

FIVE-YEAR DOWNTOWN REVITALIZATION WORK PLAN
ADOPTED BY CITY COUNCIL & WOODBURY DOWNTOWN DEVELOPMENT JULY 2020

Priority Area	Recommendation	Leadership	Partnerships	Timeframe	Cost	Funding Source(s)	Status
#1. PUBLIC INFRASTRUCTURE	Finish road paving, water and sewer utility upgrades.	Woodbury Public Works	City of Woodbury, DCA	Medium	High	Federal: USDA, EDA Public Works State: GEFA, OneGeorgia Equity Fund	Bid Opening February 12th 2021
	Continue to expand internet service throughout downtown.	City of Woodbury	Spectrum, DCA	Short	Low	Staff Time, OneGeorgia Equity Fund	In-Progress
	Re-purpose George Washington Elementary as a college & career academy (high school) or public charter elementary school. Establish Woodbury leadership on school board.	Meriwether Co., City of Woodbury	TCSG	Medium-Long	Low-Medium	Meriwether Co. Schools	
	Build a library and/or youth community center in downtown.	City of Woodbury	DDA	Medium-Long	High	Georgia Public Libraries Service, SPLOST, state buildings grants	
	Create a “Downtown Association” through the Georgia Association of Downtowns.	City of Woodbury	Georgia Downtown Association	Short	Low	Staff Time	Completed Main Street Program Director Hired 01/19/21
	Enable rehabilitation and infill development in downtown via building codes and ordinances. Create design guidelines for the Rural Zone.	City of Woodbury Planning & Zoning	DDA, Historic Preservation Commission, community input	Medium-Long	Medium	Staff Time	Completed with adoption of new Zoning Ordinance 2019
	Create distinctive “gateways” along Woodbury Rd./GA 74 and GA-85 at the city limits.	City of Woodbury	DDA	Medium	Medium-High	State: GDOT, CDBG Local: Woodbury bond issue, Meriwether Co. T-SPLOST	Initial Signage in work

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#2. DOWNTOWN DEVELOPMENT	Develop and implement a façade improvement program for downtown.	DDA	City of Woodbury	Short	Low	Woodbury bond issue, City of Woodbury/ Meriwether Co. general funds, CDBG	
	Apply for the "Georgia Main Street" program [Tier 1, Downtown Affiliate]	DDA	City of Woodbury, Georgia DCA Office of Downtown Development	Short	Low	City of Woodbury	Designated as Main Street Start Up Program City 01/01/2021
	Establish a Master Plan for downtown development	DDA	Private architecture/landscape architecture firm	Medium	Medium	City of Woodbury	TSW Completed September 2020
	Establish a 501c3 nonprofit for tax deductions and donations related to revitalization efforts called "Woodbury Tomorrow".	DDA	City of Woodbury	Short	Low	Staff Time, (legal fees, filing for nonprofit)	
	Conduct a historic structure analysis/condition assessment for downtown buildings.	Historic Preservation Commission	DDA	Medium	Medium	State Historic Preservation grants, local foundations	Completed by Alan Durham and HPC CLG Application In-Progress
	Establish a Land Bank Authority to facilitate the redevelopment of vacant, blighted, and tax delinquent properties.	City of Woodbury and Meriwether County	Local Banks	Medium	Low	Staff Time	
	Expand the city's website to include available buildings and sites, and information on redevelopment procedures, the Georgia Rural Zone financing incentives, and the permitting process.	City of Woodbury	City of Woodbury Planning & Zoning	Medium	Low-Medium	Staff Time	

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	Create a Revolving Loan Fund (RLF) for downtown	City of Woodbury	DDA	Short	Low	CARES Act Recovery Assistance RLF grants (EDA); Downtown Development RLF (DCA); Georgia Cities Foundation RLF	DDA is working with Corinne Thornton / DCA on application
#3. SMALL BUSINESS DEVELOPMENT	Connect potential investors with funding sources to renovate and improve existing buildings. Market these resources on the city's website.	City of Woodbury	DDA, Georgia DCA, SBDC, local financial institutions	On-Going	Low	Staff Time, local financial institutions	
	Market properties, available sites, and potential work spaces as affordable business options to entrepreneurs, makers, artists, and producers. Market these resources via social media and on the city's website.	DDA	Meriwether County Chamber of Commerce	Short-Medium	Medium	Local foundations	
	Partner with a developer to create a "tiny house" village near downtown. Best practice example: Clarkston, GA	City of Woodbury	MicroLife Institute	Long	Low	Staff Time	

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#4. HOUSING IMPROVEMENTS	Enable rehabilitation and infill housing near downtown to build the stock of affordable housing options.	City of Woodbury Code Enforcement	Private developers, property owners	Medium	Low	Staff Time	
	Establish a neighborhood revitalization program.	City of Woodbury	City of Woodbury Code Enforcement	Medium-Long	Low	Georgia Initiative for Community Housing (GMA), Staff Time	
#5. JOB CREATION	Support and market resources like the state job tax credits for Tier 1 counties, Rural Zone, and the Georgia Small Business Credit Initiative (SSBCI). Make these resources readily available on the city's website.	Woodbury DDA	City of Woodbury, DDA	On-Going	Low	Staff Time	Rural Zone Tax Credits now available Next training scheduled for 01/27/2021
#6. TOURISM	Implement a marketing, branding, and signage campaign for Woodbury, building on its rich, agricultural history.	Woodbury DDA	Meriwether County Chamber of Commerce	Short-Medium	Medium	Grants from local foundations	
	Expand social media campaign.	City of Woodbury	Media programs at local schools and career academies	Short	Low	Staff Time for website maintenance and social media	