

RE: Business Roundtable

Date: August 21, 2012

Project Management Team Attendees

Joel Reed	Pond & Company, Project Manager	reedj@pondco.com
Niwana Ray	Pond & Company, Planner	rayn@pondco.com
Richard Fangmann	Pond & Company, Transportation Planning	fangmannr@pondco.com
Robert Gibbs	Gibbs Planning Group	rgibbs@gibbsplanning.com
Richard McLeod	City of Woodstock, Community Development Director	rmcleod@woodstockga.gov
Brian Stockton	City of Woodstock, City Planner	bstockton@woodstockga.gov

Meeting Agenda

8:00-8:15	Welcome/Introductions
8:15 – 9:15	PRESENTATION –Woodstock Town Center Plan <ul style="list-style-type: none">• Master Plan Purpose and Process: Who, Why, Where and How?• <i>Benefits</i> of planning for economic viability and improved livability• Market and Retail Assessment• Parking and Circulation
9:15 – 10:00	Group Discussion Review Project challenges and opportunities Next Steps

Meeting Summary

A business owner roundtable for the Woodstock Town Center Plan was held on Tuesday, August 21st at 8:00am at Acru Money + Life and Copper Coin Coffeehouse (400 Chambers Street). **Approximately twenty business owners** attended the meeting.

Project Manager Joel Reed (POND) welcomed everyone to the business roundtable, introduced the city and consultant project teams, and thanked the staff of Acru and Copper Coin for sharing their facilities and providing coffee. Reed began the meeting with a summary of the LCI update process, approach, and an understanding of the study area's existing conditions. Robert Gibbs (Gibbs Planning Group) presented findings from a market study, including an analysis of the study area and surrounding area demographics and needs. Richard Fangmann (POND) presented findings from preliminary transportation circulation and parking counts completed in the study area. The remainder of the meeting was spent discussing study area assets and challenges with the group; the results of this group discussion are summarized below.

Group Discussion

PARKING:

- Incentive based solution for parking – offer drink coupons or other discounts for parking in certain lots and walking to destinations (e.g., park at Arts Village, see show, walk to restaurant for dinner)
- Accessibility issues if parking behind Main Street – condition and size of sidewalks, elevation changes
- Implement off-premise parking for employees
 - Primary issue here is safety for late-shift employees getting off of work at night, carrying cash
- Educate customers and employees/employers where the parking is and how to get there
 - Improved wayfinding signage; improved signage to clearly identify public parking
- Parking spaces where they need to be for the demand
- Timed parking and metered parking lead to parking space turnover
- After-hours parking is available at Ameris Bank, although this is un-signed and there is no marked pedestrian crossing to cross Main Street
- Opportunity that City should jump on: vacant lot in Southeast quadrant of study area –paved, convenient to downtown shops, could connect well to street network; suggestion that City purchase before someone else (another developer) purchases and blocks usage; this is a “right now” solution to a current, ongoing issue
- Implement employee parking decal program

OUTLET MALL:

- How does Downtown tie into the Outlet Mall (under development)? Do you want outlet traffic in downtown or do you like it more local? (According to market study, outlet has potential to draw shoppers from 3 states)
- City should advertise more as a community; no longer a bedroom community
- Downtown is a “unique destination” for the region
- Maintain character and identity – quaint, small town
- Scale is important to keep the “downtown” feel – most agreed with not widening Main Street
- City should not be defined by the outlet
- Shuttle or trolley system suggested – park off-site in Towne Lake, go to downtown or outlet; useful for special events; possibly connections to neighboring cities/locations/destinations (Canton, Kennesaw, Holly Springs)
- What City/area do you think of as a competitor? Downtown Roswell (town square)
- Need to have plan for appropriate tenant mix

NEXT STEPS:

- Survey available online until end of this week (<https://www.surveymonkey.com/s/WoodstockTownCenter>)
- Design charette part 1 –Tuesday, August 21st at Acru (5:30pm – 9:30pm)
- Design charette part 2 – Wednesday, August 22nd at Chambers at City Center (9:00am – 12:00pm)
- Presentation of Alternative Concepts – Thursday, August 23rd at Chambers at City Center (7:00pm – 8:30pm)
- Schedule available on project website (<http://woodstockproject.wordpress.com/>)

This summary constitutes the author’s understanding of the items discussed and conclusions reached. If there are any errors or omissions, please notify this author in writing.