

City of Lithonia

ENVISION



11.20.18



Johnson Granite Co., Lithonia, Ga.

DEK-252-85

COLEMAN



REVIEW: Envision Lithonia

Meeting of the Minds: 3 Groups + Citizens

- Mayor + City Council
- DDA: Downtown Development Authority
- LBA: Lithonia Business Association

2 Vision Meetings: September 25th & October 16th

Re-visit & Review of Previous “Future Lithonia Plans” & Lithonia History:

- 2010 Comprehensive Plans, 2011 Blueprints, 2012 Design Guidelines
- 2015 DDA Retreat Report, 2016 City of Lithonia Survey
- Historical Archives, 2003 Livable Communities Initiative (LCI), Lithonia Walking Tour, Etc



REVIEW: Envision Lithonia

- 2016 City of Lithonia Survey:
 - **Type of Businesses You Want:** Fitness Center, Restaurants, Coffee Shops, New Grocery Store, Bakery, Clothing/Retail Store
 - **Area of Personal + Community Improvement You Want:** Health & Wellness, Youth Mentoring & Literacy, Job Training, Starting Small Business, Financial Literacy
 - **Type of Events You Want:** Concerts, Festivals, Youth Activities, Holiday Celebrations
- 2018 Vision Meeting Keywords:
 - **Who We Are:** Historic Town, Community-Family, Entrepreneurship/Business, Outdoor Living, Artists, Relaxed Charming Small Town, Rich History, Walkable, Great Food & Service
 - **What We Want:** Welcome Center at City Hall, Connect Arabia Mountain, City Flower (*Yellow Daisy*) + Stone (*Gneiss*), Smart City, Green, Beautification Ordinance, Dog Park, Boutique Hotel/Bed & Breakfast, Recreation Center, New Condos, Drive-Thru Theater, Code Enforcement, Beautiful Landscaping, Outdoor Seating, Trolley and/or Golf Carts



REVIEW: Envision Lithonia

Our History

- Est. 1856
- Small crossroads settlement for farmers. Railroad town with a prosperous granite quarry industry. First Library (1907), First School (1938), First Church (various)
- **Facts:** Educated, Forward-Thinking, Business-Friendly, Family Focused, Industrious



-
Tagline, Vision, and Mission



NOW: Envision Lithonia





NOW: Envision Lithonia

Our Future

- **Think:** Year 2056 -- the 200 year anniversary of Lithonia
- **Prepare Your Minds:** Envision living in the *best*, most beautiful city in the world. What would the tagline, vision, and mission for that city be? You will help decide.

VOTING: Tagline, Vision, and Mission

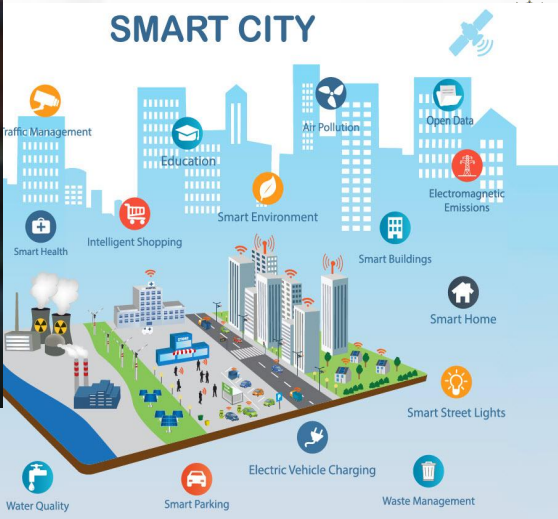




The Focus

- 1. Sustainability** - become a green, sustainable, environmentally conscious city. (*ie. fully powered by renewable energy, like solar power*)
- 2. Business & Entrepreneurship** - create a business-friendly atmosphere, encourage economic development and growth for the community. Favoring companies that help our community reach economic self-sustainability
- 3. Arts & Culture** - support the arts, music, and family-friendly entertainment
- 4. Holistic Health** - focus on total body health - emotional, physical, financial, environmental, occupational, spiritual, socio-cultural, and intellectual (*ie. community garden, farmers market, food forest, yoga, biking, etc*)
- 5. Family** - commitment to places, activities, and events for all members of the family (*children to great-grands*)
- 6. Education** - encourage education, reading, tech-literacy for citizens of all ages children to seniors
- 7. Innovation** - become a smart city. Be modern / think outside the box to solve problems and improve city life. (*ie - quick secure online processes, city-wide WiFi*)

Want to help build a sustainable world?



The Focus



AMERICA'S 28 MILLION SMALL BUSINESSES PROVIDE JOBS:

66% OF NET NEW JOBS

Small business generate **54%** of all U.S. Sales

And they account for **99.7%** of all employers



RESULTS





THE NEW City of Lithonia

- **Name Brand:** Historic Downtown Lithonia
- **Tagline:** Grow in Lithonia
- **Vision:** To be the jewel of Georgia; a prosperous, green, and happy community, whose residents enjoy a high standard of living.
- **Mission:** To focus on development that preserves our historic past and allows modern, innovative, well-balanced growth. To encourage economic growth and business creation; Become a hub for entrepreneurs; Promote diversity in high quality housing options; Create sustainability in harmony with an environment that will increasingly enhance the quality of life of our residents: socially, culturally, and economically.
- **Focus:** Our 7 Focus Areas-- sustainability, business & entrepreneurship, culture & arts, holistic health, education, family, and innovation.

ENDING REMARKS







CITY OF LITHONIA

VISION

10.16.18



Lithonia: The Facts

- Established in 1856
- **Population:** 2000
- **History:** Small crossroads settlement for farmers. When the Atlanta Augusta railroad came, Lithonia flourished with its granite quarry industry.
- Resources within city limits: 2 Parks + Amphitheater, Library, Historic Buildings, Railroad, City Hall, Police, Post Office, Churches, and Businesses



Our Achievements: Decades in Review

- **Bruce Street School** - *1st "African American" school in DeKalb County* = Forward-thinking, educated community
- **Quarry** (*largest diversified granite producer in the world*) = Rich natural resource + Self-sustaining Economy / Business Friendly
- **Women's Club** = Forward-thinking + Social
- **Lithonia Speedway and Country Club** *with entertainment from stock car racing to concerts from such musicians as B.B. King, Gladys Knight, and James Brown* = Cultured + Cool
- **Several "First" Churches** = Spiritual + Family Focused
- **PATH Trail + Parks** = Fitness + Green/Outdoor Focused
- **Green Love Kitchen** - *1st full vegan restaurant in the area* = Holistic + Health-conscious



Our Achievements: At Our Best

- **Lithonia KEYWORDS** when operating at our highest:

- Educated
- Forward-thinking
- Business-friendly
- Rich
- Self-sustaining
- Social
- Cultured
- Cool
- Spiritual / Love of God
- Family-Focused
- Fit
- Green
- Holistic
- Healthy



Make Lithonia Great Again ;-)

We've created a vision for Lithonia that keeps our history in mind. The best parts of it!

While also thinking about what it would take to truly make Lithonia one of the best cities in the world.

Yes, the world.



NEW LITHONIA



Ideas for the future of Lithonia

7 Areas of Focus

- 1. Sustainability** - become a green, sustainable, environmentally conscious. (*ie. fully powered by renewable energy, like solar power*)
- 2. Innovative** - become a smart city. Be modern / think outside the box to solve problems and improve city life. (*ie - quick secure online processes, city-wide WiFi*)
- 3. Holistic Health** - focus on total body health (*ie. community garden, vegan, apiary / honey bees, farmers market, food forest /orchards, yoga, biking, etc*)
- 4. Arts & Culture** - support the arts, music, and family-friendly entertainment
- 5. Business & Entrepreneurship** - create a very business-friendly atmosphere, encourage economic development and growth for the community. Favoring companies that help our community reach economic self-sustainability
- 6. Family** - commitment to places, activities, and events for all members of the family (*children to great-grandparents*)



7 Areas of Focus: Sustainability



Sustainability is all about working in harmony with nature.

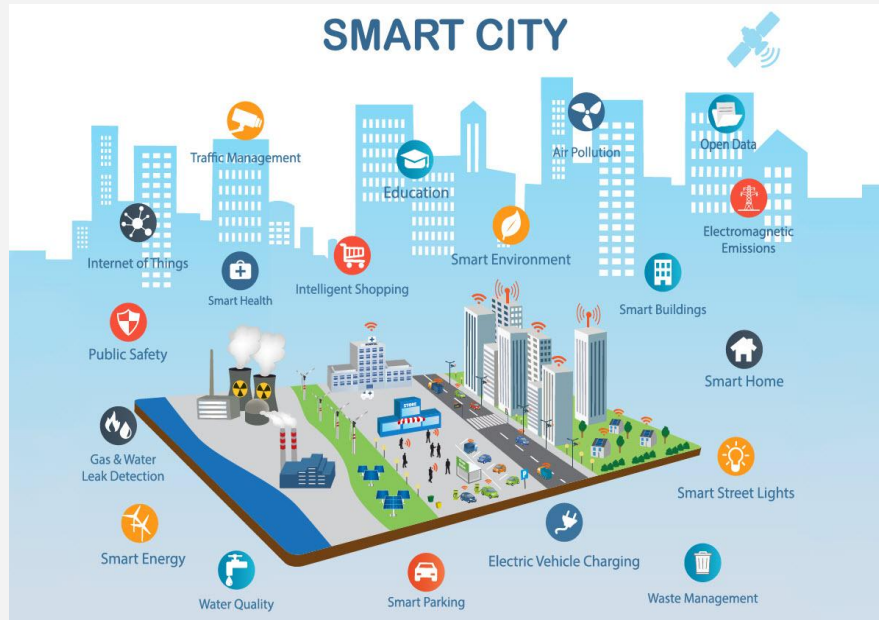
Lithonia's industrial outskirts makes it prime area that would greatly benefit

Sustainability would:

- Save Lithonia money (solar power)
- Earn the city money (lots of grants)
- Boost the city's brand (encouraging growth)



7 Areas of Focus: Innovation



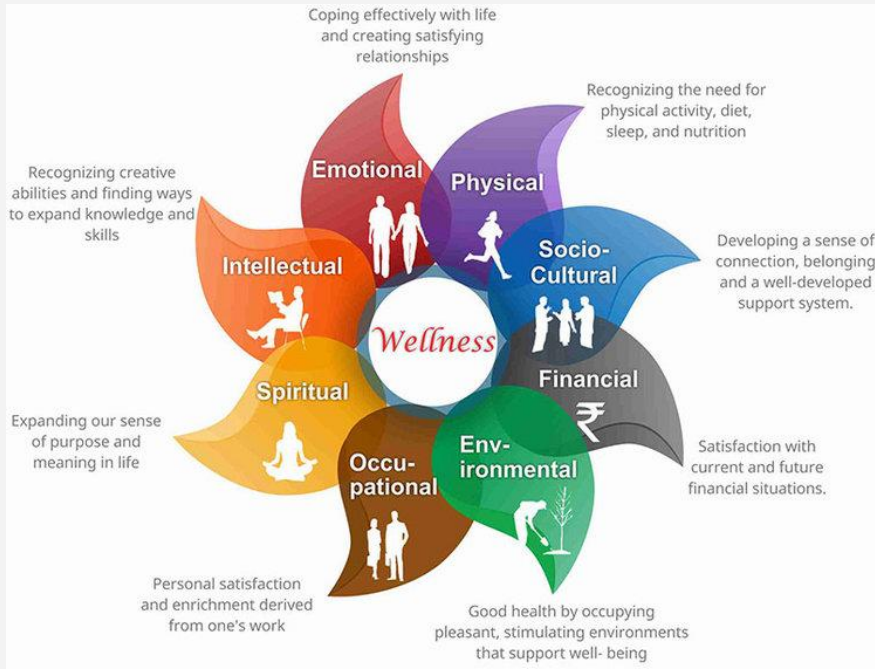
Lithonia will become a Smart City

Smart cities use data and technology to create efficiencies, improve sustainability, create economic development, and enhance quality of life factors for people living and working in the city.

It also means that the city has a smarter energy infrastructure.



7 Areas of Focus: Holistic



Lithonia will become the epicenter of Holistic Health

“Holistic Health”, is a belief that both the physical and mental aspects of life are closely connected and factor into the overall health and wellness of a person.

This helps ensure Lithonia citizens live a high quality life.

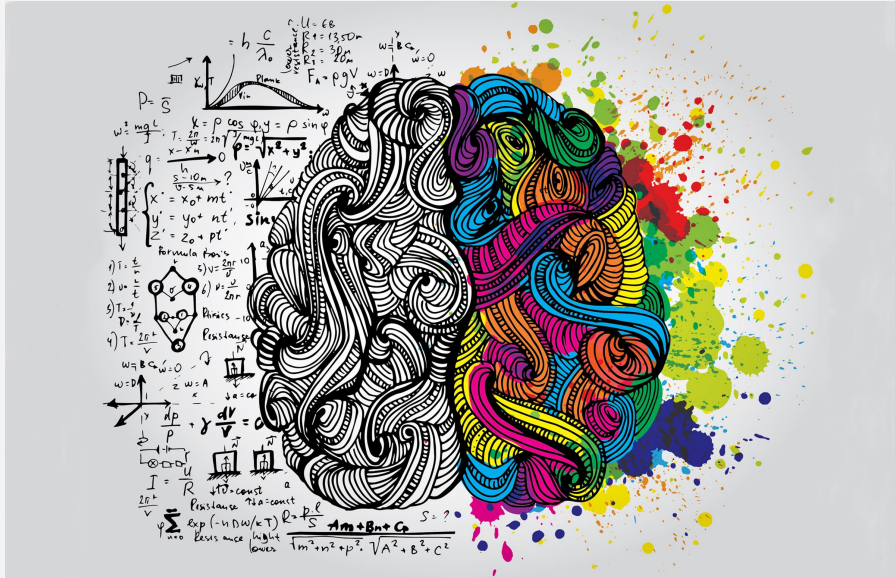


7 Areas of Focus: Culture

Lithonia will have a very rich culture

Our historical culture is already rich. We will build on this by more intentionally integrating the arts, and building a distinct, influential creative community.

“The arts” are known to revive communities, boost economies, and attract new talent.



7 Areas of Focus: **Business**



Lithonia will be very business-friendly

Small businesses help anchor and grow our community.



7 Areas of Focus: **Family**



Lithonia will be very family-friendly

Our focus on family will help attract older millennials + younger Gen X'ers that are looking to find a quaint place to settle down with their family.

Activities/Events for: Children, Teens, Young Adults, Adults, Grandparents, Great-Grandparents



7 Areas of Focus: **Education**



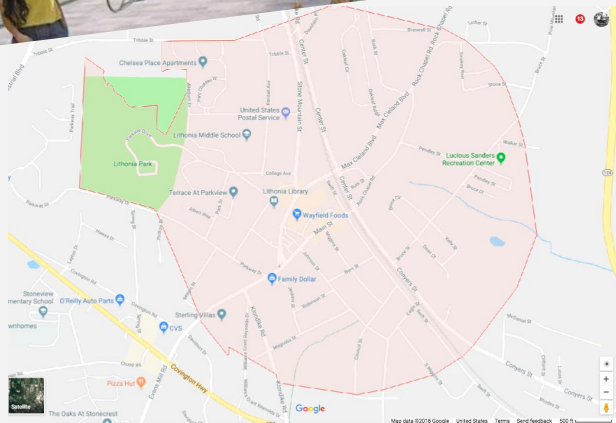
Lithonia will focus on education

Our history shows that education was once a priority to our city.

- Early Childhood Education
- Nexus for Homeschool Parents
- Tech-Savvy Citizens of all ages



The Future of Lithonia



Our future is destined to be amazing.

We just have to create a plan. Fund the plan. Execute the plans.

Then put intuitive, sustaining systems in place to maintain our new vision at the highest level.

The next pages give suggestions on what to start with first, as well as additional brainstorming.



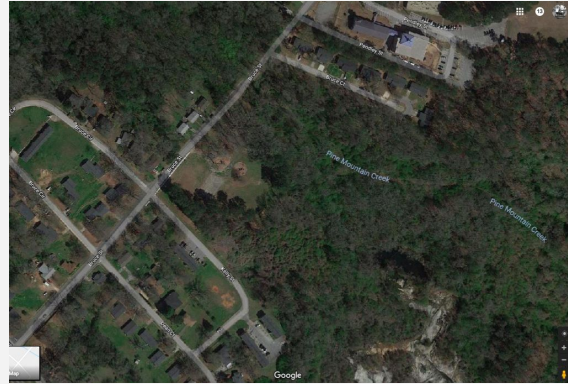
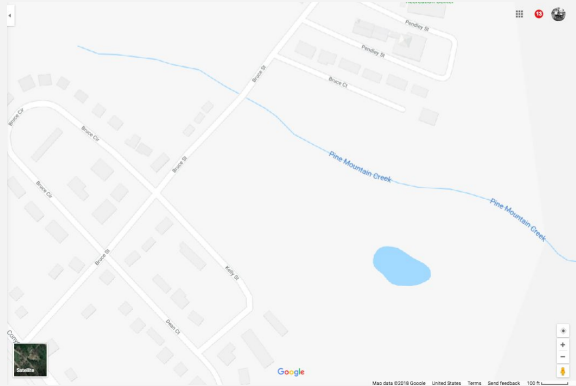
Plan of Action: Top 3 Priorities

- 1. Beautification** - Extensive landscaping. Creating a plush, beautiful, scenic city block, especially on Main Street and at all 4 entrance areas. Begin plans for a water feature at Bruce Street Park - Pine Mtn Creek + pond.
- 2. Walkability** - Extending sidewalks throughout city limits. Fix any broken sidewalks. More Lights. Benches. Install traffic lights and/or additional signage at problem intersections like Max Cleland x Center St. More uniform signage.
- 3. Business** - Increase business friendliness. Recruit businesses we're lacking: coffee shop, health food grocer, dentist, pet store, more high quality one-of-a-kind restaurants, breakfast restaurant, art gallery coming soon!



Bruce Street Park + Pine Mountain Creek

All cities should have a water feature citizens and visitors can walk too. We have several options in the greater Lithonia area, but only one within city limits



We can partner with DeKalb County to develop this:
bridge, kayaking, fishing, beach, etc.

walking



Other Ideas

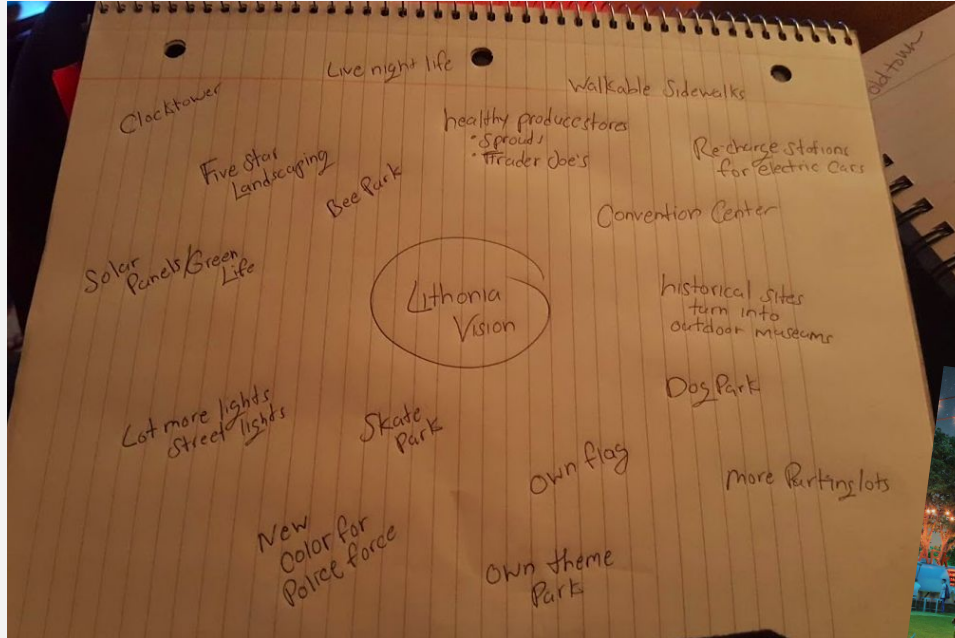


Photo above courtesy of Salif Thompson and Steve Paul

Clocktower

Skate Park

Dog Park

City of Lithonia Trolley



See ya tonight!

We have LOTS more ideas, but this is all I had time to put together/organize before our meeting today.

Feel free to email me or our team to discuss more: cindy@willpowersouth.com.



