



PRIORITY AREA 2

Community Identity



Citizens of Hiawassee value the city's small town feel and location nestled in the southeastern Blue Ridge Mountains alongside Lake Chatuge. Most identify with a particular way of life enabled by its location and natural, cultural, and economic offerings. Hiawassee recognizes steps it could take to further enhance community identity in the region.



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| <p>Goal 7</p> | <p>PUBLIC ART</p> | |
| <p>> Create public art by placing murals or art throughout town in partnership with Young Harris College Art Department and local artists</p> | | |
| <p>Timeline: Long Term, 2020-2023</p> | <p>Lead: City Economic Development Director</p> | |
| <p>Partners: Mural Society, Young Harris College, local artists</p> | <p>Funding: Self-funded, Hotel-Motel Tax, franchise fee</p> | |
| <p>Steps</p> <ul style="list-style-type: none"> • Identify key players • Create a theme • Develop a project plan • Institute project | | |



PROPOSED



BEFORE

PUBLIC ART | Brick walls are opportunities to add colorful displays of hometown pride. Public art such as bright, graphic murals and painted crosswalks give a unique sense of place, indicating to visitors that Hiawassee is a place worth stopping and visiting.



ABOVE | Adding gateway signage and streetscaping at key entry points to the city creates a welcoming environment and signifies to visitors that there are reasons to stop.

| Goal | GATEWAY SIGNAGE | |
|---|--|--|
| 8 | > Create gateway signage upon entering the city from all points of entry | |
| Timeline: Short Term, 2019-2020 | Lead: City Administration | |
| Partners: DOT, Engineer, Architect, Masonwork | Funding: SPLOST | |
| Steps <ul style="list-style-type: none"> • Have drawings made of gateway signage • Identify contractor to install signage • Secure permitting from DOT to install signage in right-of-way | | |

| Goal | MAYOR'S PARK | |
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| 9 | > Continue discussion involving annexation of Mayor's Park | |
| Timeline: Short Term, 2019-2020 | Lead: City Administration | |
| Partners: Towns County | Funding: None | |
| Steps <ul style="list-style-type: none"> • Talk with County • Engage attorneys • Pass legislation | | |



History Highlight

OLD ROCK JAIL

The Old Rock Jail (above) opened in 1936 and served as the county jail until the 1970s. It included several cells and living quarters for the jailer and his family. The Old Rock Jail was added to the National Register of Historic Places in 1985 and is currently maintained by the Towns County Historical Society.

Goal

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HIAWASSEE HISTORY

> Promote history of Hiawassee through preserving Old Rock Jail, Stone House, Old Log Cabins, Berrong property, and remaining piece of Unicoi Highway located at current Lloyd's Landing

Timeline: Long Term, 2021-2023

Lead: Towns County Historical Society

Partners: City, Georgia Mountain Regional Commission

Funding: Historic preservation grants, Georgia DNR grants

Steps

- Assist with marketing efforts
- Encourage historic preservation where appropriate
- Create directional signage located on Town Square indicating location of historic properties