



Newnan



<https://www.mainstreetnewnan.com/>

Downtown Development Authority and Main Street 2018 STRATEGIC PLAN

Commissioned by the Newnan Downtown
Development Authority and Main Street

Prepared and Submitted by *Georgia Downtowns*



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Sampson



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INTRODUCTION

It has been our great pleasure to partner with Newnan's Downtown Development Authority and Main Street Program to create the strategic plan for Downtown Newnan.

We at *Georgia Downtowns* are "mission-driven," that is, we believe strongly in what we do and seek to partner with downtown leaders who are just as serious as we are about planning the work and working the plan. It takes tremendous effort and dedication to transform a downtown. Newnan is fortunate because its leadership is comprised of a great group of enthusiastic community members and leaders who have a vision for its business district. They are committed to working with the city's stakeholders and partners to bring greater economic prosperity to Downtown Newnan.

We applaud your spirit and vision, and we thank you for the opportunity to serve .

—Joel Cordle, Principal, Georgia Downtowns

To succeed, Main Street must show visible results that can only come from completing projects – both shorter and longer-term activities that add up to meaningful change. - National Main Street

A NEW MODEL FOR PLANNING

The National Main Street Program is using a "refreshed" model for planning and implementing downtown work. The new Main Street Approach is not radically different, but does have a more cohesive focus, using Transformation Strategies" (Figure 1), as a way to focus more on measurable results from high-impact economic development and less emphasis on festivals and large promotional events. It also stresses public input, because a downtown needs a shared community vision. In addition, this new planning model moves away from the "silo" approach to the Four Points of Main Street (Design, Promotion, Organization, and Economic Vitality). Instead, programs are encouraged to ensure that all four of these points are integrated throughout a project, so they will lead to the achievement of an identified "Transformation Strategy," an overarching vision for creating long-lasting and powerful change to downtown. - *The National Main Street Center*

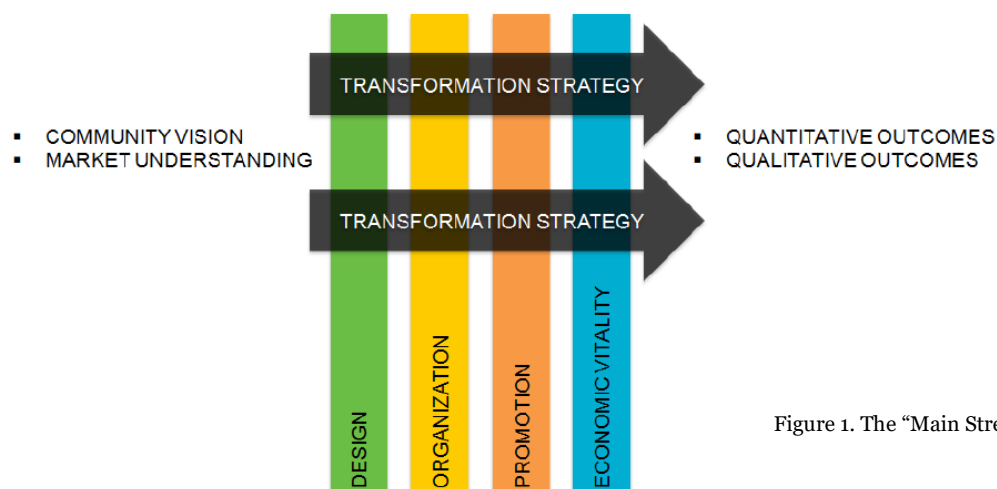


Figure 1. The "Main Street Refresh" Model



<https://www.cnn.com>

THANK YOU

We appreciate the time and talent of our partners. Specifically, we thank:

- * Courtney Harcourt, Director
Newnan DDA and Main Street Program
- * Keith Brady, Mayor
City of Newnan
- * Cleatus Phillips, Manager
City of Newnan
- * Hasco Craver, Assistant Manager
City of Newnan
- * Casey Smith, Chair
Newnan DDA and Main Street Program
- * Ray DuBose, Vice Chair
Newnan DDA and Main Street Program
- * Brant Frost, IV, Board Member
Newnan DDA and Main Street Program
- * Martha Ann Parks, Board Member
Newnan DDA and Main Street Program
- * Jim Thomasson, Jr, Board Member
Newnan DDA and Main Street Program
- * Graylin Ward, Treasurer
Newnan DDA and Main Street Program

THE PROCESS FOR PLANNING

RETREAT PLANNING

Prior to the board retreat, Courtney Harcourt, director of the Newnan Downtown Development Authority and Main Street Program, regularly conferred with partner planner *Georgia Downtowns* to discuss planning needs and goals.

To assist the project and to prepare for the planning retreat, *Georgia Downtowns* built an agenda (Appendix A), designed retreat activities, and scanned current DDA/MS planning documents (Appendix E). The *Georgia Downtowns* team also designed a survey for city leadership, collecting and summarizing the results for presentation at the retreat (Appendix D).

RETREAT

Participants gathered on June 20, 2018, in the former, historic community hospital (now the site of the Newnan campus for the University of West Georgia), to plan for Downtown Newnan. Members were invited to create a vision for downtown, analyze and consider collected data, prioritize goals, identify objectives, milestones and action steps for the work plan.

The group included members from Newnan's city staff, City Council, and the Downtown Development Authority and Main Street Program Board and its staff.

At the start of the meeting, Director Harcourt, City Manager Phillips, and Assistant City Manager Craver welcomed the group, expressing the City's appreciation for the board's commitment to Newnan and its economic development planning needs.

DIRECTOR'S REPORT

Courtney Harcourt presented a recap of 2017 Downtown Newnan Activities and Projects (Appendix B). She then introduced *Georgia Downtowns* members, Joel Cordle and Alice Sampson, to the group (Appendix F).

THE VISION

After greeting the group, Joel next presented an overview of the day, then led the discussion for the creation of the group's shared vision for Downtown Newnan in 2024. The following is the group list (Appendix C), set in a cohesive narrative:

In 2024, Downtown Newnan is active and exciting. The streets and alleys are lit, attractive, clean, and safe. There are high-density living spaces, like townhomes and second floor apartments and hotels for those who want to be downtown 24/7. Downtown offers plenty of parking, rooftop dining, public art, water features, and parks. Thriving businesses are diverse giving plenty of options for dining and retail shopping and established in renovated, well-cared-for historic buildings. People from diverse backgrounds and of all ages are enjoying being downtown. It's where residents and visitors alike, enjoy music, art, trails, and concerts. They are invited to exercise, shop, ride bikes, dine, hike, and socialize on the Courthouse lawn. Residents, including professionals and "the creatives," are working and living well. They love the "signature" events, like the Farmers Market and Summer NewnaNights, that remind everyone that Downtown Newnan is unique, with plenty to offer all who want to experience its charm and energy. Life is bright and booming in Downtown Newnan!

Formal Vision: *Downtown Newnan is an active and exciting destination, with a variety of offerings for residents and visitors to shop, play, work, and live. They experience downtown's history, activities, and entertainment, while appreciating its uniqueness, historic preservation, and strong sense of place.*

THE PROCESS FOR PLANNING (...continued)

PLANNING

Planning is bringing the future into the present so that you can do something about it now.

- Alan Lakein

Let our advance worrying become advance thinking and planning

- Winston Churchill

Unless commitment is made, there are only promises and hopes; but no plans.

- Peter F. Drucker

The time to repair the roof is when the sun is shining.

- John F. Kennedy

Plan your work for today and every day, then work your plan.

- Margaret Thatcher

Everyone deserves access to vibrant commercial districts – a place that provides for broad economic opportunity, is rich in character, and features inviting public spaces that make residents and visitors feel that they belong.

-Patrice Frey, President
National Main Street Center



METHOD FOR SELECTING PRIORITY ECONOMIC DEVELOPMENT PROJECTS

The *Georgia Downtowns* team, Joel Cordle and Alice Sampson, facilitated Newnan's planning retreat, using a model created by *Georgia Downtowns* and based on the National Main Street concept (see page 2).

To create strategies for implementing the plan, facilitators asked the group to begin with a vision (page 3). Then members were asked to prioritize those projects that would have high impact, be long-lasting, measurable, take into account the role of economic revitalization, and set economic development priorities.

Once participants created a vision, Cordle and Sampson guided the group through the process of setting priorities:

1. The group reviewed the vision;
2. Cordle presented and reviewed the notes from the 2017 DDA/Main Street planning retreat (Appendix D);
3. Sampson presented and reviewed a summary of the 2018 Leadership Survey, including a list of possible work plan priorities (Appendix E);
4. Using the vision, prior planning information, survey results, and the DDA/Main Street activities handout, the group set about listing priorities for the plan;
5. The group then discussed and ranked the list, choosing two priority projects.

The following section describes the work of the Downtown Development Authority and Main Street Board and presents the plan's transformation strategies (as drafted by *Georgia Downtowns*), and priorities, including each priority's goal, objective, and milestone.

TRANSFORMATION STRATEGIES

Once the community group crafted a vision, a qualitative outcome (see graphic on page 2) and identified work plan priority goals (see below), *Georgia Downtowns* led members of the board in a discussion and listed the steps needed to realize the vision and reach the goals.

Overarching the vision and priority goals are *transformation strategies*. These are the guiding changes that should have a high impact and be long-lasting. *Georgia Downtowns* has identified the following transformation strategies for Newnan's Economic Development Strategic Plan:

One: *Redevelopment for Downtown Business and Residential Expansion*

Two: *Placemaking, to Enrich the Downtown Experience for Locals and Visitors*

PRIORITY GOALS, OBJECTIVES, AND MILESTONES

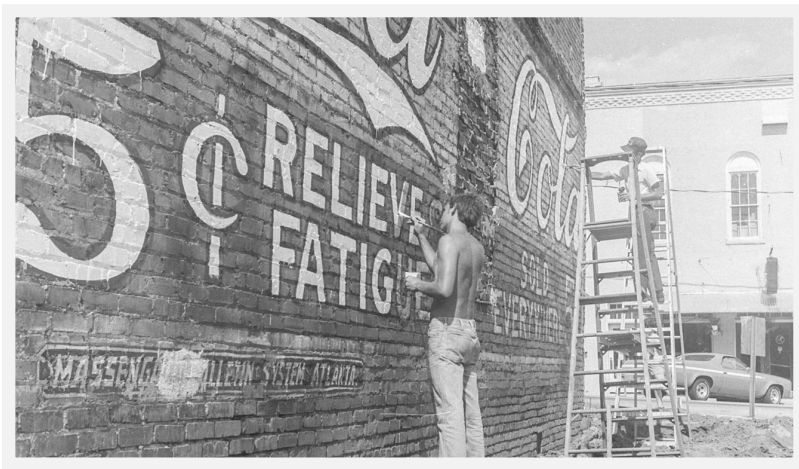
For the sake of discussion and planning:

Priorities are projects chosen by retreat participants who used data from multiple resources and the consideration of their constituencies and office to make their decisions.

Priority Goals are the priorities set in place with action verbs—this allows the group to visualize the priority “in action.”

Priority Objectives are measured results, be they units, dollars, time, or percentages; they are part of the quantitative outcomes (see graphic on page 2).

Priority Milestones are public declarations of the completion of the project, such as a ribbon-cutting or a newspaper article.



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NEWNAN'S PRIORITIES

Priority One

Priority Goal: Redevelop Caldwell (Tank) Property

Priority Objective: Determine conditions of purchase and price by January 1, 2019 and consider purchase by January 1, 2020

Milestone: Purchase contract

Leader: Jim Thomasson Jr.

Priority Two

Priority Goal: Plan for placemaking; that is, improve pedestrian safety and experiences and physical and visual features, including alleys.

Priority Objective: Form a task force to create the plan (September 1, 2018); create the plan, by December 1, 2018; and begin implementation of the plan, by January, 2019.

Milestone: The Task Force will present the plan and recommendations to City Council by January, 2019.

Leader: Martha Ann Parks

THE PLAN

Retreat members used information (including survey data, the 2017 Activities handout, the 2017 planning document, and the group vision) to identify goals that are high-impact, complex, and *transformative*.

Next, moving into the detailed planning stage, *Georgia Downtowns* facilitated the members of the board and city staff in their discussion, recording and reporting the steps participants identified for each of the projects. Post retreat,



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"Economic Development Priority" Brainstorm List

The top two priorities were selected for the work plan.*

- Redevelop Caldwell Tank site (5 votes)
- Focus on walkability and pedestrian-friendly experience (4 votes)**
- Expand and improve the built environment (fountains, art, gathering spaces) (4 votes)**
- Extend the alley campaign (4 votes)**
- Redevelop and cleanup Andrews Street (3 votes)
- Create an entertainment district w/rooftop dining, alcohol ordinance adjustment (2 votes)
- Update the historic district properties list (with interns); set up an Historic Preservation Commission; get Certified Local Government status for grants (0)

*The board agreed to present the City Council with a position document need for a parking plan.

** The board collapsed these priorities into one.

Georgia Downtowns developed a strategic work plan, as presented in this document (page 8). It has been formatted in the new template required by the Georgia Main Street Program and the Georgia Office for Downtown Development. To complete the report, Newnan staff will review the projects and *Georgia Downtowns* recommendations and assign budget needs and funding sources.

WORK PLAN RECOMMENDATIONS

In addition to organizing and reporting actions identified by meeting participants, *Georgia Downtowns* offers a set of additional professional recommendations presented in a comprehensive list (see page 6).

CONGRATULATIONS!

Newnan is creating the synergy and momentum for its future. This is a plan that blends economic and community development, creating an environment that will grow and sustain a prosperous community while maintaining the best of small town characteristics.

RECOMMENDATIONS

Georgia Downtowns highly respects the planning process and the sanctity of the participant-driven visioning process; identifying critical priority issues in a short amount of time is exciting, but difficult work. As facilitators, we seek to move the discussion along, but not drive the process. Our goal is to ensure that everyone is comfortable, engaged, and inspired. This is *your* plan.

Sharing our expertise with clients in a collaborative spirit is part of our mission. During the retreat and in review, we identified specific recommendations that we present as an extension to our service to Newnan Downtown Development Authority and Main Street Program.



Alone we are smart, but together we are brilliant.

- Stephen Anderson

OBSERVATIONS AND COMMENDATIONS

Downtown Newnan has the tremendous support of excellent staff experts in the Downtown Development Authority and Main Street Program (DDA/MS) office and the office of the city manager. Staff members are widely respected around the state for their professionalism and valuable experience.

While on site for the planning retreat, Georgia Downtowns team members enjoyed a lengthy walking tour of Downtown Newnan. We saw a thriving district with businesses that were filled with customers on a Tuesday afternoon. First floor commercial spaces appeared to be almost completely occupied, and there was a very diverse mix of business types. The number of restored and well maintained historic buildings was very impressive and contributed to a very strong, unique sense of place. Mature shade trees and public art contributed to an excellent pedestrian experience.

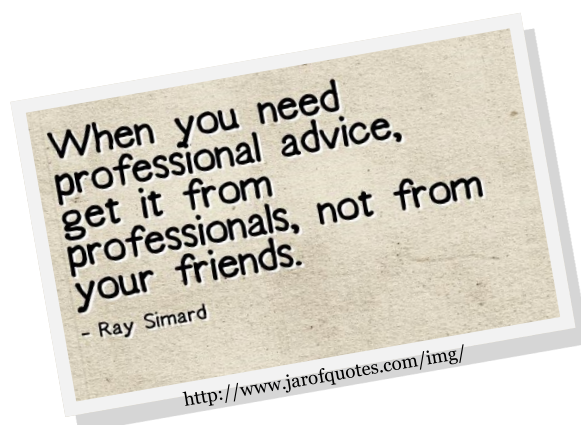
During our visit, we were told about the steady revitalization and investment that has occurred over the past two decades because of good partnerships, planning, and leadership. Years of progress have produced a downtown that has the critical mass and momentum to be resilient and sustainable. Downtown Newnan's achievements and numerous successes are the envy of other comparable downtowns. At the same time, like all successful downtowns, you have many opportunities and projects that will take your program to another level of achievement. In this strategic plan for Downtown Newnan, you have set priorities for the future, on the path of further success.

RECOMMENDATIONS

Management

- ◆ We recommend that the DDA/MS work with City Council to add ex-officio members from partner agencies, those who will work on the DDA/Main Street plan and attend meetings without holding official voting privileges. Examples of partners might be representatives from the Chamber of Commerce, Historical Society, Coweta County Development Authority, University of West Georgia, Merchants Association, Friends of LINC.

Continued....



RECOMMENDATIONS (...Continued)

- ◆ Georgia Main Street includes a budget column for estimated expenses and income (if any) and sources of funding for each action step. We recommend that the DDA/Main Street Director prepare those numbers along with their supervisor, then insert the numbers into the Excel document. This step is best prepared by staff after the board retreat has identified the priorities and action steps for the new plan.
- ◆ It is important to incorporate the Strategic Work Plan priorities into a monthly agenda format to make these adopted priorities the focus of board and program work during the next two years.

Promotions

- ◆ For advertising and promotional purposes, create a portfolio of the best photographs and video of iconic, intimate downtown scenes.
- ◆ We also recommend holding a downtown photography contest focusing specifically on buildings, architecture, assets, active people, and events. Use the best photos to promote downtown. This could be a Historic Preservation Month activity.

Market Data

- ◆ Conduct a local resident market study survey to determine customer needs and business opportunities.
- ◆ Obtain important market data from MEAG or Electric Cities of Georgia. After you receive expert help in analyzing the data, it should be used to support the projects of the new strategic plan. Consumer demand identified in the data is essential to the board's goals and to decisions by prospective new and expanded businesses.
- ◆ The Georgia Department of Community Affairs can also provide additional market data upon request.



Pedestrian Safety, Traffic Management, Placemaking

- ◆ We recommend that the city manager's office and council members consider acquiring downtown streets from GDOT, so the city can totally manage the features, functions, and signage in order to maximize the pedestrian user experience (two-way streets, crosswalks, pedestrian signs, low speed limits, traffic calming features). There was significant discussion during the Main Street planning retreat about pedestrian safety issues and about placemaking. Some cities (Dahlonega is a model to consider) have accepted management of routes through downtowns, to ensure pedestrian safety and implement traffic management.



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Downtown Newnan

2018

Economic Development Work Plan

(Pullout Section)

Downtown Newnan Strategic Work Plan Review Form			
2018-2019 Annual Work Plan			
Vision Statement	<p>Group Vision: Downtown Newnan is active and exciting. The streets and alleys are lit, attractive, clean, and safe. There are high-density living spaces, like townhomes and second floor apartments and hotels for those who want to be downtown 24/7. Downtown offers plenty of parking, rooftop dining, public art, water features, and parks. Thriving businesses are diverse giving plenty of options for dining and retail shopping and established in renovated, well-cared-for historic buildings. People from diverse backgrounds and of all ages are enjoying being downtown. It's where residents and visitors alike, enjoy music, art, trails, and concerts. They are invited to exercise, shop, ride bikes, dine, hike, and socialize on the Courthouse lawn. Residents, including professionals and "the creatives," are working and living well. They love the "signature" events, like the Farmers Market and Summer NewnanNights, that remind everyone that Downtown Newnan is unique, with plenty to offer all who want to experience its charm and energy.</p> <p>Formal Vision: Downtown Newnan is an active and exciting destination, with a variety of offerings for residents and visitors to shop, play, work, and live. They experience downtown's history, activities, and entertainment, while appreciating its uniqueness, historic preservation, and strong sense of place.</p>		
Transformation (implementation) Strategy #1:			
Transformation (implementation) Strategy #2:			
Redevelopment for Downtown Business and Residential Expansion			
Placemaking, to Enrich the Downtown Experience for Locals and Visitors			
Top Priorities for Year 2018			
Status:	Goal (priority) #1		
	In Progress	Stalled	
Achieved			Redevelop Caldwell (Tank) Property
Goal (priority) #2			
			Plan for placemaking, that is, improve pedestrian safety and experiences and physical and visual features, including alleys.
Comments on Goal/Priority Status			

Priority Two						
Transformation (implementation) Strategy						
Placemaking, to Enrich the Downtown Experience for Locals and Visitors						
Priority Goal:						
Plan for placemaking; that is, improve pedestrian safety and experiences and physical and visual features, including alleys.						
Priority Objective:						
Form a task force to create the plan September 1, 2018; create the plan, by December 1, 2018; and begin implementation of the plan, by January 2019.						
Milestone:						
The Task Force will present the plan and recommendations to City Council by January 2019.						
Status	Task	Responsible Party	Time Line	Budget	Partners and Resources	Four Points
	Create a task force of staff and board members, work with members from local agencies and organizations and set meeting calendar	Martha Ann Parks Courtney Harcourt	Sep-18		The task force will identify partner agencies and resources	Organization
	Produce a downtown "walkabout," where the task force members and city leaders do a visual survey of downtown assets and needs for placemaking, noting areas of concerns and examples of best practice	Martha Ann Parks DDA/MS Task Force City of Newnan	Sep-18		The task force will identify partner agencies and resources	Organization Design
	Use the district footprint map to identify and mark opportunities for improvement	Martha Ann Parks DDA/MS Task Force City of Newnan	Oct-18		The task force will identify partner agencies and resources	Organization Design
	Identify the resources and budget required to make improvements identified by the Walkabout participants, city staff, and board members	Martha Ann Parks DDA/MS Task Force City of Newnan	Oct-18		The task force will identify partner agencies and resources	Organization
	Explore the possibility of the city acquiring control and responsibility of managing main street thoroughfares in downtown (pedestrian conditions and safety)	Martha Ann Parks DDA/MS Task Force City of Newnan	Oct-18		The task force will identify partner agencies and resources	Organization
	Obtain concept drawings from DCA or the University of West Georgia or a similar design shop to illustrate improvements	Martha Ann Parks DDA/MS Task Force City of Newnan	Dec-18		The task force will identify partner agencies and resources	Organization Design
	Identify vendors to supply design fixtures, including cost	Martha Ann Parks DDA/MS Task Force City of Newnan	Dec-18		The task force will identify partner agencies and resources	Organization
	Create list of actions for improvement and for routine maintenance, dates for completion, and a final budget for implementation of plan	Martha Ann Parks DDA/MS Task Force City of Newnan	Dec-18		The task force will identify partner agencies and resources	Organization
	Present the plan to the City Council Promote the plan to the public, potential property owners, and downtown merchants and property owners	Martha Ann Parks DDA/MS Task Force City of Newnan	Jan-19		See potential partner and resource agencies listed below	Organization Design, Promoti Economic Vitali

Newnan Downtown Development Authority and Main Street Program

Date

AGENDA

I. Approve previous month's meeting minutes - ACTION ITEM (5 minutes) – Board Chair

II. Approve financial report – ACTION ITEM (5 minutes) – Board Chair or Treasurer

III. 2018 - 2019 Strategic Plan Projects – (action items, tasks, reports) (10-15 minutes)

Goal: *Redevelopment for Downtown Business and Residential Expansion*

Jim Thomasson, Jr – Committee Chair

Goal: *Placemaking, to Enrich the Downtown Experience for Locals and Visitors*

Martha Ann Parks – Committee Chair

IV. City Staff Report (15 minutes)

V. Announcements from Partner Agencies

VI. Other or New Business

VII. Adjourn

ITEMS FOR YOUR CALENDAR:

Upcoming Events

Upcoming Meetings

End of Work Plan pullout section

APPENDICES

Downtown Newnan

Downtown Development Authority and Main Street Program
June 20, 2018

Welcome

8:00 am – 8:30 am

Brief meeting

8:30 am – 8:50 am

Tour facilities

Retreat Overview

9:00 am

Begin retreat

2:00 pm

Adjourn

The Vision: Downtown Newnan in 2024

- Director's Report
- The Vision
- Main Street Refresh
- 2017 List of Identified Issues
- Leadership Survey Summary

Newnan Main Street Mission

Main Street Newnan is devoted to developing and maintaining a healthy, viable, downtown commercial district, symbolic of community caring and the high quality of life available to residents and visitors alike.

The Plan

- Transformation Strategies
- Priorities
 - Goals
 - Objectives
 - Milestones
- Action Steps
- Assignments
- Start and Complete Dates
- Resources and Partners

Transformation Strategies

- ✓ Reflect community vision and come out of *priorities*
- ✓ Bring about change because they are transformative; i.e., they are
 - *High impact*
 - *Long-lasting*
- ✓ Are based on the community's
 - *Economic opportunities* and
 - *Potential for performance*
- ✓ Guide economic revitalization
- ✓ Hit the Four Points
- ✓ Are measurable

Review

- The Vision
- Next Steps

Adjourn

Thank you for your hard work and attention!

NEWNAN VISION for 2024

June 20, 2018

Informal Vision: In 2024, Downtown Newnan is active and exciting. The streets and alleys are lit, attractive, clean, and safe. There are high-density living spaces, like townhomes and second floor apartments and hotels for those who want to be downtown 24/7. Downtown offers plenty of parking, rooftop dining, public art, water features, and parks. Thriving businesses are diverse giving plenty of options for dining and retail shopping and established in renovated, well-cared-for historic buildings. People from diverse backgrounds and of all ages are enjoying being downtown. It's where residents and visitors alike, enjoy music, art, trails, and concerts. They are invited to exercise, shop, ride bikes, dine, hike, and socialize on the Courthouse lawn. Residents, including professionals and "the creatives," are working and living well. They love the "signature" events, like the Farmers Market and Summer NewnaNights, that remind everyone that Downtown Newnan is unique, with plenty to offer all who want to experience its charm and energy. Life is bright and booming in Downtown Newnan!

Formal Vision: Downtown Newnan is an active and exciting destination, with a variety of offerings for residents and visitors to shop, play, work, and live. They experience downtown's history, activities, and entertainment, while appreciating its uniqueness, historic preservation, and strong sense of place.

VISION LIST

Who do I see?

Professionals
Creatives
Children
Visitors
All age groups
Pedestrians
Investors

What are they doing?

Enjoying music, art, public art
Exercising, shopping eating, socializing
Working
Living well
Hiking
Placemaking
Riding bikes
Using courthouse lawn to gather

What do I see?

Medical and sales offices
Pop-up businesses
Dining
Parks and fountains
Townhomes
Residential
Destination, signature events
Art
Clean, lighted alleys
Safe, clean downtown
Diversity
Active
Rooftop dining
Parking meters and parking facility
Historic storefronts renovated
Hotel

High density
Trails (LINC)
Second floor living
Placemaking

Organization Membership*

- Downtown Development Authority / Main Street (4)
- City Council (4)
- City Government Staff (7)

What is Downtown Newnan's strongest economic asset?

Theme

- Thriving establishments, stores and restaurants (5)
- Mixture and diversity of use – retail, office and professional, church, and government presence downtown; balance of uses (4)
- Active downtown nightlife

Theme

- Historic look of years gone by; the old buildings, County Courthouse, Court Square, and the beautiful Victorian homes and neighborhoods within walking distance
- Atmosphere
- It's uniqueness in the heart of our city

What is Downtown Newnan's greatest area of economic need?

- More retail
- Downtown motel or hotel (2)
- More restaurants and traffic drivers
- Education of property owners as to the importance of reinvesting in the buildings
- Parking (3) (see last question for additional comment)
- Additional downtown living; housing opportunities, high density residential development need to drive greater commercial demand (4)

Based on your understanding of market demand, which of the following does Downtown Newnan need?

- | | |
|------------------------------|-------------------------------------|
| - Downtown living (61.54%) | - Entertainment businesses (23.08%) |
| - Retail businesses (53.85%) | - Arts businesses (15.38%) |
| - Dining businesses (38.46%) | - Other (0.00%) |

Please list all the local resources and partner organizations from which Newnan would benefit.

- | | |
|--|---|
| - Board of Realtors | - Newnan-Coweta Chamber of Commerce (2) |
| - Boys and Girls Club | - Newnan-Coweta Humane Society |
| - City of Newnan | - Newnan Urban Redevelopment Agency |
| - Coweta County Convention/Visitors Bureau (3) | Restaurant associations |
| - Cultural Arts Commission (2) | - Retail and restaurant owners |
| - Downtown Development Authority | - School System |
| - Downtown Development Revolving Loan Fund | - The trolley system from areas outside of downtown to run on a regular basis |
| - Friends of the LINC | - University of West Georgia |
| - Georgia Municipal Association | - YMCA |
| - Historical Society | |
| - Main Street Program | |

Please share additional questions, ideas, or concerns you may have

- Staff is doing a great job.
- Regarding parking: I have proposed building one between the County building and the Historical Society Train Depot. Build it to look like an "1880s Warehouse," with possible shops on the first floor. Funding could be with SPLOST and could possibly be a joint Newnan and Coweta County project.
- As we continue to provide downtown living opportunities, there is a need to pursue a small downtown grocery store. Also, it would be nice to have a summer concert series in the Greenville Street Park
- Would enjoy DDA exercising powers to induce physical development and redevelopment
- Would love to see more involvement from individual businesses and property owners. WE need a buy-in from all players. The business/restaurants/property owners can't just depend on the city staff to do the work.

If Downtown Newnan tackled only two MAJOR work plan items in the next year, what should they be?	What has to happen to achieve each of these work plan items?	Who do you consider to be the best person (you?) or organization to lead the work?
TRAFFIC, TRANSPORTATION, AND PARKING		
Parking deck	Coordinate with Coweta County	I volunteer in conjunction with the City of Newnan staff
Parking garage	Identify location	City of Newnan
Establish parking lots with signage	Identify parking areas and location of signage	Helton
Parking	Use land use at their disposal	Hasco Craver
Bike and pedestrian plan	Request for Proposals, hire consultant to prescribe plan	DDA
Foot traffic safety	Left Blank	Left Blank
The LINC completion beginning and ending in downtown	A person to be the go person to obtain private and public funding	DDA
How to maximize benefits from the LINC	Develop goals and work program. May include marketing efforts, recruitment of specific businesses and investment opportunities, bike amenities, etc.	Courtney Harcourt
Tour bus loading and unloading area	Identify an area that would be accessible to the downtown and not far walking distance	DDA
REDEVELOPMENT OPPORTUNITIES		
Redevelopment of the Caldwell Tanks site	Identify the partnership, create master plan, and identify potential involvement of the DDA	Hasco Craver
Caldwell Tanks Redevelopment	Develop feasibility study of redevelopment potential	DDA
Plan for redevelopment of the Caldwell Tanks Site	Meet with the owner to discuss possible uses and how best to market the site	Business development, Main Street, and Planning
Cleanup and development of Andrews Street, Mill Village, and Caldwell Tanks location	Identify and recruit realistic partners and developers	Hire a professional group
Civic Center or large recreation facility	Propose it to the public; private business support	Political leader; business leader
Public Market	Identify location	City of Newnan
Focus on Murray Street water feature	Identify and study Murray Street water feature	Klahr
Continue the Alley Program	Continue educating the business owners as to the importance of the program	Stakeholder
Work toward the establishment of an arts district	Identify a specific area that would work as an arts district	Cultural Arts Commission; Main Street
Hotel	Purchase the Caldwell Tank Property	Left Blank
OTHER		
Five year strategic plan	Planning meeting	DDA
Work with the landscape department to upgrade the seasonal plantings	Create an "Appearance" task force	Stakeholder
Evening activity	Left Blank	Left Blank
Downtown community business and restaurant participation	Ask for leadership from each section	Courtney Harcourt

2017 DOWNTOWN NEWMAN ISSUES

TRANSPORTATION

- Andrew Street Corridor
- McIntosh Parkway
- Allow bikes on sidewalks
- Bike/pedestrian trails, lanes
- More pedestrian crossings at roadway intersections
- Bury utilities
- Parking Deck
- Golf carts
- Zip car, bike rental
- Trolley program – report
- Ride share location
- High speed rail Atlanta-Columbus

LAND USE

- Phase out industrial for commercial
- Increase building heights
- Increase allowable residential units per acre
- Royal property as mixed use
- Hospitality use
- Residential/office (increase density)
- Have limited greenspace; review current parks for improvement (water fountains, art-sculpture)
- Civic center, concerts, sporting events (assembly use), general use
- Arts facility
- Property adjacent to PD – mixed use residential/commercial/office
- Preserve in-town residential corridors
- C.J. Smith park enhancement
- PAPP – mixed use residential

- Multi-use

- Caldwell Tank residential, commercial, assembly

ECONOMIC DEVELOPMENT

- Sports complex
- Rooftop dining
- Better utilize upper floor spaces
- Use incentives (utility infrastructure) to spur redevelopment
- Brewery
- Natatorium
- Consistent alcohol ordinance (package store; entertainment district; special events alcohol service) – parks, Wadsworth
- Current business mix is good
- Increase office use
- Café seating/outdoor dining

HOUSING

- Increase second floor residential
- Consider first floor residential (w/% commercial)
- Encourage redevelopment of former residences, now businesses, back into homes
- Student housing
- Caldwell Tanks site
- Maggie Brown site
- Warehouse-Hosiery Mill
- Casey Street/Cochran Street
- Encourage single family residential additions through codes (i.e. setbacks, etc.)
- Royal site
- C.J. Smith park neighborhood

Joel Cordle

Principal, Georgia Downtowns

Senior Downtown Development Professional



Prior to founding *Georgia Downtowns*, **Joel Cordle** served 32 years in Main Street management and economic development, city government, and cultural arts programs management.

Joel served ten years as the Executive Director of the Downtown Development Authority and Main Street Program for the City of Dahlonega, where he was responsible for the development and implementation of economic development plans based on the preservation of Dahlonega's historic commercial district. His office and he promoted the downtown historic business district, working closely with local owners to retain and expand downtown businesses while assisting others in the establishment of new businesses. Joel worked with Dahlonega's city council, the downtown development authority board members, and agency partners to make downtown a thriving location for small businesses. The Dahlonega Downtown Development Authority and Main Street Program received the 2016 *Great American Main Street Award* from the National Main Street Center and the 2010 *Award for Excellence in Downtown Development* from the Georgia Downtown Association.

Before joining the City of Dahlonega staff, Joel served four years as a regional downtown representative for the Georgia Department of Community Affairs, where he provided Main Street support to 35 cities throughout the north Georgia region. For 16 years, Joel was the Arts Division Administrator for Athens-Clarke County Government. His major accomplishments included merging city and county arts programs and staff during government consolidation, supervising restoration and expansion of two historic arts facilities – the Morton Theatre and the Lyndon House Arts Center, and establishing successful community music and arts festivals.

Joel's education and training include

- Bachelor's degree in Journalism from the University of Georgia;
- Local Government Management certification from the University of Georgia's Carl Vinson Institute of Government; and
- Georgia Downtown Association designation as a Senior Downtown Development Professional.

Joel currently volunteers as a founding board member of the Georgia Pick & Bow Traditional Music School. He has served on the Dahlonega-Lumpkin County Chamber of Commerce Board of Directors, the Lumpkin County School High School Career Technology & Agricultural Education Advisory Board, and the University of North Georgia's Visual Arts Advisory Council. For many years he served as a board member of the Georgia Assembly of Community Arts Agencies and served as a grants panelist for the Georgia Council for the Arts.

Joel served as the President of the Georgia Downtown Association in 2010.

For more information, please visit the Georgia Downtowns [website](http://www.GeorgiaDowntowns.com).



Alice Sampson

Partner, Georgia Downtowns



Alice Sampson is a former professor and director at the University of North Georgia (UNG). Focusing on community engagement, education, and economic development, Alice served North Georgia and the community in several leadership roles.

She founded and directed the Georgia Appalachian Studies Center. For ten years she worked with campus and community partners to garner over a million dollars in grant awards and to complete over 20 economic and education community projects, including leading the production of a professional academic conference.

She also led the university's *Regional Education and Economic Development* project, also known as the *REED* Initiative. Alice produced a series of community meetings held across the state where participants from the public sectors of local and regional governments, schools, and planning agencies discussed and prioritized the most important challenges and opportunities for developing economic drivers in the region. The project led to the production of the *REED* document, which still serves as a guidebook for the University of North Georgia's community economic development strategies.

During her last year at the university, Alice served as the interim Associate Dean for the College of Education.

Alice received her Ph.D. from the University of Georgia. Before that, she taught public school for eight years, during which time she was awarded twice *Oglethorpe County Teacher of the Year* and nominated as a finalist for *Georgia Teacher of the Year*.

Alice is a professionally trained meeting facilitator and process planner. As a lifelong educator, she is passionate about community-building, public input, and local place-making.

When she is not working with downtowns, Alice serves on the Dahlonega Historic Preservation Commission. She can be found photographing the charm of small town living, volunteering in the community, and hanging out in the local coffee shop.



