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# Community Planning Institute

## Keeping Main Street Vibrant

Cindy Eidson  
Georgia Municipal Association  
Georgia Cities Foundation



vibrant retail shopping parking accessible family-friendly  
new buildings nightlife downtown lively energetic gathering-place engaging life walkable bicycle inviting full  
hip destination affordable events free activities stores pride art activity young attractions beautiful old  
entertainment busy safe fun exciting  
culture green welcoming housing city activity weekends young attractions beautiful old  
modern beautiful thriving family clean  
bustling fresh community alive entertaining  
interesting greenspace variety active historic  
residential hub unique festivals progressive growth business appealing  
pedestrian businesses market growing diverse open bright cultural updated jobs restaurants  
maintained market growing diverse open bright cultural updated jobs restaurants  
user-friendly streetscaping happening revitalized diversity people preserve  
action open bright cultural updated jobs restaurants  
living innovative jobs restaurants





# Enhancing Historic Downtown Canton

Preservation, entrepreneurship, arts and culture, and community-centric activities are cornerstones of economic development within Downtown Canton. Benefiting the entire City, downtown redevelopment creates jobs, attracts investment, increases property values, and generates tourism.

# Bricks and Clicks – Newnan

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E-Commerce  
(Downtown Storefront and Website)







# Parklets







# Outside Dining



# Outside Sidewalk Dining

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Review city's ordinance to see if outside dining is allowable and if so, encourage outside sidewalk dining options for restaurants.



# Opportunities for Food Trucks



# Open Container

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# Entertainment District



THE BIBLE SAYS...

PUBLIC DRUNKENNESS

LIFE OR DEATH

TAKING ADVANTAGE OF COVID-19 TO PUSH OUR OWN AGENDA

VOTE YOUR CONVICTIONS

CRIME

ADDICTION

MORAL ISSUE

BOURBON STREET

DUI

FAMILY ATMOSPHERE

LITTER



DO WHAT'S RIGHT

ABUSE

UNDERAGE DRINKING

UNPOLICEABLE

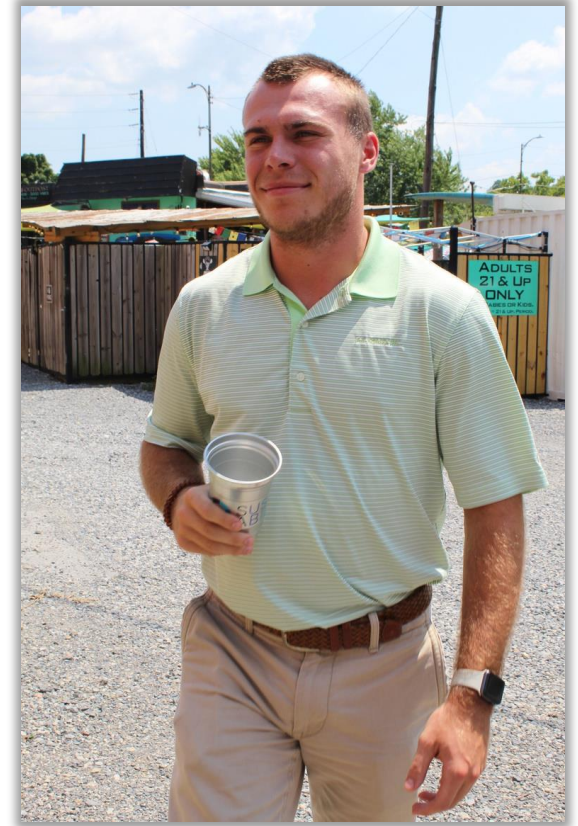
VIOLENCE

PUBLIC URINATION

# Trial Results

**Restaurant A** - 23% increase over 2019

**Restaurant B** - 7% increase (food sales)  
and 26% increase (alcohol sales) over 2019





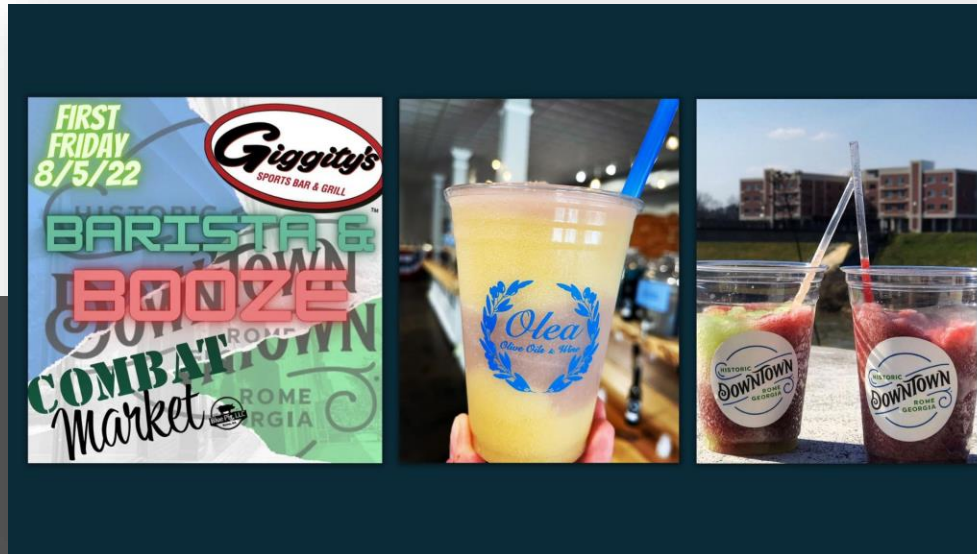
# Public Safety

BUSTING THE MYTH

Since we relaxed our alcohol ordinance, alcohol-related arrests have gone down from 2.25/month to 1.25/month



# Open Containers = Positive Economic Impact





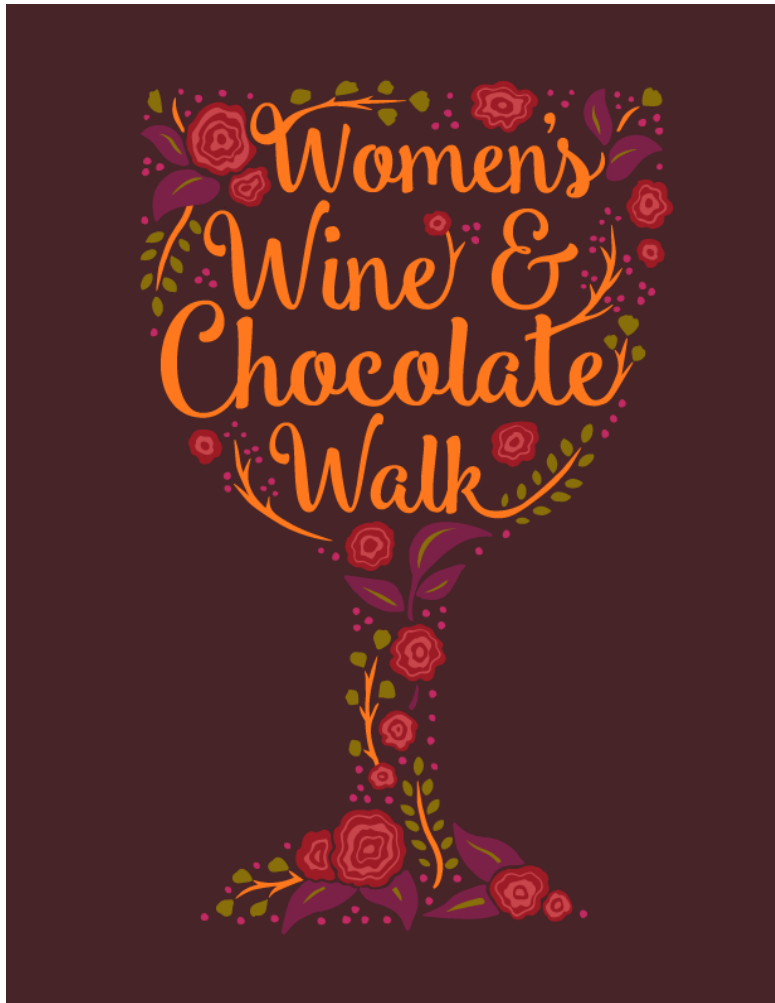
AMERICUS

HOT GLASS • CRAFT BEER

FESTIVAL









# Downtown Goes Disney

Let's Celebrate the Magic!











# MULTICULTURAL MAY

WE LIVE IN A BEAUTIFUL WORLD!  
CELEBRATE WITH US MAY 6, 2022



Arts and Culture can...



The Role of Arts and Culture in Equitable Community Development: A Visual Analysis



© ArtPlace America 2020 | [creativeplacemakingresearch.org](http://creativeplacemakingresearch.org)

**ARTPLACE**

## Add Creative Signage



“ You absolutely have to have buy-in from the government. And you get that buy-in by having a cohesive vision and implementing it step by step. Without it, you won't have the collaboration you need. ”

- Ann Ray, Vice Mayor, Hapeville





## Thomasville Center for the Arts Thomasville, GA (pop. 18,700)

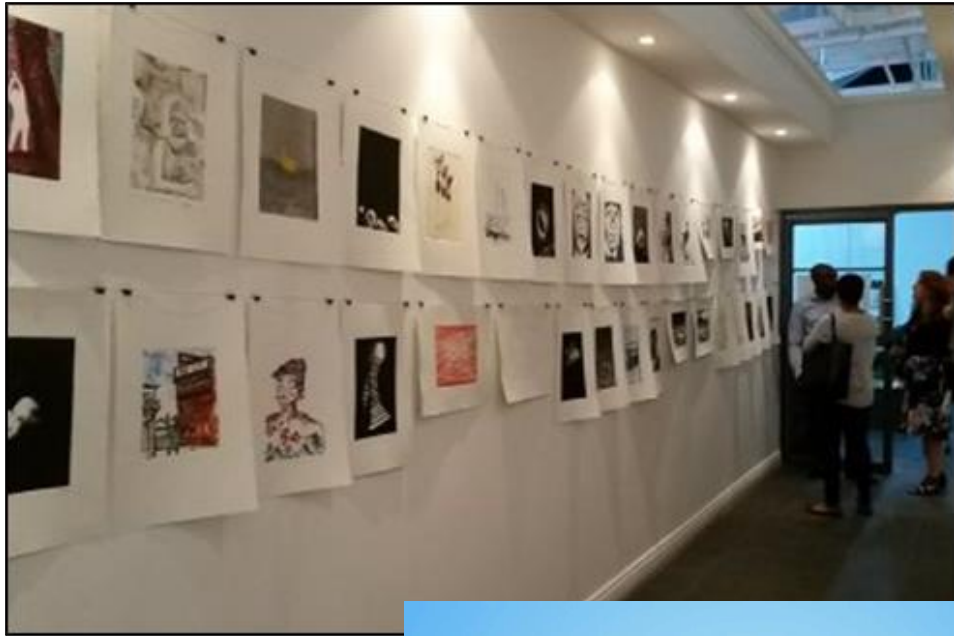












## THE POP-UP PHENOMENON:

Why It's A Marketing Strategy You Should Definitely Try



# Connecting Citizens to Parks & Recreation

A healthy community provides access to nature. Residents should be connected with local parks through trails, sidewalks, and additional transportation options. Recreational opportunities should be available to and inclusive for all.

#playingcanton

ALL COMING

INCLUSIVE RECREATION

SPLOST  
CANTON  
GEORGIA  
YOUR SPLOST DOLLARS AT WORK

# Park Space



## RYLANDER PARK - PHASE IV

The rendering below shows Phase IV improvements to Rylander Park. The ideal design would include a large green space that could be used for many different activities. Downtown events could be held here and there would be enough room to accommodate large crowds. The brick patio area would be inaccessible to vehicular thru-traffic, except for utility and supply vehicles. Food trucks could park in these areas, offering a safe and fun place to enjoy gourmet street food, read a book, or play on the lawn—right in the heart of downtown Americus.





## Corner Park



Conceptual plans for possible use of the greenspace being purchased by the City of Monroe on S. Madison Avenue. Renderings courtesy of the City of Monroe.

# Add Hammocks

- A hammock park is typically attractive to young people and families.
- Provide shade sails to soften area and make it more enjoyable for people.



# Trails

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Trail systems connect communities and help create a sense of place. The multi-use trail is making your community accessible for both locals and visitors alike and will make the community more marketable for tourism and other forms of economic development and will recruit workforce. In short it will be **transformative**.

Start small and promote the **model mile** (the most eye-catching mile that connects nodes or touches several) to the other nodes: schools, parks, hospitals, neighborhoods, colleges, natural and historical sites.

Consider a field trip to Columbus, Carrollton, Proctor Creek, Arabia Mountain, Conyers, St. Simons, Lagrange to see how those systems, also designed and built by Kaizen Collaborative, PATH Foundation and Nature Bridges, are thriving.

West of Atlanta, the Silver Comet Trail plans to double its 61 miles. This is expected to bring more than 500,000 new tourist visits and \$30 million in new spending to the area.





# Connecting Trails to Town

Connect the trail to town! It's the cash registers in town that allow trails to drive an economic impact with lodging/dining.

Trails will offer connectivity across town, but make sure as a local trail explorer that it touches the places you need to go:

- neighborhoods
- schools
- parks
- shops
- attractions and
- work and home

Swamp Rabbit Trail in Greenville, SC does a great job of connectivity and wayfinding. Consider a field trip and see example next slide.





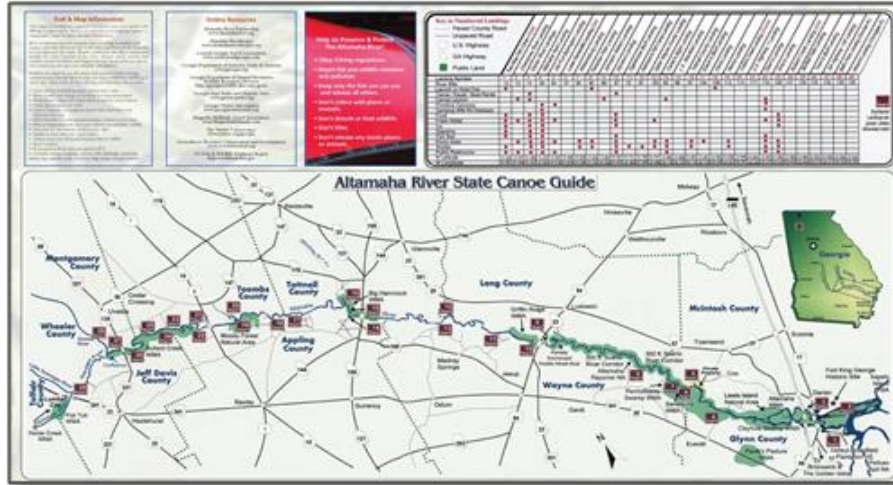
**Rockmart Amphitheater connecting to the Comet Trail and Downtown**

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## Calhoun/Gordan County Rivers to Ridge Master Trail Plan

# Activate Water Trail Efforts



Altamaha River Water Trail – 138 miles

GA Coast Ocmulgee River Water Trail – 240+ miles

Hinson Lower Oconee Water Trail – 143 miles



# Improving Infrastructure for Future Demands



Citizens, businesses, and visitors need access to a city's infrastructural network to succeed in your city's goals. Transportation, power supply, gas availability, water and sewer, and digital connectivity are part of building a great network for success.



# 1<sup>st</sup> Floor Residential

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# 2<sup>nd</sup> Floor Residential

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## Living Downtown Monroe Log In

Historic Buildings with Modern Amenities

Buildings

Book a Viewing

Apartments

Commercial Spaces

CONTACT

Things to do In Downtown Monroe

Social Media

Blog

More



### Upper Level Lofts and First Floor Commercial Spaces



It's Your City. **Live In It.**



# MainStreet Walton Mill Senior Apartments



20 Photos

[Home](#) / [Georgia](#) / [Monroe](#) / MainStreet Walton Mill Senior Apartments

© 2 Weeks Ago

[Contact This Property](#)



# Think Creatively – Tourist Love New Experiences





# Unique Lodging

Yurts within the state parks, glamping sites in any nature setting, treehouse lodging, railcar lodging and 2<sup>nd</sup> story downtown lofts in small town America are lodging trends that will set you apart.

Sites to list unique lodging:

- Glampinghub.com
- Tentr.com
- Airbnb.com

Know what your HMT rate is, who collects it and who isn't collecting it.



*Railside Lodging*  
Chesapeake Bay



# RV Parks – Connect to Downtown

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# HB317

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- HB317 went into effect July 1, 2021
- This requires “marketplace facilitators” – AirBnB, VRBO, HomeAway, and other short-term vacation rental (STVR) web platforms - to collect and remit both the *local* Hotel-Motel Excise Tax and the *state* \$5 Transportation Fee that had been collected in traditional hotels/lodging establishments
- For most jurisdictions, this will result in newfound HMT revenue in the coming weeks/months
- For some jurisdictions who had been collecting the HMT from property owners, mechanisms will change



# Vacant Property Ordinances

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# Set Policy for Disasters

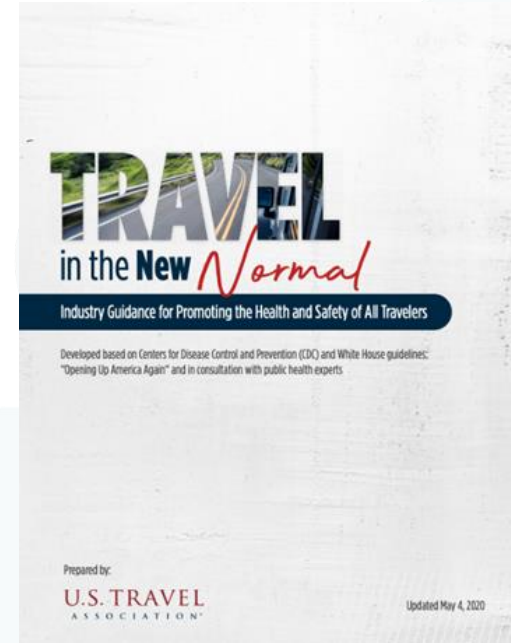
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When is it safe to reopen for visitors (attractions open, staff at work, etc.)?

How do you communicate to the world your “open” status?

How do you repair the destination brand, instill public confidence, encourage positive response/action?

How do you prepare better in future? (What did you learn from this disaster?)



# Planning & Migration

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- **Young, educated employees will seek a less car-centric lifestyle for themselves and their families.**
- **Trails are becoming an essential component of the effort to retain and attract young residents/workers.**
- **Employers will follow the work force to towns that get it right.**
- **Small towns stand to offer the ultimate choice for young millennials as they see the perfect place to live.**
- **Upgrade school system**
- **Establish live, work, play, nodes that emulate successful models in large cities**



# City of Greensboro

## *Oconee Brewing*







*Visit our*  
**DISTILLERY**

**Swamp Fox  
Distilling Co.  
Tours offered 6  
days per week**

*swampfoxdistillingco.com*

110 McDUFFIE STREET | BUENA VISTA, GA









**GEORGIA**

economic placemaking

COLLABORATIVE



# “PLACEMAKING is how PEOPLE...

...are more  
collectively and  
intentionally  
shaping our  
World and our  
future on this  
planet.”

*-PROJECT FOR  
PUBLIC SPACES*





Georgia  
Power



# MEET the FACILITATORS



**Danny Bivins**

Senior Public Service Associate - Carl Vinson Institute of Government



**Kaitlin McShea Messich**

Public Service Assistant - Carl Vinson Institute of Government



**Clark Stancil**

Creative Design Specialist - Carl Vinson Institute of Government



**Katherine Moore**

President- Georgia Conservancy



**Nick Johnson**

Senior Planner - Georgia Conservancy



**Ebony Simpson**

Planning Outreach & Training Coordinator - Georgia Department of Community Affairs



**Annaka Woodruff**

ARC Program Manager - Georgia Department of Community Affairs

Each Community Team is paired up with one of the Collaborative's practitioner Facilitators for the duration of the program.



- THE 2-YEAR PROGRAM CURRICULUM
- Year 1: Education, Visioning, and Planning
- Year 2: Project Development, Funding, and Implementation and Tracking and Impact Analysis

# Program Objectives

## PROCESS:

Discovering what a community wants through community-led:

## VISIONING

## PLANNING

## PROJECT DEVELOPMENT

## PRODUCT:

Creating **ACTION** and **IMPLEMENTATION** plans for achieving what a community wants beginning with:

## ASSET INVENTORY

## FIVE PLACEMAKING STEPS



## DIVERSITY:

Who is at the table?

## EQUITY:

What are the barriers to getting to and staying at the table?

## INCLUSION:

Do all feel they belong at the table?









# Meriwether County Gravel Travel





And here it is!! Our city's first crosswalk mural!! A special thanks to The City of Clarkston Mayor & City Council/staff, Georgia State Perimeter Art Program (A huge thank you to the two amazing professors who led this project to success: Professors Lyons Parker-Shockley & Fernando Rochaix, GSU Perimeter talented art students who did an incredible job on the design and painting), the city's community team: Mayor Burks, City Mgr. Qawiy, Dr. Mary Helen O'Connor (GSU Perimeter ...  
[See more](#)





**GEORGIA**

economic placemaking  
COLLABORATIVE

Application for  
Participation – 2023

Please contact:

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