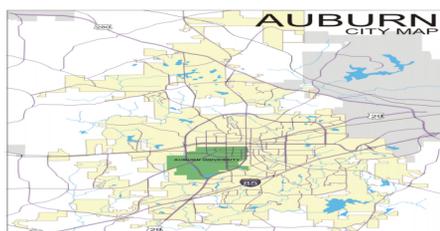


# Downtown Auburn Measuring

## Magnolia Ave + College St + Gay St

### Introduction

Downtown Auburn is in the heart of the city of Auburn, AL. It is close in proximity to Auburn University and serves as the central hub for residents and tourists. According to the Auburn Journal and Livability.com, there are approximately 12,000 small towns nationwide with populations of 1,000 to 20,000. Based on a variety of categories from walkability to sustainability, the city of Auburn is ranked No.73 out of the Top 100 Best Small Towns in the US.



### Site Sketch

The measuring area was located at the intersection of Magnolia and College Street and spanned to the Magnolia Avenue and Gay Street Intersection.

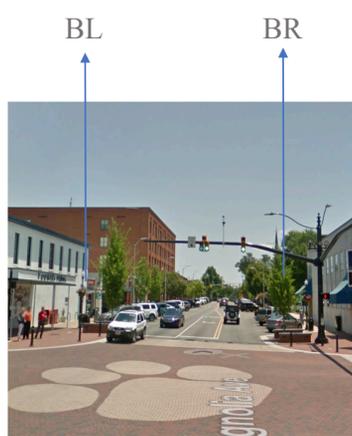


### Analysis

Character	Item	Side - BR	Side - BL	Score
Imageability	Accessible Courtyards, plazas, parks, pocket areas, etc. (counts)	1	1	3
	Visible/prominent major landscape features (counts)	3	2	
	Proportion historic building/block (%)	Good	Good	
	Presence of outdoor dining (counts, area)	2	2	
	Noise (from 1-5 scale: 5 is very loud)	4	4	
Enclosure	Long sight line (yes, no)	Yes	Yes	4
	Proportion of street to wall of buildings	Good	Good	
	Street trees (your side =1, in the median=2)	14	7	
Human Scale	Building height (average)	3.5	2	3
	Pieces of street furniture & other street item	5	4	
	Lights on buildings (not more than 10 ft. high)	7	13	
	People walk-through (counts)	4	2	
Transparency	Proportion of windows (should be not blocked or tinted)	Good	Good	3
	Proportion of active use (parcels, not vacant %)	Good	Good	
	Proportion of active use (at day and night)	Good	Good	
Complexity	Number of buildings	7	6	2
	Basic building colors	White, Grey, and Red Brick	White, Grey, and Black	
	Accent colors	Blue, Red, and Green	Grey and Blue	

### Downtown Quality

Field observation was done at the intersection of Magnolia Avenue and College St. to the intersection of Magnolia Avenue and Gay Street when measured with a 1-5 scale. On this scale, 1 is the least and 5 is the most. 1 means that the categorical quality needs improvement and 5 means the categorical quality is excellent. BR represents the right side of the street and BL represents the left side of the street as illustrated above.



#### Transparency: Okay

The overall proportion of windows and active use of parcels are considered good. There was only about two vacant buildings in the area.

#### Enclosure: Good

The area has a long line of sight. There are also an adequate number of street trees.

#### Human Scale: Okay

There are a good number of walk-through, lights on buildings, and pieces of street furniture.

#### Complexity: Okay

The buildings follow a similar color scheme. Stores are diverse.

#### Imageability: Okay

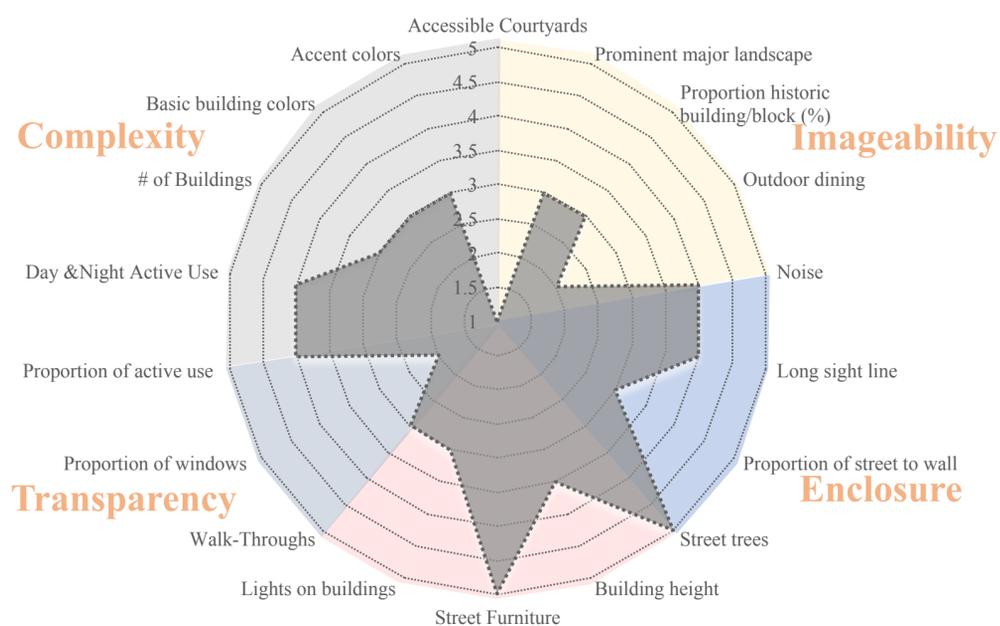
There are some prominent landscape features and accessible outdoor dining. Inserting a green space, such as a park could add to the overall imageability.



### Complexity

### Transparency

### Human Scale



### Implementation

The downtown area of College Street has a good layout for residents and tourists to adequately enjoy this part of the downtown area. Moving forward, we suggest a few changes be made to elevate the area. To improve transparency, we recommend that shop and restaurant windows have a clearer transparency. To improve complexity, we suggest that more accent colors be implemented into building designs to make businesses stand out. To improve imageability, we suggest an increase in outdoor dining and making pocket areas more inviting. To improve human-scale, we suggest elevating the image of the present walk-throughs so that they appear more inviting and safe. Overall, the area is an attractive place for patrons and with a few minor changes, quality would be further increased.