



DOWNTOWN WEST POINT

master plan



July 2013

ACKNOWLEDGEMENTS

WEST POINT MAYOR AND CITY COUNCIL

Drew Ferguson, Mayor
Joseph R. Downs, III, City Council
Gerald Ledbetter, City Council
Gloria Ramsey Marshall, City Council
Sandra Thorton, City Council
Benjamin F. Wilcox, City Council
Judy Wilkinson, City Council

WEST POINT STAFF

Ed Moon, City Manager
Cheryl Magby, Better Hometown
Sammy Osborne, Community Development

STEERING COMMITTEE MEMBERS

Larry Duncan, Historic Preservation Commission
Buffy Ferguson, Better Hometown
Richard Fuller, Troup County Recreation Board
Bill Gladden, Planning Board
Joe Hill, Downtown West Point Development Authority
Gerald Ledbetter, City Council
David Lyons, West Point Development Authority
Ed Moon, City Manager
Todd Weaver, Point University
Griggs Zachry, West Point Development Authority

CONSULTANT TEAM

Lakey Boyd, Market + Main, Principal
Aaron Fortner, Market + Main, Principal
Harry Boxler, Market + Main
David Burt, Market + Main
Nathan Gallentine, Market + Main

CONTENTS

CHAPTER 1 DOWNTOWN OVERVIEW 004

The Role of Downtown	005
Downtown Strategy	006

CHAPTER 2 BIG IDEAS 010

Downtown Recommendations	011
Westside/Waterworks	012
Uptown	014
Downtown Core	016
Riverside Village	024
Recreation Campus	026

CHAPTER 3 COMMUNITY ENGAGEMENT 028

Kickoff Meeting Summary	029
Plan Presentation Summary	033

APPENDIX

Previous Plans and Studies	
Implementation	

FIGURES

Figure 1: Westside/Waterworks Map	012
Figure 2: Uptown Map	014
Figure 3: Downtown Core Map	016
Figure 4: 10th Street Bridge Existing Section	018
Figure 5: 10th Street Bridge Road Diet Concept	018
Figure 6: Hwy 29 Existing Section	019
Figure 7: Hwy 29 Road Diet Concept	019
Figure 8: Proposed Riverfront Park Plan	020
Figure 9: Downtown Riverfront Park Rendering	021
Figure 10: 2nd Ave Infill Development	021
Figure 11: 10th Street Bridge Conceptual Perspective Rendering	022
Figure 12: Hwy 29 Conceptual Perspective Rendering	023
Figure 13: Riverside Village Map	024
Figure 14: Riverside Village Conceptual Perspective Rendering	025
Figure 15: Recreation Campus Map	026

CHAPTER 1



DOWNTOWN OVERVIEW

THE ROLE OF DOWNTOWN

For more than 150 years West Point's Downtown has stood as a representation of the greater community. When the rail lines came through and established the City as a major transfer spot between Georgia and Alabama, Downtown West Point grew to accommodate this strategic role. When the Civil War raged throughout the nation and the region, West Point's Downtown changed and evolved accordingly as a military town with its proximity to Fort Tyler on the hill overlooking the City. When the textile industry flourished along the banks of the Chattahoochee River, Downtown West Point proudly grew into this new role as a corporate base, a cultural center and regional destination. And when West Point fell on harder times in the latter years of the 20th Century, the Downtown again dutifully played its part of representing the times with corporate and commercial closings and relocations, vacant and neglected buildings and an overall loss of activity and viability.

While the closing of the last century brought about decline and neglect, the dawning of the new century welcomed a new hope and a new role for this resilient Downtown. Over the last decade, Downtown West Point has represented the City's revitalization and determination. The Downtown has successfully reversed its several-decade slide and now boasts a vibrancy consistent with the City's many economic achievements. The Kia Motors Corporation has invested significantly in the community, locating a massive manufacturing plant within West Point. Point University (formerly Atlanta Christian College) has relocated its campus from East Point, Georgia to Downtown West Point and in doing so has served to provide another infusion of life and activity into the Downtown. In tandem with these new community tenants, local businesses and merchants have been building successful businesses right in the heart of Downtown West Point, supported by City-led efforts to beautify the Downtown through the State of Georgia Better Hometown Program, facade improvement initiatives and significant investments in upgrading the district streetscapes.

This Downtown planning initiative serves as a strategic tool for ensuring that the proper infrastructure is put into place to enable Downtown to become the kind of a place that represents all of the rich potential of the 21st Century West Point community. The West Point of today and the West Point of tomorrow is several things. It is a place with abundant recreational and natural resources. It is a small town that cares - the perfect setting for young families. It is a City that embraces business and innovation. And it is a community that is committed to providing a dynamic quality of life for all of its citizens regardless of age, income or race.

This Downtown Master Plan establishes the framework for ensuring that Downtown West Point successfully represents in the future all that is already so valuable within the community today.

DOWNTOWN STRATEGY

Creating a vibrant and successful Downtown takes a great deal of planning and several years of implementation. One of the first steps in revitalizing a Downtown is the introduction of significant programming, including festivals, concerts, and performances. As these important first steps are undertaken, in order for these efforts to continue to grow into a full-scale revitalization, Downtown West Point will have to dramatically increase its trade area in order to be economically viable over the long-term. There are five strategic areas that West Point should focus on for its Downtown to be a vital and sustainable community cornerstone for the future.

DOWNTOWN AWARENESS & PROGRAMMING

Downtown West Point is not the heart of the community as it once was. Residents have become accustomed to traveling to neighboring cities for shopping, dining, and entertainment. This is a problem because revitalizing a Downtown is a major undertaking that depends upon buy-in from local citizens, local businesses, and local government. To be successful, local residents must believe that the Downtown has a viable future and that real progress is taking place. Much has been done in the last decade to re-establish this connection between the community and the Downtown, but much more remains to be done.

Potential customers must be encouraged to come to Downtown West Point and then stay long enough to spend money in the businesses. One of the most effective ways to accomplish this is through increased programming, including live music, events, festivals, etc. Heavier and more consistent programming in Downtown West Point is needed. Trying for at least an event a month is a good guideline for Downtown programming. To achieve this, the City must provide a truly programmable space that could host the community's already existing events, as well as future additional events and festivals, so that groups of people (whether locals, students, or visitors) who are already Downtown will be more likely to make purchases. Providing space for extensive Downtown programming will serve existing residents as well as draw the attention of visitors passing through and could even ideally alter their plans in order to spend more time in West Point. An area for people to congregate in Downtown and potentially spend more time there is strongly needed.

The bottom line in raising awareness is trying to reach more audiences. Increasing the choices -- whether housing, shopping, eating, or recreating -- increases the number of people that would be interested. Providing as many options, in as wide a variety as feasible, is the foundation to raising awareness of Downtown West Point in the greater market areas, which will increase the customer base for the long-term economic vitality of Downtown. As part of these efforts, the City should also begin to track visitors to the area to better understand this customer segment. This could be accomplished through registries at the Visitor's Center, information collected from raffles at events, and New Horizon Community Theatre ticket sales.

DOWNTOWN MANAGEMENT

A challenge faced by most Downtown areas is that the ownership of the buildings will most likely always be fragmented. This makes it difficult to create a cohesive leasing, marketing, and operating strategy. For these reasons, it is essential that there be one point person organizing all aspects of Downtown improvement and growth. Fortunately, West Point has been designated as a Georgia Better Hometown Community. This program has an opportunity to help serve in a cooperative and partnership role with merchants to help "manage" Downtown as a single district. Ideally, this program can help to provide staff that functions essentially as the "manager" of Downtown, working with merchants to achieve consistent store hours, coordinate advertising and coupon campaigns, ensure preference for Downtown merchants as vendors during events, conduct business recruitment and target market outreach, among other tasks.

The Better Hometown program was created by the State of Georgia to provide a comprehensive Downtown economic development strategy for communities of less than 5,000 population. It is based on the successful formula created for the national Main Street program. This formula consists of four points: design, organization, promotion, and economic restructuring. For any successful Downtown redevelopment, all four of these points must be addressed. The State provides many resources for Better Hometown communities and West Point should make full use of all of these services. It is imperative that the four points mentioned above are used to create a concrete list of short-term and long-term goals for Downtown West Point and a detailed plan to implement each of these goals. There also must be acceptance and "buy-in" for this plan from a majority of building and business owners. With a strong strategy and the cooperation of Downtown stakeholders, Downtown West Point could become more of a destination for the greater area.

DOWNTOWN BUSINESS DEVELOPMENT

There has not been a clear framework for business development in Downtown West Point. That is not at all to say that the previous and current Downtown efforts have not been beneficial. But, in order for a small Downtown retail district to thrive and expand, there has to be a strategy. A strategy should include: the kind of businesses desired; specific tenants that would meet those parameters; quality marketing materials oriented towards attracting new businesses; a recruitment team that deals with inquiries as well as pursuing targets; and benchmarks to guide the process. Further, there also has to be a system in place to serve existing businesses and ensure they are successful, that their needs are being met, and that as the diversification of tenant mix happens, all businesses are able to achieve a fair market share and friendly competition can be handled within the marketplace. West Point has already taken a significant step in taking part in developing a more-informed strategy by participating in funding a County-wide retail market study.

The key to sustainable development is a diversity of goods and services to appeal to the widest customer base feasible. It is critically important to expand the types and sizes of businesses in Downtown West Point in an effort to achieve long-term sustainability. Additionally, keeping retail centralized in a district helps to bring more customers, as it becomes a destination unto itself. The localized competition begins to help all stores, even those that might be carrying similar products, as customers spend more time, and thus more money, in the immediate area.

For West Point, the priority should be for new tenants -- both retail and office uses -- to be attracted to fill existing vacant space along 3rd Avenue. Infill projects should be pursued in the long-term, as existing vacant space achieves a consistent absorption rate. Attracting some destination tenants located near the Downtown area will serve as support for existing and new businesses in Downtown.

DOWNTOWN DESTINATIONS

The need for destination uses within Downtown West Point is high. Giving people more than one reason to visit an area helps to expand the number of visits, the time of visits, and the number of people involved. The renovation of the train depot into the Visitor's Center and event space is significant, as are the streetscape improvements and other aesthetic enhancements that have been done. However, there must be active or programmed uses included to serve as a consistent and active attractor.

Restaurants, theatres, and programmed gathering spaces are all uses that can be destinations unto themselves. They bring people to an area that, once there, might expose them to other activities, goods, or services that they might want to engage in or remember for a future visit or purchase. Again, heavier and more consistent programming in Downtown is needed, but there has to be a community gathering space to do that in. The more often people visit an area, the more likely they are to return. Of course, part of the challenge in Downtown today is that people do not have a lot of options of things to do or a wide variety of shops to visit, which is why business diversification and expansion is needed as well.

In addition to a dedicated community gathering space, the Riverfront has tremendous potential to draw residential and commercial development that would not consider West Point otherwise. Leveraging the Riverfront property along the Chattahoochee River can be a differentiating factor for West Point in comparison to the surrounding area, and the larger market areas, as it is truly a unique asset. Further, West Point's Riverfront has the opportunity to be Downtown's "welcome mat," particularly with an additional amenity and destination like a Riverwalk.

DOWNTOWN FUNDING

To ensure long-term viability of Downtown West Point, it is important to dedicate funding towards revitalization and maintenance efforts. Dedicated funding could support staffing, programming, and physical improvements, among other efforts. Oftentimes what can happen in a community is that Downtown becomes a focus based on an individual's interest or a certain project is rallied around, but that focus gradually lessens over time as people transition, goals are met, or funding is altered based on other priorities. If funding for Downtown does not remain a priority and at its fullest feasible potential, then the overall vision and direction of the Downtown is left to happenstance. This can be a critical misstep for any community, as the Downtown is both a "front door" for the community and a strong indicator of economic health and quality of life for the greater community.

In addition to general funds, the City should consider creating a low interest loan fund for two key purposes: business assistance and building upgrades. Because bank funding is very difficult to procure in the current economic environment, a revolving loan fund could provide the competitive advantage necessary to convince a small business to choose Downtown West Point over any number of locations or shopping centers in the greater area if start-up assistance is offered. On the other hand, maintenance and repair of older buildings can be very expensive, and many times the lower Downtown rents do not justify the expense. A low interest loan program could make these repairs more economically viable for owners or tenants.

CHAPTER 2



BIG IDEAS

DOWNTOWN RECOMMENDATIONS

The recommendations of the Downtown West Point Master Plan are strategically and specifically addressed to deal with current problems, address existing issues, and enable the community to realize its immense potential. While this plan is extensive in its capacity, it is vitally important to the ultimate success of the implementation of the overall plan that the proper strategy be utilized. Given the existing fiscal constraints experienced by local government, these recommendations are structured to stretch limited dollars and to position the City favorably, given its limited funds and resources.

It is important to note two key concepts that were applied to the recommendations strategy of this process. First, a tremendous amount of good work has already been done in terms of planning for the Downtown area. This plan does not attempt to “repackage” all of the various strategies, policies or recommendations that are otherwise considered sound and should still be followed. Rather this plan attempts to delineate the most important steps for the City to take over the next several years to ensure that the Downtown remains strong and vibrant. Lastly, this plan is cognizant that local budgets are stretched, and, as a result, funding must be spent wisely with limited dollars doing as much as is possible to provide a true “bang for the buck.”

The following recommendations are bold and visionary and will enable Downtown West Point to leverage its unique position within the region. Recommendations are subsequently broken down into the following geographic areas within the Downtown study boundary:

- + Westside/Waterworks neighborhood
- + Uptown
- + Downtown Core
- + Riverside Village
- + Recreation Campus

All Master Plan recommendations are further assigned corresponding time frames and responsible agency for implementing corresponding recommendations in the Appendix portion of this document.

WESTSIDE/WATERWORKS

EXISTING

This area is north of 10th Street, west of 4th Street/Roper Avenue, south of 15th Street and east of Alabama-Georgia state line. The area is predominately single-family residential. There is a small park in the neighborhood, as well as a portion of the historic Fort Tyler. The neighborhood was designated in 2011 as a historic district, based on the historic character, age, and value of the many historic homes and buildings included in the district.

COMMUNITY

The feedback from the community on this area primarily centered on preserving its historic character and enhancing the aesthetics of the area.

VISION

The vision for the Westside/Waterworks neighborhood is a historic single-family residential area. The quality of life of the area will be improved through the enhancement of aesthetics and improvement of infrastructure. The neighborhood will be a desirable and supportive place for existing families and continue to attract new families.

RECOMMENDATIONS:

- + Maintain and preserve the historic character of area.
- + Maintain and preserve single-family residential character of area.
- + Install uniform signage denoting neighborhood and historic district.
- + Install uniform street lights that complement the historic character of the area.



FIGURE 1: WESTSIDE/WATERWORKS MAP

- + Ensure walkable sidewalks are on at least one side of every street in area.
- + Improve landscaping, both for individual properties and maintenance of the area as a whole.
- + Develop new neighborhood playground in existing park area.



The quality of life in the area needs to be improved through the continued provision of well-lit and walkable sidewalks on all streets.



A new neighborhood playground would support existing families while providing an attractor for new families to move into the neighborhood.

UPTOWN

EXISTING

The Uptown portion of the Downtown is the area north of 10th Street, west and south of the Chattahoochee River and east of the Westside and Waterworks neighborhood. The area is underdeveloped with a significant amount of undeveloped land and vacant buildings. Active uses in the area include a small number of single family houses, as well as a variety of local businesses.

COMMUNITY

One of the areas with the greatest support for change from the community is located in this Uptown district - the abandoned Circle K/convenience store on 3rd Avenue. This site represents much of the Uptown area, in that it is underutilized and could be better used. The community feedback was overwhelmingly in support of this area becoming a mixed use district with higher density housing complemented by new businesses and restaurants going into existing vacant buildings. There was also a clear consensus that emerged for engaging the River frontage in this area with a trail system that would be accessible to the community throughout this subarea.

VISION

The vision for the Uptown district of the Downtown is the continuation of the amenitized Riverfront complete with a publicly accessible Riverfront trail and path area. Existing historic homes in the subarea will convert in use to accommodate restaurants, businesses and boutiques while maintaining the historic character of the buildings. New infill development will occur, which will provide higher density residential housing in the form of apartments and townhomes to take advantage of the strategic location along the River and adjacent to the heart of the Downtown.



FIGURE 2: UPTOWN MAP

UPTOWN RECOMMENDATIONS:

- + Rezone the entirety of the Uptown area to allow for higher density commercial and multi-family uses.
- + Require all new development along the River to provide a publicly accessible path/trail for the entire length of the River frontage.
- + Provide key areas of access to the River path/trail from the public streets and sidewalks.
- + Encourage the adaptive re-use of historic structures to accommodate new businesses to the area.
- + Work with Uptown property owners to provide commercial uses that compliment and don't compete with the role of the Downtown core as the retail heart of West Point - uses should be smaller in scale, neighborhood-serving or rooted in the identity of the historic single family structures of the area as ways of establishing a unique identity for the area.
- + Establish district-wide "Uptown" signage and streetscapes that further create a unique identity for this area.



Townhomes and other forms of multi-family in the Uptown district are needed to provide additional housing options for Downtown.



Older homes in the area should adapt in use to accommodate restaurant, office and retail uses.



A path/trail along the River would stretch between the 10th Street bridge and the Westside/Waterworks area.

DOWNTOWN CORE

EXISTING

As the historic heart of the community, the Downtown core is the epicenter of this Downtown plan. This area represents the commercial and retail center of the Downtown and is the site of the historic main street of the town. The area along the River also contains many existing civic uses, such as the City Hall, library and other City services. The Downtown core is also defined by State Route 29, which bisects the civic uses along the River from the commercial heart of the Downtown.

COMMUNITY

Community feedback for this area indicates a desire to see some things stay as they are today, such as the preservation of the Downtown core as the commercial heart of the Downtown, as well as to see the City Hall remain in this same area into the future. But overall, the feedback also indicates a significant desire to see things change from what they are today. The community would like to see more residential uses in the Downtown core, with a continued broadening of the retail and restaurant offerings provided in the area. There is also an overwhelming preference from the community that the area between Highway 29 and the Chattahoochee River would become a new Riverfront park and Riverwalk for the community.

VISION

The vision for the Downtown core is for the area to continue to be the heart of West Point, with expanded opportunities for retail, residential and recreation. The area should grow in terms of the opportunities for living and residing within the Downtown. Restaurants and entertainment



FIGURE 3: DOWNTOWN CORE MAP

options should continue to emerge, broadening the range of offerings to the West Point community. And the Riverfront area containing the current City Hall and City owned land should be transformed into the new “town green” and Riverfront park area. The state highway that currently bisects the River from the Downtown main street should be modified to close this gap, by re-allocating the current right of way of the road to accommodate for cyclists and pedestrians and new streetscapes that better support the adjacent Riverfront park investment.

DOWNTOWN CORE RECOMMENDATIONS:

- + Incentivize the adaptation/conversion of vacant square footage within the Downtown to residential uses.
- + A small-scale theater for movies/film should be pursued for the Downtown core.
- + Continue to expand the Downtown streetscape improvements on a block-by-block basis to areas of the Downtown still in need of upgraded sidewalks and street furniture.
- + Implement more frequent programming in Downtown, such as events, festivals, live music, performances, etc.
- + Implement system to better track visitors to Downtown, through events, merchants, and venues.
- + Dedicate one point person for all things downtown on a full-time basis: this person would essentially be the “downtown manager.”
- + Leverage Better Hometown program by utilizing four-point revitalization approach and access to resources.
- + Develop Downtown action plan to be updated on annual basis, including concrete short-term and long-term goals around all four points of Better Hometown program.
- + Establish Downtown business development strategy, including both attraction and retention/expansion efforts.
- + Dedicate funding towards revitalization and maintenance efforts and to support staffing, programming, and physical improvements.
- + Consider the creation of a low interest loan fund for business assistance and building upgrades.



Incentives should be provided to adapt and convert vacant upper floors of commercial buildings into residential uses.

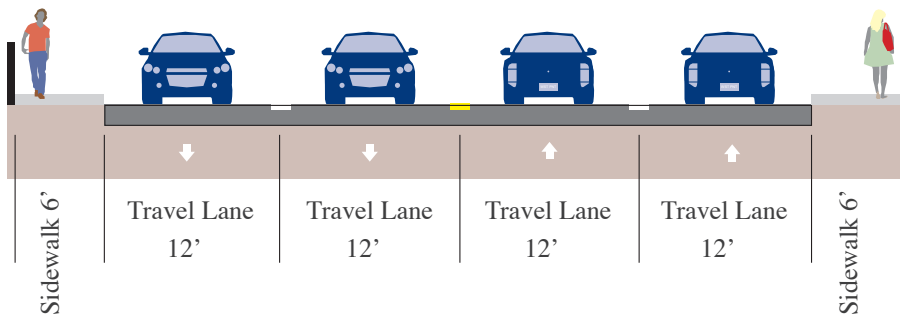


A theater should be attracted into the Downtown district to provide additional opportunities for movie watching.

DOWNTOWN CORE RECOMMENDATIONS (CONTINUED):

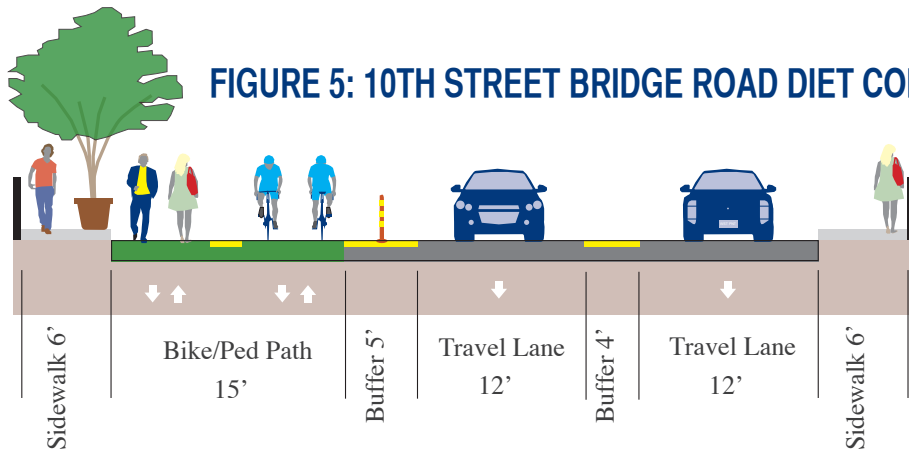
- + Provide for expanded opportunities for pedestrian and bicycle usage on the 10th Street Bridge (Figure 4).
- + Options for 10th Street Bridge pedestrian and bicycle access include the following:
 - Leveraging the low traffic volumes of the roadway to reallocate the existing street right-of-way to accommodate pedestrian and bicycle lanes. (Figures 5 & 11);
 - Building a new pedestrian and bicycle lane by cantilevering off of the existing bridge; or
 - Building a new stand-alone pedestrian and bicycle bridge over the Chattahoochee River.

FIGURE 4: 10TH STREET BRIDGE EXISTING SECTION



10th Street bridge traffic volumes support a reduction in the total number of vehicular travel lanes.

FIGURE 5: 10TH STREET BRIDGE ROAD DIET CONCEPT



Excess travel lanes could be reallocated to provide bike and pedestrian lanes.

DOWNTOWN CORE RECOMMENDATIONS (CONTINUED):

- + Provide for expanded opportunities for pedestrian and bicycle usage on Highway 29 (Figure 6).
- + Options for Highway 29 pedestrian and bicycle access include the following:
 - Leveraging the low traffic volumes of the roadway to reallocate the existing street right-of-way to accommodate pedestrian and bicycle lanes. (Figures 6 & 12); or
 - Acquiring additional land adjacent to the roadway to construct new pedestrian and bicycle facilities.



Highway 29 traffic volumes support a reduction in the total number of vehicular travel lanes.

FIGURE 6: HWY 29 EXISTING SECTION

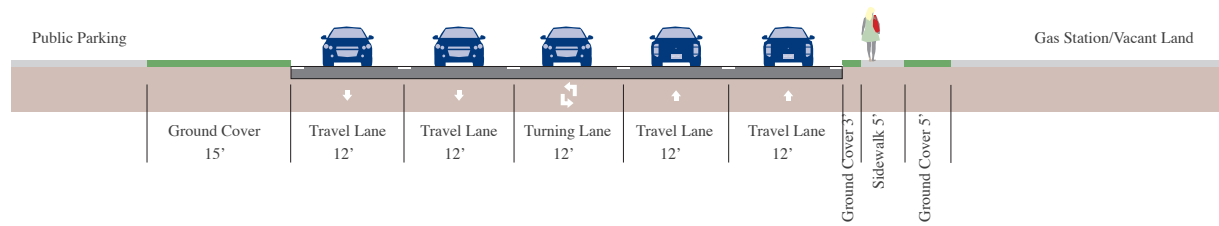


FIGURE 7: HWY 29 ROAD DIET CONCEPT

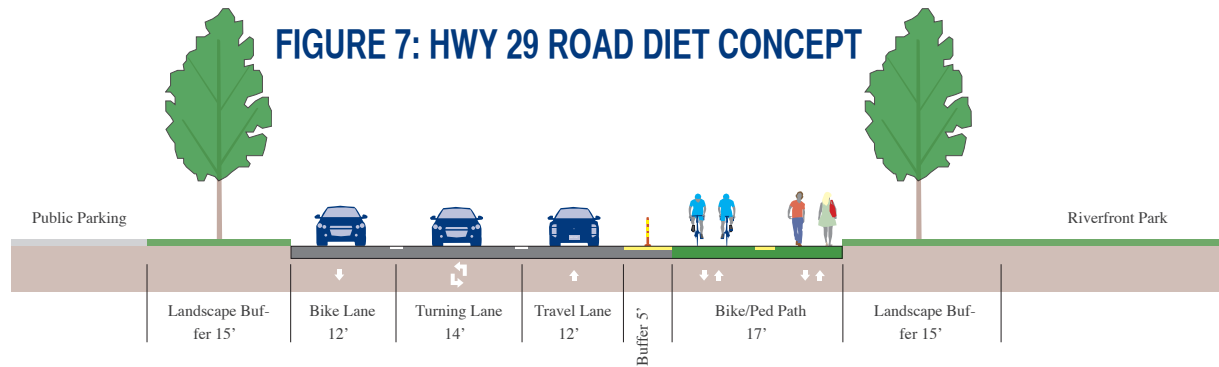
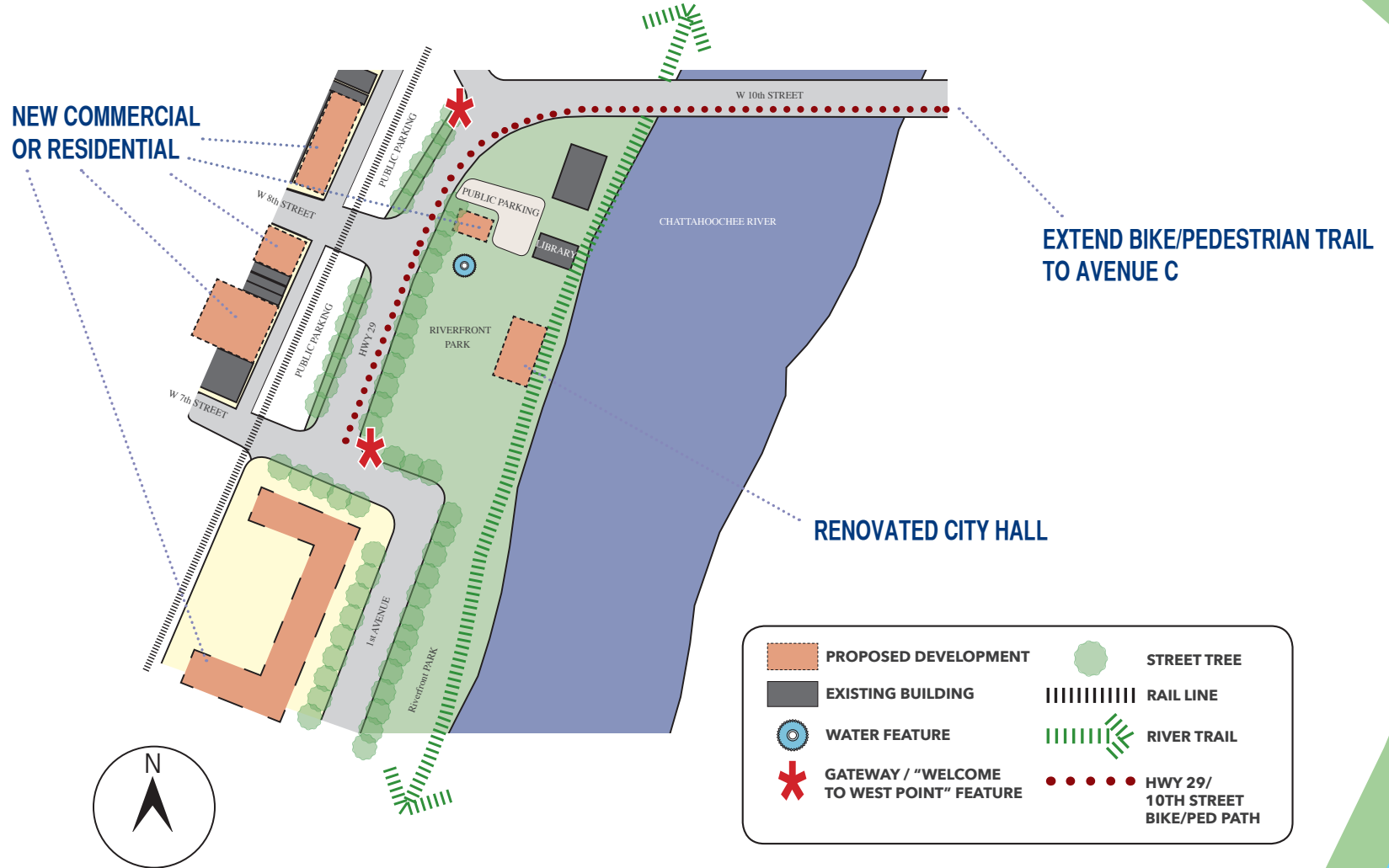


FIGURE 8: PROPOSED RIVERFRONT PARK PLAN



DOWNTOWN CORE RECOMMENDATIONS (CONTINUED):

- + Create a new “Town Green” open space utilizing City-owned and privately-owned parcels adjacent to City Hall and the Chattahoochee River for event and public gathering opportunities (Figures 8 & 9).
- + Establish City standards for the Riverfront park, park furniture, streetscapes and related amenities.
- + Renovate City Hall so that it is more aesthetically appealing and suitable as a focal point for the new City park, serving as a true civic anchor that helps to activate the public space.
- + Create a Riverwalk along the River through the Downtown core and next to the new City park (Figures 8 & 9).
- + Attract new infill development projects into vacant parcels within Downtown, with a focus on 2nd Ave west of the railroad in order to create a more appealing facade across from the new park (Figure 10).
- + Landscape heavily along the west and east side of the rail line and the public parking lots to provide for a more appealing aesthetic across from the new park (Figures 8 & 9).
- + Program more Downtown events in conjunction with the newly created Riverfront park.
- + Attract new retail and office tenants to fill existing vacant space along 3rd Avenue.
- + Rezone all of the Downtown Core to CBD zoning and update the zoning to allow colleges and dormitories.

FIGURE 9: PROPOSED RIVERFRONT PARK RENDERING



**FIGURE 10:
2ND AVE INFILL
DEVELOPMENT**

FIGURE 11: 10TH STREET BRIDGE CONCEPTUAL PERSPECTIVE RENDERING



FIGURE 12: HWY 29 CONCEPTUAL PERSPECTIVE RENDERING



RIVERSIDE VILLAGE

EXISTING

The proposed Riverside Village area is currently comprised of various smaller parcels that are a combination of both City-owned and privately-owned lots. The largest property in the area is the commercial logging enterprise that stretches to the Georgia-Alabama state line. The subarea is bound by 3rd Ave to the west, 7th St to the north, the Chattahoochee River to the east and the state line to the south.

COMMUNITY

The predominant feedback from the community was centered around the desire to see all of the River frontage through the Downtown area transformed into a new community amenity, complete with points of access and opportunities for recreation. Secondly, there was clear community sentiment to see the “underutilized” land be better utilized, by relocating the City services and maintenance facilities to another site, for the purposes of accessing and enjoying the River.

VISION

The vision for the Riverside Village area involves the creation of a new urban community, complete with dense living, walkable streets and a Riverfront park and path system. The residential options in the new village would include higher density living that would provide a variety of price points and options reflecting a range of affordability. The village would be oriented to an extended Riverfront Park and path system that would serve as linear extension of the new City park at the City Hall location. New streets and sidewalks will provide a new infrastructure for this development and a mixture of non-residential

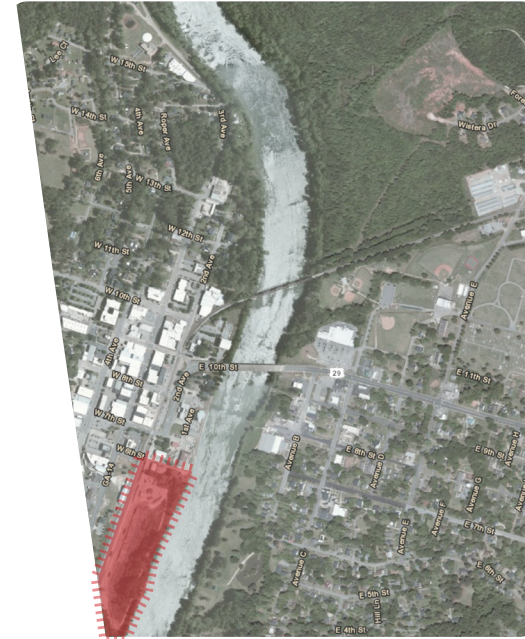


FIGURE 13: RIVERSIDE VILLAGE MAP

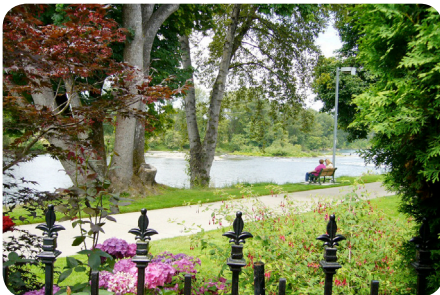
uses will be incorporated at key intersections to provide additional services and commercial opportunities to the residents and visitors of this new urban neighborhood.

RIVERSIDE VILLAGE RECOMMENDATIONS:

- + Package City-owned parcels and a new low-interest loan fund to attract a development team to implement the Riverside Village concept.
- + Rezone the area to the CBD zoning district.
- + Require a Riverfront park and trail to be a part of any development within 100' of the River.
- + Establish City standards for the Riverfront park, park furniture, streetscapes and related amenities.



A new urban residential village should anchor the Downtown along the southernmost portion of the River.



A linear park and Riverwalk must be established along the entire length of the new Riverside village.

FIGURE 14: RIVERSIDE VILLAGE CONCEPTUAL PERSPECTIVE RENDERING



RECREATION CAMPUS

EXISTING

The Recreation Campus is the area north of 10th Street, west of West Point Road, south of the railroad track, and east of the Chattahoochee River. The area includes several ball fields for organized sports, tennis courts, trails, and a playground. There is also administrative space, as well as the currently vacant former West Point High School facility.

COMMUNITY

The feedback from the community on this area was resoundingly positive about the improvements that have been implemented in the last few years. People appreciate both the quality and variety of fields and programmed activities. The primary expression for this area was the desire for it to be truly open and to provide recreational opportunities for all of West Point's citizens. The desire for easily accessible space to allow free and open play or "pick-up" games to kids and adults alike was strongly voiced. There was also a sentiment expressed from the community that the City does not overextend its resources in this area.

VISION

The vision for the Recreation Campus is the continuation of developing it into a first class amenity that the entire community can enjoy. A splash pad should be provided as a refreshing and fun play area for youth, with the intent of leveraging a highly visible location to further the economic development impact of the investment. A "free play" field that has no programmed activities and is open to everyone in the community to have "pick-up" games and informally organized recreational activities should



FIGURE 15: RECREATION CAMPUS MAP

be provided as well. The Recreation Campus should continue to expand over time to include an indoor recreation center and expanded parking facilities.

RECREATION CAMPUS RECOMMENDATIONS:

It is important to note that the recommended next steps for the Recreation Campus were strategically selected to fit into the remaining budget from the SPLOST funds allocation.

- + Acquire additional land to expand the Recreation Campus with a new open/free play field.
- + Develop a splash pad facility in location with clear visibility from 10th Street to contribute to developing a gateway effect and to incent redevelopment of the surrounding area.
- + Stabilize the former West Point High School building and re-use it for administrative offices, indoor recreation activities, such as dance, gymnastics, etc., as well as community meeting space.
- + Construct a maintenance shed facility for needed maintenance equipment or use some of former West Point High School building space, as needed.
- + Provide non-sport related recreation opportunities for youth and adults.
- + Dedicate funds to continued maintenance and upkeep of existing facilities.
- + Provide additional non-dedicated parking to be utilized for overflow parking at peak times.
- + Continue to include indoor recreation center in long-term plans for Recreation Campus, to include indoor pool, walking/running track, and basketball court, among other amenities.



A “free play” field is needed for “walk-up” and informally organized recreational activities .



A splash pad should be provided as a refreshing and fun play area for youth, with the intent of leveraging a highly visible location to further the economic development impact of the investment.

CHAPTER 3



COMMUNITY ENGAGEMENT

For this Downtown Master Plan, community involvement was accomplished through several avenues. Interviews were conducted with each City Council member. Two focus groups were conducted; one with Point University students and one with recreation stakeholders from the City and County. Four Steering Committee meetings were held with appointed representatives from the following organizations: City of West Point, Downtown West Point Development Authority, Point University, Troup County Recreation Board, West Point Better Hometown, West Point Development Authority, West Point Historic Preservation Commission, and West Point Planning Board. Two City Council work sessions were also attended to provide updates during the planning process.

The broadest outreach and most input was gained through two large-scale public meetings with interactive exercises. Approximately 150 people participated in these two meetings. Summaries of these community meetings are provided in this chapter.

KICKOFF MEETING SUMMARY

The Downtown Master Plan Community Kickoff Meeting was held on April 29, 2013. The meeting began with a brief presentation, and was followed by a series of interactive stations. The presentation provided an overview of the project process and reviewed previous plans that included Downtown recommendations. Lastly, the interactive stations were explained.

There were stations/activities related to four geographic areas: Downtown, Riverfront, Neighborhood, and Recreation Campus. It was stressed that these stations were meant to be subjective and allow/enable people to voice ideas, suggestions, concerns, and issues.



Many community members participated in the Kickoff meeting at the West Point Depot.

DOWNTOWN

People were asked to mark a place with a dot that they wanted to make sure was preserved and a place that they believed has to change for the success of Downtown's future. Folks were also asked to write down their ideas to finish the following statements: Downtown would be a better place -- for families if..., for businesses if..., for seniors if..., for college students if..., and for visitors if...

Preserve

- + Library/Historic home
- + Riverside building
- + SE corner of 8th St & 3rd Ave

Change

- + Vacant corner of 8th St & 2nd Ave
- + City Hall & service buildings
- + Building "for sale" at 10th St & 2nd Ave on River/rail
- + The Foundry

Would be a better place if...

- + Movie theater
- + Restaurants – types & open hours
- + Housing – number & diversity of types
- + More events
- + Music/Event venue
- + Student Housing/Dorms
- + Businesses – support existing & more

Riverfront

People were asked to write down their ideas to finish the following statements: The Riverfront would be a better place -- for families if..., for businesses if..., for seniors if..., for college students if..., and for visitors if...

- + River access
- + Riverwalk
- + Re-use City property



Kickoff meeting participants weighed-in on the areas of the Downtown that they would like to preserve or change.

- + B&B/Hotel
- + Housing
- + Restaurants
- + Amphitheater
- + Businesses – more & types
- + Bridge – pedestrian

NEIGHBORHOOD

People were asked to mark a place with a dot that they wanted to make sure was preserved and a place that they believed has to change for the sustainability of the area’s future. (Note: for this exercise, the geographic area included was basically north of 10th Street between the River and the state line, which is bigger than the functional boundaries of Westside/Waterworks.) Folks were also asked to write down their ideas to finish the following statement, The one improvement I would like to see made in the neighborhood is...

Preserve

- + Fort Tyler
- + West Point Presbyterian Church

Change

- + Abandoned Circle K at 13th St & 3rd Ave
- + Vacant property at Roper Ave, 13th St & 3rd Ave

The one improvement I would like to see...

- + Preserve historic
- + Enhance/Upgrade what’s already there
- + Improve aesthetics
- + Landscaping



Community members provided valuable insight to the planning team as part of the Downtown Master Plan Kickoff Meeting.

- + Lighting
- + Signage
- + Sidewalks

RECREATION CAMPUS

People were asked which amenity they would most like to see be developed next in the Recreation Campus: Swimming Pool, Splash Pad, Indoor Recreation, Additional Parking, Outdoor Free Play Field, or they could write any other ideas. Folks were also asked to answer what they like most about the Recreation Campus today and what they like least about it today.

Next Phase

1. Splash pad
2. Pool
3. Free/Open play field

Strengths

- + Trails
- + Activities – variety & types
- + Ball fields – quality & types

Weaknesses

- + Parking
- + Locked/Not accessible to any & every citizen looking to play for fun



Meeting participants gave critical guidance to the process on important topics, such as the future phases of recreational investment in West Point.

PLAN PRESENTATION SUMMARY

The Plan Presentation Community Meeting was held on May 21, 2013. This meeting was more centered on the presentation of the concepts; afterwards the attendees were then able to review the big ideas in more detail with planning team members.

The presentation first reviewed what input and feedback was gained through the first community-wide meeting. Then the “big ideas” were covered, including strong illustrative examples to convey the preferred future voiced during this process. The concepts for improvements in the existing areas of Westside/Waterworks, Recreation Campus, Uptown, and the Downtown Core were presented. Then the concepts for the new Riverside Village and Town Green were reviewed in detail. Finally, the concepts for significant changes to the 10th Street bridge, Highway 29, and 2nd Street were highlighted.

After the presentation, attendees were then able to visit stations staffed by planning team members to ask detailed questions, share comments, and review more detailed graphics related to each project area.



Meeting participants were presented with a summary of the Kickoff meeting feedback before hearing detailed recommendations and concepts for the Downtown area.



Community stakeholders provided crucial feedback to the planning team's recommendations and proposed concepts.

RECREATION CAMPUS

- + Significant enthusiastic support for free/open play field.
- + Support of splash pad.
- + Support for continuing to keep indoor recreation in long-term plans.

WEST SIDE/WATERWORKS

- + Significant support for preserving single-family residential.
- + Support for quality of life/infrastructure improvements.

UPTOWN

- + Significant support for Riverfront trail.
- + Significant support for redevelopment of vacant/underutilized sites.
- + Support for adaptive re-use of historic homes.

DOWNTOWN CORE

- + Significant support for additional programming and events.
- + Significant support for movie theater.
- + Support for increasing residential uses.

RIVERSIDE VILLAGE

- + Significant enthusiastic support for Riverwalk.
- + Significant support for redevelopment of area.
- + Support for mid-density residential development



The community expressed a strong desire for the Westside/Waterworks area to be improved and enhanced.

RIVERFRONT

- + Significant enthusiastic support for Town Green/Riverfront park.
- + Significant enthusiastic support for Riverwalk.
- + Significant enthusiastic support for redevelopment of City-owned land.
- + Significant support for new City Hall or significantly redeveloped City Hall.
- + Strong desire for City Hall to stay in Downtown core area, as redevelopment is implemented.
- + Support for preserving Hawkes Library.
- + Support for improvements to 2nd Avenue for increased activation and connectivity.

HIGHWAY 29

- + Support for reducing vehicular travel lanes and implementing dedicated bike and pedestrian lanes.
- + Some questions about impact on traffic congestion.

10TH STREET BRIDGE

- + Support for reducing vehicular travel lanes and implementing dedicated bike and pedestrian lanes.
- + Some questions about impact on traffic congestion.



A new plan for a Riverfront Park was presented as one of the major “Big Ideas” for Downtown West Point.



DOWNTOWN WEST POINT

master plan appendix



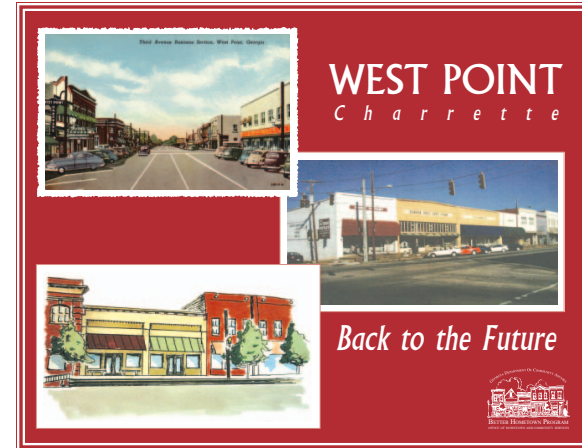
July 2013

PREVIOUS PLANS & STUDIES

It is wise in any strategic planning processes to begin the work by noting what, if any, plans or studies have already been undertaken for the respective area. In the case of Downtown West Point, there has been very good thinking applied to the area over the last decade through each of the following initiatives:

- + Better Hometown Charrette (2002)
- + Chattahoochee River Corridor Master Plan (2007)
- + Comprehensive Plan (2008)

This work is immensely valuable to this project in the fact that it allows for a more focused analysis and process. The ideas established in previous plans that are foundational to this master plan are as categorically listed in this section.



The 2002 Better Hometown Charrette provided valuable thinking regarding urban design and community aesthetics

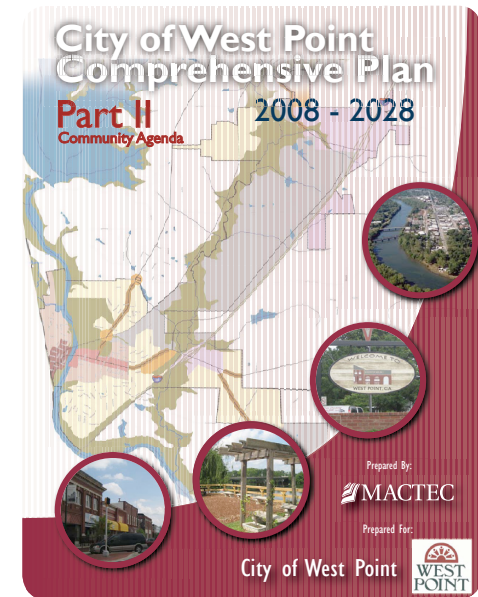
RIVERFRONT & PUBLIC SPACE

- + City-owned property along the Chattahoochee Riverfront does not take advantage of the potential benefits of that location to contribute to Downtown revitalization. (Comp Plan)
- + The Chattahoochee River is a “hidden resource” with potential for enhanced access to provide recreation and educational opportunities to West Point residents. (Comp Plan)
- + City-owned property along the Chattahoochee Riverfront does not take advantage of the potential benefits of that location to contribute to Downtown revitalization. With the relocation of the fire station and public works facilities this property could be redeveloped for uses better suited for a Riverfront location, including a public park and gathering place for community events. (Comp Plan)
- + The area south of the West Point City Hall includes the City’s street department and fire department, both of which have plans to relocate in the future. It also includes the former Strickland’s Texaco store and sits adjacent to the City Hall, the children’s library and parking lots. The Riverfront location and viewsheds are not utilized to their maximum potential in this area. (Comp Plan)

- + Ensure that natural resources such as the Chattahoochee River, wetlands, and other environmentally sensitive lands are preserved and protected, and that the continuity of these important environmental areas is preserved to maintain a healthy, natural function. (Comp Plan)
- + Redevelop the Riverfront area adjacent City Hall to create a pedestrian-friendly atmosphere that incorporates lighting, benches, water fountains, and paved walkways and transforms the Riverfront into a center for recreation and leisure with views of the river. (Comp Plan)
- + New visitor activities along the Chattahoochee such as overlooks, river walks, informational plaques and environmental education material should be developed and promoted. (Better Hometown Charrette)
- + Every community needs spaces where people can come together to enjoy the changing of the seasons and celebrate significant public events. While West Point has some public areas, these could be improved to give the City a more cared for and festive ambiance. (Better Hometown Charrette)
- + A civic plaza designed to create a pleasant gathering place to dignify the government center for the town of West Point is needed. (Better Hometown Charrette)
- + Creating a civic gathering space celebrating the views of the Chattahoochee and perhaps restoring public access to the water itself could launch future “river walk” type development along both sides of the river. (Better Hometown Charrette)
- + Build a public pier built on the west side of the old 8th Street bridge location. The pier should be built to resemble a section of prior historic bridge, supported by pilings, and extending just into the river. (Better Hometown Charrette)
- + Outdoor recreation activities should include canoeing, kayaking, fishing, skating and mountain biking. (Chattahoochee River Corridor Master Plan)

TRANSPORTATION & ACCESSIBILITY

- + West Point’s Urban-Center should have high pedestrian connectivity with sidewalks and bikeways (Comp Plan)
- + West Point’s Urban-Center should have high vehicular connectivity with linear streets and short distance between intersections. (Comp Plan)

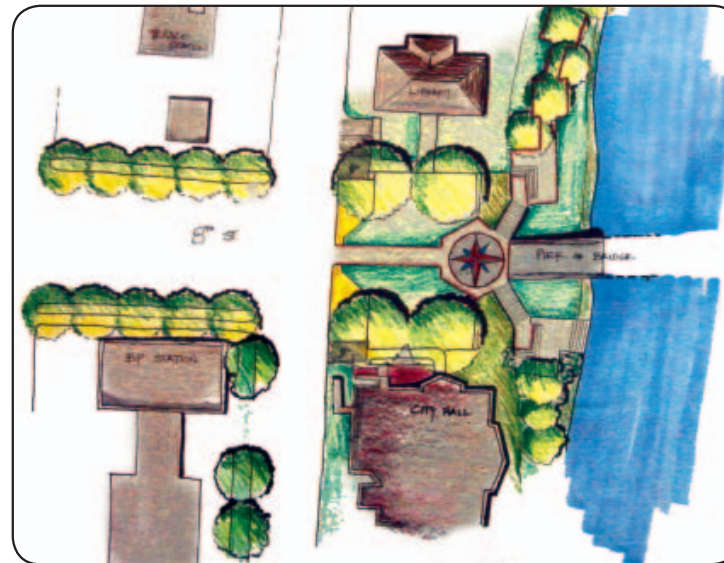


The 2008 Comprehensive Development Plan embraces the Downtown as West Point’s Urban Center

- + A loop route for a regional trail and bike path could take residents and visitors over the West Point Lake dam, through the Downtown and all the way to the DOT rest area on I-85. (Better Hometown Charrette)
- + On-street bike lanes could lead users past the Old West Point School, the West Point Recreation Center complex, the historic cemetery and some of the City's most architecturally diverse and notable residences. (Better Hometown Charrette)
- + Where traffic lanes are now excessively wide, this space should be given back to the public as wider sidewalks with room for shade trees. (Better Hometown Charrette)
- + Bike lanes should be striped where possible. (Better Hometown Charrette)
- + New streets like Highway 29's re-routed section should be defined with parallel columns of street trees to create a sense of enclosure and a softening effect for their foreign and inhospitable appearance. Turns into Downtown from Hwy 29 should be emphasized. (Better Hometown Charrette)
- + Re-establish a pedestrian connection with the east side of river through the rebuilding of the Eighth Street bridge across the Chattahoochee. This would restore a visual connection with the east side of town and strengthen a strong, though neglected, visual axis from Downtown to the Old Primary School. This bridge would serve only pedestrians and bicycles, but should be similar in design to prior historic bridge. (Better Hometown Charrette)

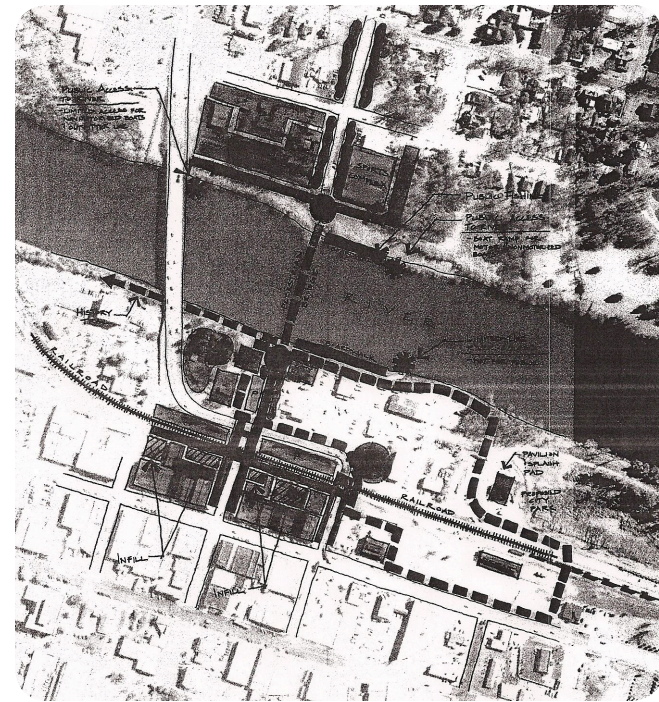
URBAN DESIGN & COMMUNITY CHARACTER

- + The historic building stock in and around Downtown is an important asset to the City and provides an immediate sense of permanence and endurance. (Comp Plan)
- + Vacant commercial and industrial buildings along US-29 and vacant lots used for parking near Downtown detract from the potential vitality of the areas. (Comp Plan)
- + Establish Visual Gateways at Interstate



The 2002 Better Hometown Charrette provided public access to the river

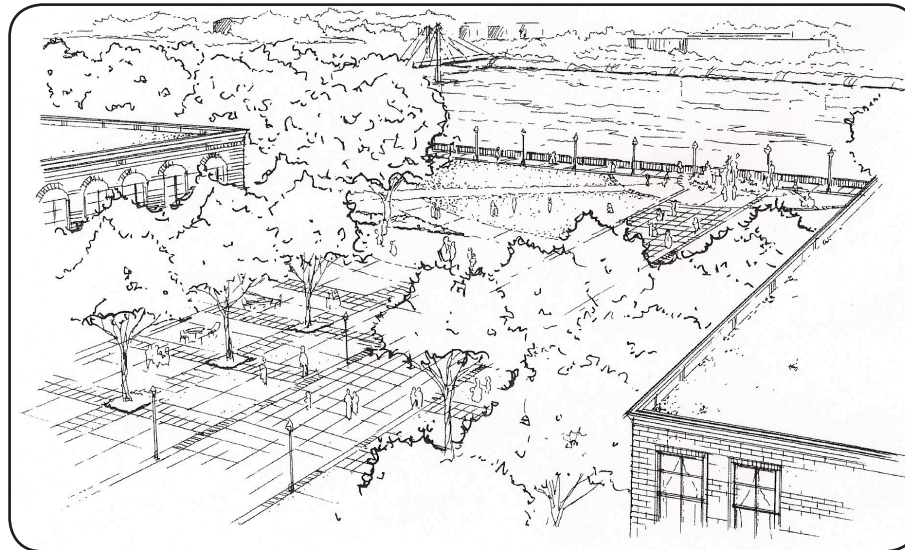
- access points and at the entrance to the Downtown Area with streetscaping, signage, and other features that define an entrance to the City or other important areas around the City. (Comp Plan)
- + West Point's Urban-Center should have no or minimal building setbacks. (Comp Plan)
 - + West Point's Urban-Center should have moderate to high lot coverage with medium to large building footprints in relation to lot size. (Comp Plan)
 - + There is a need for both rehabilitation of existing assets and appropriate infill development consistent with reasonable historic design guidelines. (Better Hometown Charrette)
 - + New signage should be located on all streets located within the proposed local historic commercial district. The signage should incorporate the words "West Point Historic District," the street name on which each sign is located and the current West Point City logo. (Better Hometown Charrette)
 - + All parking lots should be screened from pedestrian view, taking their cue from the parking lot at the West Point Stevens corporate building or the new parking area behind the buildings on Third Avenue. (Better Hometown Charrette)
 - + Parking lots should be shaded with canopy trees, well maintained and attractive. Spaces should be clearly marked and adequate parking for disabled access should be provided. (Better Hometown Charrette)
 - + The areas along the US 29 corridor coming into town, while very attractive in some places, are beginning to show a sameness that is very apparent along US 29 through Alabama. This same highway sprawl should not spread into Georgia. Landscape buffers, clustered commercial buildings and median improvements would help curb the unsightly growth patterns that are creeping along the highway. (Better Hometown Charrette)
 - + Special attention should be given to the neglected and fragmented Riverfront area. Unsightly semi-temporary buildings and municipal or industrial clutter should be cleared or screened with vegetation. (Better Hometown Charrette)
 - + Screen municipal sheds and storage (cars, equipment) from river with plantings. (Better Hometown Charrette)



The 2007 River Corridor Master Plan embraced the concept of a new pedestrian bridge over the river

LAND USE

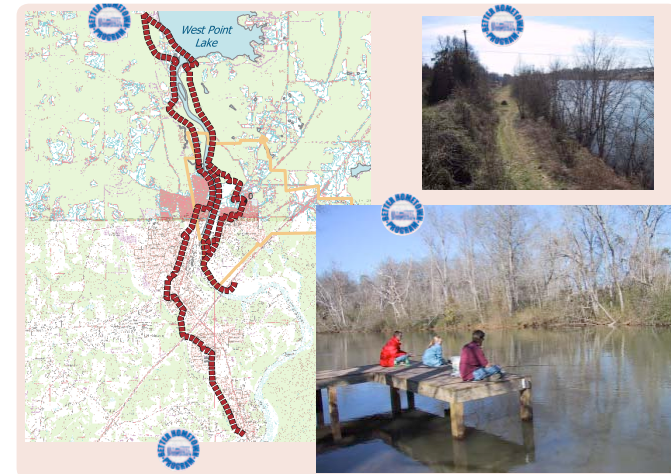
- + The lack of available residences in the Downtown business district area contributes to the neglected feel of the area, especially during the weekend and on weekdays after 4 pm. Loft housing located in upper floors of existing Downtown buildings would provide a means for adding vibrancy to Downtown. (Comp Plan)
- + Consider adopting amendments to the CBD – Central Business District (C-2 Downtown) and Historic District design guidelines as needed to implement the vision of the master plan. (Comp Plan)
- + West Point’s Urban-Center should have 2-8 du/acre for single family. (Comp Plan)
- + West Point’s Urban-Center should have 10-20 du/acre for multi-family. (Comp Plan)
- + Neighborhood commercial businesses should be encouraged and upgraded. (Better Hometown Charrette)
- + Special attention should be paid to commercial areas where the old bridge used to span the river. These neighborhood transitional areas should be densified and enhanced with outdoor river viewing areas. More casual restaurants, professional offices and service businesses that people could walk to would be the most appropriate uses in this area. (Better Hometown Charrette)
- + Existing pocket parks should be enhanced with seating and lighting. (Better Hometown Charrette)
- + Convenience stores, large asphalt parking lots, unused and uninviting park space, behemoth banks and shopping centers have no place in a human-scaled Downtown. These elements should be replaced with more human-scaled design solutions. (Better Hometown Charrette)
- + Relocate Municipal buildings south of City Hall. Extend Riverfront Park. (Better Hometown Charrette)



The 2007 River Corridor Master Plan visualized a new public plaza adjacent to City Hall

ECONOMIC DEVELOPMENT

- + There is a need to revitalize older storefront structures within West Point's Downtown. (Comp Plan)
- + Because West Point has always served as a traditional Downtown for "The Valley" area, the City can build upon that tradition to attract residents from the entire region to Downtown. (Comp Plan)
- + Encourage the continued revitalization and redevelopment of Downtown as a vibrant center for culture, government, dining, residential, and retail diversity. (Comp Plan)
- + Continue to pursue revitalization programs, grants, and financing tools that will help revitalize the Downtown area. (Comp Plan)
- + Maintain and enhance the Downtown to improve the quality of life with an increased sense of place and community. It is intended to encourage a mix of uses that can create vitality, reinforce the area's role as a central business district and local activity center, and respect and promote the established development pattern of the Downtown core. (Comp Plan)
- + The City should take a very proactive stance in providing incentives to the private sector to move into its existing underutilized architectural treasures rather than wasting resources on new generic buildings. These are the buildings the team considers the most immediate candidates for reuse and some ideas for possible functions: The West Point Wholesale Foods (Lakeview) Building, The Depot, The Old Primary School and The Foundry Building. (Better Hometown Charrette)



The 2002 Better Hometown Charrette conceptualized a larger trail connection plan from the Downtown to West Point Lake

IMPLEMENTATION

This section of the Master Plan Appendix outlines the pertinent details that will provide guidance to implement the overall plan. Responsible entities are highlighted, budgets estimated and projected time lines are provided. The result is a broad set of resources that can guide the community towards bringing the plan to life. Some of the methods and processes for implementation are easy and able to be achieved quickly - within the next year or two. Other mechanisms and schedules will be more challenging and will necessitate the involvement of many agencies or partners and multiple funding streams over several years.

MATRIX TABLE LIST OF ABBREVIATIONS
 BHT - Better Hometown Program
 DA - Development Authority
 DDA - Downtown Development Authority
 GDOT - Georgia Department of Transportation
 WP - City of West Point

IMPLEMENTATION MATRIX

WESTSIDE/WATERWORKS RECOMMENDATIONS	TIME FRAME	AGENCY
Maintain and preserve the historic character of area.	Ongoing	Historic Commission
Maintain and preserve single-family residential character of area.	Ongoing	Historic Commission
Install uniform signage denoting neighborhood and historic district.	0-2 years	WP
Install uniform street lights that complement the historic character of the area.	5+ years	WP
Ensure walkable sidewalks on at least one side of every street.	5+ years	WP

IMPLEMENTATION MATRIX (CONTINUED)

WESTSIDE/WATERWORKS RECOMMENDATIONS (continued)	TIME FRAME	AGENCY
Improve landscaping, both for individual properties and maintenance of the area as a whole.	0-2 years	WP
Develop new neighborhood playground in existing park area.	0-4 years	WP
UPTOWN RECOMMENDATIONS	TIME FRAME	AGENCY
Improve landscaping, both for individual properties and maintenance of the area as a whole.	0-2 years	WP
Develop new neighborhood playground in existing park area.	0-4 years	WP
Rezone the entirety of the Uptown area to allow for higher density commercial and multi-family uses.	0-2 years	WP (Zoning)
Require all new development along the River to provide a publicly accessible path/trail for the entire length of the River frontage.	Ongoing	WP (Zoning)
Provide key areas of access to the River path/trail from the public streets and sidewalks.	0-4 years	WP
Encourage the adaptive re-use of historic structures to accommodate new businesses to the area.	0-2 years	WP (Zoning)
Work with Uptown property owners to provide commercial uses that compliment and don't compete with the role of the Downtown core as the retail heart of West Point.	Ongoing	WP
Establish district-wide "Uptown" signage and streetscapes that further create a unique identity for this area.	3-4 years	WP
DOWNTOWN CORE RECOMMENDATIONS	TIME FRAME	AGENCY
Incentivize the adaptation/conversion of vacant square footage within the Downtown to residential uses.	0-4 years	WP, DDA
A small-scale theater for movies/film should be pursued for the Downtown core.	0-4 years	WP, DDA
Continue to expand the Downtown streetscape improvements on a block-by-block basis to areas of the Downtown still in need of upgraded sidewalks and street furniture.	0-4 years	WP

IMPLEMENTATION MATRIX (CONTINUED)

DOWNTOWN CORE RECOMMENDATIONS (continued)	TIME FRAME	AGENCY
Implement more frequent programming in Downtown, such as events, festivals, live music, performances, etc.	Ongoing	WP, DDA
Implement system to better track visitors to Downtown, through events, merchants, and venues.	0-2 years	DDA
Dedicate one point person for all things downtown on a full-time basis: this person would essentially be the "Downtown manager."	0-2 years	WP, DDA, DA
Leverage Better Hometown program by utilizing four-point revitalization approach and access to resources.	0-2 years	DDA, BHT
Develop Downtown action plan to be updated on annual basis, including concrete short-term and long-term goals around all four points of Better Hometown program.	0-2 years	DDA, BHT
Establish Downtown business development strategy, including both attraction and retention/expansion efforts.	0-2 years	DDA, DA
Dedicate funding towards revitalization and maintenance efforts and to support staffing, programming, and physical improvements.	3-4 years	WP, DDA, DA
Consider the creation of a low interest loan fund for business assistance and building upgrades.	0-2 years	WP, DDA, DA
10th Street bridge bike/ped option: Reallocate right-of-way to accommodate a new bicycle and pedestrian zone.	0-2 years ^A	WP, GDOT
10th Street bridge bike/ped option: Build a new pedestrian and bicycle lane by cantilevering off of the existing bridge.	5-10 years ^B	WP, GDOT

A - \$30,000-\$40,000 approximate project cost B - \$1-\$2 million approximate project cost

IMPLEMENTATION MATRIX (CONTINUED)

DOWNTOWN CORE RECOMMENDATIONS (continued)	TIME FRAME	AGENCY
10th Street bridge bike/ped option: Build a new stand-alone pedestrian and bicycle bridge over the Chattahoochee River.	10-20 years ^C	WP, GDOT
Highway 29 bike/ped option: Reallocate right-of-way to accommodate a new bicycle and pedestrian zone.	0-2 years ^D	WP, GDOT
Highway 29 bike/ped option: Acquiring additional land adjacent to the roadway to construct new pedestrian and bicycle facilities.	0-4 years ^E	WP, GDOT
Create a new "Town Green" open space utilizing City-owned and privately-owned parcels adjacent to City Hall and the Chattahoochee River for event and public gathering opportunities.	0-4 years	WP, DDA, DA
Establish City standards for the Riverfront park, park furniture, streetscapes and related amenities.	0-2 years	WP
Renovate City Hall so that it is more aesthetically appealing and suitable as a focal point for the new City park.	0-2 years	WP
Create a linear Riverwalk along the entirety of the river through the Downtown core and next to the new City park.	0-4 years	WP
Landscape heavily along the west and east side of the rail line and the public parking lots.	0-2 years	WP
Program more Downtown events in conjunction with the newly created Riverfront park.	3-4 years	WP, BHT
Attract new retail and office tenants to fill existing vacant space along 3rd Avenue.	0-2 years	WP, DDA, DA
Attract new infill development projects into vacant parcels within Downtown - especially along 2nd Ave west of the railroad.	0-4 years	WP, DDA, DA
Rezone all of the Downtown Core to CBD zoning and update the CBD district to allow for university, colleges and dormitories.	0-2 years	WP

C - \$4-\$6 million approximate project cost

D - \$30,000-\$40,000 approximate project cost

E - \$800,000-\$1.2 million approximate project cost

IMPLEMENTATION MATRIX (CONTINUED)

RIVERSIDE VILLAGE RECOMMENDATIONS	TIME FRAME	AGENCY
Package City-owned parcels and a new low-interest loan fund to attract a development team to implement the Riverside Village.	0-4 years	WP
Rezone the area to the CBD zoning district.	0-2 years	WP
Require a Riverfront park and trail to be a part of any development within 100' of the river.	0-2 years	WP
Establish City standards for the Riverfront park, park furniture, streetscapes and related amenities.	0-2 years	WP
RECREATION CAMPUS RECOMMENDATIONS	TIME FRAME	AGENCY
Acquire additional land to expand the Recreation Campus with a new open/free play field.	0-2 years	WP
Develop a splash pad facility in location with clear visibility from 10th Street to contribute to developing a gateway effect and to incent redevelopment of the surrounding area.	0-2 years	WP
Stabilize the former West Point High School building and re-use it for administrative offices, indoor recreation activities, such as dance, gymnastics, etc., as well as community meeting spaces.	0-2 years	WP
Construct a maintenance shed facility for needed maintenance equipment or use some of former West Point High School building space, as needed.	0-2 years	WP
Provide non-sport related recreation opportunities for youth and adults.	0-2 years	WP
Dedicate funds to continued maintenance and upkeep of existing facilities.	Ongoing	WP
Provide additional non-dedicated parking to be utilized for overflow parking at peak times.	0-2 years	WP
Continue to include indoor recreation center in long-term plans for Recreation Campus, to include indoor pool, walking/running track, and basketball court, among other amenities.	5+ years	WP

OTHER INPUT/COMMENTS

The following concepts reflect input or comments that were collected in the planning process. These ideas are either extrapolations of concepts reflected in the recommendations of the master plan or are details that, while not directly related to the scope of the master planning process, were captured and recorded for purposes of providing greater insight into the preferences expressed by the community.

DOWNTOWN “NEEDS” INCLUDE...

- + Events/programming downtown
- + Outdoor concerts
- + Cultural events
- + Farmer’s market
- + More public gatherings (tree lighting)]
- + Events on the river – fishing, kayaking
- + Special events facility
- + Place for birthday parties, reunions, etc.
- + Music venue
- + Gathering places for community
- + Amphitheater
- + Restaurants – family-friendly, “nice”
- + Movie theater
- + River-related businesses
- + Art-related – supply store, gallery
- + Clothing stores
- + Cafes with outdoor seating, night life
- + Support existing businesses
- + Bakery, coffee shop
- + Drug store, bookstore

RIVER “NEEDS” INCLUDE...

- + Access – swimming, boating, fishing
- + Riverfront trail/walkway
- + Landscaping, seating, flowers
- + Pavilions, grills, fountains, etc.
- + Safe walking & playing

RECREATION “NEEDS” INCLUDE...

- + Activities other than contact sports
- + Place for skaters
- + Walking/Running track
- + Dog park
- + Non-sport related recreation for youth
- + Do not overextend City resources

COMMUNITY HERITAGE “NEEDS” INCLUDE...

- + Promote local history
- + More hours at Visitors Center/Depot
- + Protect the environment
- + Paint murals on buildings