



Hogansville
d o w n t o w n m a s t e r p l a n



MASTER PLAN OVERVIEW

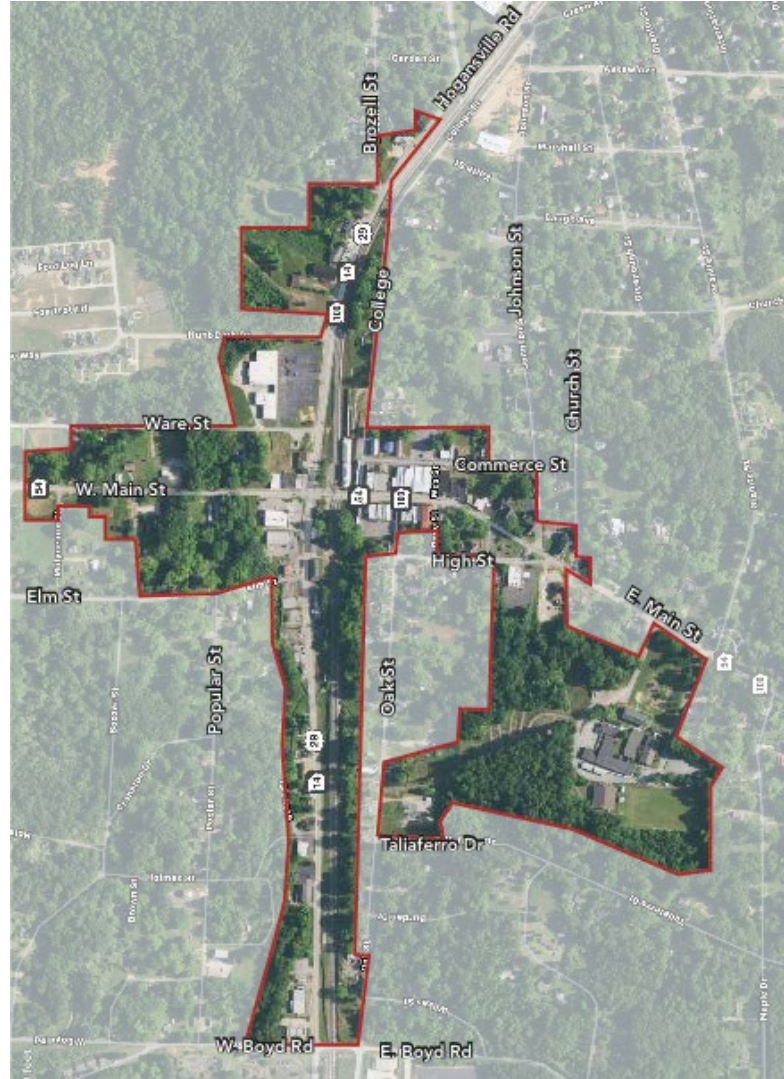
- Market Study
- Sidewalks and Streetscapes
- Connectivity and Accessibility
- Urban Design and Building Facades
- Public Space and Green Space
- Land Use and Zoning
- Programming and Events
- Public Art



MASTER PLAN SCHEDULE

OCTOBER	Stakeholder Interviews, Baseline Conditions
NOVEMBER	Public Forum #1
DECEMBER	Initial Recommendations
JANUARY	Public Forum #2
FEBRUARY	Draft of Master Plan
MARCH	Final Draft of Master Plan

STUDY AREA

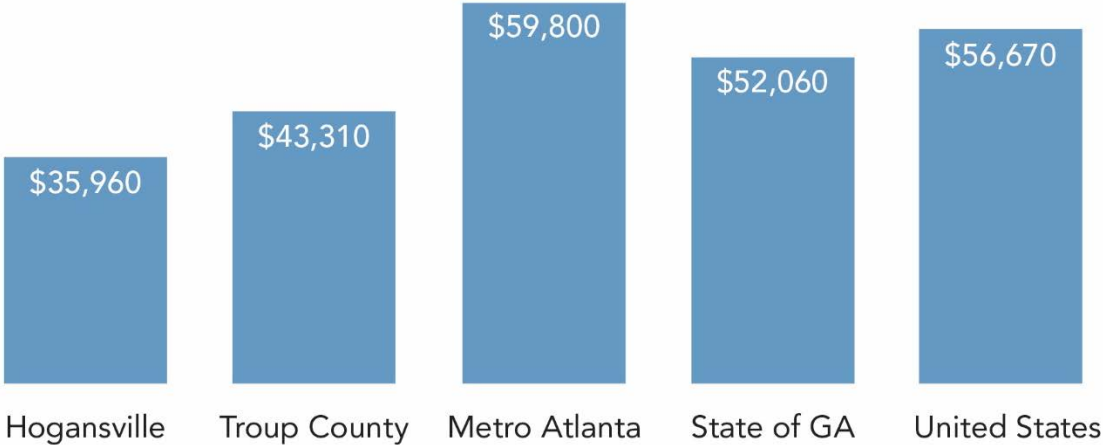


Downtown Hogansville Dollars and Cents

Population	City of Hogansville
2000 Census	2,783
2010 Census	3,060
2017 Estimate	3,203
2022 Projection	3,264
Median Household Income	\$35,960

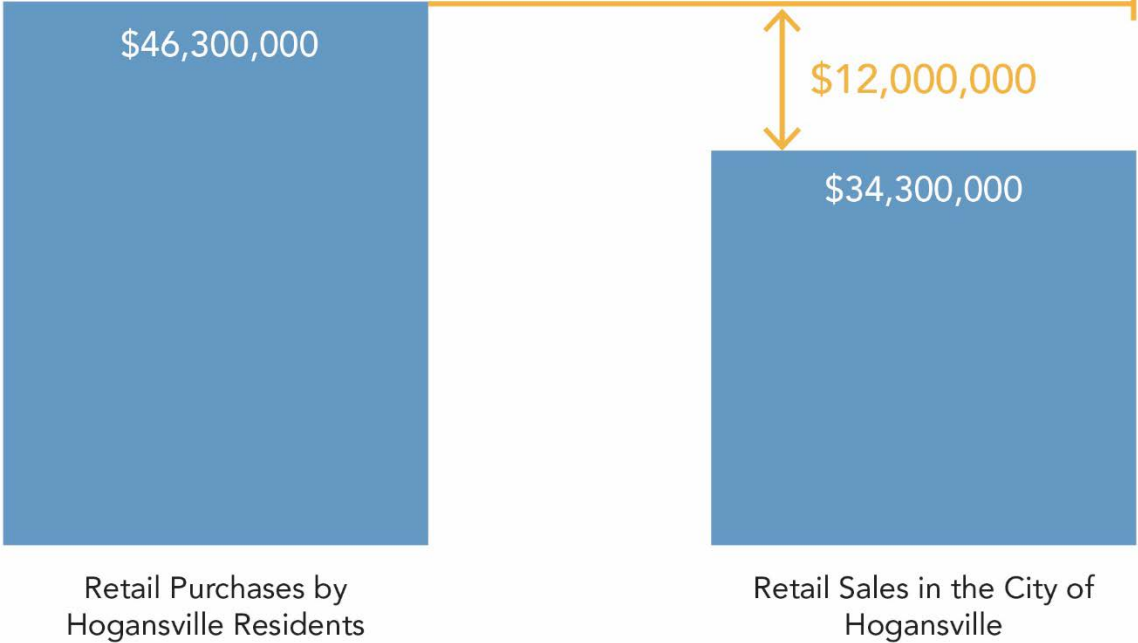
Source: Claritas and Village Green Consulting

2017 Estimated Median Household Income



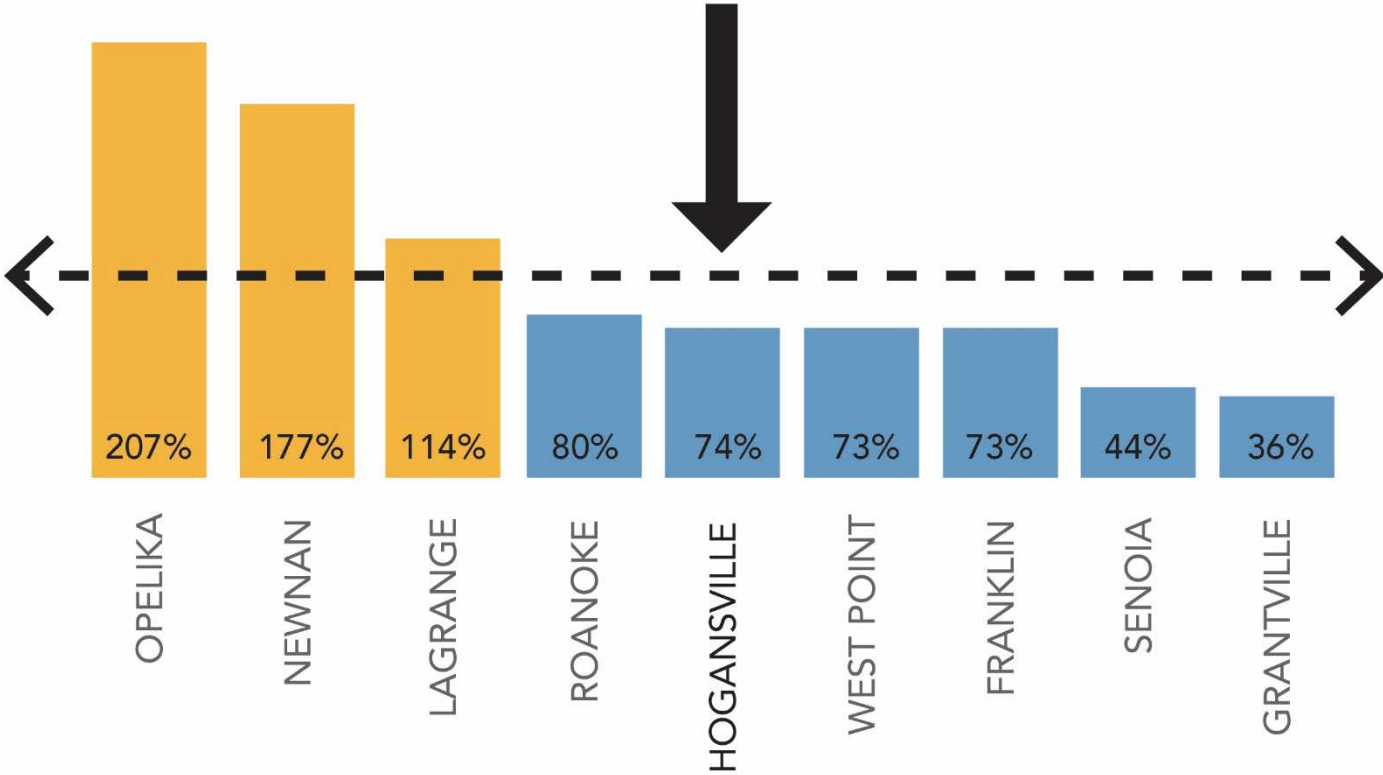
Source: Claritas and Village Green Consulting

Retail Opportunity Gap



Source: Claritas and Village Green Consulting

Local Retail Sales vs. Local Retail Demand



Source: Claritas and Village Green Consulting

Downtown Hogansville Market Challenges and Assets

Challenges

- The population of the local community is fairly small.
- There is not a critical mass of large retailers to attract customers from outside of the community.
- Median household income in the City of Hogansville is too low to support a great deal of discretionary retail spending.
- Many of the downtown buildings are larger than necessary for typical retail tenants.

Assets

- The historic downtown buildings are largely intact and structurally sound.
- The City of Hogansville, while located in a rural setting, is adjacent to areas with large and growing populations and significant disposable income.
- Existing catalyst businesses make Downtown Hogansville uniquely situated to become a dining and shopping destination.

Convenience Retail



Destination Retail



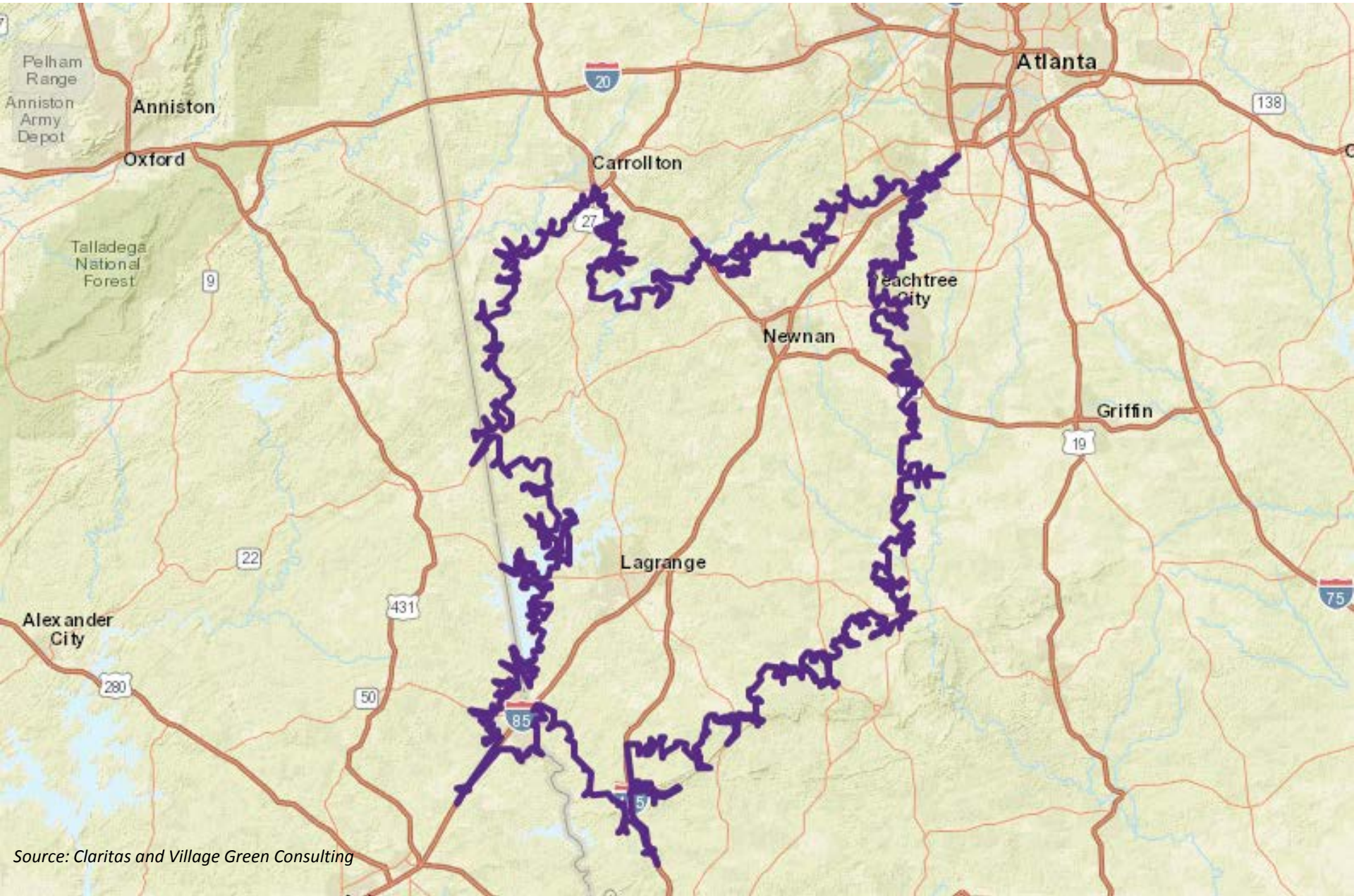
Convenience Retail

- Purchases are made closer to home
- Purchases are made more frequently
- Retailers can be supported by a smaller population
- Lower-cost items
- Selling commodities that are necessary for everyday life

Destination Retail

- Customers are willing to travel out of their local community
- Retailers draw customers from a large trade area
- Purchases are made less frequently
- Higher-cost items
- Often are “luxuries” that require discretionary income

40-Minute Drive Time



Source: Claritas and Village Green Consulting

Population	City of Hogansville	40-Minute Drive Time
2000 Census	2,783	200,000
2010 Census	3,060	252,300
2017 Estimate	3,203	271,500
2022 Projection	3,264	286,400
Median Household Income	\$35,960	\$52,400

Source: Claritas and Village Green Consulting

Successful downtowns become a destination by selling an experience and should include:

- An emphasis on unique goods and services not commonly found in chain stores
- Interesting architecture and store design
- A curated mix of businesses that encourage cross-shopping
- Two to three “anchor” businesses
- A walkable environment
- Large-scale festivals
- Consistent programming and entertainment designed to increase sales volume
- A unique character that reflects the people, history, and culture of the community

In the modern economy, downtowns that flourish focus on providing for “wants” and not “needs.”

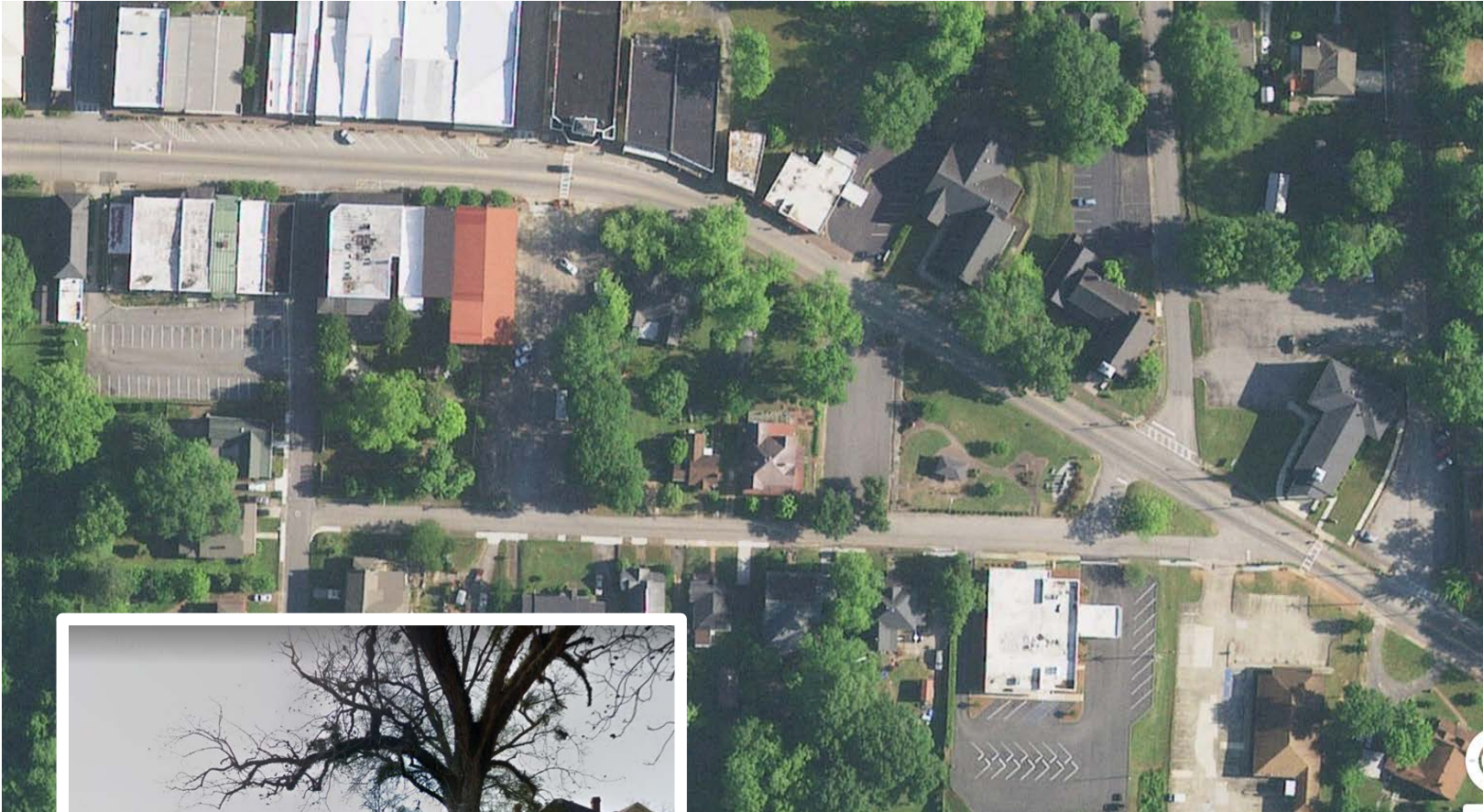
Big Ideas

IDEAS THAT SUPPORT DOWNTOWN AS A DESTINATION

Downtown Doors
Bird Gardens
Bird Feeders
Bird Baths
Bird Houses
Hummingbird Murals
Street Painting
Destination Eateries
Live Music
Performing Arts
Maker Spaces
Pedestrian Street
Consistent
Programming
Downtown Housing



TWO MORE IDEAS... HUMMINGBIRD PARK



TWO MORE IDEAS... HUMMINGBIRD PARK

HOGANSVILLE, GEORGIA

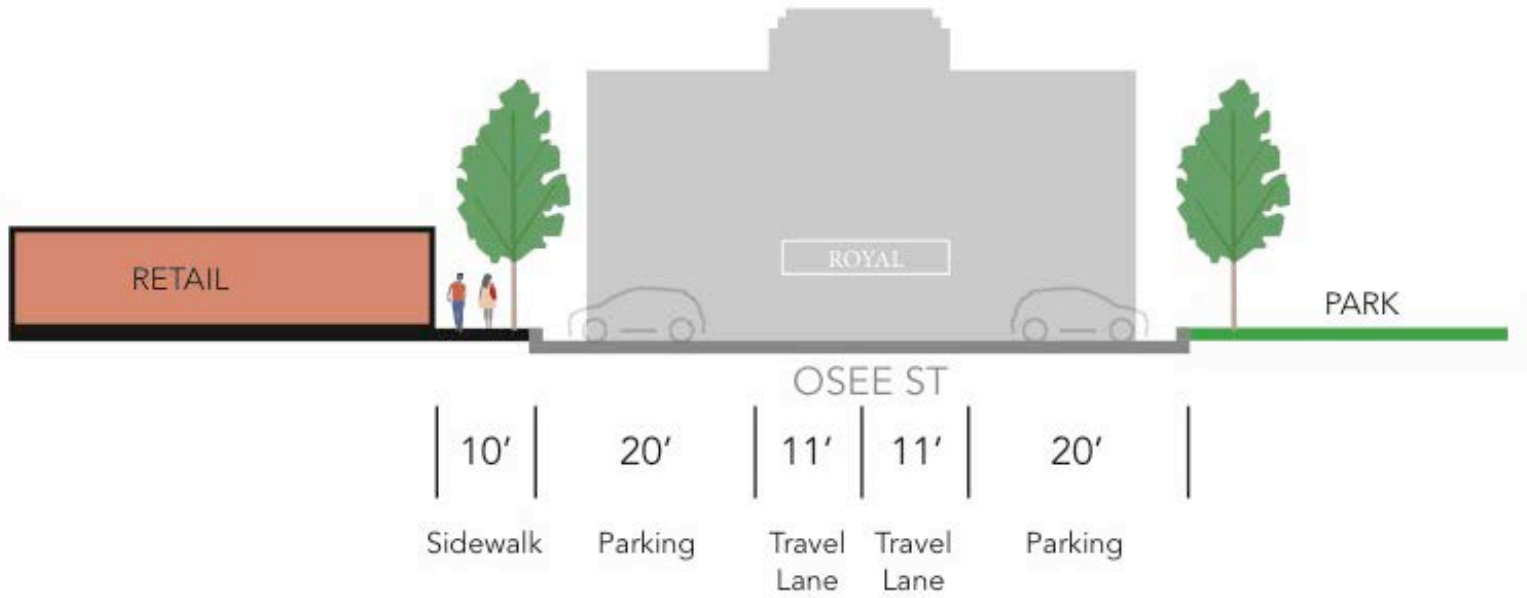
Hummingbird Park



TWO MORE IDEAS... HUMMINGBIRD PARK

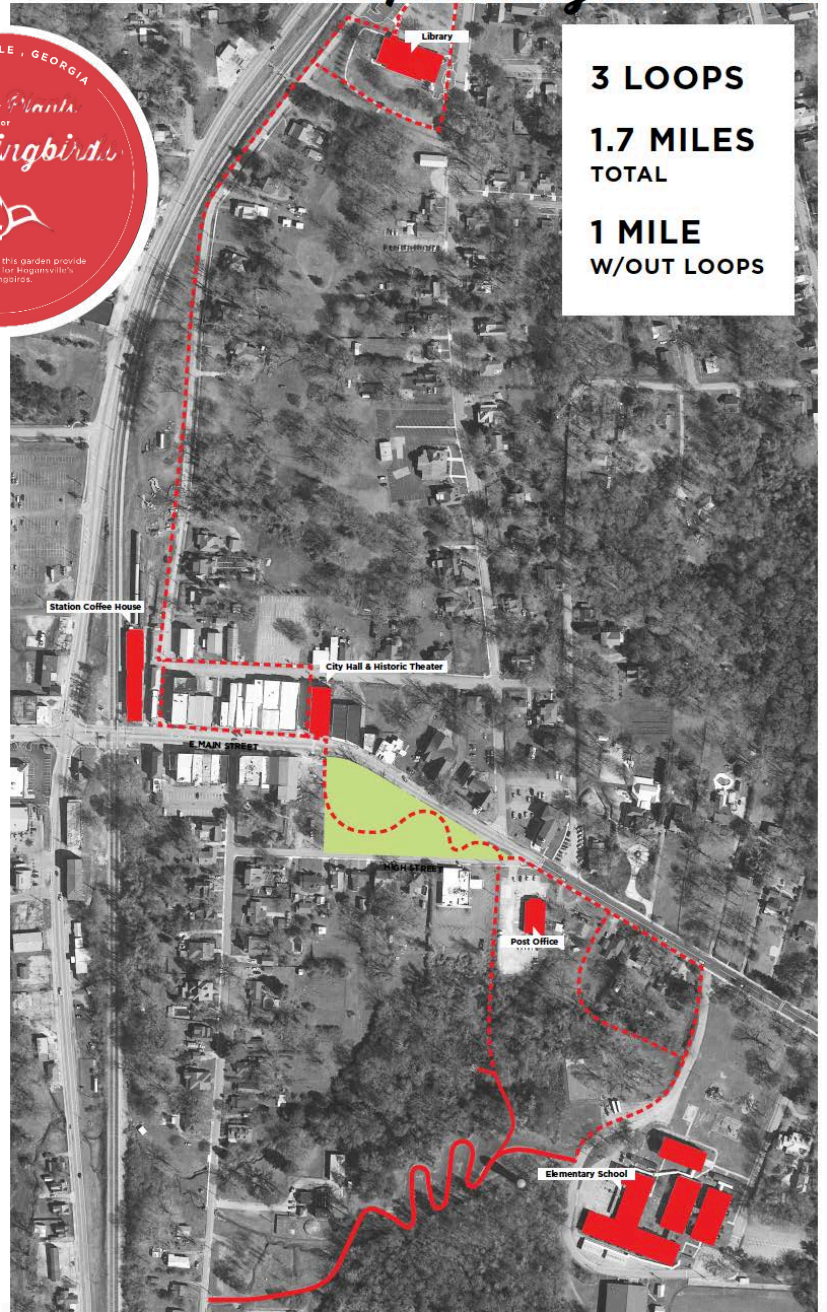
HOGANSVILLE, GEORGIA

Hummingbird Park



Hummingbird Park

TWO MORE IDEAS... HUMMINGBIRD TRAIL



3 LOOPS
1.7 MILES
TOTAL
1 MILE
W/OUT LOOPS

THEATER RESTORATION



The Next 10 Months





THE NEXT 10 MONTHS

- Apply for Rural Revitalization Zone designation
- Create a new Downtown Hogansville Zoning District that would replace the General Commercial Zoning and the Overlay Zoning and would allow for the recommendations of this plan to be implemented
- Paint the new trail on Commerce Street from the theater to the Depot
- Install movable bollards or gates at key locations on Commerce Street to help create the closed-street events
- Close Commerce Street on Market Day
- Determine feasibility of moving existing houses on the park to nearby available lots
- Develop promotional materials and guidelines for creating bird feeders, bird baths, bird houses, and bird gardens to distribute to downtown merchants, residents, and property owners
- Identify merchants, residents, and property owners willing to participate in the door painting initiative

THE NEXT 10 MONTHS

- Identify a site and secure funding for the creation of a Hummingbird mural along Main Street or Commerce Street
- Inventory buildings that can be split up into smaller spaces
- Utilize social media to promote downtown Hogansville in the area/region
- Develop a marketing package
 - To attract investors to invest in purchasing downtown real estate for purposes of redevelopment and implementation of this plan's recommendations
 - To attract makers, artists, and destination retailers to the downtown
- Create a downtown task force that develops an annual work program based on the recommendations of this plan and guided by the principles of DCA's Main Street Program
- Complete studies of theater renovation and analyze potential for new City Hall locations within the City of Hogansville

IMPLEMENTATION / TASK LIST

Project / Activity Description	Timeline			Cost Estimate	Funding Source(s)	Status	Reference Page in report
	Short	Medium	Long				
Historic Theater Restoration		X		See theater plan	Matching Grants, SPLOST	TBD	Page xx
Hummingbird Trail Extension	X						
Downtown Park Expansion			X				

Questions?