



Savannah Downtown Streetscape Improvement Initiative Project Overview

The City of Savannah is launching the first phase of the Downtown Streetscape Improvement Initiative, which includes streetscape improvements for Broughton Street, Bay Street, and River Street. Future phases will enhance the public realm for corridors in the area from Liberty Street to the Savannah River and from Martin Luther King Jr. Boulevard to E. Broad Street.

Phase One of the Streetscape Improvement Initiative will seek to improve three of historic downtown's most prominent streetscapes – Broughton Street, Bay Street, and River Street, between Martin Luther King Jr. Boulevard to E. Broad Street – to create a rich and exciting pedestrian realm. Redevelopment of these downtown Savannah streetscapes will combine an understanding of the vast historical significance and the variety of land uses that currently exist, enhancing the vibrant downtown community in a way that is attractive to local business owners and the surrounding community. The proposed street improvements will build on the best aspects of great streets in the U.S. and abroad, while capitalizing on Savannah's highly visible location and landmark destination.

The enhancements to downtown will appeal to residents, commuters, and tourists by allowing the public realm to be embraced as a place for people. The City of Savannah has the opportunity to rethink the street's purpose, functionality, programming and characteristics to create a fresh and appealing image as downtown destination corridors. A key goal will be to realize each street's full potential as a rich and varied pedestrian experience. The general project objectives include the following:

- Create an environment that contributes to the livability of Savannah's community and serves as a model for urban streets in the U.S.
- Encourage new design concepts and ideas, emerging environmental ideas, emerging technology, smart transportation design, context sensitive design, new urbanism concepts, and include 21st century innovation
- Respect, preserve, and maintain the aesthetic character of the National Landmark Historic District
- Provide a safe environment for pedestrians, bicyclists, and vehicles
- Create a visual identity and public space
- Provide consistency and uniformity with streetscape elements
- Create places for events, festivals and community gatherings
- Build upon the character of the existing infrastructure (mature trees, cobblestones, etc.)
- Develop overall theming with a series of pedestrian nodes that 'pull' people out and about
- Address programming/management opportunities including existing and additional retail and commercial activities
- Study/allow for alternative forms of transportation
- Analyze vehicular circulation to address traffic calming measures and how those measures may impact surrounding streets
- Use lighting to create a variety of moods/themes
- Maintain neighborhood integrity

Downtown Savannah is a unique, diverse, and historic place. The streets selected for Phase One are no different. Broughton Street, Bay Street and River Street each have a unique level of complexities and should be approached and designed in a distinct way. Program elements should be consistent along each street, while keeping in mind the overall aesthetic and theme of downtown Savannah.