

CITY COUNCIL
Mayor Bill Stankiewicz
Reginald Jackson, Post 1
Jimmy Norred, Post 2
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George Bailey, Post 4
Theresa Strickland, Post 5

City of Hogansville



David Milliron, City Manager
Lisa Kelly, City Clerk
Jeff Todd, City Attorney

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COUNCIL ACTION FORM

MEETING DATE: April 16, 2018 **SUBMITTED BY:** Lynne Miller

AGENDA TITLE: Downtown Master Plan Adoption

CLASSIFICATION (City Attorney must approve all ordinances, resolutions and contracts as to form)

- | | | | |
|---|-------------------------------------|---|---|
| <input type="checkbox"/> Ordinance (No. _____) | <input type="checkbox"/> Contract | <input type="checkbox"/> Information Only | <input type="checkbox"/> Public Hearing |
| <input type="checkbox"/> Resolution (No. _____) | <input type="checkbox"/> Ceremonial | <input checked="" type="checkbox"/> Discussion/Action | <input type="checkbox"/> Other |

BACKGROUND (Includes description, background, and justification)

In July 2017 the City's Downtown Development Authority commissioned Georgia Conservancy, teamed with Canvas Planning of Atlanta and Village Green of Hapeville, to produce a master plan and marketing strategy for downtown Hogansville. After considerable public input and draft plans, the DDA unanimously adopted the completed plan on 3-27-2018. If City Council now adopts the plan, the City can apply for State tax credits for the City's businesses (job creation, investor and building renovation credits) under a new program for smaller cities, as well as for other grants.

BUDGETING & FINANCIAL IMPACT (Includes project costs and funding sources)

The plan does not require the City budget to pay for each activity in it, but rather, to commit to the plan as goals. Some activities will be undertaken by local businesses, the DDA, the Arts Association, and others. City Council adoption of the plan will improve the City's chances and options for grants, and will also enable existing and prospective businesses (such as M&S Holdings, who owns 101 College Street) to apply for State loans and the new State tax credits. The Georgia Cities Loan for 101 College requires a City adopted downtown plan.

STAFF RECOMMENDATION (Include possible options for consideration)

Staff recommends that the City Council adopt the Hogansville Downtown Master Plan and Market Study, to: (1) Help local businesses apply for loans and tax credits, and (2) Strengthen the City's chances for continued grants such as Community Development Block Grants for downtown infrastructure.



Hogansville

2018 Hogansville Downtown Master Plan
Report Prepared by:

[canvas]
PLANNING GROUP


Georgia
CONSERVANCY


Village Green
Landscaping & Maintenance Services



Acknowledgements

Elected Officials

Bill Stankiewicz	<i>Mayor, City of Hogansville</i>
Theresa Strickland	<i>Mayor Pro Tem</i>
Reginald Jackson	<i>Post 1</i>
Marichal Price	<i>Post 2</i>
Fred Higgins	<i>Post 3</i>
George Bailey	<i>Post 4</i>

City Staff

David Milliron	<i>City Manager</i>
Lynne Miller	<i>Community Development Director</i>
Lisa Kelly	<i>City Clerk</i>

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.

Project Team

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Table of Contents

1. Study Area

Project Overview.....	5
History.....	8
Community Assets.....	10
Building Inventory.....	14

2. Relevant Plans and Policies

Zoning	19
Comprehensive Plan	20
Public Input.....	22

3. Market Analysis

Demographics and Socioeconomic data	25
Retail Market Analysis	38
Residential Market Analysis	50
Downtown Market Recommendations	58

4. Recommendations & Implementation

Short Term Physical Investments	64
Longer Term Physical Investments	70
Policy Investments	80
Implementation Charts	84

5. Appendix

Theatre Case Study	91
Additional Market Data	92
Downtown Zoning Map	94
