



CITY OF DAHLONEGA
Special Called Council Work Session Agenda
September 06, 2022, 10:00 AM
Gary McCullough Council Chambers, Dahlonega City Hall

In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 706-864-6133.

Vision - To be an open, honest, and responsive city, balancing preservation, and growth, and delivering quality services fairly and equitably by being good stewards of Dahlonega's resources.

OPEN MEETING

APPROVAL OF AGENDA

ITEMS FOR DISCUSSION:

- [1.](#) Housing Study Kickoff and Planning Session
Jameson Kinley and KB Advisory Group

COMMENTS – PLEASE LIMIT TO THREE MINUTES

Clerk Comments

City Manager Comments

City Attorney Comments

City Council Comments

Mayor Comments

ADJOURNMENT



City Council Agenda Memo

DATE: August 26, 2022
TITLE: Housing Study Kickoff and Planning Session
PRESENTED BY: Jameson Kinley and KB Advisory Group

AGENDA ITEM DESCRIPTION:

Informational and Planning Session for the 2022 Housing Study

HISTORY/PAST ACTION:

Council approved a housing study for the City of Dahlonega. As part of the process, the contracted firm meets with staff and council to review technical details, view the timeline, and learn about the process.

FINANCIAL IMPACT:

This is a budgeted item.

RECOMMENDATION:

n/a

SUGGESTED MOTIONS:

n/a

ATTACHMENTS:

n/a



Comprehensive City-wide Housing Market Study, Needs Analysis, and Strategy Development City of Dahlonega, Georgia



KB | ADVISORY GROUP

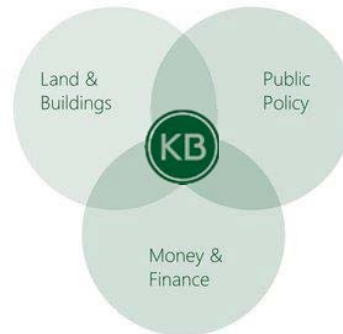
September 6, 2022



KB | ADVISORY GROUP

Our goal is to help clients maximize the benefits of their economic development and real estate activities within five core capability areas:

1. **Real Estate Markets**
2. **Development Economics**
3. **Public/Tax Increment Financing**
4. **Economic Impacts**
5. **Housing Analysis**



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Informed, Insightful, Innovative

Grounded in real-world conditions, backed up by insightful research and analysis

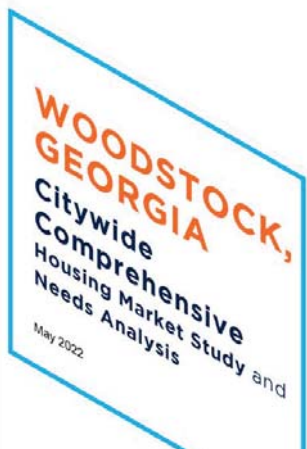


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Executive Summary

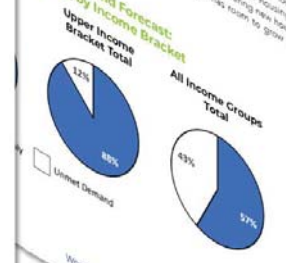
Opportunity Gap Analysis
 Over the last five years, the housing market in Woodstock has supplied an annual average of approximately 326 new housing units. The supply concentrates at the upper end of the market.

Housing Demand Analysis



The housing market in Woodstock has satisfied more than half of the total new housing demand annually. It met less than half the demand of middle income and none of the low-income households annually in the last five years. The housing market in Woodstock is short and efficient in delivering new housing at the upper end of the market and still has room to grow in the next decade.

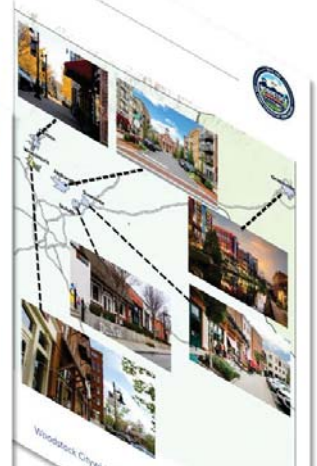
Housing Demand Forecast: Demand, by Income Bracket



Comparative Cities Analysis

Overview
 We chose five comparable cities for analysis to understand better the context behind the supply and demand drivers for housing in Woodstock. Our selection criteria included:

- Population
- Geographic proximity



Recent Municipal Housing Studies

Alpharetta, GA	LaGrange, GA
Blue Ridge, GA	Milledgeville, GA
Carrollton, GA	Peachtree City, GA
Cashiers, NC	Social Circle, GA
Cherokee County, GA	Statesboro, GA
Dalton, GA	Sugar Hill, GA
Gwinnett County, GA	Woodstock, GA
Johns Creek, GA	

Project Scope - Dahlongega

Task 1: Housing Supply/Demand Assessment

Housing Supply/Demand Analysis

Housing Demand Analysis

Task 2: Qualitative Assessment of Local Housing Preferences

Stakeholder Interviews

Public Information Session

Task 3: Regional/Comparable Cities Analysis

Task 4: Housing Gap Analysis

Task 5: Aligning Current Policy to Housing Needs

Task 6: Final Report and Presentation

Timeline

City of Dahlonega Housing Study																
Project Tasks	Week 1-2		Week 3-4		Week 5-6		Week 7-8		Week 9-10		Week 11-12		Week 13-14		Week 15-16	
Site Visits	Council		Tour				Interviews									
Supply Analysis																
Demand Drivers																
Comparitive City Analysis																
Housing Needs Analysis																
Housing Gap Analysis																
Aligning Current Policy																
Final Report/Presentations																

- 16 Weeks – complete before year end
- Stakeholder / Focus Group Interviews: mid-October
- Presentation of Research Findings to Community: TBD
- Presentation of Conclusions and Recommendations to Council: December

Guiding Research Questions

- What are the economic and demographic drivers of housing demand city-wide in Dahlonega?
- What does Dahlonega's future rental housing demand look like? Is there a need and opportunity for more rental housing in the city, both student and non-student?
- What about for-sale housing? What products and price points are likely to be attracted to Dahlonega, and are the City's policies aligned appropriately with future demand for new single-family for-sale product?
- Given Dahlonega's appeal as a tourist destination, what are the impacts and outlook for short-term rentals? How do short-term rentals impact housing attainability?
- How is Dahlonega's housing market impacted by second home purchases?
- What tools or funding resources are available to best position Dahlonega's housing market to improve overall livability?