REVIVING HISTORIC MORELAND

MORELAND, GEORGIA

SPRING 2012

BLUEPRINTS
for successful communities

Georgia Conservancy *Blueprints* Partners

American Council of Engineering Companies of Georgia
American Institute of Architects - Atlanta Chapter
American Society of Landscape Architects - Georgia Chapter
Association County Commissioners of Georgia
Atlanta Neighborhood Development Partnership
Atlanta Regional Commission
Georgia Institute of Technology - College of Architecture
Georgia Municipal Association
Georgia Planning Association
Institute of Transportation Engineers
Southface Energy Institute
Urban Land Institute - Atlanta District Council
U.S. Green Building Council - Georgia Chapter

We are Grateful to the Generous Donors who Supported Moreland *Blueprints*:

Alcoa Foundation
The Home Depot Foundation
Pope & Land Enterprises, Inc.
The UPS Foundation

THIS REPORT WAS CREATED IN PARTNERSHIP WITH
The Master of Science Urban Design Program
The School of City and Regional Planning
College of Architecture
Georgia Institute of Technology
245 4th St. NW Atlanta, GA 30332

Our mission is to protect Georgia's natural resources for present and future generations by advocating sound environmental policies, advancing sustainable growth practices and facilitating common-ground solutions to environmental challenges.

TABLE OF CONTENTS

1.0 INTRODUCTION 1
- 1.1 *Blueprints* Initiative 1
- 1.2 Executive Summary 2
- 1.3 Partnerships 3
- 1.4 The Process 3

2.0 MORELAND, GEORGIA 7
- 2.1 History of Moreland 7
- 2.2 Moreland in Context 8
- 2.3 Goals and Vision for the Future 12

3.0 COMMUNITY ASSETS AND OPPORTUNITIES 13
- 3.1 Community Survey 13
- 3.2 Brief Synthesis of Findings 16

4.0 FRAMEWORK PLAN 17
- 4.1 The Town Square 17
- 4.2 Town Connectivity 23
- 4.3. Town Master Plan 30

5.0 STRATEGIC ACTIONS/RECOMMENDATIONS 35
- 5.1 Priority Strategies 35
- 5.2 Recommendations 37
- 5.3 Outcomes to Avoid 41
- 5.4 Summary of Goals 41
- 5.5 Partner Contact Information 42

APPENDIX 47

PARTICIPANTS 63

1.0 INTRODUCTION

Blueprints for Successful Communities (Blueprints) is an 18-year-old sustainable community design program of the Georgia Conservancy. The *Blueprints* process uses a community-based approach to sustainable planning and design. It is unique in that it involves key stakeholders – including citizens, businesses, agency and institutional representatives, and elected and appointed officials – throughout the entire planning process of redeveloping a community to better incorporate and focus on natural resource protection, green space accessibility, sustainable land use, and live-work connectivity. The *Blueprints* process is one of the most highly respected planning processes in our state because of its inclusiveness, transparency and technical quality.

1.1 *BLUEPRINTS* INITIATIVE

Renowned urban planner Jan Gehl once compared cities to all-night house parties by saying, " Cities, like parties, come in three versions. Some you don't go to unless you have to; some you leave as soon as you can; and others you go and stay for much longer than you planned." When cities, towns and neighborhoods become lost in the morass of sprawled development they begin to feel like places you want to leave as soon as you can. In towns like Moreland, where the small community is at risk of being absorbed by larger sprawling cities, the *Blueprints* process can help to ensure Moreland is a place people want to visit and stay longer than they planned.

BLUEPRINTS PRINCIPLES

Maintain and enhance quality of life for residents of the community	Employ regional strategies for transportation, land use, and economic growth	Consider the effect of the built environment on the natural environment as well as history and culture	Employ efficient land uses

In 2011 and 2012, the *Blueprints* team and Moreland leaders explored opportunities to apply the *Blueprints* process to the small town and identify assets to build on as well as opportunities for improvement. Through discussions with the community, it became clear that the town lacks a strong civic identity, as well as a clear conveyance of the rich history in Moreland. These two challenges are hindering Moreland's potential as a travel destination and the community's sense of place.

Through a stakeholder-driven process the *Blueprints* team (composed of *Blueprints* staff, Professor Richard Dagenhart and the Georgia Tech graduate urban design studio) conducted a series of community workshops and presentations, collected information and maps, conducted data collection within the community, and performed resident and business interviews to develop a set of draft recommendations for stakeholders' consideration. These recommendations were supported by the community and form the basis of this report.

The *Blueprints for Successful Communities* program adheres to values that protect communities and the environment, and it respects the link between the health of our environment, our economic stability and the way we use land. The *Blueprints for Successful Communities* principles are shown at the top of the page.

By following these principles, we raise public awareness in Georgia about alternative land use and transportation strategies that are good for the environment and good for the economy.

1.2 EXECUTIVE SUMMARY

The Town of Moreland is located in Coweta County, less than 10 miles south of the City of Newnan. This is a small town, which, according to the 2010 census has a population of just fewer than 400, and is less than one square mile in size. Established in 1888 as a railroad town, Moreland grew in the early 1900s with the construction of the Moreland Hosiery Mill. While the Mill has ceased operation, the historic building sits proudly in the center of town, providing space for the Moreland City Hall, a museum honoring the late columnist and author Lewis Grizzard, and room for community activities and events. The Mill hosted all of the *Blueprints* workshops and presentations.

The project's framework has three parts: the organization of territory (lots, blocks, and streets), design ideas for the public domain (streetscapes and public buildings), and design ideas for the private domain (zoning and historic preservation). The project recommendations, therefore, begin at the Town Square, expand into the civic network connecting downtown to other parts of the community, and expand farther to include future development prospects.

The *Blueprints* process takes into account Moreland's rich literary and industrial history as well as its proximity to the job center of Newnan and the recreational amenities offered throughout Coweta County through bicycle and pedestrian pathways. The *Blueprints* themes focus on three areas of study: The Town

Square; Town Connectivity; and Town Master Plan. The Town Square theme provides recommendations on redevelopment and revitalization of the downtown area and surrounding parcels. The Town Connectivity theme addresses pedestrian, cyclist and vehicular access throughout Moreland and to surrounding communities. The Town Master Plan theme explores ways in which the subdivision of existing lots and street master plans can lead to future development that is walkable, well-connected, and fits the small town character of Moreland. Previous planning processes and studies will provide the foundation of the *Blueprints* report, which aims to add value to previous works by focusing on specific aspects of redevelopment within Moreland. Previous efforts include the 2011 Moreland Economic Strategy, the Town of Moreland 2006-2026 Comprehensive Plan, and the Coweta County Comprehensive Plan of 2006.

1.3 PARTNERSHIPS

Partner organizations will be instrumental in assisting Moreland with the implementation of the recommendations found in this *Blueprints* report. A list of potential partners can be found on page 42, and includes some description as to possible ways the organizations may be able to contribute their expertise or connections. While this list identifies many potential partners, it is not exclusive. As additional partner organizations are identified, they should be included in implementation discussions. A chart at the end of the section (page 46) matches the organizations to categories related to the some of the *Blueprints* recommendations. Categories include Publicity, Transportation and Safety, Heritage Tourism, Sightseeing and Events, and Other Resources.

1.4 THE PROCESS

The *Blueprints* process was directed and managed by the Georgia Conservancy, in close coordination with Moreland leadership. Technical support for the project was provided by Professor Richard Dagenhart of Georgia Tech's College of Architecture and a spring of 2012 urban design studio made up of graduate students studying both urban design and city and regional planning. The process relied heavily on participation and input from community stakeholders through a series of public workshops, with full summaries of primary workshops in the Appendix. Final recommendations found in this report reflect, as best as possible, the consensus of community participants, as well as professional judgment of the *Blueprints* team -- Georgia Conservancy staff, Richard Dagenhart and participating graduate students.

The Moreland *Blueprints for Successful Communities* began in the spring of 2012 with data collection,

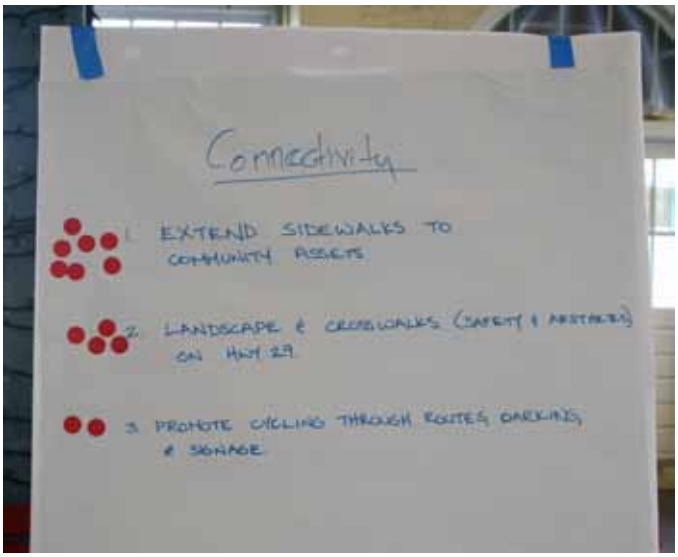
stakeholder identification, and project preparation. From March to May of 2012, the community planning and stakeholder involvement work occurred, coinciding with the semester calendar of Georgia Tech. From May 2012 to May 2013, the Georgia Conservancy compiled, edited and added to the urban design studio's work to create this final report.

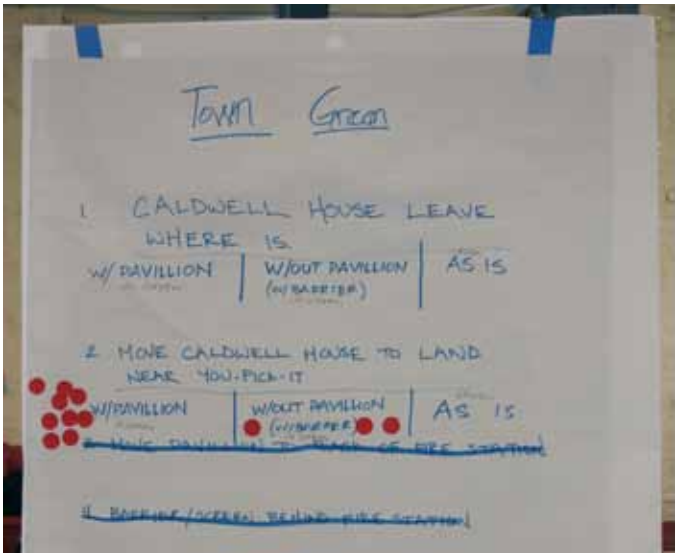
The Town of Moreland, Coweta County, and other groups have invested in master plans and target area plans in past years. These previous plans were studied and utilized, as appropriate, in developing specific recommendations for Moreland. The intent of this project is to fill voids in other plans that have taken a broader approach to this community, while respecting the stakeholder-supported and best professional judgment recommendations of these previous efforts.

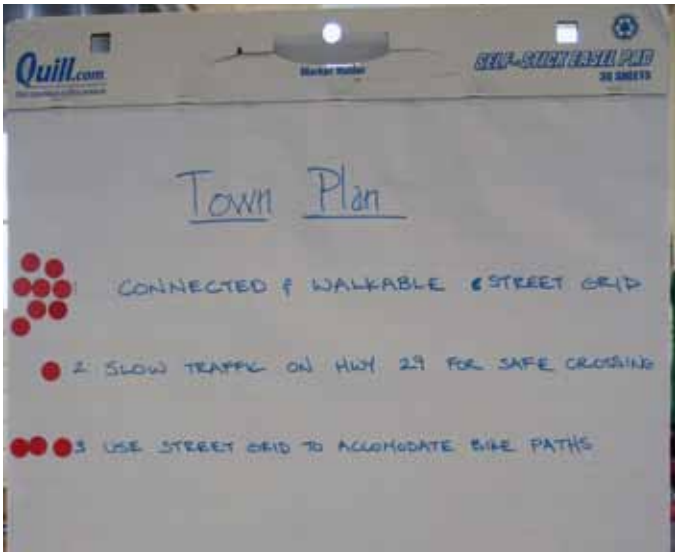
The first *Blueprints* team meeting was in January 2012, when the Georgia Conservancy staff conducted an educational meeting to kick off the Moreland *Blueprints*. At this meeting the Georgia Conservancy staff described the *Blueprints* process, discussed key terms and concepts that were likely to be expressed during the process, and outlined the next steps, including upcoming workshops.

Workshop One was held at the historic Mill on March 3, 2012 with stakeholders from Moreland and surrounding areas, and the *Blueprints* team. Here, Mayor Josh Evans opened the workshop with a welcoming statement for all participants and expressed excitement that the Georgia Conservancy's *Blueprints* program chose to focus on Moreland. Presentations were provided by the Georgia Conservancy staff and the Georgia Tech urban design studio. After the presentations, workshop participants were asked to visit three breakout tables that would address the Town Square, Town Connectivity, and a potential Town Master Plan. Stakeholders rotated among the tables, spending about 15 minutes

at each, in order to interact with the *Blueprints* team and provide feedback on the various concepts for each theme. Stakeholder ideas were collected at each table. Following the breakout session, all stakeholders were given three dot stickers and were asked to vote on the most important concepts from the workshop that should inform the next step of developing draft solutions. Stakeholders could vote with their stickers in any combination. Results are pictured at right. One important idea identified in this voting exercise was the need to relocate the Erskine Caldwell House from the Town Square because of existing flooding issues.







After this workshop, the *Blueprints* team took the ideas and suggestions and utilized the outcome of the discussions from the first workshop to create draft recommendations that addressed the issues and desires voiced by the stakeholders. This led to presentations at Workshop Two, held in the historic Mill on April 14, 2012. The recommendations presented at this workshop included:

(1) Activate the Town Square to draw people to the center of town and give visitors a reason to stop. Stormwater issues in the square need to be solved;

(2) Create access to community assets throughout the town, provide safe routes for pedestrians and cyclists, create a gateway into Moreland on Highway 29; and

(3) Create a master street plan with walkable blocks that will allow for future growth, while ensuring such growth is kept at a scale and character consistent with Moreland's vision.

Again, the stakeholders split into three breakout groups reflected by each of those three project themes. The stakeholders spent about 15 minutes on each theme, and the input received at this workshop led to the revision of the proposed recommendations into

strategies that more clearly adhered to the community's desires.

Workshop Three was held in the historic Mill in August, 2012, and included some members from the *Blueprints* team and stakeholders including Moreland Mayor Josh Evans. This discussion was held primarily to facilitate action steps. Richard Dagenhart presented a list of recommendations for action for the Town of Moreland, listed in order in which they should occur. There was consensus among the stakeholders regarding the recommendations, and the stakeholders identified the need for a final presentation of these recommendations to the community for feedback. The recommendations included suggested timeframes for each action as well as broad cost estimates for each action. Professor Dagenhart and the *Blueprints* team noted many of the recommendations may fall under allowable expenditures for the Town's SPLOST funds.

The next community workshop, held in November 2012 was led by the *Blueprints* team who presented the final recommendations as accumulated from the previous three workshops. This presentation also included a synopsis of the entire *Blueprints* process for any attendees that were not involved for the duration of the program. The presentation was well received and appreciated, with one community member noting that part of the reason he brought his family to Moreland was because of the great elementary school and knowing the *Blueprints* project was going on. The *Blueprints* team explained how the community would now be in charge of implementing its ideas and would need to recruit volunteers to begin tackling the various projects. While the *Blueprints* team can support Moreland citizens with technical expertise and advisement when needed, ultimately community involvement and initiative will be necessary to put this plan into action.

After compiling all of the final recommendations and assembling this into a final report, the *Blueprints* team brought a rough draft of this report to Moreland for their input. This meeting occurred on April 18, 2013 and included eight citizens and Mayor Evans. As there were new residents at the meeting, a brief overview of the *Blueprints* process and final recommendations took place, and any new edits to the report were finalized. This meeting helped the Moreland *Blueprints* Task Force gain new members and more excitement regarding implementation.

The final report was presented to the community in the Summer of 2013.

Figure 1.4.1 Students and citizens in a Workshop

2.0 MORELAND, GEORGIA

2.1 HISTORY OF MORELAND

Before the Town of Moreland was established, a small settlement of six members organized the Mt. Zion's Methodist Church in 1843, now known as Moreland United Methodist Church. In 1852, with the expansion of the railroad, came a new wooden train station. The town's name was originally Puckett Station. In 1888 the Town of Moreland was named after the first doctor with the Atlanta & West Point Railroad, Dr. John F. Moreland.

In the early days cotton brought a lot of prosperity to the town. During the late 1800s Moreland was a fruit growing capital with peaches, strawberries, and other fruits being shipped out by the carloads. There were many reasons for the success of the town, but none played as big a role as the railroad.

By 1905 the town was described as "a bee hive with drones left out" as the town had five general stores, a ginnery, a drug store, bank and five sets of railroad tracks.

The prosperity of Moreland came to an end between 1915 and 1930 as the boll weevil destroyed local area cotton and the Depression left people broke.

Moreland was chosen as one of five rural sites for the Smithsonian World War Two exhibit "Produce for Victory" in 1994; and was along the path of the Olympic Torch Relay on July 17, 1996.

Figure 2.1.1 Moreland's Main Street circa 1935

Figure 2.1.2 Historic Hosiery Mill

2.2 MORELAND IN CONTEXT - TOURISM CONNECTION AND INFLUENTIAL ELEMENTS

Moreland is known as the home of two of the South's most famous literary figures - humorist Lewis Grizzard and novelist Erskine Caldwell. Lewis Grizzard memorabilia is currently housed within the historic Mill, as previously mentioned, and Erskine Caldwell's childhood home sits on the Town Square. The Town has developed a historical and architectural self-guided tour which illustrates 17 significant buildings, all within walking distance of each other. The Town of Moreland is highlighted on the Southern Literary Trail, which is the nation's only tri-state literary trail, stretching through Mississippi, Alabama and Georgia. The trail honors writers and playwrights of the 20th century, linking them to communities and landmarks of their history.

Erskine Caldwell's focus on deprivation in the Depression-era Deep South brought him fame and notoriety, but his novels were not without controversy. At the time of the writing, the language was considered so obscene that the books were banned in certain cities and removed from library shelves. This shock value added to the fame, and Caldwell's most famous books, "Tobacco Road" and "God's Little Acre" sold 17 million copies and have been translated into several languages, as Caldwell remained popular in foreign countries.

Figure 2.2.1 Erskine Caldwell (left) and Lewis Grizzard (right)

Figure 2.2.2 The Lewis Grizzard Museum Sign

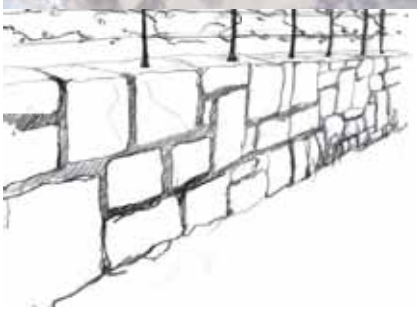
Figure 2.2.3 Erskine Caldwell Boyhood Home

"God's Little Acre" was written in 1933 and made into a film of the same name in 1958. The title of the book refers to a plot of farm land the protagonist has set aside "for God" and his plan to give all the proceeds from that plot to the church. The Town of Moreland is in the process of creating its own "God's Little Acre" near the Southview Cemetery. On this small tract of land the Town plans to relocate the Caldwell House (once it is moved from the Town Square) and turn it into a literary and agriculture museum, and also begin a community garden that would be representative of the era in which Caldwell lived, promoting heritage tourism.

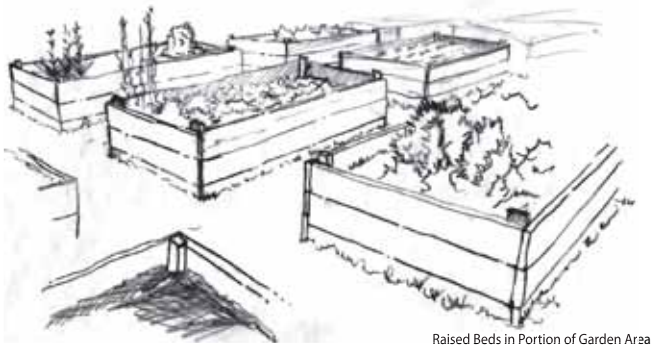
According to the God's Little Acre Concept Master Plan document:

> "God's Little Acre is a place where people can come to see what life was like during the time of tenant farming as depicted in Caldwell's novel. Interpretive signs including information about what life was like in the book and what was truly happening during this era will bring the history alive for visitors. It is a place for the community to come together to learn tips from local experts as they share their trade. It is a nice place to come for a small picnic or large outdoor gathering. The Farmer's Market Pavilion will host a market for local area farmers and food grown on site. The future possibilities for the site could include a variety of activities, and the field to the north of the house is open for these events."

In addition to this description, the plan calls for picnic areas, multiuse trails, a historic building to house the visitor's center (Caldwell House), parking and an event pavilion. The conceptual plan was developed by Georgia Conservancy volunteer Claire Perko after meeting with Town stakeholders in March and April of 2012.



Rock wall with Green Fence on top to keep deer out of the garden.



Raised Beds in Portion of Garden Area for Ease of Access and Separation of Plants

God's Little Acre - Moreland, GA

Concept Plan & Graphics by Claire Perko, RLA

Figure 2.2.4 God's Little Acre Master Plan

Moreland is located along the Chattahoochee-Flint Heritage Highway bicycle path, which helps cyclists explore back roads in Georgia. The path encourages cyclists to stop and visit the historic Mill and the literary museums. Bicycling is also encouraged in Moreland through the cycling route of the Ferst Annual Lewis Grizzard & Catfish Memorial Bike Ride hosted by the Coweta Ferst Foundation for Childhood Literacy. This bike ride occurs in the autumn and offers a 12-mile, 25-mile or 66-mile ride. In 2012, the Foundation raised $30,000 from the ride, which goes to purchase books and distribute them to Coweta County children enrolled in the literacy program, including those in Moreland. Children up to the age of five receive a book each month by mail, costing the Foundation $28 per child each year.

Figure 2.2.5 Coweta County Ferst Foundation Bike Ride

Figure 2.2.6 Moreland Elementary School

Moreland Elementary School is an award-winner, having been honored with the 2008 Governor's Gold Award for the Greatest Gains in Meeting and Exceeding Standards, and is also a Title 1 Distinguished School. Both of these aspects could be a draw for new residents. Moreland Elementary serves the Moreland zip code (488 students as of April 2013) and has grade levels from Pre-K to Fifth.

People tend to spend their money (groceries, gas, shopping) outside of Moreland, mostly because these amenities are not available locally. According to stakeholders during the *Blueprints* workshops, most Moreland residents meet these needs by shopping in Newnan and/or by visiting gas stations located just outside Moreland at the I-85/Hwy 29 interchange.

Figure 2.2.7 Little White House - Warm Springs, GA (kincaidcoach.com)

Moreland is just north of the Little White House (Warm Springs, GA), built by Franklin Delano Roosevelt in 1932 while he was the governor of New York, prior to being inaugurated as president in 1933. Georgia State Parks information states that approximately 100,000 visitors come to the Little White House annually, many of them spending time in Warm Springs also. As Highway 29 off

Figure 2.2.8 Historic Hosiery Mill (right) and Erskine Caldwell House (left)

Interstate 85 is one of the routes to Warm Springs and passes through Moreland, it is reasonable for the Town to aim to capture some of these travelers to pause and visit its attractions as well.

The West Georgia Textile Heritage Trail is a new national corridor dedicated to bringing awareness of the extensive textile history in Georgia. The general vicinity of Moreland may be included, particularly because of the historic Hosiery Mill.

Moreland struggles with ways to market and identify itself as a rural Georgia community. Heritage tourism may help with this identity and increase economic development opportunities. According to the Georgia Heritage Tourism handbook, heritage tourism is a personal encounter with traditions, history and culture. Heritage tourism is based upon the concept that each community has a story to tell. This is a rapidly growing niche market that is directed toward experiencing the local customs, traditions, arts, history, sites and culture that authentically represent a particular place. To a heritage tourist, this culture must be unique and it must be authentic. Local and regional partnerships among historic sites and museums, cultural attractions, outdoor adventure businesses, hotels, bed and breakfasts, and restaurants are forming to develop, interpret and market this local authenticity to capture a growing tourism market. *Blueprints* workshop participants expressed strong support for preserving structures and elements of Moreland's history that could serve as a basis for heritage tourism.

Figure 2.2.9 Moreland Area map with Bridgeport development

Figure 2.3.10 Aerial outline of Bridgeport development

I-85, NEWNAN, AND POPE & LAND ENTERPRISES, INC. DEVELOPMENT

Moreland's proximity to the City of Newnan, Interstate 85 and a Pope & Land-owned large development site will have an impact on the Town of Moreland. The City of Newnan is about seven miles away from Moreland, and is one of the fastest growing cities in Georgia with a population of 33,000 people. The rapid population

change also brought increased commercial and residential development. This has caused the need for the City to acquire more land to the south, reaching closer toward Moreland.

Further, the health care industry is growing rapidly in Newnan, which could impact Moreland should staff at the new cancer and rehabilitation centers and hospital decide to live in or near Moreland. Moreland is also less than a mile away from the Newnan-Coweta County Airport, where regional business owners, including the Chick-fil-A company, keep planes. While the airport has a small meeting venue, the majority of business meetings occur in Newnan. Moreland leaders could pursue the idea of using a space within the Town for these meetings instead, because of its closer proximity to the airport than Newnan.

The adjacency of Moreland to Interstate 85 presents both an opportunity and challenge. It provides access for residents in Moreland to jobs in Newnan and other surrounding areas, but also makes it easier for Newnan to sprawl and have commuters with easy driving access to jobs just 20 miles away in Atlanta.

The potential development on a 1,400 acre tract of land owned by Pope & Land (Figure 2.3.10) also presents both opportunity and challenge. This land is mostly zoned as industrial and stretches from the northern edge of Moreland to Interstate 85 and will include highway and railroad access. In fact, 40 acres of the site are within Moreland's boundary, in an area currently zoned as multi-family. The tract is marketed as a "mega-site" because of its enormity. It is accessible to Interstate 85 and directly adjacent to the Coweta County Airport and fairly close to Atlanta's Hartsfield-Jackson International Airport. When developed, it will bring much more commercial and industrial activity, which could provide jobs for residents of Moreland.

Additionally, it could aid in the possible extension of public sewer into Moreland which is operated primarily on septic tanks.

2.3 GOALS AND VISION FOR THE FUTURE

Moreland has adopted economic and comprehensive plans to strengthen its future. It is important for the Town to keep in mind the strategies of these efforts when making decisions, however seemingly minor, as they all contribute to the goals of the community. As stressed throughout the *Blueprints* process, Moreland must take an active role in its future, or the community risks a continuing detrimental population decrease. Further, as development happens within and near its borders (extension of Newnan, Pope & Land property), Moreland must aggressively seek to be part of, not excluded from, such development so as to gain the benefits of infrastructure investment and the population increase associated with habitation of these developments. Moreland cannot survive without the support of new residents; the community cannot prosper without an increase in its tax base, through the support and growth of commercial enterprise.

Some overarching goals include: bring more income and economic benefit to Moreland; diversify the local economy; and make Moreland and its downtown more attractive for residents and tourists. There are specific ways of encouraging these goals, but first, the Town must enable walkability and place-making through concerted efforts. To begin this endeavor, an analysis and survey of the community was developed and will be elaborated on in Community Assets and Opportunities (Section 3.0).

3.0 COMMUNITY ASSETS AND OPPORTUNITIES

In order to understand where some of the hurdles in achieving Moreland's goals lie, a community survey was conducted. The survey results were determined through community input regarding needs and assets, as well as through the professional opinion of the *Blueprints* team. This survey took a broad look at physical characteristics of Moreland and identified where gaps in service or needs lie. The findings from the survey were then synthesized to determine what these physical characteristics are possibly hindering and how future plans and goals can be achieved. The following section will address these issues through a proposed Framework Plan, which outlines steps to take and possible scenarios to help Moreland reach its guiding vision.

3.1 COMMUNITY SURVEY

The existing land use map for Moreland divides the area into five land use categories: residential, commercial, agricultural, public/institutional, residential/agricultural and mobile home park. These assignments reflect the on-the-ground realities of existing structures and business types within the Town of Moreland. This is important because it helps identify areas where development should and should not be encouraged and also helps target areas that may need more commercial activity.

EXISTING LAND USE PLAN (2012)

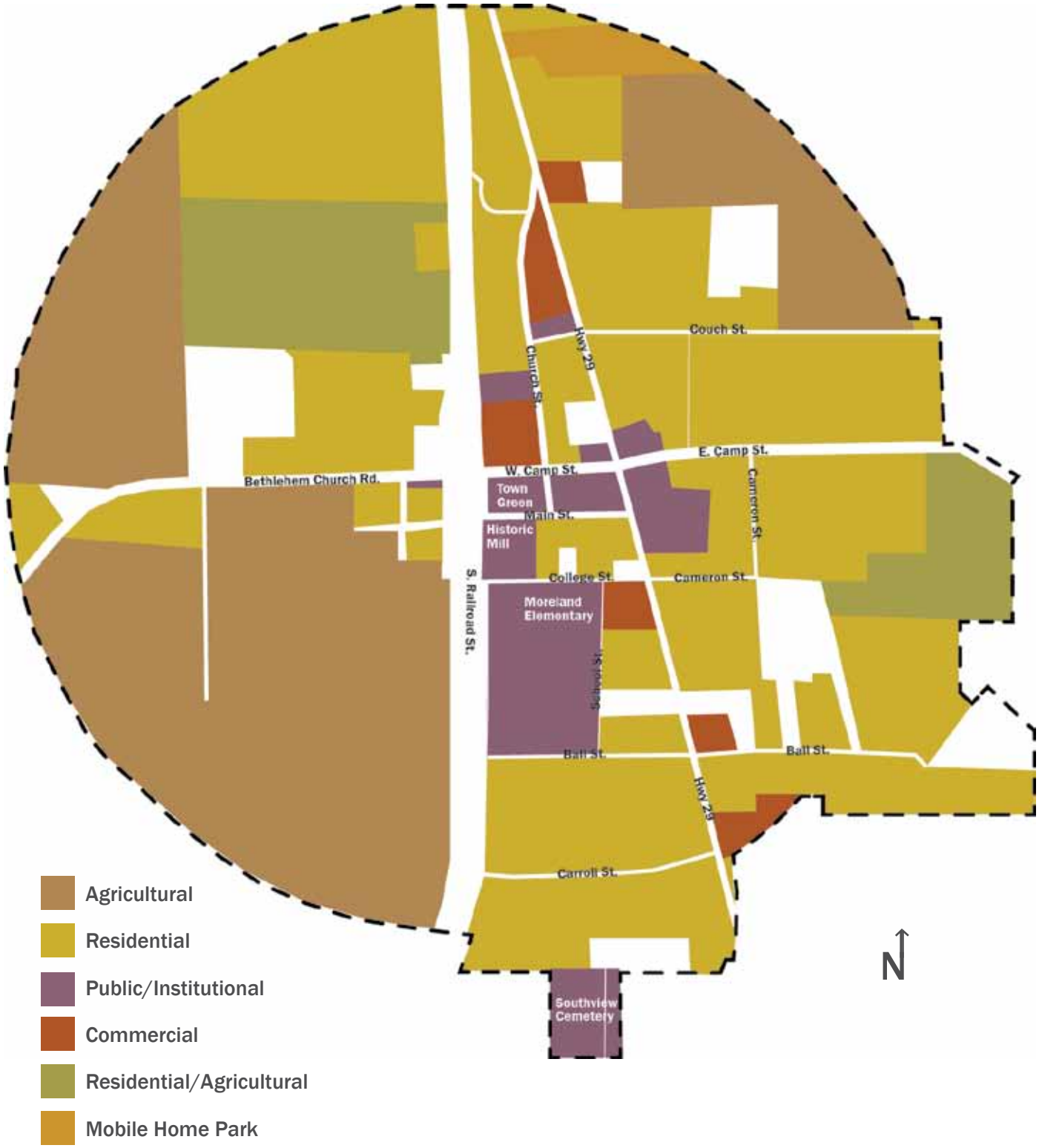


Figure 3.1.1 Existing Land Use Plan

SIDEWALK CONDITIONS

Sidewalks are sparse and disconnected in Moreland. The two longest existing stretches of sidewalk are on South Railroad Street and Church Street (see Figure 3.1.2). The approximate total of existing sidewalk in Moreland is 4,563 feet. The Town of Moreland currently has planned another 3,160 feet of sidewalk, primarily around the Town Square and along East Camp Street. In addition to this, the *Blueprints* process proposes another 6,285 feet of sidewalk (see Figure 3.1.2) to increase connectivity throughout the neighborhood and toward downtown and the Town Square. Additionally, new sidewalks would increase safety for students walking to school, especially when combined with strategically placed crosswalks.

Figure 3.1.2 Existing and Proposed Sidewalk Conditions

ON/OFF STREET PARKING

There is no regulated on-street parking currently in Moreland's downtown area. There is on-street parking within the neighborhood, specifically in front of residences. Parking for downtown amenities and the Town Square exists unofficially on the street, in a small lot behind the historic Mill, and there is minimal parking next to the fire station. In order to accommodate larger crowds at events and festivals in the Town Square, parking, specifically on-street parking, should be delineated.

TRAFFIC

Traffic on the Highway 29 is a concern because it divides the community, and students walking to school are not well protected. The highway is a primary route to access Interstate 85 and is fed by smaller roads that connect the surrounding communities, so it is typically well traveled. There has not been a study of traffic counts as of 2012.

Figure 3.1.3 Existing sidewalk conditions on Railroad Street (showing little protection between vehicles and pedestrians)

ACCESSIBILITY

As previously mentioned, there is a lack of safe and designated walking and biking paths for residents. While this effects everyone, a lack of sidewalks is particularly dangerous for seniors and children, who

may not be as able to move out of the way of oncoming vehicular traffic. Children ages 0 to 14 years make up almost 20 percent of Moreland's population, while persons 55 or older make up 28 percent of the population; these totals combined equal nearly half of the total population in Moreland (according to the 2010 census). The addition of sidewalks also provides a safe space for physical activity, recreation and alternative travel options. The *Blueprints* team regularly observed numerous residents walking in the street because there is no alternative.

Figure 3.2.1 Nearby suburban style homes and "horse farms" indicate the larger area has drawn some money

3.2 SYNTHESIS OF FINDINGS

This physical survey of Moreland helped the *Blueprints* team to identify some aspects of the Town that may be hindering the Town's revitalization efforts. The existing Town Square and surrounding small businesses do not clearly denote an area of "downtown" Moreland. This is due to the lack of clear recreation space and civic amenities such as sidewalks, styled lampposts/ streetlights and park benches. These small investments not only provide safety and comfort, but also show the Town investment in this specific place. When residents and visitors see this visible commitment to place, they understand this place as special. These aspects will help create the more vibrant downtown Moreland desires.

Figure 3.2.2 Artifacts inside the Erskine Caldwell Boyhood Home

The physical characteristics also bring many assets to the Town of Moreland. Its proximity to larger cities and access to the highway and other tourism sites puts it in great place to capitalize on traveling visitors as well as new residents. The various historical settings enable multiple types of tourism to attract all kinds of visitors. Moreland is also very walkable in scale, which visitors enjoy and enables students to safely walk and bike to school. Authentic small towns are increasingly popular to visit and live, and the enthusiastic leadership exhibited in the Town gives small town revitalization in Moreland a real possibility.

4.0 FRAMEWORK PLAN

The Framework Plan was developed during the *Blueprints* process, with the Georgia Tech students presenting plans and images to the community and tailoring their work to best address the stakeholder feedback from several workshops. The identified focus areas within Moreland are the Town Square, Town Connectivity and a Master Town Plan. These topics are all interrelated, as in order to access the Town Square there must be better connectivity and access to it, and without a guiding street plan, there is no understanding of which places need to be connected. The solutions presented here reflect commonly accepted principles of community design, and the professional judgement of the professor and *Blueprints* staff. These proposals should not be viewed as the only solution – they represent a possibility of final outcomes for the Town of Moreland. As the Town begins implementation, the proposals should be modified as the community sees fit. It is the hope of the *Blueprints* team, however, that any modification remains true to the principles of this planning process and recommendations.

4.1 THE TOWN SQUARE

The Town Square is located in the physical center of Moreland. This land is divided into three parcels, on which different structures sit (see Figure 4.1.3). On this land is the Erskine Caldwell childhood home (Town of Moreland owned), a new playground (currently under a 10-year lease to Moreland by local residents, John Cureton and Eldridge Gladney Cureton) and a Coweta County fire station (Coweta County owned). It is common for small towns to have a central gathering space for the community to convene, yet the Moreland Town Square is not being used for this purpose. The Town Square has been experiencing flooding and drainage

Figure 4.1.1 Panorama of the Town Square, including Caldwell House (far left), playground, Fire Station and Church (right)

Figure 4.1.2 Aerial view of the Town Square and surroundings

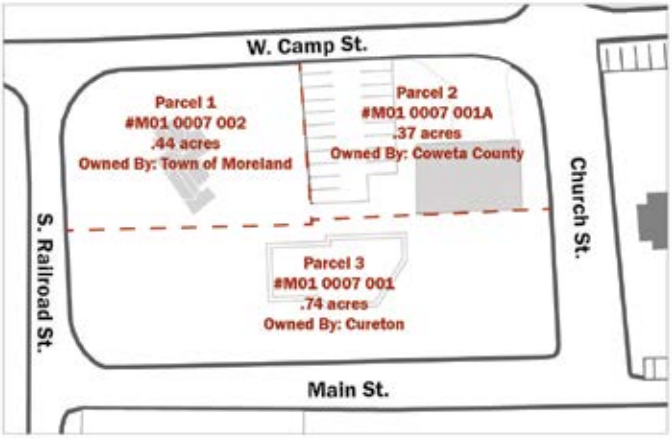


Figure 4.1.3 Parcel diagram of the Town Square

issues, specifically under the Caldwell House. There is additionally a lack of lighting and reason to occupy the plot of land. The Town Square presents the opportunity to address the lack of a visible civic presence by establishing a more coherent plan for the Town Square. On the redeveloped land the Town could host outdoor festivals and other events, as well as provide a meeting place for residents and begin to generate renewed economic development for the local businesses around the Town Square. As more people begin to occupy the space formally and informally, there will be a greater demand on businesses to accommodate the needs of the visitors and residents.

By investing in the Town Square, the Town of Moreland is showing its commitment to providing recreational space for the community, as well as creating a place for residents to gather. When governments choose to invest in civic space there is often the added benefit of private development following. This has been seen in Cobb County, Georgia, where investment in the Rails-to-Trails program helped create the Silver Comet Trail, a multiuse trail stretching for 61.5 miles. The trailheads along the route have experienced increased private development since the beginning of government investment of the Trail in the 1990s.

Another example of this kind of positive reaction of spurred private development is at the newly constructed Historic Fourth Ward Park in Atlanta, Georgia. The park was developed by Atlanta BeltLine, Inc. on top of an empty parking lot and trash-strewn fields. Surrounding the park are new multifamily apartment complexes, as well as a huge construction project led by a private-equity group involving the reinhabitation of an old Sears Company distribution center for new mixed-use development (now named Ponce City Market).

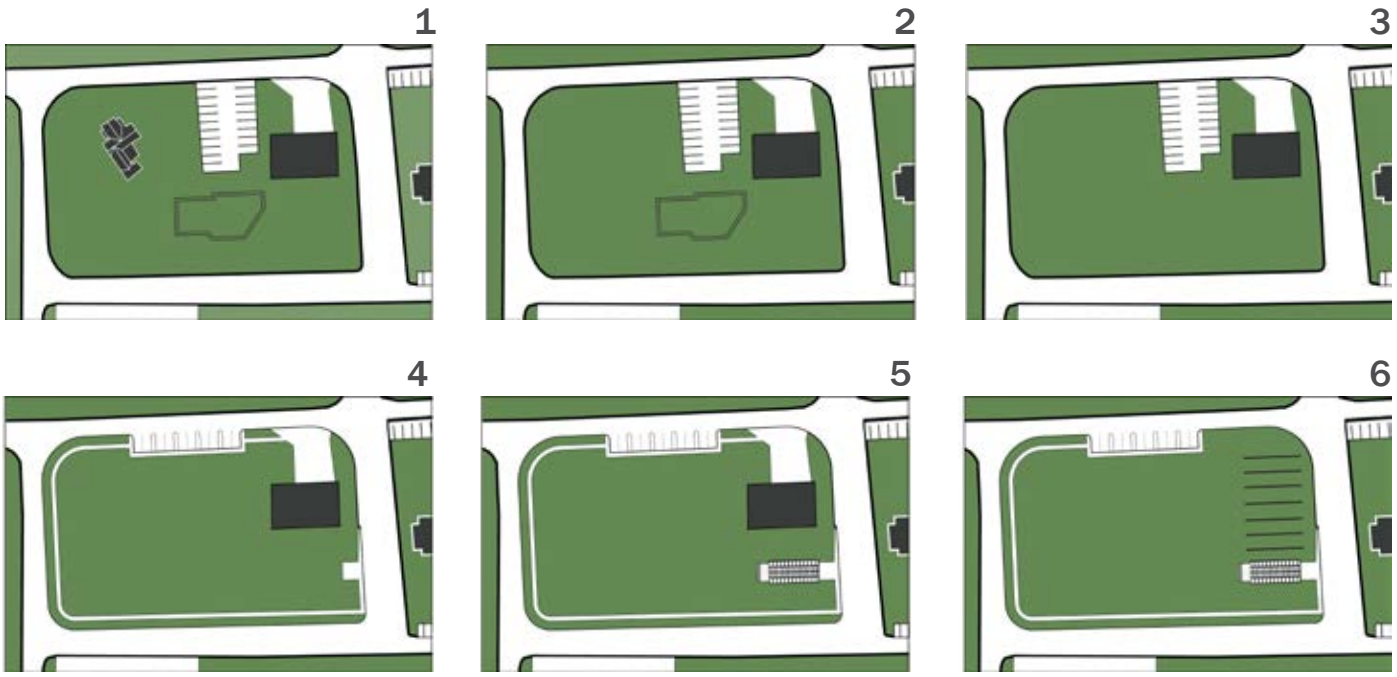


Figure 4.1.4 Town Square Phasing Plan

Through several workshops, the *Blueprints* team and Moreland citizens identified the Town Square issues that most need addressing. These include the water collecting under the Caldwell House; lack of sidewalks throughout downtown and the Town Square; awkward terrain conditions and disproportionate parking lot size. Lastly, the fire station takes up a quarter of the land in the Town Square and is not an attractive focal point. From this community input, redevelopment strategies for the Town Square were created, with a range of cost options, but these options could additionally be developed over time following the six scenarios or through some adaptation of the six scenarios. These are illustrated on the top of the page in Figure 4.1.4, with the numbers corresponding to the recommended order of implementation steps:

1. The first step is to relocate the Caldwell House to the God's Little Acre site (shown on the northwest corner of Step 1). This frees up the land to create a more flowing public space and allows for specialists to address water collection and water flow issues existing on the site.

2. The second recommendation is to move the playground next to the elementary school where there is some open space. This would provide the school a much needed amenity, and again free up the Town Square to be more multi-functional. This idea was originally proposed in Workshop 2 and the Town was generally hesitant, as the playground provides recreation for local children. The Town has recently added to the existing playground (see Figure 4.1.6) making it larger, yet still on the same site on the Town Square and will remain there. However, the *Blueprints* team wants to keep the option of moving the

Figure 4.1.6 New playground and Fire Station (back right) on the Town Square

Figure 4.1.7 Businesses adjacent to the Town Square

Figure 4.1.8 Newly purchased bench for the Town Square

Figure 4.1.9 The Trolley Barn, open (below) and closed (right)

Figure 4.1.10 Rendering of pavilion on the Town Square, with amphitheater seating on left

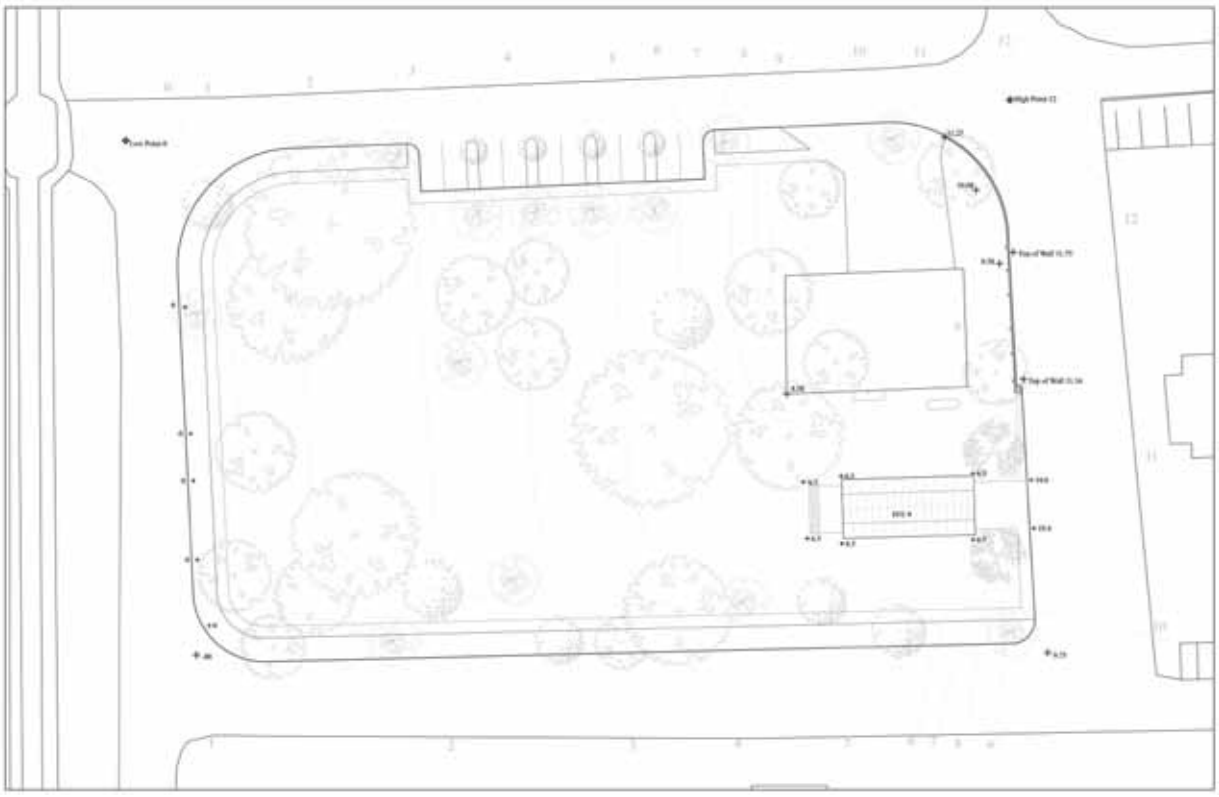
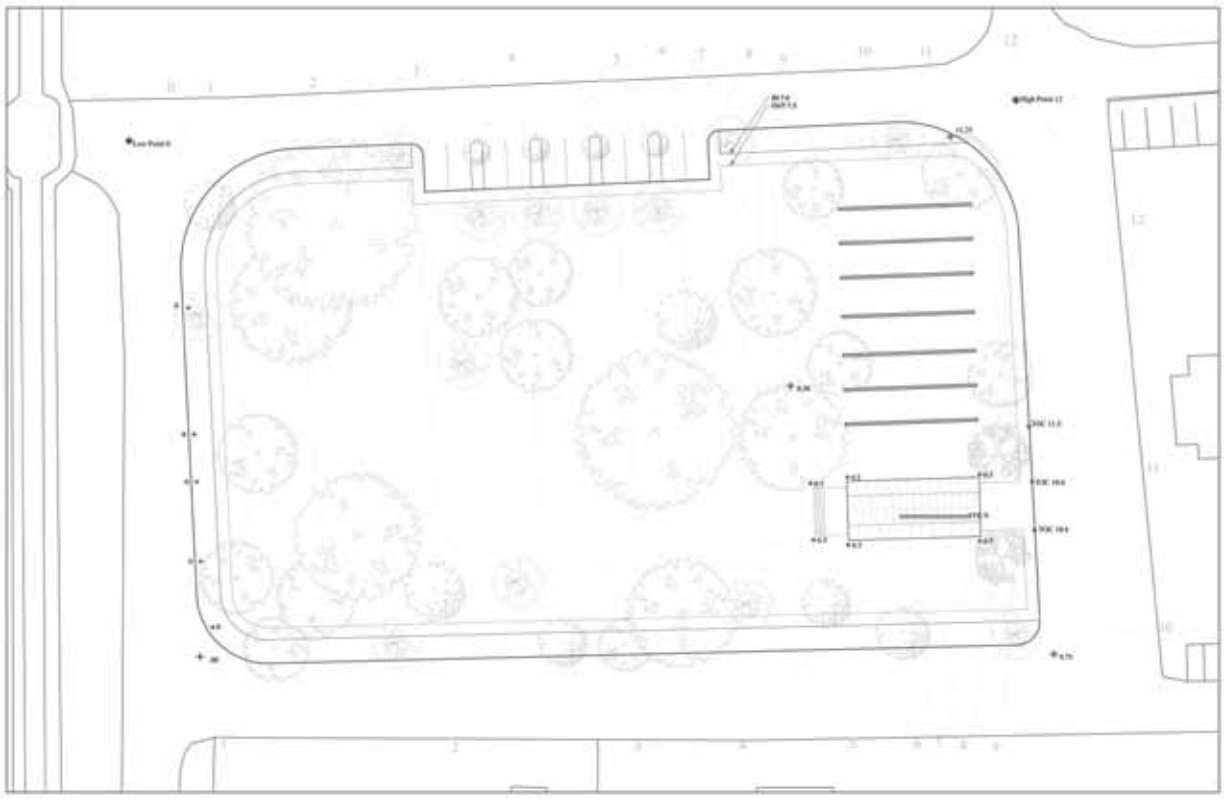


Figure 4.1.11 Initial Town Square Layout (above) showing removed Caldwell House, removed playground, re-configured parking and added pavilion (Implementation Steps 1-5)

Figure 4.1.12 Final Town Square Layout (below) showing removed Fire Station and added amphitheater terracing (Implementation Steps 1-6)



playground as part of these recommendations because as the Town Square becomes more frequently used, the Town may see the need to relocate the playground, freeing up more occupiable space within the Square.

3. The third activity would be to readdress the fire station parking lot so as to open up more space for the Town Square area. One possibility for this is to reorient the lot along the street and include landscaped medians so the parking blends with the trees in the Town Square.

4. The addition of sidewalks will help increase pedestrian walkability and access to the site. These sidewalks could be along the perimeter of the Town Square. It is important that other blocks around the Town Square are provided sidewalks as well, in order for greater pedestrian access and flow. (This is currently planned as part of a recent Transportation Enhancement grant).

5. The *Blueprints* report then recommends the addition and construction of a moveable pavilion. This would be used for town gatherings, live music events, shade for individuals enjoying the green and any other group or individual uses. The Trolley Barn, an event space in Atlanta, Georgia has an outdoor shed that provides an example for the proposed pavilion. The Trolley Barn shed doubles as an outdoor barn (shown in Figure 4.1.6 - 4.1.7) and is constructed of extremely weather proof materials so constant maintenance is not an issue. Community members have also suggested designing this pavilion as a replica of the old train depot, no longer in existence. Note that initial construction prices for low maintenance materials may be relatively high, but savings are realized over time due to minimal maintenance and repair costs.

6. Finally, requiring long-term planning, is the relocation of the Coweta County Fire Station. As previously discussed, the building is outdated and will eventually need updating or replacing. The building faces the street, not the Square, which takes focus off of the Town Square as a focal point. If the fire station could be moved off the Square so its front

Figure 4.1.13 Coweta County Fire Station on the Town Square

faces the Square, there would be an immediate change in perception of the Square's importance. If this was possible, the entire Town Square would be open and flexible to various activities. It is possible to address the topography in this portion of the Square to create an amphitheater quality with terraced levels facing the pavilion. Though this idea may be far from any implementation, the message is the creation of a large open space that can be tailored to varying amounts of people. This idea is illustrated in the Final Town Square Layout on the previous page, the lines on the right to represent amphitheater seating.

Complicating the discussion of the Town Square and implementation steps is the need for the Town of Moreland to eventually acquire the all of the land, including the Coweta County and Cureton-owned portions of the Square. The *Blueprints* team is unclear of whether the Town is able to allocate SPLOST funding to permanent improvements on property it does not own, which would make implementation steps 2 through 6 more difficult. This regulation should be further researched and will be addressed again in Section 5.0: Recommendations.

4.2 TOWN CONNECTIVITY

As previously mentioned, there is limited dedicated pedestrian and bicycle access throughout Moreland. Highway 29 cuts through the town, and the only identifying marker for Moreland is a standard Georgia Department of Transportation (GDOT) small green sign with white lettering. This sign is not a prominent or special gateway marker reflecting the community character or announcing to a driver that he/she has arrived at a "place." To help address some of the mentioned issues, the *Blueprints* team framed strategies for addressing safety and access to the school, the lack of identity for Moreland, and ways to reconnect the town.

SAFETY AND ACCESS ISSUES

Residents are concerned about safety and access concerns to Moreland Elementary. This award-winning school is very popular within the Town and has students from neighborhoods outside the city limits as well. The school offers classes from pre-K to 5th grades and about 488 students attend (as of April 2013). Currently, only about one to two students walk or bike to school. There have been no accidents with students walking to-date, however the conditions for students walking or biking to school are unsafe. This method of transport is encouraged because of the walkability of the community and closeness of neighborhood amenities, like the playground and historic collections at the Mill providing field trip opportunities. Walking or biking to and from school is a great way to encourage kids to play outside and exercise, and fits with the desire of Moreland's residents to retain the atmosphere of a family-oriented, small town. Reinforcing the desires of the community also has the possibility of making Moreland a more desirable place to live.

There is a partial sidewalk at the front of the school, but this should extend around the entire school block and begin to connect into the community. Students will be able to safely leave school and walk or bike home without the need to walk in the streets and compete with vehicular traffic. As mentioned in Section 3.0: Community Assets and Opportunities, more sidewalks allow more people to safely navigate the area and encourage them to walk or bike rather than using their cars for a short distance.

Figure 4.2.1 Lack of sidewalks and crosswalks

Placing crosswalks at intersections and adding proper signage will increase pedestrian and bicycle safety as well as slow cars down. "Stop for Pedestrian" type signs could also be placed within the crosswalks to enhance the safety (See Figure 4.2.3). The frequency of the crosswalks will ensure cars cannot go too fast along the highway through Moreland and drivers are forced to pay more attention to walkers and cyclists. The school may also want to pursue training some residents or teachers to be "crosswalk captains" at specific times of the day when the majority of students are crossing over

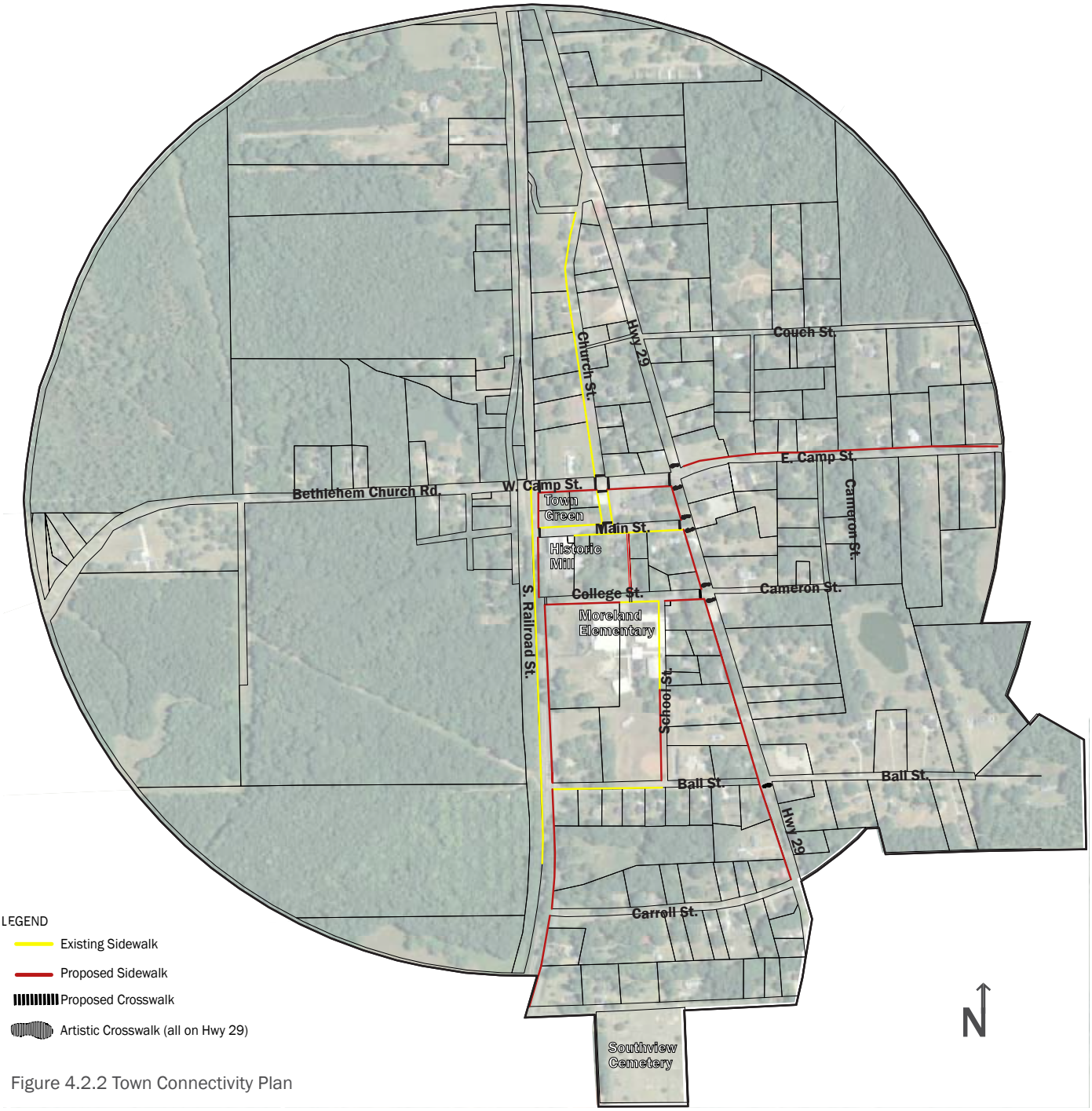


Figure 4.2.2 Town Connectivity Plan

Figure 4.2.3 Innovative crosswalk types and 'Stop for Pedestrians' signage

the highway (before and after school hours) to ensure they are safely crossing and that cars are stopping. Many schools also have lower speed limit signs on surrounding streets during school hours to help slow vehicular traffic when there is a greater likelihood of children in the streets. The following recommendations will also address how these crosswalks can improve the lack of identity in Moreland and better reflect community character. See the Town Connectivity Map (Figure 4.2.2) for specific recommendations for new sidewalks and crosswalks.

LACK OF IDENTITY

Despite its strong legacy and history, Moreland struggles to market and identify itself as a rural Georgia community. While heritage tourism and other methods of economic development should be pursued, there are also some visual ways Moreland could begin creating an identity that highway travelers would see and know when they are in Moreland. A sense of identity is also important for residents and future residents as it would help reinforce civic pride.

Gateways are important signallers to passersby of where they are. Moreland's existing sign is neither prominent nor beautiful, suggesting to outsiders there is not much to stop for. By investing in a larger sign with more attention-grabbing quality, Moreland could begin to attract more visitors and tourists. An image of the Highway 29 gateway sign is shown with the before picture as well as an example of a more prominent sign as proposed in Figure 4.2.4 and in Section 5.0: Recommendations.

The additions of crosswalks across Highway 29 are suggested to address access and safety within the

Figure 4.2.4 Moreland gateway (existing and proposed)

Figure 4.2.5 Access to Moreland Elementary (existing and proposed)

Town. New crosswalks could be multipurpose by portraying something more creative and artistic, reflective of the town character or historic, as well as being pedestrian crossing identifiers. Some examples in other areas have designed crosswalks as bar codes, painted characters, musical notes, etc. as shown in Figure 4.2.3. By creating something different than what drivers and pedestrians expecting, more attention will be paid to the crosswalk and it will become a unique identifier for Moreland. Mayor Josh Evans suggested to the *Blueprints* team that the crosswalk could be painted paw prints, a shape emulating the Moreland Elementary wildcat mascot. A before and after example of a crosswalk intersection near Moreland Elementary is shown in Figure 4.2.5.

Another way to use the highway to create an identity for Moreland is through a community-led tree planting and landscaping program along the corridor. Residential structures line the highway and are set back deep into each parcel. The Town could coordinate with these residents to plant street trees along the highway, but within the residential property, since the existing right-of-way on Highway 29 is 40 feet. This way, citizens could determine which trees to plant and specifically where to place them. Claire Perko, creator of the Concept Plan for God's Little Acre, is currently in discussion with Georgia Department of Transportation to help the Town of Moreland meet their requirements for a tree canopy along the highway. If possible according to DOT requirements, the *Blueprints* team suggests up to six varying tree types native to Georgia that would also provide a nice canopy for the highway (see Figure 4.2.10 on following page). Some of the options are flowering, and would be an added amenity in the spring and early summer. In the fall and winter, the town could decorate this stretch with holiday lights and create a large impact and unique identifier for the Town.

Figures 4.2.6 - 4.2.8 on the right portray several tree canopy types, including one on a four-lane highway

Figure 4.2.6 Tree canopy on four-lane highway with boulevard

Figure 4.2.7 Tree canopy on two-lane highway with bike path

Figure 4.2.8 Tree canopy on neighborhood road

Figure 4.2.9 Proposed street tree planting along Highway 29

Figure 4.2.10 Proposed Trees and Cost Estimate

Approximate Cost	Size	Scientific Name	Common Name	Quantity	Total
$150	3” caliper	Acer saccharum	Sugar Maple	45	$6,750
$150	3” caliper	Nyssa sylvatica	Black Gum	58	$8,700
$150	3” caliper	Manolia grandiflora	Southern Magnolia	30	$4,500
$150	3” caliper	Carya illinoinensis	Pecan	35	$5,250
$150	3” caliper	Quercus phellos	Willow Oak	64	$9,600
$100	10 gal.	Cornus florida	Flowering Dogwood	88	$8,800
				320	**$43,600**

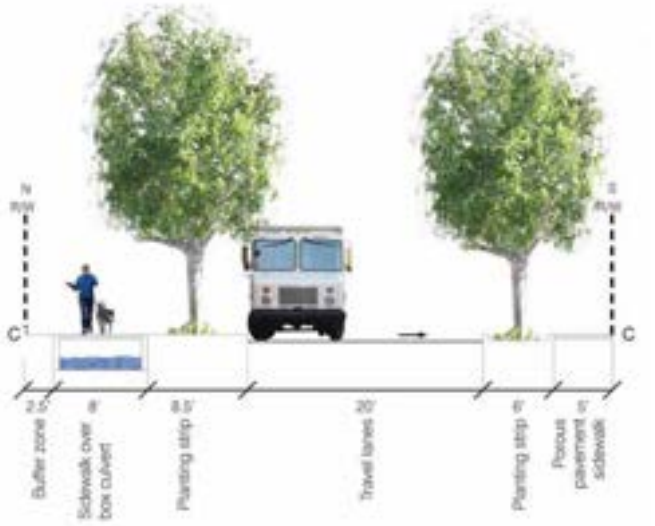
with a boulevard, a two-lane highway with a bike path down the middle, and a smaller, neighborhood road lined with trees. The visual aesthetic is powerful and very intentional, and shows significant investment in the community. If the effort with DOT falls through, the canopy project could still continue. A volunteer-led initiative would need to assess the current trees lining Highway 29 and then discuss what types of trees to plant where and what sort of seasonal changes might take place and who would be responsible for the maintenance.

Figure 4.2.11 Highway 29 entering Moreland

RECONNECTING MORELAND

The Town of Moreland has many great amenities within walking distance, but there is no easy way to access them without driving or walking in the street. The addition of sidewalks and paths will strengthen these community connections and allow residents and tourists to explore more of the town.

Figure 4.2.12 Rendering of sidewalk over a culvert



The existing boardwalk connecting the school to the Mill is a great path that children can use while being protected from vehicular traffic. The *Blueprints* team proposed another boardwalk on the east side of the Mill, as part of connectivity efforts reaching to God's Little Acre. The area for a sidewalk is currently a culvert, so a traditional sidewalk would be very difficult to create. A boardwalk raised above this ditch would create a safe walking path without interfering with any stormwater management efforts. An example not specific to Moreland of the boardwalk and street interface can be seen on the right, showing a sidewalk (left) over a culvert (Figure 4.2.12).

Figure 4.2.13 AADT on Highway 29 and nearby roads

Pedestrian crossings along Highway 29 are important for the connectivity of Moreland. The average daily trips on Highway 29 is 8,580, suggesting a peak hourly rate of 900 vehicles per hour (Figure 4.2.13). Highway 29 capacity can support 3,200 vehicles hourly, so congestion is not significant and pedestrian walkways are encouraged based on these calculations.

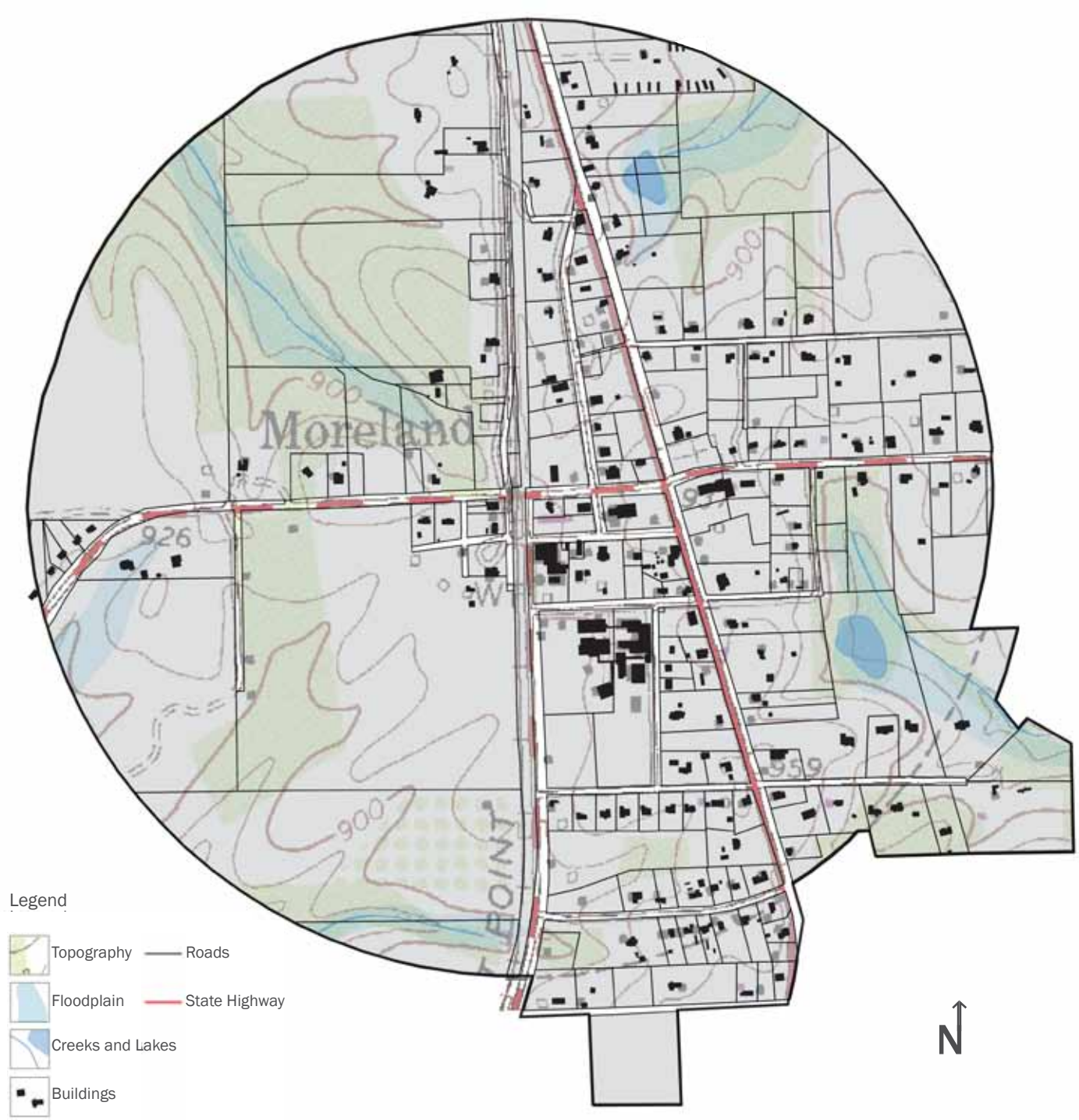
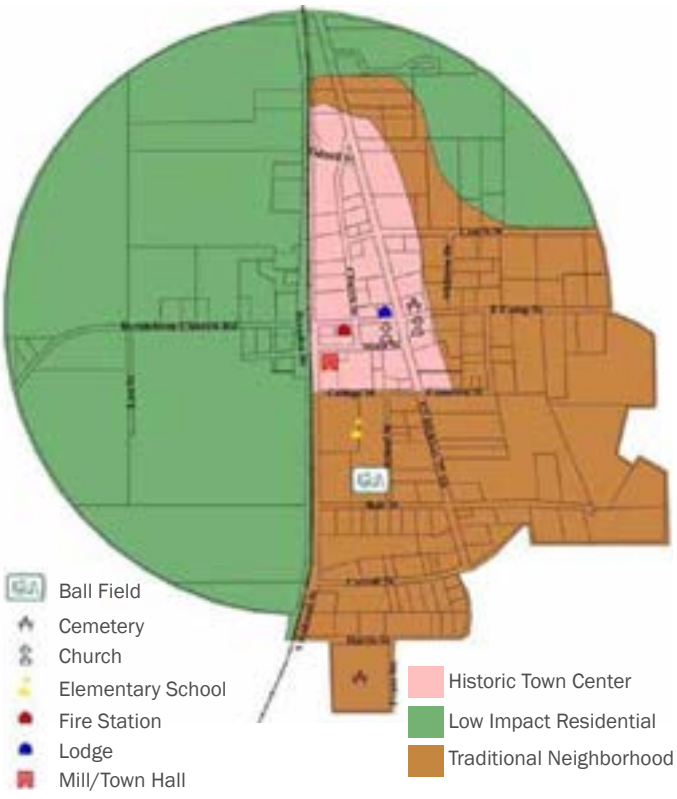


Figure 4.3.1 Existing Conditions

4.3 TOWN MASTER PLAN

The Town of Moreland has a Comprehensive Plan for 2006–2026 prepared in accordance with the Georgia Department of Community Affairs requirements. This plan is consistent with the Coweta County Comprehensive Plan. It includes a Future Development Map (see Figure 4.3.2) that delineates the Town's Character Areas throughout the community. The character areas are: Historic Town Center; Low Impact Residential; and Traditional Neighborhood.

Figure 4.3.2 Future Development Map from Town of Moreland Comprehensive Plan



In the Historic Town Center (shown in pink), the strategies pursued include retaining the historic fabric and restoring existing historical structures. Additionally, the Plan calls for increased pedestrian access and clearly defined road edges to help enhance citizen enjoyment of the area.

The Low Impact Residential (shown in green) encompasses the entire western half of the Town along the railroad and includes the northernmost point of the town east of the railroad tracks. These areas are more likely to face new development pressures and defining the area shows exactly where to preserve Moreland's rural character, maximize open space and tree cover and provide recreation opportunities to residents while allowing for limited residential development. This area would be accessible to walking and biking trails with greater pedestrian orientation and access, but would also incorporate significant open space.

The final character area illustrated in the Comprehensive Plan is that of the Traditional Neighborhood (shown in orange). This area is east of Highway 29 and south of College Street. Primarily this land is designated to provide housing options for all residents who want to live in a small town environment. Any new development would be encouraged to have smaller lots, oriented to the street with a mix of housing types. Increased pedestrian and bicycle access to the elementary school and the Town Square is also encouraged for the future.

The *Blueprints* process builds from these recommendations, particularly regarding the Town Plan strategies for Moreland and in discussing ways to retain the characteristics of a small town, livable rural Georgia community. For Moreland to have a thriving downtown and be self-sustaining there is the necessity for a larger population. A great downtown brings more residents, and the Town must continue investing to improve an already great place to help attract new residents and businesses. The proposed Town Plan addresses this strategy in several ways, addressing both the physical and natural assets of the community.

ZONING AND SUBDIVIDING

It is important for the Town to update zoning policies to reflect the mixed-use community it desires and as outlined in the various plan by allowing for a variety

EXISTING ZONING MAP (2012)

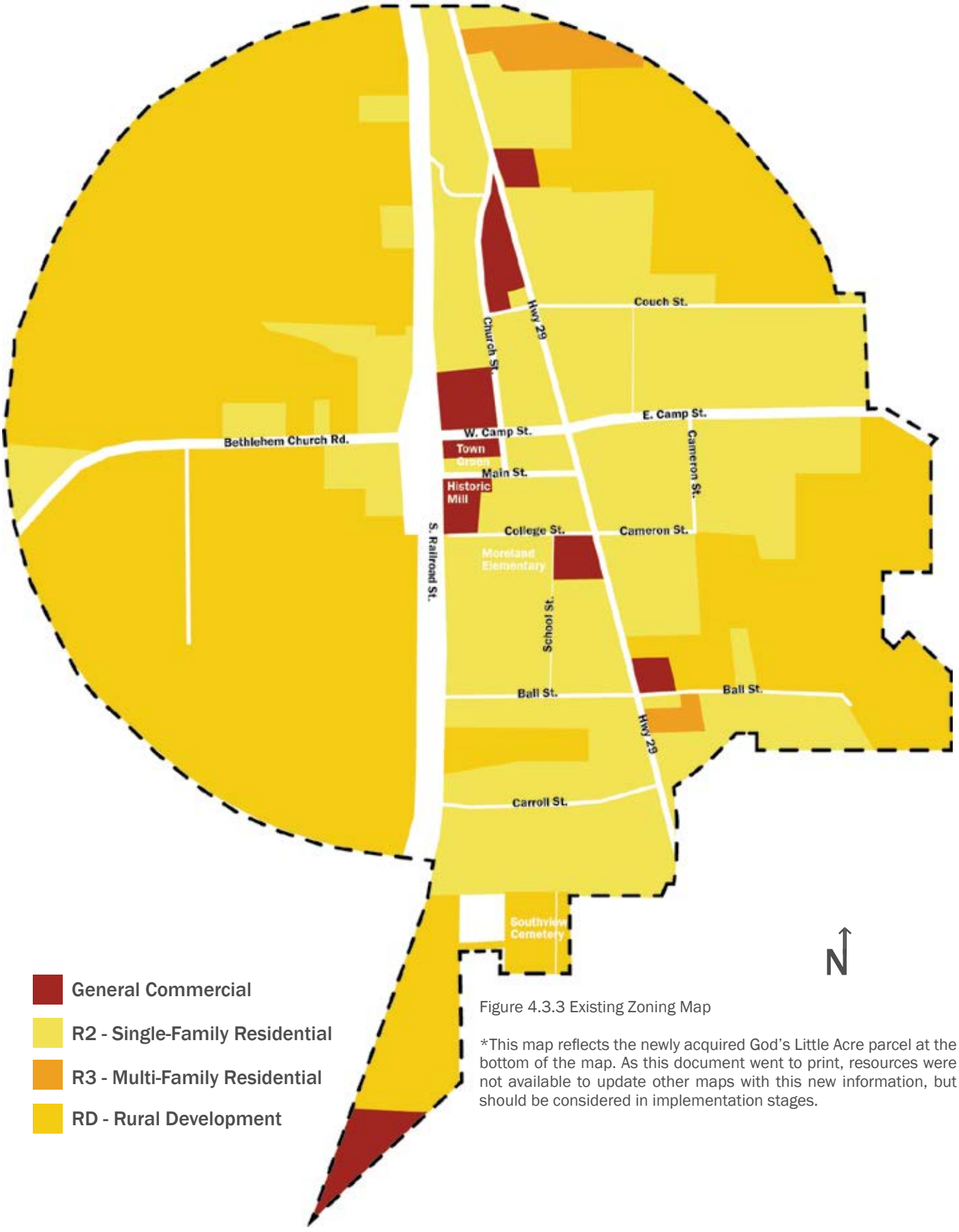


Figure 4.3.3 Existing Zoning Map

*This map reflects the newly acquired God's Little Acre parcel at the bottom of the map. As this document went to print, resources were not available to update other maps with this new information, but should be considered in implementation stages.

Figure 4.3.4 Updated Zoning Plan

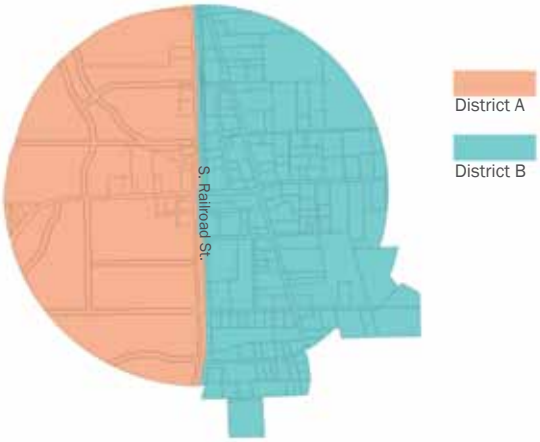


Figure 4.3.5 New Subdivision Plan

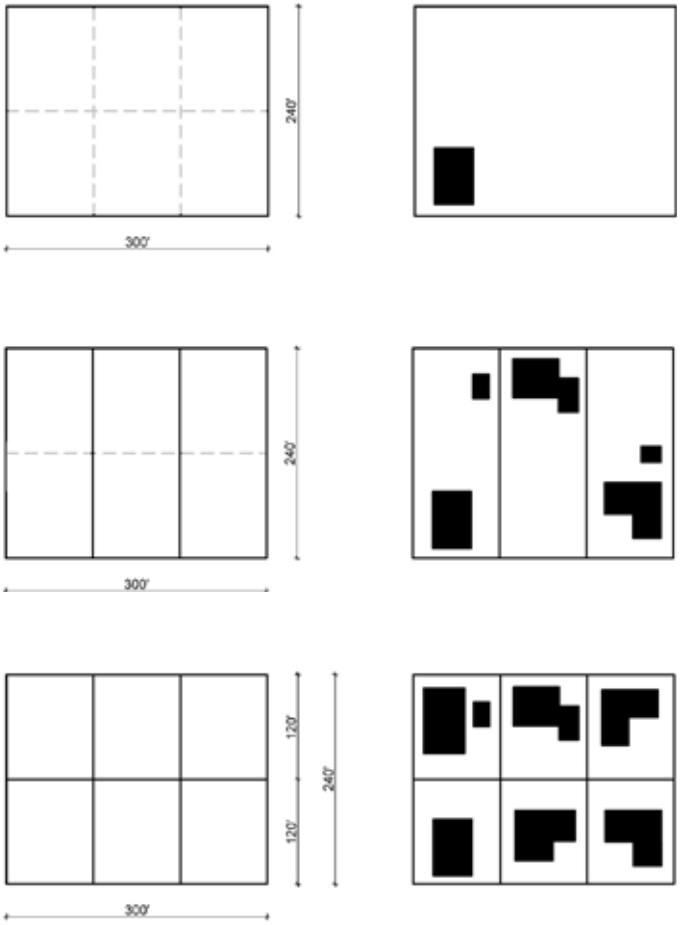


Figure 4.3.6 Subdivision Phasing Plan

of housing types in the residential districts. By changing the laws there will be less of a hurdle when businesses do want to locate in Moreland's downtown, and above-shop residences might be included. The existing zoning map (Figure 4.3.3) is separated into three categories, limiting housing type variety as well as areas commercial businesses can locate. There should be greater opportunity for new businesses to locate in Moreland easily, as well as for development to occur in designated areas. The updated zoning plan recommended for adoption by the *Blueprints* team (Figure 4.3.4) shows the entire city as one zoning category.

Similarly, it is also important for Moreland to subdivide large lots, where appropriate, to allow for new residents and an increase in population. A small population increase can bring more economic prosperity to the Town, and the potential for new businesses who see the need to accommodate for more people, as there is greater demand. Currently, Moreland's standard lot size is approximately 1.6 acres to accommodate the existing reliance on septic systems. By dividing this into six smaller lots, the lots will still be ample (over a quarter of an acre) and it will be easier to accommodate sewer infrastructure and connection when that is provided in Moreland. This modest subdivision of property would allow for a slight increase in density, allowing for new residents to live closer into town, retaining the walkable nature of Moreland and promoting the increase in population and tax base necessary for the town's survival. Figure 4.3.6 shows a three-phase plan for subdividing the lots over time, to allow a gradual increase in density and population.

In order to determine the best sites to subdivide, the *Blueprints* team proposed delineating separate subdivision districts, shown in Figure 4.3.5. This would follow the Character Areas outlined in the Comprehensive Plan – the area east of Highway 29 and south of College Street would be the traditional, low density neighborhood (District A in Figure 4.3.5) . The opposite area would be District B, where growth and smaller lots should be promoted. In doing this, the town also protects itself from undesirable development by clearly designating areas for growth and areas to keep relatively unchanged. It is critical to note that change will come to Moreland, desired or not. Directing how this change happens is an important step to ensure Moreland's character remains intact.

EXTEND WALKABLE STREET GRID

In conjunction with efforts from the Town Connectivity theme, extending the walkable street grid is important for pedestrian and cyclist accessibility. An increased population and new businesses will demand sidewalks to create easy and safe ways to get around Moreland. As mentioned previously, recreational paths not along streets could be created for this purpose as well. One way to expand these paths is through a green space network, which would in turn protect some of the natural resources throughout Moreland. The green space network could be created by establishing public rights of way around floodplains, wetlands and streams; this way the town can ensure that these resources will not be developed and will continue to be protected. A green space network could be created through the design of one or more new blocks as public space in the form of a park, with an accessible path. A walkable green space network would be an attractive amenity for citizens and tourists, further establishing an identity for Moreland. Also worthy of note is the fact that nearby Senoia did not plan for such connectivity in the past and now is expending more effort and funds to retrofit a greenspace system in a community where real estate prices have significantly increased.

Figure 4.3.7 Street Types Plan illustrates different types of streets in Moreland based on how travelled they are and where they are in relation to the Town Square and downtown area. The map supports previous recommendations in this report regarding subdivision of properties, new connectivity routes and better civic presence. The magnitude of cars traveling on these roads is indicated as heaviest to lightest (Highway, Civic Streets, Main Streets, Rural Roads and Park Roads, respectively). The more traveled roads, like the Highway and Civic Streets categories, help to prioritize places where investment should be made towards streetscape improvements and the creation of sidewalks. This information also helps to indicate better areas for subdivision of property, as highlighted in previous report sections. Where the roads can handle more cars, it is more feasible to allow for more residents along these routes. The Civic Streets category designates areas where civic buildings or other community assets lie. By prioritizing funding for these streets, residents and visitors see investment in the creation of a special place. Lastly, the more trafficked streets signify better opportunities for businesses, who will want good visibility to attract customers. Commercial buildings on these roads should therefore front on these streets and not be set too far back. The Street Types Plan should be used in conjunction with other plans and strategies in this section.

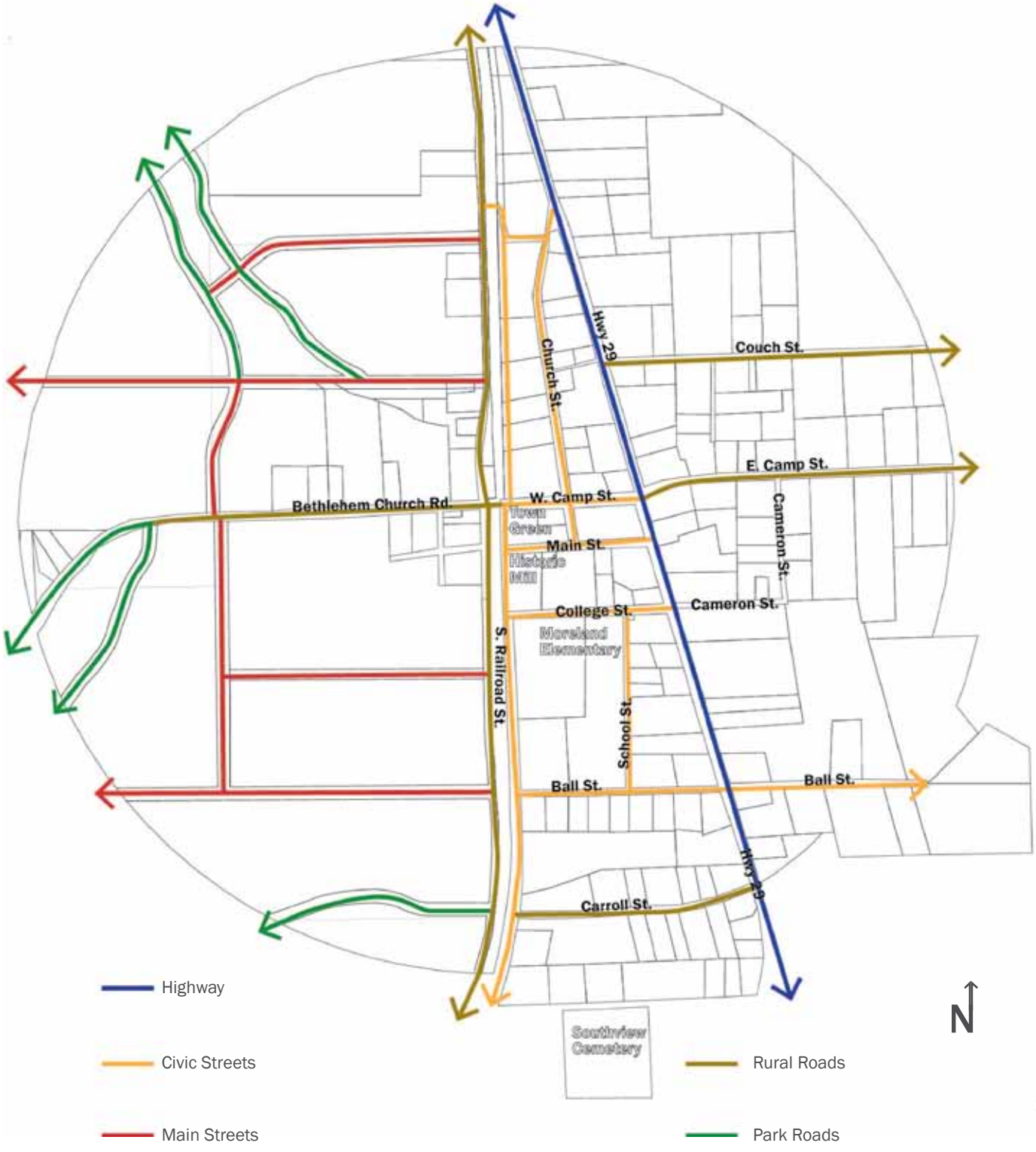


Figure 4.3.7 Street Types Plan

5.0 STRATEGIC ACTIONS & RECOMMENDATIONS

Moreland is a livable rural Georgia town whose residents want it to stay that way. But Moreland is going to change. A reviving economy, the continued growth of Newnan and its employment base, the future development of the Pope & Land project and the arrival of the sanitary sewer will all bring change.

The question is how Moreland will change in the near and long-term future. Will it become an indistinguishable part of Coweta County and become the suburban fringe of Newnan? Will a private developer's choice take precedence over Moreland's desired character? Or will Moreland retain its identity as a livable rural Georgia town, incorporating future growth in ways that sustain its identity and livability? The conclusions from the Georgia Conservancy *Blueprints* focus on strategies and projects to build and sustain Moreland's identity as a livable rural Georgia town for the 21st century.

5.1 STRATEGIES FOR MORELAND

The community should work to reinforce the identity of Moreland by improving the Town Square and its surroundings. The Town Square can reinforce Moreland's civic identity as a way to involve current residents and increase participation in the many aspects of life in Moreland, as well as a way to attract new residents who want to become part of a community in a livable rural town. Additionally, an improved Town Square can strengthen civic identity and reinforce Moreland as a destination for all kinds of tourists - history buffs, cyclists and others - from Coweta County, Georgia and beyond. All this in turn will influence economic development in Moreland, through

new businesses to serve new and existing residents, visitors and tourists, and through inviting real estate developers to build appropriately in Moreland to help maintain its rural town character.

As mentioned previously, connectivity for pedestrians and cyclists is necessary. Moreland can become an identifiable place when the Town Square is connected to the rest of the town. This includes building additional sidewalks to connect Highway 29 to the Town Square, to connect the Square to Moreland Elementary, to connect the surrounding residents to the Town Square and the school, and to connect the Square to the new God's Little Acre parcel. Connecting key attractions ensures that visitors and residents will have a destination and will be safe on their journey from vehicular traffic.

Moreland will also become more identifiable through the installation of unique crosswalks and pedestrian crossing signs, especially on Highway 29 and on streets leading to the Town Square and to Moreland Elementary. The highway can additionally be enhanced through a tree planting program. This will not only make a more beautiful street, but will also slow traffic and establish an identity for Moreland to those who only drive through it.

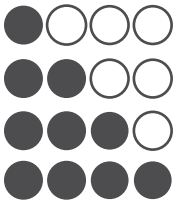
Figure 5.1.2 Sidewalk along Railroad Road looking south towards God's Little acre (historic Mill on left)

Figure 5.1.3 Moreland Elementary School from Railroad Road

5.2 RECOMMENDATIONS

This section summarizes and prioritizes, by numbered order, the strategies discussed in Section 4.0 Framework Plan. These recommendations were formed by the *Blueprints* team based on the process and project input from the workshops. A circle diagram beneath each recommendation illustrates the estimated amount of time the project should take to full completion, which is subject to change due to any unknown variables. Additionally, Figure 5.2.1 illustrates the possible SPLOST funding for the project, as identified and understood by the *Blueprints* team. The following section provides information regarding organizations with which the Town of Moreland could partner in order to help implement the recommendations. Please refer to Section 4.0: Framework Plan for a more detailed discussion of each strategy.

Estimated Timeline Diagram



5.2.1 THE TOWN SQUARE

PROJECT 1. RELOCATE CALDWELL HOUSE TO GOD'S LITTLE ACRE AND COMPLETE RESTORATION

Determine a site for the relocated house that respects its original historic setting and prepare detailed site design and construction documents for site improvements. Utilize the Concept Plan prepared by Claire Perko for aid in the site location decision (refer to page 9 for more details). Prepare public bid documents for: the preparations for house moving (removing and storing contents, structural supports, etc); preparation of new site, including foundation, utility connections, access walks and drives, parking, etc.; moving the house from present site on Railroad Street to the new location and placing it on the new foundation; repair restoration, and reinstalling contents (note that restoration probably includes electrical, plumbing and HVAC upgrades) as well as interior wall, ceiling, floor improvements and exterior repairs and painting.

Figure 5.2.1. SPLOST Fund Table

Project Category	SPLOST 1997	SPLOST 2002	SPLOST 2007	SPLOST 2012
Transportation Improvements including: roads, bridges, streets, sidewalks, bike and walking paths, crosswalks	✔	✔	✔	✔
Parks and Recreation		✔	✔	
Town Buildings and Structures	✔	✔	✔	✔
Cultural, Recreational and Historic Facilities	✔	✔	✔	✔
Wastewater Management		✔		
Cemetery Improvements				✔

Based on the table above, Project 1 could pursue funding from all of the SPLOST funding years, as the Caldwell House is a historic and cultural facility, and the plan is to relocate it to God's Little Acre, both a recreational and cultural facility. Rough cost estimate is $60,000 - $100,000 depending on extent of house restoration.

PARTNERSHIP INFORMATION

The Town of Moreland should seek partnerships with the Moreland Cultural Arts Alliance, Georgia DCA, Three Rivers Regional Commission, and the Georgia Humanities Council for implementing this project.

5.2.2 TOWN CONNECTIVITY

PROJECT 1. INSTALL NEW SIDEWALKS

●●●○ 1 to 3 years

Install new sidewalks in feasible locations to connect to Town Square, Moreland Elementary and God's Little Acre. This can be an ongoing project, with the award of small contracts block by block according to the preliminary plan by the *Blueprints* team and detailed feasibility investigation. The sidewalks should also be supported by street furniture and lighting, adjacent bike lanes, as well as potential stormwater controls. Over a two-year period, the cost of the project could be as much as $100,000.

PROJECT 2. INSTALL CROSSWALKS AND "STOP FOR PEDESTRIANS" SIGNS

●●○○ 6 to 12 months

Install crosswalks at feasible intersections that establish connections to the elementary school and the Town Square for Moreland residents on the east side of Highway 29. This must be coordinated with Georgia DOT. It is important to argue for unique crosswalks that attract attention of drivers and pedestrians at three key intersections on Highway 29. Cost can vary widely based on final design selected (standard vs. unique) and the number of crossings, but probably less than $5,000.

Install "stop for pedestrian" signs at these crossings. After the crosswalks are completed, these signs can be installed in the center of the highway at key locations. They can be purchased immediately and installed later. The *Blueprints* teams suggests purchasing a small supply of signs so as to have replacement inventory. The cost is unknown, but assume an inventory of signs to cost about $3,000 total.

PROJECT 3. ESTABLISH TREE PLANTING PROGRAM

●●●● 3 + years

The tree planting program is perhaps the most important connection project, because it creates an identity for Moreland along Highway 29. Instead of relying on signs and landscaped "gateways," planting trees along the highway would be much more effective. Landscape nurseries can immediately begin this implementation process, and should begin first with a landscape plan. Should the town decide not to work with Georgia DOT, a committee or task force should approach property owners for permission and developing an agreement that owners will care for trees and assume responsibility for them.

Phase One would include the planting of 200 trees, mostly on private property away from the Highway 29 right of way. Assume five varieties of native trees, 2-3 inch caliper, installed and guaranteed for a minimum of one year. Per tree estimated cost is $500 installed, or a total of $100,000. A second phase would include another 200 trees and approximately $100,000.

See Figure 5.2.2 SPLOST Fund Table on following page for further information on 5.2.2 Town Connectivity.

Figure 5.2.2 SPLOST Fund Table

Project Category	SPLOST 1997	SPLOST 2002	SPLOST 2007	SPLOST 2012
Transportation Improvements including: roads, bridges, streets, sidewalks, bike and walking paths, crosswalks	✔	✔	✔	✔
Parks and Recreation		✔	✔	
Town Buildings and Structures	✔	✔	✔	✔
Cultural, Recreational and Historic Facilities	✔	✔	✔	✔
Wastewater Management		✔		
Cemetery Improvements				✔

Based on the table above, Projects 1 through 3 could pursue funding from all of the SPLOST year funding, as all of the projects involve transportation improvements, from new sidewalks to crosswalks to a landscaped gateway.

PARTNERSHIP INFORMATION

Georgia DOT, Coweta County Parks and Recreation Department, property owners along Highway 29, The National Center for Bicycling and Walking, Safe Routes to School Partnership, and Wilbur Engineering (firm currently contracted with updating the Coweta County Transportation Plan).

5.2.3 IMPROVE THE TOWN SQUARE

This list includes several tasks to create a Town Square that reinforces the civic identity of Moreland and encourages future redevelopment around the Square.

PROJECT 1. IMPROVE TOWN SQUARE LANDSCAPING

●○○○ 4 to 6 months

Tree survey and assessment. This involves contacting the Coweta County Arborist to assess the condition of the existing trees on the Town Square and recommend any actions for pruning, treatments or removal. (Note: This has been completed. The Arborist assessment is in the Appendix on pages 58-59)

PROJECT 2. CONDUCT TOPOGRAPHIC SURVEY OF TOWN SQUARE

●○○○ 4 to 6 months

No changes to the Square should be attempted until a detailed topographic survey is made and a detailed design that incorporates low impact development techniques is completed as part of the Town Square. This is necessary before any other projects occur on the Town Square because of the existing drainage problems. Cost is unknown, but should be less than $10,000 for a detail survey on a 25-foot-grid for the Square and key spot elevations for surrounding to the top of the hill at the church.

PROJECT 3. DESIGN AND RECONSTRUCT TOWN SQUARE

●○○○ 4 to 6 months

Town Square detailed design including grading plans, stormwater management design, lighting, pavilion location, parking alterations, and landscaping. This includes coordinating the design with the DOT consultants for the sidewalks, lighting, etc. in the public rights-of-way. As part of a recent Transportation

Enhancement Grant, sidewalks are currently planned for the perimeter of the Square, as well as down Church Street. This grant also includes money to paint on-street parking in areas surrounding the Town Square. Cost estimate is $5,000 or so depending on final scope of work. This work should be done during the winter months – with construction beginning and completed during the early spring. Construction bids should be developed within four months and a contractor selected one month after that. Construction is anticipated to take approximately two months.

PROJECT 4. DESIGN AND CONSTRUCTION OF PAVILION

6 to 12 months

Design and Construction of pavilion and Construction Documents. Design should take approximately 6-8 months, with a contractor selected just after that. The project should be completed in approximately four months.

Figure 5.2.3 SPLOST Fund Table

Project Category	SPLOST 1997	SPLOST 2002	SPLOST 2007	SPLOST 2012
Transportation Improvements including: roads, bridges, streets, sidewalks, bike and walking paths, crosswalks	✔	✔	✔	✔
Parks and Recreation		✔	✔	
Town Buildings and Structures	✔	✔	✔	✔
Cultural, Recreational and Historic Facilities	✔	✔	✔	✔
Wastewater Management		✔		
Cemetery Improvements				✔

Based on the table above, Projects 1 and 2 could pursue money from SPLOST 2002 and 2007, as improved landscaping falls under approved Parks and Recreation monies. Project 3 implementation should look to SPLOST 2002 and 2007 for Parks and Recreation money for the new grading plans and stormwater design; all the SPLOST funding years for Transportation Improvements to accommodate new parking design and the addition of sidewalks. Project 4 should look to all the SPLOST funding years for design and construction of the new pavilion, as it would be a recreational facility.

PARTNERSHIP INFORMATION

Coweta County arborist, Coweta County Parks and Recreation Department, Precision Planning (firm currently helping implement the Transportation Enhancement grant in the Town Square).

5.2.4 CREATE A TOWN PLAN FOR MORELAND

PROJECT 1: TOWN PLAN FOR MORELAND

●●●○ 1 to 3 years

Prepare a detailed town plan, specifically a master street plan, a revised subdivision ordinance and a revised zoning ordinance, anticipating future sanitary sewer service. There is the potential that planning staff from Three Rivers Regional Commission and/or Coweta County could assist with some steps to minimize or eliminate the need to hire consultants.

Funding must be identified.

PARTNERSHIP INFORMATION
Three Rivers Regional Commission and Coweta County Water and Sewerage Authority.

5.3 OUTCOMES TO AVOID

Without revisiting the zoning and master town plan, the community runs the risk of their future development being determined by others and not themselves. Outsiders will not understand the need to retain the small community feel and may not consider the wishes of the Town over potential profits. Additionally, by preparing with plans and potential projects, the Town also becomes more desirable for possible redevelopment monies over other nearby and more unprepared places. Towns and cities that do not act to preserve their communities will not reach the longevity they hope for, and may vanish. For Moreland, this could mean as an indistinguishable part of Coweta County, or suburban fringe of Newnan. As discussed previously, incorporating future growth is necessary for the Town to increase its economic capabilities, and it can do this in a way that will help the Town sustain its identity and livability. Moreland has to build on its existing assets by way of the project recommendations listed throughout this *Blueprints* report. These strategies provide ways for Moreland to build on its strong history while still creating opportunity for a livable, rural Georgia town for the 21st century. Additionally, the Town is required to find project uses for existing SPLOST money, or else Coweta County will be compelled to rescind the money. Moreland citizens and leaders have the opportunity and funding to implement their vision of a better place.

5.5 PARTNER CONTACT INFORMATION

This section provides information on potential partner organizations that could help the Moreland community implement the recommendations found in this report. While this list identifies many potential partners, it is not exclusive. As additional partner organizations are identified, they should be included in implementation discussions.

ATLANTA METRO TRAVEL ASSOCIATION (AMTA)
The Atlanta Metro Travel Association advertises places to stay, services, things to do, and event calendars for Atlanta and the surrounding metro region. Moreland should request the Town and its museums to be advertised as part of AMTAs "History and Museums" section of things to do. There is currently a section for Coweta County activities, and while Erskine Caldwell and Lewis Grizzard are mentioned, there is no information regarding the Town of Moreland or the museums. Visitors seek out websites such as this one to help make travel plans and those interested could find out about Moreland very easily.
Email: pr@visitmetroatlanta.com
Website: www.visitmetroatlanta.com

CHATTAHOOCHEE-FLINT HERITAGE HIGHWAY
The C-FHH is part of the Presidential Pathways Travel Association, the Atlanta Metro Travel Association, the Georgia U.S. Highway 27 Association, and Georgia's Southern Rivers Travel Region. Moreland should ask to be listed as a historic and scenic stop on the route, home to renowned authors.

CLOUDLAND CANYON ENTERTAINMENT, LLC
Address: P.O. Box 26
Senoia, Georgia 30276
Phone: (678) 492 - 3161

COWETA COUNTY CONVENTION AND VISITORS BUREAU
Address: 200 Court Square
Newnan, Georgia 30263
Phone: (800) 826 - 9382
Contact: Lorraine LaRue
Email: llarue@coweta.ga.us
Website: www.explorecoweta.com

COWETA COUNTY DEVELOPMENT AUTHORITY
The Coweta County Development Authority (CCDA) works to encourage and promote economic development activity in the county, whether through the location of a new company or through the expansion of an existing facility.
Address: 100 International Park
Newnan, Georgia 30265
Phone: (770) 304 - 1777
Email: ccda@coweta.ga.us

COWETA COUNTY FIRE AND RESCUE
Chief: Johnny W. Teeters
Deputy Chief: Todd Moore
Address: 483 Turkey Creek Road
Newnan, Georgia 30263
Phone: (770) 254 - 3900
Website: www.coweta.ga.us

Should the recommendation be pursued to relocate the Coweta County fire station off of the Town Square, Coweta County Fire and Rescue would need to be involved as there are site restrictions.

COWETA COUNTY RECREATION DEPARTMENT
Coweta County Administration Building
22 East Broad Street
Newnan, Georgia 30263

COWETA COUNTY SCHOOL SYSTEM
Address: 237 Jackson Street
Newnan, Georgia 30263
Phone: (770) 254 - 2800

Moreland Elementary School
Principal: Beverly Yeager
Address: 145 Railroad Street
Moreland, Georgia 30259
Phone: (770) 254 - 2875
Website: http://www.cowetaschools.org/mes/

COWETA COUNTY WATER AND SEWERAGE AUTHORITY
Septic Tanks, sewerage, etc.
Address: 545 Corinth Road
Newnan, Georgia 30263
Phone: (770) 254 - 3710
Website: www.cowetawaterauthority.com

COWETA FERST FOUNDATION
The annual Lewis Grizzard & Catfish Memorial Bike Ride runs through Moreland and benefits the Ferst Foundation for Childhood Literacy, which provide books for preschool age children in Coweta County. This event is a good opportunity for Moreland to showcase itself to visitors, and coordinating other local activities on this day could help bring more attention to the community.
Address: P.O. Box 336
Newnan, Georgia 30264
Contact: Nelda Boren
Email: nboren59@att.net
Contact: Pat Tidwell
Email: ptidwell67@gmail.com
Phone: (770) 253 - 6839
Website: www.cowetaferst.org

FIRST BAPTIST CHURCH
Pastor: Daniel Ausbun
Address: 2930 S. Highway 29
Moreland, Georgia 30259
Email: info@fbcmoreland.org
Phone: (770) 253 - 3535
Website: www.fbcmoreland.org

GEORGIA CENTER FOR THE BOOK
The Georgia Center for the Book is a sponsor and partner of the Southern Literary Trail (SLT). The center sponsors 100 programs a year, bringing authors from around the nation and state for public appearances. It sponsors the Georgia Literary Festival and sponsors state student literary competitions in two national programs. The Center could be a great resource as Moreland continues to use its literary history as a tourism generator, helping promote and possibly fund book or literary festivals, or aid in bringing an author to the town and/or school.
Address: Georgia Center for the Book
at DeKalb Public Library
215 Sycamore Street
Decatur, Georgia 30030
Phone: (404) 370 - 8450 x 2225
Website: www.georgiacenterforthebook.org

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS
The Georgia Department of Community Affairs (DCA) provides a variety of community development programs to help the state's communities realize their goals. DCA offers a variety of economic development incentives and tools designed to help promote growth and job creation. It helps offer decent housing options through a range of programs that foster new housing development, home ownership, and improved housing choices. DCA promotes sustainability, environmental protection, and enhanced quality of life by encouraging local implementation of generally accepted best growth and development practices. The agency may be able to assist in obtaining funding and implementation of recommendations related to new or improved development throughout Moreland.
Central Office
Address: 60 Executive Park South, NE
Atlanta, Georgia 30329
Phone: (404) 679 - 4940
Website: www.dca.ga.gov

Office of Downtown Development's Georgia Main Street and Better Hometowns Programs
Website: www.mainstreetgeorgia.org

GEORGIA DEPARTMENT OF TRANSPORTATION (GDOT)
The Georgia Department of Transportation works to provide a safe, seamless and sustainable transportation system that supports Georgia's economy and is sensitive to its citizens and environment. GDOT has jurisdiction over any state route throughout Georgia. The tree planting program proposed suggests that the community work with residents to create this

GEORGIA HUMANITIES COUNCIL (GHC)
The GHC is a nonprofit organization working to ensure that humanities and culture remain an integral part of the lives of Georgians. Their work includes presenting stories and ideas that help individuals understand themselves and others and providing learning opportunities that are important for a functioning democracy. GHC provides opportunities for reflection and thoughtful discussion to enhance learning experiences, and they partner with libraries, museums and other cultural and educational institutions to carry out their programs. Work with the GHC could aid in the story-telling of Moreland authors Grizzard and Caldwell, help create a pavilion that is similar to the old train depot, as well as bring about increased awareness for the history of Moreland.
Address: 50 Hurt Plaza, S.E. Suite 595
Atlanta, Georgia 30303
Phone: (404) 523 - 6220
Website: www.georgiahumanities.org

MORELAND HISTORICAL SOCIETY
Website:
http://www.museumsusa.org/museums/info/13071

NEWNAN-COWETA CHAMBER OF COMMERCE
The Newnan-Coweta Chamber of Commerce is committed to building a strong local economy, strengthening, enhancing and protecting business. Any new local businesses may want to seek the advice of the Chamber for best practices and any input they might share.
Address: 23 Bullsboro Drive
Newnan, Georgia 30263
Phone: (770) 253 - 2270
Email: info@newnancowetachamber.org

Entrepreneurs THRIVE in Coweta! (ETC!)
ETC! is a program of the Newnan-Coweta Chamber designed to promote a business culture in Coweta County that helps entrepreneurs prosper and grow.
ETC! worked to help Coweta acquire State designation as an Entrepreneur Friendly Community.

NEWNAN TIMES-HERALD
The *Newnan Times-Herald* is the local newspaper, and Moreland resident Winston Skinner is a writer. Skinner was able to document much of the Blueprints process and should continue to be included in conversations about implementation to help Moreland gain press surrounding new projects and events.

RALEIGH STUDIOS - ATLANTA
A film production company located in Senoia put a significant amount of interest into the redevelopment of Senoia through the Historic Senoia Project, so that the city and surrounding areas would be utilized for filming purposes.

SAFE ROUTES TO SCHOOL (SRTS) - GEORGIA CHAPTER
SRTS is a program of GDOT that empowers communities to make walking and bicycling to school a safe and routine activity once again. Georgia's SRTS Resource Center assists schools and communities with education, encouragement, evaluation, planning, and other nonconstruction related SRTS activities. SRTS also provides funding to local governments to improve walking and bicycling conditions to schools. Safe Routes to School Georgia should be able to assist

Moreland in planning, funding, and implementing recommendations that make walking and biking to school easier, such as creation of crosswalks and streetscape improvements that connect to Moreland Elementary School.
Central Georgia SRTS Coordinator: Alicia Hatcher
Phone: (404) 593 - 9569
Website: www.saferoutesga.org

SOUTHEAST TOURISM SOCIETY
A nonprofit organization dedicated to the promotion and development of tourism throughout the Southeast.

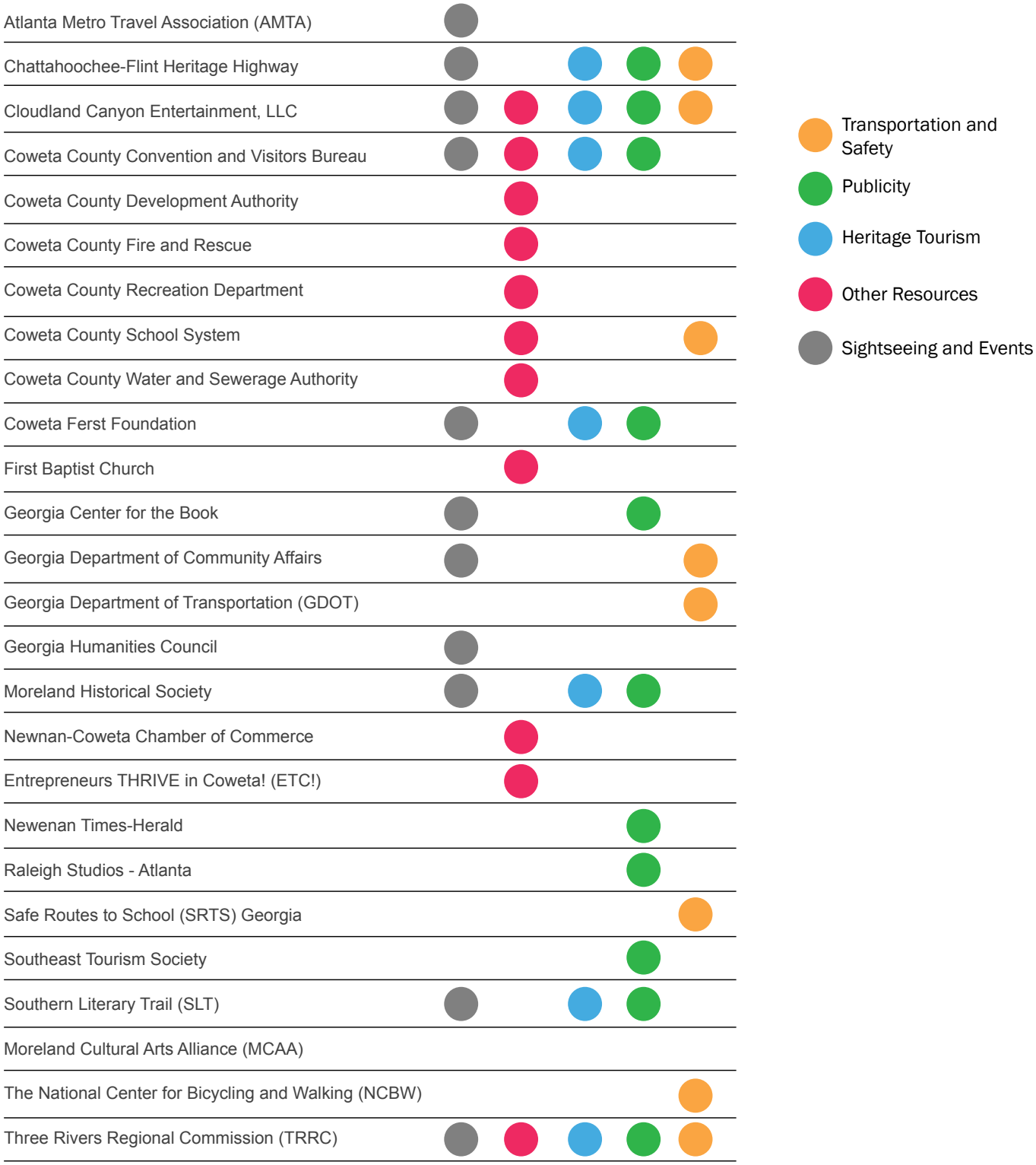
SOUTHERN LITERARY TRAIL (SLT)
The SLT website provides details of events and tours, including events in Moreland. The website also provides histories linking the writers to the communities and landmarks along the Trail. Continued involvement with the SLT.
Website: www.southernliterarytrail.org

MORELAND CULTURAL ARTS ALLIANCE (MCAA)
The MCAA is working with the Town of Moreland and with area entities to coordinate tourism at the Moreland Hometown Heritage Museum, previously known as the Old Mill Museum, and at the Erskine Caldwell Birthplace and Museum.
(http://www.times-herald.com/close-up/Moreland-alliance-holding-first-membership-drive--1999602)
Contact: Winston Skinner, Chairman
Address: P.O. Box 490
Moreland, Georgia 30259
Phone: (770) 897 - 1890
Website: http://www.morelandadventure.com/

THE NATIONAL CENTER FOR BICYCLING AND WALKING (NCBW)
NCBW is a program at Project for Public Space, Inc. The aim of NCBW's program is to change the way communities are planned, designed and managed to ensure that people of all ages and abilities can walk and bike easily, safely and regularly. The changes needed to make communities more physically active places will be achieved only through sustained action at the local level - in each community - demanded by the public and supported by positive national, state, and local policies and programs. The website has additional bike and pedestrian resources useful for consultation regarding increased town connectivity.
Address: 1612 K Street, NW Suit 802
Washington, D.C. 20006
Phone: (202) 223 - 3621
Website: www.bikewalk.org

THREE RIVERS REGIONAL COMMISSION (TRRC)
The TRRC is a 10-county regional planning commission that covers the west central portion of Georgia, including Coweta County. The TRRC is a quasi-governmental regional planning organizations created and managed under Georgia law by their member local governments. The TRRC performs many functions, but essentially develops, promotes, and provides comprehensive planning and development services that seek to make the local communities in its region better places in which to live and work. The TRRC provides professional technical assistance to state and federal agencies as well as to local governments in advancing quality growth and development. The TRRC assisted Moreland in the creation of the Moreland Economic Strategy report from June of 2011. Representatives from the TRRC were involved throughout the Moreland Blueprints process, and should continue to be a resource for the town.
Address: P.O. Box 818
120 North Hill Street
Griffin, Georgia 30224
Phone: (678) 692 - 0510
Website: www.threeriversrc.com

PARTNERSHIP INFORMATION



APPENDIX

CONTENTS

WORKSHOP 1 SUMMARY (page 48)
March 3, 2012

WORKSHOP 2 SUMMARY (page 52)
April 14, 2012

ARBORIST REPORT FROM COWETA COUNTY PLANNING AND ZONING DEPARTMENT (page 58)
October 22, 2012
This report recommended an assessment of existing trees on the Town Square. For more information on this recommendation, refer to page 39.

CALDWELL HOUSE RELOCATION AND RESTORATION SUBMISSION TO AMERICAN INSTITUTE OF ARCHITECTS (AIA) ATLANTA CHAPTER (page 60)
November, 2012
Each year, AIA looks for service projects around Georgia that professionals can lend their expertise to for little to no charge. On behalf of the Town of Moreland, the Georgia Conservancy submitted the Caldwell House as a project with multiple opportunities for different types of professionals to contribute to. Unfortunately, it was not selected at this time, but AIA has encouraged the Town of Moreland to submit this project, or another, next year (2013).

WHAT'S GOING ON IN MORELAND? FLYER (page 61)
This flyer was used to generate interest in the Moreland *Blueprints* final recommendations meeting held in November 2012.

Moreland Blueprints
Workshop 1 Summary

March 3, 2012
Moreland Mill
10:00am – 12:30pm

On March 3, 2012, the first workshop of the Moreland *Blueprints for Successful Communities* project was held at the historic Mill in downtown Moreland. Participants included the *Blueprints* team (consisting of the Georgia Conservancy staff, Professor Richard Dagenhart, and the Georgia Tech students) as well as a variety of stakeholders from Moreland and surrounding areas. Mayor Josh Evans opened the workshop with a welcoming statement for all participants and expressed excitement that the Georgia Conservancy's *Blueprints* program is focusing on Moreland. Presentations were provided by the Georgia Conservancy staff and the Georgia Tech studio (graduate class).

Katherine Moore, AICP, *Blueprints for Successful Communities*, Program Manager, discussed the history of the Georgia Conservancy, the *Blueprints for Successful Communities* program and process, and introduced the *Blueprints* team that will be working with the Town of Moreland. Katherine emphasized that the Moreland *Blueprints* project would build on work already accomplished, including the Moreland Comprehensive Plan and the Economic Strategy. The *Blueprints* planning process includes several community workshops during which ideas developed by the team are presented to the community for feedback and suggested changes. A report will be developed at the end of the process which documents and prioritizes the recommendations so that the community can begin implementation. Katherine's presentation can be found on the project website: GeorgiaConservancy_Presentation.pdf.

Deanna Murphy, *Blueprints for Successful Communities*, Urban Designer, discussed key terms and design concepts that will likely be discussed throughout the *Blueprints* process. Key terms included: studio, city planning, and urban design (definitions can be found in GeorgiaConservancy_Presentation.pdf). Deanna also presented design concepts that can contribute to creating a walkable, healthy, and well-connected community. The design concepts included: Creating a sustainable, well-connected framework; paying close attention to fronts and backs; and the importance of a natural and sustainable stormwater management system, similar to what Moreland already has. More information can be found on the project website: GeorgiaConservancy_Presentation.pdf.

The Georgia Tech graduate studio (class) is being led by Professor Richard Dagenhart. Professor Dagenhart explained that the student work will focus on three themes: Downtown Green (Town Square) Revitalization, Connections, and a Town Subdivision Plan. The Georgia Tech students presented these three project themes.

- The **Town Green (Town Square)** group will examine potential redevelopment scenarios for the downtown green and the parcels surrounding the green. Six scenarios were presented to stakeholders that showed different configurations for parcel usage on and surrounding the town green, each marked on a relative scale of costs to implement the strategy (low cost, medium cost and high cost). This presentation can be found on the project website: StudentPresentation_Town_Square.pdf
- The **Connections** group will explore pedestrian, bicycling and vehicular connections within the Town of Moreland, as well as those connections that link Moreland to nearby communities.

This group presented initial ideas for new sidewalk locations and proposed the creation of a more formal entry into Moreland from Highway 27 through streetscape improvements and landscaping. This presentation can be found on the project website: StudentPresentation_Connections.pdf

- The Town Subdivision Plan group will examine the creation of subdivision plans and/or street master plans to make sure future development is appropriately scaled, well-connected, and fits the small town character of Moreland. This group focused on large parcels of land that may be redeveloped in the future, with the assumption that sewer infrastructure will come to the community in the near future. This presentation can be found on the project website: StudentPresentation_Moreland_Subdivision_Plan.pdf

After the presentations, workshop participants were asked to divide themselves among three breakout tables that reflected each of the three project themes as discussed above. Stakeholders spent about 15 minutes at each table, in order to interact with the Blueprints team and provide feedback on the various concepts for each theme.

Below is a summary of the discussions that occurred at each of the three tables.

<u>Town Green:</u>

- According to a stakeholder, the parcel that is currently considered the downtown green or square is owned by one person. The Town of Moreland leases this property but does not own it. The fire station is located on a separate parcel.
- A discussion centered around the following question: If, in the future, the fire station needs to be expanded or rebuilt to accommodate more vehicles/services to match an increased population in and around Moreland, would that be a reason to move the fire station?
- One participant was very excited with the idea of more usable green space in the town green. The individual felt the current use of the green was good but that it was not being utilized as much as possible as a gathering/social spot to benefit the community.
- When was the fire station built? An answer to this question has not been obtained.
- The development of a gateway concept for Moreland from Highway 27 was discussed and supported by several participants. Highway users are generally not aware that they are passing through Moreland or the surrounding communities and signage, landscaping or other attractive indicators of the different cities and neighborhoods along the highway corridor would help the communities have clear identities.
- One participant explained that the Caldwell House was placed with its back into the green because when the house was originally relocated from its location outside of town, there was a desire to have it face the street as it had faced the street in its original location.
- The hut across the street from the Caldwell House is believed to be owned by a religious organization and that organization also owns the undeveloped/grassed lot next door. It is believed that the town has approached the property owner about selling both lots but the owner has not expressed interest.
- Several stakeholders remembered that historically businesses and a bank sat across the street from the town green and faced inward towards it.
- Several participants expressed skepticism that the fire station could be relocated, mainly out of concern that the cost would be prohibitively high and the County would not want to undertake the costs to do so. These participants felt that, if the station could not be moved, a scenario that made the building more attractive would be the best way to deal with its awkward placement.

Connections:

- Concern was expressed that the right-of-way space may not be available along the major corridors for sidewalks, as much of the land adjacent to the roadways may be privately owned. It will be necessary for the city to work with these land owners to install any landscaping, signage, or streetscape improvements.
- Several stakeholders were concerned about children getting near the very active railroad.
- Community assets that stakeholders expressed interest in seeing better connectivity to, through sidewalks, included: the Post Office, the School, the Town Square, the Caldwell House (wherever it ends up being located), the Moreland Mill, Highway 27, and to surrounding communities.
- Landscaping and crosswalks were desired for several locations in town, especially combined with signage to allow non-vehicular users to cross the highway safely.
- Cyclist visiting Moreland and the surrounding area are viewed as valuable and important tourists to continue to welcome. Several discussions about formalizing existing cycling routes with pavement markers and signage occurred. Interest was expressed in exploring additional bike routes/lanes.
- Stakeholders expressed interest in placing mile markers along bike routes so that recreational users could take bike routes that matched their ability level—i.e. marking 5, 10, 20, etc. mile routes.
- If drawing visitors into Moreland is successful, day parking for these visitors will be needed — this could be done with street parking to avoid the cost of a parking lot. Additionally, bus parking may be needed.
- A well-connected sidewalk infrastructure will allow for visitors to park once and then walk around town and enjoy Moreland's current and future amenities.
- The Lewis Grizzard bike ride was discussed as a draw for cyclists and tourists into Moreland. This October bike ride begins in Moreland.
- According to one stakeholder, the city has hired an engineer to look into building a sidewalk along Camp Street, east of Highway 27.
- It was discussed that the Transportation Enhancement (TE) project has not been designed and, therefore, ideas and designs completed in this project could help inform the TE project. The Blueprints process could also propose a Phase 2, with which the city could use to apply for more TE funding. It was expressed by a stakeholder that the TE funding would help provide historic street light fixtures to the town square and surrounding areas.
- The proposal of including signage, streetscape design, and landscaping to Highway 27 to indicate entrance into Moreland was well received by stakeholders. Several stakeholders expressed that a small, blue Department of Transportation (DOT) sign along Highway 27 was their current indicator that they had entered Moreland. One individual explained that a water tower that formerly sat at the site of the Lewis Grizzard Pavilion had previously provided her wayfinding into the community.
- Signage at the eye level that promotes attractions and places in Moreland might help draw people into town.
- According to participants, automobiles drive fast along Highway 27, so in order to invite them into Moreland and make it safer for pedestrians crossing Highway 27, traffic calming strategies may need to be considered.

Town Subdivision Plan:

- The concept of establishing smaller, more walkable blocks was well-received with each stakeholder group.
- Stakeholders expressed a desire for more services in town, especially a restaurant.
- It was pointed out by one stakeholder that Senoia's redevelopment has been successful but that they didn't think about trails for walkers and cyclists originally and are now forced to go back and find locations to insert such trails. Moreland should plan with this in mind initially.
- Some stakeholders expressed concern over the potential for the Pope & Land property to create high density residential development in town.
- The highway is seen as a safety concern by several. Safe crossings for children are desired.
- Stakeholders feel strongly that the town's literary past and its two authors are important tourist draws.
- There is a desire to have a stronger physical connection between the school and the mill and the downtown square.

Following the breakout session, a representative from each table reported back to the group the top 3-5 ideas captured at his/her table. These central ideas where captured on large sheets of paper and posted on easels for the participants to view. Once each theme's main ideas were posted, workshop participants were given three stickers and asked to "vote" on the ideas he/she liked best by placing the stickers next to the ideas they felt were most important and needed to be further examined in the Blueprints process. The votes could be distributed in any grouping the stakeholder decided.

Ideas collecting the most dots included: Relocate the Caldwell House to the land near the proposed "You Pick-It" and build a Pavilion on the Town Square behind the Fire Station, leaving the rest of the town square as greenspace; extend sidewalks to community assets; create landscaping and crosswalks on Highway 29 for safety, aesthetics, and as a gateway into the community; create a well-connected and walkable street grid.

The presentations from this meeting, pictures of the workshop activities and pictures of the idea voting results can be found on the project website under the "Community Workshop 1" tab.

Moreland Blueprints
Workshop 2 Summary

April 14, 2012
Moreland Mill
10:00am – 12:30pm

On April 14, 2012, the second workshop of the Moreland *Blueprints for Successful Communities* project was held at the historic Mill in downtown Moreland. Participants included the *Blueprints* team (consisting of the Georgia Conservancy staff, Professor Richard Dagenhart, and the Georgia Tech students) as well as a variety of stakeholders from Moreland and surrounding areas. Mayor Josh Evans opened the workshop with a welcoming statement thanking all participants for their involvement. Katherine Moore, AICP, *Blueprints for Successful Communities* Program Manager, provided a brief overview of the *Blueprints* program and process, as well as a summary of the outcomes of Workshop 1.

Professor Richard Dagenhart of Georgia Tech explained the three focus areas that the students have been exploring and developing concepts for. The three focus areas include: Downtown Green (Town Square) Revitalization, Connections, and a Town Plan/Street Master Plan.

The Georgia Tech students presented their draft concepts that address issues and build from assets within each project theme.

- The **Town Green (Town Square)** proposal focuses on how to make the town green more active and draw people to the center of town, while also dealing with stormwater management issues. At Workshop 1, stakeholders expressed a need for more activity and programming in the Town Green to draw more people to the center of town. Stakeholders were concerned with the water issues throughout the Town Green, in particular the flooding that happens at the Caldwell House site. Additionally, stakeholders agreed that the back of the Fire Station facing the Town Green creates an aesthetically unpleasing view and were open to recommendations for addressing this issue. The following strategies attempt to address these concerns:
    - Relocate the Caldwell House to the You-Pick-It site. This move will deal with the stormwater issues at the Caldwell House site and will provide the Caldwell House a prominent location with other historic structures near the You-Pick-It.
    - Relocate the playground closer to the school. An alternative was discussed to relocate the playground to the existing Caldwell House site. This will open up more space for a structure to be built behind the Fire Station.
    - Remove the parking lot next to the First Station and allow for on-street parking. This will allow more open, green space on the Town Green.
    - Build a Band Stand behind the Fire Station to hide the back of the building. The Band Stand will face the street. This orientation of the Band Stand will deal with the fronts and backs issue that was discussed during Workshop 1, in which the fire station currently has its back to the street. The Band Stand will not only hide the back of the building, but will give the street a front facing structure. Benches will be located under the structure that can be pulled out for use as needed.
    - Relocate the Fire Station from the Town Green and create a more permanent tiered seating for the Band Stand at the current Fire Station site. The Band Stand can now face the new seating or the street, depending on how the community chooses to use it at any particular time.

- Re-grade the site to deal with stormwater management. Keep the swales (drainage ditches) and add to them so the entire town green is surrounded with swales that can deal with the water runoff from the street and from the square itself. Build sidewalks around the town green between the swales and the town green interior.

The students' display boards that describe this draft proposal can be found on the project website: TownGreen_Draft.pdf

- The Connections proposal focuses on creating access to community assets throughout the town, providing safe routes for pedestrians and cyclists, and creating a gateway into Moreland on Highway 29. During Workshop 1 stakeholders expressed concerns for safe and accessible routes to the elementary school, in particular along Highway 29 and streets near the school. Stakeholders were also concerned with a lack of identity and lack of gateway into the community. Additionally, stakeholders were concerned with connectivity and accessibility to assets and amenities throughout the town. The following strategies attempt to address these concerns:
  - Create a tree planting program along Highway 29 that encourages and assists land owners in planting trees along this thoroughfare. This program will beautify Highway 29 in Moreland and will slow drivers down as they enjoy the scenic drive. This canopy of trees will also make drivers aware that they are entering a unique place, Moreland. The tree planting program will give land owners a choice of how many and which types of trees are planted. Crosswalks are also proposed on Highway 29 to provide greater access across the roadway and to make drivers aware that pedestrians may be crossing, ultimately slowing traffic down through Moreland.
  - New signage at the gateways to Moreland is also proposed to indicate to travelers that they have arrived in Moreland.
  - New sidewalks and crosswalks are proposed throughout the city to connect pedestrians to community amenities, such as the school, the town green, the church, and the mill.
  - Proposed crosswalks will have a unique, artistic character, such as taking the form of a shoe print.
  - Paint the boardwalk that connects the elementary school to the town green a bright color to make it stand out as a unique amenity.

  The students' display boards that describe this draft proposal can be found on the project website: Connections_Draft.pdf

- The Town Plan proposal focuses on created a master street plan that allows for future growth. Growth will eventually come to Moreland, especially once sewer services are extended into the area. Creating a town plan will allow Moreland to have a say in how this development happens – in a way that fits the small town character of this community. During workshop 1, there was support for growth, as it will bring more services to the area for existing residents. Small, more walkable blocks were also supported in Workshop 1 as they allow for easy access and greater connectivity. The following strategies were proposed for the Town Plan:
  - Adopt a Street Master Plan that subdivides the land into developable lots that are interconnected and fit into Moreland's existing street network. The proposed Street Master Plan creates 213 lots of varying sizes. To support septic a lot has to be a minimum of 1.6 acres, in accordance, each proposed lot is this size or larger. The proposed blocks can be subdivided, incrementally, as development occurs and sewer service moves into the area. The locations of streams, lakes, the highway, and existing topography all played a role in the Street Master Plan that is proposed. The Street

Master Plan gives the community the power to determine how their town will develop, as opposed to giving the developer the ability to build their town.

- Streets will be built by the land developer, with a requirement to build ½ the street along the property edge at a width of 18'. Once the property owner on the other side begins development, they will build the other 18' width of the roadway and a median will be built to create walkable, scenic roadways. This allows for the streets to be built incrementally and at a lower cost to the city and the property owner.
- Adopt a Street Type Plan that is overlaid onto the Street Master Plan and provides land use regulations associated with different street types. The proposed street types include the Highway, Civic Streets, Main Streets, Rural Streets, and Park Streets. Each of these street types will have appropriate uses associated with them, so as development occurs, building uses are made clear. For example as the Highway street type is a major thoroughfare, it can handle and encourage a large mix of uses such as commercial, retail, and residential. On the other hand, the Rural Street and Main Street types may only accommodate residential and some neighborhood retail uses. The creation of a Street Type Plan will simplify the zoning process and make it more flexible to allow for land uses that are appropriate to the character and development patterns of different areas throughout Moreland. It is proposed that the town be a single zoning district with two subdivision districts where the street types determine the uses. This plan will also allow Moreland to have a clear vision for how the town will develop in the future.

The students' display boards that describe this draft proposal can be found on the project website: TownPlan_Draft.pdf

After the presentations, workshop participants were asked to divide themselves among three breakout areas that reflected each of the three project themes as discussed above. Stakeholders spent about 15 minutes at each theme, in order to interact with the Blueprintsteam and provide feedback on the various concepts for each theme.

Below is a summary of the discussions that occurred at each of the three theme areas.

<u>Town Green:</u>

- The concern was raised that if the playground was moved from the Town Green to a location near the elementary school that it would be more difficult for parents to keep an eye on their children when events are happening at the mill, the church, or in the Town Green itself. As events happen in and near the town green, parents like to allow their kids to play in the Town Green playground as they can keep an eye on them while socializing. It was suggested that the Blueprints team consider relocating the playground to the site of the Caldwell House.
- According to a stakeholder, the Town Green was lined with Mimosa trees in the past. A tree plan was recommended for the Town Green to help create a park-like feel for this area and to determine where the Band Stand and other programming can take be placed depending on the location of existing and future trees.
- The question was asked: What is causing the drainage issues on the Town Green and near the Caldwell House? The Blueprints Team explained that is mainly due to the grade of the site. Currently the roads surrounding the green, the buildings, the fire station, and the fire station parking lot all flow into the Town Green. The site will need to be re-graded to resolve this issue. The installation of swales around the Green will also capture water run-off before it reaches the Green.

- The design of the swale will be further explored to make them an interesting and aesthetically pleasing asset to the Town Green. It was also mentioned that the stakeholders would like the term "swale" to be further defined.
- There was discussion about what architectural style the Band Stand would be. Would it be traditional or modern architecture? The Blueprints Team explained that the structure could be constructed out of a wood decking, such as teak, which does not weather easily and does not attract insects. The proposed structure is approximately 24X13 ft. and 19 ft. tall. These dimensions fit well on the proposed site and act as an aesthetic buffer between the back of the Fire Station and the street.
- Accessibility to the Band Stand was also discussed. Steps could be provided on one side of the structure and a ramp could allow access the other side.
- Similar Town Greens to Moreland that have a programmed structure, like the proposed Band Stand are town squares in Duluth, Georgia and Norcross, Georgia.
- The question was asked: Where would the Fire Station be relocated to if it is moved from the Town Green? The Blueprints Team explained that moving a government building would be the action of the County. In this case Coweta County would have to be consulted.

<u>Connections:</u>

- The question was asked: How close can the trees be planted to Highway 29? The Blueprints Team responded that the trees could be planted up to the private property line, as the intention is to encourage private property owners to join the tree planting program and plant on their property.
- The question was asked: Does the Department of Forestry provide trees? The Blueprints Team will look into this.
- The question was asked: Can traffic lights be installed on Highway 29 at the Moreland entrances to slow people down? The Blueprints Team explained that further study would need to be conducted by transportation engineers to see if Highway 29 meets the traffic count needs to justify a traffic light. It should be noted that traffic lights generally cost about $100,000 to install. The proposed trees and crosswalks on Highway 29 should help to slow passersby down as they move through the area.
- The question was asked: What is a homeowner wants to join the tree planting program, but doesn't want trees and instead wants flowers or shrubs? Other landscaping could be a possibility, although the vision of the tree planting program is to create a strong visual of trees and tree canopies that will slow drivers down.
- The question was asked: How wide are the proposed sidewalks? The Blueprints Team responded with 5'.
- A stakeholder explained that the speed limit counters that the Sheriff's office places along roadways, is a good speeding deterrent.
- The Georgia Urban Forestry Department is a potential resource for the tree planting program, as they have a program that helps plant trees in rural areas. The Blueprints Team will look into this resource.
- One stakeholder explained that the boardwalk between the school and the Town Green was originally built as a dirt path and known to locals as "The Path". It was created to allow students access to school away from Highway 29. Children would commonly walk from school across The Path and to the convenience store that occupied the building next to The Path, across from the Town Green. There were benches outside of the store were the children would enjoy. Children from the school would also draw and paint views of and from The Path. One stakeholder

expressed that the best artwork came from The Path. The Boardwalk was built about 20 years ago as the Path resides in a low-land and would become flooded periodically.

- According to one stakeholder, the horse statues along the roads in Newnan, Georgia act as traffic calming devices, slowing drivers down as they pass by. A similar strategy could be proposed for Highway 29 in Moreland.
- The Blueprints team explained that sidewalks are proposed where they are needed for pedestrian safety and where there is enough room within the right-of-way to build a sidewalk. Where the right-of-way was wide enough and the traffic slow enough for the pedestrian to safely walk no sidewalk was proposed. Additionally, where the right-of-way was too small to include a sidewalk, no sidewalk was proposed at this time.
- Stakeholders supported the idea of the tree program along Highway 29 and the ability for owner to have a choice on the tree type and placement. The tree program would provide a gateway and sense of arrival to Moreland. One stakeholder compared the idea to Thomasville's roses, which creates a sense of arrival into Thomasville.
- Knowing the property owner boundaries will be helpful in implementing the tree program, as several parcels may be owned by one individual. It will be easier to make a big impact if one land owner, owning several parcels along the Highway, agrees to the program.
- Transportation Enhancement funding could be reapplied with a proposed sidewalk plan, as presented by the Blueprints Team.
- Safe Routes to School (SRTS) may also be able to provide funding for sidewalk improvements.
- A stakeholder explained that the E. Camp Street sidewalk that is being designed and built outside of the Blueprints process will extend all the way to the railroad tracks in downtown Moreland.
- The Moreland Cultural Arts Alliance would be a good partner for implementation of the artistic crosswalks, artist programing on the Boardwalk, and any proposals for artistic sculptures along the Highway.
- The local Boy Scouts are working on a birdhouse project to install birdhouses around the town. These birdhouses could be installed on trees along The Path to make it an even more special place to bird watch and enjoy nature.
- Signage was recommended for the boardwalk that calls it by its historic name "The Path".
- Traffic backs up on Carroll Street and Ball Street as parents and busses drop children off at the elementary school. Sidewalks that will get children safely to the school were supported by stakeholders.

<u>Town Plan:</u>

- The question was asked: What is a Park Street type? The Blueprints Team explained that it is envisioned to be a 8-10' multi-use path and roadway to accommodate the pedestrian, the cyclist, and the car.
- The question was asked: Is there room for alleyways? Yes.
- The question was asked: What street types allow for businesses? Commercial activity will be kept to streets that can accommodate the additional traffic and have visibility by passersby to keep the business in operation.
- There was interest in mixed use properties, where appropriate, such as residential above a commercial space.
- There was overall support for the Town Plan.
- Where commercial zoning would be allowed, based on the street types, was discussed. Stakeholders would like to see some commercial or retail allowed near residential.

- There was support for the Park Street type, as it provided access to some of Moreland natural amenities.
- Stakeholders expressed that they would like to see visuals that compare the different block sizes to better understand the dimensions that the Blueprints Team proposed. There was concern about the size of the smaller blocks being too small.

Following the breakout session, a representative from each group reported back and explained the top 3-5 ideas captured at his/her table.

The presentations from this meeting and pictures of the workshop activities can be found on the project website under the “Community Workshop 2” tab.

COWETA COUNTY
PLANNING & ZONING

Roy Mathews, County Arborist 22 East Broad Street
Newnan, GA 30263
rmatthews@coweta.ga.us
770-254-2635
Fax - 770-254-2606

To: Mayor Josh Evans

Ref: Tree Evaluation Letter

Date: October 22, 2012

The following is my evaluation and recommendation of the eighteen (18) trees located in the town of Moreland central park. Each tree has been evaluated individually and place in one of two categories; removal, or crown cleaned, and crown raised. However, there are two trees that I recommend cabling; (1) 35' American elm, and (1) 25' Tulip poplar.

Removals:

(1) 10' Birch
(1) 6, Dogwood-completely dead
(1) 39' Red oak-structural damage, please attached evaluation
(2) Red cedar

Crown clean and crown raise:

(5) River birch
(1) Dogwood
(1) American elm –cable
(6) Tulip poplar-one require cabling

Each stump from removals should be removed to eliminate hazards; I further recommend that work be performed by a certified arborist because they are familiar with tis scope of work.

Roy a. Matthews, Certified Arborist SO-0830A

For any additional questions please contact the County arborist at (770) 245-2635

TREE DEFECTS

ROOT DEFECTS:

Suspect root rot: Y (N) Mushroom/conk/bracket present: Y (N) ID: _____

Exposed roots: ☐ severe ☐ moderate ☑ low Undermined: ☐ severe ☐ moderate ☐ low

Root pruned: 10 distance from trunk Root area affected: 0 % Buttress wounded: Y (N) When: _____

Restricted root area: ☐ severe ☐ moderate ☑ low Potential for root failure: ☐ severe ☐ moderate ☑ low

LEAN: 25 deg. from vertical ☐ natural ☑ unnatural ☐ self-corrected Soil heaving: Y (N)

Decay in plane of lean: Y (N) Roots broken Y (N) Soil cracking: Y (N)

Compounding factors: _____ Lean severity: ☐ severe ☐ moderate ☐ low

CROWN DEFECTS: Indicate presence of individual defects and rate their severity (s = severe, m = moderate, l = low)

DEFECT	ROOT CROWN	TRUNK	SCAFFOLDS	BRANCHES
Poor taper				
Bow, sweep		✓		
Codominants/forks		✓	✓	✓
Multiple attachments				✓
Included bark				
Excessive end weight			✓	✓
Cracks/splits		✓		
Hangers		✓		
Girdling				
Wounds/seam		✓		
Decay		✓		
Cavity				
Conks/mushrooms/bracket				
Bleeding/sap flow				
Loose/cracked bark		✓		✓
Nesting hole/bee hive				
Deadwood/stubs				✓
Borers/termites/ants		✓		
Cankers/galls/burls				
Previous failure				

HAZARD RATING

Tree part most likely to fail: ✓

Inspection period: _____ annual _____ biannual _____ other _____

Failure Potential + Size of Part + Target Rating = Hazard Rating

3 + 3 + 4 = 10

Failure potential: 1 - low; 2 - medium; 3 - high; 4 - severe
Size of part: 1 - <6" (15 cm); 2 - 6-18" (15-45 cm); 3 - 18-30" (45-75 cm); 4 - >30" (75 cm)
Target rating: 1 - occasional use; 2 intermittent use; 3 - frequent use; 4 - constant use

HAZARD ABATEMENT

Prune: ☐ remove defective part ☑ reduce end weight ☐ crown clean ☐ thin ☐ raise canopy ☐ crown reduce ☐ restructure ☐ shape

Cable/Brace: _____ Inspect further: ☐ root crown ☐ decay ☐ aerial ☐ monitor

Remove tree: (Y) N Replace? (Y) N Move target: Y (N) Other: _____

Effect on adjacent trees: ☑ none ☐ evaluate

Notification: ☐ owner ☑ manager ☐ governing agency Date: 10/22/12

COMMENTS

Erskine Caldwell Boyhood Home in Moreland, Georgia

Erskine Caldwell (1903-1987) was an American author. His writings about poverty, racism and social problems in his native South like the novels *Tobacco Road* and *God's Little Acre* won him critical acclaim, but they also made him controversial among fellow Southerners of the time who felt he was deprecating the people of the region.

The house currently residing in the Moreland Town Green was originally located just outside the town of Moreland, where Caldwell was born. The house was moved to the Green in the 1990s despite some citizen opposition. As seen in the images, the residence houses Erskine Caldwell memorabilia and the Town would eventually like to see the home as a functioning Caldwell Museum. There are typewriters, desks, original books and book posters as well as numerous photographs of Caldwell and his family throughout the four rooms.

The house is currently resting on cinder blocks on the green, and experiences some flooding when there is significant rain. This is in part due to the grading on the Town Green, inadequate stormwater mitigation and the current foundation of the home. The house has HVAC installed, along with new windows to help diminish some moisture issues within the home. Plumbing is not currently available, but there is interest in adding this, especially if the house starts to operate as a museum.

The Town of Moreland is actively seeking to move the home off of the Town Green to a piece of land just north fittingly named "God's Little Acre". Here, it will be a centerpiece museum with surrounding replication of what tenant farming during the Great Depression might have looked like, the subject of Caldwell's novel, *Tobacco Road*. The mock plan for this site is on the following page. The Town does have some SPLOST funding the *Blueprints* plan recommends using towards the house relocation and rehabilitation, and there is interest around fundraising for these efforts as well.

The *Blueprints for Successful Communities* plan addresses relocation of the home, as well as improvements to the Town Green, connectivity throughout the community and the creation of a master plan. The flyer "What's Going On in Moreland?" was used to generate public interest in the final community workshop regarding the *Blueprints* plan.

Developing recommendations for stabilizing and restoring the Caldwell home are greatly desired by the community and are part of the *Blueprints* recommendations. The structure is operated and managed by the Moreland Cultural Arts Alliance, which is supportive of its potential focus as an AIA service project, as is the Town of Moreland leadership. The project offers opportunities for multiple professions and areas of need: interior design, structural engineering and stabilization, landscape design and site planning, architectural stabilization and improvements, construction, relocation recommendations, historic preservation, and engineering for mechanical and electrical systems. The attached site plan for God's Little Acre is a concept plan and does not necessarily reflect a final development plan for the acreage. A new location of the Caldwell house within this site can be reimagined during the service project process.

What's Going On in Moreland?

Recommendations for the future of Moreland by the citizens of Moreland and the *Blueprints for Successful Communities* Team from the Georgia Conservancy and Georgia Tech.

1. Relocate the Caldwell House

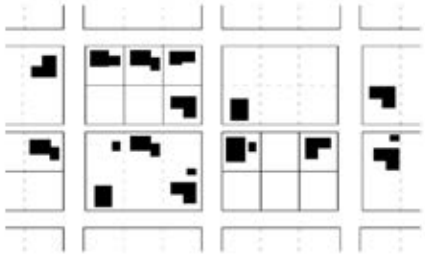
- Make preparations for house moving
- Move the house to selected location at God's Little Acre and place on new foundation
- Repair and rehabilitate the house.

2. Improve the Town Square

- Have a topographic survey done for the site
- Conduct a tree survey and assessment of trees on site
- Create a detailed town square design (including sidewalks, lighting, stormwater management, landscape, bandstand, parking)

3. Improve Town Connections

- Install new sidewalks and "Stop for Pedestrians" signs at school crossings
- Install new crosswalks at feasible intersections, especially at connections to the elementary school
- Embark on a Tree Planting Program to create a gateway and identity for Moreland



4. Establish a Town Plan

Prepare a detailed town plan and a master street plan with a revised subdivision ordinance and a revised zoning ordinance, anticipating future sanitary sewer service.

For more information and to voice your opinions, please attend the community workshop on November 13th from 6:00pm – 7:30pm at the Mill.

PARTICIPANTS

COORDINATORS

Katherine Moore, *Georgia Conservancy*
Deanna Murphy, *Georgia Conservancy*
Leah Barnett, *Georgia Conservancy*
Richard Dagenhart, *Georgia Institute of Technology, College of Architecture*
Johanna McCrehan, *Georgia Conservancy*
Lisa Patrick, *Georgia Conservancy*

BLUEPRINTS ADVISORS

Rob Ross, P.E., Kimley-Horn and Associates, Inc.
Taylor Stukes, P.E., Kanaan Consulting, US

STAKEHOLDERS AND PARTICIPANTS

Kathy Brown, *Moreland Cultural Arts Alliance*
Mary Ann Cauthen, *Moreland Cultural Arts Alliance*
Selma Coty, *City of Grantville*
Joyce Evans, *Moreland Community Historical Society*
Dick Ford, *City of Moreland*
Jill Hall, *Moreland Cultural Arts Alliance*
Gerald Jabalfy, *Grantville, GA*
Linda Kirkpatrick, *The Community Welcome House, Inc.*
Betty Loflin, *Moreland Community Historical Society*
Dan Loflin, *Moreland Community Historical Society*
Barham Lundy, *City of Grantville*
Lynne Miller, *Planning Solutions, LLC, Newnan*
Winston Skinner, *Erskine Caldwell Museum, Newnan-Times Herald, MCAA Chairman*

ADVISORY PARTNERS

Carol Chancey, *Reel Southern Adventure, Cloudland Canyon Entertainment*

ELECTED OFFICIALS AND STAFF

Josh Evans, *Mayor of Moreland*
Allyn Bell, *Moreland Board of Aldermen Councilman*
Jimmy Haynes, *Moreland Town Clerk*
Trace Sanchez, *Three Rivers Regional Commission*

MORELAND *BLUEPRINTS* TASK FORCE

Mayor Josh Evans
Joyce Evans
Jimmy Haynes
Brian and Brandy Loeper
Dan Loftin
Debbie and Alan Phillips
Regina Walker
Howard Wilson

GEORGIA INSTITUTE OF TECHNOLOGY COLLEGE OF ARCHITECTURE STUDIO, SPRING 2012

Professor Richard Dagenhart
Daniel Braswell
Nick Coffee
Susannah Lee
Chris Maddox
Canon Manley
Marius Mueller
Stephen Struttmann
Kenny Thompson
Logan Tuura

ADDITIONALLY, WE WOULD LIKE TO THANK THE FOLLOWING:

Claire Perko for her God's Little Acre Master Planning efforts and continued assistance to the Town of Moreland.

Blueprints for Successful Communities is an education and technical assistance program of the Georgia Conservancy designed to facilitate community-based planning across the state. The program is committed to achieving successful communities by creating sound conservation and growth strategies, and building consensus for action.

Georgia is home to an abundance of natural and cultural resources. Our development patterns over the last 50 years present a very real threat to these resources and to quality of life as a whole. Sprawling, decentralized development, where people must depend on automobiles, is expensive for local governments to serve and has a staggering effect on the environment. Vehicle emissions create toxic air pollution. Stormwater runoff from asphalt poisons rivers and streams. Thousands of acres of farms, woodlands, and open space are lost to wasteful, non-sustainable forms of development.

The Georgia Conservancy in partnership with the Urban Land Institute and the Greater Atlanta Homebuilders hosted its first *Blueprints for Successful Communities* symposium in 1995. Currently the Conservancy maintains an active partnership with thirteen organizations. These diverse organizations and their members provide a great deal of understanding and expertise in the relationships that exist between land use, public infrastructure, economic growth, and environmental quality.

Prior to the Moreland effort, *Blueprints* has addressed multi-jurisdictional watershed planning, heritage corridor preservation, location of commuter rail stations, inner city neighborhood issues, and other planning opportunities all through a collaborative planning process.

BLUEPRINTS PRINCIPLES

Maintain and enhance quality of life for residents of the community	Employ regional strategies for transportation, land use, and economic growth	Consider the effect of the built environment on the natural environment as well as history and culture	Employ efficient land uses

A once vibrant railroad town, Moreland is a 170-year-old historic community located about 60 miles southwest of downtown Atlanta. Cotton and fruit also brought prosperity to the town, but the five rail lines were the driver behind the success of Moreland. The Great Depression began the decline of the town, and Moreland has faced consistent population loss for several years. Moreland has a population of about 400, an award-winning elementary school and strong historic ties to literary figures Erskine Caldwell and Lewis Grizzard. The Town of Moreland has struggled in marketing its strong history to attract more tourism and economic development to the town. A Special-Purpose Local-Option Sales Tax (SPLOST) has benefitted the Town of Moreland greatly, but the Town is hesitant to spend funds without an appropriate action plan to help guide the town to achieve its goals. This drew the attention of the Georgia Conservancy's *Blueprints for Successful Communities* program, seeking to assist Moreland with the creation of strategies and project recommendations that will revive the small Town.

The Georgia Conservancy, in partnership with Georgia Institute of Technology's College of Architecture and supported by Moreland leadership, led community stakeholders through an inclusive planning process to determine how to revitalize this historic area. This report is the result of these efforts. Focusing on issues of neighborhood connectivity and revitalization strategies, Town Square improvements, new zoning and subdivision districts, and a complete master plan, this report provides recommendations and strategies that build on existing assets and opportunities to revitalize the Town of Moreland.

Georgia
CONSERVANCY