Minutes of the Roswell Downtown Development Authority
August 6, 2013 Regular Meeting
3:30 p.m.
City Hall – Room 220

Present: Chairperson Monica Hagewood, David Lyon via telephone conferencing, Dave Schmit, Lonnie Mimms, Ralph Mills, and Charles McMillan. Richard Hessler was absent. Councilmembers Nancy Diamond and Betty Price were also present.

Approval of the Agenda. A motion was made by Lonnie Mimms, seconded by Dave Schmit to approve the agenda, as amended. The motion passed unanimously.

Approval of the Minutes and Executive Session of July 2, 2013. A motion was made by Lonnie Mimms, seconded by Ralph Mills to approve the minutes from 5/21/2013. The motion passed unanimously.

Treasurer's Report. Dave Schmit provided the Treasurer's Report noting that the end of year financial information has been submitted to Wendy Johnson (City of Roswell Finance Department) including bank statements and related financial documentation. The DDA budgeted $5,000 for the audit which will be included in the City's audit. The DDA received $142,000 from the City for operating capital. Two checks were written to Randall Paulson for the Downtown Development Plan process.

Secretary's Report. David Lyon provided the Secretary's Report noting that $2,014 had been paid for insurance and the website is moving forward with content.

Update on Website. Members were asked to submit biographies for the website and updated pictures if they choose to do so. They are currently reviewing the content, working on the Downtown Development Plan page with links to each page. E-mails have been established for each member through the website. Eventually a group photo will be taken to include on the website. The new website will be more interactive. The proposed "live date" for the website is August 15.

Update on Downtown Development Plan. Monica met with Clyde Stricklin and Mayor Wood regarding the next steps related to the Development Plan. The City Green project is clearly the top priority as indicated during the Monday, August 5 RBA Leadership Focus Kick-Off meeting. This will include relocation of the War Memorial which could possibly begin after Memorial Day 2014. A conceptual plan with more detail is needed. Clyde is working on pricing to relocate the War Memorial, trees, sod, etc. A landscape architect could provide a conceptual design for the City Green. Discussion included Duluth and Suwanee and their processes for downtown greenspace, activities, the need to do something special to highlight this area, cost of collecting ideas, reaching out to people involved with the original plan for the War Memorial (Zach Henderson), collaboration with Rotary Club and their proposed plans for the area, comprehensive design plan of whole area, sensitive to work going on around City Hall, changing the look of City Hall, and the need for a big vision with layers of projects. Charles noted that Canton Street wasn't the same when City Hall was built and they need to know the thoughts of Mayor and Council as they move forward. The DDA needs to get started with something smaller

that can be enlarged with complementary projects such as a Highway 9 Streetscape project and future bond issuances for projects. It is important to get the structure right in the beginning for connectivity of other projects.

Councilmember Diamond said normally staff brings conceptual plans to Committee for guidance, comments, review, and discussion. This also includes a request to move forward with and RFP or RFQ process. Sometimes design plans are also done in-house. The vision should be demonstrated in layers to include proposed current projects and future projects.

The designs for Madison, Smyrna, and Suwannee were discussed related to downtown greenspace as well as conceptual plans of Pete Bilson, J. B. Plaisier, and Congress for New Urbanism to provide assistance with the design of the City Green. The RFQ or RFP process is needed to develop a short list of three design firms who could be paid a stipend for conceptual ideas. Dave noted that it needs to be clear that ultimately the City will manage the project and the funding for completion. The DDA needs to play the role of developing the conceptual approach for the vision for clarity and direction on how to proceed.

Councilmember Diamond said there needs to be a discussion with Kay Love regarding the City's procurement process requirements. There also need to be specific ideas for review and discussion in order to receive Mayor and Council support for the project.

Ralph said the DDA could begin the project through the design phase and possibly be reimbursed for costs.

This project will redefine the center of downtown including the public and private realm. Additional elements such as right of way, City property, public, and private properties need to be considered and included in the conceptual plan. There needs to be layers provided to Mayor and Council for review. The DDA wants to be involved in the process and take it to the next step with specific deliverables that can be defined.

Charles said the DDA can do the RFQ with general guidelines and then turn the project over to the City. They can get urban design ideas and rank them in order to provide qualified and detailed plans. He asked if the City Green is to become the legacy of the Mayor and Council and if so the DDA can serve as the "jury" for the design of the project.

Lonnie noted this first phase can be integrated into the overall master plan for the project.

Monica said they can involve Alex, Lew, and Marcus (Randall Paulson Architects) in the review process.

Councilmember Diamond noted that the City Green project will be weighed against other City projects for Transportation, Public Works, etc. Although it is agreed that the project is important – currently it's not a priority.

The City Green project can serve as a catalyst for new business in the downtown area and the Highway 9 corridor. It is important to get this before Mayor and Council to start the design to completion process. The DDA can draft an RFQ for review and content for presentation to Mayor and Council. The next step is to draft the scope document for the project including what

they are trying to accomplish and proposed, associated cost(s). The RFQ should ask firms who they are, their specialties, and what projects they have completed in the last five years.

The design should include an urban design framework related to the space around it for compatibility purposes including the relation to Canton Street and surrounding areas such as the Lennar Frazier Street project. The goal is to provide connectivity between the projects. The City Green should be a wide open space with seating areas and room for community activities.

Lonnie discussed the City of Sandy Springs and Heritage Lawn. There are events there all the time and there should be a main feature along the road for public view such as a water feature that will draw attention.

A public/private partnership was discussed in order to open the project up for uniqueness and a flexible scope. The space should be organic not preconceived. Safety is also important. Guidance from Mayor and Council is required in the process. The RFQ will provide the framework and scope for the project. Possibly a work session with interested parties is needed.

The regularly scheduled meeting on Tuesday, September 3, 2013 was rescheduled to Friday, September 6 at 8:30 a.m. due to the Labor Day Holiday on Monday, September 2. The meeting will be held in Room 220. A special called work session will also be scheduled on Wednesday, August 14, 2013 at 8:30 a.m. in Room 220 to review and discuss the procurement process, RFQ process, and the scope of the City Green project. Clyde Stricklin, Transportation will be invited to the work session and possibly someone from Planning and Recreation and Parks.

The Downtown Development Plan needs to be expanded into Canton Street, Goulding, Groveway, and Gateway. This area should be connected around the square with businesses and destinations. A scope and proposal are needed in order to take the next step. The City Green should be connected to the square and Creekview (to the condos). Completed projects should be integrated in order to pull ideas together and get another proposal and scope to move forward.

Dave discussed the City's Stormwater regulations specifically low impact projects. These requirements hinder new development and encourage people to rehab in lieu of tearing down and redevelopment the entirety of small parcels. Could there be a centralized public/private project for infrastructure to alleviate these problems. The City needs to be engaged to discuss a centralized stormwater area for one spot in the downtown area. The Oxbo stormwater and drainage issues were discussed. There are obvious spots for action. The DDA needs to know the City's position on a centralized stormwater project and the alignment of funding for such.

Charles and Dave will look an opportunities to integrate this into a Transportation project. The new stormwater regulations will regulate new development projects – how do you act on this to provide parking and stormwater features for low impact developments or redevelopments. There is a financial consideration for public/private partnerships to make this economically feasible. This is challenging for small lots. There needs to be awareness regarding the issues and constraints for investment in infrastructure. Parking and stormwater restrictions are prohibiting development on small tracts of land.

The DDA has options to provide a funding mechanism. The economics don't work on small stand-alone lots. There needs to be a catalytic project to combine lots and address stormwater infrastructure. There is potential for development on a larger parcel or an assemblage of parcels.

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Stormwater is an enterprise fund and there needs to be an awareness of timing and opportunities for a feasible centralized infrastructure project.

Monica noted that Stefanie Dye is working on a façade easement and will communicate further.

Adjournment - A motion was made by Dave Schmit, seconded by Ralph Mills to adjourn. The motion passed unanimously.