

Appendix G - Individual Reports

VARIOUS BUSINESS DEVELOPMENT OPPORTUNITIES/GAPS

Downtown Carrollton - Downtown businesses employ many West Georgia students. Other markets for downtown include Student, Faculty, Parents & Alumni. The Main Street office actively markets to the student population. They are looking for marketing suggestions/solutions to tap into the Alumni, Faculty and Parental Markets.

- Artist Coop/Incubator – There are 150 professional located in the Carrollton/Carroll County area.
- Norfolk Southern Depot – Banquet & meeting facility

Latino Market – There are many economic development opportunities regarding Carrollton's existing Latino population.

- The Chamber of Commerce & West Georgia College can partner to provide Business Spanish classes. The Dalton-Whitfield Chamber & Dalton State College received a grant and these classes have been very well attended.
- Dalton, Georgia partnered with the University of Monterrey due to large Latino percentage to provide teaching professionals for the schools who also act as resources to the community at large. The Georgia Project is a non-profit organization started with seed money provided by the City of Dalton.
- Through the University of Monterrey additional leadership was identified and developed among the Latino community
- Then, the Latin Community Alliance was formed to assist existing and potential Latino business owners among other services such as a Health Fair
- Assisted with the design of a public park located in a predominantly Latino neighborhood. Helped the City to distribute a survey to solicit design & facility need input from area residents
- Assists with teacher professional development regarding ESL students provided by the Center for Applied Linguistics
- A grant through the Board of Regents funded a Coordinator to mentor and assist existing Latino students attending Dalton College. The Georgia Project and the University of Monterrey located a qualified person to staff this position.
- Georgia Project teachers provide English classes to the parents of their students who do not speak English
- Georgia Project teachers assist with the translation of various government documents regarding issues such as Zoning, Business Licenses, etc.
- Cultural Exchange Program – The Chamber of Commerce conducts a program where the CEO of an Anglo business will follow the owner of a Latino or other type of non-Anglo business for a day and the same happens in return. This has been one of the Chamber's most popular programs

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NEIGHBORHOODS/HOUSING

Findings:

- Decrease in owner-occupied housing units
- Substandard tenant occupied housing units
- Substandard Housing stock prevails in study area
- Vacant lots are underutilized
- Multi-family housing units for non-student population are inadequate to serve the needs of the current community.
- Code violations must be addressed along with a study of the effectiveness of the current housing codes. Strict enforcement of Building Codes would allow the City to identify areas that can be target for redevelopment.

Recommendations: West Carrollton Study Area

The West Carrollton study area offers an opportunity to return existing neighborhoods to a stable mixed income owner-occupied residential community. The current neighborhoods are predominately single-family detached homes, interspersed with duplex and multi-family housing developments. The area has transitioned to residential rental and is moving away from ownership.

Single-family detached homes are the predominant source of housing within this neighborhood. The majority of the homes in the area appear to be in excess 50 years old. There are many substandard properties interspersed within the neighborhoods and much of the housing is in need of major repairs. Several of the substandard properties have been removed leaving vacant lots available for infill housing. Plans for the development of infill housing should include housing that is architecturally compatible to existing housing stock.

A study of the ownership interest of these properties would prove useful to establishing the need for rehabilitation funding for owner occupied housing and identify opportunities to convert rental properties that could be rehabilitated for sale to current residents, former community residents, and others looking for a place to live that has a sense of community. With careful planning this area could be transitioned back to an owner occupied neighborhoods.

Current neighborhoods are deteriorating as they transition to tenant occupied rental properties. This trend can be reversed through partnerships with the City, the local housing authority, and current homeowners.

The establishment of a Community Development Corporation (CDC) to obtain funding from public sources to provide rehabilitation services, control development in the area, down payment assistance, home buyer education, and credit counseling to assist moderate and low-income households. This type of community group could assist in the repair of current residences and prepare potential homeowners in the community for home ownership.

A CDC would also allow the community the resources to determine how the neighborhood is redeveloped. This organization could develop the capacity to acquire properties and control the mix of owner-occupied to rental properties in each neighborhood.

Contacts:

DCA

- Community Development Block Grant (CDBG)
Susan McGee 404-679-3176
- Community HOME Investment Program (CHIP)
Jane Keefe 404-679-3167
- Community Housing Development Organization (CHDO)
Doug Scott 404-327-6881
- Home Buyer Loans & OwnHOME Loans & Home Buyer Education
Phil Cottone 404-679-4846
- Housing Tax Credits and Multi-family Housing Financing
Joy Fitzgerald 404-679-3126
- Home Buyer Education
Janet Jordan 404-679-0624
- Federal Home Loan Bank of Atlanta / Affordable Housing Program
Rob Hammock 800-536-9659

Affordability of Housing:

- Survey Housing Stock to determine age, condition of property, and identify whether owner occupant or rental property
- Neighborhood revitalization
 - Identify substandard housing
 - Enforce zoning to bring properties up to code
 - Provide rehabilitation funds for Owner Occupants
 - Possible DCA CDBG or CHIP projects
- In-fill housing on Vacant Lots
 - Funded by DCA CHIP Grant, Federal Home Loan Bank/Affordable Housing Programs (FHLB/AHP) through local banks, and low interest loan funds from local banks.
 - Provide low cost first mortgages
 - DCA Home Buyer Loans
 - FHLB/AHP
 - Down Payment Assistance
 - DCA OwnHOME Loan Program
 - FHLB/AHP (Local Participating Lenders in FHLB programs)
- Home Buyer Education
 - Establish a program to provide Home Ownership and Credit Counseling
 - DCA Home Buyer Education Coordinator

Multi-Family Housing Developments

- Enforce zoning to bring properties up to code

IMPLEMENTATION STRATEGY

Most of the resources needed to accomplish the recommendations of this Plan will be supplied by the private sector and through user fees. The University of West Georgia, the City, and the private sector need to recognize the value of coordination and cooperation in implementing and facilitating capital improvement programs and higher skill employment opportunities for Carrollton's orderly growth and development.

The City of Carrollton's implementation strategy needs to include the following:

- (1) Modify ordinances regulating developments to reflect the ever-changing circumstances and technology. One way to achieve this is to formalize an annual ordinance review process by implementing a Planning Work Program.
- (2) New tools and programs need to be developed to increase the social unity between the different segments of the community.
- (3) Capital improvement programs need to be developed to accommodate long-term objectives of the community.
- (4) Annual evaluation of actions taken to implement the programs set forth for quality growth of the community.
- (5) Modify the City code and ordinances to support quality growth
 - Development regulations need to address issues such as site planning, site orientation, building design, landscaping, etc. to increase the quality of development.
 - The Downtown Carrollton area needs to have special development standards (such as an overlay district) to promote convenient and successful commercial establishments, a safe environment, and quality development.
 - For Maple Street, there is a need to develop a corridor plan to increase the efficiency of the road system for auto and truck traffic, while protecting and promoting bicycle and pedestrian mobility. This Plan needs to consider the compatibility of structures and their interaction with the transportation system.
 - In different zoning districts, aesthetic standards/guidelines need to be incorporated in the City's development regulations to enhance the quality of development and its appearance.
 - Amend the zoning ordinance for R-5 Neighborhood-Scale Commercial Districts. These provisions should provide locational guidance for this type of district. Eliminate the need for off-street parking, thereby increasing the number of developable sites and encouraging walkability.



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