

**Redevelopment Strategy Plan
Auburn Downtown District
Status Date: June 2017**

OBJECTIVES

STRATEGIES

TACTICS

GOAL

GOAL: Inspire new development within the downtown district that will serve as a catalyst for commerce and enhanced civic life while respecting the history of the City of Auburn.

Objective 1: Built Environment
Invest in public infrastructure and facilities in a manner that attracts private investment and delivers on the vision of the city.

- Strategy 1: Define the downtown district** to ensure a comprehensive approach is taken to building on existing assets and creating a connected grid that enhances the pedestrian experience
- Strategy 2: Invest in public infrastructure and facilities** that will define the character of the downtown district and attract commensurate investment from the private sector
- Strategy 3: Draw private investment** at key locations that integrate strategic uses that will complement public investment and inspire additional private investment
- Strategy 4: Prioritize connectivity** within the street grid to encourage interaction amongst diverse uses and a walkable experience for pedestrians
- Strategy 5: Create "vibrancy"**, using compact design and walkability as the key drivers of the "downtown" experience
- Strategy 6: Utilize form-based architectural standards** that will define aesthetics and design within and around downtown

- Built Environment**
- Build new City Hall Complex
 - Review and update zoning code and architectural standards for residential and commercial design that defines the downtown character
 - Establish streetscape ROW standards and a location for initial application
 - Assess vacant and underutilized structures for redevelopment
 - Develop a beautification and signage model to establish "gateways" into downtown
 - Establish a primary pedestrian connection across the RR tracks to unite the district

Objective 2: Economics of Community
Create a sustainable economic model that leverages public investment to support commercial and residential growth while providing financial and quality of life benefits to the city.

- Strategy 7: Seed small scale retail** that will incubate a range of complimentary stores and shops
- Strategy 8: Incorporate a range of housing types** that provide diversity of resident to serve local commerce and utilize civic facilities
- Strategy 9: Develop public/private finance strategies** to fund onsite horizontal and vertical development
- Strategy 10: Create a public-private partnership entity** that will serve as the vehicle to leverage shared funding and provide economic development, jobs & civic benefit to the local community and neighboring region

- Economics of Community**
- Perform a market study to determine sustainable demand and define mix of uses
 - Assess source of funds for public investments and prioritize need
 - Define the location and conditions to expand retail activity
 - Develop residential uses that serve a broad range of age and income demographics while promoting life-long housing choices
 - Consider a façade grant to improve existing building aesthetics
 - Develop a traffic and transportation plan to address planned growth

Objective 3: Human Experience
Deliver an enhanced and expanded experience for residents, business owners and visitors based on the community vision.

- Strategy 11: Define and market the city's cultural identity** using public spaces and gateways to attract commerce and residents to the downtown area
- Strategy 12: Incorporate public programming** into public spaces to consistent draws that market downtown and serve to attract private commerce

- Human Experience**
- Develop a list of current and proposed activities to program downtown life
 - Establish a series of sustainable economic themes that will drive downtown activity
 - Focus on uses that will create pedestrian vibrancy and 18 hour public street life
 - Assess viability of an entertainment venue

Objective 4: Natural Environment
Integrate natural features as a means of creating an environment for healthy living, recreation and a connected community.

- Strategy 13: Utilize "green infrastructure" design** that serves as a central tenant of sustainability and optimizes public spaces for the benefit of pedestrians
- Strategy 14: Incorporate arts and gardens** utilizing both passive and active spaces that connect residents and visitors to nature
- Strategy 15: Assess value of historic resources** as a means of defining the character and draw for downtown

- Natural Environment**
- Assess underutilized parcels for parks and greenspace
 - Consider a central civic space in a park setting design

- Partners/Collaborators:**
1. City of Auburn
 2. Barrow County
 3. Gwinnett County
 4. State of Georgia
 5. Barrow County Schools
 6. Institutions-Public & Private
 7. Employers
 8. Colleges & Trade Schools
 9. Local property owners

Update Legend (Boxes)
Blue: In process
Green: Complete