



Hogansville

2018 Hogansville Downtown Master Plan
Report Prepared by:

[canvas]
PLANNING GROUP


Georgia
CONSERVANCY


VillageGreen
Consulting & Development Services

Acknowledgements

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Special thanks to the community stakeholders who assisted this project through in-person interviews, as well as all the citizens who made time to attend any of the Public Forums.

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1. Study Area



Study Area

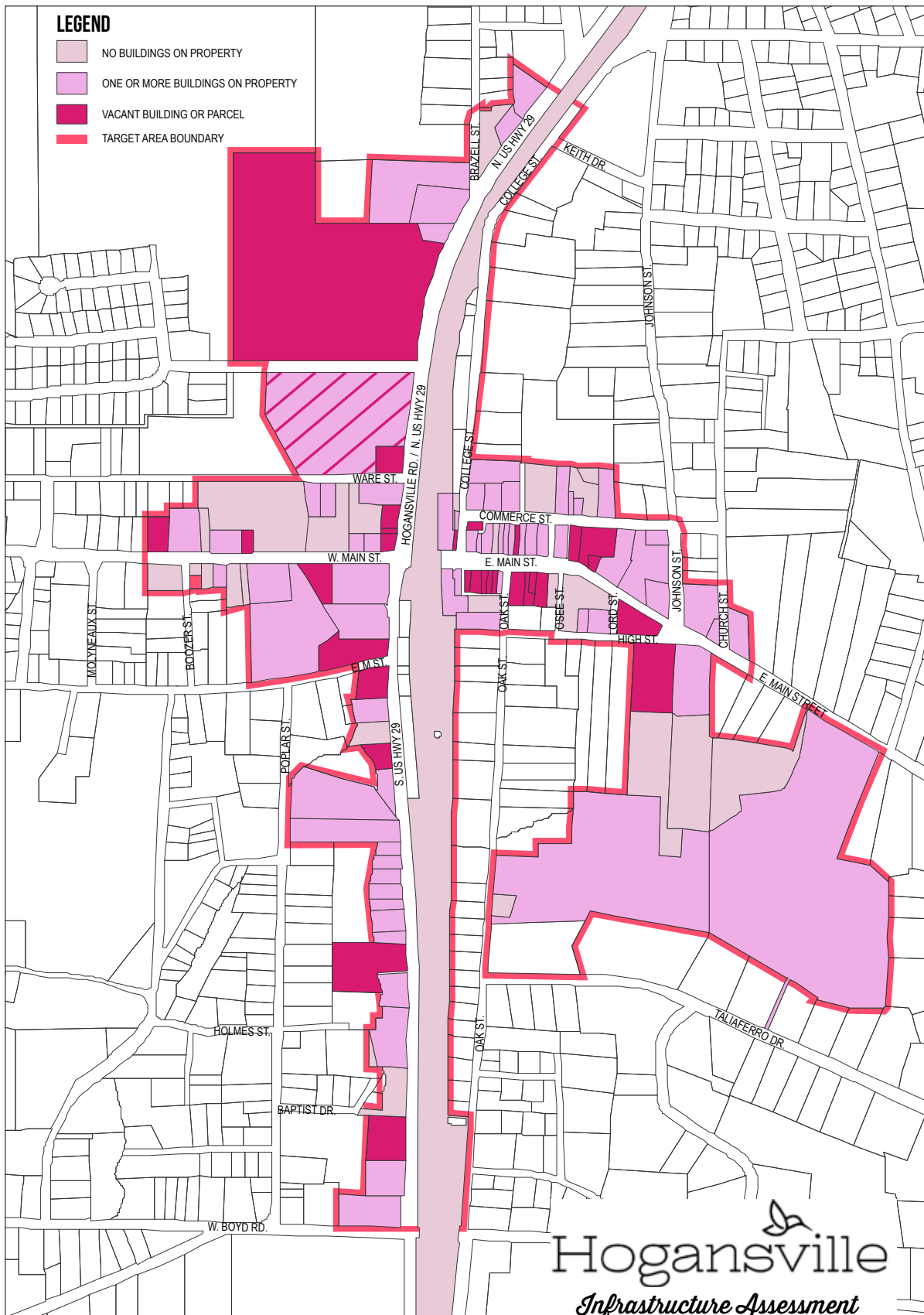
Project Overview

In 2017, Georgia Conservancy was approached by the City of Hogansville Downtown Development Authority (DDA) with the request to assist in a community revitalization vision as one part of a multi-phased effort to support neighborhood residents and stabilize the community. Georgia Conservancy reached out to partners at Canvas Planning and Village Green Consultants to assist in the urban design, planning, and market analysis work. The process, developed in concert with DDA leadership, included in-person stakeholder interviews, presence at the annual Hummingbird Festival, two public forums, and team meetings to identify a community-supported future vision for a revitalized downtown Hogansville.

A project area was determined to encompass the commercial core of downtown Hogansville, including the historic downtown buildings along East and West Main Street and the car-oriented retail developments along Highway 29. Within the Study Area, there are 62 commercial buildings with approximately 421,000 square feet of commercial space. Roughly 31% of this commercial space is currently vacant. Hogansville contains several historic districts, two of which include the downtown study area: Hogansville Local Historic District and the East Main Street - Johnson Street National Register District.

This master plan and market study effort complements recent City initiatives including the Royal Theater Master Plan, inclusion in the Georgia Initiative for Community Housing (Troup County and its member cities), implementation of SPLOST funding and a trails plan, as well as the Downtown Development Authority's 2014 Strategy document. These planning efforts have been considered as part of the planning process and resulting recommendations complement or reiterate recommendations found in the above documents.

Over an approximately 8-month process, the team conducted site visits, interviewed key stakeholders, coordinated with the city and DDA, held two public forums/community meetings, analyzed neighborhood information in GIS, and reviewed previous planning documents. The discussions, findings, and results of that process are detailed in the following pages.



Study Area Maps



FORMER TRAIN DEPOT

ROYAL THEATER

RITE-AID

CITY PARK

VETERANS MEMORIAL

FORMER CITY LIBRARY

AMPHITHEATER

WATER TOWER TRAIL

HOGANSVILLE ELEMENTARY


Hogansville
Downtown Study Area: Assets

— TARGET AREA BOUNDARY

Study Area

Hogansville History

Hogansville was established as a cotton plantation in the late 1830s by William Hogan. In the 1840s Mr. Hogan granted 150 feet of right of way to the Atlanta-West Point Railroad – in lieu of the usual 100 feet – to entice A&W to build a rail depot here, at the juncture of its north-south line and the east-west road to Augusta that is now SR 100. Although Mr. Hogan was not interested in forming a city here, a community formed anyway when the rail depot was built, and the city incorporated in 1870. The rail line is still active, although the depot no longer serves its original use.

Hogansville thrived in the late 19th and early 20th centuries. The city became a regional agricultural center, with a cotton mill, a mill village and large cotton warehouse on West Main. The Grand Hotel was constructed during this time, along with several new businesses, including the Hogansville Opera House (no longer extant) that attracted locals as well as visitors who arrive by train.

During this time the city also had a substantial African-American community including several prominent property owners, a funeral director and the city's postmaster. Black builders and carpenters built many of the fine homes still standing in the town today, as well as commercial and residential areas west of US 29.

The cotton mill maintained a strong presence throughout the first half of the 20th century. In 1931 the property was sold to U.S. Rubber, and the mill's Asbeston Plant secured several big contracts during World War II, helping bring Hogansville back from the Great Depression. The community's Royal Theater was constructed in 1937 with 800 seats, and became one of the largest theaters between Atlanta and Columbus.

In the 1950s and 1960s the City's economy began to decline as Hogansville found itself competing with newer, nearby cities and the greater Atlanta area. Highway 29 travels right through Hogansville, and was the primary route south during the growth of the interstate in the late 1960s and early 1970s. Completion of Interstate 85 bypassed the city and visitors no longer travel through Hogansville.

Despite economic decline, Hogansville has long been known as the "City of Friendly People." The city offers rural charm, quiet living and a slow-paced, low-crime environment. The community's desire to improve itself, led by progressive leadership, remains unabated.



William Hogan and family;
image via Troup County Archives



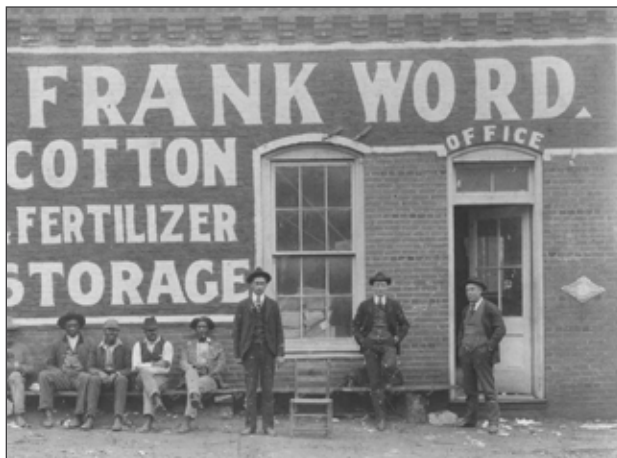
The West Point Route: Augusta to Selma;
image via American-Rails.com



Hogansville Cottonmill; image via Loc Haer



Unique Atlanta to Hogansville Railroad connection:
New restaurants in Reynoldstown neighborhood;
image via Zagat Atlanta



Historic African American Population in Hogansville;
image via Troup County Archives



The Historic Grand Hotel with original turret;
image via Pioneer Group

Study Area

Community Assets

TOWER TRAIL

The Tower Trail takes its name from an early 1900s water tower located near the current Hogansville Elementary School. The tower was never part of the city's water system but used by the Hines Cannery until the plant closed in the 1950s. The tower became defunct, until the Downtown Development Authority conceived a walking trail around the old tower. Three Phases were planned for the tower, and two of those are completed: removal of overgrowth, installation of signage, and the trail construction from Oak Street to the tower/school. Phase Three will connect the trail to downtown, and provide for renovations to the historic amphitheater nearby (underway).

The Tower Trail is a much-loved, in-town trail that is currently meeting many resident and visitor needs. Support of, and expansion of, the trail features prominently in this study's recommendations. Formal non-vehicular connectivity between the Tower Trail and the recently installed Johnson Street playground create a longer recreation opportunity as well as important safe alternative transportation options for residents, while creating increased activity potential downtown.

HISTORIC AMPHITHEATER

In the 1920s and 1930s, Hogansville benefitted from many of the Roosevelt Administration programs following the Great Depression. The Works Progress Administration (WPA) helped to build the gymnasium and tennis courts at the school on Main Street, and the Civilian Conservation Corps (CCC) built the Hogansville Amphitheater using stone from a nearby rock quarry. It was recently renovated and has hosted many local events, and is anticipated to be further utilized with the addition of restrooms and a concession stand.

CITY PARKS

Three parks in Hogansville are maintained by the Troup County Parks and Recreation Department. This includes Granger Park (next to the new library), the Splash Pad Park in the West End neighborhood, and the square right off Main Street which holds many of the vendors at the Hummingbird Festival. Some of the most loved and successful downtowns, regardless of population size, have a significant green, civic space. The park space in downtown presents opportunities to become a more aesthetic and integral piece of public space for the historic downtown.



Hummingbird Festival on Main; image via Laurie Rowe Communications



Study Area

Community Assets (continued.)

SIDEWALKS & TRAFFIC

Generally, the downtown and commercial areas of Hogansville have sidewalks present, though some maintenance and repairs are needed. Through stakeholder and citizen interviews the team learned that many residents walk in the streets on a regular basis for exercise, often in a loop that connects the Tower Trail to the Elementary School and never all the way to downtown despite its proximity. Safety issues for pedestrians specifically exist in crossing the railroad as well as crossing East Main Street near the railroad.

While traffic in the downtown is not present, issues exist with semi-trucks that use the East Main Street to Highway 29 connection to bypass weigh stations along the interstate. The scale of downtown is not an appropriate location for these trucks who do not obey the speed limit and are not able to stop quickly for a pedestrian.

PARKING

Hogansville has sufficient on-street parking that supports current businesses and contributes to the historic feel of downtown. During major events like the Hummingbird Festival, there is a DDA-owned lot that fills up just behind Main Street, the Elementary School lot is available, and there are shuttles for folks that park slightly further away at the strip mall off Highway 29. For a town of this size, there is ample parking for day to day needs, and the city has pursued appropriate shared-use alternatives for the events that draw larger crowds. Parking is not a challenge for the community and is not anticipated to be a future challenge. Further, this study recommends that on-street parking continue to be utilized as downtown businesses increase and that no additional lots be sought, as parking lots can actually be detrimental to a downtown's character and function.

HUMMINGBIRD FESTIVAL

The Hummingbird Festival is a 20+ year old tradition, and is the principal fund-raising vehicle for the Hogansville Charitable Trust, a 501(c)3 Georgia non-profit corporation whose stated purpose is the renovation, preservation and improvement of historic and municipal properties in and around the City of Hogansville. The Festival has raised in excess of \$400,000 for this purpose, and has leveraged these funds with matching grants and leveraged over \$3,000,000 in improvements for the City.



Study Area

Building Inventory

FORMER LIBRARY - A

The former library location on East Main Street has several potential future uses that could anchor downtown on this end of the Main Street corridor and serve to augment revitalization efforts. The building's location as a prominent entry point to downtown, proximity to the downtown park, and existing parking establish it as an asset. The 2014 City Short Term Work Plan had included an item regarding moving City Hall into the old library space downtown, but it was deemed too small for their needs and the library still sits vacant.

This property is currently under control of the City and it should remain so for the time being, while other revitalization efforts are a focus. Should the building become a significant financial burden on the City in the interim, then consideration could be given to selling the property. However, as the building could serve as a trail head, visitor's center or other government or civic use, it is unwise at this time to lose control of the gateway, identity, and service opportunities this location could provide.

FORMER PNC BANK - B

The closed PNC bank building on High Street is likewise a strategically located building that could house a variety of uses supportive of downtown revitalization in the future. Should this location house a future civic or government use, then thought as to its connection to the Tower Trail should be prominent in the building's site planning and parking plans. Treatment of this building and its grounds in a way that highlights and supports the Trail are critical.

THE GRAND HOTEL - C

Built in the late 1800s and restored as a bed and breakfast, the Grand Hotel has been unoccupied for several years. It has a tea room attached and used to house a popular restaurant for downtown. Its significant presence on Main Street connects it with the character of downtown and is attractive to visitors, despite its lack of use. The building is currently for sale.



A (image via thrl.org)



B (image via Google StreetView)



C

Study Area

Building Inventory

THE ROYAL THEATER - D

The Royal Theater was built over 81 years ago, a movie theater with significant capacity. It officially opened in 1937 and was added to the National Register of Historic Places in 2001. The theater eventually closed, and in 1983 there were discussions of turning the theater into city hall – which was approved in 1984, and has been the site of city hall for the past 30 years. However, the city is running out of space and needs to determine whether additional renovations should be made to the theater, or if their offices should relocate.

To aid with this decision-making, the City of Hogansville is funding the Theater Plan from dedicated SPLOST funds and a Fox Theatre Institute grant. The study is being conducted by Carter-Watkins Associates from Monroe, Georgia. The firm is tasked with exploring three alternatives for the Theater: 1) continue to accommodate a growing staff at City Hall, but bringing it up to code, 2) how it can be revived to become an arts/entertainment venue again, 3) some combination of City Hall and an arts/entertainment space. **As of the publication of this master plan, City Council had not yet selected a future option for the Theater and, therefore, greater detail of the architect's report was unavailable to include.**

THE RAILROAD DEPOT - E

The railroad depot was bought in 2016 by the Pioneer Group, who have since put in the Station Coffeehouse, along with the Great Southern Public House and extra meeting space, all needed dining/drinking destinations for the city. Folks drive from LaGrange, Peachtree City, Newnan, and other surrounding areas to visit the historic depot. The group has capitalized on this attraction and during the summer months, hosts a regular market festival showcasing local artists and makers.

HISTORIC BUILDINGS ON MAIN STREET

Hogansville's downtown has many built features critical to maintaining its competitive advantage as a quaint and walkable downtown. There are several buildings that contribute to the charm and attractive character of the city. Further, while small, the walkable size and connected nature of the several downtown blocks should be protected. These buildings' uses and interior could and should be modernized to accommodate current business and downtown residential needs, but no significant changes are necessary to building exteriors. Of the 108 tax parcels in the proposed Rural Zone, there are 95 buildings, a significant portion of which are over 50 years old, some even over 100 years old.



D



E



F



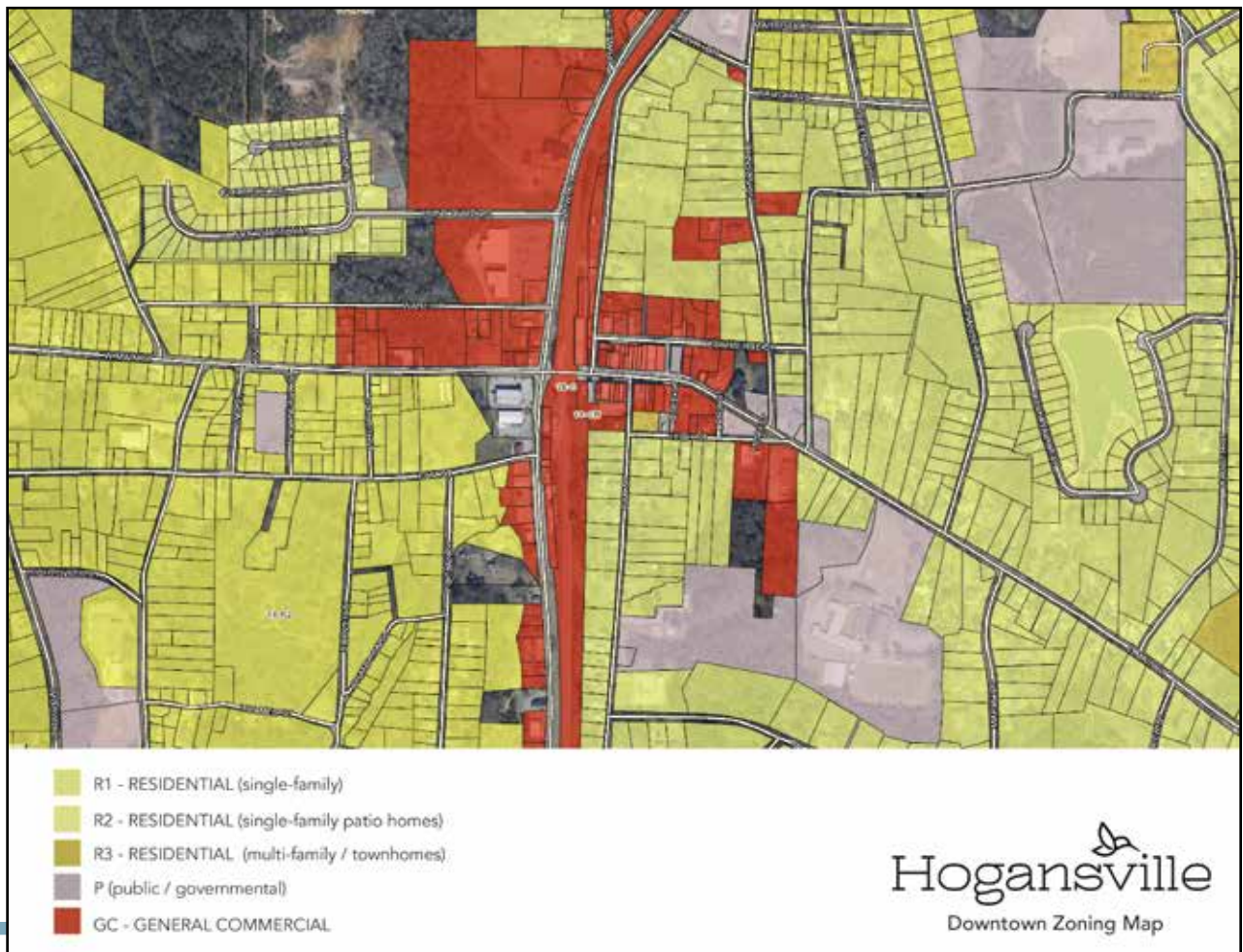
2. Relevant Plans and Policies

Plans and Policies

Zoning

The City Hogansville utilizes a General Commercial Zoning District along Main Street east until the Royal Theater and the churches on the eastern edge of downtown. The General Commercial also appears on both sides of Highway 29. Outside of these commercial areas, Hogansville utilizes single family zoning districts, shown in yellow. Not shown (but available in Appendix) is the Historic Neighborhood Overlay and Downtown Business Overlay District.

This underlying General Commercial district that is not ideal as it allows uses and a building form that does not fit well in the downtown. The Downtown Business Overlay only addresses outdoor vending and special events. The planning team recommends creating a simple Downtown Zoning district to clarify uses and simplify zoning.

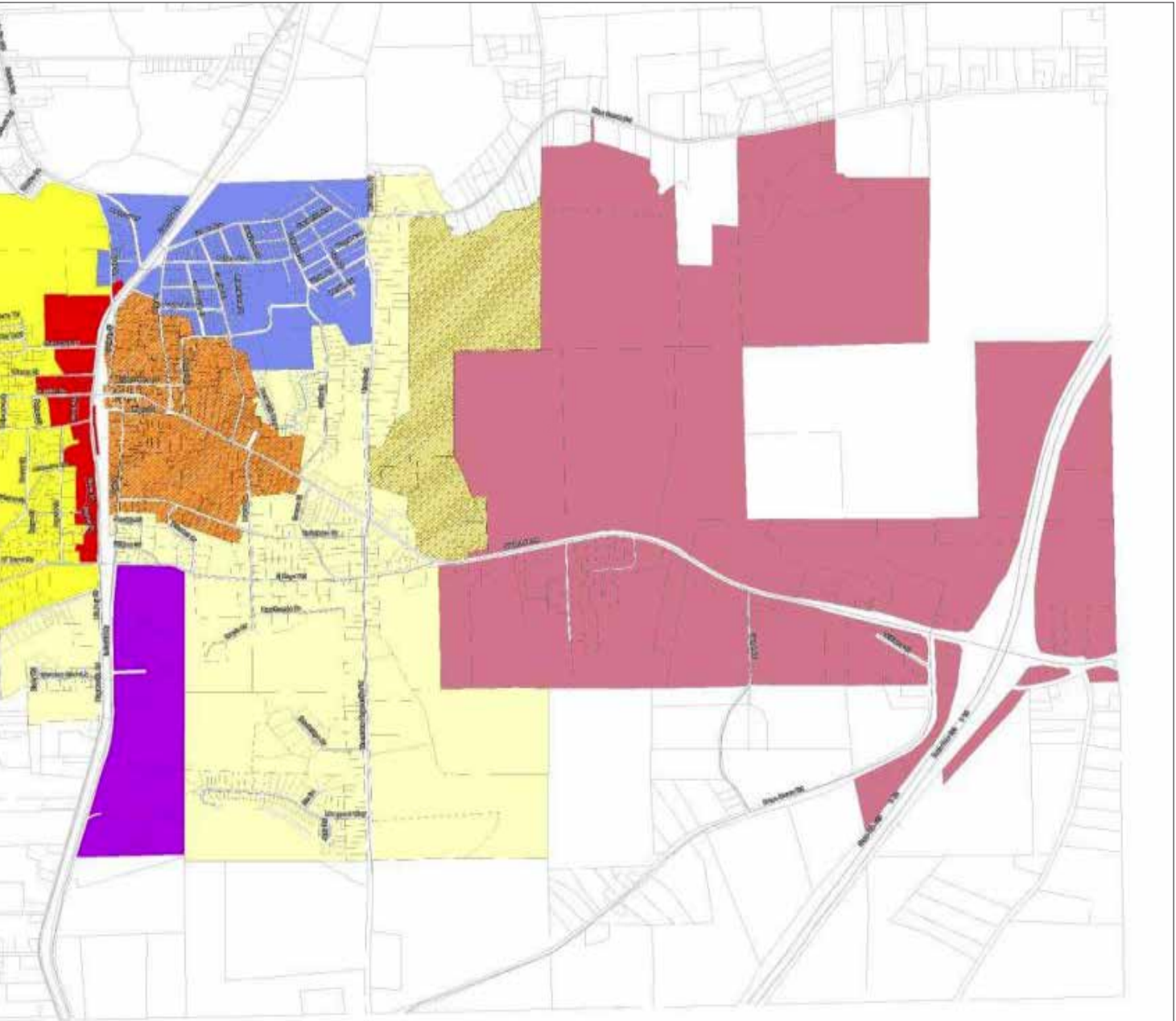


Plans and Policies

Comprehensive Plan

The 2035 Update for the Hogansville Comprehensive Plan was completed in 2015, and identifies several Character Areas (per DCA requirements) that are notable for the revitalization plan. The primary “Commercial” area is along the Highway 29 corridor, adjacent to the “Downtown” character area of the historic main street. The Commercial area currently includes a grocery store and strip-mall, along with non-industrial business uses, and feels disconnected from the historic downtown due to the active CSX rail line. The downtown historic area currently struggles with vacant buildings, but its uniqueness as a small, rural town will be a primary attractor for destination shopping and businesses in the future.





2 Miles

	West End		Interstate
	Downtown		Modern Residential
	Commercial		Village
	Government Services		Outside City Limits
	Industrial		Roads



Produced by Three Rivers Regional Commission
April 21, 2015

Plans and Policies

Public Input

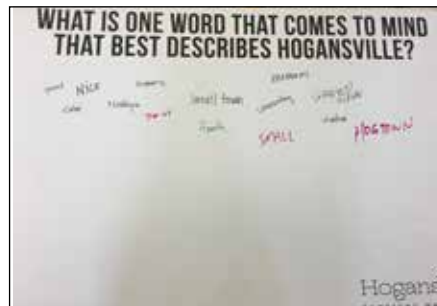
PUBLIC FORUM #1

Public Forum #1 was hosted at the Public Library on November 16, 2017, and over 35 citizens were in attendance. The team presented initial findings of the design and market analysis piece, and displayed 10 “Big Ideas” for feedback from citizens about what they would like to see as possible interventions / projects for downtown. The team focused on the branding/identity of the Hummingbird theme and suggested ways to build on this through neighborhood markers, bird baths, public art, signage and coloring doors. Pictures of the citizen reactions are shown (at right).

PUBLIC FORUM #2

Public Forum #2 was hosted at the Public Library on January 25, 2018, and 54 citizens attended. Carter Watkins Architects presented their initial analysis of the Royal Theater, and the master plan team followed up with a refresher on the work completed to-date, along with an analysis of reactions from the previous forum. Additionally, two new ideas were presented to the community which are detailed in the Recommendations section of this report. These ideas include an extension of the Hummingbird Trail, along with opportunities to beautify and make the existing public space downtown more impactful and aligned with surrounding needs.

The master plan team has attended monthly meetings with the Downtown Development Authority to present progress updates, and maintained communication on a regular basis with the Director of the Community Development Department, Lynne Miller.



Sample public input / questions from the Hummingbird Festival at the beginning of the process

DOWNTOWN PUBLIC FORUM

Hogansville
downtown master plan

NOVEMBER 16TH
6 - 7:30PM
@ THE CITY LIBRARY
310 JOHNSON ST.

Join the Downtown Development Authority, along with Georgia Conservancy, Canvas Planning, and Village Green consultants to brainstorm on the future of Hogansville through interactive workshops and group discussions.

LEARN MORE! WWW.PLANHOGANSVILLE.COM TAKE A SURVEY

Hogansville
downtown master plan

DOWNTOWN PUBLIC FORUM

JANUARY 25
6 - 7:30 PM
@ The City Library
310 Johnson St.

Join the Downtown Development Authority for a continuing discussion around the downtown revitalization plan with Georgia Conservancy, Village Green consultants and Canvas Planning. We'll also hear an update from Carter Wetkins Associates architects working on the Royal Theater restoration. We hope you'll join us!

and, don't forget to take our online map survey to let us know about issues and assets in your downtown

WWW.PLANHOGANSVILLE.COM



3. Market Analysis



Market Analysis

Demographic and Socioeconomic Analysis Overview

The following demographic study provides an overview of the current socioeconomic status of the City of Hogansville and was conducted as part of the planning process for downtown redevelopment. Because it is also important to understand how a community’s residents are faring in comparison to the surrounding area, many of the statistics provided in this study also include a comparison to Troup County and the State of Georgia.

Population

The City of Hogansville is a rural community located in the northeast corner of Troup County, Georgia. The City is directly adjacent to Coweta and Meriwether Counties and just outside the boundaries of Metro Atlanta. With 3,203 residents, Hogansville is the smallest of the three cities in Troup County. LaGrange, the county seat, has a population of approximately 30,770 and is by far the largest city in the county. West Point is located in the southwest corner of Troup County and is slightly larger than Hogansville with an estimated population of 3,730.

POPULATION	City of Hogansville	Troup County	State of Georgia
2000 Census	2,783	58,778	8,186,491
2010 Census	3,060	67,044	9,687,653
2017 Estimate	3,203	70,418	10,375,263
2022 Projection	3,264	73,396	10,911,290
<i>Population Growth</i>			
Percent Change: 2000 to 2010	10.0%	14.1%	18.3%
Percent Change: 2010 to 2017	4.7%	5.0%	7.1%
Percent Change: 2017 to 2022	1.9%	4.2%	5.2%

Source: Environics Analytics and Village Green Consulting

The City of Hogansville’s estimated 2017 population of 3,203 represents an increase of 4.7% from the city’s 2010 population of 3,060. It is projected that the population will increase by an additional 1.9% over the next five years to approximately 3,264. It is important to note that population growth over the next five years could be significantly greater if currently proposed housing developments move forward.

Demographic and Socioeconomic Analysis

Population (continued)

Over the past decade, population growth in Hogansville has been comparable to Troup County’s population growth. Between 2010 and 2017, Troup County’s population increased by just over 5.0% from 67,044 to 70,418. This is only slightly greater than the 4.7% rate of growth in Hogansville. However, over the next five years, it is projected that Troup County’s population will grow at a somewhat faster rate than Hogansville, increasing from 70,418 to 73,396 for a growth rate of 4.2%.

Population Characteristics:

Race/Ethnicity

In the City of Hogansville, the population falls largely into two racial categories: “White” (68.1%) and “Black/African American” (27.9%). Those identifying as “Two or More Races” account for 1.8% of the population, and those choosing “Some Other Race” are 1.3%. No other category accounts for more than one percent of the population.

RACE / ETHNICITY: City of Hogansville	
White	68.1%
Black / African American	27.9%
American Indian	0.3%
Asian	0.6%
Native Hawaiian / Pacific Islander	0.0%
Some Other Race	1.3%
Two or More Races	1.8%

Residents of Hispanic or Latino heritage can be of any race. Approximately 4.0% of Hogansville residents identify as Hispanic or Latino.

Source: Environics Analytics

Market Analysis

Population Characteristics:

Age

The average age of Hogansville residents is 37.6 years. This is very close to the average ages for Troup County (37.9) and the State of Georgia (37.7). It is slightly younger than the average age for the United States of 39.1 years. Those under the age of 18 make up approximately 26.2% of Hogansville’s total population. This is slightly higher than the percentages in Troup County (25.0%), the State of Georgia (24.2%), and the United States (22.8%). Those age 65 and over make up 14.6% of the population in both Hogansville and Troup County. This is slightly higher than the percentage in the State of Georgia (13.4%) and slightly lower than the percentage in the United States (15.5%).

AGE	City of Hogansville	Troup County	State of Georgia	United States
Average Age	37.6	37.9	37.7	39.1
Under Age 18	26.2%	25.0%	24.2%	22.8%
Age 65 and over	14.6%	14.6%	13.4%	15.5%

Source: Environics Analytics and Village Green Consulting

When looking at the population in ten-year age brackets (see graph on the following page), the “Age 5 to 14” cohort is the largest in Hogansville with approximately 15.0% of the total population. This is slightly higher than the percentages in Troup County (14.0%) and the State of Georgia (13.6%). For both Troup County and the State of Georgia, the “Age 15 to 24” cohort is the largest.

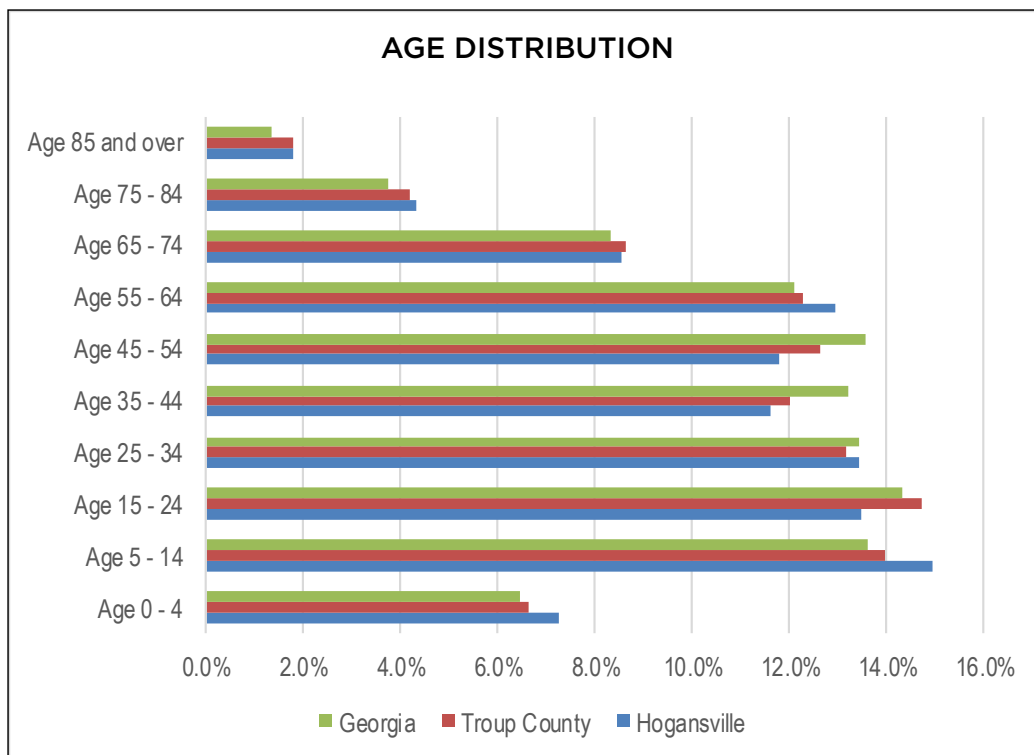


Demographic and Socioeconomic Analysis

Population Characteristics:

Age (continued)

After the age of 65, the share of the total population declines rapidly, with the “Age 65 to 74” cohort in Hogansville accounting for 8.5% of the population, the “Age 75 to 84” accounting for 4.3%, and the Age 85 and over representing just 1.8% of the total population.



Population Characteristics:

Educational Attainment

Levels of educational attainment can have a significant impact on incomes and the potential for growth and economic development in a community. In the City of Hogansville, educational attainment levels are generally lower than in Troup County and the State of Georgia. Approximately 22.8% of Hogansville residents over the age of 25 do not have a high school diploma or GED. This is significantly higher than the percentages for Troup County (15.4%) and the State of Georgia (14.7%). Residents with only a high school diploma or GED account for 14.9% of Hogansville residents over the age of 25. This is higher than the figures for Troup County (10.0%) and the State of Georgia (9.2%).

Market Analysis


Population Characteristics:

Educational Attainment (continued)

The percentage of Hogansville residents with a Bachelor’s Degree (6.5%) is comparable to the percentages for Troup County (6.6%) and the State of Georgia (7.1%). The percentage of Hogansville residents with a Master’s Degree (8.1%) is somewhat lower than the percentage in Troup County (10.8%) and significantly lower than the percentage in the State of Georgia (18.0%). Those with a professional degree make up only 1.9% of Hogansville’s adult population. For Troup County, approximately 5.5% have a professional degree, and the percentage is an even greater 7.5% for the United States. Only 1.0% of Hogansville residents have a Doctorate Degree. This is only slightly less than the percentages for Troup County (1.4%) and the State of Georgia (1.9%).

EDUCATIONAL ATTAINMENT	City of Hogansville	Troup County	State of Georgia
No High School Diploma	22.8%	15.4%	14.7%
High School Graduate (or GED)	14.9%	10.0%	9.2%
Some College, No Degree	43.3%	37.3%	28.5%
Associate’s Degree	16.2%	22.4%	21.1%
Bachelor’s Degree	6.5%	6.6%	7.1%
Master’s Degree	8.1%	10.8%	18.0%
Professional Degree	1.9%	5.5%	7.5%
Doctorate Degree	1.0%	1.4%	1.9%

Source: Environics Analytics and Village Green Consulting



CALLAWAY
HIGH SCHOOL

Local higher education systems near Hogansville.



UNIVERSITY of
West Georgia



LAGRANGE
COLLEGE

Demographic and Socioeconomic Analysis

Population Characteristics:

Occupations

Of the total population in the City of Hogansville age 16 and over, approximately 49.8% are employed, 8.2% are unemployed, and 42.0% are not in the labor force. The “Labor Force Participation Rate” in Hogansville is 58.0%, which is less than the rates for Troup County (60.4%) and the State of Georgia (62.2%).

In 2017, the average travel time to work for Hogansville residents was 29.0 minutes. This fairly long average commute indicates that a significant percentage of Hogansville residents work outside of the community.

Approximately 47.8% of Hogansville residents are employed in “White Collar” occupations, 33.5% work in “Blue Collar” occupations, and 18.7% work in “Service or Farming.” A further breakdown of occupations is provided in the following table.

Approximately 14.9% of Hogansville residents are employed in fields related to “Office and Administrative Support,” which is slightly higher than the 13.3% of United States residents who work in those sectors. Approximately 13.0% of Hogansville residents work in “Production.” This is over twice the percentage of United States residents working in this sector and is likely a result of the significant presence of manufacturers in both Troup County and neighboring Coweta County. Approximately 10.6% of Hogansville residents work in “Sales and Related Fields,” which is comparable to the United States percentage of 10.8%. No other sectors account for more than ten percent of occupations.



Market Analysis

OCCUPATION	City of Hogansville	United States
Architecture/Engineering	0.8%	1.8%
Arts/Design/Entertainment/Sports/Media	0.6%	1.9%
Building/Grounds Cleaning/Maintenance	3.4%	4.0%
Business/Financial Operations	2.8%	4.8%
Community/Social Services	0.6%	1.7%
Computer/Mathematical	0.9%	2.7%
Construction/Extraction	4.3%	5.0%
Education/Training/Library	2.0%	6.1%
Farming/Fishing/Forestry	0.0%	0.7%
Food Preparation/Serving Related	6.2%	5.9%
Healthcare Practitioner/Technician	6.1%	5.7%
Healthcare Support	2.9%	2.5%
Installation/Maintenance Repair	6.3%	3.2%
Legal	0.0%	1.1%
Life/Physical/Social Science	0.0%	0.9%
Management	8.4%	9.9%
Office/Administrative Support	14.9%	13.3%
Production	13.0%	6.0%
Protective Services	4.0%	2.2%
Sales/Related	10.6%	10.8%
Personal Care/Service	2.2%	3.7%
Transportation/Material Moving	9.9%	6.2%

Source: Environics Analytics and Village Green Consulting

Demographic and Socioeconomic Analysis

Households

In 2017, the City of Hogansville had an estimated 1,180 households. This represented a 3.6% increase over the 2010 figure of 1,139 households. Over the same time period, household growth was stronger in Troup County (4.7%) and the State of Georgia (7.5%). It is projected that the number of households in the City of Hogansville will increase by an additional 1.4% over the next five years to approximately 1,197. Over the same time period, the number of households in Troup County is projected to increase by a much greater 4.0%, and the growth rate for the State of Georgia is projected to be 5.4%.

HOUSEHOLDS	City of Hogansville	Troup County	State of Georgia
2000 Census	1,096	21,920	3,006,377
2010 Census	1,139	24,828	3,585,584
2017 Estimate	1,180	25,983	3,854,460
2022 Projection	1,197	27,031	4,062,208
<i>Household Growth</i>			
Percent Change: 2000 to 2010	3.9%	13.3%	19.3%
Percent Change: 2010 to 2017	3.6%	4.7%	7.5%
Percent Change: 2017 to 2022	1.4%	4.0%	5.4%

Source: *Environics Analytics and Village Green Consulting*



Market Analysis

Household Characteristics

In 2017, the average household size in the City of Hogansville was 2.71. This is slightly higher than the average household size in Troup County (2.62), the State of Georgia (2.62), and the United States (2.57). Single-person households account for 24.2% of the total households in the City of Hogansville. This is smaller than the percentage in Troup County (25.2%), the State of Georgia (25.9%), and the United States (27.3%). Approximately 36.5% of households in the City of Hogansville include at least one resident under the age of 18. This is slightly below the percentage in Troup County (38.0%), comparable to the State of Georgia (36.9%) and higher than the United States (33.5%).

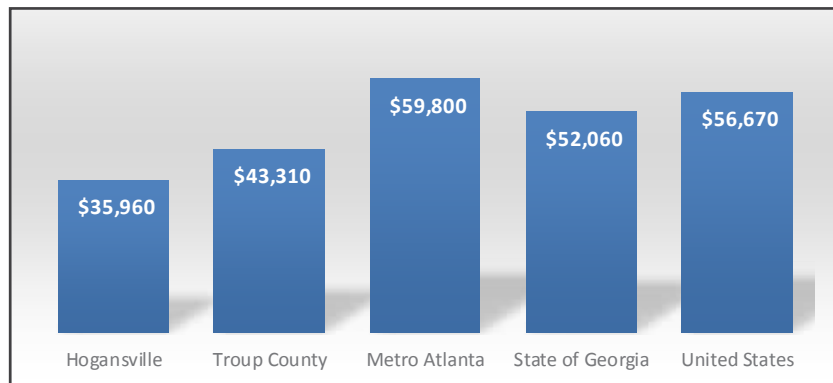
AGE	City of Hogansville	Troup County	State of Georgia	United States
Average Household Size	2.71	2.62	2.62	2.57
Single-Person Households	24.2%	25.2%	25.9%	27.3%
Households with People Under Age 18	36.5%	38.0%	36.9%	33.5%

Source: Environics Analytics and Village Green Consulting

Income

Household income is typically a strong indicator of the economic health of a community. In 2017, the estimated median household income for the City of Hogansville was approximately \$35,960. This is significantly lower than the median household incomes for Troup County (\$43,310),

2017 ESTIMATED
MEDIAN HOUSEHOLD INCOME



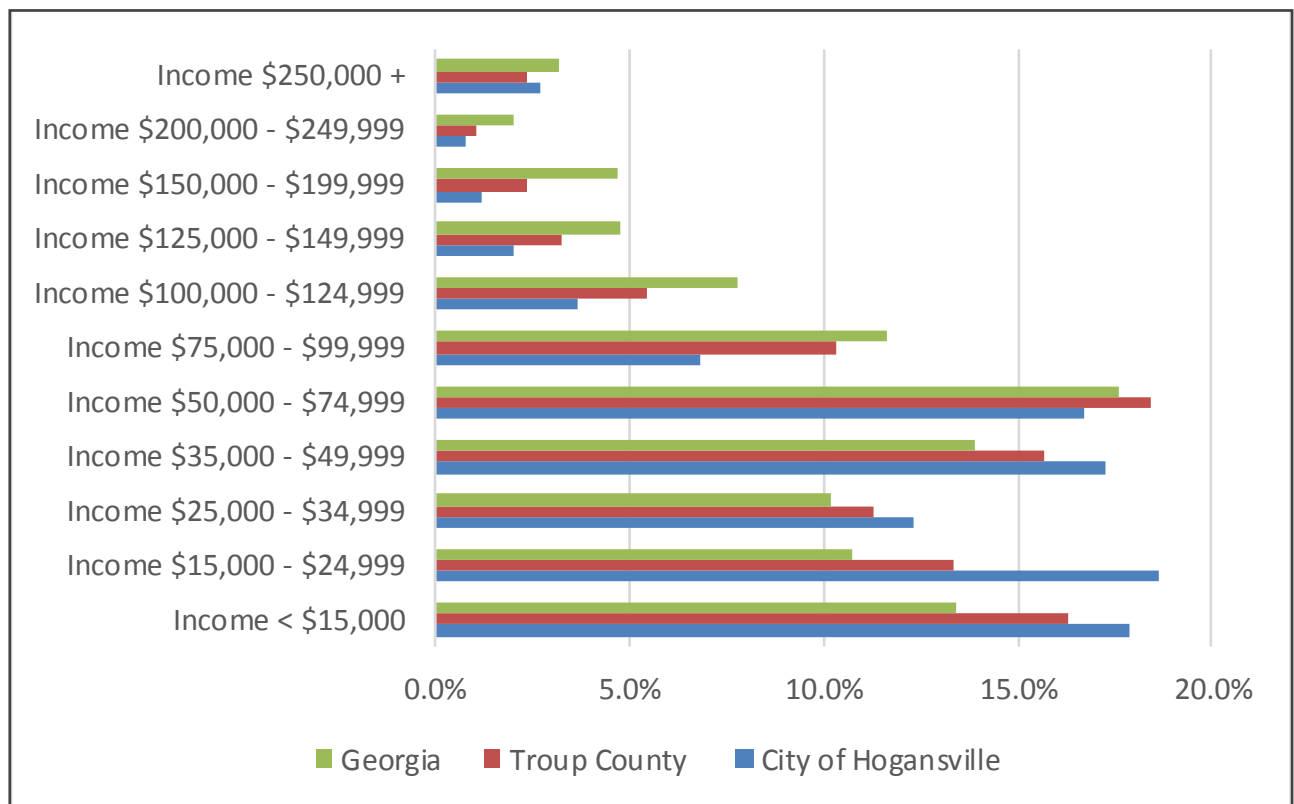
the State of Georgia (\$52,060) and the United States (\$56,670). Because Hogansville is located directly adjacent to Metro Atlanta, it is important to note that the metro area also has a much higher median household income of \$59,800.

Demographic and Socioeconomic Analysis

Income (continued)

The following graph provides a comparison of household incomes in Hogansville, Troup County, and the State of Georgia broken down into income categories. When looking at the household income categories below \$50,000, the City of Hogansville has a greater percentage than Troup County and the State of Georgia in every one of these lower income categories. The opposite is true for the brackets above \$50,000. With the exception of the \$250,000+ category, the City of Hogansville has a smaller percentage of households in all of the higher income brackets.

HOUSEHOLD INCOME



Market Analysis

Daytime Population / Employment

As of 2017, there were approximately 1,990 jobs located in and around the City of Hogansville. It is important to note that these employment figures are for all jobs located in the Hogansville area and not just those held by Hogansville residents. The employment numbers include jobs located within the City of Hogansville and in the nearby Meriwether Industrial Park.

The table below provides a breakdown of the local employment by industry category. The largest category by far is “Manufacturing,” accounting for approximately 54.2% of local jobs. This is not surprising considering that some of the largest employers in the area are manufacturers, including ContiTech, Dongwon Auto Parts, and Mando America Corporation. In addition, it was recently announced that Milliken will purchase the former Carter’s manufacturing plant near downtown Hogansville that has been vacant for several years. It is estimated that Milliken’s new warehouse operation will bring an additional thirty jobs to the area. The “Retail Trade” sector is also a significant contributor to the local employment base, representing approximately 16.0% of the job market. It is likely that the large Ingles supermarket is responsible for a significant number of these retail jobs. No other category accounts for more than 10% of local employment.

HOGANSVILLE AREA EMPLOYMENT	
Utilities	0.1%
Construction	0.9%
Manufacturing	54.2%
Wholesale Trade	1.3%
Retail Trade	16.0%
Transportation and Warehousing	1.0%
Information	0.2%
Finance and Insurance	0.4%
Real Estate and Rental and Leasing	0.5%
Professional/Scientific/Technical Services	0.8%
Administrative/Support & Waste Management	1.5%
Educational Services	3.8%
Health Care and Social Assistance	1.7%
Arts, Entertainment and Recreation	0.4%
Accommodation and Food Services	8.3%
Other Services	9.2%

Source: *Environics Analytics and Village Green Consulting*

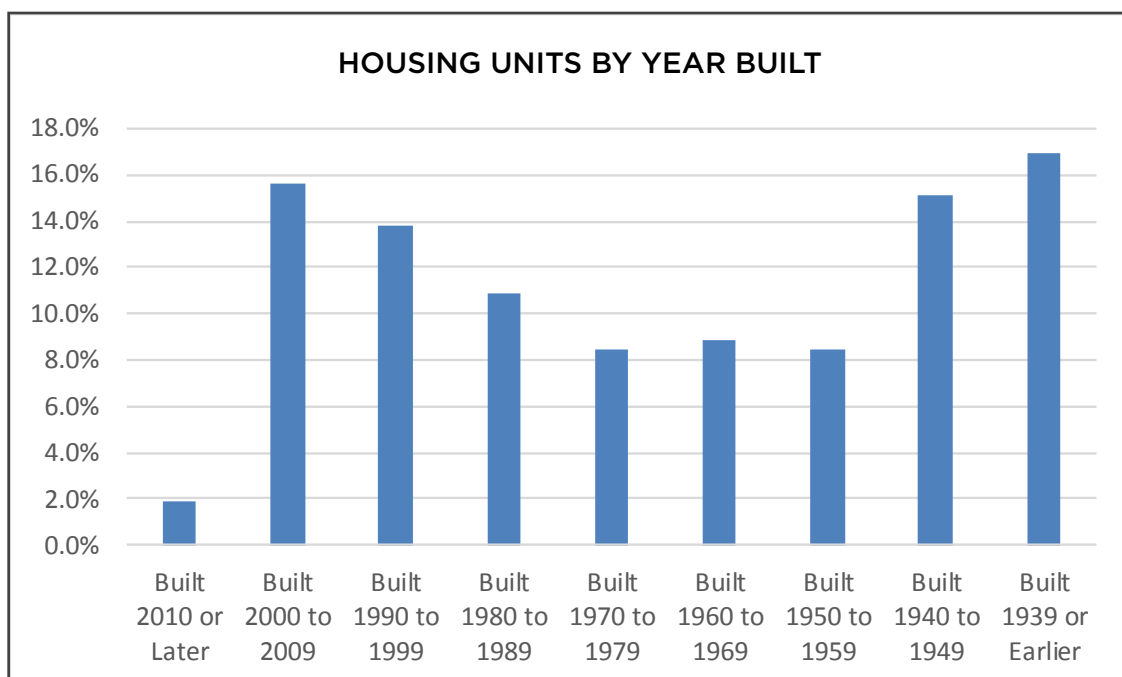
Demographic and Socioeconomic Analysis

Housing

In 2017, owner-occupied housing accounted for approximately 64.0% of the 1,180 occupied housing units in Hogansville. This was higher than the Troup County owner-occupied rate of 60.9%, but slightly below the percentage for the State of Georgia (65.6%).

Examining the age of the housing stock can provide a great deal of insight about a community and its economy. The median year of construction for homes in Hogansville is 1971. For Troup County the median is 1983, and for the State of Georgia the median year built is 1990. These figures indicate that Hogansville has seen significantly less residential development in recent decades than Troup County and the State of Georgia.

The chart below provides a breakdown of housing construction in Hogansville by decade. The largest percentage of housing was built before 1939 (16.9%) while the second highest percentage was built between 2000 and 2009 (15.7%). The fewest number of homes have been built since 2010 (1.9%).



Market Analysis

Key Findings for Demographic and Socioeconomic Analysis

- Unlike many rural communities, the population in the City of Hogansville has been growing. The estimated 2017 population of 3,203 represents an increase of 4.7% from the City's 2010 population of 3,060. It is projected that the population will increase by an additional 1.9% over the next five years to approximately 3,264 with an opportunity for stronger growth if currently proposed housing developments are constructed.
 - In 2017, the estimated median household income for the City of Hogansville was approximately \$35,960. This is significantly lower than the median household incomes for Troup County (\$43,310), the State of Georgia (\$52,060), Metro Atlanta (\$59,800) and the United States (\$56,670). It is likely that these lower household incomes make it more difficult for Hogansville residents to make discretionary retail purchases.
 - Hogansville and adjacent areas have a significant employment base with approximately 1,990 jobs and a strong manufacturing sector representing approximately 54.2% of local employment. This strong employment base can provide the support necessary for additional residential and commercial growth.
 - In the City of Hogansville, educational attainment levels are generally lower than in Troup County and the State of Georgia. Approximately 22.8% of Hogansville residents over the age of 25 do not have a high school diploma or GED. This is significantly higher than the percentages for Troup County (15.4%) and the State of Georgia (14.7%). Lower levels of educational attainment can have a significant impact on incomes and can limit the potential for growth and economic development in a community.
 - The "Labor Force Participation Rate" in Hogansville is 58.0%, which is slightly less than the rates for Troup County (60.4%) and the State of Georgia (62.2%). Of the total population in the City of Hogansville age 16 and over, approximately 49.8% are employed, 8.2% are unemployed, and 42.0% are not in the labor force.
-

Retail Market Analysis

National Retail Market

With major retail chains announcing store closures on an almost monthly basis, it is easy to assume that the United States retail market is in a severe state of decline. However, according to a recent report from Colliers International, the United States retail market is actually performing fairly well, and over the next five years, spending in all major retail sectors is projected to increase. This expected growth will not be even across all retail sectors. For example, the “Beauty” category is projected to see increased sales of 31.7% over the next five years, and the sale of goods for the home is expected to rise 19.8% over the same time period, but sales of apparel are expected to only increase 12.8%.

Online sales are growing at a faster pace than sales in physical stores, and online purchases were forecast to account for 10% of total retail sales for the first time ever in 2017. While online retailing has slowed sales in physical stores and inflicted damage on some venerable retailers, the vast majority of retail purchases are still made in brick-and-mortar locations. Even with continued growth, online retail’s share of total sales is forecast to reach only 13% by 2021.¹

Department stores and enclosed malls have suffered the most from the competition with online retailing. Off-price retailers, restaurants, and destination retailers offering a unique experience are often seeing sales growth, and many of these businesses are expanding.

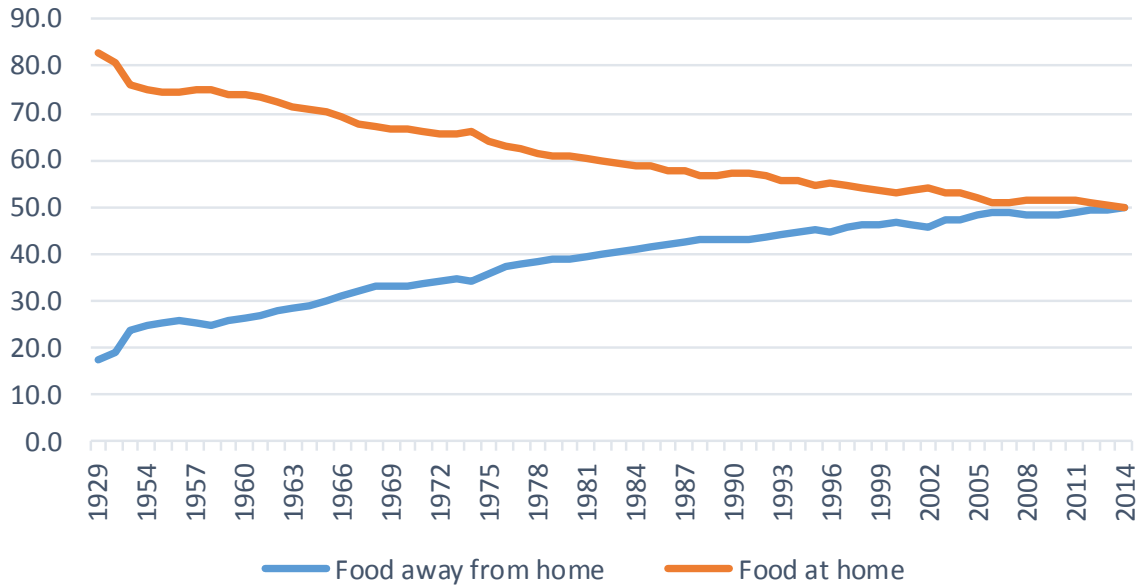
Restaurants, in particular, are largely immune to the effects of online shopping, and much of the restaurant industry has continued to see increased sales as consumers spend more of their discretionary income on dining out. As the following graph shows, in 2014 total spending on food consumed away from the home surpassed the total spending on food consumed at home for the first time. Spending on food away from home has grown at a remarkably consistent rate since records were first kept in 1929, and there is little evidence that this trend is reversing or slowing down.² For this reason, restaurants are increasingly sought out as anchors and traffic generators for retail developments.

1. “Retail Services Spotlight Report” Third Quarter 2017; Colliers International.

2. Source: USDA and Village Green Consulting

Market Analysis

RESTAURANT EXPENDITURES AS A PERCENT OF TOTAL FOOD SALES



Study Area

Retail Market

The Study Area encompasses the commercial core of Hogansville including the historic downtown buildings along East and West Main Street and the car-oriented retail developments along Highway 29. Within the Study Area, there are approximately sixty-two commercial buildings with roughly 420,000 square feet of commercial space. Approximately 50% of these commercial spaces are currently vacant.

Retail businesses in the historic downtown include Station Coffeehouse, the Great Southern Pub, and the Blue Train Books used book store. Major retailers along Highway 29 include Rite Aid, Dollar General, and a Piggly Wiggly supermarket. Outside of the Study Area, but within the City of Hogansville, other major retailers include Ingle’s supermarket and a Fred’s dollar store. In addition, several fast food restaurants and gas stations are located near the Interstate 85 interchange.

According to local real estate agents, retail spaces in the historic downtown vary greatly in size with an average size of roughly 3,700 square feet. Typical rents in the downtown area range from \$500 to \$1,000 per month. For the larger spaces, this represents a very low rental rate per square foot.

Retail Market Analysis

Retail Leakage

Retail sales are almost never spread evenly across a region. Some communities have a large number of retailers that attract customers from outside of the immediate area, while other communities have few retail options, and residents have to travel to other areas to make purchases. This phenomenon is measured by comparing how much residents living in a defined area spend on various retail goods versus how many dollars are spent on retail goods at stores located within that same area. The difference between the two figures can be described as a “surplus” of retail sales or a “gap” in retail sales.

Currently, Hogansville residents make an estimated \$46.3 million of retail purchases annually, but only \$34.3 million of retail sales take place within the City of Hogansville. This difference represents a net outflow of just under \$12 million dollars in retail spending.



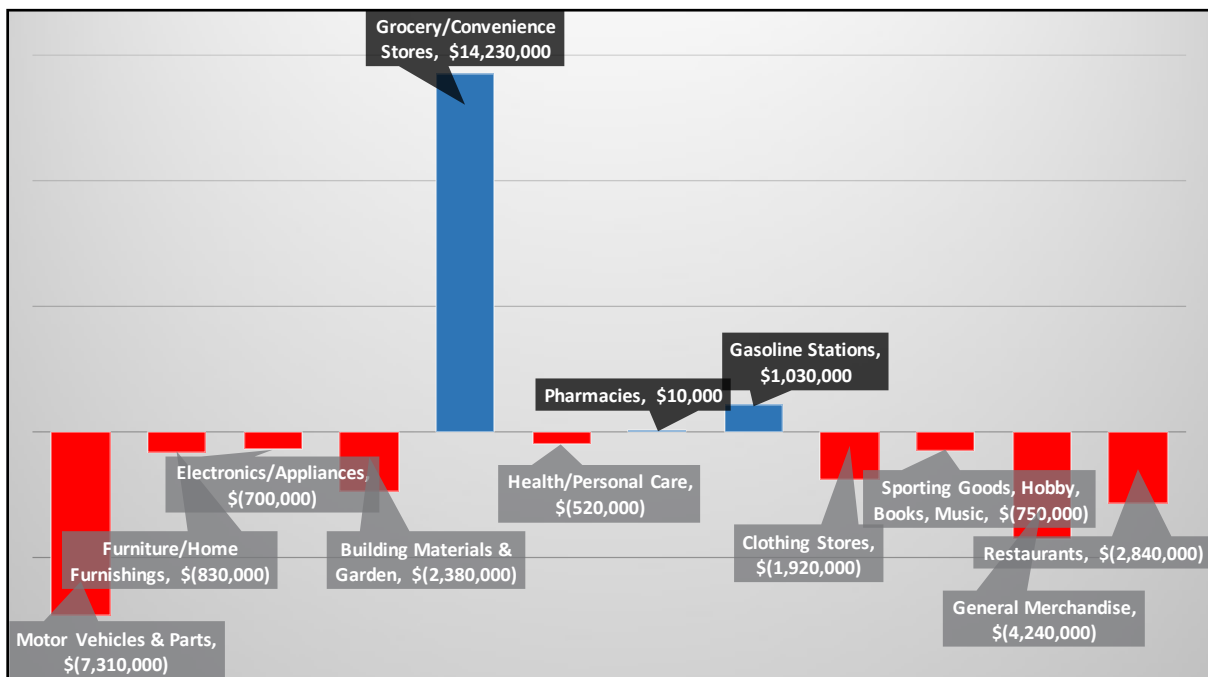
While the City of Hogansville loses a great deal of retail spending to surrounding communities, there are a few retail sectors where Hogansville is attracting customers from outside of the city. These include the “Supermarket”, “Pharmacies and Drug Stores”, and “Gasoline Stations” retail sector.

Market Analysis

Retail Leakage (continued)

The surplus in the “Supermarket” category is likely the result of the two grocery stores located within the City of Hogansville: Ingles and Piggly Wiggly. Because of its size and amenities, Ingles likely draws a large number of customers from outside of Hogansville. The Rite Aid store in the Study Area accounts for the very slight surplus in the “Pharmacies and Drug Stores” sector, and the gas stations and convenience stores attracting travelers from I-85 are the likely source of the surplus in the “Gasoline Stations” retail sector.³ The full Retail Leakage Report for the City of Hogansville can be found in the Appendix of this document.

HOGANSVILLE RETAIL OPPORTUNITY GAP/SURPLUS BY CATEGORY



The outflow of retail spending from Hogansville in certain retail sectors can be attributed to “Retail Gravity.” According to the “Retail Gravity Model” larger cities have more retailers with more selection, and people are willing to travel longer distances to shop in this wider variety of stores. Thus, when two nearby cities are of greatly unequal size, the trade area of the smaller city will be smaller, giving the larger city a wider trade area and the ability to “steal” more retail sales from the surrounding smaller communities.⁴

3. Source: Claritas and Village Green Consulting

4. “Reilly’s Law of Retail Gravitation” by Matt Rosenberg, www.thoughtco.com; March 17, 2017.

Retail Market Analysis

Retail Sales (continued)

This 'selection' is demonstrated by the table on the following page that shows the retail surplus or gap for nearby cities. Opelika, Newnan, and LaGrange are the largest cities in the area, and they are attracting retail sales from the surrounding smaller communities of Roanoke, Hogansville, West Point, Franklin, Senoia, and Grantville.

There are more than 640 major retail buildings in the Newnan/Coweta County submarket with over 7.6 million square feet of space.⁵ This includes the large Ashley Park development that serves a regional retail center. This development has Belk and Dillard's department stores as its major anchors along with a wide variety of big box stores and specialty retailers. As a result of this large number of regional retailers, the City of Newnan has total retail sales that are approximately 77.0% greater than the retail purchases made by Newnan residents. The City of Opelika also has a large number of regional retailers at the massive Tiger Town development. As a result, Opelika has annual retail sales that are more than twice the amount spent by the residents of Opelika. While the City of LaGrange has a smaller number of regional retailers, it is still able to attract outside retail dollars into its community. The LaGrange Mall is a small regional center that has been undergoing gradual redevelopment in recent years. It is anchored by Belk, TJ Maxx, Hobby Lobby, and Dunham's Sports.

At the opposite end of the spectrum, almost two-thirds of the total retail expenditures made by Grantville residents are lost to surrounding communities. This is not surprising since the City of Grantville has few retail establishments. For the City of Hogansville, 2017 retail sales equaled roughly 74% of the retail purchases made by Hogansville residents. This is stronger than the figures for West Point, Franklin, Senoia, and Grantville.

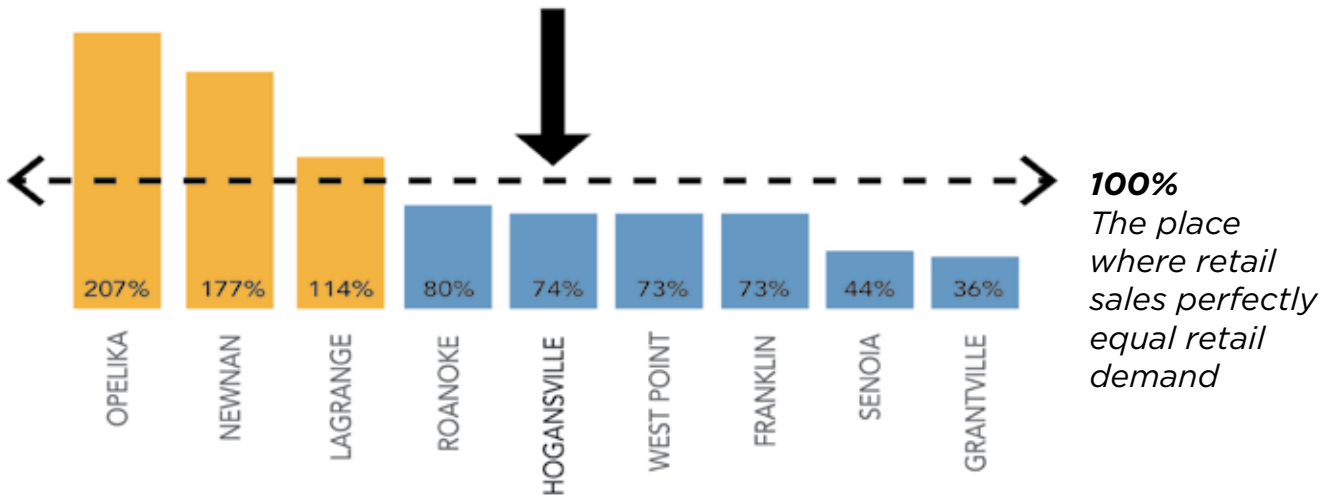
Because of its close proximity to the much larger cities of Newnan and LaGrange, it is likely that Hogansville is losing a large portion of its retail dollars to those two communities. In 2017, it is estimated that Newnan will have a retail sales surplus of over \$470 million dollars, and LaGrange will have a surplus of just over \$65 million.

4 "Reilley's Law of Retail Gravitation" by Matt Rosenberg, www.thoughtco.com; March 17, 2017.

5 Source: CoStar Retail Report: Atlanta Market Statistics, Third Quarter 2017

Market Analysis

LOCAL RETAIL SALES VS. LOCAL RETAIL DEMAND



Retail Trade Areas

Broadly speaking, retail can be divided into two categories: convenience retail and destination retail. Convenience retailers typically provide commodities necessary for everyday life. Examples of this type of retailer include grocery stores, drug stores, fast food restaurants, and dollar stores. Destination retailers provide a more specialized product mix and have to draw customers from a wider area. Examples of destination retailers would include department stores, specialty clothing stores, and full-service restaurants. Consumers typically make fewer trips to destination retailers, but the average purchase amount is often greater than for convenience retail.

CONVENIENCE RETAIL

- Purchases are made closer to home
- Purchases are made more frequently
- Retailers can be supported by a smaller population
- Selling lower-cost items
- Selling commodities that are necessary for everyday life

DESTINATION RETAIL

- Customers are willing to travel out of their local community
- Retailers draw customers from a large trade area.
- Purchases are made less frequently
- Selling higher cost items
- Often selling “luxuries” that require discretionary income

Retail Market Analysis

Retail Trade Areas (continued)

Because of Hogansville's fairly close proximity to the much stronger retail markets in both LaGrange and Newnan, efforts to grow the retail market in downtown Hogansville will require a strategy to create a unique destination that can attract outside dollars into the community.

Successful downtowns become a destination by selling an experience and should include:

- An emphasis on unique goods and services not commonly found in chain stores
- Interesting architecture and store design
- A curated mix of businesses that encourage cross-shopping
- Two to three "anchor" businesses
- A walkable environment
- Large-scale festivals
- Consistent programming and entertainment designed to increase sales volume
- A unique character that reflects the people, history, and culture of the community

In the modern economy, downtowns that flourish focus on providing for "wants" and not "needs."

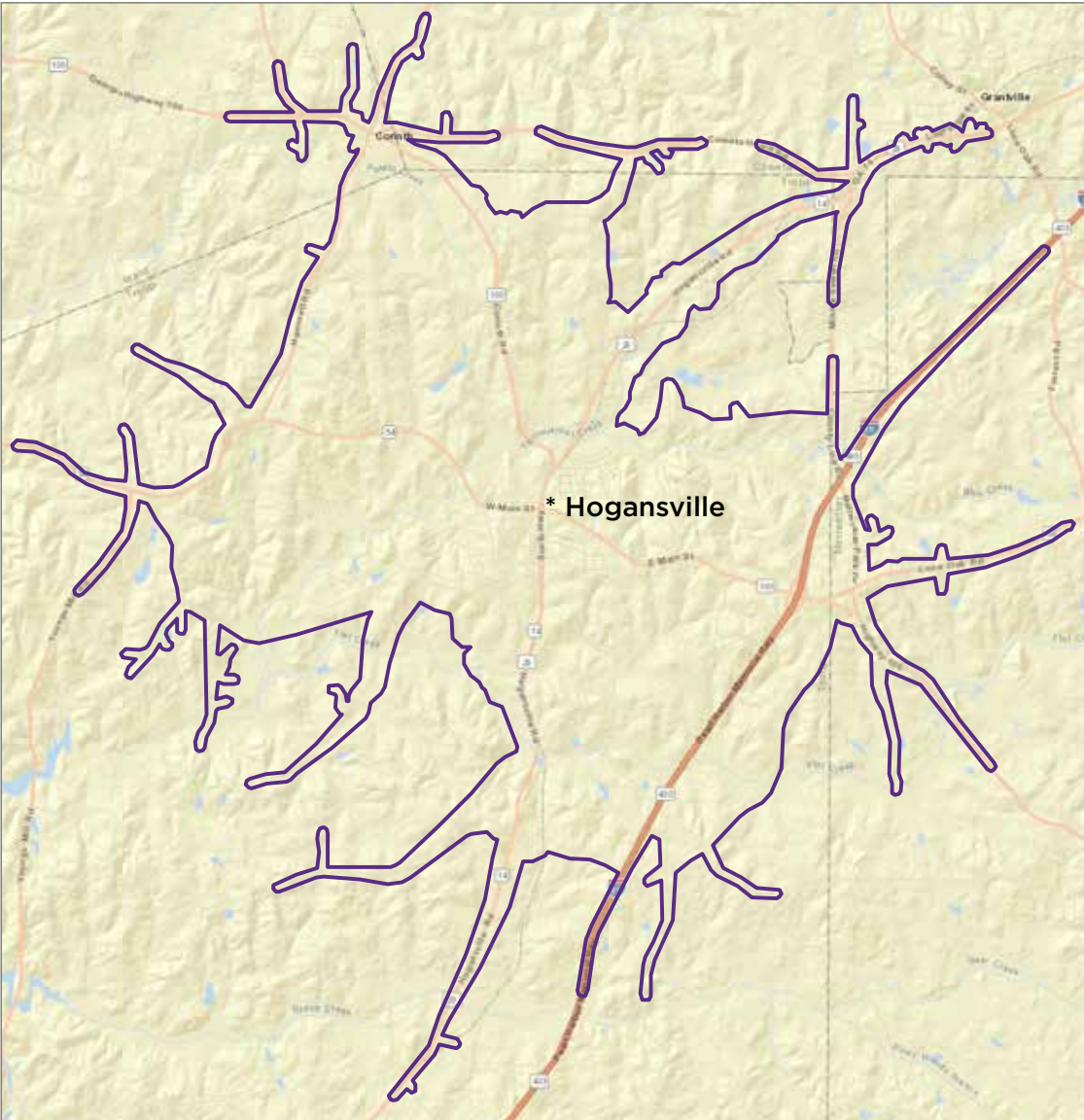
To understand the potential demand for retail in downtown Hogansville, it is important to establish likely trade areas. The Primary Trade Area represents the most likely source of consumers looking to make convenience retail purchases, and the Regional Trade Area is the area with the most potential to attract consumers looking for destination retailers. Based on discussions with local merchants and residents, the Primary Trade Area has been defined as the area within a ten-minute drive of the Study Area, and the Regional Trade Area has been defined as a forty-minute drive time.

Market Analysis

Primary Retail Trade Area

The population within a **ten-minute drive of downtown Hogansville** is approximately 5,030. Over the next five years, it is projected that the population in this area will increase by 2.7% to 5,170. The median household income for this area is \$38,180. In 2017, it is estimated that residents in this trade area will make \$89.3 million in retail purchases.

TEN-MINUTE DRIVE TIME

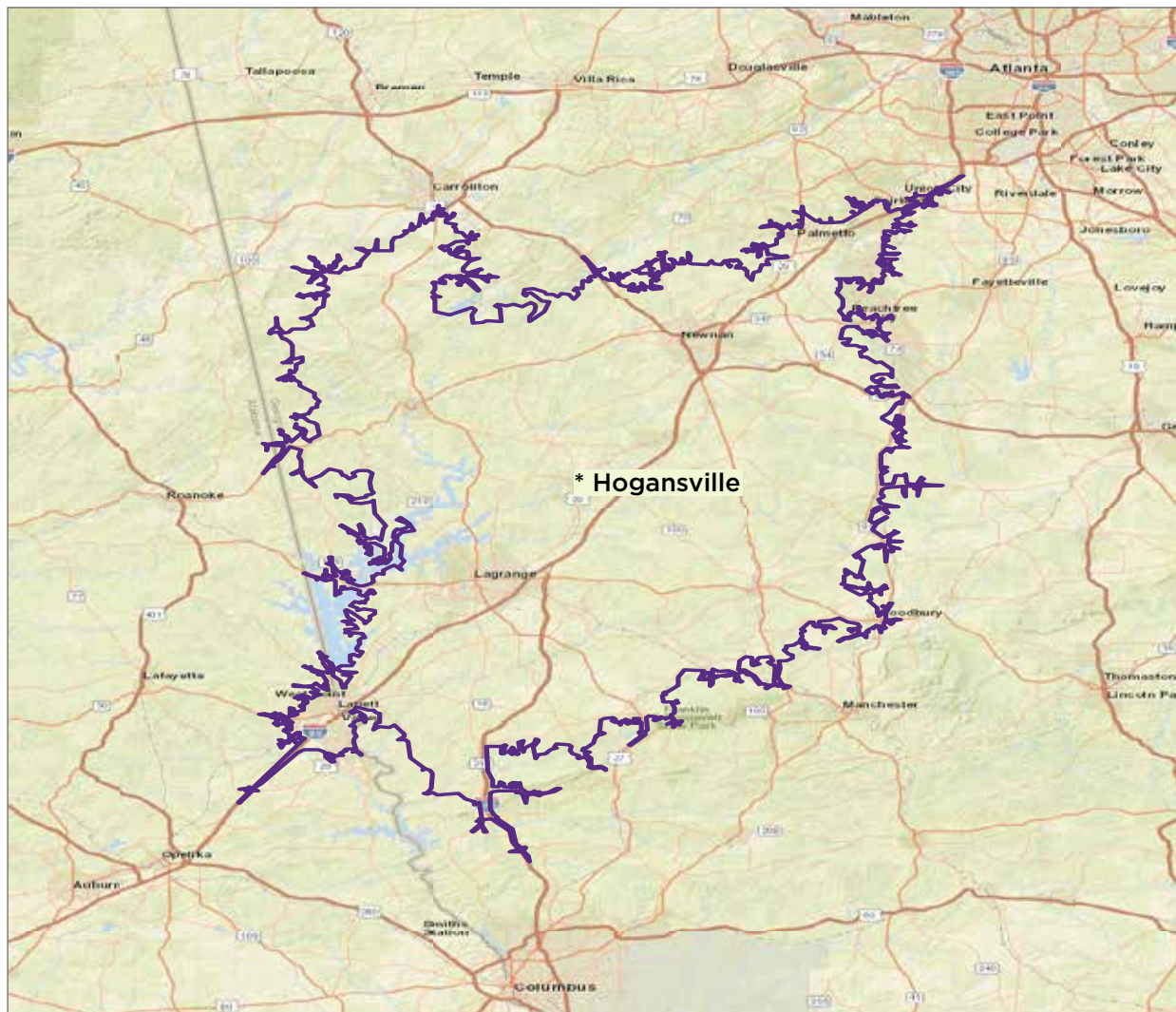


Retail Market Analysis

Regional Retail Trade Area

The population within a **forty-minute drive of downtown Hogansville** is approximately 271,470. Over the next five years, it is projected that the population in this area will increase by 5.5% to 286,430. The median household income for this area is \$52,400 which is significantly higher than the median income for the Primary Trade Area (\$38,180) and the City of Hogansville (\$35,960). In 2017, it is estimated that residents in this trade area will make \$4.7 billion in retail purchases.

FORTY-MINUTE DRIVE TIME



Market Analysis

Additional Retail Demand Generators

In addition to the residential population in the retail trade areas, there are several other sources of potential retail demand in Hogansville.

LOCAL EMPLOYMENT BASE

As noted in the Socioeconomic section, there were approximately 1,990 jobs located in and around the City of Hogansville in 2017. These employment numbers include jobs located within the City of Hogansville and in the nearby Meriwether Industrial Park. Some of the largest employers in the area include ContiTech, Dongwon Auto Parts, and Mando America Corporation. In addition, it was recently announced that Milliken will purchase the former Carter's manufacturing plant that has been empty for several years. It is estimated that this will bring an additional thirty jobs to the area.



Aerial of old Carter's plant
image via The Newnan Times-Herald

INTERSTATE 85 TRAFFIC

Downtown Hogansville is located approximately three miles from Interstate 85, a major transportation corridor for the entire Southeastern United States. In 2016, the Georgia Department of Transportation recorded average daily traffic of approximately 51,300 vehicle along Interstate 85 at the Hogansville interchange.



image via AAroads.com

Retail Market Analysis

Additional Retail Demand Generators

GREAT WOLF LODGE

The Great Wolf Lodge development, a 500,000 square foot entertainment and recreation venue, will open in late May 2018 approximately fifteen miles from downtown Hogansville. This development will include a 93,000 square-foot indoor water park that will be open year round, along with a 456-room hotel.



Inside a Great Wolf Lodge
image via thepress.net/news

LAGRANGE COLLEGE

LaGrange College has over 1,000 students and is located less than 15 miles from downtown Hogansville. With additional dining and entertainment choices, downtown Hogansville could begin to attract some of these students on a regular basis.



Frank and Laura Lewis Library
at LaGrange College

Market Analysis

Downtown Hogansville Retail Market

Challenges

- The population of the local community is fairly small.
- The median household income in the City of Hogansville is too low to support a great deal of discretionary retail spending.
- Downtown Hogansville does not yet have a critical mass of destination retailers that can work together to attract customers from outside of the community.
- Current rental rates for downtown commercial spaces are too low to support significant improvements to downtown buildings.
- Many of the retail spaces in downtown Hogansville are too large for modern destination retailers.

Assets

- The historic downtown buildings are largely intact and structurally sound. Destination retail is based on creating an experience, and historic architecture can be a part of that experience.
 - The City of Hogansville, while located in a rural setting, is adjacent to areas with large and growing populations and significant disposable income.
 - Existing catalyst businesses such as the Station Coffeehouse and Karvelas Pizza Company, make Downtown Hogansville uniquely situated to grow into a dining and shopping destination.
 - Hogansville has a fairly large employment base with 1,990 people working in the immediate area.
 - The City of Hogansville is located along Interstate 85, a major transportation corridor for the Southeastern United States.
-

Residential Market Analysis

National Residential Market

According to the National Association of Realtors, almost all major regions of the nation saw a significant increase in residential sales activity in late 2017. Existing home sales posted their third straight month of increases in November, reaching their strongest numbers in almost eleven years. Total existing home sales increased 5.6% to a seasonally adjusted annual rate of 5.81 million in November from an upwardly revised 5.50 million in October. Sales were 3.8% higher than the previous year with the highest sales figures since before the housing recession in December 2006 (6.42 million). The median sales price for existing homes was \$248,000 in November 2017, up 5.8% from November 2016 (\$234,000). This price increase marks the 69th straight month of year-over-year gains.

Total housing inventory for sale at the end of November 2017 was 1.67 million homes. This is 9.7% lower than the inventory levels of November 2016 (1.85 million homes). This figure has fallen year-over-year for thirty consecutive months. At the current pace of sales, there was a 3.4-month supply of available homes. This was down from a 4.0-month supply one year earlier in November 2016.¹

Metro Atlanta Residential Market

While the U.S. Census Bureau does not include Troup County in its definition of Metro Atlanta, the Hogansville housing market is impacted by the metro market and by the growth spilling out of neighboring Coweta County. For this reason, it is important to examine the Metro Atlanta residential market when looking at the growth potential of the Hogansville market.

Single-Family. In November of 2017, approximately 6,530 homes were sold in metro Atlanta through the Georgia MLS system. This represented an increase of 5.7% over the November 2016 figure of 6,180 homes sold. The median sales price for homes sold in November 2017 was \$205,460 which was 3.8% higher than the November 2016 median sales price of \$198,000. The residential inventory in November 2017 was approximately 2.71 months, which was a decrease of 13.9% from the November 2016 figure of 3.15 months.²

1. Source: "Existing-Home Sales Soar 5.6 Percent in November to Strongest Pace in Over a Decade."
National Assoc. of Realtors: December 20, 2017

2. Source: Georgia MLS

Market Analysis

Metro Atlanta Residential Market (continued)

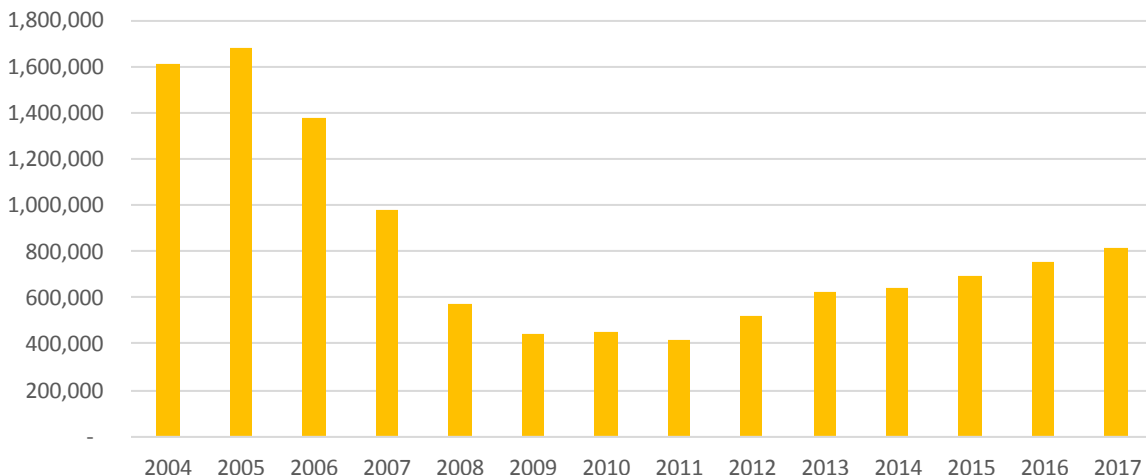
Multi-Family. According to a third quarter 2017 market report from Marcus and Millichap, approximately 16,300 apartments were added to the Metro Atlanta market in 2017. The majority of these apartments were built in the suburbs. With expected absorption of only 11,600 units, vacancy was projected to rise to 5.7%. However, the average effective rent was expected to reach a record-breaking high of \$1,144 per month, a 7.7% increase over the prior year.

Residential Building Permits

National Market

The number of residential building permits issued each year can provide one of the clearest indicators of the health of the new home market. As can be seen in the following chart, the recession that began in 2007 had a profound impact on new home construction across the United States, and some aspects of the market have still not fully recovered. The chart displays total building permits issued for new single-family homes in the United States. Building permits reached a pre-recession high of approximately 1.68 million in 2005. The number of building permits reached its lowest point in 2011 with just over 418,000 permits issued, representing a decrease of 74.1% between 2005 and 2011. Since 2011, the number of permits has steadily increased, reaching almost 818,000 in 2017. While this demonstrates a significant improvement in new home construction, the 2017 figure is still 49.3% below the number of permits issued in 2005.³

SINGLE-FAMILY BUILDING PERMITS - UNITED STATES



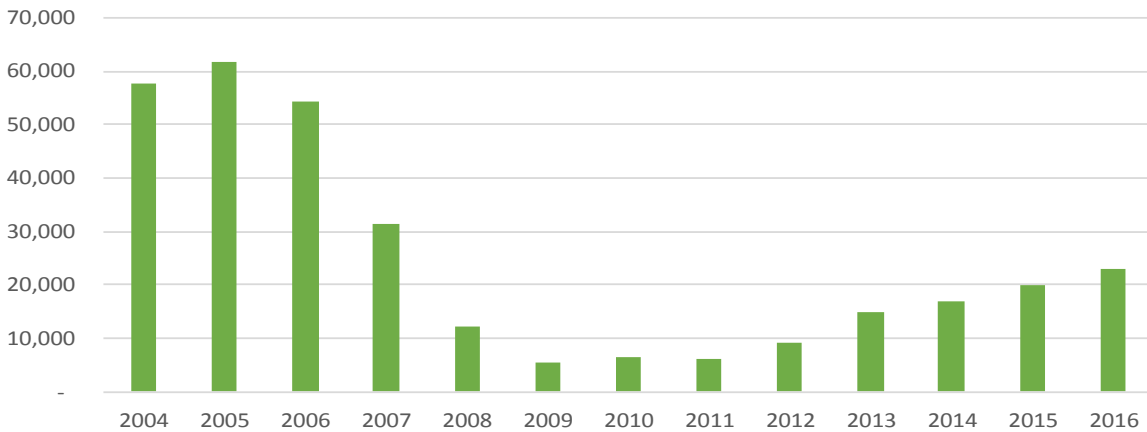
Residential Market Analysis

Residential Building Permits

Metro Atlanta Market

The new home market in Metro Atlanta was impacted by the recession more severely than the rest of the United States. Single-family building permits issued in the metro area reached a pre-recession high of 61,840 in 2005. When the market reached its lowest point in 2009, only 5,460 permits were issued. This represents a decrease of 91.2% between 2005 and 2009. Since 2011, the number of permits issued has steadily increased each year, reaching 23,100 in 2016. While this figure represents a significant improvement, it is still 62.6% below the number of permits issued in 2005.⁴

SINGLE-FAMILY BUILDING PERMITS - METRO ATLANTA



3. Source: U.S. Census Bureau

4. Source: U.S. Department of Housing and Urban Development

Market Analysis

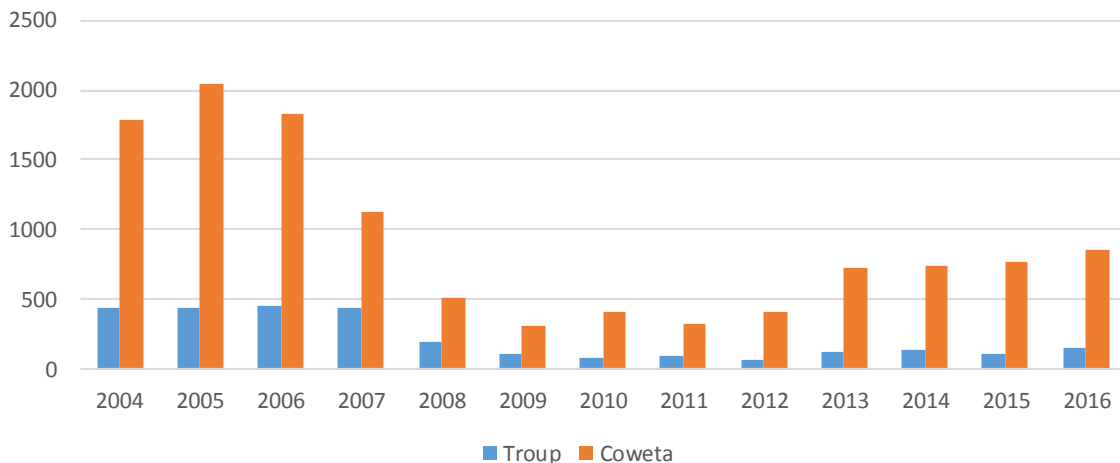
Residential Building Permits

Troup & Coweta County

According to local real estate professionals, a significant portion of Troup County’s residential growth prior to the recession was a result of growth spilling out of neighboring Coweta County. While the recession greatly slowed this momentum, it is likely that Troup County, especially the northern portions of the county near Interstate 85, will see significant residential growth in the future as the Coweta County market matures and land there becomes more expensive.

The following chart compares single-family building permits issued in Coweta and Troup Counties between 2004 and 2016. From the chart, one can see that Coweta County has a much larger new home market. At the height of the pre-recession housing market in 2005, there were 2,049 single-family building permits issued in Coweta County. In the same year, 442 permits were issued in Troup County. The number of single-family building permits in Coweta County reached its lowest point in 2009 when only 315 permits were issued. Troup County issued its fewest number of permits in 2012 with just 62 building permits. By 2016, the number of permits issued in Coweta County had reached 852, representing a substantial increase over the 2009 figure but still well below the number issued in 2005. There were 148 single-family permits issued in Troup County in 2016. This represents the largest number of permits since 2008, but it is still well below the years of 2004 to 2007 when between 438 and 456 permits were issued each year.⁵

SINGLE-FAMILY BUILDING PERMITS - TROUP AND COWETA COUNTY



5. Source: U.S. Department of Housing and Urban Development

Residential Market Analysis

Hogansville Area Single-Family Residential

There are approximately 1,280 single-family homes in the City of Hogansville, representing roughly 89.0% of the total housing units in the City.⁶ Single-family homes in Hogansville vary greatly in size, age, and architectural style. The Study Area contains quite a few larger historic homes in and around the downtown commercial district. Adjacent to the Study Area, the City has a fairly large “mill village” that consists of smaller historic homes that were originally built as company-owned housing for workers in the local textile mill. Many of these homes are in need of repair and reinvestment. Elsewhere in the City of Hogansville, there are a variety of newer single-family neighborhoods that were largely developed between the 1950s and the early 2000s.

The following table provides information on single-family home sales in the Hogansville area. It is important to note that these statistics cover the City of Hogansville along with properties in the surrounding unincorporated areas of Troup County with a Hogansville address. Between 2012 and 2017, the number of homes sold annually increased from a low of 62 in 2012 to a high of 103 in 2017. As would be expected with a fairly small number of home sales, the average sales price has varied considerably, with a low of \$71,271 in 2012 and a high of \$147,536 in 2017. (It is important to note that the very high maximum sales price of \$915,000 in 2017 likely moved the average higher for that year.)

HOGANSVILLE AREA - ANNUAL HOME SALES

	2012	2013	2014	2015	2016	2017
Number of Homes Sold	62	68	78	73	98	103
Minimum Sales Price	\$10,000	\$5,000	\$5,100	\$8,000	\$11,000	\$13,000
Maximum Sales Price	\$270,000	\$370,000	\$292,300	\$407,000	\$355,000	\$915,000
Average Sales Price	\$71,271	\$96,017	\$99,700	\$110,245	\$118,664	\$147,536

Source: Environics Analytics

Market Analysis

Hogansville Area Single-Family Residential

Planned Developments

The Village of Huntcliff is a single-family subdivision located on Highway 29 just north of the Study Area boundaries. Development of this neighborhood began in 2004. Approximately 23 homes were built before construction stopped during the housing recession. A local developer has purchased 52 vacant lots in the neighborhood with plans to construct new single-family homes with a potential target price of roughly \$175,000 to \$225,000. The same developer is also in the planning stages for a new subdivision in the City of Hogansville between the eastern boundaries of the Study Area and Interstate 85. Current plans call for approximately 180 single-family lots in this new development.

Hogansville Multi-Family Residential

Stony Ridge Apartments – The Stony Ridge apartment community is located in the City of Hogansville, but outside of the Study Area. Funded through the Low Income Housing Tax Credit program, this property has subsidized rents and income restrictions. The community opened in August of 2014 and was developed by affordable housing provider Dash, Inc. Stony Ridge has 54 units with rents ranging from \$354 to \$580 per month. The occupancy rate is 100%, and according to property management, there is a waiting list with a current wait time of approximately 1.5 years.

Hogansville Housing Authority Properties – The Hogansville Housing Authority owns and manages three communities with approximately 100 units. These properties are located in the City of Hogansville but outside of the Study Area. They were built in the 1950s and 1960s. Rents vary and are subsidized based on the tenant's income.

Downtown Residential Units – According to local real estate agents, there are approximately seven residential units in the commercial core of downtown Hogansville. These units are scattered throughout the downtown area and range in size from 840 square feet to 1,930 square feet with an average size of approximately 1,300 square feet. The units have one to three bedrooms. Monthly rental rates are between \$575 and \$800 per month with an average rental rate of approximately \$635 per month.

Residential Market Analysis

Hogansville Residential Market : Challenges & Assets

Challenges

- New home construction in the Hogansville area largely stalled during the recession that began in 2007, and the market has not yet fully recovered.
- While the demand for rental housing in Hogansville appears to be substantial, much of this demand depends on fairly low rental rates.
- A significant portion of the single-family housing stock in Hogansville is older and in need of substantial reinvestment.

Assets

- The nearby Coweta County residential market has been steadily recovering from the recession with an increases in new home construction and rising home prices. Within the foreseeable future, there should be significant market pressure that will push home buyers into Troup County.
 - There is a small, but still significant portion of the public looking for “loft” housing in converted former commercial spaces. Downtown Hogansville has several buildings that are especially well-suited for conversion into this type of housing.
 - There is a relatively large employment base in the Hogansville area. If the downtown becomes more active and vibrant with shops, restaurants, and entertainment, many of these employees who are commuting into the area may also choose to live in the community.
 - The City of Hogansville has a large number of historic single-family homes. Homes with historic character are increasingly valued by a sizeable portion of the home buying public. Once renovated, these homes and neighborhoods could provide an attractive alternative to the suburban housing stock found in the rapidly developing areas to the north of Hogansville.
-

Market Analysis

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Downtown Hogansville Market Recommendations

While downtown Hogansville faces certain challenges from a socioeconomic and market standpoint, it also has many assets that give it the potential to once again become a thriving center of commerce and an economic engine for the community. This document denotes 'Recommendation' references in red numbering "1". Since it is a "Market Recommendation" it will be referenced in a Gold color.

The following recommendations are designed to build on the strengths outlined in the market study:

- ① Focus on attracting customers from a broader region.

The Hogansville retail market is fairly small, and the local population cannot support a thriving downtown. However, downtown Hogansville is fortunate to be located in a region with a large and growing population and significant disposable income. Revitalization efforts should focus on expanding the downtown trade area from one serving only the local community to one attracting customers from across the region. The following table demonstrates the tremendous increase in the downtown customer base if the trade area is expanded from the City of Hogansville to the area within a 40-minute drive time.

POPULATION	City of Hogansville	40-minute drive time
2010 Census	3,060	252,300
2017 Estimate	3,203	271,500
2022 Projection	3,264	286,400
Median Household Income	\$35,960	\$52,400



Market Analysis

2 Curate a mix of businesses that will create a regional destination.

At one time, downtowns provided a wide variety of essential goods and services and served as the commercial hubs of their communities. Prior to the 1980s, a typical downtown featured a broad mix of retail establishments including pharmacies, shoe stores, department stores, hardware stores, and variety stores. Most of these businesses are now gone, and their sales have shifted to “big box” stores located in automobile-oriented shopping centers. However, many downtowns have reinvented themselves and found success by providing unique and engaging experiences. While it is very unlikely that downtown Hogansville can regain the local convenience retail trade that it once had, it can become a dining and entertainment destination for the surrounding region. To become a destination, Hogansville will have to set itself apart from other downtowns in the area. The following businesses and activities could be supported in downtown Hogansville if they are part of an overall curated mix of tenants and programming designed to attract the regional consumer:

- Several unique restaurants
- Micro-brewery
- Performing arts (renovate Royal Theater)
- Music venues (both indoor and outdoor)
- Artist studios/makers spaces in former retail spaces



Renovated Black-box Theatre in Hapeville, GA



Recent success of the Southern Pub in downtown Hogansville

Downtown Hogansville Market Recommendations

3 Encourage additional downtown housing.

Downtown Hogansville has a small but successful housing market. Efforts should be made to increase the number of residential units in the downtown through the conversion of older buildings and new construction. The presence of additional residents on a 24-hour basis would add to the vibrancy of the area. In addition, downtown housing could attract new residents looking to live in a unique environment who might not otherwise have move to Hogansville. Because rents in the area tend to be fairly low, efforts should focus on creating simple, loft-style units.

4 Retrofit buildings to match the current downtown market.

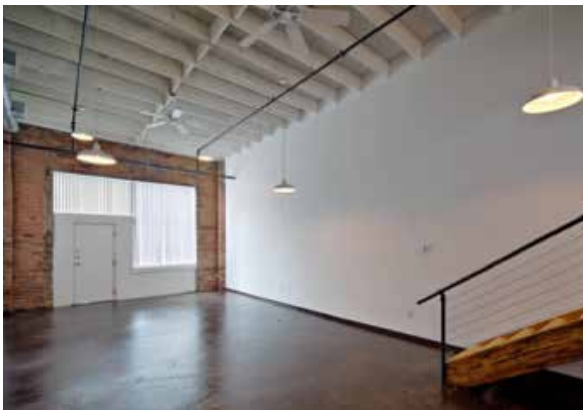
Most of the retail buildings in downtown Hogansville are too large for modern specialty retailers. This contributes to higher vacancy in the downtown and lower rental rates per square foot. Extended periods of vacancy and low rents make it difficult for property owners to justify investing in their properties. One solution to this problem could be to reconfigure the buildings. It is likely that some of the larger retail buildings would be more productive if they were subdivided to create several very simple loft-style spaces with a bathroom and a small kitchen. These spaces could then be rented for a variety of uses such as retail, office, artist studio, maker's space, or loft apartment. The flexibility of the spaces would widen the pool of potential tenants and allow uses to change with fluctuations in the market.



Market Analysis



Denser downtown-style live/work housing at Serenbe in Palmetto, GA



Simple retrofitted loft / studio example via Village Green Consulting



4. Recommendations and Implementation

Recommendations & Implementation

Overview

As detailed in the market analysis, Hogansville's greatest near-term economic opportunity for downtown is as a destination for its citizens as well as those in surrounding areas. To become a destination, a community must be special and different than other communities. Hogansville's downtown is currently special and different from other communities in that its built environment creates a charm noticeable by residents and visitors, alike. That built environment charm is created by these existing factors:

- small, walkable blocks & sidewalks
- historic structures (residential & commercial)
- on-street parking
- downtown park
- re-purposed historic theater
- re-purposed train depot

These seemingly simple built environment features of Hogansville's downtown remain from the City's origins as a bustling downtown of many businesses and which have been eradicated by redevelopment or disrepair in so many other Georgia cities. Hence the relative rarity of such an enjoyable downtown and peoples' interest in spending time in such a unique place.

Because Hogansville has an authentic downtown with an intact array of attractive built features, our recommendations focus on just a few central goals, aimed at enhancing and improving the economic impacts of these assets: enhance what the community already has, protect and appropriately reuse what already exists, and leverage an already recognizable community brand.

Our recommendations aim to achieve these goals through three types of activities, all which intersect with and support each other through:

- **PHYSICAL INVESTMENTS (I)** - such as redevelopment of the downtown park to provide more services; extending Tower Trail to the new library; and small, voluntary art improvements at individual properties (both commercial and residential).
- **ECONOMIC AND MARKET INVESTMENTS (M)** - such as adding programming to get folks to downtown beyond just the Hummingbird Festival; returning the Royal Theater to a performance venue; and leveraging the successful Hummingbird Festival by featuring hummingbirds and the hummingbird theme throughout the town and Hogansville's marketing material.
- **POLICY INVESTMENTS (P)** - such as revising pertinent sections of the City's zoning and building codes to permit different types of downtown residences, different types of business space, a variety of housing types, and minimizing parking requirements.

Short Term **Physical Investments**

Overview

The team determined a list of 13 “Ideas for Making Downtown a Destination”, following up on the Market Analysis research determining the opportunities for downtown Hogansville. These ideas were decided on based on their minimal cost, easy to implement and powerful visual impact. Details for each intervention are detailed on the following pages.

- **Downtown Doors**
- **Hummingbird Gardens**
- **Hummingbird Feeders**
- **Hummingbird Baths**
- **Hummingbird Houses**
- **Hummingbird Murals / Public Art**
- **Street Painting**
- **Pedestrian Street**
- **Destination Eateries**
- **Live Music & Performing Arts**
- **Maker Spaces**
- **Consistent Programming & Events**
- **Downtown Housing**

Many items on the list utilize and enhance the already existing “Hummingbird” identity that Hogansville has based on its annual Hummingbird Festival in October and being on the hummingbird migration route.

This document denotes ‘Recommendation’ references in red numbering. Since it is a “Physical **Investment** Recommendation” it will be referenced in a **Red** color. Numbering starts with “5” following the first four Market Recommendations.

Recommendations

5 Downtown Doors

Work with commercial property and business owners to add color and creativity to the many doors that front on downtown. These doorways should be expressive, vibrant, and eye catching to visitors and customers. This is an inexpensive method with immediate eye-catching results. The impact is a livelier looking downtown, even if properties do not have an operating business.



6 Hummingbird Gardens

Establish new bird gardens throughout the Downtown area. Local businesses and residents should be empowered and encouraged to create bird gardens with their own unique expression. Creating official designation signs (example at right), becomes additional signage promoting the city's unofficial theme.



7 Hummingbird Feeders

Establish new bird feeders to be utilized throughout the Downtown area. Bird feeders should be creative and vibrant and should adorn the many buildings or yards (public or private) throughout the Downtown. Again, this option further embraces the city's unofficial theme and creates branding opportunities for the city.



Short Term **Physical Investments**

8 Hummingbird Baths

Establish new bird gardens throughout the Downtown area. Local businesses and residents should be empowered and encouraged to create bird gardens with their own unique expression.



9 Hummingbird Houses

Encourage local businesses and residents to create bird houses wherever possible. Bird houses should be colorful and creative art pieces. As with the hummingbird habitat and bird feeder ideas, such a simple initiative creates tremendous branding opportunity. Tours and contests can be built around these installations.



10 Hummingbird Murals

Identify opportunities for new Hummingbird art murals throughout the Downtown. Focus on Hummingbird themed murals and provide them in highly visible locations. Partner with local artists to the greatest extent possible. These installations, unlike other ideas, would require cooperation with mainly commercial property owners.



Recommendations

11 Street Painting

Utilize Commerce Street as a horizontal art mural and provide paintings and murals along the surface of the street. The art should change frequently and should be painted by local artists. Smaller festivals or day events could be created around the changing murals, increasing downtown programming as recommended elsewhere. This idea also may require government policy tweaks to permit. Should there be any concerns, temporary paint can be utilized.



12 Pedestrian Street

Close Commerce Street from the back of the Royal Theater to the Depot to create a pedestrian street for displaying art, for live music and entertainment, for food and beverage sales, and for creating a walkable pedestrian night life. Begin with one weekend per month and consider expanding to every weekend. Utilize parking, policing, and advertising “lessons learned” from the Hummingbird Festival to ensure such events have mobility options and are safe.



13 Destination Eateries

Work with property owners to create an inventory of buildings that are viable for new eateries. Recruit successful establishments from other nearby communities to come to Hogansville. Adjust city zoning building and parking codes as needed to permit these uses and in, perhaps, smaller footprints. Allow outside dining and alcohol consumption. Work with existing establishments to relocate, stay, and help them thrive in downtown.



Short Term **Physical Investments**

14 Live Music & Performing Arts

Identify locations within the Downtown for live music and performing arts or artist display spaces. This can be in vacant or occupied buildings, in parks and open spaces, or on a closed-off Commerce Street. A venue does not need to be large to be successful. Utilize parking, policing, and advertising “lessons learned” from the Hummingbird Festival to ensure such events have mobility options and are safe.

This idea should align with performance offerings at a renovated Royal Theater or, be incremental support leading up to Theater renovations.



15 Maker Spaces

Work with property owners to create an inventory of buildings that are viable for new maker spaces. Recruit area makers and creatives to come to Downtown Hogansville. Eliminate code obstacles (zoning, building, and parking) that would prevent the location of businesses that involve light manufacturing and production within the Downtown.



Recommendations

16 Consistent Programming & Events

The DDA should identify a committee or other body of appropriate partners to own regular downtown programming. A calendar of events and happenings in downtown should be created with a goal of eventually having monthly events (music, festivals, theater performances, art displays, tours, etc.



17 Downtown Housing

Work with property owners to create an inventory of buildings that are viable for new downtown housing and to identify vacant parcels that are ripe for new housing development. Connect local builders to property owners to facilitate the creation of a new downtown housing stock. Address zoning, building, parking and permitting code revisions necessary to allow this to occur.



Longer-Term **Physical Investments**

Overview

Simultaneous to the execution of the “Short-Term Ideas”, there are several items of larger impact for the city to pursue. These projects were determined based on their overlap and support from the market analysis, along with the foundational understanding of the assets and challenges of the downtown. The efforts focus on enhancing the existing character and sense of place of Hogansville, while also providing new opportunities and economic vitality.

Included in these projects are:

- **Utilizing the Historic Royal Theater for Performing Arts Space**
- **Expanding the Tower Trail**
- **Reviving the City Park downtown**
- **Exploring Redevelopment Options at the Piggly-Wiggly**
- **Re-purposing the old PNC Bank building and the former City Library**

This document denotes ‘Recommendation’ references in red numbering. Since it is a “Physical **Investment** Recommendation” it will be referenced in a **Red** color. Recommendation numbering starts with “18” following the first four Market Recommendations and the thirteen Short-Term Physical Investment Recommendations.

Recommendations

18 Utilize Historic Royal Theater

The historic Royal Theater is currently utilized as City Hall, but should be restored to provide a unique venue for community arts and entertainment offerings. Several Georgia communities have invested in reviving historic performance venues resulting in significant economic impacts. There are ample available buildings within the City of Hogansville and the downtown area to accommodate for relocation of City Hall’s administrative offices and government functions. The historic Royal Theater is a truly unique and treasured building and as such the building should be re-purposed to become once again to provide a dynamic space for art and entertainment in the community. It is downtown’s most significant built asset and the corner stone to a larger strategy of creating a destination economic future for the city.



Inside Royal Theater
Image via ChattahoocheeHeritage.org



Theater before facade renovation (1990)
Image via Bill Badzo on Flickr



Theater at Opening in 1937;
Image via LaGrange Daily News



Theater at present day;
Image via steveartist on Flickr

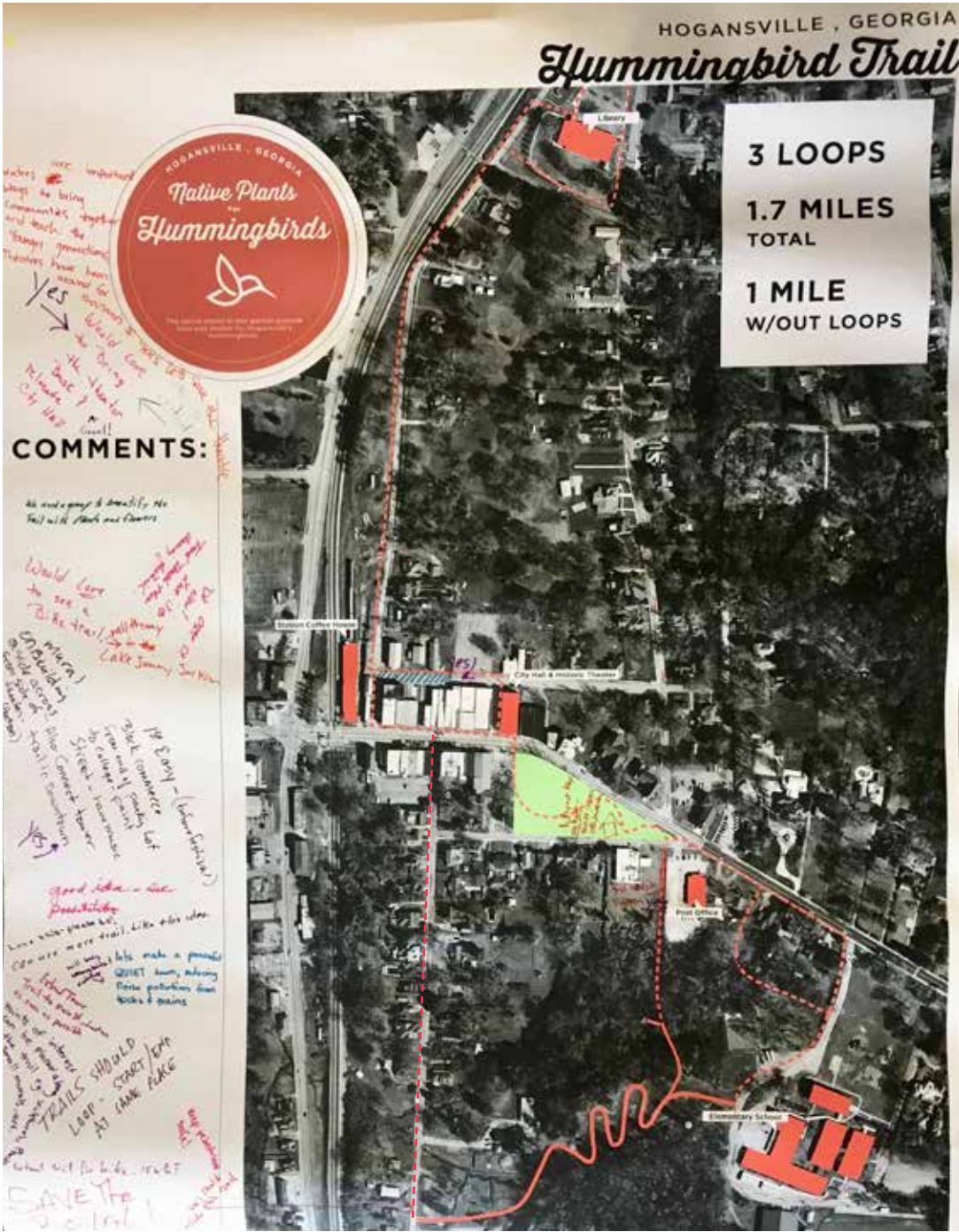
Longer-Term **Physical Investments**

19 Expand Tower Trail to “Hummingbird Trail”

Extend the existing Water Tower trail from the Water Tower through the Hogansville Elementary School campus, to Downtown Hogansville, and ultimately to the Hogansville Public Library, and consider renaming the trail to “Hummingbird Trail”. For portions of the path that travel through the Downtown and to the Library, the path can utilize existing sidewalks and/or street pavement to accommodate necessary width.



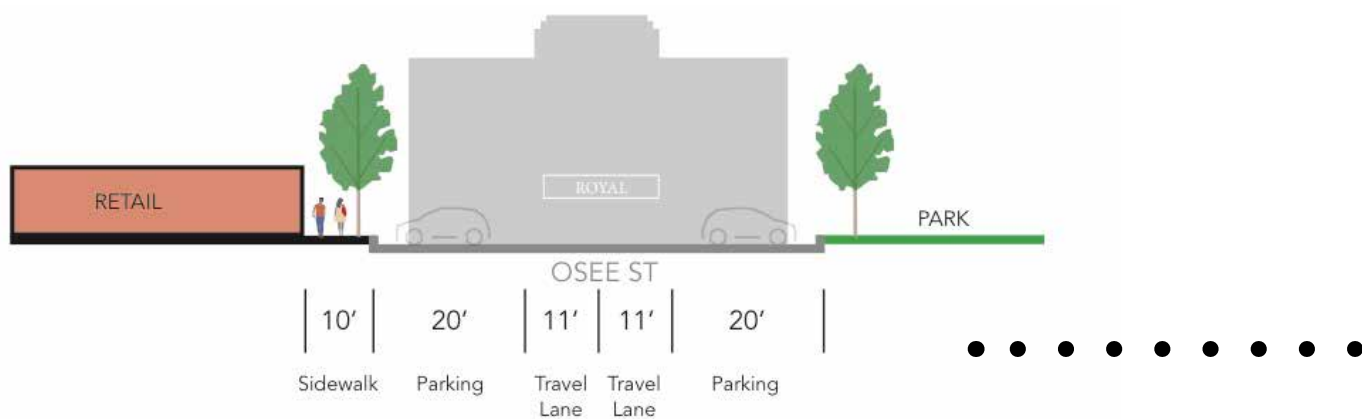
Recommendations



Longer-Term Physical Investments

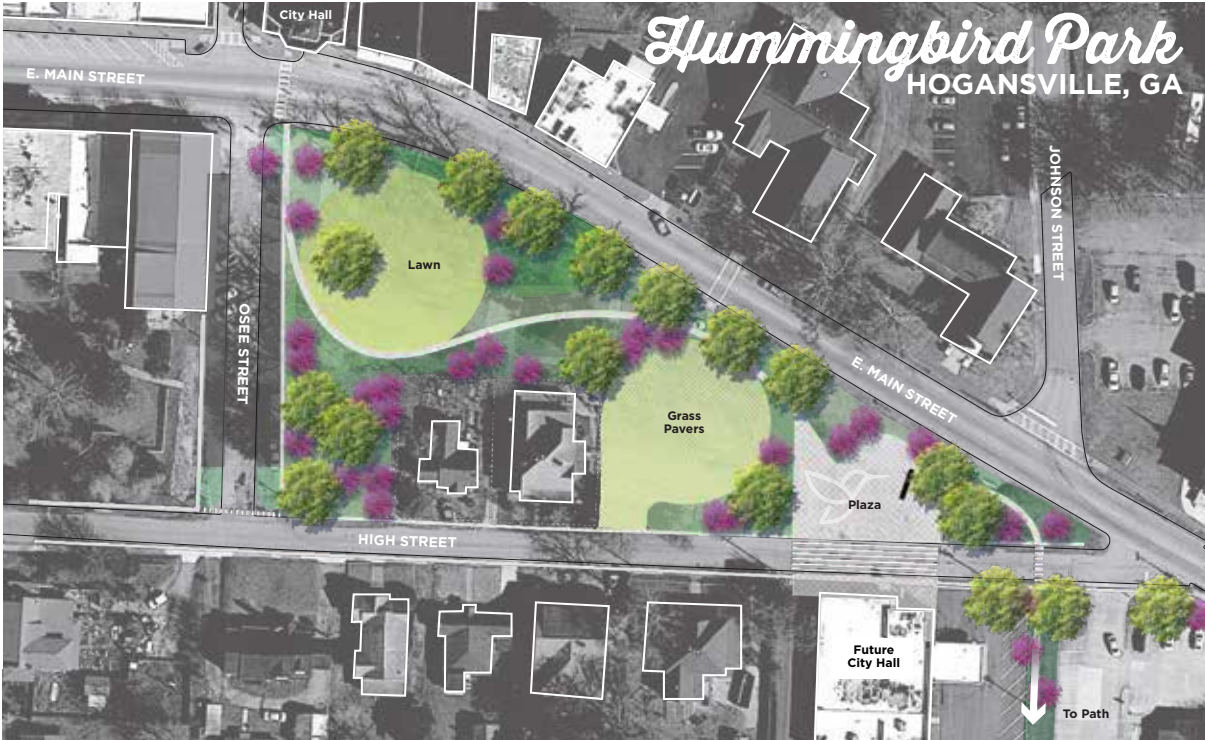
20 Revive downtown City Park

The existing downtown park should be expanded to create a grand park in the center of the historic downtown. To accommodate the larger park, the eastern most parking lot area should be removed, and the short segment of Ord Street should be absorbed into greenspace. Additional parking can be accommodated by striping for on-street parking on High Street and by making better use of Osee Street as an opportunity for additional parking. Nearby sites should be considered for receiving the existing structures that sit along the park edge. The new downtown park should be a beautiful focal point for the community and the location for community celebrations and events. Consider naming the newly expanded park “Hummingbird Park”. Beloved aspects of the park such as its memorials would be retained. This recommendation to expand the functions of park space is not just for aesthetics, but also for function. As the general park area is currently broken up by Osee and Ord Streets, it provides limited recreation services.



Osee Street Section with new parking striped and wider sidewalks

Recommendations



Longer-Term Physical Investments

21 Exploring Redevelopment at Piggly Wiggly

The existing retail strip mall that contains Piggly-Wiggly is just northwest of the downtown and off Highway 29. It was built in 1985, and, like many developments of this type, has seen decline over the years. Much of the building is vacant, but also understand that Piggly-Wiggly is utilized by the residents of Hogansville and a needed service. However, the parking lot is over-allocated and never entirely full, so there is the potential to re-envision a portion of this parcel to accommodate other needs, like multi-family housing (as mentioned in the Residential Market Analysis).



Recommendations



Longer-Term Physical Investments

② Re-purpose old PNC Bank building and former City Library

The existing Downtown park should be expanded to create a grand central park in the center of the historic Downtown. To accommodate the larger park, the eastern most parking lot area should be removed, or utilize pervious pavers to accommodate cars only on occasion. Additional parking can be accommodated by striping for on-street parking on High Street and by making better use of Osee Street as an opportunity for additional parking. Nearby sites should be considered for receiving the existing structures that sit along the park edge. The new Downtown Park should be a beautiful focal point for the community and the location for community celebrations and events. Consider naming the newly expanded park “Hummingbird Park”. Re-purpose old PNC Bank building and former City Library

Recommendations



Policy Investments

23 Create a Downtown Zoning District

Downtown Hogansville needs to support its existing, historic character through the creation of a new Downtown Zoning District. While the existing codes address some needs of downtown, this can further enhance and enforce the pieces that make Hogansville unique and special. Recommendations for language for this new zoning district are outlined on the following pages.

DOWNTOWN HOGANSVILLE - MIXED USE DISTRICT

Area, Yard, and Height

1. Minimum lot area - 2,500 square feet
 2. Minimum lot width at setback line - 25'
 3. Front yard
 - a. For single-family attached
 - b. None. See sidewalk requirements.
 4. Side yard - None when no windows are provided. When windows are provided, a minimum 3' side yard is required.
 5. Rear yard - None.
 6. Maximum building height - 45'
 7. Open space - Open space shall be provided on-site in an amount equal to a minimum of 10% of the lot area. The following components can be counted for the purposes of meeting the open space requirement:
 - a. Sidewalks located on private property
 - b. Plazas and squares
 - c. Parks and gardens
 - d. Landscaped areas
 - e. Rooftop lounges and gardens
 - f. Balconies with a minimum external standing room area of 15 square feet
-

Recommendations

Permitted Uses

- Retain Sec. 102-502. Exception for permitted special events
- Accessory uses
- Arts, entertainment
- Assembly, theater
- Bed and breakfast
- Child care
- Commercial
- Drugstores, pharmacies
- Garden centers and nurseries
- Grocery/general merchandise
- Hotel
- Jewelry store
- Laundry, pickup and dry clean services
- Library
- Light manufacturing and production uses
- Medical, clinical
- Municipal and civic institutions
- Office, studio
- Parking lot or garage, commercial
- Physical therapy, massage therapy, beauty salon
- Places of worship
- Recreation, fitness, health
- Repair services
- Residential (Single-family detached dwellings, single-family attached dwellings, multi-family dwellings, multi-family dwellings with ground-floor non-residential uses)
- Restaurant, bar
- Retail
- Schools and colleges
- Veterinary clinic/animal hospital/grooming

Policy Investments

Sidewalks

1. Sidewalks shall be required along the edge of all public streets, except for the south side of Commerce Street which shall not be required to have sidewalks.
2. Sidewalk dimensions, materials, and street furniture requirements shall match the predominant pattern of the sidewalk that exist along a parcel's block face.

Civic Design

1. Drive-through uses. Drive-through service windows and drive-in facilities are prohibited.
 2. Fences and walls.
 - g. For entirely residential uses: Fences and walls shall not exceed 42 inches in height when located between the primary building and the street.
 - h. For outdoor dining: Fences and walls shall not exceed 42 inches in height when located between the primary building and the street. Such fencing shall not be permanently affixed to the sidewalk and just remain mobile and movable when not in use.
 - i. For all other uses: Fences and walls are prohibited from being located between the primary building and the street. Fencing located in side and rear yards shall not exceeding 8' in height. 10. No barbed wire, razor wire, chain link fence or similar elements shall be visible from any public street or sidewalk.
 3. Loading. On-site loading areas are not required. Where provided, loading areas shall be located to the rear or side of a structure.
 4. Neighborhood scale. When located adjacent to a residential district, development shall be designed to scale down to a similar size, massing, height and appearance as the adjoining residential area.
 5. Outdoor dining. Outdoor dining shall be permitted within the sidewalk provided a 4' clear zone is preserved for pedestrian mobility along the sidewalk.
 6. Pedestrian entrances. The primary pedestrian entrance for pedestrians to access all sidewalk level uses and business establishments with public or private street frontage shall be located on the building's primary façade and shall face and be visible from the public street.
 7. Planning Commission approval. All commercial development shall be approved by the planning commission in regard to theme, color and scale of development.
 8. Sidewalk displays. Retain Sec. 102-503. Sidewalk displays of merchandise.
-

Recommendations

9. Single-family conversion. Existing single-family residences which are converted to commercial uses shall maintain a residential appearance.
10. Vending. All vending machines or any other items for sale within the downtown business overlay district shall be located fully within enclosed buildings.
11. Window fenestration. Sidewalk-level and ground-floor window fenestration shall be provided for a minimum of 65 percent of the length of all building street frontages. Fenestration shall not utilize painted glass, reflective glass or other similarly treated or opaque windows. Entrances may be counted towards fenestration requirements.

Parking

1. Bike parking.
2. Curb cut widths. Driveway and curb cut widths shall be 24 feet for two-way entrances and 12 feet for one-way entrances.
3. Garage placement. Garages, where provided, shall be recessed and located a minimum distance of 20' behind the façade of the primary structure it is associated with.
4. Landscaping. In a parking lot with over ten spaces, landscaped parking islands are required to preserve the aesthetic value of the area.
5. Main Street access. Curb cuts and driveways shall not be permitted on Main Street when access may be provided from a side or rear street.
6. No parking Required. No on-site parking is required for uses within this District.
7. Parking lots in front of buildings. Surface parking lots are prohibited from being located between a building and the directly adjacent street.
8. Sidewalk paving in driveways. Driveways shall have a band of textured concrete adjacent to the street which is in-line with and equal in width to the sidewalk to demarcate the sidewalk across the driveway.

Market Recommendations

Overview

This **Implementation** section of the plan outlines the pertinent details that will provide guidance to implement the overall Hogansville Downtown master plan. Responsible entities are highlighted; budgets estimated and projected time lines are provided. The result is a broad set of resources that can guide Hogansville towards bringing the plan to life.

Some of the methods and processes for implementation are easy and able to be achieved quickly - within the next year or before the next Hummingbird festival. Other mechanisms and schedules will be more challenging and will necessitate the involvement of many agencies or partners and multiple funding streams over several years. Other aspects of implementation can take up to more than 10 years to achieve, owing to the need for the initial recommendations of the plan to be implemented within the community in order to then be utilized as a foundation. City-funding sources are always limited but private funding sources could be available through organizations that provide grants for sustainability causes, which would enable funding of certain projects to occur faster than normal. The time frames assigned to each of the recommendations in the tables of this section are identified as follows:

Short-term - 0-10 months - by the next Hummingbird Festival

Mid-term - 1- 10 years; and

Long-term - 10 + years

Implementation Charts

Project / Activity Description	Timeframe			Potential Partnerships	Cost Estimate	Funding Source(s)	Page Ref.
	Short	Medium	Long				
1. Attracting customers from a broader region	x	x		DDA, City of Hogansville, Pioneer Group	varies	DDA	58
2. Curate a mix of businesses to create a regional destination	x	x		DDA, City of Hogansville, Pioneer Group	varies	DDA, private	59
3. Encourage additional downtown housing		x -2022	x	DDA, City of Hogansville, Troup County	varies	DDA, private	60-61
4. Retrofit building to match current downtown market.		x	x	DDA, Housing Authority, Property owner(s), ULI	varies	CDBG, DDA, private	60-61

Short Term Physical Investments

Project / Activity Description	Timeframe			Potential Partnerships	Cost Estimate	Funding Source(s)	Page Ref.
	Short	Medium	Long				
5. Downtown Doors	x -12 months			DDA	\$100/door	Property Owners / Tenants	
6. Bird Gardens	x -12 months			DDA	\$50/garden	Property Owners / Tenants	
7. Bird Feeders	x -12 months			DDA	\$25/feeder	Property Owners / Tenants	
8. Bird Baths	x -12 months			DDA	\$50/bath	Property Owners / Tenants	
9. Bird Houses	x -12 months			DDA	\$25/house	Property Owners / Tenants	
10. Hummingbird Murals		x -12-24 months		DDA	\$5000-\$7500	DDA, Community Foundations	
11. Street Painting	x -12 months			DDA	\$2500	DDA, Community Foundations	

Implementation Charts

Project / Activity Description	Timeframe			Potential Partnerships	Cost Estimate	Funding Source(s)	Page Ref.
	Short	Medium	Long				
12. Pedestrian Street	x -12 months			DDA, City of Hogansville	\$5000	City of Hogansville	
13. Destination Eateries (promo materials)	x -12 months			DDA	\$500	DDA	
14. Live Music & Performing Arts		x -12-24 months		DDA	\$2400 (\$200/month) for music	DDA, Community Foundations	
15. Maker Spaces (promo materials)	x -12 months			DDA	\$500	DDA	
16. Consistent Programming		x -12-24 months		DDA, City of Hogansville	\$3600-\$4800 (300+/month)	DDA, SPLOST	
17. Downtown Housing		x 2022		DDA, City of Hogansville	varies	DDA	

Longer Term Physical Investments

Project / Activity Description	Timeframe			Potential Partnerships	Cost Estimate	Funding Source(s)	Page Ref.
	Short	Medium	Long				
18. Historic Theater Restoration	x	x	x	DDA, City of Hogansville, Troup Co. School System	see theater consultants documentation	DCA, SPLOST	
19. Hummingbird Trail Extension		x -48 months	x	DDA, City of Hogansville, Troup County	\$850,00	CDBG , SPLOST	
20. Downtown Park Expansion		x -60 months	x	DDA, City of Hogansville, Troup County	\$1.5 million	SPLOST	
21. Exploring Redevelopment at Piggly Wiggly		x	x	DDA, Housing Authority, Property owner(s), ULI	need more info	CDBG, DCA	
22. Re-purpose old PNC Bank building and former City Library		x	x	DDA, City of Hogansville	need more info	SPLOST, Private	

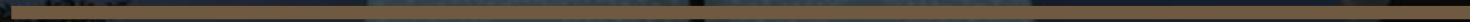
Implementation Charts

Project / Activity Description	Timeframe			Potential Partnerships	Cost Estimate	Funding Source(s)	Page Ref.
	Short	Medium	Long				
23. New Downtown Zoning District		x		DDA, City of Hogansville	---	--	80-83



GIFTS & COLLECTIBLES

5. Appendix



Appendix

Case Study: Academy Theatre Hapeville, Georgia

In mid-2013, the City of Hapeville approached the Academy Theatre about moving their operations from another Metro Atlanta community into a city-owned building in downtown Hapeville. The Academy organization moved into this former retail space in October 2013 and created a “black box” theater with seating for 65 to 90 patrons (depending on the configuration and setup for the event). In their first year in the space, the Academy Theatre presented 78 performances with a total attendance of 3,686. Since the opening of the theater, new businesses have opened in the surrounding block including the Corner Tavern restaurant, Mami’s La Cubana restaurant, and Beer Girl, a craft beer growler shop and tasting room. The theater has also become one of the anchors of downtown Hapeville’s new arts district and a participant in downtown programming such as the Hapeville Gallery Crawls. The City of Hapeville has a fairly small population base, so these events often attract several hundred people to the downtown area on what would otherwise be quiet Saturday evenings.

Because of its positive impact on downtown and the overall community, the City of Hapeville has recently approved a budget of almost \$1.5 million to construct a 120-seat proscenium theater adjacent to the current black box theater. Construction on this building is expected to begin in late 2018 with an opening in 2019.



Market Resources : Full RLeakage Report

Retail Market Power 2017 | Retail Stores Opportunity

Trade Area: Hogansville, GA (city)

Benchmark: USA

Retail Store Types	Hogansville, GA (city)		
	Estimated 2017 Demand (Consumer Expenditures) Aggregate Dollars (\$)	Estimated 2017 Supply (Retail Sales) Aggregate Dollars (\$)	Estimated 2017 Opportunity Gap/Surplus Aggregate Dollars (\$)
Demand by Store Type			
Total Retail Sales (incl. Food/Drink)	46,298,000	34,301,000	11,997,000
Total Retail Sales	41,296,000	32,140,000	9,156,000
Motor Vehicle & Parts Dealers			
Motor Vehicle & Parts Dealers - 441	8,522,000	1,215,000	7,308,000
Automotive Dealers - 4411	7,376,000	561,000	6,815,000
Other Motor Vehicle Dealers - 4412	349,000	0	349,000
Automotive Parts, Accessories, & Tire Stores - 4413	797,000	653,000	144,000
Furniture & Home Furnishings Stores			
Furniture & Home Furnishings Stores - 442	832,000	0	832,000
Furniture Stores - 4421	445,000	0	445,000
Home Furnishing Stores - 4422	387,000	0	387,000
Electronics & Appliance Stores			
Electronics & Appliance Stores - 443	704,000	0	704,000
Household Appliances Stores - 443141	108,000	0	108,000
Electronics Stores - 443142	596,000	0	596,000
Building Material & Garden Equipment & Supply Dealers			
Building Material & Garden Equipment & Supply Dealers - 444	4,740,000	2,359,000	2,381,000
Building Material & Supply Dealers - 4441	4,347,000	2,359,000	1,988,000
Lawn and Garden Equipment and Supplies Stores - 4442	393,000	0	393,000
Building Material & Supply Dealers			
Home Centers - 44411	1,770,000	0	1,770,000
Paint and Wallpaper Stores - 44412	77,000	0	77,000
Hardware Stores - 44413	461,000	2,080,000	-1,619,000
Other Building Materials Dealers - 44419	2,039,000	280,000	1,759,000
Building Material Dealers, Lumberyards - 444191	793,000	104,000	689,000
Outdoor Power Equipment Stores - 44421	65,000	0	65,000
Nursery and Garden Centers - 44422	329,000	0	329,000
Food & Beverage Stores			
Food & Beverage Stores - 445	6,451,000	20,678,000	-14,227,000
Grocery Stores - 4451	5,898,000	20,678,000	-14,780,000
Supermarkets and Other Grocery (except Convenience) Stor	5,495,000	20,678,000	-15,183,000
Convenience Stores - 44512	403,000	0	403,000
Specialty Food Stores - 4452	217,000	0	217,000
Beer, Wine, & Liquor Stores - 4453	336,000	0	336,000
Health & Personal Care Stores			
Health & Personal Care Stores - 446	3,032,000	2,522,000	510,000
Pharmacies and Drug Stores - 44611	2,511,000	2,520,000	-9,000
Cosmetics, Beauty Supplies and Perfume Stores - 44612	254,000	0	254,000
Optical Goods Stores - 44613	80,000	0	80,000
Other Health and Personal Care Stores - 44619	187,000	2,000	185,000
Gasoline Stations			
Gasoline Stations - 447	2,903,000	3,931,000	-1,028,000
Gasoline Stations with Convenience Stores - 44711	1,462,000	0	1,462,000
Other Gasoline Stations - 44719	1,441,000	3,931,000	-2,490,000

Appendix

Retail Store Types	Estimated 2017 Demand (Consumer Expenditures) Aggregate Dollars (\$)	Estimated 2017 Supply (Retail Sales) Aggregate Dollars (\$)	Estimated 2017 Opportunity Gap/Surplus Aggregate Dollars (\$)
Demand by Store Type			
Clothing & Clothing Accessories Stores			
Clothing & Clothing Accessories Stores - 448	1,916,000	0	1,916,000
Clothing Stores - 4481	1,487,000	0	1,487,000
Men's Clothing Stores - 44811	60,000	0	60,000
Women's Clothing Stores - 44812	324,000	0	324,000
Children's and Infants' Clothing Stores - 44813	97,000	0	97,000
Family Clothing Stores - 44814	806,000	0	806,000
Clothing Accessories Stores - 44815	72,000	0	72,000
Other Clothing Stores - 44819	128,000	0	128,000
Shoe Stores - 4482	295,000	0	295,000
Jewelry, Luggage, & Leather Goods Stores - 4483	134,000	0	134,000
Jewelry Stores - 44831	111,000	0	111,000
Luggage, & Leather Goods Stores - 44832	22,000	0	22,000
Sporting Goods, Hobby, Book, & Music Stores			
Sporting Goods, Hobby, Book, & Music Stores - 451	747,000	0	747,000
Sporting Goods, Hobby, & Musical Instrument Stores - 4511	635,000	0	635,000
Sporting Goods Stores - 45111	425,000	0	425,000
Hobby, Toys and Games Stores - 45112	151,000	0	151,000
Sew/Needlework/Piece Goods Stores - 45113	26,000	0	25,000
Musical Instrument and Supplies Stores - 45114	34,000	0	34,000
Book, Periodical, & Music Stores - 4512	112,000	0	112,000
Book Stores and News Dealers - 45121	112,000	0	112,000
Book Stores - 451211	92,000	0	92,000
News Dealers and Newsstands - 451212	20,000	0	20,000
General Merchandise Stores			
General Merchandise Stores - 452	5,578,000	1,337,000	4,242,000
Department Stores excluding leased depts. - 4521	2,896,000	0	2,896,000
Other General Merchandise Stores - 4529	2,682,000	1,337,000	1,346,000
Miscellaneous Store Retailers			
Miscellaneous Store Retailers - 453	1,417,000	50,000	1,367,000
Florists - 4531	56,000	21,000	35,000
Office Supplies, Stationery, & Gift Stores - 4532	442,000	0	442,000
Office Supplies and Stationery Stores - 45321	247,000	0	247,000
Gift, Novelty, and Souvenir Stores - 45322	195,000	0	195,000
Used Merchandise Stores - 4533	148,000	28,000	120,000
Other Miscellaneous Store Retailers - 4539	770,000	0	770,000
Non-store Retailers			
Non-store Retailers - 454	4,452,000	50,000	4,403,000
Foodservice & Drinking Places			
Foodservice & Drinking Places - 722	5,002,000	2,160,000	2,842,000
Special Foodservices - 7223	379,000	34,000	345,000
Drinking Places -Alcoholic Beverages - 7224	156,000	0	156,000
Full-Service Restaurants - 722511	2,443,000	1,789,000	654,000
Limited-Service Eating Places - 722513	1,736,000	0	1,736,000
Cafeterias, Grill Buffets, and Buffets - 722514	46,000	0	46,000
Snack and Non-alcoholic Beverage Bars - 722515	241,000	337,000	-96,000
GAFO			
GAFO (General merchandise, Apparel, Furniture & Other) - (452,	10,220,000	1,337,000	8,883,000

Market Resources : Full Demographic Report

Pop Facts Demographics | Demographic Quick Facts

Benchmark: USA

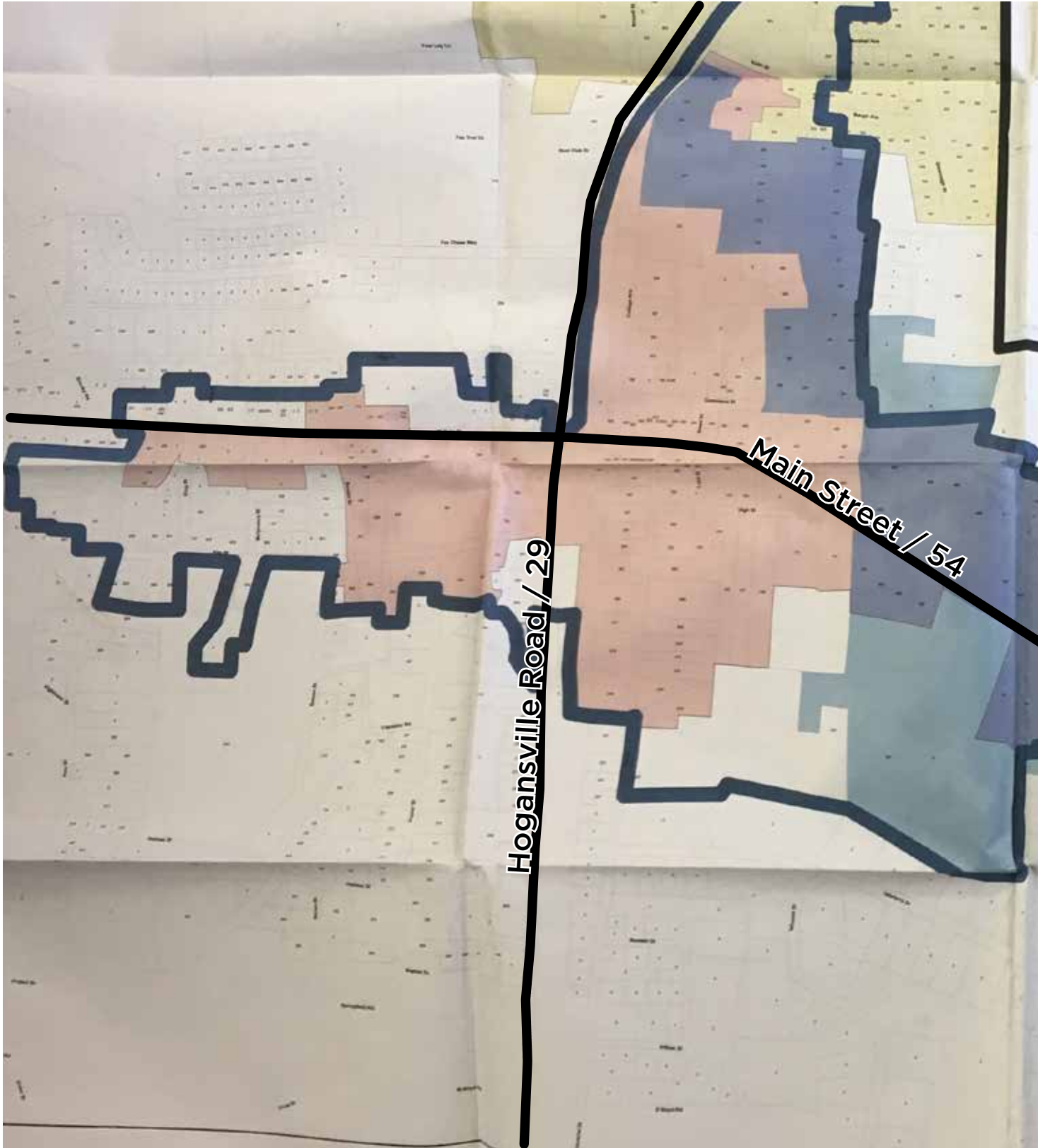
	City of Hogansville		Primary Retail Trade Area 10-Minute Drive		Regional Retail Trade Area 40-Minute Drive	
	Total	%	Total	%	Total	%
Population						
2000 Census	2,783	100.00	4,300	100.00	199,998	100.00
2010 Census	3,060	100.00	4,931	100.00	252,337	100.00
2017 Estimate	3,203	100.00	5,034	100.00	271,474	100.00
2022 Projection	3,264	100.00	5,172	100.00	286,432	100.00
Population Growth						
Percent Change: 2000 to 2010	--	9.95	--	14.67	--	26.17
Percent Change: 2010 to 2017	--	4.67	--	2.09	--	7.58
Percent Change: 2017 to 2022	--	1.90	--	2.74	--	5.51
Households						
2000 Census	1,096	100.00	1,663	100.00	73,067	100.00
2010 Census	1,139	100.00	1,823	100.00	92,902	100.00
2017 Estimate	1,180	100.00	1,842	100.00	100,067	100.00
2022 Projection	1,197	100.00	1,882	100.00	105,619	100.00
Household Growth						
Percent Change: 2000 to 2010	--	3.92	--	9.62	--	27.15
Percent Change: 2010 to 2017	--	3.60	--	1.04	--	7.71
Percent Change: 2017 to 2022	--	1.44	--	2.17	--	5.55
2017 Est. Population by Single-Classification Race						
White Alone	2,181	68.09	3,415	67.84	176,772	65.12
Black/African American Alone	892	27.85	1,403	27.87	75,286	27.73
American Indian/Alaskan Native Alone	10	0.31	16	0.32	847	0.31
Asian Alone	18	0.56	32	0.64	5,371	1.98
Native Hawaiian/Pacific Islander Alone	1	0.03	2	0.04	221	0.08
Some Other Race Alone	42	1.31	64	1.27	7,189	2.65
Two or More Races	59	1.84	102	2.03	5,788	2.13
2017 Est. Population by Ethnicity (Hispanic or Latino)						
Hispanic/Latino	129	4.03	192	3.81	15,776	5.81
Not Hispanic/Latino	3,074	95.97	4,842	96.19	255,698	94.19
2017 Occupied Housing Units by Tenure						
Owner-Occupied	755	63.98	1,218	66.12	68,972	68.93
Renter-Occupied	425	36.02	624	33.88	31,095	31.07
2017 Average Household Size						
Average Household Size	--	2.71	--	2.72	--	2.68
2017 Est. Households by Household Income						
Income < \$15,000	211	17.88	321	17.43	13,268	13.26
Income \$15,000 - \$24,999	220	18.64	310	16.83	10,538	10.53
Income \$25,000 - \$34,999	145	12.29	218	11.84	9,864	9.86
Income \$35,000 - \$49,999	204	17.29	324	17.59	14,313	14.30
Income \$50,000 - \$74,999	197	16.70	327	17.75	18,343	18.33
Income \$75,000 - \$99,999	81	6.86	142	7.71	12,162	12.15
Income \$100,000 - \$124,999	43	3.64	70	3.80	7,876	7.87
Income \$125,000 - \$149,999	24	2.03	39	2.12	5,169	5.17
Income \$150,000 - \$199,999	14	1.19	28	1.52	4,550	4.55
Income \$200,000 - \$249,999	9	0.76	13	0.71	1,751	1.75
Income \$250,000 - \$499,999	18	1.52	27	1.47	1,625	1.62
Income \$500,000+	14	1.19	22	1.19	607	0.61
Average Household Income	--	\$55,242.00	--	\$56,903.00	--	\$71,079.00
Median Household Income	--	\$35,963.25	--	\$38,178.46	--	\$52,400.01

Source: Environics Analytics




Appendix

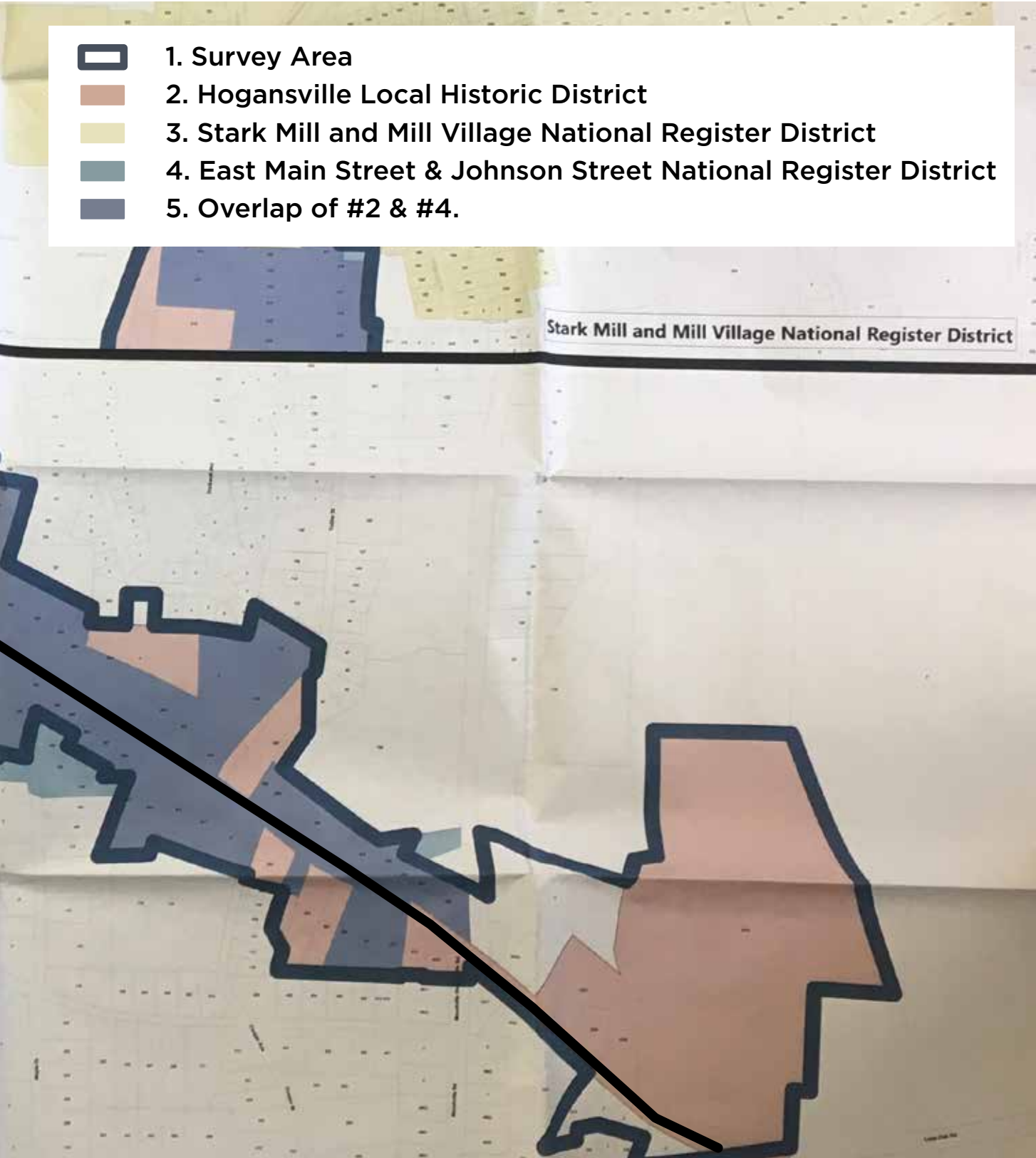
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Downtown Zoning Districts



Appendix

-  1. Survey Area
-  2. Hogansville Local Historic District
-  3. Stark Mill and Mill Village National Register District
-  4. East Main Street & Johnson Street National Register District
-  5. Overlap of #2 & #4.



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Appendix

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