

Beyond the Master Plan

*How to Strategically Plan & Implement
Projects in a Community*

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*Georgia Planning Association
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Overview

- This session is designed to provide training on topics including strategic planning, urban design, economic incentives, implementation strategies, and community engagement to meet the educational needs of session attendees.
- This session applies methodologies such as the Main Street program, walkability indices, and community engagement activities to influence change in a community.
- This session will conclude by discussing performance metrics and how to best evaluate if a planning and implementation program is an effective strategy.

Dahlongega: Context

Main Street Program

- Organization
- Promotion
- Design
- Economic Restructuring

Why a Master Plan?

- 1975 Master Plan as precedent
- In 2005, local partners saw the need to reconsider the community
- Need of market data for commercial and residential projections
- Growth of business, institutional, and tourism sectors
- Physical limitations

Challenges

- Lack of amenities beyond public square
- Perceived lack of parking
- Accessibility was extremely limited
- Managing tourism, business, and quality of life



Main Street Program

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Importance of Master Planning/Strategic Planning

Branding

A photograph showing a street scene with trees in autumn, an American flag, and a building.

Identifying Values & Issues

A photograph of a woman holding a green sign with text, standing in a public space.

Goals & Interaction

A solid yellow square.

Strategies & Evaluation

A solid yellow vertical rectangle.

Current Physical Framework

A photograph of a road with trees and a building in the background.

Physical Components & Econ. Development

Two small maps or diagrams side-by-side.

Recommendations

A collage of images showing various urban planning or architectural elements.

L

Branding



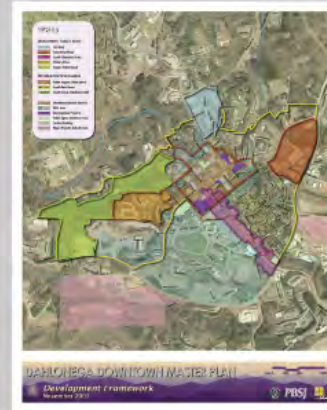
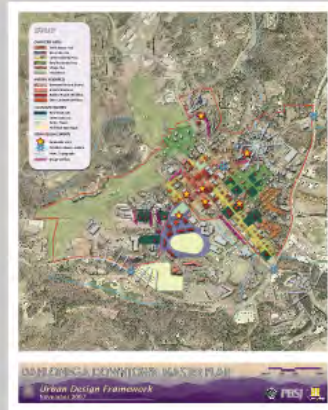
Current Physical Framework

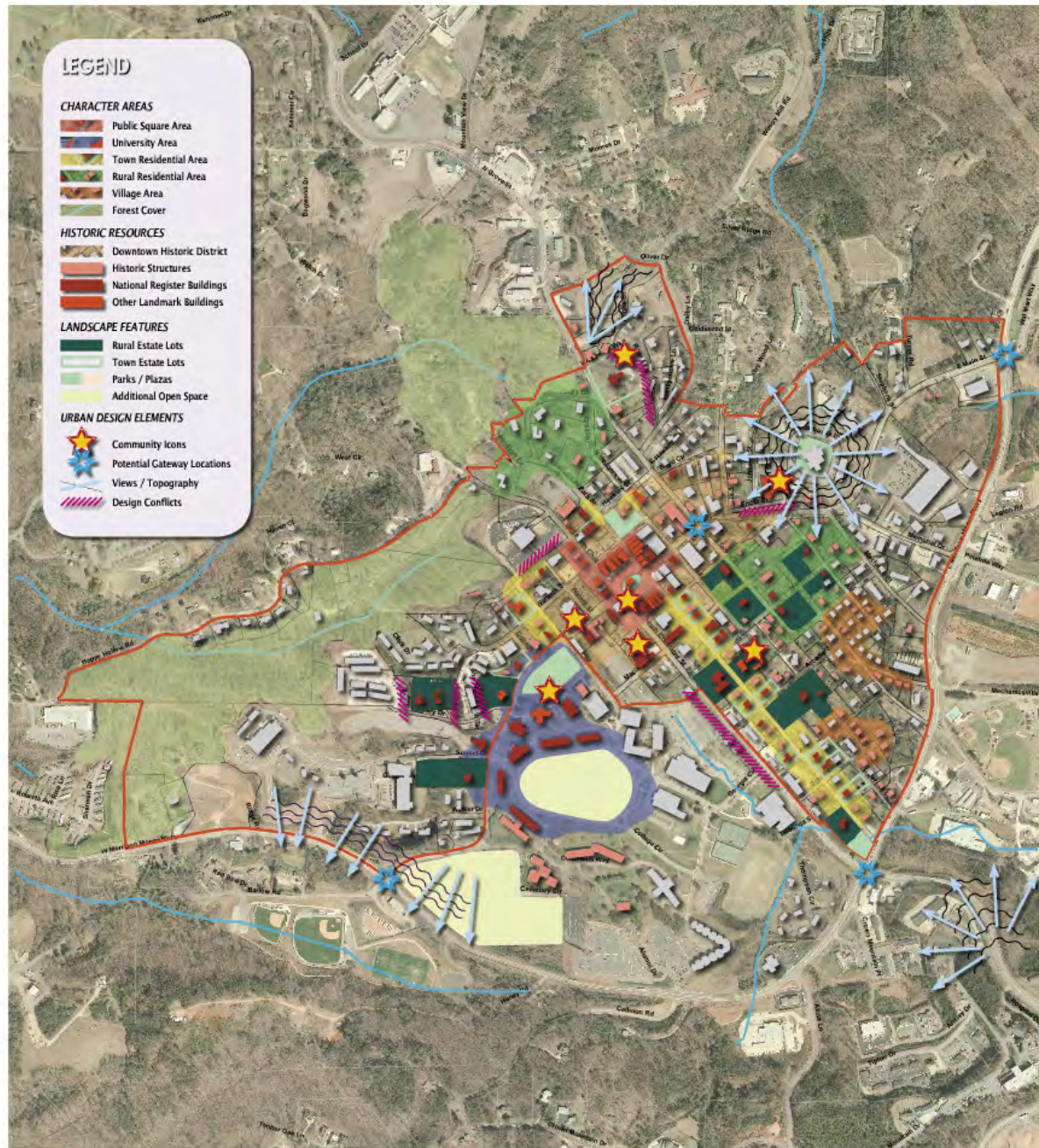


Identifying Values & Issues



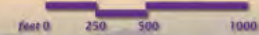
Physical Components & Econ. Development

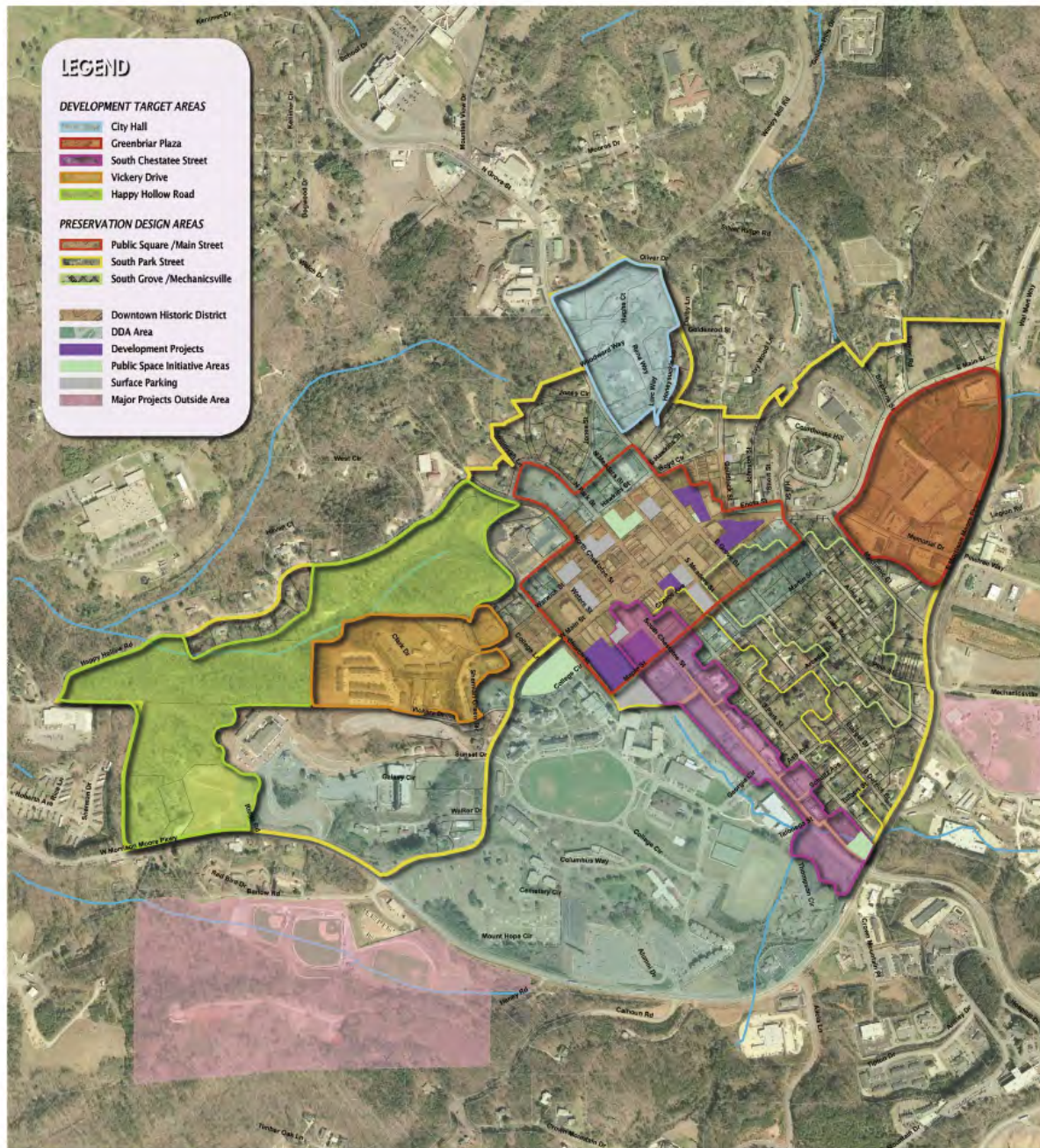




DAHLONEGA DOWNTOWN MASTER PLAN

Urban Design Framework
November 2007







Goals & Interaction



The image features a large, light gray circle centered on a white background. Inside the circle, there is a yellow sticky note with rounded corners and a folded bottom-right corner. The text "Goals & Interaction" is written in a black serif font above the sticky note. At the top left and top right of the white background, there are two small, red, curved decorative elements.



Cannery Art Park Sculpture Garden - view looking along East Main Street



View of the conference center



- a two-way travel lanes
- b parallel parking
- c sidewalk & supplemental zone

Potential East Main Street Section



- a two-way travel lanes
- b landscape zone
- c sidewalk

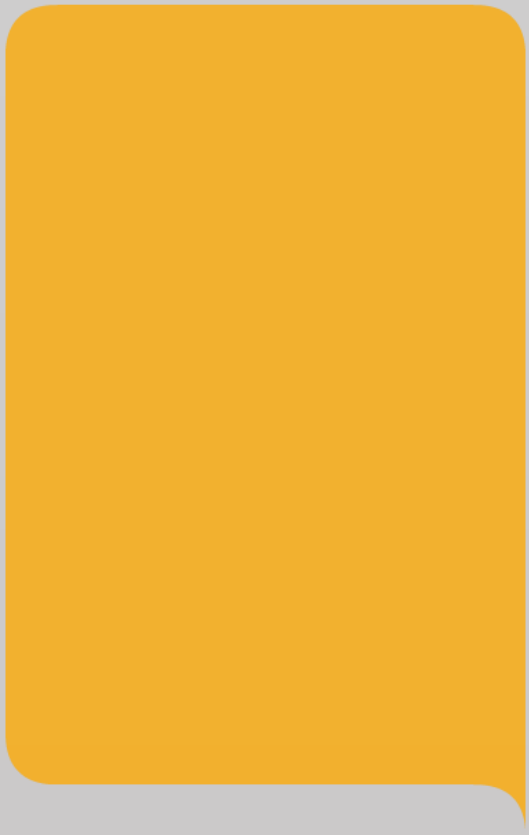
Potential North Grove Street Section



View of the East End District

DAHLONEGA DOWNTOWN MASTER PLAN: *North Side Images*

Strategies & Evaluation





Implementing a Vision



INFRASTRUCTURE STRATEGY

Complete Streets Concept



TYOLOGY SUMMARY *an overview of the project area and streetscape types*

Street Name	Commercial Corridor: Type A	Commercial Corridor: Type B	Secondary Commercial	University Corridor	Residential Connector	Square
Arcadia (South Chestatee to Park)						
Ash (South Chestatee to Park)						
Choice (Waters to Park)						
Church (Hawkins to Warwick)						
Church (Warwick to West Main)						
College Lane (Warwick to West Main)						
East Main (Square to Grove)						
Maple (South Chestatee to Park)						
Martin (South Chestatee to Park)						
North Chestatee (Hawkins to West Main)						
Schultz (South Chestatee to Park)						
South Chestatee (West Main to Morrison Moore)						
The Square						
Waters (Warwick to West Main)						
Waters (Hawkins to Warwick)						
West Main (Sunset to Church)						
West Main (Church to South Chestatee)						



SECONDARY COMMERCIAL CORRIDOR *expanding the economic potential of dahlonega's business sector*



STREET LOCATION MAP



NORTH CHESTATEE STREET: LOOKING SOUTHEAST



MAPLE STREET: LOOKING NORTHEAST



CHOICE STREET: LOOKING SOUTHWEST



EXISTING:
WATERS STREET

* BUFFER ZONES EXTENDING BEYOND FRONT ALONG WATERS STREET



PROPOSED:
WATERS STREET

* BUFFER ZONES EXTENDING BEYOND FRONT ALONG WATERS STREET

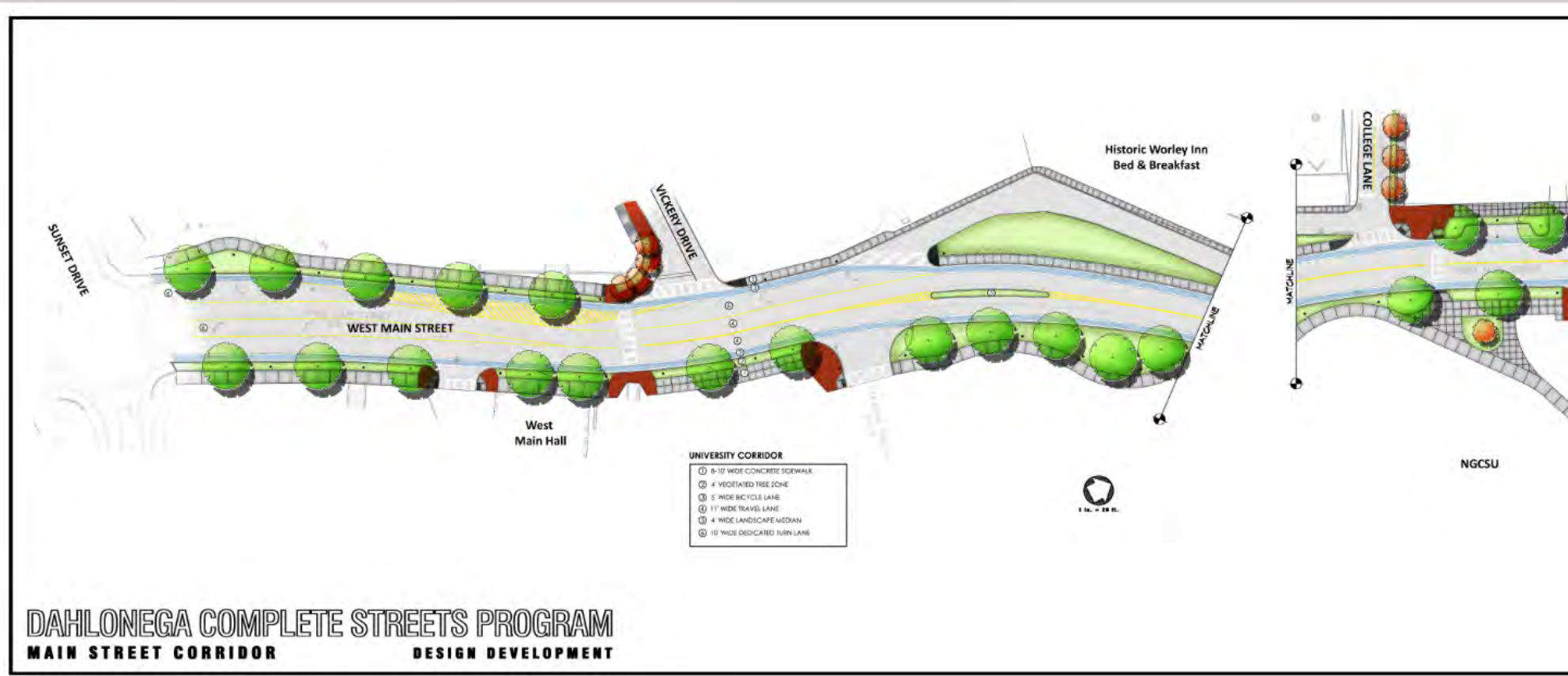
DESIGN FEATURES:

- 10-foot travel lanes
- 4-foot wide furniture zone
- 6-foot wide sidewalks (minimum)
- On-street parking (where appropriate with parallel preferred)
- Pedestrian lighting spacing: 60 feet
- Street trees spacing: 20/40 feet
- Overhead utilities remain in place

STREETS FITTING THIS CRITERIA:

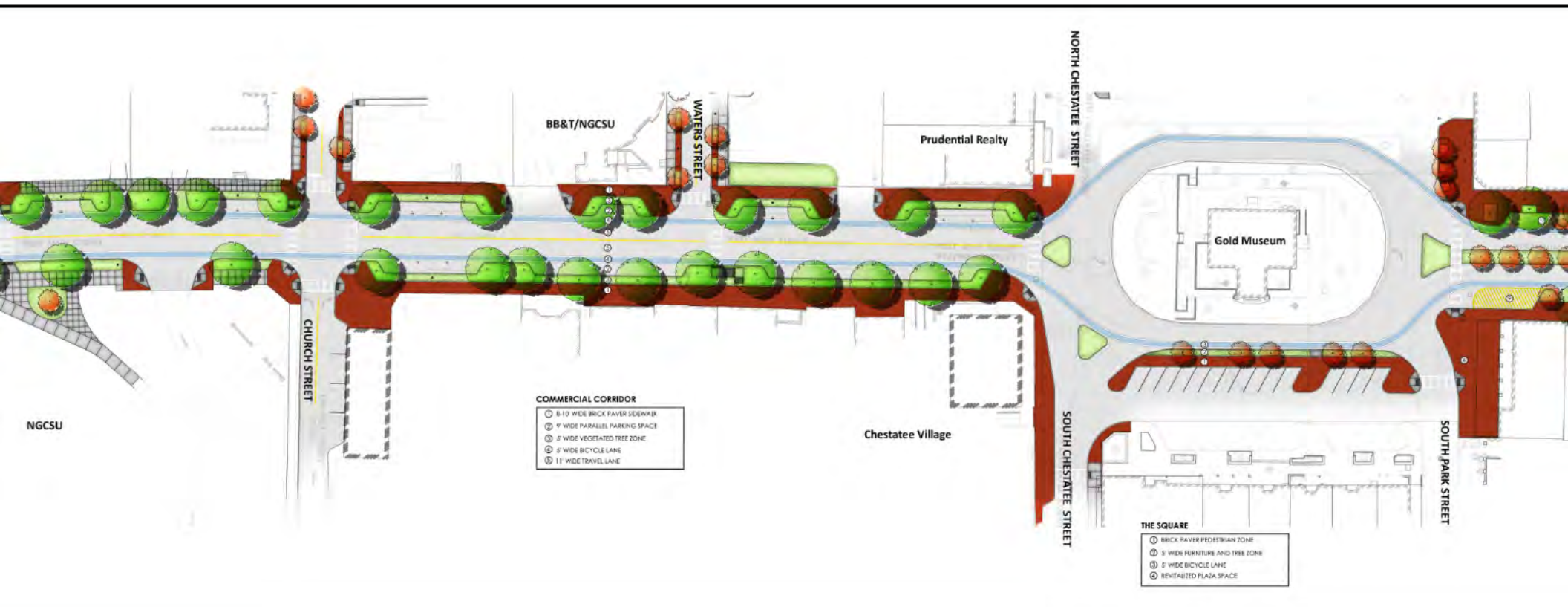
- Choice Street (Waters to Park)
- Church Street (West Main to Warwick)
- Maple Avenue (South Chestatee to Park)
- North Chestatee Street (Square to Hawkins)
- Waters Street (West Main to Warwick)

Complete Streets Concept

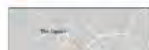


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SECONDARY COMMERCIAL CORRIDOR *expanding the economic potential of dahlanega's business sector*



EXISTING:
WATERS STREET

POLITICAL STRATEGY



GRANT OPPORTUNITIES

USDA Rural Development Loans

Community Transformation Grants (CDC)

MAP 21 & Transportation Alternatives

Rural Transit Opportunities

The Archway Partnership

USDA Rural Development Loans

MAP 21 & Transportation Alter

Community Transformation Grants (CDC)

USDA Rural Development Loans

MAP 21 & Transportation Alternatives

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Alternatives

Rural Transit Opportunities

nership

Rural T

The Archway Partnership

Lobbying for Projects



FINANCIAL STRATEGY

Regional vs. Local

Private vs. Public

Infrastructure vs. Aesthetics

Diversity vs. Singularity

Collaboration

Regional vs. Local

Private vs. Public

Infrastructure vs. Aesthetics

Diversity vs. Singularity

Collaboration

PERFORMANCE METRICS

Economic Improvements

Heritage Tourism

Infrastructure

Quality of Life

Economic Improvements

Heritage Tourism

Infrastructure

Quality of Life

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