



# **CITY OF DAHLONEGA**

## **PLANNING COMMISSION AGENDA**

**TUESDAY, MARCH 07, 2023 AT 6:00 PM**  
**CITY HALL - MAYOR MCCULLOUGH COUNCIL CHAMBER**

---

In compliance with the Americans with Disabilities Act, those requiring accommodation for Planning Commission meetings please contact Jameson Kinley at [jkinley@dahlonega.gov](mailto:jkinley@dahlonega.gov) or (706) 701-0736.

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

---

### **Call to Order**

### **Pledge of Allegiance**

### **Approval of Minutes:**

- [1.](#) Planning Commission Meeting Minutes January 4, 2023

### **OLD BUSINESS**

### **NEW BUSINESS**

#### *Zoning Cases:*

- [2.](#) Mountain Top Real Estate Group, LLC  
A request to update the PUD site plan of a +/- 62.77-acre property located on Pinetree Way (079-054 & 079-074). The purpose of this request is for construction of a 325 Unit Apartment Complex and 10,000 square feet of Commercial space.

### **INFORMATION & TRAINING**

- [3.](#) Housing Needs Assessment  
Jameson Kinley, Planning and Zoning Administrator

### **Adjournment**



# **CITY OF DAHLONEGA**

## **PLANNING COMMISSION MINUTES**

**WEDNESDAY, JANUARY 04, 2023 AT 6:00 PM**  
**CITY HALL - MAYOR MCCULLOUGH COUNCIL**  
**CHAMBER**

---

In compliance with the Americans with Disabilities Act, those requiring accommodation for Planning Commission meetings please contact Jameson Kinley at [kinley@dahlonega.gov](mailto:kinley@dahlonega.gov) or (706) 701-0736.

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

---

### **Call to Order**

Call to order by Chairman Robert Conaway at 6:00pm.

### **PRESENT**

Chairman Robert Conaway  
Commission Member Joyce Westmoreland  
Commission Member Win Crannell  
Commission Member Michael Feagin  
Commission Member James Guy  
Commission Member James Spivey  
Commission Member James Carroll

### **Pledge of Allegiance**

### **Approval of Agenda**

Chairman Conaway wanted to add a vote to appoint a vice chairman in case the absence of the chairman.

Motion made by Commission Member Carroll to accept the change in the agenda,  
Seconded by Commission Member Crannell.

Voting Yea: Commission Member Westmoreland, Commission Member Crannell,  
Commission Member Feagin, Commission Member Guy, Commission Member Spivey,  
Commission Member Carroll

Motion Passed

### **Approval of Minutes:**

1. Planning Commission Meeting Minutes November 1, 2022

Motion made by Commission Member Carroll to approve as written, Seconded  
by Commission Member Crannell.

Voting Yea: Chairman Conaway, Commission Member Westmoreland,  
Commission Member Crannell, Commission Member Feagin, Commission  
Member Guy, Commission Member Spivey, Commission Member Carroll

Motion Passed

## **OLD BUSINESS**

*Zoning Cases:*

*Conditional Uses:*

## **NEW BUSINESS**

### **2. 2023 Chairman Appointment**

#### **ARTICLE XXIII. - PLANNING COMMISSION**

Sec. 2301. - Creation and appointment.

One (1) such member shall be annually elected chairman of the Planning Commission by the Planning Commission members, and the Chairman shall not vote except in cases of a tie-vote between the other members.

Motion made by Commission Member Crannell to reappoint Commissioner Conaway as Chairman, Seconded by Commission Member Guy.

Voting Yea: Commission Member Westmoreland, Commission Member Crannell, Commission Member Feagin, Commission Member Guy, Commission Member Spivey, Commission Member Carroll

Motion Passed

### **3. 2023 Appointment of Secretary**

#### **ARTICLE XXIII. - PLANNING COMMISSION**

Sec. 2301. - Creation and appointment.

Members of the Planning Commission shall appoint a secretary, or in lieu of such appointment, the Zoning Administrative Officer shall serve as the secretary of the Planning Commission

Chairman Conaway suggested to allow staff to continue to act as Secretary for the Planning Commission. No objections

No vote needed.

### **4. Ordinance 2022-16**

An ordinance to exclude off-street parking and loading requirements within B-3 and CBD zones for restaurants, lounges and retail businesses.

Planning and Zoning Administrator Jameson Kinley presented what was discussed before Council and the recommendations from the Parking Committee and Staff.

Chairman Conaway opened it up to the public comments.

No one to speak in favor or against.

Discussion among Commission and Staff.

Motion made by Commission Member Guy to recommend tabling the discussion for changing the parking ordinance until such time more information is provided (such as previous parking studies). The severity of the subject needs more time to discuss. Until such time, allow new businesses to apply for variances. Seconded by Commission Member Crannell.

Voting Yea: Chairman Conaway, Commission Member Westmoreland, Commission Member Crannell, Commission Member Feagin, Commission Member Guy, Commission Member Spivey, Commission Member Carroll  
Motion passed to recommend tabling.

5. 2023 Appointment of Secretary

Motion made by Commission Member Westmoreland to appoint Commissioner Feagin as Vice-Chair, Seconded by Commission Member Crannell.

Voting Yea: Chairman Conaway, Commission Member Westmoreland, Commission Member Crannell, Commission Member Guy, Commission Member Spivey, Commission Member Carroll  
Motion Passed

*Zoning Cases:*

*Conditional Uses:*

## **INFORMATION & TRAINING**

### **Adjournment**

Motion made by Commission Member Feagin to adjourn, Seconded by Commission Member Westmoreland.

Voting Yea: Chairman Conaway, Commission Member Westmoreland, Commission Member Crannell, Commission Member Feagin, Commission Member Guy, Commission Member Spivey, Commission Member Carroll



[illegible]

- 1) The applicant is bound by the submitted site plan and letter of intent if this application is approved and development must be initiated within twenty-four months or the approved zoning is subject to reversion to its previous zoning by the Governing Body.
- 2) It is the policy (but not a legal requirement) that adjacent property owners and those owners within 150 feet of the subject property are notified by certified mail of the application.
- 3) The following nine questions can be answered within a letter of intent, but failure to answer any one can result in denial of the application.

Complete the following information. (This section may be addressed in the letter of intent.)

1. The existing uses and zoning of nearby property and whether the proposed zoning will adversely affect the existing use or usability of nearby property.

See attached Letter of Intent.

2. The extent to which property values are diminished by the particular zoning restrictions.

See attached Letter of Intent.

3. The extent to which the destruction of property values promotes the health, safety, morals or general welfare of the public.

See attached Letter of Intent.

4. The relative gain to the public as compared to the hardship imposed upon the individual property owner.

See attached Letter of Intent.

5. The physical suitability of the subject property for development as presently zoned and under the proposed zoning district.

See attached Letter of Intent.

6. The length of time the property has been vacant, considered in the context of land development in the area in the vicinity of the property, and whether there are existing or changed conditions affecting the use and development of the property which give supporting grounds for either approval or disapproval of the rezoning request.

See attached Letter of Intent.

7. The zoning history of the subject property.

See attached Letter of Intent.

8. The extent to which the proposed zoning will result in a use which will or could cause excessive or burdensome use of existing streets, transportation facilities, utilities, schools, parks, or other public facilities.

See attached Letter of Intent.

9. Whether the zoning proposal is in conformity with the policy and intent of the comprehensive plan, land use plan, or other adopted plans.

See attached Letter of Intent.

\*\*\*\*\*

### Property Owner's Certification

I hereby request the action contained with this application relative to the property shown on the attached plats and site plan and further request that this item be placed on both the Planning Commission and City Council's agenda(s) for a public hearing.

I understand that the Planning and Development staff may either accept or reject my request upon review. My request will be rejected if all the necessary data is not presented.

I understand that I have the obligation to present all data necessary and required by statute to enable the Planning Commission and City council to make an informed determination on my request. I will seek the advice of an attorney if I am not familiar with the zoning and land use requirements.

I understand that my request will be acted upon at the Planning Commission and City Council hearings and that I am required to be present or to be represented by someone able to present all the facts. I understand that failure to appear at the public hearing may result in the postponement or denial of my application. I further understand that it is my responsibility to be aware of relevant public hearing dates and time regardless of notification from the City of Dahlonega.

I hereby certify that I have read the above and that the above information as well as the attached information is true and accurate.

I certify that I am the owner of the property described in the attached legal description, that all information contained in this application is true and correct to the best of my knowledge, and that the applicant and/or agent listed above is authorized to act as the applicant and/or agent in the pursuit of rezoning of this property.

Signature of Property Owner: Vivian Lynn Cottrell *Attorney-in-fact for Don Michael Cottrell*  
Vivian Lynn Cottrell, Attorney-in-Fact for Don Michael Cottrell (with express Power of Attorney)

Printed name of Property Owner : Don Michael Cottrell

Date of Signature: 11/8/2022

Signature of Witness: Brian Smith

DISCLOSURE OF CAMPAIGN CONTRIBUTION  
(Applicant(s) and Representative(s) of rezoning)

Pursuant to OCGA Section 36-37 A-3.A, the following disclosure is mandatory when an applicant or any representation of application for rezoning has been made within two (2) years immediately preceding the filing of the applicant's request for re-zoning & campaign contributions aggregating \$250.00 or more to a local government official who will consider the application for rezoning.

It shall be the duty of the applicant and the attorney representing the applicant to file a disclosure with the governing authority of the respective local government showing the following information:

1. The name of the local official to whom the campaign contribution was made:  
N/A.
2. The dollar amount and/or description of each campaign contribution made by the applicant to the local government official during the two years immediately preceding the filing of the application for the rezoning action and the date of each such contribution:

Amount \$ \_\_\_\_\_

Date: \_\_\_\_\_

Amount \$ \_\_\_\_\_

Date: \_\_\_\_\_

3. Enumeration and description of each gift when the total value of all gifts is \$250.00 or more made to the local government official during the 2 years immediately preceding the filing application for rezoning:

Signature of Applicant/

Representative of Applicant: *Edgar H. Wood*

Date: 11/1/22

By not completing this form you are making a statement that no disclosure is required because no contributions have been made.

This form may be copied and additional pages attached if necessary.



**Miles Hansford  
& Tallant, LLC**  
ATTORNEYS AT LAW

202 Tribble Gap Road | Suite 200 | Cumming, Georgia 30040

178 S Main Street | Suite 310 | Alpharetta, Georgia 30009

770-781-4100 | [www.mhtlegal.com](http://www.mhtlegal.com)

J. Ethan Underwood  
[eunderwood@mhtlegal.com](mailto:eunderwood@mhtlegal.com)

**CAMPAIGN DISCLOSURE**

<b>Applicant:</b>	<b>Mountain Top Real Estate Group, LLC</b>
<b>Subject Property:</b>	<b>Approximately 62.77 Acres Designated as Lumpkin County Tax Parcel(s): 179-054 &amp; p/o 179-074</b>
<b>Current Zoning:</b>	<b>PUD – Planned Unit Development District &amp; I– Industrial District</b>
<b>Proposed Zoning:</b>	<b>PUD – Planned Unit Development District</b>
<b>Proposed Use:</b>	<b>Multi-Family Residential: 325 Unit/1,055 Bed Apartment Housing; Commercial: 10,000 Sq. Ft.</b>
<b>Application:</b>	<b>Rezoning</b>
<b>ROW Access:</b>	<b>Pinetree Way</b>
<b>Governing Jurisdiction:</b>	<b>City of Dahlonega, Georgia</b>

Pursuant to O.C.G.A § 36-67A-1, *et seq.*, please be advised that Miles, Hansford & Tallant, LLC, has not given campaign contributions and/or sponsorships to any local officials of the Governing Jurisdiction.

This letter constitutes the disclosure of campaign contributions with respect to the above-referenced application.

Sincerely,

Ethan Underwood  
Attorney for Applicant



J. Ethan Underwood  
[eunderwood@mhtlegal.com](mailto:eunderwood@mhtlegal.com)

#### LETTER OF INTENT

<b>Applicant:</b>	<b>Mountain Top Real Estate Group, LLC</b>
<b>Subject Property:</b>	<b>Approximately 62.77 Acres Designated as Lumpkin County Tax Parcel(s): 179-054 &amp; p/o 179-074</b>
<b>Current Zoning:</b>	<b>PUD – Planned Unit Development District &amp; I– Industrial District</b>
<b>Proposed Zoning:</b>	<b>PUD – Planned Unit Development District</b>
<b>Proposed Use:</b>	<b>Multi-Family Residential: 325 Unit/1,055 Bed Apartment Housing; Commercial: 10,000 Sq. Ft.</b>
<b>Application:</b>	<b>Rezoning</b>
<b>ROW Access:</b>	<b>Pinetree Way</b>
<b>Governing Jurisdiction:</b>	<b>City of Dahlonega, Georgia</b>

This Letter of Intent is intended to comply with the application procedures established by The City of Dahlonega, GA for submittal of land use applications, as required by the Zoning Ordinance of the City of Dahlonega (the "Zoning Ordinance"), City of Dahlonega Public Hearing Application Requirements, and other City of Dahlonega Ordinances and Standards.

The Applicant has submitted contemporaneously with this Letter of Intent the application package for the Proposed Zoning and Proposed Use, as may be amended (the "Application"). With regard to any zoning, conditional use permit, and variances requested in the Application (as applicable), the Applicant incorporates all statements made in the Public Hearing Application as part of this Letter of Intent.

#### INTENDED USE

The Applicant requests to rezone the Subject Property to the Proposed Zoning and intends to develop the Subject Property for the Proposed Use.

##### **a) Residential Use**

The residential portion of the development will be used as Apartment Houses, consisting of 325 Apartment Units/ 1,055 Beds. The residential portion of the development will consist of ten (10) apartment buildings of 3 to 4 stories each, with an approximate aggregate area of approximately 475,000 sf, with conditioned corridors. The residential portion of the development will include gate-controlled access to the property, accessory uses of amenity areas, a swimming pool, community areas/buildings, exercise facilities, parking for residents, and other typically ancillary support services for an apartment house. The clubhouse area and building will consist of leasing offices and community gathering areas, and outdoor pool amenity area

Construction of the residential portion of the development will be concrete slab-on-grade and foundation walls; wood frame, with a mix of brick or stone masonry veneer and fiber cement siding, and other code

compliant exterior materials; sloped asphalt shingle roof configurations typically; mechanical units located on roof.

Site design parking count for the residential portion of the development will accommodate a maximum of 1,055 cars/vehicle parking on grade.

**b) Commercial Use**

The commercial portion of the development will be used as restaurants, retail, service businesses, and/or offices, with or without drive-through facilities. The commercial portion of the development will consist of up to 3 buildings of 1 to 2 stories each, with an approximate aggregate area of 10,000 sf.

Construction of the commercial portion of the development will be concrete slab-on-grade and foundation walls; wood frame, with a mix of brick or stone masonry veneer and fiber cement siding, and other code compliant exterior materials; sloped asphalt shingle roof configurations typically; mechanical units located on roofs or in side or rear yards.

Site design parking count for the commercial portion of the development will accommodate parking at a minimum ratio of 1:300 sf with a maximum of 95 spaces.

**IMPACT ANALYSIS**

When exercising the City's zoning powers, consideration shall be given to factors associated with the use including, but not limited to, the following. The Applicant's Proposed Use satisfies all of these criteria as described below:

- 1. The existing uses and zoning of nearby property and whether the proposed zoning will adversely affect the existing use or usability of nearby property.**

The Proposed Use is compatible with the surrounding properties and land use, specifically the commercial uses along Pine Tree Way and the Aquatics Center. The Proposed Use will include adequate landscaping between surrounding property owners and will include gate-controlled access to the residential portion of the Subject Property. The Applicant intends to donate the undeveloped land and Natural Preservation Zone for public use.

- 2. The extent to which property values are diminished by the particular zoning restrictions.**

The Proposed Use will not adversely affect the existing use or usability of adjacent or nearby properties because the Proposed Use will allow for a residential and commercial uses that are compatible with the surrounding commercial and institutional uses. The Proposed Use will provide needed vitality to the area, which the Applicant hopes will result in revitalization of surrounding older buildings. The value of the surrounding properties will be enhanced by this development's premium site design.



**3. The extent to which the destruction of property values promotes the health, safety, morals or general welfare of the public.**

A refusal by the City to approve the Application, as requested by the Applicant, will impose a disproportionate hardship on the Applicant and owners of the Subject Property without benefiting any surrounding property owners. There is no reasonable use of the Subject Property except for development as proposed by the Applicant and there is no benefit to the public by requiring that the Current Zoning be maintained.

**4. The relative gain to the public as compared to the hardship imposed upon the individual property owner.**

The public will benefit from much needed housing and commercial development to supplement improvements made to development the Aquatics Center. The Applicant intends to donate the undeveloped land and Natural Preservation Zone for public use.

**5. The physical suitability of the subject property for development as presently zoned and under the proposed zoning district.**

The Subject Property does not have a reasonable economic use as currently zoned. The Subject Property has been undeveloped for a number of years. The shape, size, and topography of the Subject Property necessitate rezoning of the Subject Property, as its steep topography and floodplain prohibit development using the Current Zoning. With the limited buildable area available on the site, only the Propose Use can utilize the building envelop available on the Subject Property – there is no other physically practicable or financially viable use for the Subject Property than as proposed by the Applicant.

**6. The length of time the property has been vacant, considered in the context of land development in the area in the vicinity of the property, and whether there are existing or changed conditions affecting the use and development of the property which give supporting grounds for either approval or disapproval of the rezoning request.**

The property has been undeveloped for over two decades. The Proposed Use will accommodate needed housing and commercial demands and will provide vitality to an area only recently being rejuvenated by the Aquatics Center.

**7. The zoning history of the subject property.**

The Subject Property has been zoned PUD since April 2, 2001 and has remained undeveloped since that time.

- 8. The extent to which the proposed zoning will result in a use which will or could cause excessive or burdensome use of existing streets, transportation facilities, utilities, schools, parks, or other public facilities.**

The Proposed Use will not result in a use that will cause an excessive or burdensome use of existing streets, transportation facilities, utilities, schools, parks, or other public facilities. The projected impact on schools and utilities will be in keeping with projected growth, and any applicable impact fees from the development will fund infrastructure improvements. The number of car trips and need for transportation facilities will be comparable to surrounding uses (in fact pedestrian and bicycle transportation will likely be the favored mode of transportation with the City), and the developer will make improvements to surrounding rights-of-way as required by applicable regulations for project improvements. Furthermore, the Applicant intends to utilize private shuttle service for its residents between the Subject Property and campus.

- 9. Whether the zoning proposal is in conformity with the policy and intent of the comprehensive plan, land use plan, or other adopted plans.**

The zoning proposal is in conformity with the policy and intent of the Comprehensive Plan. The Subject Property is located in the Industrial and Mixed-Use Character Areas. In this regard, the development will:

- be compatible with design guidelines.
- provide landscaping and decorative elements.
- be primarily residential with neighborhood commercial uses.
- provide structures oriented close to the street front, with on-site parking and pedestrian accessibility where possible.
- implement rural / mountain themed design elements.

The Proposed Use will incorporate the design standards submitted with the Application and will be compatible with and increase the vibrancy of the surrounding area.

#### **CONCLUSION**

Because the Proposed Use complies with all criteria appropriate for consideration of the land use application, the Applicant and owners respectfully request that this Application be approved as requested by the Applicant and in the manner shown on the Application, which is incorporated herein by reference. The Applicant and owners reserve the right to amend and supplement this Development Summary Report at any time.



J. Ethan Underwood  
[eunderwood@mhtlegal.com](mailto:eunderwood@mhtlegal.com)

### **DEVELOPMENT SUMMARY REPORT**

<b>Applicant:</b>	<b>Mountain Top Real Estate Group, LLC</b>
<b>Subject Property:</b>	<b>Approximately 62.77 Acres Designated as Lumpkin County Tax Parcel(s): 179-054 &amp; p/o 179-074</b>
<b>Current Zoning:</b>	<b>PUD – Planned Unit Development District &amp; I– Industrial District</b>
<b>Proposed Zoning:</b>	<b>PUD – Planned Unit Development District</b>
<b>Proposed Use:</b>	<b>Multi-Family Residential: 325 Unit/1,055 Bed Apartment Housing; Commercial: 10,000 Sq. Ft.</b>
<b>Application:</b>	<b>Rezoning</b>
<b>ROW Access:</b>	<b>Pinetree Way</b>
<b>Governing Jurisdiction:</b>	<b>City of Dahlonega, Georgia</b>

This Development Summary Report is intended to comply with the application procedures established by the City of Dahlonega, GA for submittal of land use applications, as required by the Zoning Ordinance of the City of Dahlonega (the "Zoning Ordinance"), City of Dahlonega Public Hearing Application Requirements, and other City of Dahlonega Ordinances and Standards.

The Applicant has submitted contemporaneously with this Development Summary Report the application package for the Proposed Zoning and Proposed Use, as may be amended (the "Application"). With regard to any zoning, conditional use permit, and variances requested in the Application (as applicable), the Applicant incorporates all statements made in the Public Hearing Application as part of this Development Summary Report.

### **DEVELOPMENT SUMMARY**

#### **1. Proposed Land Use.**

The Applicant requests to rezone the Subject Property to the Proposed Zoning and intends to develop the Subject Property for the Proposed Use.

##### **a) Residential Use**

The residential portion of the development will be used as Apartment Houses, consisting of 325 Apartment Units/ 1,055 Beds. The residential portion of the development will consist of ten (10) apartment buildings of 3 to 4 stories each, with an approximate aggregate area of approximately 475,000 sf, with conditioned corridors. The residential portion of the development will include gate-controlled access to the property, accessory uses of amenity areas, a swimming pool, community areas/buildings, exercise facilities, parking for residents, and other typically ancillary support services for an apartment

house. The clubhouse area and building will consist of leasing offices and community gathering areas, and outdoor pool amenity area

Construction of the residential portion of the development will be concrete slab-on-grade and foundation walls; wood frame, with a mix of brick or stone masonry veneer and fiber cement siding, and other code compliant exterior materials; sloped asphalt shingle roof configurations typically; mechanical units located on roof.

Site design parking count for the residential portion of the development will accommodate a maximum of 1,055 cars/vehicle parking on grade.

#### **b) Commercial Use**

The commercial portion of the development will be used as restaurants, retail, service businesses, and/or offices, with or without drive-through facilities. The commercial portion of the development will consist of up to 3 buildings of 1 to 2 stories each, with an approximate aggregate area of 10,000 sf.

Construction of the commercial portion of the development will be concrete slab-on-grade and foundation walls; wood frame, with a mix of brick or stone masonry veneer and fiber cement siding, and other code compliant exterior materials; sloped asphalt shingle roof configurations typically; mechanical units located on roofs or in side or rear yards.

Site design parking count for the commercial portion of the development will accommodate parking at a minimum ratio of 1:300 sf with a maximum of 95 spaces.

## **2. Proposed development standards.**

The Applicant proposes the following development standards:

	<b>Residential</b>	<b>Commercial</b>
<b>Use Quantity</b>	325 units (1055 beds)	~10,000 SF
<b>Permitted Uses</b>	Apartments	Any use allowed in the B-2 zoning category
<b>Minimum Lot Size</b>	None	None
<b>Minimum Lot Width</b>	None	None

	Residential	Commercial
<b>Minimum Setbacks</b>	Front: 20 ft Rear: 20 ft Side: 10 ft  Exterior: 30 ft Setback between tax parcels subject to PUD: 0 ft	Front: 10 ft Rear: 10 ft Side: 10 ft  Exterior: 20 ft Setback between tax parcels subject to PUD: 0 ft
<b>Minimum Exterior Landscape Strips</b>	Front: 10 ft Rear: 10 ft Side: 10 ft  LS Strip on ROW: 10 ft  LS Strip between tax parcels subject to PUD: 0 ft	Front: 10 ft Rear: 10 ft Side: 10 ft  LS Strip on ROW: 10 ft  LS Strip between tax parcels subject to PUD: 0 ft
<b>Minimum Exterior Buffers</b>	Along lot line abutting a residential district: 10 ft  Along lot line abutting commercial or industrial: 0 ft	Along lot line abutting a residential district: 10 ft  Along lot line abutting commercial or industrial: 0 ft
<b>Minimum Building Separation</b>	20 ft between buildings.	0 ft
<b>Stream Buffers / Impervious Setbacks</b>	50 ft / 75ft	50 ft / 75ft
<b>Maximum Height</b>	60 ft	42 ft
<b>Maximum Building Coverage</b>	No maximum	No maximum

	Residential	Commercial
<b>Parking &amp; Loading Requirements</b>	1.0 resident spaces per unit  No loading space requirements	Minimum 1 space / 300 sf  One 14'x30' loading space per building
<b>Parking &amp; Loading Provided</b>	Max 1,055	Max 95 spaces
<b>Public Road</b>	60' ROW  Minimum 22' Back of Curb to Back of Curb	60' ROW  Minimum 22' Back of Curb to Back of Curb
<b>Access Drives</b>	To City Standards	To GDOT Standards

**3. Time frame of development and provisions for ownership and management of the development.**

**a) Residential Use**

The Applicant will be the developer of the subject property. The development time frame is estimated to require 8-9 months for entitlements (i.e. zoning and permitting), with land disturbance beginning in late Spring 2024. Construction will require 12-14 months, with residents expected to be living on the property in Summer of 2025.

Upon completion of construction, the residential portion of the development will be professionally managed via a contracted management firm. Upon lease up and stabilization, the developer may retain the property or will sell the property to a reputable operator of multi-family housing communities. In any case, the property will be managed and maintained in an aesthetically pleasing manner.

**b) Commercial Use**

Construction and occupancy of the commercial portion of the development will occur separately from the residential area and in accordance with market demand.

**4. Intended plans for the provision of utilities, including water, sewer and drainage facilities.**

Sanitary sewer, water, natural gas, electricity and cable are available to the Subject Property and the impact on public utilities will be in keeping with growth projected by utility providers. Sanitary sewer and water utilities will be provided to the project by the City of Dahlonega.

With regard to sanitary sewer, the Applicant anticipates its residents will require approximately 20 gallons per day per resident, yielding a total of **21,100 gallons** of potable water per day, and require a maximum sewage treatment capacity of **21,100 gallons** per day. In addition, the commercial portion of the property will utilize variable amounts of sewage treatment capacity based upon the type of commercial users. The Applicant proposes to acquire an initial capacity of **4,000 gallons** per day for the commercial portion of the development, and acquire additional capacity on an as-needed basis.

The Subject Property will utilize onsite detention that complies with the Georgia Storm Water Manual's requirements for water quality and flood control. The site flows to the northwest and the detention facility will discharge stormwater into a natural watercourse at a rate no greater than pre-development flow rates.

#### **5. Maintenance of streets and common open spaces.**

All internal driveways, parking areas, and common open spaces will be constructed and maintained by the owner of the Subject Property in accordance with all applicable laws and regulations.

#### **TREES AND LANDSCAPING.**

The property will be landscaped in accordance with all applicable ordinances.

The site design includes a tree save area along the northeastern portion of the Subject Property. This area contains the vast majority of mature, specimen trees on the Subject Property. The site design also includes landscape strips along the front and side yards of the Subject Property. Preservation of these tree save areas will provide a visual separation between neighboring property owners and the proposed development, and the tree groupings within these tree save areas will provide wildlife habitat that would not be accommodated by the preservation of trees elsewhere on the Subject Property. The location of the proposed tree save areas is also necessary to allow shaping of the topography for proper stormwater flow and utility installation in the remaining portions of the Subject Property. Once developed, the Applicant will install new tree plantings in disturbed areas to comply with City requirements.

#### **PROPOSED ARCHITECTURE**

The architectural style and character of buildings will be harmonious with the new Aquatics Center and commercial development along Pine Tree Way. A strong base of brick masonry, in a traditional color, with horizontal lap siding and possibly some panelized siding wall areas - both which will appear to be wood but will be fiber cement- in a generally warm/neutral color pallet, will be used above the masonry base. Some areas of the masonry base will extend to level two or level three of the building façades, to generate visual interest and rhythm across the length of the building, recalling the variety of the surrounding hillside landscape and mountain areas of Dahlonega.

#### **CONCLUSION**

Because the Proposed Use complies with all criteria appropriate for consideration of the land use application, the Applicant and owners respectfully request that this Application be approved as requested by the Applicant and in the manner shown on the Application, which is incorporated herein by reference. The Applicant and owners reserve the right to amend and supplement this Development Summary Report at any time.

### Legal Description

All that tract or parcel of land lying and being in Land Lots 998, 1033, 1034, 1050, and 1051 of the 12th Land District of the 1st Section, Lumpkin County, Georgia, containing approximately 57.888 acres, more or less, according to a plat of survey dated September 6, 2022, prepared for Mike Cottrell by Land Development Professionals, certified by Douglas R. Sherrill, Georgia Registered Land Surveyor No. 2995 and, according to such plat of survey, being more particularly described as follows:

to find the True Point of Beginning, commence from a concrete monument located at the intersection of the common boundary line of Land Lots 1049, 1050, 1085, and 1086, which is the True Point of Beginning; run

thence North 89 degrees 13 minutes 10 seconds West a distance of 1318.76 feet to a concrete monument found; run

thence South 00 degrees 44 minutes 20 seconds West a distance of 314.40 feet to an iron pin found; run

thence, with a curve to the right having a radius of 1115.92 feet, an arc length of 112.06 feet, and a chord bearing of North 88 degrees 01 minutes 59 seconds West a distance of 112.01 feet to a point; run

thence North 85 degrees 11 minutes 31 seconds West a distance of 182.78 feet to a point; run

thence, with a curve to the right having a radius of 1666.67 feet, an arc length of 214.06 feet, and a chord bearing of North 81 degrees 30 minutes 45 seconds West a distance of 213.91 feet to a point; run

thence North 77 degrees 50 minutes 00 seconds West a distance of 181.71 feet to a point; run

thence South 01 degrees 00 minutes 33 seconds West a distance of 7.61 feet to a point; run

thence North 77 degrees 50 minutes 00 seconds West a distance of 15.40 feet to a point; run

thence, with a curve to the left having a radius of 1552.66 feet, an arc length of 202.32 feet, and a chord bearing of North 81 degrees 33 minutes 58 seconds West a distance of 202.18 feet to an open top pipe; run

thence North 04 degrees 17 minutes 19 seconds East a distance of 215.52 feet to an iron pin found; run

thence North 89 degrees 07 minutes 49 seconds West a distance of 421.10 feet to a point; run



thence North 00 degrees 43 minutes 27 seconds East a distance of 15.60 feet to a point; run

thence North 80 degrees 45 minutes 54 seconds West a distance of 62.38 feet to a point; run

thence, with a curve to the right having a radius of 96.54 feet, an arc length of 42.03 feet, and a chord bearing of North 73 degrees 20 minutes 23 seconds West a distance of 41.70 feet to a point; run

thence North 85 degrees 48 minutes 46 seconds West a distance of 2.49 feet to a point; run

thence North 00 degrees 12 minutes 06 seconds East a distance of 400.24 feet to a mining rail found; run

thence North 65 degrees 53 minutes 04 seconds East a distance of 102.87 feet to an iron pin found; run

thence, with a curve to the right having a radius of 445.00 feet, an arc length of 289.33 feet, and a chord bearing of North 09 degrees 38 minutes 59 seconds West a distance of 284.26 feet to a point; run

thence South 70 degrees 36 minutes 26 seconds East a distance of 79.34 feet to an iron pin found; run

thence South 19 degrees 16 minutes 14 seconds East a distance of 13.27 feet to an open top pipe; run

thence South 25 degrees 37 minutes 58 seconds East a distance of 65.22 feet to an open top pipe; run

thence South 33 degrees 41 minutes 05 seconds East a distance of 286.29 feet to a point; run

thence South 45 degrees 46 minutes 46 seconds East a distance of 91.08 feet to a point; run

thence South 62 degrees 54 minutes 17 seconds East a distance of 246.16 feet to a point; run

thence South 67 degrees 20 minutes 44 seconds East a distance of 219.70 feet to a point; run

thence South 72 degrees 12 minutes 19 seconds East a distance of 397.77 feet to a point; run

thence North 56 degrees 50 minutes 40 seconds East a distance of 104.42 feet to a point; run

thence North 20 degrees 10 minutes 39 seconds East a distance of 102.30 feet to a point; run

thence North 72 degrees 42 minutes 05 seconds East a distance of 326.78 feet to a point; run

thence South 84 degrees 14 minutes 49 seconds East a distance of 243.17 feet to a point; run

thence North 31 degrees 31 minutes 56 seconds East a distance of 214.31 feet to a point; run

thence North 59 degrees 29 minutes 15 seconds West a distance of 1082.56 feet to an iron pin found; run

thence North 34 degrees 10 minutes 47 seconds East a distance of 50.59 feet to an iron pin found; run

thence North 50 degrees 59 minutes 18 seconds West a distance of 64.94 feet to a point; run

thence North 63 degrees 41 minutes 27 seconds West a distance of 131.73 feet to an iron pin found; run

thence South 48 degrees 07 minutes 13 seconds West a distance of 52.76 feet to a point; run

thence North 59 degrees 28 minutes 53 seconds West a distance of 267.89 feet to a point; run

thence North 01 degrees 52 minutes 46 seconds East a distance of 33.20 feet to an iron pin found; run

thence South 89 degrees 07 minutes 58 seconds East a distance of 807.55 feet to a concrete monument found; run

thence North 00 degrees 56 minutes 28 seconds East a distance of 492.57 feet to a concrete monument found; run

thence North 69 degrees 49 minutes 25 seconds East a distance of 200.81 feet to a point; run

thence South 19 degrees 06 minutes 46 seconds East a distance of 131.07 feet to a point; run

thence South 32 degrees 38 minutes 22 seconds East a distance of 143.63 feet to a point; run

thence South 45 degrees 10 minutes 53 seconds East a distance of 141.49 feet to a point; run

thence South 36 degrees 46 minutes 28 seconds East a distance of 159.26 feet to a point; run

thence South 64 degrees 20 minutes 00 seconds East a distance of 174.47 feet to a point; run

thence South 70 degrees 42 minutes 22 seconds East a distance of 236.51 feet to a point; run

thence South 75 degrees 28 minutes 04 seconds East a distance of 235.60 feet to a point; run

thence South 69 degrees 08 minutes 19 seconds East a distance of 209.91 feet to a point; run

thence South 00 degrees 40 minutes 13 seconds West a distance of 1105.05 feet to a concrete monument found; which is the True Point of Beginning.

TOGETHER WITH:

All that tract or parcel of land lying and being in Land Lots 998 and 1033 of the 12th Land District of the 1st Section, Lumpkin County, Georgia, containing approximately 4.882 acres, more or less, according to a plat of survey dated September 6, 2022, prepared for Mike Cottrell by Land Development Professionals, certified by Douglas R. Sherrill, Georgia Registered Land Surveyor No. 2995 and, according to such plat of survey, being more particularly described as follows:

to find the True Point of Beginning, commence from a concrete monument located at the intersection of the common boundary line of Land Lots 1032, 1033, 1050, and 1051; run thence along the common boundary line of Land Lots 1032 & 1033, North 89 degrees 07 minutes 58 seconds West a distance of 807.55 feet to an iron pin found located along the common boundary line of Land Lots 1032 & 1033; run along the common boundary line of Land Lots 1032 & 1033 thence South 89 degrees 59 minutes 59 seconds West a distance of 303.37 feet to a point located along the common boundary line of Land Lots 1032 & 1033, which is the True Point of Beginning;

thence from the True Point of Beginning, South 19 degrees 31 minutes 14 seconds West a distance of 534.87 feet to a point; run

thence North 70 degrees 43 minutes 03 seconds West a distance of 483.52 feet to a point; run

thence North 23 degrees 42 minutes 44 seconds East a distance of 376.33 feet to an iron pin found located along the common boundary line of Land Lots 1032 & 1033; run

thence along the common boundary line of Land Lots 1032 & 1033, North 89 degrees 59 minutes 59 seconds East a distance of 260.48 feet to a point located along the common boundary line of Land Lots 1032 & 1033; run

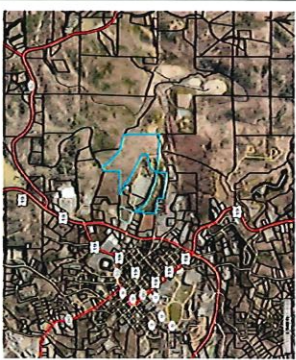
thence along the common boundary line of Land Lots 1032 & 1033, North 89 degrees 59 minutes 59 seconds East a distance of 223.35 feet to a point located along the common boundary line of Land Lots 1032 & 1033; which is the True Point of Beginning.

Said property is more fully described according to the above-referenced plat, which is incorporated herein by this reference.

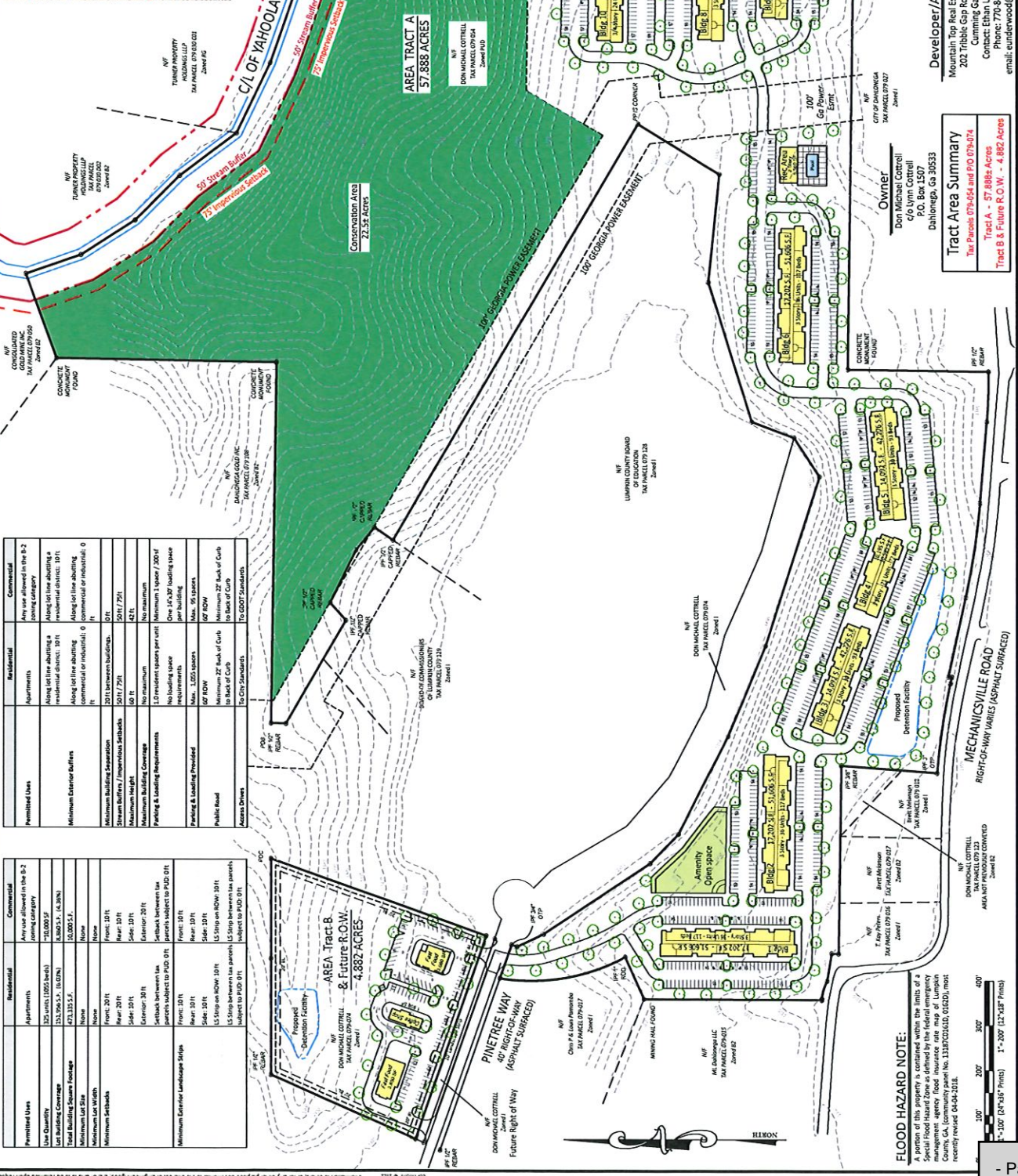
**This legal description is prepared solely for the purpose of facilitating a land use application and should not be relied upon for any other purpose.**







Location Map



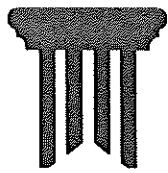
Permitted Uses	Residential	Commercial
Minimum Building Setbacks	5' Front, 5' Side, 10' Rear	5' Front, 5' Side, 10' Rear
Minimum Building Footprints	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear
Minimum Building Coverage	10% Front, 10% Side, 10% Rear	10% Front, 10% Side, 10% Rear
Minimum Building Height	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear
Minimum Building Area	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear
Minimum Building Depth	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear
Minimum Building Width	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear
Minimum Building Length	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear
Minimum Building Volume	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear
Minimum Building Weight	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear
Minimum Building Height	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear
Minimum Building Area	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear
Minimum Building Depth	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear
Minimum Building Width	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear
Minimum Building Length	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear
Minimum Building Volume	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear
Minimum Building Weight	10' Front, 10' Side, 10' Rear	10' Front, 10' Side, 10' Rear

**FLOOD HAZARD NOTE:**  
A portion of this property is contained within the limits of a Special Flood Hazard Zone as defined by the Federal Emergency Management Agency Flood Insurance Study (FIS) for the State of Georgia, dated 04-04-2018.

**Developer/Applicant**  
Mountain Top Real Estate Group, LLC  
202 Tribble Gap Road, Suite 200  
Cumming, GA 30040  
Contact: Ethan Underwood  
Phone: 770-946-1007  
email: eunderwood@mtreg.com

**Tract Area Summary**  
Tax Parcel 079-054 and P.O. 079-074  
Tract A - 57.888 Acres  
Tract B & Future R.O.W. - 4.882 Acres

**Reference Material:**  
Boundary Survey for Mike Cottrell, prepared by Land Development Professionals, dated Sept. 6, 2022.  
Topography as shown herein digitized from the County GIS. Adjacent Ownership per County GIS and Tax Parcel online records.



J. Ethan Underwood  
[eunderwood@mhtlegal.com](mailto:eunderwood@mhtlegal.com)

**RESERVATION OF CONSTITUTIONAL AND OTHER LEGAL RIGHTS**

<b>Applicant:</b>	<b>Mountain Top Real Estate Group, LLC</b>
<b>Subject Property:</b>	<b>Approximately 62.77 Acres Designated as Lumpkin County Tax Parcel(s): 179-054 &amp; p/o 179-074</b>
<b>Current Zoning:</b>	<b>PUD – Planned Unit Development District &amp; I– Industrial District</b>
<b>Proposed Zoning:</b>	<b>PUD – Planned Unit Development District</b>
<b>Proposed Use:</b>	<b>Multi-Family Residential: 325 Unit/1,055 Bed Apartment Housing; Commercial: 10,000 Sq. Ft.</b>
<b>Application:</b>	<b>Rezoning</b>
<b>ROW Access:</b>	<b>Pinetree Way</b>
<b>Governing Jurisdiction:</b>	<b>City of Dahlonega, Georgia</b>

This Reservation of Constitutional and Other Legal Rights (“the Reservation”) is intended to supplement and form a part of the land use application (including any request for zoning, conditional use permit, site plan approval, and variances) (collectively, the “Application”) of the Applicant and the owners of the Subject Property and to put the Governing Jurisdiction on notice of the Applicant’s assertion of its constitutional and legal rights.

The Applicant has filed a timely application, has provided all required information and has submitted the appropriate application fees. The Application meets all judicial and statutory requirements for approval.

The Applicant objects to the standing of any opponents who are not owners of land adjoining the Subject Property and to the consideration by the Governing Jurisdiction of testimony or evidence presented by any party without standing in making its decision regarding the Application. The Applicant also objects to the consideration of testimony or evidence that is hearsay, violates any applicable rules of procedure or evidence, or that is presented by any party who fails to comply with notice and campaign disclosure requirements.

The Current Zoning (and/or zoning conditions) of the Subject Property is unconstitutional and deprives the Subject Property and all viable economic use thereof. The Proposed Use is the only viable economic use of the Subject Property, and the Governing Jurisdiction has deemed this Application necessary to allow the Proposed Use. As such, the Applicant and owners file this Application for the purpose of changing the Current Zoning (and/or zoning conditions) to facilitate the Proposed Use, and to exhaust administrative remedies in the event the Application is denied. The Applicant and owners reserve the right to challenge the Current Zoning and any zoning conditions and other restrictions affecting the Subject Property.

Denial of the Application or approval of the Application in any form that is different than as requested by the Applicant will impose a disproportionate hardship on the Applicant and Owners of the Subject Property without benefiting any surrounding property owners. There is no reasonable use of the Subject



Property other than as proposed by the Application and no resulting benefit to the public from denial of or modification to the Application.

Any provisions in the applicable land use, subdivision, and /or zoning ordinances (collectively the "Zoning Ordinance") that classify, or may classify, the Subject Property into any of the non-requested zoning or use classifications, including the Proposed Zoning District and Proposed Use at a density or intensity less than that requested by the Applicant, are unconstitutional in that they constitute a taking of the Applicant's and Owner's property rights without first paying fair, adequate, and just compensation for such rights in violation of Article I, Section III, Paragraph I of the Georgia Constitution of 1983, as amended and the Fifth and Fourteenth Amendments to the Constitution of the United States.

The Subject Property is suitable for development as proposed in the Application and it is not suitable for development under any other zoning classification, use, or at a density or intensity less than that requested by the Applicant. Failure to approve the Application as requested by the Applicant would be an unreasonable application of local land use authority, which bears no relationship to the public health, safety, morality or general welfare of the public and would constitute an arbitrary and capricious abuse of discretion in violation of Article I, Section I, Paragraph I of the Georgia Constitution of 1983, as amended and the Due Process Clause of the Fifth and Fourteenth Amendments to the Constitution of the United States.

A refusal by the Governing Jurisdiction to approve the Application as requested by the Applicant will prohibit the only viable economic use of the Subject Property, will be unconstitutional and will discriminate in an arbitrary, capricious and unreasonable manner between the Applicant and Owner and the owners of similarly situated properties in violation of Article I, Section I, Paragraph II of the Georgia Constitution of 1983, as amended, and the Equal Protection Clause of the Fourteenth Amendment to the Constitution of the United States.

A refusal by the Governing Jurisdiction to approve the Application as requested by the Applicant without the consent of persons elected to the governing body of the Governing Jurisdiction will amount to an unlawful delegation of the Governing Jurisdiction's authority, in violation of Article IX, Section II, Paragraph IV of the Georgia Constitution of 1983, as amended.

Furthermore, the Governing Jurisdiction cannot lawfully impose more restrictive standards on the Subject Property's development than are presently set forth in the Zoning Ordinance. Any conditions or other restrictions imposed on the Subject Property without the consent of the Applicant and Owner that do not serve to reasonably ameliorate the negative impacts of the development are invalid and void. The imposition of improvements or design requirements unnecessary to facilitate the proposed development constitute an illegal impact fee, an unconstitutional condemnation, or both. As such, the Applicant and Owner reserve the right to challenge any such conditions, restrictions, or design requirements.

Finally, the Applicant and Owner assert that the Zoning Ordinance, Character Area Map, Future Development Map and Comprehensive Plan were not adopted in compliance with the laws or constitutions of the State of Georgia or of the United States, and a denial of the Applicant's request based upon provisions illegally adopted will deprive the Applicant and Owners of due process under the law.

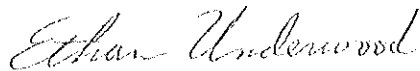


This Reservation constitutes an Ante Litem Notice pursuant to O.C.G.A. § 36-11-1, which places the Governing Jurisdiction and all other agents of the Governing Jurisdiction, in their official and individual capacities, on notice of the Applicant's and owners' intent to seek monetary damages and attorney's fees against the Governing Jurisdiction for any rezoning action, zoning condition, illegal impact fee, and any other unlawful restrictions and exactions that are imposed upon the Subject Property, the Applicant, or the owners.

By filing this Reservation, the Applicant reserves all rights and remedies available to it under the United States Constitution, the Georgia Constitution, all applicable federal, state, and local laws and ordinances, and in equity.

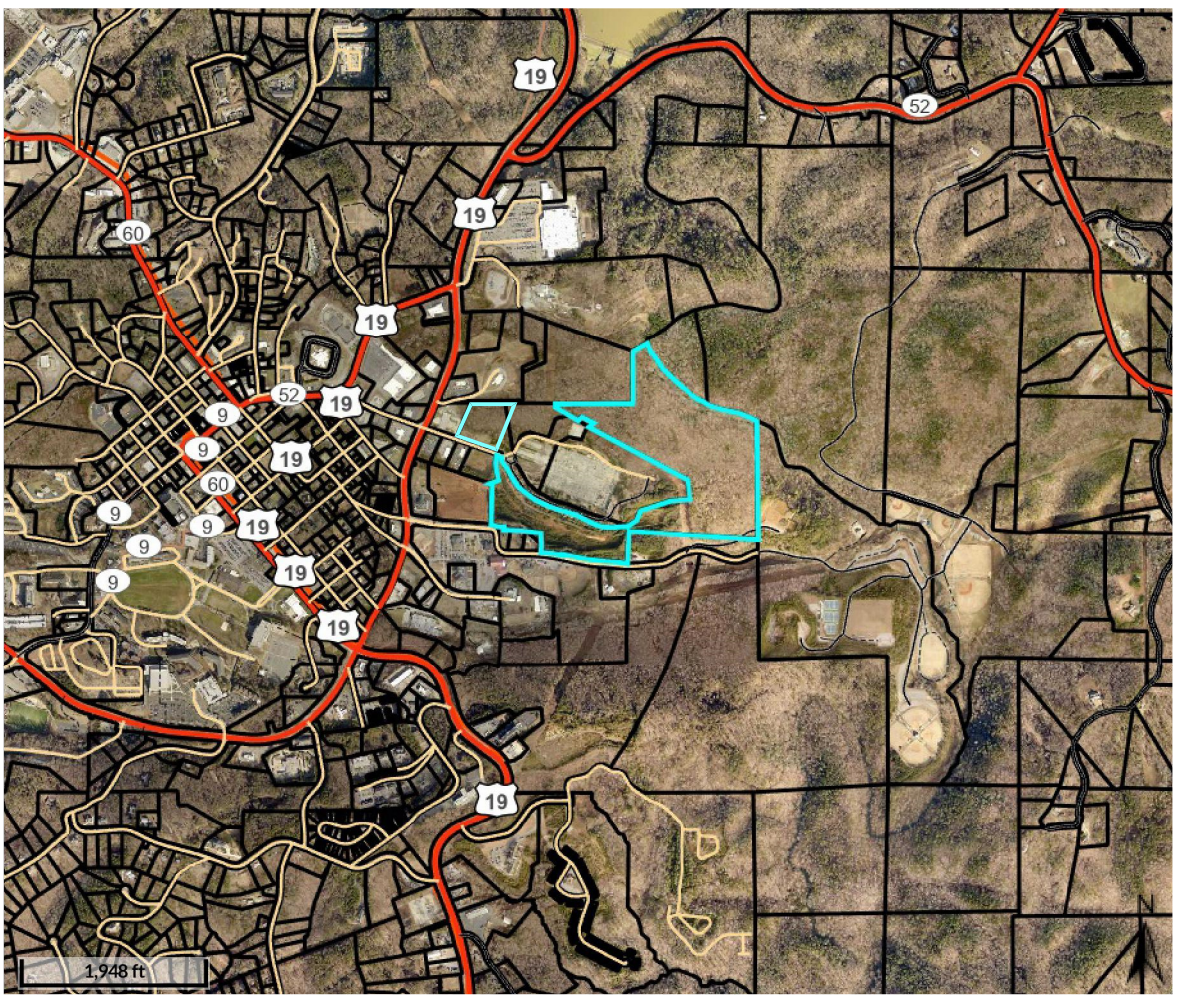
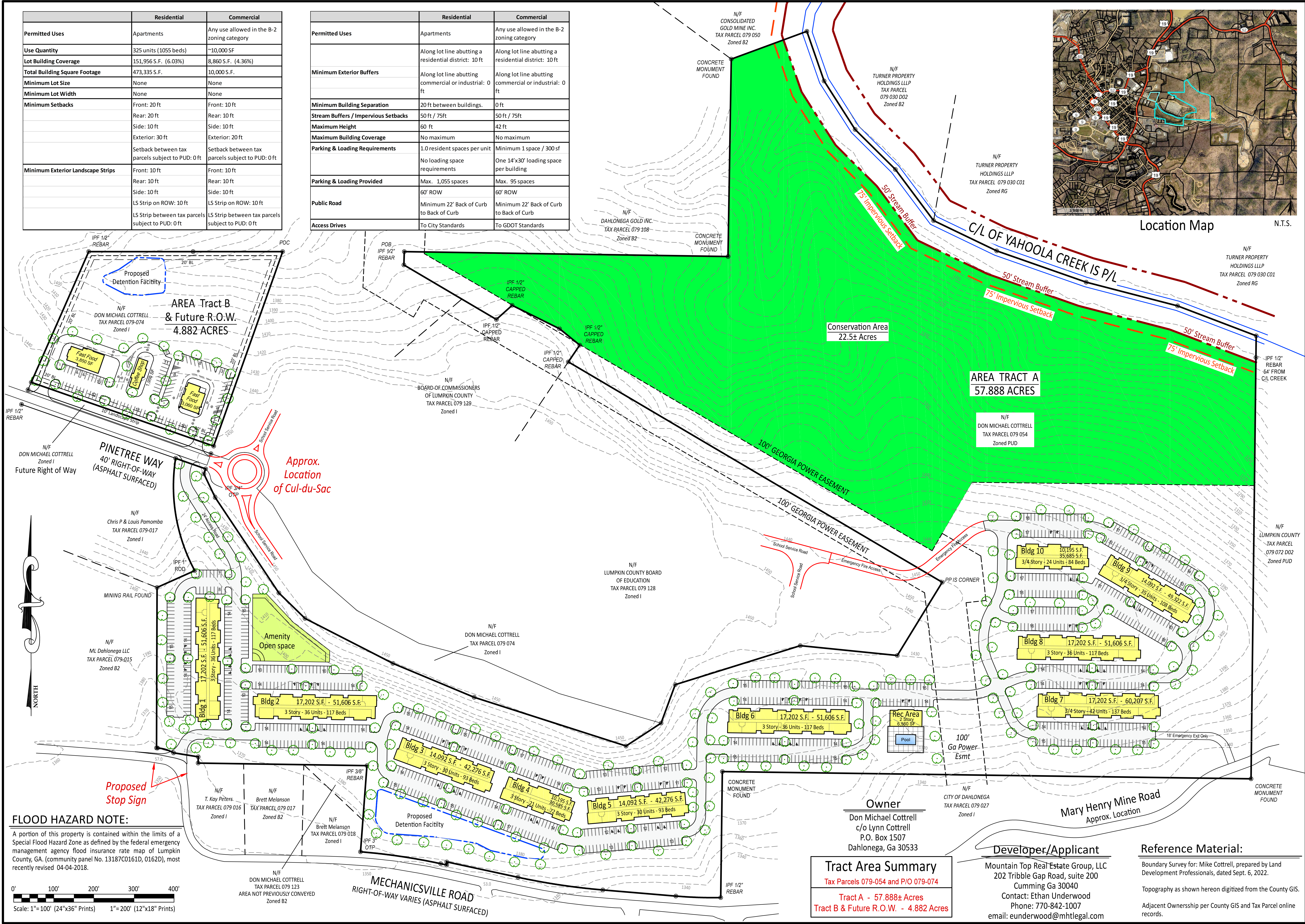
The Applicant and Owners respectfully request that the Application be approved as requested by the Applicant and in the manner shown on the Application, which is incorporated herein by reference. This Reservation forms an integral part of the Application, and we ask that this Reservation be included with the Applicant's other Application materials. The Applicant and owners reserve the right to amend and supplement this Reservation at any time.

Sincerely,



Ethan Underwood  
Attorney for Applicant





Location Map N.T.S.

**Engineering303**

Civil Engineering, Land Surveying, Stream and Wetland Restoration

108 Allen Street Cumming, Ga. 30040  
Phone: 770-442-0500 www.engineering303.com

Zoning Exhibit for:  
Pinetree Way and Mechanicsville Road

**Mountain Top Real Estate Group, LLC**

The City of Dahlonega  
12th District 1st Section  
Land Lots 988 1033, 1034, 1050 & 1051

Drawn: BJK  
Date: 12-8-2022

Sheet  
**Zoning**  
Project Number  
**22-4956**

Georgia Professional Engineer  
No. 23747  
12-8-2022  
Brian J. King

- Page 30 -



# Citywide Housing Needs Assessment

Prepared for: City of Dahlonega, Georgia



Prepared by: KB Advisory Group



**KB** | ADVISORY GROUP

**February, 2023**

# Overview

- 03 Executive Summary
- 05 Study Area Context
- 06 Demographic Assessment
- 14 Employment and Workforce Assessment
- 18 Housing Supply Analysis
- 32 Peer Cities Analysis
- 41 Housing Demand Analysis
- 47 Housing Gap Analysis
- 52 Development Potential
- 57 Recommendations and Strategies

The City of Dahlonega engaged KB Advisory Group, Inc. (KBA) to conduct a Housing Needs Assessment in the fall of 2022.

The assessment provides the City of Dahlonega with a perspective on how current and future residential market trends will impact the city over the coming years. The research, analysis, and conclusions will provide vital inputs for making future land use, planning, and real estate development policy decisions. The housing assessment has dual purposes: first is the technical analysis, which provides abundant data points and interesting insights into the local residential marketplace, which can inform and enhance decision-making processes for housing locally. The second is the communication aspect, which gives staff and elected officials the tools and information they need to communicate to constituents the rationale for crucial policies related to land use and housing.

The following report highlights the initial analysis of KB Advisory Group's Dahlonega Housing Needs Assessment including the trends in performance of the housing market and current conditions. This portion of the study serves as a foundation to the future, subsequent analyses which will assess housing needs and market gaps, policy implications to meet future needs, and Dahlonega's position within the region compared to peer cities.

This report was prepared by KB Advisory Group, Inc. on behalf of the City of Dahlonega, GA. KB Advisory Group President Geoff Koski directed and managed the engagement.

**KB Advisory Group, Inc.**

1447 Peachtree St. NE  
Suite 610  
Atlanta, GA 30309  
404.845.3550

[www.kbagroup.com](http://www.kbagroup.com)

# Executive Summary

The City of Dahlonega has seen steady growth over the last two decades, averaging 2-3% annually. New home construction, however, has not kept pace with population growth. In the past 5-years, the city has added less than 30 new for-sale homes, satisfying 4% of housing demand. Much of new rental product has been student-targeted housing. Looking forward, population growth is forecasted to cool slightly, averaging 1% over the next 5 years. Strong demand exists for new housing to both satisfy pent up demand and accommodate new Dahlonega residents.

Dahlonega's appeal as a tourist destination, attractive retirement community, and college town puts a variety of unique pressures on the housing market. Lack of supply has materialized in increased home prices and incomplete housing options, especially for young professionals, families, and older residents. Both attached and detached resale prices have nearly doubled since 2016 with a significant increase in sales volume beginning in 2020.

Half of housing demand exists in lower-income households which is unlikely to be met by the private market. A portion of this demand is comprised of students, but a significant segment of the demand exists within the local workforce: teachers, UNG employees, and those working in the service and hospitality industry. Demand for attached product, both for-sale and rental, represents 70% of total demand. This is both a component of housing preference as well as price.

Demand for higher-end homes remains strong and is an important component of the housing market in attracting and retaining high earning households. Housing at every price point contributes to a sustainable housing ecosystem by providing entry-level housing, move-up opportunities, and the ability of older households to remain in the Dahlonega community.

Source: KB Advisory

# Executive Summary

Moving forward, the City of Dahlonega should consider a variety of strategies and tools to help foster a healthy housing market. Satisfying off-campus student housing demand by allowing 200-300 units within the next 5 years will help alleviate market pressure on housing throughout the city. Identifying strategic locations for housing and reducing regulatory barriers for more diverse housing products can motivate and attract developers to provide the right housing at the right price. Additionally, the city should consider existing entities and partners to provide affordable and workforce housing solutions by utilizing publicly owned land, identifying redevelopment opportunities, and recognizing funding sources. With 66% of the existing housing stock built over two decades ago, consider rehabilitation programs for existing residents to remain in the community.

Finally, Downtown Dahlonega has the potential to infuse appropriate and complementary housing within the downtown core, a pivotal aspect to the vitality of a Main Street destination. Consider mixed-use, residential opportunities to further activate the walkable core, expand lifestyle amenities, and catalyze a diverse retail and commercial offering.

Source: KB Advisory

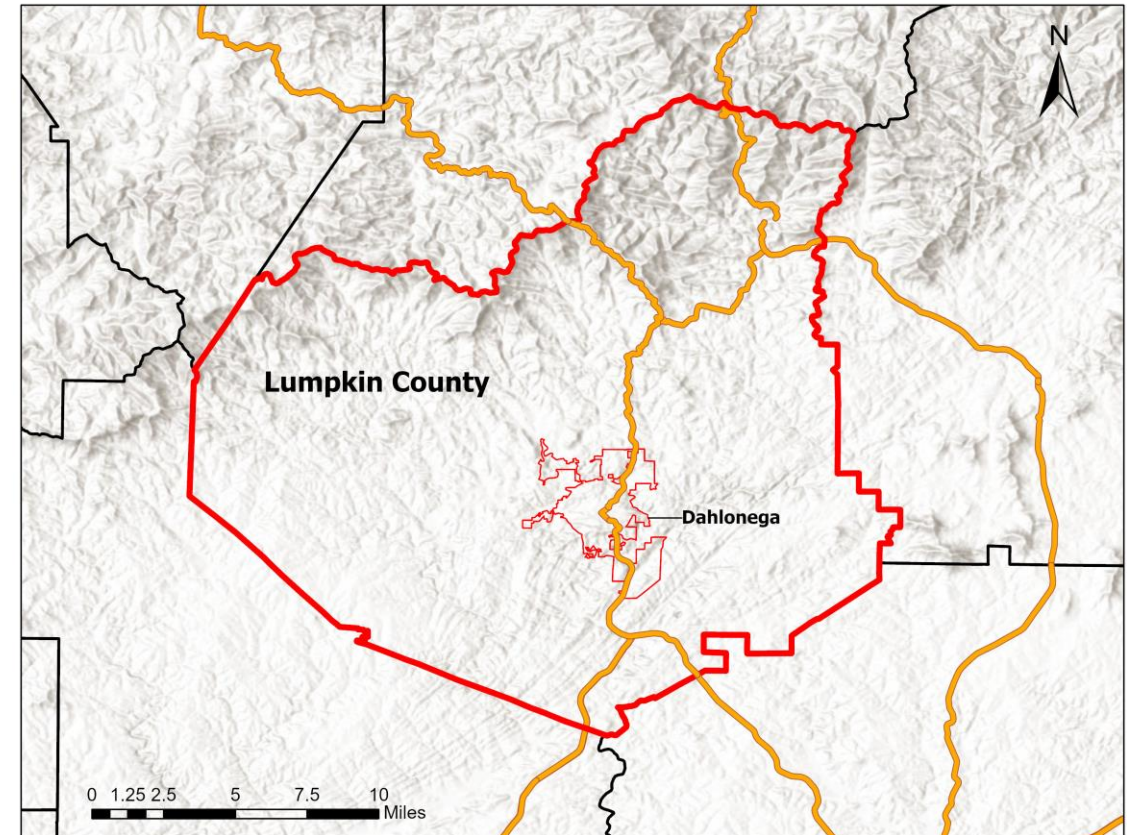




# Study Area Context

## Geographic

The city of Dahlonega is situated in the North Georgia mountains in Lumpkin County, an area recognized for its scenic beauty as well as a local magnet for college students attending the University of North Georgia. State Routes 19, 60 and 129 are the major routes that service Dahlonega and the surrounding county.



Source: KB Advisory, City of Dahlonega GIS, Lumpkin County GIS

# Demographic Trends Analysis



# Demographic Assessment

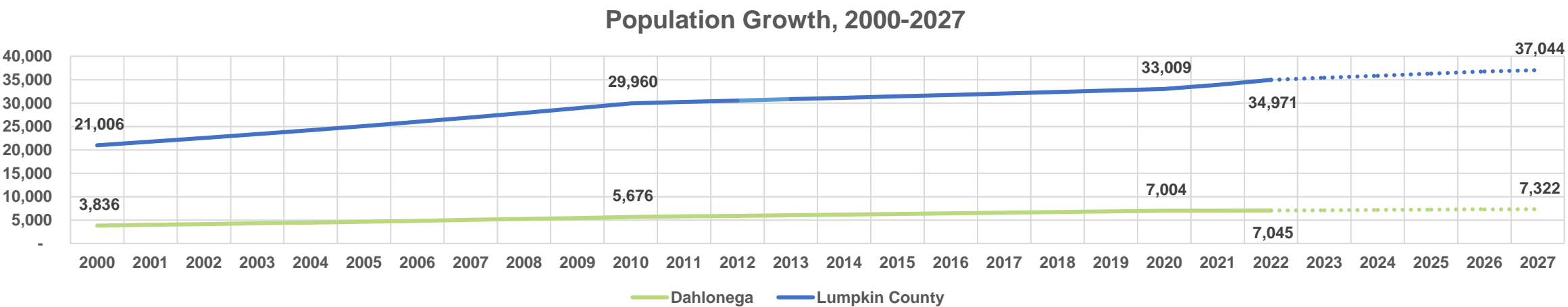
## Population

**The city of Dahlonega’s population is estimated at 7,045 people.** Dahlonega’s population accounts for 20% of the total population of Lumpkin County, which is estimated to have 34,971 residents

**Dahlonega’s population has grown at a steady rate between 2%-3% annually over the last 20 years.** The city’s growth rate is projected to slow in the next five years while the county’s growth rate is expected to accelerate slightly. Dahlonega’s student population may not be accurately accounted for due to Census methodologies in counting students.

Population		
Year	Dahlonega	Lumpkin County
2000 Census	3,836	21,006
2010 Census	5,676	29,960
2020 Census	7,004	33,009
2022 Estimate	7,045	34,971
2027 Forecast	7,322	37,044

Population Growth		
Interval	Dahlonega	Lumpkin County
Growth Rate 2000-2022	2.8%	2.3%
Average Annual Growth 2010-2020	2.1%	1.0%
Average Annual Growth (fcst) 2022 - 2027	0.77%	1.16%



Source: KB Advisory, based on data from Claritas, ACS 2020 5-yr Estimates, Lumpkin County GIS

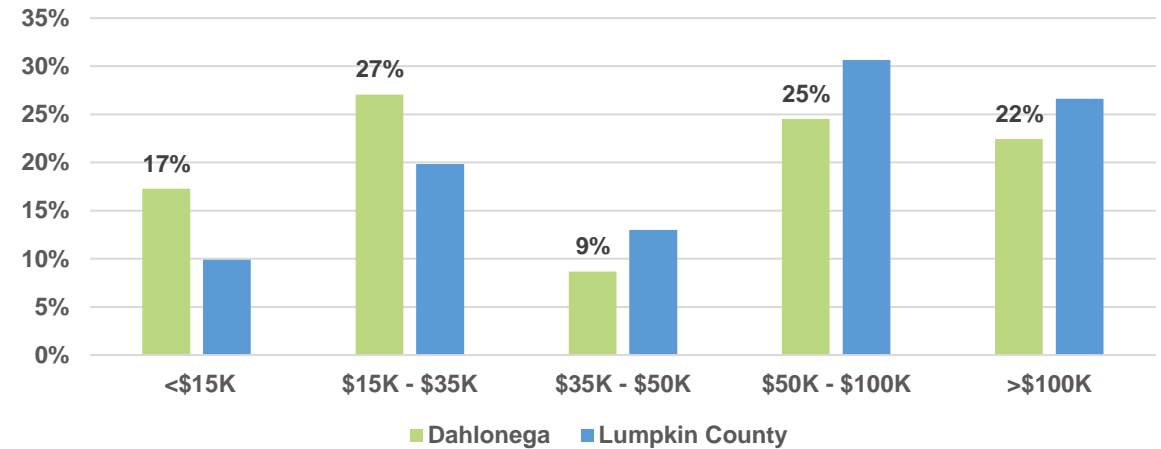
# Demographic Assessment

## Household Income

**The median household income in the city of Dahlonega is \$43,848.** The median household income in Lumpkin County is \$59,950, nearly \$17,000 higher.

**The income distribution of households in Dahlonega are bifurcated, with 44% of households earning \$35,000 or less and 47% of households earning \$50,000 or more.** The income distribution across Lumpkin County contains a higher proportion of households that earn more than \$50,000, representing nearly 60% of the county's households

Household Income Distribution, 2022



Income	Dahlonega	Lumpkin County
2022 Est. Median Household Income	\$43,848	\$59,950
<\$15K	17%	10%
\$15K - \$35K	27%	20%
\$35K - \$50K	9%	13%
\$50K - \$100K	25%	31%
>\$100K	22%	27%

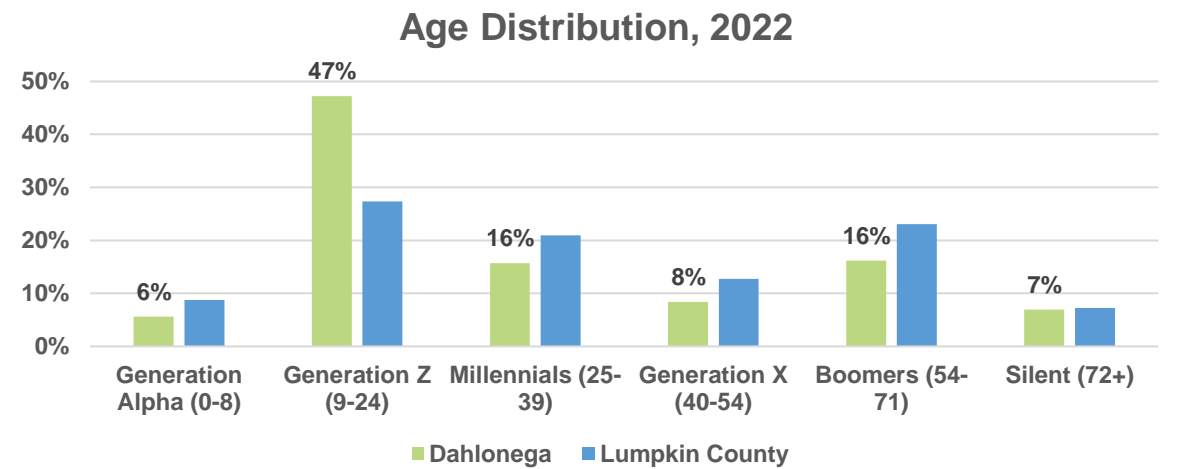
Source: KB Advisory, based on data from Claritas

# Demographic Assessment

## Residents by Generation

Over half of the residents of Dahlonega are under the age of 24. Both the city of Dahlonega and Lumpkin County have a large segment of their population that is between 9 and 24 years old. Lumpkin County’s median age is more than 10 years older than the city of Dahlonega’s, as Lumpkin County has more residents that are over 40 than the city of Dahlonega

2022 Estimated Age Cohort Distribution			
Age & Generational Cohort	Dahlonega		Lumpkin County
Generation Alpha (0-8)		6%	9%
Generation Z (9-24)		47%	27%
Millennials (25-39)		16%	21%
Generation X (40-54)		8%	13%
Boomers (54-71)		16%	23%
Silent (72+)		7%	7%
Children and Seniors			
Age & Generational Cohort	Dahlonega		Lumpkin County
Children (0-17)		12.4%	17.3%
Seniors (65+)		15.2%	18.9%
Median Age		24.2	36.7



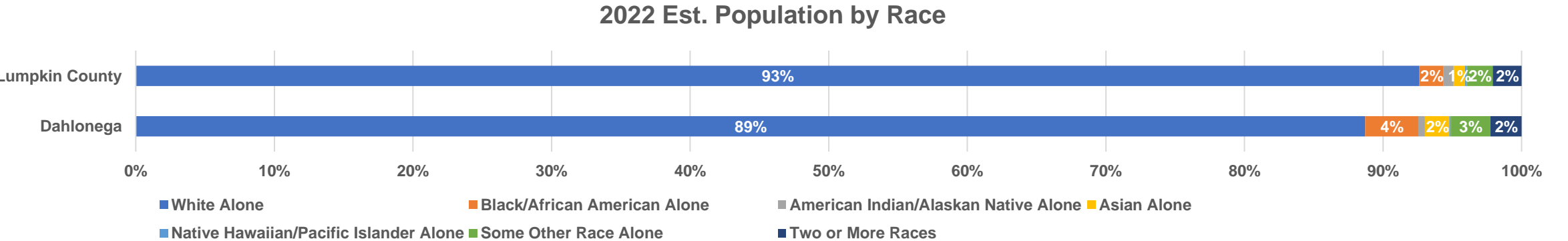
Source: KB Advisory, based on data from Claritas

# Demographic Assessment

## Race & Ethnicity

**Over 90% of Dahlonega’s population is white.** The racial composition reflects similar trends in Lumpkin County. Under 10% of the populations of both Dahlonega and Lumpkin County is Hispanic/Latino

	Dahlonega	Lumpkin County
<b>2022 Est. Population by Single-Classification Race</b>		
White Alone	89%	93%
Black/African American Alone	4%	2%
American Indian/Alaskan Native Alone	0%	1%
Asian Alone	2%	1%
Native Hawaiian/Pacific Islander Alone	0%	0%
Some Other Race Alone	3%	2%
Two or More Races	2%	2%
<b>2022 Est. Population by Ethnicity (Hispanic or Latino)</b>		
Hispanic / Latino	7%	5%
Not Hispanic / Latino	93%	95%



Source: KB Advisory, based on data from Claritas

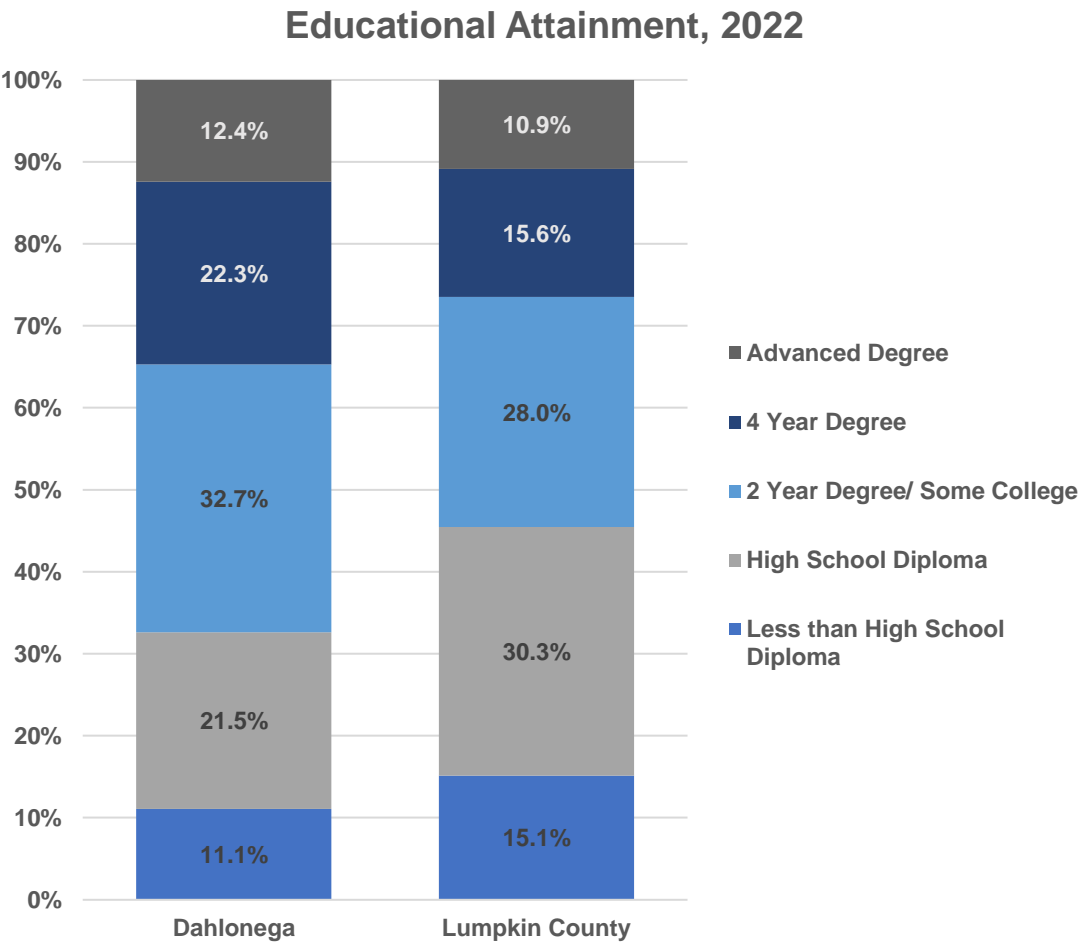
# Demographic Assessment

## Educational Attainment

Dahlonega is home to a population with a wide variety of educational attainment. Just over a third of Dahlonega’s population holds a bachelor’s degree or higher. Dahlonega’s residents are slightly more educated than the residents of surrounding Lumpkin County.

Educational Attainment	Dahlonega	Lumpkin County
Less than High School Diploma	11.07%	15.15%
High School Diploma	21.54%	30.32%
2 Year Degree/ Some College	32.67%	28.04%
4 Year Degree	22.29%	15.61%
Advanced Degree	12.42%	10.88%

Source: KB Advisory, based on data from Claritas

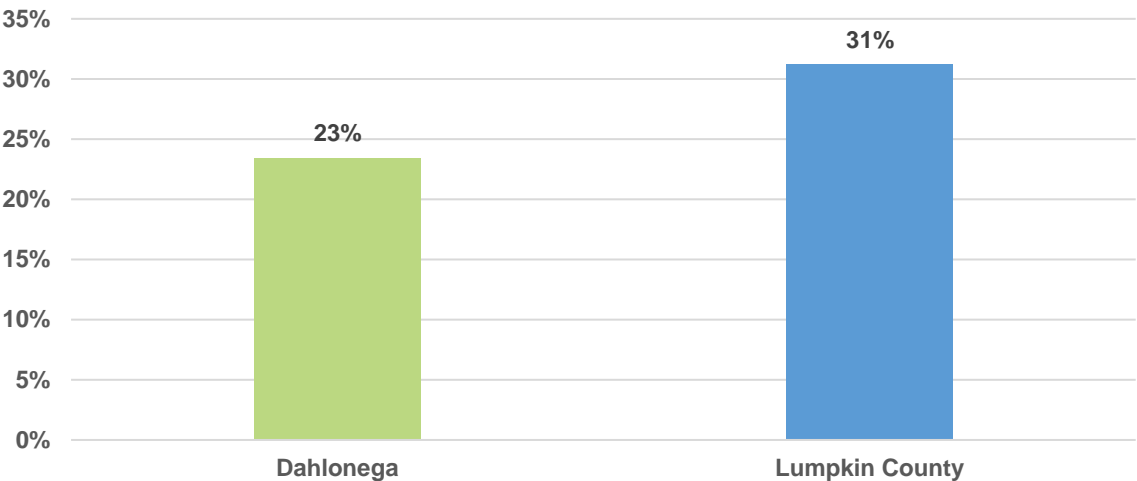


# Demographic Assessment

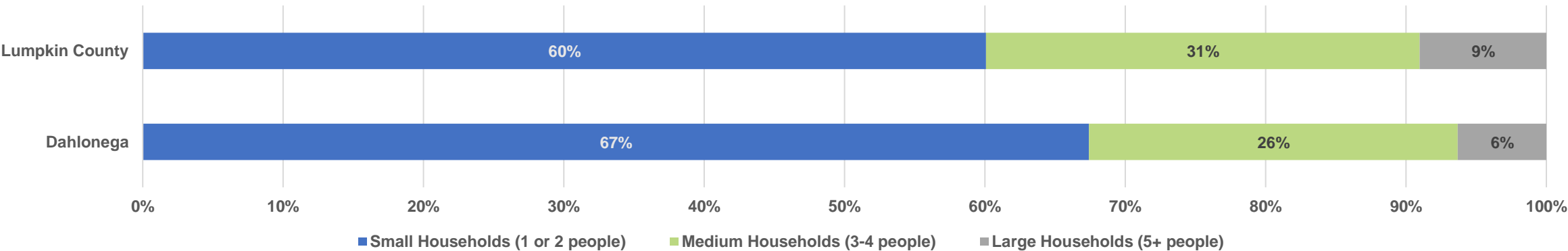
## Household Size

Most households in Dahlonega are “small” (1 or 2 people) and **without children**. Additionally, the city has a smaller share of medium and large households and households with children when compared with Lumpkin County.

Households with Children, 2022



Households by Size, 2022



Source: KB Advisory, based on data from Claritas

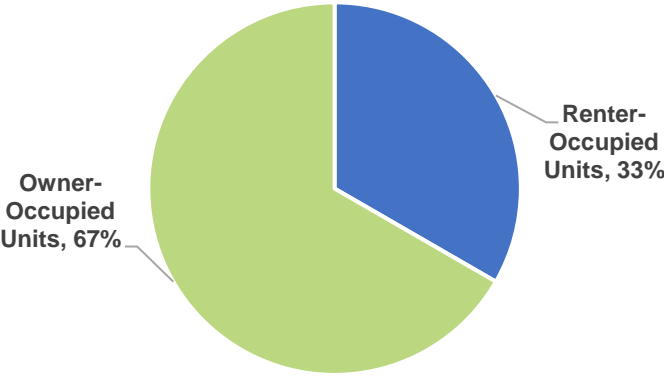
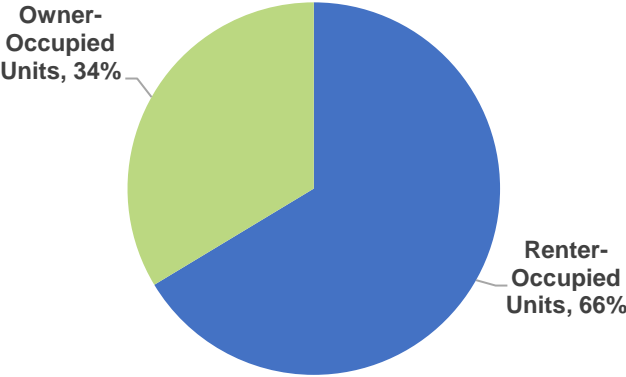
# Demographic Assessment

## Household Tenure Preferences

Two-thirds of Dahlonega’s occupied housing units are occupied by renters. This area represents a significantly larger share of renters when compared with Lumpkin County. This disparity is largely explained by Dahlonega’s large student population. Median home values are higher in the city of Dahlonega than in Lumpkin County. The median housing age in Dahlonega is slightly older than the median housing age of Lumpkin County.

2022 Est. Housing Tenure, Value, & Age		
Housing Characteristics	Dahlonega	Lumpkin County
Owner-Occupied	856	8,918
Renter-Occupied	1,689	4,458
Percent Owner-Occupied	34%	67%
Median Home Value	\$275,198	\$242,197
Median Age of Housing (Years)	23	20
Lumpkin County Housing Tenure		

Dahlonega Housing Tenure



Source: KB Advisory, based on data from Claritas

# Employment & Workforce

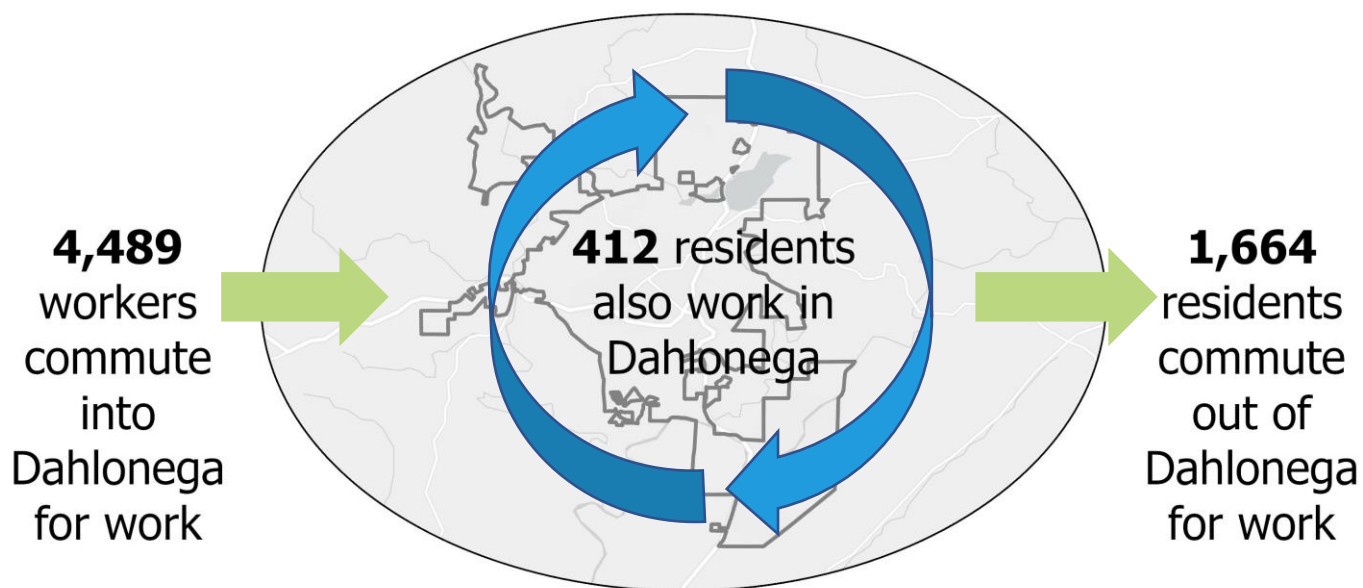
---



# Employment & Workforce

## Inflow/Outflow

In Dahlonega, a substantial population of people who work in Dahlonega live in surrounding communities. There is an opportunity to unlock additional housing demand by offering housing products for those who commute into Dahlonega for work. Approximately 4,489 people who work in Dahlonega commute into the city for their jobs, or put another way, of the total jobs in Dahlonega, over 90% of them are held by workers who commute into the city. Dahlonega has approximately 2,076 working residents, with 1,664 of them commuting out of the city for their jobs.



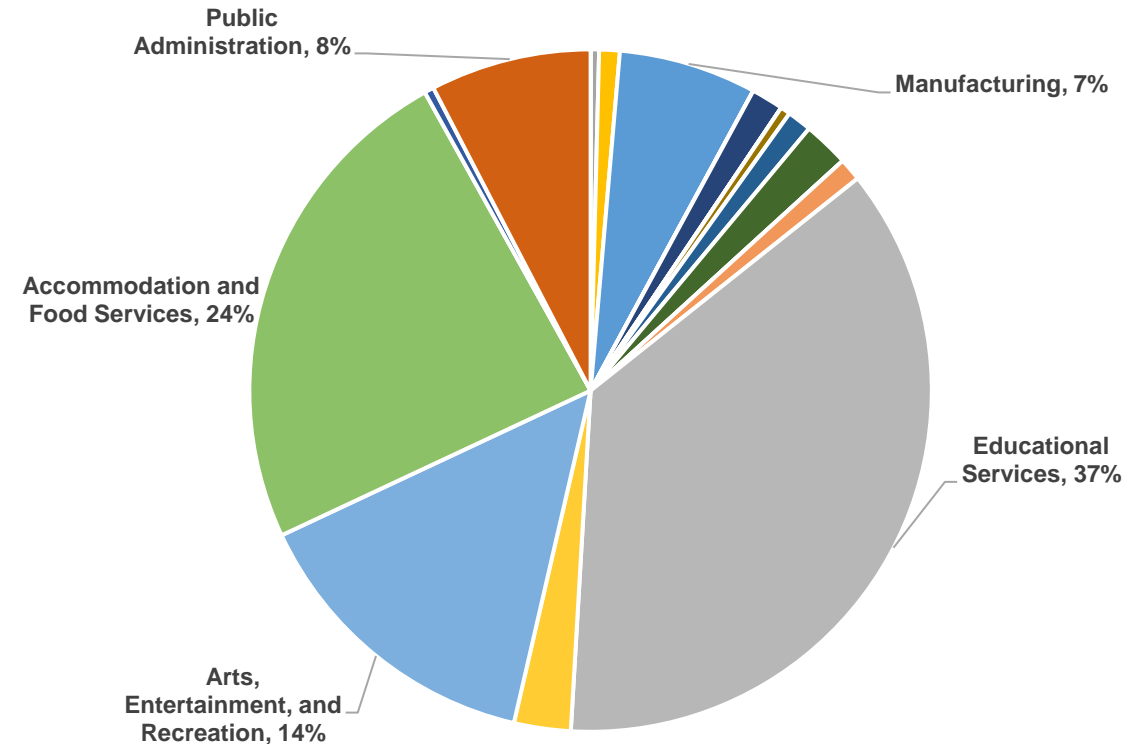
Source: KB Advisory, based on data from US Census

# Employment & Workforce

## Employment Estimate by Sector

Educational Services, Accommodations and Food Services and Arts and Entertainment and Recreation jobs are currently the dominant industries in the city of Dahlonega.

Employment Share by Sector of Current Jobs in the Study Area, 2022



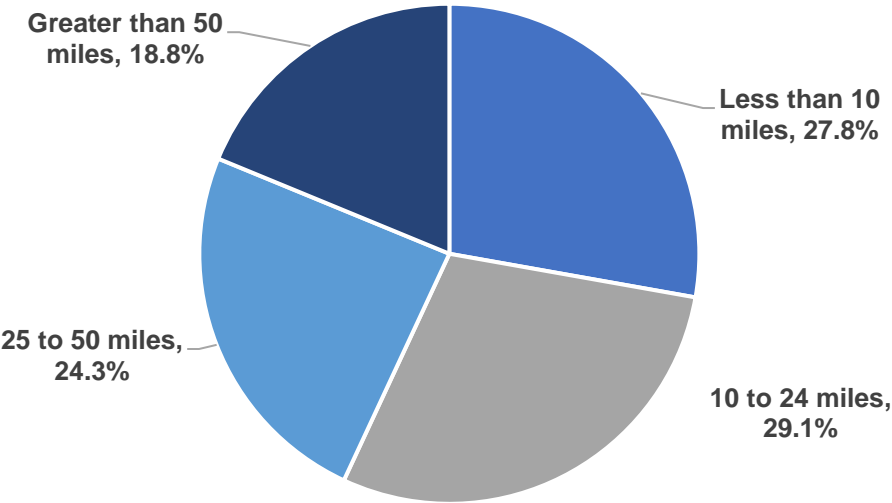
Source: KB Advisory, based on data from US Census

# Employment & Workforce

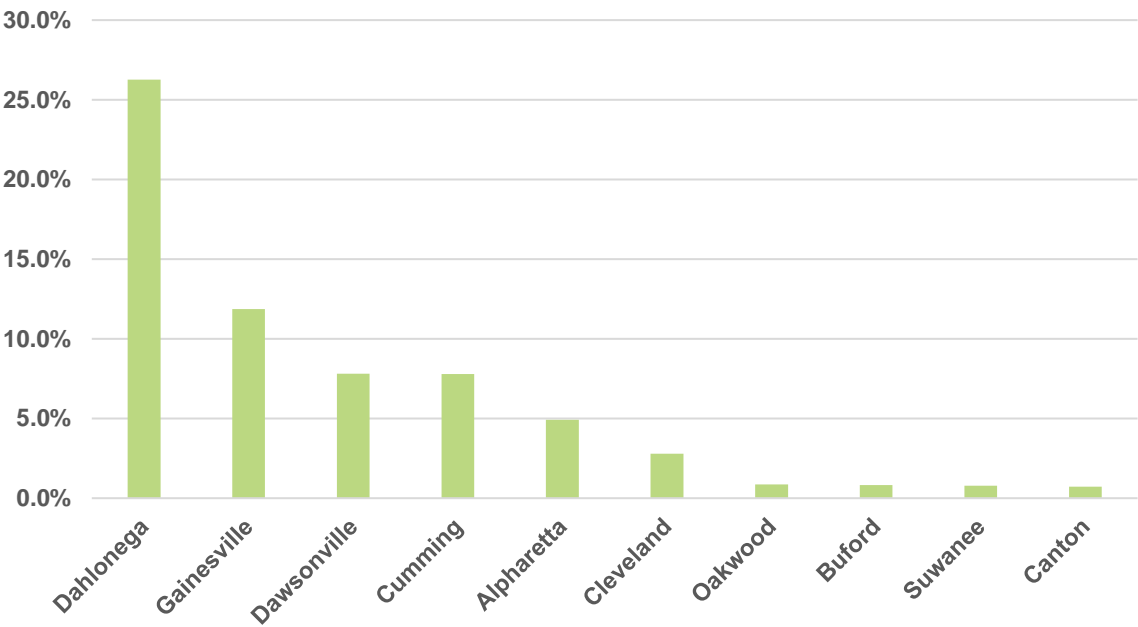
## Where Do Workers Live?

**Most of the workers in Dahlonega live in Dahlonega and surrounding communities.** 28% of workers in Dahlonega live less than 10 miles away, and an additional 29% of workers live less than 25 miles away. Gainesville, Dawsonville, Cumming, and Alpharetta are among the most common communities that Dahlonega workers live in. Encouraging housing production that fits the needs of Dahlonega workers can reduce stress on traffic and infrastructure costs by reducing commutes.

How Far Away Do Workers in Dahlonega Live?



Where Do Workers in Dahlonega Live?



Source: KB Advisory, based on data from US Census

# Housing Supply Analysis

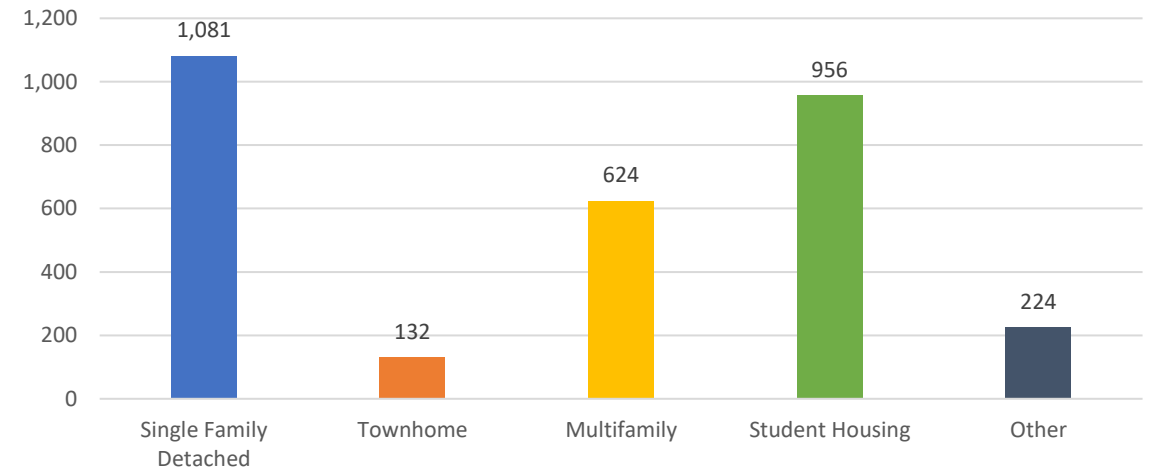
---

# Housing Supply Analysis

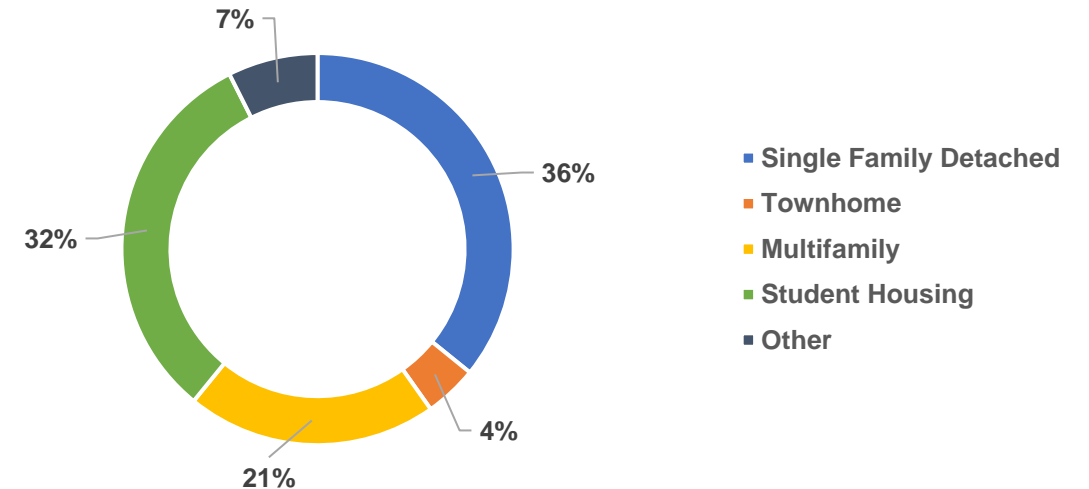
## Housing Inventory

**Most of Dahlonega's housing stock is comprised of single-family detached units.** More than a third of the housing units in Dahlonega are single-family detached units. Another third of the units in Dahlonega are student housing. Another 21% of units are multifamily. A small but significant portion of the city's housing units are categorized as "Other" and include mobile homes and trailers and RVs.

Dahlonega Housing Units by Type, 2022



Dahlonega Distribution of Housing Units by Type, 2022

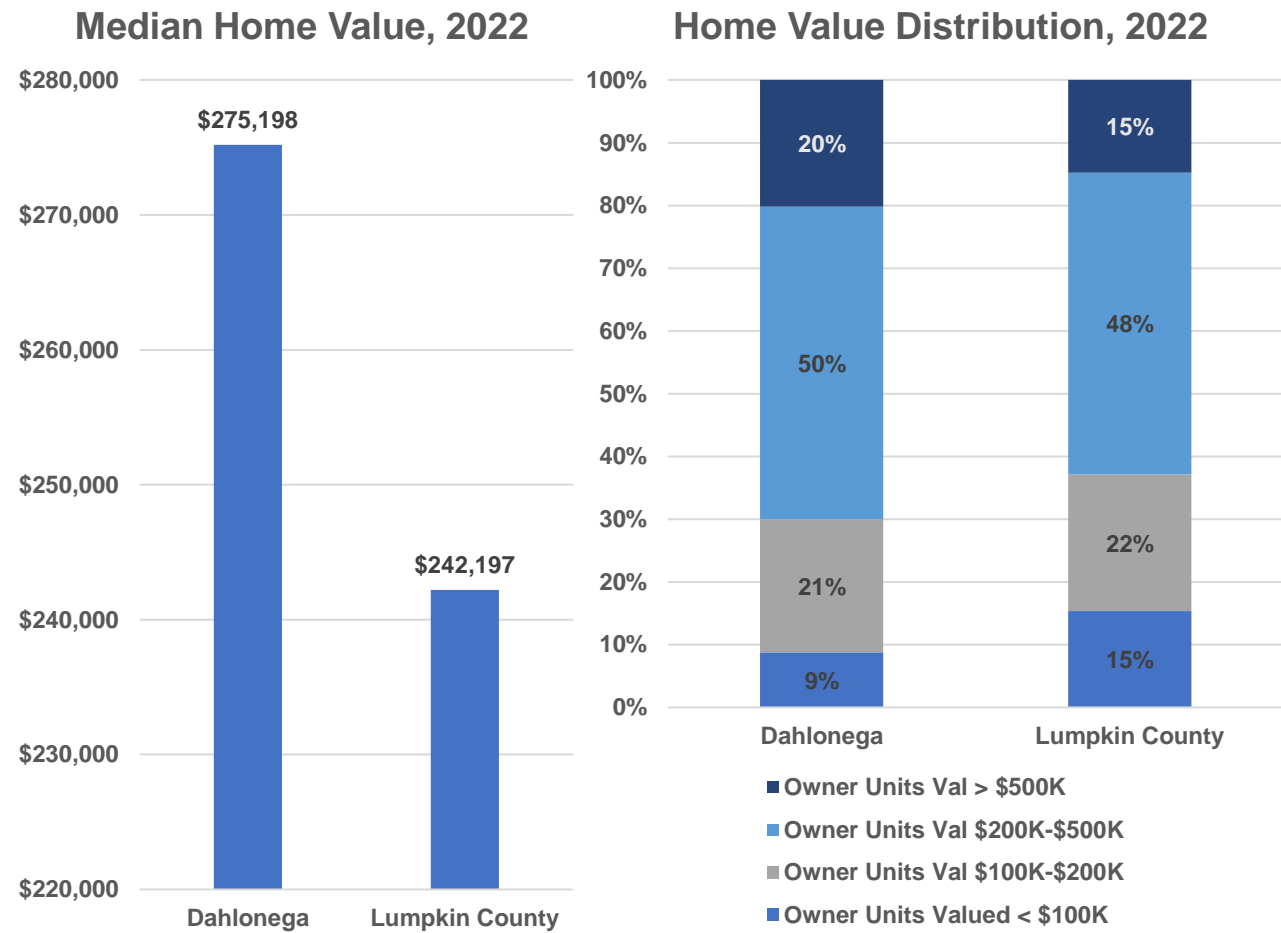


Source: KB Advisory, based on data from Claritas, UNG, Costar

# Housing Supply Analysis

## Value

Home values in Dahlonega and surrounding Lumpkin County span a greater range within the mid-tier level of \$200-\$500k. Compared to surrounding areas, there are less homes valued over \$500k and more homes valued less than \$200k. With the majority of homes valued modestly, the median home value within the Study Area is \$275,198.



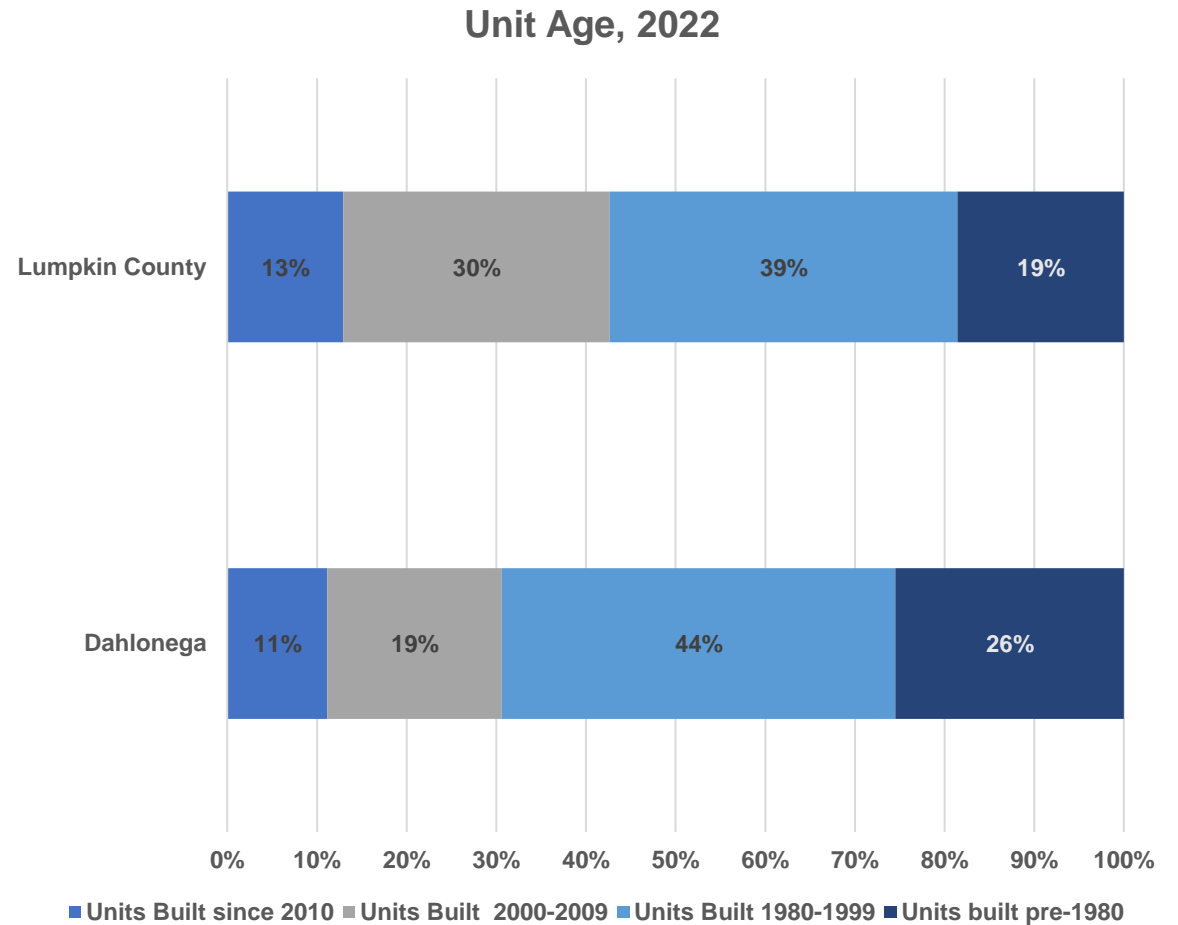
Source: KB Advisory, based on data from Claritas

# Housing Supply Analysis

## Housing Age

**A large majority of the housing units in Dahlonega were constructed after 1980.** Over a fourth of the housing units in the city were constructed between 1980 and 1999. One out of every ten housing units in Dahlonega was built after 2010. A significant portion of Dahlonega's housing units were constructed prior to 1980 – which may indicate that concerns about aging housing stock in the city will require addressing in the coming years.

The rate at which Dahlonega has added new housing units to its supply has largely mirrored the rate at which Lumpkin County has developed new housing. A notable exception to this shared rate of housing unit development occurred between 2000 and 2009, when the rate that Lumpkin County added more housing units to its supply surpassed the rate at which Dahlonega added to its supply by more than 10%.



Source: KB Advisory, based on data from Claritas



# Housing Supply Analysis

## Existing Housing Stock

### 1. Historic Downtown:

- Mix of large, historic homes, multifamily, and commercial
- \$100-\$800K+ Sales Price



### 2. UNG Campus:

- On-campus and off-campus student housing
- Majority rental with some newer, multifamily product



### 3. Crown Mountain:

- 1970-2010s Established, Single-family neighborhood
- Some developable lots remaining
- \$250-\$600+ Sales Price



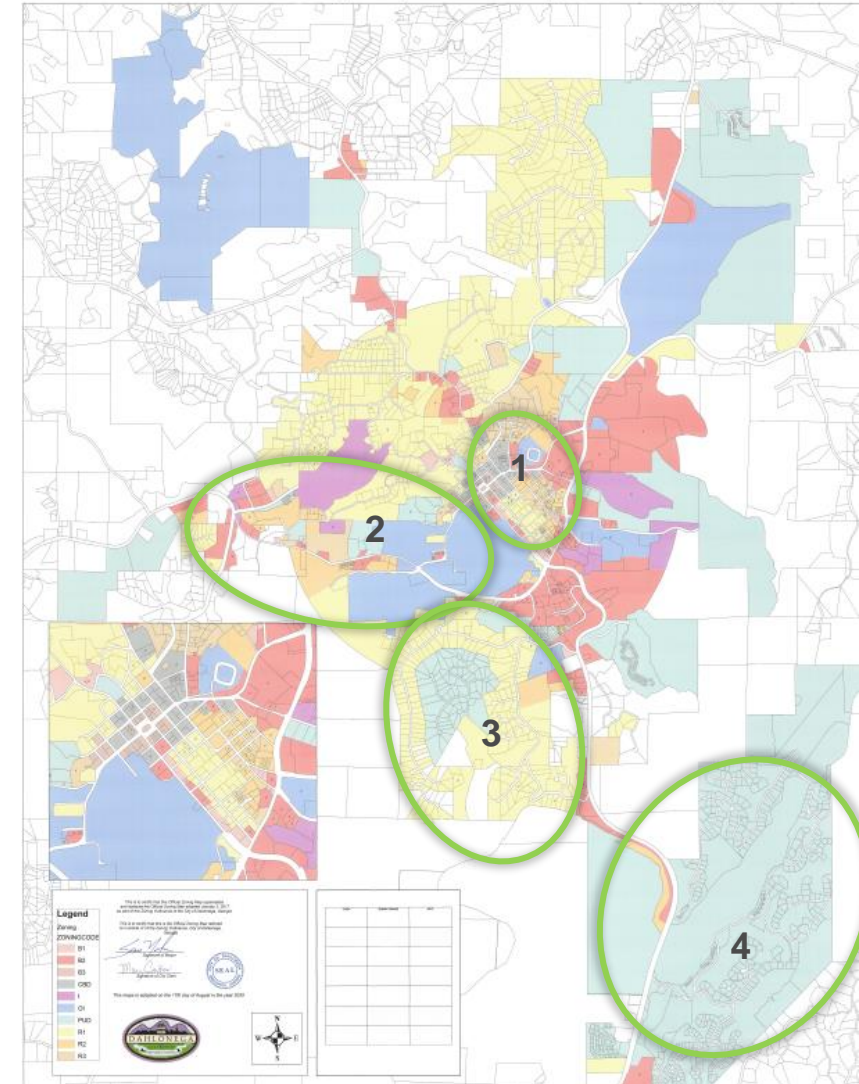
### 4. Achasta:

- 2000+ Planned unit development, large golf community
- Some developable lots remaining
- \$400-\$1M+ Sales Price



Source: City of Dahlonega, KB Advisory

Official Zoning Map of the City of Dahlonega





# Housing Supply Analysis

## Existing Housing Stock

### 5. Mountain Park/Stoneybrook Drive:

- Small, Attached community with potential for growth
- \$200-\$300K Sales Price



### 6. Skyline & surrounding neighborhoods:

- 1950-1970s, Single-family homes
- Some student rentals
- \$200-\$400K Sales Price



### 7. Sky Country:

- 1970-2010s, Single-family homes
- Some remaining lots
- \$300-\$700K Sales Price



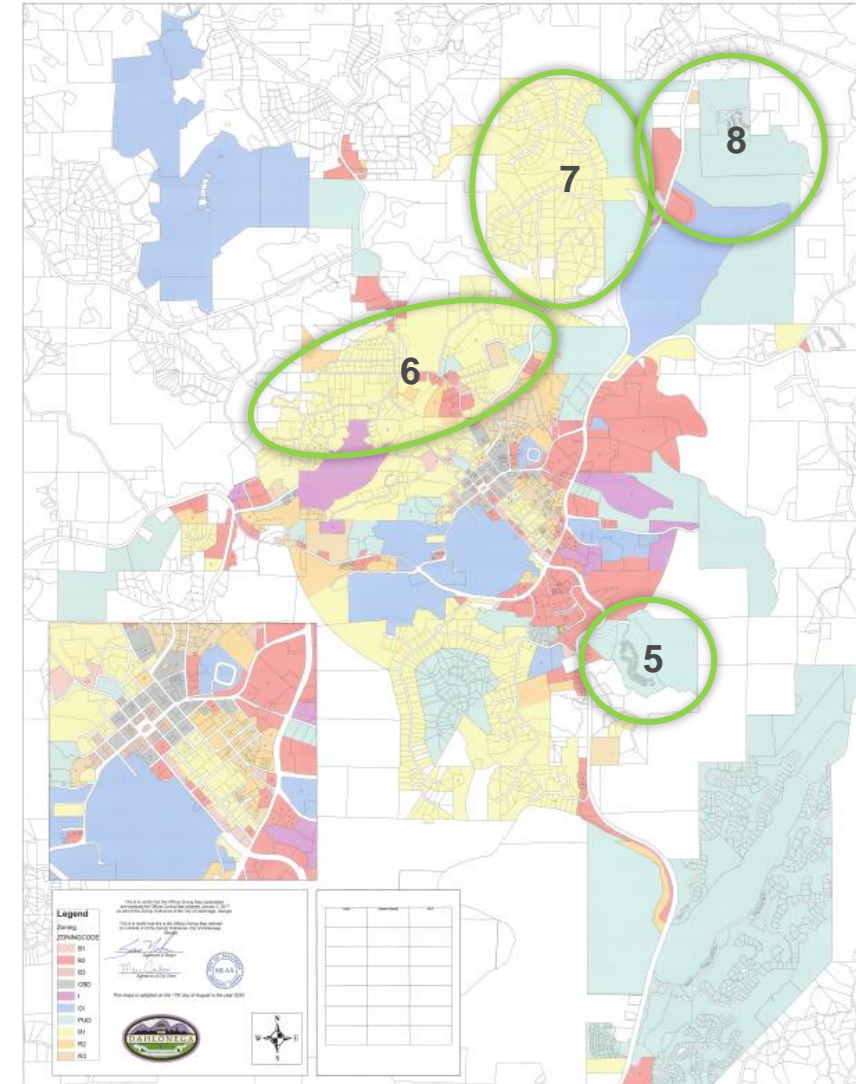
### 8. The Summit:

- 2010s, attached homes
- Planned expansion to include attached and detached homes
- \$300-\$400K Sales Price



Source: City of Dahlonega, KB Advisory

Official Zoning Map of the City of Dahlonega

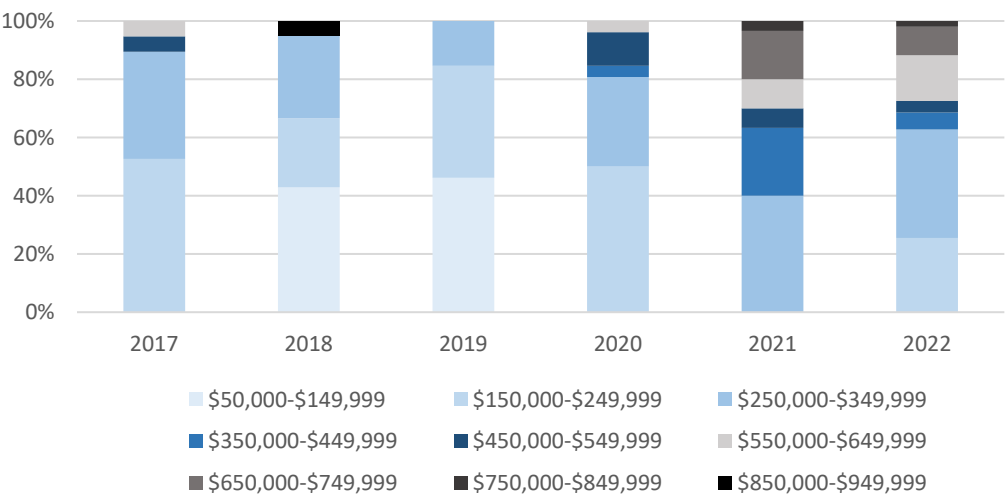


# Housing Supply Analysis

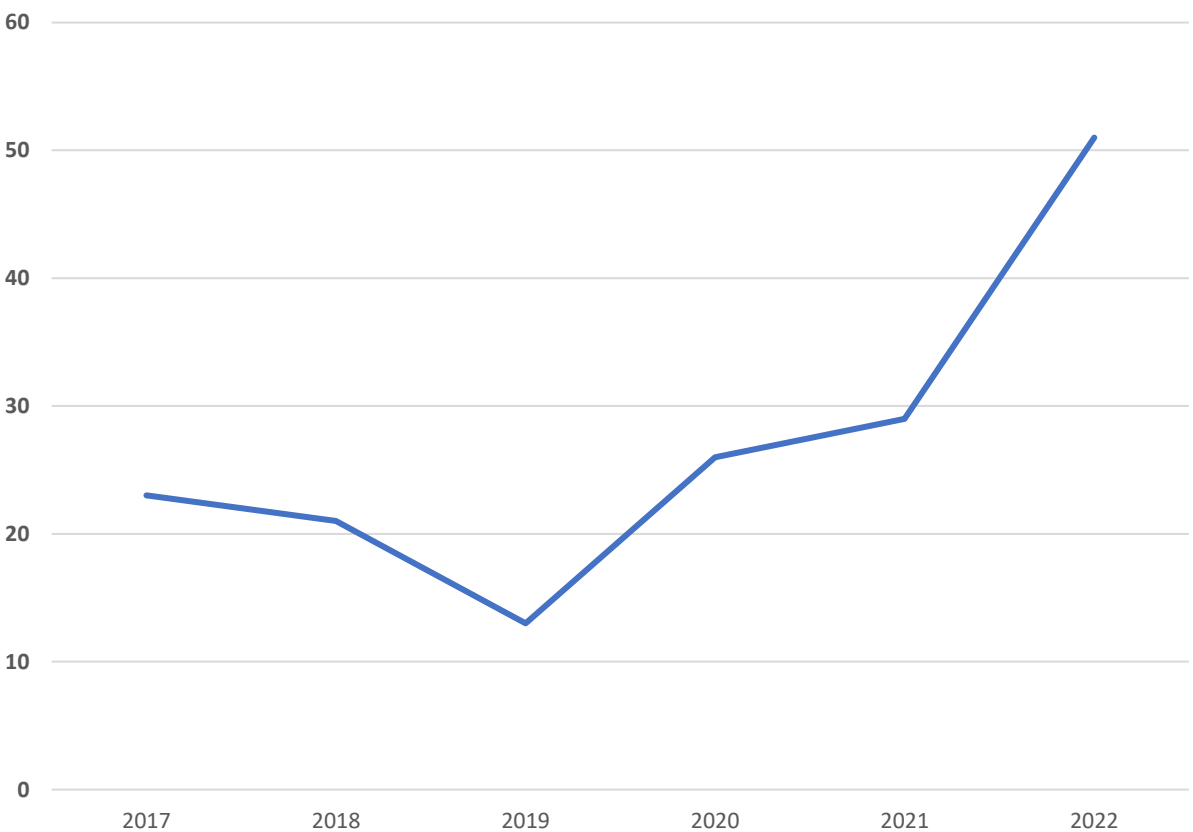
## Housing Permits

On average, less than 20 residential permits were issued by the City of Dahlonega annually prior to 2020. During this time, the estimated sales price of over 85% of permitted homes was below \$350,000. From 2020 to 2022 YTD, average annual residential permits increased 84%, averaging 35 permits annually. This increase was accompanied with an increase in estimated sales price. Within the last three years, there has been a greater share of homes estimated to sell above \$350,000.

Residential Permits by Estimated Sales Price, 2017-2022



Residential Permits, 2017-2022 YTD



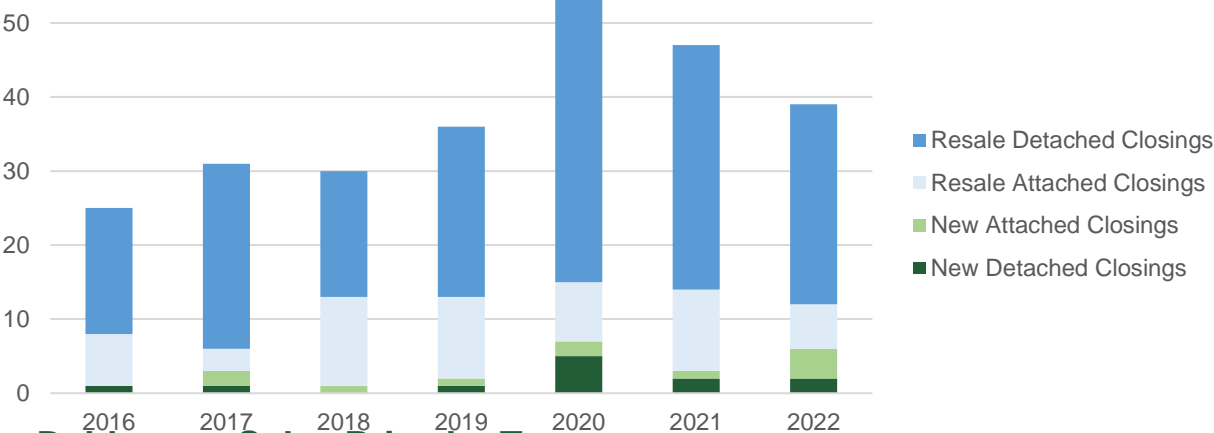
Source: KB Advisory, based on data from the City of Dahlonega

# Housing Supply Analysis

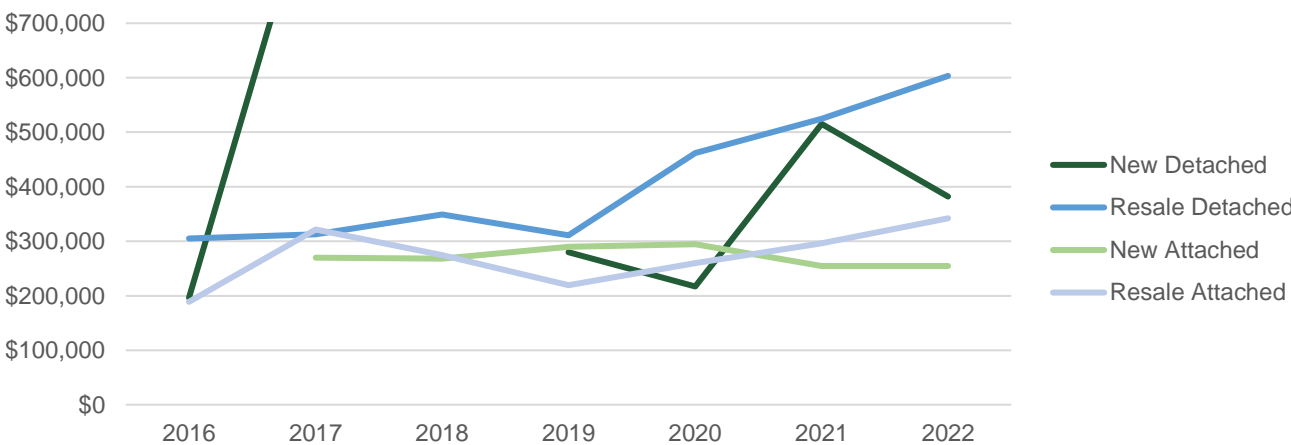
## Dahlonega Home Sales

Since 2016, the City of Dahlonega has seen very few new construction home sales. Similar to demonstrated increases in housing permits, sales volume of new homes has increased since 2020. More notably, detached resale closings nearly double in 2020 compared to the previous year. Resale prices also grew over this same period. While attached and detached sales have declined slightly from a 2020 peak, sales prices continued to increase.

Dahlonega Home Sales by Type



Dahlonega Sales Price by Type



Source: KB Advisory, based on data from SmartRE data

# Housing Supply Analysis

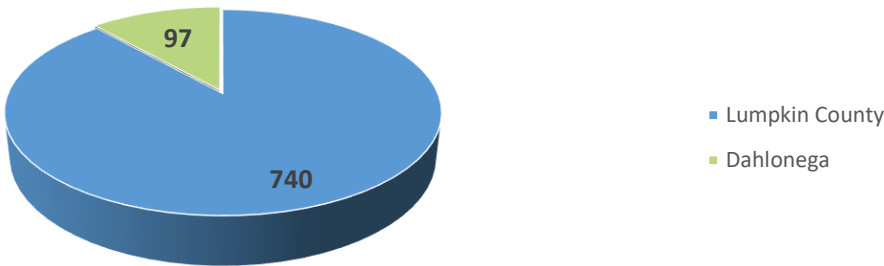
## Second Homes

**Second homes in Dahlonega are estimated to make up 3.2% of the city’s housing stock if they were occupied by full-time residents.** According to the 2020 US Census, 97 homes within Dahlonega were used for seasonal, recreational, or occasional use or otherwise not a permanent resident.

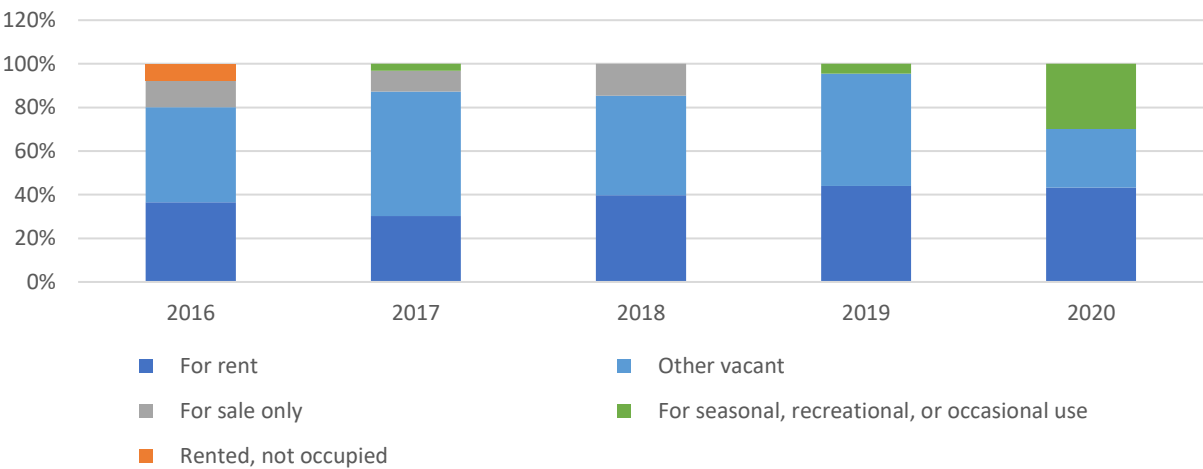
Generally, the second home market is not putting significant pricing pressure on the housing market, but data indicates a growing number of homes are being used as second homes increasing from less than 20 homes in 2017 and 2019 to 97 homes in 2020.

Compared with Lumpkin County, second homes in Dahlonega represent 13% of the county total.

Housing for Seasonal, Recreational, or Occasional Use, 2020



Vacant Housing Units by Use, 2016-2020



Source: KB Advisory Group, Data from US Census

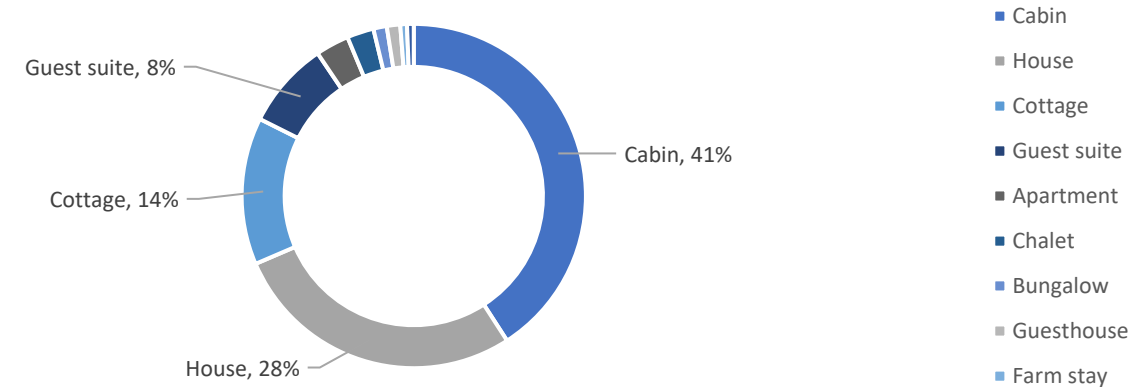
# Housing Supply Analysis

## Short-term Rentals

Not all second homes are used as short-term rentals (STRs), and some primary homes may be STRs. The graph and chart to the right categorize current 2022 listings within Dahlonega, with the vast majority being single-family detached homes with an average annual occupancy of 39%. 82% of STR listings on Airbnb are one to three bedroom units.

Of note, the city implemented a city-wide regulation on STRs allowing only STR properties operating with R-1 zoning districts prior to 2020 to apply for a STR license (Ordinance No. 2020-09).

Dahlonega Short-term Rental by Type, 2022



Distribution by			
Unit Size	Unit Size	Median Nightly Rate	Median Occupancy
Studio	1%	\$116	24%
1-bedroom	21%	\$126	32%
2-bedroom	30%	\$192	44%
3-bedroom	31%	\$234	34%
4-bedroom	12%	\$291	50%
5-bedroom	4%	\$410	55%
6-bedroom	1%	\$482	21%
100%			39%

Source: KB Advisory Group, Data from Airbnb

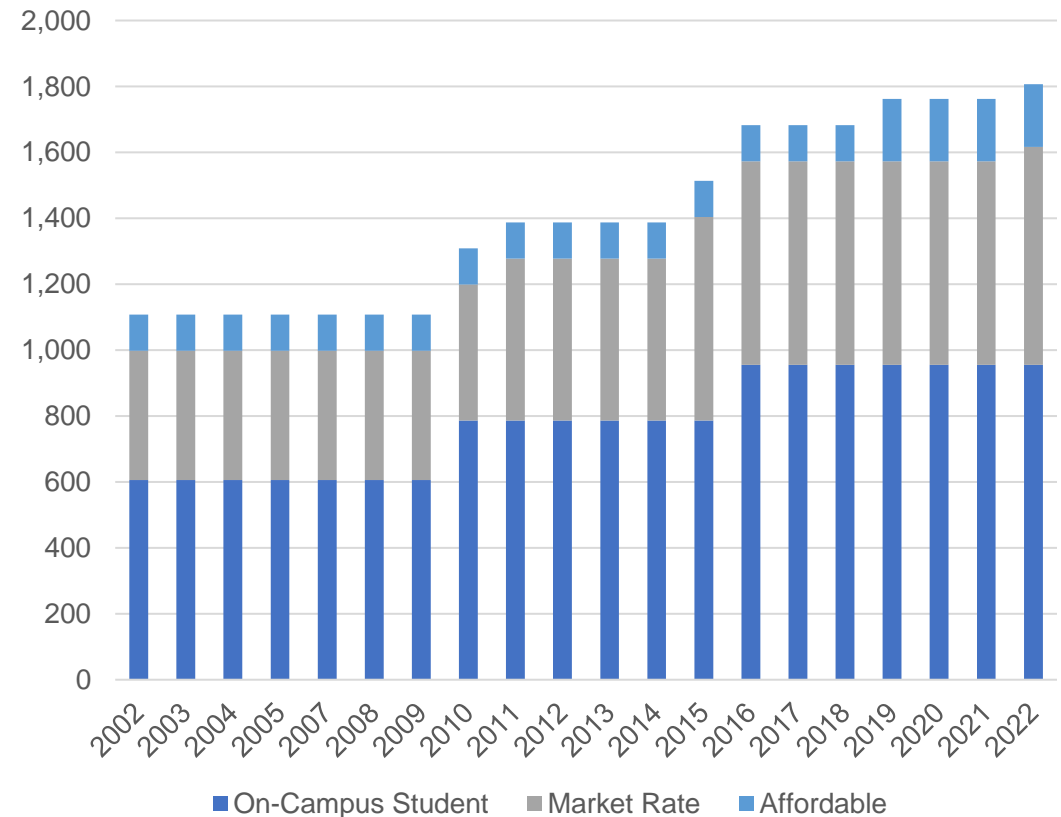
# Housing Supply Analysis

## Multifamily Rental Inventory

**The multifamily market in Dahlonega has undergone periods of growth followed by periods of inactivity.** Between 2002 and 2022, multifamily units increased by 699 units from 1,108 units in 2002 to 1,807 units in 2022. Since 2000, the number of new multifamily units delivered would equate to an average of 35 new units every year.

Since 2010, 498 multifamily apartment units have been delivered in the market. The majority of units are on-campus student-housing. Of the market-rate units, most of these units are student targeted.

**Dahlonega Multifamily Unit Inventory, 2002-2022**



Source: CoStar

# Housing Supply Analysis

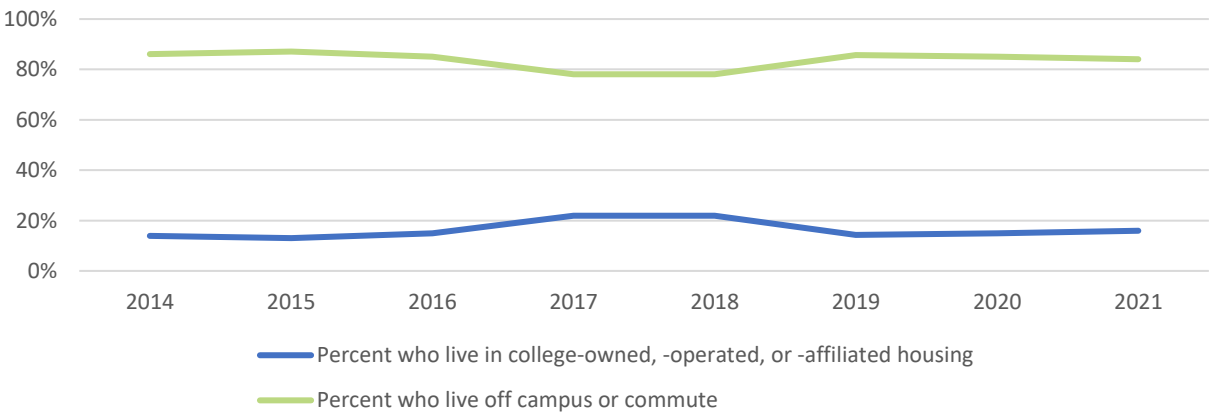
## On-Campus Student Housing

Since 2014, the vast majority UNG students live in off-campus housing.

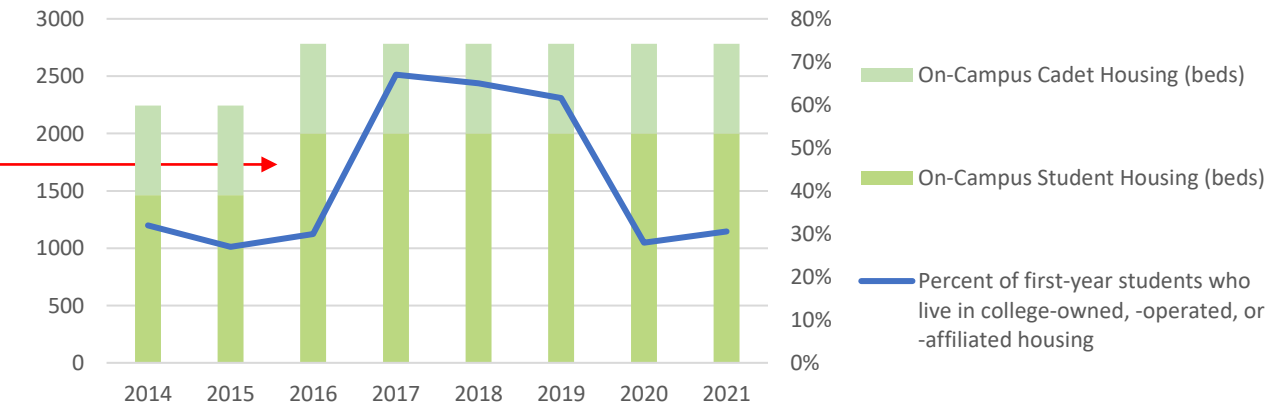
- The addition of The Commons in 2016 added 538 beds. This addition shifted the on-campus housing trends for first-year students peaking at 67% in 2017.
- Of note, UNG requires freshmen and sophomores to live on-campus.
- The Covid pandemic in 2020 resulted in a dramatic drop in first-year students living in on-campus housing and carried trough to 2021.



On-Campus and Off-Campus Students (%), 2014-2021



First-year Students Housing Trends and On-Campus Housing by Beds



Source: KB Advisory, based on data from UNG Data Set



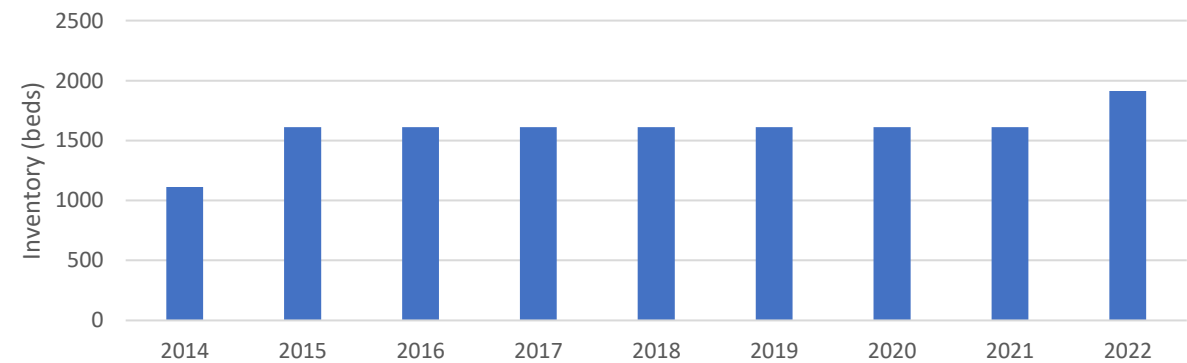
# Housing Supply Analysis

## Off-Campus Student Housing

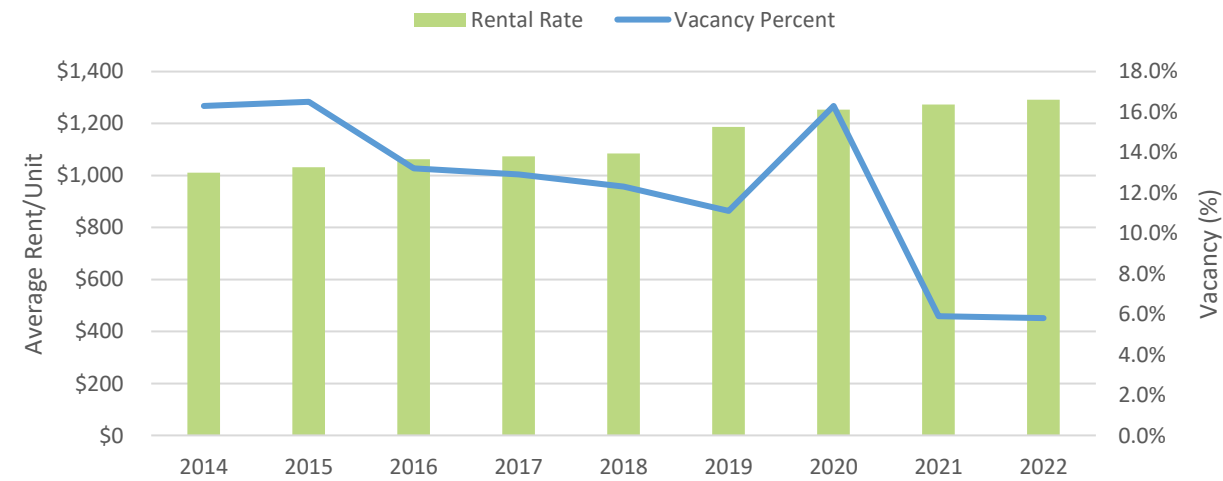
Since 2014, there has been limited off-campus, student targeted housing deliveries.

- The addition of Bellamy in 2016 and The Laurel in 2022 added 720 beds. Combined, these recent deliveries represents a third of the total off-campus housing inventory.
- Off-campus student rents have averaged 3% annual growth since 2014.
- 2019 and 2020 saw 9% and 6% average annual rent growth, respectively. Following 2020, the off-campus student housing market saw a sharp decline in vacancy.

Off-campus Student Targeted Housing, 2014-2022



Off-campus Student Targeted Housing Rent & Vacancy, 2014-2022



Source: KB Advisory, based on data from CoStar



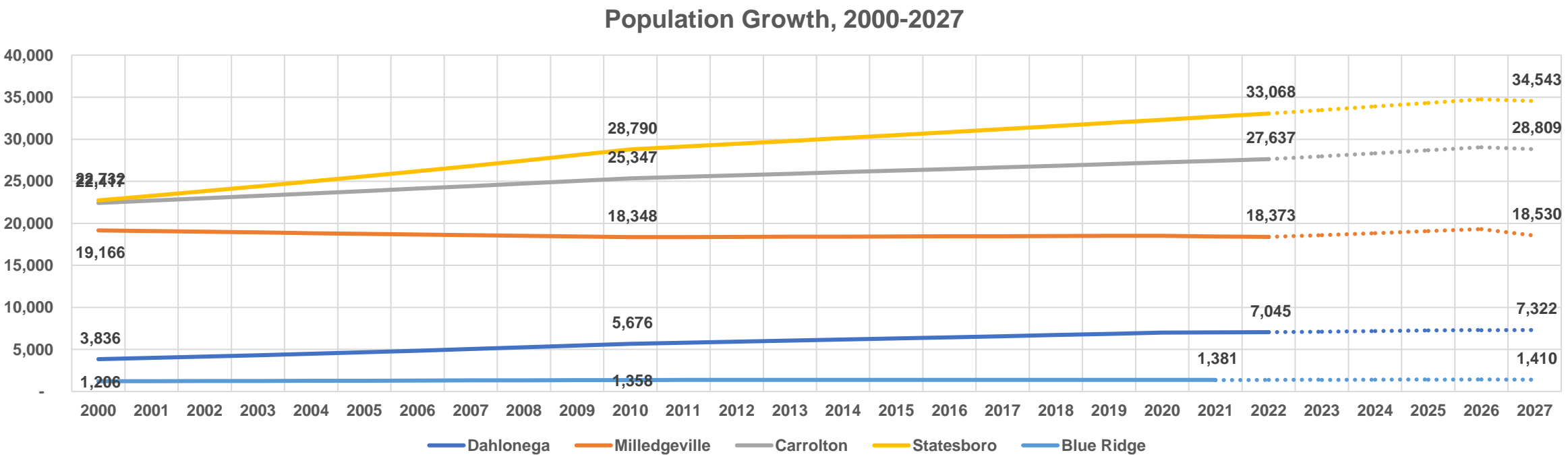
# Peer Cities Assessment

---

# Peer Cities Assessment

## Population

The populations of all but one of the cities in our comparison saw increases in population between 2000 and 2022 and are projected to continue to grow in the next five years. Milledgeville was the exception to this trend, witnessing a gradual loss in population since 2000, but the city is projected to add residents in the next five years



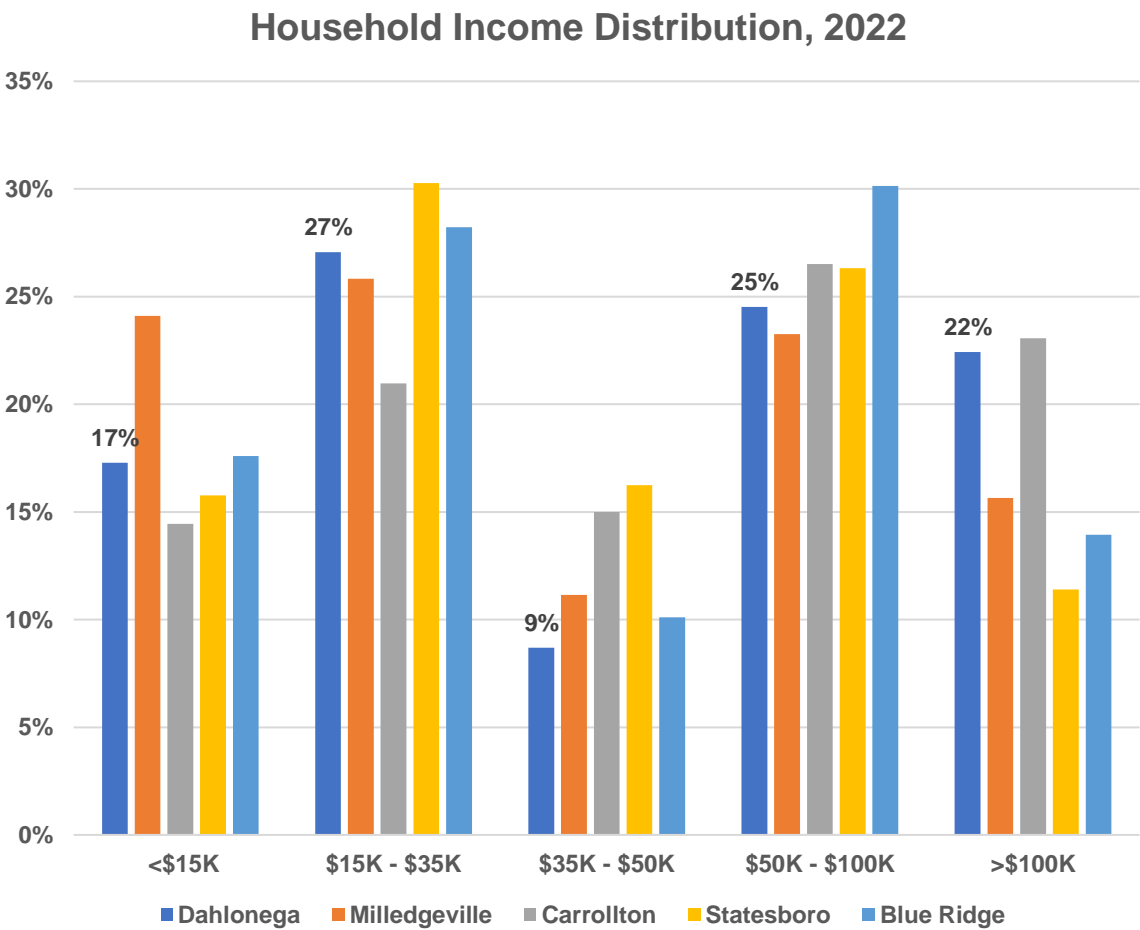
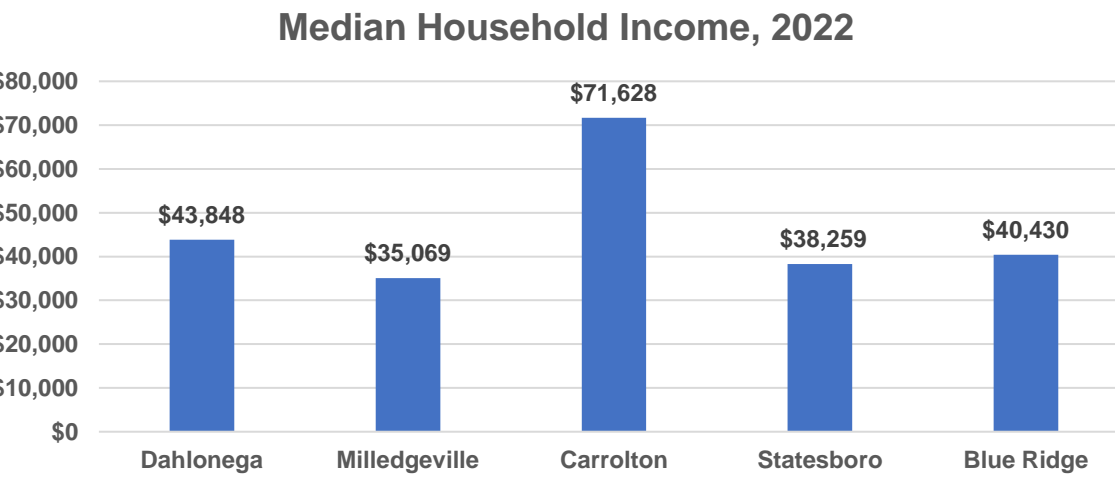
Source: KB Advisory, based on data from Claritas

# Peer Cities Assessment

## Household Income

Carrollton’s median household income is the highest of the peer cities in this comparison, exceeding that of Dahlonega by nearly \$30,000. Milledgeville and Statesboro both have lower median household incomes than the city of Dahlonega

All of the cities in this comparison show a bifurcation of household incomes, with relatively few households earning between \$35,000 and \$50,000 and even distributions above and below that income cohort.



Source: KB Advisory, based on data from Claritas

# Peer Cities Assessment

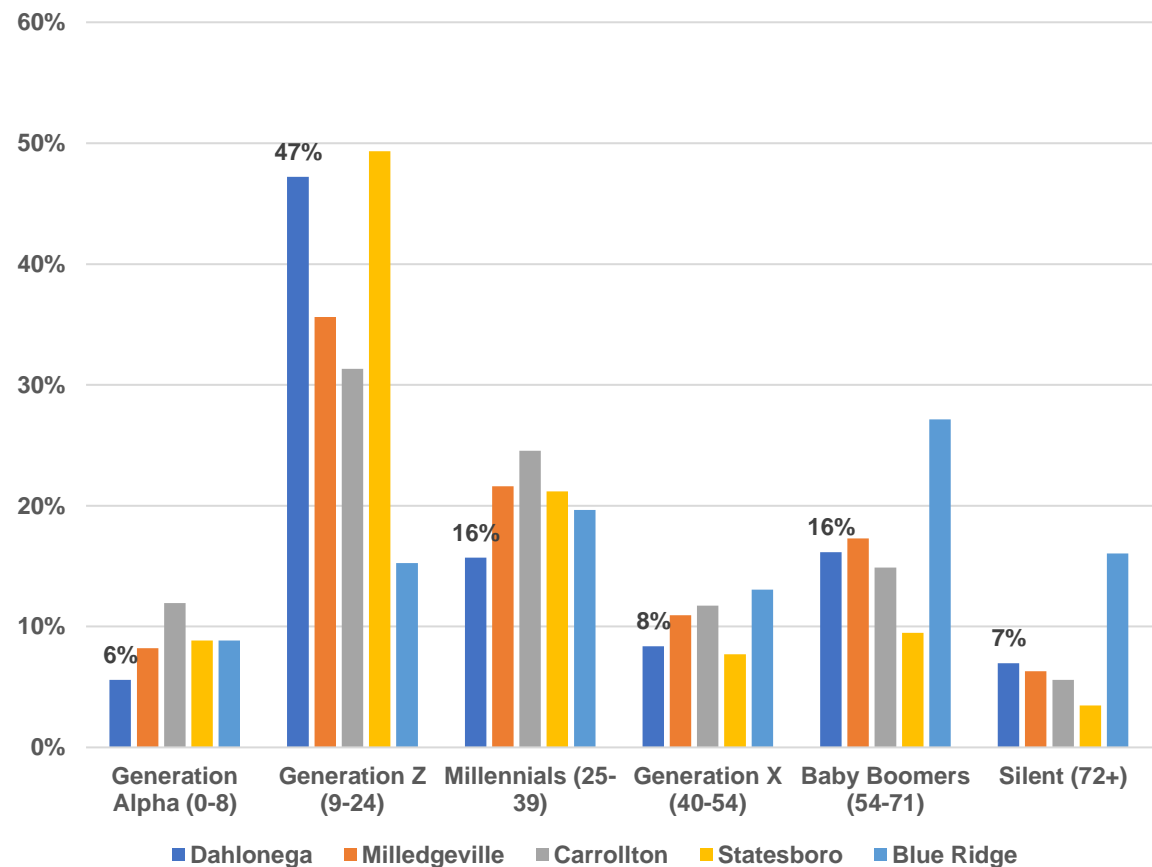
## Residents by Generation

The age distribution of Statesboro most closely resembles that of Dahlonega, likely attributable to their shared character as college towns.

Milledgeville and Carrollton also resemble Dahlonega’s age distribution, as both cities are also college towns where large populations of university students reside.

The age distribution of the city of Blue Ridge deviates from the overall trend among our comparison cities, with large concentrations of residents over the age of 54.

Age Distribution, 2022



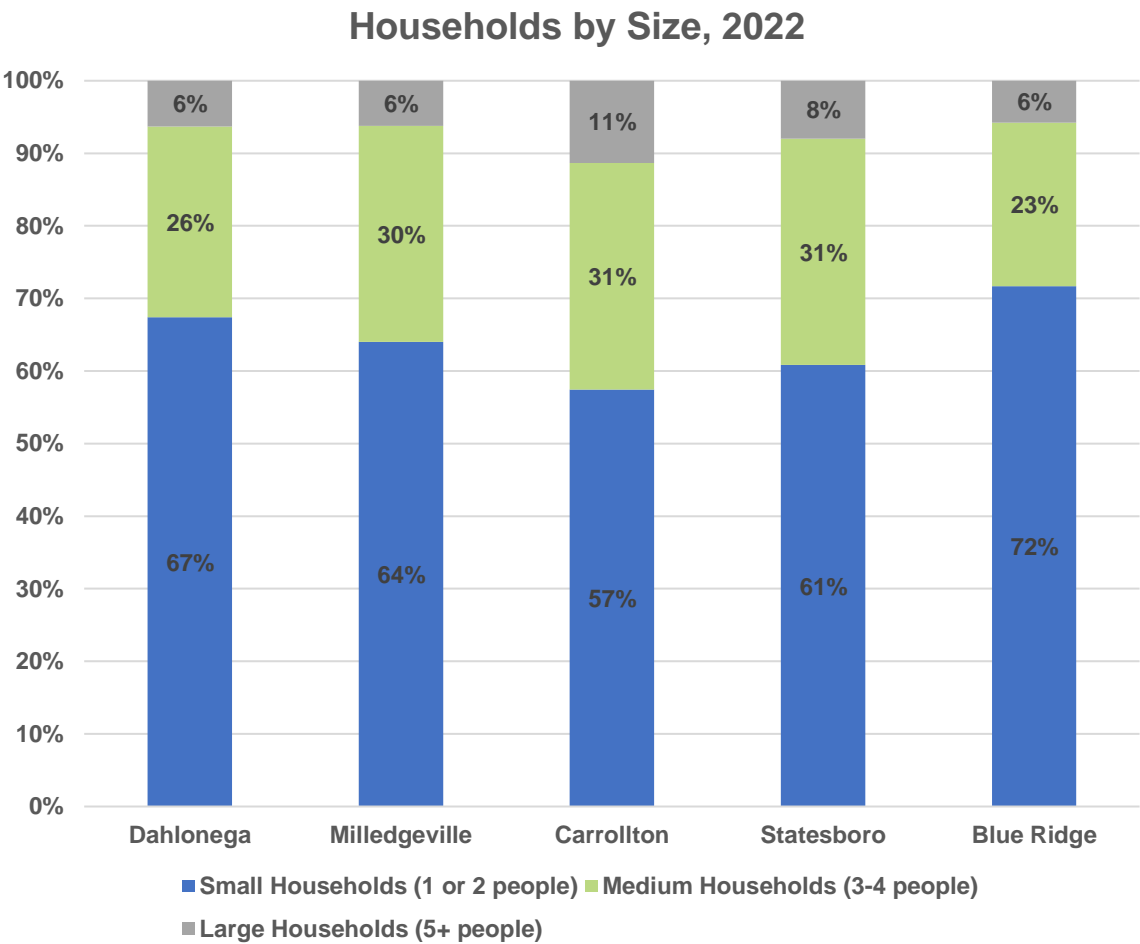
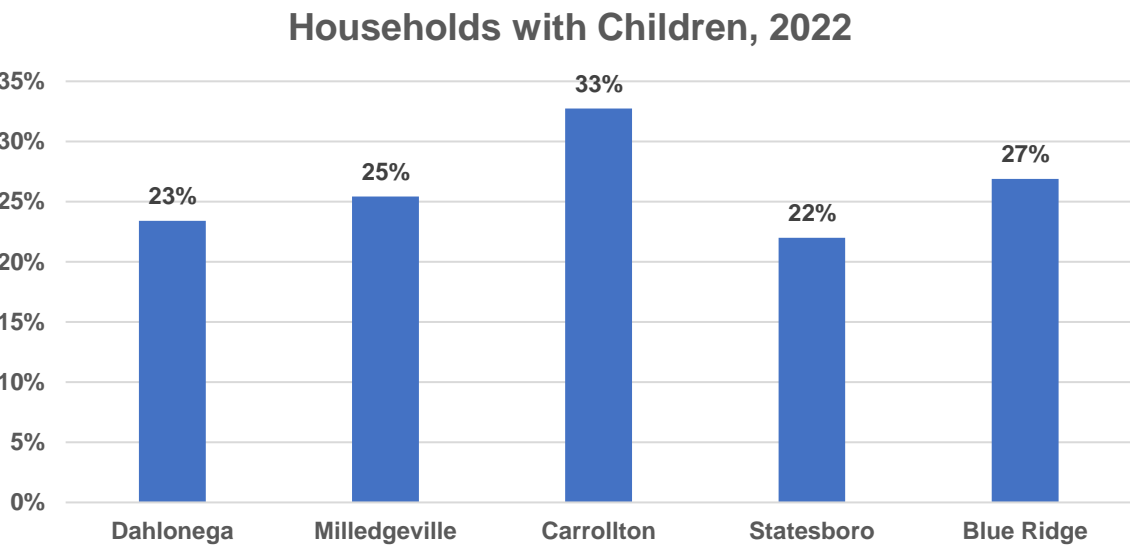
Source: KB Advisory, based on data from Claritas

# Peer Cities Assessment

## Household Size

**Carrollton and Statesboro both have higher proportions of medium and large households than the other cities in this comparison.**

A third of Carrollton’s households are households with children, higher than the other cities in this comparison where only a quarter of households have children.



Source: KB Advisory, based on data from Claritas

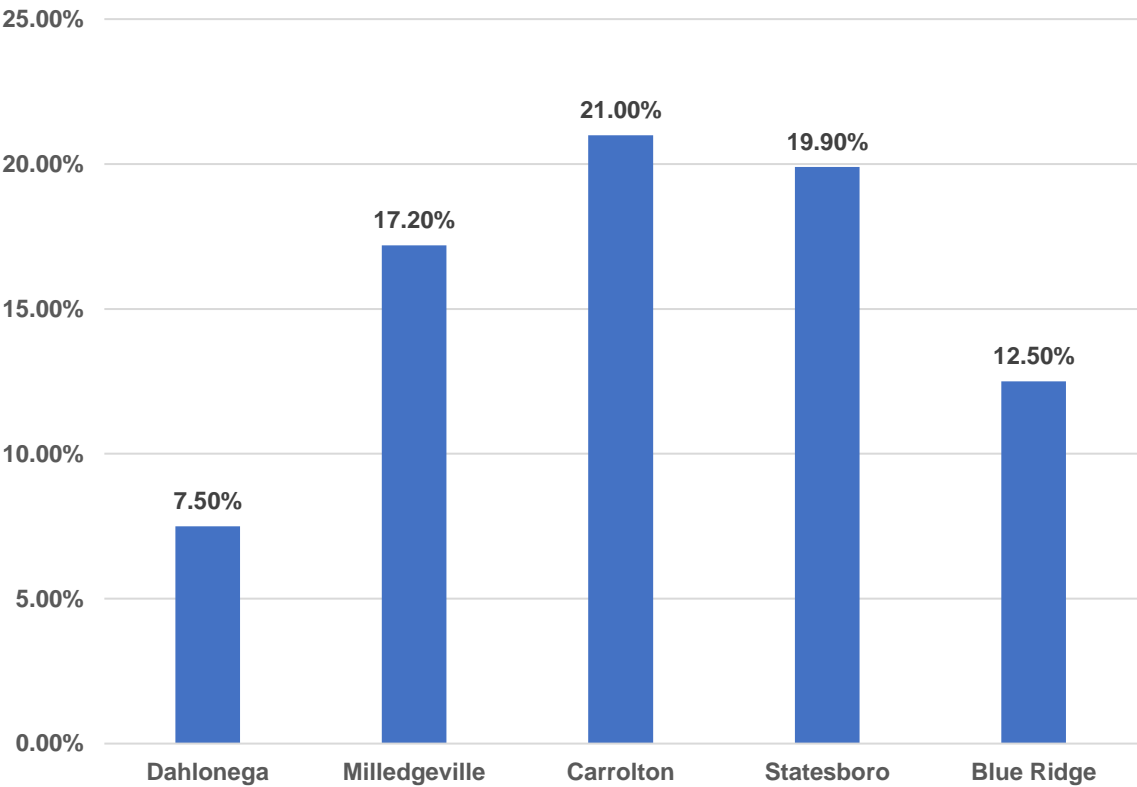
# Peer Cities Assessment

## Female Head of Households

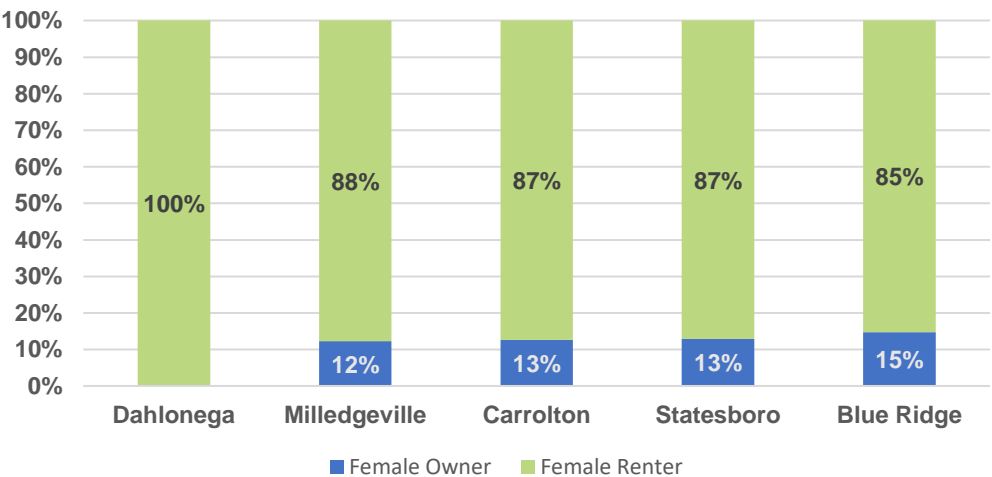
Dahlonega has the lowest share of female head of households.

Compared to other cities, Dahlonega’s female householders are 100% renters. The share of renters and owners across the remaining cities is consistent averaging 87% renter and 13% owner.

Female Householder as a Share of Total Households, 2021



Tenure of Female Householders



Source: KB Advisory, based on data from Claritas

# Peer Cities Assessment

## Housing Type

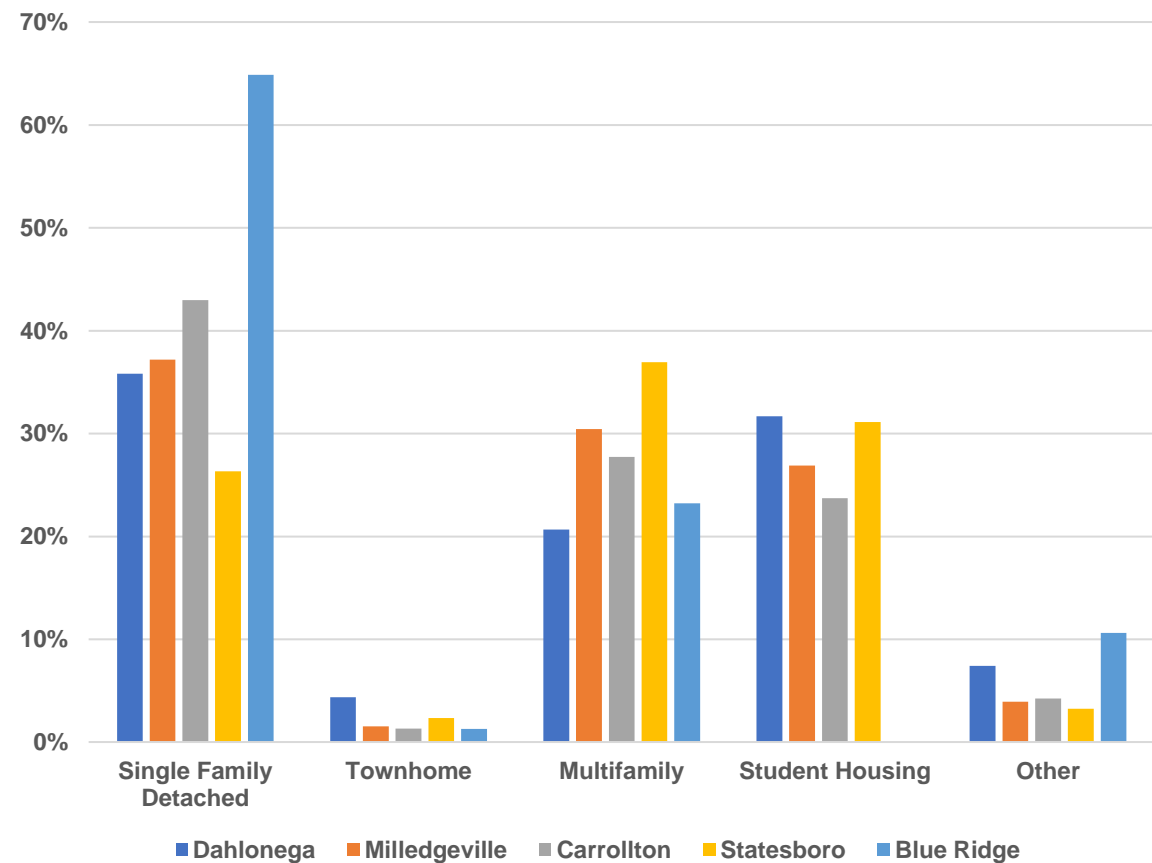
On-campus student housing accounts for a slightly larger portion of Dahlonega’s housing supply than its peer cities, amounting to 32% of the city’s housing units.

Blue Ridge differs from the other cities in that it has a large portion of single-family detached homes and no designated student housing with the absence of a university.

All the cities in this comparison have relatively low proportions of townhomes in their housing stock.

Multifamily units account for over 30% of both Milledgeville and Statesboro’s housing stock. **Of the peer cities, Dahlonega’s multifamily represents the lowest percentage of the total housing stock at 21% .**

Distribution of Housing Units by Type, 2022



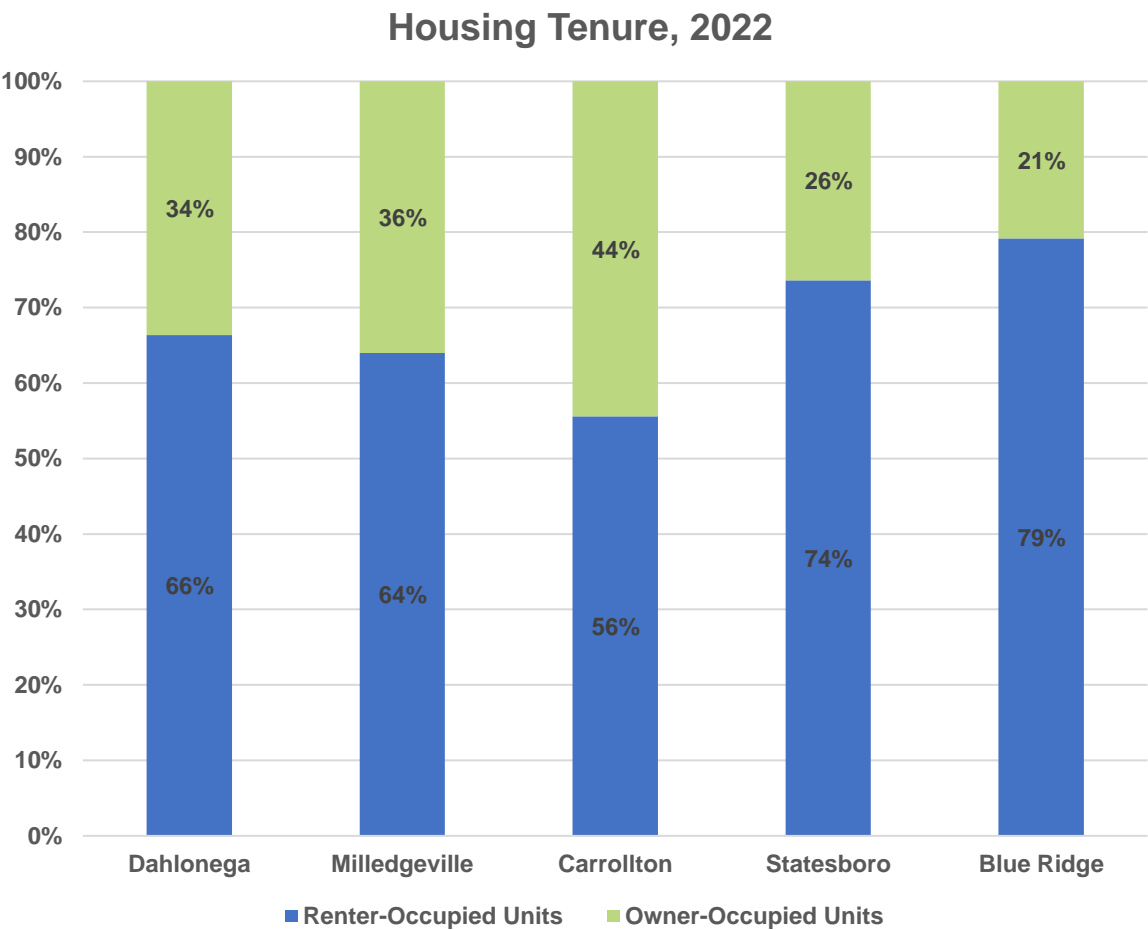
Source: KB Advisory, based on data from Claritas

# Peer Cities Assessment

## Housing Tenure

**Renter-occupied units are the most prevalent form of occupied housing units among all five of the cities in this comparison.** Four of the cities in this comparison are home to large student populations, a population well suited to rentership given the short-term nature of their stay in the cities that they attend school in.

Carrollton has a more even distribution of renter-occupied units and owner-occupied units than the other cities in this comparison, with closer to 50% of its housing units occupied by renters.



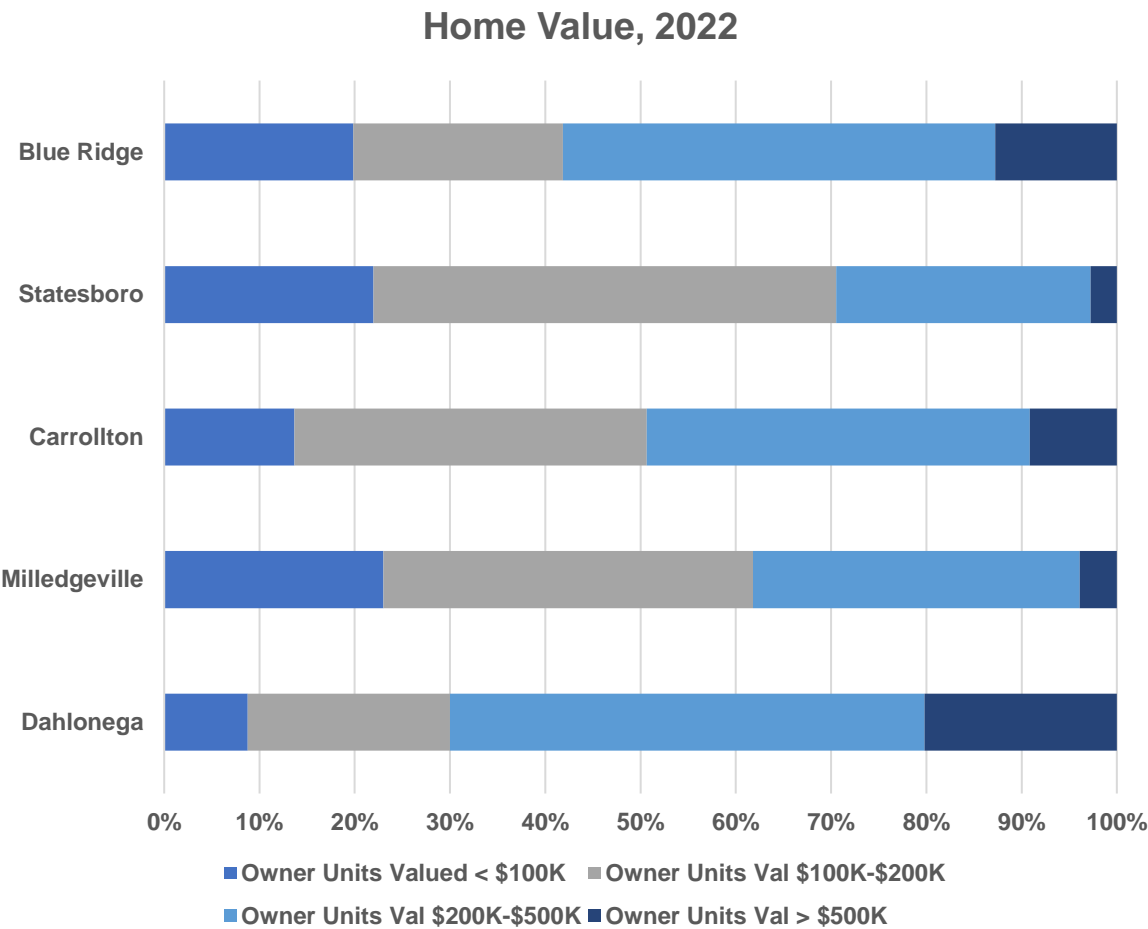
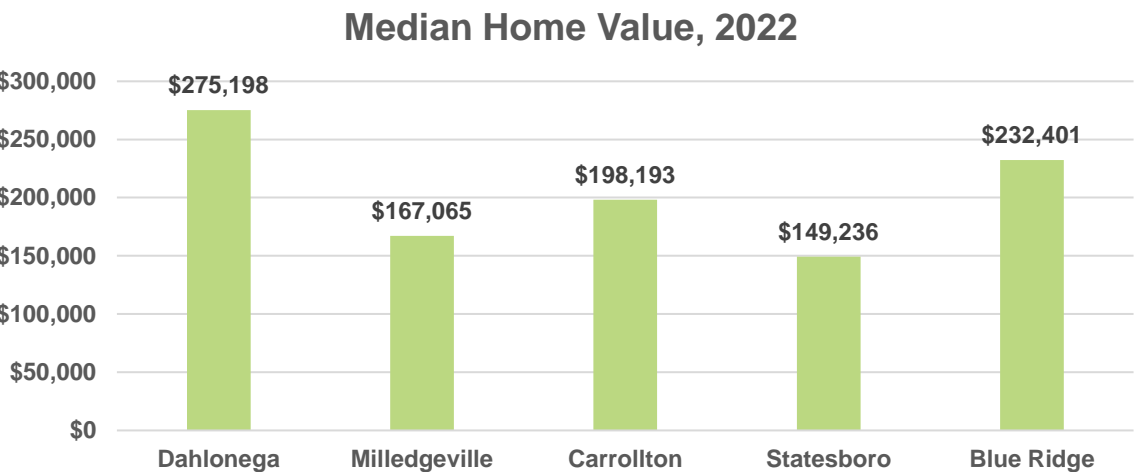
Source: KB Advisory, based on data from Claritas



# Peer Cities Assessment

## Housing Value

Home values in Dahlonega are generally higher than home values in other cities in this comparison. Statesboro and Milledgeville have greater proportions of units valued below \$100,000 compared with the other cities in this analysis. Milledgeville and Carrollton have higher proportions of homes valued between \$100,000 to \$200,000.



Source: KB Advisory, based on data from Claritas

# Housing Demand Analysis

# Housing Demand Analysis

## Demand Methodology

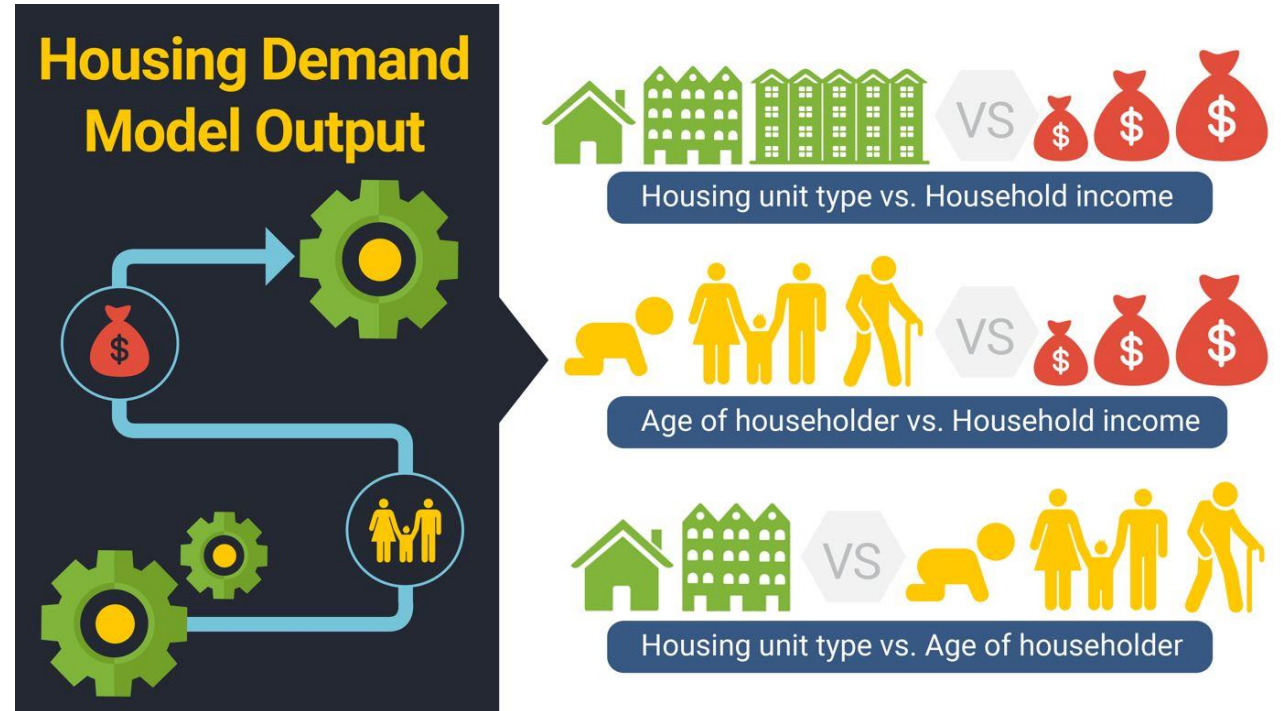
A proprietary analytical model evaluated the potential housing outcomes of three household groups that drive housing demand in Dhalonega:

- Owner households in turnover
- Renter households in turnover
- New households to Dhalonega

For each demand pool, data from numerous sources was used to forecast outcomes that, taken as whole, determine the level of local demand potential for new housing of various types at various price points.

The results provide local-level forecasts of achievable annual new-home production of for-rent and for-sale housing.

The diagram at right illustrates the process undertaken in the housing demand modeling process.



# Housing Demand Analysis

## Total Housing Demand

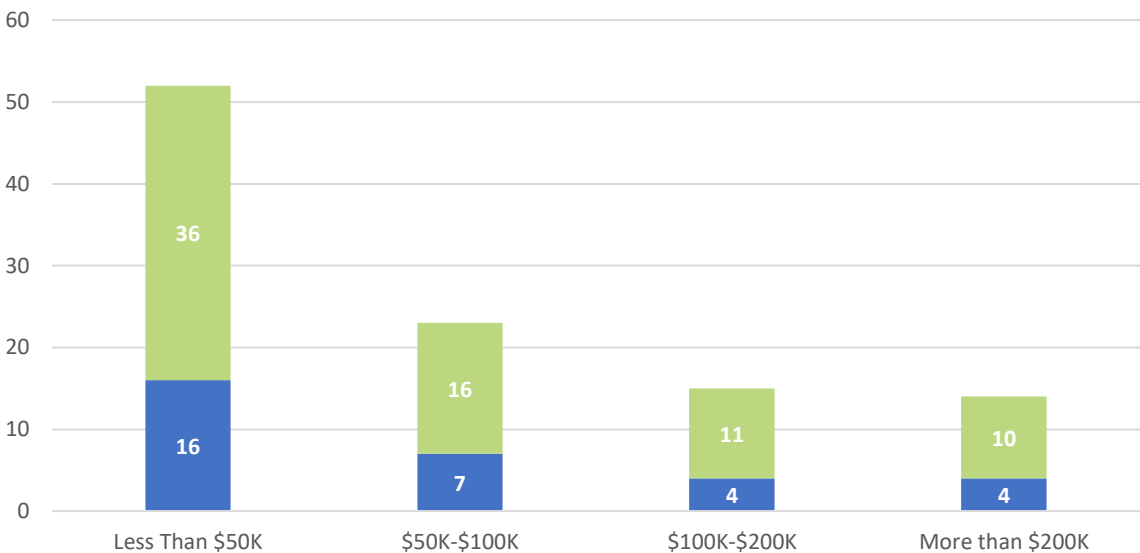
The housing demand analysis concludes that there is demand for an average of 104 new housing units in Dahlonaga annually over the next five years.

The demand total of 104 units equates to an approximate demand for 31 single-family detached units and 73 attached units – which include townhomes and multifamily units.

The largest segment of housing demand in Dahlonaga is from households earning less than \$50,000 annually. Demand from these households makes up 50% of total housing demand.

The results of this demand analysis are indicative of the local housing production potential if all products and price points are offered. The results of this analysis are not predictive, rather they should be used to identify potential opportunities as housing policies are assessed. Student housing demand is not included with for-sale and rental demand discussed here.

Annual Housing Demand by Type and Income



Income Range	Detached	Attached	TOTAL
Less Than \$50K	16	36	52
\$50K-\$100K	7	16	23
\$100K-\$200K	4	11	15
More than \$200K	4	10	14
TOTAL	31	73	104

Source: KB Advisory Group

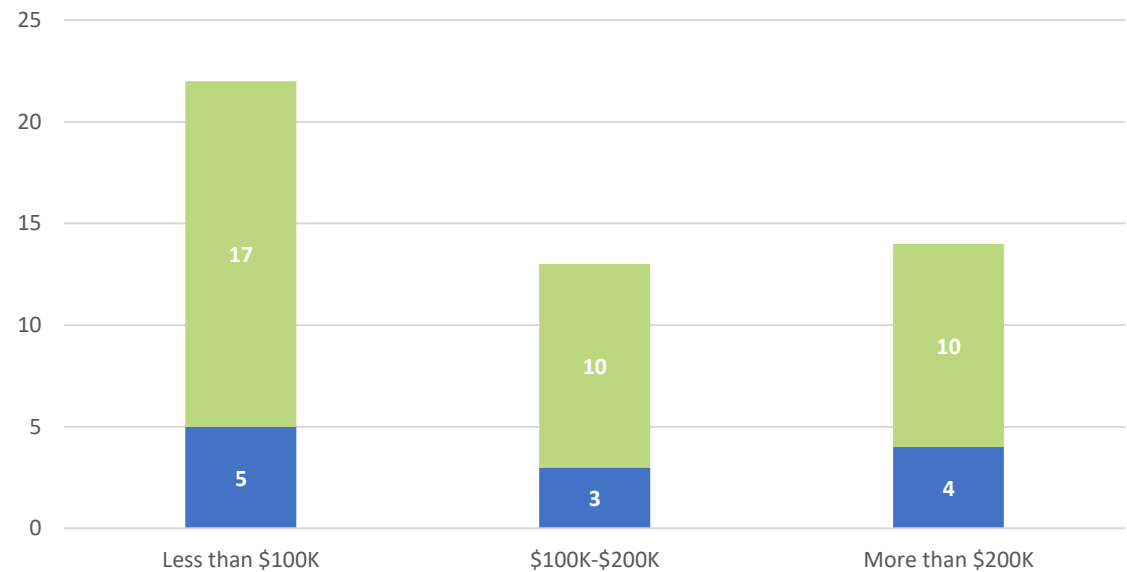
# Housing Demand Analysis

## For-sale Housing

The housing demand analysis concludes that there is demand for an average of 49 new for-sale housing units in Dahlenega annually over the next five years. The need for 49 units equates to an approximate demand for 12 single-family detached units and 37 attached units per year.

Households earning less than \$100,000 make up nearly 45% of for-sale demand. Of which, the majority is in attached homes, townhome, condos, or multifamily units. At higher income levels, there is proportionally more demand for detached homes.

Demand for Owner Housing by Income Range



Income Range	Housing Unit Price Range	Detached	Attached	TOTAL
Less than \$100K	Less than \$300,000	5	17	22
\$100K-\$200K	\$300,001 \$600,000	3	10	13
More than \$200K	More than \$600,001	4	10	14
TOTAL		12	37	49

Source: KB Advisory Group

# Housing Demand Analysis

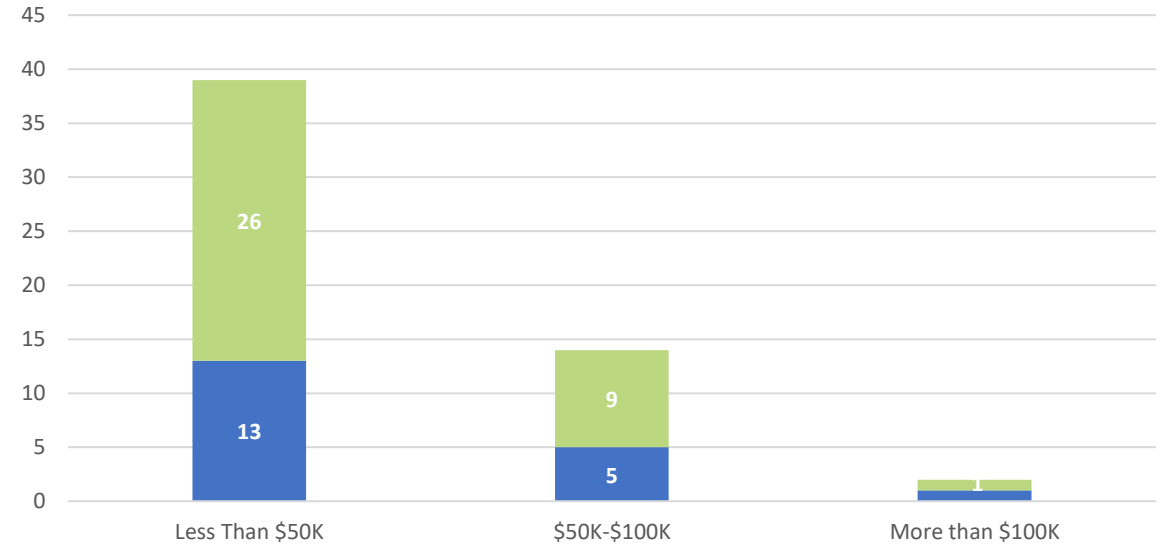
## Rental Housing

The housing demand analysis concludes that there is demand for an average of 55 new rental housing units in Dahlonega annually over the next five years. A demand total of 55 units annually equates to an approximate demand for 19 single-family detached units and 36 attached.

Households earning less than \$50,000 represent 71% of new rental demand. Lower and middle-income earners comprise the largest segment of new demand with those earning over \$100K making up a larger portion of detached rental demand.

- Households earning over \$100,000 will likely seek ownership positions, and there is currently limited demand for high-end rental product within Dahlonega.

Demand for Rental Housing by Income Range



Income Range	Housing Unit Price Range	Detached	Attached	TOTAL
Less Than \$50K	Less than \$1,250	13	26	39
\$50K-\$100K	\$1,251 \$2,500	5	9	14
More than \$100K	More than \$2,500	1	1	2
<b>TOTAL</b>		<b>19</b>	<b>36</b>	<b>55</b>

Source: KB Advisory Group

# Housing Demand Analysis

## Student Housing

Utilizing UNG Fall semester enrollment and demonstrated student living arrangements, our demand model shows unmet demand for about **700 off-campus, student targeted beds or between 200-300 units** in the next 5 years.

UNG's on-campus living requirement for first and second year students captures a majority of freshmen and sophomore students. Undergraduate upperclassmen are much more likely to seek off-campus housing and therefore comprise a larger share of demand. Private, off-campus housing deliveries have been successful in meeting this demand but have not met pent up demand or kept up with UNG's growth.

Allowing future student housing development in strategic locations just west of UNG's campus will be vital in providing necessary housing and dampening the impact on Dahlonega's existing and future housing stock throughout the city.

	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
<b>Total Enrollment*</b>	<b>7,221</b>	<b>7,296</b>	<b>7,322</b>	<b>7,387</b>	<b>7,525</b>	<b>7,599</b>	<b>7,674</b>	<b>7,750</b>	<b>7,827</b>	<b>7,904</b>
On-Campus Targeted Undergraduate Demand	2,694	2,702	2,599	2,553	2,672	2,763	2,790	2,818	2,846	2,875
On-Campus Housing Inventory	2,782	2,782	2,782	2,782	2,782	2,782	2,782	2,782	2,782	2,782
Off-Campus Targeted Undergraduate Demand	2,490	2,527	2,598	2,659	2,669	2,660	2,686	2,713	2,739	2,766
Off-Campus Housing Inventory	1,611	1,611	1,611	1,611	1,915	2,043	2,043	2,043	2,043	2,043
<b>Total Net Unmet Demand (beds)</b>	<b>791</b>	<b>836</b>	<b>804</b>	<b>819</b>	<b>644</b>	<b>598</b>	<b>652</b>	<b>706</b>	<b>761</b>	<b>816</b>
Total Units (4-bed suite)	198	209	201	205	161	149	163	176	190	204
Total Units (2-bed suite)	395	418	402	409	322	299	326	353	380	408
<b>Total Net Unmet Demand (units)</b>	<b>297</b>	<b>313</b>	<b>301</b>	<b>307</b>	<b>242</b>	<b>224</b>	<b>244</b>	<b>265</b>	<b>285</b>	<b>306</b>

Source: KB Advisory Group

# Housing Gap Analysis

---



# Housing Gap Analysis

## Methodology

An opportunity gap analysis was conducted to assess how the housing market in Dahlonega meets the market demand for housing.

This opportunity gap analysis matched historic supply trends with forecasted demand to illustrate the gap between supply and demand in Dahlonega's housing market.

Understanding the gap between supply and demand can identify market inefficiencies and provides data points to inform and guide conversations and policy related to housing.

The opportunity gap analysis uses a 5-year average of different housing products delivered at various price points within the City of Dahlonega. The 5-year average is calculated based on housing delivery between 2017 and 2021.

Housing units delivered are categorized into four groups – Lower, Middle, Upper-Middle and Upper – each with accompanying income ranges and reasonable home prices or monthly rent based on shares of income.

Percentages are calculated based on the supply ratio to the demand for each housing type at each price point. Totals are cross-tabulated for each housing type and income class.

Range	Income Bracket	Home Price	Monthly Rent
Lower	Up to \$50,000	Up to \$150,000	Up to \$1,250
Middle	\$50,000 - \$100,000	\$150,000 - \$300,000	\$1,250 - \$2,500
Upper-Middle	\$100,000 - \$200,000	\$300,000 - \$600,000	\$2,500 - \$5,000
Upper	\$200,000 +	\$600,000 +	\$5,000 +

Source: KB Advisory Group

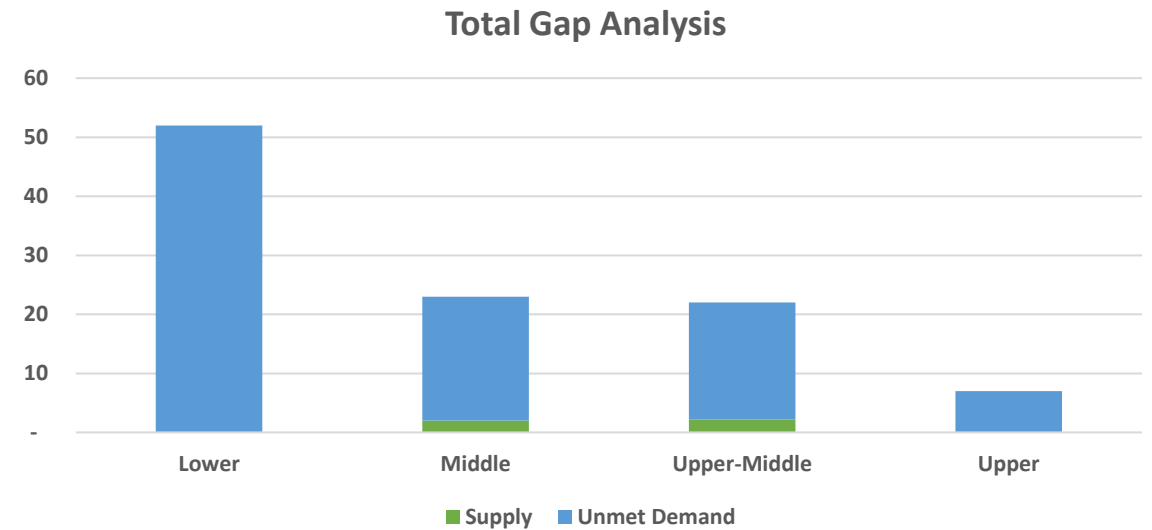
# Housing Gap Analysis

## Gap by Price Range

Over the last five years, the housing market in Dahlonega has supplied an annual average of approximately 4 new housing units across all housing types. This supply was concentrated in the middle and upper-middle end of the market.

This level of new home delivery supplied approximately 4% of the overall estimated housing demand in Dahlonega. In the portions of the market that Dahlonega is delivering units, the units being supplied represent around 10% of the total demand within those portions of the market, indicating that Dahlonega's demand for housing far outpaces the rate at which the supply is growing in the city.

Total	Supply	Unmet Demand	% of Demand Supplied
Lower	-	52	0%
Middle	2	21	9%
Upper-Middle	2	20	10%
Upper	-	7	0%
<b>Total</b>	<b>4</b>	<b>100</b>	<b>4%</b>



Source: KB Advisory Group

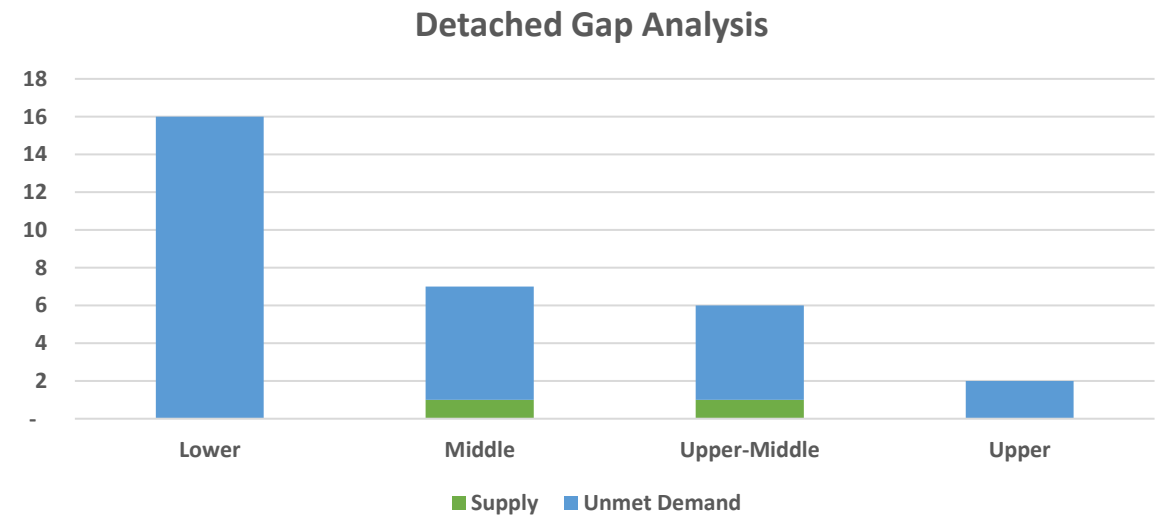
# Housing Gap Analysis

## Single-Family Detached Gap

Over the last five years, the housing market in Dahlonega has supplied an annual average of approximately 2 new single-family detached homes. This supply is concentrated in the middle and upper-middle portions of the market.

This level of new single-family home delivery supplied approximately 6% of the overall estimated demand.

Detached	Supply	Unmet Demand	% of Demand Supplied
Lower	-	16	0%
Middle	1	6	14%
Upper-Middle	1	5	17%
Upper	-	2	0%
<b>Total</b>	<b>2</b>	<b>29</b>	<b>6%</b>



Source: KB Advisory Group

# Housing Gap Analysis

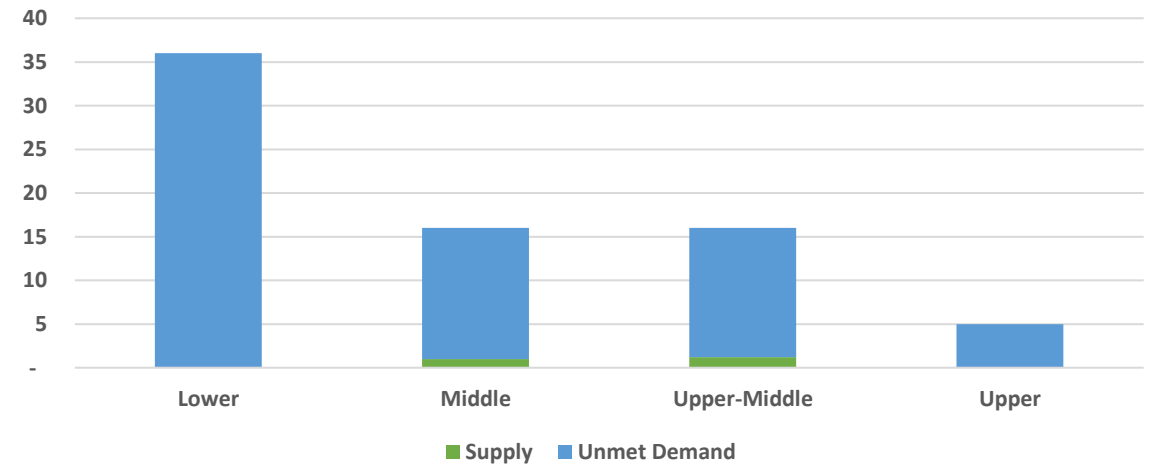
## Attached Gap

Over the last five years, the housing market in Dahlonaga has supplied an annual average of approximately 2 new attached units. This supply was concentrated in the middle and upper-middle portions of the market.

This level of new attached home delivery supplied approximately 3% of the overall estimated demand.

Attached	Supply	Unmet Demand	% of Demand Supplied
Lower	-	36	0%
Middle	1	15	6%
Upper-Middle	1	15	8%
Upper	-	5	0%
<b>Total</b>	<b>2</b>	<b>71</b>	<b>3%</b>

Attached Gap Analysis



Source: KB Advisory Group

# Development Potential

---

# Development Potential Analysis

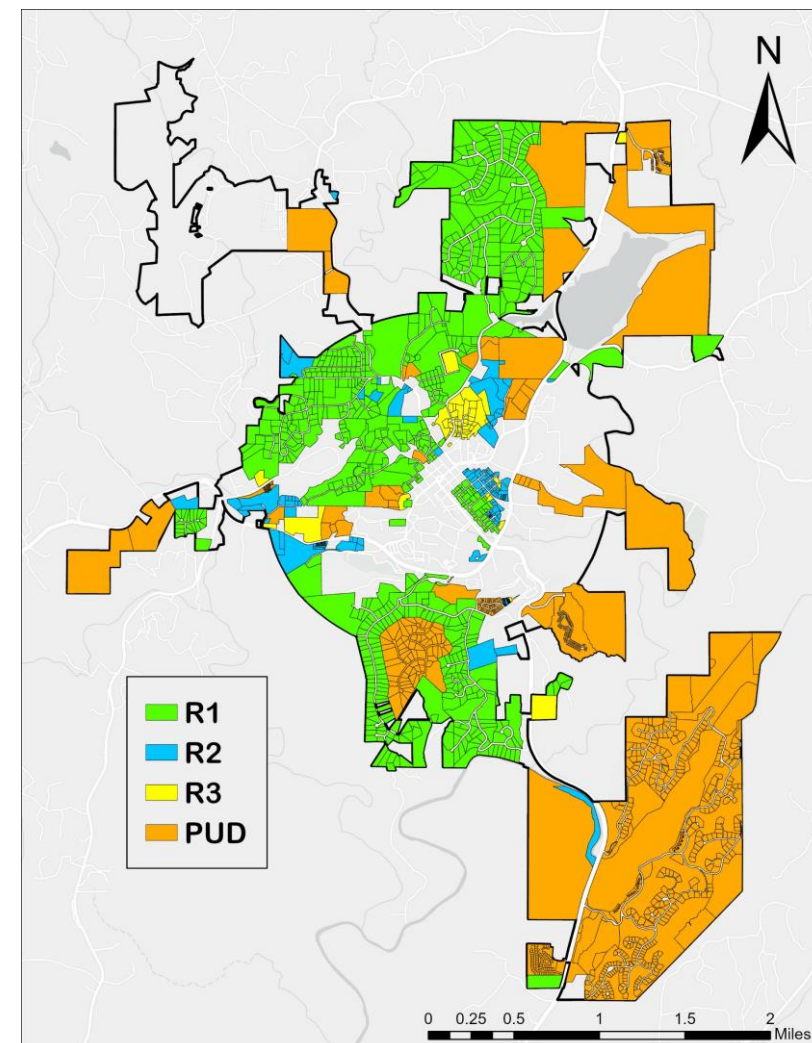
## Residential Spatial Distribution

Most of Dahlonega's land that is currently zoned for residential uses has been designated as either Single-Family Residential (R1) or Planned Unit Development (PUD), with PUD comprising the largest segment of Dahlonega's residentially zoned land.

Land that is zoned for Multifamily Residential at different densities (R2 and R3), represents only around 250 acres, or 5% of the total acreage of the city of Dahlonega. While these parcels can be developed more densely, the low amount of acreage zoned for denser uses may inhibit Dahlonega in developing the housing that it requires in the future.

Zoning Code	Acres	% of Total Acres
R1	1,398	26%
R2	164	3%
R3	79	1%
R2&R3	243	5%
PUD	2,123	40%
Remaining	1,592	30%
Total	5,356	100%

Source: KB Advisory Group



# Development Potential Analysis

## Residential Vacant Land

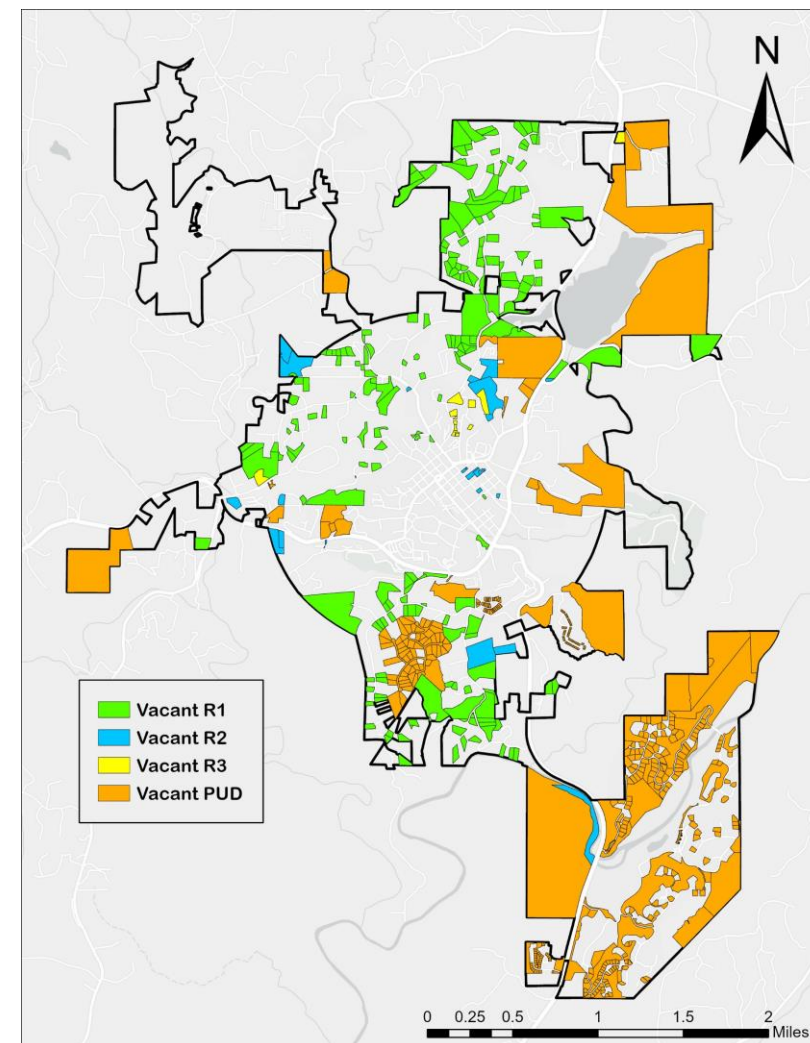
Land zoned for planned unit developments represent nearly 60% of the vacant acreage in the city of Dahlongega. Land zoned for single-family residential makes up another quarter of the city's vacant land.

While the multifamily zoning designations, R2 and R3, represent a small share of the total vacant land, these vacant parcels represent over a third of the land zoned for multifamily.

89% of vacant land exists in residential zones and PUDs, which suggests that land availability alone is not constricting the ability develop residential units in the city.

Zoning Code	Vacant Acres	% of Total Vacant Acres	% Vacant within Zoning District
R1	543	25%	39%
R2	71	3%	44%
R3	13	1%	17%
R2&R3	85	4%	35%
PUD	1,258	57%	59%
Remaining	318	14%	20%
Total	2,203	100%	41%

Source: KB Advisory Group





# Development Potential Analysis

## Residential Vacant Land and Topography

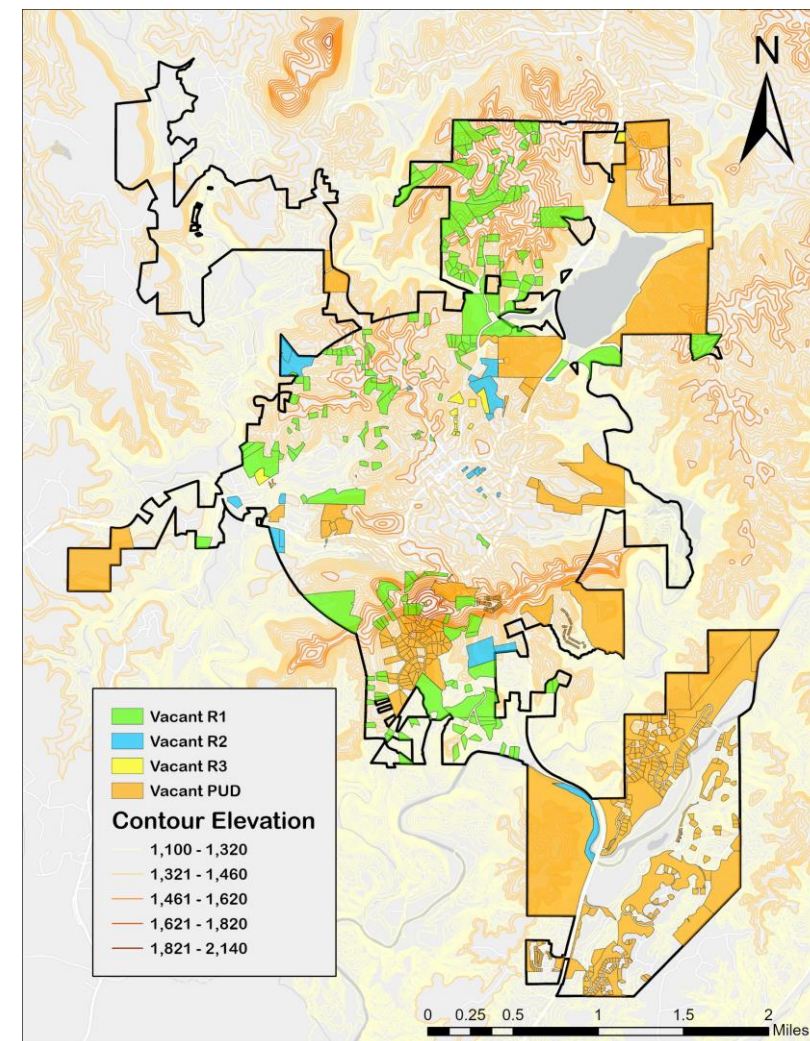
Dahlonega's location in the North Georgia mountains means that topography should always be a consideration when imagining future development patterns. Most of Dahlonega's vacant parcels have varying degrees of topographical constraint.

While developing along the ridges may make sense for single-family residential units, multifamily units should be prioritized on parcels that are flatter and require less grading to help reduce construction costs. No matter the type of residential unit being developed, site preparation will always add to the overall cost of construction and threaten affordability.

Developing the available vacant parcels at their maximum available densities could currently yield 814 single family homes, 393 R2 multifamily units and 106 R3 multifamily units.

Zoning Code	Zoning Description	Density Potential	Unit Potential
R1	Single Family Residential	Up to 1.5 Units/Acre	814
R2	Multifamily Residential	Up to 5.5 Units/Acre	393
R3	Multifamily Residential	Up to 8 Units/Acre	106

Source: KB Advisory Group





# Housing Pipeline and Future Demand

## 5-year Demand

Considering currently under construction and proposed residential developments, the City of Dahlonega can assume full market absorption of the current pipeline in the next 5-years.

Certain price-points will dictate depth of market and absorption pace for new residential product.

	Annual Demand	5-year Demand	Under Construction	The Ridge	Summit Phase II	The Peaks	The Sherman	Mountain Music Park	Total Pipeline	Demand - Pipeline
Detached	31	155	22	38	24				84	71
Attached	73	365	19	15		60		124	218	147
Student		250					60		60	190

Source: KB Advisory Group, City of Dahlonega

# Recommendations

---

# Recommendations

## Overview

Dahlonega's housing market has seen extremely limited new housing supply in recent years. Demand for housing exists across all price ranges for both for-sale and rental housing.

Policy tools and interventions to encourage the development of new housing within the city should be a major focus- this includes housing at all tiers and tenure. Fortifying existing housing and providing supportive programs for existing residents can ensure housing stability while redevelopment efforts focused on underutilized land can aid in meeting the housing needs of lower income households, those least likely to find affordable, market-rate housing options.

Finally, additional off-campus housing strategically located near UNG can satisfy upperclassmen housing demand and alleviate pressures on the housing market city-wide. Allowing more diverse housing within Dahlonega's core will both bolster Dahlonega's economy while providing in demand, walkable, lifestyle rich housing to an audience which Dahlonega is not fully capturing today.

Encourage  
construction of  
for-sale and  
rental housing

Support  
renovation and  
redevelopment  
of existing  
housing stock

Encourage  
construction of  
new, off-  
campus student  
housing

Continue to  
invest in  
Downtown  
Dahlonega &  
incorporate  
residential  
density

# Recommendations

## Market Segmentation

As outlined throughout the study, Dahlonga has diverse audiences seeking housing within the city. Meeting this segmentation within the housing stock of the city will require a suite of tools and strategies aimed at meeting the gap in housing, namely a lack of new inventory and limited housing diversity.

	Below-Market Renters	Students	Young Professionals	Young Families	Middle-Age Families	Middle-Age Singles and Couples	Empty Nesters & Retirees
Age	All	18-25	22-34	25-35	35-55	35-55	55+
Income	<\$35,000	<\$35,000	\$35,000+	\$50,000+	\$60,000+	\$60,000+	\$70,000+ or retired
Spending constraints	Limited savings/income	Limited savings/income	College debt	<ul style="list-style-type: none"> <li>College debt</li> <li>Childcare costs</li> </ul>	<ul style="list-style-type: none"> <li>Saving for college</li> </ul>	<ul style="list-style-type: none"> <li>Variable</li> </ul>	<ul style="list-style-type: none"> <li>Saving for retirement</li> </ul>
Household composition	<ul style="list-style-type: none"> <li>Singles</li> <li>Couples</li> <li>Families</li> </ul>	<ul style="list-style-type: none"> <li>Singles</li> <li>Couples</li> <li>Roommates</li> </ul>	<ul style="list-style-type: none"> <li>Singles</li> <li>Couples</li> <li>Roommates</li> </ul>	<ul style="list-style-type: none"> <li>“Pre-families”</li> <li>Singles and couples who just had their first child</li> </ul>	<ul style="list-style-type: none"> <li>Singles and couples with 1+ children</li> </ul>	<ul style="list-style-type: none"> <li>Mostly singles</li> <li>May have kids on part-time basis</li> </ul>	<ul style="list-style-type: none"> <li>Singles and Couples</li> </ul>
Housing Preferences							
# of Bedrooms	1+	Studio, 1	Studio, 1, or 2	2-3	3+	1, 1 w/ den, or 2	1 w/ den, 2, or 2 w/ den
Rental	Apartment	✓	✓			✓	✓
	Townhome	✓	✓	✓		✓	✓
	Single-Family Detached	✓		✓			
	Condo			✓		✓	✓
For-Sale	Townhome		✓	✓		✓	✓
	Small-Lot Detached			✓	✓	✓	✓
	Medium- to Large-Lot Detached				✓		

# Recommendations

## Encourage Housing Construction

Encourage  
construction of  
for-sale and  
rental housing

Supply of new homes has not kept up with demand in at least the last five years. New housing is needed in all product types at all price points.

1. Identify priority redevelopment and greenfield sites that can attract small-scale, knowledgeable, local developers familiar with the community. Decide about using Dahlonge's economic development toolbox to help attract new housing at these locations. Small, local builders are more likely to take risks with more unconventional development and housing styles to fill "missing middle" gaps in the market.
2. Consider applying zoning policies to priority, potential housing sites which allow for a greater diversity of housing types:
  - Increase density – Currently, the highest residential density allowed is 8 units/acre. Typical new townhome developments are 12-18 units/acre.
  - Allow smaller lot sizes and setback variance where appropriate.
  - Align zoning to allow Cottage Court product.
  - Reconsider PUD zoning in favor of by-right zoning standards. Developers utilizing PUD zoning generally have higher upfront investment costs (master planning efforts, mixed-use, phased development) and may be an unattractive option for some residential developers.
3. 50% of total housing demand is in those earning less than \$50,000. Without subsidy, affordable price points to satisfy this demand with new construction is difficult.
  - Develop housing strategies utilizing city or publicly owner land to help address this gap.

# Recommendations

## Renovate & Redevelop Existing Housing

Support  
renovation and  
redevelopment  
of existing  
housing stock

With significant demand for for-sale and rental housing in lower income segments, those earning less than \$50,000, the market is not likely to achieve affordable pricing in new construction.

1. Incentivize the redevelopment of aging, obsolete, low-intensity student and multifamily housing. Proactively “up-zone” these sites and consider waiving development fees, fast-tracking permitting processes and paperwork, and offering density bonuses to attract new, higher-intensity housing options to these locations.
2. Utilize the Dahlongega Housing Authority, DDA, and other partners to provide development and redevelopment incentives.
  - Explore a land trade to redevelop and replace affordable housing on Thompson Circle.
  - Develop housing strategies utilizing city or publicly owner land to lower land cost basis and achieve rental rates and home prices attainable for the local workforce and lower-income residents.
3. Preserve naturally occurring affordable housing rehabilitation and renovation programs.
  - Home repair programs can help to maintain an aging housing stock.
  - A Legacy Resident Protection Program could help lower-income households maintain their homes and ensure stable housing for existing residents. Consider property tax implications and possible funding sources to cover.



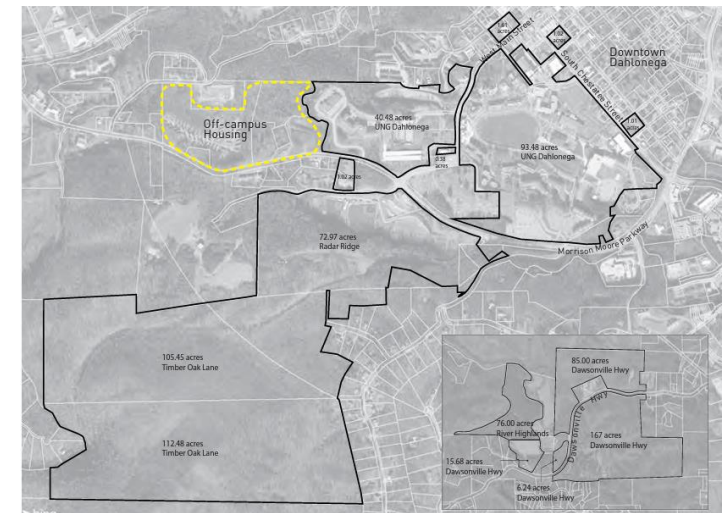
# Recommendations

## Provide Off-campus, Student Housing

Encourage construction of new, off-campus student housing

Meet unmet demand for off-campus, student targeted housing west of UNG's campus to alleviate students seeking housing options throughout the city, particularly in single-family neighborhoods.

1. Create zoning regulations that allow by-right multifamily and mixed use development along Morrison Moore Parkway. The area has developed as an off-campus, student housing core.
2. Concentrating future student housing more strategically can provide walkable access to campus and serve to better manage growth.
3. Plan for the post-graduate population by creating opportunities for new young professionals to live and thrive in Dahlongega. Additionally, encouraging housing oriented towards young professionals is another way to capture post-graduate demand.



Source: KB Advisory Group, Image from 2016 UNG Master Plan, Fig. 4.2

# Recommendations

## Prioritize Housing in Downtown Dahlonega

Continue to  
Invest in  
Downtown  
Dahlonega &  
Incorporate  
Residential  
Product

Having a vibrant downtown is an asset and catalyst for the city-wide housing market, because a majority of home buyers and renters desire downtown amenities nearby, even if they live elsewhere.

1. Create opportunity for the “renters by choice,” often young professionals and couples, whose spending power could grow Dahlonega’s economy. **Supporting professionals in developing ties to Dahlonega will encourage them to buy homes in the city in the future.**
2. Leverage the potential for synergies between multifamily development and retail development by incentivizing multifamily near priority mixed-use retail nodes, particularly downtown, outdated commercial prime for redevelopment, and key nodes in the city.
3. **Downtown Dahlonega has the potential to add higher-end housing within the Downtown core**, but an amenity-rich core is needed to justify
4. Demographic shifts and transitioning households facing limited housing supply and lack of housing diversity within Dahlonega threaten to stunt future growth and ability of current and future residents to participate in the local economy and community.



**KB** | ADVISORY GROUP

## *TERMS and LIMITING CONDITIONS*

- **Accuracy of Report:** Every reasonable effort has been made to ensure that the data developed in this assignment reflect the most accurate and timely information possible and is believed to be reliable. This consulting assignment was based on estimates, assumptions, and other information developed by KB Advisory Group (“KBA”) from its independent research efforts, general industry knowledge, and consultations with the client for this assignment and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agents or representatives, or any other data source used in preparing or presenting this study. The research and reports are based on information that is current as of the date of the report. KBA assumes no responsibility to update the information after the date of the report. The research may contain prospective financial information, estimates, or opinions that represent our view of reasonable expectations at a particular point in time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular outcome will occur. Actual results achieved during the period covered by our prospective analysis may vary from those described in our research and report, and variations may be material. Therefore, nor warranty or representation is made by BKA that any of the projected values or results contained in the work product from this assignment will actually be achieved.
- **Usage of Report:** The research product may not be used, in whole or in part, in any public or private offering of securities or other similar purposes by the client without first obtaining the prior written consent of KB Advisory Group.

404.845.3550

[www.kbagroup.com](http://www.kbagroup.com)