Urban Redevelopment Plan
The City of Vienna, Georgia

Prepared for:
The City of Vienna

Prepared by:
River Valley Regional Commission

December 2012
# Vienna Urban Redevelopment Plan

## Table of Contents

### SECTION ONE: Introduction
- Brief History of Vienna .................................................................2
- Community Overview and Demographics ........................................2
- Conditions in the Redevelopment Area ...........................................3
- Boundaries of the Redevelopment Area .........................................3
- Identification of Redevelopment Agency .......................................4
- Consistency with Comprehensive Plan .........................................4
- Consistency with the Existing/Future Land Use Map .......................4
- Consistency with Building/Zoning Codes and Other City Regulations ....4

### SECTION TWO: Redevelopment Tools
- Acquisition of Parcels .....................................................................6
- Demolition/Rehabilitation of Structures .........................................6
- Strategy for Relocating Displaced Residents ..................................6
- Public/Private Resource Partners .................................................6
- Job Tax Credits ...............................................................................8
- Enterprise Zones ............................................................................9
- Opportunity Zones ..........................................................................10
- Historic Preservation Tax Credits ................................................10
- Housing Programs and Tax Credits ..............................................12
- Corridor Management Plan .........................................................12
- State and Federal Funding ..........................................................12

### SECTION THREE: Implementation
- Implementation Strategies ............................................................14
- Plan Development Schedule .........................................................16

### SECTION FOUR: Appendix
- Redevelopment Boundaries Map ..................................................18
- 20% Poverty Map ...........................................................................19
- Existing Land Use Map ...............................................................20
- Future Land Use Map ....................................................................21
- Character Area Map ......................................................................22
- Zoning Map ..................................................................................23
- Market Analysis .............................................................................24
- Meeting Documentation .............................................................48
- Support Letters .............................................................................69
- Adoption Resolution .....................................................................77
SECTION ONE: Introduction and Background

The purpose of this redevelopment plan is to aid the City of Vienna, Georgia in efforts to revitalize and stimulate economic growth, while improving existing infrastructure as a means of supporting future growth. Through citizen participation was well as partnering with both public and private resources, the City of Vienna hopes to create an Urban Redevelopment Plan based on collaboration and cooperation to achieve its revitalization goals. As an Empowerment Zone and a Tier 1 Community, the development of this plan will also allow the City of Vienna to apply in the future for additional job tax credits through the Opportunity Zone program to provide a competitive edge in attracting new businesses to the area. By fostering development that is both environmentally and economically sound, the City of Vienna will be able to create a more sustainable and healthy community. This type of vibrant and healthy community will in turn be able to provide for both the current and future needs of its citizens.

Brief History of Vienna
Dooly County was created in 1821 by the Georgia Land Lottery Act. The community of Berrien was established as the county seat in 1824. The county seat was moved to Drayton, a population center, in 1836, but was authorized to come back to its original location by the State Legislature in 1839. In 1841, the community of Berrien adopted the name Vienna in honor of the capital of Austria.

Two major rail lines were built through Dooly County: The Atlanta-Birmingham-and-Atlantic Railroad and the Georgia Southern-Florida Railway Line. Vienna is strategically located near the two.

Community Overview and Demographics
The population for the City of Vienna has remained fairly consistent in the thirty year span from 1980-2010. After losing 6% of the total population from 1980-1990, the following decade showed an upswing as the town gained 265 new residents. While the city’s population is projected to continue to slowly decline, with redevelopment the city might be able to reverse this trend by attracting new businesses and new residents.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Vienna</td>
<td>2,886</td>
<td>2,708</td>
<td>2,973</td>
<td>4,011</td>
</tr>
<tr>
<td>Dooly County</td>
<td>10,826</td>
<td>9,901</td>
<td>11,525</td>
<td>14,918</td>
</tr>
<tr>
<td>State of Georgia</td>
<td>5,463,105</td>
<td>6,478,149</td>
<td>8,186,453</td>
<td>9,687,653</td>
</tr>
</tbody>
</table>

Source: U.S. Census

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dooly County</td>
<td>4.7%</td>
<td>6.1%</td>
<td>12.5%</td>
<td></td>
</tr>
<tr>
<td>River Valley Region</td>
<td>6.0%</td>
<td>4.6%</td>
<td>6.1%</td>
<td>10.3%</td>
</tr>
<tr>
<td>State of Georgia</td>
<td>4.8%</td>
<td>3.5%</td>
<td>5.2%</td>
<td>10.2%</td>
</tr>
</tbody>
</table>

Source: Georgia Department of Labor
**Conditions in the Redevelopment Area**

Neighborhoods within the Vienna Urban Redevelopment Plan are considered to be blighted, and as such are often dilapidated or deteriorated. Blighted areas are generally defined as those areas that can substantially impair or arrest the sound growth of a municipality or county, retard the provisions of housing, or constitute an economic or social liability. They are, therefore, a menace to the public, health, safety, morals or welfare due to:

- Substantial number of dilapidated or deteriorating structures.
- The existence of conditions which endanger life or property by fire and other causes. Please refer to chart below.

<table>
<thead>
<tr>
<th>Condition of Housing in Dooly County and Vienna – 2000 and 2010</th>
<th>Dooly County</th>
<th>Vienna</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category</td>
<td>2000</td>
<td>2010</td>
</tr>
<tr>
<td>Total Housing Units</td>
<td>4,499</td>
<td>5,983</td>
</tr>
<tr>
<td>Complete Plumbing Facilities</td>
<td>4,420</td>
<td>5,789</td>
</tr>
<tr>
<td>Lacking Plumbing Facilities</td>
<td>79</td>
<td>194</td>
</tr>
<tr>
<td>Complete Kitchen Facilities</td>
<td>4,418</td>
<td>5,683</td>
</tr>
<tr>
<td>Lacking Kitchen Facilities</td>
<td>81</td>
<td>300</td>
</tr>
</tbody>
</table>

- Unsanitary or unsafe conditions, as a result of both faulty structures and sewer – The City of Vienna has been working with existing code enforcement as a way to remove or repair properties that pose a threat, as well as seeking CDBG or other grant funding to repair the failing infrastructure.

**Boundaries of the Redevelopment Area**

The areas included within the Urban Redevelopment Plan boundaries are concentrated along main commercial corridors and in the downtown, but also contain residential neighborhoods in the southern and eastern sides of town.

The northern boundary runs along East Pine Street from North Third Street to GA Hwy 27. At this point, it turns to the south and follows the rear property lines along the northern side of East Union Street from Tenth Street to Pig Jig Boulevard. The boundary then turns north and follows Pig Jig Boulevard to its intersection with East Pine Street. From East Pine Street, it turns east and runs to Interstate 75. At I-75, the boundary turns to the south and runs along the right-of-way to the intersection with East Union Street. At this point, the boundary follows the rear property lines along the south side of East Union Street west to Tenth Street. It then continues to the west including the properties along Lincoln and Grant Streets. At Suwanee Street, the boundary turns north to East Union and then continues west to South Seventh Street. Following rear property lines, the boundary jogs south to Collier Street and then turns north along Sixth Street. The boundary again turns to the west along rear property lines on the south side of East Pine Street until Fifth Street. It follows Fifth Street to its terminus with US Hwy 41. Then turns north following US Hwy 41 to its intersection with Third Street. At that point, the boundary follows the railroad and property lines to GA Hwy 27. It then turns
northeast and continues to North Third Street, where it ends at East Pine Street. (Please see the Redevelopment Boundaries Map located in the Appendix.)

GPS Coordinates for the Boundary Area are as follows:
1. 32.0953 N (lat) -83.7967 W (long)
2. 32.0947 N (lat) -83.7636 W (long)
3. 32.0857 N (lat) -83.7642 W (long)
4. 32.0815 N (lat) -83.7926 W (long)
5. 32.0919 N (lat) -83.8004 W (long)

Identification of Redevelopment Agency
For the implementation of the Vienna Urban Redevelopment Plan, the City of Vienna will serve as the redevelopment agency.

Consistency with Comprehensive Plan
Redevelopment efforts for the City of Vienna are consistent with the existing Comprehensive Plan. Vienna went through a full comprehensive planning process in 2007 and updated their Short Term Work Program in October, 2012. Their next scheduled full comprehensive planning process will be held in 2017. Redevelopment needs will be considered as Local Goals and Objectives of the Comprehensive Plan are met. These will include a variety of topics such as land uses, improved traffic, improved housing, recreation, public utilities and facilities.

Consistency with Existing/Future Land Use Map
In creating a cohesive Redevelopment Plan, the city must also take into consideration both the Existing and the Future Land Use Maps. As part of the Comprehensive Plan, these maps reflect the overall goals and vision of the community and should serve as a guideline for redevelopment efforts. If the Redevelopment Map were to require any changes or alterations to the Existing/Future Land Use Map, those changes should be noted and discussed early in the process to include the proposed changes. (Please reference the City of Vienna’s Existing Land Use Map in the Appendix.)

Consistency with Building / Zoning Codes and Other City Regulations
The Redevelopment Plan is consistent with the city’s existing building codes and applicable city regulations. If the Redevelopment Plan requires any anticipated changes or exceptions to these existing codes, those changes should be discussed at any early stage in the planning process to eliminate any unnecessary delays in adoption of the plan.

Zoning Code
The City of Vienna adopted their current zoning code in January 1978. It has been updated many times since then. The last update was adopted on October 8, 2012. Zoning categories in the redevelopment area include: Commercial 1, Commercial 2, Single Family Housing, Multi-Family Housing, Mobile Homes and a small agricultural portion. The Redevelopment Plan is consistent with these land uses.
Building Code
The City of Vienna has adopted the state’s standard codes for all new construction city-wide. The description of the state’s requirements is given below:

The Uniform Codes Act is codified at chapter 2 of title 8 of The Official Code of Georgia Annotated. O.C.G.A. Section 8-2-20(9)(B) identifies the ten “state minimum standard codes”. Each of these separate codes typically consist of a base code (e.g. The International Building Code as published by the International Code Council) and a set of Georgia amendments to the base code. Georgia law further dictates that eight of these codes are "mandatory" (are applicable to all construction whether or not they are locally enforced) and two are "permissive" (only applicable if a local government chooses to adopt and enforce one or more of these codes). These codes are as follows:

- Georgia State Minimum Standard Building Code (International Building Code with Georgia State Amendments)
- CABO One and Two Family Dwelling Code (International Residential Code for One- and Two-Family Dwellings [IRC] with Georgia State Amendments)
- Georgia State Minimum Standard Fire Code (International Fire Code with Georgia State Amendments)
- Georgia State Minimum Standard Plumbing Code (International Plumbing Code with Georgia State Amendments)
- Georgia State Minimum Standard Mechanical Code (International Mechanical Code with Georgia State Amendments)
- Georgia State Minimum Standard Gas Code (International Fuel Gas Code with Georgia State Amendments)
- Georgia State Minimum Standard Electrical Code (National Electrical Code with Georgia State Amendments)
SECTION TWO: Redevelopment Tools

The Redevelopment Tools listed in this section serve as a guide for city officials, and describe a variety of strategies and measures that can be utilized as a way of expediting the redevelopment process. These tools will aid the city in determining a course of action that will not only provide residents and city officials with the most effective means to manage and direct redevelopment efforts, but also ways to fund those plans and attract future businesses.

**Acquisition of Parcels**
The City of Vienna maintains the power of eminent domain to acquire properties throughout the city, and will follow any and all laws required by the State of Georgia. The City will partner with other local organizations, such as the VDA, DDA, Better Hometown, Historic Preservation Commission, SWGA United and the GICH Team in the redevelopment of acquired parcels.

**Demolition/Rehabilitation of Structures**
The City of Vienna will also consider the purchase of abandoned or condemned structures for the purpose of demolition. The laws required under the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 will be followed.

**Strategy for Relocating Displaced Residents**
No displacement of the city’s residents is anticipated, but the City will follow the laws required by the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, to find suitable housing for any and all residents displaced during redevelopment efforts.

**Public/Private Resource Partners**
In addition to seeking collaboration and aid from public sources, the City of Vienna will also partner with local private resources to achieve its goals. The organizations include both lending institutions, as well as a variety of development organizations. The City of Vienna has partnered with the following organizations in the past with great success, and anticipates further success in future endeavors.

*The Vienna Downtown Development Authority (DDA)*
Vienna’s Downtown Development Authority works with both public and private partners to aid in the development and rehabilitation of Vienna’s downtown core. In the past, the DDA has offered both façade grants and façade easements. The DDA has partnered with Southwest Georgia United to purchase façade easements in the downtown in order to complete streetscape amenities in 2008-2009. Their most recent project used USDA RBEG money for the construction of a commercial building in the downtown in 2011. (Please see the attached letter.)

*The Vienna Development Authority (VDA)*
The Development Authority of the City of Vienna works to develop and promote for the public good and general welfare of its citizenry—trade, commerce, industry, and employment opportunities in Vienna, GA. The VDA focuses on industry prospects. However, they did partner with the City of Vienna to get an EPA Brownfield Cleanup Grant in 2011 to complete hazardous materials abatement at the former Vienna Elementary School building.
Vienna Better Hometown
The Vienna Better Hometown program emphasizes community-based, self-help efforts grounded in the principles of professional, comprehensive management of core commercial districts. The program utilizes the National Main Street Center's Four-Point Approach to Downtown Revitalization™: Organization, Design, Economic Restructuring and Promotion as a model for development efforts. The Vienna Better Hometown works in conjunction with both the DDA and the VDA to complete projects and holds a variety of downtown events to promote and attract business and commerce. (Please see the attached letter).

Historic Preservation Commission
The City of Vienna adopted a local historic ordinance in 2004. This local historic ordinance allowed Vienna to appoint a board of local citizens to help preserve the city’s historic resources. This historic preservation commission is empowered to identify Vienna’s historic resources and protect those resources with design review by designating them as local historic properties. (Please see attached letter).

Georgia Initiative for Community Housing Team (GICH)
Vienna joined the GICH program in 2009. GICH is a partnership of the University of Georgia Housing and Demographics Research Center, the University of Georgia Office of the Vice President for Public Service and Outreach, the Georgia Department of Community Affairs and the Georgia Municipal Association. GICH is tasked with helping communities create and launch a locally based plan to meet their housing and neighborhood revitalization needs. The Vienna GICH team consists of the City of Vienna, Chamber of Commerce, Sangster Realty, Southwest Georgia United, the Vienna Housing Authority, Dooly County Building Inspector, local banks, a local contractor and citizens at large. Team accomplishments include: rehabilitation of 3 homes and reconstruction of another; holding a housing Information Expo to educate potential homeowners; receiving a CDBG grant to rehab failing sewer infrastructure in 3 neighborhoods; and increased code enforcement. (Please see attached letter).

Dooly County Chamber of Commerce
The Dooly County Chamber of Commerce is committed to building a more prosperous community through leadership in economic and community development. Dooly County is a diverse part of southwest Georgia housing agricultural businesses, large industries, small entrepreneurs, and a wide variety of recreational and cultural opportunities. The Chamber offers consulting services that encourage business growth and acts as a clearing house for information on business incentives, job development and economic growth.

Southwest Georgia United
Southwest Georgia United is a nonprofit corporation that provides business loans, housing loans, grants, training, advice and support to businesses and families in low-income communities. It owns and leases affordable housing and business space. It is a certified community development financial institution. It is also a HUD approved
Housing counseling agency. It supports and operates youth and workforce development programs. Southwest Georgia United strives to reduce poverty, improve opportunity and help communities and families become well-educated, active, attractive, sustainable and healthy. (Please see attached letter).

**Bank of Dooly**
The Bank of Dooly has assisted the City of Vienna with various community projects in the past and will continue to aid the City’s redevelopment efforts by assisting both homeowners and local business entrepreneurs with financing and guidance. (Please see attached letter).

**PNC Bank**
As with the Bank of Dooly, PNC Bank has partnered with the City of Vienna with redevelopment efforts in the past and will continue to do so by giving financial assistance and guidance to homeowners and local businesses. (Please see attached letter).

**River Valley Regional Commission**
The RVRC staff will assist in grant preparation and administration as well as finding additional sources of funding for redevelopment efforts. In the past, the RVRC has provided assistance in writing and administering several grant programs including CDBG’s. These funds have been used for various redevelopment activities, such as housing rehabilitation and improvements to the water system. In addition, the RVRC staff will provide technical support in the areas of historic preservation, economic development, and planning to aid the City of Vienna in its redevelopment efforts. (Please see the attached letter).

**Job Tax Credits**
The Job Tax Credits Program provides for a statewide job tax credit for any business or headquarters of any such business engaged in manufacturing, warehouse and distribution, processing, telecommunications, tourism, or research and development industries, but does not include retail businesses. If other requirements are met, job tax credits are available to businesses of any nature, including retail businesses, in counties recognized and designated as the 40 least developed counties. Dooly County is a Tier 1 County which qualifies businesses for the maximum job tax credits. In addition, as a member of the Joint Development Authority, the City of Vienna is qualified to receive an additional $500 towards the job tax credit, to total $4,000 per job.

 Counties and certain census tracts in the state are ranked and placed in economic tiers using the following factors:

- Highest unemployment rate
- Lowest per capita income
- Highest percentage of residents whose incomes are below the poverty level
**Enterprise Zones**
The State Enterprise Zone program focuses on geographic areas within cities and counties that are suffering from disinvestment, underdevelopment, and economic decline, encouraging private businesses to reinvest and rehabilitate such areas.

**Enterprise Zone area must meet three of five following criteria:**
1. *Pervasive Property* established using the most current U.S. decennial census prepared by the U.S. Bureau of Census
2. *Unemployment Rate* (average of preceding year) at least 10% higher than State or significant job dislocation.
3. *Underdevelopment* evidenced by lack of building permits, licenses, land disturbance permits, etc.
4. *General Distress* and adverse conditions (population decline, health and safety issues etc.)
5. *General Blight* evidenced by the inclusion of any portion of the nominated area in an urban redevelopment area.

**Pervasive Property**
The City of Vienna suffers from pervasive property that is widespread throughout the nominated area, and is evidenced and established by the following criteria:
In at least 50 percent of the census geographic block groups within the nominated area, the ratio of income to poverty level for at least 30 percent of the residents is less than 1.0 as determined from the data in Table P88 contained in Census of Population and Housing, 2008 Summary File 3 prepared by the U.S. Bureau of Census (2010).

1. Census Tract 970300, Block Group 4: 31.36% of persons with income to poverty ratio < 1.0
2. Census Tract 970300, Block Group 2: 35.12% of persons with income to poverty ratio < 1.0
3. Census Tract 970300, Block Group 1: 31.26% of persons with income to poverty ratio < 1.0
*Source: US Census Bureau, 2000 Census

**General Distress**
Vienna suffers from general distress and adverse conditions resulting from Health and Safety Issues. Vienna has an active EMS, but no medical facility to insure residents have adequate health care. Indicators of poor health and safety of the residents include low birth weights. Dooly County has a consistently low birth weight, with 12% of births being below 2,500 grams. This alone can lead to a variety of problems later in life such as poor health, low testing and comprehension scores, and higher drop-out rate.

**General Blight**
Vienna suffers from general blight as evidenced by many of the neighborhoods included within the redevelopment area. These areas are often in need of infrastructural repairs, such as sewer and drainage problems, as well as the need for housing rehabilitation.

**Incentives:**
- Property tax exemption 36-88-8 (a) (1)
• Abatement or reduction in occupation taxes, regulatory fees, building inspection fees, and other fees that would otherwise be imposed on qualifying business OCGA §36-88-9 (a)

**Opportunity Zones**
Local governments which undertake redevelopment and revitalization efforts in certain older commercial and industrial areas can now qualify those areas for the State’s maximum job tax credit of $3,500 per job. The incentive, which is available for new or existing businesses that create two or more jobs, is a Job Tax Credit which can be taken against the business’s Georgia income tax liability and payroll withholding tax. The credit is available for areas designated by DCA as an “Opportunity Zone”. DCA will consider designations for areas that are within or adjacent to a census block group with 15% or greater poverty where an enterprise zone or urban redevelopment plan exists.

**Opportunity Zone Tax Credit Incentives**
• the maximum Job Tax Credit allowed under law - $3,500 per job created
• the lowest job creation threshold of any job tax credit program - 2 jobs
• use of Job Tax Credits against 100 percent of Georgia income tax liability and withholding tax
• provides for businesses of any nature to qualify, not just a defined "business enterprise"

**Historic Preservation Tax Credits**
Four programs currently exist to aid in historic preservation activities. These include two Federal Programs (The Rehabilitation Investment Tax Credit and the Charitable Contribution Deduction) and two state programs.

**The Rehabilitation Investment Tax Credit (RITC)**
The RITC program provides an opportunity to owners of certified historic structures, who undertake a certified rehabilitation to claim a federal income tax credit equal to 20% of the qualified rehabilitation expenses. Only properties utilized for income-producing purposes can take advantage of the credit.

To be eligible for the 20% tax credit:
• The building must be listed, or eligible for listing, in the National Register of Historic Places, either individually or as a contributing building within a historic district.

• The project must meet the “substantial rehabilitation test.” This test means that the cost of the rehabilitation must be greater than the adjusted basis of the property and must be at least $5,000. Generally, projects must be finished within two years.

• After the rehabilitation, the building must be used for an income-producing purpose for at least five years.
• The rehabilitation work itself must be done according to The Secretary of the Interior’s Standards for Rehabilitation; these are common-sense guidelines for appropriate and sensitive rehabilitation.

All rehabilitation tax credit projects must be reviewed by the Georgia Historic Preservation Division (HPD) and certified by the National Park Service (NPS). A property owner interested in participating in the RITC program must submit the Historic Preservation Certification (HPC) Application and supporting documentation to HPD for review and comment. After HPD reviews the work, the project is forwarded to NPS for final certification. The application has three parts: Part 1 requests documentation that the building is a historic structure, listed or eligible for listing in the National Register of Historic Places. Part 2 requests a detailed description of the rehabilitation work supplemented with photographs and proposed floor plans prior to rehabilitation. The Part 2 should be submitted to HPD before work begins to ensure compliance with the Standards. Part 3 is the Request for Certification of Completed Work. This portion of the application is submitted after the rehabilitation is complete and requests photo-documentation of the rehabilitation in compliance with the Standards for Rehabilitation.

* There is also a 10% federal income tax credit available to property owners who rehabilitate non-historic buildings built before 1936.

To be eligible for the 10% tax credit:
• The building must be built before 1936 and be non-historic. A non-historic building is one that is not listed in the National Register, either individually or as a contributing building within a historic district. If the property is located in a National Register Historic District, Part 1 of the HPC application must be submitted and reviewed by HPD and NPS for certification of non-historic significance.

• A building must meet the physical wall retention test. At least 50% of the building’s walls existing before the rehabilitation must remain as external walls, at least 75% of the external walls must remain in place as either external or internal walls, and 75% of the internal structure must remain in place.

• The project must meet the “substantial rehabilitation test.” This test means that the cost of the rehabilitation must be greater than the adjusted basis of the building and must be at least $5,000. Generally, projects must be finished within two years.

• The building must be used for non-residential, income-producing purposes for at least five years after the rehabilitation. Therefore, properties used for residential rental income are excluded.

* Rehabilitation work under the 10% tax credit program is not subject to review by any state or federal agency. If the above criteria are fulfilled, then the 10% rehabilitation tax credit can be claimed as an investment credit on an owner’s federal income tax return.
Charitable Contribution Deduction
The charitable contribution deduction is taken in the form of a conservation easement and enables the owner of a “certified historic structure” to receive a one-time tax deduction. A conservation easement ensures the preservation of a building’s facade by restricting the right to alter its appearance. Qualified professionals should be consulted on the matters of easement valuations and the tax consequences of their donation.

To be eligible for the charitable contribution deduction:
The property must be listed in the National Register of Historic Places, either individually or as a contributing building within a historic district. If a property is located in a National Register Historic District, Part 1 of the HPC application must be submitted to HPD for review and certification by NPS.

* Upon request, HPD will offer technical assistance to rehabilitation tax projects either by meeting with individuals at HPD or on-site to discuss specific rehab issues. HPD encourages early communication with the office.

Housing Programs and Tax Credits
The Housing Tax Credit Program allocates federal and state tax credits to owners of qualified rental properties who reserve all or a portion of their units for occupancy for low income tenants. The Department of Community Affairs’s process for allocating funds through the OAH (Office of Affordable Housing) is outlined in Georgia’s Qualified Allocation Plan. This document describes:
1. The federal and state resources available for financing rental housing through the plan
2. The legislative requirements for distributing these resources
3. The State’s preference for the location and type of such housing
4. The process used for evaluating applications and awarding these resources
5. Program compliance requirements and procedures

Corridor Management Plan
A Corridor Management Plan (CMP) is a written plan developed by a community that outlines how to protect and enhance a certain road’s intrinsic qualities and character. It typically addresses such issues as: tourism development, historic and natural preservation, roadway safety and economic development. The CMP should identify and discuss the road’s intrinsic qualities, review its current condition and maintenance, explore visitor needs and expectations, and discuss how to promote the route while protecting its outstanding features in the future.

State and Federal Funding
The City of Vienna will seek both State and Federal Funding to facilitate any and all redevelopment efforts. The sources for this type of funding could be provided by, but are not limited to, the following organizations and programs.
The City of Vienna has received several Rural Business Enterprise Grants in the past which have benefited area businesses and created jobs. One RBEG was used to reconstruct a building in the historic downtown and use it as a speculative building.

**DCA: Georgia Department of Community Affairs**
The City of Vienna has used Community Development Block Grants (CDBG) monies in the past to partially fund the acquisition, clean-up, and rehabilitation costs associated with redevelopment efforts. The City will continue to use this funding source to complete infrastructure and housing improvements within the Redevelopment area.

**Community Housing Investment Program**
The CHIP program, also funded by DCA, aims to stimulate the creation of local public/private partnerships whose goals are to expand the availability of decent, safe, sanitary, and affordable housing within the community. The City of Vienna received a CHIP grant in 2010 ($306,000) to rehabilitate three homes and reconstruct another. The City will continue to utilize the CHIP program to stimulate private investment in creating safe and affordable housing in the community.

**Environmental Protection Agency**
The City of Vienna has received an EPA Brownfields grant to clean up a school house in the target area. This is Phase I of a project to create a Community Center Complex with multi uses including businesses as well as community meetings.

**Georgia Department of Transportation**
Gateway and Streetscape Grants have proven to be very beneficial in improving the landscaping and sidewalks along the major corridors and entrances to the target area in the past and will continue to be in the future.
After examining and considering the available tools that were listed in the previous section, the city must then decide on a course of action to implement the Redevelopment Plan. The implementation strategies described below are intended to aid the City of Vienna in reaching its redevelopment goals by providing a variety of different avenues that can be taken to enact plans.

**Implementation Strategies**

A. **Create a Local Leadership Team**
   A local leadership committee will provide focus and motivation for any project. This group should consist of representatives from the following groups: local elected officials and staff, neighborhood groups, business owners/retailers, non-profit groups and service providers.

B. **Hold Public Meetings**
   Public hearings at pre-set points in the planning process provide transparency for the local government and allow for citizen feedback during development of the Redevelopment Plan.

C. **Host a Visioning Meeting**
   A “visioning” meeting helps local stakeholders focus on different aspects of their community: strengths, weaknesses, opportunities and threats.

D. **Host a Charrette**
   A “Charrette” is a rapid, intense and creative work session, in which a design team focuses on a particular design problem and arrives at a collaborative solution. The Charrette process is a way of evaluating resources through new eyes: Fresh ideas that help communities maintain and build vitality.

E. **Conduct a Market Analysis**
   A market analysis of the City of Vienna is recommended which will include a business and property survey as well as a base map of the redevelopment area. Analysis will also include assessment of the trade area, business clusters and anchors, and competing trade areas. Surveys of area businesses should be conducted to determine perceptions of the commercial district as a place to do business. In order to determine shopping preferences as well as perceptions of the commercial district as a place to shop, customers should be included in the surveys. In addition, a demographic analysis must be included to determine the current and prospective sales potential of the City of Vienna and market opportunities.

F. **Evaluate Local Codes and Code Enforcement**
   An analysis of the existing city ordinances will determine if the codes used by the City are adequate to meet the goals of the Redevelopment Plan. If not, the City should consider adopting new codes or standards to meet the city’s needs.
G. Begin Housing Rehabilitation Efforts
The Vienna Initiative for Community Housing (VICH) has begun the process of housing rehabilitation in residential portions of the city. In 2009, VICH committee sponsored a housing condition assessment. In 2010, the committee also conducted a housing demand survey. The City of Vienna is continuing to focus on enforcing local codes and ordinances in order to remove dilapidated homes and clean-up unsightly properties. The City of Vienna will continue to follow the laws required by the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, to find suitable housing for any and all residents displaced during redevelopment efforts.

H. Develop Incentive Packages for New Businesses
By offering incentives to new businesses in the area, the City of Vienna will be more competitive in attracting business that in the long term will stimulate growth and economic development. These incentives can vary from property tax freezes to allowing utility hookups free of cost, and should be determined by the local government.

I. Develop a Corridor Management Plan for GA Hwy 215 from the I-75 Interchange into Downtown
A Corridor Management Plan (CMP) can help Vienna identify appropriate development along this route. Landscaping and appropriate streetscape improvements can be used as a visual aid to draw tourists from the Interchange into the downtown.

J. Adopt an Enterprise Zone for Commercial Areas at the I-75 Interchange that are Outside the Boundaries of the Redevelopment Area
The City of Vienna can use the State’s Enterprise Zone program to encourage development of appropriate businesses at the I-75 Interchange.

K. Adopt an Opportunity Zone for Identified Areas
By designating Opportunity Zones, the City of Vienna will increase the availability of job tax credits for participating businesses. The incentive, $3,500 per job, is available for new or existing businesses that create two or more jobs. As a tax credit, this can be taken against the business’s Georgia income tax liability and payroll withholding tax.

L. Adopt a Revitalization Area Strategy
Implementation of recommendations found in the city’s adopted Urban Redevelopment Plan.

M. Improve Connectivity
By constructing new sidewalks and trails within the Redevelopment Area, the City of Vienna will allow for greater pedestrian access to city services and facilities.
N. Apply for Grant Monies
The City of Vienna will continue to work with local and regional partners, including River Valley Regional Commission Staff, to apply for state and federal grants to aid in funding the City of Vienna’s redevelopment efforts. Funds awarded through programs such as Community Development Block Grants will be utilized to implement strategies identified in the Urban Redevelopment Plan, such as infrastructure repairs and housing rehabilitation.

Plan Development Schedule
1. Develop and Meet with Local Leadership Team:
RVRC staff held a planning meeting with Vienna Community Development Staff, the Vienna Better Hometown Manager, DCA representatives and the leadership team in November and December, 2011.

2. Visioning Meeting:
On January 19, 2012, RVRC staff held a Visioning Meeting to explain the purpose of a Redevelopment Plan, identify community assets and opportunities, and develop draft boundaries for the Redevelopment Area.

3. Present Results of Visioning Meeting to City Council:
RVRC staff presented the results of the visioning session to the Vienna City Council on February 27, 2012.

4. Charrette:
RVRC staff facilitated a Charrette with local stakeholders on May 3, 2012. Focus areas were developed from the Visioning Meeting and included: The Downtown; Recreation, Facilities and Transportation; and the I-75 Interchange, Corridor and Gateways.

5. Public Hearing:
RVRC staff presented the results of the Charrette to the Vienna City Council on July 23, 2012. (Please see attached notice, minutes and agenda.)

6. Public Hearing:
RVRC staff presented the final Redevelopment Plan to the Vienna City Council on December 10, 2012. Notice ran in the legal organ, Vienna News Observer, on November 22, 2012. (Please see Attached notice, minutes and agenda.)

7. Adopt Redevelopment Plan
Following a public hearing to receive input from citizens, the proposed Redevelopment Plan was adopted by the City of Vienna on January 14, 2013. (Please see attached Resolution.)
Market Analysis
City of Vienna
Market Analysis
TABLE OF CONTENTS

1. Business Inventory ................................................................. 2
2. Business Cluster .................................................................. 4
3. Downtown Map of the City of Vienna ...................................... 5
4. Trade Area ........................................................................... 6
5. Current and Potential Customers ........................................... 6
6. Retail Sales Potential ............................................................ 11
7. Market Opportunities ............................................................ 12
8. Appendix
   Demographics—City of Vienna ............................................... 16
   Retail Market Place Profile .................................................... 19
   Trade Analysis Map ............................................................... 21
   Retail Pull Analysis 2005-2008 for Dooley, Pulaski & Wilcox Counties ........................................... 22
Purpose: A market analysis of the City of Vienna will include a business and property survey as well as a base map of the redevelopment area. Analysis will also include assessment of the trade area, business clusters and anchors, and competing trade areas. Surveys of area businesses are conducted to determine perceptions of the commercial district as a place to do business. Customers are included in the surveys in order to determine shopping preferences and perceptions of the commercial district as a place to shop. In addition, a demographic analysis is included to determine the current and prospective sales potential of the City of Vienna and market opportunities.

Business Inventory

A Leadership Team was identified and they took ownership of this project. Their first task was completing a business inventory for each business in the target area. This target area consisted of 55 businesses/properties. The survey identified the following information:

- Building Name/Address
- Owner's Name/Address
- Assessed Value/Taxes
- Last Sale Date/Value
- Property Availability
- Building Amenities (i.e. number of floors, number of residential units, elevators, loading docks, rear entrance, basement)
- Square Footage
- Type of Foundation
- Type of Heat
- Central Air/Heat
- Off-street Parking and Number of Spaces
- Zoning
- Historic Status and Original Construction Date
- Building Condition Notes
- Picture of Building

Interviewers subjectively rated the interior and exterior of the businesses including the layout, lighting, window displays, and service for each business. The marketing, promotional characteristics of each business were evaluated in the final section of the inventory. A space was also provided for additional comments.

This provides the City of Vienna and the Vienna Better Hometown with information on the supply of space i.e. number of buildings, square footage available for use, and existing amenities. The survey also provides data on the condition of the buildings allowing staff to determine which buildings need additional attention.

The City of Vienna commissioned the Small Business Development Center to complete a Consumer Preference Study in 2007. This involved telephone interviews of persons living within a 30 mile radius of the target area. From this report it became evident that residents wanted a greater variety of stores to shop in. The Dooly County Chamber of Commerce and the Vienna Better Hometown have worked hard to make that desire happen through economic restructuring. This has included recruitment of additional businesses (i.e. a gym which was specifically identified in the Consumer Preference Study) and working with the Chamber of Commerce to find uses for the Pig Jig location outside of the event itself. The Better Hometown Board has worked to beautify downtown as well as improve the facades of downtown businesses.
via a façade grant program. Note: Currently the façade grant program is inactive while funds are building. The City has also been successful in recruiting a Family Dollar store to downtown which will be located in a formerly blighted area.

**Business Cluster**

Below is a map detailing the current business clusters in downtown Vienna. There are six clusters:

- T = Tourist
- E = Elderly
- F = Female
- M = Male
- S = Student
- U = Upscale

There are twelve (12) downtown businesses with primarily female customers, nine (9) serve elderly customers, seven (7) serve male customers, four (4) cater to tourists, two (2) are considered upscale and one (1) is considered to have students as customers. There is duplication among these categories as most businesses have several different types of customers i.e., female tourists and upscale shoppers go to the antique store.

There is no particular anchor store. However, the city and county government own a considerable amount of real estate downtown and bring traffic to downtown. There are also two (2) banks downtown which bring a significant number of potential customers downtown daily. All of these fill the role of an ‘anchor’ store.
Vienna Urban Redevelopment Plan

City of Vienna Market Analysis
Trade Area

In an exercise with the Vienna Better Hometown, board members determined that the customer base was primarily within the city limits of Vienna and Dooly County with a few customers coming from as far away as Macon. However, that was in rare instances. (see map in the Appendix)

Current and Potential Customers

Using demographic information from the 2010 Census and ESRI Forecasts for 2011 and 2016 the following information was determined:

- Retail Sales in the Trade Area
  Using the City of Vienna as the Trade Area, the following results were found:
  This analysis compared the total sales per household statewide to total sales per household in Vienna in six categories. The six categories were General Merchandise, Apparel and Accessory, Furniture and Home Furnishings, Eating and Drinking Places, Drug and Propriety Stores, and Miscellaneous Retail Stores. When total sales per household in the City of Vienna were compared to total sales per household statewide, the citizens of Vienna spent more per household. However, in the six (6) categories available for comparison, the citizens of Vienna spent less per household.

City of Vienna Market Analysis
Projected Population Growth

Looking at the 2010 Census, the population of Vienna grew 34.9% between 2000 and 2010. Demographic information shows the majority of residents in Vienna are Black, followed by White and Hispanic residents. Using information from the 2010 Census and ESRI the total population is projected to decrease slightly by 2015, approximately 1.5%. The median household income is projected to decrease 0.54% and the number of households is projected to decrease by 3.2%. By 2015 projections forecast there will be slightly fewer households; however, this should not significantly impact the retail sales of the trade area.

When reviewing employment information, the top occupations in Vienna in 2011 were management, business, science and arts (35.1% of all occupations). In Dooly County the top occupation was production operative (14.1%). It is no surprise to see that local government (18%) and schools/health care/social assistance (28.9%) are the top industries by employment in Dooly County and the City of Vienna. In most counties, this is the case whether urban or rural communities are being analyzed. The next highest industry by employment in Vienna is manufacturing (15.8%). In Dooly County the highest industry by employment is retail trade (10.8%).

There is a good diversity in the employment mix in Vienna and Dooly County. Note: Occupations can be located outside the county while industries are located inside the county.

See additional demographic data in the Appendix.
Vienna Urban Redevelopment Plan

Population Change 2000 - 2010

Source: US Census 2000 to 2010

Race (2010) City of Vienna

City of Vienna Market Analysis
Top Five Occupations by Employment in Vienna in 2011

- Production, Transportation, Material Moving: 20.5%
- Natural Resources, Construction, Maintenance: 10.3%
- Sales and Office: 23.7%
- Services: 10.5%
- Management, Business, Science, and Arts: 35.1%

Top Five Occupations by Employment in Dooly County in 2011

- Laborers and Helpers: 7.9%
- Management, Business, and Financial: 8.4%
- Service Workers, except Protective: 11.7%
- Administrative Support: 13.7%
- Production Operative: 14.1%
Top Five Industries by Employment in Vienna in 2011

- Transportation and Warehousing: 6.8%
- Retail Trade: 7.1%
- Arts, Entertainment, Recreation, Accommodation, Food Services: 7.8%
- Manufacturing: 15.8%
- Educational Services, Health Care, Social Assistance: 28.9%

Source: Georgia Area Labor Force, Georgia Labor Market Explorer Website

Top Five Industries by Employment in Dooly County in 2011

- Agriculture, Forestry, Fishing, and Hunting: 4.2%
- Accommodation and Food Services: 4.8%
- Transportation and Warehousing: 6%
- Retail Trade: 10.8%
- Local Government: 18%

City of Vienna Market Analysis
Retail Sales Potential

Using ESRI Business Analyst, which examines the leakage and surplus by industry and industry subsector, a Retail Market Place Profile was generated identifying several industry opportunities for the City of Vienna (see Appendix). These include the following:

- Electronics & Appliance Stores
- Building Materials, Garden Equipment & Supply Stores*
- Health & Personal Care Stores
- Clothing and Clothing Accessories Stores*
- Sporting Goods, Hobby, Book and Music Stores
- Food Services & Drinking Places*

These subsectors and industry groups provide opportunities for new and existing businesses to provide goods and services to residents who are currently purchasing these same items outside of Vienna. The sectors/subsectors marked (*) are better suited for a new business because the unmet demand would be sufficient to meet the cash flow requirements of an independent business. The other sectors/subsectors would be more suited for the expansion of an existing business. A good business plan is required as well as energy and determination but this information is key in allowing businesses to provide the right mix of products and services customers’ desire.
Market Opportunities

- Empty warehouses in Downtown that could be converted to other uses – possible auction house.
- Capitalize on the well maintained and intact historic core of Downtown.
- Capitalize on both the ideal location of the City of Vienna, as well as the brand recognition of the Pig Jig in order to leverage other local amenities and assets.
- The location of the city, along a major highway and regional corridors, provides the city the ability to capture not only tourists, but industries requiring access to major transportation networks.
- The Courthouse provides many potential customers for downtown businesses with county employees, residents doing business with the county, lawyers, etc.
- Vienna is blessed with a wealth of historic homes that provide opportunities for tours as well as locations for entrepreneurial businesses. They provide a beautiful gateway into town.
- The Home of the Pig Jig should have a barbeque restaurant and/or other restaurants downtown.

Pull factors are an easy way to determine retail leakage in the community. A pull factor of "1.0" suggests that all people living in a given market are shopping locally. Less than "1.0" indicates that people are leaving to shop in other areas, while greater than "1.0" indicates that an area is pulling shoppers from outlying areas. According to the Georgia Statistical Guide, in 2005 Dooly County had a Pull Factor of .7 meaning residents of the county were shopping outside Dooly County for at least 30% of their needs. In 2008, that number had increased to 1.22 meaning people were coming from outside the county to shop. (No data is available for the City of Vienna.) When compared over time, Dooly County’s pull factor has steadily increased facing better than both Pulaski and Wilcox Counties in the recent recession. (Note: No retail sales or retail pull data is available after 2008.)
Retail leakage is both a weakness and an opportunity because identifying what these citizens are shopping for outside of Vienna gives the merchants in Vienna the opportunity to provide these items. A comparison with neighboring counties of Wilcox and Pulaski shows that there are opportunities in several sectors in Wilcox and Pulaski Counties. (See table in Data Appendix). These include Clothing & Clothing Accessories and Motor Vehicle & Parts Dealers as well as Food Service & Drinking Places.

Next Steps:
The Vienna Better Hometown should develop a Market Position statement for the downtown business district and include five market facts in support of the statement. This statement can be used in marketing material such as the recruitment brochure and image advertising.

The Main Street organization has a guide, *Fill-in-the Blank Business Recruitment Workbook*, which outlines the steps to developing and testing a list of businesses to recruit. It is suggested that the Better Hometown complete this guide, putting together a recruitment packet and developing a business retention and recruitment strategy to expand downtown's business base.
APPENDIX

1. Data on demographics
2. Retail Market Place Profile
3. Trade Analysis Map
4. Retail Pull Analysis for Dooly, Pulaski and Wilcox Counties
### APPENDIX 1  Demographics – City of Vienna

<table>
<thead>
<tr>
<th>Race (2010)</th>
<th>Number of Persons</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total # of Persons</td>
<td>4,011</td>
<td>100</td>
</tr>
<tr>
<td>White</td>
<td>997</td>
<td>24.9</td>
</tr>
<tr>
<td>Black</td>
<td>2,781</td>
<td>68.8</td>
</tr>
<tr>
<td>Native American</td>
<td>6</td>
<td>0.2</td>
</tr>
<tr>
<td>Eskimo or Aleut</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Asian or Pacific Islander</td>
<td>22</td>
<td>0.5</td>
</tr>
<tr>
<td>Other</td>
<td>186</td>
<td>4.6</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>322</td>
<td>0.04</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8,305</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Housing (2010)</th>
<th>Number of Units</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,755</td>
<td>100</td>
</tr>
<tr>
<td>Owner Occupied</td>
<td>878</td>
<td>57.1</td>
</tr>
<tr>
<td>Renter Occupied</td>
<td>681</td>
<td>42.9</td>
</tr>
<tr>
<td>Number of Households</td>
<td>1,539</td>
<td></td>
</tr>
<tr>
<td>Average Household Size</td>
<td>2.7</td>
<td></td>
</tr>
<tr>
<td>Median Value</td>
<td>$58,500.00</td>
<td></td>
</tr>
<tr>
<td>Median Rent</td>
<td>$434.00</td>
<td></td>
</tr>
</tbody>
</table>

Source: Census Quick Facts

Units Constructed: 2000-2010

91 Source: ESRI Market Profile
### Vienna Urban Redevelopment Plan

#### Dooley 2010 Vital Statistics

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not complete High School</td>
<td>19.9</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>55.9</td>
</tr>
<tr>
<td>College Graduate</td>
<td>24.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Population (2010)</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Persons</td>
<td>14,918</td>
</tr>
<tr>
<td>Number of Households</td>
<td>5,286</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>2.41</td>
</tr>
</tbody>
</table>

#### Vienna 2010 Vital Statistics

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did Not Complete High School</td>
<td>23.8</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>50.7</td>
</tr>
<tr>
<td>College Graduate</td>
<td>25.5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Population (2010)</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Persons</td>
<td>4,011</td>
</tr>
<tr>
<td>Number of Households</td>
<td>1,539</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>2.71</td>
</tr>
</tbody>
</table>

#### Income (2010)

<table>
<thead>
<tr>
<th>Median Household Income</th>
<th>$42,628</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Capita Income</td>
<td>$14,871</td>
</tr>
<tr>
<td>Percent Below Poverty Level</td>
<td>27.1</td>
</tr>
<tr>
<td>Median Age</td>
<td>40</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Median Household Income</th>
<th>$25,400</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Capita Income</td>
<td>$15,116</td>
</tr>
<tr>
<td>Percent Below Poverty Level</td>
<td>29.6</td>
</tr>
<tr>
<td>Median Age</td>
<td>34.1</td>
</tr>
</tbody>
</table>

Source: Census Quick Facts
### Employment Dooly County 2011

<table>
<thead>
<tr>
<th>Top Five Occupations by Employment</th>
<th>Number Employed</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production Operative</td>
<td>645</td>
<td>14.1</td>
</tr>
<tr>
<td>Administrative Support</td>
<td>629</td>
<td>13.7</td>
</tr>
<tr>
<td>Service Workers, except Protective</td>
<td>535</td>
<td>11.7</td>
</tr>
<tr>
<td>Management, Business, and Financial</td>
<td>386</td>
<td>8.4</td>
</tr>
<tr>
<td>Laborers and Help</td>
<td>361</td>
<td>7.9</td>
</tr>
</tbody>
</table>

### Employment City of Vienna 2010

<table>
<thead>
<tr>
<th>Top Five Occupations by Employment</th>
<th>Number Employed</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management, Business, Science and Arts</td>
<td>461</td>
<td>35.1</td>
</tr>
<tr>
<td>Services</td>
<td>138</td>
<td>10.5</td>
</tr>
<tr>
<td>Sales and Office</td>
<td>311</td>
<td>23.7</td>
</tr>
<tr>
<td>Natural Resources, Construction, Maintenance</td>
<td>135</td>
<td>10.3</td>
</tr>
<tr>
<td>Production, Transportation, Material Moving</td>
<td>270</td>
<td>20.5</td>
</tr>
</tbody>
</table>

### Top 5 Industries by Employment

| Local Government                  | 505            | 18              |
| Retail Trade                      | 303            | 10.6            |
| Transportation and Warehousing    | 167            | 6               |
| Accommodation and Food Services   | 134            | 4.8             |
| Agriculture, Forestry, Fishing, and Hunting | 117      | 4.2             |
| Educational Services, Health Care, Social Assistance | 380      | 28.9            |
| Manufacturing                     | 208            | 15.8            |
| Arts, Entertainment, Recreation, Accommodation, Food Services | 102      | 7.8             |
| Retail Trade                      | 93             | 7.1             |
| Transportation and Warehousing    | 89             | 6.8             |

### Unemployment - 2010

<table>
<thead>
<tr>
<th>Number Unemployed</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>428</td>
<td>3.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number Unemployed</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>177</td>
<td>6.4</td>
</tr>
</tbody>
</table>

Sources: Georgia Area Labor Profile
Georgia Labor Market Explorer Website
### Vienna Urban Redevelopment Plan

**Retail Market Profile**

Vienna, VA<br>3108 S. Euclid Ave, Vienna, VA 22180-2872

**Summary Demographics**
2013 Population: 2,545

**Income**
2013 Median Household Income: $76,067
2013 Per Capita Income: $52,007

<table>
<thead>
<tr>
<th>Industry</th>
<th>NASDAQ</th>
<th>Demands</th>
<th>Sales</th>
<th>Retail Sales</th>
<th>Leased/Sold</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Trade (Food &amp; Drug)</td>
<td>4411</td>
<td>18,000,359</td>
<td>18,000,359</td>
<td>18,000,359</td>
<td>18,000,359</td>
<td>18,000,359</td>
</tr>
<tr>
<td>Total Retail Trade</td>
<td>4441</td>
<td>27,555,513</td>
<td>27,555,513</td>
<td>18,000,359</td>
<td>18,000,359</td>
<td>18,000,359</td>
</tr>
</tbody>
</table>

**Industry Group**

- **Auto Dealers**
- **Automobile Dealers**
- **Other Motor Vehicle Dealers**
- **Auto Parts, Accessories & Repair Shops**
- **Furniture Stores**
- **Home Furnishings Stores**

**Electronics & Appliance Stores**
- **Mounted Smalls &Leather Shoes Stores**
- **Soft Goods Stores**
- **Sporting Goods Stores**
- **Sporting Goods, Fitness & Outdoors Stores**

**Clothing & Clothing Accessories Stores**
- **Department Stores**

**Bakery & Candy Stores**
- **Beer, Wine & Liquor Stores**

**Health & Personal Care Stores**
- **General Merchandise Stores**

**City of Vienna Market Analysis**
Vienna Urban Redevelopment Plan

Retail Marketplace Profile
Vienna City, GA
Vienna City, GA (137944)
Geographic Place

Leakage/Surplus Factor by Industry Subsector
- Furniture & Home Furnishings Stores
- Electronics & Appliance Stores
- Auto Parts, Accessories, and Tire Stores
- Food & Beverage Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing and Clothiers Accessories Stores
- Sporting Goods, Hobby, Book, and Music Stores
- General Merchandise Stores
- Miscellaneous Store Dealers

Leakage/Surplus Factor by Industry Group
- Automobile Dealers
- Other Motor Vehicle Dealers
- Furniture Stores
- Home Furnishings Stores
- Restaurants & STaurant Services
- Building Material and Garden Equipment Dealers
- Lawn and Garden Equipment and Supplies Stores
- Grocery Stores
- Auto, Tire & All Service Stores
- Beer, Wine, & Liquor Stores
- Health & Personal Care Stores
- Food Stores
- Footwear Stores
- Jewelry, Luggage, and Leather Goods Stores
- Book, Periodical, and Music Stores
- Department Stores (Including Leased Depts.)
- Other General Merchandise Stores
- Pet Stores
- Office Supplies, Stationery, and Gift Stores
- Used Merchandise Stores
- Other Miscellaneous Store Retailers
- Electronic Shopping and Mail-Order Houses
- Voting Machine Operators
- Direct Selling Establishments
- Full-Service Restaurants
- Limited-Service Eating Places
- Snack Food Service
- Drinking Places (Alcoholic Beverages)

Sources: Esri and Infogroup

May 07, 2013

City of Vienna Market Analysis
Trade Analysis Map
Vienna Urban Redevelopment Plan

<table>
<thead>
<tr>
<th>Category</th>
<th>Dooley County</th>
<th>Pulaski County</th>
<th>Wilcox County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing &amp; Clothing Accessories Stores Pull Factor</td>
<td>0.23</td>
<td>1.4</td>
<td>1.46</td>
</tr>
<tr>
<td>Motor Vehicle &amp; Parts Dealers Pull Factor</td>
<td>0.7</td>
<td>2.6</td>
<td>2.89</td>
</tr>
<tr>
<td>Building Materials &amp; Garden Equipment Supplies Pull Factor</td>
<td>0.36</td>
<td>0.2</td>
<td>0.2</td>
</tr>
<tr>
<td>Health &amp; Personal Care Stores Pull Factor</td>
<td>1.23</td>
<td>0.3</td>
<td>0.4</td>
</tr>
<tr>
<td>Food Service &amp; Drinking Places Pull Factor</td>
<td>0.43</td>
<td>0.3</td>
<td>0.34</td>
</tr>
<tr>
<td>Total Retail Pull Factor</td>
<td>0.71</td>
<td>1.1</td>
<td>1.22</td>
</tr>
</tbody>
</table>

Source: Georgia County Guide
Meetings
Vienna Urban Redevelopment Plan
December 15, 2011

AGENDA

I. Existing Conditions Map
   • Create and Proof Base Maps

II. Marketing
    • Get the Word Out!

III. Meeting Dates and Project Timeline

IV. Photos
    • The Good, the Bad and the Ugly!

V. Focus Groups
    • Identify 3-4 Areas/Topics
I. Introduction
   • Introduce Participants
   • Explain URP Purpose

II. Identify Assets and Opportunities
   • Explanation of Assets and Opportunities
   • Breakout groups

III. Develop Draft Boundaries
   • Use notes and mapping from Assets and Opportunities discussion to create a preliminary URP Boundary

IV. Questions/Answers

V. Adjourn
Vienna Redevelopment Plan
Leadership Team Meeting
Agenda
February 27, 2012

Welcome and Introductions

Review Visioning Meeting Results

Evaluate Proposed Boundaries
Should it be larger, smaller?
Should housing be included, excluded?

Strategies for Redevelopment Plan
   Opportunity Zone
   Enterprise Zone
   Revitalization Area Strategy

Identify Focus Groups
   • Downtown
   • Recreation
   • Transportation/Connectivity
   • Market Analysis
   • I-75 Corridor

Committee Homework
   • Take photos of the area
     o What is valued?
     o What is missed?
     o What is good?
     o What is negative?
Vienna

Urban Redevelopment Plan
Visioning Meeting

Agenda
January 19, 2012
5:30 p.m.

I. Introduction
   • Introduce Participants
   • Explain URP Purpose

II. Identify Assets and Opportunities
    • Explanation of Assets and Opportunities
    • Breakout groups

III. Develop Draft Boundaries
     • Use notes and mapping from Assets and Opportunities discussion to create a preliminary URP Boundary

IV. Questions/Answers

V. Adjourn
<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail Address</th>
<th>Phone #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matthew White</td>
<td><a href="mailto:matgina39@yahoo.com">matgina39@yahoo.com</a></td>
<td>229-389-4723</td>
</tr>
<tr>
<td>Janet Joiner</td>
<td><a href="mailto:jjoiner@sowega.net">jjoiner@sowega.net</a></td>
<td>229-264-4920</td>
</tr>
<tr>
<td>Billy Sanders</td>
<td></td>
<td>229-938-345</td>
</tr>
<tr>
<td>Lonnie Street</td>
<td><a href="mailto:lonnies@rivercityrec.org">lonnies@rivercityrec.org</a></td>
<td>229-322-3316</td>
</tr>
<tr>
<td>Tonia Thompson</td>
<td><a href="mailto:thompson@bankoftexas.com">thompson@bankoftexas.com</a></td>
<td>229-322-3316</td>
</tr>
<tr>
<td>Ilison Bowen</td>
<td><a href="mailto:hairdoozab@yahoo.com">hairdoozab@yahoo.com</a></td>
<td>229-268-3</td>
</tr>
<tr>
<td>Aud L. Sanders</td>
<td><a href="mailto:sanders12241957@gmail.com">sanders12241957@gmail.com</a></td>
<td>229-938-9108</td>
</tr>
<tr>
<td>Nathan Jordan</td>
<td><a href="mailto:nathan.jordan@cityofvienna.org">nathan.jordan@cityofvienna.org</a></td>
<td>229-268-4444</td>
</tr>
<tr>
<td>Jacob Joiner</td>
<td><a href="mailto:jjoiner@clarkyrec.com">jjoiner@clarkyrec.com</a></td>
<td>479-978-3401</td>
</tr>
<tr>
<td>Ed Bembry</td>
<td><a href="mailto:gbembry@sowega.net">gbembry@sowega.net</a></td>
<td>229-268-4744</td>
</tr>
<tr>
<td>Ely Nelson</td>
<td><a href="mailto:criley.nelson@cityofvienna.org">criley.nelson@cityofvienna.org</a></td>
<td>229-805-1992</td>
</tr>
</tbody>
</table>
Vienna Urban Redevelopment Plan

Visioning Meeting Summary

Major Themes

1. Downtown
   Capitalize on the generally well maintained and intact historic core.

2. Tourism
   Capitalize on both the ideal location of the City of Vienna, as well as the brand recognition of the Pig Jig in order to leverage other local amenities and assets. This will also allow the city to attract new businesses and residents.

3. Recreation
   The city offers excellent parks and recreational opportunities. These amenities should be consolidated and organized to allow for the best access for participants as well as visitors who might travel to the city for tournaments, etc.

4. Transportation System / Industry:
   The ideal location of the city, along a major highway, and regional corridors, provides the city the ability to capture not only tourists, but industries that need access to major transportation networks.

5. Health Care / Public Safety
   Market the access to health care, and the quality public services offered by the City.

Assets in Vienna (identified by attendees)

- I-75 Corridor
- Downtown
- Courthouse
- 2 banks
- 2 railroads
- Historic homes
- Tyson
- Transit services
- Recreational amenities
  - Bushy Park
  - Softball/baseball fields
  - Football field
- Pig Jig Site
- EMS/VFD/Law Enforcement
- Health care facilities
- City utilities capacity
- Government services
Opportunities in Vienna
(identified by attendees)

- Consolidation of recreational facilities
- Better connected sidewalk infrastructure
- Hotel at I-75 interchange
- Trail system (Pemmahatchee Creek)
- Cotton Museum
- BBQ restaurant w/seating
- Georgia Pacific building and Ray’s
- Dooly County HS
- Available storefronts in downtown
- Pig Jig Site – capitalize on more events
- Information support network
- Available hospital building
Vienna
Charrette Agenda
May 3rd, 2012

• Introduction (3:30-3:45)

• Recreation, Facilities, and Transportation Group (3:45-4:45)
The city offers excellent parks and recreational opportunities. This group will investigate strategies to best capitalize on the location of these amenities, and their relationship to the surrounding neighborhoods and downtown. This group will also discuss the development of future community facilities, including vacant buildings, future trails or greenspace networks, and public parks. Finally, this group will evaluate the current transportation system within Vienna, identify problematic intersections, areas that need more sidewalks, and opportunities for alternative transportation, such as bicycling.

• Downtown Group (5:00-6:00)
The City of Vienna has a well maintained and intact historic core. The downtown group will focus on capitalizing on the strengths of the historic downtown core area. This group will discuss the historic buildings and facades, pedestrian infrastructure, and public space to develop strategies to attract and retain new businesses.

Refreshments (6:00-6:30)

• Presentation of Results (6:30-7:30)
Charrette participants will present their ideas to the rest of the community during a public forum. This meeting, open to the public, is meant to get additional feedback about proposals from additional residents of the City of Vienna.
  • 6 p.m. – Leadership Team and Staff review results of the Charrette and prepare for the Public Hearing.
  • 6:30 p.m. – Public Hearing Begins
    ▪ Leadership Team presents a wrap-up/summary to the public of results of the charrette.
  • 7:00 – Question and Answer session/feedback from community stakeholders
<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Larista Thompson</td>
<td>Vienna Better Hometown</td>
</tr>
<tr>
<td>Jacob Joiner</td>
<td>Dooly County Recreation Dept.</td>
</tr>
<tr>
<td>Matthew White</td>
<td>Baptist</td>
</tr>
<tr>
<td>Janet Joiner</td>
<td>City of Vienna</td>
</tr>
<tr>
<td>NATHAN JORDAN</td>
<td>Public Work Cou</td>
</tr>
<tr>
<td>DAVID BROWN</td>
<td>City of Vienna</td>
</tr>
<tr>
<td>Lin Barnes</td>
<td>Southwest GA Units</td>
</tr>
<tr>
<td>Allison Bowen</td>
<td>Alli's, Hairdooz</td>
</tr>
<tr>
<td>Sandra West</td>
<td>Vienna Better Hometown</td>
</tr>
<tr>
<td>B. Kellye Thurlow</td>
<td>Vienna Historic Crew Com.</td>
</tr>
<tr>
<td>Michael Ramsey</td>
<td>VHPC</td>
</tr>
<tr>
<td>Candy Ford</td>
<td>GDO1</td>
</tr>
<tr>
<td>Patty Bentley</td>
<td>Taylor County</td>
</tr>
</tbody>
</table>
Vienna

Urban Redevelopment Plan
Charette

Good things about Vienna

1. Courthouse and Park
   • Need more benches

2. Parking
   • Need better wayfinding signage
   • Retailers and employees should park behind stores

3. Truck Traffic
   • Investigate a truck route (NOT a Bypass)

4. Historic residential homes
   • Need signage to delineate historic districts and promote historic properties

5. Cemeteries
   • A survey of city cemeteries is a short-term project that can lead to additional marketing tools (brochures and tours) for the city.

6. City is clean and safe

Bad things about Vienna

1. Deteriorating buildings
   • Create local incentives to encourage proper maintenance of buildings

2. Vacant properties
   • Find new uses for existing warehouses (i.e. a nursery like “Society Garden” in Macon)

3. Community
   • Reclaim government buildings that can be better used for commercial endeavors.
Issues and Opportunities: Transportation

RV Facilities
● Teams that attend the Pig Jig have some RV spots near the event. More spaces may be needed.

Pennahatchee Creek Park
● A greenway park along the creek could connect with other walking trails and into the historic downtown. A trailhead would need to be constructed.
● Any development would need to be designed for the flood plain
● Existing sewer lines run along Pennahatchee Creek

Train Platform
● Is there a demand for train watching?

Old School Site
● Potential uses for the site include: Arts, Conventions/Meetings, Commercial Kitchen
● Recreational activities could be consolidated at this site to allow better access
● Need new fencing, concessions facilities and bleachers

Sidewalks
● Need a sidewalk running along E Pine St to the ball fields and the Pig Jig site.
● Need to extend sidewalks on the south side of Union St.

Union Street Intersection
● Continue conversation with GDOT about getting a traffic light at this intersection
● What are the traffic counts for these 2 state highways?

Gateways
● Signage should be coordinated and maintained

U.S. Hwy 41
● Promote US Hwy 41 as alternative route to I-75
● Coordinate with neighboring jurisdictions and designate US Hwy 41 as a Scenic Byway

Bicycle Routes
● Investigate Rails to Trails possibilities
● Overlay state bike route map to see if any designated routes are nearby

Issues and Opportunities: Downtown

Vacant Lots
● Design guidelines are a tool that can insure that new construction “fits” with historic buildings
Government Buildings around the Square
  ● Some buildings currently owned by local governments can be better used for retail businesses.

Upper Floor Spaces
  ● Community tools like zoning and design guidelines can insure that upper floors serve useful purposes in the downtown.

Building Maintenance
  ● Local incentives and effective code enforcement can insure proper maintenance of buildings.
  ● "Slum and Blight" funds can be applied to remedy dilapidated buildings.

Issues with taxes

Warehouses
  ● Potential uses for these buildings include: Arts, Farmers Markets or Nurseries

Historic Buildings
  ● Existing, well-maintained historic buildings benefit the local economy.

Better Hometown/Main Street Program and Downtown Development Authority
  ● There is current economic momentum and commercial awareness with these programs
  ● These programs need to continue their educational campaign regarding economic development and historic preservation
  ● Merchant hours should be stable (open at the same time every week)
  ● Merchants should investigate opening after hours on a regular basis
  ● Marketing brochures should be updated

Restaurants
  ● Recruit a local sit down BBQ restaurant that will be open for dinner

Hotels/Motels
  ● Recruit a Bed & Breakfast to attract tourists along US Hwy 41
  ● Create marketing packages that combine hotel/motel stays with visits to local amenities
Wayfinding Signage
Landscaping
Vienna Urban Redevelopment Plan

July 23, 2012

Vienna Redevelopment Plan Public Hearing
Minutes

The public hearing for the Vienna Redevelopment Plan was held on July 23, 2012 at 6:00 p.m. at the Vienna City Hall during the Vienna City Council Work Session. Attached is a list of the persons attending. The following information was presented.

Allison Slocum discussed the results of the Charrette on May 3, 2012 which included the good things about Vienna and things that needed improvement. This included needing better wayfinding signage and more benches around the courthouse square as well as being proud that Vienna is clean and safe. Other issues that came up included vacant and deteriorating properties, publicly owned buildings which could possibly have a better use, and better signage for historic districts. (see attached handout)

Issues and opportunities were also discussed at the Charrette. Issues and Opportunities that were identified included the lack of RV facilities near the Pig Jig site, the development of Pennahatchee Creek Park, the possible need for a train platform to watch trains, potential uses for the old school site including recreation on the fields and uses inside the building, additional sidewalks were specified, as well as dangerous intersections were identified, and gateways. Promotion of US Highway 41 and creation of Bicycle Routes were also targeted as opportunities for the city.

Katie Howard reviewed the final boundaries of the Redevelopment Area Map explaining the sometimes jagged boundaries and the reasons for this.

The recommendations which will be included in the Redevelopment Area Plan were reviewed by Katie Howard and Allison Slocum. These included the following:

A Corridor Management Plan for GA Hwy 215 which will include both development and redevelopment but also guide visitors from I-75 into the downtown area. A visual preference survey was down at the Charrette which identified preferences concerning lighting, landscaping and other areas. This information can be used when developing the Corridor Management Plan. Enterprise Zone adoption for areas outside of Redevelopment Area around Interstate 75 and specific areas in the Redevelopment Area such as downtown will target growth in that area. There are criteria that must be met concerning pervasive poverty, unemployment, underdevelopment, general distress, and general blight but this is by census tract and should not be a problem. The City should also give incentives such as property tax exemption/abatement on a schedule and/or abatement on occupation taxes, regulatory fees, building inspection fees, or other taxes. Ms. Howard strongly recommended that the City Council meet with the County, the
LOCAL

LOST Continued....

Employee Stacey Asher reported to work at the local newspaper office on Monday morning, only to find that her car had been stolen. She had parked it in the lot behind the building, where she stays for the week. The lot is normally well-lit, but security cameras were not functioning properly due to a maintenance issue. Asher is hoping to retrieve her vehicle soon, but she is also提醒 her coworkers to be more aware of their surroundings when parking.

PUBLIC HEARING NOTICE
CITY OF VIENNA

The City of Vienna will hold a public hearing on December 10, 2012. The hearing will be held at the Vienna City Hall located at 203 West Cotton Street, Vienna, GA 30292. The purpose of the hearing will be to review the Urban Redevelopment Plan created for the City of Vienna.

The general scope of this project is to establish a redevelopment plan in order to address slum and blight, underdevelopment and inadequate housing for the City of Vienna. The plan will also utilize all potential local, state, and federal avenues possible. Boundaries for this plan are generally considered to be the Downtown area, the area of East Union Street out to the I-285 Loop, including the old vienna Elementary School and surrounding residential areas, the southern boundary in Pine Street, the northern boundary in Third Street, to include Faith Christian School. If you would like to see a map of the redevelopment area, one is available for your viewing at Vienna City Hall.

Persons with special needs should contact Janet Joiner at 229-268-4920 prior to December 10, 2012. This person is located at the Vienna City Hall between the hours of 9:00 a.m. and 4:00 p.m. Monday through Friday.

DCMS/DCHS Participate in Band Day

The Dooley County Middle/High marching band traveled to Savannah State University, November 10 to participate in Savannah State University’s Annual Band Day. A total of seven bands participated from South Carolina, Florida, and two from Georgia - with DCHS being one of the two GA bands and the smallest band present. The Robert Morris Band received a plaque for participating. All the high school bands performed with the Savannah State Marching Band. The Isabell Marching band is under the direction of Mr. Will G. Watson. Performers of the DCHS band students performing with SSU band.

Public Notice

The Dooley County Commissioners will conduct a Public Hearing at 10:00 AM on Thursday, December 6, 2012, at the County Commissioners’ Office at 113 N. Third Street in Vienna. The purpose of this Public Hearing is to receive comments on the proposed abandonment of Page Road. The public is encouraged to attend this hearing. If there are any questions, please contact County Administrator Stephen C. Sanders at 229-268-4228.

Absolute Auction

[Contact information]

Real Estate & Equipment

[Contact information]

Thurs., Dec. 6, 10:00 a.m.
Byronville, GA
467 Thompson Ave.

The real estate consists of 8.41 acres. The property has frontage on Thompson Ave., Old Dixie Hwy. & Main St. This fertilizer/peanut drying and grading facility presents a unusual agri-business opportunity for the investor or the owner of a distillery business. Foreign buyers interested, call Sanders 229-268-4228.
Vienna Urban Redevelopment Plan

Public Hearing
December 10, 2012
6:00 p.m.
Vienna City Hall

Please see attached for a list of persons attending the public hearing to review the Vienna Urban Redevelopment Plan. The meeting was called to order by Janet Joiner, Community Developer for the City of Vienna, at 6:00 p.m. at the Vienna City Hall on December 10, 2012. She welcomed everyone there and explained the purpose of the meeting which was to review the final draft of the Urban Redevelopment Plan (URP). Copies of the plan were distributed to the persons in attendance.

Allison Slocum of the River Valley Regional Commission reviewed the URP with the group. This included the suggested tools for redevelopment as well as partners and strategies for redevelopment. A question was raised about the types of redevelopment possible, specifically housing in historic areas and code enforcement. A great deal of work had already been done on housing and it is an area which has been discussed in both the Visioning and Charette meetings. It is also listed as a recommendation in the plan. Vienna has graduated from the Georgia Initiative for Community Housing which has encouraged the city to increase and improve code enforcement.

There was more discussion about opportunity zones and the job tax credits that would be available to businesses located in the target area with only two (2) jobs created. Ms. Slocum also briefed the group on Enterprize Zones and the benefits businesses could enjoy from them.

At the end of the meeting, those attending were asking to send comments and suggestions to Ms. Joiner who would then forward them to Ms. Slocum. Input from the community is needed to improve the plan and is solicited for 30 days. The City will adopt the plan at its January Council meeting on January 14, 2013.

With no further comments or questions, the hearing was closed.
Vienna Urban Redevelopment Plan

SBAN Redevelopment Plan Public Hearing
12-10-2012

Address

W. White 7111 Huy 27 Vienna, GA 31092
J. Thompson
J. Joiner

English

Wayne 410 Church St Vienna, GA 31092
Huy

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11

Hwy 11
Support Letters
December 18, 2012

Mayor Eddie Daniels
City of Vienna
P O Box 436
Vienna, GA 31092

Re: City of Vienna Urban Redevelopment Plan

Dear Mayor Daniels:

We appreciate the many efforts made by the City of Vienna under the Urban Redevelopment Plan and are very pleased to learn that the former Vienna Elementary School property has been included within the scope of this project. We look forward to this being renovated so that it can serve as the Vienna Community Center Complex.

The Bank of Dooly will continue to support such efforts by encouraging our staff to serve on various boards and committees. Thank you for your continued leadership in helping accomplishing some very worthwhile objectives.

Sincerely,

[Signature]

Neil Joiner
President
Development Authority of the City of Vienna
P. O. Box 436
Vienna, Georgia 31092
229-268-4920

December 17, 2012

Mayor Eddie Daniels
City of Vienna
P. O. Box 436
Vienna, GA 31092

Re: City of Vienna Urban Redevelopment Plan

Dear Mayor Daniels:

The Development Authority of the City of Vienna (VDA) is pleased to learn that the former Vienna Elementary School property has been included within the boundaries of the City's Urban Redevelopment Plan. As you know, this site is the future home of the Vienna Community Center Complex.

In 2011, VDA received an EPA Brownfields Cleanup Grant in the amount of $196,000 to be used for hazardous material abatement on this property. Our plans are to complete the abatement in 2013 and then begin a phased approach to the redevelopment of this property as a multi-use community center that will also include small business establishments.

As Executive Director of the Development Authority, I am happy to endorse this project. If you have any questions, please let me know.

Sincerely,

[Signature]

Neil Joiner, Chairman
Development Authority of the City of Vienna

Enc: Press Release
December 17, 2012

Mayor Eddie Daniels
City of Vienna
P. O. Box 436
Vienna, GA 31092

Dear Mayor Daniels:

Vienna Better Hometown works in conjunction with the Downtown Development Authority for the ongoing revitalization of Downtown Vienna and the 215 Corridor. We wholeheartedly support the City of Vienna's Urban Redevelopment Plan and offer our services were needed through our Design, Economic Restructuring, and Promotion Committees.

The Design Committee offers support in façade and landscaping design. The Economic Restructuring Committee will continue to work with the Downtown Development Authority in recruiting new businesses to the area. The Promotion Committee is working with the Chamber of Commerce to develop a brochure that promotes this area as a nice place to live, work, and play. This cost of this brochure is being partially funded with $2650 of a Community of Opportunity Grant. The Promotion Committee is also planning more events that promote businesses and attract visitors.

On December 6, 2012, Vienna Better Hometown reopened the Georgia Cotton Museum that had been closed for 3 years. The museum is located in the URP area. This facility will serve to attract tourists off I-75 and also as a welcome and information center for Downtown Vienna. VBH has invested approximately $7000 in a new HVAC system and repairs to the building in order to reopen. VBH also staffs the museum 2 days a week.

Feel free to contact me if you need additional information and assistance.

Sincerely,

[Signature]

Larista Thompson, VBI Director

Enc: Press Release
December 17, 2012

Honorable Eddie Daniels, Mayor
City of Vienna
P. O. Box 436
Vienna, GA 39840

Dear Mayor Daniels:

The Dooly County Chamber of Commerce is pleased to support the revitalization efforts of the City of Vienna. Chamber staff and members are willing to help in several ways:

The Chamber of Commerce promotes the “Think Local First” program which will support existing and future businesses and encourage citizens to spend their dollars right here at home, it will also help to reduce the vacancy rates in commercial buildings by promoting business growth. Through the Entrepreneur Friendly program, staff and members are frequently in contact with local businesses and can serve as an ambassador from the city providing information on services available. We also recently through the Communities of Opportunities produced a brochure highlighting all that Vienna and Dooly County has to offer, the brochures are sent to all the visitors centers across the state and some out of state.

As Executive Director of the Dooly County Chamber of Commerce, I am thrilled to endorse this project. If you have any questions, please let me know.

Sincerely,

Rhonda Lamb-Heath
Executive Director
December 17, 2012

Mayor Eddie Daniels
City of Vienna
P. O. Box 436
Vienna, GA 31092

Re: City of Vienna Urban Redevelopment Plan

Dear Mayor Daniels:

The Downtown Development Authority of the City of Vienna (DDA) is pleased to support the revitalization efforts of the City of Vienna. The Authority is willing to help in several ways:

- By ongoing recruitment of businesses in the Downtown and 215 Corridor areas
- By finding a buyer for the newly constructed Commercial Speculative Building in Downtown Vienna (see enclosure)
- By assisting with and supporting an application for DCA's RLF for the rehabilitation of a downtown historic building for the purpose of commercial development.
- By constructing in 2014 Phase II of our Downtown Sidewalk and Streetscape project using $234,000 in Transportation Enhancement funds.
- By supporting a new commercial development project to take place in 2013.

As Executive Director of the Downtown Development Authority, I am happy to endorse this project. If you have any questions, please let me know.

Sincerely,

[Signature]

Neil Joiner, Chairman
Downtown Development Authority of the City of Vienna

Enc: Press Release
December 17, 2012

Mayor Eddie Daniels
City of Vienna
P. O. Box 436
Vienna, GA 31092

Dear Mayor Daniels:

The Vienna Housing Team of the Georgia Initiative for Community Housing offers our support to the City of Vienna’s Urban Redevelopment Plan.

- The Team will continue to seek CDBG funds for housing rehabilitation and infrastructure improvements in the Redevelopment Plan area. Vienna has received $612,000 in CHIP funds in 2011 and 2012. We are submitting a 2013 application also.
- The Team will continue to push for stronger code enforcement for nuisance abatement. In 2012, 53 letters were sent to property owners requesting them to clean up their property and most complied. Of those who did not comply, the City cleaned the property and billed the owner for the costs. 2 owners were taken to court and fined. 3 structures were condemned and 3 structures were demolished.
- The Team will work with the Keep Vienna Beautiful organization on neighborhood cleanup and beautification projects.

We are happy to endorse this project. Please contact me if you have any questions.

Sincerely,

[Signature]
Janet Joiner, Program Coordinator
City of Vienna GICH Team
December 17, 2012

Mayor Eddie Daniels
City of Vienna
P. O. Box 436
Vienna, GA 31092

Dear Mayor Daniels:

The Vienna Historic Preservation Commission is pleased to see the City of Vienna has developed an Urban Redevelopment Plan. The plan encompasses the City of Vienna’s Local Historic District and the Commission is pleased to offer our support.

The Commission has identified the former Vienna Elementary School site, which is included in this plan, as a historic resource and has begun the process of having it listed on the National Register of Historic Places. The Commission also provides design review for changes to or new construction of properties located in the District to ensure cohesiveness and protection of existing historic resources.

Please feel free to contact me if you have any questions.

Sincerely,

[Signature]
Blakely Humber, Chairman
Vienna Historic Preservation Commission
Adoption Resolution