



# CITY OF DAHLONEGA

## City Council Meeting Agenda

April 07, 2025, 6:00 PM

Gary McCullough Chambers, Dahlonega City Hall

In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 706-864-6133.

Vision - Dahlonega will be the most welcoming, thriving, and inspiring community in North Georgia

Mission Statement - Dahlonega, a City of Excellence, will provide quality services through ethical leadership and fiscal stability, in full partnership with the people who choose to live, work, and visit. Through this commitment, we respect and uphold our rural Appalachian setting to honor our thriving community of historical significance, academic excellence, and military renown.

### CALL TO ORDER

### INVOCATION AND PLEDGE OF ALLEGIANCE TO THE AMERICAN FLAG

### APPROVAL OF AGENDA

#### APPROVAL OF CONSENT AGENDA

1. Intergovernmental Agreement (IGA) with Lumpkin County regarding the 2025 Municipal Election for the City of Dahlonega  
Rhonda Hansard, City Clerk

### PUBLIC COMMENTS - PLEASE LIMIT TO FOUR MINUTES PER SPEAKER

#### APPROVAL OF MINUTES

1. Retreat of March 14 and March 15, 2025  
Rhonda Hansard, City Clerk
2. Work Session of March 17, 2025  
Rhonda Hansard, City Clerk

#### APPOINTMENTS, PROCLAMATIONS, AND RECOGNITIONS

1. Proclamation declaring 2025 as the 100th Anniversary Year of Camp Glisson  
JoAnne Taylor, Mayor
2. Joint Proclamation declaring the month of April 2025 as *Child Abuse Prevention Month* in the City of Dahlonega and Lumpkin County, Georgia  
JoAnne Taylor, Mayor
3. Proclamation declaring April 21 through April 26, 2025 as *Georgia Cities Week* in Dahlonega, Georgia  
JoAnne Taylor, Mayor

### ANNOUNCEMENTS

### **CITY REPORTS**

1. Financial Report - February 2025  
Allison Martin, City Manager

### **ORDINANCES AND RESOLUTIONS**

1. Ordinance 2025-3  
Doug Parks, City Attorney
2. Change to Open Container Footprint for the Downtown Development Authority's First Friday Concert Series 2025  
Doug Parks, City Attorney / Ariel Alexander, Downtown Development Authority Director

### **CONTRACTS AND AGREEMENTS**

### **OTHER ITEMS**

1. Dahlonaga Revitalization Plan  
KB Advisory Group

### **COMMENTS - PLEASE LIMIT TO THREE MINUTES PER SPEAKER**

Clerk Comments

City Manager Comments

City Attorney Comments

City Council Comments

Mayor Comments

### **ADJOURNMENT**

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Guideline Principles - The City of Dahlonaga will be an open, honest, and responsive city that balances preservation and growth and delivers quality services fairly and equitably by being good stewards of its resources. To ensure the vibrancy of our community, Dahlonaga commits to Transparency and Honesty, Dedication and Responsibility, Preservation and Sustainability, Safety and Welfare ...for ALL!

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STATE OF GEORGIA  
COUNTY OF LUMPKIN

**INTERGOVERNMENTAL AGREEMENT BETWEEN LUMPKIN COUNTY AND THE CITY OF DAHLONEGA RELATING TO THE 2025 MUNICIPAL ELECTION FOR THE CITY OF DAHLONEGA**

THIS AGREEMENT TO CONDUCT MUNICIPAL ELECTIONS PURSUANT TO GEORGIA ELECTION CODE SECTION 21-2-45(c) (the "Agreement") is made and entered into by and between **CITY OF DAHLONEGA, GEORGIA**, a municipal corporation organized and existing under the laws of the State of Georgia (hereinafter referred to as the "City"), and **LUMPKIN COUNTY, GEORGIA**, a political subdivision of the State of Georgia (hereinafter referred to as the "County"). This Agreement is joined by the Lumpkin County Board of Elections and Registration to the fullest extent required by the laws of the State of Georgia.

**WITNESSETH:**

**WHEREAS**, under the provisions of the Georgia Election Code, particularly Section 21-2-45(c) thereof, the City may by ordinance authorize the County to conduct such elections as the City deems necessary and expedient, and the City has previously adopted such an ordinance; and

**WHEREAS**, the City desires to contract with County, subject to the approval of the Lumpkin County Board of Elections and Registration, to conduct the 2025 General Municipal Election to be held on November 4<sup>th</sup>, 2025; and

**WHEREAS**, the City has authorized the Mayor and Clerk to enter into this Agreement with the County, and the County has agreed to conduct and supervise the 2025 General Municipal Election to be held on November 4<sup>th</sup>, 2025 for the City upon the terms and conditions hereinafter set forth; and

**WHEREAS**, this Agreement was presented and approved at meetings of the governing authorities of both the County and the City pursuant to lawful and duly given notice as required by O.C.G.A. 50-14-1 et seq.

**NOW, THEREFORE**, in consideration of the mutual promises, covenants and undertakings of the parties hereto the City and County agree as follows:

**1.**

With respect to the 2025 Municipal General Election to be held November 4<sup>th</sup>, 2025, the Lumpkin County Board of Elections and Registration shall conduct the election for the City at the Office of the Lumpkin County Board of Elections and Registration as the fixed polling place as determined by the Lumpkin County Board of Elections and Registration.

**2.**

The Lumpkin County Board of Elections and Registration shall perform all duties as set forth and labeled as “County” in Exhibit A attached hereto and incorporated herein by reference. The Lumpkin County Board of Elections and Registration shall determine the procedures and mechanisms used in carrying out all duties established in Exhibit A and labeled as “County”. The City shall perform all duties as set forth and labeled as “City” in Exhibit A attached hereto and incorporated herein by reference. The City shall determine the procedures and mechanisms used in carrying out all duties established in Exhibit A and labeled as “City.”

**3.**

The City shall reimburse the County for the expenses incurred by the County and its Board of Elections and Registration associated with the 2025 Municipal General Election and to be held on November 4<sup>th</sup>, 2025, including, without limitation, the compensation of time and required trainings of the County Elections Manager, the Elections Technician, Board of Elections Members, and all poll workers, and the cost of materials and supplies needed to conduct said election. Such expenses shall be submitted to the City within sixty (60) days of the conclusion of the election covered by this agreement, and such expenses shall be paid by the City within thirty (30) days of the date of such invoice.

**4.**

As a part of the duties of the Lumpkin County Board of Elections and Registration, it shall perform all duties as superintendent of elections for the City during the term of this agreement; provided however, that the Lumpkin County Board of Elections and Registration shall have no responsibility hereunder with respect to the matters specifically reserved to the City in Exhibit A.

**5.**

The County shall not be responsible for the furnishing of any legal services in the form of legal opinion or defenses in any litigation arising by reason of the 2025 General Municipal Election; all such services shall be furnished by the City at no cost to the County. Notwithstanding the foregoing, in the event that the Board of Elections and Registration is required to hear any challenge(s) regarding the November General Municipal Election of whatever kind (e.g. challenge to candidacy or to electors, etc.), the Board of Elections and Registration shall have the right to be advised and represented by its legal counsel, and the City

shall, within thirty (30) days of request from the Board of Elections and Registration, fully reimburse the County any and all legal fees and other costs and expenses incurred by it (through its Board of Elections and Registration) in connection with all such challenge(s). It is additionally understood and agreed that the City shall be solely responsible for obtaining preclearance, if any, required by law from the U.S. Department of Justice in connection with the 2025 General Municipal Election.

In the event the County or its Board of Elections and Registration is named in any complaint or lawsuit involving the 2025 General Municipal Election, the County or its Board of Elections and Registration shall have the right to be advised and represented by its own legal counsel, and the City shall, within thirty (30) days of request from the County or its Board of Elections and Registration, fully reimburse the County for any and all legal fees and other costs and expenses incurred by the County and its Board of Elections and Registration in connection with all such complaint or lawsuit.

**6.**

The Contract may be terminated by either party by giving notice to the other party, in writing, of its intent to terminate this Contract no fewer than ninety (90) days prior to the effective date of such termination. In the event of termination, any funds due to the County by the City for work performed by the Board of Elections and Registration through the date of termination shall be paid by the City no later than thirty (30) days following the date of termination of the Contract.

**7.**

In all events, all elections conducted for the City by the Lumpkin County Board of Elections and Registration shall be conducted in accordance with the provisions of Title 1 and Title 21 of the Official Code of Georgia Annotated and all other applicable laws.

**8.**

This Agreement is made between and limited to the County and City, and is not intended, and shall in no event be construed to be, for the benefit of any person or entity other than the County (and its Board of Elections and Registration) and City, and no other person or entity shall be considered a third-party beneficiary by virtue of this Agreement or otherwise entitled to enforce the terms of this Agreement for any reason whatsoever.

**9.**

If any term, covenant, condition or provision of this Agreement, or the application thereof to any person or circumstance, shall ever be held to be invalid or enforceable, then in each such event the remainder of this Agreement or the application of such term, covenant, condition or provision to any other person or any other circumstance (other than those as to which it shall be invalid or unenforceable) shall not be thereby affected, and each term, covenant, condition and provision hereof shall remain valid and enforceable to the fullest extent permitted by law.

**IN WITNESS WHEREOF**, the parties hereto have executed this instrument to be effective as of the day and year first written above.

**LUMPKIN COUNTY, GEORGIA**

**ATTEST:**

By: \_\_\_\_\_  
Chris Dockery, Chairman  
Lumpkin County Board of Commissioners

\_\_\_\_\_  
Melissa Witcher, County Clerk  
Lumpkin County

**CITY OF DAHLONEGA**

**ATTEST:**

**By:** \_\_\_\_\_  
JoAnne Taylor, Mayor  
City of Dahlonega

\_\_\_\_\_  
Rhonda Hansard, City Clerk  
City of Dahlonega

**LUMPKIN COUNTY BOARD OF  
ELECTIONS AND REGISTRATION**

**ATTEST:**

**By:** \_\_\_\_\_  
Mary Fullard, Chairperson  
Lumpkin County Board of Elections

\_\_\_\_\_  
Ashley Peck, Supervisor of Elections  
Lumpkin County Board of Elections



## MUNICIPAL ELECTION STRUCTURE

PERSONNEL	AFFILIATION	DUTIES
CITY QUALIFYING OFFICER	City	Advertise All Required Qualifying Notices
CITY ATTORNEY	City	Advertise Call for Special Election to be Held in Conjunction with General Election (if applicable)
CITY ATTORNEY	City	DOJ approval for Special Election (if applicable)
CITY QUALIFYING OFFICER	City	Candidate Qualification: All candidate qualification and Ethics/Financial Filings will be the responsibility of the City. The City will provide the Board of Elections a list of all qualified candidates to be placed on the ballot.
CITY ATTORNEY	City	Special Election Ballot Wording: The City will provide the Board of Elections the wording of all special election questions to be placed on the ballot.(if applicable)
COUNTY ELECTION SUPERINTENDENT	County	Absentee Inventory/Election Supplies
	County	Design Ballot
	County	Create Ballot Database
	County	Print OS Ballots; Absentee/Provisional/Challenged
COUNTY ELECTION SUPERINTENDENT	County	Election Management System: Upload Database & Memory Cards Voting Equipment: Logic & Accuracy Procedure (L&A)
COUNTY ELECTION SUPERINTENDENT	County	Publish Logic & Accuracy Notice
COUNTY ELECTION SUPERINTENDENT	County	Order Municipal Electors List
COUNTY ELECTION SUPERINTENDENT	County	Publish Notice of Election/ Advance Voting Dates and Location
COUNTY ELECTION SUPERINTENDENT	County	Publish Notice of Computation
COUNTY ELECTION SUPERINTENDENT/ COUNTY ELECTION TECHNICIAN	County	Advance Voting: Mail
		Advance Voting: In Person  (County will conduct all required Poll Worker Training)
COUNTY ELECTION SUPERINTENDENT/ COUNTY ELECTION TECHNICIAN	County	Conduct Election Day Voting – 7 A.M. – 7 P.M.  (County will conduct all required Poll Worker Training)

<b>COUNTY ELECTION SUPERINTENDENT/ COUNTY ELECTION TECHNICIAN/ VOTE REVIEW PANEL</b>	County	Tabulate Votes – ABS/In-Person Early/Election Day/Provisional
<b>COUNTY ELECTION SUPERINTENDENT</b>	County	Election Consolidation / Certification/Notice to Appropriate Entity of all Special Election Results

## Exhibit A

**City of Dahlonega  
City Council Off-Site Retreat Minutes  
March 14 and 15, 2025  
124 EE Butler Parkway  
Gainesville, Georgia 30501**

**Friday, March 14, 2025**

**I. Call to Order**

Mayor Taylor called the Off-Site Retreat to order at 9:00 a.m. with the following Councilmembers present: Bagley, Brown, Gaddis, and Shirley; Councilmembers Ariemma and Reagin were absent.

Mayor Sam Couvillon, City of Gainesville Mayor, welcomed and addressed the Council. Mayor Couvillon spoke of Gainesville's Tax Allocation District (TAD); walkability within the City; and, the effects of growth on a community.

**II. Approval of Agenda**

There was a motion by Councilman Bagley and a second by Councilman Shirley to approve the Agenda as presented.

Motion carried with four members in favor (Bagley, Brown, Gaddis, and Shirley) and two members absent (Ariemma and Reagin).

**III. City of Dahlonega Presentation .....Allison Martin, City Manager**  
Allison Martin, City Manager, addressed and provided a presentation to the Council. Ms. Martin reminded the Council that a copy of the Service Delivery can be found on the Georgia Department of Community Affairs (DCA) website.

No Council action was taken.

**IV. Understanding Perspectives Activity (Timeline Activity) .....April Howard, Facilitator**  
April Howard, Carl Vinson Institute of Government Public Service Assistant / Meeting Facilitator, addressed the Council.

Councilmembers and staff participated in an activity titled "*Understanding Perspectives*".

No Council action was taken.

**V. Strategic Plan**

**a. Review Progress on Existing Plan .....Allison Martin, City Manager and Team**

Allison Martin, City Manager, addressed and provided a presentation to the Council.

No Council action was taken.

**b. Preparing for Next Steps .....April Howard, Facilitator**  
*(Letter to Community and Council dated March 14, 2030)*

April Howard, Carl Vinson Institute of Government Public Service Assistant / Meeting Facilitator, addressed the Council.

Councilmembers and staff participated in an activity titled “*Letter to Community and Council dated March 14, 2030*”, which envisioned a five-year tangible image/priority.

No Council action was taken.

**VI. Strategic Priority of Managing Growth in the City of Dahlonega**...April Howard, Facilitator  
April Howard, Carl Vinson Institute of Government Public Service Assistant / Meeting Facilitator, and Allison Martin, City Manager, addressed and provided a presentation to the Council regarding Items listed under sections a. through c. under Agenda Tab VI. *Strategic Priority of Managing Growth in the City of Dahlonega.*

- a. What does “Managing Growth” mean to you?
- b. Force Field Analysis Process
  - i. Contributing Forces
  - ii. Restraining Forces
- c. Do we have consensus on how we proceed with balanced growth?
  - i. What is in the best interest of our Residents, Businesses, and Visitors?
  - ii. Guiding Principles Review

*The City of Dahlonega will be an open, honest, and responsive city, balancing preservation and growth, and delivering quality services fairly and equitably by being good stewards of Dahlonega’s resources. To ensure the vibrancy of our community, Dahlonega commits to:*

- i. Transparency and Honesty
- ii. Dedication and Responsibility
- iii. Preservation and Sustainability
- iv. Safety and Welfare ...for ALL!

No Council action was taken.

**VII. Lunch - Welcome Honorable Sam Couvillon, Mayor of Gainesville**

Councilmember Reagin arrived at 1:00 p.m.

**VIII. Aligning Vision, Mission, Guiding Principles with Contributing and Restraining Forces to Inform Priorities for Managing Growth (Group Activity)** .....April Howard, Facilitator

- a. TAD  
Ariel Alexander, Downtown Development Authority Director, addressed and provided a presentation to the Council. A document titled Tax Allocation Districts Fact Sheet was distributed (a copy of this document can be found in the Agenda Folder located in the City Clerk’s Office).

The Council held a discussion.

No Council action was taken.

- b. Annexation Plan  
Allison Martin, City Manager, addressed and provided a presentation to the Council; the Council held a discussion.

No Council action was taken.

April Howard, Carl Vinson Institute of Government Public Service Assistant / Meeting Facilitator, divided the Council and staff into three groups to discuss within the City of Dahlonega: Tax Allocation Districts (TADs); Zoning and Annexation; and, Parking and Utilities. Groups provided a summary of what was discussed during the breakout sessions.

The Council held a discussion.

Without exception, the Council agreed to remain interested in a potential TAD if the County and Chamber of Commerce were leading the process and if an adequate education plan for citizens is developed.

No Council action was taken.

Without exception, the Council agreed to authorize the City Manager to continue with efforts to hire a Planning and Community Development Director.

No Council action was taken.

Without exception, the Council agreed to authorize staff to review the results of the Parking Study (when complete) and return to a future Council meeting to present the Study's findings. The Council is aware that the presentation may include a proposed Parking Ordinance.

No Council action was taken.

- c. Utilities
- d. Zoning
- e. Parking
- f. Staffing

Allison Martin, City Manager, and Mayor Taylor addressed the Council regarding Items i. through iii. under Item f. *Staffing*.

The Council held a discussion.

- i. Assistant City Manager
- ii. Public Works Director
- iii. Planning Director (bring function back into the City)

No Council action was taken.

- g. Alcohol Licensing and Management  
Allison Martin, City Manager, addressed the Council.

The Council held a discussion regarding Alcohol Licensing, which included holding special events with live music allowing beer and wine to be served.

No Council action was taken.

h. Existing Contracts and Renewals

Allison Martin, City Manager, addressed the Council; the Council held a discussion.

Without exception, the Council agreed that contracts should be presented annually.

Manager Martin stated that she and Rhonda Hansard, City Clerk, would work together to determine the best time to present contracts to Council and will place the presentations on a future Agenda.

No Council action was taken.

**IX. Addition of Another Foundational Strategic Priority** .....Allison Martin, City Manager  
Allison Martin, City Manager, addressed the Council regarding Items a. and b. under Agenda Tab IX.  
*Addition of Another Foundational Strategic Priority*; a discussion was held.

a. Is it time?

b. What would the Council choose to add?

Without exception, the Council agreed that the Items discussed during the day's activities should remain as the City's focus and that no additional priorities should be added at this time.

No Council action was taken.

**X. Recess**

There was a motion by Councilman Reagin and a second by Councilman Shirley to Recess the Off-Site Retreat until March 15, 2025.

Motion carried with five members in favor (Bagley, Brown, Gaddis, Reagin, and Shirley) and one member absent (Ariemma), and the Off-Site Retreat was recessed at 5:26 p.m.

**Saturday, March 15, 2025**

**I. Reconvene**

There was a motion by Councilman Gaddis and a second by Councilman Shirley to reconvene the Off-Site Retreat.

Motion carried with four members in favor (Bagley, Brown, Gaddis, and Shirley) and two members absent (Ariemma and Reagin), and the Off-Site Retreat was reconvened at 9:01 a.m.

**II. Updates from Department Directors** .....April Howard, Facilitator;  
Allison Martin, City Manager; and, Department Directors

a. Utilities

Allison Martin, City Manager, addressed and provided a presentation regarding LCRR Deliverables; the Council held a discussion.

No Council action was taken.

b. Zoning

Allison Martin, City Manager, addressed the Council; a draft amended Zoning Ordinance was displayed. The Council held a discussion.

No Council action was taken.

c. Parking

Discussed with previous Item (b. under Agenda Tab II. *Updates from Department Directors*).

No Council action was taken.

d. Alcohol

Ariel Alexander, Downtown Development Authority Director, addressed the Council regarding the Development Authority's upcoming 2025 First Friday Concert Series; the Council held a discussion.

No Council action was taken.

**III. Next Steps**

The Council held a discussion, which included the request to receive zoning information in a timelier manner and the request to discuss options for recycling during a future Council meeting.

Members of the Council thanked April Howard for her attendance during the Retreat; thanked staff for hosting a successful meeting; and, thanked staff for their hard work devoted to the City each day.

**IV. Adjournment**

There was a motion by Councilman Brown and a second by Councilman Shirley to adjourn the Off-Site Retreat.

Motion carried with four members in favor (Bagley, Brown, Gaddis, and Shirley) and two members absent (Ariemma and Reagin), and the Off-Site Retreat was adjourned at 10:55 a.m.



## CITY OF DAHLONEGA

### City Council Work Session Minutes

March 17, 2025, 4:00 PM

Gary McCullough Council Chambers, Dahlonega City Hall

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#### CALL TO ORDER

Mayor Taylor called the Work Session to order at 4:47 p.m. with all Councilmembers present.

Mayor Taylor read aloud a remembrance of Johnnie Loy Jones, former Dahlonega Mayor and City Councilmember, and called for a Moment of Silence.

#### APPROVAL OF AGENDA

There was a motion by Councilman Reagin and a second by Councilman Brown to approve the Agenda as presented.

Motion carried unanimously.

#### BOARDS AND COMMITTEES

1. Cemetery Committee - February 2025

Mark Buchanan, City Engineer

Christopher Worick, Cemetery Committee member, addressed the Council. Mr. Worick announced that Committee member Patricia Turner passed on February 28, and that she will be missed.

No Council action was taken.

2. Downtown Development Authority & Main Street Program 2025 Work Plan

Awtrey Moore, DDA Board Chair / Ariel Alexander, Downtown Development Director  
Ariel Alexander, Downtown Development Authority Director, addressed the Council.

No Council action was taken.

#### DEPARTMENT REPORTS AVAILABLE AT: <https://dahlonega.gov/category/departments-reports/>

Allison Martin, City Manager, addressed the Council regarding Items 3. through 7. under *Department Reports*; the Council held a discussion to include that the depreciation cycle for assets is included each year in the Annual Audit.

3. Community Development - February 2025



Allison Martin, City Manager

4. Finance and Administration - February 2025  
Kimberly Stafford, Finance Manager
5. Police - February 2025  
George Albert, Chief of Police
6. Public Works - February 2025  
Mark Buchanan, City Engineer
7. Water & Wastewater Treatment - February 2025  
John Jarrard, Water/Wastewater Treatment Director

No Council action was taken.

#### **APPOINTMENTS, PROCLAMATIONS, AND RECOGNITIONS**

8. Proposed Proclamation declaring 2025 as the 100th Anniversary Year of Camp Glisson  
Allison Martin, City Manager  
Allison Martin, City Manager, addressed the Council and advised that this Proclamation will be coming before the Council during the Regular Meeting of April 7, 2025.

No Council action was taken.

#### **PRESENTATIONS**

9. Presentation of Draft Dahlenega Revitalization Plan  
KB Advisory Group  
Allison Martin, City Manager, addressed and provided a presentation to the Council; the Council held a discussion regarding the City's unique market area for service-based individuals and attainable housing.

No Council action was taken.

#### **ORDINANCES AND RESOLUTIONS**

10. Deannexation Application  
Doug Parks, City Attorney  
Doug Parks, City Attorney, addressed the Council and announced that this Item will be coming before the Council in April for a vote.

No Council action was taken.

11. Change to Open Container Footprint for the DDA/Main Street's 2025 First Friday Concert Series  
Doug Parks, City Attorney / Ariel Alexander, Downtown Development Director  
Doug Parks, City Attorney, and Ariel Alexander, Downtown Development Authority Director, addressed the Council.

Ms. Alexander confirmed that all events will meet all catering requirements.

No Council action was taken.

## **AGREEMENTS AND CONTRACTS**

12. Intergovernmental Agreement (IGA) with Lumpkin County regarding the 2025 Municipal Election for the City of Dahlonega  
Rhonda Hansard, City Clerk  
Rhonda Hansard, City Clerk, addressed the Council.

No Council action was taken.

## **OTHER ITEMS**

13. 147 N Park Street - Future Development - DDA  
Awtrey Moore, DDA Board Chair  
Awtrey Moore, Downtown Development Authority Board Chairman, addressed the Council; the Council held a discussion regarding whether it was too premature to relinquish property to the Downtown Development Authority when there is no definitive plan.

Doug Parks, City Attorney, addressed the Council and recommended that the City retain ownership of the property.

No Council action was taken.

## **COMMENTS - PLEASE LIMIT TO THREE MINUTES PER SPEAKER**

### **Clerk Comments**

Rhonda Hansard, City Clerk, announced that the Council's Retreat was a success, and thanked the Council for providing the opportunity for staff to attend.

### **City Manager Comments**

Allison Martin, City Manager, thanked Council and staff for a great Retreat; reminded Council that comments regarding the Revitalization Plan are due by March 21; thanked Chief Albert and the Police Department for assisting with the NCAA Division II Southeast Regional Championship at UNG; and, advised that while US Ghost Adventures advertises to be Dahlonega's #1 rated Ghost Tour that the company does not hold a business license with the City and, therefore, is not authorized to conduct tours.

### **City Attorney Comments**

Doug Parks, City Attorney, had no comments.

### **City Council Comments**

Councilman Bagley wished the Lady Nighthawks good luck for the NCAA Division II Southeast Regional Championship Game.

Councilman Brown wished the Lady Nighthawks good luck for the NCAA Division II Southeast Regional Championship Game, and thanked staff for hosting a great Retreat.

Councilman Reagin wished the Lady Nighthawks good luck for the NCAA Division II Southeast Regional Championship Game.

Councilman Gaddis thanked the Council and staff for a successful Retreat and recalled a memory of Johnnie Loy Jones (former Dahlonega Mayor and Councilman).

Councilman Shirley announced that he thought the Retreat was the best one held within the last four years, and announced that Mr. Gribben should have a completed drawing and staff will need to have checked right of way(s) and setbacks when this Item returns to the BZA for consideration (BZA-24-8).

**Mayor Comments**

Mayor Taylor wished everyone a happy St. Patrick's Day.

**ADJOURNMENT**

There was a motion by Councilman Shirley and a second by Councilman Bagley to adjourn the Work Session.

Motion carried unanimously, and the Work Session was adjourned at 5:27 p.m.

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Guideline Principles - The City of Dahlongega will be an open, honest, and responsive city that balances preservation and growth and delivers quality services fairly and equitably by being good stewards of its resources. To ensure the vibrancy of our community, Dahlongega commits to Transparency and Honesty, Dedication and Responsibility, Preservation and Sustainability, Safety and Welfare ...for ALL!

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DRAFT



# Joint Proclamation

By  
Lumpkin County  
And  
The City of Dahlonega



***WHEREAS;*** In 2024, Georgia experienced 9,843 confirmed cases of child abuse and neglect and ranked 37<sup>th</sup> in the nation for child well-being; and

***WHEREAS;*** Child abuse and neglect is a serious problem affecting every segment of our community, and finding solutions requires input and action from everyone; and

***WHEREAS;*** Exposure to childhood trauma has a powerful adverse effect on life-long physical and mental health and is recognized nationally as a major public health issue; and

***WHEREAS;*** Children are our most valuable resource, and they are also our most vulnerable. All of Georgia's children have a right to be safe and an opportunity to thrive, learn, and grow in an environment that fosters healthy development; and

***WHEREAS;*** Child abuse and neglect can be prevented by supporting and strengthening Georgia's families, thus preventing the far-reaching effects of abuse and neglect, and providing the opportunity for children to develop healthy, trusting family bonds, and consequently, building the foundations of communities; and

***WHEREAS;*** By providing a safe, stable, and nurturing environment for our children, we can ensure that all of Georgia's children have access to the support they need to grow to their full potential as the next generation of leaders, helping to secure the future of this state and nation.

***NOW, THEREFORE, BE IT RESOLVED*** that the City of Dahlonega and Lumpkin County hereby proclaim the month of April 2025 to be ***Child Abuse Prevention Month***, and urge all citizens to recognize this month by dedicating ourselves to the task of improving the quality of life for all children and families.

*Lumpkin County Georgia*

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Chris Dockery, Chairman

Attest:

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Melissa Witcher, County Clerk

*City of Dahlonega*

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JoAnne Taylor, Mayor

Attest:

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Rhonda Hansard, City Clerk

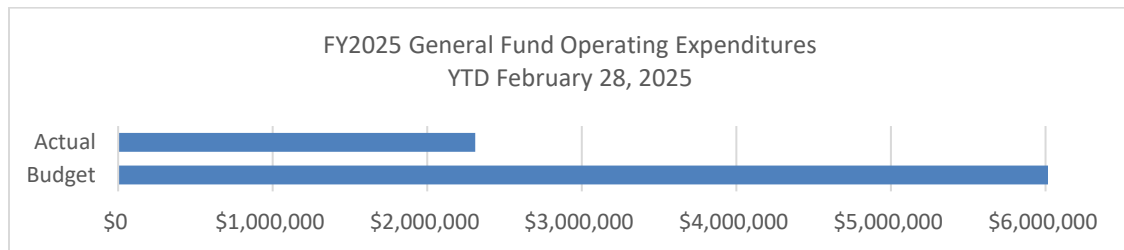
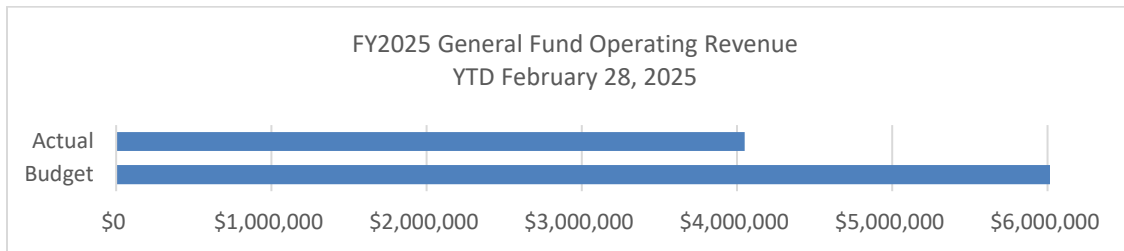


# CITY OF DAHLONEGA

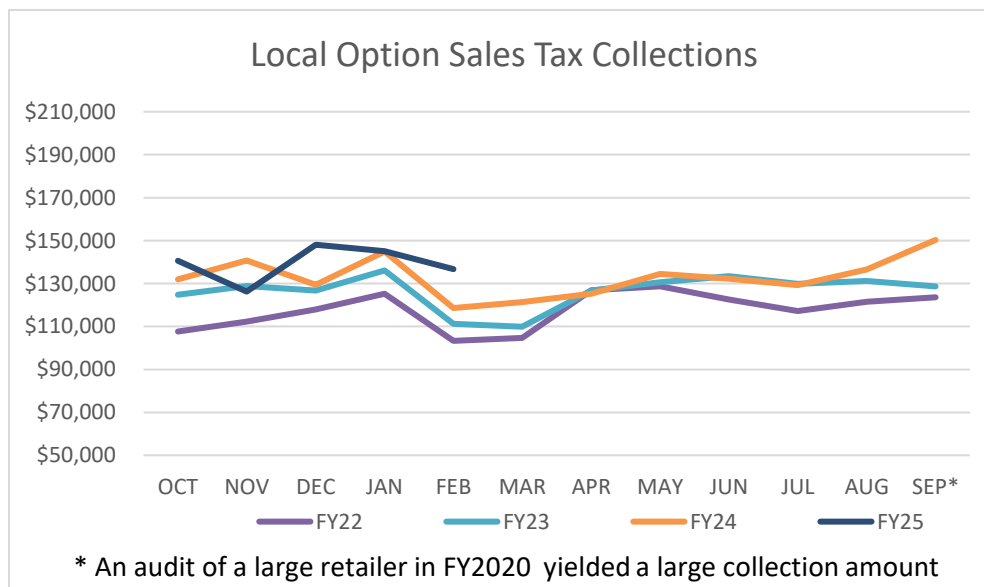
## MONTHLY FINANCIAL REPORTS

For the Five Months Ended February 28, 2025

### GENERAL FUND



- The annual property tax bills were levied and mailed by the Tax Commissioner on October 1<sup>st</sup> with a December 1<sup>st</sup> due date. To date, 94.28% of the 2024 real and personal property taxes budgeted have been collected.
- Sales tax collections reflect collections 4.69% greater than FY24. The change in the State law related to internet sales taxation has continued to have a positive impact on collections.



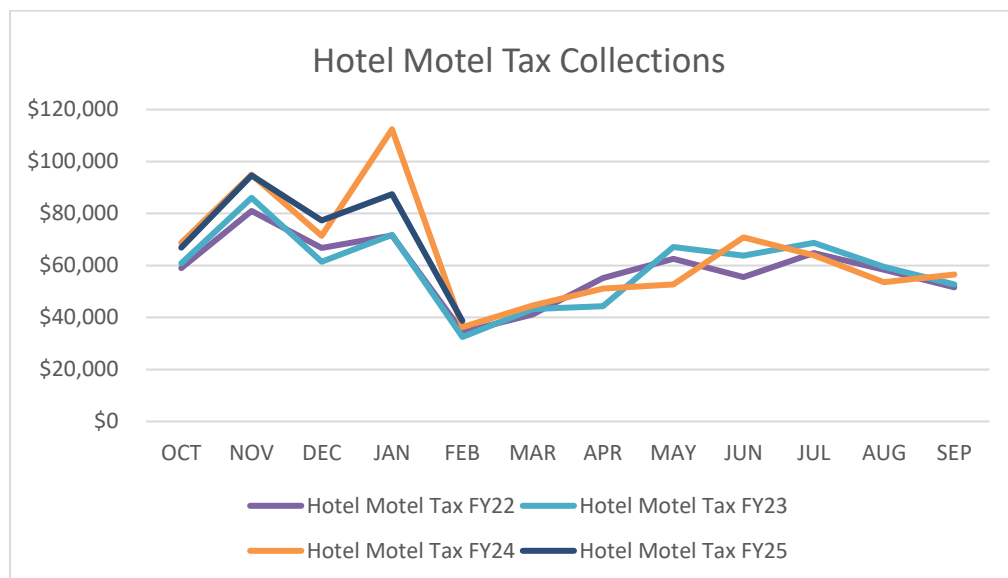
- The annual revenue for Insurance Premium Tax is \$718,039.22 this year, which is 7.62% greater than last fiscal year. This amount is based on a pro-rata population formula.
- Alcoholic Beverage Tax and License revenue collected year-to-date is consistent with the prior year.
- Permit revenue collected year-to-date is greater than last year's collections due to a change in the fee schedule.
- Departments expenditures are in line with budget expectations.

### **DOWNTOWN DEVELOPMENT AUTHORITY**

- Operational results are on track with the budget.

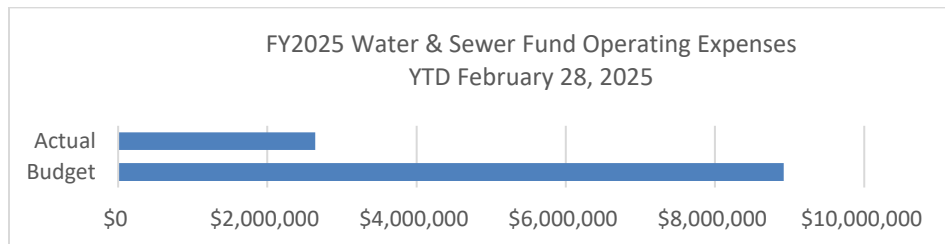
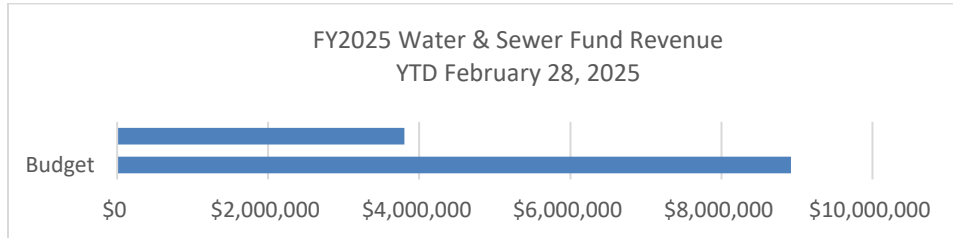
### **HOTEL/MOTEL TAX FUND**

- FY25 is trending -4.86% less than FY24.



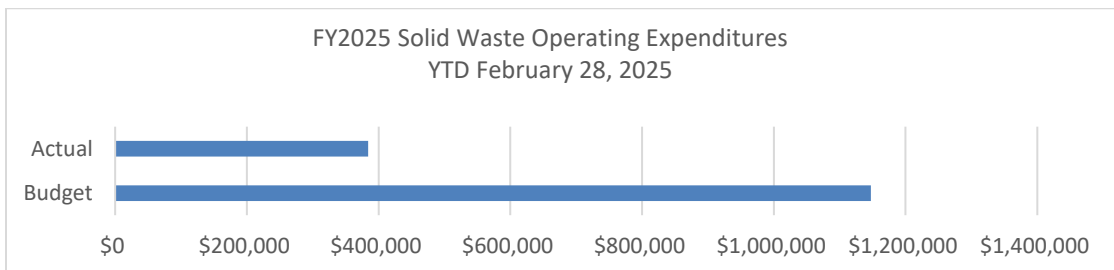
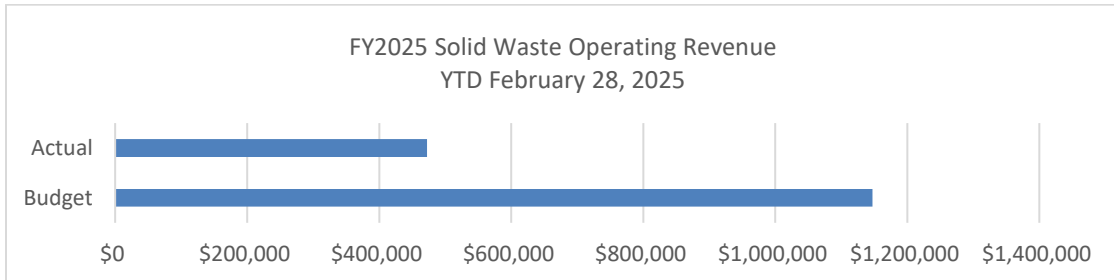
## WATER AND SEWER FUND

- Water and sewer sales are trending along with budget projections. Revenue from water sales and sewer charges is 2.83% more than the same period in FY24.
- All department expenses are in line with the budget.



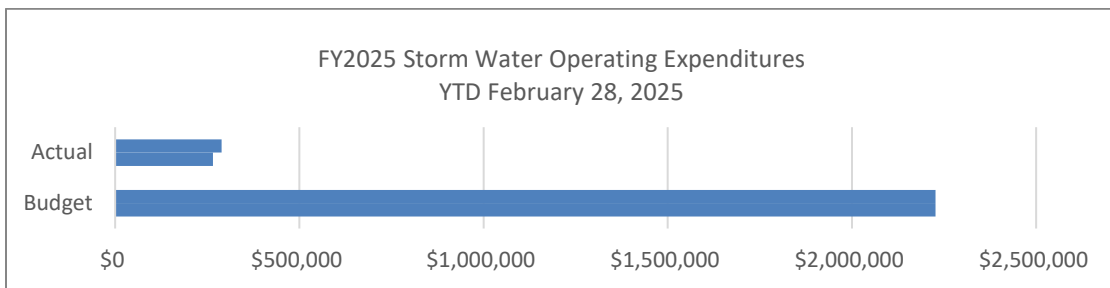
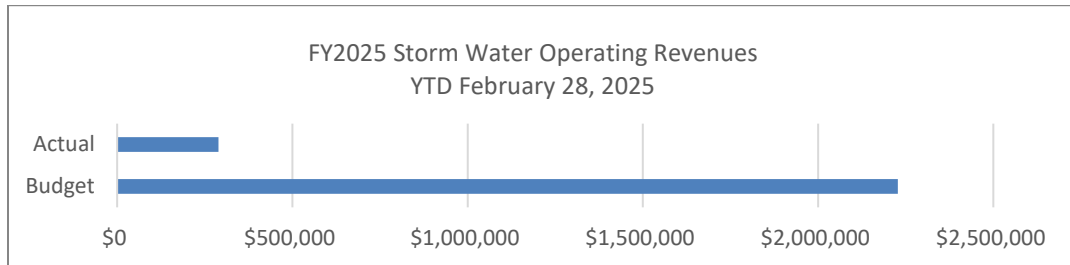
## SOLID WASTE FUND

- Refuse Collection Charges are 0.90% greater than the prior year.
- Expenses meet budget expectations.

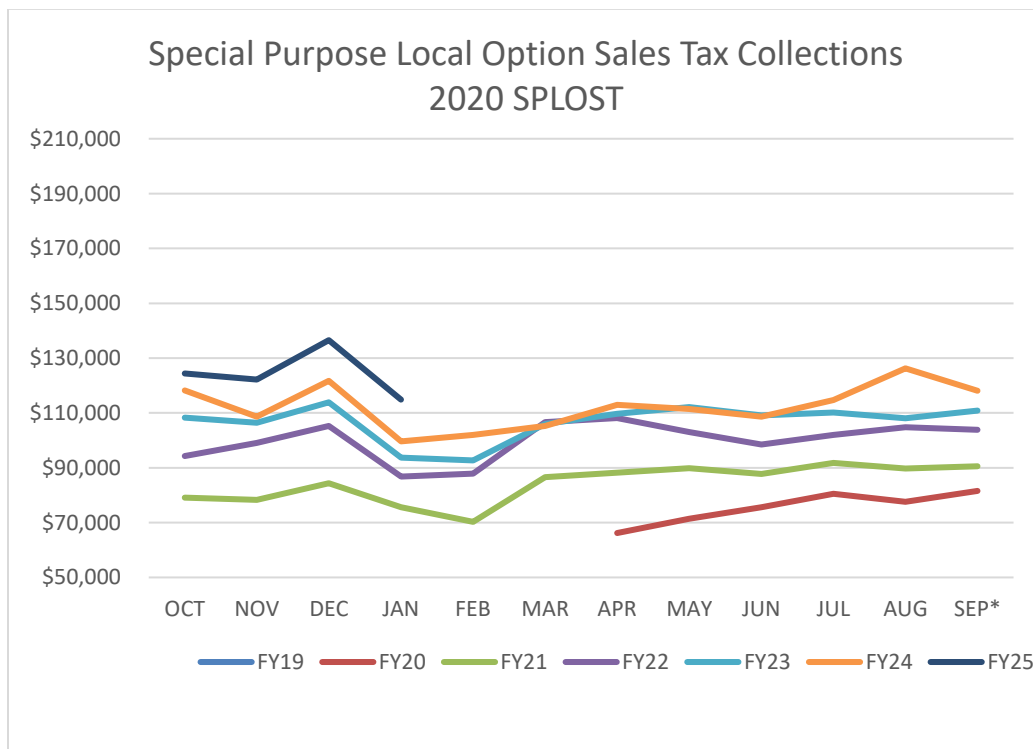


## STORMWATER ENTERPRISE FUND

- Transfers In and Indirect Charges reflect a five-month allocation.
- Stormwater utility charges were first billed in January 2021 and are meeting budget expectations.
- Expenses are related to the startup of the new utility, projects, and allocated staff pay and benefits.

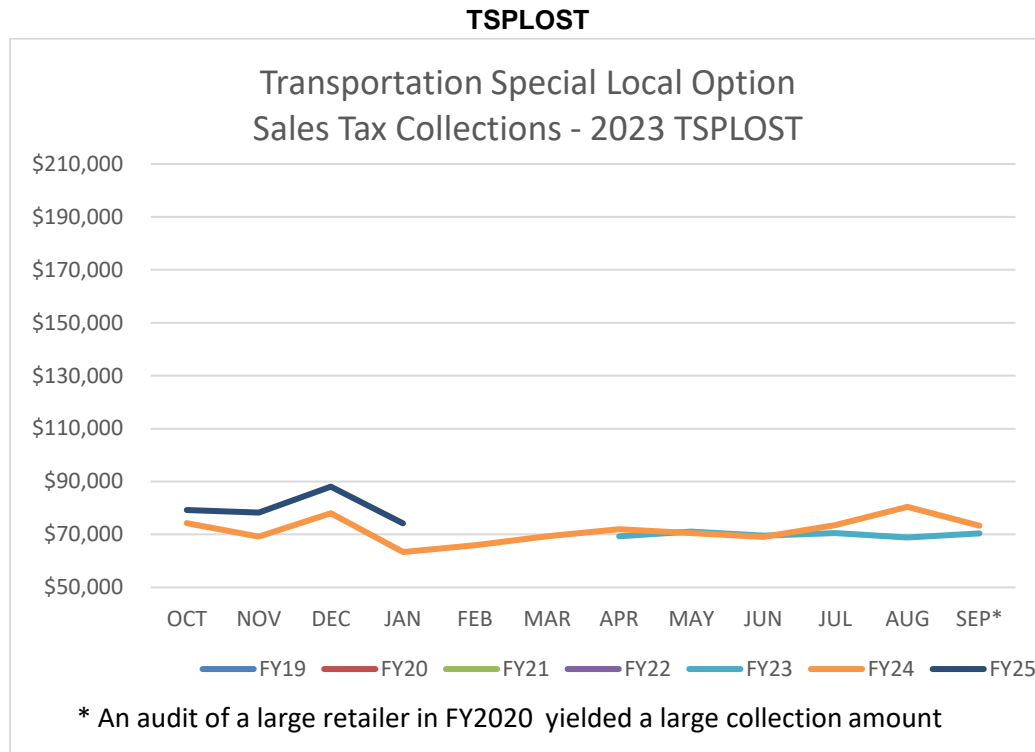


## SPLOST FUND





- The current SPLOST continuation referendum has collections which run from April 2020 until March 2026.
- The City receives 21% of the net proceeds.
- The current SPLOST referendum project list is as follows:
  - 25% Roads and Bridges Resurfacing and Improvements
  - 25% Storm-water Infrastructure
  - 50% Water & Sewer System Improvements



- The current TSPLOST referendum was approved in 2022 by the votes for collections which run beginning April 2023 until March 2028.
- The City receives 19% of net proceeds.
- There is a joint project proposed with the county and state. A portion of our monthly distribution is held in escrow pending finalization of funding based on the project cost. Should the joint project not require a local match, the city and county could choose another joint project or use those escrowed funds in their respective jurisdiction.
- The current TSPLOST referendum project list is as follows:
  - Roads and Bridges Construction & Equipment
  - Sidewalks Construction & Improvements
  - Bicycle Path Construction & Improvements

**(Prepared for Council and Management by Finance Department April 1, 2025)**

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA  
 PERIOD ENDING 02/28/2025  
 % Fiscal Year Completed: 41.37

GL NUMBER	DESCRIPTION	2024-25 ORIGINAL BUDGET	YTD BALANCE 02/28/2025 NORMAL (ABNORMAL)	% BDGT USED
Fund 100 - GENERAL FUND				
	GENERAL PROPERTY TAXES	1,877,660.00	1,770,866.79	94.31
	GENERAL SALES AND USE TAXES	1,482,000.00	592,829.57	40.00
	SELECTIVE SALES AND USES TAXES	158,000.00	90,807.44	57.47
	ALCOHOLIC BEVERAGES LICENSES	151,000.00	126,050.00	83.48
	BUSINESS TAXES	805,000.00	824,284.69	102.40
	PENALTIES AND INTEREST	2,500.00	713.22	28.53
	PERMITS AND FEES	154,700.00	113,491.88	73.36
	INTERGOVERNMENTAL REVENUE	23,985.00	11,269.30	46.98
	CHARGES FOR SERVICES	702,811.00	310,420.42	44.17
	FINES AND FORFEITURES	181,600.00	94,081.95	51.81
	INVESTMENT INCOME	7,500.00	44,076.14	587.68
	MISCELLANEOUS REVENUE	3,000.00	949.57	31.65
	OTHER FINANCIAL SOURCES	20,000.00	30,575.00	152.88
	OTHER CHARGES FOR SERVICES	10,000.00	(9,596.41)	(95.96)
	TRANSFERS IN FROM OTHER FUNDS	116,300.00	48,458.35	41.67
	APPROPRIATED FUND BALANCE	1,000,000.00	0.00	0.00
TOTAL REVENUES		6,696,056.00	4,049,277.91	60.47
	LEGISLATIVE	364,581.00	67,264.22	18.45
	EXECUTIVE	268,774.00	100,706.01	37.47
	ELECTIONS	34,600.00	0.00	0.00
	GENERAL ADMINISTRATION	1,072,262.00	420,329.55	39.10
	MUNICIPAL COURT	305,504.00	60,974.62	19.96
	POLICE DEPARTMENT	1,030,040.00	336,788.84	32.54
	PUBLIC WORKS ADMINISTRATION	238,161.00	86,819.50	36.45
	STREETS	1,453,461.00	574,980.74	39.56
	MAINTENANCE AND SHOP	105,743.00	36,811.08	34.81
	CEMETERY	76,378.00	31,650.94	41.44
	PARKS	97,000.00	13,512.32	13.93
	COMMUNITY DEVELOPMENT	488,077.00	141,986.75	29.09
	NON-DEPARTMENTAL	111,475.00	0.00	0.00
	TRANSFERS OUT TO OTHER FUNDS	1,050,000.00	437,500.00	41.67
TOTAL EXPENDITURES		6,696,056.00	2,309,324.57	34.45
Fund 100 - GENERAL FUND:				
	TOTAL REVENUES	6,696,056.00	4,049,277.91	60.47
	TOTAL EXPENDITURES	6,696,056.00	2,309,324.57	34.45
NET OF REVENUES & EXPENDITURES		0.00	1,739,953.34	22,679.92

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA  
 PERIOD ENDING 02/28/2025  
 % Fiscal Year Completed: 41.37

GL NUMBER	DESCRIPTION	2024-25 ORIGINAL BUDGET	YTD BALANCE 02/28/2025 NORMAL (ABNORMAL)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY				
	CHARGES FOR SERVICES	1,500.00	610.95	40.73
	INVESTMENT INCOME	8,000.00	3,803.86	47.55
	CONTRIBUTIONS AND DONATIONS	1,500.00	2,000.00	133.33
	MISCELLANEOUS REVENUE	15,900.00	6,440.00	40.50
	TRANSFERS IN FROM OTHER FUNDS	137,300.00	57,208.35	41.67
	APPROPRIATED FUND BALANCE	166,922.00	0.00	0.00
TOTAL REVENUES		331,122.00	70,063.16	21.16
	DDA ADMINISTRATION	147,734.00	57,355.37	38.82
	TOURISM	30,950.00	15.00	0.05
	DOWNTOWN DEVELOPMENT	152,438.00	14,551.15	9.55
TOTAL EXPENDITURES		331,122.00	71,921.52	21.72
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:				
	TOTAL REVENUES	331,122.00	70,063.16	21.16
	TOTAL EXPENDITURES	331,122.00	71,921.52	21.72
	NET OF REVENUES & EXPENDITURES	0.00	(1,858.36)	100.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA  
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GL NUMBER	DESCRIPTION	2024-25 ORIGINAL BUDGET	YTD BALANCE 02/28/2025 NORMAL (ABNORMAL)	% BDGT USED
Fund 275 - HOTEL/MOTEL TAX FUND				
	HOTEL/MOTEL TAXES	720,000.00	297,848.71	41.37
	PENALTIES AND INTEREST	5,000.00	0.00	0.00
	INVESTMENT INCOME	2,400.00	1,026.19	42.76
	TOTAL REVENUES	727,400.00	298,874.90	41.09
	PURCHASES/CONTRACTED SERVICES	305,550.00	89,636.49	29.34
	TRANSFERS OUT TO OTHER FUNDS	421,850.00	175,770.85	41.67
	TOTAL EXPENDITURES	727,400.00	265,407.34	36.49
Fund 275 - HOTEL/MOTEL TAX FUND:				
	TOTAL REVENUES	727,400.00	298,874.90	41.09
	TOTAL EXPENDITURES	727,400.00	265,407.34	36.49
	NET OF REVENUES & EXPENDITURES	0.00	33,467.56	100.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA  
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GL NUMBER	DESCRIPTION	2024-25 ORIGINAL BUDGET	YTD BALANCE 02/28/2025 NORMAL (ABNORMAL)	% BDGT USED
Fund 505 - WATER AND SEWER ENTERPRISE FUND				
	INTERGOVERNMENTAL REVENUE	15,000.00	15,520.01	103.47
	INVESTMENT INCOME	270,000.00	145,893.90	54.03
	MISCELLANEOUS REVENUE	15,000.00	109,777.95	731.85
	OTHER FINANCIAL SOURCES	0.00	8,350.00	100.00
	WATER CHARGES	3,355,954.00	1,422,039.94	42.37
	TAP FEES - WATER	175,000.00	143,400.00	81.94
	SEWER CHARGES	2,475,760.00	1,073,977.53	43.38
	TAP FEES - SEWER	175,000.00	161,325.00	92.19
	OTHER CHARGES FOR SERVICES	81,000.00	47,512.85	58.66
	TRANSFERS IN FROM OTHER FUNDS	1,622,440.00	676,016.65	41.67
	APPROPRIATED NET ASSETS	737,252.00	0.00	0.00
TOTAL REVENUES		8,922,406.00	3,803,813.83	42.63
SEWER LIFT STATIONS				
	SEWER TREATMENT PLANT	276,584.00	118,223.47	34.38
	DISTRIBUTION AND COLLECTION	911,403.00	361,848.97	39.12
	WATER SUPPLY	1,309,427.00	590,896.89	43.15
	WATER TREATMENT PLANT	335,296.00	91,720.29	27.36
	CAPITAL OUTLAYS	2,543,744.00	738,015.37	28.82
	INTERFUND CHARGES	3,356,440.00	687,481.25	11.21
	OTHER COSTS	129,512.00	53,963.35	41.67
		60,000.00	0.00	0.00
TOTAL EXPENDITURES		8,922,406.00	2,642,149.59	22.28
Fund 505 - WATER AND SEWER ENTERPRISE FUND:				
TOTAL REVENUES		8,922,406.00	3,803,813.83	42.63
TOTAL EXPENDITURES		8,922,406.00	2,642,149.59	22.28
NET OF REVENUES & EXPENDITURES		0.00	1,161,664.24	39.56

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA  
 PERIOD ENDING 02/28/2025  
 % Fiscal Year Completed: 41.37

GL NUMBER	DESCRIPTION	2024-25 ORIGINAL BUDGET	YTD BALANCE 02/28/2025 NORMAL (ABNORMAL)	% BDGT USED
Fund 540 - SOLID WASTE ENTERPRISE FUND				
	CHARGES FOR SERVICES	250.00	75.00	30.00
	INVESTMENT INCOME	12,843.00	8,147.36	63.44
	MISCELLANEOUS REVENUE	2,000.00	1,807.30	90.37
	OTHER CHARGES FOR SERVICES	7,500.00	3,949.89	52.67
	REFUSE COLLECTION CHARGES	1,090,740.00	458,284.94	42.02
	APPROPRIATED NET ASSETS	33,784.00	0.00	0.00
	TOTAL REVENUES	1,147,117.00	472,264.49	41.17
PERSONAL SERVICES AND EMPLOYEE BENEFITS				
	PURCHASES/CONTRACTED SERVICES	584,573.00	208,245.96	35.62
	SUPPLIES	330,484.00	123,633.35	37.41
	INTERFUND CHARGES	132,700.00	27,528.25	20.74
	OTHER COSTS	59,360.00	24,733.35	41.67
	TOTAL EXPENDITURES	40,000.00	0.00	0.00
	TOTAL EXPENDITURES	1,147,117.00	384,140.91	33.49
Fund 540 - SOLID WASTE ENTERPRISE FUND:				
	TOTAL REVENUES	1,147,117.00	472,264.49	41.17
	TOTAL EXPENDITURES	1,147,117.00	384,140.91	33.49
	NET OF REVENUES & EXPENDITURES	0.00	88,123.58	100.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA  
 PERIOD ENDING 02/28/2025  
 % Fiscal Year Completed: 41.37

GL NUMBER	DESCRIPTION	2024-25 ORIGINAL BUDGET	YTD BALANCE 02/28/2025 NORMAL (ABNORMAL)	% BDGT USED
Fund 560 - STORMWATER ENTERPRISE FUND				
	INVESTMENT INCOME	7,000.00	9,691.02	138.44
	OTHER CHARGES FOR SERVICES	1,000.00	812.97	81.30
	TRANSFERS IN FROM OTHER FUNDS	311,220.00	129,675.00	41.67
	APPROPRIATED NET ASSETS	1,554,902.00	0.00	0.00
	STORMWATER UTILITY CHARGES	353,169.00	148,823.27	42.14
	TOTAL REVENUES	2,227,291.00	289,002.26	12.98
	PERSONAL SERVICES AND EMPLOYEE BENEFITS	98,062.00	33,956.07	34.63
	PURCHASES/CONTRACTED SERVICES	17,000.00	425.00	2.50
	SUPPLIES	1,000.00	1,563.44	156.34
	CAPITAL OUTLAYS	1,637,000.00	32,044.80	1.20
	INTERFUND CHARGES	474,229.00	197,595.40	41.67
	TOTAL EXPENDITURES	2,227,291.00	265,584.71	8.12
Fund 560 - STORMWATER ENTERPRISE FUND:				
	TOTAL REVENUES	2,227,291.00	289,002.26	12.98
	TOTAL EXPENDITURES	2,227,291.00	265,584.71	8.12
	NET OF REVENUES & EXPENDITURES	0.00	23,417.55	2.25
	TOTAL REVENUES - ALL FUNDS	20,051,392.00	8,983,296.55	44.80
	TOTAL EXPENDITURES - ALL FUNDS	20,051,392.00	5,938,528.64	24.71
	NET OF REVENUES & EXPENDITURES	0.00	3,044,767.91	76.39



# Ordinances and Resolutions

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**DATE:** 4/7/2025  
**TITLE:** Deannexation Application  
**PRESENTED BY:** Doug Parks, City Attorney  
**PRIORITY** Strategic Priority - Communication

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## AGENDA ITEM DESCRIPTION

A deannexation application was filed with the City by the Community Helping Place (CHP) on January 30, 2025. The application pertains to their properties located at 1127 Highway 52 East A and 75 Rock House Road. In response certain documents described in the section below have been prepared for your review.

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## HISTORY/PAST ACTION

Several discussions have occurred regarding the fact that the CHP properties contain building construction subject to the regulations of the City of Dahlonega as the properties are within the city limits. Through mistake however, the construction subject to city regulations was permitted by the Lumpkin County building inspection department. Since the two regulatory frameworks are different, CHP has requested that these properties be removed from the jurisdiction of the City. In response to the application our office has developed a schedule of actions and the dates upon which those actions should occur in order to effectuate the deannexation (Attachment A). Additionally, we have drafted a proposed ordinance for Lumpkin County (Attachment B) to coincide with the terms of our proposed City of Dahlonega ordinance (Attachment C). The County has in its recent meeting approved their ordinance pursuant to our request. Now the City's ordinance is ripe for adoption.

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## FINANCIAL IMPACT

None.

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## RECOMMENDATION

Approval.

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## SUGGESTED MOTIONS

Motion to approve.

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Proposed SCHEDULE for Deannexation and Zoning Application  
Tax Parcel # 078 110 and # 078 189 re: Community Helping Place

Sequence	Action	Date and Time	Location
Step 1:	<u>Applicant</u> submits deannexation application to City	January 30, 2025	City of Dahlongega Community Development Department via CPL staff <i>with copy to City Attorney</i>
Step 2:	<u>Applicant</u> sends letter to City and County Attys enclosing copy of the deannexation application, along with a request for the County's consent, request to be added to the next agendas, and also request to county for permission to file its land use permit application	<b>TBD</b> (_____.)	Lumpkin County Attorney and City Attorney's Offices
Step 3:	<u>County and City staff</u> add deannexation application and Applicant's requests/proposed resolutions to the next meeting Agendas	<b>TBD</b> (Fri.)	Lumpkin County Manager's Office and City Manager's Office
Step 4:	<u>County Commissioners</u> consider Applicant's request for consent to deannexation of Property from City at County Work Session mtg	4:00pm March 4th (Tues.)	Lumpkin County Administration Building Commissioners Boardroom 99 Hill St Suite E Dahlongega, GA 30533
Step 5:	<u>City Council</u> considers Applicant's application for deannexation at City Work Session meeting	4:00pm March 17th (Mon.)	City Hall 465 Riley Road Dahlongega, GA 30533
Step 6:	<u>County Commissioners</u> vote on proposed deannexation Resolution and request to submit Land Use Permit Application after second work session at 4:00 p.m.	6:00pm March 18th (Tues..)	Lumpkin County Administration Building Meeting Room 99 Hill St Suite E Dahlongega, GA 30533
Step 7:	<u>Applicant</u> submits Land Use Permit Application to County Planning Dept. by filing deadline Note: This step may not be necessary dependent upon county regs.	<b>Before 4:00pm</b> <b>March 19th</b> <b>(Mon.)</b>	Lumpkin County Planning Dept.
Step 8:	<u>City Council</u> votes on proposed deannexation Resolution	6:00 April 7th (Mon.)	City Hall Building 465 Riley Road Dahlongega, GA 30533
Step 9:	<u>City Community Development Department</u> sends Notice via FedEx to Dept. of Comm. Affairs and to Lumpkin County Attorney, with copy to County Planning Dept. if deannexation Resolution is approved by City; <b>or</b> <u>Applicant</u> withdraws Land Use Permit Application if deannexation application is denied.	April 11th (Fri.)	
Step 10:	<u>County Planning Dept.</u> has Legal Ad Published and Notices to Owners re: Land Use Permit Application and posts sign on Property. Note: This step may not be necessary dependent upon county regs.	<b>TBD</b> <b>(Wed.)</b>	The Dahlongega Nugget and Lumpkin County Planning Department
Step 11:	County Planning Commission considers Land Use Permit Application at Public Hearing/Meeting Note: This step may not be necessary dependent upon county regs.	<b>TBD</b> <b>(Mon.)</b>	Planning Commission Meeting Room/Kelley Bldg. 342 Courthouse Hill Ste.A Dahlongega, GA 30533
Step 12:	County Commissioners consider Applicant's Land Use Permit Application at Work Session Meeting Note: This step may not be necessary dependent upon county regs.	6:00pm <b>TBD</b> <b>(Tues.)</b>	Lumpkin County Administration Building Commissioners Boardroom 99 Hill St Suite E Dahlongega, GA 30533

Step 13:	<p>County Commissioners vote on proposed Resolution for land use for Property</p> <p>Note: This step may not be necessary dependent upon county regs.</p>	<p>6:00pm  <b>TBD</b>  (Tues.)</p>	<p>Lumpkin County  Administration Building  Meeting Room  99 Hill St Suite E  Dahlonega, GA 30533</p>
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**STATE OF GEORGIA  
COUNTY OF LUMPKIN**

**LUMPKIN COUNTY RESOLUTION NO. 2025-\_\_**

**A RESOLUTION OF THE LUMPKIN COUNTY BOARD OF COMMISSIONERS  
CONSENTING TO THE DEANNEXATION OF CERTAIN PROPERTY OWNED BY  
COMMUNITY HELPING PLACE, INC. (“CHP”) CURRENTLY LOCATED WITHIN  
THE CITY LIMITS OF THE CITY OF DAHLONEGA ("PROPERTY") PURSUANT TO  
O.C.G.A. § 36-36-22; DESIGNATING A CHARACTER AREA FOR THE PROPERTY  
AND CLASSIFYING THE USE OF THE PROPERTY; PROVIDING FOR AN  
EFFECTIVE DATE; AND FOR OTHER PURPOSES.**

**WHEREAS**, the CHP, (the “Owner”) is the sole landowner of certain parcels of property, consisting of 3.73 +/- acres, more or less, currently located within the city limits of the City of Dahlonega, the address of said properties being 1127 Highway 52 East Dahlonega, GA 30533, which is identified as Tax Parcel 078 110, and 75 Rock House Road, Dahlonega, Georgia, which is identified as Tax Parcel 078 189 ("Property"); and

**WHEREAS**, a complete legal description of the Property is more fully set forth hereinbelow; and on January 30, 2025, the Lumpkin County attorney received a copy of a written and signed deannexation application from Joey Homans, attorney, as representative for the Owner (the “Application”) submitted to the City of Dahlonega, which Application contained a complete description of the lands to be deannexed; and

**WHEREAS**, O.C.G.A. § 36-36-22 grants the City of Dahlonega authority to accept an application for deannexation upon the written and signed application of all of the owners of all of the land proposed to be deannexed; and

**WHEREAS**, O.C.G.A. § 36-36-22 grants the City of Dahlonega authority to pass an ordinance to complete the deannexation of land upon the adoption of a resolution by the governing authority of the county in which such property is located consenting to such deannexation; in this case, the applicable county is Lumpkin County, Georgia; and

**WHEREAS**, the Board of Commissioners of Lumpkin County, Georgia is granted authority pursuant to O.C.G.A. § 36-36-22 to consent to the deannexation of the Property; and

**WHEREAS**, the Board of Commissioners of Lumpkin County, Georgia, has determined that it is in the best interests of the county to consent to the deannexation of the Property; and

**WHEREAS**, accordingly, as a part of the deannexation, the Board of Commissioners of Lumpkin County, Georgia has deemed it appropriate to designate the character area of the property and classify the current use of the property under the county's land use code;

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF LUMPKIN COUNTY, GEORGIA AND IT IS HEREBY RESOLVED:**

#### **Section I**

A more particular description of the Property is described as follows:

See Exhibits A, Exhibit B-1 and Exhibit B-2

#### **Section II**

The Board of Commissioners of Lumpkin County, Georgia hereby consents to the request of CHP to deannex the Property currently located within the city limits of the City of Dahlonega, Georgia pursuant to O.C.G.A. § 36-36-22, and, upon receipt of this Resolution by Lumpkin County, Georgia consenting to the deannexation of the Property, the City of Dahlonega may adopt an ordinance providing for the following: that the Property is deannexed, that the Property ceases to constitute a part of the lands within the city limits of the City of Dahlonega, and that an identification of the Property be filed by the City of Dahlonega with the Georgia Department of Community Affairs.

#### **Section III**

The Property shall be, and is hereby, characterized and designated on the County's character area map as Neighborhood Village Centers, which is a General Development Character Area.

The current use on Parcel 078 189 shall be, and is hereby, classified as 'Medical & Related Services'.

The current use on Parcel 078 110 shall be, and is hereby, classified as 'General Retail (Extensive)', which shall be recognized and considered as a nonconforming use under the Land Use Code of Lumpkin County, Georgia.

#### **Section IV**

This Resolution shall become effective upon its approval by the Board of Commissioners.

**BE IT FURTHER RESOLVED THAT** the Commissioners, County Manager and/or County Attorney(s) are authorized to sign any and all documents that may be necessary to effectuate any of the action approved and/or consented to hereinabove.

**SO RESOLVED this 18<sup>th</sup> day of March, 2025.**

**LUMPKIN COUNTY BOARD OF  
COMMISSIONERS**

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**Chris Dockery, Chairman**

This is to certify that I am the Lumpkin County Clerk. As such, I keep its official records, including its Minutes. In that capacity, my signature below certifies this Resolution was adopted as stated and will be recorded in the Official Minutes.

**ATTEST:**

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**Melissa Witcher, Clerk**

## EXHIBIT A

### LEGAL DESCRIPTION

1) Tax Parcel Number 078 110

All that tract or parcel of land lying and being in Land Lot 1132 or the 12<sup>th</sup> District, 1<sup>st</sup> Section of Lumpkin County, Georgia, consisting of 1.21 acres, more or less, together with all improvements located thereon, and being more particularly set out on a plat of survey dated October 10, 1991, prepared for Mike McKendree by Owen Patton, Georgia Registered Land Surveyor. This plat is recorded in Plat Book 24, Page 29, Lumpkin County Records, and is incorporated herein by reference for a more detailed description.

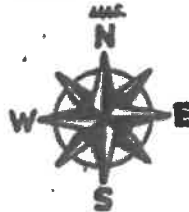
2) Tax Parcel Number 078 189

All that Tract or parcel of land lying and being in Land Lots 1103 & 1132 of the 12<sup>th</sup> District, 1<sup>st</sup> Section of Lumpkin County, Georgia, and being more particularly described as commencing at the Point of Beginning, being the intersection of the north line of land lot 1132 of the 12<sup>th</sup> District, 1<sup>st</sup> Section of Lumpkin County, Georgia and the western edge of the right of way of Rock House Road, thence South 32°06'56" West, a distance of 418.20 feet along the right of way of Rock House Road; thence North 57°20'08" West, a distance of 161.57 feet to the beginning of a curve tangent to said line; thence northwesterly and northerly a distance of 318.21 feet along the curve concave to the northeast, having a radius of 310.00 feet and a central angle of 58°48'50" and a cord bearing of North 27°55'43" West and distance of 304.43 feet; thence North 01°28'42" East tangent to said curve, a distance of 2.38 feet to the north line of land lot 1103 of the 12<sup>th</sup> district 1<sup>st</sup> section; thence South 89°31'54" East, a distance of 82.19 feet to the common corner on the north side of land lots 1103 and 1132; thence South 89°29'53" East, a distance of 418.69 feet along the north line of land lot 1132 to the Point of Beginning. Containing 2.5214 Acres, more or less.

# EXHIBIT B-1

## LEGEND:

- LL-L- LAND LOT LINE
- BCMS- CONC. MONUMENT FOUND
- Q LRS- IRON PIN FOUND
- Q LRS- IRON PIN SET
- R/W- RIGHT-OF-WAY
- E- PROPERTY LINE
- C- CENTER LINE
- PP- POWER LINE
- TR- TELEPHONE POLE
- ELEC. POWER LINE
- OCTS- CRIMPED TOP PIN SET



## NOTES:

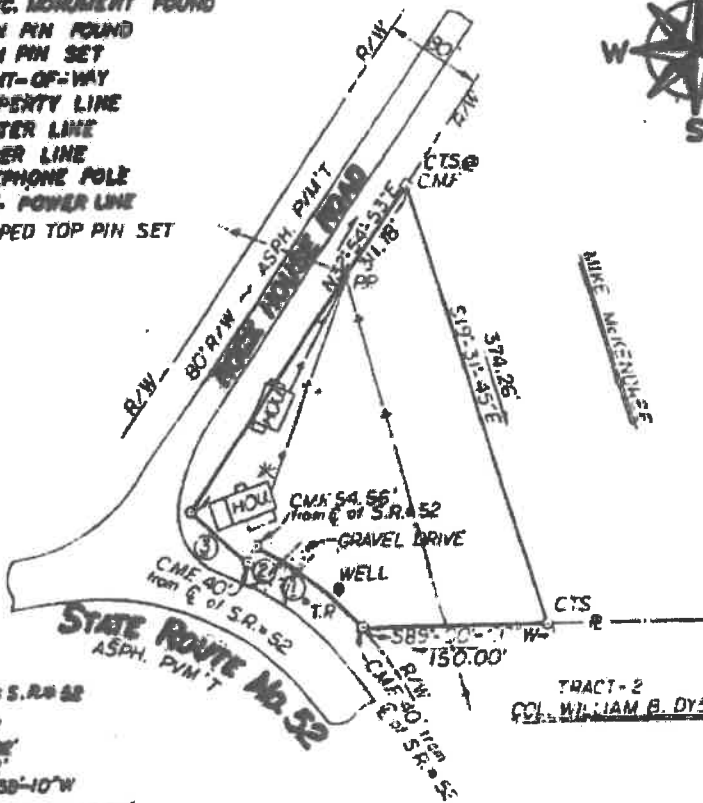
THIS PROPERTY IS NOT LOCATED WITHIN A FLOOD HAZARD AREA.

AREA: **1.21 ACRES**

EQUIPMENT USED: TOPCON G.T.S.-2

THIS PLAT IS SUBJECT TO ALL EASEMENTS.

THIS PLAT HAS BEEN CALCULATED FOR CLOSURE AND WAS FOUND TO BE ACCURATE WITHIN ONE FOOT IN 404,424.0 FEET.



GEORGIA, LUMPKIN COUNTY  
CLERK'S OFFICE SUPERIOR COURT

For 3:10 P. Feb. 27, 1992  
 Before Plat Book 24 Page 29  
27 Ch 92  
Edward E. Tucker  
 EDWARD E. TUCKER, CLERK



NOTE: No further Planning Commission approval required at this time. However, the structure marked with an asterisk (\*), known as the 'Rock House' Store, is not to be used as a residence.

SURVEY FOR:

**MIKE MCKENDREE**

LOCATED IN:

LAND LOTS-1132

12TH DISTRICT ~ 1ST SECTION  
LUMPKIN COUNTY, GEORGIA

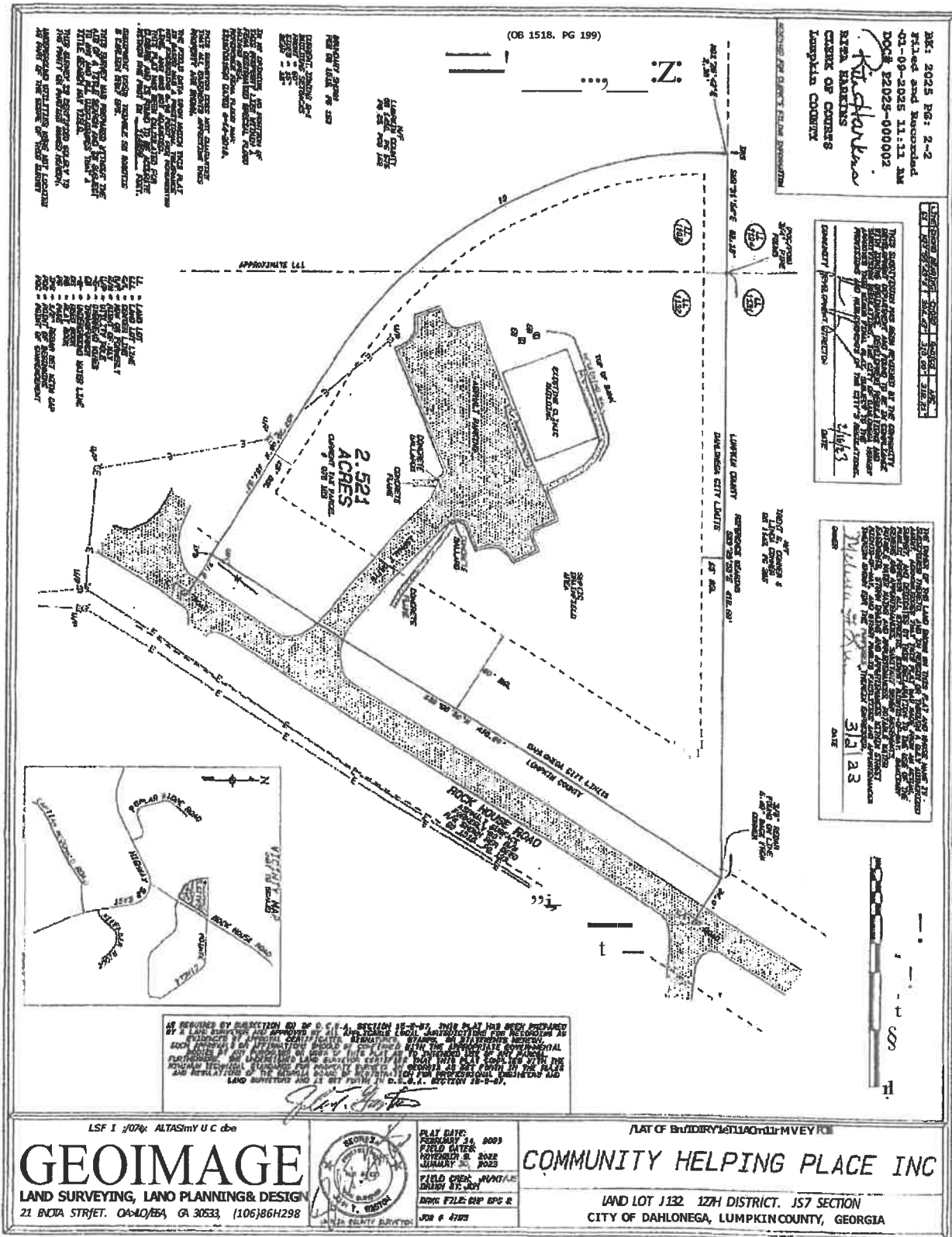
ALONG R/W: S.R. 52

- ① R=231.85'  
ARC=113.02'  
CH=112.32'  
N 53° 30' 10" W
- ② S 23° 37' 24" W — 14.56'
- ③ N 49° 32' 13" W — 62.92'

TRACT-2  
COL. WILLIAM B. DYER

PREPARED BY:  
**PATTON - PATTON INC.**  
REGISTERED GEORGIA LAND SURVEYOR  
807 BULLOCKFORD ROAD  
GAINESVILLE, GEORGIA  
(404) 536-6444

GRAPHIC SCALE  
0 5' 10' 15' 20'  
SCALE 1"=10'  
DATE: 10-10-1991  
BY: 1132





### **ORDINANCE 2025-3**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF DAHLONEGA TO ACCEPT THE APPLICATION OF COMMUNITY HELPING PLACE ("CHP") TO DEANNEX CERTAIN PROPERTY CURRENTLY LOCATED WITHIN THE CITY LIMITS OF THE CITY OF DAHLONEGA ("PROPERTY") PURSUANT TO O.C.G.A. § 36-36-22; TO ACKNOWLEDGE RECEIPT OF THE RESOLUTION BY LUMPKIN COUNTY, GEORGIA CONSENTING TO THE DEANNEXATION OF THE PROPERTY; TO DEANNEX SAID PROPERTY; TO CONFIRM THAT SAID PROPERTY CEASES TO CONSTITUTE A PART OF THE LANDS WITHIN THE CITY LIMITS OF THE CITY OF DAHLONEGA; TO INSTRUCT THAT AN IDENTIFICATION OF THE PROPERTY BE FILED BY THE CITY OF DAHLONEGA WITH THE GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS; TO REPEAL CONFLICTING ORDINANCES; TO PROVIDE FOR SEVERABILITY; TO PROVIDE FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.**

**WHEREAS**, Community Helping Place, Inc. ("CHP") is the sole landowner of certain pieces of property, consisting of 3.73 +/- acres, more or less, currently located within the city limits of the City of Dahlonega, the addresses of said properties being 1127 Highway 52 East (A) and 75 Rock House Road, Dahlonega, Georgia 30533 ("Property"); and

**WHEREAS**, a complete legal description of the Property is more fully set forth hereinbelow; and

**WHEREAS**, on January 30, 2025, the City of Dahlonega received a written and signed deannexation application from Joey Homans, as legal representative for the Owner (the "Application"), which Application contained a complete description of the lands to be deannexed by the City of Dahlonega following the deannexation hearings, if approved; and

**WHEREAS**, O.C.G.A. § 36-36-22 grants the City of Dahlonega authority to accept an application for deannexation upon the written and signed application of all of the owners of all of the land proposed to be deannexed; and

**WHEREAS**, O.C.G.A. § 36-36-22 grants the City of Dahlonega authority to pass an ordinance to complete the deannexation of land upon the adoption of a resolution by the governing authority of the county in which such property is located consenting to such deannexation; in this case, the applicable county is Lumpkin County, Georgia; and

**WHEREAS**, the City of Dahlonega is in receipt of a resolution by Lumpkin County dated March 18, 2025, consenting to the deannexation of the Property requested in CHP's Application;

**NOW, THEREFORE, BE IT RESOLVED AND IT IS HEREBY ORDAINED BY THE AUTHORITY OF THE GOVERNING BODY FOR THE CITY OF DAHLONEGA AS FOLLOWS:**

**Section I**

The City Council of the City of Dahlonega hereby accepts the application of CHP to deannex that certain defined Property currently located within the city limits of the City of Dahlonega, Georgia pursuant to O.C.G.A. § 36-36-22 and hereby acknowledge receipt of a resolution by Lumpkin County, Georgia consenting to the deannexation of the Property.

**Section II**

That from and after the passage of this Ordinance the following described lands are and shall be deannexed from the existing corporate limits of the City of Dahlonega, Georgia, so that said lands shall cease to constitute a part of the land within the corporate limits of the City of Dahlonega, Georgia, as fully and completely as if the limits had been so defined by the General Assembly of Georgia.

**Legal Description**

See Exhibits A, B-1 and B-2

**Section III**

The Community Development Department of the City of Dahlonega is directed to make and file with the Department of Community Affairs of the State of Georgia a certified copy of this Ordinance together with a plat describing lands deannexed from the City of Dahlonega by this Ordinance.

**Section IV**

All Ordinances and parts of Ordinances in conflict herewith are hereby repealed.

**Section V**

If any portion of this Ordinance shall be held to be invalid or unconstitutional, such invalidity or unconstitutionality shall not affect or impair the remaining portions unless it clearly appears that such other parts are wholly and necessarily dependent upon the part held to be invalid or unconstitutional.

## **Section VI**

The effective date of this Ordinance shall be date of approval/adoption by the governing body of the City of Dahlonaga, Georgia.

**BE IT FURTHER RESOLVED THAT** the Mayor, City Manager and/or City Attorney are authorized to sign any and all documents that may be necessary to effectuate the deannexation of the Property.

Adopted this \_\_\_\_ day of March, 2025.

---

**JoAnne Taylor, Mayor**

This is to certify that I am City Clerk of the City of Dahlonaga. As such, I keep its official records, including its minutes. In that capacity, my signature below certifies this resolution was adopted as stated and will be recorded in the official minutes.

**ATTEST:**

---

**Rhonda Hansard, City Clerk**

## EXHIBIT A

### LEGAL DESCRIPTION

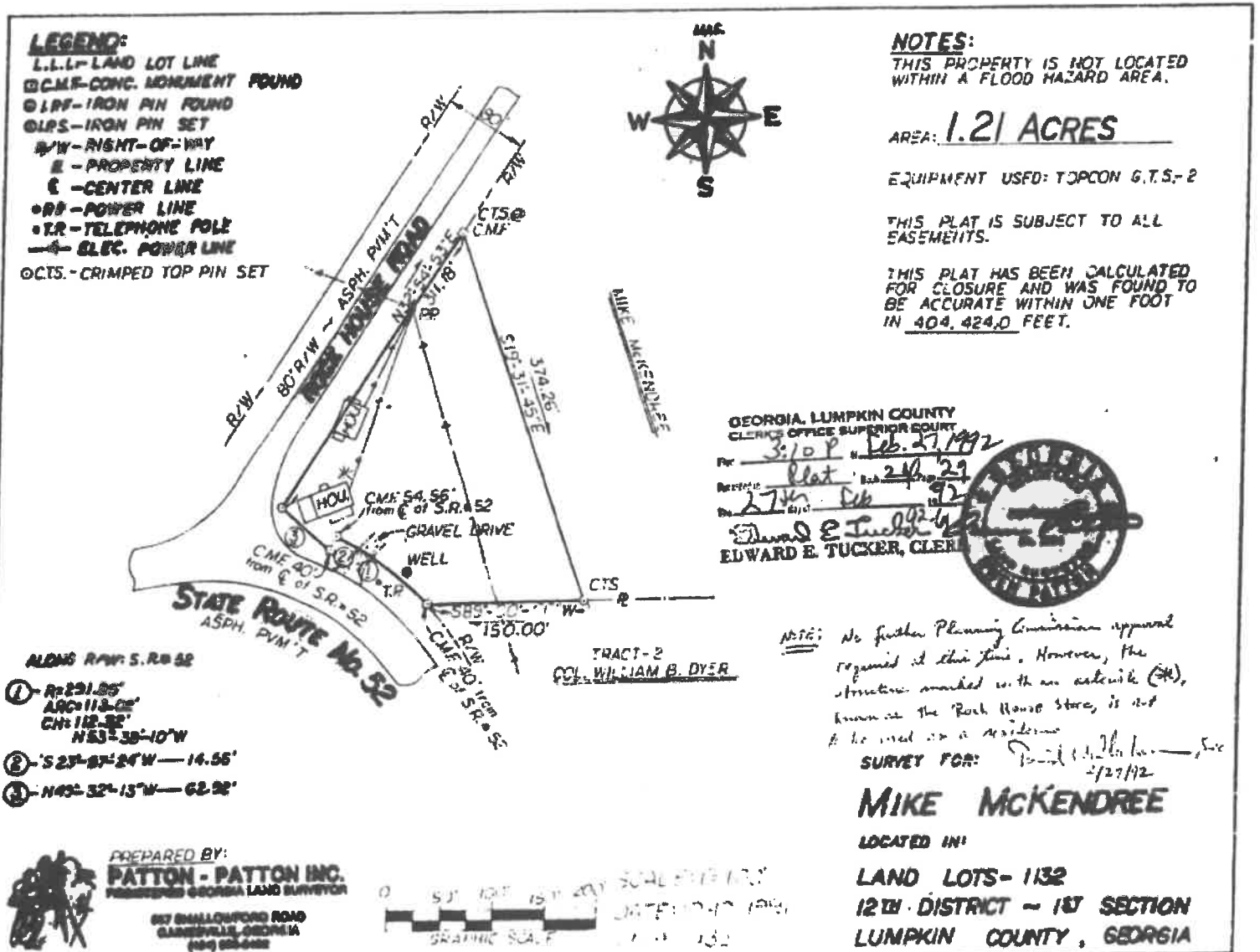
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# EXHIBIT B-1







# City Council Agenda Memo

---

**DATE:** March 26, 2025  
**TITLE:** Change to Open Container Footprint for the Downtown Development Authority's First Friday Concert Series 2025  
**PRESENTED BY:** Doug Parks, City Attorney, Ariel Alexander, Downtown Development Director

---

## AGENDA ITEM DESCRIPTION

Proposal to suspend the enforcement of open containers in a specific area at the DDA/Main Street First Friday Concerts so that attendees may carry their alcoholic beverages in the proposed location for the dates of May 2, June 6, July 4, August 1, September 5, and October 3, 2025, from 4:00 p.m. to 9:00 p.m.

---

## HISTORY/PAST ACTION

None.

---

## FINANCIAL IMPACT

None.

---

## RECOMMENDATION

Staff recommends suspending the appropriate ordinances for this event. Each vendor will be required to obtain a City of Dahlonega off-site catering permit and provide proof of liability insurance coverage that names the city as Additional Insured. Additionally, they will each be required to provide proof of liquor liability coverage.

---

## SUGGESTED MOTIONS

I make a motion to suspend enforcement of the open container laws of the City of Dahlonega, including but not limited to the following: The Code of the City of Dahlonega, Georgia, Chapter 22, Article II, Section 22- 32, Section 22-33, Section 22-34, Section 22-35, within the geographical area set aside for alcohol sales and consumption within that certain boundary designated by the Downtown Development Authority for the First Friday Concert Series, the duration of the suspension to run concurrently with each event date and time.

---

## ATTACHMENTS

First Friday Concert Series Event Map

---



# Downtown Development Authority & Main Street Program First Friday Concert Series Open Container Boundary

May 2, June 6, July 4, August 1, September 5, October 3, 2025,  
from 4:00 P.M. to 9:00 P.M.







Photo by: GA Dept. of Natural Resources



# DAHLONEGA

## Revitalization Plan

Prepared for:  
City of Dahlonega  
April 2025

Prepared by:



**KB** | ADVISORY GROUP

# Contents

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# Executive Summary

A community revitalization plan is a strategic initiative designed to enhance the long-term sustainability, livability, and economic vitality of a community. By addressing critical infrastructure improvements, housing affordability, and economic growth, such a plan ensures that the community can **thrive while preserving its unique character**.

As Dahlongega continues to grow, key infrastructure improvements are necessary to support sustainable development. Roadways, particularly Morrison Moore Parkway, face **increasing traffic demands** and safety concerns. Event parking demand presents ongoing challenges for residents, visitors, and businesses. Additionally, high costs associated with sewer tap installations create barriers to development, further exacerbating affordability concerns. Between 2013 and 2016, instances of heavy monthly rainfall occasionally overwhelmed the wastewater system's capacity, underscoring the need for **continued sewer infrastructure upgrades** to accommodate future expansion.

The **share of cost-burdened renters**—those who spend more than a third of their income on housing—has **risen dramatically from 25% in 2017 to 85% in 2023**. With renters making up a significant portion of the target area, many households are increasingly vulnerable to rising housing costs, making affordable housing solutions a critical priority.

On February 27, 2025, a community meeting was held to engage and inform the public, providing citizens with an opportunity to voice their concerns on various issues. Feedback from the community highlighted several key concerns, including:

- Housing affordability and divided opinions on multifamily housing development
- Workforce retention and economic diversification
- Traffic congestion and inadequate infrastructure
- Balancing growth with historical and cultural preservation
- The need for additional community spaces and cultural opportunities

This revitalization plan aims to address these concerns through strategic investments, policy updates, and community collaboration. By taking proactive measures, we can ensure that our community remains a vibrant, accessible, and sustainable place for all residents and businesses.

## Recommendations

### Balance Growth with Preservation

Promote sustainable development strategies that support growth while preserving Dahlongega's historic charm and character, including collaboration with UNG to responsibly accommodate university expansion.

### Diversify the Economy

Attract year-round businesses and professional industries to reduce economic dependency on tourism, supporting local entrepreneurship and business diversity.

### Prioritize Infrastructure Investments

Upgrade water, sewer, stormwater, and waste management systems to sustain growth, mitigate flooding, and minimize road damage; further collaborate with GDOT to enhance transportation safety and reduce congestion.

### Enhance Affordability and Workforce Housing

Implement housing strategies that ensure affordability for local employees and young professionals, balancing short-term rental needs with the demand for diverse, long-term housing solutions.

### Improve Mobility and Accessibility

Expand pedestrian and bicycle infrastructure, optimize downtown parking, and develop alternative transportation options to reduce congestion, increase walkability, and enhance public spaces.





# Background & Purpose

## Introduction

As a historic gem in North Georgia, Dahlonega has long been recognized for its vibrant downtown, strong tourism industry, deep connections to Georgia's gold rush history, and home to the University of North Georgia. However, like many small communities, the city faces challenges related to aging infrastructure, housing affordability, and economic diversification. This CRP seeks to address these issues through targeted investments in infrastructure, business development, historic preservation, and community engagement.

A tool to leverage local, state, and federal resources, the Dahlonega CRP aims to create a thriving, resilient community where businesses flourish, residents enjoy a high quality of life, and the city's historic and natural assets are protected for future generations.

Through collaboration with stakeholders—including local government, businesses, and community members—this plan will serve as a roadmap for sustainable revitalization and long-term prosperity.

### Dahlonega Vision Statement:

*“To be an open, honest, and responsive city, balancing preservation and growth, and delivering quality services fairly and equitably by being good stewards of Dahlonega’s resources.”*

### What is a Community Revitalization Plan?

A **Community Revitalization Plan (CRP)** in Georgia is designed to guide the redevelopment and improvement of distressed or underdeveloped areas. It serves as a strategic framework for economic growth, infrastructure improvements, housing development, and social services enhancement within a specific community.

#### Key Purposes of a CRP in Georgia:

- **Economic Development:** Encourages investment in local businesses, job creation, and commercial revitalization.
- **Affordable Housing:** Addresses housing needs by improving existing homes, promoting new development, and ensuring affordability.
- **Infrastructure Improvement:** Enhances transportation, utilities, parks, and public spaces.
- **Historic Preservation:** Protects and restores significant cultural and historic sites.
- **Public Safety & Quality of Life:** Reduces crime, promotes community engagement, and improves public health.
- **Funding & Grants:** Positions the community to apply for state and federal funding, including grants from the Georgia Department of Community Affairs (DCA) and federal programs like the Community Development Block Grant (CDBG).

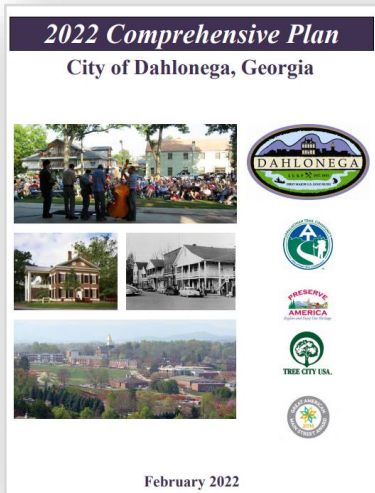
CRPs often bolster a city's ability to be competitive within programs such as **Low-Income Housing Tax Credits (LIHTC)** and the **Georgia Initiative for Community Housing (GICH)**.



# Background & Purpose

## Previous Work

The foundation of this Community Revitalization Plan, including its background, goals, and recommendations, is rooted in and expands upon previous planning efforts by KB Advisory Group, the City of Dahlonega, Lumpkin County, and the Georgia Department of Transportation. Primary plans include the Dahlonega City Comprehensive Plan, the Dahlonega Downtown Master Plan, the Yahoola Creek Reservoir Master Plan, and the Dahlonega Housing Needs Assessment.

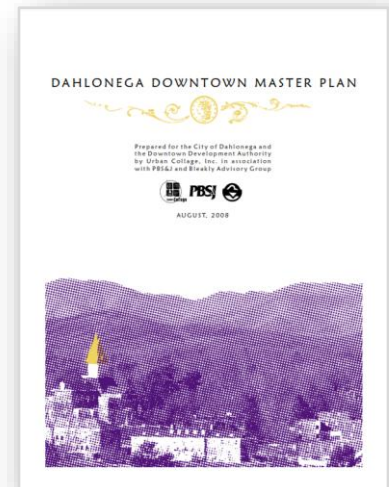


## Dahlonega City Comprehensive Plan (2022)

The purpose of the City of Dahlonega Comprehensive Plan was to provide a roadmap for the city's future development, created through a public and stakeholder driven process. Key needs, opportunities, and necessary actions to sustain growth and maintain Dahlonega's character were identified. Additionally, the plan aligns with Georgia's planning standards and serves to maintain the city's Qualified Local Government (QLG) status.

## Dahlonega Downtown Master Plan

Though the Public Square remains as a tourist destination with tremendous appeal, the city recognized the need to strive for sustainability and future vitality. Dahlonega's Downtown Master Plan was designed to provide a strategic vision to balance economic growth, historic preservation, and the needs of the community. The plan outlines key development opportunities, improvements, and infrastructure enhancements to shape and ensure a bustling year-round destination.



## Sidewalk Master Plan

The Sidewalk Master Plan aims to improve pedestrian accessibility and safety throughout Dahlonega. According to the plan, sidewalks are required for all developments within a mile from an existing or proposed school, park, or community center, and should also be provided along public streets for various types of development. The plan identifies areas with sufficient sidewalk coverage and those with limited access, prioritizing construction through an eight-phase approach based on the area and priority.

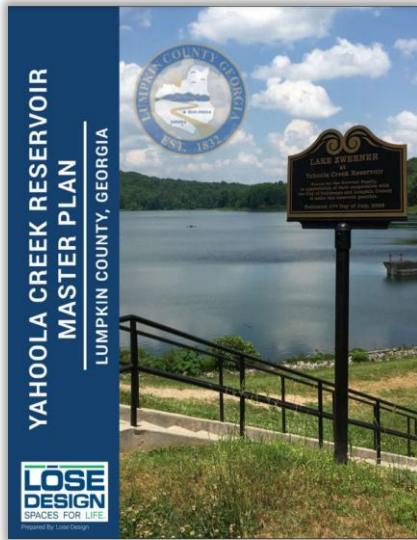
Source: City of Dahlonega

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# Background & Purpose

## Previous Work



### Yahoola Creek Reservoir Master Plan

The Yahoola Creek Reservoir Master Plan was created to provide a strategic vision for the 200-acre property surrounding Lake Zwerner and enhance the quality of services provided to residents. Through an integration of public input, demographic research, and facility assessments, plans were set in place to guide infrastructure improvements. The approach also highlights the community's desire to balance the preservation of natural beauty and character while also expanding accessibility and recreation opportunities to meet evolving community needs.

### Dahlonega Housing Needs Assessment

The Citywide Housing Needs Assessment was designed to evaluate the current and future housing market trends to guide policy decisions based on land use and residential development. Through a data driven analysis of various factors including housing supply, demand, and affordability, the study serves as a foundation for long term housing strategies to create a balanced housing market that meets the needs of residents, workers, and students.

#### Citywide Housing Needs Assessment

Prepared for: City of Dahlonega, Georgia

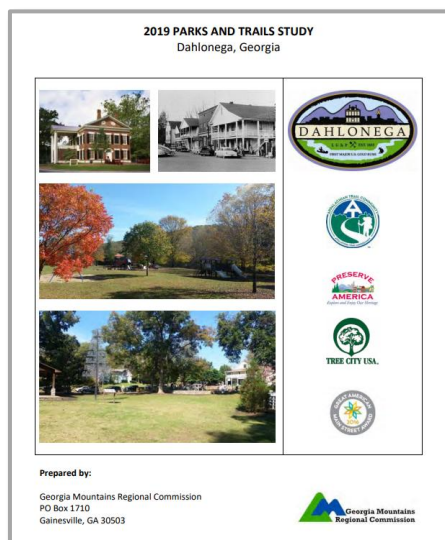


Prepared by: KB Advisory Group



KB ADVISORY GROUP

February, 2023



### Parks and Trails Study (2019)

The Parks and Trails Study was designed to find ways to enhance Dahlonega's reputation and appeal by creating a high quality and cost-effective parks and trails system. It was founded on the 2007 Trail and Greenway Study. The study lists the values and benefits of parks, trails, and other recreation infrastructure and lists various specific goals that the community would like to work towards.



Source: City of Dahlonega, Georgia Mountains Regional Commission

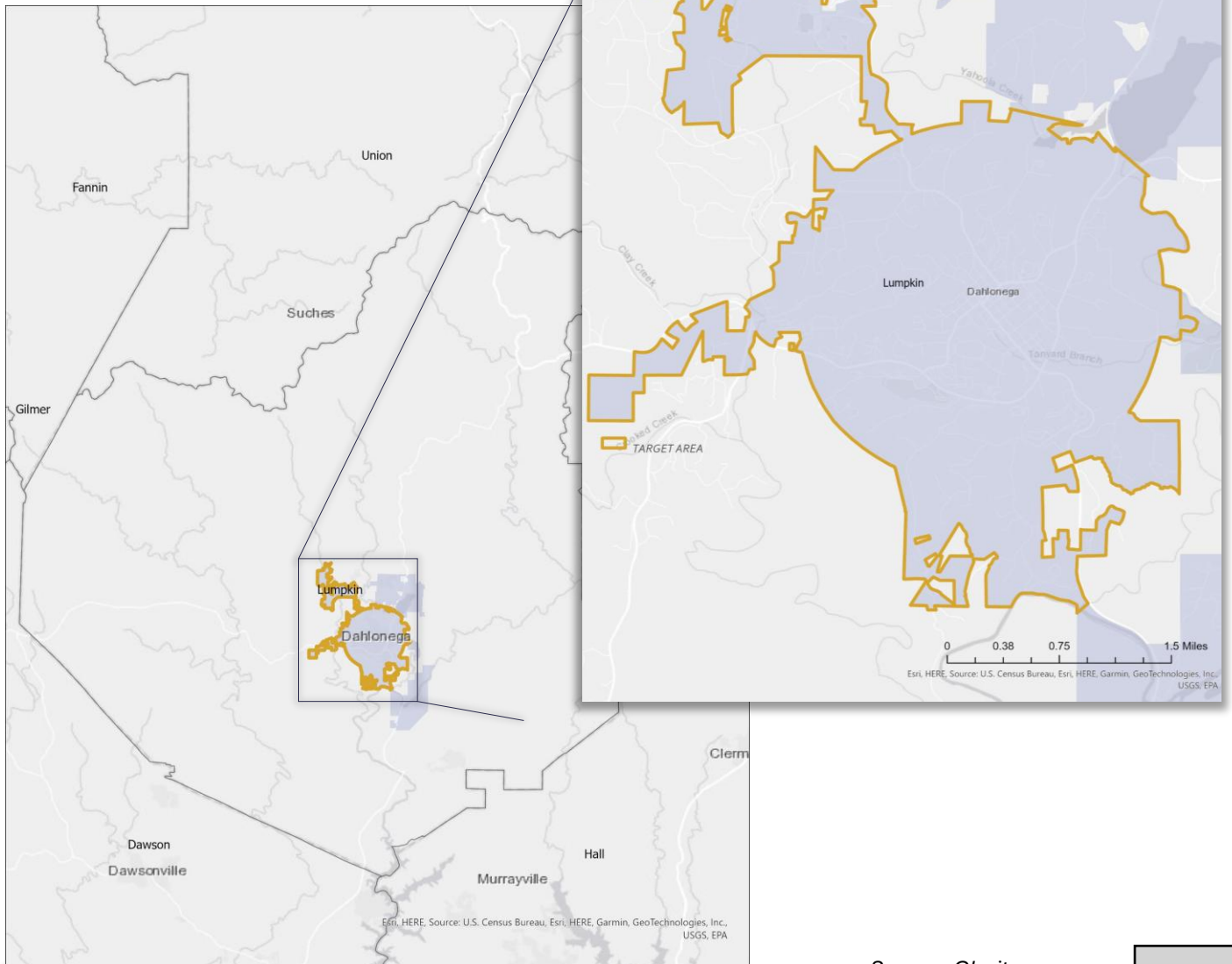
- Page 54 -

# Background & Purpose

## Target Area

A large portion of Dahlonega, Georgia is the Target Area. The Target Area is the defined boundary that this Community Revitalization Plan focuses on for evaluation and recommendations. The City of Dahlonega serves as the primary market area for comparison purposes to the target area. Dahlonega is the county seat of Lumpkin County and home to the University of North Georgia. Lumpkin County is bordered by Hall, Dawson, Fannin, White, and Union Counties. Much of northern Lumpkin County is within the Chattahoochee-Oconee National Forests. On average, a one-way drive from Dahlonega to Atlanta via Highway 19/SR 400 and I-85 takes 1 hour and 15 minutes to complete.

**1 hour 15 minutes- The average one-way drive from Dahlonega to Atlanta**



Source: Claritas

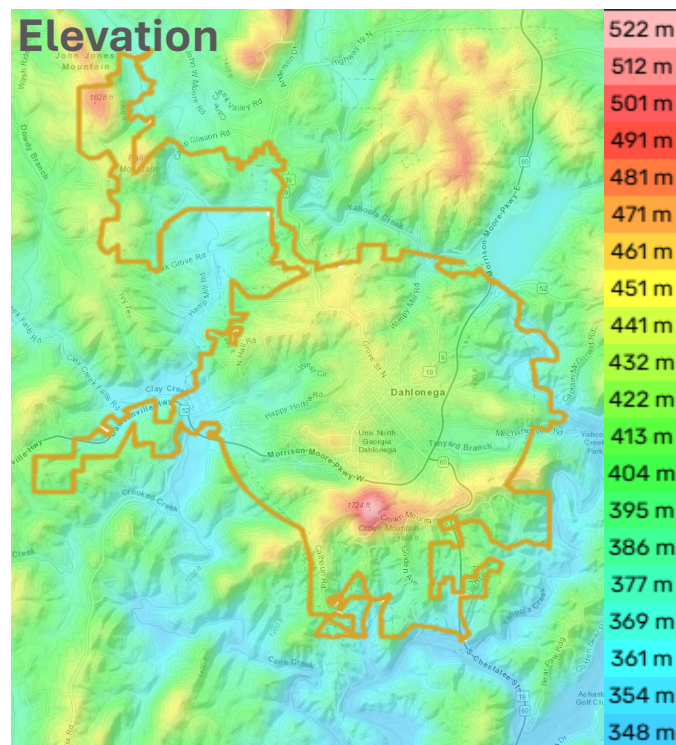


# Existing Conditions

## Geography & Environment

The City of Dahlonega is characterized by mountainous topography, which is extremely impactful in terms of development and environmental conditions. Coined as the “Heart of the Georgia Mountains”, the city’s rugged terrain presents a mix of challenges and opportunities.

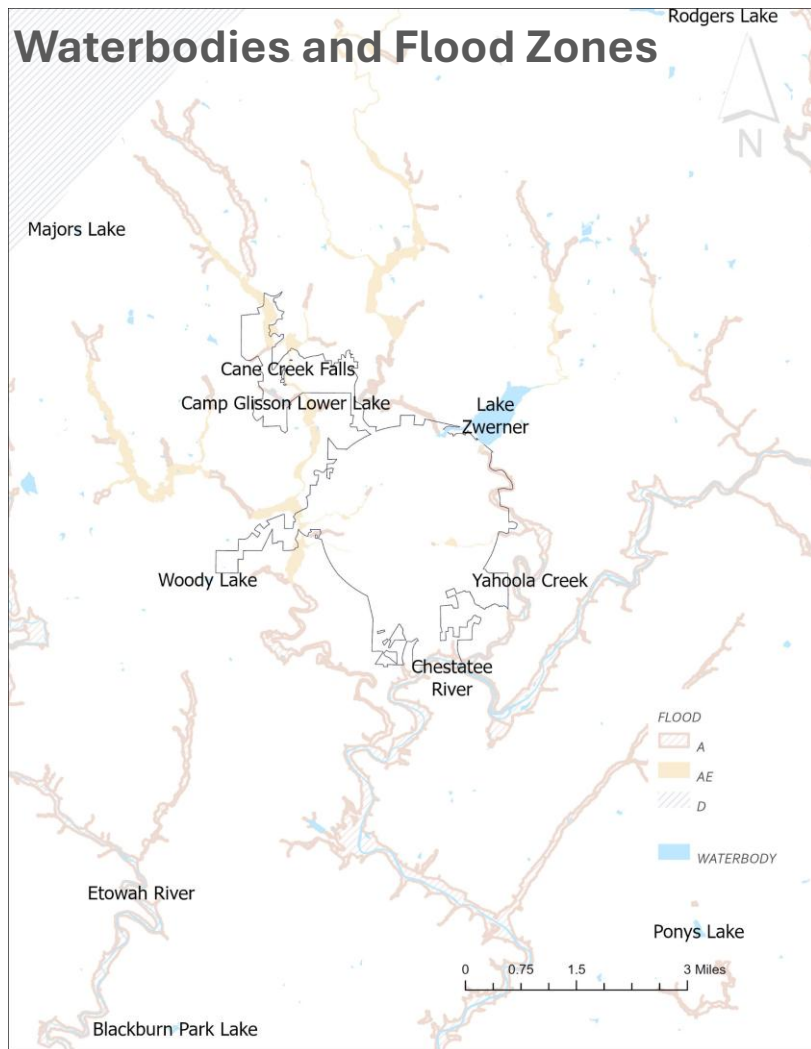
While Dahlonega’s landscape makes certain commercial development difficult due to its limited availability of flat land, most of the surrounding waterbodies lie outside of the Target Area. The majority of the Target area is classified as low flood risk. Areas near bodies of water and at lower elevations, however, are high risk flood areas( Zone A, AE). These area can create obstacles for development and infrastructure. Additional flood insurance is likely needed in these areas.



The Yahoola Creek Reservoir is a critical asset for the community. In addition to being a popular destination for recreation and tourism, such as fishing, hiking, and boating, it serves as a drinking water reservoir for the city.

Regarding water quality challenges, **Dahlonega has five stream segments that are listed as Not Supporting their designated use**, showing that ongoing monitoring and future mitigation is necessary to ensure the water quality doesn’t become so impaired that it harms wildlife or people.

Dahlonega places a strong emphasis on sustainability and environmental conservation. The city is committed to protecting their water quality and preserving the city’s natural beauty. The community’s commitment to balancing conservation with community growth is apparent through the city’s previously adopted plans.



Source: Claritas

- Page 56 -





# Existing Conditions

## Community Resources

### Community Services

The Target Area is home to; Dahlonega City Hall – and City Hall Park, the Lumpkin County Community Center, Lumpkin County Courthouse, Lumpkin County Sheriff's Office, Lumpkin County Senior Center, Lumpkin County Library, and the Lumpkin County Health Department – many of which are located near each other – north of Downtown Dahlonega.

### Education

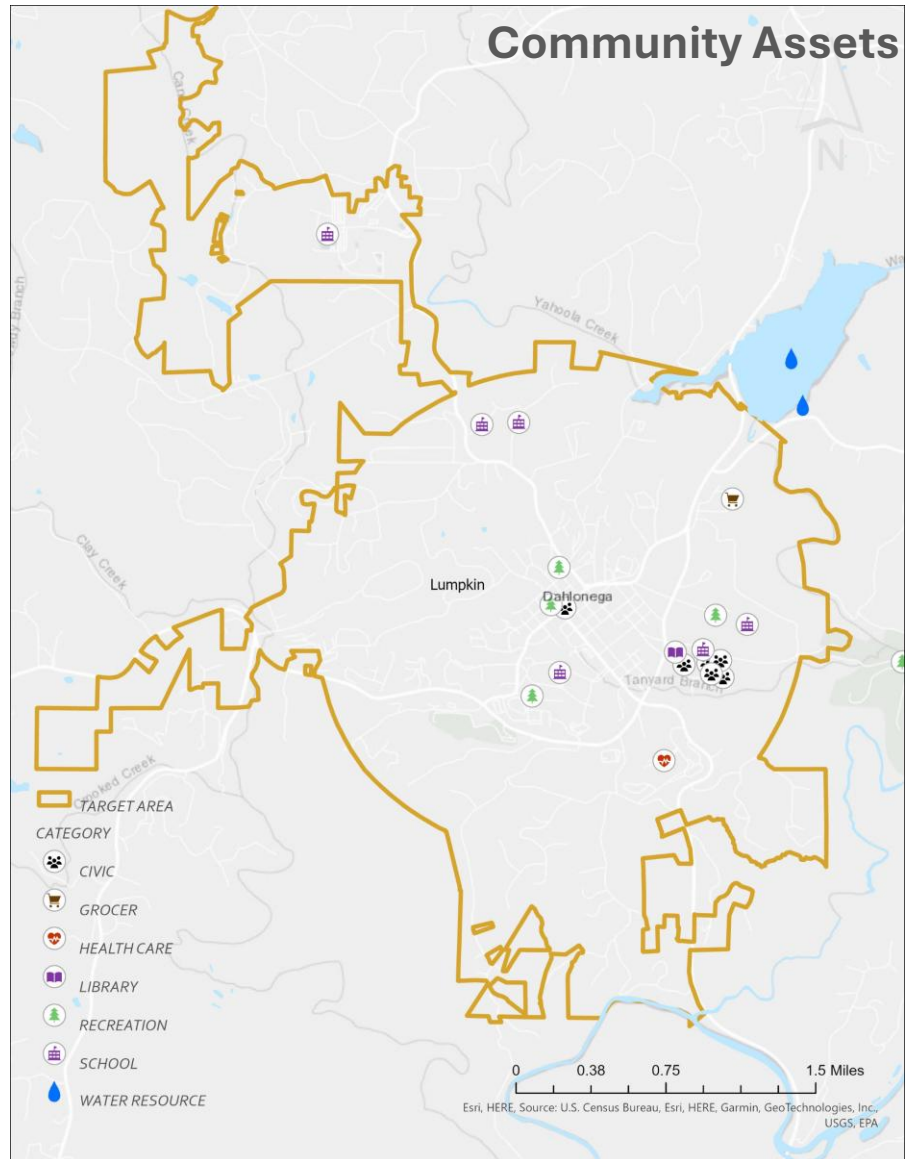
The Target Area has six schools located within its perimeter; Cottrell Elementary School and Lumpkin County HeadStart on the eastside, Lumpkin County Middle School and Mountain Education Charter High School just North of Downtown Dahlonega, and Lumpkin County High School on the northwestern part of Dahlonega. The University of North Georgia, just south of Downtown, is a staple institution as both an educational asset and major employer.

### Recreation

Dahlonega enjoys places like Hancock Park, the Conner Memorial Garden near the Public Square, and the Wimpy Mill Picnic Area – to name a few. Lake Zwerner and the Yahoola Creek Reservoir have outdoor recreation opportunities.

Many of these local places have historic and cultural attractions, playgrounds, lending libraries, and events for Dahlonega residents and visitors to enjoy the community together.

### Community Assets



**The Target Area is home to six schools, including Lumpkin County High School and the University of North Georgia.**



# Existing Conditions

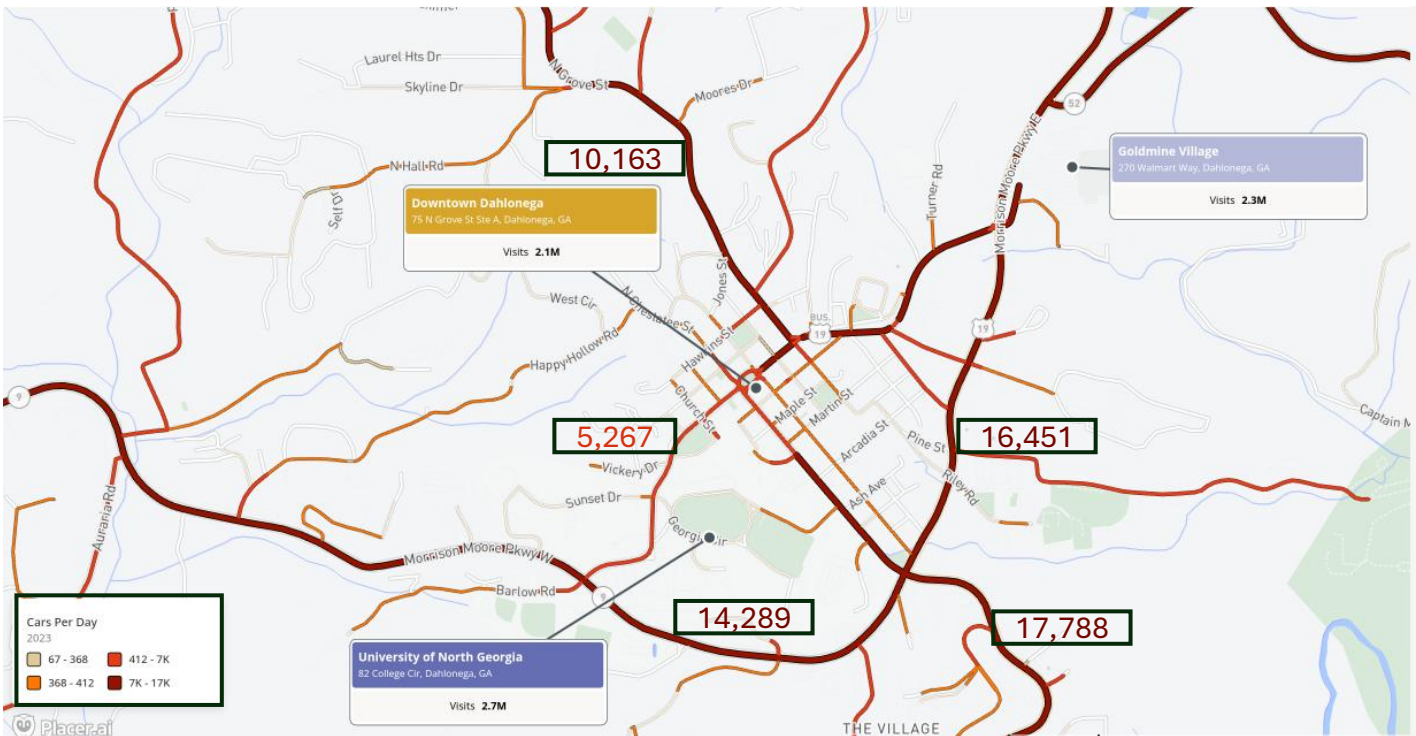
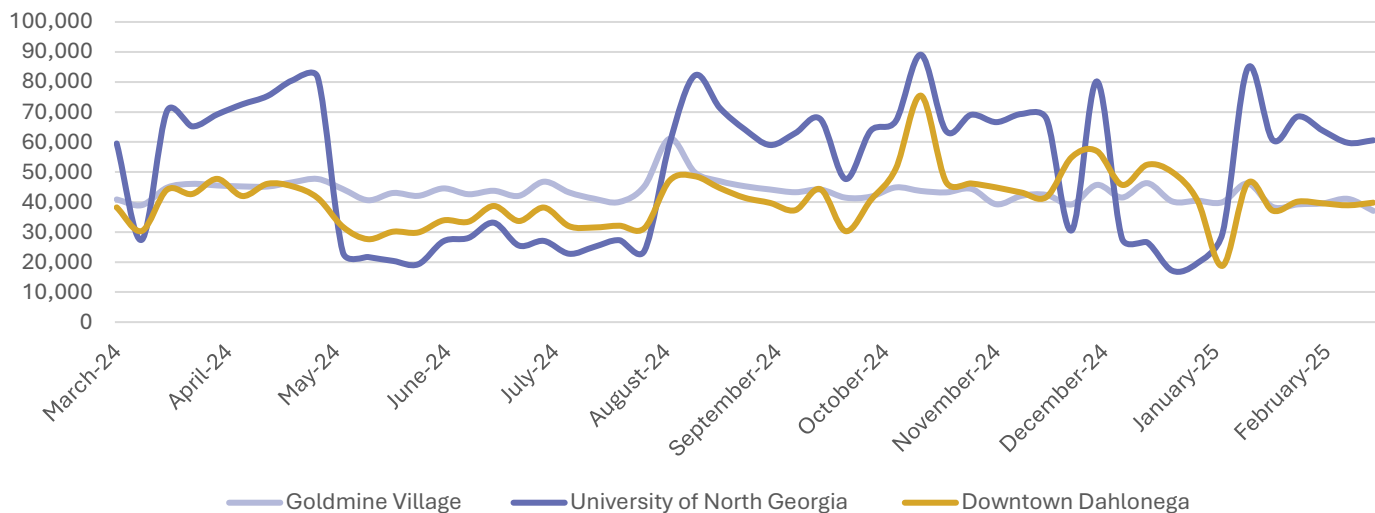
## Transportation Infrastructure

Dahlonega is primarily serviced by SR 60, 129, and US 19. All roadways on Morrison Moore Parkway are narrow, two-lane roads that may struggle to accommodate increased traffic demands. Concerns have been raised regarding a lack of capacity, affecting their ability to support future growth.

**2 million+  
visits  
annually**

Parking in downtown can be limited and contribute to congestion and other challenges, especially during peak tourism season and large events. Major destinations – UNG, Downtown Dahlonega, and Goldmine Village – each see over 2 million visits annually. This visitation, however, is seasonally uneven.

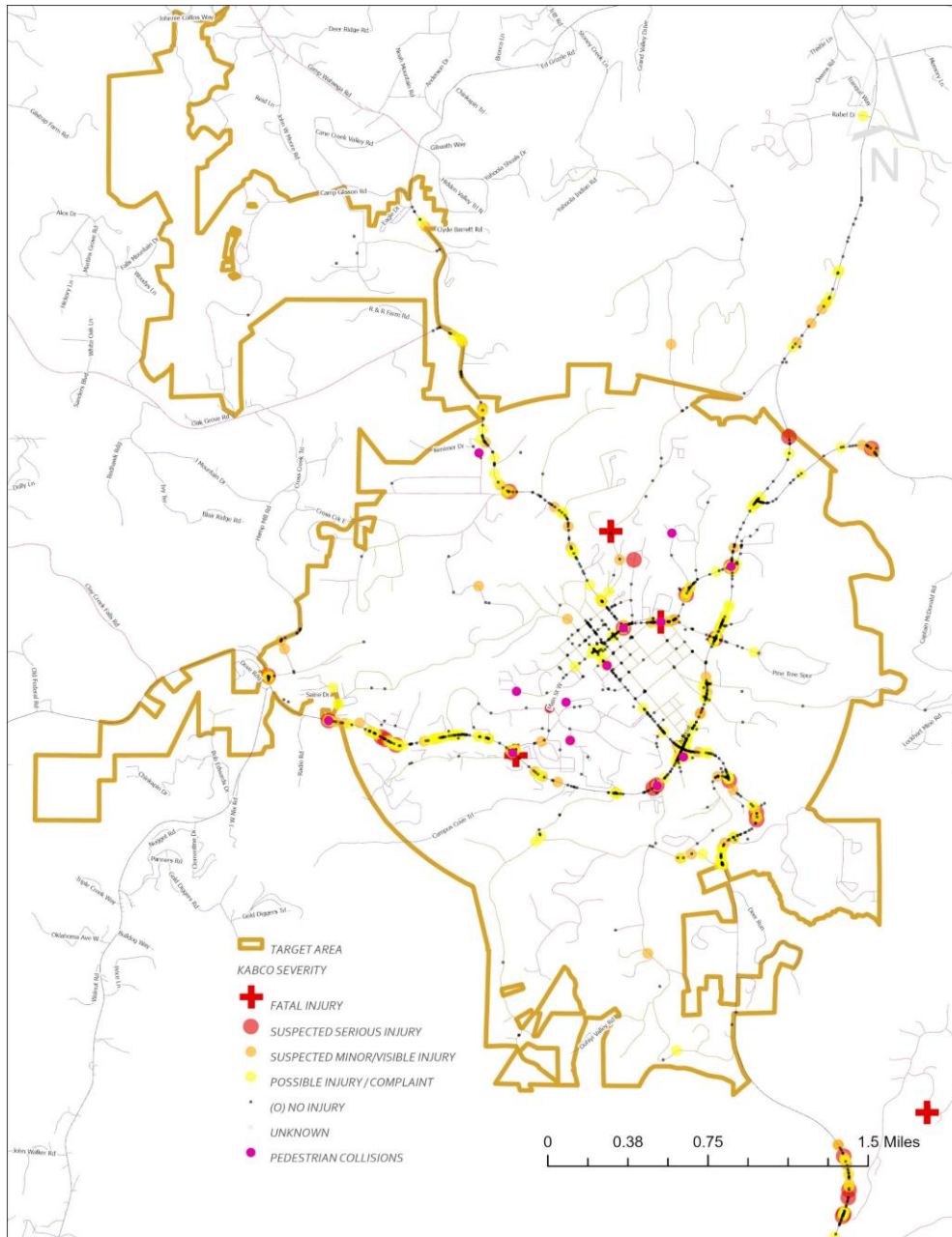
Weekly Visitation by Destination



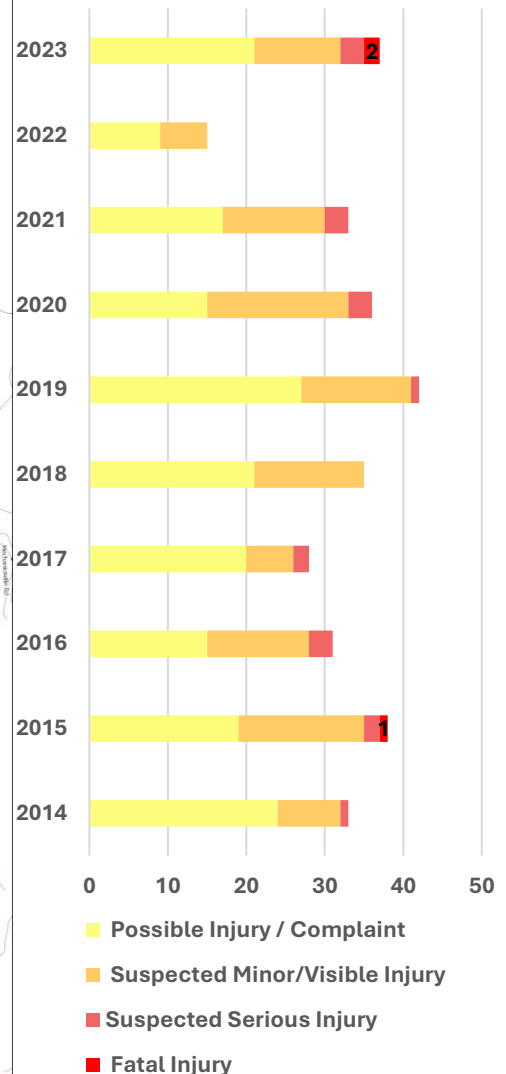
Source: Placer.ai

# Existing Conditions

## Transportation Safety



**Vehicular Collisions with Injuries, 2014-2023, Target Area**



Considering vehicular collisions within the target area, the majority of incidences occur on the highest trafficked roads - US 19, Morrison Moore Parkway, and within the core of Downtown Dahlonega. On average, there are 177 collisions annually with nearly 20% resulting in injury.

**Since 2014, there have been 19 collisions involving pedestrians, one of which resulted in a fatality. The City of Dahlonega is working closely with GDOT to address transportation safety. Safety and the perception of safety are important factors contributing to connectivity between major activity centers, whether on bike, foot, or by car.**

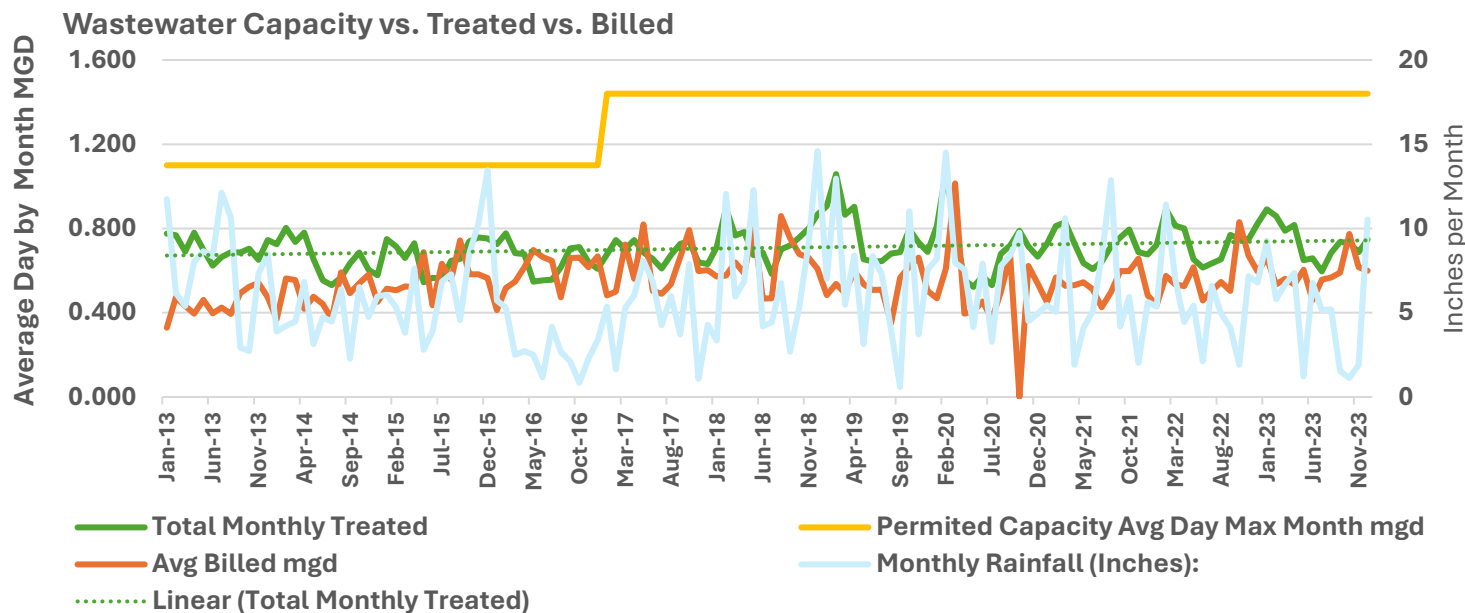




# Existing Conditions

## Utilities Infrastructure

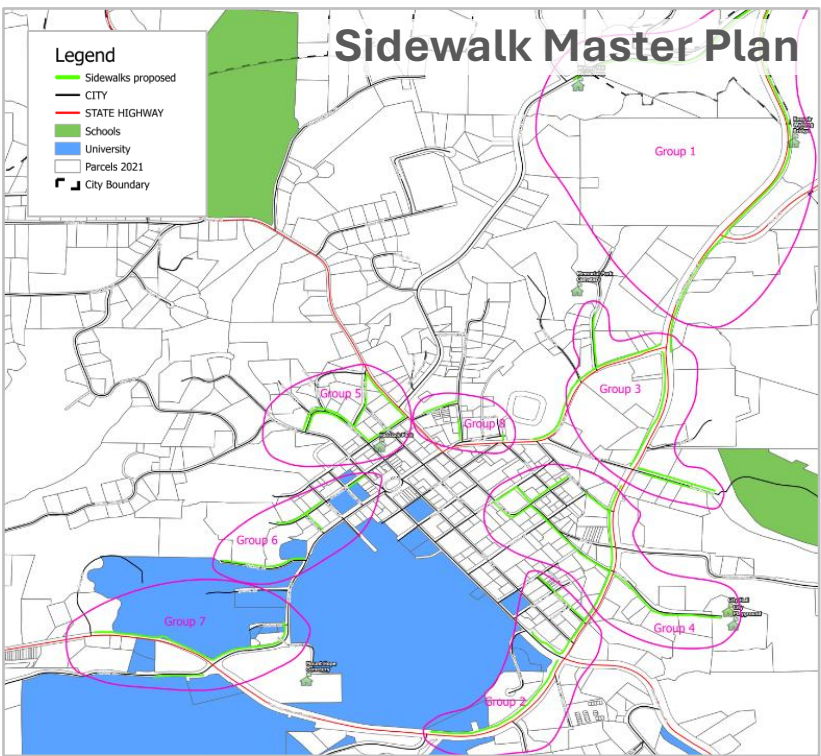
In addition to serving as a destination for natural sight seeing and tourism, the Yahoola Creek serves Dahlonega as a drinking water reservoir. The City of Dahlonega Water Works (WSID#: GA187000) community drinking water met all quality standards set by the State of Georgia and EPA during 2023; nonetheless, sewer taps are expensive, which is an obstacle for affordable housing development. From 2013 – 2016, there were occasional instances of monthly rainfall exceeding wastewater capacity. In January of 2017, total permitted wastewater capacity increased from 1.1 MGD to 1.4 MGD after expansion. Water capacity has held consistent to 1.4 MGD from 2017 – 2023.



## Sidewalks

**Dahlonega currently has 54,618 feet of existing sidewalks;** walkability and building structures that are close to their street front is necessary to create the ease of activity, and mobility Dahlonega aims for.

**Dahlonega’s Sidewalk Master Plan outlines 8 Groups of proposed sidewalks;** while implementing new sidewalks, Dahlonega could create connections between residential areas and retail areas, as well as pocket parks and trails, to advance connectivity and alleviate congested roads.



Source: City of Dahlonega

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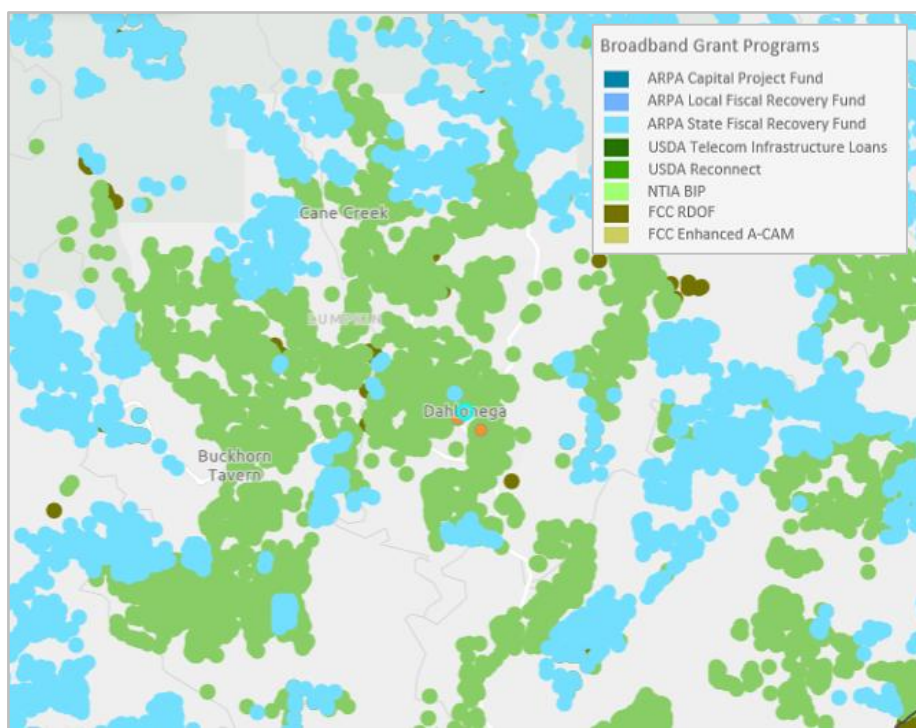


# Existing Conditions

## | Utilities Infrastructure

### Broadband Grant Opportunities

Along with much of Dahlonega having access to broadband connection, there are broadband grant programs that the City of Dahlonega could leverage to increase access if needed.



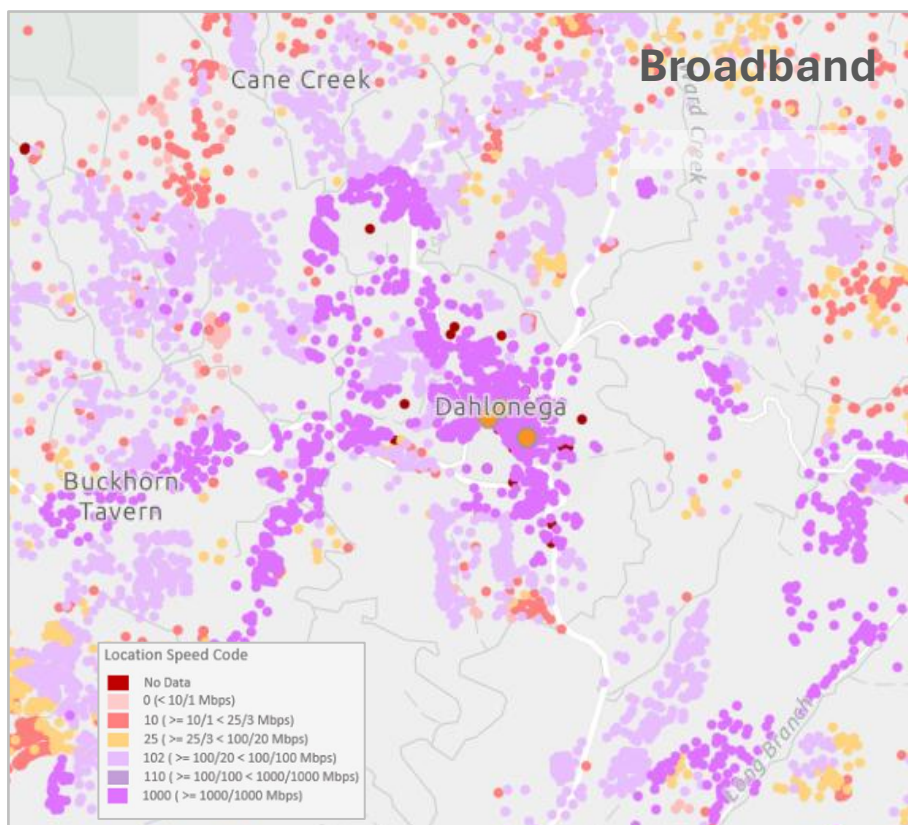
### Broadband Usage

Much of Dahlonega currently has broadband access or is 'Broadband Ready'.

#### Location Speed Code:

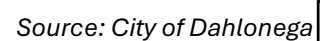
Dark Pink (■) shows speeds that are performing at 1,000 megabits per second or greater. Primary internet service providers include North Georgia Network, Windstream, Comcast, and other options for residents.

Generally, the core area of Dahlonega are well served in terms of speed and coverage.





## Land Use & Zoning



# Existing Conditions

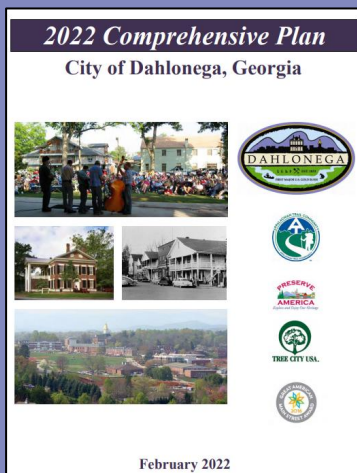
## | Land Use & Zoning

The 2022 Comprehensive Plan for Dahlonega identifies several character areas within the Revitalization Area that align with the city's vision of enforcing historically compatible designs.

### Key consistencies across these recommended character areas include:

- **Preservation of Historic Character:** Emphasizing the maintenance and enhancement of Dahlonega's unique historical and cultural identity.
- **Promotion of Compatible Architectural Styles:** Ensuring that new developments and renovations harmonize with existing historic structures in terms of scale, materials, and design elements.
- **Encouragement of Mixed-Use Development:** Supporting a blend of residential, commercial, and institutional uses to create vibrant, walkable communities that reflect the city's traditional development patterns.
- **Enhancement of Pedestrian-Friendly Environments:** Improving sidewalks, crosswalks, and public spaces to foster walkability and strengthen the connection between different areas within the city.
- **Implementation of Streetscape Improvements:** Incorporating elements such as street trees, lighting, and signage that are consistent with the historic character, enhancing the aesthetic appeal and functionality of public spaces.

### Land Use Designations



#### Public Square

- Natural/ historic preservation of eligible sites – with physical upgrades to market expectations, and new infill on suitable sites.

#### Park/ Recreation/ Conservation

- Parks, recreation areas, trails or other accessible lands with minimal impervious surfaces.

#### Residential

- Preservation of existing structures where possible, or context sensitive infill development. 1-2 story structures oriented close to the street front.

#### Village Commercial

- Neighborhood-scale commercial, office or institutional use, minimal on-site parking and pedestrian accessibility where possible.

#### Mixed Use Residential

- Primarily residential but neighborhood commercial uses allowed, 1-2-story structures oriented close to the street front, with on-site parking.

#### University of North Georgia

- Context sensitive infill development, mixed use structures or variety of campus, residential, commercial and institutional uses.

#### Gateway Corridors

- Regional to sub-regional scale industrial, retail, office or institutional uses. Careful evaluation of ridge top sites offering possible mountain views above tree line. Mixed use structures or variety of residential, commercial and institutional uses.

#### Office/ Institutional/ Conference Center

- Neighborhood to sub-regional scale office, commercial and institutional uses, with preferences for low/no-impact research centers and no-impact industrial operations.
- Attached units permitted.

#### Industrial

- Low impact industrial uses, distribution and data centers, technology incubators, office complexes.
- Appropriate buffering from adjoining properties.

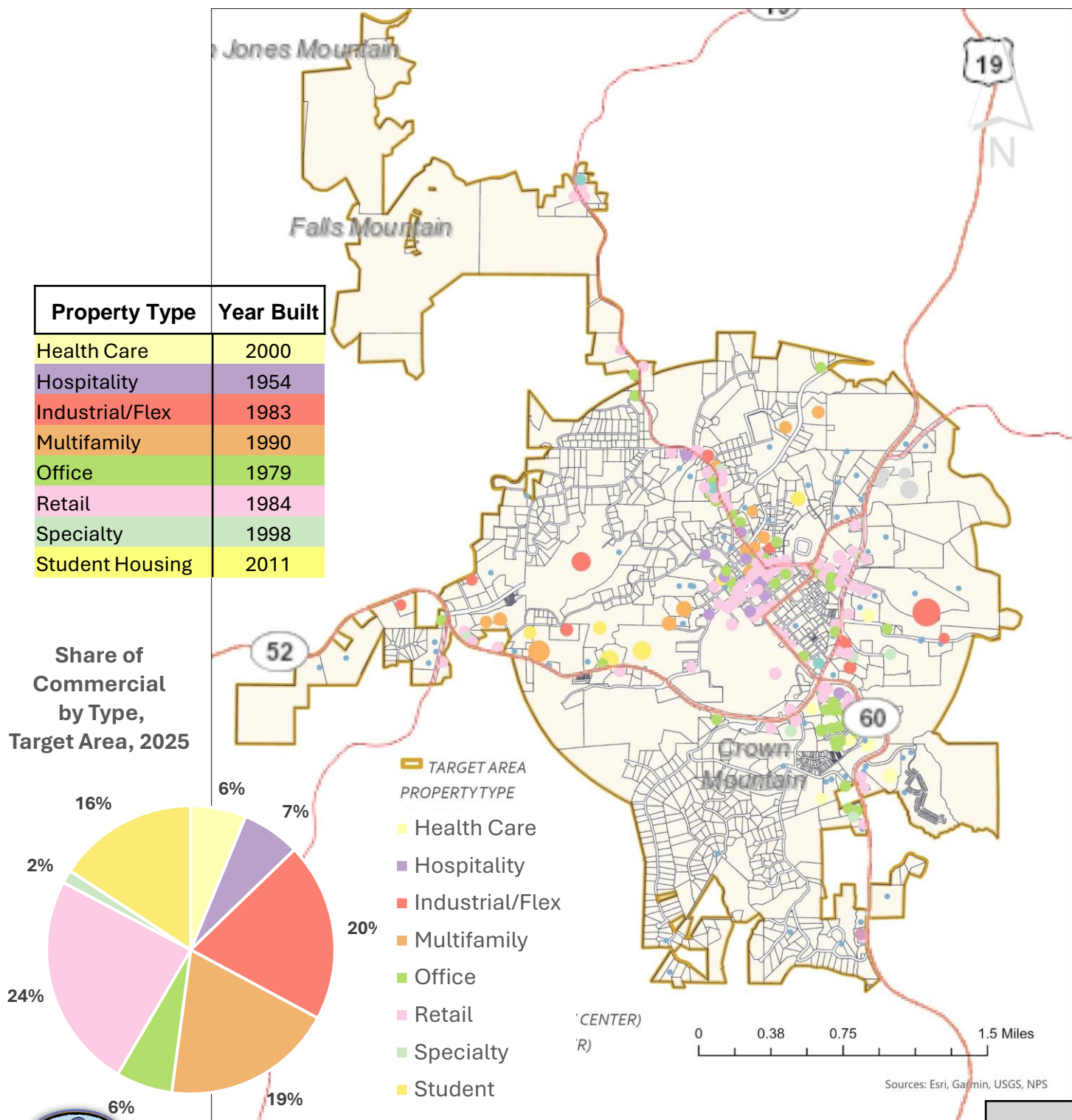




# Existing Conditions

## Commercial Inventory

Currently, the existing commercial real estate within the Target Area is diverse with no one use representing more than a fourth of the total share. Multifamily and Student Housing, however, do represent 36% of all existing inventory. Retail space, concentrated in Downtown and along corridors, represents 24% of all commercial space. Office, Hospitality, and Healthcare space each represent less than 10% of all inventory. Finally, there is a significant concentration of Industrial inventory (20%) and located on large, more fringe tracts on the east and west sides of the Target Area.





# Existing Conditions

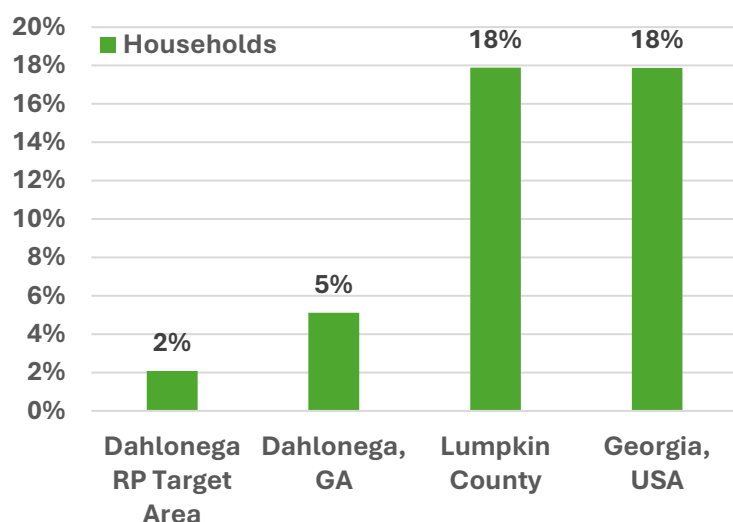
## | Demographic Trends

### Population

The Target Area includes 6,598 total residents and 1,271 households. The median age in the Revitalization Area is 22 years old – this low median age is a showcase of the University of North Georgia's presence and impact on the population.

Between 2020 – 2025, the Target Area's population grew 2% – half as fast as the growth in the city overall and nearly 5 times slower than Lumpkin County.

Household Growth, 2010 - 2025



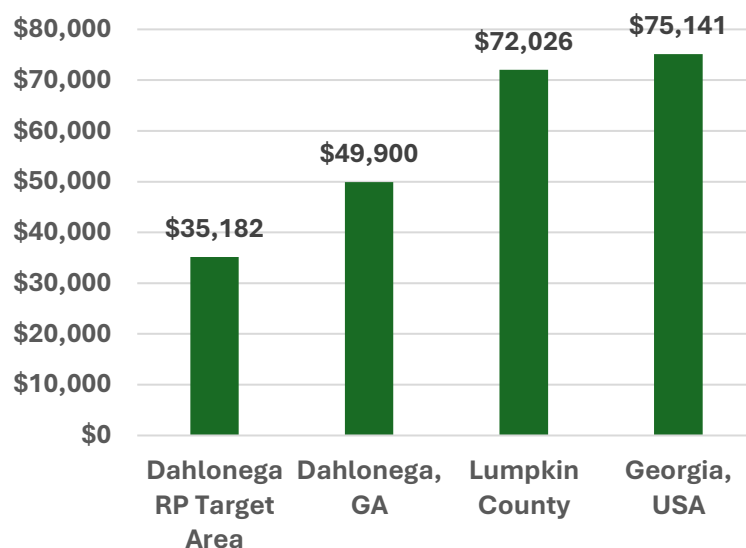
### Median Income

The Target Area has a median income of about \$35K; this is almost \$13K less than the whole City of Dahlonge's median income (\$49K).

At \$72K, Lumpkin County's overall median income is far beyond median incomes in the Target Revitalization Area or the City as a whole. There's significant income disparity within Dahlonge as a whole (and Lumpkin).

While some of the income gap can be explained by the presence of UNG students, these disparities may result in material disadvantages for the residents especially inside the Target Area.

Median Household Income, 2025



Population	Dahlonge RP Target Area	Dahlonge, GA	Lumpkin County	Georgia State
2010 Census	4,166	5,337	29,964	9,686,545
2020 Census	6,481	7,537	33,488	10,714,049
<b>2025 Estimate</b>	<b>6,598</b>	<b>7,829</b>	<b>36,477</b>	<b>11,220,516</b>
2030 Projection	6,819	8,124	39,312	11,677,798
<b>Percent Change: 2020 to 2025</b>	<b>1.8%</b>	<b>3.9%</b>	<b>8.9%</b>	<b>4.7%</b>
Percent Change: 2025 to 2030	3.4%	3.8%	7.8%	4.1%

\*The U.S. Census Bureau counts students based on their "usual residence," which is where they live and sleep most of the time.



Source: Claritas

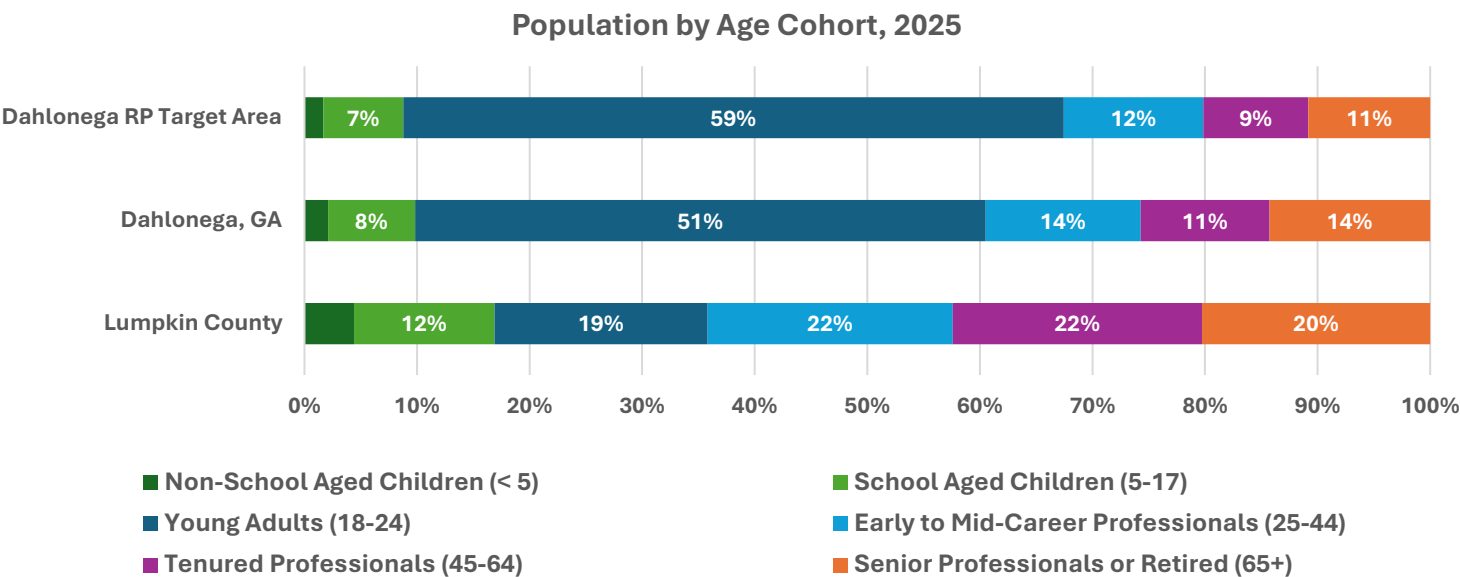
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# Existing Conditions

## Demographic Trends

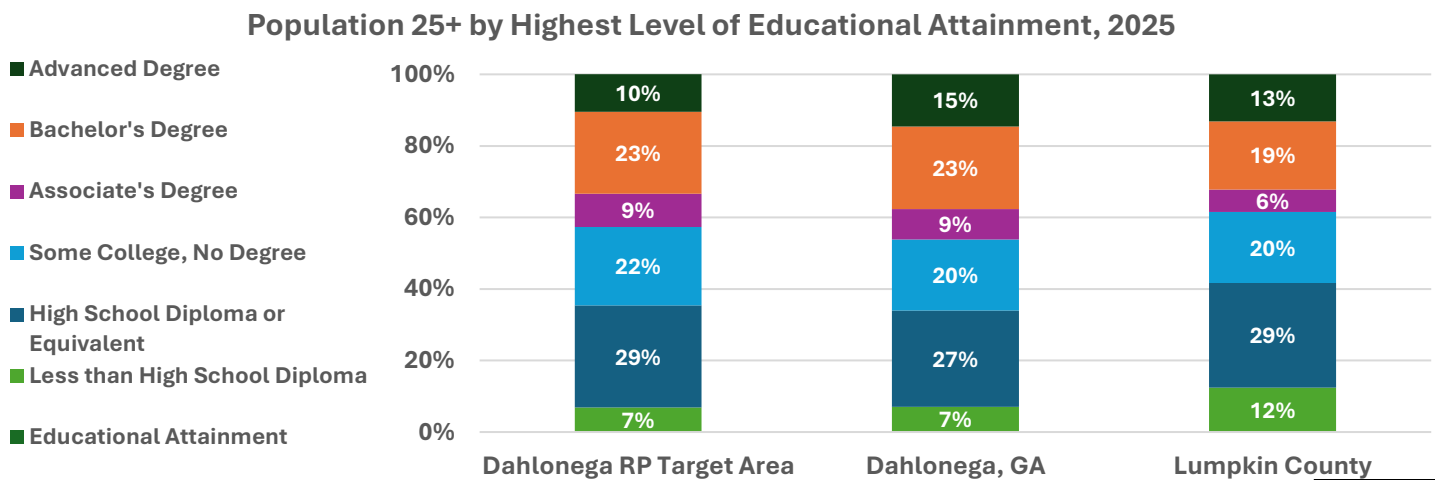
### Age

A strong majority (59%) of Target Area residents are between 18 – 24, Dahlonega overall isn't far off, at 51%. Dahlonega's population trends very young, due to the presence of the University of North Georgia. This much of the population being Young Adults impacts demand for different product/ service types within the area. Growing job opportunities for UNG graduates could shift this trend overtime, as more students stay and enter long-term careers within Dahlonega and the Target Area.



### Education

33% of the population in the Target Area has Bachelor's degree or higher – comparatively, the overall city has 38%. Both the Target Area and the overall city of Dahlonega have 32% of their population with a Bachelor's or Associate's Degree; but the Target Area has 3% more people with only a High School education, and Some College, but No Degree when compared to the city overall.

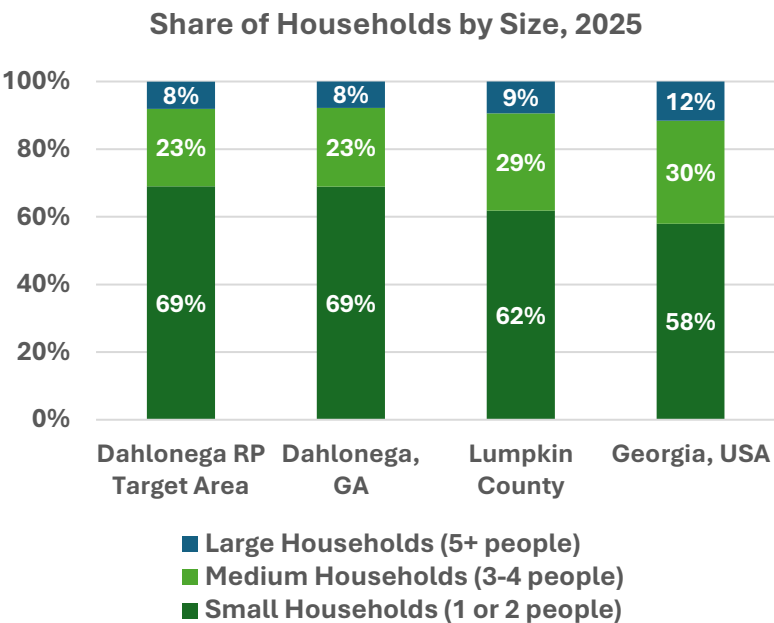


# Existing Conditions

## Demographic Trends

### Household Size

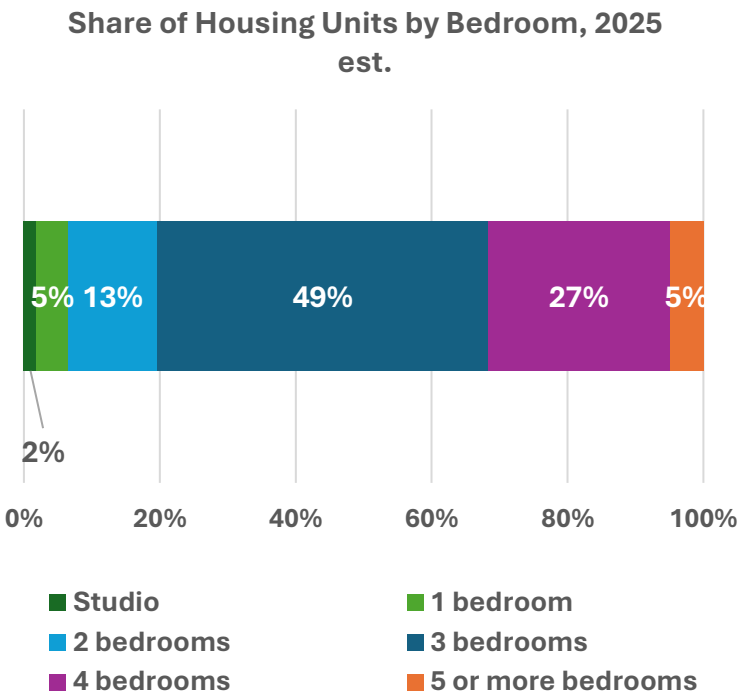
The Revitalization Area, and Dahlonega overall have the same household composition make-up; the overwhelming majority (69%) of households are small (1 or 2 people), 23% are medium (3-4), and large households with 5+ people make up just 8%. The prevalence of small households shows signs for demand potential for new products/ services including experiential retail, infill public places where for both family’s and singles to enjoy; and on the housing front – a range of housing options to sustain job growth.



### Housing by Bedroom

Dahlonega’s housing supply is dominated by 3-bedroom units – making up 49%. Another 27% of housing units have 4 bedrooms. 1- and 2-bedroom units (including studio) collectively make up just 20%.

There’s a mismatch of product when looking at the needs of the majority Young Adult and Small Household population of Dahlonega.



# Existing Conditions

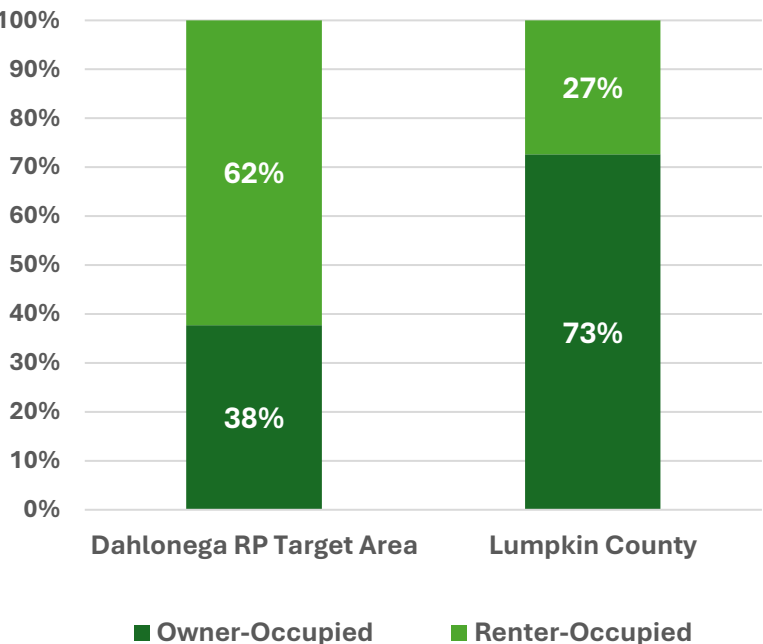
## Housing

### Tenure

The Target Area is comprised of **1,271** Households. At **38%, homeownership is 12% less prevalent in the Target Area** than in the City overall. This can indicate product or lifestyle preferences that lend themselves to rentership.

The City of Dahlonega’s adopted plans have made clear that there’s interest in adding to the housing supply, with one of the desired product types being townhomes. Including more of this product type in the range of housing units built going forward has the potential to boost homeownership in the Revitalization Area, and Dahlonega as a whole.

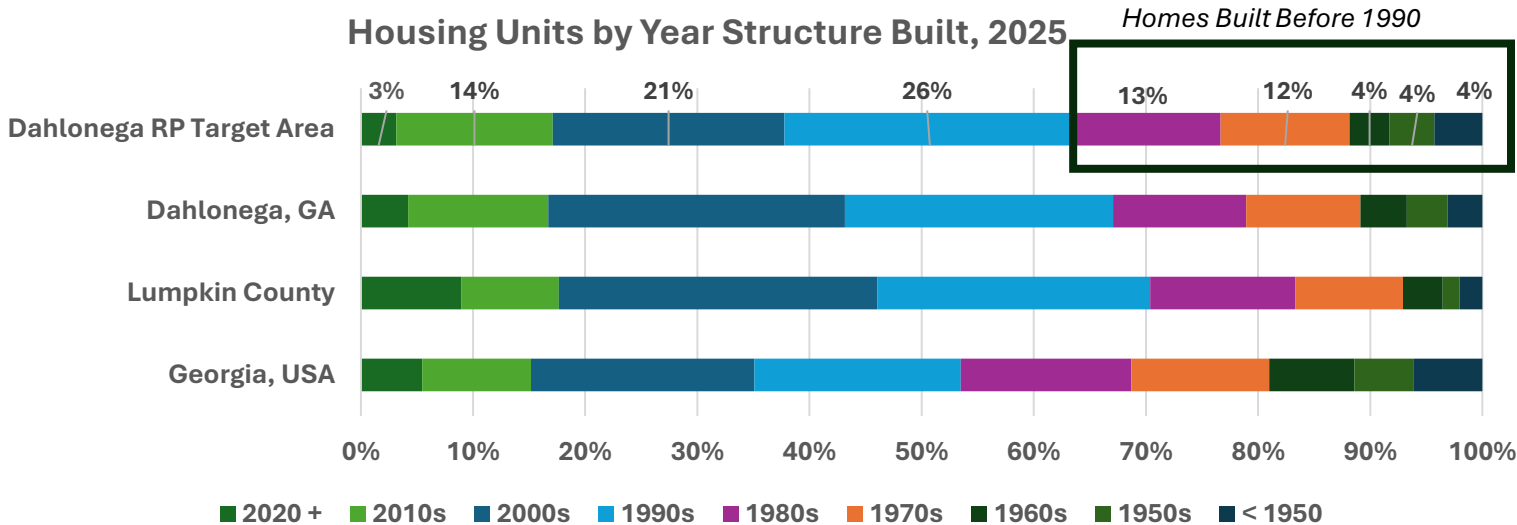
Housing Units by Tenure, 2025



### Housing Inventory Age

36.4% of Target Area homes were built before 1990, and 37.8% of Target Area homes were built after 2000. On average, homes in the Target Revitalization Area are slightly older than in Dahlonega overall and Lumpkin County. Lumpkin County particularly built more homes in the 2000s, and 2020s; and while the Revitalization Target Area did get a competitive share of the new housing development during the 2010’s, the homes that were built in Lumpkin County during the 2000s and 2020s were concentrated outside of the Target Area.

Housing Units by Year Structure Built, 2025



Source: Claritas



# Existing Conditions

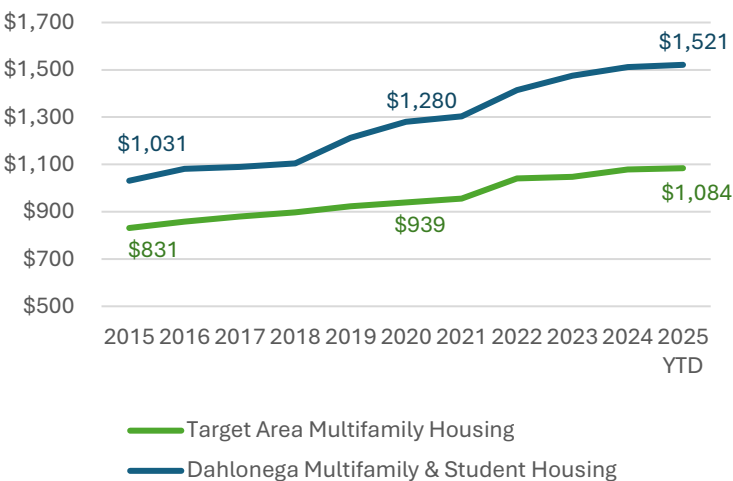
## Housing

### Rental Rates

Since 2015, traditional multifamily rents have increased 30% while traditional and student multifamily housing has increased nearly 50%. New student housing delivered in 2023 has contributed to rent growth, however, the prevailing lack of housing to satisfy demand is the most significant pressure fueling rent growth.

The majority of rental housing within the Target Area is market rate housing built, on average, 35 years ago. On- and Off-campus, student housing represents close to 40% of all rental inventory within the Target Area.

Multifamily Rent  
Target and Dahlongega  
2015-2025 YTD

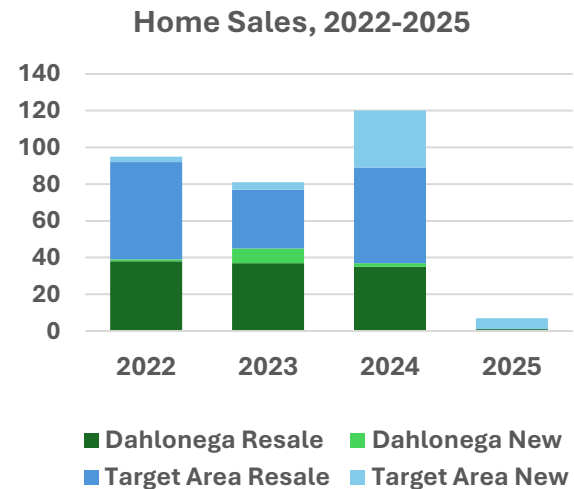


### Home Price

Average Home Price by Type, 2022-2025

	Target Area	Dahlongega (excluding Target Area)
Single Family	\$433,440	\$590,340
Townhouse	\$337,784	\$734,300
Condominium	\$270,000	\$372,583
Total	\$400,100	\$585,447

On average, **Target Area homes are a 38% discount to the city overall.** Home size is a significant driver of this discount as the average home sold in the past four years is close to 60% smaller by square footage. New, attached villa homes in Achasta account for the increase in townhome pricing above and beyond SFD homes. New homes which achieve a smaller footprint can achieve attainability as well as adding greater housing choice as most target area households are less than two people.



In the past four years, the Target Area has had 44 new home sales, this represents over 75% of new sales within the city overall. The sales spike in 2024 is fueled by the delivery of new townhomes in Mountain Park.



Source: CoStar, Zillow,  
Photos from Zillow



# Existing Conditions

## Housing

### Housing Vacancy

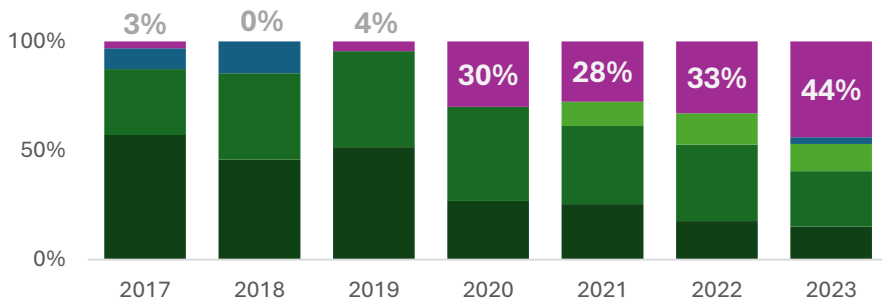
The American Community Survey, administered by the US Census, allows insight into housing vacancy and non-primary residences. Second homes can be estimated by understanding the growth in housing units “for seasonal, recreational, or occasional use.”

Both the County and City have seen notable increases in the percent share of second homes out of total vacant units. Prior to 2020, the Census estimates very few second homes comprised the vacant home inventory, though Lumpkin county saw a share of 30%. Following the pandemic, the **City of Dahlonega saw a significant increase in second homes, growing from an estimated 14 homes in 2017 to 131 in 2023.** This trend is also witnessed within Lumpkin County, which has an estimated 961 homes used for occasional use.

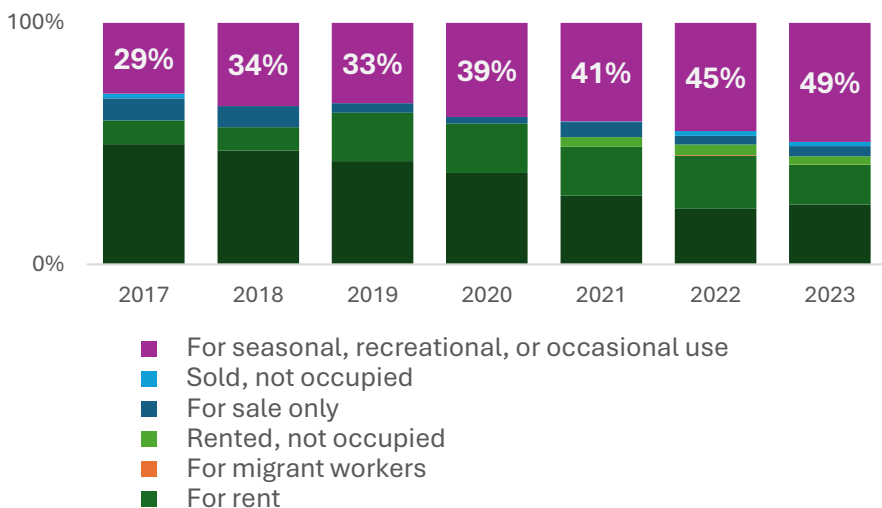
### Short Term Rental

While not every second home is operated as a short-term rental (STR), there has been a considerable rise in housing units within Lumpkin and the City of Dahlonega used as a secondary residence. According at AirDNA as of March 2025, there are 27 short-term rental listings within the Target Area, 30 listings within the entire City of Dahlonega, and 289 within Lumpkin County. It is important to note that these estimates capture a moment in time and listings are likely to fluctuate.

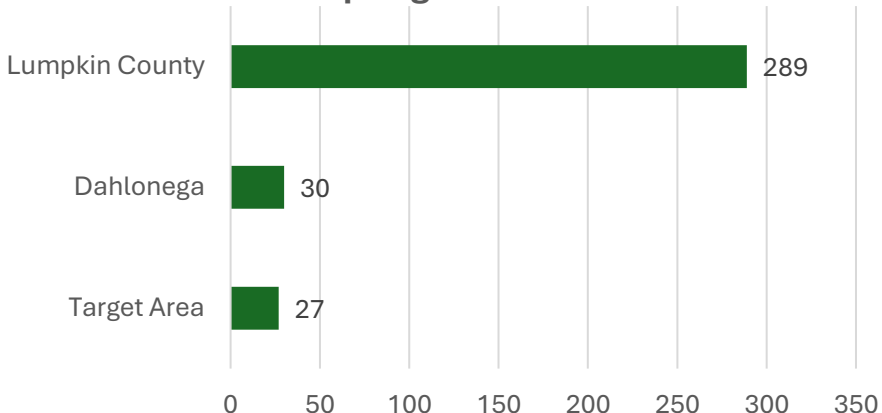
Vacant Housing Units, Dahlonega, 2017-2023 Est.



Vacant Housing Units, Lumpkin County, 2017-2023 Est.



Active STRs, Spring 2025 Est.



# Existing Conditions

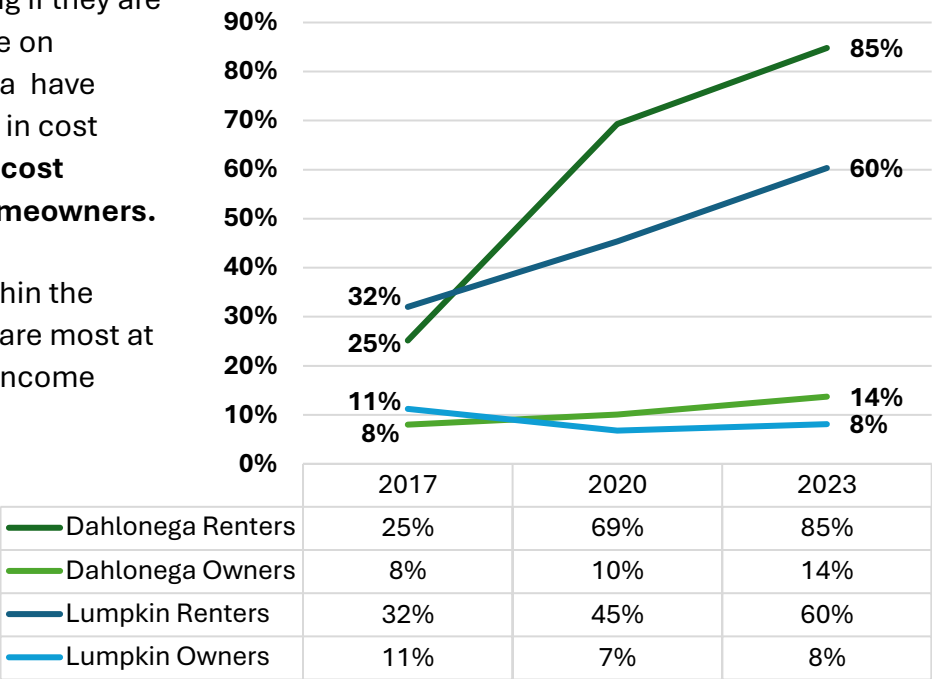
## Housing

### Cost Burden

A household is cost burdened by housing if they are spending more than 30% of their income on housing costs. Renters within Dahlonega have experienced that most intense increase in cost burden. **85% of Dahlonega renters are cost burdened compared to just 14% of homeowners.**

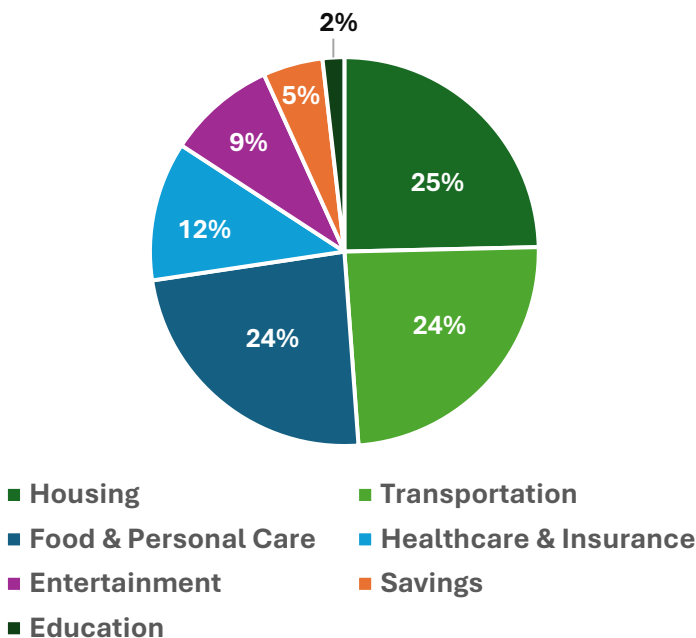
Considering the 62% of households within the Target Area are renters, these residents are most at risk of housings cost growth exceeding income growth.

Cost Burden by Tenure, 2017-2023



### Household Budgets

Average Individual Spending by Category, Target Area, 2025 est.



Nearly half of the spending from Target Area residents is consumed by Housing (25%) and Transportation (24%). Food and Personal Care also consumes 24% of Target Area residents' spending. Only 9% of spending from these residents' goes to Entertainment.

There's potential to influence a shift in spending away from Transportation by more walkable infrastructure, in exchange for more resident spending on Entertainment and other retail opportunities that more directly impact local employment.





# Existing Conditions

## Economic

### Migration

The three primary origins of migration coming into Dahlonega are from areas much closer to Atlanta: Johns Creek, Georgia; Kennesaw, Georgia, and Suwanee, Georgia. The next 2 primary origins are coming from Kent, Ohio and Appling, Georgia.

Growth of the Northern Atlanta Metro has impacted the North Georgia region as growth continues to move up major corridors like GA-400 and I-75. Many are seeking to find relief from more populated suburbs in North Fulton, Gwinnett, and Cobb counties.

Origin Region	Net Migration In (last 12 months)
Johns Creek, Georgia	27.43
Kennesaw, Georgia	24.76
Suwanee, Georgia	13.28
Kent, Ohio	13.28
Appling, Georgia	13.28
Destination Region	Net Migration Out (last 12 months)
Athens-Clarke County, Georgia	-87.88
Alpharetta, Georgia	-35.36
Sugar Hill, Georgia	-25.87
Peachtree Corners, Georgia	-25.13
Tuscaloosa, Alabama	-24.89

### Most new residents come from Johns Creek, Kennesaw, and Suwanee, GA

### Seasonality



Dahlonega’s economy has strong seasonal influences and swings but is **not entirely reliant on seasonal income**. Though tourism, short-term residents, and ‘weekenders’ are a significant part of Dahlonega’s economy, with most economic activity during February – April and September – November, year-round residents and students at the University of North Georgia provide stability to the local economy through their grocery, restaurant, housing, and retail purchases.



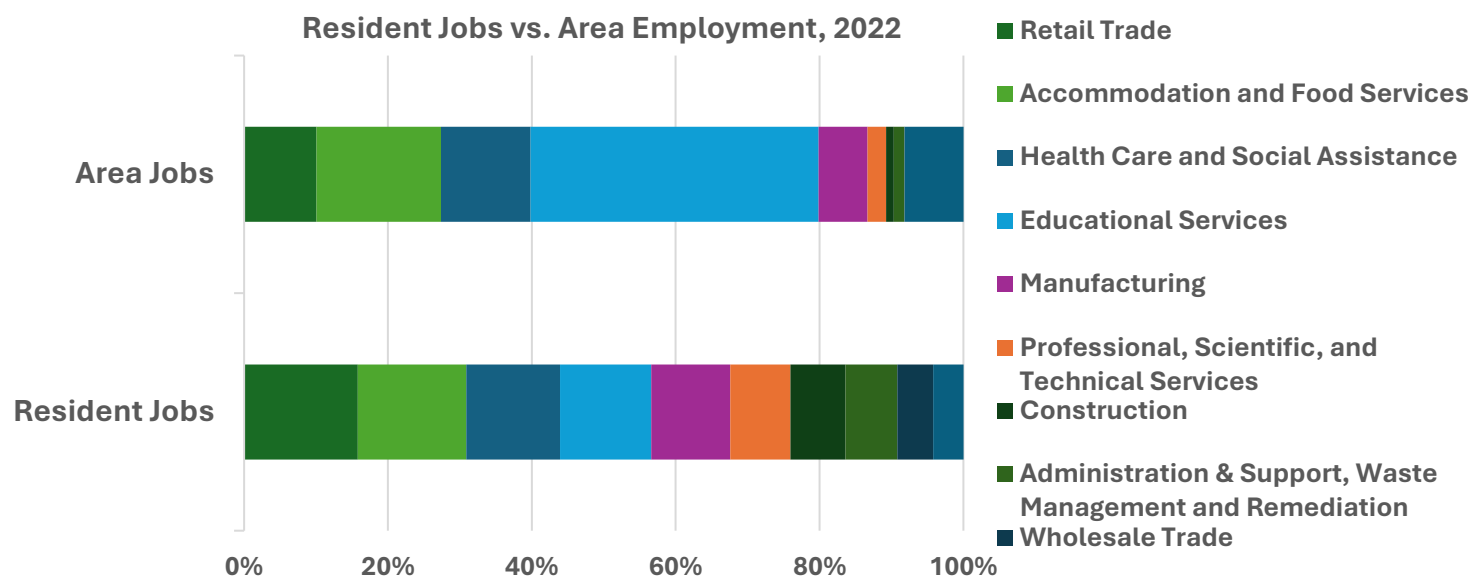


# Existing Conditions

## | Employment

### Jobs

Dahlongega residents have expressed demand for a wider range of job opportunities. Institutional development that supports year-round employment can further expand Dahlongega's local economic activity beyond tourism; damping some of the undesirable effects of seasonality and helping Dahlongega become the "year-round activity center" that the community aims to be.



Jobs From Top 10 NAICS Industry Sectors	Resident Jobs		Area Jobs	
	Jobs	Percent %	Jobs	Percent %
Retail Trade	244	13%	435	10%
Accommodation and Food Services	232	13%	748	17%
Health Care and Social Assistance	201	11%	538	12%
Educational Services	196	11%	1731	38%
Manufacturing	169	9%	293	6%
Professional, Scientific, and Technical Services	129	7%	111	2%
Construction	118	6%	46	1%
Administration & Support, Waste Management and Remediation	111	6%	65	1%
Wholesale Trade	77	4%	2	0%
Public Administration	65	4%	352	8%



# Existing Conditions

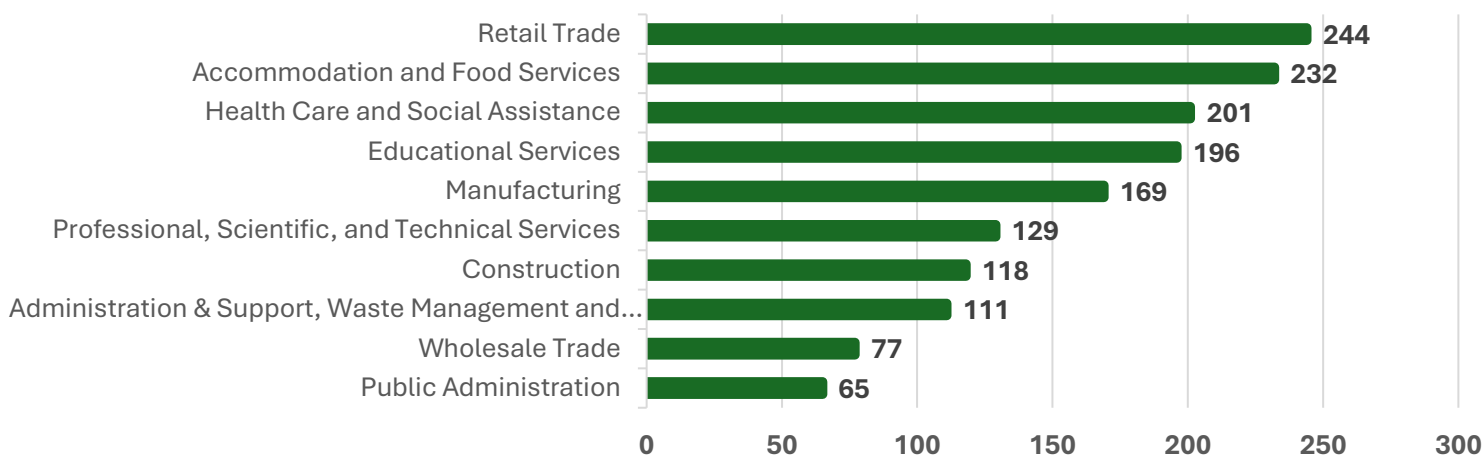
## | Employment Mobility

### Jobs

The resident population of **Dahlonega's Revitalization Target Area** makes up a workforce of **1,821 total employees**. 1,542 (85%) of Dahlonega's resident workforce work in the top 10 industry sectors: Retail Trade, Accommodation and Food Services, Health Care and Social Assistance, Educational Services, Manufacturing, Professional, Scientific, and Technical Services, Construction, Administration & Support, Waste Management and Remediation, Wholesale Trade, and Public Administration. These industries provide stable employment opportunities and form the backbone of Dahlonega's economy.

The top two industry sectors among residents are retail trade and accommodation and food services. This is reflective of their significant role in Dahlonega's economy and tourism focus.

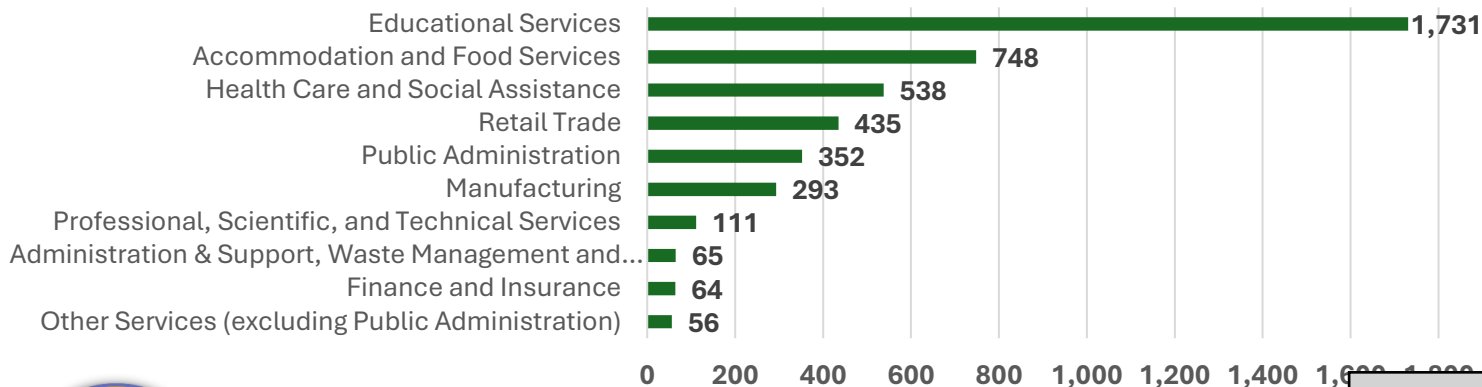
**Top 10 Industries of Employed Target Area Residents, 2022**



**4,221** employees working inside the Target Area don't live inside the Target perimeter. Of the employees who live outside the target area but work inside the target area; an overwhelming **majority (1,731) work in Educational Services**. The next leading employment sector in the area is **Accommodation and Food Services with 748 employees**. **Healthcare and Social Assistance** makes up 538 employees.

The University of North Georgia is one of Dahlonega's largest employers, drawing faculty and staff from outside of the target area.

**Top 5 Industries by Employment within Target Area, 2022**



Source: KB Advisory with data from Census Q

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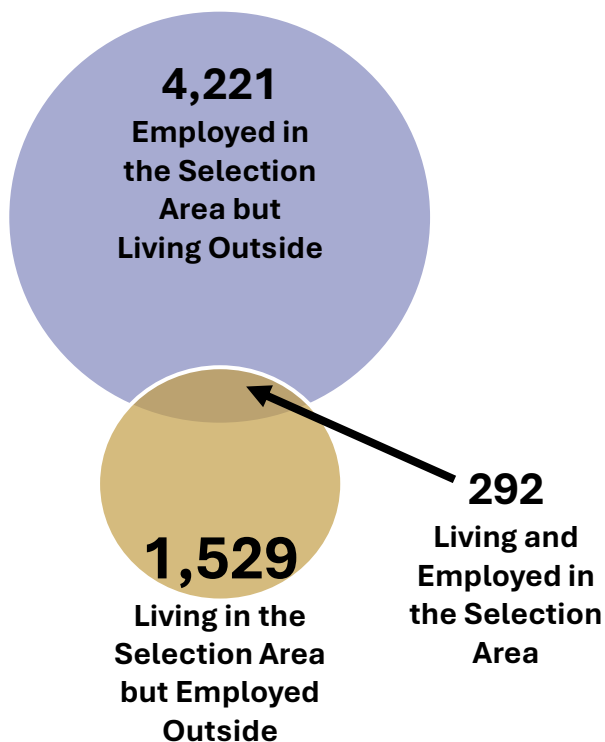


# Existing Conditions

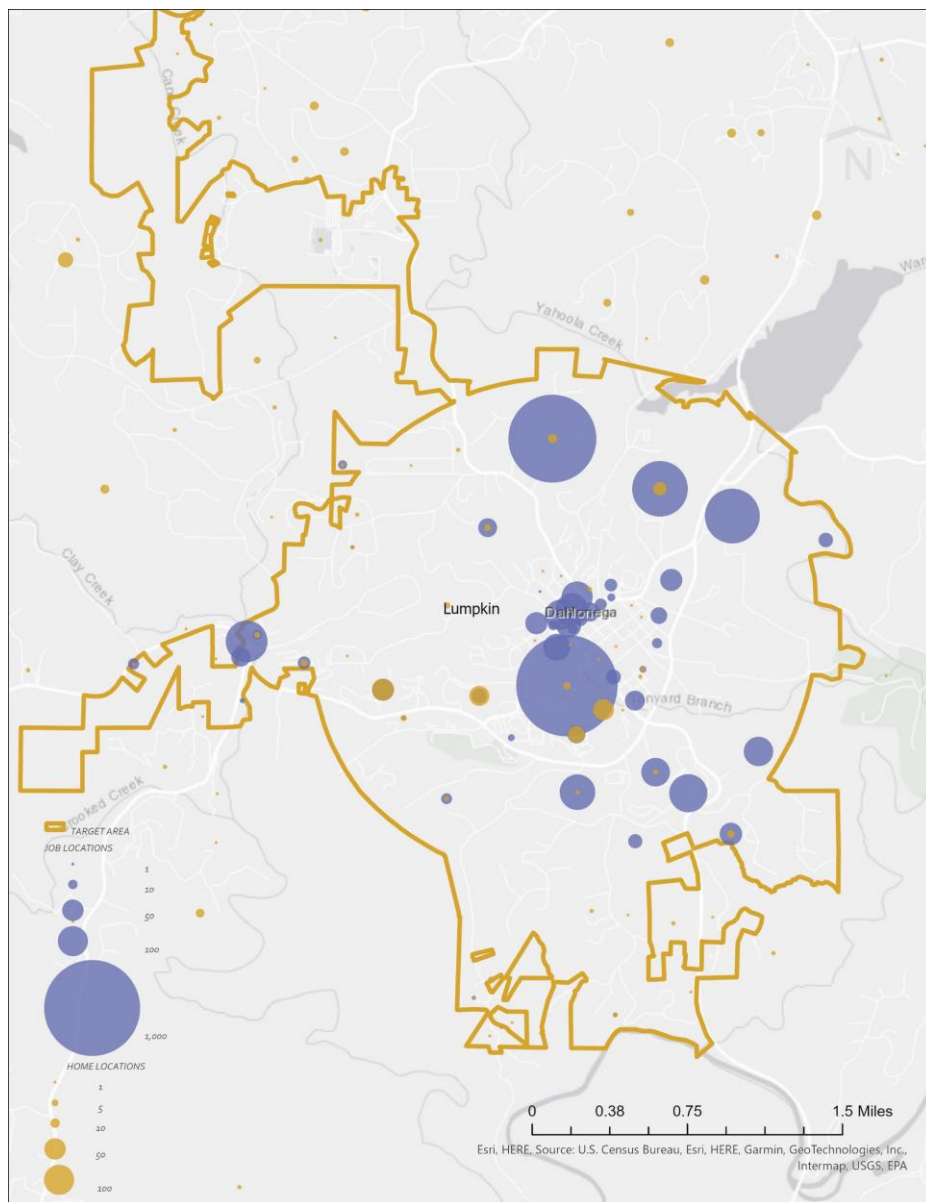
## Employment Mobility

### Jobs

Only 292 residents both live and work in the Target Area. The Target Area brings in 4,000+ workers to fulfill the needs of the area’s jobs profile, while 1,500+ Target Area residents are working elsewhere in Dahlonega – or even further away.



Of the Dahlonega Target Area residents who commute out of the area for work, over half travel more than 25 miles to their work locations. Comparatively, those working within Dahlonega are much more local. Just over 40% live within 10 miles from their employment within the Target Area.



Commuting Distance, 2022		
	Commuting <b>out of</b> Dahlonega	Commuting <b>into</b> Dahlonega
Less than 10 miles	25%	44%
10 to 24 miles	20%	24%
25 to 50 miles	28%	17%
<b>More than 50 miles</b>	27%	15%

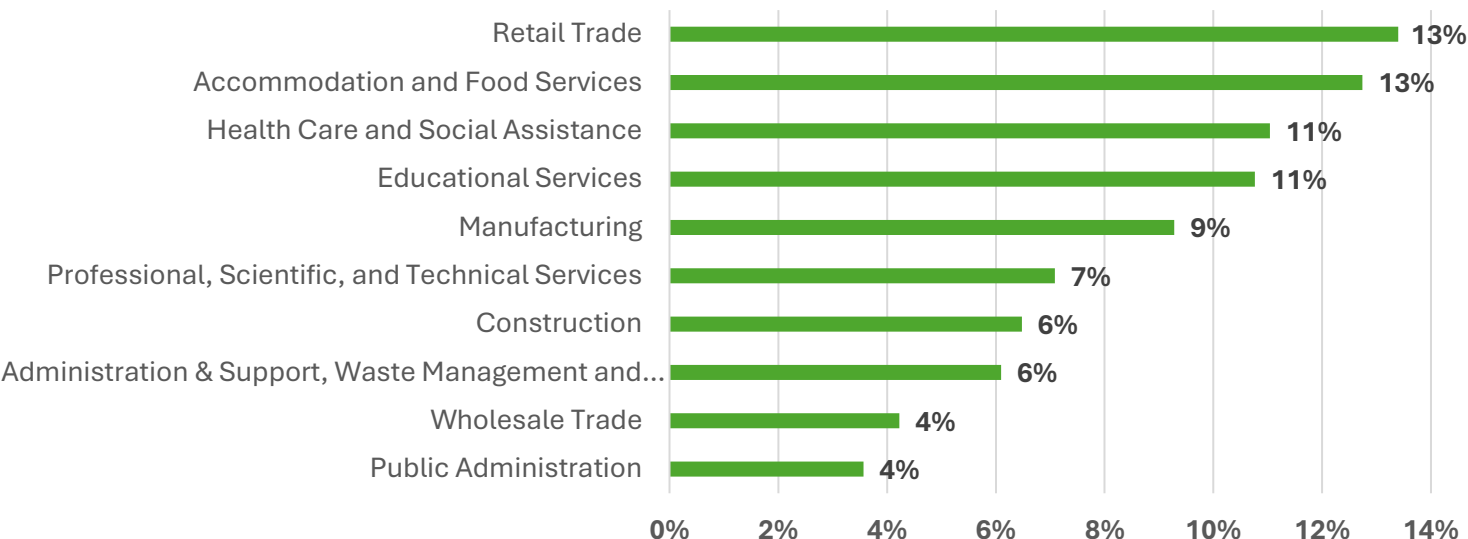
# Existing Conditions

## Employment

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Dahlongega residents have expressed demand for a wider range of job opportunities. Institutional development that supports year-round employment can further expand Dahlongega’s local economic activity beyond tourism; damping some of the undesirable effects of seasonality and helping Dahlongega become the “year-round activity center” that the community aims to be.

Percent of Target Area’s Workforce by Sector, 2022



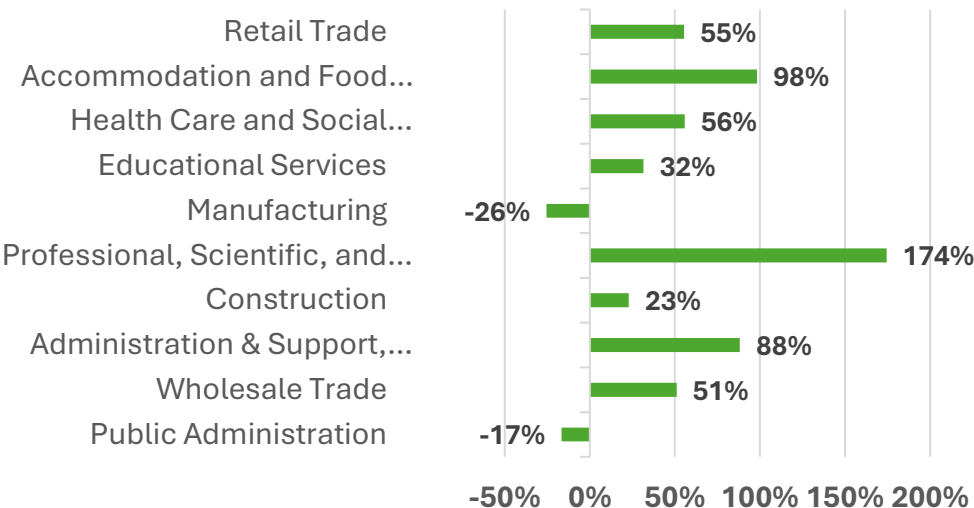
## 26% of jobs in Dahlongega are in Retail Trade and Accommodation and Food Services

Industries which have seen the greatest absolute growth over the past two decades include:

- Professional, Scientific, and Technical Services
- Administration & Support
- Accommodation and Food Services
- Retail & Wholesale Trade
- Health Care and Social Assistance

Only the Public Administration and Manufacturing industries have seen a decrease in employment.

20-year Percent Change in Employees, 2002 - 2022



# Community Input

## | Key Themes

***Community input gathered for this Revitalization Plan reflects the priorities, concerns, and aspirations of Dahlonega residents, business owners, and civic leaders, as gathered at a recent public input session conducted by KB Advisory Group at City Hall.***

### Major Themes from Community Feedback

Through the public engagement process, five critical themes emerged as central to Dahlonega's future:

#### 1. Housing & Economic Sustainability

- Housing affordability is a major concern. Many residents emphasized that limited housing options and high costs are pricing out local workers, young professionals, and families.
- While the concern is widespread, there is a sharp divide in the community over multifamily housing. Some residents believe that diversifying housing stock with townhomes, apartments, and small-scale multifamily housing is necessary for affordability and workforce retention. Others strongly oppose such development, particularly apartments, citing concerns about density, infrastructure capacity, and small-town character.
- Short-term rentals are seen to be exacerbating housing challenges. Many properties are being converted into Airbnb's and vacation rentals, reducing long-term housing supply and pushing prices higher.
- Economic diversification is needed. Dahlonega's economy is heavily reliant on tourism, and there is concern that the city needs to attract more year-round businesses and industries that provide stable, high-paying jobs.
- Workforce retention is suffering. Employers report difficulty hiring and retaining staff because workers can't afford to live in Dahlonega. The service, retail, and hospitality sectors are particularly impacted, with businesses struggling to operate at full capacity.



#### 2. Transportation, Traffic, & Mobility

- Traffic congestion is seen by many community members as worsening, especially downtown. Residents are concerned that traffic is negatively affecting the visitor experience and everyday quality of life. The community voiced concerns that there are too few access points, causing traffic bottlenecks and increasing travel times. Alternative routes into downtown are needed.
- At the same time, walkability and bike infrastructure are inadequate. While the downtown core is compact, there are gaps in sidewalk and bike path connectivity, making it difficult and unsafe to walk or cycle beyond a small area.
- Relatedly, parking remains a persistent, perceived challenge. While there are parking facilities, many visitors and locals find downtown parking inconvenient or insufficient, particularly during peak tourist seasons.





# Community Input

## | Key Themes

### Major Themes from Community Feedback

#### 3. Infrastructure & Public Services

- Residents and business owners expressed frustration with inconsistent broadband access, which hinders economic opportunities, especially for remote workers and digital businesses.
- Aging water and sewer infrastructure needs investment. While Dahlonega has expanded capacity in some areas, older infrastructure is limiting future growth and may need upgrades. Some areas experience flooding and drainage issues, requiring better stormwater planning and infrastructure investments.
- Residents raised concerns about garbage trucks damaging local roads, contributing to maintenance and resurfacing challenges.

#### 4. Land Use & Growth Management

- Balancing growth with small-town character was a common theme of feedback from residents. Many residents support thoughtful, well-planned growth but worry about overdevelopment negatively impacting Dahlonega's charm.
- UNG's expansion is a point of tension. While the University of North Georgia (UNG) is a major economic and cultural asset, some residents feel that UNG is consuming too much real estate in the city, making housing more expensive and limiting space for non-university development.
- Outdoor recreation and green space are sometimes deemed underutilized. The city is surrounded by natural beauty and recreation areas, yet some feel that these assets are not fully integrated into community development efforts.



#### 5. Placemaking & Community Spaces

- While downtown is vibrant, some residents believe that public gathering spaces are limited. The city can enhance and create more plazas, parks, and community-oriented spaces where people can gather and socialize. Some residents believe that better lighting, pedestrian crossings, and outdoor seating would enhance the vibrancy and walkability of the downtown core.
- Residents also expressed interest in more arts, live music, and theater opportunities, suggesting that Dahlonega could better leverage its historic and cultural identity.



# SWOT Analysis

## | Strengths

*This section complements the Community Input Section for a Comprehensive Strategy.*

*This SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) synthesizes public input, stakeholder feedback, and contextual insights to provide a strategic overview of Dahlonega's revitalization potential.*

*It identifies key areas where the city can leverage its assets, address its weaknesses, and navigate challenges while ensuring sustainable growth and preserving its unique character.*

### Strengths (Internal Advantages)

#### 1. Historic Character & Vibrant Downtown

- ✓ Well-preserved historic downtown is a key economic and cultural asset, attracting visitors and reinforcing local identity.
- ✓ Strong sense of place and small-town charm makes Dahlonega highly desirable for residents, businesses, and tourists.
- ✓ Tourism economy is well-established, with a mix of boutique shops, restaurants, and entertainment venues.

#### 2. University of North Georgia (UNG) as an Anchor Institution

- ✓ UNG provides a steady economic base, bringing jobs, cultural vibrancy, and a pipeline of young talent to the city.
- ✓ University programs support entrepreneurship and workforce development, creating opportunities for local business growth.
- ✓ Potential partnerships between UNG and the city could strengthen infrastructure investment and workforce housing solutions.

### STRENGTH HIGHLIGHTS

- Historic downtown square
- University of North Georgia
- Lumpkin county seat
- Festivals and events=>Tourism tax revenue
- Recreational opportunities
- New medical facility nearby

### 3. Walkability & Compact Urban Form

- ✓ Downtown is naturally walkable, with a pedestrian-friendly core that enhances the visitor experience.
- ✓ Existing infrastructure can be enhanced with minimal intervention, rather than requiring a complete overhaul.

### 4. Natural Assets & Outdoor Recreation

- ✓ Proximity to national forests, rivers, and trails makes Dahlonega a prime destination for outdoor recreation and eco-tourism.
- ✓ Growing interest in sustainable tourism and agritourism presents new economic opportunities.
- ✓ Scenic beauty enhances quality of life, attracting both residents and remote workers seeking a balance between nature and urban amenities.

### 5. Engaged & Passionate Community

- ✓ Residents are highly engaged in civic discussions, with strong community advocacy for thoughtful growth and preservation.
- ✓ A deep appreciation for local arts, culture, and history provides a foundation for placemaking initiatives.



# SWOT Analysis

## Weaknesses

### (Internal Challenges)

#### 1. Housing Affordability & Workforce Retention Issues

- ✗ Housing costs are high relative to local wages, making it difficult for workers, young professionals, and families to afford living in Dhalonega.
- ✗ Limited availability of diverse housing options, with zoning heavily favoring single-family homes and restricting multifamily development.
- ✗ Short-term rentals (Airbnbs) are reducing long-term housing stock, driving up costs and displacing local renters.

#### 2. Infrastructure Constraints

- ✗ Aging water and sewer systems need investment, with concerns about long-term capacity for growth.
- ✗ Internet and cell service are unreliable in some areas, creating challenges for remote work and business expansion.
- ✗ Stormwater drainage issues in certain locations, leading to flooding concerns and infrastructure wear.

#### 3. Traffic Congestion & Transportation Limitations

- ✗ Downtown traffic congestion is worsening, especially during peak tourist seasons.
- ✗ Limited alternative routes into downtown, leading to bottlenecks and longer commute times.
- ✗ Parking remains a persistent issue, with many residents and visitors struggling to find convenient downtown parking.
- ✗ Lack of pedestrian and bike infrastructure beyond the downtown core, making active transportation difficult.

#### 4. Economic Over-Reliance on Tourism

- ✗ Dhalonega's economy is highly dependent on tourism, creating vulnerabilities during economic downturns or seasonal shifts.
- ✗ Few high-wage job opportunities outside the university and hospitality sectors, limiting career prospects for local residents.
- ✗ Need for business diversification to ensure long-term economic stability.

#### 5. Planning & Growth Management Challenges

- ✗ UNG's expansion is seen as a double-edged sword, with concerns about the university acquiring too much real estate in the city.
- ✗ Resistance to multifamily and infill development, leading to debates over how to address housing affordability.
- ✗ Some areas lack essential services, creating accessibility issues for residents.

## Opportunities

### (External Potential & Growth Areas)

#### 1. Workforce Housing Strategies

- ✓ Introduce "missing middle" housing (duplexes, townhomes, small multifamily developments) in appropriate areas near downtown and commercial nodes to provide affordable options for workers and young professionals.
- ✓ Develop incentive programs for workforce housing that encourage private-sector participation in affordable housing solutions.
- ✓ Implement strategic zoning updates to allow for targeted density in appropriate areas without compromising town character.

#### 2. Infrastructure Modernization

- ✓ Invest in broadband expansion to improve internet and cell service, supporting remote workers and tech-enabled businesses.
- ✓ Upgrade sewer, water, and stormwater systems to accommodate sustainable growth.
- ✓ Enhance bike and pedestrian infrastructure to improve non-car mobility and reduce congestion.





# SWOT Analysis

## Opportunities (Continued)

### 3. Economic Diversification

- ✓ Encourage the growth of professional services, remote work hubs, and creative industries to complement the tourism economy.
- ✓ Leverage UNG partnerships to develop new entrepreneurship and small business incubators.
- ✓ Expand agritourism and outdoor recreation businesses, tapping into the growing demand for sustainable tourism experiences.

### 4. Transportation & Mobility Solutions

- ✓ Develop a comprehensive parking management plan, including new parking facilities and smart technology solutions for real-time space availability.
- ✓ Explore shuttle or micro-transit options to reduce downtown congestion and improve accessibility.
- ✓ Secure funding for a bypass or alternative access routes to alleviate traffic bottlenecks.

### 5. Placemaking & Public Space Enhancements

- ✓ Invest in new public gathering spaces, parks, and plazas to enhance community interaction.
- ✓ Support arts and cultural programming to strengthen Dahlonega's identity as a creative and historic hub.
- ✓ Improve wayfinding and downtown beautification efforts to enhance the visitor experience and local pride.

#### OPPORTUNITY HIGHLIGHTS

- Downtown infill
- Vacant land in residential and Planned Unit Development zones
- Utilization of recently vacated medical building
- Pocket park/ trail development

## Threats (External Risks & Challenges)

### 1. Unmanaged Growth & Development Pressures

- ⚠ Rapid development without infrastructure investment could strain city services and diminish Dahlonega's character.
- ⚠ Resistance to smart growth strategies may lead to continued housing shortages and workforce retention issues.
- ⚠ UNG's continued expansion within Dahlonega city limits- in addition to their properties outside city limits- may create further community tensions.

### 2. Economic Vulnerability

- ⚠ Heavy reliance on tourism means economic downturns, pandemics, or shifts in travel behavior could impact local businesses.
- ⚠ Rising real estate values could push out local businesses, replacing them with national chains and eroding local character.

### 3. Infrastructure Risks

- ⚠ Aging infrastructure, if left unaddressed, could lead to costly failures in water, sewer, and stormwater systems.
- ⚠ Limited road capacity and traffic congestion may worsen, frustrating residents and visitors alike.

### 4. Environmental & Natural Resource Challenges

- ⚠ Climate change and extreme weather events could lead to increased flooding risks, making stormwater upgrades urgent.
- ⚠ Increased development pressure may impact natural resources and greenspaces, reducing the environmental appeal of Dahlonega.



# SWOT Analysis

## Dahlonega, Georgia: Revitalization Target Area

### STRENGTHS

- **Historic Character & Vibrant Downtown**
- **University of North Georgia (UNG) as an Anchor Institution**
- **Walkability & Compact Urban Form**
- **Natural Assets & Outdoor Recreation**
- **Engaged & Passionate Community**

### WEAKNESSES

- **Housing Affordability & Workforce Retention Issues**
- **Infrastructure Constraints**
- **Traffic Congestion & Transportation Limitations**
- **Economic Over-Reliance on Tourism**
- **Planning & Growth Management Challenges**

### OPPORTUNITIES

- **Workforce Housing Strategies**
- **Infrastructure Modernization**
- **Economic Diversification**
- **Transportation & Mobility Solutions**
- **Placemaking & Public Space Enhancements**

### THREATS

- **Unmanaged Growth & Development Pressures**
- **Economic Vulnerability**
- **Infrastructure Risks**
- **Environmental & Natural Resource Challenges**



# Community Priorities

## | Action Plan

***The following community-driven priorities emerged as key focus areas for revitalization efforts.***

***By acting on these opportunities while mitigating potential risks, Dahlonega can position itself for sustained prosperity and community-driven revitalization.***

✓ **Balance growth with preservation** – Develop policies that support smart, sustainable development without compromising the town’s historic character.  
✓ Work with UNG to create a balanced development plan that accommodates university growth without displacing residents or businesses.  
✓ Ensure new development aligns with community values, supporting a mix of housing, retail, and public spaces.

✓ **Prioritize infrastructure investments** – Address water/sewer and transportation challenges to sustain long-term growth.  
✓ Upgrade stormwater and sewer infrastructure to ensure long-term sustainability and reduce flooding risks.  
✓ Optimize waste management to reduce damage from heavy trucks on local roads.  
✓ Continue working with GDOT to improve safety and congestion concerns along major thoroughfares.



# Community Priorities

## | Action Plan

✓ **Diversify the economy** – Reduce dependence on tourism by attracting year-round businesses and professional industries.

✓ Support local businesses beyond tourism by encouraging economic diversification and entrepreneurship programs.

✓ **Enhance affordability & workforce housing** – Ensure that local employees and young professionals can afford to live in Dahlonega.

✓ Reassess short-term rental regulations to balance tourism demand with long-term housing needs.

✓ Develop a workforce housing strategy that allows for diverse housing types, including townhomes, small apartments, and mixed-use developments in designated areas.

✓ **Improve mobility & accessibility** – Expand walkability, bike paths, parking solutions, and alternative transportation options.

✓ Improve pedestrian-friendly downtown street design, including wider sidewalks, street trees, and enhanced crosswalks.

✓ Enhance alternative transportation options, such as shuttles, park-and-ride lots, and bike-friendly infrastructure.

✓ Improve downtown parking solutions with better signage, technology (apps for parking availability), and potential expansion of facilities. Consider shared parking opportunities for events.

✓ Develop a plan for alternative access routes into downtown to alleviate congestion.

✓ Develop new public spaces, such as plazas, pocket parks, and outdoor gathering areas.





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