



City of Roswell

38 Hill Street
Roswell, Georgia 30075

Meeting Minutes Community Development and Transportation Committee

Mayor Jere Wood
Council Member Nancy Diamond
Council Member Rich Dippolito
Council Member Kent Igleheart
Council Member Jerry Orlans
Council Member Betty Price
Council Member Becky Wynn
City Administrator Kay Love

Wednesday, September 29, 2010

8:00 AM

Room 220

Meeting was called to order at 8:03 p.m.

CALL TO ORDER/ROLL CALL

Present: 6 - Council Member Nancy Diamond; Council Member Rich Dippolito; Council Member Kent Igleheart; Council Member Jerry Orlans; Council Member Betty Price and Council Member Becky Wynn

Absent: 1 - Mayor Jere Wood

Staff Present: Kay Love – City Administrator; Michael Fischer - Deputy City Administrator; Alice Wakefield – Community Development Director; Steve Acenbrak – Director of Transportation; Brad Townsend – Planning and Zoning Director; David Davidson - City Attorney; Stu Moring - Director of Public Works; Stefanie Dye - Community Development Program Coordinator; Bill Keir – Economic Development Director; Police Sergeant Ken McRae; Andrew Antweiler - Transportation Planner; Chris Chovan - Transportation Planning Manager; Julie Brechbill - Community Relations Manager; Jennifer Erdmann - Grants Specialist; Angel Stark – Community Development Administrative Assistant; Kim Weber - Transportation Administrative Assistant; and Marlee Press – Executive Assistant to Council.

Minutes of the August 25, 2010 committee meeting were approved.

Addendum to the Agenda

- Kay Love requested that an Administration item be added to the agenda. It is the discussion of a pilot program to improve fuel efficiency in city fleet –“I-Fuel Nano Fuel Saving Device.”

Committee approved adding this item to the agenda.

Community Development

1. Consideration of a Road Closure for the Land O Lakes Block
Party on Saturday, October 23, 2010

- *The organizer requests permission to close Land O Lakes Drive at the cul-de-sac for a community block party from 4:00 p.m. to 7:00 p.m. It won't be a complete closure. Cars will be able to travel through on the road. There are no costs to the City.*

A motion was made by Council Member Betty Price, seconded by Council Member Rich Dippolito that the Road Closure be approved. The motion carried by the following vote:

In Favor: 6 - Council Member Diamond; Council Member Dippolito; Council Member Igleheart; Council Member Orleans; Council Member Price and Council Member Wynn

2.

Consideration of a Text amendment regarding the Precious Metals and Gems Ordinance

- *Staff was asked to review the licensing requirements for precious metals and gem dealers and identify changes to the current requirements and approval process. Staff put together an analysis of the current requirements used in the cities of Alpharetta, Sandy Springs and Marietta. The City of Roswell is the only city that requires approval by the Mayor and City Council for the business license as well as a performance bond for \$100,000. Pawn shops do not require approval by Mayor and Council and are handled administratively.*
- *This item went to M&CC on September 13, 2010 with the recommendation to remove the bond requirement and change the approval from Mayor and Council to City Administrator.*
- *M&CC approved the first reading on September 13th with the recommendation this item be placed on the September 29th Committee agenda to discuss two issues. The first issue was the length of time for the grace period before the business can sell the purchased precious metals or gems. The current state legislation requires a minimum of 10 days. The current code requires a fifteen (15) calendar day grace period. This is five days longer than the State required grace period for Pawn Shops. Our current ordinance is in line providing the production the Mayor was asking in dealing with that.*
- *The second issue was a way to limit the number of locations by the distance to existing businesses since there currently is not a separation requirement for precious metals and gems. M&CC approved a text amendment that requires a 5,000 feet distance between existing pawnshops and/or checking cashing establishments and any new location. Staff recommends the precious metals and gems also have a 5,000 foot separation. This would be a text amendment to the Zoning ordinance and should be a different ordinance.*
- *Councilmember Price asked if they are limiting it like a pawn shop. Brad Townsend affirmed and said it will be the distance. Councilmember Orlans said that will put a minimal distance between buildings.*

A motion was made by Council Member Rich Dippolito, seconded by Council Member Jerry Orlans, that the second reading for the Precious Metals and Gems be placed on the Mayor and City Council agenda for 10/11/2010. This removes the bond requirement and changes the approval from M&CC to City Administrator. It also keeps the length of time for the grace period before the business can sell the purchased precious metals and gems at fifteen (15) days which is 5 days longer than the state required grace period for pawn shops. Committee also approved the initiation of a text amendment to limit the number of locations for these dealers by the distance to existing businesses. This would be similar to the pawn shops and check cashing ordinance which is a 5,000 feet distance between these establishments and any new location. All Councilmembers approved the second reading. Councilmember Betty Price opposed the initiation of the text amendment regarding the separation (distance issue).

These will be two separate votes at the M&CC meeting on October 11th. Councilmember Rich Dippolito asked Legal to see if the Precious metals and gems can just be added as a use to the existing pawn shop ordinance so a whole separate ordinance would not have to be created. Bob Hulsey said that Legal will look at that issue to see if that would fit into the existing ordinance.

In Favor: 6 - Council Member Diamond; Council Member Dippolito; Council Member Igleheart; Council Member Orlans; Council Member Price and Council Member Wynn

3.

Consideration of the HOME Investment Grant Award Recommendations

- *The City of Roswell receives HOME Investment Partnership Program (HOME) funds from the U.S. Department of Housing and Urban Development (HUD) through an agreement with Fulton County. The City distributes these funds to local housing non-profit agencies known as Community Housing Development Organizations (CHDO) to acquire and rehabilitate properties for affordable housing. This year \$300,000 is available to the City's CHDOs.*
- *Two CHDOs expressed interest in funding: Homestretch and Habitat for Humanity. Staff recommends resolutions awarding funds to both organizations.*

A motion was made by Council Member Becky Wynn, seconded by Council Member Rich Dippolito, that resolutions awarding funds in the amount of \$200,000 to Homestretch and \$100,000 to Habitat for Humanity be placed on the Mayor and City Council agenda for 10/11/2010. The motion carried by the following vote:

In Favor: 6 - Council Member Diamond; Council Member Dippolito; Council Member Igleheart; Council Member Orlans; Council Member Price and Council Member Wynn

4.

Consideration of the RFP for the Strategic Economic Development Plan

- *There was \$120,000 appropriated in the FY 2011 Budget for the development of a Strategic Economic Development Plan. The intent is to develop a customized, comprehensive strategic plan for the City's economic development for the period 2011 to 2020. The draft scope of work has been developed by staff. They looked at the RFP that Alpharetta recently put out and considered the goals that Roswell has for the Economic Development Work Plan. With Committee approval, staff will proceed with the procurement process to contract with a qualified consultant to create this Plan. This will take approximately 60 days. The process to develop the plan will take approximately 6 months.*
- *Councilmember Price asked regarding the scope of work, how many of the things can be done in-house. Kay Love said it has never been done in-house. She said there may be elements that staff would have the time and capability to do however, they don't have access to some of the other information to put it together. That is not staff's area of expertise in developing strategic economic development plan and we don't have those resources or those data bases at our disposal. Councilmember Diamond added that this is an opportunity to have someone outside of our bubble to objectively look at what we need and what we don't have and what other cities are doing. It will help us target what specifically we can put our resources toward and this will more than pay for itself.*
- *Councilmember Orlans added from his perspective it is important to encourage redevelopment and rebuilding apartments to OP campuses. He suggested fiber optics if needed in certain places to try to promote that type of development so maybe that can be identified in this plan. He also suggested to start the Parkway Village extension eastward on Holcomb Bridge Road to help with redevelopment and help that area look better. He said his biggest concern is that the city has a lot of retail and more OP campuses need to be developed. Kay Love said this is all possible to look at.*
- *Councilmember Price discussed the SWOT analysis. She thinks it is more a bunch of people sitting in a room as a focus group. It doesn't really offer us that much. She would like some hard data. She does not think it is objective and may not be useful. She said that we don't need someone to tell us the obvious. She just wants to make sure we know what they can do and will it be useful to us. She wants this to be something that is going to be valuable. Kay Love said those would be discussions that staff would have as the consultant of the RFP comes in. Staff will do interviews and they will need to establish a baseline. Part of that is collectively coming together and establishing that baseline of what we see those strengths, weaknesses, and opportunities will stress. It is a very refined process that is done. It is very standard.*

Committee approved that staff can proceed with the procurement process (RFP) to contract with a qualified consultant to create the Strategic Economic Development Plan.

5.

Consideration of a Resolution to amend the Opportunity Zone boundary map for the purpose of adding the Roswell Mill property

- *The Economic Development Division has received a request from a property owner to consider amending the boundaries of the Opportunity Zone to include the Roswell Mill property. This property was included in an earlier version of the Opportunity Zone, but was inadvertently cut out as part of the Park and National Recreation Area that State officials asked to be removed. The proposed area is adjacent to the current Opportunity Zone boundary and is within the Urban Redevelopment Area. Staff believes that is a property that should be added to the boundary. The property shows signs of economic disinvestment and repair needs that are a blighting influence. In addition, as one of Roswell's most historic commercial properties, productive use of this building are crucial to the economic vitality of the National Register Historic District.*
- *Councilmember Price asked what it meant that it was inadvertently cut out as part of the National Park. Alice Wakefield said when they put in the original submittal for the opportunity zone, they had a map that showed a much larger boundary. The DCA came back and asked us to remove some properties including the National Recreation Park areas/the National Parks Services area. It appears that is a piece of property that was inadvertently excluded when staff made that change as requested by the state. It is not part of the National Recreation Area.*
- *Councilmember Orlans requested staff re-visit the Opportunity Zone boundaries to consider amending the boundaries to include the following:*
 1. *Holcomb Woods - The property in this proposed area is zoned C-3 with a small section that is zoned O-P. Most of the structures were built in the 1980s and 1990s, and are predominately Class B office space, retail and warehouse. Holcomb Woods Business Park is a 243,630 square foot office park. It is a landscaped office campus offering single story office space. The property appears to be vacant at this time.*
 2. *972 Alpharetta Street - The former Smith Memorial Library building has been renovated several times for commercial use, but largely has been vacant. This building, built before 1900, was a cotton warehouse, and later a feed store, before serving as Roswell's library from 1965-1981. The building is in the very heart of the Central Business District on .5 acre of land. Staff would like to add that piece of property in to basically maintain the historic value of it.*
 3. *Old Ellis Road Industrial - Predominately zoned I-1c with some R-1 that is vacant land surrounded by industrial and commercial uses. These properties include warehouse, light industrial and some class C office uses built in the 1990s. They tried to add this property as part of the original request and DCA asked staff was to remove that. Alice Wakefield said this is a good opportunity to go back because there are some vacancies in the south part of the property. There is a residential component where there are a lot of rentals and vacancies and that might help our case. This is near Century Park.*
- *Councilmember Dippolito asked if this is an all or nothing. Alice said no and they can pick and choose. It was also affirmed that this in no way puts at risk our current Opportunity Zone.*
- *Councilmember Wynn asked about the Holcomb Woods Parkway area and if this map included the little strip center all the way down where the Dunkin Donuts is. Alice said no and it only includes the strip center, the portion where Home Depot is. She said when staff looked at that, every unit is occupied so they couldn't make the case that it is blighted. Councilmember Wynn asked if staff talked to the property owners and the stakeholders in that area about coming into this opportunity area. Alice said no because the opportunity program is optional. Councilmember Orlans said he has had some conversations with some of the people over in that Holcomb Woods area even before the original one was put in and it was thought then that it was going to be approved in the original one and for whatever reasons, it was cut*

out. He suggested to go back and put it back in. Councilmember Wynn agreed because that area is a very blighted area.

- Councilmember Price asked if any of the three were at the request of the property owners. Alice said not directly to staff but Councilmember Orlans has had a conversation with them. He said going back to the original one, he talked to the people in the Holcomb Woods area and then right after it was approved, he had conversations with property owners in the Old Ellis area. He was asked by those property owners why they were not put in it.
- Kay Love said when they began talking about the Opportunity Zone they went from bigger to smaller, back to bigger and when they began getting feedback from DCA and bringing it back to committee, they decided at that point that they wouldn't tweek it anymore. They would present it to DCA, hopefully get it approved knowing they could come back and tweek as they went along.
- Councilmember Dippolito asked if they wanted to include the Office Depot shopping center because they do have vacancies and they do have some turnover and not the highest caliber tenants. Alice said they can include it and submit it to the state and DCA will make a determination if it complies.
- Councilmember Price asked if there should be a strategy if this is an ongoing thing that we keep requesting additions. Kay Love said it is up to the Council because DCA provides no guidance or strategy. She said we first get it approved and if it is requested by Council to change the boundary lines, staff will go back and make changes. There are specific criteria and we have to make our case based on the criteria for the program to begin with.

A motion was made by Council Member Jerry Orlans, seconded by Council Member Kent Igleheart, that the amendment to the Opportunity Zone Boundary Map be placed on the Mayor and City Council agenda for 10/11/2010. The amended map includes the Roswell Mill Property. Three other areas were included in the amendment: Holcomb Woods; 972 Alpharetta Street and Old Ellis Road Industrial. Staff was also requested to add the property (the shopping strip) in front of the Office Depot on Holcomb Bridge Road. The motion carried by the following vote:

In Favor: 6 - Council Member Diamond; Council Member Dippolito; Council Member Igleheart; Council Member Orlans; Council Member Price and Council Member Wynn

6. Discussion of the Continuation of the "Find it All Roswell"
Program - Guidance

- Kay Love said they are completing a year of the program and that funding was for FY 2010.
- Staff requests guidance and suggestions for the proposed continuation of the Find It All programs for calendar 2011. There are two components:
 - 1) Funding of the program in FY 2011. Alice said they would be asking to carryover the remaining funds of \$2,288 and requesting New Funds for 2011 the amount of \$44,397.
 - 2) Extension of the additional 40 banner days allowed. This provision will sunset on December 31, 2010 unless extended. Staff believes that businesses continue to need whatever assistance the city can provide to help them through the remnants of the recession so there is a request to extend the Find It All programs for 2011. That extension includes the marketing program and the banners.
- Brad Townsend said in adoption of the banner program in September of 2009, the code allowed a business to put up a banner for 40 days in a calendar year as part of the Find it All Roswell program. They were then allowed to come in and ask for an additional 40 days. As part of the adoption of that additional 40 days, Council included a Repeal date of December 31, 2010. If Council wishes the program to continue, they need to take the Repeal date away and then stay in the code or put an additional repeal date or not deal with it at all.
- The Find It All-Roswell GA marketing programs have been successful. All the goals that were identified as part of Phase 1 have been met and in some cases exceeded.
- Councilmember Dippolito thinks the program has been very successful and they have done a great job stretching every single dollar. They have done a tremendous amount with very little. He said regarding the banners, they were a little concerned when they implemented the ordinance that we would just have banners all over the city and it would be a mess. He thinks people have been pretty good about putting their banners out and he would be in support of extending this forward and trying to help the businesses.
- Councilmember Diamond said this is kind of tied in to the Branding and Marketing program. Find it All was doing that before they came to the determination that they needed it. They filled a void that is over and above what a traditional CVB does. This has given people a way to network and market outside of signage. This is a real opportunity and for what they do with what they have, it has been an amazing operation.
- Councilmember Price said for the record that she would like to be a contributory of this conversation saying this is the department she has oversight however this information was not in her packet. Despite the fact she meets with staff prior to this meeting, she is only receiving this at this moment. She said this is not the first time for the record. She is not happy that she doesn't get the information that the other Council members get.
- Councilmember Igleheart said this has worked well and this program has helped the business community. He did ask where the money is coming from. Kay Love said when they talked about it, it would be money that would have to come from carryover from 2010. There is money left over from the 2010 city budget. That money dropped to fund balance so there is money in reserve and staff will be coming forward with a mid-year budget adjustment. This could be a part of it, should Council so desire.
- Councilmember Igleheart said he has no problem extending it but for how long. Councilmember Orlans said the question is do they extend it for one year or two years but still keep a limitation on it. Councilmember Wynn agreed that since it is city money, oversight is needed. Councilmember Igleheart said two years is okay but he prefers one year.

- Councilmember Price said in private conversations with Councilmembers she keeps hearing that this program is a disaster and she is not hearing that right now so she is wondering what they want to see that is different that has never been expressed. Councilmember Wynn said she never said it was a disaster but rather that it is a great program. Councilmember Diamond said she is not sure where that is coming from but there have been some things they learned along the way. There has been a lot of discussion of what has worked and what hasn't and how they can make it better. The bigger it gets, the better it gets because it feeds off itself.
- Steve Stroud, President of CVB said the success and the learning process of anything is by addressing issues as they come along. He said with this program they have gotten feedback from businesses on how it can be done better and how to promote it better. There are a lot of things they can do with this program and elevate it. They are going to have their 4th Roswell Connect event next week. They are getting businesses that never have come to the table. This is our opportunity to really shine as business welcome friendly community. They are addressing every single issue to make it even better. The better the program is, the more people talk about it, the better the community it will be.
- Councilmember Orlans said one of the things he has been trying to push as well, is that we don't need to push for our retail businesses only but push for all businesses. He said the program is a good start and hopefully will keep doing better.
- Kay Love thanked Dottie Etris and Bill Keir specifically for managing this program throughout the year and everything the CVB does for us. It has been a good learning experience. It does tie in very well with the initiatives they have going on with marketing, branding and the business workshop.

A motion was made by Council Member Becky Wynn, seconded by Council Member Kent Igleheart, that the budget in the amount of \$44,397 for 2011 for this program be placed on the Mayor and City Council agenda for 10/11/2010. It was also approved that the remaining funds of \$2,288 from 2010 be carried over. Committee also approved a text amendment for the banner extension by repealing the December 31, 2010 date and adding in an one year extension date to 12/31/2011. The first reading will go to M&CC on 11/22/2010 and the second reading will be on 12/13/2010. The motion carried by the following vote:

In Favor: 6 - Council Member Diamond; Council Member Dippolito; Council Member Igleheart; Council Member Orlans; Council Member Price and Council Member Wynn

7. Discussion of Movie Theater Reader Boards and other signs -
Guidance

- Staff was requested to review the sign codes that allow changeable copy boards for movie theaters. Staff reviewed the City of Alpharetta's current sign code for Cinema changeable copy boards. Also, Councilmember Price requested that the sandwich boards be placed on the agenda for discussion.
- Brad Townsend said there was some preliminary discussions related to movie theater reader boards when they were dealing with the LED signs and the changeable copy signs. An ordinance was adopted about a year ago related to just changeable copy signs and prohibiting LED signs.
- The way the City of Alpharetta code is read, there is a free standing sign allowed that allows changeable copy. There is also a changeable copy board allowed on the building and it controls the sizes.
- Brad Townsend said the Aurora Cineplex has special exception signs approved by prior M&CC. Brad said at one time, the old movie theater had changeable copy on one side of the building but when the old movie theater went, staff asked them to remove the signs and bring it into compliance. Any change to the sign code would require text change to allow any type of changeable signs for a movie theater.
- Councilmember Orlans asked staff to identify what is needed right now from the request received from Lonnie Mimms, the developer of the Aurora Cineplex.
- Brad Townsend said his understanding of the request is for the movie theater to have changeable copy on the building. The request is to replace a changeable copy sign somewhere on the wall. What they would need to do to allow that as a changeable copy for movie theater, is determine a sign and how many of them would a movie theater be allowed to have. Can they have more than one that faces separate streets?
- Councilmember Wynn asked if they are talking about just on the building and not a free standing sign. Councilman Igleheart said the problem is once the change is done for one, then it opens it up to everyone.
- Councilmember Orlans said wall signs are allowed now for businesses. He wanted to know if the issue is the size of these for wall signs or the changeable copy. Brad said both are being requested and they are bigger than what would be allowed normally. Brad said also when they allow a sign, the total sign area is determined for all the signs they have and this category would be clumped into their main sign which is at the maximum size already. The maximum size allowed is 128 square feet and the total size is maxed out.
- Lonnie Mimms said because of the size of the property, the only sign that can be seen from any exterior public street is the monument sign. He doesn't know if any of those posters can be seen from the street.
- Lonnie Mimms said by priority they need a monument changeable type sign on Commerce Parkway. The next priority would be reader board signs on the side of the building. The next priority would be smaller posters that are more of pedestrian scale. He added that no one is going to be able to see anything from HBR on the scale of the pedestrian posters until you are right there on the road in front of it.
- Councilmember Orlans asked that to accomplish this, would there need to be an increase in the total signage allowed for certain categories of business and how can that work from a legal standpoint. Bob Hulsey said it is a policy issue. He said Council would have to imagine where else it can be used because there are a lot of businesses that want this type of sign coverage and this Council has said before that they didn't want that. He said if they want to restrict, they should figure out how to do it by category. Councilmember Orlans asked if that district can still be utilized for this without affecting anything else. Bob Hulsey said that cannot be done because it cannot be expanded without rewriting the rest. He added that Council put special conditions on when they approved this original project and those conditions are

governing the rest. It left the monument sign in place. Bob Hulsey said if they ask for rezoning for the purpose of changing conditions, they can change the conditions on that particular piece of property.

- Councilmember Igleheart asked if they can classify essentially as it is now as being specific for a movie theater so only those types of properties get that regardless of the zoning. Bob Hulsey affirmed they can do that. He thinks that is how Alpharetta has done it by creating a special movie theater area. Councilmember Wynn said whatever is decided will also be allowed for the Studio Movie Grill since it will have to be equal across the board for anybody that wants to come in and do a theater.*

- Brad Townsend said the size of the sign can be controlled and they can create a criteria that says the changeable copy area cannot exceed a percentage or a number but the actual content on the sign cannot be controlled.*

- Lonnie Mimms said the scope and scale of the whole sign ordinance needs to be reviewed. He said there should be different criteria when you have a very large tract of land vs. a very small tract of land. He said no matter the size of land, you are still technically limited to one sign on each street. He thinks you can do it by having distances between signs.*

- Councilmember Orlans said that Legal and staff needs to put something together. He said for them to look at Lonnie's priorities which are the monument sign, building signs and then poster signs and see how this can move forward.*

- Councilmember Price asked if what is on the building is grandfathered and she was told no.*

- Councilmember Dippolito said the Alpharetta Code seems to work for them. He suggested that staff look at their code which allows a monument sign and a building sign with limitations on it.*

- The second issue of discussion was sandwich board signs. An Oak Street business has requested the City revisit allowing off premise sandwich board signs.*

- Councilmember Price said that Oak Street seems to be a high priority area for promoting the businesses with the streetscape. She said these Oak Street businesses are off the main street and there have been some issues with people advertising on S. Atlanta Street which is in violation of the code. She wanted to know if there is a way to get a collective sign or some kind of signage either at the street itself or as a sandwich board. She wants to see if there is some way to help promote those businesses.*

- Councilmember Orlans said this issue of off premise signs has come up before and asked Legal what can be done. Bob Hulsey said the problem is any off-premise sign is the same thing as a billboard. You do that, and you have given the billboard companies what they need to go ahead and be able to put billboards. He said the one solution is for the businesses to find a way to buy a small strip of land where they want to put their sign. The requirement is it has to be connected to their premises in some way.*

- Councilmember Orlans asked legal if there is anything more the city can do from the standpoint of general directional signs. Councilmember Price said the city is putting all this money into the streetscape so she would like to be able to help these businesses. Bob Hulsey said he doesn't know anything the city can do with signs.*

- Councilmember Price asked what is the difference of owning a strip of land vs. renting it vs. just having permission. Bob Hulsey said your premise is land you own or lease and it has to be connected to the business location.*

- Bruce Jacobson representing K-9 Planet on Oak Street was present. The publicity really helps the businesses on that street. He said they are not getting a lot of traffic right now. These signs help everybody. He said one business was allowed to have their sandwich board sign out but Code Enforcement told K-9, they were not allowed to have the sandwich board signs. Kay Love said there is no off-premise signs allowed so it is an enforcement issue.*

- Councilmember Orlans said the city has tried to come up with a way to offer*

signage the way the business wants but they have other issues that we have problems with that stop us from going forward. He said the city would like to help in any way they can but we have to be careful with the sign ordinance. Bob Hulsey said the city cannot make an exception for that street because the courts can toss the whole sign ordinance if the billboard companies attack.

- Ralph Mills who owns the Oak Street shopping center asked if there is a special use permit signage that each tenant could get for a certain amount of days per month. He was told again that off premise signs are not allowed. Staff will look into this further. Kay Love said they are not going to be able to solve this today. She said their concern has been heard but at the moment there are other things that preclude them from allowing these signs.*

A motion was made by Council Member Jerry Orlans, seconded by Council Member Becky Wynn, that these sign issues be deferred and placed on the Community Development and Transportation Committee agenda for 10/27/2010. Staff will review the City of Alpharetta's current sign code for cinema changeable copy boards. Staff will bring this back with more details. Staff will also look into the sandwich board issue to see what options there are since there are issues that preclude the city from allowing these signs. The motion carried by the following vote:

In Favor: 6 - Council Member Diamond; Council Member Dippolito; Council Member Igleheart; Council Member Orlans; Council Member Price and Council Member Wynn

8.

Discussion of Section 10.41, Poultry, of the Zoning Ordinance

- The discussion was going to focus on the enforceability of Section 10.41 of the Zoning Ordinance related to the number of poultry allowed under the "grandfather" provision.*
- Bob Hulsey said that Legal is still waiting for the written ruling from the Judge from the recent poultry case. He said it depends on how the judge words the ruling as to whether the city has the right to appeal or not.*
- Kay Love said the purpose of placing it on the agenda was not to have another chicken discussion but to make Council aware where they were and to let them know, be thinking about what guidance they would give staff as they move forward as to whether we need to readdress it or not as it relates to enforceability of it.*

Transportation

9. Consideration to award a contract to TerraMark Land Surveying, Inc. for the Sun Valley Extension and Mansell Extension Database Survey projects in the amount of \$42,800

- Twelve (12) bids were received with costs ranging from \$42,800 to \$98,000. TerraMark Land Surveying, Inc. was the lowest responsive, responsible bidder in the amount of \$42,800 (\$17,300 for Mansell Extension and \$25,500 for Sun Valley Extension). This is for survey databases for two projects - the Sun Valley Extension and the Mansell Extension. These two scopes were combined in order to receive lower bids from the surveyor. Staff can begin in-house design of the Mansell Extension once the survey is complete. This will include the Clara Drive connection between the north end of the Midtown streetscape and the south end of the HBR at SR 9 intersection improvement.
- Staff will also begin a Master Plan analysis of the Sun Valley Extension corridor once that survey is complete, in order to determine the optimal phasing strategy and construction sequence. Once the Master Plan of the area is complete, the City will hire a consultant to design Phase 1, a connection between Sun Valley Drive and Warsaw Road. Steve Acenbrak said they are going to survey all the area of Mansell up to Sun Valley because the concept is initially to make a connection. There are future connections with Old Ellis and Mansell Place. What staff wants to do is have all the data for the entire area so they can make a good determination two and three moves out.
- Councilmember Orlans thought from budget discussions that they were trying to fill in and figure out what they are doing at Clara Drive gap. He didn't know they were doing a total alignment of Mansell. Steve Acenbrak said they are combining them. They are going to survey the whole area so if Council directs them to do some design of that road, they will have the data available. If they choose at some point to contract that out, the data will be available for the consultant. Councilmember Orlans asked if this will be everything so you know exactly where you would put a road if you were going to put a road from a cost and design standpoint. Steve said it will be the boundary and topographic survey from both the parcels and also from the topography for staff to do an engineering layout.
- Funds in the amount of \$17,300 will be used from the \$50,000 available in the Mansell Extension project. Funds in the amount \$25,500 will be used from the \$300,000 available in the Sun Valley Extension project.
- Councilmember Dippolito asked if that southern boundary includes SR9. Steve said they have survey down there now for the SR9 already and they are just going to tie that in. Councilmember Dippolito asked what they need to survey to do the gap and Steve said the northern part. He said right now they only have the road part. He added that you can't just survey exactly what you need. You have to go out beyond it because there are tie ins and a lot of times what happens is if you try to short change this, and if there is a disconnect, then the surveyors need to go back out there and then they charge mobilization costs. It is better off to do as much as you can at one time.

A motion was made by Council Member Rich Dippolito, seconded by Council Member Becky Wynn, that awarding the contract for these two Database Survey projects be placed on the Mayor and City Council agenda for 10/11/2010. The motion carried by the following vote:

In Favor: 6 - Council Member Diamond; Council Member Dippolito; Council Member Igleheart; Council Member Orlans; Council Member Price and Council Member Wynn

10. Consideration of a Resolution to accept High Priority Project (HPP) funding of \$400,000 for the Holcomb Bridge Road Corridor Study project and consideration of a Budget Amendment in the amount of \$400,000

- *The City of Roswell has received approval from GDOT to utilize High Priority Project funding of \$400,000 for the Holcomb Bridge Road Corridor Study. The estimated cost of the project is \$500,000. Federal funds account for \$400,000 and City matching funds account for \$100,000. City funds in the amount of \$100,000 are budgeted in FY 2011 for the Holcomb Bridge Road Corridor Study and that is basically the matching amount for these federal funds, the HPP funds. The Budget Amendment will appropriate the HPP funds in the amount of \$400,000 bringing the total funds available for this project to \$500,000.*
- *This study would go from Warsaw Road on the west across the bridge of GA400 to Holcomb Woods Parkway on the east. The entire corridor will be studied from a traffic, access and safety standpoint. They will also study it from a business development standpoint. Steve Acenbrak added that they are also going to use the data from that to help support the Big Creek Bridge Corridor, as citizens were concerned about the Warsaw Road tie-in. The plan is to fix Warsaw Road with this corridor study or at least understand how those two will interact.*
- *Councilmember Dippolito said this is the study that was spoken about previously and nothing is being changed. Staff is just coming now for formal approval whereas before they just put it in the budget. This studies the whole corridor which is a great opportunity for the City. He applauds the Transportation Department for thinking ahead and getting this in as a HPP project because what could have cost the city \$500,000 is going to cost \$100,000. He thinks the benefit is going to be huge both from a transportation standpoint but also for those surrounding properties. He added that it is important for staff to speak with the Mimms Company and others in the area to get their input on issues they are having and what improvements they would like to see.*

A motion was made by Council Member Rich Dippolito, seconded by Council Member Becky Wynn, that this Resolution to accept the HPP funding of \$400,000 and a budget amendment be placed on the Mayor and City Council agenda for 10/11/2010. The motion carried by the following vote:

In Favor: 6 - Council Member Diamond; Council Member Dippolito; Council Member Igleheart; Council Member Orlans; Council Member Price and Council Member Wynn

11.

Consideration to allow Willow Springs Homeowners Association (HOA) to conduct a petition concerning traffic calming measures

- Staff has been in contact with Willow Springs HOA regarding traffic calming measures in their subdivision. Residents are concerned with reducing speeds near the intersection of Haynes Crossing and Roxburgh Drive and providing for more positive guidance for turning movements. Staff has created a concept of a roundabout at this location with an estimated cost of \$60,000-\$80,000. As an alternative, staff has estimated the cost for installing 2 splitter islands along Roxburgh Drive on both sides of the intersection at \$10,000-\$20,000. The higher cost reflects a wider landscaped splitter island, the smaller cost represents a 2-foot wide concrete island, both approximately 50 feet long. It will allow positive guidance and be a traffic calming measure through the throat of the intersection and allow the turning movements.
- Staff considers this a test of this concept; therefore construction of these particular splitter islands would be done using in-house construction staff. Per the Traffic Calming Policy, the subdivision is responsible for 50% of the cost of these islands.
- Willow Springs HOA would also like to petition residents to install raised crossings for golf carts at five separate locations along Roxburgh Drive. This would, in effect, allow the golf carts to cross at grade which elevates them to driver eye level. At \$2,500 each the total cost for these additional traffic calming measures would be \$12,500. Councilmember Wynn questioned this because her understanding is that Willow Springs does not want the rubberized ones but rather the concrete stamped and she thought those were \$4,500 each. Steve replied they are speed humps with the 12 to 1 taper approaches with the flat portion at the top and then the taper to the bottom.
- Councilmember Wynn asked if these traffic calming measures are all or nothing. Steve affirmed that it needs to be that way. He said traffic calming measures work better in groups and in clusters and if HOAs are allowed to pick the ones that they want and not do the others, then a lot of money will be spent and not get any benefit to the community.
- Per the Traffic Calming Policy 65% of the entire subdivision must agree to the recommendations of the petition to approve the installation of the project and the funding. Staff recommends the petition include one of the two traffic calming options at Haynes Bridge Crossing in addition to the raised golf cart crossings. Funds in the amount of \$67,604 are available in FY 2011, Traffic Calming. Steve recommends that the petition say "an improvement at Roxburgh and Haynes Bridge Crossing and the raised golf cart crossings" and the petition needs to mention it is all or nothing.
- Councilmember Price asked if the golf cart crossings are meant to be traffic calming or meant to be facilitating golfers. Steve replied they are meant to be safe crossings for the golf carts. She asked how this compares to other communities and if this a request of the community. Steve affirmed that it is a request from the community. She asked if other communities that have golf courses are doing the same thing. Steve replied he is not aware of any other requests and is sure they will be looking at this one. There are 3 golf course communities but they don't have any golf cart crossings. She also asked if in the past, has it been the responsibility of the city for that private entity which is essentially a golf course. Councilmember Wynn replied that these are going across a public road. Councilmember Price asked if this is traffic calming in this situation. Steve replied it functions as traffic calming, but staff's position is going to be that that this helps raise the awareness of the drivers that they are going to make a grade crossing and hopefully will be enough to keep the golfers and the cars aware there is about to be a crossing movement. She also asked if the issue is a cut-through problem or a request by the HOA. She was told it was a request. She asked if a dead end golf course community is same or not the

same. Steve said in his opinion it doesn't matter whether it is a public, private, public golf course, private golf course – you still have that grade crossing. You have 2 vehicles that are crossing at grade and anything they can do to help to make it safer is in the public interest. It supports public safety. Steve said they are not going in as truly only traffic calming. They are also trying to solve these other problems and it fits under the traffic calming ordinance so the traffic calming money in the budget can be used to help pay for it if approved.

A motion was made by Council Member Kent Igleheart, seconded by Council Member Rich Dippolito, that Willow Springs can proceed with the petition process of the discussed traffic calming measures for a treatment at the intersection. The traffic calming measures are for splitter islands at the intersection (or a roundabout) of Roxburgh Drive and Haynes Crossing and the installation of raised crossings for golf carts at five separate crossings along Roxburgh Drive. The motion carried by the following vote:

In Favor: 6 - Council Member Diamond; Council Member Dippolito; Council Member Igleheart; Council Member Orlans; Council Member Price and Council Member Wynn

12.

Discussion of the Oxbo Road at Atlanta Street (SR 9) Intersection Improvement project

- *Steve Acenbrak stated they are at the beginning of the project and it is appropriate for Council to understand the pros and cons of using federal dollars to do a public improvement. They haven't designed this road. The question is does the city want to use federal dollars for the design and/or right-a-way acquisition and/or construction of the improvement. There are several ways to construct this project in phases.*
- *If the Oxbo Road/Atlanta Street project is determined to be a locally-funded project, staff is ready to begin the procurement process to hire a consultant for all of the engineering and design work immediately based on the concept that was presented at a public meeting for the Grove Way community in September 2009. If it is kept a locally funded project, the city has more control over it and it is a lower design cost. Potential funding sources could include local bond, SRTA loan and GDOT LMIG funds. Steve Acenbrak said we have \$400,000 which will be close to do this design.*
- *State/Federal Funding have a higher design cost which includes environmental documents and it may not cover the right-of-way costs. If Council wants to go after federal funding, they have to start now if Council wants to do that, because they can't go halfway through it and then decide we want federal money later. There are specified public involvement (there will be public involvement with local funds, but we can decide on the public involvement scope). If we go federal, the federal government tells us all the things we have to do. If we go with federal funding we can go to GDOT Federal Highway and look for money.*
- *Steve Acenbrak said an environmental study would still need to be done if locally funded but it is more flexible.*
- *Councilmember Orlans asked what are the total costs doing locally vs. total cost doing it federally and what amount of money could the city receive from them. He wanted to know if there are any advantages to bringing in the federal government. Steve Acenbrak said this project is an intersection improvement project. It is a new location and there is not data about accident history. There is only one signal involved. He said the chances of getting federal dollars for this project are low.*
- *Councilmember Dippolito asked about the penny sales tax and if this project would fit under the criteria for those funds. Steve affirmed it would but Kay Love added that from a timing perspective the referendum is not set until 2012 and the funding source would be in the 2014 timeframe. Councilmember Dippolito asked about the construction costs and Steve said he couldn't give a dollar amount now but he said there is more flexibility with a local project and with federal dollars, there cannot be any discussions with property owners until after the environmental document is approved. He said staff would have to go through GDOT to get support on the intersection improvement and still have to design it to their standards. Councilmember Dippolito said given the complexity and all the property owners involved it would be very important for the city to be able to have the flexibility to work with them.*

Committee approved that this Oxbo project should be a locally-funded project and that staff can proceed with the procurement process to hire a consultant for the engineering and design work.

In Favor: 6 - Council Member Diamond; Council Member Dippolito; Council Member Igleheart; Council Member Orlans; Council Member Price and Council Member Wynn

13. Discussion of the residents' request to pave Lum Crowe Road - Guidance

- Residents in the north-west area of the City requested a staff evaluation of Lum Crowe Road for consideration to pave. This road is currently one-lane and residents complain it creates an excessive amount of dust and attracts off-road vehicles. This is a gravel road approx 12 feet wide and the right of way is approximately 50 feet. There are very low speeds due to the gravel road. It is a public road with 6 homeowners living there.
- The approximate cost to pave Lum Crowe Road is \$300,000. To bring it up to city standards there would need to be 10 feet lane in both directions which would widen the road from 12 feet to 22 feet. The road would need to be widened because paving will result in increased vehicle speeds. Utility poles will need to be moved and a lot of trees cut.
- After paving there is data to support increased crash risk with a higher speed road surface. The road is basically a trail and does not meet any road design criteria. Paving will also trigger some drainage improvements. Staff feels this option is cost prohibitive and recommends a dust control program as an alternative at an approximate cost of \$1,500 per year.
- Councilmember Wynn asked if the city has a dirt road policy. Steve Acenbrak said internally they have a standing policy for grading the road twice a year. There are four miles of road scattered throughout the city and the department goes out a couple times a year and cleans out the ditches and re-grades the road.
- Councilmember Wynn stated that it is her understanding that this is attracting off-road vehicles so she wanted to know if there is some type of enforcement that the city can do. She asked if anybody has asked the homeowners about posting "prohibiting 4-wheel vehicles or something like that." Kay Love replied not to her knowledge. Councilmember Wynn stated that paving this road would be a beautiful cut-through from Cox. Councilmember Dippolito replied it wouldn't be, because you hit the Cherokee County line and that section is worse. Staff spoke with the County Engineer and the county has no intention of ever paving it.
- Councilmember Dippolito stated he and Steve met with the homeowners and they have signed a petition (all except for one) in favor of paving it. Their position is that they pay taxes and everyone has a paved road and why shouldn't they. He agrees with them but he doesn't know if they fully understand the total impact of the removal of the trees. Steve replied they want it paved but they don't understand how difficult it is and it is not just that easy just to lay asphalt. Kay Love replied the city also has to maintain it, so if it isn't done right it will become expensive. Steve replied since it is a public road, the city will have liability if it isn't done right. Councilmember Wynn stated she thinks they need to have everything laid out on the table for them. Maybe staff can give them some alternatives.
- Kay asked what the guidance from the Committee is. Do they want staff to go back and speak with the homeowners about the magnitude of the project. Councilmember Diamond replied they should only speak more to them if Council is willing to go forward. Councilmember Dippolito agreed that if there is not intention of potentially paving it, then there is no need to have the discussion, but he feels it needs to be paved. Councilmember Wynn said they need to understand the impact.
- Councilmember Price asked if the road would need to be striped. Steve said no because there is enough guidance from the asphalt and there are lights out there.
- Councilmember Price also asked how many other remaining public city roads there are that are unpaved and if they are in the same similar setting. Steve affirmed there are a few other roads like this.
- Councilmember Dippolito suggested to explore paving it. He asked if staff can come up with a conceptual design and better refine the cost. Staff can look into that.

Committee agreed that this can be explored further. Kay Love suggested that staff go to the homeowners and tell them that there is not 100% support to pave it at this moment since it is a high price tag. Staff will work on a conceptual design so the homeowners understand the scope of the project.

14.

Discussion of resubmission of an application for a GDOT GATEway Grant - Guidance

- *The City applied for a GDOT GATEway Grant in the amount of \$50,000 last October and we were notified in March 2010 that the application was not selected for funding. Shortly thereafter, staff learned that GDOT reopened the grant application process with a new deadline of October 29, 2010. As a result, staff focused on using the grant funding for one (or several small) gateway signs strategically positioned along the roadways entering the City. In June 2010, staff showed Council examples of monument signs from neighboring Cobb County and made recommendations for potential locations for installation of a City of Roswell gateway sign.*
- *Community Development and Transportation staff have developed a conceptual drawing of how the monument signs could appear. The design is based on previously approved concepts for district signs and visitor kiosks.*
- *Staff requests guidance on acceptable design standards prior to submitting the application. Location and size of the sign can be finalized later. The cost of the City's sign design would depend on the construction elements and materials chosen. Staff selected several sites as potential locations for monument signs.*
- *Several other aspects which need to be addressed include the possible need for permanent easements, as well as clear zone and sight distance compliance issues. The City would be required to maintain the signs and any vegetation surrounding the signs. With the \$50,000 grant, the City could install one large or two small monument signs and add more with the addition of City resources. Staff suggests using the grant funding to build monument signs at 1-2 locations at the City limits with neighboring jurisdictions.*

A motion was made by Council Member Rich Dippolito, seconded by Council Member Nancy Diamond, that resubmitting the application for this GATEway grant be placed on the Mayor and City Council agenda for 10/11/2010. This submission is just for applying for the grant. The design of the gateway monument signs will be discussed later. The motion carried by the following vote:

In Favor: 5 - Council Member Diamond; Council Member Dippolito; Council Member Igleheart; Council Member Price and Council Member Wynn

15.

Discussion of closing Canton Street from Magnolia Street to Webb Street for the final Alive After 5 in October - Guidance

- Councilmember Igleheart requested further discussion on this. There have been previous discussions regarding closing portions of Canton Street for the Alive After 5 events due to pedestrian safety concerns. Alive After 5 organizers/merchants agreed to keep tents and tables back enough to allow for clear passage on the sidewalks. This still remains an issue. He said he is only speaking of closing from Magnolia to Norcross. He doesn't see a problem trying this one time to see what happens. This is primarily for safety reasons. The October Alive After Five event is the final one this year. He added that they recently discussed closing Canton Street for Christmas Caroling which will have less people and yet not close the road when it impacts a much larger group.
- Councilmember Price said this was discussed pretty thoroughly already. She wanted to know if there was anything new that changes the discussion. Councilmember Igleheart said a lot of the things they said they were going to do, they haven't done. Councilmember Orlans agreed that more sidewalk space is needed. He added to make sure the city gets them to move back these vendors. Kay Love said she will talk to Sally Johnson about getting clearance on the sidewalks.
- Councilmember Igleheart added that they did block off some parking spaces as requested. He added that the one key area in front of Red Salt, they put planters there but the motorcycles still park there so you basically cannot walk off that sidewalk. Steve said if they want to reinforce the fact that they are going to make it more of a pedestrian area, it can be reinforced by putting out another planter and move them out closer to the street and make it so it is not for motorcycle purposes.
- Councilmember Diamond said she is not opposed to doing it if the business owners want it or stay with earlier discussion. She stated her understanding from Sally Johnson is her concern was to push people up Canton St. and not just focus them in that area, and by closing they were concerned that would not help those other businesses. Hopefully it has become enough of an event where they can overcome that.
- Councilmember Dippolito said trying it in October may not be the best time to try this. The crowd is smaller.
- Kay Love said our staff can have more of a presence.
- Kay Love added that as staff they will coordinate before the series begins next year and have some very specific conversations about what that expectation is since they didn't do what they were going to do to get clearance on the sidewalks. She said they can beef up the enforcement and have a kick off and coordinate with the merchants with what the expectations are and have more of a presence there.

Committee agreed not to close Canton Street for the October event. Staff will talk to Sally Johnson from the Merchants Association about getting the clearance on the sidewalks since that was the discussion last time and this was not done. Before the series starts next year, staff will coordinate with the merchants and have very specific conversations about what the expectations are.

Administration

16. Discussion of a pilot program to improve fuel efficiency in the City fleet
- *The City has been approached by a company that markets a fuel saving device known as "Stealth MPG". They have agreed to test the device on four city vehicles at no cost. The device adheres to the bottom of the fuel tank and "communicates" with the fuel molecules to improve fuel efficiency, horsepower, reduce emission values, etc. Fuel efficiency improvements range from 12% and higher based on vehicle, type of use, and weather. They are currently testing in the City of Atlanta, Fulton County Schools, and Lee County, FL. They have implemented a program in Boone, NC.*
 - *This company is the only company doing this and they are working with the city of Atlanta and Fulton County Schools to pilot test this. There was some national organization they went through to get approval so they would not void any warranties on the vehicles.*
 - *Councilmember Wynn said this save between 12-25% per vehicle.*

Meeting adjourned at 10:41 a.m.