Landscape Project, New Brand Developing in Clayton County

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In 2008, when Clayton County became the fourth Archway Partnership community, the Clayton County Executive Committee developed a list of priority needs, with a community beautification program and the generation of a more positive public image included as priorities. Once these needs were highlighted, the Archway Partnership linked Clayton with resources at the University of Georgia to create proposals and plans that could be implemented in the community.

A team of public relations students from the University’s Grady College of Journalism and Mass Communication worked with community officials to provide data and research to develop a new community brand. Through a months-long brainstorming and discussion process, these students created an entirely new public image campaign for Clayton County through the development of new media and press materials to communicate the many positive actions and accomplishments occurring within the community. A second, larger group of students from both the Grady College and Clayton State University have worked to update the public image according to the Executive Committee’s suggestions and are also researching the use of social media as a means to create a vehicle of communication for the county’s history and future. This second phase of the public image campaign is expected to be complete by May 2010, with plans for disseminating the project and new community image to statewide media outlets.

The Archway Partnership has facilitated plans for the Greenway Vision Program, which is a project proposal designed to connect neighborhoods of the county and develop more opportunities for outdoor recreation. The submitted designs call for a trail system that weaves through Clayton County, complete with multiple access points, outdoor education stations and park green spaces.

Students from the University’s College of Environment and Design have also worked to showcase the changes in the county by developing a multidimensional beautification program. These students created a proposal and visual landscape design plan for a new gateway entry for the Flint River green space path. They also created landscape designs for Lovejoy historic cemetery, the Hwy 138 corridor, a new parking lot for Stately Oaks Plantation, community gardens in Clayton County, and the new Clayton County Economic Development office.

Details about the Clayton County community and reports of Archway projects can be found under the “Communities” tab on the Archway Web site: www.archwaypartnership.uga.edu.

The communications program and community beautification plans were completed with hopes of making the community more pleasant for its residents and drawing in more visitors to this community bordering the business hub of metropolitan Atlanta. These projects have been presented to the Executive Committee, have met widespread approval by the Clayton community, and will continue to move forward in coming months.

Advancing Community Priorities: The Clayton County Archway Partnership has identified several priorities to be addressed within the Clayton County community to further economic growth and development. Enhancing the community’s image and beautifying the community have been identified as two such priorities. The efforts for media rebranding and the creation of a new community entryway are two projects that have helped to further those economic goals for the partnership and community.