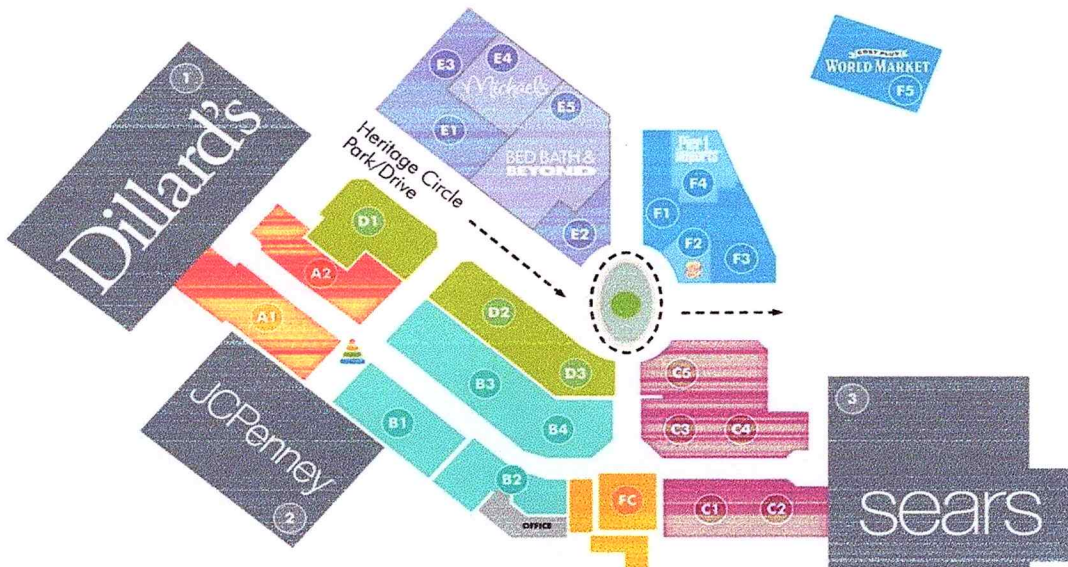


Downtown Improvement Plan

- Branding "Rediscover Downtown Loganville" plan
 - o Create a Downtown identity by adding branding to things such as:
 - Logo, slogan(?), banners, metal trash cans, planters

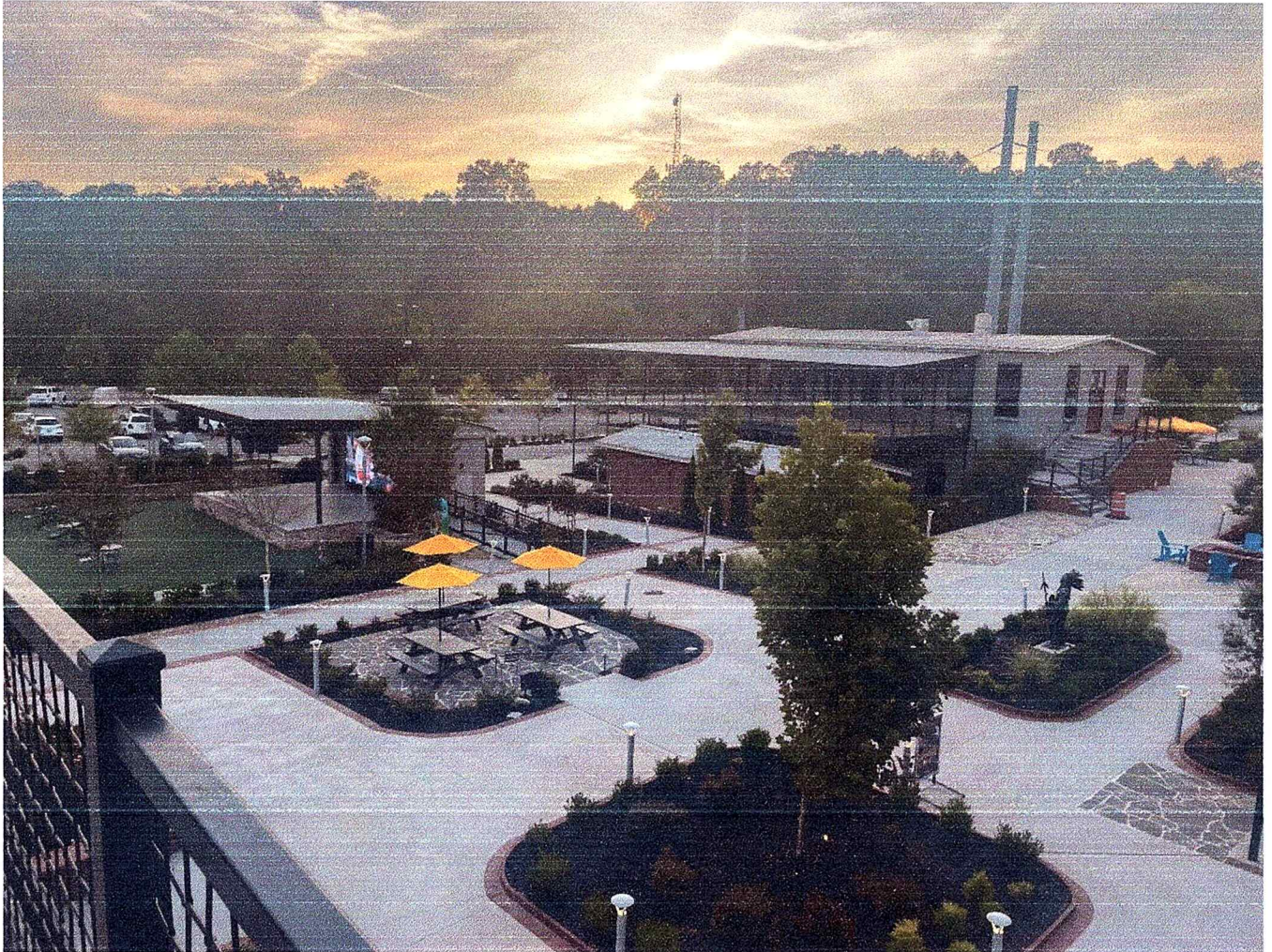


- o Website for Downtown
 - i.e. Madison GA
- o Gateway Sign in Downtown
 - Showing direction in relation to where the sign is located
 - Features DT businesses, features, buildings, etc.
 - Can show the historic well, rock gym, ag building, stores in DT
 - Envision like a mall map



- **Events Updates/ideas/discussion**

- Off event, ideas to bring people when events aren't scheduled.
 - Get a projector/ drop screen at the stage on the town green, to stream sports games/movies.
 - i.e. Canton



- **Activate our DDA.**

- If we're going to focus on Downtown, we need to activate our DDA instead of our general development authority LDA.
 - We have new businesses in DT that want to serve
- The DDA needs to have a director.
 - i.e. Sadie when she was in Monroe.
- We need to allocate them funds.

- **Maximize our Downtown area**

- Address parking minimums.
 - park once model
 - i.e. Strong Towns, Fayetteville
 - Formalize parking agreements with churches downtown
 - Overall parking plan in place
- Address retention in Downtown.
 - remove retention burden for Downtown businesses.
 - i.e. Monroe
 - Look at having the retention work as tax credit system, where it cost per year to put into city owned retention system
 - Overall retention plan in downtown
- Connectivity
 - Sidewalks
 - Look at a plan to increase sidewalks gradually, starting in Downtown and venturing out.
 - Coming up with a plan to add in an amount yearly
 - Cross walk
 - To increase walkability, we need a cross walk from the alleyway parking across Main Street to 270/278 Main Street
 - We can utilize the arts here as well and make them our own
 - i.e. Braselton has books as their crosswalk to the library in dt

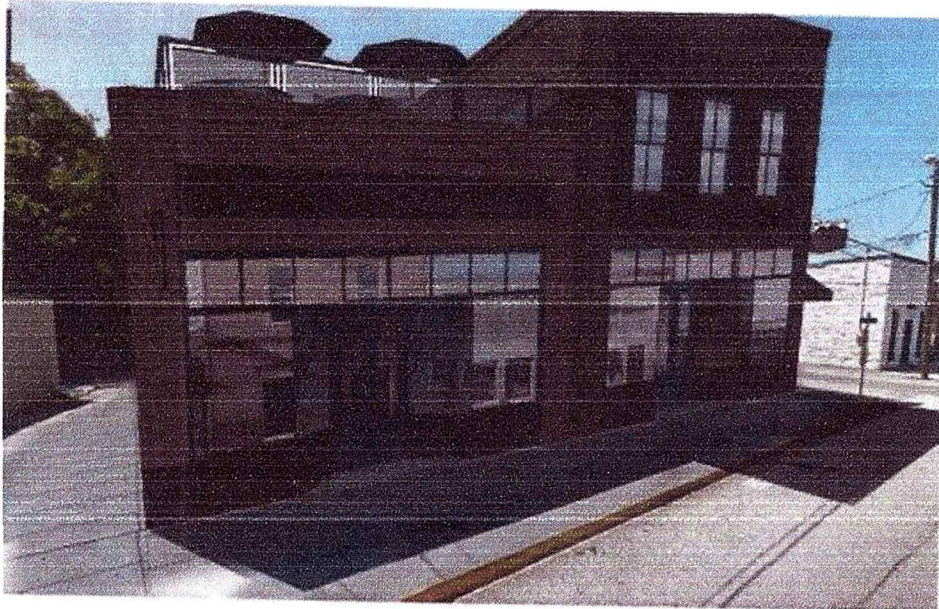


- **Infrastructure**

- Sewer pipe upgrade/Possible relocation

- **254 Main**

- We need to have more shops/business opportunities on Main Street
 - 254 can hold 2 more shops, one needs to be a restaurant the other can be box to hold retail/office/etc.
 - Keeping/adds some more parking in Downtown, more attractively being nestled behind the buildings and landscaping



- We need to add more living opportunities/options in Downtown.
 - 254 can hold some cottage style houses going down Pecan Street.



- Form an IGA with the DDA and transfer 254 Main to the DDA

- The DDA can do an RFB and select the design that is best for Loganville Downtown

- **Town Green/Central Park Loganville**

- We've outgrown our current town green.
 - Little to no room for expansion
 - We keep using it for now and keep the land the historic well is on, and Ray Nunley pavilion.
 - Down the line we can consider options for the back half of the land for infill for another shop/restaurant/historic center/etc.
- We create a multiuse space on the 210 main street 3.57 site next to the upcoming library.
 - We can work in tandem with the library, potentially saving some cost and creating a cohesive design between the 2.
 - This will draw more people to Downtown depending on how we design the space.
 - For example:
 - Amphitheater space for our concert series
 - Walking/Jogging track around the park
 - A place for kids to play.
 - Benches/ work areas for people who "work from home" can work downtown
- We could look at doing infill shops/etc. on the LBC side of the park

