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.
Dahlonega: 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

- Organization
- Promotion
- Design
- Economic Restructuring
Why a Master Plan?

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Challenges.

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Importance of Master Planning/Strategic Planning

- Branding
- Identifying Values & Issues
- Goals & Intervention
- Strategies & Evaluation
- Current Physical Framework
- Physical Components & Econ. Development
- Recommendations
Branding
Current Physical Framework
Identifying Values & Issues
Physical Components & Econ. Development
Goals & Interaction
Recommendations
Strategies & Evaluation
Implementing a Vision

- Infrastructure Strategy
- Political Strategy
- Financial Strategy
- Performance Metrics
- Grant Opportunities
INFRASTRUCTURE STRATEGY

Complete Streets Concept
## TYPOLOGY SUMMARY

An overview of the project area and streetscape types.

<table>
<thead>
<tr>
<th>Street Name</th>
<th>Commercial Corridor Type A</th>
<th>Commercial Corridor Type B</th>
<th>Secondary Commercial</th>
<th>University Corridor</th>
<th>Residential Connector</th>
<th>Square</th>
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**Phase One Project Area**

DAHLONEGA COMPLETE STREETS PROGRAM
SECONDARY COMMERCIAL CORRIDOR expanding the economic potential of dahlonega’s business sector

DESIGN FEATURES:
- 10-foot travel lanes
- 4-foot wide on-street parking (where appropriate with parallel parking preferred)
- 6-foot wide sidewalk (minimum)
- On-street parking (where appropriate with parallel parking preferred)
- Pedestrian lighting spacing: 60 feet
- Street tree 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 Chestnut to Park)
- North Chestnut Street (Square to Flowsike)
- Waters Street (West Main to Warwick)
Complete Streets Concept
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
Alternatives

Rural Transit Opportunities
The Archway Partnership
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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