

# Gateways Committee



# Report

Public Affairs Vice Chair James McGahee

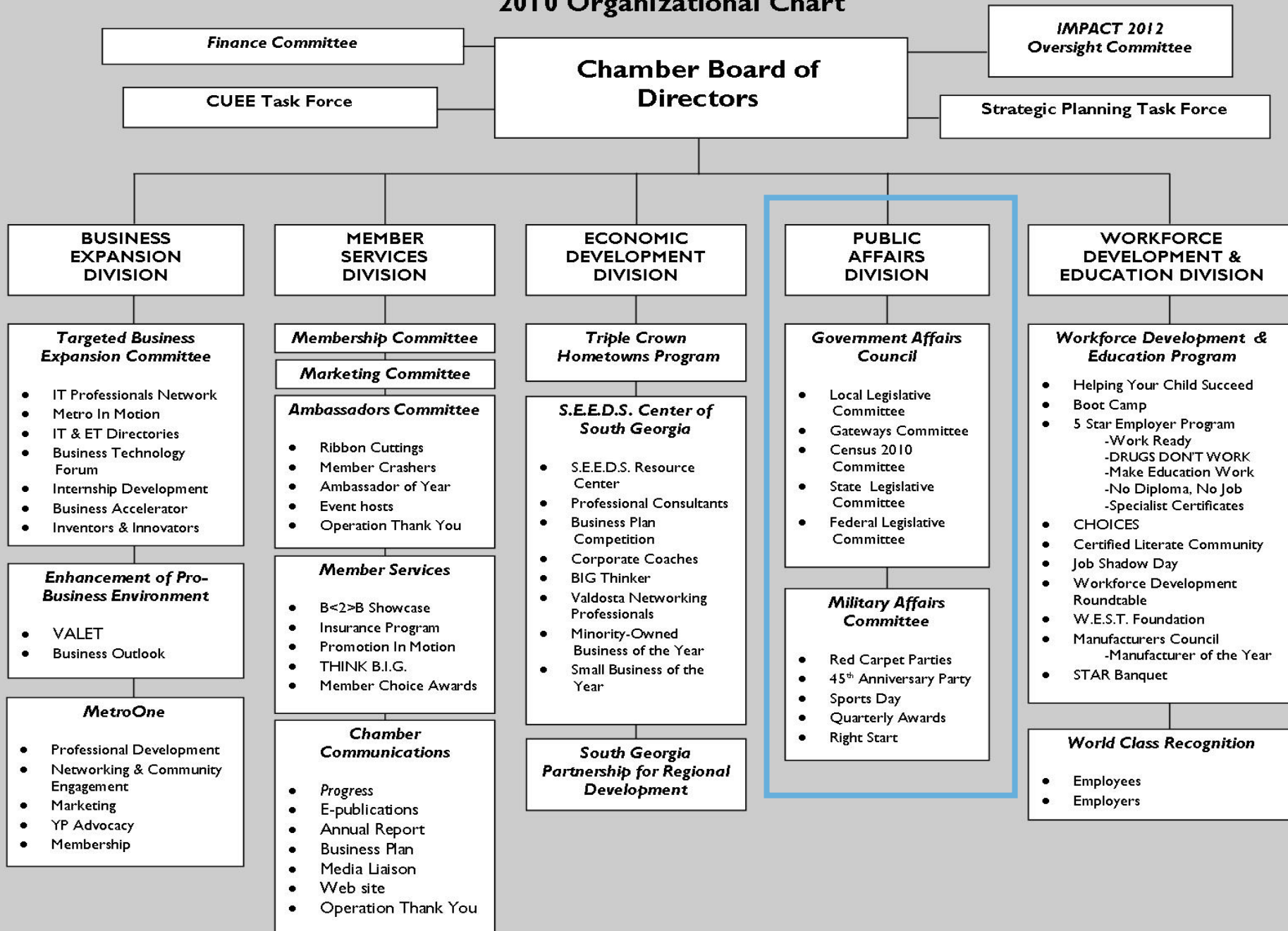
Committee Chair Marshall Conner

# How did it begin?

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- As an agenda item of the Local Legislative Committee: The Chamber supports the development of a Gateways Committee, coordinated by the Chamber, charged with development of a plan to improve the appearance of the gateways to our community.

# Valdosta-Lowndes County Chamber of Commerce 2010 Organizational Chart



*Finance Committee*

**CUEE Task Force**

**Chamber Board of Directors**

*IMPACT 2012 Oversight Committee*

**Strategic Planning Task Force**

**BUSINESS EXPANSION DIVISION**

**Targeted Business Expansion Committee**

- IT Professionals Network
- Metro In Motion
- IT & ET Directories
- Business Technology Forum
- Internship Development
- Business Accelerator
- Inventors & Innovators

**Enhancement of Pro-Business Environment**

- VALET
- Business Outlook

**MetroOne**

- Professional Development
- Networking & Community Engagement
- Marketing
- YP Advocacy
- Membership

**MEMBER SERVICES DIVISION**

**Membership Committee**

**Marketing Committee**

**Ambassadors Committee**

- Ribbon Cuttings
- Member Crashers
- Ambassador of Year
- Event hosts
- Operation Thank You

**Member Services**

- B<2>B Showcase
- Insurance Program
- Promotion In Motion
- THINK B.I.G.
- Member Choice Awards

**Chamber Communications**

- Progress
- E-publications
- Annual Report
- Business Plan
- Media Liaison
- Web site
- Operation Thank You

**ECONOMIC DEVELOPMENT DIVISION**

**Triple Crown Hometowns Program**

**S.E.E.D.S. Center of South Georgia**

- S.E.E.D.S. Resource Center
- Professional Consultants
- Business Plan Competition
- Corporate Coaches
- BIG Thinker
- Valdosta Networking Professionals
- Minority-Owned Business of the Year
- Small Business of the Year

**South Georgia Partnership for Regional Development**

**PUBLIC AFFAIRS DIVISION**

**Government Affairs Council**

- Local Legislative Committee
- Gateways Committee
- Census 2010 Committee
- State Legislative Committee
- Federal Legislative Committee

**Military Affairs Committee**

- Red Carpet Parties
- 45<sup>th</sup> Anniversary Party
- Sports Day
- Quarterly Awards
- Right Start

**WORKFORCE DEVELOPMENT & EDUCATION DIVISION**

**Workforce Development & Education Program**

- Helping Your Child Succeed
- Boot Camp
- 5 Star Employer Program
  - Work Ready
  - DRUGS DON'T WORK
  - Make Education Work
  - No Diploma, No Job
  - Specialist Certificates
- CHOICES
- Certified Literate Community
- Job Shadow Day
- Workforce Development Roundtable
- W.E.S.T. Foundation
- Manufacturers Council
  - Manufacturer of the Year
- STAR Banquet

**World Class Recognition**

- Employees
- Employers

# What is a Gateway?

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- A gateway has several primary purposes, to display civic pride in ones community; welcome visitors and residents to a special place, a destination; they can be informational by providing way finding and event signage. Gateways can take various forms from a simple sign to elaborate arch entrances into a neighborhood or community, or miles of long corridors. The gateways in Lowndes County include both point locations and long corridors, each with the ability to welcome visitors with well maintained landscaping, lighting, sidewalks, etc.

# Elements of Gateways . . .

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- **Corridors**
- **Interchanges**
- **Intersections**
- **Maintenance**
- **Code enforcement**
- **Crosswalks**
- **Landscaping**
- **Safety**
- **Branding**
- **Theme**
- **Circulation improvements**
- **Community Identity**
- **Lighting**
- **Sidewalks**
- **Bike Lanes**
- **Signage**

# What is the Gateways Committee?

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- An inclusive committee with a mission to develop and implement a comprehensive strategic Gateways Master Plan, designed to improve the appearance of our community, including landscaping, signage, maintenance and code enforcement of all major gateways in Lowndes County.

# Why was the Gateways Committee needed?

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- To create a forum for dialogue on the theories, opportunities and issues related to Gateway development.
- To create gateways that are consistent in appearance, well maintained and welcoming to visitors to our community, will have a positive influence on our local economy
- To create consistent gateways must involve collaboration among local governments, authorities, institutions and the business community. The Chamber is the organization to bring all of these entities together in order to develop a unified Gateways Master Plan

# Who are the Committee Members?

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- Representatives from **Lowndes County** (Paige Dukes), **City of Valdosta** (Emily Foster), **City of Hahira** (Rose Adams), **City of Lake Park** (Michelle Mullins), **City of Dasher**, (Anita Armstrong) **City of Remerton** (Ryan Gordon), **Valdosta-Lowndes County Airport Authority** (Patti Clark), **Industrial Authority** (Brad Lofton), **Tourism Authority** (Jeff Moxley), **Parks & Recreational Authority** (Eric Hahn), **Keep Lowndes/Valdosta Beautiful** (Aaron Strickland), **Georgia Department of Transportation** (Brent Thomas), **Metropolitan Planning Organization** (Corey Hull), **Valdosta-Lowndes County Chamber GAC Chair** (Paula Goff), **Valdosta State University** (Mary Gooding), **Wiregrass Georgia Technical College** (Angela Crance), **Moody Air Force Base** (Robert Jefferson), **Wild Adventures** (Micha Hogan), **The Ambling Co.** (Greg Hunter), **The Langdale Co.** (Tom Putnam) **Southeastern Federal Credit Union** (Lori Cauley), **Williams Hospitality** (Rick Williams), **LPA Group** (Bonnie Pfuntner) and **Valdosta-Lowndes County Chamber** (Alison Stokes),

# Gateways Committee

## Task Forces

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- **Technical**, Chair Corey Hull
- **Public-Private Partnerships**, Chair Angela Crance
- **Adopt-A-Highway**, Chair Aaron Strickland
- **Public Relations & Events**, Chair Mary Gooding
- **Maintenance & Code Enforcement**, Chair Tom Putnam

# Purpose of the Plan

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- Gateways are a unique urban design feature that gives the ability for one to identify their arrival at a special place, providing a defining element to the community and a welcoming first impression to visitors. The purpose of the Valdosta-Lowndes County Gateway's Master Plan is to provide a guiding vision for the development of enhanced gateways and corridors into and around the community. The Valdosta-Lowndes Chamber of Commerce Gateways Committee recognizes that an important part of attracting economic development and tourism to the Valdosta Region is making a positive, memorable, visually appealing impact on these visitors. This plan is intended to guide the development and implementation of these gateway corridors.

# Outline of Gateway's Master Plan

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- Executive Summary
- Introduction
- Vision
- Existing Conditions Report
- Gateways Themes
- Action Plan
- Funding
- Maintenance
- Implementation

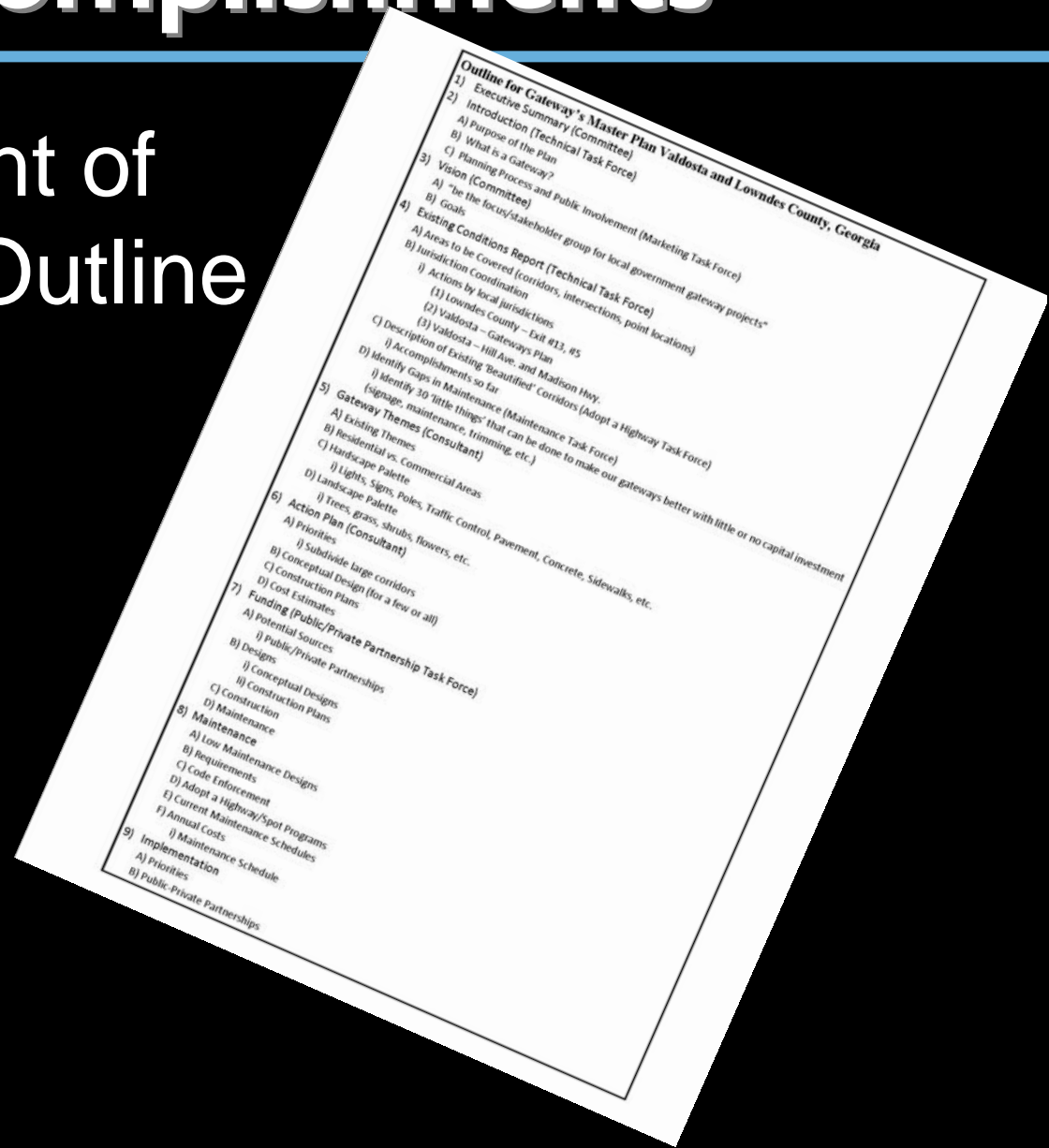
# Accomplishments

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- Development of 2010 Goals & Timeline
- Task forces working on development of Master Plan to be completed in Nov.
- Exit 16 Interchange added to City of Valdosta's Gateways Conceptual Plan
- Aided in addition of six new Adopt-A-Highway sponsored roads

# Accomplishments

- Development of Master Plan Outline



# Accomplishments

- Prioritized Gateways

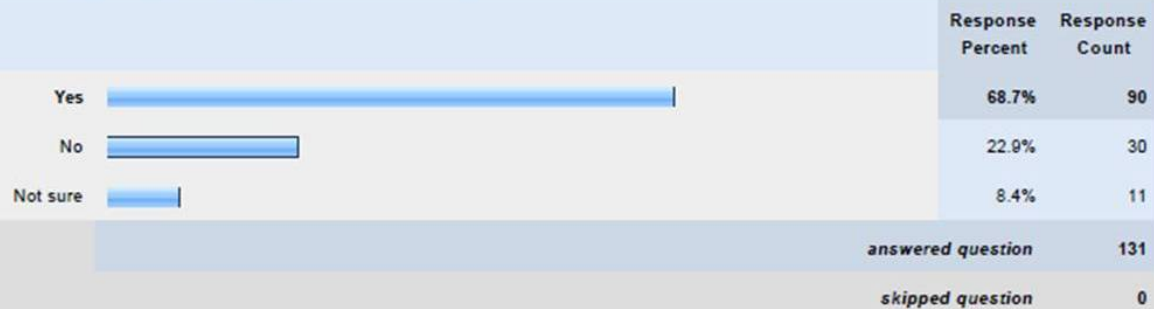
Overall Rank	Category Rank	Traffic Count	Click for link to aerial photo	From	To
<b>CORRIDORS</b>					
1	1	17460	W. Hill Ave /US 84	Exit 16	W. Central Ave
5	2	10580	Madison Hwy	W. Hill Ave/US 84	S. Patterson St / US 41
8	4	19500	St Augustine Road	Industrial Drive	Lanier County Line
		26170	N. Valdosta Road	Five Points	Industrial Drive
		6180	E. Hill Ave/US 84	East City Limits	Lanier County Line
		7740	US 41	Ulmer Rd/ Industrial Dr	Lakes Blvd.
		16720	W. Hill Ave/US 84	Rocky Ford Rd	Brooks County Line
3	3	20520	Inner Perimeter Rd	Oak St Ext	Madison Hwy
		21920	St. Augustine Road	Exit 18	W. Hill Ave/US 84
	5	9350	E. Hill Ave/US 84	Blanchard St	East City Limits
<b>INTERCHANGES</b>					
2	2	3570	Exit 13 - Construction Complete		
6	1	25000	Exit 16		
	4	10300	Exit 5 - Construction Pending		
	5	10503	Exit 22		
		1462	Exit 2		
7	3	5334	Exit 11		
		12902	Exit 18		
		5233	Exit 29		
<b>INTERNAL POINT LOCATIONS</b>					
4	3	21000	E. Hill Ave @ E. Central Ave		
	1	21540	W. Hill Ave @ W. Central Ave		
		10210	N. Patterson @ Magnolia		
	4	13670	N. Ashley @ Magnolia		
	5	18000	Industrial Blvd @ Magnolia		
10	2	8000	Industrial Blvd @ Madison Hwy		
		25000	Five Points @ Patterson		
<b>EXTERNAL POINT LOCATIONS</b>					
9	1	38910	I-75 @ FL State Line		
		1520	US Hwy 41 S @ Echols Co. line		
		2910	GA Hwy 376 @ Echols Co. line		
		2130	New Stateville Hwy @ Echols Co. line		
	3	400	GA Hwy 135 @ Echols Co. line		
		4970	Hwy 84 @ Lanier Co. line		
		1450	GA Hwy 135 @ Lanier Co. line		
		4850	Berrien Rd/GA Hwy 125 @ Berrien/		
		1750	Lanier Co. lines		
		3120	US Hwy 122 E @ Berrien Co. line		
	2	41020	I-75 @ Cook Co. line		
		1820	GA Hwy 122 W @ Brooks Co. line		
	5	9780	St. Augusting Rd/GA Hwy 133 @ Brooks		
		11040	Co. line		
	4	3170	Hwy 84 @ Brooks County Line		
		7545	Madison Hwy @ Madison Co. line		
		7545	Park Avenue @ Perimeter Road		
		4290	GA Hwy 321 @ Lanier Co. Line		

# Accomplishments

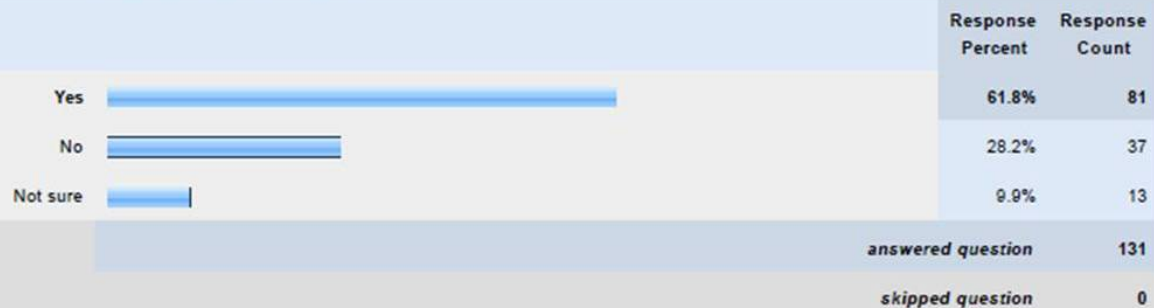
- Surveyed Chamber Membership

## Gateway Corridors Survey

1. Would you prefer additional landscaping along the Madison Hwy. corridor?



2. Would you prefer street trees along the Madison Hwy. corridor?



# A few of the findings . . .

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- 72.5% stated the Madison Hwy. corridor needs improvement
- 84.7% stated the W. Hill Avenue corridor need improvement
- 72.5% would like to see a uniform streetscape along W. Hill Ave.
- 89.3% would like to see the W. Hill Ave Corridor attract visitors & tourists to downtown Valdosta
- 85.5% would prefer additional landscaping along the W. Hill Ave. corridor
- 80.2% would like to have destination signage along W. Hill Ave. corridor

# Accomplishments

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- Exits 16 & 18 and Hwy. 84 were cleaned for the South Georgia Classic
- Received \$10,000 toward funding of Gateways Committee Master Plan
- \$45,000 in funding for future plantings
- Developed Scope of Services and identified elements the committee/ task forces can accomplish from elements where a consultant is needed



# ***We are a work in progress . . .***

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- Completion of Master Plan
- Working with local governments and Georgia DOT on maintenance options and commitments, in particular Exits 16 & 18
- Investigating maintenance funding from public-private partnerships
- Working with local businesses/entities on additional Adopt-A-Highway commitments
- Researching grant opportunities
- Promoting Gateways Committee and

# Dates to Remember

Sept. 23 – Business After Hours –

Virtual Ribbon Cutting for Exit 13 & Reception

Oct. 23 – “Make a Difference Day” –

Keep Lowndes-Valdosta Beautiful

EXIT 13

# *Talking Points*

**You have seen other communities that appear to have capitalized on gateways initiatives and made progress on beautification improvements. What are the elements of these communities that stand out the most?**



# *Talking Points*

Knowing what gateways improvements other communities have done and looking at our gateways how would you rank the Gateways Initiative as a priority for our community?

