

OAKHURST

Neighbourhood Project

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“A peek into the neighbourhood”

RESEARCH

RESEARCH ON OAKHURST

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About the neighbourhood

Oakhurst is a charming and vibrant neighborhood located in the city of Atlanta, Georgia. Known for its historic character, tree-lined streets, and strong sense of community, Oakhurst offers a welcoming atmosphere for residents and visitors alike. With its diverse population and proximity to various amenities, this neighborhood has become a sought-after destination for those seeking a blend of suburban tranquility and urban conveniences.

Key Facts about Oakhurst Neighborhood, Atlanta:

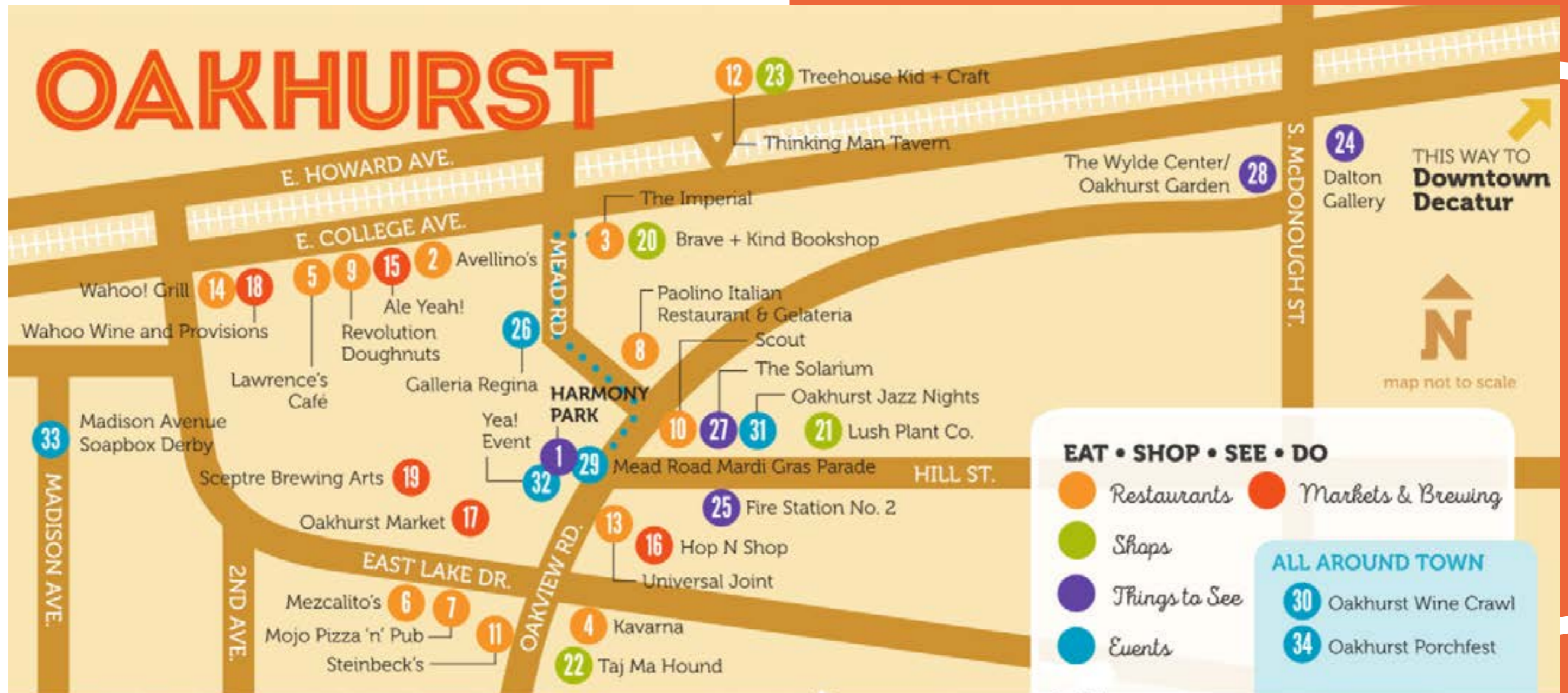
Historic Charm: Oakhurst is renowned for its well-preserved historic homes and buildings. The neighborhood features a mix of architectural styles, including Craftsman, Victorian, and bungalow homes, adding to its unique character.

Strong Community Spirit: Oakhurst boasts a strong sense of community, with active neighborhood associations and local organizations dedicated to preserving the neighborhood's charm and organizing events that bring residents together.

Pedestrian-Friendly Environment: The neighborhood's walkability is one of its defining features. Sidewalks line the streets, making it easy for residents to walk or bike to nearby shops, restaurants, parks, and schools.

Thriving Business District: Oakhurst has a vibrant commercial district along East Lake Drive and Oakhurst Village. This pedestrian-friendly area offers a variety of local shops, eateries, coffee houses, and a popular community-oriented grocery store.

Explore the neighbourhood



History of Oakhurst

Founded in the early 1900s by Herbert T. Ames. A residential community that offered an alternative to Atlanta's crowded, industrial areas.

1892: The Oakhurst area is originally developed as a streetcar suburb, providing easy access to downtown Atlanta.

1920s: The construction of Craftsman-style homes becomes popular in Oakhurst, contributing to the neighborhood's architectural charm.

1950s-1960s: Oakhurst experiences a period of suburban growth and development, with an influx of new residents and the expansion of amenities.

1985: The East Lake MARTA station is opened nearby, providing convenient public transportation access to and from Oakhurst.

2002: The Oakhurst Historic District is added to the National Register of Historic Places, recognizing the neighborhood's architectural and historical significance.

2008: The Oakhurst Community Garden is established, offering residents a space to grow their own produce and engage in community gardening activities.

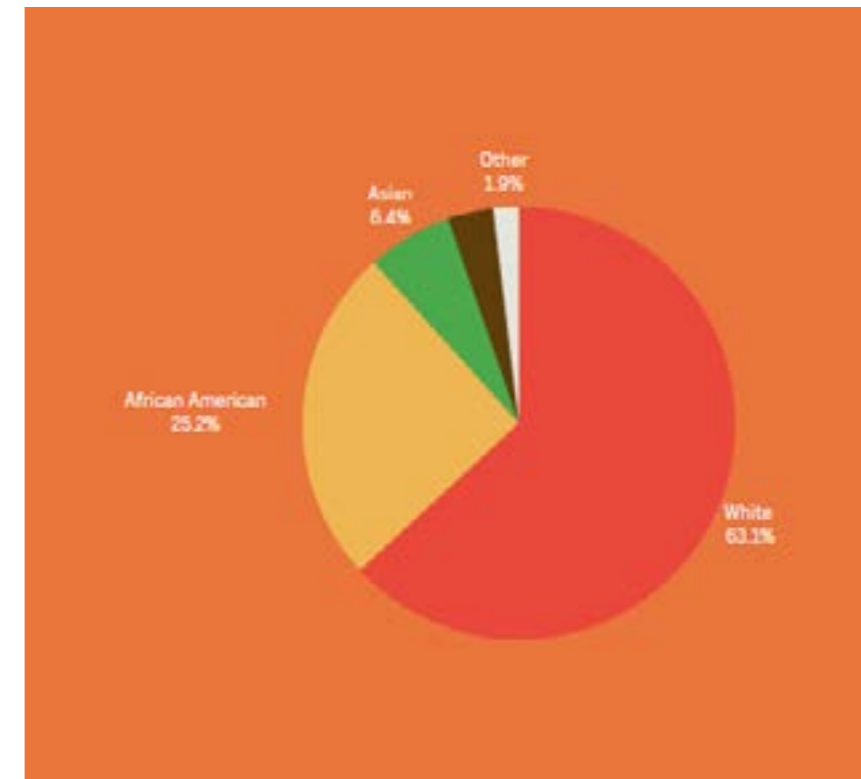
2010: Oakhurst Village, a pedestrian-friendly commercial district, experiences a resurgence with the opening of new shops, restaurants, and businesses.

2011: The Oakhurst Porchfest is inaugurated, an annual music festival where local musicians perform on residents' porches, attracting visitors from across the city.

Present: Oakhurst continues to thrive as a vibrant and close-knit community.



DEMOGRAPHICS



POPULATION: 5,834 people

The median age of Oakhurst residents is 38 years old, with a fairly even distribution between male and female residents.

The neighborhood has a highly educated population, with over 60% of residents holding a bachelor's degree or higher.

The median household income in Oakhurst is \$112,431, which is significantly higher than the national average.

Family-Friendly: Oakhurst is known to be family-friendly, with a significant number of households including children. The presence of Oakhurst Elementary School and its reputation as a desirable educational institution contributes to its appeal for families.

Socioeconomic Status: Oakhurst is an economically diverse community, with a mix of both middle-class and upper-class households. The neighborhood offers a range of housing options, including historic homes, renovated properties, and newer constructions, accommodating different income levels.



Observations

In person observations

- 01** **Colorful Porches:** One of the first things that caught my eye in Oakhurst were the vibrant and inviting porches. Each house seemed to have its own personality, adorned with flower pots, cozy seating areas, and unique decorations. It created a cheerful and welcoming atmosphere throughout the neighborhood.
- 02** **Community Spirit:** Walking through Oakhurst, it was evident that the residents took great pride in their community. Neighbors chatted with each other on the sidewalks, and there was a palpable sense of camaraderie. It felt like a place where people genuinely cared about one another.
- 03** **Eclectic Architecture:** Oakhurst is a feast for architecture enthusiasts. The mix of historic Craftsman-style homes, Victorian residences, and charming bungalows added to the neighborhood's visual appeal. It was like taking a stroll through a living history museum.
- 04** **Culinary Delights:** Oakhurst's food scene was a culinary adventure waiting to be explored. From cozy cafes to trendy eateries, the neighborhood boasted an impressive array of dining options. The aromas wafting from the restaurants enticed the taste buds and made it difficult to resist trying something new.

Events in the neighbourhood

Oakhurst Art Walk: An annual event that showcases the neighborhood's thriving arts scene. Local artists and galleries open their doors to the public, offering art exhibits, live demonstrations, and interactive workshops. The streets come alive with music, street performers, and food vendors, creating a festive atmosphere for art enthusiasts of all ages.

Oakhurst Jazz Festival: A weekend-long celebration of jazz music that draws renowned musicians from across the region. The neighborhood's parks and outdoor spaces transform into stages where residents and visitors gather to enjoy soulful melodies, indulge in delicious food and beverages, and engage in the joyful spirit of jazz.

Oakhurst Oktoberfest: An annual celebration of German culture and traditions. The streets are adorned with Oktoberfest decorations, and residents don traditional Bavarian attire. The festival features live music, folk dances, beer gardens, and delicious German cuisine, creating an authentic Oktoberfest experience in the heart of Oakhurst.

Oakhurst Holiday Market: A festive market held during the holiday season, where local artisans, crafters, and small businesses showcase their unique creations. Visitors can browse through a wide array of handmade gifts, artwork, jewelry, and seasonal treats. The market also includes live music, visits from Santa Claus, and holiday-themed activities for children.





Events in the neighbourhood

Oakhurst Porch Fest: A community event that celebrates the unique porches and front yards of Oakhurst. Participants embark on a self-guided tour, strolling through the neighborhood and enjoying live performances by local musicians stationed on various porches. Each porch becomes a mini-concert venue, showcasing different genres of music. Residents decorate their porches and offer refreshments, creating a festive atmosphere. It's a fantastic opportunity to explore the neighborhood, appreciate the local talent, and connect with neighbors.

Oakhurst Wine Stroll: An evening dedicated to wine appreciation and exploration. Local businesses, including wine shops, boutiques, and galleries, participate in this wine-focused event. Attendees receive a wine glass and a map, guiding them through a leisurely stroll to different locations where they can sample a variety of wines. Along the way, they can enjoy art displays, live music, and exclusive discounts at participating shops. It's a delightful way to discover new wines, support local businesses, and enjoy the vibrant atmosphere of Oakhurst.

Oakhurst Garden Tour: A springtime event that allows residents and visitors to explore the beautifully landscaped gardens and outdoor spaces in Oakhurst. Homeowners open their gardens to the public, showcasing a variety of horticultural styles, from native plants to vibrant flower beds. The garden tour also offers educational workshops and gardening demonstrations.



Problems I observed

01

Decreasing diversity and safety concerns in the neighbourhood/.

02

Lots of events in the neighbourhood but no proper communication channel.

03

Lack of awareness regarding the organic produce in the area.

Initial Ideation

The three ideas

I started of by 3 initial ideas regarding what can be done to imptove the current problems faced by the people of oakhurst.

Wayfinding for Porchfest: For the Porchfest event, I envisioned creating a comprehensive wayfinding system that guides attendees through the neighborhood, ensuring they can easily navigate between the different porches hosting live music performances. This could include designing visually appealing and informative signage, maps, and directional arrows placed strategically throughout Oakhurst. The color palette and typography choices could reflect the vibrant and artistic nature of the event, creating a cohesive visual identity.

Oakhurst Market Vendor Support Campaign: To support the local vendors at the Oakhurst Market, my idea is to develop a marketing campaign that highlights the unique products and stories of these small businesses. This could involve creating eye-catching posters, social media graphics, and promotional materials that showcase the diversity and quality of the vendors' offerings. Incorporating authentic photography and engaging copywriting would help build a sense of connection between the community and the local vendors, encouraging support and patronage.

Rebranding to Increase Diversity in Oakhurst: In an effort to promote and celebrate diversity in Oakhurst, a rebranding initiative could be undertaken. This would involve updating the neighborhood's visual identity, including the logo, color scheme, and typography, to better reflect the inclusive and multicultural nature of the community. The design elements could incorporate symbols and motifs representing different cultures, while maintaining a cohesive and modern aesthetic. This rebranding effort could be accompanied by a community engagement campaign, inviting residents to share their stories and experiences to further enhance the sense of unity and diversity in Oakhurst.

Concept 1: Porch fest

For the Porchfest event, the aim is to create a comprehensive wayfinding system that enhances the attendee experience by providing clear guidance and navigation throughout the neighborhood. The design should seamlessly integrate with the overall aesthetic of Oakhurst while capturing the vibrancy and artistic spirit of the event.

Key Elements:

Signage: Design visually appealing and informative signage that stands out, guiding attendees from one porch to another. Consider using eye-catching colors, playful typography, and engaging graphics that reflect the festive atmosphere of Porchfest. Incorporate icons or symbols that represent music or community to help identify the porches hosting performances.

Maps: Create maps that outline the neighborhood, indicating the locations of the participating porches. The map should be easy to read and understand, with clear markers for each porch. Use a cohesive color scheme and include key landmarks, streets, and points of interest to help attendees orient themselves. Consider incorporating a legend or key to indicate different types of music genres or special attractions.

Directional Arrows: Place directional arrows strategically throughout Oakhurst, indicating the path from one porch to another. Use bold, eye-catching arrows that blend with the event's visual identity. Ensure the arrows are visible and placed at intersections or decision points to guide attendees along the designated route.

Visual Identity: Develop a visual identity specifically for Porchfest wayfinding. This could include a unique logo or mark that represents the event and is consistently used across all wayfinding materials. Consider incorporating musical elements, such as musical notes or instruments, to reinforce the event's theme.

Concept 2: Oakhurst Market

The goal of this campaign is to promote and support the local vendors at the Oakhurst Market by creating compelling and engaging graphic design materials that showcase their unique products, stories, and the value they bring to the community.

Key Elements:

Posters: Design eye-catching posters that feature the vendors and their products. Incorporate high-quality images that highlight the diversity of offerings and evoke a sense of community connection. Use bold typography to communicate key messages such as "Support Local," "Shop Small," or "Discover Oakhurst's Hidden Gems."

Social Media Graphics: Create visually appealing graphics optimized for various social media platforms. These graphics can showcase individual vendors, their stories, and special promotions or events. Use vibrant colors, captivating imagery, and concise, engaging copy to captivate the audience's attention and encourage shares and engagement.

Promotional Materials: Develop promotional materials such as brochures, flyers, or postcards that can be distributed both within and outside of Oakhurst. These materials should highlight the diverse range of products and the unique qualities of the Oakhurst Market. Use creative layouts, compelling visuals, and concise messaging to spark interest and encourage people to visit the market.

Testimonials and Stories: Incorporate personal testimonials and stories from vendors to humanize their businesses and create an emotional connection with the audience. Design visually appealing graphics that include quotes, images of the vendors, and brief narratives that showcase their passion, craftsmanship, and the positive impact they have on the community.

Concept 3: Increase Diversity

This concept involves rebranding Oakhurst to better reflect and celebrate the neighborhood's diversity. The aim is to create a visual identity that embraces different cultures and encourages inclusivity and unity within the community.

Key Elements:

Logo Redesign: Create a new logo that represents the essence of Oakhurst's diversity. Incorporate symbols or motifs from different cultures, such as geometric patterns, hand-drawn elements, or fusion designs. The logo should evoke a sense of harmony and community, reflecting the rich tapestry of backgrounds and traditions found in Oakhurst.

Color Palette: Develop a new color palette that incorporates a broad spectrum of hues to represent different cultures. Select colors that are vibrant, harmonious, and inclusive. Consider using warm, inviting tones that create a welcoming atmosphere and reflect the neighborhood's lively spirit.

Typography: Choose typefaces that complement the new visual identity and reflect the diverse nature of Oakhurst. Mix and match fonts from different cultural influences to create a unique typographic style. Ensure legibility and balance between readability and artistic expression.

Brand Guidelines: Establish comprehensive brand guidelines that outline the proper use of the rebranded elements. Include specifications on logo usage, color variations, typography, and layout guidelines to maintain consistency across all visual materials and ensure a cohesive brand presence.

Problems in the ideas

01

Limited scalability: Depending on the size and layout of Oakhurst, implementing a comprehensive wayfinding system for a neighborhood-wide event like Porchfest may be challenging. The logistics of installing and maintaining signage and directional arrows throughout the entire area could be overwhelming or cost-prohibitive. And creating wayfinding for the porch fest might finish the fun of the event.

02

Inadequate resources: Executing a robust marketing campaign to support all the vendors at Oakhurst Market may require significant resources in terms of time, budget, and manpower. It's essential to assess whether the available resources align with the desired scope of the campaign to ensure its successful implementation.

03

Community acceptance: Rebranding a neighborhood to emphasize diversity may require careful consideration and community involvement. Some residents or stakeholders might have strong attachments to the existing branding, and there may be concerns about the potential impact of a rebrand on the neighborhood's identity or perception.

Final Idea



Oakhurst community garden

The concept for the Oakhurst Community Garden revolves around creating a shared green space where residents of all ages can come together to cultivate and enjoy the benefits of a community garden. This initiative aims to foster community engagement, promote sustainable living, and enhance access to fresh, locally grown produce.

Key Elements:

Garden Design and Layout: Develop an efficient and well-organized garden layout that maximizes space utilization. Include raised beds, communal areas, and designated spaces for educational activities. Ensure accessibility for all community members, considering wheelchair accessibility and pathways suitable for individuals with mobility challenges.

Plot Allocation and Collaboration: Establish a plot allocation system that allows individuals, families, and community organizations to cultivate their own sections within the garden. Encourage collaboration and foster a sense of shared responsibility by organizing communal gardening activities, where participants can collectively work on larger projects or share resources like tools and compost.

Educational Programs: Partner with local organizations, such as the Wylde Center, to offer educational programs and workshops on topics like organic gardening techniques, sustainable practices, and environmental stewardship. Provide opportunities for hands-on learning, allowing community members to gain practical gardening skills, learn about native plants, and explore concepts like companion planting and natural pest control.

Youth Engagement: Focus on engaging children and youth in gardening activities to promote environmental awareness and a connection to nature. Establish a youth gardening program that provides opportunities for hands-on learning, mentorship, and involvement in garden-related projects. Collaborate with local schools and youth organizations to integrate gardening into their curricula and extracurricular activities.



An initiative by Sally Wylde, 1996

Story behind Wylde center

In 1996, Sally Wylde and Louise Jackson, both residents of Decatur's Oakhurst neighborhood, had a life-changing conversation. Neither of them had any idea that one little nuisance would transform their community. What they knew was that every afternoon, children leaving the nearby elementary school cut through Mrs. Jackson's yard and trampled her beloved garden.

A single decision, however, made all the difference. Instead of involving the police, Sally and Mrs. Jackson partnered with a group of neighbors to invite the children to become caretakers of the garden. Working together, they restored Mrs. Jackson's garden and added a beautiful, hand-painted fence. The children watched with delight and amazement as their plantings took root and flourished, and something ordinary turned into something special – a process they had never noticed or understood before.

With their newfound enthusiasm and knowledge, the group moved on to create a garden in the median strip of the street in front of Mrs. Jackson's house. The children took tremendous pride in their work, which was honored at a ceremony with the city's mayor, who presented each child with a certificate of appreciation. Faster than kudzu, word spread about how much fun it was to dig and plant, and suddenly, more children were lining up to work in Mrs. Jackson's garden.

The following year, a nearby, undeveloped half-acre lot became available. The property, which had been used as a commercial basil farm, was at risk for development in the rapidly gentrifying Oakhurst community of Decatur. Instead, Sally and her husband, Britt Dean, acquired it, and the Oakhurst Community Garden Project was born. Through her enthusiasm, creative spirit, and a mission to create a space where children could come for hands-on environmental education, Sally encouraged a decade's worth of youth who are our next generation of environmental stewards.

My Understanding

Child Oriented

Mural instalations and art supportive

Promoting the local produce and the farmers market

Bringing the neighbourhood together through activities

Current Problems

Inconsistent Visual Identity: If the Wylde Center's brand design lacks consistency across various touchpoints (such as logo usage, typography, color palette, and graphic elements), it can result in a fragmented and confusing brand experience. Inconsistent visual identity can weaken brand recognition and make it challenging to establish a cohesive brand presence.

Outdated Design Elements: Over time, design trends and preferences evolve, and brand designs may become outdated. If the Wylde Center's brand design hasn't been refreshed or adapted to align with contemporary design standards, it might give the impression of being old-fashioned or irrelevant, potentially hindering the organization's ability to connect with its target audience.

Lack of Differentiation: In a competitive landscape, it's essential for a brand to stand out and differentiate itself. If the Wylde Center's brand design fails to effectively communicate its unique value proposition, mission, or offerings, it may struggle to capture attention and maintain a distinct identity amidst other similar organizations or initiatives.

Color Pallete

Colorful and Vibrant to attract the attention of the kids.



Logo iterations

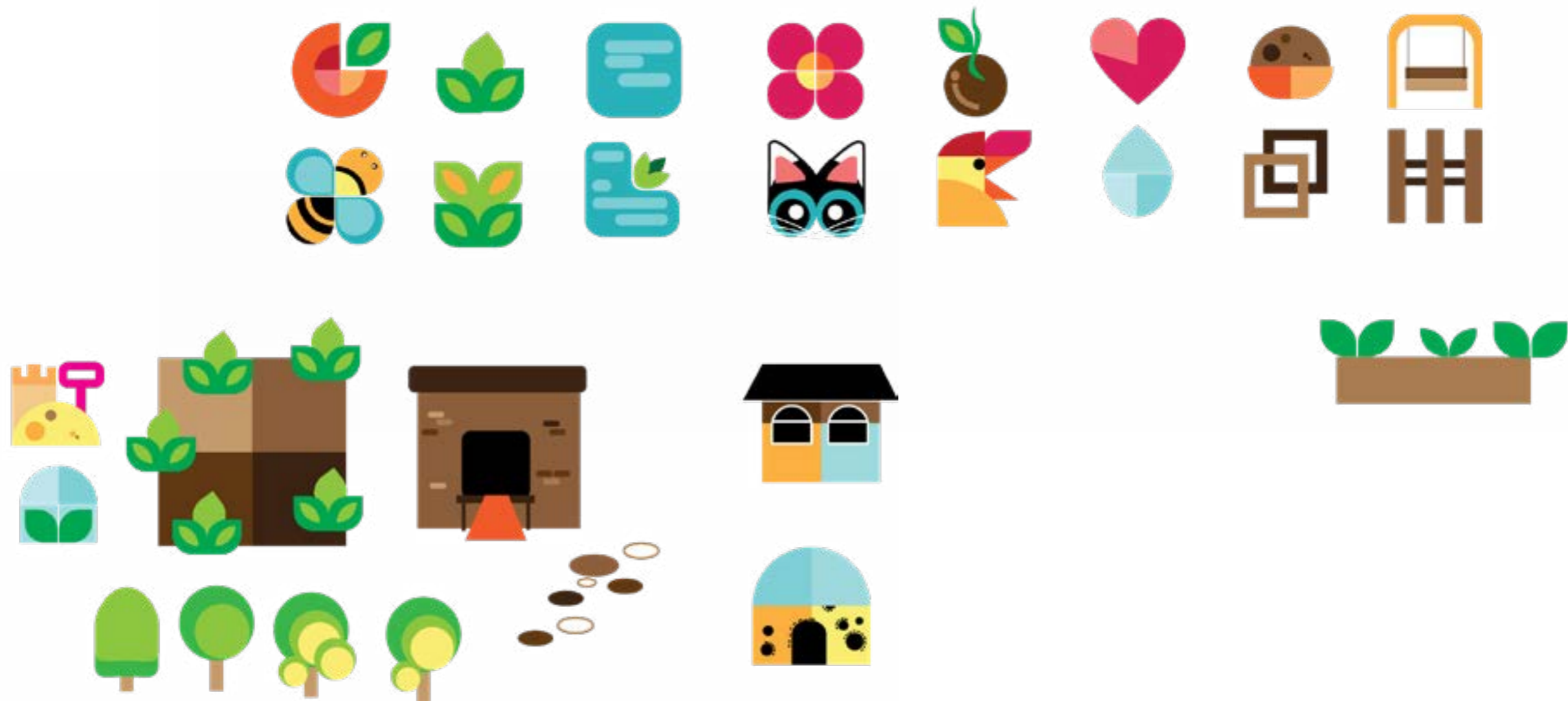


Symbolic logo design process



Textual logo design process

Icon Design



Reasons behind the pattern



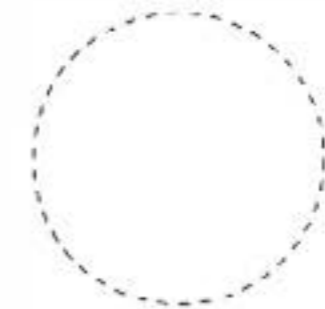
"Nature"



"Happiness"



"Geometrical"



"Transition"

Entrance board





Initial Banner



Changes

I wanted to work on the feedbacks given by my professor in the class after the final presentation. She really liked the story and reasoning behind this rebranding but the mockups did not really connect with the audience. I also wanted to extend the project a little more in terms of collaterals.

Some of the things i did were:

1. Add visuals that seem more realistic and connects with nature
2. Create small micro motions to designs
3. Add real characters in form of illustration
4. Create patterns which are playful



Created a pattern inspired by the iconography i had initially, i also added more icons to it.



Wylde center actually has a garden cat called Cardoon which the children are really fond of. Hence i wanted to add that character as well. I did micro motions to add life to that character. This can attract childrens attention as they navigate the space of the wylde center.



I added some nature related visuals so that it gives the feeling of Wylde center,



The Self made Mockups- Edited into the nature

