

LCI Application Form

Date: December 16, 2011

Type of Study Requested (select one):

LCI Supplemental Study

Name of responsible organization: City of Woodstock, Georgia

Name of contact person: Brian Stockton

Title: City Planner

Department: Community Development

Address/City/State/Zip: 12453 Highway 92 Woodstock, GA 30188

Telephone: 770.592.6000 x 1601

E-mail: bstockton@woodstockga.gov

Non-profit designation: No. Local Government.

Study area name and location: 10 year Update to Woodstock Downtown LCI Report

Total study budget: \$100,000

Funds requested: \$80,000

Cash Match: \$20,000

Maximum funding requested: New LCI study areas = \$150,000; Supplemental studies and PLAN 2040 LCI Innovation = \$80,000. All studies must include at least 20% cash match of the total study budget.

Is the study proposal consistent with the adopted local Comprehensive Plan? If not, explain:

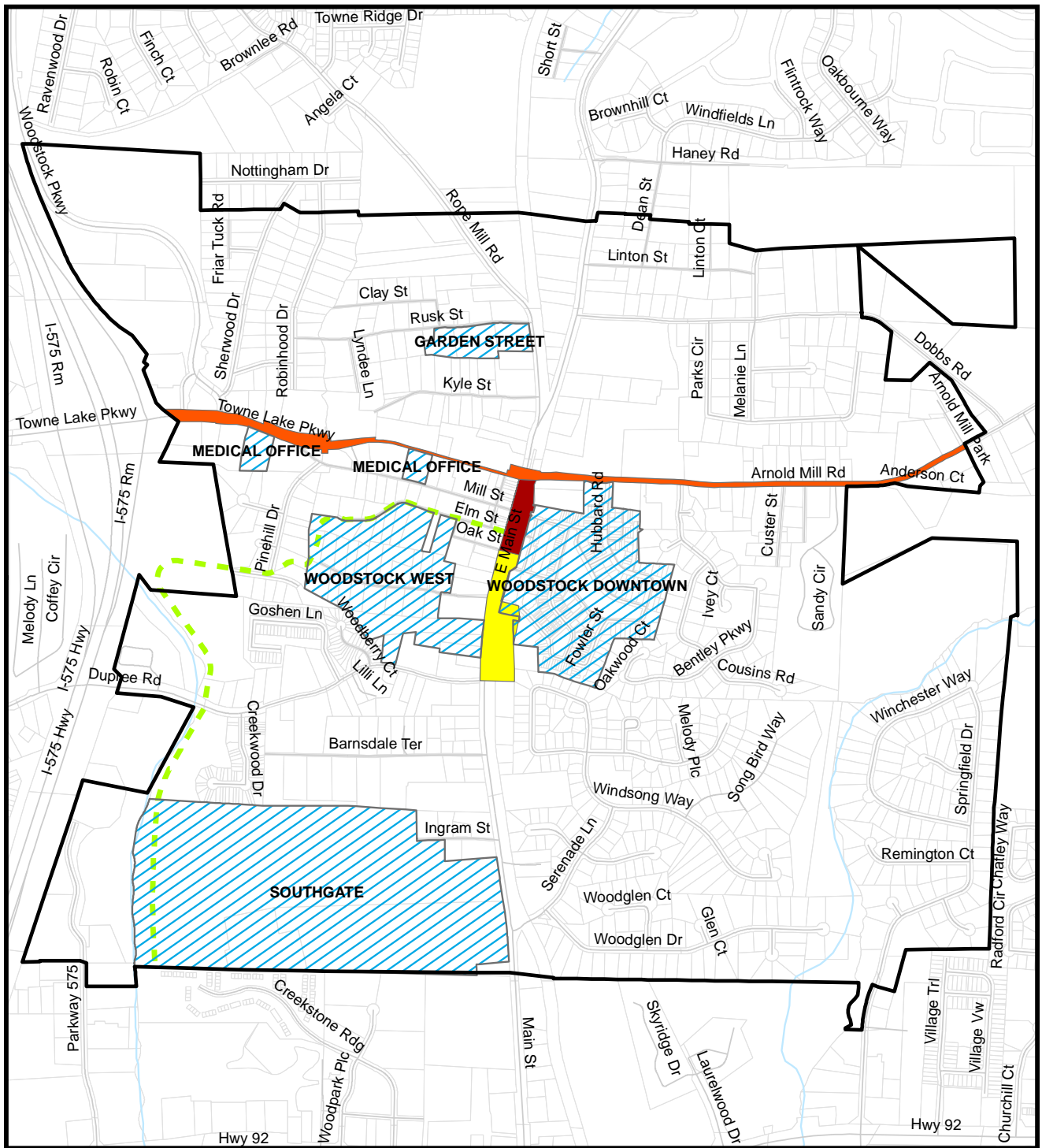
Yes, it is consistent with local Comprehensive Plan

Signature:

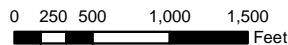


**LCI Supplemental Study Application
City of Woodstock
Study Area**

The City of Woodstock is requesting funding in order to complete the required 10-year update to the original study completed in 2002. It is anticipated that the study area will remain the same (depicted by dark black boundary on attached map) as the original study area. It is anticipated that the detailed parking study and analysis will be done in a smaller area within the whole of the LCI study area, but cannot be depicted until such time that the stakeholders help refine the boundary.

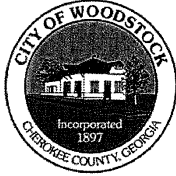


Project Map
City of Woodstock
Livable Centers Initiative



Legend

- Study Area Boundary
- Private Development
- Towne Lake/Arnold Mill Pedestrian Improvements (local funding)
- Woodstock Pedestrian Improvements (previous LCI funding)
- South Main/Chambers St (LCI funding request)
- Greenprints Project
- Streets
- Streams
- Parcels



EXPERIENCE WOODSTOCK
HER HERITAGE, HER VISION

City of Woodstock
State of Georgia

RESOLUTION (ID # 1802)
**Resolution to Support Application to ARC for LCI
Supplemental Study Funds**

RESOLUTION

STATE OF GEORGIA
CITY OF WOODSTOCK

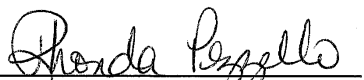
WHEREAS, at the meeting of the Mayor and Council of the City of Woodstock, Georgia held on the 28th day of November, 2011 a motion was made and duly seconded that the City of Woodstock, Georgia supports an application for funding from the Atlanta Regional Commission's Livable Centers Initiative Supplemental Study program in the amount of \$80,000 in order to conduct a 10-Year Update which will include conducting a parking feasibility study for identified areas with the LCI project area. If awarded the City agrees to provide a 20% local cash match as specified in the program,

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the City of Woodstock, Georgia that it supports the application for an LCI Supplemental Study grant for the projects further stated in the application.

Read and unanimously adopted in the meeting of the Mayor and Council of the City of Woodstock, Georgia held on the 28th day of November, 2011.

RESOLVED, this 28th day of November, 2011

Attest:


Rhonda Pezzello, City Clerk


Donnie Henriques, Mayor

LCI Supplemental Study Application
City of Woodstock Town Center LCI 10 Year Update
Section 4: Issue Statement

Need and Purpose

In 2002, the Atlanta Regional Commission (ARC) selected the Woodstock Town Center to receive a Livable Centers Initiative (LCI) study award. The study was initiated by the City of Woodstock Community Development Department to focus on improving the historic downtown area in Cherokee County, including the major corridors of Arnold Mill Road, Town Lake Parkway and Main Street.

Woodstock's Town Center has received well deserved praise for the implementation of housing options, increased retail, improved streetscapes and sidewalk connectivity and overall emphasis of the area as a viable, small town. As Woodstock has transformed over the many decades, it has maintained its quaint, small-town charm and walkable blocks even as the metropolitan area has evolved into a regional destination for residents and businesses alike. Further, the City has advanced alternative transportation in the study area with the inclusion of a GRTA park and ride lot and several miles of multi-use trail as identified in the award winning, city-wide trail master plan (The Greenprints Plan completed in 2008).

Today, downtown Woodstock is a model for successful historic downtown revitalization due largely to the creation and implementation of the 2002 Woodstock Town Center Livable Centers Initiative Study. Yet, among the many successes of the plan and the support of the residents, property owners, elected officials and staff, the Woodstock Town Center study area is at a pivotal point in its growth, striving to be desirable to changing demographics, market conditions and transportation needs. The purpose of the original Town Center LCI was to provide an action plan for redeveloping the historic downtown. The study was very successful and many projects identified have since been implemented; yet now is the time to revisit the plan's goals and re-evaluate the implementation actions based on current market conditions and demographics.

The drastic change in the region's economic climate is the primary impetus for the Town Center Study 10 year Update. Due to the economic recession that occurred throughout the nation in 2008, the City of Woodstock desires to re-evaluate the non-residential demand and housing needs within the study boundary. A market analysis for the Town Center study area must be completed to accurately assess the existing market conditions and re-evaluate the future development opportunities so that the city can plan accordingly. Current and potential economic incentives could be discussed and analyzed throughout this process so that Downtown can sustain its competitive edge within Cherokee County. The area has seen much success with regards to diversity of retail and the inclusion of multi-family; yet, an update will allow the City to ascertain the appropriate mix of services desired by the residents and property owners for the next ten years. Downtown Woodstock can be an ideal environment for aging baby-boomers, young professionals and families of all income levels if housing options and retail services are planned correctly. The housing and commercial trends in particular are very different in today's climate. The existing housing inventory needs to be addressed and demand projected by type. Retail and office trends and demand by sector will provide a thoughtful blueprint for business recruitment and retention. Importantly, the study update will facilitate a dialogue between the City departments, elected officials and community members to improve the awareness of concerns and potential opportunities that lie ahead for the Town Center.

The purpose of the Woodstock Town Center Study 10-Year Update is to build from the successful implementation of the 2002 study, and, through the understanding of market realities, develop an action plan to broaden housing options and connections, increase economic viability and expand coordination among key partners, ensuring that the Downtown area retains its desirability for residents and businesses alike.

Relation to the Existing LCI Study

An update of the 2002 Woodstock Town Center Study must be completed in order to fully achieve many of the goals identified in the original plan. The goals of the 2002 LCI are:

- Increase transportation accessibility and mobility options and improve traffic flow in and around downtown;
- Expand and strengthen the downtown by building on its current successes and small town atmosphere;

- Increase the viability of live, work and entertainment choices within the downtown area.

A market study is a critical need for the study area to identify the market demand (both residential and non-residential), feasibility and opportunities for expansion of housing options downtown, growth of commercial services and a clearer vision for mixed-use development in this economic climate. Recommendations regarding land use and transportation goals stated in the 2002 LCI study need to be re-evaluated and revised in the 10-Year Update to increase connections, expand the sidewalk network, build multi-use trails and improve pedestrian safety.

Continual evaluation of the 2002 plan is necessary for successful implementation. A 10-year update will allow for this to occur, and for the steps taken and money spent to be relevant and pursuant towards realities and trends identified through a process that will facilitate public engagement, a market analysis, transportation needs, retail demand and completion of a Future Land Use plan.

Products Resulting from the Study

The City seeks to obtain a 10-year update to the 2002 Woodstock LCI plan consistent with the requirements and deliverables identified by ARC through the Supplemental Update process, which includes a detailed market analysis of the area and an updated future land use map. In addition, the City also wishes to complete a detailed parking analysis identifying future needs, process for managing a downtown parking program and assistance in creation of a wayfinding system to facilitate vehicular traffic through the town center area to convenient parking areas. The City also desires to identify policies and programs to advance the principles of ARC's Lifelong Communities and Green Communities programs.

Outcomes from Implemented Study

In order for the City to plan for the future of downtown- its services, infrastructure and programming needs- a 10-Year Update of the Woodstock Town Center Study must be completed. The Update allows for current conditions to be incorporated into the original vision for the study, and opportunities for evaluation and revision to the original recommendations in order to advance its sustainability overall. The desired outcomes of the Woodstock Town Center Study 10-Year Update include:

- Completion of a market study to accurately assess the existing market conditions and re-evaluate the future development opportunities based on the demands of the market;
- Gain input on the current concerns and desires of the community for the Study area, specifically addressing housing, retail and mobility options;
- Re-evaluate implementation recommendations listed in the 2002 action plan that have not been implemented;
- Outline implementation strategies for action items only partially implemented, if still relevant;
- Receive feedback from the community concerning opportunities to advance the redevelopment options along the key corridors and to discuss the need for housing options that are well connected by a network of trails, walks and streets;
- Plan accordingly for the parking needs in the study area;
- Incorporate findings/recommendations from related studies completed subsequent to the 2002 Study;
- Complete a Future Land Use plan for the Woodstock Town Center Study area;
- To align the vision of the Town Center Study Update with the Character Area and policies of the 2030 Comprehensive Town Plan, especially in the areas of housing, environment and economic development;
- Enhance connectivity- through all modes of travel and for all ages- throughout and adjacent to the Downtown area;
- Identify redevelopment incentives for properties within the Study Area, especially those of historical significance;
- Incorporate Atlanta Regional Commission's Lifelong Communities principles and Green Communities concepts into the Study Update recommendations and implementation strategies.

Support for Plan 2040 Local Government Plan Implementation Requirements:

The City is confident that the result of the 10-year Update will identify an action plan that advances the Local Government Plan objectives identified in Plan 2040 including, but not limited to:

- Increasing mobility options for people and goods, both through pedestrian facilities and road network improvements;
- Continuing to foster a healthy educated, well trained, safe and secure population;
- Promoting places to live with easy access to jobs and services by continuing to incentivize and promote compact mixed-use style development;
- Improving energy efficiency while helping to preserve the environment by continuing to develop new programs inline with ARC's Green Communities Program not only for the government side, but by including local developers, builders and business owners in these programs; and,
- Identifying innovative approaches to economic recovery and long-term prosperity.

In addition to population and employment forecasts, *ARC's 20-County Forecasts* also studies demographics, age and workforce trends, stating, "in 2005, roughly eight percent of the 20-county Atlanta region's population was 65 and older. By 2040, 20 percent of the population will be older than 65." The 10-Year Update will provide a vision for appropriate growth within the study area, including policies and programs that enhance unique community features and ensuring proper use of resources and existing infrastructure. Importantly, it will strive to position the Woodstock Town Center as a regional destination for shopping, housing and mobility options; improving its economic advantage for residents and businesses, while increasing its desirability to an aging population in the future.

Relation to Transportation Issues

The City intends for the outcomes of this study to focus on transportation projects within the study area that provide options for mobility specifically by continuing to provide pedestrian and bike friendly facilities, in addition to providing improved vehicular congestion and circulation.

Existing alternate modes of transportation in the study area are limited, and thus, need to be addressed in more detail, especially the connections to existing the residential areas and adjacent commercial and employment centers. This supplemental will also provide a refined vision to ensure that public transportation continues to be promoted, incorporated and prominent within the study area. Concurrently, a parking study will be included in the supplemental to ascertain the future needs and potential locations of vehicular parking, with structured parking as a viable option. With the construction of the Woodstock Park in 2012, parking will suddenly be a strong need and improved pedestrian circulation and safety (such as signalized crossings) a must for the study area.

LCI Supplemental Study Application
City of Woodstock
Scope of Work

Task 1 – Existing Plan Assessment

A thorough review and assessment of the existing LCI plan and any subsequent updates will be conducted. The focus of the assessment will include the following:

- Review the most recent 5-year action plan and identify the status of each item listed.
- Make a comparison of the LCI land use plan with existing uses, current zoning map, and Future Development Map from the local comprehensive plan. Clearly identify where inconsistencies exist between these maps.
- Make a comparison of the LCI transportation improvement plan/map with existing facilities in the study area, and relevant local transportation plans. Clearly identify where inconsistencies exist between the plan and current conditions.
- Identify issues in reaching full LCI plan consistency with local development regulations and other obstacles to plan implementation.

Task 2 – Market Analysis

Prepare an updated market or fiscal feasibility analysis that supports the plan recommendations and ensures the proposed plan is realistic. Included in this analysis a demand and feasibility assessment for retail shall also be conducted. This portion of the study will attempt to provide a fine grain analysis of the different types of retail that exist in the area and identify which types of retail might be targeted for expansion. It should also include an analysis of competing retail districts outside of the LCI area and provide strategies on how to promote a successful retail mix in the downtown LCI area.

Task 3 – Updated Concept Plan

Review the existing plan and update the goals, policies and action strategies based on the findings of Task 1 and 2, along with changing conditions/priorities in the community. Specific emphasis should be included on continuing to promote a plan that supports a multi-modal transportation network in a mixed-use environment. Lifelong Community principals and Green Communities concepts should be incorporated into the updated LCI plan. A minimum of 3 public meetings will be conducted throughout the process to ensure the updated plan goals and policies are supported by the community.

Task 4 – Implementation Plan

Prepare a detailed implementation plan that outlines a strategy to achieve the LCI plan goals and policies. This implementation plan will discuss steps to overcome obstacles that have prevented full plan implementation in the past along with additional actions to achieve the updated goals and policies. At a minimum the implementation plan will include:

- An implementation strategy that describes the organizational structure and

process that will be used to ensure the action plan items described below are implemented. Focus should be given to collaboration opportunities with other organizations and strategies to ensure continued support from local elected officials, citizens and businesses. This section should also discuss an evaluation and feedback process that will be used to monitor plan implementation and update the action plan as needed, but at least every five years.

- A 5-year schedule of actions (following a template provided by ARC) that are planned in the study area to implement the study goals, programs, projects, and Lifelong Communities principals.
- A parking demand study based on anticipated growth over a minimum of 10 years. This study should include analysis of existing facilities and identify location and parking facility type and guidelines based on the results of the study.

Task 5 – Prepare Deliverables

The goal of this task is to compile the results of the overall work effort, the study process, relevant findings, and recommendations into a summary document. Two (2) printed copies of the summary document shall be provided to ARC, along with an electronic file (on CD) of the summary document in its original format and in .pdf format, an Excel spreadsheet of the 5-year action plan (following ARC template), shapefiles (per ARC specifications) for relevant maps, and a separate folder with supporting graphics contained in the report. The document must include the following specific components:

- A description of the update process and methodology, data gathering techniques and findings, and general outcomes.
- A description of the public participation process used to achieve a community-supported program of improvements.
- Maps and other graphic depictions to support the plan that includes, but not limited to, overall study area, existing land use, future land use, existing transportation facilities, and proposed transportation improvements.
- A market or fiscal feasibility analysis that supports the plan recommendations and ensures the proposed plan is realistic.
- A population and employment data section shall be included based on the updated land use plan and market study. The data in this section shall contain, at a minimum, 25-year projection figures (in five- year increments) for the following areas: Housing Data - Number of existing housing units and population - Number of anticipated housing units and population - Distribution of proposed housing units by type Employment Data - Number of existing jobs - Number of anticipated jobs - Square feet of future non-residential development

**LCI Supplemental Study Application
City of Woodstock
Anticipated Budget**

Existing Plan Assessment	\$10,000
Market Analysis	\$25,000
Update Concept Plan	\$40,000
Implementation Plan	\$15,000
Prepare Deliverables	\$10,000
TOTAL**	\$100,000

**The City of Woodstock will contribute a minimum match of \$20,000 towards the study budget. If there are any add-ons necessary for the proper parking study or detailed retail study outlined in the scope of work, it is anticipated the City will cover the cost above the \$100,000 anticipated budget at 100%.

**LCI Supplemental Study Application
City of Woodstock
Anticipated Schedule**

July 2012

LCI Project Team Kick-off Meeting and Tour

August 2012

LCI Project Team Meeting

Retail Study Team Meeting

Community Meeting 1, held in conjunction with City Council

September 2012

LCI Project Team Meeting

October 2012

Community Meeting 2: Creation of Vision & Goals

LCI Project Team Charrette: Opportunities & Options

November 2012

LCI Project Team Meeting

Retail Study Team Meeting

December 2012

Community Meeting 3: Present Draft Plan

LCI Project Team Meeting

January 2013

LCI Project Team Meeting

Retail Study Team Meeting

February 2013

LCI Project Team Meeting

Transportation Coordination Meeting

ARC LCI Final Study Review Meeting

March 2013

Community Meeting, held in conjunction with City Council to Present Final Plan

LCI Project Team Meeting

April 2013

Project Completion/ Submittal to Atlanta Regional Commission by April 30, 2012

**LCI Supplemental Study Application
City of Woodstock
LCI Program Commitment**

The City of Woodstock continues to be an avid supporter of the LCI program. Following the adoption of the 2002 LCI plan, the City undertook a major rezoning process within the LCI area which requires new development to meet the intent of several if not all of the policies outlined in the LCI plan. This mandatory zoning and development code is based on form-based zoning principles which focus on pedestrian activity and form over function, promotes housing choice in the form of detached and attached single family product, condominium and multi-family rental housing.

Prior to adoption of the LCI plan, residential development was prohibited in the central business district. As a result of the process, increased residential densities up to 20 units per acre have been allowed under this form-based code and further support the increase mix of commercial development in the LCI area. Two of the successful mixed-use projects that have been developed since LCI plan adoption are:

Woodstock Downtown - 300 residential units including condominium, townhouse and single family along with 80,000 square feet of new commercial development and 20% open space throughout the development. Development is substantially complete and build out of structures is anticipated within 5 years.

Walton Woodstock - 400 residential units including apartments and age restricted apartments and possibly the addition of live-work units. This development will also be built to accommodate future commercial possibilities within it. Development and construction is anticipated this fall with a 2013 completion date.

Many of the same strategies identified by the LCI plan were also incorporated into the City's Comprehensive Town Plan 2030 through the designation of this area as part of the City's Urban Core Character Area found on pages 37-38 (attached in appendix).

In 2010, the City opened its Main Street Streetscape and Pedestrian Enhancement project. This project was funded through LCI implementation funds and completed an overhaul of a standard main street that had been converted into a state highway built on the premise of moving traffic quickly through the downtown area. The redesign focused on a pedestrian friendly environment that fosters slower traffic and a design typical of a small town shopping and entertainment district. This project and others in the work continue to increase both vehicular and pedestrian mobility through downtown. The inclusion of a portion of the city's multi-use trail program enhances the ability for people to ride bikes or walk within the area as

well. This project was recently recognized by the pedestrian advocacy group PEDS as its best suburban retrofit.

Further commitment to the goals outlined in the original LCI study also include the creation of the downtown grid network. Two of the new streets which run parallel to Main Street are currently being built as part of the Walton Woodstock project mentioned above. This will provide not only traffic relief, but also provide additional commercial street opportunities in the downtown area as conditions warrant. Additionally, the City is expanding park and cultural opportunities in the area with the addition of a 6,500 seat amphitheater and the development of a cultural arts village.

All of the success in downtown Woodstock can be attributed to the community input and results of the original LCI study. The City hopes that the results of the 10-year update will only continue to build on the successes that have been realized so far.

REPORT OF ACCOMPLISHMENTS
Woodstock LCI - 2011

Transportation Initiatives

Project	Description	PE Year	Construction Year	STATUS				Notes
				Complete	Underway	Not Started	Not Relevant	
Dobbs Road from Arnold Mill to Main Street	Bicycle	2014	2015			X		
Main Street from Dobbs crossing at "Y" to Rope Mill Road to Rusk Street	Bicycle	2014	2015			X		
Rusk Street from Rope Mill Road to Robinhood Drive to Little John to Sherwood Drive to Towne Lake Parkway; connecting to Noonday Creek Connector Trail	Bicycle						X	
Arnold Mill Road from Rubes Creek multiuse trail (water facility road) to Dobbs Road	Bicycle	2007	2015		X			
West side of Main Street from Noonday to Dupree	Pedestrian/ Streetscapes	2014	2015			X		
Both sides of Main Street from Arnold Mill to Dobbs: add sidewalk from Dobbs south to existing sidewalk	Pedestrian/ Streetscapes	2012	2014		X			Funding identified through TE grant
Both sides of Arnold Mill from Main Street to City Hall	Pedestrian/ Streetscapes	2007	2012		X			Towne Lake/Arnold Mill streetscape/expansion project Phase 1
Towne Lake Parkway from Main Street to church parking area	Pedestrian/ Streetscapes	2007	2012		X			Towne Lake/Arnold Mill streetscape/expansion project Phase 1
Wall Street from Towne Lake Parkway to Oak Street	Pedestrian/ Streetscapes						X	
West side of Main Street from Dupree Road to Highway 92	Pedestrian/ Streetscapes	2014	2015		X			
Both sides of Towne Lake Parkway from existing sidewalk to I-575 (also add sidewalks on both sides)	Pedestrian/ Streetscapes	2007	2015		X			Towne Lake/Arnold Mill streetscape/expansion project Phase 2
Both sides of Arnold Mill Road from city hall to fire station (also add sidewalks on south side of road and fill gaps)	Pedestrian/ Streetscapes	2007	2015		X			Towne Lake/Arnold Mill streetscape/expansion project Phase 2
Mill Street from Main Street to Towne Lake Parkway	Pedestrian	2015	2017			X		
Pinehill Drive from Mill Street to Pinehill Lane	Pedestrian	2015	2017			X		
Elm Street from Main Street to dead end	Pedestrian	2011	2012		X			Greenprints Bond Project
Oak Street from Main Street to Elm Street	Pedestrian						X	Private development to improve
Noonday Street from Main Street to dead end	Pedestrian						X	Private development to improve
Dupree Road from Main Street to I-575 bridge	Pedestrian	2015	2017			X		
Barnesdale Terrace from Main Street to dead end	Pedestrian	2015	2017			X		
Dobbs Road from Arnold Mill Road to Main Street	Pedestrian	2015	2017			X		

REPORT OF ACCOMPLISHMENTS
Woodstock LCI - 2011

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
Rope Mill Road from existing sidewalk to new elementary school	Pedestrian	2006	2007	X				
Railroad Trail from Arnold Mill Road to Rubes Creek Trail Connector (including street lights and landscaping)	Multiuse	2015	2017			X		
Noon day Creek Trail from SR 92 to Towne Lake Parkway	Multiuse	2011	2012		X			Greenprints Bond Project
Noonday Creek Trail Connector from Trail to Main Street	Multiuse	2011	2012		X			Greenprints Bond Project, will be via Elm Street
Noonday Creek Connector from Trail to Towne Lake Parkway	Multiuse	2011	2012		X			Greenprints Bond Project
Rubes Creek Trail from SR 92 to Arnold Mill	Multiuse	2011	2014		X			Greenprints TE Project
Rubes Creek Trail connector from Trail to Arnold Mill Road	Multiuse	2011	2014		X			Greenprints TE Project
Rubes Creek Trail connector from Trail to Railroad Trail	Multiuse	2015	2016			X		
Develop Downtown Woodstock Bicycle Facilities Map for city website and for distribution	Bicycle	2005	n/a	X				
Require new development include roads that connect Cousins Road/Fowler Road with Arnold Mill Road	Roadway	2003-2005	2004-2006	X				
Stripe the Dupree Road approach to Main Street with turn lanes	Roadway	n/a	2003		X			
Upgrade Arnold Mill Road from Main Street to Neese Road with shoulders and turn lanes	Roadway	2003	2004-2005				X	Towne Lake/Arnold Mill streetscape/expansion project
Upgrade railroad crossing equipment at Main Street/Arnold Mill Road and Main Street/Mill Road to coordinate with one another (price includes signal timing plan)	Roadway	2003	2003	X				
Upgrade railroad crossing equipment at Fowler Street and Main Street	Intersection	2004	2005	X				
Develop concept for improvements at Towne Lake Parkway at Mill Street (determine construction costs after design)	Intersection	2004	n/a	X				
"Y" intersection of Main Street and Rope Mill Road, striping and signage	Pedestrian	n/a	2003	X				

REPORT OF ACCOMPLISHMENTS
Woodstock LCI - 2011

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
Main Street at Arnold Mill Road/Towne Lake Parkway, striping, signage and pedestrian signals	Pedestrian	n/a	2003	X				
Main Street at Elm Street, striping and signage	Pedestrian	n/a	2003	X				
Main Street at Fowler, striping and signage	Pedestrian	n/a	2003	X				
Main Street at Dupree, striping, signange and pedestrian signals	Pedestrian	n/a	2003	X				
Main Street at Serenade Lane, striping, signange and pedestrian signals	Pedestrian	n/a	2003	X				
Develop Comprehensive Transportation Plan	Roadway	2003	n/a		X			
Complete shuttle study	Transit	2003+	n/a				X	
Initiate discussions with the railroad regarding the development of a dinner/shopping train	Transit	2003+	n/a	X				
Study downtown site locations for transit facility and future commuter rail station	Transit	2003+	n/a	X				
Perform Parking Needs Analysis and Management Plan	Parking	2012	n/a			X		
Identify locations for parking signs	Parking	2012	n/a			X		Wayfinding signage program
Purchase and install signs	Parking	n/a	2012			X		Wayfinding signage program
Identify parking areas in need of landscaping/screening	Parking	2012	n/a			X		
Use attributes of "Adopt the Stream" program to where community groups/volunteers can "adopt" a parking area	Parking	n/a	2012			X		
Solicit bids from signage manufacturers for street name signs, bike routes signs, and directional signs	Signage	2012	n/a			X		Wayfinding signage program
Install highway signs at I-575/SR 92	Signage						X	
Install brown highway signs at I-575/Towne Lake Parkway	Signage						X	
Construct gateway signage at Main Street/SR 92	Signage						X	
Construct signage at Arnold Mill Road and Arnold Mill Way	Signage						X	
Construct gateway signage at the "Y" intersection of Main Street and Rope Mill Road	Signage						X	

REPORT OF ACCOMPLISHMENTS
Woodstock LCI - 2011

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
Housing Initiatives				STATUS				
Amend CBD District requirements to allow single family, townhomes, hotels, and second floor residential		2003		X				
Amend CBD District boundaries to reflect the same boundaries as the Historic Core District		2003					X	
Delete the minimum acreage requirements for hotels in the downtown districts		2003		X				
Create a new zoning district for the New Town West downtown district to reflect the appropriate uses and dimensional requirements		2003		X				
Create a new zoning district for the New Town South and East downtown districts to reflect the appropriate uses and dimensional requirements		2003		X				
Review Future Comprehensive Plan Land Use Map		2002		X				
Discourage rezoning of existing neighborhoods		On-going					X	
Identify the Downtown Districts on the Future Land Use Map as mixed use nodes		2007		X				
Amend liquor license distance requirements by designating the downtown district areas as activity centers and allowing liquor to be sold 100 feet from churches and schools and 300 feet from daycare, hospital, nursing home, and residentially zoned property		2003		X				
Designate the vacating school as an arts complex with meeting rooms		2003					X	School is Chattahoochee Technical College campus
Construct an outdoor theater behind the vacating school with links to the existing nature trail		2004					X	
Initiate meetings with the Horse Farm property owner regarding tax benefits associated with providing permanent protection of the land under a land trust		2004					X	

REPORT OF ACCOMPLISHMENTS
Woodstock LCI - 2011

Project	Description	PE Year	Construction Year	STATUS				Notes
				Complete	Underway	Not Started	Not Relevant	
1. Support neighborhood associations through increased communication by:								
a. Working with neighborhood representatives to identify neighborhood associations		2003		X				
b. Creating neighborhood contact mailing list		2003		X				
c. Developing "newcomer" packets		2003		X				
d. Attending meetings to present neighborhood related planning efforts, code enforcement issues		2003		X				
e. Creating a separate page on the city website for posting neighborhood		2003					X	
Encourage home ownership by distributing information on housing programs available through the Georgia Department of Community Affairs		2003+					X	

Other Local Initiatives

Project	Description	Study / Implementation Year	STATUS				Notes
			Complete	Underway	Not Started	Not Relevant	
Develop a Historic Preservation Committee (HPC) as a subcommittee to the Downtown Development Authority		2003	X				
Adopt Historic District as outlined in the Comprehensive Plan		2003	X				
Prepare study of the impact of tax breaks on the restoration of Historic Structures (coordinated with the Georgia Historic Preservation Department)		2012			X		
Research additional grant programs that provide monies to restore historic markers		2004	X				
Encourage private homeowners to apply for and install historical markers		2003+	X				

REPORT OF ACCOMPLISHMENTS
Woodstock LCI - 2011

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
Amend existing Gateway Overlay boundary to include all property within the Downtown District boundaries		2003					X	Downtown Master Plan adoption in 2006 removed the Gateway Overlay
Provide tax breaks for existing properties willing to renovate buildings in accordance with standards		2011		X				Façade program through DDA
Create a façade improvement grant program through the DDA		2011		X				
Encourage the Downtown Development Authority to prioritize façade improvements along Wall Street		2003		X				
Provide incentives to property owners to provide entrances to businesses along Wall Street		2003		X				
Conduct a tree inventory for the study area for trees along road rights-of-way		2007		X				
Prepare guidelines to preserve the tree canopy along public right-of-way based on results from the existing tree inventory		2007		X				
Provide for additional City staff to act as a downtown coordinator and to assist the downtown manager with litter control, maintenance, and special event coordination		2003		X				



Main Street Woodstock, Inc.

8632 Main Street, Suite 160

Woodstock, Georgia 30188

Phone: 770-592-6056

www.MainStreetWoodstock.org

www.facebook.com/mainstreetwoodstock

An organization dedicated to building a better Woodstock Community.

December 14, 2011

Mr. Brian Stockton
City Planner
City of Woodstock
12453 Highway 92
Woodstock, GA 30188

Brian,

On behalf of the Main Street Woodstock, Incorporated, Board of Directors, we are delighted to hear that the City is working on an application for the LCI Supplemental Study Grant for the downtown community. The original study in 2002 was very beneficial to the community, creating springboard for the downtown masterplan, creation of more dense commercial and residential uses in the Main Street area, and in pursuing funding for a much needed and very attractive streetscape project. In the years since the initial study, Main Street has flourished with more retail and dining options, an increase in foot-traffic and a larger "buzz" in the talk of the metropolitan Atlanta community.

Please let us know if we may provide further assistance for you as you apply for this supplemental grant. We look forward to implementing this grant with community collaboration for further successes if an award is made to Woodstock.

Sincerely,

Debra Williams

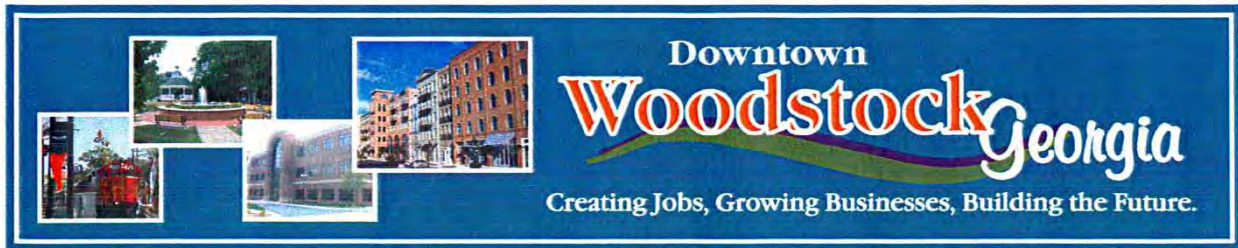
Chair

Main Street Woodstock

Billy Peppers

President

Main Street Woodstock



Woodstock Downtown Development Authority, 8632 Main Street, Suite 160, Woodstock, GA 30188, 770-592-6056

December 14, 2011

Mr. Brian Stockton
City Planner
City of Woodstock
12453 Highway 92
Woodstock, GA 30188

Brian,

On behalf of the Woodstock Downtown Development Authority Board of Directors, I would highly encourage the City to pursue an LCI Supplemental Study Grant for the downtown community. Since the original study in 2002, the central business district of the City has grown substantially. The addition of mixed-use housing and more traditional downtown housing units has created a core of residents that are adding to the commercial base of the district. Since 2009, the downtown area has seen a net gain of 20 businesses leading to the creation of 182 net new jobs.

Additional projects such as the construction of an in-town apartment community currently under development, the construction of a new 6,500 seat amphitheatre and a new system of grid streets downtown will continue to spur residential and commercial growth. It is our hope that this grant can be used to address some lingering issues downtown, including a more strategic understanding of the downtown market and assisting in an overall masterplan for parking.

Please let us know if we can be any assistance in helping to tell the overall story of development in the downtown as you pursue this supplemental grant. We believe our history of strategic downtown growth and development Woodstock an excellent candidate for further LCI projects and funding.

Sincerely,

Jimmy T. Long
Chairman
Woodstock DDA

Billy Peppers
Executive Director
Woodstock DDA



Goal One: Increase transportation accessibility and mobility options and improve traffic flow in and around the downtown area.

Objectives

- Increase bicycle and pedestrian options within the downtown area.
- Expand and develop safe, attractive, and convenient parking within the downtown area.
- Provide safe and convenient railroad crossings for vehicles, bicyclists, and pedestrians.
- Provide additional linkages between the historic downtown core and the surrounding area for all modes of transportation.
- Ensure that new development is bike, pedestrian, and visitor friendly.

Goal Two: Expand and strengthen the downtown by building on its current successes and small-town atmosphere.

Objectives

- Encourage facade restoration, rehabilitation, and reuse of buildings within the downtown area.
- Encourage infill development, redevelopment, and mixed-use development in the downtown that is compatible with the historic core.
- Promote the expansion of the downtown area to meet market potential.
- Encourage consistent architectural design standards in commercial and residential areas.
- Accentuate the character of the downtown with landscaping, streetscaping, signage, and regular maintenance.
- Establish appropriate mechanisms for implementation of downtown initiatives (i.e., Downtown Development Authority, Main Street coordinator, etc.).
- Encourage independent and unique businesses with consistent operating hours in a customer-friendly environment.



Goal Three: Increase the viability of live, work, and entertainment choices within the downtown area.

Objectives

- Encourage additional community-oriented activities downtown, including arts, entertainment, festivals, and recreation.
- Encourage the reuse of vacant or underutilized parcels for community events; civic uses; and the expansion of restaurant, service, and retail.
- Encourage mutual support of and communication between downtown businesses and the surrounding commercial corridors, city hall, the downtown religious community, and area residents.
- **Preserve, strengthen, and expand downtown residential areas.**
- Promote an active village center environment with after-hours options, including entertainment and restaurants, with adequate parking.

- All public streets should connect to each other, including connection to public stub streets to facilitate connections to adjacent existing and future development;
- Substantial internal connections should exist with a development; street designs should not contain any cul-de-sacs or other unconnected roadways, unless a determination is made that provision of connected streets is infeasible or inappropriate;
- Bicycle parking facilities must be provided in all new developments; and
- On-street parking should be designed as an integral part of the streetscape.

URBAN CORE (T6)

The rising cost of housing, traffic congestion and the need to ensure the long-term economic ability of urban cores has helped to contribute to increased multi-use developments. Woodstock is currently experiencing a revitalization of its urban core. Always, but particularly now during this period of growth, new public spaces, private projects and infrastructure improvements should have a significant and visible component of public spaces, art and a mixture of uses. As the city grows it is increasing important to create a compact central core that will contribute to the existing energy and activity, while, amplifying and connecting the existing centers of activity. With guidance, density can create variety and vitality in a city core, which will enhance safety by reducing unpopulated, unused areas. Primary objectives within the urban core are to redevelop and revitalize existing historic buildings and to promote infill development that is a natural extension of the city's fabric.

The "OldeTowne" is the heart of the City of Woodstock. This urban core is a true live, work, shop and play environment that includes a mixture of the City's municipal facilities, new commercial and residential, historic buildings and long term services. Downtown Woodstock is a place where the present embraces the past through a mixture of uses, distinctive architecture, idyllic streetscapes and a true sense of community.

The Urban Core Character Area generally consists of the highest density development and the widest range of mixed uses, combined with central civic areas such as City Hall. Downtown neighborhoods and residential opportunities contribute to the overall vitality of the Urban Core. Buildings are attached and often tall, situated on a wide range of lot sizes. There is a very short mandatory front setback with wide sidewalks. The majority of the required parking is to be located to the rear, or provided on the street. All uses not considered noxious are permitted within the buildings. A diversity of development downtown can better support residential development and decrease the need for commuting, thus creating an urban core where people are able to live, shop and work in a walkable area. Complex multifaceted urban spaces bring people together in different ways, creating interaction and synergy. Urban cores thrive on the need for people to come together in so many ways, which cannot be strictly planned. Residential and Non-residential uses are an important part of the mix that creates an active community life in the core; creating a variety of uses is critical to having a successful 24-hour downtown.

Civic art can be both traditional artwork created for public spaces as well as artesian-crafted architectural details. These can define the public spaces they help form, providing a rich language that expresses the values a society upholds or rejects. Art, which includes references to Woodstock's geography, landmarks, history, diverse ethnic cultures, industry, local craft and other cultural attributes can increase our sense of belonging by associating us with a place imprinted with a specific image or feel rather than one which looks and feels like any other modern American city.

Vacant land and underutilized parcels within Olde Towne provide opportunities for new pedestrian-oriented mixed-use development or redevelopment. Nearby creeks and recreational facilities provide alternative transportation and recreation options. In addition, the Georgia Northeastern Railroad parallels Main Street, defining the downtown area, and provides future entertainment, community, and transportation opportunities.

In 2005, the City developed Downtown District regulations to promote the urban core. Main goals and development strategies are summarized here:

- Increase transportation accessibility and mobility options and improve traffic flow in and around the downtown area;
- Expand and strengthen the downtown by building on its current successes and small-town atmosphere;
- Increase the viability of live, work and entertainment choices within the downtown area;
- Preserve, protect and enhance the urban core's historic and future role as the civic and economic center of Woodstock;
- Provide safe and accessible parks and plazas;

- Improve the aesthetics of the public street and the built environment; and
- Promote pedestrian safety by ensuring sidewalk-oriented buildings and attractive street-facing facades that foster pedestrian activity and liveliness.

Development Strategies:

- Signage treatments should include small hanging signs under canopies and signage mounted on building fronts as required within the design standards. Signs should enhance the pedestrian experience;
- Require the efficient utilization of parking facilities by encouraging shared, underground and deck parking and alternative modes of transportation;
- Enhance Woodstock's historic quality by ensuring that new and rehabilitated buildings are compatible with the character of buildings built between 1860 and 1929;
- Allow accessory dwelling units in appropriate areas in order to provide an alternative housing product;
- Require architectural and storefront treatments that provide a sidewalk level street façade;
- All developments should dedicate open space of at least 20%;
- Civic spaces such as squares and plazas should be located no more than a maximum of 600 feet from any dwelling unit;
- No parking should be located between a building and the street;
- Street trees and appropriate streetscaping are required on all streets.
- Sidewalk level uses should have a primary pedestrian entrance, which faces, is visible from, and is directly adjacent to the sidewalk or public open space plaza/courtyard;
- The first two stories of building facades should be brick, stone, concrete siding such as hardiplank or natural wood, with the exception of pedestrian entrances and windows'
- Blank windowless walls are prohibited;
- Parking structures should conceal automobiles from visibility and look like a horizontal storied building on all levels, dedicated to commercial use, or be heavily landscaped; and
- All parking, except for allowable on-street parking should be screened from view.

ELEMENTS OF URBAN CORE

Primary Land Uses:

Higher Density Housing
Commercial/Office Uses
Live-Work Units
Mixed-Use

Infrastructure:

Full Urban Facilities and Services
Mixed Use/Urban Streets
Internal Pedestrian Ways
Civic Spaces including:
Plazas, Squares and Greens



**LCI Supplemental Study Application
City of Woodstock
Streetscape Improvements**

BEFORE:



AFTER:



On golden feet: Woodstock's revamped downtown earns top award

by Kristal Dixon

kdixon@cherokeetribune.com

12.01.11 - 12:00 am



WOODSTOCK — Woodstock's revamped downtown is drawing attention across metro Atlanta.

PEDS, an advocacy nonprofit organization dedicated to making metro Atlanta pedestrian friendly, awarded Woodstock its 2011 Golden Shoes award for its Livable Centers Initiative streetscape project.

PEDS announced that Woodstock's enhancement of downtown, which included redesigning its streets and sidewalks to accommodate pedestrians, the best pedestrian-friendly suburban retro-fit project.

Duluth was the only other municipality to receive a 2011 Golden Shoe award.

The city's installation of sidewalks to improve safety along Davenport Road and connectivity between Buford Highway and the city garnered it the award.

Woodstock's LCI project installed wider sidewalks extending into the intersections; new streetlights and trees along Main Street, between Towne Lake Parkway and Oak Street; and converted parking from parallel to angled spots.

The project was completed earlier this year.

Community Development Director Richard McLeod said the city submitted its project to be considered for an award a few months ago.

He said representatives from PEDS came to the city to see what Woodstock had done in downtown.

He said he was pleased with the city being recognized for its work.

"I think it shows the commitment from the mayor, City Council and the city that there's more than one way to get around," he said.

PEDS was founded in 1996 and has lobbied local and regional planners to make metro Atlanta streets safer for pedestrians.

PEDS President and CEO Sally Flocks said the city demonstrated it recognizes the value of walkability throughout the city.

Flocks said she and staff members with PEDS visited the city in October and said drivers were going at reasonable speeds, and the newly minted LCI project created simple, nice-looking streetscapes that included public spaces and retail shops.

Flocks said she and other PEDS representatives enjoyed touring Woodstock's improvements.

"Woodstock was a delightful place to walk around in," she said.

The city will soon extend its improvements to the north side of Main Street.

Woodstock in May received \$700,000 from the Georgia Department of Transportation to continue its streetscapes project on Main Street, from the Towne Lake Parkway intersection to the Rope Mill Road intersection.

The project will improve access to the Park at City Center and to the Chambers at City Center.

Woodstock Mayor Donnie Henriques said he was happy the city was recognized for the project.

"It's very gratifying that we are being recognized for having a vision," he said.