



American Planning Association  
**Georgia Chapter**

*Creating Great Communities for All*

# Gamechangers for Comprehensive Planning

September 16, 2022



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# Young *Gamechangers*

a Georgia*Forward* program

A LEADERSHIP-ACTION PROGRAM



## WHAT IS YOUNG GAMECHANGERS?

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- Unique and proven leadership *action* program
- 10 communities over the past 10 years
- Brings together 45-50 of Georgia's brightest young minds to focus on one community
- Participants are between the ages of 25 to 40 years old
- Evenly chosen from three areas across the state
  - Metro Atlanta, the host community, & greater Georgia
- Host Communities present the class with four of their most significant challenges
- Class participants tackle real community and economic development issues
- Propose detailed and well-researched “big idea” proposals

## THE TWO-FOLD GOAL

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1. To develop creative and viable recommendations for one community
  2. To develop the next generation of Georgia leaders by connecting with colleagues from across the state AND building civic engagement tools like collaboration, compromise and negotiation
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**WRITTEN REPORT  
OF FINAL  
RECOMMENDATIONS**

DOUGLASVILLE & DOUGLAS COUNTY  
SPRING 2016

**WRITTEN  
REPORT OF FINAL  
RECOMMENDATIONS**

LaGrange | Troup County  
**Spring 2017**

**2018  
YOUNG GAMECHANGERS**  
ALBANY-DOUGHERTY COUNTY

FINAL RECOMMENDATIONS



georgiaforward.org

SEE MORE

**GEORGIAFORWARD.ORG**

Every host community has implemented at least 1 of the recommendations proposed by their class of Young Gamechangers.

# Augusta Example...

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## Reshaping Augusta's Relationship with the Savannah River

*Reclaiming and promoting underutilized assets  
to create a better Augusta*

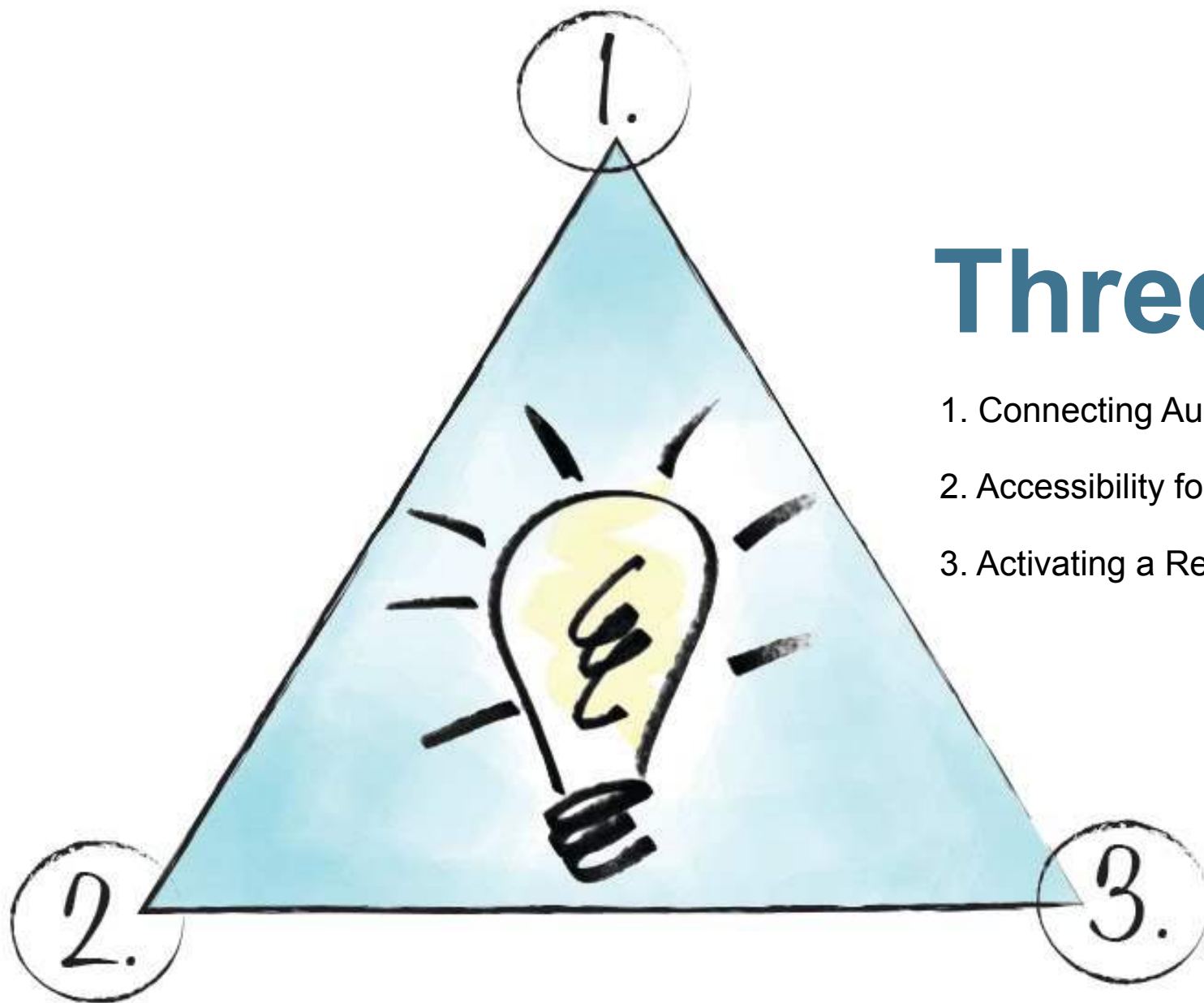
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*Young Gamechangers, Fall 2016  
"The River Rats" Group*



# Challenge Question:

How can Augusta capitalize on its riverfront assets to provide greater accessibility and connectivity to the community as a whole?



# Three Big Ideas

1. Connecting Augusta's River Region to the Community
2. Accessibility for Recreation, Relaxation & Revitalization
3. Activating a Regional Riverfront Coalition





# **Big Idea One**

Connecting Augusta's River Region to the Community



GEORGIA'S  
RIVERS  
CONNECT US





## Example of Success

The Frank K. Martin Bridge spans the Chattahoochee River and links Columbus, GA to Phenix City, AL.



# 2016 to 2022

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## Fifth Street pedestrian bridge getting close to finish line



Fifth Street pedestrian bridge (Contributed)

By Staff

Published: Jun. 20, 2022 at 8:40 PM EDT



AUGUSTA, Ga. (WRDW/WAGT) - The Fifth Street pedestrian bridge is coming right along.

# 2016 to 2022

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Fifth Street pedestrian bridge. (Contributed)

The project costs more than \$10 million with a goal to bring more foot traffic to downtown.

City officials say they'll have more information on opening in the coming weeks.





# HOSTING YOUNG GAMECHANGERS

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A successful Young Gamechangers program is built on three pillars:

- 1. broad community support and buy-in**
- 2. a strong and collaborative relationship between city and partner governments/organizations**
- 3. an openness to big new ideas**

Host Communities are responsible for raising sponsorship dollars to host the program. Up to \$25,000 can be in-kind donations in the form of hotel rooms, meeting space, meals and transportation.

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## HOSTING YOUNG GAMECHANGERS

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Cities interested in hosting a  
Young Gamechanger program  
are encouraged to submit a  
Letter of Interest to  
Sadie Krawczyk at  
[skrawczyk@gacities.com](mailto:skrawczyk@gacities.com).

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# BECOME A YOUNG GAMECHANGER



<https://georgiaforward.org/apply>



# BECOMING A YOUNG GAMECHANGER

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Young Gamechangers (YGC) are civic-minded individuals with big-picture mindsets and a willingness to learn.

An immersive and impactful leadership action program that goes way beyond networking, YGC participants receive expansive, multi-faceted leadership development on three levels:

- 1. traditional training such as networking, personal assessments, and education;**
  - 2. on-the-ground community and economic development training through engaging with the real people of a particular place – and seeing real impact from their work;**
  - 3. Training and practice in critical civic health skills such as a greater understanding and openness to other points of view, building broad alliances, and negotiating across divides.**
-



## BECOMING A YOUNG GAMECHANGER

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- Applicants are welcome from every industry, background and corner of the state.
  - Applicants must be between the ages of 25 and 40.
  - Applicants must attend all four in-person meetings. These meetings are held in the Host Community over the course of the program. Several of the meetings require overnight stays. Spending time in the Host Community and spending time with classmates are critical and non-negotiable aspects of the YGC program. Participants who are unable to attend all four meetings may be asked to leave the program.
  - The cost to participate in this leadership program is \$500 per participants.
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# BECOMING A YOUNG GAMECHANGER – 2022 YGC Dalton-Whitfield Team

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**QUESTIONS**



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# THANK YOU!

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# COMPREHENSIVE PLANNING CITY OF MONROE

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UTILIZING EXISTING PLANNING EFFORTS: GAMECHANGERS



# THE PROJECT TEAM

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Marilyn Hall, AICP (PM)



Charlotte Weber

Scott Sugar



Bobby Sills, AICP

Logan Propes, City Administrator

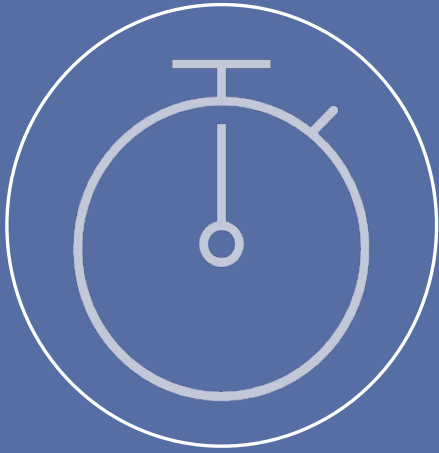
Sadie Krawczyk, Economic Development  
Director (former)

Brad Callender, AICP CNU-A, City Planner

Leigh Ann Aldridge, Main Street  
Coordinator

City of Monroe Mayor & City Council

Steering Committee



### **Phase One Project Kickoff**

- Finalize Scope with City staff
- Conduct Planning Tour
- Build Community Participation Plan
- Hold Public Kickoff Meeting and 1<sup>st</sup> Steering Committee Meeting



### **Phase Two Plan Development**

- Community Visioning Workshops, Interviews, Steering Committee Meetings, and Other Techniques
- Quantitative Research, Analysis and Mapping
- Drafting of Plan Elements



### **Phase Three Plan Refinement**

- Presentation of Draft Plan to Community & Submittal to State and RC
- Steering Committee Meetings
- Plan Revision & Refinement



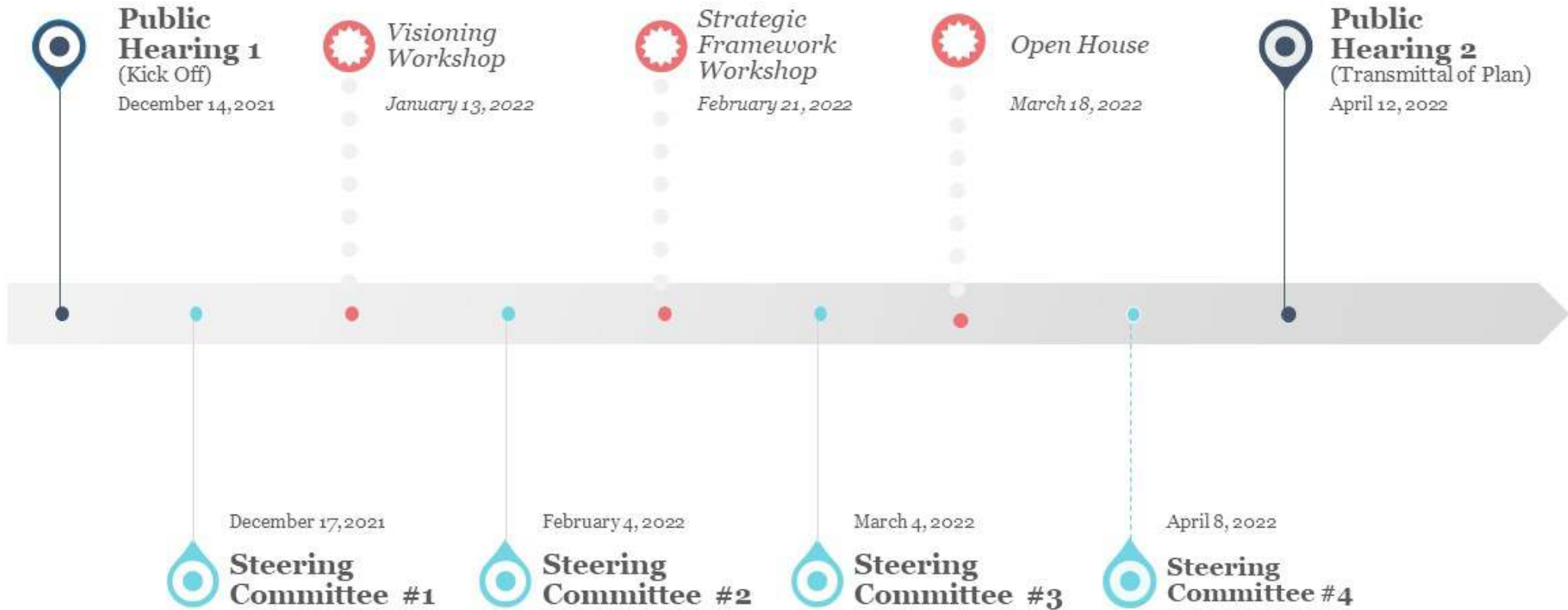
### **Phase Four Plan Approval and Adoption**

- Approval by the City of Monroe
- Delivery of Final Plan Document, Maps, and Electronic Files

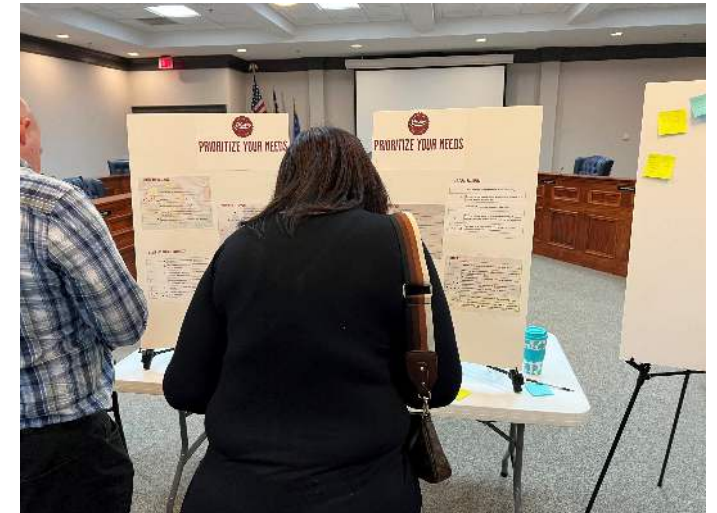




# PUBLIC ENGAGEMENT











# STEERING COMMITTEE

- 24 members
- Diverse Group
- Key Stakeholders
- Met 4 times







## City of Monroe Vision Statement

*“Monroe envisions a thriving community with a vibrant downtown at its center and revitalized neighborhoods connected to a variety of businesses via a network of greenspace and safe places for walking and bicycling.”*

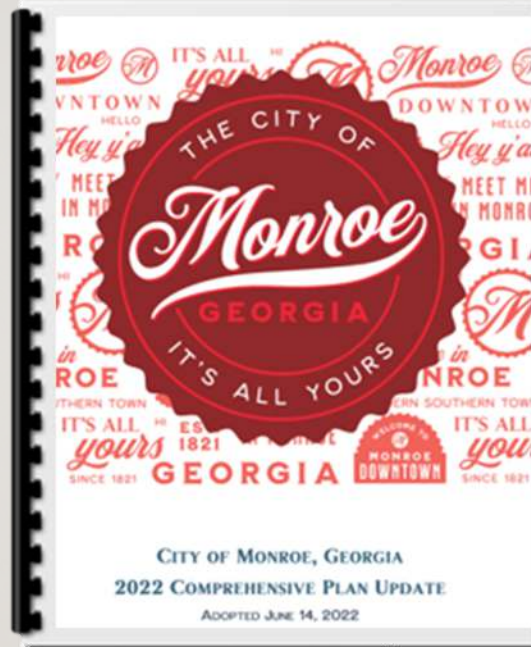
2017 Comprehensive Planning Efforts

Town Center LCI (2008, updated 2017)

2009 Monroe Master Plan and Smart Code

2021 Comprehensive Transportation Plan Walton County

Georgia Statewide Aviation System Plan – Monroe-Walton Airport



**Young Gamechangers (2019)**

Parks Plan

Live Well Monroe – The Mill District Transformation Plan

Monroe Mill District

Annual Community Work Plans

2021 Community Health Needs Assessment



# KEY HIGHLIGHTS FROM EXISTING PLANS

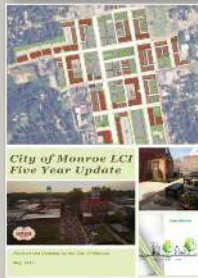
## CITY OF MONROE AND WALTON COUNTY



### Town Center LCI/Update

The LCI developed a long-term vision for promoting growth within Monroe's downtown core, along Broad Street, and in nearby neighborhoods by promoting visual appeal, establishing a compatible mix of land uses, preserving local identity, ensuring multiple transportation options, reducing truck traffic, improving public safety, and supporting economic development.

- Expand and reaffirm the City's affordable housing efforts
- Recognizes the City's recent implementation of a major streetscaping projects
- Recognizes the City's participation in Georgia DCA's Georgia Initiative for Community Housing program and the formation of the Monroe GIHC team
- Supports mixed-income housing in developing neighborhoods
- Recognizes the DDA's sponsorship of weekly Farmers Markets
- Supports the ongoing development of Mixed-use and downtown housing
- Supports rehabilitation of mill housing as preservation of neighborhood character
- Affirms the goal of branding Monroe as an Antiques destination for Georgia.



### 2009 Monroe Smart Code Master Plan



### Young Gamechangers

The plan provided strategies to address Workforce Development, Entrepreneurship, Intergenerational "Lifetime Community", & Natural Resources/Parks and Trails

#### Workforce Development and Pipeline

- Create a Workforce Liaison position at each public high school in Walton County.
- Create the Walton Works Center
  - Training
  - Partnerships
  - Business Resources
- Create the Walton County Cooperative Group.
  - Transportation
  - Mobile Services
  - Child Care

#### Entrepreneurship

- Establish a public-private partnership titled "Entrepreneur U."
- Create the Monroe Makerspace (Entrepreneurship Core)
- Restaurant incubator/Food Hall
  - Partnership with Athens Technical College Culinary Program
  - Local Events
  - Business Incubation
  - Mobile Food Options

#### Intergenerational "Lifetime Community"

- Reconstitute an Office of Community Engagement
  - Diversity Advisory Board
  - Youth Council
  - Young Professionals Program
  - Walton County Citizens Academy
- Grow Monroe
  - Mixed Use spaces
  - Improve walkability downtown
    - Outdoor stationary fitness equipment
    - Art/sculpture
    - Wayfinding
    - Decorative benches and planters
  - Develop a parking deck
  - Pedestrian crosswalk
  - Boutique hotel
- Housing Choices/Housing Options
  - Address the substandard housing issues
  - Increase quality rental options and housing choices for both renters and homeowners.
  - Increase code enforcement and reporting measures
  - Renters Rights Education
  - Support and expand homeownership programs

#### Natural Resources/Parks

- Promote healthy living
- Create Friends of Monroe Parks
  - Oversight of Monroe's park management
  - Maintenance duties
  - Marketing, outreach and programming
- Upgrade existing parks
  - Add appropriate attractions or themes
  - Individual park upgrade opportunities
- New Infrastructure
  - Greenway and trails connecting major parks, schools and cultural centers to the downtown
  - Pedestrian safety features
  - Alcovy River greenway and riverfront connections

### Additional Plans Utilized

- 2017 Walton County and Cities Comprehensive Plan
- Parks Plan (in progress)
- 2021 Community Health Needs Assessment
- Live Well Monroe – The Mill District Transformation Plan
- Monroe Mill District
- Annual Community Work Plans
- Airport Layout Plan

### 2021 Comprehensive Transportation Plan Walton County

#### Monroe CTP Level I Projects

##### Bike and Ped

- Monroe Dennis Coker Park to Hammond Street Park Bike Signage
- Monroe to Good Hope Bike Signage
- Youth Monroe Road to SR 11 Bike Signage
- Monroe to Social Circle Bike Signage (Part B)
- Loganville to Monroe Bike Signage (Part B)

##### Freight Projects

- SR 11 at Bold Springs Road (intersection improvements)
- SR 138 from SR 81 to US 78 (operational improvements analysis and concept development)
- SR 11 from US 78 to Barrow County Line (concept development and operational analysis)
- SR 83 from 1,750 feet south of US 78 to 3,000 feet south of US 78 (widening)

##### Intersection/Interchange Projects

- SR 10 Business Eastbound Ramp to US 78 (new ramp connection)
- US 78 at Charlotte Rowel Boulevard West Bound On-Ramp (interchange improvements)

##### Roadway and Widening Projects

- SR 11 from Highland Avenue to 6th Street (signal timing improvements and interconnectivity)
- SR 10 Business/Spring Street from US 78 to Breedlove Drive (widening)
- Madison Avenue from SR 10 Business/Spring Street to Church Street (signal timing improvements and interconnectivity)
- SR 138 from SR 11 to SR 81 (widening and rehabilitation improvements)



# YOUNG GAMECHANGERS 2019



The plan provided strategies to address:

- ❖ Workforce Development
- ❖ Entrepreneurship
- ❖ Intergenerational “Lifetime Community”
- ❖ Natural Resources/Parks and Trails



# YOUNG GAMECHANGERS : MONROE COMP PLAN

## Workforce Development and Pipeline & Entrepreneurship

### YOUNG GAMECHANGERS PLAN

- Create a Workforce Liaison position at each public high school in Walton County.
- Create the Walton Works Center
  - Training
  - Partnerships
  - Business Resources
- Create the Walton County Cooperative Group.
  - Transportation
  - Mobile Services
  - Child Care

### MONROE COMP PLAN (STWP)

- Internship Programs with Local Schools/Businesses
- Support Walton Works Organization

# YOUNG GAMECHANGERS : MONROE COMP PLAN

## Intergenerational “Lifetime Community”

### YOUNG GAMECHANGERS PLAN

- Reinstitute an Office of Community Engagement
- Grow Monroe
  - Mixed Use spaces
  - Improve walkability downtown
    - Outdoor stationary fitness equipment
    - Art/sculpture
    - Wayfinding
    - Decorative benches and planters
  - Develop a parking deck
  - Pedestrian crosswalk
  - Boutique hotel

### MONROE COMP PLAN (STWP)

- Atlanta Regional Commission Participation
- Form Based Codes
- Cultural Center (Partnership with others)
- Impact Fees (Roads, Libraries, Public Safety, Parks/ Recreation)
- Complete Streets
- Traffic Calming
- New Sidewalks
- Town Green Improvements
- Street and Sidewalk Rehab

# YOUNG GAMECHANGERS : MONROE COMP PLAN

## Intergenerational “Lifetime Community” (continued)

### YOUNG GAMECHANGERS PLAN

- Housing Choices/Housing Options
  - Address the substandard housing issues
  - Increase quality rental options and housing choices for both renters and homeowners.
  - Increase code enforcement and reporting measures
  - Renters Rights Education
  - Support and expand homeownership programs

### MONROE COMP PLAN (STWP)

- Georgia Initiative for Community Housing (GICH) Alumni recertification
- Create pre-approved ADU plans
- Unified Development Code
- Form Based Codes



# YOUNG GAMECHANGERS : MONROE COMP PLAN

## Natural Resources/Parks

### YOUNG GAMECHANGERS PLAN

- Promote healthy living
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- New infrastructure
  - Greenway and trails connecting major parks, schools and cultural centers to the downtown
  - Pedestrian safety features
  - Alcovy River greenway and riverfront connections

### MONROE COMP PLAN (STWP)

- Facilitate Creation of "Friends of the Parks"
- Town Green Improvements
- Parks Rehabilitation
- Parks and Recreation Master Plan
- Implement Parks Master Plan
- Trails Master Plan
- New Sidewalks

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## LESSONS LEARNED

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Program and improvement ideas included with time frames and estimated costs

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Content and input were from key industry leaders, staff, officials, business owners - not general public

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Ideas from YG need to be vetted with public through Visioning and Issues and Opportunities exercises

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Raw data not available (GIS)

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# CONTACT INFORMATION

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# Young *Gamechangers*

a Georgia*Forward* program

Young Gamechanger Program



## Past Young Gamechanger Communities

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- 2012 Americus-Sumter County
- 2013/2014 Dublin-Laurens County
- Spring 2016 Douglasville-Douglas County
- Fall 2016 Augusta-Richmond County
- Spring 2017 LaGrange-Troup County
- Fall 2017 Milledgeville-Baldwin County
- 2018 Albany-Dougherty County
- 2019 Monroe-Walton County

# 2012 Americus-Sumter County



## Group 1

*What economic opportunities  
is Americus/Sumter County  
missing out on?*

## Group 2

*How can Americus/Sumter  
County attract the young,  
entrepreneurial and/or  
retirees?*

## Group 3

*What is Americus and Sumter  
County's unique story to the  
world? What is its niche that  
makes it different than other  
rural communities?*



# Spring 2016 Douglasville-Douglas County



## YOUNG GAMECHANGERS

GeorgiaForward's Young Gamechangers is a leadership action program bringing the best and brightest minds under 40 from around the state together to focus on developing solutions to one Georgia community's most persistent challenges. In its third program, Young Gamechangers brought 50 young professionals to Douglasville/Douglas County in the Spring of 2016 to grapple with issues including arts and culture, education, downtown, and economic development. The final recommendations to the community are found in this report.

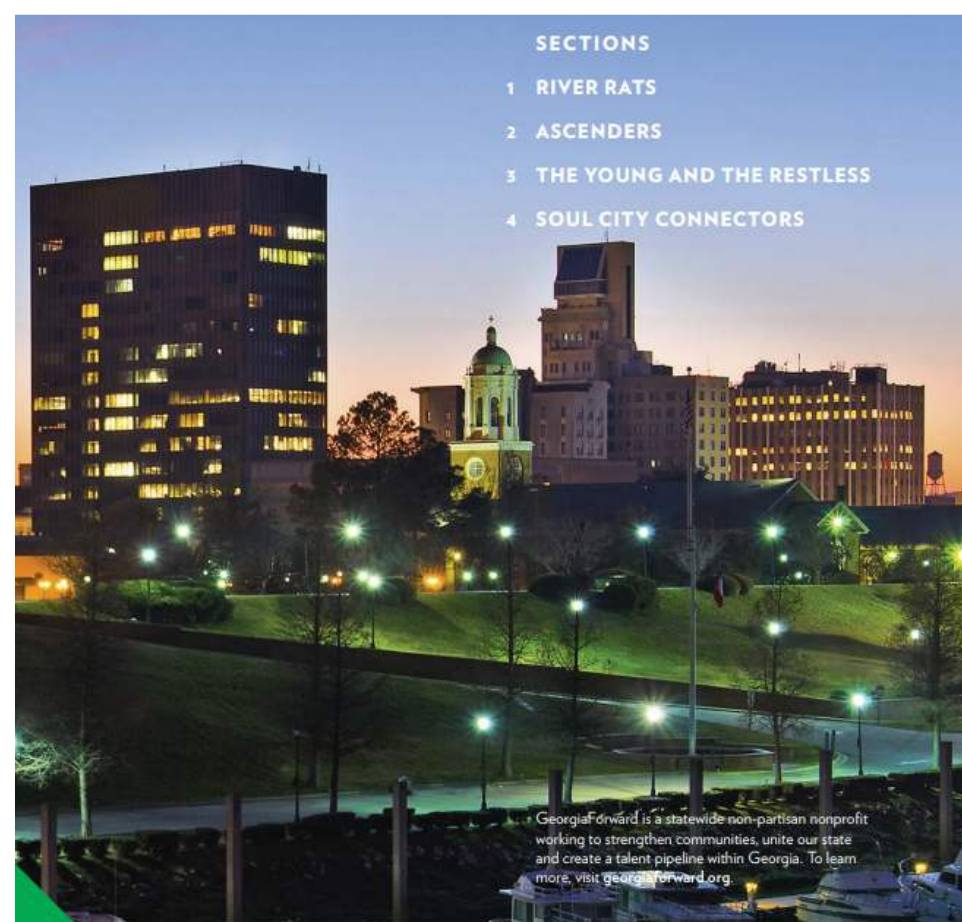
GeorgiaForward is a statewide non-partisan non-profit working to strengthen communities, unite our state and create a talent pipeline within Georgia. To learn more, visit [georgiaforward.org](http://georgiaforward.org).

## SECTIONS

1. ACDC - Arts & Culture Douglas County
2. D3 - Destination Downtown Douglasville
3. Opportunity Tomorrow - Education
4. West More - Economic Development

Fall 2016

# Augusta-Richmond County

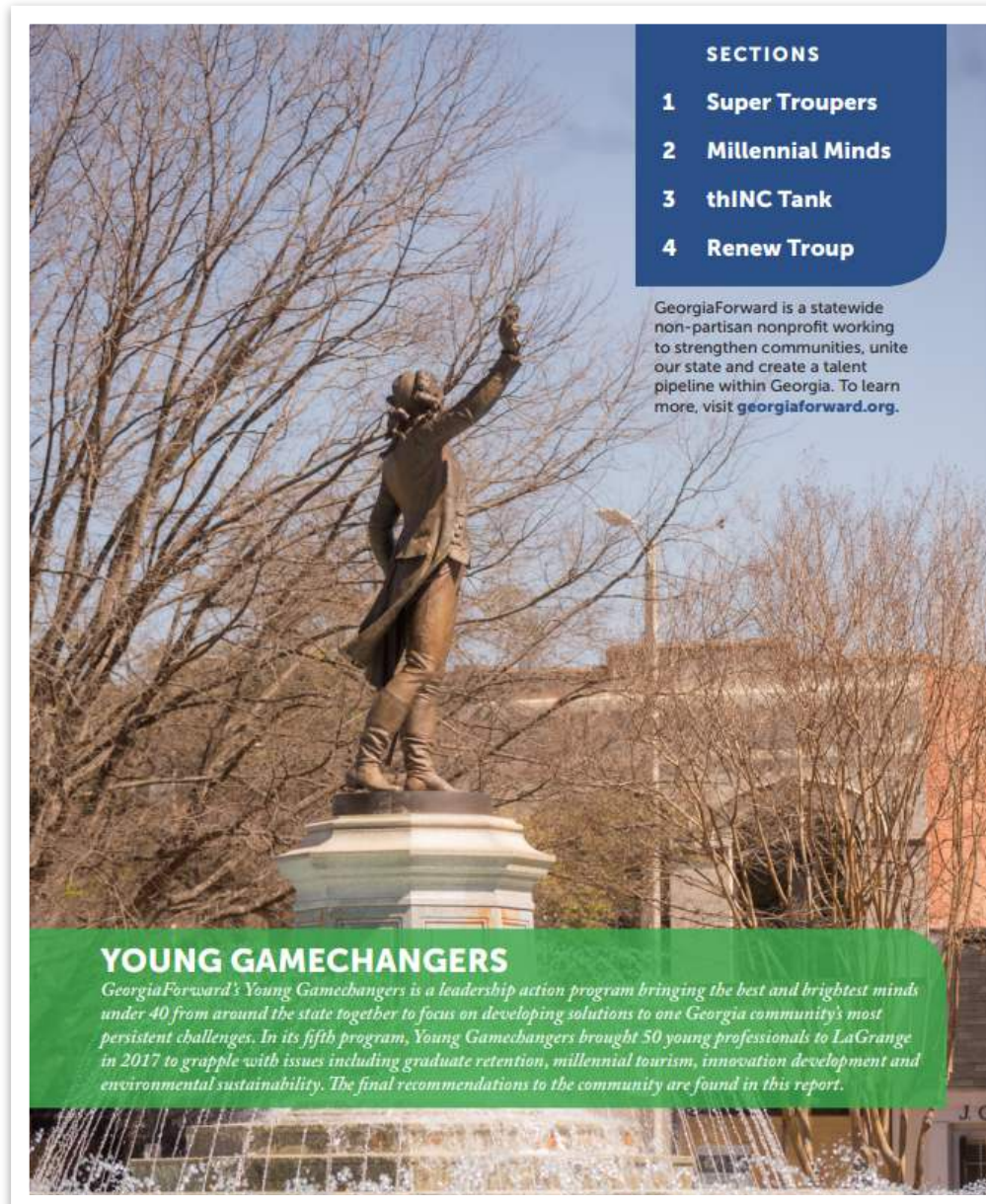


## YOUNG GAMECHANGERS

GeorgiaForward's Young Gamechangers is a leadership action program bringing the best and brightest minds under 40 from around the state together to focus on developing solutions to one Georgia community's most persistent challenges. In its fourth program, Young Gamechangers brought 50 young professionals to Augusta in the Fall of 2016 to grapple with issues including arts and culture, education, downtown, and economic development. The final recommendations to the community are found in this report.



# Spring 2017 LaGrange-Troup County





# Fall 2017 Milledgeville-Baldwin County

## I SAW THE SIGN

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### CHALLENGE QUESTION

With Milledgeville/Baldwin County's central location and gateways created by major traffic thoroughfares, in what ways can the community improve its entrance points through the creation and incorporation of a unique brand image?

## SEASONED SAINTS

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### CHALLENGE QUESTION

How can Milledgeville/Baldwin County incorporate and engage their growing retirement community and, in turn, provide an exceptional quality of life and the necessary resources to retain them?

## MILLY RISING

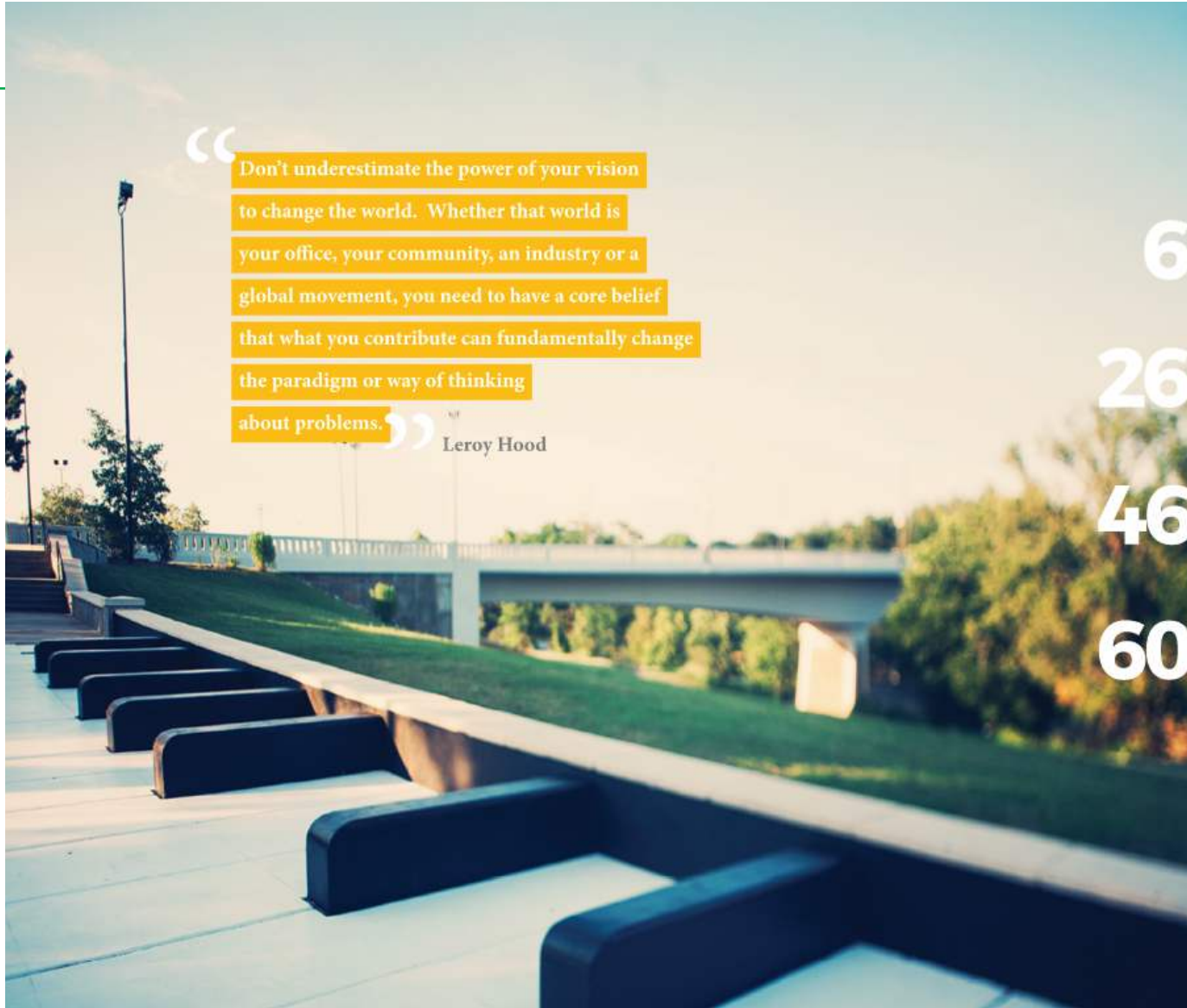
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### CHALLENGE QUESTION

How can the community realign and refocus Milledgeville/Baldwin County to become the booming economic driver it once was while diversifying its employment sectors?

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# 2018 Albany-Dougherty County



“Don't underestimate the power of your vision to change the world. Whether that world is your office, your community, an industry or a global movement, you need to have a core belief that what you contribute can fundamentally change the paradigm or way of thinking about problems.”

Leroy Hood

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ALBANY 2018  
YOUNG GAMECHANGERS

### DESTINATION GOOD LIFE

PLACEMAKING  
DOWNTOWN  
RECREATION

### CONNECT ALBANY

WATER ATTRACTION  
BRAND ALBANY  
ALBANY DAYS & ALBANY IS

### SOWEGA WORKS

INNOVATION VILLAGE  
APPRENTICESHIP  
CHOOSE GOOD LIFE CAMPAIGN

### THE FLINT CONNECTION

WEB PORTAL  
CONNECT-ED  
CONSOLIDATION

Young  
**Gamechangers**  
a GeorgiaForward program

# 2019 Monroe-Walton County



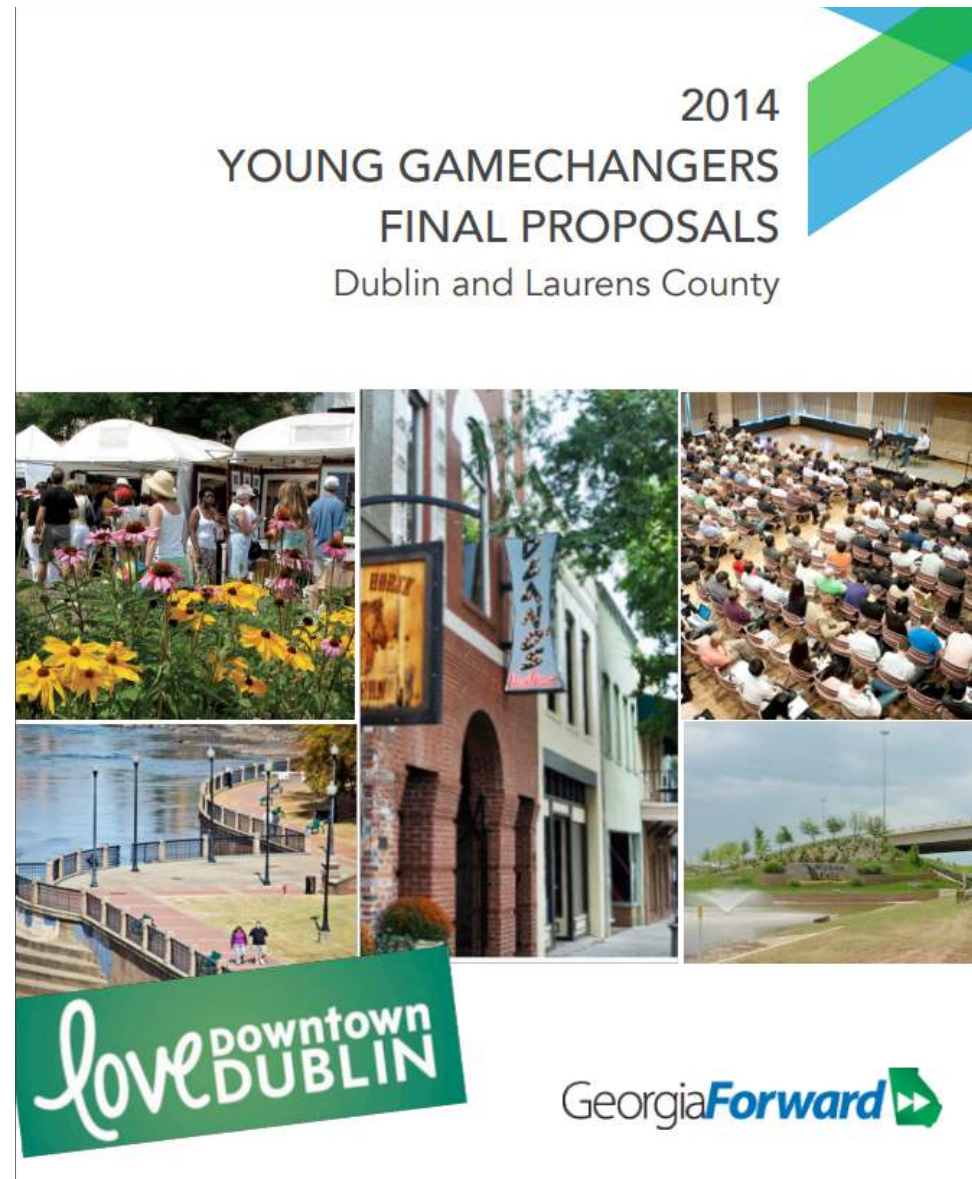
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# 2013/2014 Dublin-Laurens County



# 2019 Comprehensive Plan – Dublin-Laurens County

*Ahead of the Curve*

A Joint Comprehensive Plan for Laurens County, Cadwell, Dexter, Dublin, Dudley, East Dublin, Montrose, and Rentz, Georgia: 2019

## DUBLIN RIVERWALK

**Vision:** The Riverwalk will be a unique and natural treasure in downtown Dublin and primarily will be a passive, linear recreational park. It will be a gathering place for the community's residents and its visitors alike which celebrates the Oconee River and its natural beauty, while providing connectivity to the city's core and contributing to community quality of life and local pride. The Riverwalk will be a central focal and access point for the larger Oconee River Greenway.

**Development Patterns:** There should be limited development within this area; additional construction, maintenance and upgrades should be conducted as needed to ensure that the Riverwalk continues to attract visitors.

### Primary Land Uses

- Park/Recreational
- Conservation

### Zoning Classifications

- Public
- Multi-family
- Single-family



### Consistent Quality Community

#### Objectives

- Resource Management
- Regional Cooperation
- Sense of Place
- Transportation Options
- Community Health



# 2019 Comprehensive Plan – Dublin-Laurens County

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A Joint Comprehensive Plan for Laurens County, Cadwell, Dexter, Dublin, Dudley, East Dublin, Montrose, and Rentz, Georgia: 2019

## Zoning Classifications

- Central Business
- Highway Oriented Business
- Warehousing Business



## Consistent Quality Community Objectives

- Economic Prosperity
- Local Preparedness
- Educational Opportunities
- Regional Cooperation
- Transportation Options
- Housing Options
- Efficient Land Use
- Sense of Place



## Implementation Strategies

### Principal Applicable Community Policies (Including Applicable Implementation Strategies)

- Proactively Manage Growth
- Transportation Improvements
- Downtown Revitalization
- Business/Industry Retention/Attraction
- Infrastructure Development/Maintenance
- Local/Regional/State Cooperation
- Improve Appearance/Aesthetics
- Community Guidance
- Historic Resources Utilization/Preservation
- Encourage Diverse Housing





# 2019 Comprehensive Plan – Dublin-Laurens County

## DOWNTOWN DUBLIN

**Vision:** Downtown Dublin would be a continuing community focal point of economic, social, cultural, and governmental activity with revitalized buildings, vibrant businesses, enhanced streetscapes, and accommodating tourist and recreational facilities and services. Downtown will be the “heart” of the community in more than one way, promoting economic, social, cultural and recreational gathering, while maintaining a unique sampling of and invitation to the wider community.

**Development Patterns:** Development should be a mix of uses which reinforce and reaffirm Downtown Dublin as the economic, social, governmental, and cultural focal point of the community at large. The existing historic building/district stock should be maintained and reused, the traditional development scale and patterns retained, and any new development should accommodate and enhance current amenities and architectural styles. Density should be a concentration of higher density/intensity in general with mixed use/multistory. Development should encourage and enhance pedestrian and bicycle use, current landscaping, street trees, and street patterns, and more residential use, particularly of upper floors.

### Primary Land Uses

- Commercial and Retail
- Office
- Public/Institutional
- Transportation/Communications/Utilities
- Mixed Use (4.0 Floor Area Ratio Maximum)
- Parks/Recreational



# 2019 Comprehensive Plan – Dublin-Laurens County

*Ahead of the Curve*

A Joint Comprehensive Plan for Laurens County, Cadwell, Dexter, Dublin, Dudley, East Dublin, Montrose, and Rentz, Georgia: 2019

## Critical Strategies

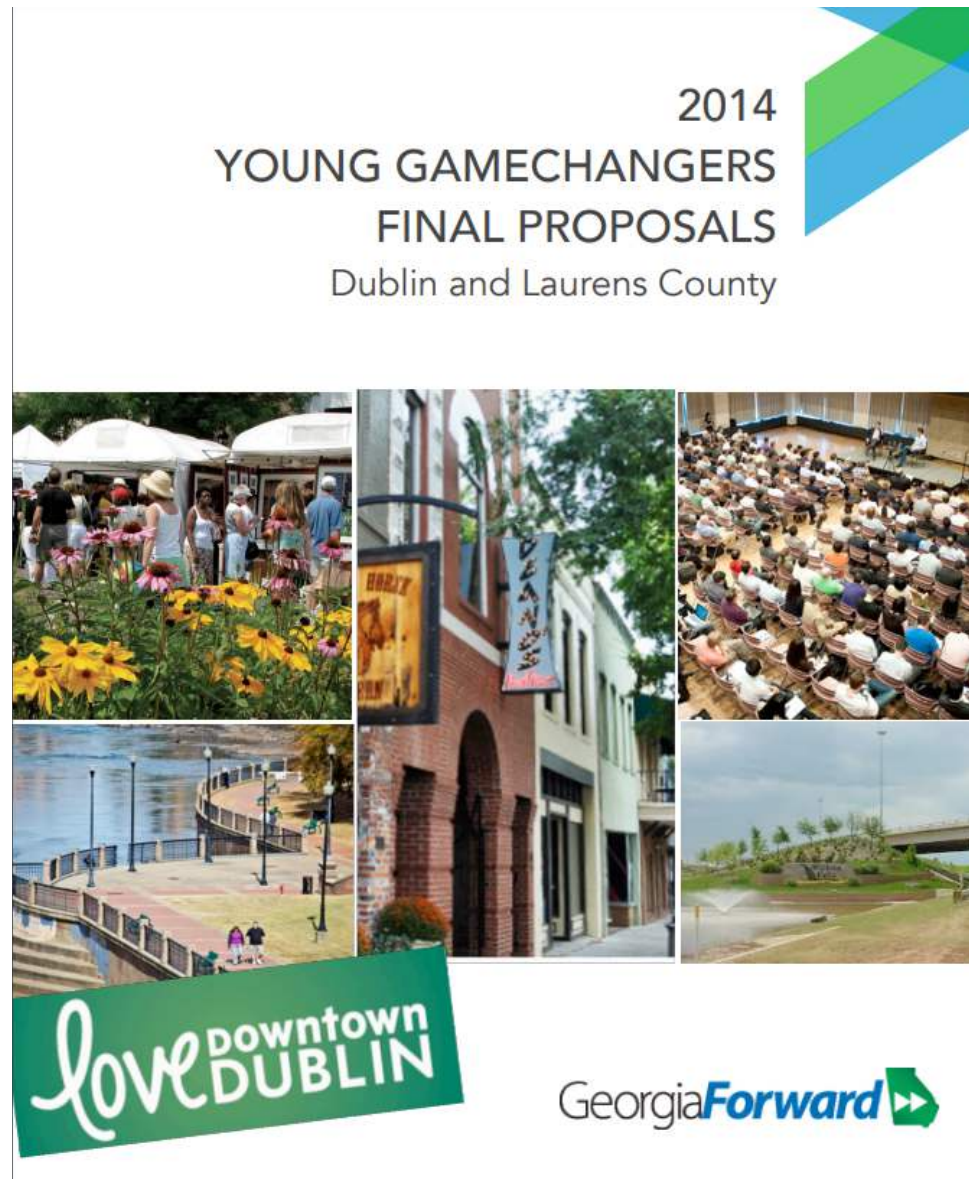
- Zoning/supportive land use regulation
- Coordinated planning/codes enforcement
- Enhance landscaping/aesthetics
- Streetscape improvements
- Infrastructure improvements
- Sidewalk/bike path maintenance
- Support local businesses/entrepreneurs
- Develop and utilize incentives
- Main Street Program
- Downtown Development Authority
- National Register Listing
- Encourage historic rehabilitation
- Adaptive use/reuse of landmarks
- Utilize/encourage compatible infill development



## HISTORIC DUBLIN

**Vision:** This intown area of historic housing stock includes the National Register-listed Stubbs Park-Stonewall Street Historic District and surrounding area along Bellevue Avenue (U.S. 80) and adjacent streets west of downtown. It encompasses and surrounds the local Bellevue Avenue historic district. The area is a transitional use area between downtown and the highway commercial areas of U.S. 80 West. The area is transected by the Intown U.S. 80 Scenic Corridor of landscaped sidewalks and median. Present uses in the area are primarily residential, office, and public/institutional. The historic nature and facades of this area should be protected, preserved, and promoted for tourism. The unique streetscapes and pedestrian friendly scale should be enhanced and extended for improved community connectivity. Any infill development should complement the existing scale, setback, style, and landscaping of existing structures. Residential use should be encouraged to remain to the maximum extent feasible, and all uses should be compatible and complementary to continued residential use.

# 2013/2014 Dublin-Laurens County





# 2013/2014 Dublin-Laurens County

## Big Idea 1: *Dublin River Walk*

Recommendation: Design and construct a River Walk, along the Oconee River.

Downtown Dublin has an untapped resource in the Oconee River, just a few blocks down US 80. Many of the successful, growing cities in Georgia have incorporated a water feature into their downtowns in some form or fashion. Augusta, Columbus, Milledgeville, and Macon all utilize the river near or in their cities as a public attraction. The cool breeze from the Oconee River will provide the perfect place for residents and visitors of Dublin to engage in a variety of activities, from jogging or exercising to relaxing and enjoying the great outdoors.

Here are several other Georgia cities' River Walks or attractions.



Augusta, GA River Walk



Columbus, GA



Oconee River Greenway



Ocmulgee Heritage Trail





## GROUP 2

### **Gateway Gang**

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*While Laurens County is located on I-16 with several exits, it lacks welcoming gateways into the community and a cohesive signage program to help visitors find their way to the city of Dublin. How might Laurens County improve its community gateways and signage while creating an appealing brand?*

# 2013/2014 Dublin-Laurens County

## Enhancing Dublin's Gateways



Dublin is nestled comfortably among I-16, 441, 257, 19, and US-80. The city's location is filled with potential and offers opportunities for the municipality to capture visitor interest, lead them off the interstate, and into the city. To do so we believe it is imperative to enhance and in some ways redesign Dublin's existing gateways. Our recommendation leans

on Dublin's existing branding campaign to coordinate the redesign of Dublin's Motor Vehicle, Non-Motor Vehicle, Public Art and Virtual gateways. These recommendations are presented as three **Big Ideas**.



## Big Idea 3: *Connect the Virtual Dots*

(Incorporating Branding, Public Art and Cultural Planning)

### **Expanding “Brand Dublin”**

Dublin is a vibrant city that perfectly blends the past with the present and the rural with the sophisticated, creating a community primed to capitalize on its bustling potential. The existing Visit Dublin branding campaign *Dublin, Ahead of the Curve* sits as the catalyst to revolutionizing the community’s brand image and serves as the conduit for implementing the proposed gateway enhancements.

The campaign combines the logo with vivid, emotion-evoking photography that creates a “picture yourself there” response that allows interstate travelers to connect the image of the familiar interstate signage with the surprisingly unexpected attractions and destinations throughout Dublin and Laurens County.

# 2013/2014 Dublin-Laurens County



Photo credit: Visit Dublin



Example of a maintained mural; Photo credit:



Example of a maintained mural; Photo credit:  
[www.visitflorida.com](http://www.visitflorida.com)



Source: Pittsburgh Arts Council  
([www.pittsburghartscouncil.org](http://www.pittsburghartscouncil.org))

# 2013/2014 Dublin-Laurens County

## GROUP 3

### **D<sup>3</sup>-Determined to Develop Dublin**

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*Several national and international companies call Dublin-Laurens County home. How can this community strengthen its international appeal, and in the process, attract more entrepreneurs and retirees?*





# 2013/2014 Dublin-Laurens County

## Big Idea 3: *Develop a Thriving Arts Scene Downtown Dublin to Boost Tourism and Attract Retirees*



### Goal

The recommendation is to create a thriving arts scene in Dublin to provide cultural and educational offerings to baby boomers approaching retirement age.

### Scope

Community and business leaders in Dublin/Laurens County have recently placed a concerted focus on attracting retirees to the community. A 2013 study by the UGA Selig Center for Economic Growth titled "Golden Rules" provides an evaluation of retiree-based economic development in Georgia and suggests that the timing is right for rural communities to focus on retiree attraction. "Demographic and economic trends are coming together to create an excellent opportunity for retiree-based economic development. The retirement of baby



boomers is a strong demographic trend that is virtually locked in until approximately 2028." Communities reap many rewards for retiree attraction and retention. Retirees generally have more expendable income to put back in the local economy and also enjoy civic involvement and participation. Both the financial and time resources that retirees bring to the table can really strengthen a community's position.



**Dublin, Georgia**

**Georgia Tourism Resource Team Report**  
**Georgia Department of Economic Development**





# Dublin-Laurens County Tourism Product Development Team Report (TPD)





# Dublin-Laurens County MLK, Jr. Monument Park (Gateway Entrance to Downtown)





# Dublin-Laurens County First African American Baptist Church



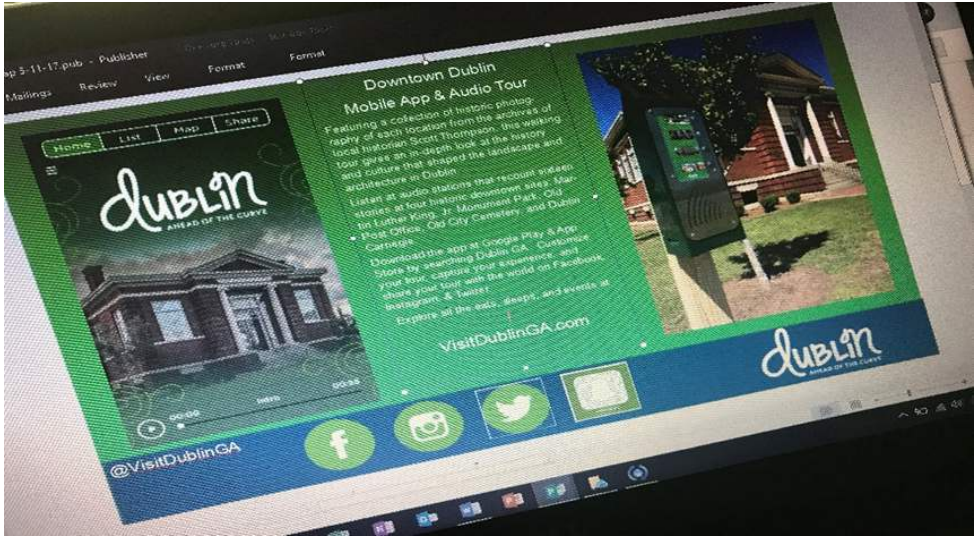
MLK, Jr. gave 1<sup>st</sup> speech at age 15 winning the oratorical contest hosted on that day at this church. An interactive play is offered to Tour Groups, so the visitor can participate in the telling of this story.







# Dublin-Laurens County Audio Boxes





# DUBJAM Stubbs Park Arts & Music Event





# Jackson Plaza Gathering Space (Splash Pad, Park Space, and Parking)



# Downtown Signage







## Laurens County

Tourism Product Development Resource Team Report

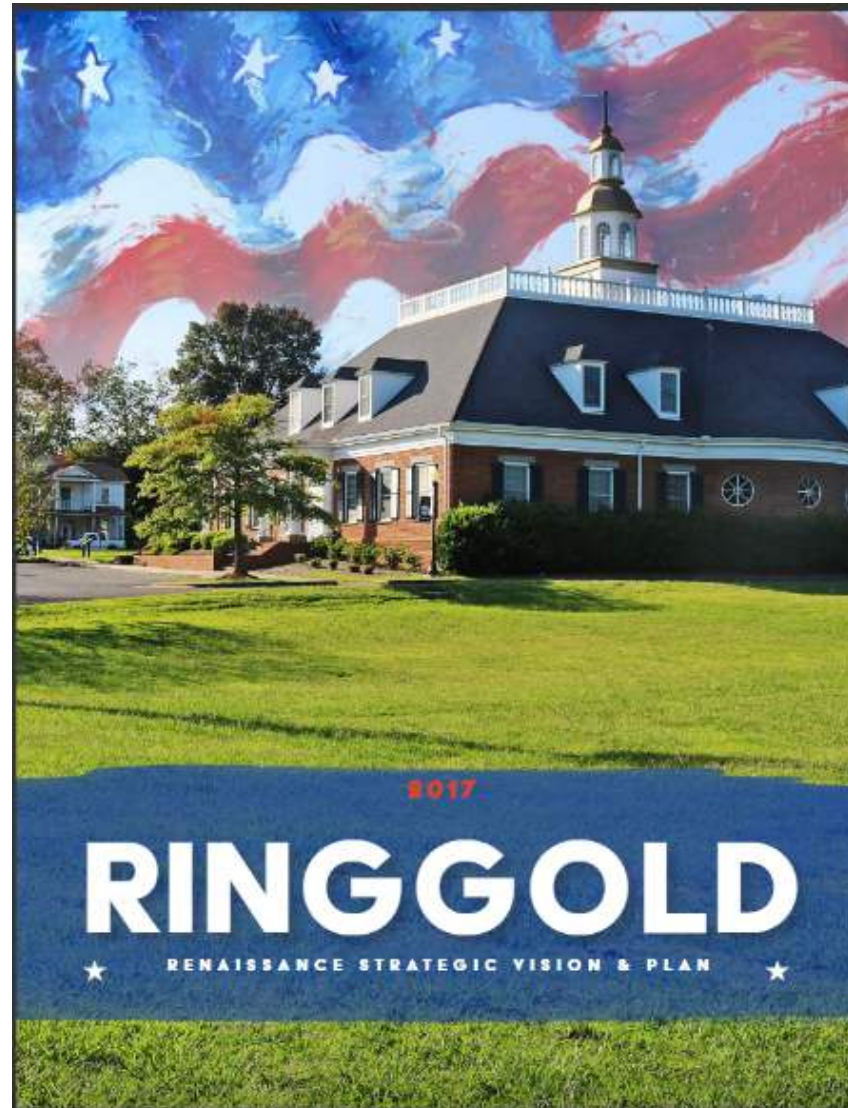
Georgia Department of Economic Development

April 2019



# City of Ringgold Renaissance Strategic Visioning & Planning (RSVP)

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# Catoosa County Comprehensive Plan 2021-2031

## CATOOSA COUNTY COMPREHENSIVE PLAN 2021-2031

### Ringgold Needs and Opportunities

Items in green are carried forward from Report of Accomplishments

#### **ECONOMIC DEVELOPMENT**

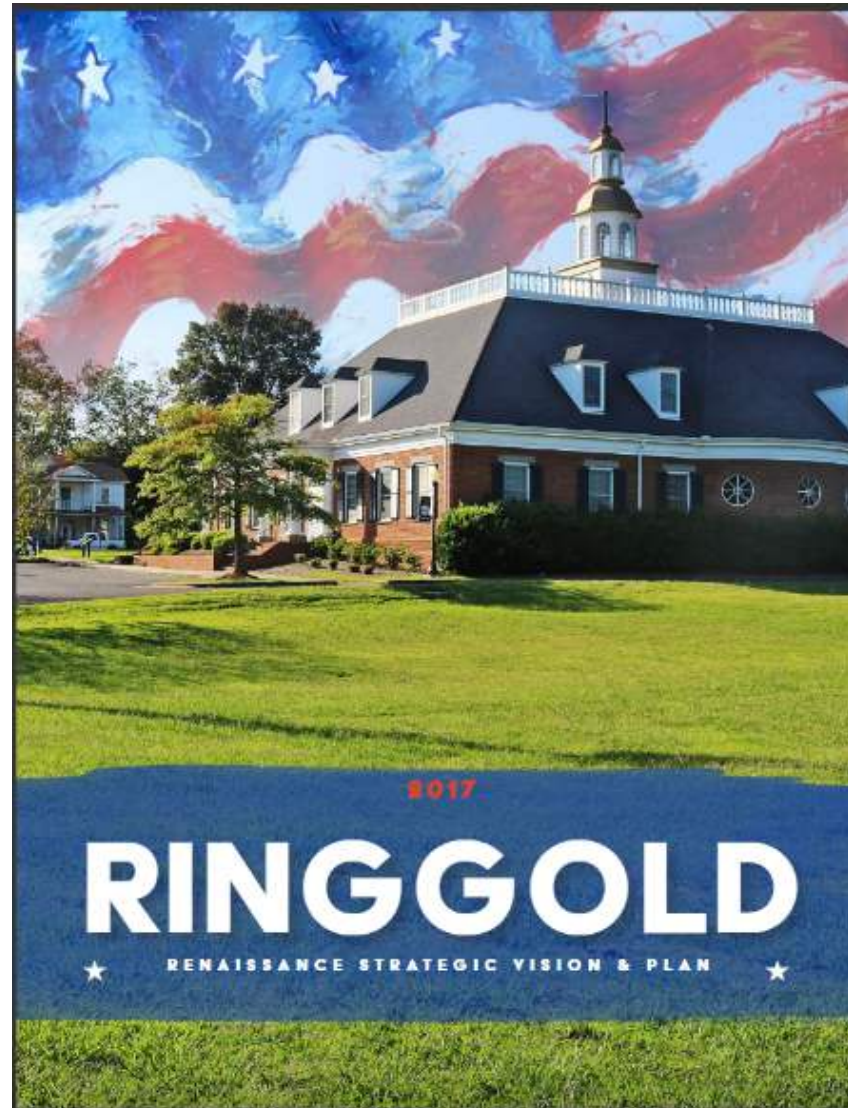
##### **CODE**

- ED1. There is a need to promote a diversified economy by attracting a range of development, like manufacturing, specialty shops, and offices for doctors, insurance agents, lawyers, and other professionals.
- Possible solution/strategy:**
- a. Work with the Economic Development Authority to maintain a vacant site/lot inventory; identify those that are suitable for infill development
  - b. Develop a Strategic Plan for economic development jointly with county and Fort Oglethorpe.
  - c. Continue to work with Economic Development Authority to identify development incentives to encourage appropriate, job-creating businesses to locate in districts identified in the Future Development Guide in Comprehensive Plan.
  - d. Investigate ways to support small businesses and entrepreneurial efforts.
- ED2. There is a lack of better-paying, skilled jobs
- Possible solution/strategy:**
- a. Work with Career Academy, Georgia Northwestern Technical College, University of Tennessee Chattanooga, Dalton State College, NWGRC Workforce Innovation and Opportunity Department, Catoosa County Economic Development Authority, Northwest Georgia Joint Development Authority, and local businesses for workforce development.
- ED3. Being part of the Chattanooga Region is an opportunity, and I-75 allows for easy access to that large city, but it comes with competition from the large array of retail options there.
- Possible solution/strategy:**
- a. Work with Catoosa County Chamber of Commerce, Catoosa County Economic Development Authority, Ringgold Downtown Development Authority, and the Convention and Visitors Bureau to promote branding efforts that highlight the county and the cities unique features, attracting businesses and industries appropriate to the more rural, small town atmosphere of the county compared to Chattanooga.
- ED4. Maintaining the historic character of Ringgold's downtown could bring in niche businesses like locally owned restaurants, craft breweries, and specialty shops, and make the area more attractive for millennials, but renovation and maintenance costs can be high.
- Possible solution/strategy:**
- a. Promote use of Federal and State Rehabilitation Tax Incentive programs in Ringgold Historic Commercial District (rewritten) (moved from Housing Section).
  - b. Apply for Georgia DCA Rural Zone designation in Ringgold Historic Commercial District.
  - c. Renovate existing downtown building to create small retail spaces to serve as entrepreneurial accelerator/incubator.



# City of Ringgold Renaissance Strategic Visioning & Planning (RSVP)

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# City of Ringgold Renaissance Strategic Visioning & Planning (RSVP)



**THE DOWNTOWN RINGGOLD RENAISSANCE  
STRATEGIC VISION & PLAN**

# RSVP

**RINGGOLD'S TOP  
HITS:**

- SENSE OF COMMUNITY
- STRATEGIC LOCATION
- LOCAL ECONOMY
- HISTORY
- NATURAL FEATURES

Beginning in February 2017, faculty and staff at the Carl Vinson Institute of Government partnered with the city of Ringgold to begin an extensive planning process aimed at creating a community-supported vision for the city's future. In one-on-one interviews, in focus groups, during a public town hall meeting, and through a community-wide survey with over 1,260 responses, Ringgold residents came out in force to share what makes the city special. Ringgold's proud citizens overwhelmingly see the city as a friendly, "Mayberry-like" small town. While community members and business leaders praised the city's proximity to big city assets and employment centers, they also treasure the small-town sense of place that Ringgold has maintained in the wake of new growth. Particularly downtown, residents value the mom-and-pop businesses and local restaurants that are part of the fabric of the community. These downtown businesses, owned, operated, and staffed by local citizens, help form the bedrock of a strong local community. Ringgold residents see the success of these locally owned businesses as critical to the prosperity of the city moving forward. In addition to a thriving local business community, Ringgold residents cherish the city's rich sense of history, downtown's many architectural landmarks, and the surrounding scenic beauty of Northwest Georgia. Many praised the Chief Richard Taylor Nature Trail, Little General Park, Dragging Canoe Memorial Launch, and new recreation improvements that allow locals to explore the beauty of South Chickamauga Creek and connect residents to the past.



Ringgold's citizens took every opportunity to share their vision for downtown. Here, locals at the Ringgold RSVP Town Hall share their views on what is working downtown.



As part of the public input process, Ringgold RSVP Steering Committee members organized and studied photos of downtown Ringgold to help determine what is working well in the area.



# City of Ringgold

## Renaissance Strategic Visioning & Planning (RSVP)

### DOWNTOWN CORE IMPROVEMENTS:

### RINGGOLD WAREHOUSE DISTRICT REHABILITATION



#### BEFORE

The former home of Benton Coal & Supply, this unoccupied warehouse is now owned by the Ringgold DDA.



#### BEFORE

The DDA and local governments control much of the area between Ringgold's downtown core and City Hall. Here, a vacant outbuilding speaks to this area's formerly industrial and agrarian character.



#### AFTER

While a unique opportunity for future development, the warehouses north of downtown could be used temporarily to fill the demand for additional downtown retail and office space. Here, unique signage reflects the period character of this building.



#### AFTER

While a prime candidate for future development, publicly held land between downtown and Ringgold City Hall could be used in the short term for events like the farmer's market shown in the rendering.



# City of Ringgold Renaissance Strategic Visioning & Planning (RSVP)

## CONNECTING OUTDOOR RECREATION: **LEGION STREET & THE GOLDEN MILE TRAIL**

### BEFORE

The midcentury strip development at the corner of Legion and Lafayette Streets could be improved to encourage activity and better connect downtown Ringgold to South Chickamauga Creek.

### AFTER

With parking more efficiently allocated along Legion Street, ample area exists to improve sidewalks, introduce vegetation, and extend a downtown feel to this prominent property. After expanding sidewalks to accommodate outdoor dining, planting street trees, and connecting this site to the city's multiuse trails, this corner buzzes with activity.



# City of Ringgold

## Renaissance Strategic Visioning & Planning (RSVP)

### DOWNTOWN CORE IMPROVEMENTS:

### RINGGOLD WAREHOUSE DISTRICT REHABILITATION

#### BEFORE

Despite the humble architectural form of this former warehouse, details like the palinated metal barn door and the unique tone of the cinderblock walls give this structure a lot of character. These fine bones make this former warehouse an uncut diamond ripe for unveiling.

#### AFTER

Renovating this building into a smokehouse-themed restaurant complete with industrial lighting and cool signage could keep the integrity of this structure intact, while honoring it with an appropriate, and desirable, use.





# City of Ringgold Renaissance Strategic Visioning & Planning (RSVP)

DOWNTOWN CORE IMPROVEMENTS:

## RINGGOLD WAREHOUSE DISTRICT REHABILITATION



### BEFORE

Located adjacent to DDA-owned property, this fenced concrete parking and unloading area could be transformed into an outdoor patio for adjacent businesses.

### AFTER

This night view rendering shows the shared patio space on Depot Street between a potential restaurant and other businesses. A restaurant located in this DDA-owned building could utilize the adjacent patio space for outdoor seating, an indoor-outdoor bar, and a fire pit for cozy winter evenings. Nearby antiques stores could help to furnish the patio space, with restaurant patrons able to purchase any of the tables, chairs, or sculptures that they find while eating and relaxing.







**QUESTIONS**