

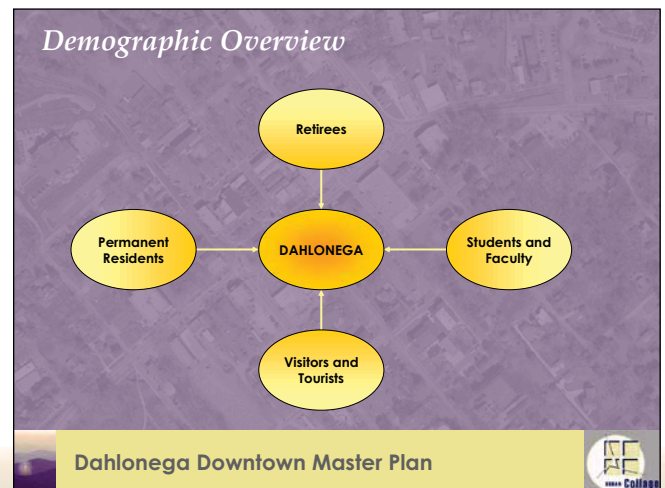
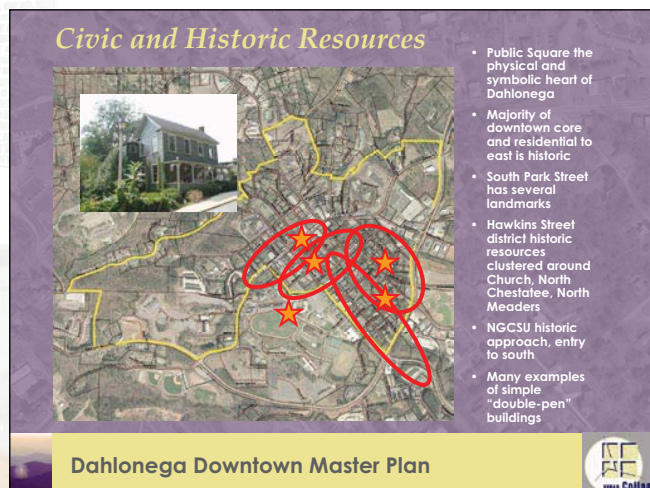
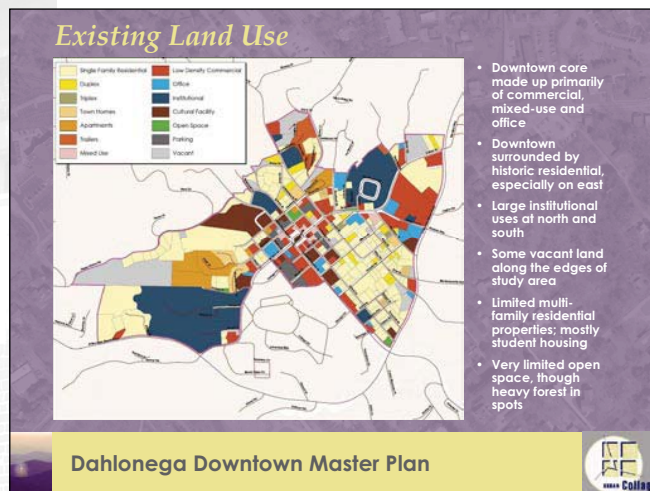
# Public Meeting 1

October 4, 2007

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

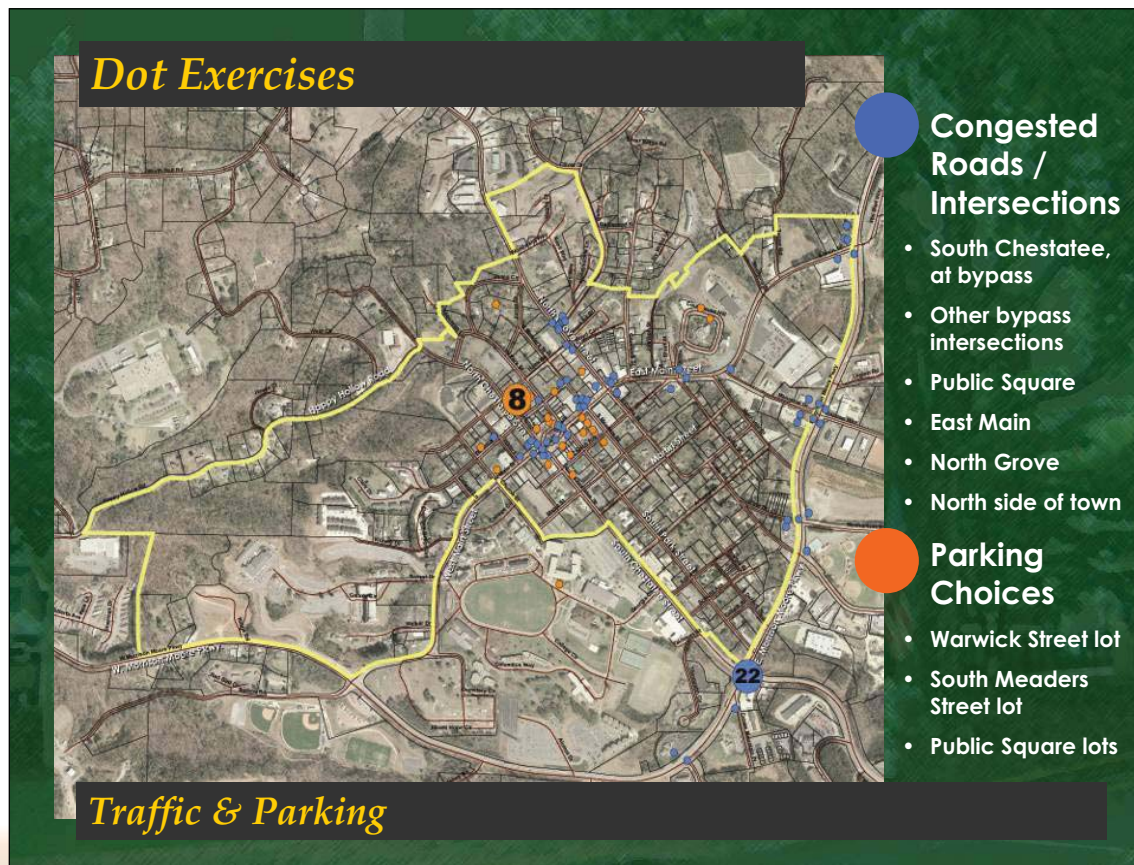
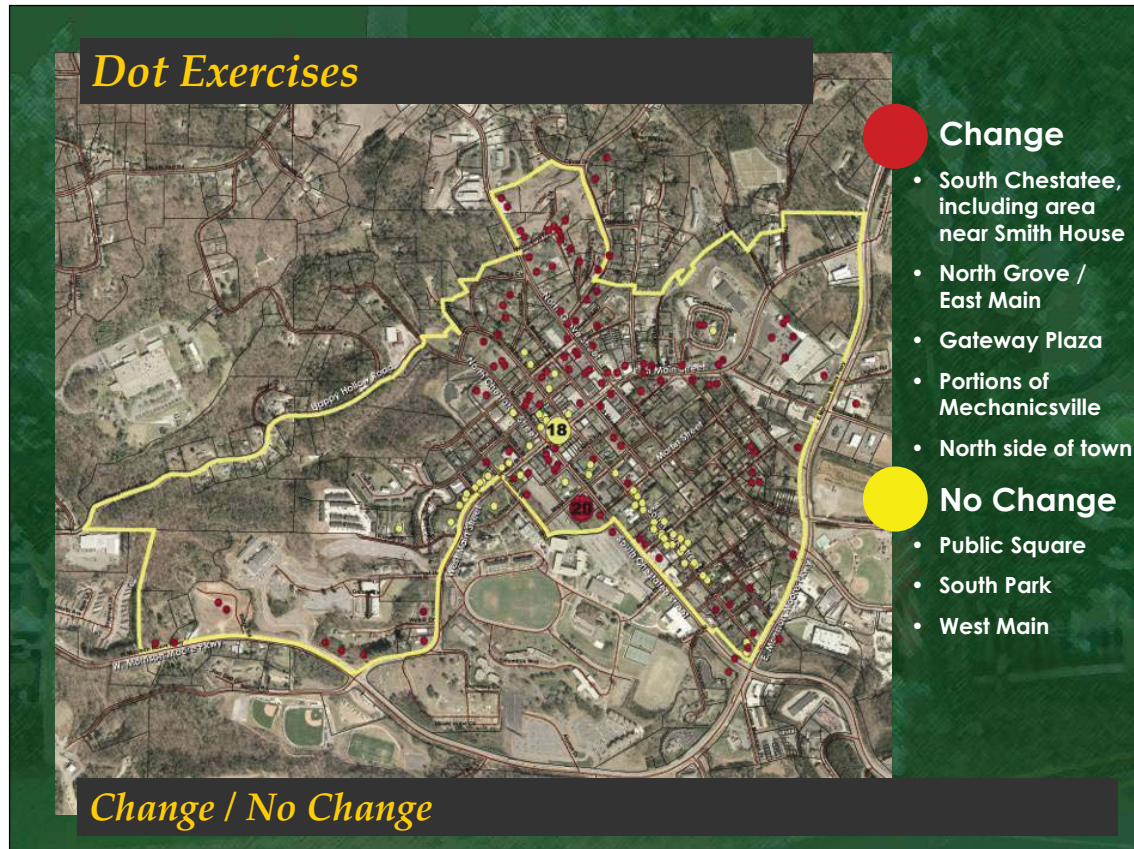
The team first presented the existing conditions present in the study area. This was based on demographic and market studies, and physical surveys that catalogued the land use, zoning, building condition, occupancy and road network.

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





# Dot Exercises



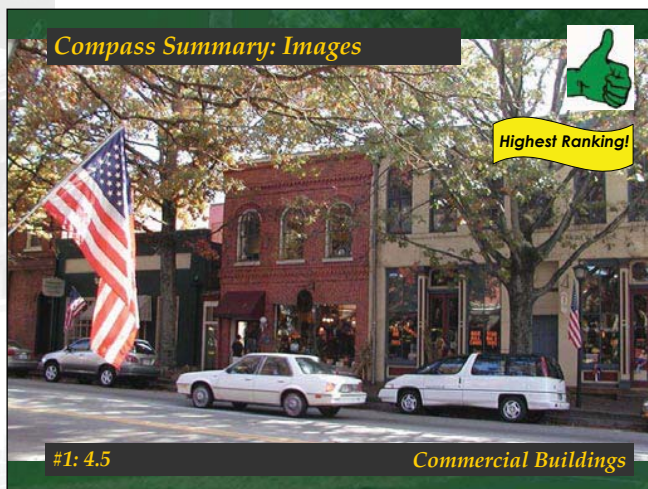


## Dahlonega Compass

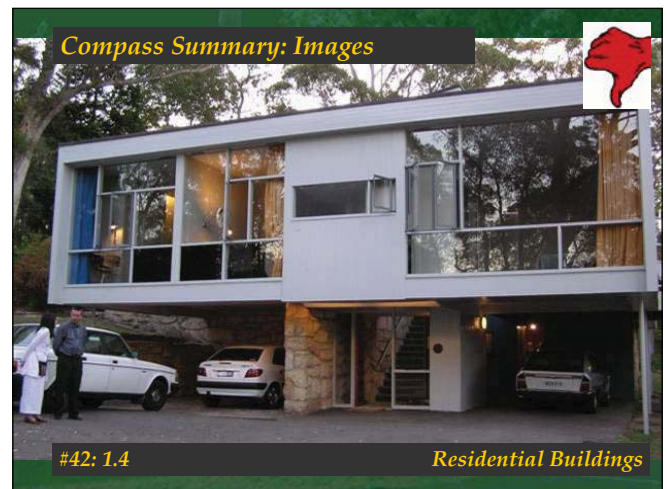
The visual preference survey (Compass) was conducted to help formulate the future character of the city. A series of images, divided into six categories were shown on a screen for a few second each. The participants used their survey forms to indicate if the image was appropriate for Dahlonega or not.

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

### Commercial Buildings

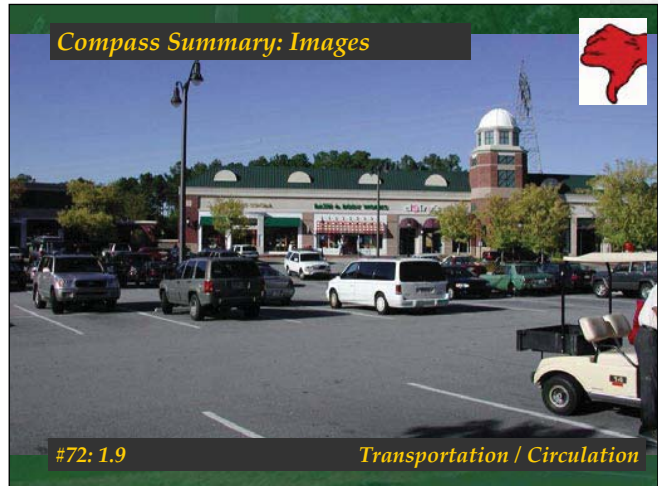


### Residential Buildings





## Transportation / Circulation



## Parks / Open Space



## Signage





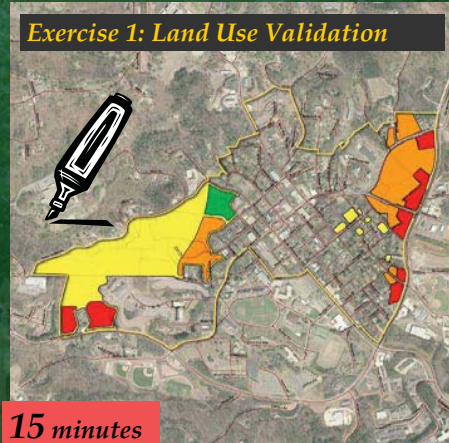
# Public Meeting 2

December 4, 2007

## Planning Exercises

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

### Exercise 1: Land Use Validation



15 minutes

On the Framework Map, mark in black:

- Areas where you as a group agree with the land use direction
- Areas where you as a group would propose different future land uses
- Think long-term
- Consider the context
- Consider the benefits for downtown

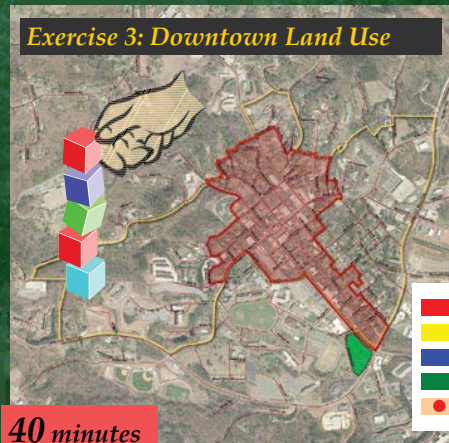
### Exercise 2: Community Character

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



15 minutes

### Exercise 3: Downtown Land Use



40 minutes

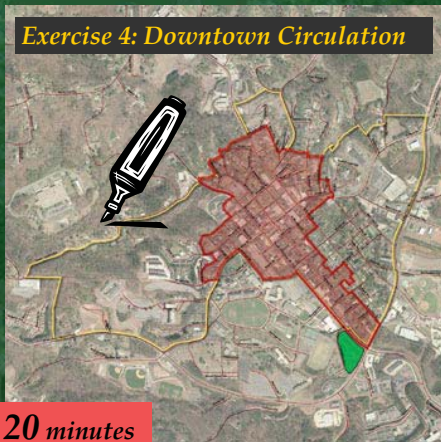
Using the colored blocks, "build out" areas of downtown that you think should change:

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

Colors indicate:

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

### Exercise 4: Downtown Circulation



20 minutes

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

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

### Exercise 5: Downtown Character

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



15 minutes

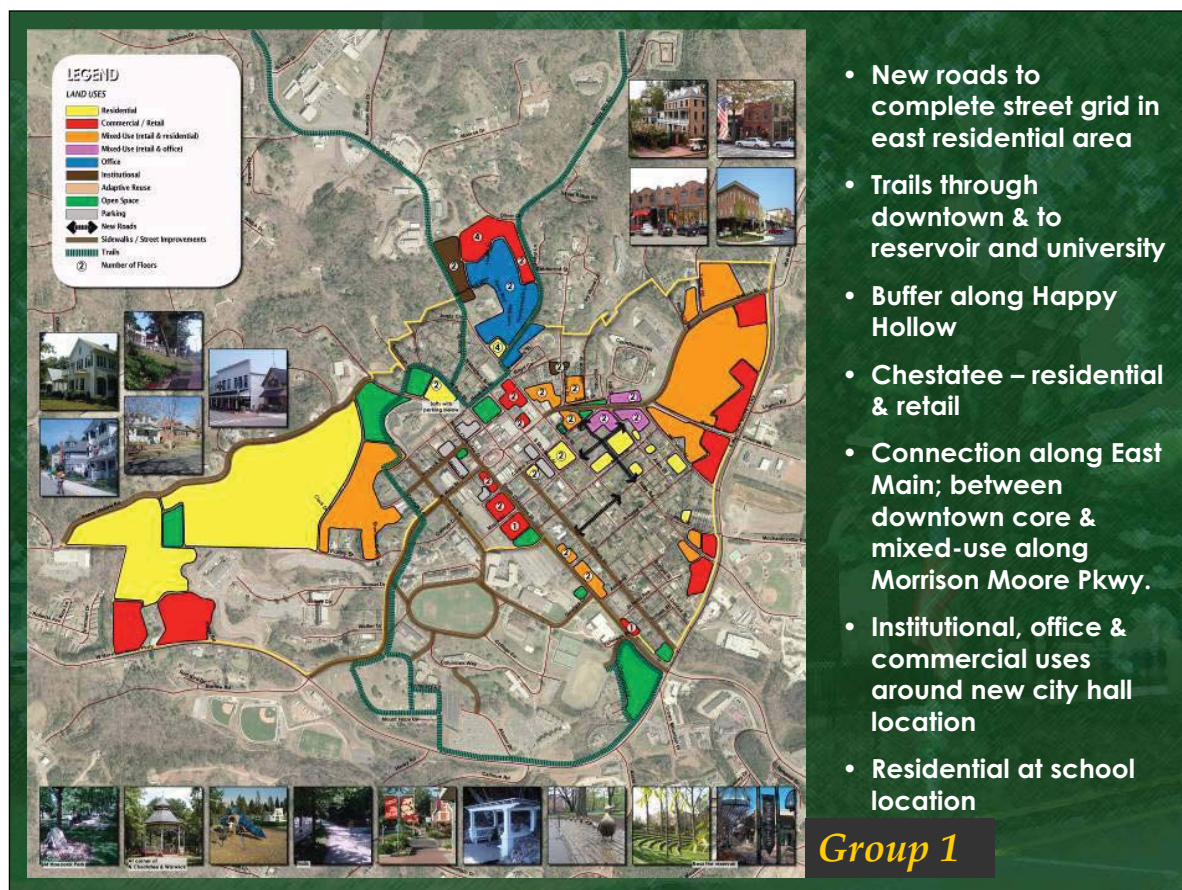


## Results of the Planning Exercises

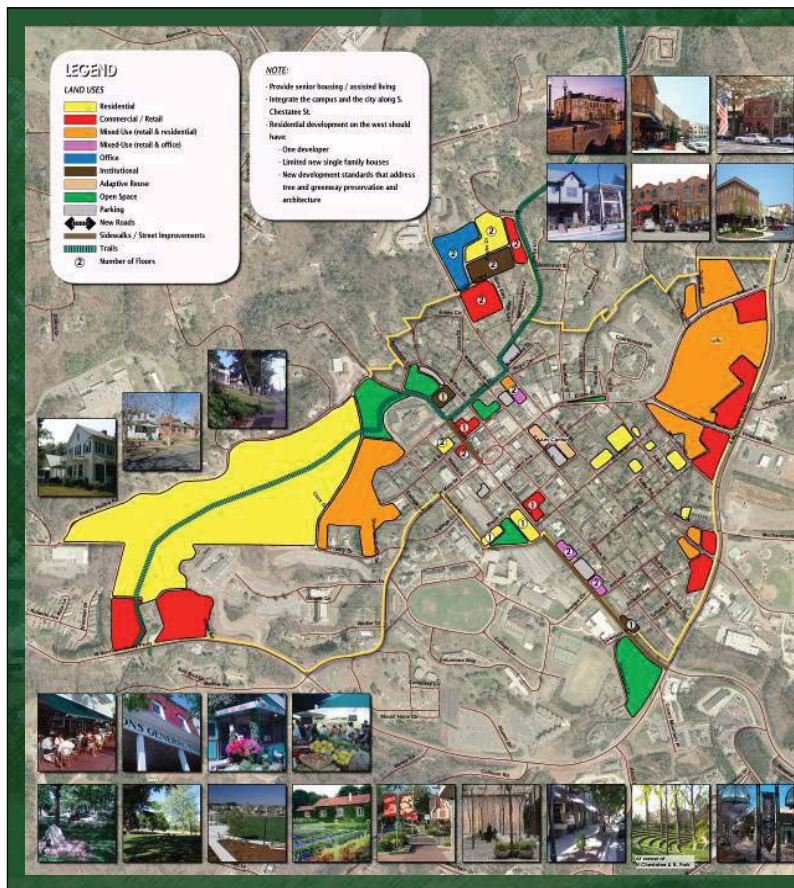
The public was divided into five groups and each group was given an opportunity to “build” their vision for the city. The first part of the exercise dealt with the overall framework for the study area. People had to discuss and validate land use suggestions that were laid out by the planning team for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

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

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

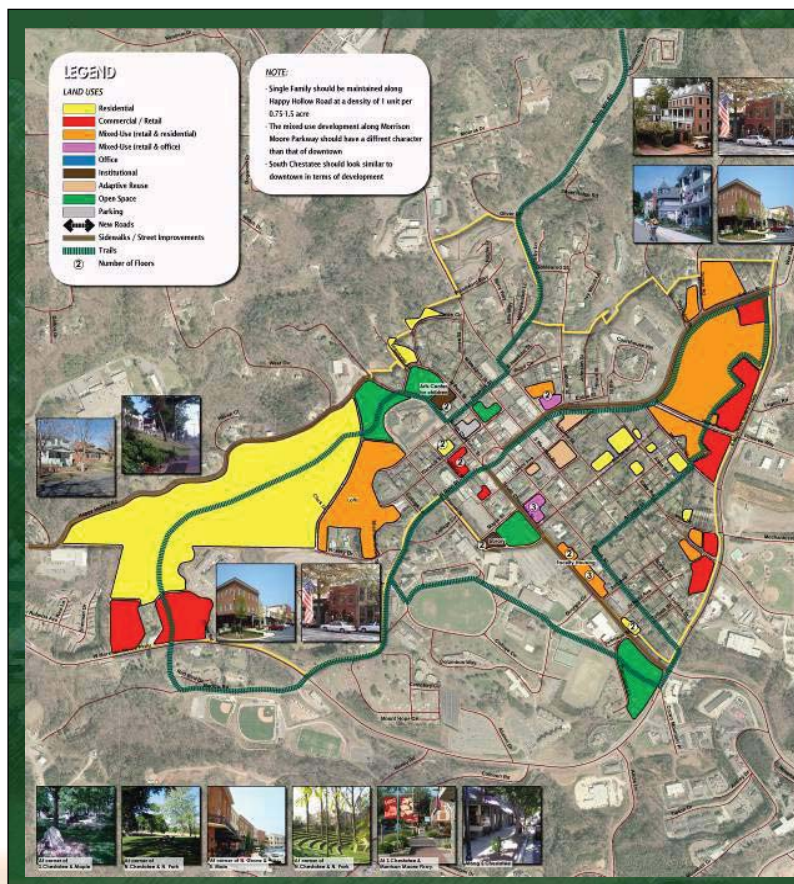






- Trail through west residential area & through downtown towards the reservoir
- Chestatee – institutional & office towards the south & residential & retail towards the core
- Denser development on the east along Morrison Moore Pkwy. Than on the west along Happy Hollow
- New city hall location converted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

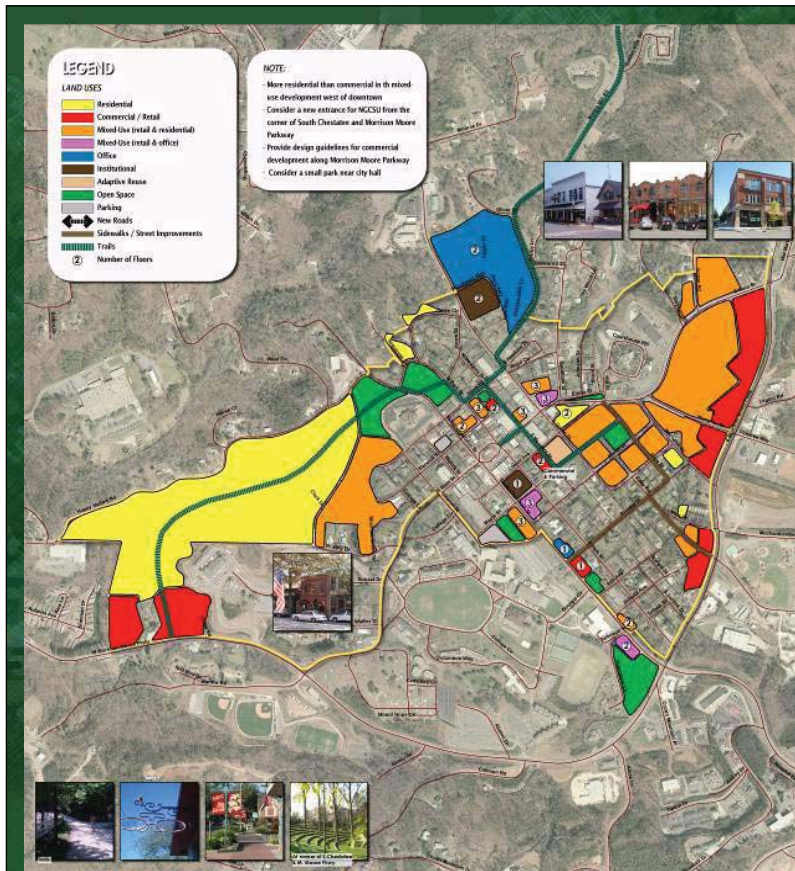
## Group 2



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

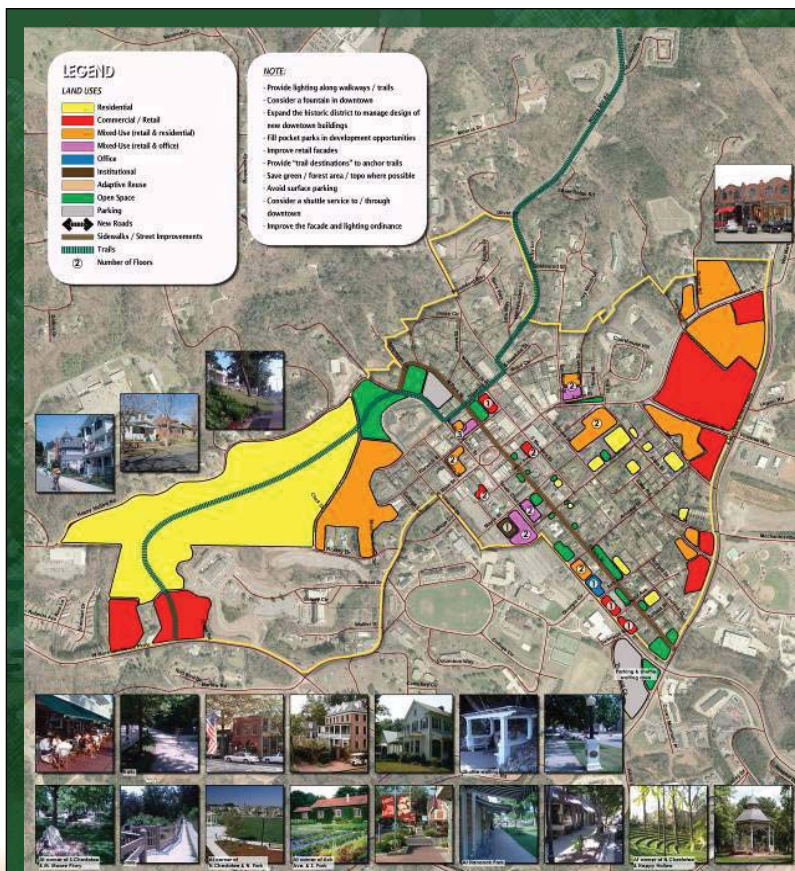
## Group 3





- Trail through west residential area, through downtown and out towards the reservoir
- Chestatee – mix of uses
- Connection between downtown core & mixed-use through transitioned mixed-use development in residential district
- Supporting office uses for new city hall location
- Only commercial along Morrison Moore Pkwy.
- Open space at school location

### Group 4



- Trail through west residential are, through downtown & to the reservoir. Provide destinations to anchor trails
- Chestatee – mix of uses
- More commercial near Morrison Moore development than mixed-use
- Parking and open space at school location
- Pocket parks along S. Park Street
- Shuttle service with parking near entrance of S. Chestatee

### Group 5

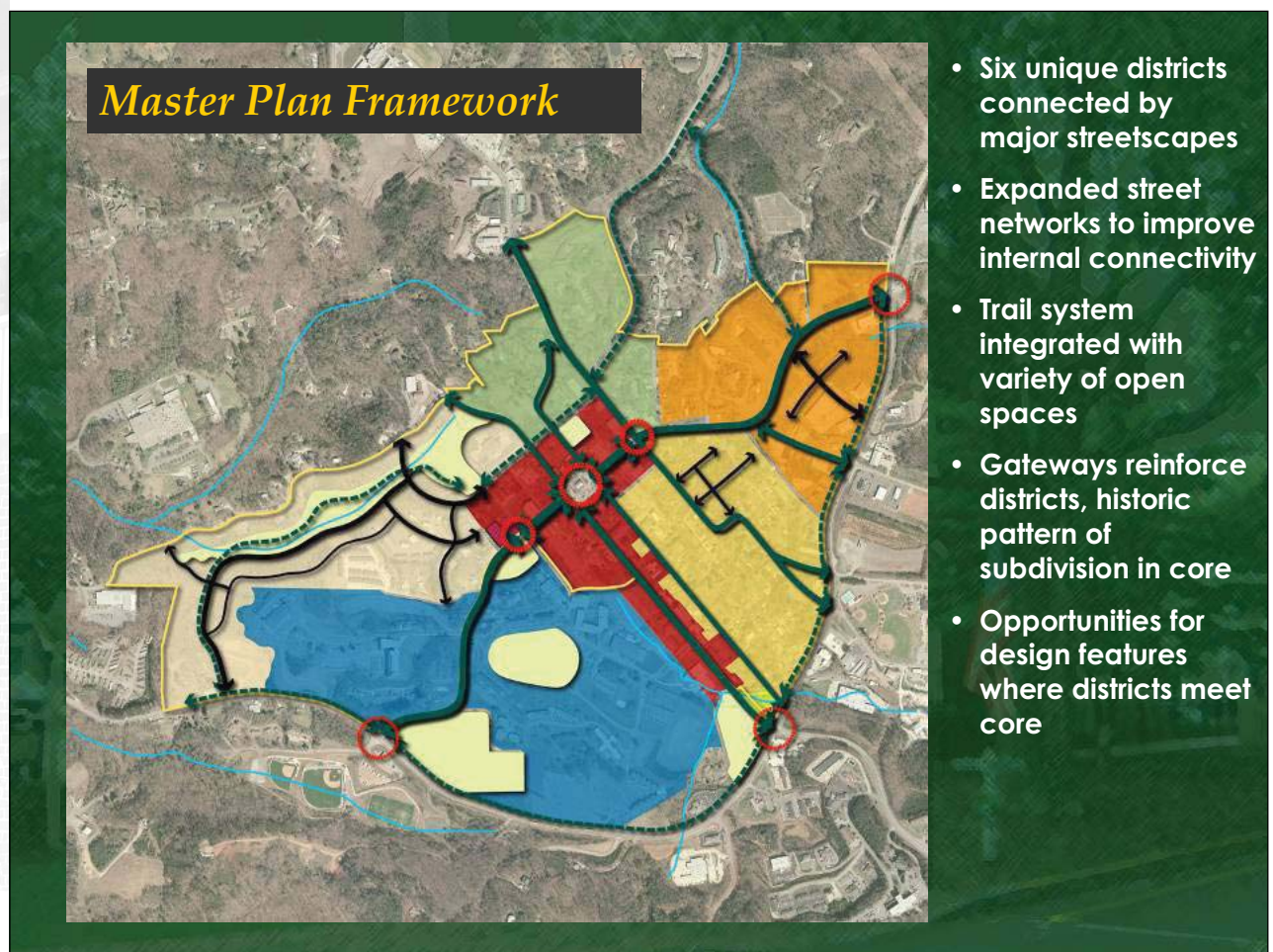


## Public Meeting 3

March 25, 2008

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

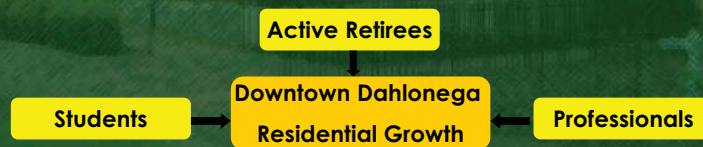
Finally, the public was given another opportunity to participate and provide an opinion on the projects they felt were of the highest priority. They used “play money” to prioritize the projects and give the city an indication of where initial efforts needed to be concentrated.





## Development Potential: Residential

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



## Development Potential: Commercial

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



## Where Would You Spend Your Money?

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



## Workshop #3

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



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

DAHLONEGA DOWNTOWN MASTER PLAN

Priority Projects  
March 2008

