

### **BUDGET PRESENTATION(S)**

|                              |               |
|------------------------------|---------------|
| Keep Hall Beautiful          | Shanda Sexton |
| Economic Development Council | Kit Dunlap    |

### **DEPARTMENT ISSUES**

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |               |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| <b>Police</b>                               | Mental Health Justice Collaborative Efforts and Funding Sources Update                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Jay Parrish   |
| <b>Water Resources</b>                      | Resolution: Cumberland Drive Sanitary Sewer Extension Cost Participation Request                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Nick Swafford |
| <b>Community &amp; Economic Development</b> | <b>Public Hearing Item: March 3, 2020 Council Meeting</b><br>Request from <b>Davis Pine, LLC</b> to rezone a 0.47± acre tract located at the northwest side of the intersection of Davis Street and Wills Street (a/k/a <b>890, 892 and 898 Wills Street, SW</b> ) from General Business (G-B) to Residential-II (R-II). <b>Ward Number: Three.</b> Tax Parcel Number(s): 01-030-006-003. <b>Request: Seven multi-family apartments.</b>                                                                                                         | Abb Hayes     |
| <b>Community &amp; Economic Development</b> | <b>Public Hearing Item: March 3, 2020 Council Meeting</b><br>Request from <b>Gainesville Non-Profit Development Foundation</b> to rezone a 1.07± acre tract located at the southeast and southwest side of the intersection of Davis Street and Wills Street (a/k/a <b>623, 635, 641 and 645 Davis Street, SW</b> ) from General Business (G-B) and Heavy Industrial (H-I) to Residential-II (R-II). <b>Ward Number: Three.</b> Tax Parcel Number(s): 01-030-005-004; 01-030-006-003A; 01-030-007-001. <b>Request: Four single-family homes.</b> | Abb Hayes     |
| <b>Community &amp; Economic Development</b> | <b>Public Hearing Item: March 3, 2020 Council Meeting</b><br>Request from <b>Palmetto Capital Group</b> for a special use on a 0.84± acre tract located southwest of the intersection of Dawsonville Highway and Pearl Nix Parkway, across from Lakeshore Drive (a/k/a <b>150 Pearl Nix Parkway, SW</b> ), having a zoning of Regional Business (R-B). <b>Ward Number: Five.</b> Tax Parcel Number(s): 01-119-003-041A (Part). <b>Request: Automotive Care Center.</b>                                                                           | Abb Hayes     |

### **CITY MANAGER ISSUES**

### **MAYOR/COUNCIL ISSUES**

|                                  |               |
|----------------------------------|---------------|
| Appointment(s): Ethics Committee | Danny Dunagan |
| Ex-Officio Report(s)             |               |

### **CITY ATTORNEY ISSUES**

### **CITY CLERK ISSUES**

### **EXECUTIVE SESSION**

**ADJOURNMENT**

Final: Tuesday, February 25, 2020, 9:15 AM



# CITY OF GAINESVILLE

## WORKSESSIONREQUEST

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**Date Submitted:** 2/21/2020  
**Presenter:** Shanda Sexton  
**Item of Business:** Keep Hall Beautiful  
**Meeting Date:** 2/27/2020

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**Purpose of Request:**

Keep Hall Beautiful Agency FY2021 Budget Presentation. The City of Gainesville contracts with various Agencies to provide additional services not provided by the City.

**History/Background:**

Historically, the City of Gainesville has contracted with Keep Hall Beautiful for beautification services on right-of-ways.

**Facts & Issues for Consideration:**

Historically, the annual agreement with Keep Hall Beautiful was \$15,000 for FY2019 and \$20,000 for FY2020, with quarterly disbursements. The current request for FY2021 is \$20,000.

**Department Recommendation:**

A continued agreement with Keep Hall Beautiful is requested by the Agency.

**Department Director:**

Jeremy Perry

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**If funding is involved, are funds approved within the current budget?**

No

**Amount Requested:**

\$20,000

**Source of Funds:**

Funding will be considered as the City's FY2021 budget is developed.

**Finance Comments:**

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**Administrative Comments:**

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**ATTACHMENTS:**

| Description                                                                | Type            |
|----------------------------------------------------------------------------|-----------------|
| <input type="checkbox"/> Keep Hall Beautiful Agency FY2021 Funding Request | Backup Material |
| <input type="checkbox"/> FY2021 Goals Updates and Comparison               | Backup Material |
| <input type="checkbox"/> 2020 - KHB Events                                 | Backup Material |
| <input type="checkbox"/> KHB FY2020 Year In Pictures                       | Backup Material |



## FY 2021 City of Gainesville Funding Request and Budget Proposal

Our Mission: *“Working Together for a clean, **GREEN**, and healthy community.”*

Organization Description: Keep Hall Beautiful is a 501c3 and serves as the local certified affiliate of the national Keep America Beautiful System, as well as the state Keep Georgia Beautiful Foundation. KHB is dedicated to educating citizens about environmental stewardship, providing traditional and non-traditional recycling opportunities, developing and fostering collaborative relationships with local and surrounding area organizations who support similar goals and missions, as well as providing a much-needed community service program focused on local roadside clean-ups and illegal dumpsite removal. Through our volunteer projects, citizens are involved in community clean-ups, beautification efforts, special events, recycling and tree plantings.

1. Keep Hall Beautiful is requesting \$20,000 from the City of Gainesville
2. Please see attached FY2021 Budget Proposal and Comparison.
3. Please see attached FY2020 Financial Statement and Balance Sheet.
4. This year Keep Hall Beautiful again had several great accomplishments. This year Keep Hall Beautiful won three awards recognizing our organization for our hard work and dedication to our community. This year for the 2<sup>nd</sup> year in a row, Keep Hall Beautiful was the winner for Best of Hall 2020 Environmental Beautification award, again for the 2<sup>nd</sup> year in a row we also received the Keep Georgia Beautiful Governor’s Circle Award and the nationally recognized award, Keep America Beautiful President’s Circle Award! Our organization has facilitated as well as participated in a wide variety of programs, activities, and events throughout the year to achieve these goals, including but not limited to the following:

### **ANNUAL PROGRAMS & EVENTS:**

- ❖ America Recycles Day – (Keep America Beautiful Program)
- ❖ Earth Day Events at Local Universities and Schools
- ❖ Georgia’s Cities Week – (partnership with Downtown Gainesville/Main Street Gainesville)
- ❖ Great American Cleanup – (Keep America Beautiful Program)
- ❖ Greens for a GREEN Community Annual Golf Tournament Fundraiser
- ❖ Rivers Alive – (partnered with City of Gainesville Water Department)
- ❖ Shore Sweep – (partnership with Lake Lanier Association)

- ❖ Sweep the Hooch – (partnership with Chattahoochee Riverkeepers)
- ❖ National Planting Day – (Keep American Beautiful Program) Performed on Square 2x's a year.
- ❖ Arbor Day - (partnership with the Greater Hall Chamber of Commerce)
- ❖ Bring One for the Chipper – (Collaboration with Hall County and City of Gainesville Solid Waste)
- ❖ Pre-K and Kindergarten Special Guest Reader Day at Local Schools
- ❖ Monthly Community Cleanup Events
- ❖ Keep Hall Beautiful Annual Member Social
- ❖ Homeschool Environmental/Beautification Workshops (partnered with 3C Tutoring & Homeschool)
- ❖ Tire Amnesty Week – (Collaboration with Hall County Landfill)

#### **ONGOING PROGRAMS & EVENTS:**

- ❖ Yearly Community Index Reporting
- ❖ Monthly Community Clean-ups
- ❖ Daily Community Service Program – (In conjunction with Hall County Court Systems)

Keep Hall Beautiful also participates in several educational and community outreach projects, including but not limited to:

- ❖ **Presentations to Local Education and Civic Organizations**
- ❖ **Expos and Fairs** – i.e. N. GA University System Volunteer Fair, West Hall Middle School Environmental Fair, Chamber Chase, Garden Expo, Chamber Networking Meetings, KHB Code Enforcement Roundtable Meetings, Gainesville Times New Year – New You Expo, Gainesville Times Best of Hall Expo
- ❖ **Active Presence on Local Committees, Boards, and Programs with Local Organizations** – i.e., Lanier Federal Credit Union Board, Leadership Hall County, KHB Code Enforcement Roundtable Committee – executive, partner committees as well as the education and outreach, land, water and air/energy workgroups and the Chamber of Commerce Beautification Committee

Keep Hall Beautiful is dedicated to continued internal growth and development therefore participates in numerous professional development opportunities, including but not limited to:

- Annual KGB State Conferences
- Annual KAB National Conferences
- Annual Georgia Recycling Coalition Conference
- Webinars and Conference Calls – (KAB, KGB and GRC)
- Greater Hall Chamber of Commerce Leadership Hall County
- Local community information sessions and roundtables (Code Enforcement, Storm Water, Community Gardens, Chamber Meetings/After-hours & before-hours Events, etc.)

Through our various activities, programs and events Keep Hall Beautiful has been able to fulfill the following:

**Clean-Ups and Volunteer Services in a 12 Month Cycle - (January – December 2019)**

- Utilize 28,918 Adult Volunteer/Community Service Hours - (\* Total Community Value of **\$712,988.82**)
  - 7,229 within Gainesville City Limits – (\*Total Community Value of **\$178,247.20**)
- Collect 10,050 lbs. of recyclable materials off the roadsides and shorelines
  - 3,065 lbs. within Gainesville City Limits
- Collect 147,615 lbs. of litter and waste off the roadsides and shorelines
  - 21, 688 lbs. within Gainesville City Limits
- Collect 71 tires off the roadsides and shorelines
- 583 Miles Cleaned
  - 202 miles cleaned within Gainesville City Limits
- 14 Illegal dumpsites cleared within Gainesville City Limits
- 6 Code Enforcement Request Completed for City of Gainesville Code Enforcement Division
- Beautification Project on City of Gainesville Downtown Square – Removed & Replanted Twice
- Other projects and programs within City of Gainesville
  - Square Litter Pickup - 37x's
  - Square Planting and Beautification – 2x's
  - Cemetery Cleaning Assistance
  - Arbor Day Program at Atlanta Botanical Gardens - Gainesville
  - Assisted with Ink Flood Cleanup
  - Rivers Alive
- Educate thousands of residents regarding environmental stewardship (litter prevention, recycling benefits and opportunities, water and energy conservation, composting, value of maintaining tree canopy etc.)

Keep Hall Beautiful continues to grow through its projects and programs. With the assistance of KHB's Governing Board Members, we have been able to accomplish many of the objectives set forth as Keep Hall Beautiful's organizational goals and internal aspirations. We now have a much larger participation and support network allowing us the opportunity to grow our programs and services and better utilize our resources.

5. Keep Hall Beautiful is dedicated to expanding educational opportunities and community/volunteer services. Many of the goals we set forth for our last fiscal year have progressed rapidly and the tasks are well underway or have been completed. The goals for this year's budget were based on the continuing trend of growth in our community as well as the necessity for community outreach and education for growth within our organization in this community.

**\*\*Please see attached Goals and Objectives FY2020 and FY2021 page comparison\*\***

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6. Keep Hall Beautiful faces the same budgeting challenges as most local nonprofits. Therefore, proactive measures have been taken in order to prioritize and maximize the services currently being offered. We manage a three-budget system which allows us to ensure we are operationally sound and can grow our programs and services through our fundraising efforts. We consistently strive to be good stewards of our financial resources and provide a higher rate of return from our contributions. Currently, we are not financially relying on our reserves to balance our budget.
  7. Keep Hall Beautiful has taken extensive measures to ensure all goals, objectives, tasks and efforts are in direct alignment with our mission of “Working together for a clean, green and healthy community.” We use any and all opportunities to continue to grow support and awareness around the importance of good environmental stewardship. We have continuously been growing our programs, services and resources and with the funding from City of Gainesville we continue our mission to grow support and awareness from our efforts of doing and teaching environmental stewardship to our community members.

*Thank you so much for your time and consideration!*

*Keep Hall Beautiful genuinely appreciates the support the City of Gainesville has shown us throughout the years.  
We are so proud to be a part of and serve such a beautiful and vibrant community.*

# Keep Hall Beautiful

## FY2020 & FY2021 Goals, Updates and Comparison

| Goals                                                        | 2020                                                                                                                | 2020                                                                                                                          | 2021                                                                                                                             |
|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| <b>Expand Community Visibility</b>                           | Objectives                                                                                                          | Objective Status                                                                                                              | Objectives                                                                                                                       |
|                                                              | 1. Continue improvements through social media to add ease for the community to report litter and illegal dumpsites. | 1. Created & Implemented a new system that we placed on our website for the citizens to report litter and illegal dumpsites.  | 1. Continuous improvements are always a must for community visibility. We plan on implement quarterly newsletters.               |
|                                                              | 2. Implement new programs to bring in community involvement which will also bring more awareness to KHB.            | 2. Partnered with 3C Tutoring to provide 2 workshops, environmental & beautification, with the homeschool program students.   | 2. Reach out to additional homeschool programs to grow our educational workshops.                                                |
|                                                              | 3. Promote/grow our new membership and sponsorship program to gain more community support & involvement.            | 3. We gained two corporate sponsors and 10 individual sponsorships with many new volunteers. Will continue to grow.           | 3. Continue to promote our membership and sponsorship program to gain more community support & involvement.                      |
| <b>Expand Community Service and Litter Reduction Program</b> | Objectives                                                                                                          | Objective Status                                                                                                              | Objectives                                                                                                                       |
|                                                              | 1. Work with the court systems to improve and gain more interest in our community service program.                  | 1. Continuing to work with the courts to gain more court ordered community service workers into our daily program.            | 1. Continue to improve our community service program by working with local organizations who want to volunteer.                  |
|                                                              | 2. Expand and grow our "Talkin' Trash", "Keep Your Butts Off Our Roads" & "Team Up 2 Clean Up" campaigns.           | 2. Continuing to market our campaigns to the community and gaining growing attention of our 3 main campaigns.                 | 2. Continue to expand and grow our "Keep Your Butts Off Our Roads", "Talkin' Trash" & "Team Up 2 Clean Up" campaigns.            |
|                                                              | 3. Create, implement, & market an app for reporting litter & illegal dumpsites.                                     | 3. Researched and met with other organizations to try to work together to get a properly working app, but still in the works. | 3. Continue pursuing a plan for an app for citizens to reporting litter & illegal dumpsites.                                     |
|                                                              | 4. Continue to market new membership & sponsorship program to gain community awareness and involvement.             | 4. Created and implemented a new membership and sponsorship program in January 2019... gaining members and sponsors.          | 4. Continue to market membership and sponsorship program to assist in growing community awareness, involvement, and memberships. |

## Expand Volunteer Program

| Objectives                                                                                       | Objective Status                                                                                                                   | Objectives                                                                                                    |
|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| 1. Provide volunteer registration form on new Website.                                           | 1. Created new form for volunteer registration and implemented on website.                                                         | 1. Create a volunteer spotlight - monthly recognition program.                                                |
| 2. Promote volunteer opportunities on Social Media with link to register.                        | 2. Created new forms for events that volunteers can register and implemented on website and other social media avenues.            | 2. Create new daily volunteer programs for college and/or continuing education students.                      |
| 3. Work to growing a relationship w local colleges and universities.                             | 3. Partnered with Brenau and UNG for student volunteer involvement.                                                                | 3. Grow partnership with UNG's Environmental Program.                                                         |
| 4. Work toward creating new partnerships with local non-profits with a similar mission to KHB's. | 4. Partnered with Best Buy, Good News Clinic, Lake Lanier Association, and Chattahoochee Riverkeeper to find good project matches. | 4. Continue to foster and gain new partnerships that have potential to gain additional volunteer involvement. |

## Grow Programs & Services

| Objectives                                                                                          | Objective Status                                                                                                                                                  | Objectives                                                                                                                                              |
|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Develop an expert speaker panel, organizations can use regarding environmental stewardship.      | 1. Implemented a Code Enforcement Roundtable, which is one piece of this large-scale speaker panel.                                                               | 1. Develop educational program to teach about recycling, beautification, and other environmental projects.                                              |
| 2. Identify other local resources and promote via Social Media and Website.                         | 2. Connected with new businesses for partnerships as well as other non-profits to work together to achieve our common goals.                                      | 2. Explore becoming a Legacy Link worksite to supplement staff and work with UNG for internships.                                                       |
| 3. Develop a fundraising opportunity to grow and enhance our litter cleanup supply lending program. | 3. Still working on a good fit as not to interfere with other community fundraisers/events.                                                                       | 3. Implementing a new fundraiser to grow our educational program as well as our community cleanup events. Greens for a GREEN Community Golf Tournament. |
| 4. Continue to create and identify educational materials and share via multiple outlets.            | 4. Implemented a program where we go to preschools and/or elementary schools to read and discuss recycling and being an environmental steward in their community. | 4. Implement a community member & volunteer social for all citizen's and sponsors involved in our program.                                              |

# 2020 KHB EVENTS

| <u>DATE</u>          | <u>EVENT</u>                               | <u>LOCATION</u>            | <u>TIME</u>  |
|----------------------|--------------------------------------------|----------------------------|--------------|
| Friday, 02/21        | Arbor Day Celebration                      | Atl. Botanical Gardens     | TBA          |
| Saturday, 02/22      | Monthly Community Clean-Up                 | TBD                        | 8 AM – 10 AM |
| Saturday, 03/21      | Monthly Community Clean-Up                 | TBD                        | 8 AM – 10 AM |
| Saturday, 04/04      | Sweep The Hooch<br>Great American Clean-Up | Longwood Park              | 8 AM – 12 PM |
| Saturday, 04/18      | Great American Clean-Up                    | TBD                        | TBD          |
| Tuesday, 04/21       | GA Cities Week<br>Great American Clean-Up  | Lake Lanier Olympic Park   | 9 AM – 12 PM |
| Thursday, 04/30      | Spring Planting Day                        | Downtown Square            | 9 AM – 11 AM |
| Saturday, 05/16      | Monthly Community Clean-Up                 | TBD                        | 8 AM – 10 AM |
| Monday, 06/15        | KHB Golf Tournament Fundraiser             | Chattahoochee Country Club | 11 AM – 7 PM |
| Saturday, 06/20      | Monthly Community Clean-Up                 | TBD                        | 8 AM – 10 AM |
| Saturday, 07/18      | Monthly Community Clean-Up                 | TBD                        | 8 AM – 10 AM |
| Saturday, 08/22      | Monthly Community Clean-Up                 | TBD                        | 8 AM – 10 AM |
| Saturday, 09/26      | Shore Sweep                                | Clarks Bridge              | TBD          |
| September – Date TBD | Rivers Alive                               | Flat Creek Water Facility  | TBD          |
| Saturday, 10/17      | Monthly Community Clean-Up                 | TBD                        | 8 AM – 10 AM |
| Thursday, 10/22      | Fall Planting Day                          | Downtown Square            | 9 AM – 11 AM |
| Saturday, 11/14      | America Recycles Day                       | TBD                        | 8 AM – 10 AM |

Please visit Keep Hall Beautiful's website, [www.KeepHallBeautiful.org](http://www.KeepHallBeautiful.org), for updates on locations, dates, and times of events listed above which have yet to be determined. Also, keep check on our website as we are always adding new events and programs.



# FY 2020 - Keep Hall Beautiful's Year In Pictures





# CITY OF GAINESVILLE

## WORKSESSIONREQUEST

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**Date Submitted:** 2/3/2020  
**Presenter:** Kit Dunlap  
**Item of Business:** Economic Development Council  
**Meeting Date:** 2/27/2020

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**Purpose of Request:**

Economic Development Council FY2021 Budget Presentation. The City of Gainesville contracts with various Agencies to provide additional services.

**History/Background:**

Historically, the City of Gainesville has contracted with the Economic Development Council to identify, attract, and locate new business and industry into the municipality for the purpose of increasing trade, industry and commerce.

**Facts & Issues for Consideration:**

The contractual agreement with the Economic Development Council was FY2020 in \$150,150. For FY2021, the agency has requested \$165,000.

**Department Recommendation:**

A continued agreement with the Economic Development Council is requested by the Agency.

**Department Director:**

Jeremy Perry

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**If funding is involved, are funds approved within the current budget?**

No

**Amount Requested:**

\$165,000

**Source of Funds:**

Funding will be considered as the City's FY2021 budget is developed.

**Finance Comments:**

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**Administrative Comments:**

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**ATTACHMENTS:**

| Description                                                          | Type            |
|----------------------------------------------------------------------|-----------------|
| <input type="checkbox"/> Cover Memo-Gainesville FY 21 Budget Request | Backup Material |
| <input type="checkbox"/> Gainesville BUDGET REQUEST FY 2021          | Backup Material |
| <input type="checkbox"/> EDC Board FY 20                             | Backup Material |
| <input type="checkbox"/> GHCC Business Plan 2019-20 - Synopsis       | Backup Material |
| <input type="checkbox"/> 2019-2020 EDC Scheduled Meetings            | Backup Material |
| <input type="checkbox"/> FY 2020 Marketing Action Plan               | Backup Material |



230 E.E. Butler Parkway  
Post Office Box 374  
Gainesville, Georgia 30503

To: Jeremy Perry, Chief Financial Officer  
City of Gainesville

From: Kit Dunlap, CEO  
Greater Hall Chamber of Commerce

Date: January 28, 2020

Subject: FY 2021 Budget Request

Per your request, I have enclosed the budget request information for the Economic Development Council of Gainesville and Hall County. This year's request is for \$165,000.

The additional funding request for FY 2021 will be applied in these areas:

- The creation and maintenance of an online GIS-based interface (as part of [www.greaterhallchamber.com](http://www.greaterhallchamber.com)) for available buildings, office space, medical office, retail space as well as ESRI demographic data and workforce data that can be user defined.
- We did not have an international business mission development expense in FY 2020, but we do anticipate one FY 2021.
- For several years, the EDC has not been meeting its required 4 months of reserves. Those reserves have been used for operational expenses. The increase will help us meet that reserve requirement.
- The EDC's budget growth has lagged behind inflation for the past decade. The cost of doing business has simply outpaced the EDC budget growth across the board.

770.532.6206  
Fax 770.535.8419

[www.greaterhallchamber.com](http://www.greaterhallchamber.com)

"FROM ISLANDS TO HIGHLANDS...

WE'VE GOT IT ALL!"

Enclosed, please find the requested information that includes the following:

1. Completed Agency Request Form
2. EDC Membership list
3. Business Plan
4. Audit for year ending June 30, 2019

If you have questions regarding this package, please do not hesitate to contact me.

Thank you for the partnership that we enjoy with the City of Gainesville.

**City of Gainesville**  
BUDGET REQUEST FY 2021

AGENCY: GREATER HALL CHAMBER OF COMMERCE  
ECONOMIC DEVELOPMENT COUNCIL

*Current Year Request* \$165,000

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**GOALS AND OBJECTIVES**

The EDC is requesting \$165,000 from the City of Gainesville, \$165,000 from Hall County, \$165,000 from the Chamber's HALLmark Initiative, \$25,000 from the City of Flowery Branch, \$25,000 from the City of Oakwood and \$5,000 from the City of Lula for its fiscal year 2021 (FY21). Economic activity with new and existing industry expansions, retail development and small business needs have increased demands on EDC resources, and the additional funding for FY 21 will allow the EDC to provide a more effective level of economic development services for office, industrial, retail and commercial development as well as continued services for small businesses and existing industries.

**Mission Statement:** The Gainesville-Hall County Economic Development Council facilitates quality job creation and new investment in the Gainesville-Hall County MSA through business recruitment efforts, encouraging existing business expansion and retention, attracting new quality retail development and supporting the Greater Hall Chamber of Commerce's buy local efforts.

**EDC Targets:**

- Targeted Business Recruitment Sectors to Diversify: Technology Companies, Headquarters, Life Sciences, Medical Devices, Advanced Manufacturing, International Subsidiaries.
- Core Growth Business Recruitment Sectors: Automotive, Financial Services, Fabricated Metals, Plastics, Select Food Products.
- The EDC supports downtown development efforts in Gainesville, Oakwood and Flowery Branch.
- Business Recruitment Partners: Commercial Brokers, Site Location Consultants, Statewide Developers, Utilities, Existing Industries
- Existing Industry Program Targets: Existing Industry Clusters and all Gainesville-Hall County manufacturers, processors, distributors and regional/national service companies
- Retail Development Targets: Quality destination retail development that will generate new sales tax income for public education and local governments.
- Small Business Targets: To coordinate efforts with key partners to provide professional assistance and services to small businesses and start-ups.

**EDC Goals:** To generate new investment, new job creation and increase sales tax revenue in Gainesville-Hall County and to develop new product for future economic development growth.

**EDC Objectives:** \$125,000,000 investment (stretch goal: \$150,000,000 investment); 500 jobs and 100 acres of new product for FY 21.

## **Sales and Marketing Efforts:**

For FY 21, we expect prospective new and expanding industry opportunities to remain high. We also expect continued growth in small business activity, small business participation, new start-ups and retail development activity. There are specific program enhancements for FY 21 that reflect economic development strategy for the current global economy, including:

- A growing emphasis on downtown development and redevelopment opportunities for our municipal partners has created additional roles for the EDC in marketing to developers and businesses.
- The commercial real estate investment market for hotels, office, assisted living and general commercial development has much improved, and the EDC expects to see additional growth follow developments by Carroll Daniel Construction and Gainesville Renaissance in downtown and along the Midtown Greenway. The EDC works closely with end-users and developers to market the benefits of a downtown/Midtown location including the new Federal Opportunity Zone, Georgia Opportunity Zones, Less Developed Census Tract designations, Tax Allocation Districts and the availability of New Markets Tax Credit Financing.
- EDC efforts have led to many new business locations and expansions in recent years. Available inventory of fully served and entitled business park sites, especially above 20 acres, is becoming scarce. The EDC will continue to work with the City of Gainesville to identify opportunities for future business growth for redevelopment, infill sites and the new Gainesville 85 Business Park and the infrastructure to support it.
- The EDC's small business programs have steadily increased in recent years. More than 900 attended the Chamber's Small Business Seminar Series in 2019. Earlier this month, thirty-four small businesses were recognized as Certified Small Business Partners through their participation in our new Small Business Certification program. Participation in the EDC's monthly small business seminars and marketing programs grew 65% in 2019 over the prior year.
- Conducting one-on-one meetings with existing industry at a rate of 90/year to identify opportunities, threats and meet and address the specific needs each existing industry (Exhibit "A").
- The EDC has a growing role to support the special needs of the Healthcare Service Providers in Gainesville-Hall County, including recent support to NGHS for the new Graduate Medical Education program that will have a significant economic impact. The EDC recently published a new study of the 366 healthcare service providers in Hall County and the economic impact and 12,500 jobs that healthcare services provides in the community.
- Workforce Development will continue to be a major effort to support existing industries. Gainesville-Hall County's recent economic development success has been accompanied by historically low unemployment and a scarcity of talent in specific skills. The EDC's efforts have focused on manufacturing firms and skilled positions, and it has been a partnership with the City and County Schools, Lanier Technical College and our area Universities. These partnerships are helping change perceptions of various audiences including employers, High School Career Specialists, High School Students, Middle School Students and Career Tech Teachers.

- The new Apprenticeship 101 program is the first program of its kind in Georgia to target apprenticeships at small manufacturers. Representatives from the Appalachian Regional Commission recently presented the Gainesville and Hall County Development Authority a \$300,000 ceremonial check to fund the Apprenticeship 101 program, a new initiative focused on supporting small manufacturers by addressing the growing skills gap. Through the grant, two-year apprenticeships will be made available at small manufacturers in Hall County in the following areas: Machinist and Industrial Maintenance/ Mechatronics.



- Coordinating regular programs with commercial realtors and statewide project managers, Georgia's international offices to communicate opportunities and success stories to partners that influence location and expansion decisions.
- Expanding its partnership with the State's economic development marketing effort with regard to life sciences recruitment and international business recruitment. These sectors fit well with Gainesville-Hall County's strengths and strategic vision.
- Expanding retail marketing/development role and capabilities through networking, high-level marketing and GIS. The additional SPLOST dollars generated from new retail development provides an excellent return to citizens and local government. The EDC networks with retailers and retail developers to attract quality retail developments to the community.
- Participating in public policy education to support economic and community development.
- We expect the EDC will take on an even greater lead role in the external marketing in 2020 and 2021.

The EDC is (as of 1/29/20) orchestrating efforts with 67 active project inquiries, and coordinates business retention and expansion efforts for all existing industry. Efforts with active projects include coordinating visits to the community, responding to detailed questionnaires, existing industry calls, working with retail/downtown developer proposals, and encouraging decision makers and influencers to consider Gainesville-Hall County. These inquiries do not include routine requests of EDC staff for data and information from citizens, businesses and consultants. EDC staff orchestrate approximately 10-12 visits/month with prospects, developers or site selection consultants.

We will remain fiscally responsible and maintain a high level of professionalism in working with prospective businesses, developers and partners. The EDC is committed to increase the commercial and industrial tax base for our community and to facilitate

new opportunities for Hall County residents to improve their quality of life. In addition to the four full-time EDC staff positions, the EDC shares an intern with the Chamber in an ongoing program with Brenau and UNG students. Interns benefit from the experience and learning environment while the EDC and the community benefits from their efforts to support business recruitment, existing industry support, small business, retail and other programs.



**IMPACT STATEMENT**  
**Economic Development Council of Gainesville / Hall County**

In 2019, The Milken Institute released its “Best Performing Small Cities” report comparing more than 200 small metropolitan areas across the United States, and the report rated the Gainesville MSA tops in Georgia and #3 in the Nation on the Best Performing Cities ranking for the second year in a row. Gainesville-Hall County has been named the #1 Small Metro in Georgia and #3 in the Nation by *Site Selection Magazine*, the same publication that has rated Georgia the #1 State for Business for seven consecutive years.



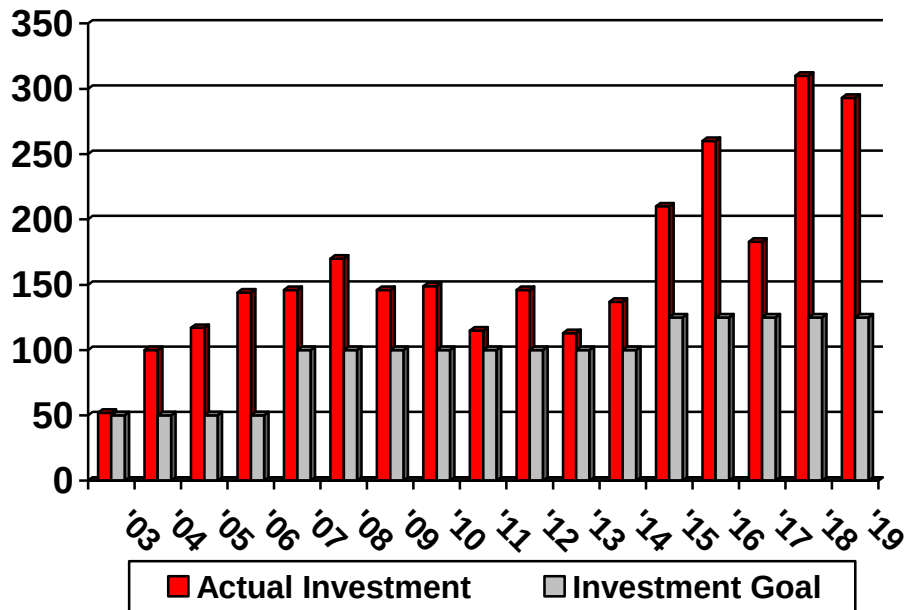
The Gainesville-Hall County Metropolitan Statistical Area (MSA) is among the top 50 fastest growing metros in the nation. Business and industry make long-term investments in our community because of its stability, skilled workforce, visionary leadership and quality of life. We are home to 47 Fortune 500 firms, more than 320 manufacturing and processing concerns, and 50 international companies representing 18 countries. From 2015 to present, more than 105 new and expanded businesses generated over 5,300 new jobs and \$1.3 billion in new capital investment.

**2019 Year End Summary:**

- 14 new and expanded announcements:
- **New:** Alfrex, Geveko Markings, Test Rite, Contemporary Marketing
- **Existing expansions:** Elringklinger, ALBAform, Cargill, Marel, Kubota, OTR Wheel, American Yazaki, Boehringer Ingelheim, Syfan Logistics, Mars Wrigley Confectionary.
- \$293 million in capital investment
- 1,054 new jobs; 30 retained jobs
- 1,348,000 square feet (sf) of new or renovated space; nearly 800,000 sf of new construction.
- Many urban redevelopment projects underway, from Flowery Branch to Gainesville and Lula

## EDC Investment FY 2003-2019

(investment in millions) 1/29/2020



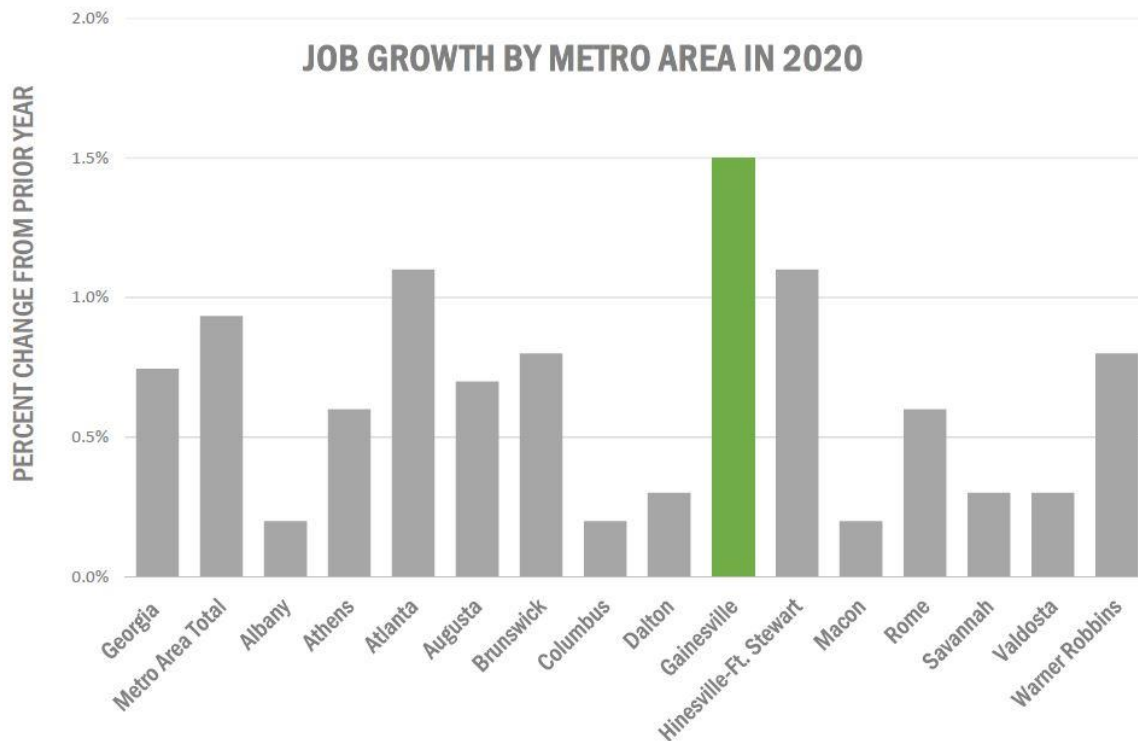
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## Gainesville-Hall MSA Economic Outlook Speech

*Written by Dr. Jeffrey M. Humphreys, Director of the Selig Center for Economic Growth,  
Terry College of Business, the University of Georgia*

*(Presented on 11-13-2019)*

Gainesville-Hall County's recent economic performance is outstanding: 5.3 percent job growth in 2015, 3.2 percent job growth in 2016, 3.7 percent job growth in 2017, 3.0 percent job growth in 2018, and an estimated 3.5 percent job growth in 2019. Even better, your economic prospects are very good.



In 2020, Gainesville-Hall County (hereafter Gainesville) will add about 1,200 jobs – a 1.5 percent gain. Over 2019-2020, Gainesville will be the state’s fastest growing metro area.

Gainesville’s recent and continued success reflects (1) the large number of expansion projects announced over the last 5 years; (2) a manufacturing renaissance; (3) growth of the medical, educational, and tourism industries; (4) favorable demographics; (5) a strong housing market; and (6) strong economic growth in neighboring counties, especially Forsyth, North Fulton, and Gwinnett.

Gainesville is an increasingly popular bedroom community for the Atlanta MSA. The Georgia Ports Authority’s decision to build an inland port in Hall County improves the long-term prospects for Gainesville, especially with respect to manufacturing, distribution, and logistics.

Gainesville’s economic developers have done a great job recruiting new companies and encouraging existing businesses to expand. Geveko Markings, Fox Factory Holding, Corp, VDL Group, Elastron, Kubota, Mars Wrigley Confectionary, Jinsung TEC, Alfrex, and Mincey Marble are recent examples of manufacturers that decided to expand or locate in Gainesville. The high economic multipliers associated with these manufacturing projects spread the benefits of these expansions to people working in other businesses.

Recent expansions outside of manufacturing include Tatsumi Intermodal – a logistics/distribution firm, Lowers Risk Group – risk management firm, and ProCare Rx – a healthcare IT firm. The gradual build out of these economic development projects will provide a powerful tailwind to Gainesville’s economy.

The medical sector is an important economic driver. The Northeast Georgia Medical Center is rated high performing in eight adult procedures and conditions. Gainesville’s medical industry will successfully draw more patients from surrounding rural

and metropolitan Atlanta counties, becoming a true medical service hub. The growth of the medical sector will make Gainesville even more suitable for retiree-based economic development.

Gainesville is a major post-secondary education hub, which generates large direct economic impacts. Each semester, the University of North Georgia, Brenau University, and Lanier Technical College add newly minted talent to the supply of workers that businesses need to expand. Lanier Technical College's new campus will allow the institution to offer new and expanded programs.

The demographic forces supporting Gainesville's economic growth are very strong: Hall County's record of substantially above-average population growth supports the expansion of businesses that sell goods and services to households. Gainesville is an increasingly popular choice for workers commuting to jobs in the Atlanta MSA. Going forward, retiree-based economic development will provide even more impetus to economic growth. In addition, spillover effects of strong economic and population growth in Gwinnett County, North Fulton, and Forsyth County bode well for Gainesville-Hall County: One out of every eight employed-residents of Gainesville-Hall County works in Gwinnett County.

Gainesville's housing market will continue to improve. Home prices dropped 32 percent from their peak in the first quarter of 2008 to their trough in the third quarter of 2012. As of the second quarter of 2019, existing home prices were 14 percent above their previous peak value. That's impressive. The Gainesville MSA's housing prices increased by 8.6 percent between the second quarter of 2018 and the second quarter of 2019. Homebuilding decelerated in 2019, but will be on the upswing in 2020. My optimism for the region's housing market reflects the 16,000 jobs added in 2014-2019 and the 1,200 jobs expected in 2020, very strong population growth, and low mortgage rates.

Sustained increases in home prices will support the growth of consumer spending, especially spending on home improvements. In addition, home price increases will boost small business activity in Gainesville. That is because business expansion and formation requires cash and the typical entrepreneur gets the funds needed to start, or expand, their business by borrowing, using their home as collateral.

Compared to both the state and the nation, the economic structure of Gainesville is very heavily tilted towards manufacturing, which could make the area much more cyclical than either the state or the national economy. But, the abundance of new economic development projects have prevented a downturn in manufacturing. Nonetheless, at this late stage of the current business cycle, expansions by existing manufacturers and the recruitment of new manufacturers will slow. Manufacturing will continue to support job growth, but the push to growth will be much weaker than it was earlier in this business cycle.

Another reason job growth will slow is that workers are increasingly scarce. Gainesville's unemployment rate is the lowest among the state's metropolitan areas. In many ways that is a great problem to have, but it is getting more difficult to fill open positions.

That scarcity of workers will slow the expansion of existing firms and makes it harder to attract new companies. Fortunately, Gainesville's location allows employers to tap into Atlanta's vast labor pool. In addition, as just discussed, the area is an education hub for North Georgia. Gainesville therefore attracts and nourishes young adults who are looking to raise their levels of educational attainment, many of which will choose to work in the area after graduation.

Although the prospects for Gainesville are very good, there are two policy-related, area-specific worries. An escalation of the trade war and an even greater pullback from

globalization could be tough on Gainesville because of a high dependence on international trade. Exports account for 7.8 percent of Gainesville-Hall County's GDP. The main exports are machinery and food products (e.g., poultry). The renegotiation of NAFTA therefore substantially reduced a downside risk for the area, but the ongoing trade war with China reduces prospects for Gainesville-Hall County.

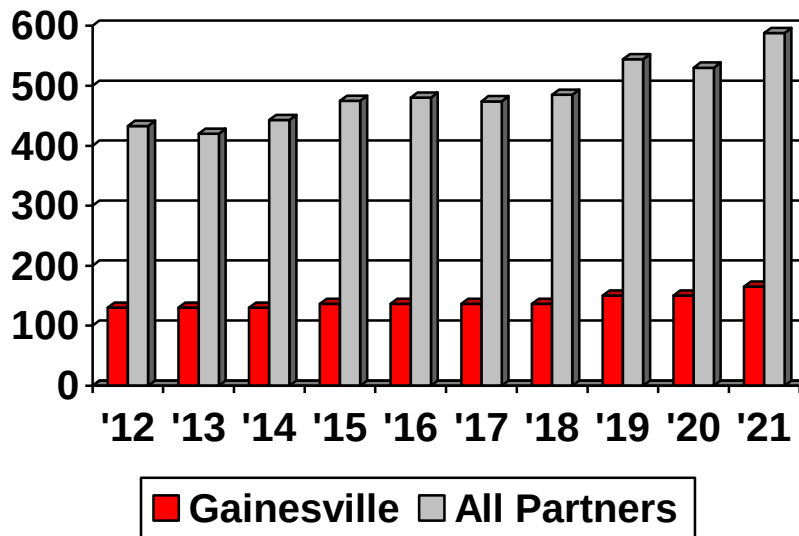
A second concern is that the stricter US immigration laws – or stricter enforcement of existing laws – could hit Gainesville much harder than the nation as a whole. That is because unauthorized immigrants account for 10.1 percent of Gainesville's population – compared to only 3.5 percent of the US population. In addition, the timing of the crackdown on illegal immigration is particularly bad given the area's very low unemployment rate.

#### **2020 EDC PROJECTIONS:**

- Hall County's regional role as a center for top rated healthcare services is growing in major centers like Gainesville and Braselton, and neighborhood services in Oakwood, Buford and Flowery Branch.
- Urban redevelopment will continue in Hall County's vibrant city centers in downtown Gainesville, Flowery Branch, Oakwood and Lula. A series of smaller development projects have collectively leveraged into a bigger trend of development concentrating in walkable urban centers, including residential, retail, office and institutional uses.
- The 365 Corridor from Jesse Jewell Parkway North will continue to develop punctuated by new construction activity at the New Holland Market, Lanier Tech's new campus and the Kubota and the Auto Metal Direct new developments in Gateway Industrial Centre. The Northeast Georgia Inland Port Terminal, set to open in 2023, will benefit existing industries throughout the region and generate additional economic opportunities for Gainesville-Hall County.
- New private residential development activity is responding to a decreasing supply of good quality available housing stock to meet current demand and a growing population.
- Future economic development growth will be supported by long-term public and private infrastructure investments to expand gas service, water, sewer, electrical distribution and broadband access in Hall County,

## EDC Budgeted Income 2012-2021

1/29/2020



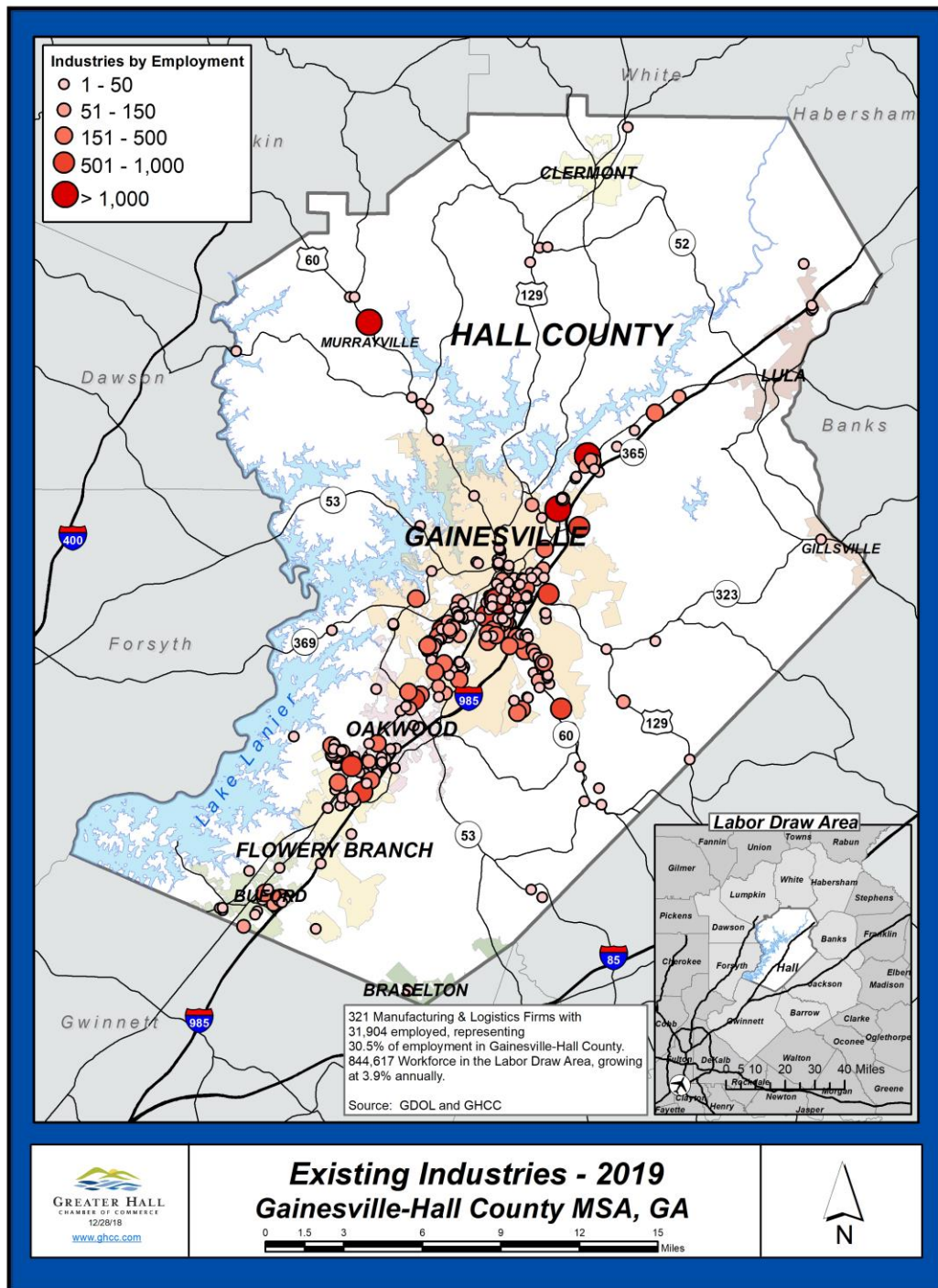
### 2019 Locations and Expansions (Gainesville locations highlighted)

| <u>Company</u>                     | <u>Product or Service</u>                        |
|------------------------------------|--------------------------------------------------|
| ALBAform                           | Wire-seat harnesses for Tesla, BMW, VW, Mercedes |
| Alfrex USA                         | Architectural Panels                             |
| <u>American Yazaki Corporation</u> | <u>Fuel tanks for Honda small equipment</u>      |
| <u>Boehringer Ingelheim</u>        | <u>Animal Health Vaccines</u>                    |
| <u>Cargill</u>                     | <u>Soybeans</u>                                  |
| Contemporary Marketing Group       | Point of Purchase Displays for Home Depot        |
| ElringKlinger                      | Automotive                                       |
| <u>Geveko Markings</u>             | <u>Elastomer Road Markings</u>                   |
| Kubota                             | R&D Facility                                     |
| <u>Marel, Inc.</u>                 | <u>Food Processing Equipment</u>                 |
| Mars Wrigley Confectionary         | Chewing Gum                                      |
| <u>OTR Wheel</u>                   | <u>Wheels</u>                                    |
| <u>Syfan Logistics</u>             | <u>Logistics</u>                                 |
| Testrite Group                     | Fulfillment and Call Center                      |

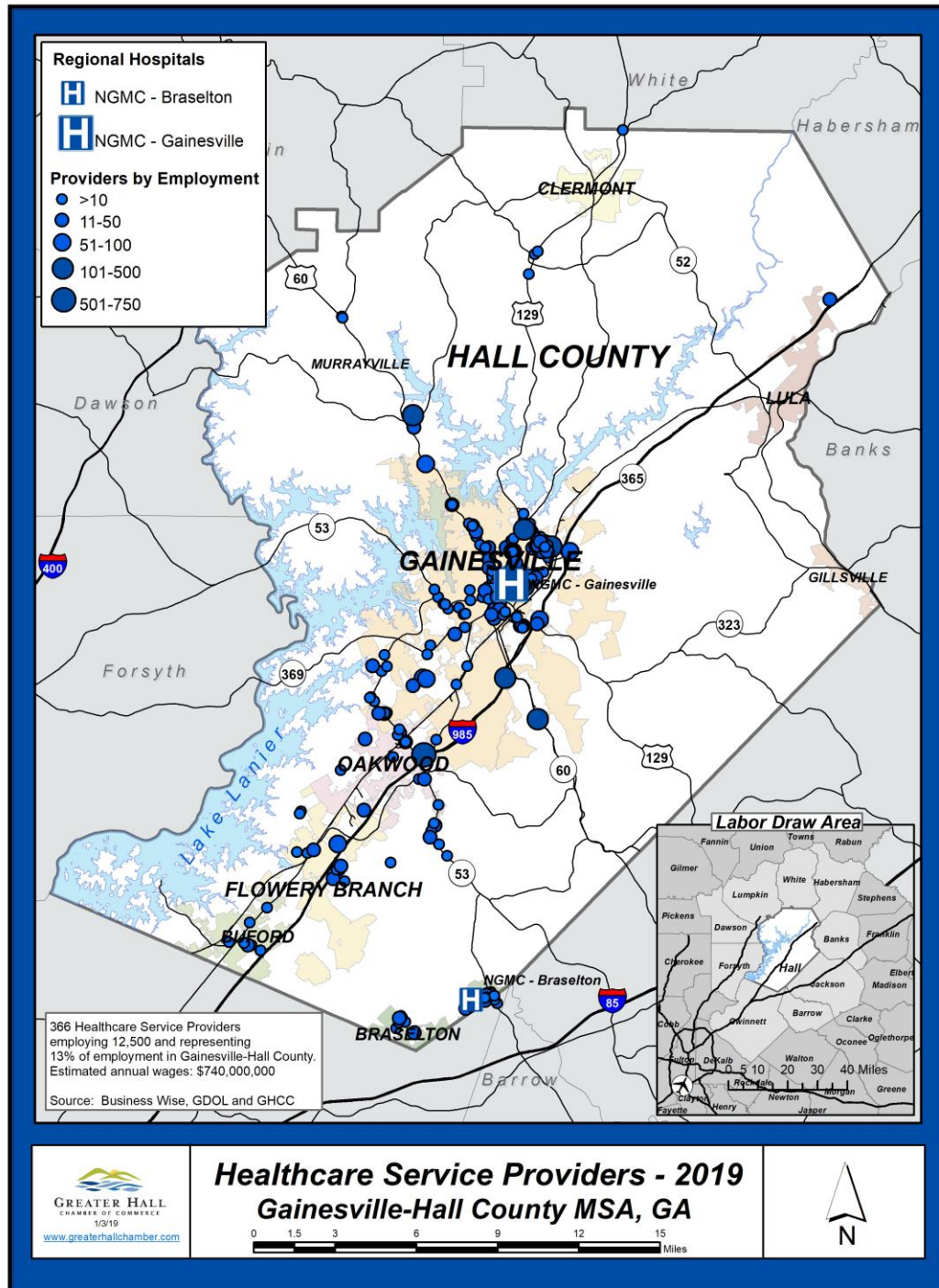


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**Exhibit "A": Gainesville-Hall County, GA Existing Industries:**



**Exhibit “B”: Gainesville-Hall County, Healthcare Service Providers:**



## EDC Board FY 2020

| Term Expiration           | First       | Last       | Company                                             |
|---------------------------|-------------|------------|-----------------------------------------------------|
| EDC Chair                 | David       | Lee        | Jackson EMC                                         |
| EDC Vice Chair            | Dr. Ray     | Perren     | Lanier Technical College                            |
| GHCC Immediate Past Chair | Carol       | Burrell    | NGHS                                                |
| Treasurer                 | Glennis     | Barnes     | Georgia Power Company                               |
| GHCC Chair                | Brian       | Rochester  | Rochester & Associates                              |
| GHCC Chair-Elect          | Geoff       | Lee        | Michelin Raceway Road Atlanta                       |
| Term Expiration           | First       | Last       | Company                                             |
| Fixed                     | Bill        | Andrew     | City of Flowery Branch, City Manager                |
| Fixed                     | Benny       | Bagwell    | Investment Assistance                               |
| Fixed                     | Dennis      | Bergin     | City of Lula, City Manager                          |
| Fixed                     | Stan        | Brown      | City of Oakwood, City Manager                       |
| Fixed                     | Paul        | Chambers   | AT&T                                                |
| Fixed                     | Jock        | Connell    | Hall County Administrator                           |
| Fixed                     | Danny       | Dunagan    | City of Gainesville, Mayor                          |
| Fixed                     | Kit         | Dunlap     | Greater Hall Chamber of Commerce                    |
| Fixed                     | Heather     | Feldman    | Georgia Mountains Regional Commission               |
| Fixed                     | Lance       | Gardner    | Georgia Power                                       |
| Fixed                     | Jim         | Grier      | City of Lula, Mayor                                 |
| Fixed                     | Elizabeth   | Higgins    | Vision 2030                                         |
| Fixed                     | Richard     | Higgins    | Hall County Commission, Chairman                    |
| Fixed                     | Bryan       | Lackey     | City of Gainesville, City Manager                   |
| Fixed                     | Tim         | McDonald   | Lanier Technical College, Economic Development      |
| Fixed                     | Mike        | Miller     | City of Flowery Branch, Mayor                       |
| Fixed                     | Sheri       | Millwood   | City of Oakwood                                     |
| Fixed                     | Will        | Schofield  | Hall County School Board, Superintendent            |
| Fixed                     | Pao         | Sengkhamee | Oakwood Development Authority, Zebra Technologies   |
| Fixed                     | Tracy       | Vardeman   | NGHS                                                |
| Fixed                     | Philip      | Wilheit    | GHCD, Wilheit Packaging                             |
| Fixed                     | Dr. Jeremy  | Williams   | Gainesville City Board of Education, Superintendent |
| Fixed                     | Mark        | Winters    | Georgia Department of Labor                         |
| Term Expiration           | First       | Last       | Company                                             |
| 6/30/2021                 | Jimmy       | Adams      | The Adams Companies                                 |
| 6/30/2020                 | William     | Bagwell    | NGHS                                                |
| 6/30/2021                 | Floyd       | Baldwin    | Industrial Properties Group                         |
| 6/30/2021                 | Chris       | Braswell   | The Norton Agency                                   |
| 6/30/2021                 | Doug        | Carter     | Don Carter Realty Company                           |
| 6/30/2021                 | Brian       | Daniel     | Carroll Daniel Construction Company                 |
| 6/30/2020                 | Dr. Suzanne | Erickson   | Brenau University CBMC                              |
| 6/30/2020                 | Jimbo       | Floyd      | Turner, Wood & Smith Insurance                      |
| 6/30/2020                 | Bill        | Hall       | Murray Plastics                                     |
| 6/30/2020                 | Brent       | Hoffman    | Berkshire Hathaway Commercial Division              |
| 6/30/2021                 | Mike        | Holman     | ABB Motors & Mechanical, Inc.                       |
| 6/30/2021                 | Joe         | Leonardo   | King's Hawaiian                                     |
| 6/30/2020                 | David       | Lloyd      | Liberty Utilities                                   |
| 6/30/2020                 | Brandon     | Loftus     | ZF Gainesville, LLC                                 |
| 6/30/2020                 | Dr. Richard | Oates      | University of North Georgia                         |
| 6/30/2021                 | Tate        | O'Rourke   | Jackson EMC                                         |
| 6/30/2020                 | Alton       | Rutledge   | Coca-Cola Bottling Co. United                       |
| 6/30/2020                 | Frank       | Simpson    | The Simpson Company                                 |
| 6/30/2020                 | Phil        | Sutton     | Kubota Manufacturing of America Corp.               |
| 6/30/2020                 | Tread       | Syfan      | GHCD, Stewart, Melvin & Frost                       |
| 6/30/2021                 | Greg        | Vitek      | Workforce Development Task Force Chair              |
| 6/30/2021                 | Jim         | Walters    | Walters Management Company                          |
| 6/30/2020                 | Alex        | Wayne      | Radial Property Group                               |
| 6/30/2021                 | R.K.        | Whitehead  | Whitehead Die Casting                               |
| 6/30/2021                 | Arrik       | Williams   | Tatsumi Intermodal USA, Inc.                        |
| 6/30/2021                 | John        | Wright     | Springer Mountain Farms                             |

**Business Plan 2019-20**  
**Synopsis**  
**Brian Rochester – Chairman of the Board**  
**Geoff Lee – Chair-Elect**  
**Kit Dunlap – President & CEO**  
**Effective July 1, 2019**

***The Mission of the Greater Hall Chamber of Commerce is to improve the overall business climate for its members' growth, promote community development, facilitate political action and enhance the quality of life.***

- The Officers and the Board of Directors of the Greater Hall Chamber of Commerce shall set the overall direction of the Chamber with the adoption of the current year Business Plan and Budget.
- The Chairman of the Board and Officers shall work together with the President / CEO to carry out the recommendations of the GHCC Business Plan, as well as the plans of the Economic Development Council and HALLmark 2015-20. The Chairman shall preside over the GHCC Executive Committee and Board of Directors meetings.
- The President / CEO shall oversee the divisions, staff and operations of the Greater Hall Chamber of Commerce, Economic Development Council, and HALLmark.
- The Chairman of the Board, the President / CEO, and the Vice President of Economic Development shall be the primary spokespersons for the Chamber.
- The Chamber shall adopt appropriate policies to support the mission and By-laws of the Chamber.
- The Chairman will oversee the new HALLmark 2020-2025 program – Goal of \$2.3 million.

**Personnel**

- The President / CEO shall review annual performances and measurable goals with Chamber staff and recommend any salary / benefit increases as well as any staff changes. All personnel shall have the same procedure for review.
- The President / CEO shall review with VP Finance / Human Resources any personnel policy changes and recommend any changes (Ex: time off, vacation time, insurance, retirement plan, etc.). By-Laws and policies shall be reviewed annually.
- Training programs and seminars shall be offered to all staff to enhance job performance.
- A succession plan for a future President / CEO has been adopted.
- A Chamber Policy Manual has been developed - 2017...Evaluate.
- **Evaluate need for additional personnel.**

**Facility**

- Monitor operating costs of Chamber building and recommend any maintenance, furnishings, or additions to building.
- Monitor the building and property adjacent to Chamber, acquired in 2014.

**Equipment**

- Continual evaluation of IT, telecommunications systems (computers, telephone, etc.) and recommend updates with Vice President of Finance.
- Examine contracts, services and costs from equipment / service vendors (fax, long distance telephone, health insurance, accounting services, annuity programs, etc.).
- Evaluate present equipment, furniture and fixtures needs.
- New: Evaluate Meeting room tables, chairs, carpet.

**Finance**

- Monitor Finance, Audit & Investment committees.
- With Chamber Treasurer, VP Finance and all staff, continually monitor revenue and expenses with emphasis on cutting unnecessary expenses. Maintain four months reserve for Chamber & EDC.
- Examine and implement new revenue/non-dues income producing programs with assistance from finance, membership staff and Chamber Executive Board.
- Encourage additional governments to participate financially in the Economic Development Council.
- Monitor investments of the HALLmark 2015-20 programs and collection of investments.
- Continue monitoring of membership dues and retention. Emphasize collections for membership and events.

**HALLmark...HALLmark 2015-20**

- The President and HALLmark Committee will continue to evaluate HALLmark 2015-20 program (June 2015 through July 2020).
- Follow-up with potential investors.
- Communicate regularly with investors.

- **Priority: HALLmark 2020-25**
- Goal: \$2,300,000
- Engage investors for new 2020-25 HALLmark.
- New investors

#### **2019-20 Business Plan**

- Continue to develop and execute a Workforce Development Plan in partnership with business, schools and universities.
- Implement the business plan with a mid-year review. Monitor Division goals.
- Emphasis on improving retention of current members. Expand membership by increasing new members.
- Allocate needed time for Chamber divisions as necessary to accomplish goals.
- Highlight the VISION 2030 plans in all Chamber programs. Develop action plans, goals, facilitation and costs of program.
- Have open communication and interaction with all government entities.
- Have open and on-going communication with Chamber Board and members.
- Involve Board of Directors in the operation of Business Plan with committee assignments.
- Continue participation and support role in community / regional / state activities that benefit Chamber Business Plan.
- Continue the effort to build diversity in Chamber membership and leadership (Ex: small business, industry, minorities, all areas of county).
- Encourage regional cooperation in activities as transportation, water, legislative issues, etc.

#### **2019- 20 Priority / New Initiatives**

- **Continue to develop and execute Workforce Development Plans / Update marketing plans.**
- **Create jobs with new and existing industry, retail, service sectors, small business.**
- **Membership – new and retention. Increase membership overall.**
- **Continued communication with members, governments and community.**
- **Revise initiatives of VISION 2030.**
- **Continued update of our membership database, Membee. Learn new services of Membee.**
- **Continued update of Website.**
- **New Chamber/Community Initiatives: Project Health, Hispanic Outreach.**
- **HALLmark 2015-20 follow-up with investors; the initiatives, investments and programs.**
- **New HALLmark 2020-25. Work with consultant for goal of \$2.3 million for 2020-25. New investors.**

#### **Volunteer Leadership**

*Brian Rochester, Rochester & Associates  
Chairman of the Board*

*Geoff Lee, Michelin Raceway Road Atlanta  
Chair-Elect*

*Glennis Barnes, Georgia Power  
Treasurer*

#### **Chamber Staff**

*Kit Dunlap  
President & CEO*

*Gerri Collins  
Executive Assistant*



## Chamber Divisions

### Economic Development

- Promote Work-Based Learning & Apprenticeships by referral.
- Facilitate with government officials and private businesses to work together to achieve economic development goals for all of Gainesville and Hall County for increasing the tax base and providing quality jobs.
- Retain and facilitate the expansion of existing industries, retail development and downtown development.
- Actively solicit new business and industry to community.
- Continue monthly Industry Roundtable tours and discussions.
- Grow the Small Business Seminars and participation in Certification for Small Business.
- Coordinate quarterly meetings with commercial realtors and developers.
- Work with public / private entities to fill current speculative buildings and maintain building inventory.
- Provide job fairs and job search information.
- Continue the Drugs Don't Work program.
- Facilitate meetings of HR Council monthly and Safety Council quarterly.
- Work with residential realtors and home builders in promoting quality of life in Hall County.
- Publish Wage and Industrial directories.
- Target life science / biotech companies to locate in our community.
- Implement the VISION 2030 initiatives into the Chamber Economic Development Program.
- Support the SCORE Program.
- Work with Gainesville-Hall County Development Authority to promote economic development.
- **Establish a new grant-funded Workforce Development Project Manager to continue the initiative.**
- **Brand the workforce development initiative to include a logo, website, video(s), social media, and other materials.**
- **Facilitate action to expand and improve infrastructure (water, sewer, roads, telecommunications) throughout Gainesville and Hall County.**
- **Facilitate plans for new industries, business parks, retail centers, etc. (public-private partnerships).**
- **Highlight need for hotel and convention center in Downtown Gainesville.**
- **Participate in New Initiative: Project Health.**

### Education

- Develop and promote workforce development programs to ensure the highest quality workforce/talent.
- Continue the business-education partnership and promote communication among all educational institutions and the business community.
- Implement the VISION 2030 Education initiative into the Chamber programs.
- Support new youth apprenticeship programs in technology, education and healthcare, as well as, teacher internships.
- Continue strengthening Partners in Education Program.
- Identify and develop capable diverse community leaders through GHCC Leadership programs.
- Continue to develop and improve the Leadership Hall County and Youth Leadership Hall County Program and support the Senior Leadership Program, The Wisdom Project.
- Continue to develop programs to improve links to diverse community focusing on business.
- Advise the Medical Scholars Program in partnership with Brenau University.
- Support the SCORE initiative.

### Community Development

- Enhance the Healthcare Committee plan of action to address issues effecting business.
- Provide community update on Healthcare Reform and other healthcare issues.
- Continue Healthcare Awards Luncheon.
- Promote wellness initiatives and events / the 5K Chamber Chase / HealthSmart Expo / Healthcare Reform Seminar.
- Continue promotion of Agribusiness partnering with Hall County Extension Office.
- Increase awareness of the importance of community beautification and cleanliness.
- Continue to celebrate Arbor Day annually in February, organize and publicize.

### Government Affairs

- Facilitate working relationships and dialogue between governments and the business community.
- Educate and facilitate discussions with businesses, citizens and government on transportation issues.
- Study and facilitate action on issues such as: water quality and quantity, green space, transportation, waste water service, workforce development and other timely community, state and federal issues.
- Provide a forum for elected officials to interact with business community.
- Provide Chamber members with updates on issues affecting business.
- Facilitate community meetings and forums for potential elected officials.
- Continue to promote VISION 2030 involving government and community.
- **Facilitate a Washington, DC Fly-In.**
- **Evaluate need for a new TSPLOST (Transportation).**
- **Examine the present Infrastructure SPLOST and Education SPLOST programs.**
- **New Infrastructure SPLOST (SPLOST VIII Referendum is November 5, 2019).**

### South Hall Council

- Promote South Hall Business Coalition programs and venues.
- Facilitate regular meetings with cities of Oakwood, Flowery Branch, Braselton, Buford and business community to identify particular needs and interests of South Hall.
- Educate and promote the adoption of quality growth plans throughout Gainesville and Hall County through planned infrastructure (water, sewer, roads, telecommunications).
- Involve more volunteers from South Hall area in Chamber activities and South Hall Council.
- Educate and promote our Healthcare facilities and physicians in South Hall / the Northeast Georgia Medical Center – Braselton and physicians groups and healthcare providers.

### Marketing & Communications

- Communicate regularly with Chamber members through *Business Link*, eBiz, general mail, social media and personal visits. Evaluate each communication method.
- Continued development of website and social media and other communication methods (increase social media outreach).
- Survey membership for member needs as needed.
- Update all marketing materials, examining costs and need.
- Provide marketing workshops for members.
- Produce annual marketing materials; map, community magazine, GA Trend feature, Atlanta Business Chronicle feature and others.
- Work closely with local media, The Times and Access WDUN.
- **Enhance social media efforts.**

### Membership

- Increase new memberships / set goals.
- Increase membership base, evaluate the membership dues structure, add benefits.
- Work with Board members and staff to encourage them to sign two (2) new members during year. Continue to strengthen the Chamber programs with involvement of new people on committees and boards.
- Examine all events for revenue / expenses / staff time.
- Continue to improve member relations program, stressing benefits of Chamber membership, appreciation and participation.
- Create new non-dues revenue for the Chamber programs.
- Increase communication with membership through personal contact from staff and volunteer leadership (visit, call, note, etc.).
- Maintain up-to-date membership database and benefits of the software program for membership.
- Organize and implement special membership events (Ex: New Member Orientation Breakfasts).
- **Evaluate membership dues and structure.**
- **\*Top priority is retention of members and collection of membership dues.**

### VISION 2030

- Prioritize goals and initiatives of VISION 2030.
- Examine “Big Ideas” and make recommendations for any changes.
- Solicit new Board Members and new Committee Members.
- Communicate VISION 2030 Initiatives to public.
- Continued update of VISION 2030 website and other marketing initiatives.
- Develop a VISION 2030 video.

### Finance & Operations

- Oversee Finance and Audit committees with regular meetings.
- Encourage Chamber divisions to develop “cost centers” with all programs.
- Provide financial data and reports re: GHCC, EDC, HALLmark, VISION 2030.
- Continuous monitoring, billing and reconciliation of current HALLmark programs and HALLmark 2015-20.
- Update Chamber handbook and financial policies.
- Oversee the Chamber’s 501C3 Foundation.
- Oversee Chamber’s facility improvements and maintenance.
- Oversee the property acquired next door to Chamber (maintain rental property and landlord / tenant relationship).
- Oversee Chamber Visitor’s Center.
- Oversee Chamber IT operations / phone system.
- Provide human resource services for Chamber staff.
- Evaluate staff salaries / benefits.
- Provide accounting and financial services to Gainesville and Hall County Development Authority.

### HALLmark...2015-20

- Continue monitoring the HALLmark 2015-20 Program and present investors.
- Seek new investors.
- Monitor funds from HALLmark and the programs funded.
- Communicate regularly with HALLmark Investors.
- Develop a HALLmark Investor program / special events and recognition.
- **Plan for a new HALLmark initiative for 2020. Work with consultant. Identify new programs & HALLmark plan.**

## **HALLmark 2015-20 / HALLmark 2020-25**

### ***The following programs are funded by HALLmark investments...***

#### **Economic Development**

- Facilitate government and community support of Economic Development Council initiatives and programs.
- Continue to develop and implement Workforce Development Programs and initiatives.
- Develop specific marketing plans to attract new diverse business (life science, manufacturing, office).
- Proactively market Gainesville-Hall County sites for new business locations (commercial, industrial, retail).
- Proactively assist in developing retail initiative for Gainesville-Hall County.
- Further develop support for existing business (industry, healthcare, tourism and small business).
- Continue development of meaningful small business programs and support.
- **Participate in the New Project Health.**

#### **VISION 2030**

- Develop action steps programs and implement VISION 2030 initiatives.
- Prioritize VISION 2030 initiatives / Big Ideas.
- Identify citizens to lead the action steps.
- Develop funding and personnel resources for VISION 2030 future.
- **Evaluate need for a 2018 VISION 2030 strategy session.**

#### **Education**

- Continue to support Gainesville / Hall County School Systems, private schools, colleges and universities to provide an educated and quality workforce...Continue the development of Workforce Development Programs.
- Grow the apprenticeship and internship programs to provide an educated and quality workforce.
- Continue to evaluate and expand Leadership Hall County Program.
- Continue to evaluate and expand Youth Leadership Hall Program.
- Strengthen Partners in Education school and business relationships.
- Support the senior leadership program (The Wisdom Project/VISION 2030).
- **Implement a Sponsorship program for Leadership Hall and Youth Leadership Hall.**

#### **Issues / Infrastructure**

- Study and address issues important to the business community.
- Facilitate and support, in partnership with government, the development of sewer service throughout Hall County.
- Provide support and educate community regarding the need to protect and enhance water quantity and quality (region, state, Lake Lanier).
- **Support for new hotel and convention center in Downtown Gainesville.**
- **Identify the transportation priorities, and promote transportation plans in Gainesville-Hall County and Region.**
- **Examine and promote the need for new industrial/business parks and retail centers in Gainesville-Hall County.**

#### **Government Relations**

- Continue facilitation of government cooperation (governments together and governments with business).
- Develop strong local partnerships to advocate for business on local, state and federal level.
- Educate business community on issues affecting business.
- **Monitor the Education SPLOST; Determine date and support for new ESPLOST.**
- **Evaluate the need for a new TSPLOST (Transportation).**
- **Monitor the Infrastructure SPLOST; Support for new SPLOST (SPLOST VIII Referendum is November 5, 2019).**

#### **Communications**

- Continue to improve and update *Business Link* (Chamber monthly newsletter).
- Continue update of website for communication with members and business relocations.  
(www.greaterhallchamber.com)
- Enhance e-letter (eBiz) to members.
- Continue development and increase use of social media for communication to Members.
- Continue development of on-going public relations with local and state media for the Chamber and Economic Development Council.
- Continue communication with local, state, national developers / consultants.

#### **Community Development**

- Expand scope of Healthcare Committee to address issues for business regarding healthcare.
- Support for Healthcare events; 5K Chamber Chase, HealthSmart, Healthcare Reform Seminar, Healthcare Awards Luncheon.
- Continue spotlight and support of Agribusiness.
- Continue support of community Beautification.
- **Participate in the New Project Health.**

#### **HALLmark Initiative – 2015-20**

- Goal of \$2,250,000 for the 5 year HALLmark 2015-20 has been met.
- Continue to communicate with investors and monitor investments.
- The HALLmark Team and GHCC Executive Board will continue to monitor the HALLmark program initiatives.

#### **New HALLmark – 2020-25**

- Goal of \$2,300,000
- Soliciting investments July–December 2019
- Arty Allen, Live Oak Community Development – Consultant
- Continue to evaluate 2020-25 HALLmark plan.

#### **Volunteer Leadership**

Paul Chambers, AT&T  
Mimi Collins, Longstreet Clinic  
Randall Frost, Stewart, Melvin & Frost  
Co-Chairs, HALLmark

#### **Chamber Staff**

Kit Dunlap  
President & CEO

Gerri Collins  
Executive Assistant

David Umberson  
Vice President, Finance & Operations

## **Economic Development Division / Economic Development Council**

***...To provide economic development services for all of Hall County, including Gainesville, Flowery Branch, Oakwood and Lula, through contractual agreements; attract and recruit new business and industry; support existing business and industry; market the community and encourage broad-based community support for quality economic growth and development.***

### **New Business & Industry Recruitment**

***New announcements and expansions totaling \$150 million (stretch goal of \$175 million capital investment) 500 jobs and 100 acres of commercial development, with focus on technology / biotech related businesses and workforce talent...and continued focus on manufacturing / warehousing-distribution with large capital investment, high wages and consideration of impact on the environment.***

- Proactively network with real estate brokers, location consultants, GDECD, Georgia Power, Jackson EMC, Georgia EMC, etc. for new business.
- Coordinate community visits of prospects.
- Hold regular meetings with commercial brokers.
- Continue active marketing efforts for public and private industrial / business parks, sites and buildings.
- Continue working with retail brokers and developers that will bring new retail centers to Hall County.
- Maintain the economic development website - [www.greaterhallchamber.com](http://www.greaterhallchamber.com).
- Implement marketing plan for new business: advertising, public relations, direct mail, trade shows, calendars, e-mail, social media.
- Target Life Science, healthcare and technology industry. Evaluate and develop a plan.
- Continue use of Economic Cost Benefit Analysis for new and existing industry provided by Georgia Tech (LOCI).
- Evaluate incentives.
- **Participate in New Project Health Initiative.**

### **Existing Industry**

***Continue proactive "call" program on existing companies to identify issues, concerns and expansion opportunities for the purpose of matching needs to resources and to be a conduit for information to the business community and the local governments on behalf of employers. Goal of 80 existing industry visits / calls annually.***

- Build on an active Industry Roundtable schedule, program and venues.
- Market the Drugs Don't Work program to affect reductions in worker's compensation insurance for local business and to provide drug free work places.
- Facilitate and support the Human Resource Council to provide interaction among our existing business officials.
- Facilitate and market workforce development programs: Job Fairs, work based learning coordinator tours, presentations to employers and educators, etc.
- Existing Industry Awards on annual basis.
- Facilitate the Safety Committee on a quarterly basis.
- Publish Wage & Industry publications.
- Create new programs as needed to address needs of existing industries.
- **Continue to develop and execute Workforce Development Plans, via a new grant-funded workforce development project manager position.**

### **Community Improvement for Economic Development**

***Improve the business environment and the necessary infrastructure needed for continued economic development success for Gainesville / Hall County.***

- Continue pro-active interaction with elected officials to promote economic development.
- Advocate to secure sewer throughout Hall County.
- Support Brenau Business Incubator (Featherbone Communiversity) with the public / private entities.
- Continue communication with all infrastructure / telecommunication providers to ensure that Hall County remains competitive in offering services to industry segments.
- Continue to encourage additions to the community's infrastructure that enhance the quality of life for existing workforce talent and new talent that will be recruited to the community.
- Continue education to broaden scope and skills for economic development.
- Develop new business park sites with public / private partnerships, i.e. Gainesville Business Park and Gateway Industrial Park.
- Facilitate action on: TADs (tax allocation districts), CIDs (community improvement districts), Opportunity Zones.
- Continue to partner with Lanier Technical College and promote the new campus and new programs.
- **Work with local governments and private entities to encourage and facilitate new industrial and mixed use technology parks with all infrastructure in place.**
- **Advocate for new / improved transportation arteries through Gainesville / Hall County.**

### **Small Business**

- Educate entrepreneurs and small business owners on various topics through regular small business programs.
- Resource for small business entrepreneurs starting a business.
- Support the Small Business Council's agenda for programs / Promote GHCC Certified Small Business Initiative.
- Monthly recognition of small business.
- Support South Hall Business Coalition and special marketing workshops.
- Support the SCORE initiative.

### **Economic Development Initiatives / Evaluation**

- Seek new funding partners for Economic Development (Braselton, Buford, etc.).
- Staff for Economic Development evaluation and funding.
- Evaluate the By-Laws of EDC and number of members.
- Evaluate incentives.
- Develop and coordinate community grants.
- **New Project Health Initiative.**
- **Workforce Development Task Force and initiatives.**

### **Special Events**

*Annual Workforce Development Lunch  
Developer and prospect visits  
Special Developer Events  
Public Economic Development meetings  
Regular commercial broker meetings  
Annual Transportation Forum  
Small Business Events; Recognition  
Industry Appreciation & Awards  
Manufacturing Appreciation Week  
Business Expo  
Job Fairs*

### **On-Going Activities / Committees**

*Economic Development Council Board (monthly)  
Small Business Program (monthly)  
Human Resources Council (monthly)  
Safety Council (quarterly)  
Investment Assistance Committee  
Commercial Real Estate Council (quarterly)  
Gainesville / Hall County Development Authority  
Gainesville Redevelopment Authority  
Georgia Economic Developers Association (monthly)  
Industry Roundtable (monthly)  
Drugs Don't Work (monthly)  
GMRDC Regional Economic Development Group  
ICSC Meetings  
Regional Business Coalition (bi-monthly)  
Work Based Learning Coordinator Tours (monthly)*

### **Volunteer Leadership**

*David Lee, Jackson EMC  
Chair, Economic Development Council  
  
Dr. Ray Perren, Lanier Technical College  
Vice Chair, Economic Development Council*

*Benny Bagwell  
Investment Assistance Committee*

*Greg Vitek, Lanier Technical College  
Chair, Workforce Development*

*Jimmy Adams, The Adams Companies  
Chair, Transportation*

*Mike Giles, Georgia Poultry Foundation  
Chair, VISION 2030 Transportation*

*Steve Naughton, Enterprising Solutions  
Chair, Small Business Roundtable*

*Molly Knight, UGA Small Business Development Center  
Co-Chair, Small Business Roundtable*

*Philip Wilheit, Wilheit Packaging  
Chair, Gainesville-Hall County Development Authority*

### **Chamber Staff**

*Tim Evans  
Vice President, Economic Development*

*Shelley Davis  
Vice President, Existing Industry*

*Amanda Lewis  
Project Manager, Economic Development*

*Madison Hopkins  
Project Manager, Economic Development*



## **Education Division**

***...To direct and guide business-education partnerships and promote communications between all education institutions and the business community.***

### **Business / Education Partnerships**

- Continue to assist in development and execution of GHCC Workforce Development Programs.
- Provide leadership for school-to-career initiatives (apprentice, intern, job shadowing, mentoring programs) in order to increase employability of Gainesville / Hall County students.
- Promote excellence in the Partners in Education program to strengthen the relationship between schools and business community; continue to solicit businesses for Partners in Education with all Gainesville / Hall County schools; Set areas of concentration for PIE.
- Continue to support Lanier College & Career Academy...its facility and programs.
- Promote the importance of technology, healthcare and education in school-to career opportunities in order to meet future work force demands.

### **Leadership Hall County**

- Identify and develop capable and diverse community leaders through Leadership Hall County.
- Involve Leadership Hall County participants in Chamber activities and programs.
- Continue to evaluate Leadership Hall programs and involvement of alumni.
- Leadership Hall will develop an annual community service project.
- **Develop a Leadership Hall County sponsorship program.**

### **Youth Leadership Hall County**

- Educate and retain capable and diverse community leaders through Youth Leadership Hall.
- Familiarize Youth Leadership Hall County with the assets and resources available in Gainesville / Hall County.
- Youth Leadership Hall will strive to have representation from public and private schools and from diverse businesses, government, education and non-profits.
- **Develop a Youth Leadership Hall sponsorship program.**

### **Other**

- Explore avenues to involve Hispanic and other minority individuals and businesses in Chamber and Leadership Programs.
- Support The Wisdom Project, a senior leadership program of GHCC's VISION 2030 and UNG Gainesville program.
- Support Brenau's Medical Scholar's initiative.

### **Special Events**

*Leadership Hall County Events  
Youth Leadership Hall County Events  
Leadership Hall Alumni Event*

### **Volunteer Leadership**

*Andi Farmer, Milton Martin Honda  
Vice Chair, Education*

*Tate O'Rourke, Jackson EMC  
Co-Vice Chair*

### **On-Going Activities / Meetings**

*Leadership Hall County Programs (monthly)  
Youth Leadership Hall County Programs (monthly)  
Partners in Education  
Youth Apprenticeship Program  
The Wisdom Project (Senior Leadership)  
Medical Scholars Program*

### **Chamber Staff**

*Andi Harmon  
Vice President, Education & Leadership*

## **Community Development Division**

### **Healthcare**

- Further develop Healthcare Committee to address issues effecting business (awareness and access to services, Northeast Georgia Health System, physician groups, healthcare costs, Healthcare Reform).
- Work with VISION 2030 and Healthcare Committee to encourage Community Wellness Programs.
- Organize healthcare events with volunteers / 5K Chamber Chase, HealthSmart Expo, Healthcare Reform Seminar.
- Continue the success of the Healthcare Awards event.
- Participate in New Project Health.

### **Beautification**

- Increase awareness of the importance of beautification, community cleanliness and enhancement programs (with Keep Hall Beautiful, Chamber and Beautification Committee).
- Continue the Residential and Business Beautification awards.
- Continue to promote Adopt a Park Program in partnership with the City of Gainesville.
- Organize and participate in Annual Arbor Day Program.
- Promote Art and Essay Contest in conjunction with Arbor Day.

### **AgriBusiness**

- Continue promotion and support of Hall County agribusiness.
- Work with Hall County Extension Office on agribusiness events.

### **Visitor's Center**

- Assist visitors, callers, website with inquiries / operate the Chamber Visitor Center.
- Send relocation information as requested.
- Issue Certificates of Origin.

### **Special Events**

*Farm City Breakfast (November 7, 2019)*  
*Arbor Day Celebration (February 21, 2020)*  
*Agribusiness Awards (April 21 2020)*  
*HealthSmart Expo (October 16, 2019)*  
*Healthcare Awards Luncheon (February 26, 2020)*  
*5K Chamber Chase (March 26, 2020)*

### **On-Going Activities / Meetings**

*Beautification Committee*  
*Agribusiness Committee*  
*United Way of Hall County*  
*Keep Hall Beautiful*

### **Volunteer Leadership**

*Caroline Lewallen, Jaemor Farms*  
*Vice Chair, Community Development*

*Dr. David Westfall, Emory's Rollins School*  
*of Public Health*  
*Chair, Healthcare Committee*

### **Chamber Staff**

*Robin Halstead*  
*Vice President, Community Development*

*Mandy Lathem*  
*Vice President, Membership Events*

*Amanda Lewis*  
*Project Manager, Economic Development*

## **Government Affairs Division**

***...To facilitate political cooperation that will promote a unified Hall County; to advocate local, state and federal issues that effect business.***

### **Core Issues**

- Study and address issues that effect business and the community.
- Develop an annual “white paper” on community issues and present to government leaders.

### **Government Partnerships**

- Strengthen public / private partnerships in economic development, leadership and community issues.
- Provide an arena in which government partnerships can be created to address needed water and waste water capacity and transportation arteries in all areas of Gainesville and Hall County.
- Facilitate community; economic development vision.
- Enhance communications and partnerships with local / state / US elected officials.

### **Infrastructure**

- Ensure that local and state elected officials are aware of business community infrastructure needs (transportation, sewer, water, green space, trails, etc.).
- Participate in transportation planning, which includes cooperation with local, regional and state officials.
- Facilitate local interaction and cooperation with all governments and business community to address waste water, water, transportation and other infrastructure needs.

### **Water Issues**

- Bring awareness of need to enhance water quality and quantity; continue participation with the Metropolitan North Georgia Water Planning District and other water related organizations.
- Support expansions of water distribution and waste water systems to ensure that all of Hall County is served in a quality manner.
- Support for future water reservoirs (Cedar Creek, Glades Reservoir) and water conservation initiatives.
- Bring awareness and facilitate action for Lake Lanier with Corps of Engineers (water levels, recreation, economic impact).

### **Transportation**

- Study and educate Hall County business and citizens on transportation needs and projects.
- Participate in Gainesville / Hall County MPO and other transportation initiatives.
- **Determine business priorities for road improvements and new roads.**
- **Evaluate the need/plan for a new TSPLOST (Transportation).**
- **Support for the new Infrastructure SPLOST (Referendum November 5, 2019)**

### **Healthcare**

- Support Northeast Georgia Health System and the hospitals, Northeast Georgia Medical Center, Gainesville and Braselton.
- Support local physician groups.
- Educate businesses on Healthcare Reform and other healthcare issues.
- Study and facilitate action on healthcare issues in state legislature and in US Congress.
- Promote a culture of wellness among businesses.
- **Participate in New Project Health / wellness programs.**

### **Small Business**

- Bring awareness of issues and government regulations affecting small businesses to our members.
- Facilitate regular seminars and programs pertinent to small business.
- Support for SCORE.

### **Political Forum**

- Sponsor timely public forums for elected officials, political candidates and community issues.

### **Other**

- Participate in Comprehensive Land Use Plans update.
- Plan DC Fly-In every 2-3 years to meet with federal officials.
- **Participate in developing a new hotel and convention center in Downtown Gainesville.**
- **Evaluate the SPLOST programs (infrastructure and education) annually and new dates for referendum.**
- **Participate in the SPLOST referendums (marketing and communication).**
- **Evaluate need for a TSPLOST (Transportation).**

**Special Events**

*Annual Eggs & Issues Legislative Breakfast (December 12, 2019)*  
*Annual State Legislative Event / Chicken Boxes (February 6, 2020)*  
*Annual Transportation Forum (March 12, 2020)*  
*South Hall Business Coalition government programs*  
*Washington, DC Fly-in*  
*Political Forums*  
*Annual SPLOST updates for Infrastructure and Education*  
*Infrastructure SPLOST VIII Referendum – November 5, 2019*

**On-Going Activities / Meetings**

*Issues Committee (monthly meetings)*  
*Local government monitoring*  
*Monitor water / waste water issues*  
*Monitor sewer districts / lines throughout Gainesville and Hall County*  
*Monitor transportation issues*  
*Monitor local, state and federal legislation*  
*VISION 2030 Transportation Committee*

**Volunteer Leadership**

*Philip Wilheit, Jr., Wilheit Packaging*  
*Vice Chair, Government Affairs*

*Mike Giles, Georgia Poultry Foundation*  
*Chair, VISION 2030 Transportation*

**Chamber Staff**

*Kit Dunlap*  
*President & CEO*

*Madison Hopkins*  
*Project Manager*

## **South Hall Council**

***...Meeting the needs of South Hall and Business Community by facilitating interaction with all governments and the business community.***

### **Core Issues**

- Communicate and meet with South Hall Council members to develop strategies for promoting South Hall business, venues and issues.
- Coordinate South Hall Business Coalition Meetings promoting business information and networking.
- Develop new ideas, evaluate interest for programs.
- South Hall Marketing Workshops held annually.
- Study and promote infrastructure needs for the quality growth in South Hall.
- Support and coordinate South Hall government economic development activities through the Economic Development Council.
- Foster relationships with officials from Oakwood, Flowery Branch, Braselton and Buford...promoting interaction with these governments and the other governments in Hall County.
- Sponsor meetings in South Hall on community issues (healthcare, transportation, sewer development, etc.).
- Expand Chamber events held in South Hall County (Business After Hours, seminars, etc.).
- Partner with Northeast Georgia Medical Center Braselton, Physician Groups, University of North Georgia, Lanier Islands, Michelin Raceway Road Atlanta, The Atlanta Falcons and other businesses to host special events in South Hall.
- Develop additional Chamber membership in South Hall.

### **Special Events**

*South Hall Business Coalition (monthly in South Hall)*

*Business Before Hours (quarterly)*

*Business After Hours (monthly)*

*Transportation Forum (March 12, 2020)*

*Special Programs in South Hall*

*(Economic Development, Seminars, Marketing Seminar)*

*Hackers Holiday Annual Golf Tournament (April 24, 2020)*

### **Volunteer Leadership**

*Terry Merck, American Yazaki Corporation*

*Vice Chair, South Hall Council*

### **Chamber Staff**

*Kara Tate*

*Vice President, Membership Sales & Programs*

*Christen Wilbanks*

*Vice President, Membership Sales*

## **Marketing & Communications Division**

**...To communicate to members and the public, through various marketing tools, the many business programs and networking opportunities of the Greater Hall Chamber of Commerce, Gainesville-Hall County Economic Development Council and VISION 2030.**

### **Communications**

- Continue development of Chamber and VISION 2030 websites.
- Continue development and enhancement of social media (Facebook, Twitter, Instagram, etc.) for communicating with Chamber members and community.
- Continue to evaluate Business Link newsletter and use by members (Ex: eBiz, emails, etc.).
- Establish consistent electronic communications with members.
- Continue timely and regular communications through the *Business Link*, email newsletter for general membership (eBiz), direct mailings & website. Evaluate need for each communication method.
- Survey membership on communications annually.
- Establish working relationship with local and state media (Access WDUN, The Times, GA Trend, Atlanta Business Chronicle, etc.).
- Evaluate Membee database and their marketing services.
- **Increase the use of social media.**

### **Marketing and Public Relations**

- Meet regularly with Marketing Council to support staff and Chamber programs.
- Develop an "annual sponsorship packet" / Goal-sell sponsorships a year in advance.
- Ensure that the Greater Hall Chamber of Commerce is marketing its programs, projects and services through its websites, social media, e-mail, public relations, advertising, direct mail, press releases, collateral material and other means.
- Encourage Chamber Staff to promote and encourage use of website for economic development, member benefits and membership directory.
- Look for additional marketing avenues: videos, YouTube, other types of social media, webinars, "Text by Choice".

### **Special Projects**

*Continued update of Chamber website and VISION 2030 website.*

*Examine additional non-dues revenue by selling ad space on website.*

*Update Membership Recruitment package.*

*Update membership materials for marketing and new business solicitation.*

*Evaluate monthly general mailing for content, need, look and frequency.*

*Continue to communicate Chamber events and programs with general membership through eBiz.*

*Develop a consistent electronic communication plan with time line.*

*Continue to partner with The Times to publish monthly newsletter, Business Link.*

*Market the sponsorship / marketing package to members.*

*Provide special marketing seminars and workshops for Chamber members.*

*Quarterly communication to targeted economic development professionals and others.*

***Facilitate and update economic development video(s). New videos for VISION 2030 and Workforce Development. (\*Priority)***

### **On-Going Activities / Meetings**

*Publish in partnership with The Times a monthly Business Link newsletter for members and the public*

*Monthly mailing to members consisting of upcoming programs, projects and activities and offer members the same service*

*Weekly eBiz to members*

*Special mail and email invitations to priority functions*

*Regular and timely press releases for ongoing media exposure and use on website*

*Encourage feature news stories for radio and newspapers*

*Facilitate regular Marketing Council Meeting*

*Provide timely website updates*

*Create rosters, etc. for members as needed*

*Use of social media to promote events, programs*

### **Volunteer Leadership**

*Missy Burgess, Lanier Islands*

*Vice Chair, Marketing & Communications*

### **Chamber Staff**

*Kit Dunlap*

*President & CEO*

*Kemie West*

*Marketing Consultant, Business Link Editor*

*Mandy Lathem*

*Vice President, Membership Events*

*Kara Tate*

*Vice President, Membership Sales & Programs*

## **Membership Division**

**...To provide benefits to Chamber members through pro-active Chamber programs and networking opportunities. Implement activities and value added services which will increase and sustain a strong membership base and provide members opportunities to grow their businesses.**

### **Core Issues**

- Goal – increase Chamber's membership base through new member sales and improved membership retention.
- Develop a strong Member Retention Plan. Involve Executive Board and Staff to develop a monthly plan of retention for members.
- Develop an on going membership collection plan.
- Continue implementation of retention plan involving the Board, Staff and Ambassadors.
- Survey membership for Chamber services report.
- **Evaluate membership dues and plan for increase.**

### **Continue a strong Membership Relations program**

- Evaluate and continue Ambassador Committee activities consisting of volunteer members who actively contact Chamber members with emphasis on appreciation for their support, stressing benefits of their Chamber membership.
- Continue staff involvement and incentives in retention efforts and recruiting new members.
- Each Chamber Director and Chamber staff person will be responsible for recruiting a minimum of two (2) new members annually. Encourage Executive Committee and Directors to invite prospects to events.
- Implement the goal of contacting each member through our "Touch Plan" by staff and a "thank You" note from GHCC Executive Committee.
- Use of eBiz, *Business Link* and social media to engage and highlight current members.

### **Membership Recruitment**

- Increase number of new members / Set a goal for #'s and financial \$.
- Work with membership sales representatives to sell memberships and meet Chamber goals for new members.
- Visit current chamber members and new prospects (set goal number for each week/month).
- **\* Have membership drive in January / February with goal of 100 new members. (Priority)**
- **Examine membership dues amounts on annual basis.**

### **Membership Projects**

- Create new programs to generate non-dues income, while continuing to provide member services already in place.
- Re-evaluate fees charged for activities (Business After Hours, Expo, Hackers, membership materials, etc.)
- Business After Hours monthly (minimum of 9 annually).
- Evaluate non-dues revenue for web links and other web features with database.
- Host "new member" events quarterly.
- Attend regional / state membership meetings to gain new ideas.
- Continue to enhance programs available in the database.
- Continued evaluation of dues structure and fees and make recommendation to GHCC President.
- Continued evaluation of membership software (and use on website with ability to pay online).

### **Annual Meeting and Gala**

- Coordinate the Annual Meeting and Gala in Spring.
- Emphasize Chamber & Community Awards at Gala.

### **Special Events**

*Annual Hacker's Holiday Golf Tournament (April 24, 2020)*  
*Membership Sales Drive (January / February 2020)*  
*Annual Meeting & Gala (May 14, 2020)*  
*Annual Chamber & Community Awards (May 2020)*  
*Annual 5K Chamber Chase (March 26, 2020)*  
*Annual HealthSmart Expo (October 16, 2019)*  
*Annual Business Expo (February 20, 2020)*

### **Volunteer Leadership**

*Brett Fowler, Turner, Wood & Smith Insurance*  
*Vice Chair*  
*Phil Bonelli, Regions Bank*  
*Co-Vice Chair*

### **Chamber Staff**

*Christen Wilbanks, Vice President, Membership Sales*  
*Kara Tate, Vice President, Membership Sales & Programs*  
*Mandy Lathem, Vice President, Membership Events*

### **On-Going Activities / Meetings**

*Ribbon cuttings for new businesses (as needed)*  
*Ambassador's Council (monthly)*  
*Ambassador Program and recognition*  
*Nine Business After Hours events (minimum)*  
*Encourage members to participate in monthly general mailing, mailing list, links to Chamber web page, advertising opportunities*  
*Maintain current and correct membership database*  
*Small Business of the Month recognition (monthly)*  
*Lunch 'N Learn (monthly)*  
*Network Over Coffee (bi-monthly)*  
*Business Before Hours (quarterly)*  
*New Member Breakfast (quarterly)*



## **VISION 2030**

VISION 2030, a Greater Hall Chamber initiative, began in 2004 and grew out of a special leadership summit. Community leaders learned about community visioning, heard from community leaders, and voted overwhelmingly to begin a similar process for Gainesville-Hall County ("What do we want to be in 2030!"). Some 1,000 Hall County citizens participated in forming a plan. The result was a comprehensive plan encompassing an action and communication plan for The Big Ideas ([www.vision2030.org](http://www.vision2030.org)) and these long-term projects.

### **Core Issues**

- Monthly Board meetings.
- Conduct regular meetings with Committee's leadership to review progress towards objectives.
- Evaluate all initiatives / addressing new initiatives.
- Continue development of VISION 2030 website, newsletter, social media and other communication avenues.
- Foster relationships with officials from City of Gainesville, Hall County Government and other local governments.
- Communicate with local news media, elected officials, city and county governments, civic organizations and others with regard to the on-going activity of the VISION 2030 Initiative. This would include giving presentations to such groups.
- Solicit new Board Members and new Committee Members.
- Develop funding resources for future.
- **Develop a new VISION 2030 video and updated website.**
- **Evaluate need for a new VISION 2030 strategy plan.**

### **Volunteer Leadership**

*Phillippa Lewis Moss, Community Service Center  
Chair, VISION 2030*

### **Chamber Staff**

*Elizabeth Higgins  
Executive Director, VISION 2030*

## **Finance and Operations Division**

### ***...Safeguarding and enhancing the Chambers assets.***

#### **Finance**

- Manage GHCC Finance, Audit & Investment Committees and responsibilities.
- Encourage each division to look at programs as "cost centers", and be frugal in the implementation of programs.
- Conduct timely reviews with Department Heads, reviewing financial statements and determining budget variances.
- Assist in maintaining four times monthly operating expenses as cash reserve for GHCC and EDC.
- Perform ongoing cost comparisons throughout the year on significant Chamber purchases.
- Conduct ongoing review of anticipated purchases, requiring competitive bids from Chamber members for significant purchases.
- Implement cost cutting measures.
- Provide accurate and timely financial data to the GHCC Executive Board, GHCC Board, EDC, President and Staff.
- Prepare for and assist in the completion of the annual audit.
- Payroll processing for Chamber Staff.
- Insure the production of accurate and timely payrolls for Chamber staff.
- Provide for the accurate and timely processing of accounts receivable and payable for all Chamber Divisions.
- Processing of accounts receivable in an accurate and timely manner and timely payment of accounts payable.
- Continuous monitoring of HALLmark collections for 2015-20.
- Timely billing, collections and reporting of the HALLmark programs.
- Develop data base for new HALLmark 2020-25 for invoicing and payments.
- Upgrade skills by attending seminar on financial management.
- Oversee the Chambers' 501-C3 Foundation.
- **\* Continuous database update / Evaluate Membee for online payments. (Priority)**
- **\* Evaluate other financial services / activities GHCC can streamline.**

#### **Operations**

- Manage Human Resources for GHCC.
- Review, report and implement short range facility improvements.
- Oversee property next door to Chamber and tenant.
- Oversee maintenance for Chamber building.
- Provide ongoing supervision of Visitor's Center on a day-to-day basis for effective operation.
- Evaluate and update sales materials in Chamber Visitor's Center.
- Oversee database management and computer operations.
- Monitor service provider performance for Chamber's IT maintenance.
- Prepare capital equipment budget for submission to President and board.

#### **Human Resources**

- Manage Human Resources for GHCC.
- Review personnel records and update same on internal database.
- Provide retirement and other personnel related information.
- Monitor health insurance costs and determine ways to reduce.
- Upgrade skills by attending Human Resources seminar/workshop.
- Continuously update Personnel Manual and Finance Policies.

#### **Special Projects**

- *Serve as staff point person for Chamber's bi-annual map project.*
- *Serve as staff accounting service for Gainesville / Hall Development Authority.*

#### **On-Going Activities**

- *Attend Executive Committee and Board meetings of GHCC, EDC, HALLmark, and give financial reports when necessary.*
- *HALLmark meetings.*
- *Gainesville / Hall Development Authority.*
- *Finance & Audit Committee meetings.*
- *Oversee Visitor's Center at the Greater Hall Chamber.*
- *Oversee display for Visitor's Center and inventory of merchandise.*
- *Attend Chamber Human Resources Council Meetings when time permits.*

#### **Volunteer Leadership**

*Glennis Barnes, Georgia Power  
Treasurer; Chair, Finance Committee*

*R.K. Whitehead, Whitehead Die Casting  
Chair, Audit Committee*

#### **Chamber Staff**

*David Umberson  
Vice President, Finance & Operations*

*Robin Halstead, Manager, Visitor's Center  
Vice President, Community Development*

### FY 2020 EDC Scheduled Meetings

| Date               | Location                 | Speaker                                                              |
|--------------------|--------------------------|----------------------------------------------------------------------|
| <b>July</b>        | <b>No Meeting</b>        |                                                                      |
| August 9, 2019     | GHCC                     | Shelley Davis and Greg Vitek                                         |
| September 13, 2019 | GHCC                     | Dallas Cooley, Georgia Powder Coating                                |
| October 11, 2019   | City of Oakwood          | Stan Brown, Oakwood City Manager & Rick Van Haren, VDL               |
| November 8, 2019   | GHCC                     | Brad Puryear, Mansfield Energy Corporation                           |
| <b>December</b>    | <b>No Meeting</b>        |                                                                      |
| January 10, 2020   | GHCC                     | John Wright, Fieldale Farms & Mike Giles, Georgia Poultry Federation |
| February 14, 2020  | GHCC                     | William Swanson, Poly Enterprises                                    |
| March 13, 2020     | GHCC                     | Danny Colaris, Hydro                                                 |
| April 17, 2020     | Lanier Technical College | Dr. Ray Perren                                                       |
| May 8, 2020        | GHCC                     | Jimmy Adams, Corporate Storage                                       |
| June 12, 2020      | Flowery Branch City Hall | Bill Andrew, City Manager                                            |
| <b>July</b>        | <b>No Meeting</b>        |                                                                      |
| August 7, 2020     | TBD                      | Mike Dennison and Keith Pugh, Fox Factory, Inc.                      |

- All meetings are Friday morning, 7:30-8:30 a.m. unless otherwise announced.
- Dates and meeting locations are subject to updates and changes. Please refer to the EDC notifications for the most up-to-date information.

## **Gainesville-Hall County Economic Development Council FY 2020 Marketing Plan**

**Mission Statement:** The Gainesville-Hall County Economic Development Council facilitates quality job creation and new investment in the Gainesville-Hall County MSA through business recruitment efforts, encouraging existing business expansion and retention, supporting small businesses and attracting new, quality retail development.

### **EDC Targets:**

Targeted Business Recruitment Sectors (Diversification): Headquarters, Life Sciences, Medical Devices, Technology Companies, International Subsidiaries.

Targeted Business Recruitment Sectors (Core Growth): Automotive, Financial Services, Fabricated Metals, Plastics, Select Food Products.

Business Recruitment Partners: Commercial Brokers, Site Location Consultants, Statewide Developers, Existing Industries, EDC Partners.

Existing Industry Program Targets: Existing Industry clusters and all Gainesville-Hall County manufacturers, processors, logistics and regional/national service companies.

Workforce Development: Collaborate with area employers, educators, housing developers and leaders to develop the next generation of talent needed to sustain the community's economic development efforts.

Destination Retail: Regional retail services and quality retail development that will generate new sales tax income for public education and local governments.

Small Business Targets: Coordinate efforts with key partners to provide professional assistance and services to entrepreneurs, small businesses and start-ups.

Downtown Development Targets: The EDC has a focused effort with downtown hotel, residential and mixed-use developers to support downtown development activity in Gainesville, Flowery Branch and Oakwood.

Redevelopment and reuse of historic buildings: Adaptive reuse of historic buildings can preserve our past, add needed supply in a tightening market and address the blight that can surround vacant buildings.

**EDC Goals:** To generate new investment, new job creation and increase sales tax revenue in Gainesville-Hall County, and to develop new product for future economic development growth.

**EDC Objectives:** \$150,000,000 investment (stretch goal: \$175,000,000 investment); 500 jobs and 100 acres of new commercial/industrial product for FY 2020.

### **Sales and Marketing Efforts:**

Economic Development results are the product of sales and marketing efforts. Sales efforts by the EDC staff are the result of addressing defined project needs of the EDC's targeted customer groups (e.g. new and existing businesses, retail developers). Marketing efforts for the EDC are the proactive efforts to brand the community, network, target desired results and generate measurable sales activity and results.

For FY 2020, capital investment, workforce development and retention remain high priorities for the EDC's marketing and sales efforts. To that end, the EDC will service business recruitment and expansion prospects, encourage work-based learning and apprenticeships, address existing industry needs, support small business and entrepreneurship programs and expand the retail marketing and development efforts. There are specific efforts in FY 2020 that reflect economic development strategy in the current economic environment, including:

- The EDC conducts 80 one-on-one existing industry interviews to confidentially meet and address individual needs.
- The EDC is growing a long-term **Workforce Development Initiative** to collaborate with area employers, educators and leaders for talent development. Without an effort to address the national skills shortage in our own community, long-term economic development efforts will not be sustainable.
- The EDC has a full-time effort to support small business and entrepreneurship. The highly successful Small Business Success seminar series is growing, in part, due to good programming and the Certified Small Business recognition for participants.
- The EDC has a partnership with the state's economic development marketing effort with regard to life sciences recruitment and international business recruitment. These sectors fit well with Gainesville-Hall County's strengths and strategic vision.
- NAI Brannen Goddard has plans for a build-to-suit industrial space off Athens Highway in Gainesville and Radial Property Group has space available in Tanners Creek Business Park in Flowery Branch. McCraney Properties developed 600,000 sf in Buford, Hall County, and Pattillo Industrial Real Estate recently completed a 300,000 sf building in Oakwood.
- The Gateway Industrial Centre is 65% occupied by Kubota, GPLN, Tatsumi, Auto Metal Direct and the new Northeast Georgia Inland Port, which will be operational in 2021. The EDC staff will continue to work closely with the Gainesville and Hall County Development Authority to coordinate marketing and development efforts for the remaining business park and all other remaining sites.
- Recent economic development successes in office and industrial business expansion and recruitment has consumed a number of the available lots in the remaining business parks that have all utilities, zoning and access.
- Development plans are underway for new business/industrial parks for delivery in 2020-21.
- The EDC will encourage the momentum of steady retail growth on retail corridors throughout Hall County. The additional SPLOST dollars generated from new retail development provides an excellent return to citizens and supports education and infrastructure.
- The EDC has a coordinating role in the external marketing of Gainesville-Hall County (e.g. Project Managers' briefings, Georgia Trend, Atlanta Business Chronicle) allowing our local government partners to focus on those issues of the day.

## FY 2020 Marketing Action Plan

|                 |                                                                                                 |
|-----------------|-------------------------------------------------------------------------------------------------|
| July            | 2019-20 Wage & Benefit Report and 2019 Industrial Directory, Published                          |
| July 8          | Northeast Georgia Regional Economic Development Summit Sponsored by Georgia Power, Chateau Elan |
| July 9          | Small Business Seminar, GHCC                                                                    |
| July 10         | Human Resource (HR) Council                                                                     |
| July 17         | Issues Committee, GHCC                                                                          |
| August          | Workforce Development – Apprenticeship 101 Employer Meeting                                     |
| August          | Safety Council                                                                                  |
| August 7-10     | 2019 ACA Sprint and Paracanoe National Championships, Lake Lanier Olympic Park                  |
| August 9        | EDC, GHCC                                                                                       |
| August 13       | Small Business Seminar, Lanier Technical College                                                |
| August 14       | Human Resource (HR) Council                                                                     |
| August 19       | Georgia Economic Developers Association (GEDA) Board Meeting and Luncheon, Columbus             |
| August 28       | Issues Committee, GHCC                                                                          |
| September       | Commercial Real Estate Program                                                                  |
| September       | Georgia Trend October Issue, Published                                                          |
| September 10    | Small Business Resource Fair, Business Incubator at Brenau University                           |
| September 11    | Human Resource (HR) Council                                                                     |
| September 13    | EDC, GHCC                                                                                       |
| September 18    | Issues Committee, GHCC                                                                          |
| September 18-20 | Georgia Economic Developers Association Annual Meeting, Savannah                                |
| September 24    | Fall Job Fair, Gainesville Civic Center                                                         |
| October 8       | Small Business Seminar                                                                          |
| October 9       | Human Resource (HR) Council                                                                     |
| October 9       | Georgia Manufacturing Summit, Atlanta                                                           |
| October 9-12    | 22 <sup>nd</sup> Annual Motul Petit Le Mans, Michelin Raceway Road Atlanta                      |
| October 11      | EDC, Oakwood City Hall                                                                          |

|                |                                                                                |
|----------------|--------------------------------------------------------------------------------|
| October 16     | Issues Committee, GHCC                                                         |
| October 16     | HealthSmart Expo, Gainesville Civic Center                                     |
| October 21     | GEDA Board Meeting and Luncheon, Atlanta                                       |
| November 6     | Human Resource (HR) Council                                                    |
| November 8     | EDC                                                                            |
| November 12    | Small Business Seminar                                                         |
| November 13    | GHCC Industry Appreciation Luncheon, Chattahoochee Country Club                |
| November 14-15 | ICSC Southeast Conference & Deal Making, Atlanta                               |
| November 18    | GEDA Board Meeting and Luncheon, Atlanta                                       |
| November 20    | Issues Committee, GHCC                                                         |
| December       | No Human Resource (HR) Council                                                 |
| December       | 2020 Economic Development Report and 2020 Industrial Directory, Published      |
| December       | Japan-America Society of Georgia's 2019 Bonenkai Holiday Celebration, Atlanta  |
| December       | Terry College of Business Georgia Economic Outlook, Atlanta                    |
| December 2     | Gainesville-Hall County Economic Development Update, Georgia Experience Center |
| December 5     | Leadership Hall County Industry and Economic Development Program               |
| December 10    | Small Business Seminar                                                         |
| December 12    | GHCC Annual Eggs & Issues Breakfast, Lanier Technical College                  |
| December 18    | Issues Committee, GHCC                                                         |
| December 20    | Article on 2019 Economic Development Activity, Business Link January Issue     |
| January        | Website Updates and Revisions                                                  |
| January 8      | Human Resource (HR) Council                                                    |
| January 10     | EDC, GHCC                                                                      |
| January 14     | Small Business Seminar                                                         |
| January 15     | Georgia Chamber of Commerce's Annual Eggs & Issues Breakfast, Atlanta          |
| January 22     | Issues Committee, GHCC                                                         |
| January 28     | GEDA Legislative Event                                                         |
| January 29     | International Production and Processing Exposition, Atlanta                    |

|             |                                                                                          |
|-------------|------------------------------------------------------------------------------------------|
| January 29  | Marketing Seminar, Brenau Downtown Center                                                |
| January 31  | Safety Council – Liberty Utilities                                                       |
| February    | Workforce Development – Manufacturing Job Shadow Days                                    |
| February    | GEDA Board Meeting and Luncheon, Atlanta                                                 |
| February 11 | Small Business Seminar                                                                   |
| February 12 | Human Resource (HR) Council                                                              |
| February 14 | EDC                                                                                      |
| February 19 | Issues Committee, GHCC                                                                   |
| February 20 | Business Expo, Lanier Technical College                                                  |
| February 25 | Healthy Hall Awards Luncheon, Brenau Downtown Center                                     |
| February 28 | Commercial Real Estate Program @ Carroll Daniel Construction, Sponsored by Georgia Power |
| March       | “Go Global” GDEcD International Representatives Visit, Atlanta                           |
| March       | GEDA Board Meeting and Luncheon – Small Business Rock Stars, Atlanta                     |
| March 4     | Industry Roundtable – Murray Plastics                                                    |
| March 10    | Small Business Seminar                                                                   |
| March 10    | Workforce Development – 7 <sup>th</sup> Grade Career Path Fair, Lanier Technical College |
| March 11    | Human Resource (HR) Council                                                              |
| March 12    | GHCC Annual Transportation Forum, UNG – Gainesville                                      |
| March 13    | EDC                                                                                      |
| March 18    | Issues Committee, GHCC                                                                   |
| March 18    | Job Fair, Gainesville Civic Center                                                       |
| March 26    | Workforce Development – 7 <sup>th</sup> Grade Career Path Fair, UNG – Gainesville        |
| March 26    | Chamber Chase 5K, Riverside Military Academy                                             |
| April       | Workforce Development – Luncheon                                                         |
| April       | Safety Council                                                                           |
| April 8     | Human Resource (HR) Council                                                              |
| April 14    | Small Business Seminar                                                                   |
| April 15    | Issues Committee, GHCC                                                                   |



|           |                                                                                                                                                                                 |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|           |                                                                                                                                                                                 |
| April 17  | EDC, Lanier Technical College                                                                                                                                                   |
| April 17  | Feature Celebrating National Small Business Week, Business Link May Issue                                                                                                       |
| April 24  | Hackers Holiday Economic Development Update and Golf Tournament, Lanier Islands                                                                                                 |
| April 24  | Gainesville-Hall County Market Report (Atlanta Business Chronicle), Published                                                                                                   |
| May       | Workforce Development – Signing Day                                                                                                                                             |
| May       | Georgia Logistics Summit, Atlanta                                                                                                                                               |
| May 8     | EDC, GHCC                                                                                                                                                                       |
| May 12    | Small Business Seminar                                                                                                                                                          |
| May 13    | Human Resource (HR) Council                                                                                                                                                     |
| May 14    | 112 <sup>th</sup> GHCC Annual Meeting & Gala, Chattahoochee Country Club                                                                                                        |
| May 20    | Issues Committee, GHCC                                                                                                                                                          |
| May 20-22 | GEDA Spring Workshop, Jekyll Island                                                                                                                                             |
| June      | 2019-20 Economic Development Report, Updated                                                                                                                                    |
| June      | Content on GHCC Website, Updated                                                                                                                                                |
| June 9    | Small Business Seminar                                                                                                                                                          |
| June 10   | Human Resource (HR) Council                                                                                                                                                     |
| June 12   | EDC, Flowery Branch City Hall                                                                                                                                                   |
| June 17   | Issues Committee, GHCC                                                                                                                                                          |
| Ongoing   | Existing Industry Calls, Small Business Roundtable, Industry Roundtable, Human Resource Council, Safety Council (Quarterly), Workforce Development Task Force, Issues Committee |
| Ongoing   | International Council of Shopping Centers, German American Chamber of Commerce, GEDA and Japan-America Society of Georgia Board Meetings                                        |
| Ongoing   | Mailings to Commercial Brokers, Consultants and Statewide Developers                                                                                                            |
| Ongoing   | Calls to GDEcD, GPC, GPA, GEMC, ECG, AGL, MACOC, NS, CSX, GDOL, GDOT and Consultants                                                                                            |

Other Marketing Plan Items:

Available Buildings Program  
 Commercial/Industrial Land  
 Existing Industry Spotlight in the Business Link  
 Existing Industry Speakers at EDC  
 Creative Collateral (Print and Web) for Existing Industries, Prospects and Retail  
 Video Content

MailChimp/Constant Contact Updates to Partners  
Mailings to Statewide Project Managers, Brokers and Consultants  
Prospect Visits  
Prospect/Existing Industry Related Travel  
Social Media Updates

# CITY OF GAINESVILLE

## WORKSESSIONREQUEST

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**Date Submitted:** 2/14/2020  
**Presenter:** Jay Parrish  
**Item of Business:** Mental Health Justice Collaborative Efforts and Funding Sources Update  
**Meeting Date:** 2/27/2020

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**Purpose of Request:**

Presentation on Mental Health Justice Collaborative Efforts to provide an update.

**History/Background:**

**Facts & Issues for Consideration:**

**Department Recommendation:**

**Department Director:**

Jay Parrish

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**If funding is involved, are funds approved within the current budget?**

N/A

**Amount Requested:**

**Source of Funds:**

**Finance Comments:**

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**Administrative Comments:**

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# CITY OF GAINESVILLE

## WORKSESSIONREQUEST

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**Date Submitted:** 2/3/2020  
**Presenter:** Nick Swafford  
**Item of Business:** Resolution: Cumberland Drive Sanitary Sewer Extension Cost Participation Request  
**Meeting Date:** 2/27/2020

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**Purpose of Request:**

Obtain authorization from Council to reimburse River-Blu Properties, LLC in the amount of \$25,000.00 for costs associated with extending the public sanitary sewer on Cumberland Drive.

**History/Background:**

The property owner of six residential lots located at the intersection of Cumberland Drive and Blueridge Drive has requested the City to participate in the cost of extending sanitary sewer service to these lots.

**Facts & Issues for Consideration:**

If approved, the City has an opportunity to serve additional customers in the area without having to assume the full cost of a sanitary sewer extension capital improvement project that would come at a much higher cost to the City than the requested participation amount.

**Department Recommendation:**

Authorize staff by resolution to reimburse the property owner of the requested participation amount.

**Department Director:**

Linda MacGregor

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**If funding is involved, are funds approved within the current budget?**

Yes

**Amount Requested:**

25000.00

**Source of Funds:**

Water Resources Capital Projects Fund

**Finance Comments:**

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**Administrative Comments:**

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**ATTACHMENTS:**

| Description                                                                           | Type                    |
|---------------------------------------------------------------------------------------|-------------------------|
| <input type="checkbox"/> Cumberland Drive Sanitary Sewer Extension Cost Participation | Resolution              |
| <input type="checkbox"/> Location Map                                                 | Powerpoint Presentation |

**RESOLUTION BR-2020 - \_\_\_\_**

**RIVER-BLU PROPERTIES, LLC SANITARY SEWER EXTENSION COST PARTICIPATION**

**WHEREAS**, the City of Gainesville owns and operates a sanitary sewer system; and

**WHEREAS**, Gainesville Department of Water Resources (GDWR) intends to expand its existing sanitary sewer system to serve additional properties within the City limits; and

**WHEREAS**, the Property Owner/Developer (River-Blu Properties, LLC) of six parcels located at the intersections of Riverside, Blueridge, and Cumberland Drives, wishes to connect to the City of Gainesville sanitary sewer system; and

**WHEREAS**, a gravity sanitary sewer system extension is required before connection to the Gainesville sanitary sewer system is possible; and

**WHEREAS**, the property owner has requested the City consider participating in the cost of said extension; and

**WHEREAS**, Gainesville Department of Water Resources (GDWR) staff received a preliminary construction cost estimate from the developer's contractor for extending an 8-inch sanitary sewer as shown on attached "Exhibit A", for a total cost of \$67,275.00; and

**WHEREAS**, GDWR staff has reviewed said request and concurs with the reasonable nature of the request.

**NOW, THEREFORE, BE IT RESOLVED THAT** the governing body for the City of Gainesville hereby authorizes reimbursement to River-Blu Properties, LLC in the amount of \$25,000.00. Said reimbursement shall be completed within sixty (60) days of final inspection and approval by City staff of said sanitary sewer facilities.

**BE IT FURTHER RESOLVED THAT** said expenditure shall be paid from the Department of Water Resources Capital Projects Fund.

**BE IT FURTHER RESOLVED THAT** the Mayor, City Manager and/or City Attorney are authorized to execute such documents as may be necessary to complete this agreement.

**Adopted this \_\_\_\_ day of \_\_\_\_\_, 2020.**

\_\_\_\_\_  
**C. Danny Dunagan, Jr., Mayor**

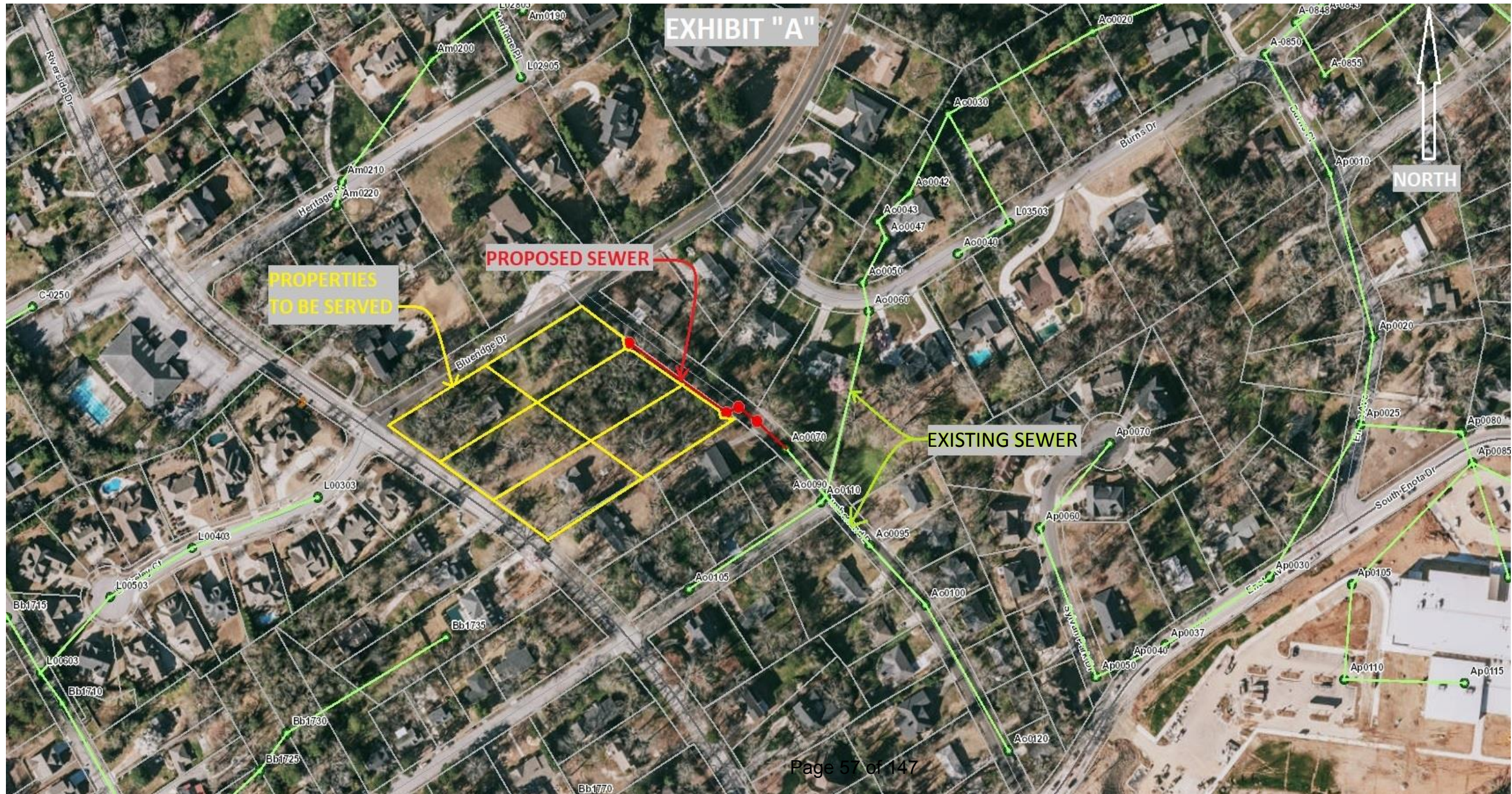
This is to certify that I am City Clerk of the City of Gainesville. As such, I keep its official records, including its minutes. In that capacity, my signature below certifies this resolution was adopted as stated and will be recorded in the official minutes.

**ATTEST:**

\_\_\_\_\_  
**Denise O. Jordan, City Clerk**



# LOCATION MAP





# CITY OF GAINESVILLE

## WORKSESSIONREQUEST

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**Date Submitted:** 2/17/2020

**Presenter:** Abb Hayes

**Item of Business:** **Public Hearing Item: March 3, 2020 Council Meeting**  
Request from **Davis Pine, LLC** to rezone a 0.47± acre tract located at the northwest side of the intersection of Davis Street and Wills Street (a/k/a **890, 892 and 898 Wills Street, SW**) from General Business (G-B) to Residential-II (R-II). **Ward Number: Three.** Tax Parcel Number(s): 01-030-006-003. **Request: Seven multi-family apartments.**

**Meeting Date:** 2/27/2020

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### **Purpose of Request:**

To provide an overview of the following zoning request as presented at the February 11, 2020 Planning and Appeals Board Meeting:

The applicant is proposing to rezone the subject property for the purpose of redeveloping the site for seven (7) townhome style apartments. The property contains a parking lot and three metal buildings occupied by three churches. The proposed apartments will be similar in design as the adjacent Enclave apartments across the street which consist of two-story units, each with a minimum of 1,500 square feet of heated floor space. Access is planned from the future reopening / extension of Davis Street so as to provide parking to the rear of the apartment building. The subject property is located within the Midtown Overlay Zone and the adjacent properties include the Enclave apartments, vacant land, auto tire shop, North Georgia Supply and a bakery.

### **History/Background:**

### **Facts & Issues for Consideration:**

### **Department Recommendation:**

Staff and PAB recommended approval with three conditions. See the PAB Recommendation report for details and excerpts from meeting minutes.

### **SAMPLE MOTIONS**

Approval of Ordinance 2020- :

I move to approve the ordinance to rezone the subject property from General Business to Residential-II with three conditions as presented.

Denial of the Request:

I move to deny this request.

### **Department Director:**

Rusty Ligon

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**If funding is involved, are funds approved within the current budget?**

N/A

**Amount Requested:**

**Source of Funds:**

**Finance Comments:**

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## Administrative Comments:

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### ATTACHMENTS:

| Description              |                                     | Type                 |
|--------------------------|-------------------------------------|----------------------|
| <input type="checkbox"/> | Legal Ad                            | Legal Ad             |
| <input type="checkbox"/> | PAB Recommendation Report           | Report               |
| <input type="checkbox"/> | Proposed Rezoning Ordinance         | Ordinance            |
| <input type="checkbox"/> | Exhibit A - Narrative               | Attachments/Exhibits |
| <input type="checkbox"/> | Exhibit B - Concept Plan            | Attachments/Exhibits |
| <input type="checkbox"/> | Exhibit C - Architectural Rendering | Attachments/Exhibits |
| <input type="checkbox"/> | Location Maps                       | Backup Material      |
| <input type="checkbox"/> | Narrative                           | Backup Material      |
| <input type="checkbox"/> | Survey                              | Backup Material      |
| <input type="checkbox"/> | Site Plan                           | Backup Material      |
| <input type="checkbox"/> | Architectural Rendering             | Backup Material      |



**COMBINED LEGAL AD  
Gainesville Planning and Appeals Board  
Gainesville City Council**

**Publish Sunday, January 26, 2020  
THE TIMES**

**NOTICE OF PLANNING AND APPEALS BOARD PUBLIC HEARING**

Notice is hereby given that the **Gainesville Planning and Appeals Board** will conduct a public hearing on **Tuesday, February 11, 2020 at 5:30 p.m.** in the **Gainesville Justice Center** (Municipal Courtroom at the Public Safety Complex), 701 Queen City Parkway in midtown Gainesville on the following requests:

- 1) Request from **Davis Pine, LLC** to rezone a 0.47± acre tract located at the northwest side of the intersection of Davis Street and Wills Street (a/k/a **890, 892 and 898 Wills Street, SW**) from General Business (G-B) to Residential-II (R-II).  
Ward Number: Three  
Tax Parcel Number(s): 01-030-006-003  
Request: Seven multi-family apartments
- 2) Request from **Gainesville Non-Profit Development Foundation** to rezone a 1.07± acre tract located at the southeast and southwest side of the intersection of Davis Street and Wills Street (a/k/a **623, 635, 641 and 645 Davis Street, SW**) from General Business (G-B) and Heavy Industrial (H-I) to Residential-II (R-II).  
Ward Number: Three  
Tax Parcel Number(s): 01-030-005-004; 01-030-006-003A; 01-030-007-001  
Request: Four single-family homes
- 3) Request from **Palmetto Capital Group** for a special use on a 0.84± acre tract located southwest of the intersection of Dawsonville Highway and Pearl Nix Parkway, across from Lakeshore Drive (a/k/a **150 Pearl Nix Parkway, SW**), having a zoning of Regional Business (R-B).  
Ward Number: Five  
Tax Parcel Number(s): 01-119-003-041A (Part)  
Request: Automotive Care Center

**NOTICE OF PUBLIC HEARING ON PROPOSED AMENDMENTS TO THE  
GAINESVILLE ZONING MAP**

Notice is hereby given that the **Gainesville City Council** will conduct a public hearing on **Tuesday, March 3, 2020 at 5:30 p.m.** in the **Gainesville Justice Center** (Municipal Courtroom at the Public Safety Complex), 701 Queen City Parkway in midtown Gainesville on the following requests:

- 1) Request from **Davis Pine, LLC** to rezone a 0.47± acre tract located at the northwest side of the intersection of Davis Street and Wills Street (a/k/a **890, 892 and 898 Wills Street, SW**) from General Business (G-B) to Residential-II (R-II).  
Ward Number: Three  
Tax Parcel Number(s): 01-030-006-003  
Request: Seven multi-family apartments

- 2) Request from **Gainesville Non-Profit Development Foundation** to rezone a 1.07± acre tract located at the southeast and southwest side of the intersection of Davis Street and Wills Street (a/k/a **623, 635, 641 and 645 Davis Street, SW**) from General Business (G-B) and Heavy Industrial (H-I) to Residential-II (R-II).

Ward Number: Three

Tax Parcel Number(s): 01-030-005-004; 01-030-006-003A; 01-030-007-001

Request: Four single-family homes

- 3) Request from **Palmetto Capital Group** for a special use on a 0.84± acre tract located southwest of the intersection of Dawsonville Highway and Pearl Nix Parkway, across from Lakeshore Drive (a/k/a **150 Pearl Nix Parkway, SW**), having a zoning of Regional Business (R-B).

Ward Number: Five

Tax Parcel Number(s): 01-119-003-041A (Part)

Request: Automotive Care Center

Additional information is available from the Community and Economic Development Department, Planning Division, by calling 770-531-6570.

NOTE: In accordance with Georgia law, anyone who wishes to express opposition to the proposed zoning action, and has made, within two years immediately preceding the filing of the proposed zoning action, campaign contributions aggregating \$250 or more to a local government official who will consider the application, shall file a disclosure of contribution(s) with the Planning Division at least five (5) days prior to the first reading of the proposed zoning action by the City Council. (OCGA § 36-67A-3 3 {c})

**GAINESVILLE PLANNING and APPEALS BOARD  
RECOMMENDATION**

**Applicant and Property Owner**..... Davis Pine, LLC  
**Location**..... 890, 892 and 898 Wills Street, SW  
**Request**..... Rezone from G-B to R-II  
**Size** ..... 0.47± acre  
**Ward**..... Three  
**Proposed Use**..... Seven multi-family apartments  
**Planning Division Staff Recommendation** ..... **Approval, with conditions**  
**Planning & Appeals Board Recommendation**..... **Approval, with conditions**  
**Date**..... February 11, 2020

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▪ **Applicant's Proposal and Background Information**

The applicant is proposing to rezone the subject property for the purpose of constructing seven (7) townhome style apartments. The property contains a parking lot and three metal buildings occupied by three churches that will be demolished as part of the redevelopment. The proposal will be similar in design and appearance as the adjacent Enclave apartments which consist of two-story units, each with a minimum of 1,500 square feet of heated floor space. Proposed building setbacks are 10-feet from Wills Street and from the side yards and 20-feet from Davis Street and the rear property line. A 10-foot frontage landscape will be provided along Wills Street and a 15-foot landscape strip will be provided along Davis Street. The Midtown Overlay Zone standards allow for a maximum residential density of 12 du/ac and a minimum front yard building setback of 15-feet. The applicant is requesting relief from the residential density requirement to allow a density of 14.89 du/ac and a front yard building setback of 10-feet along Wills Street in order to locate parking to the rear of the building. Access is planned from the future reopening / extension of Davis Street. Trash service will be provided by the City of Gainesville. The subject property is located within the Midtown Overlay Zone.

▪ **Adjacent Land Use and Zoning**

| Location | Use                                                            | Zoning                 |
|----------|----------------------------------------------------------------|------------------------|
| North    | North Georgia Supply                                           | General Business (G-B) |
| South    | Vacant Land / Future Single-family homes; Marathon Gas Station | Heavy Industrial (H-I) |
| East     | Enclave Apartments                                             | Residential-II (R-II)  |
| West     | Medina's Tire Service, La Santaneca Bakery                     | General Business (G-B) |

▪ **Other Departmental Comments**

There were no departmental comments regarding this request.

## ▪ **Zoning History**

*The following zoning actions have taken place in the immediate area during the last ten years:*

**2020-** A request by the City of Gainesville to rezone a 6.84± acres tract located at 110 and 120 Jesse Jewell Parkway, SE; 525 Bradford Street, SE; 111 College Avenue, SE from Planned Unit Development (P-U-D) and General Business (G-B) to Planned Unit Development (P-U-D) was approved with conditions for a mixed-use development.

**2020-** A request by the City of Gainesville to rezone a 4.1± acres tract located at 610 and 622 Main Street, SW; 605 Grove Street, SW from Light Industrial (L-I) to Planned Unit Development (P-U-D) was approved with conditions for a mixed-use development.

**2019-** A request by Christopher Wimberly to rezone 0.31± acres located at 315 Summit Street, SE from Residential-II (R-II) to General Business (G-B) was approved with conditions for a funeral home.

**2016-** A request by the Gainesville Housing Authority to rezone 11.671± acres located at 233, 240, 315, and 323 Atlanta Street; 207, 209, 221, 223 and 229 Summit Street from Residential-II (R-II), Neighborhood Business (N-B) and General Business (G-B) to Planned Unit Development (P-U-D) was approved with conditions for multi-family apartments.

**2014-** A request by Pap Datta to rezone 1.04± acres with a special use located at 510, 514 and 520 Maple Street from General Business (G-B) to Light Industrial (L-I) was approved with conditions for a micro-brewery.

**2014-** A request by Mercy Housing to rezone a 2.2± acres tract located at 620 and 628 Gordon Avenue, SW; 0, 602 and 612 Longstreet Avenue, SW; 627 Queen City Parkway, SW; 504, 512, 514, 520 and 528 Banks Street, SW from Residential-II (R-II), Office and Institutional (O-I), General Business (G-B) and Heavy Industrial (H-I) to Planned Unit Development (P-U-D) was approved with conditions for 90 multi-family low-income housing units but the request was withdrawn at City Council second reading.

## ▪ **Staff Analysis**

### **(1) Is the proposed use suitable in view of the zoning and development of adjacent and nearby property?**

The subject property is surrounded by a mixture of residential, commercial and industrial zoned properties. The proposal will be similar in design and appearance as the adjacent Enclave apartment development which locates parking to the rear of the structure to provide for an enhanced streetscape. The proposal appears suitable based on recent development in the Midtown Area and will provide for additional housing opportunities within the Midtown area.

### **(2) Will the proposed use adversely affect the existing use or usability of adjacent or nearby property?**

The proposed use should not adversely affect the adjacent or nearby property. The proposal will remove stressed industrial warehouse buildings while providing for additional housing needs within the downtown area. Improvements such as parking, streetscaping and sidewalks will improve the functionality and aesthetics of the subject property which are more in keeping with the residential development along Wills Street and Davis Street.

**(3) Is the proposed use compatible with the purpose and intent of the Comprehensive Plan?**

The Gainesville Future Development Map places the subject property within the *Mixed-Use Midtown* land use category. This category includes areas to be developed in accordance with the Midtown Redevelopment Plan which allows for a mixture of land uses including office, neighborhood retail, and residential.

According to the Character Area map for the City of Gainesville, the subject property is located within the *Central Core* Character Area specifically within the *Downtown/Midtown* subarea. The vision for this area should strive for additional office and housing to provide a more sustainable mix of uses. Recent public improvements to Midtown including the Midtown Greenway and the Jesse Jewell pedestrian bridge have begun a long-term transition to more diverse land uses including a mixed-use core along Main and Bradford streets; flanking multi-family (ideally mixed-income) housing; a multi-modal transportation node at the Amtrak station; and an office / conference / hospitality extension of Downtown across Jesse Jewell Parkway. In addition, mixed-income high quality multi-family housing development should be targeted to take advantage of the open space investment made in the Midtown Greenway and related parks. Land uses supported in the Midtown subarea include mixed-use, multi-family residential, commercial, public / institutional, and transportation / communications / utilities.

**(4) Are there substantial reasons why the property cannot or should not be used as currently zoned?**

The proposal requires the property to be rezoned from General Business (G-B) to Residential-II (R-II). If approved, the property will be downzoned to a less aggressive zoning district that will better support recent redevelopment efforts within the Midtown area. Some of these include the adjacent Enclave apartments, Walton Summit apartments, proposed Liberty Midland single-family rental homes and the adjacent single-family homes proposed by the Gainesville Non-Profit Development Foundation.

**(5) Will the proposed use cause an excessive or burdensome use of public facilities or services, including but not limited to streets, schools, water or sewer utilities, and police or fire protection?**

The proposed apartments should not cause an excessive or burdensome use of public facilities or services. The development proposes to utilize City water and sewer services of which are sufficient to serve the property.

Existing public safety services already respond to the adjacent and nearby properties. Gainesville Fire Station #1 is located 0.36± miles from the property.

The proposed development will have minimal impact on the surrounding road network and will produce less traffic than the existing uses. The applicant proposes access from the closed portion of Davis Street which will be reopened to provide direct access to Queen City Parkway. According to the Institute of Transportation Engineers (ITE) Trip Generation Handbook (9th Edition), the proposed use at build out could generate on average approximately 47± new trips per weekday, 4 A.M. and 5 P.M. peak hour trips.

The projected number of new students that may attend public schools within the proposed development is unknown at this time. City school bus service is currently provided to the adjacent Enclave apartments and single-family homes.

**(6) Is the proposed use supported by new or changing conditions not anticipated by the Comprehensive Plan or reflected in the existing zoning on the property or surrounding properties?**

The property is located within the Midtown Overlay Zone which was established in 2005 with the intent to set higher standards for the appearance and functionality of the land uses. It is also intended to encourage mixed-use development and the creation of more housing, employment, and recreational opportunities originally identified within *The Renaissance of Midtown Gainesville Redevelopment Plan* created in 2001. It is expected that the strategic public investment that has occurred within the Midtown area will continue to encourage a mixture of private investment as desired by the applicant.

**(7) Does the proposed use reflect a reasonable balance between the promotion of the public health, safety, morality, or general welfare and the right to unrestricted use of property?**

Based on the Comprehensive Plan and the adjacent mixture of uses, it appears the proposal reflects a reasonable balance between the promotion of the public health, safety, morality, or general welfare and the right to unrestricted use of property, with the proposed zoning conditions.

---

▪ **Staff Recommendation**

The Planning Division staff is recommending **conditional approval** of this rezoning request with a zoning of **Residential-II (R-II)** based on the Comprehensive Land Use Plan and the mixture of residential and non-residential uses.

**Conditions**

1. The development standards within the applicant's narrative, concept plan and architectural renderings shall be made part of the zoning ordinance, and shall be subject to the Community & Economic Development Director approval. Any zoning conditions adopted as part of this zoning ordinance that conflict with the applicant's narrative, concept plan and architectural renderings shall take precedence over the applicant's development standards.
2. All access point design for the subject property shall require review and approval by the Gainesville Public Works Director. All required access/traffic/sidewalk improvements associated with the proposed development shall be constructed at the full expense of the property owner/developer.
3. An updated as-built boundary survey/plat of the subject property, indicating all improvements required for the proposed use, shall be recorded prior to obtaining a Certificate of Occupancy.

---

**Excerpts from the February 11, 2020 PAB Meeting Minutes**

**Applicant Presentation:** Robbie Robison, P.O. Box 896, stated he represents the developer. He agrees with everything stated by Mr. Tate and the development is the exact same as the Enclave apartments. He said the buildings are vacant and they gave the churches notice back in October and vacated February 1<sup>st</sup>. He will be glad to answer any questions.

**FAVOR:** None

**OPPOSE:** None

**Planning and Appeals Board Comments:** None

There was a motion to recommend conditional approval of the request to rezone the subject property from General Business (G-B) to Residential-II (R-II) zoning as presented with the following conditions:

**Conditions**

1. The development standards within the applicant's narrative, concept plan and architectural renderings shall be made part of the zoning ordinance, and shall be subject to the Community & Economic Development Director approval. Any zoning conditions adopted as part of this zoning ordinance that conflict with the applicant's narrative, concept plan and architectural renderings shall take precedence over the applicant's development standards.
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3. An updated as-built boundary survey/plat of the subject property, indicating all improvements required for the proposed use, shall be recorded prior to obtaining a Certificate of Occupancy.

Motion made by Board Member Martin

Motion seconded by Board Member Simmons

**Vote – 6 favor, 1 absent (Thompson)**

Passed: \_\_\_\_\_

**AN ORDINANCE**

**No. 2020-**

**AN ORDINANCE AMENDING THE ZONING MAP OF THE CITY OF GAINESVILLE, GEORGIA, BY CHANGING THE ZONING ON A 0.47± ACRE TRACT LOCATED AT THE NORTHWEST SIDE OF THE INTERSECTION OF DAVIS STREET AND WILLS STREET (A/K/A 890, 892 AND 898 WILLS STREET, SW) FROM GENERAL BUSINESS (G-B) TO RESIDENTIAL-II, WITH CONDITIONS (R-II-c); REPEALING CONFLICTING ORDINANCES; TO PROVIDE FOR SEVERABILITY; TO PROVIDE FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.**

**BE IT HEREBY ORDAINED BY THE GOVERNING BODY OF THE CITY OF GAINESVILLE, GEORGIA, AS FOLLOWS:**

**SECTION I.**

That from and after the passage of this Ordinance the following described lands shall be zoned and so designated on the Zoning Map of the City of Gainesville as **Residential-II, with conditions (R-II-c)**:

**Conditions**

- 1. The development standards within the applicant's narrative, concept plan and architectural renderings shall be made part of the zoning ordinance, and shall be subject to the Community & Economic Development Director approval. Any zoning conditions adopted as part of this zoning ordinance that conflict with the applicant's narrative, concept plan and architectural renderings shall take precedence over the applicant's development standards.**
- 2. All access point design for the subject property shall require review and approval by the Gainesville Public Works Director. All required access/traffic/sidewalk improvements associated with the proposed development shall be constructed at the full expense of the property owner/developer.**
- 3. An updated as-built boundary survey/plat of the subject property, indicating all improvements required for the proposed use, shall be recorded prior to obtaining a Certificate of Occupancy.**

**Legal Description**

All that tract or parcel of land lying and being in Land Lot 153, 9<sup>th</sup> District, City of Gainesville, Hall County, Georgia, and being more particularly described as follows:

**BEGINNING** at a Nail Found at the intersection of the West right of way of Will Street (right of way varies) with the North right of way of Davis Street (40' right of way) and located North 78°44'51" West, 67.27 feet from the centerline of cul-de-sac on Davis Street; thence along the North right of way of Davis Street South 59°30'34" West, 100.38 feet to an Iron Pin Found with a Pink Cap; thence leaving the North right of way of Davis Street, and along the property now of formerly of Hugo Medina & Ana L. Cabera North 30°17'48" West, 203.56 feet to an Iron Pin



## **ORDINANCE NO. 2020-**

(1/2" rebar); thence along the property now or formerly of Bob Whitmire North 58°29'21" East, 100.02 feet to an Iron Pin (3/4"Bolt) on the West right of way of Wills Street (right of way varies); thence along the West right of way of Wills Street South 30°24'11" East, 205.34 feet to the **POINT OF BEGINNING**.

Said tract contains 0.470 acres, or 20,483 square feet.

### **SECTION II.**

All Ordinances and parts of Ordinances in conflict herewith are hereby repealed.

### **SECTION III.**

If any portion of this Ordinance shall be held to be invalid or unconstitutional, such invalidity or unconstitutionality shall not affect or impair the remaining portions unless it clearly appears that such other parts are wholly and necessarily dependent upon the part held to be invalid or unconstitutional.

### **SECTION IV.**

This Ordinance is enacted as an amendment to the Code of the City of Gainesville, Georgia, and is to be codified as a part of Section 9-1-1-5.

### **SECTION V.**

The effective date of this Ordinance shall be upon approval by the governing body of the City of Gainesville, Georgia.

---

**C. Danny Dunagan, Jr., Mayor**

This is to certify that I am City Clerk of the City of Gainesville. As such, I keep its official records, including its minutes. In that capacity, my signature below certifies this ordinance was adopted as stated and will be recorded in the official minutes.

**ATTEST:**

---

**Denise O. Jordan, City Clerk**

## **Exhibit A - Narrative**

# ***Wills Street Townhomes***

**REZONE G-B TO R-II**

**GAINESVILLE, GEORGIA**

**PROJECT NARRATIVE**

**February 11, 2020**

- **PROJECT OVERVIEW**

The subject property is 0.47 acres located at 890 SW Wills Street in Hall County, Georgia and is within the City of Gainesville. It is in Land Lot 153 of the 9<sup>th</sup> District.

The existing zoning is G-B. There are currently three metal buildings onsite with paved parking and loading areas.

The proposed zoning is R-II for residential use. Seven (7) new attached townhomes are proposed that will match the recently-built Enclave townhome development immediately across Wills Street to the east. Parking will be provided in the rear.

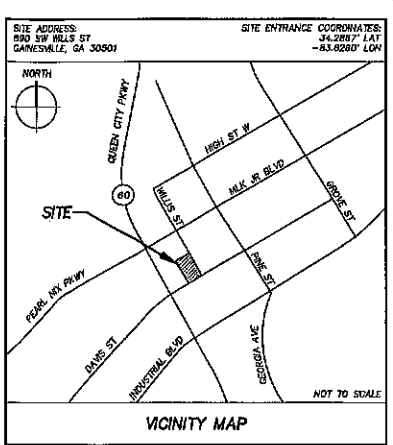
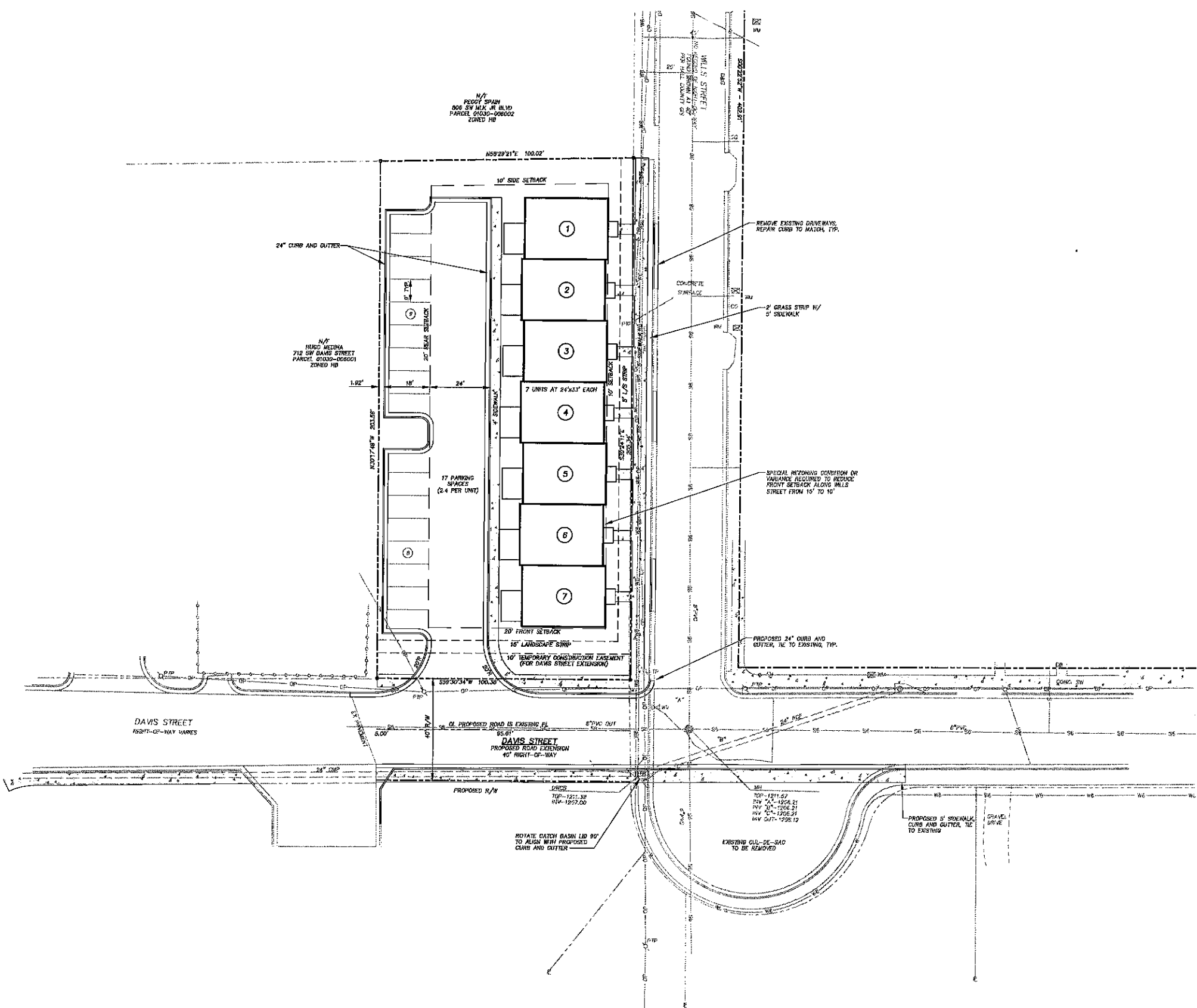
Domestic water, fire protection and sanitary sewer services will be provided by the City of Gainesville Department of Public Utilities. Trash pickup will be provided by the City of Gainesville or Waste Management, Inc. An onsite stormwater management facility is not required or proposed for this development.

- **RECOMMENDED DEVELOPMENT CONDITIONS**

1. All development criteria shall meet the current requirements of the City of Gainesville Unified Development Code unless specifically mentioned otherwise in this document.
2. The development is limited to seven (7) dwellings, or 14.89 units per acre.
3. A minimum of two (2) offstreet parking spaces shall be provided per dwelling.
4. The maximum impervious coverage is 75% of the total site area.
5. The front building setbacks shall be 10' from Wills Street and 20' from Davis Street. Side setbacks shall be 10' and the rear setback shall be 20'.
6. A 5' landscape strip is required along Wills Street and a 15' landscape strip is required along Davis Street.
7. The 10' temporary construction easement shall remain in place until the Davis Street road extension project is completed by the City of Gainesville.

8. A 5' ADA accessible public concrete sidewalk shall be installed across all public street frontages. The sidewalk shall be located 2' back-of-curb with a sodded grass beauty strip.
9. The primary dwelling façade shall be hardiplank siding or other top-rated products such as Heartland Heart Tech vinyl.
10. Dwellings shall have a minimum heated floor space of 1,500 square feet. The minimum overall width per dwelling is 20'. Multi-story buildings, garages and basements may be allowed, but are not required.
11. The development shall be allowed one monument sign along the right-of-way of Davis Street near the proposed drive. All monument signage including footings, utilities and landscaping shall not encroach public right-of-way nor impede line of sight for vehicular traffic. All signage designs and locations shall be approved by the City of Gainesville prior to installation. The owner or homeowners association shall be responsible for the mechanical and aesthetic upkeep of the signs.

Exhibit B - Concept Plan



**PROJECT NOTES**

**SITE INFORMATION**

1. THE SUBJECT PROPERTY IS LOCATED IN LAND LOT 153, 9TH DISTRICT OF HALL COUNTY, GEORGIA AND IS WITHIN THE CITY OF GAINESVILLE.
2. THE TOTAL SITE AREA IS 0.47 ACRES.
3. THE PROPOSED REZONING IS FROM HB TO R-1 FOR RESIDENTIAL USE.
4. SURVEY INFORMATION IS PROVIDED BY CLEVELAND LAND SURVEYING, DATED 3/2/16.
5. THE EXISTING TOPOGRAPHY IS SET TO MEAN SEA LEVEL.
6. THIS PROPERTY IS NOT LOCATED WITHIN A SPECIAL FLOOD HAZARD ZONE PER FIRM PANEL 131350001T, DATED 8/29/06.
7. THERE ARE NO WETLANDS OR BUFFERED STATE WATERS ON-SITE.

**UTILITY INFORMATION**

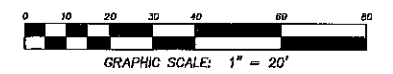
1. FIRE PROTECTION AND POTABLE WATER SERVICES ARE AVAILABLE ON-SITE AND ARE PROVIDED BY THE CITY OF GAINESVILLE.
2. SANITARY SEWER SERVICE IS AVAILABLE ON-SITE AND IS PROVIDED BY THE CITY OF GAINESVILLE.
3. AN ON-SITE STORMWATER MANAGEMENT FACILITY IS NOT REQUIRED FOR THIS DEVELOPMENT.

| SITE DIMENSIONAL REQUIREMENTS      |                      |          |
|------------------------------------|----------------------|----------|
| DESCRIPTION                        | R-1 ZONING STANDARDS | PROPOSED |
| MAXIMUM DENSITY (UNITS/ACRE)       | 12                   | 14.88*   |
| MINIMUM LOT SIZE (SQ)              | 7,500                | 20,483   |
| MINIMUM ROAD FRONTAGE (FT)         | 40                   | 305      |
| MINIMUM LOT WIDTH (FT)             | 60                   | 205      |
| MAXIMUM BUILDING COVERAGE (%)      | 35                   | 27       |
| MAXIMUM IMPERVIOUS COVERAGE (%)    | 80                   | 73*      |
| MINIMUM LANDSCAPED OPEN SPACE (%)  | 20                   | 27       |
| FRONT SETBACK (FT)                 | 30                   | 10, 20*  |
| SIDE SETBACK (FT)                  | 10                   | 10       |
| REAR SETBACK (FT)                  | 20                   | 20       |
| BUFFER, ADJUTING R-1-A, R-1 OR N-C | 20                   | N/A      |
| LANDSCAPE STRIP (FT)               | 20                   | 5, 15*   |

\*VARIANCE REQUIRED

**DEVELOPMENT SUMMARY**

1. 7 DWELLING UNITS ARE PROPOSED (14.88 UNITS/ACRE).
2. EACH PROPOSED UNIT HAS 1,600 SQUARE FEET OF HEATED SPACE AND 4 BEDROOMS.
3. 17 PARKING SPACES ARE PROPOSED (2.43 SPACES/UNIT).
4. ALL EXISTING STRUCTURES AND PAVING WILL BE REMOVED.



RDR018  
REZONING  
12/17/19

**DOVETAIL**  
civil design inc

3651 Mays Hill Road  
Suite 1800  
Watkinsville, GA 30677  
Office: (678) 726-3300  
Fax: (678) 804-1874  
www.dovetailcivil.com

| DATE     | DESCRIPTION                               |
|----------|-------------------------------------------|
| 12/17/19 | REZONING SUBMITTAL TO CITY OF GAINESVILLE |

**Wills Street Townhomes**  
REZONING CONCEPT PLAN

**DEVELOPER INFORMATION**  
DAVIS FINE LLC  
PO BOX 888  
GAINESVILLE, GA 30603  
PHONE: (678) 936-7040  
CONTACT: ROBBIE ROBISON

**24-HR CONTACT: ROBBIE ROBISON, (678) 936-7040**

**SITE INFORMATION**  
806 SW WILLS ST  
GAINESVILLE, GEORGIA  
LAND LOT 153, 9TH DISTRICT  
ZONING HB TO R2  
0.47 ACRES

|                 |                       |
|-----------------|-----------------------|
| PROJECT NUMBER: | RDR018                |
| DATE:           | 12/17/19              |
| ISSUE NUMBER:   | 1                     |
| CHECKED BY:     | ROB                   |
| SHEET TITLE:    | REZONING CONCEPT PLAN |
| SHEET NUMBER:   | RZ-1                  |

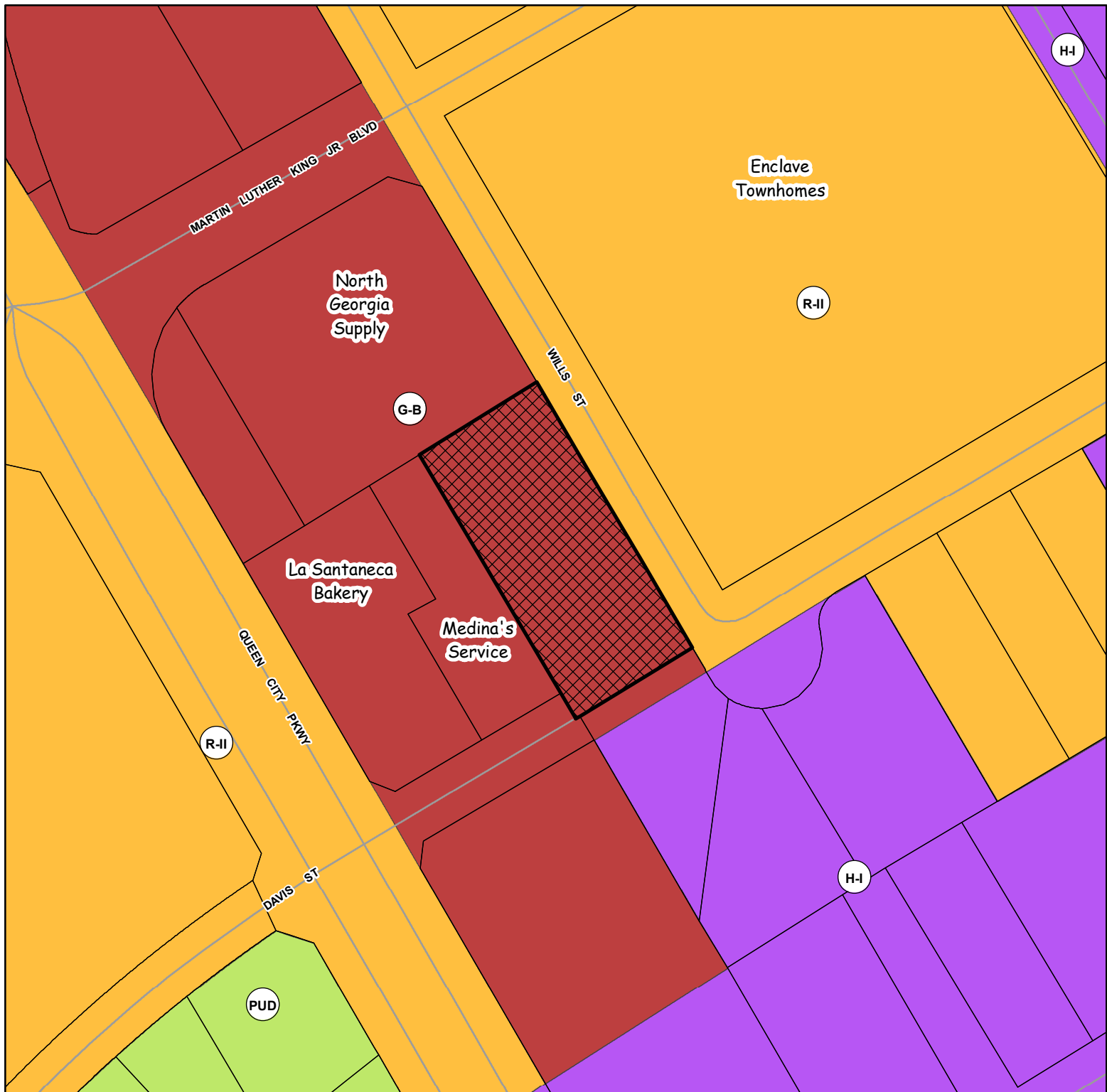
OF 1 SHEET

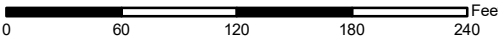


## Exhibit C - Architectural Rendering







|                                 |  |                                                                                                            |  |                                                                                                      |                                                                                                                                                      |
|---------------------------------|--|------------------------------------------------------------------------------------------------------------|--|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Applicant:                      |  | <b>DAVIS PINE, LLC</b>                                                                                     |  |  Subject Property |                                                                 |
| Request:                        |  | <b>REZONING REQUEST</b>                                                                                    |  |                                                                                                      |                                                                                                                                                      |
| Request:                        |  | Rezone 0.47+/- acre from General Business (G-B) to Residential-II (R-II) for seven multi-family apartments |  |                  |  <b>CITY OF GAINESVILLE</b><br>COMMUNITY AND ECONOMIC DEVELOPMENT |
| Subject Property Address:       |  | Tax Parcel:                                                                                                |  |                                                                                                      |                                                                                                                                                      |
| 890, 892 & 898 Wills Street, SW |  | 01-030-006-003                                                                                             |  |                 |                                                                                                                                                      |
| Meeting Date: 02/11/2020        |  | Map Prepared: 01/15/2020                                                                                   |  | Page 73 of 147                                                                                       |                                                                                                                                                      |





Applicant:

**DAVIS PINE, LLC**

## REZONING REQUEST

Request:

Rezone 0.47+/- acre from General Business (G-B) to Residential-II (R-II) for seven multi-family apartments

Subject Property Address:

890, 892 & 898 Wills Street, SW

Tax Parcel:

01-030-006-003

Meeting Date: 02/11/2020

Map Prepared: 01/15/2020



Subject Property



0 60 120 180 240 Feet

1" = 100'



CITY OF

**GAINESVILLE**

COMMUNITY AND ECONOMIC DEVELOPMENT





# ***Wills Street Townhomes***

**REZONE G-B TO R-II**

**GAINESVILLE, GEORGIA**

**PROJECT NARRATIVE**

**February 11, 2020**

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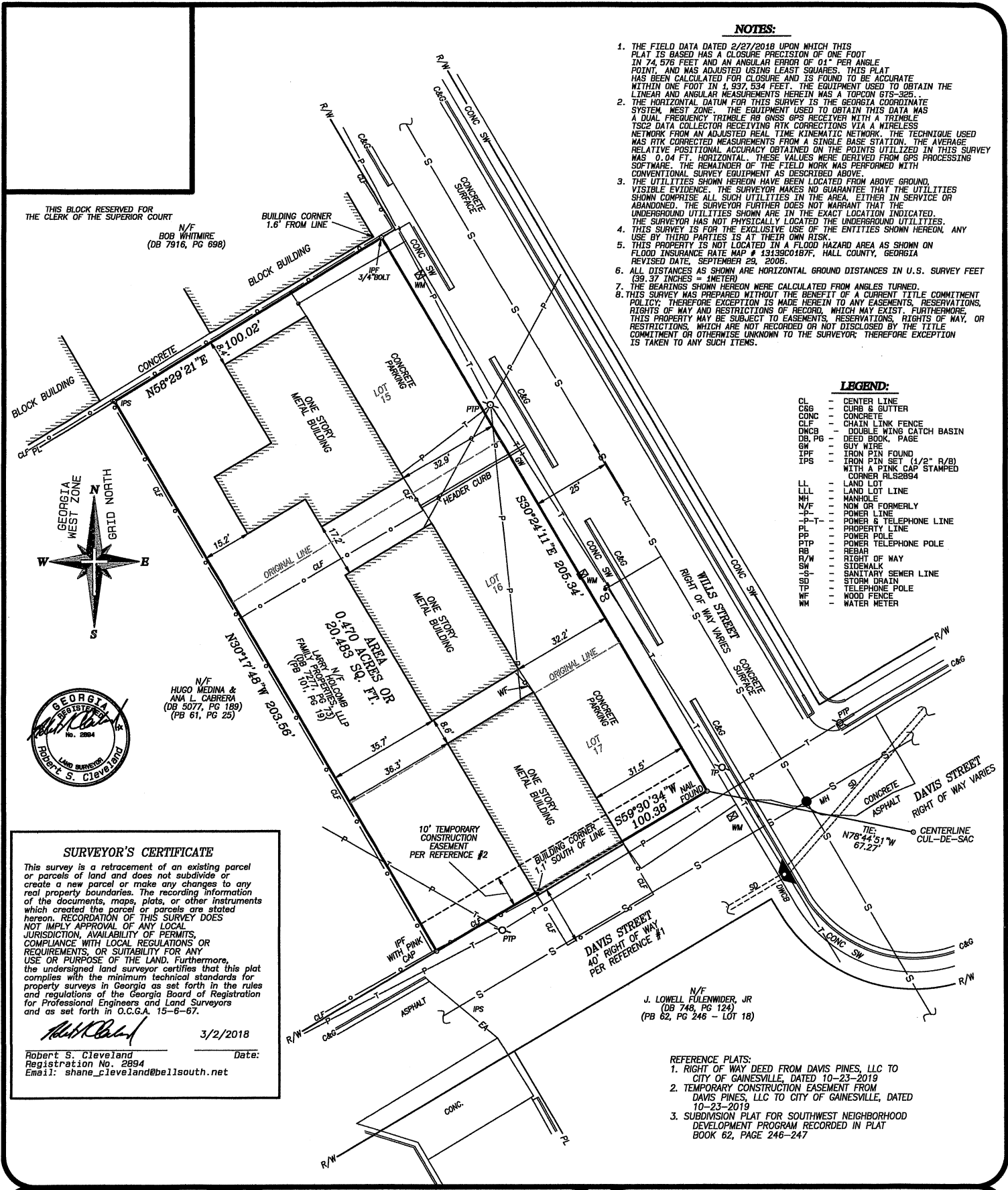
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8. A 5' ADA accessible public concrete sidewalk shall be installed across all public street frontages. The sidewalk shall be located 2' back-of-curb with a sodded grass beauty strip.
9. The primary dwelling façade shall be hardiplank siding or other top-rated products such as Heartland Heart Tech vinyl.
10. Dwellings shall have a minimum heated floor space of 1,500 square feet. The minimum overall width per dwelling is 20'. Multi-story buildings, garages and basements may be allowed, but are not required.
11. The development shall be allowed one monument sign along the right-of-way of Davis Street near the proposed drive. All monument signage including footings, utilities and landscaping shall not encroach public right-of-way nor impede line of sight for vehicular traffic. All signage designs and locations shall be approved by the City of Gainesville prior to installation. The owner or homeowners association shall be responsible for the mechanical and aesthetic upkeep of the signs.



- NOTES:**
1. THE FIELD DATA DATED 2/27/2018 UPON WHICH THIS PLAT IS BASED HAS A CLOSURE PRECISION OF ONE FOOT IN 74,576 FEET AND AN ANGULAR ERROR OF 0.1" PER ANGLE POINT, AND WAS ADJUSTED USING LEAST SQUARES. THIS PLAT HAS BEEN CALCULATED FOR CLOSURE AND IS FOUND TO BE ACCURATE WITHIN ONE FOOT IN 1,937,534 FEET. THE EQUIPMENT USED TO OBTAIN THE LINEAR AND ANGULAR MEASUREMENTS HEREIN WAS A TOPCON GTS-325.
  2. THE HORIZONTAL DATUM FOR THIS SURVEY IS THE GEORGIA COORDINATE SYSTEM, WEST ZONE. THE EQUIPMENT USED TO OBTAIN THIS DATA WAS A DUAL FREQUENCY TRIMBLE R8 GNSS GPS RECEIVER WITH A TRIMBLE TSC2 DATA COLLECTOR RECEIVING RTK CORRECTIONS VIA A WIRELESS NETWORK FROM AN ADJUSTED REAL TIME KINEMATIC NETWORK. THE TECHNIQUE USED WAS RTK CORRECTED MEASUREMENTS FROM A SINGLE BASE STATION. THE AVERAGE RELATIVE POSITIONAL ACCURACY OBTAINED ON THE POINTS UTILIZED IN THIS SURVEY WAS 0.04 FT. HORIZONTAL. THESE VALUES WERE DERIVED FROM GPS PROCESSING SOFTWARE. THE REMAINDER OF THE FIELD WORK WAS PERFORMED WITH CONVENTIONAL SURVEY EQUIPMENT AS DESCRIBED ABOVE.
  3. THE UTILITIES SHOWN HEREON HAVE BEEN LOCATED FROM ABOVE GROUND, VISIBLE EVIDENCE. THE SURVEYOR MAKES NO GUARANTEE THAT THE UTILITIES SHOWN COMPRISE ALL SUCH UTILITIES IN THE AREA, EITHER IN SERVICE OR ABANDONED. THE SURVEYOR FURTHER DOES NOT WARRANT THAT THE UNDERGROUND UTILITIES SHOWN ARE IN THE EXACT LOCATION INDICATED. THE SURVEYOR HAS NOT PHYSICALLY LOCATED THE UNDERGROUND UTILITIES.
  4. THIS SURVEY IS FOR THE EXCLUSIVE USE OF THE ENTITIES SHOWN HEREON, ANY USE BY THIRD PARTIES IS AT THEIR OWN RISK.
  5. THIS PROPERTY IS NOT LOCATED IN A FLOOD HAZARD AREA AS SHOWN ON FLOOD INSURANCE RATE MAP # 13139C0187F, HALL COUNTY, GEORGIA REVISED DATE, SEPTEMBER 28, 2006.
  6. ALL DISTANCES AS SHOWN ARE HORIZONTAL GROUND DISTANCES IN U.S. SURVEY FEET (39.37 INCHES = 1 METER).
  7. THE BEARINGS SHOWN HEREON WERE CALCULATED FROM ANGLES TURNED.
  8. THIS SURVEY WAS PREPARED WITHOUT THE BENEFIT OF A CURRENT TITLE COMMITMENT POLICY. THEREFORE EXCEPTION IS MADE HEREIN TO ANY EASEMENTS, RESERVATIONS, RIGHTS OF WAY AND RESTRICTIONS OF RECORD, WHICH MAY EXIST. FURTHERMORE, THIS PROPERTY MAY BE SUBJECT TO EASEMENTS, RESERVATIONS, RIGHTS OF WAY, OR RESTRICTIONS, WHICH HAVE NOT BEEN RECORDED OR NOT DISCLOSED BY THE TITLE COMMITMENT OR OTHERWISE UNKNOWN TO THE SURVEYOR. THEREFORE EXCEPTION IS TAKEN TO ANY SUCH ITEMS.

- LEGEND:**
- CL - CENTER LINE
  - C&G - CURB & GUTTER
  - CONC - CONCRETE
  - CLF - CHAIN LINK FENCE
  - DWCB - DOUBLE WING CATCH BASIN
  - DB, PG - DEED BOOK, PAGE
  - GW - GUY WIRE
  - IPF - IRON PIN FOUND
  - TPS - TRON PIN SET (1/2" R/B) WITH A PINK CAP STAMPED CONLS2894
  - LL - LAND LOT
  - LLL - LAND LOT LINE
  - WH - MANHOLE
  - N/F - NOW OR FORMERLY
  - P - POWER LINE
  - P-T - POWER & TELEPHONE LINE
  - PL - PROPERTY LINE
  - PP - POWER POLE
  - PTP - POWER TELEPHONE POLE
  - RB - REBAR
  - R/W - RIGHT OF WAY
  - SW - SIDEWALK
  - SS - SANITARY SEWER LINE
  - SD - STORM DRAIN
  - TP - TELEPHONE POLE
  - WF - WOOD FENCE
  - WM - WATER METER

**SURVEYOR'S CERTIFICATE**

This survey is a retracement of an existing parcel or parcels of land and does not subdivide or create a new parcel or make any changes to any real property boundaries. The recording information of the documents, maps, plats, or other instruments which created the parcel or parcels are stated hereon. RECORDATION OF THIS SURVEY DOES NOT IMPLY APPROVAL OF ANY LOCAL JURISDICTION, AVAILABILITY OF PERMITS, COMPLIANCE WITH LOCAL REGULATIONS OR REQUIREMENTS, OR SUITABILITY FOR ANY USE OR PURPOSE OF THE LAND. Furthermore, the undersigned land surveyor certifies that this plat complies with the minimum technical standards for property surveys in Georgia as set forth in the rules and regulations of the Georgia Board of Registration for Professional Engineers and Land Surveyors and as set forth in O.C.G.A. 15-6-67.

*Robert S. Cleveland*  
Registration No. 2894  
Email: shane\_cleveland@bellsouth.net  
Date: 3/2/2018

N/F  
J. LOWELL FULENWIDER, JR  
(DB 748, PG 124)  
(PB 62, PG 246 - LOT 18)

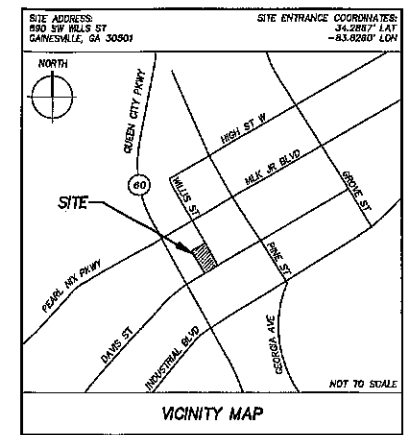
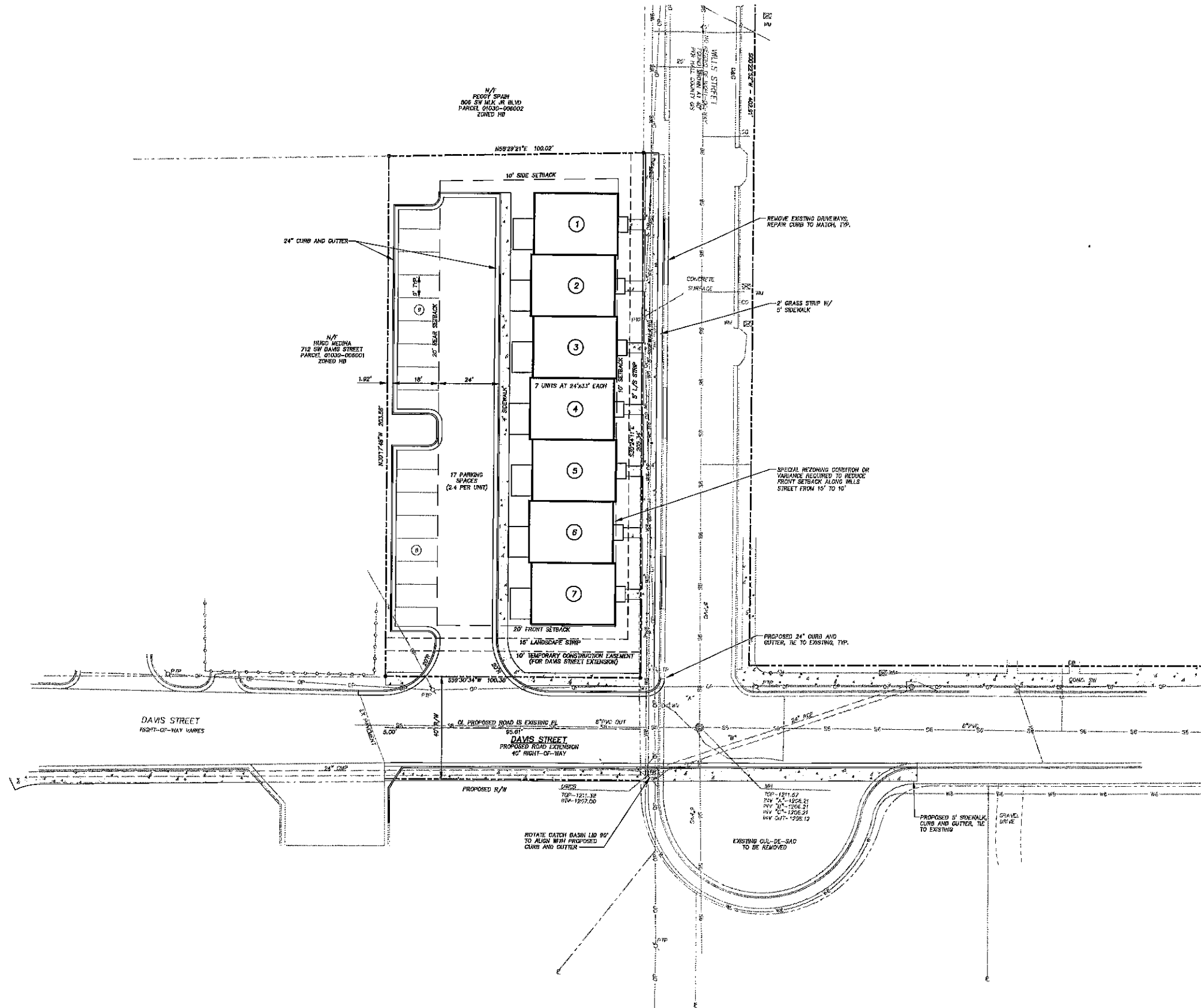
- REFERENCE PLATS:**
1. RIGHT OF WAY DEED FROM DAVIS PINES, LLC TO CITY OF GAINESVILLE, DATED 10-23-2019
  2. TEMPORARY CONSTRUCTION EASEMENT FROM DAVIS PINES, LLC TO CITY OF GAINESVILLE, DATED 10-23-2019
  3. SUBDIVISION PLAT FOR SOUTHWEST NEIGHBORHOOD DEVELOPMENT PROGRAM RECORDED IN PLAT BOOK 62, PAGE 246-247

RETRACEMENT SURVEY FOR:  
**DAVIS PINES, LLC**  
LOCATED IN  
LAND LOT 153, 9TH DISTRICT,  
CITY OF GAINESVILLE,  
HALL COUNTY, GEORGIA

**Cleveland Land Surveying**  
3637 Rocky Ford Terrace, Gainesville, Georgia 30506  
Office (678) 936-6163

|                |               |                |              |
|----------------|---------------|----------------|--------------|
| DRAWN BY: RSC  | SCALE: 1"=20' | GRAPHIC SCALE  | SHEET 1 OF 1 |
| DATE: 3/2/2018 |               | 0' 10' 20' 40' |              |
| PDF: G218018   |               | JOB# G218018   |              |

| DATE        | DESCRIPTION                                                              |
|-------------|--------------------------------------------------------------------------|
| 1. 12/12/19 | REVISED RIGHT OF WAY OF DAVIS STREET AND ADDED TEMPORARY CONST. EASEMENT |
| REVISIONS   |                                                                          |

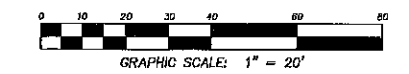


- PROJECT NOTES**
- SITE INFORMATION**
1. THE SUBJECT PROPERTY IS LOCATED IN LAND LOT 153, 9TH DISTRICT OF HALL COUNTY, GEORGIA AND IS WITHIN THE CITY OF GAINESVILLE.
  2. THE TOTAL SITE AREA IS 0.47 ACRES.
  3. THE PROPOSED REZONING IS FROM HB TO R-1 FOR RESIDENTIAL USE.
  4. SURVEY INFORMATION IS PROVIDED BY CLEVELAND LAND SURVEYING, DATED 3/2/16.
  5. THE EXISTING TOPOGRAPHY IS SET TO MEAN SEA LEVEL.
  6. THIS PROPERTY IS NOT LOCATED WITHIN A SPECIAL FLOOD HAZARD ZONE PER FIRM PANEL 131350001T, DATED 8/29/06.
  7. THERE ARE NO WETLANDS OR BUFFERED STATE WATERS ON-SITE.
- UTILITY INFORMATION**
1. FIRE PROTECTION AND POTABLE WATER SERVICES ARE AVAILABLE ON-SITE AND ARE PROVIDED BY THE CITY OF GAINESVILLE.
  2. SANITARY SEWER SERVICE IS AVAILABLE ON-SITE AND IS PROVIDED BY THE CITY OF GAINESVILLE.
  3. AN ON-SITE STORMWATER MANAGEMENT FACILITY IS NOT REQUIRED FOR THIS DEVELOPMENT.

| SITE DIMENSIONAL REQUIREMENTS      |                      |          |
|------------------------------------|----------------------|----------|
| DESCRIPTION                        | R-1 ZONING STANDARDS | PROPOSED |
| MAXIMUM DENSITY (UNITS/ACRE)       | 12                   | 14.88*   |
| MINIMUM LOT SIZE (SQ)              | 7,500                | 20,483   |
| MINIMUM ROAD FRONTAGE (FT)         | 40                   | 305      |
| MINIMUM LOT WIDTH (FT)             | 60                   | 205      |
| MAXIMUM BUILDING COVERAGE (%)      | 35                   | 27       |
| MAXIMUM IMPERVIOUS COVERAGE (%)    | 80                   | 73*      |
| MINIMUM LANDSCAPED OPEN SPACE (%)  | 20                   | 27       |
| FRONT SETBACK (FT)                 | 30                   | 10, 20*  |
| SIDE SETBACK (FT)                  | 10                   | 10       |
| REAR SETBACK (FT)                  | 20                   | 20       |
| BUFFER, ADJUTING R-1-A, R-1 OR N-C | 20                   | N/A      |
| LANDSCAPE STRIP (FT)               | 20                   | 5, 15*   |

\*VARIANCE REQUIRED

- DEVELOPMENT SUMMARY**
1. 7 DWELLING UNITS ARE PROPOSED (14.88 UNITS/ACRE).
  2. EACH PROPOSED UNIT HAS 1,600 SQUARE FEET OF HEATED SPACE AND 4 BEDROOMS.
  3. 17 PARKING SPACES ARE PROPOSED (2.43 SPACES/UNIT).
  4. ALL EXISTING STRUCTURES AND PAVING WILL BE REMOVED.



RDR018  
REZONING  
12/17/19

**DOVETAIL**  
civil design, inc.

3651 Mares Hill Road  
Suite 1800  
Watkinsville, GA 30677  
Office: (678) 726-3300  
Fax: (678) 804-1874  
www.dovetailcivil.com

| DATE                                                        | DESCRIPTION                               |
|-------------------------------------------------------------|-------------------------------------------|
| 12/17/19 <td>REZONING SUBMITTAL TO CITY OF GAINESVILLE</td> | REZONING SUBMITTAL TO CITY OF GAINESVILLE |

**Wills Street Townhomes**

REZONING CONCEPT PLAN

DEVELOPER INFORMATION  
DAVIS JUNE LLC  
PO BOX 898  
GAINESVILLE, GA 30603  
PHONE: (678) 938-7040  
CONTACT: ROBBIE ROBISON

24-HR CONTACT: ROBBIE ROBISON, (678) 938-7040

|                 |                       |
|-----------------|-----------------------|
| PROJECT NUMBER: | RDR018                |
| DATE:           | 12/17/19              |
| ISSUE NUMBER:   | 1                     |
| CHECKED BY:     | ROB                   |
| SHEET TITLE:    | REZONING CONCEPT PLAN |
| SHEET NUMBER:   | RZ-1                  |

OF 1 SHEET







# CITY OF GAINESVILLE

## WORKSESSIONREQUEST

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**Date Submitted:** 2/17/2020

**Presenter:** Abb Hayes

**Item of Business:** **Public Hearing Item: March 3, 2020 Council Meeting**  
Request from **Gainesville Non-Profit Development Foundation** to rezone a 1.07± acre tract located at the southeast and southwest side of the intersection of Davis Street and Wills Street (a/k/a **623, 635, 641 and 645 Davis Street, SW**) from General Business (G-B) and Heavy Industrial (H-I) to Residential-II (R-II). **Ward Number: Three.** Tax Parcel Number(s): 01-030-005-004; 01-030-006-003A; 01-030-007-001. **Request: Four single-family homes.**

**Meeting Date:** 2/27/2020

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### **Purpose of Request:**

To provide an overview of the following zoning request as presented at the February 11, 2020 Planning and Appeals Board Meeting:

The applicant is proposing to rezone the subject property and a portion of the Davis Street cul-de-sac in order to develop four (4) single-family homes. The homes will be part of an overall 5-lot pocket neighborhood called the "Davis Street Cottages" designed to provide affordable housing. The property contains three vacant lots that will be reconfigured into four lots and the proposed homes will range from 1,150 to 1,500 square feet in size with three bedroom and two bathrooms. There is an adjacent lot already zoned R-II which the applicant owns that will be part of the pocket neighborhood. Through a separate but coordinated effort, Davis Street will be reopened / improved to provide access to Queen City Parkway and the Davis Street cul-de-sac will be removed to become part of the proposed development. The subject property is located within the Midtown Overlay Zone and the surrounding properties include single-family homes, Enclave apartments, gas station, three churches and various office warehouse uses.

### **History/Background:**

### **Facts & Issues for Consideration:**

### **Department Recommendation:**

Staff and PAB recommended approval with two conditions. See the PAB Recommendation report for details and excerpts from the meeting minutes.

### **SAMPLE MOTIONS**

Approval of Ordinance 2020- :

I move to approve the ordinance to rezone the subject property from General Business and Heavy Industrial to Residential-II with two conditions as presented.

Denial of the Request:

I move to deny this request.

### **Department Director:**

Rusty Ligon

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**If funding is involved, are funds approved within the current budget?**

N/A

**Amount Requested:**

**Source of Funds:**

## Finance Comments:

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## Administrative Comments:

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### ATTACHMENTS:

| Description              |                                      | Type                 |
|--------------------------|--------------------------------------|----------------------|
| <input type="checkbox"/> | Legal Ad                             | Legal Ad             |
| <input type="checkbox"/> | PAB Recommendation Report            | Report               |
| <input type="checkbox"/> | Proposed Rezoning Ordinance          | Ordinance            |
| <input type="checkbox"/> | Exhibit A - Narrative                | Attachments/Exhibits |
| <input type="checkbox"/> | Exhibit B - Concept Plan             | Attachments/Exhibits |
| <input type="checkbox"/> | Exhibit C - Architectural Renderings | Attachments/Exhibits |
| <input type="checkbox"/> | Location Maps                        | Backup Material      |
| <input type="checkbox"/> | Narrative                            | Backup Material      |
| <input type="checkbox"/> | Survey                               | Backup Material      |
| <input type="checkbox"/> | Site Plan                            | Backup Material      |
| <input type="checkbox"/> | Architectural Renderings             | Backup Material      |



**COMBINED LEGAL AD  
Gainesville Planning and Appeals Board  
Gainesville City Council**

**Publish Sunday, January 26, 2020  
THE TIMES**

**NOTICE OF PLANNING AND APPEALS BOARD PUBLIC HEARING**

Notice is hereby given that the **Gainesville Planning and Appeals Board** will conduct a public hearing on **Tuesday, February 11, 2020 at 5:30 p.m.** in the **Gainesville Justice Center** (Municipal Courtroom at the Public Safety Complex), 701 Queen City Parkway in midtown Gainesville on the following requests:

- 1) Request from **Davis Pine, LLC** to rezone a 0.47± acre tract located at the northwest side of the intersection of Davis Street and Wills Street (a/k/a **890, 892 and 898 Wills Street, SW**) from General Business (G-B) to Residential-II (R-II).  
Ward Number: Three  
Tax Parcel Number(s): 01-030-006-003  
Request: Seven multi-family apartments
- 2) Request from **Gainesville Non-Profit Development Foundation** to rezone a 1.07± acre tract located at the southeast and southwest side of the intersection of Davis Street and Wills Street (a/k/a **623, 635, 641 and 645 Davis Street, SW**) from General Business (G-B) and Heavy Industrial (H-I) to Residential-II (R-II).  
Ward Number: Three  
Tax Parcel Number(s): 01-030-005-004; 01-030-006-003A; 01-030-007-001  
Request: Four single-family homes
- 3) Request from **Palmetto Capital Group** for a special use on a 0.84± acre tract located southwest of the intersection of Dawsonville Highway and Pearl Nix Parkway, across from Lakeshore Drive (a/k/a **150 Pearl Nix Parkway, SW**), having a zoning of Regional Business (R-B).  
Ward Number: Five  
Tax Parcel Number(s): 01-119-003-041A (Part)  
Request: Automotive Care Center

**NOTICE OF PUBLIC HEARING ON PROPOSED AMENDMENTS TO THE  
GAINESVILLE ZONING MAP**

Notice is hereby given that the **Gainesville City Council** will conduct a public hearing on **Tuesday, March 3, 2020 at 5:30 p.m.** in the **Gainesville Justice Center** (Municipal Courtroom at the Public Safety Complex), 701 Queen City Parkway in midtown Gainesville on the following requests:

- 1) Request from **Davis Pine, LLC** to rezone a 0.47± acre tract located at the northwest side of the intersection of Davis Street and Wills Street (a/k/a **890, 892 and 898 Wills Street, SW**) from General Business (G-B) to Residential-II (R-II).  
Ward Number: Three  
Tax Parcel Number(s): 01-030-006-003  
Request: Seven multi-family apartments

- 2) Request from **Gainesville Non-Profit Development Foundation** to rezone a 1.07± acre tract located at the southeast and southwest side of the intersection of Davis Street and Wills Street (a/k/a **623, 635, 641 and 645 Davis Street, SW**) from General Business (G-B) and Heavy Industrial (H-I) to Residential-II (R-II).

Ward Number: Three

Tax Parcel Number(s): 01-030-005-004; 01-030-006-003A; 01-030-007-001

Request: Four single-family homes

- 3) Request from **Palmetto Capital Group** for a special use on a 0.84± acre tract located southwest of the intersection of Dawsonville Highway and Pearl Nix Parkway, across from Lakeshore Drive (a/k/a **150 Pearl Nix Parkway, SW**), having a zoning of Regional Business (R-B).

Ward Number: Five

Tax Parcel Number(s): 01-119-003-041A (Part)

Request: Automotive Care Center

Additional information is available from the Community and Economic Development Department, Planning Division, by calling 770-531-6570.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| NOTE: In accordance with Georgia law, anyone who wishes to express opposition to the proposed zoning action, and has made, within two years immediately preceding the filing of the proposed zoning action, campaign contributions aggregating \$250 or more to a local government official who will consider the application, shall file a disclosure of contribution(s) with the Planning Division at least five (5) days prior to the first reading of the proposed zoning action by the City Council. (OCGA § 36-67A-3 3 {c}) |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

# GAINESVILLE PLANNING and APPEALS BOARD RECOMMENDATION

**Applicant and Property Owner**..... Gainesville Non-Profit Development Foundation

**Location**..... 623, 635, 641 and 645 Davis Street, SW

**Request**..... Rezone from G-B and H-I to R-II

**Size** ..... 1.07± acres

**Ward**..... Three

**Proposed Use**..... Four single-family homes

**Planning Division Staff Recommendation** ..... **Approval, with conditions**

**Planning & Appeals Board Recommendation**..... **Approval, with conditions**

**Date**..... February 11, 2020

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▪ **Applicant's Proposal and Background Information**

The applicant is proposing to rezone the subject property and a portion of the Davis Street cul-de-sac in order to develop four (4) single-family homes. The homes will be part of the overall 5-lot, "Davis Street Cottages" designed to provide affordable housing and sold to income-eligible individuals and families. The Gainesville Non-Profit Development Foundation entered into a development agreement with the City of Gainesville to serve as the developer using the City's Community HOME Investment Program (CHIP) grant funds earmarked for new construction. The subject property is located within the Midtown Overlay Zone.

The subject property contains three vacant lots that will be reconfigured into four lots and the proposed homes will range from 1,150 to 1,500 square feet in size with three bedrooms and two bathrooms. There is an adjacent lot already zoned R-II which the applicant owns that will be part of the pocket neighborhood. Parking will be located to the rear of the homes and two shared driveways will be constructed in order to reduce the number of curb cuts along Davis Street. Through a separate but coordinated effort, Davis Street will be reopened / improved to provide access to Queen City Parkway and the Davis Street cul-de-sac will be removed to become part of the proposed development. Perimeter fencing and a vegetated landscape berm will be installed along the western boundary line and across the rear of the proposed lots. Trash service will be provided by the City of Gainesville.

▪ **Adjacent Land Use and Zoning**

| Location | Use                                                                               | Zoning                 |
|----------|-----------------------------------------------------------------------------------|------------------------|
| North    | Enclave Apartments                                                                | Residential-II (R-II)  |
| South    | Marathon Gas Station, Peach State Fire, Various industrial warehouse buildings    | Heavy Industrial (H-I) |
| East     | Single-family homes                                                               | Residential-II (R-II)  |
| West     | Vacant property, Marathon Gas Station, Medina's Tire Service, La Santaneca Bakery | General Business (G-B) |

- **Other Departmental Comments**

There were no departmental comments regarding this request.

- **Zoning History**

*The following zoning actions have taken place in the immediate area during the last ten years:*

**2020-** A request by the City of Gainesville to rezone a 6.84± acres tract located at 110 and 120 Jesse Jewell Parkway, SE; 525 Bradford Street, SE; 111 College Avenue, SE from Planned Unit Development (P-U-D) and General Business (G-B) to Planned Unit Development (P-U-D) was approved with conditions for a mixed-use development.

**2020-** A request by the City of Gainesville to rezone a 4.1± acres tract located at 610 and 622 Main Street, SW; 605 Grove Street, SW from Light Industrial (L-I) to Planned Unit Development (P-U-D) was approved with conditions for a mixed-use development.

**2019-** A request by Christopher Wimberly to rezone 0.31± acres located at 315 Summit Street, SE from Residential-II (R-II) to General Business (G-B) was approved with conditions for a funeral home.

**2016-** A request by the Gainesville Housing Authority to rezone 11.671± acres located at 233, 240, 315, and 323 Atlanta Street; 207, 209, 221, 223 and 229 Summit Street from Residential-II (R-II), Neighborhood Business (N-B) and General Business (G-B) to Planned Unit Development (P-U-D) was approved with conditions for multi-family apartments.

**2014-** A request by Pap Datta to rezone 1.04± acres with a special use located at 510, 514 and 520 Maple Street from General Business (G-B) to Light Industrial (L-I) was approved with conditions for a micro-brewery.

**2014-** A request by Mercy Housing to rezone a 2.2± acres tract located at 620 and 628 Gordon Avenue, SW; 0, 602 and 612 Longstreet Avenue, SW; 627 Queen City Parkway, SW; 504, 512, 514, 520 and 528 Banks Street, SW from Residential-II (R-II), Office and Institutional (O-I), General Business (G-B) and Heavy Industrial (H-I) to Planned Unit Development (P-U-D) was approved with conditions for 90 multi-family low-income housing units but the request was withdrawn at City Council second reading.

- **Staff Analysis**

**(1) Is the proposed use suitable in view of the zoning and development of adjacent and nearby property?**

The adjacent and nearby property consists of a mixture of residential, commercial and industrial zoned properties. The proposed single-family homes are of similar scale and will compliment the adjacent and nearby residential properties. The proposal appears suitable based on recent development in the Midtown Area and will provide for additional housing opportunities within the Midtown area.

**(2) Will the proposed use adversely affect the existing use or usability of adjacent or nearby property?**

The proposed single-family homes should not adversely affect the adjacent or nearby property. The proposal will provide for additional housing needs that will enhance the surrounding property and will rejuvenate an otherwise abandoned tract of land.

**(3) Is the proposed use compatible with the purpose and intent of the Comprehensive Plan?**

The Gainesville Future Development Map places the subject property within the *Mixed-Use Midtown* land use category. This category includes areas to be developed in accordance with the Midtown Redevelopment Plan which allows for a mixture of land uses including office, neighborhood retail, and residential.

According to the Character Area map for the City of Gainesville, the subject property is located within the *Central Core* Character Area specifically within the *Downtown/Midtown* subarea. The vision for this area should strive for additional office and housing to provide a more sustainable mix of uses. Recent public improvements to Midtown including the Midtown Greenway and the Jesse Jewell pedestrian bridge have begun a long-term transition to more diverse land uses including a mixed-use core along Main and Bradford streets; flanking multi-family (ideally mixed-income) housing; a multi-modal transportation node at the Amtrak station; and an office / conference / hospitality extension of Downtown across Jesse Jewell Parkway. In addition, mixed-income high quality multi-family housing development should be targeted to take advantage of the open space investment made in the Midtown Greenway and related parks. Land uses supported in the Midtown subarea include mixed-use, multi-family residential, commercial, public / institutional, and transportation / communications / utilities.

**(4) Are there substantial reasons why the property cannot or should not be used as currently zoned?**

The Midtown Overlay Zone allows for single-family homes regardless of the zoning. It is the desire to rezone the property from General Business (G-B) and Heavy Industrial (H-I) to Residential-II (R-II) to better match the proposed use and to be consistent with the adjacent R-II zoned property owned by the applicant. If approved, the property will be effectively downzoned to a less aggressive zoning district that will better support recent redevelopment efforts within the Midtown area.

**(5) Will the proposed use cause an excessive or burdensome use of public facilities or services, including but not limited to streets, schools, water or sewer utilities, and police or fire protection?**

The proposed single-family homes should not cause an excessive or burdensome use of public facilities or services. The development proposes to utilize City water and sewer services of which are sufficient to serve the property.

Existing public safety services already respond to the adjacent and nearby properties. Gainesville Fire Station #1 is located 0.36± miles from the property.

The proposed development will have minimal impact on the surrounding road network. The applicant proposes access from the closed portion of Davis Street which will be reopened to provide direct access to Queen City Parkway. According to the Institute of Transportation Engineers (ITE) Trip Generation Handbook (9th Edition), the proposed use at build out could generate on average approximately 47± new trips per weekday, 4 A.M. and 5 P.M. peak hour trips.

The projected number of new students that may attend public schools within the proposed development is unknown at this time. City school bus service is currently provided to the adjacent single-family homes and the Enclave apartments.

**(6) Is the proposed use supported by new or changing conditions not anticipated by the Comprehensive Plan or reflected in the existing zoning on the property or surrounding properties?**



The property is located within the Midtown Overlay Zone which was established in 2005 with the intent to set higher standards for the appearance and functionality of the land uses. It is also intended to encourage mixed-use development and the creation of more housing, employment, and recreational opportunities originally identified within the *The Renaissance of Midtown Gainesville Redevelopment Plan* created in 2001. It is expected that the strategic public investment that has occurred within the Midtown area will continue to encourage further investment as desired by the applicant.

**(7) Does the proposed use reflect a reasonable balance between the promotion of the public health, safety, morality, or general welfare and the right to unrestricted use of property?**

Based on the Comprehensive Plan and the adjacent mixture of uses, it appears the proposal reflects a reasonable balance between the promotion of the public health, safety, morality, or general welfare and the right to unrestricted use of property, with the proposed zoning conditions.

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▪ **Staff Recommendation**

The Planning Division staff is recommending **conditional approval** of this rezoning request with a zoning of **Residential-II (R-II)** based on the Comprehensive Land Use Plan and the mixture of residential and non-residential uses.

**Conditions**

1. The development standards within the applicant's narrative, concept plan and architectural renderings shall be made part of the zoning ordinance, and shall be subject to the Community & Economic Development Director approval.
2. All access point design for the subject property shall require review and approval by the Gainesville Public Works Director.

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**Excerpts from the February 11, 2020 PAB Meeting Minutes**

**Applicant Presentation:** Mr. Tate stated construction should begin early spring. Chairman Carter stated that Mr. Tate is not only handling the staff report but also sharing on behalf of Gainesville Non-Profit Development Foundation.

**FAVOR:** None

**OPPOSE:** None

**Planning and Appeals Board Comments:** None

There was a motion to recommend conditional approval of the request to rezone the subject property from General Business (G-B) and Heavy Industrial (H-I) to Residential-II (R-II) zoning as presented with the following conditions:

**Conditions**

1. The development standards within the applicant's narrative, concept plan and architectural renderings shall be made part of the zoning ordinance, and shall be subject to the Community & Economic Development Director approval.

2. **All access point design for the subject property shall require review and approval by the Gainesville Public Works Director.**

Motion made by Board Member White

Motion seconded by Board Member Delgado

**Vote – 6 favor, 1 absent (Thompson)**

Passed: \_\_\_\_\_

**AN ORDINANCE**

**No. 2020-**

**AN ORDINANCE AMENDING THE ZONING MAP OF THE CITY OF GAINESVILLE, GEORGIA, BY CHANGING THE ZONING ON A 1.07± ACRES TRACT LOCATED AT THE SOUTHEAST AND SOUTHWEST SIDE OF THE INTERSECTION OF DAVIS STREET AND WILLS STREET (A/K/A 623, 635, 641 AND 645 DAVIS STREET, SW) FROM GENERAL BUSINESS (G-B) AND HEAVY INDUSTRIAL (H-I) TO RESIDENTIAL-II, WITH CONDITIONS (R-II-c); REPEALING CONFLICTING ORDINANCES; TO PROVIDE FOR SEVERABILITY; TO PROVIDE FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.**

**BE IT HEREBY ORDAINED BY THE GOVERNING BODY OF THE CITY OF GAINESVILLE, GEORGIA, AS FOLLOWS:**

**SECTION I.**

That from and after the passage of this Ordinance the following described lands shall be zoned and so designated on the Zoning Map of the City of Gainesville as **Residential-II, with conditions (R-II-c)**:

**Conditions**

- 1. The development standards within the applicant's narrative, concept plan and architectural renderings shall be made part of the zoning ordinance, and shall be subject to the Community & Economic Development Director approval.**
- 2. All access point design for the subject property shall require review and approval by the Gainesville Public Works Director.**

**Legal Description**

**Tract A**

All that tract or parcel of land being Lot 18 of southwest Neighborhood Development Program, and lying in Land Lot 153, 9<sup>th</sup> district, City of Gainesville, and being more particularly described as follows:

Commencing at the centerline of a cul-de-sac at the intersection of Davis Street with Wills Street; thence South 85°42'16" West, 56.09 feet to an Iron Pin found (1/2" rebar) on the South right of way of Davis Street (right of way varies), and being the **POINT OF BEGINNING**; thence along the South right of way of Davis Street the following courses and distances South 31°14'04" East, 25.41 feet to a point; thence 24.97 feet along a curve to the left, said curve having a chord of South 45°32'24" East 24.71 feet and a radius of 50.00 feet to an Iron Pin set (1/2" rebar with a yellow cap stamped "Rochester-000484"); thence leaving the South right of way of Davis Street, and along the property now or formerly of J. Lowell Fulenwider, Jr. South 08°08'59" West, 163.30 feet to an Iron Pin set (1/2" rebar with a yellow cap stamped "Rochester-000484"); thence along the property now or formerly of K03 – 937 Queen City

## ORDINANCE NO. 2020-

Parkway, LLC North 30°25'15" West, 176.85 feet to an Iron Pin set (1/2" rebar with a yellow cap stamped "Rochester-000484"); thence along the property now or formerly of Larry Holcomb Family Properties, LLP North 59°31'34" East, 95.01 feet to the **POINT OF BEGINNING**.

Said tract contains 0.258 acres or 11,239 square feet.

### **Tract B**

All that tract or parcel of land being a portion of Lot 19 of southwest Neighborhood Development Program, and lying in Land Lot 153, 9<sup>th</sup> District, City of Gainesville, and being more particularly described as follows:

Commencing at the centerline of a cul-de-sac at the intersection of Davis Street with Wills Street; thence South 85°42'16" West, 56.09 feet to a point on the South right of way of Davis Street (right of way varies); thence along the South right of way of Davis Street the following courses and distances South 31°14'04" East, 25.41 feet to a point; thence 24.97 feet along a curve to the left, said curve having a chord of South 45°32'24" East 24.71 feet and a radius of 50.00 feet to an Iron Pin set (1/2" rebar with a yellow cap stamped "Rochester-000484"), and being the **POINT OF BEGINNING**; thence continuing along the South right of way of Davis Street 26.17 feet along a curve to the left, said curve having a chord of South 74°50'27" East 25.87 feet and a radius of 50.00 to an Iron Pin found (1/2" rebar disturbed); thence leaving the South right of way of Davis Street, and along the property now or formerly of E.K. Martin, Sr. Properties, LLC the following courses and distances South 30°19'22" East, 143.41 feet to an Iron Pin found (1/4" rod); thence South 30°19'22" East, 3.04 feet to an Iron Pin set (1/2" rebar with a yellow cap stamped "Rochester-000484"); thence along the property now or formerly of Lowell Fulenwider, Jr. South 58°15'45" West, 119.70 feet to an Iron Pin set (1/2" rebar with a yellow cap stamped "Rochester-000484"); thence along the property now or formerly of K03 – 937 Queen City Parkway, LLC North 30°25'15" West, 40.00 feet to an Iron Pin set (1/2" rebar with a yellow cap stamped "Rochester-000484"); thence along the property now or formerly of J. Lowell Fullenwider, Jr. North 08°08'59" East, 163.30 feet to the **POINT OF BEGINNING**.

Said tract contains 0.304 acres, or 13,228 square feet.

### **Tract C**

All that tract or parcel of land being Lot 20, and a portion of Lot 19 of southwest Neighborhood Development Program, and lying in Land Lot 153, 9<sup>th</sup> District, City of Gainesville, and being more particularly described as follows:

Commencing at the centerline of a cul-de-sac at the intersection of Davis Street with Wills Street; thence South 85°42'16" West, 56.09 feet to a point on the South right of way of Davis Street (right of way varies); thence along the South right of way of Davis Street the following courses and distances South 31°14'04" East, 25.41 feet to a point; thence 24.97 feet along a curve to the left, said curve having a chord of South 45°32'24" East 24.71 feet and a radius of 50.00 feet to a point; thence 26.17 feet along a curve to the left, said curve having a chord of South 74°50'27" East 25.87 feet and a radius of 50.00 to an Iron Pin found (1/2" rebar disturbed), and being the **POINT OF BEGINNING**; thence continuing along the South right of way of Davis Street the following courses and distances 93.73 feet along a curve to the left, said curve having a chord of North 36°27'41" East 80.60 feet and a radius of 50.00; thence 20.03 feet along a curve to the right, said curve having a chord of North 21°01'22" East 18.58 feet and a radius of 15.00 feet to a point; thence North 59°17'11" East, 25.88 feet to an Iron Pin found (1/2" rebar); thence leaving the South right of way of Davis Street, and along the property now or formerly of Maribon, LLC South 30°18'53" East, 186.79 feet to an Iron Pin found with an orange cap; thence along the property now or formerly of Mary Jane Bergin South 58°05'32" West, 34.41 feet to an Iron Pin found (2" open top); thence along the property now or formerly of

## **ORDINANCE NO. 2020-**

E.K. Martin, Sr. Properties, LLC South 60°14'05" West, 80.04 feet to an Iron Pin found (1/4" rod); thence along the property now or formerly of J. Lowell Fulenwider, Jr. North 30°19'22" West, 143.41 feet to the **POINT OF BEGINNING**.

Said tract contains 0.418 acres, or 18,190 square feet.

### **ROW**

All that tract or parcel of land lying and being in Land Lot 153, 9<sup>th</sup> District, City of Gainesville, Hall County, Georgia, and being more particularly described as follows:

Beginning at an Iron Pin set (1/2" rebar with a yellow cap stamped "Rochester, Isf 000484") at the intersection of the West right of way of Wills Street (right of way varies) with the South right of way of Davis Street (right of way varies), and has a state plane coordinate (Georgia west zone) of North-1559522.27, East 2399534.33; thence along the new South right of way of Davis Street North 59°28'18" East, 110.96 feet to a point on the existing right of way of Davis Street; thence along the existing right of way of Davis Street the following courses and distances 17.77 feet along a curve to the left, said curve having a chord of South 16°41'33" West 16.75 feet and a radius of 15.00 feet to a point; thence 144.87 feet along a curve to the right, said curve having a chord of South 65°45'44" West 99.26 feet and a radius of 50.00 feet to a point; thence North 31°14'04" West, 0.50 feet to the **POINT OF BEGINNING**.

Said tract contains 0.091 acres, or 3,945 square feet.

### **SECTION II.**

All Ordinances and parts of Ordinances in conflict herewith are hereby repealed.

### **SECTION III.**

If any portion of this Ordinance shall be held to be invalid or unconstitutional, such invalidity or unconstitutionality shall not affect or impair the remaining portions unless it clearly appears that such other parts are wholly and necessarily dependent upon the part held to be invalid or unconstitutional.

### **SECTION IV.**

This Ordinance is enacted as an amendment to the Code of the City of Gainesville, Georgia, and is to be codified as a part of Section 9-1-1-5.

### **SECTION V.**

The effective date of this Ordinance shall be upon approval by the governing body of the City of Gainesville, Georgia.

**ORDINANCE NO. 2020-**

**C. Danny Dunagan, Jr., Mayor**

This is to certify that I am City Clerk of the City of Gainesville. As such, I keep its official records, including its minutes. In that capacity, my signature below certifies this ordinance was adopted as stated and will be recorded in the official minutes.

**ATTEST:**

---

**Denise O. Jordan, City Clerk**



# Exhibit A - Narrative



Gainesville, Nonprofit Development Foundation, Inc.

## **“DAVIS STREET COTTAGES”**

### **WRITTEN NARRATIVE REZONING APPLICATION 635-645 DAVIS STREET, SW**

#### **Applicant/Owner Background**

The Gainesville Nonprofit Development Foundation, Inc. (GNDF) purchased property located at 617, 635, 641 and 645 Davis Street, SW in June 2017 for the purpose of creating affordable housing opportunities and meeting priorities identified in the City’s HUD Consolidated Housing Plan. The GNDF was established by the City in 1970, to oversee land purchasing and housing development. Governed by a seven-member board appointed by the Mayor and Council, GNDF strives “to eliminate slums, combat community deterioration, secure adequate housing, purchase land and/or develop land, and improve the living conditions in the City of Gainesville”. Since 1970, the GNDF has developed five subdivisions to assist existing and potential homeowners and has rehabilitated over 75 housing units. GNDF also provides low-interest loans for housing repairs to eligible homeowners who are unable to secure a bank loan.

#### **Existing Conditions**

The Davis Street property purchased by the GNDF is comprised of four (4) tracts, totaling approximately 1.247 acres. Property located at 617 Davis Street is zoned Residential-II (R-II) and currently is vacant of any structures. The remaining three tracts – 635, 641 and 645 Davis Street – consist of approximately 0.98 acres of vacant land. These three tracts are zoned Heavy Industrial (H-I) and are adjacent to a mix of single- and multi-family residential dwellings and heavy commercial businesses and office. More specifically, the subject tract sits across the street from the Enclave townhome-style apartments that front Davis, Wills and Pine Streets and Martin Luther King, Jr. Boulevard. Adjacent properties to the south and west contain a mix of retail businesses, a gas station and convenience store, and business with offices and loading/storage bays.

#### **Proposed Development**

The GNDF intends to develop the “Davis Street Cottages” as a five-lot pocket neighborhood with single-family homes for homeownership. GNDF entered into a development agreement with the City of Gainesville to serve as the developer using the City’s HOME/CHIP grant funds earmarked for new construction. The homes will be sold to income-eligible individuals and families per the grant program guidelines.

GNDF is requesting to rezone the subject three tracts (635, 641 and 645 Davis Street) from H-I to R-II for the following reasons:

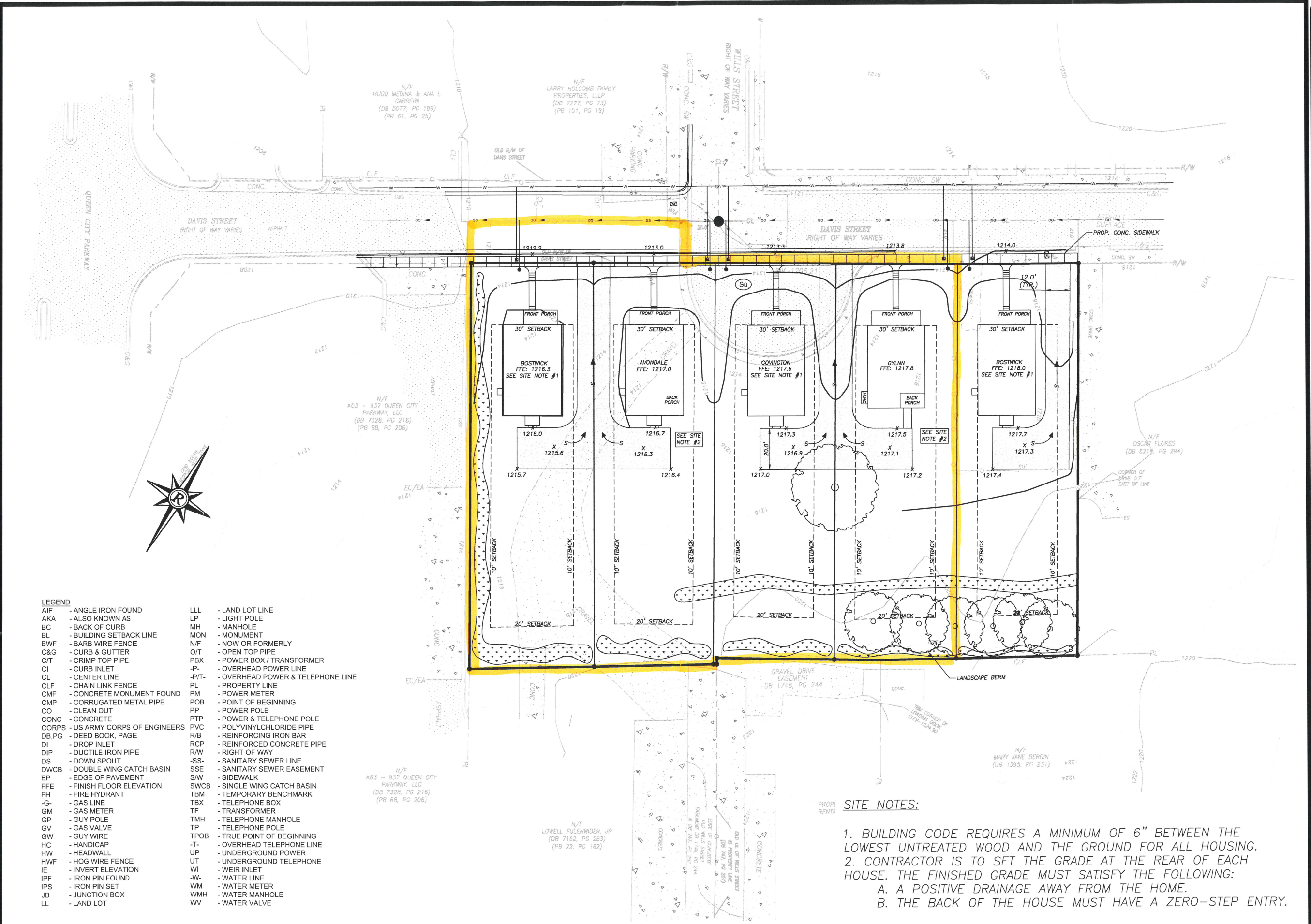
- 1.) Bring all tracts in the proposed “Davis Street Cottages” pocket neighborhood under the same zoning;
- 2.) Have a zoning classification that matches the intended use as single-family residential homes and protects the pocket neighborhood from potentially incompatible new construction or redevelopment on adjacent properties; and
- 3.) Minimize confusion, inconsistencies or discrepancies in the future as to how the subject property can be used in the future.

The proposed homes will be on slabs and will consist of a three-bedroom, two-bathroom floorplan. Homes will range between 1,150- to 1,500-square feet in size. They will be constructed to comply with grant program requirements, including universal design standards and zero-step entry access points. Shared access/driveway easements will be obtained and recorded prior to closing on the sale of the homes. Existing utility easements will be maintained or adjusted as required by the utility provider(s).

Additionally, perimeter fencing and vegetated landscape berm will be installed along the western boundary line and across the rear of the proposed lots. The landscape berm will be comprised of a mix of flowering trees, evergreens and deciduous shade trees as well as various grasses and shrubs.

Through a separate but coordinated effort, Davis Street will be reopened and improved. The partial cul-de-sac shown on the survey will be removed, with a portion becoming part of the proposed “Davis Street Cottages” pocket neighborhood and the remaining section being improved as part of the reopening of Davis Street.

Exhibit B - Concept Plan



**Rochester & Associates, Inc.**  
425 Oak Street N.W. • Gainesville, Georgia 30501  
(770)718.0600 (770)718.9090 Fax • www.rochester-assoc.com

SITE/GRADING/UTILITIES PLAN  
FOR:  
**CITY OF GAINESVILLE**  
LOCATED IN:  
LAND LOT 153, DISTRICT 9  
CITY OF GAINESVILLE  
FL 32601

| NO. | DATE | DESCRIPTION |
|-----|------|-------------|
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ANY CHANGES OR ALTERATIONS MADE TO THESE DRAWINGS SHALL BE THE RESPONSIBILITY OF THE CLIENT. THE CLIENT SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES. THE CLIENT SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES. THE CLIENT SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES.

SHEET 1 OF 1  
DATE: 09/24/19  
SCALE: 1"=20'  
JOB NO.: 0218007.dwg  
DRAWN BY: ARJ



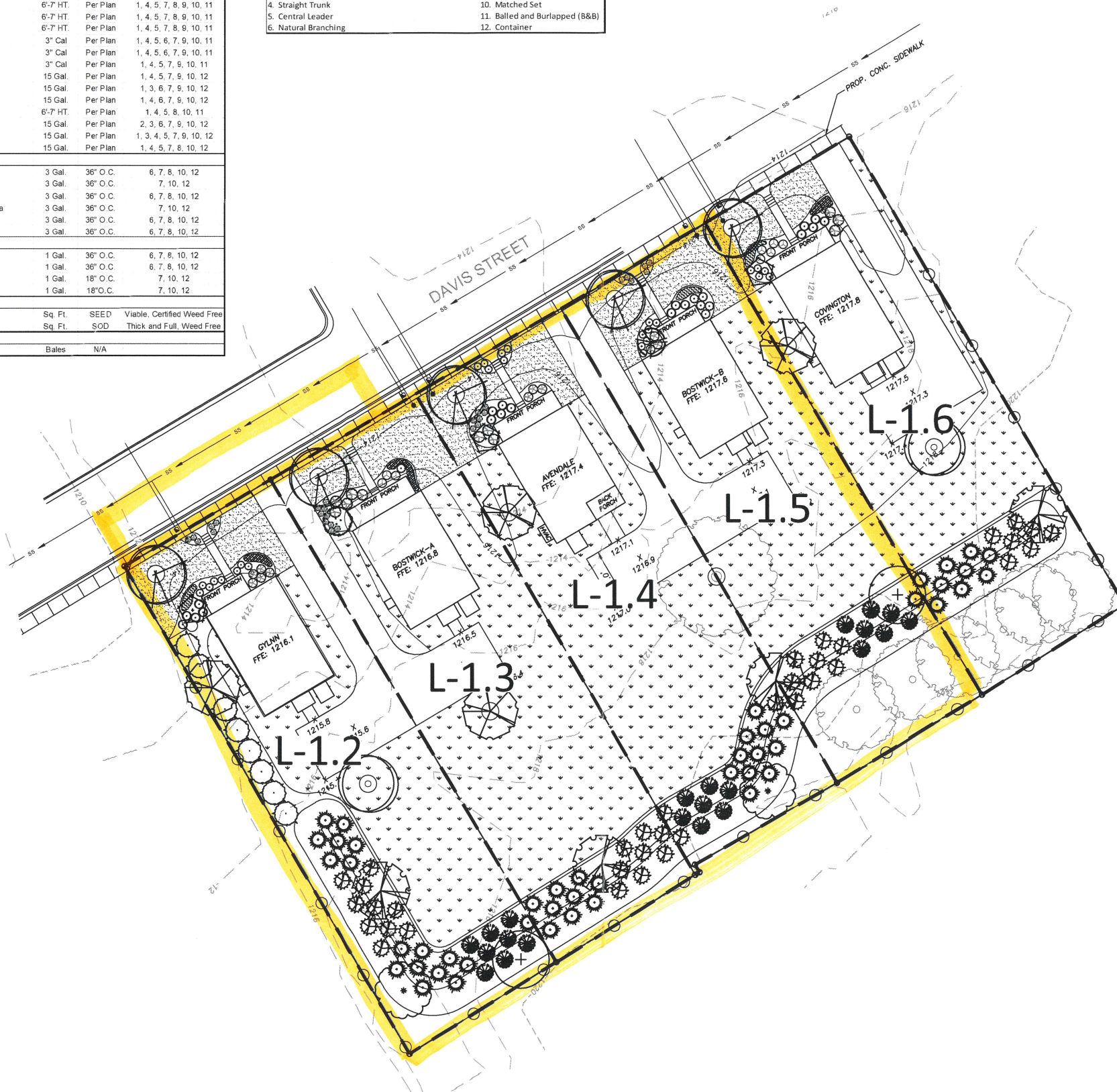
Landscape Plan Plant Schedule:

| QTY              | BOTANICAL NAME                         | COMMON NAME              | SIZE      | SPACING  | REMARKS                     |
|------------------|----------------------------------------|--------------------------|-----------|----------|-----------------------------|
| TREES            |                                        |                          |           |          |                             |
| 1                | Lagerstroemia 'New Snow'               | New Snow Crape Myrtle    | 6'-7' HT. | Per Plan | 1, 4, 5, 7, 8, 9, 10, 11    |
| 3                | Lagerstroemia 'Catawba'                | Catawba Crape Myrtle     | 6'-7' HT. | Per Plan | 1, 4, 5, 7, 8, 9, 10, 11    |
| 1                | Lagerstroemia 'Sioux'                  | Sioux Crape Myrtle       | 6'-7' HT. | Per Plan | 1, 4, 5, 7, 8, 9, 10, 11    |
| 2                | Quercus texana                         | Nuttall Oak              | 3" Cal    | Per Plan | 1, 4, 5, 6, 7, 9, 10, 11    |
| 4                | Quercus phellos                        | Willow Oak               | 3" Cal    | Per Plan | 1, 4, 5, 6, 7, 9, 10, 11    |
| 5                | Acer rubrum 'October Glory'            | October Glory Red Maple  | 3" Cal    | Per Plan | 1, 4, 5, 7, 9, 10, 11       |
| 4                | Acer rubrum                            | Red Maple                | 15 Gal.   | Per Plan | 1, 4, 5, 7, 9, 10, 12       |
| 2                | Liquidambar styraciflua                | Sweetgum                 | 15 Gal.   | Per Plan | 1, 3, 6, 7, 9, 10, 12       |
| 2                | Liriodendron tulipifera                | Tulip Poplar             | 15 Gal.   | Per Plan | 1, 4, 6, 7, 9, 10, 12       |
| 8                | Ilex x 'Cona'                          | Oakleaf Holly            | 6'-7' HT. | Per Plan | 1, 4, 5, 8, 10, 11          |
| 22               | Prunus laurocerasus                    | Cherry Laurel            | 15 Gal.   | Per Plan | 2, 3, 6, 7, 9, 10, 12       |
| 47               | Ilex x attenuata 'Savannah'            | Savannah Holly           | 15 Gal.   | Per Plan | 1, 3, 4, 5, 7, 9, 10, 12    |
| 36               | Juniperus virginiana 'Brodie'          | Brodie Cedar             | 15 Gal.   | Per Plan | 1, 4, 5, 7, 8, 10, 12       |
| SHRUBS & GRASSES |                                        |                          |           |          |                             |
| 19               | Gardenia jasminoides 'Radicans'        | Gardenia Radicans        | 3 Gal.    | 36" O.C. | 6, 7, 8, 10, 12             |
| 8                | Azalea x 'Red Ruffles'                 | Red Ruffles Azalea       | 3 Gal.    | 36" O.C. | 7, 10, 12                   |
| 11               | Distylium 'Vintage Jade'               | Vintage Jade Distylium   | 3 Gal.    | 36" O.C. | 6, 7, 8, 10, 12             |
| 6                | Hydrangea macrophylla 'Endless Summer' | Endless Summer Hydrangea | 3 Gal.    | 36" O.C. | 7, 10, 12                   |
| 18               | Ilex cornuta 'Carissa'                 | Carissa Holly            | 3 Gal.    | 36" O.C. | 6, 7, 8, 10, 12             |
| 11               | Ilex vomitoria 'Shillings Dwarf'       | Dwarf Yaupon Holly       | 3 Gal.    | 36" O.C. | 6, 7, 8, 10, 12             |
| GROUND COVER     |                                        |                          |           |          |                             |
| 28               | Rosa 'Meidiflora'                      | Coral Drift Rose         | 1 Gal.    | 36" O.C. | 6, 7, 8, 10, 12             |
| 7                | Azalea x 'Gumpo White'                 | White Gumpo Azalea       | 1 Gal.    | 36" O.C. | 6, 7, 8, 10, 12             |
| 33               | Carex oshimensis 'Evercolor'           | Evercolor Sedge          | 1 Gal.    | 18" O.C. | 7, 10, 12                   |
| 37               | Liriope muscari 'Big Blue'             | Big Blue Liriope         | 1 Gal.    | 18" O.C. | 7, 10, 12                   |
| TURF             |                                        |                          |           |          |                             |
| 23,015           | Eremochloa ophiuroides 'TifBlair'      | TifBlair Centipede       | Sq. Ft.   | SEED     | Viable, Certified Weed Free |
| 5,003            | Eremochloa ophiuroides 'TifBlair'      | TifBlair Centipede       | Sq. Ft.   | SOD      | Thick and Full, Weed Free   |
| MULCH            |                                        |                          |           |          |                             |
| 425              | Pine Straw                             |                          | Bales     | N/A      |                             |

ALL DISTURBED AREAS SHALL BE STABILIZED WITH PERMANENT GRASS SEED VEGETATION. CONTRACTOR TO CONFIRM DISTURBED LIMITS AND FINAL GRASS SEED QUANTITY. SEE SHEET L-1.0 FOR INSTALLATION NOTES.

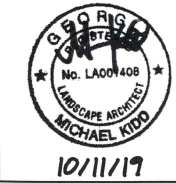
Remarks

1. Single Trunk
2. Multi-Trunk, 3-5 canes, 1" min./cane
3. Tree Form / Standard
4. Straight Trunk
5. Central Leader
6. Natural Branching
7. Full Canopy / Head
8. Full to Ground
9. Specimen
10. Matched Set
11. Balled and Burlapped (B&B)
12. Container



3469 Lawrenceville Highway  
Suite 204  
Tucker, Georgia 30084  
(404) 895-2253  
www.RootDesignStudio.com

Seal:



Date: 10.11.19  
Project No: 2019-041  
Drawn By: PS  
Checked By: MK

**Davis Street Cottages**  
Gainesville, Georgia  
City of Gainesville, Community Development  
311 Henry Ward Way  
Gainesville, GA 30503

Revisions:

| NO. | DATE | DESCRIPTION |
|-----|------|-------------|
|     |      |             |
|     |      |             |
|     |      |             |
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Sheet Title:

Landscape Plan

Sheet No:

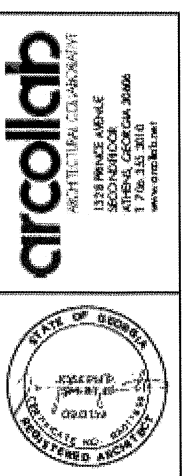
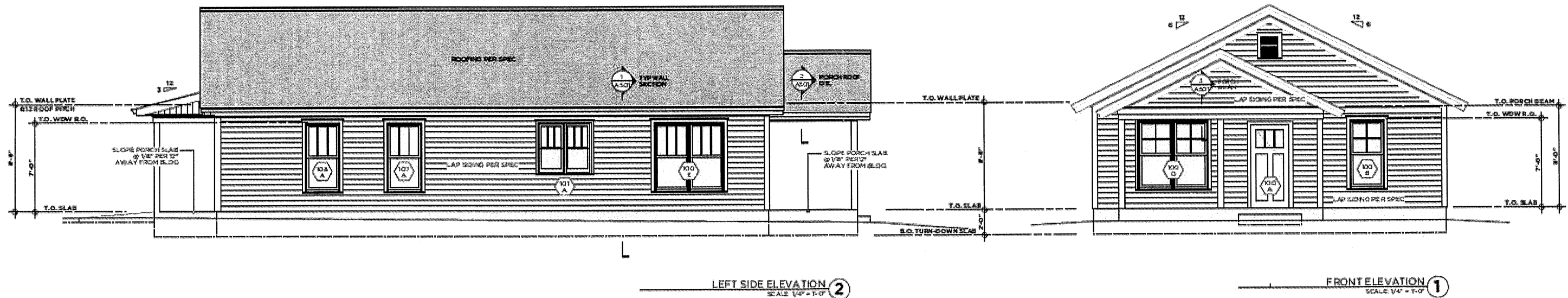
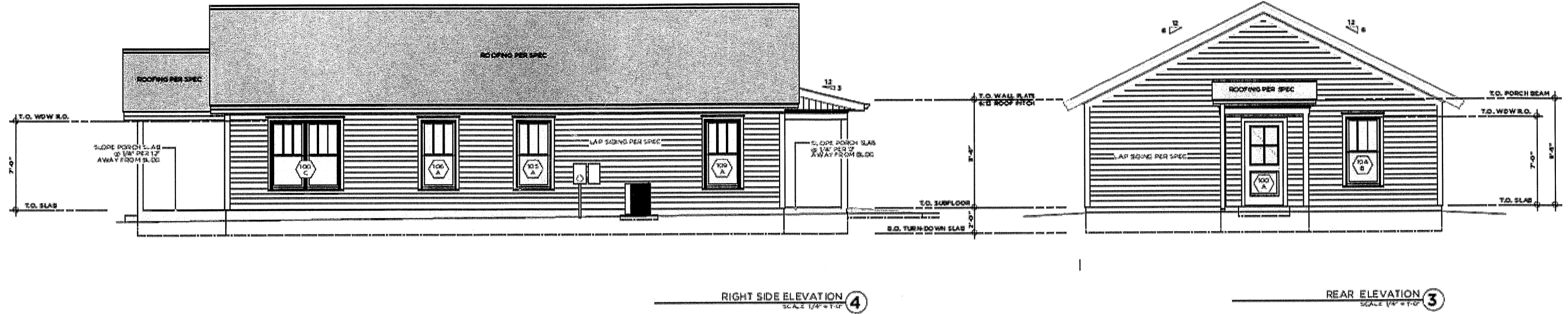
L-1.1



Know what's below.  
Call before you dig.

0 10' 20' 40' 60'  
SCALE: 1" = 20'  
RELEASED FOR CONSTRUCTION

# Exhibit C - Architectural Renderings

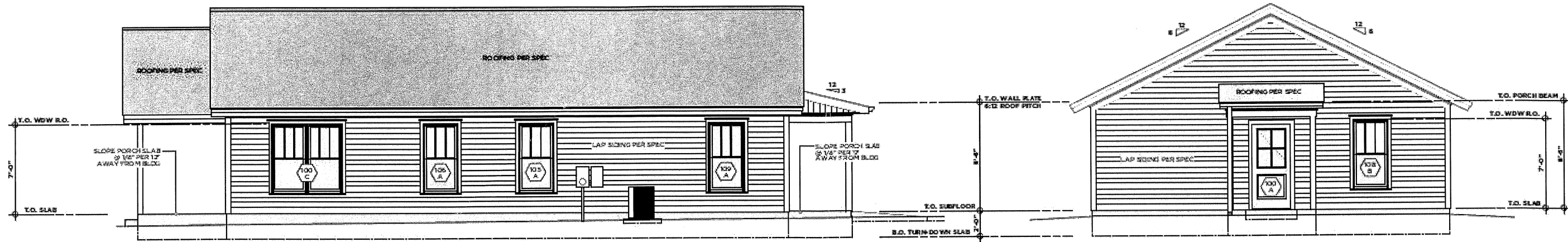


PROJECT:  
DAVIS STREET DEVELOPMENT  
617-615-6111-645 DAVIS STREET  
GAINESVILLE, GEORGIA 30601

TITLE:  
REVISIONS: ROOMING C

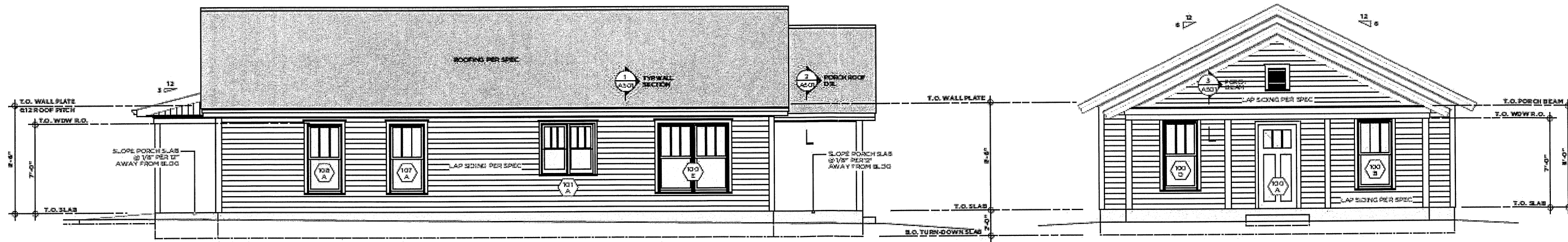
A-402  
DATE OF FIRST ISSUE:





RIGHT SIDE ELEVATION ④  
SCALE 1/4" = 1'-0"

REAR ELEVATION ③  
SCALE 1/4" = 1'-0"



LEFT SIDE ELEVATION ②  
SCALE 1/4" = 1'-0"

FRONT ELEVATION ①  
SCALE 1/4" = 1'-0"

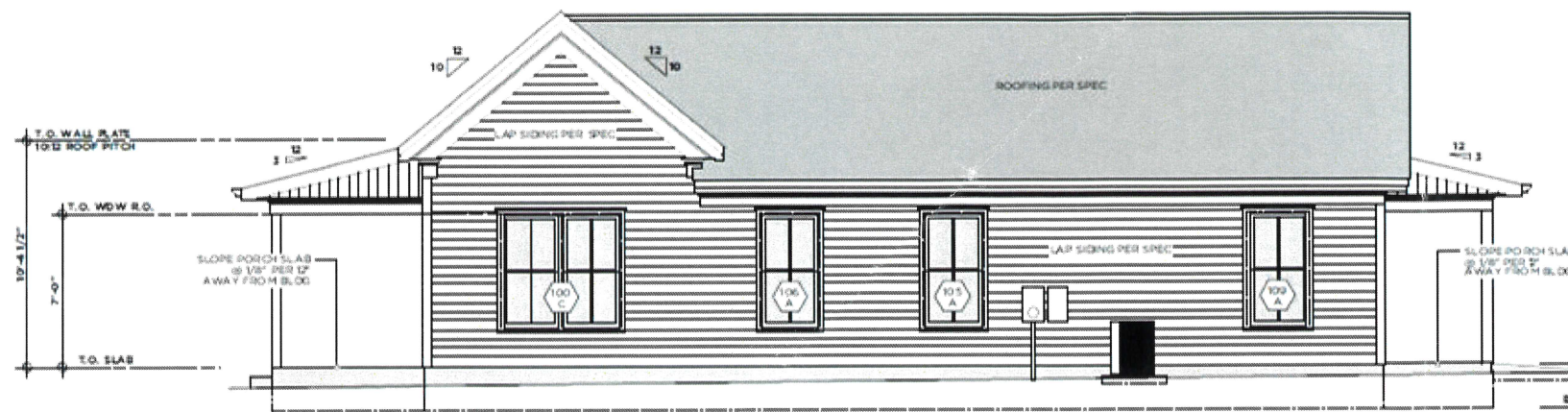
**arcollab**  
ARCHITECTURAL CONSULTANTS  
1525 PRINCE AVENUE  
SUITE 200  
ATLANTA, GEORGIA 30309  
TEL: 404.525.9010  
www.arcollab.net

STATE OF GEORGIA  
JOSEPH B. BROWN, III  
REGISTERED ARCHITECT

PROJECT:  
DAYS STREET DEVELOPMENT  
6743.15 S.W. 14th AVE. DAYS STREET  
GAINESVILLE, GEORGIA 30601

TITLE:  
REVISIONS MOORELINE

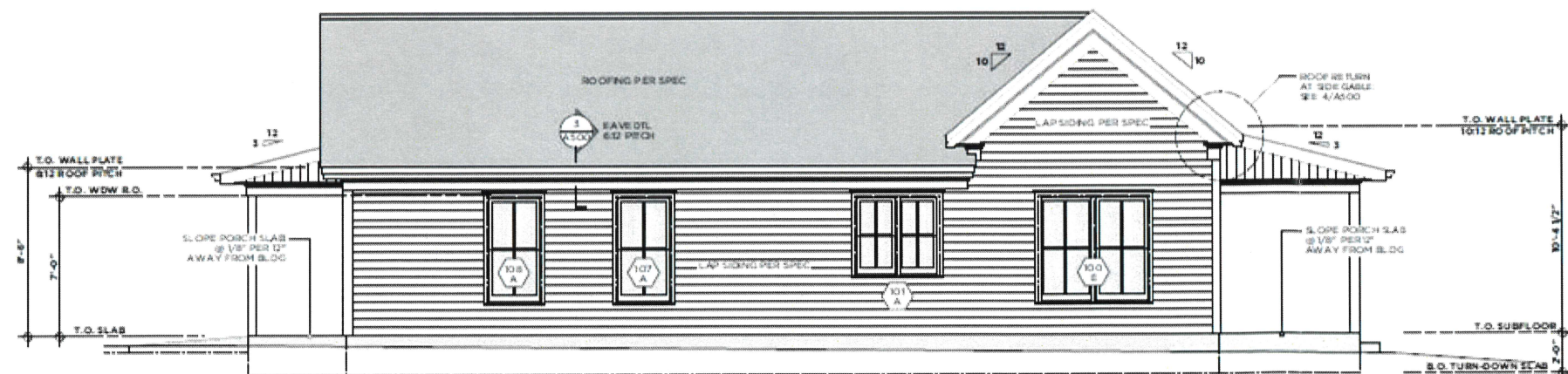




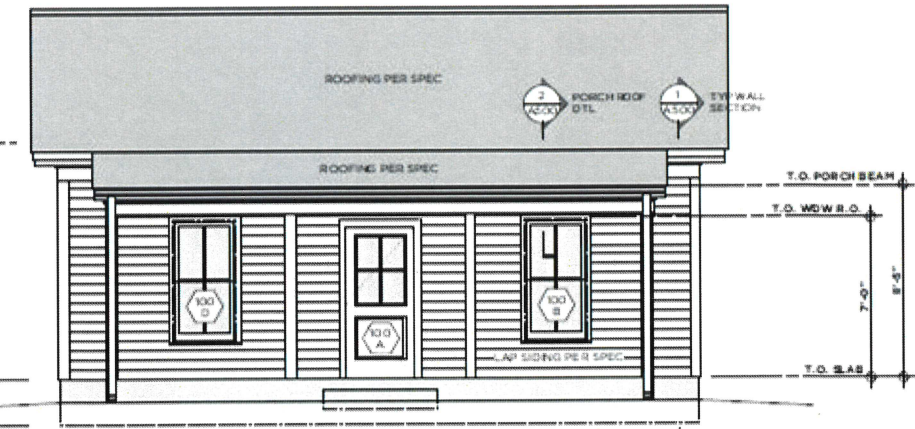
RIGHT SIDE ELEVATION ④  
SCALE 1/4" = 1'-0"



REAR ELEVATION ③  
SCALE 1/4" = 1'-0"



LEFT SIDE ELEVATION ②  
SCALE 1/4" = 1'-0"



FRONT ELEVATION ①  
SCALE 1/4" = 1'-0"

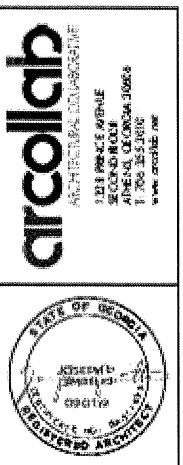
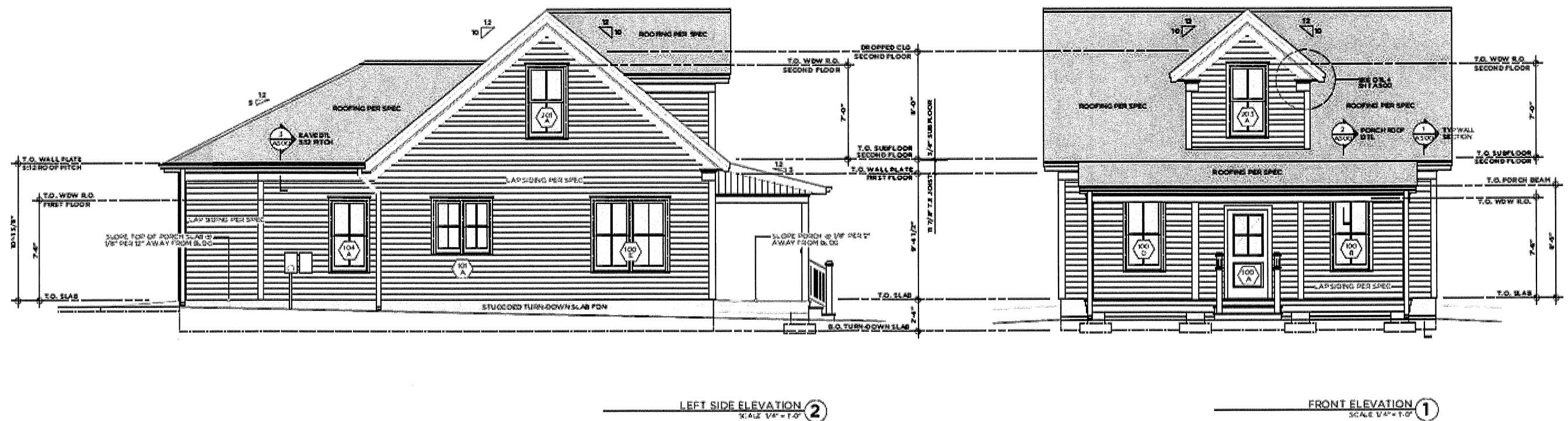
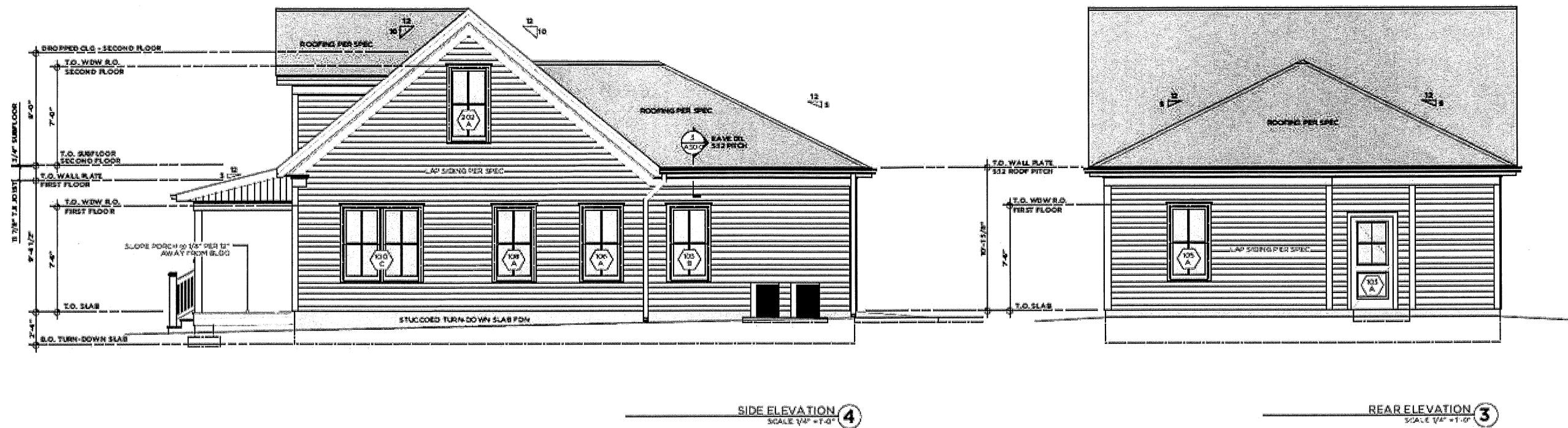
**arcollab**  
ARCHITECTURAL COLLABORATIVE

1335 BRUCE AVENUE  
SUITE 100  
ATHENS, GEORGIA 30606  
1.706.335.3010  
www.arcollab.net

STATE OF GEORGIA  
JOSIE PETER  
Professional Seal  
00001792  
REGISTERED ARCHITECT

PROJECT:  
DAVIS STREET DEVELOPMENT  
617-635-6411 • 441 DAVIS STREET  
GAUNESVILLE, GEORGIA 30601

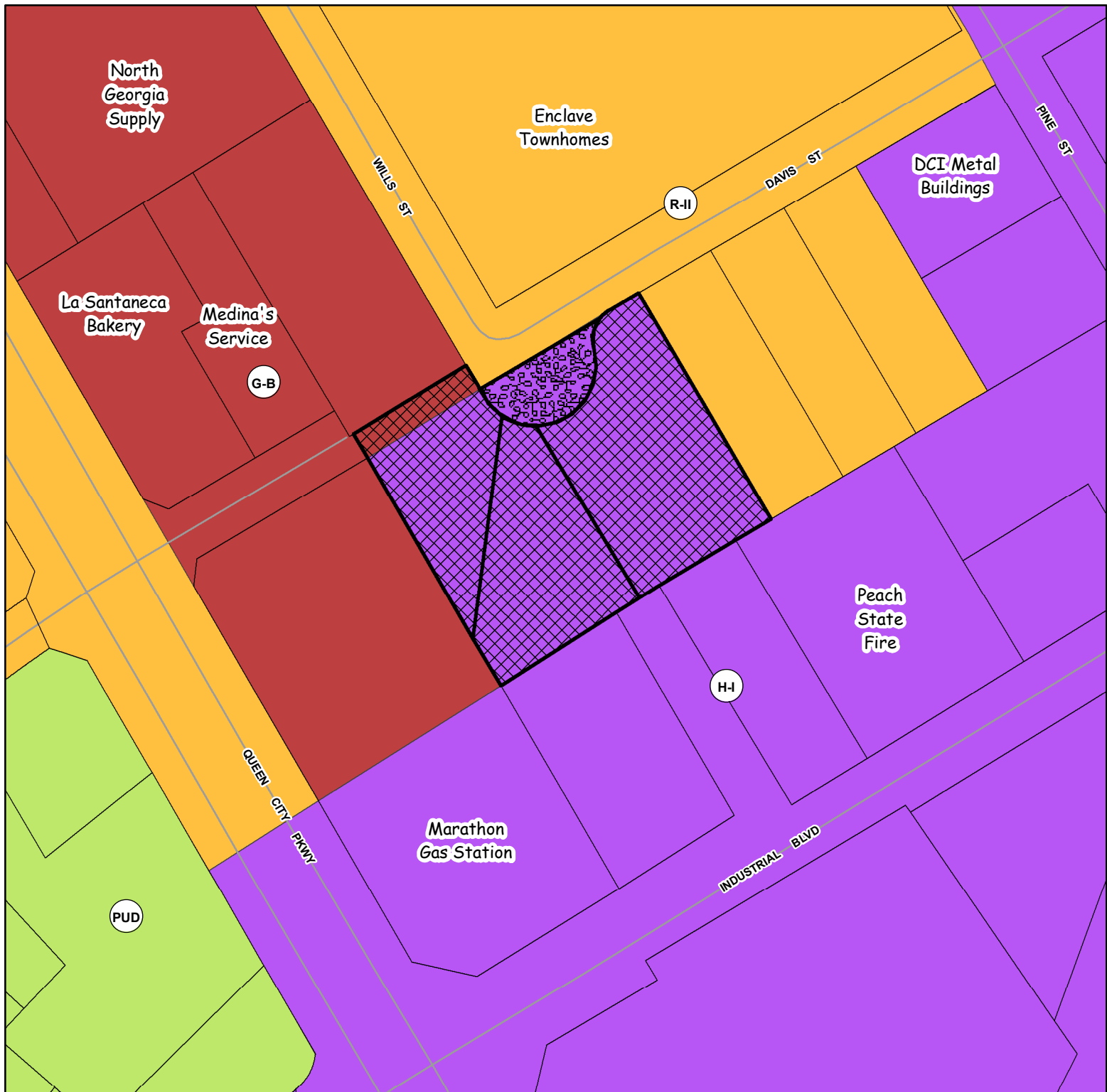
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REVISIONS: ROOM NE A



PROJECT:  
DAYS STREET DEVELOPMENT  
87761544THMS DAYS STREET  
GAINESVILLE, GEORGIA 30601

TITLE:  
REVATIONS





**Applicant:** **GAINESVILLE NON-PROFIT  
DEVELOPMENT FOUNDATION**

## **REZONING REQUEST**

**Request:**

Rezone 1.07+/- acre from General Business (G-B) and Heavy Industrial (H-I) to Residential-II (R-II) for four single-family homes

**Subject Property Address:**

623, 635, 641 & 645 Davis Street, SW

**Tax Parcel:** 01-030-005-004;  
01-030-006-003A;  
01-030-007-001

**Meeting Date:** 02/11/2020

**Map Prepared:** 01/15/2020



Subject Property



Right-of-Way to be Rezoned



0 60 120 180 240 Feet

1" = 100'



CITY OF

**GAINESVILLE**

COMMUNITY AND ECONOMIC DEVELOPMENT







Applicant: **GAINESVILLE NON-PROFIT  
DEVELOPMENT FOUNDATION**

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0 60 120 180 240 Feet

1" = 100'



CITY OF  
**GAINESVILLE**

COMMUNITY AND ECONOMIC DEVELOPMENT







Gainesville, Nonprofit Development Foundation, Inc.

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### **WRITTEN NARRATIVE REZONING APPLICATION 635-645 DAVIS STREET, SW**

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**CITY OF GAINESVILLE**

LOCATED IN:  
LAND LOT 153, DISTRICT 9  
CITY OF GAINESVILLE  
FL 32601

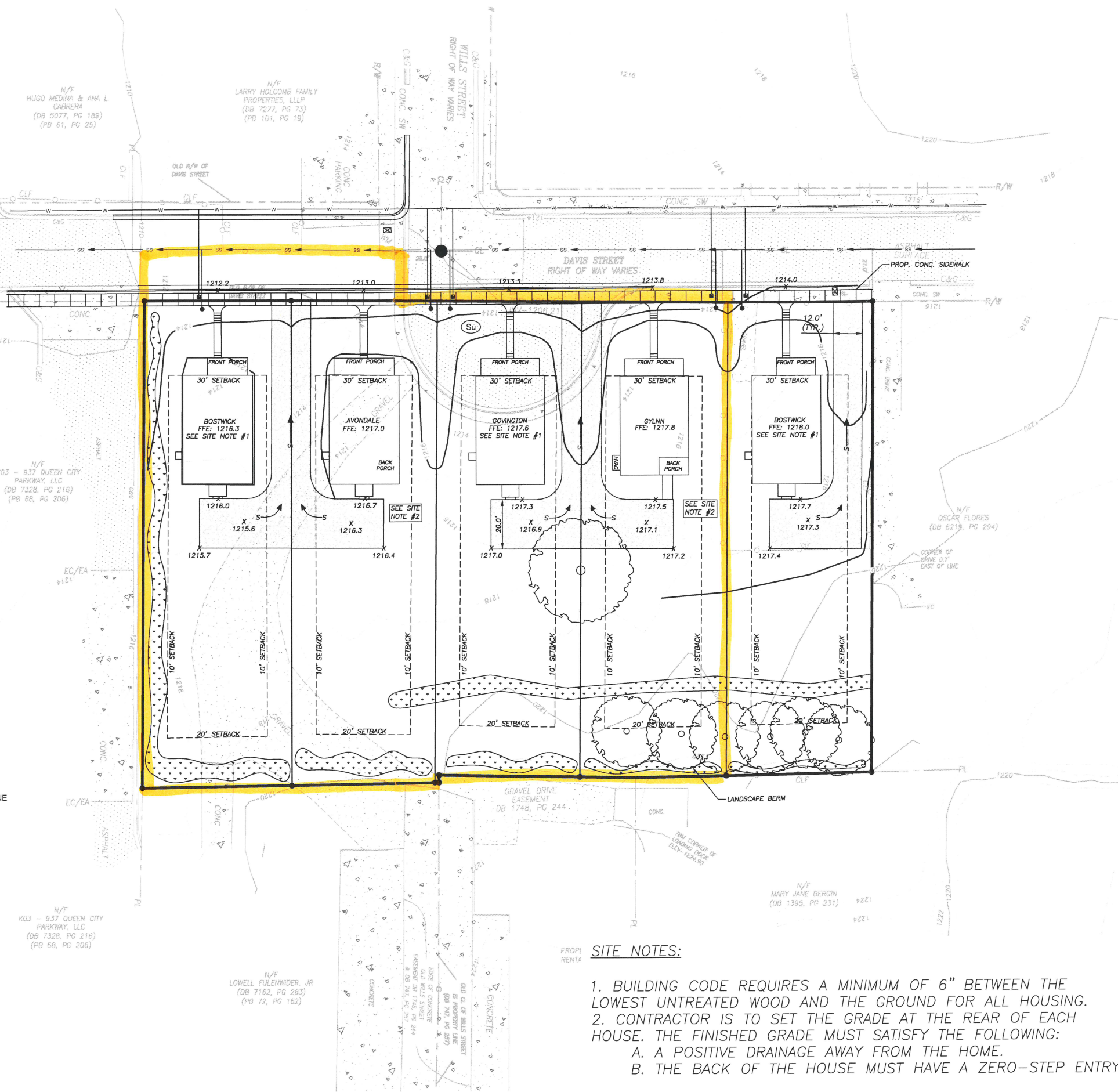
| NO. | DATE | DESCRIPTION |
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|              |             |
|--------------|-------------|
| SHEET        | 1           |
| OF           | 1           |
| DATE:        | 09/24/19    |
| SCALE:       | 1"=20'      |
| JOB NO.:     | 0218007.002 |
| DESIGNED BY: | ARJ         |
| DRAWN BY:    | ARJ         |

- LEGEND**
- AIF - ANGLE IRON FOUND
  - AKA - ALSO KNOWN AS
  - BC - BACK OF CURB
  - BL - BUILDING SETBACK LINE
  - BWF - BARB WIRE FENCE
  - C&G - CURB & GUTTER
  - C/T - CRIMP TOP PIPE
  - CI - CURB INLET
  - CL - CENTER LINE
  - CLF - CHAIN LINK FENCE
  - CMF - CONCRETE MONUMENT FOUND
  - CMP - CORRUGATED METAL PIPE
  - CO - CLEAN OUT
  - CONC - CONCRETE
  - CORPS - US ARMY CORPS OF ENGINEERS
  - DB, PG - DEED BOOK, PAGE
  - DI - DROP INLET
  - DIP - DUCTILE IRON PIPE
  - DS - DOWN SPOUT
  - DWCB - DOUBLE WING CATCH BASIN
  - EP - EDGE OF PAVEMENT
  - FFE - FINISH FLOOR ELEVATION
  - FH - FIRE HYDRANT
  - G- - GAS LINE
  - GM - GAS METER
  - GP - GUY POLE
  - GV - GAS VALVE
  - GW - GUY WIRE
  - HC - HANDICAP
  - HW - HEADWALL
  - HWF - HOG WIRE FENCE
  - IE - INVERT ELEVATION
  - IPF - IRON PIN FOUND
  - IPS - IRON PIN SET
  - JB - JUNCTION BOX
  - LL - LAND LOT
  - LLL - LAND LOT LINE
  - LP - LIGHT POLE
  - MH - MANHOLE
  - MON - MONUMENT
  - N/F - NOW OR FORMERLY
  - O/T - OPEN TOP PIPE
  - PBX - POWER BOX / TRANSFORMER
  - P- - OVERHEAD POWER LINE
  - P/T- - OVERHEAD POWER & TELEPHONE LINE
  - PL - PROPERTY LINE
  - PM - POWER METER
  - POB - POINT OF BEGINNING
  - PP - POWER POLE
  - PTP - POWER & TELEPHONE POLE
  - PVC - POLYVINYLCHLORIDE PIPE
  - R/B - REINFORCING IRON BAR
  - RCP - REINFORCED CONCRETE PIPE
  - R/W - RIGHT OF WAY
  - SS- - SANITARY SEWER LINE
  - SSE - SANITARY SEWER EASEMENT
  - SW - SIDEWALK
  - SWCB - SINGLE WING CATCH BASIN
  - TBM - TEMPORARY BENCHMARK
  - TBX - TELEPHONE BOX
  - TF - TRANSFORMER
  - TMH - TELEPHONE MANHOLE
  - TP - TELEPHONE POLE
  - TPOB - TRUE POINT OF BEGINNING
  - T- - OVERHEAD TELEPHONE LINE
  - UP - UNDERGROUND POWER
  - UT - UNDERGROUND TELEPHONE
  - WI - WEIR INLET
  - W- - WATER LINE
  - WM - WATER METER
  - WMH - WATER MANHOLE
  - WV - WATER VALVE



**SITE NOTES:**

1. BUILDING CODE REQUIRES A MINIMUM OF 6" BETWEEN THE LOWEST UNTREATED WOOD AND THE GROUND FOR ALL HOUSING.
2. CONTRACTOR IS TO SET THE GRADE AT THE REAR OF EACH HOUSE. THE FINISHED GRADE MUST SATISFY THE FOLLOWING:
  - A. A POSITIVE DRAINAGE AWAY FROM THE HOME.
  - B. THE BACK OF THE HOUSE MUST HAVE A ZERO-STEP ENTRY.



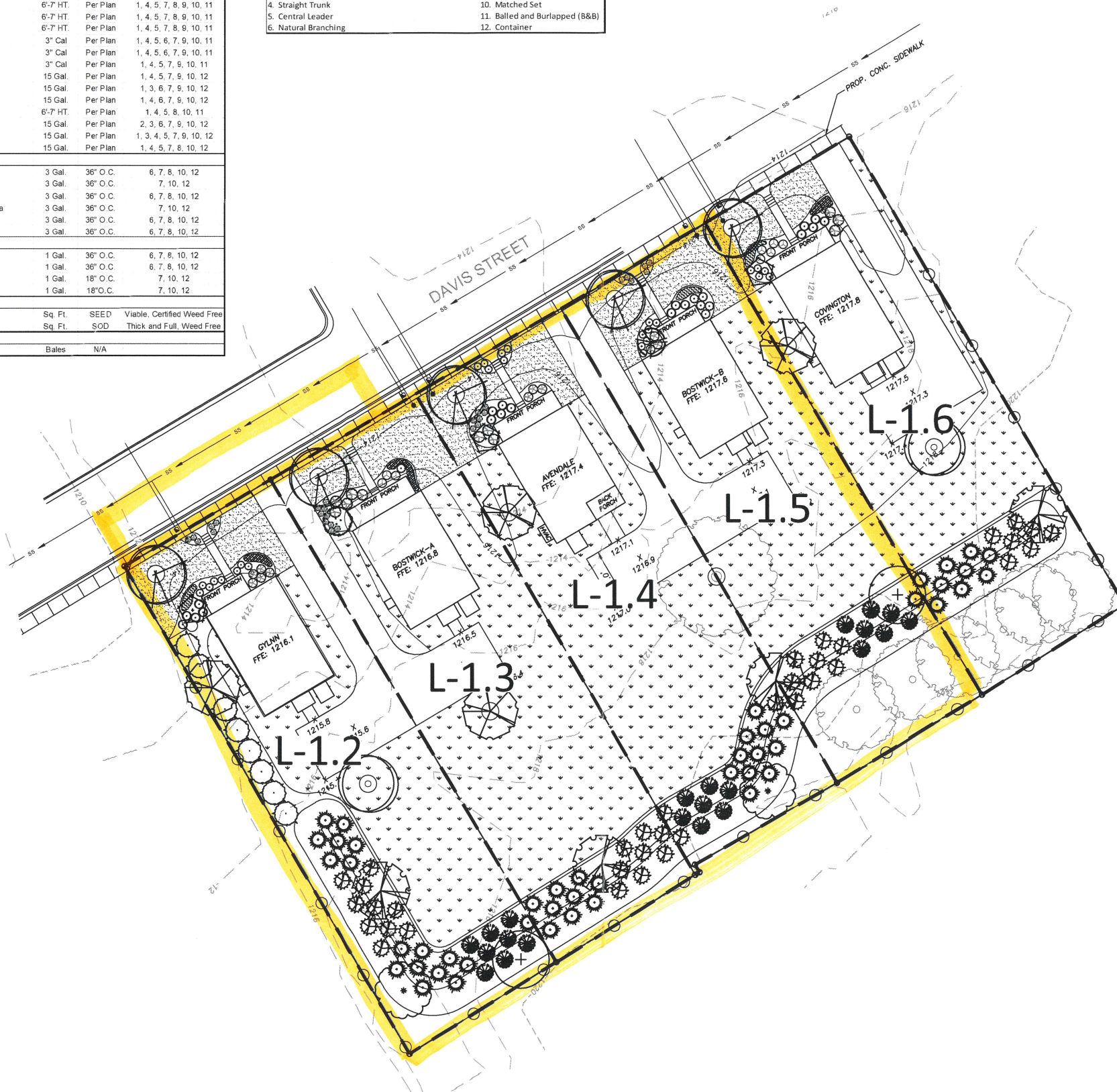
Landscape Plan Plant Schedule:

| QTY              | BOTANICAL NAME                         | COMMON NAME              | SIZE      | SPACING  | REMARKS                     |
|------------------|----------------------------------------|--------------------------|-----------|----------|-----------------------------|
| TREES            |                                        |                          |           |          |                             |
| 1                | Lagerstroemia 'New Snow'               | New Snow Crape Myrtle    | 6'-7' HT. | Per Plan | 1, 4, 5, 7, 8, 9, 10, 11    |
| 3                | Lagerstroemia 'Catawba'                | Catawba Crape Myrtle     | 6'-7' HT. | Per Plan | 1, 4, 5, 7, 8, 9, 10, 11    |
| 1                | Lagerstroemia 'Sioux'                  | Sioux Crape Myrtle       | 6'-7' HT. | Per Plan | 1, 4, 5, 7, 8, 9, 10, 11    |
| 2                | Quercus texana                         | Nuttall Oak              | 3" Cal    | Per Plan | 1, 4, 5, 6, 7, 9, 10, 11    |
| 4                | Quercus phellos                        | Willow Oak               | 3" Cal    | Per Plan | 1, 4, 5, 6, 7, 9, 10, 11    |
| 5                | Acer rubrum 'October Glory'            | October Glory Red Maple  | 3" Cal    | Per Plan | 1, 4, 5, 7, 9, 10, 11       |
| 4                | Acer rubrum                            | Red Maple                | 15 Gal.   | Per Plan | 1, 4, 5, 7, 9, 10, 12       |
| 2                | Liquidambar styraciflua                | Sweetgum                 | 15 Gal.   | Per Plan | 1, 3, 6, 7, 9, 10, 12       |
| 2                | Liriodendron tulipifera                | Tulip Poplar             | 15 Gal.   | Per Plan | 1, 4, 6, 7, 9, 10, 12       |
| 8                | Ilex x 'Cona'                          | Oakleaf Holly            | 6'-7' HT. | Per Plan | 1, 4, 5, 8, 10, 11          |
| 22               | Prunus laurocerasus                    | Cherry Laurel            | 15 Gal.   | Per Plan | 2, 3, 6, 7, 9, 10, 12       |
| 47               | Ilex x attenuata 'Savannah'            | Savannah Holly           | 15 Gal.   | Per Plan | 1, 3, 4, 5, 7, 9, 10, 12    |
| 36               | Juniperus virginiana 'Brodie'          | Brodie Cedar             | 15 Gal.   | Per Plan | 1, 4, 5, 7, 8, 10, 12       |
| SHRUBS & GRASSES |                                        |                          |           |          |                             |
| 19               | Gardenia jasminoides 'Radicans'        | Gardenia Radicans        | 3 Gal.    | 36" O.C. | 6, 7, 8, 10, 12             |
| 8                | Azalea x 'Red Ruffles'                 | Red Ruffles Azalea       | 3 Gal.    | 36" O.C. | 7, 10, 12                   |
| 11               | Distylium 'Vintage Jade'               | Vintage Jade Distylium   | 3 Gal.    | 36" O.C. | 6, 7, 8, 10, 12             |
| 6                | Hydrangea macrophylla 'Endless Summer' | Endless Summer Hydrangea | 3 Gal.    | 36" O.C. | 7, 10, 12                   |
| 18               | Ilex cornuta 'Carissa'                 | Carissa Holly            | 3 Gal.    | 36" O.C. | 6, 7, 8, 10, 12             |
| 11               | Ilex vomitoria 'Shillings Dwarf'       | Dwarf Yaupon Holly       | 3 Gal.    | 36" O.C. | 6, 7, 8, 10, 12             |
| GROUND COVER     |                                        |                          |           |          |                             |
| 28               | Rosa 'Meidiflora'                      | Coral Drift Rose         | 1 Gal.    | 36" O.C. | 6, 7, 8, 10, 12             |
| 7                | Azalea x 'Gumpo White'                 | White Gumpo Azalea       | 1 Gal.    | 36" O.C. | 6, 7, 8, 10, 12             |
| 33               | Carex oshimensis 'Evercolor'           | Evercolor Sedge          | 1 Gal.    | 18" O.C. | 7, 10, 12                   |
| 37               | Liriope muscari 'Big Blue'             | Big Blue Liriope         | 1 Gal.    | 18" O.C. | 7, 10, 12                   |
| TURF             |                                        |                          |           |          |                             |
| 23,015           | Eremochloa ophiuroides 'TifBlair'      | TifBlair Centipede       | Sq. Ft.   | SEED     | Viable, Certified Weed Free |
| 5,003            | Eremochloa ophiuroides 'TifBlair'      | TifBlair Centipede       | Sq. Ft.   | SOD      | Thick and Full, Weed Free   |
| MULCH            |                                        |                          |           |          |                             |
| 425              | Pine Straw                             |                          | Bales     | N/A      |                             |

ALL DISTURBED AREAS SHALL BE STABILIZED WITH PERMANENT GRASS SEED VEGETATION. CONTRACTOR TO CONFIRM DISTURBED LIMITS AND FINAL GRASS SEED QUANTITY. SEE SHEET L-1.0 FOR INSTALLATION NOTES.

Remarks

1. Single Trunk
2. Multi-Trunk, 3-5 canes, 1" min./cane
3. Tree Form / Standard
4. Straight Trunk
5. Central Leader
6. Natural Branching
7. Full Canopy / Head
8. Full to Ground
9. Specimen
10. Matched Set
11. Balled and Burlapped (B&B)
12. Container



3469 Lawrenceville Highway  
Suite 204  
Tucker, Georgia 30084  
(404) 895-2253  
www.RootDesignStudio.com

Seal:



Date: 10.11.19  
Project No: 2019-041  
Drawn By: PS  
Checked By: MK

Davis Street Cottages

Gainesville, Georgia

City of Gainesville, Community Development  
311 Henry Ward Way  
Gainesville, GA 30503

Revisions:

| NO. | DATE | DESCRIPTION |
|-----|------|-------------|
|     |      |             |
|     |      |             |
|     |      |             |
|     |      |             |
|     |      |             |
|     |      |             |
|     |      |             |

Sheet Title:

Landscape Plan

Sheet No:

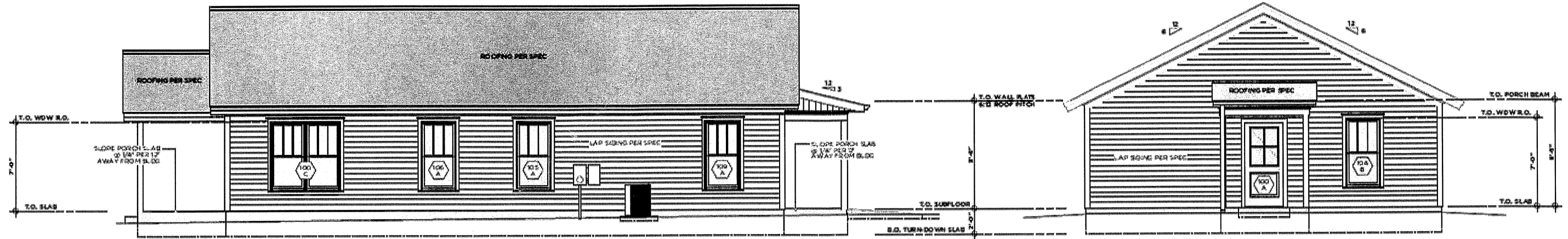
L-1.1



Know what's below.  
Call before you dig.

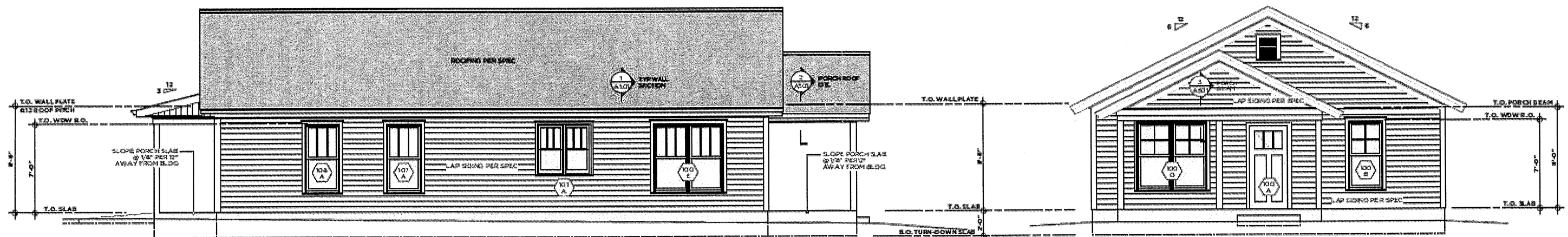
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SCALE: 1" = 20'

RELEASED FOR CONSTRUCTION



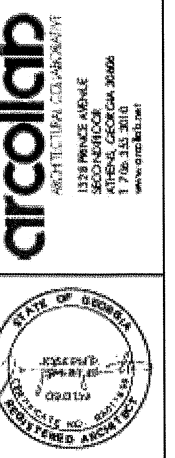
RIGHT SIDE ELEVATION ④  
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REAR ELEVATION ③  
SCALE 1/4" = 1'-0"



LEFT SIDE ELEVATION ②  
SCALE 1/4" = 1'-0"

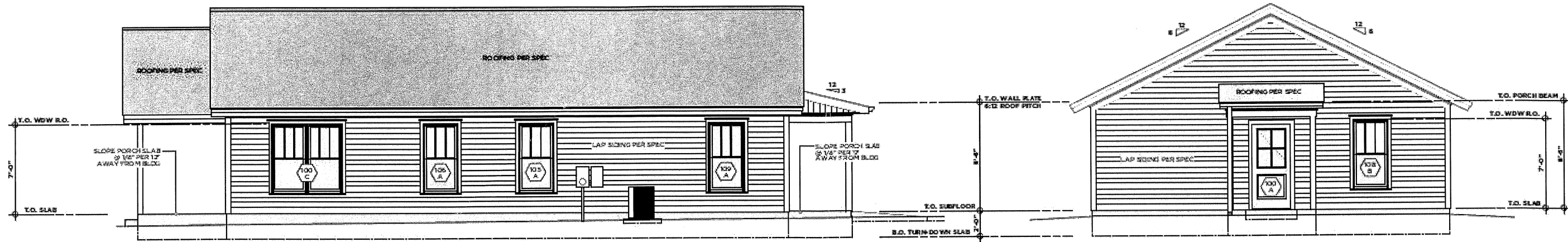
FRONT ELEVATION ①  
SCALE 1/4" = 1'-0"



PROJECT:  
DAVIS STREET DEVELOPMENT  
617-615-6411-645 DAVIS STREET  
GAINESVILLE, GEORGIA 30601  
TITLE:  
REVISIONS: ROOMLINE C

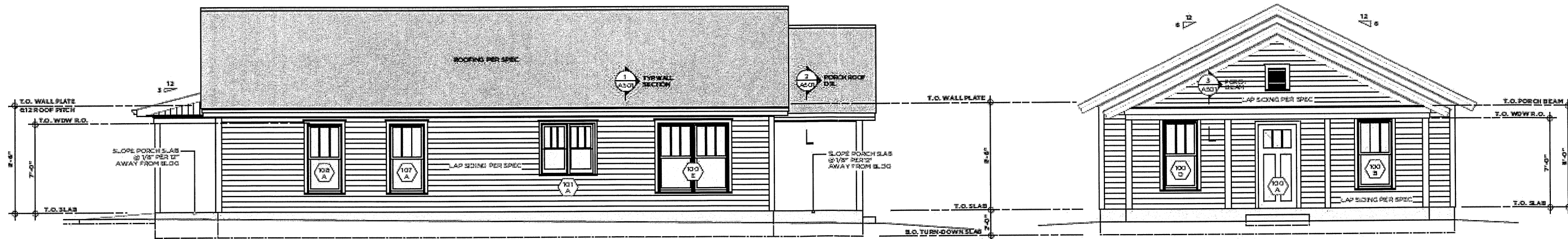
A-402  
DATE OF FIRST ISSUE:





RIGHT SIDE ELEVATION ④  
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REAR ELEVATION ③  
SCALE 1/4" = 1'-0"



LEFT SIDE ELEVATION ②  
SCALE 1/4" = 1'-0"

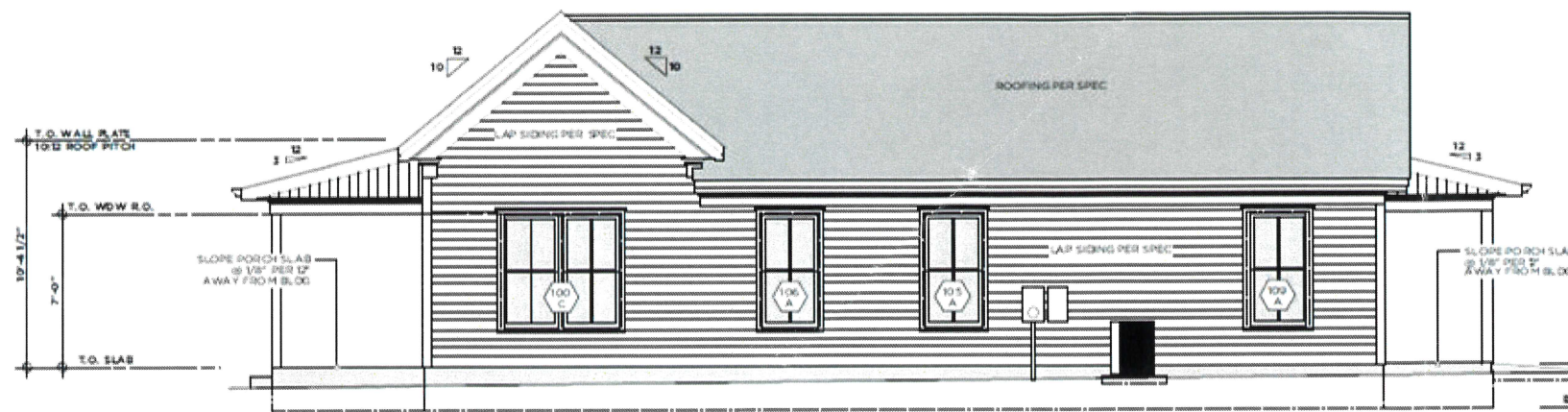
FRONT ELEVATION ①  
SCALE 1/4" = 1'-0"

**arcollab**  
ARCHITECTURAL CONSULTANTS  
1525 PRINCE AVENUE  
SUITE 200  
ATLANTA, GEORGIA 30309  
T 770.335.9010  
www.arcollab.net

STATE OF GEORGIA  
JOSEPH B. BROWN, III  
050710  
REGISTERED ARCHITECT

PROJECT:  
DAYS STREET DEVELOPMENT  
6743.15 S.W. 14th AVE. DAYS STREET  
GAINESVILLE, GEORGIA 30601

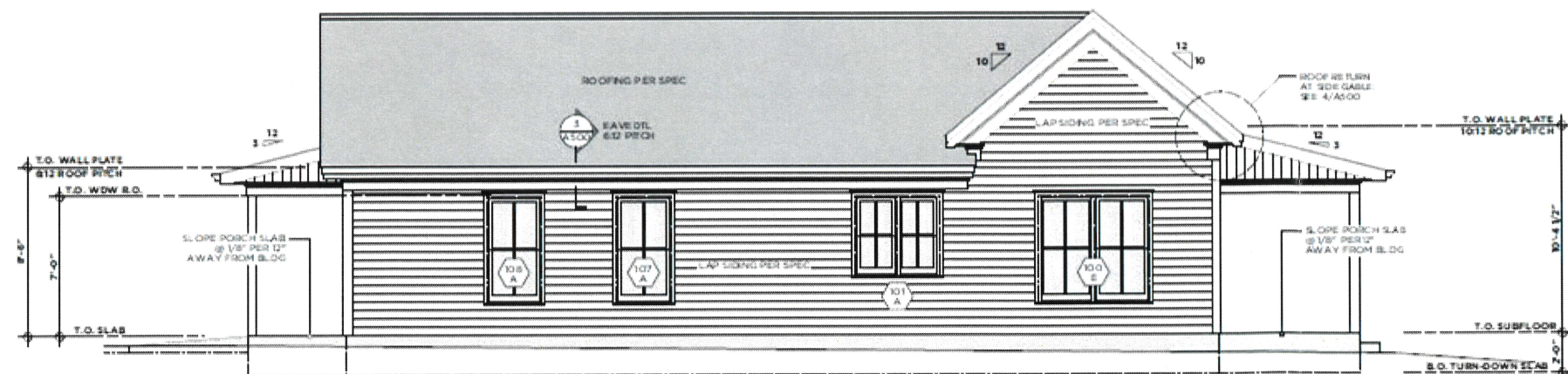
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REVISIONS MOORELINE



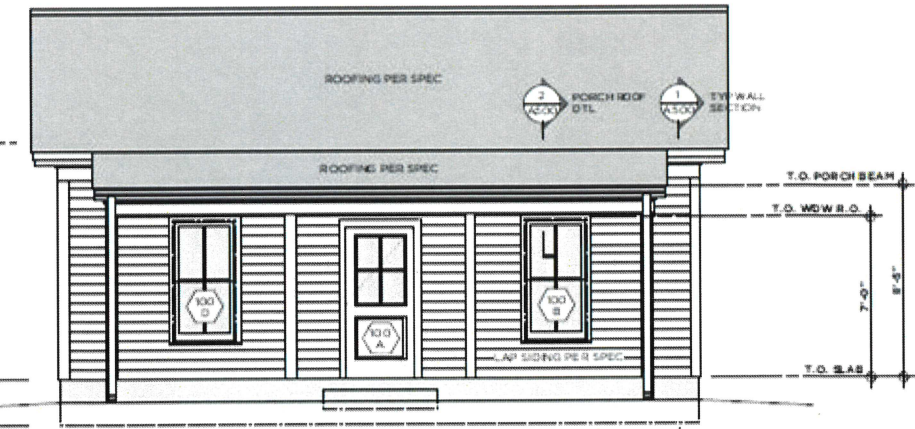
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REAR ELEVATION ③  
SCALE 1/4" = 1'-0"



LEFT SIDE ELEVATION ②  
SCALE 1/4" = 1'-0"



FRONT ELEVATION ①  
SCALE 1/4" = 1'-0"

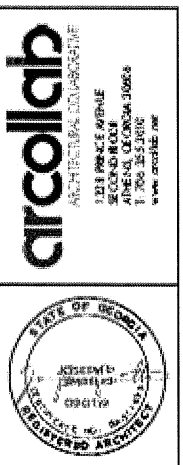
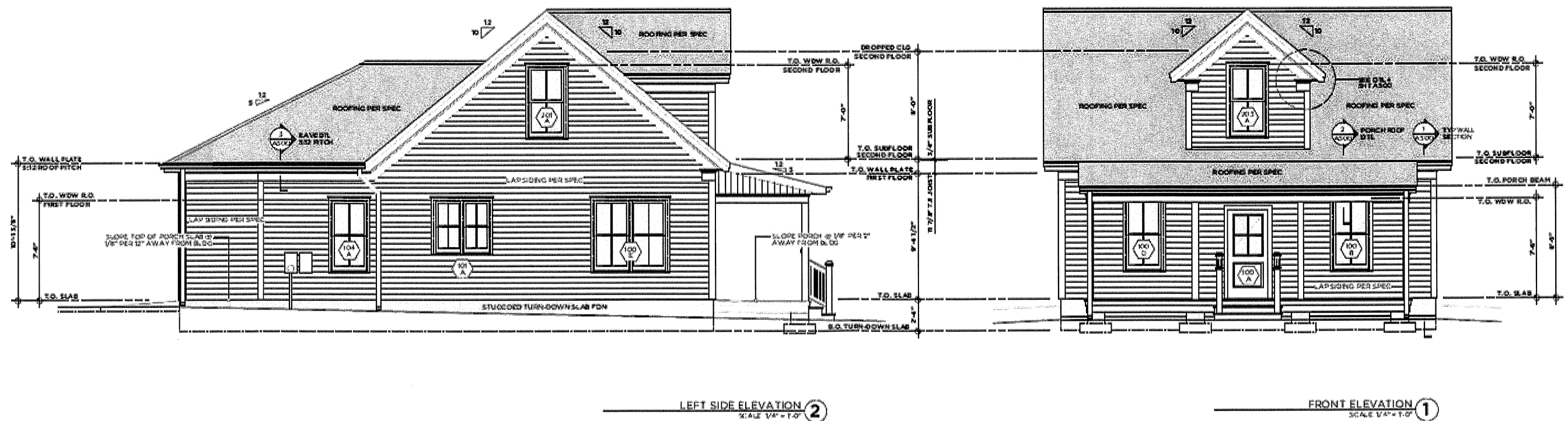
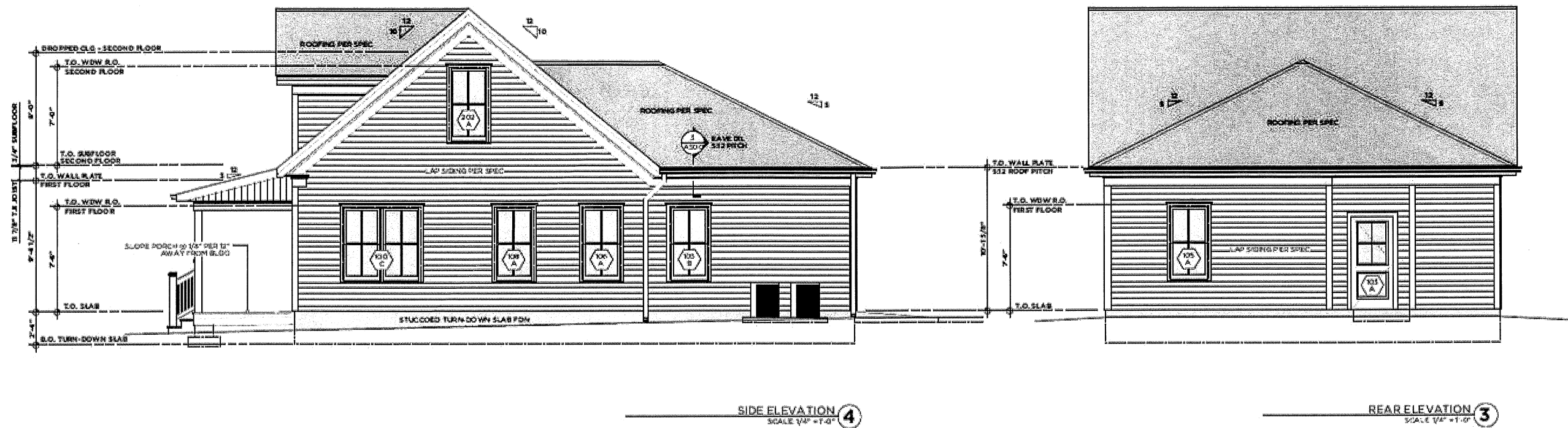
**arcollab**  
ARCHITECTURAL COLLABORATIVE  
1338 BRUCE AVENUE  
SUITE 100  
ATLANTA, GEORGIA 30306  
404.525.3535  
www.arcollab.net

STATE OF GEORGIA  
JOSEPH P. [Signature]  
0901192  
REGISTERED ARCHITECT

PROJECT:  
DAVIS STREET DEVELOPMENT  
617-635-6411 • 641 DAVIS STREET  
GAINESVILLE, GEORGIA 30601

TITLE:  
REVISIONS: ROOM NE A





PROJECT:  
DAYS STREET DEVELOPMENT  
87761544THMS DAYS STREET  
GAINESVILLE, GEORGIA 30601

TITLE:  
REVISIONS

# CITY OF GAINESVILLE

## WORKSESSIONREQUEST

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**Date Submitted:** 2/17/2020

**Presenter:** Abb Hayes

**Item of Business:** **Public Hearing Item: March 3, 2020 Council Meeting**  
Request from **Palmetto Capital Group** for a special use on a 0.84± acre tract located southwest of the intersection of Dawsonville Highway and Pearl Nix Parkway, across from Lakeshore Drive (a/k/a **150 Pearl Nix Parkway, SW**), having a zoning of Regional Business (R-B). **Ward Number: Five.** Tax Parcel Number(s): 01-119-003-041A (Part). **Request: Automotive Care Center.**

**Meeting Date:** 2/27/2020

---

### **Purpose of Request:**

To provide an overview of the following zoning request as presented at the February 11, 2020 Planning and Appeals Board Meeting:

The applicant is proposing a special use within Regional Business (R-B) zoning to allow for the development of a 5,700 square foot, 4-bay Firestone auto care center. The subject property is part of the Lakeshore Mall property and is intended to be subdivided to create an outparcel lot. Access will be from two internal driveways that will be improved within the Mall property. The orientation of the building will face Dawsonville Highway which is located within the Gateway Corridor Overlay Zone. Adjacent uses include Lakeshore Mall, Shell gas station, retail strip center, Masonic Lodge, Little & Davenport Funeral Home and the Lakeshore Heights subdivision.

### **History/Background:**

### **Facts & Issues for Consideration:**

### **Department Recommendation:**

Staff and PAB recommended approval with five conditions. See the PAB Recommendation report for details and excerpts from the meeting minutes.

### **SAMPLE MOTIONS**

Approval of Resolution ZR-2020- :

I move to approve the resolution for a special use within Regional Business zoning district for an automotive care center with five conditions.

Denial of the Request:

I move to deny this request.

### **Department Director:**

Rusty Ligon

---

**If funding is involved, are funds approved within the current budget?**

N/A

**Amount Requested:**

**Source of Funds:**

**Finance Comments:**

---

**Administrative Comments:**

ATTACHMENTS:

| Description                                                                       |                                      | Type                 |
|-----------------------------------------------------------------------------------|--------------------------------------|----------------------|
|  | Legal Ad                             | Legal Ad             |
|  | PAB Recommendation Report            | Report               |
|  | Proposed Zoning Resolution           | Resolution           |
|  | Exhibit A - Concept Plans            | Attachments/Exhibits |
|  | Exhibit B - Architectural Renderings | Attachments/Exhibits |
|  | Location Maps                        | Backup Material      |
|  | Narrative                            | Backup Material      |
|  | Survey                               | Backup Material      |
|  | Site Plans                           | Backup Material      |
|  | Architectural Renderings             | Backup Material      |



**COMBINED LEGAL AD  
Gainesville Planning and Appeals Board  
Gainesville City Council**

**Publish Sunday, January 26, 2020  
THE TIMES**

**NOTICE OF PLANNING AND APPEALS BOARD PUBLIC HEARING**

Notice is hereby given that the **Gainesville Planning and Appeals Board** will conduct a public hearing on **Tuesday, February 11, 2020 at 5:30 p.m.** in the **Gainesville Justice Center** (Municipal Courtroom at the Public Safety Complex), 701 Queen City Parkway in midtown Gainesville on the following requests:

- 1) Request from **Davis Pine, LLC** to rezone a 0.47± acre tract located at the northwest side of the intersection of Davis Street and Wills Street (a/k/a **890, 892 and 898 Wills Street, SW**) from General Business (G-B) to Residential-II (R-II).  
Ward Number: Three  
Tax Parcel Number(s): 01-030-006-003  
Request: Seven multi-family apartments
- 2) Request from **Gainesville Non-Profit Development Foundation** to rezone a 1.07± acre tract located at the southeast and southwest side of the intersection of Davis Street and Wills Street (a/k/a **623, 635, 641 and 645 Davis Street, SW**) from General Business (G-B) and Heavy Industrial (H-I) to Residential-II (R-II).  
Ward Number: Three  
Tax Parcel Number(s): 01-030-005-004; 01-030-006-003A; 01-030-007-001  
Request: Four single-family homes
- 3) Request from **Palmetto Capital Group** for a special use on a 0.84± acre tract located southwest of the intersection of Dawsonville Highway and Pearl Nix Parkway, across from Lakeshore Drive (a/k/a **150 Pearl Nix Parkway, SW**), having a zoning of Regional Business (R-B).  
Ward Number: Five  
Tax Parcel Number(s): 01-119-003-041A (Part)  
Request: Automotive Care Center

**NOTICE OF PUBLIC HEARING ON PROPOSED AMENDMENTS TO THE  
GAINESVILLE ZONING MAP**

Notice is hereby given that the **Gainesville City Council** will conduct a public hearing on **Tuesday, March 3, 2020 at 5:30 p.m.** in the **Gainesville Justice Center** (Municipal Courtroom at the Public Safety Complex), 701 Queen City Parkway in midtown Gainesville on the following requests:

- 1) Request from **Davis Pine, LLC** to rezone a 0.47± acre tract located at the northwest side of the intersection of Davis Street and Wills Street (a/k/a **890, 892 and 898 Wills Street, SW**) from General Business (G-B) to Residential-II (R-II).  
Ward Number: Three  
Tax Parcel Number(s): 01-030-006-003  
Request: Seven multi-family apartments

- 2) Request from **Gainesville Non-Profit Development Foundation** to rezone a 1.07± acre tract located at the southeast and southwest side of the intersection of Davis Street and Wills Street (a/k/a **623, 635, 641 and 645 Davis Street, SW**) from General Business (G-B) and Heavy Industrial (H-I) to Residential-II (R-II).

Ward Number: Three

Tax Parcel Number(s): 01-030-005-004; 01-030-006-003A; 01-030-007-001

Request: Four single-family homes

- 3) Request from **Palmetto Capital Group** for a special use on a 0.84± acre tract located southwest of the intersection of Dawsonville Highway and Pearl Nix Parkway, across from Lakeshore Drive (a/k/a **150 Pearl Nix Parkway, SW**), having a zoning of Regional Business (R-B).

Ward Number: Five

Tax Parcel Number(s): 01-119-003-041A (Part)

Request: Automotive Care Center

Additional information is available from the Community and Economic Development Department, Planning Division, by calling 770-531-6570.

NOTE: In accordance with Georgia law, anyone who wishes to express opposition to the proposed zoning action, and has made, within two years immediately preceding the filing of the proposed zoning action, campaign contributions aggregating \$250 or more to a local government official who will consider the application, shall file a disclosure of contribution(s) with the Planning Division at least five (5) days prior to the first reading of the proposed zoning action by the City Council. (OCGA § 36-67A-3 3 {c})

**GAINESVILLE PLANNING and APPEALS BOARD  
RECOMMENDATION**

**Applicant** ..... Palmetto Capital Group  
**Property Owner** ..... Stockbridge Lakeshore, LLC  
**Location** ..... 150 Pearl Nix Parkway, SW  
**Request** ..... Special Use within R-B zoning  
**Total Acres** ..... 0.84± acre  
**Ward** ..... Five  
**Proposed Use** ..... Firestone auto care center  
**Planning Division Staff Recommendation** ..... **Approval, with conditions**  
**Planning & Appeals Board Recommendation** ..... **Approval, with conditions**  
**Date** ..... February 11, 2020

---

▪ **Applicant's Proposal and Background Information**

The applicant is proposing a special use within Regional Business (R-B) zoning to allow for the development of a 5,700 square foot, 7-bay Firestone auto care center. The orientation of the building will face Dawsonville Highway which is located within the Gateway Corridor Overlay Zone. The subject property is part of the Lakeshore Mall property and is intended to be subdivided to create an outparcel lot. Access will be from two existing internal driveways that will be improved within the Mall property. There is currently a full access, signalized intersection at the Lakeshore Mall entrance / Lakeshore Drive / Dawsonville Highway. The existing asphalt surface will be regraded and resurfaced to include 26 parking spaces. All tires and other inventory are stored in a designated area within the building.

A Firestone auto care center was previously located within the mall property in front of Dick's Sporting Goods facing Pearl Nix Parkway. The building was demolished in 2013.

▪ **Adjacent Land Use and Zoning**

| Location | Use                                                                                   | Zoning                                        |
|----------|---------------------------------------------------------------------------------------|-----------------------------------------------|
| North    | Shell Gas station, Strip retail center, Masonic Lodge (Lakeshore Heights Subdivision) | General Business (G-B)<br>Residential-I (R-I) |
| South    | Lakeshore Mall                                                                        | Regional Business (R-B)                       |
| East     | Lakeshore Mall; Washington Square shopping center                                     | Regional Business (R-B)                       |
| West     | Little & Davenport Funeral Home                                                       | Office and Institutional (O-I)                |

Other uses within the immediate area include Gainesville High School, Longwood Park and numerous retail shopping centers. Lake Lanier is located approximately 1,000 feet to the north.

▪ **Other Departmental Comments**

According to the Gainesville Department of Water Resources, the City owns and operates an existing 8" sanitary sewer that may be required to be relocated in order to construct the building depending on its location.

▪ **Zoning History**

*The following zoning actions have taken place in the immediate area during the last ten years:*

**2019** – A request by the Gainesville Housing Authority to rezone a 6.822± acres tract located at 320 Tower Heights Road from Residential-II (R-II) to Planned Unit Development (P-U-D) was approved with conditions for multi-family apartments.

**2018** – A request by REB Land Development, LLC to rezone a 2.744± acres tract located at 621 Lakeshore Drive from Residential-I (R-I) to General Business (G-B) for a multi-tenant retail, office and restaurant was withdrawn.

**2017** – A request by Gainesville Market, LLC for a special use within General Business (G-B) zoning on a 5.0± acres located at 600 Shallowford Road was approved with conditions for a commercial outdoor recreational facility.

**2017** – A request by Masy Seng to annex a 0.19 ± acres tract with a zoning of General Business (G-B) located at 593 and 597 Shallowford Road was conditionally approved for a donut shop.

▪ **Staff Analysis**

**(1) Is the proposed use suitable in view of the zoning and development of adjacent and nearby property?**

The subject property is part of the larger 50.0± acres Lakeshore Mall property and is surrounded by mostly commercial development. Adjacent properties are zoned Residential-I (R-I), Office and Institutional (O-I), Regional Business (R-B) and General Business (G-B). The proposed use appears suitable based on the adjacent property.

**(2) Will the proposed use adversely affect the existing use or usability of adjacent or nearby property?**

The property has functioned as a non-residential use for approximately 55 years as part of the Lakeshore Mall development. In fact, the Mall property previously contained two auto service uses including the Sears Auto Center and the previous Firestone Auto Care Center. The proposed use is not directly adjacent to residential development and should not create a negative impact on the existing surrounding uses.

**(3) Is the proposed use compatible with the purpose and intent of the Comprehensive Plan?**

The Gainesville 2030 Future Development Map places the subject property within the *Mixed-Use General* land use category. This category includes areas containing or planned for a mixture of land uses including office, neighborhood retail, and residential.

According to the Character Area map for the City of Gainesville, the subject property is located within the *Longwood Cove* Character Area. Future development or redevelopment of Longwood Cove must consider the presence of the lake and extend its character further inland. Other aging strip commercial centers like Washington Square and Gainesville West could be redeveloped as mixed-use with mixed-income residential to expand the city's quality affordable housing inventory. However, taming John Morrow Parkway traffic and increasing walkability are essential for any successful residential development. Redeveloping underutilized land and buildings may enable commercial / residential growth. *Land uses allowed in Longwood Cove are medium-density residential, multi-family residential, mixed-use, commercial, public / institutional, and parks / recreation / conservation.*

**(4) Are there substantial reasons why the property cannot or should not be used as currently zoned?**

The subject property is zoned Regional Business (R-B) and will remain so. The current zoning does not inherently allow for auto service, auto repair or auto sales uses without a special use permit. The proposed auto care center appears to be reasonable given that the mall property has functioned as a regional use designed to function with additional outparcel development.

**(5) Will the proposed use cause an excessive or burdensome use of public facilities or services, including but not limited to streets, schools, water or sewer utilities, and police or fire protection?**

The subject property currently utilizes City water and sewer services and there is sufficient capacity to serve the development. As stated previously, the existing 8" sanitary sewer line may be required to be relocated based on the final location of the building.

Existing public safety services respond to the subject property and nearby properties. Gainesville Fire Station #1 is located approximately 1.5± miles from the property.

The proposal is for non-residential purposes and should have no impact on the Gainesville City School System.

According to the Institute of Transportation Engineers (ITE) Trip Generation Handbook (9th Edition), the auto care center on average could generate 135± new trips per day on a Saturday, 16± A.M. and 20± P.M. peak hour trips during the weekday.

**(6) Is the proposed use supported by new or changing conditions not anticipated by the Comprehensive Plan or reflected in the existing zoning on the property or surrounding properties?**

Historically, Lakeshore Mall has served as a regional commercial use but much of the newer commercial development has located further west along Dawsonville Highway. Reinvestment in the mall property is vital to help redevelopment of blighted and vacant structures to prevent greyfield sites such as the vacant Sears building. Therefore, promoting new retail, service and restaurant outparcel space is encouraged. To help with this, the City of Gainesville established the 344 acre / 170 parcel Westside Tax Allocation District property as an economic tool to help upgrade and enhance the Lakeshore Mall area and portions of the nearby Browns Bridge Road and Atlanta Highway commercial corridors.



**(7) Does the proposed use reflect a reasonable balance between the promotion of the public health, safety, morality, or general welfare and the right to unrestricted use of property?**

Due to the subject property's proximity to existing commercial land uses, the proposed special use request with recommended conditions appears to promote a reasonable balance between the interests of the City, the property owner, and neighboring residents and property owners.

---

**Additional Criteria**

**(1) The type of street providing access to the subject property is adequate to serve the proposed Special Use.**

Dawsonville Highway and Pearl Nix Parkway are considered arterial roads which are capable of serving the proposed use. The proposed use will be improving existing internal driveways so no additional curb cuts or improvements will be necessary.

**(2) Access into and out of the property adequately provides for traffic and pedestrian safety, the anticipated volume of traffic flow, and access by emergency vehicles.**

Access will function in a similar manner as it currently does. Primary access is expected from the signalized intersection of Dawsonville Highway / Lakeshore Mall driveway will remain unchanged. Pedestrian sidewalks are currently provided along Dawsonville Highway and internally along the various store fronts.

**(3) Public facilities such as schools, water or sewer utilities, and police or fire protection are adequate to serve the Special Use.**

Existing public facilities such as water, sewer, police and fire protection appear to be adequate to serve the proposed use. There should be no impacts to the Gainesville City School system given the proposed use is for non-residential purposes.

**(4) Refuse, service, parking and loading areas on the property are located and screened to protect other properties in the area from such adverse effects as noise, light, glare or odor.**

The proposed service, parking, loading and lighting appears to be acceptable. The proposed use will provide for 26 parking spaces. Additional overflow parking is available within the mall property.

**(5) The hours and manner of operation of the Special Use have no adverse effects on other properties in the area.**

The applicant states the proposed hours of operation for the proposed Firestone auto care center will be 7 days a week. The anticipated hours for the auto care center are from 7:00 AM to 7:00 PM Monday thru Friday, Saturday 7:00 AM to 6:00 PM and Sunday 8:00 AM to 5:00 PM. The proposed hours should cause no adverse impacts to the surrounding properties as they will operate similar to the adjacent businesses.

- (6) The height, size and location of the buildings or other structures proposed on the property are compatible with the height, size or location of buildings or other structures on neighboring properties.

The height, size and location of the proposed auto care center are in scale with Lakeshore Mall and surrounding properties. The proposed architectural elevation submitted by the applicant appears to be consistent with the Gateway Corridor Overlay requirements.

▪ **Staff Recommendation**

The Planning Division staff is recommending **conditional approval** of this special use request, based on the Comprehensive Plan and the adjacent non-residential land uses.

**Conditions**

1. The proposed development shall be generally consistent with the concept plan and architectural elevations provided with this special use application and shall meet the Gateway Corridor Overlay Zone and Architectural Design Standards within Chapter 9-9-5 of the Unified Land Development Code.
2. Prohibited uses for the subject property shall include extended stay hotels, motels/hotels with rooms accessed from the exterior of the building, adult novelty stores, group homes, crisis centers, adult entertainment centers, pawn shops, dollar-type stores, massage parlors, hookah lounge, tobacco or vaping stores, gas station/convenience stores, auto body shops, automobile sales establishments, marine sales or repair stores, automated or non-automated car washes, truck stops, coin-laundry facilities, tattoo parlors, psychics, fortune tellers, clairvoyants and the like.
3. An electronic message board sign is not permitted for the subject property.
4. All access point design for the subject property shall require review and approval by the Gainesville Public Works Department Director and shall be limited to the existing interior driveway within the Lakeshore Mall property. All required access/traffic/sidewalk improvements associated with the proposed development shall be at the full expense of the developer/property owner.
5. An updated as-built boundary survey/plat of the subject property, indicating all improvements required for the proposed use, shall be recorded prior to obtaining a Certificate of Occupancy.

---

**Excerpts from the February 11, 2020 PAB Meeting Minutes**

**Applicant Presentation:** Josh Spence, 3280 Peachtree Road, stated he represents Palmetto Capital Group, the developer. He had nothing to add since Mr. Tate covered it well and will be happy to answer any questions.

**FAVOR:** None

**OPPOSE:** None

**Planning and Appeals Board Comments:** Board Member Fleming was concerned about where tires would be stored. Mr. Tate stated that storage for all inventory would be indoors. He said this is a requirement within the Gateway.

**There was a motion to recommend conditional approval of the special use request for an automotive care center as presented with the following conditions:**

**Conditions**

- 1. The proposed development shall be generally consistent with the concept plan and architectural elevations provided with this special use application and shall meet the Gateway Corridor Overlay Zone and Architectural Design Standards within Chapter 9-9-5 of the Unified Land Development Code.**
- 2. Prohibited uses for the subject property shall include extended stay hotels, motels/hotels with rooms accessed from the exterior of the building, adult novelty stores, group homes, crisis centers, adult entertainment centers, pawn shops, dollar-type stores, massage parlors, hookah lounge, tobacco or vaping stores, gas station/convenience stores, auto body shops, automobile sales establishments, marine sales or repair stores, automated or non-automated car washes, truck stops, coin-laundry facilities, tattoo parlors, psychics, fortune tellers, clairvoyants and the like.**
- 3. An electronic message board sign is not permitted for the subject property.**
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- 5. An updated as-built boundary survey/plat of the subject property, indicating all improvements required for the proposed use, shall be recorded prior to obtaining a Certificate of Occupancy.**

Motion made by Board Member Martin

Motion seconded by Board Member White

**Vote – 6 favor, 1 absent (Thompson)**

RESOLUTION ZR-2020-\_\_\_\_

APPROVAL OF A REQUEST FOR A SPECIAL USE  
SUBJECT TO APPROVAL BY THE CITY COUNCIL

**WHEREAS**, under **Chapter 9-6-4 R-B Regional Business District** of the Unified Land Development Code of the City of Gainesville, Georgia; **Section 9-6-4-2 Permitted and Special Uses** allows an *automobile service or repair establishment* subject to City Council approval after review and recommendation by the Gainesville Planning and Appeals Board; and

**WHEREAS**, an application has been received from **Palmetto Capital Group** to allow an *automotive care center* within a Regional Business (R-B) zoning district identified as follows:

**01-119-003-041A (Part)**  
**150 Pearl Nix Parkway, SW**  
**Ward Five**

**WHEREAS**, the application has been evaluated under any criteria specified in the aforesaid section; and

**WHEREAS**, the **Gainesville Planning and Appeals Board**, during its public hearing held on **February 11, 2020**, reviewed the application and recommended **conditional approval** of said request with the following conditions:

**Conditions**

1. The proposed development shall be generally consistent with the concept plan and architectural elevations provided with this special use application and shall meet the Gateway Corridor Overlay Zone and Architectural Design Standards within Chapter 9-9-5 of the Unified Land Development Code.
2. Prohibited uses for the subject property shall include extended stay hotels, motels/hotels with rooms accessed from the exterior of the building, adult novelty stores, group homes, crisis centers, adult entertainment centers, pawn shops, dollar-type stores, massage parlors, hookah lounge, tobacco or vaping stores, gas station/convenience stores, auto body shops, automobile sales establishments, marine sales or repair stores, automated or non-automated car washes, truck stops, coin-laundry facilities, tattoo parlors, psychics, fortune tellers, clairvoyants and the like.
3. An electronic message board sign is not permitted for the subject property.
4. All access point design for the subject property shall require review and approval by the Gainesville Public Works Department Director and shall be limited to the existing interior driveway within the Lakeshore Mall property. All required access/traffic/sidewalk improvements associated with the proposed development shall be at the full expense of the developer/property owner.
5. An updated as-built boundary survey/plat of the subject property, indicating all improvements required for the proposed use, shall be recorded prior to obtaining a Certificate of Occupancy.

**RESOLUTION ZR-2020-\_\_\_\_**

**NOW, THEREFORE, BE IT RESOLVED THAT** the governing body for the City of Gainesville hereby approves the applicant's request for a special use permit as stated above and subject to all the terms of the Unified Land Development Code.

**Adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2020.**

\_\_\_\_\_  
**C. Danny Dunagan, Jr., Mayor**

This is to certify that I am City Clerk of the City of Gainesville. As such, I keep its official records, including its minutes. In that capacity, my signature below certifies this resolution was adopted as stated and will be recorded in the official minutes.

**ATTEST:**

\_\_\_\_\_  
**Denise O. Jordan, City Clerk**



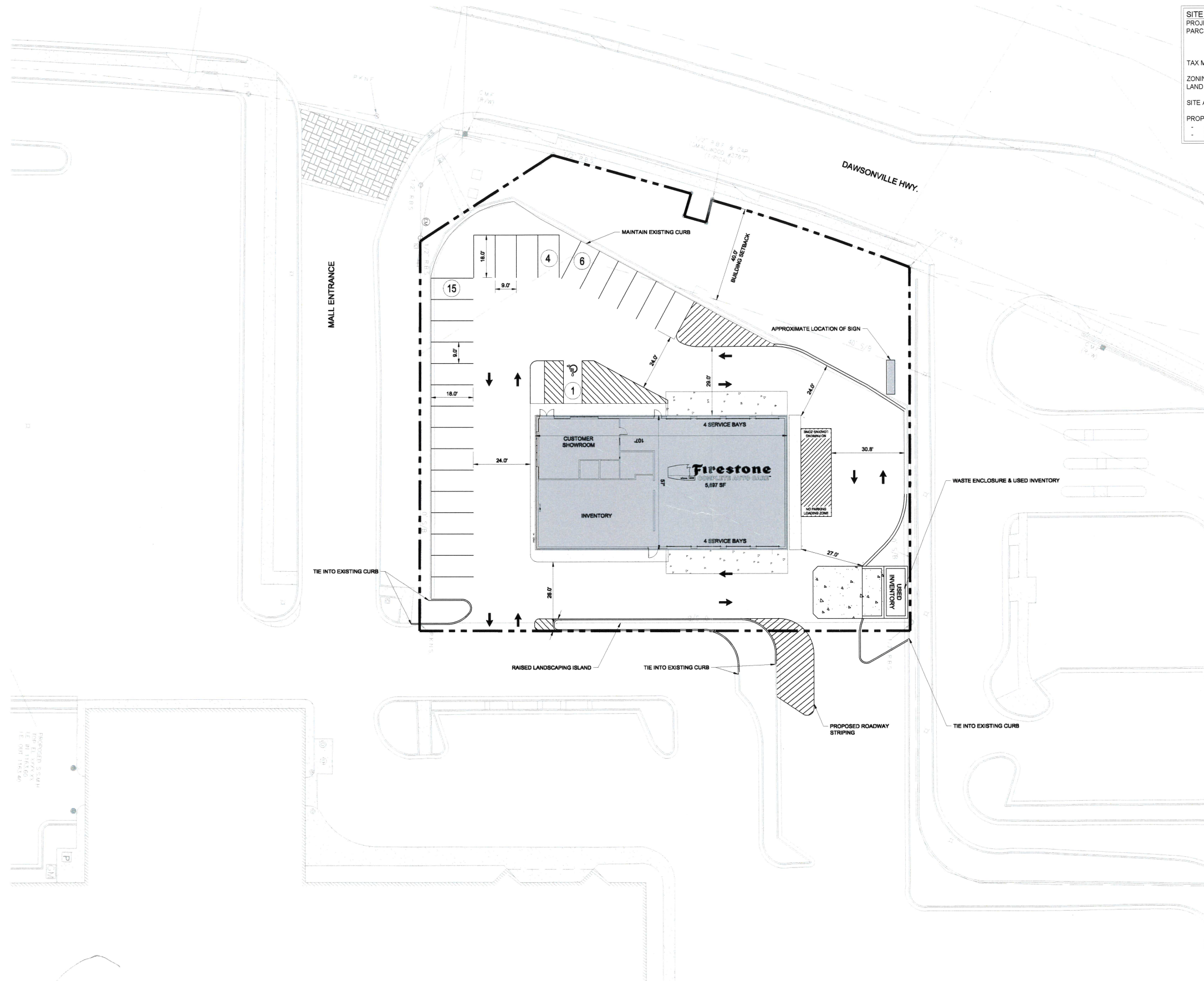
## Exhibit A - Concept Plans



AERIAL VIEW

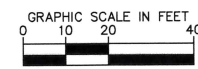


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| SITE DATA TABLE            |                                                    |
|----------------------------|----------------------------------------------------|
| PROJECT NAME:              | FIRESTONE - GAINESVILLE                            |
| PARCEL ADDRESS:            | PEARL NIX PKWY AND DAWSONVILLE HWY GAINESVILLE, GA |
| TAX MAP AND PARCEL NUMBER: | PARCEL 01119003041A                                |
| ZONING:                    | R-B                                                |
| LAND USE:                  | AUTOMOBILE SALES, SERVICE, OR REPAIR               |
| SITE ACREAGE:              | ±0.89 AC                                           |
| PROPOSED BUILDING SF:      | 5,897 SF                                           |
| - SERVICE AREA             | 3,236 SF                                           |
| - INVENTORY AREA           | 1,400 SF                                           |

**NOT FOR  
CONSTRUCTION**



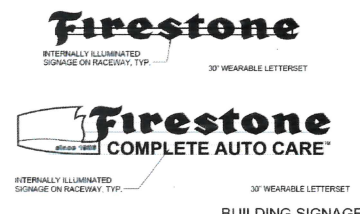
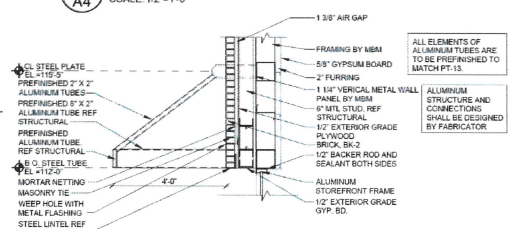
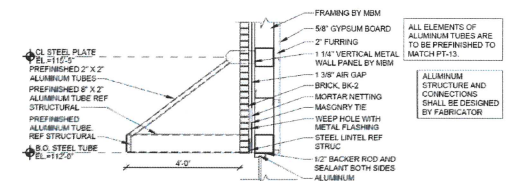
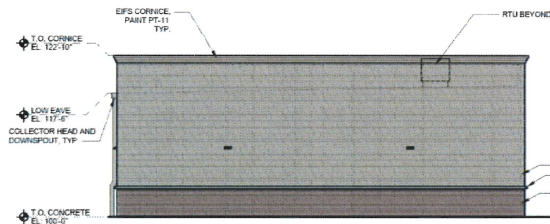
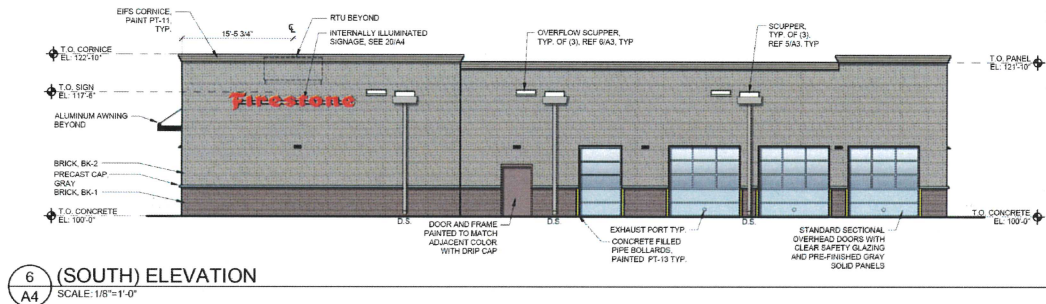
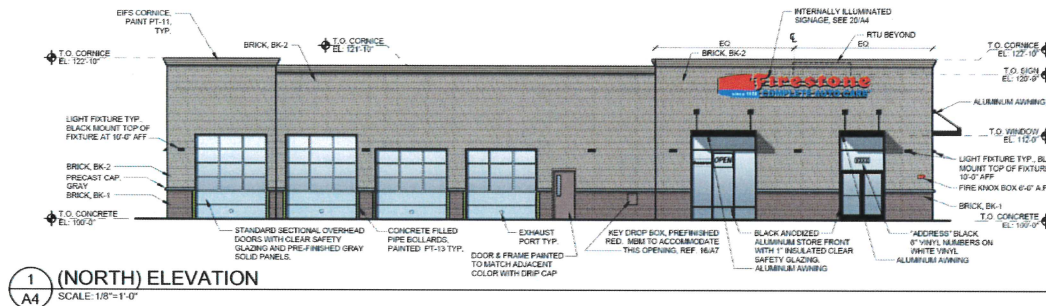
**Kimley»Horn**  
214 Oceanside Drive, Nashville, TN 37204  
Main: 615.564.2701 | www.kimley-horn.com  
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**Firestone**  
COMPLETE AUTO CARE™  
PEARL NIX PKWY & DAWSONVILLE HWY  
GAINESVILLE, GA 30501

**DRAFT  
PRELIMINARY  
PLANS**  
FOR REVIEW ONLY

| REVISIONS                         |    | DATE | BY |
|-----------------------------------|----|------|----|
| No.                               | 1  |      |    |
|                                   | 2  |      |    |
|                                   | 3  |      |    |
|                                   | 4  |      |    |
|                                   | 5  |      |    |
|                                   | 6  |      |    |
|                                   | 7  |      |    |
|                                   | 8  |      |    |
|                                   | 9  |      |    |
|                                   | 10 |      |    |
| DESIGNED BY:                      |    |      |    |
| DRAWN BY:                         |    |      |    |
| CHECKED BY:                       |    |      |    |
| DATE: 12/18/2019                  |    |      |    |
| KIMLEY-HORN PROJECT NO. 017059038 |    |      |    |
| SUP CONCEPT PLAN                  |    |      |    |
| SHEET NUMBER SUP-1                |    |      |    |

## Exhibit B - Architectural Renderings



CONSTRUCTION DOCUMENTS WILL BE BASED ON THE  
LATEST RELEASE OF THE PROTOTYPICAL DOCUMENTS  
ON LUCERNEX AT THE TIME OF CONSTRUCTION  
DOCUMENT AUTHORIZATION.

---

NOTE: THIS DRAWING IS FOR CONCEPTUAL PURPOSES  
ONLY. SITE INFORMATION WAS OBTAINED FROM THE  
CLIENTS DOCUMENTS; DESIGN MAY VARY.

| PROJECT CONTACTS:                    | PHONE #:       |
|--------------------------------------|----------------|
| <u>NS DEV MGR: ARUN MALVEA</u>       | (630) 259-9000 |
| <u>DESIGN MGR: RANDY JOHNSON</u>     | (615) 937-9251 |
| <u>CONST MGR: TODD CAPRIOTTI</u>     | (727) 298-5690 |
| <u>MGR CONST SUPPORT: CHRIS NAGY</u> | (615) 937-9255 |
| <u>ATTORNEY: NICK MANN</u>           | (615) 937-6274 |

PROJECT CONTACTS: PHONE #:

ARCHITECT: ANNA EASTRIDGE (918) 587-8600

SGA DESIGN GROUP, P.C.

PROTOTYPE: 2020 I

ZONE APPROVAL (BY/DATE):

VP. \_\_\_\_\_

CONT. \_\_\_\_\_

RM. \_\_\_\_\_

CM. \_\_\_\_\_

---

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SITE ID: 2.633  
LEGACY ID: XXXXXXXX

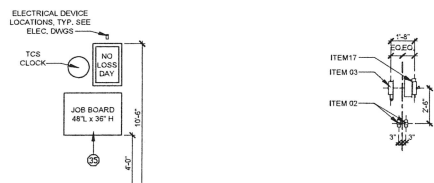


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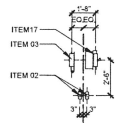
**150 PEARL NIX PKWY  
GAINESVILLE, GA**

**SGA Design Group, P.C.**  
 Mitchell R. Garrett, Architect  
 Georgia Registration #: RA113862  
 1437 South Boulder, Suite 550  
 Tulsa, Oklahoma 74119.3609  
 p 918.587.8600  
 f 918.587.8601  
[www.sgadesigngroup.com](http://www.sgadesigngroup.com)

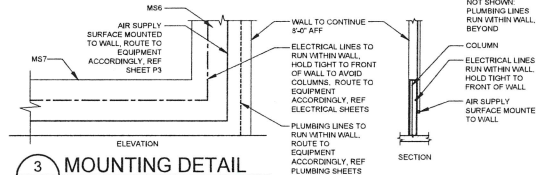




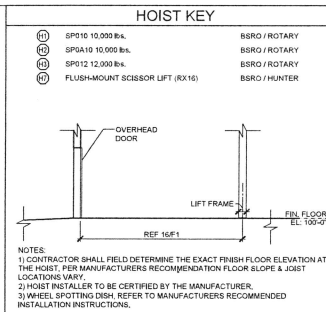
1 INTERIOR ELEVATION  
F1 SCALE: 1/4"=1'-0"



2 ENLARGED EQUIPMENT DETAIL  
F1 SCALE: 1/4"=1'-0"



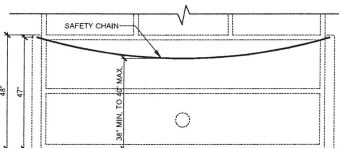
3 MOUNTING DETAIL  
F1 SCALE: 1/4"=1'-0"



INVENTORY COUNT  
335 - UNITS/TIRES (5 TIERS OF TIRES)  
545 - LF PARTS

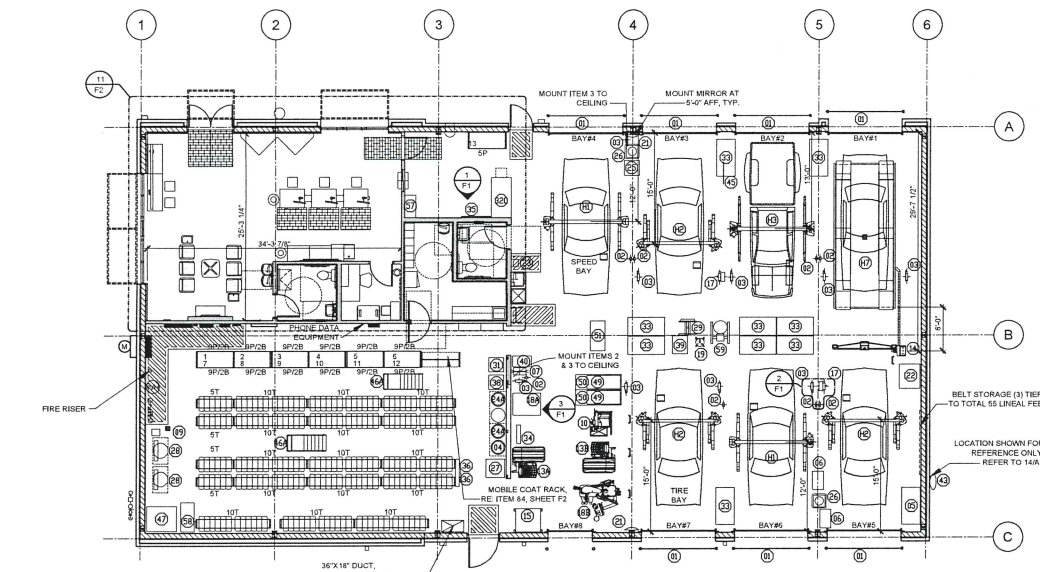
| INVENTORY COUNT                      | BUILDING AREA       | S.F.  |
|--------------------------------------|---------------------|-------|
| 335 - UNITS/TIRES (5 TIERS OF TIRES) | SHOWROOM AREA       | 733   |
| 545 - LF PARTS                       | SERVICE AREA        | 3,234 |
|                                      | INVENTORY AREA      | 1,400 |
|                                      | ACCESSORY USE AREAS | 398   |
|                                      | FAÇADE UPGRADES     | 5,597 |
|                                      | TOTAL BUILDING      | 5,597 |

| SHOP EQUIPMENT KEY                                                                                         |     |                                                                     |
|------------------------------------------------------------------------------------------------------------|-----|---------------------------------------------------------------------|
| FURNISHED BY BERO U.S. ALL ITEMS INSTALLED BY G.C. REFER TO SUPPLEMENTARY SHEETS FOR FURTHER REQUIREMENTS. |     |                                                                     |
| #                                                                                                          | QTY | DESCRIPTION                                                         |
| 01                                                                                                         | 7   | SETS (BANNER/BRACKET/CHAIN) SEE 20F1 & 15A7                         |
| 02                                                                                                         | 8   | O.H. CORD REEL LIGHT                                                |
| 03                                                                                                         | 9   | O.H. AIR HOSE REEL                                                  |
| 04                                                                                                         | 1   | USED OIL FILTER CONTAINER (MOBILE)                                  |
| 05                                                                                                         | 1   | SERVICE BENCH                                                       |
| 06                                                                                                         | 2   | BRAKE TOOL STAND (MOBILE)                                           |
| 07                                                                                                         | 1   | FLAT REPAIR STATION                                                 |
| 09                                                                                                         | 1   | AIR DRYER                                                           |
| 10                                                                                                         | 1   | BRAKE SHOP (INSTALLED BY HUNTER)                                    |
| 13A                                                                                                        | 1   | ELECTRONIC WHEEL BALANCER (INST. BY HUNTER), GSP970D ROAD FORCE     |
| 13B                                                                                                        | 1   | ELECTRONIC WHEEL BALANCER (INST. BY HUNTER), GSP920D NON-ROAD FORCE |
| 14                                                                                                         | 1   | WHEEL ALIGNMENT COMPUTER (FLOOR MTD INSTALLED BY HUNTER)            |
| 15                                                                                                         | 1   | USED OIL TANK / BENCH                                               |
| 16                                                                                                         | 2   | HEAVY DUTY CORD REEL                                                |
| 18A                                                                                                        | 1   | RIM CLAMP TIRE CHANGER                                              |
| 18B                                                                                                        | 1   | TIRE CHANGER TORIS REVOLUTION (INSTALLED BY HUNTER)                 |
| 19                                                                                                         | 1   | 3AS CADIE (25 GAL.) SEE A1 FOR TOLX ALERT OVERRIDE NOTE AT MVS DESK |
| 21                                                                                                         | 2   | MIRROR                                                              |
| 22                                                                                                         | 1   | BATTERY RACK                                                        |
| 23                                                                                                         | 1   | EYE WASH                                                            |
| 24A                                                                                                        | 2   | SPILL SKID 6"X106"X106"                                             |
| 25                                                                                                         | 1   | COOLANT FLUSH MACHINE (MOBILE)                                      |
| 26                                                                                                         | 2   | USED OIL RECEPTOR (MOBILE)                                          |
| 27                                                                                                         | 1   | USED TIRE CART (MOBILE)                                             |
| 28                                                                                                         | 2   | 5 HP COMPRESSOR                                                     |
| 29                                                                                                         | 1   | SHOP PRESS                                                          |
| 31                                                                                                         | 1   | ELECTRICAL SYSTEM TESTER (MOBILE)                                   |
| 32C                                                                                                        | 1   | 65" MVS DESK                                                        |
| 33                                                                                                         | 9   | MECHANIC'S TOOL CABINETS (MOBILE)                                   |
| 34                                                                                                         | 1   | WHEEL WEIGHT RACK                                                   |
| 35                                                                                                         | 1   | JOB BOARD 48" LONG                                                  |
| 36                                                                                                         | 2   | 1 OF EACH NUT & BOLT BIN                                            |
| 38                                                                                                         | 1   | STRUT COMPRESSOR (MOBILE)                                           |
| 39                                                                                                         | 1   | REFRIGERANT CHARGER (MOBILE)                                        |
| 40                                                                                                         | 1   | TIRE TEST TANK                                                      |
| 41                                                                                                         | 1   | SATELLITE DSH - VENDOR SUPPLIED REFER 14A7                          |
| 42                                                                                                         | 1   | TEAMMATE BANNERS (SUSPENDED FROM CEILING)                           |
| 46A                                                                                                        | 2   | 5 TIER ROLLING LADDER                                               |
| 47                                                                                                         | 1   | SCRUB WATER HOLDING SYSTEM                                          |
| 48                                                                                                         | 2   | STACKABLE 2 TANK OIL SYSTEM                                         |
| 50                                                                                                         | 2   | 120120 GALLON CONTAMINANT PAN                                       |
| 51                                                                                                         | 1   | ECOROX OIL RACK                                                     |
| 57                                                                                                         | 1   | LOOKABLE TOOL CABINET                                               |
| 58                                                                                                         | 1   | SPEED SCRUB 2001E                                                   |
| 59                                                                                                         | 1   | PROCTUR WARTHOG RMS                                                 |
| H1                                                                                                         | 2   | SP10 10,000 LBS. (SEE HOIST KEY)                                    |
| H2                                                                                                         | 3   | SP10 10,000 LBS. (SEE HOIST KEY)                                    |
| H3                                                                                                         | 1   | SP10 12,000 LBS. (SEE HOIST KEY)                                    |
| H7                                                                                                         | 1   | ALIGNMENT RACK IN RECESSED SLAB (SEE HOIST KEY)                     |



20 SERVICE BAY SAFETY CHAIN  
F1 SCALE: 1/2"=1'-0"

**SERVICE SAFETY CHAINS**  
GC TO INSTALL A BERO PROVIDED YELLOW PLASTIC CHAIN AT ALL OVERHEAD DOORS ON THE OUTSIDE OF BUILDING. GC TO FURNISH AND INSTALL 1" LONG AND 1/4" DIA. CLOSED EYE BOLT HOOK ON BOLLARDS AT EVERY OVERHEAD DOOR MOUNTED 47' AFF (1" BELOW TOP OF BOLLARD). MOUNT BETWEEN THE WALL AND BACK SIDE OF BOLLARD THROUGH 1/4" HOLE IN BOLLARD AND BOLTED ON THE INSIDE PRIOR TO FILING BOLLARD WITH CONCRETE. GC TO FURNISH A SPRING LOADED SNAP HOOK ON BOTH ENDS OF THE CHAIN. GC TO CUT THE CHAIN TO LENGTH SO THAT CENTER HOOKS BETWEEN 36" AND 42" AFF (ALMOST HORIZONTAL) SO THAT THE APPEARANCE IS CONSISTENT AT ALL DOOR OPENINGS. GC TO FURNISH AND INSTALL A 1" LONG AND 1/4" DIA. CLOSED EYE SCREW HOOK AT 67' AFF INTO THE WOOD BULK ON THE DRIVER'S SIDE OF EVERY DOOR TO STORE THE LOOSE END OF THE CHAIN WITH THE SPRING LOADED SNAP HOOK. THIS ALONG THE OVERHEAD DOOR TO BE CLOSED AND STORED INSIDE THE BUILDING.



16 FIXTURE PLAN  
F1 SCALE: 1/8"=1'-0"

NORTH

CONSTRUCTION DOCUMENTS WILL BE BASED ON THE LATEST RELEASE OF THE PROTOTYPICAL DOCUMENTS ON LUCERNEX AT THE TIME OF CONSTRUCTION DOCUMENT AUTHORIZATION.  
NOTE: THIS DRAWING IS FOR CONCEPTUAL PURPOSES ONLY. SITE INFORMATION WAS OBTAINED FROM THE CLIENT'S DOCUMENTS. DESIGN MAY VARY.

| PROJECT CONTACTS:             | PHONE #:       | PROJECT CONTACTS:         | PHONE #:       |
|-------------------------------|----------------|---------------------------|----------------|
| NS DEV MGR: ARUN MALVEA       | (630) 259-9000 | ARCHITECT: ANNA EASTRIDGE | (918) 587-8600 |
| DESIGN MGR: RANDY JOHNSON     | (615) 937-9251 | SGA DESIGN GROUP, P.C.    |                |
| CONST MGR: TODD CAPRIOTTI     | (727) 298-5690 |                           |                |
| MGR CONST SUPPORT: CHRIS NAGY | (615) 937-9255 |                           |                |
| ATTORNEY: NICK MANN           | (615) 937-6274 | PROTOTYPE: 2020 I         |                |

| ZONE APPROVAL | (BY/DATE): |
|---------------|------------|
| VP.           |            |
| CONT.         |            |
| RM.           |            |
| CM.           |            |
| ENTITY ID:    | 1453113    |
| SITE ID:      | 2,633      |
| LEGACY ID:    | XXXXXXX    |

**Firestone**  
COMPLETE AUTO CARE

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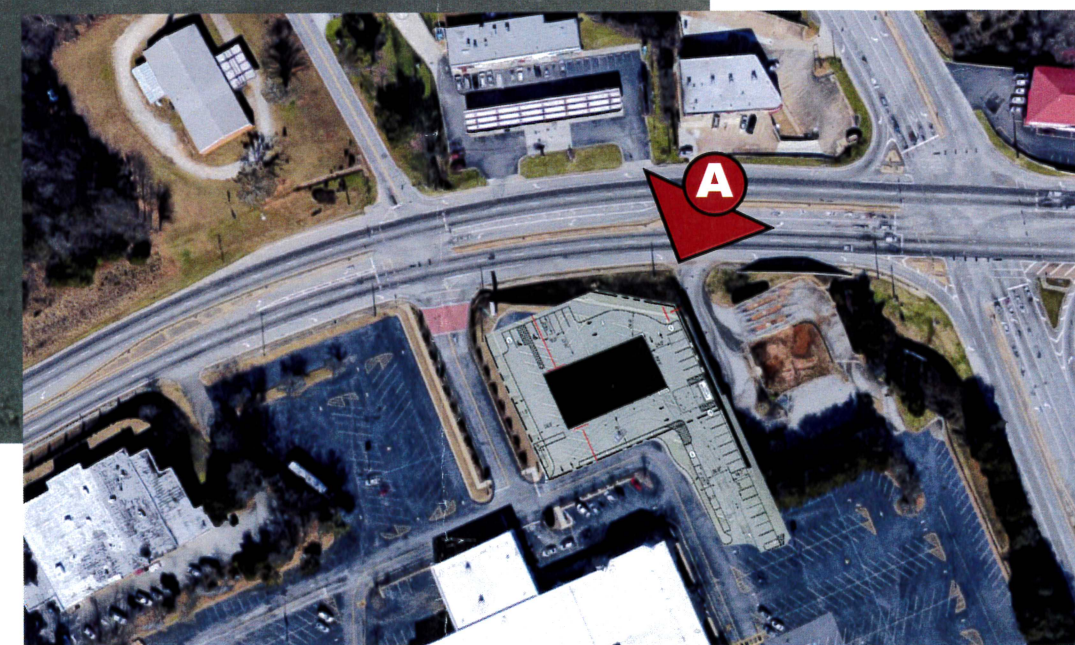
150 PEARL NIX PKWY  
GAINESVILLE, GA

**SGA Design Group, P.C.**  
Mitchell R. Garrett, Architect  
Georgia Registration #: RA013852  
1437 South Boulder, Suite 550  
Tulsa, Oklahoma 74116-3609  
p. 918.587.8600  
f. 918.587.8601  
www.sga-designgroup.com

SHEET TITLE  
FIXTURE PLAN & NOTES

SHEET NUMBER  
**PF1**





VIEW A

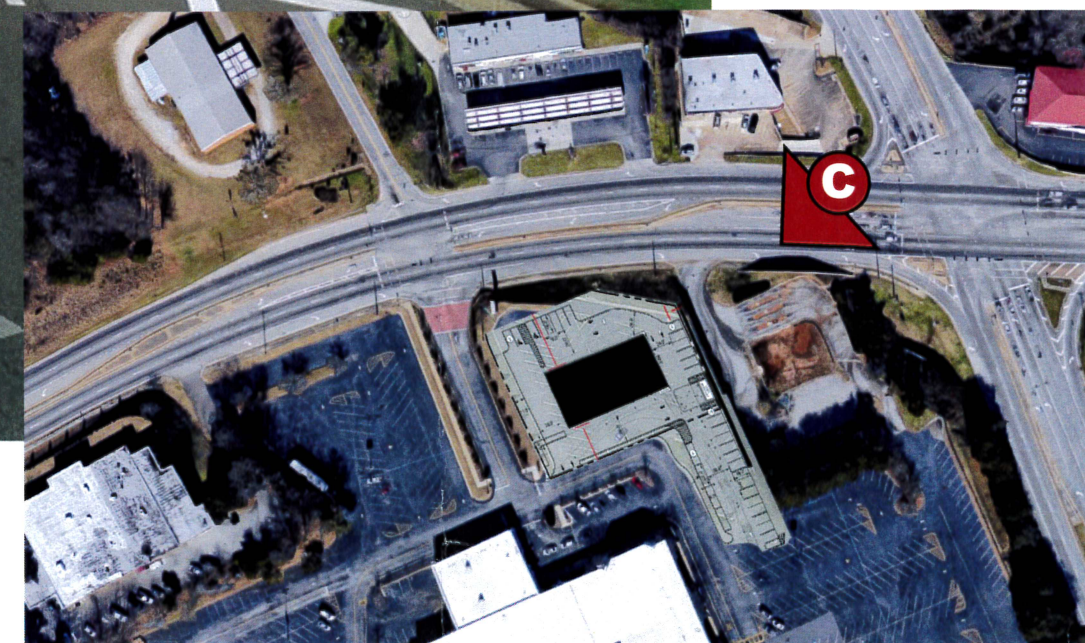




VIEW B

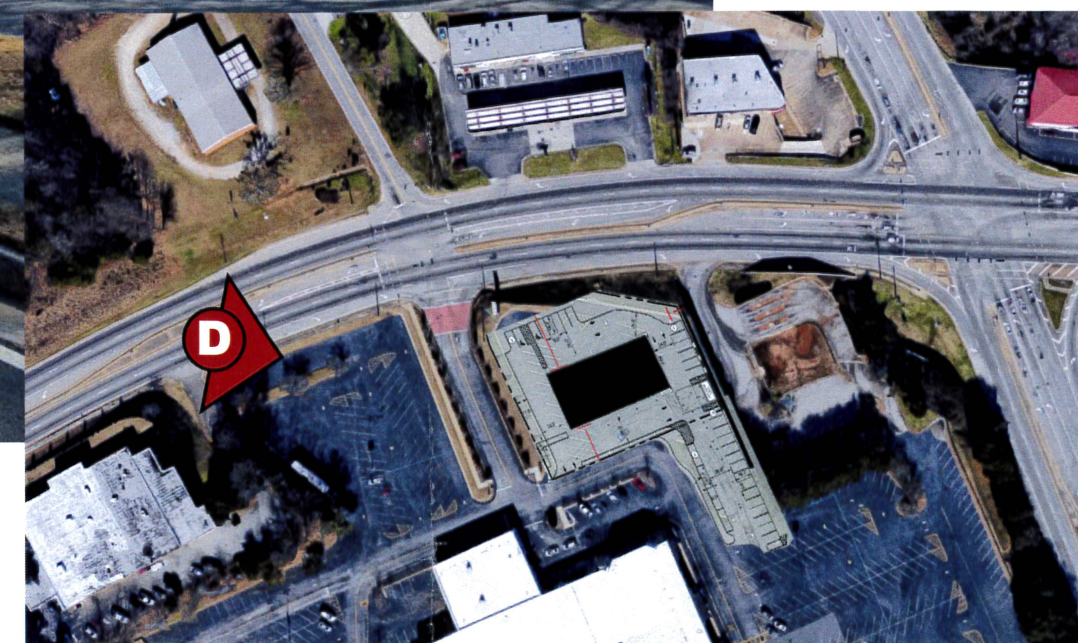






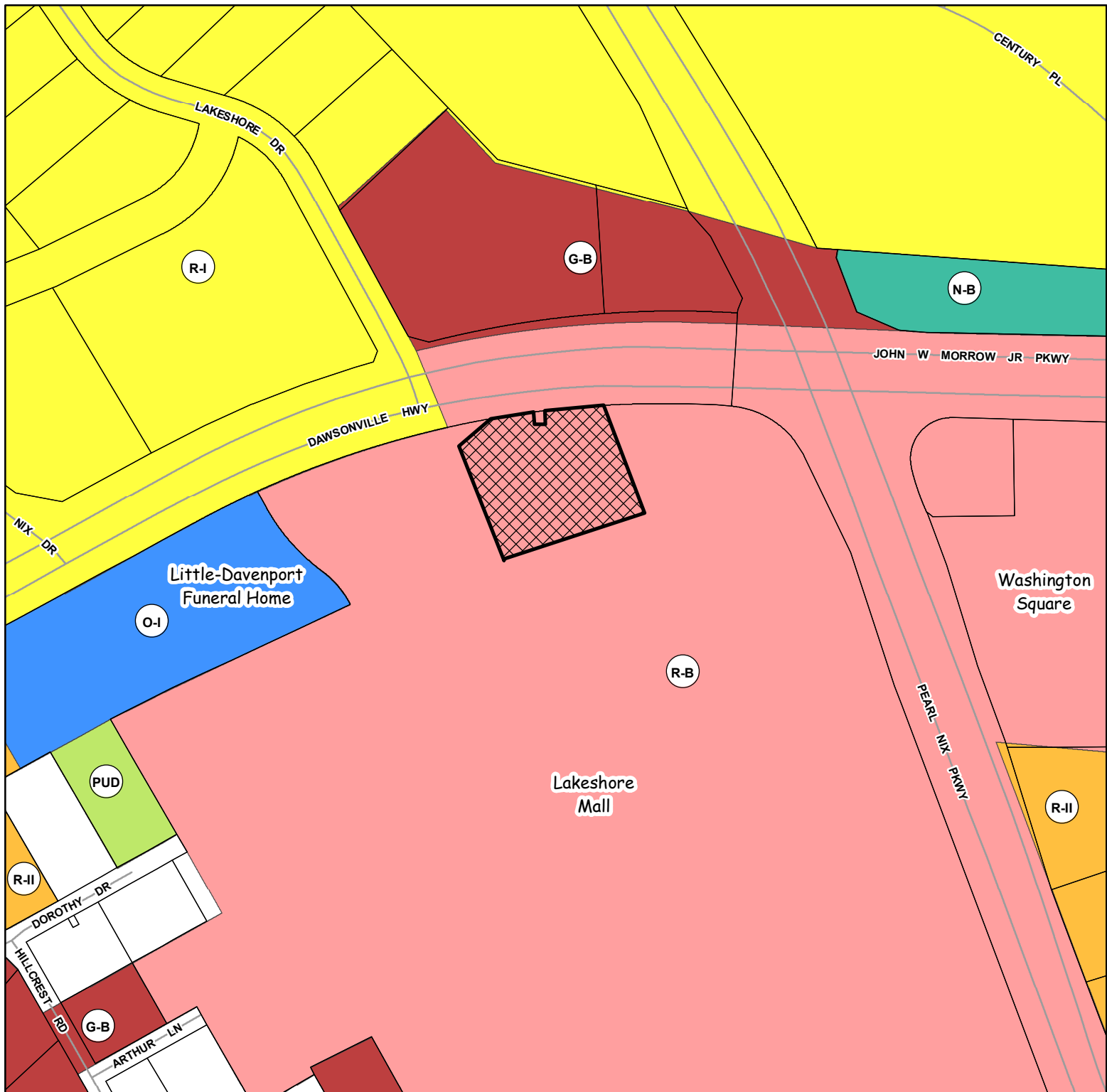
VIEW C





VIEW D





Applicant:

**PALMETTO CAPITAL GROUP**

## SPECIAL USE REQUEST

Request:

Special use of 0.84+/- acre to allow an automotive care center within Regional Business (R-B) zoning district

Subject Property Address:

150 Pearl Nix Parkway, SW

Tax Parcel:

01-119-003-041A (Part)

Meeting Date: 02/11/2020

Map Prepared: 01/15/2020



Subject Property



0 120 240 360 480 Feet

1" = 200'



CITY OF

**GAINESVILLE**

COMMUNITY AND ECONOMIC DEVELOPMENT







Applicant:

**PALMETTO CAPITAL GROUP**

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Map Prepared: 01/15/2020



Subject Property



0 120 240 360 480 Feet

1" = 200'



CITY OF  
**GAINESVILLE**

COMMUNITY AND ECONOMIC DEVELOPMENT







December 18, 2019

City of Gainesville  
311 Henry Ward Way  
P.O. Box 2496  
Gainesville, GA 30503

**RE: Narrative: SUP for Pearl Nix Parkway – East Lot**

This letter is to outline the request and justification for the special use permit for the property at 150 Pearl Nix Parkway. The special use permit request is to allow the automobile sales, service, or repair establishment within the Regional Business District (R-B) zoning at the East Lot of 150 Pearl Nix Parkway. The paragraphs below are to clarify the concept plan, proposed use, setbacks, ROW widths, building heights, signage, and road maintenance responsibility.

The proposed use will be a Firestone Complete Auto Care (FCAC) which provides services including, but not limited to, the following: new tires, full service vehicle maintenance & car repair, battery, brakes, oil change, and alignment and engine repair. The proposed subjected land use will provide a valuable service to customers in the suburban area. The site is along a major commuter highway and will provide added convenience to the public user. No adverse environmental or economic impacts are expected. The proposed layout does not increase the total impervious area.

The concept plan provided shows a prototypical Firestone Complete Auto Care (FCAC) establishment and site to be constructed at the subject address. The building footprint will be approximately 5,700 SF. A survey completed by others and platted on October 21, 2019 was used for developing the concept site plan. The concept plan features 26 parking stalls (25 standard and 1 accessible) with 24' minimum width drive aisles. The existing surface lot will be regraded and resurfaced while portions of the existing curb will be maintained. Primary access will be from the existing mall entrance access road that connects to Dawsonville Hwy. The building frontage will be directed towards Dawsonville Hwy.

Setbacks are shown on the concept site plan. Note that the right-of-way width along Dawsonville Hwy varies along the frontage of the sight. The site will not impact existing driveways or propose new access to any public roadway. All existing drives will remain private and maintenance, will be the responsibility of the owner.

A forty foot (40') building setback is provided and measured from the street right-of-way. The sides and rear of the sight have a zero-foot (0') setback requirement.

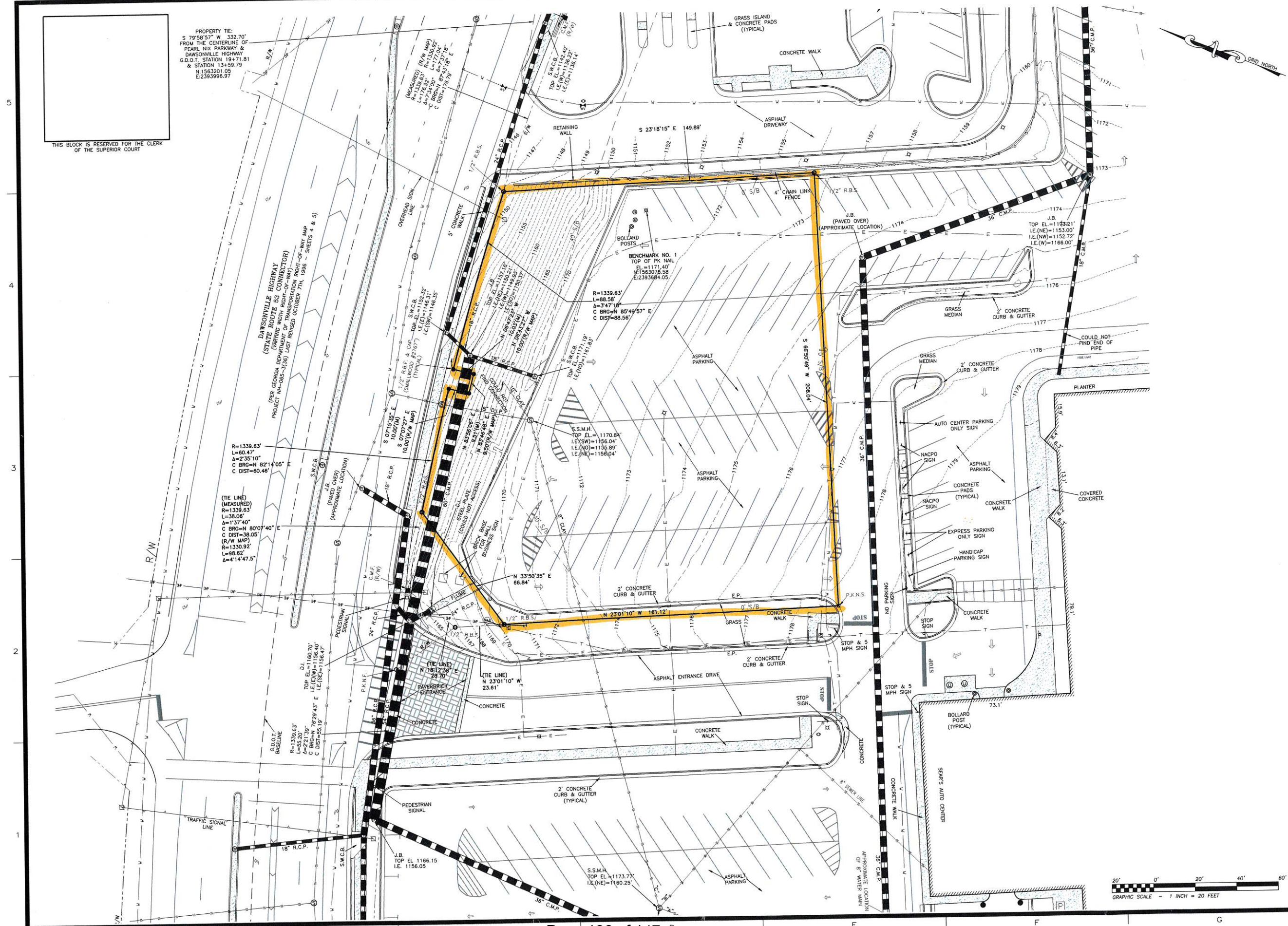
Approximate building height will be  $\pm 22'$ - $25'$ . One interior window sign, two building signs, and one monument sign will be proposed on site. Note that the total code allowed sign square footage is  $\pm 268$  SF and the total designed square footage is  $\pm 168$ .

Please contact me at (615) 564-2701 or [Sam.Jones@kimley-horn.com](mailto:Sam.Jones@kimley-horn.com) should you have any questions.

Sincerely,







REGISTERED PROFESSIONAL  
LAND SURVEYORS

P.O. BOX 256  
GAINESVILLE, GA. 30603  
PHONE: (770) 532-6492  
FAX: (770) 532-1995  
www.pattonsurveying.com



COMPUTATIONS BY: C.H.K.  
SURVEYED BY: R.H. & J.H.  
DRAFTED BY: C.H.K.  
CHECKED BY: C.M.P.

SUBDIVIDE/TOPOGRAPHIC SURVEY FOR:  
**PALMETTO CAPITAL GROUP**

LOCATED IN -  
**LAND LOT 164  
9TH LAND DISTRICT  
CITY OF GAINESVILLE  
HALL COUNTY, GEORGIA**

| REVISIONS |             |
|-----------|-------------|
| NO.       | DESCRIPTION |
|           |             |
|           |             |
|           |             |
|           |             |
|           |             |
|           |             |
|           |             |
|           |             |
|           |             |

SHEET NUMBER:  
**2 of 2**

SCALE: 1" = 20'

SURVEY DATE: 10/18/2019

PLAT DATE: 10/21/2019

19-123.dwg  
JN. 19-123

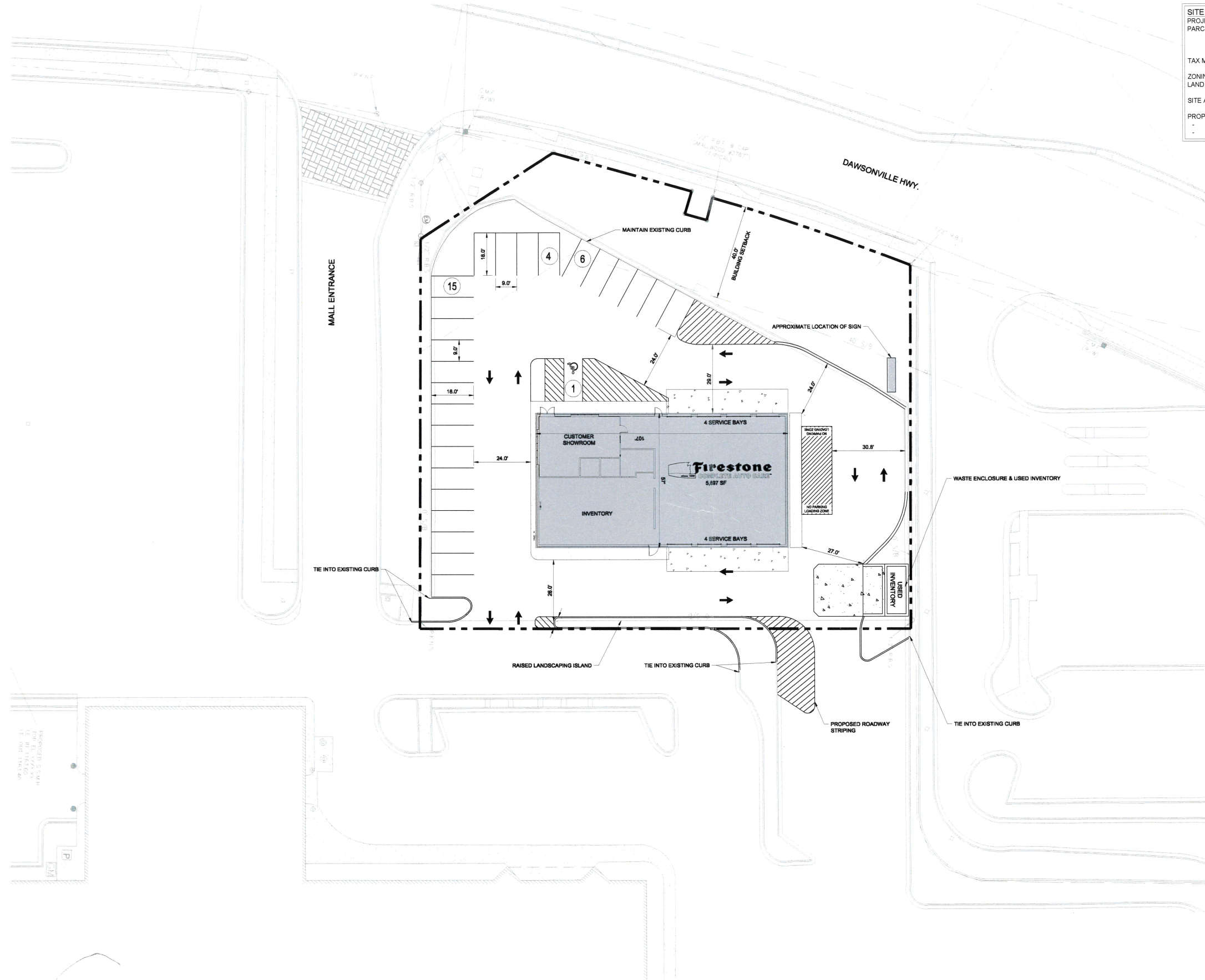




AERIAL VIEW

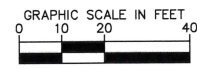


This document, together with the concepts and designs presented herein, is intended only for the specific purpose and client for which it was prepared. Reuse of and improper reliance on this document without written authorization and adaptation by Kimley-Horn and Associates, Inc. shall be without liability to Kimley-Horn and Associates, Inc.



| SITE DATA TABLE            |                                                    |
|----------------------------|----------------------------------------------------|
| PROJECT NAME:              | FIRESTONE - GAINESVILLE                            |
| PARCEL ADDRESS:            | PEARL NIX PKWY AND DAWSONVILLE HWY GAINESVILLE, GA |
| TAX MAP AND PARCEL NUMBER: | PARCEL 01119003041A                                |
| ZONING:                    | R-B                                                |
| LAND USE:                  | AUTOMOBILE SALES, SERVICE, OR REPAIR               |
| SITE ACREAGE:              | ±0.89 AC                                           |
| PROPOSED BUILDING SF:      | 5,897 SF                                           |
| - SERVICE AREA             | 3,236 SF                                           |
| - INVENTORY AREA           | 1,400 SF                                           |

**NOT FOR  
CONSTRUCTION**



PEARL NIX PKWY & DAWSONVILLE HWY  
GAINESVILLE, GA 30501

**DRAFT  
PRELIMINARY  
PLANS**  
FOR REVIEW ONLY

| REVISIONS | DATE | BY |
|-----------|------|----|
| 1         |      |    |
| 2         |      |    |
| 3         |      |    |
| 4         |      |    |
| 5         |      |    |
| 6         |      |    |
| 7         |      |    |
| 8         |      |    |
| 9         |      |    |
| 10        |      |    |

|                         |            |
|-------------------------|------------|
| DESIGNED BY:            |            |
| DRAWN BY:               |            |
| CHECKED BY:             |            |
| DATE:                   | 12/18/2019 |
| KIMLEY-HORN PROJECT NO. | 017059038  |

**SUP CONCEPT  
PLAN**

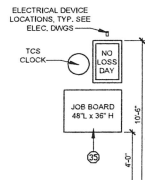
SHEET NUMBER  
**SUP-1**

**Kimley»Horn**

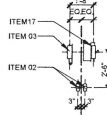
214 Oceanside Drive, Nashville, TN 37204  
Main: 615.564.2701 | www.kimley-horn.com  
© 2019 Kimley-Horn and Associates, Inc.



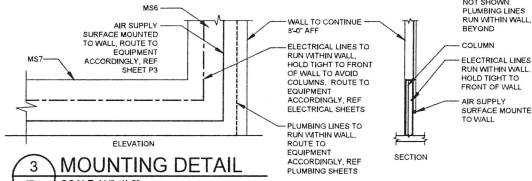




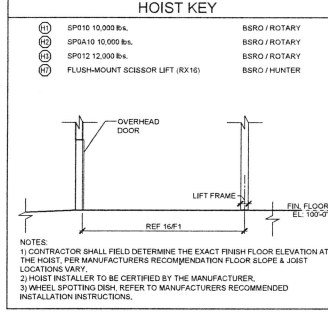
1 INTERIOR ELEVATION  
F1 SCALE: 1/4\"/>



2 ENLARGED EQUIPMENT DETAIL  
F1 SCALE: 1/4\"/>



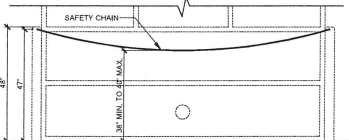
3 MOUNTING DETAIL  
F1 SCALE: 1/4\"/>



| INVENTORY COUNT                      |  |
|--------------------------------------|--|
| 335 - UNITS/TIRES (5 TIERS OF TIRES) |  |
| 545 - LF PARTS                       |  |

| BUILDING AREA       | S.F.  |
|---------------------|-------|
| SHOWROOM AREA       | 733   |
| SERVICE AREA        | 3,234 |
| INVENTORY AREA      | 1,400 |
| ACCESSORY USE AREAS | 398   |
| FAÇADE UPGRADES     | 6     |
| TOTAL BUILDING      | 5,569 |

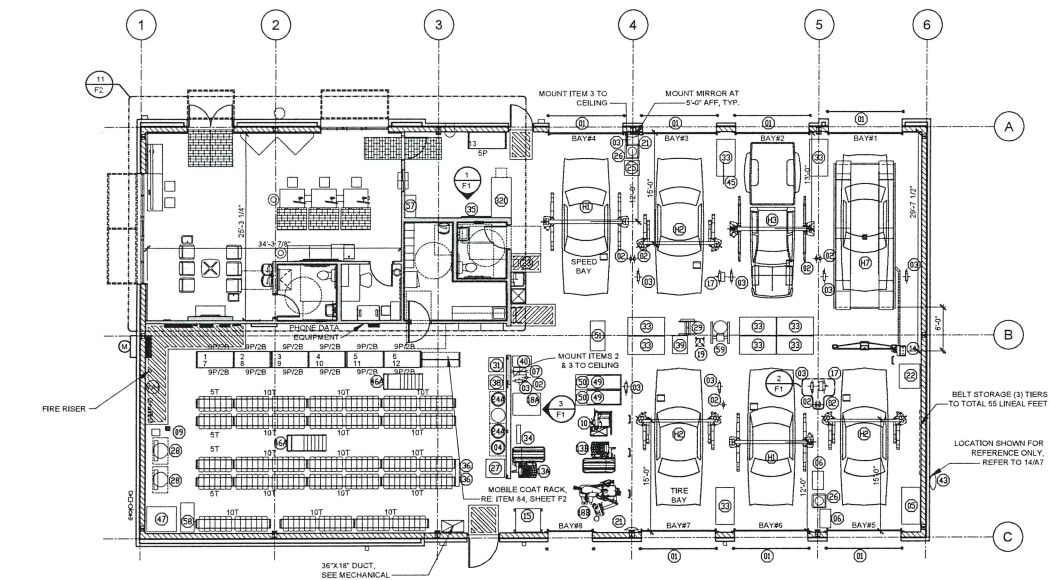
| #   | QTY | DESCRIPTION                                                         |
|-----|-----|---------------------------------------------------------------------|
| 01  | 7   | SETS (BANNER/BRACKETS/CHAIN) SEE 20F1 & 18A7                        |
| 02  | 8   | O.H. CORD REEL LIGHT                                                |
| 03  | 9   | O.H. AIR HOSE REEL                                                  |
| 04  | 1   | USED OIL FILTER CONTAINER (MOBILE)                                  |
| 05  | 1   | SERVICE BENCH                                                       |
| 06  | 2   | BRAKE TOOL STAND (MOBILE)                                           |
| 07  | 1   | FLAT REPAIR STATION                                                 |
| 09  | 1   | AIR DRYER                                                           |
| 10  | 1   | BRAKE SHOP (INSTALLED BY HUNTER)                                    |
| 13A | 1   | ELECTRONIC WHEEL BALANCER (INST. BY HUNTER), GSP970D ROAD FORCE     |
| 13B | 1   | ELECTRONIC WHEEL BALANCER (INST. BY HUNTER), GSP920D NON-ROAD FORCE |
| 14  | 1   | WHEEL ALIGNMENT COMPUTER (FLOOR MTD INSTALLED BY HUNTER)            |
| 15  | 1   | USED OIL TANK / BENCH                                               |
| 16  | 1   | HEAVY DUTY CORD REEL                                                |
| 17  | 2   | HEAVY DUTY CORD REEL                                                |
| 18A | 1   | RIM CLAMP TIRE CHANGER                                              |
| 18B | 1   | TIRE CHANGER TORIS REVOLUTION (INSTALLED BY HUNTER)                 |
| 19  | 1   | 3AS CADDE (25 GAL.) SEE A1 FOR TOLX ALERT OVERRIDE NOTE AT MVS DESK |
| 21  | 2   | MIRROR                                                              |
| 22  | 1   | BATTERY RACK                                                        |
| 23  | 1   | EYE WASH                                                            |
| 24A | 2   | SPILL SKID 6\"/>                                                    |



20 SERVICE BAY SAFETY CHAIN  
F1 SCALE: 1/2\"/>

**SERVICE SAFETY CHAINS**

GC TO INSTALL A BSRD PROVIDED YELLOW PLASTIC CHAIN AT ALL OVERHEAD DOORS ON THE OUTSIDE OF BUILDING. GC TO FURNISH AND INSTALL 1\"/>



16 FIXTURE PLAN  
F1 SCALE: 1/8\"/>

CONSTRUCTION DOCUMENTS WILL BE BASED ON THE LATEST RELEASE OF THE PROTOTYPAL DOCUMENTS ON LUCERNEX AT THE TIME OF CONSTRUCTION DOCUMENT AUTHORIZATION.

NOTE: THIS DRAWING IS FOR CONCEPTUAL PURPOSES ONLY. SITE INFORMATION WAS OBTAINED FROM THE CLIENT'S DOCUMENTS. DESIGN MAY VARY.

|                               |                |                           |                |
|-------------------------------|----------------|---------------------------|----------------|
| PROJECT CONTACTS:             | PHONE #:       | PROJECT CONTACTS:         | PHONE #:       |
| NS DEV MGR: ARUN MALVEA       | (630) 259-9000 | ARCHITECT: ANNA EASTRIDGE | (918) 587-8600 |
| DESIGN MGR: RANDY JOHNSON     | (615) 937-9251 | SGA DESIGN GROUP, P.C.    |                |
| CONST MGR: TODD CAPRIOTTI     | (727) 298-5690 |                           |                |
| MGR CONST SUPPORT: CHRIS NAGY | (615) 937-9255 |                           |                |
| ATTORNEY: NICK MANN           | (615) 937-6274 | PROTOTYPE: 2020 I         |                |

|               |            |
|---------------|------------|
| ZONE APPROVAL | (BY/DATE): |
| VP.           |            |
| CONT.         |            |
| RM.           |            |
| CM.           |            |
| ENTITY ID:    | 1453113    |
| SITE ID:      | 2,633      |
| LEGACY ID:    | XXXXXXX    |

**Firestone**  
COMPLETE AUTO CARE

THIS DRAWING IS THE PROPERTY OF FIRESTONE RETAIL OPERATIONS, LLC AND IS LOANED ON THE EXPRESS CONDITION THAT IT IS NOT TO BE REPRODUCED OR COPIED IN ANY MANNER WITHOUT THE WRITTEN PERMISSION OF FIRESTONE RETAIL OPERATIONS, LLC. NO PART OF THIS DRAWING SHALL BE COPIED OR REPRODUCED IN ANY MANNER WITHOUT THE WRITTEN PERMISSION OF FIRESTONE RETAIL OPERATIONS, LLC.

150 PEARL NIX PKWY  
GAINESVILLE, GA

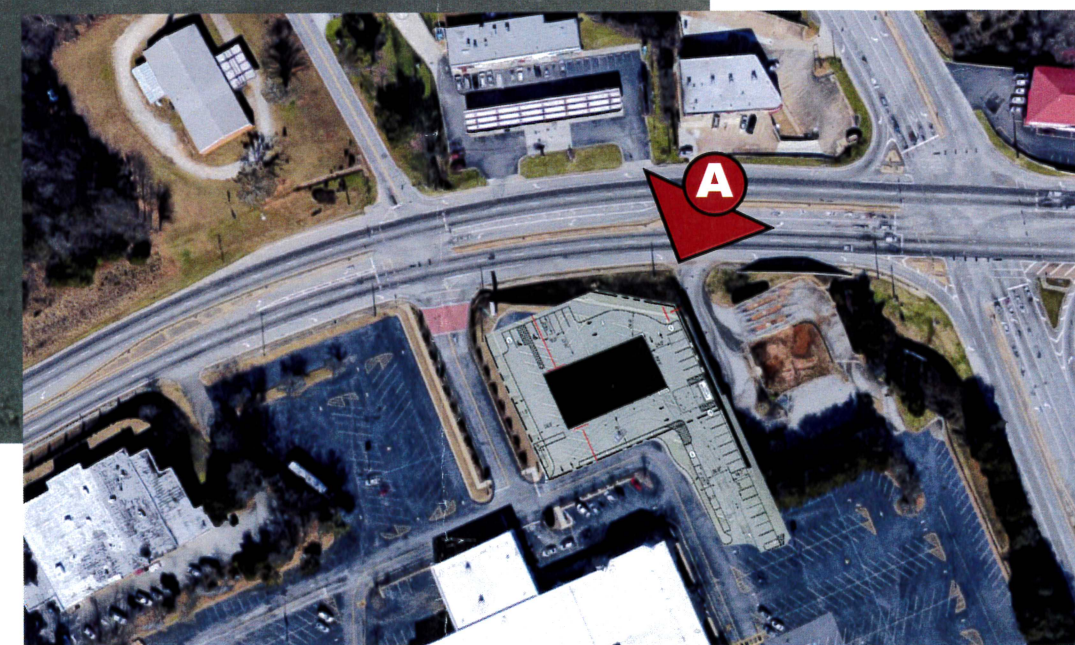
**SGA Design Group, P.C.**

Mitchell R. Garrett, Architect  
Georgia Registration #: RA013852  
1437 South Boulder, Suite 550  
Tulsa, Oklahoma 74116-3609  
p. 918.587.8900  
f. 918.587.8901  
www.sga-designgroup.com

SHEET TITLE  
FIXTURE PLAN & NOTES

SHEET NUMBER  
**PF1**





VIEW A

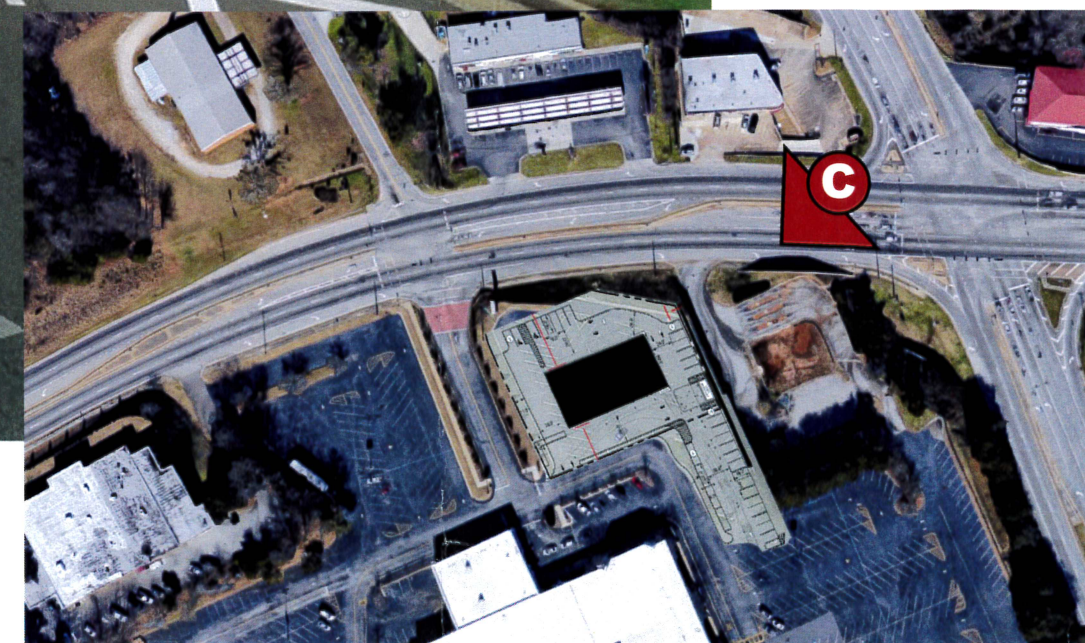




VIEW B





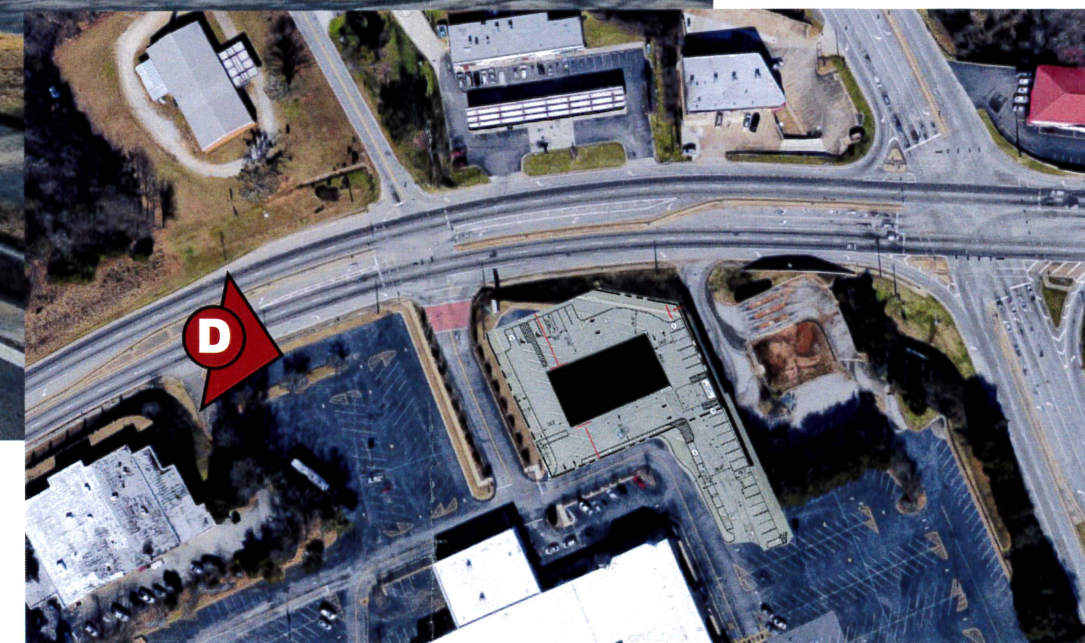


VIEW C





VIEW D





# CITY OF GAINESVILLE

## WORKSESSIONREQUEST

---

**Date Submitted:** 2/19/2020  
**Presenter:** Danny Dunagan  
**Item of Business:** Appointment(s): Ethics Committee  
**Meeting Date:** 2/27/2020

---

**Purpose of Request:**

The purpose of this request is to address the vacant position previously held by Christopher Nish.

**History/Background:**

**Facts & Issues for Consideration:**

The Ethics Committee follows the guidelines of the City Charter and the Code of Ordinances. Members serve a four-year term.

Darryl Rochester has confirmed his willingness to serve on the Ethics Committee. The verification process was completed and all appear to be in order.

**Department Recommendation:**

To consider the nomination as submitted by the Mayor.

**Department Director:**

Danny Dunagan

---

**If funding is involved, are funds approved within the current budget?**

N/A

**Amount Requested:**

**Source of Funds:**

**Finance Comments:**

---

**Administrative Comments:**

---

**ATTACHMENTS:**

| Description                                           | Type            |
|-------------------------------------------------------|-----------------|
| <input type="checkbox"/> Ethics Committee Members     | Backup Material |
| <input type="checkbox"/> Christopher Nish Resignation | Backup Material |



# ETHICS COMMITTEE

| POST             | LAST NAME | FIRST NAME  | APPOINTED   | REAPPOINTED<br>REELECTED | EXPIRES   |
|------------------|-----------|-------------|-------------|--------------------------|-----------|
| Ward 1           | Nivens    | Johnny      | 5/1/2012    | 6/21/2016                | 6/21/2020 |
| Ward 2<br>Vacant | Nish      | Christopher | 6/21/2016   |                          | 6/21/2020 |
| Ward 3           | Hutchens  | Linda       | 7/5/2016    |                          | 7/5/2020  |
| Ward 4           | Currans   | Bill        | 5/1/2012    | 6/21/2016                | 6/21/2020 |
| Ward 5           | Sanders   | Bill        | 2/18//20 UE |                          | 10/4/2020 |

TERM: Four year terms  
 Created via Ordinance 2007-37 adopted 9/4/2007  
 Initial appointments made in 2012

CONTACT: City Clerk Denise Jordan

UE: Unexpired Term

UPDATED: Wednesday, February 19, 2020

**Alisa Grayson**

---

**Subject:** RE: Ethics Committee

---

**From:** Zack Thompson  
**Sent:** Thursday, January 23, 2020 3:02 PM  
**To:** Denise Jordan  
**Subject:** Fwd: Ethics Committee

**CAUTION:\*\*\*This email originated from outside the City of Gainesville networks. Be aware of phishing, and remember: CoG DoIT will never ask for your password or other personal information in email. Use caution with attachments or click links if you are not sure about it.\*\*\***

Forwarded to you from Chris Nish.

Zack Thompson

----- Forwarded message -----

**From:** Christopher Nish  
**Date:** Thu, Jan 23, 2020 at 2:39 PM  
**Subject:** Ethics Committee  
**To:** Zack Thompson

Hey Zack,

Shelby and I moved up to White County, so I am no longer a resident of Gainesville City. I think I need to resign from the Ethics Committee. Who would I contact in order to begin this process?

--

Thank you,

Chris Nish