

Greater Dalton

Urban Revitalization Plan



LOOKING
FORWARD

APRIL 2024

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Chapter 1

Introduction

Project Description

The Whitfield County Board of Commissioners (BOC) and the City of Dalton, in coordination with the Dalton Housing Authority and the broader Dalton-Whitfield community, has undertaken the development of this Greater Dalton Revitalization Plan. This page provides an introductory overview of the importance of creating a Revitalization Plan for the selected area.

THIS PLAN IS KEY TO ATTRACTING NEW INVESTMENT TO THE AREA

Revitalization Plans are tools for focusing public policy and future public investments with the goal of bringing revitalization and economic growth to a focused area of a community. By generating this plan, the governing authorities and the broader community can leverage it to attract new investment into the targeted area and incentivize strategic economic development. Areas across Georgia have successfully used Revitalization Plans to attract millions of dollars of investment into new developments that have improved the quality of life of area residents and stakeholders. This plan is an exciting opportunity to do this same thing in the Greater Dalton area.

THIS PLAN IS JUST THE BEGINNING OF THE PROCESS

The creation of this Revitalization Plan represents just the beginning of a longer process to bring new development, investment, and transformation to the selected geographic area. Each of the recommendations of this plan will require further discussions amongst developers, community members, community leaders, and all pertinent stakeholders in order to fully bring the vision of this plan to life.

THIS PLAN IS A FLEXIBLE FRAMEWORK

The recommendations of this plan represent a guiding framework for the revitalization of the community. The overarching goals and vision of improved quality of life are essential to the plan and as such should not be changed or lessened in any way. The methods and specific plan recommendations may be adjusted over time as stakeholders and partners work to bring this plan to life. In this way, the plan is a flexible framework for future decision making and investment that serves to guide area partners and developers towards the primary goals of bringing investment, revitalization, and improved quality of life to the Greater Dalton Community.



Chapter 2

Existing Conditions

Study Area Boundaries

The Greater Dalton Revitalization Plan Area is an area centered around the City of Dalton bound by the Bypass (A.K.A. State Route 3/US 41) to the north, south, and east, and I-75 to the west. The area includes a parcel owned by the Dalton Housing Authority and this plan serves as a vital resource for establishing a quality community framework plan that supports the future redevelopment of the area, including the site of the Dalton Housing Authority. The Plan Area is defined by undeveloped land, low-density retail and commercial uses, and the location of many public elementary, middle, and high school campuses. The Plan Area encompasses a major Dalton-Whitfield area employment and employment training centers including the Medical District, Downtown Dalton, Dalton State College, and Georgia Northwestern Technical College. The Plan Area is further aided by the presence of Whitfield County Transit that provides a direct connection between the selected area and the broader Dalton-Whitfield community.

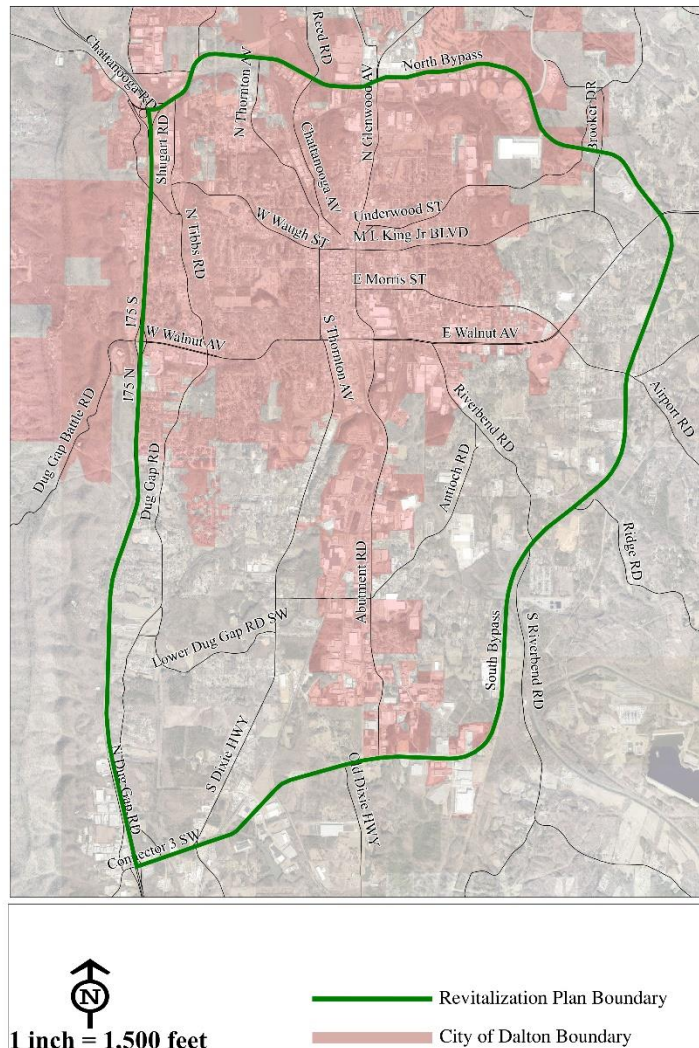


Figure 1: Plan Area Boundary

Comprehensive Plan: Current Land Use

The Current Land Use map from the Joint Dalton-Whitfield-Varnell Comprehensive Plan designates the Plan Area as a variety of Land Use classifications. The majority of the area is designated as residential, reflecting the significant presence of public schools. The area along major corridors is designated as Commercial and Manufacturing, reflecting the existing commercial and industrial nature of these thoroughfares. The area outside of the Plan Area is designated as rural and emerging suburban, reflecting the stabilized low-density single-family neighborhoods that border the Plan Area.

Current Land Use

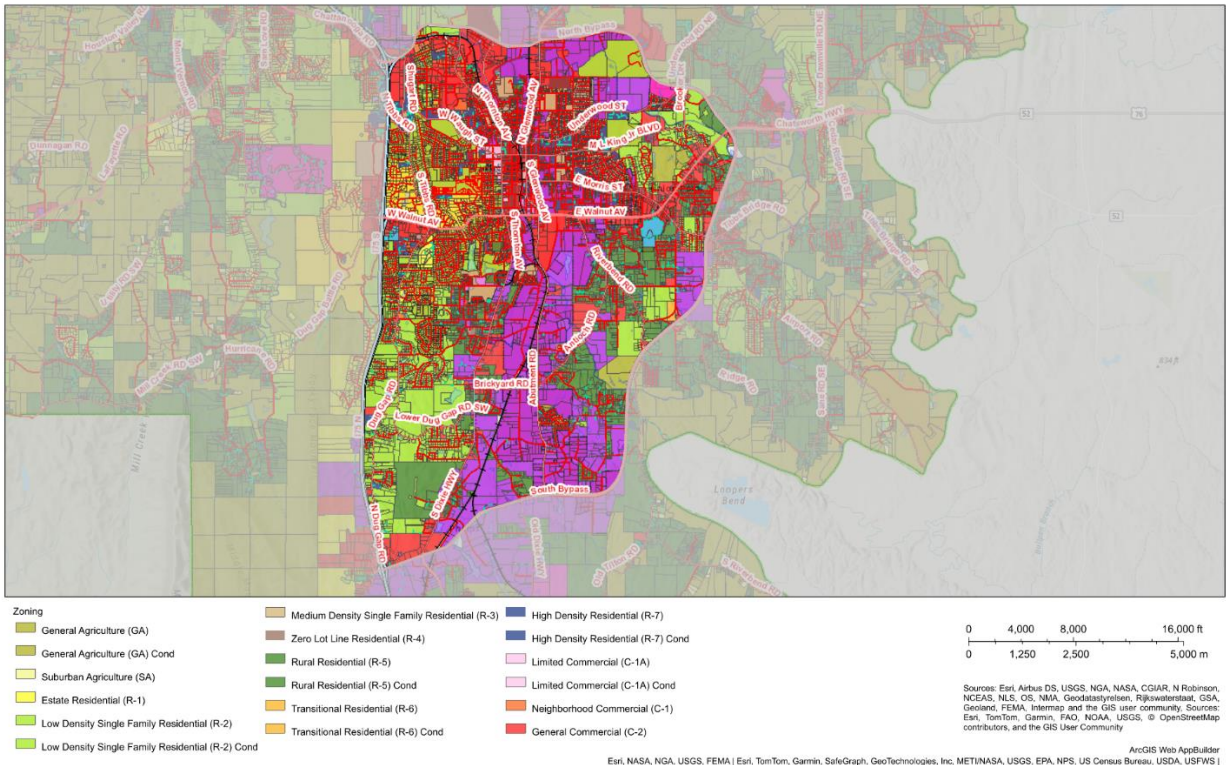


Figure 2: Current Plan Area Land Use

Comprehensive Plan: Land Use Policies

In areas where there is a precedent for commercial and professional office development, commercial and professional zoning should be limited to a radius of approximately 1,500 feet from the center of intersections, and to a strip not more than 500 feet deep, if appropriate. For purposes of this policy, the applicable roads include those identified as Urban Minor Arterial and Urban Collector on the most up-to-date version of the Highway Functional Classification Map for Whitfield County, Georgia prepared by the Georgia Department of Transportation in accordance with Federal Highway Administration guidelines.

There will be instances in which an existing residential structure is proposed for adaptive reuse as a professional office or neighborhood commercial. This will most often happen in older neighborhoods and at intersections that are transitioning from residential to non-residential use. Where such property is located within the 1,500-foot radius of such intersections, the rezoning may be appropriate under the following conditions:

- The zoning or development is restricted to the subject parcel,
- The existing residential structure can be adaptively reused without drastically changing the exterior appearance,
- Required off-street vehicle parking and loading areas are located in a side or rear yard, and Required parking is appropriately buffered from adjoining residential uses.

Guiding Policy: Encourage Quality Growth as a Development Option

Quality growth, or the application of some quality growth features, is a development option that would be suitable for vacant sites in rapidly growing parts of the plan area, or on infill or redevelopment sites.

According to the Georgia Department of Community Affairs, some of the key features of communities or developments embracing quality growth are the following:

- The community is relatively compact, with densities matching those of older neighborhoods. The typical residential lot in Georgia is 1/4 acre in size.
- An attractive urbanized area that serves adjoining neighborhoods. The area is pedestrian-friendly, has residences over shops and places where people can gather to talk, recreate or hold special events.
- Houses are located near the street and many have large front porches. Garages are located to the rear and accessed by alleys.
- Garage apartments or accessory living units are encouraged as a means of providing affordable housing.



Comprehensive Plan: Community Goals

The BOC and City of Dalton envisions a transformed region that is representative of their collaborative, active, caring, innovative, interconnected, and community-mindedness. Addressing housing and infrastructure challenges now is critical for the future as the region prepares for new development to accommodate economic resurgence and opportunities for all people in a way that remains consistent with its community aspirations, climate targets, and safety standards. Goals of the Comprehensive Plan are below:

Goal 1: Regional Identity

Regions should promote and preserve an “identity,” defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.

Goal 2: Infill Development

Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

Goal 3: Growth Preparedness

Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

Goal 4: Environmental Protection

Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

Goal 5: Appropriate Business

The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.

Goal 6: Heritage Preservation

The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community’s character.



Goal 7: Educational Opportunities

Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.

Goal 8: Regional Cooperation

Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources.

Goal 9: Employment Options

A range of job types should be provided in each community to meet the diverse needs of the local workforce.

Goal 10: Transportation Alternatives

Alternatives to transportation by automobile, including mass transit, bicycle routes and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.

Goal 11: Open-Space Preservation

New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors.

Goal 12: Housing Opportunities

Quality housing and a range of housing size, cost, and density should be provided in each community, to make it possible for all who work in the community to also live in the community.

Goal 13: Sense of Place

Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.

Goal 14: Traditional Neighborhood

Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.



Goal 15: Regional Solutions

Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.

Applying the Comprehensive Plan

The Greater Dalton Revitalization Plan utilizes the 2024-2028 Comprehensive plan to analyze existing conditions, generate a framework for future development, develop strategies for senior citizens to age in place, and proposes connectivity for the community's past with a vision for the future. In order to address affordable housing, in cooperation with the Comprehensive Plan, the following should be accomplished in the plan area:

Single Family Residential Projects

- Homeownership training through a home ownership center that prepares families and individuals for homeownership, as it compares to renting.
- Financing and development subsidies that encourage non-profit and for-profit development and leverages the involvement of conventional lenders.
- Mixed-Income development that attracts a range of household incomes.
- Rehabilitate and replace substandard housing with an appealing and affordable mixture of housing types.

Multi-Family Residential Projects

- Higher density housing (such as 2 and 3 story multi-family apartments, townhomes, and senior citizen housing) is proposed on vacant lots, with similar zoning.
- Increase multi-family development through the adaptive reuse of older buildings.
- Rehabilitate, produce, and/or redevelop affordable rental housing.

Mixed Use Projects

- Project Development Areas that are located within close proximity to the downtown business district are ideally suited for small apartment complexes, townhouse developments, and the development of neighborhood retail districts.
- Retail districts will feature ground floor retail and apartment located at the 2nd floor levels.



Comprehensive Plan: Stimulus Nodes

The Comprehensive Plan has established a forward-looking vision for the preferred location for the creation of new economic Stimulus Nodes. Stimulus Nodes are areas where increased investment in residential and mixed-use development is most desirable.

Comprehensive Plan: Bike-PED Plans

The Comprehensive Plan contains a Proposed Trails and Bike Lane Network Map, delineating proposed future investments into bike and pedestrian transportation infrastructure. This Bike-Ped plan contains plans for a proposed pedestrian route in the center of the Revitalization Plan Area. This proposed route is also connected to the existing infrastructure that runs through the Dalton-Whitfield community.

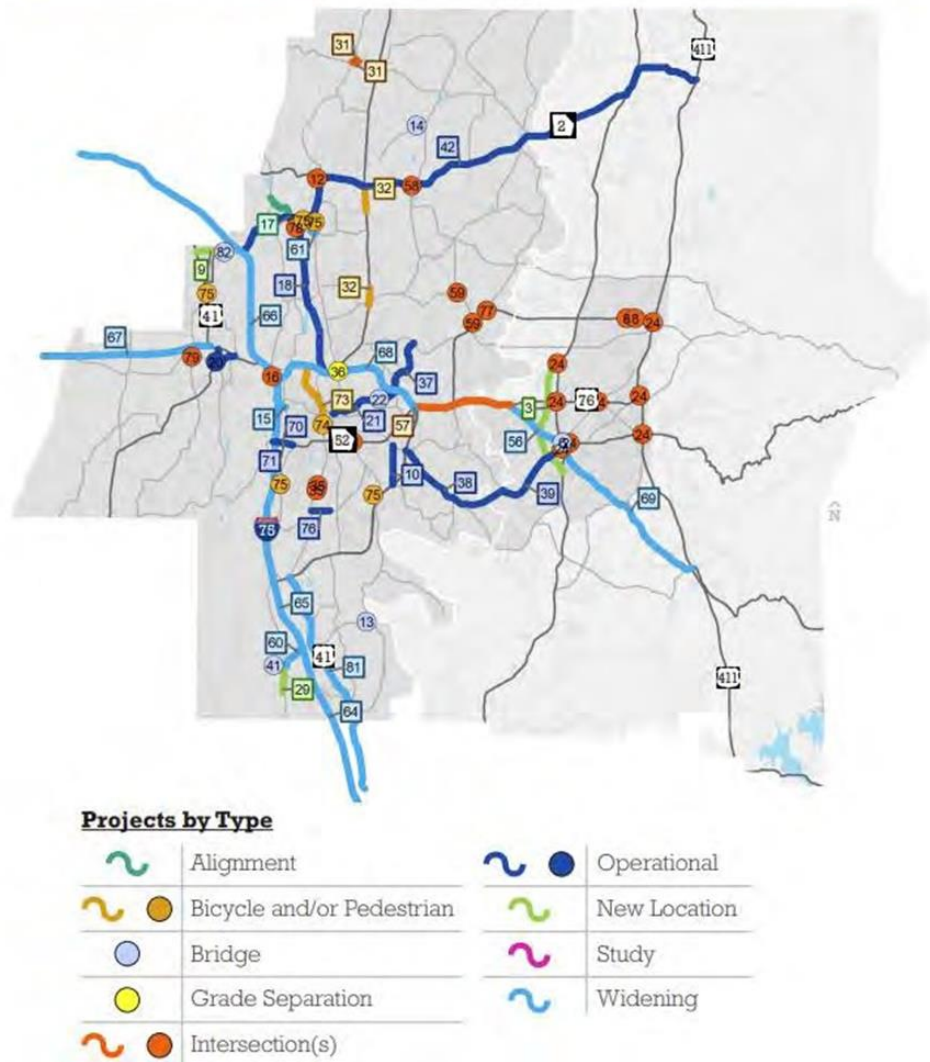


Figure 3: All Proposed Bike-PED Plans

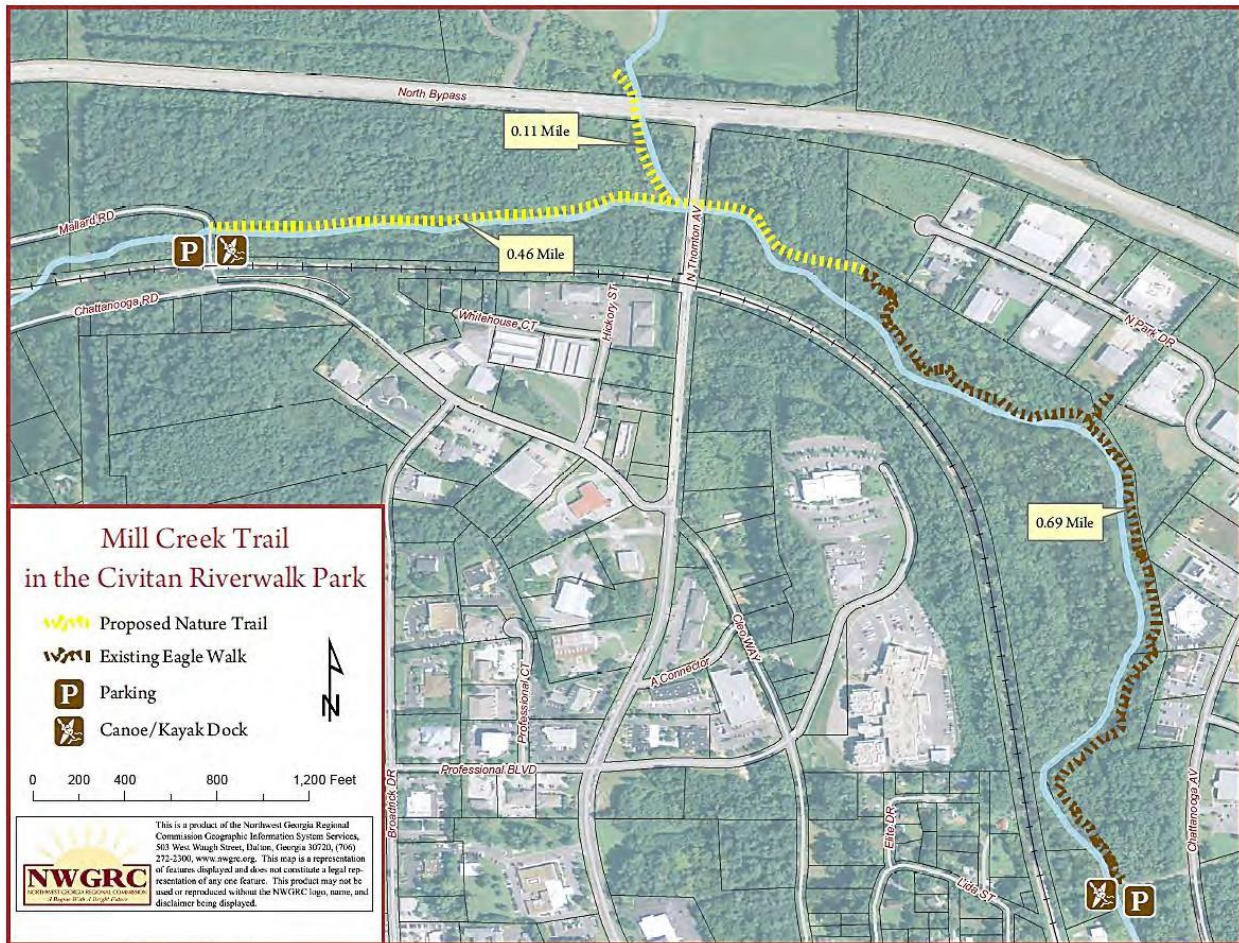


Figure 4: Mill Line - PED/Bike Trail

Comprehensive Plan: Educational Resources

The Greater Dalton Revitalization Plan Area is characterized by a large presence of educational opportunities. The local public school system is represented by the presence of Brookwood Elementary School, Westwood Elementary School, Blue Ridge Elementary School, City Park Elementary School, Roan Elementary School, Park Creek Elementary School, Dalton Junior High School, Dalton High School, Dalton Academy, Eastside Elementary School, Antioch Elementary School, Eastbrook Middle School, Southeast Whitfield High School, and North Georgia College & Career Academy. In addition to these public-school resources within the Plan Area, Dalton State College and Georgia Northwestern Technical College are adult education resources located within the Plan Area and provide viable continuing education opportunities to the Plan Area.



Comprehensive Plan: Employment Resources

The Greater Dalton Revitalization Plan Area is conveniently proximate to multiple of the Dalton-Whitfield community's major employment centers. The below summary provides a snapshot of the area's major employment nodes, and it is important to note **all** employment nodes are accessible by the public transit system directly throughout the Greater Dalton Revitalization Plan Area.

Employment Resources

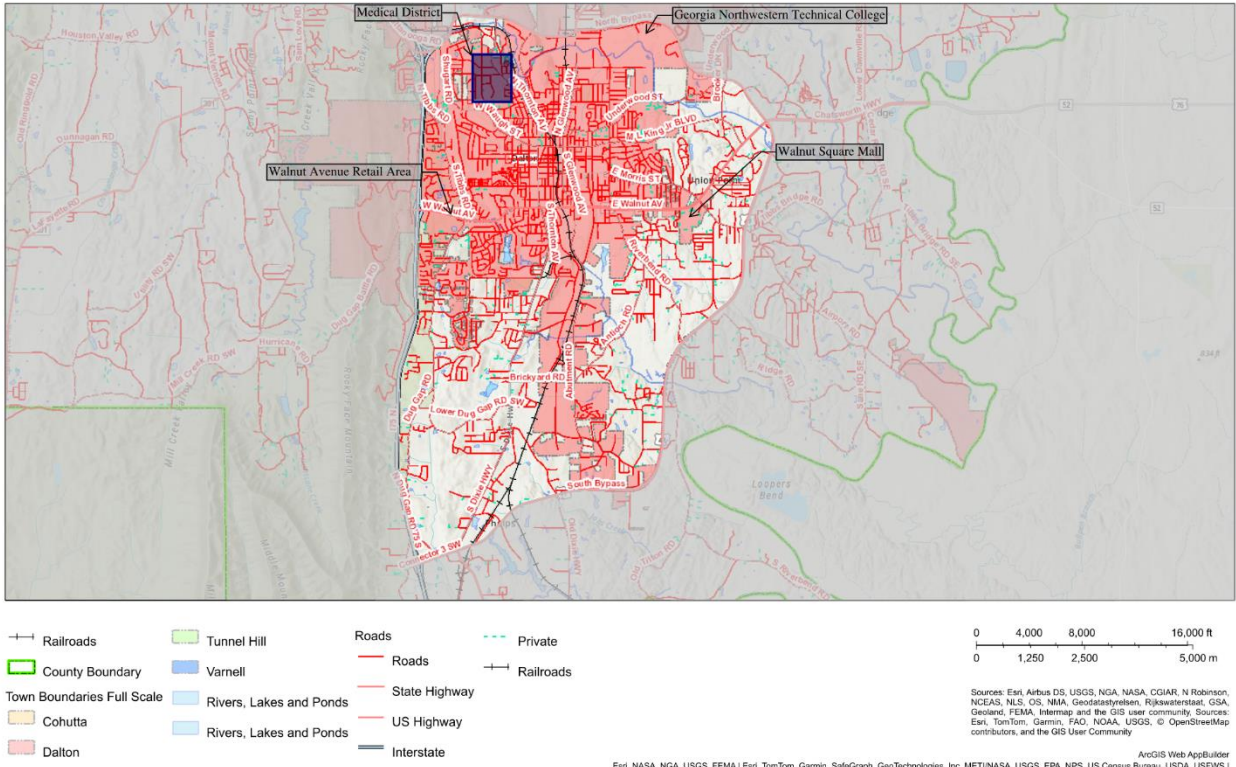


Figure 5: Employment Resources

Chapter 3

Demographics and Housing Inventory

Area Demographics and Housing Inventory

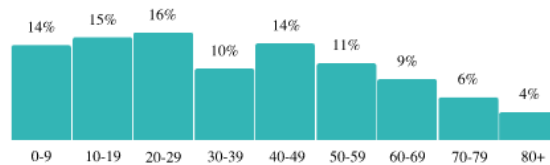
The Greater Dalton Revitalization Plan Area demographics are provided on the following pages. The Plan Area population growth is stable - with slight population increase following the 2020 Census. Age distribution is evenly spread amongst ages 1 to 69. Approximately 30% of the area population has a high school or high school equivalent education level, and approximately 47% of the area population has collegiate education experience. Plan Area income levels are widely spread over a diverse range of low, medium, and high income with a median income of \$60,291.

Age

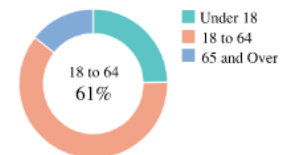
34.6

Median Age

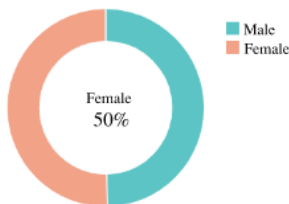
Population by Age Range



Population by Age Category



Sex



Race & Ethnicity



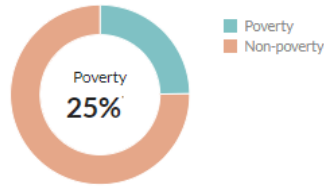
Figure 6: Population - Age, Sex, Race & Ethnicity

Poverty

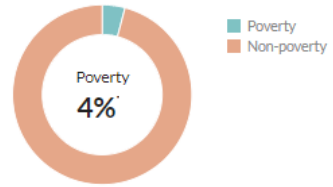
13.1%

Persons below poverty line

Children (Under 18)



Seniors (65 and over)



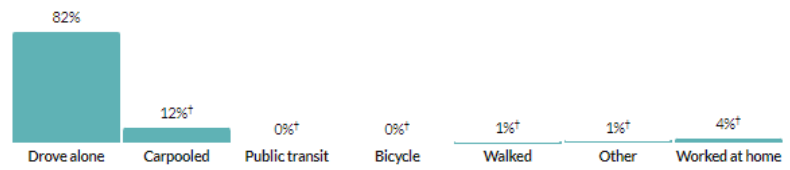
Transportation to work

19.3 minutes

Mean travel time to work

* ACS 2022 5-year data

Means of transportation to work



* Universe: Workers 16 years and over

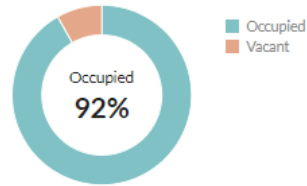
Figure 7: Poverty Rates & Mean Travel Time



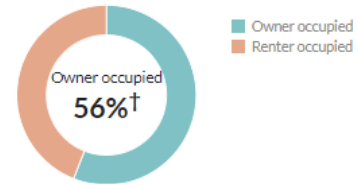
Units & Occupancy

25,781
Number of housing units

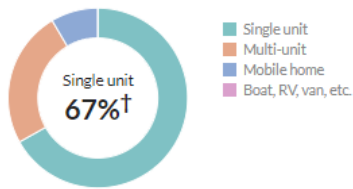
Occupied vs. Vacant



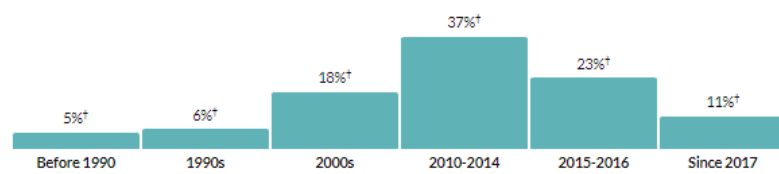
Ownership of occupied units



Types of structure



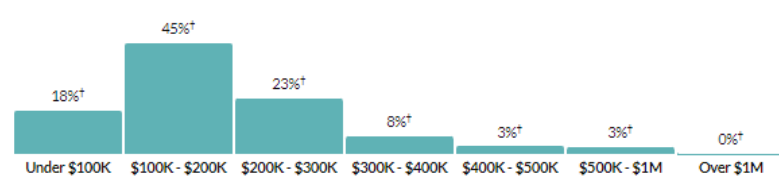
Year moved in, by percentage of population



Value

\$212,200
Median value of owner-occupied housing units

Value of owner-occupied housing units



* ACS 2022 5-year data

Figure 8: Units, Occupancy, & Median Value



Historically Disadvantaged Community

For the purpose of Environmental Justice, and consistent with OMB’s Interim Guidance for the Justice40 Initiative, Historically Disadvantaged Communities include (a) certain qualifying census tracts, (b) any Tribal land, or (c) any territory or possession of the United States.

Figure 10 shows the project location as it relates to a Census Tract that has been identified as a Historically Disadvantaged Community:

INSERT PICTURE HERE

Figure 9: Historically Disadvantaged Community Identified by USDOT - [Link](#)



Census Designated Area

A project is designated as urban if it is located within or on the boundary of a 2020 Census-designated Urbanized Area (UA), and that UA had a population greater than 200,000.

A project will be designated as rural if it is located:

- In an UA that had a population less than 200,000 in the 2010 Census, or
- In a Census designated Urban Cluster, or
- Outside an UA.

The project is located within the boundaries of the Greater Dalton Metropolitan Planning Organization, however, the total population for the UA is less than 200,000. Figure 11 shows the Greater Dalton Planning Area.

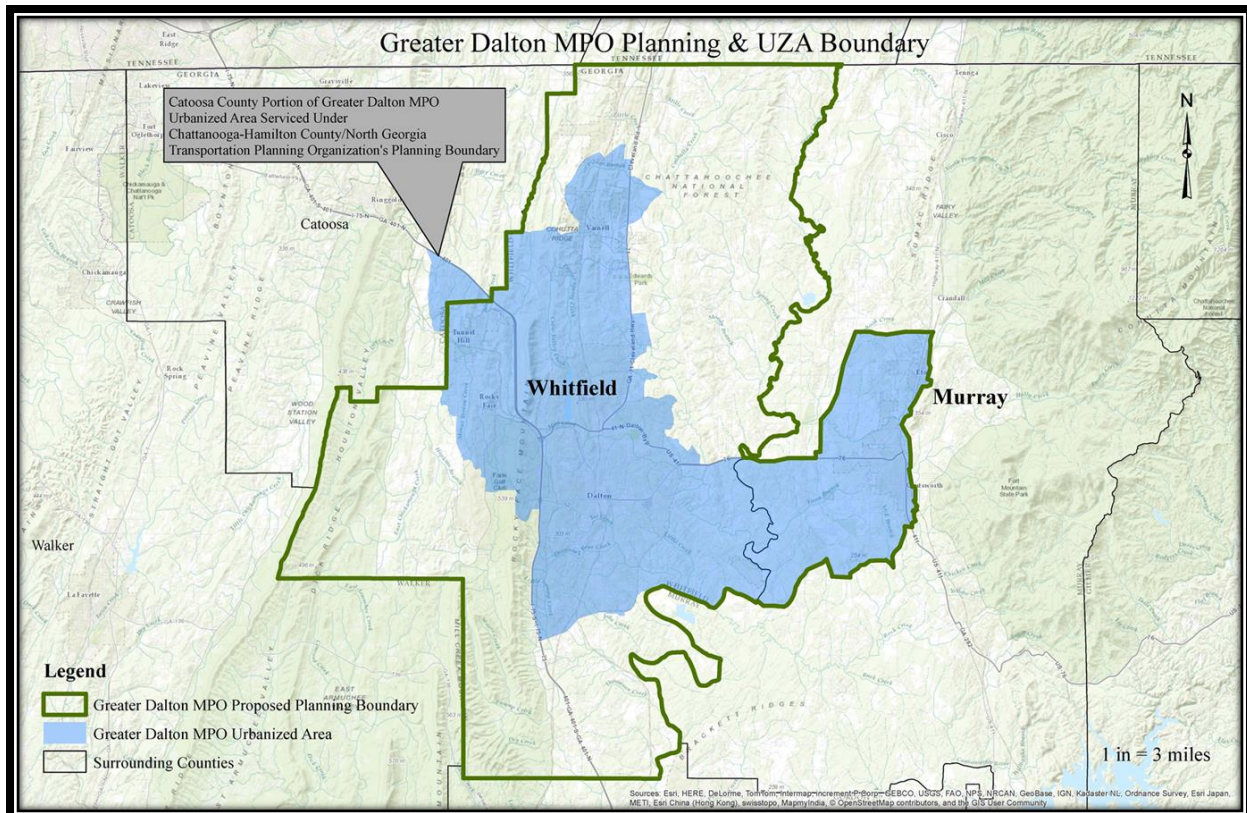


Figure 10: Greater Dalton Planning Area

Chapter 4

Community Input

Overview

The Whitfield County Board of Commissioners and the City of Dalton believe that community input is essential to the foundation of strong policy. Unfortunately, it is not always easy for forms of government to engage with community members successfully, due to global stigmas that impact that relationship. However, through strong community partnerships, a path forward has been provided. The local governments are proud to have Believe Greater Dalton (BGD) as part of the community. By supporting this initiative, the local governments can be involved with the community by connecting through the liaison that is BGD. For this reason, both the BOC and the City Council utilize the community connections BGD has established to voice policy changes or to hear from those that call Dalton-Whitfield home.

Believe Greater Dalton – A Connection to the Community

Dalton-Whitfield County has been heavily focused on community input related to the greatest challenges we face as a community for the past several years, and especially through the work that began with BGD, a privately funded strategic planning initiative of the Greater Dalton Chamber of Commerce launched in 2018. BGD is a collaborative, strategic initiative that has become a community-wide connecting point that exists to advance our community's belief in and commitment to a better future for all. Every five years, BGD will realign its strategies to meet the community's current needs and opportunities.

Believe Greater Dalton's foundation is built on a legacy of community surveying and input. In 2016, over 2200 citizens responded to a survey to let us know what they thought of our community resulting in the first Believe Greater Dalton strategic plan. The plan was officially launched in 2018 after approximately \$2 million in private funds was raised to support the work of six strategies focused on housing, education, downtown, entrepreneurship, economic development, and community pride. The overarching goal of the housing initiative in the BGD plan was to pursue a competitive and diverse housing stock, and there were two tactical recommendations for the housing initiative. The first was to commission a housing market study to establish current conditions, future demand, and next steps. Simply stated, the second was to advance efforts that improve the local housing stock.

Believe Greater Dalton committed to a significant investment in our local housing market when Bleakly Advisory Group was commissioned in March 2018 to develop the recommended housing market study. Stakeholder interviews, focus groups, and a community housing survey were a part of that process. Over 1200 residents who ranged in age from 25 to 74 who have lived in the City of Dalton (38.3%) or Whitfield County (61.7%) from 1 year to more than 21 years responded to the housing specific survey. A sample of the responses is found below:



- 56.5% did not plan to buy a home in the next 12-18 months, but if they did, the largest responses were 17.8% between the price ranges of \$100,000-\$199,000 and 13.8% from \$200,000 to \$299,000.
- 78.7% of respondents did not plan to rent a home in the next 12-18 months, but of those that did plan to rent, the largest percentage of rent ranges desired were 8.32% from \$500-\$749 and 6.71% from \$750-\$999. 3.1% desired a range of \$1000-\$1499.
- 25% of respondents had a household combined income of \$40,000 to \$74,999 and 67.3% had a combined income of \$75,000+.

The 2018 study cited the age of our local housing stock as a serious issue recognizing that only 18% had been developed in the 21st century compared to 31% in the rest of the state of Georgia. Additionally, the study found that most of Dalton’s rental housing was in single family homes and small, older apartment complexes with no new multifamily rental apartments delivered to the community since 2001. Based on a statistical demand analysis conducted for this study that incorporated economic, demographic, and historical housing trends data, the study concluded that the Greater Dalton housing market could support 150-160 new construction single family homes and 90-100 market-rate new construction multifamily units every year for the next six years (2019-2024) to ensure our housing market inventory is at a healthy level. In the past five years (2018-2023) we have more than doubled our permitting compared to the previous five years, and developers that are currently investing in single-family and multifamily new construction in our community cite they likely would not have taken the risk without BGD’s investment in the 2018 housing market study with Bleakly Advisory Group.

Additionally, a top recommendation from the study was to form a nonprofit development corporation to help jumpstart our local housing market needs. BGD invested the additional dollars to form this public purpose development company, filed paperwork with the IRS in November of 2019, and quickly received approval for the “Flooring Capital Development Corporation” in January of 2020. Plans were being made to determine how to utilize the entity when Covid-19 hit. While the study identified significant demand for for-sale and rental housing in the Dalton area, it also recognized a lack of appropriate supply has led to a stagnant market that often forces potential buyers to seek homes in nearby housing markets confirming that Greater Dalton was “losing” potential new residents.

With essentially all the tactical recommendations of the original BGD five-year plan accomplished in 2021, another community survey was released accompanied by extensive research to assess progress, evaluate priorities, and aid the evolution of Believe Greater Dalton from a strategic plan to a strategic movement. The research observed that in the last decade (2010-2020), Whitfield County added only 265 residents representing stagnant growth in the population. By comparison, our peers and competition for talent in the surrounding region continued to grow rapidly. Bartow, Hall, and Bradley (TN) Counties all experienced population growth rates that exceeded the U.S. average for the decade (7.4%). The Great Recession marked a clear turning point in the community’s growth trajectory, and the sluggish growth observed in the original Believe Greater Dalton Community Assessment (2016) persisted and was still relevant in 2021.

Over 4500 residents, which included over 1000 middle and high school students, responded to the community survey to help refine strategic priorities. The 2021 survey was able to compare several



specific data points from 2016 to 2021 related to resident perceptions of quality of life to measure improvements. Perceptions of most amenities improved greatly over time including retail and shopping options, restaurants and dining options, and arts and culture. *Housing options* were the **only** quality of life attribute to *receive less favorable evaluations from residents in 2021 than in 2016*. 10% of survey respondents rated housing options as very poor; 28% rated them as below average, 49% average, and only 10% rated them above average and 4% as excellent.

Additional observation noted that the area's housing shortage was the most frequently mentioned challenge confronting the community by interviewees and survey respondents, and there was consensus among the community's leadership that little progress had been made in recent years. While the updated plan included a new strategy of engagement and unity and the evolution of downtown to revitalization; economic development, community pride, education, and housing remained the same, with an even greater focus on the community's affordable housing needs related to our workforce.

Following the 2021 survey, a planning committee of over 35 leaders from the public, private and nonprofit sector helped create the updated strategic plan, and in 2022 \$3M was raised to fund the next five-year phase of the work from 2023-2027 launched in March of 2023. In that same month, BGD leadership allocated significant funds to commission KB Advisory Group (formerly Bleakly Advisory Group) to conduct an updated housing needs analysis compared to the 2018 housing study. The updated analysis was completed in December of 2023 and presentations of the findings were made to elected officials in early 2024. Three overarching areas summarized the housing challenges Greater Dalton is currently facing: the age of our housing stock, access and affordability, and concentrated segments. Some of the findings from the updated housing needs analysis include:

- 2 out of every 3 residential building in the City of Dalton are more than 40 years old.
- Greater Dalton's only significant residential booms were in the late 50s and early 60s and the 2000s preceding the Great Recession.
- Greater Dalton has seen an average increase in rents of \$240 since 2020.
- 2 out of every 5 Greater Dalton renters are cost burdened leading to housing instability for families and children who cannot afford their rent at 30% or more of their income representing additional challenges for our school systems and educational attainment.
- Greater Dalton has seen an average \$67,000 increase in for sale homes since 2020.
- 80% of new homes sold in the last 5 years cost between \$200-300K. Concentration at this price point leaves gaps at the higher and lower ends of the market.
- While we have made strides since 2018, Greater Dalton has the market potential to deliver 1200-1500 new residential units over the next five years to grow our population and our workforce.
 - 42% of the renter housing demand is in rent ranges up to \$875 representing the greatest need at the lower end of the housing continuum.
 - The 5-year rental housing demand represents 550-650 rental units focused on workforce and affordable multifamily.



- Four strategic themes that emerged for targeted strategies that include expanding housing choice, neighborhood revitalization, increasing affordability, and downtown development.
 - Greater Dalton must leverage existing tools available through the following entities:
 - The Flooring Capital Development Corporation now staffed with a full-time executive director through an additional grant to Believe Greater Dalton
 - Support of the Dalton Housing Authority
 - Undertaking of a strategic planning process
 - Examination of funding sources and additional opportunities
 - Encouragement of the consolidation, selling, developing, or redeveloping of new affordable housing
 - Reactivation of the Dalton-Whitfield Land Bank Authority
 - Support of the Downtown Dalton Development Authority

Community Listening Session – February 27, 2024

On Tuesday, February 27, 2024, the results of the 2023 Greater Dalton Housing Needs Analysis were presented at a community housing listening session hosted by Believe Greater Dalton at the City of Dalton’s Mack Gaston Community Center. Over 60 community members attended this listening session that included representation from the following organizations:

- City of Dalton
- Whitfield County
- Dalton Housing Authority
- Dalton-Whitfield Joint Development Authority
- Greater Dalton Chamber of Commerce
- Believe Greater Dalton
- Flooring Capital Development Corporation
- Hamilton Healthcare Systems
- The Latin American Association
- United Way of Northwest Georgia



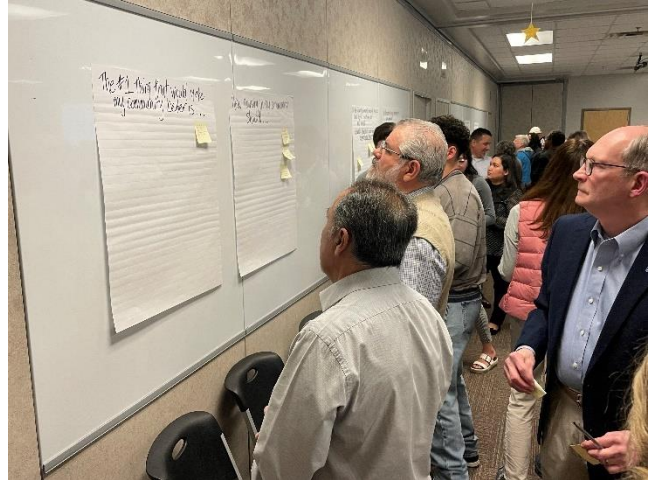
- Dalton-Whitfield NAACP
- Area residents

The following input was garnered from this meeting with community stakeholders.

QUESTION #1

THE #1 THING THAT WOULD MAKE THIS AREA BETTER IS...

- Thoughtful development with long term quality of life as the goal over short term profit
- Being more open to success stories of like sized communities
- The restoration of older well-built homes
- More development
- Stricter ordinances on Underwood Street
- Bike lanes
- Trash/debris ordinance
- Reduce homeless numbers
- Talk with developers, builders, realtors, property owners
- Strategy for abandoned homes
- Access to public pools for swimming lessons and pleasure
- Be affordable with high quality
- Underwood Street affordable housing
- Include transitional housing
- Be integrated into the environment/appropriate to neighborhood & location
- Reflect the highest numbers in the wage categories
- Should include walkable amenities like restaurants
- Multi-story condos built the same as apartments, but offers ownership opportunities in the area of Rocky Face next to Dalton Fire Department and Willowdale Drive
- Multifamily within a retail center at Rocky Face Exit next to Fire Department and Willowdale Drive



QUESTION #2

WHICH PRESENTS THE GREATEST NEED IN YOUR COMMUNITY: HEALTHCARE SERVICES, TRANSPORTATION, EDUCATION SERVICES, EMPLOYMENT SERVICES?

- Public Transportation represented 9 times
- Affordable housing represented 4 times
- Affordable healthcare represented 3 times
- Affordable child care
- Employment services
- Homeless needs/vacant facilities restored for homeless



QUESTION #3

WHAT NEIGHBORHOOD SERVICES ARE MISSING IN YOUR COMMUNITY?

- Public transportation represented 4 times
- Local grocer represented 4 times
- Sidewalks and bike lanes
- Green space or dog park
- Nicer restaurants and grocery stores in North Dalton area

QUESTION #4

OF THE FOLLOWING COMMUNITY CONNECTIVITY SERVICES, CHOOSE UP TO 2 YOU BELIEVE ARE MOST NEEDED: SIDEWALKS, BIKE TRAILS, PARKS & GREEN SPACES, EXTENDED PUBLIC TRANSIT

- Sidewalks represented 11 times
- Extended public transit represented 7 times
- Greenspaces and parks represented 4 times
- Bike trails represented 2 times

QUESTION #5

WHAT EDUCATION SERVICES ARE MISSING IN YOUR COMMUNITY?

- Financial literacy and budgeting represented 7 times
- Financial business education
- Underwood Street/More Spanish services for the older Hispanic generation

QUESTION #6

ARE THERE ANY HEALTHCARE, TRANSPORTATION, EDUCATION OR EMPLOYMENT SERVICES THAT YOU WOULD LIKE TO USE BUT ARE NOT ABLE TO?

- Whitfield Transit/transportation services represented 5 times
- More sidewalks represented 2 times
- Senior care/health services/sitters

The Greater Dalton community has invested significant dollars in community surveying, research, and assessment of our local housing market needs through the Believe Greater Dalton strategic planning process and the investment in two housing studies within a five-year period. Through the ongoing work of Believe Greater Dalton’s housing strategy in cooperation and collaboration with our City and County governments and other community partners, we will work to ensure that the voice of our community continues to be heard related to our local housing needs and resources and vision are aligned to meet those needs.



Chapter 5

Recommendations

Revitalization Plan Vision and Goals

This plan envisions an improved Greater Dalton urban area that attracts new investment that raises the quality of life for all current and future area residents. The future of this area will include new investments in parks, open spaces, and recreational facilities - provided new opportunities within walking distance of existing neighborhoods. The area will accommodate new small neighborhood retailers and a local grocery store, providing close-by access to necessary goods and services for community members.

In the future this area will provide streets with safe sidewalks and crosswalks so that community members can comfortably walk to shops, restaurants, grocery stores, schools, parks, playgrounds, and transit. The area will attract new development, including new retail and new residences, which will enhance the aesthetics of the area, and will be well-maintained and managed. And in the future, this area will provide new early education, pre-k, and after school programs so that families with young children will be able to have nearby access in order to care for their children and in order for entire families to thrive and flourish.

Vision

The Greater Dalton Revitalization Plan provides a strategic blueprint for preserving the community character, leveraging its inherent strengths, and recommending future improvements that will improve the quality of life for all community members. The vision for the Greater Dalton area is that of a thriving and flourishing community.

The community should attract new quality development including new restaurants, retailers, and housing. The Revitalization Plan area should grow in a manner that replaces blight and disinvestment with new development while also helping to ensure that the broader Greater Dalton community can continue to attract high-quality housing investment and growth. The area should attract dynamic local businesses in a way that lessens negative impacts on the surrounding neighbors. New neighborhood green spaces should be provided to continue to provide opportunities for recreation for all community residents. The community will offer an abundance of reliable, safe and accessible forms of transportation including buses, bicycles, walking and calmed neighborhood streets.



Goals

1. Protect and enhance existing neighborhoods while supporting a diverse array of housing options on Dalton Housing Authority properties, and surrounding areas, in order to provide safe, quality, affordable residences for persons of low-moderate incomes.
2. Work with the community leaders and elected officials to provide new affordable workforce housing opportunities to lower income families.
3. Attract quality development to the area that improves the quality of life of all residents.
4. Attract retail, commercial, and grocery uses that provide high quality goods and services to existing and future residents.
5. Discourage blighted and disinvestment in the area by attracting high quality development.
6. Encourage residential development to target mixed use options and support the growth of new housing in the broader Greater Dalton area.
7. Support local educational organizations and ensure that a safe and enriched educational opportunity is available for every grade level.
8. Provide safe and accessible parks that provide recreational opportunities to the entire community.
9. Ensure that commercial uses are of an intensity, form and scale that is consistent with the context of a suburban community.
10. Provide safe, calm, accessible and attractive mobility options that prioritizes people over cars.
11. Provide better connections to local transit in addition to improved transit facilities to encourage increased ridership.



Suggested Implementation Measures

IMPLEMENTATION MEASURE #1 – PLAN AREA COMMERCIAL REDEVELOPMENT

- Target major collector frontage parcels for redevelopment for new commercial uses.
- Pursue neighborhood market, neighborhood cafe, hotel, and health care developments, or other commercial opportunities that serve smaller communities.
- Preserve pedestrian connectivity to adjacent residential to discourage vehicular traffic.

IMPLEMENTATION MEASURE #2 – PLAN AREA RESIDENTIAL REDEVELOPMENT

- New development should provide housing opportunities targeted towards area incomes.
- New development should provide robust open space and recreation amenities for residents.
- New development should provide enhanced landscaping and streetscapes.

IMPLEMENTATION MEASURE #3 – NEW EARLY EDUCATION / AFTER SCHOOL PROGRAMMING

- Attract a high-quality early education and after school programming partner to the area.
- Coordinate partnership opportunities with local schools and new multi-family development.

IMPLEMENTATION MEASURE #4 – COMMUNITY PARK OPPORTUNITY

- Work with local schools to create shared recreation opportunities with existing facilities.
- Create new “natural” open space opportunities for the community.

IMPLEMENTATION MEASURE #5 – TRANSIT ACCESS

- Create opportunities to increase transit accessibility.
- Create additional resources to improve community awareness regarding transit availability.

IMPLEMENTATION MEASURE #6 – PEDESTRIAN ENHANCEMENTS

- Provide bike-ped connection to the schools.
- Install new sidewalk that accesses community resources and recreation.
- Install new pedestrian crosswalk across new residential development drive.
- Install new streetscaping to calm traffic where heavy foot traffic is present.

Greater Dalton

Urban Revitalization Plan

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