

ENVISIONING McDONOUGH

City of McDonough Livable Centers Initiative Report



December 2004

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Executive Summary

Livable Center Initiative Overview

The McDonough Livable Center Initiative (LCI) is an exciting plan that builds upon the historic character of the community and a dynamic vision for the future. In the spring of 2004, the Atlanta Regional Commission (ARC) awarded an LCI grant to the City of McDonough to produce a strategic master plan. The City hired Bron Cleveland Associates, Jordan, Jones & Goulding, Inc., and Ackerman & Co. to assist with the project. This study takes a strategic look at transportation, land use, housing, and urban design within the Study Area. This strategy strives to fulfill the goals established by the ARC for all LCI studies including:

- Improve the mix of land uses
- Expand mobility options for pedestrians, bicyclists, and transit users
- Strengthen the network of streets and paths
- Promote a mixture of housing types and price ranges

Public Outreach Process and Study Methodology

The McDonough LCI public outreach effort was geared towards providing opportunities for citizen input while generating dialogue, enthusiasm, and excitement for the future of the community. The strategy for public involvement in McDonough was rooted in the belief that in order to empower citizens, specific and relevant information must be provided to them. This facilitated the creation of meaningful input because citizens gained a thorough understanding of the issues, options and consequently, the difficult choices facing them. By communicating their concerns and desires to the project team, citizens helped educate the study team on issues relevant to the plan.

Public involvement in the McDonough LCI included a Visioning Kick-off meeting, monthly stakeholder (Core Team) meetings, a Design Workshop and an Open House. The Design Workshop was the cornerstone of the public involvement effort. The workshop employed a “hands-on” approach that resulted in key elements of the plan. These key elements included a vision for improvements around the expanded Alexander Park, the revitalization of Big Spring Park into a new village green park (see page 3) with infill housing, a network of greenways and new streets, and a new community arts center right on the Square. Public meetings provided a wealth of information to the study team.

Public involvement formed the foundation of this plan and recommendations. In conjunction with the public outreach process, the production of the plan was divided into three (3) phases. Phase I, the Analysis of Existing Conditions, consisted of a data collection and analysis effort. During this phase the consultant team prepared a detailed Analysis of Existing Conditions report. This report documented the existing transportation network and identified planned improvements. The analysis also included a survey of existing land uses, historic resources, and urban design features found throughout the Study Area. Phase II of the project, Community Design and Goal Setting, centered on the Design Workshop described above. This phase included the development

of the Downtown Master Plan and created the framework for the Final Report. During Phase III of the study, the recommendations and Final Report were drafted.

Overview of Critical Issues

As part of the analysis of existing conditions and public outreach process, a list of critical issues was compiled. These included issues related to transportation, land use, housing and economy, and urban design.

Transportation

- Traffic congestion
- Poor street connectivity
- Truck traffic around the Square
- Lack of safe bicycle and pedestrian infrastructure
- Inefficient use/shortage of downtown parking
- Few sidewalks or paths around schools
- No pedestrian or bicycle infrastructure at railroad crossings

Land Use

- Lack of quiet gathering space near downtown
- Lack of critical mass of attractions and storefront space downtown
- Declining water quality in local streams and creeks
- Declining air quality
- Loss of Historic, specimen trees

Housing and Economy

- Need for life cycle housing (housing for young people, families, and the elderly)
- Need for a variety of housing styles and price ranges
- Need for mixed-use areas with housing and loft conversions of historic structures
- Impact of new regional mall
- Building a tourist economy

Urban Design and Historic Preservation

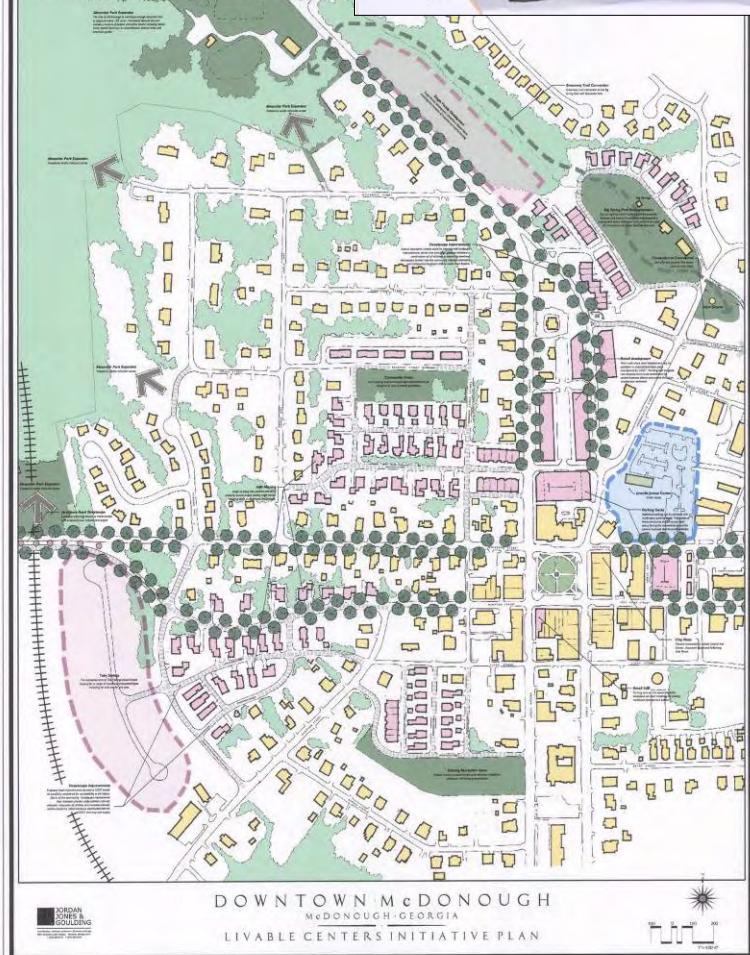
- Need National Registration of Historical Properties.
- Character of new developments, especially in the historic district and along major corridors
- Need for gateways along major corridors and into Historic district incorporation hierarchy of architectural design sites.



Overview of Recommendations

Major recommendations for the historic downtown area, illustrated in the **Downtown Master Plan**, Illustration 1, include:

- Redesign Big Spring Park as a Town Green surrounded by infill housing
- Strengthen linkages between downtown McDonough and Historic Alexander Park through new streetscapes, neighborhood entrances, and a greenway between Big Spring Park and Alexander Park
- Develop venues for the performing arts including the conversion of the Clay Plaza building into a new community arts center, and an outdoor amphitheater developed as part of the expanded Alexander Park
- Increase storefront space on key streets throughout downtown



- Expand the residential population downtown through innovative infill housing projects and loft conversions
- Improve street connectivity and mobility in the downtown area
- Make more efficient use of existing parking and fulfill additional parking needs through multi-level parking decks comprised of mixed-use design

Illustration 1

The **Alexander Park Concept Plan** directly addresses the changes in land use located around a dramatically expanded Alexander Park including:

- Redevelopment of Toby Springs area south of Jonesboro Road
- New mixed-use district north of the park
- A network of greenways linking the expanded park to surrounding neighborhoods
- Opportunities for mixed-use development (residential / office / community) surrounding park boundaries.

The **Future Land Use Plan** identifies additional land use recommendations for the rest of the Study Area. These changes include:

- Mixed Use development along Highway 20/81, between downtown and the interstate
- A shift from conventional residential subdivision design to traditional neighborhood development and conservation subdivision design
- Identification of five prominent gateways for signage and landscaping improvements

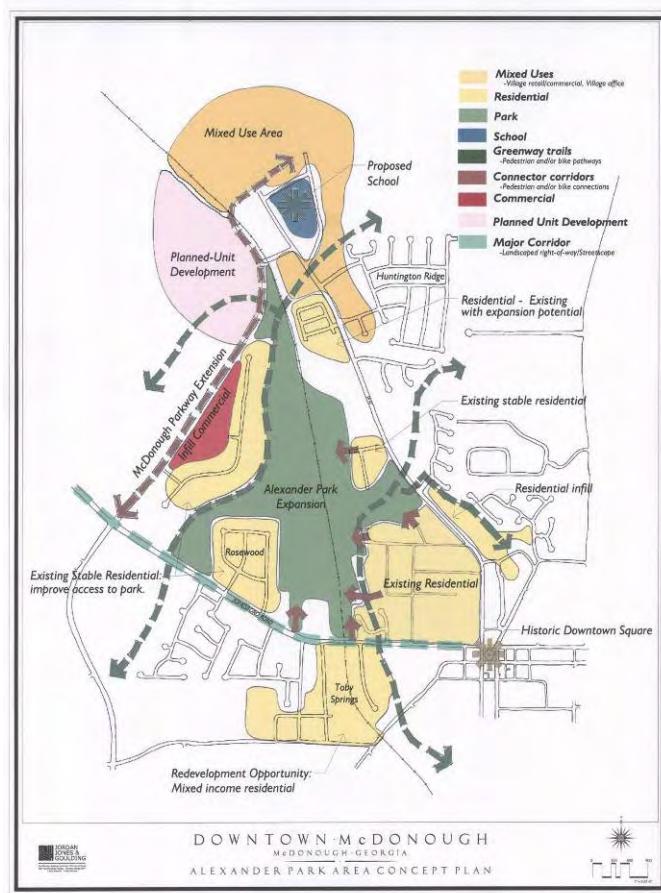


Illustration 2

Two maps were prepared summarizing the transportation recommendations:

Transportation Improvements and Circulation Improvements, Illustrations 3 and 4.

Recommended Transportation Improvement projects include:

- A series of streetscape projects
- Sidewalk improvements around schools
- A network of bicycle lanes, routes, and multi-use paths throughout the Study Area
- A network of greenways and trails, generally following major creeks and streams
- Bicycle and pedestrian improvements at railroad crossings
- Street network improvements including new streets through greenfield areas and
- Construct connector streets possible in built-out areas
- Recommended locations for new traffic signals

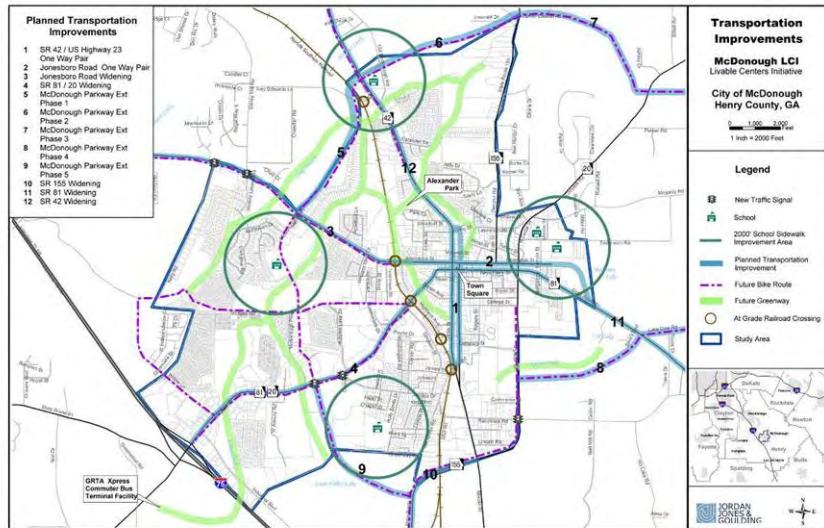


Illustration 3

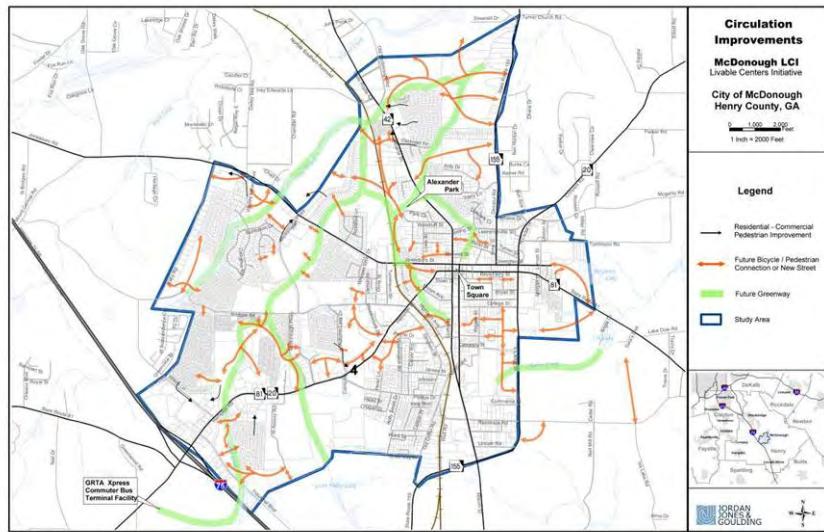


Illustration 4

The plan also recommends a series of land development **policy and regulatory changes** including:

- Establishing National Registry of Historical Properties
- Creating a series of overlay zoning districts for major corridors and village activity center nodes to regulate urban design, aesthetics, circulation, and access management
- Adopting a conservation open space overlay zoning district to encourage the preservation of open space within residential areas
- Adopting a new mixed-use zoning district to allow developers to build apartments, condominiums, and offices above shops and restaurants
- Creating standards for traditional neighborhood developments
- Adopt an Official Highway Map and a Connectivity Ordinance to improve the street network
- Strengthening the Tree Ordinance to preserve existing specimen tree canopy
- Updating the Comprehensive Plan and Future Land Use Plan

Introduction

A. Study Scope

The purpose of this study is to provide an action plan for improving the quality of life in and around downtown McDonough. The information in this report is the result of an extensive public involvement process, careful analysis of existing and planned conditions, and close coordination between the client and the consultant team. The report outlines the real and perceived issues identified by the community and an implementation plan to address them.

The McDonough Livable Center Initiative (LCI) Study Area is illustrated in **Figure 1**. The Study Area includes portions of the City of McDonough and unincorporated Henry County. Key landmarks in the Study Area include the Historic Town Square, the Alexander Park Expansion, and the gateway corridors (Jonesboro Rd. and Highway 20/81) connecting the downtown district to the I-95 Interstate corridor between downtown McDonough and I-75.

Figure 2 below illustrates the project schedule, which has been divided into three phases. Phase I, the Analysis of Existing Conditions phase, consisted of a data collection and analysis effort. Phase II of the project, Community Design and Goal Setting, centered on the Design Workshop held on August 20, 2004. During Phase III of the study, the recommendations were developed.

This report is divided into four major sections:

- Public Outreach
- Analysis of Existing Conditions
- Recommendations and Implementation Strategy
- Appendix

The public outreach section describes the three major public involvement efforts: the Visioning Kick-Off Meeting, the Design Workshop, and the Open House. This analysis investigates the area's land use, urban design, historic resources, transportation infrastructure, housing, and real estate market. This report also provides a detailed look at housing and employment data, including current estimates and projections.

Finally, the report provides detailed recommendations as to how to make the community vision a reality. These recommendations include:

- 5-year plan of local actions
- 5-year list of recommended transportation improvements
- Housing strategies
- Land Use Recommendations
- Urban Design Guidelines

Figure 1

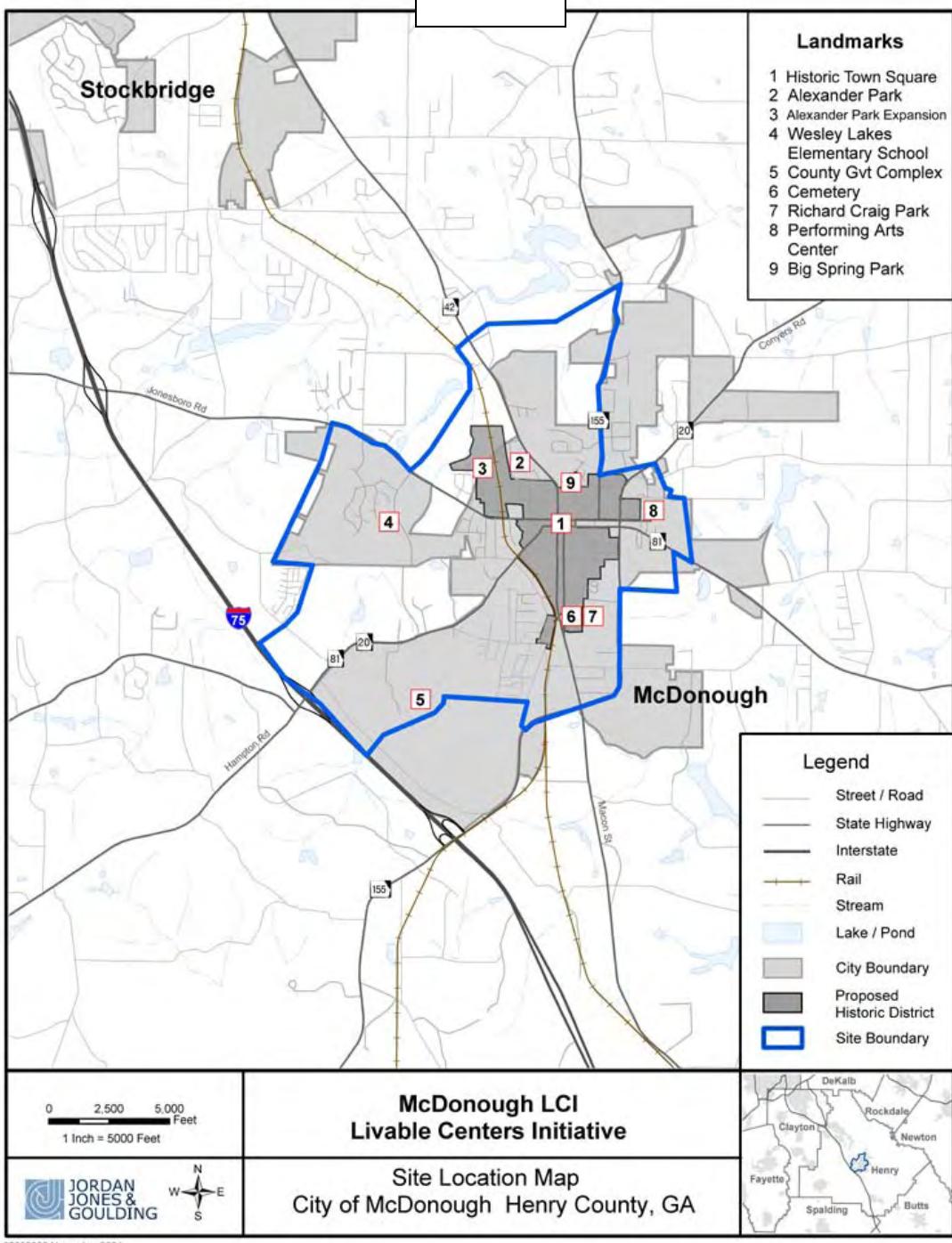
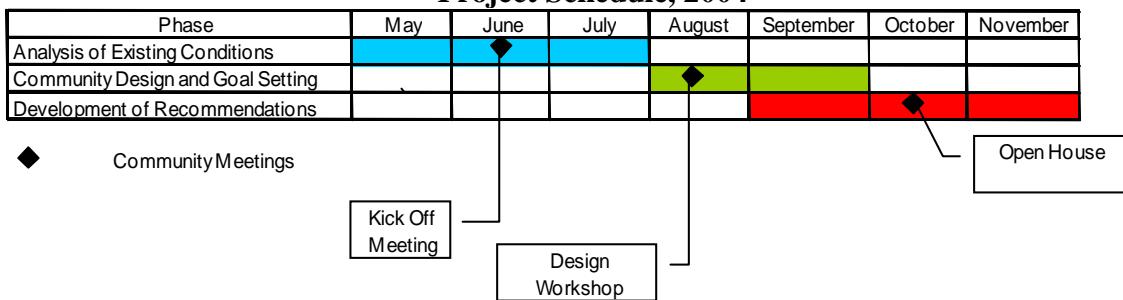


Figure 2
Project Schedule, 2004



B. Livable Center Initiative Goals

The Livable Centers Initiative program provides a source of funds for planning studies of activity and town centers in the Atlanta region. The program is intended to provide an implementation tool for policies of the Regional Development Plan (RDP). In support of the RDP policies, the goals of the LCI program and how this LCI plan addresses each goal is compiled in the table below.

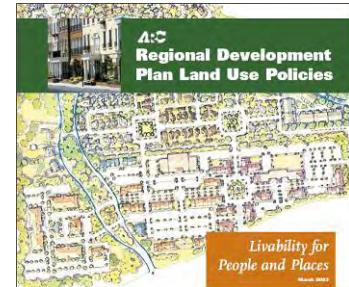


Figure 3: Livable Center Initiative Goals

LCI Goal	McDonough LCI Strategy
Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program	New mixed use and TND districts; infill housing in the downtown area; amendments to zoning, subdivision, and land development regulations
Transportation demand reduction measures Internal mobility requirements – traffic calming, pedestrian circulation, transit circulation, bicycle circulation including safety and security of pedestrians	New mixed use and TND districts; infill housing in the downtown area New bicycle routes, multi-use paths, sidewalks, streetscapes, and greenways connecting to form a network for pedestrians and bicyclists
Mixed-income housing, job/housing match and social issues Continuity of local streets in study area and development of a network of minor roads Need/identification of future transit circulation systems and line haul routes	Excellent jobs/housing match and wide range of housing options; recommendations for perpetuating these strengths Circulation plan identifies opportunities for new streets and connections
Connectivity of transportation system to other centers	Local transit remains a long term option Bike-ped connections to GRTA Xpress bus facility; Improved connections to county government complex and existing commercial nodes
Center development organization and management, promotion and economic restructuring	Possible creation of a Downtown Development Authority; Resources of Main Street program and McDonough Hospitality & Tourism Bureau
Stakeholder participation/support	Core Team support throughout process; Visioning Workshop, Design Workshop and Open House all open to the public Shared implementation costs between McDonough, Henry County, and GDOT; recommended TAD around park; recommended zoning incentives; strong private sector support
Public and private investment policy	

Public Outreach

A. Public Involvement Methodology

Jordan, Jones & Goulding (JJG) designed a public participation process for the McDonough Livable Centers Initiative that not only provided opportunities for citizen input, but also generated dialogue, enthusiasm, and excitement for the future of the community. JJG's strategy for public involvement in McDonough is grounded in the notion that in order to empower citizens, JJG must provide specific, relevant facts and information. By so doing, JJG was able to prepare citizens to give meaningful input because they had gained a thorough understanding of the issues, options and the difficult choices facing them.

A diverse population including business owners, residents and officials attended all three of the public meetings. In these sessions the Consultant Team sought first to educate, and second to involve the stakeholders in laying the framework for the upcoming design workshop and assessing the existing conditions within the Study Area. Several tools, including a questionnaire and community preference survey, were used. These activities, combined with facilitated and spirited discussion, enabled participants to find consensus around common themes. The citizens of McDonough began to understand the various strengths of their existing environment, which allowed them to form opinions about areas for improvement and the direction of future growth.

B. Kick-Off Visioning Session

The public was introduced to the LCI study during the evening meeting held in the McDonough Welcome Center on June 22, 2004 from 6:00 – 8:00 PM. The community was introduced to the LCI study, its schedule, goals, and the extent of the Study Area. A questionnaire was distributed to meeting attendees to garner community feedback about McDonough strengths, challenges, visioning, infrastructure improvements, retail preferences and other such matters. A total of 17 people responded to the survey, including 15 residents and nine business owners. A copy of the questionnaire and a full summary of responses is located in the appendix. Key finding are:

Issue Identification and Vision - Transportation

- Traffic congestion
- Need McDonough Parkway extension
- Need new east-west connections
- Connectivity in general is very poor
- Truck traffic through Square
- Cut-through traffic through residential areas
- Need bike and pedestrian improvements
- Parking in downtown is poorly utilized, not well signed, and there is not enough of it



Issue Identification and Vision – Housing and Economy

- Need higher end housing
- Continue to provide affordable housing options and life cycle housing options within the Study Area
- New regional mall and its implications
- Need loft-style condominiums and apartments

Issue Identification and Vision - Urban Design/Historic Preservation

- Downtown preservation is essential
- Historic preservation is essential
- Need gateways or improved gateways
- No vinyl or stucco sided buildings (need architectural guidelines)
- Streetscaping

Issue Identification and Vision - Land Use

- New Park Expansion and its implications?
 - The new park will need good sidewalk connectivity, good wayfinding signage, connections to the Square, adequate lighting, and lots of mixed use development.
- Jobs-housing balance
- Preserve old trees and plant more trees
- Protect streams and creeks

Vision – General

- Enhance and promote a shared sense of community
- A relaxing, comfortable downtown
- Create a balance between natural, human and built environments

In addition, Jonesboro Road was considered the most congested roadway, but the downtown square also received high marks for congestion. The library received the most votes for places to be linked by sidewalks and bike paths. The local shops most frequented were Bistro 41, PJ's Ironworks, PJ's Café, Secret Garden, and Uncle Sam's. New retailers suggested include fine dining establishments, clothing shops, and a theater.

C. Design Workshop

The Design Workshop was the central component to the second phase of this project, the Community Design and Goals setting phase. Held all day on August 20, 2004, the workshop was organized around a series of interactive breakout sessions, where participants sat around a common table and worked out solutions for their community. The process was highly participatory and helped reach consensus on possible solutions.



Also throughout the day, various speakers gave brief presentations to help set the stage prior to the Breakout Sessions, and after each session, participants shared their results.

The workshop began with an introduction from Mayor Richard Craig. This was followed by a presentation introducing the LCI Study. The introductory presentation included the use of an innovative participatory technology known as voting keypads. Throughout the presentation and the day, questions were incorporated into PowerPoint presentations and participants were asked to vote using their keypads. The responses were automatically tabulated and the results were displayed on the screen. The results from the questions asked throughout the day are found in the Appendix at the end of this document.



Following this introductory presentation, participants took part in a Community Preference Survey. The attendees were shown photographs covering a wide range of topics from streetscapes and gateways to new residential or mixed-use developments and were asked to rank how appropriate they were for the McDonough LCI Study Area. Everyone used their voting keypads so the results were known instantly. After the survey was complete, the results were reviewed and discussed.

A summary of the results can be found in **Figure 4** below.

The first of the three breakout sessions was devoted to transportation. One table discussed traffic congestion issues for the entire Study Area. The second table focused on traffic and parking issues in downtown McDonough. After the lunch break, the participants reconvened for the second breakout session. The first table discussed innovative greenfield development concepts and bikes, pedestrians, greenways and trails for the entire Study Area. Participants at the second table focused on land use issues in the downtown core. Prior to the third breakout session, participants heard from the Community Development Department on the City's efforts to expand Alexander Park, balance the land use portfolio, and improve the aesthetics of new developments. During the third breakout session, the first table discussed tourism and hospitality for the entire Study Area and future land use scenarios around the proposed expansion of Alexander Park.

Participants emphasized the impact the park would have on surrounding land values, which would spur redevelopment and support high-quality mixed-use development.

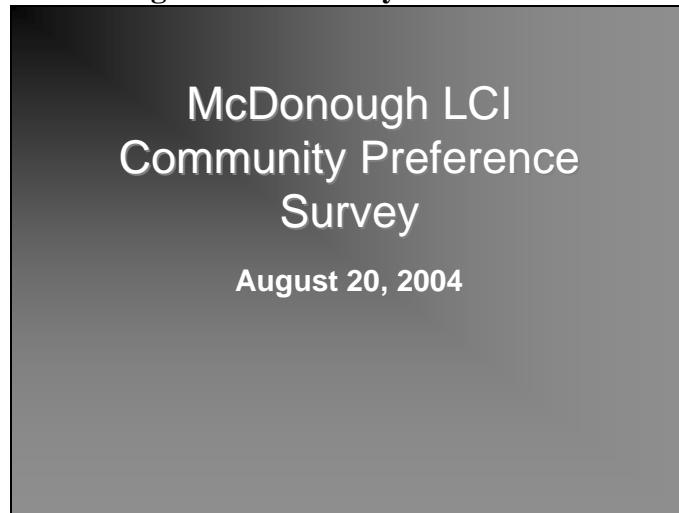


Urban design and historic preservation for downtown area were discussed simultaneously at the second table.

The Community Development Department Director(s) provided an overview of the land use portfolio that had been generated up to present. It identified key planning initiatives that had been secured and the importance of those discussed in the sessions for growth urgent of the city's future.

The workshop concluded with a “Bringing it All Together” presentation where participants discussed and voted on all of the key ideas generated throughout the day. The results of this presentation are included in the **Appendix A** to follow. Local officials thanked everyone for their attendance.

Figure 4: Summary of Results from Community Preference Survey

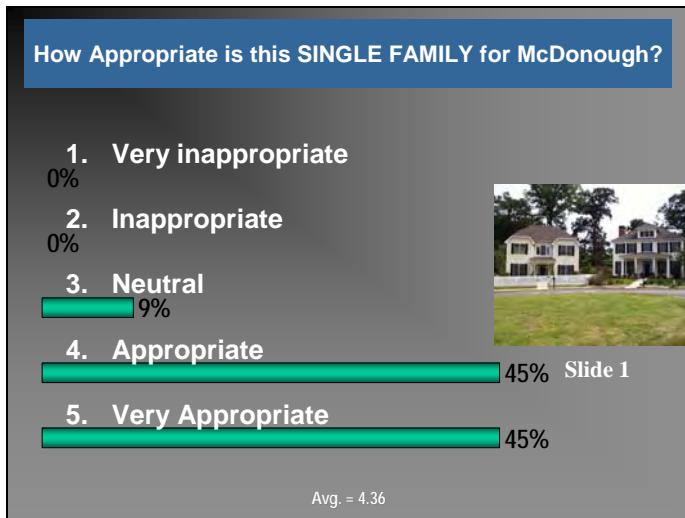


The notes below are based on conversations with survey respondents after completion of the survey and comparisons of the highest and lowest ranked photos compared to those in the middle.

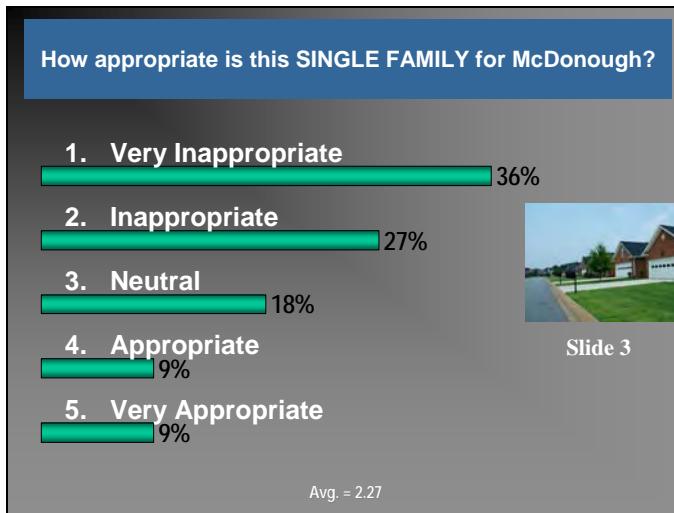
Generally, only the highest and lowest ranked photos are included below.

We want your opinion on the following types of development or features:

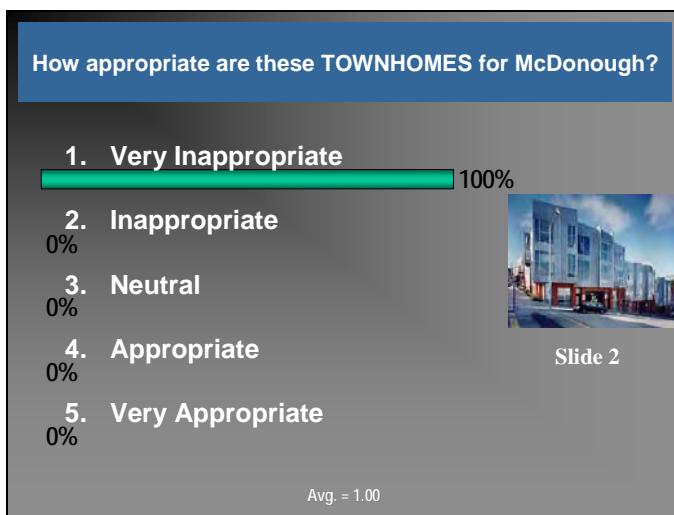
- Single Family
- Townhomes
- Multi-Family
- Commercial
- Mixed Use
- Street Types
- Streetscapes
- Surface Parking
- Parking Garages
- Signage
- Gateways



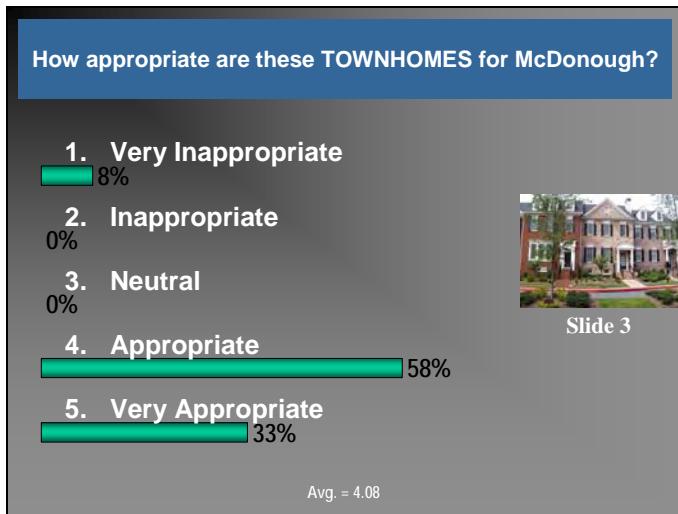
- Highest ranked Single Family photo
- Neotraditional architecture
- Architectural diversity
- Sidewalks
- Common green space in the neighborhood
- Clear definition between public and private realms



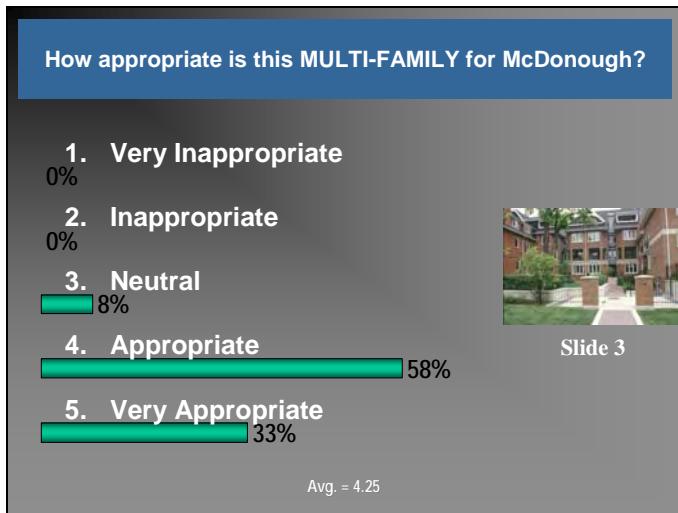
- Lowest ranked Single Family photo
- Garage façade architecture
- No sidewalks



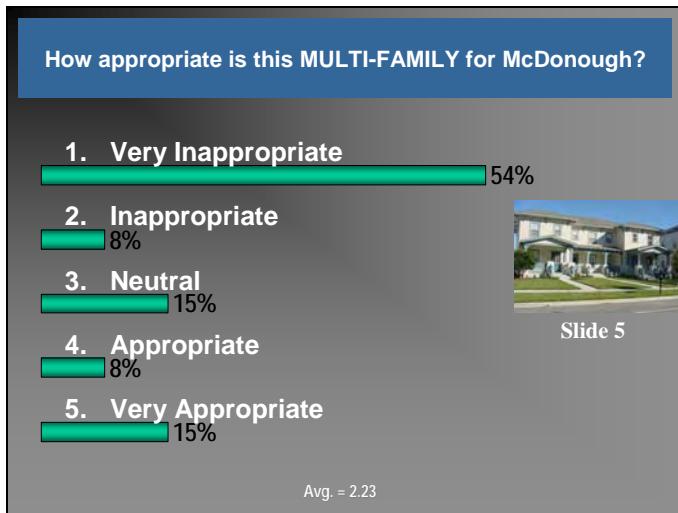
- Lowest ranked Townhome photo
- Modern architecture lacking relationship to historic McDonough



- Highest ranked Townhome photo
- Neotraditional architecture
- Brick facades
- Variations in style
- Well landscaped



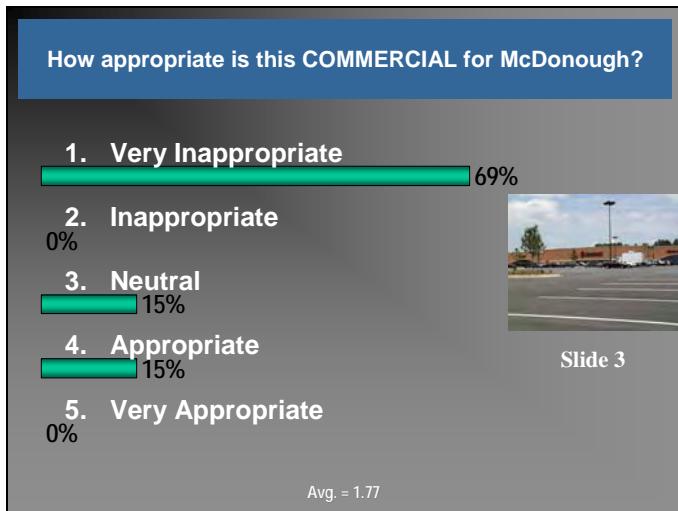
- Highest ranked Multi-Family photo
- Interesting architecture including brick exterior, modulation, and roof design
- Semi-private courtyard for residents with large preserved trees
- Each unit has a covered porch fronting the courtyard
- Excellent pedestrian access from the street
- Parking hidden from the street



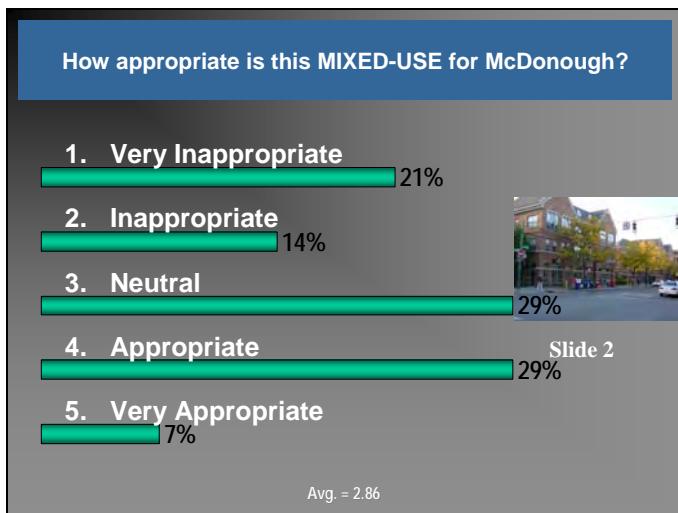
- Lowest ranked Multi-Family photo
- Use of stucco, which lacks an historic precedent in McDonough
- No trees

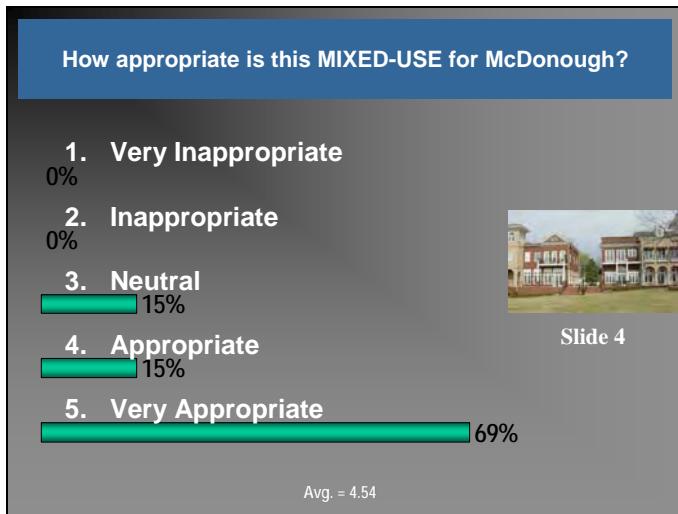


- Highest ranked Commercial photo (note that respondents were asked to ignore the office building in the background)
- National retailers housed in a form that looks old
- Accommodates office space on the second floor
- Architecturally distinct stores, designed in a harmonious and interesting way
- Buildings are close to the street with a safe, comfortable pedestrian area
- Can walk or drive there
- Lowest ranked Commercial Photo
- Front yard is dominated by parking lot with little landscaping
- Little architectural interest
- No street presence
- Can only get there by driving

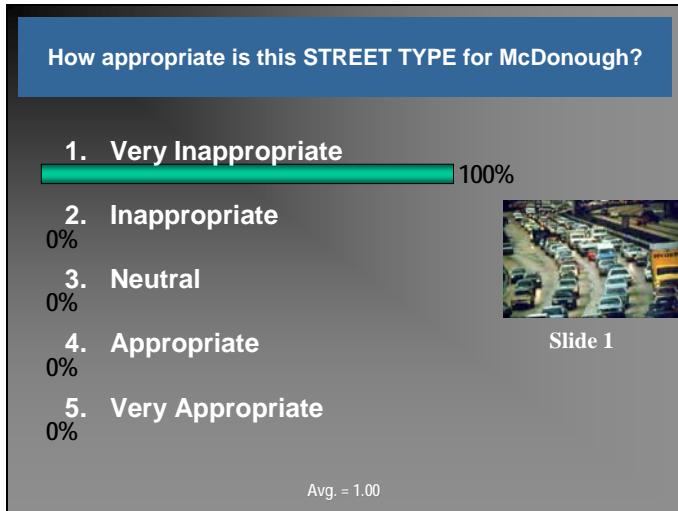


- Lowest ranked Mixed-Use photo
- Respondents liked many aspects of the design and building orientation, but felt it was too tall for McDonough

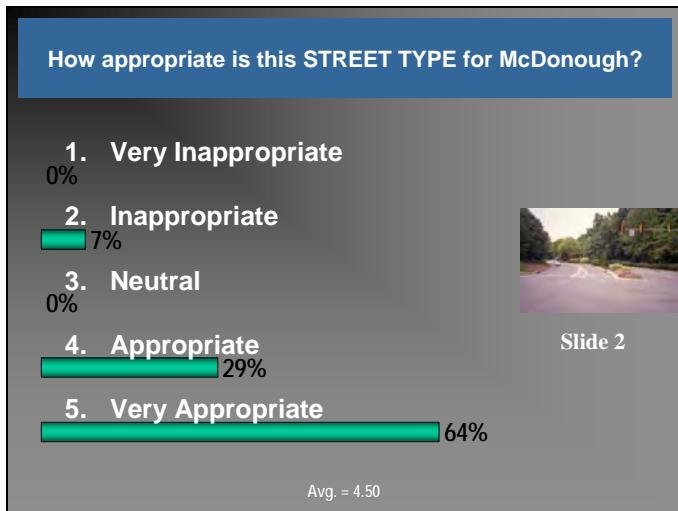




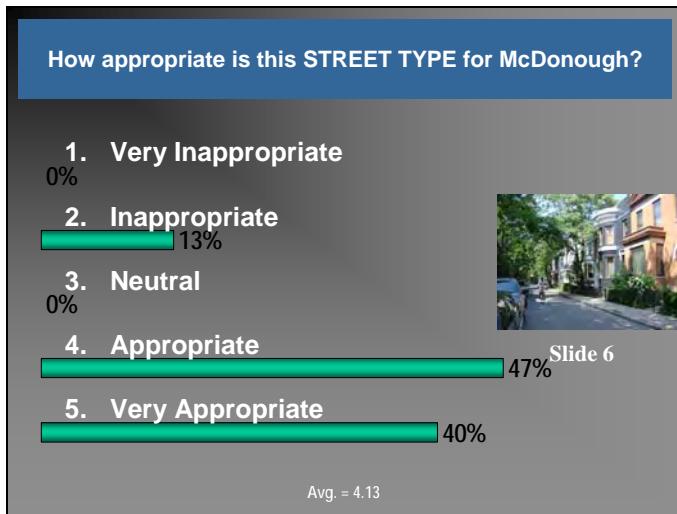
- Highest ranked Mixed-Use photo
- Interesting, neotraditional architecture
- Buildings front common green
- Parking is at the rear
- Interesting windows and porch designs



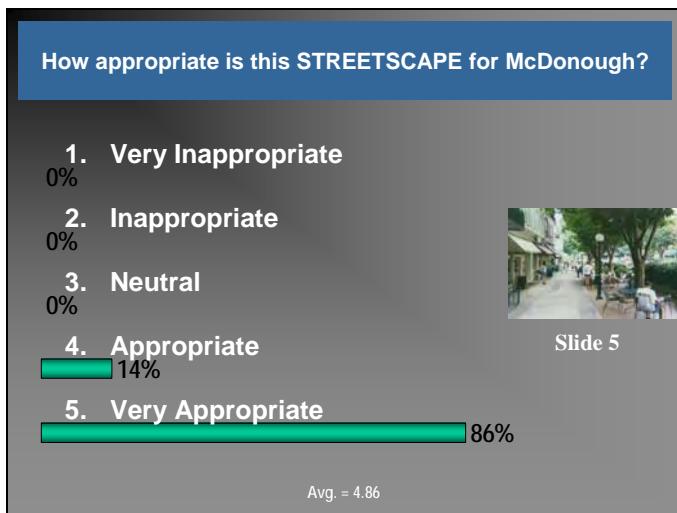
- The lowest ranked street type photo
- The lowest ranked photo from the entire survey
- Too many lanes
- Heavy congestion
- No pedestrian or bicycle facilities



- Highest ranked Street Type photo
- Appropriate for arterial or collector streets
- Generously landscaped island and shoulders
- Mast arm street lights
- Turn lanes

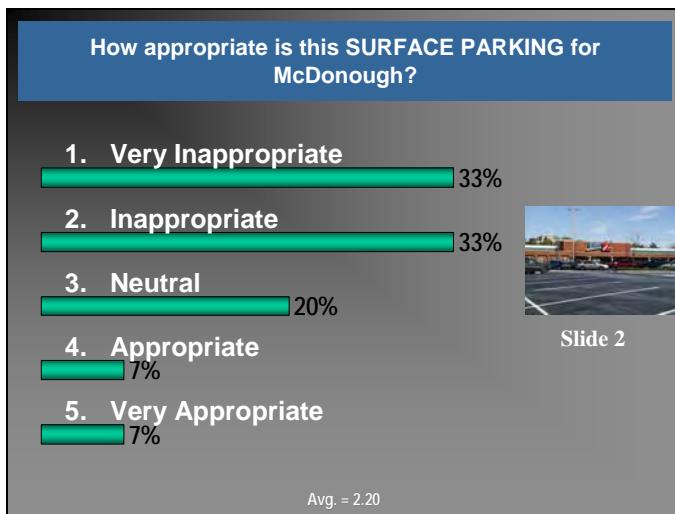


- Second highest Street Type photo
- Highest ranked photo appropriate as a residential street
- Narrow street design with on street parking helps calm traffic
- Safe for pedestrians and bicycles in addition to cars
- Houses up close to the street
- Lots of trees

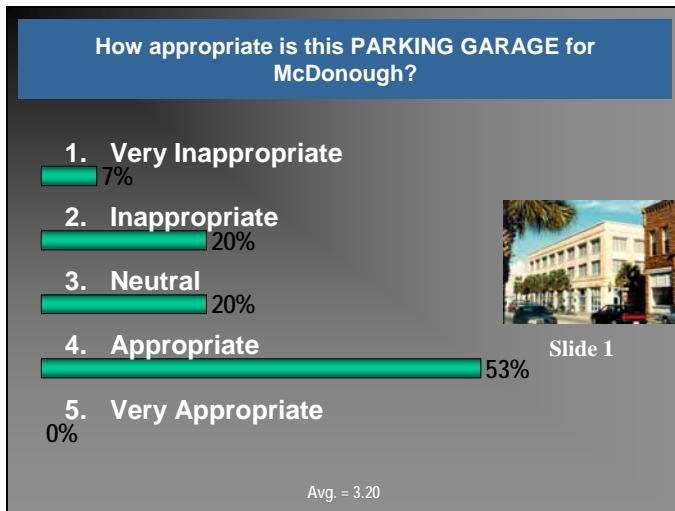


- Highest ranked Streetscape photo; Highest ranked photo of the entire survey
- Interesting buildings up close to the sidewalk
- Clear zone for pedestrian through traffic
- Part of the sidewalk area set aside for patio dining and outdoor displays
- Interesting pedestrian lighting, trees, and paving materials
- Shrubs and parallel parking shield pedestrians
- Highest ranked surface parking photo
- Angled parking right in front of stores
- Provides convenient access to stores
- Street trees shade cars

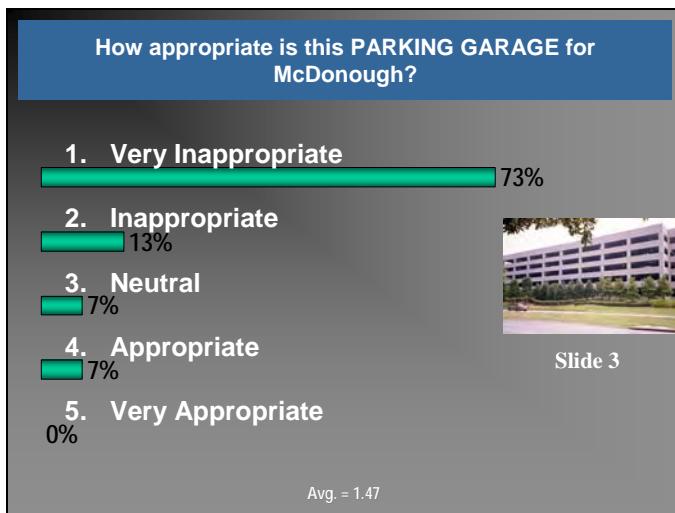




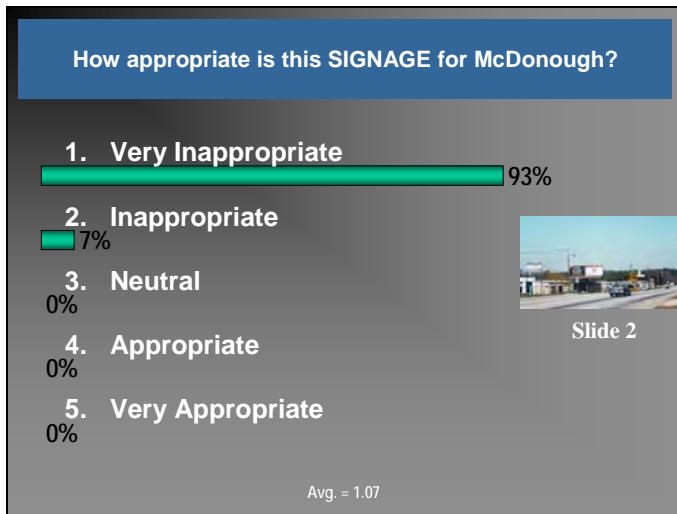
- Lowest ranked surface parking photo
- Vast uninterrupted parking lot
- No landscaping or shade trees
- Forces building back from the street
- Eyesore from the adjacent highway



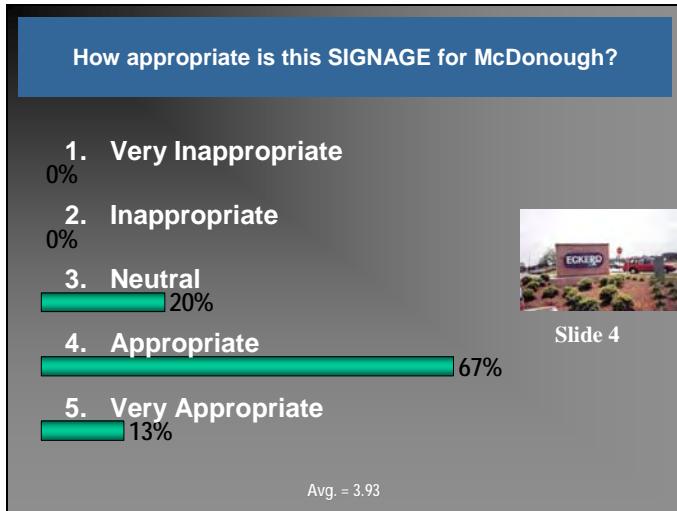
- Highest ranked Parking Garage photo
- Designed to look like a building for people, not cars
- Fits in with surrounding structures
- Has ground floor retail and restaurants



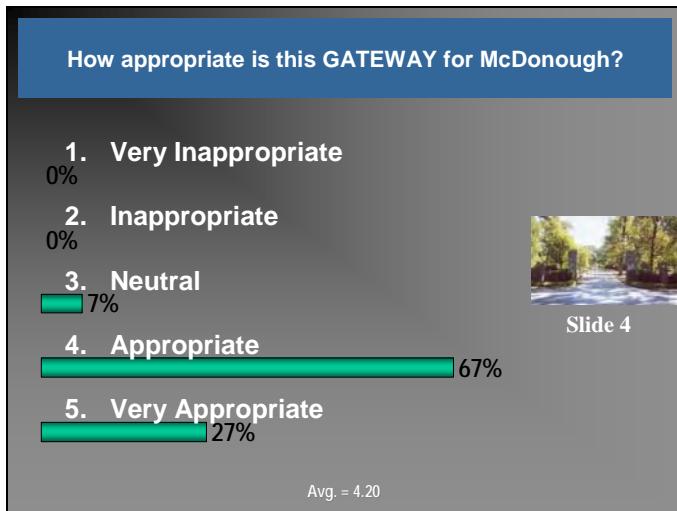
- Lowest ranked Parking Garage photo
- Too tall
- Unattractive, open, concrete design
- The cars inside are visible from the street
- No ground floor activity



- Lowest ranked Signage photo
- Tall ugly signs
- Billboards
- Designed for high-speed cars, not people friendly



- Highest ranked Signage photo
- Low monument-style sign made from traditional materials
- Not internally illuminated
- Both a pleasant design and visible to passing motorists
- Surrounded by attractive landscaping



- Highest ranked Gateway photo
- Stone construction with landscaping
- Frames street on both sides
- Serves as gateway for pedestrians and motorists

D. Open House

An Open House was held at McDonough City Hall from 6:00 to 9:00 PM on October 28, 2004. Staff from the Consultant Team and the City were present to answer community questions about the LCI study and the findings to date.

In the meeting room several boards and handouts were on display or available representing the work completed to date on the project. Included was a draft downtown master plan, future land use plan, and transportation improvements plan. Also available was a copy of the market analysis and a draft of the urban design guidelines.

Analysis of Existing Conditions

A. Land Use

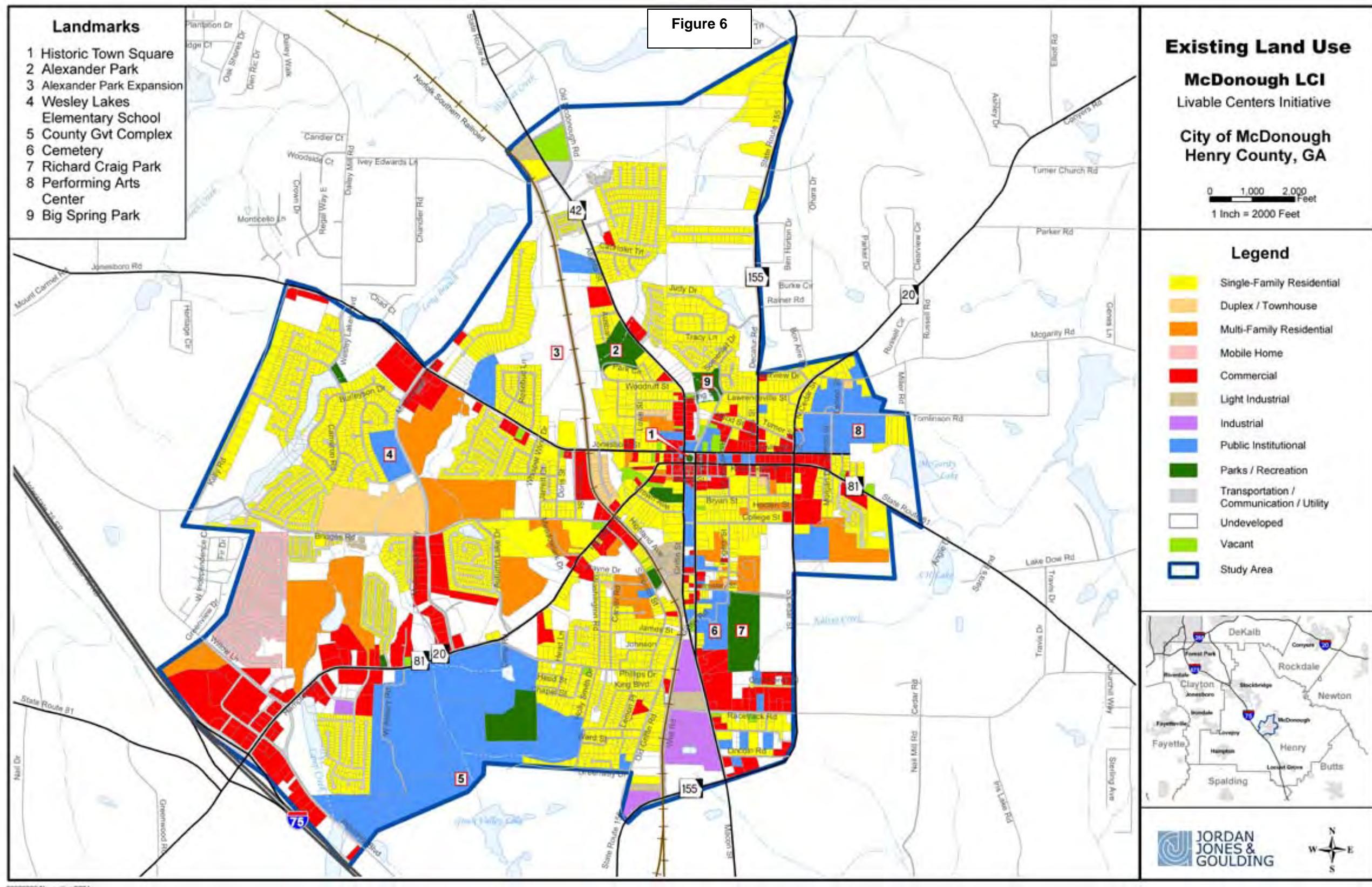
Existing Land Use

Figure 5 presents the distribution of existing land uses within the Study Area. Single Family Residential is the most common land use occupying 28.6% of the Study Area. Undeveloped land is the second most common land use category, comprising 25.0% of the land in the Study Area. Of the 1,143 acres of undeveloped land, up to 120 acres are under consideration for expansion to Alexander Park, a critical centerpiece for the area's quality of life and revitalization. The Public/Institutional category follows with 11% of the land within the Study Area. This land use is comprised of only 63 parcels, which are made up of government buildings and churches, most of which are located on relatively large parcels. The Transportation, Communication, and Utilities (TCU) category comprises 10.3% of the Study Area. However, this area is almost entirely made up of road right-of-way. The Vacant category includes developed land presently not in use, generally including abandoned structures.

Figure 5: Distribution of Existing Land Uses within the Study Area

Land Use	Parcels	Total Acres	Percent of Area
Single Family Residential (detached)	3,564	1,303.8	28.6%
Undeveloped	225	1,143.2	25.0%
Public/Institutional	63	502.3	11.0%
TCU	4	472.0	10.3%
Commercial	342	438.0	9.6%
Multi-Family Residential	59	276.5	6.1%
Parks and Recreation	12	162.7	3.6%
Duplex/Townhome	139	76.0	1.7%
Mobile Home*	501	71.6	1.6%
Major Industrial	14	71.4	1.6%
Light Industrial	8	29.2	0.6%
Vacant	27	19.6	0.4%
Total	4,958	4,566.3	100.0%

*Note: Existing Mobile Home Park



Housing in the Study Area is made up mainly of three distinctive types. In and around the downtown area is the historic district. These are typically older, larger homes with a distinctive southern architecture. Although a small number of these homes are in disrepair, the majority of these have been well preserved. The lots for these houses are narrow and quite deep. The neighborhoods have a mix of architectural styles, lot sizes, and house sizes. The streets in these neighborhoods are typically narrow, accommodate sidewalks and on-street parking and are organized into blocks.

The second type of housing is also comprised of somewhat older homes, as well as some apartments and duplexes, although these residences are not old enough to be considered historic and also do not display the distinctive architecture present in the historic homes. These residences are located throughout the Study Area, with some located on major roads while others are located in small subdivisions.



The third type of housing is the newest group, with the majority of residences having been built within the past 5-10 years. These residences are comprised of single family homes, townhomes, and apartments and are typical of modern suburban developments located throughout metropolitan Atlanta. They typically are located on relatively small lots in large neighborhoods. And while the first two neighborhood types take up relatively small amounts of land, this third type is characterized by developing large tracts of land located between the major roads which pass through McDonough. These developments provide a large number of housing units at relatively affordable rates with amenities that are typically associated with suburban living. They serve to promote homeownership and they discourage thru-traffic. However, the lack of a grid street network in these developments and the use of cul-de-sacs does have negative consequences. The organization around cul-de-sacs and discouraging of through traffic have made some of the aspects associated with "livable centers" challenging. There are

few connections between subdivisions and adjacent schools and shopping areas, making trips by bicycle or foot unrealistic. Many developments back up to environmental features that could be community amenities such as creeks and streams, but access to those features is limited. And there are few connections between subdivisions, which would allow for shorter trips between neighbors by children and adults. These aspects of subdivision design present an opportunity for this LCI study to work with the



community and the existing subdivision design to promote connectivity, bicycle and pedestrian trips, and improved access to the natural environment, while preserving low levels of cut through traffic.

Jobs-Housing Balance

Jobs-housing balance seeks equilibrium between jobs and housing over a certain geographic area. The theory behind jobs-housing balance is that as the number of jobs and amount of housing units are more evenly distributed and mixed, people will be able to live closer to where they work. This, in turn, allows them to live, work, and play in the same area, reducing the amount they drive as well as traffic congestion on the road network.



The ARC considers a geographic area to be balanced in terms of jobs and housing if the ratio of jobs to housing units is between 1.25 and 1.75. Currently, the McDonough LCI Study Area has a jobs-housing balance of 1.68 jobs per housing unit. This falls within the range provided by the ARC and should be considered a strength of the McDonough area.

The effectiveness of this jobs-housing balance number, however, is affected by the affordability of the housing units in the area and the income level of the jobs in the area. Simply put, the jobs-housing balance becomes less relevant if the people working at the local jobs cannot afford the housing that is available in the area. The reverse can be true as well, if there are high wage jobs in an area but a scarcity of housing units with high values.

There are 671 businesses and 7,961 employees in the McDonough LCI study area. The local job base is fairly diversified for a small community. The majority of the jobs within the Study Area are moderate wage jobs. A little over one third (37%) of all jobs in the area provide average yearly incomes of less than \$21,500. About two thirds (66%) of jobs in the area provide yearly incomes of less than \$24,300. The remaining jobs in the area all provide average incomes greater than \$30,000. Retail trade is the largest employment sector (37%), followed by services (29%), government (11%), and manufacturing (9%).

Total employment in the LCI study area is projected to increase from 7,961 to 22,798 during the next 25 years. The overall growth rate is 4.3%, compared to the Atlanta Regional Commission's projection of 4.0% for Henry County. County growth is moving further south, particularly retail and service jobs. Government jobs should also increase with the population, which benefits McDonough as the county seat.

Figure 7: Jobs By Sector within the Study Area

Type of Job	Number of Jobs	% of Jobs	Average Wage*
Total Number of Jobs	7,961	100%	\$28,120
Retail Trade	2,908	37%	\$21,476
Finance-Insurance-Real Estate	471	6%	\$38,162
Services	2,306	29%	\$24,284
Agriculture	100	1%	-
Construction	275	3%	\$34,892
Manufacturing	712	9%	\$36,972
Transportation, Communication, and Public Utilities	155	2%	-
Wholesale Trade	148	2%	\$36,556
Government	886	11%	\$40,664

*Amounts shown are average wages for the year 2002 for each sector in Henry County using data from the Georgia Department of Labor

The McDonough LCI study currently contains approximately 2.6 million square feet of non-residential space, including retail, office and industrial space. Non-residential development is projected to growth to approximately 7.4 million square feet during the next 25 years, representing an annual growth rate of 4.3%. This growth primarily consists of retail and office space. Some of this growth could fall outside the LCI study area due the influence of large planned developments, including South Pointe and Avalon.

As previously mentioned McDonough is an “inclusive” community offering a full array of housing choices. The exceptions are higher priced housing (\$300,000+) and alternative housing, such as lofts and mixed-use projects that are beginning to develop in other Atlanta area communities. The existing housing stock is well balanced between owner-occupied (64%) and renter-occupied (36%). The LCI study area has an inventory of approximately 5,035 housing units. The housing mix consists mainly of single-family residences (59%), but higher-density, multi-family housing is also well represented (31%). There are a significant number of mobile homes (10%). Most of the housing stock is new, with a median age of 1997. Older historic homes (built before 1940), representing only 5% of inventory, are located in the downtown core.

The housing market within the McDonough Study Area is fairly well distributed, with homes available in the low, middle, and high value ranges. Approximately 31% of the homes are valued at less than \$100,000. This provides a fairly reasonable amount of housing for low wage earners in the area, as about 37% of all jobs, mainly those in the retail trade area, provide an income of less than \$17,000. However, more housing in the lower price ranges would be necessary to make home ownership a possibility for all wage earners at this level.

About 39% of homes in the area are valued between \$100,000 and \$149,999, and about 19% of homes are valued between \$150,000 and \$199,999. Over half of the homes in the area fall in the \$100,000-199,999 price range, providing a large number of homes for

middle income wage earners. Assuming most households have two wage earners, then most folks who are earning between \$21,000 and \$23,000 (mainly the Services and Agriculture sectors) would be able to afford a house in the lower part of \$100,000-\$149,999 price range. However, some additional housing in this range is necessary to fully meet the market demand for housing in this price range. Those making \$30,000 and up should have ample housing available to them in their price range. The majority of housing is in the \$100,000-\$199,999 price range, which is generally affordable for a two wage earner household in which each wage earner is making over \$30,000.

Figure 8: Housing Units By Value

	Study Area	Percent
2004 Owner-Occupied Housing	3,026	100%
Value Less than \$20,000	41	1.35%
Value \$20,000 - \$39,999	188	6.21%
Value \$40,000 - \$59,999	258	8.53%
Value \$60,000 - \$79,999	207	6.84%
Value \$80,000 - \$99,999	234	7.73%
Value \$100,000 - \$149,999	1,188	39.26%
Value \$150,000 - \$199,999	586	19.37%
Value \$200,000 - \$299,999	249	8.23%
Value \$300,000 - \$399,999	39	1.29%
Value \$400,000 - \$499,999	14	0.46%
Value \$500,000 - \$749,999	7	0.23%
Value \$750,000 - \$999,999	7	0.23%
Value \$1,000,000 or more	8	0.26%

Source: Claritas and Ackerman & Co., 2004

Only about 11% of the homes in the area are valued at \$200,000 or more, and just over 2% of homes in the area are valued at \$300,000 or more. Only a small portion of homes in the area fall into the high value category. Likewise, only a small portion of the Study Area's population can afford housing in this price range. Therefore, an adequate amount of housing in this price range is available in the Study Area.

During the next 25 years, housing units within the study area are projected to increase from 5,035 to 17,974, representing an average annual growth rate of 5.2%. This increase is due to a combination of infill development and redevelopment, higher density housing alternatives (e.g., mixed-use developments, townhouses, lofts, apartments, senior housing, etc.), and increased densities of new traditional housing developments. We recommend maintaining a well-balanced housing mix between single-family (60-65%) and multi-family (35-40%) housing choices.

Typically, as an area grows land becomes scarce, housing prices rise, and homes in the lower to moderate price ranges become harder to find. Over the next five years, 55% of the projected households are expected to earn over \$55,000 per year. Yet, there is and will be residents in the McDonough area that can only afford housing in the low to

moderate price ranges. Therefore, as the area grows, providing quality housing valued in affordable price ranges should continue to be important. The goal is to meet the needs of households at a variety of price ranges, and a variety of household sizes, from single twenty-somethings, to middle-ages families, to retirees.

Table 1: Projection of Future Housing and Employment Mix

	Current 2004	5 Years 2009	10 Years 2014	15 Years 2019	20 Years 2024	25 Years 2029
Population	13,283	20,438	27,350	34,906	40,466	46,911
Growth Rate	---	9.0%	6.0%	5.0%	3.0%	3.0%
Housing Units	5,035	7,542	10,092	13,123	15,213	17,974
Persons Per Household	---	2.71	2.71	2.66	2.66	2.61
Single-Family (65%)	2,956	4,902	6,560	8,530	9,888	11,683
Multi-Family (35%)	2,079	2,640	3,532	4,593	5,324	6,291
Employment	7,961	9,455	12,067	15,401	18,738	22,798
Growth Rate	---	3.5%	5.0%	5.0%	4.0%	4.0%
Sq. Ft. of Non-Residential Dev.	2,600,000	3,000,000	3,900,000	5,000,000	6,000,000	7,400,000
Job-Housing Balance	1.58	1.25	1.20	1.17	1.23	1.27

Sources: Claritas (current) and Ackerman/JJG (projections)

Incompatible Land Uses

Two types of incompatible land use adjacencies are found within the McDonough LCI Study Area. In the downtown area, there are still numerous old industrial sites in operation. While it was once essential for industrial employers to locate close to their employees, that is no longer the case. Today, residents are increasingly bothered by the noise and truck traffic associated with the industrial sites. As these businesses move out of town or otherwise cease operations, the sites should be adapted for other uses. The second incompatible use is the adjacency of suburban commercial and residential areas. The impacts are predominantly of light pollution, smell and noise pollution. Typically throughout the Study Area, commercial uses adjacent to residential areas are not designed sensitive to existing or planned residential areas.

Trip Generators

The following list of key trip generators are affecting the Study Area. This list was identified by stakeholders during the Design Workshop, and by the Consultant Team throughout the inventory of existing conditions. One goal of the transportation recommendations is to ensure that trips to and from these generators are accommodated in the future. The list is broken down by generators found inside the Study Area, and those found outside the Study Area which are influencing the Study Area.

Inside the Study Area:

- Commercial development at Highway 20/81 and I-75 including Wal-Mart and Lowes
- Downtown government buildings including Henry County Courthouse and McDonough City Hall
- Henry County government complex
- Snapper factory and other industrial uses south of downtown McDonough

Influencing the Study Area:

- I-75 and Metro Atlanta
- Warehouse and distribution employment on Highway 155, near I-85
- Residential development northeast and east of downtown McDonough
- The four public schools in the Study Area

Drivers of Change

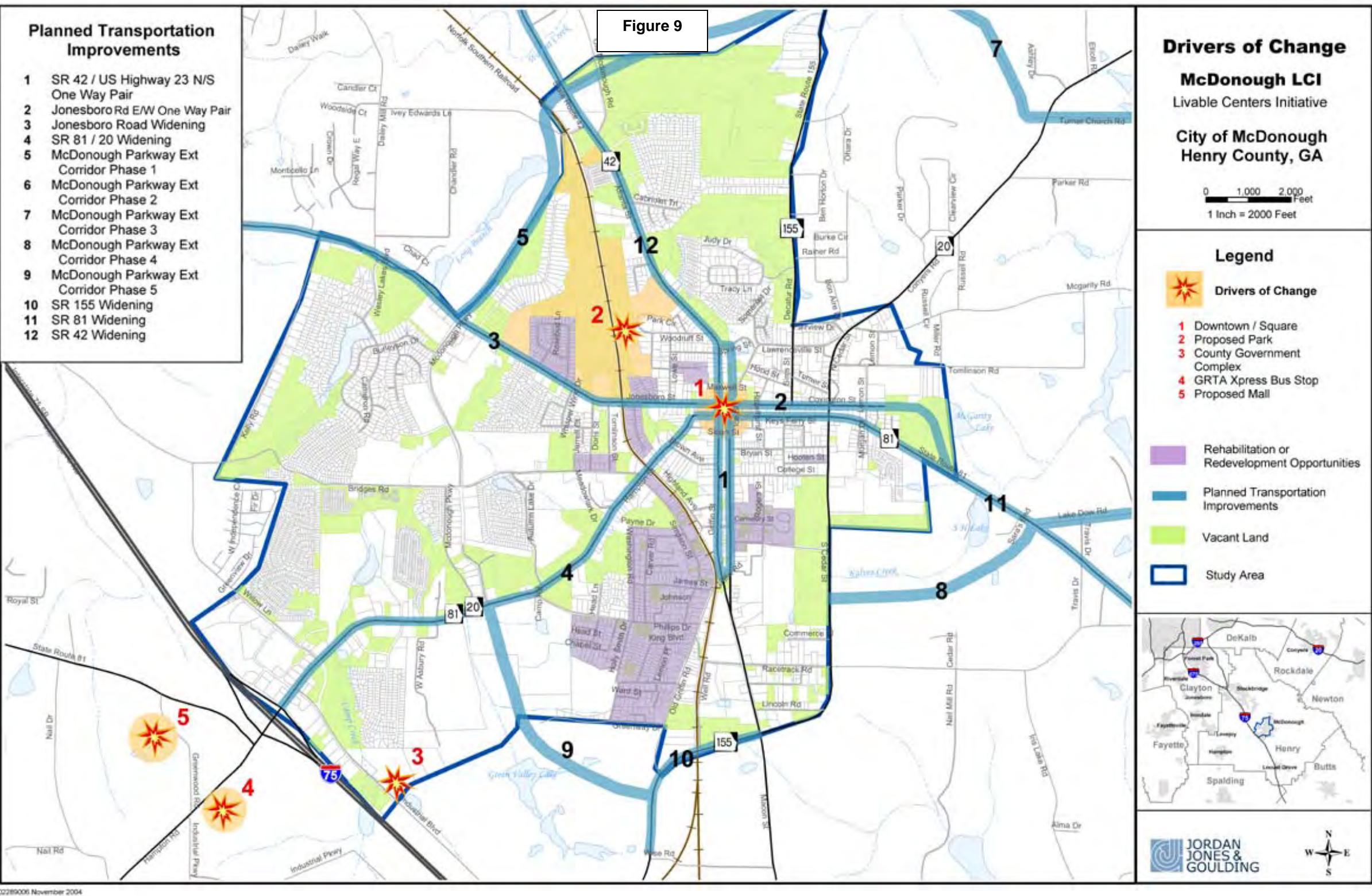
The following Drivers of Change map (**Figure 9**) identifies five key leverage points for future change within the Study Area. The first driver of change is the continued investment of the Downtown Historic District. Continued investment in the Downtown Historic District is of paramount importance as it is the “crown” of Henry County and the county seat. These efforts will provide a catalyst for a diversity of infill housing, commercial, and tourism markets downtown.



Everyone involved in downtown McDonough has high hopes for its economic revitalization and a great deal of energy and money are being invested. These efforts will likely foster a residential and tourism market downtown. They will also likely lead to additional development in the future.

The expansion to Alexander Park is identified as the second driver of change. The existing proposal would add up to 120 acres to the park in the area indicated on the map. Of the five drivers, this one has the greatest potential to affect positive change in the Study Area. The land values along the edge of the park would increase dramatically and could support more intense, fiscally productive uses than the single family dwellings being developed in the area. The park could also spur revitalization in the links between the park and downtown McDonough.

The third driver included on the map is the new Henry County government complex. This relatively new investment by the county will likely facilitate the development of office space and support services.



Driver number four is the new GRTA Xpress commuter bus terminal facility, located in a new civic and recreational complex near the forthcoming Avalon development. This facility creates an opportunity for a commuter station with connectivity to additional transit services. The station also beckons a network of sidewalks and trails in its vicinity to allow residents to walk or bicycle to the stop.

The fifth is the proposed mall, or lifestyle center, located just west of the Highway 20/81 intersection with I-75. The mall will have a tremendous impact on the retail market in downtown McDonough and along the 20/81 corridor. It will also likely spur additional outparcel and “Big Box” retail development in the vicinity.

B. Transportation

Planned Projects

Planned and programmed projects for the McDonough LCI Study Area were identified after review of applicable state and regional project lists. **Figure 10** lists the specific planned/programmed projects, while **Figure 9**, the Drivers of Change map, illustrates each project’s location.

Existing Traffic Volumes

The traffic volumes for the McDonough Study Area and vicinity are presented in **Figure 11**. Estimated Annual Average Daily Traffic (AADT) volumes from 2003 were obtained from GDOT as part of the road characteristics database information. Actual counts from 2002 were obtained from the GDOT website.

The map shows the road with the heaviest actual traffic count is Jonesboro Road with over 23,000 vehicles daily. Where Highway 20/81 meets I-75 has almost as much traffic, but has four lanes, and is thus far less congested. Other high-volume routes include the streets surrounding the Square, Highway 81 as it approaches downtown McDonough and Highway 155 between downtown and I-75.

Traffic volumes peak whenever there is an accident on I-75. Highways 42/155 is the alternate route for traffic whenever I-75 is closed. This brings extremely high traffic volumes through the heart of McDonough.

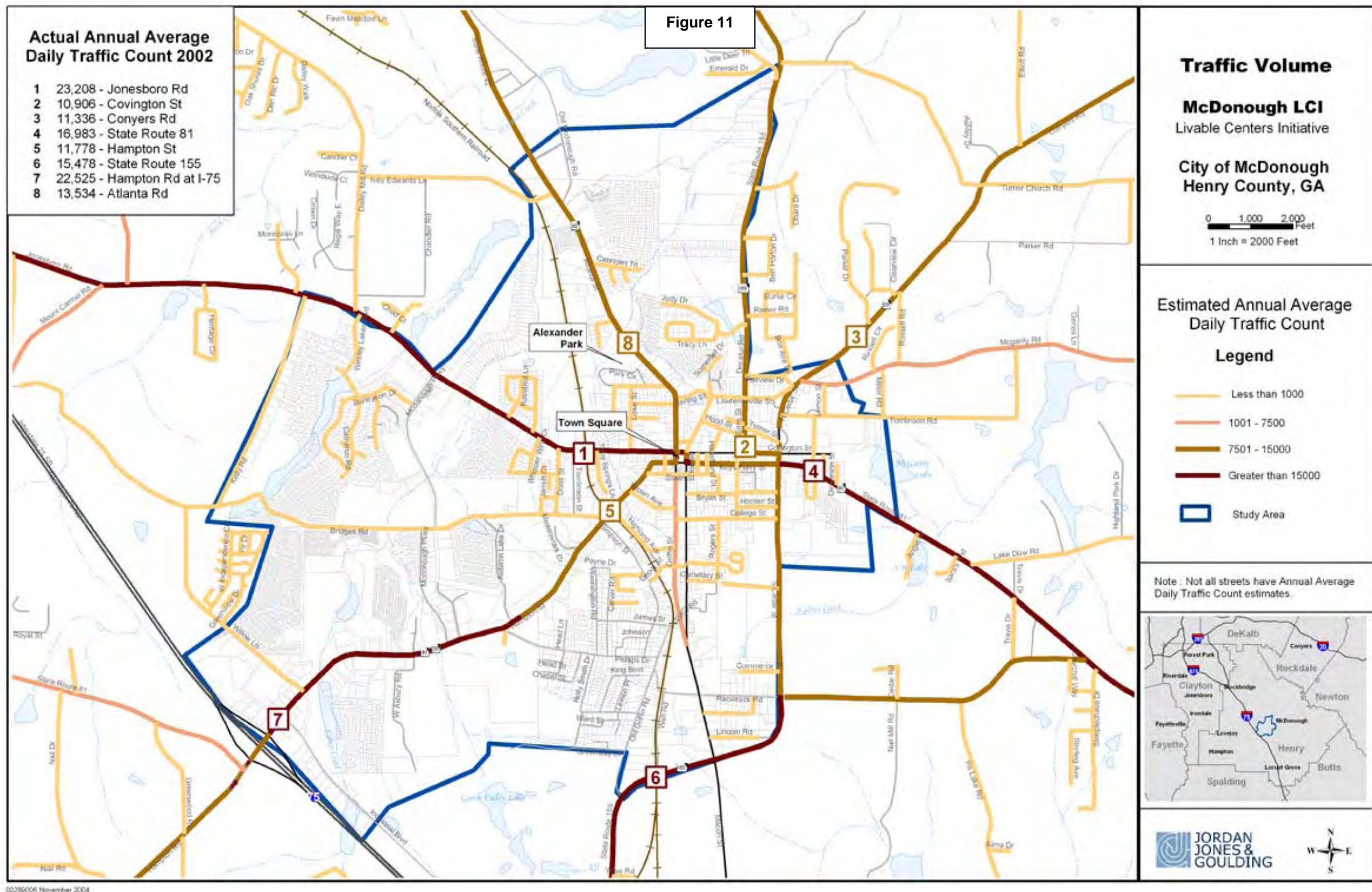
Figure 10: Planned Transportation Improvements

Map ID Number	Project Name	Project Description	Implementation Year ¹	Project ID
1	US 23/SR 42 conversion to north-south one way pair	From north of Racetrack Rd. to north of Carmichael St.	2005	GDOT 321145
2	SR 20/81 Conversion to east-west one way pair	From southern R/R to Lemon St./East City Limits	2006	GDOT 321530
12	SR 42 Widening from two to four lanes	From SR 138 to N-S one way pairs	2006	ARC HE-107A
5	McDonough Pkwy. Extension - Phase I	From US 23/SR 42 To Jonesboro Rd.	2006	GDOT 0001096
6	McDonough Pkwy. Extension - Phase II	From SR 42 To SR 155	2006	ARC HE-118B
3	SR 920-Jonesboro Rd widening from two to four lanes	From I-75 to end of one-way pair in McDonough	2008	GDOT 331980
4	SR 20/81 Widening from two to four lanes	From near I-75 to east of southern RR crossing	2009	GDOT 321520
7	McDonough Pkwy Extension - Phase III	From SR 155 To SR 20 east	2012	ARC HE-118C
8	McDonough Pkwy Extension - Phase IV	From SR 155 To SR 20/81-Henry Pkwy.	2015	ARC HE-118D2
9	McDonough Pkwy Extension - Phase V	From SR 20 east to SR 81 east	2012	ARC HE-118D1
10	SR 155 widening from two to four lanes	From I-75 south to SR 42	-	ARC HE-113

Rail Crossings

An existing north-south single-rail line owned by Norfolk-Southern runs through the McDonough Study Area, generally parallel to US Highway 23/SR 42. There are six at-grade rail crossings and one below grade rail crossing within the McDonough Study Area. These crossings are detailed below (from north to south):

¹ Atlanta Regional Commission (Regional Transportation Plan and 2003-05 Transportation Improvement Plan) and Georgia Department of Transportation Construction Work Program (July 2002)



- **Ivey Edwards Lane**

Ivey Edwards Lane is a two lane local road that runs east-west along the northwestern edge of McDonough. The crossing lies just to the west of Highway 23/Atlanta Street, and can be seen to the right. Immediately to the South is the Alexander Park Expansion property.

The Ivey Edwards Lane crossing has an active warning system with drop gates (to protect vehicular traffic and pedestrians from passing trains). There are no sidewalks or crosswalks associated with this rail crossing. While there is good railroad visibility at this crossing, a hill and curve in the road prevent quality visibility of oncoming vehicular traffic. Accidents have not been a problem at this crossing.



- **Jonesboro Road (SR 920)**

The Jonesboro Road crossing connects the downtown McDonough area with retail and residential development to the west as well as to I-75. Immediately to the south is the Alexander Park Expansion property.

According to GDOT, the estimated annual average daily traffic (AADT) volume along Jonesboro Road for 2003 was approximately 23,208 vehicles per day (vpd). The crossing has an active warning system with drop gates (to protect vehicular traffic and pedestrians from passing trains). There are no sidewalks or crosswalks associated with this rail crossing. Jonesboro Road is one of the most heavily traveled routes in the Study Area. While there is regular congestion along this route, it is due to traffic volume as opposed to the presence of the railroad crossing.



- **SR 81/SR 20/Hampton Street**

The SR 81/SR 20/Hampton Street crossing connects the downtown McDonough area with retail and residential development to the southwest as well as to I-75. According to GDOT, the estimated annual average daily traffic (AADT) volume along SR 81/SR20/Hampton Street for 2003 was approximately 10,970 vehicles per day (vpd). The crossing has an active warning system with drop gates (to protect vehicular traffic and pedestrians from passing trains). Sidewalks are present along SR 81/SR20/Hampton Street. However, the sidewalks do not continue across the railroad tracks, forcing pedestrians to use the lanes designated for vehicular traffic to cross. SR 81/SR20/Hampton Street is also one of the most heavily traveled routes in the Study Area. While there is regular congestion along this route, it is due to traffic volume as opposed to the presence of the railroad crossing.



- **Depot Street**

The Depot Street crossing connects the area to the south of downtown with a predominantly residential area to the southwest of downtown. Light industrial development is located just to the east of the crossing, followed by a mix of commercial, public/institutional, and residential development along and adjacent to Griffin Street and Macon Street. The crossing has an active warning system with drop gates (to protect vehicular traffic and pedestrians from passing trains).

There are no sidewalks or crosswalks associated with this rail crossing. However, it is located at a convenient location for pedestrian access between the residential development to the west of the tracks and the commercial and public/institutional development to the east of the crossing. This means a safe, comfortable pedestrian crossing would be a benefit to this railroad crossing.

- **Old Griffin Road**



The Old Griffin Road crossing is near the Depot Street crossing and also connects the area to the south of downtown with a predominantly residential area to the southwest of downtown. Industrial development is located just to the east of the crossing, followed by a mix of commercial, public/institutional, and residential development along and adjacent to Griffin Street and Macon Street. The crossing has an active warning system with drop gates (to protect vehicular traffic and pedestrians from passing trains).

Sidewalks are located on the north side of Old Griffin Road, but not on the south side of

the street. The sidewalks do not continue across the railroad tracks, forcing pedestrians to use the lanes designated for vehicular traffic to cross. However, it is located at a convenient location for pedestrian access between the residential development to the west of the tracks and the commercial and public/institutional development to the east of the crossing. The City would benefit from the addition of a safe, comfortable pedestrian railroad crossing.

- **Racetrack Road**

The crossing at Racetrack Road is near the Old Griffin Road and Depot Street crossings, and shares many of the same characteristics. It also connects the area to the south of downtown with a predominantly residential area to the southwest of downtown. Industrial development is located just to the east of the crossing, followed by a mix of mainly commercial and residential development along and adjacent to Macon Street and State Highway 155. The crossing has an active warning system with drop gates (to protect vehicular traffic and pedestrians from passing trains). There are no sidewalks or crosswalks associated with this rail crossing. However, much like the Depot Street and Old Griffin Road crossings, it is located at a convenient location for pedestrian access between the residential development to the west of the tracks and the commercial development to the east of the crossing. Creating a safe, comfortable pedestrian crossing would be a benefit to this railroad crossing.



- **SR 155**

The railroad line at State Route 155 is located below grade. As a result, vehicular and pedestrian traffic is generally unaffected by railroad operations at this railroad crossing. Additionally, the existence of this crossing being a state highway with a below grade crossing likely reduces vehicular traffic at other nearby crossings.

Accident Data Analysis

The roads that are the locations for the most accidents have some of the highest traffic volumes in the area. However, some roads experience significantly higher accident rates than other roads with equal or more traffic volume.

While the roads that make up the downtown Square do not fall into the greater than 15,000 AADT category, they do experience a large number of accidents. This is due in part to the fact that every major highway in the Study Area passes through the Square. The existence of angled parking around the Square was the primary reason for the large number of accidents there. Hopefully, the redesign, which affords greater visibility, will reduce the number of accidents.

Figure 12: Summary of Accident-Prone Locations (1995 – 2002)

Location	Accidents	Roadway Length	Ratio (Accidents/Feet)
Keys Ferry St (Dickerson St west to the Square)	526	3,940'	0.133
Hwy 20/81 (I-75 to Camp Creek)	439	2,370'	0.185
Jonesboro Rd (Kelly Rd to Marian Way)	391	9,370'	0.042
Cedar St (Tomlinson Rd to J.F. Ward Blvd)	363	1,220'	0.298
Within a Block of the Square	290	1,800'	0.161
Hwy 20/81 (Simpson Way to Brown Ave)	92	1,270'	0.073
Cedar St/Racetrack Rd Intersection	77	NA	NA
Cedar St (College St to Keys Ferry St)	75	1,503'	0.050

Source: Georgia Department of Transportation

All of the major highways that come into downtown McDonough have significant accident rates associated with them. However, Jonesboro Road to the west and Highway 81 to the east have the highest accident rates. These high rates are due mainly to traffic congestion associated with these roads, particularly during peak hours. These roads are used as routes to I-75 by a large number of commuters, making them especially susceptible to accidents during heavily congested time periods. However, plans to widen these roads as well as to turn portions of them into one-way pairs should reduce the traffic congestion on these roads while improving safety as well.

Transit Analysis

No localized transit routes exist in the McDonough Study Area. The Georgia Regional Transportation Authority (GRTA) began operating an express commuter bus route in August of 2004 that carries passengers between McDonough and Atlanta as well as between Atlanta and McDonough. This express bus route, known as Route number 430, is part of GRTA's Xpress regional commuter bus service. The stop for this bus route is located in the parking lot of a recreational complex on Industrial Parkway, near the intersection of I-75 and Highway 20, to the southwest of downtown McDonough. Through its first three months in existence, ridership on the bus route has grown rapidly and is exceeding expectations.



Transportation Connections

Roadways are the predominant connections between McDonough, the Atlanta Metro Area, and the rest of the region. The Xpress commuter bus route which transports riders from McDonough to Atlanta as well as from Atlanta to McDonough began operating in

August of 2004. This provides another link between McDonough and Metro Atlanta and allows people to travel between these areas without driving alone in their own vehicle. However, roads and personal automobiles will continue to constitute the majority of the transportation network in and around McDonough in the long-term future.

External Connections

The following is a list of the major “external” connections between the McDonough Study Area and the rest of the region:

- Jonesboro Road/SR 920 (west)
- US Highway 23/SR 42 (north and south)
- SR 155 (north and south)
- SR 20 (east and west)
- SR 81 (east and west)

As noted in **Figure 10**, many of these external roads are slated to be widened in the short and long-range future.

Internal Connections

Within the Study Area, there are several key roadways that link the downtown business district with attractions and destinations throughout the city. However, many of these roadways are the same roads which are listed above as external connections. The major internal connections include the following:

North-South Routes:

- Atlanta Street (US Highway 23/SR 42)
- Decatur Road (SR 155)
- Griffin Street (US Highway 23/SR 42E)
- Macon Street (US Highway 23/SR 42E)
- Cedar Street
- McDonough Parkway

East-West Routes:

- Jonesboro Road (SR 920)
- John Frank Ward Boulevard (SR 155)
- SR 81
- Bryan Street
- College Street
- Racetrack Road

Internal connectivity within the Study Area is hampered by the fact that a large percentage of all travel within the Study Area must pass through the Square in downtown McDonough. This creates a bottleneck in the downtown area, particularly during peak hours. The ongoing conversion of the east-west as well as the north-south streets which run through the Square into one-way pairs should alleviate some of downtown’s

congestion by reducing delays associated with oncoming traffic. The planned extension of the McDonough Parkway bypass should help to alleviate congestion in the downtown area by reducing the number of cars which pass through the area. Increasing connectivity by connecting local streets in and around the downtown area could also help to reduce congestion in downtown by providing additional routes for travel. This would allow drivers to avoid the downtown Square while still traveling through the downtown area.

Figure 13: Study Area Street Network and Study Area Blocks



The extent of the connectivity problem is illustrated in **Figure 13** above. On the left, the entire street network is displayed. On the right, the streets that lead to dead end cul-de-sacs, sometimes called “loops and lollipops,” were removed. The right side reveals how little of the actual street network helps people get from one place to another. In total, the McDonough Study Area has 314 miles of roadway. Of these, 202 miles (64%) contribute to the network and 112 miles (36%) lead to dead ends. Improving the street network is critically needed throughout the Study Area. In short, this presents an opportunity for this LCI plan to work with the community and the existing subdivision design to promote connectivity, bicycle and pedestrian trips, and improved access to the natural environment, while preserving low levels of cut through traffic.

C. Historic Preservation and Urban Design

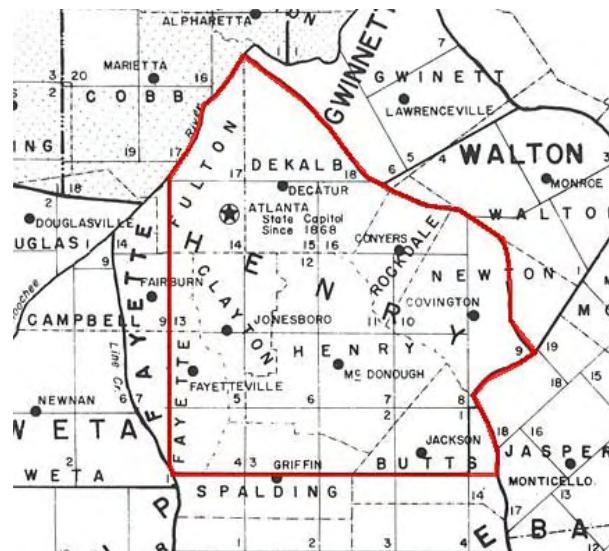
Context Statement

The area now known as the City of McDonough is located between the Ocmulgee and Flint Rivers, some thirty miles south of Atlanta in Henry County. This location, prior to the introduction of white settlers to the area, was occupied at various times by Cherokee and Creek Indian groups. At the time of the surveying and creation of Henry County, the Creeks were in nominal charge of the area, so far as any Native-American group laid claims to land ownership.

The creation of Henry County, named for Patrick Henry, was authorized on May 15, 1821. Almost immediately, Henry County was split into several different counties: Newton County was established in 1821, DeKalb in 1822, Butts in 1825, Spalding in 1851, Clayton in 1858, and Rockdale County, in 1870.² The land that became Henry County was split into eighteen districts, each with 256 lots. The lots consisted of 202 1/2 acres of land. Present day McDonough is situated in the Seventh District, or Militia District 498. First called Henrysville, McDonough was settled next to Big Springs, a year-round water source in central Henry County. In early 1823, the county leaders settled on McDonough to be the county seat.

As county seat, McDonough's chief function was to be the center of Henry County government. McDonough's plan was designed as a Savannah Style layout, with the most distinguishing feature being the intersection of roads at the corners of the courthouse Square.

Now that McDonough possessed land on which to construct buildings, it was necessary to sell the individual lots which would make up property parcels, both in the commercial center as well as the residential areas. Lots were sold at auction. These lots were of set size, with commercial lots being sold first. The lots surrounded the city Square (a courthouse was being constructed of wood at the time, on the Square); four blocks surrounded the Square. The land lots were of equal size, approximately 25x100 feet



1821 Map of Henry County

² Carl Vinson Institute of Government, "Henry County: Historical Population Profile" (Athens, GA: The University of Georgia), located at <cvio.uga.edu/Projects/gainfo/countypop/henrypop.htm>

square. There were nine parcels per block. The blocks were named alphabetically (square "A," square "B," etc).³

The first buildings in McDonough were constructed predominately of wood. Few buildings survive in McDonough from its early history; the Globe Hotel, moved from its original location, is extant, as is the Brown House. Two other structures within the proposed district, surviving from the 1830's are still present. The first courthouse, constructed in late 1823, was destroyed by fire in 1824.⁴

Railroad construction in the State of Georgia boomed in the decades 1830 and 1840. This new mode of transportation had the potential to open new markets, strengthen old markets, and provide a method for unprecedented travel for the common Georgian. In 1833, the Georgia Railroad was chartered, as was the Macon & Western Railroad. These roads stated purposes were to link Augusta, Atlanta (then named Terminus), Macon, and Savannah. Towns along the proposed routes were certain to prosper, especially those areas that were well-settled and producing cash crops.⁵ However, in the early years of the railroad boom, McDonough was not along the major railroad routes.

The Monroe Branch of the Macon & Western skirted the McDonough area, missing the village to the west by several miles. The new rail bed did pass through other parts of Henry County and, as a result, the town of Hampton was established. Other towns benefited from the railroad, some in close proximity to McDonough - Griffin and Jonesboro being the most distinct examples.

The main cash crop in Georgia was cotton; northern and foreign markets for cotton were in high demand, and Henry County contained prime agricultural land for the crop. The railroad provided a crucial first link in getting cotton to both northern markets, and to Atlantic seaboard ports for export to foreign markets.

McDonough had been growing in the intervening years between its founding in 1823 and the completion of the Macon & Western Railroad in 1846. With the completion of the railroad and due to the railroad's location away from downtown McDonough, the city went into a decline that was to last nearly forty years. During this time, little construction occurred in McDonough.

The City of Hampton, aided by the presence of the Macon & Western, began to grow and soon surpassed McDonough in population and development. McDonough could not sustain a vibrant commercial environment without the presence of the railroad, and as a result, businesses began to desert McDonough in favor of those cities located on good transportation routes, namely Hampton and Griffin in Spalding County. Jonesboro, now

³ Vessie Thrasher Rainer, *Henry County, Georgia: The Mother of Counties* (Henry County, GA: Vessie Thrasher Rainer, 1971), 11-12.

⁴ Ibid.

⁵ Steve Storey, "Macon & Western Railroad" & "Georgia Railroad, Georgia's Railroad History & Heritage" (2001), located at www.railga.com.

in Clayton County, and its county seat, also became a leading town in the region, perhaps the most influential presence between Macon and Atlanta.

Once the commercial concerns began to leave the area, residents were not far behind. Several homes were abandoned in favor of other towns, while more than a few houses in McDonough were dismantled, loaded onto wagons, and carried to other towns.

While McDonough was in its decline during the 1840's and 1850's, the nation was moving towards the Civil War. Although McDonough was in close proximity to several towns that played a role in the Civil War, it was not along a major railroad and therefore was not targeted for destruction by the Union Army. For the most part, McDonough was spared, though spiritually it suffered the same result as many other towns and villages in Georgia through the loss of several of its young citizens to the war. Union troops, according to some local sources, did camp nearby during the invasion move toward Savannah, but generally these occupations were benign in nature.

Although McDonough did not play a major role in the Civil War, the era of Reconstruction did have an effect on the city and surrounding area. Deed records show many instances of farms immediately surrounding McDonough and other sections of Henry County being purchased in "Sheriff's Sales," which during the era of Reconstruction, was a loose euphemism describing the efforts of "carpetbaggers" to profit from the misfortunes of the cash-poor farmers and other landowners in the area. With cotton prices averaging seven and one half cents per pound in the years following the Civil War, and the opening of other markets that served overseas interests, the southern United States suffered under a cycle of poverty, having based its economy on the vagaries of the agricultural, rather than other markets.

In 1880, railroad development began to grow in the South. Northern investment played a critical role in this growth. Capital was still scarce in the South and any monies significant enough to pay for the construction of heavy infrastructure would necessarily come from the North. Cotton, though low in price, could be forced to make a profit if convenient rail services connected the many cotton mill sites emerging from throughout Georgia, Alabama, Tennessee, and North Carolina.

In 1881, with northern money backing the construction, 160 miles of track were laid between Macon and Rome via Atlanta. This time, the rail bed would pass through McDonough. The railroad would provide McDonough with at least three catalysts for growth. Agricultural products (chiefly cotton) could now profitably be sent to market, negating some of the effects of stagnant market prices. A wider population could now travel to points outside McDonough through passenger service. This was important in



Peachstone Shoals House c. 1900

that the outside world could now be exposed to the possibilities of doing business in McDonough. Third, it irrevocably tied McDonough to Atlanta.⁶

Between 1882 and 1897, McDonough was beginning to rebuild due to its new railroad connections and interest in commerce. Construction included residential, industrial and commercial. Several of the houses within the district were constructed at this time, as well as some industrial resources. Most of the buildings within the main downtown block were constructed between 1897-1910, although few of the buildings remain. Some of the most significant residential construction took place along the Griffin/Macon Street corridor, which runs south of the city Square. Houses in this area were constructed as showpieces and include different styles, including Greek Revival and Folk Victorians.

The period between 1900 and 1920 marked the years of the most progress in construction within the district. Commercially, at least 90 percent of this building type was constructed during this period. For the most part, the buildings housed stores of the general mercantile type. These businesses were highly competitive and turnover of businesses during this period was high.



By 1905, most of the buildings present in the downtown area had been constructed. Most were built between 1896 and 1905. In all, thirteen buildings were constructed from 1896-1897, all in the downtown area. News accounts state that these newer brick buildings were replacing older wooden buildings, those buildings being demolished to make room for the new. One of the first to be erected was the Sloan Building, which functioned at various times as a dry

goods store and building supply store. Like most of the buildings in McDonough's downtown, the standard construction technique was to build with brick, set on concrete foundations. Slabs varied; some had concrete slabs, some were added later, after original wood planking proved unable to handle insects and other pests. Brick walls were mostly in the common bond style, twelve inches thick bonded with common mortar aggregate.⁷

In the residential area, the construction of new houses reflected the various fortunes of McDonough's business concerns. Different sections of McDonough developed in different housing types and styles. For example, during the 1890-1920 periods, houses along Macon and Griffin Streets were developed rooted in the high style of popular types.

⁶ William S. Rule, *A Standard History of Knoxville, Tennessee...*, (Chicago: The Lewis Publishing Company, 1900), Located at <knoxcotp.org/history/html>

⁷ Sanborn Map Company, "McDonough, Georgia" (Sanborn Map Company, 1905) & McIntosh Trail Area Planning and Development Commission, "McIntosh Trail Historic Downtown Survey, Volume VI: McDonough (June 1985) & Rainer, 186.

These houses included Neo-Greek Revival and High Style Gothic, as well as a few other popular styles. These houses intermixed with other, earlier buildings, but did little to detract from the earlier styles.

Griffin and Macon Streets also developed as a corridor on which to locate civic institutions, especially those concerned with McDonough's religious culture. The oldest of the churches on Macon Street is the Baptist Church, located next to the Brown House, one of the earlier buildings constructed in McDonough. This Romanesque building is noted for its distinct corbelling, stained-glass windows, and other fine brickwork. Two other churches developed on this street; the Methodist Church, south of the Baptistry, and the New Zion church, which is historically an African-American resource.

Other sections developed a more vernacular type of architecture during this period. Folk Victorian houses were erected in large concentrations, mostly on Bryan and College Streets. On Rogers Street, a large collection of African-American housing evolved; most of the homes retain their historical integrity, and are largely American Vernacular. Along the Hampton Street Corridor, most of the houses developed by 1911 were of two types: Folk Victorian or a style deeply influenced by the Craftsman architectural movement.

Along Jonesboro Road, the house styles were large and ornate. Architectural styles range from Folk Victorian to Craftsman, Colonial Revival, and high-style Neo-Classical Revival. One good example of the high-style type on this street is the Oakhill Plantation. Constructed about 1897, this Georgian example features diamond pattern transoms in both doors and windows, Doric columns, and bracketed cornices.

This period between 1890 and 1920 was McDonough's "golden age." As commerce and residential populations increased, so did industrial growth. Most of the industry at that time was related in some way to cotton, although building supply stores did a brisk

business as well. Cotton, in fact, remained a staple crop in McDonough and Henry County well after other areas gave up on the crop. Henry County for example, exported between 25,000 and 30,000 bales of ginned cotton every year from 1900, and this trend continued even after the First World War.

McDonough's infrastructure continued to expand during this period. The McDonough Waterworks was established in 1895, with construction being completed in 1896. Water was taken from Big Spring to a cistern located at the city Square, then distributed through pipes to individual homes and businesses. In 1897, the old Courthouse that had been built

in 1824 was replaced by the Romanesque structure that is currently on Jonesboro Road. The original courthouse built on the Square was dismantled by Samuel Dailey, a local contractor. The materials from the dismantling were used to build three brick structures



on Covington Road that are no longer present.⁸ McDonough received its Telephone Exchange relatively early for a rural area, in 1899. The first city McDonough connected with, curiously, was not Atlanta, but Jackson, to the south.

The Depression hit McDonough hard, although McDonough fared a little better than some of its neighbors, mostly due to its proximity to Atlanta and the Southern Railway. Many commercial interests failed during this time; however, the local economy was strong enough to handle a small amount of enterprise. Industrial resources in the area were affected, but relatively few of them failed; however, those that did added greatly to the unemployment in the area.

The Second World War increased production in war industries, and McDonough began to recover from the Depression. Another building boom extended McDonough northward. These houses were for the most part early versions of the ranch house or split levels. They were mostly constructed in the late 1940's and 1950's along Lowe, Woodruff, and Carmichael Streets. Some infill occurred in the downtown commercial center during this era. The new buildings were either replacing demolished earlier buildings or were simply filling in the empty spaces that had never been developed. These buildings are easy to spot in the downtown area because they typically have the smallest footprint in the downtown area, or developed as a result of historical phenomenon. An example is the Phillips Standard Oil Service Station on the corners of Jonesboro and Atlanta Roads which was constructed in 1935.



Standard Oil built c. 1935

By 1960, there came a movement to revitalize the downtown area. More than a few of the downtown buildings were “westernized” during this era, which stretched from about 1967 until 1980. More than likely, the move was aesthetic. By 1970, residential purchases and new housing permits began to rise. By 2004, Henry County could boast one of the fastest growth rates in the nation, and over 200,000 residents. The population growth has fueled additional interest in the historic areas of McDonough. In the fall of 2004, the City submitted its nomination for Federal Historic status for the downtown and surrounding neighborhoods (the proposed boundary for the historic district is illustrated in **Figure 1** on page 7).

⁸ Rainer, 182-83.

Analysis of Housing/Real Estate

Understanding the natural market forces that contribute to the dynamics of the McDonough economic marketplace is essential to managing the quantity and quality of its growth. The community is experiencing tremendous development momentum due to its location along the Interstate 75 corridor and the southward progressions of residential and commercial development. The market analysis begins with a trade area analysis for the McDonough LCI study area to assess demand for residential and commercial uses. This is followed by an exploration of current real estate market conditions and development opportunities for these sectors. Hospitality and tourism is included to identify development potential given the core elements (e.g., downtown square, Alexander Park expansion, Jonesboro Road corridor) of the LCI that would create a unique foundation for these types of uses. The conclusions are summarized in the following discussions. Market information is contained in the addendum to this report.

Trade Area Analysis

McDonough is the county seat of Henry County, one of the fastest growing counties in metro Atlanta, as well as the state and nation. The county's population has nearly tripled since 1990. The county has a current population and employment base of approximately 150,000 and 38,700, respectively. By the year 2030, the Atlanta Regional Commission projects the population to increase to 370,530 and the employment to increase to 107,563 indicating a continuation of rapid growth. The county's growth started in the northern portion of the county in the Stockbridge area and is progressing southward along the Interstate 75 corridor to McDonough. The county's reserves of natural land, proximity to Atlanta and Macon, and access to Hartsfield-Jackson airport have propelled its growth.

Table 2: Henry County Population and Employment

	2000	2010	2020	2030	Annual % Change
Population	119,341	168,895	267,231	370,530	3.8%
Employment	32,900	49,639	74,998	107,563	4.0%
Emp./Pop. Ratio	27.6%	29.4%	28.1%	29.0%	---

Source: Atlanta Regional Commission (8/2004)

The McDonough trade area encompasses an area that extends three miles from City Hall (136 Keys Ferry Street) in downtown McDonough. It represents the primary area from which the downtown McDonough business district could potentially attract both residents and customers. This trade area appears appropriate, because it falls between the communities of Stockbridge to the north and Locust Grove to the south. It also extends just west of Interstate 75, including the interchanges with Highway 20/81 and Highway 155. The following table shows a summary of key demographic characteristics and trends for both the LCI study area and the three-mile trade area.

Table 3: Demographic Profile

	McDonough LCI Study Area	Trade Area (3-Mile Radius)
<u>Population</u>		
2004 (Estimate)	13,283	45,770
2009 (Projection)	17,644	60,931
<u>Annual % Change</u>		
1990-2004	8.1%	13.6%
2004-2009	5.8%	5.7%
<u>2004 Estimates</u>		
% Under 18	27.6%	28.0%
% 65+	8.4%	8.2%
% Minority	50.7%	35.8%
Median Age	30.1	31.0
Households	4,751	9,160
Avg. Household Size	2.71	2.76
% Owner-Occ. Housing	63.7%	72.2%
Median House Value	\$124,622	\$141,205
Avg. Household Income	\$56,418	\$66,541
Employment	7,961	11,389

Sources: Claritas and Ackerman/JJG (7/2004)

- Approximately 13,000 people reside within the LCI study area. This population is growing at a phenomenal annual rate of over 8%. The population is projected to increase by more than 4,000 people during the next five years, according to Claritas. This projection is considered thin given the current development momentum in the area. The City of McDonough has approved more than 4,500 residential units for construction beginning in 2004 and 2005. These projects alone could support nearly doubling the current population in the near term.
- The LCI study area population tends to be married and family-oriented, with an average household size of 2.71. They tend to be young and racially mixed. They are moderately well educated (23.5% hold college degrees) and hold a variety of occupations. The average commute time to work is more than 30 minutes, indicating a bedroom-community lifestyle, despite the fact that the job-housing ratio is balanced – 1.68 jobs per household.
- The LCI study area includes 4,700 households. Incomes are middle, averaging \$56,000 per year. Only 9.5% earn over \$100,000 annually, indicating a predominantly middle-class community. The vast majority of householders reside in owner-occupied housing units (63.7%) with a median house value of approximately \$125,000. Housing structures are new, with a median age of only seven years.
- Population within the LCI study area represents only 29% of the trade area (three-mile radius) population, indicating that the majority of residents live in suburban-style neighborhoods outside of downtown McDonough. These trade area residents have similar characteristics to the study area residents – young, family-oriented, and middle-class. Their incomes and house values, however, are slightly higher. The population is forecasted to grow at a faster rate, probably due to the vast amount of undeveloped land on the outskirts of McDonough.
- More than 11,000 people work in the trade area, of which 70% (7,961) work in the LCI study area. Since McDonough is the county seat of Henry County, there is a concentration of government employees and business services, particularly legal

services, in the study area. This daytime population boosts demand for restaurants and retail services in downtown and throughout the study area.

New household formation is another important demand indicator for residential and commercial uses. The following table indicates that 1,603 new households are projected for the LCI study area during the next five years. Although the current development momentum, couple with available land for development, could potentially support stronger growth, it provides an indication of the composition of new households in the area.

**Table 4: New Households Added (2004-2009) to Study Area
By Age of Householder and Income**

Income	Age 15-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65-74	Age 75+	Total
Less than \$15,000	4	5	3	12	27	13	23	87
\$15,000-24,000	(9)	(2)	(4)	(9)	11	6	23	16
\$25,000-34,999	11	(65)	4	(11)	0	30	28	(3)
\$35,000-49,999	32	96	18	79	43	12	22	302
\$50,000-74,999	16	44	81	73	92	(2)	9	313
\$75,000-99,999	35	170	46	28	32	27	4	342
\$100,000-124,999	16	85	71	81	22	15	6	296
\$125,000-149,999	10	9	41	33	22	15	3	133
\$150,000-199,999	9	13	9	21	5	2	1	60
\$200,000 or More	0	8	19	23	7	0	0	57
	124	363	288	330	261	118	119	1,603

Sources: Claritas and Ackerman/JJG (7/2004)

As shown, the population is getting older and wealthier. Nearly 900 new householders (55.4%) will earn in excess of \$75,000. These householders can afford house prices in excess of \$200,000 which is lacking in the current market. Conversely, 100 new households (6.2%) are of lower income, earning less than \$35,000 per year. These new householders will likely rent rather than own their homes, and the majority may require subsidized housing, particularly among seniors. More than 800 (37%) new householders are empty nesters or retirees aged 45+ years old, which may indicate a preference for downsizing their homes. Younger householders aged 25 to 44 are well-represented (41% of householders) and fall in higher income groups that can afford home ownership (606 of 651 earn \$50,000+). Seniors also offer some housing potential, representing 15% of new householders, but most earn under \$50,000 (157 of 237 householders).

Housing Market Analysis

The housing market considers for sale and for rent housing options, as well as senior housing. An inventory and assessment of current housing stock in the LCI study area is also prepared. Another consideration is mixed-use potential to integrate housing with retail and office uses. Our research focused on collecting residential permits, house sales activity, apartment market trends, apartment project performance, and senior housing facilities from secondary data sources, and conducting a survey of new subdivisions/townhouses and area apartments. Interviews with active residential realtors and developers were also conducted. In addition, case studies were also developed for two downtown mixed-use projects to determine success factors for these types of

developments. Our assessment of current market conditions, strengths and challenges for residential development, and residential development opportunities follows.

Market Conditions

- **Housing Inventory:** The LCI study area has an inventory of 5,035 residential units, based on current Claritas estimates of US Census data. McDonough is an “inclusive” community offering a full array of housing choices. The exceptions are higher priced housing (\$300,000+) and alternative housing, such as lofts and mixed-use projects that are beginning to develop in other Atlanta area communities. The existing housing stock well balanced between owner-occupied (64%) and renter-occupied (36%). The majority of housing is single-family (59%), but higher-density multi-family housing is well represented (31%). There are also a significant number of mobile homes (10%) in the study area, mostly concentrated in a large mobile home park on Willow Street, off Highway 20/81. The housing stock is new, with a median age of only seven years. Nearly three-quarters of housing units have been constructed since 1990. Older, historic homes (built before 1940), representing only 5% of housing units, are primarily located in the downtown core. The average house value is \$125,000. Approximately 30% of houses are valued at over \$200,000, but only 2.5% are valued at over \$300,000.

Table 5: Housing Mix – LCI Study Area

	Total	% of Total
Housing Units by Type		
Single-Family	2,956	58.7%
Multi-Family	1,583	31.4%
Mobile Home	496	9.9%
	5,035	100.0%
Housing Units by Year Built		
1990-2004	3,662	72.7%
1970-1989	698	13.9%
1950-1969	417	8.3%
Before 1950	258	5.1%
	5,035	100.0%
Median Year Built	1997	---
Occupied Housing Units		
Owner-Occupied	3,027	63.7%
Renter-Occupied	1,725	36.3%
	4,752	100.0%
Value of Owner-Occ. House		
Less Than \$100,000	928	30.7%
\$100,000-199,999	1,774	58.6%
\$200,000-299,999	249	8.2%
\$300,000+	75	2.5%
	3,026	100.0%
Median Value	\$124,622	---

Source: Claritas and Ackerman/JJG (7/2004)

- **For Sale Market:** Henry County has a booming volume of housing growth and sales, but it is primarily a middle-income market. There are 147 active for sale projects in Henry County, of which nearly three-quarters are priced at under \$200,000. The county has permitted an average of 2,148 single-family units annually since 1990. During the last three years, an average of 3,000 new homes have sold per year with

average prices falling in the mid-\$100,000s. The City of McDonough has permitted 2,250 new residential units from 1998 through 2003, but more than half were approved during the past two years. This indicates that the City is in the midst of a housing surge as development moves further south in the county. The City's housing permits and subdivision activity represent approximately 10%-12% of county activity.

There are 13 active subdivisions offering 1,960 units in the McDonough area. Although most are priced affordably from the low to mid-\$100,000s, four have prices beginning at over \$250,000. A total of 636 units have sold for an average sales velocity of about 2 units per month. The fastest selling communities are Bristol Park (\$140,000+) and Mountain Brook Village (\$180,000+) with a velocity of over 9 units per month. The majority of homes on the market are of two-story, traditional-style product. Townhouses have been well received in the marketplace, despite the reasonable cost of single-family homes, which indicates a lifestyle choice among purchasers. There are four active townhouse projects (409 units) in the McDonough area, priced from \$94,000 to \$120,000. Approximately 33% of the units have sold, with an average sales velocity of 2.5 to 3 units per month.

Table 6: New House Sales – McDonough

Zip Code Area	4/2001- 3/2002	4/2002- 3/2003	4/2003- 3/2004
Zip Code 30252			
House Sales	894	921	689
Median Price	\$142,400	\$147,900	\$152,900
Zip Code 30253			
House Sales	817	867	958
Median Price	\$149,600	\$156,600	\$165,600

Sources: Smart Numbers and Ackerman/JJG (7/2004)

- For Rent Market:** Apartment permits in Henry County have averaged 200 units per year since 1990. As of June 2004, the Henry County apartment market has an occupancy rate of 90.3% that is slightly lower than metro Atlanta (90.4%), and an average rent of \$0.71 per square foot that is significantly lower than metro Atlanta (\$0.78 per square foot). Class A rents in the county average \$0.76 per square foot; new construction would likely require rents of approximately \$0.85 per square foot to be economically feasible with private financing. The McDonough area offers nine rental projects (2,036 units) that have been developed since 1990. Six are newer, higher-quality Class A properties, representing 81% of units. These projects have average rents of \$790 to \$850 per month, or \$0.71 to \$0.86 per square foot. Two projects (464 units) are geared to low-income, government-subsidized renters. During 2004, two projects have been delivered in 2004 – Oxford Creek (232 units with rents averaging \$0.85 per square foot) and Woodlawn Park (240 mixed-income units with rents averaging \$0.71 per square foot). The overall occupancy rate among the nine McDonough projects is 73.6%, but it increases to a stable 93.4% excluding the two brand-new projects in their initial lease-up phase. Two additional Class A projects are under construction – Crossing at McDonough (252 units) and Carrington Green (264 units). The apartment market has struggled recently, because low-interest

loans and low house prices have fueled a trend toward home ownership. This trend has largely run its course with the rising interest rates.

- **Senior Market:** According to the American Association of Retired Persons (AARP), approximately 80% of seniors prefer to “age in place” – that is, stay in their current home. If this is true, then the other 20% presumably resides in housing oriented toward seniors. Currently, senior citizens in Henry County do not have a variety of housing options. There are 12 personal care homes (286 beds) and two nursing homes (299 beds). The majority of these facilities are located in the Stockbridge area in the vicinity of Henry Medical Center. Although McDonough has the largest nursing home facility (Starcrest/Cornerstone – 210 beds), only three personal care homes (26 beds) are situated in McDonough. The City has no independent living rental units, but there are two active for sale projects geared to the 55+ population – Willow Bend (60 units - \$135,000-200,000) and Pinnacle North (133 units - \$157,000-230,000). Both offer single-story traditional style units that are smaller than conventional subdivision units. Several of these types of projects have been successfully marketed in the McDonough area. One of the newest senior housing trends is the development of “CCRC’s” – continuing care retirement communities – that provide a full-array of housing options ranging from independent living to nursing care in one community. These communities tend to be geared to higher net-worth people that have more choices. Low-income seniors are an under-served market in the area.
- **Mixed-Use Potential:** We prepared case studies for two downtown mixed-use projects that offer some insights for McDonough – Smyrna and Duluth. Development characteristics for each project are summarized in the following table. Our analysis of these case studies reveals the following key factors for success:
 - Significant public investment in area
 - Strong site plan/master plan
 - Substantial residential in walking distance to project
 - Critical mass of people in trade area
 - Experienced developer
 - Public incentives/inducements
 - Involvement of local residents and regional designers in the planning/design process

Table 7: Downtown Mixed-Use Case Studies

	SMYRNA	DULUTH
<i>Population (Three-Mile Radius)</i>	91,997	50,749
<i>Average Household Income</i>	\$65,029	\$95,300
<i>Year Completed</i>	2003-2004	2003
<i>Developer</i>	Noro/GK Johnson & Wieland	Sphontown Corp.
<i>Density</i>		
Estimated Total Project Size (SF)	90,000	20,000
Land Area (Acres)	5.50	0.74
Square Feet per Acre	16,364	27,027
<i>Retail</i>		
Square Feet	60,000	10,000
Rent Per SF (Excluding Expenses)	\$16.00-22.00	\$27.00
<i>Residential</i>		
Units	16	4
Sales Price	\$290,000-360,000	\$250,000-500,000
<i>Investment</i>		
Key Public Improvements	Streetscapes & Infrastructure	Park, Amphitheater, Infrastructure
Public Investment	\$3,000,000	\$3,950,000
Private Investment	\$7,000,000	\$3,000,000

Source: Ackerman/JJG (7/2004)

Strengths & Challenges

McDonough offers several *strengths* for residential development:

- Quaint, historic downtown area.
- Reasonable commuting distance to jobs in airport area and downtown Atlanta, as well as county-related and industrial-oriented jobs in immediate area.
- Generally an “inclusive” community with a variety of housing choices, for rent and for sale.
- Growing trade area and study area from which to draw residents.
- Good reputation of Henry County schools system.
- Ample retail support services, such as restaurants, grocery stores and drug stores.
- Current push for “quality” development by City.

Key *challenges* for residential development include:

- Downtown core lacks critical mass of people.
- Traffic congestion on major roads during peak driving/commuting times.
- Removed from Interstate 75 corridor – 3-4 miles – depending on location.
- Adversity between City and County officials over annexation, land use, and infrastructure issues.
- “Walk-able” environment lacking in LCI study area.
- Dearth of higher-priced housing (\$250,000-300,000+).
- Scarcity of projects geared to seniors, particularly independent living rentals and assisted living, both market rate and subsidized.

Development Opportunities

During the next five years, the McDonough LCI study area is projected to add a minimum of 1,600 new householders. The majority of these householders are:

- Older - 828 (52%) are “empty nesters” or retirees at least 45 years old, although younger householders (aged 25-44) are also well represented – 651 (41%).
- Wealthier - 888 (55%) will earn more than \$75,000 per year, affording housing in excess of \$200,000. Seniors will represent the highest proportion of lower-income citizens - 157 (66% of new senior householders) will earn under \$50,000, and 123 (52%) will earn under \$35,000.

Given these demand dynamics, the following housing opportunities have been identified:

- **For Sale Housing:** There are numerous opportunities in the LCI study area for “for sale” housing, including infill and higher-density developments. There are also opportunities for re-development of some existing residential areas.
 - **Infill Housing:** The downtown area has many vacant and under-developed lots that could accommodate new single-family development in the higher price range (\$300,000+). These homes should be commensurate with the architectural style of the historic district.
 - **Higher-density Housing:** There is an opportunity to develop communities of historic densities on vacant tracts throughout the study area. A variety of housing concepts should have market appeal to a variety of market segments, including younger couples and families, as well as empty nesters and retirees. These concepts include neo-traditional developments, zero-lot-line/cluster homes, and townhouses. We strongly recommend development of traditional-style single-family homes on small lots laid out in a traditional neighborhood “grid” pattern with sidewalks, street trees, pocket parks and alleyways. These homes should be priced above \$200,000 and geared toward “empty nesters” and other childless market segments, such as retirees and young singles and couples. Cluster homes could target a similar market segment with an alternative product. Townhouses could be included in the housing mix, although the prices should be lower than the neo-traditional and cluster homes. These types of developments are essential to developing a thriving community.
 - **Housing Redevelopment:** There are two older, deteriorated neighborhoods that warrant redevelopment – Rosewood, located east of downtown on Jonesboro Road, and Toby Springs, located west of downtown near the railroad. Rosewood consists of 92 lots that could potentially be doubled to accommodate more than 180 new houses. Given its location on Jonesboro Road adjacent to the Alexander Park expansion, the project should be primarily geared toward the higher end market, although more affordable, higher-density units could be developed along the Jonesboro Road frontage. Toby Springs comprises 26 duplex/triplex lots that are primed for redevelopment of market-rate housing due to its central location between the historic downtown square and the Alexander Park expansion.

- **For Rent Housing:** The market will take some time to absorb four new properties - 988 units – delivered in 2004 and 2005. Thus, there is probably not an immediate market need for traditional rental housing. There is a market need, however, for affordable senior housing, in the form of assisted living facilities and independent living apartments. These projects could be developed in a mixed-income concept. The market could also likely support a CCRC development – continuing care retirement community – in an area with appropriate retail and transportation services. In the longer-term, the demand for traditional high-density apartments will resume.
- **Mixed-Use Development:** During the next five years, the downtown market will likely support a mixed-use residential/commercial project, similar to the Smyrna Village development. The project would consist of ground-level retail or office space with townhouses developed above and behind the retail space. The size of the project should be commensurate with the amount of retail or office space supportable in the marketplace. The number of townhouse units would depend on the retail space, ranging from 10 to 14 units. In addition, the market could probably support a small “loft” project, perhaps with some ground-level retail/office space. The Southern Textile building is an ideal candidate for such a development. The Chafin Furniture Building on the downtown square is another candidate. There is probably not a significant amount of market risk with either of these mixed-use concepts if the projects are small enough to “test” the market.

Commercial Market Analysis

The commercial market consists of retail, office and industrial development. Our research focused on an inventory and assessment of current and proposed projects in the McDonough market area. Aggregate market trends, primary tenants/users, consumer spending patterns, and job composition and growth were among the other factors considered. In addition, interviews with active commercial realtors and developers were also conducted. Our analysis of current market conditions, strengths and challenges for commercial development, and commercial development opportunities follows.

Market Conditions

- **Retail Market:** Henry County has an inventory of 56 shopping centers, totaling 3.7 million square feet, and representing 2.5% of the Atlanta market, according to Dorey Publishing. During the past four years, average annual deliveries have only slightly outpaced absorption, leaving the Henry County market with reasonably healthy occupancy rate of 93.7%. The metro Atlanta market has a ratio of 35 square feet of retail space per resident compared to a ratio of 25 square feet per resident in Henry County, indicating that the overall Henry County market is probably under-served with retail space. Retail space in Henry County is currently dispersed along major transportation routes rather than dominated by a specific retail node. In the City of McDonough, retail space is primarily located in designated village activity center nodes. There is a proposed regional mall, South Point, comprising 1,200,000 square feet that would anchor a major retail development node in Henry County (and McDonough) at the interchange of Interstate 75 and Highway 20/81. The developers

(North American Properties, Cousins Properties and Simon Property Group) plan an open-air “lifestyle” center combining traditional mall tenants and regional shopping center tenants. Anchor tenants have not been announced, but the mall is scheduled for opening in late 2006 or early 2007. The mall has huge ramifications for Henry County and the McDonough retail trade area.

Table 8: Competitive Shopping Centers (30,000+ SF) – McDonough Trade Area

No.	Project	Year Open	Sq. Ft.	Occ. Rate	Anchor Tenants
1	Carriage Gate at McDonough Place*	2004-2005	52,000	38.5%	Tuesday Morning
2	Henry Town Center	2002	850,000	100.0%	Home Depot, Super Target, BJ's, Belk, Ross, etc.
3	Magnolia Village*	2004	35,100	15.1%	Potts & Smith Pediatrics
4	McDonough Crossing	1994	95,500	98.9%	Kroger, Blockbuster
5	McDonough Marketplace	2001	426,700	92.5%	Wal-Mart, Lowes, Deals
6	McDonough Plaza*	1974	66,300	100.0%	Food Depot, Maxway
7	McDonough Village South*	2004	30,000	4.0%	None (Unanchored Strip)
8	McDonough West*	2001	100,000	97.5%	Publix, Cato, Dollar Tree
9	Shoppes at Lake Dow	2002	73,270	92.9%	Publix, Blockbuster
10	The Oaks Center*	1990s	75,000	100.0%	Save Rite, CVS/pharmacy
11	Town Center Village	2004	33,600	100.0%	Grand Harbour Import Company
				1,837,470	94.6%

* These centers are located in village activity center nodes.

Source: Ackerman/JJG (7/2004)

There are 23 shopping centers in the McDonough trade area (three-mile radius of downtown) comprising 1.1 million square feet of space, representing a ratio of 25 square feet per person, which is in-line with the Henry County average. Two additional centers are included in the competitive survey due to their location at I-75 and Jonesboro Road and influence on the trade area – Henry Town Center and Town Center Village. The previous table shows the major competitive centers in the trade area. As shown, the majority of centers are relatively new and well-occupied, with the exception of two unanchored strip centers that are under construction. Rents for newer, well located space are \$15 to \$22 per square foot, net of expenses. The projects are concentrated in four areas – Jonesboro Road, Highway 20/81 West, Highway 81 East, and Highway 155 South. The traditional neighborhood and community center anchors are already well-represented in the community, such as grocery, drug, home improvement, dollar, and large discount stores. Many mid-priced national chain restaurants, such as Cracker Barrel, Moe's Southwest Grill, and Ruby Tuesday are also represented. There has been a recent surge in unanchored strip centers that have somewhat saturated the market with retail space. None of the current centers appear vulnerable to losing anchor tenants in the near-term, but older centers, such as McDonough Plaza and The Oaks, could become “dark” in the longer-term.

Retail space in the downtown district of McDonough is concentrated around the historic square. The tenants include a variety of gifts and collectable shops, antique shops, and several restaurants ranging from casual (e.g., PJ's, Gritz) to fine-dining (e.g., Bistro 41, Truman's). The downtown market offers three national credit tenants, including two drug stores and a dollar store. A local drug store, Ward Pharmacy, is also located on the square. There are several vacancies, most notably

the Chafin Furniture Building. In addition, a few church groups have leased ground-level retail space, creating areas of inactivity, or “dead spots” along sidewalks.

Demand for downtown retail is derived from local residents and employees, as well as annual tourists and visitors, which should support existing and new downtown retailers, particularly destination restaurants and entertainment facilities that are void in the McDonough trade area, such as a cinema/draft house, micro-brewery, or live theater. These types of uses would differentiate the downtown area from traditional shopping centers, including the proposed mall. A centralized parking facility is needed to assist downtown customers and tourists.

- **Office Market:** The Henry County office market comprises approximately 1.14 million square feet of speculative space, of which 198,000 square feet are vacant, or 17.4%. The office supply is primarily concentrated in the Eagle’s Landing area, due to the proximity to Henry Medical Center and executive housing. Less than one-quarter of the county’s office supply is located in the McDonough area. McDonough has only 243,000 square feet of office space, of which 27% are vacant. Since quality office supply is limited, many office tenants also lease retail space. Lease rates generally fall in the range of \$13.00 to \$16.00 per square foot on a full-service basis. McDonough is the county seat of Henry County, so the business base is dominated by legal and other professional services that support the local government functions and the population base. Medical office tenants are also represented. The county’s government offices are decentralized, and so is the office space.

Approximately two-thirds of McDonough’s office inventory is located outside the downtown core. The McDonough market is currently immature, but activity should pick up as the market moves further south in the county. This new activity will likely favor locations close to interchanges and to activity centers like Avalon, South Pointe, and West Ridge, rather than the downtown area. These developments alone will contain more than 680,000 square feet of office space at build-out, beginning in 2005 and 2006.

Table 9: Competitive Office Projects - McDonough

No.	Project/Location	Year Built	No. of Stories	Rentable Area (SF)	Vacant Area (SF)	Vacancy Rate	Gross Rent Per SF
Downtown Market Area (2,000+ SF)							
1	97 Atlanta Street	1990	3	6,000	2,700	45.0%	\$13.20-14.57
2	Commerce Building (Keys Ferry)	2001	3	20,000	10,000	50.0%	\$17.00
3	17 Hampton Street	1947	2	2,024	0	0.0%	N/A
4	20-24 Jonesboro Street	1828	3	5,000	1,100	22.0%	\$12.50
5	396 Keys Ferry Road	N/A	1	4,000	0	0.0%	N/A
6	103 Jonesboro Road	1982	2	9,000	0	0.0%	N/A
7	63 Lawrenceville Street	1925	1	2,000	0	0.0%	N/A
8	40 Macon Street	1900	1	2,024	0	0.0%	N/A
				50,048	13,800	27.6%	
Suburban Market Area (5,000+ SF)							
1	Magnolia Office Pavilion	2002	1	39,356	27,404	69.6%	\$14.00-16.00
2	Olde Town Centre I	2000	1	8,700	0	0.0%	\$14.00
3	Olde Town Centre Office Suites	2003	1	8,700	5,200	59.8%	\$550-650/Mo.
4	Olde Towne Professional Centre	2001	2	12,600	0	0.0%	\$15.00-16.00
5	Steele Medical Center	1999	3	12,000	0	0.0%	\$19.00
6	South Cedar Medical Center	1996	2	8,000	5,500	68.8%	\$13.00-15.00
7	West Ridge - Chamber Building	2001	1	11,000	0	0.0%	N/A
8	West Ridge - Apple Realty Building	2004	2	30,000	20,000	66.7%	\$20.00
				193,428	51,904	26.8%	

Source: Ackerman/JJG (7/2004)

- Industrial Market:** Interstate 75 in Henry County is a strong industrial corridor due to its proximity to Atlanta and Hartsfield-Jackson airport, and the fact that Henry is on the Florida side of metro Atlanta. Henry County has more than 20 million square feet of industrial space. On the outskirts of the study area (Interstate 75 and Highway 155 interchange), there are four large, well-conceived industrial parks totaling 2,410 acres: Greenwood, Interstate South, Liberty, and Midland/Midland South. These parks have 13.4 million square feet of space, representing 67% of Henry County's supply. The vacancy rate is high (29%) due to the development of several new buildings during the recession, but this space should be leased as market activity picks up. These parks are geared to large logistics and distribution firms. In addition, there are two concentrations of viable industrial space in the LCI study area. McDonough's oldest industrial district is situated along Highway 23/42 (Griffin Street), adjacent to the Norfolk Southern railroad. The largest users include Snapper and Dowling Textile Manufacturing Company. There is also a concentration of newer industrial space on McDonough Parkway, but these buildings are targeted toward wholesalers and quasi-retail users. Limited land availability is the most significant factor shaping future industrial development in the McDonough area.

Strengths and Challenges

McDonough offers several **strengths** for commercial development:

- Rapidly growing trade area and study area from which to draw customers and employees.
- Proposed regional mall (South Point) will strengthen overall market offerings and create destination for McDonough.

- McDonough is designated a “Main Street” city and can benefit from this program.
- McDonough is county seat, albeit decentralized, creating some demand for office space.
- Current push for “quality” development by City.
- Quaint, historic downtown area.

Key *challenges* for commercial development include:

- Proposed regional mall (South Point) could potentially usurp commercial demand from other areas of the study area.
- Traffic congestion and limited parking in the downtown area.
- Lack of critical mass of people residing in downtown core area.
- Lack of “walk-able” environment in LCI study area.
- Limited amount of executive-level housing to support office development.
- Dearth of available industrial land for development.

Market Opportunities

Population and employment growth will fuel future demand for commercial space. The McDonough trade area (three-mile radius) has a population base of 45,770 with an income of \$66,500 that is expected to increase by at least 15,000 new residents during the next five years. Approximately 11,400 people work in the trade area, of which 70% (7,961) are in the LCI study area. Tourism also creates demand for commercial space, particularly retail uses. The following commercial market opportunities exist in the short-term:

- **Retail Development:** There is a market void for entertainment and other destination-oriented retail in the McDonough trade area. The proposed regional mall and its surrounding commercial development will likely satisfy significant demand for both hard goods and soft goods in the near term. Entertainment retail, such as a multi-screen theater and restaurants will also be drawn to the mall area. The challenge is to keep downtown McDonough competitive in light of the new retail development node anchored by the proposed mall. Local retail operators offering “unique” goods and services represent the best retail opportunity; residents indicated a desire for these types of retailers, too. During the short-term, the downtown market would likely support destination-oriented retailers focused on dining and entertainment. These might include a micro-brewery, cinema/draft house, café with live entertainment, or amusement center. A live theater group, such as Henry Players, is another opportunity.

Local restaurateurs and retailers with a strong local following should be targeted. These local operators may desire a second Henry County or south metro location. Some economic incentives may be required, at least initially, to lure appropriate operators to the downtown market. In the longer-term, there will be more demand for retailers and services in the downtown market as the population and tourist base grows. Potential mid-term retailers might include galleries, gift shops and other “boutique” shops. As the downtown market grows it could potentially support an

entertainment center south of downtown between Griffin Street and the railroad. This area is location to two former gin buildings and a historic depot building that could offer opportunities for signature commercial redevelopment.

- **Office Development:** Investment in significant new office development in the LCI study area warrants phased construction. Market conditions are currently weak, and it will take some time to lease the vacant space. Since nearly all the space on the market is for lease, there may be a short-term opportunity for Williamsburg-style office condominiums geared to small professional service tenants, with individual units ranging in size from 1,200 to 2,400 square feet. McDonough has limited offerings to tenants seeking office space in a quality office environment. Although the market is immature, activity is moving further south along the Interstate 75 corridor. This trend, coupled with the area's tremendous growth should stimulate office demand in the near-term future. Much of this demand, however, may be satisfied by three large developments planned for the Interstate 75 and Highway 20/81 interchange area, just outside the LCI study area – Avalon, South Pointe, and West Ridge.
- **Industrial Development:** There is a scarcity of zoned industrial land in the McDonough area, which places significant limitations on future industrial development. Large distributors and logistics firms will continue to seek locations along the Interstate 75 south corridor, outside the LCI study area. There is also demand for facilities among smaller industrial firms in the short-term, including distribution and light assembly, manufacturing operations. These users could potentially be accommodated in the LCI study area in older industrial buildings or sites designated for industrial development or redevelopment. The new development could be in the form of a single-story, multi-tenant business park, offering flexible office/warehouse space to smaller industrial tenants. In addition, the older industrial district along Griffin Street (Highway 23/81) should be protected (and enhanced) for existing industry, because it adds quality jobs as well as taxes to McDonough. Vacant or underdeveloped land in this area could potentially support a small business park development.

Hospitality/Tourism Market Analysis

The McDonough Hospitality and Tourism Bureau split from the Henry County Chamber of Commerce/Convention and Visitors Bureau in December 2002 for the purposes of increasing tourism in McDonough. The Bureau is located in a 1920s-vintage gas station on the downtown square that also serves as the community's welcome center. Funding for the Bureau (and the tourism efforts of the Henry County Chamber of Commerce) is from hotel/motel bed tax collection, which has increased from approximately \$250,000 in 2000 to \$300,000 in 2003. In effort to gauge opportunities in the hospitality and tourism market, we explored tourism industry trends and assessed the current attractions and facilities in McDonough. We also considered commercial uses, particularly hotels and retail/restaurant services which would support the tourism market, as well as the local resident market. Our research focused on collecting relevant market information from a variety of secondary sources and interviewing nine hospitality industry specialists. Our

assessment of current market conditions, strengths and challenges for hospitality development, and hospitality development opportunities follows.

Market Conditions

- **Tourism Demand Sources:** The primary demand sources for McDonough (and Henry County) tourists are metro Atlanta residents and visitors, as well as Georgia visitors, particularly Interstate 75 travelers. Notable trends about these tourism segments are:
 - Metro Atlanta comprises 28 counties totaling 4.6 million people. Since 2000, Atlanta has added an average of 120,000 residents annually. This is an enormous resource to tap for Henry County tourists.
 - According to the Atlanta Convention and Visitors Bureau, metro Atlanta currently attracts approximately 19 million overnight visitors (2002), which has increased by 7.6 percent during the past five years. The convention industry is another source to tap for off-site tours and spousal tours. During 2002, nearly 3.0 million people attended conventions in Atlanta, staying for an average 3.2 days and spending an average of \$279 per day.
 - Interstate 75 is the second most traveled roadway in the US (preceded by I-95). During 2002, approximately 124,000 vehicles per day drive through Henry County. It is a primary route for most Midwesterners and central Canadians for travel to and from Florida. McDonough's location spanning three I-75 interchanges offers a tremendous opportunity to tap spontaneous visitors through a signage program.
 - Heritage tourism is one of the fastest growing tourism segments. According to the Travel Industry Association of America (TIA), visiting museums and/or historic sites ranks second among the top activities for Georgia domestic visitors and third among US domestic travelers, accounting for approximately 14-15% of person trips. The other top activities for Georgia (and US) visitors are shopping (32%) and outdoor activities (9%). During 2002 an estimated 30.2 million people (representing 17.6 million households) visited Georgia. Approximately 64.1% (19.2 million) of travelers visited metro Atlanta. The primary purpose of the trip is pleasure for 63% of visitors, followed by business purposes (23%). Compared to overall travelers, cultural and heritage tourists tend to be older/retired, take longer trips, spend more money, participate in more activities, and stay more often in commercial establishments such as hotels.
 - A branding study conducted by North Star in October 2003 on behalf of the Henry County Chamber of Commerce concluded that the lifestyle of the Henry target market included people that: own their home, eat at Cracker Barrel once per month, listen to country music, own a motor home and a power boat, hunt with a gun once per year, and read hunting and fishing magazines. In short, it is a very middle-class American target market that enjoys outdoor activities and NASCAR races offered in the county, as indicated in the following table.

Table 10: Henry Visitor Demographics

	<u>Henry Co.</u>	<u>US</u>
Income		
\$50,000-74,999	19.0%	20.5%
\$75,000+	18.7%	19.4%
Owner-Occupied Housing	65.0%	71.2%
Age		
35-64	37.3%	37.9%
65+	13.3%	14.1%
Married	54.9%	59.3%
College Graduate	20.7%	19.9%

Sources: North Star and Henry County Chamber (10/2003)

- **Attractions and Events:** The biggest attraction in Henry County is the Atlanta Motor Speedway (AMS), located in the community of Hampton, southwest of McDonough. AMS is a “Chevy” NASCAR racetrack that attracts more than 225,000 people per event at two major annual Nextel Cup Series races. These events offer opportunities to develop “race packages” for visitors (including hotel and coupons for dining and shopping), and to develop NASCAR-related entertainment, including festivals and restaurants, and perhaps a museum. Over the past ten years, NASCAR has been the nation’s fastest growing spectator sport. Another sports-related event offered in Henry County is golf. There are three major golf courses in the county and several more are planned. The Eagles Landing Country Club hosts the annual LPGA Chick-Fil-A Charity Championship, which is a popular event. The county is also a growing location for youth athletic tournaments (e.g., softball) that take place in several parks throughout the county, including Heritage and Windy Hill in the McDonough area. Another major attraction in Henry County is the Tanger Outlet Center in Locust Grove, an outlet mall offering 60 name-brand shops.

McDonough does not presently have a significant major attraction for visitors. Rather, it is a charming, historic community with an old-fashioned downtown square. McDonough offers numerous historic properties, shopping and events in its historic downtown area. The signature event is the Geranium Festival, held each May, that draws more than 20,000 people. There are plans for attractions in two parks near the downtown area. The first is the 120-acre expansion of Alexander Park at Atlanta Street and Jonesboro Road. The park includes passive and active recreation, as well as two attractions, including botanical gardens, an environmental science center, and a cultural arts facility. The expansion is slated for completion in 2006. The second is Heritage Village at Heritage Park on Lake Dow Road, off Highway 81 South. Heritage Village is a collection of historic buildings, including a schoolhouse, library, log cabin, cook house, barn, general store, and other such buildings, that are scheduled for opening in fall 2005. The grounds include a garden and locomotive. Plans also include a new arena to host county fairs with livestock shows and other entertainment. The Heritage Park facilities would be open for public tours on an annual basis, but the arena could host several functions per year. The attractions proposed in the two parks should enhance tourism opportunities in the McDonough area.

- **Meeting Facilities:** McDonough offers several meeting and event facilities to host needs of local residents and tourists. The downtown market currently accommodates small and medium sized banquets and receptions, particularly geared toward weddings, family reunions, and business meetings. Larger requirements are generally handled by nearby facilities, including Merle Manders Conference Center and Eagles Landing Country Club, both located in Stockbridge. As the market grows, there could be a need for a larger event facility in the McDonough area. There is a particular need for a local facility seating 400-500 banquet style in one large room. A small theater, seating 200-250, is another current void in the market.

Table 11: Major Meeting Facilities

No.	Facility	Mtg. Rooms	Capacity
1	Cotton Fields	1	150-200
2	Eagles Landing Country Club	5	400
3	Hazlehurst House	3	200
4	Holiday Inn-McDonough	3	250
5	McDonough Sr. Women's Club	1	160
6	Merle Manders Conf. Center	5	500
7	Pristine Wedding Chapel	1	400

Source: Ackerman/JJG (7/2004)

- **Hotels:** The Atlanta hotel market is generally weak due to a sluggish economy, events of 9/11, and lack of commercial business. The Interstate 75 South hotel submarket comprises Henry County and the portion of Clayton County south of the Airport. This hotel sector is performing below the metro market with an average occupancy rate of 53.9% and an average daily rate of \$52.86 (\$23 below the metro Atlanta average). The revenue per available room (occupancy times rate) has remained virtually unchanged during the last five years, although it is expected to recover somewhat during 2004. Henry County has an inventory of 29 hotels comprising 1,897 rooms. The county is dominated by limited-service facilities with national chain affiliations, focused on the Interstate 75 corridor, which contributes heavily to hotel demand generation. Two of the three McDonough exits off I-75 have been developed with hotels. As indicated in the following table, McDonough has 16 hotels comprising 1,043 rooms, including one facility under construction – Holiday Inn Express (80 rooms). Six hotels fall in the mid-price range, but only one offers food and beverage service (Holiday Inn). There are no hotels in downtown McDonough, although there are tentative plans for a bed and breakfast inn located in the downtown area, which could fill a market void.

Table 12: Hotel Inventory - McDonough

No.	Property	Year Built	Rooms	Nat'l Chain	Product	Price Point
I-75 Exit 218 (Highway 20/81) - McDonough						
1	Best Inns	1972	92	Yes	Ltd. Service	Economy
2	Best Western	1998	64	Yes	Ltd. Service	Midscale
3	Comfort Inn	1992	59	Yes	Ltd. Service	Midscale
4	Country Hearth Inn	2001	40	Yes	Ltd. Service	Economy
5	EconoLodge	1975	40	Yes	Ltd. Service	Economy
6	Hampton Inn	1995	74	Yes	Ltd. Service	Midscale
7	Holiday Inn Express	2004 (UC)	80	Yes	Ltd. Service	Midscale
8	Masters Inn	1970	120	Yes	Ltd. Service	Economy
9	Super 8	1979	50	Yes	Ltd. Service	Economy
						619
I-75 Exit 216 (Highway 155) - McDonough						
10	Budget Inn	2002	44	Yes	Ltd. Service	Economy
11	Country Inn & Suites	2001	57	Yes	Ltd. Service	Midscale
12	Days Inn	1970	58	Yes	Ltd. Service	Economy
13	Holiday Inn	1969	99	Yes	Ltd. w/F&B	Midscale
14	Microtel Inn & Suites	2000	51	Yes	Ltd. Service	Economy
15	Roadway Inn	1971	64	Yes	Ltd. Service	Economy
16	Sleep Inn	2000	51	Yes	Ltd. Service	Economy
						424

Source: Smith Travel Research and Ackerman/JJG (7/2004)

Strengths and Challenges

McDonough has several **strengths** for tourism and hospitality, including:

- McDonough is historic city with charm and old-fashioned square in downtown.
- Location on Interstate 75 Corridor (6 Exits for Henry County/3 exits for McDonough) – positioned for people traveling the interstate system to Florida.
- City has signature event – Geranium Festival – that attracts 20,000+ people.
- Atlanta Motor Speedway (AMS) is major attraction in Henry County attracting 250,000 people to two significant events each year.
- Retail services available near hotels and interchanges, but these services could be expanded.
- Community offers numerous name-brand hotels for visitors.
- Several good restaurants and retail operators are located on the square.
- Welcome Center, operated by McDonough Hospitality & Tourism Bureau, located on the square.

Key **challenges** for tourism and hospitality include:

- Downtown McDonough removed from interstate system.
- Traffic congestion and limited convenient parking in downtown area.
- Factionalism among groups promoting tourism, sending mixed messages to visitors – Henry County Chamber/CVB and McDonough Hospitality & Tourism Bureau.

- Downtown has several storefront vacancies and “dead” spaces created by non-retail users.
- Lack of significant attractions and things to do in McDonough.
- Dearth of entertainment facilities and nightlife activity.
- Lack of critical mass of attractions and events to draw people for more than a few hours.

Development Opportunities

- **Tourism Theme:** The Henry County Chamber of Commerce recently completed a branding study that resulted in the marketing theme of “*Comfortably South of Atlanta*”. This theme is used as a tag line in marketing materials. For example, “Shopping (or dining, or living, etc.) comfortably south of Atlanta.” McDonough does not currently have a central theme. A general theme geared toward ***history and culture*** is recommended, based on the community’s history and assets, both existing and proposed. In the short-term, this theme could solidify a hospitality development and marketing program for McDonough. This theme could also be taken a step further to incorporate a specific time period, such as the 1920’s, incorporating period-themed architecture, festivals, and businesses, such as antique shops, restaurants, and a 1920s race car museum.
- **Tourism Attractions:** McDonough does not have a critical mass of attractions and facilities to support tourism in the community. In the short-term, we recommend the following facilities:
 - ***Alexander Park Expansion*** – Development of the 120-acre expansion of Alexander Park should be a priority for the LCI study. This park, located on Jonesboro Road, is envisioned to include passive and active recreation opportunities, as well as three attractions that would enhance local tourism efforts: botanical gardens, an environmental science center, and a cultural arts facility. The park is slated for development in 2006.
 - ***Big Spring Park*** – The downtown square creates a strong historic ambiance for the city, but it is not large enough to host significant events. We recommend developing a “town green” north of the square in the vicinity of Big Spring Park between Atlanta Street and Lawrenceville Street. Big Spring has historical significance and could serve as a well-spring for new life in the city. This new and expanded park could be designed as a gathering place with open space, an interactive fountain and perhaps an amphitheatre. It could be used to host festivals, including an expanded Geranium Festival. The new park would create an important “green” link between the downtown square and Alexander Park. It could also stimulate a variety of development along its periphery, including retail, service, and residential uses.
 - ***Community/Arts Center*** – The Clay Plaza building, or another appropriate building, should be earmarked for a community center that includes an arts center. The center is recommended to provide a downtown attraction and gathering place for local residents and tourists. This center would be an anchor for a potentially growing arts community in downtown McDonough. Another possibility for the

center is The following components should be considered for the Community/Arts Center:

1. Gallery/exhibit space to showcase local artists
2. Small theater (e.g., 200-250 seats) to house a local theater group (e.g., Henry Players).
3. Classroom/meeting space to host workshops and community meetings
4. Studio space for local artists

- **Hotel Development:** The hotel market will likely remain concentrated along the Interstate 75 corridor, because interstate travelers represent the most significant demand segment. Demand for limited-service facilities will continue to grow. Major brands not represented in the McDonough market include AmeriSuites, Baymont Inn, Fairfield Inn, LaQuinta, Quality Inn, TraveLodge, and Wingate Inn. The average rates are not strong enough to support a full-service hotel in the short-term. As the market strengthens, there could be an opportunity for a mid-priced, full-service hotel, such as Marriott Courtyard or Hilton Garden Inn, but it will likely be to the detriment of the existing full-service facilities. Hotel development in the downtown core is difficult, because the area is removed from the interstate system and lacks a significant business generator. They could be an opportunity, however, for a small, bed and breakfast inn of less than 15 rooms.
- **Meeting Facility:** There is a market void for a local facility seating 400 to 500 banquet style in one room, as well as a small theater (200-250 seats). The recommended community center could fill the void for a small theater. A conference facility with a hotel is potentially viable provided that significant public economic incentives are available. Another option is a civic center without a hotel component, a development type that would differentiate McDonough from numerous conference facilities in metro Atlanta. A significant meeting facility would likely be located in an area with Interstate 75 access and exposure rather than a downtown location.
- **Transportation Considerations:** A convenient, safe parking facility in downtown McDonough would be a tremendous asset for tourists and retail/business customers, particularly since car travel is the primary means of transportation. A downtown trolley system linking the downtown square to additional points of destination within the city is also warranted as the market matures with a critical mass of people, businesses, and events.

Recommendations and Implementation

A. Downtown Master Plan

Many of the recommendations for the McDonough LCI Study Area are located in the downtown area. The Downtown Master Plan (**Figure 15**) illustrates the ideas generated by the public and stakeholder groups during the many community involvement events.

Redesign Big Springs Park as a Town Green

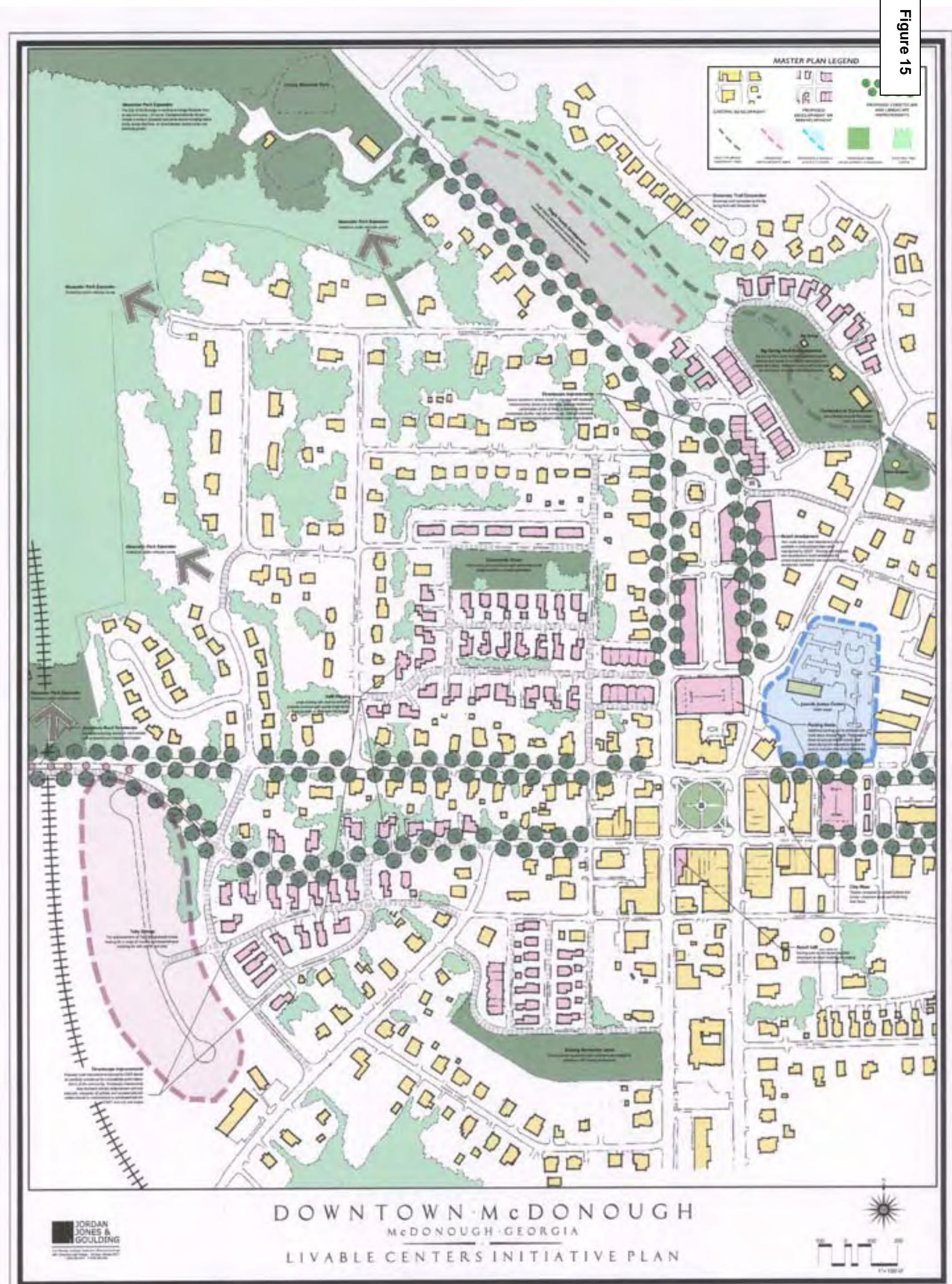
The community identified the need for an informal, unprogrammed common space for the community. During the Design Workshop, participants identified the Big Springs Park area as a viable location. The Master Plan illustrates how the existing park could be modified to better serve the existing uses found downtown, better serve the city as a whole, and act as an economic development engine.

Figure 14: Redesigned Big Spring Park and Infill Housing



The plan calls for removing the programmed facilities currently found in the park, such as the ball field and playground, and replacing them with a town green. The space should act as a play area for children and parents, festival marketplace for events such as the Geranium Festival, and a place to hold performing arts productions.

Figure 15



Big Springs Street would be rerouted around the new green to form a clear demarcation between public and private realms. Opposite the street is a new opportunity for infill townhomes, live-work units, or mixed-use buildings with ground-floor storefront space. These new buildings would frame the town green and give it a sense of enclosure, similar to that found in the McDonough Town Square.

Other improvements to the area include restoring Big Spring and the creek. Presently the creek is overrun with kudzu and deeply channelized from severe erosion. Big Spring itself is surrounded by a chain link fence and concrete box, undermining its natural and historic values.

Strengthen Linkages between Downtown McDonough and Alexander Park

The City has put forth commitment for the expansion of Alexander Park to create an approximately 120-acre centerpiece to the City of McDonough's park system. City-level discussions of the park include proposals to develop tourist attractions within the enlarged park, such as a botanical garden or science center. To ensure synergy between the improvements downtown and the improvements to Alexander Park, the public involvement participants and stakeholders have worked out plans to strengthen the linkages between downtown and the park.

The Master Plan illustrates the proposed new greenway connecting the town green to the existing Alexander Park. The town green, in turn, will be connected to the Square with a new streetscape project on Lawrenceville Street and Macon Street north of the Square. Another streetscape improvement is planned along Jonesboro Road. These two improvements will connect the Square with the existing Alexander Park via Big Springs Park.

The existing sidewalks on Jonesboro Road are among the nicest in all of McDonough, but the street trees are scraggly and ill-maintained. Further, the GDOT plan for the street involves eliminating the landscaped strip and moving the sidewalk adjacent to the busy street. Streetscaping Jonesboro Road between the Square and the proposed Jonesboro Road entrance to the expanded park is one of the key linkages needed.

Additional neighborhood entrances to the new park are also indicated on the Master Plan. These are generally located in places where street right-of-way terminates at proposed park property. The neighborhood linkages are critical to building support among city residents for the new park and spurring reinvestment in neighborhoods adjacent to the park.

Develop Venues for the Performing Arts

The Master Plan shows the Clay Plaza building as a new community arts center. As described in the McDonough LCI Market Analysis Summary, the center is recommended to provide a downtown attraction and gathering place for local residents and tourists.

This center would be an anchor for a potentially growing arts community in downtown McDonough and should include a small theater to house a local theater group.

A second venue for the performing arts is a recommended amphitheater in the proposed expansion to Alexander Park. The natural topography of the park is ideally suited to an outdoor amphitheater built into the hillside. The amphitheater would be designed for medium sized gatherings for concerts, movies, and performances.

An amphitheater is not recommended in Big Springs Park due to noise concerns of adjacent neighbors.

Increase Storefront Space

The Master Plan calls for an expansion of storefront space for use as restaurants, shops, and offices. Storefront space typical of McDonough's historic retail space has narrow, deep lots with highly transparent facades. The buildings are set adjacent to the sidewalk and parking is located on the street or behind the building. McDonough needs more storefront space to achieve a critical mass attractive enough for tourists and boutique shoppers.

Figure 16: New Mixed-Use Buildings and Storefront Space along Highway 42



The Master Plan calls for an expansion of storefront space along Highway 42 between the Square and Big Spring Park. This street has a tremendous opportunity for mixed-use infill. The second major opportunity for new storefront space is along Covington Street, heading east away from the Square. Along these streets, opportunities for storefront space within parking decks are identified as well.

Expand Residential Population in Downtown

The master plan identifies numerous opportunities for infill housing development. As previously stated, the plan includes new housing around the Big Spring Town Green. The Sheriff Magistrate property also presents an opportunity for residential infill. The property is quite deep, and could actually include a new street connection. There are also

opportunities for residential infill south of downtown, on Highland Avenue and Harkins Street, and between Toby Springs Lane and Highway 20/81.

Several opportunities for loft housing exist within McDonough. The Southern Textile building, the Chafin Furniture building, and the two old gins south of downtown are all excellent candidates. They would also serve well as mixed-use redevelopments or as loft office space.

In every case, the residential infill should comply with McDonough's design guidelines developed in conjunction with this LCI study, and should honor the historic architectural and urban design characteristics of the community.



Improve Pedestrian Mobility and Safety

One important goal of this study is to improve pedestrian mobility and safety. One of the most common critiques of the Study Area, including downtown, was how unsafe the area is for pedestrians. The master plan identifies numerous sidewalk, streetscape, and pedestrian improvements that are needed within the downtown area.

- Streetscape improvements are recommended on the following
 - Jonesboro Road
 - Atlanta Street (Highway 42)
 - Highway 42 northbound
 - Keys Ferry Street (Highway 81)
 - Covington Street
- Greenway and trail enhancements along the creek from Big Spring Park to Alexander Park. The greenway between the two parks is an ideal location for a greenway prototype, which would help build public support for creating the greenway network discussed below
- Improved pedestrian access between area neighborhoods and the proposed expansion to Alexander Park

Improve Street Connectivity and Mobility

Improving street connectivity has emerged as among McDonough's most critical needs. A Study Area-wide strategy for improving connectivity is described in the Transportation section below. The Master Plan does include new street connections located within its extent. These include:

- Rerouting Veterans Drive through Big Springs Park
- Extend Copeland Street past Lawrenceville Street to Highway 42 northbound
- Connect Copeland Street between Lawrenceville Street and Decatur Road (Highway 155)

- Create a new street to connect Copeland Street to the intersection of Lawrenceville Street and Veterans Drive
- Create a new street through the present-day Sheriff Magistrate property connecting to Lowe Street and Brannan Street
- Extend Marian Way to connect with Adams Street
- Create a new street connecting Hampton Street (Highway 20/81) with Griffin Street between Sloan Street and Brown Avenue adjacent to the existing recreation area
- New connections associated with the construction of the east-west one-way pair and the relocation to the entrance of Toby Springs subdivision

Improve Parking Efficiency and Options

One of the most popular critiques of downtown McDonough throughout the LCI study was the loss of on-street parking as part of the north-south one-way pair project and the redesign of the Town Square. The redesign eliminated most storefront parking spaces on streets around the Square and added a lesser number to the angled parking adjacent to the Square. The controversial change angered many local business owners and raised questions of the viability of many downtown businesses.

The Master Plan identifies three possible locations for new parking decks: behind the historic courthouse, behind the proposed new juvenile justice center, and where the Dollar General is presently located. Each of these locations could jointly serve the needs of the courthouse, local merchants, and future tourists. They could also be used for local festivals and cultural events.

The City should also pursue a parking master plan for downtown. The Master Plan would conduct a detailed assessment of how existing parking is being used, identify deficiencies, assess projected needs, and detail strategies for meeting current and future needs. The plan should address both how to add parking spaces to the inventory and how to better utilize existing parking through restrictions and signage.

B. Land Use

Future Land Use Map

The Master Plan presented in **Figure 15** presents a plan for only a portion of the entire LCI Study Area. The future plan recommends a greater variety of uses than what is present today, including two new mixed-use districts, traditional neighborhood developments, and conservation subdivisions. The future land use plan also identifies opportunities for new office space and gateways to the historic district, as well as reflects the recommendations in the Master Plan.

Figure 18 presents a future land use plan for the entire Study Area, one that reflects a 25-year time horizon. The table below reports the total land coverage of each land use category on the map. For comparison, **Figure 6** shows an existing land use map of the Study Area, and the table below shows a breakdown of how many acres each land use

occupies on both land use maps. Estimates of existing and future housing and employment, which are based on the future land use map, are presented later in the report.

Figure 17: Comparison of Existing and Future Land Uses within the Study Area

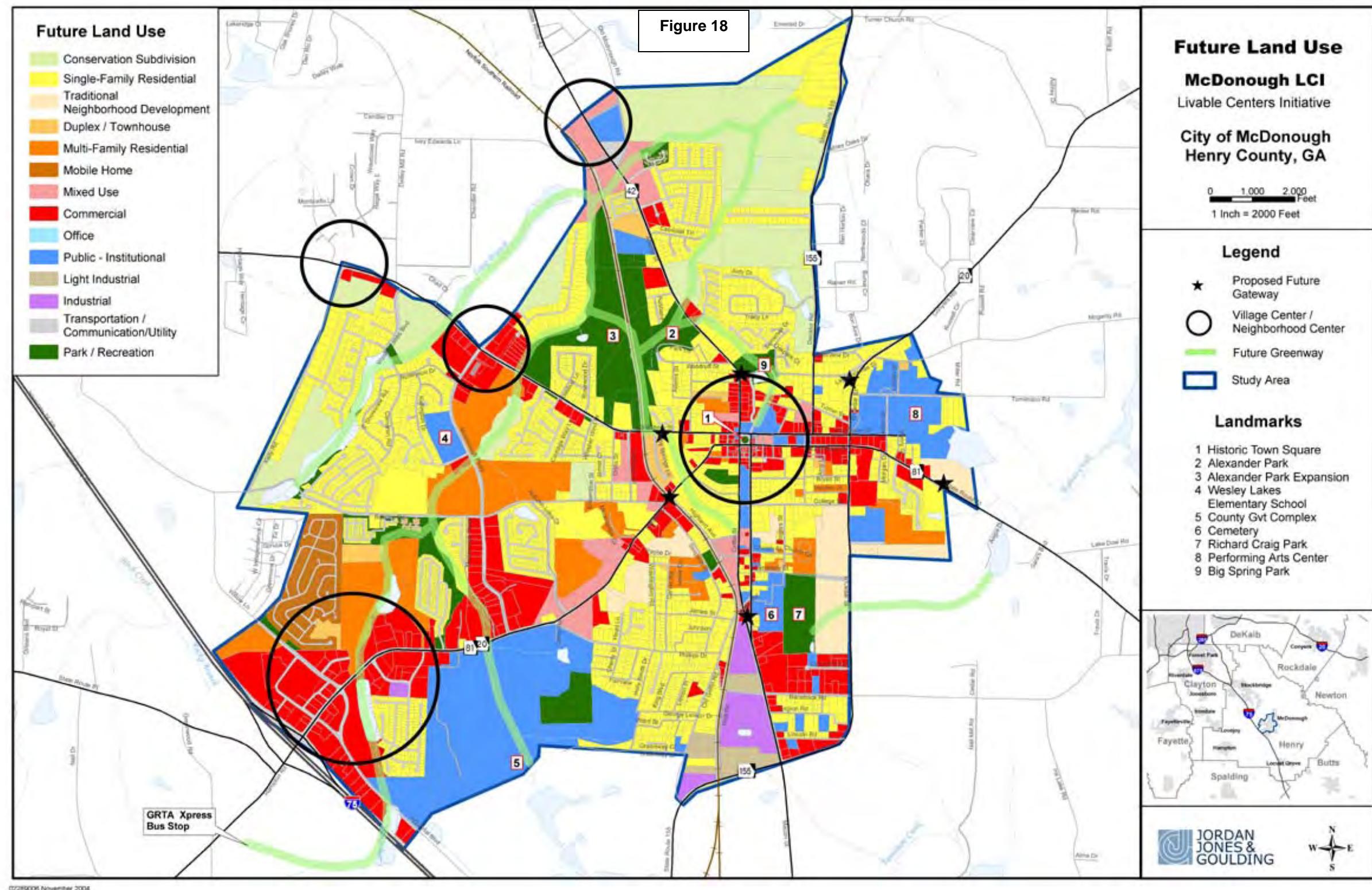
Existing			Future		
Land Use	Acres	Share	Land Use	Acres	Share
Single Family Res	1,301	27.9%	Single Family Res	1,409	30.2%
			Traditional Neighborhood Conservation Subdivision	153	3.3%
Duplex/Townhome	19	0.4%	Duplex/Townhome	42	0.9%
Multi-Family Res	334	7.2%	Multi-Family Res	329	7.1%
Mobile Homes	72	1.5%	Mobile Homes	73	1.6%
Commercial	440	9.4%	Commercial	597	12.8%
			Mixed-Use	117	2.5%
Public/Institutional Parks and Recreation	502	10.8%	Public/Institutional	541	11.6%
			Parks and Recreation	364	7.8%
Light Industrial	29	0.6%	Light Industrial	34	0.7%
Industrial	56	1.2%	Industrial	56	1.2%
TCU	476	10.2%	TCU	479	10.3%
Vacant	31	0.7%			
Undeveloped	1,232	26.4%			
Total	4,662	100%		4,662	100%

Mixed Use Areas

The future land use plan calls for two new mixed-use districts and identifies sites for mixed-use infill in downtown McDonough. According to the Atlanta Regional Commission, in their Quality Growth Toolkit, all good mixed-use developments:

- Include a combination of related uses in one place – residential, office, retail, entertainment, civic space, and even government uses.
- Provide a significant proportion of each use within the “mix”
- Provide convenient and safe pedestrian and bicycle connections both within the development and to places outside the development.





The photo above is an example of a modern, mixed-use development located in metro Atlanta. The photo was the highest scoring mixed-use photo as ranked by participants during the Design Workshop, a community involvement event in conjunction with this plan. The example typifies the community's aspirations for mixed-use districts in McDonough. The architecture is neotraditional and human-scaled. The buildings are modulated and unique and of modest height, between two and three stories. The entire development puts pedestrians first, while still accommodating cars. And the buildings are integrated with public park space. Not clear from the photo is the fact that the project accommodates a wide range of uses, including residential, office, retail, entertainment, civic, and governmental.

Residential Development

During public involvement efforts held in conjunction with this plan, participants supported shifting away from conventional subdivision development towards two more innovative forms of residential development: traditional neighborhood developments (TND) and conservation subdivisions. When asked what new developments should do differently than existing developments, the community expressed widespread support for including parks or natural areas and walking trails in new developments. Both the TND and conservation subdivision forms of residential development help achieve this goal.

Traditional neighborhood development

Traditional neighborhood development is an often misunderstood form of innovative residential development. The Atlanta Regional Commission's toolkit includes the following five point definition:

1. Compact, defined urban neighborhoods comprising a compatible mix of uses and housing
2. A network of connected streets with sidewalks and street trees to facilitate convenient and safe movement throughout neighborhoods for all modes of transportation
3. Focus on the pedestrian over the automobile (while retaining automobile convenience)
4. Integration of parks and public spaces into each neighborhood
5. Placement of important civic buildings on key sites to create landmarks and a strong sense of place

Note that, although the majority of traditional neighborhood developments use neotraditional architecture, the definition does not prescribe an architectural style. And TNDs using modern or postmodern architecture exist. In the Design Guidelines included below, and amid a great deal of support from the public, neotraditional architectural styles are recommended not just in the TND developments, but in all new residential developments in the Study Area.

Numerous opportunities for TNDs exist in and around McDonough's historic core and are identified on the Future Land Use Plan. These locations are close enough to the historic core that the traditional grid network found downtown could be extended into these areas.

The two photos illustrate some of the endearing aspects of TNDs. The first was the highest ranked residential photo from the community preference survey. The photo illustrates two residential homes designed with the human being in mind. There is a shared greenspace, pedestrian infrastructure, and attractive detailing. The second photo illustrates a commercial establishment typical of a TND. The small, neighborhood scale of the establishment affords residents an opportunity to conduct some of their shopping, service, or dining activities within a short walk from their home, but is not so large as to detract from the neighborhood.



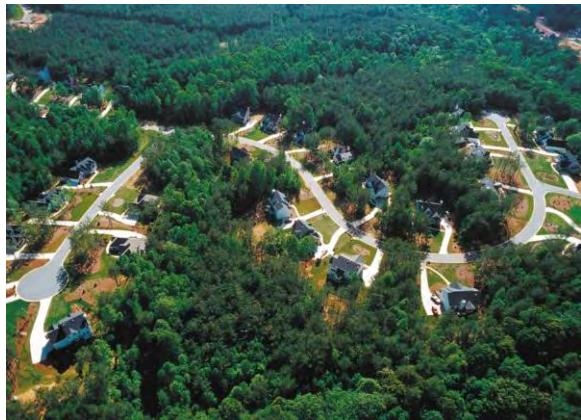
In both photos, cars are allowed, but do not dominate the area. Residential parking is on-street and to the rear. The sidewalks are comfortable and safe. And the streets are narrow and slow-moving.

Conservation Subdivisions

During the Design Workshop, participants ranked “loss of open space” as the second biggest challenge for the Study Area after traffic congestion.

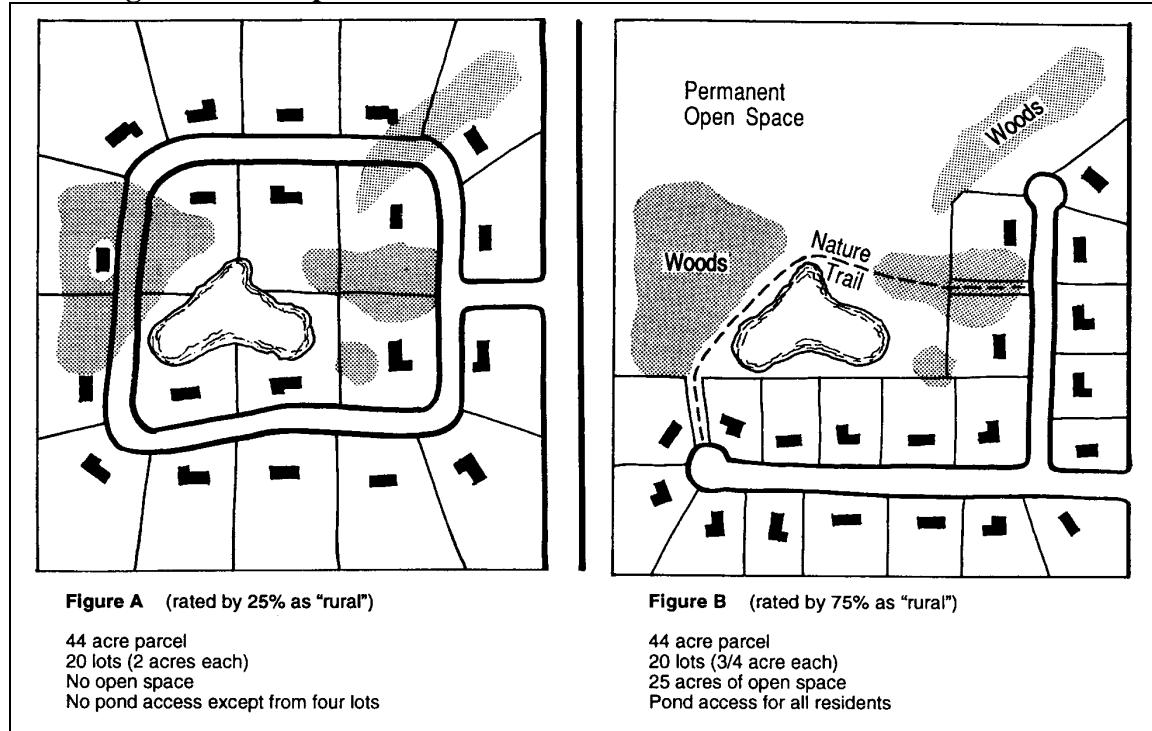
Conservation subdivisions are developments in which a significant portion of the lot is set aside as undivided, permanently protected open space, while houses are clustered on the remainder of the property. They have been described as “golf course communities without the golf course.” **Figure 19**, borrowed from Randall Arendt, compares two designs for a hypothetical 44-acre site.

The left hand site design employs conventional subdivision design, where the entire site is parceled into lots or streets. The right hand design sets aside 25 acres of the site as permanent open space, and clusters the houses onto smaller lots. The conservation subdivision strategy preserves the woods found on the site and affords all residents of the subdivision access to both the woods and the pond via a nature trail.



On the Future Land Use Plan, most of the future residential areas outside of the historic core are classified as conservation subdivisions. Many of these large parcels have creeks running through them classified as part of the future greenway network. Linking the conservation subdivisions together in a proactive way will help set aside future greenway corridors.

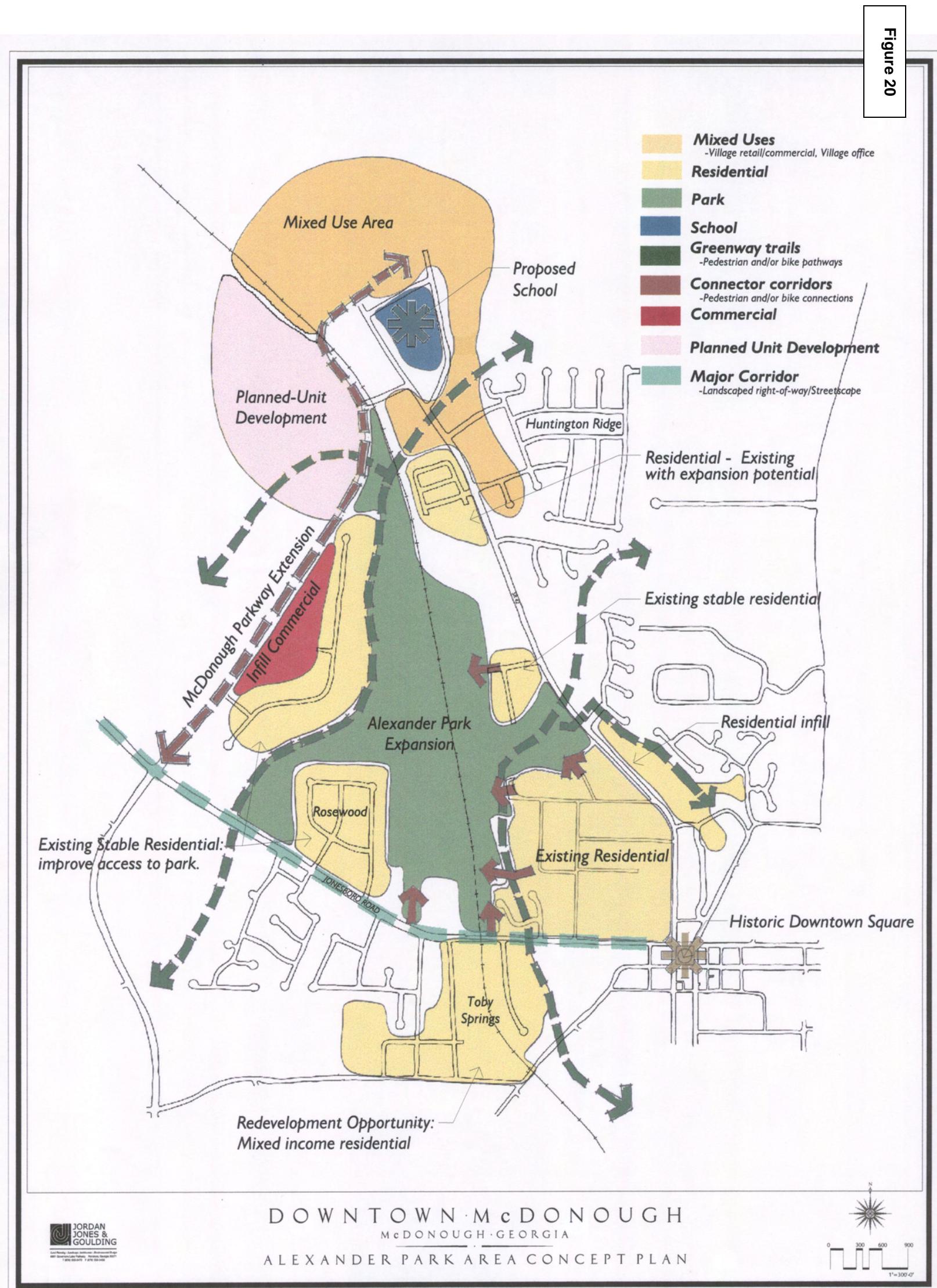
Figure 19: Comparison of Conventional and Conservation Subdivisions



Alexander Park Area

The proposed expansion of Alexander Park will have significant implications for the adjacent land uses. **Figure 20**, the Conceptual Plan for the Alexander Park area, illustrates many of the key changes in land use that could result. Most of the undeveloped land around the park is located at its northern end. Here, at the future intersection of Highway 42 and McDonough Parkway, a new school and Planned Unit Development are under consideration. The remaining land could likely support a mixture of condominiums, retail and restaurants, and apartments. On the western edge of the park lies a large subdivision. Beyond this is an opportunity for infill commercial fronting the McDonough Parkway. The area south of the park has the greatest redevelopment potential. The Toby Springs subdivision and nearby vacant lots will likely see improvements because of their proximity to the expanded park. Many additional changes are recommended in the area between the park and downtown, and are discussed in the **Downtown Master Plan** section above.

Figure 20



Gateways

The Future Land Use Plan identifies five prominent locations for gateways into McDonough's historic core. Four locations are nestled in the triangle of unused GDOT right-of-way where the one way pairs begin and end. The fifth is located at the prominent intersection of Lawrenceville Street and North Cedar Street. The locations are ideal as gateways because of their high visibility, four are already publicly owned, and they roughly frame the historic downtown.

C. Transportation

This section addresses the key pedestrian and bicycle improvements recommended within the Study Area through new greenways, bike facilities, and pedestrian improvements at railroad crossings and around schools. These improvements are identified in **Figures 21** and **22**, the Transportation Improvements Plan and Circulation Improvements Plan. The improvements seek to enhance the transportation network by bridging missing connections and addressing circulation deficiencies. The plan also identifies key intersections where traffic signals are needed. The 5-Year Implementation Strategy and Program which follows compiles each of the specific projects found within this section, including cost and funding sources.

Planned Transportation Improvements

Figure 21 identifies the locations of previously planned transportation improvements. Each of these improvements is critically needed and widely supported during public outreach meetings conducted as part of this planning process. Background on these improvements is discussed in **Figure 10** above.

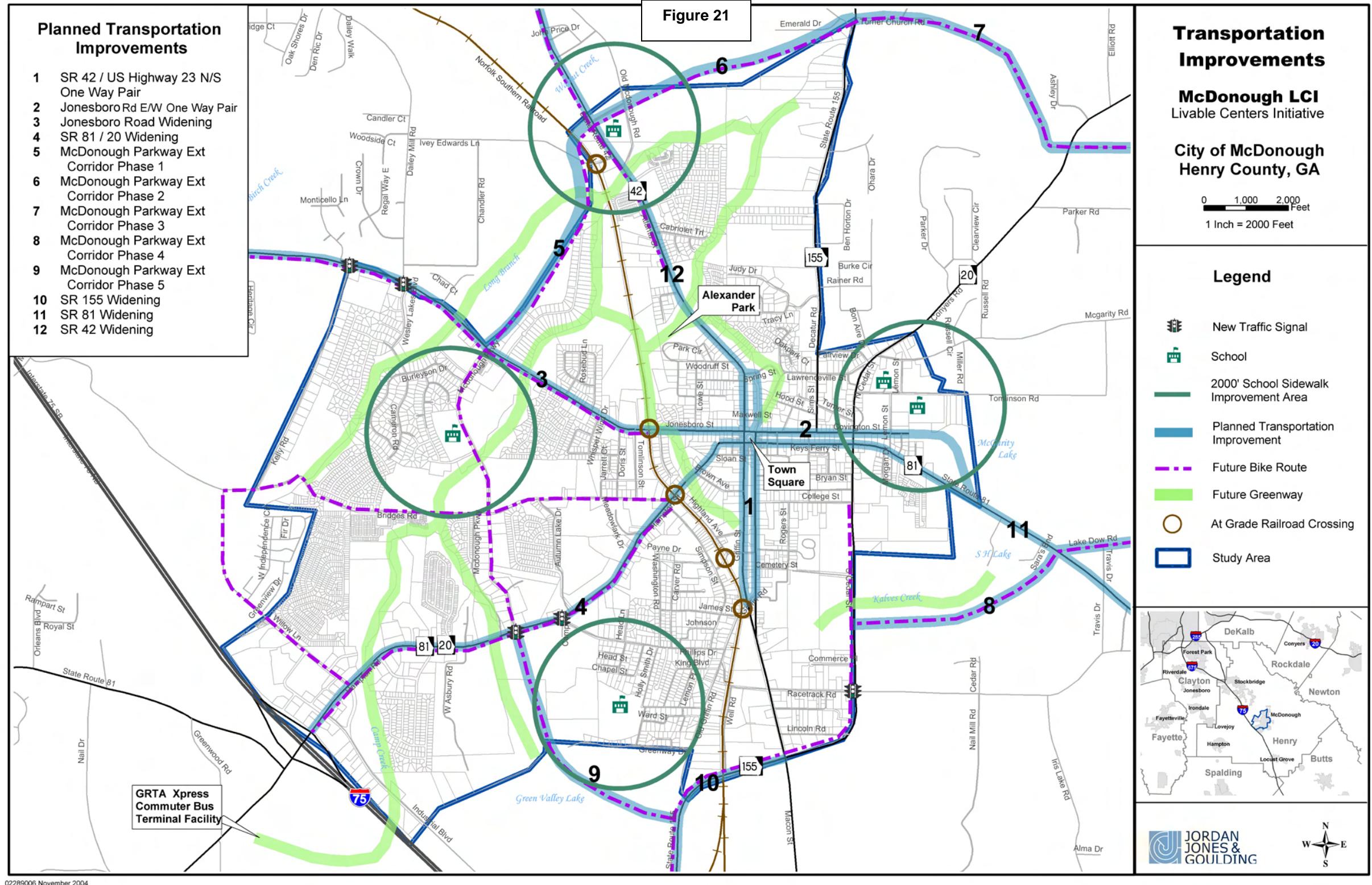
This plan recommends the following investments and policies as part of the planned GDOT improvements:

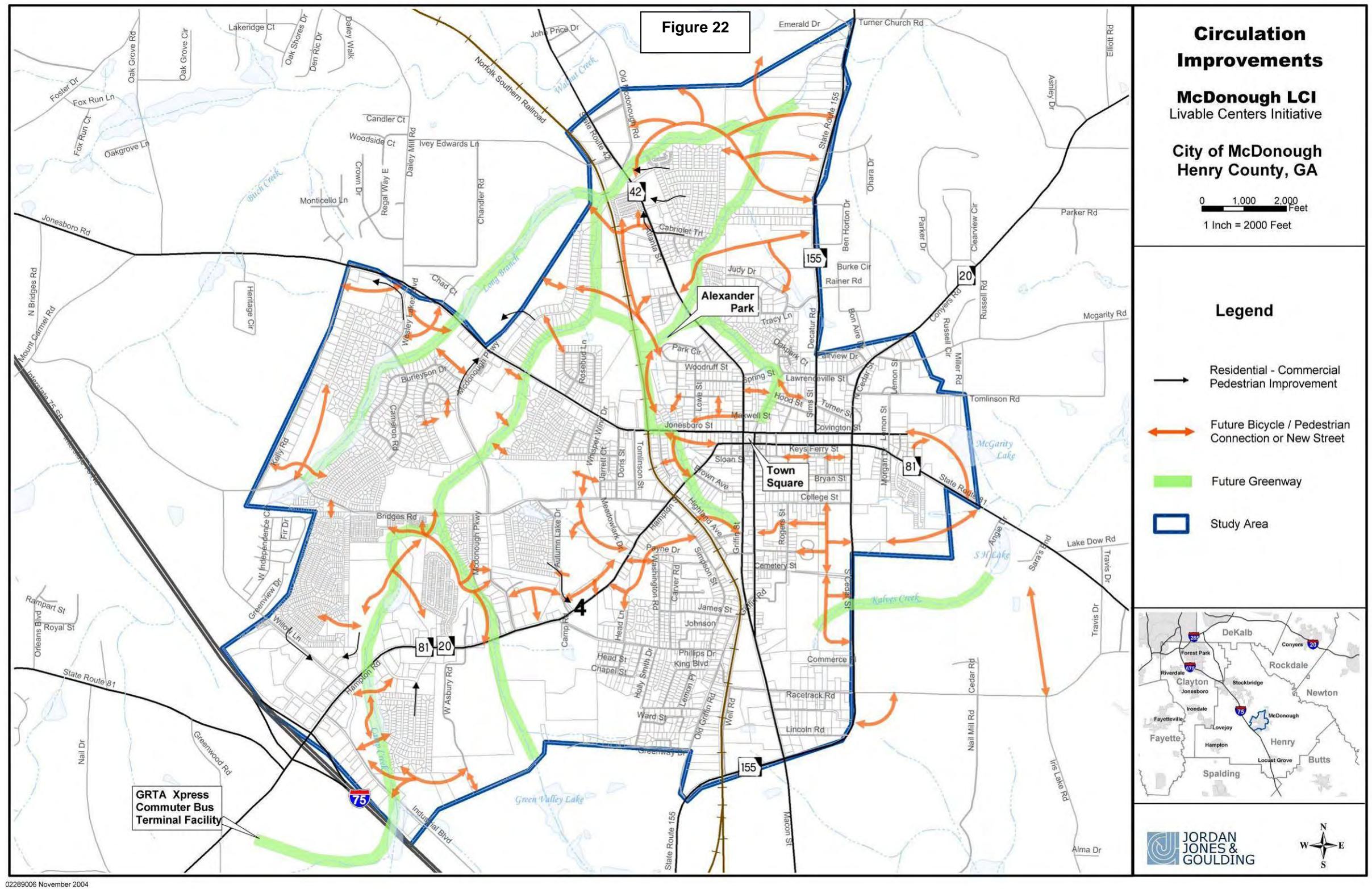
- The widening of Jonesboro Road should include a landscaped median and a multiuse path/streetscape on both sides of the street
- All widening or new highway projects should include a multi-use path/streetscape on at least one side of the street
- Street lighting should be provided at all major intersections, especially where a sidewalk or multi-use path is involved
- All repaving/restriping projects should consider narrowing the vehicle travel lanes in order to accommodate a striped bike lane or a wider shoulder for bicycle traffic

Planned Transportation Improvements

- 1 SR 42 / US Highway 23 N/S One Way Pair
- 2 Jonesboro Rd E/W One Way Pair
- 3 Jonesboro Road Widening
- 4 SR 81 / 20 Widening
- 5 McDonough Parkway Ext Corridor Phase 1
- 6 McDonough Parkway Ext Corridor Phase 2
- 7 McDonough Parkway Ext Corridor Phase 3
- 8 McDonough Parkway Ext Corridor Phase 4
- 9 McDonough Parkway Ext Corridor Phase 5
- 10 SR 155 Widening
- 11 SR 81 Widening
- 12 SR 42 Widening

Figure 21





New Traffic Signals

Participants at the Design Workshop and other public involvement events identified several critical intersections where improvements and traffic signals are needed. The intersections are:

- Jonesboro Road and Kelly Road
- Jonesboro Road and Dailey Mill Road
- Racetrack Road and S. Cedar Street
- Highway 20/81 and Phillips Drive
- Highway 20/81 and McDonough Parkway

Sidewalk Improvements around Schools

The sidewalk network in the immediate downtown area is fairly comprehensive. Unfortunately, there are very few pedestrian facilities outside of downtown. Installing sidewalks throughout the Study Area within the next five years is unrealistic. Therefore, a strategic approach to sidewalk enhancements and improvements is required. The areas around the five Study Area schools (four existing, one planned) are a clear priority. All five have few, if any, existing sidewalks for students who live within walking distance, and many children walk home in the street for lack of facilities. **Figure 21** illustrates the areas within 2,000 feet of each of the schools where sidewalks are most urgent.

Bicycle Routes and Paths

The low-density character of the McDonough Study Area is well-suited to travel by bicycle. Additionally, many residents, especially at the Open House, were supportive of a network for bicycles. To this end, a combination of on-street, off-street, and greenway improvements are recommended.

On-Street Bike Lanes

On street bike lanes are recommended on Willow Lane, Bridges Road, and McDonough Parkway. These streets have fairly low traffic volumes and slow speeds, essential for bicycle safety when riding side-by-side with cars and trucks. These are indicated in **Figure 21**.



Off-Street Bike Paths

Off-street bike paths are located in the same right-of-way as the street, but are separated from the street by a landscaped strip. These are recommended on high-volume, high-speed highways throughout the Study Area illustrated in **Figure 21**. While these paths are less attractive to serious cyclists, they are considered essential for average riders and children. And as the majority of the non-residential destinations within the Study Area are located on high-

volume streets, off-street bike paths were considered by much of the public as a critical link in the network of bicycle facilities.



Greenways

The LCI Plan identifies numerous opportunities for future greenways. These greenways generally follow local streams and creeks, including the natural or landscaped stream buffer and an eight-foot wide multi-use path. Greenways are the third component of the proposed bicycle network, but they also accommodate walkers, joggers, and roller-bladers. In addition to their recreational dimension, greenways help keep streams clean and healthy by keeping the area adjacent to the stream natural. The Transportation Improvements Plan **Figure 21** illustrates the proposed locations of future greenways.

The recommended locations include:

- Along the creek between Big Spring Park and Alexander Park
- Along Camp Creek from the proposed expansion to Alexander Park to GRTA Xpress commuter bus terminal facility
- Along Tributary of Camp Creek from Camp Creek to Henry Parkway. This greenway links the County government and recreation complex
- Along Long Branch stream from Bridges Road to Camp Creek

Pedestrian Improvements at Railroad Crossings

The Norfolk Southern railroad bisects the McDonough LCI Study Area. Within the Study Area there are five at-grade railroad crossings and one highway overpass. Additionally, a new overpass is planned at the intersection of McDonough Parkway and the railroad, just beyond the northern boundary of the Study Area.

Presently, none of the five at-grade rail crossings have any pedestrian accommodation. Three of these are within an easy walk of downtown McDonough and the crossing at Ivey Edwards Lane will likely see a large increase in pedestrians crossing once the Alexander Park expansion is complete. Therefore, pedestrian improvements at all five at-grade railroad crossings are recommended.

Neighborhood Connections (Residential – Commercial Pedestrian Improvements)

Figure 22, the Circulation Improvements map, identifies numerous opportunities to link subdivisions with nearby commercial areas. In each of these cases, the subdivision is within an easy walk of the commercial area, but there are no sidewalks or crosswalks provided. Over the long run, the community should strive to add sidewalks to all streets. In the meantime, these recommended neighborhood connections pick up the most urgently needed links. In each case, less than a half mile of sidewalk infrastructure is required. With these relatively short connections in place, hundreds of households will

have the option to safely walk between their neighborhood and the shops, restaurants and services nearby.

New Bike/Ped Connections and New Streets

The inadequacy of the street and path network is one of the Study Area's greatest challenges. **Figure 22** identifies many additional connection opportunities within the Study Area for either new streets or new bike/ped connections. Throughout the undeveloped acreage within the Study Area, many new street connections are possible. These conceptual new connections provide the template for the City and County to work with developers to connect new subdivisions together to improve the street network and create route choices for new residents. To help make this a reality, the City should adopt an official highway map and a connectivity ordinance (note that contemporary roadway design refers to all roadway types as "highways"). An official highway map would illustrate conceptually the connections that must be made by a developer. The map would simply specify the type of street, and relate that to a typical cross section. The developer could then design the route in such a way as to minimize through-traffic. A connectivity ordinance would set standards for access points to subdivisions, access between subdivisions, and establish minimum block sizes.

Transportation Demand Reduction Measures

Transportation Demand Management, or TDM, is a series of measures promoting alternatives to the single occupant vehicle for reducing traffic congestion and improving air quality by maximizing the use of the existing transportation infrastructure. Traffic congestion is the biggest challenge in the Study Area. Participants at the Design Workshop thought the best way to solve the traffic congestion problem was through more mixed-use, pedestrian-friendly developments. This answer ranked higher than both "build more highways" and "widen existing highways." This LCI plan calls for additional mixed-use developments in downtown McDonough and identifies two areas where new mixed-use districts would be appropriate.

Presently, the Study Area has an excellent jobs housing balance. The Future Land Use Plan for the area and the population and employment projections for the Study Area both indicate the area will continue to have a well-balanced portfolio of land uses and employment types.

To promote alternatives to driving for short recreation, shopping or service trips, a comprehensive network of new streetscape, sidewalk, multi-use paths, and greenways is recommended.

D. Historic Preservation and Urban Design

Downtown Historic Preservation

Residents and stakeholders in McDonough rightly view the downtown area as among their greatest assets. Unique shopping and dining, the graceful town Square, a strong civic presence, and beautiful old homes create the symbolic and geographic heart of the community. Enhancing, preserving, and leveraging downtown McDonough was widely considered a priority.

To promote further progression of historic preservation, the City of McDonough recently nominated its downtown as a National Register Historic District. This important status opens up the district to a wide array of funding opportunities and increases the profile of the district. The status does not, however, provide much protection for the structures downtown. To this end, the City of McDonough has created a Historic Preservation Commission according to the state's enabling legislation. This commission can help protect the unique character of the historic district through review of renovations and modifications of historic resources, as well as ensure compatibility of new construction within the historic district.

Design Guidelines and Standards

The **Design Guidelines (Appendix D)** are intended to aid the development review staff and developers continue to develop and enhance downtown in a historically compatible way. They are included in the Appendix as a stand alone document that can be copied and distributed separately from the rest of this report. The recommended Historic Preservation Commission Enabling Ordinance should be adopted in conjunction with more detailed architectural and design standards, which would have stronger legal standing.

To provide guidance outside of the downtown area, the City should consider preparing additional design guidelines or overlay zoning districts for its important corridors and village activity center nodes outside of downtown. Where there was enough public and developer support to give design guidelines the force of law, overlay zoning districts should be created. Rather than create a new zoning category, an overlay zone is superimposed over the existing zoning and establishes additional regulations, or reduces or extends allowable uses. Overlay zones could allow mixed-use buildings in certain areas, change setback and pedestrian circulation requirements, modify parking ratios, and create aesthetic standards, all aimed at improving mobility and livability in these areas. The **Implementation Program** below includes recommended changes to the zoning and land development regulations.

E. 5-Year Implementation Program

On the following pages are a discussion and tables of local actions and specific projects that should be implemented over the next five years to fulfill the goals and objectives of this plan. The program includes changes in zoning, subdivision regulations and the Comprehensive Plan. It also includes tables listing specific transportation improvements, housing actions and other local actions.

Changes in Zoning

Historic Preservation Commission

The Commission should regulate architectural characteristics such as materials, roof pitch, fenestration, and style, with different standards for residential and nonresidential uses. The ordinance should also address design issues such as setbacks, massing, height and relationship to the street.

Overlay Zoning Districts

Overlay zoning districts are recommended for the following corridors and village activity center nodes within the McDonough LCI Study Area:

- Historic downtown area
- Jonesboro Road corridor
- Highway 20/81 corridor
- Highway 155/Cedar Street corridor
- McDonough Parkway corridor (including future extensions)
- The greater Alexander Park area

The overlay districts should prescribe a streetscape standard for the area, which would require all new developments to install a common, unifying streetscape to assist with the identity formation of the corridors and areas. The standards should be area-specific, adjusting to the unique characteristics of the cultural and natural environments. These standards should include:

- Aesthetic and architectural design standards
- Building form standards
- Streetscape standards
- Pedestrian circulation
- Allowable uses
- Access management
- Parking orientation and standards
- Setbacks

Conservation Subdivision Overlay

The City should adopt a conservation subdivision overlay district covering areas of the Future Land Use Plan recommended for conservation subdivisions. The overlay should be set up such that a residential developer would have the option of choosing to develop according to the standard residential district regulations or to the standards in the overlay.

According to the overlay, the developer could submit a plan, which in exchange for setting aside 25 to 50 percent of the site as permanently protected open space, would receive a density bonus of 5 to 20 percent. The plan should be reviewed by staff against a set of performance criteria to ensure it conforms to certain acceptable standards.

Mixed-Use District

A new mixed-use district should be created to accommodate the growing demand for mixed-use projects. The district should include a modest density incentive to encourage developers to rezone to this district and pursue mixed-use projects. In exchange for the density bonus, developers must meet certain design and public improvement standards such as providing streetscaping, screening for parking areas, and architectural and landscaping standards.

Traditional Neighborhood District

Traditional neighborhood design (TND) was widely supported throughout the public involvement conducted for this plan. They also form a central role in the City's 1998 Comprehensive Plan. There are three choices for adopting TND standards for the community.

- Option 1: Create a separate TND zoning district. This district would be created as a floating zoning district, which could be opted into by residential developers.
- Option 2: Update all of the residential zoning districts to include TND standards.
- Option 3: Create a TND overlay zone covering the area in and around downtown

Each of the three options has its own unique benefits and shortcomings. The first option is the easiest way to change the code, but will affect the least amount of developments because it is an optional rezoning process for any developer. If this route is chosen, a modest density incentive should be included in the district. It should also be subject to a streamlined rezoning process in exchange for involving neighbors of the development in the conceptual design of the TND. The second option is the most challenging to implement, but would affect all new developments within the City. Because of the widespread community support for historically compatible infill, the third option would likely be well received by the public. It would, however, do little to support TND development throughout the remainder of the LCI Study Area.

Changes to the Residential Subdivision Ordinance

The residential subdivision ordinance outlines how land should be subdivided for single family and townhome developments. Several minor modifications to the ordinance would, over the long run, contribute significantly to improving the transportation network within the Study Area. These actions should be undertaken in conjunction with adopting an Official Highway Map and a connectivity ordinance.

Restrictions of access (16.16.050)

- Require at least one access street onto each minor arterial or greater adjacent to the subdivision tract.

Access from a single street (16.16.060)

- Create sliding scale where the minimum number of entrances is dependent on the number of units within a subdivision.
- Establish a minimum separation distance between entrances.
- Require at least one subdivision entrance on each.

Dead end streets (16.16.200)

- Require dead end connector streets into all adjacent, vacant parcels.
- Require new developments to connect into any dead end streets that abut the new development.

Blocks (16.16.360)

- Add the definition of a block to the definition section; ensure block lengths cannot be formed by the intersection of a dead-end street.
- Require 80% of all blocks to be less than 800 feet in length.
- Remove minimum block length.

Changes to the Comprehensive Plan

The 1998 Comprehensive Plan is generally supportive of LCI goals and objectives outlined in this Plan and supported by the public. Generally, the future land use plan should be updated to reflect the recommendations in **Figures 15, 18 and 20**, the Downtown Master Plan, Future Land Use Plan, and Alexander Park Area Concept Plan. The Short Term Work Program should be updated to reflect the action items and improvements identified in the **Implementation Program**. The following changes are also recommended to support the goals of this LCI.

Economic Development Element

- Add jobs-housing balance goal
- Add mixed-use employment goal

Community Facilities and Services Element

- Add a street connectivity goal
- Add a bicycle network goal
- Add a greenways goal

Housing Element

- Add a jobs-housing balance goal
- Add a balanced housing goal

Housing/Commercial Development Strategies

Immediate Goals (1-2 Years)

- Establish housing development strategies for the LCI study area:
 - Maintain a well-balanced housing mix between single-family (60-65%) and multi-family (35-40%) product.
 - Incorporate a variety of housing types, styles, and price points, including affordable and high-end product, toward the goal of creating “lifecycle” housing in the community.
 - Develop a critical mass of housing in the downtown core area, incorporating commercial service space as appropriate.
 - Incorporate historic densities and good design among single-family residential developments, including traditional neighborhood and conservation subdivision concepts.
 - Make a strong commitment to housing development with appropriate land use regulatory policies, assistance with land acquisition, creative financing, tax incentives, and adequate infrastructure.
- Review and streamline entitlement process for development (e.g., zoning, land disturbance permits, building permits, etc.).
- Develop architectural and development guidelines and criteria to guide residential and commercial development, including height, style, construction materials, setbacks, sidewalks, lighting, etc.
- Work with Henry County and the Georgia Department of Community Affairs to develop economic development incentives for downtown McDonough, which may include below-market loans, a revolving loan program, and other similar incentives.
- Prepare and maintain an inventory of vacant and available properties that offer development and/or redevelopment potential.
- Lay the ground work to redevelop two older residential properties in the study area (Rosewood and Toby Springs) – identify property owners, commission appraisal, develop master plan, identify potential developers, etc.
- Identify and court residential builders and developers who develop communities in metro Atlanta with a similar product and price desired in McDonough. Potential developers might include Hedgewood Properties, Peachtree Residential, and Wieland on the higher end, and Beazer Homes, Centex, and KB Homes on the lower end. Local developers, such as Adams and Cameron, should also be courted. Infill developers might include Bauhaus Design, Capstone Partners, and Brockbuilt Homes. Developers courted should be Certified Professional Home Builders
- Identify and court potential retail and commercial developers who have tenant relationships and downtown development experience, such as local developers Pearson and Hudgens.
- Commission a market study to identify specific market potential and developer interest for a mixed-use “new urbanism” project in downtown McDonough that incorporates retail and residential uses, similar to Smyrna Village.

Short-term Goals (3-5 Years)

- Develop central parking deck in downtown McDonough with ground-level retail on site.
- Assemble land for Rosewood and Toby Springs redevelopment in conjunction with a private developer.
- Develop a mixed-use project, similar to Smyrna Village, if feasible.
- Implement an aggressive city-based marketing program to lure high-quality, experienced residential and commercial developers to McDonough.
- Facilitate development of senior housing, particularly independent living and assisted living facilities geared to lower-income seniors.
- Work with McDonough Housing Authority and Henry County Housing Authority, to potentially position them to take a more active role, in conjunction with private developers, in developing affordable rental housing in McDonough as appropriate.
- Introduce a revolving loan program to foster downtown redevelopment and a Historic Tax Credit program.

Long-term Goals (5+ Years)

- Redevelop Rosewood into higher-density, market-rate residential development.
- Redevelop Toby Springs into new market-rate residential development.

Hospitality/Tourism Development Strategies

Immediate Goals (1-2 Years)

- Retain a marketing firm to develop a strategic plan for tourism along the Interstate 75 South corridor, in conjunction with the Henry County Chamber of Commerce and Clayton County Convention and Visitors Bureau.
- Develop partnerships with the Henry County Chamber of Commerce and Clayton County Convention and Visitors Bureau for co-marketing and packaging.
- Lay the groundwork for expanding Alexander Park, incorporating new attractions, including the botanical gardens and environmental science center – master plan site, commission a feasibility study, identify funding sources, etc.
- Lay the groundwork for development and expansion of Big Spring Park, north of the square between Atlanta Street and Lawrenceville Street
- Lay the groundwork for the proposed Community/Arts Center – property identification, organization, feasibility, funding sources, etc.
- Explore partnering relationship with Atlanta Motor Speedway to develop stronger race package program, in conjunction with Henry County Chamber of Commerce.
- Identify and explore interest among affinity groups, corporate sponsors or benefactors who would be interested in investing or supporting tourism development.
- Research and apply for tourism and culture grants.

Short-term Goals (3-5 Years)

- Engage a tourism development specialist to assist with specific branding and promotional issues for McDonough.
- Develop botanical gardens and environmental science center at expansion area of Alexander Park, if feasible.
- Develop Big Spring Park, if feasible.
- Develop Community/Arts Center, if feasible.
- Expand Geranium Festival into Town Green area, offering more activities and an artist market.

Long-term Goals (5+ Years)

- Expand the lodging program to include a full-service hotel, if feasible.
- Commission a feasibility study the viability of a large event facility such as a civic center or conference center, as market conditions warrant.
- Consider the feasibility of a trolley to connect the various attractions in downtown McDonough and to increase traffic to local businesses.
- Develop a second strong annual festival that can be used to establish McDonough as the place to go more than once each year.
- Develop packages to promote extended visits to McDonough.
- Develop retail based on current visitor patterns and future projections to establish a cohesive retail outreach both for the community and visitors.

Five-Year Transportation Plan

On the following pages are lists of transportation projects and local actions that should be taken over the next five years to implement this plan. Please note that these conceptual quantity estimates have been made carefully, but JJG assumes no liability for omissions or errors. The estimates are only an aid to clarification of units and a check for the client to compare with their own estimates.

The Downtown Master Plan (**Figure 15**), Transportation Improvements Plan (**Figure 21**), and Circulation Improvements Plan (**Figure 22**) illustrate the locations of many of the projects listed below.

Figure 23: Transportation Projects

Description	Type of Improvement	Engineering Year	Engineering Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
STREETSCAPES									
Streetscape – Roadside and median enhancements along Jonesboro Road from Norfolk Southern railroad tracks to Kelly Road	Streetscape	NA	NA	2005	\$889,500	NA	City	LCI, City, County, Private, &or other	20% of construction, PE, ROW and overruns
Streetscape – Atlanta Street from Town Square to Alexander Park	Streetscape	2006	\$195,520	2007	\$1,504,000	\$1,699,520	City	LCI, City, County, Private, &or other	20% of construction, PE, ROW and overruns
Streetscape – Hwy 42 north from Town Square to end of one way pairs	Streetscape	2006	\$109,330	2007	\$841,000	\$950,330	City	LCI, City, County, Private, &or other	20% of construction, PE, ROW and overruns
Streetscape – East-west one way pairs including Jonesboro Road, a new street, Covington Street and Keys Ferry Street	Streetscape	2006	\$993,720	2007	\$7,644,000	\$8,637,720	City	LCI, City, County, Private, &or other	20% of construction, PE, ROW and overruns
SIDEWALKS									
Sidewalks, School Area – Henry County Middle School Area: Holly Smith Drive, Greenway Park Drive, Ward Street, George W Lemon Drive, and Old Griffin Road from Greenway Park Drive to Phillips Drive	Pedestrian	2005	\$39,390	2006	\$303,000	\$342,390	City	SPLOST	
Sidewalks, School Area – Wesley Lakes Elementary School Area: McDonough Parkway from Burleyson Drive to Bridges Road, Downing Drive, and Burleyson Drive	Pedestrian	2005	\$26,000	2006	\$200,000	\$226,000	City	SPLOST	

Description	Type of Improvement	Engineering Year	Engineering Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
Sidewalks, School Area – Henry County High/ McDonough Elementary School Area: Tomlinson Road from Miller Road to N Cedar Street, Lemon Street, Frank John Ward Boulevard from Henry Street to N Cedar Street, Henry Street, Miller Road, and McGarity Road from Lawrenceville Street to Russell Road	Pedestrian	2005	\$42,120	2006	\$324,000	\$366,120	City	SPLOST	
Sidewalks, Neighborhood Connections – Preston Creek Drive, Shoppes Lane, Regency Park Drive, Regency Plaza Boulevard, River Trace Court, Wesley Lakes Blvd, Autumn Lake Drive, Huntington Road, and Cabriolet Trail	Pedestrian	2006	\$27,014	2007	\$207,800	\$234,814	City	SPLOST, City, County, Private, &or other	
Sidewalks - Hood Street and Turner Street	Pedestrian	2007	\$9,880	2008	\$76,000	\$85,880	City	City	
MULTI-PURPOSE PATHS and GREENWAYS									
Multi-Purpose Path - Jonesboro Road from Norfolk Southern railroad tracks to Kelly Road	Pedestrian	2005	\$756,000	2006	\$2,520,000	\$3,276,000	City	LCI, City, County, Private, &or other	20% of construction, PE, ROW and overruns
Multi-Purpose Path – McDonough Parkway from Hampton Street to Jonesboro Road	Pedestrian	2006	\$314,700	2007	\$1,049,000	\$1,363,700	City	LCI, City, County, Private, &or other	20% of construction, PE, ROW and overruns
Multi-Purpose Path – Hwy 20/81 from Norfolk Southern railroad tracks to Old Industrial Boulevard	Pedestrian	2007	\$459,000	2008	\$1,530,000	\$1,989,000	City	LCI, City, County, Private, &or other	20% of construction, PE, ROW and overruns

Description	Type of Improvement	Engineering Year	Engineering Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
Multi-Purpose Path – S Cedar Street/Hwy 155 from College Street to proposed section of McDonough Pkwy	Pedestrian	2008	\$459,000	2009	\$1,530,000	\$1,989,000	City	LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
Multi-Purpose Path – Hwy 42 from Alexander Park to John Price Drive	Pedestrian	2010	\$332,100	2011	\$1,107,000	\$1,439,100	City	LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
Multi-Purpose Path – Hwy 81 from Henry Street to Heritage Park	Pedestrian	2010	\$150,300	2011	\$501,000	\$651,300	City	LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
Multi-Purpose Path – on all proposed sections of the McDonough Parkway north from Jonesboro Road, around the City to Hwy 20/81	Pedestrian	Long Range	\$1,604,100	Long Range	\$5,347,000	\$6,951,100	City	LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
Bike Lanes and Lighting – Bridges Road from Hwy 20/81 to Willow Lane and Willow Lane	Bicycle	2007	\$966,000	2008	\$3,220,000	\$4,186,000	City	LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
Greenway – Along creek between Big Spring Park and Alexander Park	Pedestrian	2005	\$153,000	2006	\$510,000	\$663,000	City	SPLOST, City, County, Private, &\or other	
Greenway – Along Camp Creek from the proposed expansion to Alexander Park to GRTA Xpress commuter bus terminal facility	Pedestrian	2006	\$762,000	2007	\$2,540,000	\$3,302,000	City	SPLOST, City, County, Private, &\or other	
Greenway – Along Tributary of Camp Creek from Camp Creek to Henry Parkway	Pedestrian	2007	\$267,000	2008	\$890,000	\$1,157,000	City	SPLOST, City, County, Private, &\or other	
Greenway – Along Long Branch from Bridges Road to Camp Creek	Pedestrian	2008	\$456,000	2009	\$1,520,000	\$1,976,000	City	SPLOST, City, County, Private, &\or other	

Description	Type of Improvement	Engineering Year	Engineering Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
PARKING									
Prepare a Downtown Parking Master Plan	Parking	2005	-	-	-	\$50,000	City	City	SPLOST, City, County, Private, &\or other
Parking Deck – Behind Courthouse – Estimate 400 spaces	Parking	2005	-	2006	-	-	City	SPLOST, City, County, Private, &\or other	SPLOST, City, County, Private, &\or other
Parking Deck – Behind Juvenile Court - 700 spaces	Parking	2005	\$1,440,000	2006	\$9,600,000	\$11,040,000	City	SPLOST, City, County, Private, &\or other	SPLOST, City, County, Private, &\or other
Parking Deck – Ice St/ Hazelhurst St – Estimate 240 spaces	Parking	2008	\$585,000	2009	\$3,900,000	\$4,485,000	City	SPLOST, City, County, Private, &\or other	SPLOST, City, County, Private, &\or other
PEDESTRIAN CROSSINGS									
Railroad Crossing – Pedestrian provisions at the Jonesboro Road crossing of the Norfolk Southern railroad	Pedestrian	2007	\$650	2008	\$5,000	\$5,650	City	GDOT, LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
Railroad Crossing – Pedestrian provisions at the Hampton Street crossing of the Norfolk Southern railroad	Pedestrian	2007	\$650	2008	\$5,000	\$5,650	GDOT	GDOT, LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
Railroad Crossing – Pedestrian provisions at the Lyman Stringer Blvd crossing of the Norfolk Southern railroad	Pedestrian	2007	\$650	2008	\$5,000	\$5,650	GDOT	GDOT, LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
Railroad Crossing – Pedestrian provisions at the Old Griffin Road crossing of the Norfolk Southern railroad	Pedestrian	2007	\$650	2008	\$5,000	\$5,650	GDOT	GDOT, LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns

Description	Type of Improvement	Engineering Year	Engineering Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
Railroad Crossing – Pedestrian provisions at the Ivey Edwards Lane crossing of the Norfolk Southern railroad	Pedestrian	2007	\$650	2008	\$5,000	\$5,650	GDOT	GDOT, LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
GATEWAYS									
Gateways and Wayfinding - Installation of a wayfinding system to help guide visitors and five gateways demarcating historic McDonough	Pedestrian	2006	\$33,000	2007	\$220,000	\$253,000	City	LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
NEW STREETS									
New Street - New connections associated with the construction of the east-west one-way pair and the relocation to the entrance of Toby Springs subdivision (does not include new streets funded by GDOT)	Street Network	2006	\$78,975	2007	\$526,500	\$605,475	City	LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
New Street - Create a new street through the present-day Sheriff Magistrate property connecting to Lowe Street and Brannan Street	Street Network	2007	\$111,150	2008	\$741,000	\$852,150	City	LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
New Street - Extend Copeland Street past Lawrenceville Street to Highway 42 northbound	Street Network	2008	\$66,300	2009	\$442,000	\$508,300	City	LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
New Street - Connect Copeland Street between Lawrenceville Street and Decatur Road (Highway 155)	Street Network	2008	\$25,350	2009	\$169,000	\$194,350	City	LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns

Description	Type of Improvement	Engineering Year	Engineering Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
New Street - Extend Marian Way to connect with Adams Street	Street Network	2008	\$25,350	2009	\$169,000	\$194,350	City	LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
New Street - Create a new street to connect Copeland Street to the intersection of Lawrenceville Street and Veterans Drive	Street Network	2010	\$37,050	2011	\$247,000	\$284,050	City	LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
New Street - Create a new street connecting Hampton Street (Highway 20/81) with Griffin Street between Sloan Street and Brown Avenue adjacent to the existing recreation area	Street Network	2010	\$84,825	2011	\$565,500	\$650,325	City	LCI, City, County, Private, &\or other	20% of construction, PE, ROW and overruns
<hr/>									
Totals			\$10,612,424		\$50,858,300	\$60,631,224			

Note: This table does not include projects presently in the Regional Transportation Plan, Transportation Improvements Plan, or improvements planned by Henry County Transportation Department.

Figure 24: Housing Projects / Initiatives

Description/Action	Cost	Year	Responsible Party	Funding Source
Adopt conservation subdivision overlay district	\$25,000	2005	City	City
Adopt traditional neighborhood development district	\$45,000	2005	City	City
Adopt mixed use district	\$20,000	2005	City	City

Figure 25: Other Local Initiatives

Description/Action	Cost	Year	Responsible Party	Funding Source
Update Comprehensive Plan to reflect LCI recommendations	NA	2005	City	City
Acquire additional parcels for Alexander Park expansion	NA	2005		
Overlay District - Historic downtown area	\$45,000	2005	City	City
Overlay District - The greater Alexander Park area	\$25,000	2005	City	City
Overlay District - Jonesboro Road corridor	\$25,000	2005	City	City
Prepare Needs Assessment, Feasibility Study for Alexander Park improvements	\$20,000	2006		
Prepare Master Plan for Alexander Park	\$40,000	2006		
Convert Clay Plaza into a community arts center	TBD	2006	City	City
Overlay District - Highway 20/81 corridor	\$25,000	2006	City	City
Overlay District - Highway 155/Cedar Street corridor	\$25,000	2006	City	City
Overlay District - McDonough Parkway corridor (including future extensions)	\$25,000	2006	City	City
Adopt Official Highway Map and Connectivity Ordinance	\$25,000	2006	City	City
Update Tree Ordinance	\$18,000	2006	City	City
Redevelop Big Spring Park as a green surrounded by infill housing	TBD	2006-2007	City/County	City/County
Solicit bids for development around Big Spring Park	NA	2007	City	City
Initiate Phase I (as determined by Master Plan) of Alexander Park improvements	TBD	2007		

Appendix A

McDONOUGH LCI PUBLIC MEETING QUESTIONNAIRE – JUNE 22, 2004

Name: _____

Company/Organization: _____

1. Personal/Business Information:
 - A. Do you own property in the McDonough LCI study area? _____
 - B. What is your business zip code? _____
 - C. What is your residence zip code? _____
2. What is your interest in the McDonough LCI? _____

3. What are the biggest strengths of the McDonough LCI area?
 - A. _____
 - B. _____
 - C. _____
4. What are the biggest challenges of the McDonough LCI area?
 - A. _____
 - B. _____
 - C. _____
5. What is your vision for the McDonough LCI area? _____

6. What do you think will be the engine (or catalyst) to drive this vision? _____

7. On which roads do you experience the most traffic congestion? _____

8. Where would you like to see new sidewalks and/or bikeways? _____

9. What local shops and restaurants do you frequent on a monthly basis? _____

10. What shops and restaurants would you like to see in the area? _____

11. What other suggestions do you have for improving the McDonough LCI area? _____

Thanks for participating!

Response Information (17 Total Respondents)

Number of Residents of McDonough - 8

Number of Business Owners/Employees in McDonough - 2

Both Resident & Business/Employment in McDonough – 7

Interest in McDonough

- **Residency (11 responses)**
- **Place of Employment (4 responses)**
- **Improvements will help their existing business (4 responses)**
- Desire to open business (2 responses)
- Long time family ties (2 responses)
- Civic Improvement (2 response)
- Work, Shop, Play in one area (1 response)

Strengths of McDonough LCI

- **Sense of Community/Friendliness (10 responses)**
- **Small town atmosphere/ambiance (8 responses)**
- **Historic aspects of city (6 responses)**
- **Square/Downtown area (3 responses)**
- **Green space, trees, nature (2 responses)**
- Opportunity to become a great town (1 response)

Challenges of McDonough LCI

- **Traffic, transportation (16 responses)**
- **Parking (10 responses)**
- **Accessibility (3 responses)**
- **Need for alternative transportation/walking & bike paths (2 responses)**
- **High density development (2 responses)**
- **Expansion area for business and housing (2 responses)**
- **Improve building exteriors, “hodge-podge look” (2 responses)**
- Bypass for non-residents (1 response)
- Loss of Green space (1 response)
- “Thriving downtown business (1 response)
- Community acceptance (1 response)
- Infrastructure, public services (1 response)
- Railroad tracks (1 response)
- Courthouse being on the Square (1 response)
- Getting things done by the city (1 response)
- Knocking down old buildings to make way for county offices (1 response)

Visions for the McDonough LCI area

- **Variety of businesses on Square, unique shopping and nice restaurants (5 responses)**
- **Divert traffic from residential areas to maintain small-town feel (3 responses)**
- **Make it a ‘place’ for people to stop and see (2 responses)**
- **Connected areas via landscaped parkways, sidewalks (2 responses)**
- **Growth of community, schools, housing for all (low, median, upscale) (2 responses)**
- **Green Space, Parks, recreational opportunities (2 responses)**
- **Historic Look (1 response)**
- **A comfortable place where to take family and friends (1 response)**
- **Like Madison or Savannah – where I can say “I live there and I love it” (1 response)**
- **No more houses (1 response)**

Engine or catalyst to drive this vision

- **Theme restaurant – e.g., Southern menu or family-style (6 responses)**
- **Restaurant that serves liquor/white table cloth dining (5 responses)**
- **Bypass to control traffic (5 responses)**
- **Move government offices off of the square (3 responses)**
- **Access (2 responses)**
- **Citizen input (2 responses)**
- **Clean, inviting unique; keep country charm (2 responses)**
- **Fix traffic (1 response)**
- **Develop parking (1 response)**
- **Meld growth with small-town feel (1 response)**
- **The Square (1 response)**
- **The proposed park (1 response)**
- **Downtown business development (1 response)**
- **Community leaders with help from ARC (1 response)**
- **Mercer University (1 response)**

What roads are the most congested?

- **Jonesboro Road (8 responses)**
- **The Square (5 responses)**
- **Racetrack Rd. & 155 (3 responses)**
- **Highway 42 (3 responses)**
- **Highway 20/81 (3 responses)**
- **Griffin St. (2 responses)**
- **Macon bypass (2 responses)**
- **Highway 155/81 (1 response)**
- **Highway 155/20 (1 response)**
- **Racetrack Rd. (1 response)**
- **Highway 23 (1 response)**
-

Racetrack Rd. & Cedar St. (1 response)

- Hampton St. (1 response)
- Train tracks (1 response)
- All of them (1 response)

Where would you like to see new sidewalks and/or bikeways?

- **To the Library (3 responses)**
- **From the Square past the post office to City Square Subdivision (2 responses)**
- From Neighborhoods to Schools (1 response)
- Sloan Street to the Square (1 response)
- Side Streets (1 response)
- Highway 42's surrounding side streets (1 response)
- Downtown to park area via wide well lit, marked designated pathways (1 response)
- Highway 81 to Heritage Park (1 response)
- To parks, senior center, and swimming pool (1 response)
- New Park area (1 response)
- Route 81 (1 response)
- South Cedar (1 response)
- Macon (1 response)
- Where people and children live (1 response)
- As many places as possible (1 response)

What local shops/restaurants do you frequent on a monthly basis?

- **Bistro 41 (8 responses)**
- **PJ's Ironworks (5 responses)**
- **PJ's Café (4 responses)**
- **Secret Garden (3 responses)**
- **Uncle Sam's (3 responses)**
- **Plum Tree (2 responses)**
- **Antique Stores (2 responses)**
- Emily's Attic (1 response)
- Country Mouse (1 response)
- Gritz (1 response)
- Truman's (1 response)
- Nutmegs (1 response)
- For You Only (1 response)
- Geranium House (1 response)
- Up the Creek (1 response)
- Valin's Restaurant (1 response)
- Chick Nalelite (1 response)
- Pawn Shop (1 response)
- Pharmacy (1 response)
- Old fashioned ice cream shop (1 response)
- Small Shops and restaurants (1 response)
- Shopping Center at Jonesboro Rd. (1 response)
- All of them eventually (1 response)
- None (1 response)
- Can't get to the shops on the Square (1 response)

What shops/restaurants do you want to see in the area?

- **Fine/Elegant Dining, Gourmet Restaurants - upscale, unique (6 responses)**
- **Clothing Shops – upscale, unique (5 responses)**
- **Theatre (2 responses)**
- Upscale Shops (1 response)
- Homemade doughnut shop (1 response)
- Cafes (1 response)
- Fudge Shop (1 response)
- Health Food Restaurants (1 response)
- Small chain stores (1 response)
- No chain stores (1 response)
- Upscale Shops (1 response)
- Shops with old town feel (1 response)
- Adequate (1 response)
- I am willing to drive to maintain Country atmosphere (1 response)

Other Suggestions (1 response each)

- Identify Points of interest and create 'point to point' pathways for tourism
- Theatre
- Mall
- In-town housing
- Streetscapes
- Keep land available for industrial development rather than zone it for housing
- Businesses in town should be open more
- Horse & Buggy rides to do tours of older homes.
- Get people to lose negative thoughts of McDonough
- Parks and facilities surrounding that area where they will be located
- Attractive designated parking areas in downtown
- Create distinct business and play spaces that are well connected
- Pedestrian friendly mobility, trolley or town car
- General improvements to improve lives of the community
- Put infrastructure in place before planning (police, water, sewage)
- Let's not talk anymore, let's do something

DESIGN WORKSHOP COMMUNITY PREFERENCE SURVEY

AUGUST 20, 2004

Keypad Voting Results

During the design workshop, discussed in the Public Outreach section above, included three keypad voting sessions. The first was part of the introduction to the design workshop. The second was the community preference survey, where respondents voted on how appropriate the development seen in photographs was to the Study Area. The third and final voting session asked participants to assess policy ideas or development recommendations.

Results from the Study Overview Presentation

Question	Choice #	Correct Answer #	All Participants			
1 Your Interest in McDonough...						
1	Live here	6	46.2%			
2	Work here	0	0.0%			
3	Live and work here	6	46.2%			
4	Am a developer or in real estate	0	0.0%			
5	Work for the government	1	7.7%			
6	Not Sure	0	0.0%			
N		13				
All Participants						
2 The Best Thing About McDonough...						
1	Affordability	0	0.0%			
2	Historic Town Center	4	30.8%			
3	Sense of Community	0	0.0%			
4	Small Town Feel	9	69.2%			
5	Not sure about that either	0	0.0%			
N		13				
All Participants						
3 McDonough's Biggest Challenge...						
1	Downtown parking	2	16.7%			
2	Lack of safe places to walk or bike	0	0.0%			
3	Loss of greenspace	1	8.3%			
4	Hodge-podge look in commercial areas	2	16.7%			
5	Traffic congestion	7	58.3%			
N		12				
All Participants						

Question	Choice #	Correct Answer	All Participants	
4 McDonough's 2nd Biggest Challenge...				
1	Air Quality	0	0.0%	
2	Downtown parking	3	23.1%	
3	Lack of safe places to walk or bike	0	0.0%	
4	Loss of greenspace	7	53.8%	
5	Hodge-podge look in commercial areas	3	23.1%	
N		13		
All Participants				
5 Downtown McDonough Really Needs...				
1	More after-hours activities like festivals and movies	3	21.4%	
2	More loft housing and mixed-use developments	4	28.6%	
3	More shops, cafes, and outdoor dining	4	28.6%	
4	A new theme restaurant	0	0.0%	
5	Safer sidewalks and crosswalks	3	21.4%	
N		14		
All Participants				
6 What is the best way to solve the traffic problem in McDonough?				
1	Bring more jobs to Henry County	1	7.1%	
2	Build more highways	4	28.6%	
3	Introduce transit	1	7.1%	
4	More mixed-use, pedestrian-friendly developments	5	35.7%	
5	Stop growing	1	7.1%	
6	Widen existing highways	2	14.3%	
N		14		
All Participants				
7 To Solve Downtown's Parking Problem, We Need to...				
1	Better Utilize Existing Parking	5	35.7%	
2	Build More Parking	2	14.3%	
3	Construct a Parking Deck	7	50.0%	
N		14		
All Participants				

Question	Choice #	Correct Answer	All Participants	

8

McDonough Really Needs...

1	A unified look and feel to shopping areas	1	7.7%
2	Better ways to walk from homes to stores	3	23.1%
3	More sidewalks, street trees, benches and flowers	3	23.1%
4	Parks and trails within walking distance of houses	6	46.2%
N 13			All Participants

9

New Residential Developments Should...

1	Be Affordable	1	7.1%
2	Be within Walking Distance of Schools or Jobs	2	14.3%
3	Include Neighborhood Shops and Restaurants	2	14.3%
4	Include Parks or Open Space	7	50.0%
5	Use Traditional Architecture	2	14.3%
N 14			All Participants

Results from the “Bringing it All Together” Presentation at the end of the Workshop

Question	Choice #	Correct Answer	All Participants	
				All Participants
				How important is this action for McDonough?
				Improve Sloan Street
				Timeframe: 3-5 years
1				
				1 High Priority 6 60.0%
				2 Moderate Priority 2 20.0%
				3 Low Priority 2 20.0%
				N 10
				All Participants
				How important is this action for McDonough?
				Extend Hood Street
				Timeframe: 3-5 years
2				
				1 High Priority 7 70.0%
				2 Moderate Priority 2 20.0%
				3 Low Priority 1 10.0%
				N 10
				All Participants
				How important is this action for McDonough?
				Extend Sloan Street (east to Cedar)
				Timeframe: 3-5 years
3				
				1 High Priority
				2 Moderate Priority
				3 Low Priority
				N
				All Participants
				How important is this action for McDonough?
				Improve Cleveland Street
				Timeframe: 3-5 years
4				
				1 High Priority 5 71.4%
				2 Moderate Priority 2 28.6%
				3 Low Priority 0 0.0%
				N 7
				All Participants

Question #	Choice #	Correct Answer	All Participants			
5 Which of the Following Downtown Traffic Improvements Should be First?						
1	Sloan Street Improvement	3	37.5%			
2	Sloan Street Extension	0	0.0%			
3	Hood Street Extension	2	25.0%			
4	Improve Cleveland Street	3	37.5%			
5	Other	0	0.0%			
		N 8				
6 How important is this action for McDonough? Construct parking deck behind courthouse for additional downtown parking						
Timeframe: 3-5 years						
1	High Priority	10	100.0%			
2	Moderate Priority	0	0.0%			
3	Low Priority	0	0.0%			
		N 10				
7 How important is this action for McDonough? Construct parking deck behind new Judicial Center for additional downtown parking						
Timeframe: 3-5 years						
1	High Priority	7	70.0%			
2	Moderate Priority	2	20.0%			
3	Low Priority	1	10.0%			
		N 10				
8 How important is this action for McDonough? Establish a Parking Management Plan						
Timeframe: 1-2 years						
1	High Priority	9	90.0%			
2	Moderate Priority	0	0.0%			
3	Low Priority	1	10.0%			
		N 10				
All Participants						

Question #	Choice #	Correct Answer	All Participants			
How important is this action for McDonough? On-street parking on improved side streets Timeframe: 3-5 years						
9						
	1	High Priority	6	60.0%		
	2	Moderate Priority	0	0.0%		
	3	Low Priority	4	40.0%		
			N 10			
All Participants						
10 Which of the Following Downtown Parking Improvements Should be First?						
		Parking deck in conjunction with Justice Center	1	10.0%		
	1	Parking deck behind the courthouse	6	60.0%		
	2	On-street parking on improved side streets	0	0.0%		
	3	Parking Management Plan	2	20.0%		
		Enhanced pedestrian connection to parking facility	1	10.0%		
	5	Other	0	0.0%		
			N 10			
All Participants						
How important is this action for McDonough? Complete the planned bypass around McDonough Timeframe: 10+ years						
11						
	1	High Priority	9	100.0%		
	2	Moderate Priority	0	0.0%		
	3	Low Priority	0	0.0%		
			N 9			
All Participants						
How important is this action for McDonough? Install a Light at Hwy 155 and Racetrack Rd Timeframe: 1-2 years						
12						
	1	High Priority	9	90.0%		
	2	Moderate Priority	1	10.0%		
	3	Low Priority	0	0.0%		
			N 10			
All Participants						

Question #	Choice #	Correct Answer	All Participants			
How important is this action for McDonough?						
Create a truck route that avoids the square						
Timeframe: 6+ years						
13						
	1	High Priority	10	100.0%		
	2	Moderate Priority	0	0.0%		
	3	Low Priority	0	0.0%		
	N 10					
All Participants						
How important is this action for McDonough?						
Create a streamside greenway and trail connecting Alexander Park, Wesley Lake Elem, & County Park Complex						
Timeframe: 3-5 years						
14						
	1	High Priority	2	20.0%		
	2	Moderate Priority	5	50.0%		
	3	Low Priority	3	30.0%		
	N 10					
All Participants						
How important is this action for McDonough?						
Create a streamside greenway and trail connecting the Square, Big Spring Park, & Alexander Park						
Timeframe: 3-5 years						
15						
	1	High Priority	7	70.0%		
	2	Moderate Priority	3	30.0%		
	3	Low Priority	0	0.0%		
	N 10					
All Participants						
How important is this action for McDonough?						
Improve sidewalk connections between Subdivisions and nearby schools						
Timeframe: 3-5						
16						
	1	High Priority	6	60.0%		
	2	Moderate Priority	3	30.0%		
	3	Low Priority	1	10.0%		
	N 10					
All Participants						

Question #	Choice #	Correct Answer	All Participants			
How important is this action for McDonough?						
Promote conservation subdivisions						
Timeframe: 1-2 years						
17						
	1	High Priority	10	100.0%		
	2	Moderate Priority	0	0.0%		
	3	Low Priority	0	0.0%		
	N 10					
All Participants						
How important is this action for McDonough?						
Promote traditional neighborhood developments						
Timeframe: 1-2 years						
18						
	1	High Priority	9	90.0%		
	2	Moderate Priority	1	10.0%		
	3	Low Priority	0	0.0%		
	N 10					
All Participants						
How important is this action for McDonough?						
Promote pedestrian-friendly, mixed-use village activity centers						
Timeframe: 1-2 years						
19						
	1	High Priority	8	80.0%		
	2	Moderate Priority	2	20.0%		
	3	Low Priority	0	0.0%		
	N 10					
All Participants						
What type of innovative development would you most like to see in McDonough?						
20						
	1	Conservation subdivision	2	20.0%		
	2	Traditional neighborhood developments	2	20.0%		
	3	Pedestrian-friendly, mixed-use villages	6	60.0%		
	N 10					
All Participants						

Question #	Choice #	Correct Answer	All Participants			
How important is this action for McDonough?						
Adopt new development regulations which encourage innovative developments						
Timeframe: 1-2 years						
21						
	1	High Priority	9	90.0%		
	2	Moderate Priority	1	10.0%		
	3	Low Priority	0	0.0%		
			N	10		
All Participants						
How important is this action for McDonough?						
Improve sidewalks and pedestrian connectivity downtown						
Timeframe: 3-5 years						
22						
	1	High Priority	9	90.0%		
	2	Moderate Priority	1	10.0%		
	3	Low Priority	0	0.0%		
			N	10		
All Participants						
How important is this action for McDonough?						
Redevelopment of Toby Springs/Bridges Road						
23						
	1	High Priority	7	77.8%		
	2	Moderate Priority	1	11.1%		
	3	Low Priority	1	11.1%		
			N	9		
All Participants						
How important is this action for McDonough?						
Redevelopment of Entire Railroad Corridor						
24						
	1	High Priority	5	50.0%		
	2	Moderate Priority	4	40.0%		
	3	Low Priority	1	10.0%		
			N	10		
All Participants						

Question #	Choice #	Correct Answer	All Participants			
How important is this action for McDonough? Attract new mixed-use and loft Developments to downtown						
25						
1	High Priority	7	70.0%			
2	Moderate Priority	3	30.0%			
3	Low Priority	0	0.0%			
		N 10				
All Participants						
How important is this action for McDonough? Move “in-town” industrial uses out of town						
26						
1	High Priority	8	80.0%			
2	Moderate Priority	2	20.0%			
3	Low Priority	0	0.0%			
		N 10				
All Participants						
Which of the downtown development opportunities should be the highest priority?						
27						
1	Toby Springs/Bridges Road area	4	40.0%			
2	Entire Railroad corridor	1	10.0%			
3	Mixed-use/lofts	4	40.0%			
4	Move “in-town” industrial out of town	1	10.0%			
5	Other	0	0.0%			
		N 10				
All Participants						
How important is this action for McDonough? Create a new Town Green between the Square and Alexander Park surrounded by Retail and residences Timeframe: 2-3 years						
28						
1	High Priority	5	50.0%			
2	Moderate Priority	3	30.0%			
3	Low Priority	2	20.0%			
		N 10				
All Participants						

Question #	Choice #	Correct Answer	All Participants			
How important is this action for McDonough?						
Attract a Bed and Breakfast Inn to downtown						
Timeframe: 1-3 years						
29						
	1	High Priority	5	50.0%		
	2	Moderate Priority	3	30.0%		
	3	Low Priority	2	20.0%		
			N 10			
All Participants						
How important is this action for McDonough?						
Attract restaurant with cinema downtown						
Timeframe: 3-5 years						
30						
	1	High Priority	4	44.4%		
	2	Moderate Priority	3	33.3%		
	3	Low Priority	2	22.2%		
			N 9			
All Participants						
How important is this action for McDonough?						
Attract an Arts Center/Theater downtown						
Timeframe: 3-5 years						
31						
	1	High Priority	7	70.0%		
	2	Moderate Priority	3	30.0%		
	3	Low Priority	0	0.0%		
			N 10			
All Participants						
How important is this action for McDonough?						
Redevelop Harkins-Gin area into an Arts And Entertainment District						
32						
	1	High Priority	3	30.0%		
	2	Moderate Priority	3	30.0%		
	3	Low Priority	4	40.0%		
			N 10			
All Participants						

Question #	Choice #	Correct Answer	All Participants	
Which tourism related attraction makes the most sense to you?				
33	1	Arts/Cultural Center	1	10.0%
	2	Restaurant with cinema	1	10.0%
	3	Outdoor Science Center	1	10.0%
	4	Botanical Gardens	7	70.0%
	N 10		All Participants	
What type of land use would be best around the proposed new park?				
34	1	Upscale Apartments or Condominiums	0	0.0%
	2	Single Family Homes	3	30.0%
	Mixed-Use developments with Lofts and			
	3	Retail	6	60.0%
	4	Shops, Restaurants, and Museums	1	10.0%
	N 10		All Participants	
How important is this action for McDonough? Create safe, comfortable connections Between the park and the square Timeframe: 3-5 years				
35	1	High Priority	8	80.0%
	2	Moderate Priority	2	20.0%
	3	Low Priority	0	0.0%
	N 10		All Participants	
How important is this action for McDonough? Adopt design guidelines for new developments downtown Timeframe: 1-2 years				
36	1	High Priority	8	80.0%
	2	Moderate Priority	1	10.0%
	3	Low Priority	1	10.0%
	N 10		All Participants	

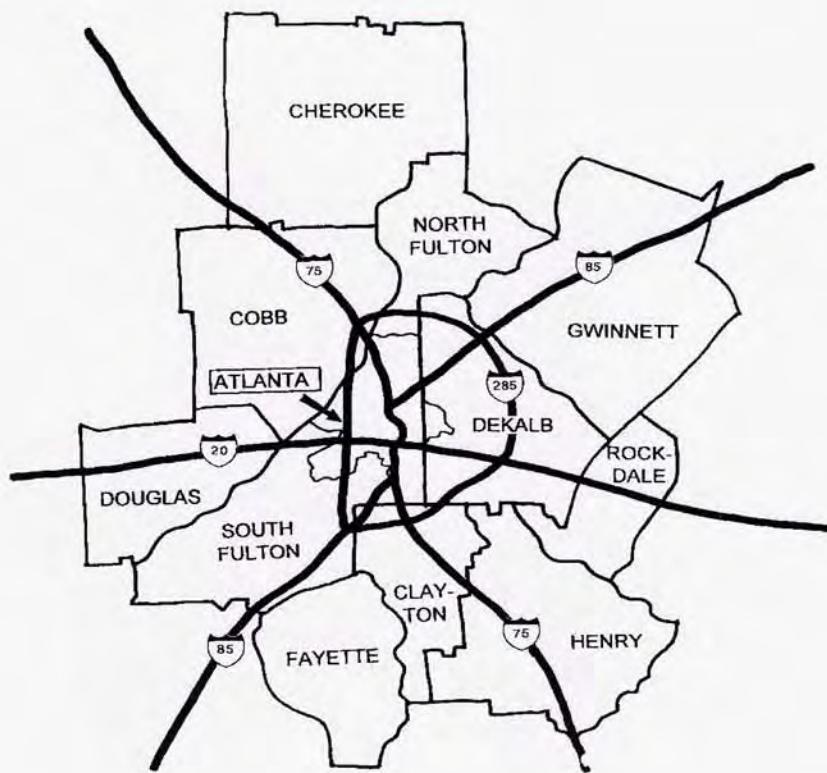
Question	Choice #	Correct Answer	All Participants			
How important is this action for McDonough?						
Adopt design guidelines for developments						
Outside of downtown						
Timeframe: 1-2 years						
37						
1	High Priority		7	70.0%		
2	Moderate Priority		1	10.0%		
3	Low Priority		2	20.0%		
		N	10			

Appendix B

Real Estate Market Information

Henry County Overview

Population and Employment Trends
Employment by Industry



ATLANTA REGIONAL TRENDS

POPULATION AND EMPLOYMENT

1990 - 2030

County	POPULATION					EMPLOYMENT					EMP./POP. RATIO		
	1990	2000	2030	1990-2000	2000-2030	1990	2000	2030	1990-2000	2000-2030	1990	2000	2030
Cherokee	91,000	141,903	362,414	4.5%	3.2%	16,000	35,750	108,993	8.4%	3.8%	17.6%	25.2%	30.1%
Clayton	184,100	236,517	298,794	2.5%	0.8%	106,600	135,900	183,352	2.5%	1.0%	57.9%	57.5%	61.4%
Cobb	453,400	607,751	754,488	3.0%	0.7%	200,300	313,800	495,666	4.6%	1.5%	44.2%	51.6%	65.7%
DeKalb	553,800	665,865	826,199	1.9%	0.7%	318,300	346,900	434,740	0.9%	0.8%	57.5%	52.1%	52.6%
Douglas	71,700	92,174	227,399	2.5%	3.1%	19,800	33,650	71,408	5.4%	2.5%	27.6%	36.5%	31.4%
Fayette	62,800	91,263	187,127	3.8%	2.4%	16,300	35,100	92,196	8.0%	3.3%	26.0%	38.5%	49.3%
Fulton	670,800	816,006	1,136,850	2.0%	1.1%	560,600	730,900	1,025,721	2.7%	1.1%	83.6%	89.6%	90.2%
Gwinnett	356,500	588,448	987,019	5.1%	1.7%	152,000	292,000	521,569	6.7%	2.0%	42.6%	49.6%	52.8%
Henry	59,200	119,341	370,530	7.3%	3.8%	13,600	32,900	107,563	9.2%	4.0%	23.0%	27.6%	29.0%
Rockdale	54,500	70,111	160,878	2.6%	2.8%	22,500	34,600	65,071	4.4%	2.1%	41.3%	49.4%	40.4%
ATLANTA	2,557,800	3,429,379	5,311,698	3.0%	1.5%	1,426,000	1,991,500	3,106,279	3.4%	1.5%	55.8%	58.1%	58.5%

Source: Atlanta Regional Commission

EMPLOYMENT BY INDUSTRY
HENRY COUNTY
2001 - 2003

Industry	% of Total			Annual Percent Change		
	2001	2002	2003	2001- 2002	2002- 2003	2001- 2003
Manufacturing	3,767	3,399	3,302	11.4%	9.6%	8.5%
Natural Resources & Mining	115	0	139	0.3%	0.0%	0.4%
Construction	2,634	2,607	2,859	8.0%	7.4%	7.4%
Transportation & Utilities	997	1,220	1,665	3.0%	3.4%	4.3%
Wholesale Trade	868	907	949	2.6%	2.6%	2.5%
Retail Trade	5,759	6,169	6,475	17.4%	17.4%	16.7%
Information	865	949	860	2.6%	2.7%	2.2%
Finance & Insurance	834	972	1,044	2.5%	2.7%	2.7%
Professional & Business Services	3,548	4,106	4,393	10.7%	11.6%	11.4%
Educational & Health Services	2,979	3,282	3,367	9.0%	9.3%	8.7%
Leisure & Hospitality Services	3,903	4,443	5,689	11.8%	12.5%	14.7%
Other Services	1,035	1,064	1,228	3.1%	3.0%	3.2%
Government	<u>5,732</u>	<u>6,343</u>	<u>6,728</u>	<u>17.4%</u>	<u>17.9%</u>	<u>17.4%</u>
Total	33,036	35,461	38,698	100.0%	100.0%	100.0%
Annual Employment Change	—	2,425	3,237	—	—	—

Note: Figures may not add due to rounding.

Sources: Georgia Department of Labor and Ackerman & Co.

Real Estate Market Information

Demographic and Housing Trends

Demographic Profile

Housing Profile

Population and Household Trends

DEMOGRAPHIC PROFILE - McDONOUGH LCI

	Study Area*	City of McDonough*	Henry County
Population Trends			
1990 (Census)	4,482	4,809	58,741
2000 (Census)	9,743	8,493	119,341
2004 (Estimate)	13,283	11,162	153,675
2009 (Projected)	17,644	14,463	196,094
Annual % Change			
1990-2004	8.1%	6.2%	7.1%
2004-2009	5.8%	5.3%	5.0%
Household Trends			
1990 (Census)	1,488	1,590	20,012
2000 (Census)	3,445	3,069	41,373
2004 (Estimate)	4,751	4,105	53,476
2009 (Projected)	6,346	5,378	68,524
Annual % Change			
1990-2004	8.6%	7.0%	7.3%
2004-2009	6.0%	5.6%	5.1%
Population Profile (2004)			
Median Age	30.1	31.1	32.7
% Under 18	27.6%	25.7%	28.4%
% 65+	8.4%	10.8%	7.5%
Minority Population	50.7%	53.1%	29.8%
Hispanic	5.9%	5.5%	3.2%
Non-Hispanic Black	38.2%	41.2%	21.3%
Asian	1.6%	2.0%	2.3%
Other Races	5.0%	4.4%	3.0%
Married Population (Aged 15+)	55.3%	54.3%	66.8%
High School Graduates (Aged 25+)	77.3%	78.7%	84.6%
College Graduates (Aged 25+)	23.5%	27.9%	26.5%
Housing/Household Profile (2004)			
Average Household Size	2.71	2.60	2.86
% Family Households	71.2%	67.8%	80.0%
% Single-Person Households	22.7%	25.5%	15.6%
% Households with Children	40.5%	36.3%	42.8%
Housing Units (Occupied)			
% Owner-Occupied	63.7%	56.3%	85.2%
% Renter-Occupied	36.3%	43.7%	14.8%
Median Owner-Occ. House Value	\$124,622	\$136,347	\$147,425
Income Profile (2004)			
Average Household Income	\$56,418	\$55,048	\$74,757
Per Capita Income	\$20,593	\$20,749	\$26,113
Household Income			
Less than \$15,000	11.5%	11.3%	5.9%
\$15,000-24,999	8.3%	9.1%	5.7%
\$25,000-34,999	13.4%	12.6%	8.9%
\$35,000-49,999	19.9%	20.3%	14.8%
\$50,000-74,999	24.3%	24.1%	25.1%
\$75,000-99,999	13.1%	13.4%	18.7%
\$100,000+	9.5%	9.1%	21.0%
Employment Profile (2004)			
Class of Worker (Aged 16+)			
For-Profit Private	75.5%	72.6%	75.2%
Non-Profit Private	3.8%	3.8%	4.0%
Government	14.9%	17.8%	15.5%
Self-Employed	5.7%	5.7%	5.0%
% Drive-Alone to Work	79.8%	80.9%	83.1%
Avg. Travel Time to Work (Minutes)	32.91	32.91	35.43

* Projection figures for the City of McDonough (and the study area) are likely undercounted, based on the current level of development.

Sources: Claritas and Ackerman/JJG (June 2004)

HOUSING PROFILE (2004) - McDONOUGH LCI

	LCI STUDY AREA		MCDONOUGH		HENRY COUNTY	
	Total	% of Total	Total	% of Total	Total	% of Total
Housing Units by Units in Structure						
1 Unit Attached	90	1.8%	66	1.5%	637	1.1%
1 Unit Detached	2,866	56.9%	2,642	61.2%	46,372	83.1%
2 Units	154	3.1%	171	4.0%	658	1.2%
3-19 Units	1,187	23.6%	1,121	26.0%	3,137	5.6%
20-49 Units	73	1.4%	97	2.2%	730	1.3%
50+ Units	169	3.4%	191	4.4%	398	0.7%
Mobile Homes	496	9.9%	30	0.7%	3,847	6.9%
Boat, RV, Van, etc.	0	0.0%	0	0.0%	10	0.0%
	5,035	100.0%	4,318	100.0%	55,789	100.0%
Housing Units by Year Structure Built						
1999 to Present	1,793	35.6%	1,549	35.9%	17,167	30.8%
1995-1998	1,264	25.1%	1,075	24.9%	11,426	20.5%
1990-1994	605	12.0%	318	7.4%	9,069	16.3%
1980-1989	428	8.5%	280	6.5%	8,867	15.9%
1970-1979	270	5.4%	283	6.6%	4,659	8.4%
1960-1969	222	4.4%	243	5.6%	2,003	3.6%
1950-1959	195	3.9%	265	6.1%	1,193	2.1%
1940-1949	97	1.9%	122	2.8%	421	0.8%
1939 or Earlier	161	3.2%	183	4.2%	984	1.8%
	5,035	100.0%	4,318	100.0%	55,789	100.0%
Median Year Structure Built	1997	---	1997	---	1995	---
Occupied Housing Units	4,752		4,105		53,476	
Owner-Occupied	3,027	63.7%	2,310	56.3%	45,542	85.2%
Renter-Occupied	1,725	36.3%	1,795	43.7%	7,934	14.8%
Value of Owner-Occupied Housing						
Less than \$20,000	41	1.4%	20	0.9%	687	1.5%
\$20,000-39,999	188	6.2%	59	2.6%	853	1.9%
\$40,000-59,999	258	8.5%	130	5.6%	1,333	2.9%
\$60,000-79,999	207	6.8%	121	5.2%	1,333	2.9%
\$80,000-99,999	234	7.7%	116	5.0%	2,792	6.1%
\$100,000-149,999	1,188	39.3%	975	42.2%	16,629	36.5%
\$150,000-199,999	586	19.4%	478	20.7%	11,887	26.1%
\$200,000-299,999	249	8.2%	320	13.9%	7,153	15.7%
\$300,000-399,999	39	1.3%	43	1.9%	1,676	3.7%
\$400,000-499,999	14	0.5%	10	0.4%	642	1.4%
\$500,000+	22	0.7%	38	1.6%	557	1.2%
	3,026	100.0%	2,310	100.0%	45,542	100.0%
Median House Value	\$124,622	---	\$136,347	---	\$147,425	---

Sources: Claritas and Ackerman/JJG (June 2004)

POPULATION AND HOUSEHOLD TRENDS McDONOUGH LCI STUDY AREA

POPULATION AND HOUSEHOLD TRENDS - 2000-2009

	<u>2000</u>	<u>2004</u>	<u>2009</u>	<u>2009 % of Total</u>	<u>Annual % Change</u>	
					<u>2000-2004</u>	<u>2004-2009</u>
Population	9,743	13,283	17,644	27.0%	8.1%	5.8%
Age Under 18	2,778	3,661	4,767	—	7.1%	5.4%
Age 65 and Over	899	1,115	1,525	8.6%	5.5%	6.5%
Median Age	30.51	30.13	30.65	—	-0.3%	0.3%
Non-Hisp. White Population	6,091	7,006	7,295	41.3%	3.6%	0.8%
Non-Hisp. Black Population	3,044	5,057	8,186	46.4%	13.5%	10.1%
Hispanic Population	371	780	1,413	8.0%	20.4%	12.6%
Other Minority Population	237	440	750	4.3%	16.7%	11.3%
Households	3,445	4,751	6,346	—	8.4%	6.0%
Householder Under 25 Years	250	386	508	8.0%	11.5%	5.6%
Householder 25-34 Years	923	1,337	1,700	26.8%	9.7%	4.9%
Householder 35-44 Years	836	1,093	1,380	21.7%	6.9%	4.8%
Householder 45-54 Years	576	794	1,122	17.7%	8.4%	7.2%
Householder 55-64 Years	368	515	778	12.3%	8.8%	8.6%
Householder 65+ Years	493	627	858	13.5%	6.2%	6.5%
Household Income						
Less than \$25,000	810	940	1,040	16.4%	3.8%	2.0%
\$25,000-34,999	517	636	632	10.0%	5.3%	-0.1%
\$35,000-49,999	716	944	1,247	19.7%	7.2%	5.7%
\$50,000-74,999	883	1,156	1,467	23.1%	7.0%	4.9%
\$75,000-99,999	297	623	964	15.2%	20.3%	9.1%
\$100,000-149,999	147	323	750	11.8%	21.8%	18.4%
\$150,000+	69	129	245	3.9%	16.9%	13.7%
Average Household Income	\$48,930	\$56,418	\$65,133	—	3.6%	2.9%

NEW HOUSEHOLDS ADDED BY AGE OF HOUSEHOLDER AND INCOME (2004-2009)

<u>Income</u>	<u>Age 15-24</u>	<u>Age 25-34</u>	<u>Age 35-44</u>	<u>Age 45-54</u>	<u>Age 55-64</u>	<u>Age 65-74</u>	<u>Age 75+</u>	<u>Total</u>
Less than \$15,000	4	5	3	12	27	13	23	87
\$15,000-24,000	(9)	(2)	(4)	(9)	11	6	23	16
\$25,000-34,999	11	(65)	4	(11)	0	30	28	(3)
\$35,000-49,999	32	96	18	79	43	12	22	302
\$50,000-74,999	16	44	81	73	92	(2)	9	313
\$75,000-99,999	35	170	46	28	32	27	4	342
\$100,000-124,999	16	85	71	81	22	15	6	296
\$125,000-149,999	10	9	41	33	22	15	3	133
\$150,000-199,999	0	12	9	21	5	2	1	60
\$200,000 or More	0	8	19	23	7	0	0	57
	124	363	288	330	261	118	119	1,603

Sources: Claritas and Ackerman/JJG (July 2004)

Real Estate Market Information

Residential Market

Housing Market Overview
Active "For Sale" Residential Projects
Apartment Projects
Senior Housing Market Profile

HOUSING MARKET OVERVIEW - McDONOUGH/HENRY COUNTY

RESIDENTIAL PERMITS

Year	Single-Family	TH/Condo.	Apart-ment	Total Henry County	City of McDONOUGH
1990	1,085	18	180	1,283	---
1991	1,153	8	128	1,289	---
1992	1,580	7	100	1,687	---
1993	1,903	5	364	2,272	---
1994	1,780	8	0	1,788	---
1995	2,002	2	24	2,028	---
1996	2,580	11	85	2,676	---
1997	2,467	10	0	2,477	---
1998	2,761	3	484	3,248	175
1999	2,701	8	478	3,187	200
2000	3,288	71	19	3,378	225
2001	3,257	74	260	3,591	250
2002	3,515	96	642	4,253	500
2003	3,189	74	244	3,507	745
Total	30,072	321	2,764	33,157	1,350
Annual Avg.	2,148	23	197	2,368	225

RESIDENTIAL SALES

ZipCode	4/2001-3/2002	4/2002-3/2003	4/2003-3/2004
Number of Total House Sales			
30228-HAM	108	199	313
30248-LG	295	295	406
30252-McD	894	921	689
30253-McD	817	867	958
30281-STB	592	752	661
	2,706	3,034	3,027
Median New House Price			
30228-HAM	\$131,000	\$138,500	\$139,900
30248-LG	\$116,900	\$130,900	\$134,950
30252-McD	\$142,400	\$147,900	\$152,900
30253-McD	\$149,600	\$156,600	\$165,600
30281-STB	\$158,250	\$160,350	\$164,000

SUMMARY OF ACTIVE "FOR SALE" HOUSING

	No. of Projects		
	McDonough Area	Henry County	McDonough % of Total
Single-Family Homes			
Under \$100,000	1	1	100.0%
\$100,000-149,999	5	68	7.4%
\$150,000-199,999	4	35	11.4%
\$200,000-299,999	4	32	12.5%
\$300,000+	0	7	0.0%
Townhouses			
Under \$100,000	1	1	100.0%
\$100,000-149,999	2	3	66.7%
	17	147	11.6%

NEWER APARTMENT PROJECTS - McDONOUGH

Project	No. of Units	Avg. Size (SF)	Avg. Mo. Rent	Occ. Rate
Amberchase	352	1,126	\$798	96.9%
Oxford Creek (UC)	232	958	\$811	16.4%
Preston Creek*	334	1,100	\$850	93.7%
Walden Run	240	933	\$802	95.8%
Waterford Landing	260	1,119	\$846	93.1%
Woodlawn Park (UC)	240	1,109	\$789	0.0%
Total	1,658	1,066	\$817	70.2%

APARTMENT MARKET TRENDS

Period	Total Market Performance	
	Avg. Rent Per SF	Occ. Rate
Dec. 2000	\$0.68	96.6%
Dec. 2001	\$0.69	91.6%
Dec. 2002	\$0.71	90.0%
Dec. 2003	\$0.71	90.1%

Class A Market Performance

Period	Class A Market Performance	
	Avg. Rent Per SF	Occ. Rate
Dec. 2000	\$0.70	95.5%
Dec. 2001	\$0.70	90.3%
Dec. 2002	\$0.72	88.5%
Dec. 2003	\$0.74	90.7%

Apartment Starts

Year	Apartment Starts	
	Total Units	% of Metro Atl.
1999	1,182	8.8%
2000	0	0.0%
2001	624	5.6%
2002	338	5.3%
2003	741	11.0%

* Average size and monthly rents for Preston Creek are estimates.

Sources: Greater Atl. Homebuilders Assn., Communities Magazine, Smart Numbers, Dale Henson Assoc., Databank and Ackerman/JJG (7/04).

ACTIVE "FOR SALE" RESIDENTIAL PROJECTS McDONOUGH MARKET AREA

No.	Project/Developer	Location	Date Sales Began	Units Planned	Units Sold	Price Range	Amenities
TOWNHOUSES							
1	Fox Chase GT Communities	Huntington Drive	Oct-03	49	20	\$100,000+	None
2	Green Valley Villages Edson Homes	Highway 155	Jul-03	153	46	\$94,000-110,000	Playground, Pool
3	Rose Court Place Starcraft Homes	Bridges Road	Mar-03	47	38	\$100,000+	Courtyard
4	Towne Village John Christian Homes	Racetrack Road	May-03	160	32	\$110,000-120,000+	Lawn Maint.
SINGLE-FAMILY SUBDIVISIONS (Less than \$200,000)							
1	Bridgewater Crossing Clifftwood Homes	Bridges Road	Apr-03	118	61	\$94,000+	Swim, Cabana
2	Bristol Park HomeLife Communities	Highway 155	Jul-03	260	125	\$140,000+	Swim
3	Calloway Village/City Square Tim Jones Communities	Cedar Street	Jun-99	500	207	\$100,000+	Swim, Tennis, Playground
4	Clearwater Point Manor Homes	McGarity Road	Jan-04	115	14	\$140,000+	Swim, Tennis
5	The Fairways/Cotton Fields Ronnie Ward Homes	Henry Parkway	Dec-03	51	10	\$160,000-200,000	Backs to Golf Course
6	Georgetown Bob Adams Homes	Keys Ferry Road	Jan-02	61	28	\$150,000+	Lawn Maintenance
7	Mountain Brook Village DR Horton	Turner Church Rd.	2004	150	30	\$180,000+	Swim, Tennis, Walking Trails
8	North Valley Edson Homes	Highway 23/42	Jun-04	85	0	\$129,000-159,000	Clubhouse, Swim, Playground, Lawn Maintenance
9	Overlook Scenic Homes	Bridges Road	Jul-00	216	0	\$120,000-140,000	None
SINGLE-FAMILY SUBDIVISIONS (More than \$200,000)							
1	Brush Arbor Steve Goodsell	Highway 155	2000	102	63	\$250,000-400,000	Village Green
2	English Oaks Beck Properties	Highway 155	Jan-02	46	36	\$250,000-500,000	Swim, Lake
3	King Forest Estates Sunflower Properties	King Mill Road	Jul-00	61	60	\$250,000-300,000	None
4	Lake Iris Herman Homes	Iris Lake Road	Jun-04	195	2	\$259,000-400,000	Lake, Swim, Tennis, Clubhouse

Source: Ackerman & Co. (July 2004)

2,369 772

APARTMENT PROJECTS - McDONOUGH LCI AREA

No.	Project/Location/Owner	Class of Project	Year Open	No. of Units	Vacant Units	Occupancy Rate	Unit Breakdown	Floor Plan	Unit Size (SF)	Market Rent	Monthly Rent/SF
1	AmberChase 1775 McDonough Parkway Shoptaw & Gerrard	A	1999	352	11	96.9%	80 232 40	1 BR 2 BR 3 BR	800-900 1117-1253 1332	\$695-750 \$750-840 \$965	\$0.83-0.87 \$0.67 \$0.72
2	Bridgemill 101 Saddlecreek Drive Strand Properties	B	1990	108	16	85.2%	26 64 18	1 BR 2 BR 3 BR	908 1152 1390	\$700-730 \$800-830 \$900-930	\$0.77-1.00 \$0.69-0.72 \$0.65-0.67
3	Brookshire 375 Willow Lane Seals Associates	B	1990	46	0	100.0%	16 30	1 BR 2 BR	715 870-962	\$320-480 \$365-562	\$0.30-0.45 \$0.42-0.58
4	Oxford Creek 575 McDonough Parkway Oxford Properties	A	6/2004- 2005 (UC)	232	194	16.4%	116 116	1 BR 2 BR	768-864 1049-1152	\$35-770 \$320-920	\$0.89-0.96 \$0.78-0.80
5	Preston Creek 100 Preston Creek Drive Land South/ER Management	A	2003	334	21	93.7%	N/A N/A N/A	1 BR 2 BR 3 BR	767-1217 1062-1233 1296-1467	\$730-920 \$830-945 \$985-1100	\$0.76-0.95 \$0.77-0.78 \$0.74-0.76
6	Sable Chase* 100 Sable Chase Davis Construction	B	1995	224	27	87.9%	48 104 72	1 BR 2 BR 3 BR	671 957-968 1160	\$460-540 \$530-630 \$590-700	\$0.69-0.80 \$0.55-0.65 \$0.51-0.60
7	Walden Run 100 Walden Run Parkway Mid-America Apt. Comm.	A	1997	240	10	95.8%	64 144 32	1 BR 2 BR 3 BR	685 965 1286	\$705-725 \$805-825 \$909-919	\$1.02-1.06 \$0.83-0.85 \$0.71
8	Waterford Landing 1900 Waterford Landing Anderson, Evans, Davis, et al	A	1998	260	18	93.1%	74 146 40	1 BR 2 BR 3 BR	828-871 1131-1201 1415-1479	\$735 \$855-865 \$999	0.84-0.89 0.72-0.76 0.68-0.71
9	Woodlawn Park* 150 Postmaster Drive Unicorp (Park Management)	A	7/2004 (UC)	240	240	0.0%	48 144 48	1 BR 2 BR 3 BR	874 1041-1149 1388	\$700 \$775-800 \$880	\$0.80 \$0.70-74 \$0.63
TOTAL				2036	537	73.6%					

* These two projects received tax credit financing and offer low/moderate income units, as well as market-rate units. The quoted rents are market rates.

Note: Two additional projects are under construction: Crossing at McDonough by Bradford Realty (252 units) and Carrington Green by Davis Properties (264 units).

Source: Databank, Inc. and Ackerman/JG (July 2004)

SENIOR HOUSING MARKET PROFILE McDONOUGH LCI & HENRY COUNTY

PERSONAL CARE HOMES**

Facility	Beds
Benton House - Stockbridge	64
Dogwood Forest	81
Drafton*	3
Ernest's Holistic Care	2
Garrison Home	47
Henry County ITR*	6
Magnolia Place	3
Mt. Carmel PCH	50
Personally Yours	5
Primelife	2
Stockbridge Pers. Care Home	6
Walnut Creek Manor*	17
	286

NEW 65+ HOUSEHOLDS BY INCOME

2004 - 2009*

Income	Age 65-75	Age 75+
Less than \$15,000	13	23
\$15,000-24,999	6	23
\$25,000-34,999	30	28
\$35,000-49,999	12	22
\$50,000-74,999	(2)	9
\$75,000-99,999	27	4
\$100,000+	32	10
Total	118	119

WILLOW BEND*

Location:	Kelly Road at Amber Gate
Developer:	Cameron Development
Type of Project:	Senior independent living (55+)
Date Open:	2001
Housing Units:	60 Units (52 Sold)
Unit Size Range (SF):	1,300-2,300
Unit Price Range:	\$135,000-200,000

PINNACLE POINT*

Location:	Decatur Road/Highway 155 N
Developer:	Hudgens Communities
Type of Project:	Senior independent living (55+)
Date Open:	Fall 2004
Housing Units:	133 Units (3 Under Contract)
Unit Size Range (SF):	1,450-2,100
Unit Price Range:	\$157,000-230,000

NURSING HOMES**

Facility	Licensed Beds	Occ. Rate	Avg. Daily Spending/ Resident
Laurel Park	89	N/A	N/A
Starcrest/Cornerstone*	210	78.0%	\$91.22

SENIOR POPULATION TRENDS - McDONOUGH LCI & HENRY COUNTY

Age Cohort	2000	2004 Est.	2009 Proj.	2000- 2004	2004- 2009	McDonough LCI/County (2004)	McDonough LCI/County (2009)
55-64	598	832	1,266	11.6%	8.8%	6.7%	7.1%
65-74	435	546	743	7.9%	6.4%	8.0%	7.9%
75-84	313	397	539	8.2%	6.3%	10.8%	10.3%
85+	152	173	243	4.4%	7.0%	16.3%	13.5%
LCI Area - 65+	900	1,116	1,525	7.4%	6.4%		
% of Total Pop.	9.2%	8.4%	8.6%	---	---	9.7%	9.3%
Henry County - 65+	8,824	11,554	16,452	9.4%	7.3%		
% of Total Pop.	10.2%	9.7%	9.3%	---	---		

* These facilities/information are for the McDonough LCI study area.

** These facilities are located in Henry County.

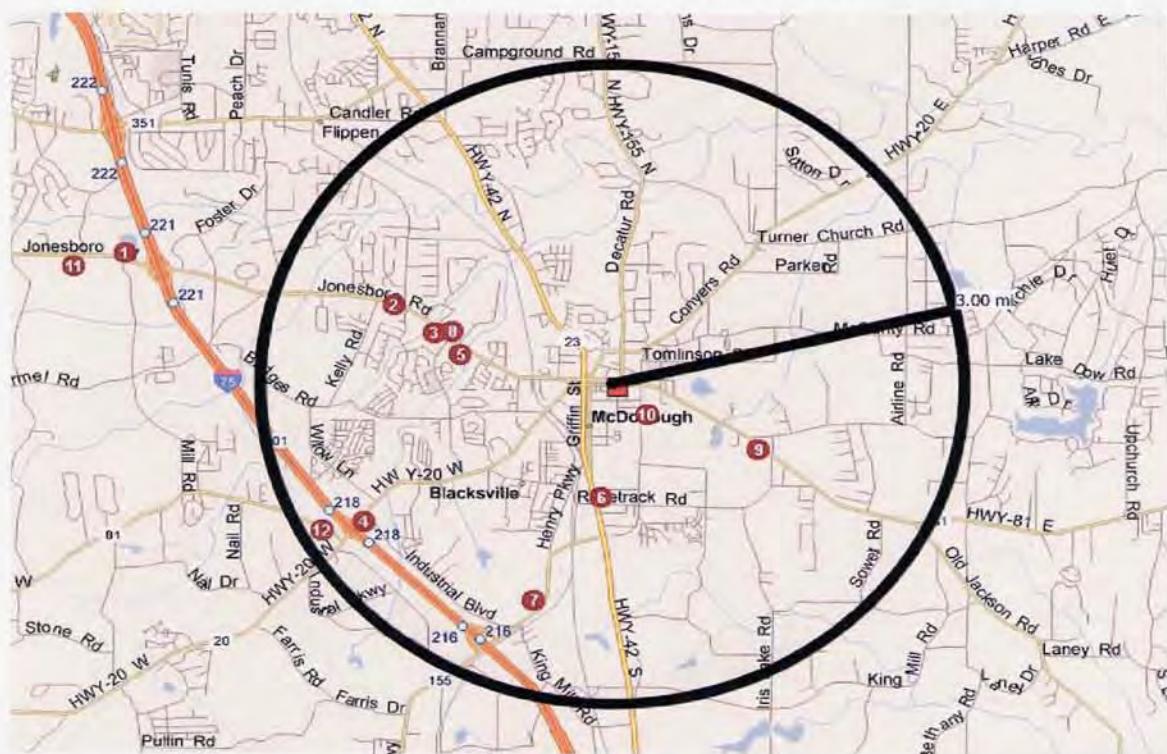
Sources: AJC.com, Claritas, and Ackerman/JJG (July 2004).

Real Estate Market Information

Retail Market

Retail Market Profile
Competitive Shopping Centers
Annual Consumer Spending Patterns
Retail Trade Potential

RETAIL MARKET PROFILE MCDONOUGH LCI - 3 MILE RADIUS



MAJOR SHOPPING CENTERS (30,000+ SF) - EXISTING AND PLANNED

No.	Project	Year Open	Sq. Ft.	Anchor Tenants
1	Henry Town Center	2002	850,000	Home Depot, Super Target, BJ's, Belk, Ross, etc.
2	Magnolia Village	2004	35,100	Potts & Smith Pediatrics
3	McDonough Crossing	1994	95,500	Kroger, Blockbuster
4	McDonough Marketplace	2001	426,700	Wal-Mart, Lowes, Deals
5	Carriage Gate at McD. Pl.	2004-2005	52,000	Tuesday Morning
6	McDonough Plaza	1974	66,300	Food Depot, Maxway
7	McDonough Village South	2004	30,000	None (Unanchored Strip)
8	McDonough West	2001	100,000	Publix, Cato, Dollar Tree
9	Shoppes at Lake Dow	2002	73,270	Publix, Blockbuster
10	The Oaks Center	1990s	75,000	Save Rite, CVS/pharmacy
11	Town Center Village	2004	33,600	Grand Harbour Import Company
12	SouthPoint	2006 (Prop.)	1,200,000	None Announced (Regional Mall w/"lifestyle" center)
				3,037,470

MAJOR FULL-SERVICE RESTAURANTS*

Highway 20/81	Highway 155
Applebee's	Cruisers Café
Cracker Barrel	Motorheads Sports Bar
Johnny's Pizza	Shoney's
Moes Southwest Grill	Sports Oasis
OB's Bar-b-que	Uncle Sam's American Grill
Ruby Tuesday	Downtown Area
Ryans Steakhouse	Fisherman's Café
Three Dollar Café	Bistro 41
Up the Creek	Gritz
	PJ's Café
	Truman's
	Valin's Café

DEMOGRAPHIC PROFILE

Population	
1990	7,676
2004 (Estimate)	45,770
2009 (Projection)	60,931
Annual % Change	
1990-2004	13.6%
2004-2009	5.7%
2004 Estimates	
% Minority Population	35.8%
% Under 18	28.0%
% 65+	8.2%
Median Age	31.0
Households	9,160
Avg. Household Size	2.76
% Owner-Occ. Housing	72.2%
Avg. Household Income	\$66,541

* The restaurant list excludes Chinese and Mexican theme restaurants that are proliferate in the area.

Note: The center point of the radius is McDonough City Hall, located at 136 Keys Ferry Street.

Source: Ackerman/JG (7/2004)

COMPETITIVE SHOPPING CENTERS - McDONOUGH MARKET AREA

No.	Center/Location	Year Open	Leasable Area (SF)	Vacant Area (SF)	Vacancy Rate	Net Rent Per SF	Anchor Tenants
Jonesboro Road Corridor							
1	Cross Creek Village* Jonesboro Road	2000	17,000	1,200	7.1%	\$13.50	All-Star Sporting Goods, Air Force
2	Henry Town Center** Jonesboro Road and I-75	2002	850,000	0	0.0%	\$17.00-20.00	Home Depot, SuperTarget, BJ's, Belk
3	Magnolia Village* Jonesboro Road	2004 (UC)	35,100	29,800	84.9%	\$17.50	Potts & Smith Pediatrics
4	McDonough Crossing* Jonesboro Road	1994	95,500	1,050	1.1%	\$16.00-17.00	Kroger, Blockbuster
5	McDonough Place S/C Condos* Jonesboro Road	1998	30,000	1,000	3.3%	Condo Units For Sale	Christian Fellowship
6	Carriage Gate @ McDonough PI* Jonesboro Road	2004 (UC)	52,000	20,000	38.5%	\$14.50	Tuesday Morning
7	McDonough West* Jonesboro Road	N/A	100,000	2,450	2.5%	\$15.00	Publix, Cato, Dollar Tree
8	Parkway Plaza* McDonough Pkwy. at Jonesboro Rd.	2004 (UC)	12,000	12,000	100.0%	\$15.00	None
9	Town Centre Village** Jonesboro Road and I-75	2003	33,600	0	0.0%	\$22.00	Grand Harbour Trading Company
10	River Chase Village Jonesboro Road	N/A	10,000	0	0.0%	N/A	Olympia Pizza, Fairfield Mort.
Highway 20/81 West Corridor							
11	McDonough Marketplace* Highway 20/81 West	2001	426,700	32,000	7.5%	\$19.00-21.00	Wal-Mart, Lowes, Deals
12	McDonough Promenade Highway 20/81 West at I-75	2004 (UC)	16,255	9,025	55.5%	\$18.50	GMAC Metro Brokers
13	McDonough Village* Highway 20/81 West	2002	24,000	0	0.0%	\$21.00	Pch St Women's Healthcare, Johnny's
14	McDonough Corners* Highway 20/81 West	2004	16,900	0	0.0%	N/A	Moe's Southwest Grill, Log & Lantern
15	Shoppes at Willow Drive* Highway 20/81 West	2003	25,000	0	0.0%	\$15.00	Absolute Oak Furniture
Highway 155 South							
16	Commerce Crossing* Hwy. 155/S. Cedar Road	2001	14,000	9,500	67.9%	\$15.00	Uncle Sam's American Café, Arts
17	Cook Plaza* Hwy. 155/S. Cedar Road	N/A	10,000	0	0.0%	N/A	Everyday, Inc., Health South
18	McDonough Plaza* US 23 & Racetrack Road	1974	66,300	0	0.0%	N/A	Food Depot, Maxway
19	McDonough Village South Hwy. 155/S. Cedar Road	2004 (UC)	30,000	28,800	96.0%	\$21.00	None
20	The Oaks Center* Hwy. 155/S. Cedar Road	1990s	75,000	0	0.0%	N/A	Save Rite, CVS/pharmacy
21	Old Towne Centre* Hwy. 155/S. Cedar Road	2001	7,800	0	0.0%	\$14.00	Chic'n D'lite, Buck's Pizza
East Corridors							
22	McDonough Pavilion* Hwy. 81 East/Keys Road	2001	9,600	3,600	37.5%	\$17.00	Anthony's Pizza
23	Old 81 Village Hwy. 81 East/Keys Road	N/A	9,600	0	0.0%	\$13.00	Verizon, Cotton States
24	The Plaza at Georgetown* Hwy. 81 East/Keys Road	2003	12,000	1,200	10.0%	\$16.50	Fisherman's Café, T&T Meats
25	Shoppes at Lake Dow Hwy. 81 East/Keys Road	2002	73,270	5,200	7.1%	\$18.50	Publix, Blockbuster

2,051,625 156,825 7.6%

* These shopping centers fall in or on the edge of the LCI study area. The others are located in a three-mile radius of city hall, unless otherwise noted.

** These centers are located just outside the three mile radius, but are included due to their size and impact.

Sources: CoStar Group, Dorey's Retail Guide, and Ackerman/JJG (July 2004)

ANNUAL CONSUMER SPENDING PATTERNS (2003) McDONOUGH TRADE AREA

	McDonough LCI Study Area		Three-Mile Radius*									
	2003	2008	2003	2008								
Population												
Households	13,283	13,283										
Median Household Income	\$4,751	\$4,751										
Median Effective Buying Income	\$47,698	\$47,698										
2004	\$39,048	\$39,048										
2009	\$44,097	\$44,097										
Annual Aggregate Spending (000's)												
	Annual % Change	Annual % Change	Annual % Change	Annual % Change								
	2003	2008	2003	2008								
Grocery/Other Misc. Expenses												
Food at Home (Groceries)	\$20,553	\$29,139	7.2%	\$4,960	\$5,531	2.2%	\$42,282	\$60,251	7.3%	\$5,234	\$5,829	2.2%
Food Away from Home	\$18,711	\$28,903	9.1%	\$4,515	\$5,486	4.0%	\$40,214	\$62,439	9.2%	\$4,978	\$6,041	3.9%
Alcoholic Beverages at Home	\$2,713	\$3,936	7.7%	\$655	\$747	2.7%	\$5,926	\$8,616	7.8%	\$734	\$934	2.6%
Alcoholic Beverages away from Home	\$3,445	\$5,322	9.1%	\$831	\$1,010	4.0%	\$7,558	\$11,784	9.3%	\$936	\$1,140	4.0%
Housekeeping Supplies	\$1,318	\$2,219	11.0%	\$318	\$421	5.8%	\$2,768	\$4,679	11.1%	\$343	\$453	5.7%
Misc. Personal Items												
\$11,273	\$18,859	10.8%	\$2,720	\$3,580	5.6%	\$23,942	\$40,434	11.0%	\$2,964	\$3,912	5.7%	
Household Equipment												
\$1,875	\$2,988	9.8%	\$452	\$567	4.6%	\$4,475	\$7,167	9.9%	\$554	\$693	4.6%	
\$2,381	\$3,612	8.7%	\$574	\$686	3.6%	\$5,773	\$8,802	8.8%	\$715	\$852	3.6%	
Furniture												
\$5,201	\$8,024	9.1%	\$1,255	\$1,523	3.9%	\$12,194	\$18,951	9.2%	\$1,509	\$1,834	4.0%	
Appliances/Other												
\$15,654	\$23,849	8.8%	\$3,778	\$4,527	3.7%	\$35,126	\$54,167	9.0%	\$4,348	\$5,241	3.8%	
Apparel												
\$17,049	\$28,333	10.7%	\$4,114	\$5,377	5.5%	\$39,176	\$65,629	10.9%	\$4,849	\$6,351	5.5%	
Entertainment												
\$8,170	\$12,718	9.3%	\$1,972	\$2,414	4.1%	\$18,770	\$29,658	9.6%	\$2,324	\$2,869	4.3%	
Shelter and Related Expenses**												
\$30,499	\$46,410	8.8%	\$7,361	\$8,813	3.7%	\$69,008	\$106,336	9.0%	\$8,543	\$10,286	3.8%	
\$11,443	\$20,744	12.6%	\$2,761	\$3,938	7.4%	\$45,704	\$74,815	13.0%	\$3,072	\$4,422	7.6%	
Transportation Expenses												
\$11,305	\$18,294	10.1%	\$2,728	\$3,472	4.9%	\$26,546	\$43,212	10.2%	\$3,286	\$4,180	4.9%	
Total	\$161,590	\$253,350	9.4%	\$38,934	\$48,092	4.3%	\$358,573	\$567,829	9.6%	\$44,389	\$54,937	4.4%

* The McDonough trade area is defined as a three-mile radius from City Hall, located at 136 Keys Ferry Street in downtown McDonough.

** Shelter figures exclude rent and/or mortgage expenses.

Note: The information on this report is derived from the US Department of Labor, Consumer Expenditure Survey.

Sources: Claritas and Ackerman/JLG (July 2004)

RETAIL TRADE POTENTIAL (2003)

McDONOUGH TRADE AREA

	McDonough LCI Study Area	Three-Mile Radius*		
	<u>Retail Sales</u>	<u>% of Total</u>	<u>Retail Sales</u>	<u>% of Total</u>
Apparel and Accessory Stores	\$2,961,881	2.46%	\$5,877,064	2.49%
Automotive Dealers	\$28,154,807	23.37%	\$55,213,788	23.36%
Automotive and Home Supply Stores	\$1,963,881	1.63%	\$3,795,370	1.61%
Drug and Proprietary Stores	\$4,151,364	3.45%	\$8,154,473	3.45%
Eating and Drinking Places	\$10,958,165	9.10%	\$21,665,100	9.17%
Food Stores	\$18,082,768	15.01%	\$35,402,883	14.98%
Furniture and Home Furnishings	\$2,231,135	1.85%	\$4,388,006	1.86%
Home Appliances, Radio and TV Stores	\$1,876,350	1.56%	\$3,724,077	1.58%
Gasoline Service Stations	\$10,922,998	9.07%	\$21,305,991	9.02%
General Merchandise	\$16,187,241	13.44%	\$31,759,032	13.44%
Department Stores	\$13,778,673	11.44%	\$27,012,845	11.43%
Hardware, Lumber and Garden Stores	\$5,807,795	4.82%	\$11,395,397	4.82%
Other	\$3,385,688	2.81%	\$6,643,652	5.52%
	\$120,462,746	100.00%	\$236,337,678	100.00%

* The McDonough trade area is defined as a three-mile radius from City Hall, located at 136 Keys Ferry Street in downtown McDonough.

Sources: Claritas and Ackerman/JJG (July 2004)

Real Estate Market Information

Office and Industrial Market

Office Market Profile
Industrial Market Profile

OFFICE MARKET PROFILE - McDONOUGH/HENRY COUNTY

COMPETITIVE OFFICE PROJECTS - McDONOUGH

No.	Project/Location	Year Built	No. of Stories	Rentable Area (SF)	Vacant Area (SF)	Vacancy Rate	Gross Rent Per SF
Downtown Market Area (2,000+ SF)							
1	97 Atlanta Street	1990	3	6,000	2,700	45.0%	\$13.20-14.57
2	Commerce Building (Keys Ferry)	2001	3	20,000	10,000	50.0%	\$17.00
3	17 Hampton Street	1947	2	2,024	0	0.0%	N/A
4	20-24 Jonesboro Street	1828	3	5,000	1,100	22.0%	\$12.50
5	396 Keys Ferry Road	N/A	1	4,000	0	0.0%	N/A
6	103 Jonesboro Road	1982	2	9,000	0	0.0%	N/A
7	63 Lawrenceville Street	1925	1	2,000	0	0.0%	N/A
8	40 Macon Street	1900	1	2,024	0	0.0%	N/A
				50,048	13,800	27.6%	
Suburban Market Area							
1	Magnolia Office Pavilion (801-814)	2002	1	22,460	11,804	52.6%	\$14.00-16.00
2	Magnolia Office Pavilion (901904)	2002	1	8,448	7,152	84.7%	\$14.00-16.00
3	Magnolia Office Pavilion (905-908)	2002	1	8,448	8,448	100.0%	\$14.50
4	Olde Town Centre I	2000	1	8,700	0	0.0%	\$14.00
5	Olde Town Centre Office Suites	2003	1	8,700	5,200	59.8%	\$550-650/Mo.
6	Olde Towne Professional Centre	2001	2	12,600	0	0.0%	\$15.00-16.00
7	Steele Medical Center	1999	3	12,000	0	0.0%	\$19.00
8	South Cedar Medical Center	1996	2	8,000	5,500	68.8%	\$13.00-15.00
9	West Ridge - Chamber Building	2001	1	11,000	0	0.0%	N/A
10	West Ridge - Apple Realty Building	2004	2	30,000	20,000	66.7%	\$20.00
				193,428	51,904	26.8%	

PROPOSED PROJECTS - McDONOUGH

OFFICE MARKET TRENDS - HENRY COUNTY*

No.	Project	Total Sq. Ft.	Year Open	Total Inventory (SF)			Annual Net Absorption (SF)
				Period	Vacant SF	Vacancy Rate	
1	Avalon (Off & Retail)	122,500	2005	12/2001	821,082	113,403	13.8% N/A
2	Heritage Office Park	46,400	2005	12/2002	860,438	132,864	15.4% 19,895
3	Magnolia Office Pav.	19,700	2005	12/2003	1,073,938	211,932	19.7% 134,432
4	South Pointe	500,000	2006+	6/2004	1,138,938	197,915	17.4% 79,017
5	West Ridge	60,000	2005+	Average Annual Growth (12/2001-6/2004)			
				Inventory (SF):			127,142
				Net Absorption (SF):			93,338
				748,600			

MAJOR OFFICE USERS - McDONOUGH**

- 1 Banks: BB&T, Bank of America, First Bank of Henry County, First Bank, Heritage Bank, SouthTrust, SunTrust, Wachovia
- 2 Legal Services: Clay, Ellis, Fears Lawrence & Turner, Harrison & Harrison, Lloyd Matthews, Quin, Smith Welch & Brittain
- 3 Accounting/Financial Services: Access, Bowman, Franklin, Hargrave & Freeman, Preston, Robinson Whaley Hammonds
- 4 Insurance: Blue Cross/Blue Shield, Cotton States, McGarity, IRM Insurance, Progressive
- 5 Medical Services: Alpha Omega Medical, Advanced Aesthetics, Mitchell Family Healthcare, Eagles Landing Family Practice, Steele Skin Enhancement Center, Kaiser Permanente
- 6 Real Estate Services: Apple Realty, Shirley Dalton Realty, Groveland Realty, JIM Developers, Buddy Kelley Properties, Roberts Contracting, Standard Properties
- 7 Other Professional Services: Stanton Appraisal, Eagles Landing Appraisal, DW Smith Design Group, Peachtree Planning, John Frank Ward (A&E)
- 8 Other Firms: Bell South, Georgia Power Company, Henry County Chamber, Henry County Times, Santec, United Way

* Aggregate office figures for Henry County are based on CoStar's database, which is not all inclusive, but provides an indication of office growth trends in the county.

** Office users that lease retail space are not included in this list.

Sources: CoStar Group and Ackerman/JJG (July 2004)

INDUSTRIAL MARKET PROFILE - McDONOUGH/HENRY COUNTY

SIGNIFICANT INDUSTRIAL PARKS

No.	Project/Developer	Year Started	Total Acreage	Acreage For Sale	No. of Buildings	Total Sq. Ft.	Vacancy Rate
1	Greenwood Pattillo/First Industrial Trust	1989	800	0.0	14	5,548,324	39.0%
	<i>Major Users:</i> Pro Logis, Ford Motor Distribution Facility, DSC Logistics, Toppan, Tyco Healthcare, Dietrich Metal Framing, Adkins Nutritional, Aero Plastics, TJX, Sports Authority						
2	Interstate South Panattoni Development Co.	2000	413	90.8	3	1,443,420	43.1%
	<i>Major Users:</i> IFCO Systems, GENCO Distribution System, Exel, Inc.						
3	Liberty Duke Realty Corporation	1988	500	0.0	13	3,661,081	29.8%
	<i>Major Users:</i> Ford Parts Plant, Flowers Industries, Pep Boys, Appleton Papers, BEHR Process Corp., DSC Logistics, GENCO Distribution System, Essex Electric, Dunkin' Donuts						
4	Midland/Midland South Norfolk Southern	1992	697	50.0	7	2,768,765	0.0%
	<i>Major Users:</i> Nestle, Ken's Foods, Millard Refrigerated Services, Bombay Company, Goodyear, Owen Distribution						
TOTAL			2,410	140.8	37	13,421,590	28.9%

INDUSTRIAL MARKET TRENDS - HENRY COUNTY*

INDUSTRIAL CONCENTRATIONS

Period	Total Inventory (SF)	Vacant SF	Vacancy Rate	Annual Net Absorption (SF)
Dec-01	19,830,982	4,951,343	24.97%	N/A
Dec-02	19,870,982	4,581,257	23.06%	410,086
Dec-03	19,870,982	3,022,603	15.21%	1,558,654
Jun-04	20,109,982	2,656,101	13.21%	605,502

Average Annual Growth (12/2001-6/2004)

Inventory (SF):	111,600
Net Absorption (SF):	1,029,696

There are three major industrial concentrations in the McDonough area:

- o **I-75/Highway 155:** This interchanges has the highest concentration of industrial space in the county. The four major parks, highlighted above, represent more than 60% of the county's industrial inventory.
- o **Highway 23/42:** This is McDonough's oldest industrial district, located adjacent to the Norfolk Southern Railroad. The most significant users are Snapper and Dowling Textile Manufacturing Company.
- o **McDonough Parkway:** Hudgins developed 16 buildings (263,300 SF) in this area from 1998 to 2002. Only one building is vacant. Many tenants are quasi-retail users (e.g., karate and gymnastics studios), while others are suppliers or wholesalers.

* Aggregate industrial figures for Henry County are based on CoStar's database, which is not all inclusive, but provides an indication of industrial growth trends in the county.

Real Estate Market Information

Tourism/Hospitality Market

Tourism Industry Profile

Hotel Inventory

Hotel Market Profile – Interstate 75 South

TOURISM INDUSTRY PROFILE - McDONOUGH/HENRY COUNTY

LODGING/TOURISM TRENDS - HENRY COUNTY

	2000	2001	2002	2003	Annual % Change
Hotels					
No. of Hotels	22	27	29	29	9.6%
Hotel Rooms	1,522	1,791	1,897	1,897	7.6%
Hotel/Motel Bed Rental Volume	\$4,925,369	\$5,401,464	\$6,185,783	\$5,968,950	6.6%
Hotel/Motel Bed Tax Collection	\$246,268	\$270,073	\$310,974	\$298,968	6.7%
Henry County Visitor Demographics					
	<u>US</u>	<u>Henry Co.</u>			
Income			Hotel Concentration		
\$50,000-74,999	19.0%	20.5%	Lodging	No. of Hotels	Total Rooms
\$75,000+	18.7%	19.4%	I-75/Stockbridge (227/228)*	3	298
Owner-Occupied Housing	65.0%	71.2%	I-75/Eagles Landing (224)	4	239
Age			I-75/McDonough (Exit 218)	8	539
35-64	37.3%	37.9%	I-75/McDonough (Exit 216)	7	424
65+	13.3%	14.1%	I-75/Locust Grove (Exit 212)	7	397
Married	54.9%	59.3%		29	1,897
College Graduate	20.7%	19.9%	Under Construction: Holiday Inn Express (80 Rooms)		

ATTRACTIIONS AND EVENTS

Major Attractions

- 1 Atlanta Motor Speedway (Hampton) This "Chevy" NASCAR race track attracts more than 225,000 per event at two major annual Nextel Cup Series races. The track also offers "Thursday Thunder" events during Summer.
- 2 Tanger Outlet Center (Locust Grove) This outlet mall offers 60 brand-name shops.
- 3 McDonough Historic Sites Founded in 1823, McDonough is the county seat of Henry County. It offers a historic city square and is named a main Street City of character. McDonough also offers numerous historic properties, shopping and events in its historic downtown area.
- 4 Heritage Village Located in Heritage Park, Heritage Village is a learning center on Henry County's history. It includes several historic buildings, barn, locomotive, community garden, and playground. The Village and new arena for county fairs and other events will be completed in Fall 2005.
- 5 Parks Major parks serving the McDonough area are Alexander Park, Henry County Soccer Complex, Heritage Park, Richard Craig Park, Simpson Street Park, and Windy Hill Park. The City has recently purchased 120 acres for a new park adjacent to Alexander Park, which is earmarked for active and passive uses, including a botanical gardens and environmental science center. Portions of the park should be completed in 2006.
- 6 Golf The Cotton Fields Golf Club (McDonough), Eagles Landing Country Club (Stockbridge), Georgia National Golf Club (McDonough).

Major Annual Events

City of McDonough (250+ attendance)	Geranium Festival (May-20,000+), Trick or Treat on the Square, Kidfest on the Square, McDonough Moments, Lighting of the Christmas Tree, City of McDonough Holiday Parade
Henry County	NASCAR Events, LPGA Chick-Fil-A Charity Championship, Ole Stockbridge Days, Locust Grove Day, Hampton Fall Festival

MAJOR MEETING/EVENT FACILITIES

No.	Facility	Meeting Rooms	Capacity (Lgst. Rm.)
1	Cotton Fields	1	150-200
2	Eagles Landing Country Club	5	400
3	Hazlehurst House	3	200
4	Holiday Inn - McDonough	3	250
5	McDonough Sr. Women's Club	1	160
6	Merle Manders Conf. Center	5	500
7	Pristine Wedding Chapel	1	400

McDONOUGH TOURISM BUREAU***

- o Established in December 2002
- o 501c-3 corporation
- o Purpose is to increase tourism in McDonough
- o Budget of \$72,570 w/o salaries, including \$40,500 for advertising and marketing.
- o Staff of 1 full-time and 1 part-time
- o Welcome center located in 1920s service station in downtown McDonough

* This interchange has 8 hotels (612 rooms) in Clayton County that are not included.

** In 2002 the McDonough Tourism Bureau split from the Henry County CVB.

Sources: McDonough Hosp. & Tourism Bureau, Henry County Convention & Visitors Bureau, North Star Destination Strategies, and Ackerman/JJG (July 2004)

HOTEL INVENTORY - HENRY COUNTY

No.	Property	Location	Year Built	No. of Rooms	Nat'l Chain Affiliation	Product	Price Point
I-75 Exit 227/228 - Stockbridge							
1	Best Western	Stockbridge	1973	114	Yes	Ltd. w/F&B	Midscale
2	Red Roof Inn	Stockbridge	2001	64	Yes	Ltd. Service	Economy
3	Shoney's Inn	Stockbridge	1988	120	Yes	Ltd. Service	Economy
				298			
I-75 Exit 224 - Eagle's Landing							
4	Amerihost	Stockbridge	1995	60	Yes	Ltd. Service	Economy
5	Inn at Eagles Landing	Stockbridge	1997	57	No	Full Service	Upscale
6	Microtel Inn & Suites	Stockbridge	2002	62	Yes	Ltd. Service	Economy
7	Super 8	Stockbridge	1987	60	Yes	Ltd. Service	Economy
				239			
I-75 Exit 218 (Highway 20/81) - McDonough							
8	Best Inns	McDonough	1972	92	Yes	Ltd. Service	Economy
9	Best Western	McDonough	1998	64	Yes	Ltd. Service	Midscale
10	Comfort Inn	McDonough	1992	59	Yes	Ltd. Service	Midscale
11	Country Hearth Inn	Hampton	2001	40	Yes	Ltd. Service	Economy
12	EconoLodge	McDonough	1975	40	Yes	Ltd. Service	Economy
13	Hampton Inn	McDonough	1995	74	Yes	Ltd. Service	Midscale
14	Holiday Inn Express	McDonough	2004 (UC)	80	Yes	Ltd. Service	Midscale
15	Masters Inn	McDonough	1970	120	Yes	Ltd. Service	Economy
16	Super 8	McDonough	1979	50	Yes	Ltd. Service	Economy
				619			
I-75 Exit 216 (Highway 155) - McDonough							
17	Budget Inn	McDonough	2002	44	Yes	Ltd. Service	Economy
18	Country Inn & Suites	McDonough	2001	57	Yes	Ltd. Service	Midscale
19	Days Inn	McDonough	1970	58	Yes	Ltd. Service	Economy
20	Holiday Inn	McDonough	1969	99	Yes	Ltd. w/F&B	Midscale
21	Microtel Inn & Suites	McDonough	2000	51	Yes	Ltd. Service	Economy
22	Roadway Inn	McDonough	1971	64	Yes	Ltd. Service	Economy
23	Sleep Inn	McDonough	2000	51	Yes	Ltd. Service	Economy
				424			
I-75 Exit 212 - Locust Grove							
24	EconoLodge	Locust Grove	1973	94	Yes	Ltd. Service	Economy
25	Executive Inn	Locust Grove	N/A	37	No	Ltd. Service	Economy
26	Ramada Limited	Locust Grove	2001	43	Yes	Ltd. Service	Economy
27	Red Roof Inn & Suites	Locust Grove	2001	65	Yes	Ltd. Service	Economy
28	Scottish Inn	Locust Grove	N/A	82	Yes	Ltd. Service	Economy
29	Sundown Inn/Sunny Inn	McDonough	1976	20	No	Ltd. Service	Economy
30	Super 8	Locust Grove	1993	56	Yes	Ltd. Service	Economy
				397			
				1,977			

Sources: Smith Travel Research and Ackerman/JJG (July 2004)

HOTEL MARKET PROFILE - INTERSTATE 75 SOUTH (CLAYTON AND HENRY COUNTIES)

HOTEL MARKET TRENDS

<u>Year</u>	<u>No. of Rooms</u>	<u>Rooms Gained</u>	<u>Occupancy</u>	<u>Average Daily Rate</u>	<u>Revenue Per Avail. Room</u>
1996	4,638	489	64.2%	\$51.41	\$33.01
1997	4,829	191	58.0%	\$47.18	\$27.36
1998	5,148	319	61.7%	\$48.36	\$29.84
1999	5,366	218	65.6%	\$47.14	\$30.92
2000	5,468	102	66.9%	\$48.07	\$32.16
2001	5,809	341	62.9%	\$48.94	\$30.78
2002	5,986	177	56.5%	\$51.53	\$29.11
2003	5,986	0	53.9%	\$52.86	\$28.39
2004 (Forecast)	5,986	0	55.7%	\$54.24	\$30.21
Annual % Change					
1996-2000	4.2%	---	1.0%	-1.7%	-0.7%
2000-2003	3.1%	---	-6.9%	3.2%	-4.1%

SECTOR HOTEL TYPES

Midscale with Food & Beverage	6.3%
Midscale without Food & Beverage	21.2%
Economy	72.4%

DEMAND SEGMENTATION

Corporate Transient	49.3%
Leisure	34.3%
Group Business	1.9%
Convention	5.1%
Other	9.4%

Sources: PKF Consulting, 2004 General Manager's Survey, and Ackerman/JJG (July 2004)

Real Estate Market Information

Mixed-Use Project Case Studies

Smyrna Village
Duluth Town Green
Demographic Comparison

MIXED-USE CASE STUDY: SMYRNA VILLAGE

LOCATION

Street Location: West Spring Street at Atlanta Road

Political Jurisdiction: Smyrna/Cobb County, Georgia



PROJECT FACTS

Developer: Noro-GK Johnson (Commercial)
John Wieland Homes (Residential)

Year Completed: 2003

Development Density: Project Size (SF): 90,000
Land Area (Acres): 5.5
Bldg. SF Per Acre: 16,364



Development Concept: Central road (West Spring Street) lined with three-story retail/residential buildings with on-street parking. Roadway is divided with landscaped median and water features. Focal point is City Hall at end of West Spring Street.

MIXED-USE COMPONENTS

Residential: **16 townhouse units over retail/office space.**

- Townhouse entrance to the rear of the retail space.
- Two-car garage next to front door.
- Floor plans: 1,200 - 2,200 Square Feet (3BR x 2BA)
- Original price range: \$290,000 - \$360,000

Commercial: **Four retail/office buildings, including two under residential space.**

- Square feet: 60,000 - 40,000 SF Retail/20,000 SF Office (Two Phases)
- Quoted rents: \$22.00 Retail & \$16.00 Office (Net of expenses)
- Major retailers: Adkin's Park Pub, Moe's Southwest Grill, Café Michel, Vintage Tavern, Zucca Pizza, hair salon, gift shop, florist, etc.
- Phase II (30,000 SF) open in 2004 - includes wine cellery



PROJECT ECONOMIC IMPACT

Project Development Cost (Private): \$7,000,000
(\$77.78 per SF - Excluding Land & Infrastructure)

Land Acquisition Cost for Developer: \$900,000

Land Purchased/Assembled by City? Yes

Estimated Annual Property Taxes: \$260,000
(Millage Rate of 37.07/\$1,000)

Key Public Investment:
Total Amount: \$3,000,000
Projects: Streetscapes and Infrastructure

Other Public Investment: Since adoption of a plan in 1988, the City of Smyrna has spent nearly \$30 million for a new City Hall, Library Comm. Center, and other such facilities.



Source: Ackerman/JJG (July 2004)

MIXED-USE CASE STUDY: DULUTH TOWN GREEN

LOCATION

Street Location: West Lawrenceville Street at Hill Street
Political Jurisdiction: Duluth/Gwinnett County, Georgia



PROJECT FACTS

Developer: Spohntown Corporation
Year Completed: 2003
Development Density:

Project Size (SF):	20,000
New Development	16,500
Existing House	3,500
Land Area (Acres):	0.74
Square Feet/Acre:	27,027



Development Concept: Three-story retail/residential building adjacent to new "Town Green" park, featuring amphitheater, water park, hardscape, and natural green space. City Hall is situated at one end of the park.

MIXED-USE COMPONENTS

Residential: *4 condominium units over retail space*

- Condominium entrance from town green or from garage
- Garage space under building, fronting on West Lawrenceville Street
- Floor plans: 1,200 - 3,400 Square Feet
- Original price range: \$250,000 - \$500,000

Commercial: *Ground-level retail space and re-use of historic home*

- New construction: 6,500 square feet
- Quoted rents: \$27.00 (net of expenses)
- Major retailers: Soda shop, full-service restaurant (in negotiation)
- A 3,500 square-foot renovated historic home houses office and retail tenants.



PROJECT ECONOMIC IMPACT

Project Development Cost: (\$175 per Square Foot)	\$2,887,500
Land Acquisition Cost: (Including 3,500-SF historic house)	\$350,000
Land Purchased/Assembled by City?	No
Estimated Annual Property Taxes: (Millage Rate of 37.06/\$1,000)	\$100,000
Key Public Investment:	
Total Amount:	\$3,950,000
Project:	Town Green Park, Amphitheater, and Infrastructure.

Source: Ackerman/JJG (July 2004)

DEMOGRAPHIC COMPARISON - THREE-MILE RADIUS MIXED-USE PROJECTS VS. McDONOUGH

	Smyrna	Duluth	Mc Donough
Population Trends			
1990	69,509	20,576	7,676
2000	84,546	46,844	18,898
2004 (Estimate)	91,997	50,749	25,758
2009 (Projected)	101,389	55,816	34,199
Annual % Change			
1990-2004	2.0%	6.7%	9.0%
2004-2009	2.0%	1.9%	5.8%
Household Trends			
1990	31,504	7,632	2,603
2000	36,464	17,517	6,675
2004 (Estimate)	39,376	18,916	9,160
2009 (Projected)	43,016	20,706	12,207
Annual % Change			
1990-2004	1.6%	6.7%	9.4%
2004-2009	1.8%	1.8%	3.5%
Population Profile (2004)			
Median Age	32.2	34.3	31.0
% Under 18	21.4%	26.2%	28.0%
% 65+	7.9%	5.6%	8.2%
Minority Population	45.8%	34.9%	35.8%
College Graduates (Aged 25+)	42.5%	56.1%	26.5%
Housing/Household Profile (2004)			
Average Household Size	2.31	2.68	2.76
% Single-Person Households	35.0%	22.3%	19.9%
% Family Households	52.3%	69.8%	74.9%
Housing Units (Occupied)	39,376	18,916	9,160
% Owner-Occupied	44.1%	68.3%	72.2%
% Renter-Occupied	55.9%	31.7%	27.8%
Median Owner-Occ. House Value	\$147,256	\$198,786	\$141,205
Median Year Housing Structure Built	1981	1993	1997
Income Profile (2004)			
Average Household Income	\$65,029	\$95,300	\$66,541
Per Capita Income	\$28,106	\$35,725	\$23,964
Household Income			
Less than \$35,000	32.4%	15.2%	26.8%
\$35,000-49,999	18.4%	13.5%	17.2%
\$50,000-74,999	22.2%	22.5%	24.4%
\$75,000-99,999	11.7%	16.5%	16.1%
\$100,000-149,999	9.3%	18.1%	10.7%
\$150,000+	6.0%	14.2%	4.8%

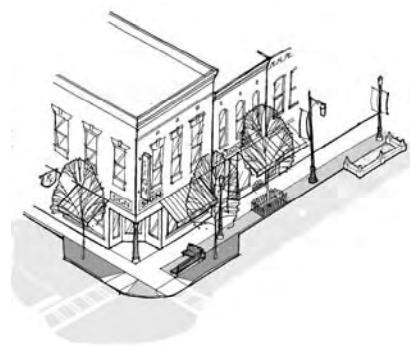
Sources: Claritas and Ackerman/JJG (July 2004)

Appendix C

LIST OF INTERVIEWEES – McDONOUGH LCI STUDY

- Jill Bidwell – Atlantic Hospitality Associates
- Tim Coley – Henry County, Parks and Recreation Department
- Tonya Creekmore – North American Properties
- Barbara Daniel – McDonough Hospitality and Tourism Bureau
- Stacey Dickson – Clayton County Convention and Visitors Bureau
- Rodney Heard – City of McDonough, Community Development
- Brandt Herndon – Apple Realty
- Gerald Hudgens – Apply Realty and Hudgens Communities
- Jeff Pape – North American Properties
- Kay Pippin – Henry County Chamber/Convention and Visitors Bureau
- Angela Revell – Atlanta Motor Speedway
- Sara Robbins – Henry County Chamber/Convention and Visitors Bureau
- Linda Shenk – McDonough Main Street
- Wayne Smith – DW Smith Design Group, Inc.
- David Standard – Standard Properties
- Eddie Walker – Groveland Realty
- Bob White – Henry County, Industrial Development Authority
- Mark Woodworth – PKF Consulting

McDonough Design Guidelines



PREPARED FOR THE CITY OF McDONOUGH
NOVEMBER 2004
BY
JORDAN, JONES & GOULDING

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INTRODUCTION

This document serves as the Design Guidelines to address design review issues specific to the McDonough Historic District. The guidelines deal with the individual components of historic structure and offers suggestions on how these components can be restored and maintained.

- ◆ Types of materials appropriate for historic buildings in McDonough (wood, brick, stone, metal)
- ◆ Building elements appropriate for historic buildings in McDonough (foundation, siding, doors, windows, shutters, porches, etc)
- ◆ The retention of original material, design, and details
- ◆ How the streetscape and development pattern affects the relationship of structures to their surroundings and each other.
- ◆ How additions should relate to the structure itself, to other structures in the district, and to the street.
- ◆ How new infill or replacement structures should relate to other structures in the district, and to the street.

Guidelines Can

- * Help reinforce the character of a historic area and protect its visual aspects
- * Protect the value of public and private investment, which might otherwise be threatened by the undesirable consequences of poorly managed growth.
- * Indicate which approaches to design a community encourages, as well as which it discourages.
- * Serve as a tool for designers and their clients to use in making preliminary design decisions.
- * Increase public awareness of design issues and options.

Guidelines Cannot

- * Serve the same legal purpose as the design review provisions of an ordinance. An ordinance is a law, but local design guidelines are typically not laws.
- * Limit growth, or regulate where growth takes place. Guidelines can only address the visual impact of individual projects on the character of the historic district. Growth is addressed through zoning, ordinances, and planning.
- * Control how space within a building is used. Guidelines usually only deal with the external space.
- * Guarantee that all new construction will be compatible with an area.
- * Guarantee "high quality" construction. Materials are not generally specified.

HISTORIC CONTEXT

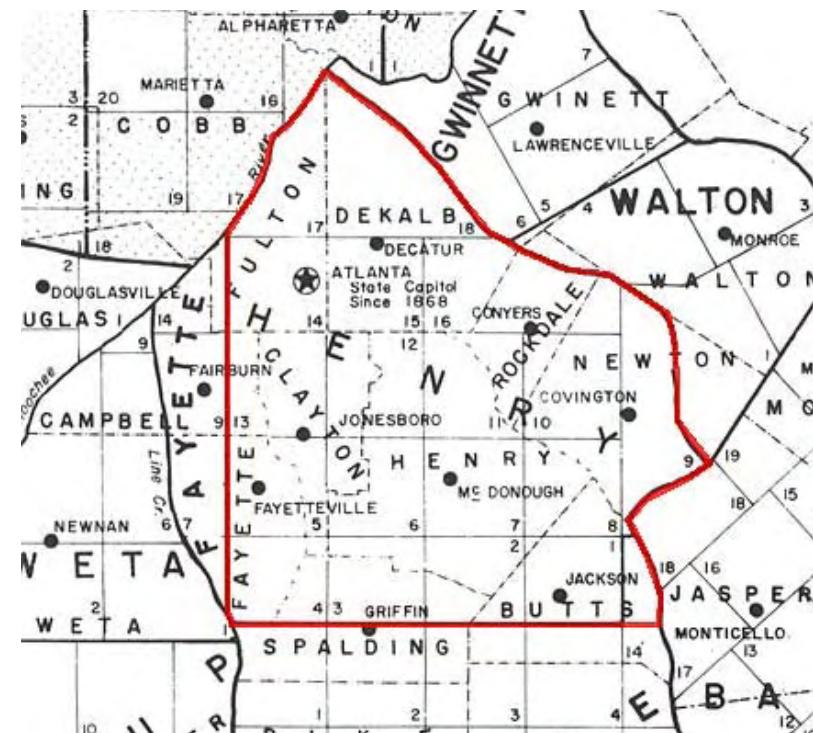
The area now known as the City of McDonough is located between the Ocmulgee and Flint Rivers, some thirty miles south of Atlanta in Henry County. This location, prior to the introduction of white settlers to area, was occupied at various times by Cherokee and Creek Indian groups. At the time of the surveying and creation of Henry County, the Creeks were in nominal charge of the area.

The creation of Henry County, named for Patrick Henry, was authorized on May 15, 1821. Almost immediately, Henry County was split into several different counties: Newton County was established in 1821, DeKalb in 1822, Butts in 1825, Spalding in 1851, Clayton in 1858, and Rockdale County, in 1870.¹ The land that became Henry County was split into eighteen districts, each with 256 lots. The lots consisted of 202 half acres of land. Present day McDonough is situated in the Seventh District, or Militia District 498. First called Henrysville, McDonough was settled next to Big Springs, a year-round water source in central Henry County. In early 1823, the county leaders settled on McDonough to be the county seat.

As county seat, McDonough's chief function was to be the center of Henry County government. McDonough's plan was designed as a Savannah Style layout, with the most distinguishing feature being the intersection of roads at the corners of the courthouse square block. The intention of the city planners is still evident today, although the courthouse is no longer situated at the exact center of the square. The square is now designated as a city park.

Now that McDonough possessed land on which to construct buildings, it was necessary to sell the individual lots, which would make up property parcels, both in the commercial center as well as the residential areas. Lots were sold at auction. These lots were of set size, with commercial lots being sold first. The lots surrounded the city square (a courthouse

¹ Carl Vinson Institute of Government, "Henry County: Historical Population Profile" (Athens, GA: The University of Georgia), located at <cvio.uga.edu/Projects/gainfo/countypop/henrypop.htm>



1821 Map of Henry County

was being constructed of wood at the time, on the square); four blocks surrounded the square. The land lots were of equal size, approximately 25x100 feet square. There were nine parcels per block. The blocks were named alphabetically; i.e., Square "A," Square "B," etc.²

The first buildings in McDonough were constructed predominately of wood. Few buildings survive in McDonough from its early history; the Globe Hotel, moved from its original location, is extant as is the Brown House. Two other structures within the proposed district, surviving

² Vessie Thrasher Rainer, *Henry County, Georgia: The Mother of Counties* (Henry County, GA: Vessie Thrasher Rainer, 1971), 11-12.

from the 1830's are still present. The first courthouse, constructed in late 1823, was destroyed by fire in 1824.³

Railroad construction in the State of Georgia boomed in the decades 1830 and 1840. This new mode of transportation had the potential to open new markets, strengthen old markets, and provide a method for unprecedented travel for the common Georgian. In 1833, the Georgia Railroad was chartered, as was the Macon & Western Railroad. Towns along the proposed routes were certain to prosper, especially those areas that were well-settled and producing cash crops.⁴ However, in the early years of the railroad boom, McDonough was not along the major railroad routes.

The Monroe Branch of the Macon & Western skirted the McDonough area, missing the village to the west by several miles. The new rail bed did pass through other parts of Henry County and, as a result, the town of Hampton was established. Other towns benefited from the railroad, some in close proximity to McDonough: Griffin and Jonesboro being the most distinct examples.

The main cash crop in Georgia was cotton; northern and foreign markets for cotton were in high demand, and Henry County contained prime agricultural land for cotton. The railroad provided a crucial first link in getting cotton to both northern markets and to Atlantic seaboard ports for export to foreign markets.

McDonough had been growing in the intervening years between its founding in 1823 and the completion of the Macon & Western Railroad in 1846. With the completion of the railroad and due to the railroad's location away from downtown McDonough, the city went into a decline that was to last nearly forty years. During this time, little construction occurred in McDonough.

The City of Hampton, aided by the presence of the Macon & Western, began to grow, and soon surpassed McDonough in population and

³ Ibid.

⁴ Steve Storey, "Macon & Western Railroad" & "Georgia Railroad, *Georgia's Railroad History & Heritage*" (2001), located at www.railga.com.

development. McDonough could not sustain a vibrant commercial environment without the presence of the railroad, and as a result, businesses began to desert McDonough in favor of those cities located on good transportation routes, namely Hampton, and Griffin, in Spalding County. Jonesboro, now in Clayton County and the county seat, also became a leading town in the region, perhaps the most influential presence between Macon and Atlanta.

Once the commercial concerns began to leave the area, residents were not far behind. Several homes were abandoned in favor of other towns, while more than a few houses in McDonough were dismantled, loaded onto wagons, and carried to other towns.

While McDonough was in its decline during the 1840's and 1850's, the nation was moving towards the Civil War. Although McDonough was in close proximity to several towns that played a role in the Civil War, McDonough was not along a major railroad and therefore not targeted for destruction by the Union Army. For the most part, McDonough was spared, though spiritually it suffered the same result as many other towns and villages in Georgia, mostly through the loss of several of its young citizens to the war. Union troops, according to some local sources, did camp nearby during the invasion on their move toward Savannah, but generally, these occupations were benign in nature.

Although McDonough did not play a major role in the Civil War, the era of Reconstruction did have an effect on the city and surrounding area. Deed records show many instances of farms immediately surrounding McDonough and other sections of Henry County being purchased in "Sheriff's Sales," which during the era of Reconstruction, was a loose euphemism describing the efforts of "carpetbaggers" to profit from the misfortunes of the cash-poor farmers and other landowners in the area. With cotton prices



Peachstone Shoals House c. 1900

averaging seven and one half cents per pound in the years following the Civil War, and the opening of other markets that served overseas interests, the southern United States suffered under a cycle of poverty, having based its economy on the vagaries of the agricultural, rather than other markets.

In 1880, railroad development began to grow in the South. Northern investment played a great role in this effort. Capital was still scarce in the South; any monies of significance enough to pay for the construction of heavy infrastructure would necessarily come from the North. Cotton, though low in price, could be forced to make a profit if convenient rail services connected the many cotton mill sites emerging from throughout Georgia, Alabama, Tennessee, and North Carolina.

In 1881, with northern money backing the construction, 160 miles of track were laid between Macon and Rome, via Atlanta. This time, the rail bed would pass through McDonough. The railroad would provide McDonough with at least three catalysts for growth: Agricultural products (chiefly cotton) could now profitably be sent to market, negating some of the affects of stagnant market prices. A wider population could now travel to points outside McDonough through passenger service. This was important in that the outside world could now be exposed to the possibilities of doing business in McDonough. Third, it irrevocably tied McDonough to Atlanta.⁵

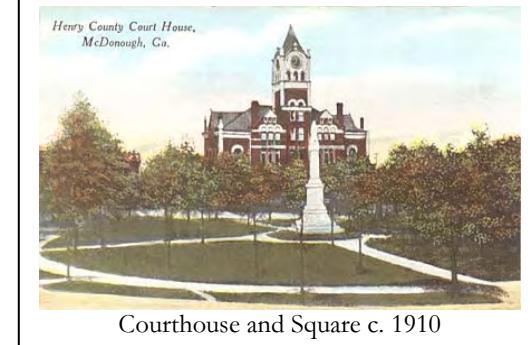
Between 1882 and 1897, McDonough was beginning to rebuild due to its new railroad connections and interest in commerce. Construction included residential, industrial and commercial. Several of the houses within the district were constructed at this time, as well as some industrial resources. Most of the buildings within the main downtown block were constructed between 1897-1910, although few of the buildings remain. Some of the most significant residential construction took place along the Griffin/Macon Street corridor, which runs south of the city square. Houses in this area were constructed as showpieces, and include different styles, including Greek Revival and Folk Victorians.

⁵ William S. Rule, *A Standard History of Knoxville, Tennessee...*, (Chicago: The Lewis Publishing Company, 1900), Located at <knoxctn.org/history/html>

The period between 1900 and 1920 marked the years of the most progress in construction within the district. Commercially, at least 90 percent of this building type was constructed during this period. For the most part, the buildings housed stores of the general mercantile type. These businesses were highly competitive, and turnover of businesses during this period was high.

By 1905, most of the buildings present in the downtown area had been constructed. Most were built between 1896 and 1905. In all, thirteen buildings were constructed from 1896-1897, all in the downtown area. News accounts state that these newer brick buildings were replacing older wooden buildings, those buildings being demolished to make room for the new. One of the first to be erected was the Sloan Building, which functioned at various times as a dry goods store and building supply store. Like most of the buildings in McDonough's downtown, the standard construction technique was to build with brick, set on concrete foundations. Slabs varied; some had concrete slabs, some were added later, after original wood planking proved unable to handle insects and other pests. Brick walls were mostly in the common bond style, and twelve inches thick, bonded with common mortar aggregate.⁶

In the residential area, the construction of new houses reflected the various fortunes of McDonough's business concerns. Different sections of McDonough developed in different housing types and styles. For example, during the 1890-1920 periods, houses along Macon and Griffin Streets were more rooted in the high style of popular types. These houses included Neo-Greek Revival and High Style Gothic, as well as a



Courthouse and Square c. 1910

⁶ Sanborn Map Company, "McDonough, Georgia" (Sanborn Map Company, 1905) & McIntosh Trail Area Planning and Development Commission, "McIntosh Trail Historic Downtown Survey, Volume VI: McDonough (June 1985) & Rainer, 186.

few other popular styles. These houses intermixed with other, earlier buildings, but did little to detract from the earlier styles.

Griffin and Macon Streets also developed as a corridor on which to locate civic institutions, especially those concerned with McDonough's religious culture. The oldest of the churches on Macon Street is the Baptist Church, located next to the Brown House, one of the earlier buildings constructed in McDonough. This Romanesque building is noted for its distinct corbelling, stained-glass windows, and other fine brickwork. Two other churches developed on this street - the Methodist Church, south of the Baptistry and the New Zion church, which is historically an African-American resource.



Other sections developed a vernacular type of architecture during this period. Folk Victorian houses were erected in large concentrations, mostly on Bryan and College Streets. On Rogers Street, a large collection of African-American housing evolved; most of the homes retain their historical integrity, and are largely American Vernacular. Along the Hampton Street Corridor, most of the houses developed by 1911 were of two types - the first being Folk Victorian and the other deeply influenced by the Craftsman architectural movement.

Along Jonesboro Road, the house styles were large and ornate. Architectural styles range from Folk Victorian, to Craftsman, Colonial Revival, and high-style Neo-Classical Revival. One good example of the high-style type on this street is the Oakhill Plantation; constructed about 1897, this Georgian example features diamond pattern transoms in both doors and windows, Doric columns, and bracketed cornices.

This period between 1890 and 1920 was McDonough's "golden age." As commerce and residential populations increased, so did industrial growth.

Most of the industry at that time was related in some way to cotton although building supply stores did a brisk business as well. Cotton, in fact remained a staple crop in McDonough and Henry County well after other areas gave up on the crop. Henry County, for example, exported between 25,000 and 30,000 bales of ginned cotton every year from 1900, and this trend continued even after the First World War.

McDonough's infrastructure continued to expand during this period. The McDonough Waterworks was established in 1895, with construction completed in 1896. Water was taken



Big Spring

from Big Spring to a cistern located at the city square, then distributed through pipes to individual homes and businesses. In 1897, the old Courthouse, built in 1824, was replaced by the Romanesque structure that is currently on Jonesboro Street. The original courthouse, built on the square, was dismantled by Samuel Dailey, a local contractor. The materials from the dismantling were used to build three brick structures on Covington Road that are no longer present.⁷ McDonough received its Telephone Exchange relatively early for a rural area, in 1899. The first city connected with, curiously, was not Atlanta, but Jackson, to the south of McDonough.

The Depression hit McDonough hard, although McDonough fared a little better than some of its neighbors, mostly due to its proximity to Atlanta and the Southern Railway. Many commercial interests failed during this time; however, the local economy was strong enough to handle a small amount of enterprise. Industrial resources in the area were affected, but relatively few of them failed; however, those that did added greatly to the unemployment in the area.

⁷ Rainer, 182-83.

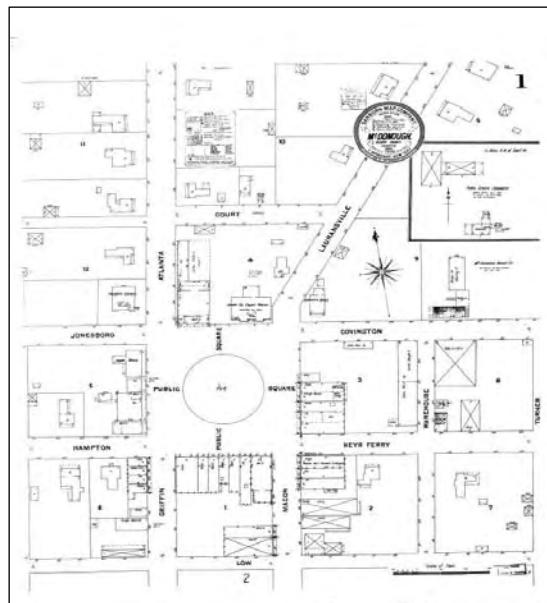
The Second World War increased production in war industries, and McDonough began to recover from the Depression. Another building boom extended McDonough northward. These houses were for the most part early versions of the ranch house, or split levels. They were mostly constructed in the late 1940's and 1950's along Lowe, Woodruff, and Carmichael Streets. Some infill occurred in the downtown commercial center during this era. The new buildings were either replacing demolished earlier buildings or



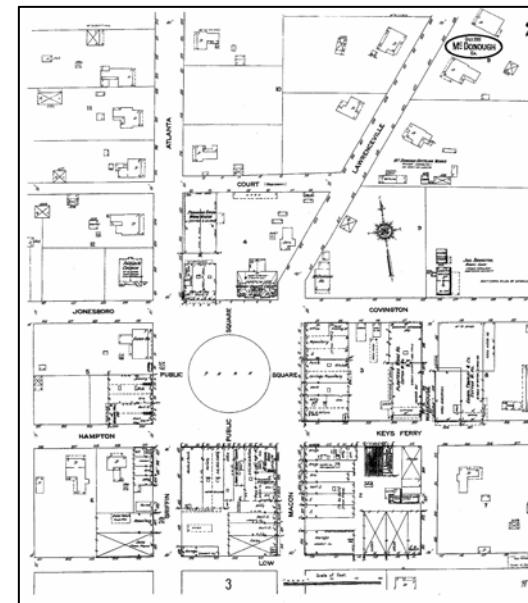
Welcome center built c. 1935

were simply filling in the empty spaces that had never been developed. These buildings are easy to spot in the downtown area because they typically have the smallest footprint in the downtown area, or developed as a result of historical phenomenon, such as the Phillips Service Station on the corners of Jonesboro and Atlanta Roads, which was constructed in 1935.

By 1960, there came a movement to revitalize the downtown area. More than a few of the downtown buildings were "westernized" during this era, which stretched from about 1967 until 1980. More than likely, the move was aesthetic. By 1970, residential purchases and new housing permits began to rise, so that by 2000 Henry County could boast over 200,000 residents, along with the commensurate saturation of Wal-Mart, Burger Kings, and Home Depot stores.



1905 Sanborn Fire Insurance Map
Downtown McDonough



1911 Sanborn Fire Insurance Map
Downtown McDonough

MAP

Refer/Insert to Figure 1: District Map (to be decided later)

PURPOSE & GOALS

The purpose of the McDonough Design Guidelines is to act as a guide for both appropriate maintenance and for new construction within the historic district. They are meant to do the following:

- ❖ Reinforce the historic character of McDonough
- ❖ Protect its visual aspects
- ❖ Serve as a tool for designers, developers, home owners, and business owners in making design decisions
- ❖ Increase public awareness
- ❖ Discourage inappropriate new construction
- ❖ Deal with exterior only
- ❖ Guarantee “high quality” construction
- ❖ Be specific but not restrictive

Properties in historic districts are affected by the actions of their neighbors. Decisions of one property owner can have a major impact on the property values of another. Design Guidelines provide a level playing field for all property owners because they apply to everyone in the historic districts. As a result, all property owners' rights are protected from the adverse impact, which could result from the actions of others. The Design Guidelines assist in the preservation and maintenance of the unique appearance of the historic district.

RESIDENTIAL MAINTENANCE AND REHABILITATION

This section addresses rehabilitation and maintenance of McDonough's historic residential buildings. McDonough has a wealth of historic resources in a variety of styles and housing types. The unique and historic architectural elements of McDonough's historic houses should be maintained.

HOUSING STYLES

The Historic District of McDonough's collection of historic homes is diverse with many different housing styles and types represented. Many of the early housing styles in McDonough range from simple Colonial Revival Cottages, to elaborately decorated Victorian or Greek Revival homes. However, as McDonough grew over time, additional housing styles included Craftsman, English Vernacular Revival, and most recently, the post-WWII housing style. The character defining features that define a particular building's style are important to identify and preserve. Below are examples of housing styles within the McDonough Historic District.

GREEK REVIVAL



- * Low-pitched gable, hipped, or shed roof; gable may face front
- * Portico or recessed entrance; pilasters, square posts or classical columns
- * Entrance with transom and sidelights
- * Broad frieze below cornice, sometimes with rectangular attic windows
- * Trim incorporates geometrical forms

CLASSICAL REVIVAL



- * Entrance portico, often full height
- * Semi-circular fan light
- * Raised basement
- * Bracketed projecting cornice
- * Classical columns

QUEEN ANNE

- * Asymmetrical plan and massing
- * Variety of surface treatments, textures, and colors, “painted ladies”
- * Elaborate decorative trim, shingles, and brickwork
- * Complex roofline, with many gables
- * Façade may have several projecting bays and towers with conical roofs
- * Porches will often be full façade or wrap around
- * Windows may have multiple panes and often stained glass

FOLK VICTORIAN

- * Defined by the presence of Victorian decorative elements on simple folk house forms.
- * Porches with spindle work detailing, or flat jigsaw cut trim, “gingerbread”
- * Cornice brackets are common
- * Turned porch supports and balustrades common
- * Decorative detailing in the gables and around doors and windows

CRAFTSMAN BUNGALOW

- * Low pitched gable roof
- * Exposed rafter tails
- * Knee braces
- * Tapered porch posts and heavy piers
- * Multi-paned windows over a single pane

ENGLISH VERNACULAR REVIVAL

- * Steeply pitched gabled roof with a dominant front-facing gable
- * Asymmetrical in form
- * Often decorative half-timbering in the gables
- * Most have masonry walls, brick, or stucco
- * Massive chimneys common
- * Rounded arches common for openings
- * Multi-paned windows common

BUILDING MATERIALS

In McDonough, wood and brick are the most common building materials for residential structures. The greatest threat to both materials is water. Preventing water from penetrating wood or brick is the most important step in preventing costly damage and deterioration. Keeping the roof, flashing, and drainage systems in good working order can prevent most water penetration. If any wood or brick must be replaced, every effort should be made to use identical materials both for aesthetic and structural reasons.

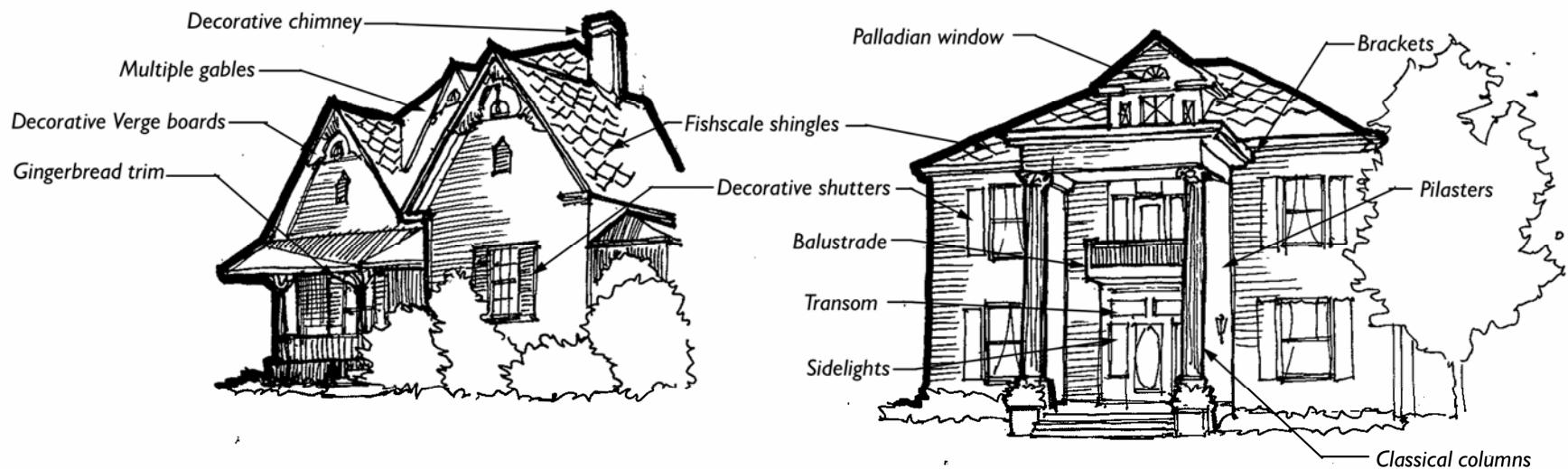
PORCHES

Porches are an important design element in historic buildings in the South. Many were used as a cooling mechanism as well as a social gathering place. The original design and materials of a porch should be maintained. If replacement of part or all of a porch is necessary, the design and materials should closely match the original. In cases where the defining characteristics of a porch are missing and no pictorial, historical, or physical evidence exists, a contemporary, yet compatible replacement to the original may be used. The replacement porch should be compatible in terms of size, scale, material, mass, and profile. In order to retain historic character, porches should not be enclosed.



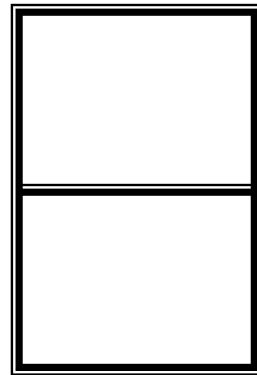
ARCHITECTURAL DETAILS

Architectural details are a vital element of the historic significance of a structure. Ornamentation should be maintained and preserved. When repairing, remove only the damaged material and replace with like materials. Trim, brackets, braces, moldings, and other elements of distinction should never be obscured, covered up, or removed. Non-historic architectural or decorative ornamentation should not be added to a building. Other elements of architectural detail include the building's overall shape, openings, roof, dormers, chimneys, projections, setting and craft details.

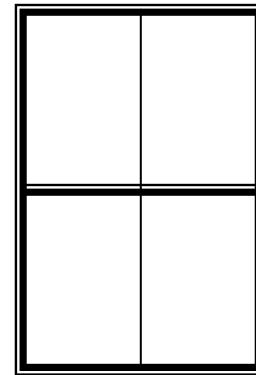


Windows

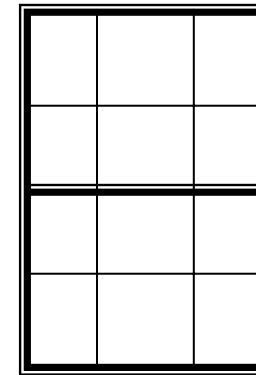
Windows are an important aspect of the historic character of a house. Historic windows should be preserved and maintained. Repair of historic windows should replace the damaged components while preserving the functional ones. Historic windows should not be replaced entirely unless it is unavoidable. When replacing a window, always conform to the design of the original as well as the materials. If decorative elements of windows are missing, those elements should not be recreated unless strong pictorial, historical, or physical documentation exists. If multi-paned windows need to be replaced, the replacements should have true divided lights with the style and size of the muntins to match the original window. False muntins and vinyl windows are not appropriate.



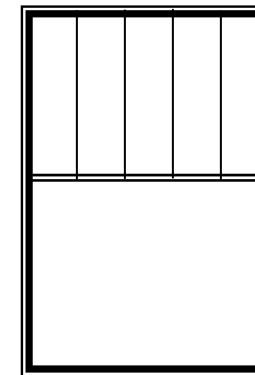
1/1 Double-hung window



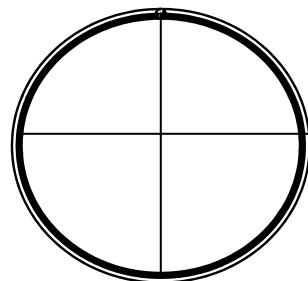
2/2 Double-hung window



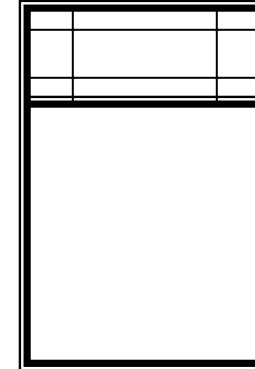
6/6 Double-hung window



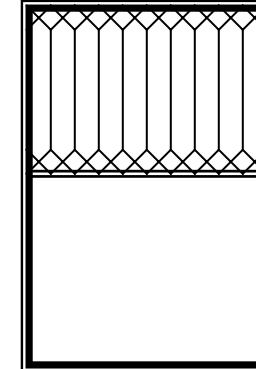
5/1 Craftsman window



Circular window



Fixed-paned window with multiple lights



Diamond paned double-hung window

COMMERCIAL MAINTENANCE AND REHABILITATION

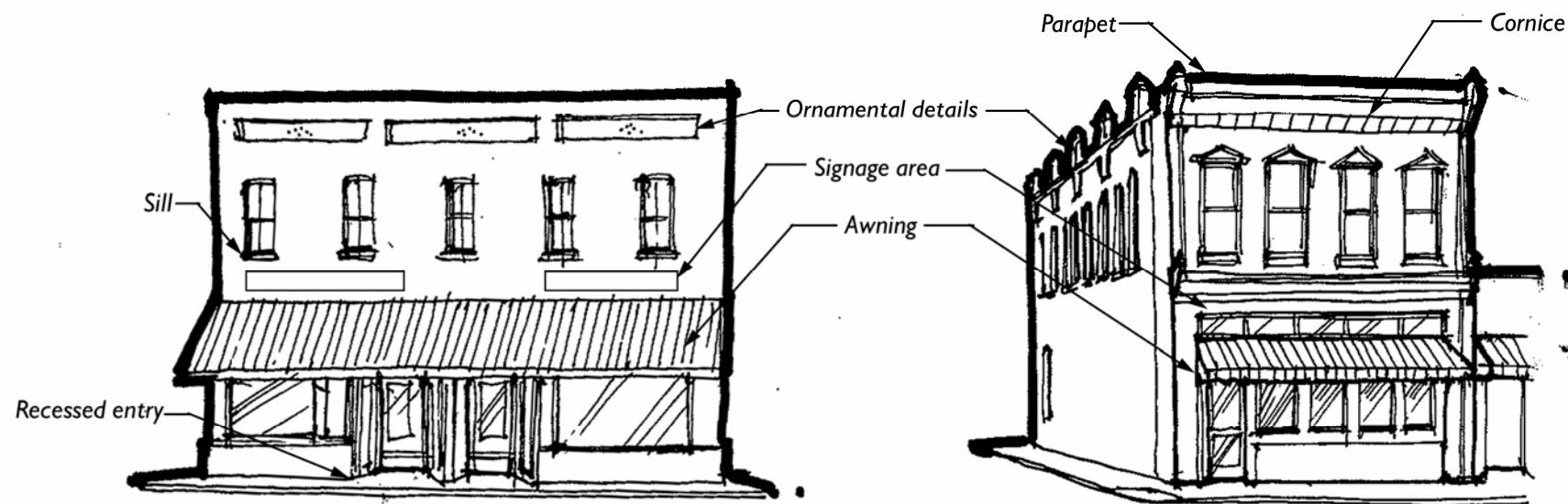
This section will address appropriate ways of maintaining and rehabilitating McDonough's historic commercial buildings. For more information on the rehabilitation of historic storefronts, please refer to Preservation Brief #11 found at (<http://www2.cr.nps.gov/tps/briefs/brief11.htm>).

Storefronts



Most of the buildings that make up McDonough's commercial district are located in a square along Atlanta Street, Macon Street, and Hampton Street with the courthouse along Jonesboro Street and a few additional buildings stretching a block to the east, south, and west. Because the appearance of these buildings may form a visitor's first impression of McDonough, it is crucial that these storefronts reflect proper maintenance and appropriate rehabilitation.

It is important to consider the historic and architectural characteristics of the storefront façades when considering a rehabilitation project. A façade is the front "face" of a building. The proper approach would be to retain and maintain the original design and features of the façade. This approach helps to unify the downtown area and is in keeping with the historic appearance of the buildings. If repair or replacement of historical elements is necessary every effort should be made to use materials that are like those used in the original construction.

COMMERCIAL ARCHITECTURAL DESCRIPTIONS

The list of guidelines below is taken directly from Preservation Brief #11 Rehabilitating Historic Storefronts

Guidelines for Designing Replacement Storefronts

1. **Scale:** Respect the scale and proportion of the existing building in the new storefront design.
2. **Materials:** Select construction materials that are appropriate to the storefronts; wood, cast iron, and glass are usually more appropriate replacement materials than masonry, which tends to give a massive appearance.
3. **Cornice:** Respect the horizontal separation between the storefront and the upper stories. A cornice or fascia board traditionally helped contain the store's sign.
4. **Frame:** Maintain the historic planar relationship of the storefront to the facade of the building and the streetscape (if appropriate). Most storefront frames are generally composed of horizontal and vertical elements.
5. **Entrances:** Differentiate the primary retail entrance from the secondary access to upper floors. In order to meet current code requirements, out-swinging doors generally must be recessed. Entrances should be placed where there were entrances historically, especially when echoed by architectural detailing (a pediment or projecting bay) on the upper stories.
6. **Windows:** The storefront generally should be as transparent as possible. Use of glass in doors, transoms, and display areas allows for visibility into and out of the store.
7. **Secondary Design Elements:** Keep the treatment of secondary design elements such as graphics and awnings as simple as possible in order to avoid visual clutter to the building and its streetscape.

A restoration program requires thorough documentation of the historic development of the building prior to initiating work. If a restoration of the original storefront is contemplated, old photographs and prints, as well as physical evidence, should be used in determining the form and details of the original. Because storefronts are particularly susceptible to alteration in response to changing marketing techniques, it is worthwhile to find visual documentation from a variety of periods to have a clear understanding of the evolution of the storefront. Removal of later additions that contribute to the character of the building should not be undertaken.

Exterior Materials

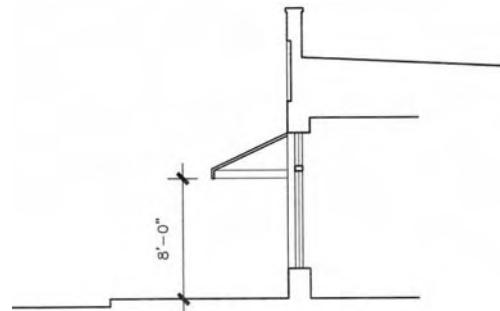
The most commonly used building materials throughout the commercial district are brick and wood. Keeping the mortar joints of the brick buildings in good condition and protecting the brick surface can adequately maintain masonry. It is important to retain the historic appearance of brick surfaces. It is also recommended that brick that was not previously painted, be left unpainted.

In order to maintain the character of historic wood frame structures or decorative elements, the “repair rather than replace” rule applies. Replace wood elements only when they are beyond repair. Match the original material and design by using surviving material or substitutes that convey the same appearance.

Awnings and Canopies

Awnings are an attractive, economical, and practical addition in older commercial areas. Awnings on commercial buildings became popular in the 1890s and were in widespread use in the early 1900s. Awnings offer a way to identify a building, add color, and soften the hard lines of a streetscape. Awnings provide shelter from inclement weather, reduce glare, save energy, and protect from the sun. Awnings project an attractive pedestrian environment. They add to the character of the façade and can serve as a unifying theme for the streetscape.

- * Should be of similar color, look, shape, and height
- * Canvas or acrylic materials are encouraged. Metal, wood, or plastic awnings are prohibited.
- * The store name may be painted on an awning
- * Retractable awnings are encouraged, but fixed may be used
- * The lowest part of the awning may be no lower than 8 feet



Signs

Signs are a vital element to any downtown. In a historic main street area like McDonough, the most appropriate signage is marked by proper legibility, clarity, placement, and durability. Well-designed signs add interest and can be an attractive wayfinding system if carefully designed. The most compelling and legible signs are often not the largest, the brightest, or the cleverest. In a downtown environment, a simple sign may be a more effective way of attracting business. Good sign design considers all the following factors: Layout and composition, materials, color, size, graphics, typeface, and installation. The City of McDonough encourages that all signs are compatible with the design and materials of the building on which or in front of the buildings on which they are placed.

The following points should be considered when designing and constructing new signs for historic buildings *Preservation Brief #25 The Preservation of Historic Signs, NPS* (<http://www2.cr.nps.gov/tps/briefs/brief25.htm>)

- Signs should be viewed as part of an overall graphics system for the building. They do not have to do all the "work" by themselves. The building's form, name and outstanding features, both decorative and functional, also support the advertising function of a sign. Signs should work with the building, rather than against it.
- New signs should respect the size, scale and design of the historic building. Often features or details of the building will suggest a motif for new signs.
- Sign placement is important. New signs should not obscure significant features of the historic building. (Signs above a storefront should fit within the historic signboard, for example.)
- New signs should also respect neighboring buildings. They should not overshadow or overpower adjacent structures.
- Sign materials should be compatible with those of the historic building. Materials characteristic of the building's period and style, used in contemporary designs, can form effective new signs.
- New signs should be attached to the building carefully, both to prevent damage to historic fabric, and to ensure the safety of pedestrians. Fittings should penetrate mortar joints rather than brick, for example, and sign loads should be properly calculated and distributed.

Lighting

Lighting is a very important part of any community. Proper lighting can create a safe and attractive place for both citizens and visitors. There are a variety of ways to light a business or building. Creating a lighting design requirement for both pedestrian lights and street lights to be used throughout the city can help create a sense of connectivity.

- * Lighting in pedestrian areas should be comfortably and safely lit
- * Shield exterior lighting fixtures from view or blend into the building. Decorative, historically accurate fixtures are encouraged.
- * Do not use flashing signs or back-lit signs.

Entrances

Entrances are often the focal point of a commercial structure and can be flush with the façade or recessed. If the entrance was originally recessed, it is recommended that it be retained as such and vice versa. Often decorative elements are found surrounding the doors, such as columns, pilasters, signage, etc. Any decorative elements should be preserved and repaired if necessary. If replacement of a decorative element is warranted, the materials and forms should be as close to the original as possible. The doors of the entrances also contribute to the character of the façade. The style of the door should be appropriate to the building's style and function. If available, use pictorial, historical, or physical evidence to identify the original or compatible style of door. Hardware should match or be compatible with the original. Storm doors should not obscure the details of the original door and should be of an appropriate style.

SPECIAL PROPERTIES

Special properties include structures in McDonough such as the historic Courthouse, churches, schools, and other structures that do not fall under the general characteristics of residential or commercial. These properties must be considered separately for their unique architectural and historical significance. Additions to these special properties should be designed with sensitivity to their unique historic character and architectural details and should follow *The Secretary of the Interior's Standards for Rehabilitation*.

It is better to avoid alterations to these properties; however, if repairs or rehabilitation must be made, materials should be consistent with those used in the original design of the building and conform to the basic standards for rehabilitation. Alterations should be designed so as not to be visible from the public when possible. No historically inappropriate ornamentation should be added where it did not originally exist. Like residential and commercial properties, these special structures need continual general maintenance in order to avoid costly repairs.

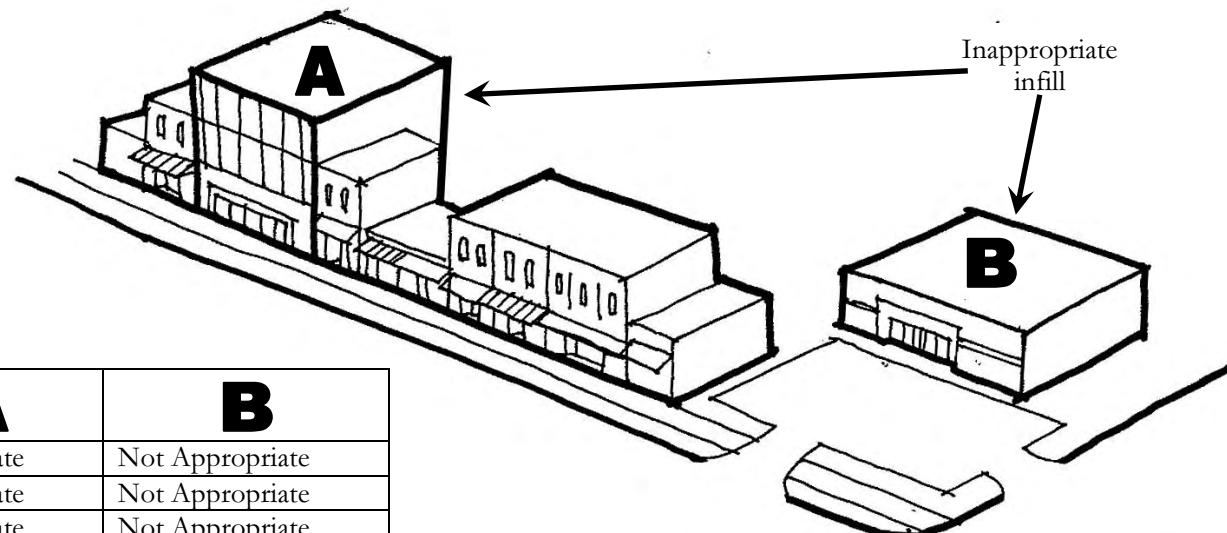


NEW CONSTRUCTION RESIDENTIAL & COMMERCIAL

In order to preserve the unique character of McDonough's historic character, new construction and additions in residential and commercial structures should be compatible with existing buildings and structures. To ensure that this happens, basic criteria and standards for future construction will need to be established. These criteria should be based on the significant characteristics of the existing historic buildings and sites. New construction should respect the historic character of the surrounding buildings in terms of:

- * Scale
- * Form
- * Rhythm of spacing
- * Setbacks
- * Orientation
- * Materials

Infill is a term that is often used to describe new buildings constructed within historic areas. New construction should enhance and compliment, rather than detract from the surrounding historic buildings. When considering what is proper design for infill, it is important to assess specific characteristics of the existing buildings.



SCALE

Similarity of scale is an important visual characteristic of historic districts and should be preserved. Height, width, and depth determine the scale of a building. Most buildings in McDonough are one or two stories in height except for a few structures. New buildings should approximate the height and width of adjacent and nearby historic buildings. No building will be higher than the cornice of the historic courthouse.

FORM

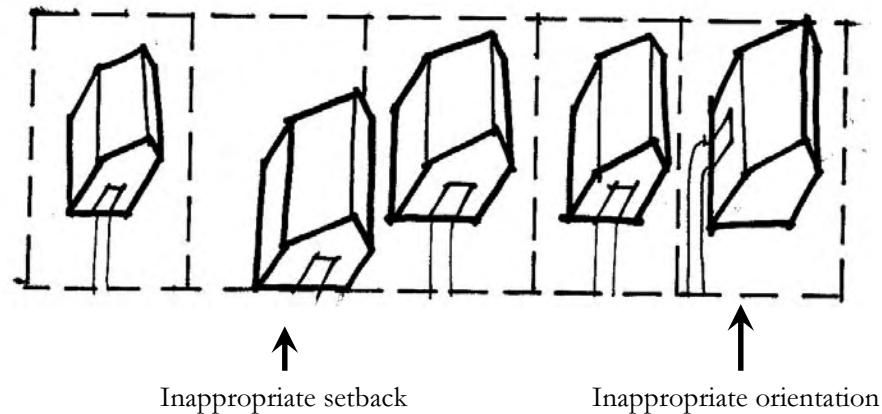
The form is made up of several elements that together give a building its particular silhouette or footprint. The pitch, shape, and complexity of the roof make up a dominant component of a building's form. Other ingredients that create form are the height of the foundation and whether the building is comprised of a single block or is more complex with many projections and indentations. The composition of new buildings should follow the example of the existing historic buildings. Roofs should closely match those of the surrounding buildings. A new building should be set on a foundation that is the same height as adjacent and nearby historic structures.

RHYTHM

An important consideration for new buildings in both the commercial area as well as residential is the rhythm of the façade. The number, size, and placement of windows and doors are elements that create rhythm.

SETBACK

Setback defines the distance from the front façade of a building to public right-of-way (sidewalk or street). New buildings should maintain existing setbacks.

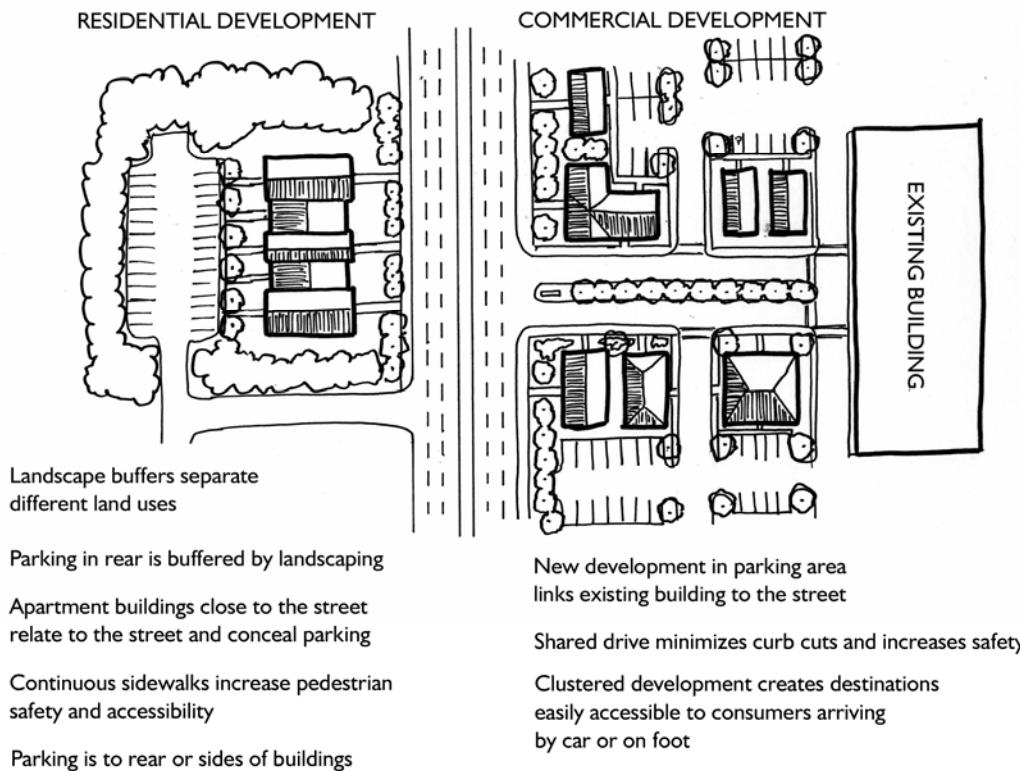


ORIENTATION AND SPACING

Orientation defines how the building sits on the site. Spacing is defined by how much space exists between buildings. Continuity of spacing and orientation is recommended for new construction.

MATERIALS

Materials used in the construction of infill should be consistent with those of the existing historic buildings. Wood and brick are the dominant materials in McDonough in both residential and commercial structures. The use of materials that are not consistent with the surrounding structures should be discouraged. In commercial structures, the buildings should be constructed of primarily brick with 20 percent of the façade using metal or stone as decorative elements.

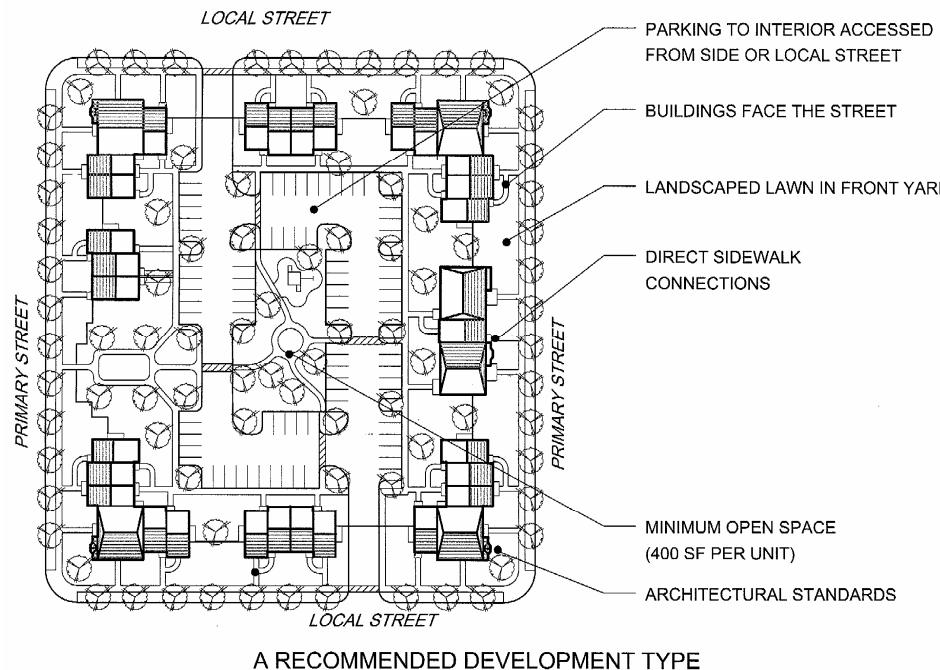


NEW CONSTRUCTION APARTMENTS/TOWNHOUSES

In order to preserve the unique character of McDonough's historic character, new construction of apartments and townhouses should be compatible with surrounding existing buildings and structures. To ensure that this happens, basic criteria and standards for future construction will need to be established. These criteria should be based on the significant characteristics of the existing historic buildings and sites. New construction should respect the historic character of the surrounding buildings in terms of:

- * Scale
- * Form
- * Rhythm of spacing
- * Setbacks
- * Orientation
- * Materials
- * Parking
- * Pedestrian connection
- * Open space

Infill is a term that is often used to describe new buildings constructed within historic areas. New construction should enhance and compliment, rather than detract from the surrounding historic buildings. When considering what a proper design for infill is, it is important to assess specific characteristics of the existing buildings.



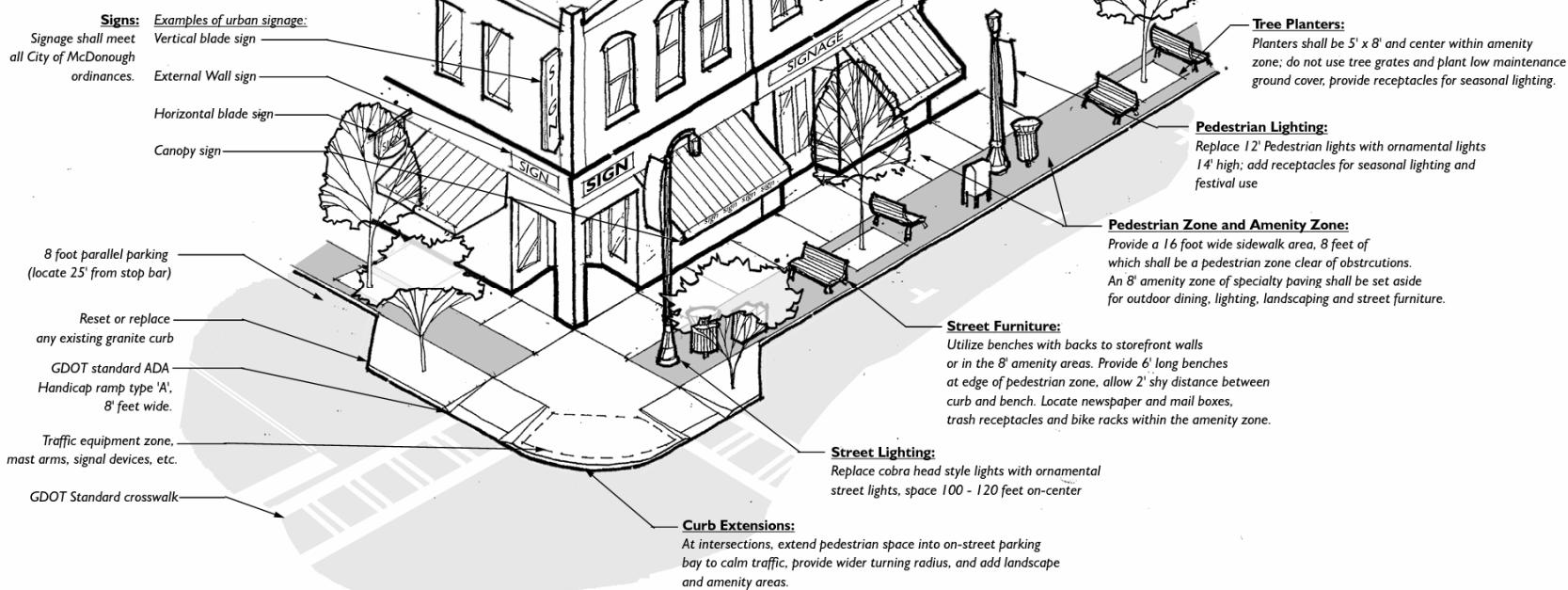
STREETSCAPE/LANDSCAPE FEATURES

Elements in the streetscape and landscape, including buildings, lighting, street trees, plantings, hardscape, landscaped areas, site amenities, and signage, can be arranged in order to create a safe and attractive area.

McDonough Urban Area Streetscape Design Guidelines

New developments within designated "Urban Areas" along McDonough development corridors are to emulate the historic commercial development pattern around the square. This encourages the orientation of building front to the street with parking set behind or to the side of new development. Streetscape improvements would be required as a part of these new developments as shown. Among the recommended requirements are:

- All renovation and development projects in the Historic District will be subject to the review and approval of the Historic Preservation Commission and City of McDonough.
- Encourage mixed-use developments with retail/office/residential arrangements
- Awnings should be canvas over metal frames.
- Retail establishments may display wares and products in the streetscape
- Dining establishments may provide outdoor dining areas in the amenity zone
- All establishments must provide an 8 foot clear zone for free pedestrian movement
- Streetscape elements, such as lighting and furniture, should match existing streetscapes.



GENERAL RECOMMENDATIONS AND DESIGN GUIDELINES FOR URBAN AREAS*Building siting:*

- Development corridors shall be planned along an A and B street hierarchy. These recommendations should be required of all A streets.
- All buildings in urban areas are to be built at the build-to line, without setback from the streetscape.
- Parking areas are only allowed behind new development.
- Multiple story buildings should be encouraged but limited to 3 stories.
- Parking garages should be planned with retail, residential or office use facing the streetscape.

Facades:

- All Renovation projects shall determine feasibility of removing aluminum or metal siding and reconstructing obscured second-floor windows. Unless deemed necessary for structural integrity, siding must be removed and windows replaced.
- Aluminum or metal awnings and horizontal awnings with metal rod supports shall be removed during renovation projects.
- On a case-by-case basis, the design review board shall review other renovation considerations such as historic appropriateness, colors and paint schemes.

Awnings:

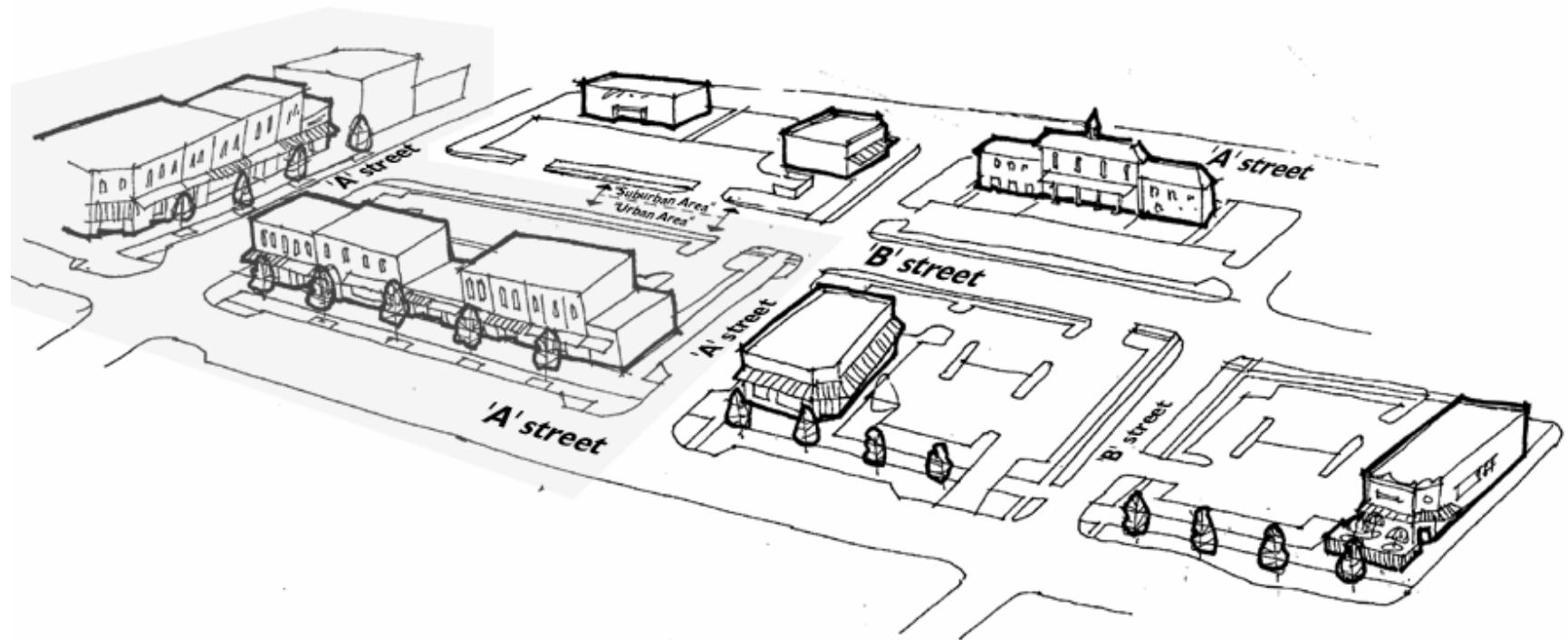
- Awnings shall be mounted just above the storefront glass exposing transom (frame above door or window) and wall above and shall extend to tree canopy or two feet shy of curb.
- The drip edge shall be within reach.
- Awnings shall be canvas over metal frame.
- Side panels are allowed, but not a bottom panel.
- Valances shall have straight edges and may have signage.
- Awnings shall not be backlit.

Signs:

- Integration of signs with the architecture is recommended.
- All exterior signs shall be made of wood, plastic, high pressure laminate or enameled steel and washed in light.
- National brand signs may be prominently displayed.
- “Sandwich board” signs should be maintained and can be placed in the amenity zone.
- A single external sign may be applied flush with the elevation at each floor level and shall be a maximum of 24" in height by any length.
- A single horizontal blade sign may be hung below the second floor window perpendicular to the building and shall extend up to three feet from the building at a maximum of 18" in height.
- A single vertical blade sign may be 24" in width and may extend as high as the top floor window lintel.
- Signs or advertisements may be painted directly on side building walls (i.e., Coca-Cola) but should only have a limited color scheme.
- Backlit signs are not permitted.
- Neon signs of no greater than five square feet are permitted inside storefronts.
- Handwritten signs in windows are discouraged unless they are prepared in a professional manner.

General Streetscape requirements:

- Provide a 16-foot streetscape zone between curb and build-to line.
- Provide an 8-foot pedestrian zone at edge of building.
- Provide an 8-foot amenity zone between curb and pedestrian zone. Locate utilities underground.
- Lighting, street furniture, and street trees shall match elements of the existing streetscape.
- Deviations from these requirements can be modified on a case by case basis by the city for reasons such as slope constraints, utility conflicts, and preservation of existing trees.



'A' STREET

'B' STREET



Source: JJG
Seasonal Planter option



Source: JJG
Preferred Street Tree planter treatment



Source: JJG
The "Everclear" Elm (available in 2005-2006)



Source: JJG
Lamp post sign example

Streetscape intrusions:

- Use of the streetscape by merchants and restaurants is encouraged.
- **Outdoor dining:** For dining establishments, use of the 8-foot amenity zone for an outdoor café platform is allowed. Curb, seatwalls, ornamental post and chain, or large planters can be installed to border the area. Café areas are also allowed beside building face, but must allow an 8 foot zone free of obstructions for adequate pedestrian movement. Use of curb extensions for café or merchandise platforms is not allowed.
- **Seasonal Planters:** Seasonal planters or hanging baskets should be limited to placement on light posts, near benches, café platforms or other activity areas. The city or other responsible parties will be required to maintain the planters. Individual maintenance of planters is not recommended in order to coordinate maintenance, color and design schemes.
- **Benches:** Benches should be located and placed perpendicular to the street in the amenity zone or with back to wall if no windows.
- **Mail and news boxes:** Place in amenity zones. Limit four boxes at each placement.
- **Street Tree Planters:** Street Tree planters are recommended to be flush, open planting pits ideally 8'x5' in size or larger. Pit

shall be planted in ground cover. Metal street tree grates and raised planters are not recommended. Electrical outlets should be provided for seasonal lighting.

- **Permitted in the streetscape:** Merchandise, chairs, tables, benches, bike racks
- **Prohibited in the streetscape:** Air conditioning units, dumpsters, storage areas

Other Notes:

- Do not stripe individual parallel parking spaces to allow for higher capacity.
- Minimize visibility of traffic control boxes
- Simplify traffic control signs and devices
- Combine street signs with lampposts where possible to reduce clutter.
- Develop a community wayfinding signage system for visitors to identify parking, stores, historic sites, and points of interest.

Many of these recommendations are intended to be the responsibility of the city or groups coordinating downtown improvements. Other recommendations are to be implemented by building owners through regulatory methods.

GENERAL RECOMMENDATIONS AND DESIGN GUIDELINES FOR SUBURBAN AREAS

Signs:

- Signs, not including building or wall signs, should be regulated in suburban areas between curb and parking areas.
- Ground signs are recommended to be the main sign form for new development. Refer to city signage regulations for size, height and graphic requirements.

Building siting:

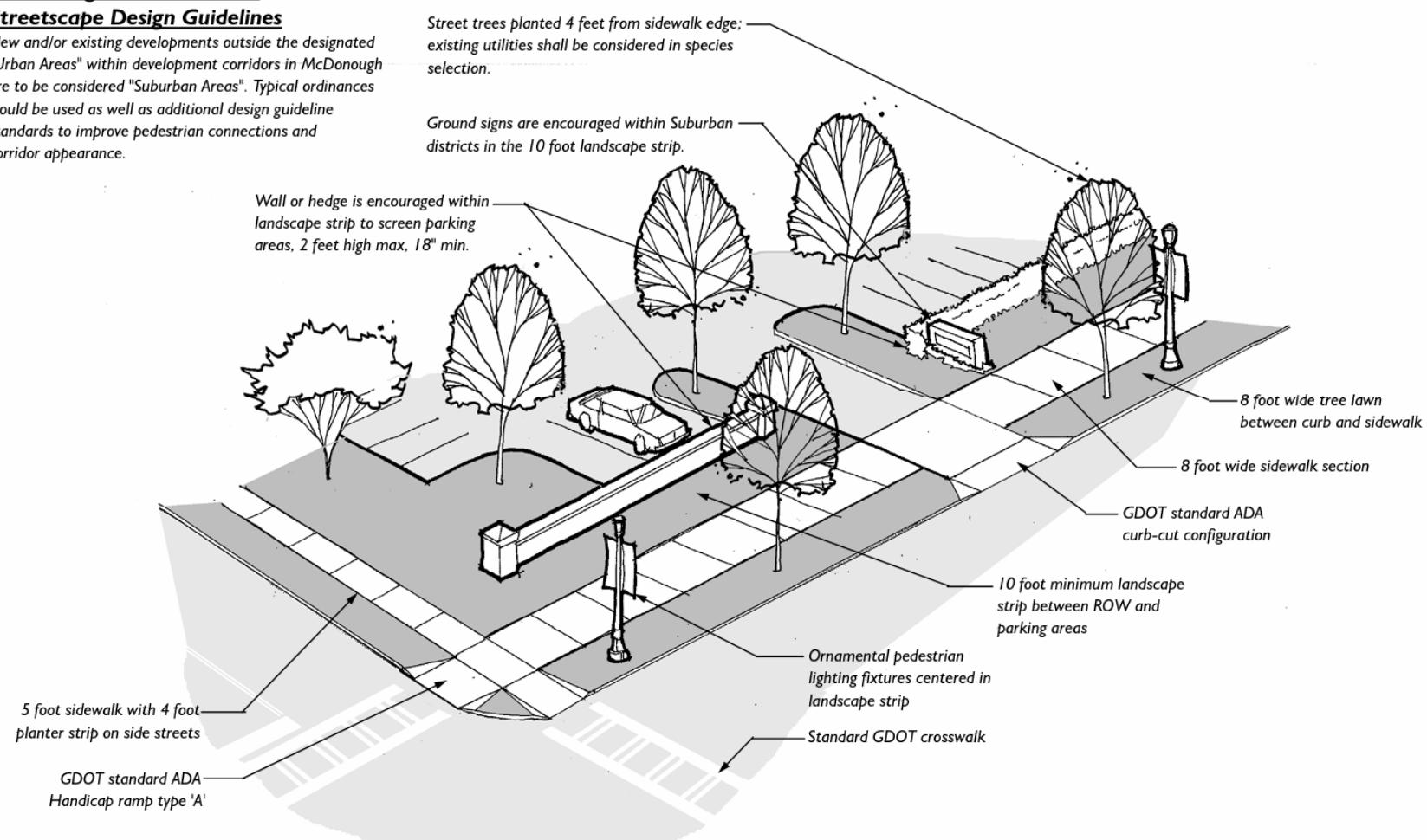
- Siting of buildings is important in considering new development.
- Development corridors shall be planned along an A and B street hierarchy. These recommendations should be required of all A streets.
- Stand-alone businesses should be sited with an entrance onto the streetscape in addition to parking areas.
- Shopping Centers and strip development should provide pedestrian connections between entrances and the streetscape.
- Restaurants should orient outdoor dining toward the streetscape, not parking areas.

General Streetscape requirements:

- Provide an 18-foot streetscape zone between curb and property line.
- Provide an 8-foot sidewalk 2 feet from edge of property line. Locate utilities within 2-foot zone if possible.
- Provide an 8-foot planting strip between curb and sidewalk, plant street trees in strip considering location of existing utilities.
- Provide a 10-foot landscape strip between property line and parking lot.
- Provide a parking lot screen 18"-24" high, such as a wall or hedge.
- Refer to landscape and tree ordinances for landscape requirements for new development.
- Deviations from these requirements can be modified on a case-by-case basis by the city for reasons such as slope constraints, utility conflicts, and preservation of existing trees.

McDonough Suburban Area**Streetscape Design Guidelines**

New and/or existing developments outside the designated "Urban Areas" within development corridors in McDonough are to be considered "Suburban Areas". Typical ordinances would be used as well as additional design guideline standards to improve pedestrian connections and corridor appearance.



STREET TREES***Large Trees Recommended for Streetscape Use – Urban Zones***

Latin Name	Common Name	Recommended Cultivar
<i>Ginkgo biloba</i>	Ginkgo	Autumn Gold', 'President'
<i>Metasequoia glyptostroboides</i>	Dawn Redwood	
<i>Pistacia chinensis</i>	Chinese Pistache	
<i>Quercus hyrata</i>	Overcup Oak	Highbeam'
<i>Quercus nuttallii</i>	Nuttall Oak	Highpoint'
<i>Quercus phellos</i>	Willow Oak	Hightower'
<i>Quercus shumardii</i>	Shumard Oak	Panache'
<i>Taxodium distichum</i>	Bald Cypress	Shawnee Brave', 'Autumn Gold'
<i>Tilia cordata</i>	Littleleaf Linden	
<i>Ulmus parvifolia</i>	Lacebark Elm	Bosque', 'Allee', 'Everclear' (avail 2006)

Small and Medium Trees Recommended for Streetscape Use – Urban Zones

Latin Name	Common Name	Recommended Cultivar	Notes
<i>Carpinus betulus</i>	European Hornbeam		Non native
<i>Carpinus Caroliniana</i>	American Hornbeam/Musclewood	Palisade'	
<i>Chionanthus retusus</i>	Chinese Fringetree		Non native, Good under utility lines
<i>Chionanthus virginicus</i>	Fringetree		Good under utility lines
<i>Cornus kousa</i>	Kousa Dogwood	Numerous	Non native
<i>Lagerstroemia indica</i>	Crape Myrtle	Numerous 'Dynamite' (red) 'Sarah's Favorite' (white) 'Sioux' (pink)	Non native, Good under utility lines
<i>Magnolia virginiana</i>	Sweet Bay Magnolia		Good under utility lines
<i>Magnolia x 'Butterflies'</i>	Butterflies Magnolia		Good under utility lines
<i>Ostrya virginiana</i>	American Hophornbeam		
<i>Vitex agnus-castus</i>	Chastetree	Shoal Creek'	Non native, Good under utility lines
<i>Zelkova serrata</i>	Japanese Zelkova	Green Vase'	Non native

Large Trees Recommended for Streetscape Use – For Landscape Strips and Residential Zones, in addition to list for urban zones

<u>Latin Name</u>	<u>Common Name</u>	<u>Recommended Cultivar</u>	
<i>Acer rubrum</i>	Red Maple	October Glory', 'Red Sunset'	
<i>Acer saccharum</i>	Sugar Maple	Legacy'	
<i>Fagus grandiflora</i>	American Beech		
<i>Gleditsia triacanthos</i>	Thornless Honeylocust	var. inermis	
<i>Nyssa sylvatica</i>	Black Gum	Forum'	
<i>Platanus × acerifolia</i>	London Planetree	Yarwood' or 'Liberty',	
<i>Quercus alba</i>	White Oak		
<i>Quercus coccinea</i>	Scarlet Oak		
<i>Quercus falcata</i>	Southern Red Oak		
<i>Quercus laurifolia</i>	Laurel Oak		
<i>Quercus michauxii</i>	Swamp Chestnut Oak		
<i>Quercus prinus</i>	Chestnut Oak		
<i>Quercus rubra</i>	Northern Red Oak		
<i>Quercus stellata</i>	Post Oak		
<i>Quercus velutina</i>	Black Oak		
<i>Sophora japonica</i>	Japanese Pagodatree	Regent' or 'Princeton Upright'	
<i>Ulmus americana</i>	American Elm	Princeton' or 'Valley Forge'	

*Small & Medium Trees Recommended for Streetscape Use - For Landscape Strips and Residential zones, in addition to list for urban zones*

<u>Latin Name</u>	<u>Common Name</u>	<u>Recommended Cultivar</u>	<u>Notes</u>
<i>Acer buergerianum</i>	Trident Maple		Non native, Good under utility lines
<i>Acer campestre</i>	Hedge Maple		Non native, Good under utility lines
<i>Acer leucoderme</i>	Chalk Maple		Good under utility lines
<i>Amelanchier × grandiflora</i>	Serviceberry	Autumn Brilliance'	Good under utility lines
<i>Cercis canadensis</i>	Redbud	Forest Pansy'	Good under utility lines
<i>Cercis reniformis</i>	Texas Redbud	Oklahoma' or 'Texas White'	Non native, Good under utility lines
<i>Cornus florida</i>	Flowering Dogwood	Numerous	Good under utility lines
<i>Magnolia soulangeana</i>	Saucer magnolia	Numerous	Non native, Good under utility lines
<i>Oxydendron arboreum</i>	Sourwood		
<i>Prunus × yedoensis</i>	Yoshino Cherry		Non native, Good under utility lines

EVERGREEN Screening Trees - 8'-15' wide habit

<u>Latin Name</u>	<u>Common Name</u>	<u>Recommended Cultivar</u>	<u>Notes</u>
<i>Ilex x attenuata</i> -----	Foster #2 Holly -----		Select cultivar only, 15' ht.
<i>Juniperus chinensis</i> -----	Hetzii Columnar Juniper-----	Hetzii Columnaris'	Select cultivar only, Non native, 25' ht.
<i>Juniperus virginiana</i> -----	Red Cedar -----	Brodie'	Select cultivar only 30' ht.
<i>Magnolia grandiflora</i> -----	Alta Magnolia -----	Alta'	Select cultivar only 45' ht.
<i>Thuja x 'Green Giant'</i> -----	Green Giant Abrovitae-----		Select cultivar only, Non native, 30' ht

The following species should NOT be used as street trees, and should be prohibited in new developments

<u>Latin Name</u>	<u>Common Name</u>	<u>Notes</u>
<i>Acer negundo</i> -----	Box Elder-----	Weak wooded, litter problems
<i>Acer saccharinum</i> -----	Silver Maple-----	Shallow root system, litter problems
<i>Albizia julibrissin</i> -----	Mimosa-----	Short lived, invasive
<i>Pyrus calleryana 'Bradford'</i> -----	Bradford Pear-----	Malodorous, Weak wooded
<i>Ulmus pumila</i> -----	Siberian Elm-----	Weak wooded, litter problems

THE U.S. SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

The U.S. *Secretary of the Interior's Standards for Rehabilitation* are considered the basis of sound preservation practices. The standards allow buildings to be changed to meet contemporary needs while ensuring that the defining characteristics of a building that make it historically or architecturally distinctive are preserved. These *Standards for Rehabilitation* provide the framework for these design guidelines. The standards are listed below:

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate shall be undertaken using the gentlest means possible.
8. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

AMERICANS WITH DISABILITIES ACT AND HISTORIC BUILDINGS

Please refer to the National Park Service's *Preservation Brief 32* (<http://www2.cr.nps.gov/tps/briefs/brief32.htm>) for additional information and guidance in complying with ADA requirements. The information below is directly from the referenced Preservation Brief:

Historic properties are not exempt from the Americans with Disabilities Act (ADA) requirements. To the greatest extent possible, historic buildings must be as accessible as non-historic buildings. However, it may not be possible for some historic properties to meet the general accessibility requirements.

Under Title II of the ADA, State and local governments must remove accessibility barriers either by shifting services and programs to accessible buildings, or by making alterations to existing buildings. For instance, a licensing office may be moved from a second floor to an accessible first floor space, or if this is not feasible, a mail service might be provided. However, State and local government facilities that have historic preservation as their main purpose-State-owned historic museums, historic State capitols that offer tours-must give priority to physical accessibility.

Under Title III of the ADA, owners of "public accommodations" (theaters, restaurants, retail shops, private museums) must make "readily achievable" changes; that is, changes that can be easily accomplished without much expense. This might mean installing a ramp, creating accessible parking, adding grab bars in bathrooms, or modifying door hardware. The requirement to remove barriers when it is "readily achievable" is an ongoing responsibility. When alterations, including restoration and rehabilitation work, are made, specific accessibility requirements are triggered.

Recognizing the national interest in preserving historic properties, Congress established alternative requirements for properties that cannot be made accessible without "threatening or destroying" their significance. A consultation process is outlined in the ADA's Accessibility Guidelines for owners of historic properties who believe that making specific accessibility modifications would "threaten or destroy" the significance of their property. In these situations, after consulting with persons with disabilities and disability organizations, building owners should contact the State Historic Preservation Officer (SHPO) to determine if the special accessibility provisions for historic properties may be used. Further, if it is determined in consultation with the SHPO that compliance with the minimum requirements would also 'threaten or destroy' the significance of the property, alternative methods of access, such as home delivery and audio-visual programs, may be used.

ARCHITECTURAL TERMS

ALCOVE: A recess or small room that connects to or forms part of a larger room.

AWNING: A roof-like covering placed over a door or window to provide shelter from the elements. Historically they were constructed of fabric, but contemporary materials include metal and plastic.

BALUSTRADE: A series of balusters with a top and bottom rail.

BAY WINDOW: The window of a protruding bay.

BOND: Masonry units arranged in any of a variety of recognizable, and usually overlapping, patterns so as to increase the strength and enhance the appearance of the construction

BRACKET: A support feature located under eaves or overhangs often more decorative than functional.

BRICK VENEER - A non-structural facing of brick laid against a wall for ornamental, protective or insulation purposes.

CANOPY: An ornamental roof-like structure used on commercial buildings, which provides advertisement space, shade, and protection for the storefront and pedestrian traffic.

CAPITAL: The topmost member, usually decorated, of a column or pilaster.

CASEMENT WINDOW: A hinged window, which opens out from a building.

CLADDING: The process of bonding one material to another.

CLAPBOARD: A long narrow board with one edge thicker than the other to facilitate overlap; used to cover the outer walls of frame structures. Also known as weatherboard, bevel siding, lap siding.

COLUMN: A vertical support or pillar.

COMPOSITION SHINGLES: A modern roofing material composed of asphalt, fiberglass fiber, or asbestos.

CONTEXT: The surroundings, both historical and environmental, of a building or town.

CORNICE: A continuous molded projection that crowns or horizontally divides a wall.

DEMOLITION: The intentional destruction of all or part of a building or structure.

DEMOLITION BY NEGLECT: The destruction of a building or structure caused by the failure to perform routine maintenance over a period of time.

DISPLAY WINDOWS - Usually extending from the transom or cornice/frieze to the bulkhead and consisting of one plane of glass, the display window is an essential element that helps to define a building's storefront.

DORMER: A secondary feature of a building housing a window or vent, which is set upon the slope of a roof surface. Dormers may provide ventilation, lighting, or auxiliary living space.

EAVE: The projecting overhang at the bottom edge of a roof surface.

EXPOSED BEAMS: A decorative wooden beam that appears to support eaves, prevalent on Bungalow-style residences.

FAÇADE: The elevation or face of a building.

FENESTRATION: The arrangement of windows in a building.

FOOTPRINT: The outline of a building's ground plan from a top view.

FRIEZE: A wide facing board located at the junction of the exterior wall and roof eaves.

FRIEZE MOLDING: Decorative wooden molding located at the point where the eave meets the exterior wall.

GABLE ROOF: A triangular section at the end of a pitched roof.

GAMBREL ROOF: A double-sloped gable roof, which allows additional living or storage space.

GENERAL MAINTENANCE: Ordinary maintenance needed to keep a building or structure in good repair and does not require a change in materials

GINGERBREAD: A pierced wooden curvilinear ornament, executed with a jigsaw or scroll saw and located under the eaves of the roof.

HIP ROOF: A roof with sloping sides and ends.

JALOUSIE: A type of window comprised of a series of horizontal slats connected to a mechanical device operated by a crank.

KNEE BRACE: A wooden triangular brace that supports the eaves of a building. Knee braces were frequently utilized in the construction of Bungalow style residences.

LATTICE: A panel of criss-crossed diagonal or perpendicular slats often utilized as decorative infill between masonry foundation piers.

LIGHT: A single pane of glass.

LINTEL: A horizontal beam located above a window or door.

LOUVER: A door or window comprised of overlapping downward sloping slats, which shed rain while admitting light and air.

MASONRY: Brick, block, or stone, which is secured with mortar.

MASSING: A term used to define the overall volume or size of a building.

MOLDING: A continuous decorative strip of material applied to a surface.

PARAPET: A solid protective or decorative wall located along the outside edge of a roof.

PIERS: A masonry structure usually made of brick or concrete block, which elevates and supports a building or part of a building.

PITCH: The steepness of roof slope.

RAFTER: A wooden member of a roof frame which slopes downward from the ridge line.

RECESSED PANEL: A recessed area usually located in the frieze band of residential buildings. Recessed panels are decorative elements that often function as an area for signage.

RECONSTRUCTION: New construction to accurately recreate a vanished building or architectural element as it appeared at a specific

period of time. The work is based on reliable physical, documentary, or graphic evidence.

REHABILITATION: The process of returning a building to a state of usefulness through repair or alteration, which preserves those features that are historically or architecturally significant.

RELOCATION: Any change in the location of a building from its present setting to another setting.

RESTORATION: The process of accurately recovering the form and details of a building as it may have appeared at an earlier time.

RIDGE: The highest part of a roof.

SASH: A frame that encloses the panes of a window.

SCALE: A term used to define the proportions of a building in relation to its surroundings. Important factors in establishing the scale of a facade include the physical relationship of elements such as window area to wall area; the shape and size of fenestration forms such as the subdivision of windows into lights; the bonding pattern of the brickwork; and details such as cornices and trim.

SETBACK: A term used to define the distance a building is located from a street or sidewalk.

SHED ROOF: A roof with a single sloping pitch.

SIDELIGHT: A glass window pane located at the side of a main entrance way.

STABILIZATION: Work to halt deterioration of a building by making it weather tight and structurally stable while awaiting more extensive rehabilitation.

STUCCO: A masonry material applied as exterior wall fabric.

TEXTURE: The visual qualities of a building's surface separate from its color and form.

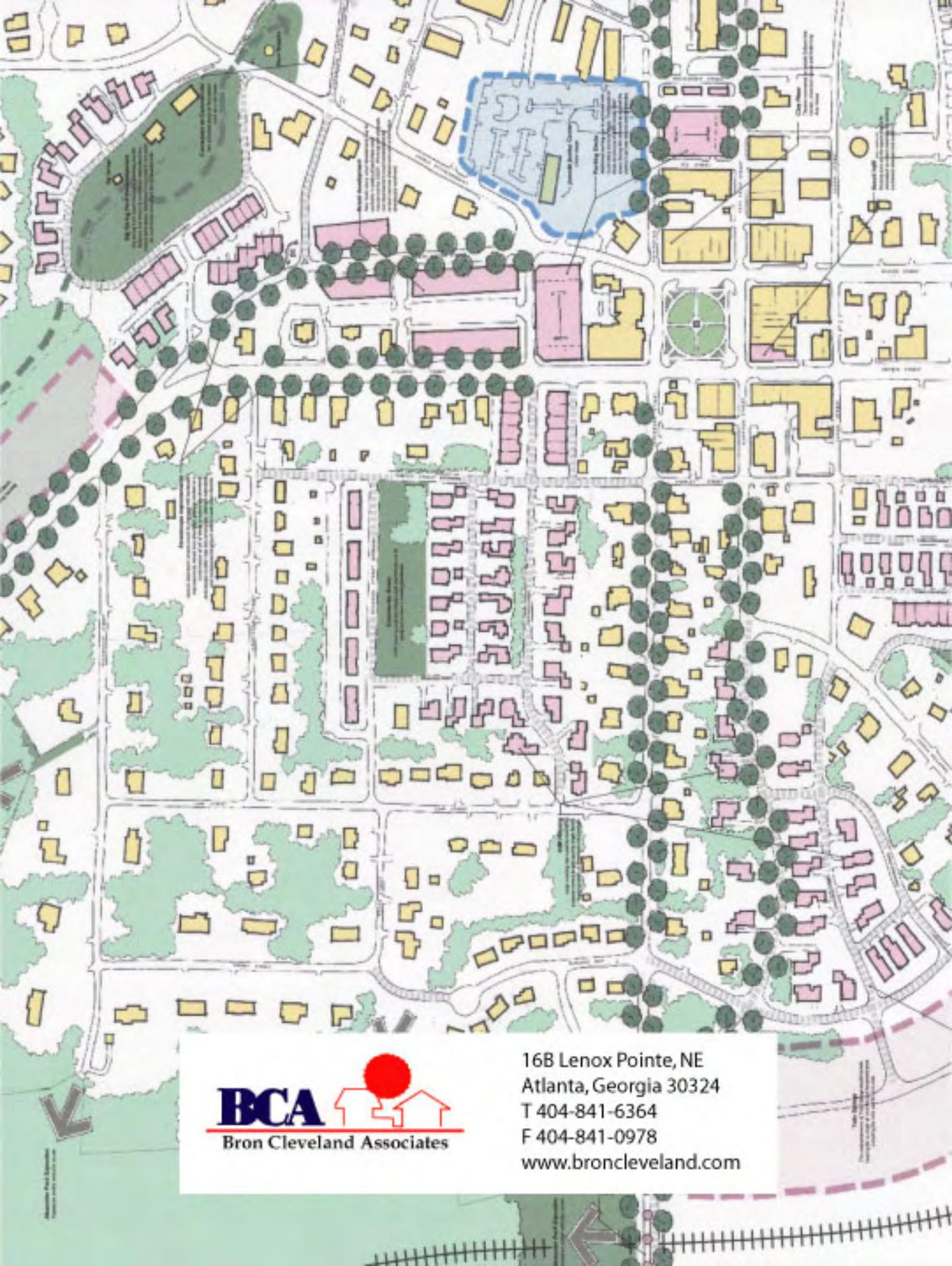
TRANSOM WINDOW: A glass pane, usually rectangular, which is located above a window or door.

TRIM: Finished woodwork used to decorate, border or protect the edges of openings such as doors and entrances.

VERNACULAR: A style of architecture that uses the most common building techniques that are based on the forms and materials of a particular period, region or group of people.

WINDOW SIGN: A sign which is painted on or attached to a window and is visible to pedestrian or vehicular traffic.

WOOD SHINGLES: A type of wooden siding comprised of milled shingles, which overlap each other. The bottoms of wood shingles when cut diagonally, round, or triangularly, create a decorative feature.



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