

LAGRANGE IMAGE-BUILDING

Auburn University Community Planning
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ENVIRONMENT TRANSPORTATION
COMMUNITY DEVELOPMENT
HOUSING DESIGN
SOCIAL INFRASTRUCTURE
REAL ESTATE
CULTURE
ECONOMIC URBAN DESIGN
POLITICAL URBAN DESIGN
SUSTAINABILITY

MASTER OF COMMUNITY PLANNING
DEPARTMENT OF POLITICAL SCIENCE
AUBURN UNIVERSITY
COLLEGE OF LIBERAL ARTS

SMART GROWTH
URBAN DESIGN
REAL ESTATE

Entrance Factors

- Three primary entrances from I-85
- Highway 109, farthest east, is a commercial hub
 - Oriented toward Atlanta & Newnan
 - Highway 27, center, is a residential / light industrial mix
 - Oriented toward Columbus, West Point, & Alabama
 - Highway 219, farthest west, is a similar mix
 - Oriented toward West Point & Alabama

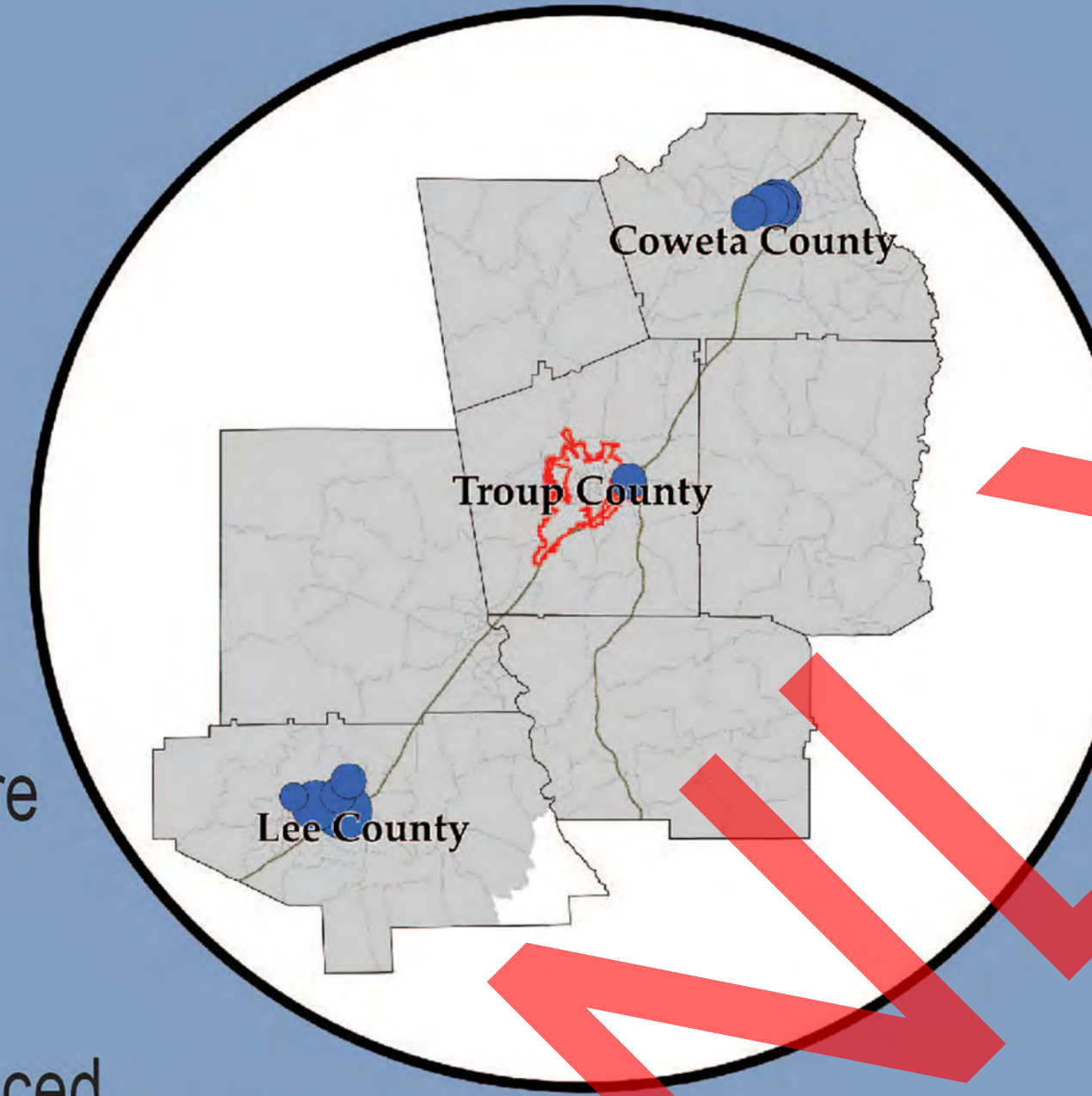


Retail Factors

Regional Shopping Centers include:

5 in Lee County, AL.....1,933,294 sq.ft
5 in Coweta County, GA.....2,082,526 sq.ft
& 1 in Troup County, GA.....233,000 sq.ft

- Result:
- Troup County residents are 52% more likely to shop elsewhere
 - Tax revenue deprived
 - Residency choices negatively influenced
 - Troup county exposure limited within the region

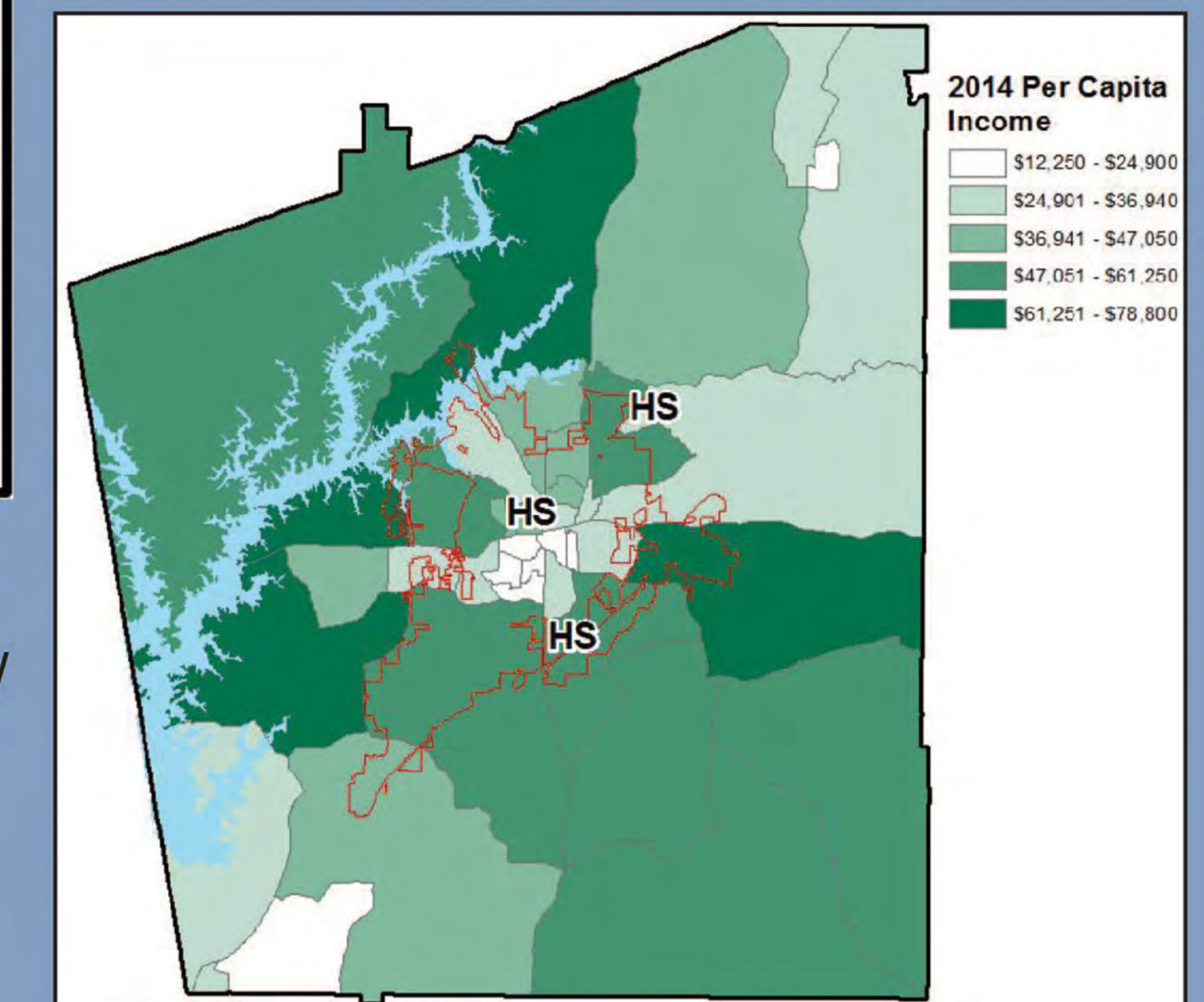
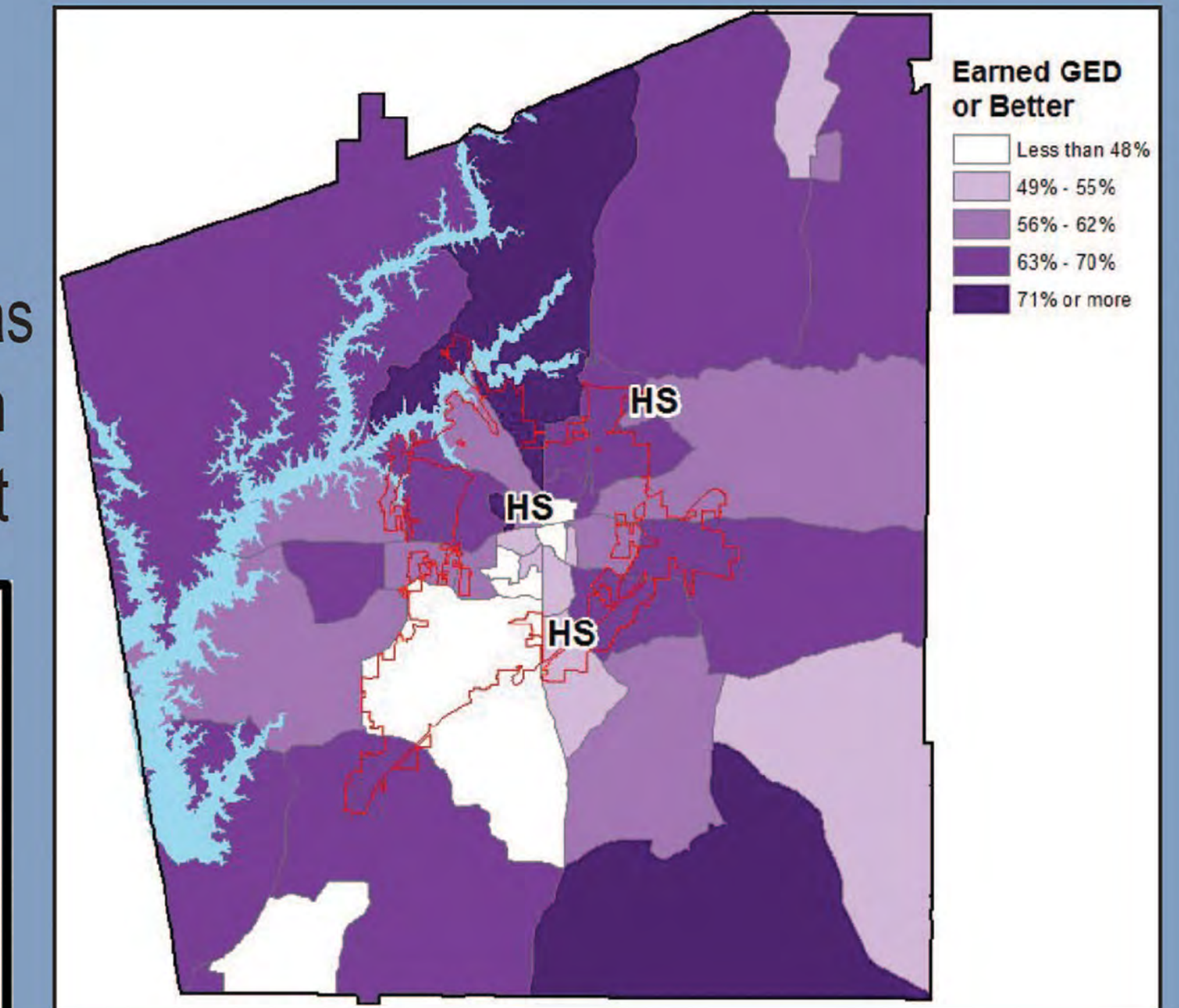
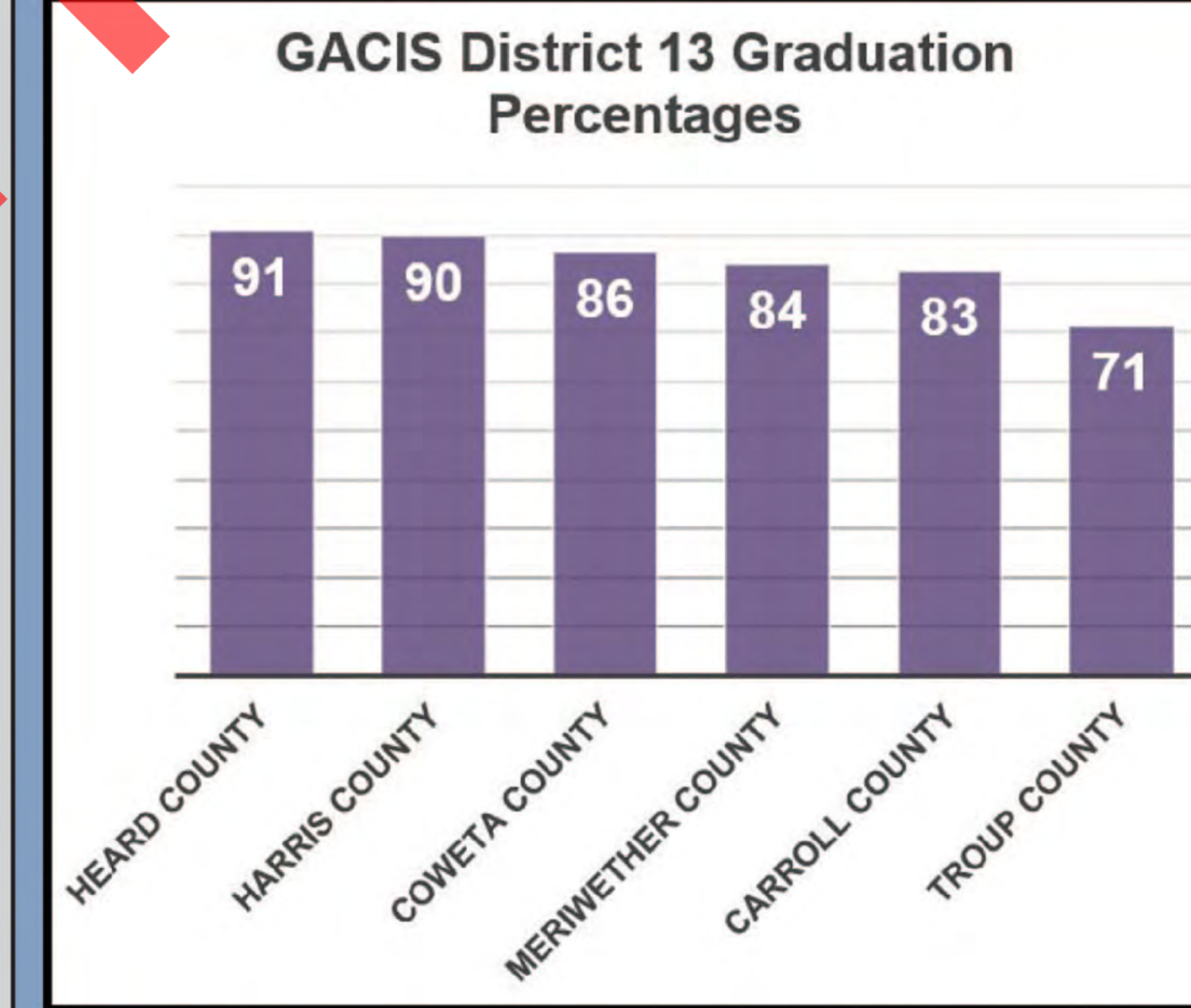


Shopper Choice Probability



Education Factors

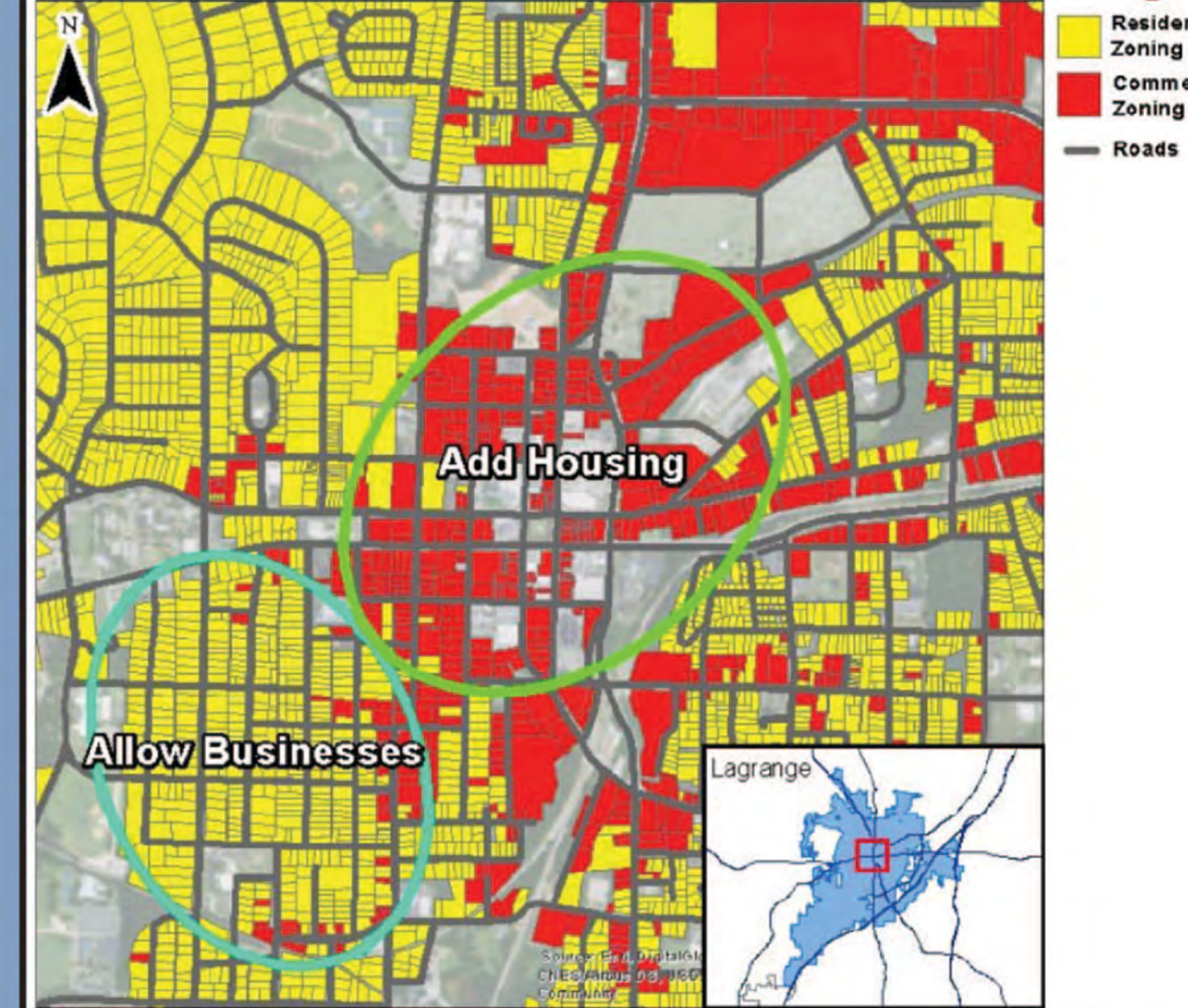
- Lowest graduation rates in District 13
- Negatively affected by lower income areas
- Calloway HS had lowest 2014 graduation rate; central & south had lowest attainment



Focused outreach programs in targeted areas could help increase the marketability of these residents
Rezoning could help distribute resources more effectively

Downtown Factors

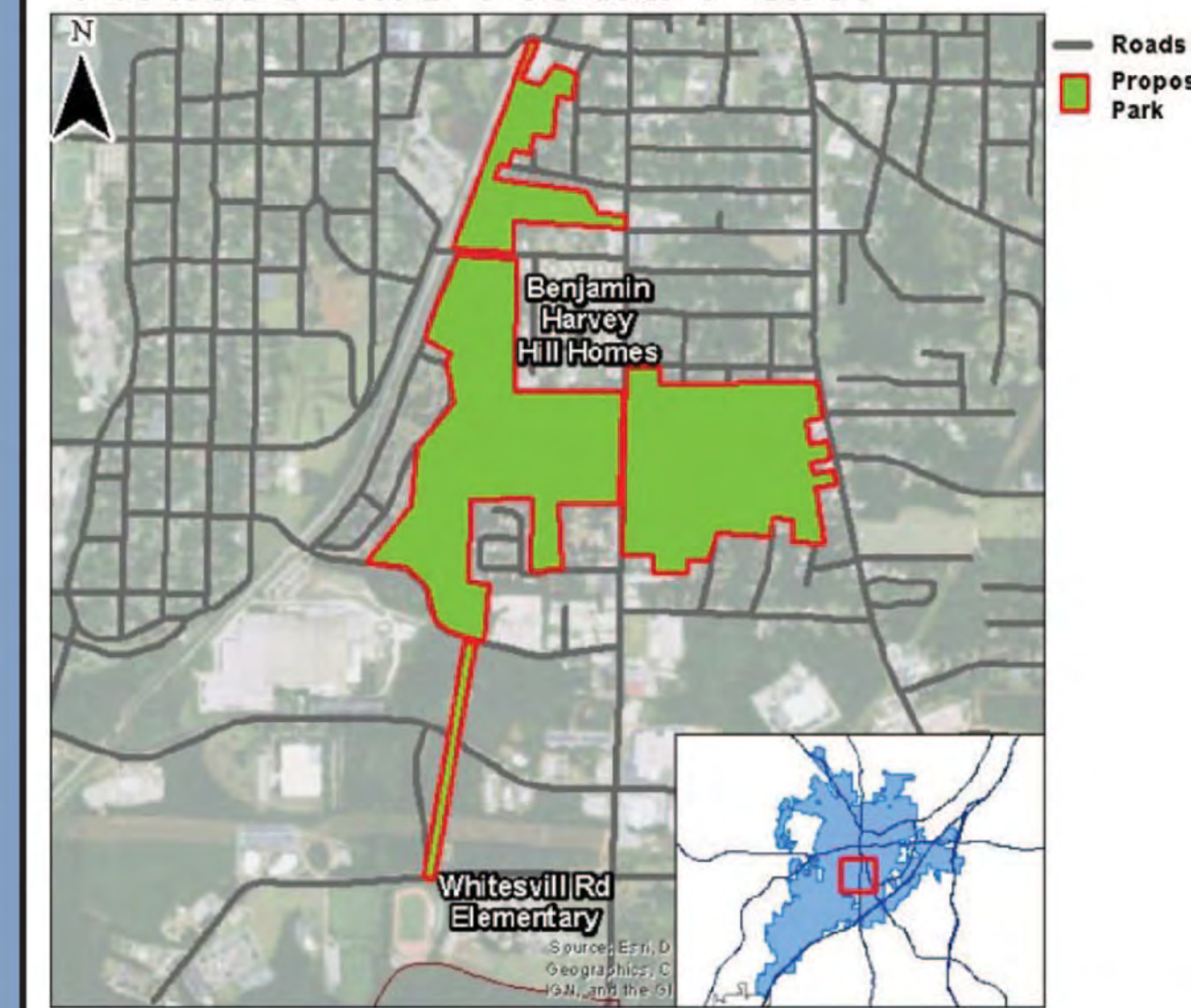
Residential and Commercial Zoning



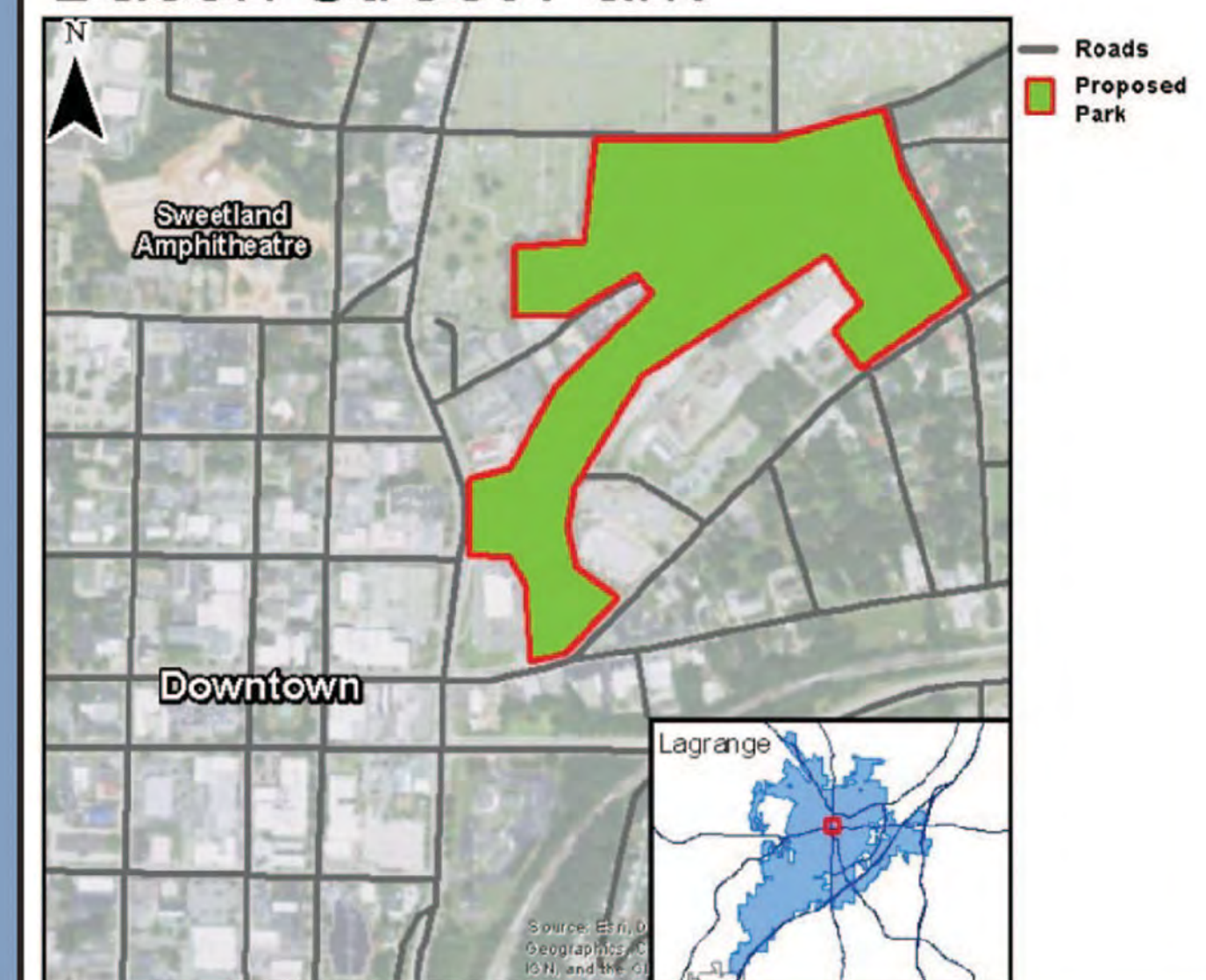
- Primarily commercial & tax-exempt uses
- Less housing decreases foot traffic
- Less businesses limit growth
- No greenspace outside LaFayette Square

Expand downtown commerce & aesthetics with greater mix of uses.
Incorporate parks to promote social activity & build connectivity between them.

Whitesville Road Park



Bacon Street Park



Recommendation

Lake Corridor

- Enhance connectivity to downtown
- Create lakeside public event space
- Activity Focus

Lafayette Corridor

- Build on existing retail
- Commercial Focus
- Office Space

Whitesville & Hamilton Corridors

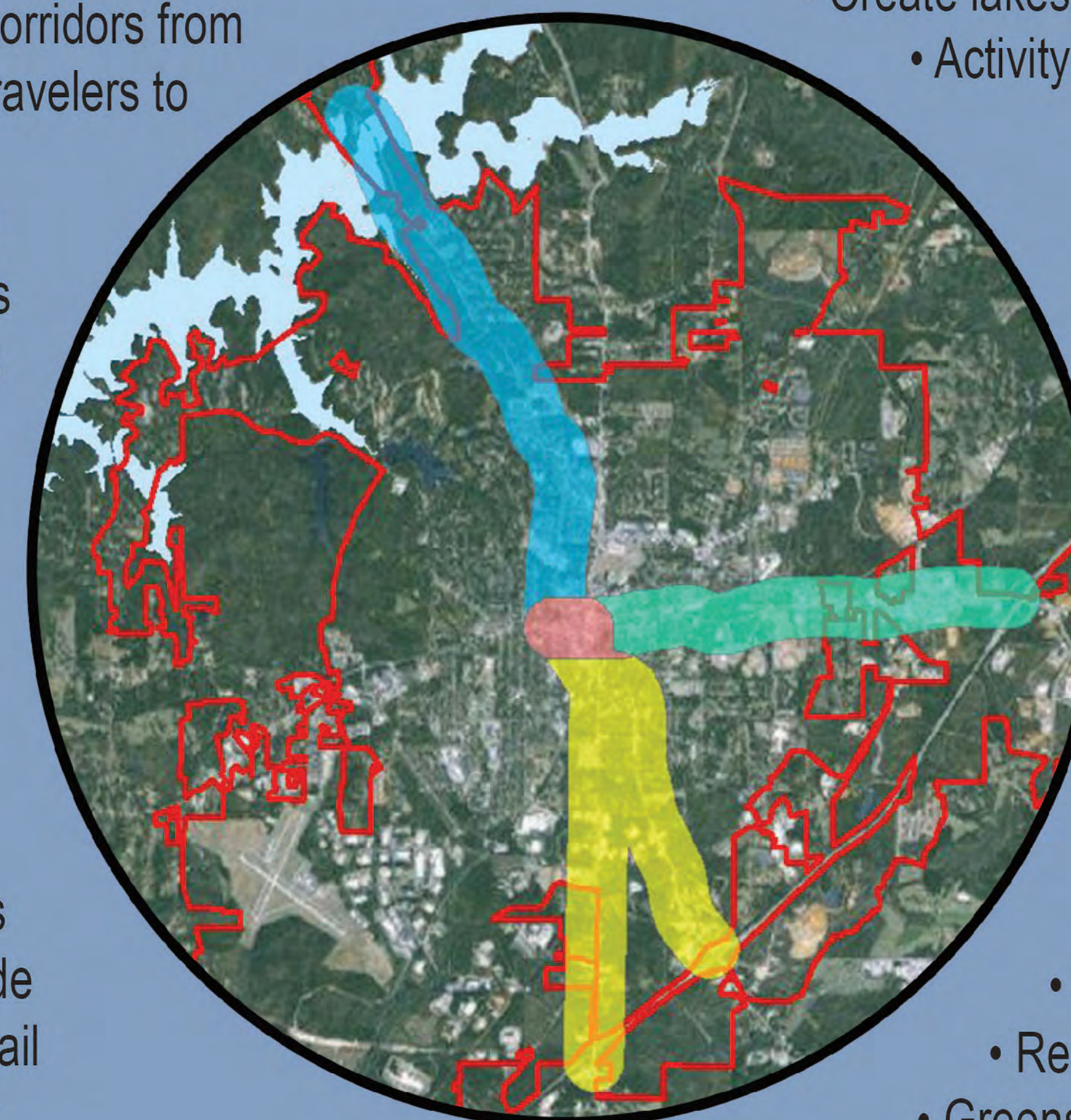
- Create attractive streetscapes
- Consider billboard zoning ordinances
- Residential/Commercial
- Greenspace

Corridor Focus

Develop entry corridors from I-85 that draw travelers to downtown.
Ensure positive first impressions for all directions of travel.

Downtown

- Enhance connectivity with other areas
- Strongly include in new thread trail
- Utilize greater mix of uses in zoning



Expand West Point Lake's \$82Million economic impact by massing events on shared weekends.

Build on existing series like Azalea Storytelling Festival.

- Regional examples:
- Dahlonega
 - Columbus
 - Atlanta

Board of Education

- Adjust curriculum
- Rezone school districts
- Positively market school system
- Add magnet school
- Add representation into Troup County Strategic Planning