



Clarkston

Creative Approaches to Build Community Engagement



J. MACK
ROBINSON
COLLEGE
OF BUSINESS





Helen Strickland
Accounting



Tanner White
Finance



**Raquel Penalver
Bartolome**
Marketing &
Managerial Science



Tim Wright
Marketing



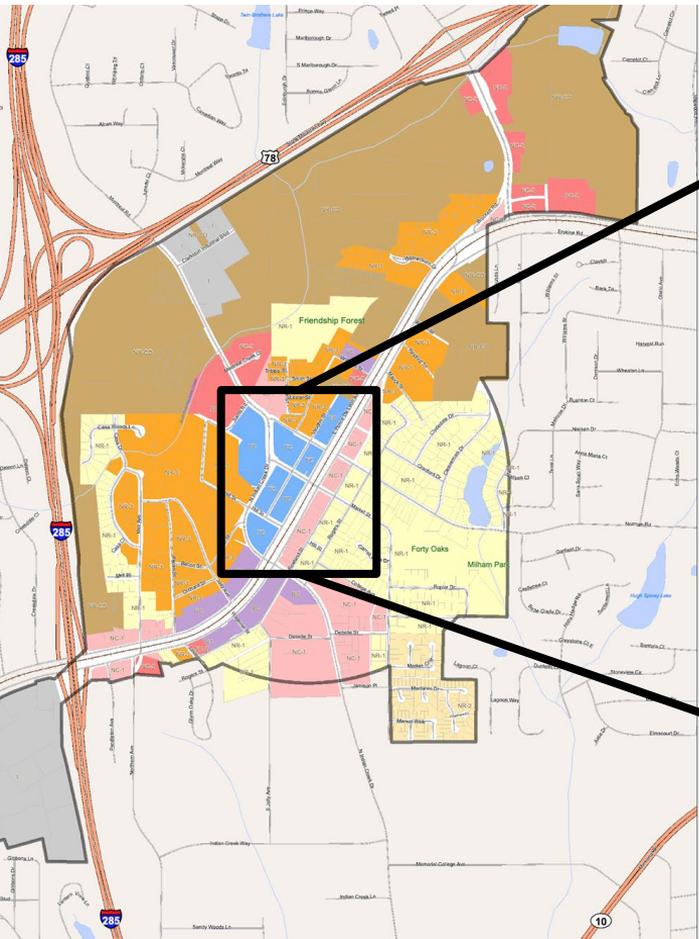
J. MACK
ROBINSON
COLLEGE
OF BUSINESS



PACE
Panthers
Accelerated
Career
Experience

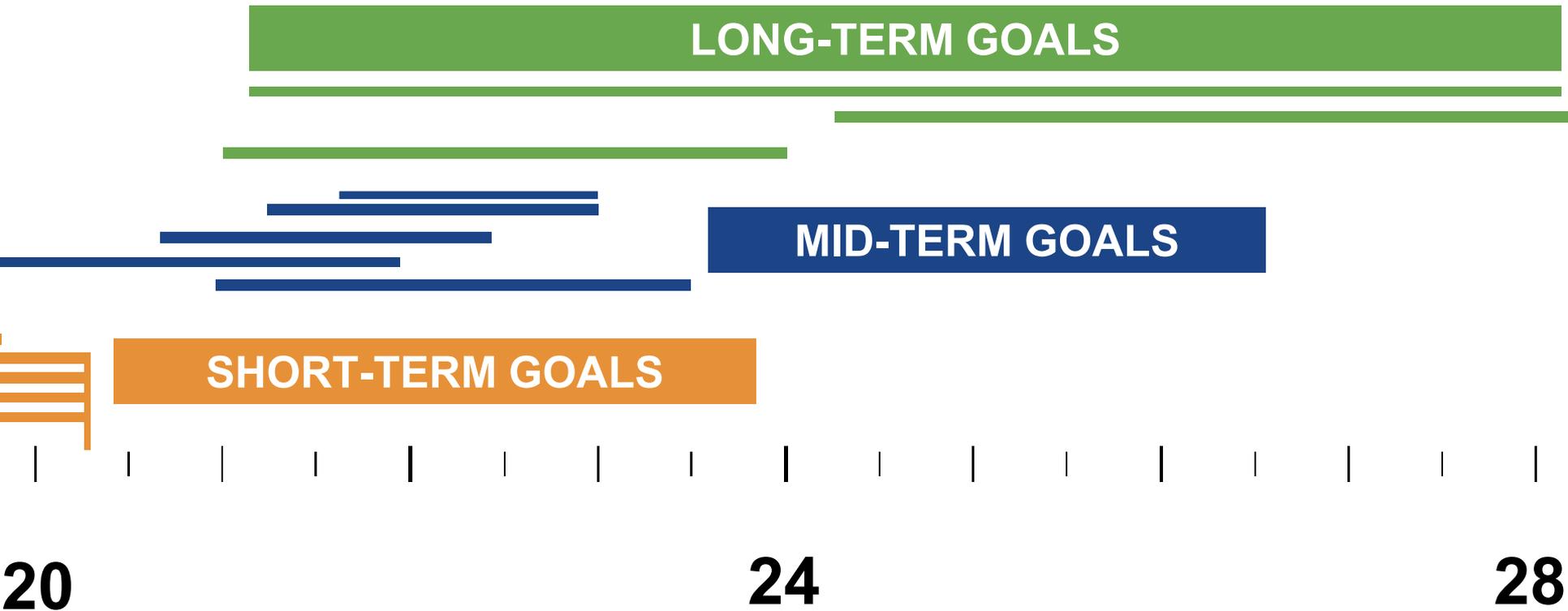


Clarkston, GA



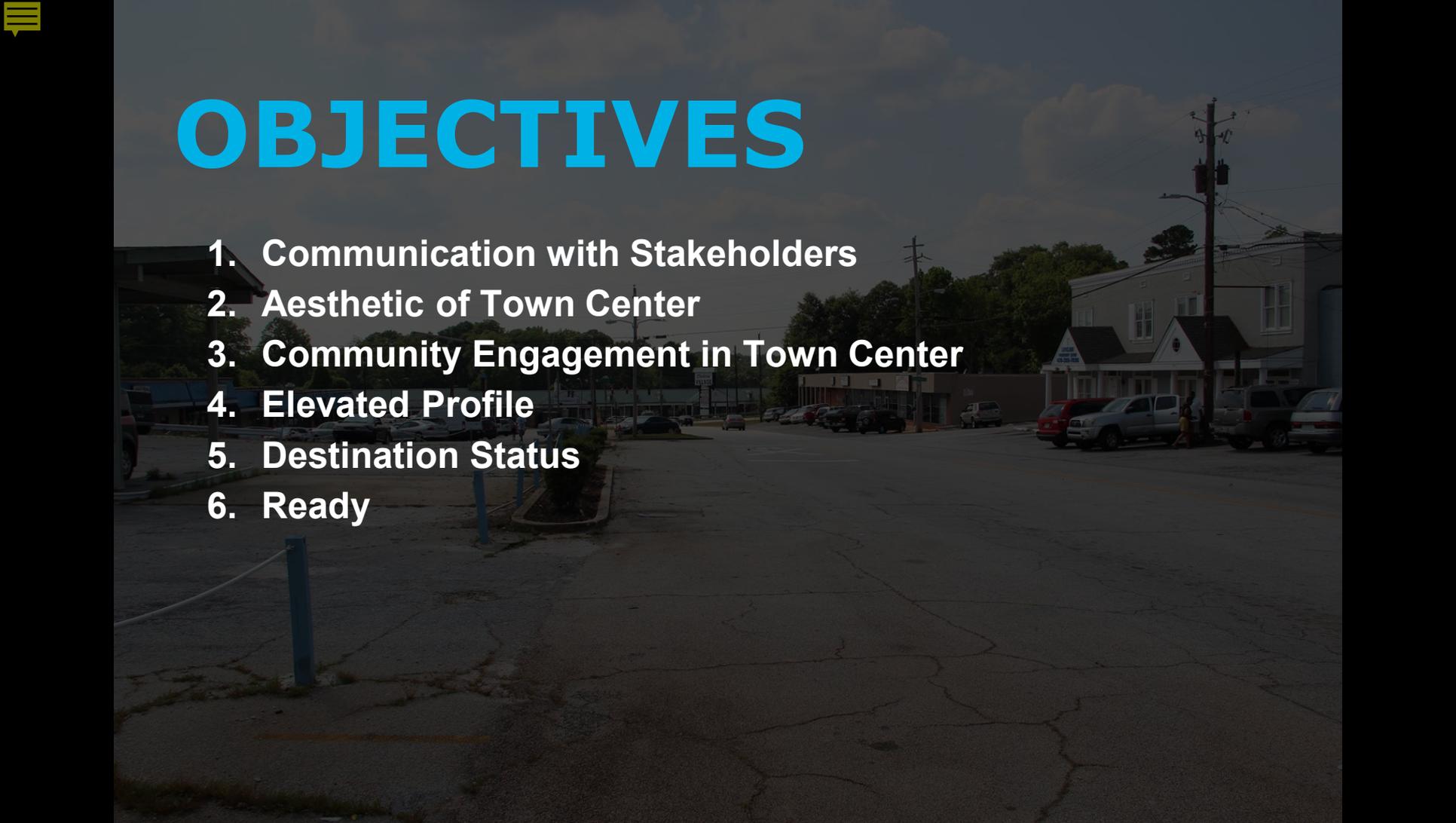


Master Timeline





OBJECTIVES

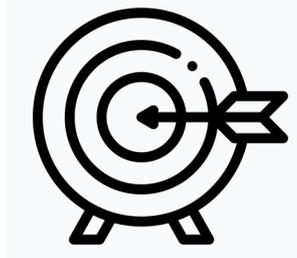
1. Communication with Stakeholders
 2. Aesthetic of Town Center
 3. Community Engagement in Town Center
 4. Elevated Profile
 5. Destination Status
 6. Ready
- 



Challenges



Aesthetic Appeal



Differing Goals



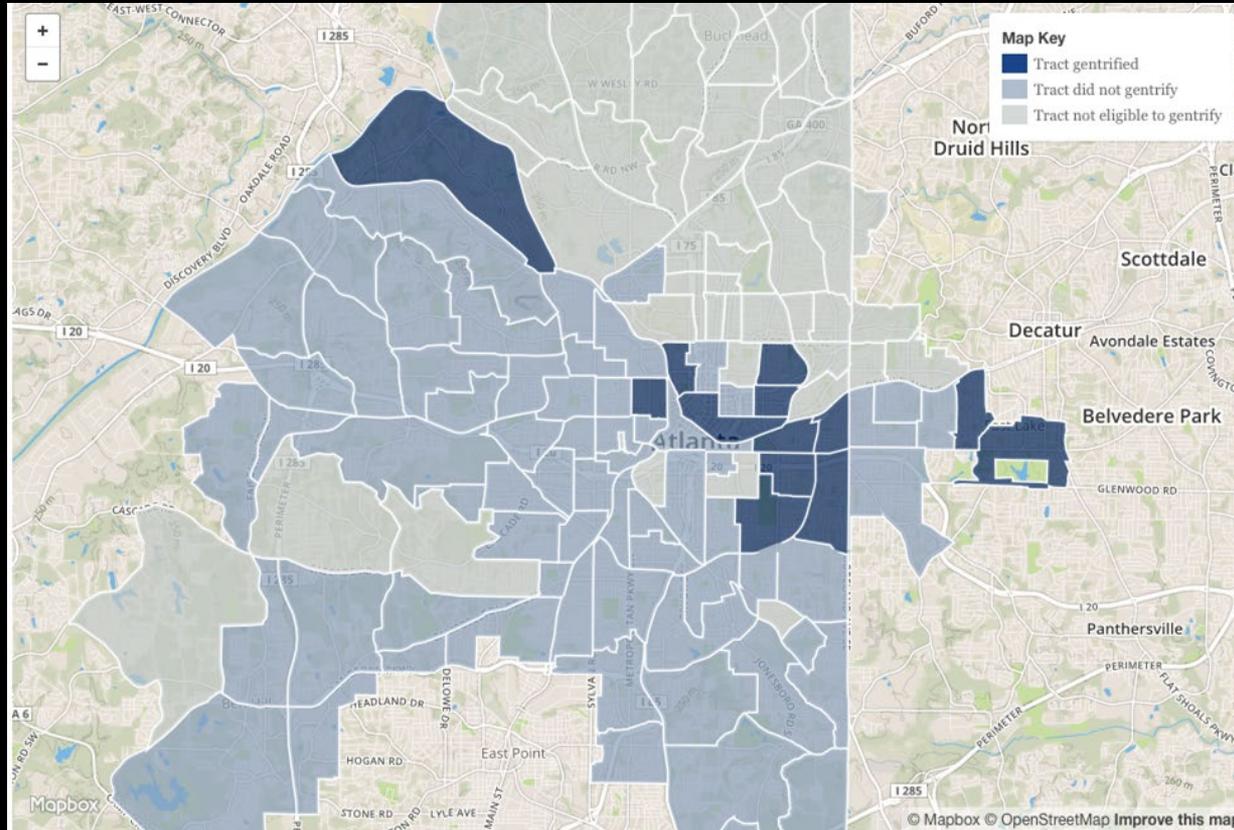
Communication



Budget

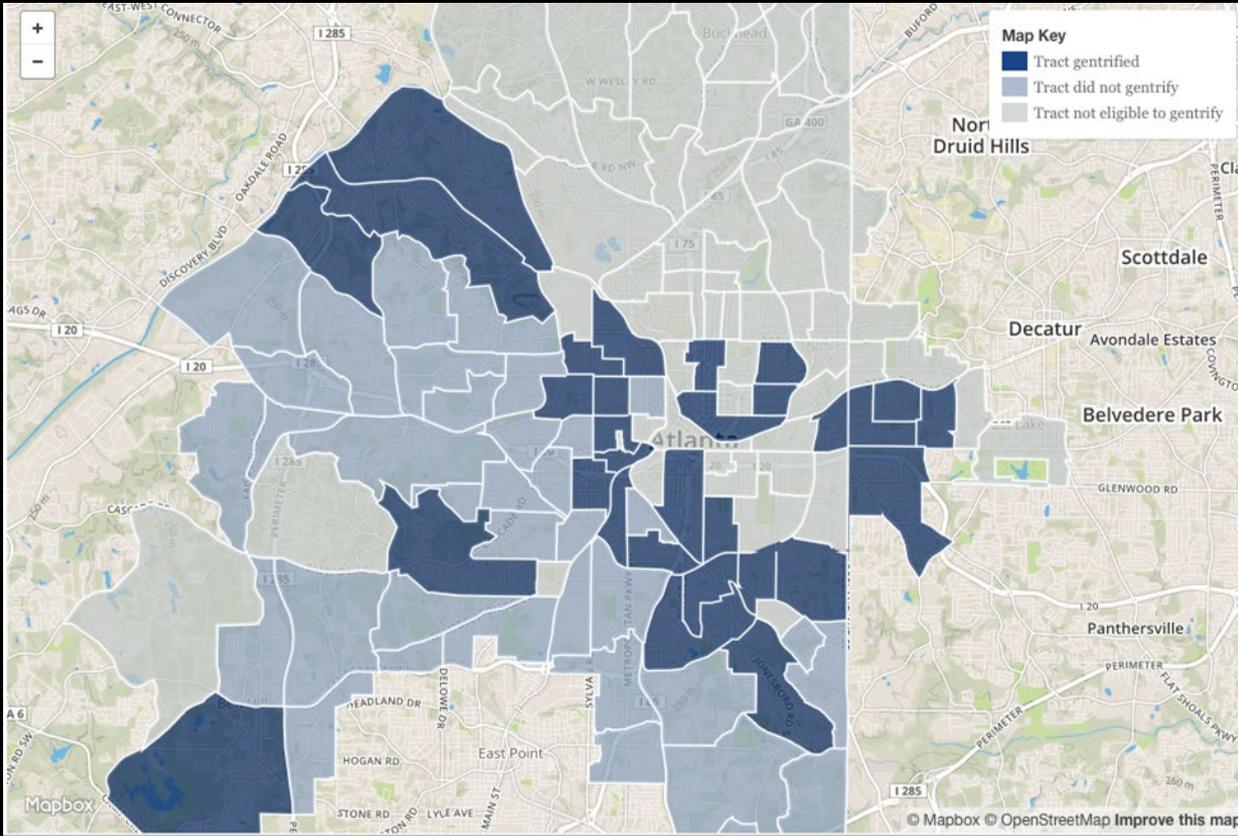
+One More...

Gentrification in Atlanta in the 90s: 17% of neighborhoods actively gentrifying



Gentrification in Atlanta from 2000-2015:

46% of neighborhoods actively gentrifying





Concerning Gentrification



**Rent
Control**



**Culture
Preservation**



BEST PRACTICES



A street scene featuring several multi-story buildings. On the left, a building has a teal facade with a sign that partially reads 'SINCE 18...'. To its right is a brick building with yellow window frames. Further right is a yellow building with a blue sign that says 'ANTIQUE FEVER' and 'Early American Oak Furniture'. A pink striped awning is visible in the foreground. A large black text box with white text is overlaid in the center of the image.

**“It is a myth thinking
you need a single large
project or a lot of money
to bring an area back..”**

Laramie, WY





**MAIN STREET
AMERICA®**

Laramie,

WY



Laramie Main Street Alliance

Organization Founded: 2005

City Population: 32,382

Dollars Reinvested: \$16.5 million

Net Gain in Businesses: 100

Net Gain in Jobs: 481





Washington, MO

Washington, MO



Downtown Washington, Inc.

Organization Founded: 1989

City Population: 14,061

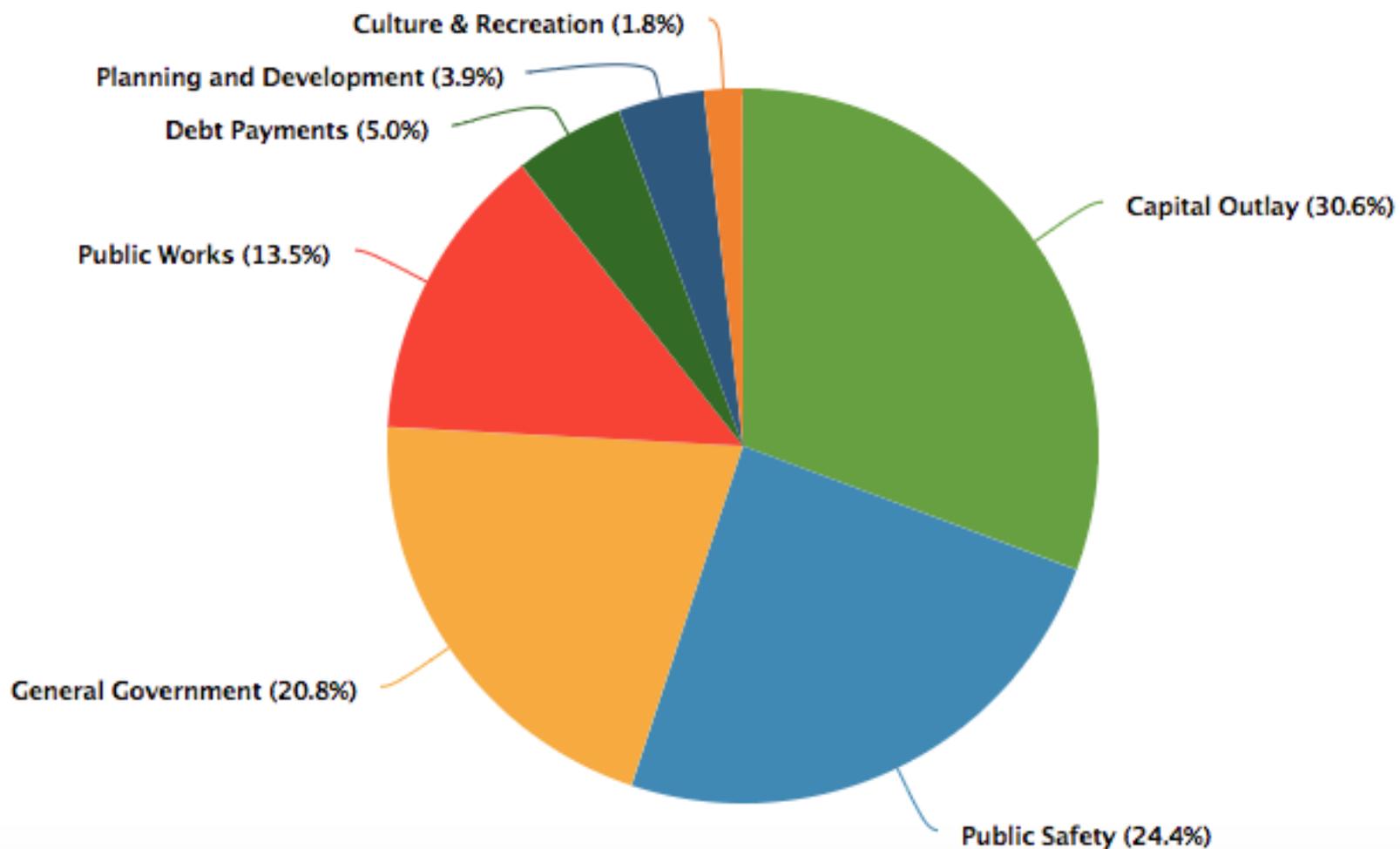
Dollars Reinvested: \$64.8 million

Net Gain in Businesses: 112

Net Gain in Jobs: 435

Cortez, CO





PLANNING AND DEVELOPMENT:

\$308,716

Expenses for development, planning, zoning, conservation, historic preservation, and housing and urban renewal

\$25

PER CAPITA/YEAR

↓ 65%

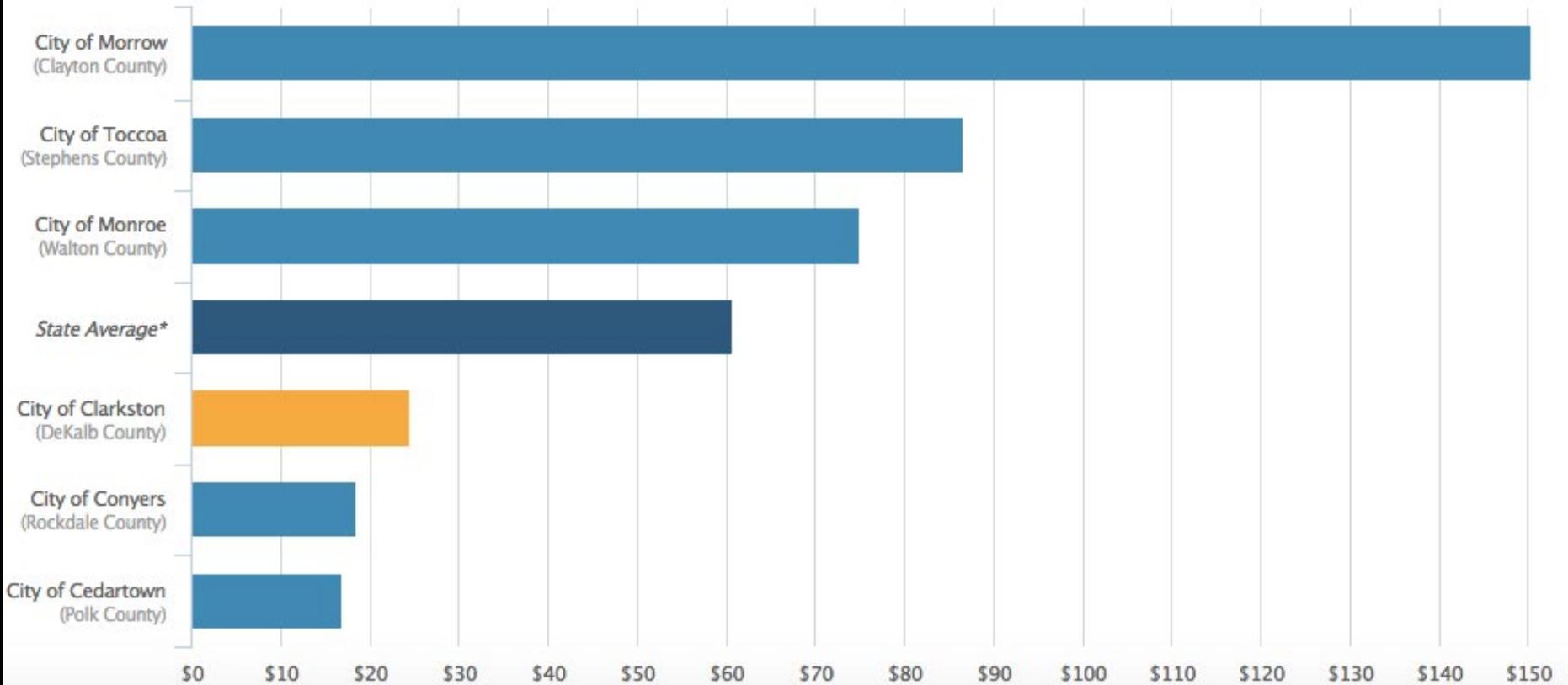
LOWER THAN SIMILAR TOWNS

[View Breakdown](#)

[View Analysis](#)



PEER DISTRIBUTION ANALYSIS (ACTUAL)



CULTURE & RECREATION:

\$138,961

Services to promote culture and recreational activities, including parks maintenance, town events, library, and historical preservation.

\$11

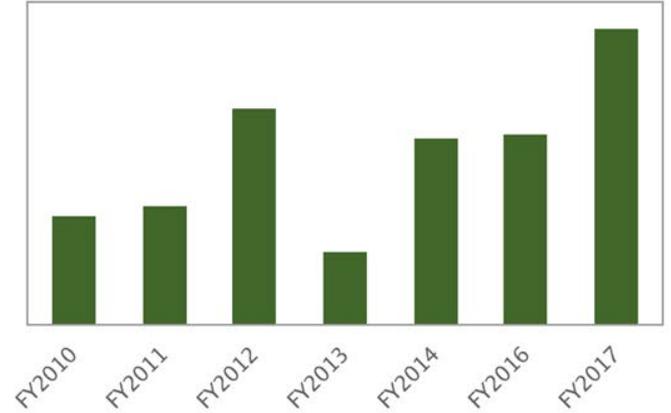
PER CAPITA/YEAR

↓ 83%

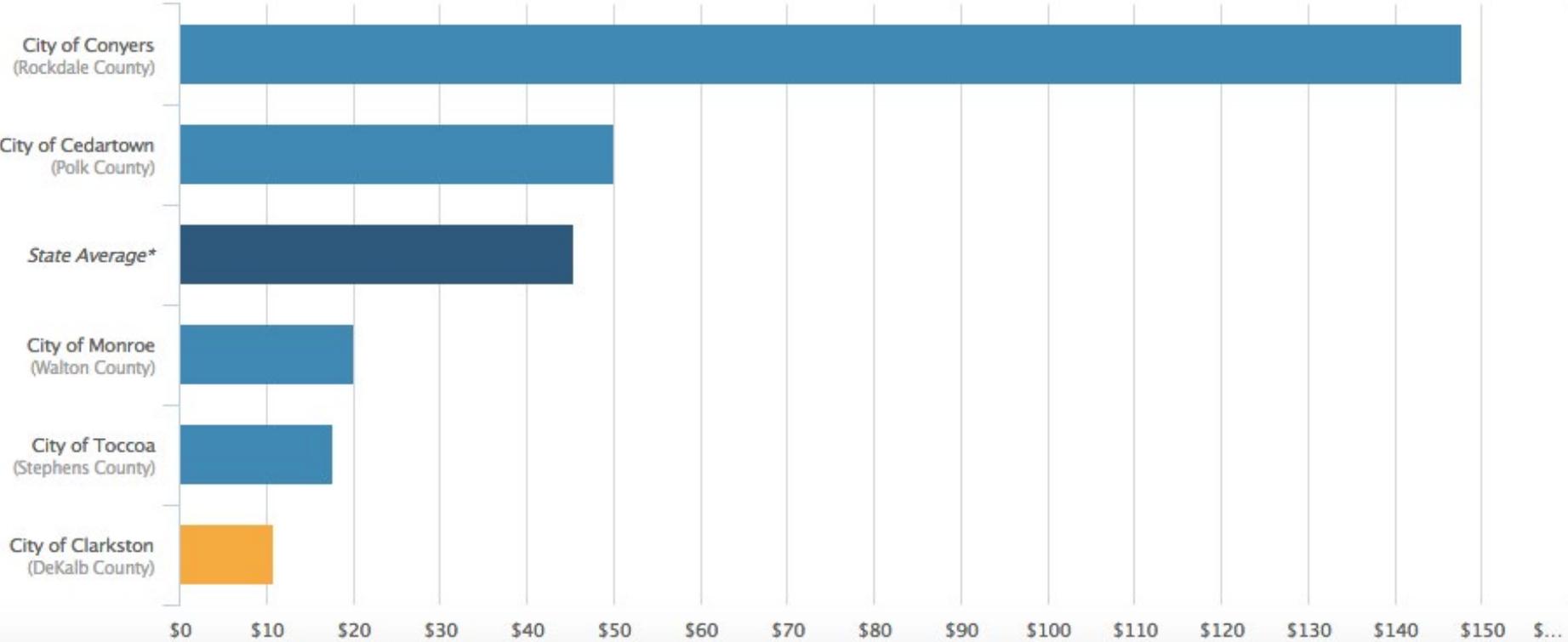
LOWER THAN SIMILAR TOWNS

[View Breakdown](#)

[View Analysis](#)



PEER DISTRIBUTION ANALYSIS (ACTUAL)





Master Timeline



Master Timeline

LONG-TERM GOALS

Timeline bar 1

Timeline bar 2

Timeline bar 3

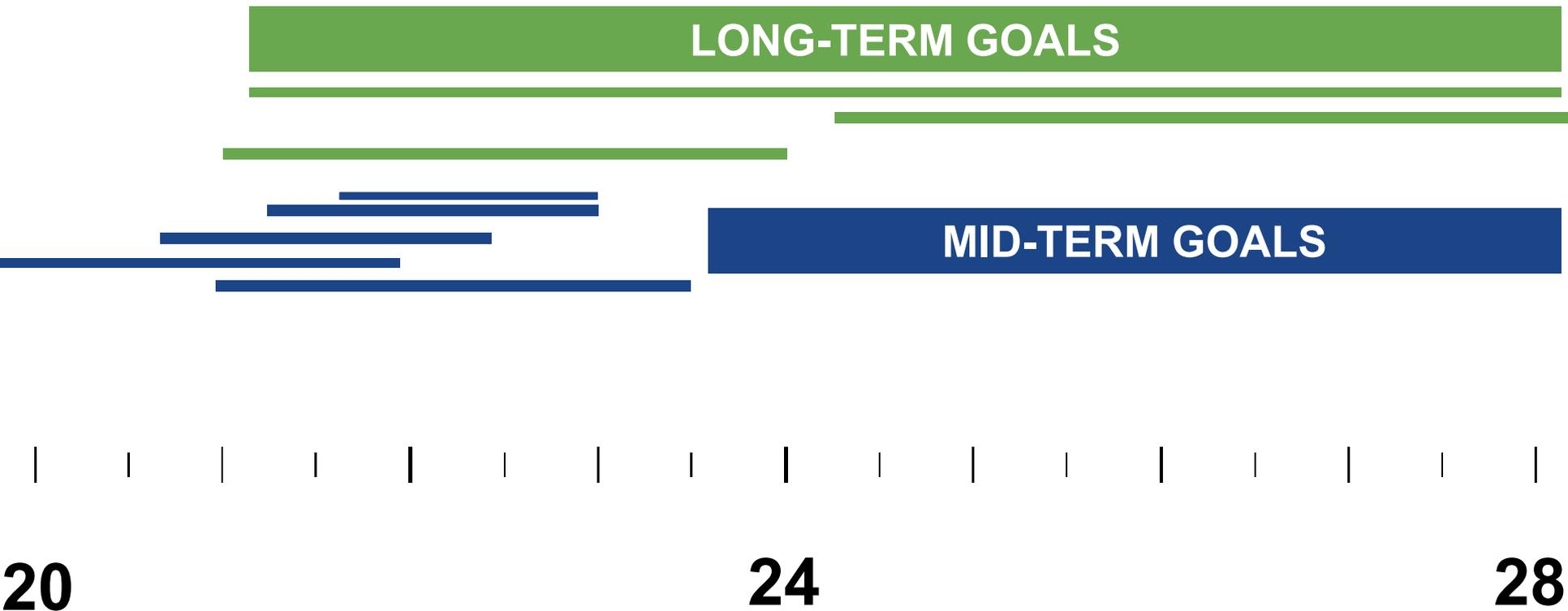


20

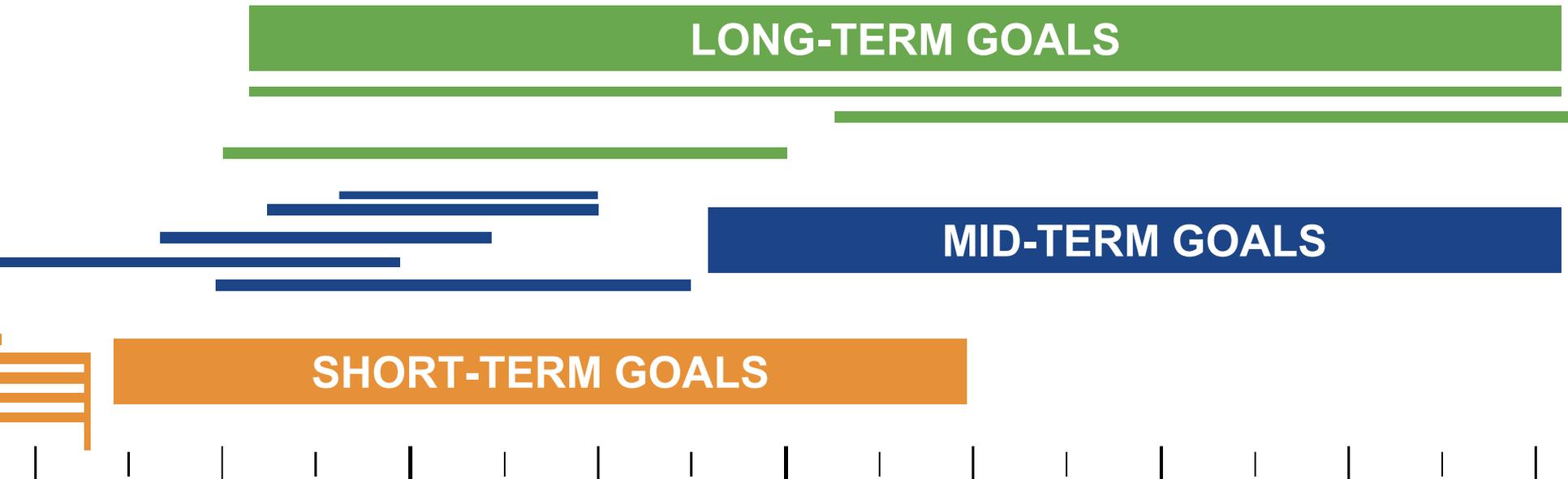
24

28

Master Timeline



Master Timeline



20

24

28



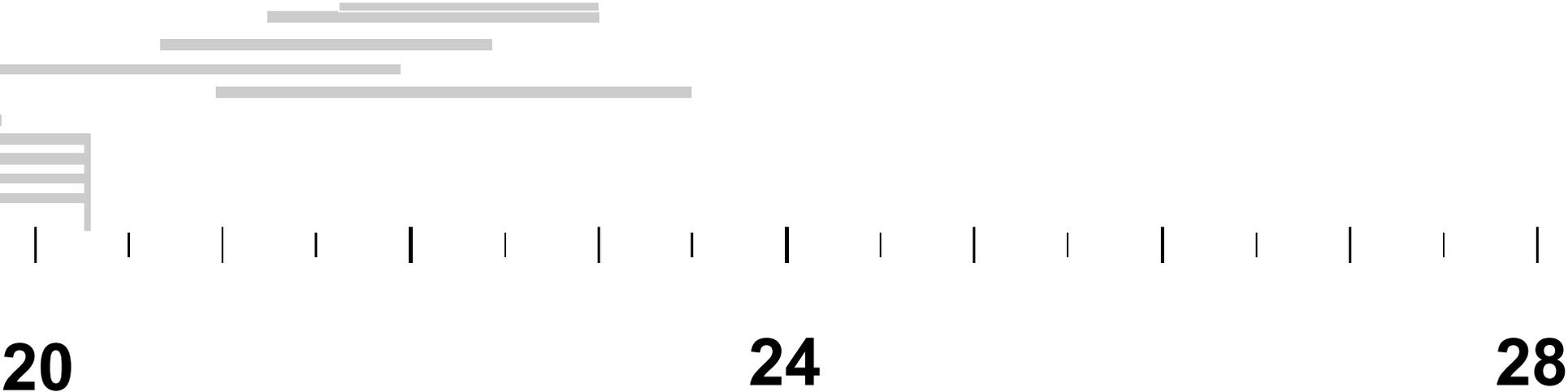
LONG-TERM SOLUTION





LONG-TERM

OPPORTUNITY ZONES





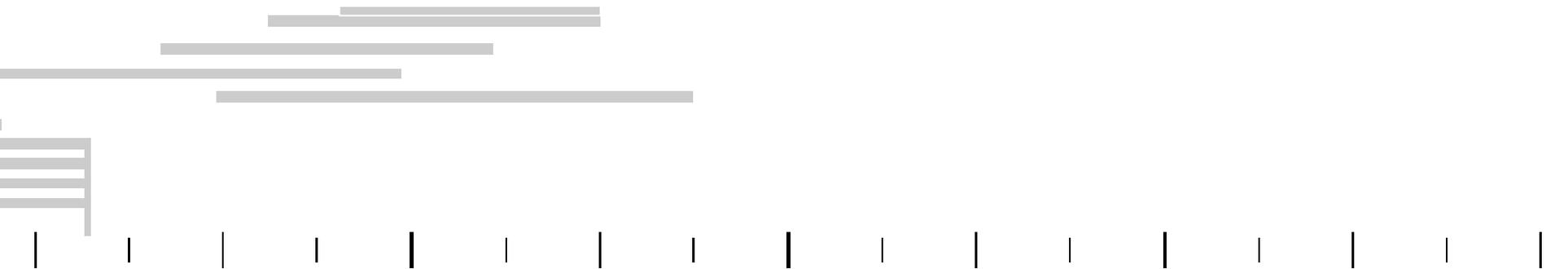
LONG-TERM
Eminent Domain



LONG-TERM

OPPORTUNITY ZONES

EMINENT DOMAIN



20

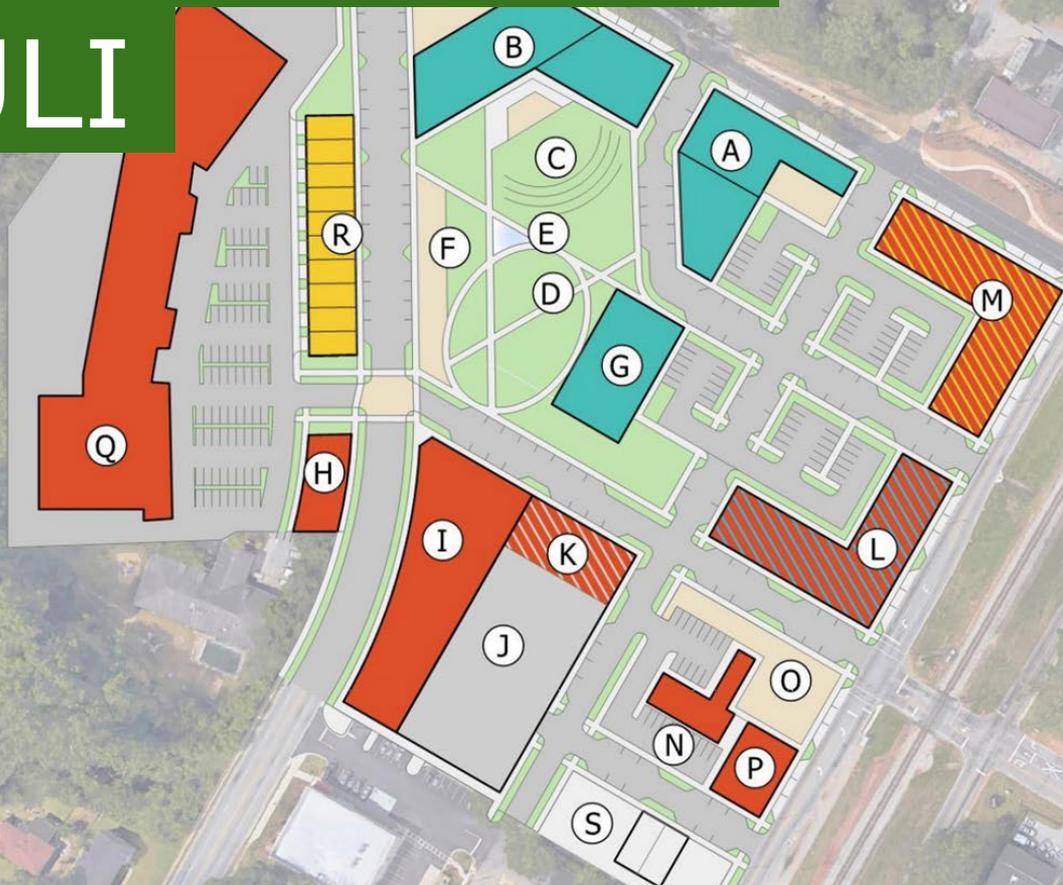
24

28

LONG-TERM Architectural Standard



LONG-TERM ULI



- A. Recreation Center
Meeting Hall
Senior Services, 2 levels, 35,000 sf total
\$11.1 M Hard + Soft Cost
- B. City Hall
Public Services
Courthouse, 2 levels 20,000 sf total
\$5.6M - \$6.3M Hard + Soft Cost
- C. Outdoor Amphitheater, Event Space*
- D. Town Green, Children's Play area *
- E. Splash Pad
\$250K - \$400K Hard + Soft Cost
- F. Food Truck Parking / Picnic Plaza*
- G. Library, 2 levels, 20,000 sf total
\$5.6M - \$6.3M Hard + Soft Cost
- H. Retail / Restaurant
- I. International Food Hall / Market Stalls
- J. Future Parking Deck
(phase 1 = surface parking)
- K. Retail in Ground Floor of Deck, 7,500 sf
- L. Creative Office over Retail
18,000 sf Office, 18,000 sf Retail
- M. Multi-Family Housing over Retail
20 units, 18,000 sf retail
- N. Existing Coffee Shop
- O. New Plaza
- P. New Retail
- Q. Redeveloped Shopping Center, 54,000 s
- R. Townhouses, 10 units
- S. Existing Church

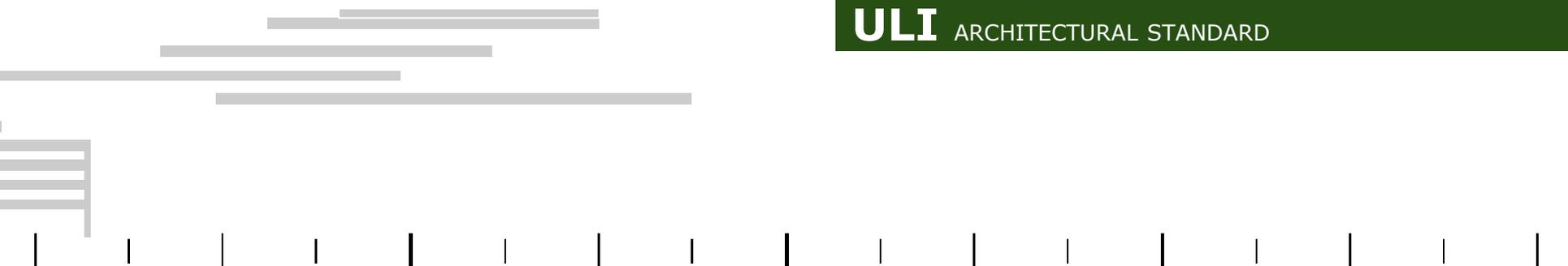


LONG-TERM

OPPORTUNITY ZONES

EMINENT DOMAIN

ULI ARCHITECTURAL STANDARD



20

24

28

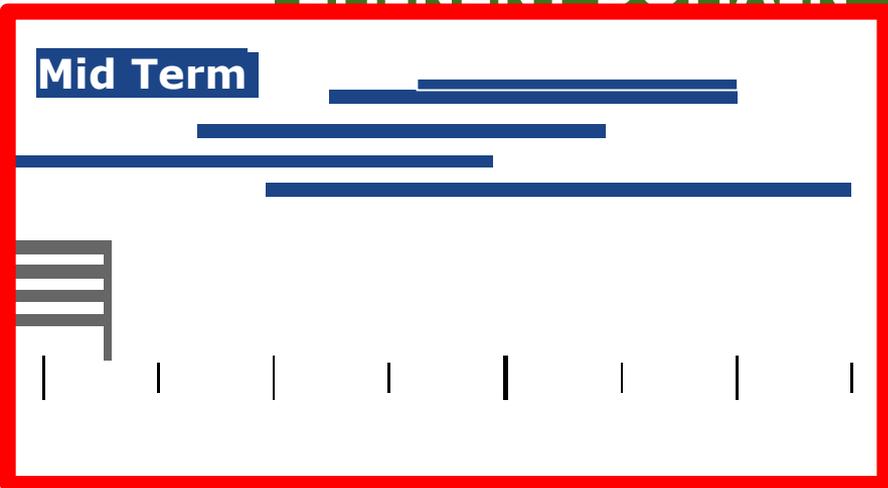
LONG-TERM

OPPORTUNITY ZONES

EMINENT DOMAIN

Mid Term

ULI ARCHITECTURAL STANDARD

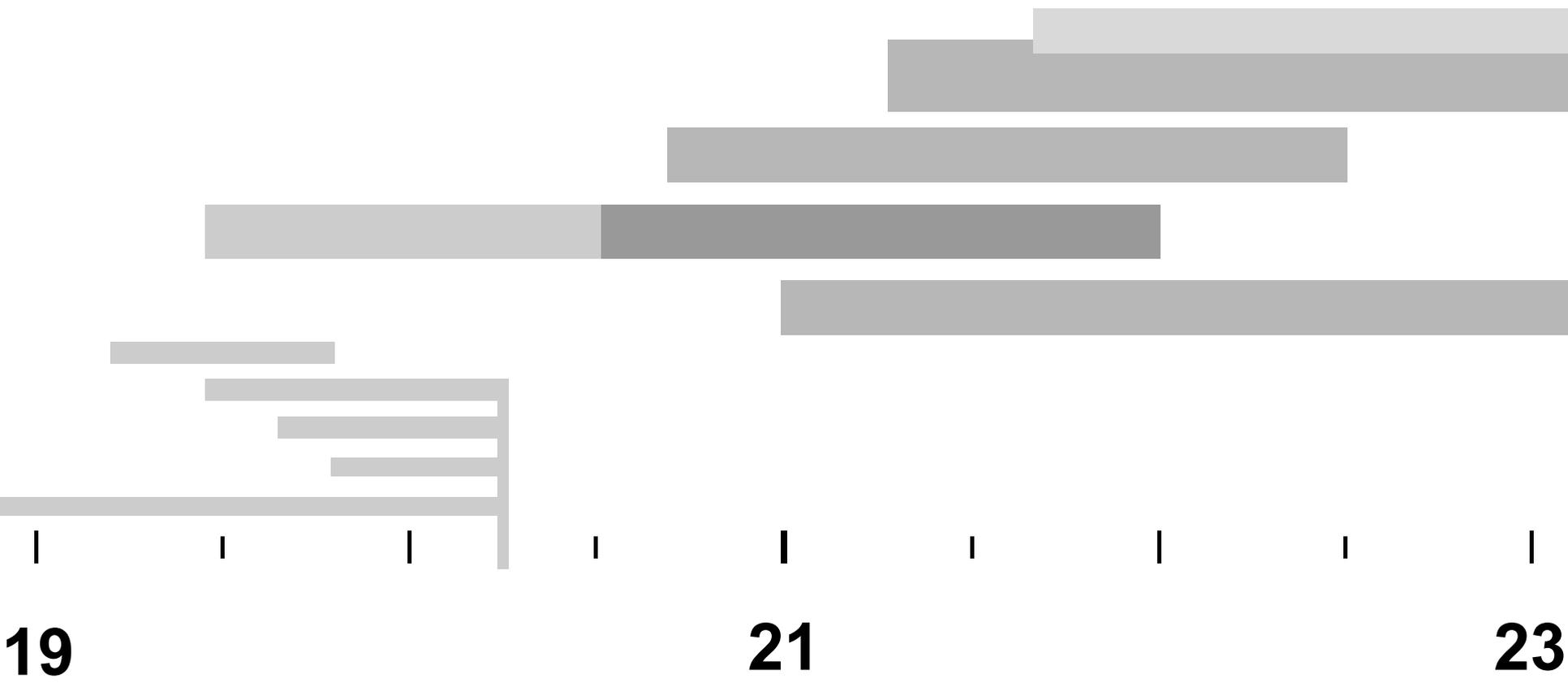


20

24

28

MID-TERM





MID-TERM

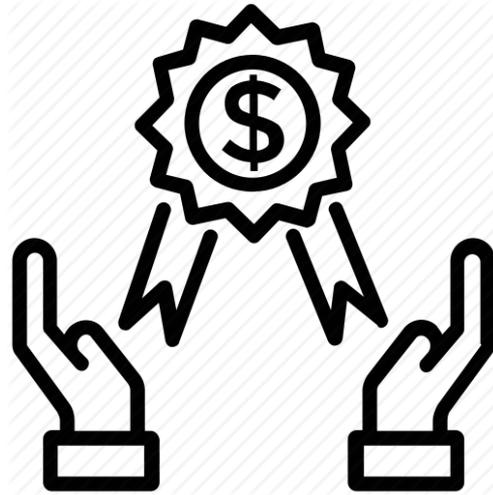
Internships & Staffing



MID-TERM

Chamber of Commerce

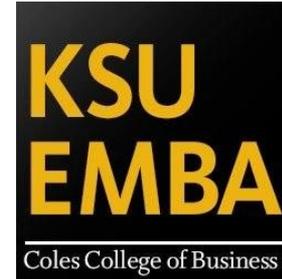
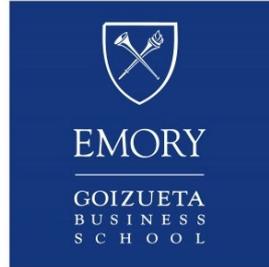




BUSINESS INCENTIVES 

MID-TERM

Business Education



MID-TERM

Organizational Partners

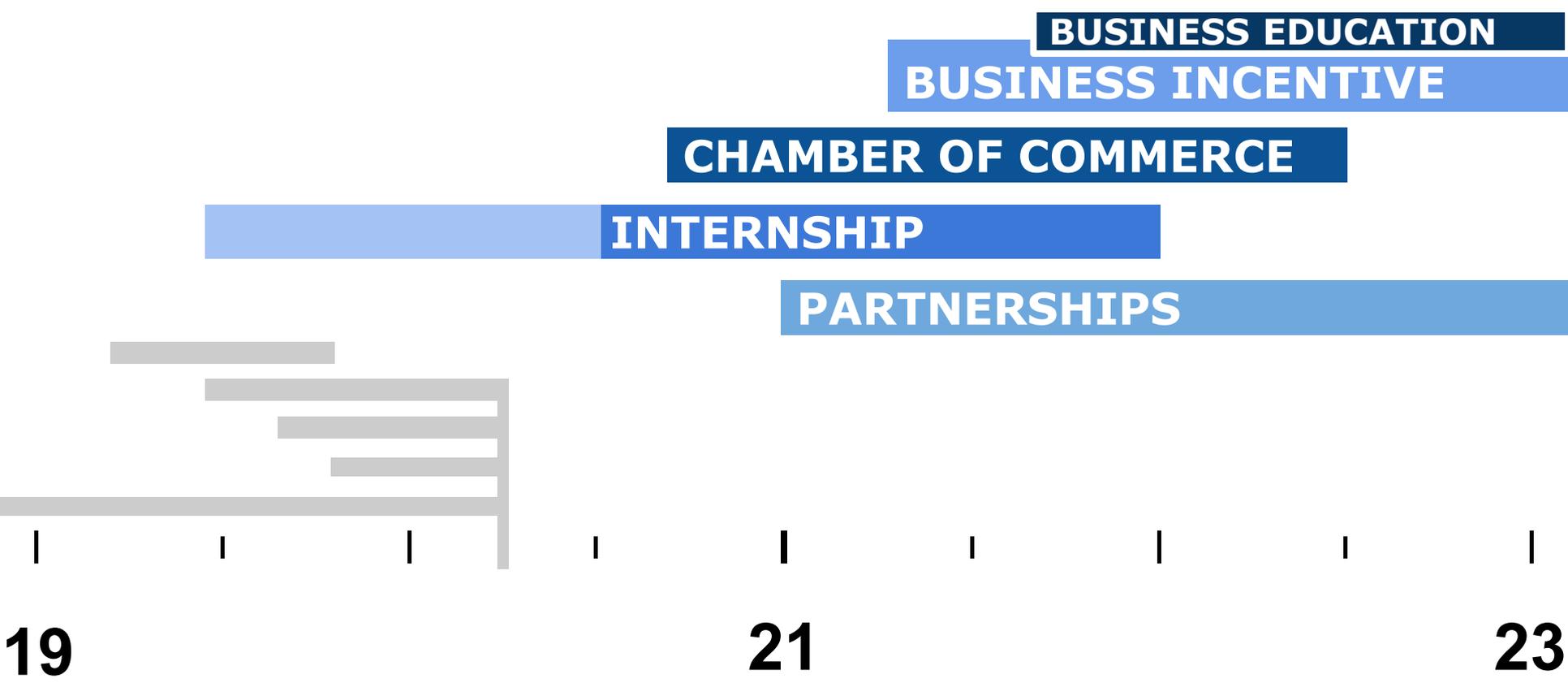


MID-TERM

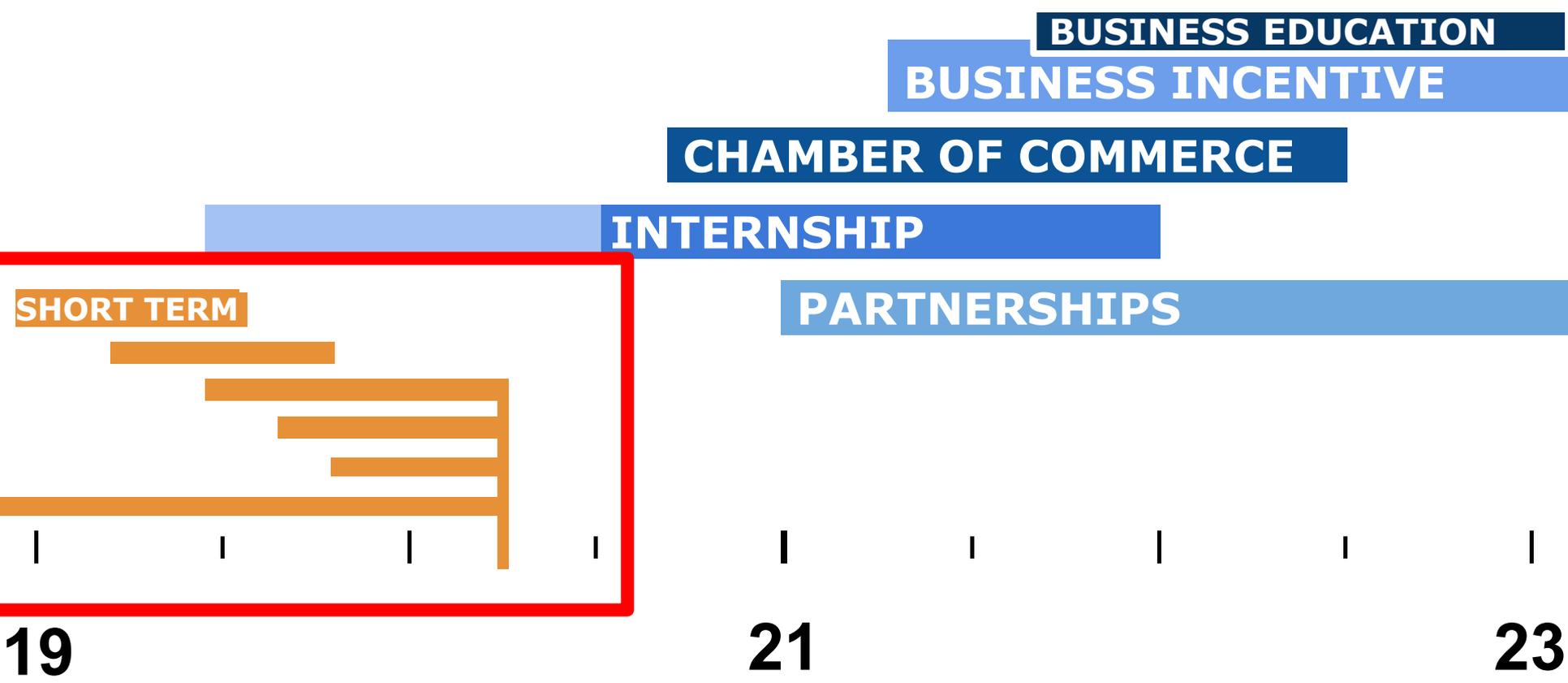
School Partnerships



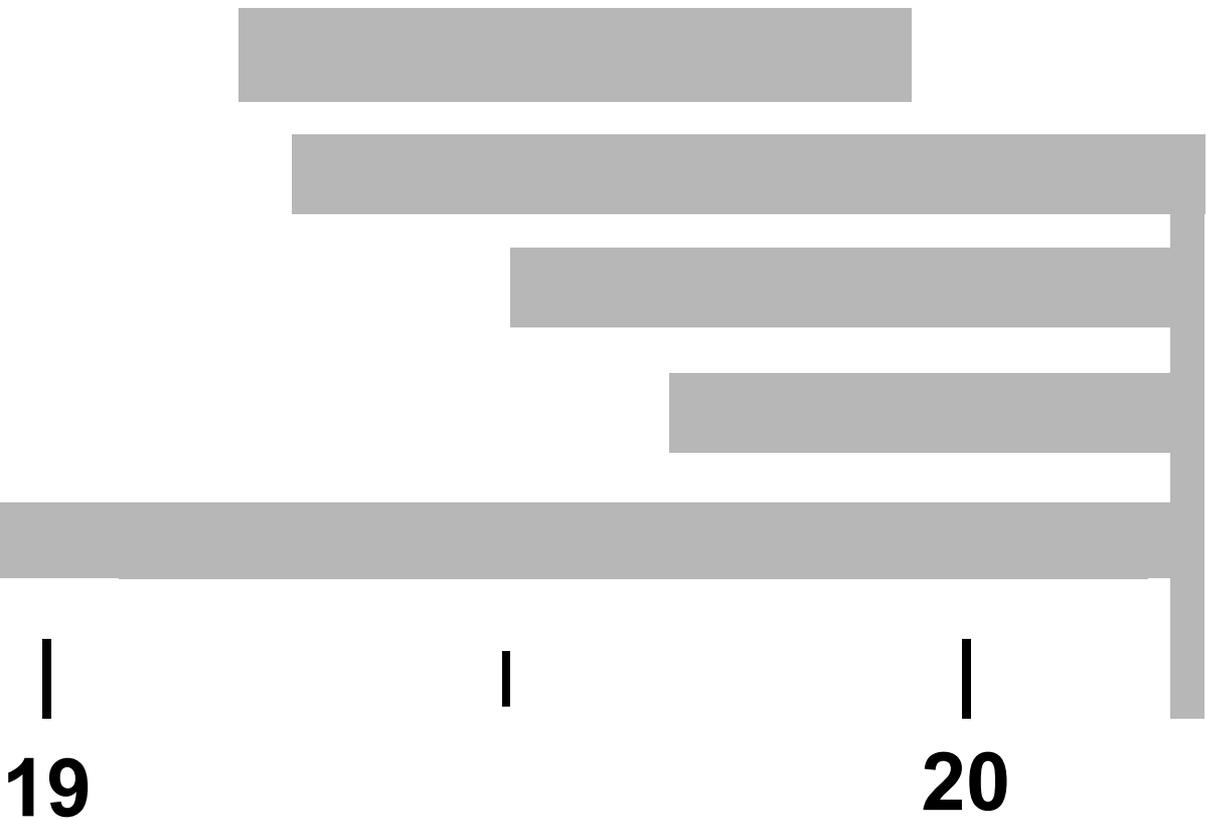
MID-TERM



MID-TERM



SHORT-TERM







**FARMERS
MARKET**

MAIN STREET

←



SHORT-TERM

- International Food Truck Festival
- Farmers Market
- Taste of Clarkston
 - *The World Tour*
- + *One More*



LiveSafe®

Safety. In everyone's hands.

Access resources

Have fast access to organization resources: phone numbers, just-in-time training, and emergency procedures.

Share info with safety and security

Submit tips related to safety concerns. Attach a photo, video, or audio file. You can even do it anonymously.

Know what's around you

Use the Safety Map to see where you are in relation to organization buildings, safety places, and other information.

Tab navigation: Home
Keeps organization-related functionality in one place within the app.



Get LiveSafe

Download "LiveSafe" from the App Store or Google Play. Register and fill out your profile. Select your organization. You're set!

Request help in an emergency

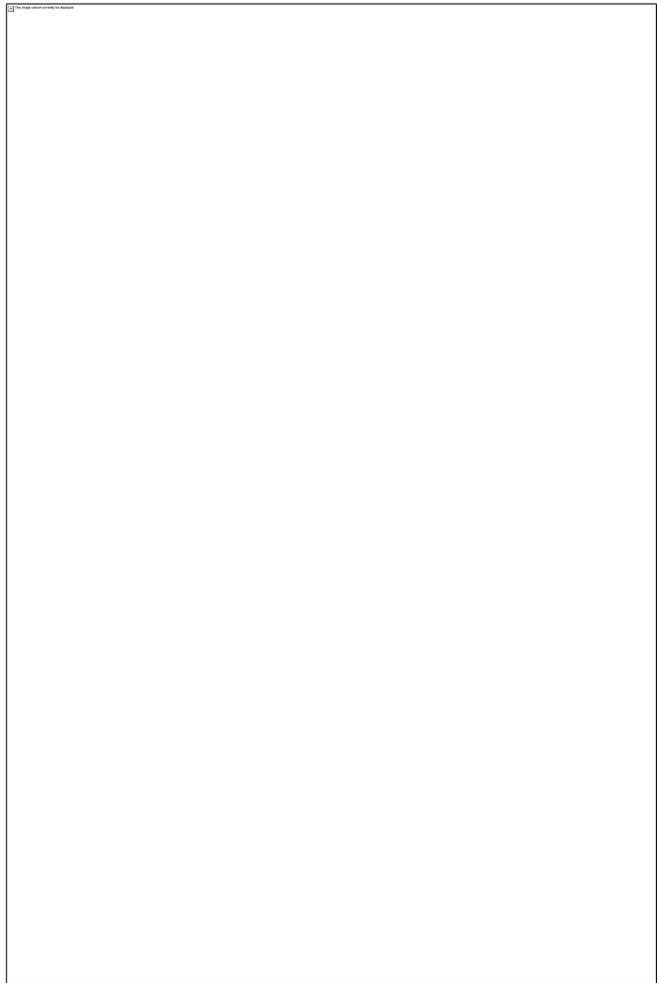
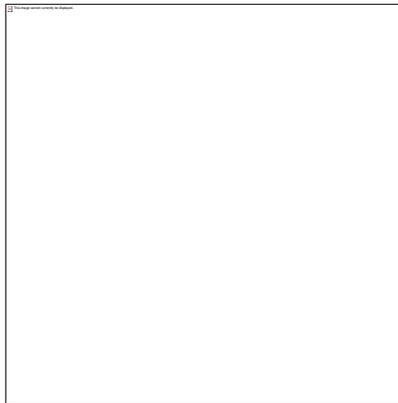
Quickly access emergency numbers. Safety officials can leverage location-data in an emergency, allowing for faster response times.

Help ensure you and friends get home safely

Virtually walk contacts home and request a safety escort from security.

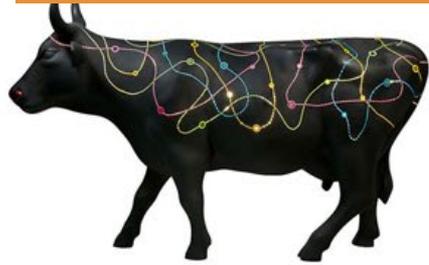
Tab navigation: SafeWalk and Notifications
Makes it easier for your community to quickly start a peer-to-peer SafeWalk and access broadcast messages.







SHORT-TERM ART: COWPARADE





SHORT-TERM

ART: *TREEPARADE*





SHORT-TERM MARKETING



**SHORT-TERM
CODE ENFORCEMENT**

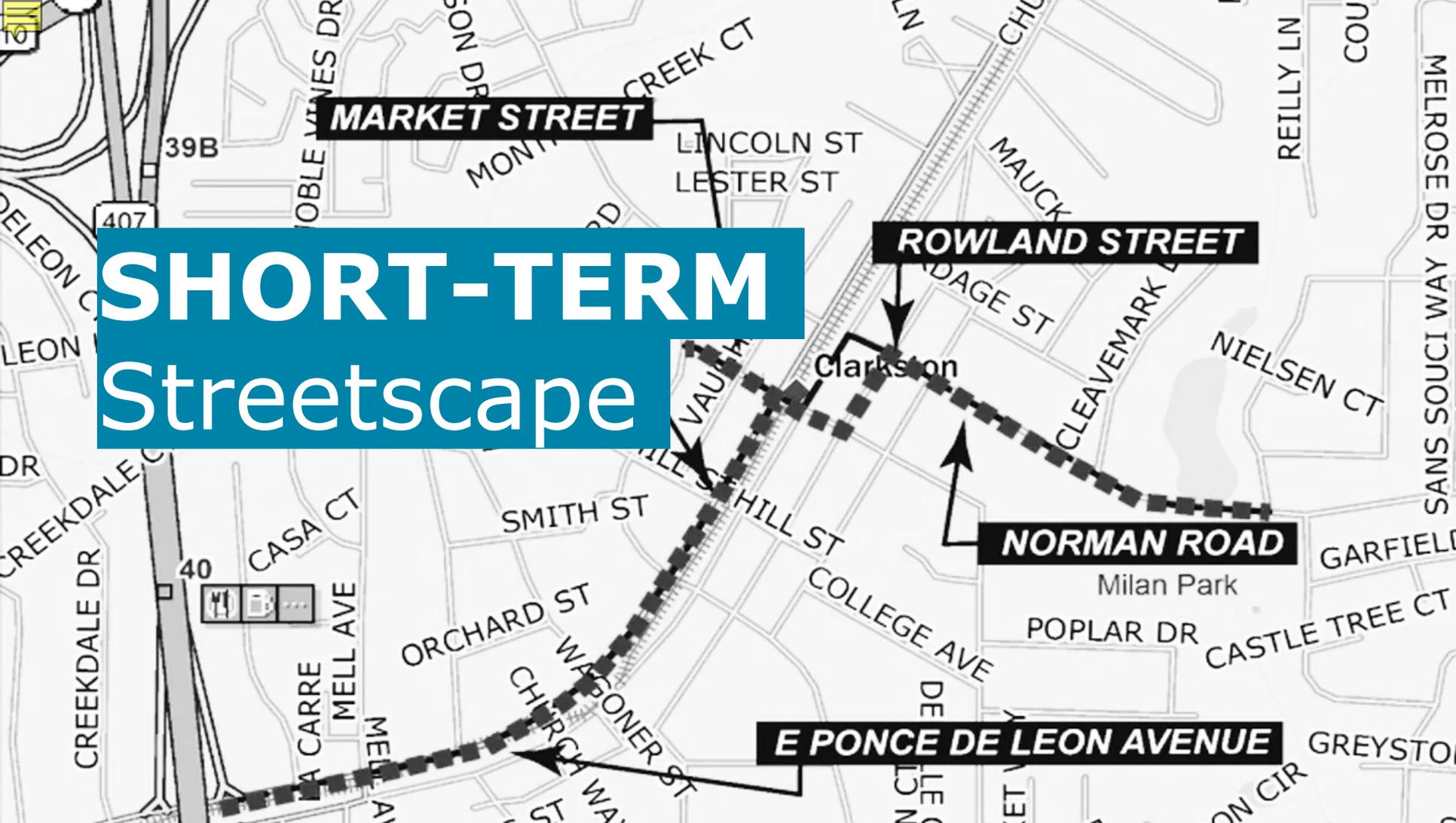
SHORT-TERM Streetscape

MARKET STREET

ROWLAND STREET

NORMAN ROAD

E PONCE DE LEON AVENUE



SHORT-TERM Streetscape

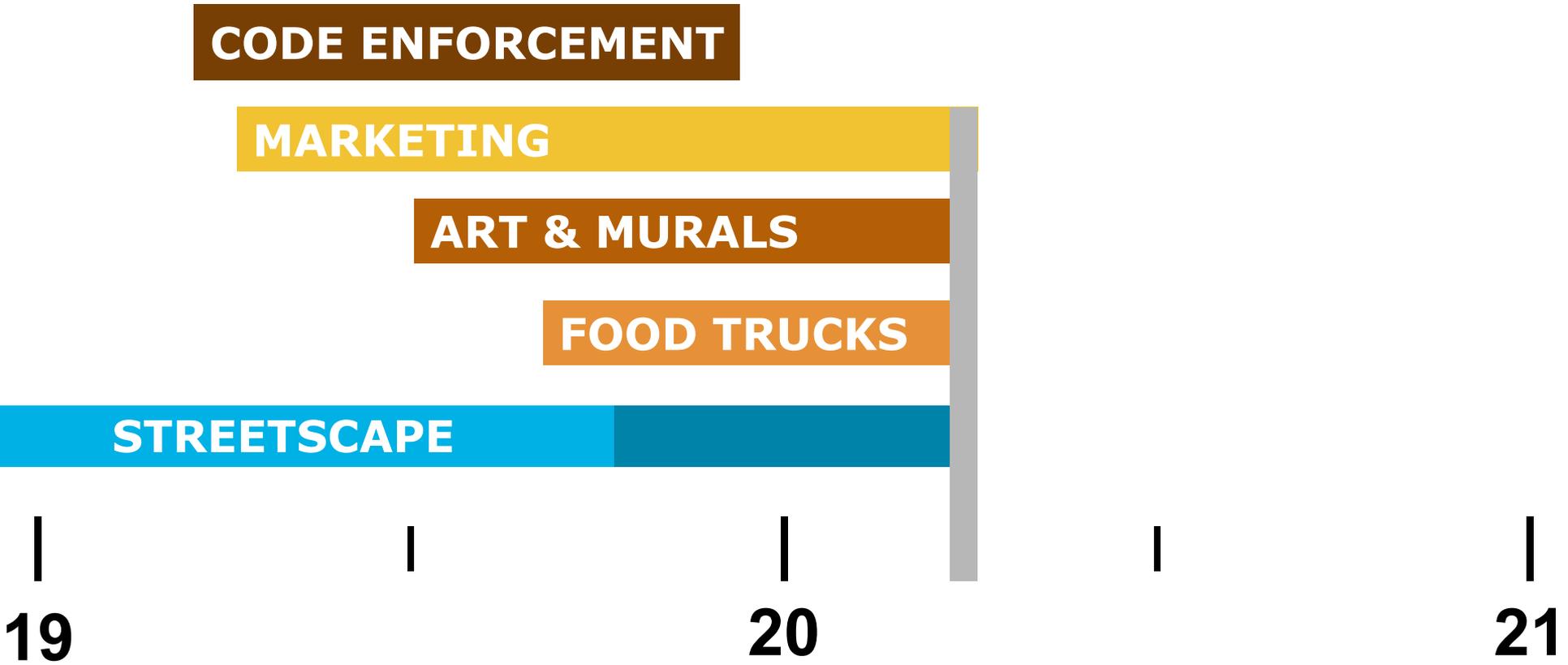




SHORT-TERM Streetscape



SHORT-TERM



SHORT-TERM

CODE ENFORCEMENT

MARKETING

ART & MURALS

FOOD TRUCKS

STREETSCAPE



CLARKSTON
FEST

|
19

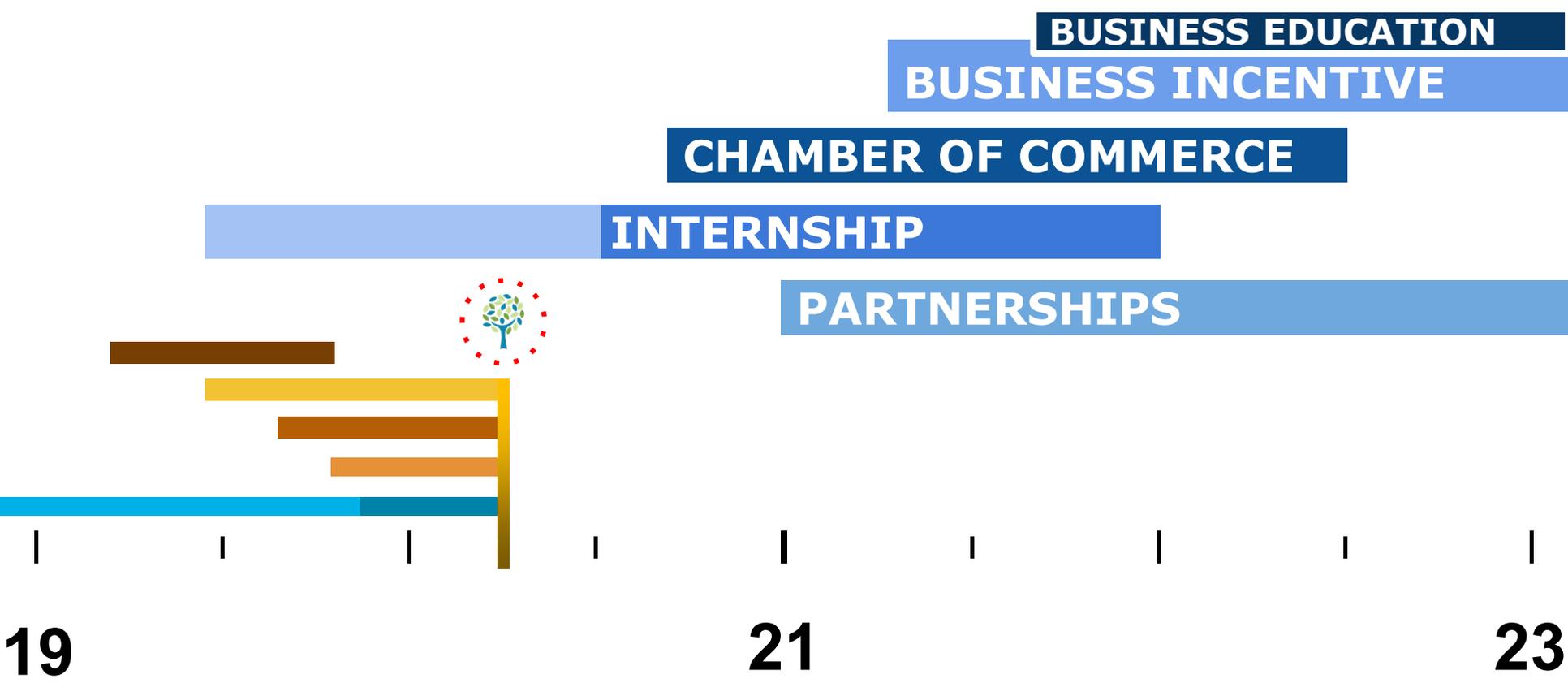
|

|
20

|

|
21

MID-TERM

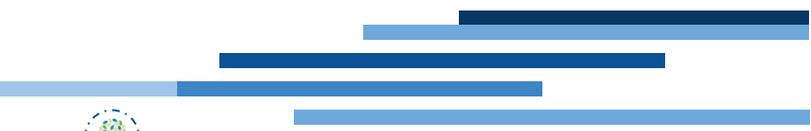


Master Timeline

OPPORTUNITY ZONES

EMINENT DOMAIN

ULI ARCHITECTURAL STANDARD



20

24

28

CLARKSTON
of the future.

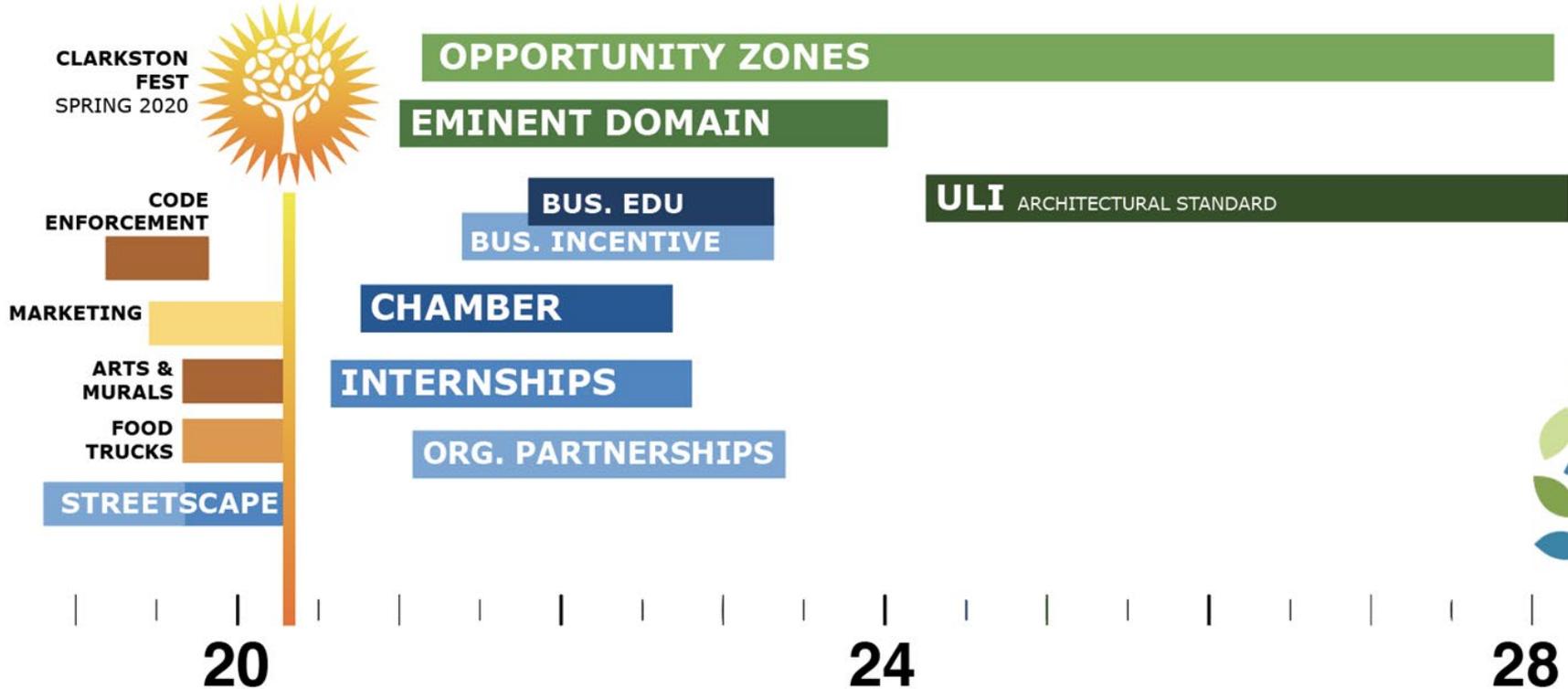


MASTER TIMELINE

CREATIVE APPROACHES TO BUILD COMMUNITY ENGAGEMENT

Directed by:
Barry Wood

Researched & Written by:
Raquel Penalver Bartolome
Tanner White
Helen Strickland
Tim Wright





RESOURCES



