



# CITY OF DAHLONEGA

## Downtown Development Authority Agenda

May 01, 2025, 8:30 AM  
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 – Dahlonega will be the most welcoming, thriving, and inspiring community in North Georgia

Mission Statement - Dahlonega, a City of Excellence, will provide quality services through ethical leadership and fiscal stability, in full partnership with the people who choose to live, work, and visit. Through this commitment, we respect and uphold our rural Appalachian setting to honor our thriving community of historical significance, academic excellence, and military renown.

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### **Vision Statement**

Downtown Dahlonega will retain its role as the heart of the region and the center for community and economic development. It will have an inviting appearance, highlighted by historic architecture. It will enhance the civic, cultural, and economic vitality of the entire community.

### **Mission Statement**

The purpose of Downtown Dahlonega is to stimulate and sustain economic development in downtown area by encouraging cooperation and building leadership; by advancing a positive image of downtown and promoting it as an exciting place to live, shop, and invest; by sustaining and improving the appearance of downtown; and by strengthening and expanding the economic base of downtown.

### **Call to Order**

### **Approval of Agenda**

### **Approval of Minutes**

1. Downtown Development Authority/Main Street Program Work Session - April 17, 2025  
Ariel Alexander, DDA Director

### **Design**

- a. Review of 2008 Master Plan  
Ariel Alexander, DDA Director

### **Organization**

- a. Financials

### **Partner Agencies**

1. City of Dahlonega
2. University of North Georgia
3. Chamber of Commerce/DALC
4. Tourism/CVB
5. Downtown Dahlonega Business Association

### **Adjourn**

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Guideline Principles - The City of Dahlongega will be an open, honest, and responsive city that balances preservation and growth and delivers quality services fairly and equitably by being good stewards of its resources. To ensure the vibrancy of our community, Dahlongega commits to Transparency and Honesty, Dedication and Responsibility, Preservation and Sustainability, Safety and Welfare ...for ALL!

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## CITY OF DAHLONEGA

### Dahlonaga Downtown Development Authority / Main Street Program Work Session Minutes

April 17, 2025, 8:30 AM

McCullough Council Chambers – City Hall

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#### **PRESENT**

Board Chair Awtrey Moore

Vice Chair Zach Payne

Board Member Melanie Dunlap

Board Member Erick Jones

Board Member Deb Rowe

#### **Call to Order**

Board Chair Moore called the meeting to order at 8:37 a.m.

#### **Approval of Agenda**

Motion made by Vice Chair Payne, Seconded by Board Member Rowe.

Voting Yea: Vice Chair Payne, Board Member Rowe, Board Member Dunlap, Board Member Jones.

#### **Approval of Minutes**

1. Downtown Development Authority/Main Street Program Work Session - April 3, 2025  
Ariel Alexander, DDA Director

Motion made by Board Member Rowe, Seconded by Board Member Jones.

Voting Yea: Vice Chair Payne, Board Member Rowe, Board Member Dunlap, Board Member Jones.

## **Promotion**

- a. Main Street Programs Update

Skyler Alexander, Main Street Manager

Manager Alexander reported on the process of selecting the First Friday alcohol vendors and gave a brief update on the Farmers Market and Appalachian Jam schedules.

## **Economic Vitality**

- a. Discussion of Grant Matching Award Maximum

Ariel Alexander, DDA Director

Staff presented a discussion item regarding increasing matching amounts for the current incentive programs. Staff recommended increasing the small business improvement grant matching amount from \$500.00 to \$1,000.00 for the next year.

Board Member Rowe moved to increase the Small Business Improvement Grant matching amount maximum from \$500.00 to \$1,000.00 for one year, beginning May 1, 2025. Vice Chair Payne seconded the motion.

Voting Yea: Board Member Rowe, Vice Chair Payne, Board Member Dunlap, Board Member Jones.

## **Partner Agencies**

1. City of Dahlonega

No report.

2. University of North Georgia

No report.

3. Chamber of Commerce/DALC

Director Robb Nichols gave an update on the Chamber's upcoming calendar of events.

4. Tourism/CVB

No report.

4. Downtown Dahlonega Business Association

President Fiona Bagley reported that the association currently has 90 members and continues to expand.

## **Adjourn**

Board Chair Moore called for a motion to adjourn at 8:50 a.m.

Motion made by Board Member Moore, Seconded by Board Member Jones.

Voting Yea: Board Member Rowe, Board Member Jones, Vice Chair Payne, Board Member Dunlap.

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# Acknowledgements

The Dahlonega Downtown Master Plan represents eight months of work by the City of Dahlonega, local residents, property owners, business owners and a Planning Team comprised of Urban Collage Inc., Bleakly Advisory Group and PBS&J. The Planning Team and City wish to thank all those who devoted their time, leadership, vision and ideas to this effort for the betterment of the City of Dahlonega.

## MAYOR AND CITY COUNCIL:

Honorable Gary McCullough, Mayor  
Bill Scott  
Gerald Lord  
Guy Laboa  
Michael Clemons  
Sam Norton  
Terry Peters

## CITY STAFF:

Bill Lewis, City Manager  
Chris Head, Planning and Zoning Administrator  
Joel Cordle, Downtown Development Authority Director  
Rebecca Shirley, Intern  
Ricky Stewart, Special Projects Manager  
Ryan Arnold, Intern

## CORE TEAM:

Dana LaChance  
Gary McCullough  
Guy LaBoa  
Jeff Davis  
Jimmy Faulkner  
Mac McConnell  
Robin Glass  
Susan Newell

Douglas Parks  
Glenn Melvin  
Hal Williams  
Jay Stone  
Joyce Westmoreland  
Mary Owens  
Sam Norton  
Tony Owens

## PLANNING TEAM:

Robert Begle, Urban Collage, Inc.  
Eric Bosman, AICP, Urban Collage, Inc.  
Matthew Cherry, Urban Collage, Inc.  
Niti Gajjar, Urban Collage, Inc.  
Jessie Lawrence, Urban Collage, Inc.  
Amy Gore, Bleakly Advisory Group  
Richard Rohrer, PBS&J

John Skach, AIA, AICP, Urban Collage, Inc.  
Kadambari Badami, Urban Collage, Inc.  
Stephen Busch, Urban Collage, Inc.  
Blue Marshall, Urban Collage, Inc.  
Ken Bleakly, Bleakly Advisory Group  
William Eviston, RLA, PBS&J

# Public Participation

The Dahlonega Downtown Master Plan process included a series of three public workshops where community members were asked to provide input into the plan including establishing a vision for the future of Dahlonega, assisting the Planning Team in developing concepts for future improvements and prioritizing project initiatives. The following list includes all of those who signed-in and participated in one or more of the public workshops.

Adrien Benoit	Gayle Jones	Pat Canarro
Alice Sampson	Geoffrey Kridel	Pat Kleinhans
Amy Forrest	George Brink	Paul Hoffman
Amy Strickland	George Brown	Paul Woody
Andrea Woody	George Thompson	Quentin Woomer
Andy Cason	Gerald Lewy	Rachel Wilkerson
Andy Digger	Ginny Watt	Ramon Johnson
Angelia Wilson	Glynn Rogers	Ray Cox
Art Agnew	Herbert Endres	Rebecca Davis
Barry Friedman	Jane O’Gorman	Rob Jones
Betty Murray	Jay Stone	Robert Bridger
Beverley Thompson	Jeffrey Barbic	Robert Mason
Bill Boggs	Jeremy Cape	Roger Braunstein
Bill Cason	Jessica Dietz	Ron Larson
Bob Cenna	Jim Kinnard	Sallie Sorohan
Brad Faulkner	Joe Kelenfy	Sam McCluskey
Brett Malone	Joe Smith	Sam Snead
Brian Baker	John Webb	Sara White
Bruce Abraham	Julia Foltz	Sarah Lee Thumb
Bruce Dickman	Kaleigh Lowe	Scott Hardman
Butch Wilkins	Kathy Yankus	Scott Riley
Butch Williams	Katie Edwards	Sharon Kridel
Charlotte Braunstein	Kay Lord	Sharon Plant
Chris Jones	Kelli Rogers	Sharon Thomas
Chris Parker	Kevin Burris	Sharon Thomason
Chris Welch	Kevin Lawson	Sheila Richardson
Chuck Robertson	Kirk Lindquist	Sheri Smith
Clarence Huhman	Kitty Craven	Stefani Logsdon
Coleen Green	Laurelanne Hackinson	Stephanie Mangorn
Connie Cenna	Leah Ratzel	Stephen Mullins
Dan Noland	Lillian Agnew	Stephen Ratzel
Dana Garcia	Linda Mills	Sue Mattison
Diane Schermerhorn	Lisa Cason	Tanya Kinnard
Diane Stephenson	Lori Ann Robertson	Teddy Dumont
Don Trice	Marilyn Mason	Terrie Ellerbee
Donna Logan	Mark Shearer	Thomas Scanlin
Doug Sherrill	Marshall Jones	Tim Ragland
Duncan McGuire	Martha Jewett	Tommy Folger
Echo Mills	Mary Lou Conner	Vernon Bowdish
Ed Willis	Matt Aiken	Vic Dover
Emily Bush	Meagan Darnell	Vicki Stouffer
Emily Lewy	Michael Callaha	Virginia Sturm
Freddy Welch	Mike Davis	Woodrow Parks
Gale Smith	Milly Calleder	
Gary Powers	Nick Wyatt	
Gary Sullivan	Olivia Trotter	

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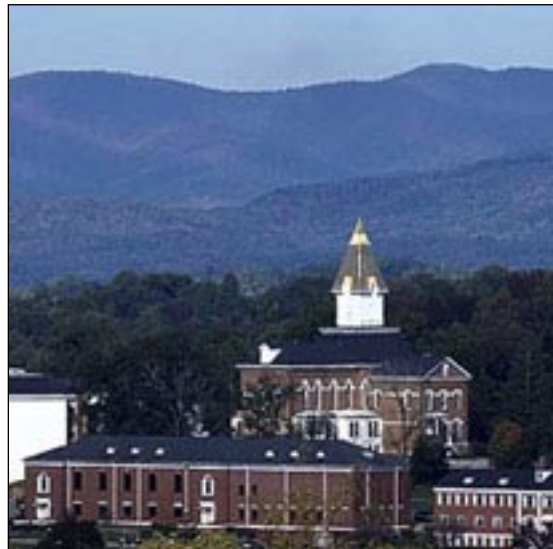
## Preface

The City of Dahlonega, nestled at the foothills of the Northeast Georgia Mountains, is a charming, historic city. Located at the north end of GA-400, Dahlonega is home to approximately 4,030 residents and is the county seat of Lumpkin County.

The name “Dahlonega” was derived from “Taloniga” or “Daloniga”, a Cherokee word for “yellow money” or gold and the city was so christened in 1883. Dahlonega catapulted into a successful town when it became the site of the first gold rush in the country. Gold mines dotted the landscape and a United States Branch Mint was built to function between 1838 and 1861. Price Memorial Hall now stands in its location as part of the North Georgia College and State University which was founded in 1873.

Now, Dahlonega is golden in more ways than one. Along with the mint and gold mines, the historic courthouse museum is a popular day-trip destination for families who want to experience the feeling of a “49er” without traveling to California. Culinary adventures broaden the appeal, from the down-home atmosphere of the Smith House to the growing sophistication of the surrounding Wine Country. The city’s Public Square, with multistory businesses and services organized around a landmark historic structure, is the envy of those who aspire to have quaint and active town centers. Occupied shops, restaurants and offices attract a myriad of patrons walking about the square on brick sidewalks accented by antique lighting. Any way you look at it, downtown Dahlonega is a mountain gem and the gold standard in regional attractions.

While Dahlonega’s Public Square thrives as a tourist destination and has tremendous appeal, the desired sustainability and future vitality of Downtown Dahlonega hinges on maintaining proper balances. How can a City manage and accommodate new growth yet preserve and retain the history and character that makes it distinctive? How can local needs and business opportunities co-mingle and thrive among tourist destinations and resources? How can the needs to tourists, students and local residents be met to create a viable year-round activity center? This plan addresses these questions in a visionary approach where it acknowledges that the surrounding environment and setting of the City plays an important role in molding and forming the future of the city. This document provides a summary of the existing physical and economic conditions within the city, the plan concepts and recommendations and an implementation plan that highlights the most important initiatives to implement in the plan.



# PART 1 - ISSUES & OPPORTUNITIES

Part 1 presents a summary of a comprehensive survey of downtown Dahlonega's physical, social, and economic context as the basis upon which the planning recommendations discussed in subsequent chapters rest. The team relied on multiple field surveys to compile the physical conditions analysis, and over 20 stakeholder interviews to tease out pressing issues and community concerns. Combined with demographic and market research, the Issues and Opportunities information helped to establish the planning climate and growth potential that the master plan addresses, as well as providing a logical point for kicking off the public involvement process. Each of the three categories – the physical environment, the stakeholder outreach, and the market assessment - is covered in the following pages with additional information in the Plan Appendix.

## 1.1 - Existing Physical Conditions

The drawings on pages 1.2 to 1.12 are diagrams of the elements and conditions of various aspects of the city's built environment including land use and zoning, building quality, public space, street network, natural features, landmarks, aesthetic elements, and other characteristics. The drawings also reflect the current real estate and development activity in the city, and properties that may face future development pressure if market demand for housing and retail continues to escalate. The culmination of analytical diagrams is the Development Opportunities Map, which proposes several areas that are candidates for increased planning focus and community dialogue regarding their future form.

*Figure 1.1: The Public Square*

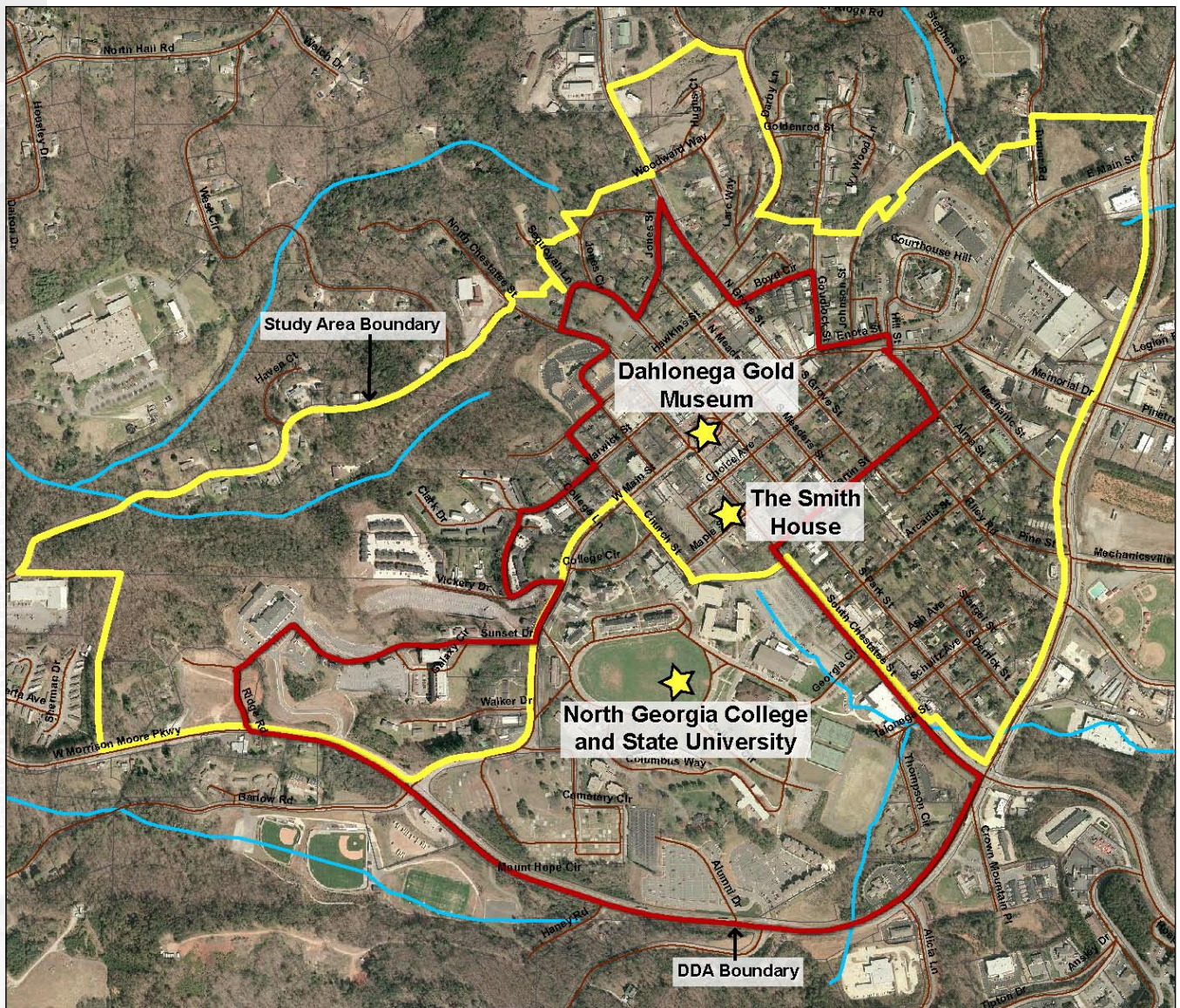




## downtown context

The master plan study area revolves around the Public Square and the small blocks surrounding it that constitute Dahlonega's historic plat. The study area boundary is roughly double that of the jurisdictional limits of the Downtown Development Authority, and extends east to include areas of existing housing and retail businesses, and west to cover larger tracts of vacant land. The majority of the North Georgia College campus is carved out of the study area, although the campus west of West Main Street is included. Morrison Moore Parkway defines the study area on the south and east; while to the north the boundary is an irregular tracing of parcel lines attached to land fronting East Main, North Grove, and several of the smaller radiating streets. Happy Hollow Road forms the study area boundary to the west. The study area covers approximately 300 acres of land and represents most of the urbanized area of Dahlonega.

Figure 1.2: Downtown Context

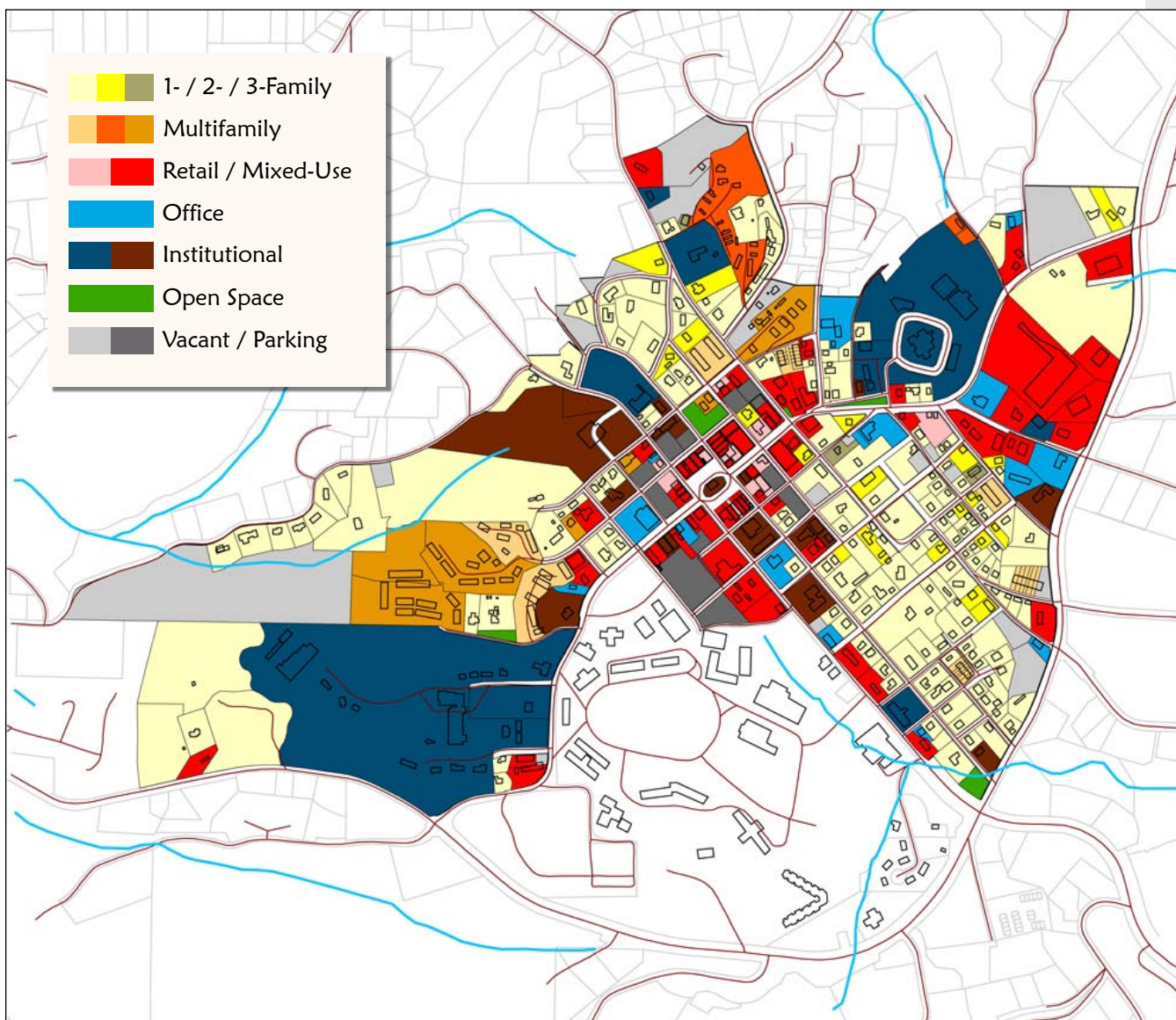




## existing land use

The study area consists of 379 parcels covering about 300 acres, and is characterized by a diversity of uses within close proximity of each other. Residential uses, dominated by single family units, make up 47% (140 acres) of the area indicating the prominent presence of an established community. Institutional and cultural facilities are represented by 25% (78 acres) of the area and includes some of the North Georgia College and State University (NGCSU) campus and the county administrative offices. Commercial uses anchor the historic core and are also located along the major roads covering 12% (35 acres) of the area. Offices located near the square and along Memorial Drive constitute 3% (9 acres) of the land uses. The core is served by 2% (6 acres) of parking and by a limited amount of open space (nearly 2 acres) that is not well connected with its surroundings. Opportunities for development are available on vacant land located along the edges, covering 10% (30 acres) of the study area.

Figure 1.3: Existing Land Use

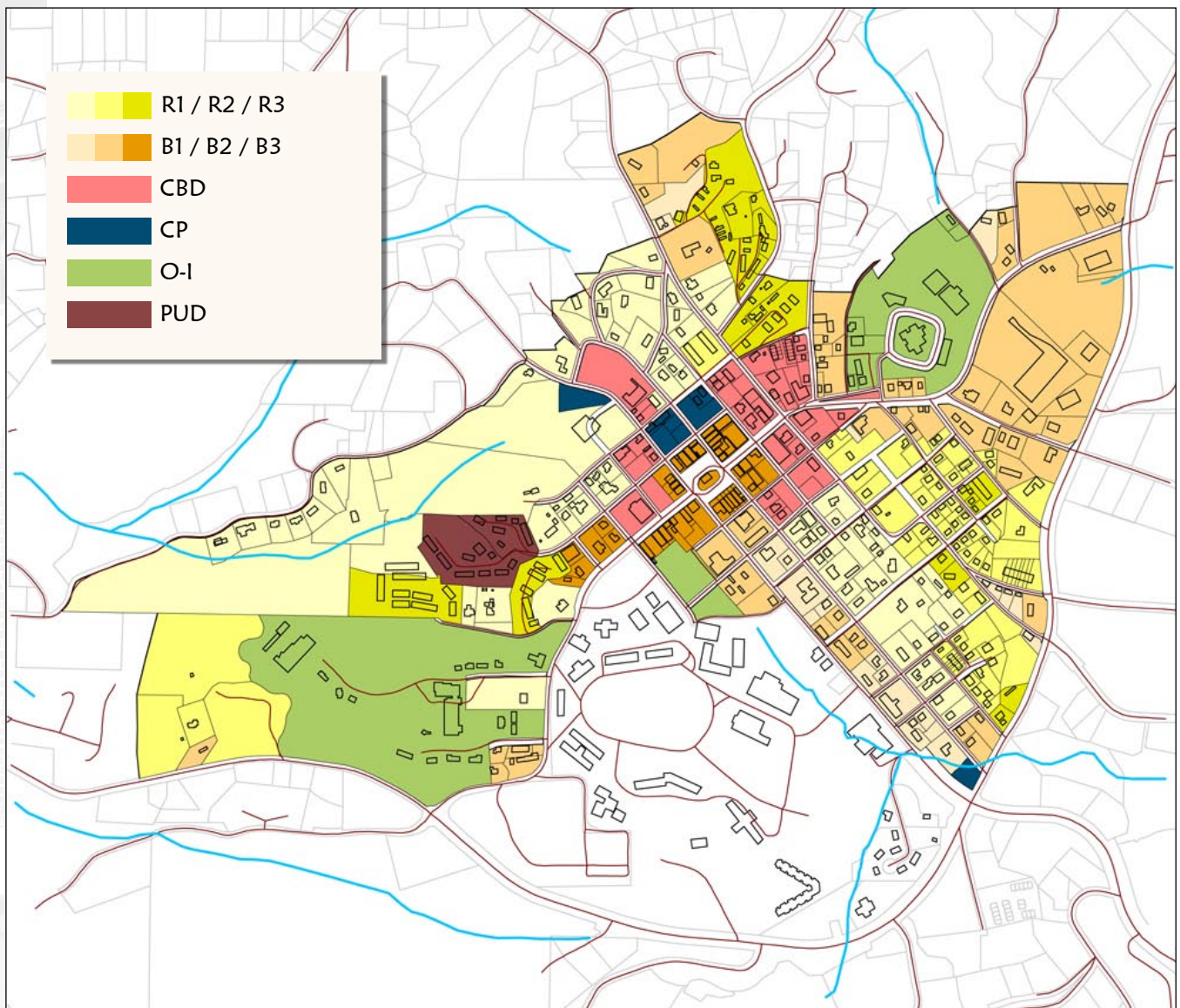




## existing zoning

The area has been zoned into categories that ripple out from the historic core. This core, zoned as the Historical Business District (B3) is surrounded by the Central Business District (CBD). Together they meet the retail, business, office and cultural needs of the residents while also preserving the cultural heritage of the community. The business districts and the CBD account for 30% of the uses. Neighborhood Businesses (B1) are located along S. Chestatee Street to serve the neighborhoods and Highway Businesses (B2) that serve the entire community are located close to heavy traffic volumes, primarily along Morrison Moore Parkway. About half the area (49%) is zoned as residential which flanks either side of the core. These are distinguished based on housing types and densities into single family (R1), town homes and duplexes (R2) and multi-family (R3). City Property (CP) covers parks and a church and Office-Institution (O-I) reflects the college and county uses. The single Planned Unit Development District (PUD) serves as a transition between the residences and the core.

Figure 1.4: Existing Zoning

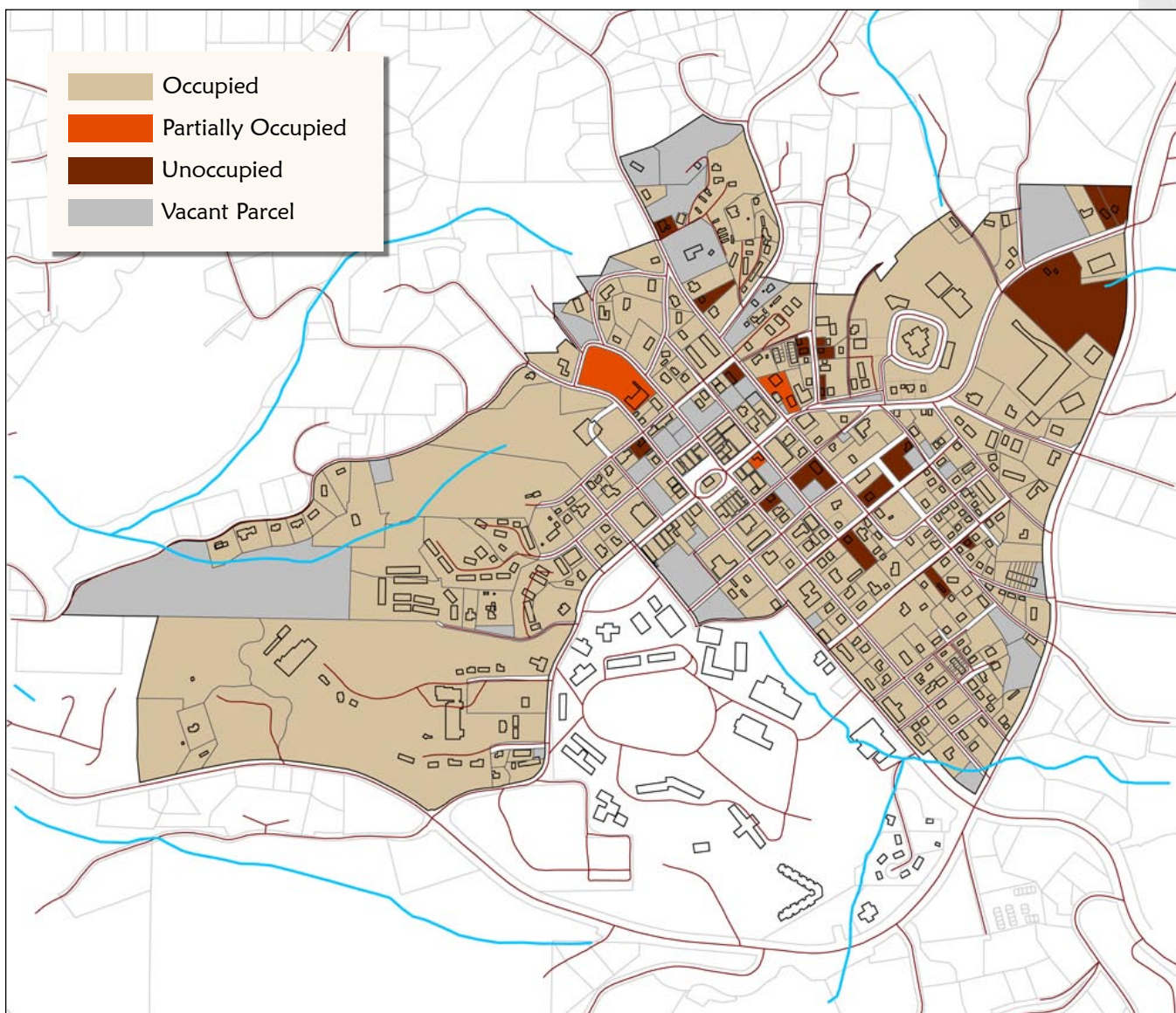




## building occupancy

An assessment of building occupancy sheds light on whether the area is being used to its full potential or not. It also allows development opportunities to be identified. 80% of the structures within the study area are visibly occupied. This indicates that potential new development would have the necessary foundations to grow upon. 1% of the structures appear to be partially occupied. These properties are potential redevelopment opportunities and are located within the central business district. 5% of the structures appear to be unoccupied. Most of these are located within the Mechanicsville neighborhood and some along Morrison Moore Parkway. A large percentage of these properties are historic structures that people have found difficult to maintain and hence could serve as opportunities for rehabilitation. 14% of the parcels are vacant. These not only include undeveloped parcels but also parks and parking lots. These are located along the study area periphery and immediately around the historic core.

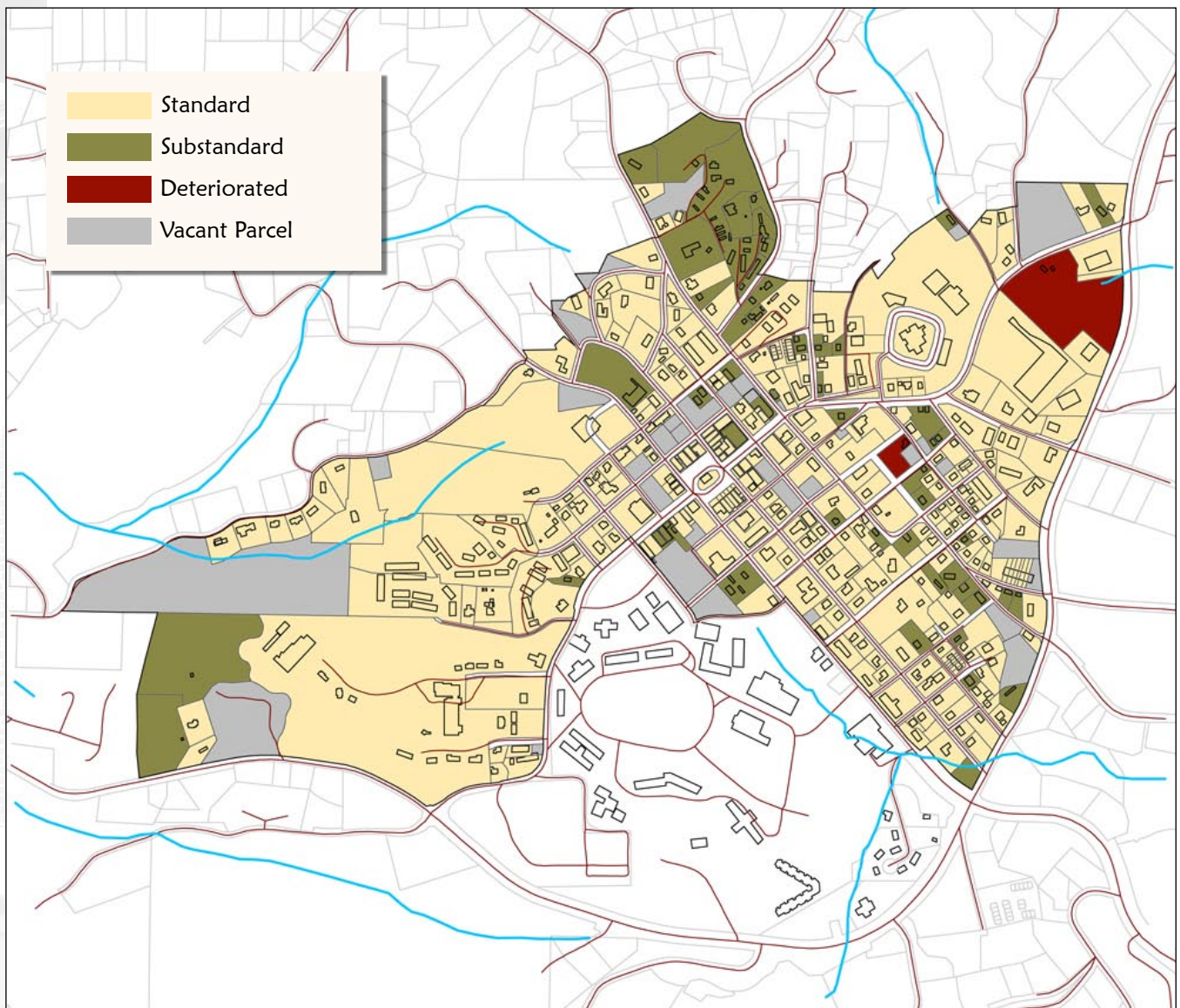
*Figure 1.5: Building Occupancy*





Assessing conditions of properties within the area helps to further understand the quality of building stock currently available to play a role in the future vision of the City. On the whole the study area consists of properties that are in standard condition. These properties cover 71% of the area and have structures that are sound in construction, undergo regular maintenance and would most likely require only minimal repairs. 13% of the properties are considered to be in substandard condition. These properties have been neglected for a period of time and are now in need of some level of repair. They primarily consist of residential structures located in the Mechanicsville neighborhood. Some commercial structures around East Main and Morrison Moore Parkway are also considered as substandard. 3% of the properties are considered to be deteriorated. Negligence towards these structures has left them in disrepair and made them uninhabitable. They would have to be demolished, hence providing opportunities for new construction.

Figure 1.6: Building Condition

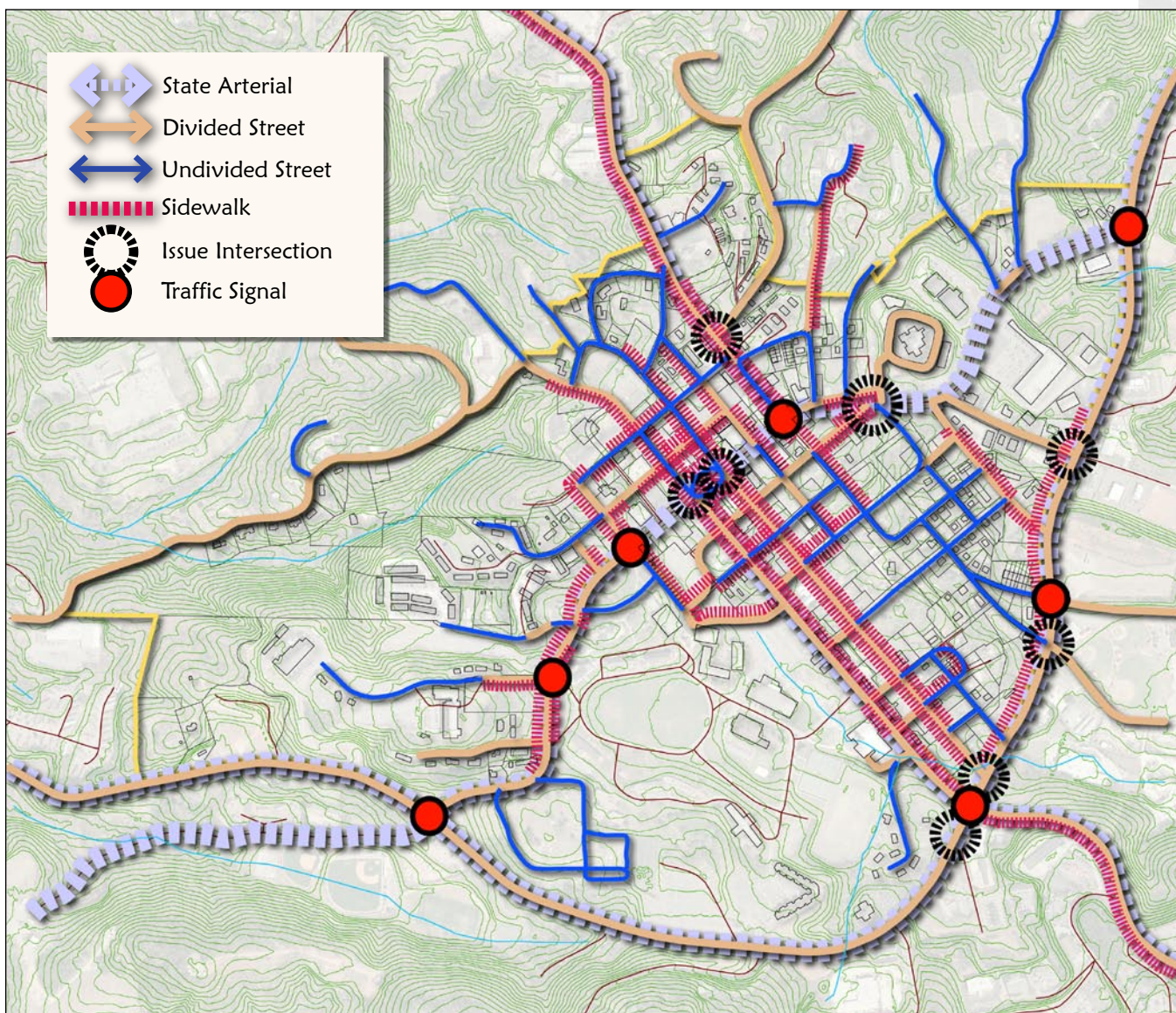




## *circulation framework*

Dahlonega is fortunate to have a well-connected grid of streets with small, walkable (200' x 200') blocks forming the central core. The small block subdivision pattern somewhat extends out into the residential neighborhoods to the southeast; but the greater street network consists mainly of major roads radiating from the core with smaller dead-end roads extending further into flanking hilly terrain. State arterial highways penetrate the study area only along North Grove Street and Main Street East and West. While major streets and roads are two-way divided two-lane sections, most of the remaining network is unmarked, giving the study area its pronounced and distinctive small scale and rural character. Sidewalks are concentrated along the major roads, but limited elsewhere. Traffic signals punctuate Main and Morrison Moore Parkway; but several unsignalized intersections are potential conflict sites, and the Public Square is often congested.

*Figure 1.7: Circulation Framework*

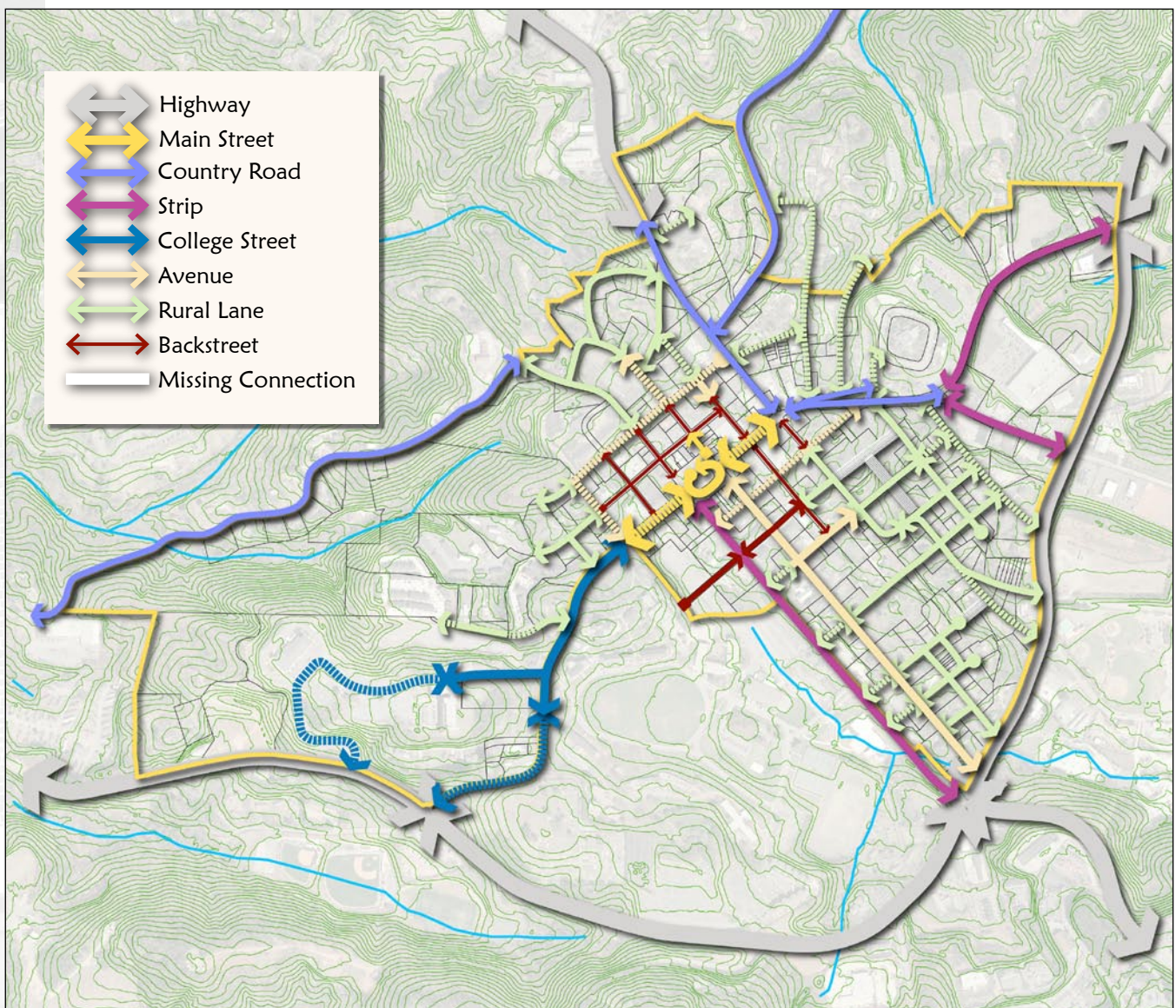




## street character

Several different street typologies contribute to the unique sense of place characterizing the study area. The most important section of the core is Main Street East, West, and the Public Square, which together form the principal ceremonial axis of the city. Conversely, the radiating streets just outside the core have a variety of environments which relate to adjoining development. Main Street West functions as a college artery; Main Street East resembles a rural highway before transitioning to a commercial strip at Memorial Street, which is also a strip. Secondary streets fall into two categories: rural lanes with graveled shoulders, swales, and heavy vegetation; and core backstreets which are narrow and often contain service areas for Public Square businesses. The backstreets are also largely one-way in the northwest half of the core, though one-way streets appear infrequently in other locations. Park Street rivals Main in importance as the only well-defined historic residential avenue in the city.

Figure 1.8: Street Character

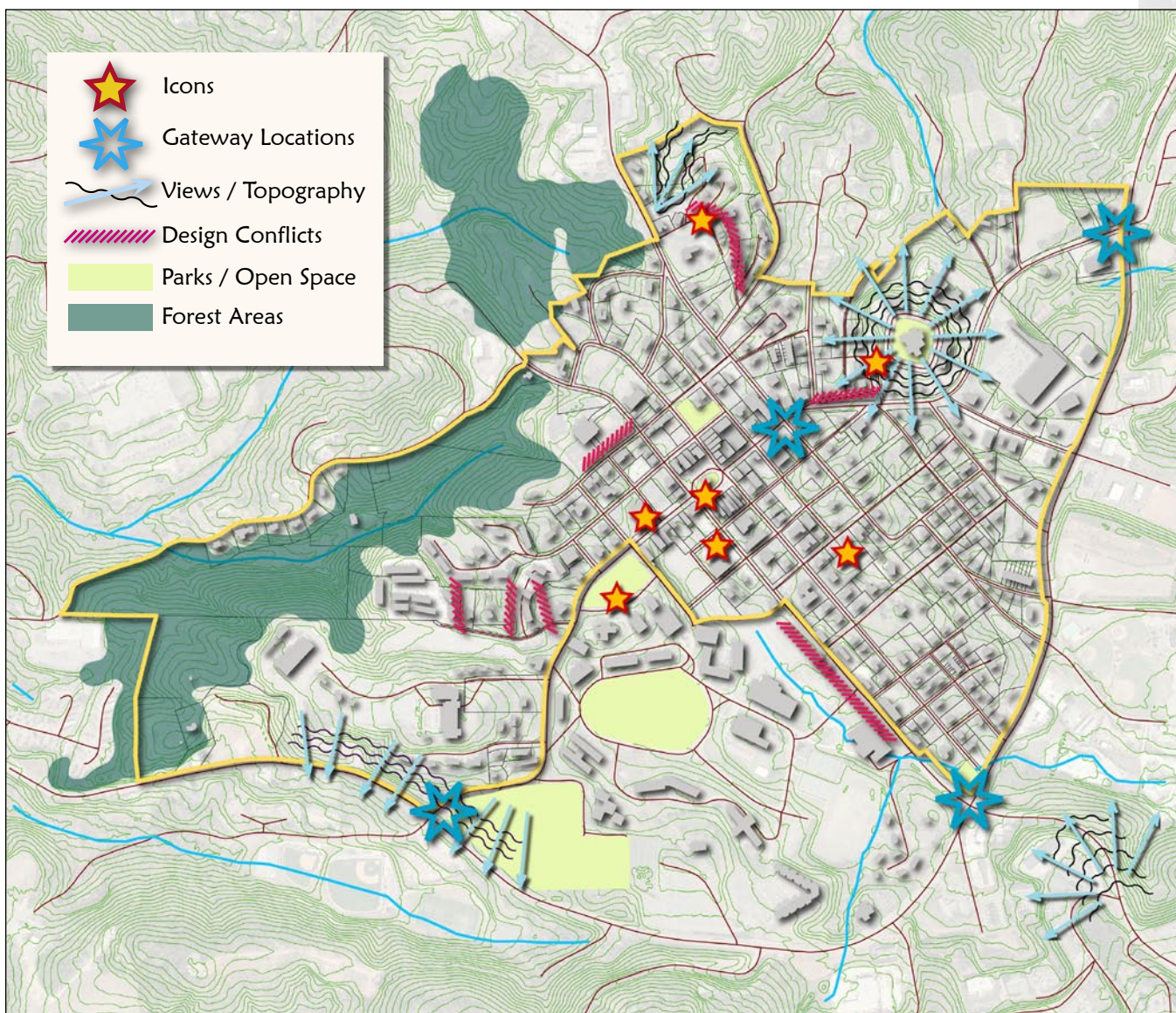




## urban design framework

Much of Dahlonega's appeal comes from its Piedmont landscape and historic buildings and spaces. Icons of the city – the Gold Museum, the Old Jail, Price Hall, and structures like the Smith, McGuire, Head, and Vickery houses – cluster on and around the hilltop that contains the Public Square. High ground also provides views into and from the city, especially around the current courthouse, along Memorial Drive, near the Hillcrest/McKinney property, and from Highway 19. The west side of the study area is dominated by steeply sloping, undeveloped forest land; and heavy tree cover shades much of the Mechanicsville and Park Street neighborhoods. On the other hand, the few formalized open spaces in the study area are on or near Main Street. Despite the superb and pristine physical context there are places where design conflicts do exist. The parking lots along South Chestatee, the student housing on Vickery Drive, and the mobile homes behind the Hillcrest/McKinney property compromise their historic surroundings.

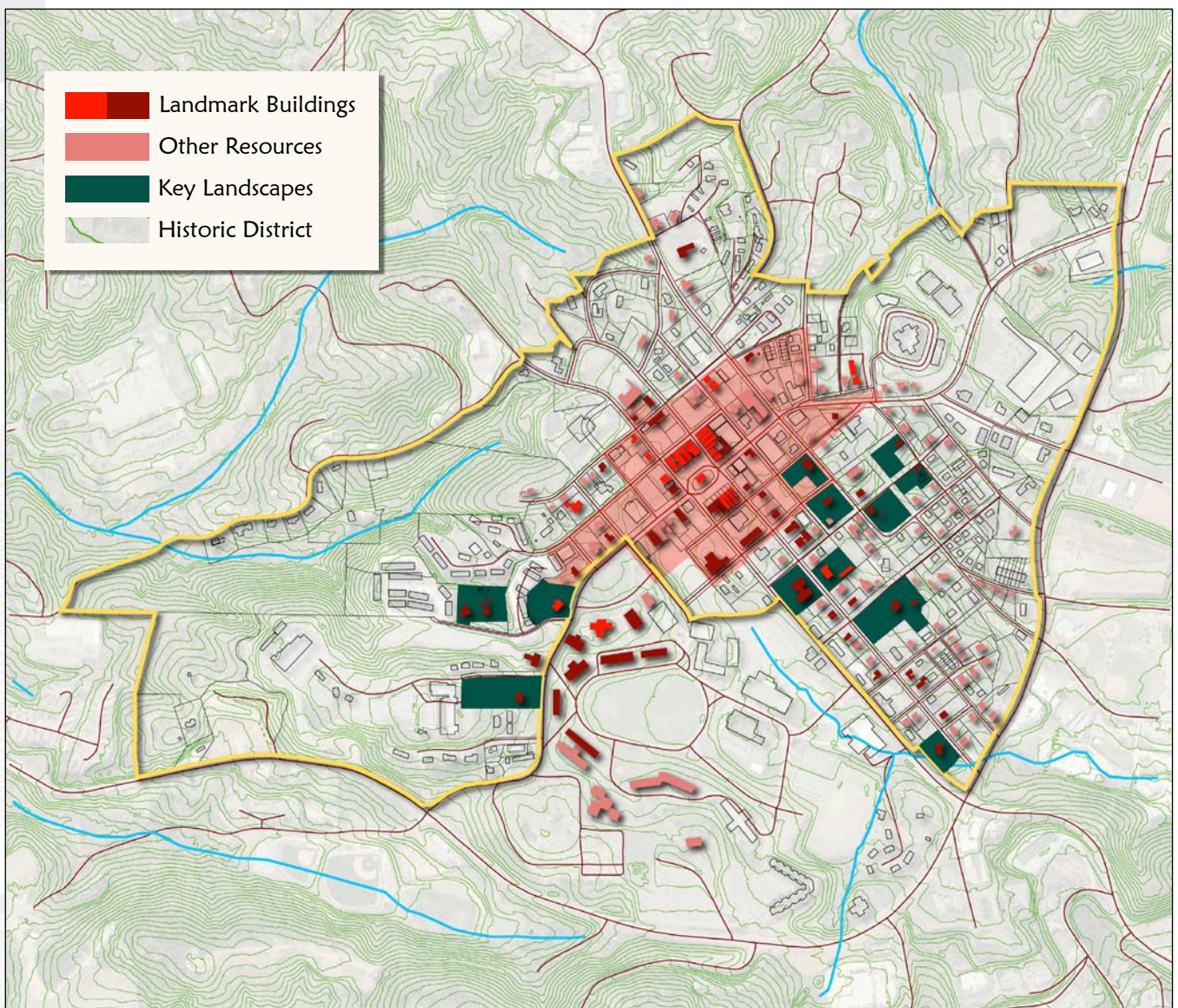
Figure 1.9: Urban Design Framework





Dahlongega's commitment to historic preservation is evident throughout the core and elsewhere in the study area. The downtown historic district covers twenty-two blocks and 75% of the core, and contains at least 24 buildings on the National Register. Other National Register buildings lie within a few blocks of the district. There are also many other landmark buildings present that are not on the National Register but are of equal quality and stature, like the Community House, the Worley Homestead, several college facilities, and many houses along Park Street. Beyond this notable inventory, many other newer or simpler structures fall within the time period and physical criteria for National Register eligibility. In addition to buildings there are historic landscapes that are extremely valuable to the city's identity such as the College Lawn and Drill Field, or large residential lots that are either relatively urban like Seven Oaks, or uniquely rural like those on South Grove Street.

Figure 1.10: Historic Resources

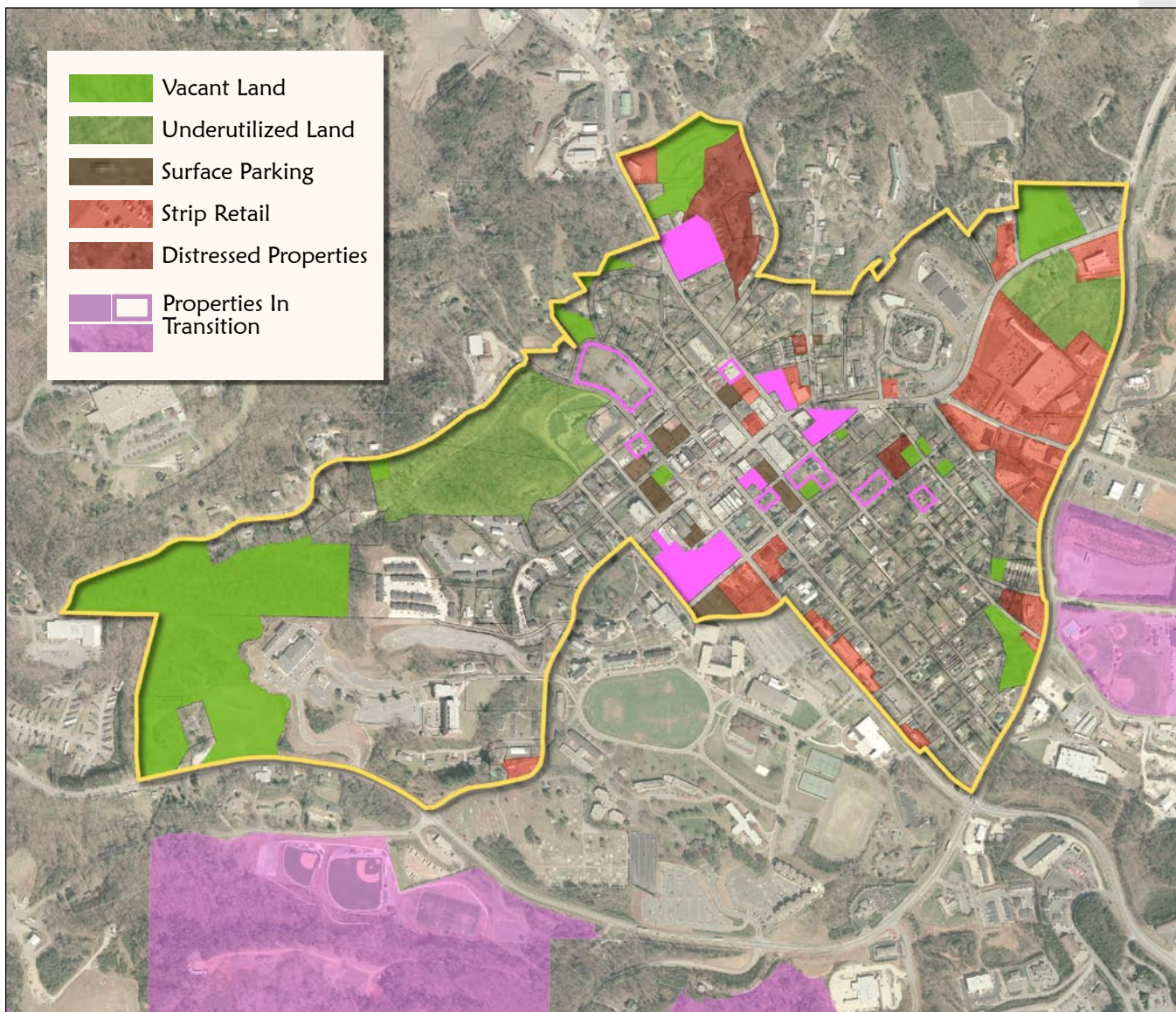




## *susceptibility to change*

Many properties in the study area are likely to change in the future, or are in the process of changing now. Foremost among them are vacant or grossly underutilized properties, concentrated in large parcels on the north and west sides of town. Other vacant parcels are scattered throughout more developed areas but tend to be small; as are the downtown parking lots or distressed properties that could redevelop over time. Some strip retail centers like Greenbriar Plaza are approaching obsolescence and will need investment to stay viable; other stand-alone uses are in locations where change is surrounding them. In general, strip commercial is increasingly at odds with the maturing development character of the study area except in limited locations along the bypass. Finally, properties currently in transition include development programs like the Smith House expansion, the new city hall, and university-related projects outside the study area, or properties offered on the real estate market (pink outline).

*Figure 1.11: Susceptibility To Change*

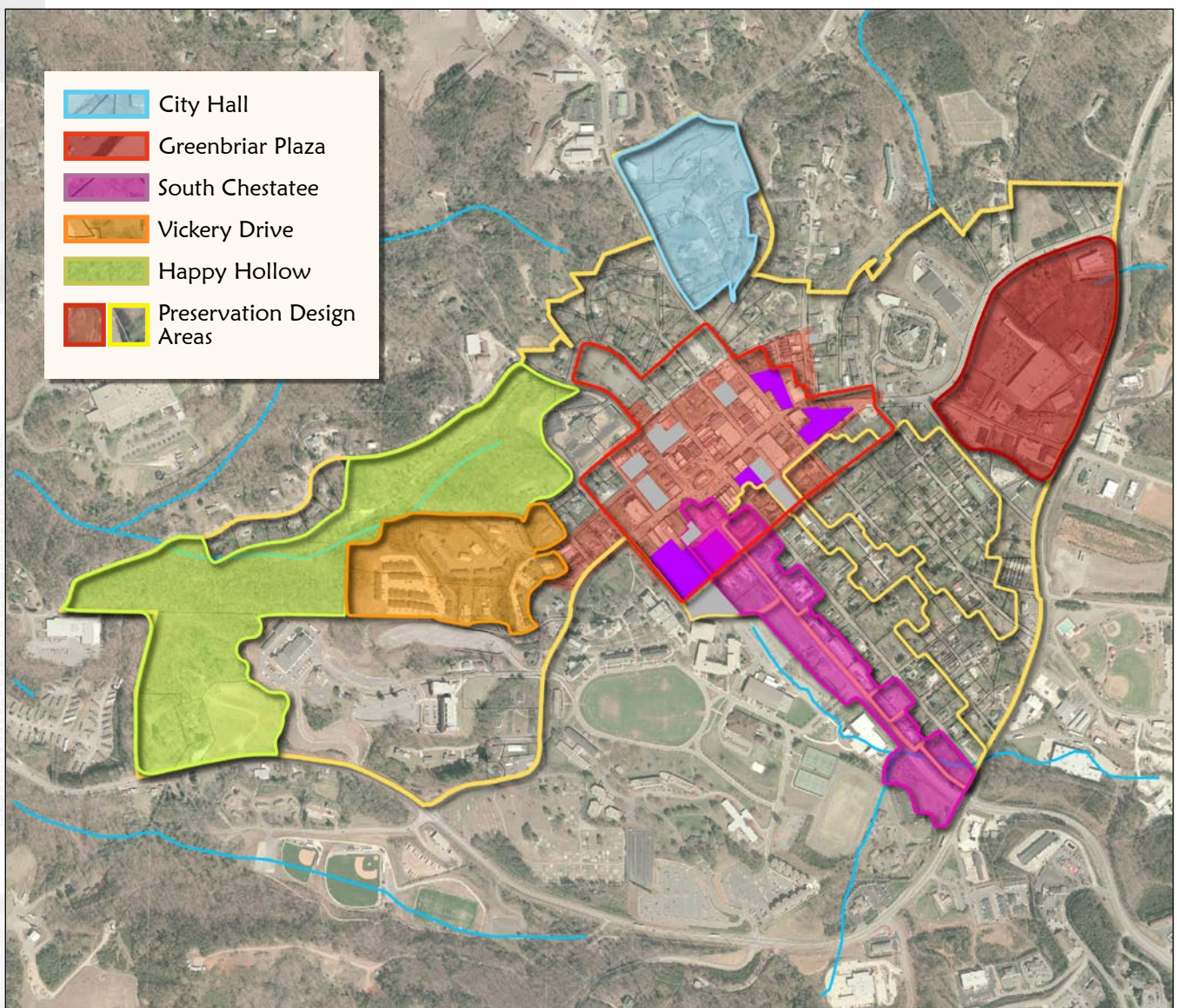




## *development opportunities*

Concentrations of large properties likely to change (visible in Figure 1.11) can be formalized into a number of new development or redevelopment opportunities that could support new construction and historic renovation. Most significant are the vacant and underutilized parcels designated as the Happy Hollow area on the west side of downtown; and the strip commercial parcels around Greenbriar Plaza and Memorial Drive (Figure 1.11). Additional redevelopment opportunity areas include the South Chestatee Street corridor; the Hillcrest/McKinney property and the surrounding parcels; and the outdated student apartments and surroundings along and near Vickery Drive. Plentiful infill and renovation opportunities exist in the historic core and neighborhoods as well, which have been indicated in the diagram as “Preservation Design Areas”. Potential development and refined boundaries of these opportunity areas are discussed further in Parts 2 and 3 of the document.

*Figure 1.12: Development Opportunities*





## 1.2 - Stakeholder Issues


The design of a city's masterplan results from a finely orchestrated balance between the physical environment and the needs of its inhabitants. While an assessment of the area's existing conditions throws light on land use, building stock, community facilities, traffic and transportation, a conversation with the community helps in building an understanding of the intrinsic patterns that exist between various entities, identifying any underlying issues and thus aids in the formulation of a strong vision for the future of the area.

Stakeholders are identified as those community members who play an active role in the welfare of the area that they live and work in. They hold a rooted interest in the future of their community and are willing to spend time towards improvements that can benefit the area as a whole. They aim to make their community function like a well oiled machine that meets everyone's varied needs.

While the general public was provided with ample opportunities to participate in the planning process through meetings and workshops, certain citizens were selected for individual dialogues with the planning staff. 18 stakeholders were given an opportunity to meet the consultants over a period of 3 days (October 2nd, 4th and 23rd, 2007) to voice their likes and dislikes about the study area and to share their ideas about improvements that could enhance the quality of life in the City. These stakeholders represent the various entities that come together to make Dahlonaga. The different groups represented were residents, business owners, historic and non-historic property owners, caretakers and owners of important cultural landmarks and community facilities, members of the college as well as representatives of Lumpkin County. Conversations lasting between 45 minutes to 1.5 hours with each

*Figure 1.13: Public Workshop*





stakeholder brought to attention aspects of the city that worked well and many others that needed help and improvement. The stakeholders voiced their thoughts about policies, laws, process, activities, traffic, that currently exists in the City as well as deficiencies in the system that needs to be changed. Based on the minutes noted during each meeting, a matrix was generated (Figure 1.14: Stakeholders Issues Matrix) where the issues were divided into the following 7 categories: Land Use and Development, Economic Development, Housing, Historic and Natural Resources, Traffic and Transportation, Community Facilities and Urban Design. The categories are the foundation on which a successful masterplan is built and addressing the components within each section help create a balanced and workable plan toward the community's vision.

While the community members treasure their historic heritage and want future plans to help preserve and protect it, they are also aware of the need to adapt to the demands of a growing population and the importance of providing a mix of uses towards the core. The City needs to link itself with its surroundings like the vineyards, trails, mines and mountains. It needs to present itself as a small, charming city that is rooted in its history but providing amenities to a modern and developing world.

Land use and development should be oriented toward pedestrians and alternate transit routes should be encouraged. Bringing different uses together would allow people to live and work in close proximity to establishments that can meet their daily food, recreational and cultural needs.

While a few community facilities like the Holly Theatre and the Cannery exist, the stakeholders feel there is a need to increase these. There is an acute lack of open spaces that can serve as locations for various events and gatherings. It is also strongly felt that these facilities should be well connected by sidewalks and trails to surrounding areas, thus making them an intrinsic part of the City and its activities.

Housing Opportunities need to be diversified, providing a cross-section of society an opportunity to reside in and around the downtown core. Housing types should meet the needs of students, faculty, as well as young and old families. Housing too should be well connected to all other land uses thereby encouraging people to decrease automobile trips.

Stakeholders are aware that to be able to address the above issues, there is a need to also establish a strong economic base, one that can support the desired changes as well as manage growth in the area. This economic base needs to diversify and address tourism, students and retirees.

Historic resources are rich in this area and every effort should be made to preserve them. These not only include individual buildings but also include the character, either commercial or residential of an area as well as the natural landscaping and topography.

Finally another key aspect that needs a lot of attention is the traffic and transportation. Parking facilities need to cater to the tourists, local businesses as well as residents. Street improvements are required on all major streets and these need to address traffic speeds, street lighting, and sidewalk design in terms of furniture and landscaping.

Creating a design where each aspect complements the other, strengthens the masterplan and provides a direction towards accomplishing the overall vision.

Land Use and Development	Economic Development	Housing	Historic and Natural Resources	Traffic and Transportation	Community Facilities	Urban Design
<ul style="list-style-type: none"> <li>- Support the Holly Theatre's plans to expand to lots on either side</li> <li>- NGCSU will grow to 6000 students and will require new facilities</li> <li>- The 300-acre Radar Ridge development will provide student housing and potentially single-family</li> <li>- Follow up on shared events space at NGCSU</li> <li>- Hancock Park should be expanded</li> <li>- Expand green space and play areas downtown</li> <li>- The university is open about their space being used for events</li> <li>- Upper floors in some commercial buildings are now being used as residential</li> <li>- Provide mixed-use buildings with parking decks</li> </ul>	<p>Downtown needs:</p> <ul style="list-style-type: none"> <li>- "Old-style" grocery store with a pharmacy</li> <li>- More restaurants (fine dining)</li> <li>- Art galleries / other art-related facilities</li> <li>- Live music venue</li> <li>- Coffee shop</li> <li>- Bakery</li> <li>- Sports store focusing on adventure and outdoors</li> <li>- Photography store</li> <li>- Bird watching and other specialized retailers</li> <li>- Shoe store</li> <li>- High-quality furniture store</li> <li>- Specialty food shop</li> <li>- Hotel</li> <li>- Conference center</li> <li>- "True" general store</li> <li>- Toy store</li> </ul> <p>There is a need to attract more businesses that are suitable for the city</p> <p>The city should cater to the three markets:</p> <ul style="list-style-type: none"> <li>- Tourism – the most important to the city's economy</li> <li>- Retirees</li> <li>- University faculty, administration</li> <li>- staff and students</li> <li>- increase in numbers and shift to a residential student population versus commuters</li> </ul>	<ul style="list-style-type: none"> <li>- There are no condos in the city - should be more</li> <li>- There is a lack of amenities that need to cater to a rental population</li> <li>- Housing and amenities should meet the needs of students, faculty, and medical community</li> <li>- Residential properties need improvements</li> <li>- Park Street is an important residential street</li> <li>- A large apartment complex is undesirable even given the need for rental</li> <li>- There would be a demand for multifamily housing, but design standards need to apply</li> <li>- Faculty and students would like to reside close to campus</li> <li>- Infill residential should be added within downtown</li> <li>- There should be residential development on the college-owned property along Mechanics Road</li> </ul>	<ul style="list-style-type: none"> <li>- Historic buildings should be preserved</li> <li>- Landscaping should be native foliage like mountain laurel</li> <li>- A trail is needed through downtown and to the ball fields or the lakes</li> <li>- Need for a dedicated residential historic district</li> <li>- Trees are cut arbitrarily</li> <li>- Historic buildings should not be duplicated</li> <li>- The city allows historic structures to be moved</li> <li>- Preserve the topography</li> <li>- The Park Place Motel is not compatible with the rest of the historic district</li> <li>- There is a need to identify "run down" buildings for renovation</li> <li>- Provide incentives for application of a historic district</li> </ul>	<ul style="list-style-type: none"> <li>- Find / make places for school buses to park</li> <li>- Increase the number of handicapped parking spots</li> <li>- Increase parking in general</li> <li>- Route traffic away from the square</li> <li>- Parking should be made easier to locate</li> <li>- Improvements are needed along South Chestatee Street</li> <li>- Slow down traffic at the East Main light to make it easier for pedestrians to cross</li> <li>- Provide parking decks</li> <li>- Provide centralized parking and shuttles to the square</li> <li>- Motorcycle parking needs to be provided away from the square</li> <li>- Non-customer parking in front of stores should be limited</li> </ul>	<ul style="list-style-type: none"> <li>- There is a need for a city park with a gazebo / pavilion</li> <li>- Hancock Park needs a pavilion</li> <li>- Move the location of the skating rink out of Hancock Park</li> <li>- 24-hour security and police presence is required downtown</li> <li>- There is a lack of events facilities</li> <li>- All green / open spaces need some activities</li> <li>- Provide amenities for teenagers, like skate parks</li> </ul>	<ul style="list-style-type: none"> <li>- Insufficient crosswalks</li> <li>- Tie residential areas to downtown with sidewalks</li> <li>- Existing sidewalks should be spruced up</li> <li>- Increase bike lanes</li> <li>- Increase street lighting and pedestrian amenities from the square out for safety</li> <li>- Stress city's charm and authenticity, especially in the Square</li> <li>- Visually link the Rec Deck with the square</li> <li>- Maintain the integrity and style of downtown</li> <li>- Define downtown by a gateway (banners on poles)</li> <li>- Develop the areas surrounding downtown to match the square (through building codes)</li> <li>- Make Dahlonega a walkable community and more handicapped-accessible</li> <li>- Development should change away from the core</li> <li>- Improve signage to indicate parking areas, available amenities and directions</li> </ul>

Figure 1.14: Issues Matrix



<ul style="list-style-type: none"> <li>- Property along East Main and South Grove is to be redeveloped</li> <li>- Annex the commercial at the GA400 intersection</li> <li>- The bypass is being lined with fast food and other commercial uses</li> <li>- The reservoir is a good development opportunity</li> <li>- Create a "walking perimeter" around the core and let development follow</li> <li>- Protect historic neighborhoods against commercial encroachment from Highway 60</li> <li>- Develop guidelines for multifamily housing including minimum open space requirements</li> <li>- Encourage mixed-use condo projects downtown</li> </ul>	<ul style="list-style-type: none"> <li>- The Greenbriar Shopping Center should attract better tenants</li> <li>- Make the side streets off the square attractive to merchants</li> <li>- Increase activities to attract the college population</li> <li>- Advertise and market the city, the history and the amenities to attract people</li> <li>- Add mid-sized business space (2,000-3,000 sq.ft.)</li> <li>- Improve downtown options for local residents</li> <li>- Stores should stay open late</li> <li>- Stores should sell locally-made products</li> <li>- The city website needs to be revamped</li> </ul> <p>Advertise / organize activities such as:</p> <ul style="list-style-type: none"> <li>- Concerts, parades, gold mining, wine country, horseback riding, canoeing, bed and breakfasts, farmer's market, local produce, spas, scenic views, history, mint, college town etc.</li> <li>- Locate large outlet stores in older buildings</li> </ul>	<ul style="list-style-type: none"> <li>- New residential construction should consist of historical architecture and landscaping with modern interiors</li> <li>- R-1 zoning is not being enforced along South Park Street</li> <li>- Create trails with complimentary residential development</li> <li>- Opportunities for faculty housing has decreased</li> <li>- concentrate on improving</li> <li>- Housing is more expensive within the city - provide more affordability</li> <li>- Well-run apartments will not pose a problem to growth</li> </ul>	<ul style="list-style-type: none"> <li>- Noise pollution from traffic near the square will make living there undesirable</li> <li>- Trucks should not be allowed into the square unless making deliveries</li> <li>- Pass-through traffic creates congestion</li> <li>- control</li> </ul>	<ul style="list-style-type: none"> <li>- East Main Street should look like West Main Street</li> <li>- Streetscape all relevant streets</li> <li>- Front porches contribute to the character of Dahlgren - promote</li> <li>- The city should not develop commercially like Helen and Gatlinburg</li> <li>- Improve the connection to the old jail</li> <li>- Improve downtown visibility</li> <li>- Link to vineyards</li> <li>- Reduce asphalt on the south side of the square</li> <li>- Need for more seating</li> <li>- New buildings should look historic</li> <li>- Pedestrian-only core</li> <li>- Better connectivity to NCCSU</li> <li>- Correct inequity in the enforcement of ordinances</li> <li>- Don't compromise individuality for tourists</li> <li>- Manage signage and display, equitably</li> <li>- Utility wires should run underground</li> <li>- Remove dumpsters from along the back of the square</li> <li>- Mix the modern look with the old</li> </ul>
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## 1.3 - Demographic / Market Overview

The following conclusions are made based on the evaluation of resident, household and housing, business and tourism characteristics.

### *KEY DEMOGRAPHIC TRENDS*

The population living in Downtown Dahlonega is small and is projected to have relatively modest growth. Downtown Dahlonega has 871 residents, representing 21.6% of Dahlonega's population of 4,030 and 3.5% of Lumpkin County's population of 25,133. From 2007-2012, Downtown is projected to grow 5.2%, slower than the City or County, at 6.7% and 11.1%, respectively. Residents of Downtown Dahlonega are younger, more diverse and less well educated than Lumpkin County as a whole. Downtown residents have a median age of 32.7, slightly younger than Lumpkin County at 33.1 years. Over 16% of Downtown residents identify themselves as non-white, compared to 12.0% in Dahlonega and 6.6% in the County. Over 30% of Downtown residents have not earned their high school diploma or equivalent.

Households in Downtown Dahlonega are smaller and have lower incomes than those in the City or County. The average household in Downtown Dahlonega has 2.21 persons, compared to 2.3 persons in Dahlonega and 2.58 persons in Lumpkin County. The median household income in Downtown is \$26,190, or 85.2% of Dahlonega's median income of \$45,010 and 58.2% of Lumpkin County's median income of \$59,261. Dahlonega has a mix of housing types which are predominately renter-occupied. Approximately half of all housing units in Downtown are single family units with an additional 37% of housing units in multifamily buildings with mobile homes making up the balance. Renters occupy 62.2% of housing units,

*Figure 1.15: Student Housing*





a higher proportion than in the surrounding areas. The median owner-occupied housing value in Downtown is \$216,667, or 87.3% of housing values in Dahlonega.

#### *KEY BUSINESS, RETAIL AND TOURISM TRENDS*

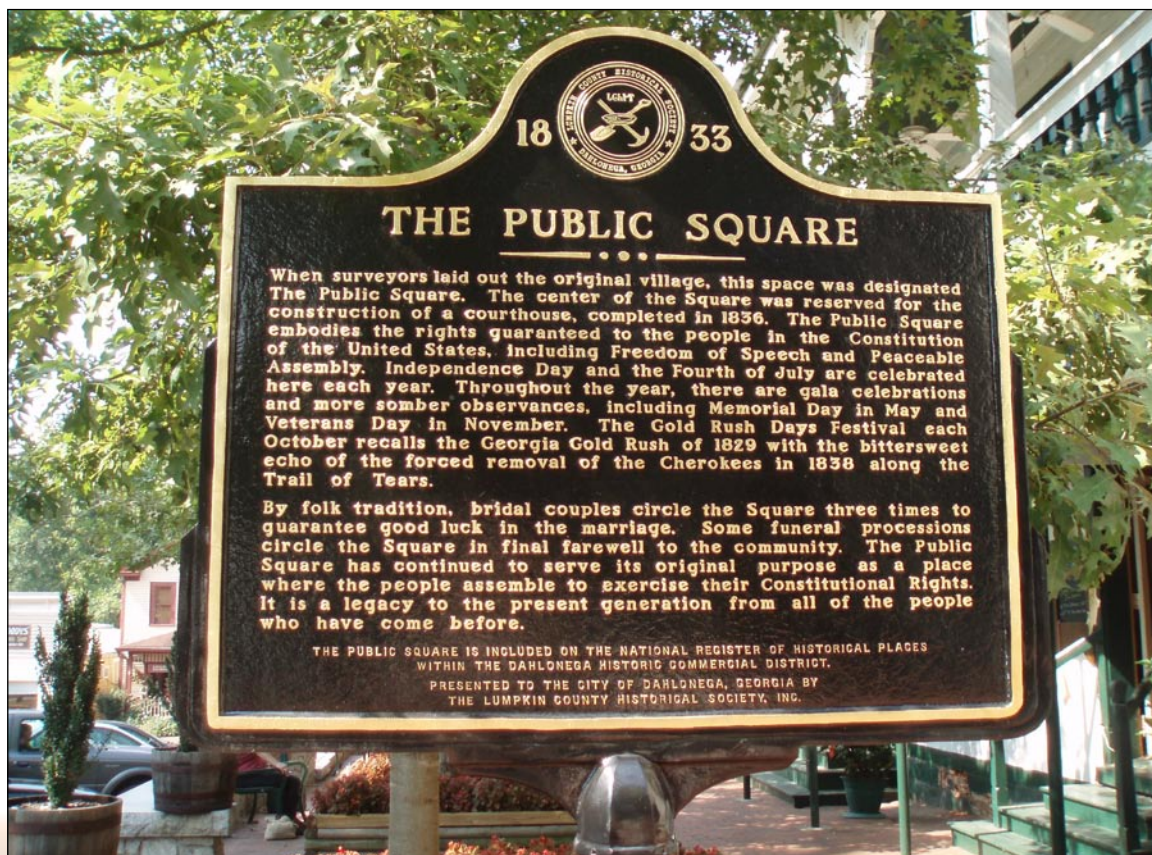
Downtown Dahlonega is a significant employment center. Downtown Dahlonega contains 358 business establishments employing 3,483 people. In Downtown, 64.4% of workers are employed in the retail and services sector. In terms of jobs/housing balance, there are 9.6 jobs for every household indicating downtown is a commercial center.

Downtown Dahlonega has significant retail sales-primarily sales to visitors from outside of the Study Area. The estimated total retail sales volume occurring in Downtown is \$62.0 million, compared to a total potential retail demand of downtown residents of \$11.3 million. Thus, the area has an overall retail capture rate of 548.6 % -- with \$50.7 million of retail sales in the area occurring due to spending from persons living outside of downtown.

The student population will continue to grow providing additional demand for housing and businesses in Downtown Dahlonega. The University anticipates growing by an additional 1,100 students over the next five to ten years, providing an additional \$10.9 million in spending, for an estimated \$59.6 million annually in student spending, much of which could be captured in downtown.

Tourism, one of the most important segments of Dahlonega's economy, can grow in both number of visitors and spending. Lumpkin County accounts for only 1.7% of visitor spending in the North Georgia Mountains. Increasing the number of visitors to Dahlonega, encouraging overnight visitors and promoting hotel and inn lodging options can help Dahlonega increase visitor spending.

*Figure 1.16: Historic Market*





## KEY REAL ESTATE TRENDS

There have not been significant new single family sales in the Downtown Study Area. There were 70 new single family sales in the City of Dahlonega from 2002 to 2006, or 9.9% of Lumpkin County's 710 sales over the same time period. The average sales price for a single family home in the City of Dahlonega increased from \$235,224 in 2002 to \$342,875 in 2006, an increase of 45.8%. While there were few new sales in the downtown area, there was significant growth in Dahlonega with 9.9% of Lumpkin County's sales and prices 152.1% higher than in the County. The County is experiencing significant growth in new home sales.

While there are few townhome sales in the Study Area or the City as a whole, prices for townhomes have increased significantly. From 2002 to 2006, there were three new townhome sales in Downtown Dahlonega and 33 new townhome sales in the City of Dahlonega. (All of Lumpkin County townhome sales were in the City of Dahlonega.) The average sales price for a townhome in the City of Dahlonega and Lumpkin County increased from \$125,000 in 2002 to \$251,286 in 2006, an increase of 101.0%. The average sales price for a new townhome in Downtown from 2002 to 2006, \$164,767, was 67.0% of the average sales price in Dahlonega and Lumpkin County at \$245,918.

There are 225 renter households in the Downtown Dahlonega Study Area and 45.6% live in rental complexes. There are two apartment complexes within the Study Area, both located across West Main Street from NGCSU and catering primarily to students. Overall, rents in Downtown Dahlonega average \$523 for a one-bedroom, \$688 for a two-bedroom and \$996 for a three-bedroom unit. Overall, rents average \$648 per month, or \$0.82 per square foot in Downtown.

*Figure 1.17: Achasta Landscape*



Downtown Dahlonega is the commercial center of the City and Lumpkin County. Within the Study Area, there is approximately 443,900 square feet of commercial uses. The majority of this space, 292,000 square feet, or 65.8%, is retail space while 24.6% is Professional/Office space and 9.6% is restaurant space. Rents average \$18.00 per square foot with Retail space averaging the highest rents, \$19.20, Restaurant space averaging \$16.68 and Professional/Office space averaging \$15.12 per square foot. Approximately 27,600 square feet, or 6.2%, of commercial space in Downtown Dahlonega is vacant.

There are two types of hotels in Dahlonega, limited-service motels and bed and breakfast inns. Dahlonega's four limited service motels have a total 220 rooms, with an average size of 55 rooms per hotel. Their reported ADR (Average Daily Rate) averages \$39 and their average occupancy rate is 59%. There are three Bed and Breakfast Inns (over 5 units) in Dahlonega. The inns contain 82 units, or an average of 27 units per inn. Average ADR is \$117 and reported occupancies average 64%.

*Figure 1.18: Downtown Retail*





## PART 2 - THE DESIGN FRAMEWORK

One of the challenges of urban design is to discover the patterns that merge to create the special character, or genius, of a place. These patterns are like the elements of DNA – building blocks that are combined in ways to make no two places alike. The patterns could be architectural (a certain street grid, or a dominant building style); or cultural (a yearly festival, or an arts performance, or a daily market); or natural (a prevailing weather pattern, a distinctive topography, a prevalent tree species); or anything else which is essential to a community's understanding and depiction of itself. Once aware of these unique patterns, urban designers can use them to create design frameworks, which organize the physical environment to strengthen the patterns and make them more visible. Design frameworks are like layers that overlap to create richness of experience.

In downtown Dahlonega, patterns are visible in everything from the square blocks of the original city plat, to the simple vernacular architecture and the multistory galleries, to the shared memory of the city's gold mining past. Like the evocative presence of Woody's Store in Auraria, Dahlonega's patterns tie the city to its location and its history. These patterns are all part of a design strategy for downtown that strives to accommodate the needs of the future without recklessly altering the past.

*Figure 2.1: Woody's Store, Auraria*



Rarely are the patterns that constitute the essence of a place limited to arbitrary or artificial boundaries, but extend beyond as part of a larger context. Dahlonega in particular is a product of this phenomenon. As the “Gateway to the North Georgia Mountains”, much of Dahlonega’s delight comes from its tangible and intangible connections to the Piedmont and mountain landscape that surrounds it; and the success of the downtown master plan is partly dependent on how well these connections are recognized and reinforced. Because of this, the planning process intentionally looked beyond the boundaries of the study area to attempt to discover things further afield that had a bearing on design choices. Surprisingly, every direction yielded something different. Obvious attractions like the gold museum and wine tasting rooms are direct outposts of activities that take place beyond the study area. More subtle are the things that cannot be seen but felt, like the presence of the Appalachian Trail tracing the top of the Blue Ridge. The association with the city is instinctual; to a hiker at Neels Gap, the Walisi-Yi center becomes an outpost of Dahlonega as the trail heads north into wilderness.

The connections discussed on the following pages were revealed partly by stakeholder suggestion and partly by observation, but they all become the basis for a design approach to the master plan that attempts to reinforce the place of the city as the center of its region; and use the unique aspects that can be found beyond its boundaries to invigorate its urban life.

*Figure 2.2: Appalachian Trail at Neel’s Gap*



(photo: [www.whiteblaze.net](http://www.whiteblaze.net))



## *the city context*

Within five miles outside the Public Square in any direction, Dahlonega has a wealth of natural beauty, community amenities, and cultural tourism sites that enrich the downtown experience and hold potential for expanding downtown programs to benefit residents and visitors alike. Most of these resources are considered part of the city and included in tourism brochures and maps distributed by the Chamber of Commerce's downtown Welcome Center, as well as marketed online at [www.dahlonega.org](http://www.dahlonega.org).

To the north and east, the sites are intertwined with the Chestatee River, Yahoola Creek and the city's gold rush heritage. The most significant of these are the Consolidated and Crisson gold mines, located north of town along US-19. Both were active mining sites; and although Consolidated was the largest mining operation east of the Mississippi River until it went bankrupt in 1908, Crisson is still active and supplied the gold for the gilding of the Georgia state capitol dome in 1958, and the steeple of Price Hall in 1973. Crisson and Consolidated have mining artifacts and panning activities, and Consolidated runs tours through abandoned mine shafts.

Consolidated also constructed a reservoir and aqueduct above its facility, retaining water from Yahoola Creek to use in a water-jet mining process. Today's Yahoola Creek reservoir may overlap the earlier basin, but functions as Dahlonega's water supply and a major recreation area – as does the new Yahoola Creek Park at the end of Mechanicsville Road. The park and future county municipal center give the east side of town a strong civic presence.

To the south and west, key sites are related to the proximity of the mountains. Camp Glisson contains the closest of Lumpkin County's spectacular waterfalls; and although Cane Creek Falls is only about 40' high it handles a large volume of water that makes it look larger than it is. Camp Glisson is a Methodist summer camp in existence since 1925, and has remnants

*Figure 2.3: Consolidated Gold Mine*



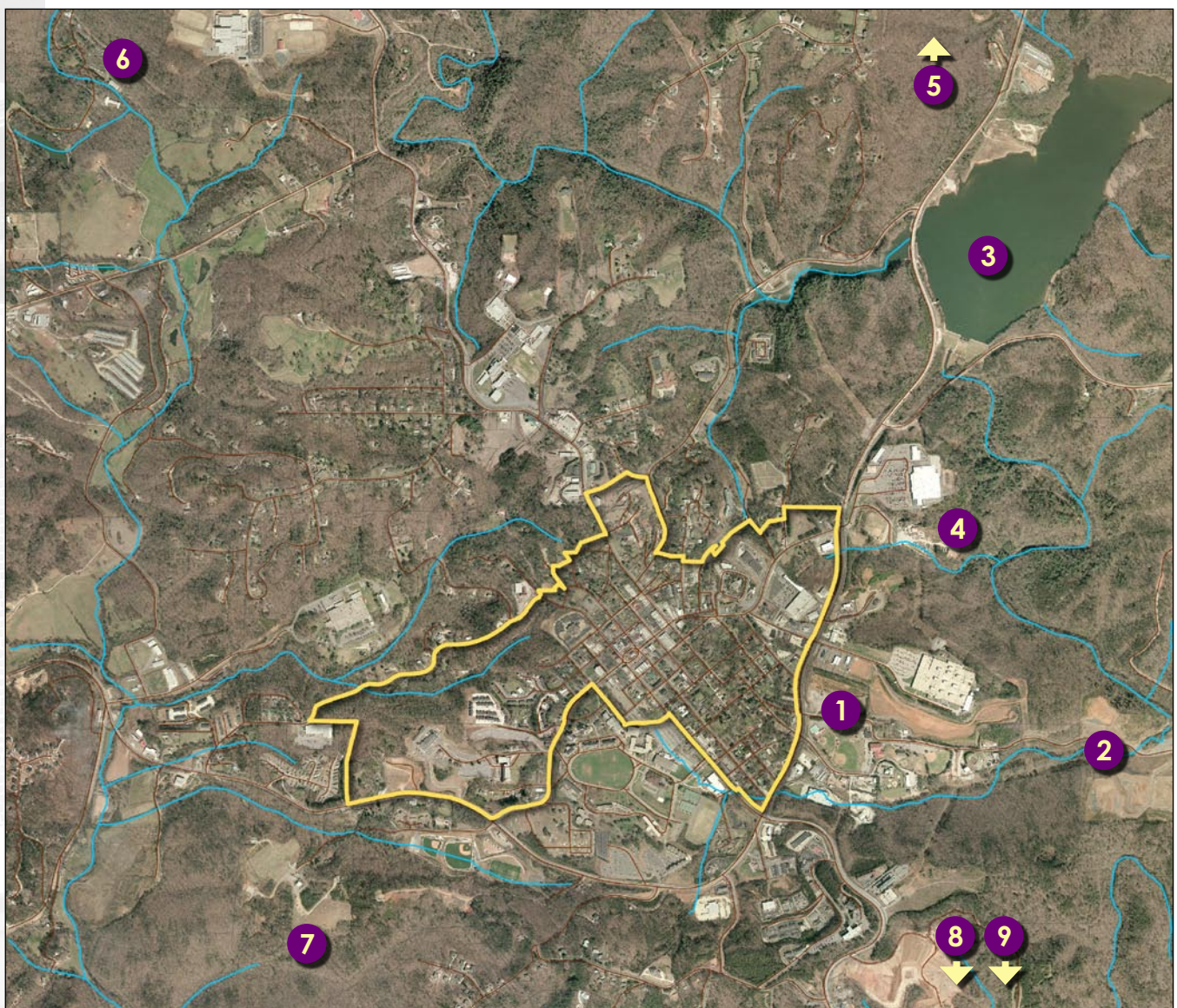


- 1 county municipal complex
- 2 yahoola creek park
- 3 yahoola creek reservoir
- 4 consolidated gold mine
- 5 crisson gold mine
- 6 camp glisson / cane creek falls
- 7 radar ridge
- 8 chestatee river trips
- 9 achasta nicklaus golf club

of Native American tribes who were attracted to the falls before Dahlonega was settled. The falls also provided hydroelectric power to the city until 1946.

Cane Creek flows south along the base of Radar Ridge, the location of a major student village for North Georgia College. Plans for Radar Ridge include water access and a potential recreational facility. The creek joins the Chestatee River downstream of Appalachian Outfitters, who offers raft trips on the gentle rapids of the river. The rapids extend upstream to the Achasta Golf Club where an island built as part of another mining and hydroelectric project now contains the course's 4th and 5th holes.

*Figure 2.4: External City Influences*





## *the county context*

Dahlonega's reputation as the Gateway to the North Georgia Mountains is obvious from the dramatic panorama of the Blue Ridge from Highway 19. The city's position in this larger landscape is unique in that it occupies a ridge line, giving it remarkable visual connection to the higher elevations miles away; but its proximity to the Chestatee and Etowah Rivers link it to the surrounding valleys and their picturesque agricultural heritage. These two categories – the highlands and the lowlands – define the sites that impact downtown's identity and its role in the county.

Of all the mountains in Georgia, only the Blue Ridge has an automatic and visceral relationship to the colonial frontier, the Great Valley of the Shenandoah, and points north. In a sense, this is where the Appalachians end; and though the terminus of the Appalachian Trail on Springer Mountain is a modest finish to a great national landmark, the trail is still a powerful idea that inspires thoughts of Maine's Mount Katahdin 2,168 miles away. Dahlonega is the closest city of notable size to Amicalola Falls State Park and Springer Mountain, and yet the Appalachian Trail is more of a backdrop to other local Blue Ridge attractions like Camp Wahsega, the driving tour that features DeSoto Falls, and the Russell-Brasstown Scenic Byway. Thomas Jefferson managed to synthesize the essence of the Blue Ridge in the design of Monticello; Dahlonega, in very similar topographic circumstances, should strive for the same purpose.

More intimate with downtown is the city's relationship to the lowlands, especially the vineyards along the Chestatee to the northeast. Dahlonega is the start of the North Georgia Wine Trail, and several producers are represented on or near the Public Square through retailers and tasting rooms. The city also celebrates the wine country with two vineyard festivals in June, one at Blackstock and one at Three Sisters. Additional festivals near harvest

*Figure 2.5: Wine Trail Vineyards*



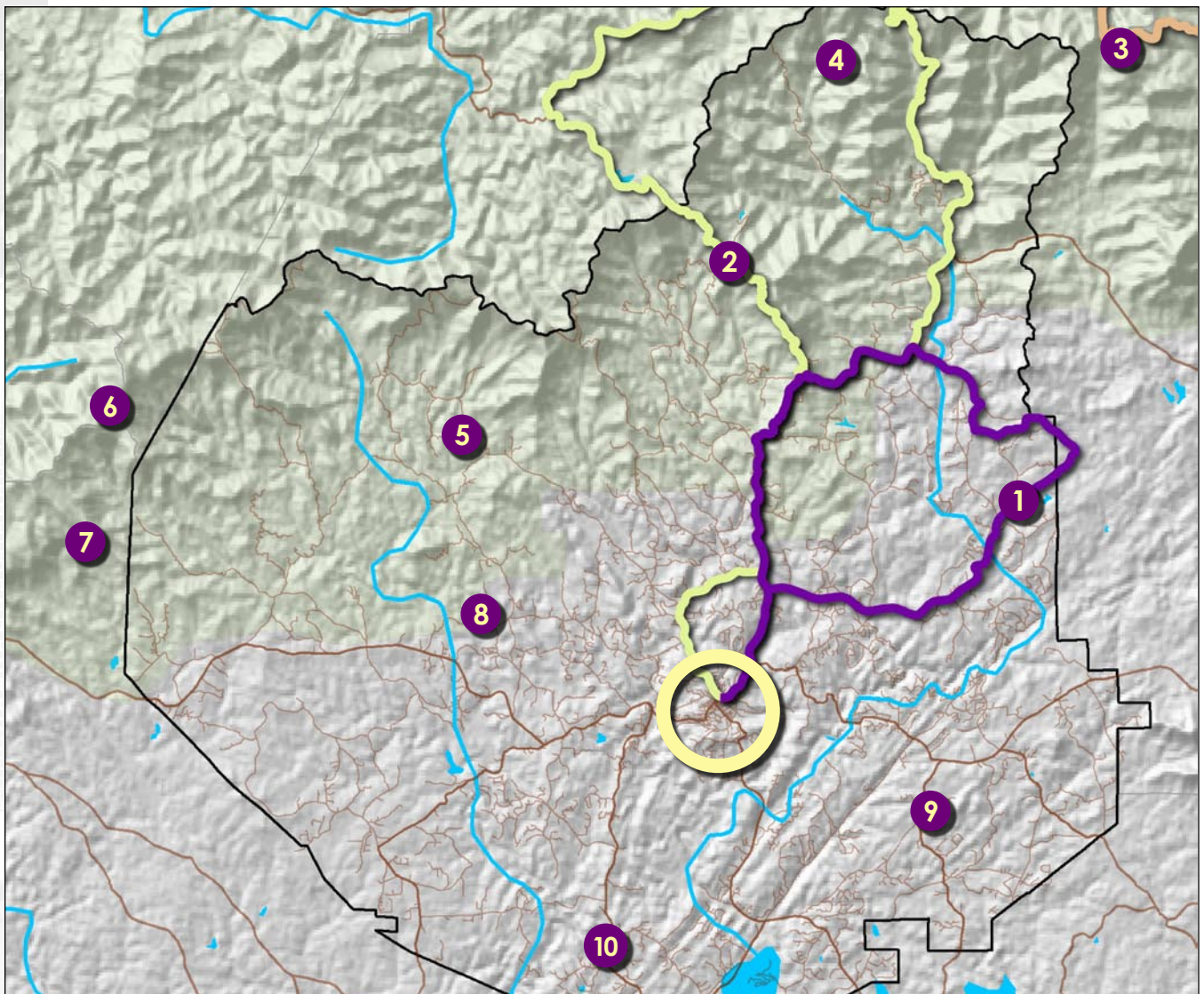


- 1 north georgia wine trail
- 2 mountain magic driving tour
- 3 russell-brasstown scenic byway
- 4 desoto / dick's creek falls
- 5 camp wahsega
- 6 springer mountain/AT trailhead
- 7 amicalola falls state park
- 8 etowah valley / organic farms
- 9 chestatee wildlife preserve
- 10 auraria

season provide an opportunity to feature local wines in the Public Square setting. Agriculture is more limited in the Etowah Valley west of town, but scattered farms produce poultry and vegetables and at least one is a certified organic grower.

Finally, two unique attractions lie closer to the city. Auraria, five miles south on Auraria Road, was the actual site of the initial discovery of gold in 1828. It became a mining community, but as prospecting diminished the town faded into obscurity. Today, a few wooden structures are all that remain. Farther east, the Chestatee Wildlife Preserve cares for orphaned wild and endangered animals, and can be visited as a guest or volunteer. This unlikely zoo has had national media coverage and has been recognized by the state legislature for its conservation work.

*Figure 2.6: County Influences*

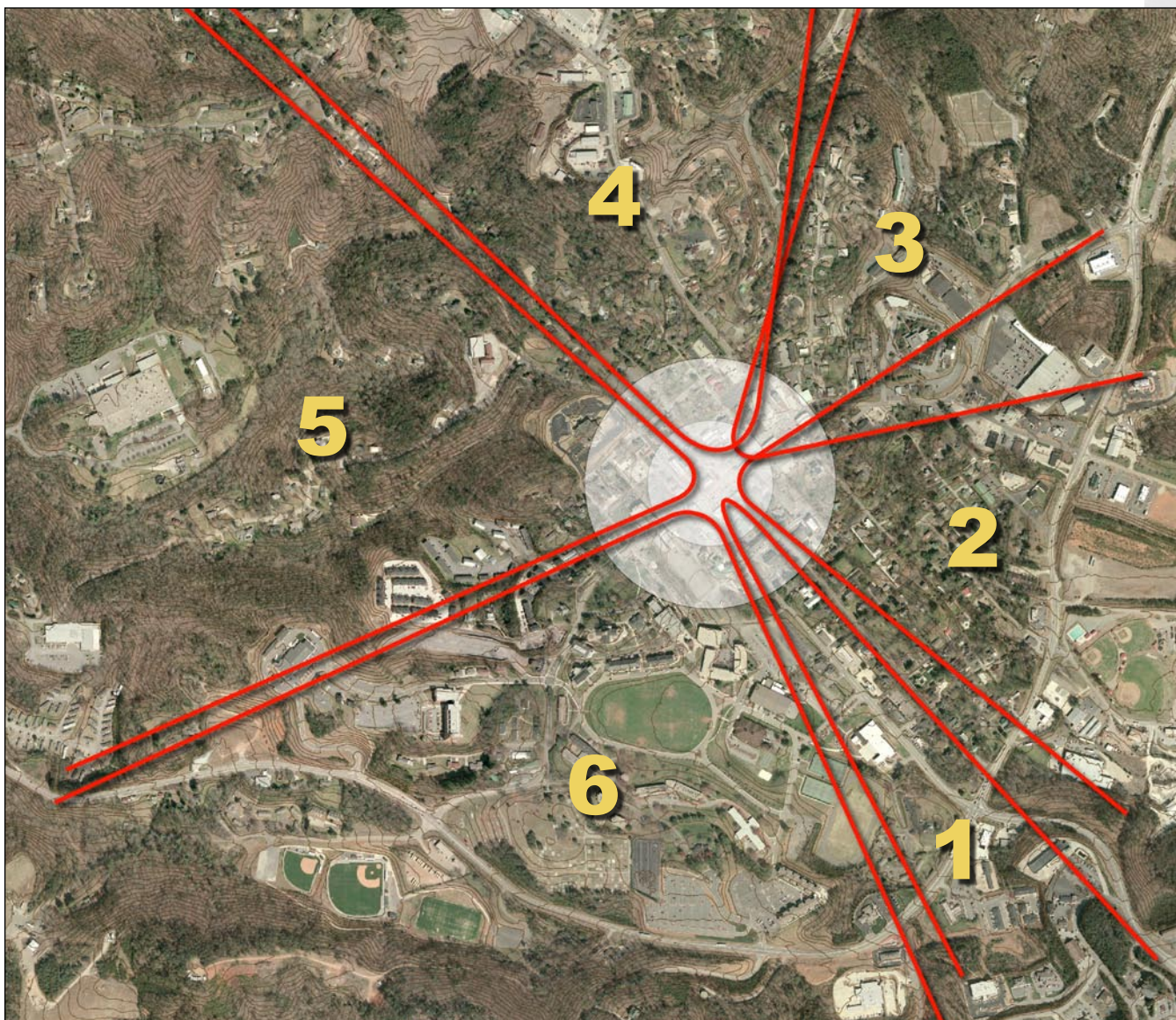




## *thematic areas*

The larger context that lies beyond the borders of the study area has ramifications for the growth of the historic core of downtown. Each distinct site described in the previous pages can exert a positive “pull” on the core allowing it to expand in ways that are rationalized by the sites, instead of trying to force the core to expand by pressure from within. In other words, the core can expand in a more logical way if the natural and cultural attractions outside the study area can be made part of the redevelopment program. The similarity of many attractions suggests six “thematic areas” providing design cues for both the core and major sections of the study area. Parking facilities can be strategically located where the extents of the thematic areas overlap each other and the outer edge of the core expansion (shown in white).

*Figure 2.7: Thematic Areas*







*Figures 2.8a,b,c: Design Models*

**1. Historic Core / Entry:** Central point for downtown and surroundings; South Chestatee main entry / gateway to the city from south. Strong preservation focus (Figure 2.8a); expansion of Public Square to surrounding blocks; improvement of South Chestatee as extension of Public Square; partnership with North Georgia College.

**2. Historic Neighborhoods:** Residential compliment to historic core; North Park Street as residential Main Street; full-block “country estates” (Figure 2.8b). Strong preservation focus, especially on North Park; compatible small-scale infill development; rural landscape elements.

**3. Arts / Government:** Culinary, fine crafts and visual arts with Cannery, vineyards and gold mines; courthouse hill as civic center. Strong redevelopment area with arts theme; “new town” compliment to historic core; memorials.

**4. Mountain Gateway:** Visual and physical connection to Blue Ridge, wilderness camps, outdoor activities. Preservation and enhancement of natural environment; rustic architecture (Figure 2.8c); feeling of being in the mountains without actually being on the mountains.

**5. University Heights:** Mixed-income “sustainable” neighborhood within walking distance of campus, Public Square. Enhancement of natural environment; residential annex to campus, “faculty village”.

**6. North Georgia College:** Equivalent to Public Square in symbolic importance; growing campus with national reputation but strong local roots. Quintessential academic setting; traditional brick architecture surrounding quads; some modern buildings in expansion areas.

## *the framework plan*

One of the most important parts of a master plan is creating a well-informed and thoughtful framework plan to organize the individual programmatic elements and catalytic projects into a composition that creates synergies between its components. The framework plan usually is limited to the public realm, and is intended to focus public investment in such a way as to provide investment reassurance to the private sector for potential development or redevelopment projects (Figure 2.9). The framework plan is also a diagram that describes the interrelationships of different elements of the city's capital improvements program, and the physical platform for development regulation.

On the following pages some of the design frameworks that are essential to a well-integrated and coherent downtown master plan are described. These layers – land use / development districts, trails and open space, streetscapes, street networks, parking, and historic preservation – are combined in an overall framework plan that forms the “bones” of the final development plan discussed in Part 3. Each framework layer has a number of associated public improvement projects or policy initiatives that are listed in Part 4.

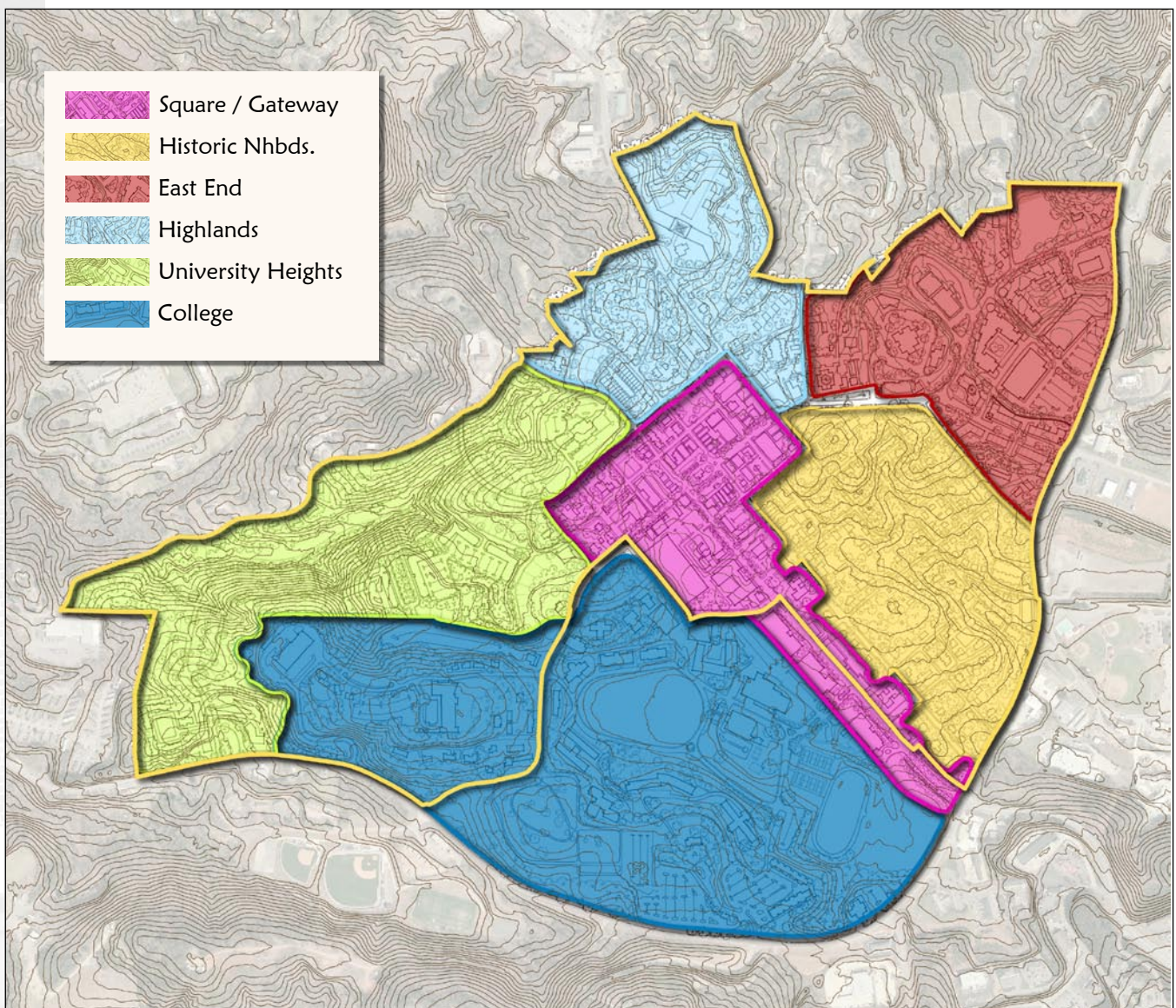
*Figure 2.9: Greenbriar Plaza Redevelopment Area*





The thematic areas that emerged from the contributions of the larger city and county context translate directly into a land use and development framework for downtown. Six development districts replicate the six thematic areas; and each district has its own set of priorities, projects, and design identities that are discussed further in Part 3. Two districts – Public Square / Chestatee Gateway and Historic Neighborhoods – are based on historic preservation as a driving force for growth, including preservation-oriented design standards for new development. Two others – East End and University Heights – revolve around new residential and mixed-use development that is influenced by the surrounding historic context but do not replicate it. The Highlands District has a unique design aesthetic relating to mountain rusticity and a development program emphasizing hospitality; while the College District continues design themes of the historic campus, updated for its western expansion.

*Figure 2.10: Districts Framework*

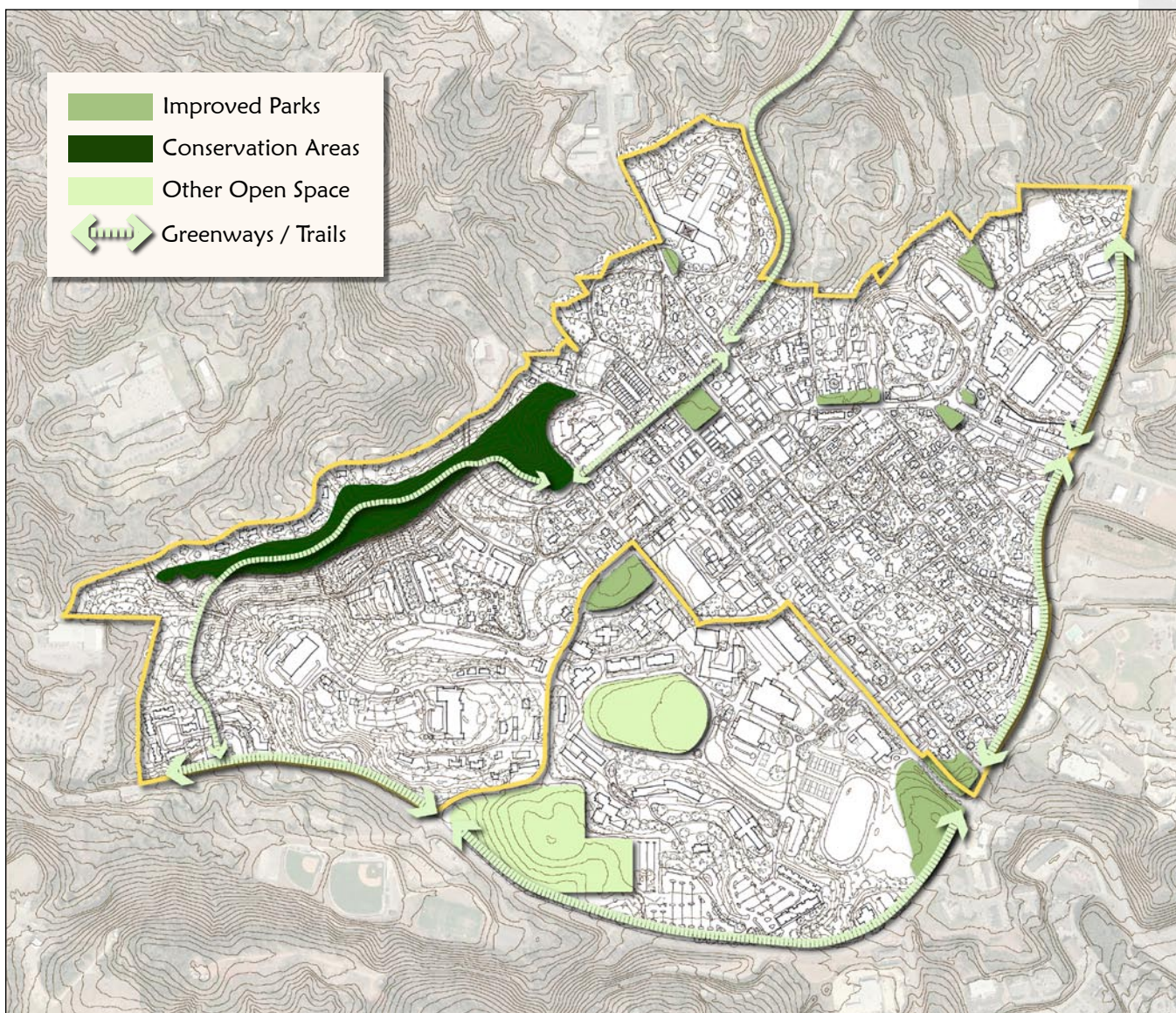




## trails / open space

Downtown's open space framework centers on two strategies – creating or improving pocket parks around the Public Square to complement its small scale; and adding major new parks and open spaces on the fringes to provide larger recreation opportunities. Main Street and South Chestatee are the two primary open space corridors of downtown. Existing parks like Hancock and the College entry lawn are enhanced, while new pocket parks around Memorial Drive are added to create a succession of diverse landscapes connected by pedestrian and street improvements. A large expansion of Madeline Anthony Park anchors the east end of South Chestatee; while a conservation area adds forested park space on the west. A greenway / multiuse trail system links the open spaces together into a comprehensive network as well through trails paralleling Wimpy Mill Road, Hawkins Street, and Morrison Moore Parkway; and tracing the creek bed in the linear park in University Heights.

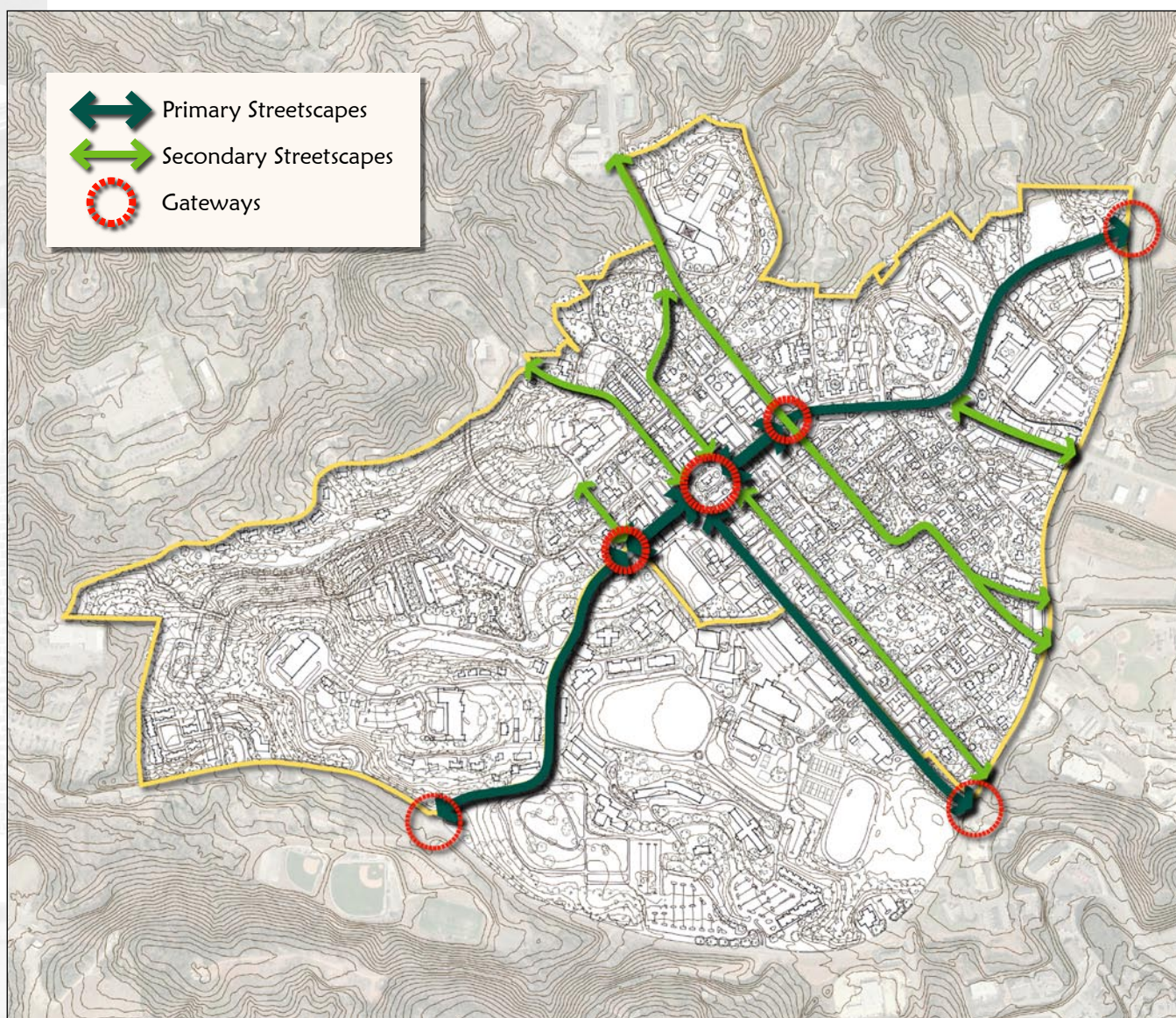
Figure 2.11: Open Space Framework





The city has done an exceptional job in improving the pedestrian environment of the Public Square, and many other streets in the study area could benefit from the same attention. Capital improvement funds are limited however, and so the streetscape framework shown below identifies only those streets that are highest priority in terms of essential connections or catalyzing development. Hierarchically the most important streetscape is Main (East and West), with the five blocks between Church and Grove extremely critical because of its role in physically defining the core expansion area. South Chestatee is a high-priority streetscape as well for its crucial role in providing an extended entry to the Public Square. Second-tier streetscapes on Park, Grove, Riley and Memorial define their districts and facilitate crucial connections to public facilities and new development. Gateways mark important transition points to both downtown and the expanded Public Square.

Figure 2.12: Streetscape Framework

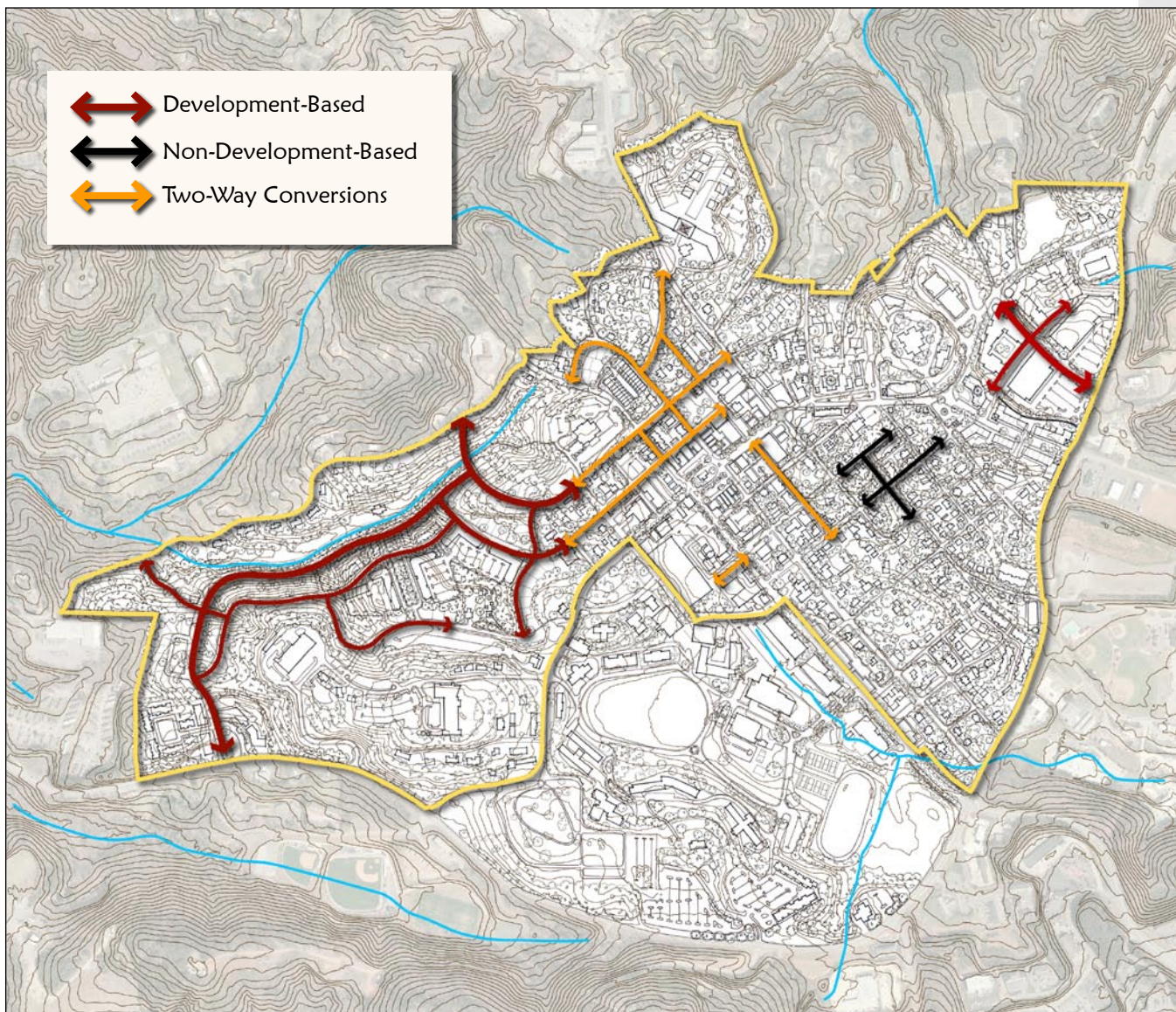




## street network

Downtown's tight street grid is custom-made for walkability and unrestrained access, but the one-way street pattern west of the Public Square is confusing and frustrating and should be converted to two-way traffic. In general, one-way streets should be reserved for very limited situations where directional control is unavoidable. Significant portions of the study area will also need new street networks for development and linkages back to the core. Most of these networks should be provided as part of private-sector development projects, such as the residential streets required in University Heights, or the commercial streets on the redevelopment parcels in East End. Finally, in the northwest corner of Mechanicsville several existing rights-of-way continuing the historic core block pattern are notably absent streets; their publicly-financed construction could provide the incentive for smaller, more marginal developers to subdivide larger lots for needed infill housing.

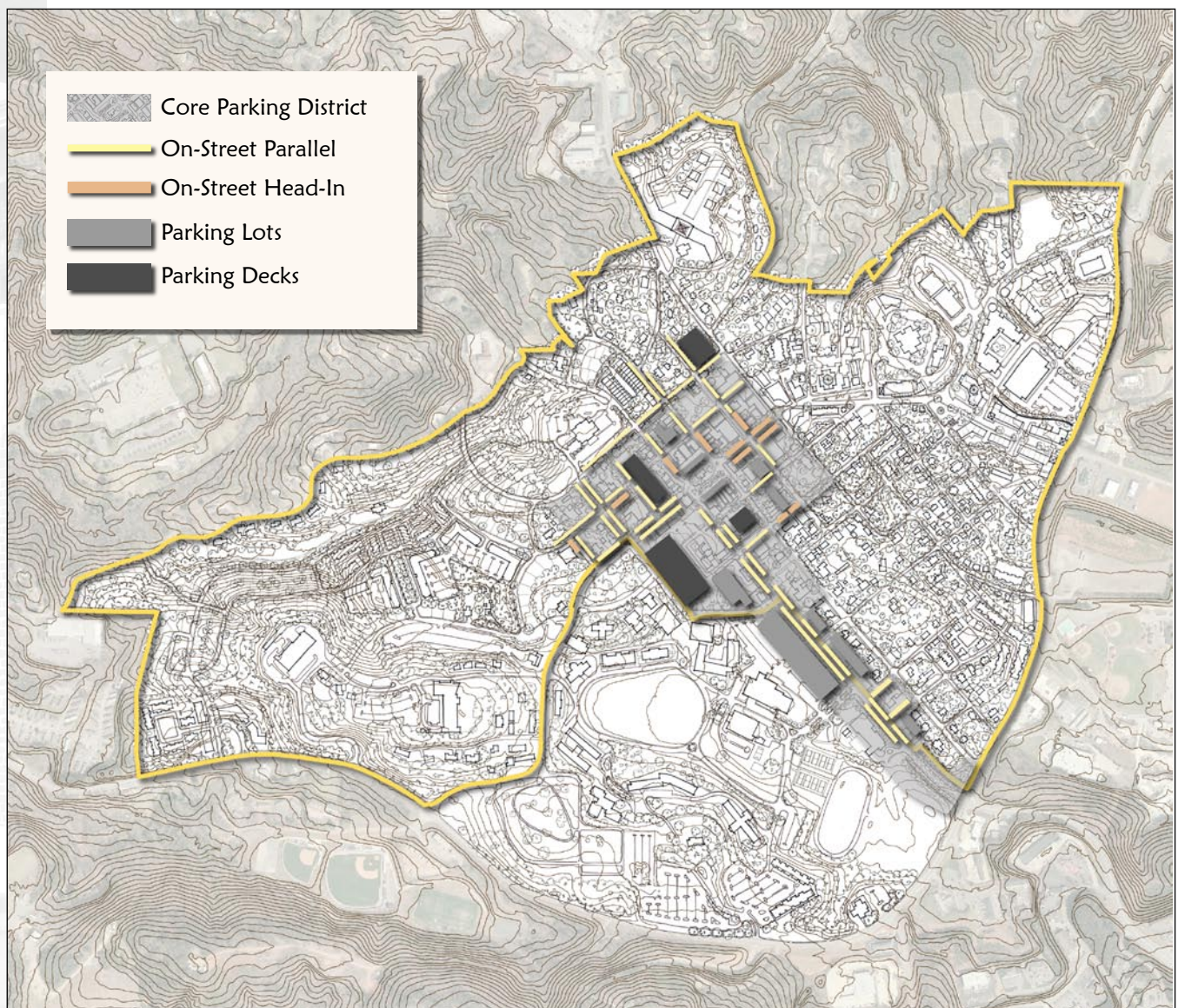
Figure 2.13: Street Network





The perceived lack of parking is a serious problem in the core area, and therefore the Public Square / South Chestatee District is given special attention with a multifaceted parking strategy. The four-tiered approach relies on parking facilities and on-street parking to satisfy demand without overwhelming the sensitive context. Parking decks, beginning with the new college facility, provide large quantities of spaces in key locations on the periphery of the core area. Surface parking lots function in the same way but are more dispersed and can often be fitted into residual spaces in block interiors. On-street parking is generally configured as parallel spaces wherever possible; but many streets have the added dimension to make angled head-in parking feasible, especially in key retail locations. The parking scenario shown below provides approximately 1,275 total spaces assuming 200 spaces in the RecDec and an average of three levels in all other structures.

Figure 2.14: Parking Framework





## historic preservation

Dahlongega is a city that treasures its history and its rich architectural heritage. It has evolved as a destination for tourists to visit and thrives on the interaction of this visiting population with the local community. An important element that continues to attract people to the city, is the quality of life components that Dahlongega offers to enrich one's experience. This is achieved by creating a sustainable environment through the preservation and reuse of existing resources. Preservation plays a key role in improving the quality of life of a place, which in turn serves to boost the tourist generated economy.

Preservation works in two ways within the city, one through the excellent inventory of the historic buildings, and the other through the preservation of the natural topography and landscape. It is necessary to care for them both because together they make the character that is uniquely Dahlongega. Moreover, "the greenest building is one that has already been built" and the city needs to identify all its available resources and put them to good use. Older buildings were designed and built to take advantage of the natural environment through windows and construction materials and today these features help in the reduction of utility costs. Costs are also decreased because infrastructure to serve the property exists, new materials are not required and there isn't any wastage of energy. These spaces are generally what impart the special ambience to a place and create environments that inspire.

Dahlongega has created a historic commercial district at its core (Figure 2.16) and another district along Hawkins Street which protects a few residential structures. The city now needs to create another residential historic district along South Park Street, adjacent to the historic core and one that covers part of the Mechanicsville neighborhood. This area is rich in old

*Figure 2.15: Public Square Architecture*

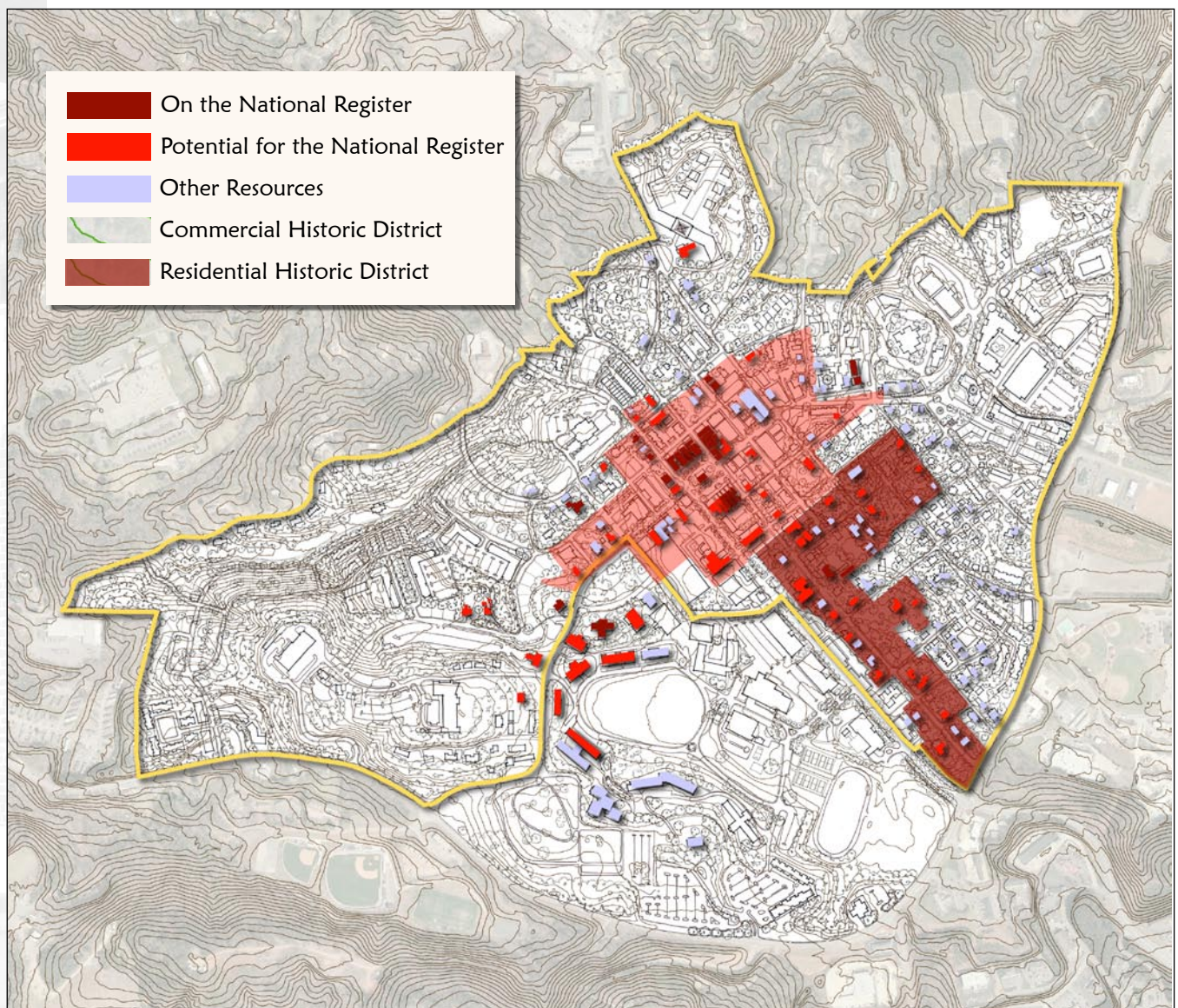




residential structures some of which are built on large estate lots that impart a sophisticated, rural feel to the area. This neighborhood is a jewel in terms of its architecture with wood elements, the characteristic porches and balconies and detailing. Neglect and lack of incentives have caused some properties to deteriorate. The two districts cover a large percentage of the historic buildings. Many of these buildings including those that lie outside the districts in the neighboring areas and on the NGCSU campus have the potential for National Register listing.

By creating a residential historic district the city will not only be able to encourage property owners to maintain their homes but would also be able to showcase a well-defined and consistent historic residential character and promote it for heritage tourism.

*Figure 2.16: Preservation Framework*





## PART 3 - THE VISION

The culmination of the existing conditions analysis, the stakeholder interviews, the public workshops, and the design framework plan is the development vision plan discussed in this chapter. This illustrated vision plan, combined with the implementation projects in Part 4, constitutes the Dahlenega Downtown Master Plan. Included in the vision plan are private-sector projects that address the potential market demand for residential, retail, office, and hospitality space; public-sector projects that address civic buildings like municipal administration space, cultural facilities, and schools; public improvements projects like parks, plazas, trails, streetscapes; and areas of preservation and enhancement of the existing Dahlenega urban landscape.

The vision plan is above all a product of a master plan process that involved over 100 stakeholders. With the input and guidance of the planning Core Team, the basic concepts for future growth were formalized out of development and redevelopment opportunities identified early in the process. Two well-attended public workshops helped the team understand what was important to preserve in the city, what was desired in its new buildings, and what was inappropriate in character. In particular, the second workshop (Figure 3.1) brought Dahlenega stakeholders very close to the ultimate plan, with interactive exercises that provoked discussion and eventual consensus on park and trail locations, areas of development focus, desired types of land uses, and a range of architectural and public space characteristics that approximate the identity of the city. The framework plan that underlies this vision is in effect a graphic rendition of the outcome of the stakeholder involvement process.

*Figure 3.1: Workshop Action*





Over the next 25 years, the vision plan will play a role in the many policy and budgeting decisions the city will make that affect its physical growth. Yet the plan should not be static, but flexible to adapt to changing circumstances and priorities without losing its underlying formal strength which is embodied in its design framework. The plan should be reevaluated every five to ten years to reflect completed development or public space projects, changing market conditions, or emerging priorities. The plan should also continue to serve as a marketing tool for the city, and above all as a token of the shared aspirations of its citizens.

In the pages that follow, the vision plan is discussed in detail, with the essence of the plan taking form out of the narratives of each project. These projects hopefully reveal something about the special identity of Dahlonge, and together create places that are both indistinguishable from their surroundings and memorable for their uniqueness.

*Figure 3.2: Historically-Influenced New Development*

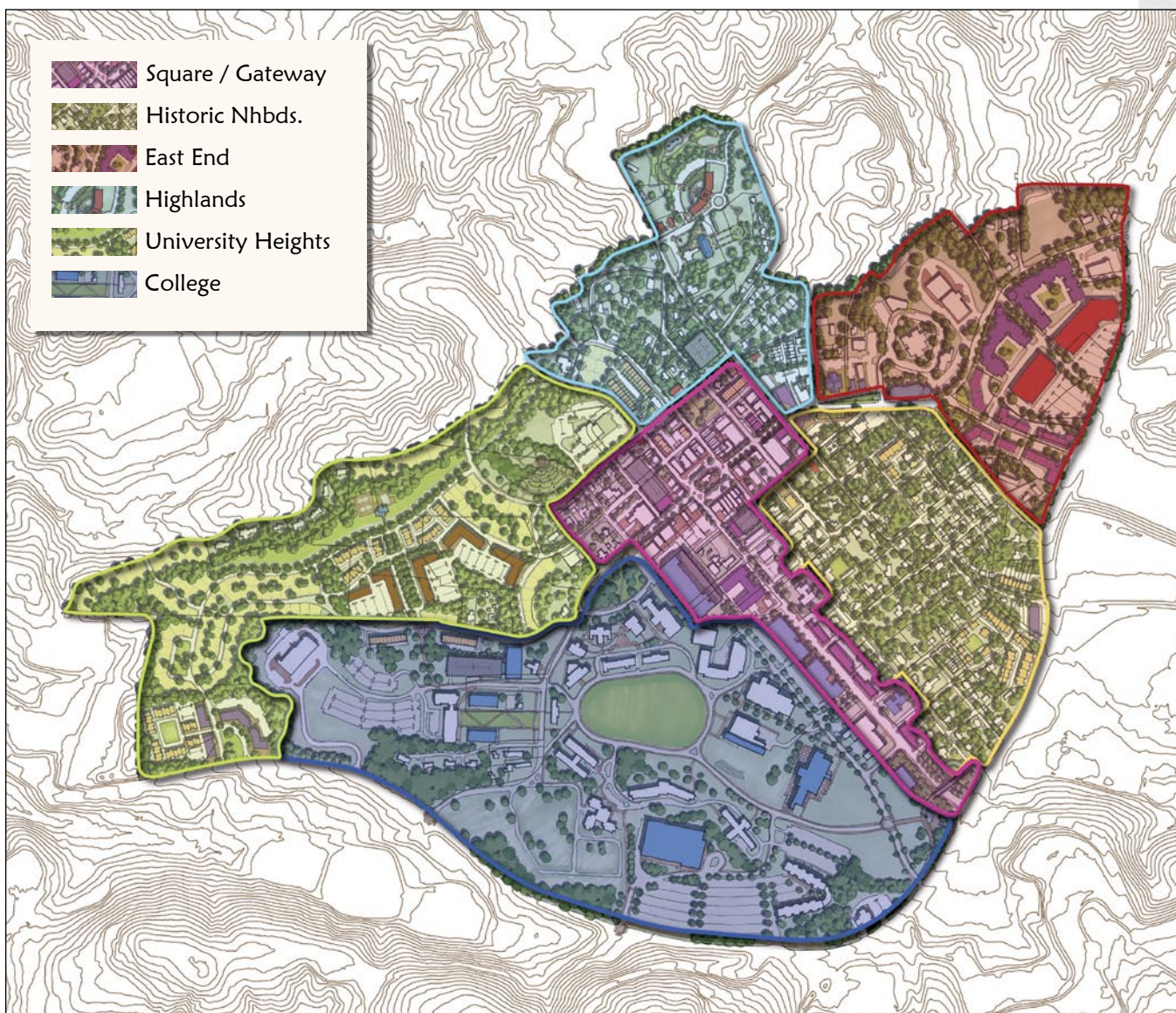




## The Districts

There are six thematic districts that make up the downtown master plan – Public Square / Chestatee Gateway, Historic Neighborhoods, East End, Highlands, University Heights, and College – each with its own distinctive design approach to growth management. The districts all contain new development or redevelopment projects, although in varying degrees; they also contain public space improvements that can be used as leverage to promote private-sector development or historic preservation efforts. Each district has a unique set of strategies that distinguish it from the others; these strategies are in several categories – character and identity, land use and development, open space, circulation, and market. The strategies are discussed at the beginning of each district section, followed by detailed descriptions of the major projects in the district.

*Figure 3.3: Thematic Districts*





## *project categories*



*Figures 3.4a,b,c: Project Types*

**Development:** Each district includes catalytic development projects that are important to accommodate market demand that drives economic growth, reinforce the character of the district through preservation or new construction, and encourage additional investment in the area by the private sector. The development projects are varied in program, and include residential and commercial mixed-use, conventional retail, single-family detached homes and townhouses, multifamily housing, hospitality, and others. The projects also vary in scale and design, from traditional small-scale urban infill (Figure 3.4a) to large-scale redevelopment. Each project is tailored to the needs and assets of its district, and will usually include some aspect of direct public benefit such as park or plaza space, improved streetscapes, or shared parking.

**Circulation:** Pedestrian and mobility improvements are critical to support new development and improve connections between districts. Area-wide circulation projects such as streetscapes and multiuse trails link districts together while strengthening each district's character. More localized projects such as parking facilities (Figure 3.4b) and new street networks or two-way street conversions directly address mobility needs within a district, while contributing to the overall framework.

**Community Facilities:** A wide range of community projects are discussed in the following pages, including parks, plazas and gardens (Figure 3.4c); municipal centers; cultural buildings and spaces; public art; and others. Each district contains at least one community project and usually more, to enrich the district's public landscape and provide a fitting complement to private development.



## *District One - Public Square / Chestatee Gateway*

The six blocks comprising the Public Square create one of the most engaging spaces in any Georgia city, and hold a building that is one of the few in the state outside Savannah to date back to the post-colonial period. And, unlike other Georgia county seats, Dahlonega's courthouse square has architecture that is uniquely derived from the vernacular patterns and folkways that migrated south through the mountain valleys. It is because of this highly individual context that an 18-block area of the historic city plat around the Public Square be considered as its annex, with a very specific design envelope that follows the principles established in the center.

South Chestatee Street, while originally a simple dirt road leading into the Square, is equally critical to the core area's integrity even though it lacks its historic charm. It is vital that the blocks flanking South Chestatee adhere to the same aesthetic that governs the core, and both engage and protect the North Park Street corridor only two hundred feet away.

The land use and development strategy for the core area and South Chestatee corridor heavily focus on preservation of eligible properties with physical upgrades to market expectations; and small-scale (two- to three-story maximum) new infill construction on suitable sites with historically-compatible designs. Primary focus for renovation and redevelopment should be on East and West Main, and South Chestatee near Arcadia Street, Ash Avenue, and Maple Street.

Open space strategies in the district assume continuing improvements to Hancock Park, and expanding Madeline Anthony Park across South Chestatee to create an entry to both

*Figure 3.5: Historic Lumpkin County Courthouse*



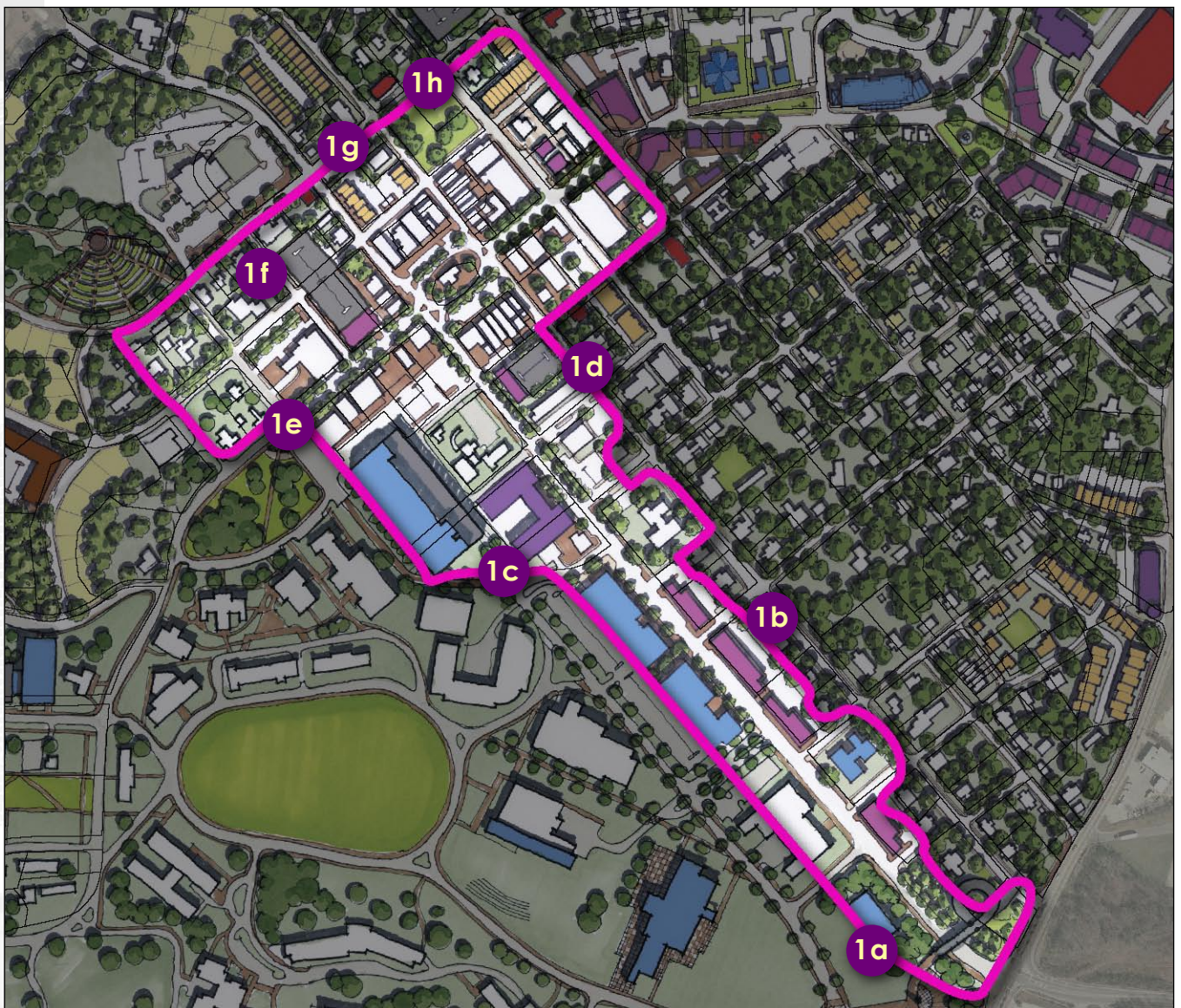


- 1a gateway park
- 1b east campus row
- 1c golden classics redevelopment
- 1d methodist church annex
- 1e main street improvements
- 1f waters street deck
- 1g warwick lot redevelopment
- 1h hancock park enhancements

the downtown and North Georgia College. The existing shelter in the park would remain, and a pedestrian bridge added to carry the Morrison Moore multiuse trail over South Chestatee. An additional option to increase open space in the core area is to resurface existing parking lots, notably the one at Choice Street and South Meaders, with unit pavers that provide space for grass or gravel. This allows the lots to function as plazas for special events, and has the added benefit of reducing runoff and contributing to water quality (Figure 4.4).

Significant improvements to the street network are essential to strengthen the historic character of the district, provide ample parking, and control the volume and velocity of traffic. Of prime importance are the streetscapes on East

*Figure 3.6: Square / Chestatee District*





Main, West Main, and South Chestatee. East and West Main in particular are highly symbolic and form the primary retail axis of downtown, but need traffic calming and shading to function as the public spaces they need to be. Parking is expanded considerably by inclusion in the streetscape improvements, but a number of new deck facilities and surface lots in strategic locations guarantee enough parking stock to meet the needs of current and future businesses. The confusing pattern of one-way streets around Warwick and Hawkins should also be converted to two-way wherever possible to improve mobility and wayfinding, and return to their traditional roots.

The market framework for the district emphasizes tourism and the unique retail opportunities associated with the Public Square. Regionally-produced craft and food products as well as restaurants with signature cuisine are especially appropriate, and underutilized second-floor space should be made available where possible for expanding businesses and other retail uses. Significant market opportunities relate to the university student population, although this should be directed toward South Chestatee Street and away from the Public Square. Downtown is also deficient in high-quality small hotels and inns; and several of the historic homes in the blocks surrounding the Square could be converted to meet this need. Finally, the residential market is strong for townhouses and loft condominiums that are within easy walking distance of the Square. The projects described below and other new infill development could provide approximately 100,000 square feet of new retail and office space in the district, as well as 120 new housing units.

### Gateway Park

The expansion of Madeline Anthony Park and transformation into a new main gateway to downtown provides both a much-needed open space and a strong design statement to begin to mitigate the cluttered and inaccessible commercial landscape of the Highway 19 / bypass intersection. The prominent knoll in the southwest corner of the intersection serves as the focal point for the new park and a platform for a rustic stone bridge. The bridge vaults over South Chestatee Street carrying a multiuse trail safely over the busy avenue, while creating at the same time an arched passage into the district. The bridge (Figure 3.7) is compatible in materials and architecture to the stone and wood shelter that occupies the center of Madeline Anthony Park. The extent of the expansion area is variable depending on North Georgia College's master plan, but should at least be sufficient to incorporate the entire knoll and provide space for the trail to wind around, building





elevation for the crossing. Space limitations in Madeline Anthony Park may require a spiral descent ramp for the trail, which could be designed to be a formal counterpart to the cabin aesthetic of the existing shelter.

### ***East Campus Row***

South Chestatee Street is a disappointing entry to the Public Square over most of its length because of the harsh parking lots and the strip retail businesses between Schultz Avenue and Martin Street. Yet, the certainty of future College buildings replacing the lots and the redevelopment opportunities provided by the strip retail suggest that this part of South Chestatee could transform into a small Main Street serving the needs of students and university employees. Replicating the architecture of the Square on a more limited scale, East Campus Row combines three-story narrow loft office buildings with ground floor retail and a continuous arcaded sidewalk to give a distinctive identity to the north side of Chestatee around Arcadia and Ash Avenue. Limited parking is provided to the rear, but



*Figure 3.7: Chestatee Gateway*





*Figure 3.8: South Chestatee Aerial View*







because of the tight block dimension and the proximity of housing on South Park Street the lot configurations are generally single-loaded and screened from adjacent properties by opaque walls. Where redevelopment occurs on an entire block such as the one east of Ash Avenue, the new building should occupy the center of the block and be designed to resemble a large home such as the Baptist Student Union. Parking can be provided by head-in spaces in the flanking streets. South Chestatee Street itself would also be improved over its entire length with on-street parking, new sidewalks, and a double row of shade trees where dimensions allow (Figures 3.8 and 3.9).

**Golden Classics Redevelopment**

The block that is home to the Golden Classics auto lot is one of the largest redevelopment opportunities within a quarter-mile of the Square, and highly strategic because of its South Chestatee frontage. The site has the additional advantage of a twenty-to thirty-foot grade change from the street to the south property line, which allows two or three levels of parking concealed under a mixed-use building. Future development should focus residential apartments or condominiums, with ground-floor retail and restaurant space facing South Chestatee. The width of the parcel can comfortably hold an H-shaped building with two residential wings perpendicular to the street. This footprint provides for a plaza on South Chestatee - possibly as an outdoor café space – and a pool / amenities area between the rear wings. The architecture should reflect the adjacency of the Smith House and feature wooden cladding and details, and simple vernacular forms.

**Methodist Church Annex**

Across South Chestatee from Golden Classics is a landmark building over 100 years old, the Dahlongega Baptist Church. It had been part of the Folkways and Buisson cultural arts centers until recently, when Buisson shut

- a future campus buildings with tuck-under parking
- b 10' minimum sidewalk
- c 8' minimum planting strip with shade trees
- d 8' on-street parallel parking
- e 11' two-way travel lanes
- f 2'-3' planting strip with groundcover
- g 8' arcaded sidewalk
- h narrow mixed-use building
- i single-loaded head-in parking

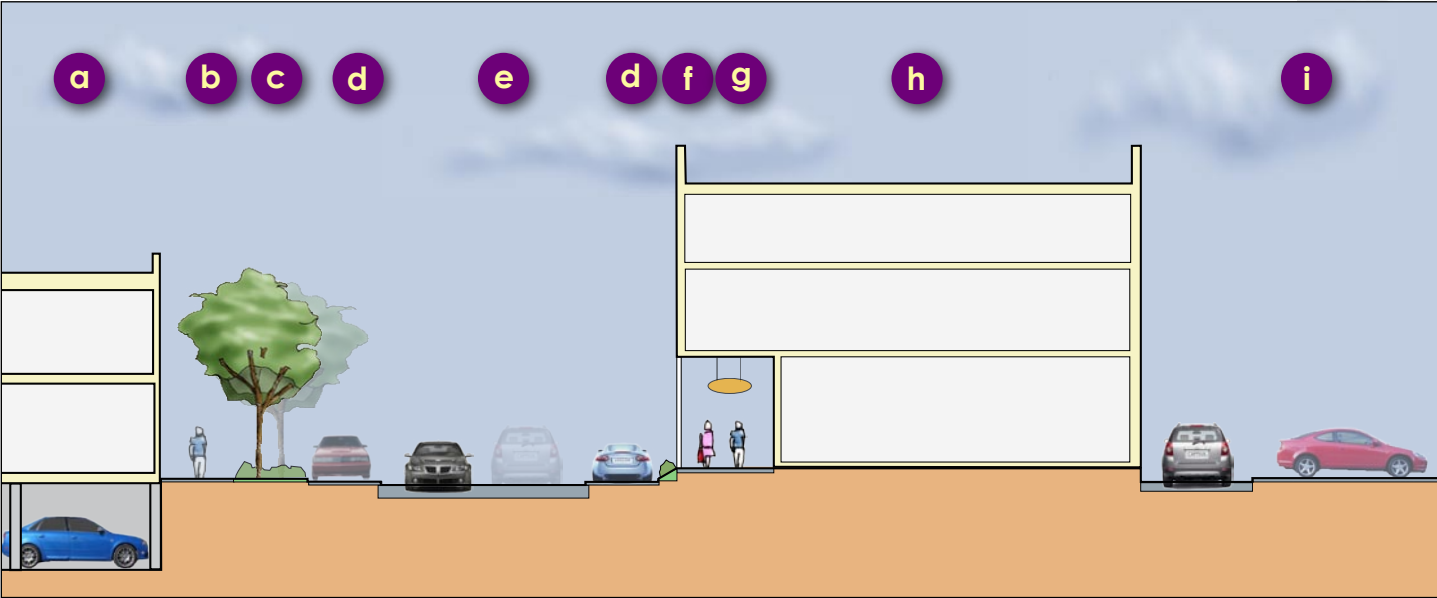


Figure 3.9: Proposed South Chestatee Street Section Looking West

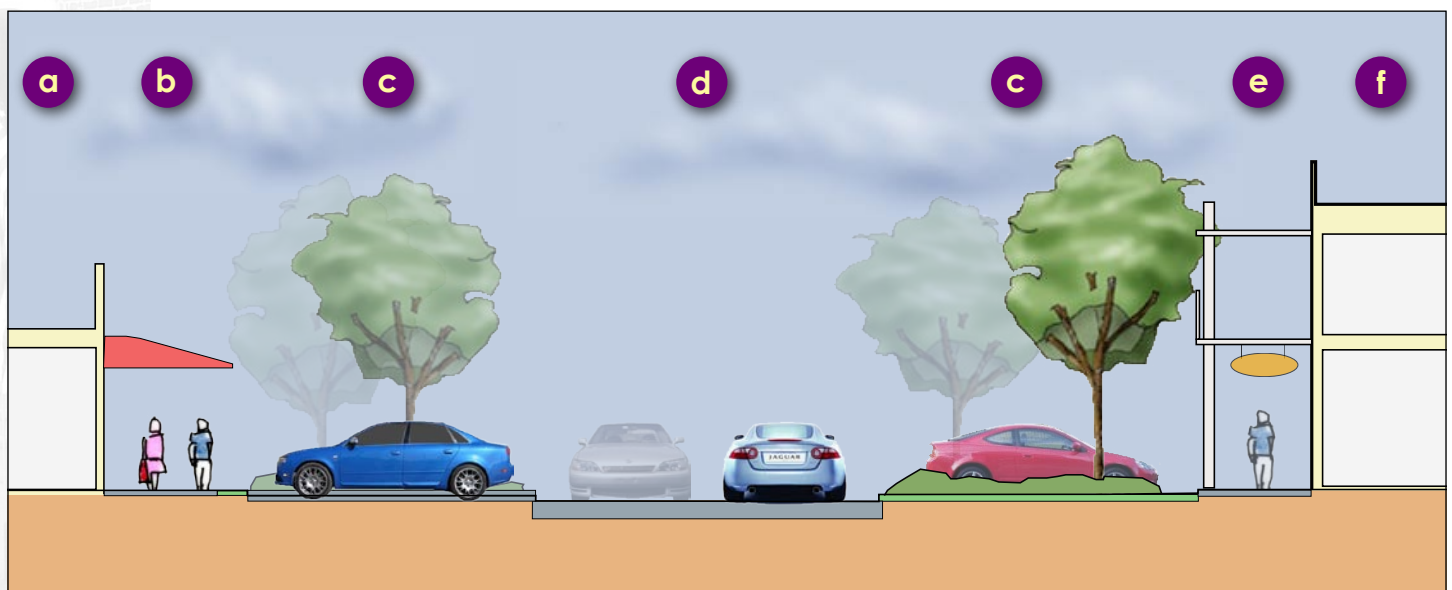


down because of financial challenges. Since then, the First Methodist Church has purchased the Buisson property to use as an annex, partly with the intent to press the historic sanctuary into service as overflow worship space. The church should retain its authenticity – inside and out - against alteration into the future as one of the city’s most important historic structures. The balance of the block should be evaluated for the feasibility of building a small parking deck paralleling Choice Street, screened from South Chestatee by a ‘liner’ building that could contain retail space leased by the church or used for their outreach program. On the South Park Street side, a small pavilion or plaza / arbor might be constructed to also screen the deck from view, and to provide outdoor waiting or function space for future restaurants in the Head House and adjacent properties across the street. The deck is constrained by the lot size and limited to two levels without ramps, with direct at-grade access from Choice and South Park streets. Like other deck sites in the district, the lot width does not provide room for a liner on the flanking streets; landscape plantings should be used to soften the elevations. This parking is particularly important in that it could provide enough centralized space to allow the church to abandon their use of the existing South Meaders municipal lot, which could be redeveloped as housing. It could also provide shared retail and tourist parking for the Public Square when it is not being utilized by the church.

- a** existing / new development
- b** 8' sidewalk w/ canopy
- c** head-in parking with regular bulb-outs for shade trees
- d** 12' two-way travel lanes
- e** 8' arcaded sidewalk
- f** existing / new development with second-floor gallery

### ***Main Street Improvements***

Part of the challenge of expanding the core of the city is dealing with the Public Square, which is a masterpiece of urbanism but susceptible to losing its symbolism and design strength if placed in competition with other public spaces. Creating new public environments is essential in accommodating growth, but the core should revolve around the Public Square. For this reason the most appropriate and meaningful expansion of downtown focuses on improving East and West Main from Church to Grove streets. This five-block stretch of Main has the Public Square at its center, and is framed on each end by the limits of the original city plat. In some ways East Main Street is already functioning as an extension of the Public Square, with instances of wooden buildings, arcades and galleries, and head-in



*Figure 3.10: Proposed Main Street Section Looking South*



parking. The section proposed for the five-block extent (Figure 3.10) formalizes this, but adds street trees in key locations to tie the street to its forested setting and supply shade and scale. Renovated buildings should be modified to provide shelter over the sidewalks, whether in the form of arcades or canopies cantilevered from facades after the fashion of mid-century modern design. New buildings should take formal cues from older architecture like the Hall House, the Crawford House, or the Parker Storehouse. Head-in parking should be maintained at East Main, and evaluated for feasibility on West Main.

The intersections of Main, Grove, and Church streets are equally important as gateways to the five-block “Downtown” that is defined by the new Central Main Street (Figure 3.11). Textured pavement, pedestrian crosswalks, deferential architecture, formal plantings, and entry signage could mark the transition and provide cues for adjoining streets. In particular, the southern gateway sets up the design rationale for improvements to Church Street, which becomes a Performing Arts Corridor anchored on one end by the Holly Theater and its future expansion, and on the other by a new open-air amphitheater terminating the linear park running through University Heights.



*Figure 3.11: East Main Street*



### ***Waters Street Deck***

Two surface parking lots served the three-story BB&T bank on West Main and Waters Street until the building recently sold to North Georgia College for administration space. Now open for an alternate use, they are ideally located to be expanded into a major parking resource for downtown. The sloping topography works well with the needs of a deck, with two levels at the rear extending to four at the West Main frontage. A mixed-use liner building would conceal the deck from West Main, and would be built to conform to the Main Street architectural standards discussed above. Warwick Street could continue through the deck's entry level and provide the principal access to the facility.



### ***Warwick Lot Redevelopment***

The small municipal parking lot on Warwick Street between North Chestatee and North Park streets is the main external parking area for the Public Square. It is also a superb site for redevelopment considering its location and the detrimental effect it has on Hancock Park and pedestrian movement to Hawkins Street. Approximately ten townhouses with tuck-under parking could be built facing North Chestatee and North Park, with enough internal room left for several visitor or paid spaces and a small service court to handle storage or dumpsters for the businesses backing up to Warwick. The townhouses (or other residential buildings) should have entries directly from North Chestatee and North Park, and have ground-level windows to extend the character of the Public Square into the surrounding blocks.

### ***Hancock Park Enhancements***

Hancock Park has served as the city's main urban park for many years and is loved by Dahlonega residents; but is small and sensitive to over-programming. Considering the new parks proposed in other districts, Hancock Park should retain its natural landscape but be improved to make the most of its trees and relatively flat topography. The park should be expanded to the north by converting the existing cottage apartments into a community meeting facility. Very selective demolition of a small portion of the structure would allow the park to increase notably in size, and position the remaining building to receive a parkside porch that would not only provide shelter in poor weather, but rationalize and enhance its distinctive architecture. The park would also benefit from the addition of a carefully-designed and historically-accurate gazebo or bandstand (Figure 4.2). Open-air performances could thus engage both the park and the northwest corner of the Public Square.





## *District Two - Historic Neighborhoods*

Traditionally, communities resided close to downtowns. This proximity to the city core allowed people to be an intrinsic part of the urban fabric and involve themselves in the city's life and activities. The historic neighborhoods in Dahlonega are located directly to the east and southeast of the City's historic downtown. This district is a residential island surrounded by the changing and growing commercial core, the NGCSU campus and civic amenities. These neighborhoods are contained within the area bound by East Main Street, Mechanic Street, South Park Street and East Morrison Moore Parkway.

The uniqueness of the district lies in the character of the residential area that is generated by the large number of historical homes located within it. Protect this special place that feels rural even though it lies in the urban heart of the City. Threats are generated by new developments surrounding the neighborhood and the possibility that they could encroach into this district.

This area is primarily zoned for residential development with commercial uses allowed along East Main Street and Morrison Moore Parkway. A majority of the buildings are single family residences with a scattering of duplexes and townhouses. The homes were built over a time period starting in the late 19th century to the 1940s. Over the past few years, larger lots closer to the district periphery toward Mechanic Street have redeveloped into townhouses and some duplexes have encroached into areas zoned for single family. Other facilities like a church, a daycare and some strip commercial are located within the district and serve the community.

*Figure 3.12: Park Street House*





- 2a south park improvements
- 2b municipal parking redevelopment
- 2c kinnard project
- 2d mechanicsville street network
- 2e grove / riley streetscape
- 2f riley road housing
- 2g morrison moore multiuse trail

The housing stock in these neighborhoods is of a variety of styles ranging from central hallway plans, gable-ell cottages, bungalows, to Georgian cottages, I-houses and ranch style homes. These one or two story homes exhibit features like porches, double hung windows with shutters, doors with transoms, chimneys, double storey entrances supported by columns, and combinations of different pitched roofs. Most of them have exterior finishes of wood clapboard sidings while some have brick finishes. Time has been an enemy to parts of this district. The maintenance of older buildings require vigilance; many historic features and materials have been compromised for ease in maintenance. These can be seen by the use of vinyl sidings, screened porches, wrought iron detailing,

*Figure 3.13: Historic Neighborhoods District*



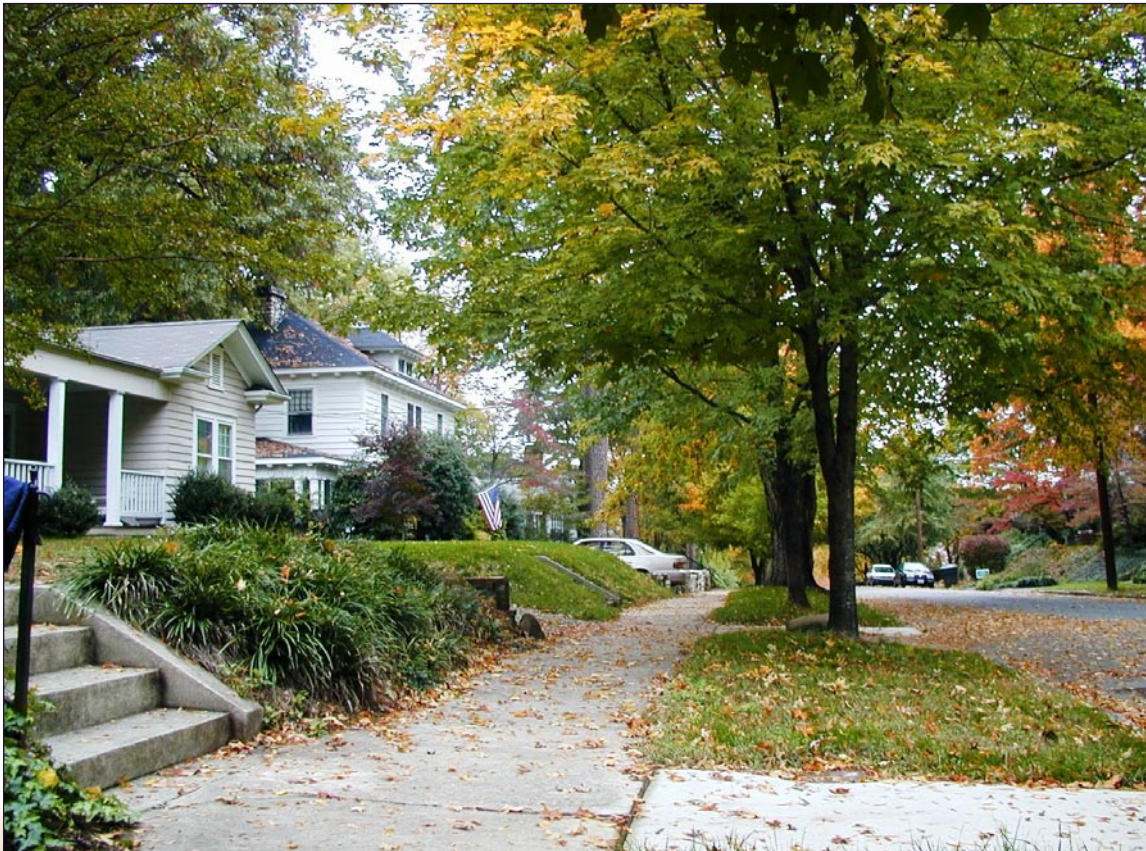


etc. that are not compatible with the building style or design. These, in combination with a few poorly constructed structures have brought down the quality of about quarter of the buildings to a substandard level. While a majority of the houses are occupied, some of the older and larger properties lie vacant and contribute to property deterioration. In this entire district, South Park Street is the most important of the residential streets. It has the most defined and consistent historic character, with the maximum number of historical homes that are in excellent condition and contribute to the City's heritage along its length. The Seven Oaks residential property located on this street is an architectural treasure and is listed on the National Register of Historic Places.

The land use and development strategy within this district takes a subtle approach. The plan recommends the creation of a residential historic district to preserve the architectural heritage of the area. The creation of this district would require further study to decide the precise extents but in general it would cover most of the neighborhoods, mainly both sides of South Park Street but exclude areas immediately adjacent to East Morrison Moore Parkway and East Main Street. The historic district would not only serve a purpose of preserving buildings and large estate lots, but would also help preserve the overall rural character of the area through building and landscape guidelines. It would also offer guidance for both, the rehabilitation of older buildings as well as for new infill development so that the character and uniqueness of the district is maintained. A National Register listing would also qualify property owners to take advantage of available funding sources and tax credits offered by the State of Georgia and the Federal Government.

Infill opportunities exist on vacant land and on distressed properties. These are located at the corners of Alma and South Grove streets and along East Morrison Moore Parkway, close to Riley Street. These developments would be a buffer to unwanted encroachments into the historical areas and also serve as a transition from higher intensity development

*Figure 3.14: Residential Street, Greensboro NC*





that surrounds the district to the existing low intensity development of the neighborhoods. Particular attention would be given to buildings along the west of South Park Street. These buildings share a block with those that face South Chestatee Street where new development has been planned. It is important to prevent this new development from filtering into and affecting the quality of South Park Street. Design elements would screen the South Park residential buildings from those on South Chestatee and where buildings on a block share both street frontages, the building would follow design guidelines suitable to match the South Park residential district. Rehabilitation strategies would convert large unoccupied homes placed on estate lots into income generating properties that serve the residing and visiting population of Dahlongega.

Madeline Anthony Park is the only limited open space that exists for this neighborhood to use. Design strategies look to increase open space opportunities by taking advantage of the existing estate lots and infill designs. There are a number of large lots within this district whose grounds can function as landscaped oases for the neighborhoods. While some of them would be passive parks, not open to the public, others could be used by the residents if the City can negotiate terms and conditions with the property owners. This creation of a series of pocket parks would enhance the character of the residential district. In addition, a new greenway trail is proposed along East Morrison Moore Parkway.

The road network characterized by unmarked and undivided streets and adds to the small scale and rural feel of the place. These streets have graveled shoulders and are lined with heavy vegetation and are placed on a non-uniform grid. Improvements to this network would include completing the existing historic grid where possible, thereby increasing connectivity and providing alternate routes for the local population to move from one part of the City to another without disturbing the environment of the district. These improvements would also prove to be an incentive for developers to provide new infill housing.

*Figure 3.15: South Park Street Character*





South Park Street is the most pedestrian friendly street in the district with regular stop signs to control traffic speed and sidewalks running on either side of the street. Sidewalks do not exist elsewhere in the district and even though street improvements along all the streets would be ideal, attention needs to be given to the main arteries of this neighborhood namely, South Park and South Grove streets and Riley Road.

The market framework for this particular district supports limited housing opportunities through infill development on vacant and deteriorated lots. Based on market projections, developments could provide about 5-10 infill single family detached units and 50-70 single family attached units. It also recommends the rehabilitation and conversion of the older, large houses that currently lie vacant and are underutilized into income generating properties like bed-and-breakfasts, restaurants, daycares, etc. to cater to the tourists that visit Dahlonge as well as the local population. Small neighborhood stores would be ideal along the district periphery.

### ***South Park Improvements***

South Park Street is the jewel of the historic neighborhood district. It forms an essential component of the City’s history and architectural heritage and serves as a residential extension of the City’s historic core. It also serves as the gateway to the rest of the residential area. The character of this street is vastly different and very rural from the neighboring South Chestatee Street, and hence improvements need to be carried out in a sensitive manner. Older buildings should be preserved and rehabilitated according to guidelines specific to the district. Care should be taken that buildings fronting South Chestatee Street do not encroach into the South Park Street neighborhood and are screened from the residential properties. Buildings facing both the streets should comply with the residential district requirements such as building material, height, landscaping, etc.

*Figure 3.16: Early Dahlonge House*





The street needs to be designed for pedestrian safety and could serve as an important attraction for tourists because it showcases a historic residential avenue. Vehicular traffic should be controlled by regular spacing of stop signs. This would discourage increased volumes of pass-through traffic from the square to East Morrison Moore Parkway. The sidewalks should be repaved with textured paving materials and crosswalks should be provided at intersections. Since the sidewalks aren't very wide, formal planting should be used to define them. Street lighting should also be incorporated into the design so as to make the neighborhood safe even at night. Directional as well as informational signage related to the City and the historic structures should be located along the street and the design of these should blend in with the character of the place.

### ***Municipal Parking Redevelopment***

The Dahlonga Methodist Church is located at the intersection of South Chestatee and Maple streets. Parking for this facility currently exists along South Derrick Street at Choice Avenue which is a city-owned lot. The plan considers moving church parking to the newly acquired Buisson cultural arts center lot where the construction of a parking deck has been recommended and redeveloping the existing parking space into single family attached housing. The townhouses would be two stories tall and between 22' and 24' wide. Parking for these units would be through an alley at the back that divides the block off Choice Avenue. Proximity to the historic square and its various amenities make it a prime location for developers and future residents. The houses would face a landscaped estate lot and would be designed to meet the historic district guidelines and have wood details and features like porches and columns.

*Figure 3.17: Crawford House, Public Square*





### ***Kinnard Project***

The property for this project lies along the south of East Main Street, close to the East Main Gateway into the City's historic core. Its location in such proximity to retail, dining, cultural and civic facilities as well as easy access onto main vehicular arterials increase its value considerably and hence would be ideally suited for the development of mixed-use commercial and residential buildings. In addition, the property also serves as a buffer between the historic neighborhood and the City's urban, economic and civic spine and hence mixed uses are an excellent transition from a busy street to the rural neighborhood. These units would have to be compatible with the historic architecture along East Main Street. They should be two to three stories tall, preferably with balconies and served by parking at the back, accessed from Choice Avenue. They would form part of the entry way into the city along with the proposed Art Park and library on the opposite side of the street.

### ***Mechanicsville Street Network***

The historic block pattern within this district is not uniform but there are existing rights of way through the northwest portion of the Mechanicsville neighborhood that could enhance the connectivity within the district as well as provide connections to public facilities and amenities. The developed street network would consist of the extension of Maple Street going east toward Alma Street. In addition, Riley Road would extend north to meet with the extended Maple Street. These street improvements would ideally be carried out by the city so as to give developers an incentive for infill development along Alma Street. These would consist of townhouses as well as some single family units. This new network would be constructed with sidewalks, street lights and landscaping so as to make them pedestrian friendly.

*Figure 3.18: Pervious parking, Seaside, Florida*





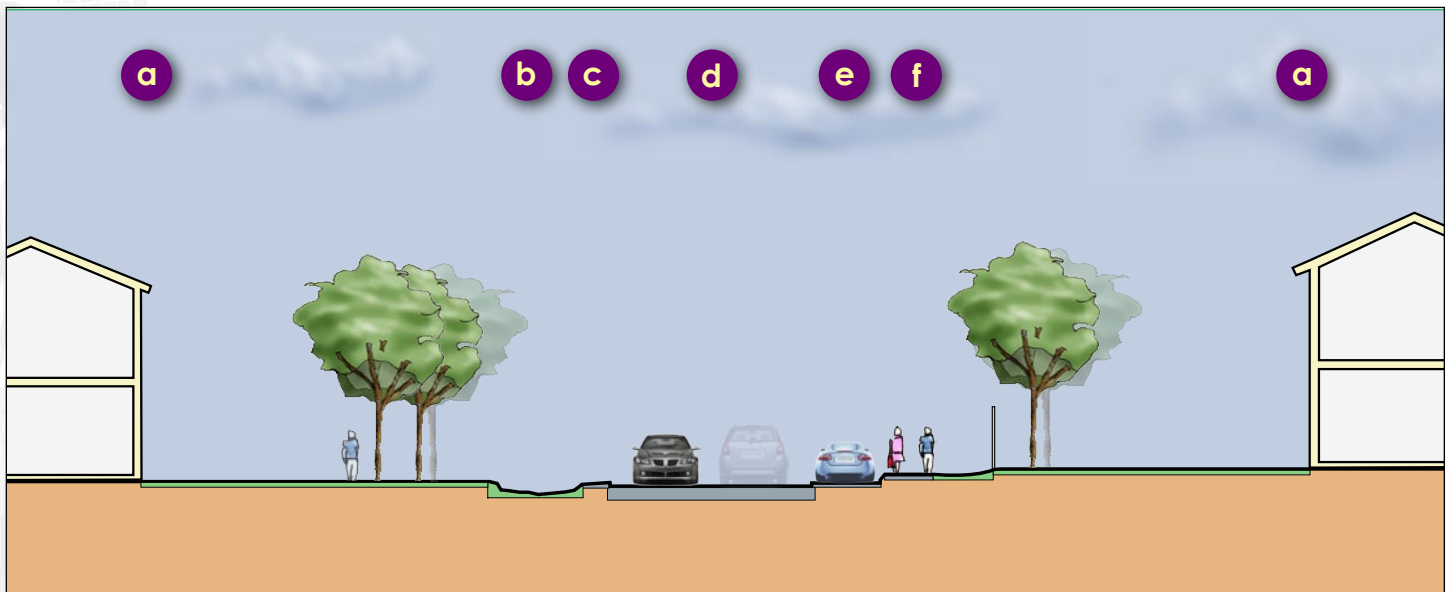
### ***Grove / Riley Streetscape***

South Grove Street and Riley Road serve as extended connections into the historic square from East Morrison Moore Parkway as well as from the neighborhoods. Therefore they are important in the larger context to receive streetscape improvements prior to any of the other streets within the district. Improving the pedestrian environment of these streets provides residents with increased connectivity to new developments towards the east, around Memorial Drive and to East Main Street which serves as an access to downtown Dahlonega (Figure 3.19). These street improvements would consist of providing paved sidewalks along the entire length with crosswalks provided at intersections. Street furniture like benches and trash cans would be an important component as would regularly spaced street lights. Not only would this be perceived as safe but would also encourage people to walk instead of making vehicular trips within the area.

### ***Riley Road Housing***

The land along Riley Road, close to East Morrison Moore Parkway is a combination of vacant parcels, distressed properties and strip retail. This land is a prime area for new development and redevelopment, especially because of the available frontage along the high traffic volume bypass. Hence it is also important to design these developments sensitively because they serve as a transition between the Parkway and the historic neighborhood. Residential development is ideal in this location because it would help control encroachments into the district and disrupt the historic character. The land adjacent to Ash Avenue receives single family infill and also provides an opportunity for a small amount of open space that could serve the local residents. Townhouses are best suited on the west of Riley Road with an internal street network to provide parking along the rear of the development. There is also an opportunity for a small scale mixed-use development on the east of Riley Road with retail that can serve the neighborhood.

- a** existing / new development
- b** 10' swale
- c** 3' shoulder
- d** 24' two-way travel lanes
- e** 8' graveled parking
- f** 6' sidewalk



*Figure 3.19: Proposed South Grove Section Looking East*



### ***Morrison Moore Multiuse Trails***

This trail is part of a larger network of trails that connects different open spaces around the city. This section runs along East Morrison Moore Parkway and connects the Madeline Anthony Park to the north and eventually to the reservoir. On the west, this trail connects to the linear park in University Heights.

*Figure 3.20: Riley Road Housing*







*Figure 3.21: Contemporary Residential Models - Townhomes and Single Family*



## *District Three - East End*

The presence of aging commercial uses and vacant land, and the superb access offered by Morrison Moore Parkway and East Main Street combine to make the East End district the largest redevelopment opportunity in the city. Uniquely positioned to expand the retail choices available to residents and provide affordable housing with all the benefits of living close to the Public Square, East End can accommodate the growth that is inevitable with the development form desired by the community, reducing growth pressure on the historic core as an added benefit. The character of the district should be influenced by the design patterns of the core, but should not replicate them; instead, it should acknowledge traditional building practice but incorporate materials less prevalent in the core such as brick, decorative metal, and cement-fiber siding.

The district is well-suited to standard redevelopment economics and practice, and breaks down into several project types in suitable locations. Along East Main, new three- to four-story mixed-use buildings with concealed parking and private courtyards add condominium units and affordable apartments to the city's inventory, while providing ground-floor space at the Stephens Street intersection for specialty restaurants and service retail. Adjacent to the east, a new community retail center takes advantage of its bypass frontage to double the amount of large-footprint retail space in the district. Multistory office mixed-use is concentrated along Memorial Drive, and several new or renovated community buildings become a civic and cultural complex at the districts's western edge.

Open space strategies focus on streetscape improvements to create public space corridors, and adding pocket parks in strategic locations along these corridors to multiply their benefits.

*Figure 3.22: Olde Cannery Arts Center*



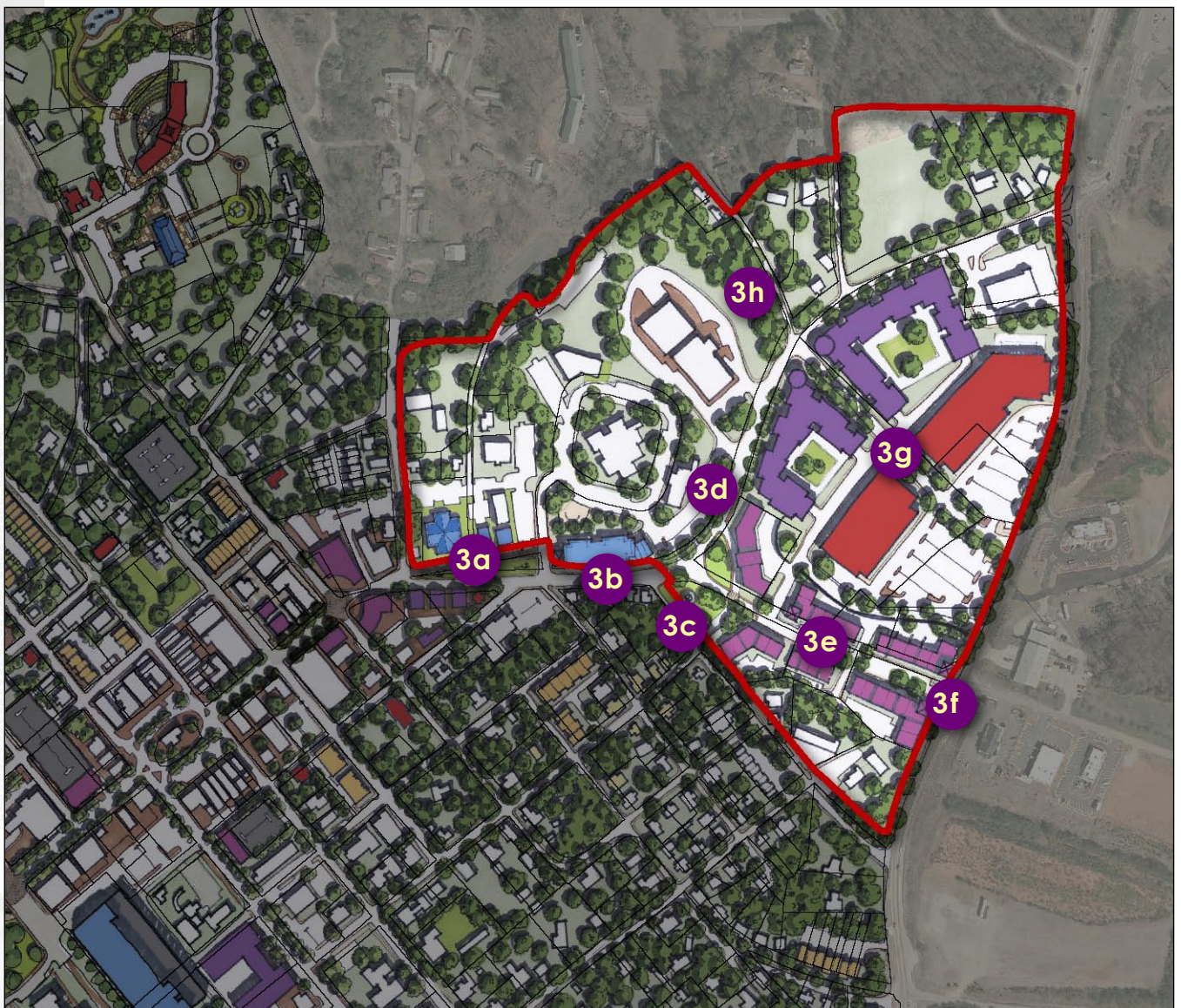


- 3a cannery expansion / artpark
- 3b future library
- 3c memorial gateway
- 3d east main streetscape
- 3e east end business district
- 3f memorial drive streetscape
- 3g greenbriar redevelopment
- 3h stephens street pocket park

Linkages to larger parks are provided by greenway trails paralleling Morrison Moore Parkway. Future public park space in the district could be provided by a redesign of the former county courthouse grounds.

District circulation strategies revolve around increasing mobility through sidewalks and bike lanes associated with the streetscapes, and pedestrian connections from Mechanic Street to Memorial Drive. A new local street network is recommended as part of the redevelopment of Greenbriar Plaza and adjacent sites. Parking needs of the district are addressed by parallel and perpendicular street parking on East Main and Memorial; improvements to existing parking at the county facilities; and major parking lots and decks associated with new development.

*Figure 3.23: East End District*





The strong growth pressure on the city can be concentrated in the East End district, with more residential and commercial market to spare. Given the proximity to Mechanicsville and the large redevelopment parcels, future housing should factor in affordability and the student population. New retail should strive for a diversity of products, with attention to basic household goods and services that are needed by the surrounding neighborhoods. A higher-end grocery should be targeted and would be a welcome addition for residents. New offices should cater to professionals and small businesses that support the nearby municipal functions. The proposed projects could provide approximately 150,000 to 200,000 square feet of new commercial space in the district, as well as 150 to 200 new housing units.

### ***Cannery Expansion / Artpark***

The new emphasis on East and West Main as the five-block “heart” of downtown puts a different perspective on the Olde Cannery Arts Center and the historic Lumpkin County Jail. These two buildings are local landmarks and represent the commitment of the community to preserving the past and investing in the city’s cultural future, but they are diminished in symbolic importance by their somewhat obscure sites and unremarkable surroundings. Yet, they occupy roughly the same position and relationship to the Old Courthouse on the east as does Price Hall at NCCSU on the west. This unique circumstance, and the presence of both an underutilized Enota Street and a grassy shoulder on East Main that widens to about 80’ on the east, suggest a much greater role for this offbeat area in the future.

In its new incarnation as an “Artpark” (Figure 3.24), Enota Street and the triangular open space are combined to become a landscaped cultural plaza that foregrounds an expanded and enlivened visual arts center. Enota Street would be closed to vehicles, reduced in width by about one-half, and repaved with brick to become a grand pedestrian walkway fronting the historic buildings. The grassy area would be terraced and improved with decorative plantings. A first phase Olde Cannery expansion would utilize space in the historic Jail; and in the future a new arts center building could be constructed on the adjacent block to the west. Parking would be provided on current surface lots behind the jail and in the existing county complex. These improvements could be combined with a new library or other civic building at Courthouse Hill to form a new “cultural arts campus” for the city, anchoring the east end of Main Street.





### ***Future Library***

The Lumpkin County facilities occupying Courthouse Hill are vital to the success of East End; but even though the 1965 County Courthouse building is an interesting example of modern architecture and its grounds are beautifully landscaped, the balance of the Hill is an informal collection of buildings and parking lots. Given that the county is constructing a new municipal complex on Morrison Moore Parkway, the Hill should, over time, be reorganized and improved to solidify its design relationship to downtown and become more accessible as a major public space. The first step in this process is the construction of a new library building at the eastern end of the “Artpark” described above. The library would be on multiple levels, with entries provided at the Veteran’s Memorial on the Hill and at the end of the pedestrian walk in the Artpark. The building could also be designed as a LEED (energy-efficient) structure, with a south-facing glass wall following the curve of East Main providing daylight to a large reading room, and stacks built into the slope of the



*Figure 3.24: Old Cannery “Artpark” from West*



Hill. Parking would be shared with the other county functions, reducing the need for more impervious surface. The wooden bungalows that currently occupy a portion of the site could be relocated to vacant land along nearby Alma Street.

### ***Memorial Gateway / East End Park***

The intersection of Memorial Drive and East Main Street is essentially the center of East End, and the point where East End’s business district and “Main Street” begins. To mark this gateway, a new pocket park should be carved out of redevelopment parcels on the north and south sides of Memorial. The south parcel, forming a tapered block with Mechanic Street, would contain the bulk of this new East End Park and feature a decorative fountain, seating, and a pedestrian stairway leading to Martin Street and the Mechanicsville neighborhood (Figure 3.25). The park would continue across Memorial on to the current Wachovia Bank property, and form a semi-circular plaza on axis with East Main. The plaza’s design would integrate with a new multistory building to replace the branch bank. The intersection itself should be signalized and improved with pedestrian crosswalks and streetscaping.

### ***East Main Streetscape***

East Main Street becomes East End’s residential row as it proceeds north from the Memorial Drive intersection. Because it is a vital pedestrian link to the Public Square, it should have streetscape improvements along its entire length. These improvements would include parallel parking both sides where possible; a minimum 5’ planting strip; a minimum 6’ sidewalk; and an approximately 10’ supplemental zone at new buildings which are three or more stories in height.

### ***East End Business District***

Scattered strip commercial buildings line Memorial Drive and many are becoming obsolete. With East End accommodating much of downtown’s commercial and mixed-use residential growth, Memorial Drive is well-placed to become the new professional office corridor of the city – particularly because it stretches between the existing county facilities on the west and

*Figure 3.25: Artpark, Library and East End Park*





the new county complex on the east. Future redevelopment should feature two- to three-story buildings pulled up to the sidewalk, with ground-floor retail and upper floor offices. Limited parking could be provided to the rear of the buildings, with shared parking in the adjacent Greenbriar redevelopment and in a head-in format on Memorial Drive. The design character of this development should resemble traditional brick commercial architecture like the Meaders Building or the Price Building on the Public Square, with simplified details to reflect contemporary aesthetic currents (Figure 3.26). Assuming an equal distribution of two-story and three-story buildings, the redevelopment illustrated would provide about 102,000 square feet of retail space and 205,000 square feet of office.

### ***Memorial Drive Streetscape***

Memorial Drive is currently a two-lane collector road with random curbs and swaled shoulders, punctuated by multiple access breaks and no defined character other than a low-density highway commercial strip. It is mandatory that it be reconfigured as a proper urban street if it is to have a catalytic effect on redevelopment of its commercial uses. The streetscape proposes retaining the two lanes of traffic, and expanding the right-of-way to include head-in parking similar to East Main; a minimum 5' planting / furniture zone with regularly-spaced tree wells and decorative lighting; and a minimum 12' sidewalk that provides areas for outdoor dining.

### ***Greenbriar Plaza Redevelopment***

The single most important redevelopment opportunity in the city is the aging Greenbriar Plaza shopping center and the stand-alone big-box buildings behind it facing the bypass. When combined with the large vacant parcel to the north, the redevelopment area totals about 16 acres – but redevelopment is not without its obstacles. The vacant site would require significant re-grading to provide a platform for development. Acquisition of the

*Figure 3.26: Design Character, Memorial Drive*







Figure 3.27: East End Aerial View







operating properties could also be challenging to a master developer. Nevertheless, benefits outweigh disadvantages when factoring in frontage on two main thoroughfares that guarantees excellent access and visibility; curb cuts that are already provided on a GDOT road; and about half the site that could be easily cleared with minimal grading. The opportunity to build both needed affordable housing and welcome basic commercial in one large package is another strong case for redevelopment. Therefore, the redevelopment proposal shows the site roughly divided in half, with the western portion as residential mixed-use and the eastern as mainstream large-format commercial (Figure 3.27).

The mixed-use element consists of two three- to four-story courtyard buildings, pulled up to the East Main right-of-way and holding a limited amount of ground-floor retail at the Stephens Street intersection. The buildings are heavily articulated to reduce their visual mass, and could be designed in the spirit of long-vanished old hotels like that at Porter Springs to the north. The sloping site allows concealed parking beneath the buildings, accessed by an extension of Stephens Street which also connects to the adjacent retail. The mixed-use buildings could provide about 49,300 square feet of retail or restaurant space, and 150 to 200 housing units.

The commercial element features two large-footprint buildings divided by the Stephens Street extension, with about 165 parking spaces easily access from Morrison Moore Parkway. The buildings provide about 130,000 square feet of retail space – 90,000 in the north, and 40,000 in the south - which is capable of handling a grocery like an updated and expanded J&J Food Store or a Trader Joe's or a smaller Publix in addition to several other retail slots. The buildings might be designed to use materials and forms that suggest the district's proximity to the city's mining past, like the stamp-mill influenced Program Center at Camp Glisson, or the industrial silhouettes of the Old Mill District in Bend, Oregon (Figure 3.28). Provision should be made in the development to include a multiuse trail along Morrison More, ideally 12' wide and shaded by continuous tree cover.

*Figure 3.28: Old Mill District Retail, Bend OR*





### ***Stephens Street Pocket Park***

Stephens Street intersects East Main at the center of the major new East End mixed-use residential development. This key location is ideal for a small new pocket park that could be built to take advantage of an adjacent forested area. The pocket park could also be the first phase of a future long-term greenway trail connection to points north and west, such as the reservoir. The future greenway could use any number of street alignments in the north to make its connections.



*Figure 3.29: Reading Room, Swarthmore College*



## *District Four - Highlands*

North Grove Street is the spine of the Highlands district; and even though it curves east to meet Highway 19 about three miles north of downtown, it gives the impression from East Main that it heads directly into the mountains until terminating in the folds of the Blue Ridge. The district is also characterized by rolling topography and forest on its northern edge. This intimacy with the highland landscape drives both the district name and the attitude toward future development, particularly on large projects along North Grove.

The land use and development strategy for the Highlands revolves around two street corridors – North Grove and Hawkins. On North Grove, the strategy focuses on the preservation and rehabilitation of the historic Hillcrest / McKinney House as a new office or administrative center, and the conversion of a large steeply-sloping vacant tract to an active use such as a conference center. On Hawkins, a combination of existing buildings, vacant land and redevelopment targets provides the chance to support commercial activities in the Public Square as well as build back some of the context that has been lost over time.

Like the Historic Neighborhood district to the east, the Highlands open space strategy relies on the natural environment and is associated with both the Hillcrest / McKkinney project and the development of the large vacant parcel that can add to the district's inventory, as can a small open space related to the redevelopment of the Park Street School. Greenways and multiuse trails along Wimpy Mill Road and Hawkins Street establish connections to the larger open space framework in downtown.

The strategy for circulation improvements in the Highlands is a mix of streetscapes on key corridors like North Grove, North Meaders, Hawkins, and Johnson Street, combined with

*Figure 3.30: Dhlonega and the Blue Ridge*





- 4a north grove streetscape
- 4b hillcrest / mckinney redevelopment
- 4c highlands conference center
- 4d west side trail
- 4e park street school site
- 4f meaders / jones streetscape
- 4g mustering ground project
- 4h hawkins street hospitality

the trails described above. Municipal or shared parking facilities are proposed at the Hillcrest project / conference center, and the redevelopment of the rental townhouses on the Mustering Ground site.

The market framework concentrates on the demand for diverse and distinguished hospitality and meeting space, with the main driver being a potential conference center that can address the needs of the College as well as bridge the gap between retreats like Brasstown Valley and more urban facilities in metro Atlanta. Additional market potential for smaller inns could be accommodated in existing historic buildings or new structures in good locations. There is also demand for housing near the

*Figure 3.31: Highlands District*





Public Square, which plays into the land use strategy for sites along or near Hawkins Street. Overall, the hospitality projects could add approximately 100 to 150 new lodging units with 20,000 to 40,000 square feet of conference space, while the residential projects could contribute about 30 lofts and townhouses.

### ***North Grove Streetscape***

North Grove is a crucial pedestrian link to the major projects in the northwest corner of the study area; and as it is the main street of the Highlands District, North Grove Street deserves special attention. It also needs to continue to function as a vehicular artery to points north and west. Fortunately, it has a wide right-of-way and sidewalks in several spots. The gravel shoulder should be replaced with curb-and-gutter so that the overall cartway dimension is reduced slightly. Any additional space can be given over to the pedestrian environment, which should be consistent on both sides. Sidewalks should comply with GDOT requirements and should have a planting strip at the curb to accommodate ornamental trees, signage, and lighting. A tree species that has symbolic connections to the mountains could be chosen to reinforce the district character. Because of the traffic volume, on-street parking is not recommended for North Grove.

### ***Hillcrest / McKinney Redevelopment Project***

The city has made a visible commitment to preserving and invigorating Dahlonega's heritage by purchasing the Hillcrest/McKinney House as a possible site for a new city hall complex. The existing building has a commanding presence at the top of a small hill terminating Johnson Street; and its architecture, though compromised by vinyl siding, false shutters and modern windows, is still monumental and impressive. The house in its current configuration contains approximately 3,000 square feet. Whether rehabilitated and expanded for a new city hall, or otherwise improved for speculative office space or administrative functions connected to North Georgia College, repositioning the Hillcrest property is essential to the

*Figure 3.32: Hillcrest/McKinney House*





success of North Grove and the Highlands district. Approximately 15,000 to 20,000 square feet of space can be accommodated comfortably in a renovated and enlarged facility with dedicated parking and room for landscaped grounds.

The conceptual site plan (Figure 3.33) shows the existing house and a new expansion or annex to the rear with a side entry plaza utilizing the present drive and parking lot. Additional parking spaces are provided behind the annex. In this arrangement, the annex could contain functions that require conventional office environments with capacity for systems furniture, low-energy lighting and air conditioning, and raised floor power and data distribution systems; while the house - restored to its original condition – would provide a setting for more symbolic uses like executive suites, meeting rooms, or legislative chambers. The front lawn of the property should also be improved in its new role as formal open space, preserving the existing mature trees and landscape features like the grape arbor. The redevelopment project could also link to the adjacent property depending on its future use, with the possibility of shared parking and access to Wimpy Mill Road.

### ***Highlands Conference Center***

The desire for a major new conference facility has been raised in stakeholder interviews, Core Team meetings, and in the city's 2025 Comprehensive Plan. It is also a cornerstone of the market strategy for retaining and increasing tourism. Unlike Brasstown Valley or the conference facility at Amicalola Falls State Park, a downtown conference center could offer

*Figure 3.33: Hillcrest project / Conference Center Complex*





the feel of a mountain environment combined with the charm and attractions of the Public Square and the sophistication of the university, all within walking distance – a combination unlike anything else in the state. The conference center could be sited in a number of locations depending on program and development partnerships; the plan proposes it in the Highlands District because of the thematic connection, mountain views, available land, and excellent access.

Figure 3.34 shows the conference center and related grounds on several parcels near the Hillcrest/McKinney property, including a vacant kudzu-covered site that slopes steeply as a “gulch” to Wimpy Mill Road. The conference center building is oriented to take advantage of the mountain views, and is accessed by an existing public street connecting to North Grove. The building itself could resemble the large mountain lodges built in the early 1900s, with a wooden superstructure containing the rooms and common areas placed on a rustic stone base holding the conference space. Ample parking could be provided in a



*Figure 3.34: Conference Center Concept*



surface lot as well as in a deck built into the slope beneath the conference building. The gulch that marks the vacant site is transformed into a series of terraced gardens. Depending on program, the complex could incorporate adjacent buildings as remote guest cottages. These historic homes, currently rental housing, have striking architecture and rustic stone construction that link them visually to the design of the main building (Figure 2.8c).

### ***West Side Trail***

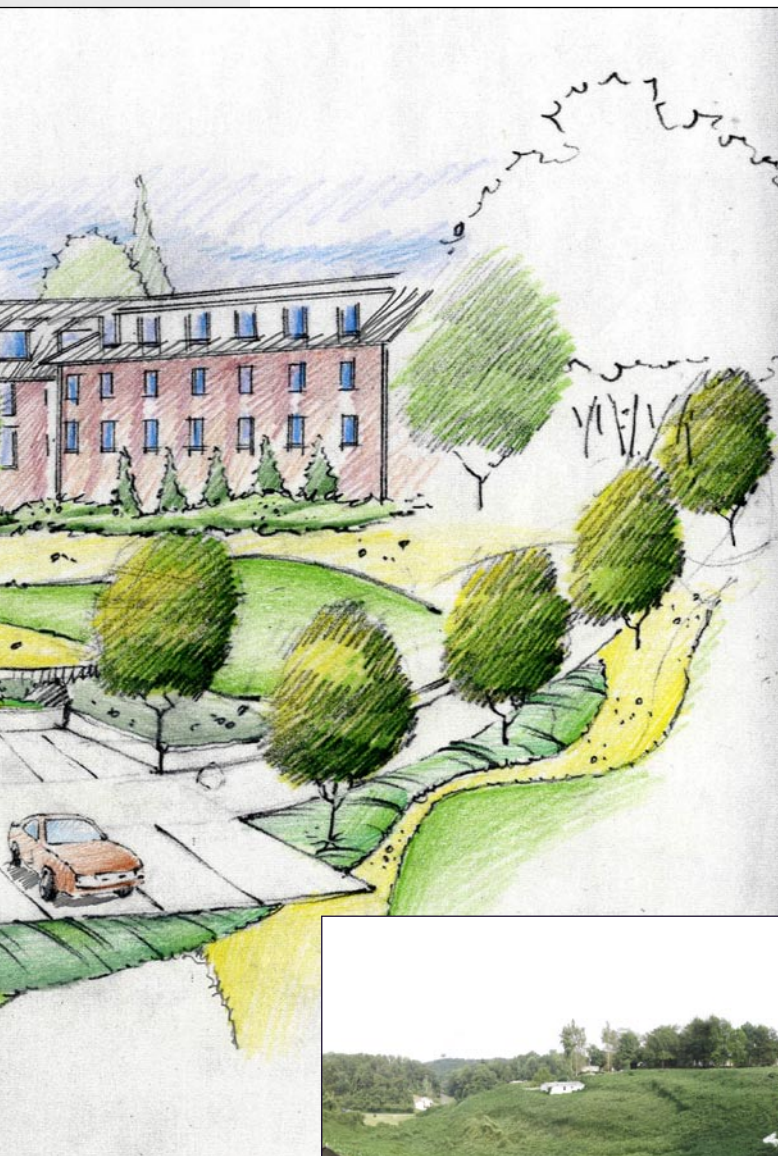
A key component of the open space network for downtown is the West Side greenway / multiuse trail, which links together existing and proposed parks in the study area as well as parks and community facilities further afield. North of North Grove Street the trail follows Wimpy Mill Road to the reservoir, running along the road to the east. The trail would be approximately 12' wide and would run in a greenway that could split from the right-of-way at Yahoola Creek. The east side of Wimpy Mill is generally favorable to a greenway, with sufficient width and few intervening properties. At North Grove, the trail would

shift over to the north side of Hawkins Street and utilize either the existing on-street parking bay or a portion of the bay and the existing sidewalk. Hawkins Street is a candidate for conversion to two-way traffic and would likely lose its on-street parking to provide sufficient room for the travel lanes and the trail, which could be reduced to 10' wide. The trail would run west until just past the Baptist Church parking lot, where it would link to another greenway running through the University Heights linear park.

### ***North Park Street School Site***

The 2.5-acre site of the Dahlonge Graded School is a significant redevelopment opportunity for downtown because of its relatively large size, city ownership, and proximity to the Public Square and Hancock Park. The site is vacant except for a small 1950s annex building that was connected to the now-demolished school by a canopied walkway (still present - see Figure 3.35a). It is also terraced into two roughly flat sections – an upper one which holds the annex and parking, and a smaller lower one. The annex is currently being leased by North Georgia College for studio space. Depending on city priorities and market conditions, the site could be improved in a number of different ways in the future. Local arts groups are flourishing and seeking additional space, which could be accommodated at the

Park Street School site. Another option is to dispose of the site for single-family housing, which could be a mixture of townhouses on the upper portion of the site, and detached homes on the lower. A third option could be loft condominium housing using a renovated annex and a new building reconstructed in the image of the old school (Figure 3.35a). Since the current lease provides a bit of breathing





room for redevelopment plans, the city should re-assess the property after a space needs analysis for the new city hall is complete, and ideally after a cultural facilities plan is created that takes into consideration the future of the Holly Theater, local arts groups and the instructional needs of North Georgia College.

### ***Meaders / Jones Streetscape***

North Park Street and Jones Street combine to form the most direct pedestrian route between the Public Square and the Hillcrest / McKinney redevelopment project, as well as the potential location of the downtown conference center. North Park is also a key pedestrian connection to the school site and festival area discussed above. For these reasons, a consistent package of sidewalk improvements, landscaping and wayfinding signage should be implemented to encourage pedestrians to walk between the Square and these community and commercial uses. On North Park, existing sidewalks can be supplemented with street trees and lighting, and new sidewalks installed where absent. Jones Street requires sidewalks and furnishings on both sides, as well as curb-and-gutter to replace the existing swales.

*Figure 3.35a,b: Historic North Park Street School, Mountain Inn*





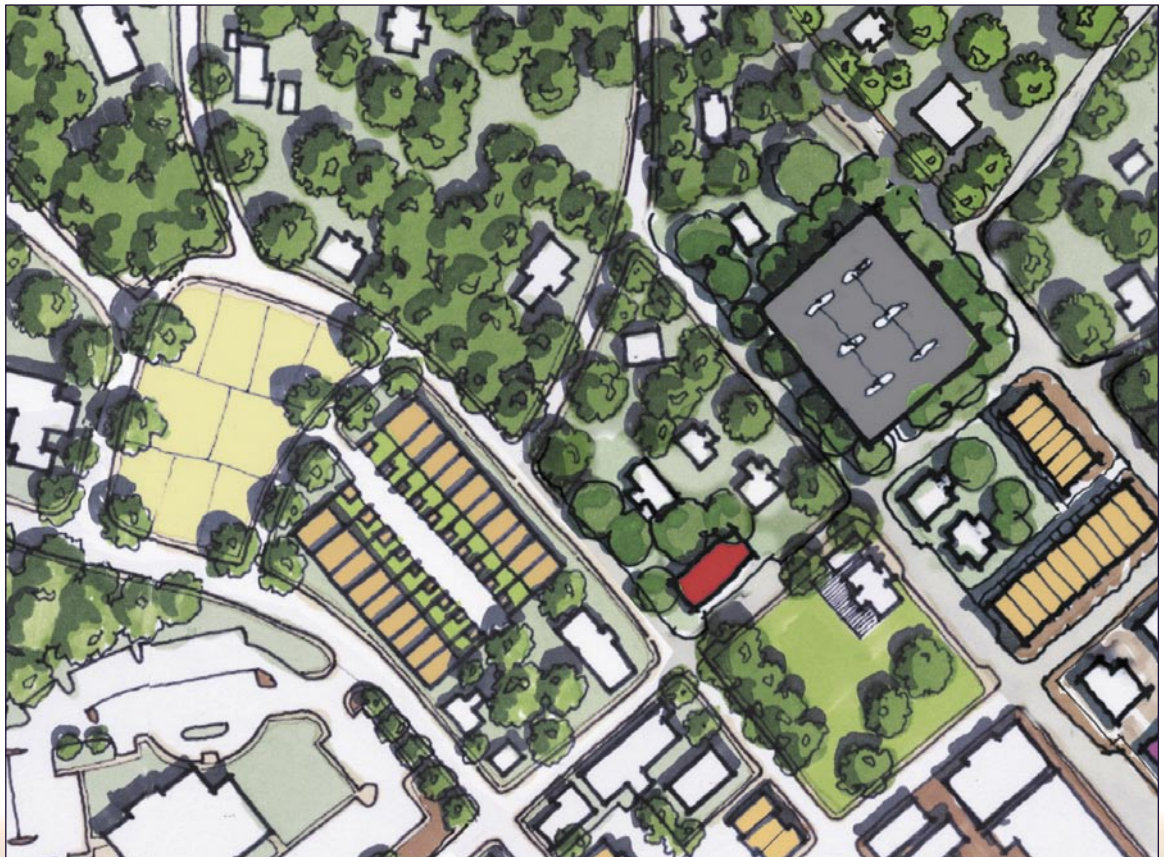
### ***Mustering Ground Project***

The Civil War Mustering Ground is a historic site located on the north side of Hawkins Street between North Meaders and North Grove. It was an open field where troops were called up for the Civil War, and is commemorated by a state Historic Commission marker on North Grove. The current rental townhouses were built in the 1980s. The site occupies almost an entire downtown block and is positioned on the edge of the Public Square district near two of the potential city hall sites, making it highly strategic for municipal parking. While the existing use is viable and in good condition, the long-term use of the site could be intensified by redevelopment as a residential condo building combined with additional parking capacity to address the municipal program. The lower floors – the parking component - could be partially recessed into the sloping topography to minimize exposure; while the upper floors could be terraced back to provide outdoor living space with superlative views of the mountains and downtown. A “green” roof would recall the presence of the Mustering Ground as well as provide common space for residents.

### ***Hawkins Street Hospitality***

A set of stone stairs, two gateposts and low wall are all that remains of the Mountain Inn or Zimmer’s Lodge (Figure 3.35b) that once was a commanding presence over Hawkins Street and Hancock Park. Though the Mountain Inn is long gone, most of its site is vacant and could be redeveloped as a smaller, more intimate hotel or inn that complements the small scale and forms of the nearby Littlefield Cottage and Storehouse. The grand but neglected J. D. Higgins House at 74 North Grove could also be renovated and repositioned as a historic inn, adding diversity to Dahlenega’s lodging inventory and reinforcing the landmark aspects of the Hawkins Street corridor.

*Figure 3.36: Hawkins Street Projects*





## *District Five - University Heights*

In addition to the City's history and heritage, another unique characteristic that sets Dahlonega apart from other places is its rolling topography. This is seen prominently in the study area's western portion. The University Heights district extends from West Morrison Moore Parkway in the south up to Happy Hollow Road in the north. It includes all the land north of the NGCSU campus and extends to West Main Street, College Lane and North Chestatee Street to the east, stopping just short of the City's historic downtown core. The land in this area lies vastly undeveloped and is heavily forested. There is a perennial stream flowing parallel to Happy Hollow Road, toward the north of the district. The slopes of the land are steep making this the largest obstacle to overcome for the future development of this area.

The number of parcels within this district is few, each one covering a large area. While most of these are zoned for single family residential, those closer to the bypass allow for townhouses and duplexes while those immediately north of the college campus are zoned for multi-family housing. A Planned Unit Development district is located between the multi-family housing, close to Vickery Drive, and serves as a transition between the low density residential area and the extended historic core. This is developed with townhouses and would turn into a redevelopment opportunity when the property starts aging with the passage of time. The largest parcel covering 16-acres is currently vacant and offers an opportunity for future development. The remaining large parcels varying between 3-acres and 11-acres in size have single residential units built on them and are therefore underutilized. While all of them are occupied, most are in standard condition and require only minimal

*Figure 3.37: Campus Space - Agnes Scott College*





- 5a performing arts corridor
- 5b forest park
- 5c university heights neighborhood
- 5d faculty village
- 5e west side trail
- 5f university heights town center

repairs but those closer to the bypass have been neglected and require more attention and care. These large parcels also offer good redevelopment opportunities.

Land use strategies within the district aim to intensify residential development through the redevelopment of the large parcels of land. The intent is to design and build a sustainable neighborhood along the steep contours of the properties. A mixed-use development with opportunities for commercial uses is planned along West Morrison Moore Parkway and across from the future university development of Radar Ridge that lies south of the parkway. Proximity to the university campus is taken advantage of by providing a residential village around Vickery Drive

*Figure 3.38: University Heights District*





to serve the student and faculty population. The creation of these neighborhoods within this district increases the housing stock within the downtown area of the City. They offer a different variety in housing types than that provided by the neighborhoods within the East End district of the study area. The district provides an opportunity to experience in-town living, close to the heart of the City that includes accessibility to amenities and community facilities within walking distance and at the same time allows for the experience of living in a suburban type of neighborhood setting. As in the rest of the City, this district too takes into consideration the preservation of historic properties like the Vickery House along West Main Street, and aims to showcase these structures by being sensitive with the placement and design of the surrounding new residences. The Dahlonga Baptist Church is also part of this district and is an important institutional building that caters to the community. This building utilizes part of a large parcel of land the balance of which can be used as park space for the community.

Considering that this district has the most amount of undeveloped, forested land, it becomes crucial to maintain as much of the tree cover as possible. The requirements for open space are met through various strategies. The primary one involves the creation of a linear park with an amenities center along the stream and through the University Heights neighborhood. This would include the addition of a trail that is part of the City's trail network that helps to increase connectivity between the various districts. Additional pocket parks are created at separate locations internal to the neighborhood development. A new community amphitheatre is planned at the intersection of Hawkins and Church streets, the intent of which is to enhance and anchor the performing arts corridor.

For the most part, a new roadway system would be required when developing the neighborhoods. This network, provided as part of the private-sector development, would

*Figure 3.39: University Heights Neighborhood Character*





serve in connecting the residential areas to the City's downtown, to the NGCSU campus and to other surrounding neighborhoods that lie just outside the study area. These streets would meet the requirements for pedestrian use, with sufficient stop sign, crosswalks, landscaping, street furniture and street lights. North Chestatee Street that forms one edge of the district would also benefit from improved streetscaping so as to complete visual and physical links to the core. All new development needs to take into consideration parking strategies and while individual residential units cater to their individual needs, parking requirements for the amphitheatre would be met by sharing space with the church's existing parking facilities. This would optimize the use of the land dedicated for parking and would prevent additional land from being razed to create unsightly parking lots. The same could be achieved if multi-family housing around Vickery Drive is targeted toward the university students.

Market trends for Dahlonega indicate a strong market for residential development and part of this is captured by the University Heights district. This neighborhood has an ideal environment to sustain an upscale, sustainable neighborhood whose biggest draws would be the undulating topography and the proximity to downtown Dahlonega. This proximity would also help support a community facility like the amphitheatre that would be easily accessible to the residents of these neighborhoods and to the tourists who frequent the historic square. The market would also support limited opportunities for retail along West Morrison Moore Parkway. These would primarily cater to the needs of the neighborhood population rather than serve as regional destination retail. Under the proposed design, the market potential would include the development of 100-120 single family detached units, 60-80 single family attached townhouses, 150-200 multi-family units and 30,000-50,000 square feet of commercial space.

*Figure 3.40: University Heights Neighborhood Center*





## ***Performing Arts Corridor***

While the Cannery Arts Center with its expansion and Artpark forms the visual arts corridor along East Main Street, the performing arts corridor starts at the Holly Theatre along West Main Street, goes further west to the grand entrance lawn of the NGCSU campus and Price Hall, and then turns north on to Church Street to end at the proposed amphitheatre that lies along Hawkins Street. This amphitheatre is the focus of one end of the corridor and is ideally situated in proximity to neighborhoods and parking facilities so as to serve the local community as well as the visitors to the city. It helps to expand the public square as it becomes an additional attraction that draws people to it which in turn also increases the importance of the Hawkins Street Historic District and the uses within it. The development of this corridor would not only involve the construction of the amphitheatre but would also require streetscaping to be carried out along West Main and Church streets. This would incorporate sidewalks along both sides of the streets, with landscaping, street furniture, lights and relevant signage. This amphitheatre is proposed to blend in with the natural topography and character of the area. The tiers are laid out with manicured grass and granite curbs that radiate out from a central stage. The theatre is buffered from surrounding areas by existing trees. It shares parking space with the Dahlonga Baptist Church and also connects to Forest Park and the city's trail system through the open space offered along the back of the amphitheatre.

## ***Forest Park***

Forest Park is one of the answers to the city's desire for more community open space. It is a linear park proposed parallel to the perennial stream that runs through the University Heights district, close to Happy Hollow Road. This neighborhood and community amenity is designed to follow and preserve the existing topography and the trees. The trees also

*Figure 3.41: Church Street Amphitheater*



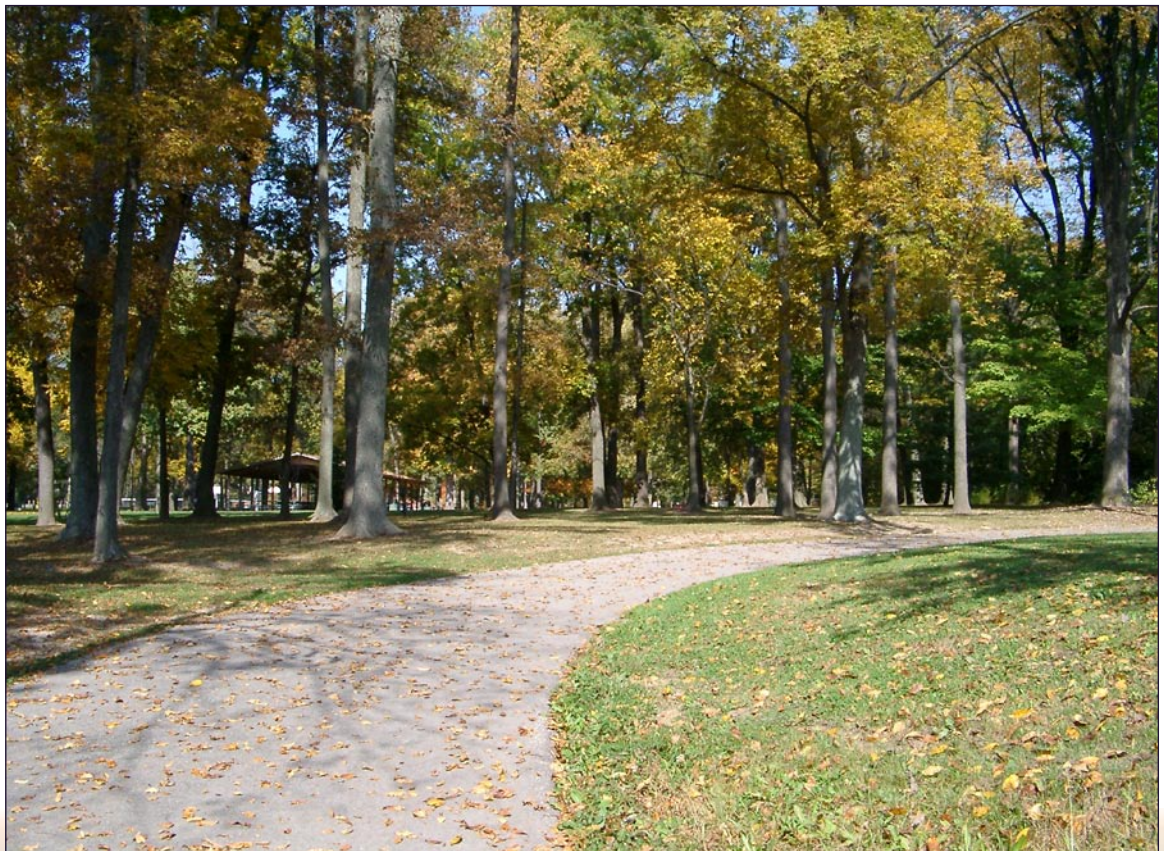


form a buffer from the surrounding single family residences. A relatively flat portion of land is available to build an amenity's center for the community with a pool and tennis courts and it would form a visual connection with the linear pocket park proposed for the faculty and student housing. This park is very accessible not only to the surrounding residents but also to the rest of the city through the West Side Trail that runs through the park and connects to the rest of the city.

### ***University Heights Neighborhood***

The development of this neighborhood offers increased housing options for residents to live close to the city's historic downtown and at the same time enjoy the seclusion offered by the natural environment. This area is characterized by steep contours and these will play an important role in the number and layout of the housing units. Current market projections see 100 to 120 single family units being built, but a careful study of the geography is required to determine this feasibility. The neighborhood is envisioned to set an example of upscale housing that unites with ecologically sound sustainable principles in the area. Preservation of the topography is valued and houses and streets are designed to follow the contour lines which could result in a unique architecture for this area that involves the use of stilts. Houses would be laid out on a network of streets that connect to surrounding neighborhoods and the downtown thus encouraging walking and instilling a sense of community through increased opportunities for interaction. The units themselves would be built to meet standards set by LEED or the Earth Craft Housing Program and would involve the use of resource efficient building materials and systems, they would incorporate water conservation into the design and the units would be energy efficient, making use of the environment to their advantage. The neighborhood, a combination of single family units and townhouses would be an extension of the Hawkins Street historic neighborhood on the east. Single family lots would continue the character of Happy Hollow Road while

*Figure 3.42: Linear Forest Park*





townhouses would serve as a transition between the single family units and the university village as well as between the heavy trafficked bypass. The neighborhood would also be served by a series of pocket parks and by streets that have been streetscaped and are safe for pedestrians to walk along.

### ***Faculty Village***

The faculty village is located around Vickery Drive within the University Heights neighborhood and serves as a transition between the university campus on the south. This proposed development will be a possibility only when the present properties that provide housing for the students deteriorate with time. Some of Dahlonge’s historic buildings lie along West Main Street, close to Vickery Drive and the importance of their preservation and that of their surroundings is identified through the proposed single family, faculty oriented housing that surrounds them so as to continue the maintenance of the existing character. Townhouses closer to Forest Park also provide faculty with housing options while the central multi-family housing units are ideal for the student population. By targeting this housing for university uses, there is an option to reduce parking spaces and hence encourage the conservation of open space and trees. Internal open spaces are provided by linear quad spaces that align with Forest Park and its amenity’s center which is accessible to these residents. The street network through this area is well laid out so as to connect to the surrounding neighborhoods, the campus and with downtown Dahlonge.

### ***West Side Trail***

This trail is located within the University Heights neighborhood and it runs along the entire length of Forest Park. It forms one part of a city-wide trail system and connects to the trail along Hawkins Street that extends through downtown and connects to Hancock Park on

*Figure 3.43: Greenway Trail*





the east. On the west, the trail turns south along one of the new neighborhood streets and connects to West Morrison Moore Parkway where it joins with the trail that runs along the bypass. This trail network gives the community an alternative way to move around the city without having to use automobiles.

### ***University Heights Town Center***

This development is located immediately west of the university and along West Morrison Moore Parkway whose heavy traffic flow is appropriate for profitable commercial uses. This town center is a mixed use development of commercial and residential uses in buildings that are two to three stories tall. It is the entrance to the University Heights neighborhood from the bypass and this gateway is characterized by a central open space around which the buildings are placed. Parking is made available along the rear of the buildings and the development is screened from the university by trees. The retail services cater to neighborhood requirements including the Radar Ridge development that is proposed across the bypass. Additional exposure to the property is offered by the proximity of the city's trail network.

*Figure 3.44: Town Center, Vermillion Village, Huntersville NC*





## *District Six - North Georgia College*

North Georgia College and State University has been a stately counterpart to downtown Dahlonega since it was founded in 1873. With an enrollment goal of 6,000 students in the near future, it is major contributor to Dahlonega's economy; and its military traditions are part of the cultural identity of the city. The campus is a good neighbor to the Public Square, with few "town and gown" issues to color the relationship between the city and the College. Yet, the campus is expanding, and the delicate balance between town and gown must be aggressively maintained so that both the College and the city can prosper equally.

The character of the campus is conveyed through a few landmark buildings and public spaces. Foremost is the historic entry lawn and gate, which is shaded by old oaks and slopes gently up to Price Hall. The lawn is not intended to be occupied as a park, but as the signature formal landscape within a few blocks of the Public Square, it feels one with the city and gives it a sense of timelessness and dignity that belies its modest size. The lawn also acts as a foreground to Price Hall, the oldest building on campus and the architectural equivalent to the historic Lumpkin County Courthouse. The gold-clad steeple of Price Hall is visible from many points around the city, and is especially striking against the backdrop of the Blue Ridge when viewed from the east. The fact that it shares the distinction of Dahlonega gilding only with the State Capital in Atlanta adds to its mystique. The ceremonial Drill Field and the historic buildings framing it solidify the image of the campus as a classic university environment, on par with some of the cloistered spaces of old Ivy League schools.

The land use and development strategy is dependent on the outcome of the campus master plan process that is about to begin. From the perspective of the recommendations of this

*Figure 3.45: Price Hall and Historic Entry Lawn*





- 6a historic entry improvements
- 6b recdec
- 6c library technology center
- 6d future convocation center
- 6e west main streetscape
- 6f west campus quad
- 6g morrison moore multiuse trail
- 6h campus master plan

master plan, however, the campus plan should take into consideration the intensification of the South Chestatee frontage with multistory buildings that have “below-grade” parking and pedestrian access from the street frontage. Building an access street parallel to South Chestatee behind these future buildings is a goal of the university, and would be beneficial for the city in terms of reducing traffic and providing another route to the Rec Dec. The campus plan should also consider the implications of the University Heights district plan, especially the idea of a faculty village and square and its connections to the upper quad. Finally, the West Main corridor should be reinforced as the ceremonial axis of the College, with utmost emphasis on preservation and restoration of historic buildings.

*Figure 3.46: College District*





Open space strategies are more limited, but revolve mainly around landscape enhancements to the entry lawn, gateway treatments at West Main and Morrison Moore Parkway, and the internal quads that may be part of the expansion plan. It is important, however, to consider the entry lawn as part of the series of signature open spaces along East and West Main that include the grounds of the Old Courthouse, the Artpark, and the East End Gateway.

Likewise, circulation will be a subject of the campus plan process, but attention should be paid to designing a streetscape along West Main that blends with the proportions, materials and details of those elsewhere in downtown. The plan should also be coordinated with the streetscape recommended for South Chestate Street. The greenway trail paralleling Morrison Moore Parkway is an important multimodal route between the south end of University Heights and the districts north of campus; it can also be a major pedestrian route for internal campus connectivity and should be represented in the campus plan. Finally, the network of new streets extending the west campus into University Heights should be explored as part of the design of the upper quad area, especially since linkages to Happy Hollow Road are a campus goal.

Retail and housing are the two market growth areas associated with the university, although there is limited room to accommodate this on the immediate campus. The university intends to build enough student housing over the next five to ten years to meet the demands of a target population of 6,000 - some on sites in the southern portion of the campus, and some on a new development on Radar Ridge. The university is also interested in diversifying the Radar Ridge housing program to possibly include single-family detached homes or townhouses for alumni. Faculty housing is also needed, and has been discussed as part of the University Heights district. The campus plan process should consider the implications of the market analysis included in this study; once complete, the city should also evaluate the market and development implications of the campus master plan on the downtown area.

*Figure 3.47: Campus Entry Lawn Improvement Schematic Plan*





### ***Historic Entry Lawn Improvements***

The College is in the process of planning landscape improvements to the historic entry lawn that would accommodate access drives for the RecDec west entry and deliveries to the Hoag Student Center. The conceptual plan, shown in Figure 3.3, relocates the 1950s brick gateway to make room for the access drives and a wide median, while preserving the existing building at the end of West Main Street.

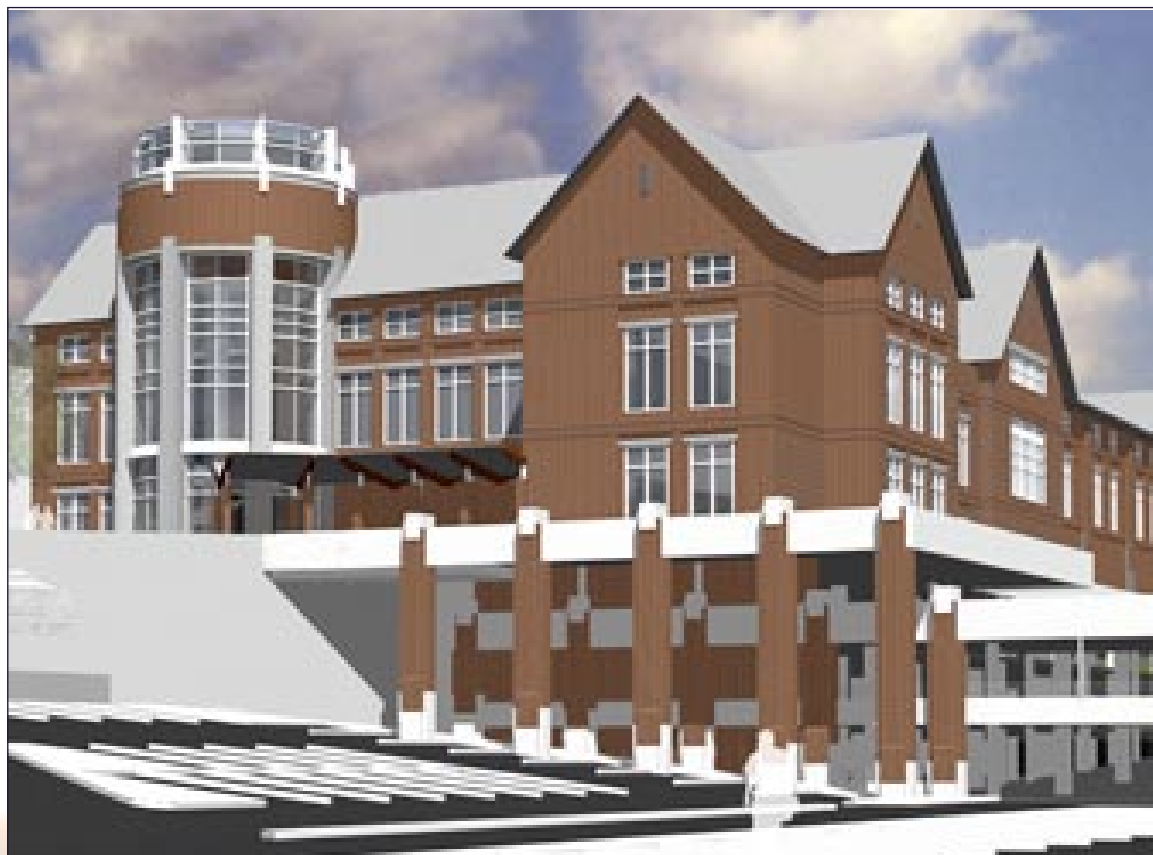
### ***Rec Dec***

The new \$24 million Recreation Building and Parking Deck (Figure 3.48) is the latest addition to NGCSU's impressive facilities program. The Rec Dec is a multiuse structure that contains a three-level parking deck as a base, topped by a 57,000 square foot recreation building that will contain basketball courts and an indoor track. The parking deck will provide 586 spaces with evening and weekend pay-per-use availability for the general public. The building is scheduled to open in the fall of 2008.

### ***Library Technology Center***

This building is one of the new additions to the campus program. Built close to the campus edge toward South Chestatee Street, this \$24 million building is located in proximity to the existing Stewart Library. It is scheduled to open in the summer of 2008. This modern, three storied glass and brick building is three times the size of the current library and will house additional library facilities along with state-of-the-art educational technology services.

*Figure 3.48: Rec Dec Concept Drawing*





### ***Future Convocation Center***

Future campus plans call for the construction of a major convocation center in the vicinity of the existing Alumni Center. The Convocation Center would have vehicular access from Alumni Drive and Morrison Moore Parkway, and would utilize the surface parking lots south of the Alumni Center as parking and building area. The conceptual plan and siting of the building will be included in the campus master plan effort.

### ***West Main Streetscape***

Just as East Main is the central artery of East End, so is West Main the major symbolic avenue of the campus. Lined with landmark historic buildings, West Main is a superb and stately street over portions of its route; although it lacks design consistency from end to end. The proposed West Main streetscape would blend pedestrian elements elsewhere in downtown with materials and details evocative of the campus and its architecture. Sidewalks should be a minimum of 6' wide, with minimum 8' planting strip with regularly-spaced shade trees. On-street parking should be provided where feasible. Sidewalk detailing should include brick pavers, and interpretive signage or plaques discussing the history of the campus and its buildings at appropriate places. The streetscape improvements should also include gateway signage and landscaping at the Morrison Moore Parkway intersection.

### ***West Campus Quad***

This formal open space creates a celebratory access and connection between the Sanford Residence Hall and the Health and Natural Science Building just off of West Main Street. Future plans for the campus envision this quad to be surrounded by additional institutional buildings. This green space lies on axis with the drill field on the east and should also provide a connection to the faculty village located in the University Heights District on the west.

*Figure 3.49: New Campus Library Construction Photo*





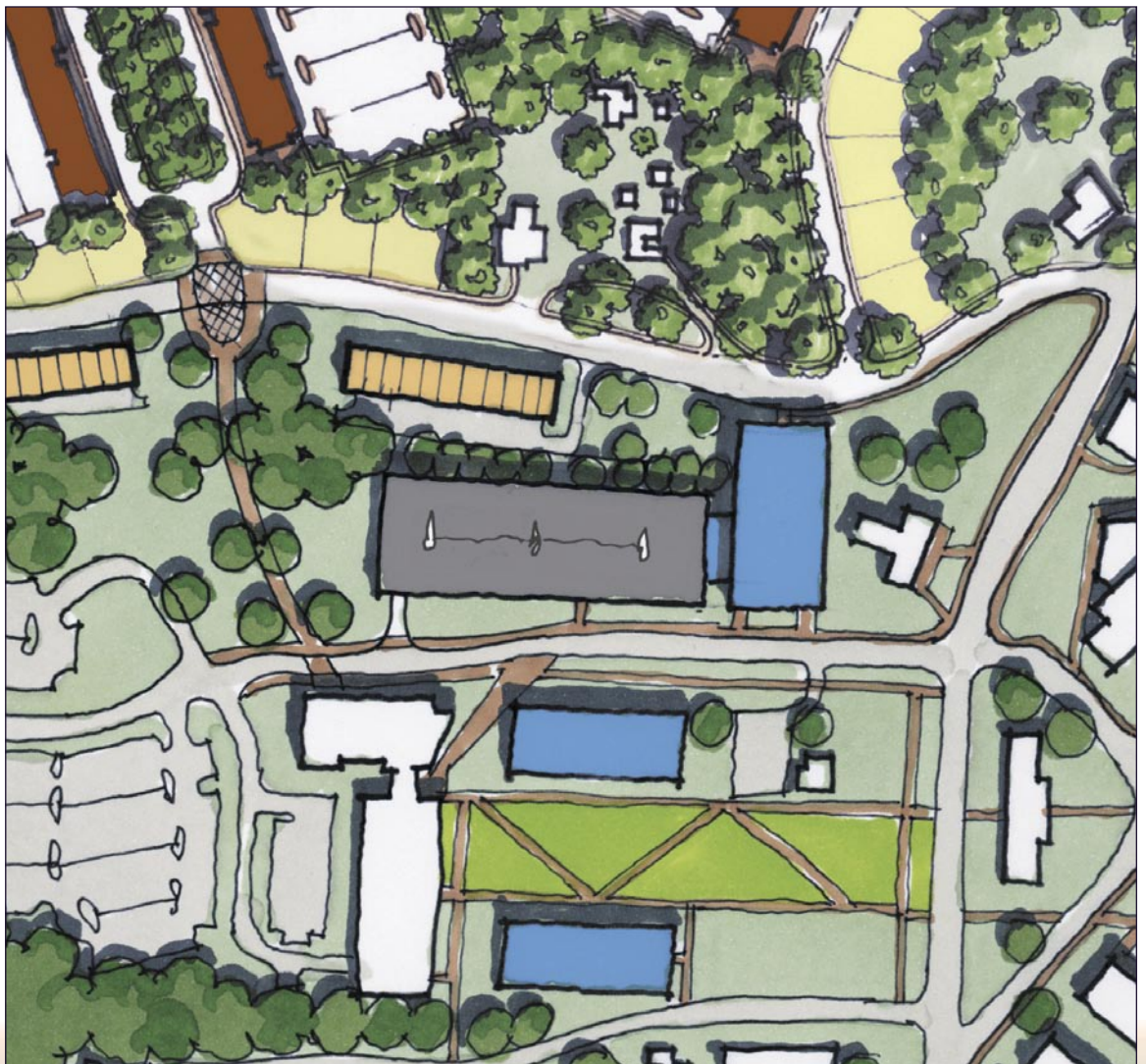
### ***Morrison Moore Multiuse Trail***

This portion of the trail is part of the city's larger trail network. It runs along West Morrison Moore Parkway connecting to the expansion of Madeline Anthony Park at the South Chestatee gateway on the east and meets West Main Street at the city's western gateway on the west.

### ***Campus Master Plan***

North Georgia College is currently undertaking a comprehensive master plan process for the entire campus. The College was a participant in this effort, and several of their initiatives are represented in this plan. While the campus master plan will undoubtedly add another dimension to the downtown master plan, every attempt should be made to coordinate the two and ensure that recommendations do not conflict but instead create opportunities for further partnerships between the College and the city. Particular attention should be given to the South Chestatee corridor and the west campus interface with University Heights.

*Figure 3.50: Upper Quad / Faculty Village Connection*





## *The Illustrative Plan*

The six districts and multitude of projects come together in a comprehensive illustrative master plan for downtown. With its emphasis on stewardship of the existing historic context, the Illustrative Plan maintains the small scale of over one hundred years of incremental development while invigorating large areas of strip commercial and vacant land with new housing, walkable streets, and public gathering spaces. Equally important, the natural landscape and forest environment has been preserved in the shady east side neighborhoods, and transformed into a chain of gardens and glades bracketing downtown's western edge. The College, a fundamental part of Dahlonge's identity, has been drawn in closer to the old center while retaining the potential for a dynamic new "intellectual village" along Vickery Drive. Yet, this strong institutional presence is balanced by a wealth of new retail – both local-serving and specialty – and the rooftops to ensure success.

The vitality embedded in the Illustrative Plan is the result of a happy fusion of a committed leadership team, a remarkable physical setting, a potent history, and an exceptional group of stakeholders that inspired the process with their enthusiasm and insights. The Plan strives to capture the best of the city expressed in that vitality and move it forward. Like the Worley Homestead, or the Crimson Moon Cafe, or the other beautiful reminders of downtown's unique place in Georgia, the Plan reaches for the best possible for the city's future.

*Figure 3.51: Worley Homestead*





Figure 5.2: Dahlonega Downtown Illustrative Plan

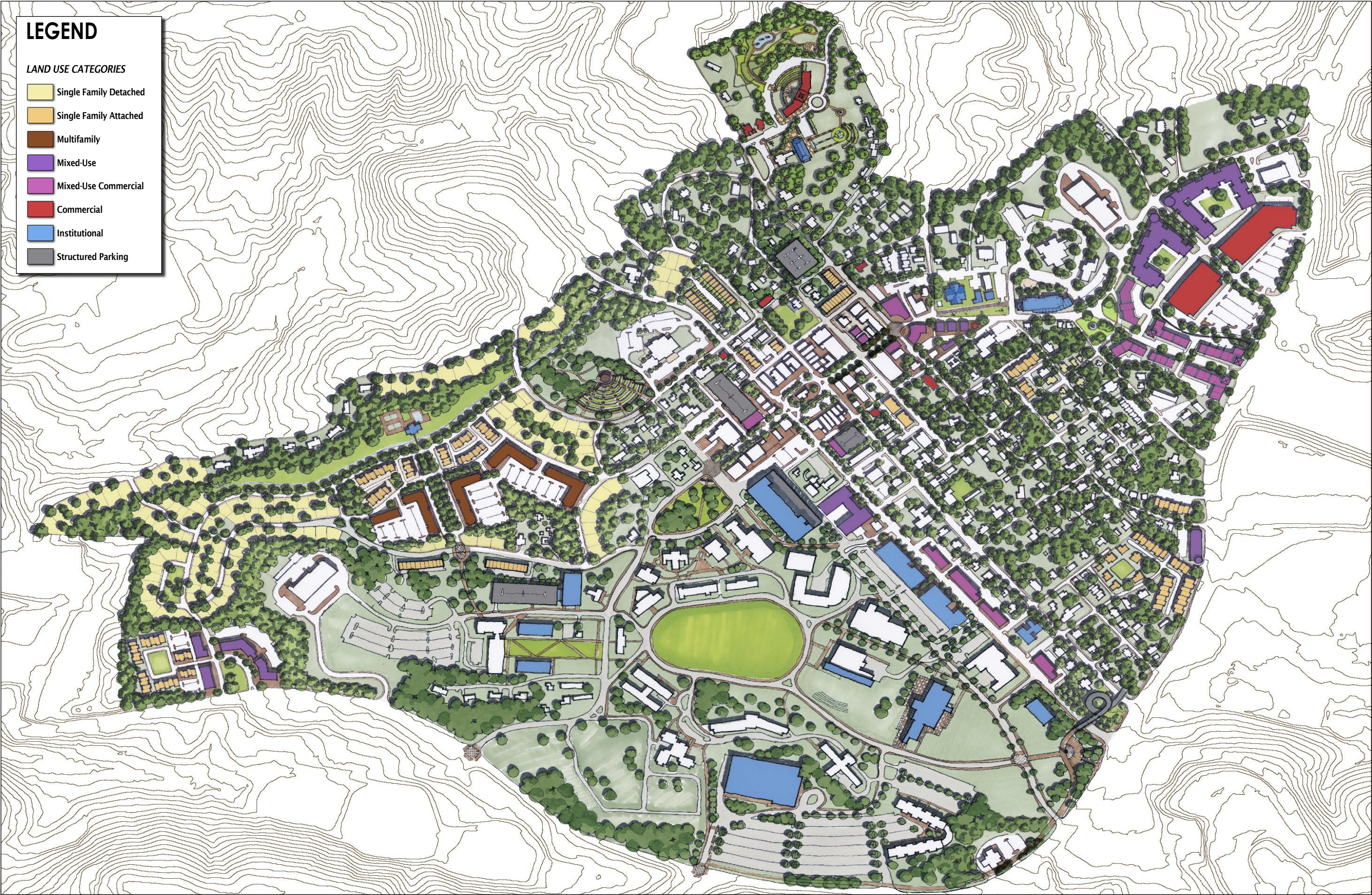










Figure 5.3: Dahlonega Downtown Master Plan

	HISTORIC CORE / CHESTATEE	PARK STREET / SOUTH GROVE	CANNERY / EAST END	HIGHLANDS	UNIVERSITY HEIGHTS	NORTH GEORGIA COLLEGE
SAMPLE DESIGN CHARACTER						
LAND USE & DEVELOPMENT STRATEGIES	<ul style="list-style-type: none"><li>• Expand downtown core with mixed-use infill development / redevelopment (primary focus on Main Street)</li><li>• Infill development / redevelopment along South Chestatee to strengthen gateway</li><li>• Heavy focus on historic preservation</li><li>• Heavy focus on historic compatibility for new development (2-3 stories maximum)</li></ul>	<ul style="list-style-type: none"><li>• Preserve district as an intown neighborhood</li><li>• Limited compatible infill development/ redevelopment - larger buildings along Park Street, smaller buildings on other streets</li><li>• Preserve historic large lot subdivision pattern</li><li>• Heavy focus on historic preservation (new district)</li><li>• Heavy focus on historic compatibility for new development (1-2 stories maximum)</li></ul>	<ul style="list-style-type: none"><li>• Redevelopment and intensification of east side of downtown</li><li>• New medium-density mixed-use development on northeast side of East Main Street (3-4 stories) - residential over limited retail</li><li>• New civic core including county offices (existing), new library, and enhanced visual arts campus (1-2 stories)</li><li>• Intensification of Memorial Drive as a "main street" experience (primarily office mixed-use)</li></ul>	<ul style="list-style-type: none"><li>• New municipal center at McKinney property (adaptive reuse of historic house)</li><li>• New conference center / retreat with lodging (incorporating existing stone houses)</li><li>• Infill single-family attached, detached housing at Park Street School site</li><li>• New small inn across from Community House</li></ul>	<ul style="list-style-type: none"><li>• New west side neighborhood</li><li>• Greenfield development of upscale "sustainable" neighborhood with a mix of small-lot single-family, larger-lot single-family and townhomes</li><li>• Small mixed-use center at Morrison Moore</li><li>• Potential longer-term redevelopment of existing student apartments for denser residential village (university-related student and faculty housing)</li></ul>	<ul style="list-style-type: none"><li>• Intensification of existing university-related uses potentially including: new student / faculty housing, classrooms, research labs, administration, etc. (campus plan update pending)</li></ul>
OPEN SPACE STRATEGIES	<ul style="list-style-type: none"><li>• Expand / enhance Hancock Park</li><li>• Landscape enhancements on surface parking lots - ability to occupy surface lots for special events</li><li>• Gateway enhancements at Grove / East Main, Church / West Main, and South Chestatee / Morrison Moore Parkway</li></ul>	<ul style="list-style-type: none"><li>• Preserve and enhance the "large lawn" feeling of front yards along Park Street</li><li>• New greenway trail along Morrison Moore Parkway</li></ul>	<ul style="list-style-type: none"><li>• New pocket park at Memorial Drive / East Main Street / Mechanic Street intersection</li><li>• New triangular "Artpark" along East Main Street (between Hill Street and Goudlock Street)</li><li>• New greenway trails along Morrison Moore Parkway, Stephens Street (connecting to Wimpy Mill)</li><li>• Gateway enhancements at East Main / Morrison Moore Parkway</li></ul>	<ul style="list-style-type: none"><li>• New greenway trail along Wimpy Mill and Hawkins Street (connects reservoir, Hancock Park, new amphitheatre and new Forest Park),</li><li>• Large front lawn preserved at municipal complex</li></ul>	<ul style="list-style-type: none"><li>• Conservation of natural tree cover and creek formalized as "Forest Park", residential amenity center</li><li>• New pocket parks internal to neighborhood development</li><li>• New community amphitheatre at the edge of downtown core</li><li>• New greenway trail</li><li>• New quad for multifamily housing (opens to creekside park and amenity center)</li></ul>	<ul style="list-style-type: none"><li>• Landscape enhancements to historic entry lawn / gate at West Main Street</li><li>• Gateway enhancements at West Main / Morrison Moore Parkway</li><li>• Potential additional small "quads" internal to campus</li></ul>
CIRCULATION & TRANSPORTATION STRATEGIES	<ul style="list-style-type: none"><li>• Primary streetscaping on Main Street East, West</li><li>• Secondary streetscaping on South Chestatee</li><li>• 4 new parking decks - 2 municipal, 2 shared with Methodist Church, College (underway)</li><li>• Expanded on-street parking (combination of parallel and angled)</li><li>• Preserve existing downtown street grid; one-way to two-way street conversions</li></ul>	<ul style="list-style-type: none"><li>• Secondary streetscaping on Park Street</li><li>• Secondary streetscaping on Grove Street / Riley Road</li><li>• Preserve existing small block street grid</li><li>• Construct limited new streets to complete street grid (where feasible)</li></ul>	<ul style="list-style-type: none"><li>• Primary streetscaping on East Main Street</li><li>• Secondary streetscaping on Memorial Drive</li><li>• New angled / perpendicular on-street parking on Memorial</li><li>• Shared parking for new civic uses and existing county complex</li><li>• New mid-block street in area bounded by East Main, Morrison Moore and Memorial</li></ul>	<ul style="list-style-type: none"><li>• Primary streetscaping along North Grove Street</li><li>• Secondary streetscaping along North Chestatee Street and Park / Jones streets</li><li>• Preserve existing downtown street grid; one-way to two-way street conversions</li></ul>	<ul style="list-style-type: none"><li>• New roadway system for neighborhood development (connects into downtown core, university and adjacent neighborhood to the north)</li><li>• Secondary streetscaping on North Chestatee Street</li><li>• Potential shared parking between new amphitheatre and existing church</li><li>• Potential parking reductions if new multifamily housing is oriented to students</li></ul>	<ul style="list-style-type: none"><li>• Primary streetscaping on West Main Street</li><li>• New sidewalks internal to campus</li><li>• Potential new roadway connections to University Heights neighborhood</li></ul>
MARKET PERSPECTIVE	<ul style="list-style-type: none"><li>• Strong market for retail / commercial including: university-oriented, tourist-related, and hospitality uses</li><li>• Some opportunities for mixed-use / loft housing projects</li><li>• Opportunities for small inns / B&amp;Bs</li><li>• <b>DEVELOPMENT TARGETS:</b> 100,000 square feet of commercial (net new) 120 housing units (net new)</li></ul>	<ul style="list-style-type: none"><li>• Limited opportunities for infill single-family detached (interior)</li><li>• Limited opportunities for single-family attached (along Main Street and Morrison Moore Parkway)</li><li>• <b>DEVELOPMENT TARGETS:</b> 5-10 infill single-family detached units 50-70 infill single-family attached units</li></ul>	<ul style="list-style-type: none"><li>• Strong market for new mixed-use housing, office and highway commercial</li><li>• Some opportunities for affordable housing consideration (particularly student housing)</li><li>• <b>DEVELOPMENT TARGETS:</b> 150-200,000 square feet of commercial (net new) 150-200 loft housing units (net new)</li></ul>	<ul style="list-style-type: none"><li>• Strong market for new conference center with a hybrid theme: oriented to the "retreat" aspect of the mountains but the "urban" aspect of the city</li><li>• <b>DEVELOPMENT TARGETS:</b> 15-20 attached townhomes 100-150 lodging units 20-40,000 square feet conference center</li></ul>	<ul style="list-style-type: none"><li>• Strong market for new upscale neighborhood</li><li>• Limited opportunities for retail at Morrison Moore Parkway</li><li>• <b>DEVELOPMENT TARGETS:</b> 100-120 single-family detached units 60-80 attached townhomes 150-200 multifamily units 30-50,000 square feet commercial</li></ul>	<ul style="list-style-type: none"><li>• Limited private development market on-campus</li><li>• <b>DEVELOPMENT TARGETS:</b> TBD depending upon pending campus plan</li></ul>



## The Growth Framework

The matrix on the facing page summarizes the district strategies for development, open space and circulation, along with each district's orientation toward the market and its potential. Projected new development is summarized in the table below and illustrated as the colored buildings in Figure 3.52. Additional development, not quantified, can be accommodated in historic building renovations and conversions. The table also shows the amount of land occupied by each development type, with multifamily and mixed-use residential projects occupying almost twenty acres of land or 42% of the total new development in the study area. New institutional uses are also significant at roughly 23% of the total.

<b>District</b>	<b>SFD (units)</b>	<b>SFA (units)</b>	<b>MF (units)</b>	<b>MUR (units)</b>	<b>MUC (sf)</b>	<b>Comm (sf)*</b>	<b>Inst. (sf)</b>	<b>District Area (acres)</b>	<b>% of total</b>
Square / Chestatee	-	25	-	40	59,000	20,800	150,600	9.10	20%
Neighborhoods	18	55	-	18	-	12,800	-	3.88	9%
East End	-	-	-	207	207,000	179,300	49,900	13.5	30%
Highlands	9	19	-	-	-	38,200	15,000	3.21	7%
University Heights	133	69	185	60	-	19,200	-	9.17	20%
College	-	22	-	-	-	-	**	6.06	13%
<b>Totals</b>	<b>160</b>	<b>190</b>	<b>185</b>	<b>325</b>	<b>266,000</b>	<b>270,300</b>	<b>215,500</b>	<b>44.92</b>	<b>100%</b>
<b>Dev. Allocation</b>	<b>0.49%</b>	<b>8.15%</b>	<b>10.67%</b>	<b>8.3%</b>	<b>3.41%</b>	<b>1.85%</b>	<b>10.45%</b>		

\* This value includes the commercial space available in the mixed-use residential (MUR) land use category.

\*\* This value is variable and is dependent on the Campus Master Plan.

Figure 3.54: College Entry Ironwork





## PART 4 - PLAN IMPLEMENTATION

The previous pages have described a far-reaching vision for diverse and balanced growth for downtown Dahlonega over the next twenty years. The projects that contribute to the vision are a blend of public and private, with different scales, timelines, funding sources, and implementation responsibilities. For the Master Plan to be a success implementation must support realistic expectations; early projects should be small enough to build confidence and not present undue financial burdens, while later projects can be more ambitious with experience and market exposure. Overall, it is absolutely critical to view every project as a catalytic project, and structure implementation so that synergies can be encouraged between projects.

The Action Plan presented in the following pages strives to achieve that realism and synergy by simplifying or adding to the projects covered in Part 3, so that each action item can be independently programmed and budgeted. For flexibility in scheduling, the implementation timeline is broken into three periods approximating one-third increments of the twenty-year horizon – one to seven years, short-term; eight to fourteen years, mid-term; and fifteen years and up, long-term. The implementation period assigned to each action item considers its difficulty, its role in stimulating other investments, and its importance in achieving both plan goals and public priorities. Primary funding sources are also suggested, along with logical implementation entities. Implementation project costs are estimated based on quantities and rough unit costs, utilizing construction industry standards in 2008 dollars. Construction costs reflect conceptual designs detailed in Part 3; cost estimates should be used for budgetary purposes only. Construction costs can vary based on the design of a project and the time

*Figure 4.1: Catalytic Development Site*





at which it is designed and/or bid. More detailed cost estimates should be generated and updated as implementation of individual projects is pursued. Engineering costs vary from 15-20% of the estimated construction costs based on the size and complexity of each project. Any cost associated with right-of-way or property acquisition or assembly is not included in the projections.

There are nine categories of public-sector projects and initiatives in the Action Plan work program – streetscapes, street conversions, new streets, greenways and trails, parks and open space, gateways and markers, parking, community facilities, and preservation initiatives. These projects are organized by type instead of district, and are described by location and their design components. Private-sector development projects are also listed, by district with estimated design and construction costs based on projected square footage by use. Implementation projects are also identified by their relationship to projects described in Part 3. Both public-sector and private-sector projects were developed in coordination with the Core Team of city, business, and community leaders.

*Figure 4.2: Historic gazebo, Agnes Scott College*





## stakeholder priorities

The final workshop sought to gain insights into the public's attitude toward project priorities. Each participant was given six \$500,000 "Dahlonge Bills" to vote for favored projects; participants could diversify their choices or put all their bills on one project. Ten projects were included in the exercise, and the results are tabulated below:

<b>Project</b>	<b>Group 1</b>	<b>Group 2</b>	<b>Total</b>	<b>%*</b>	<b>Rank*</b>
<b>Main Street Streetscape</b>	\$6 million	\$15 million	\$21 million	21.8%	<b>1</b>
<b>South Chestatee Streetscape</b>	\$7 million	\$8.5 million	\$15.5 million	16.1%	<b>2</b>
<b>Chestatee Gateway</b>	\$4 million	\$4 million	\$8 million	8.3%	<b>6 (tie)</b>
<b>Hancock Park Improvements</b>	\$3.5 million	\$1 million	\$4.5 million	4.7%	<b>7</b>
<b>New Library</b>	\$8.5 million	\$4.5 million	\$13 million	13.5%	<b>3</b>
<b>Performing Arts Corridor</b>	\$2 million	-	\$2 million	2.1%	<b>9</b>
<b>Cannery Artpark</b>	\$9 million	\$1.5 million	\$10.5 million	10.9%	<b>4</b>
<b>Warwick Street Parking Deck</b>	\$3.5 million	\$6 million	\$9.5 million	9.9%	<b>5</b>
<b>West Side Greenways</b>	\$3.5 million	\$4.5 million	\$8 million	8.3%	<b>6 (tie)</b>
<b>Mechanicsville Streetscapes</b>	\$1 million	\$0.5 million	\$1.5 million	1.6%	<b>10</b>

\* Includes \$2.5 million write-in for Morrison Moore Greenway (2.6%, ranked 8th)

The table indicates the strong support for streetscapes to transform Main and South Chestatee in the Public Square / Chestatee district, complemented by above-average support for the Chestatee Gateway / Madeline Anthony Park improvements. Equally impressive was the strong showing of the Library and the Cannery Artpark, taking third and fourth place respectively. The Water Street Parking Deck came in fifth with almost 10% of the vote. While by no means a rigorous analysis, the exercise does indicate that the participating stakeholders were most concerned about reinforcing the Public Square, and creating a second focal point that would improve the prospects for the East End while strengthening the Olde Cannery and the historic Jail.

Figure 4.3: Project Prioritization Workshop





The work program on the following pages includes conceptual project costs and possible funding sources for both public- and private-sector development. While these figures represent approximations for project planning and not actual or committed funds, the inventory of sources do represent basic categories of funding that can be explored further to build a balanced and achievable implementation strategy. The inventory includes:

### ***General Funds / Bonds***

General funds from the DDA budget or the city's capital improvements program can be allocated toward projects in the study area in certain cases, if the implementation item falls within convention. For example, DDA funds can be used to support additional downtown planning efforts such as preservation district surveys or expansions, wayfinding programs, or marking. Capital improvement funds can apply to certain streetscape projects, park improvements, or city hall programming. Municipal bonds, on the other hand, can be applied toward specialized projects with higher costs, such as a program of street improvements in the Public Square district, or a community facility like the new library or city hall.

### ***SPLOST***

Revenue from a special-purpose local-option sales tax can be a good ongoing source of funds for improvements that relate to the success of local retail businesses. In particular, SPLOST can be applied to a downtown streetscape program that would target the area around the Public Square, or the construction of parking facilities intended for downtown patrons.

### ***Tax Allocation Districts***

TADs can provide significant and steady capital for public improvements and development incentives for specified geographic areas that meet state standards for distress or blight – for example portions in the north of the study area. TADs must be enabled before adopted, and since they are based on a property tax freeze usually require the consent of county and school board. Recent legal challenges to school system contributions in TADs have been a setback, but legislative remedies are being examined.

### ***TE (Transportation Enhancement) and Other Grants***

TE grant funding is targeted toward projects that enhance alternative mobility and reduce congestion. TE funding applications are typically accepted once a year or every other year and are competitive within each GDOT Commission District. Typical grants range from \$500,000 to \$1,000,000.

### ***GDOT / State Funding***

While state transportation funding plays a minor role in master plan implementation, it can be important for street upgrades and intersection improvements on state routes like East Main, North Grove and Morrison Moore Parkway. Other state and federal programs such as preservation and low-income housing tax credits could have an impact on downtown revitalization and should be explored.

### ***Foundations / Institutions / Private Funds***

Philanthropic organizations, foundations, and institutions like North Georgia College are another source of potential funding for greenways, open space and cultural initiatives. Several national and local groups and foundations have money available for open space preservation and development and greenway trail development. The College in particular can be a powerful partner on projects like the West Main streetscape, the South Chestatee corridor, and the conference center. Finally, private development projects are often contributors to the public environment providing benefits like new sidewalks and shared parking.



## The Work Program

No.	District Project	Project Name	Description	Estimated Time-frame	Approx. Length (Foot)
Streetscapes					
S1	1e	Main Street (East and West) between Church Street and North Grove Street	Wide sidewalks, arcaded in select areas; head-in or parallel parking both sides; textured crosswalks; landscaped bulb-outs	Short-term	1,215
S2	1b	South Chestatee Street between Morrison Moore Parkway and the Public Square	Standard sidewalk with arcade at new development, north side; wide sidewalk, south side; parallel parking both sides; textured crosswalks; narrow planting strip	Short-term	1,900
S3	5a	Church Street between West Main Street and Hawkins Street	Wide sidewalks both sides; parallel parking both sides; textured crosswalks; themed landscape treatment	Mid-term	375
S4	6e	West Main Street between Morrison Moore Parkway and Church Street	Standard sidewalks both sides, with materials relating to College; bike lanes; wide planting strip with large shade trees	Mid-term	1,800
S5	3d	East Main Street between North Grove Street and Morrison Moore Parkway	Standard sidewalks both sides; bike lanes; standard planting strip with ornamental trees; curb and gutter	Mid-to long-term	2,100
S6	4a	Grove Street between Woodward Way and Choice Avenue	Standard sidewalks both sides; standard to wide planting strip with ornamental trees; curb and gutter.	Short-to mid-term	725
S7	2e	South Grove / Riley Road between Choice Avenue and Morrison Moore Parkway	Standard sidewalk with graveled parking one side continuous; swale shoulder opposite side continuous; rustic fencing	Mid-term	1,625
S8	-	North Chestatee Street between the Public Square and Happy Hollow Road	Standard sidewalk both sides; parallel parking one side; standard planting strip with ground cover opposite side; curb and gutter	Mid-term	1,075
S9	2a,4f	Park Street / Jones Street between Morrison Moore Parkway and North Grove Street	Standard sidewalk both sides; parallel parking both sides; wide planting strip with ornamental trees both sides	Mid-term	3,025
S10	3f	Memorial Drive between East Main Street and Morrison Moore Parkway	Standard sidewalk both sides; parallel parking both sides; standard planting strip with shade trees both sides	Long-term	650
<b>Totals</b>					



Cost per Linear Foot	Projectd Engineering/ Design Cost	Projected Construction Cost	Projected Project Cost	Responsible Party	Potential Funding Source	Notes
\$1,100.00	\$200,475	\$1,336,500	\$1,536,975	DDA, City	Bond/ SPLOST	Includes on-street parking; excludes Public Square
\$1,100.00	\$313,500	\$2,090,000	\$2,403,500	DDA, City, NGCSU	Bond/ SPLOST/ NGCSU	
\$900.00	\$50,625	\$337,500	\$388,125	DDA, City	TE Grant/ Foundation	
\$800.00	\$216,000	\$1,440,000	\$1,656,000	City, NGCSU	General Fund/ NGCSU	
\$800.00	\$252,000	\$1,680,000	\$1,932,000	City	General Fund/ GDOT/Private Development	
\$800.00	\$87,000	\$580,000	\$667,000	City	General Fund/ TAD/GDOT	Tied to timing of Municipal Center implementation
\$600.00	\$146,250	\$975,000	\$1,121,250	City	General Fund	
\$600.00	\$96,750	\$645,000	\$741,750	City, DDA	Bond/ SPLOST	
\$800.00	\$363,000	\$2,420,000	\$2,783,000	City, DDA	Bond/ SPLOST	
\$900.00	\$87,750	\$585,000	\$672,750	City	General Fund/Private Development	
	\$1,813,350	\$12,089,000	\$13,902,350			



No.	District Project	Project Name	Description	Estimated Time-frame	Approx. Length
<b>Street Conversions</b>					
SC1	-	Warwick Street between College Lane and North Meaders Street	One-way to two-way; on-street parking one side; sidewalk improvements	Short-term	925
SC2	-	Hawkins Street between Church Street and North Grove Street	One-way to two-way, on-street parking one side, sidewalk improvements	Short-term	950
SC3	4f	Jones Street between North Park Street and North Grove Street	One-way to two-way in conjunction with streetscape above	Mid-term	550
SC4	1c	Maple Street southwest from South Chestatee Street	One-way to two-way, on-street parking both sides; new sidewalks	Short-term	175
SC5	-	North Park Street between Warwick Street and North Chestatee Street	One-way to two-way in conjunction with streetscape above	Mid-term	925
SC6	4f	Meaders Street between Jones Street and Martin Street	One-way to two-way where applicable; on-street parking one side; sidewalk improvements	Mid-term	1,250
SC7	-	North Chestatee Street between Warwick Street and Hawkins Street	One-way to two-way in conjunction with streetscape above	Short-term	175
<b>Totals</b>					

<b>New Streets</b>					
NS1	5c	University Heights street network	Complete neighborhood network	Long-term	TBD
NS2	3g	Greenbriar street network	Minor access streets with on-street parking	Long-term	TBD
NS3	2d	Mechanicsville street network	Minor access streets similar to Grove / Riley streetscape above	Long-term	400
<b>Totals</b>					

<b>Greenways / Trails</b>					
G1	4d	Wimpy Mill / Yahooola greenway between North Grove Street and Highway 60 North	10' wide pavement in generous greenway on south / east side of road	Long-term	6,864
G2	4d	Hawkins Street multiuse trail between North Grove Street and Church Street	Widened sidewalk on west side of street	Short-term/Mid-term	950



Cost per Linear Foot	Projectd Engineering/ Design Cost	Projected Construction Cost	Projected Project Cost	Responsible Party	Potential Funding Source	Notes
\$400	\$55,500	\$370,000	\$425,000	DDA, City	Bond/ SPLOST	
\$400	\$38,000	\$380,000	\$418,000	DDA, City	Bond/ SPLOST	
	\$0	\$0	\$0	DDA, City	General Fund	In streetscape cost
\$400	\$7,000	\$70,000	\$77,000	DDA, City, NGCSU	General Fund/ NGCSU	
	\$0	\$0	\$0	DDA, City	Bond/ SPLOST	In streetscape cost
\$400	\$50,000	\$500,000	\$550,000	DDA, City	General Fund	
	\$0	\$0	\$0	DDA, City	Bond/ SPLOST	In streetscape cost
	\$150,500	\$1,320,000	\$1,470,500			

TBD	TBD	TBD	TBD	Private/City	TBD	Variable depending on development proposal
TBD	TBD	TBD	TBD	Private/City	TBD	Variable depending on development proposal
\$300	\$18,000	\$120,000	\$138,000	City	General Fund/ TAD	
	\$18,000	\$120,000	\$138,000			

\$200	\$205,920	\$1,372,800	\$1,578,720	City/County	TE Grant/ Foundation	
\$200	\$28,500	\$190,000	\$218,500	DDA, City	Bond/ SPLOST	Phase with streetscape



No.	District Project	Project Name	Description	Estimated Time-frame	Approx. Length
G3	5e	University Heights greenway between Church Street and Morrison Moore Parkway	10' wide pavement running through new linear park	Long-term	3,000
G4	2g,6g	Morrison Moore greenway between Ridge Road and East Main Street	15' wide with crosswalks at major intersections	Mid-term/Long-term	9,000
<b>Totals</b>					

Parks / Open Space					Acres
P1	1h	Hancock Park expansion / improvements (Park Upgrades)	Passive theme; selective removal of portion of adjoining residential building for northern expansion	Short-term	0.6
P2	6a	NGCSU Entry Lawn improvements (Park Upgrades)	College initiative - in design	Short-term	0.8
P3	1a	Madeline Anthony Park expansion / improvements (Park Upgrades)	Existing park expands across South Chestatee to small hill; improvements / theme tied to new pedestrian bridge	Mid-term	1.12
P4	3a	Cannery Artpark sculpture garden (New Park)	Conversion of GDOT excess right-of-way; Enola Street reconstructed with unit paving, pedestrian only	Mid-term/Long-term	0.17
P5	3c	Memorial Plaza pocket park / plaza (New Park)	Small lawn with fountain, seating; textured pavement in Memorial right-of-way	Mid-term/Long-term	0.26
P6	5b	Forest Park linear park / conservation area / faculty square (New Park)	Tree preservation area / improved streambed; formal lawn in faculty village	Long-term	4
P7	3h	Stephens Street pocket park (New Park)	Tree preservation area / pocket park	Mid-term/Long-term	0.5
<b>Totals</b>					

Gateways / Markers					Quantity
GM1	1a	Chestatee Gateway pedestrian bridge / ramp / picnic shelter expansion	Accommodates Morrison Moore greenway trail; rough stone / hewn wood character to complement existing picnic shelter	Mid-term/Long-term	1
GM2	1e	Main Street Gateway Plazas at Church Street, North Grove Street	Textured pavement in intersection, with brick sidewalks areas and seasonal planting; could have gold / minting theme	Mid-term	2
GM3	3d,6e	West Main, East Main Gateways at Morrison Moore Parkway	Brick sidewalk areas with crosswalks, seasonal plantings, entry signage	Mid-term/Long-term	2
<b>Totals</b>					



Cost per Linear Foot	Projectd Engineering/ Design Cost	Projected Construction Cost	Projected Project Cost	Responsible Party	Potential Funding Source	Notes
\$200	\$90,000	\$600,000	\$690,000	City/Private	Bond/Private	
\$200	\$270,000	\$1,800,000	\$2,070,000	NGCSU/City/ GDOT	TE Grant/ NGCSU	
	\$594,420	\$3,962,800	\$4,557,220			

Cost per Acre						
\$250,000	\$22,500	\$150,000	\$172,500	DDA/City	General Fund	Ongoing - community center in community facilities costs
TBD	TBD	TBD	TBD	NGCSU	NGCSU	Ongoing
\$500,000	\$84,000	\$560,000	\$644,000	City/NGCSU	General Fund/ NGCSU	Pedestrian bridge in gateway costs
\$500,000	\$12,750	\$85,000	\$97,750	DDA/City/ County/ Foundation	Bond/TAD/ Foundation	Could be combined with library improvements
\$500,000	\$19,500	\$130,000	\$149,500	City/Private	Bond/TAD/ Private Development	
\$750,000	\$450,000	\$3,000,000	\$3,450,000	City/Private	Bond/Private Development	
\$250,000	\$18,750	\$125,000	\$143,750	City	Bond/TAD	Future trailhead
	\$607,500	\$4,050,000	\$4,657,500			

Lump Sum Cost						
\$750,000	\$112,500	\$750,000	\$862,500	City/NGCSU	Bond/TE Grant/NGCSU	
\$350,000	\$105,000	\$700,000	\$805,000	DDA/City	Bond/ SPLOST/ Foundation	
\$150,000	\$45,000	\$300,000	\$345,000	City/NGCSU	General Fund/ NGCSU	
	\$262,500	\$1,750,000	\$2,012,500			



No.	District Project	Project Name	Description	Estimated Time-frame	Approx. Length
Parking Facilities					Spaces
PF1	6b	NGCSU Rec Deck	In progress	Ongoing	600
PF2	1f	Warwick Street Deck	On existing surface lot; multilevel with commercial liner fronting West Main; bridges Warwick Street	Mid-term/Long-term	160
PF3	4g	Hawkins Street Deck	Replaces existing rental townhouses; could have residential component with “green roof” marking Mustering Ground	Long-term	144
PF4	1d	Buisson / Methodist Deck	Related to Methodist Church expansion; commercial liner fronting South Chestatee; could have public spaces	Mid-term/Long-term	56
PF5	1g	Warwick Street Lot	Small lot on balance of new residential project; contains dumpster court for Public Square businesses	Mid-term/Long-term	14
PF6	1b	NGCSU / South Chestatee Lots	Various new lots in conjunction with college-related development; south lots concealed under future college facilities	Long-term	132
<b>Totals</b>					

Preservation Initiatives					
PI1		Park Street historic district	Formalize	Short-term	
PI2		McKinney House restoration	In conjunction with new development	Short-term/Mid-term	
PI3		Individual Landmark / National Register designations	At a minimum St. Luke Catholic Church, Dahlonga Baptist Church, Galusha-Moore House, Moore Cottage	TBD	
<b>Totals</b>					

Community Facilities					Approx. SF
CF1	4b	New City Hall (Administrative Facilities)	Program and site to be determined	Mid-term	12,000
CF2	1h	Hancock Park community center (Cultural Facility)	Adaptive reuse of existing residential building – meeting rooms, lounge, small kitchen	Mid-term	2,400
CF3	3a	Cannery Visual Arts Center improvements / expansion (Cultural Facility)	Phase 1 expansion into Old Jail (exhibit space); Phase 2 expansion into new facility	Mid-term/Long-term	25,200



Cost per Linear Foot	Projectd Engineering/ Design Cost	Projected Construction Cost	Projected Project Cost	Responsible Party	Potential Funding Source	Notes
Cost per Space						
NA	NA	NA	\$25,000	NGCSU	NGCSU/DDA	Projected cost estimate from NGCSU
\$18,000	\$432,000	\$2,880,000	\$3,312,000	DDA/City	Bond	
\$18,000	\$388,800	\$2,595,000	\$2,980,800	TBD	TBD	
\$18,000	\$151,200	\$1,008,000	\$1,159,200	DDA/Church	Bond/ Institutional Funds	
\$8,000	\$16,800	\$112,000	\$128,800	DDA/Private Development	General Fund/Private Development	
\$12,000	\$237,600	\$1,584,000	\$1,821,600	NGCSU	NGCSU/DDA	
\$1,226,400		\$8,176,000	\$34,402,400			

			TBD		TBD	
			TBD		TBD	
			TBD		TBD	Included in Comprehensive Plan

Cost per SF						
\$250	\$900,000	\$3,000,000	\$3,900,000	City	Bond	Formal garden shared with conference center
\$150	\$108,000	\$360,000	\$468,000	DDA/City	General Fund/ Bond	Supports activities in park
\$175	\$1,323,000	\$4,410,000	\$5,733,000	DDA/ Foundation	Foundation/ TAD/ Fundraising	Outdoor exhibit space in Artpark



No.	District Project	Project Name	Description	Estimated Time-frame	Approx. Length
CF4	5a	Holly Theater renovation / expansion (Cultural Facility)	Long-term expansion to southwest, incorporating existing restaurant building	Long-term	TBD
CF5	5a	Church Street Amphitheater (Cultural Facility)	Part of proposed Forest Park; tied to Holly Theater by Church Street “performing arts” corridor	Long-term	47,000
CF6	3b	Lumpkin County Library (Cultural Facility)	Future relocation / expansion of existing facility on new site; uses existing county parking, veterans memorial as entry plaza	Mid-term	38,250
<b>Totals</b>					

## Catalyst Developments

Public Squares / Chestatee District					Approx. SF
1	1b	South Chestatee mixed-use village (Commercial Mixed-Use)	Commercial mixed-use: street-level retail with academic, professional office space above	Mid-term/Long-term	31,000
2	1c	Golden Classics redevelopment (Residential Mixed-Use)	Residential mixed-use with street-level retail / restaurants fronting Chestatee, outdoor dining plaza	Mid-term	65,600
3	-	Smith House expansion (Hospitality)	Hospitality / conference space	Short-term	NA
4	1g	Warwick Street parking lot redevelopment (Residential)	Small residential project on existing municipal parking lot	Mid-term	9,000
5	-	Hancock Park live-work (Residential)	Small residential mixed-use project on Butler Plaza parking lot, adjacent filling station parcel	Long-term	17,600
6	1b	South Chestatee academic buildings (Institutional)	NGCSU facilities at existing surface parking	Long-term	211,625
<b>Totals</b>					

Neighborhoods					Approx. SF
7	2b	South Meaders townhouses (SF Residential)	Small residential project on existing municipal parking lot; tied to new church parking facility at Buisson site	Mid-term	11,200
8	2c	Kinnard Property / Gees Furniture redevelopment (Residential MU)	Luxury townhouses on vacant parcel; relocation of existing pioneer home; rehabilitation of Gees Furniture building	Short-term/Mid-term	9,800
9	2d	Alma Street infill housing (SF Residential)	Townhouses on resubdivided parcels	Mid-term	30,200,



Cost per Linear Foot	Projectd Engineering/ Design Cost	Projected Construction Cost	Projected Project Cost	Responsible Party	Potential Funding Source	Notes
TBD	TBD	TBD	TBD	Foundation/ DDA	Foundation/ Fundraising	
\$25	\$352,500	\$1,175,000	\$1,527,500	DDA/City/ Foundation	Foundation/ General Fund	
\$250	\$2,868,750	\$9,562,500	\$12,431,250	County/City	Bond	
\$5,552,250		\$18,507,500				

Cost per SF						
\$180	\$1,116,000	\$5,580,000	\$6,696,000	NGCSU/Pri- vate/DDA	TBD	
\$160	\$2,099,200	\$10,496,000	\$12,595,200	Private/DDA	Private	
NA	NA	NA	NA	Private	Private	Ongoing
\$120	\$216,000	\$1,080,000	\$1,296,000	DDA/Private	Private/City (land)	Include limited public parking
\$150	\$528,000	\$2,640,000	\$3,168,000	Priavate/DDA	Private	
\$200	\$8,465,000	\$42,325,000	\$50,790,000	NGCSU/DDA	TBD	
\$11,308,200		\$56,541,000	\$67,849,200			

Cost per SF						
\$120	\$268,800	\$1,344,000	\$1,612,800	Private	Private/City (land)	Tied to parking lot relocation
\$160	\$313,600	\$1,568,000	\$1,881,600	Private	Private	Ongoing
\$120	\$724,800	\$3,624,000	\$4,348,800	Private	TBD	Contingent on new street network



No.	District Project	Project Name	Description	Estimated Time-frame	Approx. Length
10	2f	Riley Road townhouse village (SF Residential)	Large townhouse complex on vacant land along Riley Road	Long-term	53,600
11	2f	Pine Street townhomes (SF Residential)	Small townhouse infill on Pine Street near bypass	Mid-term	12,000
12	2f	Lumpkin Center lofts (Residential MU)	Mixed-use loft residential on Morrison Moore between Riley Road and pine Street	Long-term	14,000
<b>Totals</b>					

East End					Approx. SF
13	3e	Memorial Drive main street commercial (Commercial Mixed-Use)	Redevelopment of existing strip commercial as commercial mixed-use: street-level retail with office space above	Long-term	307,500
14	3g	Greenbriar Plaza urban village (Commercial/Residential Mixed-Use)	Significant residential mixed-use along East Main; redevelopment of bypass frontage to higher-end “anchored” commercial, secondary retail	Long-term	217,275
<b>Totals</b>					

Highlands					Approx. SF
15	4c	Highlands Center conference hotel (Hospitality)	New hotel and conference center with gardens, event space; renovation of adjacent stone houses as conference cottages	Long-term	16,125
16	4e	Park Street School renovation / redevelopment	For-sale townhouses and single-family detached or loft condos or cultural / municipal	Short-term/Mid-term	TBD
<b>Totals</b>					

University Heights					Approx. SF
17	5c	University Heights sustainable neighborhood (SF Residential)	For-sale townhouses and single-family detached	Long-term	372,000
18	5f	University Heights town center (Residential MU/SF Residential)	Limited two-story mixed-use; townhouses	Long-term	41,600
19	5d	University Heights faculty village (MF Residential)	Condos or apartments in 3- to 4-story configurations	Long-term	177,600
<b>Totals</b>					



Cost per Linear Foot	Projectd Engineering/ Design Cost	Projected Construction Cost	Projected Project Cost	Responsible Party	Potential Funding Source	Notes
\$120	\$1,286,400	\$6,432,000	\$7,718,000	Private	TBD	
\$120	\$288,000	\$1,440,000	\$1,728,000	Private		
\$160	\$448,000	\$2,240,000	\$2,688,000	Private		
	\$3,329,600	\$16,648,000	\$19,977,600			

Cost per SF						
\$180	\$11,070,000	\$55,350,000	\$66,420,000	Private/City	Private/TAD	Existing active uses; aquisition
\$180	\$3,910,950	\$39,109,500	\$43,020,450	Private/City	Private/TAD	Existing active uses; aquisition
	\$14,980,950	\$94,459,500	\$109,440,450			

Cost per SF						
\$200	\$645,000	\$3,225,000	\$3,870,000	Private/City/ NGCSU	Private/TAD	Local examples - Henderson Village (Perry), Foundry park Inn & Spa (Athens)
TBD	TBD	TBD	TBD	City/Private	TBD	
	\$645,000	\$3,225,000	\$3,870,000			

Cost per SF						
\$120	\$8,928,000	\$44,640,000	\$53,568,000	Private	TBD	Local examples – Serenbe, Vickery
\$160	\$1,331,200	\$6,656,000	\$7,987,200	Private	TBD	Local example – Glenwood Park center
\$150	\$5,328,000	\$26,640,000	\$31,968,000	Private	TBD	
	\$15,587,200	\$77,936,000	\$93,523,200			



No.	District Project	Project Name	Description	Estimated Time-frame	Approx. Length
College					
20	6b	Rec Dec	In progress	Short-term	NA
21	6c	Campus Library	In progress	Short-term	NA
22	6d	Convocation Center	Proposed convocation center on site of Alumni House / parking	Long-term	TBD
<b>Totals</b>					

Additional Plans					
AP1	6h	NGCSU campus master plan	Beginning Spring 2008	Short-term	NA
AP2	4b	City Hall space needs assessment	Programming for new city hall	Short-term	NA



Cost per Linear Foot	Projectd Engineering/ Design Cost	Projected Construction Cost	Projected Project Cost	Responsible Party	Potential Funding Source	Notes
NA	NA	NA	TBD	NGCSU/DDA	Institutional/ Bond	
NA	NA	NA	TBD	NGCSU	Institutional	
TBD	TBD	TBD	TBD	NGCSU	TBD	
	TBD	TBD	TBD			

NA	NA	NA	TBD	NGCSU	Institutional	
NA	NA	NA	TBD	City	General Fund	



## early steps

Given that the master plan projects and work program discussed on the previous pages is fairly complex in organization and scheduling, the Planning Team developed the following list of “early steps” toward implementation that the City and DDA can undertake with a minimum of cost and mobilization. Fulfillment of the following ten items will not guarantee plan implementation, but will focus the City’s short-term efforts in the right direction. The **Top Ten Early Steps** are in addition to projects and programs already underway, and are:

- 1.** *Conduct a space needs programming study for City Hall and finalize the development budget and schedule*
- 2.** *Designate representatives to participate in the NGCSU campus plan process to cover downtown master plan issues and recommendations*
- 3.** *Begin conversations with Lumpkin County on relocating the planned new library to the East Main site*
- 4.** *Assemble a task force or team to study the feasibility and physical criteria of a new conference center, and market the idea with the development community to gauge interest*
- 5.** *Undertake preliminary design work on the East Main / West Main / South Chestatee streetscapes*
- 6.** *Begin drafting the new Park Street Historic District designation, and update the Downtown Historic District with newly-eligible resources*
- 7.** *Empower the Arts Council to create a long-term plan for the expansion of the Cannery, with a short-term expansion into the Old Jail*
- 8.** *Begin conversations with key property owners on the ultimate development or redevelopment of strategic sites like Greenbriar Plaza or the vacant land in University Heights*
- 9.** *Brief GDOT on the master plan recommendations and engage them on potential improvements to Morrison Moore Parkway*
- 10.** *Begin a master plan outreach / education effort to raise community awareness, possibly in conjunction with a longer term marketing / branding campaign*

Figure 4.4: Surface Parking using Cellular Grassed Paving

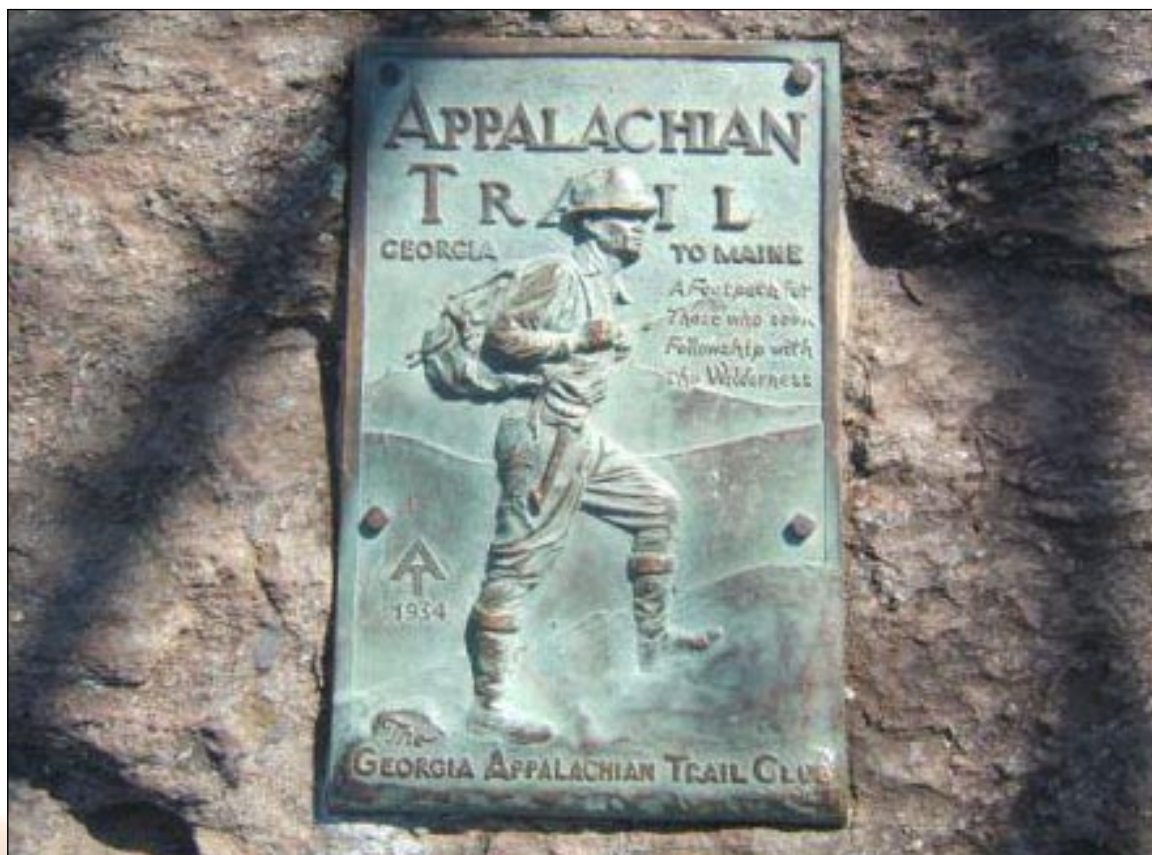




The next twenty years will be crucial in testing Dahlonega's ability to grow without sacrificing the qualities which have made it popular as a destination and desirable as a home. Lumpkin County will also face the same challenge of accommodating new development without destroying the landscape which defines it. As Atlanta continues to expand, these fragile environments to the north will face increasing pressure to change unless focused and aggressive action is taken to manage the city's form in the future.

This Downtown Master Plan and the accompanying appendix is one step in that direction. It has attempted to show where and how the city can expand and still be the small town that everyone knows and loves. While not exhaustive – essential steps like a comprehensive transportation study are assumed but not discussed – the plan nevertheless lays out a vision and a framework for progress to 2030. It will be up to the citizens and their elected leadership to chart a course over rough terrain using the plan as a guide, and be flexible enough to modify the course if the weather darkens and the winds change.

*Figure 4.5: Dedication Plaque on Springer Mountain*









## PART 5 - APPENDIX









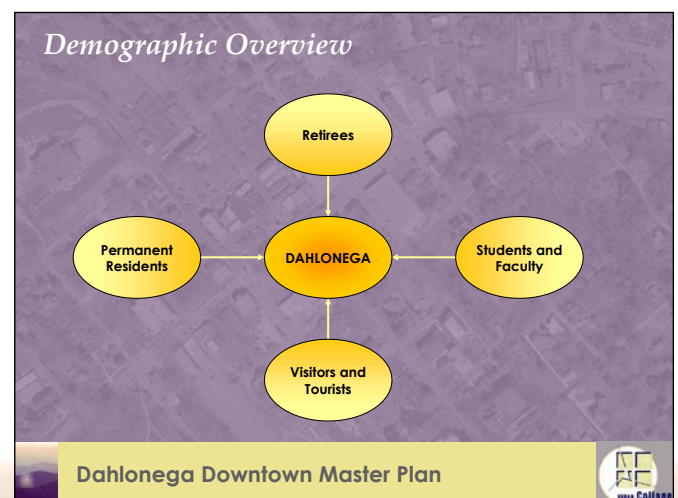
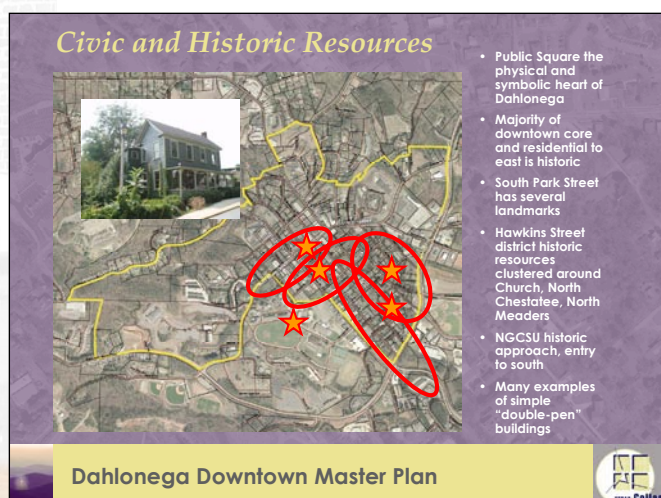
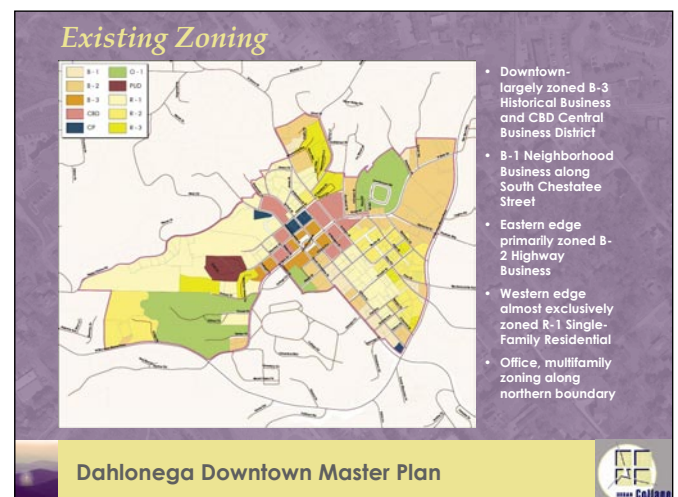
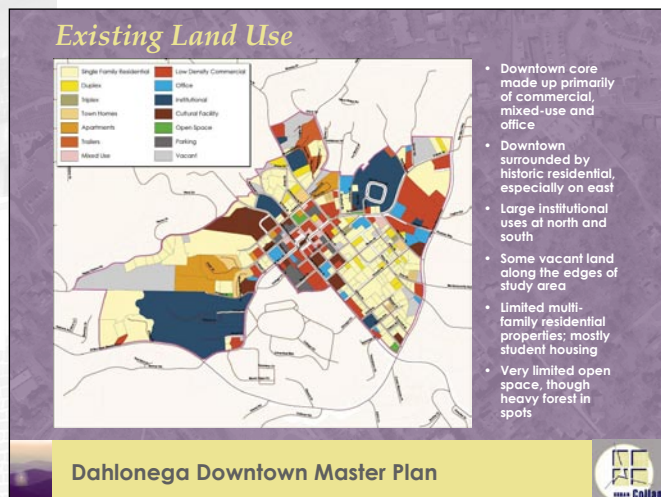
# Public Meeting 1

October 4, 2007

This first meeting was a kick off to the public participation process for the development of Dahlonega's Downtown Master Plan and it gave the public an opportunity to meet and interact with the planning team.

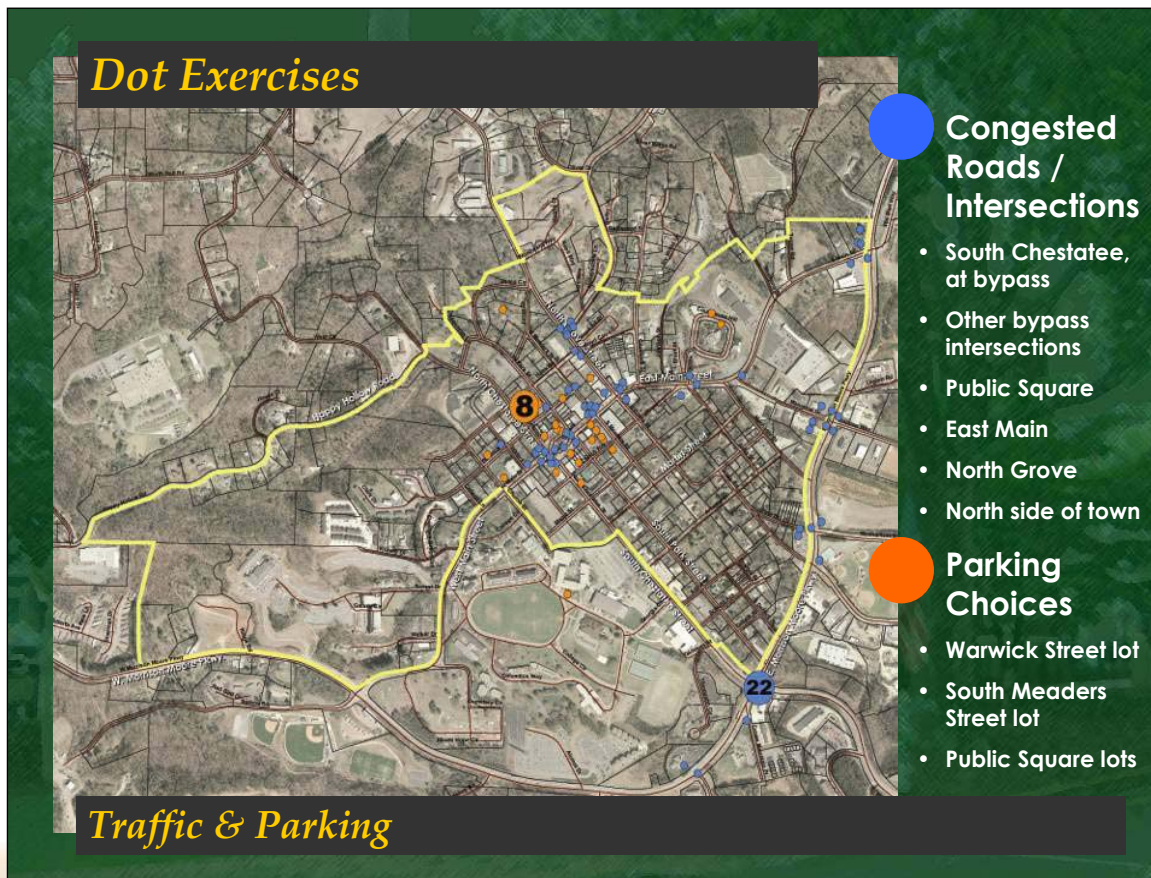
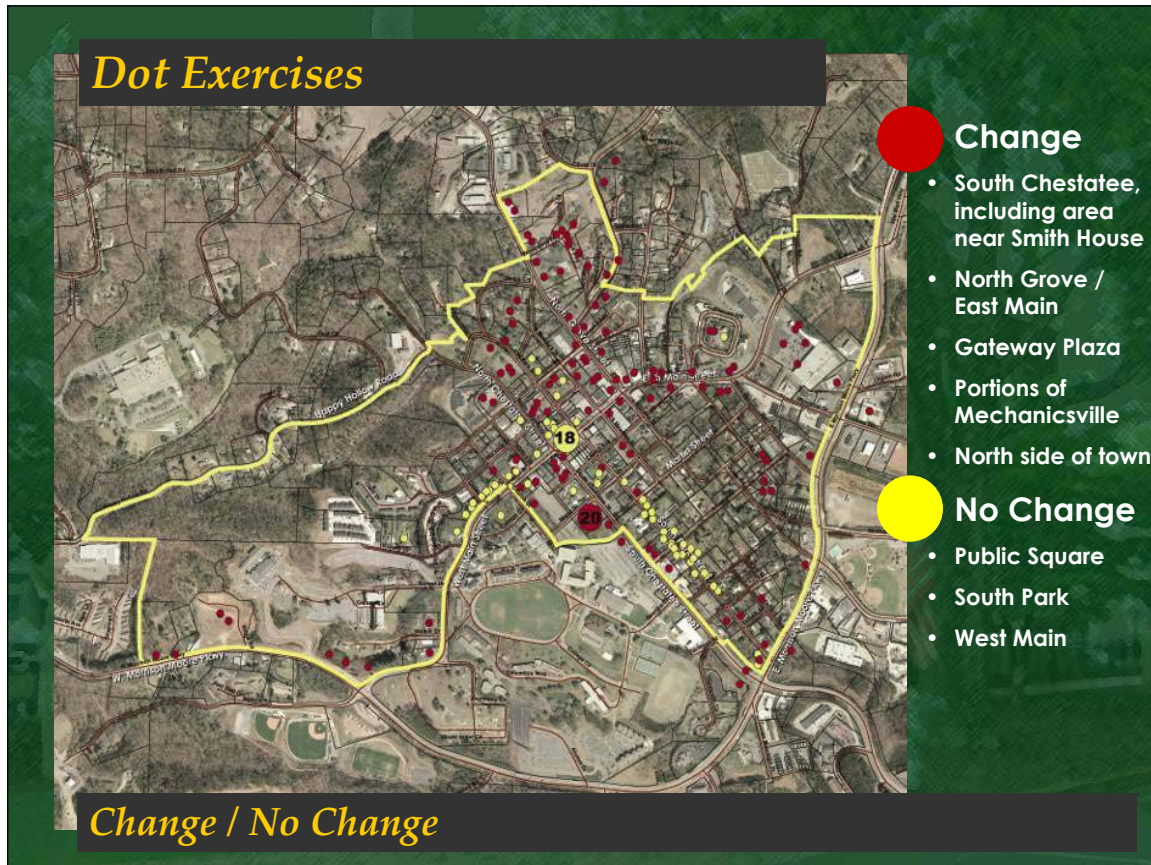
The team first presented the existing conditions present in the study area. This was based on demographic and market studies, and physical surveys that catalogued the land use, zoning, building condition, occupancy and road network.

Following the presentation, the public was encouraged to actively participate in a few introductory exercises. The first of these were the "Dot Exercises" where participants used different colored dots to indicate areas where they would like to see change and areas they would like to see preserved. They also used dots to indicate streets and intersections that were congested and locations they used to park their cars when visiting downtown. Finally, the public was asked to take a visual preference survey and rank a series of images shown into what they thought would be appropriate for the future of Dahlonega.





## Dot Exercises



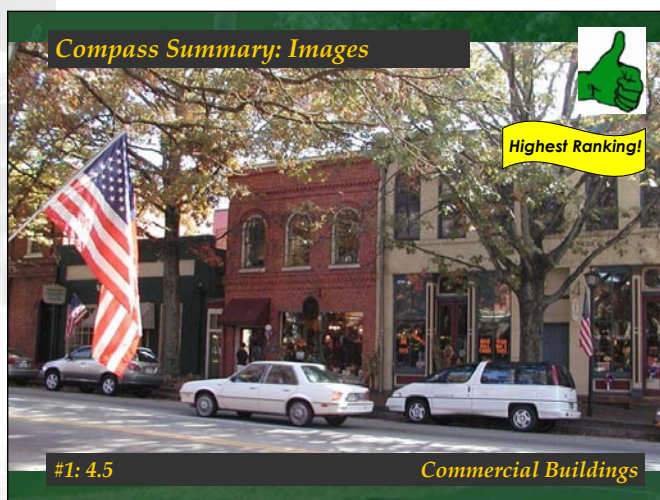


## Dahlonega Compass

The visual preference survey (Compass) was conducted to help formulate the future character of the city. A series of images, divided into six categories were shown on a screen for a few second each. The participants used their survey forms to indicate if the image was appropriate for Dahlonega or not.

Results of the survey showed a strong indication for what the community wanted for the future of their city. They wanted the overall character of the city to remain consistent with what exists today. They did not welcome modern, urban architectural styles or densities and showed a strong inclination towards new urbanistic design principles that encouraged a walkable community that provided the citizens with a better quality of life.

### Commercial Buildings



### Residential Buildings





## Transportation / Circulation



## Parks / Open Space



## Signage





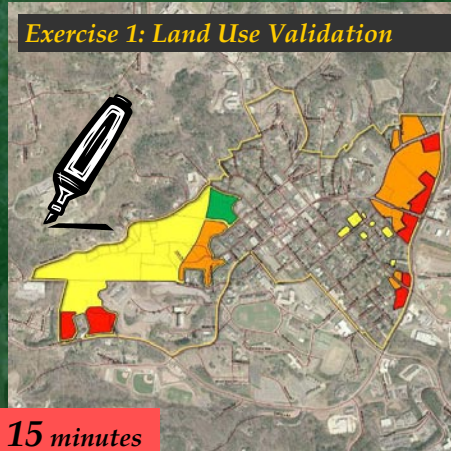
# Public Meeting 2

December 4, 2007

## Planning Exercises

1. Overall Framework
  - Land Use Validation
  - Neighborhood Character
2. Downtown Area
  - Land Use Framework
  - Circulation Framework
  - Downtown Character

### Exercise 1: Land Use Validation



On the Framework Map, mark in black:

- Areas where you as a group agree with the land use direction
- Areas where you as a group would propose different future land uses

• Think long-term

• Consider the context

• Consider the benefits for downtown

15 minutes

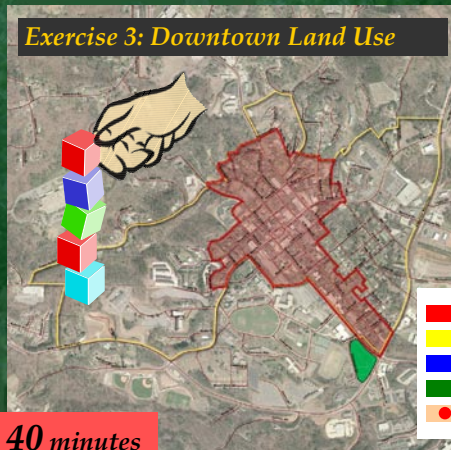
### Exercise 2: Community Character

- Using the first set of 11x17 sheets (single-family / townhouses etc.), cut out pictures you think are appropriate for new development and stick them on the map
- What should the Happy Hollow area look like?
- What about the East Main neighborhood?



15 minutes

### Exercise 3: Downtown Land Use



Using the colored blocks, "build out" areas of downtown that you think should change:

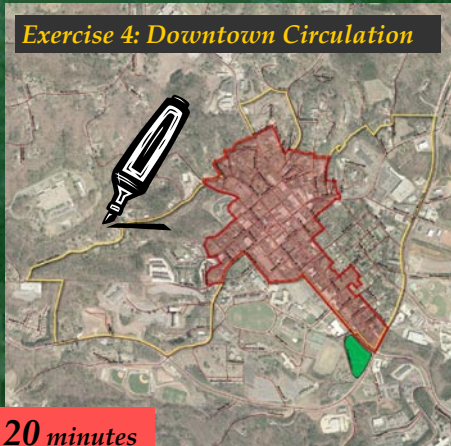
- At a minimum, discuss the areas outlined in white
- Are there other areas that should change?

Colors indicate:

- Retail / Commercial
- Residential
- Office
- Institutional
- Preservation Priorities

40 minutes

### Exercise 4: Downtown Circulation



Using the colored markers, indicate on the map your group's priorities for:

- New Streets – black marker
- Streetscapes – brown marker
- Trails / Paths – green marker

20 minutes

### Exercise 5: Downtown Character

- Using the second set of 11x17 sheets (open space, signage etc.), cut out pictures that reflect things you would like to see in the downtown area
- What kind of open spaces are appropriate?
- What should the signs look like?
- Are there special design features? Where?



15 minutes

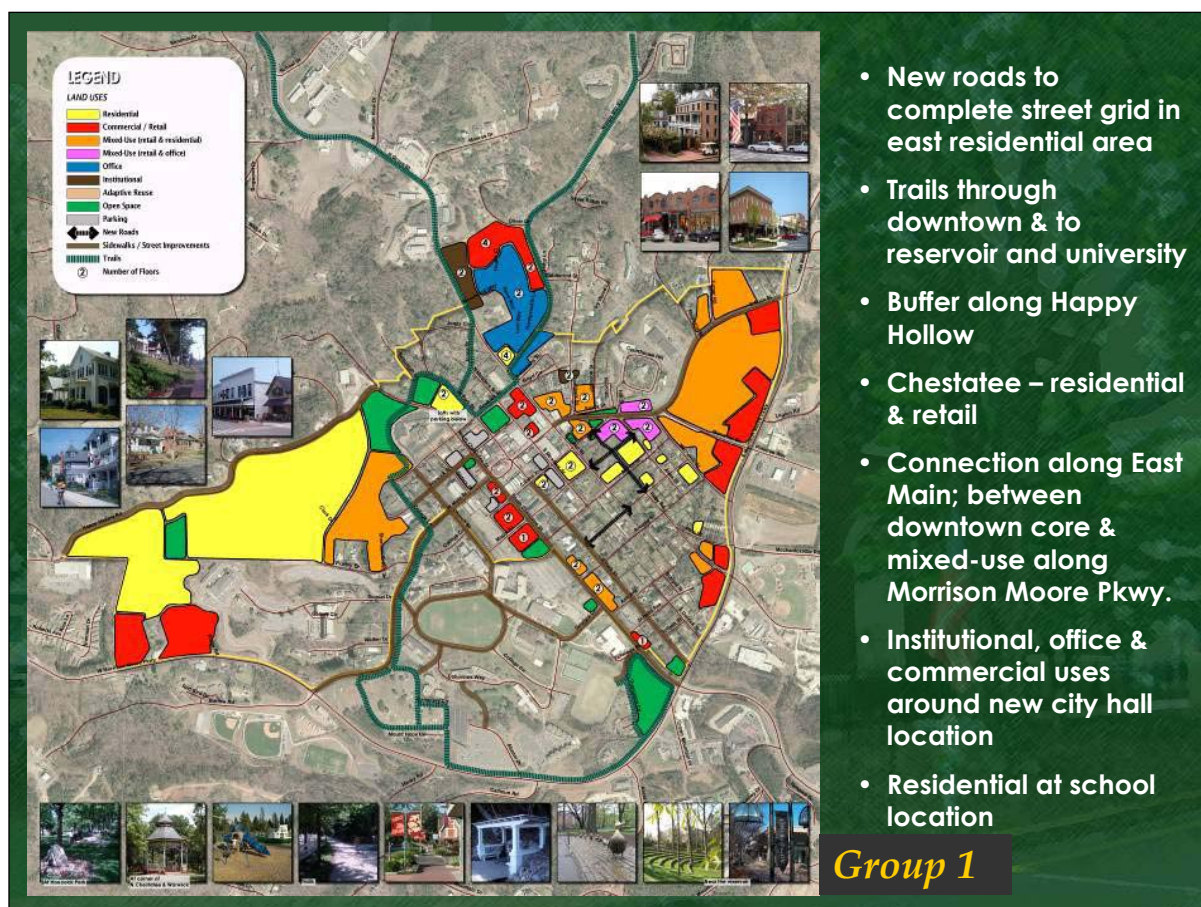


## Results of the Planning Exercises

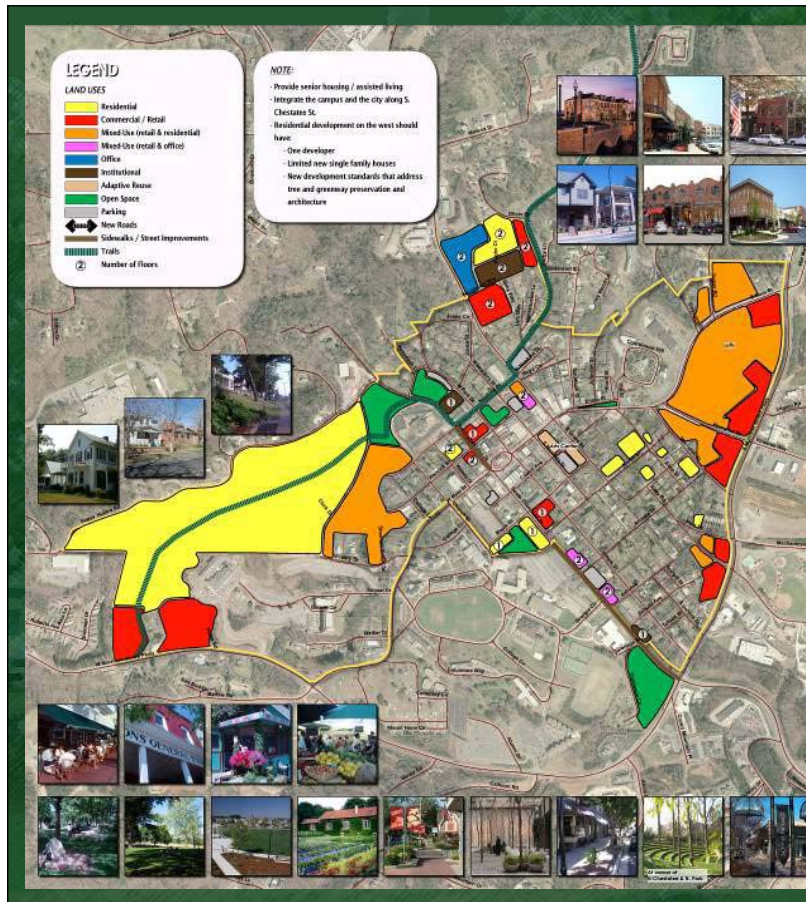
The public was divided into five groups and each group was given an opportunity to “build” their vision for the city. The first part of the exercise dealt with the overall framework for the study area. People had to discuss and validate land use suggestions that were laid out by the planning team for areas lying outside of the downtown core. Pictures that best suited each land use and neighborhood had to be selected from “image sheets”. This was also the opportunity to establish an open space and trails system so as to encourage making Dahlonega a walkable city.

The second part of the exercise concentrated solely on the the area of and immediately around the historic square and extending down along South Chestatee Street until Morrison Moore Parkway. Participants used colored wooden blocks to indicate building land use and massing in developable parcels. They also used markers to indicate enhanced street connectivity where they thought appropriate. Finally, they had to choose images relevant and specific to the downtown area.

This exercise allowed the community to visualize their desires for the city and to understand what was required to meet changing and growing needs that the city would likely face in the future. While certain aspects of the plan reached a consensus amongst the groups, there were many others that varied. A number of ideas were formulated through this exercise and these were used by the planning team to design and give direction to the Master Plan.

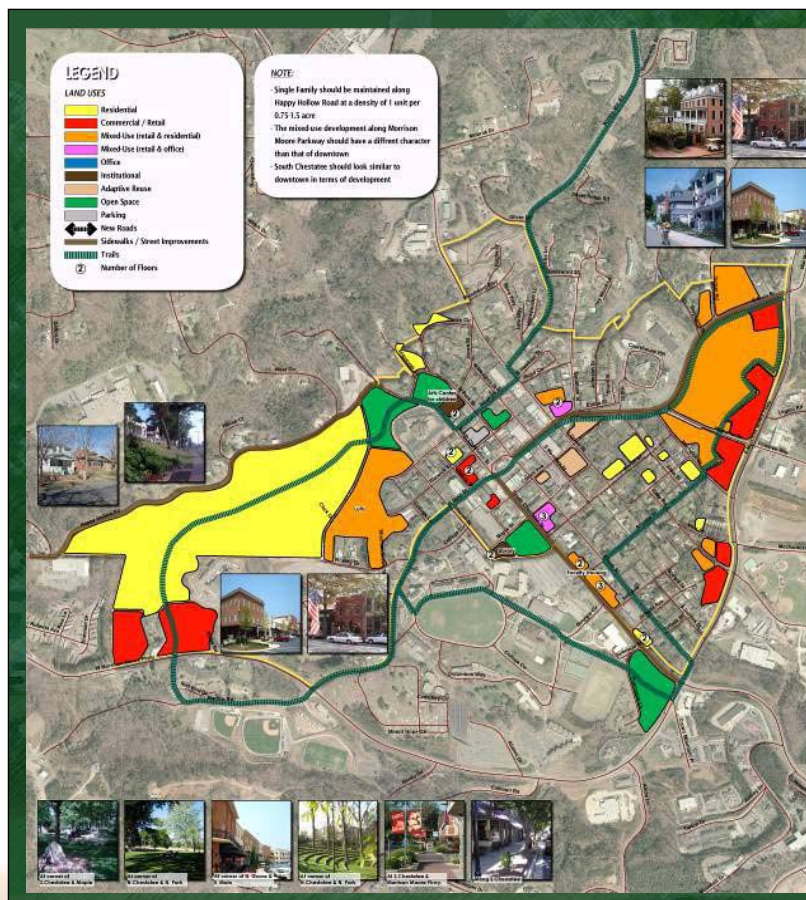






- Trail through west residential area & through downtown towards the reservoir
- Chestatee – institutional & office towards the south & residential & retail towards the core
- Denser development on the east along Morrison Moore Pkwy. Than on the west along Happy Hollow
- New city hall location converted to commercial with a mix of uses around it
- Institutional at school location
- Provide senior housing

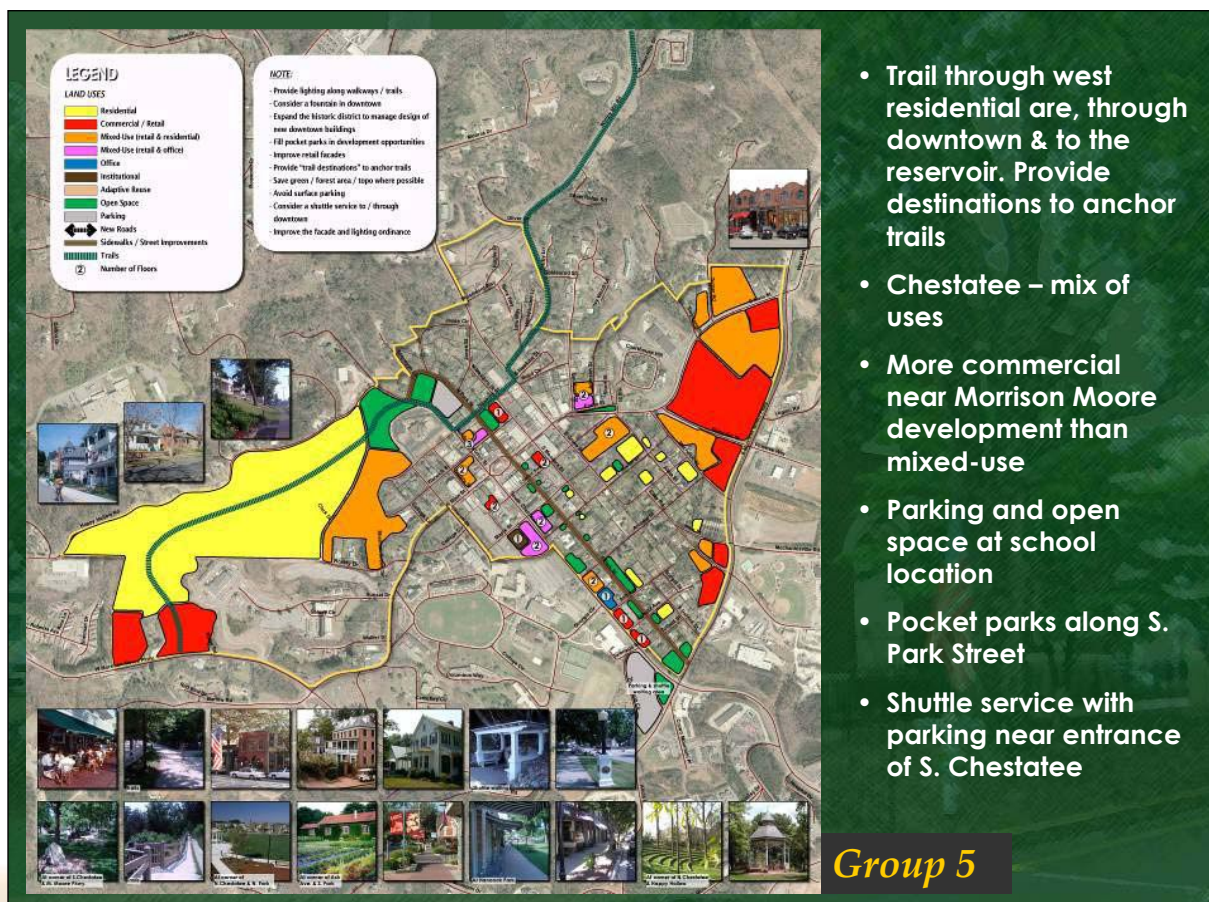
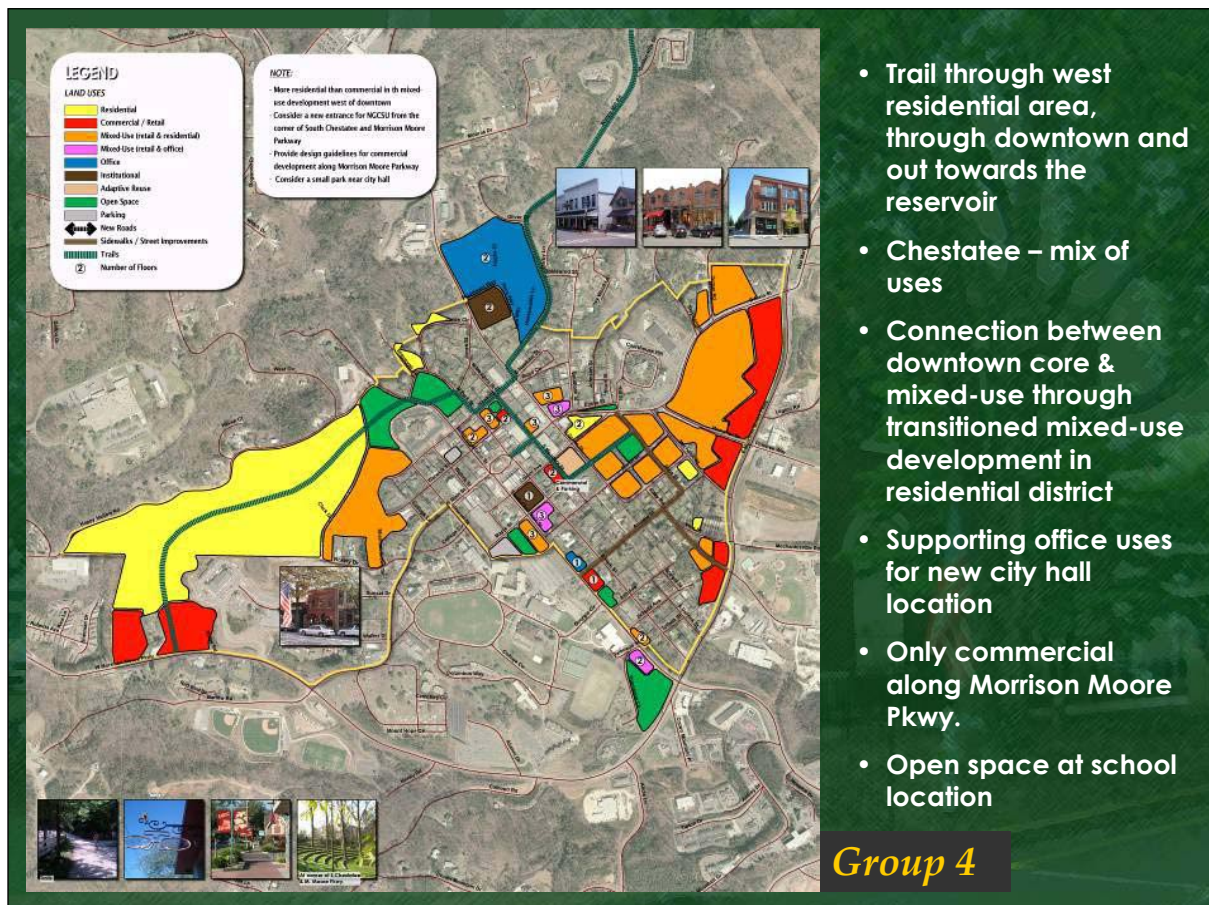
## Group 2



- Trail network through the city & out towards the reservoir and university
- Buffer along Happy Hollow
- Chestatee – residential & some retail & institutional. Development should be similar to that of the downtown core
- Institutional at school location
- Mixed-use on west of downtown core should be different than that along Morrison Moore Pkwy.

## Group 3





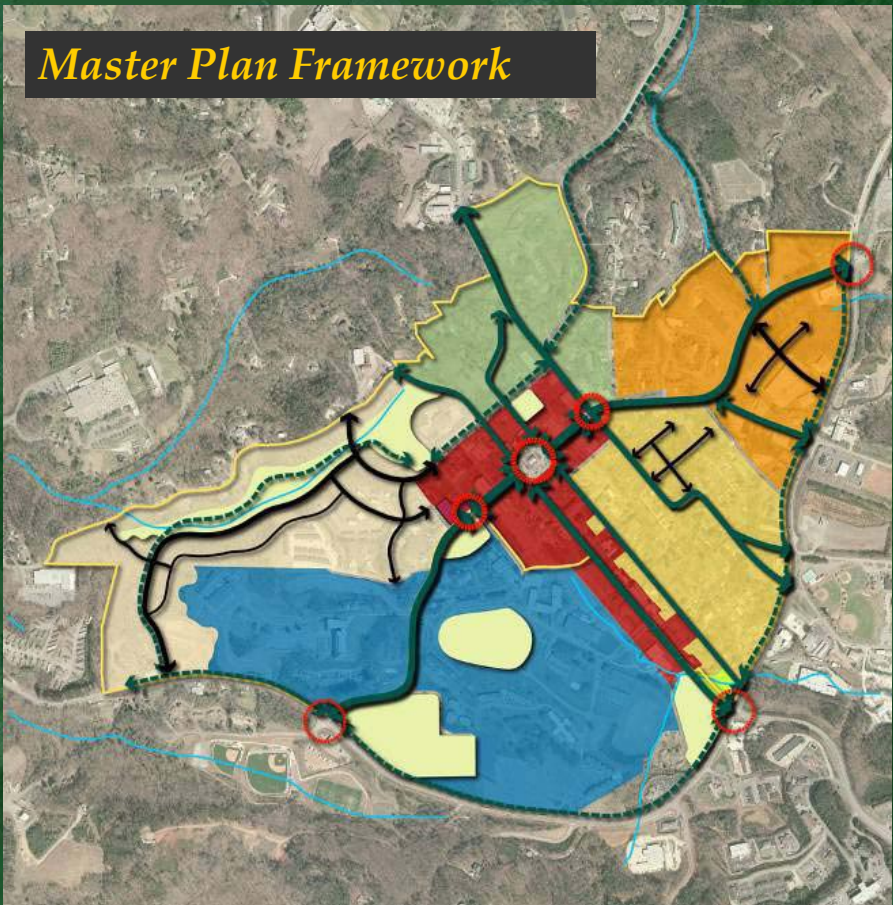


## Public Meeting 3

March 25, 2008

The final public meeting was used as a platform to present the approach and the design of the Master Plan. The planning team described the open space and circulation framework for the overall study area. They also described the division of the study area into districts and provided characteristics and a vision for each district. The development and growth within each district was further supported by market numbers that quantified housing, retail and office space.

Finally, the public was given another opportunity to participate and provide an opinion on the projects they felt were of the highest priority. They used “play money” to prioritize the projects and give the city an indication of where initial efforts needed to be concentrated.



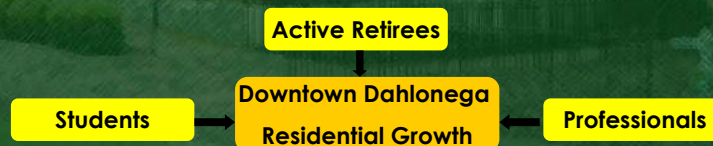
### Master Plan Framework

- Six unique districts connected by major streetscapes
- Expanded street networks to improve internal connectivity
- Trail system integrated with variety of open spaces
- Gateways reinforce districts, historic pattern of subdivision in core
- Opportunities for design features where districts meet core



## Development Potential: Residential

- Potential for **510 owner-occupied units and 640 renter-occupied units** over the next ten years
- Most likely source of residential growth: **Active Retirees (55+), Students, and Professionals** working in Dahlonega or the North Atlanta Metro
- Provide **attractive housing options** currently not available in city
- “Urban” **student mixed-use** apartments: competitive rents (\$650 to \$800 per month), amenities attractive to students.
- Single-family homes or townhomes for **young professionals**: \$150,000-\$225,000 price range, location close to Public Square
- **Active retirees**: target 200 to 300 new single-family detached or attached units to be competitive with other county locations



## Development Potential: Commercial

- Potential for additional **90,000 to 100,000 square feet of retail space** and **95,000-105,000 square feet of office space** over 10 years
- Commercial space should **extend downtown core** by concentrating on blocks closest to public square
- Incorporate commercial space off square into mixed-use developments to **capitalize on residential growth** and customers.
- Opportunities for retail predominately in small “**niche**” **specialty stores**:
  - Restaurants
  - Gourmet Food Store, focusing on specialty or locally produced goods.
  - Book Store
  - Outdoor/Adventure Clothing and Equipment
  - Other specialty or hobby stores
  - Pharmacy with convenience items
- Increasing overnight visitors key to capitalizing on tourist base; provide **additional hospitality units** as well as convention/meeting space



## Where Would You Spend Your Money?

1. Main Street streetscape from Church to Grove
2. South Chestatee streetscape from bypass to Square
3. Chestatee Gateway / Madeline Anthony Park expansion
4. Hancock Park improvements / community building
5. Lumpkin County Library
6. Performing Arts Corridor with Holly Theater plaza, amphitheater
7. Old Cannery "Artpark" with sculpture walk
8. Warwick Street parking deck
9. West Side greenway trails
10. Mechanicsville streetscapes



## Workshop #3

- **Draft Plan:**  
Presentation of development vision and projects
- **Project Prioritization:**  
"Cash" voting among ten potential projects



PROJECT NUMBER	PROJECT NAME	DESCRIPTION	PRIORITY
1.	Main Street (East & West) Streetscape	Between Church and North Grove streets: wide sidewalks, arched in select areas; head-in or parallel parking both sides; textured crosswalks; landscaping and shade trees in built-outs; gateway plazas at Grove, Church	
2.	South Chestatee Streetscape	Between Morrison Moore Parkway and the Public Square: new sidewalks both sides; arcades at new development, north side; tree alley, south side; parallel parking both sides; textured crosswalks	
3.	Chestatee Gateway / Anthony Park Expansion	At Morrison Moore Parkway: new pedestrian bridge / ramp to accommodate bypass; greenway trail; rustic character to complement existing shelter; landscape improvements	
4.	Hancock Park Improvements	Festive theme; landscape improvements; conversion of adjoining residential building to community use over time	
5.	New Library	Future relocation / expansion of existing facility on new site; shares existing county parking; veterans memorial to entry plaza; access to Cannery Artpark	
6.	Performing Arts Corridor	Church Street and area to north: streetscape with wide sidewalks, ornamental trees, on street parking, themed signage; new amphitheater at Forest Park	
7.	Cannery Art Park Sculpture Garden	Between Goudlock and Hill streets: reclamation of triangular strip at East Main right-of-way; Church Street re surfaced with unit paving; pedestrian only; temporary or permanent sculpture installations	
8.	Warwick Street Parking Deck	Between West Main and Warwick streets; reconstruction of existing surface lot; multilevel with commercial "lane" fronting West Main; bridges Warwick Street	
9.	West Side Greenways	Multuse trails with landscaping along Winpy Mill to reservoir, through Forest Park to bypass; widened sidewalk along Hawkins Street	
10.	Mechanicsville Streetscapes & Street Network	South Grove / Riley Road streetscape from Main to bypass - sidewalk with gravelled parking; one side continuous; waste shoulder opposite side; additional minor streetscapes / new streets	

DAHLONEGA DOWNTOWN MASTER PLAN

Priority Projects  
March 2008





# *Detailed Market Analysis*

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# Introduction

Downtown Dahlonega combines many special attributes which are atypical for a city of its size. It is a historic county seat with historic court house and rich history tied to Georgia's Gold Rush in the mid-19th century. It is a college community and is located at the gateway to the North Georgia Mountains, making it a popular tourist and visitor destination. Thus, Downtown Dahlonega serves many purposes and appeals to a very broad demographic. The challenge facing Downtown is how to grow and expand without losing the character and charm that has made it so popular amongst such a broad range of people. The following report details the strengths and opportunities of Downtown Dahlonega, informing leaders and stakeholders, to aid them in making decisions about the future growth of Downtown Dahlonega.

## REPORT OVERVIEW

The following demographic and market assessment report examines Downtown Dahlonega, Georgia. For the purposes of the market overview, data was compiled for the Downtown Dahlonega Study Area, the City of Dahlonega, Lumpkin County and the Atlanta MSA (Metropolitan Statistical Area). The report includes the following:

**Demographic Characteristics** – This section provides an overview of the population, households and housing stock in Downtown Dahlonega, the City of Dahlonega, Lumpkin County and the Atlanta MSA. In addition, this section includes a discussion of the businesses and employment in the Study Area and an analysis of retail spending.

**Real Estate Market Trends** – This section includes an inventory and market trends for residential, commercial and hospitality uses within the Study Area.

**Future Real Estate Demand** – Based on the above data and analysis, the team believes that the area can support additional development in Downtown Dahlonega over the next decade. This section determines the amount of new development that can be absorbed in the Study Area by land use category.

## METHODOLOGY

The Market Assessment is based on a study methodology combining data collection from both primary and secondary sources, our experience with other similar downtown redevelopment areas and a continuous dialog with stakeholders and the study team.

**Review Previous Studies** - The first step in the market study was to review previous studies completed for the Downtown Dahlonega, the City and Lumpkin County. These studies included:

- City of Dahlonega Comprehensive Plan 2005-2025
- Downtown Dahlonega Summary of Market Focus Groups (2007)
- A Market Analysis of Downtown Dahlonega, Georgia (2006)
- Georgia Visitor Products Study (2006)
- 2006 Travel Profile-Georgia State Visitors' Statistics and Travel Economic Impact



Interviews with Stakeholders – Bleakly Advisory Group worked with other team members to engage area stakeholders, including political leaders, government workers, business owners, developers, and other individuals active in Downtown Dahlonaga.

Meetings – The team attended several meetings of a steering committee as well as public meetings held in Dahlonaga. These meetings provided an opportunity to present the findings of the market study and receive feedback from stakeholders.

Coordinate with Team Members – Throughout the study, we have met with team members to discuss research methods, findings, and development strategies to coordinate all aspects of the study into a cohesive and consistent plan.

Demographic Analysis of Market – The demographic analysis is based on current data obtained from Claritas, Inc., a nationally recognized provider of demographic data.



## Demographic Context

Population growth patterns, household characteristics, employment patterns, and business concentration are key factors in gauging the strength and current conditions of a local market. This section discusses the aforementioned conditions, as well as provides key demographic data for Downtown Dahlonega.

This report focuses on three Study Areas: the Downtown Dahlonega Study Area, the City of Dahlonega and Lumpkin County. In addition, data for the Atlanta MSA is presented to provide a regional context to the analysis. For a complete presentation of the data used in this analysis, see the Appendix. This section will discuss the following demographic factors that describe the region:

- Population Characteristics
- Household Characteristics
- Housing Characteristics
- Employment and Business Characteristics
- Retail Capture Analysis
- Tourism

### POPULATION CHARACTERISTICS

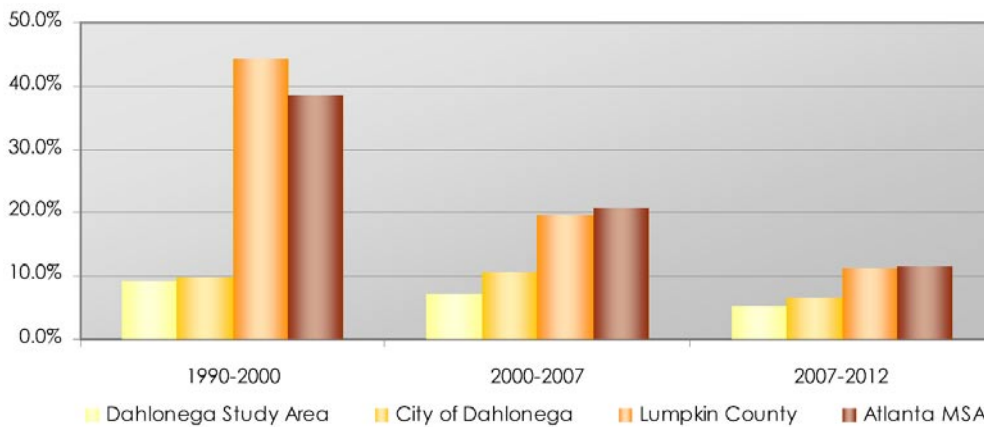
The purpose of the following section is to describe the population living in Downtown Dahlonega, the City of Dahlonega, Lumpkin County and the Atlanta MSA. It includes an analysis of population growth, race and ethnicity, age distribution and educational attainment.

### POPULATION GROWTH

Downtown Dahlonega is compact in size and has a small resident population which has been growing modestly. In 2007, there were an estimated 871 residents living in Downtown Dahlonega, which is project to increase by 5.2% to 916 residents by 2012. In 2007, downtown represented 21.6% of Dahlonega's population of 4,030 persons and 3.5% of Lumpkin County's population of 25,133 residents. By 2012, downtown will represent 21.3% of Dahlonega's population of 4,302 and 3.3% of Lumpkin County's population of 27,931. During the period from 1990 to 2006, the Downtown Dahlonega Study Area and the City of Dahlonega grew moderately at 17.1% and 21.5%, respectively. During the same time period, Lumpkin County grew 72.5%. These trends are projected to continue over the next five years--the Study Area and the City projected to grow at 5.2% and 6.7%, respectively while the Lumpkin County's population is projected to increase 11.1%.



Population Growth

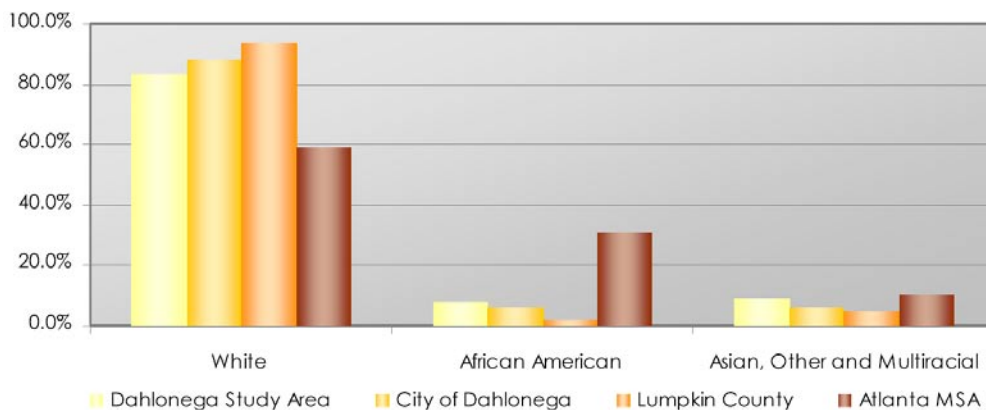


## POPULATION RACE AND ETHNICITY

According to Claritas, in 2007, 83.6% of residents of the Downtown Dahlonge Study Area identified themselves as white, 8.8% as Asian, other and multiracial and 7.6% identified themselves as African-American, which was comparable to the racial make up of the City of Dahlonge but slightly more diverse than Lumpkin County as a whole. In Lumpkin County, 93.4% of residents identified themselves as white, 4.9% as Asian, other or multiracial and 1.7% as African-American.

In 2007, 13.7% of the residents of Downtown Dahlonge identified themselves as Hispanic or Latino, a slightly larger proportion than in the City at 9.2% or the County at 5.1%.

Race

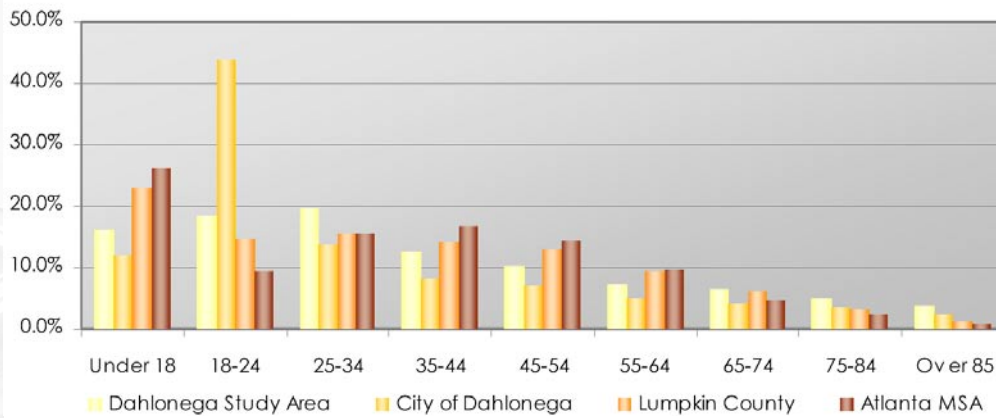


## POPULATION AGE DISTRIBUTION

The median age of the Downtown Dahlonge's residents is 32.7 years, slightly younger than Lumpkin County at 33.1 but significantly older than the City of Dahlonge, where residents have an average age of just 23.5 years, due to the presence of North Georgia College and State University (NGCSU) students. The largest proportion of downtown residents, 19.7%, are between the ages of 25 and 34, a larger proportion than the City, County or the MSA at 13.8%, 15.5% and 15.6%, respectively. The downtown Study Area also has a larger proportion of residents over the age of 65, 15.4%, than the City at 10.1%, the County at 10.5% and the MSA at 8.2%.



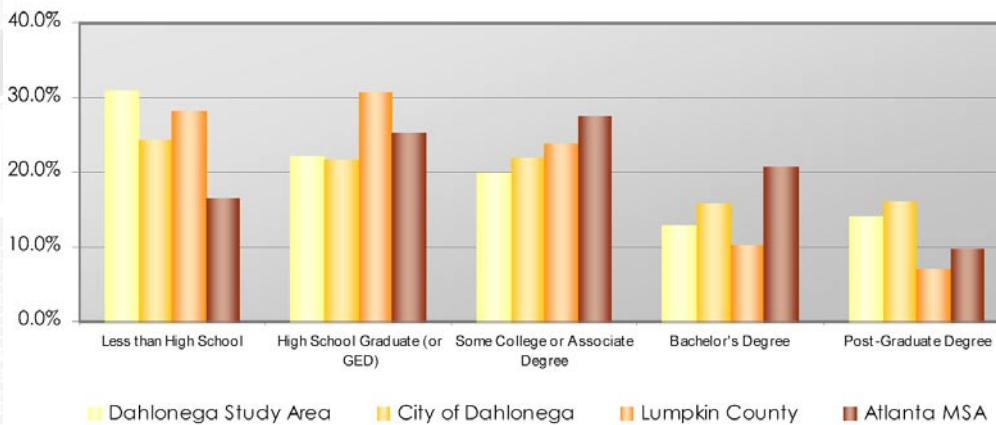
Population Age Distribution



## EDUCATIONAL ATTAINMENT

In Downtown Dahlonge, 31.0% of residents lack a high school education, compared to 24.4% of Dahlonge residents, 28.2% of County residents and 16.6% of MSA residents. However, Downtown Dahlonge has a high proportion of residents with either a Bachelor's or Post-Graduate Degree, 27.0%, which is slightly lower than the City (32.0%), but higher than Lumpkin County (17.2%), reflecting the impact of NGCSU.

Educational Attainment



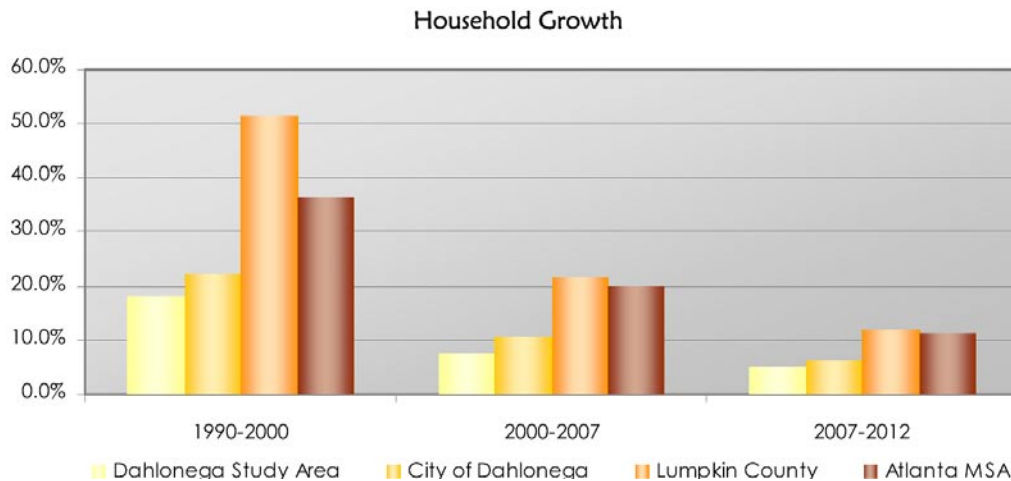


## HOUSEHOLD CHARACTERISTICS

The purpose of the following section is to describe the households located in Downtown Dahlonega, the City of Dahlonega, Lumpkin County and the Atlanta MSA. It includes an analysis of household growth, household size, family type, and household income.

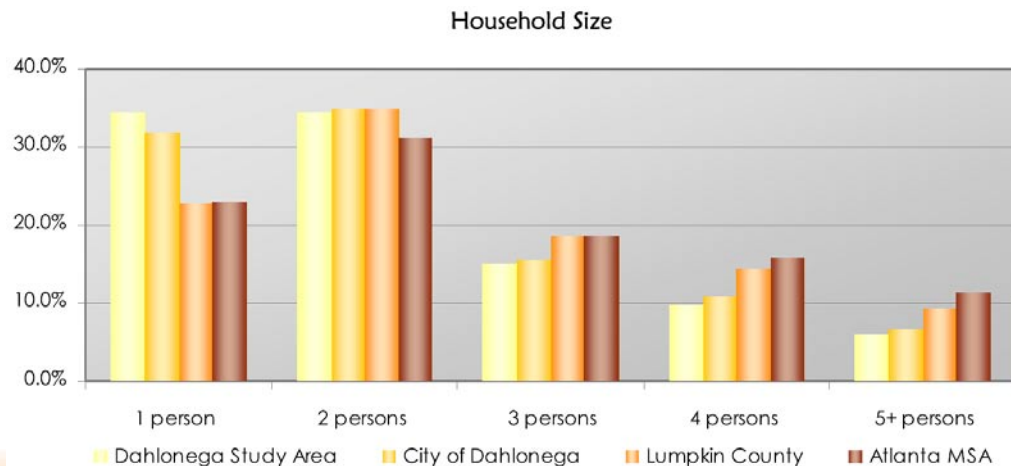
### HOUSEHOLD GROWTH

In 2007, there were an estimated 362 households in the Downtown Dahlonega Study Area, which is projected to grow by only 19 households by 2012, a projected growth rate of 5.2%. In 2007, Downtown represented 30.8% of Dahlonega's 1,174 households and 3.9% of Lumpkin County's 9,155 households. Downtown's projected growth from 2007 to 2012 of 5.2% is slightly lower than the City of Dahlonega, which is projected to grow 6.2% over the same period, and significantly slower than both the County and the MSA which are projected to grow by 11.9% and 11.2%, respectively, by 2012.



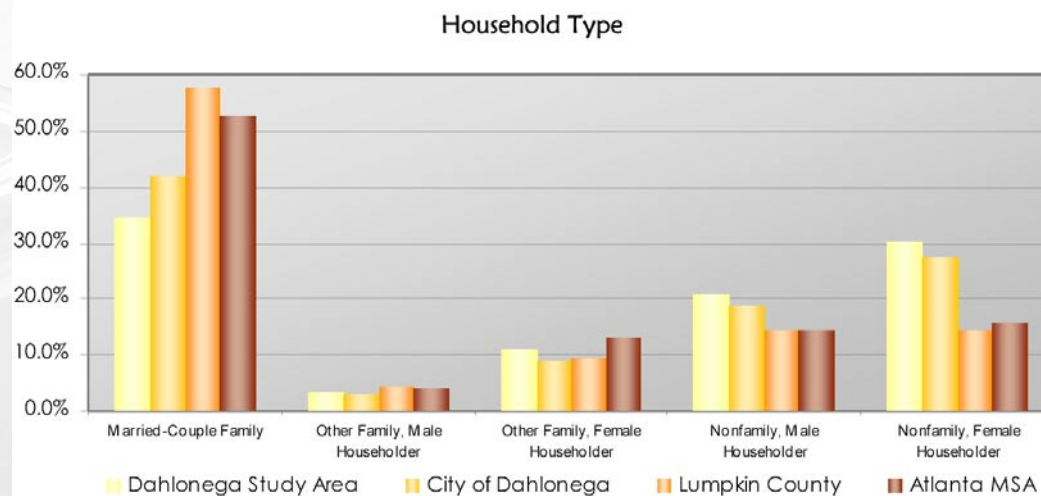
### HOUSEHOLD SIZE AND TYPE

The average household size in Downtown Dahlonega is 2.21 persons, which is slightly smaller than Dahlonega (2.30), Lumpkin County (2.58) and the Atlanta MSA (2.70). The largest proportions of households in downtown are 1-person households and 2-person households, which combined represent 69.0% of households, a somewhat higher proportion than Dahlonega, the County or the MSA at 66.7%, 57.6% and 54.1%, respectively.



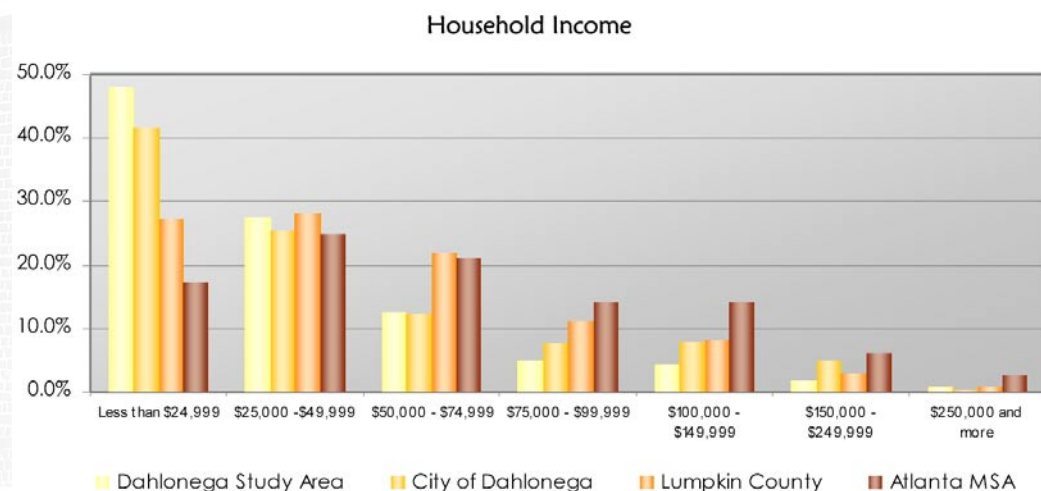


The largest proportion of households in Downtown Dahlonega, 51.0%, are non-family households, a significantly higher proportion than in Dahlonega, Lumpkin County and the MSA at 46.1%, 28.8%, and 30.0%, respectively. Downtown has a significantly lower proportion of married-couple families (34.6%) than Dahlonega (41.7%), the County (57.7%) or the MSA (52.8%).



## HOUSEHOLD INCOME

The median household income in Downtown Dahlonega are modest at \$26,190, which is 85.2% of the City of Dahlonega's median household income (\$30,734), 58.2% of the Lumpkin County median income (\$45,010) and 44.2% of the Atlanta MSA median household income (\$59,261). A very high proportion of Downtown households, 48.1%, earn less than \$24,999, a significantly higher proportion than in the City of Dahlonega (41.4%), Lumpkin County (27.1%) or the Atlanta MSA (17.4%), likely reflecting the impact of young student residents.



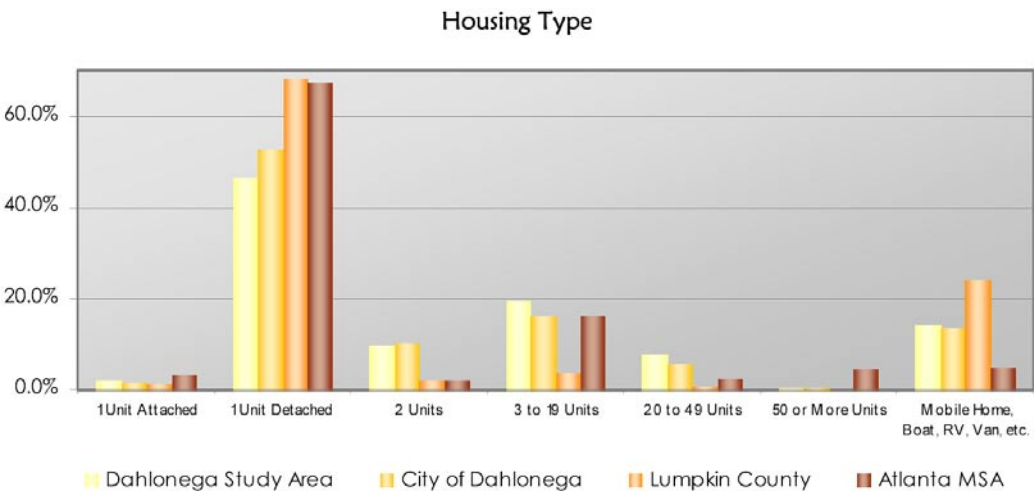


## HOUSING CHARACTERISTICS

The following section describes the existing housing stock in the Downtown Dahlonega Study Area, the City of Dahlonega, Lumpkin County and the Atlanta, GA MSA. It includes an analysis of housing type, housing tenure, owner-occupied housing values and housing by year built.

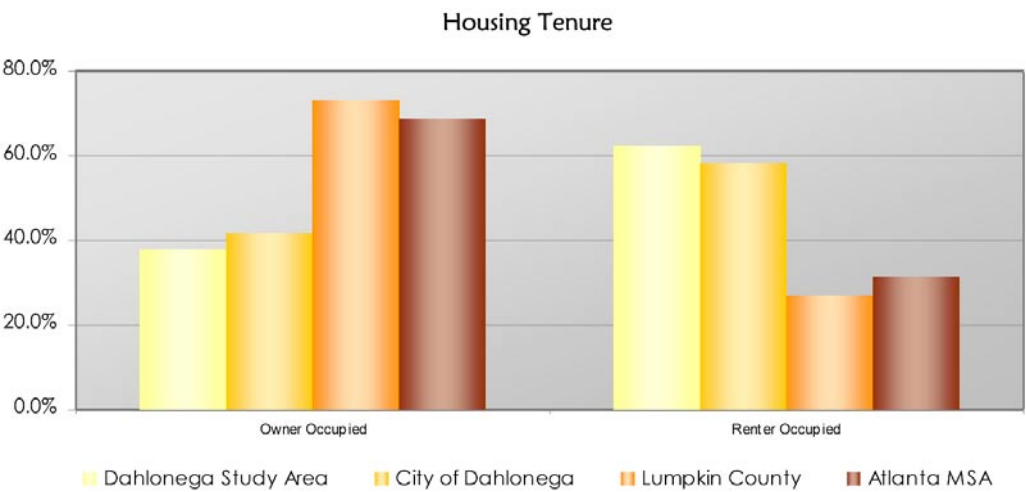
### HOUSING TYPE

The largest proportion of housing in Downtown Dahlonega, 46.5%, is single family homes, which is a slightly lower proportion than the City of Dahlonega (52.5%), Lumpkin County (68.0%) or the Atlanta MSA (67.0%). The downtown Study Area has a higher proportion of multifamily housing (37.3%) than Dahlonega, the County or the MSA, at 32.6%, 6.7% and 25.0%, respectively. The downtown district also has a significant numbers of mobile homes, 14.4%, which is slightly higher than the City (13.4%), but less than Lumpkin County in as a whole (24.1%).



### HOUSING TENURE

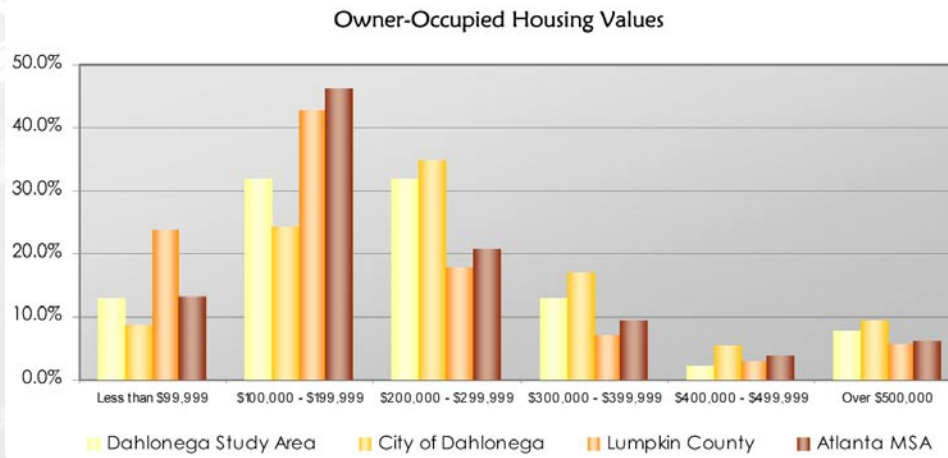
In the downtown district, 37.8% of housing is owner-occupied, a substantially smaller proportion than in Dahlonega (41.9%), Lumpkin County (73.0%) or the MSA (68.6%).





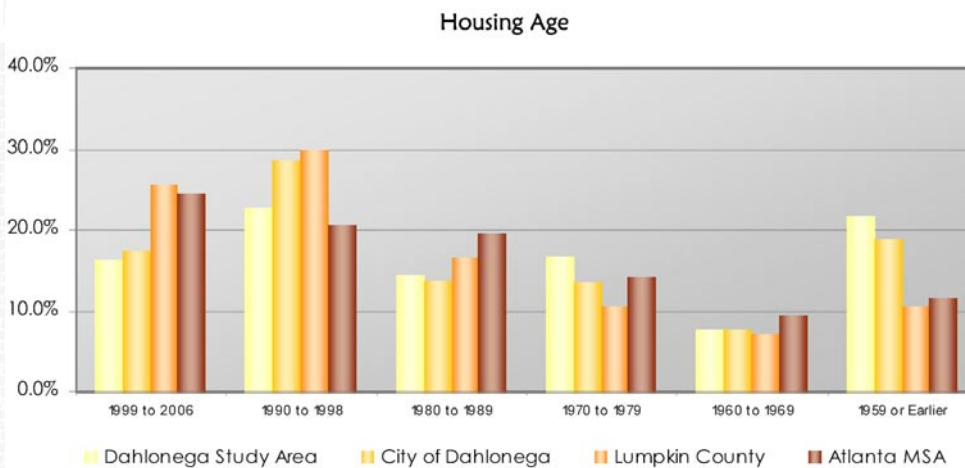
## OWNER-OCCUPIED HOUSING VALUES

The median value of owner-occupied housing in Downtown Dahlonge is \$216,667, or 87.3% of the median housing value in Dahlonge (\$248,266), 144.8% of the median housing value in Lumpkin County (\$149,659), and 122.0% of the median housing value in the Atlanta MSA (\$177,571). Both the downtown district and the City have a higher proportion of homes valued over \$300,000 (23.2% and 31.9%, respectively) than Lumpkin County or the MSA (at 15.6% and 19.6%, respectively).



## HOUSING AGE

The median age of homes in Downtown Dahlonge is 25 years, which is four years older than the City of Dahlonge, nine years older than Lumpkin County and five years older than in the Atlanta MSA. Over one in five homes in Downtown Dahlonge was built before 1960.





## KEY DEMOGRAPHIC TRENDS

The following conclusions are made based on the evaluation of resident, household and housing, business and tourism characteristics, as presented above.

The population living in Downtown Dahlonega is small and is projected to have relatively modest growth. Downtown Dahlonega has 871 residents, representing 21.6% of Dahlonega's population of 4,030 and 3.5% of Lumpkin County's population of 25,133. From 2007-2012, Downtown is projected to grow 5.2%, slower than the City or County, at 6.7% and 11.1%, respectively.

Residents of the Downtown Dahlonega are younger, more diverse and less well educated than Lumpkin County as a whole. Downtown residents have a median age of 32.7, slightly younger than Lumpkin County at 33.1 years. Over 16% of Downtown residents identify themselves as non-white, compared to 12.0% in Dahlonega and 6.6% in the County. Over 30% of Downtown residents have not earned their high school diploma or equivalent.

Households in Downtown Dahlonega are smaller and have lower incomes than those in the City or County. The average household in Downtown Dahlonega has 2.21 persons, compared to 2.3 persons in Dahlonega and 2.58 persons in Lumpkin County. The median household income in Downtown is \$26,190, or 85.2% of Dahlonega's median income of \$45,010 and 58.2% of Lumpkin County's median income of \$59,261. The largest proportions of households in downtown are 1-person households and 2-person households, which combined represent 69.0% of households. Over half of households in Downtown Dahlonega, 51.0%, are non-family households.

Dahlonega has a mix of housing types which are predominately renter-occupied. Approximately half of all housing units in Downtown are single family units with an additional 37% of housing units in multifamily buildings with mobile homes making up the balance. Renters occupy 62.2% of housing units, a higher proportion than in the surrounding areas. The median owner-occupied housing value in Downtown is \$216,667, or 87.3% of housing values in Dahlonega, but somewhat higher than the median housing values of Lumpkin County.



## BUSINESS AND EMPLOYMENT CHARACTERISTICS

Employment patterns and the local area workforce are essential to sustaining economic growth and vitality for a region. Not only do local businesses use goods and services in the local economy, but their employees spend money that they have earned during the workday in the local area, generating income for local businesses. This section focuses on the daytime workforce of Downtown Dahlonega and the City of Dahlonega, which is composed of the business and their employees who work in the area.

According to Claritas, in 2007 there were an estimated 358 business establishments in the downtown district representing 62.4% of Dahlonega's 574 establishments and 33.3% of Lumpkin County's 1,074 business establishments. In the downtown district, the largest proportion of businesses are in the Services Industry (29.9%). This is a somewhat lower proportion than found in Dahlonega (37.8%) and Lumpkin County (35.5%). Within the Services Sector in Downtown Dahlonega, the largest proportion of firms is in Membership Organizations (6.4% of all establishments) and Personal Services (4.5%). The second largest proportion of business firms is in the Retail Trade (28.8%), a slightly larger proportion than the City (26.0%) or Lumpkin County (22.4%). Within the Retail Sector in Downtown, the largest proportion of establishments is in Miscellaneous Retail (10.9% of all establishments) and Eating and Drinking Places (6.7%).

2007 Business Establishments						
Industry Group	Downtown Dahlonega		City of Dahlonega		Lumpkin County	
Agriculture, Forestry and Fishing	9	2.5%	11	1.9%	40	3.7%
Mining	0	0.0%	0	0.0%	3	0.3%
Construction	27	7.5%	36	6.3%	137	12.8%
Retail Trade	103	28.8%	149	26.0%	241	22.4%
Manufacturing	13	3.6%	21	3.7%	40	3.7%
TCE	11	3.1%	16	2.8%	47	4.4%
FIRE	40	11.2%	61	10.6%	84	7.8%
Wholesale Trade	9	2.5%	14	2.4%	33	3.1%
Services	107	29.9%	217	37.8%	381	35.5%
Public Administration	27	7.5%	34	5.9%	38	3.5%
Nonclassifiable Establishments	12	3.4%	15	2.6%	30	2.8%
Total	358	100.0%	574	100.0%	1,074	100.0%

Source: Claritas

In terms of employment, Downtown Dahlonega has 3,483 employees, representing 51.2% of Dahlonega's 6,804 employees and 33.8% of Lumpkin County's 10,305 employees. In the downtown district, the largest proportion of employees is in the Services Industry (35.7%). This is a slightly lower proportion than found in Dahlonega (36.6%) and Lumpkin County (37.0%). Within the Services Sector in Downtown Dahlonega, the largest number of workers is employed in Educational Services (11.0% of all employees) and Hotels and Other Lodging Places (9.2%). The second largest proportion of businesses is in the Retail Trade (28.7%), a slightly larger proportion than the City (26.2%) or Lumpkin County (23.3%). Within the Retail Sector in Downtown, the largest number of workers is employed in Eating and Drinking Places (10.3% of all employees) and General Merchandise stores (6.5%). Retail and services dominate Downtown Dahlonega, with no other major industry.



## 2007 Business Employment

Industry Group	Downtown Dahlonega		City of Dahlonega		Lumpkin County	
Agriculture, Forestry and Fishing	48	1.4%	55	0.8%	201	2.0%
Mining	0	0.0%	0	0.0%	21	0.2%
Construction	164	4.7%	249	3.7%	741	7.2%
Retail Trade	1,000	28.7%	1,785	26.2%	2,404	23.3%
Manufacturing	119	3.4%	953	14.0%	1,136	11.0%
TCE	143	4.1%	210	3.1%	511	5.0%
FIRE	273	7.8%	371	5.5%	499	4.8%
Wholesale Trade	65	1.9%	92	1.4%	278	2.7%
Services	1,244	35.7%	2,488	36.6%	3,812	37.0%
Public Administration	340	9.8%	496	7.3%	529	5.1%
Nonclassifiable Establishments	87	2.5%	105	1.5%	173	1.7%
<b>Total</b>	<b>3,483</b>	<b>100.0%</b>	<b>6,804</b>	<b>100.0%</b>	<b>10,305</b>	<b>100.0%</b>

Source: Claritas

Claritas estimates that business sales in Downtown Dahlonega in 2007 were \$313.5 million, or 54.0% of Dahlonega's estimated \$580.6 million in business sales and 31.9% of Lumpkin County's \$983.0 million in business sales. In downtown, the retail trade accounted for \$106.1, or 33.8% of all business sales, a higher proportion than the City (31.7%) or the County (27.5%), reflecting the importance of downtown as a retail location. Services accounted for \$82.0 million in sales, or 26.2% of all business sales, a slightly lower proportion than in the City (29.5%) or in the County (27.5%).

## 2007 Business Sales

Industry Group	Downtown Dahlonega		City of Dahlonega		Lumpkin County	
Agriculture, Forestry and Fishing	\$2.70	0.9%	\$3.10	0.5%	\$10.60	1.1%
Mining	\$0.00	0.0%	\$0.00	0.0%	\$2.60	0.3%
Construction	\$28.40	9.1%	\$45.80	7.9%	\$133.40	13.6%
Retail Trade	\$106.10	33.8%	\$183.90	31.7%	\$270.50	27.5%
Manufacturing	\$8.70	2.8%	\$59.90	10.3%	\$80.00	8.1%
TCE	\$12.70	4.1%	\$18.40	3.2%	\$52.50	5.3%
FIRE	\$60.40	19.3%	\$80.80	13.9%	\$109.10	11.1%
Wholesale Trade	\$12.50	4.0%	\$17.20	3.0%	\$54.20	5.5%
Services	\$82.00	26.2%	\$171.50	29.5%	\$270.10	27.5%
Public Administration	\$0.00	0.0%	\$0.00	0.0%	\$0.00	0.0%
Nonclassifiable Establishments	\$0.00	0.0%	\$0.00	0.0%	\$0.00	0.0%
<b>Total</b>	<b>\$313.50</b>	<b>100.0%</b>	<b>\$580.60</b>	<b>100.0%</b>	<b>\$983.00</b>	<b>100.0%</b>

Source: Claritas



## RETAIL CAPTURE ANALYSIS

Determining the amount of expenditures by area residents that are captured by local retailers is a three step process. First, area retail demand is determined by analyzing consumer spending patterns. Second, retail sales by local merchants are estimated based on square footage and average retail sales per square foot by category. Third, the estimated demand and sales are compared to determine by retail category the amount of retail sales captured by local merchants and the amount of retail “leakage” that occurs outside the local market. This information provides insights about the type of retail with potential for Downtown Dahlonega.

## CONSUMER EXPENDITURES

In 2007, there was an estimated \$11.3 million spent by consumers living in Downtown Dahlonega, which represented 2.8% of Lumpkin County’s total consumer expenditures of \$398.9 million. The top five categories of expenditures by Downtown residents were:

- Food and Beverage Stores--12.8%
- General Merchandise Stores--11.7%
- Gasoline Stations--11.7%
- Foodservice and Drinking Places--10.1%
- Building Material, Garden Equip Stores—8.2%

Consumer Expenditures		
Consumer Expenditures by Store Type	Downtown Dahlonega	Lumpkin County
Furniture and Home Furnishings Stores	\$244,594	\$9,626,699
Electronics and Appliance Stores	\$244,555	\$8,973,595
Building Material, Garden Equip Stores	\$928,050	\$42,175,943
Food and Beverage Stores	\$1,444,203	\$45,507,012
Health and Personal Care Stores	\$667,651	\$19,868,744
Gasoline Stations	\$1,326,518	\$46,061,213
Clothing and Clothing Accessories Stores	\$472,905	\$17,587,936
Sporting Goods, Hobby, Book, Music Stores	\$190,758	\$7,518,245
General Merchandise Stores	\$1,316,639	\$46,114,594
Miscellaneous Store Retailers	\$286,763	\$10,700,495
Non-Store Retailers	\$629,265	\$23,116,186
Foodservice and Drinking Places	\$1,137,281	\$35,980,947
Total Retail Sales Incl Eating and Drinking Places	\$11,294,048	\$398,850,234

\* Does not include Motor Vehicle Parts and Dealers

Source: Claritas



In 2007, there was an estimated \$398.9 million in retail purchases spent by consumers living in Lumpkin County. The top five categories of expenditures were:

- General Merchandise Stores—11.6%
- Gasoline Stations—11.5%
- Food and Beverage Stores—11.4%
- Building Material, Garden Equip Stores—10.6%
- Foodservice and Drinking Places—9.0%

## RETAIL SALES

According to Claritas, total retail sales in downtown totaled \$62.0 million. The top five categories of sales were:

- Building Material and Garden Equipment stores—18.0%
- General Merchandise Stores—16.9%
- Foodservice and Drinking Places—10.8%
- Gasoline Stations—8.3%
- Food and Beverage Stores—5.9%

Lumpkin County had total sales of \$267.0 million, with the following top five categories:

- General Merchandise stores--19.9%
- Building Material and Garden Equipment stores—12.7%
- Gasoline Stations—11.9%
- Foodservice and Drinking Places—11.3%
- Food and Beverage Stores—3.9%

Thus, 23.2% of all retail sales in Lumpkin County occur in Downtown Dahlonega, while downtown population spending is only 2.8% of the County, indicating downtown's importance as a retail location.

Comparing Downtown's capture of overall Lumpkin County sales gives an indication of those categories in which Dahlonega is capturing more than its "fair share" of sales. Overall, Dahlonega's retail sales of \$62.0 million are 23.2% of Lumpkin County's retail sales. Categories in which Dahlonega captures a higher percentage indicate that Downtown is capturing more than its anticipated "fair share" of sales in a given category and indicate that it could be a retail "niche" for downtown, either because of higher than normal sales in Downtown or because of a lack of those retailers in Lumpkin County as a whole. Of the categories in which Dahlonega has higher sales, those categories we believe have the highest potential to build upon their "niche" are Food and Beverage Stores, Health and Personal Care Stores, Sporting Goods, Hobby, Books and Music Stores and Miscellaneous Store retailers.



## RETAIL CHALLENGES AND OPPORTUNITIES

In addition to the above data, the study team interviewed residents, merchants and other stakeholders to identify the challenges and opportunities of the downtown Study Area, particularly in regard to the retail offerings. The key findings were as follows:

- Tourists serve as a significant source of retail demand in the Downtown Study Area. Some merchants estimate that up to 75% of their sales come from tourist and visitors.
- Retailers want to be on the square—there had not been a retail vacancy on the square in three years. There are stores that do not open rather than opening at a location off of the square. Therefore, the square needs to “extend” farther so that retail can grow. There is not a lot of mid-sized business space, from 2,000 to 3,000 square feet.
- There is a perception that downtown does not offer a large enough variety of goods and services to attract shoppers from the surrounding areas, that the shops cater to tourist and do not have the products or prices that can compete with “big box” retailers in Dawsonville and Gainesville or with Wal-Mart.
- There needs to be more activity at night. Most shops close around dinner time, leaving restaurant patrons who would otherwise walk around and shop without anything to do. However, merchants say that there is not enough sales volume to justify extending hours and that even when they do, other merchants do not, leaving large stretches of dark sidewalks that potential customers will not walk through.
- Retirees moving into the City of Dahlonega find Downtown to be an important amenity-particularly the restaurants and the Holly Theater. More restaurants, as well as a broader range of restaurants would be appreciated.
- Many restaurants are trying to be “all things to all people” or are beginning to cater to students. Downtown needs to maintain some restaurants that feel like restaurants without the influence of the “bar crowd.”
- Stores have been trying to stock more locally-made goods, which are popular among tourist but do not bring in residents.
- Demand for retail is steady throughout the week and throughout Spring, Summer and Fall, however retail sales slow significantly in the winter months (January through March).
- The incomes of most visitors, particularly day-trippers, are low and the product mix and pricing at retail stores in the Study Area are too high-end for these shoppers.

The above data confirms the findings of the study A Market Analysis of Downtown Dahlonega, Georgia (2006) as well as interviews with stakeholders performed for this study. In the Market Analysis study, the types of businesses most preferred in Downtown Dahlonega by respondents were grocery store/gourmet food store, restaurants, clothing stores, general merchandise stores, bakeries and new and used bookstores. In addition, stakeholder interviews indicated a need for food stores, outdoor/adventure stores book stores and coffee shops.

Increasing the variety of goods and services offered in Downtown Dahlonega will increase visitation and spending by Lumpkin County residents, tourists and students. Additional retail spending will increase employment, sales tax and create additional demand for retail space. While Downtown Dahlonega should not look for “Big Box” retailers to increase retail offerings, there are several “niche” retail establishments which could successfully diversify the service/retail economy of downtown. They include:

- Restaurants (from casual to fine dining)
- Coffee Shops
- Book Stores
- Gourmet Food Stores, focusing on specialty and locally produced goods or baked goods
- Outdoor/Adventure Clothing and Equipment
- Other specialty Hobby Stores (photography, bird watching, outdoor sports, etc.)
- A pharmacy or general store with “convenience” items

Retail Sales			
Retail Sales by Store Type	Downtown Dahlonega	Lumpkin County	Dahlonega's % of Lumpkin County Sales
Furniture and Home Furnishings Stores	\$958,642	\$2,879,004	33.3%
Electronics and Appliance Stores	\$366,120	\$1,041,999	35.1%
Building Material, Garden Equip Stores	\$11,160,903	\$33,834,010	33.0%
Food and Beverage Stores	\$3,655,949	\$10,484,988	34.9%
Health and Personal Care Stores	\$3,899,705	\$7,450,994	52.3%
Gasoline Stations	\$5,168,013	\$31,784,000	16.3%
Clothing and Clothing Accessories Stores	\$453,516	\$1,952,991	23.2%
Sporting Goods, Hobby, Book, Music Stores	\$239,422	\$522,998	45.8%
General Merchandise Stores	\$10,475,845	\$53,056,004	19.7%
Miscellaneous Store Retailers	\$2,237,299	\$6,443,008	34.7%
Non-Store Retailers	\$361,777	\$8,917,000	4.1%
Foodservice and Drinking Places	\$6,700,451	\$30,301,999	22.1%
Total Retail Sales Incl Eating and Drinking Places	\$61,959,062	\$267,030,995	23.2%

\* Does not include Motor Vehicle Parts and Dealers

Source: Claritas



## TOURISM

Tourism is a vital part of the Dahlonega economy, supporting retailers, restaurants and hotels throughout Dahlonega but particularly in the Downtown area. An estimated 61.7 million visitors came to Georgia in 2006. Of these visitors, 9.6 million, or 15.5% visited the Georgia Mountains region. In 2006, visitors spent \$17.7 billion in Georgia, or \$287 per visitor. In the Georgia Mountains region which includes Dahlonega and Lumpkin County, visitors spent \$9.6 million, or \$184 per visitor. Lumpkin County had an estimated 350,000 visitors with spending of \$30,360,000, or just \$87 per visitor, only 47.3% of the average spending by visitors to the Georgia Mountain region. The Georgia Mountains region had a higher proportion of leisure visitors, 85%, than the state as a whole (74%). In addition, more Georgia Mountains visitors stayed overnight, 62%, compared to only 49% of all Georgia visitors. However, in the Georgia Mountains, the majority of overnight visitors, 54.0%, stayed in a private home, while statewide 51% stayed in hotels, motels, or Bed and Breakfasts.

Lumpkin County and Georgia Mountains Tourism			
	Lumpkin County	Georgia Mountains	Georgia Total
Domestic Visitors	350,000	9,580,000	61,744,000
Expenditures	\$30,360,000	\$ 1,770,900,000	\$ 17,743,100,000
Reason for Visit			
Leisure		85%	74%
Business		15%	26%
Duration			
Overnight		62.0%	49.0%
Day-Trip		38.0%	51.0%
Lodging Type			
Hotel/Motel/B&B		28.0%	51.0%
Private Home		54.0%	34.0%
RV/Tent		7.0%	3.0%
Other Lodging		11.0%	13.0%

Source: Georgia Department of Economic Development, TIA, Dahlonega-Lumpkin County CVB

## TOURISM CHALLENGES AND OPPORTUNITIES

While Dahlonega and Lumpkin County are the Gateway to the North Georgia Mountains, they only capture a small portion of tourist spending in the region. Therefore, there is significant potential for Dahlonega to increase the number of visitors and their spending. Observations from stakeholders include the following:

- Downtown Dahlonega attracts tourist due to the character of the Public Square, attractions like the Gold Rush Museum, cultural amenities like the Holly Theater and the natural amenities of the North Georgia Mountains, including the base of the Appalachian Trail.
- Downtown needs another hotel, preferably one with meeting and conference space that can be used by locals as well.
- There are several festivals throughout the year which draw up to 220,000 visitors, including Gold Rush (October), Autumn Fest (September), Jewelry/Arts (May) and Bluegrass and Folkways Festival (April).
- The increase in wineries has brought new tourist to Lumpkin County. The Chamber of Commerce has been marketing them heavily, but other than a few retail stores, the wineries are not connected to Downtown Dahlonega.
- The wineries bring in younger tourist to Lumpkin County. While most visitors are retirees/elderly or families with school-aged children, there has been an increase in college-aged and 20-something tourist, mostly due to the wineries.

## THE STUDENT POPULATION

As noted previously, the demographics of the City of Dahlonega are impacted significantly by the presence of North Georgia State College and University (NGCSU). The City of Dahlonega's population is young, with lower-incomes and more non-family households which signify a large student base. According to interviews with college administrators, the current student body of approximately 4,900 students will grow to approximately 6,000 students over the next 10 years, adding an additional 1,100 students to Downtown Dahlonega.

These students will generate additional demand for housing as well as increase spending at local merchants, including eating and drinking places. Currently, students patronize some of the local restaurants and bars during the evenings, but in general, downtown is not a popular shopping destination with the student population.

In *The Economic Impact of University System of Georgia Institutions on Their Regional Economies* in FY 2004, Dr. Jeffrey M. Humphreys estimated that students at NGCSU spent a total of \$48,680,800 in 2004, not including tuition, a per student spending of approximately \$9,900 per student per year. An additional 1,100 students at NGCSU would generate an additional \$10.9 million in spending annually. Even capturing a small portion of this increase would have a positive impact on Downtown Dahlonega. The potential local student spending of \$59.6 million is equivalent to total retail sales in Downtown Dahlonega. Capturing an additional 20-30% of student spending in downtown would seem an achievable goal for downtown.

## KEY BUSINESS, RETAIL AND TOURISM TRENDS

Downtown Dahlonega is a significant employment center. Downtown Dahlonega contains 358 business establishments employing 3,483 people. In Downtown, 64.4% of workers are employed in the retail and services sector. In terms of jobs/housing balance, there are 9.6 jobs for every household indicating downtown is a commercial center.

Downtown Dahlonega has significant retail sales—primarily sales to visitors from outside of the Study Area. The estimated total retail sales volume occurring in Downtown is \$62.0 million, compared to a total potential retail demand of downtown residents of \$11.3 million. Thus, the area has an overall retail capture rate of 548.6 % -- with \$50.7 million of retail sales in the area occurring due to spending from persons living outside of downtown.

The student population will continue to grow—providing additional demand for housing and businesses in Downtown Dahlonega. The University anticipates growing by an additional 1,100 students over the next five to ten years, providing an addition \$10.9 million in spending, for an estimated \$59.6 million annually in student spending, much of which could be captured in downtown.

Tourism, one of the most important segments of Dahlonega's economy, can grow in both number of visitors and spending—Lumpkin County accounts for only 1.7% of visitor spending in the North Georgia Mountains. Increasing the number of visitors to Dahlonega, encouraging overnight visitors and promoting hotel and inn lodging options can help Dahlonega increase visitor spending.

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Dr. Jeffrey M. Humphreys, Selig Center for Economic Growth Terry College of Business The University Of Georgia, 2005.



## Current and Future Real Estate Market

In this section of the report, the performance of the Downtown Dahlonega real estate market is examined in terms of residential (including owner-occupied and renter), commercial, and hotel land uses. The purpose of this section is to present an overview of the real estate market to serve as the basis to project growth and redevelopment potential in order to inform future land use and development decisions within the downtown Study Area.

### RESIDENTIAL

As discussed in the preceding section, there are 432 housing units in Downtown Dahlonega, of which 362, or 83.8%, are occupied. Of the total units, there are 201 single family homes. Multifamily housing units total 161 units, and other housing types account for 80 units. The following section presents new home sales and resales to determine the current and future growth of residential units in Downtown Dahlonega. For additional data on sales, see the Appendix.

### SINGLE FAMILY – NEW SALES

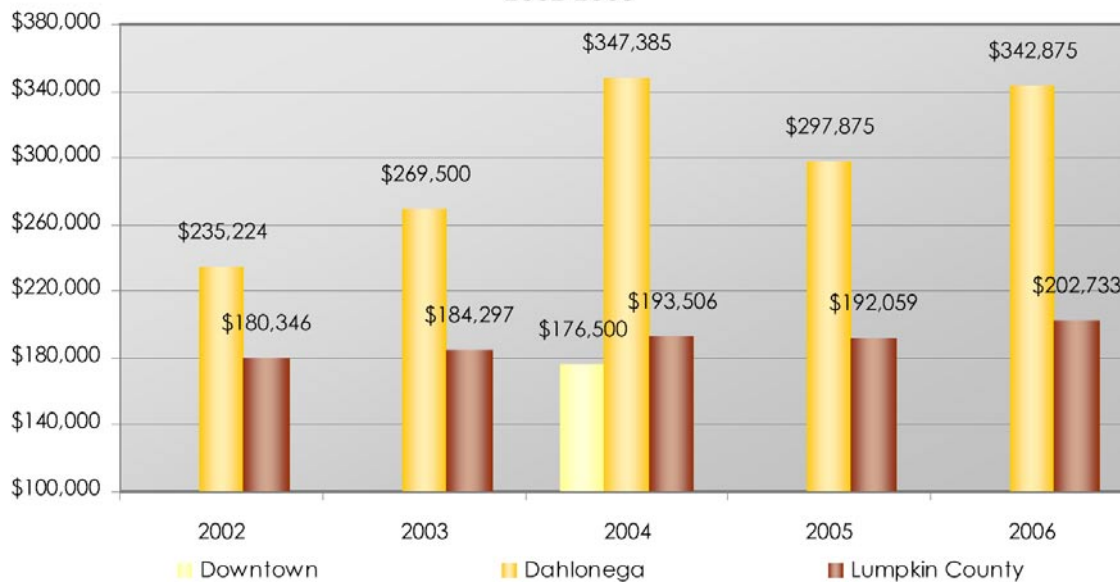
In Downtown Dahlonega from 2002 to 2006, there was only one new single family home sold. There were 70 new single family sales in the City of Dahlonega, or an average of 14 per year. In Lumpkin County from 2002 to 2006, there were 710 new single family sales during the same time period. New home sales in Dahlonega decreased to only 8 sales in 2006. In Lumpkin County, sales increased from 84 units in 2002 to 217 sales in 2006, a growth of 158.3%. From 2002 to 2006, sales in the City of Dahlonega represented 9.9% of Lumpkin County's new home sales.

New Single Family Sales Downtown Dahlonega, City of Dahlonega and Lumpkin County						
	2002	2003	2004	2005	2006	Total
<b>Downtown</b>						
Number of Sales	-	-	1	-	-	1
Average Price	\$ -	\$ -	\$ 176,500	\$ -	\$ -	\$ 176,500
<b>Dahlonega</b>						
Number of Sales	21	11	20	10	8	70
Average Price	\$235,224	\$269,500	\$ 347,385	\$297,875	\$342,875	\$ 293,909
<b>Lumpkin County</b>						
Number of Sales	84	86	151	172	217	710
Average Price	\$180,346	\$184,297	\$ 193,506	\$192,059	\$202,733	\$ 193,303

Source: Lumpkin County Assessor

From 2002 to 2006, the average sales price for a new single family home in Downtown Dahlonega was \$176,500. The average sales price for a single family home in the City of Dahlonega increased from \$235,224 in 2002 to \$342,875 in 2006, an increase of 45.8%. In Lumpkin County, the average price for a single family home increased 12.4%, from \$180,346 in 2002 to \$202,733 in 2006. From 2002 to 2006, the average sales price for a single family home in Downtown Dahlonega, \$176,500, was 60.1% of the average price in the City of Dahlonega, \$293,909 and 91.3% of the average sales price in Lumpkin County (\$193,303). While there were few new sales in the downtown area, there was significant growth in Dahlonega with 9.9% of Lumpkin County's sales and prices 152.1% higher than in the County. The County is experiencing significant growth in new home sales.

**Average Sales Price for a New Single Family  
2002-2006**



### SINGLE FAMILY – RESALES

The number of resales in Downtown Dahlonega remained steady at 4 to 6 units per year from 2002 to 2006, an average of 4.8 per year. There were 186 single family resales in the City of Dahlonega, or an average of 37.2 per year. In Lumpkin County from 2002 to 2006, there were 1,006 single family resales during the same time period. Single family resales in Lumpkin County increased from 174 sales in 2002 to 235 sales in 2006. From 2002 to 2006, sales in downtown represented 2.4% Lumpkin County's single family resales.

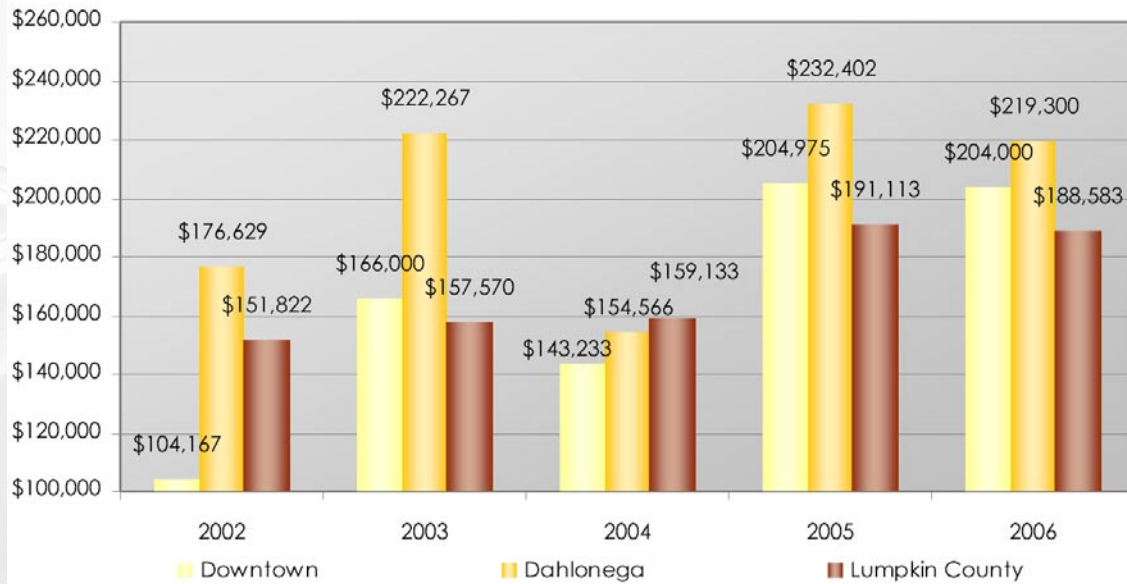
The average resale price for a single family home in Downtown Dahlonega increased significantly from \$104,167 in 2002 to \$204,000 in 2006, an increase of 95.8%. The average sales price for a single family in the City of Dahlonega increased from \$176,629 in 2002 to \$219,300 in 2006, an increase of 24.2%. In Lumpkin County, the average price for a single family home increased 24.2%, from \$151,822 in 2002 to \$188,583 in 2006. From 2002 to 2006, the average resale price for a single family home in Downtown Dahlonega, \$157,679, was 78.5% of the average price in the City of Dahlonega, \$200,794, while the City's average was 117.4% of the average sales price in Lumpkin County (\$171,023). As with new unit sales, there were few sales in Downtown and values in Dahlonega are higher than in the County.

Single Family Resales Downtown Dahlonega, City of Dahlonega and Lumpkin County						
	2002	2003	2004	2005	2006	Total
<b>Downtown</b>						
Number of Sales	6	4	6	4	4	24
Average Price	\$104,167	\$166,000	\$ 143,233	\$204,975	\$204,000	\$ 157,679
<b>Dahlonega</b>						
Number of Sales	38	30	38	42	38	186
Average Price	\$176,629	\$222,267	\$ 154,566	\$232,402	\$219,300	\$ 200,794
<b>Lumpkin County</b>						
Number of Sales	174	176	215	206	235	1,006
Average Price	\$151,822	\$157,570	\$ 159,133	\$191,113	\$188,583	\$ 171,023

Source: Lumpkin County Assessor



### Average Price for a Single Family Resale 2002-2006



### TOWNHOMES-NEW SALES

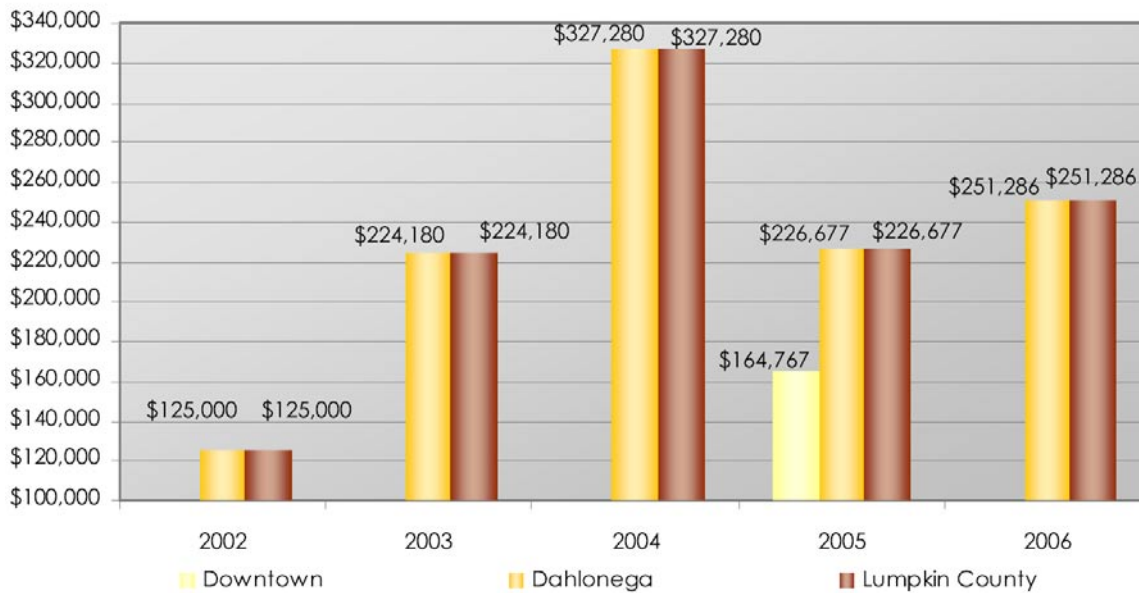
In Downtown Dahlonge from 2002 to 2006, there were three new townhomes sold, or an average of 0.62 units per year. There were 33 new townhome sales in the City of Dahlonge, or an average of 6.6 per year. All of the townhome sales in Lumpkin County were located in the City of Dahlonge. New townhome sales in Dahlonge increased from 1 sale in 2002 to 10 sales in 2006. The highest number of sales occurred in 2005 with 12 sales.

New Townhome Sales Downtown Dahlonge, City of Dahlonge and Lumpkin County						
	2002	2003	2004	2005	2006	Total
<b>Downtown</b>						
Number of Sales	-	-	-	3	-	3
Average Price	\$ -	\$ -	\$ -	\$164,767	\$ -	\$ 164,767
<b>Dahlonge</b>						
Number of Sales	1	5	5	12	10	33
Average Price	\$125,000	\$224,180	\$ 327,280	\$226,677	\$251,286	\$ 245,918
<b>Lumpkin County</b>						
Number of Sales	1	5	5	12	10	33
Average Price	\$125,000	\$224,180	\$ 327,280	\$226,677	\$251,286	\$ 245,918

Source: Lumpkin County Assessor

From 2002 to 2006, the average sales price for a new townhome in Downtown Dahlonge was \$164,767. The average sales price for a townhome in the City of Dahlonge and Lumpkin County increased from \$125,000 in 2002 to \$251,286 in 2006, an increase of 101.0%. The average sales price for a new townhome in Downtown from 2002 to 2006, \$164,767, was 67.0% of the average sales price in Dahlonge and Lumpkin County at \$245,918.

**Average Sales Price for a New Townhome  
2002-2006**



## TOWNHOMES-RESALES

The number of townhomes resales in Downtown Dahlongega remained steady at 2 units per year from 2002 to 2006, a total of 8 units (with no sales in 2003). There were 26 townhome resales in the City of Dahlongega and Lumpkin County, or an average of 5.2 per year. From 2002 to 2006, sales in downtown represented 30.7% of Lumpkin County's townhome resales.

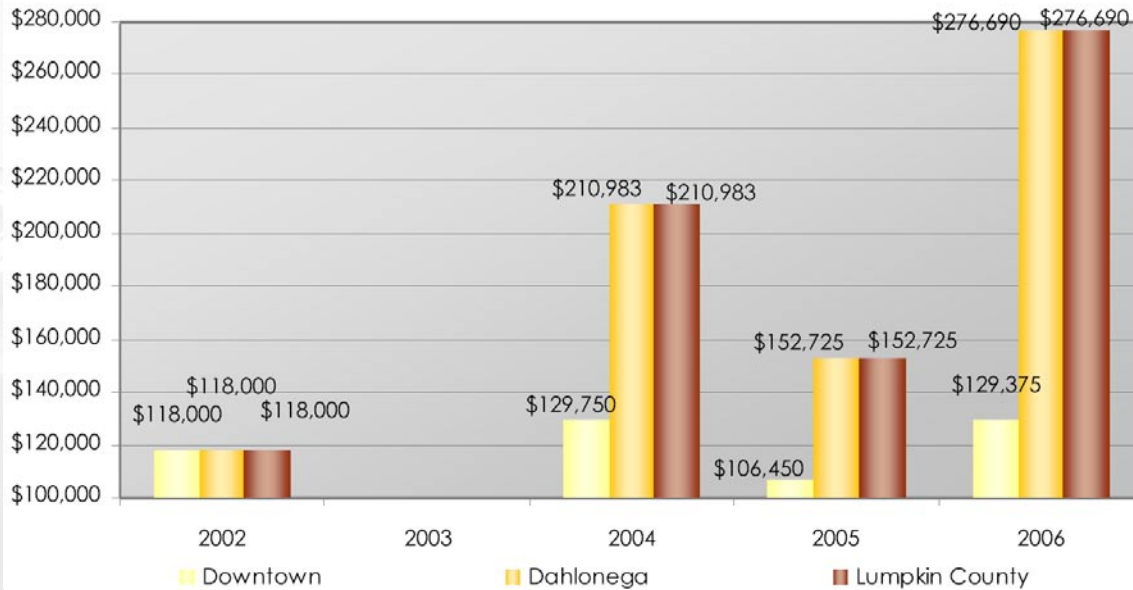
Townhome Resales Downtown Dahlongega, City of Dahlongega and Lumpkin County						
	2002	2003	2004	2005	2006	Total
<b>Downtown</b>						
Number of Sales	2	-	2	2	2	8
Average Price	\$118,000	\$ -	\$ 129,750	\$106,450	\$129,375	\$ 120,894
<b>Dahlongega</b>						
Number of Sales	2	-	6	8	10	26
Average Price	\$118,000	\$ -	\$ 210,983	\$152,725	\$276,690	\$ 211,177
<b>Lumpkin County</b>						
Number of Sales	2	-	6	8	10	26
Average Price	\$118,000	\$ -	\$ 210,983	\$152,725	\$276,690	\$ 211,177

Source: Lumpkin County Assessor

The average resale price for a townhome in Downtown Dahlongega increased from \$98,500 in 2002 to \$120,000 in 2006, an increase of 21.8%. The average sales price for a townhome in the City of Dahlongega increased from \$118,000 in 2002 to \$276,690 in 2006, an increase of 134.5%.



**Average Price for a Townhome Resale  
2002-2006**



## APARTMENTS

As shown in the preceding section, there are 225 renter households in the Downtown Dahlonega Study Area. According to the US Census, in Downtown Dahlonega, 32.0% of renter households live in single family homes, 13.6% live in duplexes, 45.6% live in rental complexes and 8.8% live in mobile homes.

**Downtown Dahlonega  
Renter Occupied Units by Unit Type**

	Percent	Households
1 Unit Attached or Detached	32.0%	72
2 Units	13.6%	31
3+ Units	45.6%	103
Mobile Home	8.8%	20
Total		225

Source: US Census, Tract 9602.02 Block Group 4

There are two apartment complexes within the Study Area, Willow Trace and Sherman Green, both located across West Main Street from NGCSU and catering primarily to students. The two complexes have approximately 140 units and report occupancy rates of 92% to 94%. At Willow Trace, rents range from \$510 for a 650 s.f. unit to an average of \$673 for 825 s.f., averaging \$592 per unit. A sample of 26 single family homes for rent indicates that one-bedroom units average rents of \$510 per month, two-bedroom units average \$710 per month while three-bedroom units average \$996 per month. Overall, rents in Downtown Dahlonega average \$523 for a one-bedroom, \$688 for a two-bedroom and \$996 for a three-bedroom unit. Overall, rents average \$648 per month, or \$0.82 per square foot in Downtown.

Downtown Dahlonega Apartments										
Name	Total Units	Vacancy Rate	1 BR		2 BR		3 BR		Total	Avg Rent
			SF	Rent	SF	Rent	SF	Rent	Avg SF	
Willow Trace	68	8.0%	650	\$ 510	825	\$ 673	NA	NA	738	\$ 592
Sherman Green	72	6.0%	NA	NA	NA	NA	NA	NA	NA	NA
Magnolia Townhomes	8	0	675	\$ 550	810	\$ 680	NA	NA	743	\$ 615
SF Rentals	-	-	700	\$ 510	850	\$ 710	1,100	\$ 996	883.3	\$ 739
Total/Average			675	\$ 523	828	\$ 688	1,100	\$ 996	788	\$ 648

Source: BAG, Management Interviews

## RESIDENTIAL CHALLENGES AND OPPORTUNITIES

Downtown Dahlonega has several sources of residential demand-retirees looking to locate to a downtown location, persons looking for a second home, students and faculty at the local college and persons looking for alternatives to suburban development. The following challenges and opportunities exist in Downtown Dahlonega:

- 50%-75% of recent home sales at Achasta--the largest source of new home sales in Dahlonega--come from residents of the greater Atlanta MSA looking for retirement homes.
- Retailers have seen increases in persons living in Dahlonega seasonally, using it as a second home location.
- The housing stock in the Downtown Study Area cannot compete with starter homes in the surrounding areas. Many young new families do not want “fixer-uppers”, but would prefer a newer home on larger lots for less money than they can find in Dahlonega.
- In Downtown Dahlonega, there is no multifamily product designed to attract new families looking to own. Townhome/cluster home sales at Achasta have shown that there is a market for high-end attached housing product. The new Mountain View housing development located just outside the Study Area will also attract higher-income active adult households. However, there is potential for a townhome product affordable to younger families or employees at the college or medical center willing to trade a yard for location and a lower price point.
- Other than traditional garden style apartments and 2 story-attached row housing, there is not a very diverse stock of rental product in the Downtown Study Area. Due to the large student population, a larger variety of rental housing would do well, particularly a more “urban” product such as lofts or smaller units above retail in the Downtown area.



## COMMERCIAL SPACE

Downtown Dahlonega is the commercial center of the City and Lumpkin County. Within the Study Area, there is approximately 443,900 square feet of commercial uses according to Lumpkin County tax data. The majority of this space, 292,000 square feet, or 65.8%, is retail space while 24.6% is Professional/Office space and 9.6% is restaurant space. The average size of commercial space in Downtown is 3,551 square feet. The average year built was 1953. Rents average \$18.00 per square foot with Retail space averaging the highest rents, \$19.20, Restaurant space averaging \$16.68 and Professional/Office space averaging \$15.12 per square foot. Approximately 27,600 square feet, or 6.2%, of commercial space in Downtown Dahlonega is vacant. Professional/Office space has the highest percentage of vacancy at 12.0%, Restaurant space has an estimated 6.1% vacant and Retail space has a vacancy rate of 4.1%. The majority of vacant space is located on the outer edges of the Downtown Study Area, with the public square seeing little to no vacancy, particularly in Retail space.

Commercial Space Downtown Dahlonega							
	Buildings*	Total SF	Avg. SF	Avg .Year Built	Rent per SF	Vacant SF	Vacant %
Retail	58	292,000	5,034	1952	\$ 19.20	11,900	4.1%
Professional/Office	34	109,300	3,215	1963	\$ 15.12	13,100	12.0%
Restaurant	16	42,600	2,663	1954	\$ 16.68	2,600	6.1%
Total	125	443,900	3,551	1953	\$ 18.00	27,600	6.2%

\* Mixed Use Buildings were classified by the dominant use.

Source: Lumpkin County Tax Assessor, Owner Interviews, BAG

## HOSPITALITY

There are two types of hotels in Dahlonega, limited-service motels and bed and breakfast inns. Three of the limited-service motels are located to the southeast of town, on or directly off of South Chestatee Street while one is located on North Grove Street to the northeast of town; however, all are within 1 mile of Downtown Dahlonega. These properties have a total 220 rooms, with an average size of 55 rooms per hotel. Their ADR (Average Daily Rate) ranges from \$34 to \$46, with an average of \$39. Occupancy ranges from 52% to 63% with an average occupancy rate of 59%.

There are three Bed and Breakfast Inns in Dahlonega (over 5 units). The three Bed and Breakfast Inns surveyed are located within the Downtown Dahlonega in walking distance of the public square. The inns contain 82 units, or an average of 27 units per inn. ADR ranges from \$98 to \$164 with an average ADR of \$117. Reported occupancy rates range from 61% to 64%, with an average of 64%.

Downtown Dahlonega Hotels					
Name	Address	Rooms	ADR	Occupancy	
Limited Service Motels					
Days Inn	833 South Chestatee	40	\$ 35	60%	
Econo Lodge	619-A North Grove Street	39	\$ 38	59%	
Holiday Inn Express	835 South Chestatee Street	81	\$ 46	63%	
Super 8 Motel	20 Mountain Drive, Dahlonega	60	\$ 34	52%	
Bed and Breakfast Inn					
Historic Worley B&B Inn	168 Main Street West	7	\$ 98	61%	
Park Place Hotel	27 S. Park Street	14	\$ 164	N/A	
Smith House Dining & Inn	84 S Chestatee St	61	\$ 108	64%	
Total/Average		302	\$ 60	60%	
Georgia Mountains			\$59	47%	

Source: BAG, Manager Interviews



## FUTURE MARKET DEMAND

Over the next 10 years, the employment and residential demographics will change in Dahlonega as growth continues, generating demand for new housing, commercial and hospitality development. This section discusses the additional real estate demand generated from anticipated residential and employment growth in the Study Area.

### RESIDENTIAL DEMAND

This section of the market report discusses the level and character of housing demand in Downtown Dahlonega. The demand analysis is based on an assessment of current conditions and projected growth in Dahlonega and Lumpkin County. The key data derived for this analysis is presented in the following table. The analysis focuses on housing demand derived from three main sources:

1. **Household Growth**—Over the next ten years, Lumpkin County in general and the City of Dahlonega are projected to add new households. Downtown Dahlonega will be completing for its share of these new households.
2. **Turnover in Households**—Every year a significant number of households, both renters and owners move for a variety of reasons, such as: changes in income status, changes in marital status, job-related factors and lifestyle preferences. Downtown Dahlonega will be competing for its share of these turnover-related moves.
3. **Other Sources of Demand**—A small portion of total demand in a market area will come from other sources including lifestyle preferences, relocation from another region or country, or other factors not captured in the two other demand sources above.

Since the focus of the market analysis is on market rate housing, we are concerned with growth from households with incomes sufficient to afford market rate rental or ownership units. We have defined the income qualified households as earning \$35,000 or more.

Downtown Dahlonega Residential Demand 2008-2018			
	City of Dahlonega	Lumpkin County	Total
<b>Total Demand</b>			
Owner			
I. Annual demand from household growth 2008-2018	3	12	
II. Annual demand from turnover of existing units	19	11	
III. Other demand @ 15%	3	2	
<b>Total annual demand for owner housing</b>	<b>26</b>	<b>25</b>	<b>51</b>
Renter			
I. Annual demand from household growth 2008-2018	5	4	
II. Annual demand from turnover of existing units	35	18	
III. Other demand @ 5%	2	1	
<b>Total annual demand for rental housing</b>	<b>41</b>	<b>23</b>	<b>64</b>

Sources: U.S. Census American Housing Survey, Claritas, Bleakly Advisory Group

## Housing Demand for Household Growth

Between 2008 and 2018 the number of households with incomes of \$35,000 or more in the City of Dahlonega will increase from 512 to 664-- an increase of 152 households over the ten year period or 15.2 units annually. In the County, the number of income qualified households is projected to increase by 3,543 over the ten year period, or 354 annually. Of these new households an estimated 41.9% are expected to be owner occupants and 58.1% renters in the City and 74.8% owners and 25.2% renters in Lumpkin County. This results in demand for 2,714 new owner units from 2008-2018 and 981 rental units over the same period. Assuming that Downtown Dahlonega can capture 60% of the City's potential demand and 10% of Lumpkin County demand, the annual demand for housing in downtown due to growth in households is for 16 ownership units and 9 rental units per year over the ten year period.

## Housing Demand from Household Turnover

A significant number of households in the region move in a given year due to a wide range of factors. Because of the growth and character of Dahlonega and the County, the area is poised to capture a significant portion of these annual moves.

Based on an assessment of mobility trends for the Atlanta MSA in 2004 as reported in the American Housing Survey, 16% of Atlanta homeowners move each year. Of these movers 47% go from one owner unit to another; 53% move from being an owner to a renter. Among renters 23% move each year, and among the movers 21% go from renters to owners and 79% stay renters. Applying these metro mobility rates to household characteristics for Dahlonega and Lumpkin County indicates that there will be additional income qualified demand due to turnover for 31 owner units and 53 rental units annually over the ten year period.

## Other Demand

The category of other demand measures those households who move for a variety of reasons in addition to those captured above by household growth and turnover, such as lifestyle preferences, relocation from another region or country, and a range of other often highly individual factors that can trigger a move to an area. As Lumpkin is a key retirement community, it is estimated that 15% of owner demand will come from other sources of demand while 5% of renter demand will come from other sources of demand. In Downtown Dahlonega, other demand accounts for an additional 5 owner units and 3 rental units annually.

## Total Income Qualified Housing Demand

**Owner**—Based on an analysis of the three sources of housing demand discussed above, over the 2008-2018 period there will be annual demand for 51 income qualified owner units in Downtown Dahlonega, or 510 owner-occupied units over the ten year period.

**Renter**—The income qualified demand for rental housing in Downtown Dahlonega is estimated to be 64 units annually over the next ten years, or 640 total.

For a complete presentation of the above analysis, see the Appendix.



## Retail Demand

Between 2008 and 2018, the 1,270 potential new households in Downtown Dahlonega will generate approximately \$39.6 million in additional retail demand, as detailed below. This is based on Claritas estimates that annual retail expenditures of households in the market area will be \$31,199 in 2012. The additional retail demand from household growth in the years 2008-2018 will support approximately 95,056 square feet of retail space.\*

Retail Demand Generated by Household Growth 2008-2018			
2008-2018 New Households			1,270
Average Household Expenditures	\$		31,199
Additional Retail Demand	\$	39,622,730	
Downtown Dahlonega Capture			55%
Retail Demand (\$q. Ft.)			95,056

Source: Claritas/Bleakly Advisory Group

## Office Demand

Demand for additional office space will be driven by employment growth in the Downtown Dahlonega over the next 10 years. In the years 2008-2018, Study Area employment is expected to grow from 3,483 to 4,288 employees, an addition of 805 jobs in downtown by 2018. Of these jobs, an estimated 324 will be office-related employment, which are jobs created in the employment categories listed in the table below. Based on a ratio of 300 square feet of office space per employee, overall office-related employment growth over the next 10 years will generate potential demand for 97,199 square feet.

Office Related Employment Growth 2008-2018				
	2008	2018	Net Growth 2008-2018	Growth in Office Demand (s.f.)
Transportation, Communication and Utilities (40-49)	29	32	3	1,018
Finance, Insurance and Real Estate (60-67)	276	311	35	10,427
Services (70-89)	955	1,190	235	70,550
Public Administration (91-97)	343	394	51	15,205
<b>Total</b>	<b>1,603</b>	<b>1,927</b>	<b>324</b>	<b>97,199</b>

\* 20% of TCU-Employment is considered office-related.

\*\*75% of Service Employment is considered office-related

Source: BAG, Lumpkin County, Claritas

\* According to the Urban Land Institute's Dollars & Cents of Shopping Centers survey, the median sales per square foot for community shopping centers in the U.S. South is \$229.26 per square foot.

## Summary of Future Demand

Overall future demand for residential, retail and office space is summarized below.

**Residential** – In the years 2008-2018, population growth in Dahlonega and Lumpkin County will create demand for approximately 1,150 new households, of which an estimated 510 will be owners and 640 will be renters.

**Retail** – Due to household growth and related retail expenditures, total retail potential for the market area will increase by \$39.6 million, which will support 95,056 square feet of retail space.

**Office** – Office demand over the next 10 years in the market area will be modest and driven by moderate gains in office-related employment. Between 2008 and 2018, the market area will potentially add 324 new office-related jobs, generating demand for 97,199 square feet of office space downtown.

Downtown Dahlonega Potential Future Demand Summary		
	Annually	2008-2018
Residential Units	115	1,150
Owner-Occupied	51	510
Renter-Occupied	64	640
Commercial S.F.		
Retail	9,506	95,056
Office/Professional	9,720	97,199

Source: Bleakly Advisory Group



## Conclusion

The Downtown Dahlonega Study Area is a vibrant community with many strengths and opportunities.

The public square which anchors the Study Area enjoys a mix of office, retail, hospitality and institutional uses which create balance and vitality—a charming destination for residents, employees and visitors. The historic nature of the square and the character of the built environment offer a setting that is attractive, vibrant and distinctive.

However, the City of Dahlonega is challenged to build upon and expand the success of its core while maintaining the character and balance which has proved so appealing. Luckily, the City has several opportunities for growth. Demand for housing, retail and services will come from several sources: residents of both the Study Area and the greater Lumpkin County, employees who work in or near the Study Area, students who attend NGCSU and tourists visiting the Study Area for a daytrip or longer.

The key to successfully strengthening and expanding the public square will be to capitalize on these sources of demand while maintaining a balance of land uses.

- Housing options that cater to a broad range of householders—renters and owners, students and retirees, families and singles—will be required to expand the population of Downtown without creating either a “college town” or a retirement village atmosphere.
- Maintaining and expanding office and professional land uses is important to generate employment beyond retail jobs and expand the tax base of the City.
- Building additional retail space, particularly around the public square that continues the public square character will be needed in order to expand the geographic scope of downtown. In addition, more retail space and related uses would help draw new shoppers downtown who are not attracted to current offerings.
- Retail uses should be expanded to include a wider variety of product offerings. Many residents prefer to shop in Dawsonville or Gainesville and while Downtown will not be able to compete with “big box” national retailers, there is room for more specialty/“niche” shops, those that cater to tourist, residents and/or students.
- There is additional demand for a broader and more numerous selection of restaurants and other food service establishments. Stakeholders mentioned a lack of high-end restaurants catering to theater patrons, retirees and overnight visitors.
- The Study Area could benefit from additional hospitality uses. A small hotel and conference center would provide additional lodging units as well as meeting space, becoming a source of demand.

Downtown Dahlonega is a successful and vibrant downtown. With a balanced and careful approach, the Study Area can build upon its successes, growing in residents, visitors and students without losing the charm and character which makes the area so desirable to such a broad range of visitors.

## Appendix for the Detailed Market Analysis

Demographic Characteristics Downtown Dahlonega, City of Dahlonega, Lumpkin County and Atlanta MSA									
	Downtown Dahlonega		City of Dahlonega		Lumpkin County		Atlanta MSA		
Population									
1990	744		3,316		14,573		3,069,411		
2000	812		3,638		21,016		4,247,981		
2007	871		4,030		25,133		5,122,861		
2012	916		4,302		27,931		5,709,771		
Growth 1990-2000	9.1%		9.7%		44.2%		38.4%		
Growth 2000-2007	7.3%		10.8%		19.6%		20.6%		
Growth 2007-2012	5.2%		6.7%		11.1%		11.5%		
Race									
White	728	83.6%	3,546	88.0%	23,473	93.4%	3,024,966	59.0%	
African American	66	7.6%	234	5.8%	422	1.7%	1,572,315	30.7%	
Asian, Other and Multiracial	77	8.8%	250	6.2%	1,238	4.9%	525,580	10.3%	
Total	871	100.0%	4,030	100.0%	25,133	100.0%	5,122,861	100.0%	
Ethnicity									
Not Hispanic or Latino	752	86.3%	3,661	90.8%	23,851	94.9%	4,658,616	90.9%	
Hispanic or Latino	119	13.7%	369	9.2%	1,282	5.1%	464,245	9.1%	
Total	871	100.0%	4,030	100.0%	25,133	100.0%	5,122,861	100.0%	
Age									
Under 18	140	16.1%	487	12.1%	5,742	22.8%	1,345,183	26.3%	
18-24	162	18.6%	1,766	43.8%	3,675	14.6%	474,970	9.3%	
25-34	172	19.7%	557	13.8%	3,890	15.5%	798,971	15.6%	
35-44	110	12.6%	328	8.1%	3,559	14.2%	855,476	16.7%	
45-54	90	10.3%	283	7.0%	3,219	12.8%	735,007	14.3%	
55-64	63	7.2%	202	5.0%	2,401	9.6%	494,245	9.6%	
65-74	56	6.4%	171	4.2%	1,587	6.3%	246,226	4.8%	
75-84	44	5.1%	137	3.4%	782	3.1%	127,164	2.5%	
Over 85	34	3.9%	99	2.5%	278	1.1%	45,619	0.9%	
Total	871	100.0%	4,030	100.0%	25,133	100.0%	5,122,861	100.0%	
Median Age	32.7		23.5		33.1		34.3		
Educational Attainment									
Less than High School	176	31.0%	434	24.4%	4,429	28.2%	548,743	16.6%	
High School Graduate (or GED)	126	22.2%	387	21.8%	4,822	30.7%	834,694	25.3%	
Some College or Associate Degree	113	19.9%	388	21.8%	3,765	24.0%	907,262	27.5%	
Bachelor's Degree	73	12.9%	281	15.8%	1,598	10.2%	686,187	20.8%	
Post-Graduate Degree	80	14.1%	287	16.2%	1,102	7.0%	325,822	9.9%	
Total	568	100.0%	1,777	100.0%	15,716	100.0%	3,302,708	100.0%	
Source: Claritas									



## Demographic Characteristics Downtown Dahlonega, City of Dahlonega, Lumpkin County and Atlanta MSA

	Downtown Dahlonega		City of Dahlonega		Lumpkin County		Atlanta MSA	
Households								
1990	285		866		4,976		1,140,838	
2000	337		1,060		7,537		1,554,154	
2007	362		1,174		9,155		1,865,741	
2012	381		1,247		10,247		2,074,295	
Growth 1990-2000	18.2%		22.4%		51.5%		36.2%	
Growth 2000-2007	7.4%		10.8%		21.5%		20.0%	
Growth 2007-2012	5.2%		6.2%		11.9%		11.2%	
Size								
1 person	125	34.5%	373	31.8%	2,076	22.7%	427,813	22.9%
2 persons	125	34.5%	410	34.9%	3,193	34.9%	582,870	31.2%
3 persons	55	15.2%	184	15.7%	1,712	18.7%	345,168	18.5%
4 persons	35	9.7%	127	10.8%	1,320	14.4%	296,135	15.9%
5+ persons	22	6.1%	80	6.8%	854	9.3%	213,755	11.5%
Total	362	100.0%	1,174	100.0%	9,155	100.0%	1,865,741	100.0%
Average Household Size	2.21		2.30		2.58		2.70	
Family Type								
Married-Couple Family	125	34.6%	490	41.7%	5,279	57.7%	984,655	52.8%
Other Family, Male Householder	12	3.3%	34	2.9%	386	4.2%	77,459	4.2%
Other Family, Female Householder	40	11.1%	108	9.2%	849	9.3%	244,301	13.1%
Nonfamily, Male Householder	75	20.8%	220	18.7%	1,310	14.3%	268,328	14.4%
Nonfamily, Female Householder	109	30.2%	322	27.4%	1,331	14.5%	290,998	15.6%
Total	361	100.0%	1,174	100.0%	9,155	100.0%	1,865,741	100.0%
Household Income								
Less than \$24,999	174	48.1%	486	41.4%	2,483	27.1%	324,463	17.4%
\$25,000 - \$49,999	100	27.6%	300	25.6%	2,572	28.1%	462,538	24.8%
\$50,000 - \$74,999	45	12.4%	144	12.3%	2,005	21.9%	393,791	21.1%
\$75,000 - \$99,999	18	5.0%	88	7.5%	1,019	11.1%	260,683	14.0%
\$100,000 - \$149,999	16	4.4%	91	7.8%	739	8.1%	260,334	14.0%
\$150,000 - \$249,999	6	1.7%	60	5.1%	268	2.9%	115,212	6.2%
\$250,000 and more	3	0.8%	5	0.4%	69	0.8%	48,720	2.6%
Total	362	100.0%	1,174	100.0%	9,155	100.0%	1,865,741	100.0%
2006 Est. Average Household Income	\$39,582		\$48,416		\$55,699		\$76,863	
2006 Est. Median Household Income	\$26,190		\$30,734		\$45,010		\$59,261	
2006 Est. Per Capita Income	\$ 22,977		\$18,176		\$ 20,988		\$28,239	

Source: Claritas

**Demographic Characteristics**  
**Downtown Dahlonega, City of Dahlonega, Lumpkin County and Atlanta MSA**

	Downtown Dahlonega		City of Dahlonega		Lumpkin County		Atlanta MSA	
Housing Type								
1 Unit Attached	8	1.9%	20	1.5%	124	1.2%	65,487	3.2%
1 Unit Detached	201	46.5%	713	52.5%	7,052	68.0%	1,360,614	67.0%
2 Units	42	9.7%	140	10.3%	222	2.1%	40,289	2.0%
3 to 19 Units	85	19.7%	220	16.2%	390	3.8%	329,604	16.2%
20 to 49 Units	33	7.6%	78	5.7%	79	0.8%	49,679	2.4%
50 or More Units	1	0.2%	4	0.3%	4	0.0%	87,600	4.3%
Mobile Home, Boat, RV, Van, etc.	62	14.4%	182	13.4%	2,503	24.1%	98,032	4.8%
Total	432	100.0%	1,357	100.0%	10,374	100.0%	2,031,305	100.0%
Housing Tenure								
Owner Occupied	137	37.8%	492	41.9%	6,681	73.0%	1,279,580	68.6%
Renter Occupied	225	62.2%	682	58.1%	2,474	27.0%	586,161	31.4%
Total	362	100.0%	1,174	100.0%	9,155	100.0%	1,865,741	100.0%
Owner-Occupied Housing Values								
Less than \$99,999	18	13.0%	43	8.7%	1,596	23.9%	169,038	13.2%
\$100,000 - \$199,999	44	31.9%	120	24.4%	2,853	42.7%	592,825	46.3%
\$200,000 - \$299,999	44	31.9%	172	35.0%	1,190	17.8%	267,002	20.9%
\$300,000 - \$399,999	18	13.0%	84	17.1%	469	7.0%	119,669	9.4%
\$400,000 - \$499,999	3	2.2%	26	5.3%	197	2.9%	49,828	3.9%
Over \$500,000	11	8.0%	47	9.6%	376	5.6%	81,218	6.3%
Total	138	100.0%	492	100.0%	6,681	100.0%	1,279,580	100.0%
Median Owner-Occupied Housing Values	\$216,667		\$248,266		\$149,659		\$177,571	
Year Structure Built								
1999 to 2006	71	16.4%	235	17.3%	2,661	25.7%	498,871	24.6%
1990 to 1998	99	22.8%	389	28.7%	3,091	29.8%	418,234	20.6%
1980 to 1989	63	14.5%	187	13.8%	1,712	16.5%	397,804	19.6%
1970 to 1979	73	16.8%	185	13.6%	1,091	10.5%	289,128	14.2%
1960 to 1969	34	7.8%	104	7.7%	736	7.1%	193,368	9.5%
1959 or Earlier	94	21.7%	257	18.9%	1,083	10.4%	233,900	11.5%
Total	434	100.0%	1,357	100.0%	10,374	100.0%	2,031,305	100.0%
Median Year Structure Built	1983		1987		1992		1988	

Source: Claritas



## Business Establishments Downtown Dahlonega, City of Dahlonega and Lumpkin County

SIC Code	Business Description	Downtown Dahlonega	City of Dahlonega	Lumpkin County
TOT	All Industries	358	574	1,074
MAN	All Manufacturing (SIC 20-39)	13	21	40
RET	All Retailing (SIC 52-59)	103	149	241
ADM	Public Administration (SIC 90-97)	27	34	38
01	Agricultural Production - Crops	2	2	8
02	Agricultural Production - Livestock	2	4	6
07	Agricultural Services	4	4	25
08	Forestry	1	1	1
09	Fishing, Hunting and Trapping	0	0	0
10	Metal Mining	0	0	1
12	Coal Mining	0	0	0
13	Oil and Gas Extraction	0	0	0
14	Mining NonMetalics, Except Fuels	0	0	2
15	Building Construction and General Contractors	9	13	44
16	Heavy Construction, Except SIC 15	5	6	21
17	Construction-Special Trade Contractors	13	17	72
20	Food and Kindred Products	3	4	5
21	Tobacco Manufacturers	0	0	0
22	Textile Mill Products	0	0	0
23	Apparel and Other Fabric Products	0	1	1
24	Lumber and Wood Products, Except Furniture	1	1	5
25	Furniture and Fixtures	0	0	0
26	Paper and Allied Products	0	0	0
27	Printing, Publishing and Allied Industries	3	3	7
28	Chemicals and Allied Products	0	0	1
29	Petroleum Refining and Related Industries	0	0	0
30	Rubber and Miscellaneous Plastics Products	0	0	0
31	Leather and Leather Products	0	0	0
32	Stone, Clay, Glass and Concrete Products	1	2	3
33	Primary Metal Industries	0	0	0
34	Fabricated Metal Products	0	1	2
35	Industry and Commercial Machinery and Computers	1	3	9
36	Electrical and Electronic Equipment(Ex. Computers)	1	2	2
37	Transportation Equipment	0	1	1
38	Measuring and Analyzing Instruments	1	1	1
39	Miscellaneous Manufacturing Industries	2	2	3
40	Railroad Transportation	0	0	0
41	Local, Suburban and Interurban Transportation	0	1	2
42	Motor Freight Transportation and Warehouse	6	9	25
43	U.S. Postal Service	1	1	3
44	Water Transportation	0	0	0
45	Transportation by Air	1	1	1
46	Pipe Lines, Except Natural Gas	0	0	0
47	Transportation Services	0	0	2
48	Communication	0	1	2
49	Electric, Gas and Sanitary Services	3	3	12

Source: Claritas

**Business Establishments**  
**Downtown Dahlonega, City of Dahlonega and Lumpkin County**

SIC Code	Business Description	Downtown Dahlonega	City of Dahlonega	Lumpkin County
50	Wholesale Trade-Durable Goods	6	10	24
51	Wholesale Trade-NonDurable Goods	3	4	9
52	Building Materials, Garden Supply and Mobile Homes	4	9	22
53	General Merchandise Stores	5	9	9
54	Food Stores	8	15	33
55	Automobile Dealers and Gas Service Stations	5	8	21
56	Apparel and Accessory Stores	4	6	6
57	Home Furniture, Furnishings and Equipment	13	15	28
58	Eating and Drinking Places	25	38	51
59	Miscellaneous Retail	39	49	71
60	Depository Institutions	8	9	13
61	NonDepository Credit Institutions	5	8	10
62	Security and Commodity Brokers and Service	1	4	5
63	Insurance Carriers	1	1	1
64	Insurance Agents, Brokers and Service	8	13	17
65	Real Estate	17	26	38
67	Holding and Other Investment Offices	0	0	0
70	Hotels and Other Lodging Places	4	10	31
72	Personal Services	16	31	51
73	Business Services	9	13	31
75	Automobile Repair, Services and Parking	6	11	37
76	Miscellaneous Repair Services	0	2	14
78	Motion Pictures	1	2	3
79	Amusement and Recreational Service (Ex. Movies)	6	13	21
80	Health Services	11	44	55
81	Legal Services	9	14	16
82	Educational Services	4	9	18
83	Social Services	10	21	29
84	Museums, Art Galleries, Zoos, Etc.	2	2	2
86	Membership Organizations	23	30	53
87	Eng, Acct, Research and Mgmt Related Services	6	14	19
89	Miscellaneous Services	0	1	1
91	Exec., Leg. and Gen. Govt. (Except Finance)	13	18	22
92	Justice, Public Order and Safety	7	8	8
93	Public Finance, Taxation and Monetary Policy	2	2	2
94	Administration Of Human Resource Programs	1	1	1
95	Admin. Of Environ. Quality and Housing Programs	2	3	3
96	Administration Of Economic Programs	1	1	1
97	National Security and International Affairs	1	1	1
99	NonClassifiable Establishments	12	15	30

Source: Claritas



## Business Employment Downtown Dahlonega, City of Dahlonega and Lumpkin County

SIC Code	Business Description	Downtown Dahlonega	City of Dahlonega	Lumpkin County
TOT	All Industries	3,483	6,804	10,305
MAN	All Manufacturing (SIC 20-39)	119	953	1,136
RET	All Retailing (SIC 52-59)	1,000	1,785	2,404
ADM	Public Administration (SIC 90-97)	340	496	529
01	Agricultural Production - Crops	6	6	39
02	Agricultural Production - Livestock	7	14	21
07	Agricultural Services	23	23	129
08	Forestry	12	12	12
09	Fishing, Hunting and Trapping	0	0	0
10	Metal Mining	0	0	2
12	Coal Mining	0	0	0
13	Oil and Gas Extraction	0	0	0
14	Mining NonMetalics, Except Fuels	0	0	19
15	Building Construction and General Contractors	45	81	195
16	Heavy Construction, Except SIC 15	64	68	175
17	Construction-Special Trade Contractors	55	100	371
20	Food and Kindred Products	34	62	67
21	Tobacco Manufacturers	0	0	0
22	Textile Mill Products	0	0	0
23	Apparel and Other Fabric Products	0	350	350
24	Lumber and Wood Products, Except Furniture	1	1	49
25	Furniture and Fixtures	0	0	0
26	Paper and Allied Products	0	0	0
27	Printing, Publishing and Allied Industries	16	16	38
28	Chemicals and Allied Products	0	0	25
29	Petroleum Refining and Related Industries	0	0	0
30	Rubber and Miscellaneous Plastics Products	0	0	0
31	Leather and Leather Products	0	0	0
32	Stone, Clay, Glass and Concrete Products	6	12	18
33	Primary Metal Industries	0	0	0
34	Fabricated Metal Products	0	23	30
35	Industry and Commercial Machinery and Computers	10	289	358
36	Electrical and Electronic Equipment(Ex. Computers)	3	103	103
37	Transportation Equipment	0	48	48
38	Measuring and Analyzing Instruments	18	18	18
39	Miscellaneous Manufacturing Industries	31	31	32
40	Railroad Transportation	0	0	0
41	Local, Suburban and Interurban Transportation	0	27	34
42	Motor Freight Transportation and Warehouse	86	109	296
43	U.S. Postal Service	25	25	37
44	Water Transportation	0	0	0
45	Transportation by Air	1	1	1
46	Pipe Lines, Except Natural Gas	0	0	0
47	Transportation Services	0	0	7
48	Communication	0	17	20
49	Electric, Gas and Sanitary Services	31	31	116

Source: Claritas

**Business Employment**  
**Downtown Dahlonega, City of Dahlonega and Lumpkin County**

SIC Code	Business Description	Downtown Dahlonega	City of Dahlonega	Lumpkin County
50	Wholesale Trade-Durable Goods	48	74	240
51	Wholesale Trade-NonDurable Goods	17	18	38
52	Building Materials, Garden Supply and Mobile Homes	117	240	422
53	General Merchandise Stores	226	576	576
54	Food Stores	51	75	141
55	Automobile Dealers and Gas Service Stations	59	78	171
56	Apparel and Accessory Stores	14	31	31
57	Home Furniture, Furnishings and Equipment	42	48	100
58	Eating and Drinking Places	358	578	757
59	Miscellaneous Retail	133	159	206
60	Depository Institutions	114	139	191
61	NonDepository Credit Institutions	22	34	44
62	Security and Commodity Brokers and Service	4	14	15
63	Insurance Carriers	3	3	3
64	Insurance Agents, Brokers and Service	30	39	47
65	Real Estate	100	142	199
67	Holding and Other Investment Offices	0	0	0
70	Hotels and Other Lodging Places	322	397	777
72	Personal Services	51	98	193
73	Business Services	70	86	216
75	Automobile Repair, Services and Parking	18	32	86
76	Miscellaneous Repair Services	0	12	29
78	Motion Pictures	6	12	15
79	Amusement and Recreational Service (Ex. Movies)	54	123	142
80	Health Services	99	615	675
81	Legal Services	22	37	41
82	Educational Services	382	589	1,008
83	Social Services	58	170	234
84	Museums, Art Galleries, Zoos, Etc.	13	13	13
86	Membership Organizations	128	234	300
87	Eng, Acct, Research and Mgmt Related Services	21	69	82
89	Miscellaneous Services	0	1	1
91	Exec., Leg. and Gen. Govt. (Except Finance)	114	205	238
92	Justice, Public Order and Safety	171	231	231
93	Public Finance, Taxation and Monetary Policy	12	12	12
94	Administration Of Human Resource Programs	14	14	14
95	Admin. Of Environ. Quality and Housing Programs	10	15	15
96	Administration Of Economic Programs	10	10	10
97	National Security and International Affairs	9	9	9
99	NonClassifiable Establishments	87	105	173

Source: Claritas



**Business Sales (In Millions)**  
**Downtown Dahlonega, City of Dahlonega and Lumpkin County**

<b>SIC Code</b>	<b>Business Description</b>	<b>Downtown Dahlonega</b>	<b>City of Dahlonega</b>	<b>Lumpkin County</b>
TOT	All Industries	\$313.50	\$580.60	\$983.00
MAN	All Manufacturing (SIC 20-39)	\$8.70	\$59.90	\$80.00
RET	All Retailing (SIC 52-59)	\$106.10	\$183.90	\$270.50
ADM	Public Administration (SIC 90-97)	\$0.00	\$0.00	\$0.00
01	Agricultural Production - Crops	\$0.50	\$0.50	\$3.40
02	Agricultural Production - Livestock	\$0.40	\$0.80	\$1.10
07	Agricultural Services	\$1.00	\$1.00	\$5.30
08	Forestry	\$0.80	\$0.80	\$0.80
09	Fishing, Hunting and Trapping	\$0.00	\$0.00	\$0.00
10	Metal Mining	\$0.00	\$0.00	\$0.40
12	Coal Mining	\$0.00	\$0.00	\$0.00
13	Oil and Gas Extraction	\$0.00	\$0.00	\$0.00
14	Mining NonMetalics, Except Fuels	\$0.00	\$0.00	\$2.20
15	Building Construction and General Contractors	\$12.60	\$23.40	\$56.30
16	Heavy Construction, Except SIC 15	\$8.00	\$8.50	\$21.40
17	Construction-Special Trade Contractors	\$7.80	\$13.90	\$55.70
20	Food and Kindred Products	\$1.90	\$3.50	\$4.00
21	Tobacco Manufacturers	\$0.00	\$0.00	\$0.00
22	Textile Mill Products	\$0.00	\$0.00	\$0.00
23	Apparel and Other Fabric Products	\$0.00	\$22.80	\$22.80
24	Lumber and Wood Products, Except Furniture	\$0.10	\$0.10	\$4.10
25	Furniture and Fixtures	\$0.00	\$0.00	\$0.00
26	Paper and Allied Products	\$0.00	\$0.00	\$0.00
27	Printing, Publishing and Allied Industries	\$1.00	\$1.00	\$2.80
28	Chemicals and Allied Products	\$0.00	\$0.00	\$1.80
29	Petroleum Refining and Related Industries	\$0.00	\$0.00	\$0.00
30	Rubber and Miscellaneous Plastics Products	\$0.00	\$0.00	\$0.00
31	Leather and Leather Products	\$0.00	\$0.00	\$0.00
32	Stone, Clay, Glass and Concrete Products	\$0.70	\$1.50	\$2.50
33	Primary Metal Industries	\$0.00	\$0.00	\$0.00
34	Fabricated Metal Products	\$0.00	\$1.90	\$2.40
35	Industry and Commercial Machinery and Computers	\$0.80	\$16.40	\$26.80
36	Electrical and Electronic Equipment(Ex. Computers)	\$0.50	\$6.10	\$6.10
37	Transportation Equipment	\$0.00	\$2.90	\$2.90
38	Measuring and Analyzing Instruments	\$1.30	\$1.30	\$1.30
39	Miscellaneous Manufacturing Industries	\$2.40	\$2.40	\$2.50
40	Railroad Transportation	\$0.00	\$0.00	\$0.00
41	Local, Suburban and Interurban Transportation	\$0.00	\$1.70	\$2.00
42	Motor Freight Transportation and Warehouse	\$10.60	\$13.00	\$34.40
43	U.S. Postal Service	\$0.10	\$0.10	\$0.30
44	Water Transportation	\$0.00	\$0.00	\$0.00
45	Transportation by Air	\$0.10	\$0.10	\$0.10
46	Pipe Lines, Except Natural Gas	\$0.00	\$0.00	\$0.00
47	Transportation Services	\$0.00	\$0.00	\$1.50
48	Communication	\$0.00	\$1.60	\$1.80
49	Electric, Gas and Sanitary Services	\$1.90	\$1.90	\$12.40

Source: Claritas

**Business Sales (In Millions)**  
**Downtown Dahlonega, City of Dahlonega and Lumpkin County**

SIC Code	Business Description	Downtown Dahlonega	City of Dahlonega	Lumpkin County
50	Wholesale Trade-Durable Goods	\$7.80	\$12.20	\$45.50
51	Wholesale Trade-NonDurable Goods	\$4.70	\$5.00	\$8.70
52	Building Materials, Garden Supply and Mobile Homes	\$15.10	\$31.60	\$56.90
53	General Merchandise Stores	\$24.40	\$62.60	\$62.60
54	Food Stores	\$8.40	\$11.50	\$22.00
55	Automobile Dealers and Gas Service Stations	\$21.10	\$24.60	\$53.80
56	Apparel and Accessory Stores	\$0.80	\$2.60	\$2.60
57	Home Furniture, Furnishings and Equipment	\$5.90	\$7.10	\$14.70
58	Eating and Drinking Places	\$18.20	\$28.80	\$37.90
59	Miscellaneous Retail	\$12.20	\$15.10	\$20.00
60	Depository Institutions	\$31.70	\$38.90	\$53.80
61	NonDepository Credit Institutions	\$6.70	\$10.20	\$13.30
62	Security and Commodity Brokers and Service	\$0.70	\$2.40	\$2.60
63	Insurance Carriers	\$0.70	\$0.70	\$0.70
64	Insurance Agents, Brokers and Service	\$7.00	\$9.10	\$11.00
65	Real Estate	\$13.60	\$19.50	\$27.70
67	Holding and Other Investment Offices	\$0.00	\$0.00	\$0.00
70	Hotels and Other Lodging Places	\$6.80	\$8.80	\$18.10
72	Personal Services	\$2.50	\$4.30	\$9.20
73	Business Services	\$13.10	\$15.30	\$32.80
75	Automobile Repair, Services and Parking	\$1.00	\$2.00	\$6.30
76	Miscellaneous Repair Services	\$0.00	\$1.80	\$4.50
78	Motion Pictures	\$0.10	\$1.00	\$1.70
79	Amusement and Recreational Service (Ex. Movies)	\$3.80	\$7.60	\$9.10
80	Health Services	\$8.80	\$41.90	\$46.10
81	Legal Services	\$4.10	\$6.90	\$7.70
82	Educational Services	\$23.30	\$45.20	\$87.80
83	Social Services	\$4.20	\$11.40	\$14.10
84	Museums, Art Galleries, Zoos, Etc.	\$0.30	\$0.30	\$0.30
86	Membership Organizations	\$10.40	\$16.00	\$22.20
87	Eng, Acct, Research and Mgmt Related Services	\$3.60	\$8.90	\$10.10
89	Miscellaneous Services	\$0.00	\$0.10	\$0.10
91	Exec., Leg. and Gen. Govt. (Except Finance)	\$0.00	\$0.00	\$0.00
92	Justice, Public Order and Safety	\$0.00	\$0.00	\$0.00
93	Public Finance, Taxation and Monetary Policy	\$0.00	\$0.00	\$0.00
94	Administration Of Human Resource Programs	\$0.00	\$0.00	\$0.00
95	Admin. Of Environ. Quality and Housing Programs	\$0.00	\$0.00	\$0.00
96	Administration Of Economic Programs	\$0.00	\$0.00	\$0.00
97	National Security and International Affairs	\$0.00	\$0.00	\$0.00
99	NonClassifiable Establishments	\$0.00	\$0.00	\$0.00

Source: Claritas



**New Single Family Sales**  
**Downtown Dahlonega, City of Dahlonega and Lumpkin County**

	2002	2003	2004	2005	2006	Total
<b>Downtown</b>						
Number of Sales	-	-	1	-	-	1
Minimum Price	\$ -	\$ -	\$ 176,500	\$ -	\$ -	\$ 176,500
Maximum Price	\$ -	\$ -	\$ 176,500	\$ -	\$ -	\$ 176,500
Average Price	\$ -	\$ -	\$ 176,500	\$ -	\$ -	\$ 176,500
Average SF	-	-	1,696	-	-	1,696
Average Acreage	-	-	0.34	-	-	0.34
Average Year Built	-	-	2004	-	-	2004
<b>Dahlonega</b>						
Number of Sales	21	11	20	10	8	70
Minimum Price	\$ 72,000	\$130,000	\$ 119,500	\$129,900	\$135,000	\$ 72,000
Maximum Price	\$371,600	\$470,000	\$1,015,900	\$439,900	\$459,900	\$1,015,900
Average Price	\$235,224	\$269,500	\$ 347,385	\$297,875	\$342,875	\$ 293,909
Average SF	2,750	2,705	3,469	3,427	2,716	3,041
Average Acreage	0.61	0.75	0.62	0.62	0.58	0.63
Average Year Built	2002	2002	2004	2005	2006	2003
<b>Lumpkin County</b>						
Number of Sales	84	86	151	172	217	710
Minimum Price	\$ 72,000	\$ 95,000	\$ 85,000	\$117,300	\$ 75,000	\$ 72,000
Maximum Price	\$490,900	\$470,000	\$1,015,900	\$439,900	\$504,864	\$1,015,900
Average Price	\$180,346	\$184,297	\$ 193,506	\$192,059	\$202,733	\$ 193,303
Average SF	2,263	2,074	2,016	1,943	1,834	1,979
Average Acreage	1.44	1.31	1.18	1.28	1.17	1.25
Average Year Built	2002	2003	2004	2005	2006	2004

Source: Lumpkin County Assessor

**Single Family Resales**  
**Downtown Dahlonega, City of Dahlonega and Lumpkin County**

	2002	2003	2004	2005	2006	Total
<b>Downtown</b>						
Number of Sales	6	4	6	4	4	24
Minimum Price	\$ 72,500	\$ 85,000	\$ 93,000	\$ 85,000	\$ 85,000	72,500
Maximum Price	\$153,000	\$220,000	\$ 181,400	\$380,000	\$460,000	460,000
Average Price	\$104,167	\$166,000	\$ 143,233	\$204,975	\$204,000	\$ 157,679
Average SF	1,631	1,699	2,060	2,058	2,425	1,953
Average Acreage	0.25	0.34	0.33	0.20	0.56	0.33
Average Year Built	1970	1949	1955	1906	1957	1950
<b>Dahlonega</b>						
Number of Sales	38	30	38	42	38	186
Minimum Price	\$ 62,500	\$ 85,000	\$ 35,000	\$ 77,000	\$ 41,000	35,000
Maximum Price	\$459,000	\$568,800	\$ 370,000	\$670,490	\$555,000	670,490
Average Price	\$176,629	\$222,267	\$ 154,566	\$232,402	\$219,300	200,794
Average SF	2,213	2,252	2,003	2,493	2,342	2,266
Average Acreage	0.74	0.86	1.06	0.91	1.19	0.95
Average Year Built	1978	1979	1975	1984	1984	1980
<b>Lumpkin County</b>						
Number of Sales	174	176	215	206	235	1,006
Minimum Price	\$ 45,000	\$ 52,500	\$ 31,100	\$ 35,000	\$ 41,000	\$ 31,100
Maximum Price	\$459,000	\$568,800	\$ 440,000	\$750,000	\$590,000	750,000
Average Price	\$151,822	\$157,570	\$ 159,133	\$191,113	\$188,583	\$ 171,023
Average SF	1,818	1,740	1,905	2,028	1,922	1,890
Average Acreage	1.78	1.69	1.64	1.67	1.71	1.69
Average Year Built	1988	1988	1987	1993	1992	1990

Source: Lumpkin County Assessor



**New Townhome Sales**  
**Downtown Dahlonega, City of Dahlonega and Lumpkin County**

	2002	2003	2004	2005	2006	Total
<b>Downtown</b>						
Number of Sales	-	-	-	3	-	3
Minimum Price	\$ -	\$ -	\$ -	\$162,000	\$ -	\$ 162,000
Maximum Price	\$ -	\$ -	\$ -	\$169,000	\$ -	\$ 169,000
Average Price	\$ -	\$ -	\$ -	\$164,767	\$ -	\$ 164,767
Average SF	-	-	-	1,412	-	1,412
Average Acreage	-	-	-	0.09	-	0.09
Average Year Built	-	-	-	2005	-	2005
<b>Dahlonega</b>						
Number of Sales	1	5	5	12	10	33
Minimum Price	\$125,000	\$113,900	\$ 119,000	\$119,000	\$128,800	\$ 113,900
Maximum Price	\$125,000	\$393,000	\$ 387,900	\$465,052	\$522,600	522,600
Average Price	\$125,000	\$224,180	\$ 327,280	\$226,677	\$251,286	\$ 245,918
Average SF	1,228	1,925	2,541	2,020	1,913	2,028
Average Acreage	0.11	0.07	0.05	0.15	0.07	0.10
Average Year Built	2002	2002	2003	2005	2006	2004
<b>Lumpkin County</b>						
Number of Sales	1	5	5	12	10	33
Minimum Price	\$125,000	\$113,900	\$ 119,000	\$119,000	\$128,800	\$ 113,900
Maximum Price	\$125,000	\$393,000	\$ 387,900	\$465,052	\$522,600	522,600
Average Price	\$125,000	\$224,180	\$ 327,280	\$226,677	\$251,286	\$ 245,918
Average SF	1,228	1,925	2,541	2,020	1,913	2,028
Average Acreage	0.11	0.07	0.05	0.15	0.07	0.10
Average Year Built	2002	2002	2003	2005	2006	2004

Source: Lumpkin County Assessor

**Townhome Resales**  
**Downtown Dahlonega, City of Dahlonega and Lumpkin County**

	2002	2003	2004	2005	2006	Total
<b>Downtown</b>						
Number of Sales	2	-	2	2	2	8
Minimum Price	\$ 98,500	\$ -	\$ 119,500	\$ 95,000	\$120,000	95,000
Maximum Price	\$137,500	\$ -	\$ 140,000	\$117,900	\$138,750	\$ 140,000
Average Price	\$118,000	\$ -	\$ 129,750	\$106,450	\$129,375	\$ 120,894
Average SF	1,885	-	1,885	1,258	1,885	1,728
Average Acreage	0.07	-	0.06	0.02	0.06	0.05
Average Year Built	1999	-	1999	1992	1999	1997
<b>Dahlonega</b>						
Number of Sales	2	-	6	8	10	26
Minimum Price	\$ 98,500	\$ -	\$ 115,000	\$ 95,000	\$104,900	95,000
Maximum Price	\$137,500	\$ -	\$ 379,900	\$408,500	\$469,900	469,900
Average Price	\$118,000	\$ -	\$ 210,983	\$152,725	\$276,690	\$ 211,177
Average SF	1,885	-	2,000	1,488	2,189	1,906
Average Acreage	0.07	-	0.06	0.06	0.06	0.06
Average Year Built	1999	-	2001	2000	2002	2001
<b>Lumpkin County</b>						
Number of Sales	2	-	6	8	10	26
Minimum Price	\$ 98,500	\$ -	\$ 115,000	\$ 95,000	\$104,900	95,000
Maximum Price	\$137,500	\$ -	\$ 379,900	\$408,500	\$469,900	469,900
Average Price	\$118,000	\$ -	\$ 210,983	\$152,725	\$276,690	\$ 211,177
Average SF	1,885	-	2,000	1,488	2,189	1,906
Average Acreage	0.07	-	0.06	0.06	0.06	0.06
Average Year Built	1999	-	2001	2000	2002	2001

Source: Lumpkin County Assessor



**Downtown Dahlonega  
Residential Demand 2008-2018**

	City of Dahlonega	Lumpkin County	Total
<b>I. Estimated Housing Demand Due to Growth</b>			
Income qualified households (\$35,000+) 2008	512	5,536	
Income qualified households (\$35,000+) 2018	664	9,079	
Net growth in income qualified households 2008-2018	152	3,543	
Percentage growth in income qualified households	29.7%	64.0%	
Estimated percentage owner occupied	41.9%	74.8%	
Estimated percentage renter occupied	58.1%	25.2%	
Estimated Owner Demand 2008-2018	64	2,650	
Estimated Renter Demand 2008-2018	88	893	
Downtown Dahlonega Area Capture Rate	60%	5%	
<b>Annual Owner Demand --Market Area</b>	<b>3</b>	<b>12</b>	<b>16</b>
<b>Annual Renter Demand- Market Area</b>	<b>5</b>	<b>4</b>	<b>9</b>
<b>II. Estimated Demand Due to Turnover</b>			
Total occupied housing units	1,174	9,155	
Total owner occupied housing units	492	6,848	
% of owners who moved in previous year	16%	16%	
Annual Owner Turnover	79	1,096	
Annual turnover owner to owner (47%)	37	515	
Annual turnover owner to renter (53%)	42	581	
Total renter occupied housing units	682	2,307	
% of renters who moved in previous year	23%	23%	
Annual Renter Turnover	157	531	
Annual turnover renter to owner (21%)	33	111	
Annual turnover renter to renter (79%)	124	419	
Annual Owner Demand due to Turnover	70	626	
Annual Renter Demand due to Turnover	166	1,000	
Income Qualified Households	34.8%	60.5%	
Income qualified owner demand due turnover	24	379	
Income qualified renter demand due to turnover	58	605	
Downtown Dahlonega Capture Rate	60%	3%	
<b>Annual Turnover Demand for Owner Housing</b>	<b>19</b>	<b>11</b>	<b>31</b>
<b>Annual Turnover Demand for Rental Housing</b>	<b>35</b>	<b>18</b>	<b>53</b>
<b>Total Demand</b>			
<b>Owner</b>			
I. Annual demand from household growth 2008-2018	3	12	
II. Annual demand from turnover of existing units	19	11	
III. Other demand @ 15%	3	2	
<b>Total annual demand for owner housing</b>	<b>26</b>	<b>25</b>	<b>51</b>
<b>Renter</b>			
I. Annual demand from household growth 2008-2018	5	4	
II. Annual demand from turnover of existing units	35	18	
III. Other demand @ 5%	2	1	
<b>Total annual demand for rental housing</b>	<b>41</b>	<b>23</b>	<b>64</b>

Sources: U.S. Census American Housing Survey, Claritas, Bleakly Advisory Group





REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 03/31/2025

% Fiscal Year Completed: 49.86

\*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	YTD BALANCE 03/31/2024 NORM (ABNORM)	2024-25 ORIGINAL BUDGET	2024-25 MENDED BUDGET	ACTIVITY FOR MONTH 03/31/25 INCR (DECR)	YTD BALANCE 03/31/2025 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 0000 - NON DEPARTMENTAL								
CHARGES FOR SERVICES								
230.0000.34.5410	PARKING CHARGES	794.37	1,500.00	1,500.00	78.46	763.01	736.99	50.87
CHARGES FOR SERVICES		794.37	1,500.00	1,500.00	78.46	763.01	736.99	50.87
INVESTMENT INCOME								
230.0000.36.1000	INTEREST REVENUES	6,447.83	8,000.00	8,000.00	827.25	4,631.11	3,368.89	57.89
INVESTMENT INCOME		6,447.83	8,000.00	8,000.00	827.25	4,631.11	3,368.89	57.89
CONTRIBUTIONS AND DONATIONS								
230.0000.37.1000	CONTRIBUTIONS - PRIVATE SOURC	0.00	1,500.00	1,500.00	0.00	2,000.00	(500.00)	133.33
CONTRIBUTIONS AND DONATIONS		0.00	1,500.00	1,500.00	0.00	2,000.00	(500.00)	133.33
MISCELLANEOUS REVENUE								
230.0000.38.1000	MISCELLANEOUS REVENUES	7,200.00	14,400.00	14,400.00	0.00	6,000.00	8,400.00	41.67
230.0000.38.9000	MISCELLANEOUS REVENUES	1,730.00	1,500.00	1,500.00	0.00	440.00	1,060.00	29.33
MISCELLANEOUS REVENUE		8,930.00	15,900.00	15,900.00	0.00	6,440.00	9,460.00	40.50
TRANSFERS IN FROM OTHER FUNDS								
230.0000.39.1100	TRANSFERS IN - GENERAL FUND	49,999.98	50,000.00	50,000.00	0.00	20,833.35	29,166.65	41.67
230.0000.39.1275	TRANSFERS IN - HOTEL/MOTEL TAX	42,437.52	87,300.00	87,300.00	0.00	36,375.00	50,925.00	41.67
TRANSFERS IN FROM OTHER FUNDS		92,437.50	137,300.00	137,300.00	0.00	57,208.35	80,091.65	41.67
APPROPRIATED FUND BALANCE								
230.0000.39.9100	APPROPRIATED FUND BALANCE	0.00	166,922.00	166,922.00	0.00	0.00	166,922.00	0.00
APPROPRIATED FUND BALANCE		0.00	166,922.00	166,922.00	0.00	0.00	166,922.00	0.00
Total Dept 0000 - NON DEPARTMENTAL		108,609.70	331,122.00	331,122.00	905.71	71,042.47	260,079.53	21.46
TOTAL REVENUES		108,609.70	331,122.00	331,122.00	905.71	71,042.47	260,079.53	21.46
Expenditures								
Dept 7510 - DDA ADMINISTRATION								
DDA ADMINISTRATION								
230.7510.51.1100	SALARIES AND WAGES	39,931.40	67,966.00	67,966.00	6,019.16	37,113.69	30,852.31	54.61
230.7510.51.1300	OVERTIME	269.96	500.00	500.00	0.00	0.00	500.00	0.00
230.7510.51.2100	GROUP INSURANCE	5,322.97	12,318.00	12,318.00	1,162.04	6,051.80	6,266.20	49.13
230.7510.51.2200	FICA CONTRIBUTIONS	3,022.30	5,200.00	5,200.00	451.16	2,786.75	2,413.25	53.59
230.7510.51.2700	WORKERS COMPENSATION	3,019.54	2,500.00	2,500.00	0.00	1,575.48	924.52	63.02
230.7510.52.1000	PROFESSIONAL/TECHNICAL SERVIC	275.84	10,000.00	10,000.00	86.84	2,895.38	7,104.62	28.95
230.7510.52.2000	PURCHASED PROPERTY SERVICES	0.00	0.00	0.00	80.00	480.00	(480.00)	100.00
230.7510.52.2200	REPAIRS AND MAINTENANCE	(142.78)	500.00	500.00	45.17	1,707.11	(1,207.11)	341.42
230.7510.52.2300	RENTALS	2,668.98	7,700.00	7,700.00	697.79	4,478.18	3,221.82	58.16
230.7510.52.3100	INSURANCE	2,552.00	0.00	0.00	0.00	0.00	0.00	0.00
230.7510.52.3200	COMMUNICATIONS	4,917.88	11,000.00	11,000.00	766.79	2,728.90	8,271.10	24.81
230.7510.52.3210	POSTAGE	0.00	0.00	0.00	600.00	600.00	(600.00)	
230.7510.52.3300	ADVERTISING	0.00	1,000.00	1,000.00	0.00	936.00	64.00	
230.7510.52.3400	PRINTING	0.00	2,000.00	2,000.00	0.00	0.00	2,000.00	

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GL NUMBER	DESCRIPTION	YTD BALANCE 03/31/2024 NORM (ABNORM)	2024-25 ORIGINAL BUDGET	2024-25 MENDED BUDGET	ACTIVITY FOR MONTH 03/31/25 INCR (DECR)	YTD BALANCE 03/31/2025 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
230.7510.52.3500	TRAVEL	458.33	700.00	700.00	0.00	0.00	700.00	0.00
230.7510.52.3600	DUES AND FEES	2,305.62	3,500.00	3,500.00	0.00	250.00	3,250.00	7.14
230.7510.52.3700	EDUCATION AND TRAINING	860.00	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
230.7510.53.1100	GENERAL SUPPLIES AND MATERIAL	1,902.68	10,000.00	10,000.00	129.63	602.85	9,397.15	6.03
230.7510.53.1210	WATER/SEWER	740.19	1,500.00	1,500.00	108.01	763.07	736.93	50.87
230.7510.53.1230	ELECTRICITY	4,807.48	9,500.00	9,500.00	787.81	5,320.56	4,179.44	56.01
230.7510.53.1600	SMALL EQUIPMENT	196.96	350.00	350.00	0.00	0.00	350.00	0.00
230.7510.53.1700	OTHER SUPPLIES	0.00	500.00	500.00	0.00	0.00	500.00	0.00
DDA ADMINISTRATION		73,109.35	147,734.00	147,734.00	10,934.40	68,289.77	79,444.23	46.22
Total Dept 7510 - DDA ADMINISTRATION								
		73,109.35	147,734.00	147,734.00	10,934.40	68,289.77	79,444.23	46.22
Dept 7540 - TOURISM								
TOURISM								
230.7540.52.1000	PROFESSIONAL/TECHNICAL SERVIC	3,263.43	20,000.00	20,000.00	0.00	15.00	19,985.00	0.08
230.7540.52.2300	RENTALS	0.00	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
230.7540.52.3300	ADVERTISING	0.00	750.00	750.00	0.00	0.00	750.00	0.00
230.7540.52.3400	PRINTING	53.50	500.00	500.00	0.00	0.00	500.00	0.00
230.7540.52.3600	DUES AND FEES	192.00	200.00	200.00	0.00	0.00	200.00	0.00
230.7540.52.3700	EDUCATION AND TRAINING	0.00	500.00	500.00	0.00	0.00	500.00	0.00
230.7540.53.1100	GENERAL SUPPLIES AND MATERIAL	798.57	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
230.7540.53.1270	MOTOR FUEL	0.00	500.00	500.00	0.00	0.00	500.00	0.00
230.7540.53.1600	SMALL EQUIPMENT	2,572.60	5,000.00	5,000.00	0.00	0.00	5,000.00	0.00
TOURISM		6,880.10	30,950.00	30,950.00	0.00	15.00	30,935.00	0.05
Total Dept 7540 - TOURISM								
		6,880.10	30,950.00	30,950.00	0.00	15.00	30,935.00	0.05
Dept 7550 - DOWNTOWN DEVELOPMENT								
DOWNTOWN DEVELOPMENT								
230.7550.51.1100	SALARIES AND WAGES	23,626.37	50,733.00	50,733.00	3,902.40	24,209.75	26,523.25	47.72
230.7550.51.1300	OVERTIME	497.28	500.00	500.00	0.00	0.00	500.00	0.00
230.7550.51.2100	GROUP INSURANCE	3,380.27	12,224.00	12,224.00	1,154.00	6,007.02	6,216.98	49.14
230.7550.51.2200	FICA CONTRIBUTIONS	1,819.99	3,881.00	3,881.00	290.04	1,804.12	2,076.88	46.49
230.7550.51.2700	WORKERS COMPENSATION	0.00	400.00	400.00	0.00	252.08	147.92	63.02
230.7550.52.1000	PROFESSIONAL/TECHNICAL SERVIC	30,350.00	40,000.00	40,000.00	0.00	2,406.93	37,593.07	6.02
230.7550.52.3300	ADVERTISING	0.00	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
230.7550.52.3400	PRINTING	72.00	500.00	500.00	0.00	0.00	500.00	0.00
230.7550.52.3500	TRAVEL	229.95	500.00	500.00	0.00	0.00	500.00	0.00
230.7550.52.3600	DUES AND FEES	911.03	500.00	500.00	0.00	0.00	500.00	0.00
230.7550.52.3700	EDUCATION AND TRAINING	195.00	500.00	500.00	0.00	0.00	500.00	0.00
230.7550.53.1100	GENERAL SUPPLIES AND MATERIAL	3,411.82	5,000.00	5,000.00	0.00	3.31	4,996.69	0.07
230.7550.53.1270	MOTOR FUEL	236.37	500.00	500.00	0.00	144.38	355.62	28.88
230.7550.53.1780	BEAUTIFICATION SUPPLIES	18,550.84	35,000.00	35,000.00	0.00	(14,930.00)	49,930.00	(42.66)
230.7550.53.1790	OTHER SUPPLIES - VOLUNTEER AP	0.00	200.00	200.00	0.00	0.00	200.00	0.00
DOWNTOWN DEVELOPMENT		83,280.92	152,438.00	152,438.00	5,346.44	19,897.59	132,540.41	13.05
Total Dept 7550 - DOWNTOWN DEVELOPMENT								
		83,280.92	152,438.00	152,438.00	5,346.44	19,897.59	132,540.41	



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GL NUMBER	DESCRIPTION	YTD BALANCE	2024-25		ACTIVITY FOR	YTD BALANCE	AVAILABLE	% BDGT
		03/31/2024	ORIGINAL	2024-25	MONTH 03/31/25	03/31/2025	BALANCE	
		NORM (ABNORM)	BUDGET	MENTED BUDGET	INCR (DECR)	NORM (ABNORM)	NORM (ABNORM)	USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
TOTAL EXPENDITURES		163,270.37	331,122.00	331,122.00	16,280.84	88,202.36	242,919.64	26.64
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:								
TOTAL REVENUES		108,609.70	331,122.00	331,122.00	905.71	71,042.47	260,079.53	21.46
TOTAL EXPENDITURES		163,270.37	331,122.00	331,122.00	16,280.84	88,202.36	242,919.64	26.64
NET OF REVENUES & EXPENDITURES		(54,660.67)	0.00	0.00	(15,375.13)	(17,159.89)	17,159.89	100.00