

PART 4 - PLAN IMPLEMENTATION

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

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

Figure 4.1: Catalytic Development Site



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

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

Figure 4.2: Historic gazebo, Agnes Scott College



stakeholder priorities

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

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

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

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

Figure 4.3: Project Prioritization Workshop



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

General Funds / Bonds

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

SPLOST

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

Tax Allocation Districts

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

TE (Transportation Enhancement) and Other Grants

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

GDOT / State Funding

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

Foundations / Institutions / Private Funds

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

The Work Program

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

			TBD		TBD	
			TBD		TBD	
			TBD		TBD	Included in Comprehensive Plan

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

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

Catalyst Developments

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

early steps

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

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

Figure 4.4: Surface Parking using Cellular Grassed Paving



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

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

Figure 4.5: Dedication Plaque on Springer Mountain



