



# MARSHALL WORKSHOP 2007

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MADISON COUNTY, NORTH CAROLINA

NORTH CAROLINA STATE UNIVERSITY

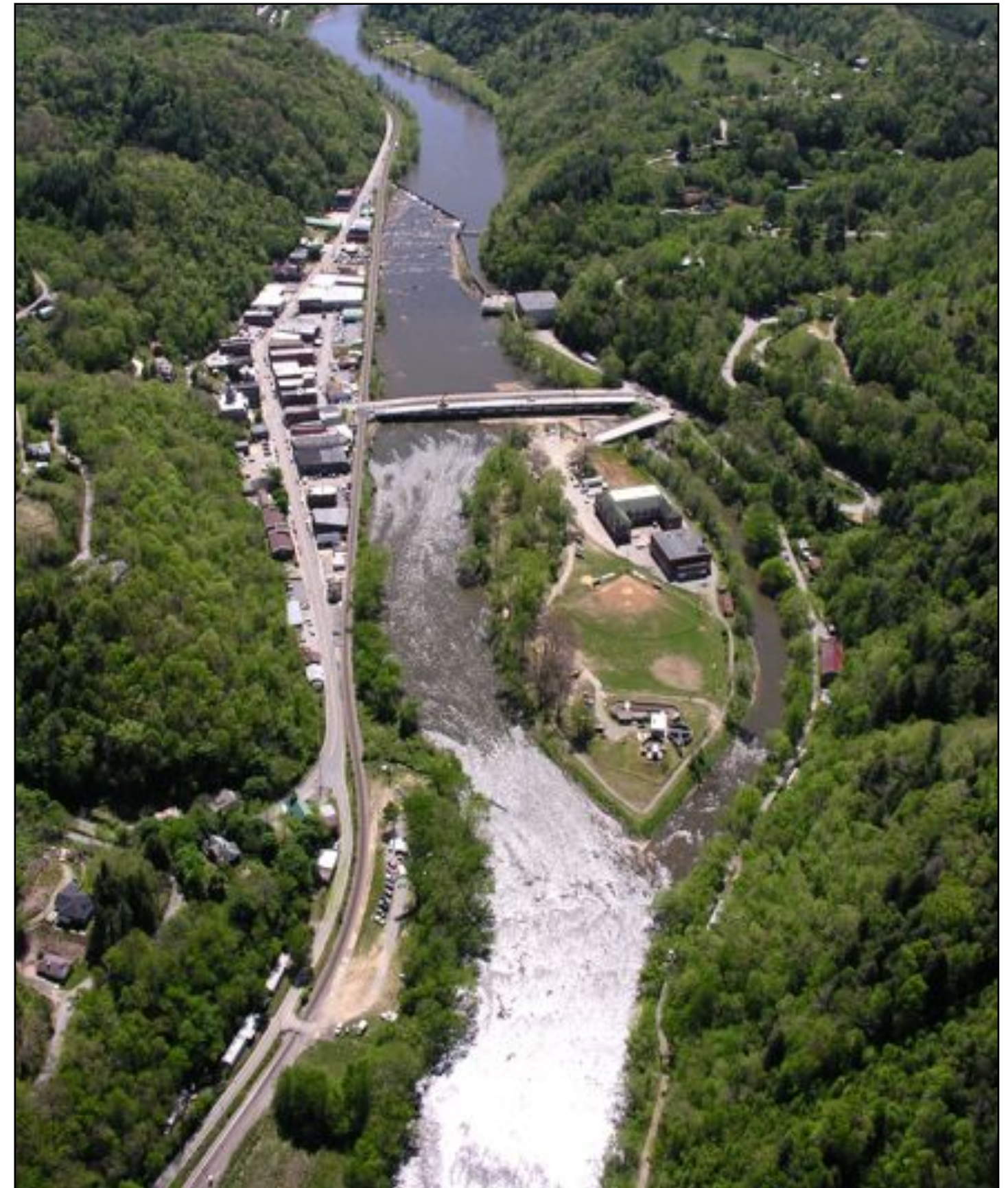
DEPARTMENT OF LANDSCAPE ARCHITECTURE



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The faculty, staff, and students of the Department of Landscape Architecture would like to thank the Town of Marshall for the hospitality, food, and accommodations for the charrette workshop and the opportunity to serve the community. Special thanks to the NC STEP program, which is part of the North Carolina Rural Center, for the support and coordination efforts with the town. The Design Workshop of Asheville and Legacy Works gave their support and participation for the charrette and greatly added to its effectiveness. Madison County Government including the Cooperative Extension Office and the Geographic Information Systems Office also assisted in charrette workshop efforts.



# Introduction

The town of Marshall hosted NC State University Design Students on March 29th through 31st 2007 in a group workshop, in order to create conceptual ideas for renewal and economic development of the town. These workshops known as charrettes provide visions for long term development, by preparing conceptual plans for future initiatives. Marshall's charrette facilitated the dialogue between town officials and residents in order to identify potential changes which can improve the quality of life for both visitors and residents.

Marshall is situated in the Blue Ridge Mountains of North Carolina about twenty minutes outside of Asheville. It is located along the French Broad River which allows for a very diverse and rich natural environment. It is the seat of Madison County, and has succeeded in preserving both a historic context and a culture supportive of the business community. Marshall is rich in arts and activities which stem from its location and origin. The town prides itself on its close community ties, and a slower pace of life. The small town atmosphere allows for quiet living and for festivals and other community events.

The design recommendations and conceptual plans created by the students and faculty participants were based upon information gathered from the residents of Marshall. Surveys, town meetings, and tours of the town were held before and during the workshop to identify issues of concern to community. (see pages six through seven) This allowed the design students to not only experience the town visually, but also historically and socially through the interaction of their guides. This opportunity enabled a much deeper understanding of the town of Marshall which they could then infuse into their designs. Based upon this input, the design group was divided into five teams which each focused on separate issues and areas of the town. The teams were assisted by faculty from the College of Design Landscape Architecture department and designers from Design Workshop and Legacy Works.

Each group took the recommendations, concerns, and ideas of the residents and applied them to their design concept. Their mission was to interpret the wants, needs, and aspirations of residents for the town into conceptual plans that were clear, functional, and applicable to the town of Marshall.

The final designs were presented to the community, and discussed and questioned by the entire group. Based upon feedback from the community, final design recommendations were created, and can be found at the end of this report.



# Student and Faculty Introduction to Marshall



COMMUNITY

STUDENTS

COOPERATION

DESIGN

MARSHALL WORKSHOP 2007

# Some of the Design Team:



Students: Jean Mosher, Jeff Lesslie, Elizabeth Frere, Molly Wood, Lindsay High, Rachel Mukai, Jeff Kurtz, Cliff Gentle, Matt Holt, Jared Weston, Caitlin Sloop, Jessica Morrish, Amy Anderton, Jennifer Salazar, Chanchan Jiang, Brad Bieber (James Joyce and Wes Aycock not in photo).

Faculty: James Tomlinson, Art Rice, Kofi Boone, Julie Sherk, Lee-Anne Milburn

# Marshall: A Town Of Opportunities

One of the main goals of the charrette was to bring design students into the town of Marshall to provide fresh perspectives on revitalization efforts. It was necessary for the student design team to gather information on “who and what” the town of Marshall really is. These are a few of the impressions from students on the design team.



“Marshall is a very nice town with beautiful historic buildings, views of mountains and the river, and an energetic community. They seem to be a family, stopping and talking with one another on the streets and discussing the future development of their town. But Marshall is declining – many buildings are for sale or lease, the youth are moving out of town, and family businesses are closing... The location of Back Street is the heart of the whole town and plays an important role in connecting the different layers of the town. It has broad views of the river, island and mountains, and visually relates to the majority of the downtown buildings” (Chanchan Jiang, 2007).



“Marshall has flooded and will flood again, so new building in town is almost completely restricted. This restriction has also helped preserve the historic character of Marshall. Three times a day the freight train runs through town and the tracks separate the buildings from the river. This puts a damper on the riverfront appeal, but there is also potential for a passenger train in the future. Steep embankments on both sides of the river have left little room for parking or street trees, but this has also kept sprawling suburbs and box stores out. The island is a very unique feature, but there is also a sewage treatment plant on it and little access that allows you to get down by the water” (Jessica Morrish, 2007).



“The island is in the flood way of the French Broad River and is completely submerged every ten to twenty years. No new buildings can be built on the island, and whatever is programmed there must withstand flooding... Marshall has few spaces designed specifically for children’s play. Despite the lack of facilities, the children regularly go to the island to play. The kids use the swings, play basketball, and meet their friends. Areas for teenagers to meet and congregate are also missing from Marshall” (Amy Anderton, 2007).”



“Marshall is situated in a very narrow valley about twenty minutes outside of downtown Asheville. This narrow valley includes the French Broad River, a railway line, a row of buildings, a road, and another row of buildings, all sandwiched between the mountains which rise upwards on each side. Other opportunities include the expansion of Asheville and the bypass around the town. Historic downtown Marshall is full of beautiful old buildings, many of which have been or are being restored or redesigned for new uses. The large island in the French Broad River is linked to the town by a two lane bridge. This island serves as park and recreation space for the townspeople and also contains the old high school building which is being redeveloped into multiuse artist space for galleries and workshops” (Jared Weston, 2007).



“Downtown Marshall is at the base of a beautiful rocky hill and nestled closely against the railroad tracks and the French Broad River. It saw its heyday in the mid-1950s. Multiple times we heard the story of being so busy that you had to step onto the road to pass people walking by. Many of the necessities of life are along Main Street: several banks, a post office, churches, a florist, and business offices. Pendland’s, a clothing and general store, has been in business for years and holds a fond place in the hearts of locals. Zuma’s, a locally owned and operated coffee house, is a wonderful example of a new business that has succeeded. Downtown Marshall faces the same challenges as many small towns: many establishments move off Main Street and build newer, larger facilities at the periphery of the town” (Brad Bieber, 2007).



“One woman fondly recalled the days they had three grocery stores, and it was difficult to walk down the street. She reminisced about a more prosperous time, and her memories seemed to give the community hope for the future of their town” (Jean Mosher, 2007).

# Community Input: Serving Marshall's Needs

On Thursday night there was an open forum which brought together the town of Marshall and the students. This was a chance for the residents and students to cooperatively brainstorm on areas to work on during the upcoming days of the charrette. The following list compiles the thoughts and ideas of the Marshall community on ways to improve their town. After the list was completed, each member of the community was able to vote on which item they thought was most important. The numbers in parenthesis before each item represent how many votes it received.

- (25) Beer and wine sales
- (13) Island is the source of the town
  - Historical, preserved, but not the heart
  - Recreation, center, arts
  - Island as a place to bring community together
- (12) Arts as economic tool
- (7) Parking/ public gather into spaces
- (6) Public restrooms----visitors center
- (6) Bus Connections to Weaverville and on to Asheville.
- (5) River as an asset (kayaking/water sports)
- (4) Disk Golf (old industrial area)
- (4) Community events (Christmas pageant, arts festival)
- (4) Community center
- (4) Can the old bridge be used for some other use. Or is it “ugly”?
  - Options town came up with: a walking bridge, Farmers Market, street theatre, pedestrian mall with access to island
- (3) Public displays of history
- (3) Partnerships between downtown and library
- Depot on Friday
  - Art sanctuary
  - Zuma and Rock Café
  - Performance area (stage)
  - (3) Community center
- (2) Old School auditorium opportunity
- (2) Downtown appearance is important
- (2) Preservation of existing character
- (2) Rail service as alternate transportation/bike paths
- (2) French Broad River, Ivy River and Creeks access
- (2) Senior housing (what events/activities are available? Community gardens?)
- (1) People need to live downtown
- (1) Invite development... but not Gatlinburg
- (1) Walking/trails that connect all parts of downtown
- (1) Growth management along corridors
- (1) Infrastructure improvements that can handle growth
- (1) Employee parking/ parking ratio for individual businesses
- (1) Usage/development potential of town owned properties
- Utility line clutter, what are the alternatives?
- Importance of the Back streets
- Importance of the island
- Things for kids to do in Downtown
- Define the town of Marshall?
  - The Bypass, where is it?
  - The town limit should expand, taxes
  - Connect uptown with downtown
- Partner with Mars Hill in growth to maintain character
- 213 is the imaginary Mason/Dixon line
- Way finding, signage
- Parking issues related to downtown different than bypass. ...courthouse parking demand
- Traffic concerns downtown (no gridlock)
  - Satellite parking areas
- Connection to other side of river (not just visual)
- New development might not be inclusive to larger community
- BREDL (Blue Ridge Environmental Defense League) Connection to conserved lands (trails, greenways)
- Tourism/seasonal economics
- Need lodging opportunities (vacation rentals, B&B)
- Restaurants in Downtown and Bypass
- Activities for Teenagers (Moochies, Library)
- Town as a gathering place
- Traditional values (music, farming, quilting)

- Architecture, the old bridge
- Growing up here, sense of belonging, big families
- Organized community events (workshops, training)
- Attract county residents to downtown
- Funeral home, courthouse, old library (Arts Center)
- Visitors Center (Caboose near depot)
- Places for artists to work and sell/display their art
- Make the island the only access to the river
- Remember the history and the contributions of those who came earlier
- Community events calendar (communication)
- What is the theme? Civil War History?
- Downtown car show
- RV Park (school bus parking)
- Center at bypass and 213---senior center, cooperative extension
- Communications pattern for community
- History as economic source
- Island as family recreation area, playgrounds
- FEMA issues on infill
- Ownership of island
- Soft programming as a method to promote art
- “Sacred” places should be protected
- Downtown as a place for walking
- Destination needed downtown
- Condemned buildings (remove/renovate)
- Promote those things that people need to live down town
- Biking destination (storm drains, no bike lanes)
- River Road... how do you capture those visitors?
- Elders of the Business owners-anchors of the community
- Create the next generation of the tradition
- Educate the people, growth, change



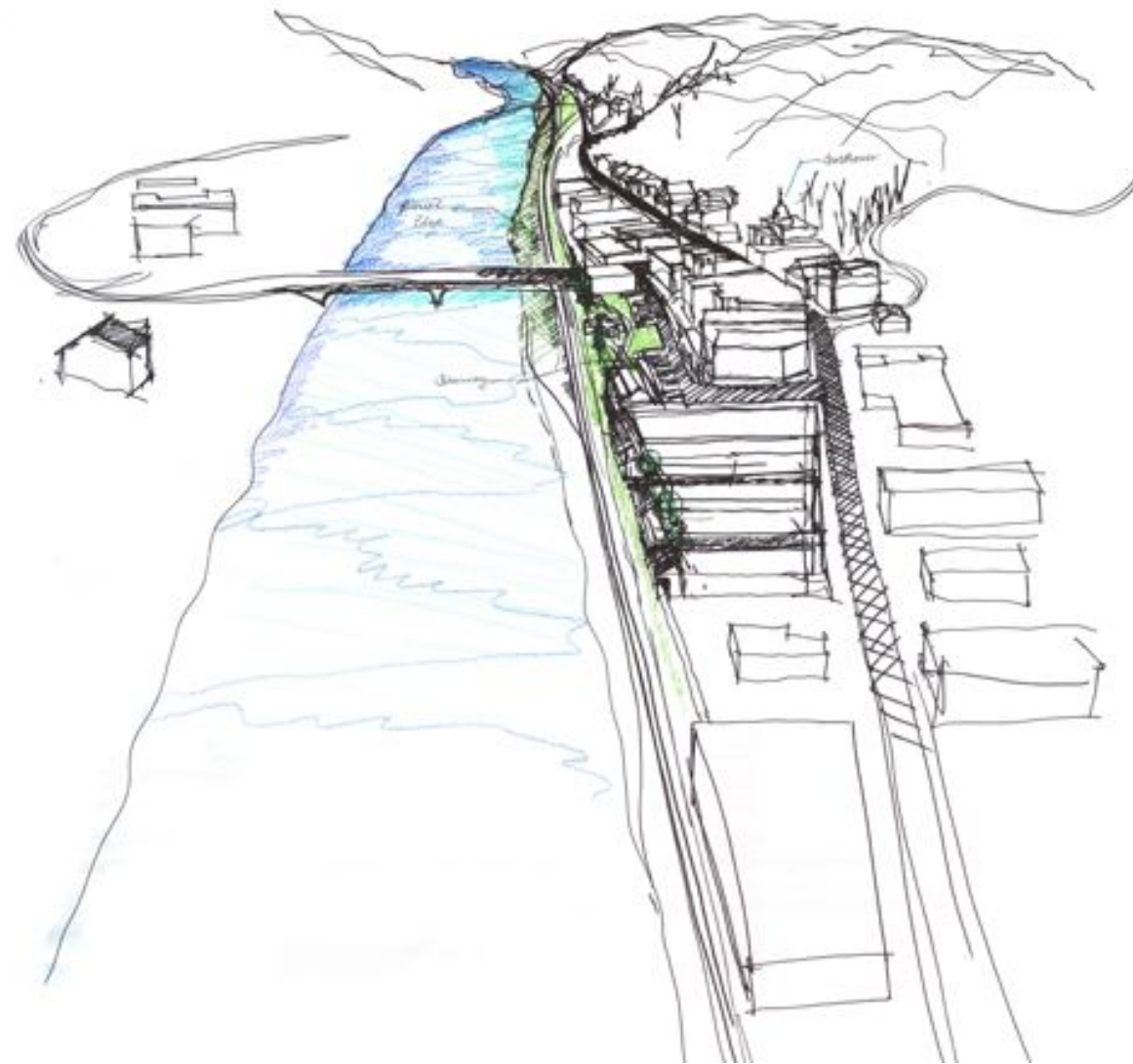
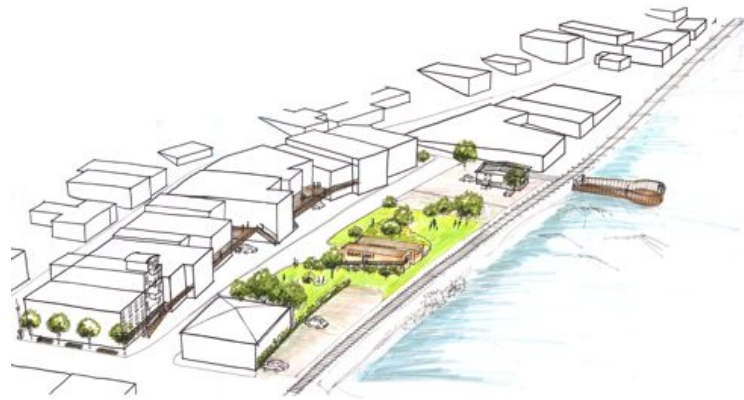
# Town Logo Development

We found the three images on the right were being used to represent the Town of Marshall. All three had redeeming qualities, but none clearly portrayed the identity of Marshall. We borrowed elements from the three existing designs and developed the logo below.

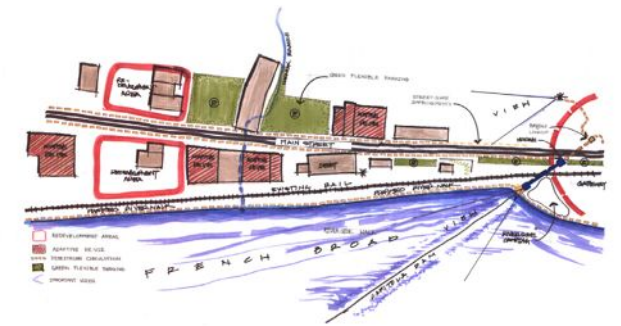


# Design: The Five Focus Areas

## Backstreet Design



## Depot District Design



## Island Design

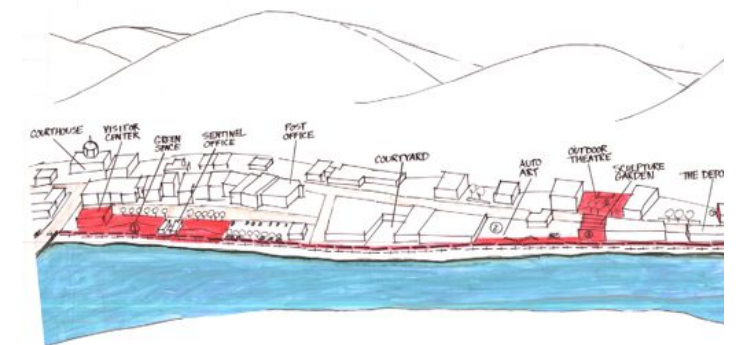
ISLAND EDUCATION + RECREATION



## Connecting Marshall



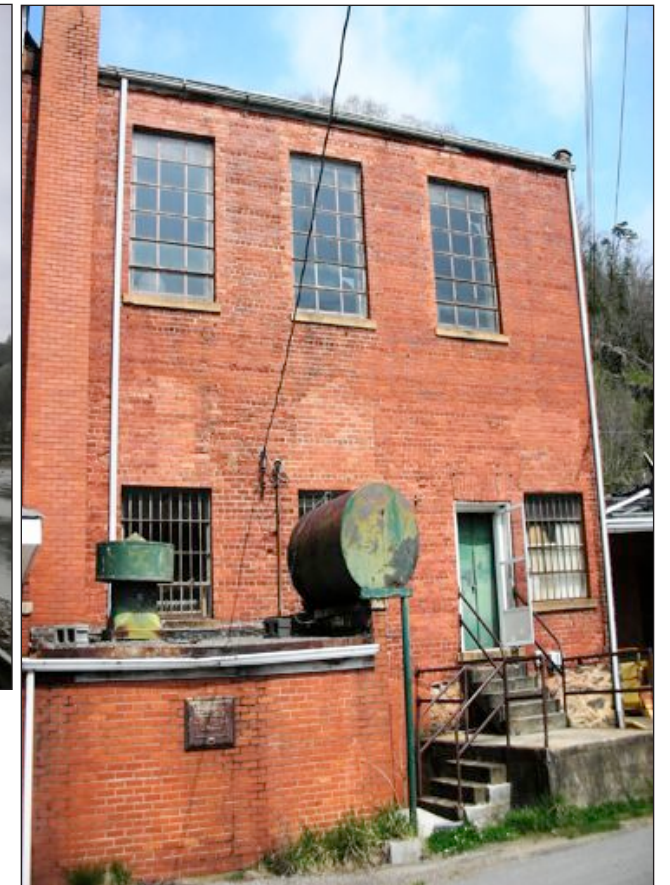
## Waterfront Design



# Backstreet Design

## Design Concept:

The Town of Marshall is currently searching for a “community center”: a place where people can retreat and relate to and defines the community. As a result, a great deal of attention has been placed on the activities and development concentrated around Main Street. There has been a decrease in investments and attention paid to the “backstreet” areas of Marshall which have become rundown and underused. Despite this fact, there has been a recent realization that the back side of the buildings lining Main Street can provide the community of Marshall with new opportunities for revitalization. This underused area is located within walking distance of a majority of the businesses that support Marshall’s everyday way of life, as well as the French Broad River and the Island. This close proximity to the central parts of Marshall enables the back areas to have great potential for redevelopment. By cleaning up the back areas of buildings, and designing pleasing, functional, and exciting spaces, the back streets of Marshall can become a central part of community activity and life. These pictures give examples of what the back street area of Marshall currently looks like. Areas have become dilapidated, run down, and unkempt. The design plan calls for these areas to be cleaned up and renovated into usable and attractive spaces.



The design intent is to activate the spaces between the backs of buildings and the river with outdoor public and private spaces for community and individual activity. Although linking some of these spaces would be difficult to accomplish due to spatial and safety constraints, the new design would encourage experiencing these spaces in sequence, journeying along Main Street to find them. This would unite the strengths of Main Street with those of the more hidden spaces behind the buildings. The proposed plan suggests starting this revitalization by focusing on the Back Street Corridor seen in the diagram below.

The Backstreet Design plan suggests strategies that will enliven the spaces behind buildings lining Main Street which are currently rundown. These strategies may be developed individually which will lessen the financial load, or cooperatively to combine their strengths.

## Proposed Design Elements:

The following list describes the revitalization possibilities.

- Activate the back of buildings with outdoor living spaces via decks and rooftop spaces
- Transform existing parking lots to parks and enhancing their quality through a community planting program
- Create a physical and visual connection from the proposed back street development to the river
- Use permeable green paving for flexible parking options
- Reduce visual impact of utility lines by burying or hiding them
- Use existing architecture and architectural elements and materials that already define the town



These sketches are representations of what the back street areas of Marshall could potentially look like. The design envisions these spaces as connecting the various businesses and commercial activities along a quieter, more relaxed boulevard that invites leisurely walks and activity.

The additional access to commercial businesses allowed by the design enables an increase in customer traffic benefiting the town of Marshall. Making the spaces more green and inviting will encourage the community and tourists to linger in downtown Marshall rather than passing through.

Adding decks and patios to the backs of buildings will create semi-private spaces for users to enjoy. These are low cost renovations which give pedestrians resting and gathering spaces while still allowing access to the walking paths.

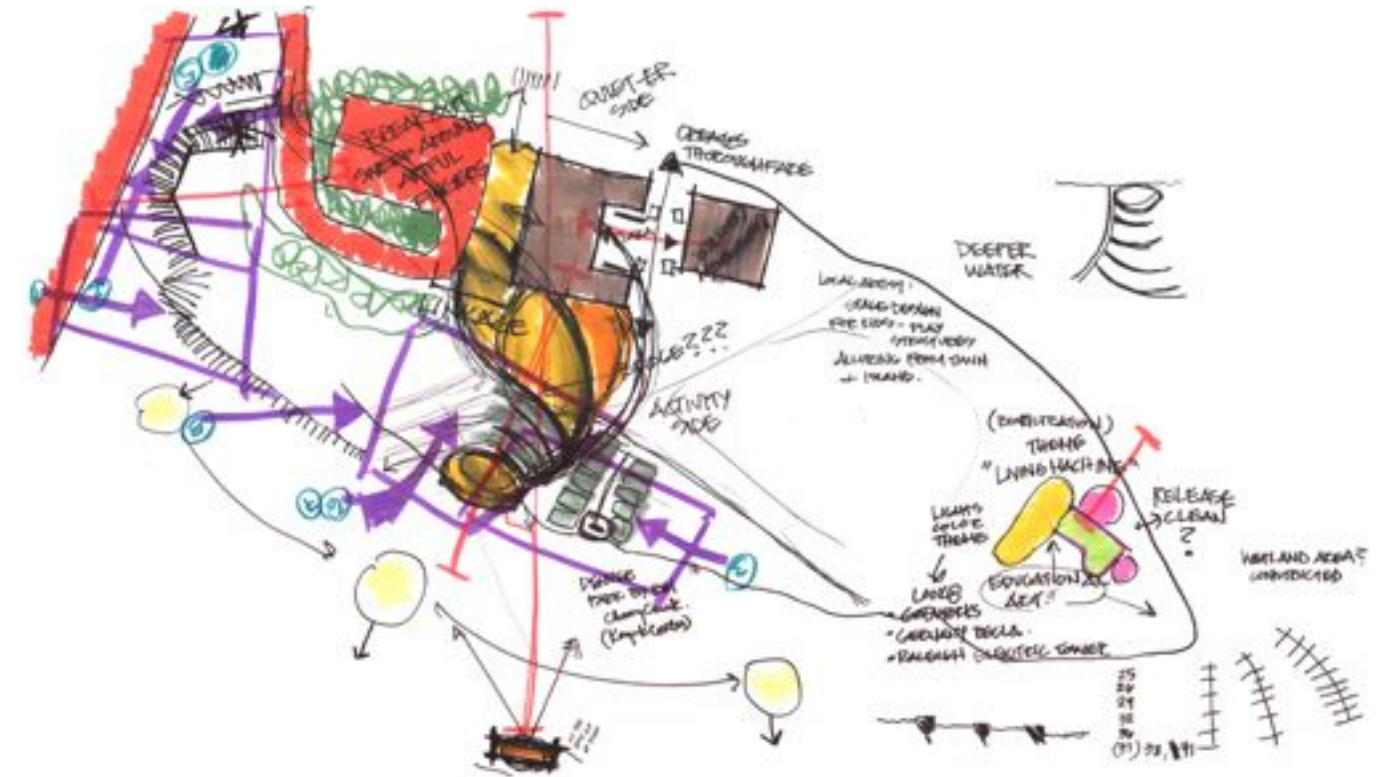
The design plan envisions the walking boulevard in the backstreet to connect to other areas of Marshall as it follows along the river. It would connect to the various pocket parks, outdoor art galleries, and performance areas presented in other sections of this article. This would create a link between all areas of Marshall designed for pedestrians other than Main Street.



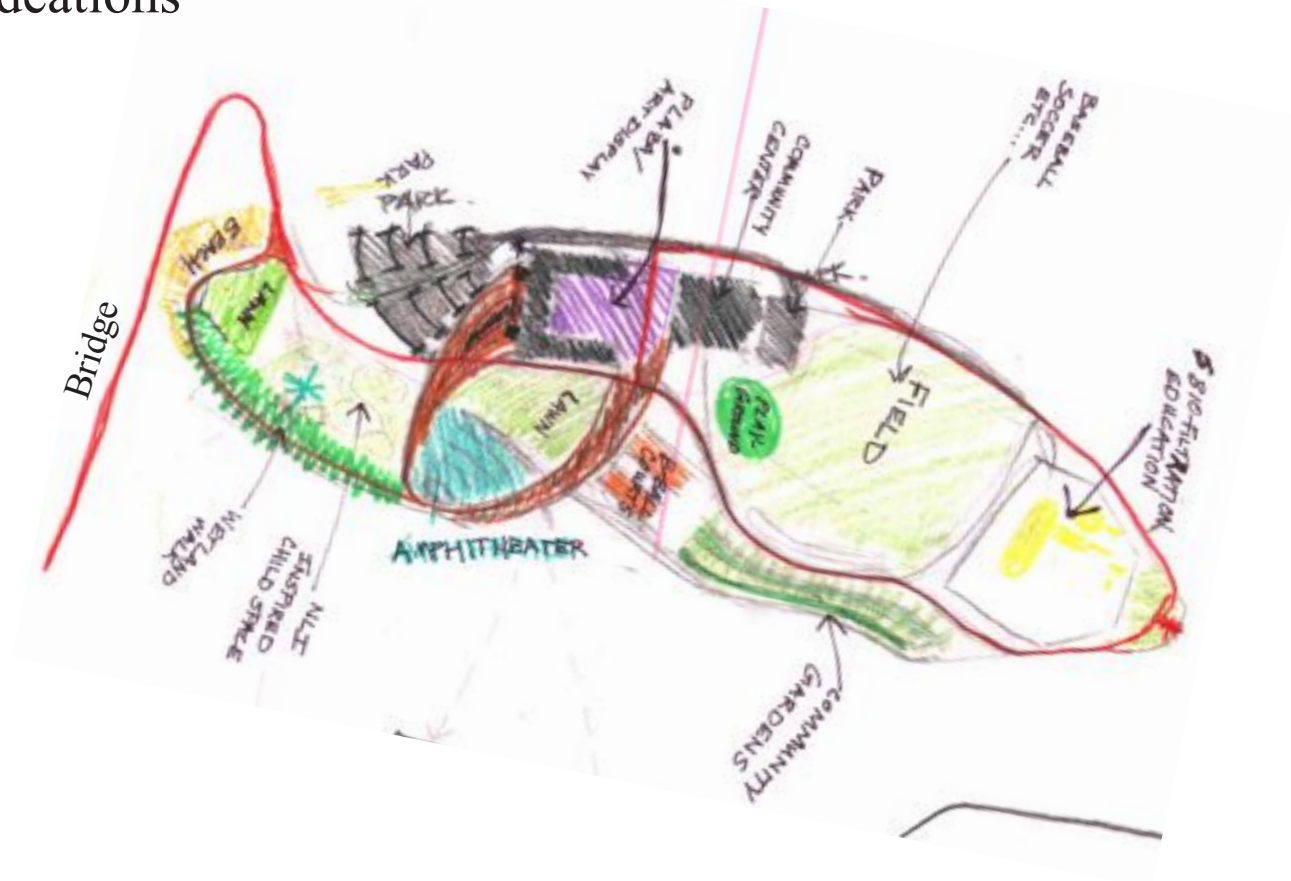
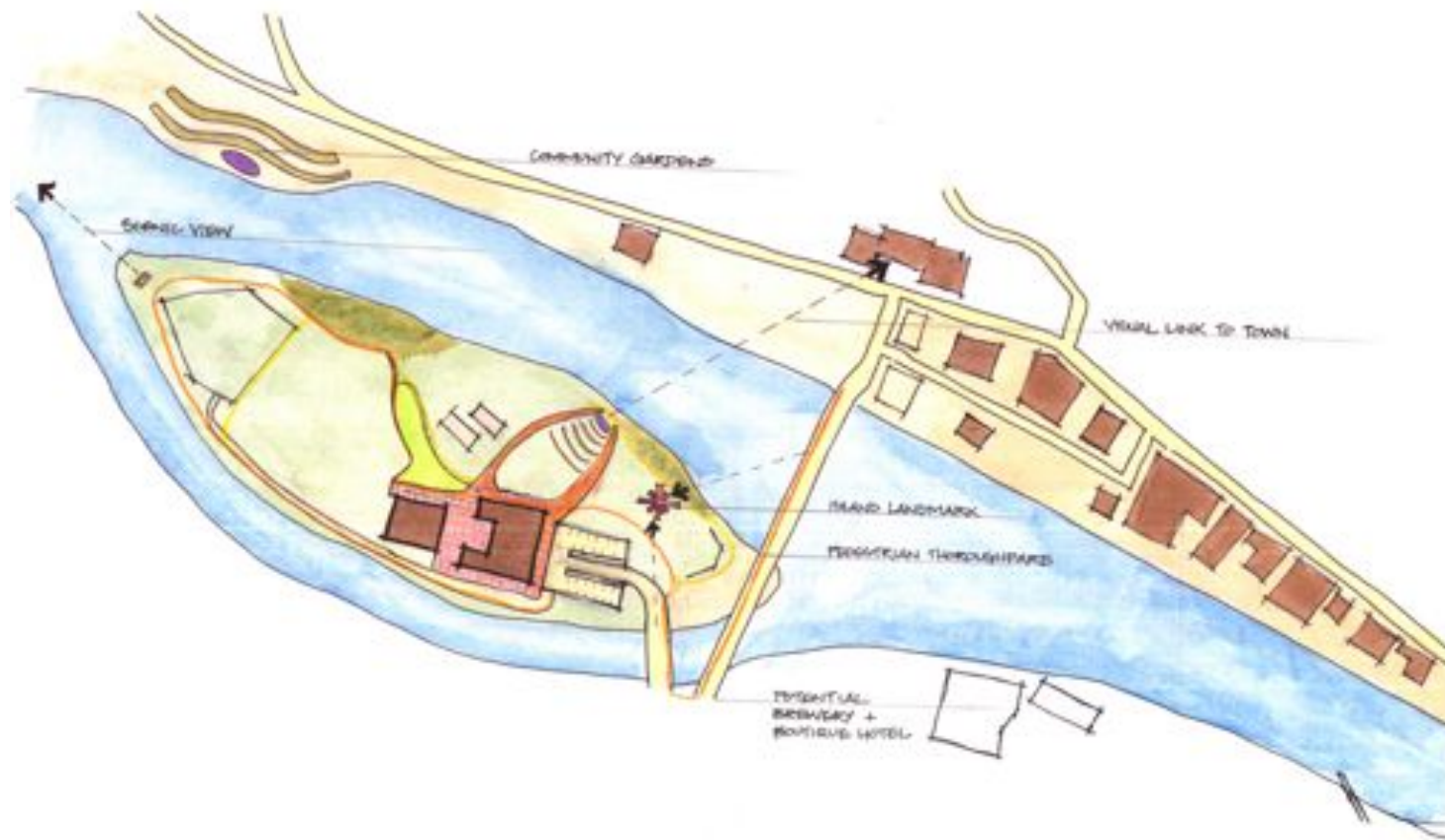
# Island Revitalization:

## Design Concept:

The island is an important part of Marshall, helping define the city historically, socially, and geographically. The goal of this design is to expand on the island's tradition of recreation and education, and to reestablish the area as a dominant town feature and destination spot. The island would provide space for numerous recreational activities, a community center, amphitheater, and children's play area. In addition, the island will serve as an educational facility teaching users about wetland restoration and water treatment. The island will help the community connect to regional recreation by providing services and facilities for kayakers, boaters, and bikers. While the island has been an important part of the history of Marshall, it will play an even more significant role in the future, providing a stimulus for economic development.



## Design Ideations



# Proposed Island Master Plan:



This design plan calls for a vegetated riverbank and a boardwalk surrounded by natural areas to encourage pedestrian traffic as well as local wildlife into the area. This will bring more activity to the area as well as make it more appealing visually. Providing access to the water will help revitalize the island.



By defining the path around the island, adding planting and maintaining landscaping the island environment will become more user friendly.



Through simple renovations and the addition of an amphitheater, this area of the island will become a central gathering space for the community. Adding constructed wetlands will discourage erosion and encourage the reintroduction of wildlife to the natural habitat. The amphitheater will be a place for entertainment and education, and will have downtown Marshall as a background as shown in the thumbnail sketch to the right.



The plaza between the proposed artist studios and community center will be a collection and meeting area for town events. The space will also serve as an area for open air markets and outdoor art exhibits for local artists. By making this area an attractive space, it will become a destination instead of just an empty area. This will attract people to the island and to activities held here.



# Flood Plain Preservation

Creating pedestrian connectivity will help unify the public open spaces within Marshall. By providing pedestrian bridges which connect the island to mainland Marshall will create the foundation for a system of networks which can be developed into a community park and greenway. The existing site along the French Broad River is currently located within a flood plain, and is unsuitable for major infrastructure developments (i.e. commercial or residential buildings). The flood plain should be left green and be suitable for flooding. Appropriate use for the flood plain would be agriculture or recreational open space. A proposal for using part of the flood plain as a park is shown to the right.



# Depot District Design:

## Design Concept:

Although most of the revitalization efforts are occurring towards the center of downtown, the “Depot District” still holds many opportunities for redevelopment and adaptive re-use of historic buildings. This area has potential for a visitor center, public restrooms, lodging, and restaurants.

For example:

-Teague Mill – An ideal spot for visitor lodging (right across from depot) or restaurant because of the view of the river/dam.

-Visitor Center - The front half of the Depot can be redeveloped for a Visitor Center, due to it’s location and the fact that there are existing restrooms.

-Ponder’s Auto – These large lots have potential for new building masses, which would help visually connect the Depot District with the downtown.

In addition, the renovation plan suggests all parking lots in the “Depot District” be flexible spaces that fill the need for event parking near the depot. These parking areas can also serve as green, park-like, open spaces that can be used by town residents and visitors on a daily basis. Various types of permeable pavement will allow for storm water infiltration, and can withstand occasional traffic flow. The redevelopment plan proposes that permeable pavements be used in the construction of new parking spaces.

The addition of these parking spaces will enable people to park off of Main Street, lessening traffic during events. Most of these green parking lots are located at the extremities of town which both lessen traffic downtown, and also suggest walking through town to visitors enabling them to experience the many businesses and restaurants.





The use of a logo in the Depot District will separate it from the rest of the town. The logo will bring attention to the area's rich history and connection with the railroad still running through downtown Marshall.



Enhancing the existing parking areas into flexible spaces with the use of permeable pavements will allow for unused lots to also function as park-like spaces. These lots will accommodate overflow parking during community events.



This perspective sketch shows the view of the proposed pedestrian bridge, tower, and dam as seen from the rock outcrop to the right side of the road. The view from the bridge would include the river and the downtown area as well.



The addition of an entry bridge will define the entrance to downtown Marshall, as well as provide pedestrian access across the railroad to the proposed riverside boardwalk and fishing pier. The bridge towers reflect the scale and architecture of Teague Mill. This helps unite the bridge with the town, and enables the bridge to act as an “introduction” to Marshall for people entering.



# Waterfront Design:

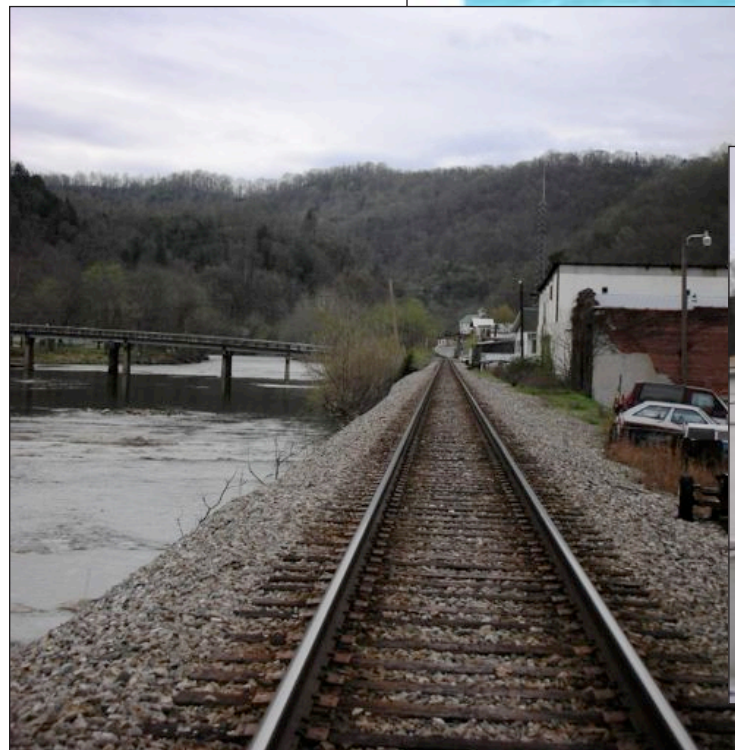
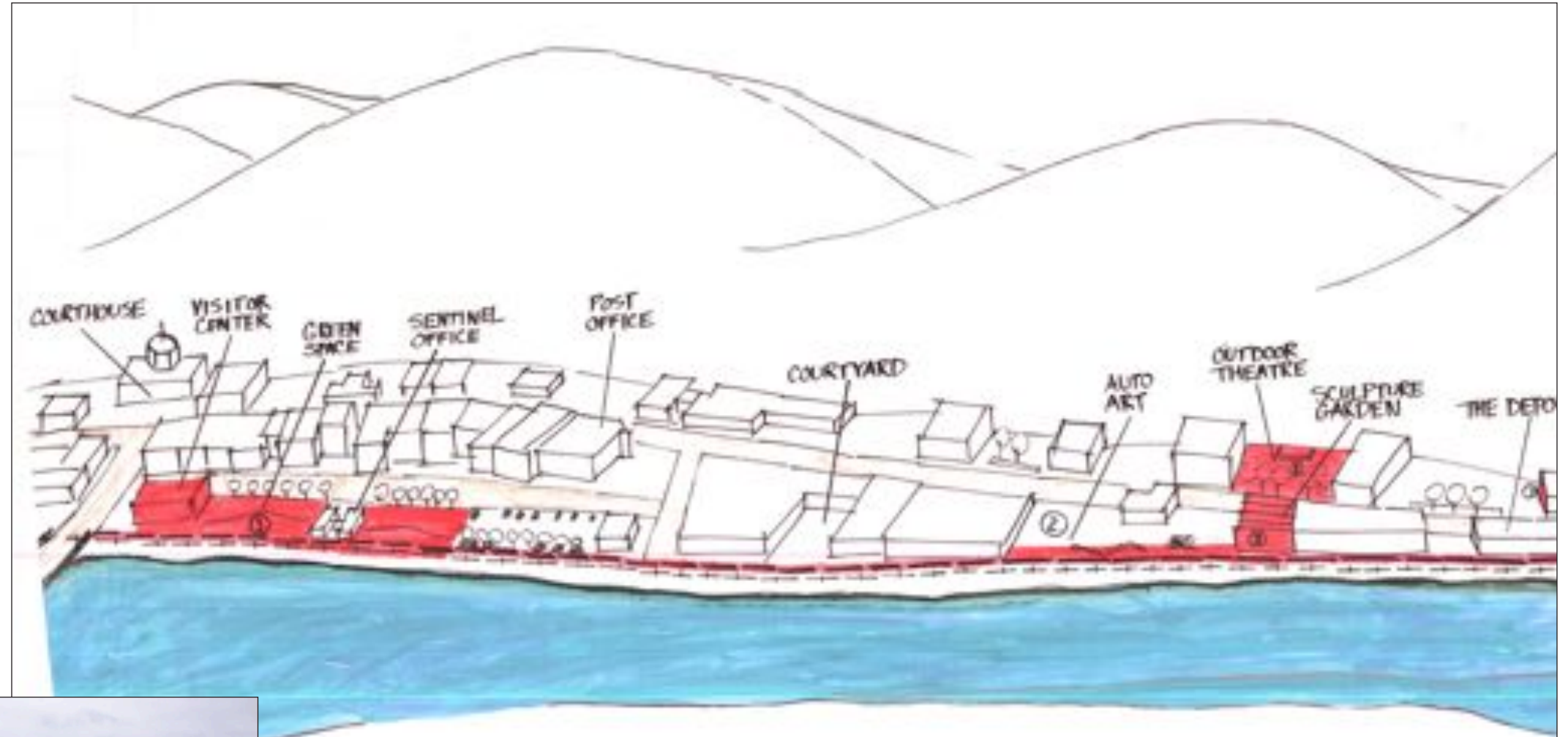
## Design Concept:

The land in Marshall bordering the French Broad River is a very valuable yet under utilized area of the town. This design transforms the Marshall waterfront from an uninviting space to a central focus and attraction for the town.

Through the renovation and revitalization of existing areas, along with the addition of small gathering nodes, the waterfront of Marshall will become a destination for the community and visitors.

This design recommends cost effective ways at enhancing the existing features of Marshall in order to keep its charm and “small town” atmosphere while making the visual appearance stronger. Creating a boardwalk and walkway along the waterfront will connect all of the smaller areas of Marshall together.

This will serve as a uniting factor among the activities bordering the river and create a natural flow between them. Small pocket parks are proposed for the spaces currently not being used which will bring more green areas to downtown Marshall.



This design plan proposes adding a boardwalk with seating and planters to make it a destination for fishing, relaxing, and observing the river. The bridge has a prime location for enjoying the French Broad River, and these additions will strengthen this asset.



The current connection from downtown Marshall to the bridge leading to the island is not friendly to pedestrians. The design plan proposes adding features that make this connection safer and more enjoyable for people wanting to access the island on foot. Proposed additions are raised crosswalks at all intersections, street trees in planters, and converting some existing parking into a park along the river.



This concept suggests expanding the back of this small park to include a performance area and a sloped viewing area. The slope will not only provide seating for the performance area, but will also provide sound insulation to block out noise from passing traffic. It will effectively create a small, relaxing place to enjoy music or theater.



The existing junk yard bordering the railroad tracks and the river front can be converted into an attraction for locals and visitors through community art projects and landscaping. Getting the community active in the revitalization of Marshall will create a sense of pride and ownership. By connecting to the path that will run along the waterfront, this space will be united with the rest of Marshall and will be one of the many new unique experiences.



These existing building ruins can be converted into a unique open air art gallery and multipurpose structure. The open layout of the existing infrastructure provides the ability for flexibility; the community can easily change the space to accommodate special events. These renovations will be low cost including minor cosmetic work and clean up, but will provide a high return for the community. The sketches show examples of easy renovations and the space being used to display surrounding artists work as well as children's art work.



The area near the railroad can be transformed from an uninviting space into a unique and vibrant area for small shops and restaurants. The addition of a railed pedestrian walkway will provide a safe area for walking and will draw people to interact with the spaces around the railroad and river front. With the addition of shops and restaurants, this area promises to offer a destination for tourists and visitors, as well as income for the town of Marshall.



Effective welcome signage is crucial in the redevelopment process; it provides visitors with their first impression of the community. Signage is an easy and cost effective way to quickly enhance the visual impact of the community. This sketch demonstrates how landscaping in combination with new signage can create a more dramatic entrance into the town. This plan recommends updating current signage at all entrances and exits to the town, as well as throughout downtown to designate key areas.

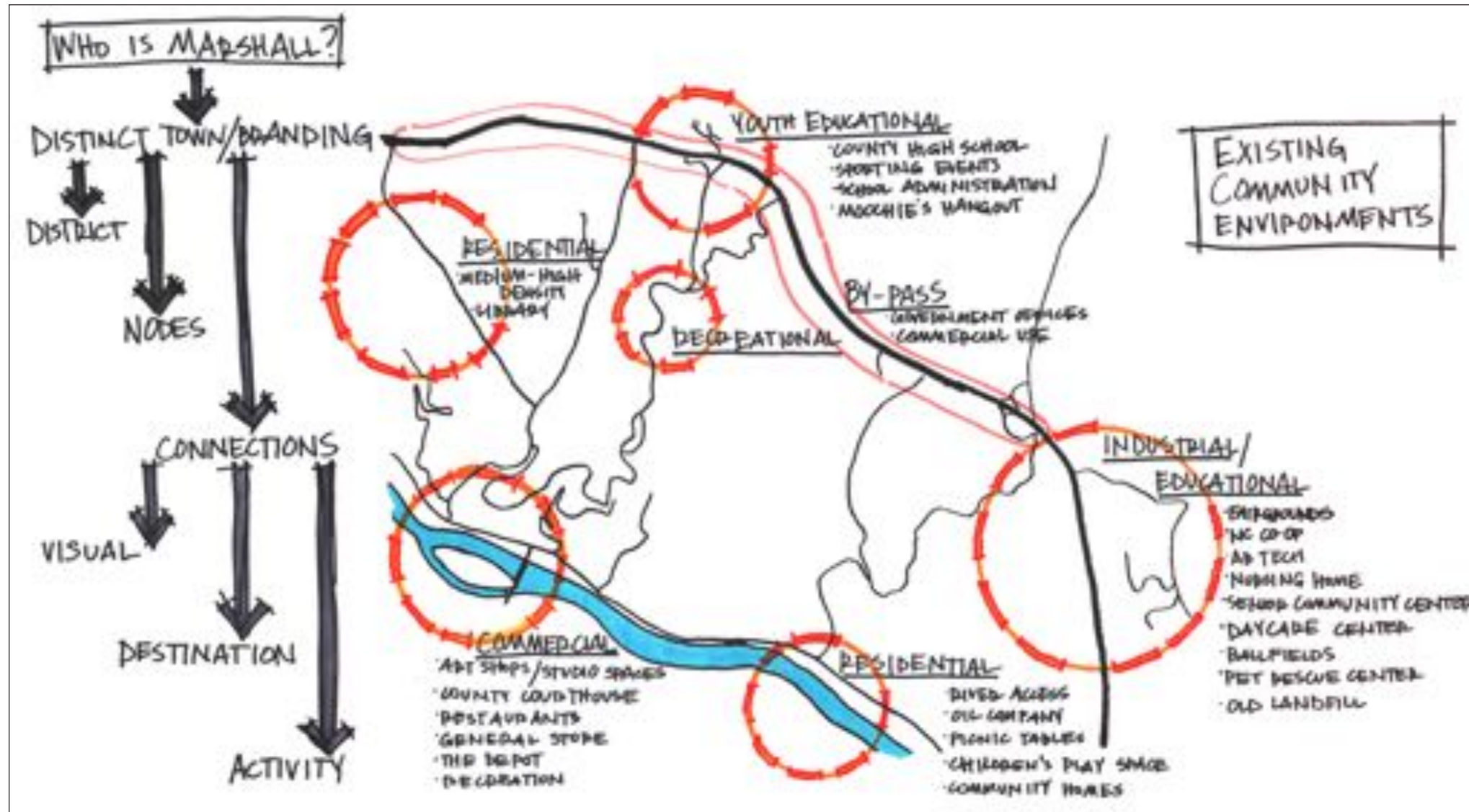


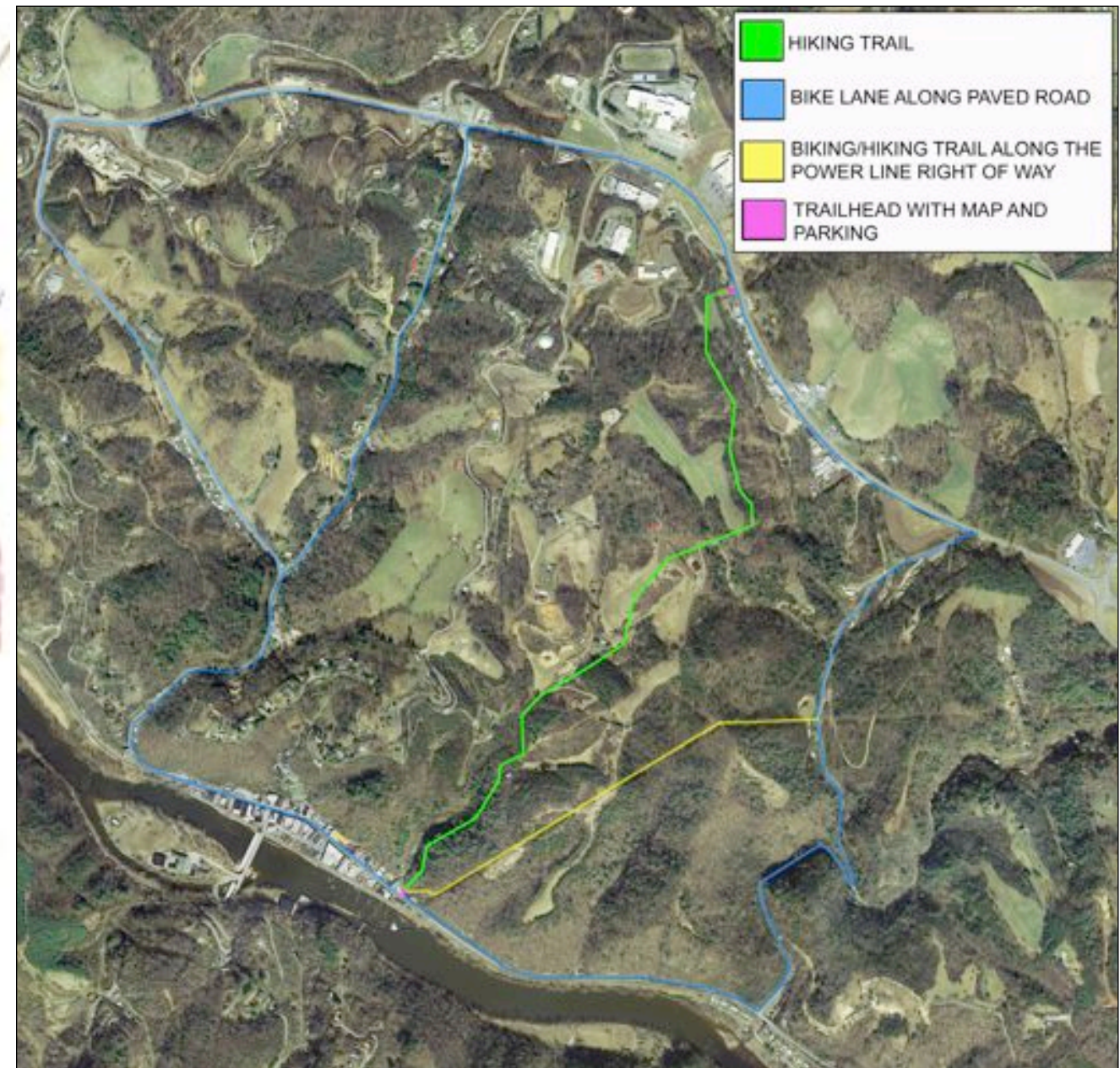
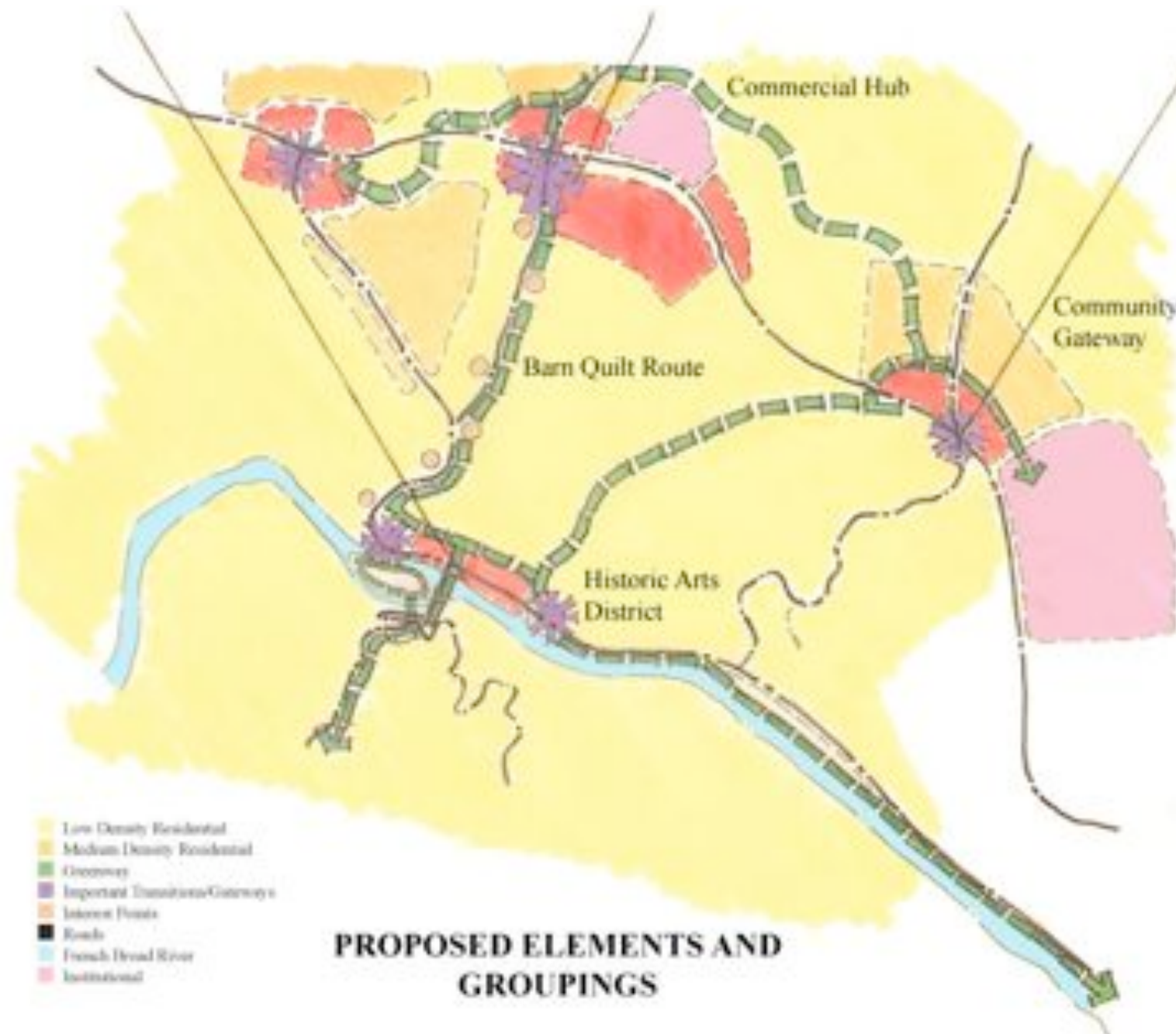
# Connecting Marshall:

## Design Concept:

The purpose of this design was to identify and locate key areas in Marshall and the surrounding areas. Currently there is a discontinuity between downtown Marshall and the bypass. This isolation prevents Marshall from becoming a central hub for activity and commerce. Two areas or “cogs” were identified being historic downtown Marshall and the “new town” of the bypass. This design identifies

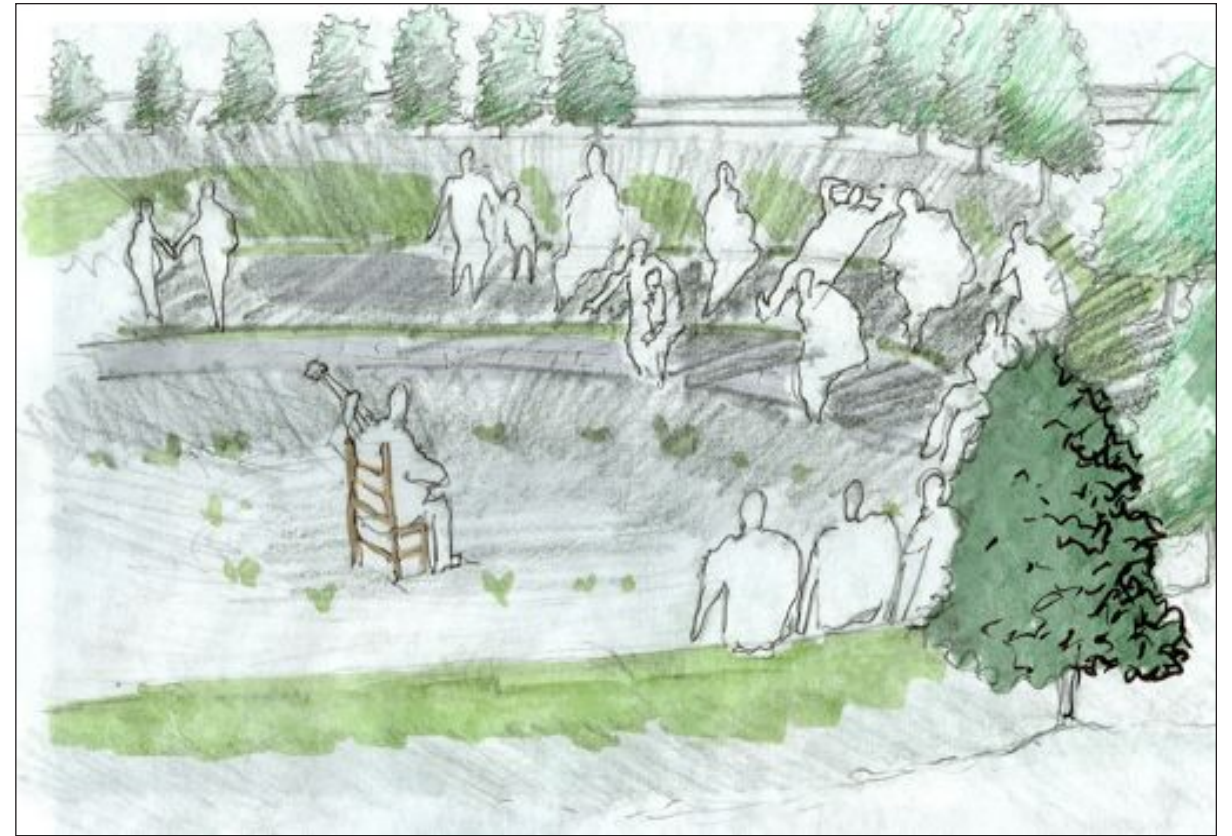
crucial areas for a new neighborhood, areas to connect circulation systems, potential locations for the community center, tourism zones, and areas with potential for economic growth. The diagrams on this page show key areas in the region around Marshall. The black areas in the photos along the bottom represent areas of current or proposed activity. There is a lot of room for growth in the immediate areas around Marshall, as well as in neighboring towns.



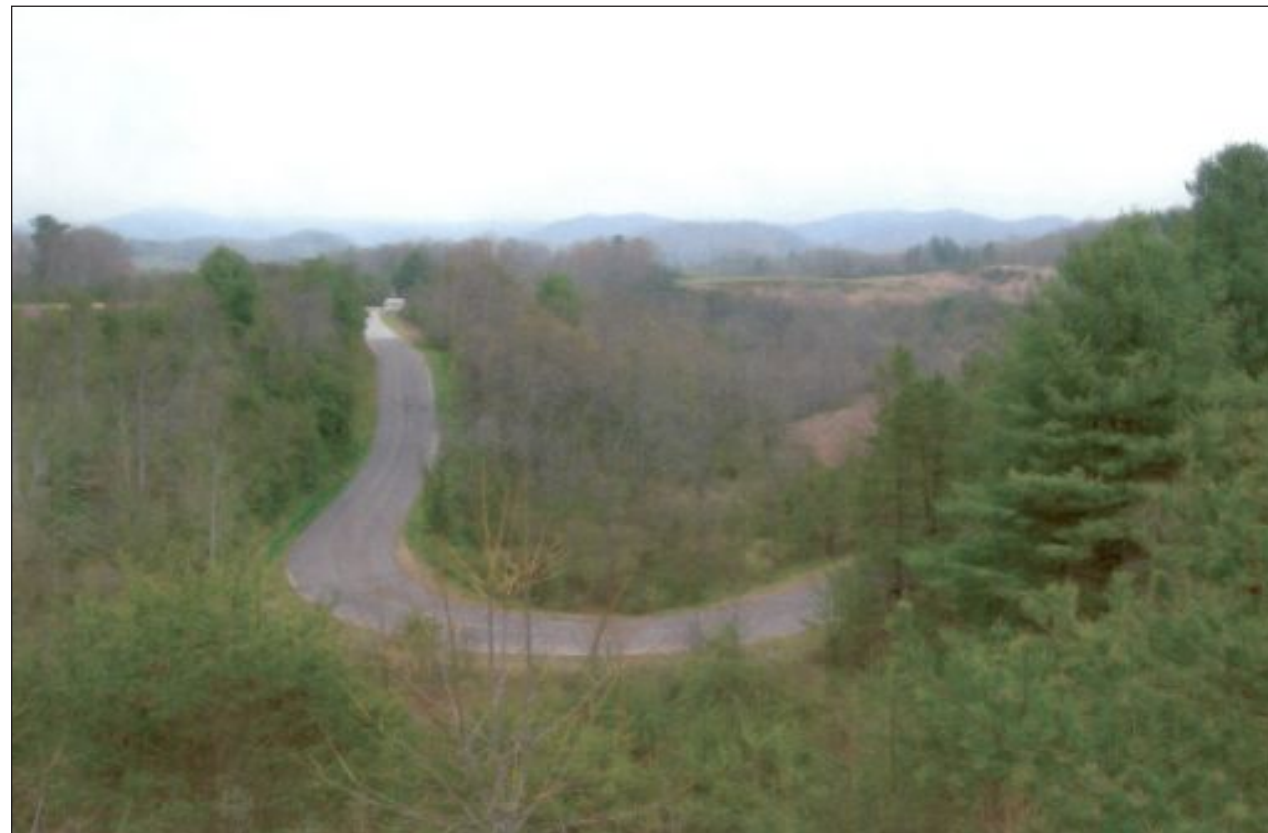


In the map on the right the team explored possible routes for hiking and biking. The blue route represents various loops where a paved bike lane would create a safer riding environment. The yellow route is along the power lines, which presents an opportunity because it is already a public right of way. The green route is a proposed hiking trail which would connect downtown Marshall with the bypass area. The hope is that these options would provide different ways for people to experience Marshall and reinforce connections between different areas. The Centers for Disease Control rank “shift in auto trips to walking and biking “ as the number one strategy to reduce disease related to inactivity, such as heart disease and diabetes.

Chain link fencing around service areas creates unattractive/uninviting spaces. This grassy depression can be transformed into a flexible space which accommodates special events as well as to serve as a temporary retention system for major storms. The design of the space incorporates a small amphitheater into a park-like setting. This transformation will be cost effective, yet create a much more functional and appealing space for the community.



The road stretching around Marshall allows for a great entrance to the recreational area shown here. Sidewalks and a crosswalk are recommended to encourage pedestrian travel to the park from town. One of Marshall's largest assets is the beauty of the surrounding mountains. By expanding the access to this area, this asset can be used as an attraction to Marshall and broaden the town's experience for both the community and visitors alike.



Incorporating new signage and vegetation will significantly enhance the visual appeal of the entrance to Marshall. The current signage does not give visitors a preview of the character of the town. The design team suggests that new signage should reflect the town of Marshall in its architecture and appearance. This sketch gives an example of using materials seen in Marshall to create the signage at the entrance to the town. An attractive and inviting entrance will lure more tourists to the town to experience it.



Picnic areas near the riverfront can be transformed into an attractive and inviting park space through landscaping and the addition of outdoor sculptures. It is important for the space to have a defined edge and a buffer from the street; this will provide a safe area for park users. This image shows a proposed planting buffer while maintaining sufficient space for entrances into the area. With access to the river, this area can be a great destination for families and group events.



# Closing Recommendations:

## Regional Development



As the town of Marshall grows and moves into the future, there are a few important ideas and points to take into consideration. The Town of Marshall should pursue the development of design guidelines which address the range of development that should occur in the various districts of the community, and how this development may relate to natural features in the landscape. Guidelines are intended to convey desirable elements. They are recommendations and not requirements which may come later in the form of ordinance which is regulatory in nature.

These design recommendations have been separated into three categories based upon scale. These are regional development, flood plain development, and streetscape development.

- Goal 1: Preserve the small town, unique character of the main street of the town.
- Goal 2: Compliment the existing historic architecture.
- Goal 3: Enhance the pedestrian orientation of downtown area, and encourage streetscape design that is inviting and is on a human scale.
- Goal 4: Communicate the community's vision for the main street area.

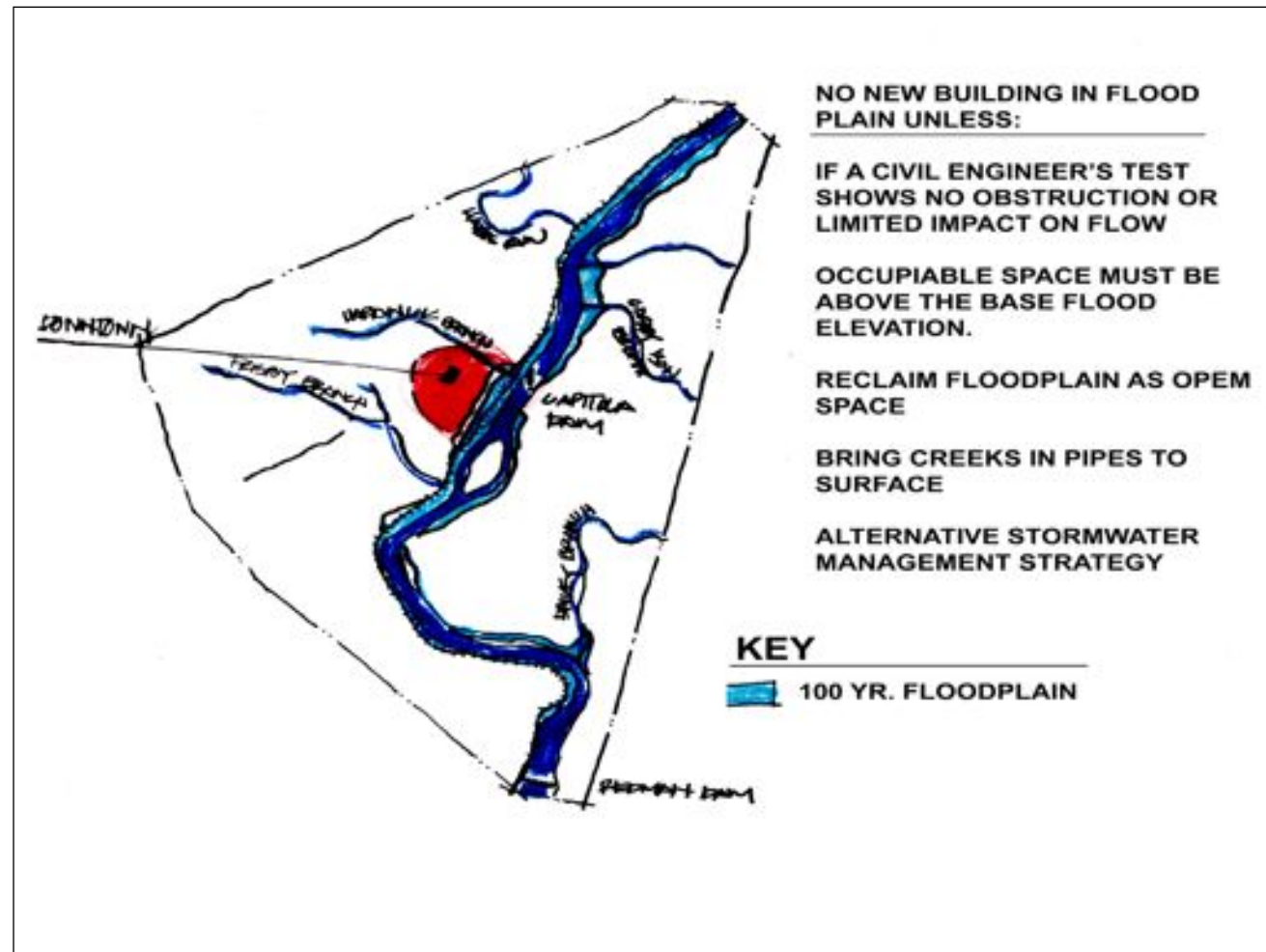
Regional development recommendations are based around the large scale growth and spread of Marshall. These recommendations endeavor to keep key features of Marshall intact, as well as help protect the natural environment surrounding Marshall.

One of Marshall's greatest assets is its location in the Blue Ridge Mountains along the French Broad River. This location gives Marshall visitors and residents expansive views of the surrounding landscape. As growth occurs, it is important not to destroy or lessen these "scenic views" by blocking them with residential or commercial buildings and advertising.

As development occurs, locating it on or near ridges and out of the viewshed of the French Broad River will keep both scenic views of the river and preserve native habitat. Development taking place on slopes destroys vegetation vital to erosion control as well as causing pollution through drainage into the river.

With the expansion of the town also comes the problem of increased storm water runoff from new development. It is important to take this into consideration before building commences. Preserving vegetation in existing swales and watersheds of tributaries takes advantage of the runoff management strategies already in place naturally. Keeping as much vegetation as possible around and on new development sites helps prevent erosion, and also slows any additional runoff caused by new growth. Slowing storm water runoff also helps prevent flooding from too much overflow drainage entering the river at a fast pace.

# Flood Plain Development



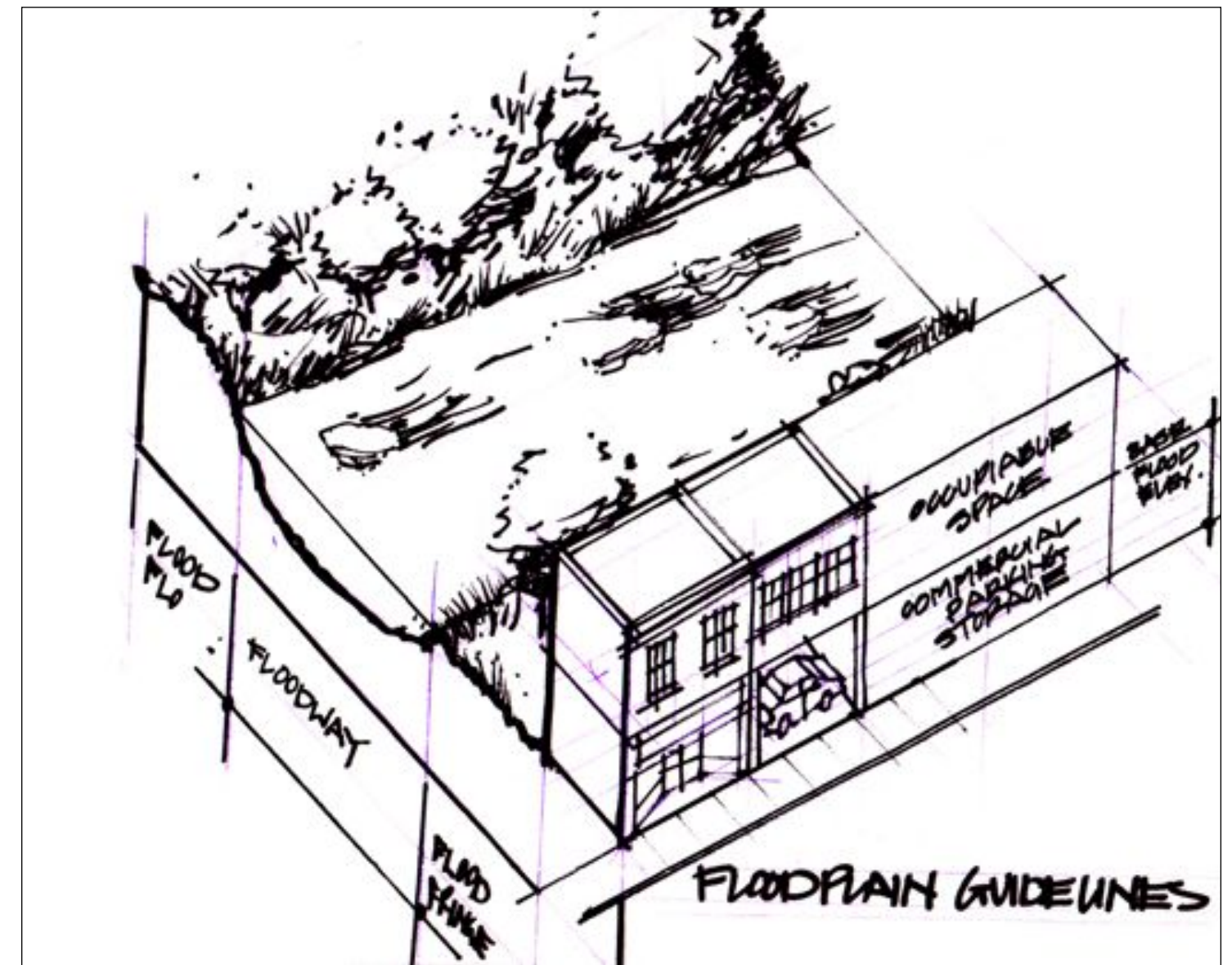
Marshall is located along a major river flowing through the valleys and watersheds of the Blue Ridge Mountains. With this location comes the threat of flooding, especially when new growth and development is not built with the prevention of flooding in mind. There are a couple of design recommendations which will help in the decision making process for new development. No new development should be built within the flood plain of the French Broad River or the surrounding tributaries without at least considering the following recommendations.

With buildings that have the potential for residential use, no occupied space should be located below the highest predicted flood elevation. This ensures that, in the case of a major flood, residents of all new buildings will be living above flood height.

Using the floodplain as open space around new development provides a safe area for any flooding that might take place. This also allows the open space to be used for a wide range of activities and uses during fair weather. A simple awareness of where the floodplain is and the extent of its borders before developing an area can prevent future damage, injury, and financial cost.

Creating an alternative storm water management system around future development will also help decrease or prevent flooding. If development occurs in an area where natural drainage does not work, creating a storm water treatment system that ties into the natural system is possible. Above ground or open storm water systems are recommended due to their lower impact on the environment, but pipes and closed systems may also be used to lead storm water drainage into the natural watershed.

As long as development occurs, the issue of storm water treatment needs to be addressed. Designing and planning for the issue throughout the development process ensures the best possible solution for both the town of Marshall, its residents, and the natural environment surrounding it.



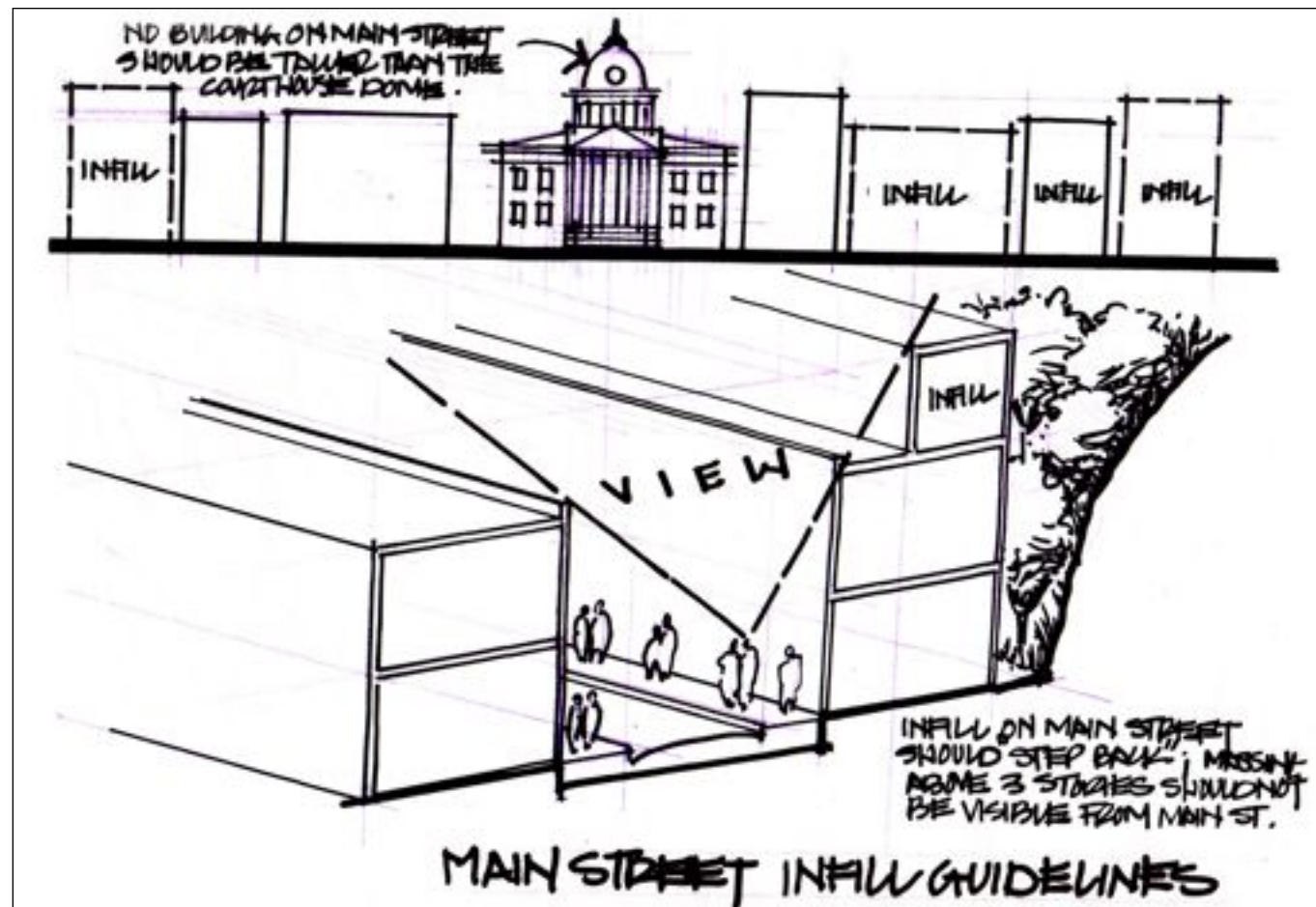
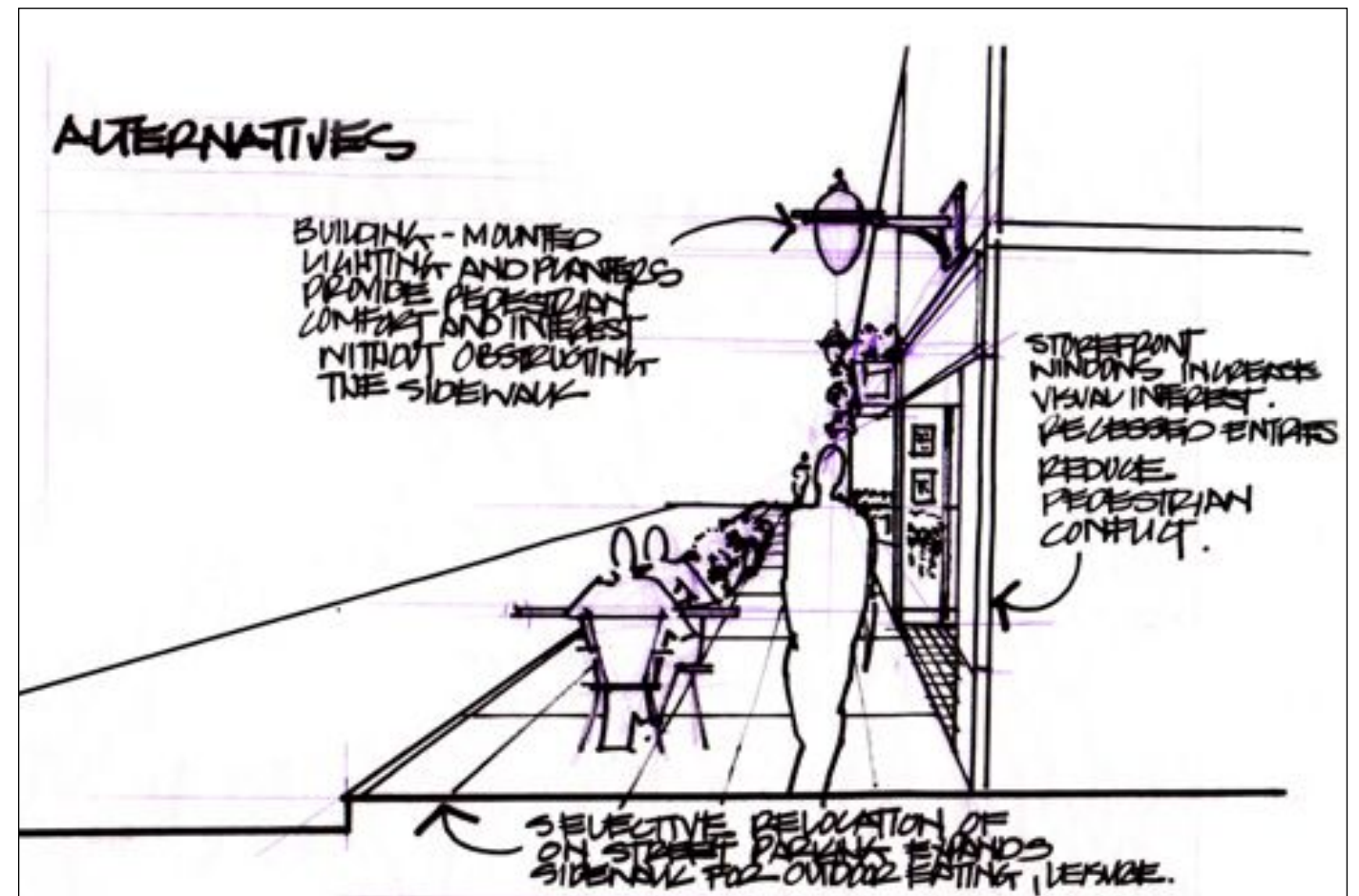
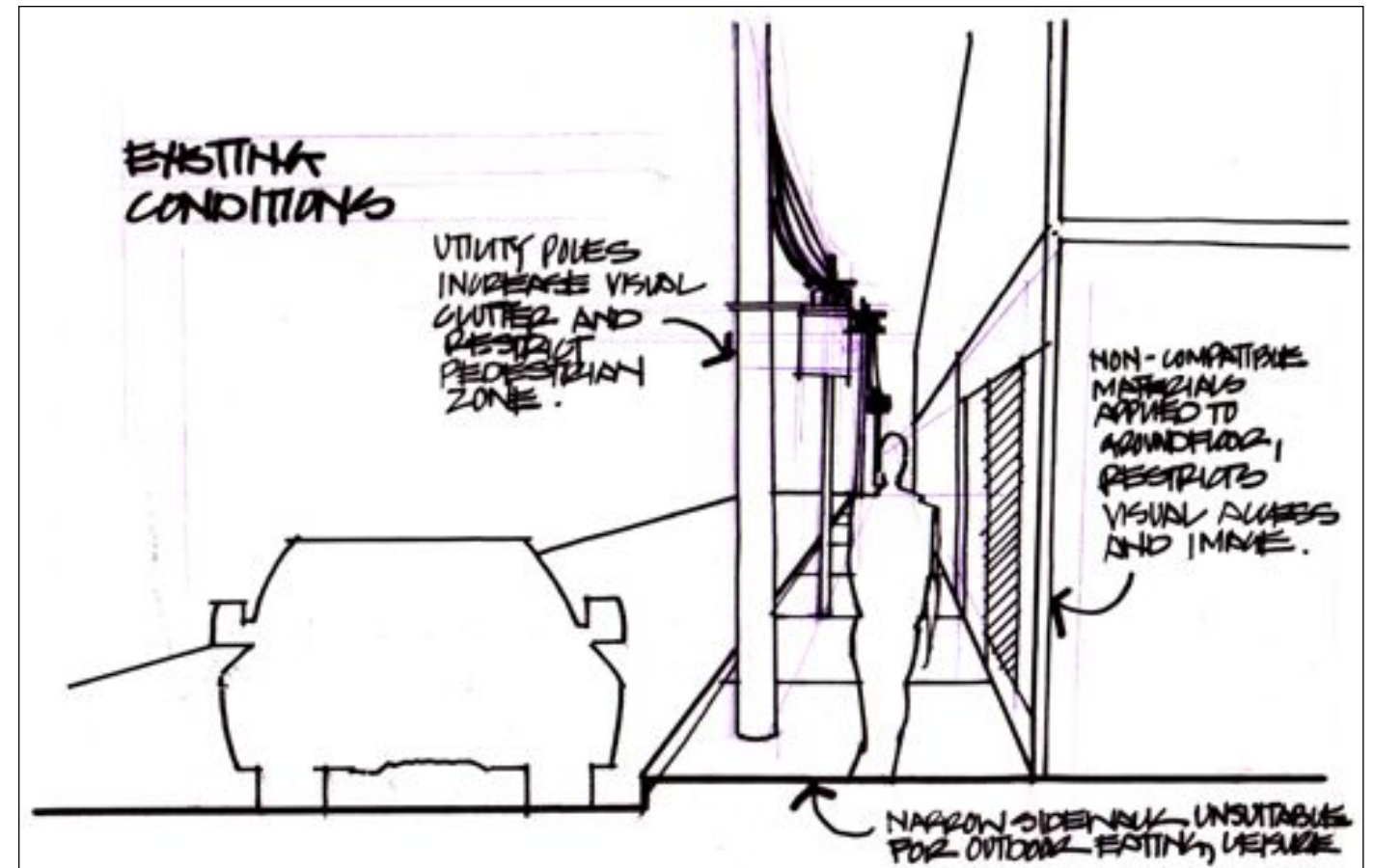
# Streetscape Development

The current streetscape in downtown Marshall consists of parking lanes on both sides of the street, and narrow sidewalks for pedestrians. The sidewalks also contain utility lines, street signage, and items from commercial businesses in some areas. The design recommendations for the streets of Marshall are aimed at making them more accessible and open enough to accommodate activities as well as walking.

With the addition of multiuse parking lots scattered throughout Marshall (see Depot District), the parking lanes along Main Street can be converted into wider sidewalks for pedestrians in some areas. This additional space will allow restaurants to accommodate outdoor seating while still leaving enough space for comfortable walking.

Additional recommendations include recessing storefront windows to create visual interest along the road as well as allowing additional space for entry and exit to stores. By mounting street lights onto the fronts of buildings, the light posts can be removed from the sidewalk and create an unobstructed path for pedestrians.

Maintaining the courthouse dome as the tallest point in town will stress its importance and bring attention to it. In the case of additions to buildings, anything above two stories should be recessed from the front of the building so that it is not visible from the street. This will help keep Marshall's feeling of a small town while still allowing for growth and development.



Highway signage indicating the town's entry should contain materials appropriate to the town. The sign should be large enough to be seen by a moving car, but not so large as to be distracting and gaudy.



Facades of buildings serve as important images of what goes on inside the buildings and what the essence of the town is all about, especially in the heart of the downtown area. Appropriate materials, brickwork, awning usage and color, signage, lighting, and height of the building are all factors to be considered.





Examples of recommended improvements to the streetscape of Marshall can be seen in these photographs. By expanding the sidewalk into the parking lane, and having a rollover curb, the space can be used as parking during the day as seen in the top photograph. At night, the lane can be used as a sidewalk, and local restaurants and stores can expand outside with seating or displays. This can be seen in the bottom photograph.

Adding street trees along the road can function as spacing for parking stalls, as well as improve the experience of travelling up and down the streets. Adding awnings and coverings to the front of stores also helps to add interest to the street, as well as provide shade for pedestrians on hot summer days.

The addition of crosswalks at the intersections in Marshall designates a safe place for pedestrians to cross the road. The design plan recommends using brick or a similar material that matches the architecture throughout the town. The crosswalk will blend with the extension of the sidewalks as shown in the photographs. The addition of street lighting shown in the top right photograph adds safety and interest to the night life of Marshall.

The top photograph shows the benefits of moving existing utility lines underground. While the initial investment may be high, the end result is a much safer and attractive space. Removing utility poles dramatically increases the space on the sidewalk, as well as eliminates loss of power due to storms and fallen electrical lines.

Adherence to a set of design guidelines would help assure that the best site and architectural features of Marshall's downtown can be incorporated into the design of new development, and that such development will add to (rather than detract from) the character of this unique place.

We the faculty and students of the Department of Landscape Architecture at NC State University hope that the special community and environment of the Town of Marshall is preserved and enhanced for future generations.

