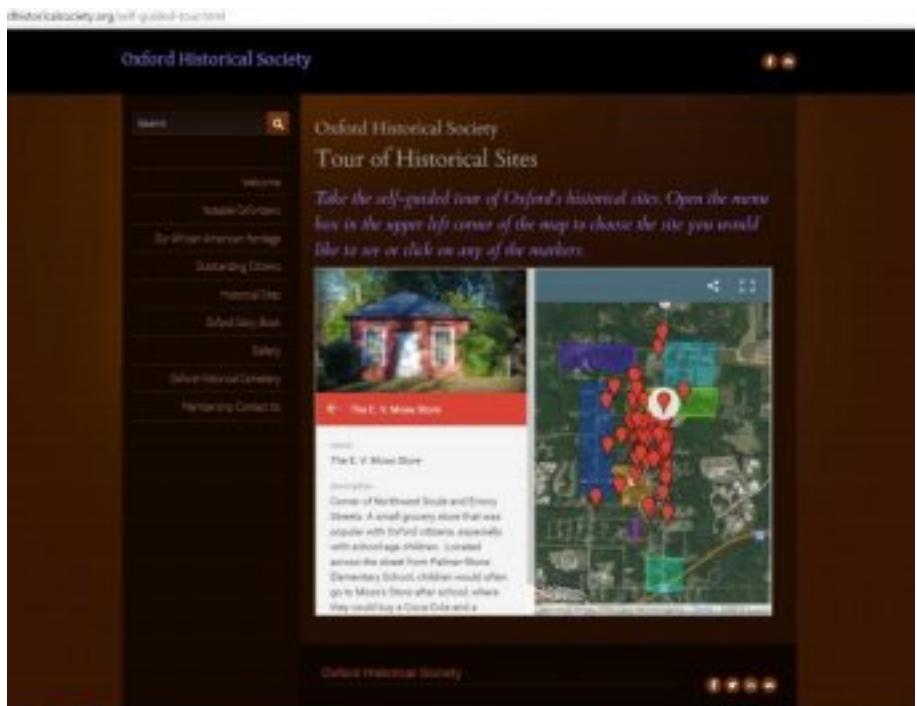
This map was prepared using a GIS.

Strengths

- Detailed information
- Color coded historic/cultural areas
- Pictures

Weaknesses

- “Tour” implies a route, but there is no route
- Points of interest not numbered
- Cannot be printed



Actions:

The NEGRC is a key player in maintaining accurate GIS files. The maps in this program are static images.

However, the GIS files are now held by both the city of Oxford and the NEGRC.

A future project for the city is to convert all the information into an "Oxford Walks" smart phone interactive app.

Historic Neighborhoods

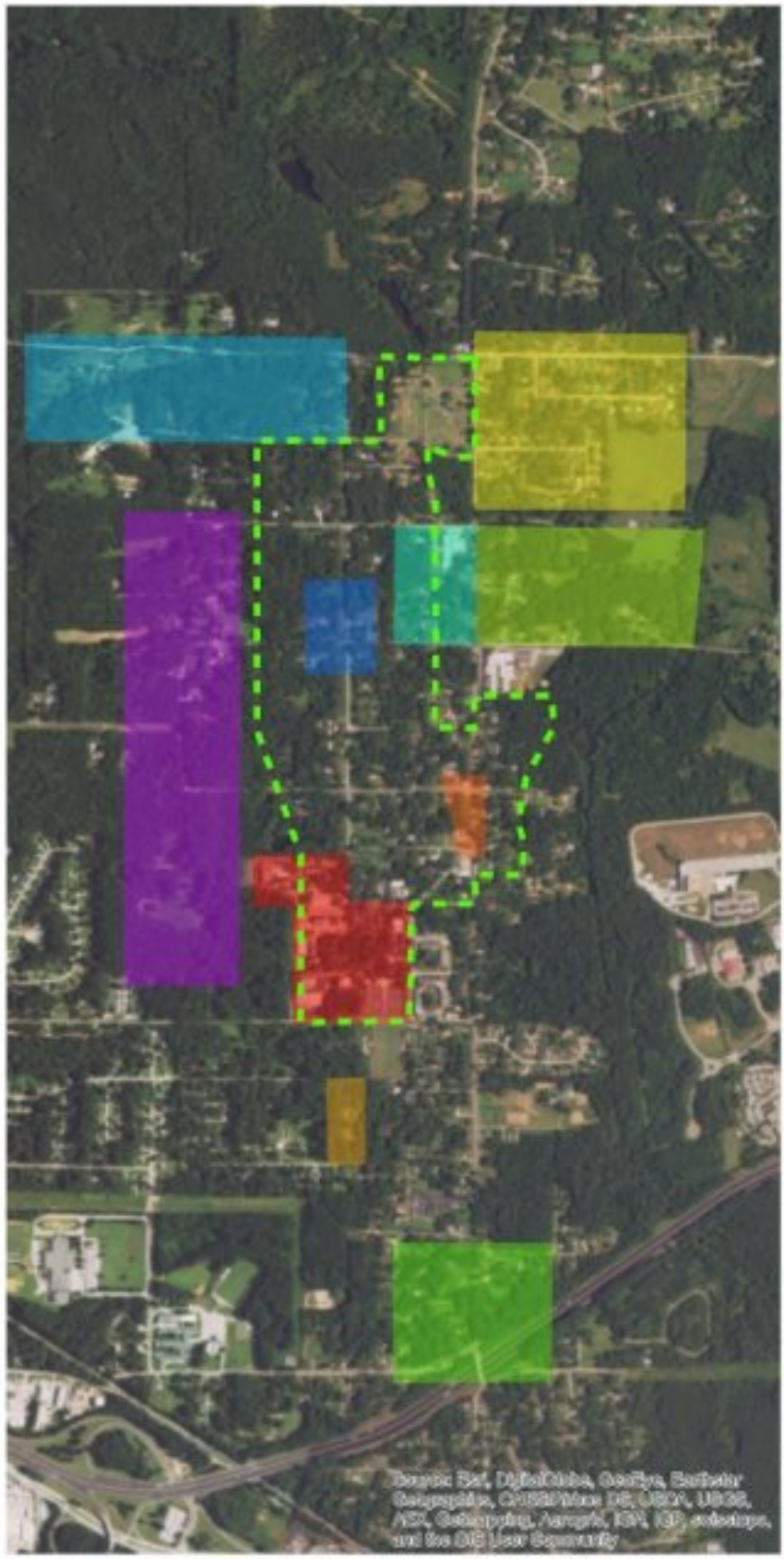
A map showing the historic neighborhoods celebrates cultural areas within Oxford and can be used for future preservation planning and nominations to the National Register of Historic Places. Of the 282 historic resources surveyed by the FindIt! Program (page 7), 97 historic resources lie in the historic neighborhoods. For example, there are nine historic ranch houses that are contained within "Historic Faculty Row." As a way to promote history and preservation, Faculty Row could be nominated as a National Register District, highlighting the area's importance to Oxford College and the significance of mid-century resources.

It is important to note that the current National Register District, nominated in the 1970s, includes many of the historic assets talked about below, but does not include very much of the historic neighborhoods.

Asset Map

The asset map contains 63 points of interest put together by many local citizens, city council members, the Northeast Georgia Regional Commission, and other survey data. These assets include 51 historic resources that were surveyed by the FindIt! program.

The GIS data will be given to the city, who can then contract with the Northeast Georgia Regional Commission to create the interactive online maps. However, for the printable asset/trails map, an 11x17 map and brochure have been prepared and shrunk to fit into this report. The brochure contains 25 of the the 63 points of interest originally outlined, the proposed trail system, a brief history of Oxford, and the locations of trail heads, parking, and information. The brochure should be available to the public at City Hall, trail heads, and major places people congregate, such as the Post Office, and Candler Hall.

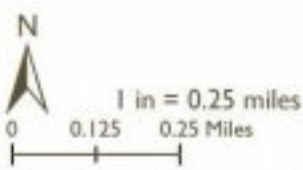


Cultural Areas

These are the historic neighborhoods in Oxford. The information used is from the Oxford Historical Society Self-Guided Tour. These areas are important cultural zones.

Historic Neighborhoods

- National Historic District
- Campus
- Downtown
- Faculty Row
- Oxford Square
- Peasville
- Rivers Hill
- Shakerag
- Texas
- The Hill
- The Hill 2



Data Sources: Oxford Historical Society, Esri Data, National Park Service, U.S. Census Bureau
 Map Prepared by: Lauren Waldroop
 August 4, 2016

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNR/Satellite DE, USDA, USDA, AER, GeoEye, AeroGRID, IGN, IGP, swisstopo, and the GIS User Community

ASSETS TOOL

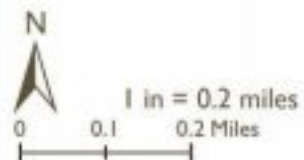


Asset Map

This is a map of the 63 points of interest as outlined through the efforts of many local citizens, city council members, the Northeast Georgia Regional Commission, and other survey data. Of those points, 49 sit within the Oxford National Register of Historic Places District, as it was outlined in the 1975 National Register nomination.

Points of Interest

- - - National Historic District
- Points - 63



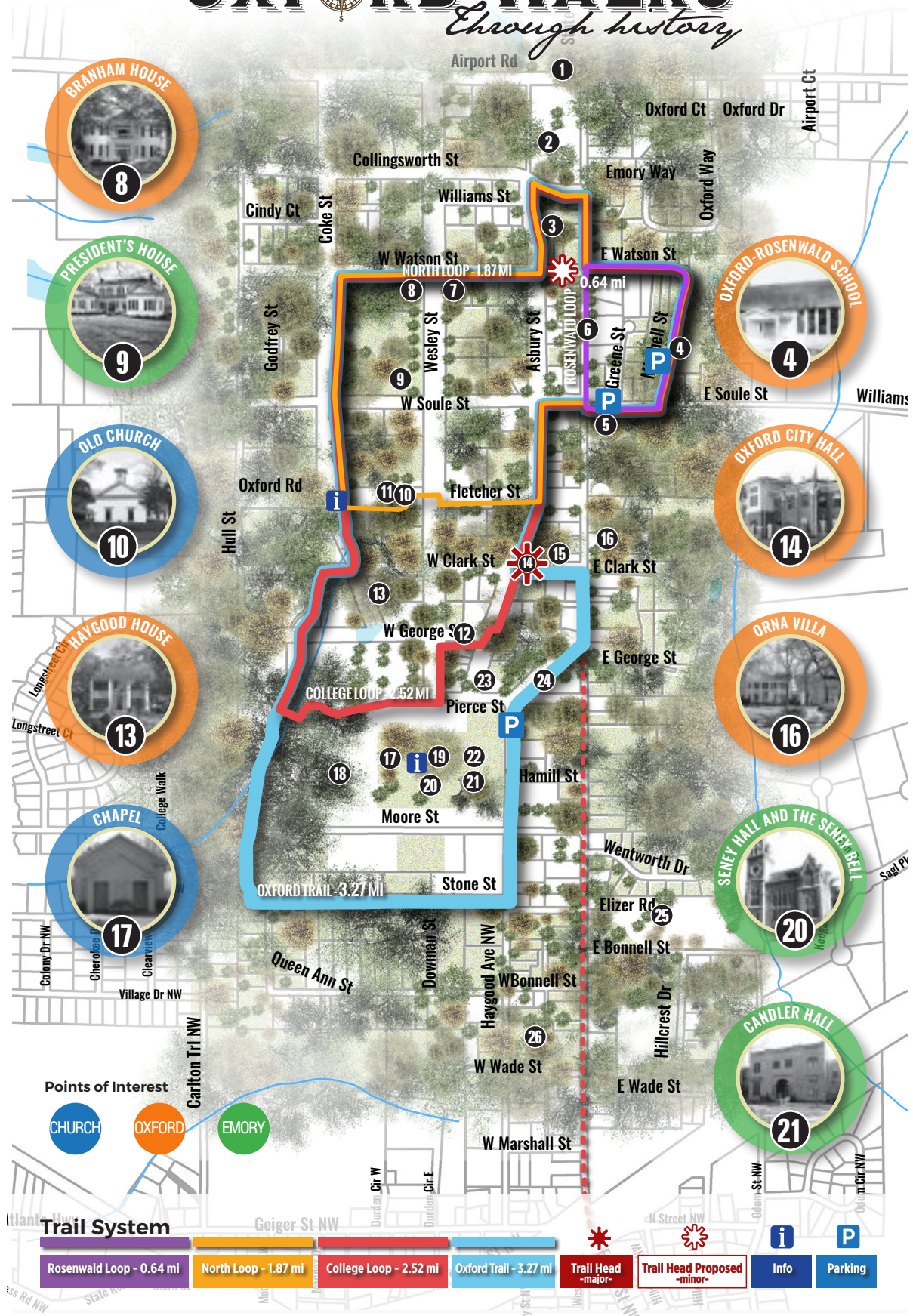
Data Sources: City of Oxford, Esri Data, National Park Service, U.S. Census Bureau
 Map prepared by: Lauren Waldroop
 August 4, 2016

ASSET TOOLS

Brochure Map

OXFORD WALKS

Through history





Background photo: Old Church, Wesley Street



PROJECT 2: VISUAL IDENTITY AND WAYFINDING

Stephen Ramos' "Ideas of Community"
Spring 2016 class

Center for Community Design and Preservation
Oxford Design Workshop, April 8-10, 2016

Methodology:

As part of the wayfinding solution, several smaller studies needed to be conducted. Stephen Ramos' class split these studies into subjects: African-American History in Oxford, Beautification and Walkability, Greenspace and Connectivity, Town and Gown, and Sense of Place. The findings and presentations for these subjects will be included on the final project CD.

This class led to the Oxford Design workshop, where students delved further into some of these issues. Visual identity and Wayfinding became the prominent topics of the workshop. Before we could say how to beautify, create a greenspace, or create a sense of place, it was essential to identify the visual identity of the City of Oxford. This visual identity drove the decisions made for the proposed wayfinding system. These things act as informal design guidelines that should be used in city planning.

Visual Identity: The College and The Town

Visual Road Enhancement along Emory Street (Highway 81) and the connected, yet distinct, visual identity of the Emory campus can work together and achieve both entities goals.



Emory’s campus image and the iconic landscape treatments (brick sidewalks, college quad, unified signs, standardized lighting, low monument type signs and use of traditional materials) and the city’s

image (more rural, narrow streets, less hustle and bustle, more simple and organic yards, gardens and trails) are different. This is important to maintain the distinct visual character of both parts of Oxford. It does present a design dilemma when the separate characters meet. There are several options for design decisions about change in the areas.

A common preference among decision makers at institutions and among city residents is to establish a firm edge between the two. Very often this is done through ornamental fences, hedgerows, walls and the “back side” of buildings reemphasizing the distinction between academic precincts and the city in which the university is located.

A more contemporary approach chooses to migrate the elements from “town” and “gown” to a visually diluted area that is treated expressly as a transition zone. This approach results in a more integrated “community campus” with the transition zone being a soft edge between the design motifs, architectural vocabulary, infrastructure selection and materials established visually in each.

Recommendation:



Both properties on Whatcoat Street owned by Emory present opportunities for successful reuse projects and provide for a transition for moving from Campus visual character to neighborhood character. Additional successful rehabilitation could provide for a return to use as a student arcade, a joint city-college partnership for an innovative and entrepreneurial student-led retail, information and small cafe demonstration project. Demolition of any identified historic properties is discouraged.

Emory Street (Highway 81) Beautification

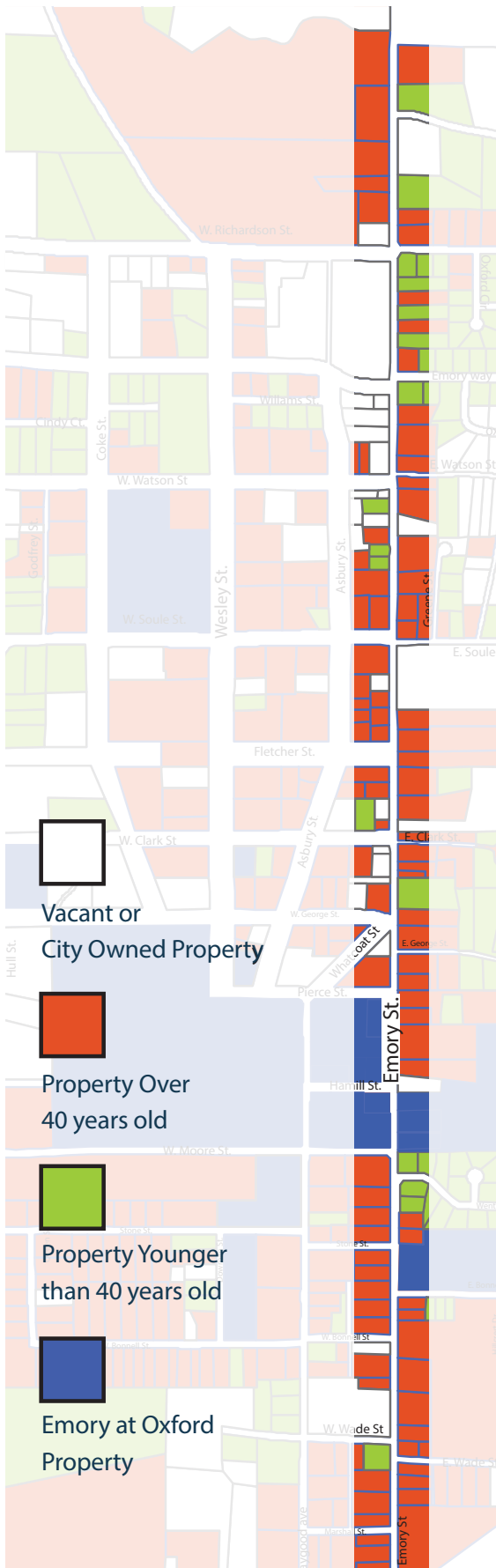
In an attempt to beautify, unify, and organize roadways several options exist and are effective when used properly.

- Designated nodes of vegetation with specimen trees at important intersections and crosswalks
- Tree lined streets with consistent species planting (either canopy trees or understory depending on overhead power lines)
- Segments of conservation-based design solutions scattered along the roadway at places where the positive effects of water filtration are needed to slow runoff velocity and volume

The construction of new utility lines and sidewalks along the west side of the corridor has simultaneously provided for, yet limited, options of roadway enhancement. There needs to be a provision for an identified verge (tree lawn, right-of-way, planting strip between the road way and sidewalk) that is within the local government's purview to consistently place trees and other vegetative materials to begin to create a shaded, tree-lined street.

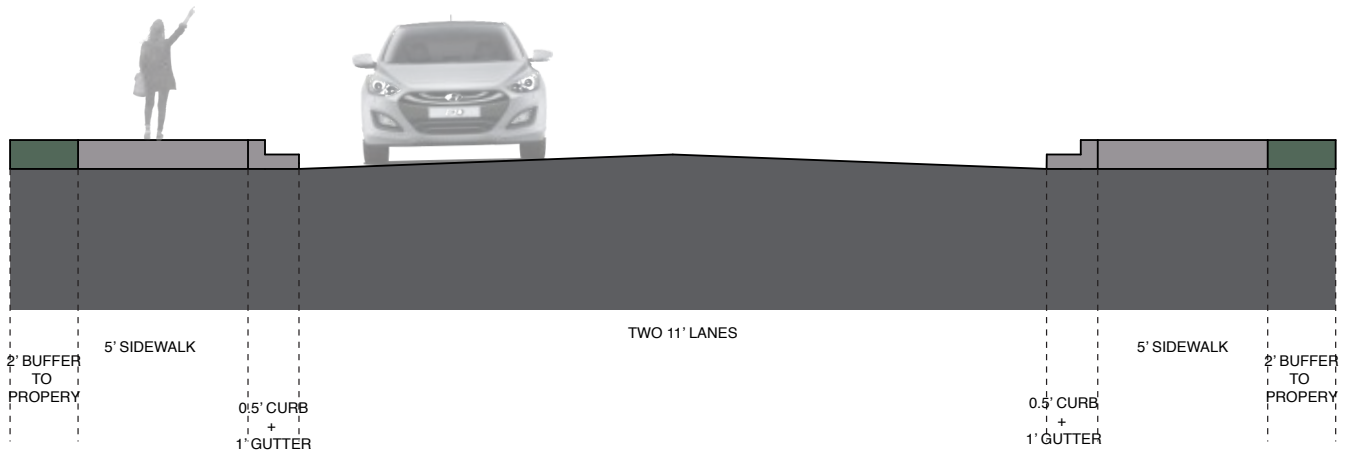
The city's options are limited however by the design and utilitarian nature of the sidewalk and inconsistent areas of usable right-of-way in which to place even a sidewalk, much less hardy, drought resistant vegetation. It is in these areas that the city would need to obtain permission (easement, compensation, etc.) from individual property owners to locate planted beds or even street trees. This situation means that a staggered segmentation of nodes is required to introduce new vegetation along Emory Street.

Oxford sign ordinances and Georgia Department of Transportation (GaDOT) requirements must be complied with when moving ahead with any these suggestions.



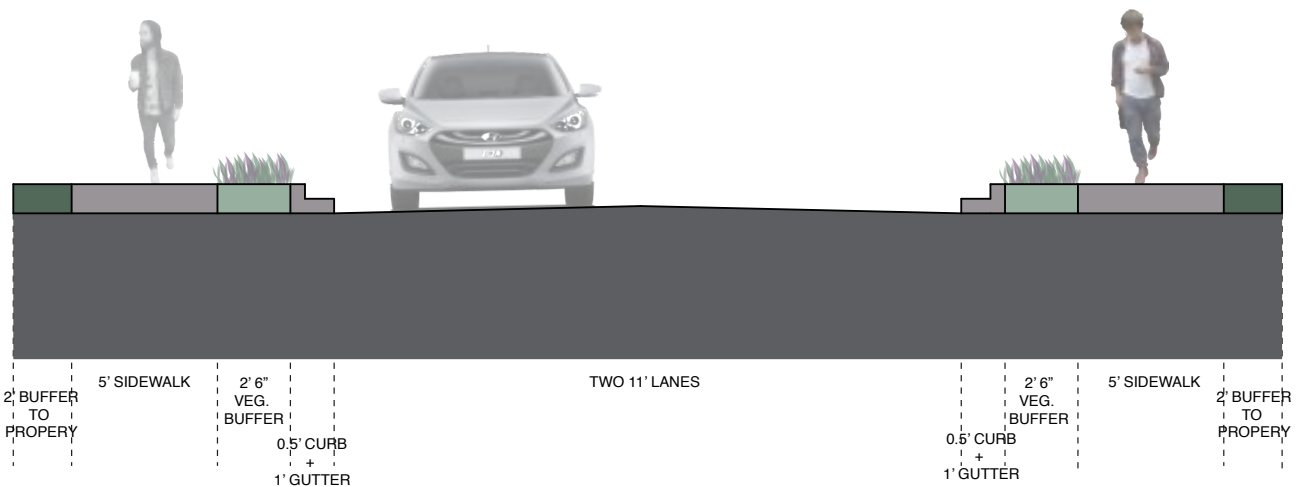
Emory Street Beautification

These streets section options (below and on the next page) illustrate the variety of conditions that often allow for, and in other cases preclude, vegetative enactments.



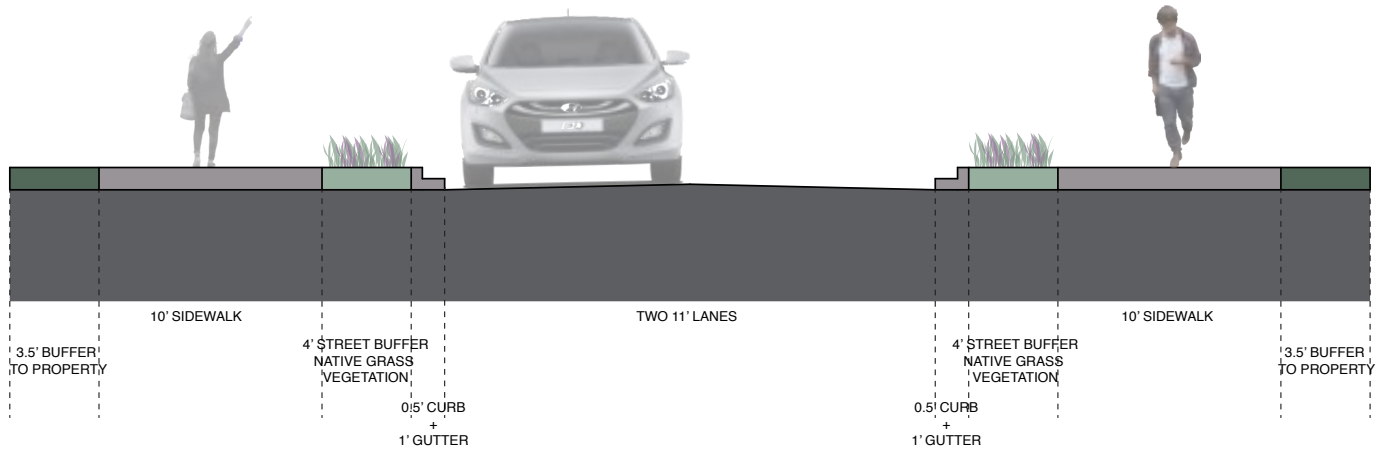
STREET SECTION - 38' Right of Way (right up to street)

- In areas of Emory Street with so little right of way, there would be no room for street beautification in addition to the standard 5 foot sidewalk.



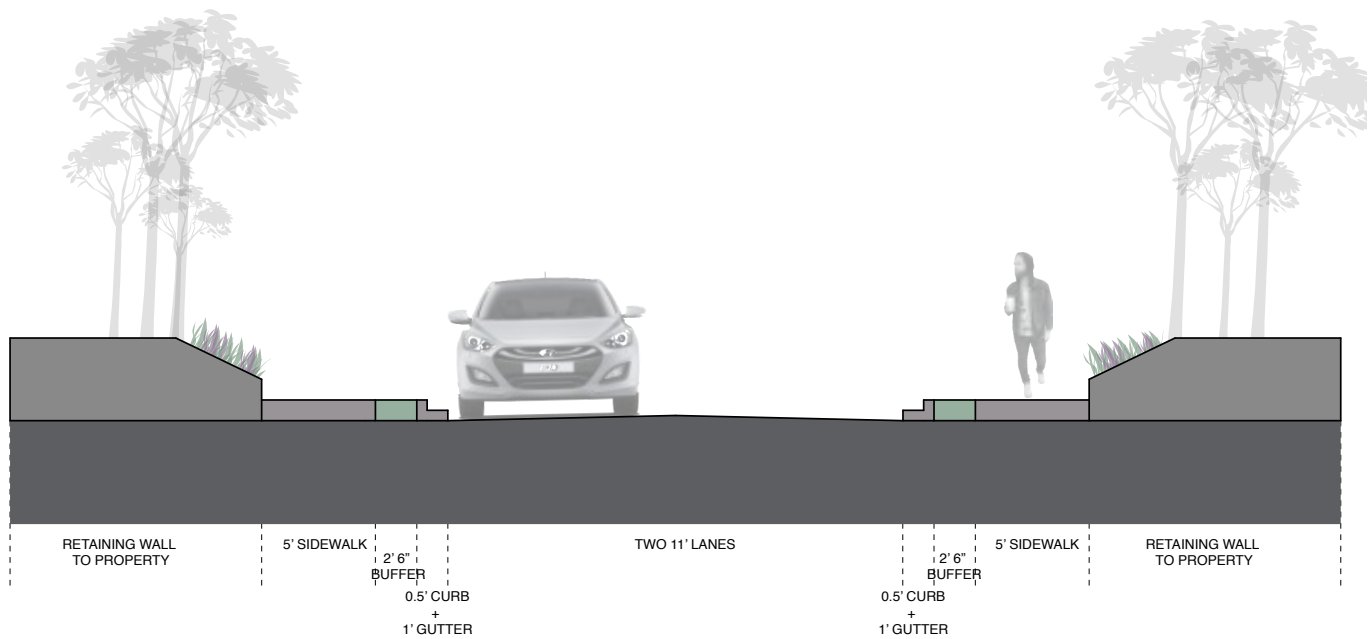
STREET SECTION - 44' Right of Way

- With 44 feet of right of way and a standard 5 foot sidewalk, there is room to put a small vegetative buffer between the sidewalk and the street.



STREET SECTION - 60' Right of Way

- With a larger right of way, the sidewalk and vegetative buffer could be much larger. This section has a 10 foot sidewalk with 4 feet of native grass vegetation.



STREET SECTION - RETAINING WALL OPTION

- This option includes a retaining wall as a buffer between private property and the right of way and may be necessary. Depending on the property, the city might ask property owners to plant trees as a buffer between the property and the busy street. The sidewalk and vegetative buffer would be similar to a 44 foot right way.

Actions:

Unify all directional and information signs through the Wayfinding system, pictured later. These guidelines will not apply to signs that have to meet GaDOT standards, such as speed limit and traffic signs.

Emory Street Beautification

The precedent of street trees has been established on South Emory Street before I-20. As illustrated below and on the following page, an easy way to enhance that streetscape (evenly spaced, similar plant species and varieties, low maintenance) is to limit the number of competing sign messages on individual posts.

Existing Conditions



Too Many Signs!

Without a wayfinding program in place, it is easy for too many signs to be installed, which clutters up the drivers view and distracts them from the scenery around them.



Adding Vegetation

The buffer between the street and sidewalk is an obvious spot to put low maintenance vegetation.



Signs, Vegetation, and Wayfinding Shields

This shows the possible result from implementing the Wayfinding system and street beautification.



Actions:

Attempt beautification efforts on city owned property, such as the post office parcel, shown on the next page.

Emory Street Beautification

A good way to begin this process would be to create “test streetscape solutions” in limited areas (such as land that is municipally owned). The location of underground as well as overhead infrastructure will dictate individual treatments.

Areas with drainage issues and high volume street runoff will determine where a rain garden might be a better solution.



Some areas will have no streetscape enhancement, such as the area in front of the Henderson Store, because there is not enough room for it.



Emory Street Beautification

An example where the vegetated municipal land might be an option at the corner of Emory, George, and Whatcoat Streets.

Existing Conditions



Proposed vegetation



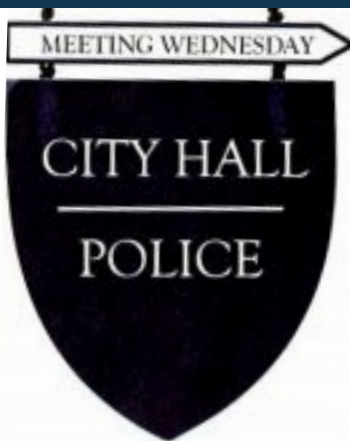
Actions:

The proposed wayfinding system uses the shield design below.

The blue shields are permanently fixed, while the white arrows are changeable.

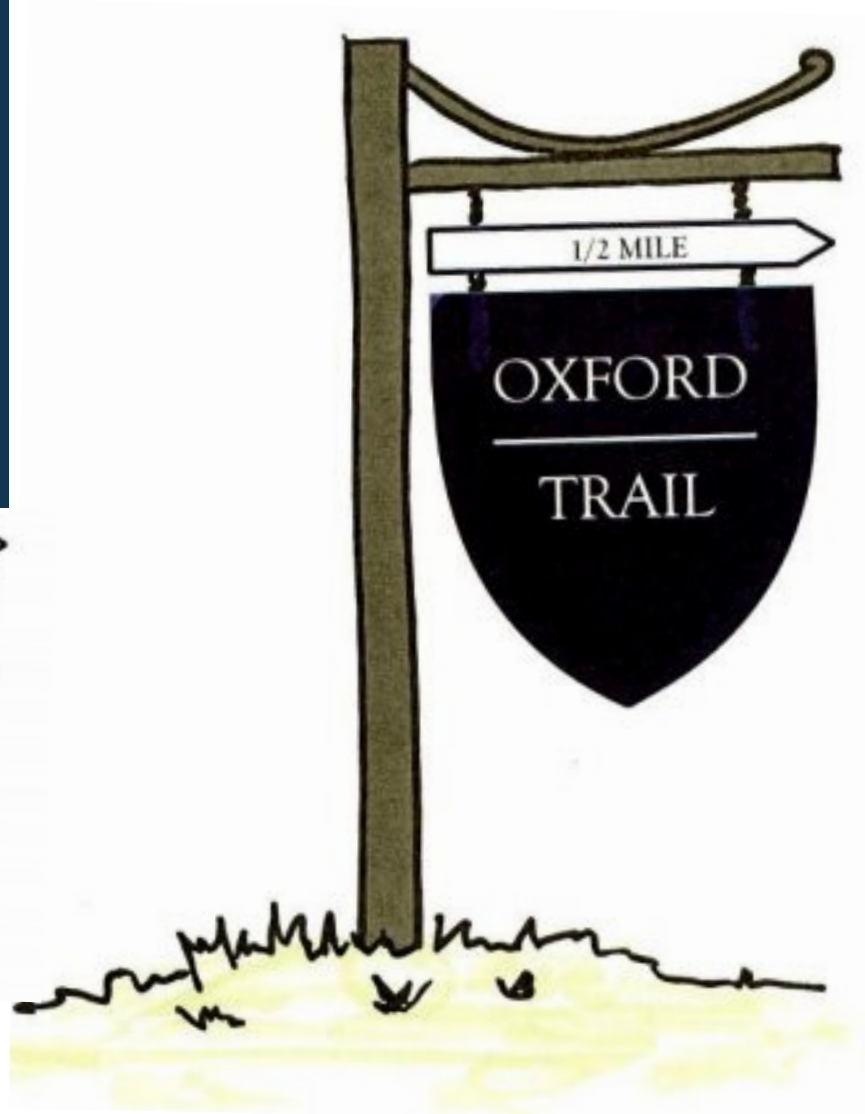
This design reflects the current "City of Oxford" signs.

The signs would be used not only for drivers, but also along the proposed trail system for those walking and biking.



Emory Street Beautification: Signs

Oxford and specifically, Emory Street, has too many signs. Some signs are needed for directional purposes, and others required by GaDOT to display traffic rules. But by putting too many signs on a single road, it actually distracts drivers from paying attention to the beautiful landscape around them. It is crucial to unify the sign design palette where GaDOT signs are needed or advertising is allowed. Regular sign audits along the highway need to be conducted to make sure the number of signs does not increase from this date forward. The following design suggestion was taken from the City of Oxford sign that sits off the road as you are coming into Oxford on N. Emory Street.



Sidewalks in Oxford

The city of Oxford is a great city for walking. There are sidewalks and paths in some places; not every road needs a sidewalk, but many can accommodate a shared street approach. The street widths and informal edges are a historic resource and character defining feature for the city. By adding sidewalks, curbs, and linear swales the character of the area would be lost. Current street configuration is good for calming traffic and has a positive environmental effect.



Both of these streets are 20-25mph zones, but only one of them is designed like it. Speed increases in wider, more formalized streets.



Actions:

Fletcher Street is fine the way it is. It is the "Oxford Look" and its current configuration is a resource worthy of protection.

Fletcher Street Analysis

Fletcher Street is a near perfect local street and it ends at the historic Old Church. This iconic street should accentuate the views of the church. By adding sidewalks, parking, and lighting, much of the character of Fletcher Street is lost. In the accompanying images one can compare the appearance after street infrastructure is built. The lane-like character and framed views become obscured. It is apparent that the historic character of the street as well as the views of the Old Church are extensively affected.

Existing Conditions



Existing Conditions - Overlay



Sidewalk



Sidewalk and Lighting



Sidewalk, Lighting, and Parking



Components of Wayfinding:

Parking in Oxford is a big issue. On a day to day basis the parking available is adequate; however when there are major events such as caroling at the Old Church and Emory Move-In Day, parking can be a nightmare. Instead of planning parking for the peak usage once or twice a year, it would be better to plan for day-to-day parking needs. Therefore, instead of proposing major parking lots or decks around town, develop a temporary parking plan for those major events. Temporary parking plans include on-street parking and changing roads to one-way. Smaller parking solutions can be proposed throughout town. For example, the proposal for the new public park has parking to accommodate park users. These kinds of small scattered solutions are more efficient and more attractive. Scattering parking also helps maintain Oxford's historic visual character.

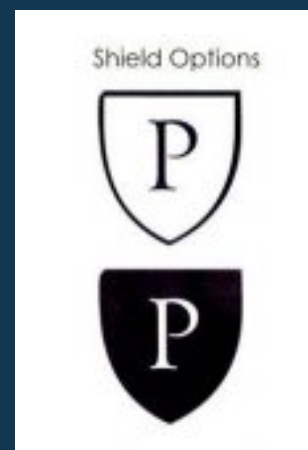
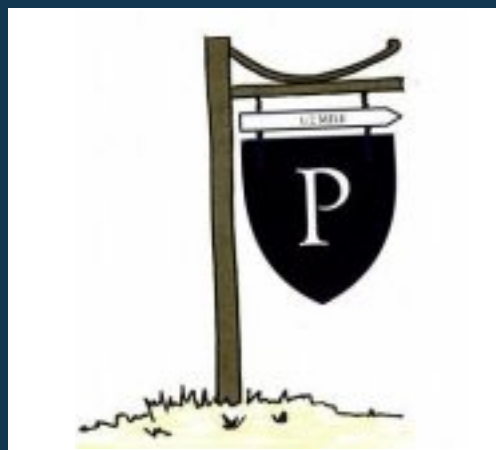
“Parking Leads to Information”

With permanent and temporary parking, directions and signs are extremely important. Temporary directional signs for major events must include event-specific information. The permanent directional signs indicate where to park and where to find major sites and trail heads. These signs must be similar and quickly lead to parking areas and kiosks; and maps there provide community orientation.

Below are examples of signs that would be appropriate in size and similar to the navy blue sign seen upon entering Oxford from the north.

Actions:

Fabricate and place directional signs.
Designate and provide information at each parking location.

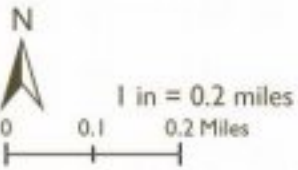


Proposed Wayfinding System

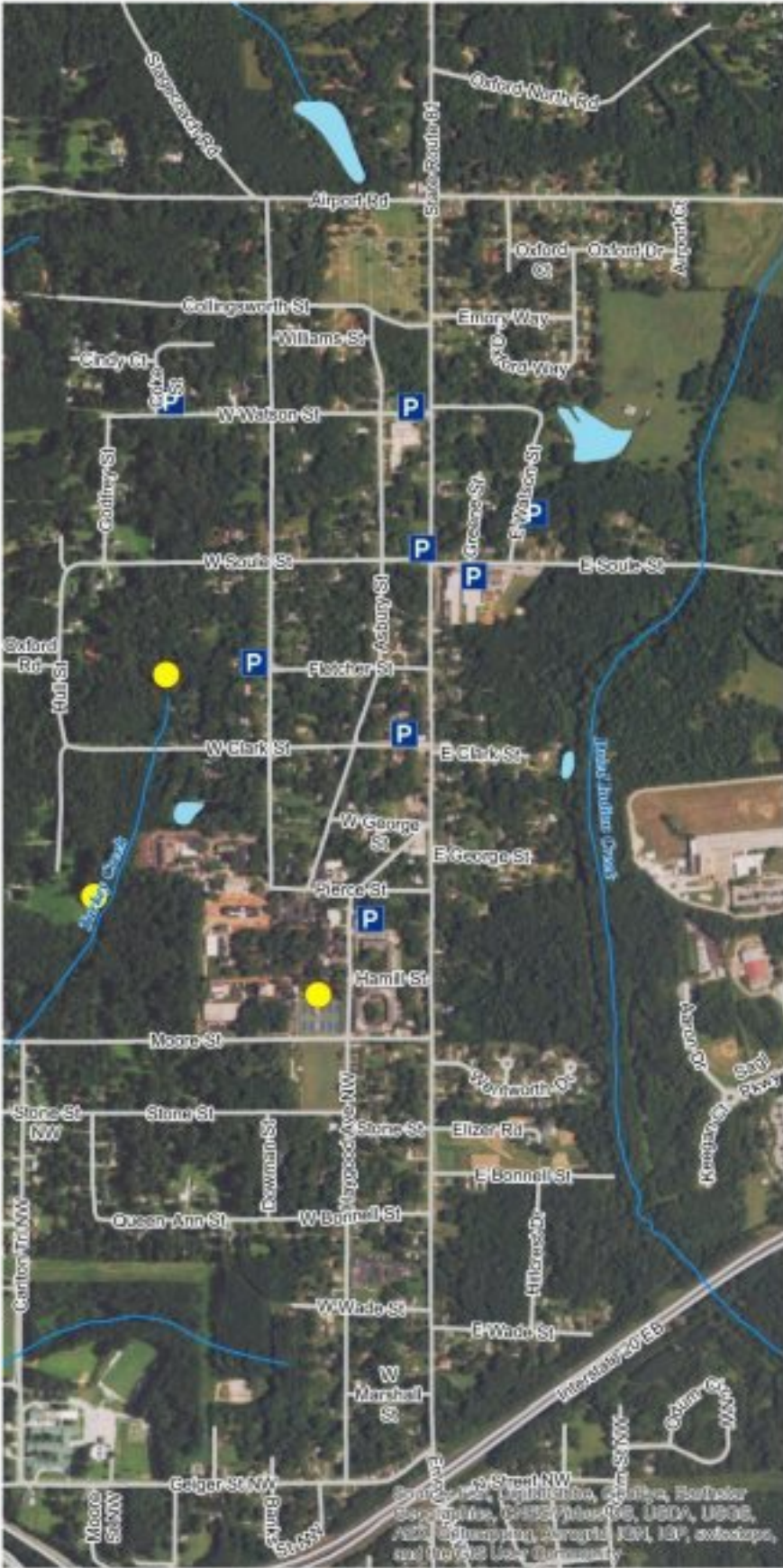
These are proposed parking and information points across the city. The southernmost parking point is Emory's visitor parking. At each parking place there should be at least a small information kiosk explaining trails, historic buildings, and events. The information points indicate hubs along the existing Turkey Creek Nature trail and Candler Hall on Emory's campus.

Parking and Information

- P Parking
- Information



Data Sources: Esri Data, U.S. Census Bureau
 Map Prepared by: Lauren Waldroop
 July 21, 2016



WAYFINDING

Newton Trails: Parking locations

The Oxford Trails map shows existing parking in three places; however the places marked are near trail entrances with no formal or informal parking available at two of the sites. Depending on the size of the public right of way however, these marked spots might be good locations for informal, low impact design parking.



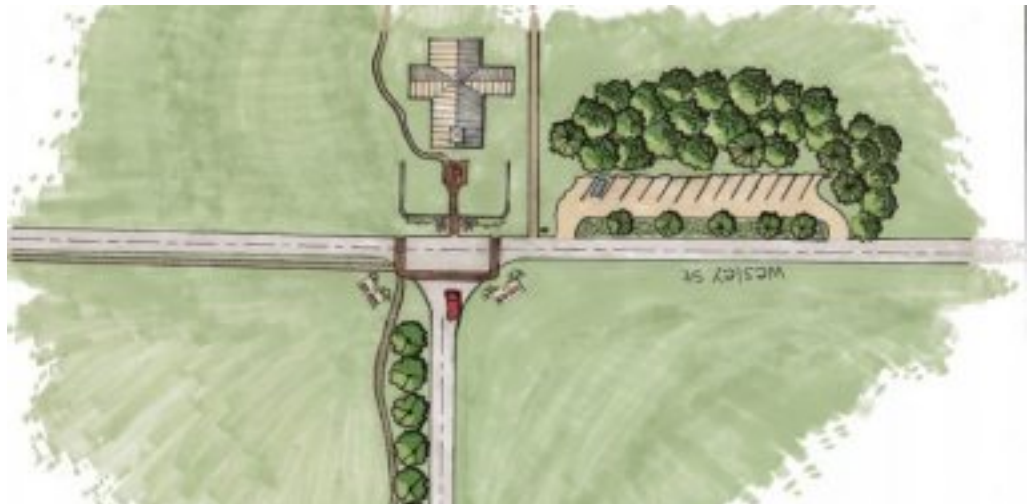
Parking Solution Prototype

Small scale parking solutions scattered throughout town can disperse areas for parking, thereby having the least negative visual aspect.

Existing Conditions



Plan View



Sketch - view from intersection



Nature Center
& Trails



Cindy Ct

Coke St

Godfrey St

Hull St

Oxford Rd

Background image: Connectivity Network Map, Ramos' Class by Aguar, Sorokina, Anderson

PROJECT 3: CONNECTIVITY

Stephen Ramos' "Ideas of Community"
Spring 2016 class

Center for Community Design and Preservation
Oxford Design Workshop, April 8-10, 2016

Methodology:

As part of the wayfinding solution, several smaller studies were conducted. Stephen Ramos' class studied Oxford's African-American History, Beautification and Walkability, Greenspace and Connectivity, Town and Gown, and Sense of Place. The findings and presentations for these subjects are included on the final project CD.

This material informed the Oxford Design Workshop, April 8-10, 2016. The goal to get people out of their cars and walking around Oxford has become a major theme, as well as physically uniting the northern and southern Oxford communities with the central core.

A trail system unites the wayfinding and greenspace protection in a historic framework.

Extend bike route
beyond city limits

Multi-use trail
planned along
creek

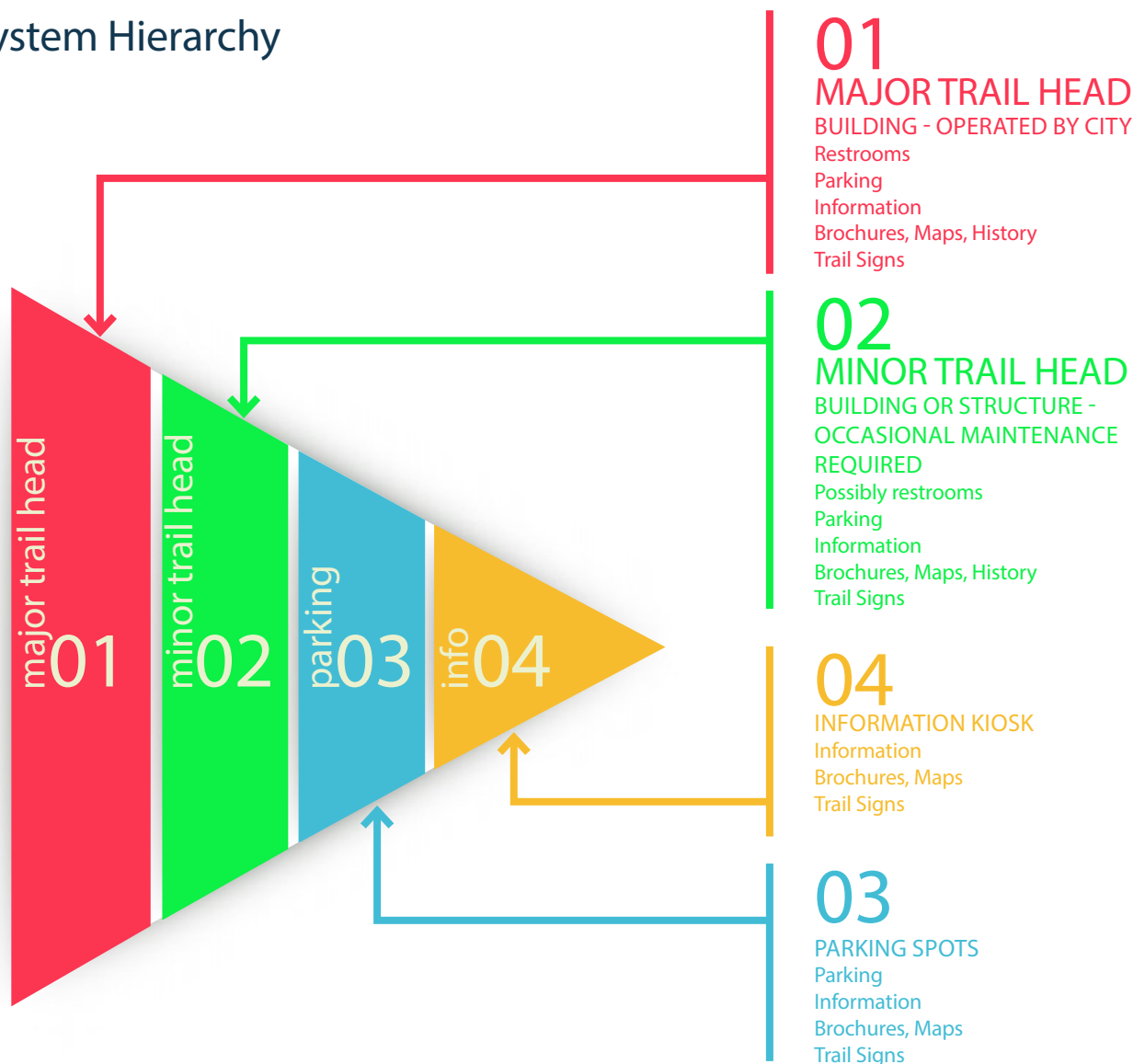
Actions:

"Oxford Walks" is the trail system. It can be implemented immediately.

Trail System

In order to unify the multitude of existing trail maps, a single map of the proposed trail system with four loops was created. This map should be given to all sites and people promoting Oxford Trails, so that all of the maps found online about Oxford Trails will be the same. The proposed trail system is currently titled "Oxford Walks." The trail loops build upon one another, meaning that sections of each loop are the same for all four loops. Each of the loops also starts at the same major trail head, the E.V. Moss Store. By having specified parking, minor trail heads, and one major trail head; a hierarchy of information and amenities provided at each of these sites can be established.

System Hierarchy

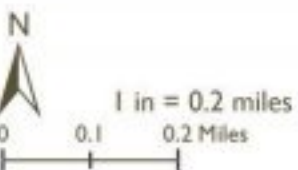


Oxford Walks

This is the proposed trail system with major and minor trail heads, information areas, and parking. The routes for each loop were created based on the historic assets list, the length of the loop, and existing path conditions and surface types. Minimal construction outside of what is already planned will need to be completed to make these trail loops possible.

Trail System

-  Major Trail Head
-  Minor trail head
-  Parking
-  Information
-  Rosenwald Loop - 0.64 mi
-  North Loop - 1.87 mi
-  College Loop - 2.52 mi
-  City Trail - 3.27 mi
-  Connector



Data Sources: Esri Data, U.S. Census Bureau
 Map Prepared by: Lauren Waldroop
 July 26, 2016

OXFORD WALKS TRAIL SYSTEM

Actions: create trail heads

The E.V. Moss Store is the best option as a major trail head, as it sits along all four trail loops. As an alternative, the Arcade is a good major trail head.

Major Trail Head

The proposed major trail head is the E.V. Moss Store located at the corner of Emory Street and W. Soule Street. This building sits along all four loops of the proposed trail system. It is a historic building that has the potential to be repurposed as a small visitor's center. By repurposing the building the city might be able to list the building on the National Register of Historic Places, centralize information about the city's history and trails, and promote the preservation of other historic buildings around town.

The three minor trail heads shown are located at City Hall, the Old Church, and the proposed public park. The northern most minor trail head sits within the new public park. Plans for the park, which will be shown later, call for a pavilion and community board where information will be displayed.



E.V. Moss Store - existing



E.V. Moss Store - proposed

Major Trail Head

As an alternative to the E.V. Moss Store the historic property known as “The Arcade” could also serve as a trail head. The property is owned by Emory University. The Arcade building as a trail head is also a transitional building between the Oxford College Campus and the City of Oxford in scale, form, and style.



The Arcade - proposed

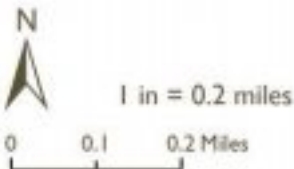


Oxford Walks Surfaces

This map shows the surface types for the proposed trail system, as well as any stamped crosswalks or trail indicators that would need to be placed along the trail system. Sidewalks currently being planned and constructed were also added. There would need to be very little construction to make the trail system complete and ready to use. The paths highlighted in green are the only sidewalks not currently being planned that would need to be constructed.

Surface Types

- Crosswalk
- Trail Indicator
- Shared Street
- Sidewalk - existing
- Sidewalk - planned
- Sidewalk - proposed
- Wooded Path



Data Sources: Esri Data, U.S. Census Bureau
 Map Prepared by: Lauren Waldrop
 July 26, 2016

OXFORD WALKS TRAIL SYSTEM

Walking Surfaces

The trail system will require visitors to walk on several different surface types including: shared streets, traditional sidewalks, and wooded trail paths.

Shared Street



Streets should accentuate walking paths

Sidewalk



Mitchell Street, near Rosenwald School site

Wooded Path



Turkey Creek Nature Trail

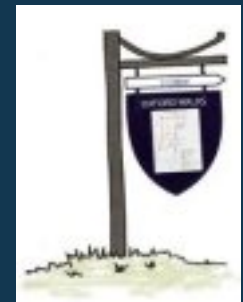
Actions:

Sidewalks highlighted in green on the map are proposed along with crosswalks and trail indicators.

Two sidewalks will complete the trail system. The first completes the sidewalk on E. Watson Street, and the second is on Emory Street between Watson and Soule. The second is recommended on both sides of Emory Street.

Trail indicators should be a combination of a blue shield (bottom right), and a cluster of small granite boulders, as shown to the right.

Crosswalks can vary in size, design, and cost; none were specified for the design.





Multi-use Trail

Asbury St

W Watson St

N Emory St

Private Parcel
(Phase 2)

J

K

I

M

N

P

O

L

H

Q

G

C

*

A

*

B

D

F

E



PROJECT 4:

PUBLIC PARK

Maymester:

Public Interest Design Atelier,
Pratt Cassity and Doug Pardue,

May 12 - July 31, 2016

Students: Kiley Aguar, Hary Harris,
Siyu Hou, Jacob Schindler

Methodology:

As a way to tie together the various concepts from the previous three projects: visual identity, historic resource interpretation, and connectivity, a public park project was introduced. A Special Parks Committee was formed to lead the project.

Students were chosen to participate in a design atelier focused on Oxford's public park design. Their design incorporates all of the features considered necessary by Oxford's Special Parks Committee.

Proposal

“The City of Oxford provides a place of meeting and enjoyment for all citizens, while preserving natural landscapes.”

Owning many of the parcels within the city block contained by Emory Street, Collingsworth Street, Asbury Street, and Watson Street, the city has decided to build a community park. The park is meant to serve all age groups within Oxford and should be used as a gathering point. In time, the city will acquire the final privately-owned parcel and begin construction on the park. A park committee was formed to oversee the project.

Based on several surveys completed by citizens within the community a list of Necessities and Amenities was gathered.

Necessities	Amenities
Restrooms and Water Fountains	Benches
Parking	Playground (natural vs. plastic)
Trees and Green space	Walking Path (around playground)
Fences and Gates	Pavilion with Tables
Lighting and Security	Flag Pole
Maintenance	Outdoor Grills
Trash Cans	Natural Climbing Elements (logs, boulders, etc.)
Drainage	Gaga Ball Court
Plaque and Rules	Frisbee Golf
Doggie Bags and Receptacles	Splash Pad

The design team was able to fit nearly everything on the Necessities and Amenities list within the park design. The items left out of the design were the gaga ball court, frisbee golf, and splash pad. These items were not included in the design, because they did not fit within the site while maintaining the theme and concept proposed by the design team. Alternatives to several items were given by the design team in order for those items to fit within the design of the park.

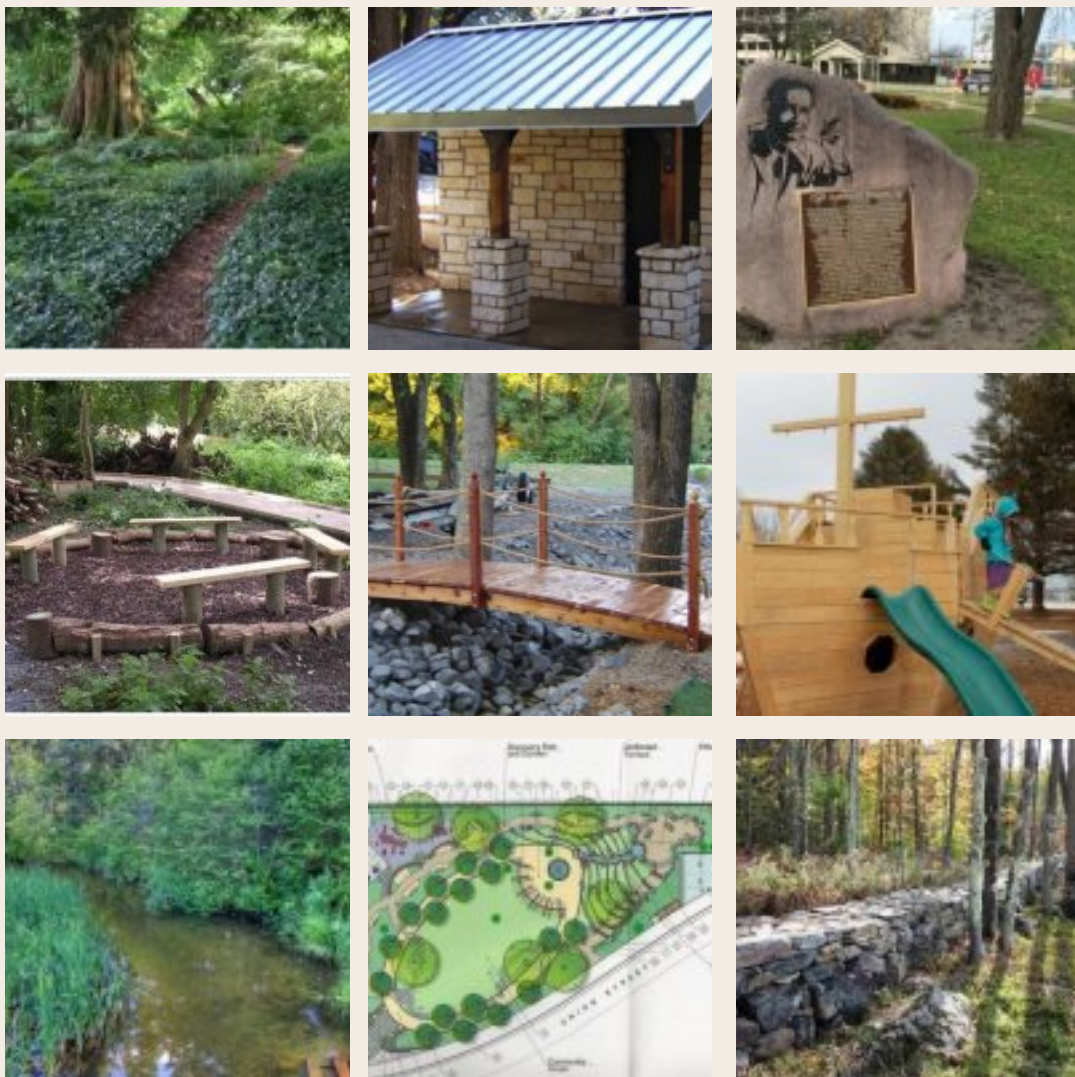
Visual Preference Survey

A visual preference survey indicates the desired feel and look for park materials.

After the visual preference survey was completed, design team members described how committee members felt about the site as defined by the survey:

Elegant, Naturalistic, Simple, Clean, Natural, Peaceful, Shade Covered, Great Trees, Landmarks, Gently Rolling Topography, Unused

Below are a few of the high scoring Images from the survey.



SWOT Analysis

A SWOT analysis was completed during and after the team’s initial site visit. The analysis lists the strengths, weaknesses, opportunities, and threats of a particular site. A SWOT analysis sets the basis for any design concept. Weaknesses and threats are often turned into opportunities. A list of the site’s SWOT analysis was provided at the presentation of the concept to the committee on July 18, 2016.

STRENGTHS

- Dense canopy
- Healthy vegetation
- Rich history
- Location

WEAKNESSES

- Lack of parking
- Site drainage
- Feels inaccessible
- Little open space

OPPORTUNITIES

- Connectivity
- Accessibility
- Public activity
- Historic interpretation

THREATS

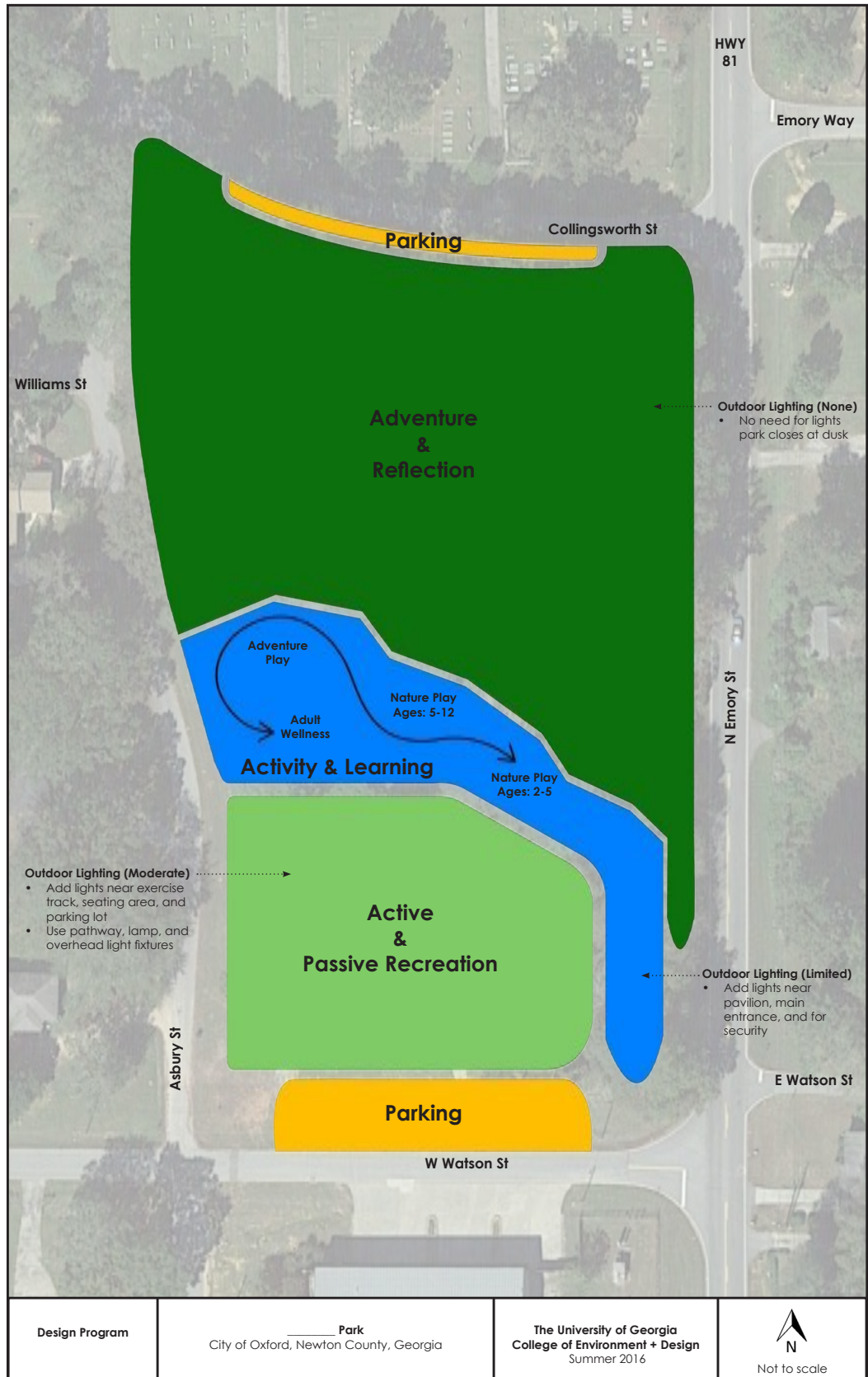
- Flooding
- High traffic
- Poor management practices
- Inauthentic interpretation



With the SWOT analysis and the necessities and amenities list, the team was ready to begin developing a design concept. After going through several revisions before and after the presentation to the Park Committee, a final design concept and theme was completed. The plans for that design are on the following pages, and will be provided to the Park Committee and the City separately in a larger format.

Park Zones

The initial design divided the park into three zones, transitioning from active to passive, highly designed to very natural. This zoning helped drive the design decisions for the rest of the project. The diagram shows the zones and their functionality.



Hydrology

Hydrology and drainage of the site were major issues presented by the Special Parks Committee. This diagram shows the natural drainage of the site in its current state.



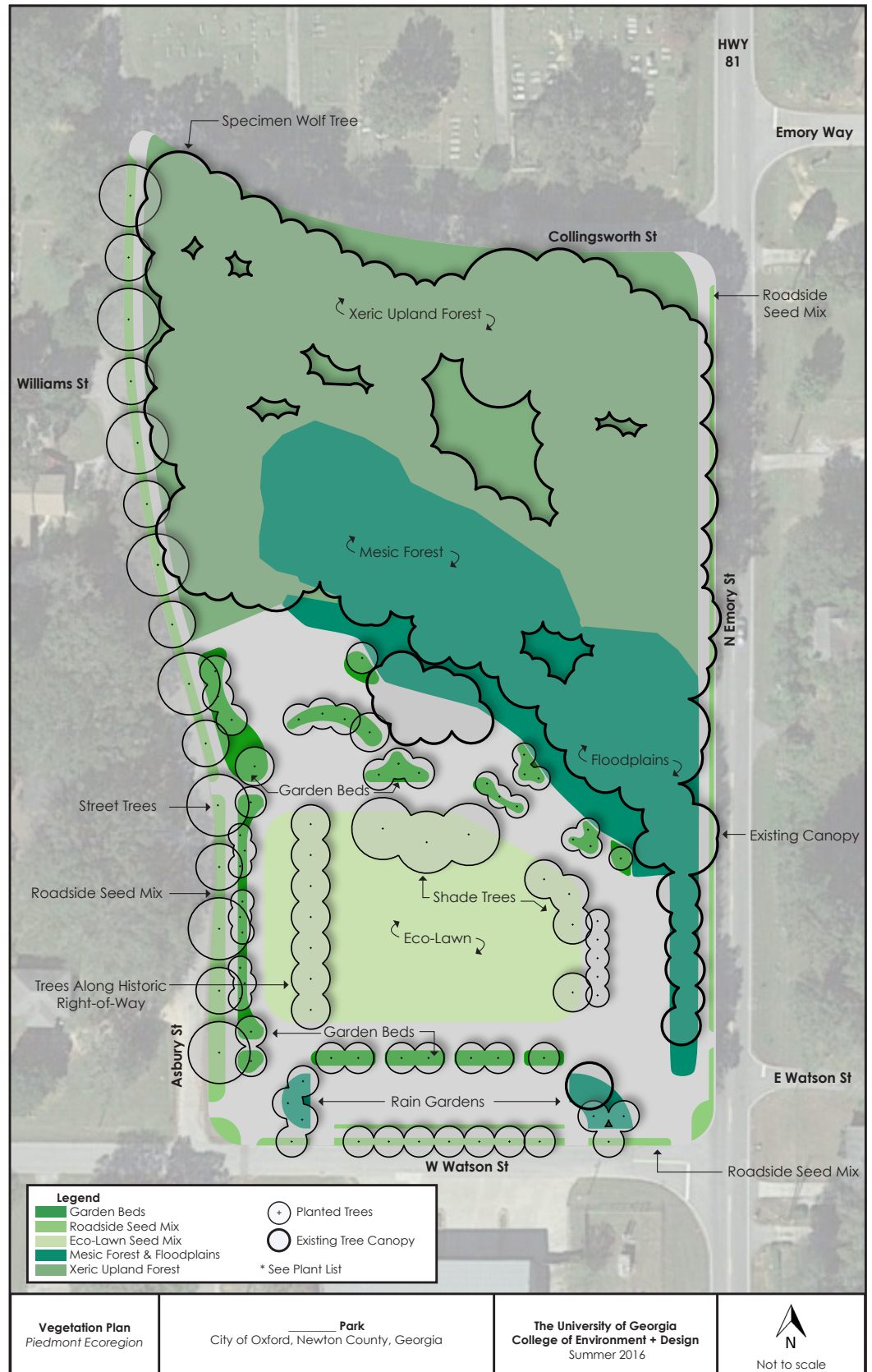
Hydrology

This diagram shows how the natural drainage of the site allows for the flow of water. Standing water and mosquitoes will not be an issue for the park and its designed activities and programs.



Vegetation

Oxford has a strong Tree Board that will direct the specific tree and plant species to be used within the park. This vegetation diagram should act as guidelines for the Tree Board and a hired landscape architect.





Illustrative Plan



Illustrative Plan
Draft: October 6, 2016

Park
City of Oxford, Newton County, Georgia

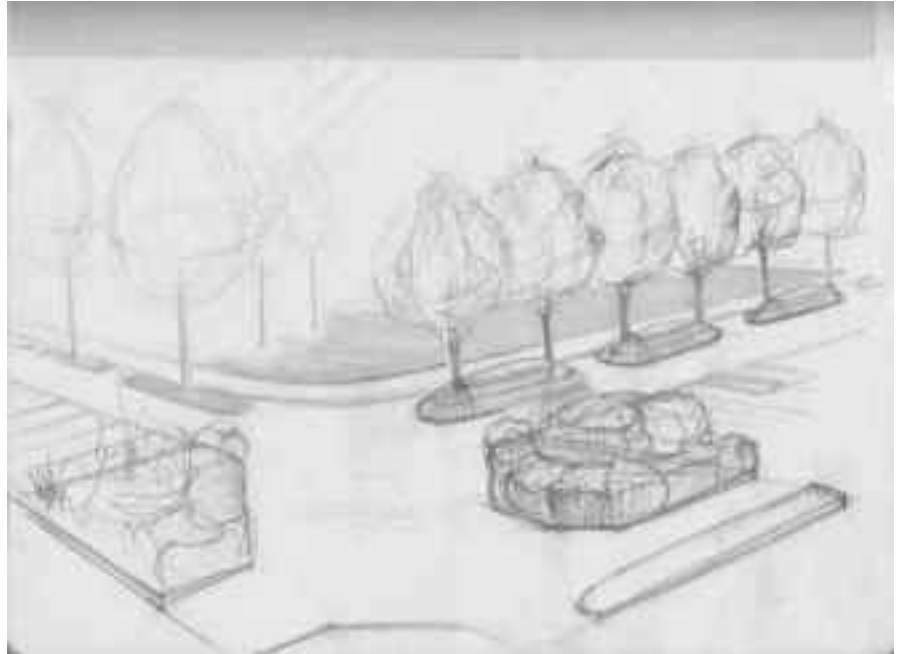
**The University of Georgia
College of Environment + Design**
Professor: Douglas Pardue
Students: Lauren Waldroop, Zachary Harris,
Jacob Schindler, Siyu Hou, Kiley Aguar


Scale: 1" = 30'


Sketches

The following sketches show the design intent in several areas of the park.

Southwest Gate

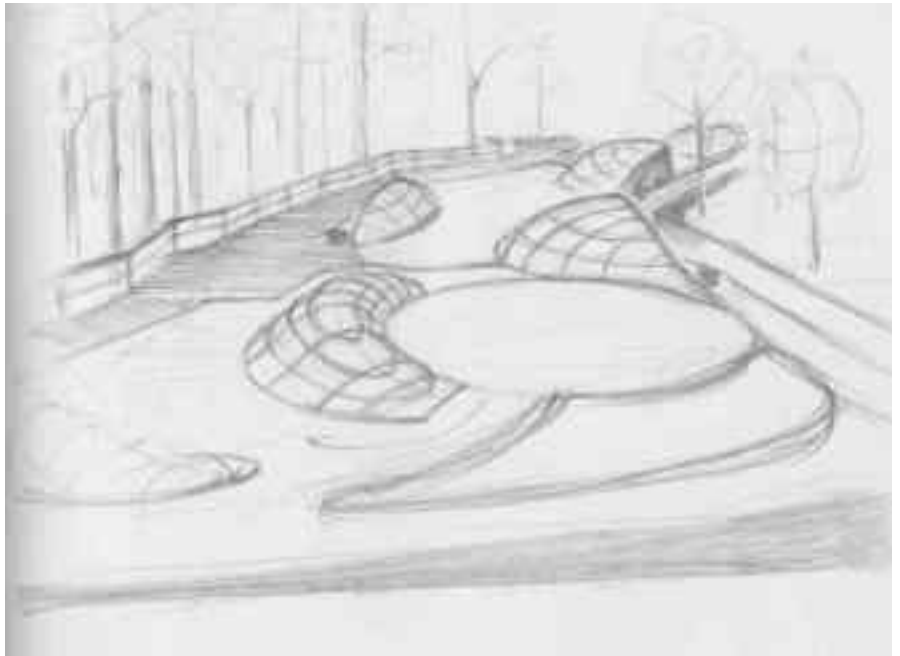


Northeast Gate

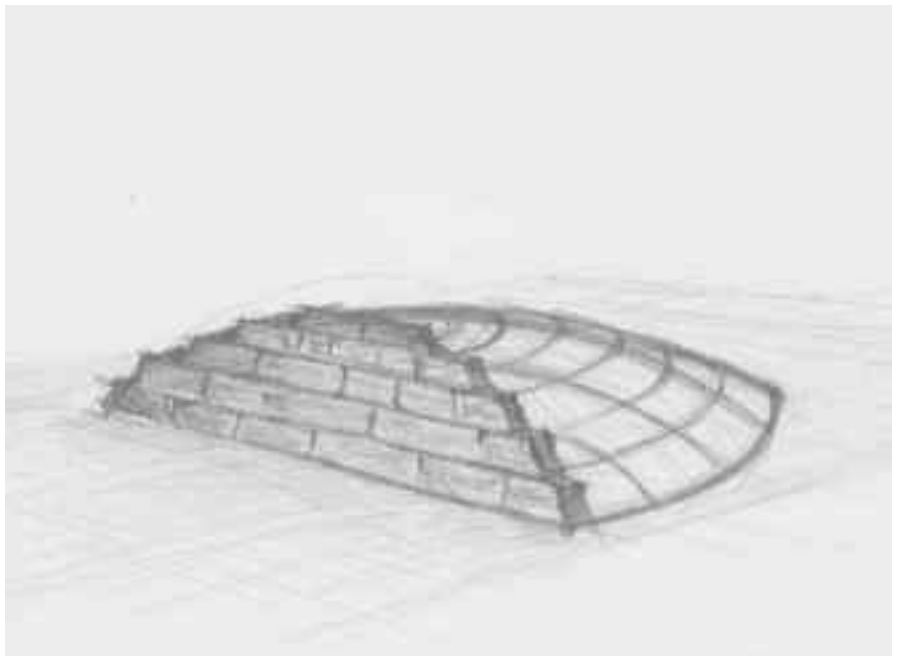


Sketches

Playground Berms



Detailed Berm



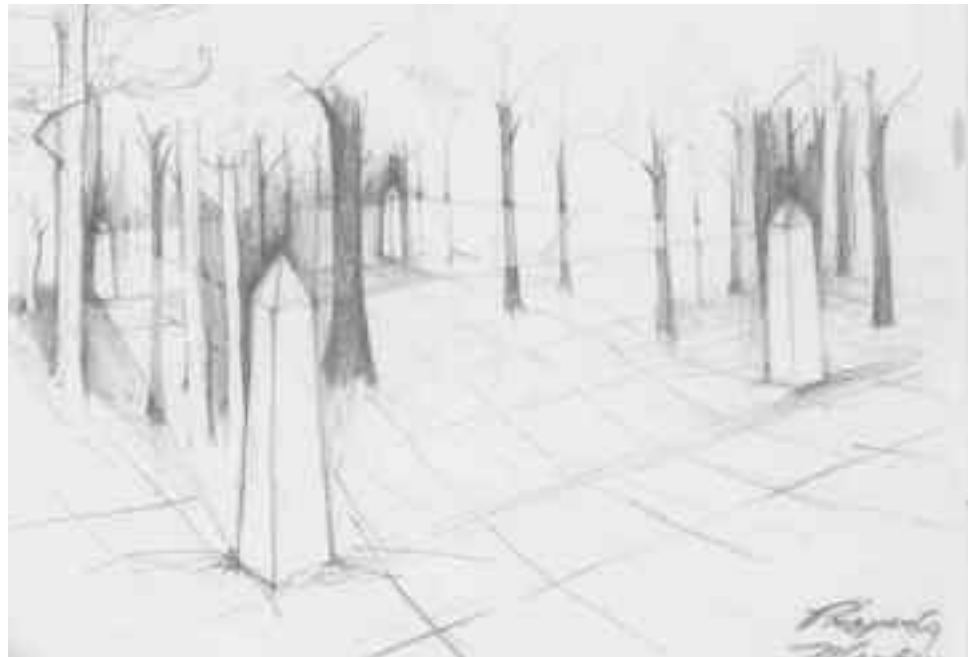
Sketches

Open Space Around Pecan Tree



Property Line Commemoration

This is a potential Public Art piece that can be used to celebrate and commemorate the history of the site having originally been split into several different parcels.



Sketches

Pavilion and Bathrooms



Bathrooms



Material Preferences

Bikes

Bike Repair Station



Bike Rack



Material Preferences

Benches



Wooden Benches



Granite Benches



Material Preferences

Surface Materials

Nature Path - mulch



Boardwalk



Material Preferences Surfaces

Playground - mulch



Walking Path



Material Preferences Playground Equipment

Toddler Area



Material Preferences Playground Equipment

Children's Area



Material Preferences

Playground Equipment: Adult Wellness Area





Oxford Public Art

Instituting Public Art within the grounds of a public park is a call to action. It asks us to reconsider concepts of public space, celebrate the diversity in community, and acknowledge place-making as a generative act with the unique potential to build creative economy and impact legacies found in our future.

In the Park, the freedom of knowledge, individuality, experience and agency are all welcomed exercises of shared space. These spaces represent not only an assemblage of parts but serve as a canvas on which the multifaceted cultural identities found within the surrounding communities are expressed.

Park amenities such as walking paths, hydration stations, green spaces, benches, shelters, etc., are known practices and such amenities are perceived as common standards in park development. Most visitors may simply overlook the style-esque brick color, corseted lamp post, font styling or architectural gesture bound in the underutilized pavilion. Park users tend to focus their concern on experiential notes, the benches' positioning in relation to the sprinklers and the sprinklers' timing correlation to the setting sun. All said, the experience each user leaves with and remembers from that day in the park, is what truly matters.

One's interpretation of movements, paths, installations, planning, actions, etc., shape an overall experience. Happenings guided by design and marginally extraneous in nature, help to solidify tangible concrete experience and coddle mindfulness through eliciting circumambulatory responses to environment and an opportunity to comment on it. The institution of Public Art will provide a pathway to enhance the character of space, a foundational opportunity to salute the past, and tip your hat to the future. Public Art opportunities welcomingly embrace ephemerality through the practice of scheduled change.

Actions:

A naming competition needs to be held. The city can either predetermine a list of potential park names, or they can ask the community for suggestions before holding a community vote on the park name. Many of the names already suggested commemorate the African-American community.

Naming Opportunities

The name of the park might be the most important piece of the park. Names of park are usually commemorative, whether of people, battles, historic events. By commemorating a historical person, family, or event, the park can become a place for reconciliation.

Naming parks and buildings after donors is also very common. There is already a designated area within the park design to commemorate and thank donors, so it is not needed for the park's name.

The most popular suggestion taken from the comment cards gathered at the July 18, 2016, draft meeting was to ask for public input. One suggestion was to have the public vote from a predetermined list.

Some of the historic names and figures suggested were:

Shields

Shakerag

Wright

Further Readings

The following readings have been compiled for this report. The team thought they would be useful in understanding how to manage the park site. For this particular site the team recommends using the “surgical crown removal” or the “kudzu chop” methods of eradicating the kudzu on the property. While these methods are more time consuming than just spraying things with roundup, they are more effective methods for the complete eradication of kudzu. This can also be used as a community volunteer opportunity, similar to the “Kudzu Party” example.¹

About Kudzu

1. “Kudzu - Out of Ecological Place and Time,” by Jim Hanula in Compass, Spring 2005.
2. “Kudzu Kalendar - Stages of Life During the Seasons,” published by the Kudzu Kollege, 2007.
3. “Measuring Number of Kudzu Plants Per Acre,” published by the Trees Coalition, September 2013.

Kudzu Removal Processes

1. “Chemical & Nonchemical Joint Study for Kudzu Control,” by Newt Hardie and Lou Adams of the Kudzu Kollege, revised July 2008.
2. “Kudzu Containment & Removal Protocol,” by Newt Hardie of the Kudzu Kollege, revised November 2007.
3. “Kudzu Elimination or Control for Small-Property Owners,” published by the Kudzu Kollege.
4. “Surgical Crown Removal,” published by the Kudzu Kollege, 2007.
5. “The Kudzu Chop,” by Newt Hardie and Lou Adams of the Kudzu Kollege, revised June 2009.

Kudzu Removal Examples

1. “Marion Ave. & Alexander Ave. - Sidewalk & Trees,” published by the Kudzu Kollege, 2007.
2. “Kudzu Party (February 2007),” published by the Kudzu Kollege, 2007.

¹ The following articles were all gathered from the Kudzu Kollege website (www.KOkudzu.com) to be used as reference materials in site management practices.

Resources

Project 1:

Anne Derry and Patricia L. Parker, *Guidelines for Local Surveys: A Basis for Preservation Planning* (Washington, DC: National Register of Historic Places, Interagency Resources Division, National Park Service, U.S. Dept. of the Interior, 1985), accessed July 06, 2016, <https://www.nps.gov/nr/publications/bulletins/nrb24/>.

GNAHRGIS Public: Georgia's Natural, Archaeological, and Historic Resources GIS. Accessed July 06, 2016. <https://www.gnahrgis.org/>.

Law, Michael, and Amy Collins. *Getting to Know ArcGIS*. 4th ed. Redlands, CA: Esri Press, 2015. Page 1.

"Oxford Trails." Newton Trails. Accessed July 12, 2016. <http://www.newtontrails.org/#!oxford-trails/cddb>.

"Oxford Maps." Public Map Gallery. Accessed June 21, 2016.

<http://garc.maps.arcgis.com/apps/PublicGallery/index.html?appid=a4836ed415204d92a2fe898ec6e75bb6>.

Maps prepared for the City of Oxford by the Northeast Georgia Regional Commission

"Self-Guided Tour." Oxford Historical Society. Accessed June 06, 2016.

<http://www.oxfordhistoricalsociety.org/self-guided-tour.html>.

Project 2:

National Association of City Transportation Officials. *Urban Street Design Guide*. Island Press, 2013.

"Oxford Trail." Newton Trails. Accessed June 21, 2016. <http://www.newtontrails.org/#!oxford-trails/cddb>.

Project 4:

Kompan! "Kompan! Playgrounds 2016." Kompan! Catalog. 2016. Accessed August 10, 2016.

<http://viewer.zmags.com/publication/c876fe6f#/c876fe6f/2>.