



May 2013

# Downtown Master Plan DAWSONVILLE

Produced for the City of Dawsonville by the Carl Vinson Institute of Government at the University of Georgia





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## **SPECIAL THANKS**

Nick Nicodemus



The page features a solid blue background. In the top right and bottom left corners, there are decorative elements consisting of a grid of squares. The squares are arranged in a staggered pattern and have a wavy, irregular border. The squares alternate between a light blue and a slightly darker blue color, creating a subtle checkerboard effect.

# INTRODUCTION



## **GEOGRAPHY OF DAWSONVILLE**

Incorporated in 1859, Dawsonville sits nestled in the foothills of the Appalachian Mountains, adjacent to Georgia 400 and an hour northeast of Atlanta. This vibrant town, known for its famous NASCAR drivers and infamous moonshiners, has seen significant population growth in the last ten years with an increase of more than 300%. Surrounded by some of the state's most outstanding natural resources, Dawsonville has developed from an agrarian based economy to a diversified economic base with a mix of retail, health and social services, and other sectors that serve the community well.

## **INTRODUCTION**

Vibrant and sustainable downtowns have myriad features in common: walkable street plans with short blocks and alleyways, a moderate mix of uses and densities: easily accessed daily destinations like schools, libraries, parks and playgrounds in addition to traditional businesses and restaurants; and features such as trees, greenery, lighting, seating, and other pedestrian amenities. Downtown Dawsonville has many of these elements. In fact, Dawsonville possesses almost all of these vital ingredients, but has lacked, up until now, a uniformed approach to collectively harness these elements into an overall downtown plan.

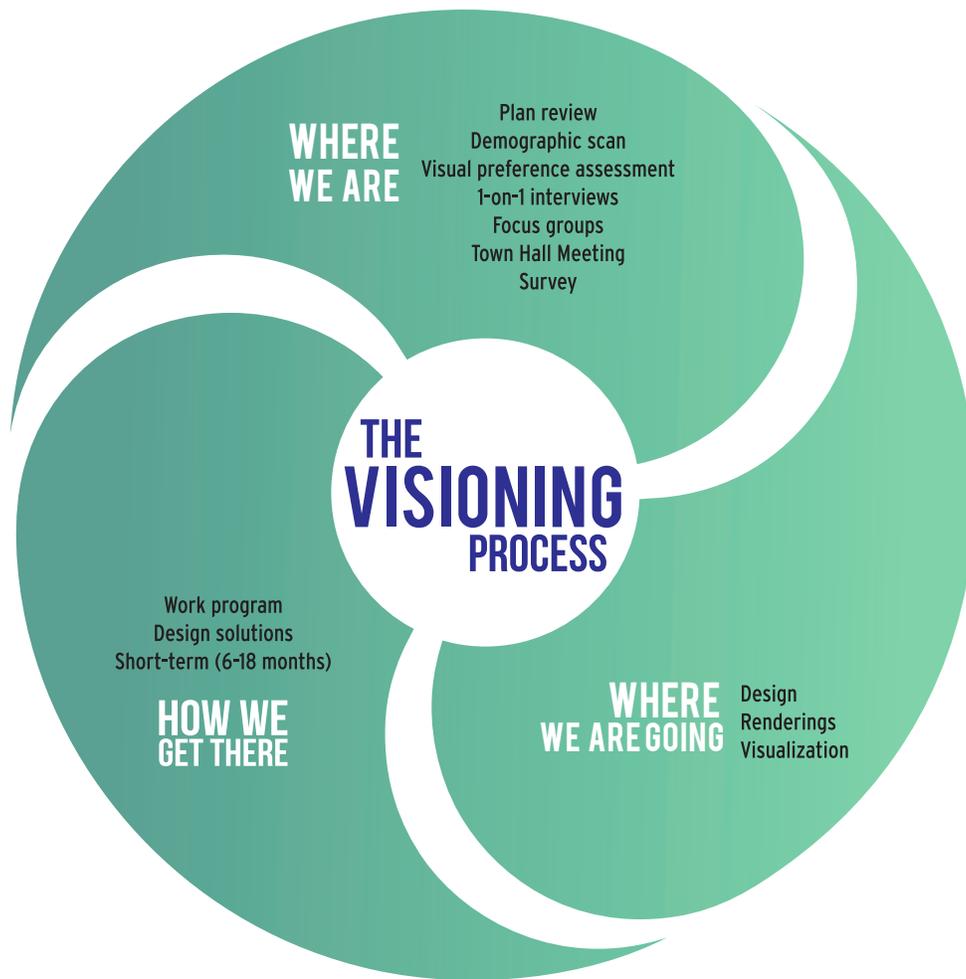


## **ABOUT THE CARL VINSON INSTITUTE OF GOVERNMENT**

For more than 85 years, the Institute of Government has worked with public officials throughout Georgia and around the world to improve governance and people's lives. From Georgia's early days as a largely agrarian state with a modest population to its modern-day status as a national and international force in business, industry, and politics with a population of almost 10 million, the Institute of Government has helped government leaders navigate change and forge strong directions for a better Georgia.



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## THE VISIONING PROCESS

Strategic Visioning is a collaborative planning and decision-making process that relies on broad stakeholder participation and a focus on asset-based development to create a shared community vision, plan, and implementation work plan.

Strategic Visioning helps communities better understand their assets, more clearly identify priorities, and then uses both as a basis for planning. Throughout the development of the community plan, trends that are affecting the community are identified, big picture goals are articulated, and short-term and long-term strategies for implementation are developed.

There are three key steps in developing a master plan based on a strategic vision and implementation plan:

- 1. Where are we now?** Understanding what is in downtown Dawsonville right now is necessary. This first step relies on public engagement to learn the community's story and to understand the past and the present; assets, issues and opportunities are identified through interviews and focus groups, plan reviews, and demographic research.
- 2. Where we are going:** In phase two of the process the community looks to the future and shapes a new vision, setting out what is possible. This vision is interpreted through illustrations and design recommendations so that all can clearly see what the community would like to become.
- 3. How to get there:** As important as the vision is, mapping out a way to get there is just as vital. Creating an implementation plan that moves the community towards its vision for the future is the final step in the strategic visioning process. Community involvement in developing and implementing the plan is critical to a successful outcome: becoming what the community has envisioned it can be.

## WHAT WE HEARD

As part of the engagement process, the Institute of Government relied upon four proven methods for receiving valuable public input:

- **Written and electronic surveys:** The broadest effort was through a survey, available in both written and electronic forms, which was provided to and distributed by the city. Dawsonville applied an outstanding outreach effort, using myriad opportunities to ensure a broad response. The survey was available in newspapers, as a water bill insert, was distributed through the schools, and was available online, among other mechanisms. This plan resulted in an impressive response rate of nearly 18% (results based on the number of survey returned compared to city population). In addition to the residents that participated, 150 visitors completed the survey.
- **Interviews:** Key individuals were identified and one-on-one interviews were conducted by Institute of Government faculty. One of the many benefits of one-on-one interviews is that the comments remain unattributed or anonymous. This allows those being interviewed to be open and honest, critically important to determining how to best address the issues and opportunities that impact any community.
- **Focus Group:** Members of the steering committee took part in a focus group. This format allowed for a facilitated discussion to take place around specific questions. Top downtown issues derived from the public input gathered during focus groups, interviews and surveys.
- **Electronic Town Hall Meeting:** The Dawsonville community participated in a town hall meeting. The participants reviewed public input, designs and the work program developed by the steering committee. During the meeting, participants voted on optional design solutions using individual keypads. The participants also worked in small groups using a wireless computer network that recorded group comments while it simultaneously projected the comments onto a screen for review.

## PUBLIC INPUT

While the wording of the questions used in the surveys, the interviews, and the focus group were not identical, they all solicited the same type of information. The following briefly highlights participant input. The full text of each can be found in the digital appendices.

1. **What makes downtown Dawsonville unique?** A strong sense of history, a ‘small town’ sense of community, the natural surroundings of the site.
2. **What is working well in downtown Dawsonville?** Improvements of infrastructure- new sidewalks; the new courthouse; the revitalization of downtown buildings, the emphasis on moonshine and NASCAR history; and levels of public involvement.
3. **What is not working well?** Downtown is a pass through (people don’t stop); a lack of public greenspace; non-existent downtown life.
4. **Where and how should downtown Dawsonville grow?** Focus on tourism, emphasis on outdoor recreation, infill, culture, walkability, education, and industry; make connections between the local higher-learning facilities and future industry development.
5. **Why do people come downtown now?** Business, attractions and events, school.
6. **Why don’t people come downtown?** A lack of social activity (nothing happening downtown), no nightlife downtown; lack of amenities; feels unsafe because of traffic, and downtown is not walkable.
7. **What would bring more people downtown?** Commerce, cultural activities, housing.
8. **In 10 years, what would you like Dawsonville to look like?** A more beautiful and unique downtown that is pedestrian friendly; a place that is a true destination for those inside and outside

of the community; a place that is safe, active, festive, and social with a tourist-driven tax base and clean industrial growth.

## TOP ISSUES

The key issues that must be addressed to move downtown toward the community's vision of the future were identified. This plan proposes some solutions to these issues but it is important for the community to focus on addressing the issues and not get stuck on any particular solution they do or do not like. There are multiple ways to address the issues. This plan presents some ideas for solutions based on the input received from the community. These issues are:

- A lack of public green space, trees, and other public amenities, such as seating exists.
- Downtown needs more retail, restaurants, and activities.
- Downtown needs better connectivity to link places like City Hall, the arts center, the schools, and the courthouse.
- The buildings should look nicer.
- Downtown is not walkable.
- The traffic is intimidating, particularly the truck traffic.



# INVENTORY & ANALYSIS

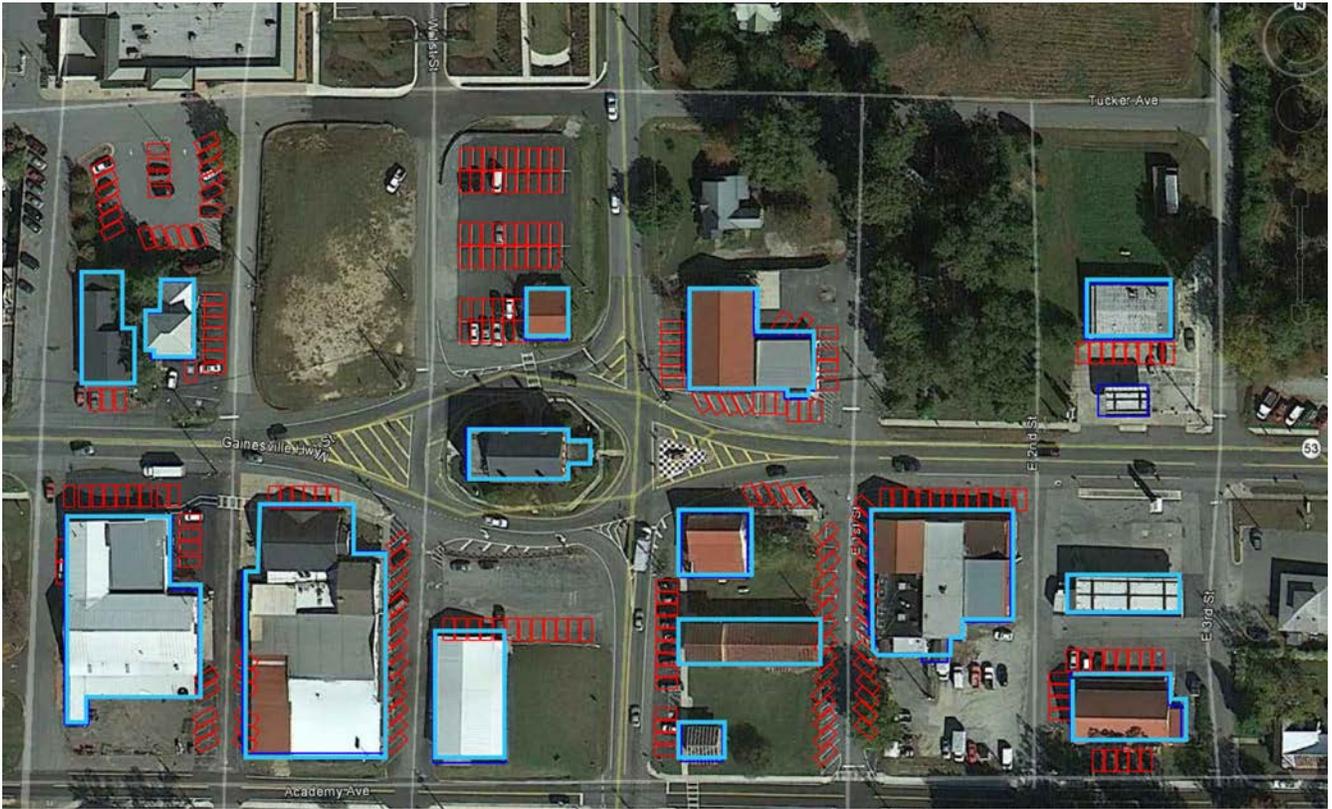


## CIRCULATION

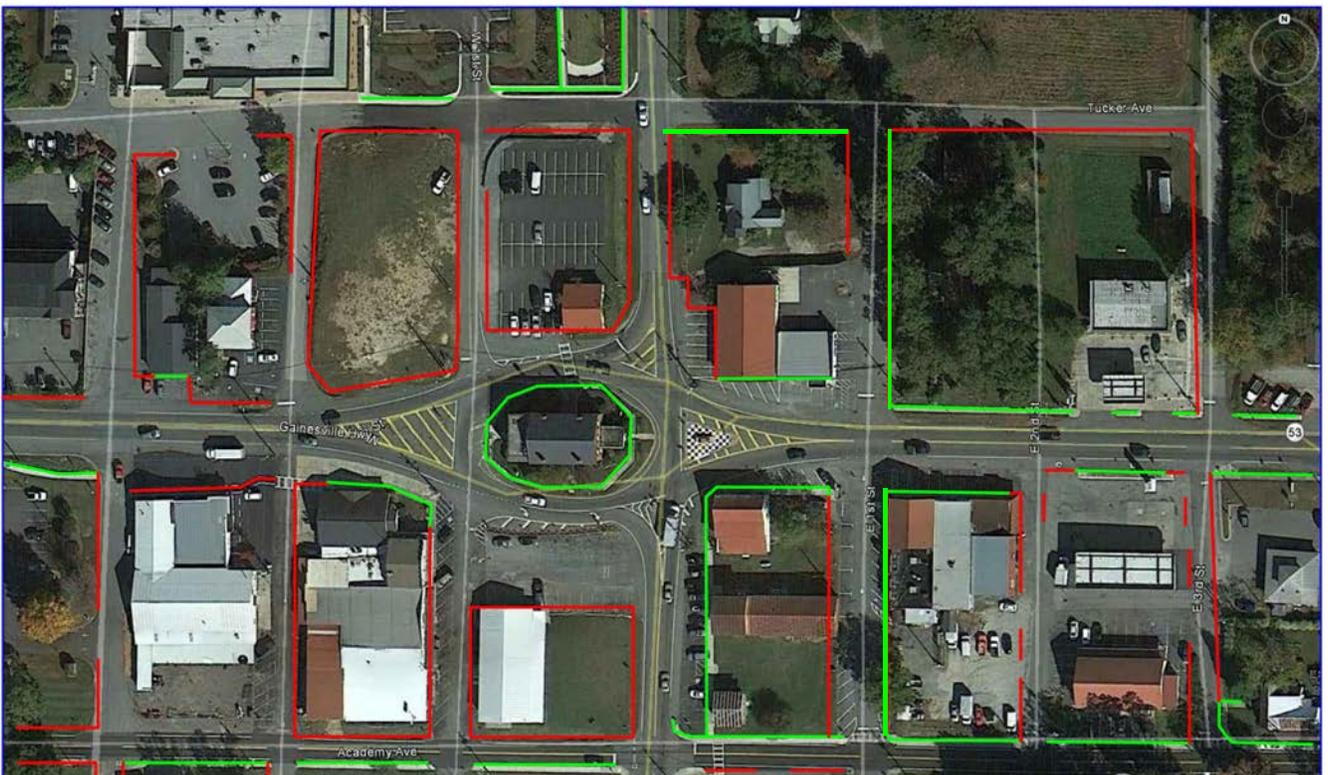
The following maps show areas within downtown where circulation could be improved. An inventory of the parking spaces, sidewalk conditions, and crosswalks was conducted and the results are shown in the following maps.



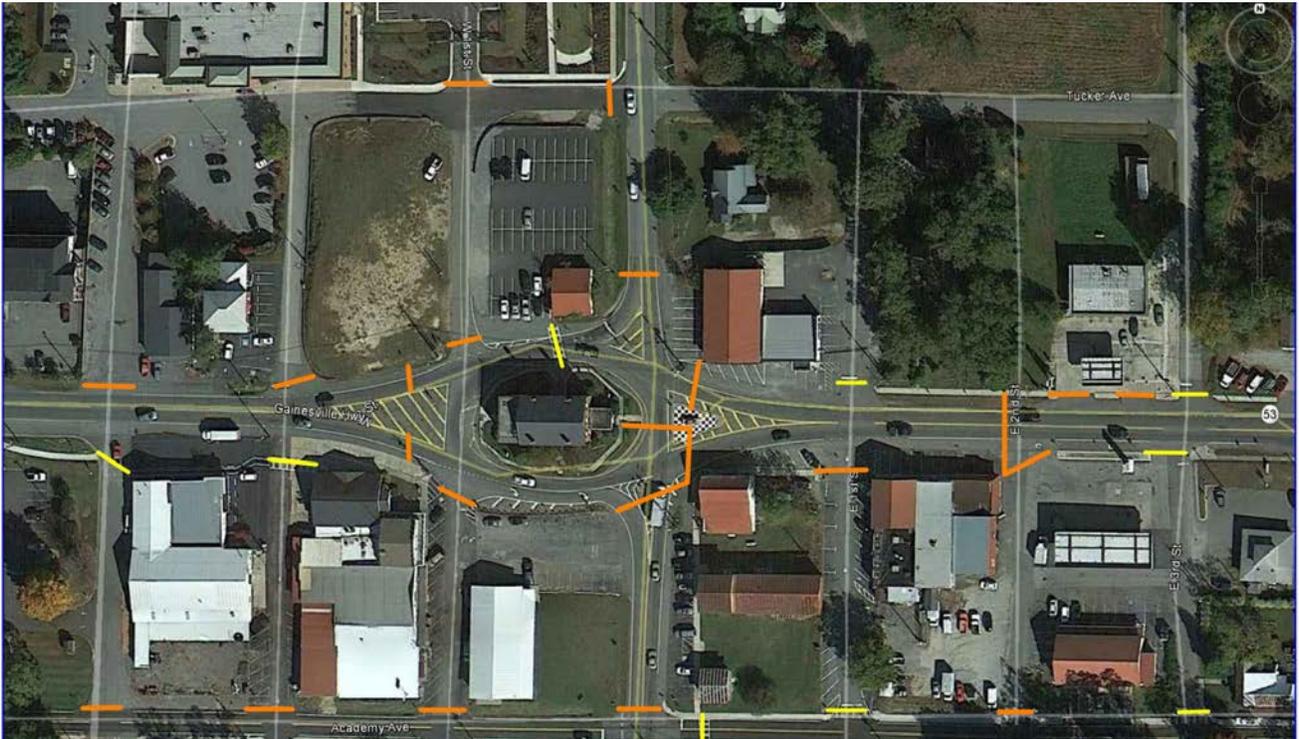
**SCOPE OF PROJECT.** The map shown above highlights the scope of work area downtown.



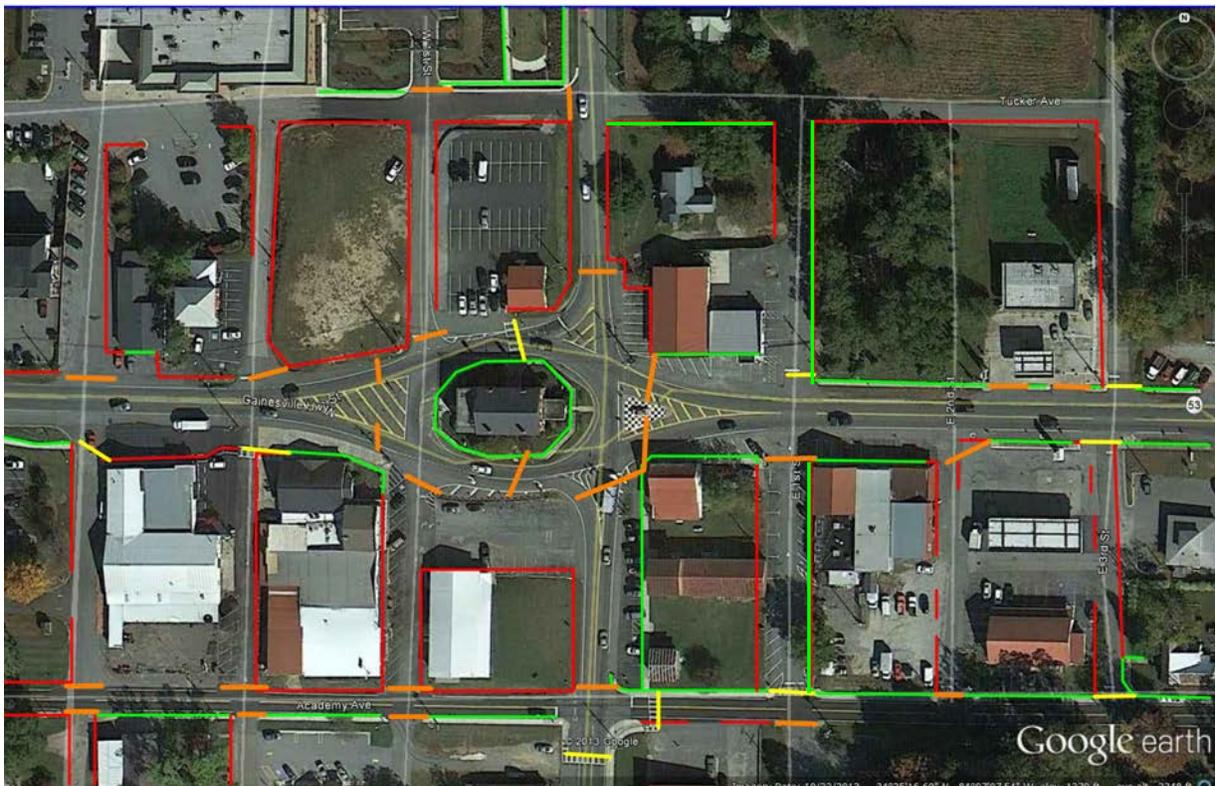
**PARKING INVENTORY.** The map shown above highlights existing parking spaces in red and existing buildings in blue.



**SIDEWALK INVENTORY.** The map shown above highlights existing and needed sidewalks. Green areas indicate where sidewalks exist and red areas highlight where sidewalks are proposed to increase connectivity downtown.



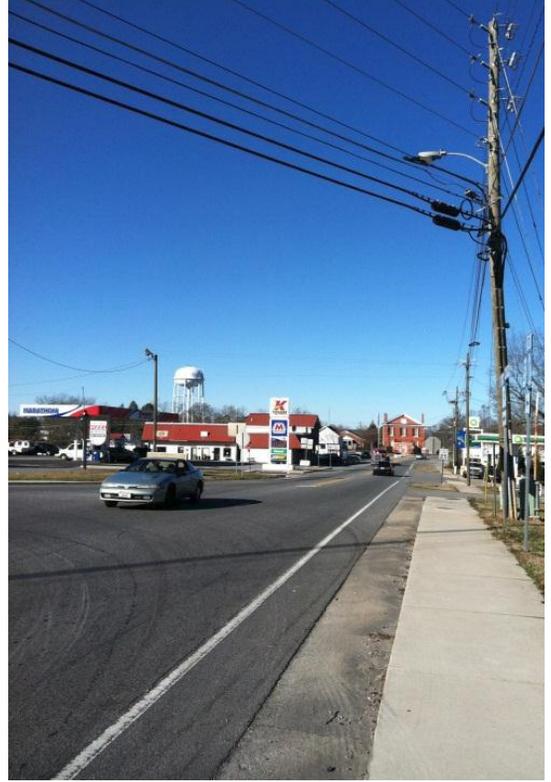
**CROSSWALK INVENTORY.** The map shown above highlights existing and needed crosswalks. Yellow areas indicate where crosswalks exist and orange areas highlight where crosswalks are proposed to increase connectivity downtown.



**CROSSWALKS AND SIDEWALKS.** The map shown above highlights existing and needed sidewalks and crosswalks. Green areas indicate where sidewalks exist and red areas highlight where sidewalks are proposed to increase connectivity downtown. Yellow areas indicate where crosswalks exist and orange areas highlight where crosswalks are proposed.

# POSSIBLE SOLUTIONS

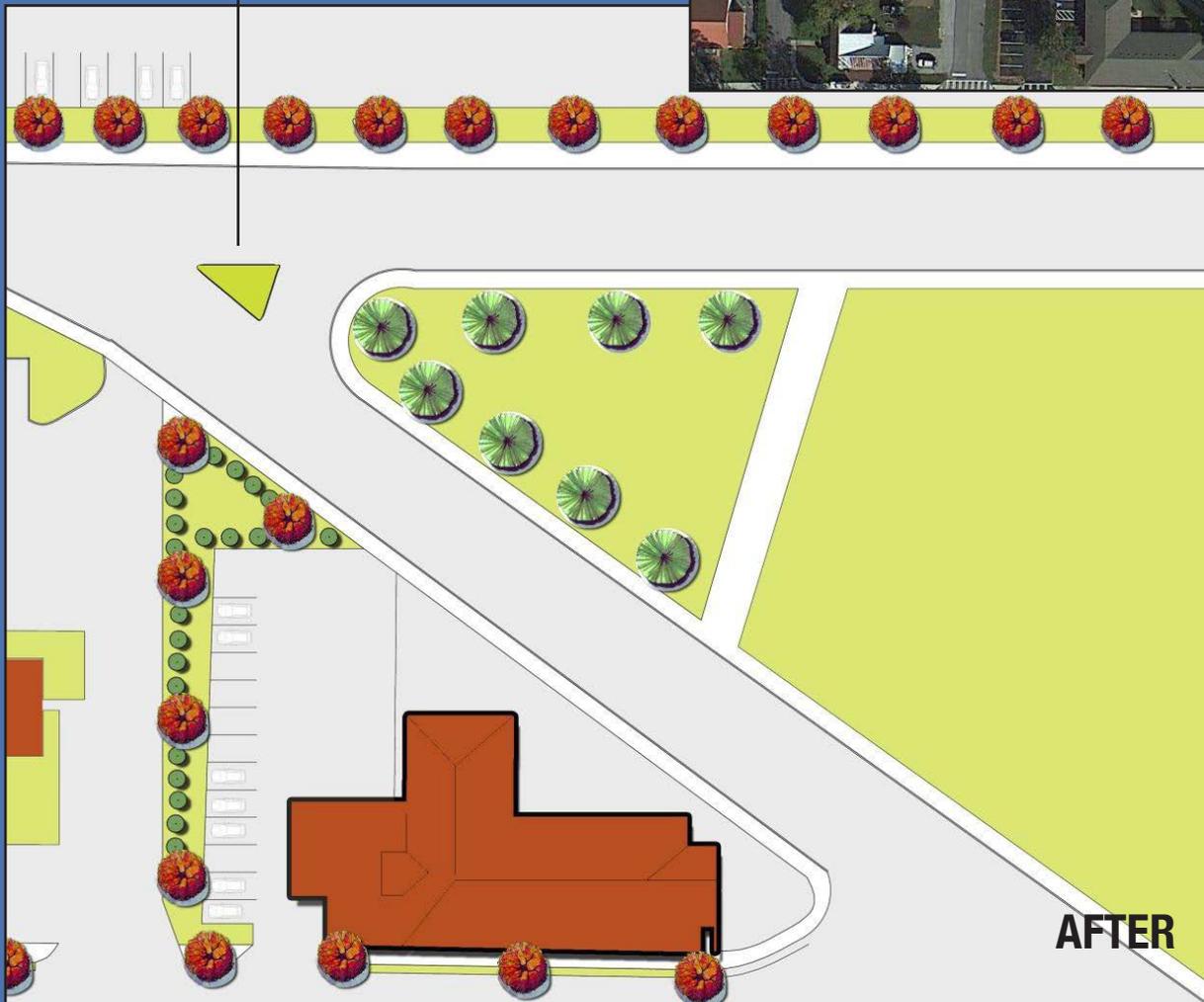
# SECTION I: DAHLONEGA STREET CURRENT CONDITIONS:

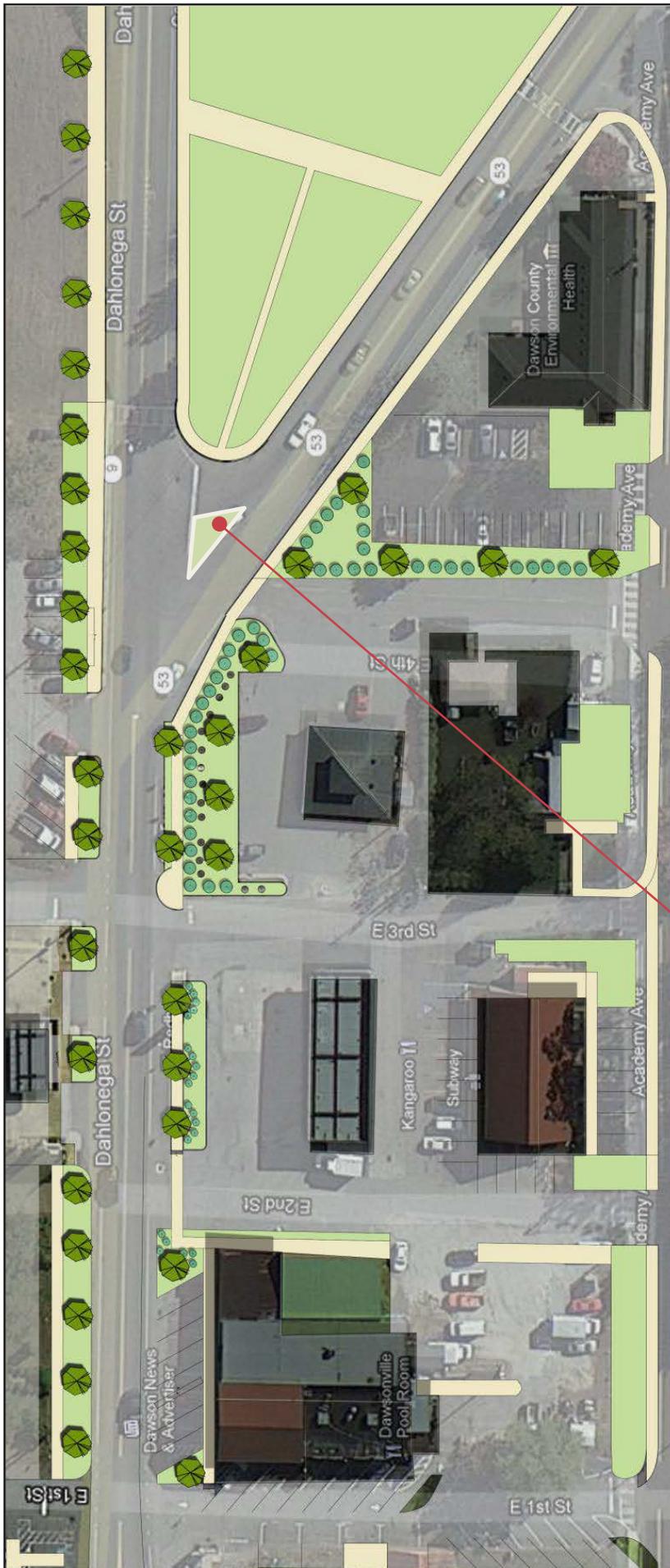


# SECTION I: DAHLONEGA STREET, PROPOSED IMPROVEMENTS:

- Improve curb appeal for existing turf areas and sidewalks
- Include native, low shrub plants
- Suggested street plantings include crape myrtles and willow oak trees
- Build grass berms to separate sidewalk traffic from oncoming traffic
- Pizza Restaurant: provide outdoor patio seating
- V-Median curb: entry signage to downtown
- Continue streetscape by planting trees along sidewalk.
- Improve overall aesthetic of streetscape and improve downtown traffic flow

Proposed triangular median  
to inform visitors arrival into  
downtown Dawsonville





## SECTION I: DAHLONEGA STREET, PROPOSED PLANTING PLAN:

- Recommended street tree planting: willow oak, crape myrtle, red maple

## PLANTED TRIANGLE CONCEPT:

The triangle shown in the plan view is illustrated in the rendering below. The triangle is planted with low plantings and has a “Welcome to Historic Downtown Dawsonville” sign. The sign has a traditional architectural design that fits within the design context of downtown.





## SECTION I: DAHLONEGA STREET, GREENING & FACADE IMPROVEMENTS:

This building faces Dahlonega Street and is located near a key gateway to downtown. The photograph below shows a need for landscaping, signage, and facade improvements.

**BEFORE**



**AFTER**



- added shade trees
- new outdoor patio
- new outdoor dining furniture
- additional landscaping

# SECTION I: DAHLONEGA STREET, STREETScape IMPROVEMENTS:

The following photographs show areas on Dahlonega Street in need of streetscape improvements.

**BEFORE:** The photograph shown right is a view looking down the sidewalk on Dahlonega Street.

**AFTER:** The rendering below shows the sidewalk with landscaping improvements including adding a grass buffer between the street and sidewalk, crape myrtles, and low plantings.



**AFTER**



## SECTION I: DAHLONEGA STREET, STREETScape IMPROVEMENTS:

**BEFORE:** The photograph (left) is a view looking down the sidewalk on Dahlonega Street.

**AFTER:** The rendering below shows the sidewalk with a new planted green buffer between the sidewalk and street to increase pedestrian safety; shade trees and crape myrtles line the street, serving as a visual draw to the center of downtown.



**AFTER**



# SECTION I: DAHLONEGA STREET, STREETScape IMPROVEMENTS:

The following photographs show areas on Dahlonega Street in need of streetscape improvements.

**BEFORE:** The photograph (shown right) is a view looking down the sidewalk on Dahlonega Street.

**AFTER:** The rendering below shows streetscape improvements which clearly define entrances and exits to the business on the right while also beautifying the street. Grass buffers and crape myrtle trees have been added.

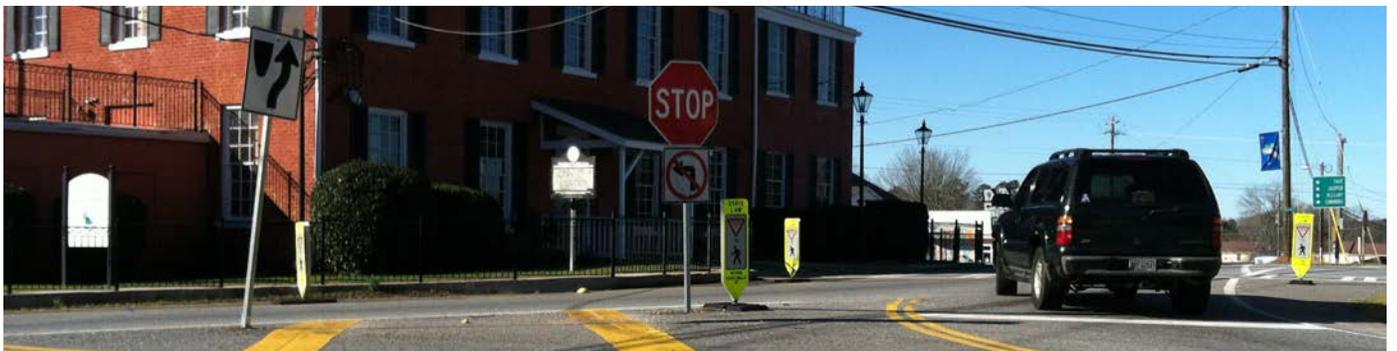


**AFTER**



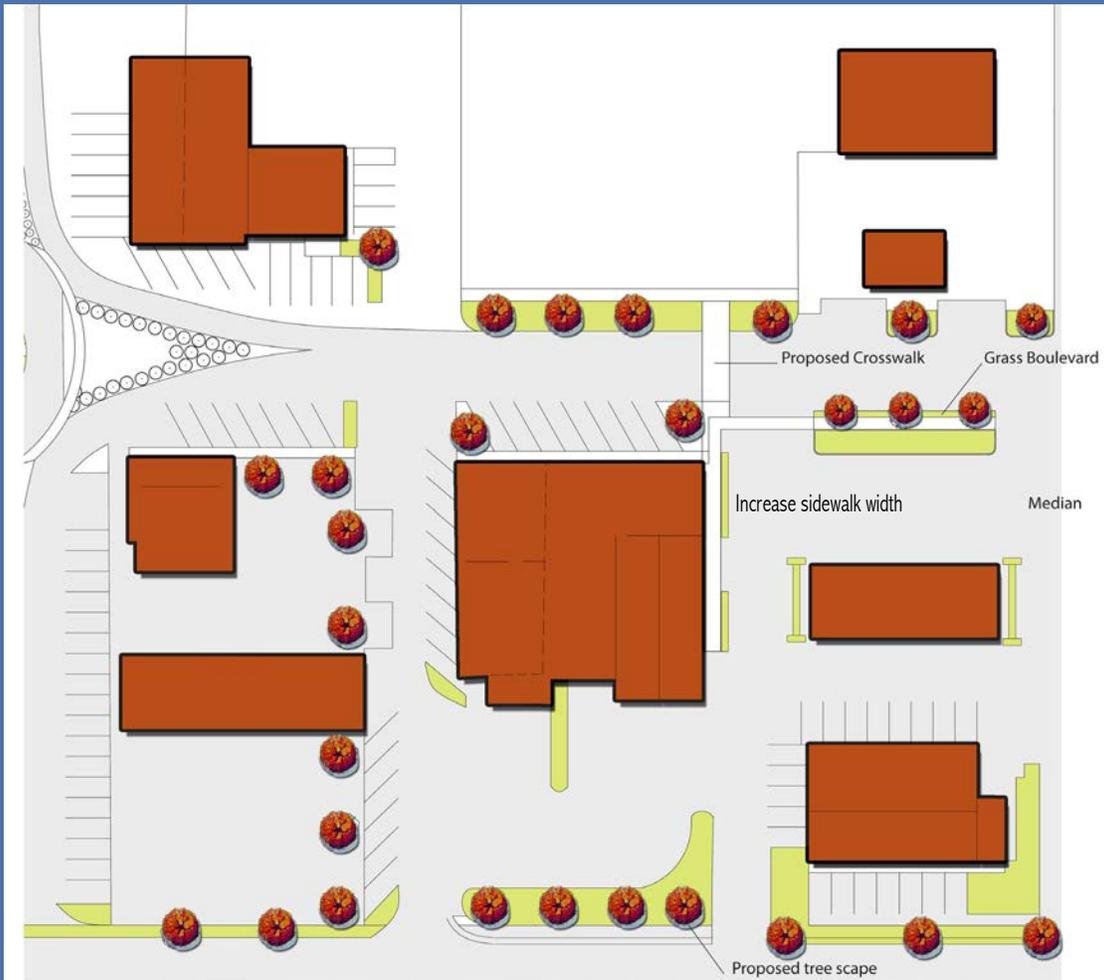


## SECTION II: DAHLONEGA STREET, CURRENT CONDITIONS:



## SECTION II: DAHLONEGA STREET, PROPOSED IMPROVEMENTS:

- Improve curb appeal for existing turf areas and sidewalks
- Improve native low shrub plants
- Suggested street road plantings include: crape myrtles and willow oak trees
- Build grass buffers to separate sidewalk traffic from oncoming vehicle traffic
- Add a median to create more green space and a more defined parking area
- Add a crosswalk to improve safety and circulation
- Continue the streetscape by planting trees along the sidewalk
- Improve the overall streetscape aesthetic and improve downtown traffic flow
- Widen sidewalk and adjust parking to angled spaces



## SECTION II: DAHLONEGA STREET, FACADE & STREETScape IMPROVEMENTS:

**BEFORE:** The photograph shown right is a view looking down Dahlonega Street.

**AFTER:** The rendering below shows the new improvements, including the addition and definition of the curb with planted grass and crape myrtles.



## SECTION II: DAHLONEGA STREET, FACADE & STREETScape IMPROVEMENTS:

**BEFORE:** The photograph shown right is a building on Dahlonega Street that has recently been occupied by an antique business.

**AFTER:** The rendering below shows the building with some landscaping and facade improvements including planted grass buffers and low plantings, shade trees, decorative signage and an awning.



**AFTER**



## SECTION II: DAHLONEGA STREET, FACADE & STREETScape IMPROVEMENTS:

**BEFORE:** The photograph at right shows the empty lot behind a building on Dahlonega Street. The lot backs up to The Scottie Dog Cafe.

**AFTER:** The rendering below shows the lot reused as an outdoor dining patio for The Scottie Dog Cafe.



**AFTER**



## SECTION II: DAHLONEGA STREET, GREENING:

**BEFORE:** The photograph shown right is a paved surface off of Dahlonega Street.

**AFTER:** The rendering below shows the area planted with grass, a low-cost solution that can be applied in paved areas throughout downtown to enhance the streetscape.



## SECTION II: DAHLONEGA STREET, GREENING & CROSSWALK ADDITIONS:

**BEFORE:** The photograph at right shows an intersection on Dahlonega Street.

**AFTER:** The rendering below shows the intersection with a race flag-themed crosswalk, low plantings which define the sidewalk, a shade tree, and parking spaces which have been changed to a diagonal orientation.



**AFTER**



## SECTION II: DAHLONEGA STREET, GREENING & CROSSWALK ADDITIONS:

**BEFORE:** The photograph at right shows the intersection of Dahlonega Street and Shoal Creek Road. Currently, no sidewalk connects the new courthouse to downtown.

**AFTER:** The rendering below shows the intersection with a new crosswalk and sidewalks to increase pedestrian safety and connectivity. Shade trees have been planted and a grass buffer separates the sidewalk from the road.



BEFORE

AFTER



## SECTION II: DAHLONEGA STREET, GREENING & CROSSWALK ADDITIONS:

**BEFORE:** The photograph at right shows the intersection of Dahlonega Street and Shoal Creek Road. Currently, no sidewalk connects the new courthouse to downtown. The photograph below is a view looking down Shoal Creek towards the new courthouse where a new sidewalk has been implemented but the sidewalk ends there.

**AFTER:** The rendering below shows the intersection with a new crosswalk and sidewalks to increase pedestrian safety and connectivity. Shade trees have been planted and a grass buffer separates the sidewalk from the road.



**BEFORE**



**AFTER**



**SECTION III: DAHLONEGA STREET / MAIN STREET,  
CURRENT CONDITIONS:**



## SECTION III: DAHLONEGA STREET / MAIN STREET, PROPOSED IMPROVEMENTS:

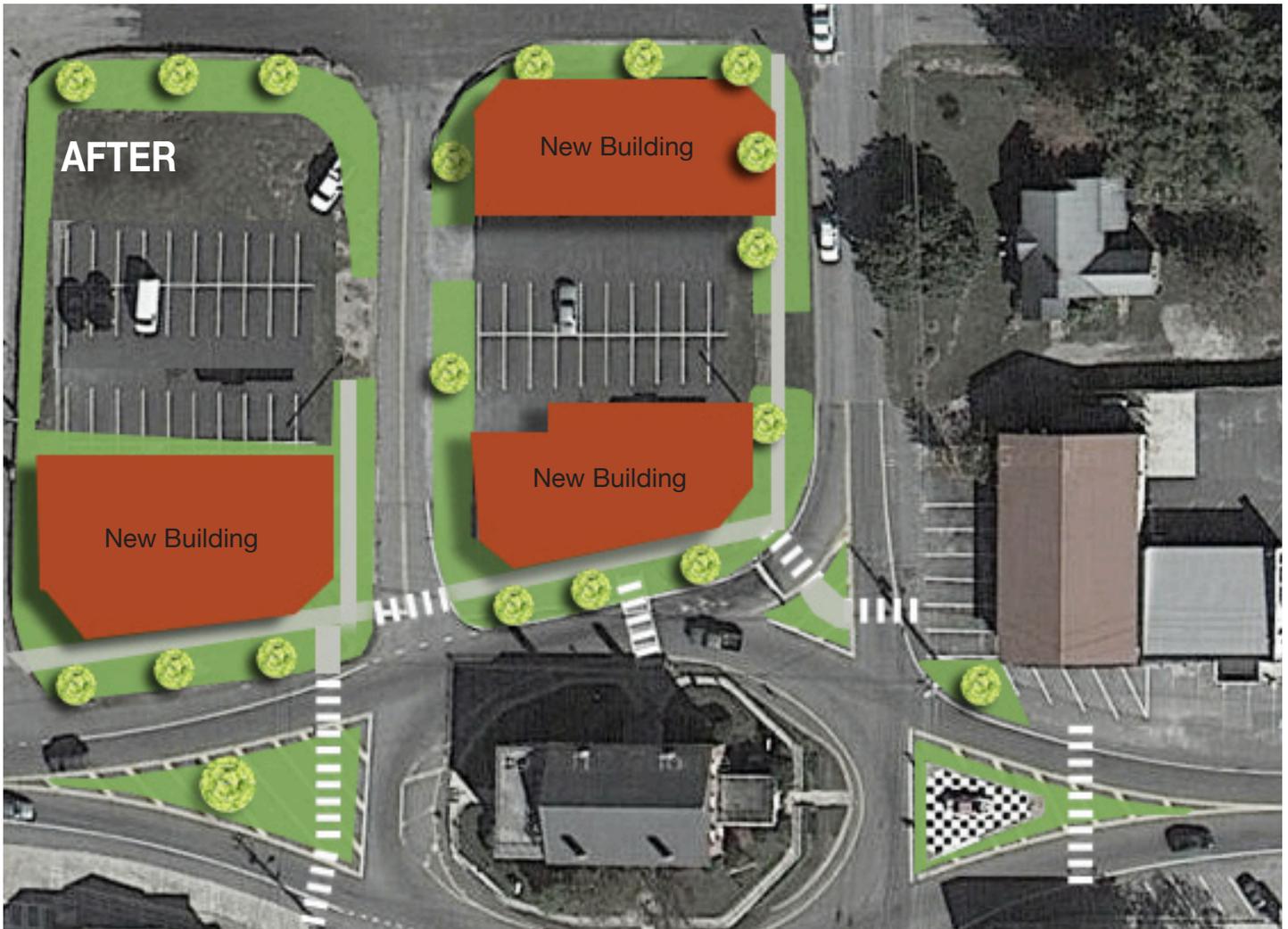
- Community formal park infill or commercial development
- Creation of a traffic circle circulation pattern
- Addition of low shrubs on medians
- Addition of crosswalks to improve safety and circulation
- Removal of overhead wires and poles from area surrounding the historic courthouse



AFTER



### SECTION III: DAHLONEGA STREET / MAIN STREET, PROPOSED INFILL DEVELOPMENT:



**INFILL DEVELOPMENT, PLAN VIEW.** The map shown above shows where new infill development could be located on Dahlonega Street/Main Street. The proposed infill development includes storefront sidewalk accessibility with buildings facing the street corners. Multiple buildings could be built on either lot, however, this is one configuration with parking in the rear.

## SECTION III: DAHLONEGA STREET, REMOVAL OF POWER LINES:

**BEFORE:** The photograph shown right is of the courthouse with the current utility wires and poles that line the street.

**AFTER:** The rendering below shows the courthouse and street with poles and wires removed, leaving the space cleaner and less visually cluttered.



**AFTER**



### SECTION III: DAHLONEGA STREET / MAIN STREET, PROPOSED PARK DEVELOPMENT:

**BEFORE:** The photograph shown right is a view looking down Main Street. The vacant space on the left side of the street is a possible location for a downtown park.

**AFTER:** The rendering below shows the space reused as a downtown park. Crosswalks have been added for pedestrian safety. Trees, street lamps, and landscaping improve the streetscape. The park has a welcoming brick gateway.



**AFTER**



## SECTION III: DAHLONEGA STREET / MAIN STREET, PROPOSED INFILL DEVELOPMENT:

**BEFORE:** The photograph shown right is a view looking down Main Street. The vacant space on the left side of the street is a possible location for infill development.

**AFTER:** The rendering below shows the space with new infill. The buildings face Dahlonega Street / Main Street and address the corners (see plan view on previous page). A planted buffer separates the sidewalk from the street, therefore beautifying the streetscaping and making it safer to walk on the sidewalk. A brick crosswalk has been added and the painted median has been planted.



**AFTER**



## SECTION III: DAHLONEGA STREET / MAIN STREET, LANDSCAPING IMPROVEMENTS:

**BEFORE:** The photograph shown right is a view looking down Dahlongega Street / Main Street. This is the view that visitors will see as they approach downtown. Since this is an important gateway to downtown, this space would benefit greatly from some landscaping improvements.

**AFTER:** The rendering below shows the painted triangle after being planted with grass and a crape myrtle tree. A crosswalk has also been added for better connectivity and pedestrian safety.



**AFTER**



## SECTION III: DAHLONEGA STREET / MAIN STREET, LANDSCAPING & CROSSWALK ADDITIONS:

**BEFORE:** The photograph shown right is the opposite view looking down Dahlongega Street / Main Street as the previous page. The painted triangle is a space that could look better if planted. Since this is an important gateway to downtown, this space would benefit greatly from some landscaping improvements.

**AFTER:** The rendering below shows the painted triangle after being planted with grass and a crape myrtle tree. A crosswalk has also been added for better connectivity and pedestrian safety.

BEFORE



AFTER



### SECTION III: DAHLONEGA STREET / MAIN STREET, GREENING:

**BEFORE:** The photograph shown right is a view of a painted space that would look better if planted.

**AFTER:** The rendering below shows the painted space after being planted with grass and shade trees. Note: There is still plenty of room for handicapped individuals to access the sidewalk in the striped area.



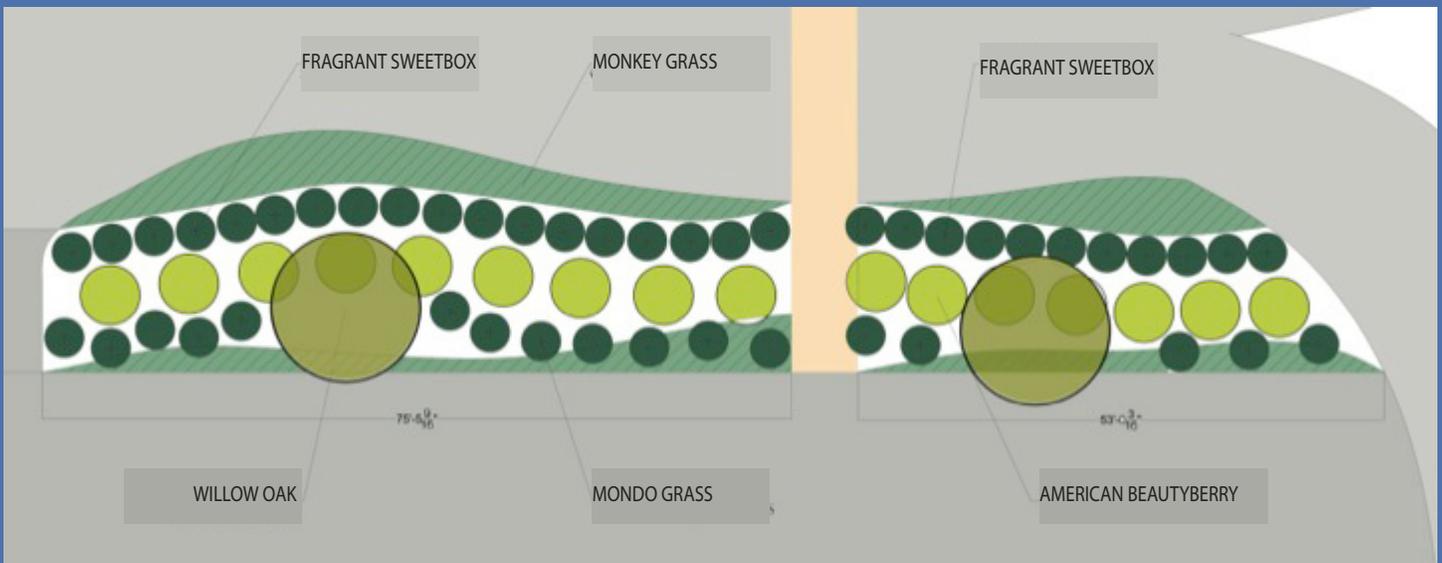
**SECTION IV: HIGHWAY 9,  
CURRENT CONDITIONS**



# SECTION IV: HIGHWAY 9, PLANTING PLAN



**BEFORE:** The map (left) shows the focus area along Highway 9 and Main Street. There is a large paved lot with a rock wall directly across from the historic courthouse. This area will be replanted with the plants in the plan view shown below.



**AFTER:** The planting plan shown above will be implemented in the space highlighted in the map. Plantings include native species that will be easily maintained. The newly landscaped area will help green the large paved area and add to the overall aesthetic of downtown.

**AFTER:** The rendering at right shows the planting plan in perspective view.



## SECTION IV: HIGHWAY 9, PROPOSED CUT-THROUGH

**BEFORE:** The photograph (right) shows a vacant space between two buildings on Highway 9.

**AFTER:** The rendering (below) shows the vacant space with a cut-through pathway that links Highway 9 to adjacent streets. Shade trees are planted throughout the lot. Murals could be added to adjacent building walls and benches and picnic tables could be added to create a space that encourages people to stay downtown.



**AFTER**



## SECTION IV: HIGHWAY 9, PROPOSED INFILL DEVELOPMENT:

**BEFORE:** The photographs below are a view of the buildings on Highway 9. The vacant spaces between the buildings need to be addressed.

**AFTER:** The rendering below shows new infill in the vacant spaces. Infill completes the streetscape and is designed to fit within the architectural context of the street.



## SECTION IV: HIGHWAY 9, PROPOSED INFILL DEVELOPMENT:

**BEFORE:** The photograph (shown right) is of a vacant lot on Highway 9.

**AFTER:** The rendering below shows the space with new infill. The new building faces the corner and is designed to be the appropriate height and architectural style as the other buildings on Highway 9.

**BEFORE**



**AFTER**



**SECTION V: CITY HALL COMPLEX,  
CURRENT CONDITIONS:**

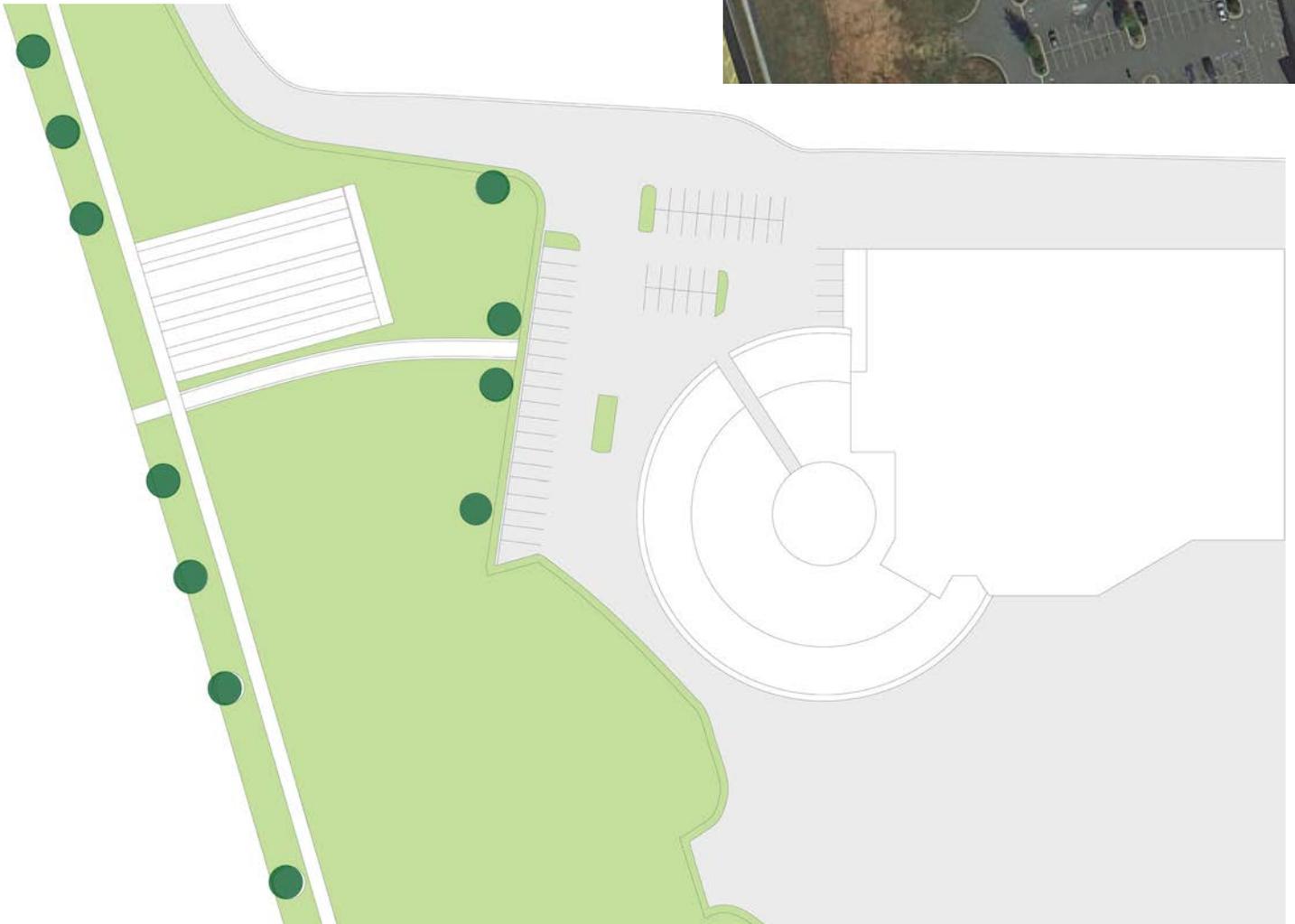


## SECTION V: CITY HALL COMPLEX, NEW PARKING LOT DESIGN:

The plan view of the City Hall Complex shown below is a parking lot design that includes plantings and pervious paved surfaces to help reduce storm water runoff. A crosswalk has been added that bisects the lot for pedestrian safety and circulation. The proposed changes include the additional sidewalks to improve accessibility and connectivity; the incorporation of a race car-themed playground as an extension to the museum; the addition of planted islands within the parking lot and designated cross path through the parking lot; and the addition of deciduous tree plantings along sidewalks.



**AFTER**



## SECTION V: CITY HALL COMPLEX, PROPOSED STREETSCAPING IMPROVEMENTS:

**BEFORE:** The photograph shown right is a view of the City Hall Complex's entrance to the parking lot. The sidewalk is not continued from Highway 53.

**AFTER:** The rendering below shows the space with a sidewalk continued from Highway 53 that reaches City Hall, The Georgia Racing Hall of Fame, and the Moonshine Museum. The new sidewalk will connect the complex to downtown. Shade trees have been added along the sidewalk.



**AFTER**



# SECTION V: CITY HALL COMPLEX, PROPOSED STREETSCAPING IMPROVEMENTS:

**BEFORE:** The photograph shown right is a view of the sidewalk in front of the City Hall Complex.

**AFTER:** The rendering below shows the sidewalk with shade trees planted along the sidewalk.

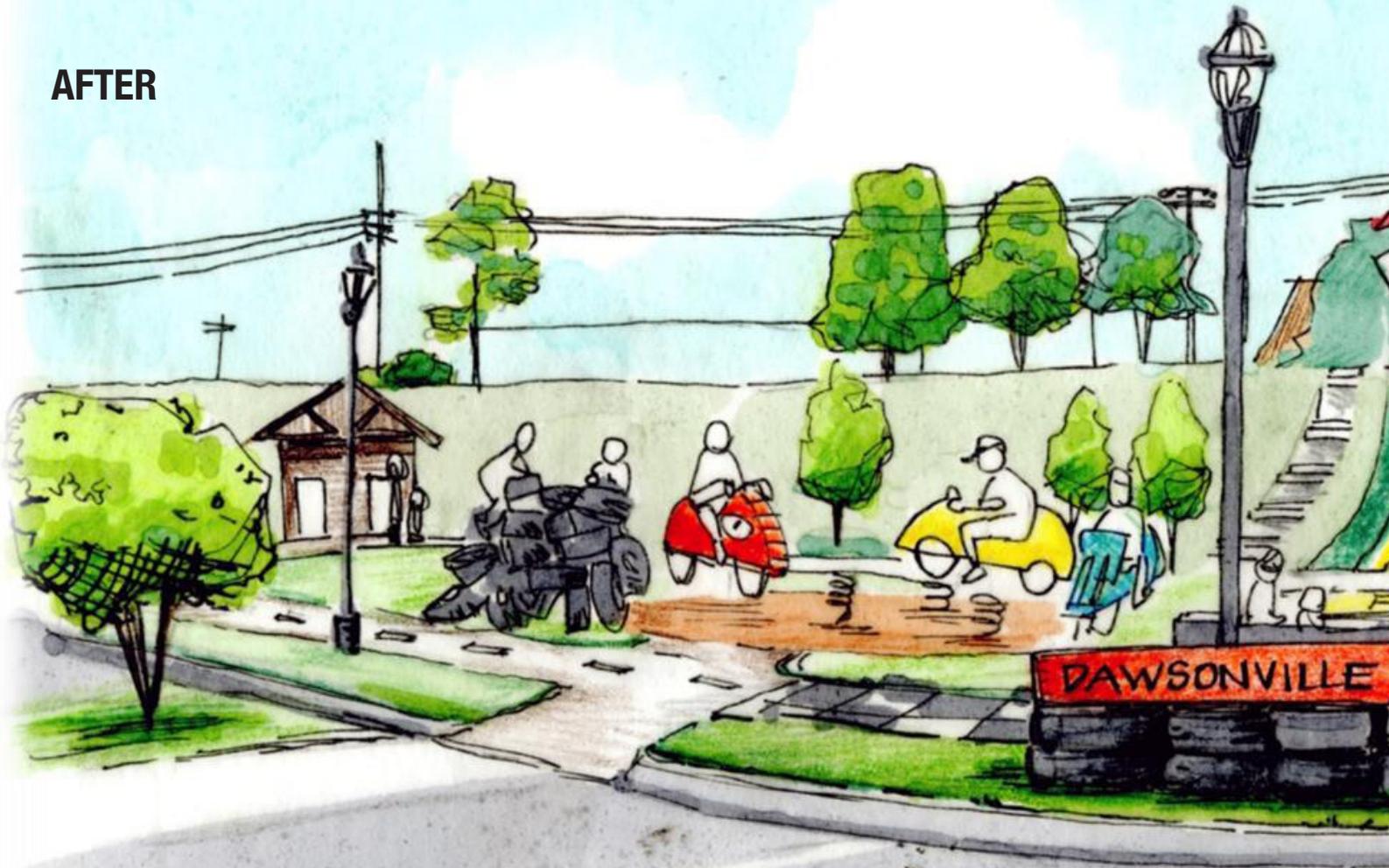


## SECTION V: CITY HALL COMPLEX, RACECAR-THEMED PLAYGROUND:

**BEFORE:** The photograph shown right is a view of the empty space located in front of the City Hall Complex (City Hall, The Georgia Racing Hall of Fame, and the Moonshine Museum).

**AFTER:** The rendering below shows the space reused as a racecar-themed playground, designed to celebrate the unique racing history of Dawsonville while keeping it in the appropriate location next to the Georgia Racing Hall of Fame. Slides are built into the hill allowing children to “race” in the lanes. Playground equipment continues this theme, made of plastic cars and tires. Shade trees have been added and shade structures with seating have been installed for protection from the heat. Though not shown in this rendering, a splash pad / play fountain may also be a good escape from the summer heat.

**AFTER**





## SECTION V: CITY HALL COMPLEX, PROPOSED IMPROVEMENTS:

**BEFORE:** The photograph shown right is a view looking at the plaza at City Hall Complex.

**AFTER:** The rendering below shows the plaza being used for music festivals or concerts.

**BEFORE**



**AFTER**



# SECTION VI: NORTH GEORGIA PREMIUM OUTLETS/ DOWNTOWN MARKETING

BEFORE: The photograph (shown right) is of a space at the North Georgia Premium Outlets on GA-400.

AFTER: The rendering below shows the space with signage that connects the outlet mall back to downtown Dawsonville. The sign shows Dawsonville's NASCAR star Bill Elliott stating, "Have you visited Downtown Dawsonville lately?" and is backed by his racecar.



BEFORE

AFTER



## SECTION VI: MARKETING CONCEPTS



**BEFORE**

**BEFORE:** The photograph (left) is of the taxi-themed shopping carts at the North Georgia Premium Outlets located on GA-400.

**AFTER:** The rendering below shows the shopping carts with a racecar theme that speaks to the Dawsonville racing history. The carts could have downtown advertising printed on them to market events or destinations downtown. This is a subtle way of linking small design concepts to downtown.



**AFTER**

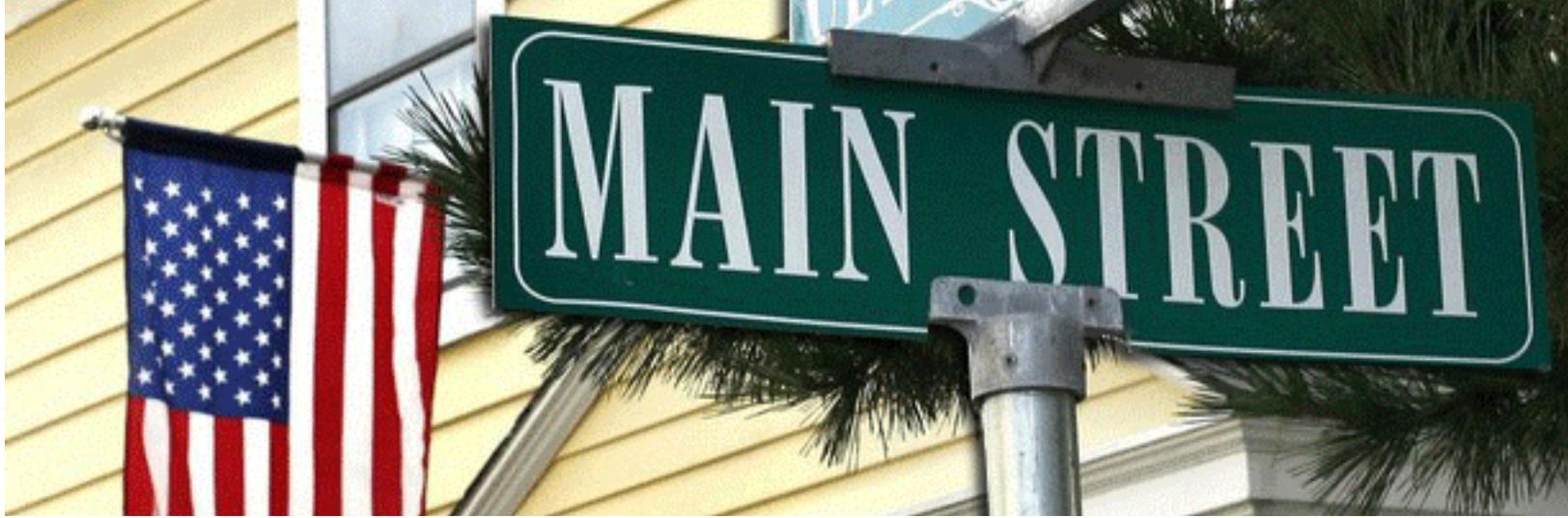


**BEFORE**



**AFTER**

# WORK PROGRAM



## THE MAIN STREET FOUR-POINT APPROACH®

Modeled after the Main Street Four-Point Approach®, the Carl Vinson Institute of Government has created an organized and systematic approach to downtown redevelopment and revitalization. The process itself focuses on creating a community vision based on broad community engagement and input that leads to the development of an implementation plan with a step by step guide for success. The plan itself focuses on four program components: Coordination, Marketing, Vision and Design, and Economic Development. To be successful, communities must look to address issues and opportunities in each of the components, working with broad public support for the betterment of the community.

Across each of the four program components, there is one critical element: public input and engagement. Those who live in a place know more than anyone what is needed and what is wanted. Without the buy-in and support of the community, issues will not be addressed and opportunities will not be seized. A community must first and foremost meet the needs of its residents, and after that, opportunities to increase tourism and other economic opportunities will follow. Dawsonville has created a work program that is built upon the input of its residents and it addresses the following components:

- 1.** Coordination: Coordination ensures that everyone engaged in the process is on the same page, moving towards the same goal, in an effective and efficient manner. Coordination assigns responsibility and is vital to moving forward.
- 2.** Marketing: Marketing is used to broadly announce the positive aspects of the community, to tell the community's story, to share its greatest assets, and to bring not only those from the outside in, but to make sure those on the inside are aware and engaged. Marketing is used to promote specific events and venues, but also to generally promote the community.
- 3.** Vision and Design: Vision is how we want our community to look, and design is the interpretation of that vision. Design is used to reflect the potential of the community, taking what is and making it better and showing what could be. Design improves the physical environment and can range from using a can of paint to mark parking spaces to large new infill developments. Design also shows us where public amenities like sidewalks, benches, planters, and trees should be placed.
- 4.** Economic Development: Economic development should first focus on strengthening what is already there and then determining what other elements could successfully contribute to the local community. Economic development also means supporting existing assets through training and other forms of assistance.

Coordination

Marketing

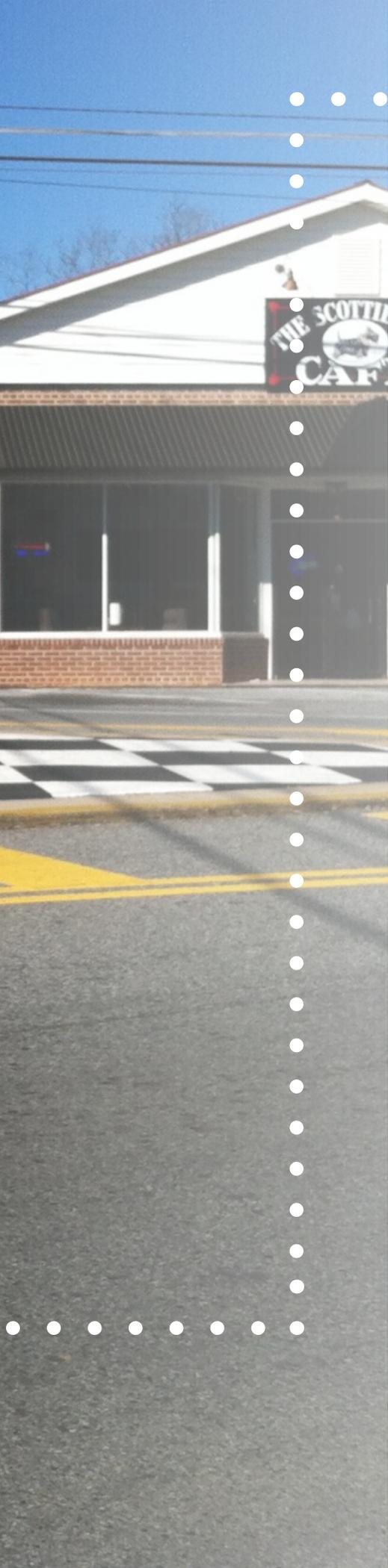
THE **MOST CRITICAL** ELEMENT TO SUCCESS:  
PUBLIC INPUT AND ENGAGEMENT.

Vision and Design

Economic  
Development



the  
*QUICK START*  
**WORK PROGRAM** . . . . .



## COORDINATION

Group: Coordination Committee

Chair: Nick Nicodemus

- Meeting date and time: first Wednesday or Friday of each month at 11:30am/12:30pm (to be determined) at Peach Brandy Cottage for lunch and business.

### Goal 1: Create DDA Website

1. Get permission from James Grogan to use “IT in a Box” who the city is using
2. Content for DDA Website – responsibility of Kim Boim & Nick
3. Determine how far along “IT in a Box” is with their work on city’s website

#### Members:

Kimberly Boim		dawsonadvertiser.com

#### Steps for Success

1. Get permission from James Grogan to use “IT in a Box” who the city is using to develop webpage
2. Content for DDA Website (responsibility of Kim Boim & Nick)
3. Determine how far along “IT in a Box” is with their work on city’s website

**Who is responsible:** Nick Nicodemus

- Timeline (start and finish dates): Start: March 15, 2013; Finish: May 15, 2013
- Budget: To Be Determined (TBD)
- Immediate Threats: IT in a Box scope of work and timetable

### Goal 2: Promote the Master Plan Town Hall Meeting

#### Steps for Success

1. Book space
2. Space setup: round tables that seat eight (8), large screen, LCD projector and microphone
3. Develop a press release for the Town Hall Event
4. Create distribution plan
  - Newspapers, Chamber/website, Women’s Club, Rotary, Lions Club, Scouting, Dawson County employees, Dawson County School employees/students, Veterans Group and put notice in April City water bills.

**Who is responsible:** Nick Nicodemus

- Timeline (start and finish dates): Start: March 15, 2013; Finish: April 30, 2013
- Budget: TBD
- Immediate Threats: TBD

### Goal 3: Drive-In Movie Theater for the Local Community

**Steps for Success:**

1. Consider possible locations for the drive-in theater.
2. Develop a budget for screen rental, sound systems, and licenses to show movies.
3. Promote movies to the public and develop an annual schedule.
4. Develop a concessions plan.

**Who is responsible:** TBD

- Timeline (start and finish dates): TBD
- Budget: TBD
- Immediate Threats: TBD

### Goal 4: Connect People and Resources

**Steps for Success:**

1. Create a Facebook page.
2. Create weekly email updates about town events, etc.
3. Develop database of downtown supporters.

**Who is responsible:**

- Timeline (start and finish dates): TBD
- Budget: TBD
- Immediate Threats: TBD

## MARKETING

Group: Marketing

Chair: Christie Haynes

- Meeting Date and Time: Varies; will typically be the third Wednesday of every month at 10:30am .

Members:

Bonnie Warne	706-265-3256	clerk@dawsonville-ga.gov
Stephanie Griffin	706-265-3384	sgriffin@dawsonnews.com
Gordon Pirkle	678-283-6100	Hayley@yahoo.com
Doug Powell	770-326-6268	dougpowell66@gmail.com
Sharon Keating	706-344-2293	skeatingrn78@gmail.com

## **Goal 1: Welcome Center Area in Downtown Dawsonville Municipal Complex**

### **Steps for Success:**

1. Get approval of City Council
2. Gather literature and tourism information
3. Build a nice rack card display
4. Wait for completed area construction
5. Rearrange furniture to be accessible and welcoming
6. Promote new area- city newsletter, newspapers, Chamber, etc.
7. Move directional signage
8. Host ribbon cutting

**Who is responsible:** whole committee

- Timeline (start and finish dates): Pending City Hall renovations, TBD
- Budget: \$500
- Immediate Threats: construction delays

## **Goal 2: Directional Signage**

### **Steps for Success:**

1. Contact City Roads Department
2. Request downtown Welcome Center/Visitors Information sign be relocated to City Hall area at Allen
3. Move City Hall Sign to Allen Street

**Who is responsible:** whole committee

- Timeline (start and finish dates): Pending City Hall renovations, TBD
- Budget: \$500
- Immediate Threats: construction delays

## **VISION & DESIGN**

Group: Vision and Design Committee

Chair: Peter Hill

- Meeting Date and Time: TBD

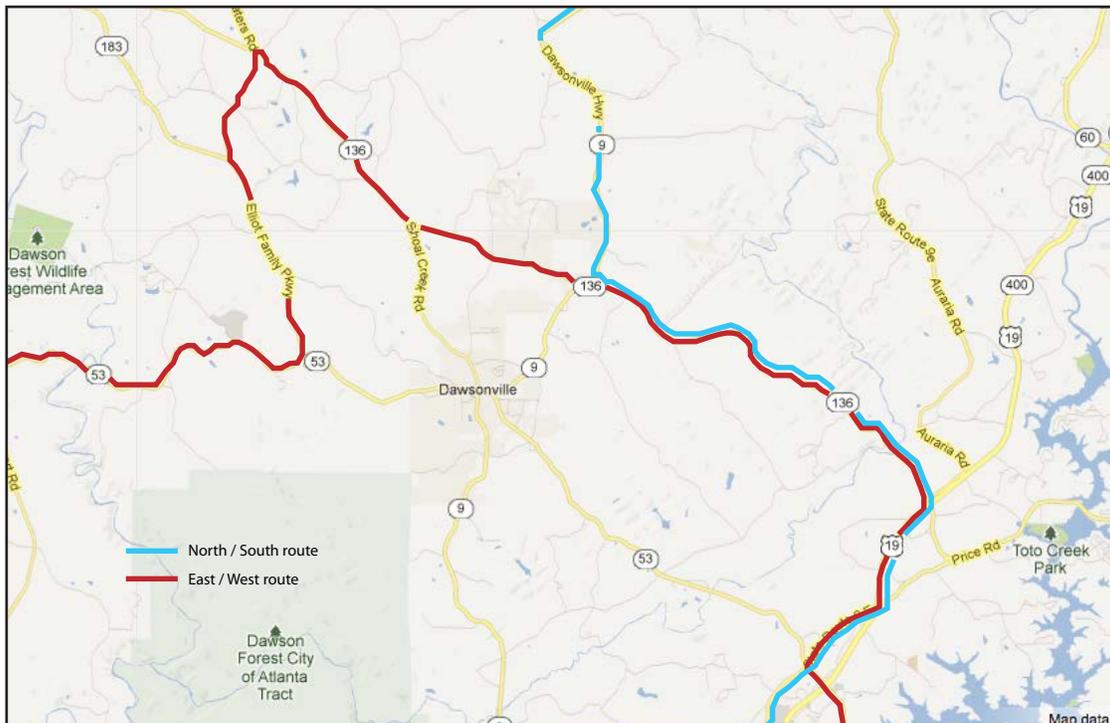
## **Goal 1: Work With the DOT For Truck Route / Local Control**

### **Steps for Success:**

1. Meet with DOT Bayne Smith (Regional Engineer) week of March 18th, 2013
2. Reduce Speed Limits to 25 miles per hour (may already be in process)
3. Develop truck routes- identify route with DOT
4. Get DOT approval
5. Put up signage for truck route
6. Promote success

**Who is responsible:** Chris Gaines

- Timeline (start and finish dates): Start March 22, 2013; Finish date: TBD
- Budget: TBD
- Immediate Threats: TBD



**PROPOSED TRUCK ROUTE:** The map above shows the proposed truck route that would reroute trucks around Dawsonville to avoid downtown. The red line shows the East-West route, and the blue line shows the North-South route.

## **Goal 2: Work with the DOT to Reconfigure Route Around the Historic Courthouse into a Roundabout**

### **Steps for Success:**

1. Meet with DOT Bayne Smith (Regional Engineer) week of March 18th, 2013
2. Reduce Speed Limits to 25- may already be in process
3. Get DOT approval
4. Put up signage
5. Promote success

**Who is responsible:** Chris Gaines

- Timeline (start and finish dates): Start March 22, 2013; Finish date: TBD
- Budget: TBD
- Immediate Threats: TBD

## Goal 3: Downtown Park Space

### Steps for Success:

1. Identify first, second, and third lots
2. Research other downtown parks
3. Budget for hardscape
4. Develop landscape / layout plan

**Who is responsible:** Sid Manning

- Timeline (start and finish dates): TBD
- Budget: TBD
- Immediate Threats: TBD

## Goal 4: Streetscape Standards

### Steps for Success:

1. Collect other cities' standards
2. Compile two or three-tiered streetscape design
3. Work with the University of Georgia on possible visual guidelines
4. Approach GMRC about design assistance
5. Photograph other cities
6. Present to city for adoption
7. Implement some examples of streetscape
8. System of enforcement through ordinance

**Who is responsible:** P&H/Chris Gaines

- Timeline (start and finish dates): TBD
- Budget: TBD
- Immediate Threats: TBD

## ECONOMIC DEVELOPMENT

Group: Economic Development Work Program

Chair: James Grogan

- **Meeting Date and Time:** First Wednesday of each month at 9:00 AM

Members:

Marcia Chelf	706-216-4923 770-843-0136	Mdmc5678@gmail.com marciachelf@dawsonarts.org
Angie Smith	706-344-2675	Asmith@dawsonville-ga.gov
Jeff Mohler	404-704-4137	jeffmohleratlake@aol.com
James Grogan	706-974-6211	mayor@dawsonville-ga.gov
Sharon Keating	706-344-2293	skeatingrn78@gmail.com

## **Goal 1: Implement Façade Grant-Loan Program Including Federal-State-Local-Foundations**

### **Steps for Success:**

1. Market to Newspaper-newsletter-chamber-DDA-website
2. Select recipient or recipients
3. Work with recipient to ensure success
4. Develop a document process. Ensure appropriate steps are being followed and make photographs
5. Celebrate success

**Who is responsible:** James Grogan

- Timeline (start and finish dates): These dates are grant and loan specific.
- Budget: the local budget is \$25,000. Other funding is specific to grants and loans requested.
- Immediate Threats: Denied funding, failure to pay, and lack of communication.

## **Goal 2: Form a Downtown Merchant Group**

### **Steps for Success:**

1. Obtain a list of business license holders in city
2. Set first meeting date
3. Advertise first meeting: mail letter, put in newspapers, website, personal invites
4. Hold first meeting-set meeting times going forward
5. Take volunteers/appoint a "board"- vote for president, vice-president, secretary

**Who is responsible:** Angie Smith

- Timeline (start and finish dates): April 2013-first meeting
- Budget: \$0
- Immediate Threats: lack of participation

## **Goal 3: Create Bed & Breakfast at Vandiver Home**

### **Steps for Success:**

1. Meeting with two daughters
2. Tour old home
3. Determine how to restore
4. Cost to restore
5. Timeline to restore
6. What's necessary for grants

**Who is responsible:** Angie Smith-(Nick)

- Timeline (start and finish dates): TBD
- Budget: TBD
- Immediate Threats: House too damaged to restore, cost to restore

**BEFORE:** The photograph (shown right) is a view of a vacant house located at the corner of Tucker Avenue and Highway 9. This vacant house is a perfect location to have a Bed & Breakfast.

**AFTER:** The rendering below shows the space reused as a Bed & Breakfast. The sidewalk and pathway to the entrance is cleaner, new signage is installed, and the house is repainted. The rendering also shows improved landscaping.



**BEFORE**

**AFTER**



**Steps for Success:**

1. Meet with county

**Who is responsible:** TBD

- Timeline (start and finish dates): TBD
- Budget: TBD
- Immediate Threats: TBD





Produced for the City of Dawsonville by the Carl Vinson Institute of Government at the University of Georgia