



HISTORIC

FORT OGLETHORPE



Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA

RENAISSANCE STRATEGIC
VISION AND PLAN



Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA

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HISTORIC
FORT OGLETHORPE

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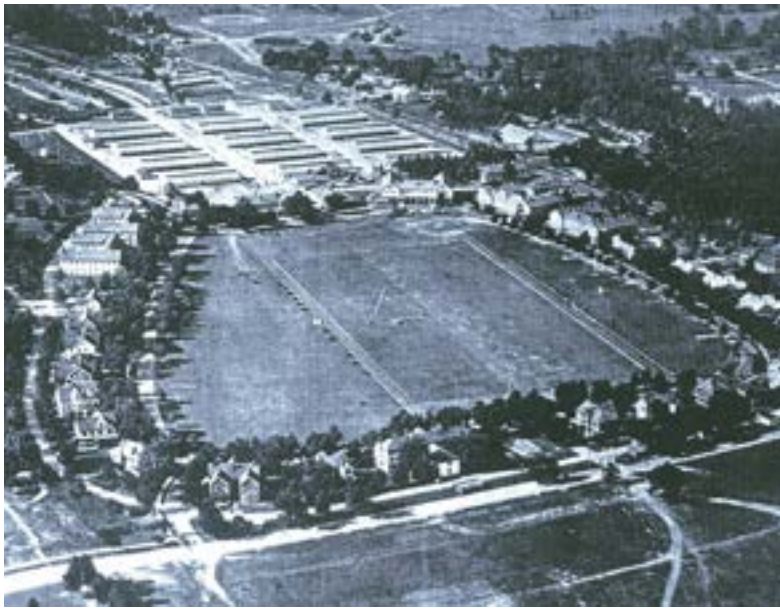
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Scenes of historic Fort Oglethorpe from the early 1900s



INTRODUCTION

Located just north of the 5,200-acre Chickamauga Battlefield and eight miles from bustling downtown Chattanooga, the quintessentially American small town of Fort Oglethorpe sits at the intersection of history and progress. Unlike any other small town in America, Fort Oglethorpe originated as a cavalry post for the 6th Cavalry regiment of the United States Army. Fort Oglethorpe citizens and community leaders celebrate this legacy and embrace the city's outsized role in American history. Beginning in 1902, development of the historic fort included 810 acres, with officers' quarters, barracks, stables, parade grounds, a hospital, and additional support buildings constructed to support the "Fighting Sixth" 6th Cavalry. The cavalry post was dedicated on December 27, 1904, and named Fort Oglethorpe in honor of James Oglethorpe, the founder of the Georgia colony. Over the years, scores of great American service members were assigned to service at Fort Oglethorpe. Dwight Eisenhower trained for service at Fort Oglethorpe in 1917. Presidents Theodore and Franklin Roosevelt both visited the fort during their tenure in office. Following World War II, the War Department dissolved the fort and sold the land and structures that comprised the cavalry post to the public. Forward-thinking residents and local leadership applied for cityhood to preserve the buildings and grounds of the fort and incorporated these facilities into a new community. As a result, in 1949, the City of Fort Oglethorpe was established.



To bring new life and activity to the historic area, representatives of the city reached out to the Lyndhurst Foundation to explore developing a plan for the historic Barnhardt Circle area. Following approval from the foundation,

Fort Oglethorpe's leaders engaged planning and design professionals at the University of Georgia's Carl Vinson Institute of Government to help develop a vision for the historic area centered around Barnhardt Circle and Lafayette Road. The Fort Oglethorpe Renaissance Strategic Vision and Plan (RSVP) emerged from the public input of approximately 1,000 residents. Local voices informed design solutions that address the most pressing issues in the community. Design concepts produced in this plan show improvements that bring life and activity to formerly vacant areas and upgrade the appearance of key streets and corridors. The designs illustrate façade improvements that provide options for property owners to restore and rehabilitate properties throughout the historic area. Additional policy recommendations for the historic area provided in this document help guide city officials to create the vibrant historic core envisioned by local residents. Generously funded by the Lyndhurst Foundation with support from the Georgia Municipal Association and Georgia Cities Foundation, the plan that follows outlines a renewed vision for historic Fort Oglethorpe.



With representatives from across the city, county, and community organizations, the Fort Oglethorpe RSVP Steering Committee spearheaded planning efforts in the community. This dedicated group of local citizens, along with the mayor and council, refined community priorities and helped guide development of the final plan. The Fort Oglethorpe RSVP Steering Committee reviewed the hundreds of individual public responses from step one of the RSVP process to determine the community's top concerns. The resulting top priorities guided the strategies and designs found throughout this plan.



WHAT WE HEARD: FORT OGLETHORPE PUBLIC INPUT

"Fort Oglethorpe is a great place to live and call home."

Residents love Fort Oglethorpe. Community members see the city as a great place to raise a family, with high-achieving schools, impressive parks and recreation options, available jobs, lots of shops and restaurants, and more. Citizens feel safe in the community and know their neighbors. Across the community, finding a home can be a challenge because people don't move. All of the entertainment and attractions of downtown Chattanooga are nearby, but residents get to live in a safe, small-town community.

Overall, residents would like to see the historic area preserved but revitalized with a mixture of businesses. Many of the options favored by residents are businesses found in traditional downtown main streets. Fort Oglethorpe residents want cafés that draw the local community to the area and that offer a chance to regularly run into friends and neighbors. Many see the need for businesses that cater to the entire family. Residents also favor attracting more community activities like festivals and events to Barnhardt Circle. Events frequently mentioned by public input participants included a farmer's market, live music, and even classic car shows.

Residents envision a vibrant, charming area that celebrates Fort Oglethorpe's unique history, historic buildings, and landscape. Community members want a lively, entertaining community hub in historic Fort Oglethorpe that offers expanded shopping, dining, entertainment, and recreation options. Residents would like to see redevelopment at an appropriate scale that retains the area's small-town atmosphere.

FORT OGLETHORPE TOP ISSUES:

Beautify the Historic Area:

Improve the look of buildings and corridors.

Brand Historic Fort Oglethorpe:

Create a distinct brand to promote the area.

Bring Activity to Historic Fort Oglethorpe:

Attract community activities, programs, and events.

Implement the Community Vision:

Work with the local government to develop a historic district zoning overlay and economic incentives. Encourage redevelopment, refurbish public facilities, and program activities to make the community's vision a reality.

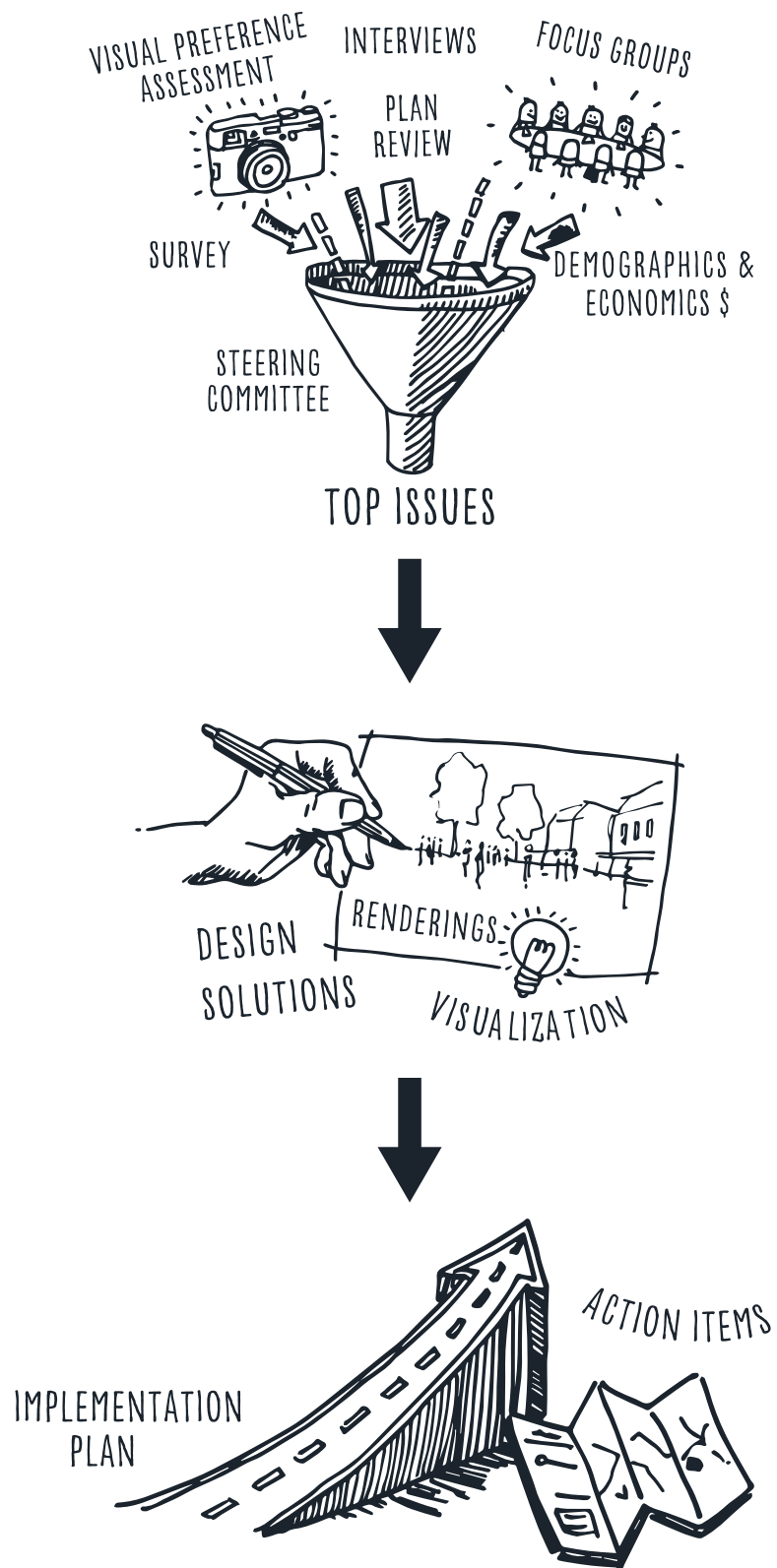
THE RENAISSANCE STRATEGIC VISION AND PLANNING PROCESS

The RSVP process combines the best practices of community-led strategic planning, design, and action-item implementation.

The initial public input process provides local citizens and stakeholders the opportunity to express their goals, objectives, and values honestly. Through this community dialogue, residents discuss what they would like their town to look and feel like moving forward. By hearing one another and discussing their ideal versions of their community, residents are able to arrive at a consensus vision of their future. Facilitated community conversations ensure that professional planners and designers understand the kind of future a community wants and are able to reflect these priorities in designs.

Talking about local priorities and ideal futures only goes so far. The second step of developing a town strategic vision is bringing that community's ideas to life. Trained design professionals listen to the community members detail their unique vision. Designers use renderings, plans, and more to help illustrate the picture local citizens can see in their collective minds' eye.

Through renderings, plans, and more, designers create two-dimensional images that represent solutions to transform the built environment. These design interventions can be either short or long term, from a simple can of paint on a prominent building to long-term improvements like streetscaping, park designs, or potential mixed-use infill developments. Whether they encompass small or large projects, the conceptual designs created speak directly to the priorities and vision articulated by community members, their ideas and solutions captured and brought to life on the page. These designs represent the goals and objectives of the community. Taken together, they illustrate the community-determined, consensus vision of how their town will look and feel in the future. These designs are then used to guide strategic planning, prioritize decision making, and inform the local officials who will direct the future of the town.



MASTER PLAN

FORT OGLETHORPE

While addressing the top issues raised by community members in step one of the RSVP, the downtown master plan foldout on the next two pages was produced to help guide local leaders and inform future design concepts prepared for the community.

This master plan addresses the heart of Fort Oglethorpe's historic core, including Barnhardt Circle, Lafayette Road, and the roads radiating from it. During interviews and focus groups, dozens of residents noted how much they admired the historic tree canopy and attractive officers' quarters found along Barnhardt Circle. This plan helps extend that tree canopy northward and creates a legacy for future generations.

By addressing the appearance and function of key roads, including Lafayette Road, Thomas Road, and Forrest Road as well as local streets like Harker Road, Hedekin Circle, First Street, and Second Street, this master plan puts forth a more vibrant, welcoming, and connected historic area for all residents. With scores of proposed street trees and expanded sidewalks, this concept envisions reconnecting surrounding neighborhoods with historic Fort Oglethorpe. Together, these improvements help ensure that Barnhardt Circle and historic Fort Oglethorpe serve as the heart of this growing community.



UNFOLD FOR MASTER PLAN





MASTER PLAN

FORT OGLETHORPE

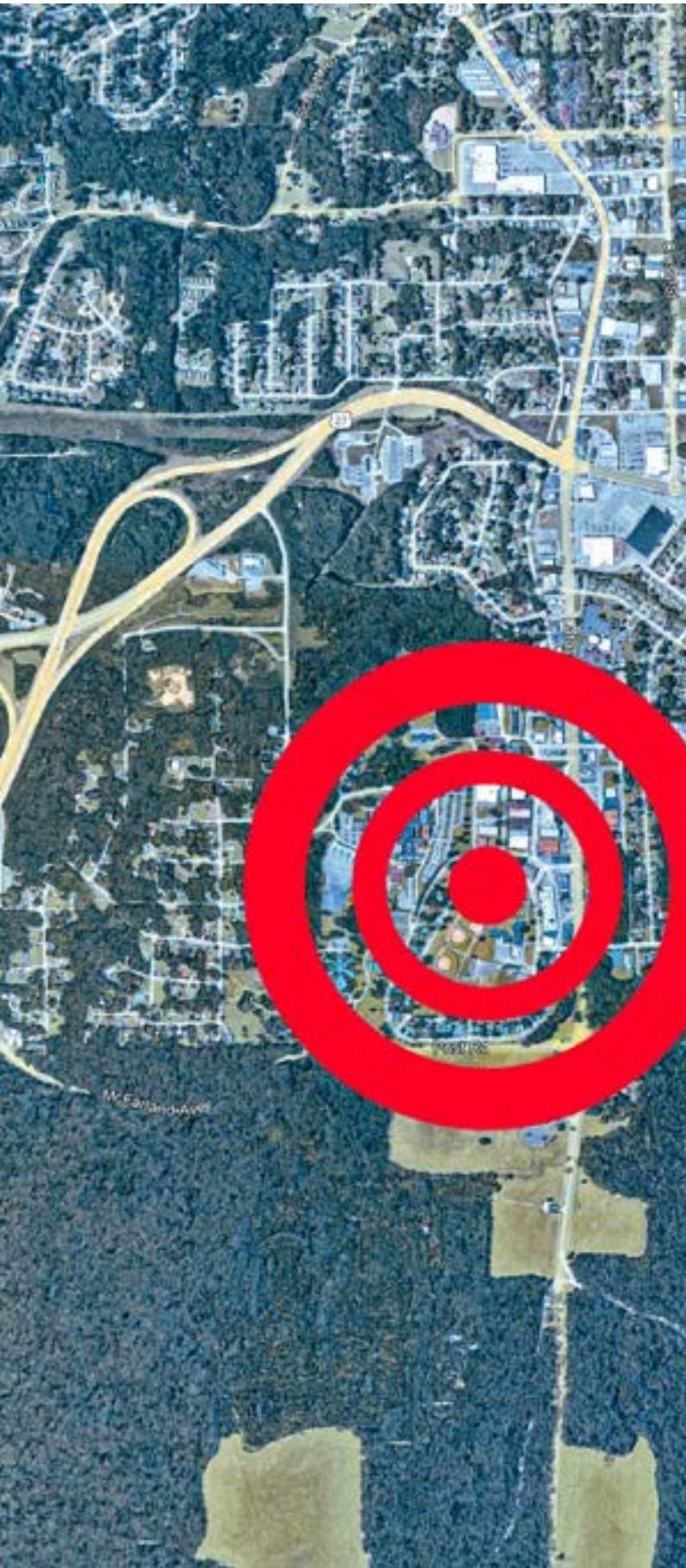
BARNHARDT CIRCLE DESIGNS

Encircling the historic parade grounds at the center of the old post, Barnhardt Circle serves as the heart of Fort Oglethorpe.

Ringed with notable buildings from the early 1900s and an impressive shade canopy, Barnhardt Circle offers a positive example of how Fort Oglethorpe's streets and public areas could be improved. Well-maintained structures dating from the early days of the cavalry post and impressive large-canopy trees along Barnhardt Circle were cited by many as positive elements of Fort Oglethorpe and examples that should be continued throughout the community. Even in this generally well-maintained area, many residents discussed the need for improved maintenance of public spaces, streets, and surrounding properties. In the years following the dissolution of the cavalry post, many

historic structures in the area underwent a slow neglect. Over time, buildings were demolished or renovated beyond recognition. In the years following World War II, industrial growth brought new warehouses and plants to the site of former barracks and stables. Over time, public buildings developed and ball fields multiplied in the formerly open parade ground. While featuring the community's largest collection of buildings from the days of the old cavalry post, today Barnhardt Circle includes a mix of both well-maintained and neglected historic structures, vacant institutional buildings, and recreational ball fields. Locals proposed a variety of short- and long-term improvements that could bring more activity and life to Barnhardt Circle. The designs that follow show improvements that help restore Barnhardt Circle's status as the heart of historic Fort Oglethorpe.





This aerial image shows the location of historic Barnhardt Circle. Growth in Fort Oglethorpe has radiated northward from Barnhardt Circle along major corridors since the 1950s.



BARNHARDT CIRCLE ENTRY



Existing: These existing brick piers signal arrival to the historic area of Fort Oglethorpe. Issues like weeds in the pavement detract from the visitor experience.

Proposed: This view shows the impact improved maintenance can bring to the visitor experience. Removing weeds, maintaining the turf edge, applying fresh paint, repointing masonry, and regular cleaning allows these piers to function as a welcoming gateway to the historic area. If desired, a plaque here could inform visitors about the history of the area.



Implementation:

This photograph shows a local clean-up day. Featured is City Council Member Paula Stinnett painting, June 2022.





BARNHARDT CIRCLE REPURPOSED WAREHOUSE



Existing: Devon Corp's downtown facility is one of the many large industrial buildings in the historic area. At the intersection with Harker Road, the odd angle of the Hedekin Circle intersection creates an unnecessarily wide crossing area and over 70 feet of paving. Seen in areas throughout the historic fort, these roadway conditions are confusing to visitors, dangerous for pedestrians, and an inefficient use of the public right-of-way.



Proposed: Straightening this leg of Hedekin Circle could significantly improve the appearance, function, and safety of this intersection. The formerly 70-foot paved intersection could easily accommodate formal on-street parking, expanded sidewalks, and landscaped bump-outs with large-canopy street trees. This concept shows the Devon Building repurposed as an active collection of businesses and restaurants. Sidewalk tables and large glass roll-up garage doors signal that the area is full of activity and life.



NEXT PAGE >

Proposed, Evening View: Adding lighting in street trees could help create an inviting atmosphere and encourage evening activity.



**BARNHARDT CIRCLE
REPURPOSED WAREHOUSE**





BARNHARDT CIRCLE FLAGS AT INTERSECTION

Existing: Devon Corp's large industrial building sits at the entrance to historic Barnhardt Circle. The large exhaust fans pictured create a significant breeze. Multiple signs, the lack of pedestrian crosswalks, and poorly maintained turf send a negative signal to potential visitors.



Proposed: With the consistent breeze from the industrial fans, this could be a great spot to display Fort Oglethorpe's patriotic spirit. This concept removes the multiple signs and condenses information on an attractive branded wayfinding sign. Using similar signage throughout the historic area could help create a cohesive appearance. Fresh paving and crisp crosswalks improve public safety, encourage visitors to explore, and make the area feel cared for.



Proposed: The Performance Learning Center in the middle of Barnhardt Circle could provide an ideal location for a future city hall complex if the Catoosa County Board of Education ever desires to move the center's location. Based on the design used for Sugar Hill City Hall in Gwinnett County, Georgia, this complex could house the local government and the nearby 6th Cavalry Museum on a fraction of the footprint occupied by the former school. Concentrating these and other uses at this building could preserve more of Barnhardt Circle for open park space while restoring community life and activity to the area.

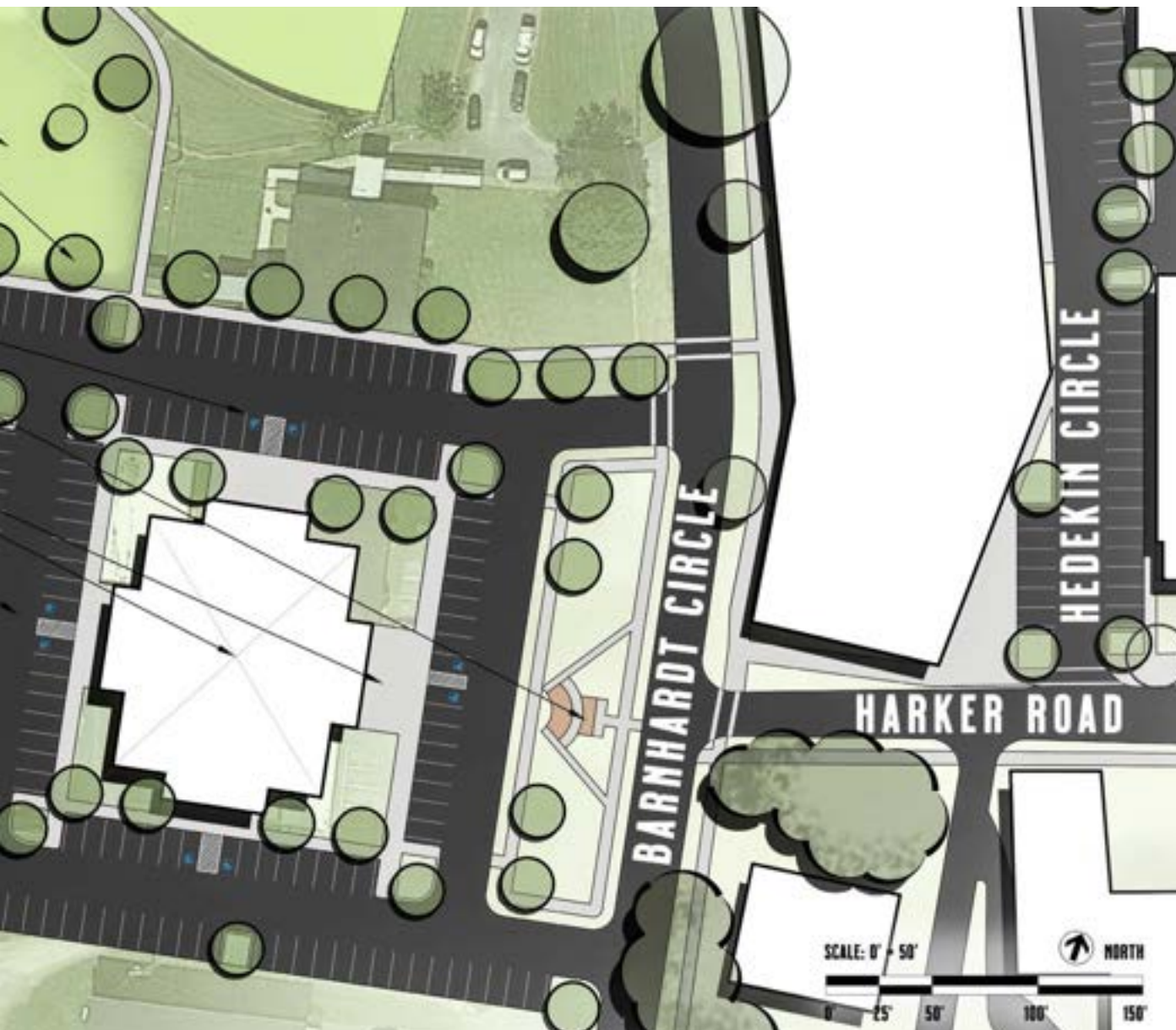




BARNHARDT CIRCLE CITY HALL PLAN

Existing: Owned by the Catoosa County Board of Education, the Performance Learning Center on Barnhardt Circle anchors a nearly nine-acre lot. The current school lot includes a complex of 1960s and 1970s buildings and approximately 80 parking spaces.





Proposed: This plan shows the school lot housing an impressive new city hall complex, should the school board ever decide to relocate the operations in this facility. Adapted from the design of Sugar Hill, Georgia's award-winning city hall, this timeless design includes 30,000 square feet of space for city council chambers, offices, meeting rooms, and more. This proposed civic space could also be used as a new home for the

6th Cavalry Museum. This design includes a parking area with 135 parking spaces, expands the existing veterans' monument lawn, creates new bump-outs and other locations for large-canopy trees, and incorporates needed improvements like sidewalks and crosswalks. Just to the northwest of the proposed building, this plan shows the location of an expanded playground nestled between the city's existing baseball fields.



BARNHARDT CIRCLE FORMER LIBRARY

Existing: Constructed around 1970, the former library at 10 Barnhardt Circle features a brutalist design that sets the building apart from the turn-of-the-century buildings in the area. Constructed within the former parade grounds, the existing red brick contrasts sharply with the surrounding green fields and the heavy concrete structural elements. Local officials requested options for painting the brick to hide repairs to the masonry.



Proposed: This option shows the brick painted a dark gray similar to Sherwin Williams Iron Ore (SW 7069). Using a gray complementary to the natural gray of the concrete helps this building blend better with the surroundings. Using a darker color on the brick also makes the concrete seem lighter. Reprogramming the former library as a community center could bring regular activity to the historic area.



Implemented: This image provided by the city shows the former library with fresh paint matching the earlier design concept.





BARNHARDT CIRCLE RECREATION AREA ENTRY

Existing: Fort Oglethorpe's five baseball fields occupy a prominent space in the heart of Barnhardt Circle. Currently, this recreation area features a network of fencing that limits everyday use.



Proposed: Replacing the perimeter fencing improves the appearance of this public space, already home to five baseball fields, and invites local residents to take advantage of the recreation area at Barnhardt Circle. Opening and expanding the playground area at the former school could allow smaller children to use these facilities during games.

CROSSWALK AT THE BANDSTAND



Existing: Residents are proud of Fort Oglethorpe's historic and beautifully restored bandstand. Currently, this area features an accessible sidewalk but lacks a defined pedestrian crossing.



Proposed: Clearly marking this crossing better defines pedestrian access to this attraction. This image also shows regularly spaced willow, Shumard, and other oak plantings along Barnhardt Circle.



BARNHARDT CIRCLE COBBLESTONE MAINTENANCE



Existing: The historic cobblestone curb and edging along Barnhardt Circle speak to the history of this lovely neighborhood. The cobblestones shown in this image could benefit from edging and the removal of weeds and debris.



Proposed: Cleaning and maintaining this unique element of Fort Oglethorpe's streetscape shows off this piece of local architectural heritage. This design also shows new large-canopy oak plantings with regular 60' spacing to repeat the existing planting pattern of oaks along Barnhardt Circle.

TREE PLANTING



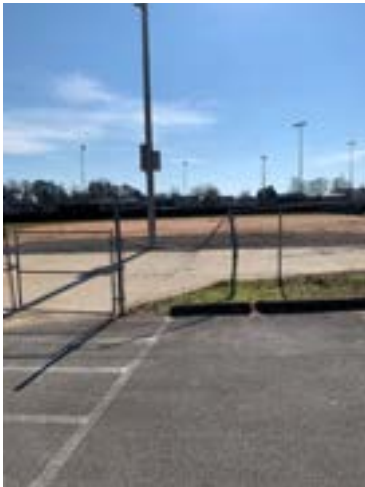
Existing: This image shows existing conditions of sidewalks along the northern end of Barnhardt Circle.

Proposed: Repeating regular plantings of large-canopy willow or Shumard oaks could create an impressive shade canopy along historic Barnhardt Circle.





BARNHARDT CIRCLE FENCE REPAIR



Existing: The existing fencing at the Barnhardt Circle ball fields sends a signal that visitors here are unwelcome. This feature detracts from the beauty of surrounding historical buildings.



Proposed: Replacing chain link with more attractive ornamental fencing following examples found at other city parks lets residents and visitors know that this is a common public space open to enjoy.

BARNHARDT CIRCLE EDUCATION CENTER

Existing: Constructed roughly 60 years ago, the school campus in the center of Barnhardt Circle houses the Performance Learning Center. Local leaders sought design assistance to improve the appearance of this building.



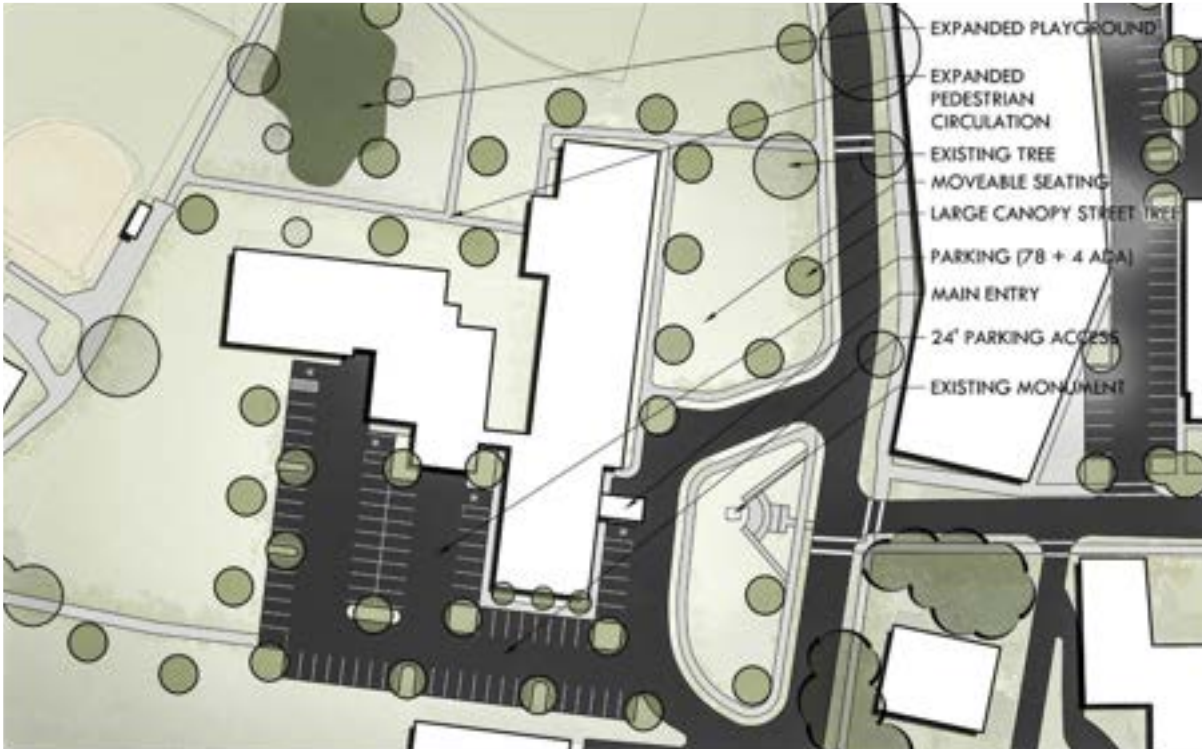


BARNHARDT CIRCLE EDUCATION CENTER

Proposed: This design shows the cinderblock sections of the exterior painted to give the building a cleaner appearance. The addition of large-canopy oak trees extends the canopy of Barnhardt Circle. Sidewalks extended through the site help connect Barnhardt Circle to surrounding neighborhoods.



Plan: The updated plan for the property shows the existing building and parking area preserved while improving circulation and adding new tree cover. This design includes six new trees flanking the front lawn area, improving the appearance of the property and offering shade to a new flexible seating area. Restriping the parking lot allows for additional ADA parking and new bump-outs for trees. These bump-outs are planted with various grasses that should help slow stormwater runoff from the parking lot and building. Behind the former school, an improved and expanded playground offers space for children to play outdoors safely. Throughout the site plan, new sidewalks and pedestrian crossings increase connectivity between the property, Barnhardt Circle, and the recreation complex.



Implemented: This facility has recently been painted by the Catoosa County School Board to match the newly painted former library building owned by the City of Fort Oglethorpe on Barnhardt Circle.





LAFAYETTE ROAD DESIGNS

Predating both the former cavalry post and the settlement of Fort Oglethorpe, Lafayette Road has served as a major corridor in Northwest Georgia since the days of the Cherokee.

The center of horrific fighting during the Battle of Chickamauga, today Lafayette Road serves as the main gateway into and through the Chickamauga Battlefield, the centerpiece of the Chickamauga and Chattanooga National Military Park. Nearly a million visitors travel along Lafayette Road to visit the battlefield annually, generating an estimated annual impact of \$55.8 million to surrounding communities. Rather than an attractive welcome mat for out-of-town guests, chaotic sprawl, aging strip malls, and excessive asphalt provide the first impression for hundreds of thousands of annual visitors.

Growth along Lafayette Road, designated as Highway 27 for much of the 20th century, occurred in a haphazard, sprawling pattern from the 1940s until the construction of the Highway 27 bypass in 1986. Since the 1980s, properties along the corridor have witnessed significant decline. In 2021, the Georgia Department Transportation completed long-awaited plans to improve the corridor. Midblock crosswalks with crossing islands, ADA-accessible curb ramps, bike lanes, and more now make this area safer to explore on foot. Locals and city officials see the new improvements as a starting point to transform the area into an active and attractive community destination. Residents envision renovating the corridor's strip malls and auto shops into inviting cafés and community hubs. Given the number of small individual property owners along the corridor and a lack of economic



incentives to rehabilitate properties, an effective first step to improve Lafayette Road could rely on planting trees in the public-right-of-way. Many residents in step one of the Fort Oglethorpe RSVP suggested planting street trees in existing planting strips and vacant parking areas along the corridor, defining the area as a special destination and creating a welcoming canopy of shade for locals and visitors alike. Overhead utility lines and the size of landscape strips along Lafayette Road limit the size to trees that could thrive in the area. Therefore, planting the corridor with a canopy of Natchez crape

myrtles could create an inviting and welcoming gateway to the community. Planting trees ranks among the most affordable, effective, and enduring improvements that any community can make. Selecting the proper street tree species allows these critical elements of urban life to thrive and contribute to downtown for generations. Expanding landscaped bump-outs and planting large-canopy street trees where possible would help beautify Lafayette Road, bring shade and comfort to pedestrians, and slow vehicular traffic, encouraging more locals and visitors to spend time and money in the area.

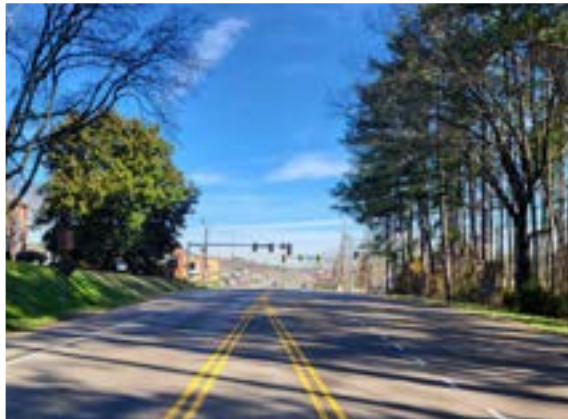


NOTE:

While a particular design may show a building occupied by one tenant or another, unless requested by property owners, this plan does not prescribe specific uses for commercial buildings. Rather than advocating for one particular business over another, renderings that show new tenants, signage, and more are intended to help residents visualize activity along the corridor.



LAFAYETTE ROAD WELCOME SIGN



Existing: Approaching Fort Oglethorpe from the battlefield, there is little indication of historic Barnhardt Circle and the parade grounds just west of this spot.





Proposed: Replacing the standard brown historic district signage with a branded wayfinding sign could help build the identity of historic Fort Oglethorpe and draw more visitors to the area.



LAFAYETTE ROAD WELCOME SIGN



Existing: The blank wall of Liberty Baptist Church creates a first impression of Historic Fort Oglethorpe for visitors along Lafayette Road.

Proposed: Using the blank rear wall of the church as the site for a large-scale welcome mural could promote the historic area for visitors traveling to the battlefield. Planting Natchez crape myrtles along Lafayette Road could help establish a more unified look along the corridor while creating a welcoming sense of arrival.







LAFAYETTE ROAD WELCOME SIGN



Existing: Liberty Baptist Church was recently repainted with a dynamic modern design.

Proposed: This secondary design option incorporates the Historic Fort Oglethorpe brand and directional signage on the rear façade of the building.







LAFAYETTE ROAD STRIP MALL



Existing: This image of the aging strip commercial buildings along Lafayette Road shows a poorly maintained public right-of-way, dated façades, chaotic signage, and tight existing parking well below the minimum depth advised for safe, accessible angled parking.





Proposed: The particularly tight parking in front of this business would be better suited for a parklet sidewalk extension. Removing irrelevant signage and adding trees and fresh paving to the existing parking area make this area feel safe and invested in. Maintaining the turf strip along

Lafayette Road, a key corridor and gateway to the battlefield, should be a top priority for local leaders. This concept shows the façade of the building at 3046 Lafayette Road unified with white stucco cladding, a single dark metal awning, and large storefront windows.



LAFAYETTE ROAD CORNER BUILDING

Existing: The historic building at the corner of Lafayette Road and Enscoe Street served as the post exchange at the fort during the early 1900s. Today, this view is dominated by excessive paving, chaotic signage, and poorly maintained parking and landscaped areas.





Implemented: This image provided by the city shows the building repainted by the property owner.

Proposed: Relocating parking from the building edge to the street could create a large landscaped bed and wide sidewalk. These improvements could welcome visitors to patronize businesses in the historic area. Replacing billboard signage with appropriately scaled hanging signs could highlight the historic character of this building. Using a cohesive palette of street signs, lamps, and more could also create a more unified appearance in the historic area.

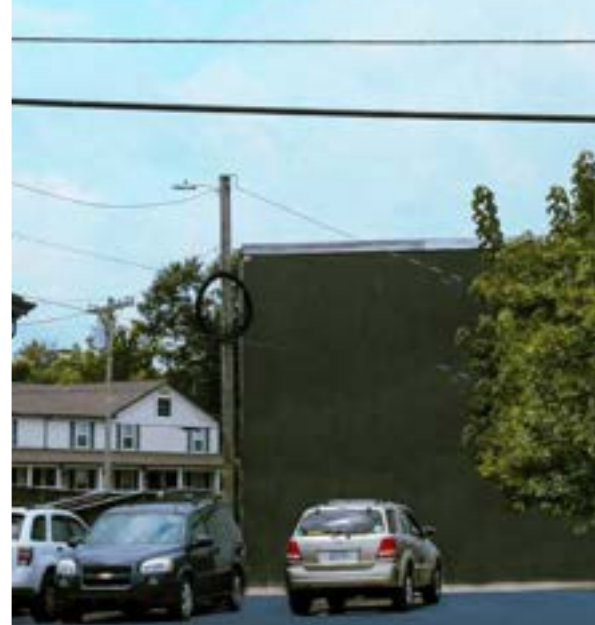




LAFAYETTE ROAD GARAGE REUSE



Existing: Adjacent to the original gymnasium from the historic fort, this midcentury garage shows the diversity of business types and building styles along the corridor. Over the long term, this building could be repurposed if ever vacant.





Proposed: The existing garage bays could be well-suited for future businesses like brewpubs and restaurants. An attractive

outdoor dining patio along busy Lafayette Road signals to visitors that this is an active and appealing destination.



LAFAYETTE ROAD

Existing: In addition to bike lanes, recent improvements along Lafayette Road created a continuous, accessible pedestrian path and landscape strip along this prominent corridor. Currently, this turf strip needs maintenance.

Proposed: Where possible, planting tall-growing Natchez crape myrtles along Lafayette Road could significantly improve and unify the appearance of the corridor. Street trees also enhance the pedestrian experience by adding shade and calming fast-moving vehicular traffic.



Proposed, Infill: Combining adjacent underutilized commercial parcels could create the opportunity for mixed-use infill development along Lafayette Road. Developments like the one shown could bring more regular activity and life to the area.

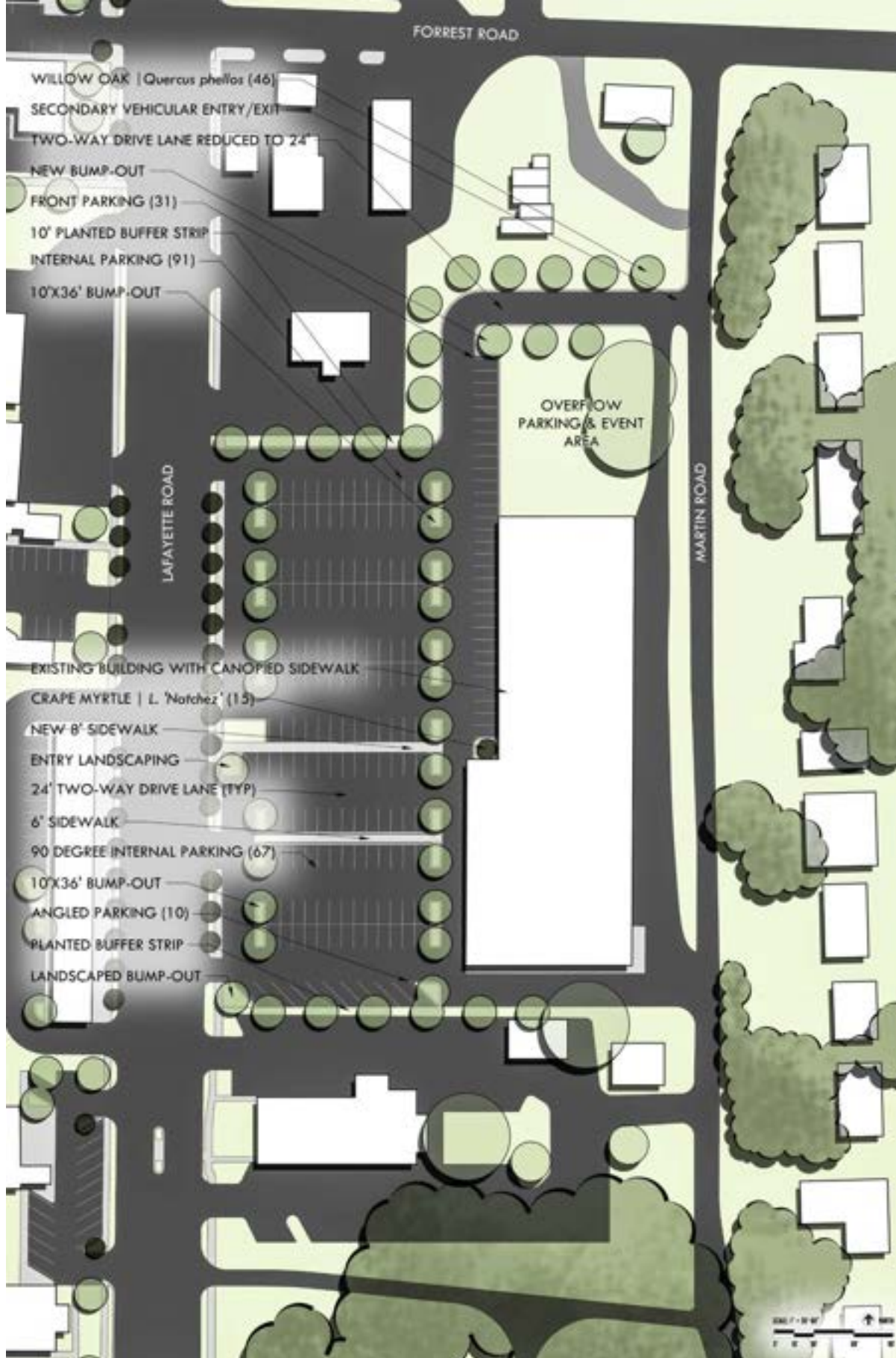




LAFAYETTE ROAD PARK PLACE PLAZA PARKING PLAN



Existing: This aerial view shows the existing parking area at Park Place Plaza.



Proposed: Introducing regular landscaped bump-outs and street trees transforms this large asphalt parking area into an attractive gateway to Chickamauga Battlefield. The proposed concept includes parking for 199 vehicles.



LAFAYETTE ROAD PARK PLACE PLAZA PARKING IMPROVEMENTS



Existing: This image shows existing conditions at the Park Place Plaza parking lot. Hot, unbroken asphalt pavement creates an unattractive first impression of Fort Oglethorpe for Chickamauga Battlefield visitors.





Proposed: This design concept reclaims excessive asphalt paving to introduce landscaped bump-outs, walkways, and street trees. This landscaping helps transform the appearance of the parking area and welcome visitors to Fort Oglethorpe.

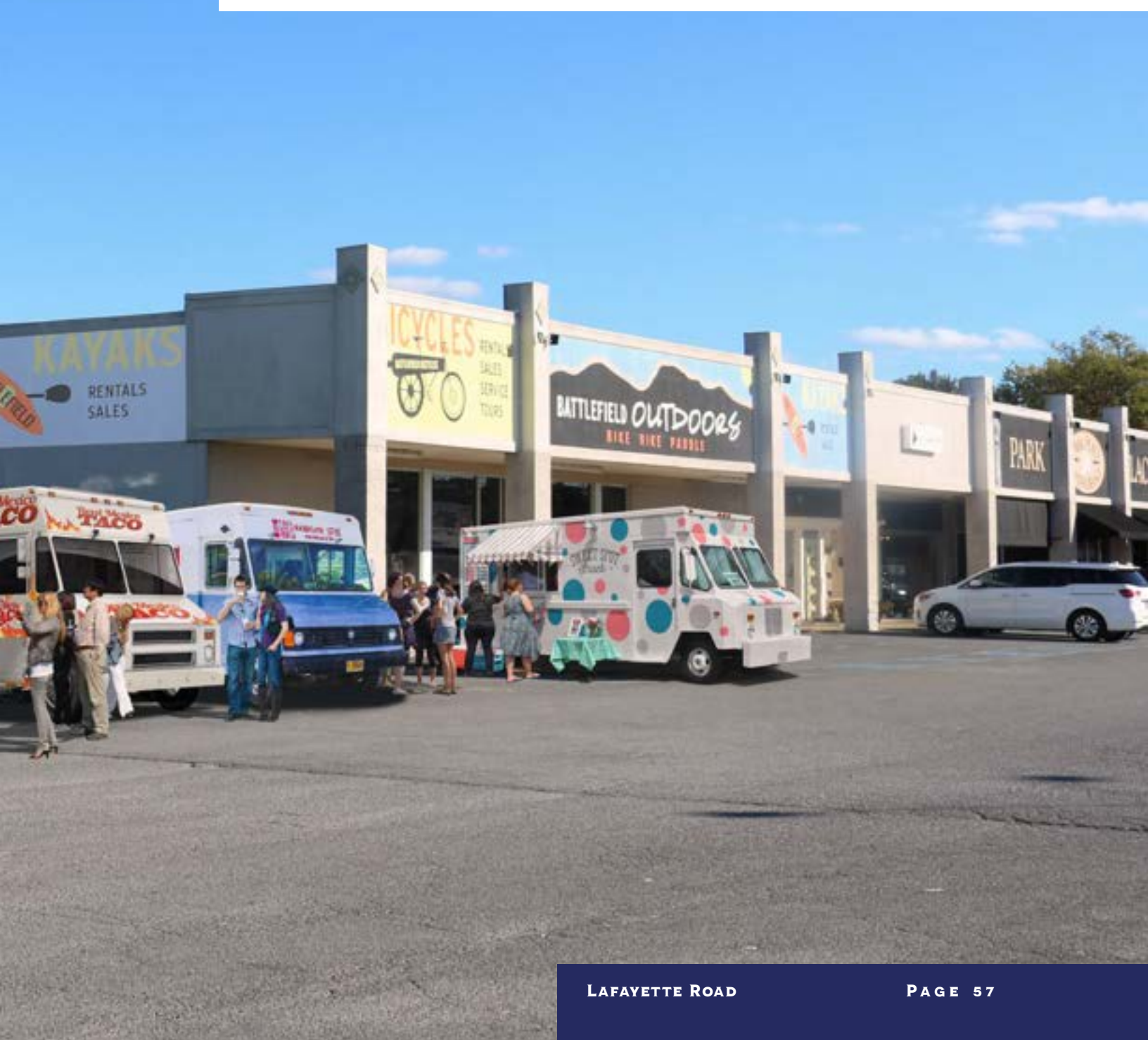


LAFAYETTE ROAD FLEXIBLE EVENT SPACE

Proposed: Attracting regular food trucks or other programming to this site could bring more activity to Lafayette Road and draw more battlefield visitors to patronize businesses in Fort Oglethorpe.



Existing: The existing vacant lot by Battlefield Outdoors offers a prominent location along Lafayette Road for potential programming.





LAFAYETTE ROAD MOTEL RENOVATION

Existing: The various buildings at the Royal Inn could be improved and unified for a more attractive exterior.

Proposed: A façade renovation that elevates this building's midcentury character could create an attractive and inviting stop for battlefield tourists. Reorganizing the parking area and removing an unnecessary curb cut could create an expanded lawn appropriate for large-canopy street trees. Retro colors, neon signage, playful yard flamingos, and a classic American car invite visitors to have fun and remember their time in Fort Oglethorpe.



FAÇADE UPDATES ALONG LAFAYETTE ROAD



According to city manager Molly F. Huhn, improvements like those seen at these businesses are “exactly what we want to see in this area.”

Local leaders praised the owners of The Post General Store and Classic Woodworking and Design for bringing new life to a once-neglected building along Lafayette Road. Attractive façade improvements, including fresh paint, new roofing, industrial-style lighting, and more, have refreshed the look of this space. With a welcoming exterior and exciting offerings, these businesses now attract community members and visitors to the area.





LAFAYETTE ROAD STABLE 45 EXTERIOR



Existing: Located at the corner of Lafayette Road and Thomas Road, this building is the only intact stable remaining from the original Fort Oglethorpe cavalry post.

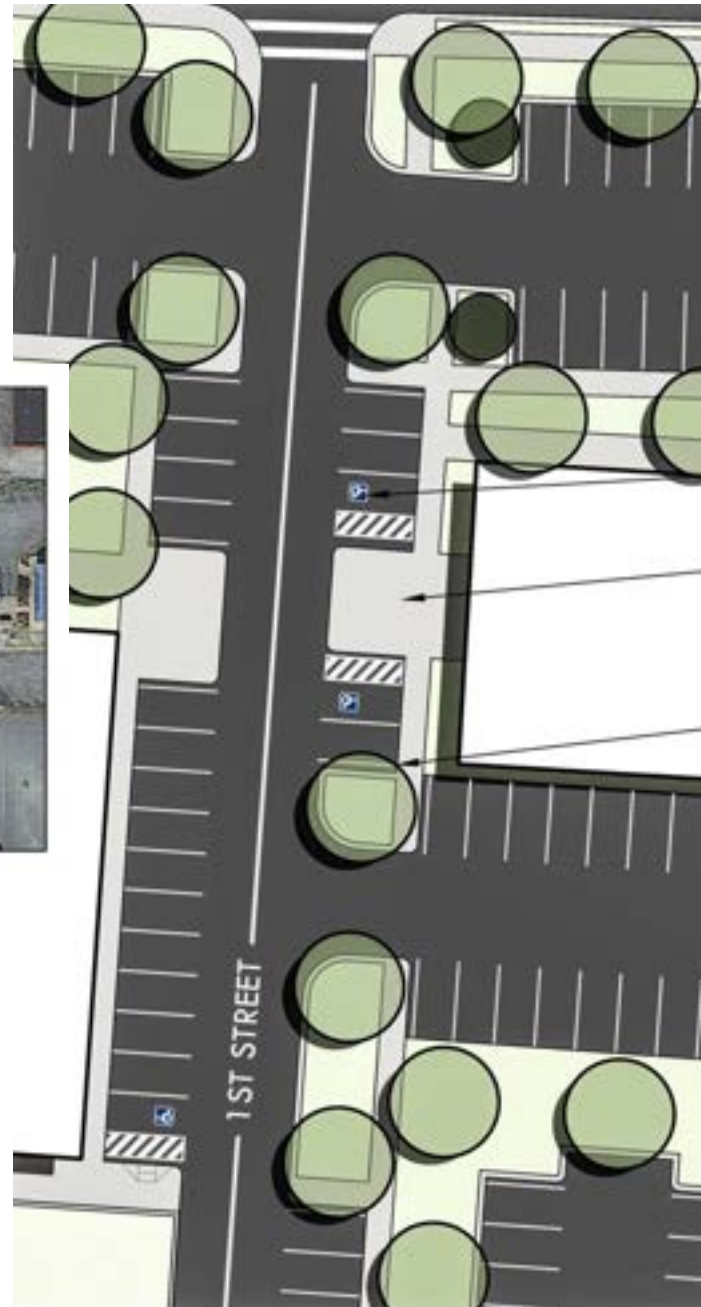


Proposed: This façade renovation restores this building’s historic appearance. This concept also illustrates improved parking and streetscaping with large-canopy street trees.

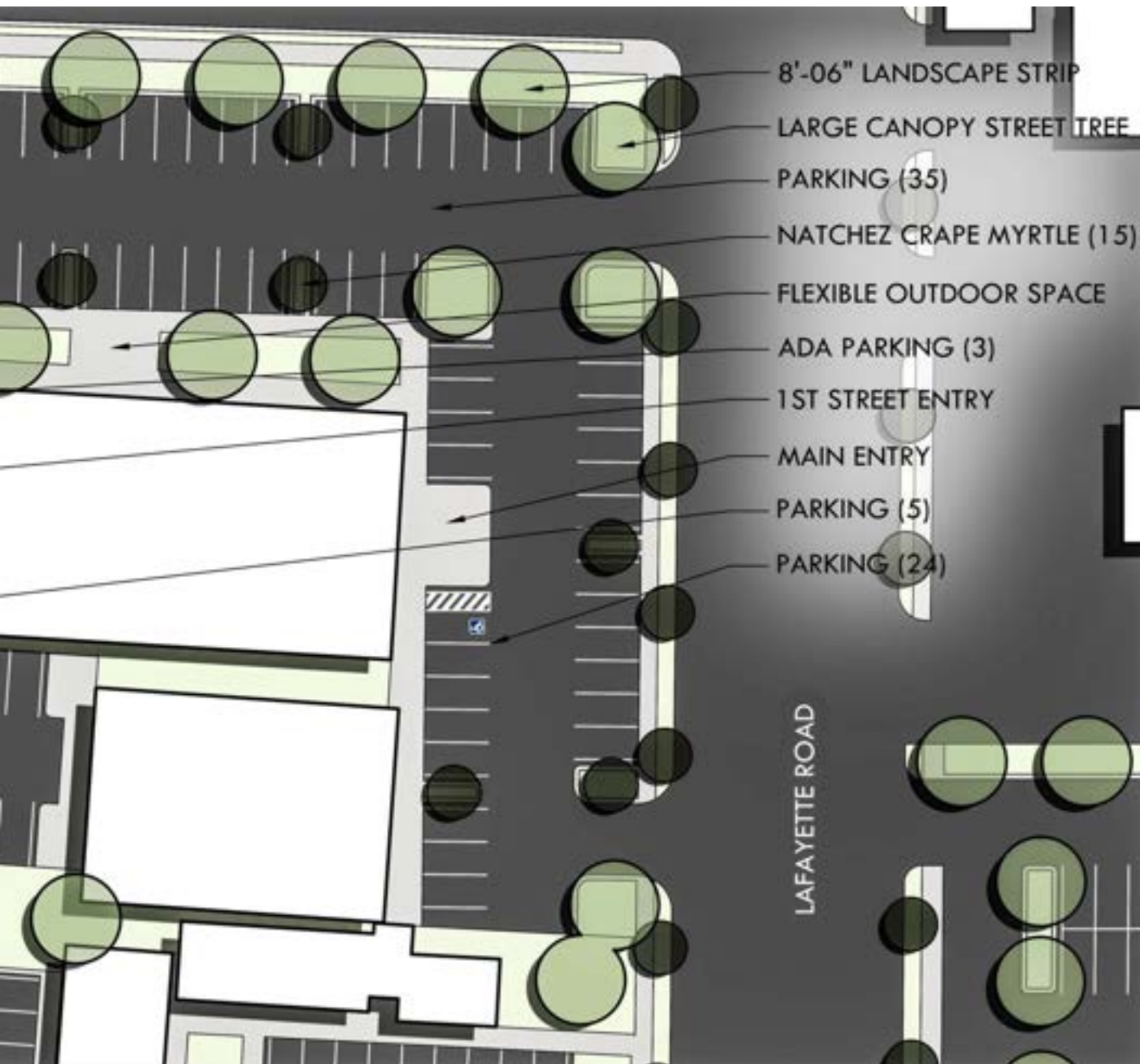


LAFAYETTE ROAD STABLE 45 PLAN

Existing: This aerial image shows existing conditions at the former stable on Lafayette Road.



Proposed: This plan for a proposed business at the corner of Lafayette Road and Thomas Road shows improvements to the existing parking area. New street trees, sidewalks, and flexible outdoor space bring new energy to this prominent corner. This concept shows the vacant corner lot as the site of an expanded parking area with regular plantings of Natchez crape myrtle. A generous planting strip along Thomas Road helps screen the parking and provides much-needed shade. This concept shows a total of 64 new parking spaces with three designated ADA-accessible spaces.





LAFAYETTE ROAD FORREST ROAD STREETScape

Proposed: Formalizing on-street parking, adding landscaped bump-outs, and extending sidewalks to this area transforms the appearance of this prominent corner. This design also shows updated façades at Sears Shoes and the business across the street.



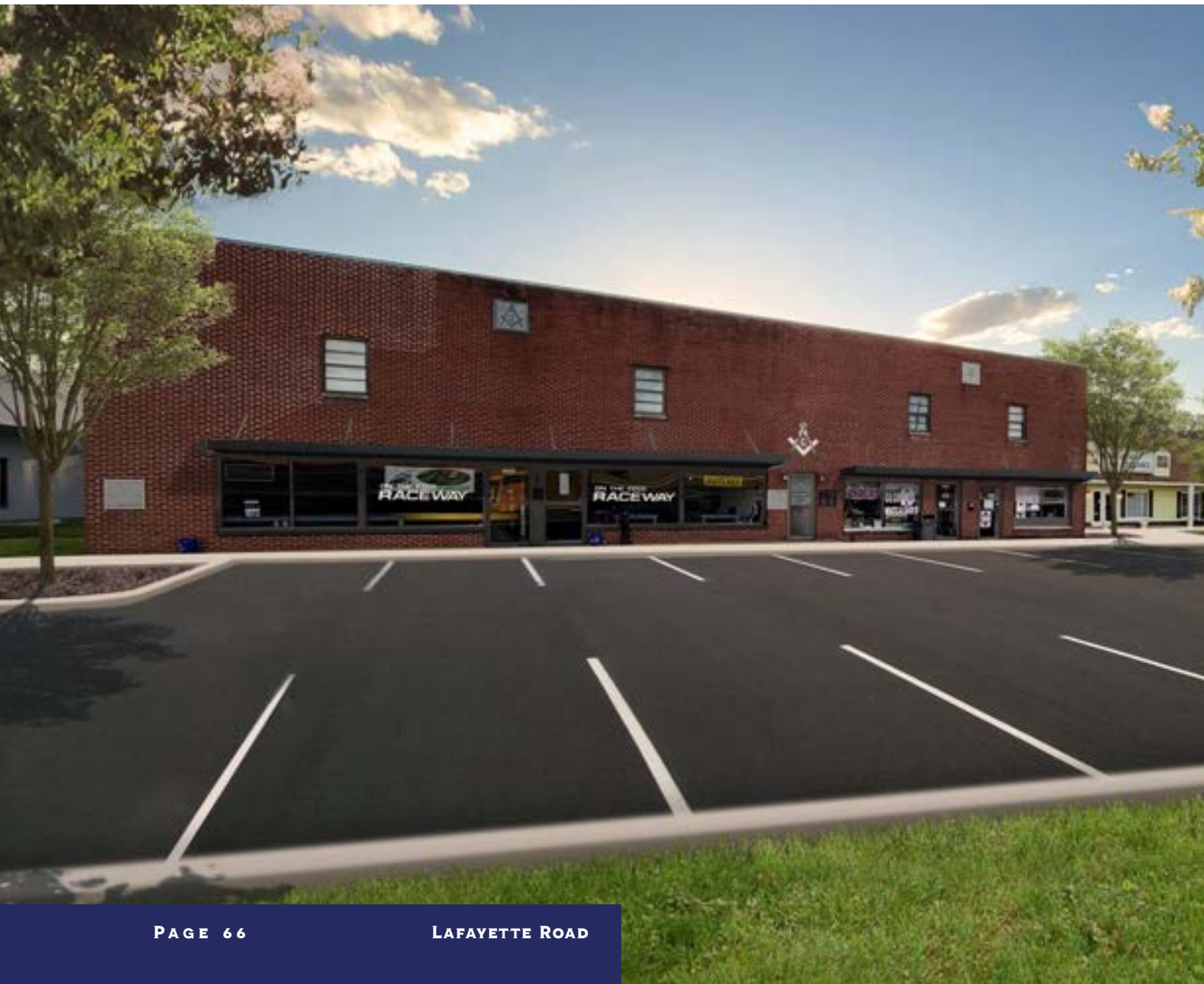
Existing: This view shows existing conditions at West Forrest Road adjacent to the former Sears Shoe Store.





LAFAYETTE ROAD PARKING IMPROVEMENTS

Proposed: This design concept reduces oversized paved back-up areas to expand sidewalks and introduce a larger landscape buffer along Lafayette Road. Bump-outs with trees including Chinese elms, willow oaks, and Natchez crape myrtles beautify this space. Façade improvements shown minimize visual clutter and emphasize the unique midcentury character of the masonic building.

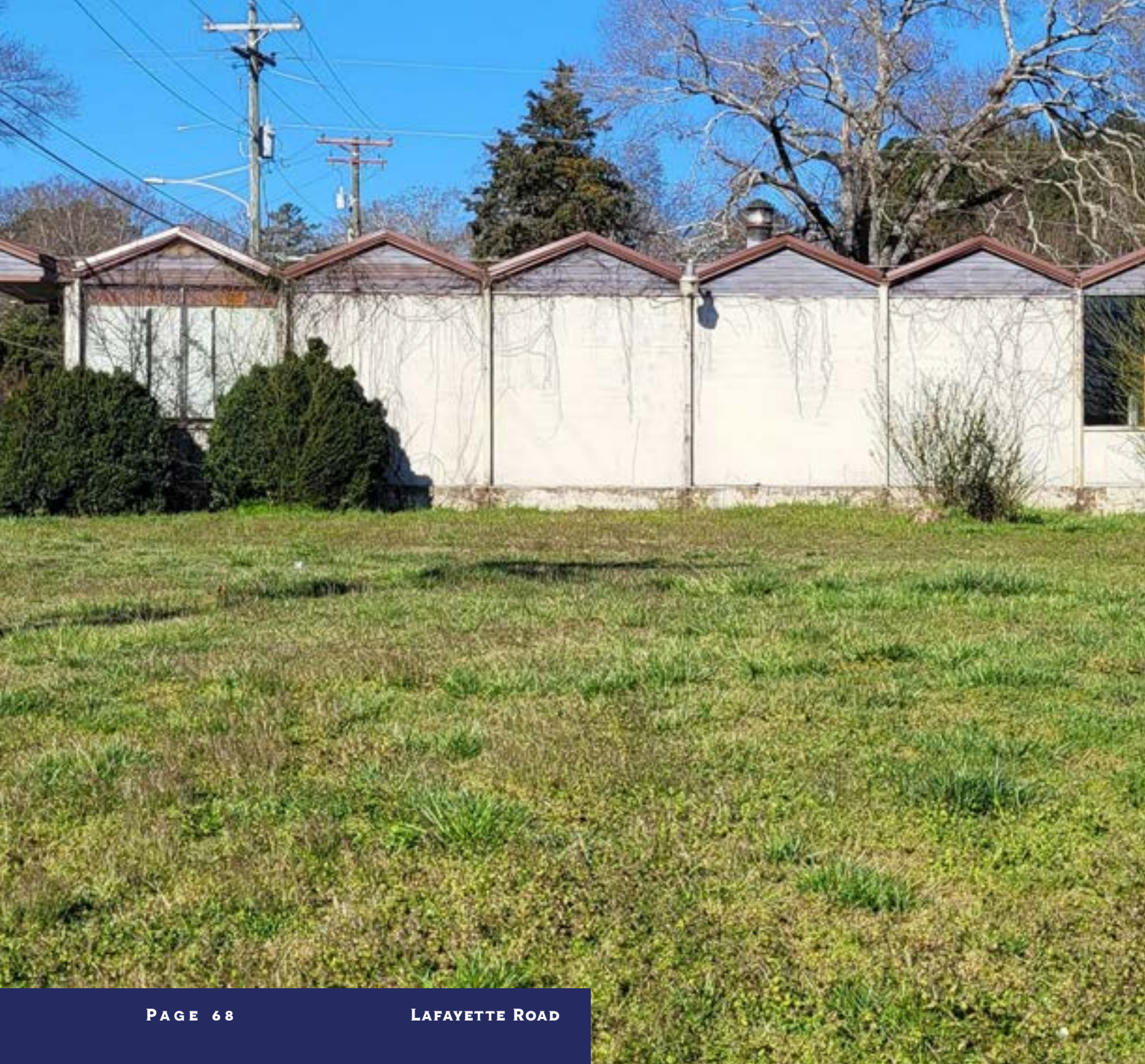




Existing: Just up the block from Sears Shoes, the masonic building and neighboring property feature large front parking areas with excessive paving. The lack of street trees and landscaping makes traveling along Lafayette Road unappealing.



LAFAYETTE ROAD RESTAURANT RENOVATION



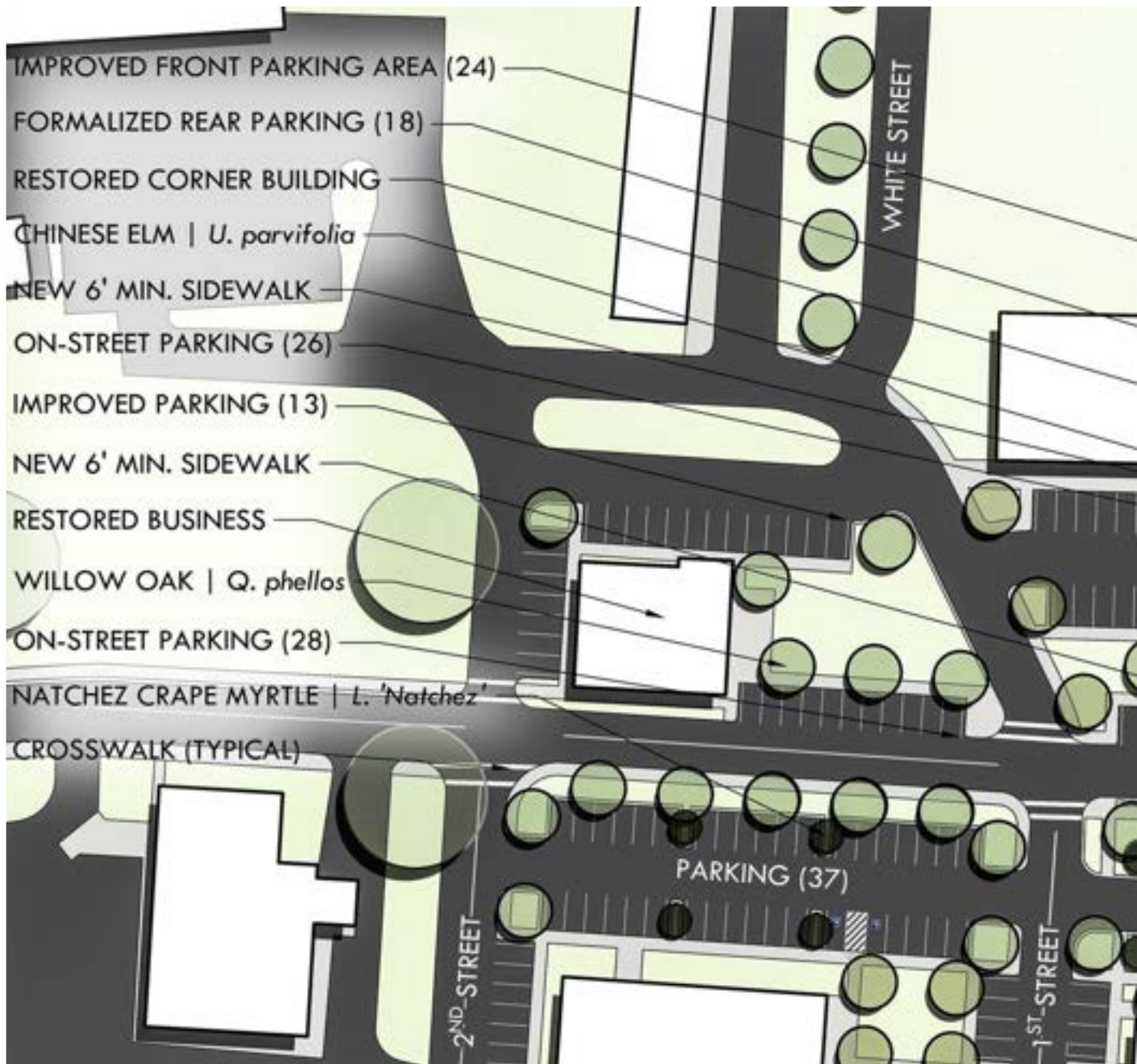
Existing: Located between Forrest Road and Thomas Road, this former business features a unique roofline and other midcentury architectural features.



Proposed: Attracting an active business to this site could bring more locals to the area. This concept shows a large outdoor dining area with new willow oaks that extend the canopy of Barnhardt Circle northward. Retro paint colors and new roll-up windows emphasize the midcentury character of this property.



LAFAYETTE ROAD THOMAS ROAD PLAN





Existing: This existing aerial view shows Thomas Road and Forrest Road north of Barnhardt Circle. Excessive paving and an odd street layout make this area confusing for visitors to navigate.



Proposed: This proposed plan shows the same area with regular on-street parking, sidewalks, and landscaped bump-outs. New crosswalks and sidewalks help connect the city's existing trail network to Barnhardt Circle and the CHI Memorial Hospital complex. This concept includes 181 on-street and dedicated parking spots to serve rejuvenated businesses along these corridors.



FIRST ST. WAREHOUSES DESIGNS

Constructed in the years following the decommissioning of the original cavalry post, the textile warehouses and industrial buildings between Lafayette Road and Third Street occupy the former site of Fort Oglethorpe's main cavalry stables.

In the center of this area, the warehouse complex between First Street and Second Street housed the Danube Carpet Mills for many decades after World War II. Community members during step one of the Fort Oglethorpe RSVP cited this complex and the many vacant warehouses in the area as potential redevelopment sites to bring new life and economic activity to the historic area. Following a presentation of initial design concepts and public input results to city

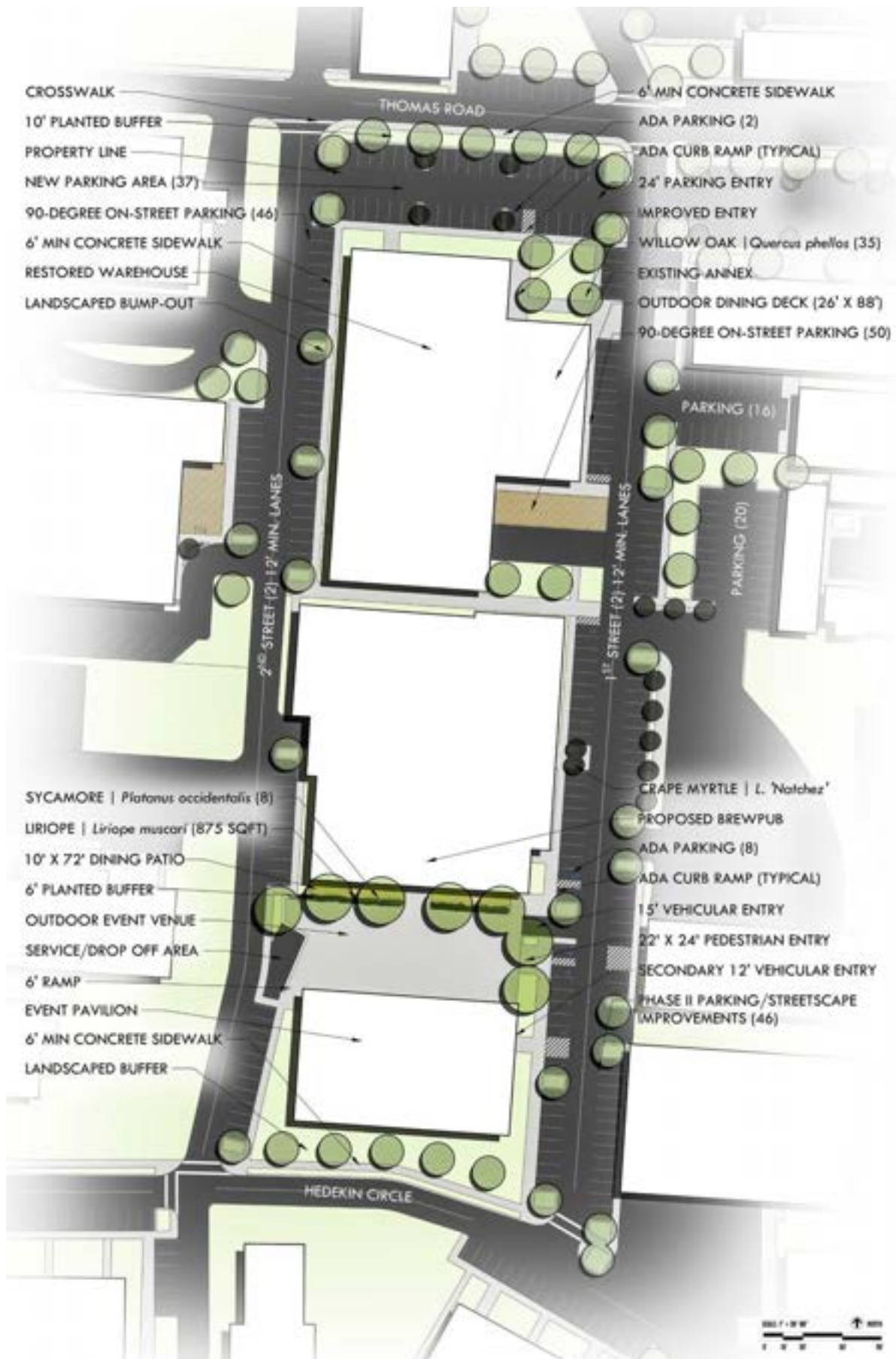
officials in November 2021, Fort Oglethorpe began acquiring key properties in the historic district, including the over 105,000-square-foot warehouse complex that once housed Danube Carpet Mills. Institute planners and designers created additional plans and renderings to inform redevelopment of the First Street Warehouses. Among other concepts, these designs illustrate an open-air warehouse space and surrounding open-air storage lot transformed into Stable 41, a destination for local events and activities that honors the history of this site. Prior to the delivery of the final Fort Oglethorpe RSVP to the city, hardworking local officials and staff began transforming the former warehouse into a community anchor. Once slated for demolition, the pavilion at Stable 41 hosted Fort Oglethorpe's first farmer's market on May 22, 2022. Twenty vendors

took part in the event and roughly 650 local residents attended. The laudable local effort to preserve and redevelop the First Street Warehouse complex serves as a prime example of place-based 21st-century economic development. According to *A Proven Economic Strategy* by planning expert Edward McMahon of the Urban Land Institute, “The unique characteristics of place may be the only truly defensible source of competitive advantage in a world where people can choose to live or work almost anywhere.” McMahon further cites “building a strong downtown” and “build[ing] on an authentic sense of place” as keys for success in 21st-century economic development.

By choosing to preserve and redevelop the unique elements of the community’s past while honoring the heritage of the former cavalry post, Fort Oglethorpe is boldly acting on the community’s vision for a lively, entertaining community hub that offers expanded shopping, dining, entertainment, and recreation options. The designs and plans that follow outline concepts to revitalize the First Street Warehouses and create a new community anchor in historic Fort Oglethorpe.



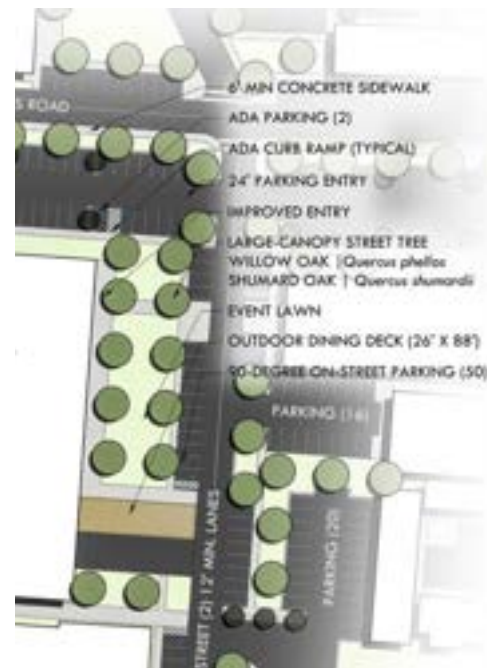
Implementation: These images provided by Fort Oglethorpe city staff show the open-air event pavilion at Stable 41 alive with activity at the city’s first seasonal Farmer’s Market event.



FIRST STREET WAREHOUSES PLAN

This plan view shows the potential reuse of the city-owned block of warehouses between First Street and Second Street in historic Fort Oglethorpe. While heavily renovated and dating largely from the 1950s and 1960s, portions of these warehouses date from the early 1900s. On the southern end of the site, the large concrete pad visible today was once the fort's Stable 41. This concept minimizes the need for off-street parking lots by ringing the restored warehouses with 142 dedicated on-street parking spaces, including eight ADA accessible spaces. An additional parking area on the northern end of the block includes 37 parking spaces. This plan straightens First Street slightly to incorporate continuous sidewalks, on-street parking, and bump-outs. Parking at the active businesses along First Street has also been shifted to the street, improving the appearance and function of these spaces while creating areas for sidewalks and street trees. Large-canopy street trees throughout this design help extend the canopy around Barnhardt Circle northward, making this area more enjoyable to explore on foot and visually tying this site to the historic area to the south. This concept preserves the loading

dock area on the northeast portion of the site to serve future tenants of the warehouse space. Half of the existing loading area is dedicated to a large outdoor deck suitable for outdoor dining. Across First Street, existing parking areas and the city-owned parcel are shown as formalized parking lots with 36 total parking spaces.



This plan view shows the same proposed improvements but with the brick annex on the northeastern portion of the site removed. While this area is too narrow to incorporate efficient parking spaces, it could be used to create an expanded outdoor area or event lawn.



FIRST ST. WAREHOUSES STABLE 41 PAVILION SOUTH

Existing: The city-owned pavilion seen here along Hedekin Circle could bring exciting new programming to historic Fort Oglethorpe.





Proposed: This concept shows the walls of the pavilion removed to create an open-air programming space. New sidewalks and street trees along Hedekin Circle improve the appearance of this road. Crosswalks help connect this rejuvenated area to Barnhardt Circle to the south.



FIRST ST. WAREHOUSES STABLE 41 EVENT YARD

Existing: This concrete pad was once the site of Fort Oglethorpe's Stable 41, which was removed in the past few years. This open space could be used for downtown events. The adjacent open warehouse could be incorporated into the design.



Proposed: This concept shows the existing concrete pad reimagined as a vibrant events space. Rechristened Stable 41, this complex could become a regular attraction in the historic area. Elements shown in this design include large-canopy street trees, nostalgic signage, branded murals, and hanging string lights. This concept includes a vehicular entry for food trucks and farmer's markets. A large concrete entryway invites pedestrians into this space.



NEXT PAGE >

Proposed, Evening View: This evening view of the same farmer's market illustrates the potential for events in this unique space.



FIRST ST. WAREHOUSES
STABLE 41 EVENT YARD





FIRST ST. WAREHOUSES BREWERY EXTERIOR





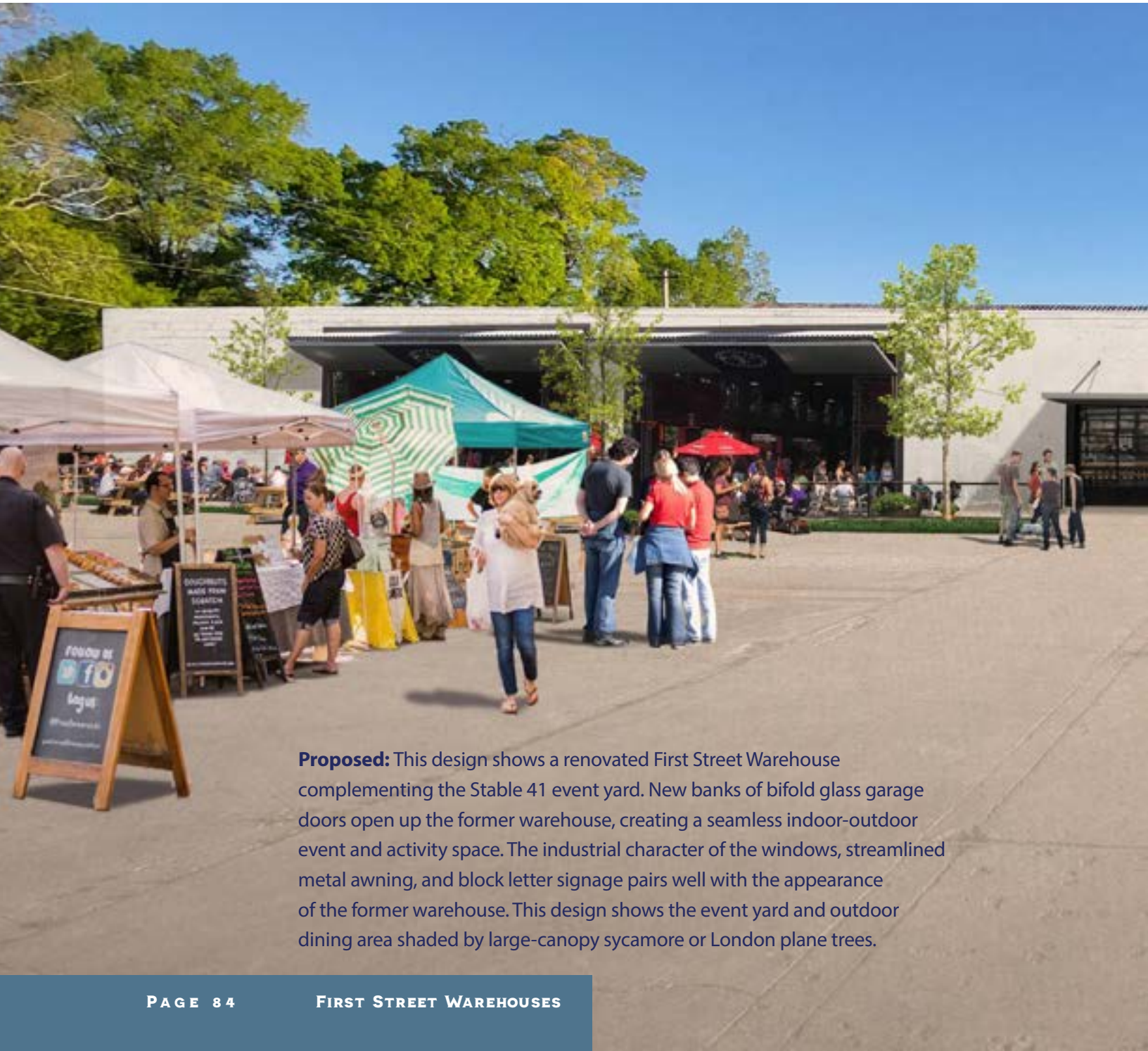
Existing: This image shows existing conditions at the proposed event yard.



Proposed: This design concept shows a brewery occupying the warehouse adjacent to the event yard. Attracting a brewery or similar establishment to this space could help generate regular activity and programming at the event yard and neighboring open-air venue.



FIRST ST. WAREHOUSES EXTERIOR



Proposed: This design shows a renovated First Street Warehouse complementing the Stable 41 event yard. New banks of bifold glass garage doors open up the former warehouse, creating a seamless indoor-outdoor event and activity space. The industrial character of the windows, streamlined metal awning, and block letter signage pairs well with the appearance of the former warehouse. This design shows the event yard and outdoor dining area shaded by large-canopy sycamore or London plane trees.



Existing: This image shows the large paved area adjacent to the First Street Warehouse complex.





FIRST ST. WAREHOUSES INTERIOR VIEW

Existing: This image shows the interior of the southernmost portion of the warehouse complex facing First Street. The proposed Stable 41 event yard would be on the right of this image.



Proposed: The large warehouse space adjacent to the Stable 41 event yard could be an ideal location for a restaurant and music venue. Elements shown in this interior rendering include large roll-up glass doors, a bar accessible from both the interior and the exterior patio, beer garden–style dining tables, and a modern stage.



Proposed, Option II: This concept shows the same area transformed into a one-of-a-kind music and performance venue. Large banks of glass bifold doors allow this space to open up to the Stable 41 event yard to the south.

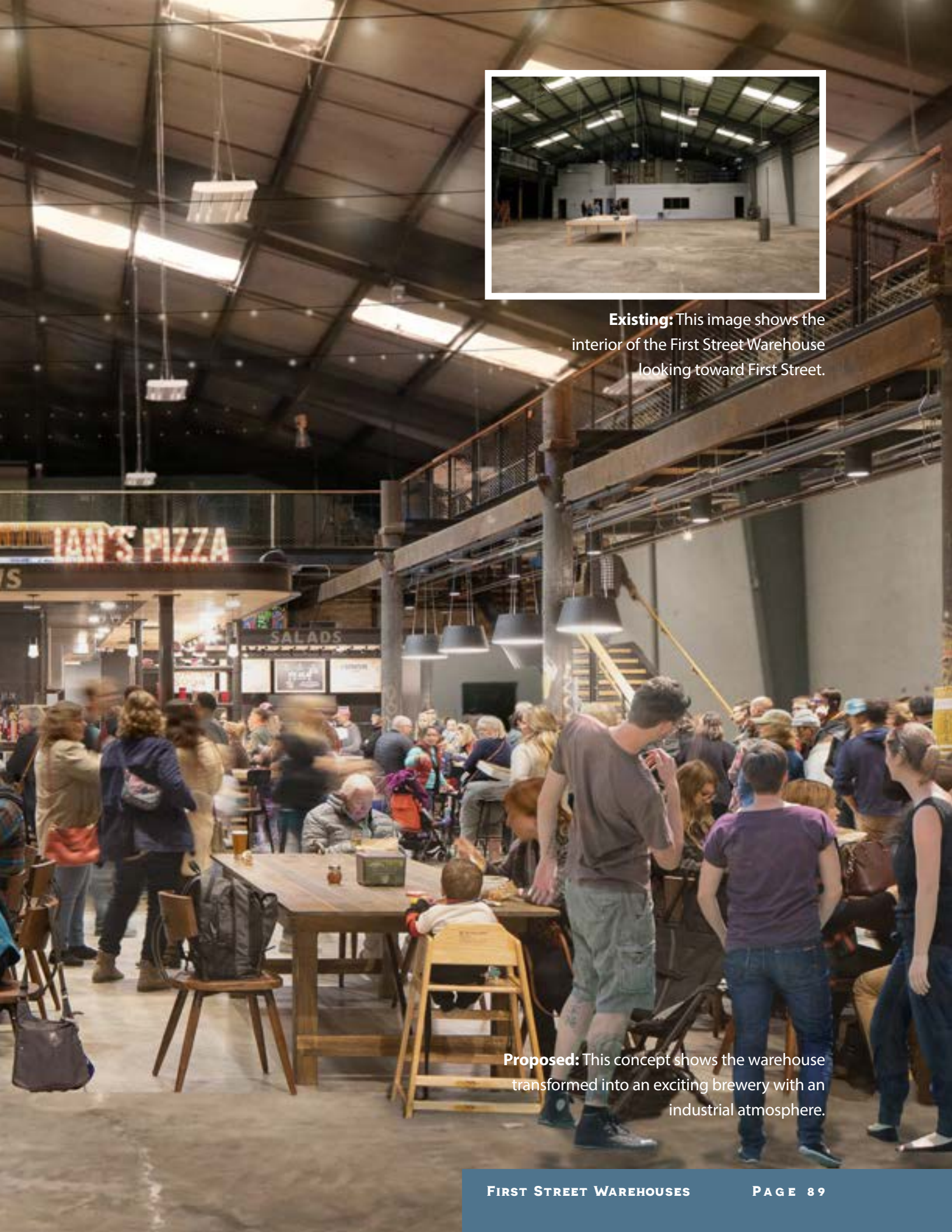


FIRST ST. WAREHOUSES INTERIOR VIEW





Existing: This image shows the interior of the First Street Warehouse looking toward First Street.



Proposed: This concept shows the warehouse transformed into an exciting brewery with an industrial atmosphere.



FIRST ST. WAREHOUSES STABLE 41 VENUE

Existing: The open warehouse adjacent to the Stable 41 event yard could be incorporated into the design and programmed for a variety of community events.



Proposed: This concept shows the existing warehouse reimagined as an open-air event pavilion. Rechristened Stable 41, this complex could become a regular attraction in the historic area. This design concept shows a seasonal farmer's market in the open event space, a popular request in the RSVP community survey.



OTHER PROPOSED USES:

Christmas Market: This concept returns a Christmas Market to Fort Oglethorpe at the Stable 41 event pavilion. Such an event could include visits with Santa, Christmas tree sales, local gifts, or other options.

FortOberfest: The open-air pavilion could help promote potential local breweries through programming like an Oktoberfest event.

Ag Show: Events like pony rides, dressage exhibitions, and horse shows could pay homage to Fort Oglethorpe's origins as a cavalry base.

Soccer: Sporting activities in the open-air pavilion could bring more youth to historic Fort Oglethorpe. This concept shows an indoor soccer or "futsal" game.

Skating Rink: The concrete floor of the open-air pavilion could be well-suited for a summer skate night or similar event.

Ice Skating Indoor Rink: Using the open-air pavilion for seasonal events like ice skating could bring a variety of regular activity to historic Fort Oglethorpe.



FIRST ST. WAREHOUSES FIRST ST. STREETScape



Existing: This image looking south along First Street shows existing conditions at the block of city-owned warehouses. Portions of the warehouses on the right date from Fort Oglethorpe's days as a cavalry post. More recently, these buildings were home to Danube Carpet Mills. This street could be improved to benefit existing businesses and encourage redevelopment of the old mill.



Proposed: Over time, the city could utilize the public right-of-way and city-owned property to extend attractive streetscaping and on-street parking to First Street. If parking at existing businesses is shifted to the street, consistent sidewalks could link both sides of the street and connect toward historic Barnhardt Circle. Large bump-outs in this design bring much-needed shade to this street. The plan for this area includes 50 on-street parking spaces on the public right-of-way. An additional 46 on-street spaces could be constructed on the east side of First Street if developed in cooperation with surrounding property owners. Dedicating one or two of these spaces for electric vehicles and incorporating a charging station could support tourism and draw more battlefield visitors to historic Fort Oglethorpe.





FIRST ST. WAREHOUSES ANNEX DINING PATIO



Existing: The northernmost warehouse at the First Street Warehouse complex includes a large loading dock. This space retains stormwater after heavy rains but could be a useful feature to future tenants.



Proposed: This design keeps a portion of the loading dock for future delivery/drop-off use but dedicates half of the space to a large deck suitable for outdoor dining. Installing a trench drain and repaving the loading dock area could mitigate issues of standing water. Additional improvements shown here include repainting the warehouse complex façade and trim, on-street parking with landscaped bump-outs, and large-canopy willow oak street trees.



FIRST ST. WAREHOUSES BRICK ADDITION



Existing: This view shows the midcentury brick addition at the north end of the First Street Warehouse complex.



Proposed: This design concept shows the same improvements but with the addition painted a cream color.



Proposed: This design concept shows the brick addition improved with a glass entryway and two large roll-up glass doors. This design also shows the trim and other elements painted but with the original brick maintained. This design includes large hangar doors on the rear warehouse opening to an active event lawn and entry area. Improvements seen on First Street include 90-degree on-street parking, landscaped bump-outs, and expanded sidewalks.



FIRST ST. WAREHOUSES SECOND AVENUE STREETSCAPE

Existing: This view shows existing conditions at the north end of the First Street Warehouse complex. Visible in the foreground, Thomas Road connects to the CHI Memorial Hospital complex to the west of this site.

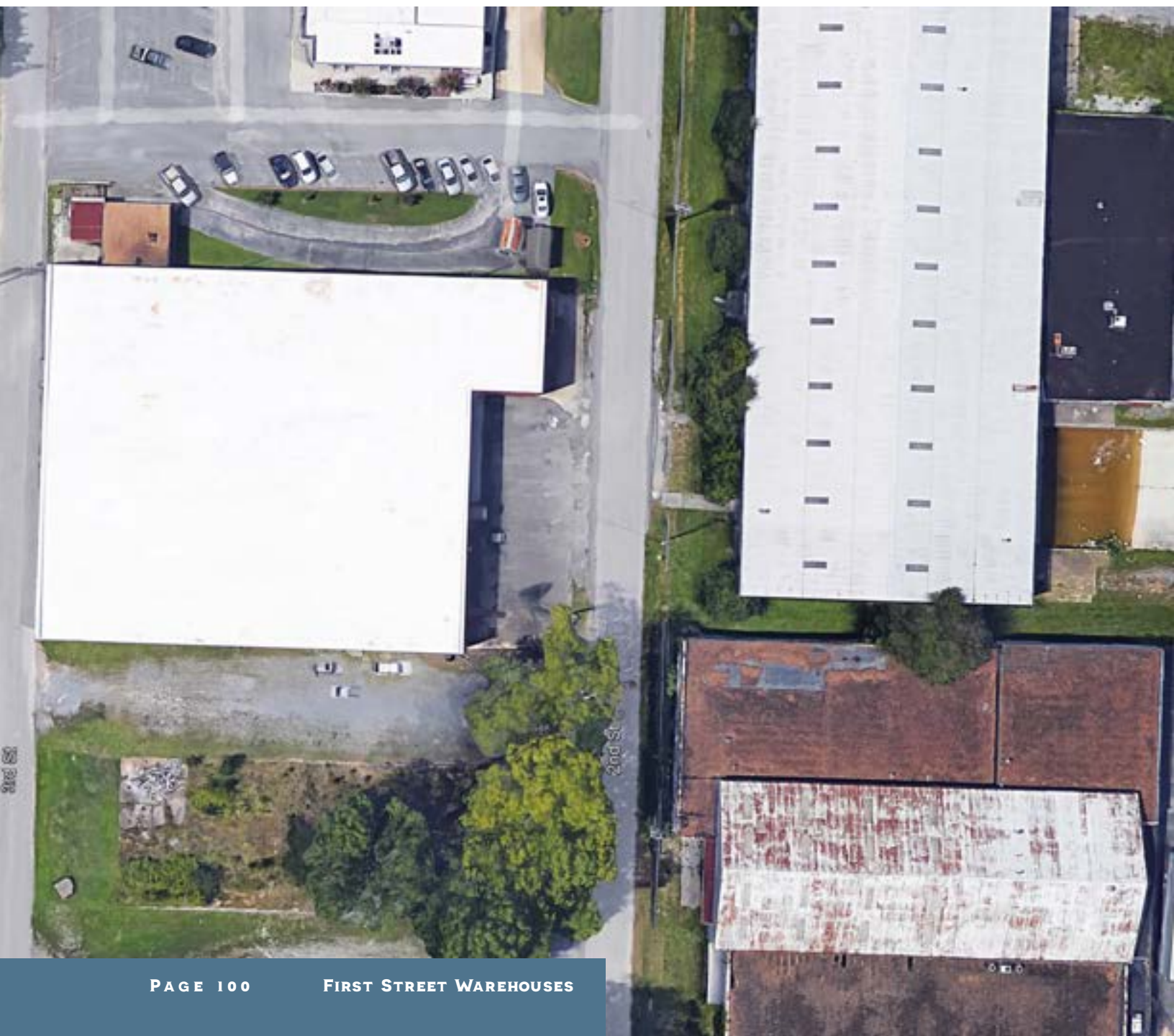




Proposed: This proposed concept shows an attractively landscaped parking area as well as new streetscaping and on-street parking along Second Street. Willow oaks planted in regular bump-outs extend the canopy of Barnhardt Circle northward. New sidewalks connect this area with the city's trail network and the CHI Memorial Hospital complex.



FIRST ST. WAREHOUSES 208 SECOND STREET SITE PLAN





Proposed: Located across from a block of city-owned warehouses, this industrial building at 208 Second Street currently sits vacant. The owners of this property reached out to local leaders for assistance reimagining this property as an active brewpub. This plan created for the property owner shows the existing parking shifted to the street. By relocating the majority of the parking, this concept extends streetscaping and sidewalks along two sides of Second Street.

In the paved area formerly occupied by parking, this concept shows a prominent outdoor dining deck and attractively landscaped bump-outs. To retain the existing willow oak in the southeast corner of the site, on-street parking terminates near the existing main entry of the building. This concept includes a one-way side parking lot with 21 additional parking spaces. Access to this lot is shifted toward the building to preserve the rooting area of the large existing tree. This design retains the semicircular drive on the north side of the building as a potential drop-off area. The eight willow oaks proposed for this site will help extend the canopy around Barnhardt Circle northward, integrating this area with the historic heart of Fort Oglethorpe.



FIRST ST. WAREHOUSES 208 SECOND STREET

Existing: Located in an industrial area just north of Barnhardt Circle, this former industrial building currently sits vacant. With paving extending from Second Street to the building front, the existing parking area could be redesigned to beautify the property and Second Street, while also increasing the safety of pedestrians and drivers. The large willow oak whose shadow is visible in the left of this image provides much-needed shade and should be retained in any redesign of this building.





Proposed: Relocating parking to the street creates the opportunity for improvements including landscaped bump-outs and expanded sidewalks. Prominent signage and a large outdoor dining area with overhead canopy send the signal that this is an exciting, active business. Constructed of Corten steel and stained timbers, the modern shade structure gives this renovated façade a fresh and inviting appearance. This concept also shows improvements including large glass roll-up doors. Parking and sidewalks shown in the foreground of this image illustrate planned streetscaping improvements envisioned at the city-owned warehouses across the street from this property. Note that an ADA accessible ramp is envisioned to the left of the deck.



HISTORIC
FORT OGLETHORPE

BRANDING

**"TRADITIONAL ECONOMIC DEVELOPMENT
STRATEGY WAS ABOUT CHEAP
LAND AND CHEAP LABOR.... IN THE
OLD ECONOMY, QUALITY OF PLACE
DIDN'T REALLY MATTER AND THE
MOST IMPORTANT INFRASTRUCTURE
INVESTMENT WAS ROADS. TODAY,
SUCCESSFUL ECONOMIC DEVELOPMENT
IS ABOUT LASER RECRUITMENT AND
HIGH-VALUE POSITIONING."**

—EDWARD McMAHON, *A PROVEN ECONOMIC STRATEGY*





FORT OGLETHORPE HISTORIC DISTRICT BRANDING

During initial conversations about the future of Barnhardt Circle and the adjoining historic area, many community members pointed out that Fort Oglethorpe has a rich heritage and enviable location adjacent to the Chickamauga National Military Park and Chattanooga attractions. With many buildings dating from the historic cavalry post, the city also boasts a rich built environment that makes Fort Oglethorpe truly unique. Given the area's variety of regional destinations, strong economy, high quality of life, rich history, and vibrant community, local residents voiced the need for a unified brand to bolster community pride and identity. A community brand would also promote the city's heritage as a cavalry post and encourage more battlefield visitors to explore historic Fort Oglethorpe.

A brand that accurately represents a community's competitive strengths can impact everything — from instilling local pride to supporting marketing, promotion, and economic development. A strong community brand can also foster a sense of place, a critical need in 21st-century economic development. Effective branding offers a promise about local identity. Branding can highlight what to expect when visiting and the qualities associated with that community while helping to position Fort Oglethorpe more clearly in a competitive environment. To be successful, a community's brand must first be championed by local citizens. Creating a brand that authentically represents the place and culture helps ensure that the effort will be embraced by the community and ring true to visitors.



THROUGHOUT THE
COMMUNITY AND REGION,
FORT OGLETHORPE IS
ALREADY LOVINGLY
REFERRED TO AS
"FORT O." DEVELOPED
IN CONCERT WITH
LOCAL LEADERS AND
STAKEHOLDERS, THE
BRANDING EFFORT
OUTLINED HERE AIMS
TO CREATE A VISUAL
IDENTITY TO ENHANCE,
PROMOTE, AND BRAND
"FORT O" AND THE
CITY'S HISTORIC HEART.





HISTORIC FORT O: **A LIFESTYLE BRAND**

The Fort O brand captures the community's unique sense of place. This versatile brand is applicable across many platforms: Everything from T-shirts and social media to wayfinding signage could be effective ways of promoting this concept. Unlike corporate branding, a lifestyle brand attempts to embody the values, vision, interests, and culture of a place for marketing and promotional purposes. Lifestyle brands seek to inspire, guide, and motivate people, with the goal of the brand becoming a contributing factor in the local way of life. This niche branding category focuses on evoking emotional

connections between people and a group or place.

Fort O embodies many unique characteristics that give it a special sense of place — from friendly people and a casual, welcoming atmosphere, to a beautiful historic district, adjacent National Military Park, and a community with traditional values and a patriotic pedigree. Fort Oglethorpe appeals to people of all ages and backgrounds. The Fort O brand should be part of the user experience before, during, and after a visit to Historic Fort O, leaving those who explore this special place wanting to return time and time again.



**THE FORT O BRAND
CAPTURES THE
COMMUNITY'S UNIQUE
SENSE OF PLACE.**



INFORMAL

The Fort O brand is an inclusive lifestyle brand intended for friends and family. In other words, this brand features something for everyone. This community-wide branding effort should resonate across a broad cross-section of residents and visitors. From daily commuters and heritage-tourists, to hikers, bikers, college students, children, grandparents, visiting teams, road trippers, day trippers, dog lovers, small-town fanatics, and more, this concept should help positively define Historic Fort O to all stakeholders.

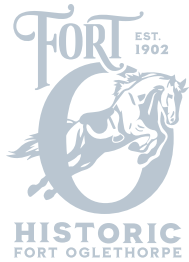


HISTORIC FORT O: **BRAND PERSONALITY**

Fort Oglethorpe residents voiced their desire to create a community brand that would pay homage to the area's rich military past yet continue to illustrate the city's wonderful sense of community— a place that cherishes deeply-held values, family, friends, schools, parks, and businesses. To this end, designers worked for over a year to develop a "Fort O" brand to capture the community's personality and residents' desire to promote and share their home.







HISTORIC FORT O: VISUAL IDENTITY

The Fort O brand should incorporate a visual identity that looks and feels the way Fort O does—friendly, welcoming, and approachable. The look of the brand should be unique and recognizable, while being easily legible for applications such as signage, merchandise, social media, and websites.

Throughout 2021 and 2022, multiple iterations of the Historic Fort O brand were presented to the Fort Oglethorpe RSVP Steering Committee and the Fort Oglethorpe mayor and council. This branding concept was developed in coordination with the RSVP as an additional deliverable for the community. During this process, city leadership selected one logo to represent the historic district and an additional logo for citywide use. Community representatives included local elected officials, city staff, members

of the business community, students, parents, teachers, administrators, Chamber of Commerce members, and others. These stakeholders praised the legibility and universal quality of the design, with business community and tourism sectors in particular commenting that the proposed brand would be effective on a variety of merchandise.

Following approval from the Fort Oglethorpe mayor and city council, branding professionals at the University of Georgia's Carl Vinson Institute of Government finalized the logo design and developed the Fort O Brand Style and Usage Guide. Additional mockup designs and signage concepts featuring the Fort O logo and graphic elements were also developed to illustrate application of the brand in a variety of community settings.

COLOR PALETTE

The Fort Oglethorpe color palette was inspired by vintage American flags and buntings like those decorating the bandstand in Barnhardt Circle during festive events.

TYPOGRAPHY

AMERICAN MORTAR FONT

A strong vintage display font with modern flair, this nostalgic font was chosen to represent Fort Oglethorpe's history and patriotism. This font is easy to read on signage and shows up well in layouts.

SARCASTIC FONT

Inspired by classic posters and signs, Sarcastic font was made by hand and adds a touch of elegance and sophistication to the Fort Oglethorpe logo family.

VERTICAL LOGO



HORIZONTAL LOGO



** Use this logo as a secondary logo based on formatting needs.*



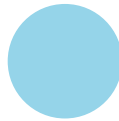
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#002169
PANTONE 280C



CAVALRY BLUE

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#4E738A
PANTONE 5405C



BUTTON BLUE

CMYK 39/2/5/0
RGB 149/212/233
#95D4E9
PANTONE 2975C



GLORY RED

CMYK 2/100/93/0
RGB 234/0/41
#EA0029
PANTONE 185C



CREAM

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RGB 242/218/178
#F2DAB2
PANTONE 7506C

FONTS

AMERICAN MORTAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AMERICAN MORTAR OUTLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

COLOR VARIATIONS



Branding experts at the UGA Carl Vinson Institute of Government developed this style guide to illustrate proper application of the logos developed for the city, including elements like color choices and fonts. While this concept shows the Historic Fort Oglethorpe logo, the recommended typeface, color palette, and other elements are the same for the proposed city logo.



HISTORIC FORT O:

HISTORIC FORT OGLETHORPE LOGO

Historic Fort Oglethorpe is the heart of the community and a special area for visitors and residents. Historic Fort Oglethorpe should be branded differently to reflect the area's unique history and set Fort Oglethorpe's historic heart apart from

the rest of the city. This logo design was inspired by the 6th Cavalry horses and the "Fighting Sixth" regiment based at Fort Oglethorpe from 1919 to 1942. This design concept features a cavalry horse jumping through the "O" in Fort O.



HISTORIC FORT OGLETHORPE VERTICAL LOGO OPTION



HORIZONTAL LOGO OPTION





HISTORIC FORT O:
**LOGO MOCKUP
DESIGNS**

Mockup designs and concepts featuring the Historic Fort O logo and graphic elements were developed to illustrate application of the brand in a variety of community settings.



OTHER LOGO

MOCKUPS CAN

BE FOUND ON

PAGES 110–113



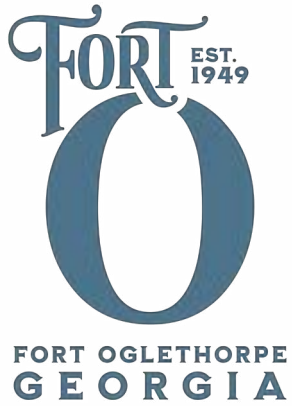
CITY OF FORT OGLETHORPE LOGO

Locals lovingly refer to their community as “Fort O.”

This design celebrates the city’s nickname with a simple, legible, and attractive community logo.



FORT OGLETHORPE
GEORGIA



NAVY

CMYK 100/93/27/23
 RGB 0/33/105
 #002169
 PANTONE 280C



CAVALRY BLUE

CMYK 74/47/33/7
 RGB 78/115/138
 #4E738A
 PANTONE 5405C



BUTTON BLUE

CMYK 39/2/5/0
 RGB 149/212/233
 #95D4E9
 PANTONE 2975C



GLORY RED

CMYK 2/100/93/0
 RGB 234/0/41
 #EA0029
 PANTONE 185C



CREAM

CMYK 4/13/32/0
 RGB 242/218/178
 #F2DAB2
 PANTONE 7506C

LOGO VARIATIONS

The Fort O logo can be used with or without the accompanying “Fort Oglethorpe, Georgia” text. The text logo may be used when more context about the location is needed.

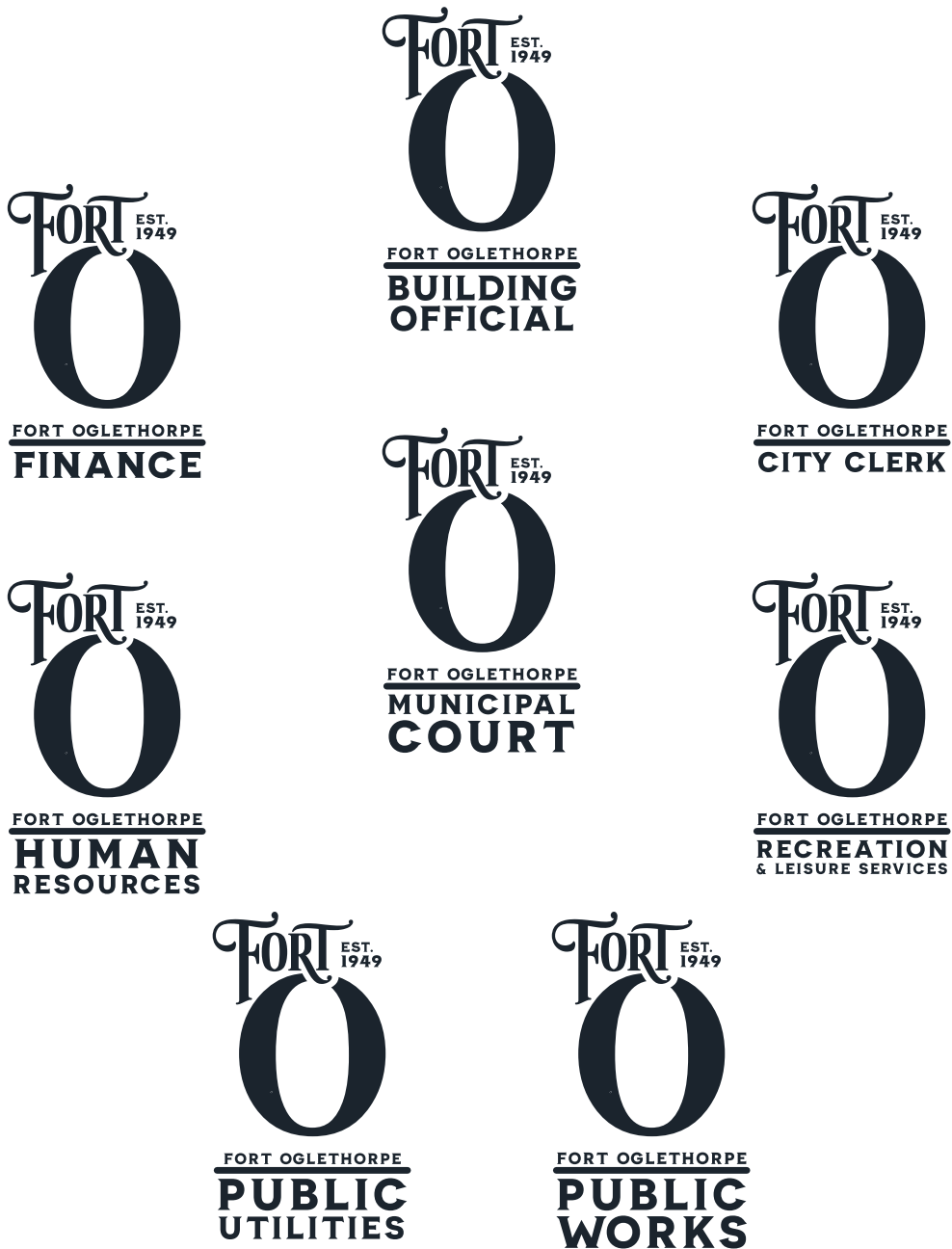


HORIZONTAL LOGO OPTION



CITY OF FORT OGLETHORPE

DEPARTMENTAL LOGOS





CITY OF FORT OGLETHORPE

LOGO MOCKUP DESIGNS

Mockup designs and concepts featuring the Fort O logo and graphic elements were developed to illustrate application of the brand in a variety of community settings. These concepts show the versatility of the Fort O brand.





POLICY RECOMMENDATIONS AND IMPLEMENTATION STEPS

In addition to the common themes of improving the appearance of historic Fort Oglethorpe and creating a unique community brand, residents throughout the Fort Oglethorpe RSVP public input process requested a number of changes that local government can address. Residents asked for several policy recommendations to help solve issues in the area, ranging from enhanced code enforcement to creating a historic overlay district to encourage the type of redevelopment locals envision.

To help achieve this vision, local leaders have moved quickly to address community issues and implement projects proposed by community members as part of the RSVP process. The local government has boldly acted, embracing the community vision outlined in the RSVP and rapidly working to implement projects in areas controlled by the local government. Already, city leaders and staff have conducted a general review of regulations and practices across downtown to ensure Fort Oglethorpe's Code of Ordinances is aligned with the vibrant future desired by community members. City officials are also working toward creating a downtown overlay district. A downtown overlay would allow the local government to relax regulations governing beverage sales, outdoor dining, and other entertainment within the district boundaries to encourage the type of vibrant, active city center desired by residents.

The final step of the RSVP process is to set short- and long-term implementation items aimed at helping local leaders execute solutions for the community's top issues. Even before the delivery of the final plan, Fort Oglethorpe's invested community leaders began implementing community projects to change historic Fort Oglethorpe for the better. Since the summer of 2021, local leaders have made tremendous progress addressing the issues raised by community members during step one of the RSVP. Implementation items undertaken so far are listed on the next page.

IMPLEMENTATION ITEMS COMPLETED OR UNDERWAY

- Fort Oglethorpe hired a new Recreation and Leisure Services Director in November 2021.
- The city purchased the First Street Warehouse complex in the fall of 2021.
- The city refurbished the open-air Stable 41 pavilion in May 2022. The city is in the process of paving certain unfinished areas around the open-air pavilion and adding paving to allow for ADA parking.
- Fort Oglethorpe officials met with public-private partnership experts and contacted private businesses interested in leasing portions of the First Street Warehouse complex.
- Fort Oglethorpe has upgraded facilities at the ball fields at Barnhardt Circle. On March 28, 2022, the Fort Oglethorpe City Council awarded a contract for perimeter fencing around the ballfields. The fencing and block pillars match those used on other parks in the city. The wood fencing around the fields has been repainted, and the concession stand has been replaced. The city also built new dugouts and a backstop wall at Field 4.
- The Public Works and Recreation and Leisure Services Departments have increased maintenance of the Barnhardt Circle area. These city departments are handling routine maintenance using staff and inmate detail workers.
- On April 11, 2022, Fort Oglethorpe adopted an overlay ordinance for the Lafayette Road corridor. The Fort Oglethorpe Historic District overlay was created to help define zoning, guide redevelopment, and encourage restoration of historic properties.
- On March 8, 2022, the Fort Oglethorpe City Council held a work session with members of the Downtown Development Authority to discuss creating an overlay ordinance and incentives such as façade grants. Once the city determines what targeted incentives will be available, these tools will encourage redevelopment in Historic Fort Oglethorpe.
- On March 28, 2022, the Fort Oglethorpe City Council approved the painting of the library on Barnhardt Circle. City leaders worked with designers at the Institute of Government to select an appropriate color scheme for the public building.
- Following a design concept created as part of the Fort Oglethorpe RSVP, the city has refurbished the brick entry piers at the corner of Lafayette Road and Harker Road. Improvements include new paint and masonry repointing to preserve these landmarks.

To draw more activity to the area, the city is actively expanding local festivals and events in historic Fort Oglethorpe.

- » Fort Oglethorpe and the Recreation Association hosted a parade and opening day ceremonies along with a reunion at Barnhardt Circle on April 16.
- » The city's Recreation & Leisure Services Director is working to establish a Food Truck Friday event.
- » Fort Oglethorpe began a seasonal farmer's market at Stable 41 on May 22, 2022. The city hired a local farmer to run the regular event.
- » The city held a Fourth of July market as well as a bingo-themed market. The city also held a back-to-school market on July 31, 2022.
- » The Veteran Citizen Council is planning a parade at Barnhardt Circle in early November to honor those who have served.
- » Events currently under consideration for Barnhardt Circle and/or the open-air Stable 41 pavilion include a Memorial Day meat market, a Christmas market, a Halloween market, an Oktoberfest (FortOber Fest) event, a community yard sale, movie nights, a music series, and Food Truck Fridays.



**THESE IMAGES SHOW THE RENOVATION OF
THE OPEN-AIR PAVILION AT STABLE 41**

FORT OGLETHORPE RSVP TOP IMPLEMENTATION ITEMS

Update the playground at the ballfields at Barnhardt Circle. The city is considering including playground improvements in the 2023 budget.

Consider applying to the Georgia Main Street Program. Fort Oglethorpe's Recreation and Leisure Services Director is researching applying for the program in 2023 or 2024.

Update streetscaping around city-owned warehouses and throughout the historic area. The city is considering improvements including trails, sidewalks, roads, street trees, vegetation, lighting, signage, and benches.

Plant large-canopy oak trees along Barnhardt Circle and crape myrtles along Lafayette Road.

Continue to redevelop the city-owned First Street Warehouse complex.

Renovate the former library in Barnhardt Circle for community use. This building is currently undergoing renovation and will eventually house the city's Recreation and Leisure Services Department.

Through these and other actions, Fort Oglethorpe's engaged citizens and the city's dedicated local leaders are helping to build their unique vision for a revitalized downtown. Among other great assets, Fort Oglethorpe possesses the dedicated local leadership necessary to make the vision outlined in the Fort Oglethorpe RSVP a reality. The city's mayor, council, city manager, and dedicated staff are all committed to implementing the community priorities outlined in the planning process. In addition, key partners like Catoosa County, the 6th Cavalry Museum, and more will continue to be involved in moving historic Fort Oglethorpe forward. Returning activity to Barnhardt Circle, Fort Oglethorpe's heart, could help the city grow in a way that celebrates the community's past, enhances the quality of life, and preserves the unique features that make "Fort O" a great place to call home.



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