

WELCOME TO
downtown
DALLAS





About Dallas

main street



Did you know?

The city of Dallas has begun the Main Street Accreditation process. By receiving the accreditation, Dallas is eligible to attend trainings focused on downtown development, access to Community Impact Report, and discounted services at the Department of Community Affairs.

DALLAS MAIN STREET'S MISSION

The mission of the Dallas Main Street program is to promote and inspire economic development and in turn improve the quality of life and vitality of a stronger community

DALLAS MAIN STREET'S VISION

Dallas Main Street is a municipal organization formed to revitalize the historic downtown area of the city. The overall objective is to improve the longevity and appearance of historic downtown and strengthen the foundation for future growth and unity within the community.

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HOW CAN downtown Dallas HELP YOU?

Businesses in the Main Street district receive the following complimentary assistance from Dallas Main Street:

- Mentions on all @mydallasga social media
- Mentions in monthly Dallas Main Street email newsletter
- Listing on Dallas Main Street's website: mydallasga.com
- Access to the closed Facebook Group: "Dallas Main Street Business Owners"
- Business featured during events on Main Street
- Opportunity to serve on the Dallas Main Street Advisory Board
- Eligible for the Downtown Development Authority's façade grant program
- Eligible for the Downtown District Revolving Loan Fund
- Access to numerous grants and loans through Main Street America



Empty Buildings Full of Potential

WHY DOWNTOWN DALLAS?

- The city of Dallas invested in a state of the art grease trap that's waiting to welcome a restaurant to our historic downtown square, at least an \$8k expense
- The Downtown Development Authority (DDA) is offering a façade grant to help improve the look of your building for your new customers.
- The cities are waiving business license fees for qualifying new businesses
- The city council approved an open container ordinance in downtown

WE MEAN BUSINESSES

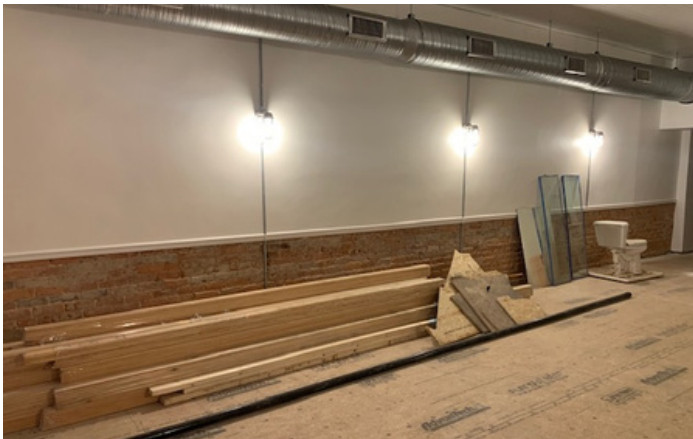
The city of Dallas has been working over the years hosting visioning workshops and community meetings about future land use, transportation improvements, housing, and economic development in downtown Dallas. Through these workshops and meetings the Atlanta Regional Commission's Livable Centers Initiative (LCI) Plan was created. The city has accomplished many goals from the LCI Plan and is getting ready for a development in Downtown Dallas. This mixed-use development will change downtown and make it even more of a destination.



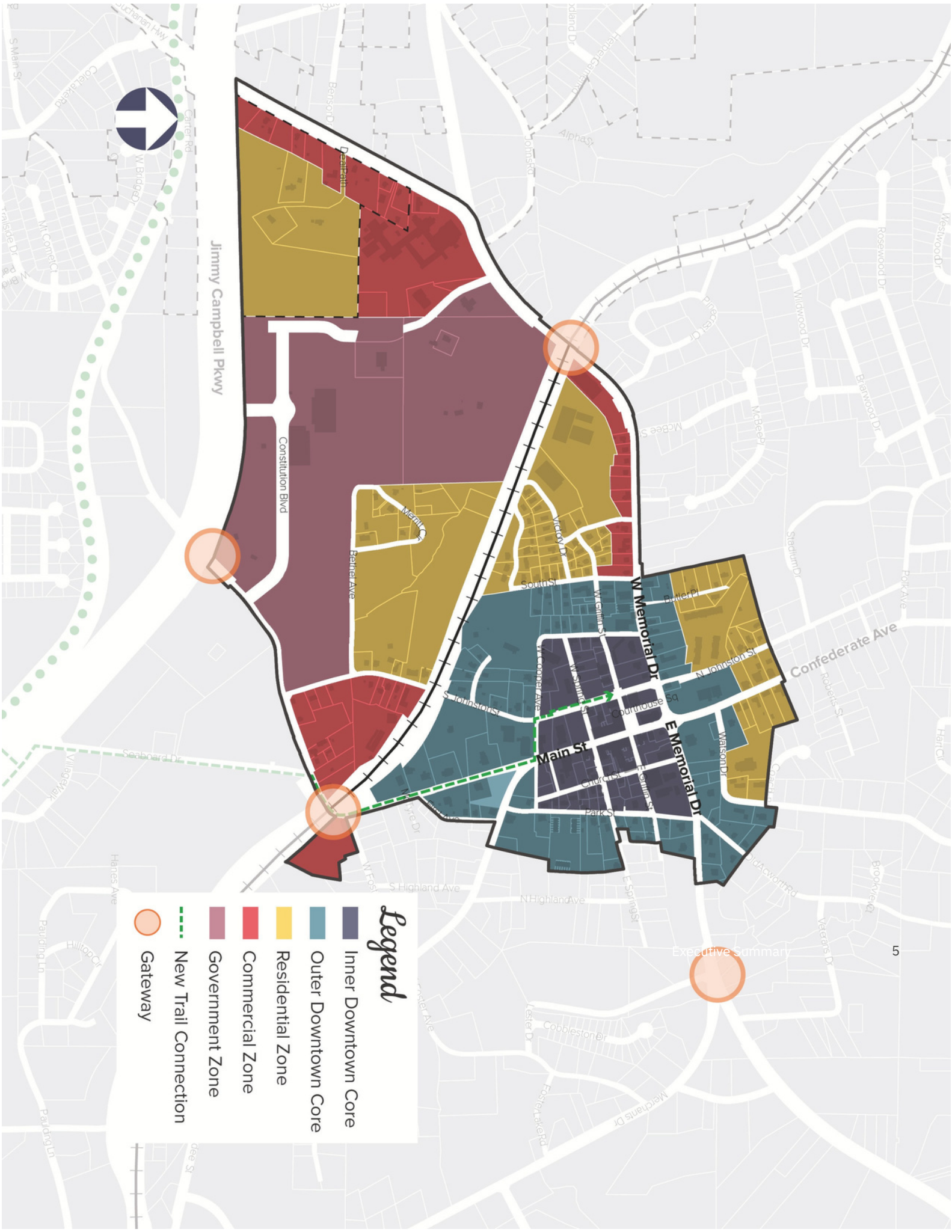
Empty Buildings Full of Potential

29 COURTHOUSE SQUARE

- Currently under construction
- 1,400-square foot restaurant space
- Vent hood installed by property owner
- Access to city-owned grease trap
- Located within Entertainment District



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Legend

- Inner Downtown Core
- Outer Downtown Core
- Residential Zone
- Commercial Zone
- Government Zone
- New Trail Connection
- Gateway

Executive Summary

Downtown Dallas Events



Dallas Main Street hosts over 17 events a year on Main Street! From tasting some of the best eats at Food Truck Friday, listening to live music with the family at the Block Parties, we have events for everyone in the community!

Did you know?

The events on Main Street bring in an estimated attendance of 54,000 people a year.

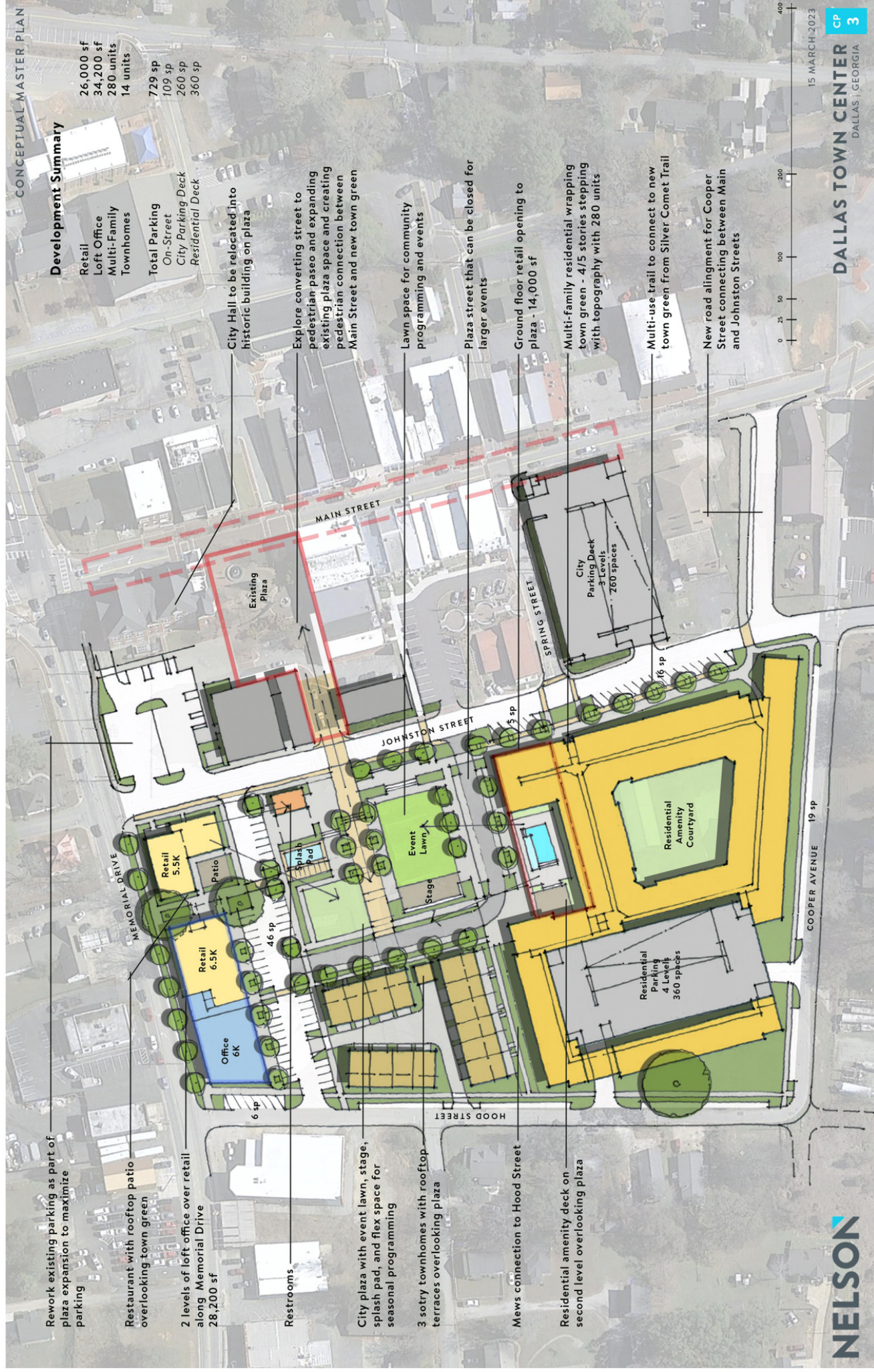
Downtown Dallas is a historic downtown in the heart of Paulding County. Downtown features a brick courtyard, charming sidewalks full of flowers and greenery, and two fountains that make the perfect backdrop for photos for all of life's monumental moments!



2022 Community Impact Report

Total number of promotional events	14
Total Attendance at Promotional Events	20,000
Total Number of Volunteer Hours	289
Total Number of Completed Building Rehabilitation Projects	0
Total Cost of Building Rehabs	\$0
Total Number of Public Improvement Projects	1
Total Cost of Public Improvement Projects	\$717,000
Total Number of New Businesses Opening or Expanding	2
Total Number of New Jobs Created	8
Total Number of Business Closings	2
Total Number of Jobs Lost	-6
Total Number of Net Jobs	2
Total Amount of Private/Public Investment	\$6,065,000

Updated Town Green Concept













Demographics & Employment

POPULATION & HOUSEHOLDS

As of 2020, the study area has an estimated population of 890 residents. Over the last two decades, the study area has added 606 residents, roughly a 6% increase in growth. This is outpacing the overall growth for Paulding County and is forecasted to continue in the coming years.

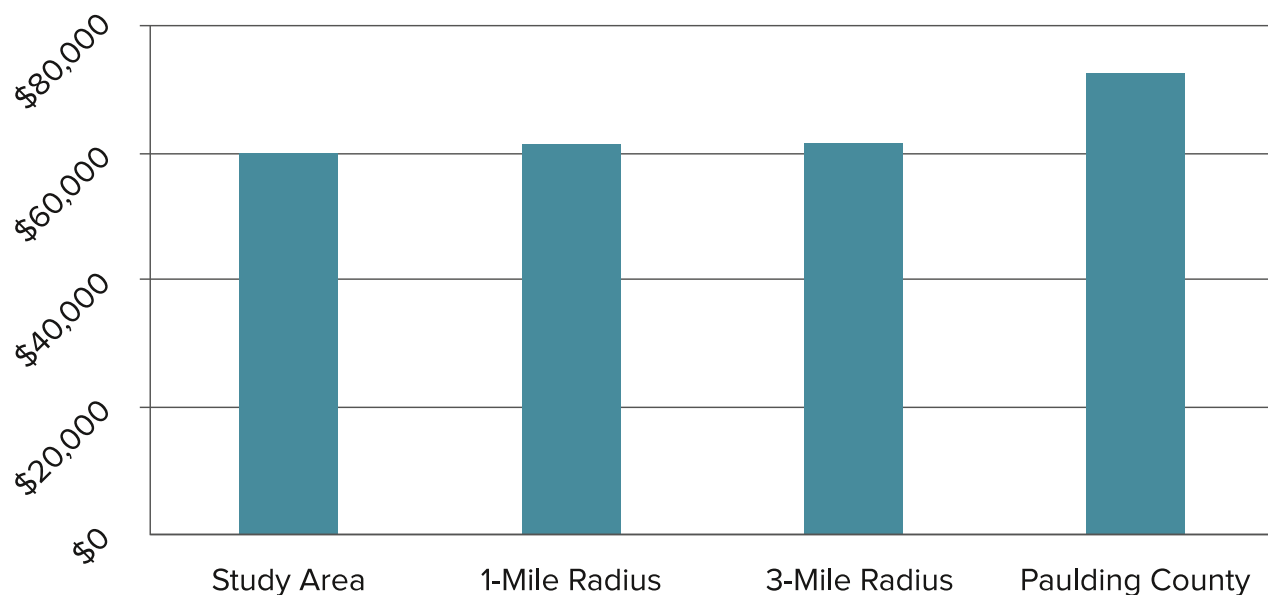
The one-mile radius area immediately around Downtown Dallas gained more households in the last two decades than the surrounding areas. The average household size of the study area is slightly smaller than Paulding County as a whole.



HOUSEHOLD INCOME

The median household income of residents in a one-mile radius of downtown is \$60,686, nearly identical to the surrounding area, but significantly lower than that of Paulding County (19%). The greatest portion of household incomes within a one-mile radius of downtown fall into the \$50,000 to \$100,000 range (37%). Almost two thirds of all households in a three-mile radius of downtown earn at least \$50,000 annually.

MEDIAN HOUSEHOLD INCOME



Demographics & Employment

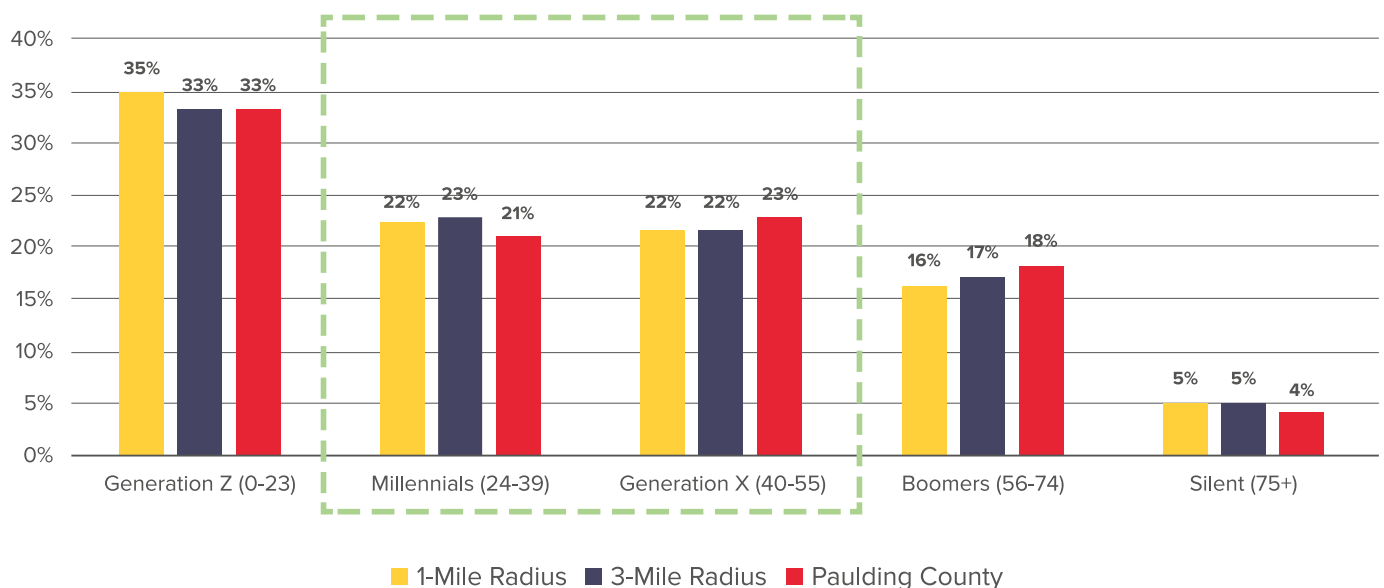
RACE & ETHNICITY

Downtown Dallas and the study area is more racially diverse than the surrounding areas. The neighborhoods around downtown Dallas become steadily less diverse with greater distance. A tenth of the study area residents identify as Hispanic or Latino compared to less than a tenth of Paulding County residents.

AGE

The one-mile radius area's generational breakdown is very similar to the to that of the surrounding area and the entire county. This indicates that the in-town population's age profile is similar to those who live in all parts of the county. Typically, more urbanized areas will have a higher concentration of residents in the Millennial and Generation X age cohorts than suburban or rural areas.

RESIDENTS BY GENERATION

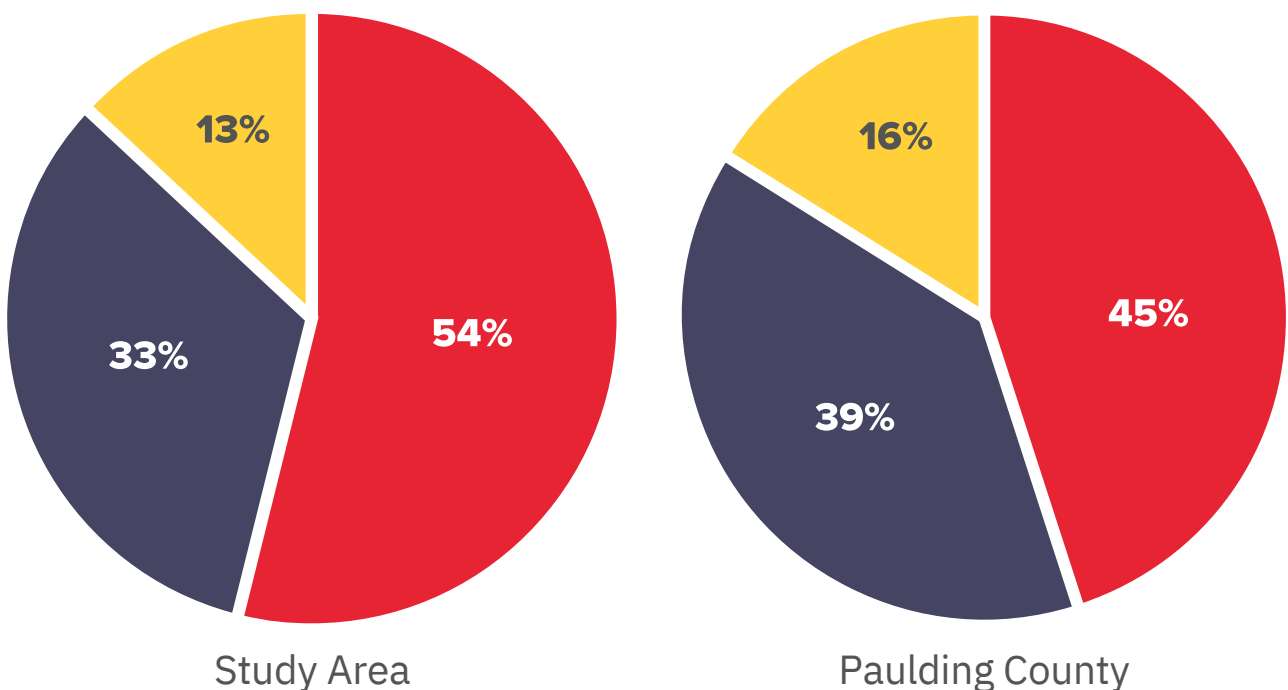


Demographics & Employment

HOUSEHOLD CHARACTERISTICS

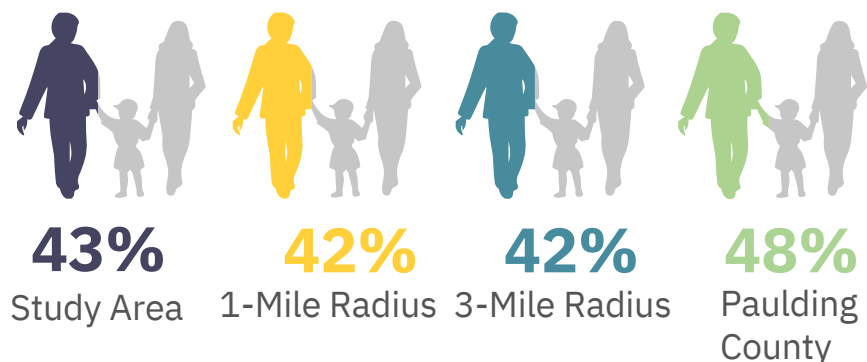
Households in downtown Dallas and the immediate surroundings are slightly less likely to have children present than in Paulding County. 54% of downtown Dallas households have just one or two residents, compared to 45% in the county overall.

HOUSEHOLD SIZE (2020)

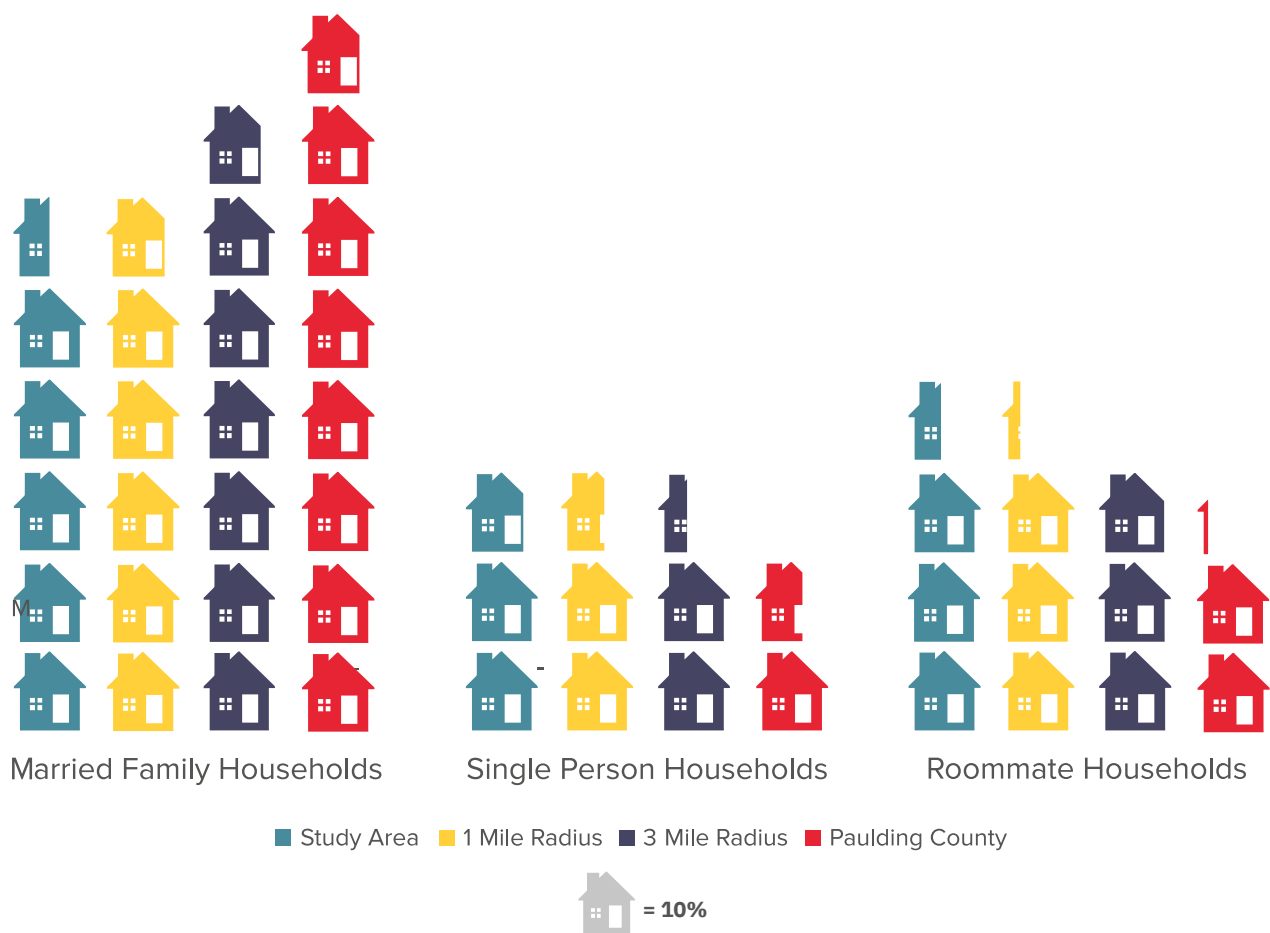


- Small Households (1-2 people)
- Medium Households (3-4 people)
- Large Households (5+ people)

HOUSEHOLDS WITH CHILDREN (2020)



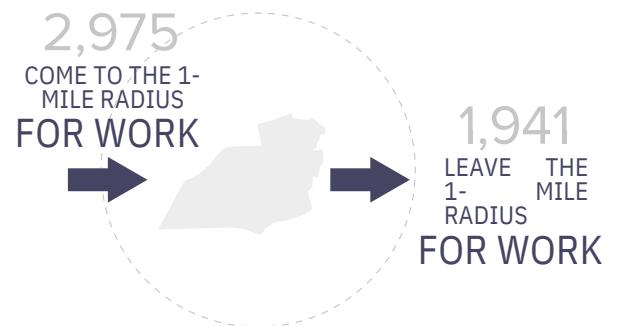
Household Types (2020)



Commuting Patterns

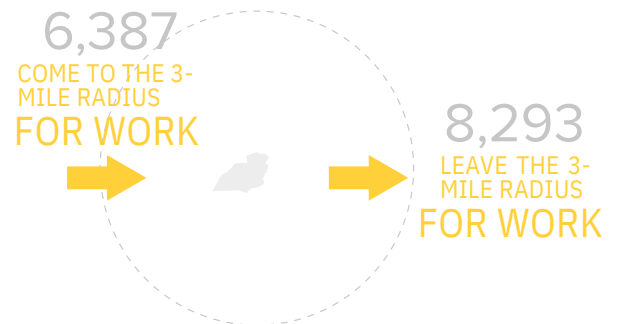
ONE-MILE RADIUS

There are 3,037 people employed in the one-mile radius around Downtown Dallas. In that same area, there are 2,003 working age residents. 2,975 people (98% of the workforce) commute into the one-mile radius each day for work. Only 62 workers already reside in the area. An estimated 1,941 working residents (97%) commute out of the area to jobs elsewhere in the region.



THREE-MILE RADIUS

There are 6,948 people employed in the three-mile radius of the study area. The same area also includes 8,854 working age residents. 6,387 people (92% of the workforce) commute into the three-mile radius each day for work. 561 workers already reside in the three-mile radius. An estimated 8,293 working residents (94%) commute out of the area to jobs elsewhere in the region.



PAULDING COUNTY

There are 25,228 people employed in Paulding County, and 73,355 working age residents living there. 15,342 people (61% of the workforce) commute into Paulding County each day for work. 9,886 workers already reside in the county. An estimated 63,469 working residents (87%) commute out of the county to jobs elsewhere in the region.



Public Outreach

WHAT BRINGS PEOPLE DOWNTOWN?



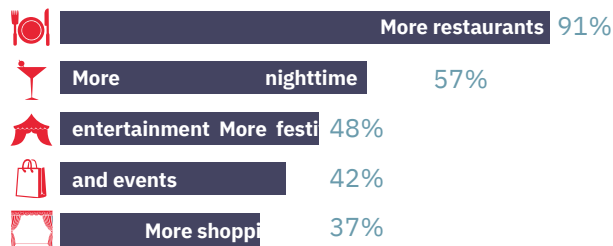
WHY ARE PEOPLE COMING DOWNTOWN?

Among residents, workers, and visitors, 40% report passing through as a reason they come downtown. Out of those respondents, less than half indicated that they are only passing through downtown and not coming for other reasons. 30% report coming to Downtown Dallas for special events, 23% are shopping, and 19% are coming to work (whether these are business owners or employees was not clear). Broken out between Paulding County residents, workers, and visitors, residents report coming to Downtown Dallas for errands, workers come to run errands and conduct business at the courthouse, and visitors are predominately passing through.



HOW OFTEN ARE THEY COMING?

Separating out those who indicated they live or work in the study area, about half are coming to Downtown Dallas less than once a month, 10% of all respondents saying they never visit the downtown area. 6% are coming daily, regardless of if they work or live in the study area.



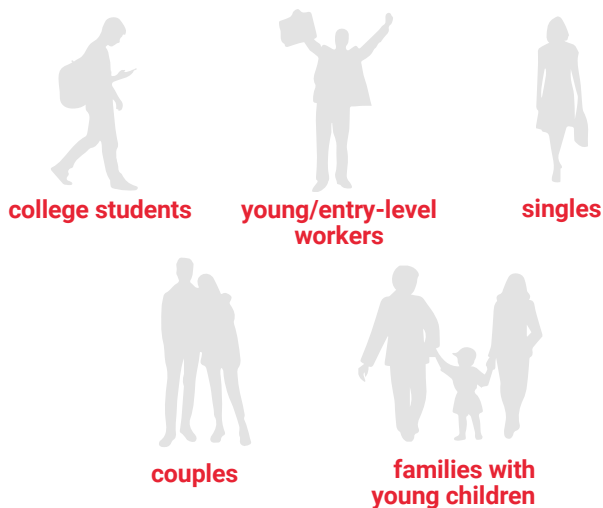
WHAT WOULD ENHANCE DOWNTOWN?

Across the board, nearly every respondent indicated that more restaurants would enhance their experience when they visit downtown. Over half want to see businesses that are open at nighttime (i.e. past 5pm). The top 5 responses indicate that people want to see more attractions that will draw them in, like festivals and events, shopping, and performances.

Public Outreach

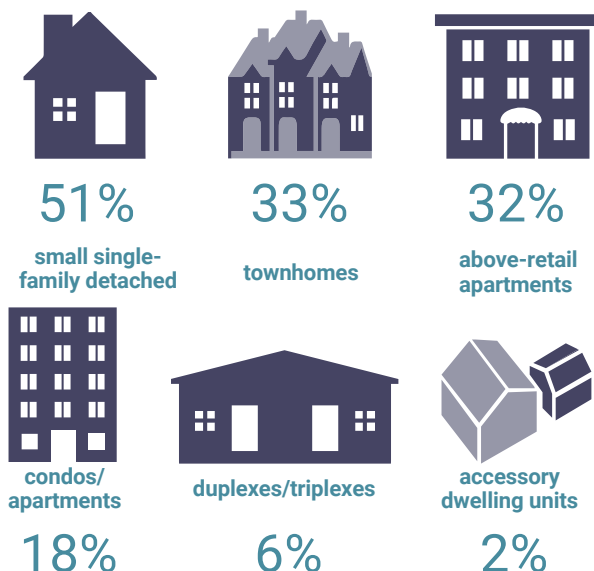
WHAT ABOUT HOUSING?

WHO IS LIKELY TO MOVE DOWNTOWN?



Survey takers were asked if they would live in Downtown Dallas. The answers were split: 46% said no, 42% yes, and the remainder said that they were not sure. A demographic analysis was ran on the responses, and it appears that those who would like to live downtown are more likely to be between the ages of 18 and 49 years old, make under \$40,000, and have lower educational attainment. People who fall into this category may include college students, singles, younger couples (married or unmarried), young/entry-level workers, and families with young children. Those not likely to move downtown include older, more affluent, and more educated residents, which may include senior citizens, empty-nesters, and families with older children.

WHAT KIND OF HOUSING IS DESIRED?



When asked about what kinds of housing they felt were most appropriate for downtown residential development, over half of respondents indicated they would like to see small single-family detached housing. A quarter of all respondents selected this type of housing as the only type of housing they would want to see downtown. Townhomes and above-retail apartments in mixed-use developments also ranked high. Condos/apartments, duplexes/triplexes, and accessory dwelling units (ADUs) did not get many responses. Nearly 20% of respondents said that they would not want any of these types of housing in Downtown Dallas. Nine respondents selected "other," stating they would want senior housing, owner-occupied housing, and upscale homes.

Public Outreach

Favorite Places

- Silver Comet Trail
- Eastbound and Grounds Coffee Shop
- The Theatre
- Homestead Marketplace
- The fountains by the Courthouse
- Tin Bucket
- 213 on Main

Key Ideas

- More restaurants
- Mixed use buildings with ground floor retail
- Restaurants open after 5pm
- Clean up streets on outskirts
- Change downtown speed limit to 15mph.
- Purchase old homes along Church Street and Park Street
- Racing events (5Ks, 10Ks, etc)
- Gateways
- Dog park

Higher Priority Wants

- ☐ Restaurants
- ☐ City codes/beautification efforts for buildings that appear run down
- ☐ Nightlife
- ☐ Bars/brewery/microbrewery
- ☐ Live entertainment
- ☐ Communicate business incentives
- ☐ More parks
- ☐ Multi-use trails/bike trails/access
- ☐ Annexation of all property inside the LCI area
- ☐ Traffic calming
- ☐ Redevelop rundown properties and offer for development
- ☐ Welcoming business environment

Lower Priority Wants

- ☐ High-end loft apartments/condos
- ☐ Mixed use with retail
- ☐ Shuttle for events from new courthouse parking lot
- ☐ More parking
- ☐ City entrance marquee on Hardee Street
- ☐ Assist new businesses with following local codes and ordinances.