



GEORGETOWN DOWNTOWN DEVELOPMENT DISTRICT



TASK FORCE
WORKSHOP –
VISIONING &
GOALS


11/23/2015



INTRODUCTIONS
MODEL PROJECTS
DISTRICT BOUNDARY
LESSONS LEARNED
SWOT ANALYSIS
DRAFT GOALS & OBJECTIVES
COMMUNITY SURVEY
NEXT STEPS



TODAY'S
AGENDA




INTRODUCTIONS



Welcome





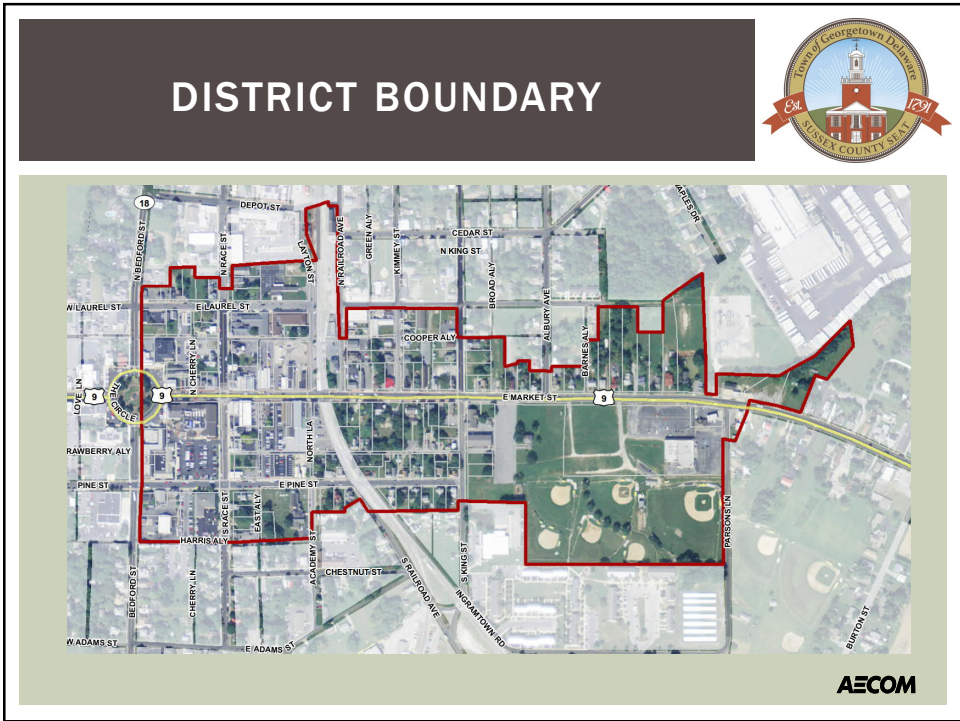
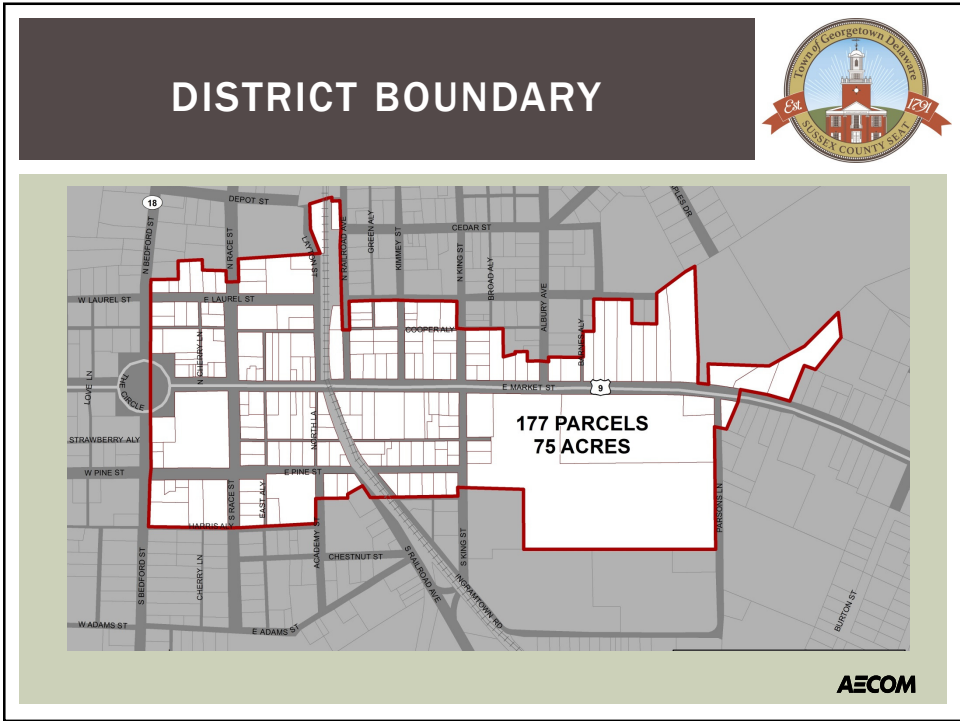
INTRODUCTIONS



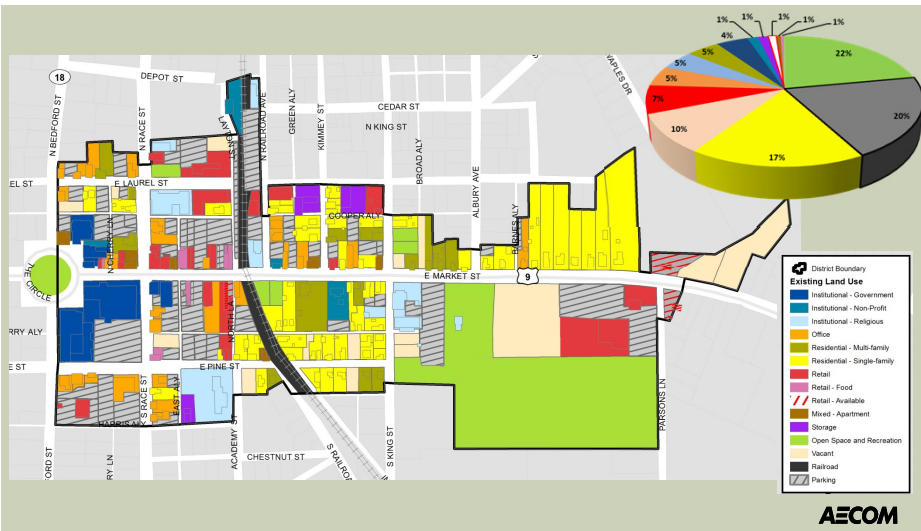
What is a downtown?

The central area or main business and commercial area of a town or city.





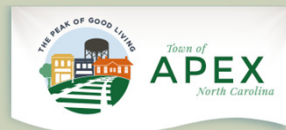
DISTRICT BOUNDARY



MODEL PROJECTS



Winchester
Virginia

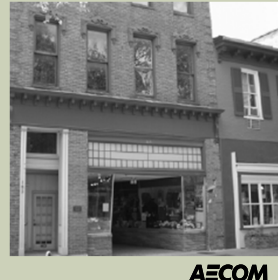
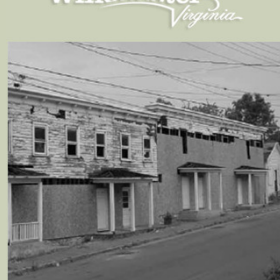


THE CITY of
Milford
DELAWARE

KESWICK
VILLAGE

AECOM

MODEL PROJECTS



Winchester
Virginia

AECOM

MODEL PROJECTS



Winchester
Virginia



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MODEL PROJECTS



Brewbaker's

Built 1850s

Current Use: Restaurant

Old Assessed Value: \$512,700

New Assessed Value: \$703,300

Construction/Other Costs: \$50,000



Winchester
Virginia

AECOM

MODEL PROJECTS



Bell Building

Built 1938

Current Use: Mixed Use – Café/Office

Old Assessed Value: \$189,000

New Assessed Value: \$725,700

Construction/Other Costs: \$140,000

Substantial Rehabilitation Property Tax Abatement



Winchester
Virginia

AECOM

MODEL PROJECTS



Residential Townhouses

Built 1900

Current Use: Residential

Old Assessed Value: \$385,700

New Assessed Value: \$1,167,600

Construction/Other Costs: \$455,000



Winchester
Virginia

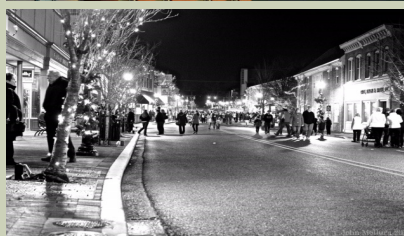
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MODEL PROJECTS



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MODEL PROJECTS



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MODEL PROJECTS



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MODEL PROJECTS



Sheridan Hollow,
Albany



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LESSONS LEARNED



- Stakeholders – people who own property and/or (potential) investors
- Reduce regulatory processes – both requirements and time
- Politics – stay out of the process
- Existing structures vs. new construction
- Anchor projects are the catalyst
- Repurposed materials are a plus

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**A LIVE/WORK/PLAY
COMMUNITY REQUIRES A
MIX OF RESIDENTIAL,
RETAIL, SERVICE, AND
ENTERTAINMENT USES.**



**DRAFT
GOALS &
OBJECTIVES**

From the NBBF
Application

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**MARKETING, PROMOTION,
AND ADDITIONAL BRANDING
EFFORTS ARE NEEDED TO
ENCOURAGE LOCAL
RESIDENTS, EMPLOYEES,
AND VISITORS TO
REGULARLY VISIT
DOWNTOWN BUSINESSES
AND COMMUNITY EVENTS.**



**DRAFT
GOALS &
OBJECTIVES**

From the NBBF
Application

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ADDITIONAL STREETSCAPE IMPROVEMENTS, URBAN DESIGN STANDARDS, AND WAYFINDING SIGNAGE WILL HELP STIMULATE FOOT TRAFFIC BY MAKING THE STREETS MORE PEDESTRIAN FRIENDLY, BEAUTIFYING THE PUBLIC REALM, AND PROMOTING PUBLIC SAFETY THROUGH STREET ACTIVITY.



DRAFT GOALS & OBJECTIVES

From the NBBF Application

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DRAFT GOALS & OBJECTIVES



Goal

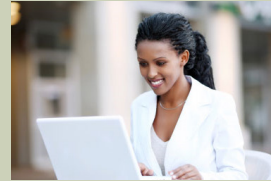
Objective(s)

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COMMUNITY SURVEY



- Discuss questions (Task Force)
- Prepare outreach brochure (AECOM)
- Create online survey forms (AECOM)
- Test online survey forms (AECOM)



Survey Release Date – 12/3
Holiday Photo Booth Promotion



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NEXT STEPS



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- Finalize survey for website release
- Prepare for *Community Event* on December 3
- Continue drafting Strategies & Implementation
- Prepare for *Strategies Workshop*
- Continue working on Maps

TASK FORCE MEMBERS

- Participate at *Community Event* on December 3
- Continue thinking about possible strategies and ways to implement

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NEXT STEPS



■ UPCOMING EVENTS – DATES?

- **Community Event – December 3**
Who can attend?
- **Task Force Meeting No. 3**
survey results, goals, SWOT update, revised maps
- **Public Workshop**
existing conditions analysis, survey results, SWOT draft goals
- **Task Force Meeting No. 4**
final document
- **Public Hearing – March 9 or 23**

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QUESTIONS?

Project Point of Contact:
Lauren Good
lauren.good@aecom.com
 (302) 781-5906

