

DRAFT

OCTOBER 12, 2022



In partnership with KB Advisory Group and The Hummingbird Firm

REIMAGINE GRANTVILLE

LIVABLE CENTERS INITIATIVE PLAN

ACKNOWLEDGMENTS

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TABLE OF CONTENTS

1 BACKGROUND & EXISTING CONDITIONS PAGE 4 -31

2 HOUSING AND MARKET ANALYSIS PAGE 32 - 35

3 PUBLIC ENGAGEMENT PAGE 36 - 45

4 VISION + RECOMMENDATIONS PAGE 46 - 75

5 IMPLEMENTATION PAGE 76 - 81



1

BACKGROUND & EXISTING CONDITIONS

PROJECT OVERVIEW AND PROCESS

The City of Grantville received a grant in 2022 by the Atlanta Regional Commission (ARC) to conduct a Livable Centers Initiative (LCI) study. These studies focus on creating vibrant, walkable communities. The LCI study area includes approximately 425 acres centered around Downtown Grantville. This LCI planning effort provides the opportunity to look into the future and chart a course for new development and enhanced public amenities in a way that moves the City forward, but respects and celebrates the City's past. The intent of the LCI study is to focus on the following outcomes:

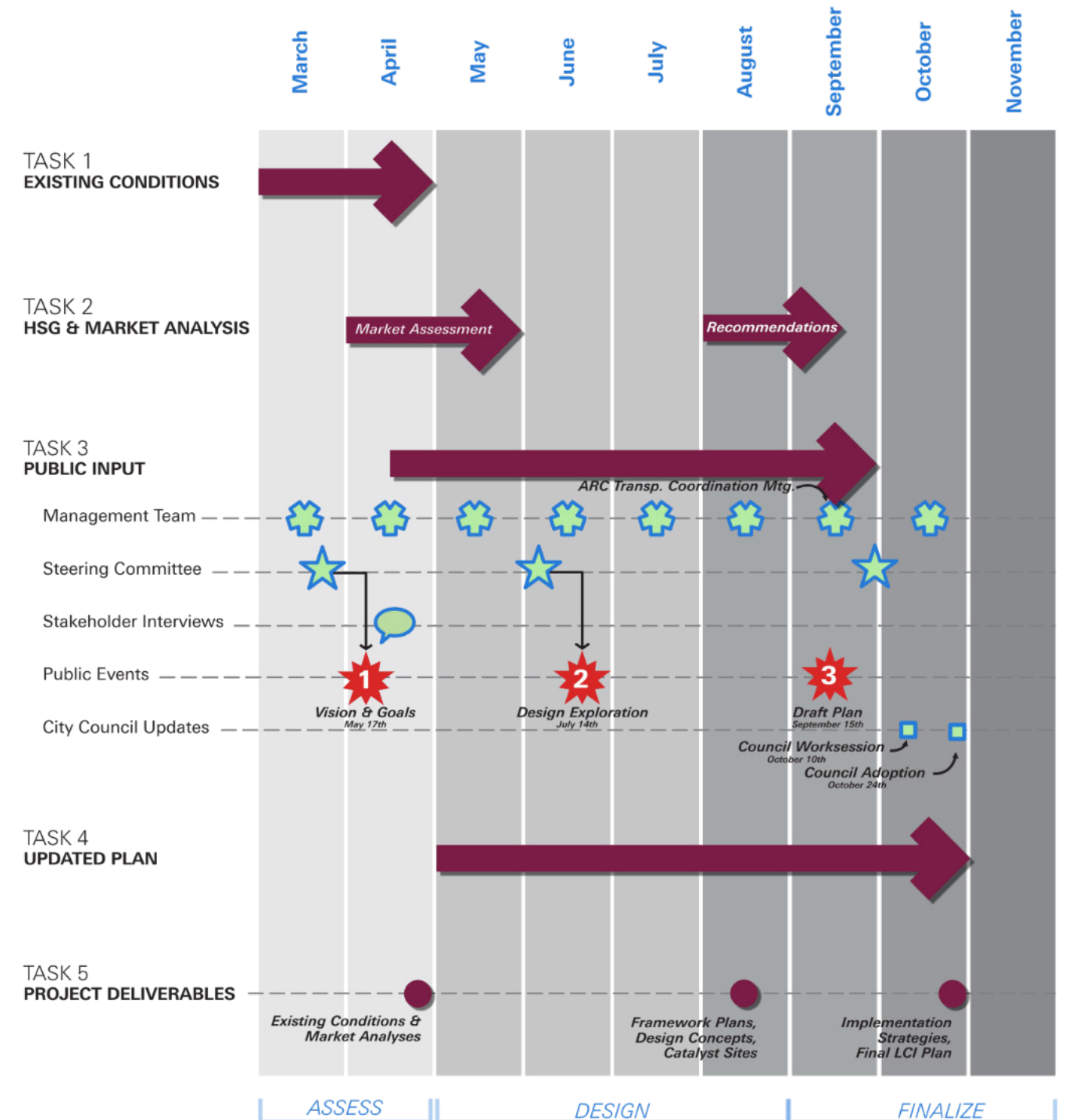
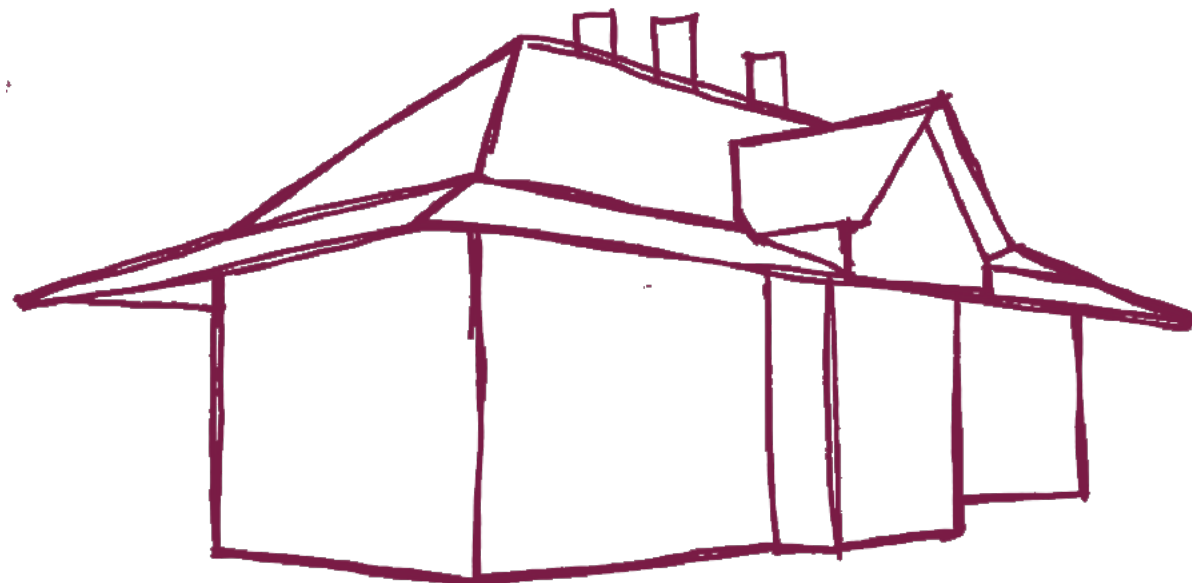
- Establish and refine a vision for the future of Downtown informed by the community's input
- Develop a framework of policies and programs to help accomplish the vision
- Assess compatibility and develop guidance for development type, scale, and character in the study area
- Develop a mobility framework that focuses on improving pedestrian connectivity and regional access

- Create an open space framework plan highlighting existing amenities and the ways in which we can better connect them
- Identify key redevelopment sites and strategies to activate them
- List and prioritize implementation strategies, specifically for public investment opportunities

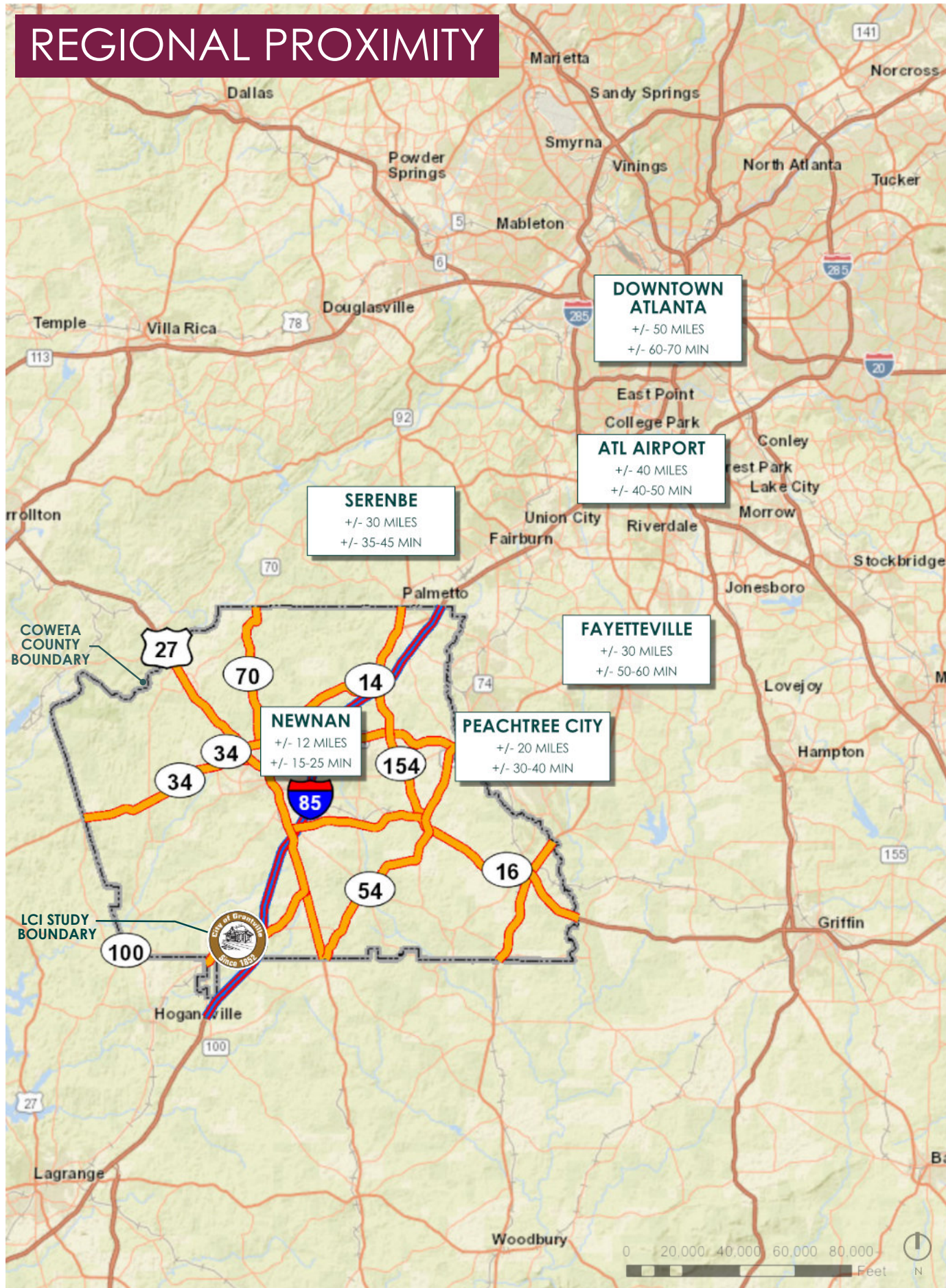
The LCI planning effort began in March 2022. The study was organized around five key tasks:

- TASK 1: Existing Conditions Assessment
- TASK 2: Housing and Market Analysis
- TASK 3: Public Input
- TASK 4: Conceptual Plan Recommendation
- TASK 5: Prepare Project Deliverables

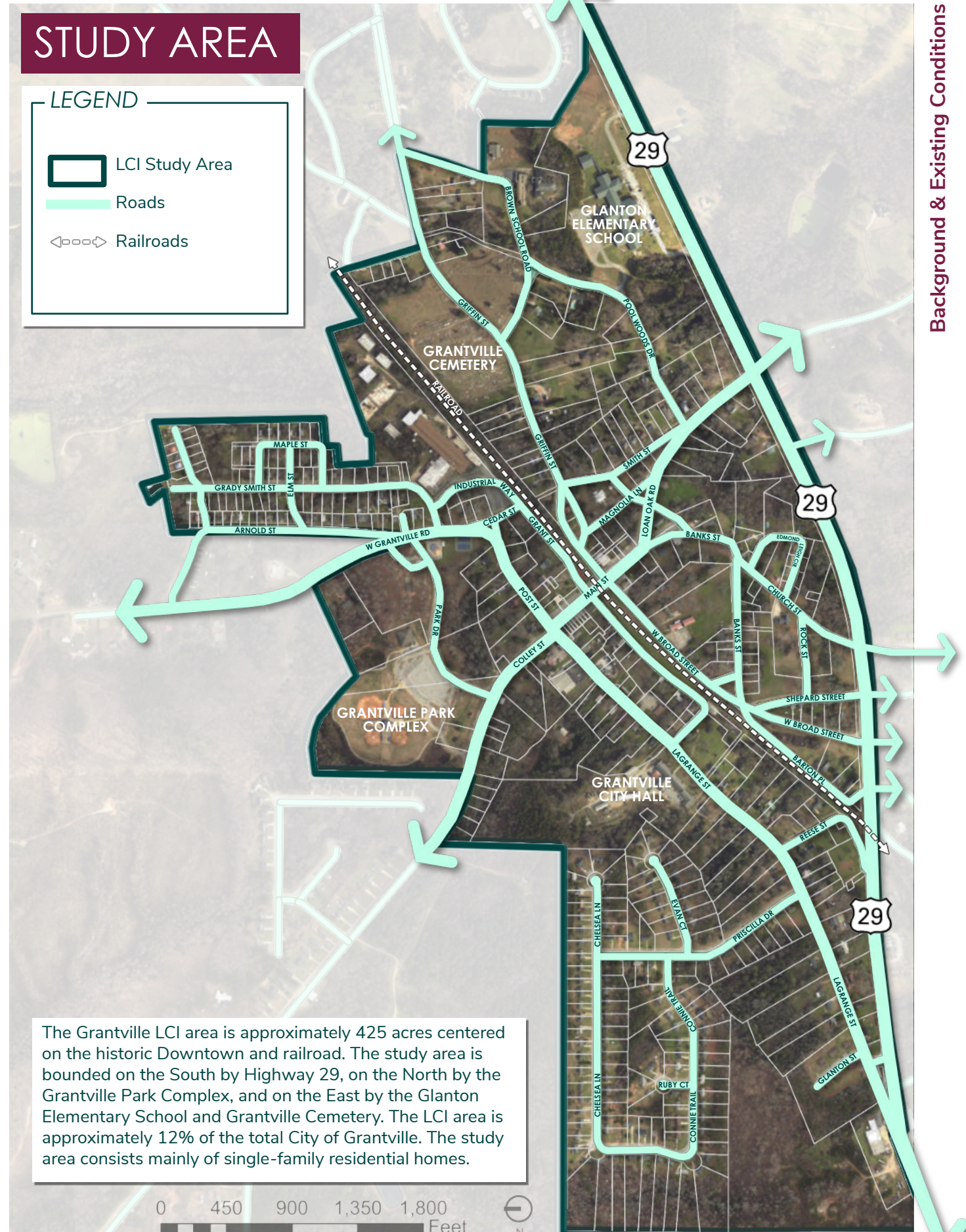
The graphic schedule to the right depicts the timing of each of the five tasks, the related project deliverables, and the various meetings that were held.



REGIONAL PROXIMITY



STUDY AREA

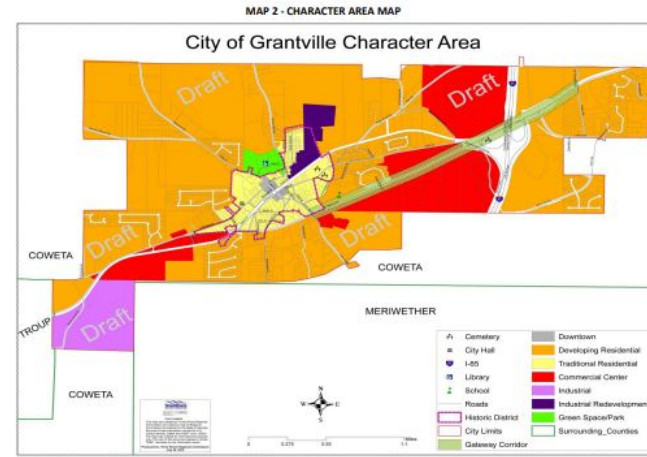


PREVIOUS PLANNING EFFORTS

City of Grantville 2016-2036 Comprehensive Plan

The City of Grantville updated the comprehensive plan in 2016, led by Three Rivers Regional Commission. The purpose of this comprehensive plan is to provide a guide for the future growth and development of the City. The plan established community goals, needs and opportunities, character areas, transportation assessments, and more. Some of the community goals developed during the comprehensive plan include:

- Encourage development or expansion of businesses and industries that are suitable for the community
- Promote efficient use of natural resources and protect environmentally sensitive areas.
- Promote planned development along major transportation corridors
- Maintain and restore Downtown as the focal point of the community



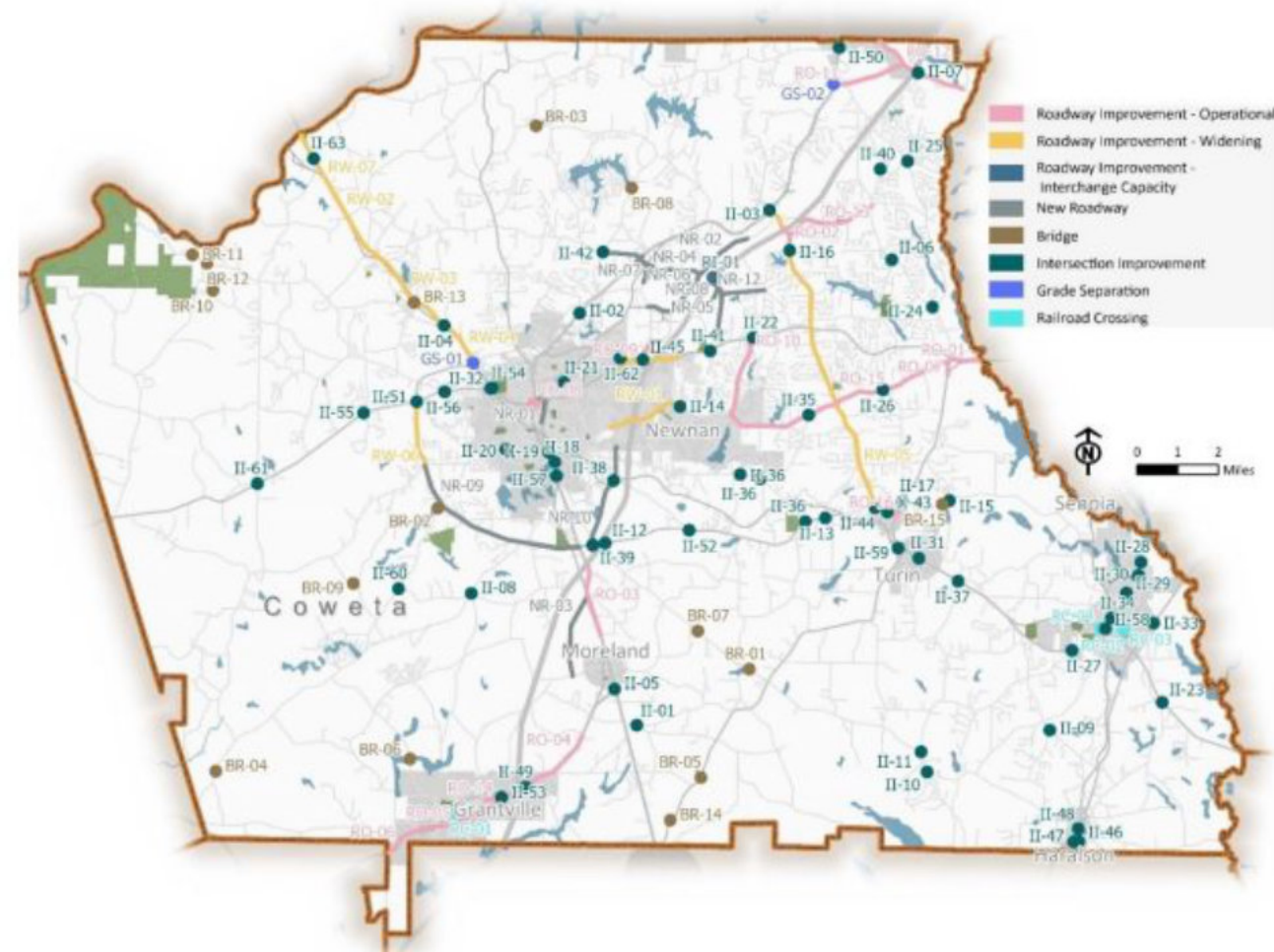
Comprehensive Plan- Character Map

Connecting Coweta- Coweta County Comprehensive Transportation Plan 2021

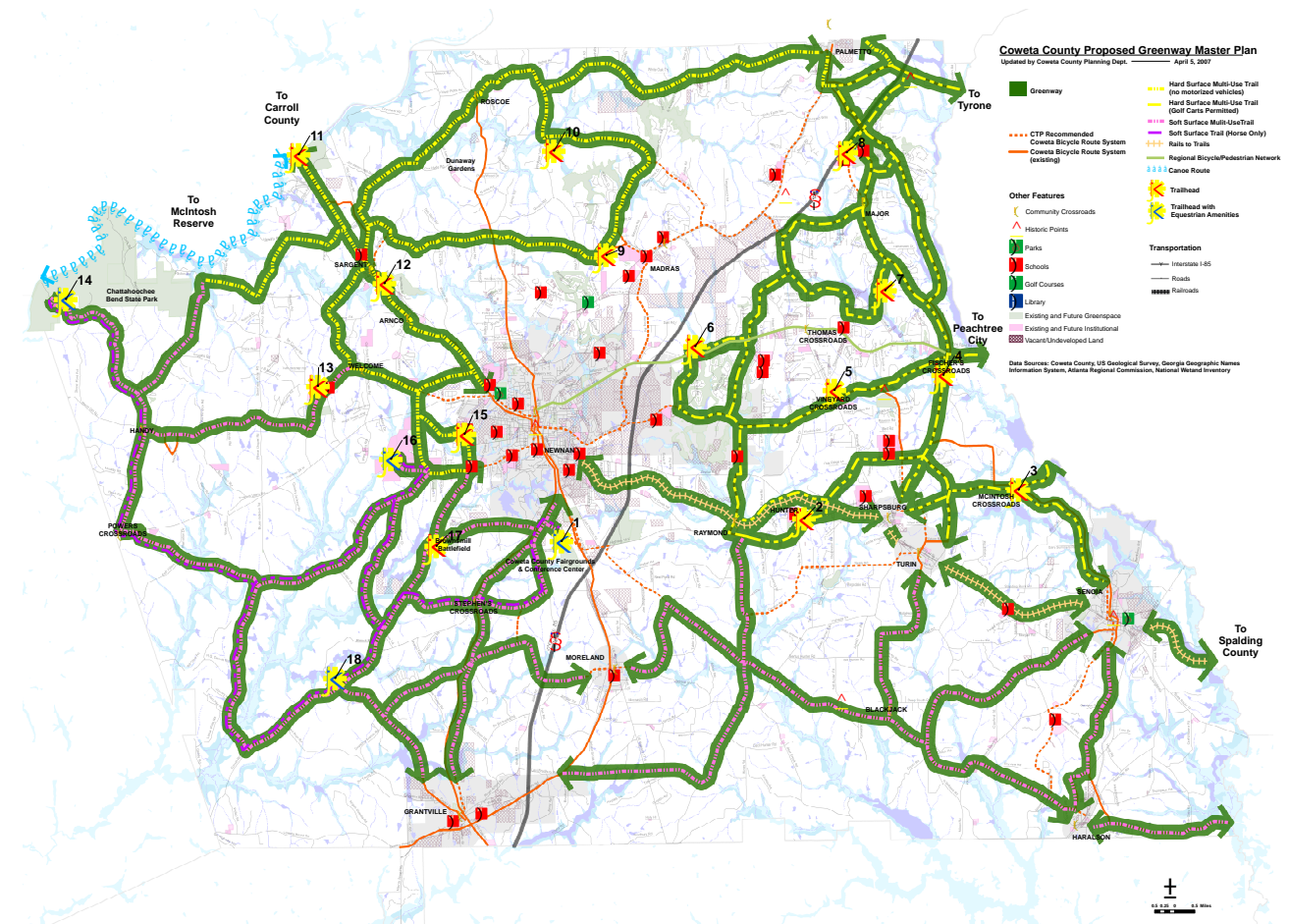
In 2021, Coweta County updated the 2014 Comprehensive Transportation Plan. This new plan addresses population growth, new development, and implementation of transportation projects. The CTP serves as a roadmap for prioritizing transportation infrastructure and services investment across Coweta County over the next 30 years. The US 29 corridor between Grantville and Moreland was specifically studied and identified as low-volume traffic corridor with small nodes near Grantville and I-85. The CTP recommends roadway improvements, intersection improvements, and a railroad crossing for the City of Grantville. Detailed explanation of these recommended projects can be found on page 44 of the CTP.

Coweta County's Bike And Greenway Master Plan (2007)

Coweta County's Greenway System is conceived of as a network of multi-purpose trails aligned with County road right-of-way so that recreational cyclists and hikers can experience Coweta from all compass points. The project, currently in its formative stages, depends upon the donation of greenway right-of-way along designated corridors or assistance from state and federal grants to aid implementation. The greenway master plan highlights soft-surface multi-use trails in the proximity of Grantville. A detailed map can be found on Coweta County's website.



Comprehensive Transportation Plan - Project Recommendations



Coweta Greenway Master Plan

CURRENT LAND USE

The existing land use within the LCI study area is primarily single-family residential. There is also a significant quantity of parks and open space (includes passive recreation, active recreation, cemeteries, etc) and institutional (includes post office, churches, schools, government buildings, etc). The commercial uses are primarily clustered along Main Street and the railroad.



An understanding of the current land uses within the LCI study area helps us to know what resources are available and what is needed.



*Information shown is based on conceptual level visual surveys (exterior only) conducted in March of 2022 and data provided by the city and county.

LEGEND

- Commercial- 2.4%
- Mixed-Use- 0.2%
- Utility- 0.2%
- Industrial- 4.4%
- Institutional- 15.0%
- Single-Family Residential- 41.9%
- Multi-Family Residential- 1.6%
- Parks and Open Space- 14.9%
- Vacant Land- 19.4%
- LCI Study Area

*Percentages shown are of land area.

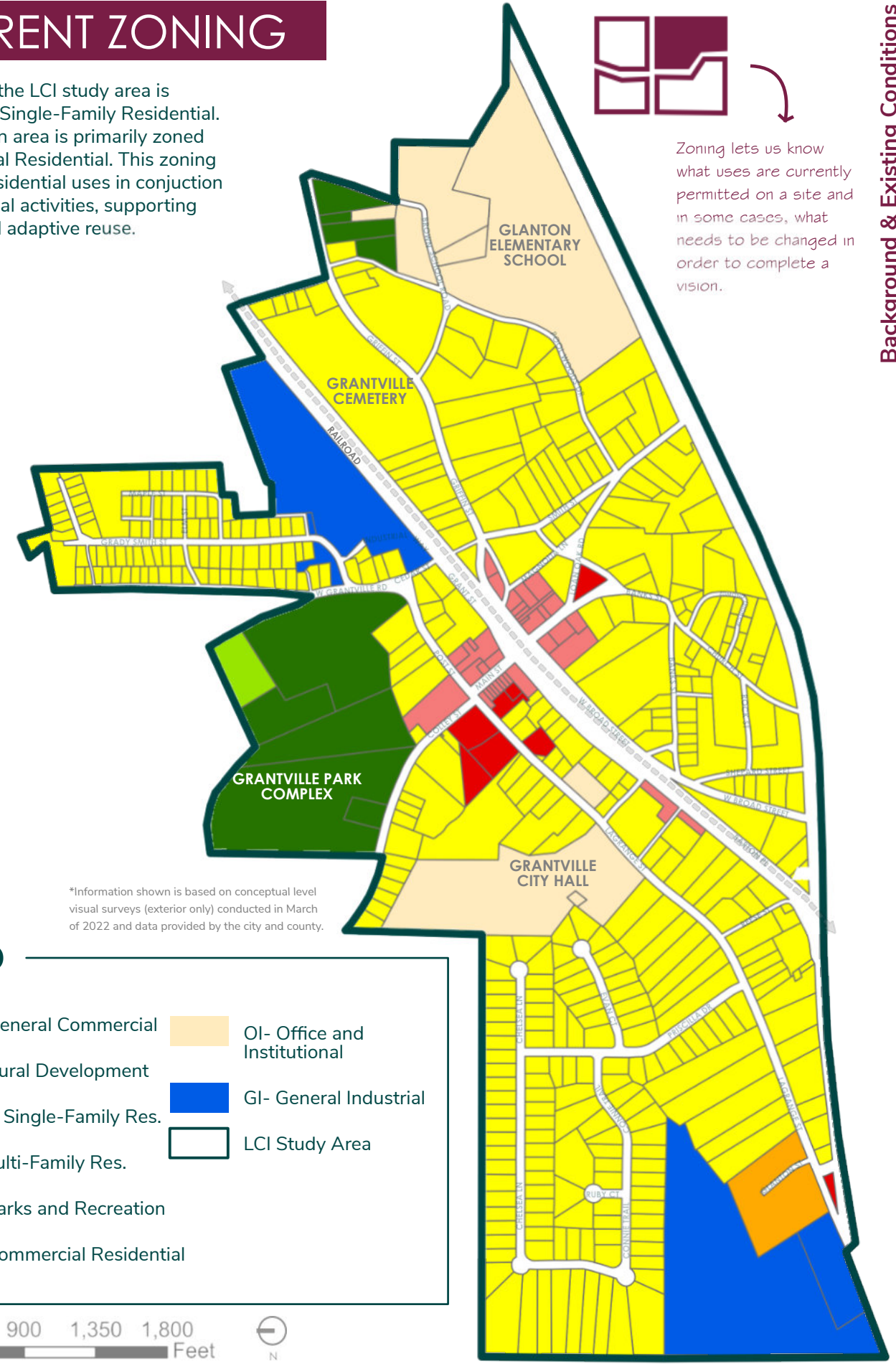


CURRENT ZONING

Zoning within the LCI study area is primarily R20: Single-Family Residential. The Downtown area is primarily zoned CR-Commercial Residential. This zoning encourages residential uses in conjunction with commercial activities, supporting mixed-use and adaptive reuse.



Zoning lets us know what uses are currently permitted on a site and in some cases, what needs to be changed in order to complete a vision.



*Information shown is based on conceptual level visual surveys (exterior only) conducted in March of 2022 and data provided by the city and county.

LEGEND

- GC- General Commercial
- RC- Rural Development
- R-20- Single-Family Res.
- R5-Multi-Family Res.
- PR- Parks and Recreation
- CR- Commercial Residential
- OI- Office and Institutional
- GI- General Industrial
- LCI Study Area



HISTORY OF GRANTVILLE

The City of Grantville, as known today, began in the mid 19th century as a small community called Calico Corner. The settlement included homes, small shops, a school, and a church. Growth of Calico Corner took off in 1852 when the Atlanta and Lagrange Railroad came to the settlement. The community was renamed "Grantville" at this time in honor of Lemuel P. Grant, Chief Engineer of the railroad. Economic prosperity flourished in Grantville bringing two banks, cotton, yarn, and hosiery factories, a theater, a civic auditorium, medical and law offices, and a telegraph office. As early as the 1860s, Grantville had a high school which brought many families looking for academic futures for their children. The first major retailer opened in 1865 in Downtown Grantville, called the Garrett-Zellars Store, a 2-story retailer selling dry goods, meats, and furniture. In 1887, the community organized a literary and musical club with regular shows. At the core of Grantville's growth was the hosiery and yarn mills, established in 1896. The mills created many jobs in the area and led to the establishment of a mill community along present day Grady Smith Rd (as seen in the 1920s Sanborn maps). The mills continued production through multiple ownership changes until 1980, when they were closed due to the impending competition of foreign imported products. Ten years prior, in 1970, the Atlanta and Westpoint Railroad (formerly called Atlanta and Lagrange Railroad) ceased passenger services. Losing the largest employer in the area and direct traffic via railroad, the City of Grantville saw a subsequent slowing in economic growth.



Historic Photo of Downtown



Historic Photo of Bonnie Castle

Today, the City of Grantville boasts many historical buildings. This includes many residences including the John C. Meadows' (one of the first homesteaders in Grantville) 1830's log cabin now found in Grantville Park. The 1896 Bonnie Castle, on present day Colley St, stands as a monument of the wealth and sophistication of 19th century Grantville. Many of the original mill village homes along Grady Smith Road are still standing and occupied. Ruins of the original mill buildings remain; the passenger and freight railroad stations are intact and are a reminder of the history of Grantville. Additional original buildings line the streets of Downtown and have been largely vacant since the

decline of manufacturing in the 1980s.

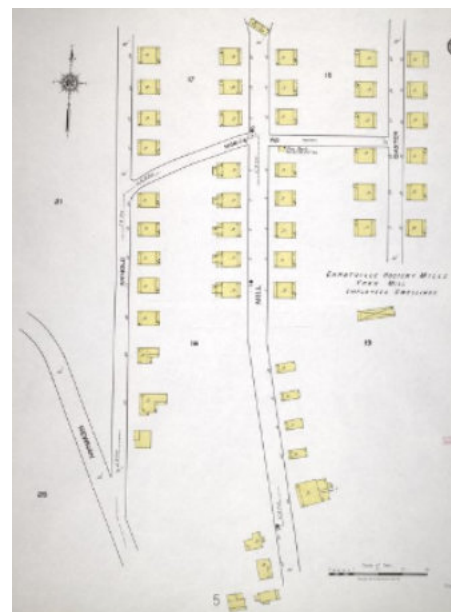
The unique character and rich history of Grantville has spurred recent interest in the community by the film industry. A once bustling Downtown and manufacturing super center has been put on display by the famous "Walking Dead" series which highlights Grantville's Downtown Main Street and old mills. The film series leaves relics, such as the "Away with You" mural on the prominent cotton warehouse in Downtown, drawing tourists from around the world to the small City of Grantville, GA.



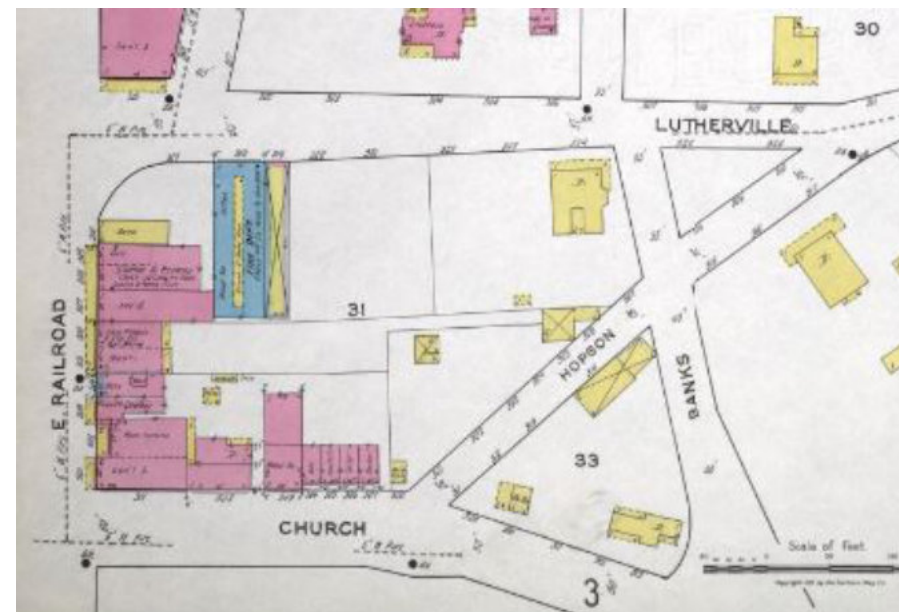
Employees Outside of Mill (early 1900s)



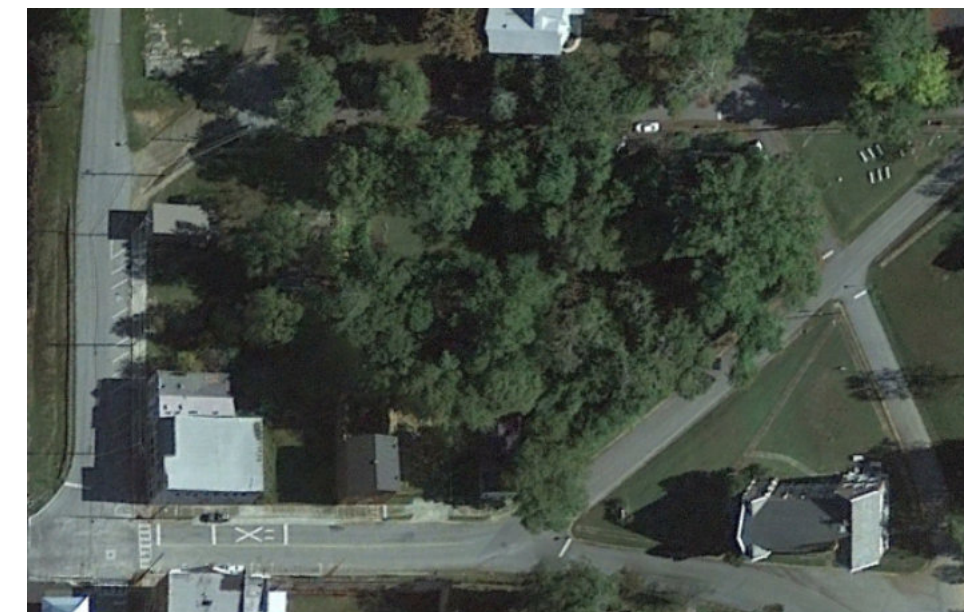
Tourists Outside of Mill



1920 Sanborn Map: Mill Village



1920 Sanborn Map: Downtown Corner of Griffin St and Church St



Current Aerial: Downtown Corner of Griffin St and Church St

The two figures to the left show the corner of Griffin St and Church St Downtown in the 1920 Sanborn map and present day. A few of the original buildings still stand including the Gentleman's store, mare house, apartments, and auto shop.

SOURCES

- A History of Coweta County, GA, Newnan-Coweta Historical Society
- Coweta County Chronicles, Mary G. Jones and Lily Reynolds
- Coweta County: A Brief History, W. Jeff Bishop
- <https://westgatextiletrail.com/grantville>

Pre-1900



1901-1920



1921-1950



1951-1982



1983-2000



2001-2016

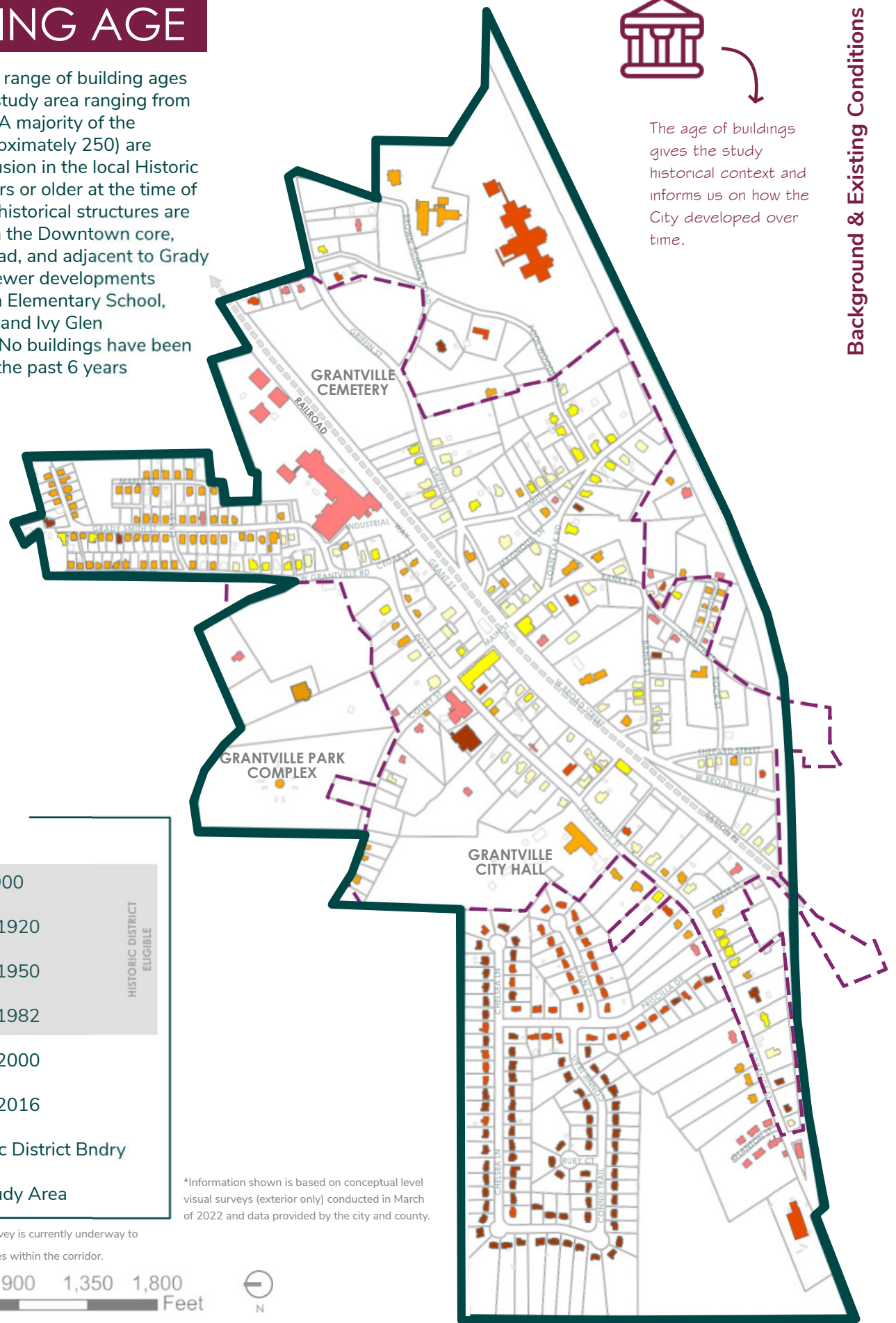


BUILDING AGE

There is a wide range of building ages within the LCI study area ranging from 1840 to 2016. A majority of the buildings (approximately 250) are eligible for inclusion in the local Historic District (40 years or older at the time of survey.) These historical structures are concentrated in the Downtown core, along the railroad, and adjacent to Grady Smith Road. Newer developments include Glanton Elementary School, Dollar General, and Ivy Glen neighborhood. No buildings have been constructed in the past 6 years (2016-2022).



The age of buildings gives the study historical context and informs us on how the City developed over time.



LEGEND

- Pre-1900
- 1901-1920
- 1921-1950
- 1951-1982
- 1983-2000
- 2001-2016
- Historic District Bndry
- LCI Study Area

*Information shown is based on conceptual level visual surveys (exterior only) conducted in March of 2022 and data provided by the city and county.

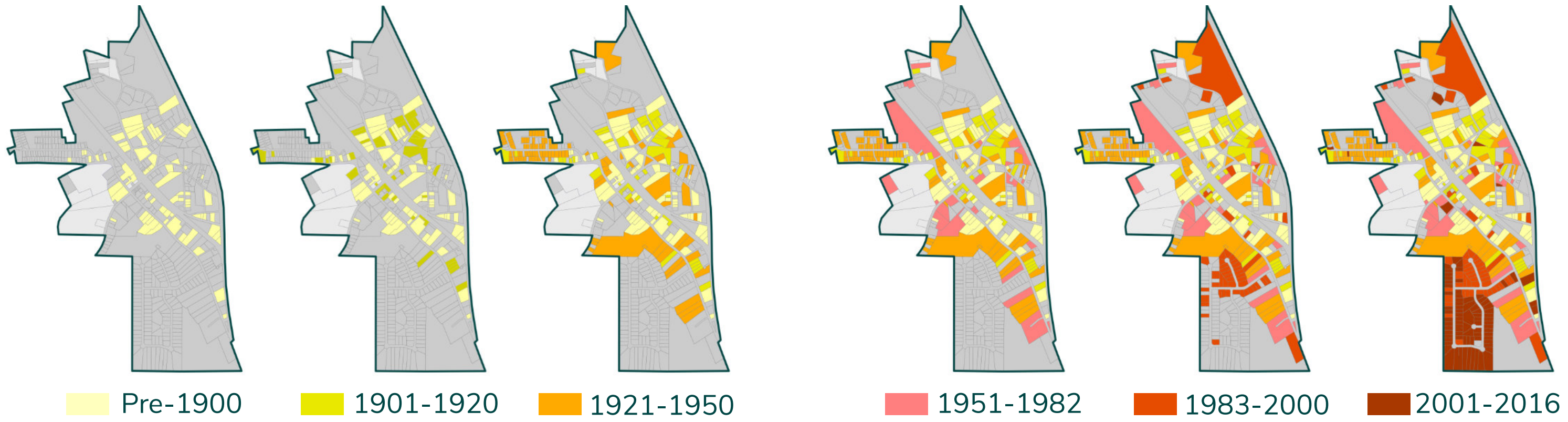
*A historical resource survey is currently underway to access historical structures within the corridor.



LCI STUDY AREA DEVELOPMENT OVER TIME

Background & Existing Conditions

Background & Existing Conditions



Early development began in Grantville (formerly called Calico Corner) in the 1840s. This development was catalyzed by the arrival of the railroad in 1852. By the turn of the century in 1900, Grantville had a significant core of development along the railroad. This development consisted of mostly single-family residential. By the 1920s, the city of Grantville had a Downtown core complete with commercial uses and supporting residential.

A majority of the development within the LCI study area occurred prior to 1982. These developments now comprise the historic district and many structures are eligible for historic designation.

Since 1982, development has slowed in the City of Grantville. These post-1982 developments include a new school and the Ivy Glen neighborhood (single-family). New development has become stagnant since 2016. With over 60 acres of vacant land, Grantville has numerous development opportunities.

*Diagrams depict new ground-breaking developments only and do not show reuse of existing buildings, new tenants, or occupancy.

The comparison of the 1993 and 2019 aerials below shows change over 26 years in the Downtown core. No new buildings have been constructed. However, A few have been demolished. Due to little to no change, the Downtown core could be considered stagnant in development.



1993 Aerial of Downtown



2019 Aerial of Downtown

OCCUPANCY

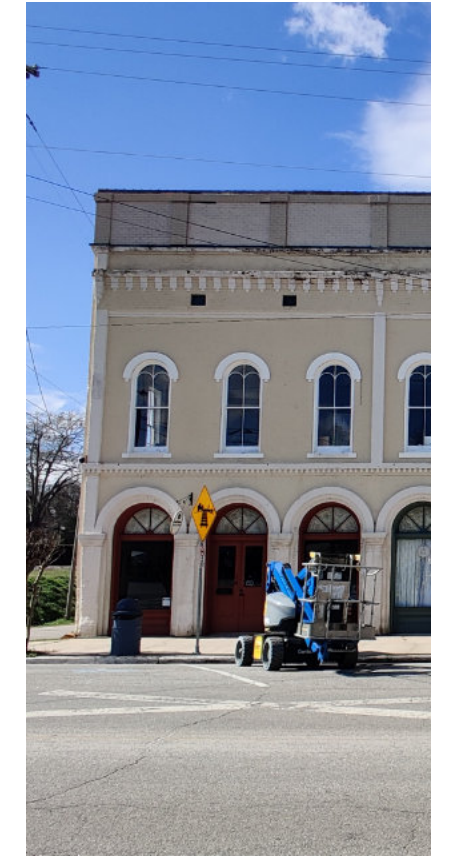
Within the LCI study area, 93% of buildings appear to be fully occupied leaving 6% unoccupied or partially occupied. These buildings are concentrated in the Downtown core along Main Street.

There is a significant presence of vacant land (no building present) within the study area. This vacant land equates to approximately 9% (38.14 acres) of the total study area. The vacant parcels are primarily zoned Single-Family Residential with a few Commercial properties



In many cases, vacant land represents prime opportunities for new development.

EXAMPLES OF UNDERUTILIZED BUILDINGS:



PARKS AND NATURAL FEATURES



Parks and natural features are an integral part of a community and should be accessible to all residents. Understanding where these features are can inform mobility plans.

Along with large front yards and significant tree canopy, the LCI study area boasts numerous park and recreation based amenities. The Grantville Park Complex includes baseball fields, basketball and tennis courts, a community center, library, walking trails, playground, splash pad, and picnic pavilion. The Griffin Street Park Complex offers playgrounds, a skate park, and picnic facilities. Colley Park in Downtown offers a centralized gathering spaces for community events and gatherings.



Post Street Community Center



Griffin Street Skate Park



Post Street Splash Pad



Grantville Park Complex

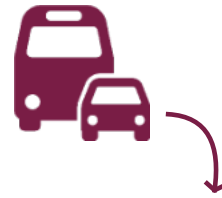
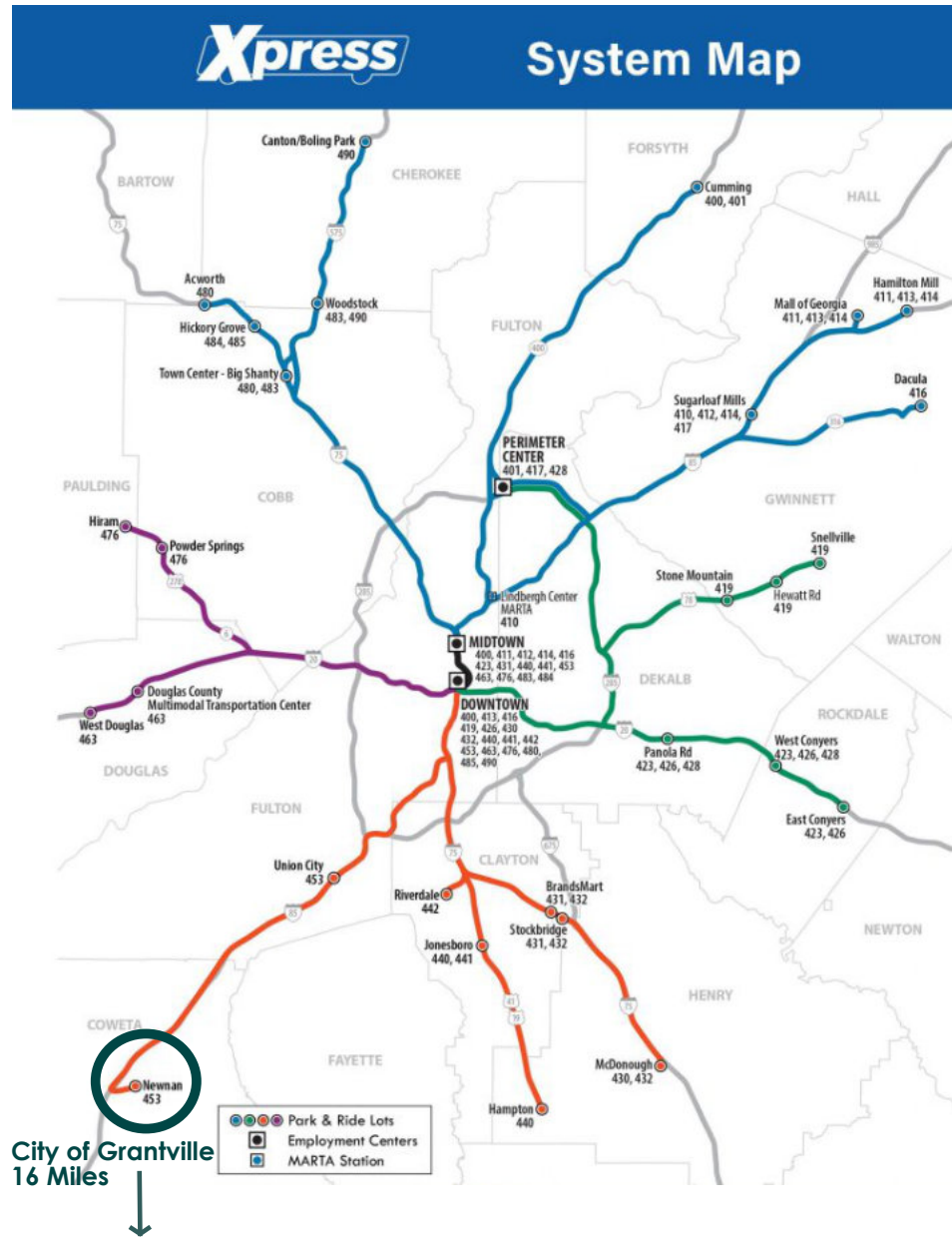


Grantville Park Complex Tennis



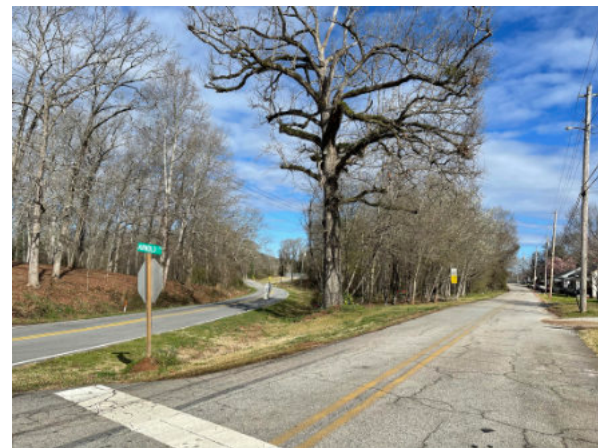
Colley Park

REGIONAL MOBILITY



Regional connectivity is an important for both residents and visitors, as well as the future development growth of Grantville.

The closest public transit system to Grantville is the Xpress Commuter System. There is a park and ride lot in Newnan which is approximately 16 miles or 20 minutes from Downtown. With close proximity to Interstate 85 and direct access to Hwy 29, Grantville could be a potential expansion point of the Xpress system allowing residents a direct connection to Atlanta. Or conversely, a local shuttle / ride-share system could provide connectivity to the Newnan Park-and-ride lot.



Example of Unaligned Intersection



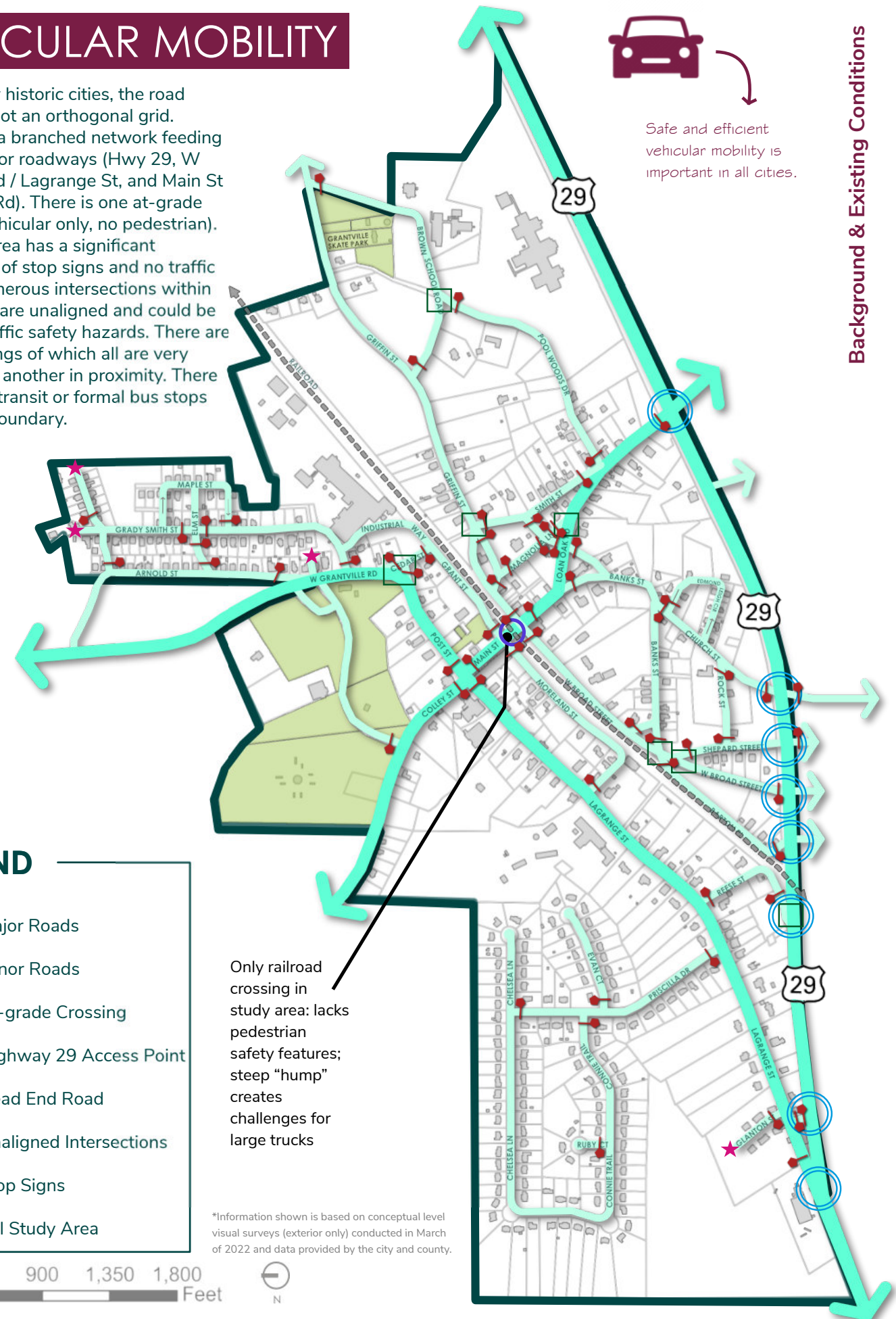
At-grade Railroad Crossing

VEHICULAR MOBILITY



Safe and efficient vehicular mobility is important in all cities.

Unlike many historic cities, the road network is not an orthogonal grid. Rather, it is a branched network feeding to three major roadways (Hwy 29, W Grantville Rd / Lagrange St, and Main St / Loan Oak Rd). There is one at-grade crossing (vehicular only, no pedestrian). The study area has a significant number(64) of stop signs and no traffic signals. Numerous intersections within the corridor are unaligned and could be potential traffic safety hazards. There are eight crossings of which all are very close to one another in proximity. There is no public transit or formal bus stops within the boundary.







PEDESTRIAN CONNECTIVITY

While localized areas have existing sidewalks, such as Downtown, the LCI study area as a whole lacks pedestrian infrastructure. Many existing sidewalks are fragmented or discontinuous making ease of access for pedestrians difficult.

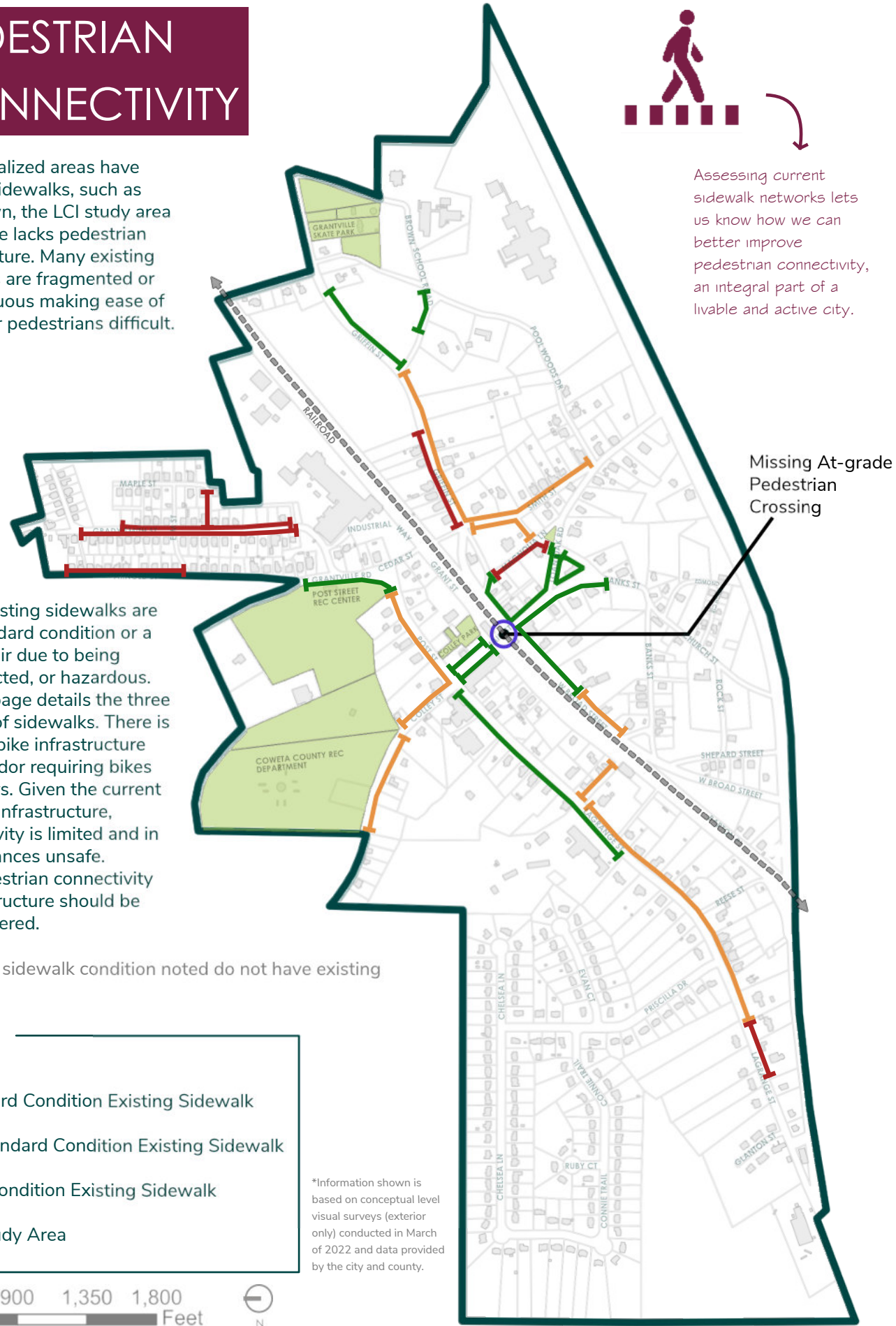
Many of the existing sidewalks are also in substandard condition or a state of disrepair due to being narrow, obstructed, or hazardous. The following page details the three classifications of sidewalks. There is no designated bike infrastructure within the corridor requiring bikes to use roadways. Given the current assessment of infrastructure, pedestrian activity is limited and in some circumstances unsafe. Improving pedestrian connectivity through infrastructure should be strongly considered.

*Areas without sidewalk condition noted do not have existing sidewalks.

LEGEND

-  Standard Condition Existing Sidewalk
-  Substandard Condition Existing Sidewalk
-  Poor Condition Existing Sidewalk
-  LCI Study Area

*Information shown is based on conceptual level visual surveys (exterior only) conducted in March of 2022 and data provided by the city and county.



Assessing current sidewalk networks lets us know how we can better improve pedestrian connectivity, an integral part of a livable and active city.

STANDARD CONDITION

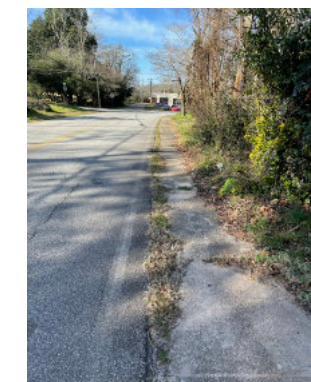
- Appropriate Width
- No Obstructions or Hazardous Areas
- Not Uncomfortably Close to Roadways



SUBSTANDARD CONDITION

May include any / all of the following:

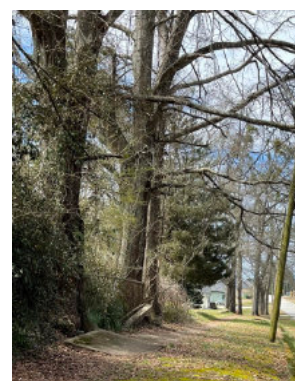
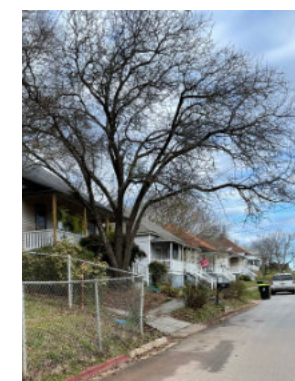
- Somewhat Too Narrow
- Minor Obstructions
- Too Close to Roadways
- Poorly Maintained



POOR CONDITION

May include any / all of the following:

- Significantly Too Narrow
- Major Obstructions or Hazardous Areas
- Directly Adjacent to Streets
- Drop offs Adjacent to Sidewalk

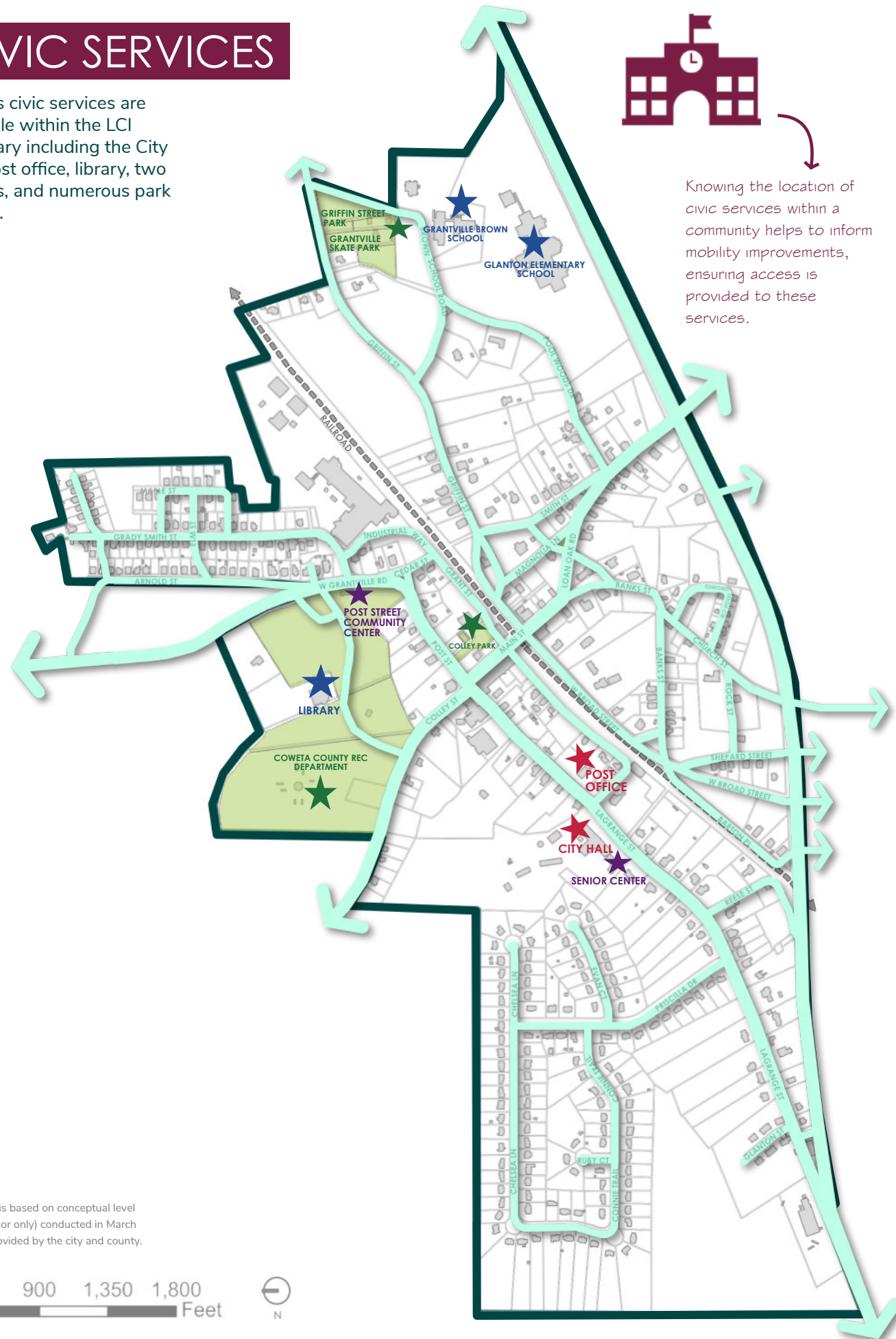


CIVIC SERVICES

Various civic services are available within the LCI boundary including the City hall, post office, library, two schools, and numerous park spaces.



Knowing the location of civic services within a community helps to inform mobility improvements, ensuring access is provided to these services.



*Information shown is based on conceptual level visual surveys (exterior only) conducted in March of 2022 and data provided by the city and county.

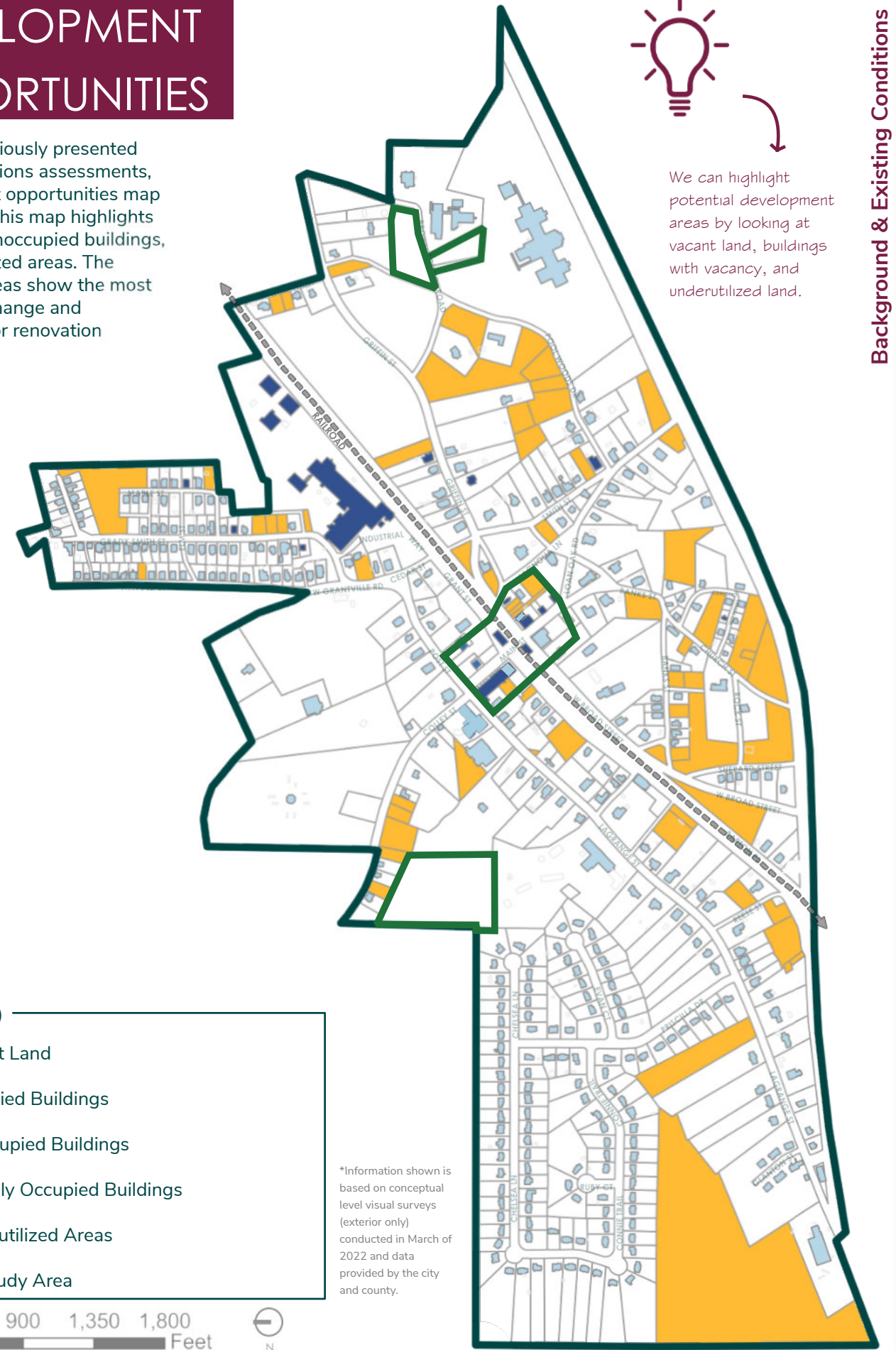


DEVELOPMENT OPPORTUNITIES

Using the previously presented existing conditions assessments, a development opportunities map was created. This map highlights vacant land, unoccupied buildings, and underutilized areas. The highlighted areas show the most potential for change and development or renovation opportunity.



We can highlight potential development areas by looking at vacant land, buildings with vacancy, and underutilized land.



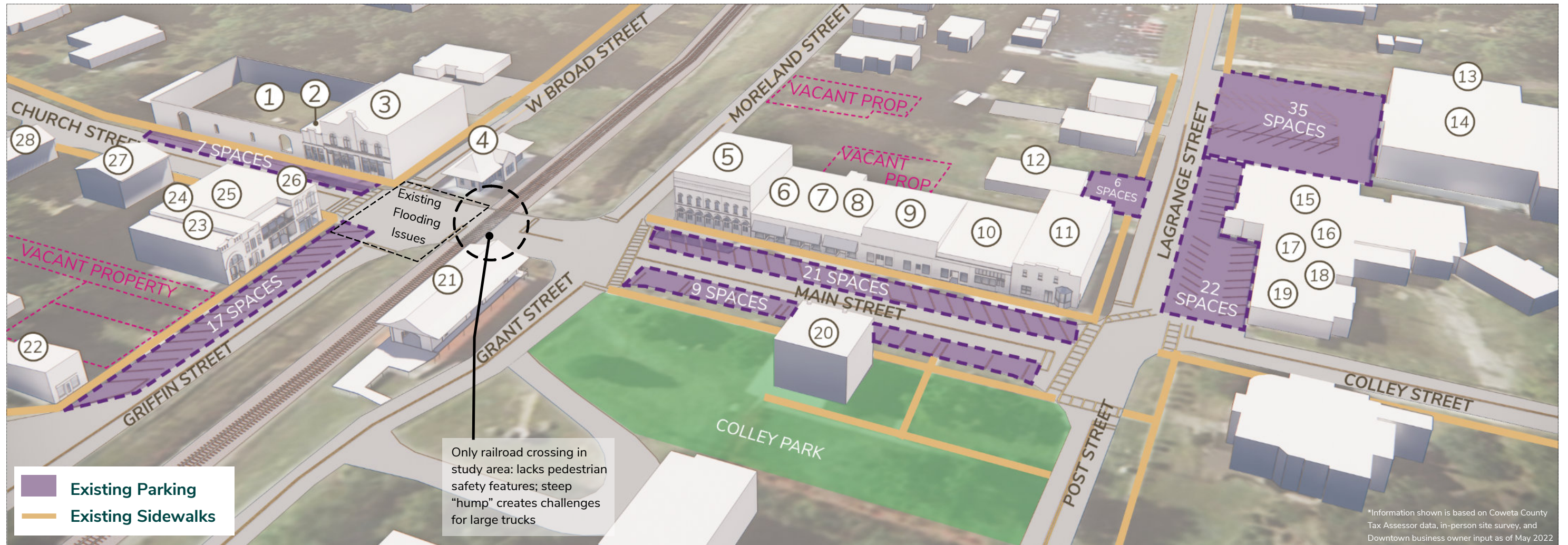
LEGEND

- Vacant Land
- Occupied Buildings
- Unoccupied Buildings
- Partially Occupied Buildings
- Underutilized Areas
- LCI Study Area

*Information shown is based on conceptual level visual surveys (exterior only) conducted in March of 2022 and data provided by the city and county.



DOWNTOWN CORE



- ① **The Bricks- Outdoor**
Use : Outdoor Gathering Space
Apprx. Sq. Ft. : N/A
- ② **The Bricks**
Use : Event Venue / Residential Lofts
Apprx. Sq. Ft. : 1890 sq.ft.
- ③ **Coffee Shop** (Opening Summer 2022)
Use : Coffee Shop / Residential Lofts
Apprx. Sq. Ft. : 6750 sq.ft.
- ④ **Passenger Depot (Currently Unoccupied)**
Use : Unknown
Apprx. Sq. Ft. : Unknown
- ⑤ **Tattoo Parlor / Mud Haven**
Use : Tattoo Parlor / Pottery Studio/ Residential Lofts
Apprx. Sq. Ft. : 4356 sq.ft.
- ⑥ **Planned Investment**
Use : Potential Restaurant (currently unoccupied)
Apprx. Sq. Ft. : 1716 sq.ft.
- ⑦ **Owned (Currently Unoccupied)**
Use : Unknown (currently unoccupied)
Apprx. Sq. Ft. : 1584 sq.ft.

- ⑧ **Owned (Currently Unoccupied)**
Use : Unknown
Apprx. Sq. Ft. : 1650 sq.ft.
- ⑨ **Owned (Currently Unoccupied)**
Use : Unknown
Apprx. Sq. Ft. : 3168 sq.ft.
- ⑩ **Owned (Currently Unoccupied)**
Use : Unknown
Apprx. Sq. Ft. : 3036 sq.ft.
- ⑪ **Owned (Currently Unoccupied)**
Use : Unknown
Apprx. Sq. Ft. : 3744 sq.ft.
- ⑫ **Neighborhood Grocery**
Use : Grocery / Convenience
Apprx. Sq. Ft. : 1650 sq.ft.
- ⑬ **Coin Laundry**
Use : Laundromat
Apprx. Sq. Ft. : 1500 sq.ft.
- ⑭ **Dollar General**
Use : Dollar Store
Apprx. Sq. Ft. : 10,000 sq.ft.

- ⑮ **Ms.B's**
Use : Unknown
Apprx. Sq. Ft. : 5708 sq.ft.
- ⑯ **Harris Hand**
Use : Barber College
Apprx. Sq. Ft. : 1200 sq.ft.
- ⑰ **Harris Hand**
Use : Barber College
Apprx. Sq. Ft. : 1482 sq.ft.
- ⑱ **DUI School**
Use : DUI School
Apprx. Sq. Ft. : 1216 sq.ft.
- ⑲ **Owned (Currently Occupied)**
Use : Unknown
Apprx. Sq. Ft. : 1080 sq.ft.
- ⑳ **Planned Investment**
Use : Potential Restaurant (Currently unoccupied)
Apprx. Sq. Ft. : 3200 sq.ft.
- ㉑ **Freight Depot**
Use : Filming Storage
Apprx. Sq. Ft. : Unknown

- ㉒ **Owned (Currently Unoccupied)**
Use : Unknown
Apprx. Sq. Ft. : 800 sq.ft.
- ㉓ **Artist Studio (Private)**
Use : Art Studio
Apprx. Sq. Ft. : 1188 sq.ft.
- ㉔ **Owned (Currently Unoccupied)**
Use : Unknown
Apprx. Sq. Ft. : 1188 sq.ft.
- ㉕ **Owned (Currently Unoccupied)**
Use : Unknown
Apprx. Sq. Ft. : 3600 sq.ft.
- ㉖ **Owned (Currently Unoccupied)**
Use : Unknown
Apprx. Sq. Ft. : 3012 sq.ft.
- ㉗ **Owned (Currently Unoccupied)**
Use : Unknown
Apprx. Sq. Ft. : 2560 sq.ft.
- ㉘ **Owned (Currently Unoccupied)**
Use : Unknown
Apprx. Sq. Ft. : 1200 sq.ft.





2

HOUSING & MARKET ANALYSIS

HOUSING AND MARKET ANALYSIS

KB Advisory Group, as a subconsultants to Lord Aeck Sargent (LAS), conducted this Livable Centers Initiative (LCI) real estate market analysis for Grantville, Georgia, through funding granted by the Atlanta Regional Commission (ARC).

- The task provides a real estate inventory and economic trend analysis for the LCI Area, the City of Grantville, Coweta County, and the Atlanta Metropolitan Statistical Area (MSA).
- The multi-phase analysis examines the state of the Downtown Grantville market as the foundation for the strategies and recommendations regarding Downtown development.

Below is an executive summary of the full market report. The full report can be found in the Appendix.

DEMOGRAPHICS AND EMPLOYMENT

The LCI Study Area is a small but essential mixed-use node within the heart of Grantville, in the southwestern portion of Coweta County. A varied presence of commercial activity and homes for younger families and older individuals characterize the area. The LCI Area is not a substantial employment center, serving primarily as a “bedroom community” for other employment centers. Additionally, most of the local commerce in Grantville currently takes place outside the LCI Area.

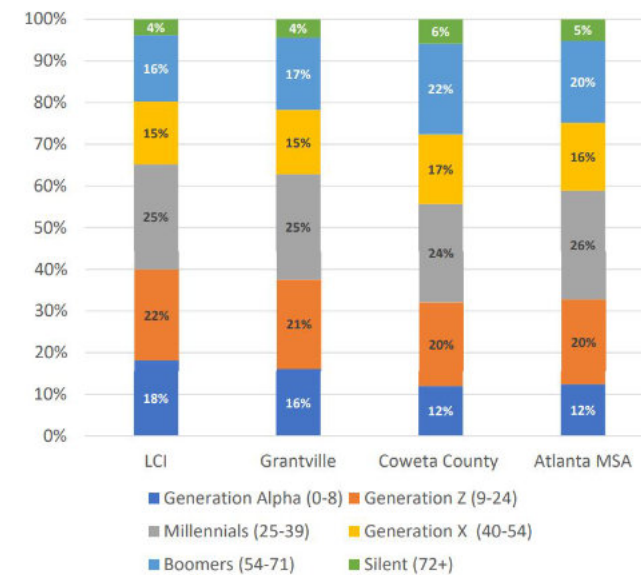
- Nearly 500 people live in the LCI Area, with the current population growth rate outpacing Coweta County and the Atlanta MSA overall. However, the total number of residents represents less than one percent of all of Coweta County.
- Educational attainment in the LCI Area, typically a strong indicator of income, lags behind Coweta County and the Atlanta MSA.
- However, median household incomes are still mainly on par with those in larger areas.
- The LCI Area population tends to be younger than the surrounding areas, with a substantial population of children below the age of eight, and about 30% of the overall population consists of renters.
- Historically, employment in Grantville centered around industries that required proximity to the railroad. The City lost jobs with the changes in industrial development patterns and transportation. In more recent times, employment has grown modestly over the last decade.
- Currently, Grantville is a classic “bedroom community” from a commuting standpoint, with five times more working residents in the City than jobs, meaning working-age residents of Grantville essentially travel elsewhere for their employment.

- The current base of employment in the City is over 80% concentrated in three fields: Public Administration, Education, and Retail.

Population Growth

Population	LCI	Grantville	Coweta County	Atlanta MSA
2000 Census	223	1,782	89,220	4,263,447
2010 Census	404	3,041	127,317	5,286,728
2022 Estimate	489	3,630	154,694	6,206,533
2027 Forecast	521	3,871	164,449	6,540,650
New Population 2000-2022	266	1,848	65,474	1,943,086
Growth Rate 2000-2022	3.6%	3.3%	2.5%	1.7%

Age by Generation

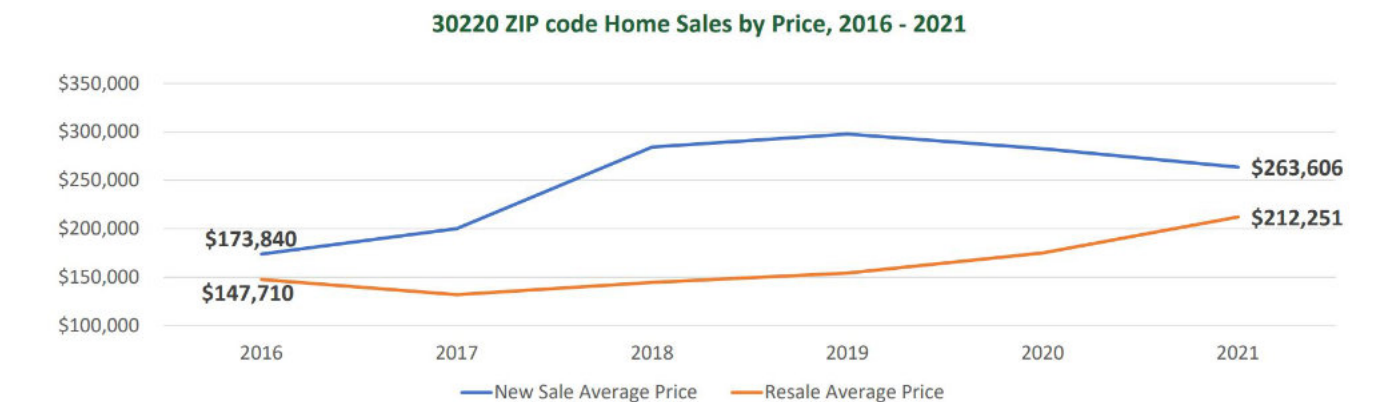
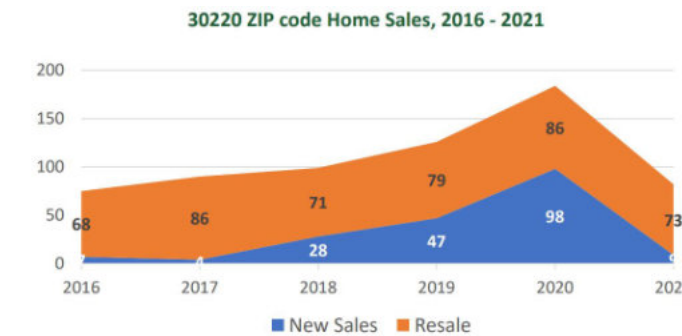


RESIDENTIAL AND RETAIL REAL ESTATE

The real estate market in LCI Study Area is typical of an exurban community far from the large employment centers closer to the center of the Atlanta MSA. The residential inventory in the area is low-density and mainly consists of single-family homes, including both owned homes and rentals. The commercial inventory in the LCI Area is made up entirely of the small but generally well-preserved collection of historic buildings in the Downtown core.

- The housing market in Grantville is typical of an exurban town: the vast majority of homes are single-family detached, with a handful of duplex homes, but there is no presence of large multifamily apartment development.

- Home sales saw a very impressive jump in volume and price up to and during 2020. Still, it seems that that was a brief trend, with prices possibly reaching equilibrium more quickly than in portions of Coweta County closer to the core of the Atlanta MSA.
- Rentals in Grantville consist almost entirely of detached, individually owned homes, and rents in Coweta County have skyrocketed of late, consistent with trends across the Atlanta MSA and nationally.
- The retail district in Downtown Grantville features a mix of early 20th century buildings totaling over 70,000 square feet of space and makes up all of the inventory in the LCI Area.
- Of the 28 buildings in the Downtown core, 50% are vacant, and the current tenant mix includes one restaurant, a coffee shop, an event and music space, a tattoo studio, and an art gallery. Downtown appeared in major motion picture filming recently.



DEVELOPMENT STRATEGIES

The LCI Study Area can achieve residential and retail growth in particular niches, but that growth is unlikely to occur naturally with the current status quo. A measured growth forecast assumes active efforts to bring additional residences and retail to the LCI Study Area, particularly on the part of the City of Grantville.

- Residential growth in the LCI Study Area will come from single-family homes that are more moderately priced than those closer to the Atlanta MSA center or even elsewhere in Coweta County.
- Within five years, the LCI Study Area could support up to an additional 90 homes and 180 within ten years. These would likely be for-sale homes, though the national trend of build-to-rent single-family homes may impact the future. Large multifamily development is currently neither feasible nor publicly desirable in Grantville.
- The LCI Study Area can also reactivate or create up to roughly 50,000 square feet of additional retail space beyond what currently exists. Most of this total would result from capturing existing retail spending demand that now “leaks” elsewhere and directing it into filling currently vacant Downtown retail spaces. The construction of more residences would create some additional housing demand. Traditional office space will not be a possible commercial use soon, though some need for “maker space” may exist.
- Short-term development strategies to achieve the growth outlined above primarily focus on administrative actions that can be taken to establish priorities and a solid foundation for future growth.
- Longer-term five and ten-year development strategies involve shoring up the existing built environment, creating momentum for further private investment in the LCI Area, and eventually investing in improved infrastructure to support further development.



3

PUBLIC ENGAGEMENT

PUBLIC ENGAGEMENT



STEERING COMMITTEE

As an integral part of the engagement process, a steering committee was comprised of key business owners, stakeholders, and City officials to serve as a “sounding board” throughout the LCI plan. Numerous online steering committee meetings were held in which members provided overall visions, participated in interactive exercises, and vetted design recommendations. The steering committee was key in establishing the vision of Reimagine Grantville and the various priority areas.



COMMUNITY SURVEY

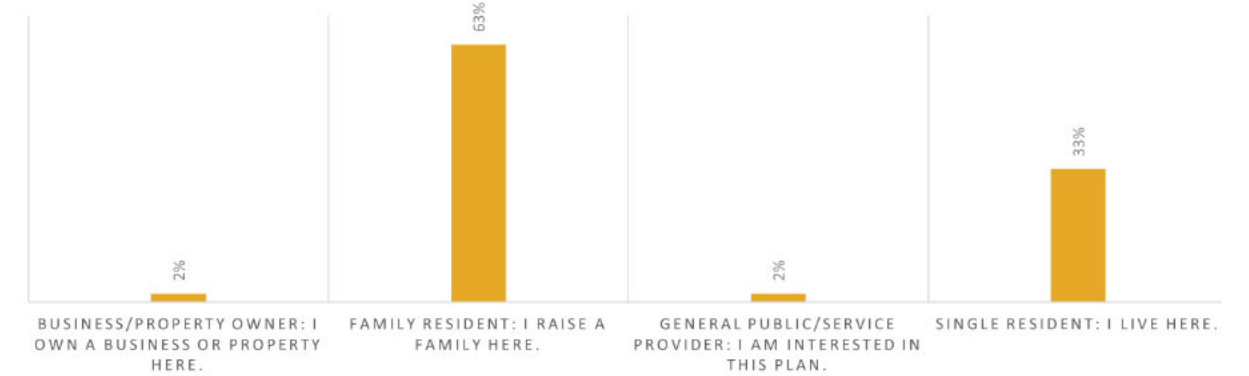
In early April 2022, the LCI team launched an online survey to provide all community members the opportunity to weigh in. The survey focused on the ways in which community members currently use Downtown, local amenities, and their vision for the future of Grantville. The following graphs depict a snapshot of survey responses. For a full survey report, see Appendix XX.

WHAT IS YOUR FAVORITE THING ABOUT GRANTVILLE?

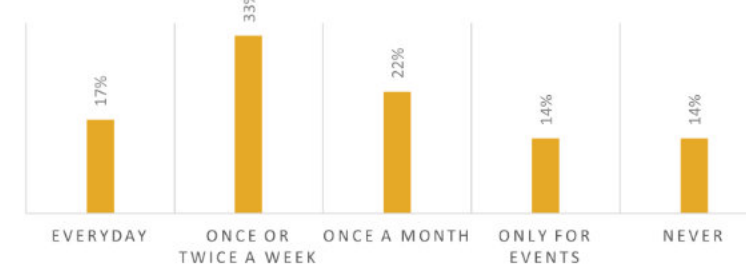


DOWNTOWN GRANTVILLE

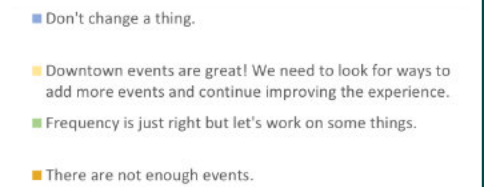
HOW WOULD YOU BEST DESCRIBE YOUR CONNECTION TO DOWNTOWN GRANTVILLE?



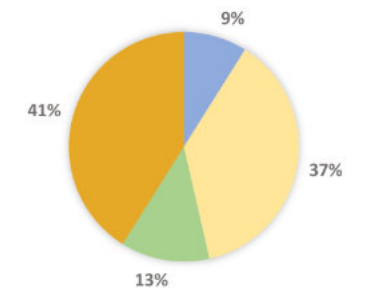
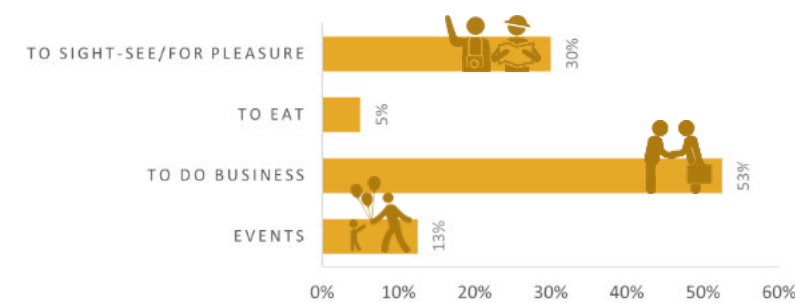
HOW OFTEN DO YOU GO DOWNTOWN?



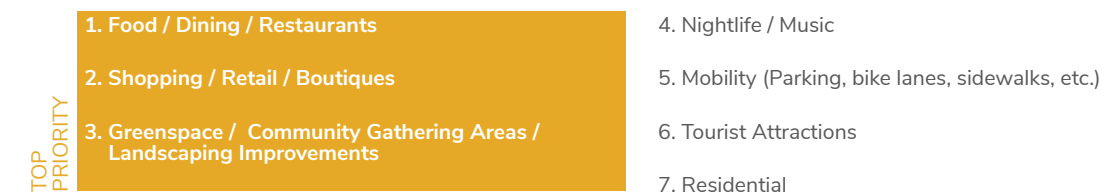
OVERALL, HOW DO YOU FEEL ABOUT COMMUNITY EVENTS AND RECREATION PROGRAMS IN AND AROUND DOWNTOWN?



WHAT BRINGS YOU TO DOWNTOWN?

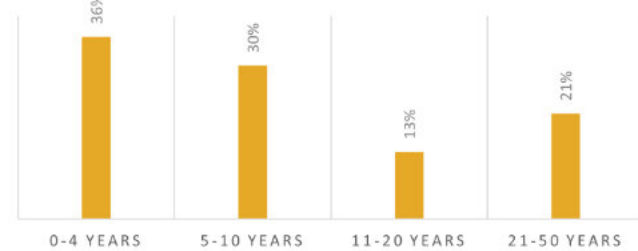


RANK THE FOLLOWING TYPES OF DEVELOPMENT BASED ON WHAT YOU WOULD LIKE TO SEE IN DOWNTOWN GRANTVILLE.

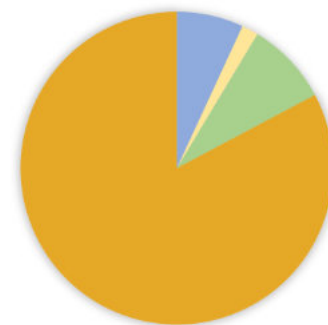


WHO TOOK THE SURVEY

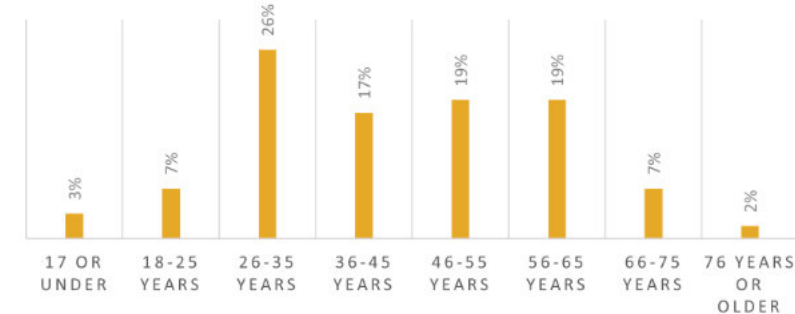
HOW LONG HAVE YOU LIVED IN GRANTVILLE?



RACE

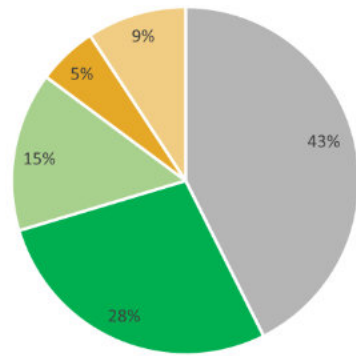


AGE



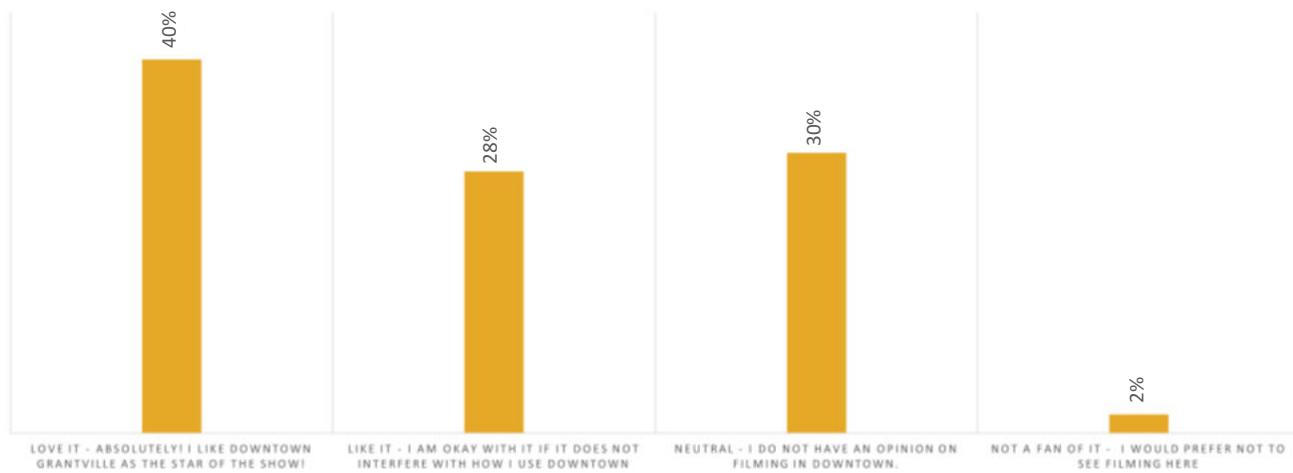
FILMING + TOURISM

HOW DO YOU FEEL ABOUT TOURISM IN DOWNTOWN GRANTVILLE?



- I LOVE IT- The City should bring more tourists. Let's have tourist-focused attractions!
- I LIKE IT- I like our current level of tourism.
- I'M NEUTRAL- I do not have an opinion on tourism in Grantville.
- I DON'T MIND IT- The current level of tourism is fine but I do not want to see it grow.
- I DON'T LIKE IT- I would prefer to not see tourists.

WHAT ARE YOUR THOUGHTS ABOUT FILMING DOWNTOWN?



PUBLIC WORKSHOPS

A series of three public workshops were held for residents, business owners, City officials, and all other interested parties at the Grantville City Hall. Each workshop was tailored to the subsequent project phase and included a number of interactive exercises focused on:

Public Workshop 1: LCI Goals and Visioning

Public Workshop 2: Mobility and Downtown

Public Workshop 3: Design Recommendations and Implementation

The following section is a brief summary of each public workshop and a few key takeaways from the community.

A full synopsis of each workshop is available in the Appendix.

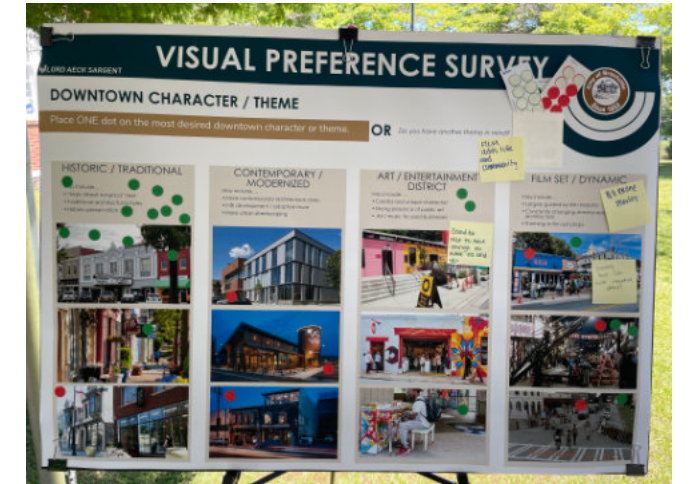
PUBLIC WORKSHOP 1: LCI GOALS + VISIONING

During the first public workshop, attendees could learn about the LCI program and goals, as well as express their vision for the future of Grantville. Along with numerous open-ended visioning questions, participants weighed in on three interactive exercises. The first was focused on identifying areas of concern regarding mobility infrastructure. The second activity took participants through a visual preference survey of various types of commercial and residential development, open space, and placemaking strategies. The final exercise asked participants to choose a preferred "theme" or character for Downtown.

Key Takeaways:

- There is a need for pedestrian infrastructure improvements throughout the LCI project area including sidewalk improvements and safe pedestrian crossings.
- High ranking visual survey images can be seen below. Interest includes community gathering spaces, small shops or restaurants, outdoor dining, and kids activities.
- Participants showed a strong preference for historic or traditional Downtown character.

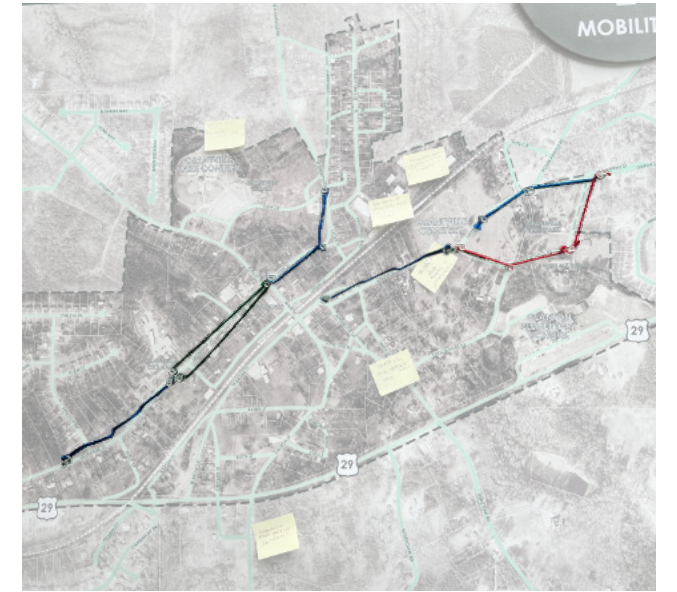
Highest Ranking Visual Survey Images:





PUBLIC WORKSHOP 2: MOBILITY AND DOWNTOWN

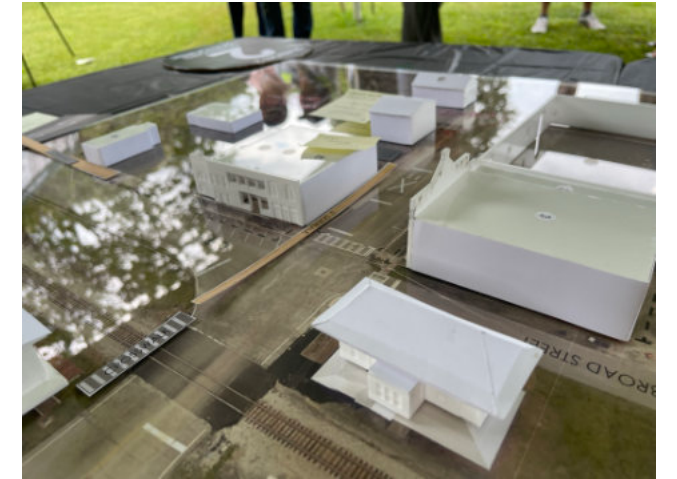
The second public workshop focused on the Downtown core and mobility. Residents and stakeholders participated in a series of three interactive exercises. The first exercise focused on streetscape improvement priority areas, allowing participants to use a series of strings (equaling 2,000 linear feet) to create their priority network. Exercise two allowed attendees to dive deep into Downtown Grantville with use of a 3D model. Participants identified new potential development areas, additional parking needs, other considerations. In the final exercise, participants created vision boards for the character of Downtown by selecting from a series of elements. The resulting boards included preferred placemaking strategies, stylistic preferences, and streetscape elements (see photos to the left).



Streetscape Improvement Priority Network Results

» Key Takeaways:

- The highest streetscape priority areas were determined along Lagrange Street and Griffin Street (see image to the right).
- Downtown desires: activation in and around Colley Park, additional parking, safe pedestrian crossings, a fountain or other city gateway, potential housing in Downtown, etc.
- The chosen images from the vision boards were tallied. Top ranking images inspired the design on Colley Park and the Downtown streetscape character. Top ranking images can be seen in the Appendix.

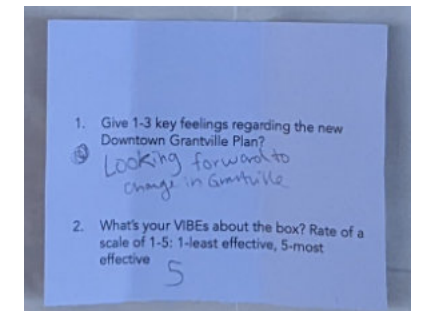
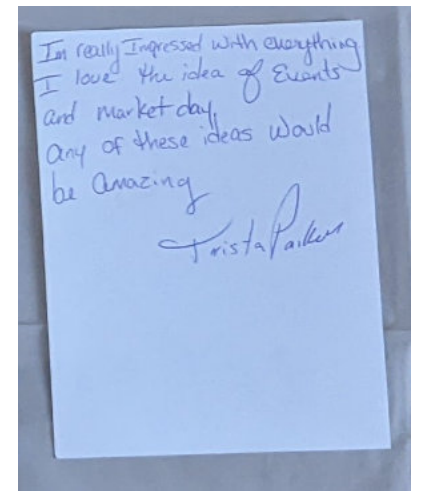
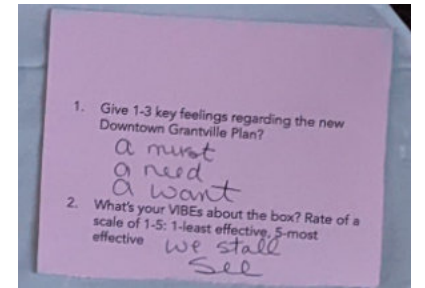
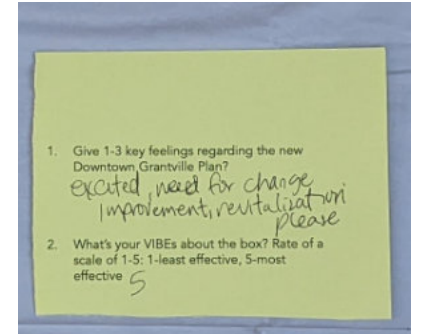
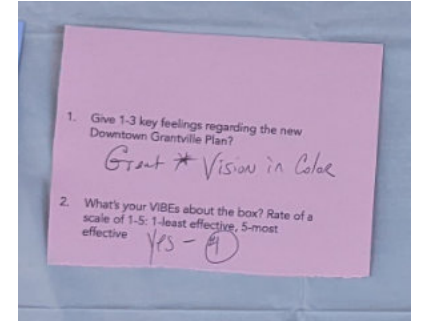


PUBLIC WORKSHOP 3: DESIGN RECOMMENDATIONS AND IMPLEMENTATION

The final public workshop presented draft design recommendations to the community for review and input. A series of presentation boards highlighted Downtown improvements, streetscape design guidelines, pedestrian connectivity, and potential housing opportunities. Community members weighed in with thoughts and opinions on the presented design as well as project priority.

Key Takeaways:

- The presented design recommendations resonated well with community members—Many of these individuals noting their early feedback being incorporated into the plan.
- Project priority rankings showed programming, events, and public art as the highest priority for community members with the potential freight depot renovation and Downtown streetscapes following closely behind.





4

VISION + RECOMMENDATIONS

VISION



Re-imagine Grantville is a vision to create a re-energized and prospering Downtown; a well-connected community with mixed modes of transportation and an established sense of place for residents, business owners, and visitors alike.

HOW IS THIS VISION ACHIEVED?

EMBRACE HISTORIC IDENTITY



"The old town and the opportunity for uniqueness. Buildings speak original characteristics with a modern twist" - survey respondent

- Build upon and be mindful of the historical significance and character of Downtown
- Restore historic blocks Downtown
- Promote adaptive re-use of buildings and historic preservation

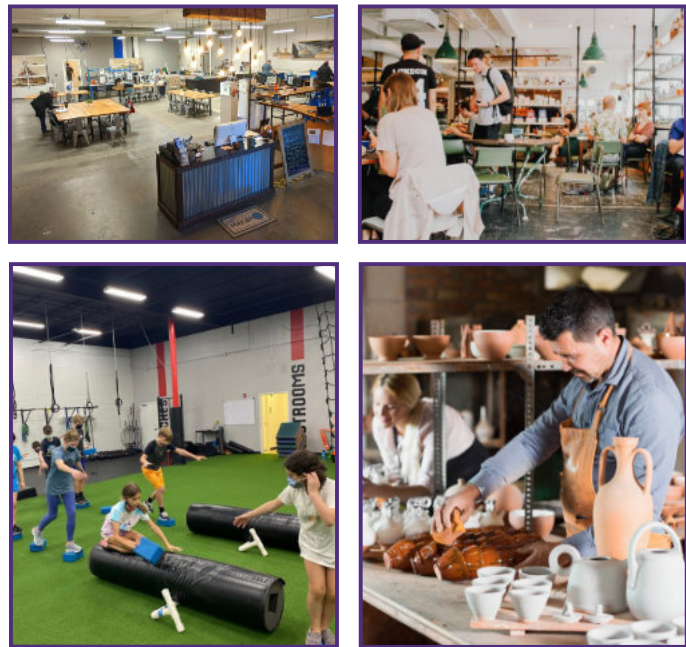


ESTABLISH ANCHORS



"Oldness meets today's urban relaxation" - survey respondent

- Reuse existing historic buildings: Avoid demolition of historic buildings where feasible
- Attract "Makers and Purveyors": Establish a business climate that supports entrepreneurs, artisans, craftsmen, local artists, etc.
- Focus on "Food, Fun, and Fitness": Recruit businesses that attract a wide variety people including various ages, ethnicities and income groups
- Create opportunities for expanded employment and consumer spending in Grantville



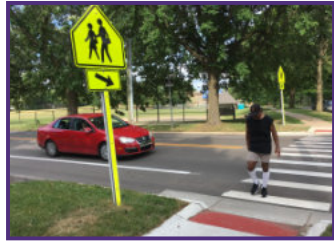
HOW IS THIS VISION ACHIEVED?

REVITALIZE DOWNTOWN



"fully owner occupied business service establishments with upgraded utility infrastructure, brick pavers, street lamps and other landscaped walkways leading out of downtown into adjacent or nearby subdivisions and historic homes" - survey respondent

- Attract a diverse user group: Appeal to business owners, residents, and visitors. Promote a mix of uses and user groups
- Encourage new incremental residential development in Downtown: New housing could include lofts, townhomes, duplexes, and small-house typologies
- Promote the development of new commercial uses in existing Downtown buildings: Uses will include retail, restaurants, shopping, markets, community services
- Improve walkability and pedestrian safety: Provide ADA compliant sidewalks and street crossings throughout Downtown and other areas within the City. Improve sidewalks connections to Downtown
- Improve the character of Downtown streetscapes: Create an identity for Downtown through signage, lighting, outdoor dining, landscaping, furniture, storefronts, etc.
- Create additional open space: Explore opportunities to activate Colley St Park as a "town green" or community gathering space to create a destination and event space in Downtown

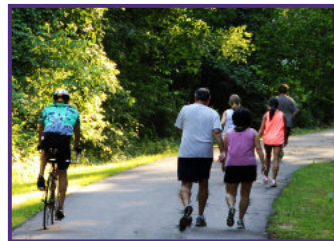


IMPROVE MOBILITY



"Sidewalks to downtown area; downtown places to park for visitors" - survey respondent

- Make a walkable community: Create a continuous sidewalk network between key points in the City, civic and cultural destinations, neighborhoods and Downtown
- Improve safety and accessibility: Add pedestrian crosswalks and ADA compliance along key corridors, including improving the ability for pedestrians to cross the railroad in Downtown
- Promote bicycles as a form of mobility: Add bike lanes and/or multi-use trails in key locations.
- Improve vehicular safety: Develop streetscape standards, realign troublesome intersections with sight line issues or awkward geometry, and rebuild the vehicular railroad crossing in Downtown so as to solve truck accessibility problems
- Consider additional parking opportunities (focused around Downtown) such as shared parking lots, on- street parking, or flexible event parking areas
- Improve access to transit including Xpress commuter bus, Coweta County Dial A Ride, ride share services, etc.



HOW IS THIS VISION ACHIEVED?

INCORPORATE PLACEMAKING AND ACTIVATION STRATEGIES



- Create a unique and recognizable Downtown character: Celebrate and enhance history and the “main street” look and feel of Downtown
- Promote markets, food trucks, and other pop-up opportunities
- Leverage existing film production: Utilize filming as an opportunity to draw visitors and create economic development. But limit film production to ways that compliment existing and new businesses and that doesn't shut down/disrupt all of Downtown for long periods of time
- Proactively program a diversity of public events throughout the City: Events will include smaller, more frequent events as well as larger annual events



“happy, safe, and family friendly community” - survey respondent

UPDATE INFRASTRUCTURE



- Improve and expand existing water and sewer infrastructure: in order to support future growth
- Address flooding concerns in Downtown

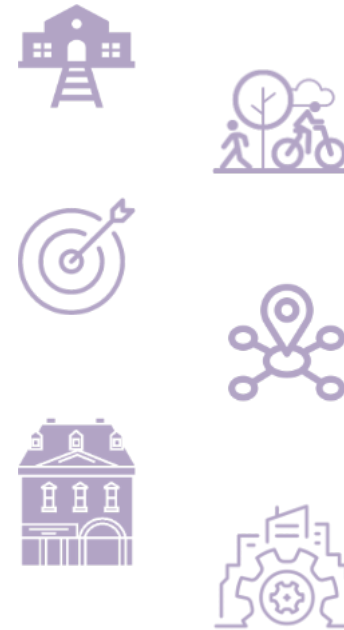


DOWNTOWN DESIGN RECOMMENDATIONS

The vision and goals of Reimagine Grantville were digested into physical design recommendations. The following pages highlight these design ideas and provide a look into the potential future of Grantville. In this regard, it is important to note that the concepts shown here are CONCEPTUAL IDEAS ONLY based on

input received from the public during this planning process and current market realities. They are not intended to imply actual approved development plans or commitments from existing property owners, City officials or others.

VISION + GOALS



DESIGN RECOMMENDATIONS

- 1 TOWNGREEN
- 2 TOWNGREEN WITH POTENTIAL FUTURE DEVELOPMENT
- 3 MAIN STREET STREETSCAPE
- 4 GRIFFIN STREET STREETSCAPE
- 5 HOUSING OPPORTUNITIES
- 6 MOBILITY IMPROVEMENTS

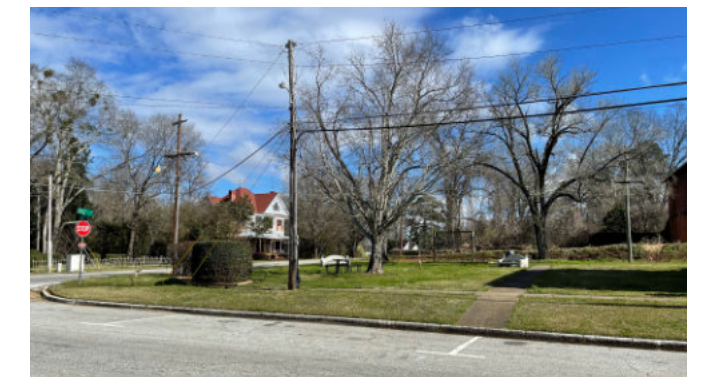
1 TOWN GREEN

A new town green at the existing Colley Street Park on Main Street would provide a central location for community events and leisure activities. This new centerpiece for Grantville has the potential to create a sense of place, draw visitors to stay, and create an overall synergy as a central gathering point.

town green that is ideally suited for flexible Downtown special events on a variety of scales, but could still leave room for potential future infill development.

The Market Study prepared for this report indicates that the best short-term market opportunity for commercial uses in Downtown are to re-use existing storefronts in Downtown for new shops, restaurants, etc., where applicable, rather than to develop new buildings. However, there is a short-term demand for new infill housing and live-work units in and around Downtown.

The conceptual illustrations shown here depict short-term opportunities that could precede any potential infill development. These images depict an enhanced

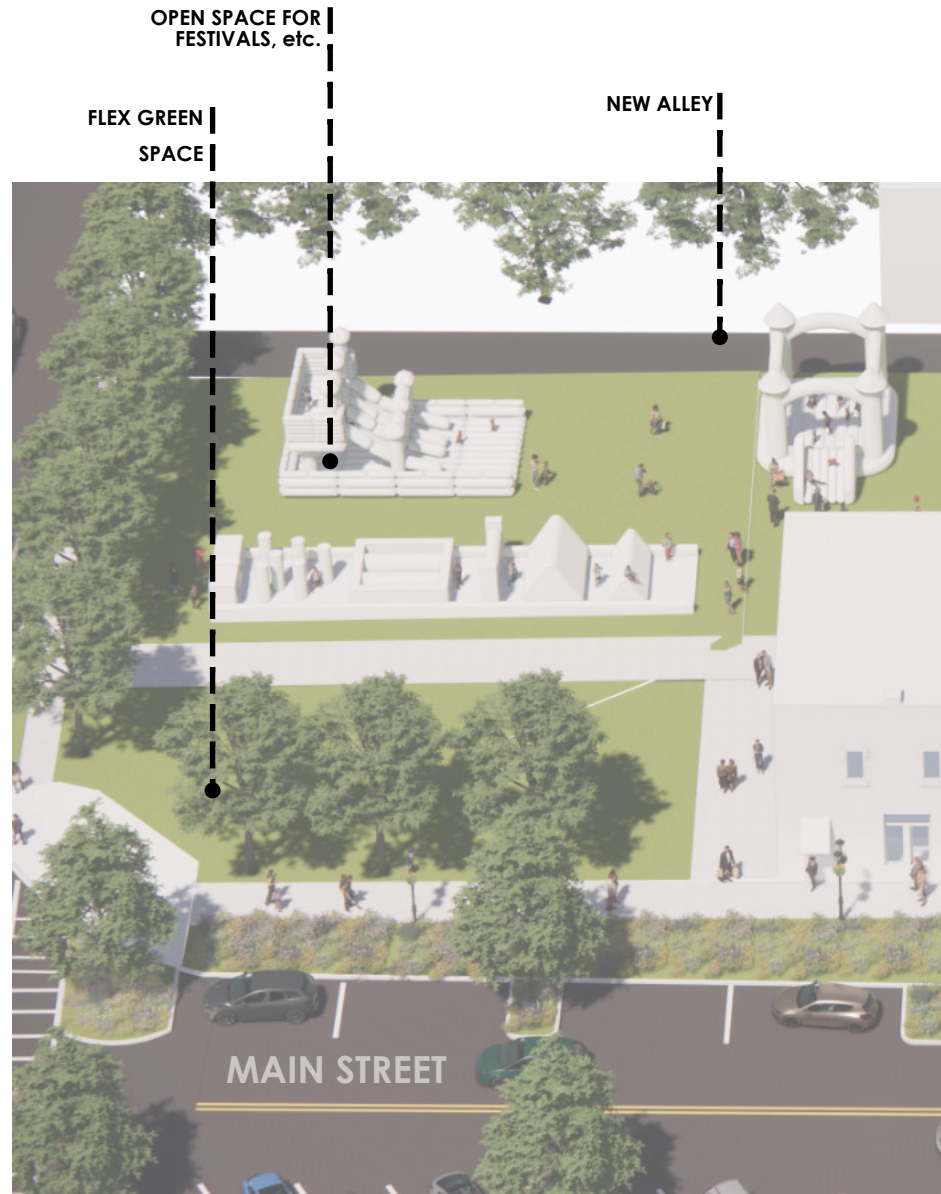


Existing Colley Street Park

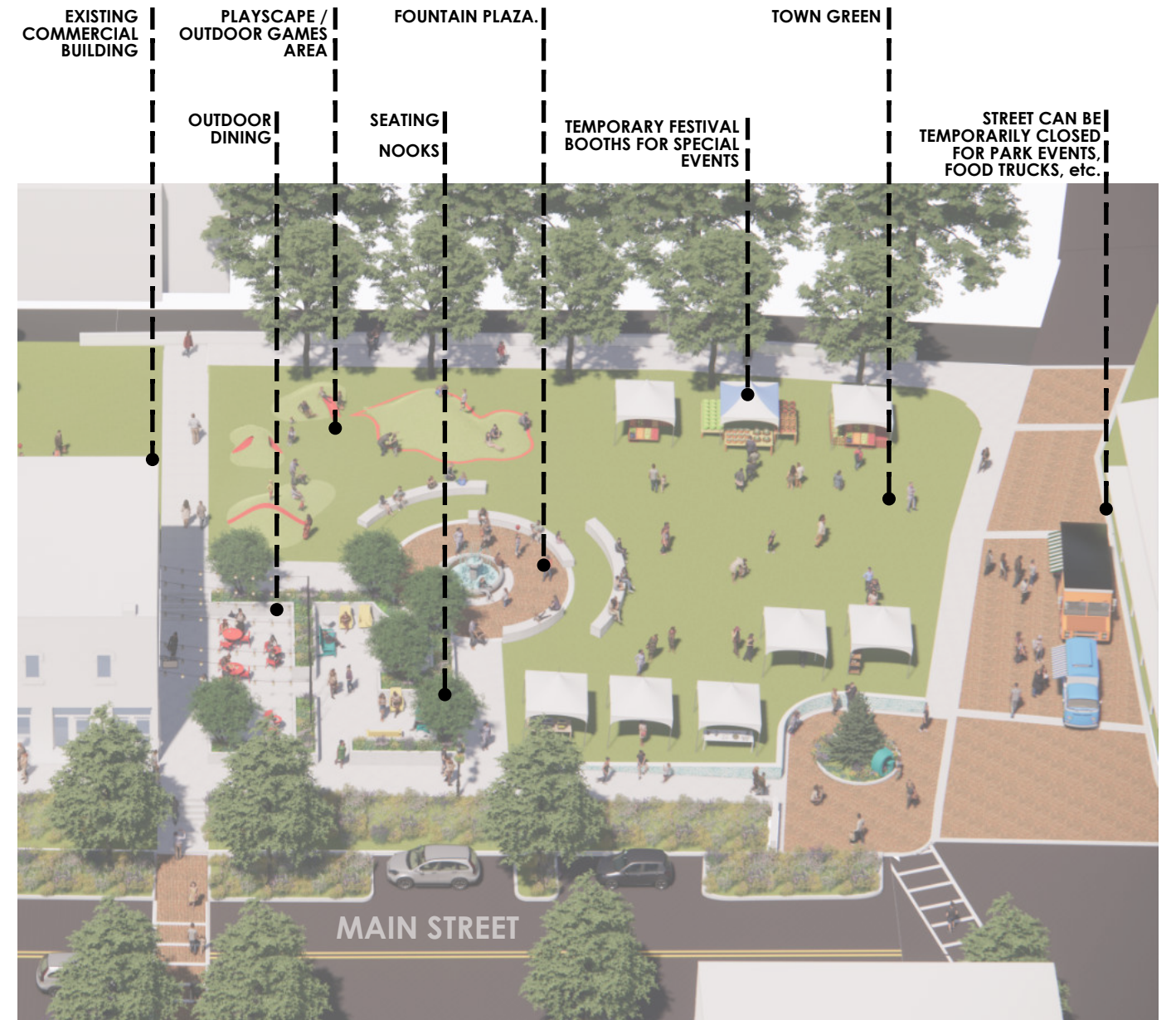
Centered around the existing commercial building on Main Street, the town green seeks to foster community through a wide range of spaces. The Northwest corner hosts a large recreation lawn for kids festivals, sporting, and other gatherings. At the center of Main Street, a mid-block crossing provides direct access from downtown businesses to the town green. Directly adjacent to the existing commercial building is a proposed outdoor dining space with tables and cafe lights- encouraging a future restaurant. Seating nooks along Main Street provide casual small gathering

opportunities. At the center of the town green is the signature fountain plaza. Adjacent to the fountain, at the rear of the town green, arises organic mounds for children's natural play, outdoor games, or even unique seating opportunities for adults alike. At the intersection of Main Street and Grant Street and directly adjacent to the iconic passenger and freight depots, a small entry plaza hosts a "Welcome to Grantville" opportunity and a location for the beloved community Christmas tree.

 *Inspirations chosen by the community...*



Potential Towngreen Used for Farmers' Market / Festival





FARMERS MARKET



CONCERT ON THE LAWN



DINING AND SEATING NOOKS



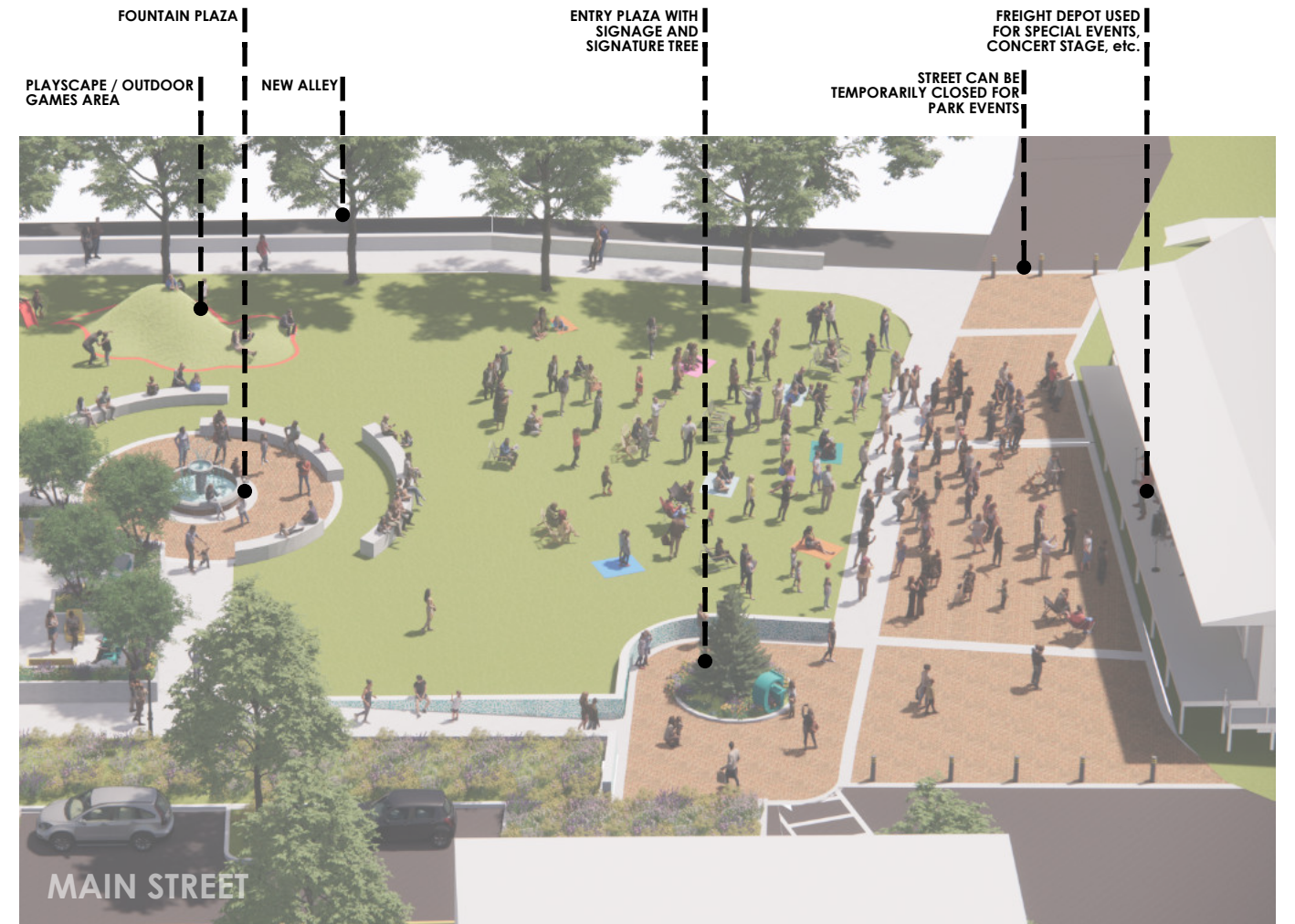
FOUNTAIN PLAZA

2 TOWN GREEN WITH POTENTIAL FUTURE DEVELOPMENT

The Market Study prepared for this report indicates that the best short-term market opportunity for commercial uses in Downtown are to re-use existing storefronts for new shops, restaurants, etc., where applicable, rather than new buildings. However, there is a short-term demand for new infill housing and live-work units in Downtown.

Therefore, the conceptual illustrations shown here depict new infill housing with the potential to include ground floor live-work units (eg. small owner-occupied office space). If this form of development does not occur in the short- to mid-term, the buildings shown here could instead be commercially oriented if developed over a longer-term horizon once the Downtown commercial development market matures.

 *The infill buildings could look like...*





VIEW OF POTENTIAL FUTURE INFILL DEVELOPMENT



TOWN GREEN FRONTAGE

3 MAIN STREET STREETSCAPE

Currently, Main Street has a great inventory of commercial building space but lacks a sense of place for visitors. Improving the Main Street streetscape with furniture, lighting, landscaping, signage, and other fun and creative elements can help foster a sense of place and encourage individuals to come to Downtown Grantville. Below are some recommendations on how this can be achieved.



Existing Downtown Streetscape

DOWNTOWN DESIGN RECOMMENDATIONS



PROVIDE PEDESTRIAN STREET LIGHTING CONSISTENT WITH HISTORICAL CHARACTER



PROVIDE STREETScape FURNITURE SUCH AS BENCHES, TRASHCANS, etc.



CONSIDER FUN OR INNOVATIVE WAYFINDING ELEMENTS



CONSIDER ON STREET DINING OPPORTUNITIES



PROVIDE MID-BLOCK CROSSING TO CONNECT PEDESTRIANS TO FUTURE TOWN GREEN AND SLOW DOWN VEHICULAR TRAFFIC



PROVIDE STREET TREES, LANDSCAPE ISLANDS, AND CONSIDER INNOVATIVE WAYS TO INCLUDE MORE NATURAL ELEMENTS IN THE STREETScape INCLUDING LAMP POST HANGING BASKETS AND RAISED PLANTERS



HELP CREATE AN IDENTITY FOR MAIN STREET BY ADDING BUILDING SIGNAGE, BUILDING LIGHTING, OR OTHER PLACEMAKING ELEMENTS



MAINTAIN ON-STREET PARKING FOR DIRECT ACCESS TO BUSINESSES



PROVIDE SAFE, WELL-MARKED PEDESTRIAN CROSSINGS



GREEN INFRASTRUCTURE: USE LANDSCAPE ISLANDS AS BIO-RETENTION AREAS

DOWNTOWN STREETSCAPE



*Renderings are not intended to show building use or reflect occupancy.



Character inspirations chosen by the community...

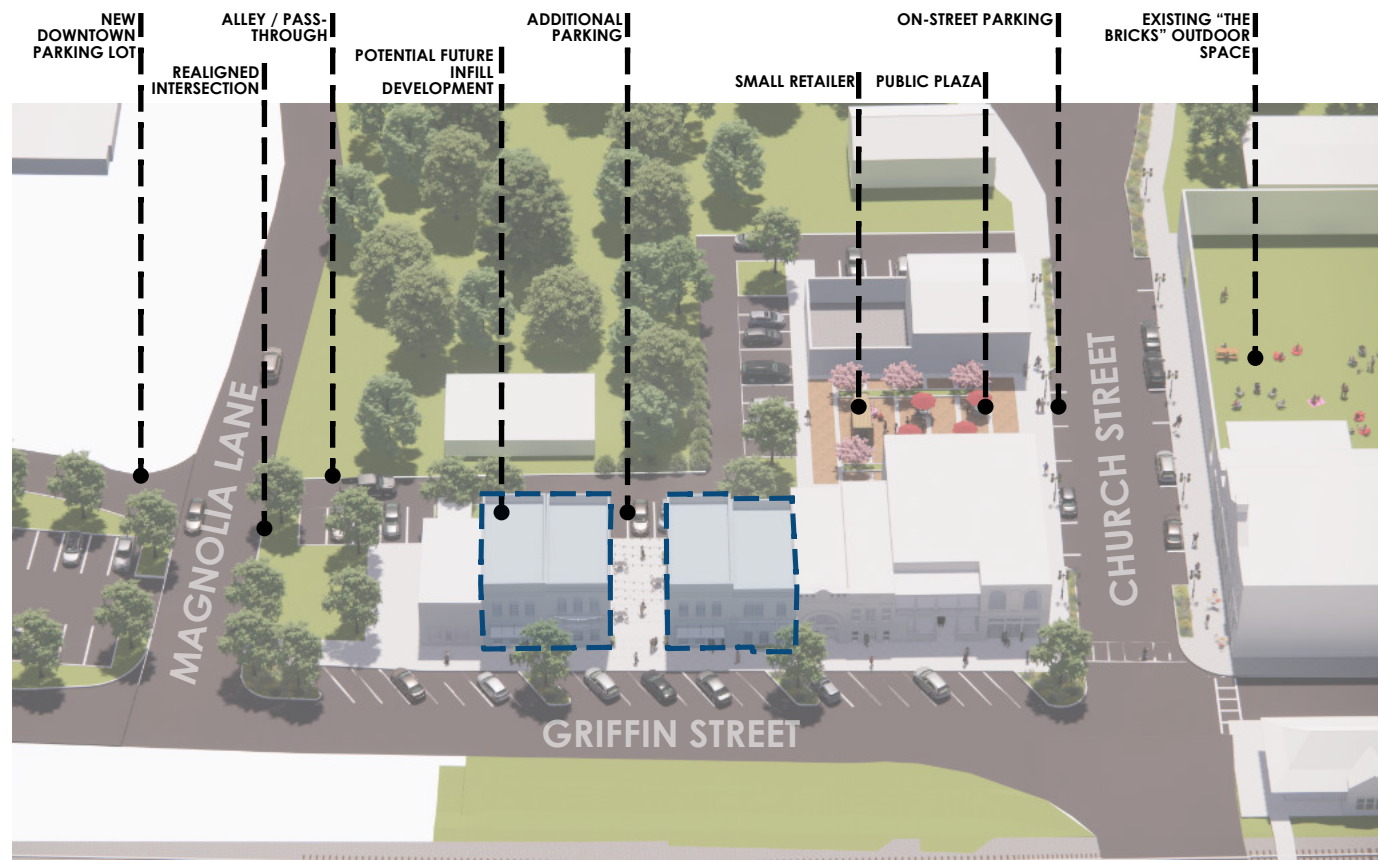


4 GRIFFIN STREET STREETScape

The design recommendations for the Griffin Street streetscape are consistent with the Main Street recommendations-i.e. providing street trees and landscape islands, signage, placemaking strategies, and streetscape furniture.

Along Church Street, there is potential for a community focused public plaza complete with a small retailer such as an ice cream shop, food vendor, or boutique retailer.

There is potential for infill development along Griffin Street restoring the original development pattern in locations where previous buildings were demolished. Additional parking could be provided behind the Griffin Street buildings along a shared one-way corridor.



5 HOUSING OPPORTUNITIES

As demonstrated in the Real Estate Market Study conducted for this plan, the future demand for the development of new, ground-up commercial is extremely limited in the short and mid term. The primary focus of attracting new commercial uses should be focused on reusing and filling up existing historic buildings in the Downtown core.

However, there is a demand for incremental, appropriately priced new single-family and low density attached residential development in Grantville. Adding new housing units to the City over time will increase local spending power thus improving the ability to attract new Downtown retail, shops, dining and entertainment - a desire strongly expressed by local residents and stakeholders.

In order to assess the opportunity for new development, the diagram on the next page outlines 4 generalized areas - "Opportunity Nodes" - where new single-family

and/or low-density attached development could occur incrementally over time. Locations are generalized and based on the availability of vacant land and/or locations identified by local stakeholders. Housing density, type, and lot size would vary based on the surrounding context (see sample imagery). Overall these 4 areas could eventually yield somewhere between 75 and 120 new housing units.

In addition, two additional areas of particular focus for new development - "Redevelopment Districts" - have been identified as potential near term investment areas. These include Downtown, where new housing/live-work development would be fairly limited, but could add some much needed life and daily activity, and the Mill, where multiple development options (including loft conversion) could be explored (see potential scenarios on the pages that follow). Collectively, these two focus areas could yield somewhere between 80 and 130 new housing units.

OPPORTUNITY NODES

1

- Privately owned vacant parcel(s) amongst well-established housing area
- Adjacent to potential Mill Redevelopment Area
- Appropriate location for small-lot single-family dwellings, tiny homes, or other small units. These units types were high ranking in public/stakeholder engagement.

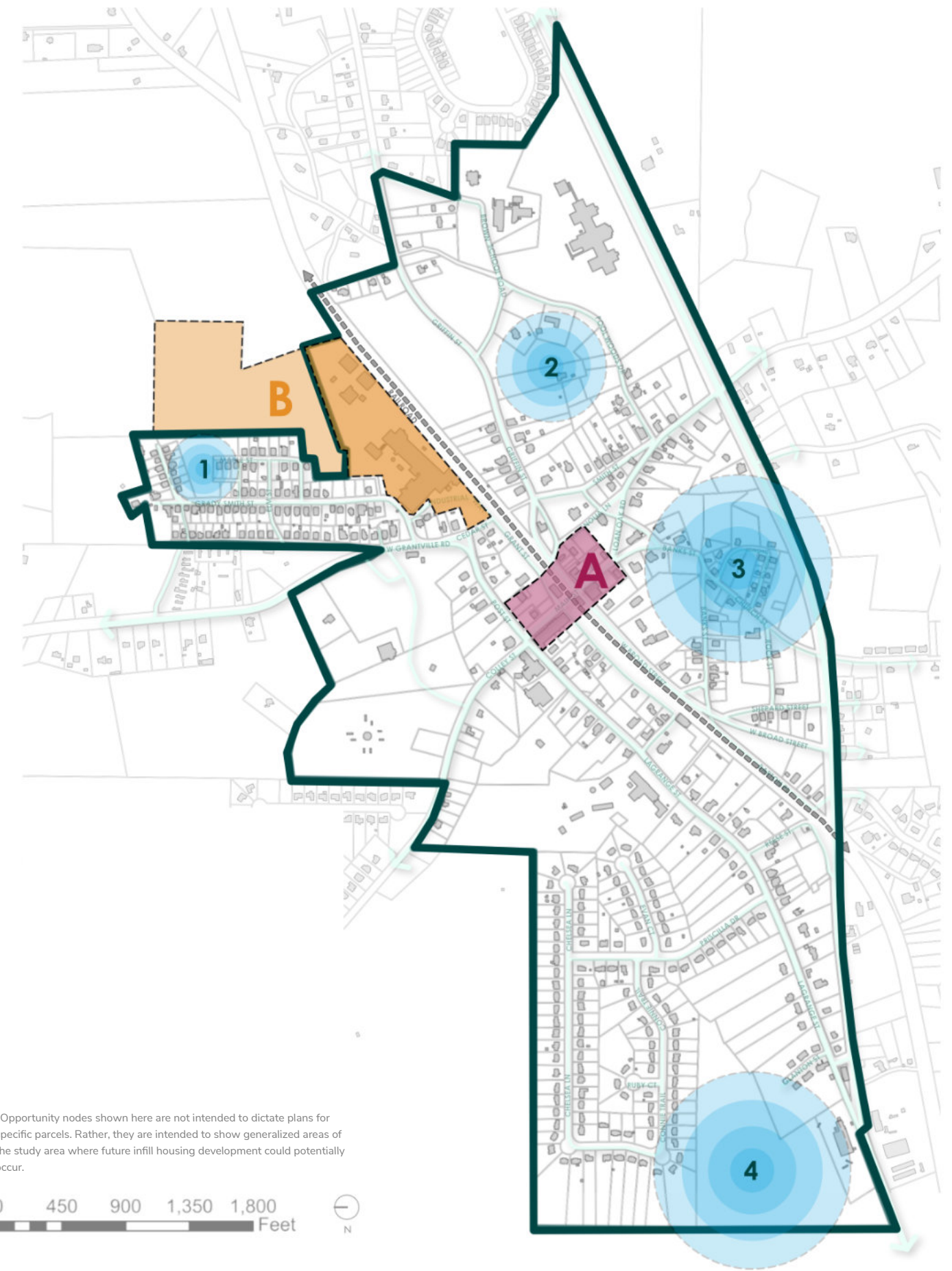
Aprrx. Available Area: +/- 2 Acres
Potential Yield: 10-20 Housing Units



2

- Large privately owned vacant parcel(s) amongst single-family housing area
- Appropriate location for single-family dwellings on somewhat larger lots

Aprrx. Available Area: +/- 6 Acres
Potential Yield: 5-10 Housing Units



*Opportunity nodes shown here are not intended to dictate plans for specific parcels. Rather, they are intended to show generalized areas of the study area where future infill housing development could potentially occur.

3

- Privately owned parcel(s) amongst single-family housing area
- Smaller-lot size and generally higher density area
- Close proximity to Downtown
- Appropriate location for small-lot single-family, townhomes, duplexes, etc.

Apprx. Available Area: +/- 9 Acres
Potential Yield: 20-30 Housing Units



4

- Large privately owned vacant parcel(s) neighboring residential and commercial
- Appropriate location for higher density single-family housing subdivision, senior housing, etc.

Apprx. Available Area: +/- 20 Acres
Potential Yield: 40-60 Housing Units



POTENTIAL REDEVELOPMENT DISTRICTS

A DOWNTOWN REDEVELOPMENT DISTRICT

Unlike many historic downtowns, Grantville Downtown zoning promotes mixed-use allowing for unique loft housing opportunities. The Downtown Plan developed through this LCI promotes additional housing opportunities through attached single-family units, live-work units, and residential lofts.

Please see pages 51-65 for specifics on this redevelopment scenario.



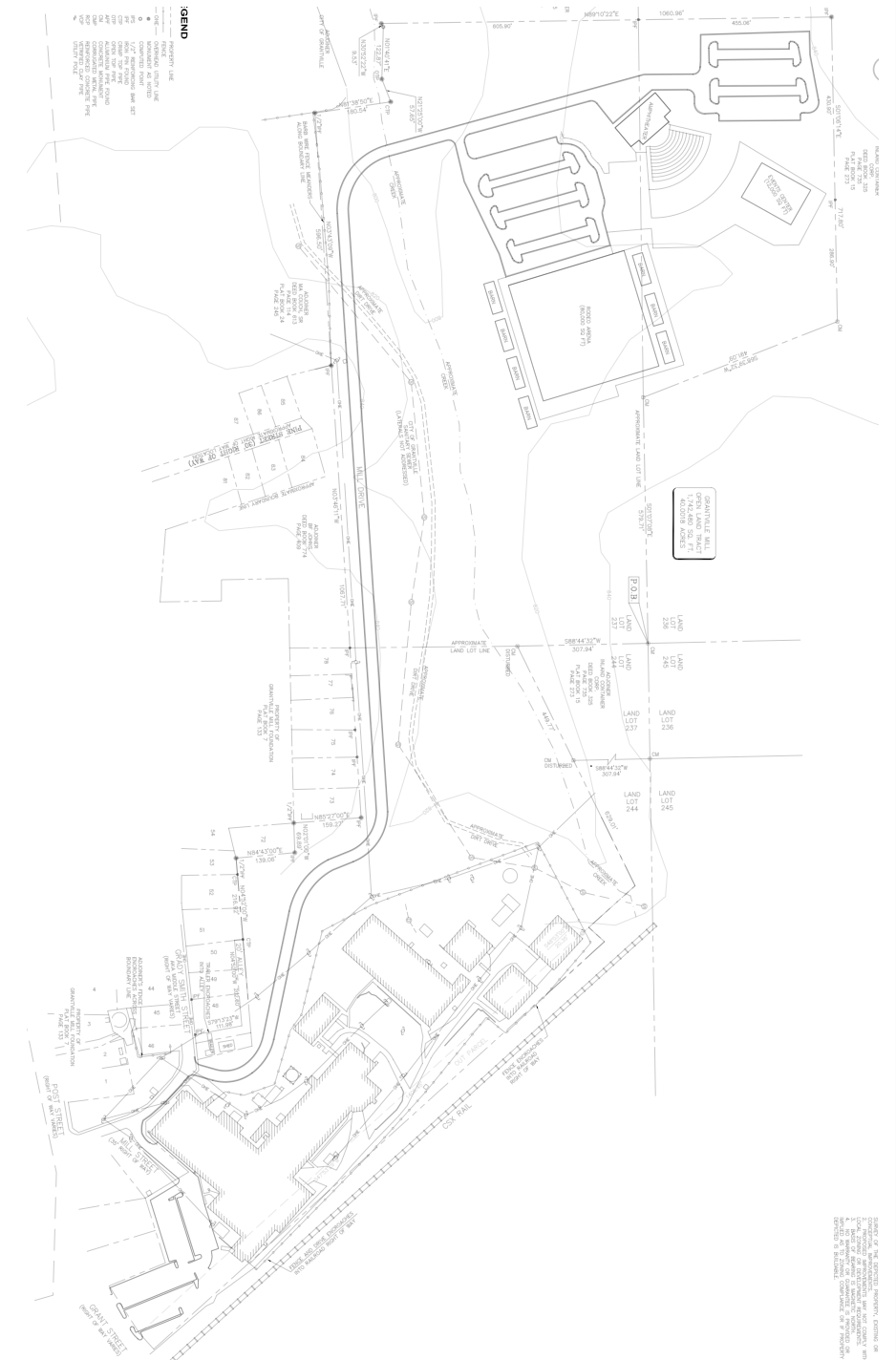
B1 MILL REDEVELOPMENT DISTRICT

The Mill Redevelopment District is centered around the historic Grantville Mill on Grady Smith Street. The original mill property has been subdivided into two parcels. Both parcels are currently owned by individuals / entities interested in potential redevelopment opportunities. This particular property has high

potential with a large area of vacant land and a significant existing building inventory. Although this district could redevelop in a number of scenarios, all scenarios could be appropriate for additional housing. The following pages show some of those potential opportunities.

SCENARIO 1:

PROVIDED BY BULLOCK MANNELLY PARTNERS
 Scenario 1, provided by Bullock Mannelly Partners and developed by property owners and investors, includes a commercial focused hub with event space, brewery, amphitheater, and rodeo venue. The main existing mill building would have an intended use as a brewery and/or similar "maker spaces" with smaller existing mill buildings becoming residential lofts.



B2 MILL REDEVELOPMENT DISTRICT SCENARIO 2:

PROVIDED BY LORD AECK SARGENT

- Residential focused
- 30-40 larger-lot single-family homes
- Small area for townhomes (10-15 units)
- Existing mill buildings converted to maker space and residential lofts

LEGEND

- Maker Space / Commercial
- Loft Housing
- Townhomes
- Large Lot Single-Family
- Small Lot Single-Family



B3 MILL REDEVELOPMENT DISTRICT SCENARIO 3:

PROVIDED BY LORD AECK SARGENT

- Commercial node with supporting residential
- 50-60 small lot single-family residential lots
- 10-15 townhomes
- Existing mill buildings converted to commercial / maker space

LEGEND

- Maker Space / Commercial
- Loft Housing
- Townhomes
- Large Lot Single-Family
- Small Lot Single-Family



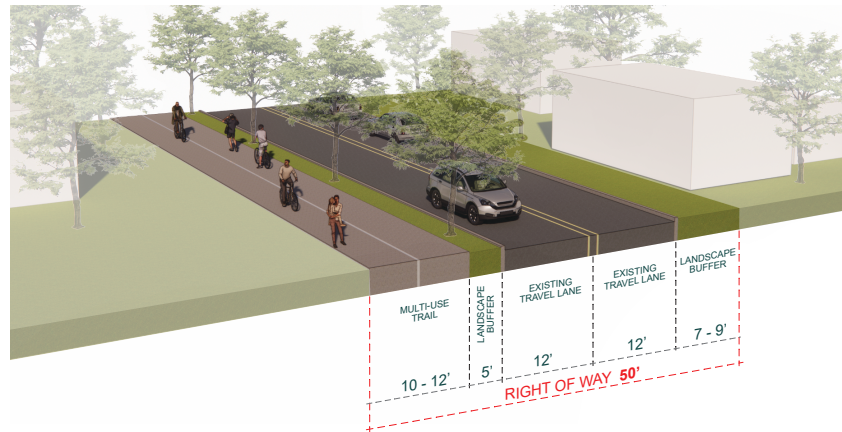
6 MOBILITY IMPROVEMENTS

PEDESTRIAN IMPROVEMENTS

Pedestrian connectivity throughout the area is currently lacking with many sidewalks too narrow, in poor condition, or non-existent. The approach to improved pedestrian mobility is to create a multi-use trail as the spine connecting Downtown to areas of high interest. Off of this spine, neighborhood sidewalks will connect residential areas to the network of community amenities, local businesses and services, and Downtown.

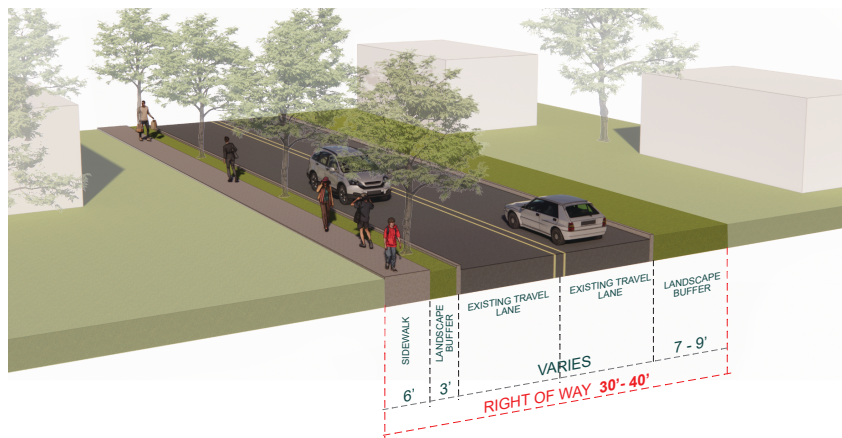
Typology A: Multi-Use Trails

The multi-use trail network promotes pedestrian and bike mobility throughout the area. The trail ensures safe co-existence of slower moving pedestrian traffic with faster moving bikes, scooters, etc. The trail location prioritizes connecting community members to desired services such as the City hall, Downtown, post office, library, and park complex. As spines running throughout the community, the multi-use trails have the potential to connect many residential neighborhoods of Grantville.



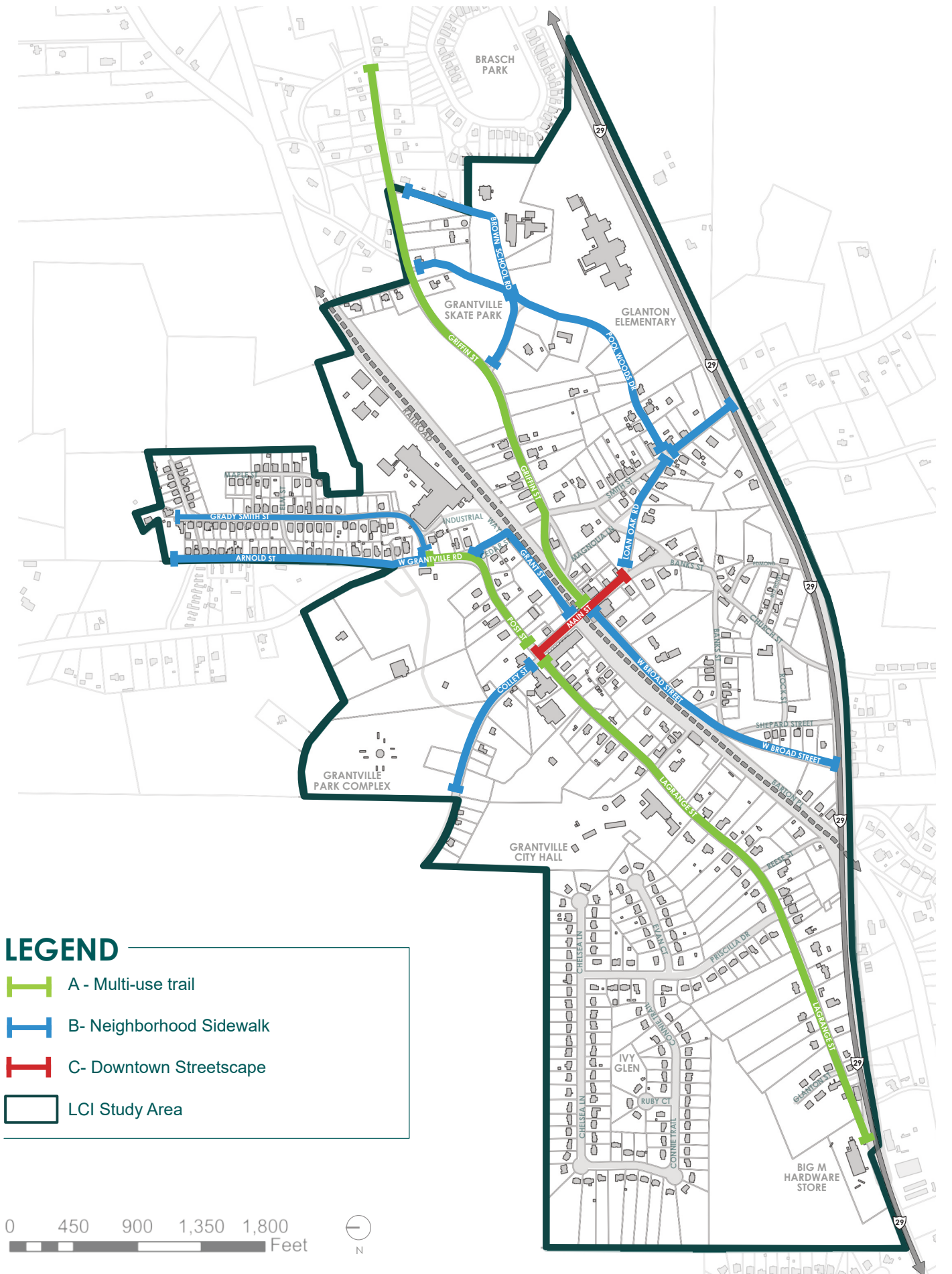
Typology B: Neighborhood Sidewalks

The neighborhood sidewalk network is designed to provide safe transition of the pedestrian traffic on intimate neighborhood-scaled streets. Neighborhood sidewalks will be adapted to existing streets and right of ways.



Typology C: Downtown Streetscape

The Downtown streetscape is shown in detail in the Downtown design recommendations. The overall goal of the Downtown streetscape is to create vibrant, safe, and interesting pedestrian experiences along Downtown businesses.



LEGEND

- A - Multi-use trail
- B - Neighborhood Sidewalk
- C - Downtown Streetscape
- LCI Study Area



REGIONAL TRANSPORTATION

Given Grantville's extended location within the Metro Atlanta region, the ability to increase access to public transit is challenging. However, there are a few opportunities that could be explored to enhance access to existing transit systems over time.

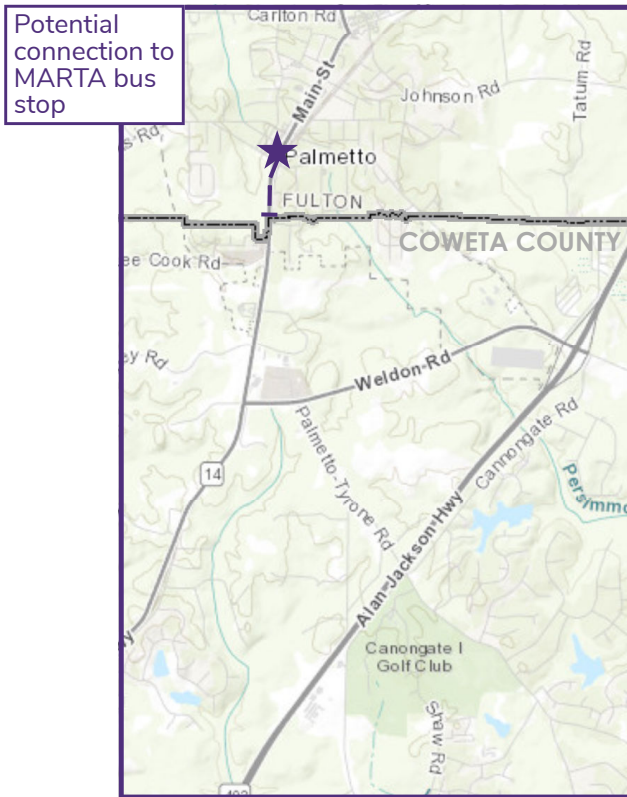
Coweta County Transit + The Last Mile

Coweta County currently provides transit service through Dial-A-Ride: a "demand response" based system allowing next day transportation arrangements at a reasonable fare. Currently, desired commutes must originate and terminate within Coweta County. This system provides great connectivity for Coweta County residents seeking to travel to work, businesses, or activity centers within the county. However, the system currently does not facilitate larger, regional connectivity.

Coweta County is in close proximity to existing MARTA bus routes in Palmetto, GA. The closest stop to Grantville is the Main Street and Toombs Street

location, directly off of HWY 29 (Fulton County). This bus stop is less than 1 mile outside of the Coweta County boundary. If Grantville and Coweta County residents could gain public transit services to this location, they would gain access to the widespread Metro-Atlanta transit network by MARTA.

While operational and perhaps legal obstacles exist, the opportunity to expand the Dial-A-Ride service a mere 0.8 miles outside of the County border to connect to the MARTA bus station should be further explored and advocated. This enhancement would benefit residents throughout Coweta County, not just Grantville.



Dial-A-Ride Transit Bus



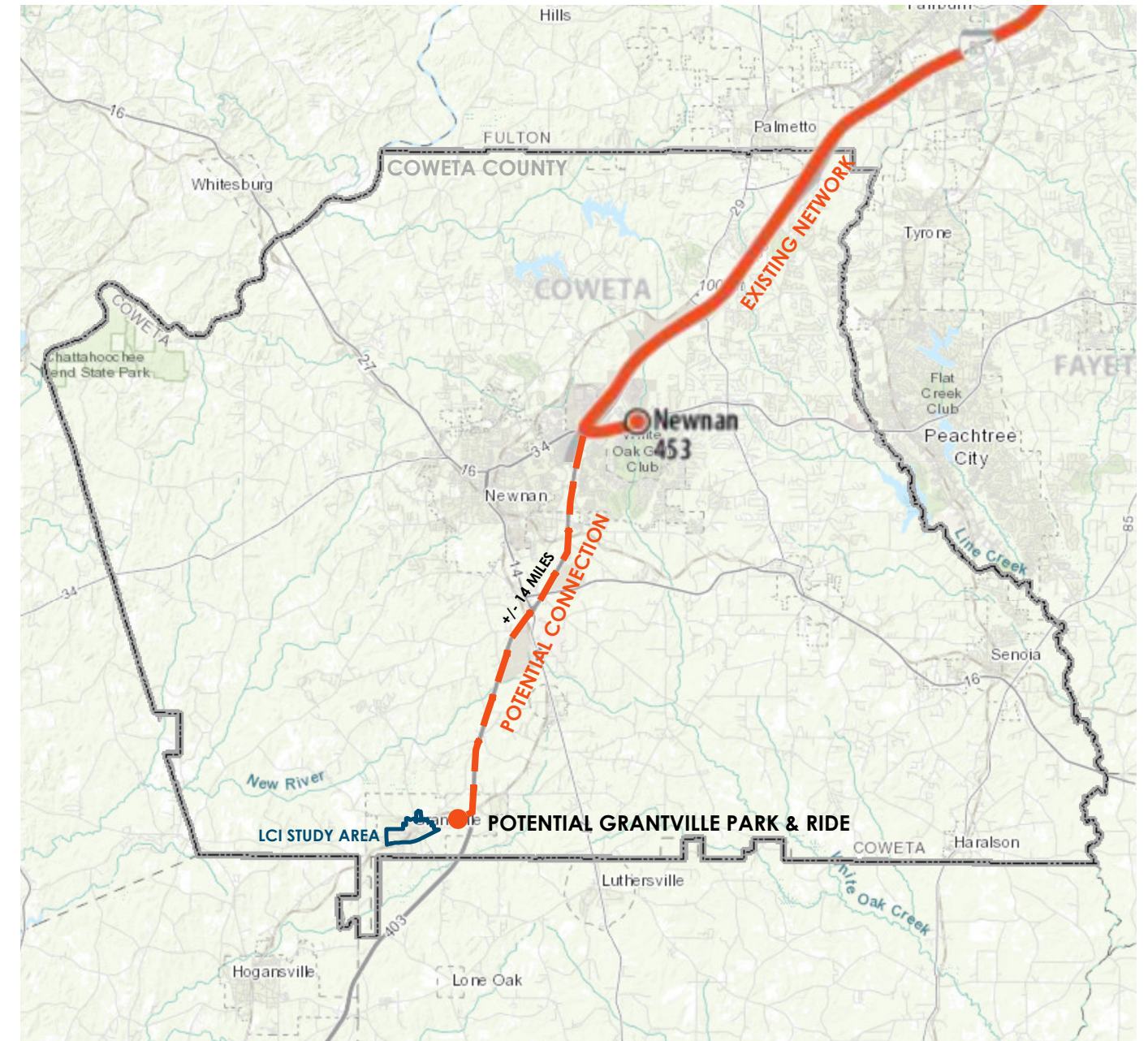
Main Street and Toombs Street MARTA Bus Stop

Xpress Connection

The closest express bus service available to Grantville is the Xpress Commuter System, connecting metro Atlanta communities to and from major employment centers in Downtown, Midtown, and Perimeter Center. The current Xpress network reaches Coweta County at the Newnan Park & Ride. With close proximity to Interstate 85, Grantville could be a potential expansion point of the Xpress system allowing residents a direct connection to major employment centers in Metro Atlanta. Although outside the LCI study area, a new park & ride could potentially sit near the intersection of HWY 29 and Interstate 85, just 14 miles south of the existing location.

While a tantalizing prospect for Grantville citizens (and a desire expressed frequently during the LCI planning process), it should be noted that the current population size of the City does not warrant the additional investment required in extending the line. Significant future growth and development in and around Grantville would be required.

Conversely, if a new park & ride is unable to come to fruition, the Coweta Dial-A-Ride system (currently in place) connects Grantville residents to the Newnan Park & Ride via a 15-20 minute ride. From here, residents have access to numerous employment hubs.



DOWNTOWN PARKING

As Downtown Grantville continues to grow and add new businesses, thus bringing more visitors to Downtown, additional parking may become necessary. Although there is currently adequate on-street parking throughout Downtown, there are no public parking lots. In order to accommodate future business growth, three potential parking areas have been identified in the core of Downtown to develop new public parking lots. Collectively, these new lots could provide approximately 60-70 additional parking spaces.

Area 1 utilizes existing City-owned vacant property at the intersection of Magnolia Lane and Griffin Street. A slight realignment of Magnolia Lane in this location would create a more efficient layout for parking, and therefore more new parking spaces. The realignment would have the added benefit of creating a 90-degree intersection thus improving both vehicular and pedestrian safety.

Areas 2 and 3 are adjacent to potential new alleys and

would require public-private partnerships with private landowner support and participation. Development of these alleys would also create an added benefit of providing off-street service for existing and new businesses along Main and Griffin Streets.

In addition to these new surface parking lots in the core of Downtown to support daily businesses, additional flex-use parking in slightly more remote locations could be utilized to support large, seasonal Downtown events. This would require partnerships and agreement with private landowners and business to allow public parking during non-business hours. Potential locations include Dollar General, Change Baptist Church, Colley Ball Fields, and the old mill complex. Collectively, these locations could provide up to 300 additional parking spaces for special events. The new sidewalk and trail projects proposed in this plan would help improve the viability of these remote lots by providing safe, walkable connections to Downtown.



View of Potential Downtown Parking



View of Potential Downtown Parking



5

IMPLEMENTATION

HOW DOES THIS PLAN MOVE FORWARD?

In order for the City of Grantville to bring this plan to fruition, a synergy must be created between many different actors including City officials, private sector partnerships, community members, regulations, and resources. The following section will present both short term and long term recommendations of how this plan can be achieved.

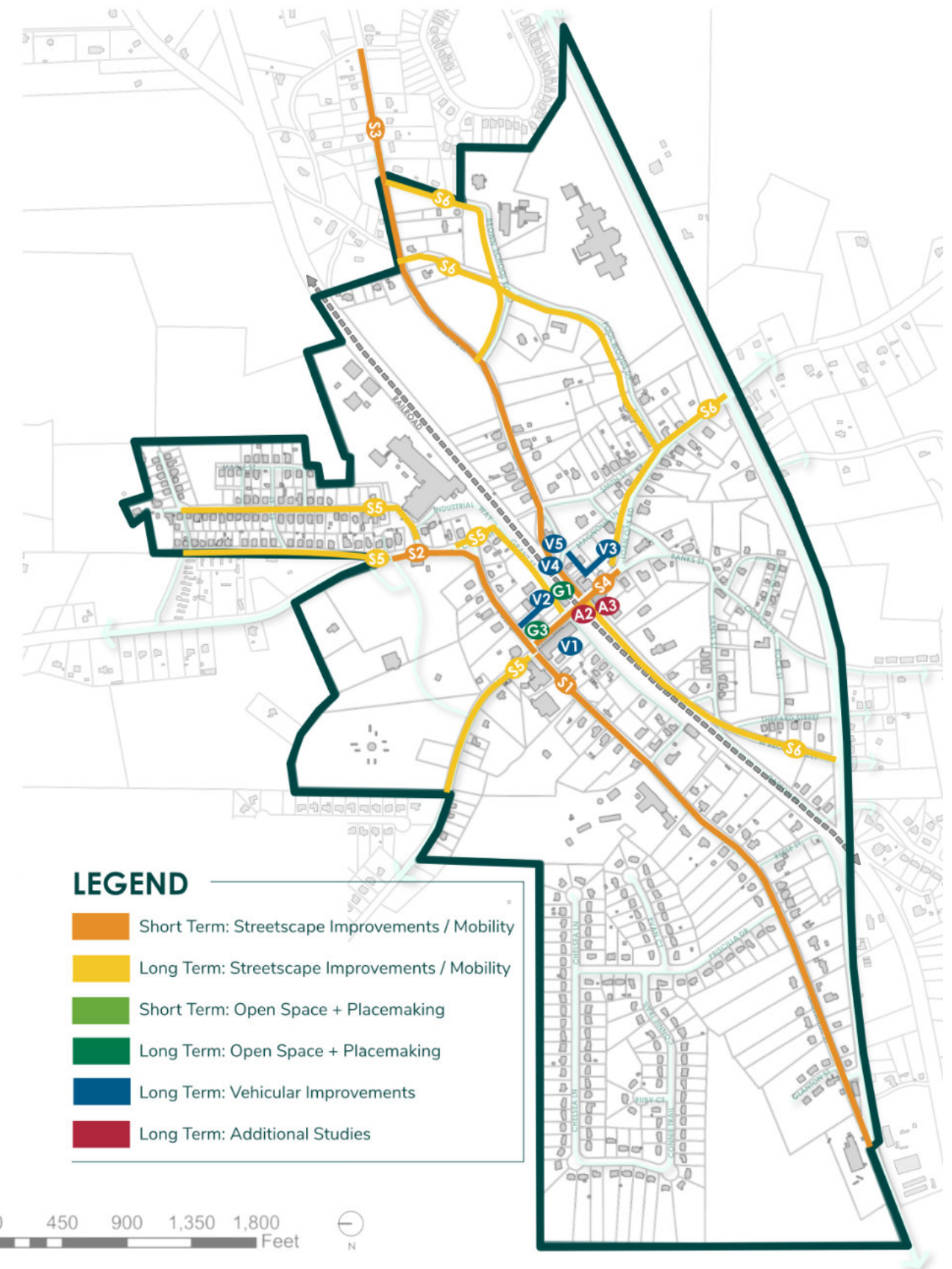
100-DAY ACTION PLAN

The City of Grantville can get a jump start on implementation of this LCI plan by taking a few immediate, cost effective steps in the first 100 days. A tailored approach beginning with primarily administrative actions, can help achieve early momentum with minimal labor hours and capital.

- Designate an LCI champion who speaks the languages of all parties that have a role in getting new private development and new public improvement projects to happen. This could be an existing staff position, a consultant or a new hire, as feasible.
- Convene a third-party panel to help make impartial recommendations for organizational strategies. This group could help broker agreements between various parties (elected officials, City staff, developers and property owners, and members of the general public) regarding development-related issues.
- Seek early wins in placemaking and fostering development that creates positive momentum. Encourage interim uses for vacant but still structurally viable buildings, such as art exhibit spaces, "maker spaces," and event venues.
- Research, target and agree on potential early phase implementation grants (including LCI funding) so that when funding windows open up, the City is fully prepared to apply and has property designated necessary matching funds, if needed.



PROJECTS MAP



5-YEAR ACTION PLAN

In the near-term, focus in the LCI area should center around four targeted efforts: 1) reactivating existing retail space; 2) adding modest residential inventory, 3) activating - through placemaking, 4) connecting neighborhoods through new sidewalks.

- Grantville has the opportunity to capitalize on the high cost of housing around Metro Atlanta. By delivering for-sale and for-rent homes at lower price points, the Study Area can induce a higher demand than it might otherwise attract.
- Small-lot single-family homes and bungalow courts are examples of “gentle density” in residential development, which is suited to a more compact Downtown environment and can offer an

attractive alternative to typical subdivision developments elsewhere in the county.

- Ensuring a more favorable regulatory environment regarding equitable land use and zoning regulations and transparent expedient permitting will facilitate opportunities for growth in different types of real estate inventory that may not have existed before.
- Increasing the retail spending captured from Grantville residents through improved signage and placemaking can begin to fill vacancies in existing buildings. Experience-based or “lifestyle” retail and restaurants can distinguish the LCI Area from the

- Improving the Downtown streetscape to encourage businesses and patrons to frequent the area. Use placemaking strategies such as programming and the freight depot renovation to encourage visitors to the City of Grantville.
- Create a multi-use trail network through the City of Grantville allowing community residents mixed-mobility opportunities to and from community resources

SHORT TERM PROJECTS

STREETSCAPE IMPROVEMENTS / MOBILITY		
S1	Multi-Use Trail Segment 1: Lagrange Street Colley Street to HWY 29	Multi-use path on one side (10-12'), landscape buffer (5') and street trees (50' o.c.), street curbing where needed
S2	Multi-Use Trail Segment 2: Post Street Colley Street to Park Drive	Multi-use path on one side (10-12'), landscape buffer (5') and street trees (50' o.c.), street curbing where needed
S3	Multi-Use Trail Segment 3: Griffin Street Magnolia Lane to Stokes Street	Multi-use path on one side (10-12'), landscape buffer (5') and street trees (50' o.c.), street curbing where needed
S4	Downtown Streetscape and Green Infrastructure Improvements Portion of Main Street and Griffin Street	Addition of bio-retention landscape islands, street trees, pedestrian lighting and furniture, pedestrian crosswalks, resurfacing of sidewalks

3800 / LF	\$176	\$666,900	\$133,380	\$800,280
1200 / LF	\$176	\$210,600	\$42,120	\$252,720
3900 / LF	\$176	\$684,450	\$136,890	\$821,340
LS	N/A	\$799,260	\$159,852	\$959,112

OPEN SPACE & PLACEMAKING		
G1	Freight Depot Renovation	Renovation of freight depot to multi-use community center and support space for town green events
G2	Programming, Events, and Public Art in Town Green (existing Colley Park)	Food truck events, farmers markets, Christmas tree lighting, Fourth of July, Easter Egg hunt, etc.
ADDITIONAL STUDIES		
A1	City Water and Sewer Expansion Analysis	Examination of existing city sewer and water capacity; consideration of infrastructure expansions
A2	At-Grade Crossing Analysis	Study accessing grading of at-grade crossing, addressing truck access issues, and considering pedestrian crossing point
A3	Downtown Stormwater Infrastructure	Access stormwater and drainage concerns in the Downtown area

LS	\$350,000	\$350,000	\$70,000	\$420,000
Per Year	\$40,000	N/A	N/A	\$40,000
LS	\$100,000	N/A	N/A	\$100,000
LS	\$55,000	N/A	N/A	\$55,000
LS	\$45,000	N/A	N/A	\$45,000

Note: Project costs and descriptions are conceptual only and subject to further study and available funding. Not all projects listed will be eligible for LCI implementation grants.

10-YEAR ACTION PLAN

In the longer term, to allow the Study Area to develop to its fullest potential, Grantville may need to address various infrastructure and connectivity issues.

- The wastewater capacity limits the achievable density of development in a given community. Many residences in and around the LCI Area are reportedly still using septic tank services, which allow for less development density than a municipal sewer system.
- The most recent Comprehensive Plan identified issues with runoff drainage around the LCI Area. Such runoff issues will affect the viability of commercial businesses and residences.
- Parking for retail spaces may be a longer-term concern. Assuming Grantville is successfully

reactivating the currently vacant inventory

- Downtown, the limited number of existing parking spaces may be stretched, especially during events that bring more traffic. Additional on-street parking combined with sidewalks on peripheral streets will likely be necessary.
- Any development incentives for new residential and retail spaces created over the next decade should align with the larger strategic vision.

Once infrastructural needs are addressed, the focus can shift to peacemaking, streetscapes, and vehicular improvements.

- Colley Street Park enhancements are integral in creating a sense of place in Downtown Grantville. This new town green can serve a multitude of functions and foster many community gatherings.
- Vehicular improvements are necessary as the Downtown begins to flourish. New alleys, additional parking areas, and intersection improvements will be key in support new activity Downtown.
- As the Grantville community continues to grow, connecting residents from their homes to places of business and service will be growing in priority.

Neighborhood sidewalks to larger residential areas will ensure a walk-able community.

LONG TERM PROJECTS

Project Number	Project Name	Location and Description
STREETSCAPE IMPROVEMENTS / MOBILITY		
S5	Area A Neighborhood Sidewalks: North of Railroad (Grant St, Colley St, Arnold St, Grady Smith St)	Sidewalk on one side of street (6'), landscape buffer (3')
S6	Area B Neighborhood Sidewalks: South of Railroad (W Broad St, Loan Oak Rd, Pool Woods Dr, Brown School Rd)	Sidewalk on one side of street (6'), landscape buffer (3')
VEHICULAR IMPROVEMENTS		
V1	Main Street Parking Lot Between West Broad and Lagrange Street	Additional parking lot for downtown use (approximately 30 spaces)
V2	Town Green Access Alley	New one way alley from Post Street to Grant Street allowing access to town green and potential future development
V3	Access Alley and Additional Parking Magnolia Lane to Main Street	One way alley / road behind buildings from Magnolia Lane to Main Street providing additional downtown parking (approximately 30 spaces)
V4	Magnolia Lane Intersection Realignment	Realign Magnolia Lane to intersect Griffin Street perpendicular (future accommodation of downtown parking)
V5	Magnolia Lane Parking Lot	Additional parking lot for downtown use (approximately 16 spaces)
OPEN SPACE & PLACEMAKING		
G3	Colley Street Park Enhancements	Completion of Town Green park design with city gateway, fountain plaza, and outdoor play structures
G4	City-Wide Signage and Wayfinding	Create branding and signage for Grantville to create a sense of place; signage installation

Units	Cost/Unit	Construction Cost	Design Cost (20% of Const. Cost or LS)	Total Project Cost
STREETSCAPE IMPROVEMENTS / MOBILITY				
5,200	\$126	\$652,600	\$130,520	\$783,120
5,100	\$126	\$640,050	\$128,010	\$768,060
VEHICULAR IMPROVEMENTS				
280	\$751	\$210,280	\$42,056	\$252,336
300	\$181	\$54,300	\$10,860	\$65,160
350	\$565	\$197,750	\$39,550	\$237,300
110	\$181	\$19,910	\$3,982	\$23,892
110	\$751	\$82,610	\$16,522	\$99,132
OPEN SPACE & PLACEMAKING				
LS	\$ 400,000	\$ 400,000	\$80,000	\$480,000
20 / sign	1200	24000	20,000	45000

Note: Project costs and descriptions are conceptual only and subject to further study and available funding. Not all projects listed will be eligible for LCI implementation grants.