

Application Disclaimer

PRIOR TO STARTING YOUR APPLICATION, DID YOU REVIEW THE LCI GUIDEBOOK, AND DO YOU HAVE A CLEAR UNDERSTANDING OF THE LIVABLE CENTERS INITIATIVE?

We strongly recommend you review the [application guidebook](#) while filling out this application.

✓ Yes, I acknowledge that I reviewed the guidebook and fully understand the program as explained.

Section 1: Applicant Information

NAME OF ORGANIZATION

City of Woodstock

NAME OF PRIMARY CONTACT PERSON

Robyn Adams

JOB TITLE

Manager, Grants & Administrative Services

DEPARTMENT

Administration, City Manager's Office

ADDRESS

12453 Highway 92
Woodstock, Georgia 30188
United States

PHONE

(770) 592-6000

EMAIL

radams@woodstockga.gov

Section 2: Type of Assistance

TYPE OF ASSISTANCE

- Tactical: Advances the implementation of a priority action identified in a study within the LCI area.

Section 3: Project Information

NAME OF PROJECT

Highway 92 Development Standards

NAME OF LCI AREA AND LAST PLAN ADOPTION DATE

Woodstock Town Center & Highway 92 LCI Update - Adopted January 2022

TOTAL COST OF PROJECT

\$120,000.00

PROPOSED LOCAL MATCH (MINIMUM 20% OF PROJECT COST)

\$24,000.00

PROJECT LOCATION/EXTENTS

The Highway 92 Development Standards shall extend along the GA Highway 92 Corridor within the LCI boundaries.

UPLOAD STUDY AREA MAP

- [hwy-92-dev-standards-map.pdf](#)

HAS THIS PROJECT BEEN IDENTIFIED IN A PREVIOUS LCI STUDY, COMPREHENSIVE PLAN OR ANOTHER RECENTLY COMPLETED STUDY?

Yes

PLEASE NAME THE STUDY, AND REFERENCE THE SECTION OR PAGE THAT RELATES TO THIS PROJECT

Woodstock Town Center & Highway 92 LCI Update, original update doc adopted by council in Jan 2022, under Big Idea # 1, item 1.2, on document page 65 (pdf page 33 of 37)

IS THE PROJECT WITHIN AN EXISTING LCI AREA?

Yes

REPORT OF ACCOMPLISHMENT

- [2022-lci-implementation-guide-with-staff-updates.pdf](#)

PROVIDE A BRIEF STUDY GOAL AND DESCRIPTION. IN YOUR PROJECT DESCRIPTION, PLEASE BRIEFLY DESCRIBE THE SPECIFIC PRODUCTS AND DELIVERABLES THAT THIS STUDY WILL CREATE.

The Town Center & Hwy 92 LCI Update was adopted in 2022. This updated plan included “7 Big Ideas” designed based on results from community outreach. The plan includes building to standards of the authentic qualities of Downtown Woodstock and Hwy 92 and unlocking future economic growth and building long-term value with key investments in the public space. The plan also seeks to attract the market through signature creative placemaking initiatives and leveraging catalytic sites from investment and development that align with the community’s vision. The number one “Big Idea” in the implementation is building on strengths. It is recommended that based on the unique conditions of Hwy 92, there is an opportunity to better integrate the corridor into the fabric of Downtown. The project would result in the creation of Hwy 92 Dev Standards, which would be incorporated into the City Dev Code. Staff is seeking consultant assistance to prepare these standards. These standards will be intuitive, user-friendly, and provide illustrative examples. This will provide clear communication to developers, builders, and all parties involved of the expectations for development along the corridor. Incorporating these changes will align with the City’s strategic plan to create a more comprehensive and consistent experience along the corridor with a more sustainable and efficient process.

HOW DOES THIS PROPOSED LCI STUDY ADDRESS A NEED IN YOUR COMMUNITY?

Dev along Hwy 92 is currently subject to the Downtown Dev Standards. While these are ideal for the Downtown core, they are not the best fit for Hwy 92 & it is critical that the two are distinct & separate experiences. The Downtown Standards don’t consider the constraints of traffic volume, parking demand, & limited ped crossings. The architectural standards & walkability-focus often conflict with the auto-oriented uses that are commonplace along Hwy 92. The result leads to inconsistency & an increase in requests to deviate from the standards through the variance process costing both time and money. The proposed project of separate Hwy 92 Dev Standards would result in a regulatory framework that balances the goals of walkability & high-quality architectural character with the constraints previously listed. Under the revised upgraded program, projects along Hwy 92 would benefit by having ready-made dev standards to which developers could reliably use to guide their planning, resulting in a decrease in variance requests. In aggregate, a corridor where several modalities of travel can exist, benefiting one another & facilitating an increase in economic growth & investments. One LCI metric is the reduction of VMT/VT, with the goal of improving air quality. Creating a more walkable corridor, these goals may be realized within our community.

HOW DOES YOUR LCI STUDY ADVANCE OR ADDRESS ONE OR MORE OF THE FOLLOWING LCI PRIORITIES. IF THE APPLICATION IS SELECTED, THE ANSWERS PROVIDED WILL BE INCORPORATED INTO THE LCI STUDY SCOPE. PROJECTS DO NOT NEED TO ADVANCE ALL OF THE LCI PRIORITIES.

This project both advances & addresses creative placemaking by adding positive change with improvements and consistency in development standards along the Hwy 92 Corridor which serves as an important gateway into the city from east & west. It would also serve in building long term relationships with not only the existing businesses, but with future stakeholders & developers by providing set tailor-made standards simplifying the process from the beginning phase to the completion of their project. Our primary goal is to create consistent, sustainable development increasing economic growth & reforming framework conditions to attract future investment into the city. The proposed project seeks to revise development standards both along & adjacent to the Hwy 92 Corridor. We plan to work with Woodstock Arts, the city's nonprofit cultural arts organization, incorporating and expanding the city's art initiative into the corridor.

ARC STRONGLY RECOMMENDS THAT LCI APPLICANTS ACTIVELY ENGAGE COMMUNITY-BASED ORGANIZATIONS IN THE DEVELOPMENT OF THEIR LCI APPLICATION. LIST STAKEHOLDERS (E.G., COMMUNITY BASED ORGANIZATIONS (CBOS), BUSINESSES AND/OR INSTITUTIONS, AND LOCAL OFFICIALS) INVOLVED IN THE DEVELOPMENT OF THIS APPLICATION, AS WELL AS HOW THEY WILL BE INVOLVED IN THE PLANNING PROCESS, IF THE APPLICATION IS SELECTED.

The proposed project will involve a diverse group of stakeholders which will be included in the community engagement effort. Included but not limited to: Local elected and appointed officials, Reg agencies including, but not limited to: Cherokee Co, Ga Power, GDOT, Army Corps of Engineers, Property owners within study area along Hwy 92, Property owners on adjacent properties of Hwy 92 to N & S, Business owners within study area, Local/Co Econ Dev Agencies, Chamber of Commerce Officials. City staff also plans to reach out to any persons &/or parties who helped to influence the adopted Town Center & Hwy 92 LCI Update. Staff anticipates a robust civic engagement process which includes focus groups, interviews, workshops, design charrettes, or deliberative polling. These engagement initiatives will be held by way of in-person events, online opportunities &/or a hybrid of both.

WHO IN YOUR COMMUNITY HAS BEEN HISTORICALLY UNDER-REPRESENTED IN LOCAL PLANNING PROCESSES? HOW WILL THESE INDIVIDUALS OR GROUPS BE INCLUDED IN THIS PLANNING PROCESS?

As it relates to this project, property owners & (to a lesser extent, businesses) have historically been under-represented in the local planning process. This is sometimes self-inflicted due to longstanding ground leases &/or tenants that have precluded the need for redevelopment of a parcel. Other times it is caused by the ownership's lack of residency & commitment in the community or region. Other times still, the ownership is part of an LLC versus sole proprietorship. These same circumstances have made the potential formation of a CID along this same corridor area challenging. To resolve this issue, City staff plans to include property owners in the public involvement process and employ a wide variety of engagement strategies that can be accomplished from remote settings, all in an effort to solicit as much feedback as possible on the proposed project from inception to adoption.

Section 5: Commitment

ADDITIONAL DOCUMENTS

- [letters-of-support.pdf](#)

Realizing the Vision

Implementation Guide

Roadmap for Realizing the Seven Big Ideas

The summary matrix on the following pages is a catalog of all the goals, strategies, and objectives introduced in this plan. The matrix is organized into the seven big ideas.

Implementation Matrix Key

TIMELINE	EST. COSTS	ABBREVIATIONS
<div></div> Ongoing		ARC Atlanta Regional Commission
<div></div> 0-3 years	\$ Low cost	P&E Planning & Engineering
<div></div> 4-7 years	\$\$ Medium cost	TIP Transportation Improvement Program
<div></div> 8+ years	\$\$\$ High cost	SPLOST Special Purpose Local Option Sales Tax
		DDA Downtown Development Authority

Funding Sources

The implementation guide identifies potential funding sources for each of the recommendations. The following text describes the different funding sources that may be utilized:

The **City of Woodstock’s General Fund** takes in revenues from property taxes, sales tax, business taxes, business licenses, permit fees, and other sources. This fund pays for the City’s staff, public works projects, parks and recreation projects and maintenance, among other items.

Special Purpose Local Option Sales Taxes (SPLOST) are used in Georgia to pay for a variety of capital projects within a county or municipality. When voters approve the one percent sales tax for a particular project, the revenues created from that tax can be used to pay back bonds issues to complete various capital projects in the near-term. Cherokee County divides the revenues from the SPLOST among its cities, including Woodstock, according to a formula based on their population.

The **Transportation Improvement Program (TIP)** allocates funds for use in the construction of the highest priority projects in the Regional Transportation Plan (RTP), the long-term transportation vision for the ARC’s 20-county region. Projects in the TIP must be fully funded to be included.

Private partners will be the primary funding source for private developments, while public projects will largely be financed by the City and its various partners. Some public-private partnerships may be required to fund some public projects, especially those happening concurrently with private development.

Development **impact fees** are imposed by local governments who wish to charge private developers for a portion of infrastructure and public facilities needed to serve a new residential development.

PROJECT & POLICY RECOMMENDATION MATRIX		TIME FRAME	EST. COST	FUNDING SOURCES	RESPONSIBLE ENTITY
Big Idea #1 Build on Strengths					
Identify the qualities of place and qualities of life that should be preserved, enhanced, and celebrated in the vision for Woodstock's future.					
1.1	<p>Partner with conservation and outdoor recreation partners to expand the footprint, improve connectivity, and restore the health of wetland and riverine resources.</p> <p>Next Step: To leverage the proposed capital investment in the local greenway network (see 4.1-4.4), engage conservation partners such as the Trust for Public Land, Upper Etowah River Alliance, and Georgia Audubon for defined roles in outreach, education, acquisition, invasive management and restoration.</p>	<div><div></div></div>	\$\$	City, SPLOST	Parks & Rec
1.2	<p>Based on the unique conditions of the Highway 92 arterial and the opportunity to better integrate the corridor into the fabric of the Downtown District, develop new standards for properties along Highway 92 within the Downtown District that balance the goals of walkability and high-quality architectural character with the unique constraints of traffic volumes, parking demands, access management, and limited pedestrian crossings.</p> <p>Next Step: Develop scope of services and budget for grant application or internal funding sources for the creation of Highway 92 Development Standards. PROPOSED</p>	<div><div></div><div></div></div>	\$	City	Community Development
1.3	<p>Update development regulations to incentivize low-impact development, green infrastructure best practices, and urban tree canopy protection/growth.</p> <p>Next Step: Prepare a high-level case study of peer communities in conservation-minded geographies (i.e. Puget Sound, Chesapeake Bay) to develop a toolbox of potential incentives to review with the local development community and for internal fiscal analysis.</p>	<div><div></div></div>	\$	City	Community Development
1.4	<p>Enhance Downtown's presence as the region's premier cultural arts destination by formalizing a pedestrian friendly arts trail linking the Theater at City Center with the Woodstock Arts Event Green and Reeves House.</p> <p>Next Step: Identify funding partners and organizers to commission a signature piece of public art and associated unveiling event to christen the formal launch of the arts trail. Develop marketing and communications collateral to highlight the cultural institutions and current public art collection as part of launch effort.</p>	<div><div></div><div></div></div>	\$	City	Community Development
Big Idea #2 Buy Local, Walk Local					
Create a built environment and cultivate a business mix that supports local trips made on foot and bike.					
2.1	<p>Target safety and accessibility pinch points that hamper bicycle and pedestrian connections from neighborhoods within a 20-minute walkshed of Downtown.</p> <p>Next Step: Incorporate Sidewalk Gap Prioritization Program into capital planning for identified segments (see p. 71 and Transportation Recommendations Appendix).</p>	<div><div></div></div>	\$\$	City, Impact Fees	Community Development, Public Works

1.4 - City has entered into contract for development of Art in Public Places Program.

PROJECT & POLICY RECOMMENDATION MATRIX		TIME FRAME	EST. COST	FUNDING SOURCES	RESPONSIBLE ENTITY
2.2	<p>Develop recruitment strategies in the Office of Economic Development to fill the retail gaps of daily goods and services that better support local bicycle and pedestrian trips by residents.</p> <p>Next Step: Commission a retail analysis (guided by an advisory committee of property owners, brokers, and developers, residents, and local businesses) to identify gaps in convenience (primarily) and comparison (secondarily) retail activity and key locations for potential clusters. Develop a master lease model as a vehicle for the DDA to recruit desired businesses and retailers.</p>	■ ■ ■	\$	City	Economic Development
2.3	<p>Incentivize Transportation Demand Management (TDM) measures that support walking and bicycling. Such measure could include installation of bike racks, inclusion of changeroom and shower facilities for cyclists, (re)development of a bike share/car share program, and creation of bike/walk incentive program inclusive of employers, retailers, local government, & institutions.</p> <p>Next Step: Benchmark model bike/walk incentive programs (i.e. King County case study, p. 30) to develop a range of metrics and thresholds for locally-feasible amounts of walking and biking activity. Develop community survey to identify preferred incentives (i.e. gift cards to local businesses) and thresholds (i.e., no. of local shopping/dining trips per month by foot/bike) to help gauge interest and participation in bike/walk incentive program.</p>	■ ■ ■	\$\$	City, Impact Fees, SPLOST	Community Development
2.4	<p>Develop a proactive policy guideline based on evolving technologies and lessons from peer cities that leverages micromobility as a potential non-vehicular transportation option while preserving safety and the quality of public space.</p> <p>Next Step: Recommend ARC-commissioned study of local government best practices in micromobility transportation management to allow flexibility to embrace emerging non-vehicular transportation options for local trips.</p>	■ ■ ■	\$	TIP, City	Community Development
2.5	<p>Expand upon the Made Mercantile retail incubator program to further assist small businesses located there and other entrepreneurs looking to take the next step into their own space by working with landlords to identify and provide short-term ready-to-lease space.</p> <p>Next Step: Create an internal City GIS layer to track inventory of white box space that can be leased/master leased at below-market rates for short-term increments in new developments to reduce risk for developers and provide a low-cost entry point for young businesses into the Main Street and Downtown markets.</p>	■ ■ ■	\$\$	City	Economic Development
Big Idea #3 Park + Walk = Fun					
Decentralize parking areas and connect parking to local businesses and destinations with an enhanced trail network.					
3.1	<p>Expand public parking Downtown by creating small to mid-size public trailhead parking reservoirs at key locations along the Greenprints Trail System.</p> <p>Next Step: Identify key parcels for satellite parking reservoirs (see p.71) to be developed through acquisition or easement into trailhead parking in conjunction with the construction of trail segments.</p>	■ ■ ■	\$\$	Impact Fees, City	Community Development, Public Works
3.2	<p>Prioritize investment in pedestrian & bicycle facilities that connect parking reservoirs with Downtown destinations.</p> <p>Next Step: Incorporate Sidewalk Gap Prioritization Program into capital planning for identified segments (see p.71 and Transportation Recommendations Appendix).</p>	■ ■ ■	\$\$	Impact Fees, City	Community Development, Public Works

PROJECT & POLICY RECOMMENDATION MATRIX		TIME FRAME	EST. COST	FUNDING SOURCES	RESPONSIBLE ENTITY
3.3	<p>Create a parking management entity to maximize the efficiency of available parking resources and implement technology solutions to guide users to available space(s).</p> <p>Next Step: Create a City position to manage shared parking program, parking communications, technology, and operation of pooled public and private parking inventory.</p>	■ ■ ■	\$	City	Community Development, Public Works
3.4	<p>Improve parking options Downtown by brokering shared parking agreements with private property / business owners and considering a pay-in-lieu option for meeting minimum parking requirements that would fund parking programs and capital projects.</p> <p>Next Step: Under the lead of the proposed parking management entity (see 3.3), develop shared parking agreement template and guidelines for shared parking operation to be implemented with all public parking spaces, all new private developments, and proposed for participation to all property owners with existing private surface parking lots in the Main Street corridor.</p>	■ ■ ■	\$	City	Community Development, Public Works
3.5	<p>Consider a centrally managed public valet program policy that improves parking efficiencies in existing public lots, underutilized private lots, enables temporary use of right-of-way, complements curb/lane flexibility, and leverages the proposed shared parking policy.</p> <p>Next Step: Based on public valet programs in peer communities (see p. 36 for example), develop enabling legislation, operation guidelines, and prepare solicitation for qualified parking service providers to offer a community valet parking service for Downtown.</p>	■ ■ ■	\$	City	Community Development, Public Works
3.6	<p>Provide consistent wayfinding and other amenities that support safe access along pedestrian and bicycle paths. Consider extending trail access to 18-hours by adding residential-friendly lighting elements, emergency call boxes and trail mile markers to invite safe usage.</p> <p>Next Step: Based on survey results from this LCI study (see Community Engagement Results Appendix), develop a standard package of amenities, lighting, and wayfinding signage to accompany the parking and trail improvements proposed in 3.1 and 3.2.</p>	■ ■ ■	\$	City, Impact Fees	Parks and Rec
Big Idea #4 Connect the Creeks					
Transform the Noonday and Rubes Creek Trails into a greenway loop that is both an essential part of the local transportation network and a signature linear park.					
4.1	<p>Develop a greenway loop linking the Noonday Creek, Rubes Creek, Downtown Woodstock, and Highway 92. IN PROGRESS W/4.2</p> <p>Next Step: Based on conceptual alignment proposed in this LCI study (p.38-39), develop a scope and budget for greenway loop feasibility study to define a route and the enabling projects needed for implementation.</p>	■ ■ ■	\$\$\$	TIP, SPLOST	Parks and Rec
4.2	<p>Develop a complementary network of east/west greenway connectors linking the Noonday Creek Trail & Rubes Creek Trail.</p> <p>Next Step: Incorporate Sidewalk Gap Prioritization Program into capital planning for identified segments (see p. 71 and Transportation Recommendations Appendix).</p>	■ ■ ■	\$\$	TIP, SPLOST	Parks and Rec
4.3	<p>Incorporate the proposed greenway loop and greenway connectors into the Greenprints Trail System.</p> <p>Next Step: Amend and adopt updated Greenprints Trail Map to incorporate segments proposed in 4.1 and 4.2.</p>	■ ■ ■	\$\$	TIP, SPLOST	Parks and Rec

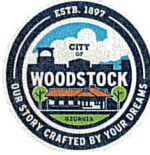
PROJECT & POLICY RECOMMENDATION MATRIX		TIME FRAME	EST. COST	FUNDING SOURCES	RESPONSIBLE ENTITY
4.4	<p>Transform the Noonday Creek & Rubes Creek corridors into signature linear parks that expand the trail network beyond recreational use to include play, education, leisure, art appreciation, social gathering, and green infrastructure.</p> <p>Next Step: Develop a scope and budget for a commissioned greenways plan that explores the opportunities for linear park space and amenities along the Noonday and Rubes Creek corridors - IN PROCESS: CONNECT THE CREEKS LCI STUDY</p>	■ ■ ■	\$\$\$	SPLOST, City	Parks and Rec
Big Idea #5 Envision the Mile on Main					
Expand the walkable, civic core of Woodstock from Downtown to the crossroads of Highway 92 and Main Street to create a sustainable, critical mass and mix of business activity and residential living options.					
5.1	<p>Define a Main Street Corridor Leasing Strategy that focuses retailing in targeted clusters and develops non-retail, public-serving or public-facing uses that complement shopping and dining areas.</p> <p>Next Step: Based on market research and community input from 2.2, create a real-time tenant prospect list that reflects the community vision and needs and allows the district management entity (City, DDA, or designated entity) to actively share data and collaborate with brokers and developers on leasing strategies and opportunities.</p>	■ ■ ■	\$	City	Economic Development
5.2	<p>Establish Main Street as a signature pedestrian promenade with high quality materials and distinct placemaking elements that serves as the public face of Woodstock.</p> <p>Next Step: Develop scope and budget for a commissioned streetscape and placemaking plan for Main Street that focuses on a standard package of signature Main Street materials, fixtures, furnishings, finishes as well as unique placemaking elements and creative civic spaces.</p>	■ ■ ■	\$\$\$	SPLOST, City	Community Development
5.3	<p>Craft a network of civic spaces along the "Mile on Main" that supports chaining of shopping and dining experiences, anchors the value of surrounding real estate, and extends the length of visit for Downtown and Main Street visitors.</p> <p>Next Step: See 5.2 above.</p>	■ ■ ■	\$\$	SPLOST, City	Community Development
Big Idea #6 Catalyze the Crossroads					
Bookend the Main Street corridor with an urban district at the crossroads of Highway 92 and Main Street that complements Downtown Woodstock.					
6.1	<p>Create a Public Realm Framework Plan that establishes a well-connected local street and trail network, public greenspace, district green stormwater management solutions, and supporting technology infrastructure for future redevelopment.</p> <p>Next Step: Develop scope and budget for a commissioned Public Realm Framework Plan that synthesizes local thoroughfare planning, trail network planning, public green space and district stormwater management, and invites technology partners to participate in creating adaptable digital infrastructure.</p>	■ ■ ■	\$	City	Community Development
6.2	<p>Define a development vision inclusive of targeted land uses/industry clusters that support economic development goals.</p> <p>Next Step: Prepare internal City preferred development program and key prospects that reflect community goals for economic and community development.</p>	■ ■ ■	\$	City	Community Development

PROJECT & POLICY RECOMMENDATION MATRIX		TIME FRAME	EST. COST	FUNDING SOURCES	RESPONSIBLE ENTITY
6.3	<p>Identify the bedrock financing tools that will enable acquisition and infrastructure improvements.</p> <p>Next Step: Commission a TAD valuation analysis, identify city- and CID- funded elements, and coordinate with the County and ARC on federal program funding (Transportation, Economic Development, Recovery) for projects that align with Administration priorities and program selection criteria including environmental sustainability, economic competitiveness, applying transformative technology, and explicitly addressing climate change and advancing equity.</p>	■ ■ ■	\$	City, Private Partners	Economic Development
6.4	<p>Identify the geographic-specific redevelopment-focused entity that will steward the development vision on behalf of the community's interest and cultivate public-private partnerships.</p> <p>Next Step: Create a City position enabled with appropriate decision-making authority and dedicated to the planning and phased development of the Crossroads District.</p>	■ ■ ■	\$	City, Private Partners	Community Development
6.5	<p>Develop a Phasing and Acquisition Strategy for properties within the Crossroads that align with the Public Realm Framework Plan and prioritizes value-drivers (e.g. trail loop) that will spur private investment. IN PROCESS</p> <p>Next Step: As an immediate follow-up to the Public Framework Plan (6.1), develop an opportunity- and impact-based phasing plan (internal or commissioned) that guides Council decision-making on development proposals and capital planning.</p>	■ ■ ■	\$	City, Private Partners	Community Development
6.6	<p>Plan for the accommodation of future transit opportunities that will strengthen Woodstock's fiscal health and competitive position via connectivity to the greater metropolitan labor and consumer markets.</p> <p>Next Step: Via Council adoption of this LCI plan, advocate and communicate at regular intervals with Cherokee County, ARC and MARTA on opportunities to better connect the core of Woodstock to the regional transit network. Establish and communicate the TOD-related benefits of the Crossroads development vision to support transit routes and facilities.</p>	■ ■ ■	\$\$	TIP, City	Community Development
Big Idea #7 Welcome to Woodstock					
Cultivate a public realm that is welcoming, flexible, and uniquely Woodstock.					
7.1	<p>Prioritize placemaking capital improvements, including implementation and expansion of the recently adopted wayfinding sign program, along high visibility corridors and key redevelopment sites.</p> <p>Next Step: Via Council adoption of this LCI study, proactively advocate with transportation authorities, private developers, and metro/local governments to incorporate creative placemaking elements into project scopes and budgets.</p>	■ ■ ■	\$ - \$\$	City, Impact Fees	Community Development
7.2	<p>Leverage the natural thresholds created by the crossings over Noonday and Rubes Creek to signal the transition to the walkable core of Woodstock.</p> <p>Next Step: Develop a scope and budget for a Call to Artists and Designers to engage the community, coordinate with transportation agencies/authorities, and prepare detailed concepts for the four bridge gateways into the Downtown district.</p>	■ ■ ■	\$\$	City	Community Development



**RED LINE ON MAP INDICATES LOCATION OF THE CITY OF WOODSTOCK'S
PROPOSED PROJECT:**

HIGHWAY 92 DEVELOPMENT STANDARDS



OFFICE OF THE MAYOR
CITY OF WOODSTOCK

MICHAEL CALDWELL
MAYOR

01 March 2023

Atlanta Regional Commission
229 Peachtree Street NE
Suite 100
Atlanta, GA 30303

To Whom It May Concern,

I am writing this letter of support for our city's LCI tactical application for the Highway 92 Development Standards project. This plan is an update to the Town Center and Highway 92 LCI adopted by Woodstock City Council in January 2022. As the Mayor, a business owner, and resident of Woodstock, I have had the pleasure of witnessing the impressive progress and positive growth within the city. As we continue to grow and evolve, it is vitally important that we continue to improve upon our plans and that we govern build and work with our stakeholders in accordance with these plans.

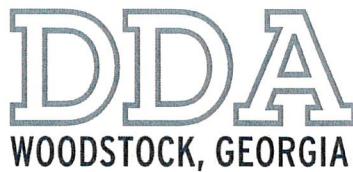
Woodstock has been a tremendous steward of resources allocated by the Atlanta Regional Commission to date, and it is in this light that I earnestly request that we be granted funding for this important project.

The funding requested is critical to achieve the creation of these standards and we are committed to completing the project expeditiously and providing the required 20% match. Please feel free to contact me via telephone should you have any specific questions about this letter or if I can ever be of any assistance to you in the future.

Thank you for your thoughtful consideration.

A handwritten signature in black ink, appearing to read "Michael Caldwell".

The Honorable Michael Caldwell
Mayor, City of Woodstock



March 1, 2023

To Whom It May Concern,

I am writing on behalf of the Woodstock Downtown Development Authority to lend support and encourage your strong consideration for funding of the City of Woodstock's LCI tactical application to create specific development standards for the Highway 92 Corridor which was initially part of the Town Center and Highway 92 LCI. Since 2003, the city has seen great success in changing development patterns in accordance with work plans established by the LCI studies and subsequent updates. This proposed project, Highway 92 Development Standards, will provide clear and concise ready-made development standards with intuitive, illustrative examples. Incorporating these changes will align with the City's strategic plan to create a more comprehensive and consistent experience along the corridor and will provide a sustainable and efficient process for all parties involved.

I appreciate your consideration of this application. If you should have any further questions, please feel free to reach out to me at 678-758-4124.

Sincerely,

A handwritten signature in blue ink that reads "Brian Stockton". The signature is fluid and cursive, with the first name "Brian" and last name "Stockton" clearly legible.

Brian Stockton
Executive Director