

FODDA Committee Smart Goal 1 - May 2021 Brainstorming List

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| | Strategy 1 - Become a 'Must Have' Location for Investors and Small Businesses |
| | Goal - Develop a Comprehensive Package of Information and Incentives based on long term Investment / Quality Growth to Attract Businesses, Investment and Retain Existing Owners / Businesses |
| | Objective - Total five more businesses in downtown by 12/2022 |
| <u>Owner</u> | <u>Action</u> |
| Promo | Strategy 1 P1 - Organize / promote a Comprehensive Package of Attractive Business Information and Resources (a 'Buy Four Oaks' promotion plan) aimed at investors, small business owners using Design and Economic Vitality |
| Promo | Coordinate with the Town Website Development and Chamber of commerce |
| Promo | Recommend specific type of information needed to Design Strategy 1D1 and Economic Vitality Strategy |
| Promo | Include a summary of the Downtown Revitalization Plans |
| <u>Owner</u> | <u>Action</u> |
| Econ V | Strategy 1 E1 - Develop a package of financial tools to Facilitate long term Investment / Quality Growth |
| Econ V | Create / Update building & business inventory. Include Occupancy & vacancies; Square Footage / basic information; business mix and contact information |
| Econ V | Work w Property Owners to determine their plans for their property long and short term rent, lease, sell? |
| Econ V | Develop a package of financial incentive / possible sources of funding (Loans or Grants) to help start ups or existing business w mainstreet goals or to help business owners upgrade or sell their properties. *** Farmville Grant Package Presented to Town Board **** |
| Econ V | Develop a list of missing business types in the downtown that complement the existing businesses ... Lawyer, 2 restaurants, etc. |
| Econ V | Develop a individual marketing strategy w owners to present each vacant building to outside world ... not just window signs |
| Econ V | Survey what current building owners and business prospects may need on the down town project in order to accommodate growth |
| Econ V | Find ways to get investors to come to Four Oaks. Put together a list of investors |
| <u>Owner</u> | <u>Action</u> |
| Design | Strategy 1 D1 - Develop a communication tool/brochure for the requirements for building/business design (More than Table of Contents Planned by Town?) to support the "Buy Four Oaks" promotion plan |
| Design | Include specific guidelines on improvements that would be needed to bring old buildings that are for sale up to present Code requirements so anyone looking for investment would easily have an idea of what would be minimum required improvement if purchased. This would likely require local Code Officials working with individual owners in preparation of marketing a property. |
| Design | Strategy 1 D2 - Develop a combined infrastructure strategy/requirements between different businesses / |
| Design | Include a logistics process for packages w shippers. Maybe develop a class/seminar on best practices. Maybe 'Tired Iron classics" can help? |
| Design | Include negotiation with internet/phone/tv providers for a 2 yr lower rate for 80% downtown businesses. Negotiate every 2 yrs. |

FODDA Committee Smart Goal 2 - May 2021 Brainstorming List

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| | Strategy 2 - Preserve Authentic Heritage by Reinvigorating Our Rural Small Town Feel |
| | Goal - Demonstrate Profitable Growth Through Historic Preservation |
| | Objective - Develop Guidelines to Reinforce Quality/Long Term Growth |
| Owner | Action |
| Promo | Strategy 2 P1 - Develop the template for how businesses should look on search engines and Map searches |
| Promo | Develop a video tour of each business, work with CofC to promote. Extend to vacant buildings? |
| Promo | Develop a 'Building History' book of buildings in Four Oaks. Work w History foundation on dual promotions. |
| Owner | Action |
| Econ V | Strategy 2 EV1 - Incorporate as a 'Not for Profit' Organization to allow raising funds for special projects of FODDA Committees |
| Econ V | Develop a fundraiser strategy including selling paving bricks, benches, trees, etc. |
| Econ V | Develop a seed money fund for small business loans |
| Owner | Action |
| Design | Strategy 2 D1 - Review Ordinances and regulations including special Areas (Historic, Fringe, etc.) for updates supporting Quality/Long term growth **** Completed and Presented to Town Board May 2021 **** |
| Design | Develop a comprehensive summary from the ordinance / regulation review list after brainstorming completed |
| Design | Develop the stakeholder wish list / strategy (include owners) for ordinances including area outside downtown |
| Design | Understand the method/process to pass information to the town on things not being enforced. Enforcement officer? |
| Design | Understand how to fix items grandfathered in. Do we add a 5 year grace period. Cosmetic / appearance items only? |
| Design | Develop a list of Potential Mural walls fitting Downtown layout. Limit hard regulatory requirements? Design Subcommittee? *** Include graphic concepts in Strategy 1 D1 brochure to attract new owners |
| Design | Better define one 'Design Team' sub-committee responsibility for aesthetics conformance to FODD Project vision for all Four Oaks permits. Not parts of the planning review board or inspection. Include the specific range of responsibility to put in ordinances. **** "Soft" Team Recommended to Town Board for this activity **** |
| Design | Develop "a new option for occupancy include opening a business downstairs in any of the 2-story buildings and design the upstairs as living quarters for the shop owner / tenant? I think originally, some of the upstairs areas were living quarters, boarding rooms or hotel rooms. |
| Design | Develop "a slightly different occupancy for a store / office / restaurant occupancy downstairs be for the owner to rent out the upstairs on long term leases (say minimum 1 year leases) or have the upstairs as a "bed and breakfast" / hotel room(s) if the downstairs were a restaurant? |
| Design | Include an ordinance update that would require visual appeal (Minimum blanked windows and clean facade) when a) no tenants are present and b) during construction. |
| Design | Will there be a general electrical update required when power rerouted for stores. Need to provide guidance working with town planning board and inspection. |
| Design | Recommend no future overhead electrical to front of any business |
| Design | Differentiate New and Existing construction in ordinances |
| | Strategy 2 D3 - Develop Recommendations / Guidelines for Town Safety and Cleanliness Issues |
| Design | Develop "Safety" Guidelines ---- Crosswalks on US 301 intersections, stop light shades on 301, crosswalk buttons on 301 stoplights, when to repair existing sidewalks, limit access to deep ditches, |

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| Design | Develop "Cleanliness" guidelines for public spaces including sidewalks, curbs, streets, trash cans, flower Pots, power poles, outside lights, etc. No more broken plastic / glass debris on Main Street that is left week after week, Remove loose wires hanging off of poles, designated spaces for private posters, etc. |
| Design | Clean and paint the post office |
| Design | Develop and execute a training workshop on Covid19 practices in downtown businesses |
| Design | Create Downtown Stations for free sanitizer and masks |
| Design | Strategy 2 D2 - Review Engineering Plans for Conformance to Stakeholder Needs. Need two sub-teams to split work. 'Hard' Team to focus on objective infrastructure elements of downtown redesign. 'Soft' Team to focus on subjective elements of downtown appearance. Focus on objective items that meet stakeholder needs. Need engineering schedule as soon as available to prioritize work/plan work for these 2 teams. - Target complete 12wks before Contracts to be let |
| Design | Phase 1H - Design Infrastructure "Hard" team created to provide infrastructure recommendations as required by engineering schedule. Eric, Sherwood, Joanna, David, Anita drafted |
| Design | Phase 1H - Is the street width correct for Four Oaks mainstreet? Complete a test w the full Design Committee to show how new layout of parking with full size trucks allows space for main street traffic. Must be friendly to all personal vehicles. Measure Smithfield 3rd St? Reduce sidewalk widths from 17' specs to no more than 15', or less, to allow safer width for exiting cars and driving. *** 12ft Minimum recommended to Town Board **** |
| Design | Phase 1H - Add speed bumps to major intersections to slow traffic. (Included in engineering plans?) |
| Design | Phase 1H - Incorporate free public wifi for the entire downtown area outside spaces |
| Design | Phase 1H - Move logo emblem off of 301 intersection - (Fed Dept of Trans will not allow) to Lassiter St raised intersection – use full graphic element from town logo |
| Design | Phase 1H - Determine early how power will connect from elevated power lines to the individual businesses and what options are available. Where are the transformers going to be located? Include any updates or changes in Code Upgrades. |
| Design | Phase 1H - Will there be a general electrical update required when power rerouted for stores. Need to provide guidance working with town planning board and inspection. Include any updates or changes in Code Upgrades. |
| Design | Phase 1H - Develop Temporary Safety Guidelines during Redevelopment Phases - 'Line' Crosswalks on 301, Stop light shades on 301, Crosswalk buttons on stoplights, RR Sidewalk paths via painted lines, etc. Also ... how do we maintain safe access for businesses while street and sidewalks torn up Need a list of concerns for temporary construction safety. Need to tie in Promotions Committee how to best get this out to public before the actual project starts. Include a section on cleanliness during construction. (Included in engineering plans?) |
| Design | Phase 1H - Add Electric Vehicle Charging stations in Downtown. A multiple car location on South Railroad street beside main would put people in the downtown area for 1 hour minimum ***** Research uncovered basically 1) Municipalities, 2) Utilities or 3) Private companies can legally install. Since we are getting ready to redesign downtown, a great addition/draw would be an appropriately sized location that would put people downtown for 1hr while they recharge. Recommendation to town board ***** |
| Design | Phase 1H - During heavy rains, drainage on south Railroad Street forces water into the businesses. This problem has existed since the updated street design ... especially bad between Church and Main. |

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| Design | <p>Phase 1S - Need 'Soft' Team to focus on detail aspects of downtown redesign. Design Details "Soft" team created to provide detail recommendations as required by engineering schedule. ***** Ron, Barbara, Carly, Ellen, Bruce drafted. Need engineering schedule as soon as available to prioritize work/plan work for this team.</p> <p>Work category to generate ideas were created Each item will have ownership, deliverables and priority based on the engineer's schedule.</p> <ul style="list-style-type: none"> - Components (Lamp posts, trash cans, hand rails, benches, sign poles, planters, utility fixtures, etc.) - Hardscape (brick, curb shapes, murals, grates, sidewalks, speed bump emblem, etc.) - Greenscape (Bushes, trees, flowers, grass, etc.) - <u>Small Town Texture (Colors, patterns, shapes, textures, subjective items for review, etc.)</u> |
| Design | <p>Phase 1S - Select lamp posts have a more period correct style and have hanging basket brackets – these could substitute for tree in softening the streetscape. Select a period style ornamental handrail for steps and consider placing it in the center of the steps. Shop park bench styles and select period correct style and materials. Explore planter options – if brick are used, construct with details that reflect the details in surrounding buildings and use older style & color brick. Shop for ornamental trash receptacles</p> |
| Design | <p>Phase 1S - Bring in the gardener that town currently contracts with to advise on plants, grasses, and tree types. See if we can find smaller trees such as found in Benson. How with all the greeway be maintained by the town? ***** Ellen has had discussions with our town horticulturist regarding the soft team thoughts on our soft team 'greenscape' category. He is more than happy to help the soft team flesh out their 'greenscape' recommendations. Ellen agreed to be our soft team contact with Keith. [Thanks, Ellen]</p> |
| Design | <p>Phase 1S - Be careful with selection and placement of trees. Are canopy trees going to be an issue with visibility of storefronts and signs. There are a lot of existing trees within sight of downtown.</p> |
| Design | <p>Phase 1S - Develop a "Storefront Design" Brochure / Workshop - 1) get feedback on streetscape model for sidewalks/infrastructure, 2) incorporate heritage paint/signage/logo schemes, 3) incorporate real world options for awnings, 4) Develop a list of designers / contractors</p> |
| Design | <p>Phase 1S - Wndy requested that we strongly consider placement of a 4 faced, classic street clock at a prominent location. ***** Windy will investigate options for what is available look, source, pictures, etc. to review at the next Soft Team meeting. [Thanks, Windy]</p> |
| Design | <p>Phase 2H - Include both sides of road on Baker and Church for Streetscape treatment including curb, sidewalk and vegetation</p> |
| Design | <p>Phase 3S - Include recommendations to enhance the Four Oaks Gateways? New signs/theme, add locations to all major town roads I-95, Landscaping theme extended through whole town on 301. Add a 'Cardinal' emblem on I-95 bridge slopes</p> |
| Design | <p>Phase 3S - Add landscaping to Hwy 301 to camouflage the clutter in certain places.</p> |
| Design | <p>Phase 3H - Add a continuous 301 sidewalk from Four Oaks Restaurant to hwy 55</p> |

FODDA Committee Smart Goal 3 - May 2021 Brainstorming List

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| | Strategy 3 - Attract Business, Events and People |
| | Goal - Develop tools to attract Business, Events and Customers |
| | Objective - 20% higher interest in 2022 (need measurement) |
| <u>Owner</u> | <u>Action</u> |
| Promo | Strategy 3 P1 - Develop and execute the marketing tools to attract Business, Events and Customers |
| Promo | Develop and consistently work with multiple local marketing media to promote events (Johnston Now, better billboard on main street, benson/four oaks review, electronic billboard on I-95?) |
| Promo | Support a comprehensive Cartoon Foldout of town / businesses / civic groups |
| Promo | Develop a comprehensive 'Four Oaks Event Support' Brochure/strategy to sell event organizers on Four Oaks |
| Promo | Develop a 'Buy in Four Oaks' advertizing strategy aimed at customers / residents highlighting Four Oaks Businesses |
| Promo | Need a large TV in the Chamber office to showcase videos of businesses |
| Promo | Develop a video showing each business. Include online and in Chamber office. |
| <u>Owner</u> | <u>Action</u> |
| Econ V | Strategy 3 EV1 - Develop a method for visitors or individuals to help raise money to improve Four Oaks |
| Econ V | Method to be present at every event (card table with jar?) and hard points around town. Allow gifter specific project funding. |
| Econ V | Include internet methods like 'go fund me' |
| <u>Owner</u> | <u>Action</u> |
| Design | Strategy 3 D1 - Develop the infrastructure to support events, social activities |
| Design | Develop strategy to incorporate the Pawn Shop, Gas Station and Rescue squad space during Events |
| Design | Improve access to parking that is convenient to businesses and events alike |
| Design | Public restrooms for events and social activities |
| Design | Receptacles for power, water spigots, waste drain at events |
| Design | Develop a comprehensive and easy to follow walking / access plan for downtown / 301 / I-95 |