

**4. Recommendations
and Implementation**

Recommendations & Implementation

Overview

As detailed in the market analysis, Hogansville's greatest near-term economic opportunity for downtown is as a destination for its citizens as well as those in surrounding areas. To become a destination, a community must be special and different than other communities. Hogansville's downtown is currently special and different from other communities in that its built environment creates a charm noticeable by residents and visitors, alike. That built environment charm is created by these existing factors:

- small, walkable blocks & sidewalks
- historic structures (residential & commercial)
- on-street parking
- downtown park
- re-purposed historic theater
- re-purposed train depot

These seemingly simple built environment features of Hogansville's downtown remain from the City's origins as a bustling downtown of many businesses and which have been eradicated by redevelopment or disrepair in so many other Georgia cities. Hence the relative rarity of such an enjoyable downtown and peoples' interest in spending time in such a unique place.

Because Hogansville has an authentic downtown with an intact array of attractive built features, our recommendations focus on just a few central goals, aimed at enhancing and improving the economic impacts of these assets: enhance what the community already has, protect and appropriately reuse what already exists, and leverage an already recognizable community brand.

Our recommendations aim to achieve these goals through three types of activities, all which intersect with and support each other through:

- **PHYSICAL INVESTMENTS (I)** - such as redevelopment of the downtown park to provide more services; extending Tower Trail to the new library; and small, voluntary art improvements at individual properties (both commercial and residential).
 - **ECONOMIC AND MARKET INVESTMENTS (M)** - such as adding programming to get folks to downtown beyond just the Hummingbird Festival; returning the Royal Theater to a performance venue; and leveraging the successful Hummingbird Festival by featuring hummingbirds and the hummingbird theme throughout the town and Hogansville's marketing material.
 - **POLICY INVESTMENTS (P)** - such as revising pertinent sections of the City's zoning and building codes to permit different types of downtown residences, different types of business space, a variety of housing types, and minimizing parking requirements.
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Short Term Physical Investments

Overview

The team determined a list of 13 “Ideas for Making Downtown a Destination”, following up on the Market Analysis research determining the opportunities for downtown Hogansville. These ideas were decided on based on their minimal cost, easy to implement and powerful visual impact. Details for each intervention are detailed on the following pages.

- Downtown Doors
- Hummingbird Gardens
- Hummingbird Feeders
- Hummingbird Baths
- Hummingbird Houses
- Hummingbird Murals / Public Art
- Street Painting
- Pedestrian Street
- Destination Eateries
- Live Music & Performing Arts
- Maker Spaces
- Consistent Programming & Events
- Downtown Housing

Many items on the list utilize and enhance the already existing “Hummingbird” identity that Hogansville has based on its annual Hummingbird Festival in October and being on the hummingbird migration route.

This document denotes ‘Recommendation’ references in red numbering. Since it is a “Physical Investment Recommendation” it will be referenced in a Red color. Numbering starts with “5” following the first four Market Recommendations.

Recommendations

5 Downtown Doors

Work with commercial property and business owners to add color and creativity to the many doors that front on downtown. These doorways should be expressive, vibrant, and eye catching to visitors and customers. This is an inexpensive method with immediate eye-catching results. The impact is a livelier looking downtown, even if properties do not have an operating business.



6 Hummingbird Gardens

Establish new bird gardens throughout the Downtown area. Local businesses and residents should be empowered and encouraged to create bird gardens with their own unique expression. Creating official designation signs (example at right), becomes additional signage promoting the city's unofficial theme.



7 Hummingbird Feeders

Establish new bird feeders to be utilized throughout the Downtown area. Bird feeders should be creative and vibrant and should adorn the many buildings or yards (public or private) throughout the Downtown. Again, this option further embraces the city's unofficial theme and creates branding opportunities for the city.



Short Term Physical Investments

8 Hummingbird Baths

Establish new bird gardens throughout the Downtown area. Local businesses and residents should be empowered and encouraged to create bird gardens with their own unique expression.



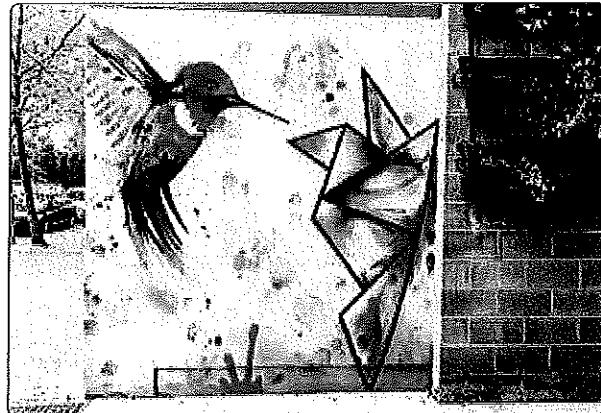
9 Hummingbird Houses

Encourage local businesses and residents to create bird houses wherever possible. Bird houses should be colorful and creative art pieces. As with the hummingbird habitat and bird feeder ideas, such a simple initiative creates tremendous branding opportunity. Tours and contests can be built around these installations.



10 Hummingbird Murals

Identify opportunities for new Hummingbird art murals throughout the Downtown. Focus on Hummingbird themed murals and provide them in highly visible locations. Partner with local artists to the greatest extent possible. These installations, unlike other ideas, would require cooperation with mainly commercial property owners.



Recommendations

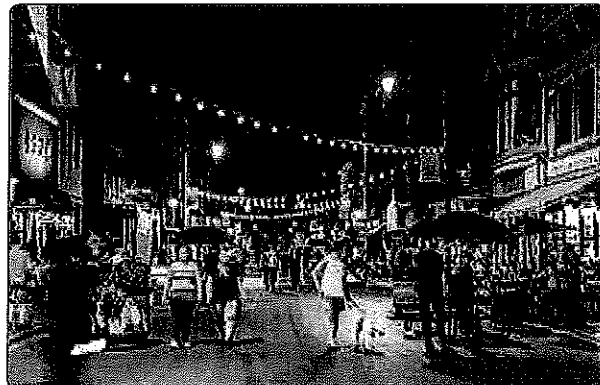
11 Street Painting

Utilize Commerce Street as a horizontal art mural and provide paintings and murals along the surface of the street. The art should change frequently and should be painted by local artists. Smaller festivals or day events could be created around the changing murals, increasing downtown programming as recommended elsewhere. This idea also may require government policy tweaks to permit. Should there be any concerns, temporary paint can be utilized.



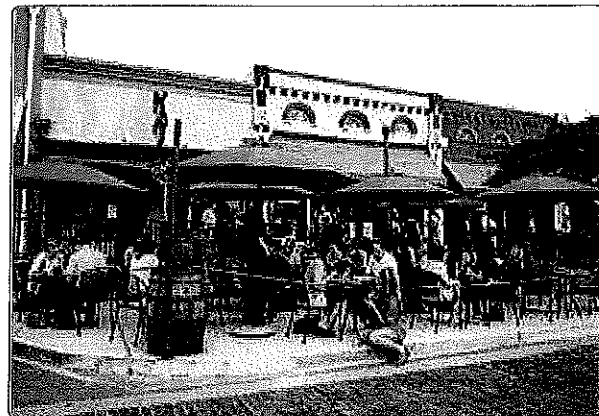
12 Pedestrian Street

Close Commerce Street from the back of the Royal Theater to the Depot to create a pedestrian street for displaying art, for live music and entertainment, for food and beverage sales, and for creating a walkable pedestrian night life. Begin with one weekend per month and consider expanding to every weekend. Utilize parking, policing, and advertising "lessons learned" from the Hummingbird Festival to ensure such events have mobility options and are safe.



13 Destination Eateries

Work with property owners to create an inventory of buildings that are viable for new eateries. Recruit successful establishments from other nearby communities to come to Hogansville. Adjust city zoning building and parking codes as needed to permit these uses and in, perhaps, smaller footprints. Allow outside dining and alcohol consumption. Work with existing establishments to relocate, stay, and help them thrive in downtown.



Short Term Physical Investments

14 Live Music & Performing Arts

Identify locations within the Downtown for live music and performing arts or artist display spaces. This can be in vacant or occupied buildings, in parks and open spaces, or on a closed-off Commerce Street. A venue does not need to be large to be successful. Utilize parking, policing, and advertising “lessons learned” from the Hummingbird Festival to ensure such events have mobility options and are safe.

This idea should align with performance offerings at a renovated Royal Theater or, be incremental support leading up to Theater renovations.



15 Maker Spaces

Work with property owners to create an inventory of buildings that are viable for new maker spaces. Recruit area makers and creatives to come to Downtown Hogansville. Eliminate code obstacles (zoning, building, and parking) that would prevent the location of businesses that involve light manufacturing and production within the Downtown.



Recommendations

16 Consistent Programming & Events

The DDA should identify a committee or other body of appropriate partners to own regular downtown programming. A calendar of events and happenings in downtown should be created with a goal of eventually having monthly events (music, festivals, theater performances, art displays, tours, etc.



17 Downtown Housing

Work with property owners to create an inventory of buildings that are viable for new downtown housing and to identify vacant parcels that are ripe for new housing development. Connect local builders to property owners to facilitate the creation of a new downtown housing stock. Address zoning, building, parking and permitting code revisions necessary to allow this to occur.



Longer-Term Physical Investments

Overview

Simultaneous to the execution of the “Short-Term Ideas”, there are several items of larger impact for the city to pursue. These projects were determined based on their overlap and support from the market analysis, along with the foundational understanding of the assets and challenges of the downtown. The efforts focus on enhancing the existing character and sense of place of Hogansville, while also providing new opportunities and economic vitality.

Included in these projects are:

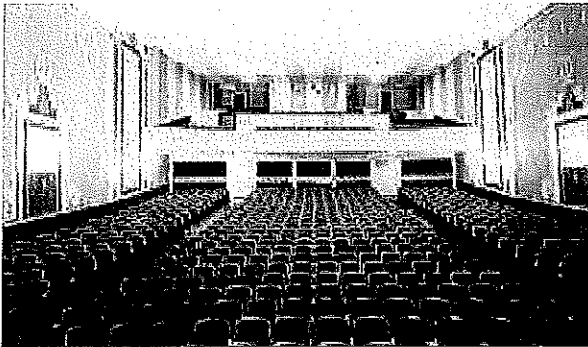
- Utilizing the Historic Royal Theater for Performing Arts Space
- Expanding the Tower Trail
- Reviving the City Park downtown
- Exploring Redevelopment Options at the Piggly-Wiggly
- Re-purposing the old PNC Bank building and the former City Library

This document denotes ‘Recommendation’ references in red numbering. Since it is a “Physical Investment Recommendation” it will be referenced in a Red color. Recommendation numbering starts with “18” following the first four Market Recommendations and the thirteen Short-Term Physical Investment Recommendations.

Recommendations

18 Utilize Historic Royal Theater

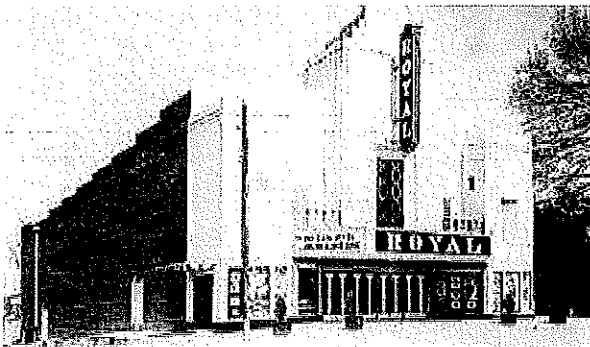
The historic Royal Theater is currently utilized as City Hall, but should be restored to provide a unique venue for community arts and entertainment offerings. Several Georgia communities have invested in reviving historic performance venues resulting in significant economic impacts. There are ample available buildings within the City of Hogansville and the downtown area to accommodate for relocation of City Hall's administrative offices and government functions. The historic Royal Theater is a truly unique and treasured building and as such the building should be re-purposed to become once again to provide a dynamic space for art and entertainment in the community. It is downtown's most significant built asset and the corner stone to a larger strategy of creating a destination economic future for the city.



Inside Royal Theater
Image via ChattahoocheeHeritage.org



Theater before facade renovation (1990)
Image via Bill Badzo on Flick'r



Theater at Opening in 1937;
Image via LaGrange Daily News

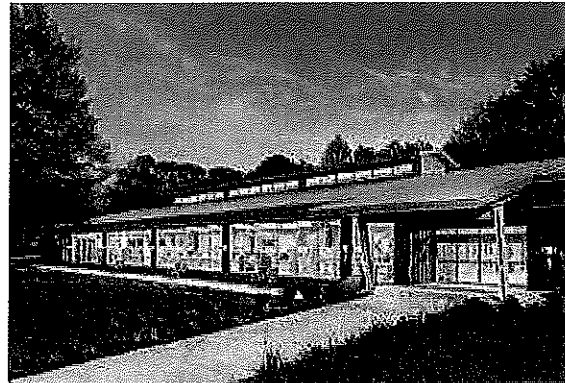


Theater at present day;
Image via steveartist on Flick'r

Longer-Term Physical Investments

19 Expand Tower Trail to “Hummingbird Trail”

Extend the existing Water Tower trail from the Water Tower through the Hogansville Elementary School campus, to Downtown Hogansville, and ultimately to the Hogansville Public Library, and consider renaming the trail to “Hummingbird Trail”. For portions of the path that travel through the Downtown and to the Library, the path can utilize existing sidewalks and/or street pavement to accommodate necessary width.



Recommendations

HOGANSVILLE, GEORGIA
Hummingbird Trail

3 LOOPS
1.7 MILES
TOTAL
1 MILE
W/OUT LOOPS

Native Plants
Hummingbirds

COMMENTS:
As a native plant, it is suitable for the
wild side of the trail.

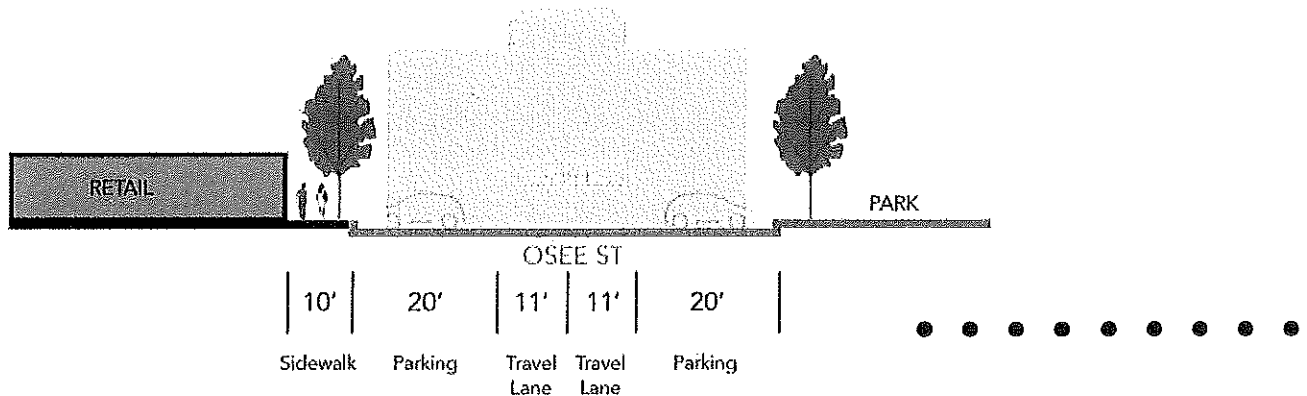
Yes

Handwritten notes and a wavy line are visible on the map.

Longer-Term Physical Investments

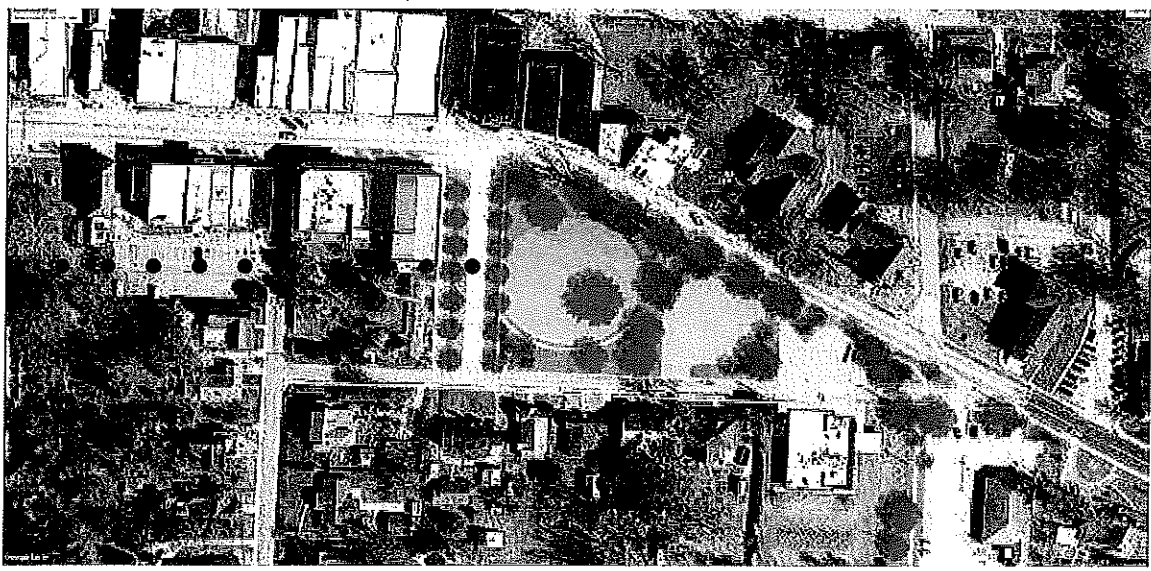
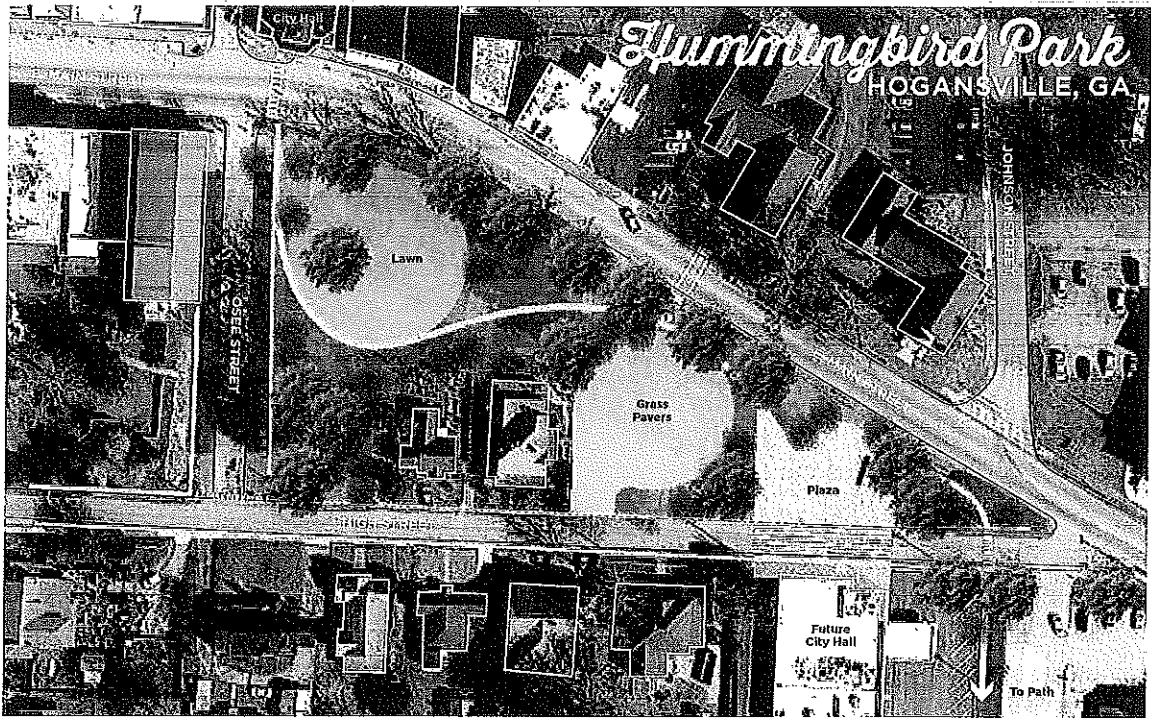
20 Revive downtown City Park

The existing downtown park should be expanded to create a grand park in the center of the historic downtown. To accommodate the larger park, the eastern most parking lot area should be removed, and the short segment of Ord Street should be absorbed into greenspace. Additional parking can be accommodated by striping for on-street parking on High Street and by making better use of Osee Street as an opportunity for additional parking. Nearby sites should be considered for receiving the existing structures that sit along the park edge. The new downtown park should be a beautiful focal point for the community and the location for community celebrations and events. Consider naming the newly expanded park "Hummingbird Park". Beloved aspects of the park such as its memorials would be retained. This recommendation to expand the functions of park space is not just for aesthetics, but also for function. As the general park area is currently broken up by Osee and Ord Streets, it provides limited recreation services.



Osee Street Section with new parking striped and wider sidewalks

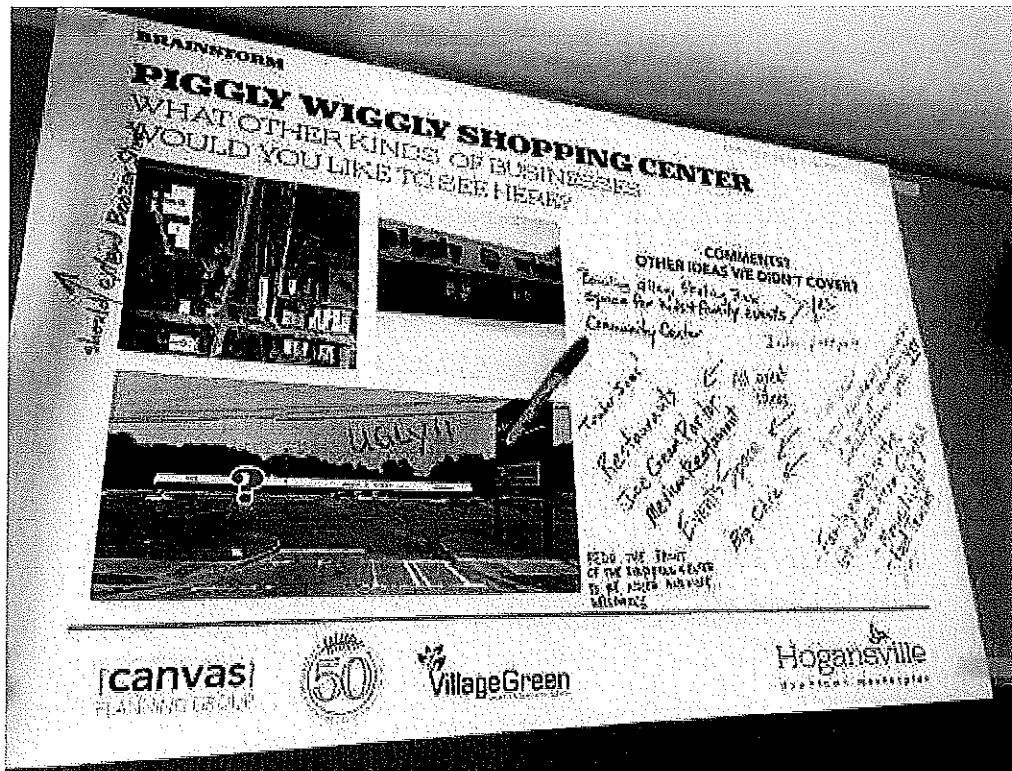
Recommendations



Longer-Term Physical Investments

21 Exploring Redevelopment at Piggly Wiggly

The existing retail strip mall that contains Piggly-Wiggly is just northwest of the downtown and off Highway 29. It was built in 1985, and, like many developments of this type, has seen decline over the years. Much of the building is vacant, but also understand that Piggly-Wiggly is utilized by the residents of Hogansville and a needed service. However, the parking lot is over-allocated and never entirely full, so there is the potential to re-envision a portion of this parcel to accommodate other needs, like multi-family housing (as mentioned in the Residential Market Analysis).



Recommendations



Potential locations for multi-family housing that fronts Hogansville Road and frames development a bit better.

Longer-Term Physical Investments

② Re-purpose old PNC Bank building and former City Library

The existing Downtown park should be expanded to create a grand central park in the center of the historic Downtown. To accommodate the larger park, the eastern most parking lot area should be removed, or utilize pervious pavers to accommodate cars only on occasion. Additional parking can be accommodated by striping for on-street parking on High Street and by making better use of Osee Street as an opportunity for additional parking. Nearby sites should be considered for receiving the existing structures that sit along the park edge. The new Downtown Park should be a beautiful focal point for the community and the location for community celebrations and events. Consider naming the newly expanded park "Hummingbird Park". Re-purpose old PNC Bank building and former City Library

Recommendations



Policy Investments

23 Create a Downtown Zoning District

Downtown Hogansville needs to support its existing, historic character through the creation of a new Downtown Zoning District. While the existing codes address some needs of downtown, this can further enhance and enforce the pieces that make Hogansville unique and special. Recommendations for language for this new zoning district are outlined on the following pages.

DOWNTOWN HOGANSVILLE - MIXED USE DISTRICT

Area, Yard, and Height

1. Minimum lot area – 2,500 square feet
 2. Minimum lot width at setback line – 25'
 3. Front yard
 - a. For single-family attached
 - b. None. See sidewalk requirements.
 4. Side yard – None when no windows are provided. When windows are provided, a minimum 3' side yard is required.
 5. Rear yard – None.
 6. Maximum building height – 45'
 7. Open space – Open space shall be provided on-site in an amount equal to a minimum of 10% of the lot area. The following components can be counted for the purposes of meeting the open space requirement:
 - a. Sidewalks located on private property
 - b. Plazas and squares
 - c. Parks and gardens
 - d. Landscaped areas
 - e. Rooftop lounges and gardens
 - f. Balconies with a minimum external standing room area of 15 square feet
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Recommendations

Permitted Uses

- Retain Sec. 102-502. Exception for permitted special events
- Accessory uses
- Arts, entertainment
- Assembly, theater
- Bed and breakfast
- Child care
- Commercial
- Drugstores, pharmacies
- Garden centers and nurseries
- Grocery/general merchandise
- Hotel
- Jewelry store
- Laundry, pickup and dry clean services
- Library
- Light manufacturing and production uses
- Medical, clinical
- Municipal and civic institutions
- Office, studio
- Parking lot or garage, commercial
- Physical therapy, massage therapy, beauty salon
- Places of worship
- Recreation, fitness, health
- Repair services
- Residential (Single-family detached dwellings, single-family attached dwellings, multi-family dwellings, multi-family dwellings with ground-floor non-residential uses)
- Restaurant, bar
- Retail
- Schools and colleges
- Veterinary clinic/animal hospital/grooming

Policy Investments

Sidewalks

1. Sidewalks shall be required along the edge of all public streets, except for the south side of Commerce Street which shall not be required to have sidewalks.
2. Sidewalk dimensions, materials, and street furniture requirements shall match the predominant pattern of the sidewalk that exist along a parcel's block face.

Civic Design

1. Drive-through uses. Drive-through service windows and drive-in facilities are prohibited.
 2. Fences and walls.
 - g. For entirely residential uses: Fences and walls shall not exceed 42 inches in height when located between the primary building and the street.
 - h. For outdoor dining: Fences and walls shall not exceed 42 inches in height when located between the primary building and the street. Such fencing shall not be permanently affixed to the sidewalk and just remain mobile and movable when not in use.
 - i. For all other uses: Fences and walls are prohibited from being located between the primary building and the street. Fencing located in side and rear yards shall not exceeding 8' in height. 10. No barbed wire, razor wire, chain link fence or similar elements shall be visible from any public street or sidewalk.
 3. Loading. On-site loading areas are not required. Where provided, loading areas shall be located to the rear or side of a structure.
 4. Neighborhood scale. When located adjacent to a residential district, development shall be designed to scale down to a similar size, massing, height and appearance as the adjoining residential area.
 5. Outdoor dining. Outdoor dining shall be permitted within the sidewalk provided a 4' clear zone is preserved for pedestrian mobility along the sidewalk.
 6. Pedestrian entrances. The primary pedestrian entrance for pedestrians to access all sidewalk level uses and business establishments with public or private street frontage shall be located on the building's primary façade and shall face and be visible from the public street.
 7. Planning Commission approval. All commercial development shall be approved by the planning commission in regard to theme, color and scale of development.
 8. Sidewalk displays. Retain Sec. 102-503. Sidewalk displays of merchandise.
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Recommendations

9. Single-family conversion. Existing single-family residences which are converted to commercial uses shall maintain a residential appearance.
10. Vending. All vending machines or any other items for sale within the downtown business overlay district shall be located fully within enclosed buildings.
11. Window fenestration. Sidewalk-level and ground-floor window fenestration shall be provided for a minimum of 65 percent of the length of all building street frontages. Fenestration shall not utilize painted glass, reflective glass or other similarly treated or opaque windows. Entrances may be counted towards fenestration requirements.

Parking

1. Bike parking.
 2. Curb cut widths. Driveway and curb cut widths shall be 24 feet for two-way entrances and 12 feet for one-way entrances.
 3. Garage placement. Garages, where provided, shall be recessed and located a minimum distance of 20' behind the façade of the primary structure it is associated with.
 4. Landscaping. In a parking lot with over ten spaces, landscaped parking islands are required to preserve the aesthetic value of the area.
 5. Main Street access. Curb cuts and driveways shall not be permitted on Main Street when access may be provided from a side or rear street.
 6. No parking Required. No on-site parking is required for uses within this District.
 7. Parking lots in front of buildings. Surface parking lots are prohibited from being located between a building and the directly adjacent street.
 8. Sidewalk paving in driveways. Driveways shall have a band of textured concrete adjacent to the street which is in-line with and equal in width to the sidewalk to demarcate the sidewalk across the driveway.
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Market Recommendations

Overview

This **Implementation** section of the plan outlines the pertinent details that will provide guidance to implement the overall Hogansville Downtown master plan. Responsible entities are highlighted; budgets estimated and projected time lines are provided. The result is a broad set of resources that can guide Hogansville towards bringing the plan to life.

Some of the methods and processes for implementation are easy and able to be achieved quickly - within the next year or before the next Hummingbird festival. Other mechanisms and schedules will be more challenging and will necessitate the involvement of many agencies or partners and multiple funding streams over several years. Other aspects of implementation can take up to more than 10 years to achieve, owing to the need for the initial recommendations of the plan to be implemented within the community in order to then be utilized as a foundation. City-funding sources are always limited but private funding sources could be available through organizations that provide grants for sustainability causes, which would enable funding of certain projects to occur faster than normal. The time frames assigned to each of the recommendations in the tables of this section are identified as follows:

Short-term - 0-10 months - by the next Hummingbird Festival

Mid-term - 1- 10 years; and

Long-term - 10 + years

Implementation Charts

Project / Activity Description	Timeframe			Potential Partnerships	Cost Estimate	Funding Source(s)	Page Ref.
	Short	Medium	Long				
1. Attracting customers from a broader region	x	x		DDA, City of Hogansville, Pioneer Group	varies	DDA	58
2. Curate a mix of businesses to create a regional destination	x	x		DDA, City of Hogansville, Pioneer Group	varies	DDA, private	59
3. Encourage additional downtown housing		x -2022	x	DDA, City of Hogansville, Troup County	varies	DDA, private	60-61
4. Retrofit building to match current downtown market.		x	x	DDA, Housing Authority, Property owner(s), ULI	varies	CDBG, DDA, private	60-61

Short Term Physical Investments

Project / Activity Description	Timeframe			Potential Partnerships	Cost Estimate	Funding Source(s)	Page Ref.
	Short	Medium	Long				
5. Downtown Doors	x -12 months			DDA	\$100/door	Property Owners / Tenants	
6. Bird Gardens	x -12 months			DDA	\$50/garden	Property Owners / Tenants	
7. Bird Feeders	x -12 months			DDA	\$25/feeder	Property Owners / Tenants	
8. Bird Baths	x -12 months			DDA	\$50/bath	Property Owners / Tenants	
9. Bird Houses	x -12 months			DDA	\$25/house	Property Owners / Tenants	
10. Hummingbird Murals		x -12-24 months		DDA	\$5000-\$7500	DDA, Community Foundations	
11. Street Painting	x -12 months			DDA	\$2500	DDA, Community Foundations	

Implementation Charts

Project / Activity Description	Timeframe			Potential Partnerships	Cost Estimate	Funding Source(s)	Page Ref.
	Short	Medium	Long				
12. Pedestrian Street	X -12 months			DDA, City of Hogansville	\$5000	City of Hogansville	
13. Destination Eateries (promo materials)	X -12 months			DDA	\$500	DDA	
14. Live Music & Performing Arts		X -12-24 months		DDA	\$2400 (\$200/month) for music	DDA, Community Foundations	
15. Maker Spaces (promo materials)	X -12 months			DDA	\$500	DDA	
16. Consistent Programming		X -12-24 months		DDA, City of Hogansville	\$3600-\$4800 (300+/month)	DDA, SPLOST	
17. Downtown Housing		X 2022		DDA, City of Hogansville	varies	DDA	

Longer Term Physical Investments

Project / Activity Description	Timeframe			Potential Partnerships	Cost Estimate	Funding Source(s)	Page Ref.
	Short	Medium	Long				
18. Historic Theater Restoration	x	x	x	DDA, City of Hogansville, Troup Co. School System	see theater consultants documentation	DCA, SPLOST	
19. Hummingbird Trail Extension		x -48 months	x	DDA, City of Hogansville, Troup County	\$850,00	CDBG , SPLOST	
20. Downtown Park Expansion		x -60 months	x	DDA, City of Hogansville, Troup County	\$1.5 million	SPLOST	
21. Exploring Redevelopment at Piggly Wiggly		x	x	DDA, Housing Authority, Property owner(s), ULI	need more info	CDBG, DCA	
22. Re-purpose old PNC Bank building and former City Library		x	x	DDA, City of Hogansville	need more info	SPLOST, Private	

Implementation Charts

Project / Activity Description	Timeframe			Potential Partnerships	Cost Estimate	Funding Source(s)	Page Ref.
	Short	Medium	Long				
23. New Downtown Zoning District		x		DDA, City of Hogansville	---	--	80-83

