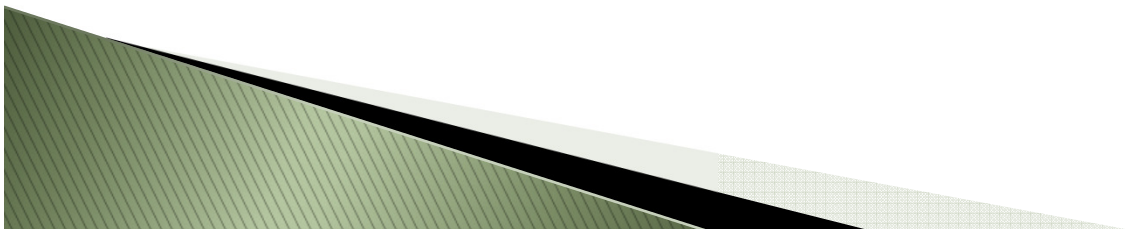


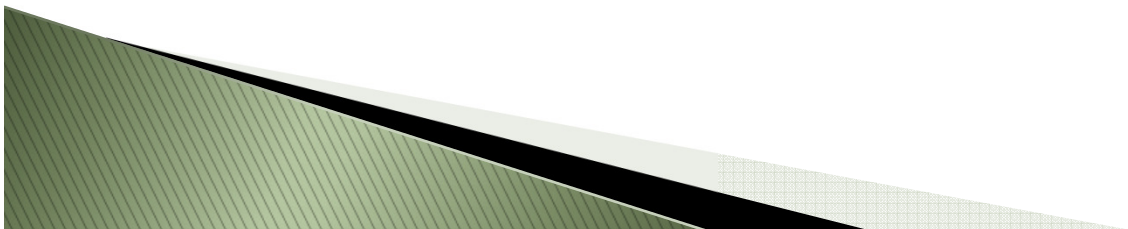
City of Ball Ground Overview

What makes
Ball Ground
Unique?



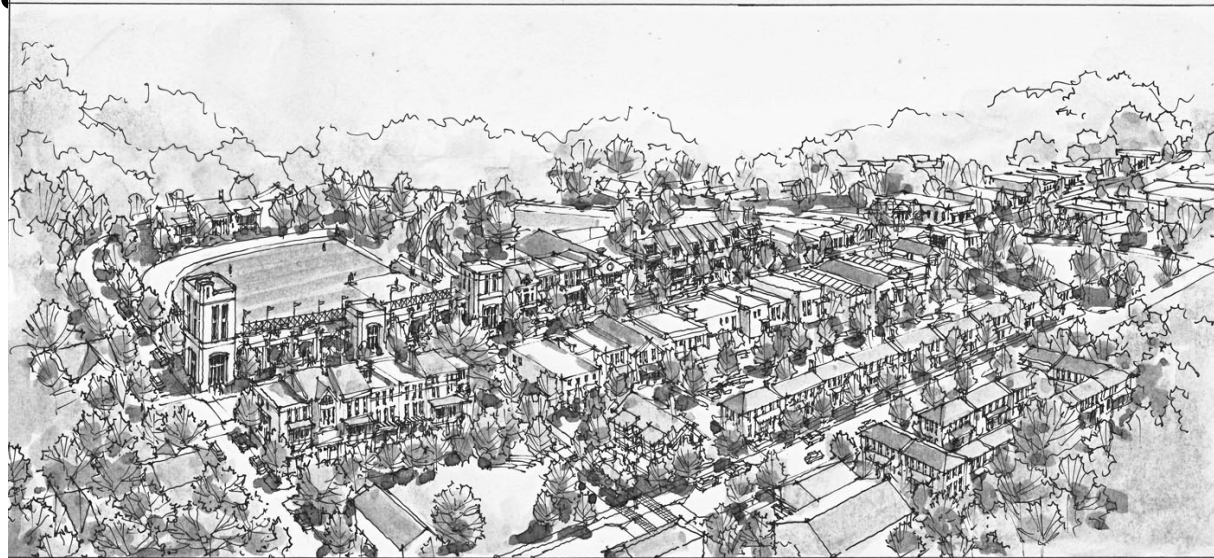
Ball Ground By the Numbers!

- ▶ 1,950 Residents
- ▶ 71 Businesses
- ▶ 623 Jobs
- ▶ 3,688 Acres
- ▶ 5.77 Square Miles
- ▶ 134 Years Old
- ▶ 2nd Oldest City in Cherokee County
- ▶ 67 Building Permits in 2016

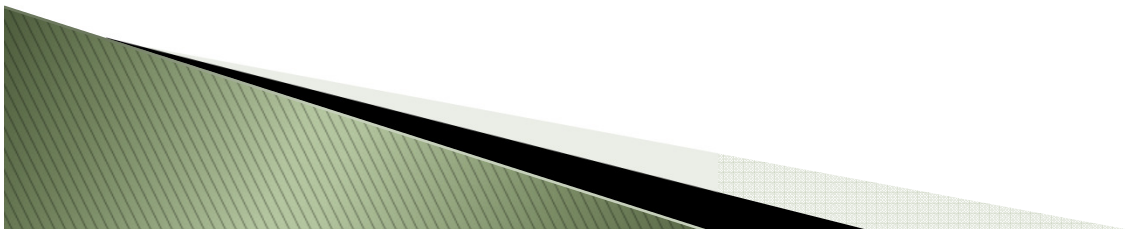
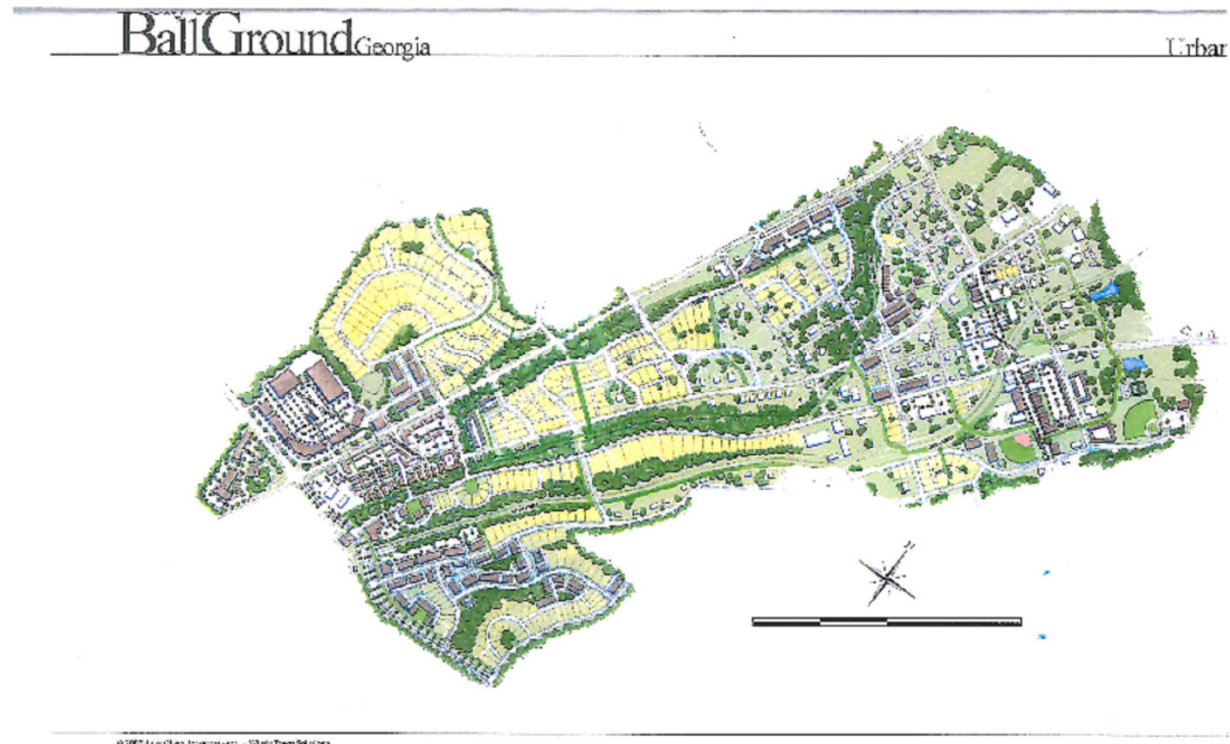


The Valley Overlay District

- Working with well known planner Lew Oliver with Whole Town Solutions, we conducted a series of charettes with planning experts, residents and city officials to develop a master plan known as the Valley Overlay District.



The Valley District



Valley Street Development

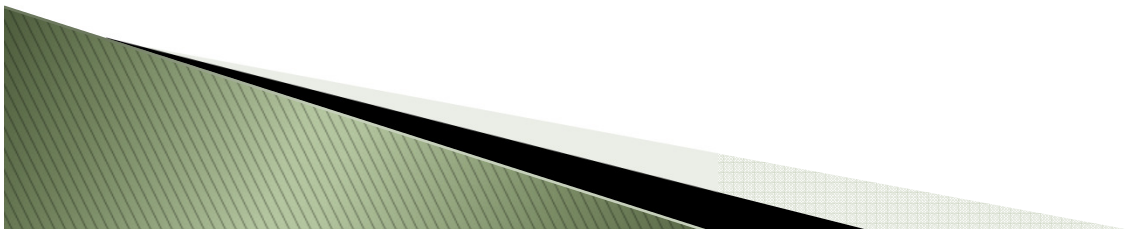


Valley Street Development (2)



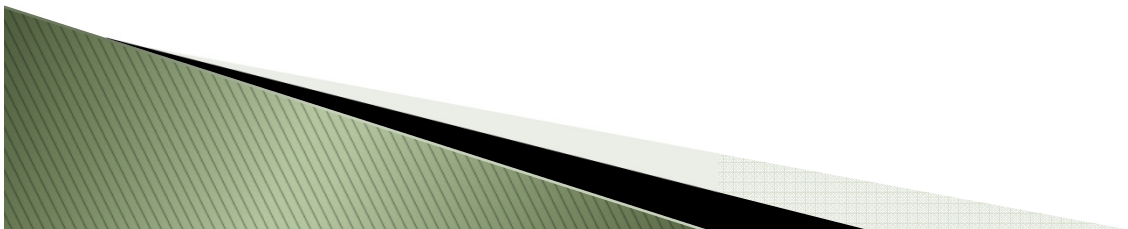
What's Up Next on Valley Street

- ▶ July 2017 – Universal Alloy Corporation
- ▶ January 2017 – New Fire Station Opened
- ▶ – Your Business??
- ▶ And.....



Valley Street Streetscapes

- ▶ \$600,000 in Federal Grant Funding
- ▶ Sidewalks, Street Lights, Pedestrian Rest Areas, Plantings
- ▶ $\frac{3}{4}$ Mile Linear Park
- ▶ Connects the School with Business and Residential Components of District
- ▶ Will Complete the Loop Establishing over 4 Miles of Contiguous Sidewalk



Downtown Before Streetscapes



Downtown During Streetscapes



Downtown During Streetscapes



Downtown After



What Followed Streetscapes?

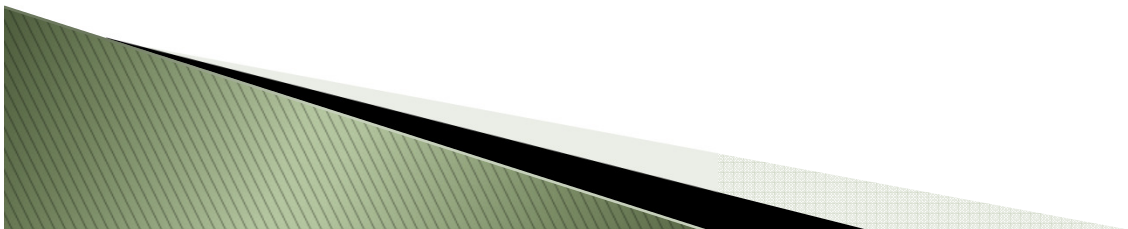
- ▶ D-LAB –
 - ▶ Frankfurt Doner and Meats (German Deli)
 - ▶ Les Bon Temps (Cajun Cuisine)
 - ▶ Martins General Store
 - ▶ Chef Rosario's Kitchen
 - ▶ Southern Oak Provisions
 - ▶ Ball Ground Design Studio
 - ▶ The Corner District (Wedding & Events Venue)
 - ▶ The Burger Bus
 - ▶ We provide free Wi-fi Downtown and in all Parks
 - ▶ Ball Ground Hounds
 - ▶ Piece of Time
 - ▶ Ball Ground Barber Shop
 - ▶ The V Market
- 

Ball Ground Food Court



DESIGNATIONS

- ▶ Downtown Ball Ground is Listed on the National Register of Historic Places
- ▶ Ball Ground Achieved the “Main Street” Designation in 2014 making business and property owners in the district eligible for great financing opportunities.
- ▶ The Very Southern Edge of our Downtown District is an “Opportunity Zone” Making Employers Eligible for Tax Credits for Jobs Created.



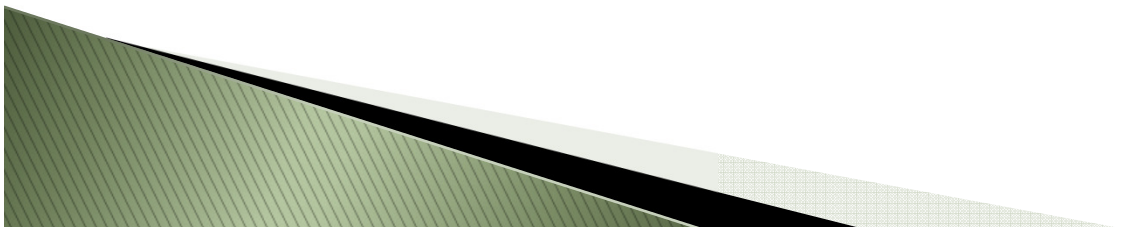
What's Next for Downtown

- ▶ 5 Spaces under renovation – already leased for new businesses downtown
- ▶ Livable Centers Initiative Grant (LCI)
- ▶ 3 Spaces under renovation – with extended timeframe
- ▶ 2 new commercial buildings with 2nd floor condominium space coming in 2017
- ▶ Promotion of Infill Development
- ▶ Working with the “Design Studio” in Athens for outdoor dining space



Olde Mill

Only 8 lots left



Mountain Brooke



Phase 3 of 66 units begins developing in March



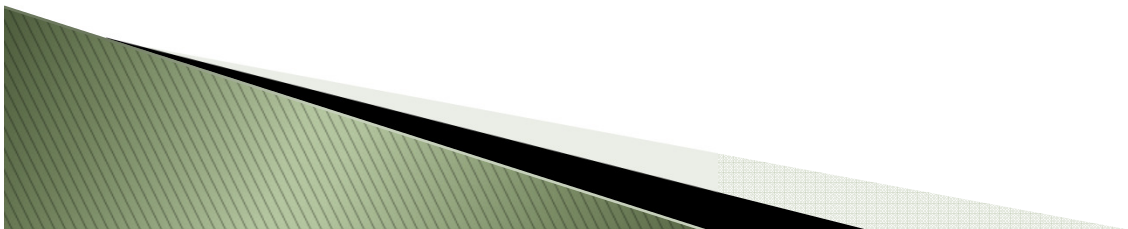
Lantern Walk



Bank still holds townhome
lots

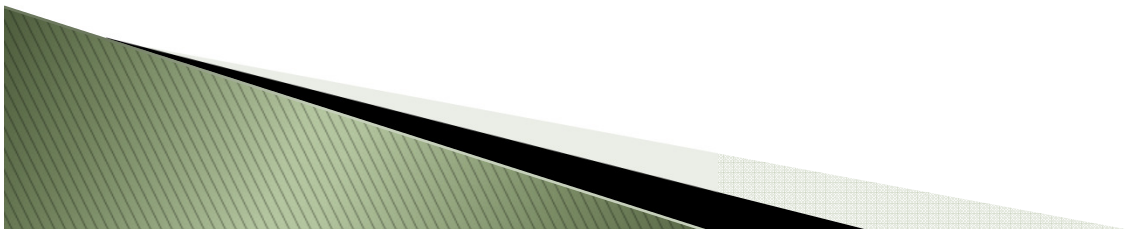
Infill Development Beginning

- ▶ Northridge Road – 28 Lots (Purchased)
- ▶ Old Canton Road North – 34 Lots (Planning)
- ▶ Old Canton Road South – 7 Lots (Started)
- ▶ Downtown – 2 acres for Mixed Use (Purchased)
- ▶ Encouraging Residential Over Retail



What is Next in Ball Ground

- ▶ TE Grant to Enhance Valley Street Corridor
- ▶ LCI Study
- ▶ Creation of a Builders Guild
- ▶ Development Multipliers
- ▶ Architectural Controls/Standards Downtown
- ▶ Studying Impact Fees
- ▶ Green Space Acquisition to connect City to Long Swamp Creek and Roberts Dam



Long Swamp Creek

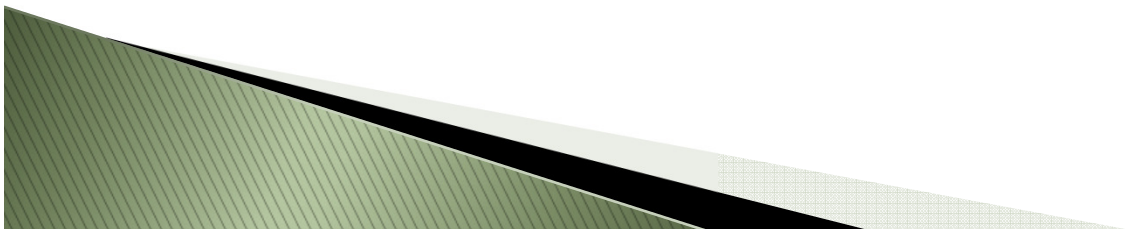


Long Swamp Creek



Services

- Public Safety
- Water
- Sewer
- Planning and Zoning
- Street Lights
- Parks and Recreation
- Roads and Streets
- Solid Waste/Sanitation
- Fire



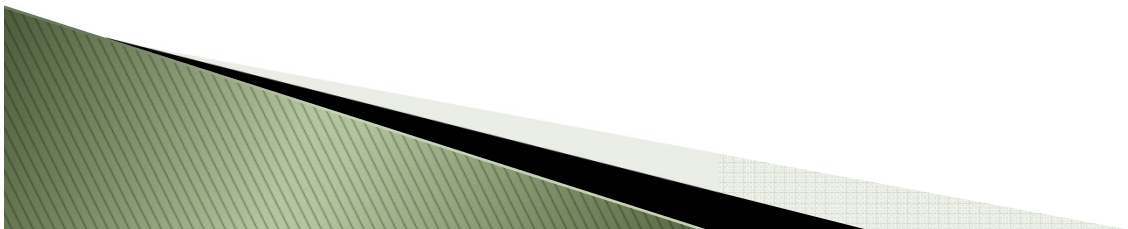
Parks and Recreation

- ▶ Complete Parks Renovation in 2013
- ▶ Monthly “Movies in the Park”
- ▶ Ball Ground Rocks the Park Summer Concerts
- ▶ Festivals
- ▶ Yoga in the Park
- ▶ Hosted 2 Dizzy Dean State Championship Tournaments
- ▶ Fields are Interchangeable – can be used for Softball or Baseball (Portable Mounds)
- ▶ Our parks bring 60,000/year to downtown



Convenience & Community

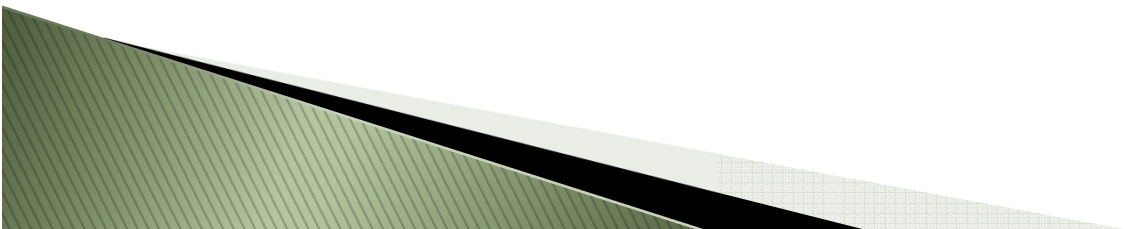
- ▶ Dr. Office Pick Up Forms
- ▶ Prescription from Pharmacy
- ▶ Return Book to Library
- ▶ Dinner at The Burger Bus
- ▶ Ice Cream at Martins General Store
- ▶ Pick Up Steaks at Doner Frankfurt & Meat
- ▶ Home in 1 hour and 15 minutes
- ▶ A lot of people can do this.....



Convenience & Community

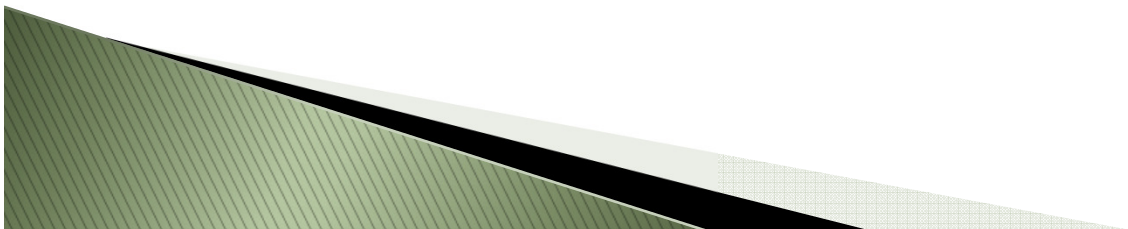
► BUT

- WE
- WALKED



Trademarks? Really? YES!

- ▶ *Ball Ground - Where We Roll Out the Red Carpet, Not the Red Tape* TM
- ▶ **Ball Ground Rocks** TM
- ▶ We have also obtained a Trade Mark for our **City Seal** - something very few Cities have done.



Contact Information

Rick Roberts

Mayor – City of Ball Ground

(770) 735-2123

rickroberts@cityofballground.com

Eric Wilmarth

City Manager – City of Ball Ground

(770) 735-2123

ewilmarth@cityofballground.com

