





Broad Street

6.0 BROAD STREET



Figure 6.1a: Broad Street Areas of Study Map

6.1 INTRODUCTION

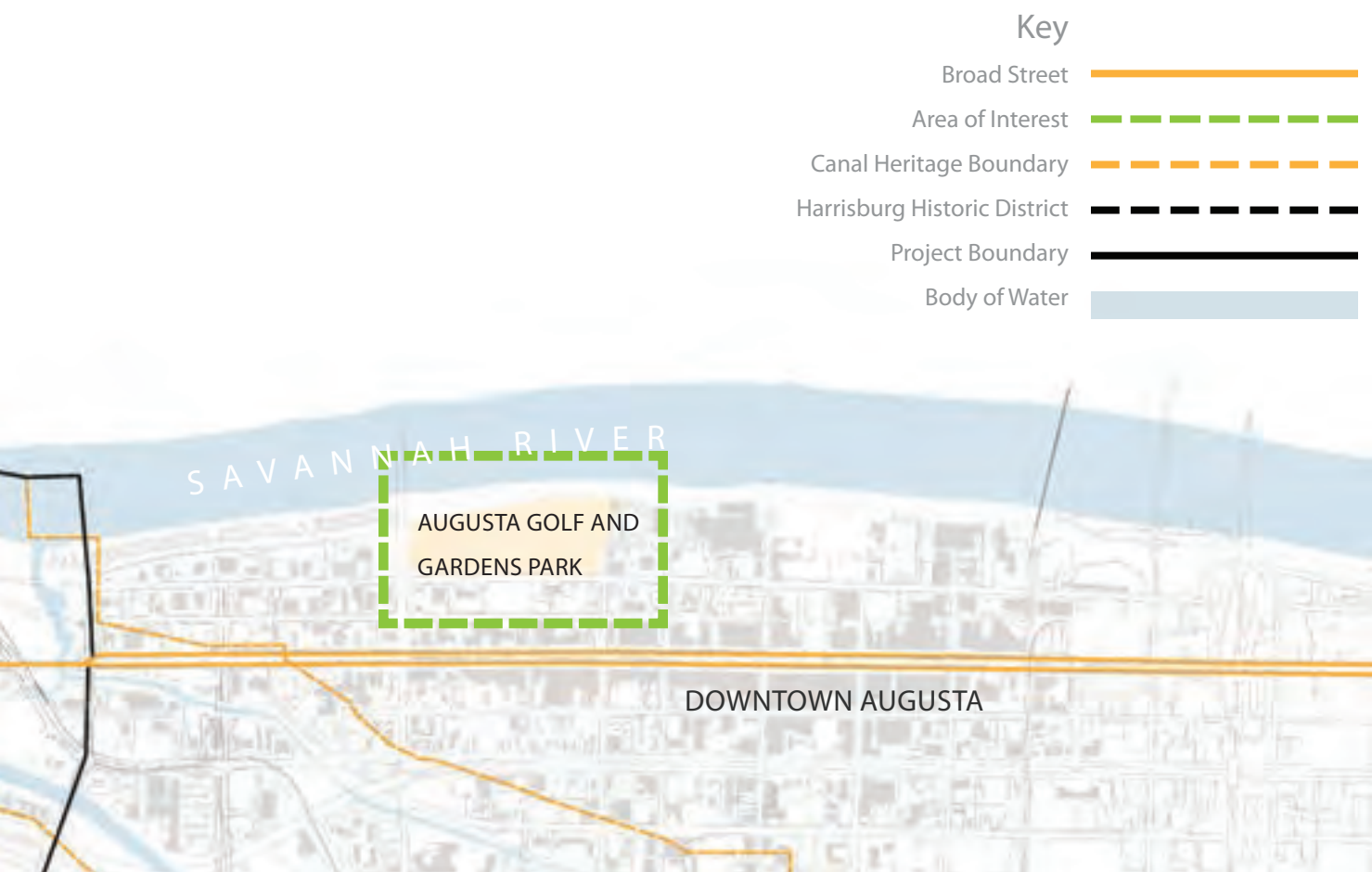
Broad Street is Augusta's oldest and most important street as it was the first street laid out in Augusta by founder James Oglethorpe. Broad Street also holds great significance for Harrisburg, as its extension first connected this community to downtown and Harrisburg's first settlement, the Ezekiel Harris House, was built on this corridor. While Broad Street was once Harrisburg's main commercial corridor, it has over time become an auto-centric street, riddled with vacant lots and empty buildings.

While the entire Broad Street corridor from 15th Street to the Calhoun Expressway should be revitalized, three areas along Broad Street are the focus of this chapter as areas where revitalization will have the greatest and most wide

reaching impact for the community (refer to Figure 6.1a). These three priority areas are: (1) Broad Street in front of the Kroc Center, including the intersections at Eve Street and Crawford Street; (2) the Olmstead Park area; and (3) the future uses of the Augusta Golf and Gardens Park.

6.1.1 BROAD STREET

In order to deal with the deteriorating state of Broad Street three strategies are proposed and further discussed in this chapter: (1) Improving the pedestrian environment; (2) Improving land use regulations; and (3) Redesigning Broad Street. In order for Broad Street to become a thriving street, as it once was, it needs to accommodate more than just the automobile. Redesign qualities focus on incorporating the pedestrian, bicyclist, and new residential and commercial uses along this corridor.



Within each of the strategies above, great attention is put on Broad Street in front of the Kroc Center and at the intersections of Eve Street and Crawford Street.

6.1.2 LAKE OLMSTEAD PARK

Lake Olmstead Park is a linear park on the western edge of Harrisburg, accessible from Broad Street, serving as a connection between the community and several Harrisburg amenities, such as the Augusta GreenJackets stadium, the West End Cemetery, Lake Olmstead, and the Augusta Canal. Currently, Lake Olmstead Park and its surrounding recreational amenities are currently under utilized. Within this chapter, strategies are suggested that will allow this area to be better utilized as an amenity, become more accessible to the community, and highlight this area as a recreational amenity to the whole Augusta

community.

6.1.3 AUGUSTA GOLF AND GARDENS PARK

The Augusta Golf and Gardens Park is included in this report because it has been discussed as a possible site for the future Augusta Green Jackets stadium, which is currently located near Lake Olmstead Park. A decision to move the stadium will have critical impacts on Lake Olmstead Park. A decision not to move the stadium will have critical impacts on the future of the Golf and Gardens Park. Either decision will affect Harrisburg and, therefore, strategies for how to redevelop for either scenario are further discussed in this chapter.



Figure 6.2a: Harrisburg 1923 Map

6.2 EVOLUTION OF BROAD STREET

6.2.1 BROAD STREET HISTORY

Broad Street's importance is rooted in its long history beginning with the founding of Augusta. James Oglethorpe, who also founded Savannah, GA, laid out his plans for Augusta in 1733. His plan included four city blocks organized around one wide street which would later be named Broad Street.

In 1797, Ezekiel Harris built a small home on a piece of land near the northwestern edge of Augusta directly in line with Broad Street. In the early 1800s, Broad Street was extended from Downtown Augusta into what became the Harrisburg neighborhood, directly linking Ezekiel Harris' home and the growing community to downtown. With the development of the Sibley and King Mills in the early 1880s, the area developed more quickly as housing was needed to address the influx of mill employees. Figure 6.2a shows how the community had developed by 1923. Figure 6.2b shows the expansion of Broad Street from the

City's founding in 1733 until the mills were built in the late 1800s.

Broad Street has always served as a major connection between the neighborhood and its surrounding economic and social institutions. Broad Street joined the neighborhood to the Sibley and King Mills, to downtown Augusta, to the Augusta Canal, to Lake Olmstead Park and to many commercial properties that lined the corridor. Most recently, it is the main connection, both locally and regionally, to the Kroc Center. Unfortunately, with the exception of the Kroc Center, Broad Street no longer effectively connects the neighborhood to the assets mentioned above.

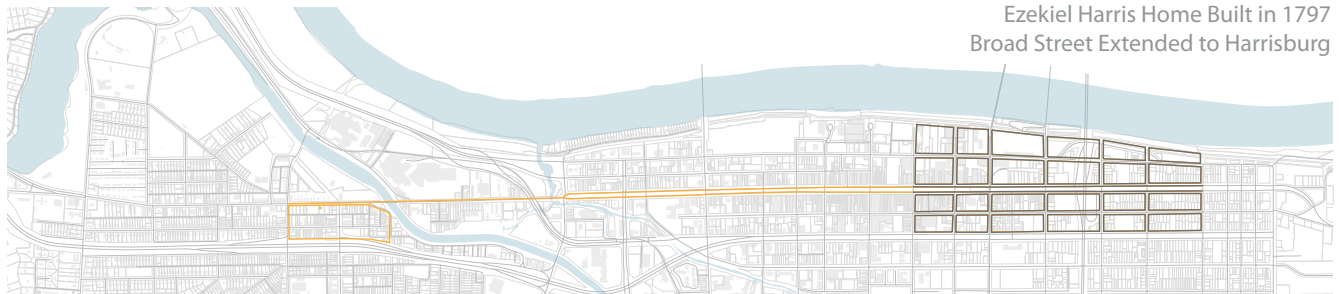
The historic development of Broad Street as Harrisburg's first street serves as a reminder of the importance of this corridor to the neighborhood. Its revitalization can have a great impact by better connecting Harrisburg and greater Augusta residents to amenities within the community as well as to Broad Street amenities just outside of Harrisburg.



1733
Oglethorpe's Plan



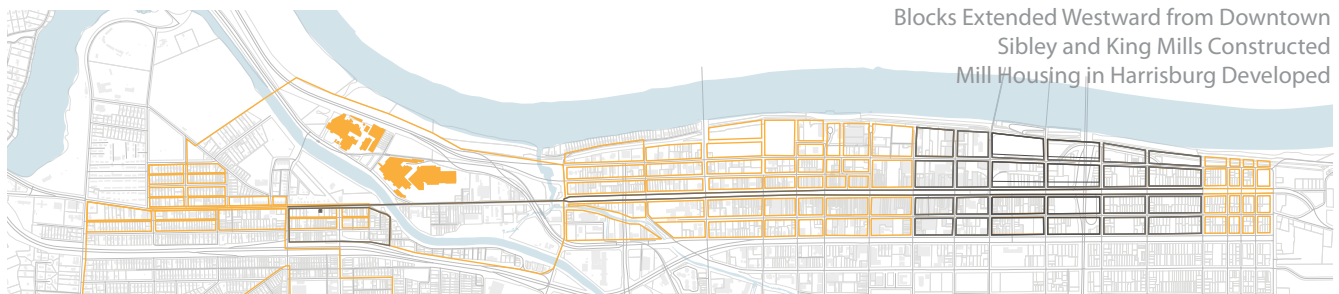
1780
Oglethorpe's Plan Extended
Broad Street Narrowed



1800
Ezekiel Harris Home Built in 1797
Broad Street Extended to Harrisburg



1845
Augusta Canal Completed



1870-1890
Blocks Extended Westward from Downtown
Sibley and King Mills Constructed
Mill Housing in Harrisburg Developed

Figure 6.2b: Development of Broad Street



Figure 6.3a: View of King Mill (right) and Sibley Mill (left) from Broad Street.



Figure 6.3b: Broad Street and the Augusta Canal

6.3 BROAD STREET ISSUES

There are three issues that must be addressed in order to reclaim Broad Street as Harrisburg's active main street. Refer to Figures 6.3a through 6.3e for images of the current state of Broad Street.

6.3.1 ISSUE ONE: BROAD STREET - UNSAFE PEDESTRIAN ENVIRONMENT

Broad Street is unsafe for pedestrians for three primary reasons: 1) It has narrow, five to six foot sidewalks which are cracked, uneven, and are not ADA accessible; 2) The crosswalks all along the street have been worn to the point of being indistinguishable; 3) Many intersections do not have crosswalks or pedestrian lights. These poor conditions discourage pedestrian use, ultimately harming the livelihood of businesses along Broad Street and providing Broad Street residents few transportation options other than driving.

6.3.2 ISSUE TWO: BROAD STREET LAND USE AND BUILDING FORM

Broad Street was once a neighborhood centered street with corner stores, multi-family housing, and single-family housing fronting the sidewalks. Recent zoning regulations no longer allow for this character. These regulations are slowly transforming Broad Street into a suburban commercial corridor with large set-backs, parking lots fronting the streets, and single, predominantly commercial, uses. These regulations do not adequately serve the existing historic buildings, the current residents or many current businesses.

6.3.3 ISSUE THREE: BROAD STREET - WIDTH, QUALITY, AND DESIGN

The third issue with Broad Street is the width of the roadway and the high number of travel lanes. Broad

Street's four vehicle lanes, without any on-street parking, along with a low volume of traffic, encourages traffic to move fast through the neighborhood. If re-designed properly, Broad Street can again become a community street, carry automobile traffic safely, provide for bicycle use and support historic preservation and economic development.



Figure 6.3c: Broad Street near the Augusta Canal



Figure 6.3d: Commercial Buildings along Broad Street near Tubman Street



Figure 6.3e: Intersection of Broad Street and Eve Street

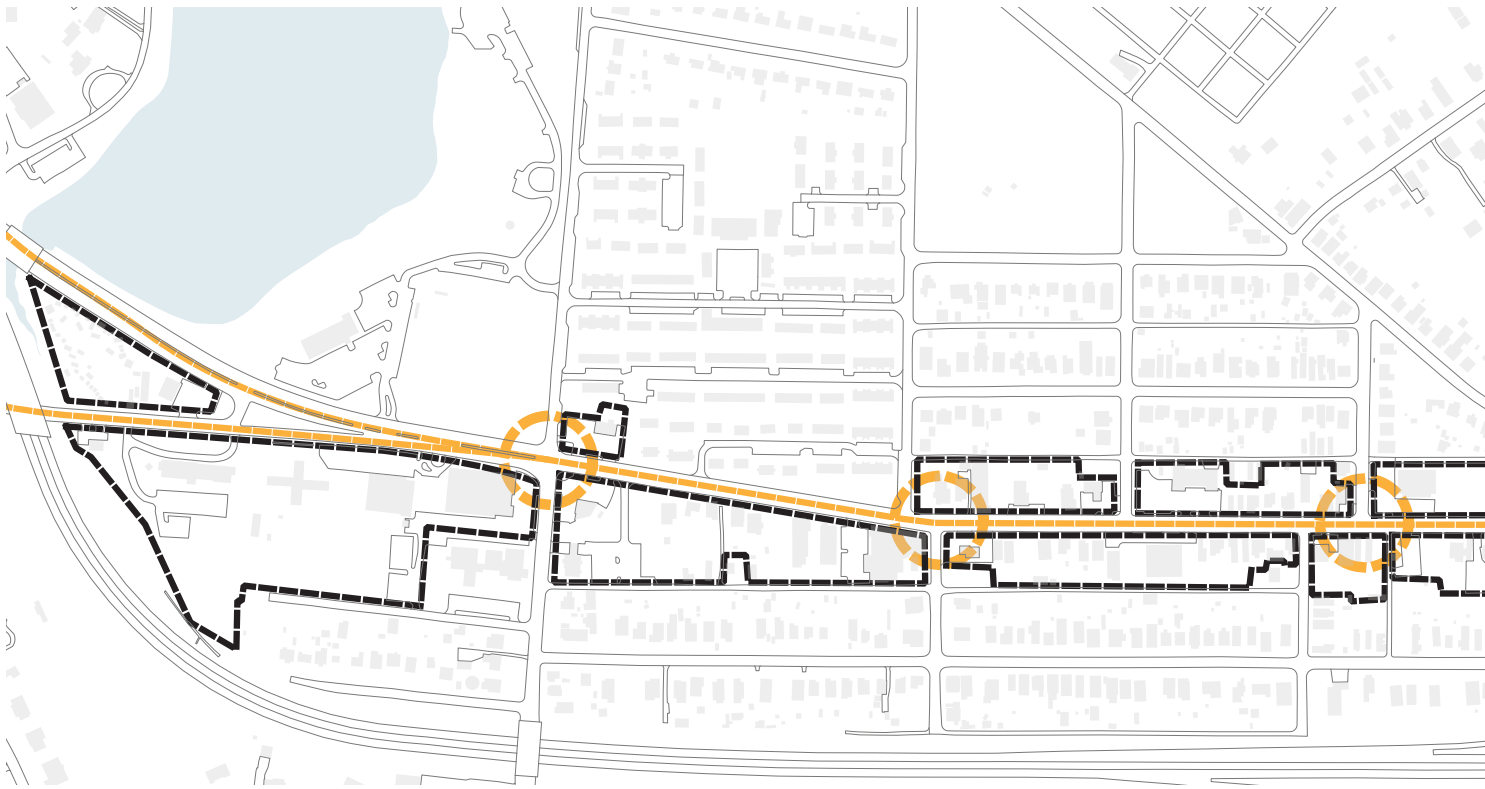


Figure 6.4a: Map of Strategies for Broad Street

6.4 STRATEGIES FOR BROAD STREET

Three strategies have been identified to address the issues discussed in Section 6.3. They are listed below and further described in the remainder of this section. Refer to Figure 6.4a for a diagram of strategies for Broad Street.

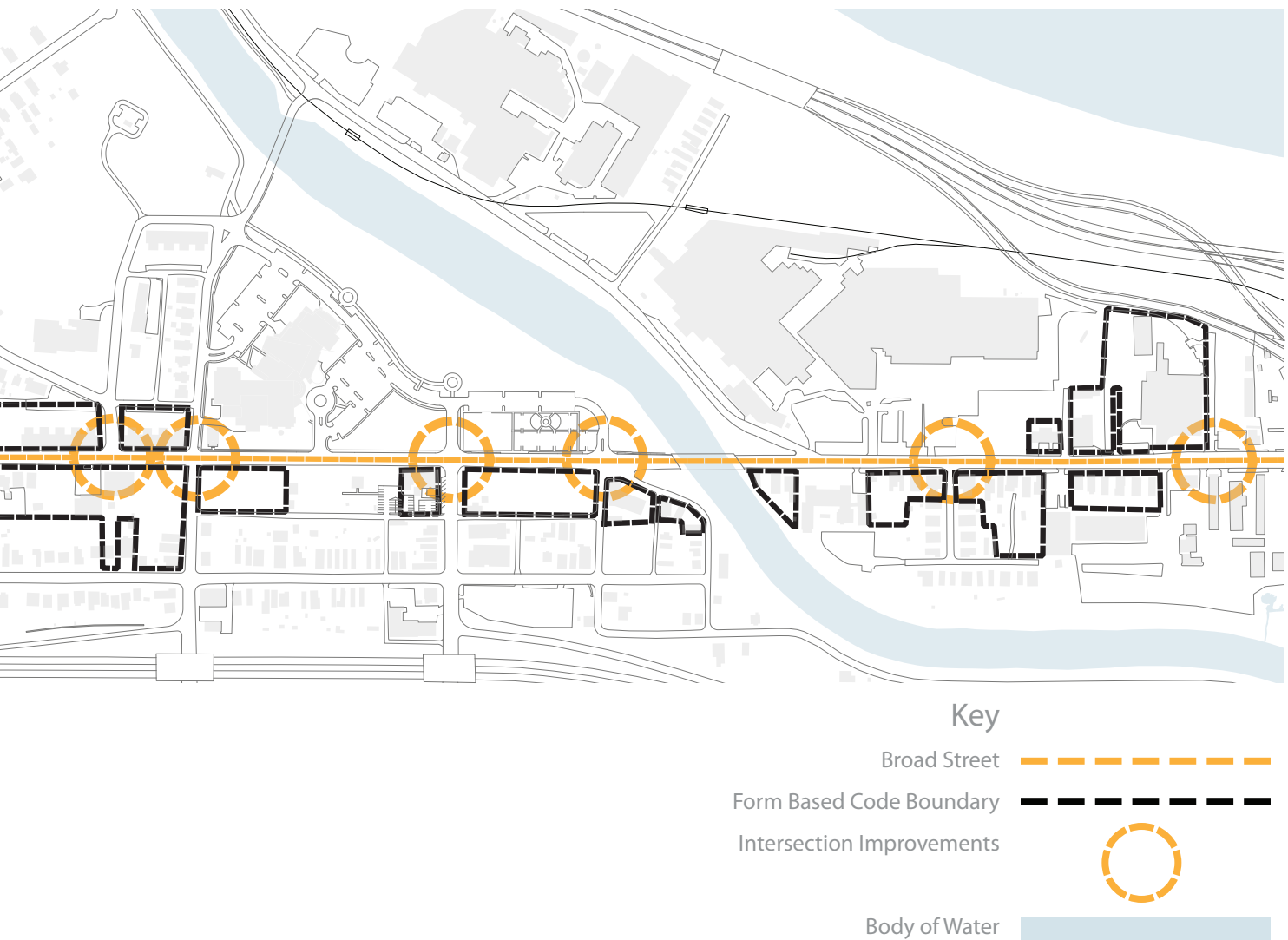
STRATEGY ONE: CREATE A PEDESTRIAN SAFE ENVIRONMENT

The ultimate goal with all improvements along Broad Street is to encourage pedestrian use and to allow the street to connect the neighborhood rather than divide it. Increased pedestrian use can connect residents to local businesses and civic institutions, such as the Kroc

Center, and can reduce crime by creating more activity and attention on the street. To increase pedestrian use, this strategy focuses on improving Broad Street's old and inadequate pedestrian infrastructure. Strategy One is further described in Section 6.4.1.

STRATEGY TWO: IMPROVE LAND USE REGULATIONS

Broad Street has become an auto-centric, generic commercial corridor, losing its rich history as a neighborhood based street. Much of this change is due to the current land use zoning regulations. In order to prevent Broad Street from completely losing its sense of place and history in Harrisburg, it is important to revise



zoning regulations along this corridor. A form-based code is recommended for Broad Street. Strategy Two is further described in 6.4.2.

STRATEGY THREE: REDUCE DRIVING LANES WITH A ROAD DIET

Currently, Broad Street's traffic count is low at 8,250 vehicles per day.^{6.1} Most of the traffic that travels through Harrisburg utilizes the Calhoun Expressway or Riverwatch Parkway, both running parallel to Broad Street. With such low traffic counts and two alternative roadways, four vehicular lanes are not necessary. Reducing the number of traffic lanes will

allow room for bicycle lanes, on-street parking, expanded tree lawns, and wider sidewalks as appropriate. While Strategy Three is a more time and financially intensive project, compared to Strategy One and Two, redesigning Broad Street is essential to reclaiming Harrisburg, as it will promote economic development and historic preservation of key commercial and residential buildings. Strategy Three is further described in Section 6.4.3.



Figure 6.4b: Pedestrian Improvements along Broad Street near the Kroc Center

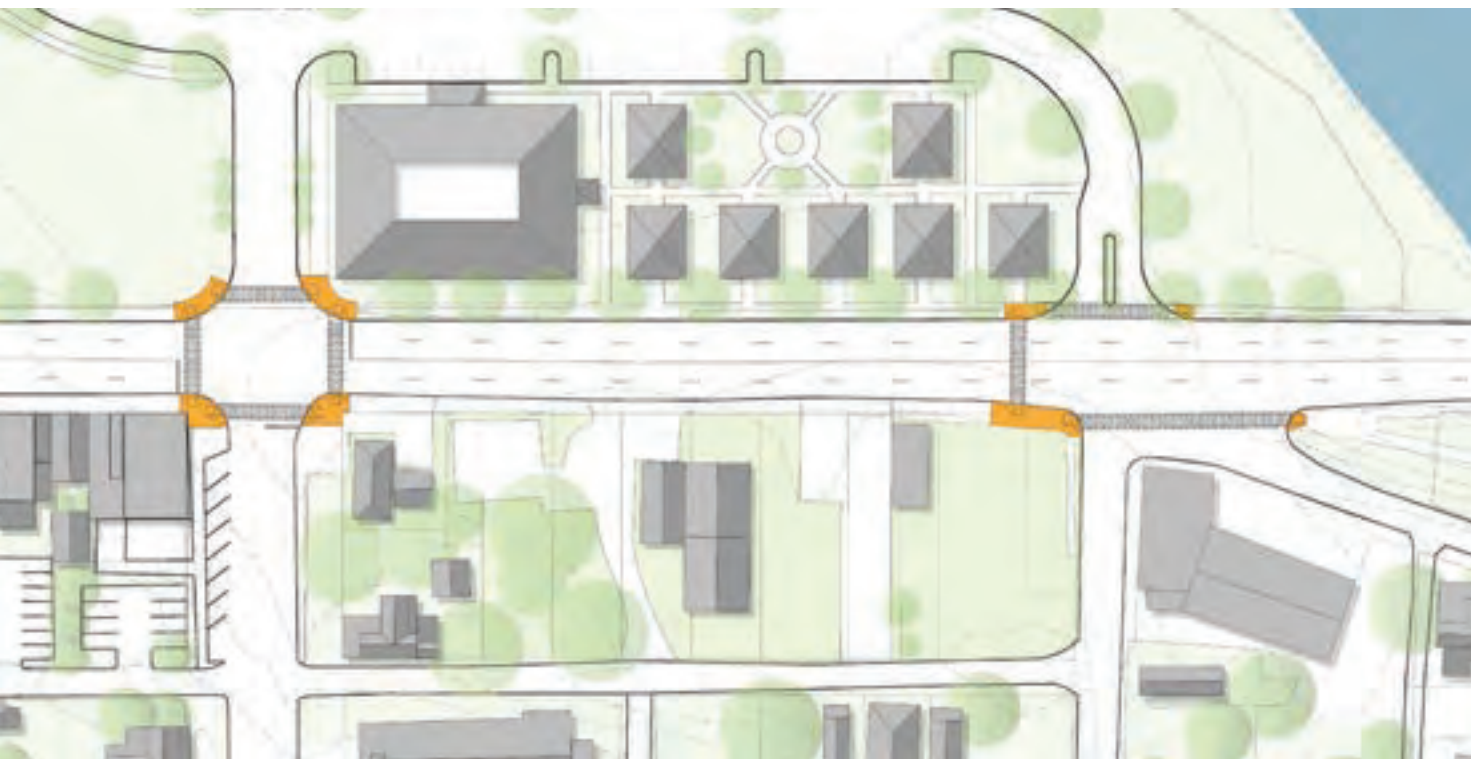
6.4.1 STRATEGY ONE: CREATE A SAFE PEDESTRIAN ENVIRONMENT

The first strategy for improving Broad Street is to focus on repairing the existing pedestrian infrastructure. Many of the sidewalks along Broad Street are cracked and uneven. Most crosswalks are no longer visible and many intersections are not ADA compliant. Strategy One proposes the following solutions to improving the pedestrian environment (refer to Figure 6.4b):

1. Replace or repair any sidewalk that is cracked, crumbling, or uneven to prevent safety hazards and to accommodate persons with disabilities.
2. Repair and replace the pedestrian ramps at all intersections to comply with ADA standards. Repaired

ramps will accommodate persons with disabilities and improve intersection safety.

3. Repaint existing crosswalks to clearly demarcate where it is safe to cross the road and to reinforce State of Georgia laws for pedestrian rights in street crossings.
4. Install new crosswalks at any intersection that does not currently accommodate pedestrian crossings. This measure will discourage pedestrians from crossing mid-block and will provide a shorter distance between crosswalks.
5. Install push button pedestrian signals at crosswalks. This is critically important at Eve Street and Crawford Street to encourage pedestrian access to the Kroc Center.



In addition, special pedestrian crossing signs in the center of the street should be considered to warn drivers of pedestrians.

These pedestrian improvements are recommended to be installed along the entire length of Broad Street in Harrisburg. Of special importance, however, is the area in front of the new Kroc Center. Pedestrian improvements in this area need to be completed promptly, with a partnership between the Kroc Center, Augusta-Richmond County and the Harrisburg neighborhood. If the Kroc Center is to benefit the neighborhood, then safe and attractive pedestrian access is critical.

In addition, since Eve Street and Crawford Street are the primary access streets across Broad Street, for

neighborhood residents to the Kroc Center, improvements at these intersections should be a priority. Eve Street and Crawford Street are also the main corridors connecting the Kroc Center to John Milledge Elementary School, further emphasizing the importance of improvements at these intersections.

Sidewalk and intersection improvements along the length of Broad Street are essential for Harrisburg to again become a walkable neighborhood with walkable access to schools, to the Kroc Center, to the Augusta Canal, to corner stores and to shops along Broad Street.

It is important to make these improvements with the understanding that major improvements to Broad Street - i.e. the road diet - are planned for the future.

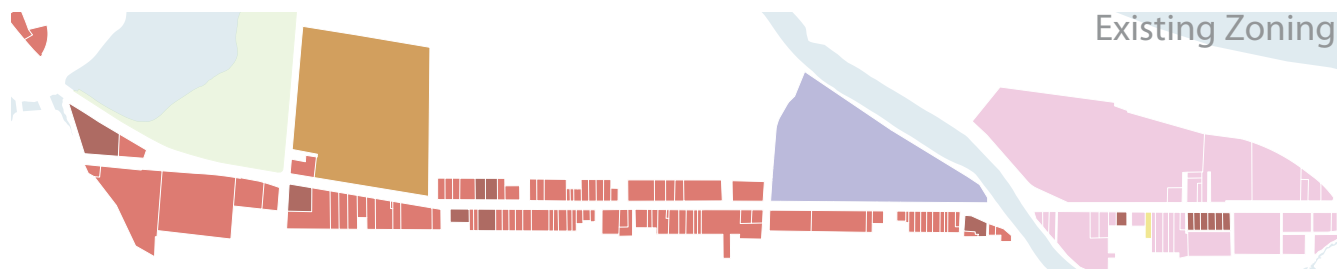


Figure 6.4c: Existing Zoning

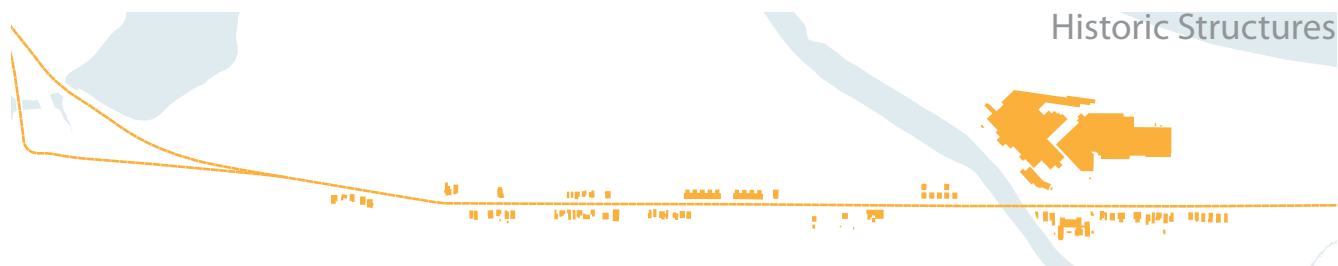


Figure 6.4d: Historic Structures

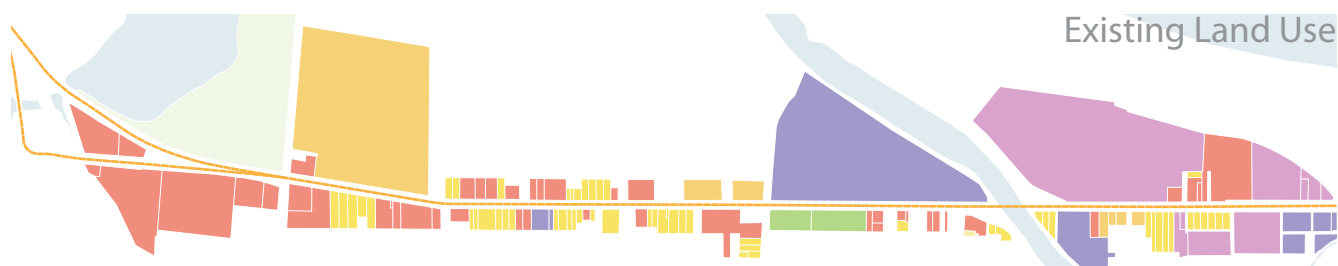


Figure 6.4e: Existing Land Use

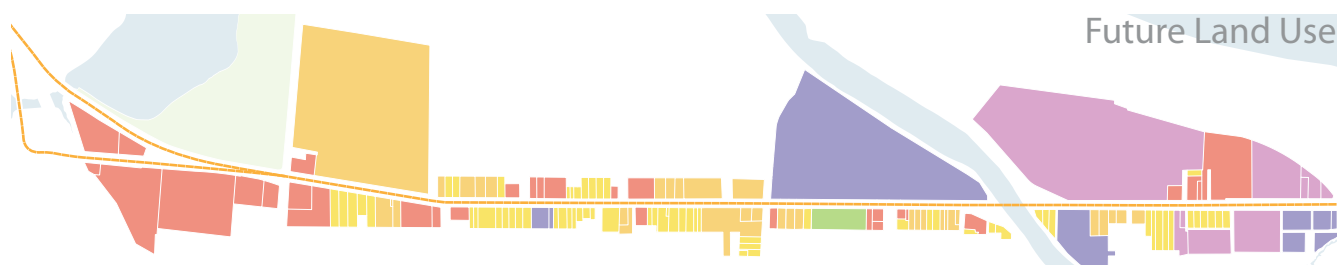


Figure 6.4f: Future Land Use

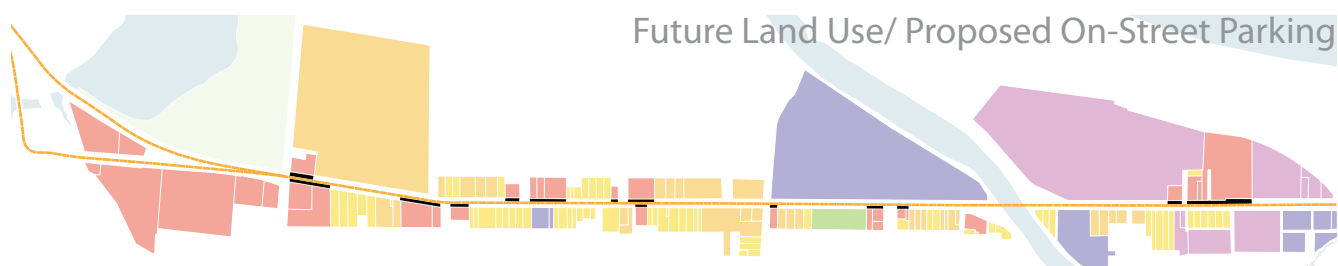


Figure 6.4g: Future Land Use with Proposed On-street Parking

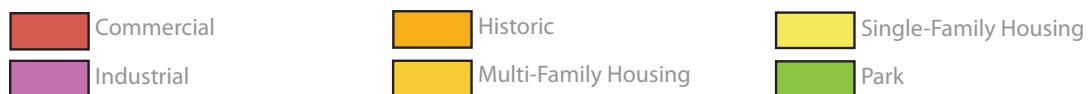




Figure 6.4h: Proposed Form Based Code

6.4.2 STRATEGY TWO: IMPROVE LAND USE REGULATIONS

Broad Street's current zoning regulations consist of single use zoning and standard regulations, creating a corridor fronted by parking lots and generic commercial buildings. This existing zoning ignores the corridor's rich history as an active and walkable street full of mixed land uses. In order to encourage mixed-use, promote activity, and protect the existing historic structures, a form-based code that primarily regulates building form, instead of only building use, is recommended.

The existing zoning diagram, Figure 6.4c, reveals the main issue for Broad Street. When comparing existing zoning, Figure 6.4c, to historic structures, Figure 6.4d, it is apparent that historic buildings are scattered all along Broad Street while existing zoning is focused on commercial uses (shown in red in Figure 6.4c), with large front setbacks. Historic buildings - either commercial or residential - do not conform to existing zoning. Similarly, the existing land use map, Figure 6.4e, does not fit with the existing zoning map. Existing land use, reflective of the street's history, has a diverse mix of existing land uses.

The proposal for a form-based code allows for diverse uses and for historic preservation, as well as rehabilitation and reuse (refer to Figure 6.4h). The most important part of the code is to designate exact locations for on-street parking, which must be coordinated with Strategy Three's

reduction in driving lanes. By designating the location of on-street parking, the appropriate location of commercial uses becomes defined. In general, on-street parking should be located where commercial uses currently exist and near major street intersections. Areas where commercial uses do not exist and a commercial use is not appropriate, tree lawns should be widened to utilize the space remaining from Strategy Three's driving lane reduction. The expanded tree lawn will greatly improve the prospects for historic preservation of apartment buildings and individual houses. Designating on-street parking locations will ensure the continuation of mixed commercial and residential uses, encourage historic preservation of commercial and residential buildings, and provide a street that is safe for pedestrians and residents.

The future land use map, Figure 6.4f, developed from the historic structures map (Figure 6.4d) and the on-street parking location proposals by the Blueprints team (Figure 6.4g) can be utilized for overlay district zoning along Broad Street in Harrisburg. This overlay would involve setting build-to lines (not minimum setbacks) for future commercial and residential developments and would regulate that off-street parking for residential and commercial uses be accessible from alleyways, not curb cuts along Broad Street. With these changes, commercial parking ratios would be reduced, with a maximum allowable quantity, and pedestrian access and on-street parking would be increased.

6.4.3 STRATEGY THREE: REDUCE DRIVING LANES WITH A ROAD DIET

The third strategy for improving Broad Street is a road diet. The primary action is to reduce the current four driving lanes to two. Two configurations are possible. The first option is a two-way street, with a continuous turning lane (refer to Figure 6.4j). The second option is a two-way street, without the continuous turning lane, and two bicycle lanes (refer to Figure 6.4k). Both configurations work within the same 32 foot roadway, which is a reduction from the current 40 feet. The additional 8 feet is then captured for on-street parking and expanded tree lawns, as explained in Section 6.4.2.

Option 1

A two-lane with a center turning lane configuration provides the most traffic capacity. However, the center turn lane is not desirable or necessary on Broad Street in Harrisburg as traffic counts are low. According to the Georgia Department of Transportation, current traffic counts on Broad Street are at 8,250 vehicles trips per day. Allowing a mid-block left turns could have the negative impact of encouraging development along Broad Street to become more of a commercial strip, much like Walton Way. Therefore, this option is not preferred. Refer to Figures 6.4j and 6.4n for a section and plan of Option 1.

Option 2

The two driving lanes with bicycle lane configuration is much more desirable than Option 1. It can be implemented immediately simply by re-striping the roadway for two lanes with bike lanes and on-street parking on both sides of the street - as appropriate according to Section 6.4.2. Where Broad Street intersects with Crawford Ave., Eve St. and 15th St. the configuration would change to allow left turn lanes by removing the on-street parking.

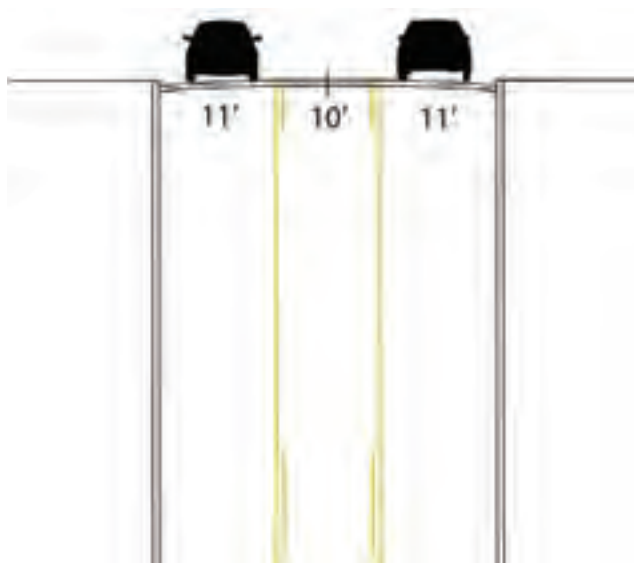


Figure 6.4j: Option 1 - 32-feet of Broad Street with Two 11-foot Travel Lanes and a 10-foot Central Turning Lane

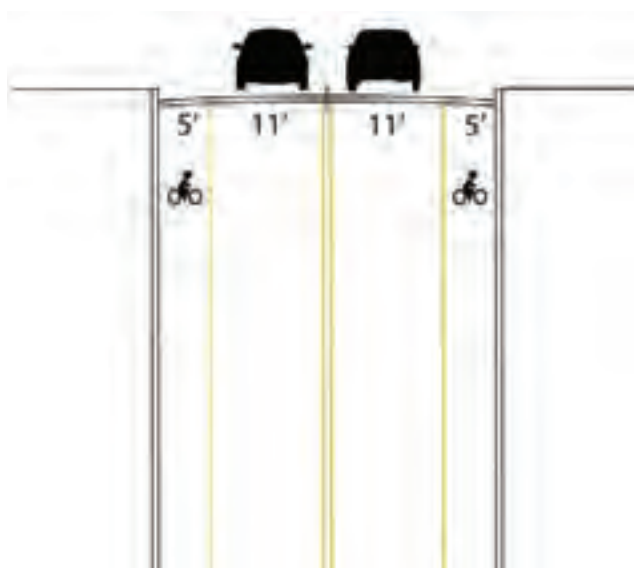


Figure 6.4k: Option 2 - 32-feet of Broad Street with Two 11-foot Travel Lanes and Two 5-foot Bike Lanes

Refer to Figures 6.4k and 6.4p for a section and plan of Option 2. Refer to Figure 6.4q and 6.4r for a before and after rendering of Option 2. In the longer term, when funds are available for full streetscape improvements, tree lawns, tree planting, bulbouts and new sidewalks should be implemented. Refer to Figure 6.4m for examples of streetscape improvements with lane reconfigurations.

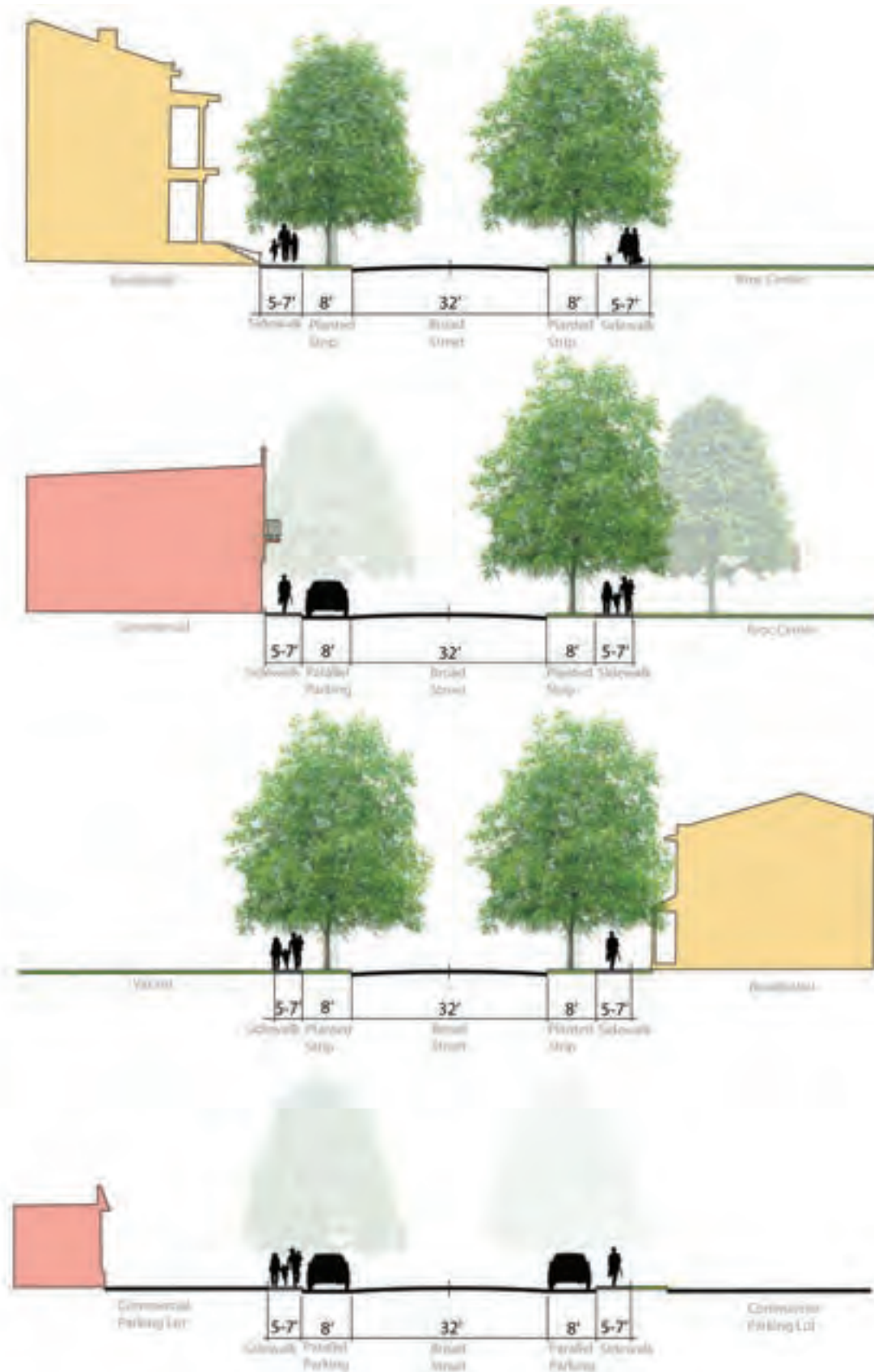
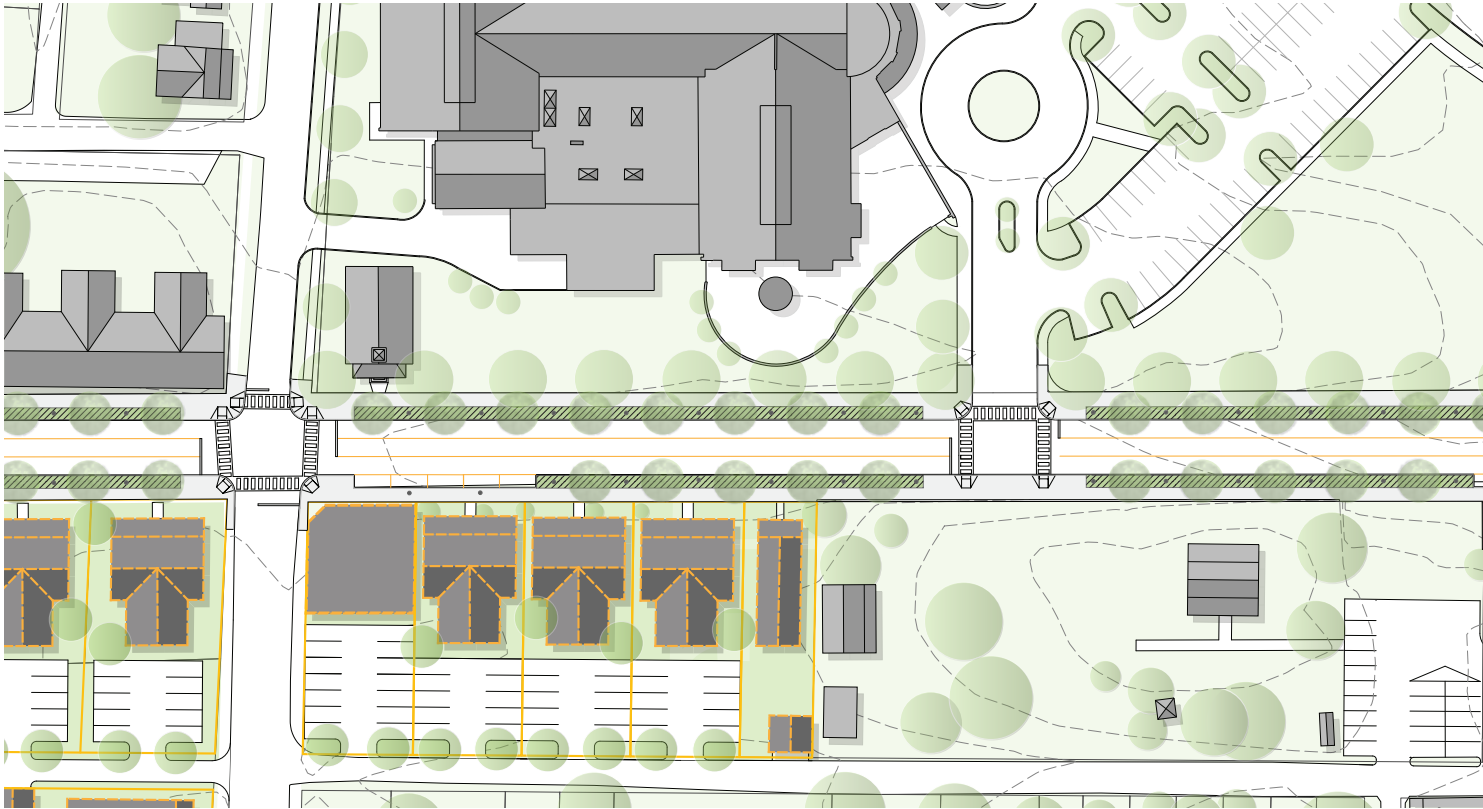
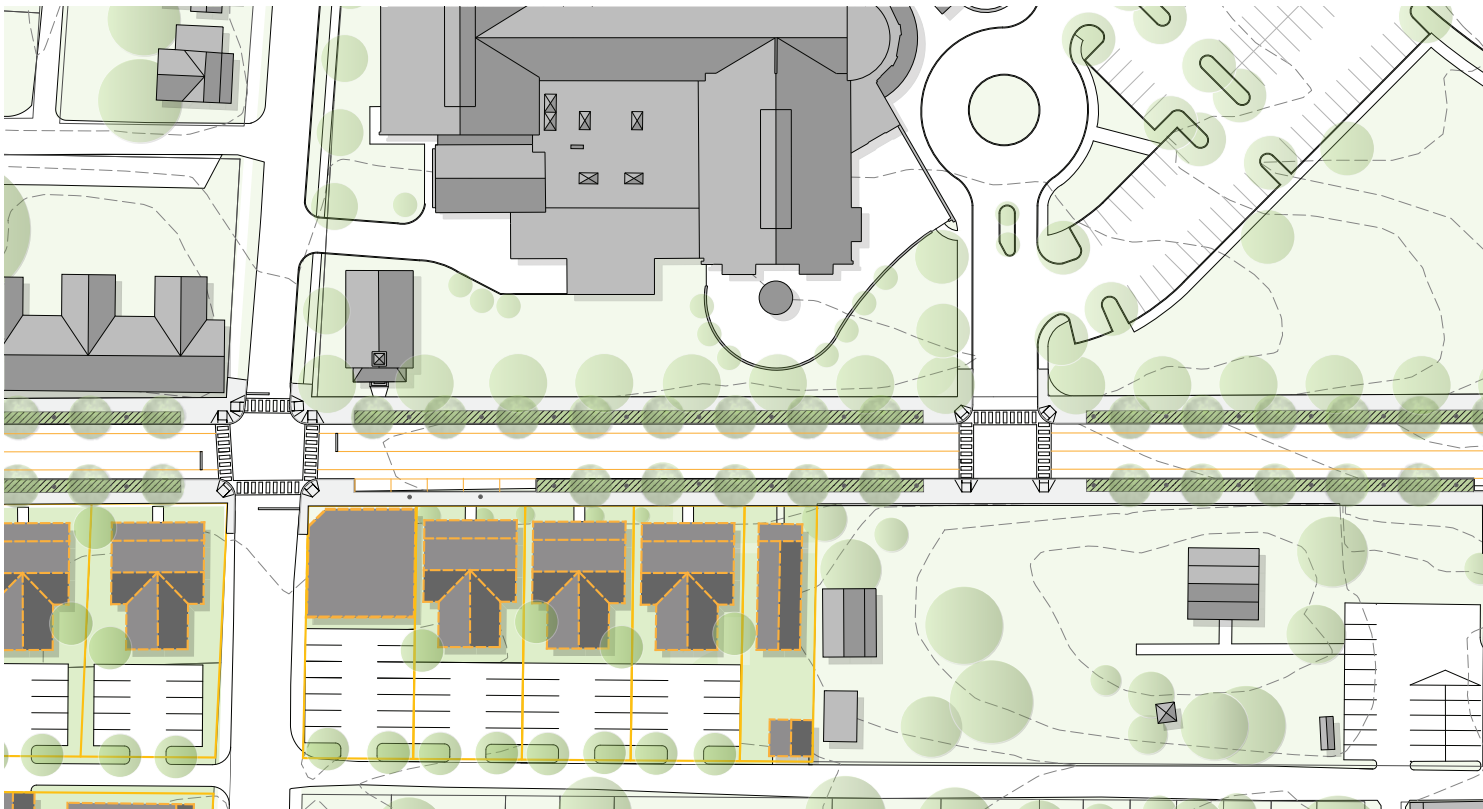


Figure 6.4m: Sections Illustrate the Dimensions of the Streetscape Project and the Relationship Between Building Use and Parking



6.4n: Option One - Two Driving Lanes with a Central Turn Lane



6.4p: Option Two - Two Driving Lanes with a Bike Lane

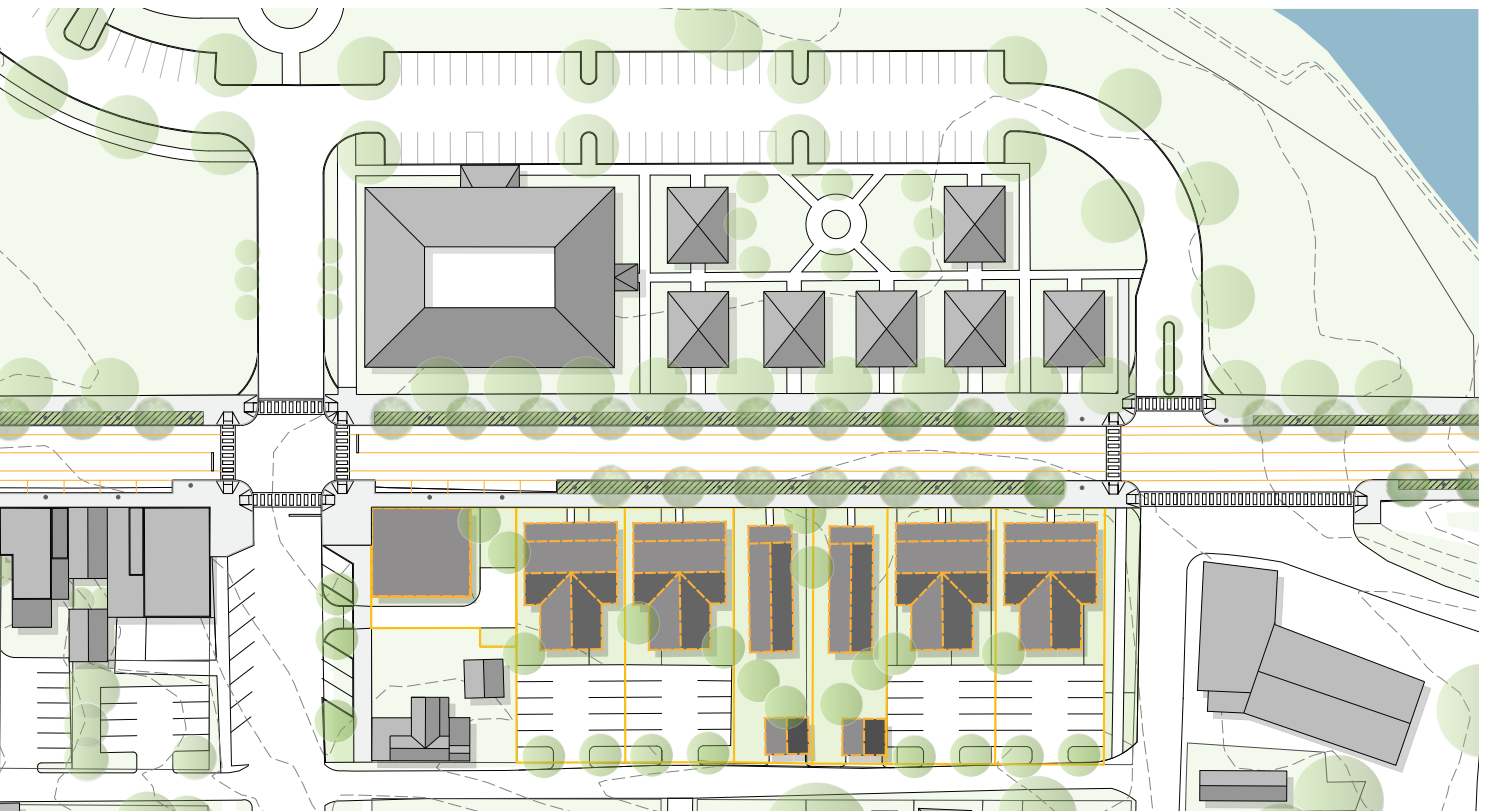
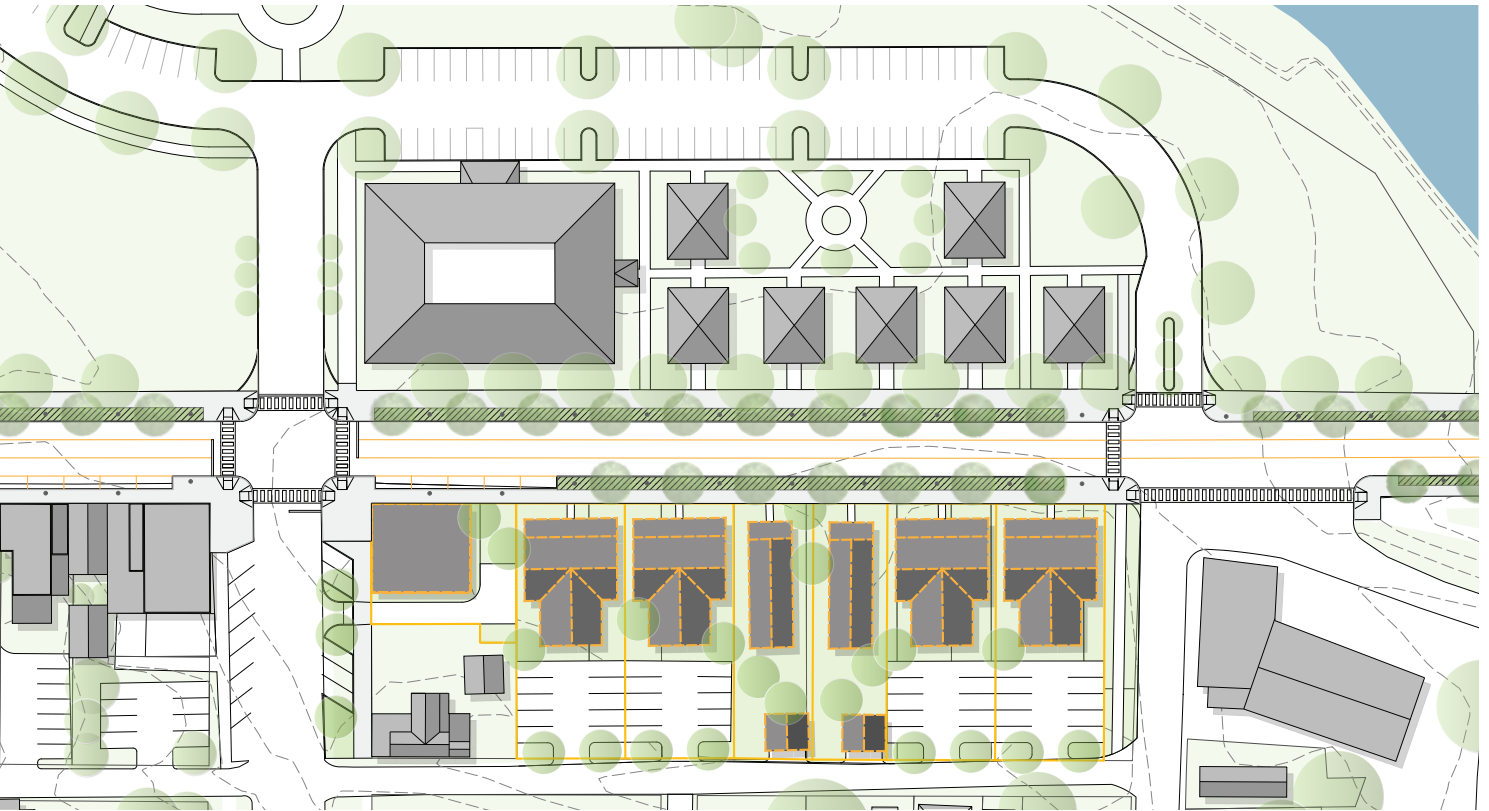




Figure 6.4q: Before - Broad Street and Crawford Avenue Before Streetscape Improvement





Figure 6.4r: After - Broad Street and Crawford Avenue After Streetscape Improvement





Figure 6.5a: Augusta GreenJackets Minor League Stadium



Figure 6.5b: Olmstead Homes



Figure 6.5c: Lake Olmstead



Figure 6.5d: West End Cemetery

6.5 LAKE OLMSTEAD PARK

6.5.1 LAKE OLMSTEAD EXISTING CONDITIONS

Lake Olmstead Park is a linear park located on the western edge of Harrisburg. Surrounding the park are several Harrisburg amenities, such as the GreenJackets Baseball Stadium, the Augusta West End Cemetery, the Augusta BMX Park, and the Augusta Canal. Lake Olmstead Park and its surrounding amenities have the potential to become

an important asset for Harrisburg as well as for the greater Augusta region. However, at present the park and the surrounding recreational facilities are under utilized, inaccessible, and are disconnected from one another, although they sit side by side. Refer to Figures 6.5a to 6.5d for images of the current state of this area. Refer to Figure 6.5e for a plan view showing the existing condition of the study area.



Figure 6.5e: Recreation Area of Study

In order to make these assets more accessible, this section provides recommendations that envision one large recreation area composed of: Lake Olmstead Park, the GreenJackets Baseball Stadium, the West End Cemetery, the BMX Park, and the Canal. Strategies focus on streetscape improvements that will better connect these amenities and facility improvements that will encourage a larger draw of visitors to the area.



Figure 6.5f: Augusta BMX Park
Photo Courtesy of: www.visitaugusta.wordpress.com



Figure 6.5g: Strategy One - Lake Olmstead Parkway

6.5.2 LAKE OLMSTEAD PARK STRATEGIES

STRATEGY ONE: LAKE OLMSTEAD PARKWAY

To better connect and make more accessible these great recreational amenities, the implementation of Lake Olmstead Parkway is recommended (refer to Figure 6.5g). The Parkway can be easily created by renaming Milledge Road, Wood Street and Division Street to collectively become Lake Olmstead Parkway. Incremental improvements can be made to install sidewalks on both sides of the Parkway, install street lighting appropriate

for a park, and tree lawns with street trees planted at regular intervals to produce an eventual continuous tree canopy along the Parkway. The two entrances from Broad Street should be treated as gateways to the Park area, with directional signs and special lighting. This strategy will help the amenities within this corner of Harrisburg to be seen as one large recreation park, drawing visitors to experience all the area has to offer.



Figure 6.5h: Strategy Two -Amenity Improvements

STRATEGY TWO: AMENITY IMPROVEMENTS

There are four improvements that can be implemented over time to improve the appearance of the Lake Olmstead Park area, making it into an important neighborhood and regional recreation amenity (refer to Figure 6.5h). First, install pedestrian gates to open the West End Cemetery to the Augusta Canal Trail and the Canal itself. Second, improve the existing BMX park and rugby field to become a more substantial and permanent feature for regional use. Third, relocate the Georgia Army National

Guard facility to another more appropriate location and subdivide the site for future residential development and/or new recreational facilities. Fourth, plan for the potential reuse of the GreenJackets Stadium. Four alternatives for the current GreenJackets site are presented in Figures 6.5j through 6.5n. It is critical that any decision regarding the GreenJackets stadium be coordinated with future improvements to the Lake Olmstead Park area.



Figure 6.5j: Stadium Option 1: Improve Existing Stadium Area to Accommodate Additional Training Areas



Figure 6.5k: Stadium Option 2: Repurpose Existing Facilities into a Little League Stadium



Figure 6.5m: Stadium Option 3: Demolish Stadium and Replat for Lakeside Residential Use



Figure 6.5n: Stadium Option 4: Demolish Stadium and Replace with a Large Park to Accommodate City-wide Celebrations

6.6 AUGUSTA GOLF AND GARDENS PARK

The Augusta Golf and Gardens Park is important to the future of Harrisburg and Augusta because it is a possible relocation site for the Augusta GreenJackets. If the GreenJackets move to Downtown Augusta, then it will open alternatives for the re-purposing or reuse of the existing site at Lake Olmstead Park, as discussed in Section 6.5. If the GreenJackets Stadium does not move, then Augusta will need to re-think the future use of the Golf and Gardens Park.

Because of the uncertainty of the GreenJackets relocation and the need for the County to prepare for future development of the Golf and Gardens Park, the first step should be to prepare a flexible plan for the site which will

allow for a future development where a new stadium might be included, housing could be developed, or a mixed use project could be implemented. The key to any of these potential developments is to establish a master street plan, with streets, alleys and subdivided lots, that serves as a framework for future development. Options 2 and 3, Figures 6.6b and 6.6c, have a similar framework that would allow for development of a new stadium plus additional development or allow for a mixed use development tied directly to the levee and the Savannah River. Option 1 and Option 2 are the recommended plans. Alternatively, if the GreenJackets decided not to move, then Option 1, Figure 6.6a, below, is an alternative for mixed use development.

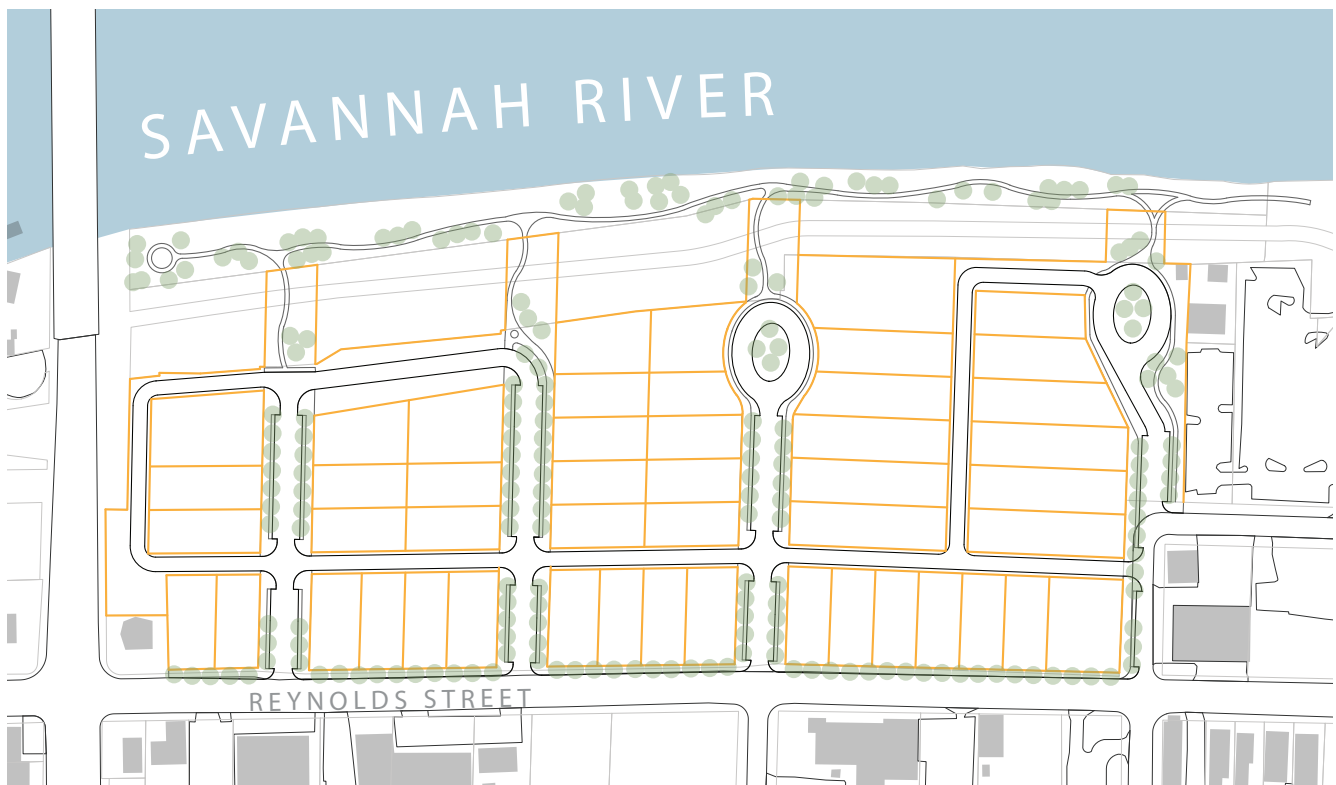
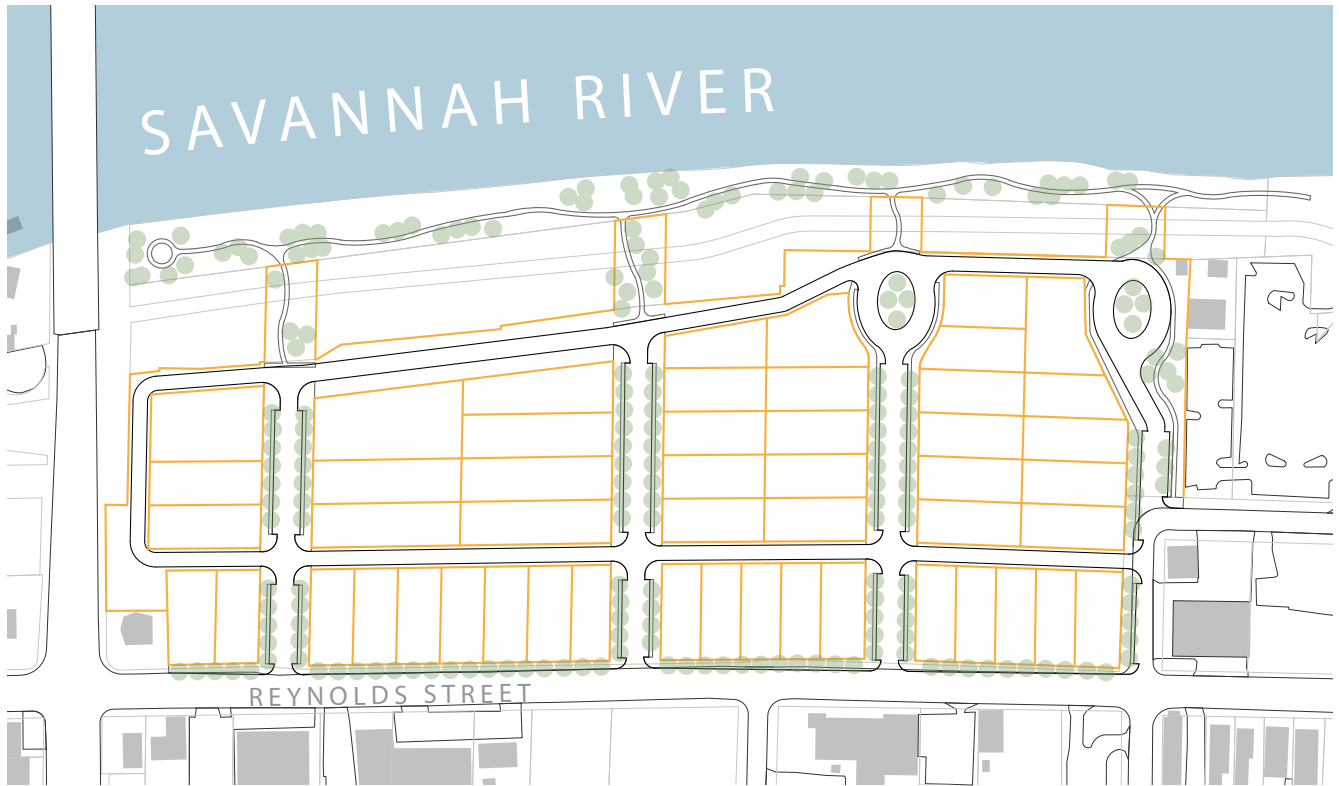


Figure 6.6a: Option One: Replat into Urban Blocks



6.6b: Option Two: Replat to Accommodate the Baseball Stadium

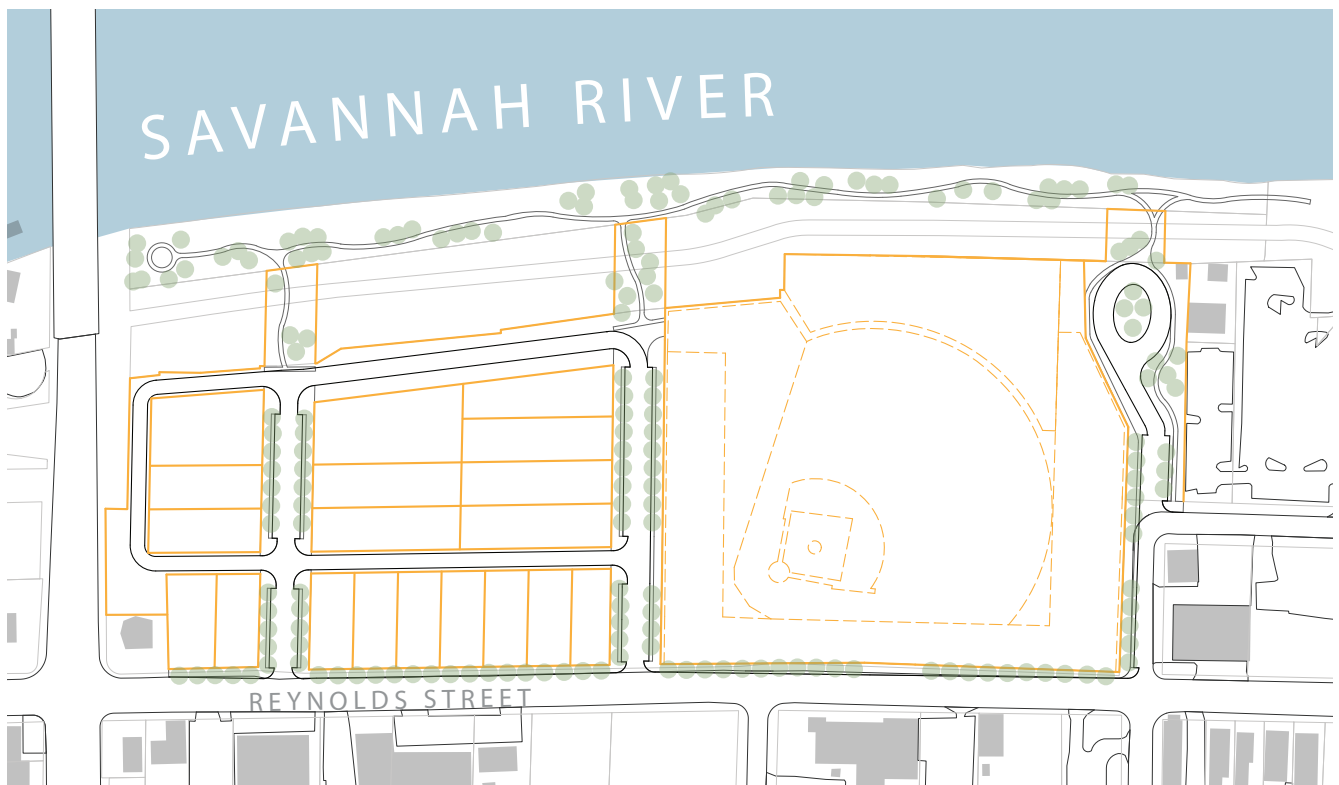


Figure 6.6c: Option Three: Replat with Baseball Stadium