



**Retreat/Workshop Meeting Agenda  
Friday, March 17, 2023, 9:00 AM  
Lake Lanier Islands Legacy Lodge  
7000 Lanier Islands Parkway, Buford, GA 30518**

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**PRESENTATIONS:**

- **Public Works**
- **Community & Economic Development**
- **Police**
- **Water Resources**
- **Convention & Visitors Bureau**
- **FY2024 Look Ahead**

**RECAP & DISCUSSION:**

**EXECUTIVE SESSION:**

**ADJOURNMENT:**

Final: March 16, 2023



# DISCUSSION

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GAINESVILLE CITY COUNCIL RETREAT  
FISCAL YEAR 2024 BUDGET PRIORITIES

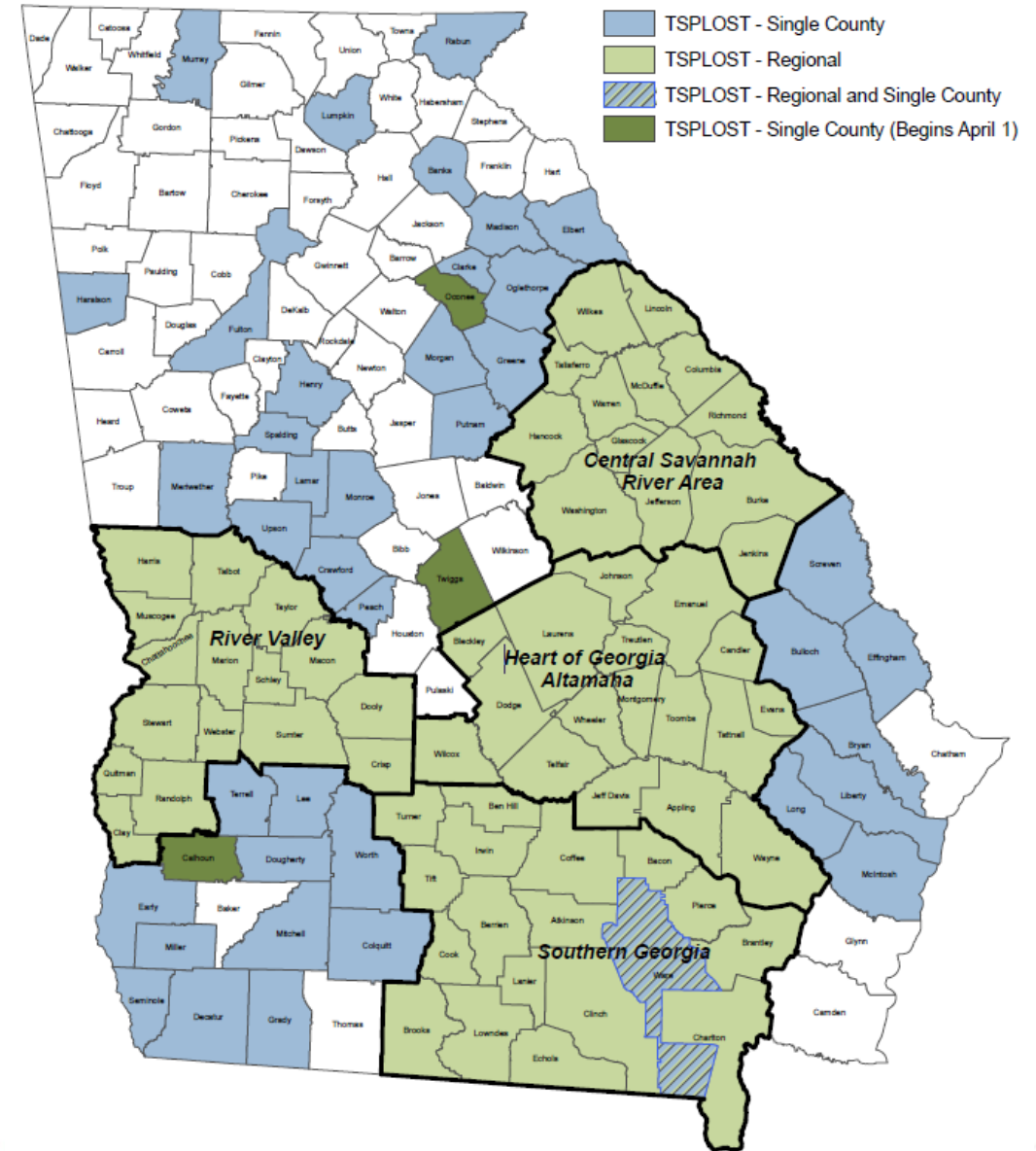
# TSPLOST

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# TSPLOST STATEWIDE

- 4 Regions with Regional TSPLOST
- 44 Counties with Single TSPLOST
- Funds spent on “*transportation purposes*” defined as roads, bridges, public transit, airports, buses, seaports, including project financing

Georgia Counties Collecting TSPLOST



April 11, 2023	Notice of Initial Meeting to Cities + GHCC Transportation Forum
April 21, 2023	Countywide Kick-Off Meeting
May 12, 2023	IGA Finalized
May 15 – June 30	Individual Cities adopt IGA
July 13, 2023	County adopts IGA
July 18, 2023	Board of Elections issues Call
July 26 – Nov 5	Legal advertisements
November 7	TSPLOST Referendum
April 1, 2024	TSPLOST Collection Begins
March 31, 2029	TSPLOST Collection Ends

# TSPLOST

## Important Facts

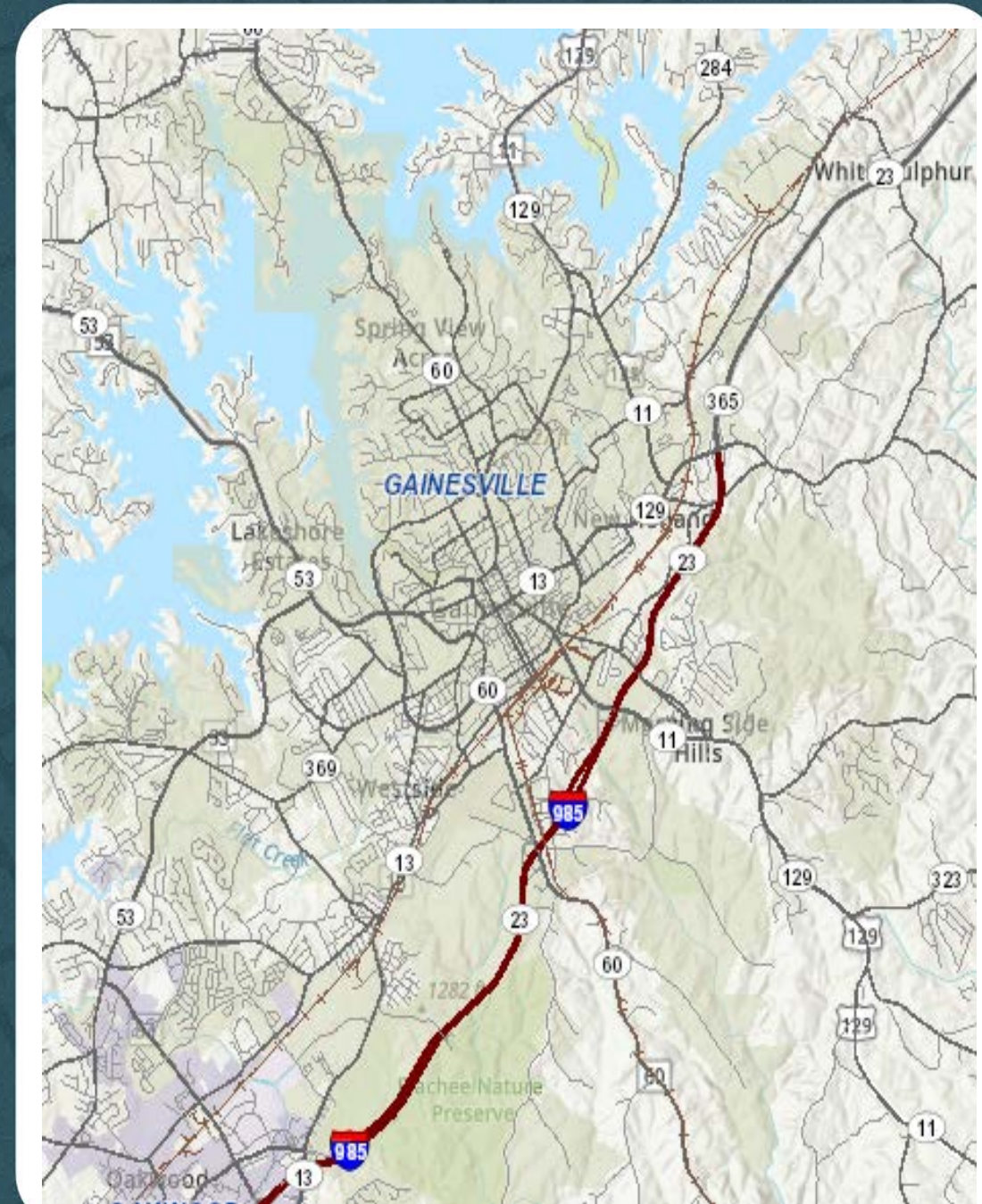
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- 1% tax with IGA executed by County and ALL municipalities
- .75% tax without IGA (complex)
- Referendum Required
- 5 Year Tax

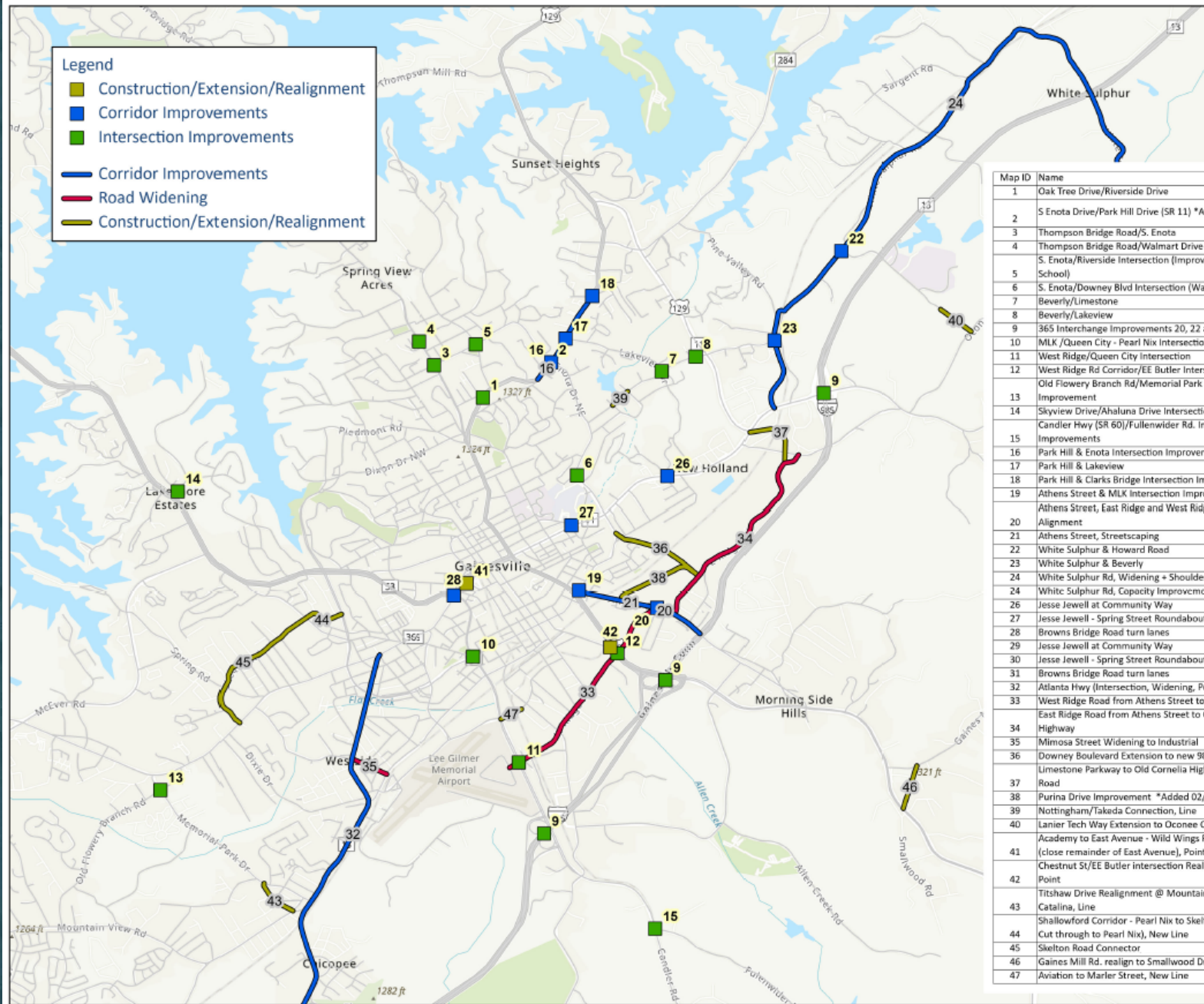
# TSPLOST GAINESVILLE

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- Categories of Priority
- Intersection Improvements
- Sidewalks/Pedestrian Improvements
- Construction/Extension/Realignment
- Study/Plan/Design
- GDOT Authorized Projects



# Potential TSPLOST Projects



## City of Gainesville Possible TSPLOST Projects

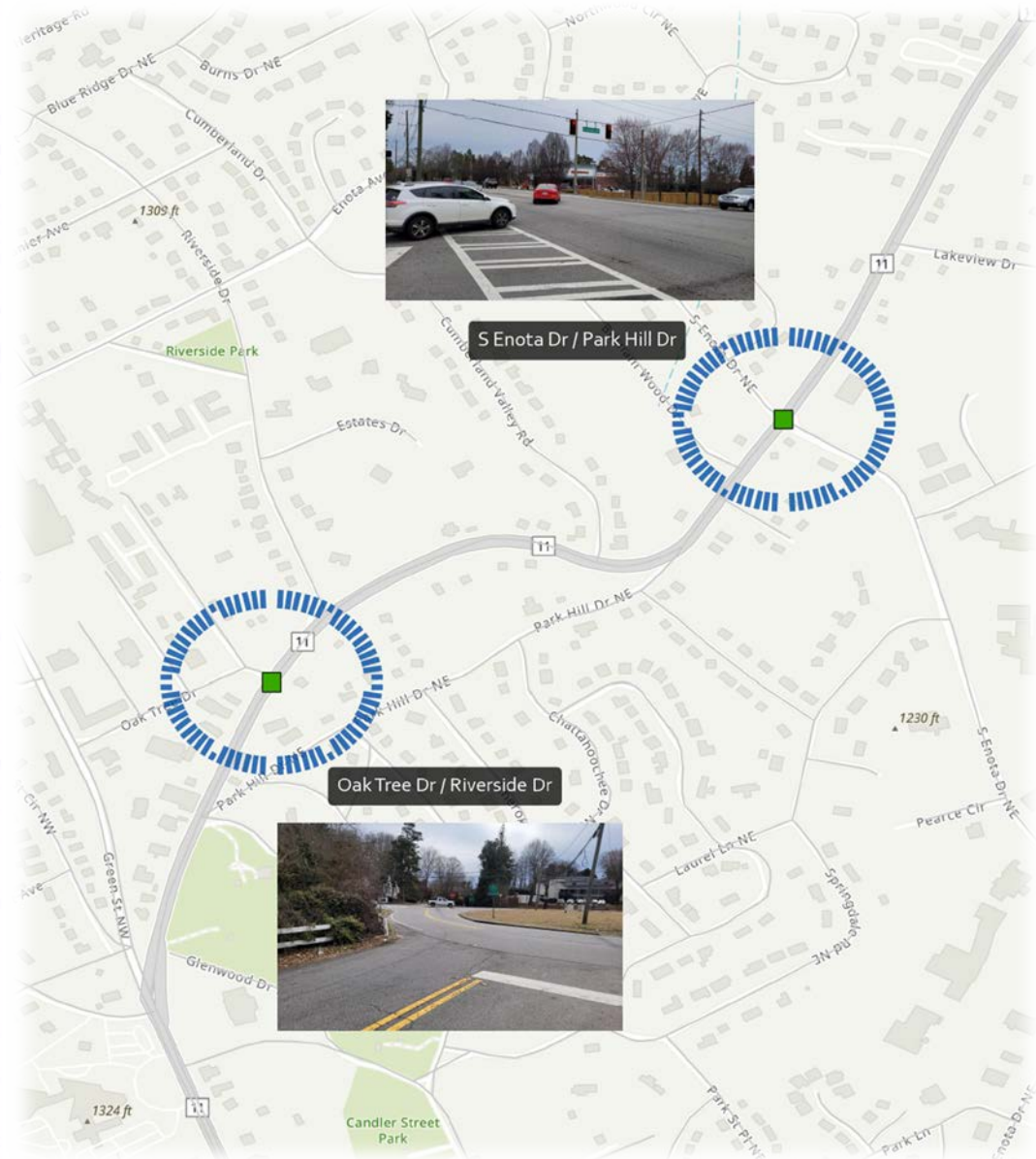
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# GAINESVILLE TSPLOST

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## LARGE PROJECTS

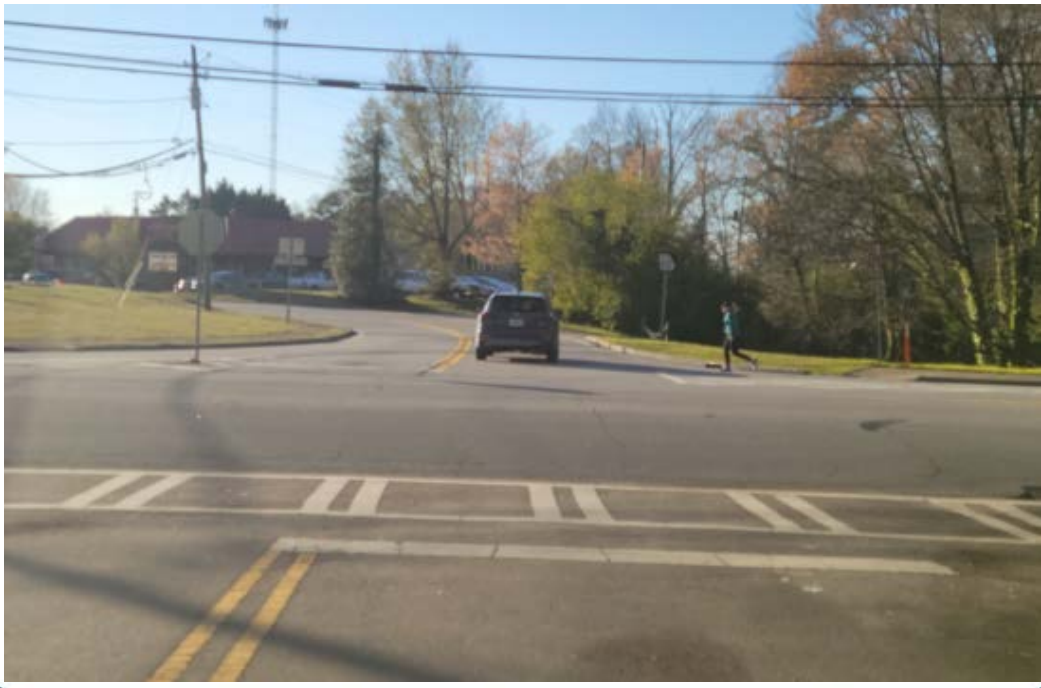
# PARK HILL



- Riverside/Park Hill @ Oak Tree Drive
- Park Hill @ S Enota
- Corridor Improvements

# PARK HILL / OAK TREE DR Intersection Improvement





# PARK HILL

## Intersection Improvement

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- Riverside/Park Hill @ Oak Tree Drive Intersection
- Reduce Conflicts
- Improve Flow
- Improve Capacity
- Pedestrian Connectivity/Safety

# PARK HILL / MORNINGSIDE DR Corridor Improvement



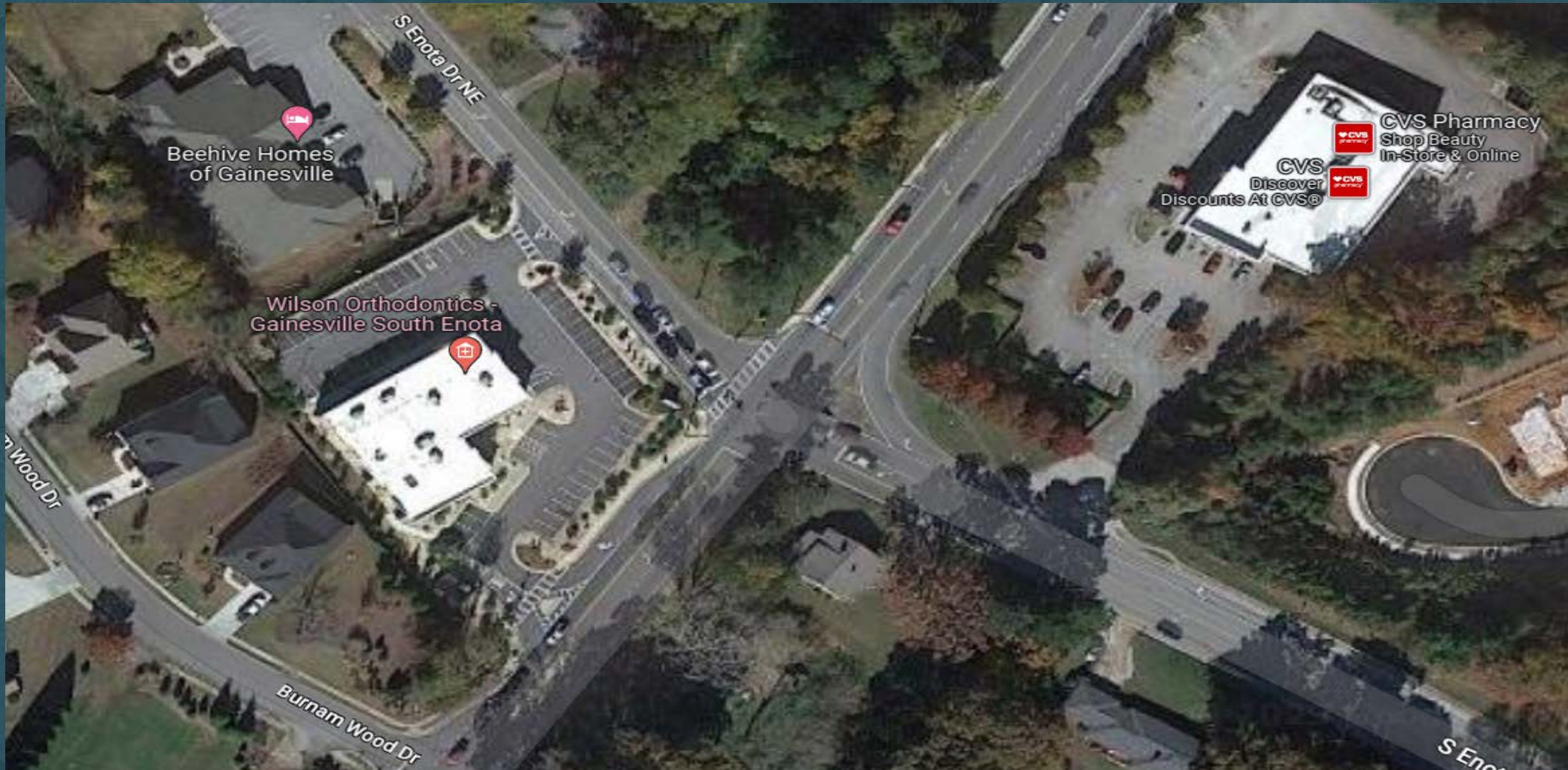


# PARK HILL Corridor Improvements

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- Riverside/ Morningside/ Park Hill Corridor
  - Improve Flow
  - Address Turning Movements
  - Capacity

# PARK HILL / ENOTA Intersection Improvement





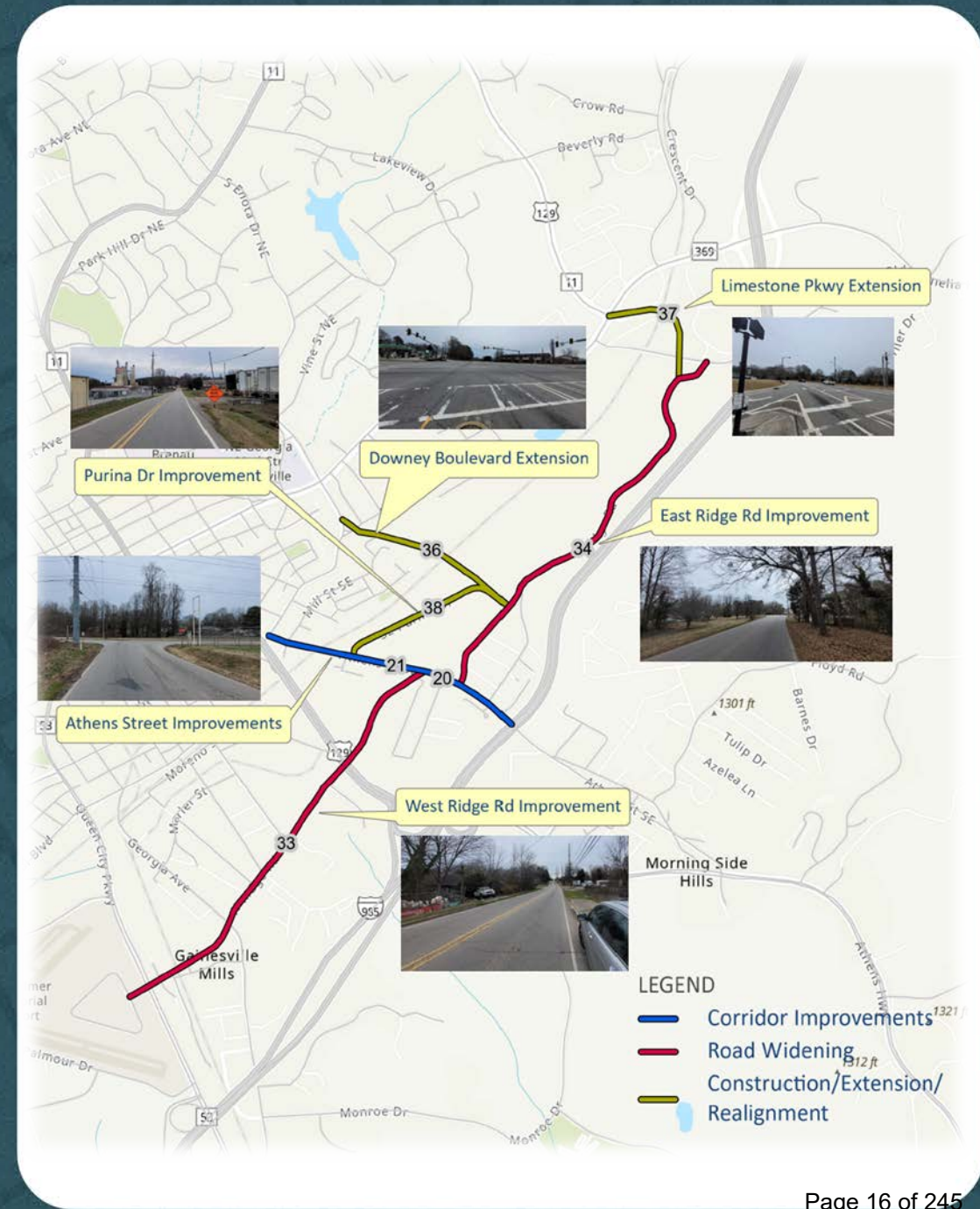
# PARK HILL Intersection Improvement

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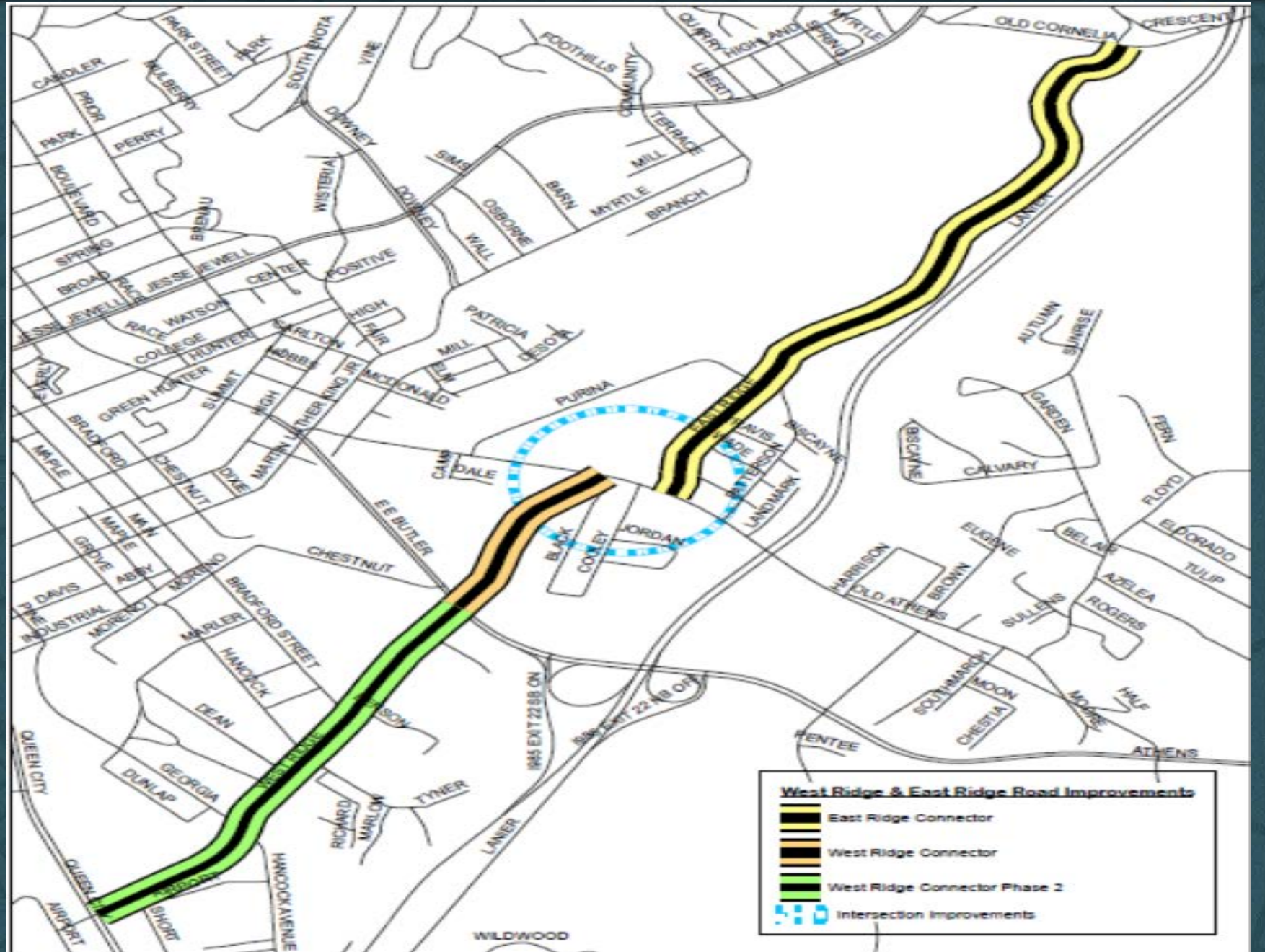
- Park Hill @ S Enota Intersection
- Improve Intersection Alignment
- Add Park Hill Right Turn Lanes
- Reduce Left Turn Conflicts

# RIDGE CONNECTOR

- Improve East Ridge
- Improve West Ridge
- Limestone Parkway Extension
- Downey Blvd Extension
- Improve Purina Drive
- Athens Street Improvements

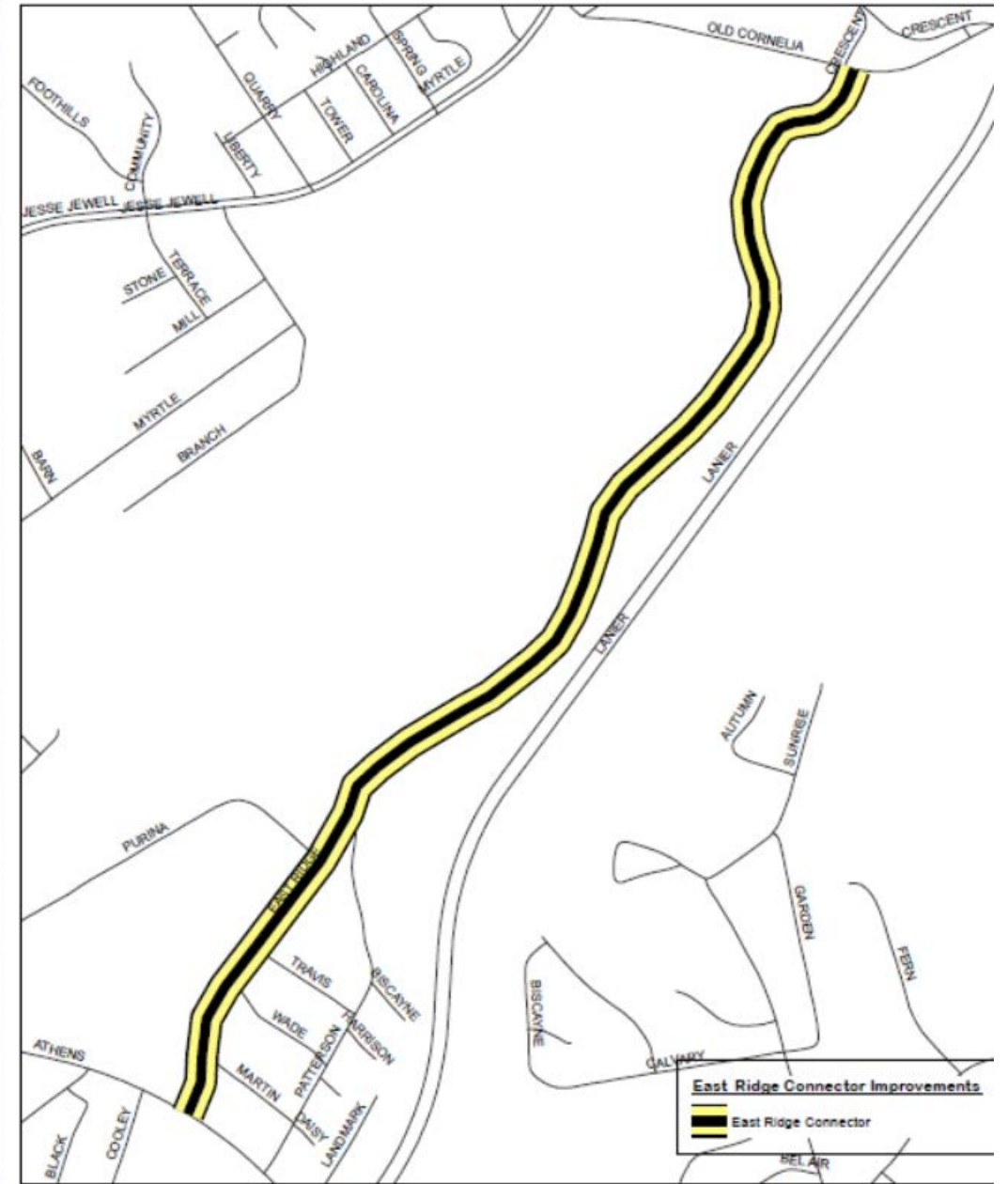


# EAST RIDGE/ WEST RIDGE CONNECTOR



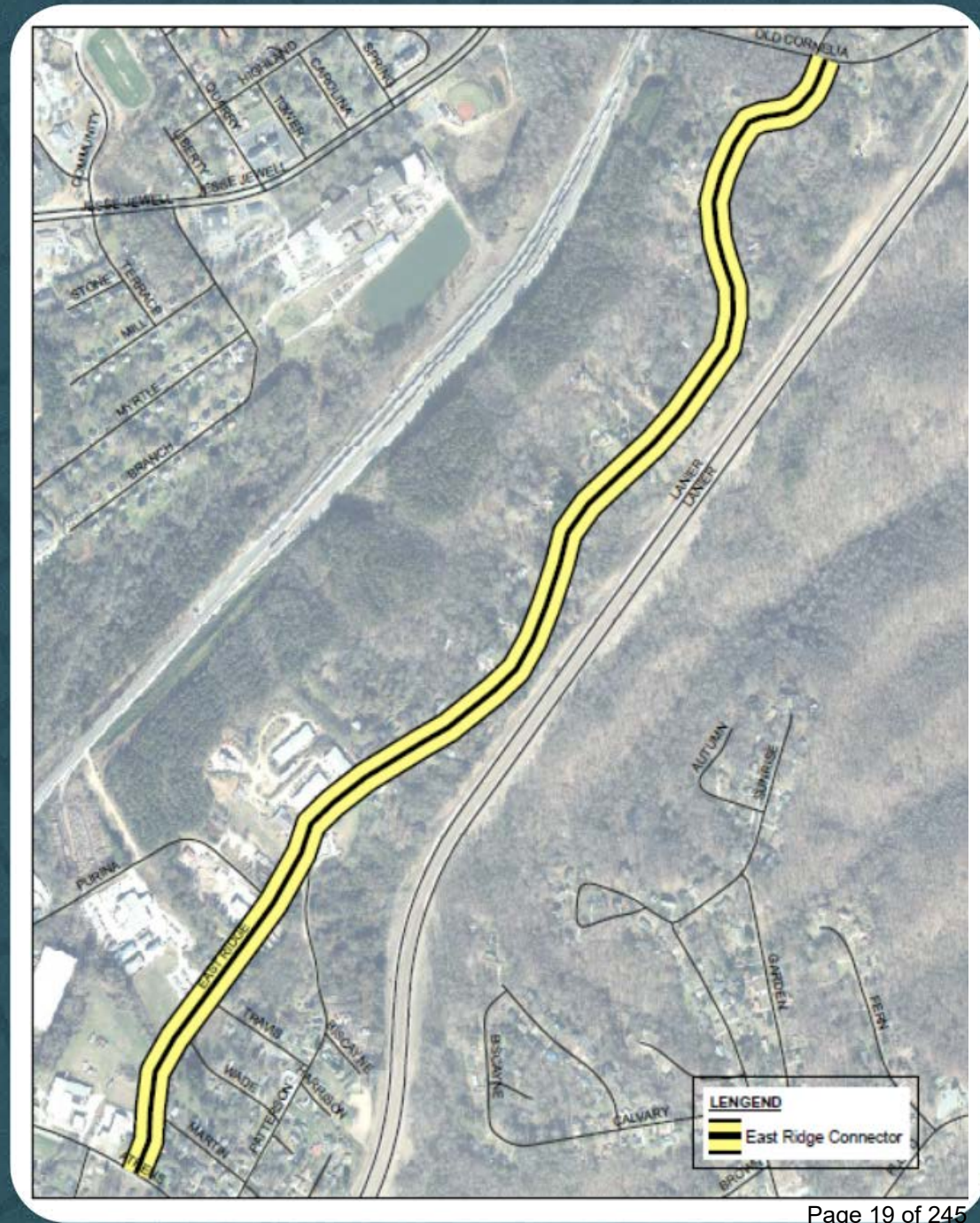
# RIDGE CONNECTOR

- East Ridge
- Benefits
- Parallel Connector alleviating Jesse Jewell & 985
- Alleviate neighborhood congestion
- Challenges
- Narrow Roadways / ROW varies
- Right of Way Acquisition
- Approximately 1.5 miles



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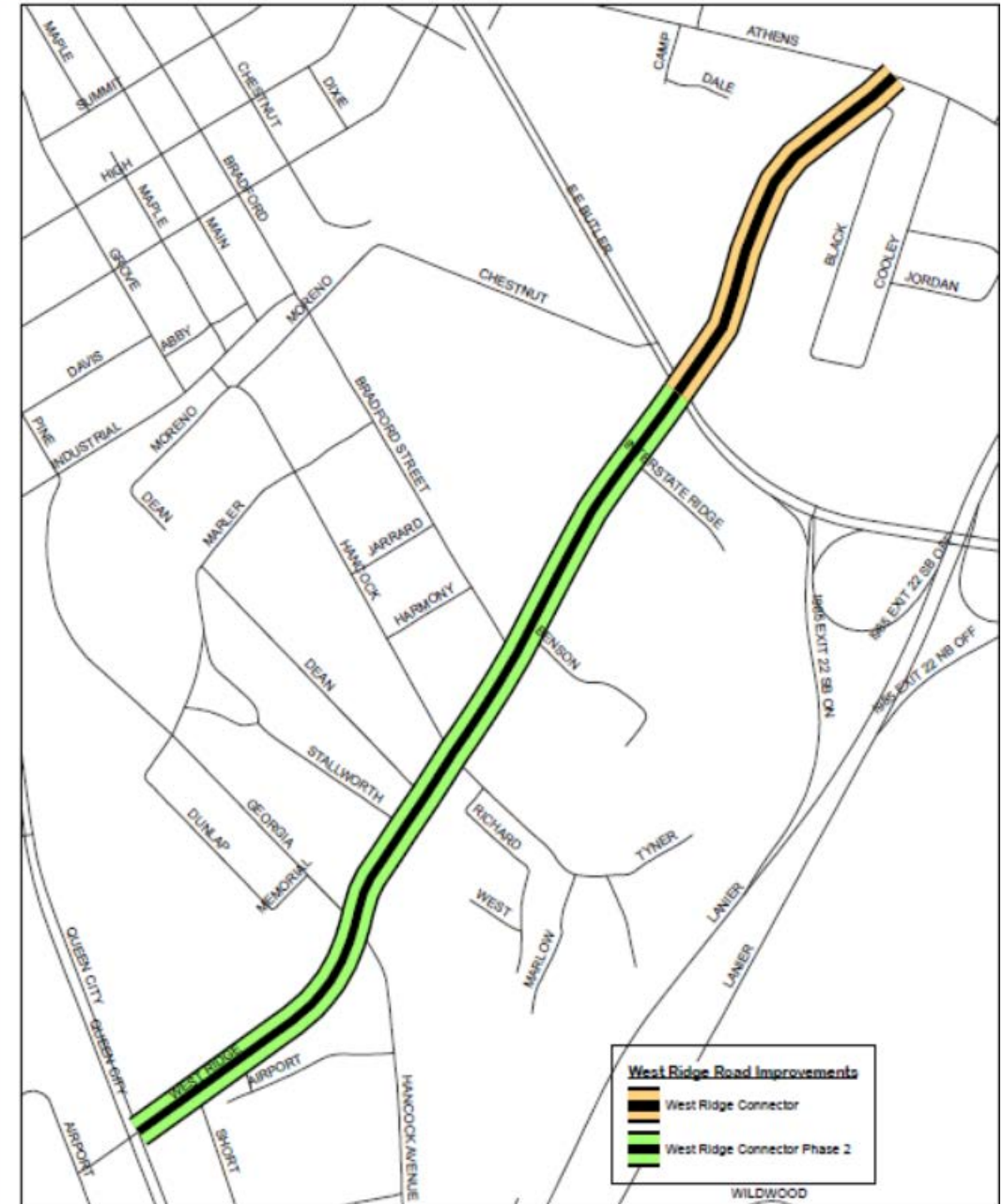


# EAST RIDGE CONNECTOR



# RIDGE CONNECTOR

- West Ridge
- Benefits
- Parallel Connector alleviating Jesse Jewell & 985
- Alleviate neighborhood congestion
- Challenges
- Narrow Roadways / ROW varies
- Right of Way acquisition
- May require phasing
- Phase 1 Approximately .5 mile
- Phase 2 Approximately 1 mile





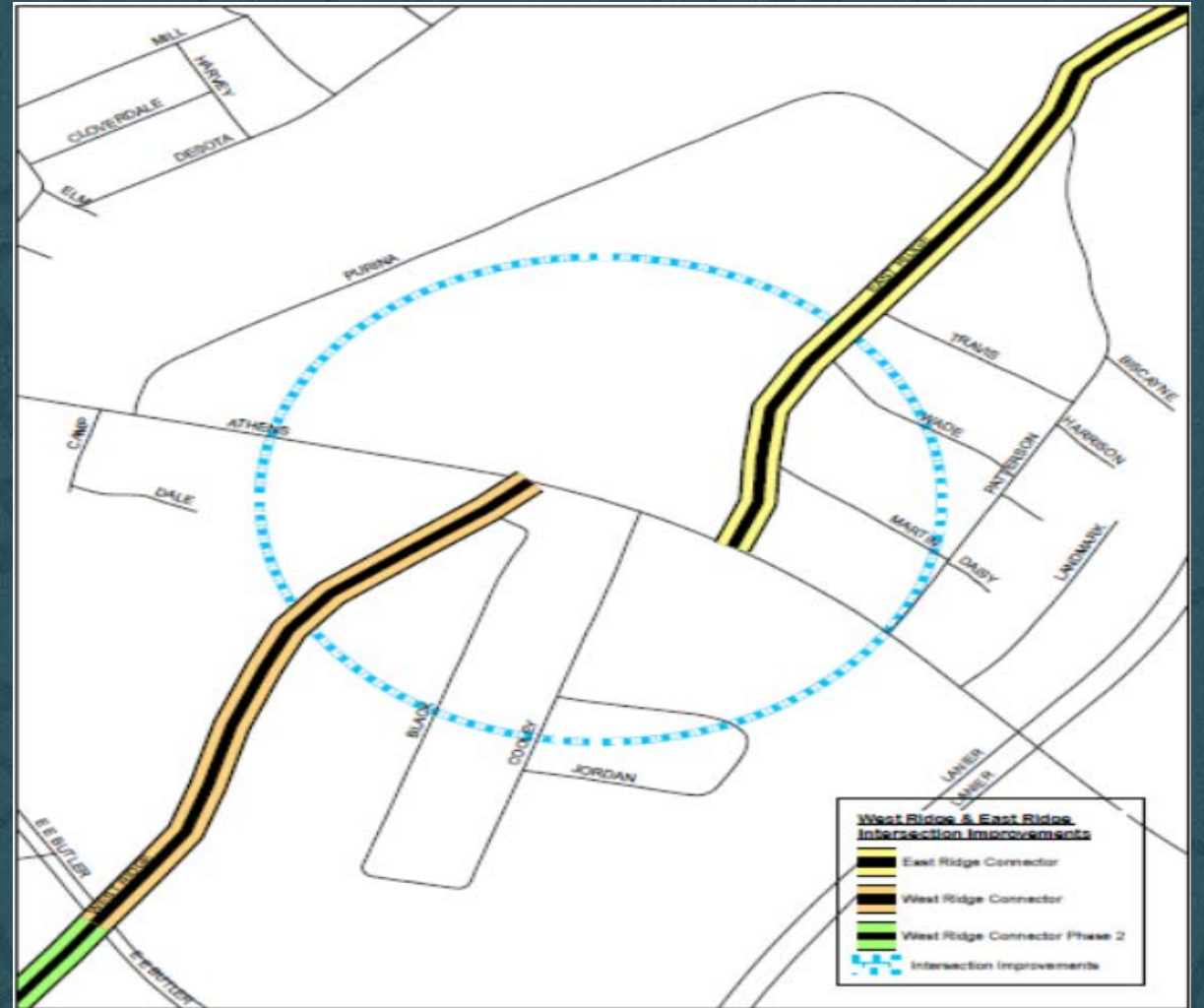
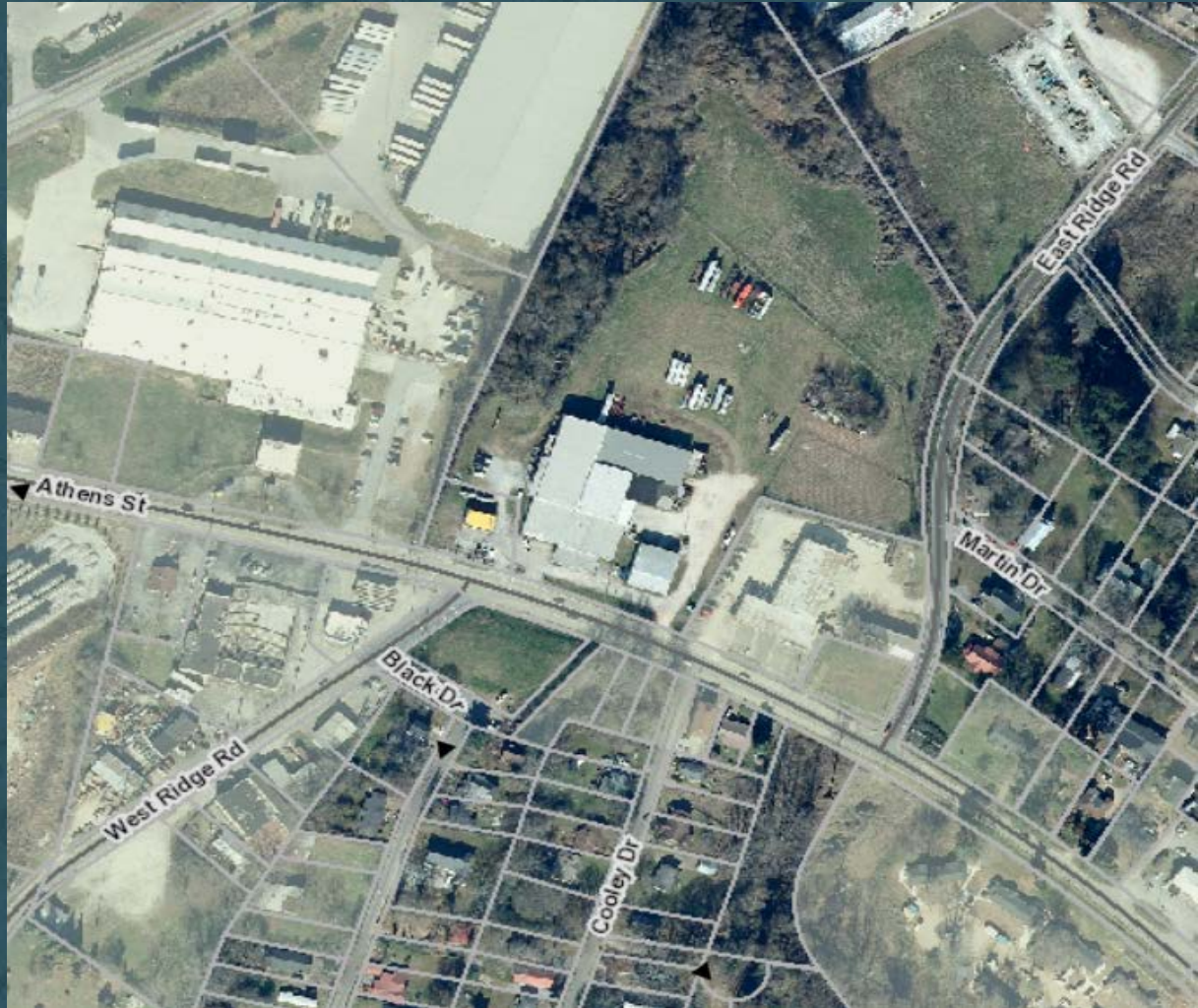
# WEST RIDGE CONNECTOR



# Ridge Connector Intersection Improvement

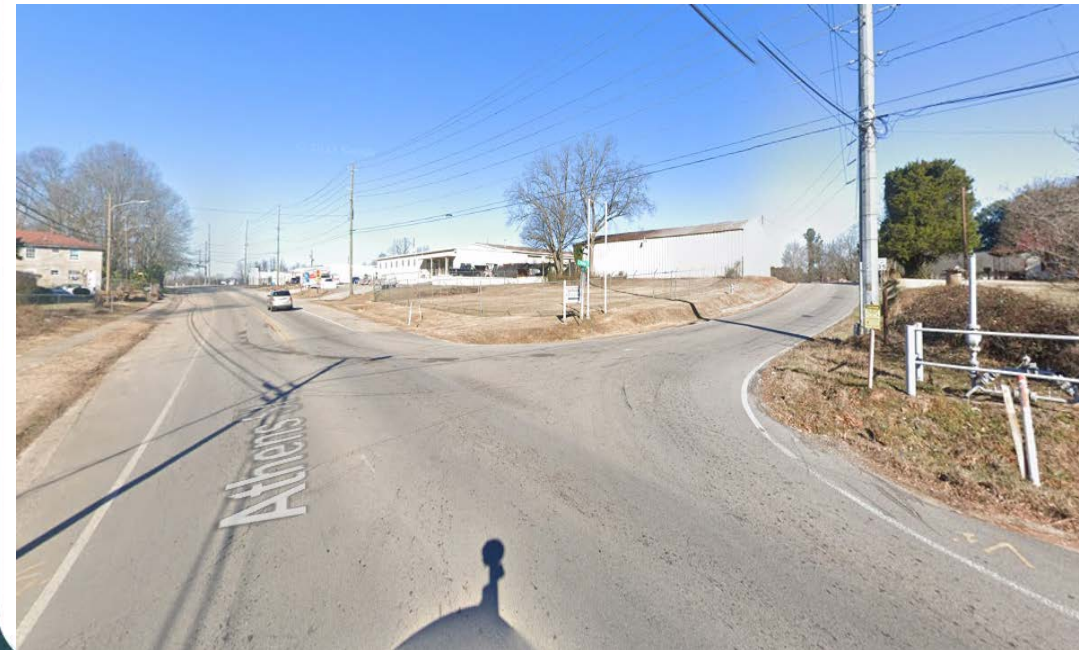
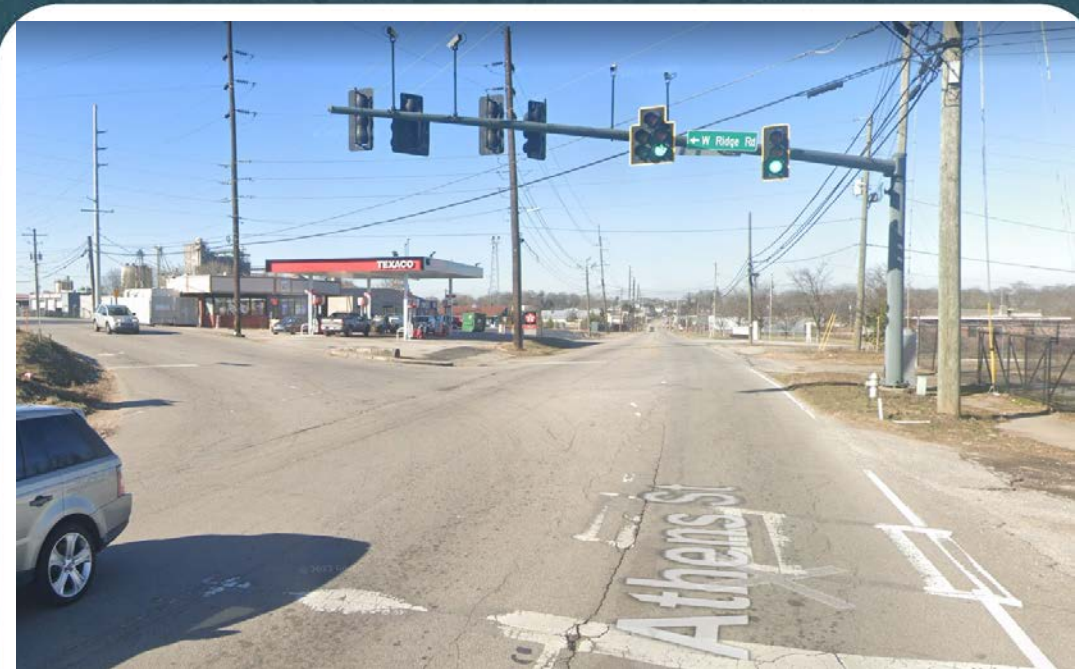


# Ridge Connector Intersection Improvement



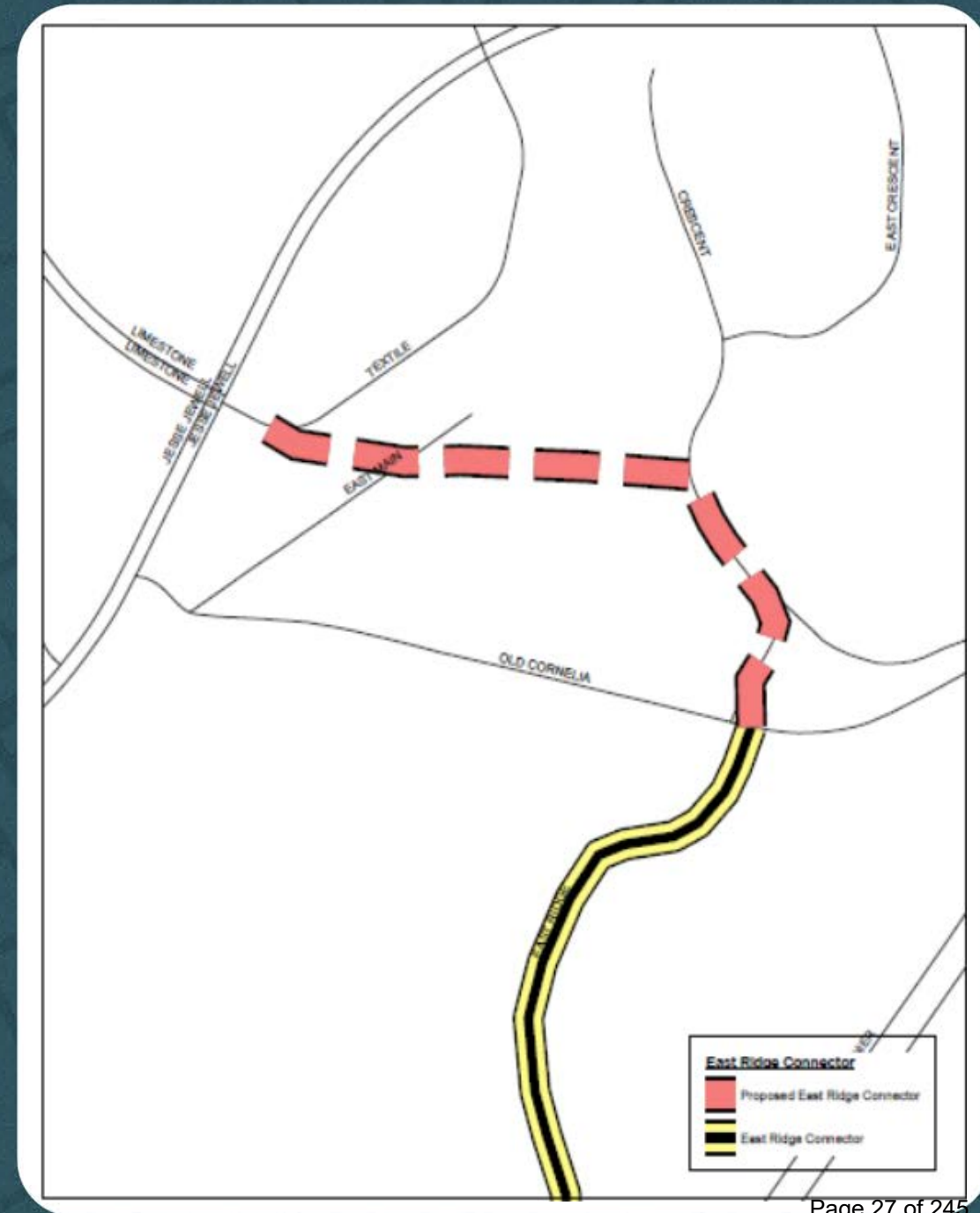
# RIDGE CONNECTOR

- Athens St./ W. Ridge/ E. Ridge
- Intersection Improvement
- Benefits
- Improve turning movements
- Alleviate congestion
- Improve pedestrian connectivity/ safety
- Challenges
- Roadways do not align
- Right of Way acquisition



# RIDGE CONNECTOR

- Limestone Parkway Extension
- Benefits
- Improved transportation grid
- Alleviate Jesse Jewell congestion
- Challenges
- Railroad crossing
- Terrain / Grade changes
- ROW acquisition



# RIDGE CONNECTOR

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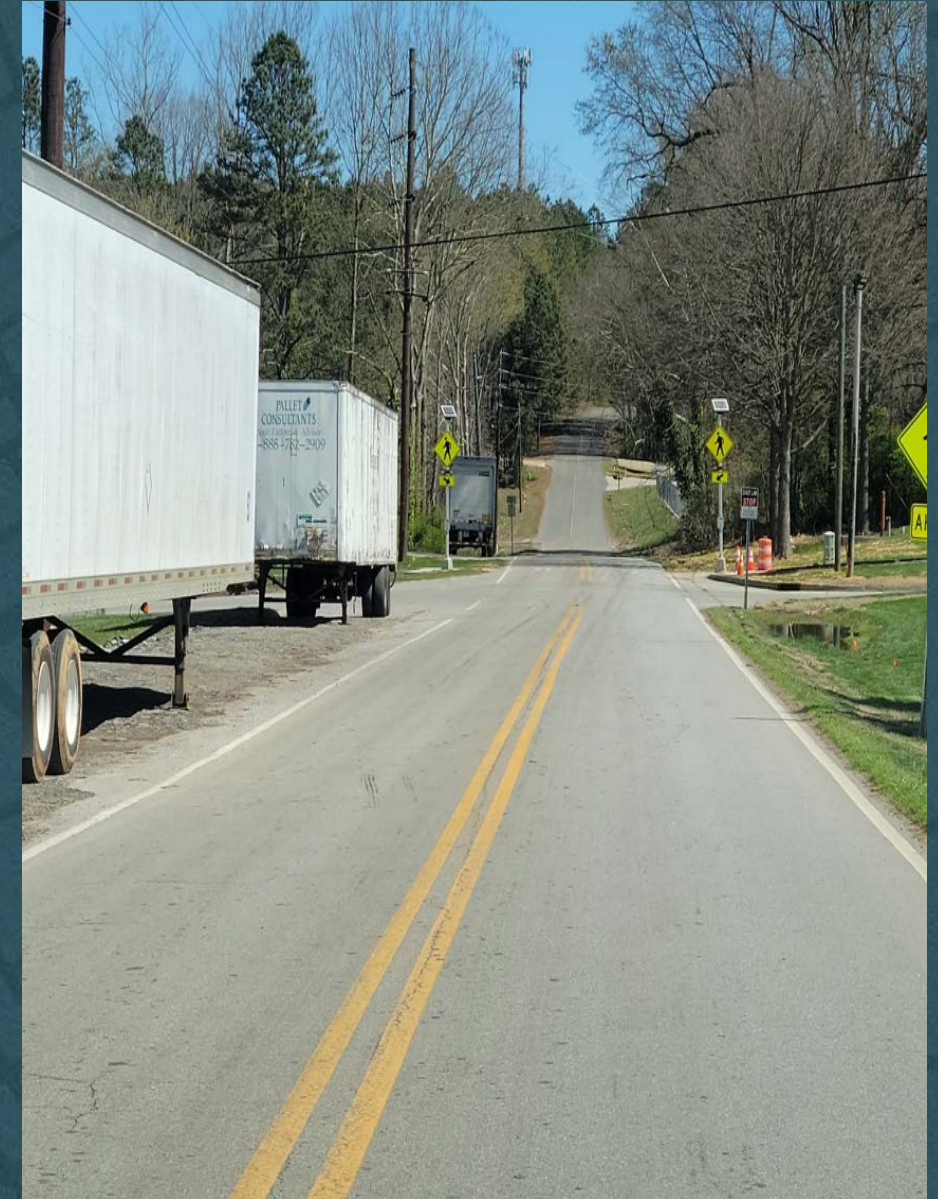
- Downey Blvd Extension
- Benefits
- Alleviate congestion on MLK
- Connection to the hospital
- Improves Neighborhood connectivity
- Challenges
- Railroad crossing
- ROW acquisition



# Ridge Connector Downey Blvd Extension



# RIDGE CONNECTOR PURINA DRIVE



# ATHENS STREET IMPROVEMENTS



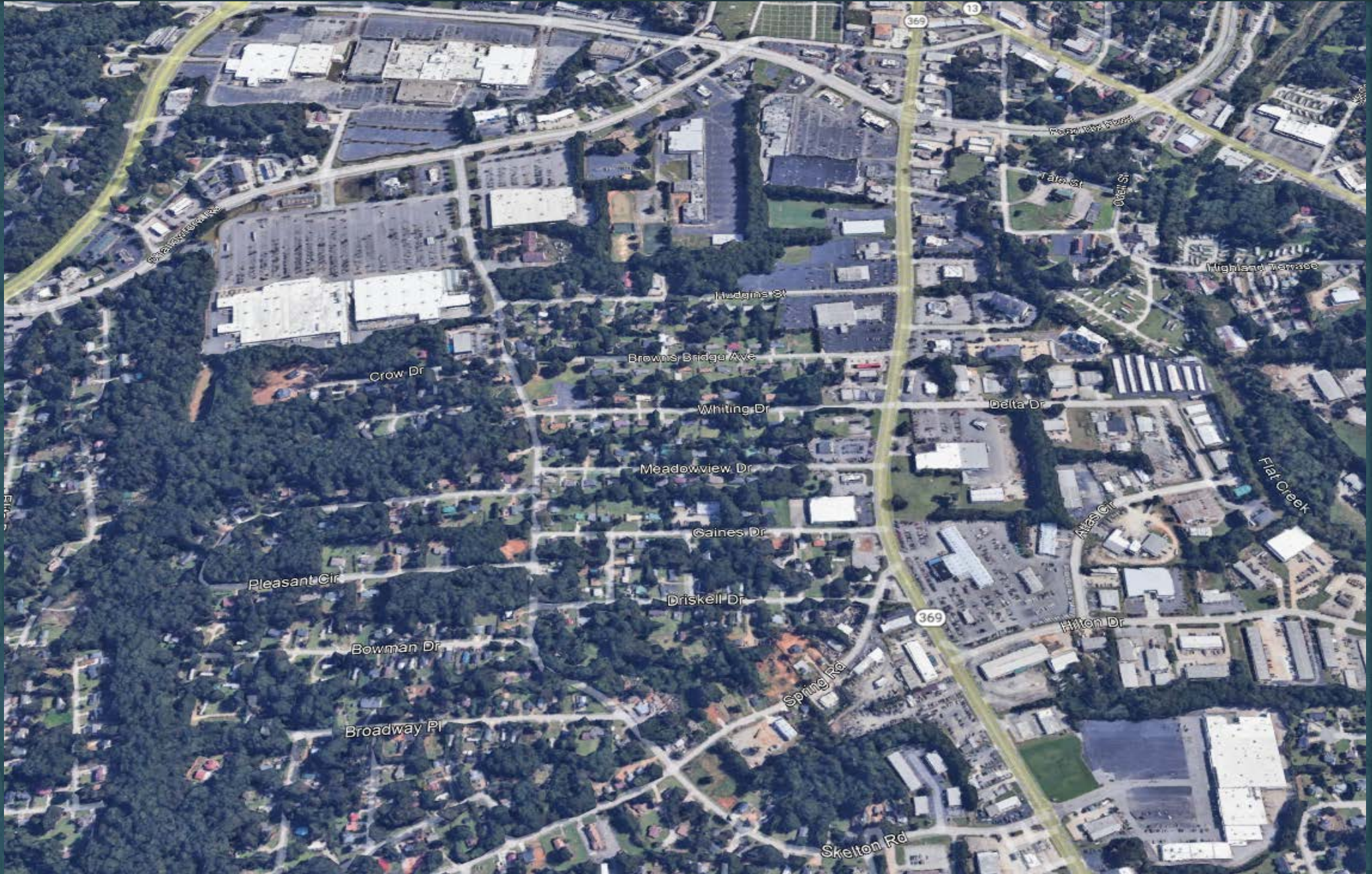
# RIDGE CONNECTOR

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- Athens Street Improvement
- Benefits
- Improve visual appeal of the corridor
- Improves pedestrian connectivity
- Improve stormwater infrastructure
- Challenges
- Railroad crossing
- Stormwater / other utilities
- ROW acquisition



# HILTON CONNECTOR



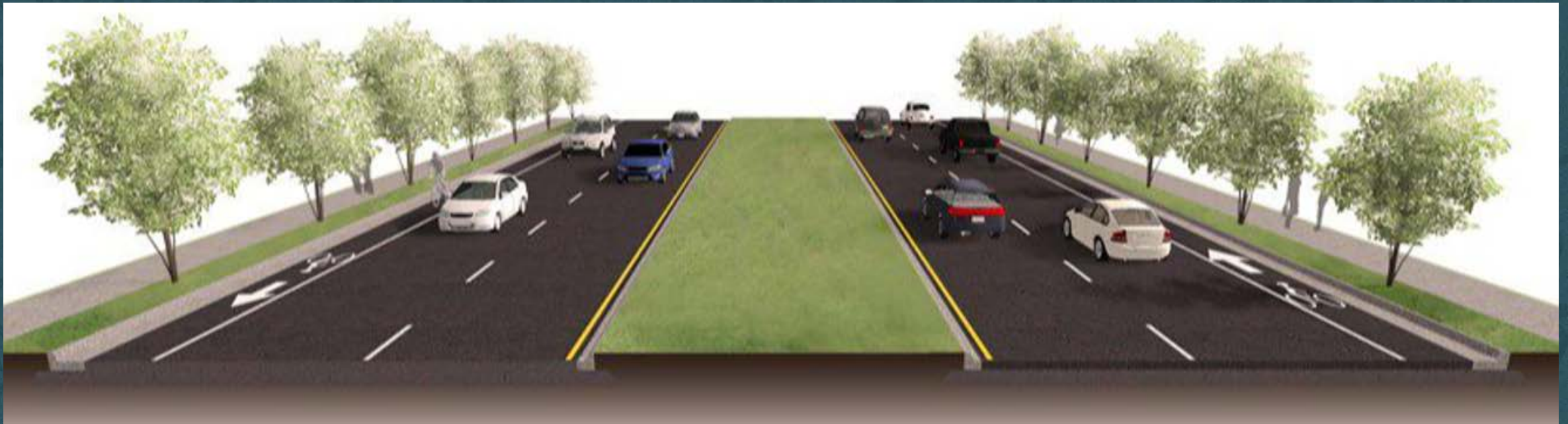


# HILTON CONNECTOR

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- Improved Connector from Shallowford to Browns Bridge
- Hilton connects Browns Bridge to Atlanta Highway
- Alleviates traffic on Shallowford, Pearl Nix and Browns Bridge
- Prepares for future development & redevelopment

# Hilton Connector



# GAINESVILLE TSPLOST

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## Discretionary Projects

# TSPLOST GAINESVILLE

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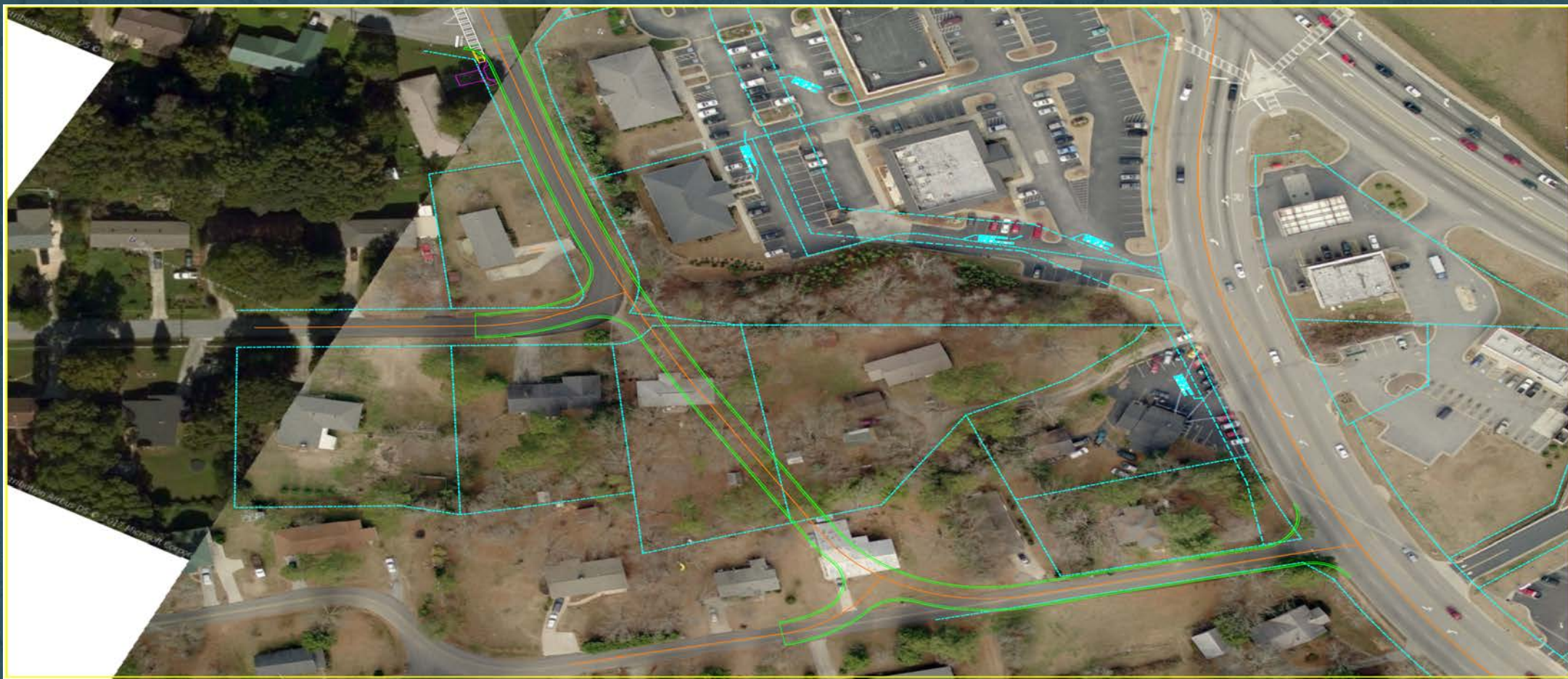
- Out of the Gate

What we don't want!!!!



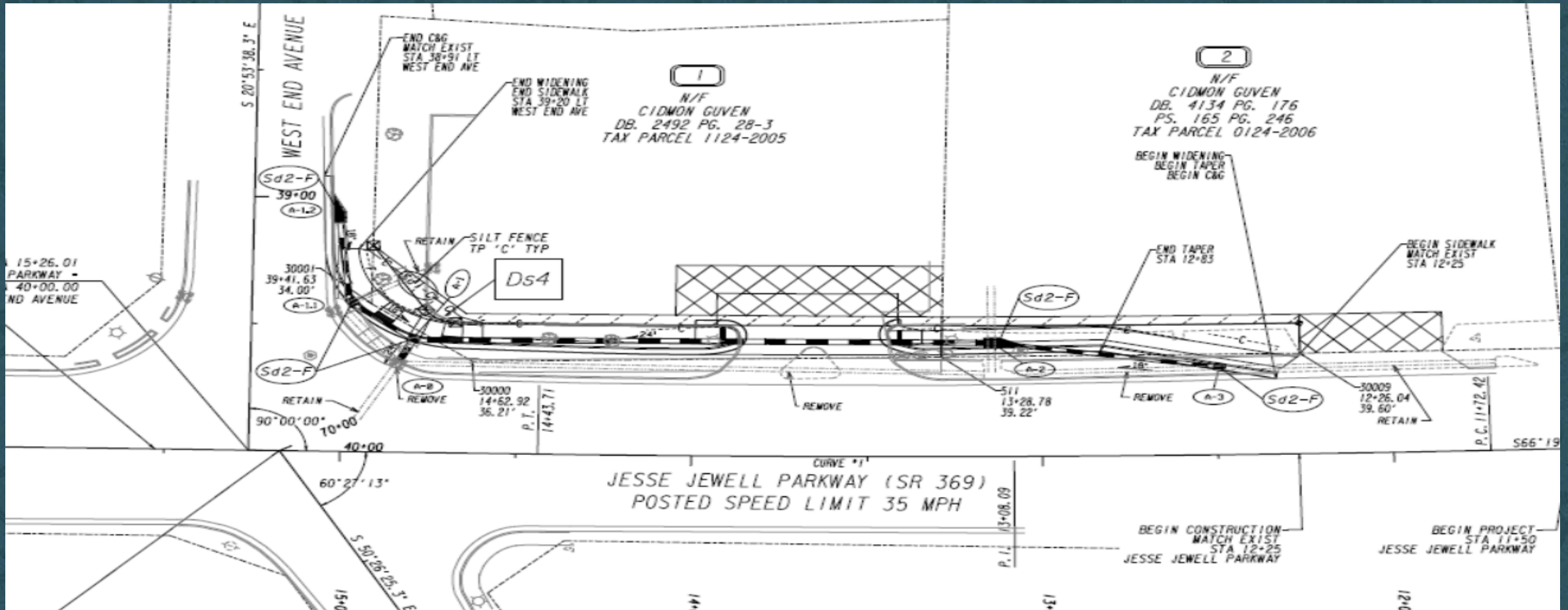
# “Shovel Ready”

## Green Hill Circle Connector



# “Shovel Ready”

## West End Avenue Turn Lane



# “Shovel Ready”

## Memorial Park Drive/ Old Flowery Branch Road Intersection



# Project List :

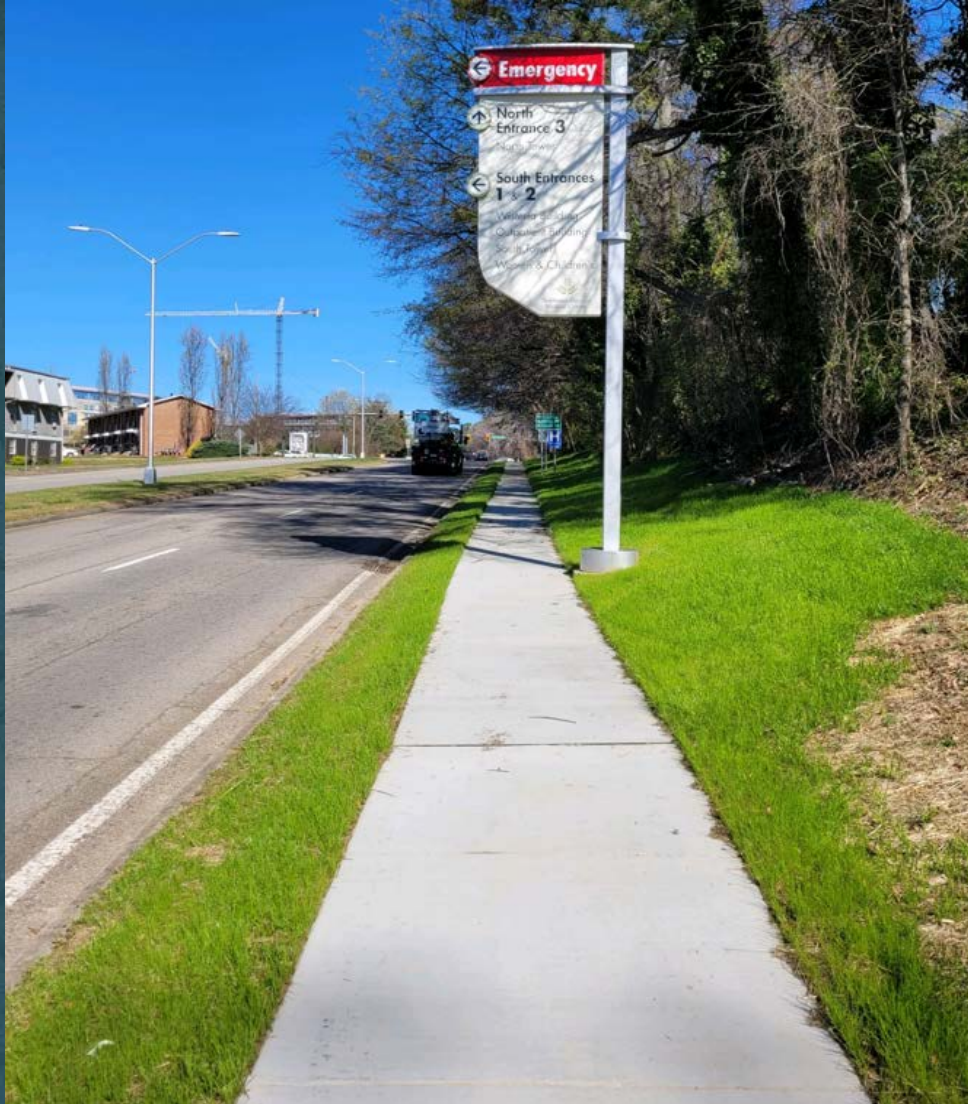
## Pedestrian Improvements

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- Projects for improving pedestrian movement in and around the City
- Project benefits are meeting existing neighborhood goals for improved connectivity and beautification as well as enhances the usability of the Highlands to Islands Trail

- **Park to Park Neighborhood Sidewalks :** Add sidewalks where feasible in older neighborhoods to provide connectivity to the City's parks and for other recreational purposes
- **Highlands to Islands Trailhead :** Provide for a trailhead along the Airport Connector that is currently under design which would provide needed parking to utilize the 2.5 mile stretch
- **Sidewalk Network Improvements:** Add, replace or in-fill sidewalks within the existing system to improve the overall pedestrian connectivity

# Pedestrian Improvements



- **Downey Connector Interchange :**  
Evaluate a connection from Downey Boulevard to I-985 and create a with New Interchange
- **Green Street/City Park Pedestrian Connection :** Pedestrian Crossing over/under Green Street between First Baptist Church and Civic Center
- **Park Hill Pedestrian Connection :**  
Pedestrian Crossing on Park Hill from Longstreet Hills to Greens Grocery Area

# Project List : Study Projects

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- Projects require evaluation and approval from State and/or Federal entities
- Project benefits include providing connections identified in planning documents or requested by citizens. Also provides neighborhood protections and improved access.

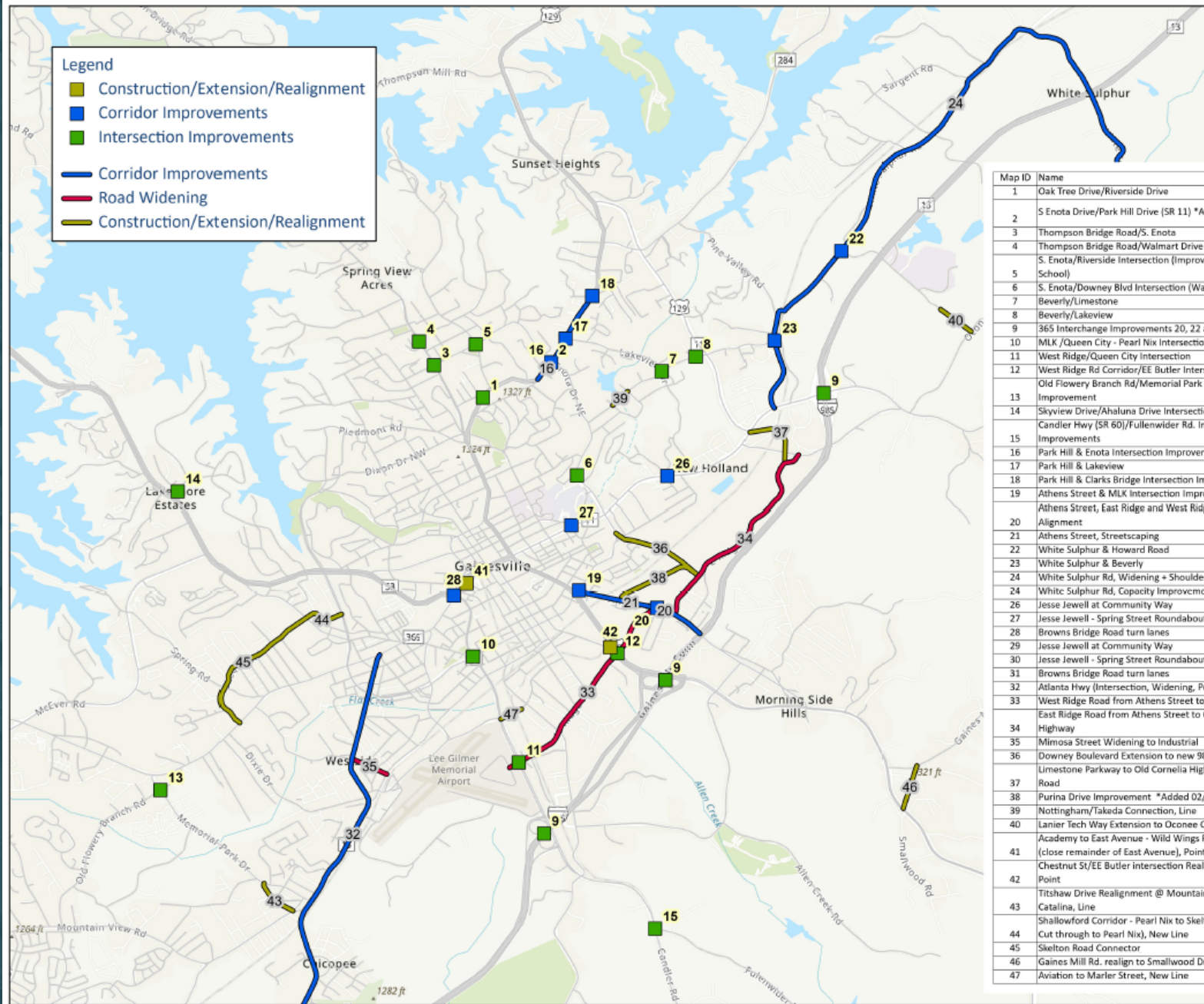
# Projects for Evaluation



# Projects for Evaluation



# Potential TSPLOST Projects



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# FINANCIALS

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# How Much \$\$\$

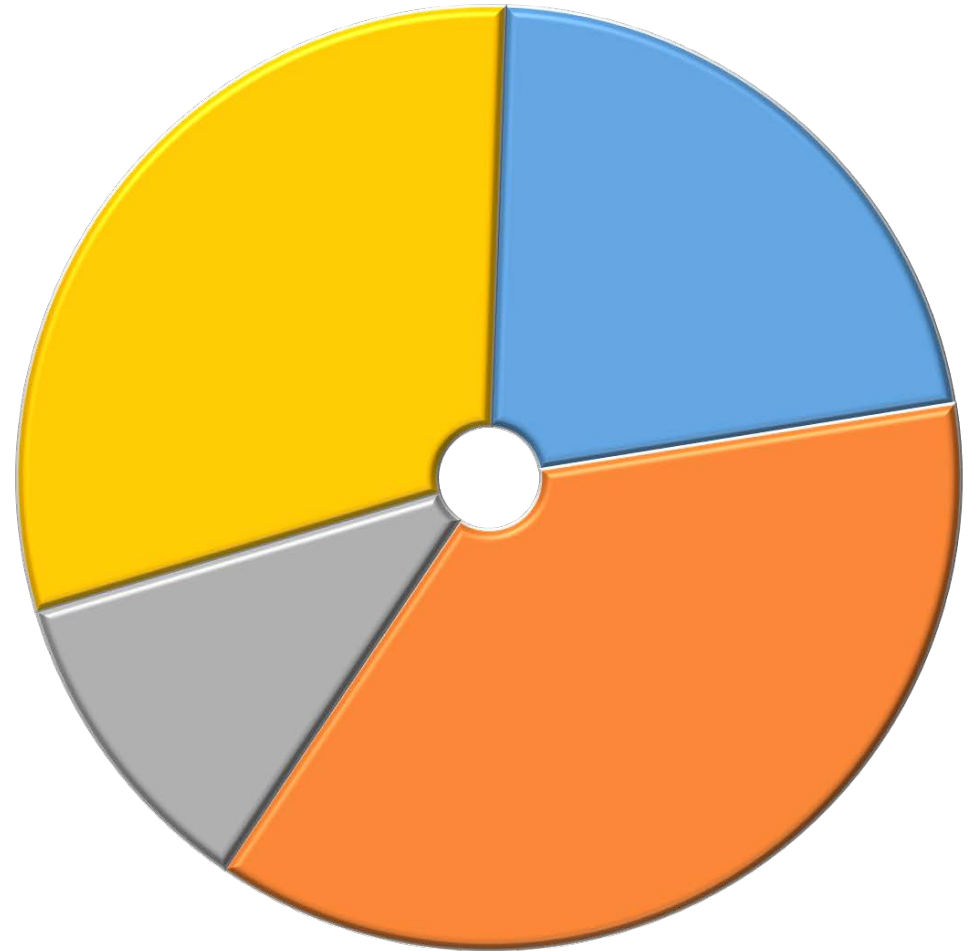
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- Dr. Meek has developed 5-Year Revenue Projections
- Expected collections to be \$325 Million

# How To Allocate??

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- 80% To “Large” Projects
- 20% To Each Jurisdiction
  - Population+ Method of distribution



# FINANCIALS

## Large Projects 80%

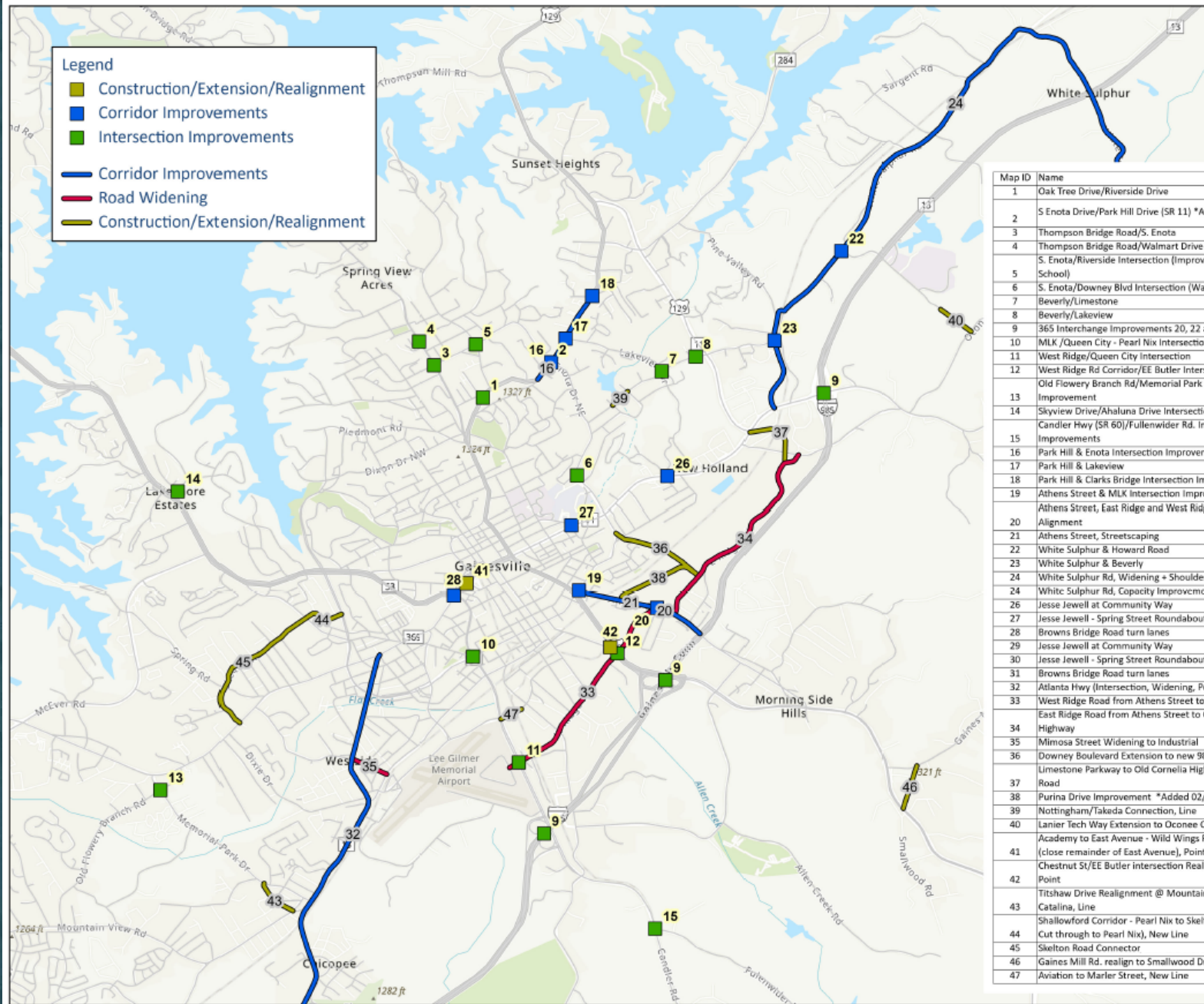
Project			
Spout Springs Phase II		\$	55,000,000
McEver Road Widening Phase I			58,000,000
City of Gainesville (Ridge Rd Improvements; Park Hill Dr & Intersections; Hilton Dr Extension)			77,000,000
McEver Intersection Improvements			10,000,000
SR 365 Safety Improvements			20,000,000
SR 369/Browns Bridge Road Widening			23,346,000
Little Five Points Intersection			2,500,000
Mt Vernon and Rilla Road Intersection			3,000,000
Mt Vernon and Jim Hood Road Intersection			2,500,000
Memorial Park Drive and Atlanta Hwy Intersection			4,000,000
Old Oakwood Rd at Balus Creek (Culvert Replacement and Road Alignment)			1,300,000
Main St, Flat Creek and Old Oakwood Road Intersection			850,000
Frazer Road Corridor Improvements			1,504,000
Thompson Mill Road Improvements			1,000,000
	<b>80% County-wide</b>	<b>\$</b>	<b>260,000,000</b>
	<b>20% Municipality</b>	<b>\$</b>	<b>65,000,000</b>

# FINANCIALS

## Jurisdictional Allocation 20%

<b>Hall County Portion</b>	<b>42.5000%</b>	<b>\$27,625,000</b>
<b>Municipality Portion</b>	<b>57.5000%</b>	<b>\$37,375,000</b>
Unincorporated Hall County	42.5000%	27,625,000
<b>Municipality Breakdown</b>		
Braselton	3.9981%	2,598,748
Flowery Branch	9.7953%	6,366,932
<b>Gainesville</b>	<b>29.9856%</b>	<b>19,490,609</b>
Buford	3.3984%	2,208,936
Gillsville	0.4998%	324,843
Clermont	1.3993%	909,562
Oakwood	5.3974%	3,508,310
Lula	2.9986%	1,949,061
Rest Haven	0.0277%	18,000
		<b>\$ 37,375,000</b>

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47	Aviation to Marler Street, New Line	Construction/Extension/Realignment	Line

# Potential TSPLOST Projects

Map ID	Name	Project
1	Oak Tree Drive/Riverside Drive	Intersection Improvements
2	S Enota Drive/Park Hill Drive (SR 11) *Added 02/03/2023	Intersection Improvements
3	Thompson Bridge Road/S. Enota	Intersection Improvements
4	Thompson Bridge Road/Walmart Drive Signal	Intersection Improvements
5	S. Enota/Riverside Intersection (Improve Flow during School)	Intersection Improvements
6	S. Enota/Downey Blvd Intersection (Walgreens Signal)	Intersection Improvements
7	Beverly/Limestone	Intersection Improvements
8	Beverly/Lakeview	Intersection Improvements
9	365 Interchange Improvements 20, 22 and 24	Intersection Improvements
10	MLK /Queen City - Pearl Nix Intersection	Intersection Improvements
11	West Ridge/Queen City Intersection	Intersection Improvements
12	West Ridge Rd Corridor/EE Butler Intersection	Intersection Improvements
13	Old Flowery Branch Rd/Memorial Park Dr Intersection Improvement	Intersection Improvements
14	Skyview Drive/Ahaluna Drive Intersection	Intersection Improvements
15	Candler Hwy (SR 60)/Fullenwider Rd. Intersection Improvements	Intersection Improvements
16	Park Hill & Enota Intersection Improvements	Corridor Improvements
17	Park Hill & Lakeview	Corridor Improvements
18	Park Hill & Clarks Bridge Intersection Improvements	Corridor Improvements
19	Athens Street & MLK Intersection Improvements	Corridor Improvements
20	Athens Street, East Ridge and West Ridge Intersection w/ Alignment	Corridor Improvements
21	Athens Street, Streetscaping	Corridor Improvements
22	White Sulphur & Howard Road	Corridor Improvements
23	White Sulphur & Beverly	Corridor Improvements
24	White Sulphur Rd, Widening + Shoulders	Corridor Improvements

24	White Sulphur Rd, Capacity Improvements	Corridor Improvements
26	Jesse Jewell at Community Way	Corridor Improvements
27	Jesse Jewell - Spring Street Roundabout	Corridor Improvements
28	Browns Bridge Road turn lanes	Corridor Improvements
29	Jesse Jewell at Community Way	Corridor Improvements
30	Jesse Jewell - Spring Street Roundabout	Corridor Improvements
31	Browns Bridge Road turn lanes	Corridor Improvements
32	Atlanta Hwy (Intersection, Widening, Pedestrian)	Corridor Improvements
33	West Ridge Road from Athens Street to 60	Road Widening
34	East Ridge Road from Athens Street to Old Cornelia Highway	Road Widening
35	Mimosa Street Widening to Industrial	Road Widening
36	Downey Boulevard Extension to new 985 Interchange	Construction/Extension/Realignment
37	Limestone Parkway to Old Cornelia Highway/East Ridge Road	Construction/Extension/Realignment
38	Purina Drive Improvement *Added 02/03/2023	Construction/Extension/Realignment
39	Nottingham/Takeda Connection	Construction/Extension/Realignment
40	Lanier Tech Way Extension to Oconee Circle	Construction/Extension/Realignment
41	Academy to East Avenue - Wild Wings Parking Lot Road (close remainder of East Avenue)	Construction/Extension/Realignment
42	Chestnut St/EE Butler intersection Realign behind INK	Construction/Extension/Realignment
43	Titshaw Drive Realignment @ Mountain View Rd and Catalina	Construction/Extension/Realignment
44	Shallowford Corridor - Pearl Nix to Skelton (Plaza Drive Cut through to Pearl Nix)	Construction/Extension/Realignment
45	Skelton Road Connector	Construction/Extension/Realignment
46	Gaines Mill Rd. realign to Smallwood Drive	Construction/Extension/Realignment
47	Aviation to Marler Street	Construction/Extension/Realignment



# THOUGHTS + PRIORITIES

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THANK  
YOU!

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QUESTIONS? COMMENTS?



# PROJECT UPDATES

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GAINESVILLE CITY COUNCIL  
INFRASTRUCTURE RETREAT

# H2i Trail – East/West Spur

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**Midland  
Park**

**Skate  
Park**

**Engine 209  
Park**

**Desota  
Park**

**Butler  
Park**











# ULDC Update

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# ULDC UPDATE

- TSW to begin Spring '23
- 12 - month process
- Due to potential new “GA Homeowner Opportunity Act” which would eliminate residential design standards for one or two family dwellings, may create new residential zoning districts that include City desired standards



# Campus Improvements

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# Campus Improvements

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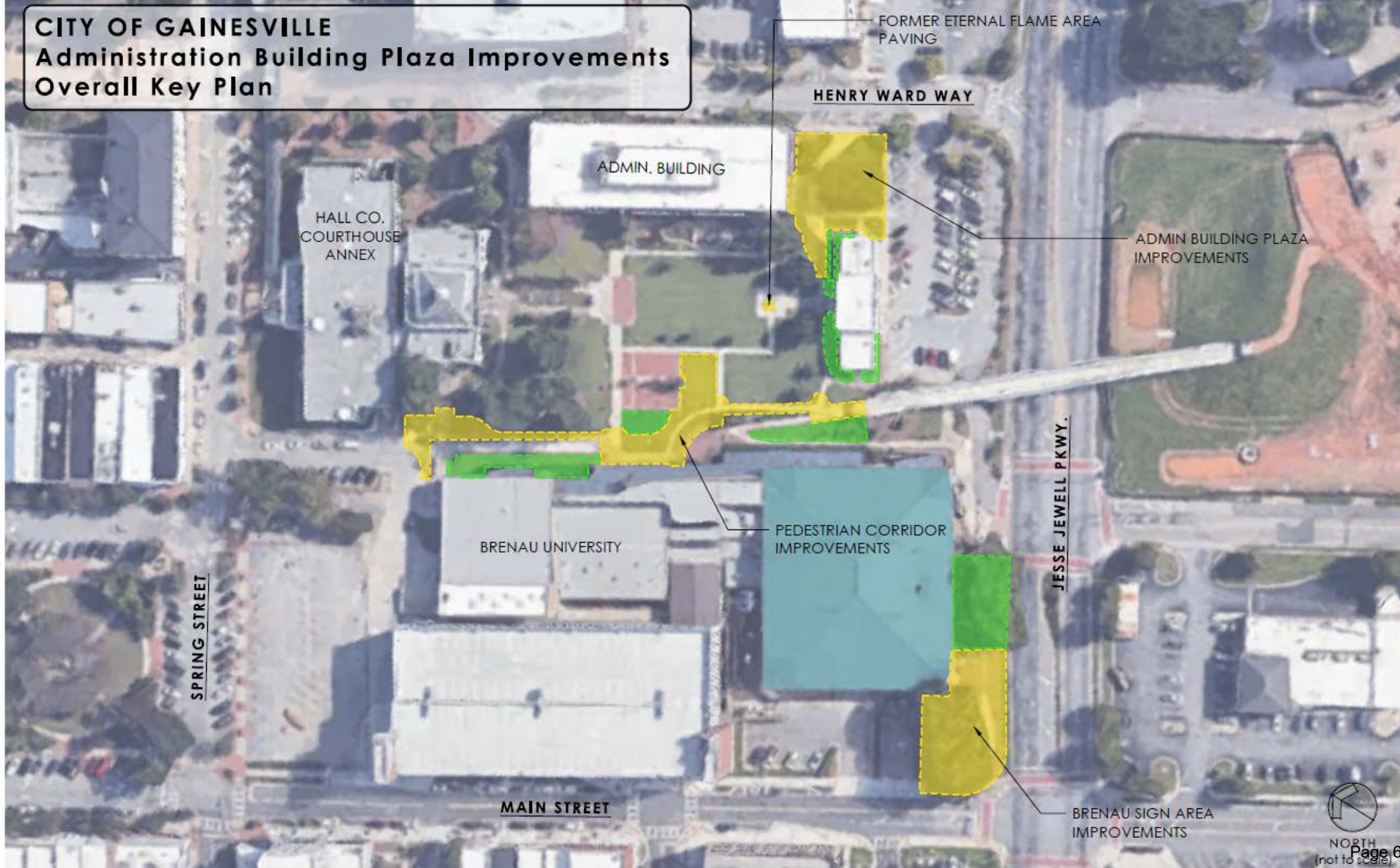
Completing areas in and around the Downtown Campus that have not been previously addressed.

## Overall Goals

- Improve Connectivity
- Address Absent or Abhorrent Landscaping
- Introduce Placemaking Principles
- Improve Visibility & Marketing
- Meet Partner Obligations



# CITY OF GAINESVILLE Administration Building Plaza Improvements Overall Key Plan



FORMER ETERNAL FLAME AREA  
PAVING

HENRY WARD WAY

ADMIN. BUILDING

HALL CO.  
COURTHOUSE  
ANNEX

ADMIN BUILDING PLAZA  
IMPROVEMENTS

BRENAU UNIVERSITY

PEDESTRIAN CORRIDOR  
IMPROVEMENTS

JESSE JEWELL PKWY.

SPRING STREET

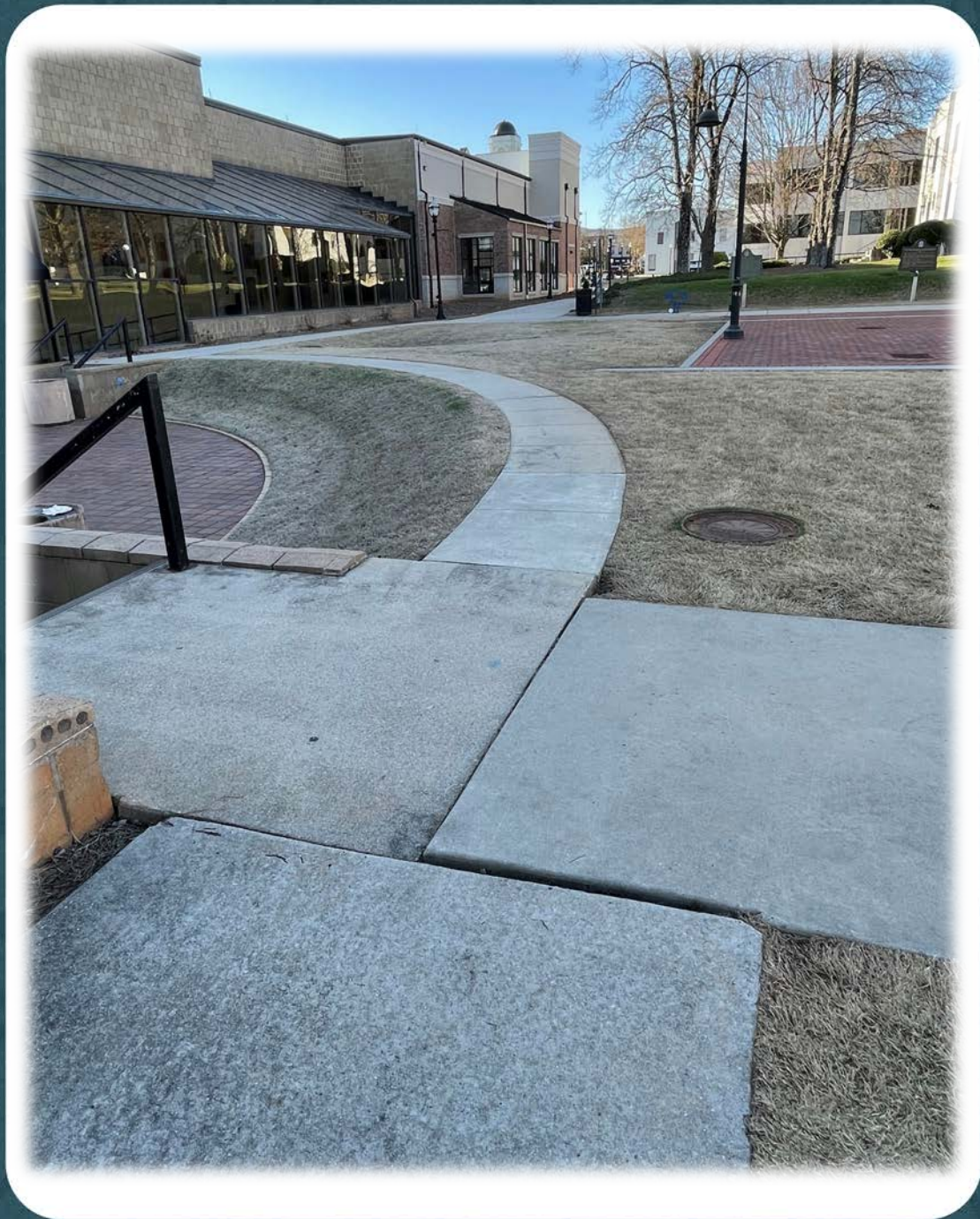
MAIN STREET

BRENAU SIGN AREA  
IMPROVEMENTS



# Connectivity Improvements

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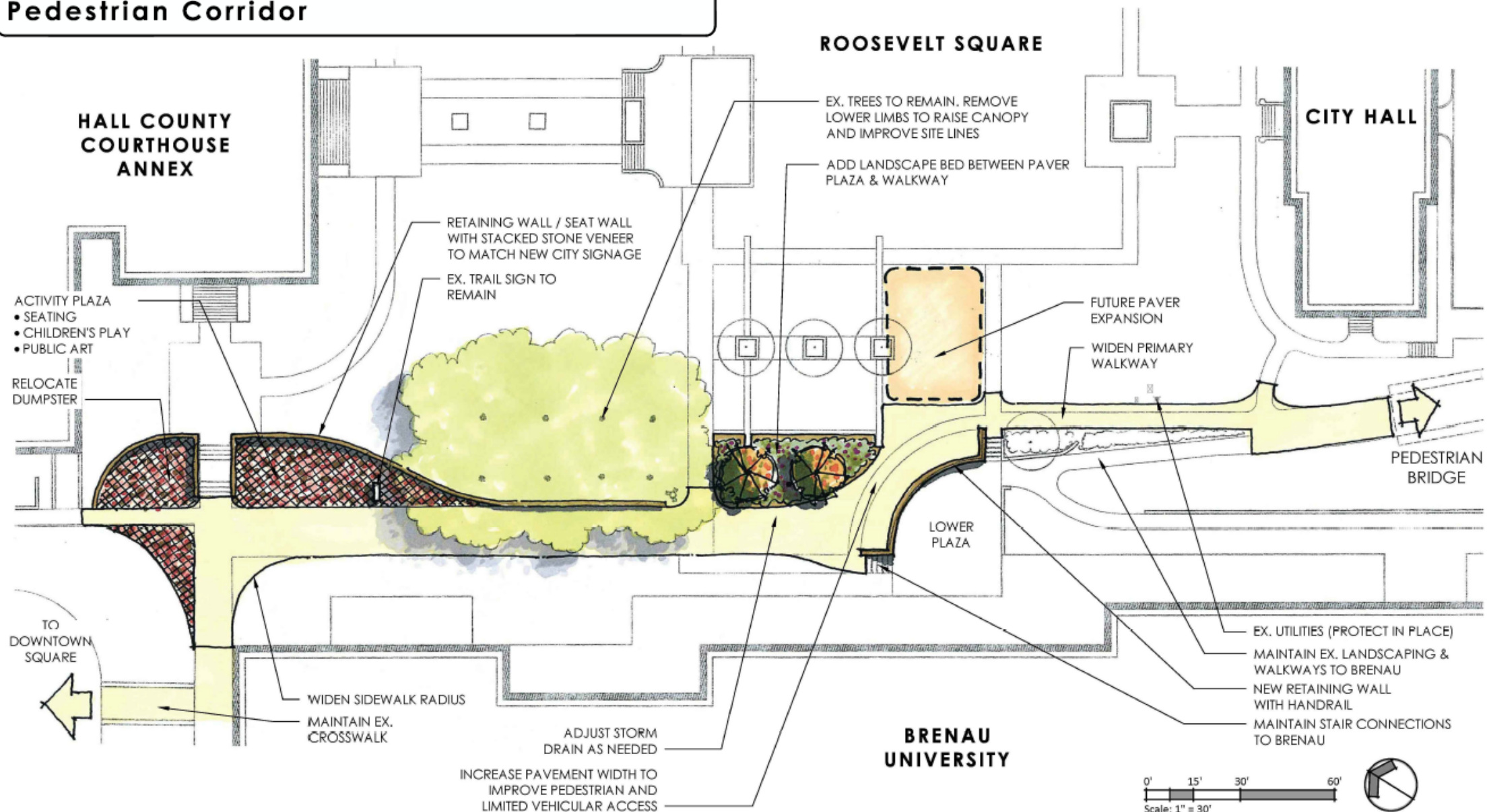
# Connectivity Improvements

---

- Easier & More Obvious Connectivity
- Improve Function of Roosevelt Square
- Enhance H2I Trail Connection
- Secure Pedestrian Areas



# CITY OF GAINESVILLE Administration Building Plaza Improvements Pedestrian Corridor





# Connectivity Improvements

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- Recapture Underutilized Space
- Draw people from Downtown Square into Midland
- Create Unique & Memorable Attraction/Moment
- Introduce Public Art Downtown
  - In Connection with Vision 2030 Public Art Committee
  - In Connection with Parks & Recreation, CVB and Main Street





LONDON



MONTREAL



CHICAGO



MIAMI



SUWANEE



DECATUR



ROME



ATHENS



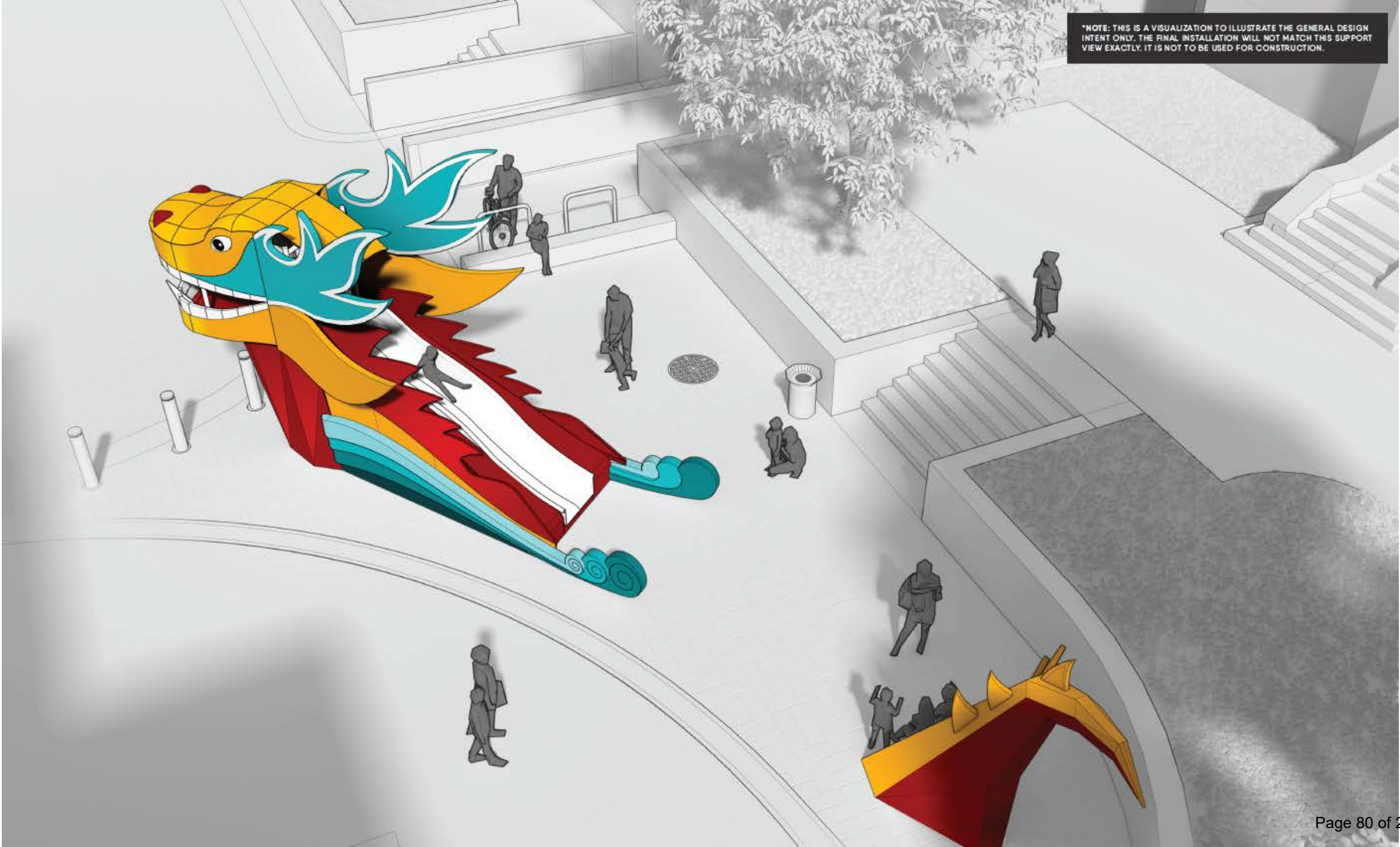
\*NOTE: THIS IS A VISUALIZATION TO ILLUSTRATE THE GENERAL DESIGN INTENT ONLY. THE FINAL INSTALLATION WILL NOT MATCH THIS SUPPORT VIEW EXACTLY. IT IS NOT TO BE USED FOR CONSTRUCTION.



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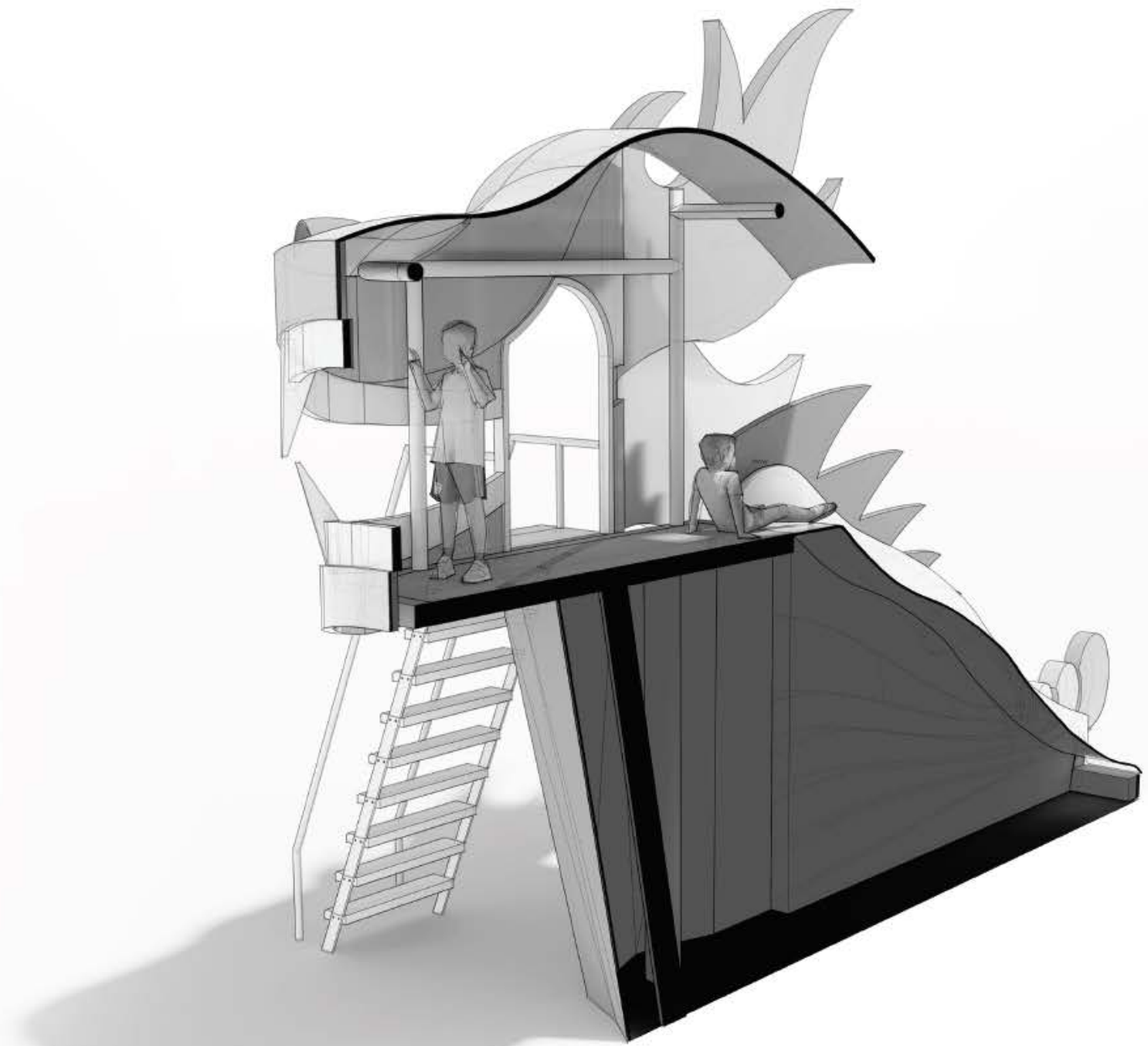


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# Main Street Improvements

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# Main Street Improvements

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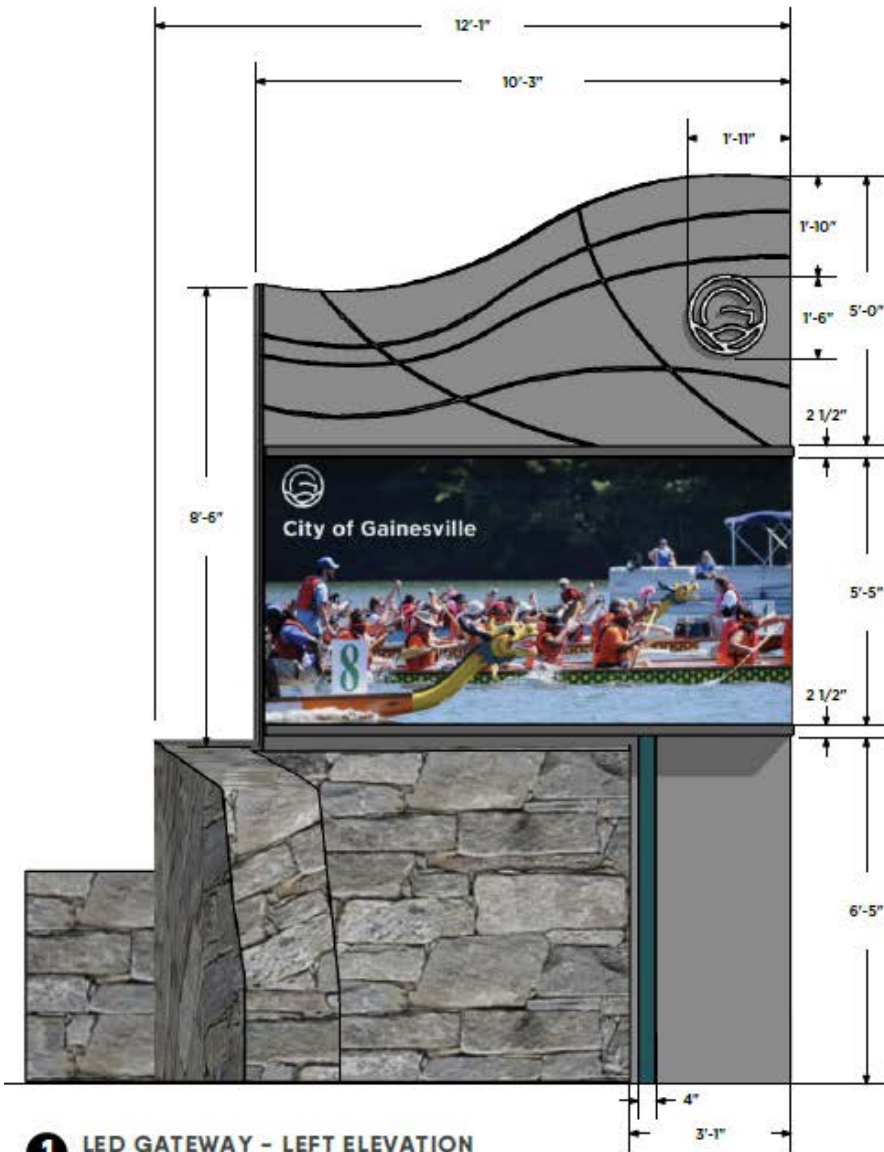
- Improve Main Gateway into Downtown
- Increase Marketing Opportunities for City Events
- Partnership with Brenau and The Arts Council
- Renew & Update Landscaping



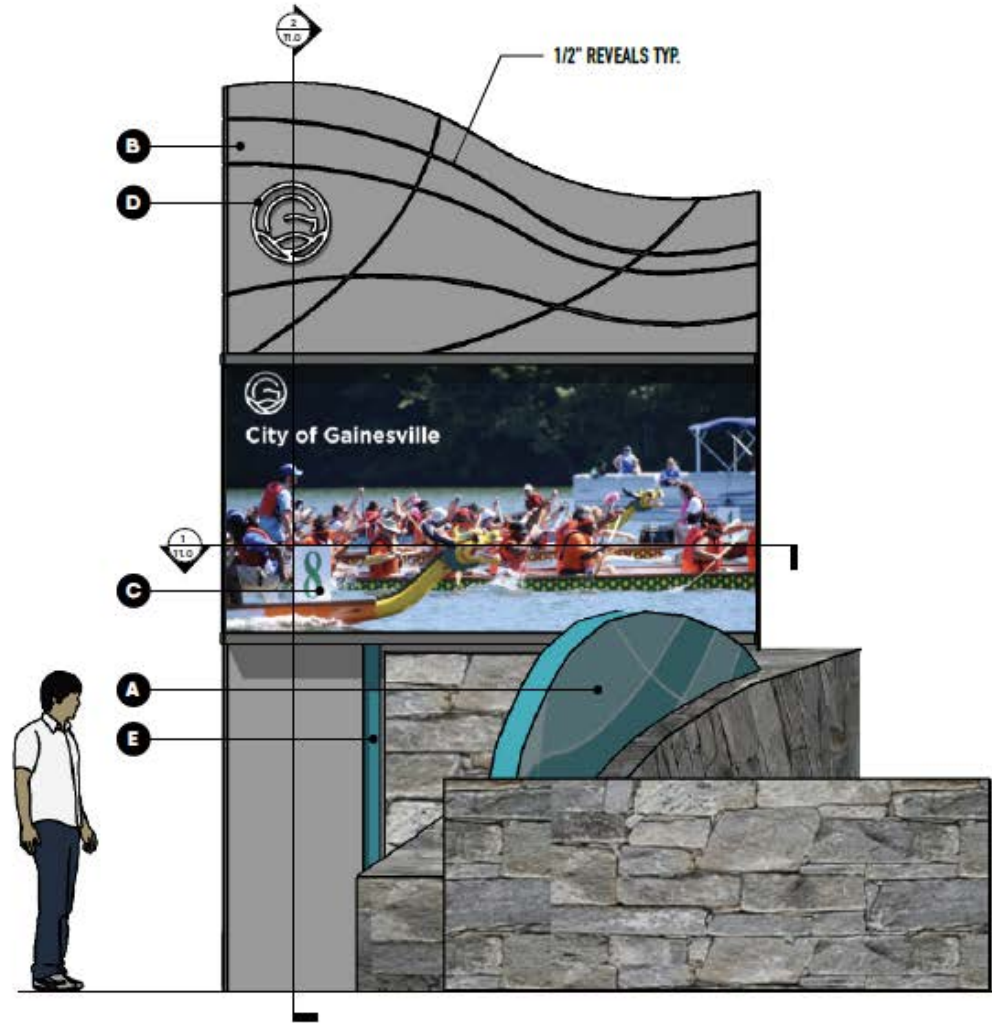


Brenau  
University  
1858





**1** LED GATEWAY - LEFT ELEVATION  
SCALE: 3/8" = 1'-0"



**2** LED GATEWAY - RIGHT ELEVATION  
SCALE: 3/8" = 1'-0"



**CITY OF GAINESVILLE  
Administration Building Plaza Improvements  
Brenau Sign Area**

**MAIN STREET**

**BRENAU  
UNIVERSITY**

- CANOPY TREES TO PROVIDE BACK DROP FOR NEW SIGNAGE
- EVERGREEN SHRUBS UNDER CANOPY TREES
- MASONRY WALL WITH STACKED STONE VENEER TO MATCH NEW CITY SIGNAGE

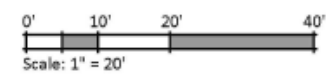
NEW ORNAMENTAL LANDSCAPING IN FRONT OF BRENAU BUILDING

NEW BRENAU SIGN WITH LOW ORNAMENTAL LANDSCAPING

SOD IN FRONT OF SIGN AND WALL

STREET TREES WITH LOW EVERGREEN SHRUBS

**JESSE JEWEL PARKWAY**



# Plaza Improvements

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# Plaza Improvements

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- Open View to the Administration Building
- Update ADA Access
- Refresh Landscaping that is Unkempt
- Create Useable & Welcoming Space
- Better Identify the City's Welcome Center







# RESTAURANTS & PLAZA

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## HEALEY WEATHERHOLTZ PROPERTIES

*Healey Weatherholtz Properties is a real estate company focused on developing and renovating properties to meet the needs of local communities.*

We take a long term approach - our roots date to the 1896 construction of downtown Atlanta's original Healey Building - and the enduring thing we've learned is that improving neighborhoods with useful and beautiful buildings makes for happy customers.

Quill Healey and Eric Weatherholtz co-founded HWP in 2006 with the simple idea of making better places. When places are alive and vivid, everyone benefits. We've found that the right collection of restaurants can be a catalyst for positive transformation and we look for opportunities to use them to anchor mixed-use properties in a way that makes neighborhoods more desirable.



### QUILL HEALEY, II

Quill is a fifth-generation Atlantan (and father to a sixth generation) with a vested interest in making the region a better place. Quill sets HWP's overall strategy and manages investor and lender relationships. As an unpaid volunteer, he serves as Chairman of the City of Atlanta's In Rem Review Board conducting public hearings to initiate the clean-up of abandoned properties. He also serves as the Vice President of the Board of Directors for Atlanta's Upper Westside Community Improvement District which makes infrastructure investments to improve quality of life for a growing neighborhood. Quill received a BA in Economics from VMI and a MBA from Georgia Tech.

### ERIC WEATHERHOLTZ

Eric has been involved in the commercial real estate business since 1992 with positions ranging from framing laborer and electrician's apprentice to leasing agent and asset manager. As an owner, he has participated with Quill in the repositioning of over thirty commercial properties. Some of their projects were recognized by the real estate community with awards including the Urban Land Institute's Development of Excellence, ICSC's Gold Award, the Atlanta Business Chronicle's Deal of the Year (twice), the International Interior Design Association's Best of the Best Award, and the Concrete Foundation Association's Commercial Structure of the Year award. Eric has a fond weakness for restaurants (dating to his experience as a short order line cook) and looks for ways to incorporate good ones in all of HWP's projects. Eric received a BA in History from the University of Virginia.



## CURRENT RESTAURANTS

**Hearth Pizza Tavern**  
Roswell Road, Sandy Springs

**Seven Lamps**  
Lenox Road, Atlanta

**Atwoods**  
Peachtree Street, Atlanta

**Parma**  
Buford Drive, Buford

**Howells Kitchen & Bar**  
Howell Mill Road, Atlanta

**Camps**  
Village Parkway, Marietta

**Partners**  
Quill Healey, Eric Weatherholtz,  
Rob Caswick, Jeff Newsham





# Howell's Kitchen & Bar

Atlanta





# Hearth Pizza Tavern Sandy Springs



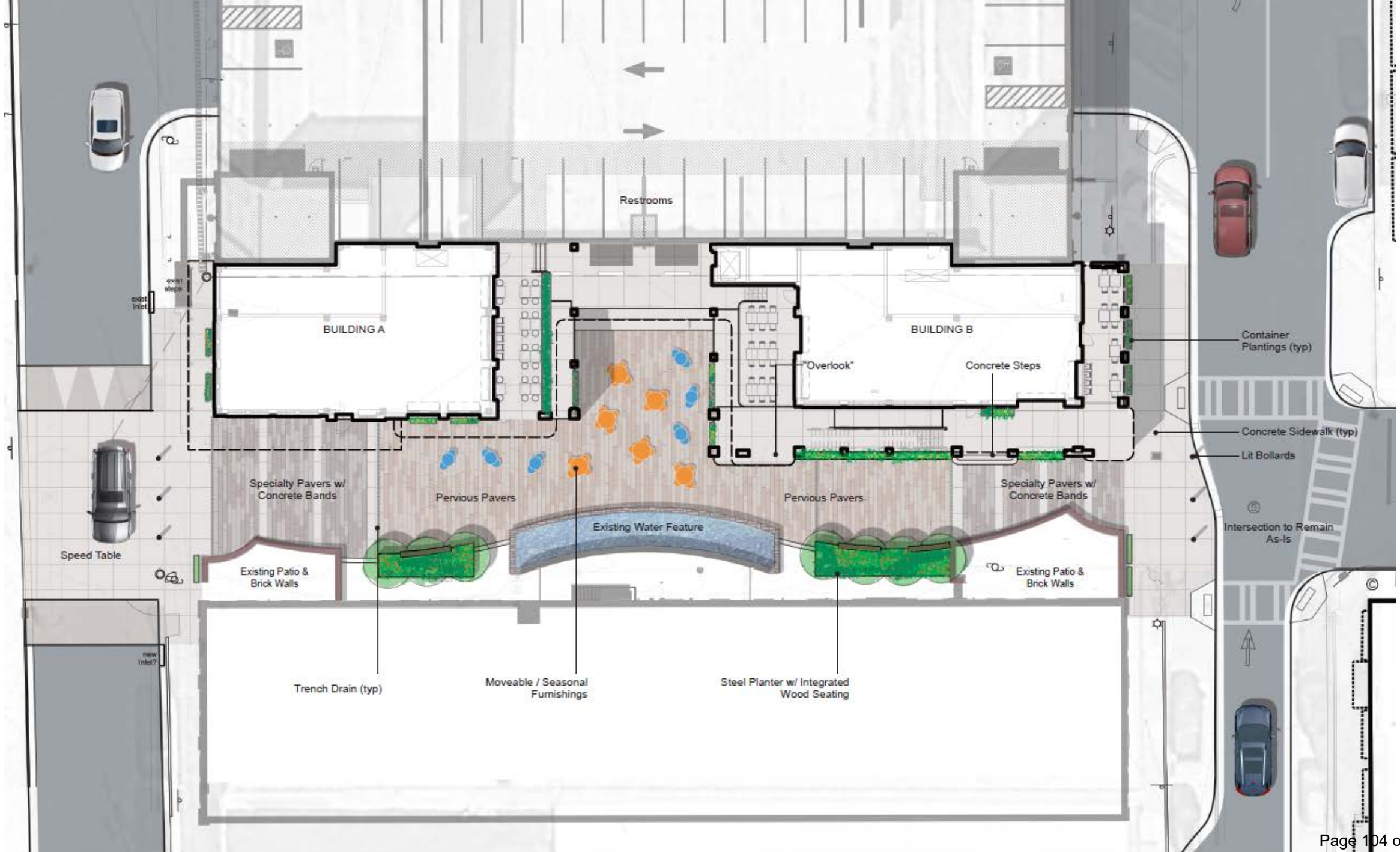


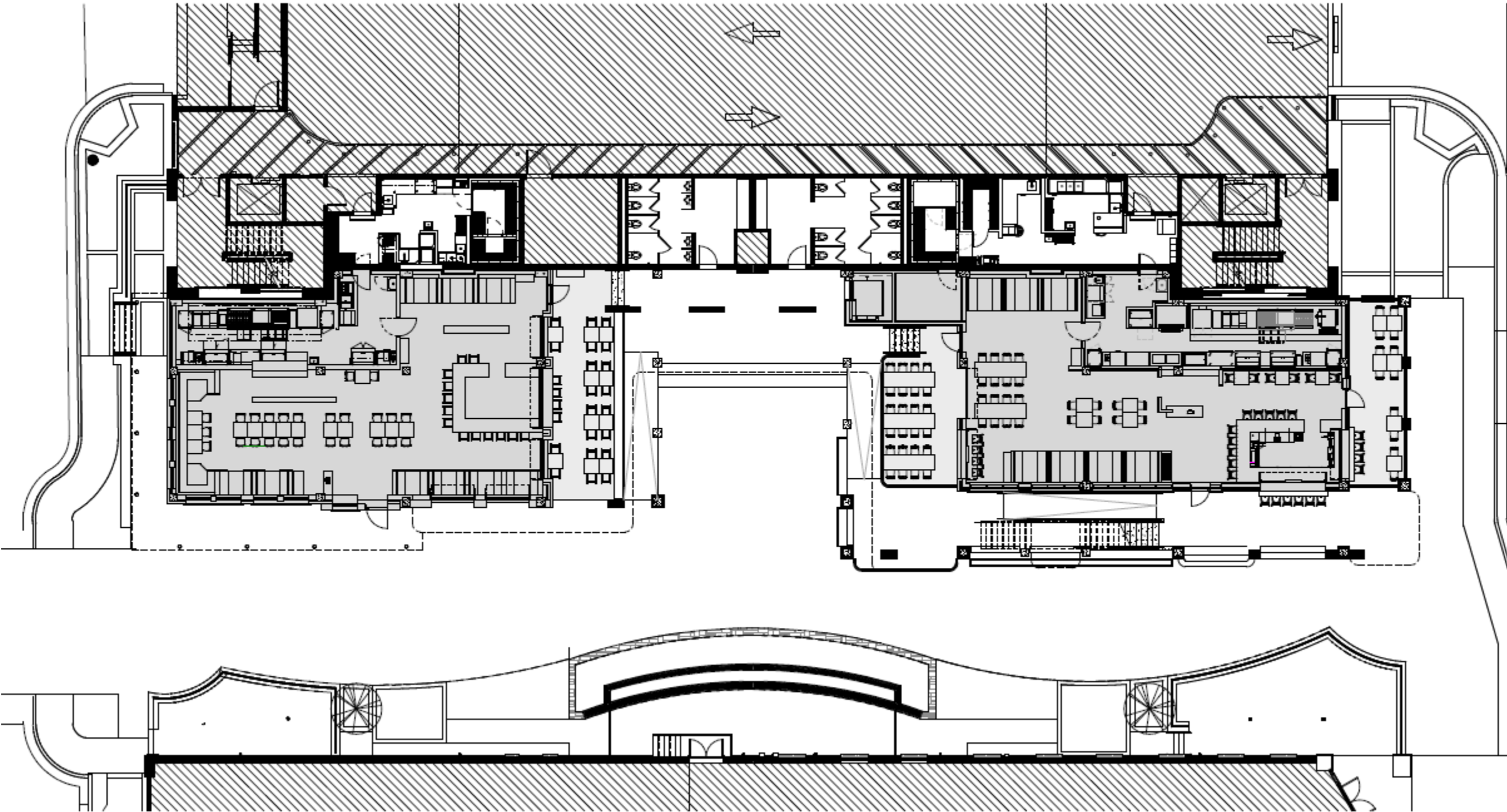


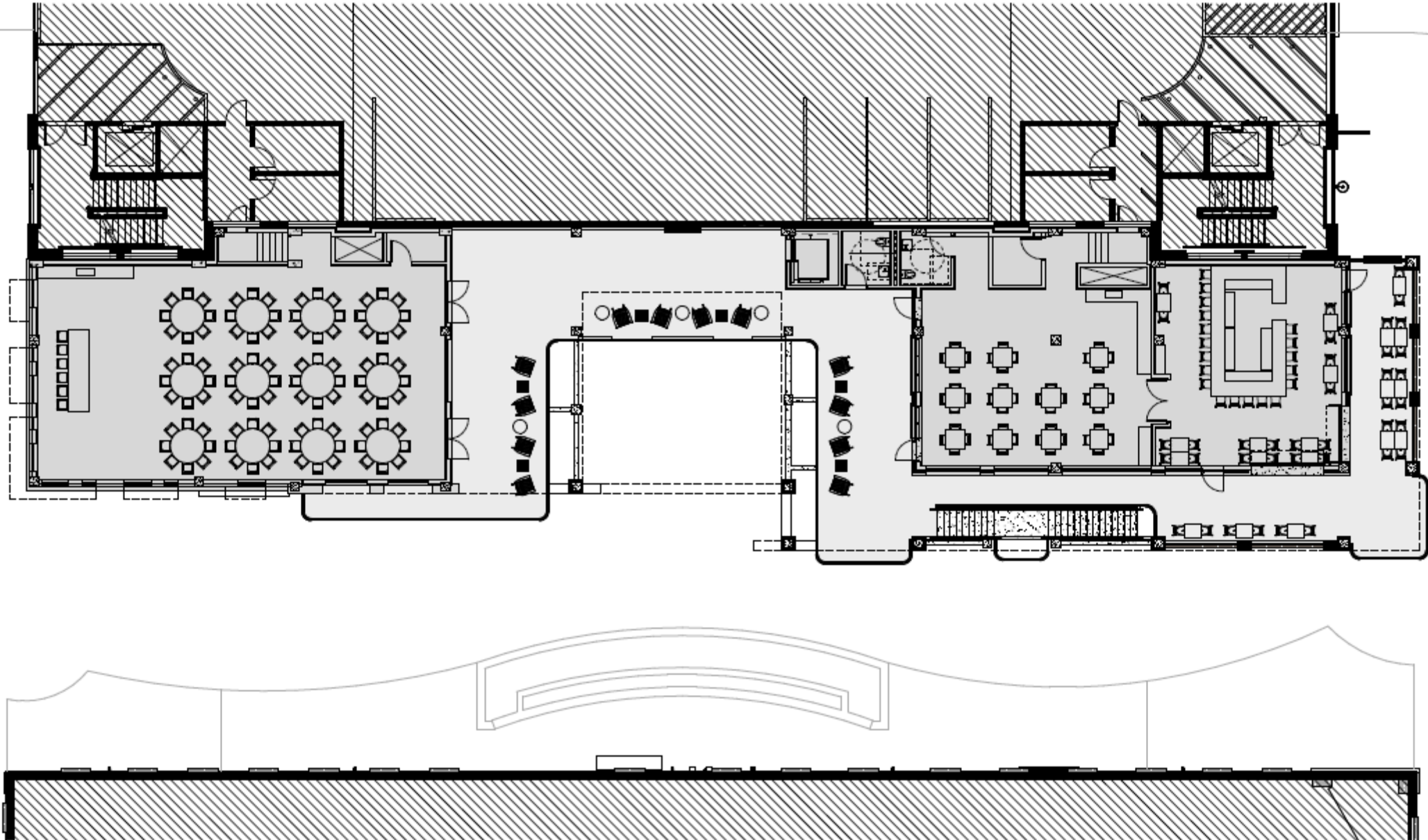






















# Project Schedule

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May 2023 - Notice to Proceed Issued

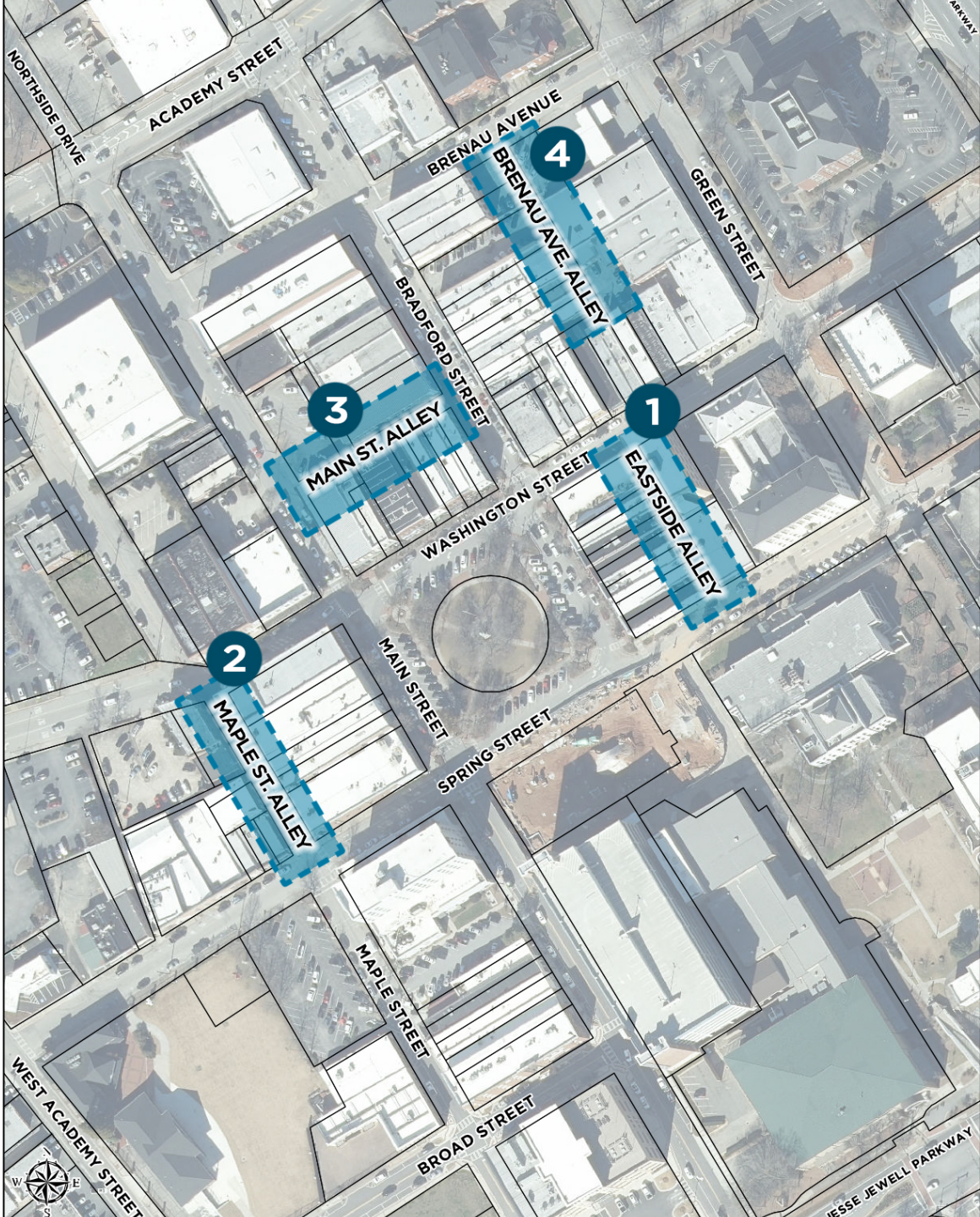
June 2023 – Groundbreaking

April 2024 – Substantial Completion

June 2024 – Final Completion

# Alley Master Plan

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# Master Plan

- Previous ideas on different ways to improve alleys – few results
- Staff determined we needed a cohesive vision for each of the alleys
- City contracted with TSW to develop an Alley Master Plan – began in January with property and business owner interviews, gauging interest and soliciting their ideas
- TSW took this input, Staff ideas and developed a potential development plan for each alley

# 1) EASTSIDE ALLEY

*COMMON TO ALL 4 ALLEYS:*

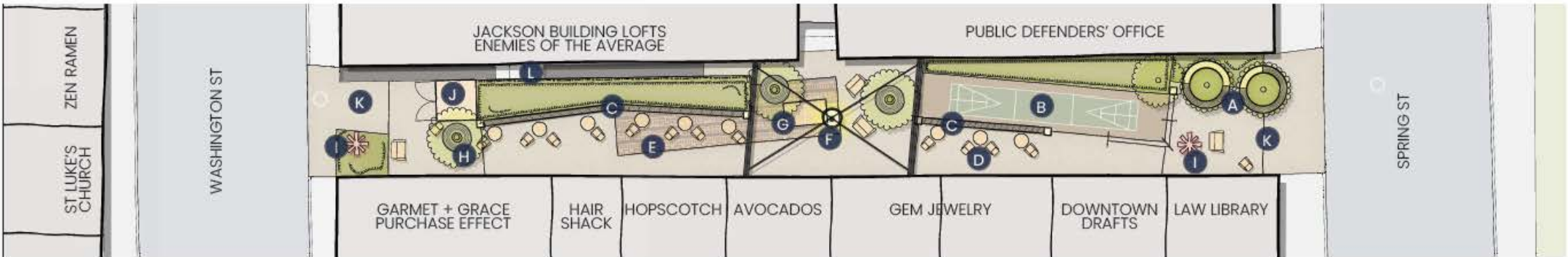
- CLOSE TO TRAFFIC*
- PROVIDE LOADING ZONES*
- CONSOLIDATE & SCREEN DUMPSTERS*



# 1 EASTSIDE ALLEY | CONCEPT

City of Gainesville  
Downtown Alleyways

- A** OVERSIZED PLANTER POT BENCH (QTY. 2)
- B** SHUFFLEBOARD COURT
- C** LINEAR PLANTER BENCH
- D** MOVABLE FURNITURE
- E** RUG PATTERN PAVERS
- F** CATENARY PENDANT LIGHT BETWEEN I-BEAM FRAME
- G** OUTDOOR PING PONG TABLE
- H** FLUSH TREE GRATE (QTY. 3)
- I** ART FEATURE
- J** DUMPSTER ENCLOSURE
- K** LOADING AREA
- L** EXISTING STAIRWELL





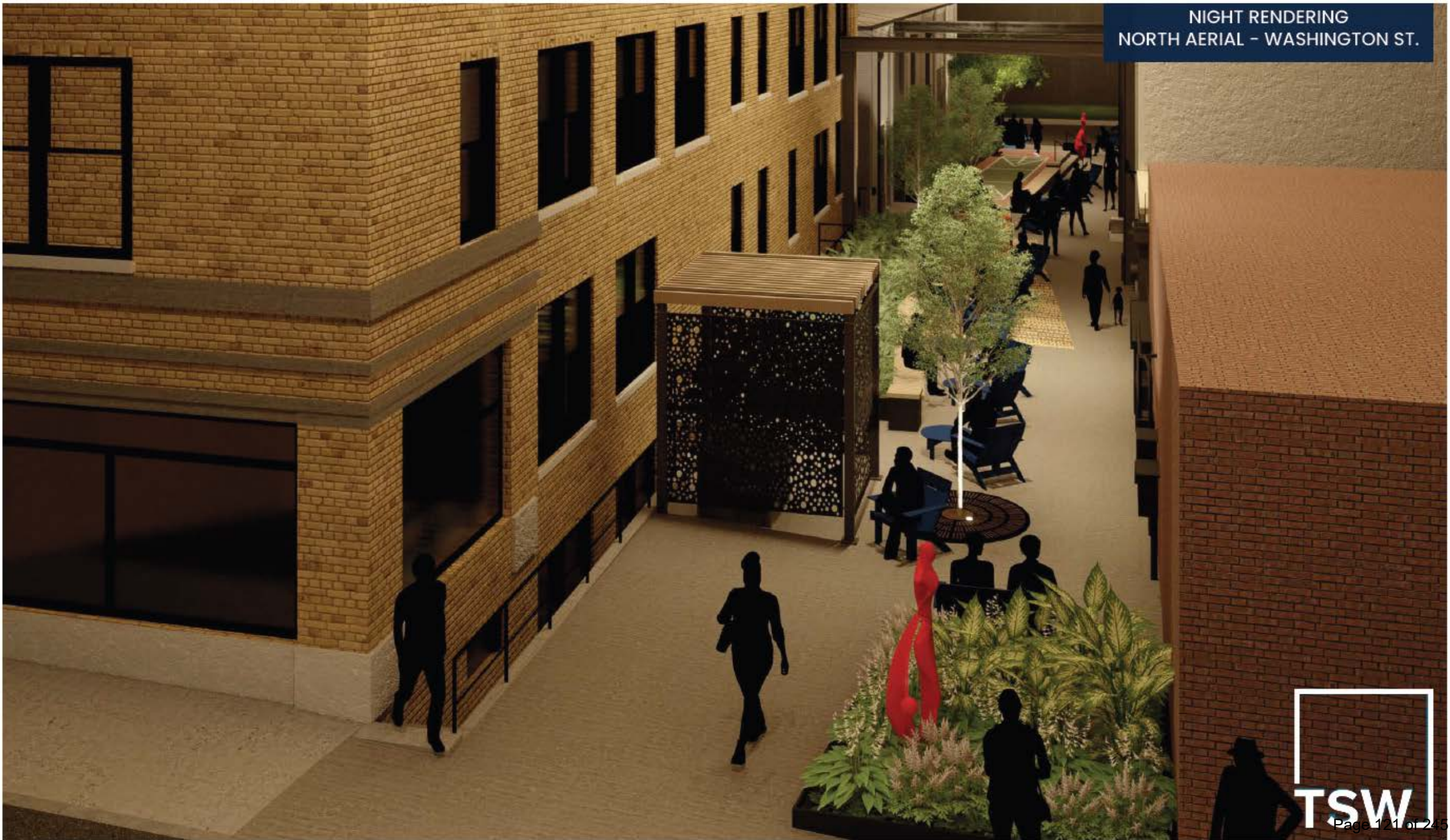
NIGHT RENDERING  
"LIVING ROOM" AT MIDDLE OF ALLEY



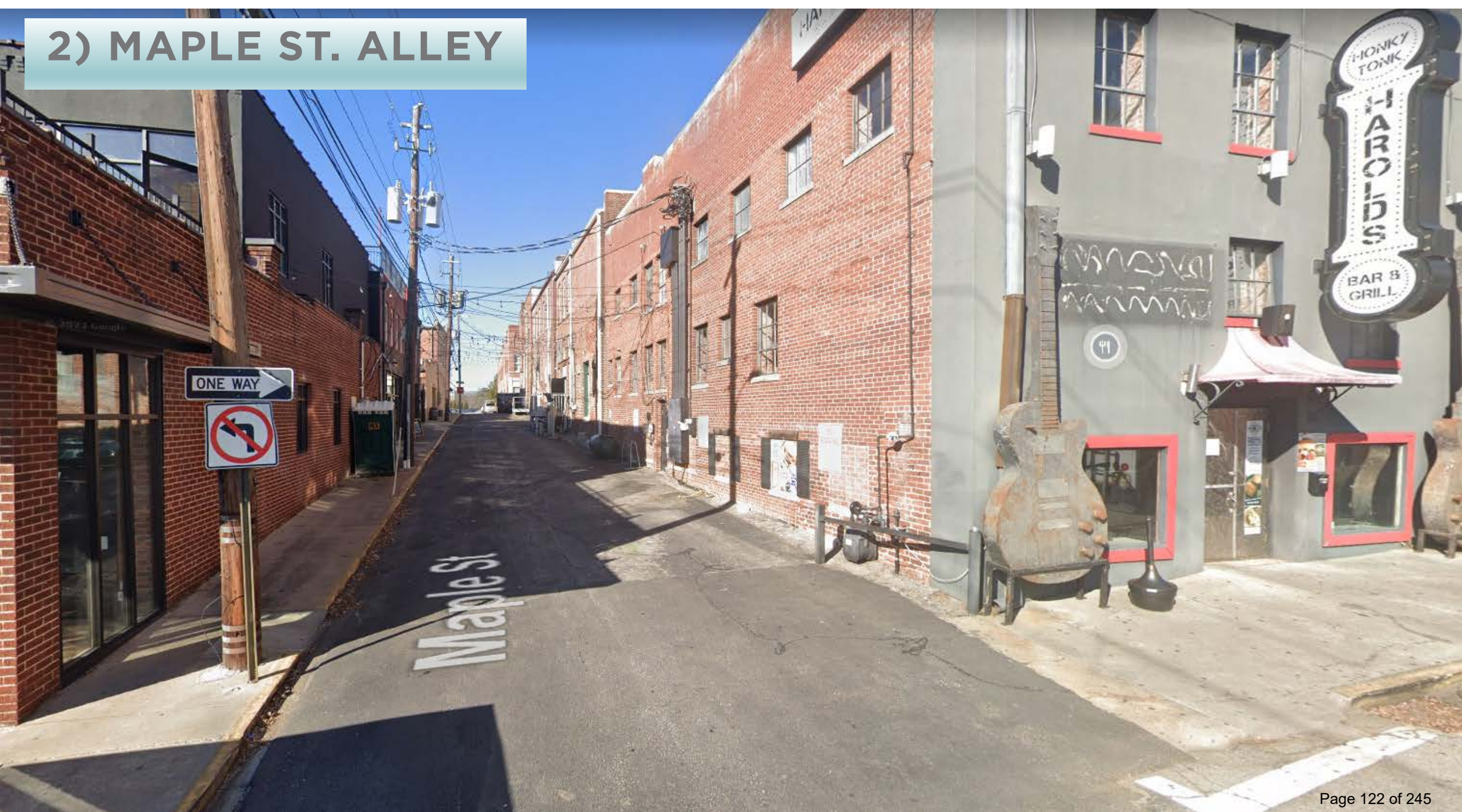








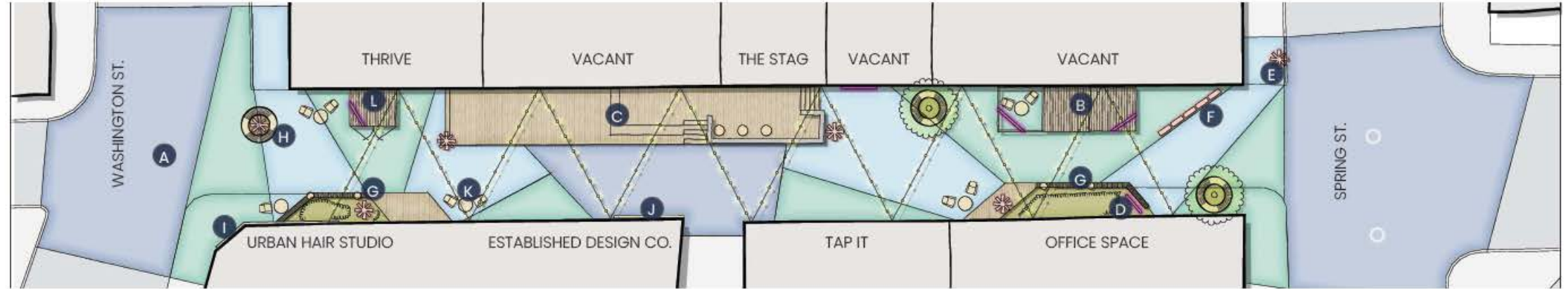
## 2) MAPLE ST. ALLEY



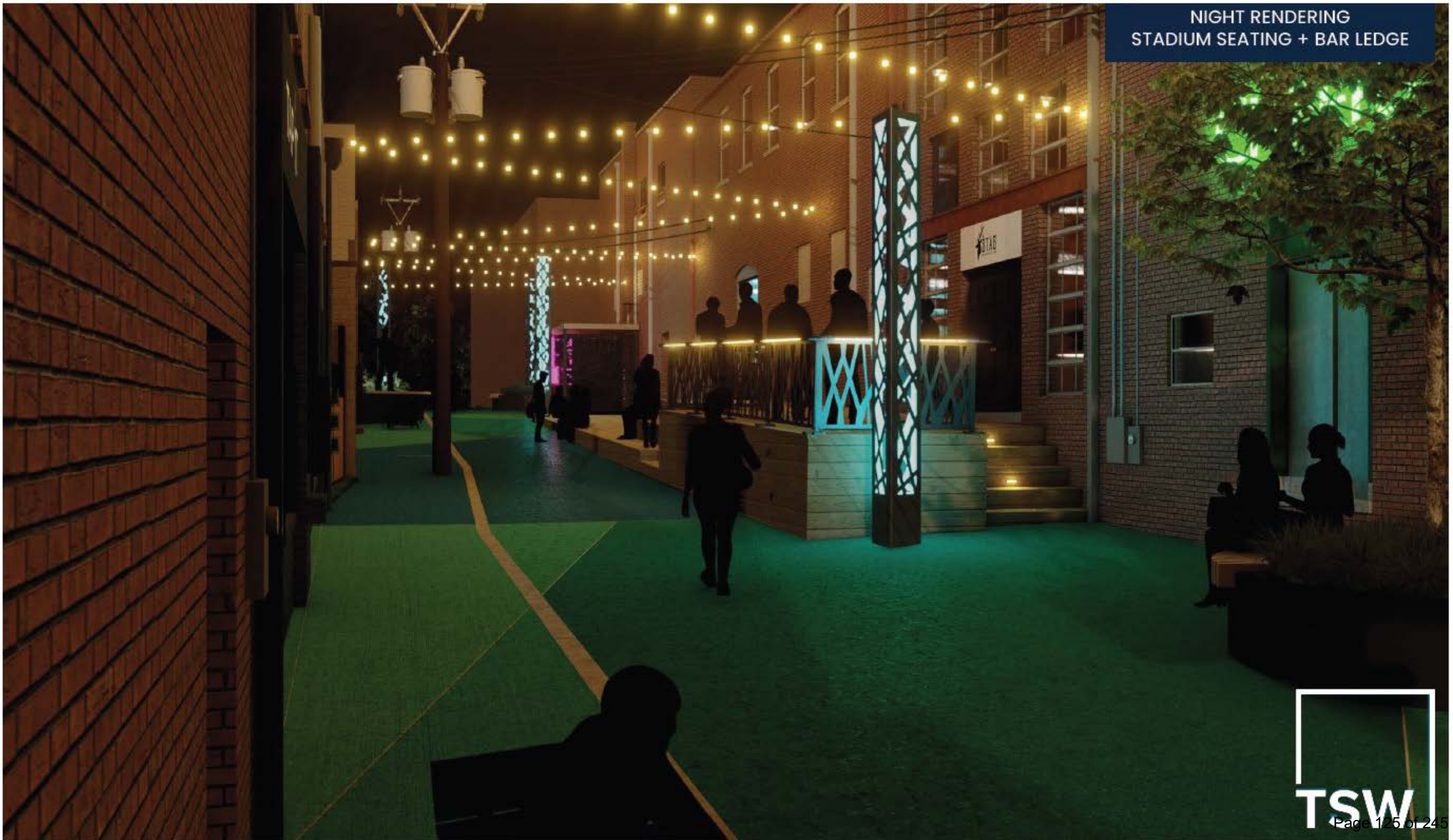
# 2 MAPLE ST ALLEY | CONCEPT

City of Gainesville  
Downtown Alleyways

- A** GROUNDPLANE MURAL
- B** OVERHEAD PERGOLA
- C** STADIUM SEATING AND DRINK LEDGE
- D** NEON SIGNAGE (QTY. 5)
- E** LIGHT COLUMN (QTY. 6)
- F** "MAPLE" MARQUEE ENTRANCE SIGN
- G** LINEAR PLANTER BENCH
- H** ROUND PLANTER BENCH
- I** ENTRANCE MURAL WALL
- J** MOVIE PROJECTOR WALL
- K** MOVABLE FURNITURE
- L** DUMPSTER ENCLOSURE











URBAN  
Hair Artist



POP  
THE MUST  
BEHOLD

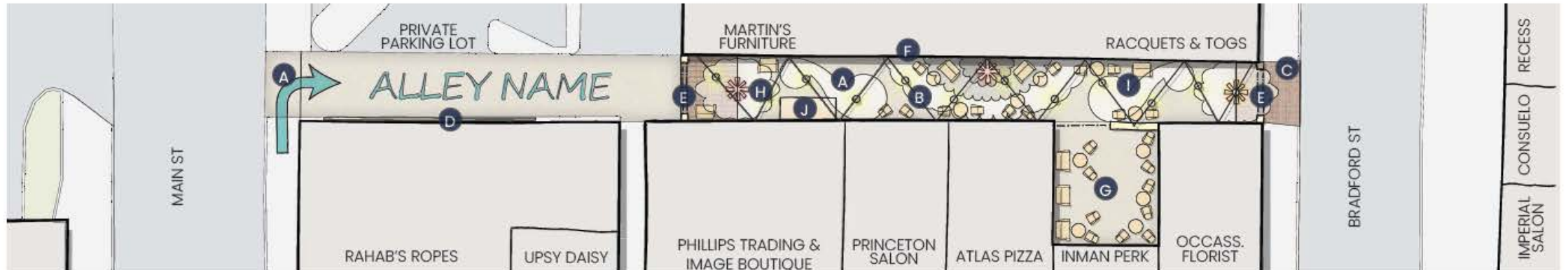
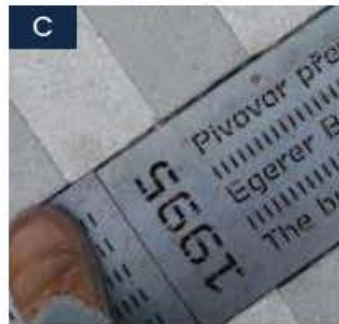
POP

### 3) MAIN ST. ALLEY



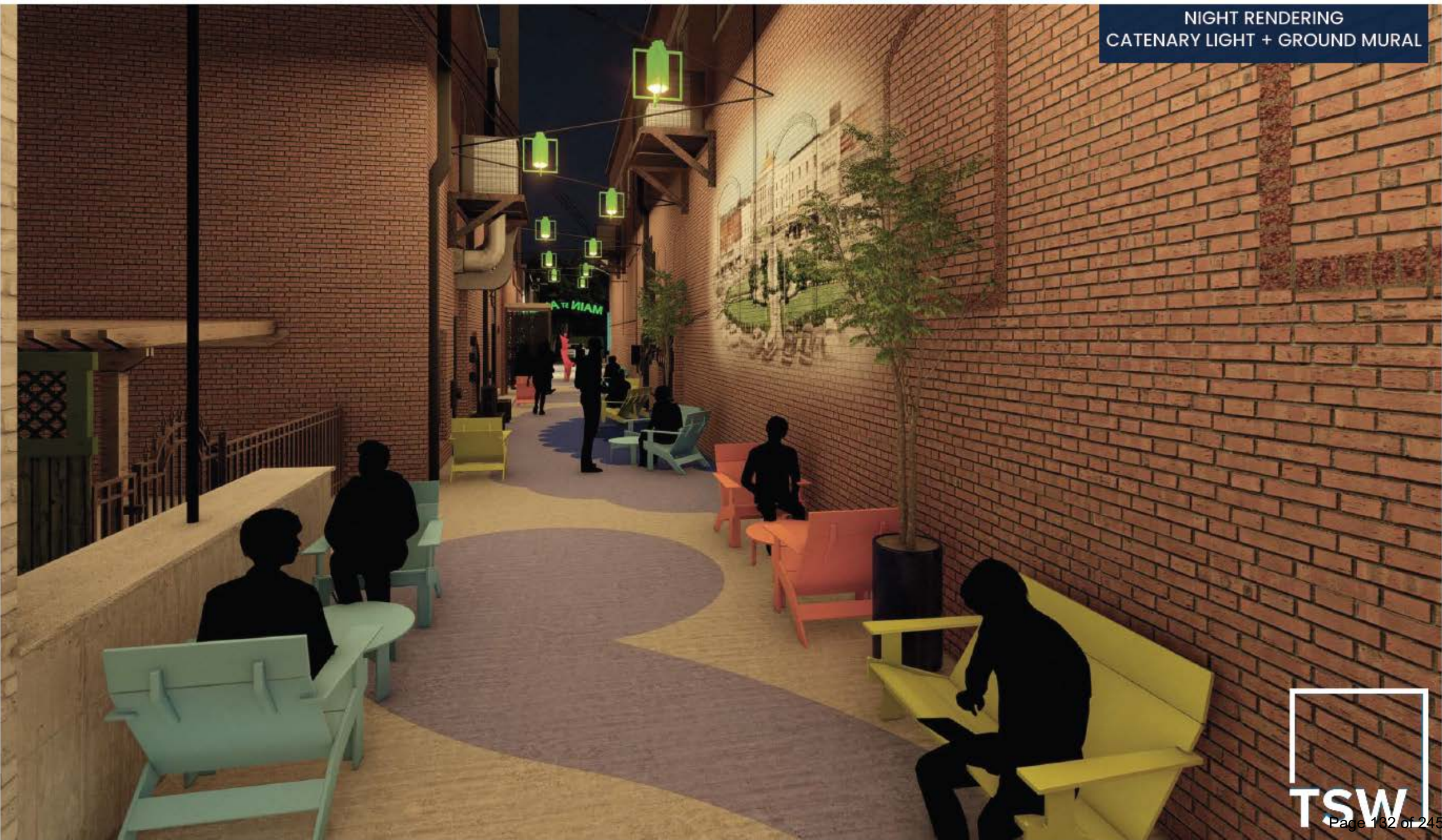
# 3 MAIN ST ALLEY | CONCEPT

- A** WAYFINDING ARROW MURAL ON PAVING
- B** CATENARY LIGHTS
- C** TIMELINE PAVING
- D** "MAIN STREET" ALLEY MURAL WALL (PICTURE OPPORTUNITY)
- E** ENTRY GATEWAY
- F** TIMELINE WALL BRANDING
- G** COFFEE PATIO NOOK
- H** ART FEATURE
- I** MOVABLE FURNITURE
- J** DUMPSTER ENCLOSURE

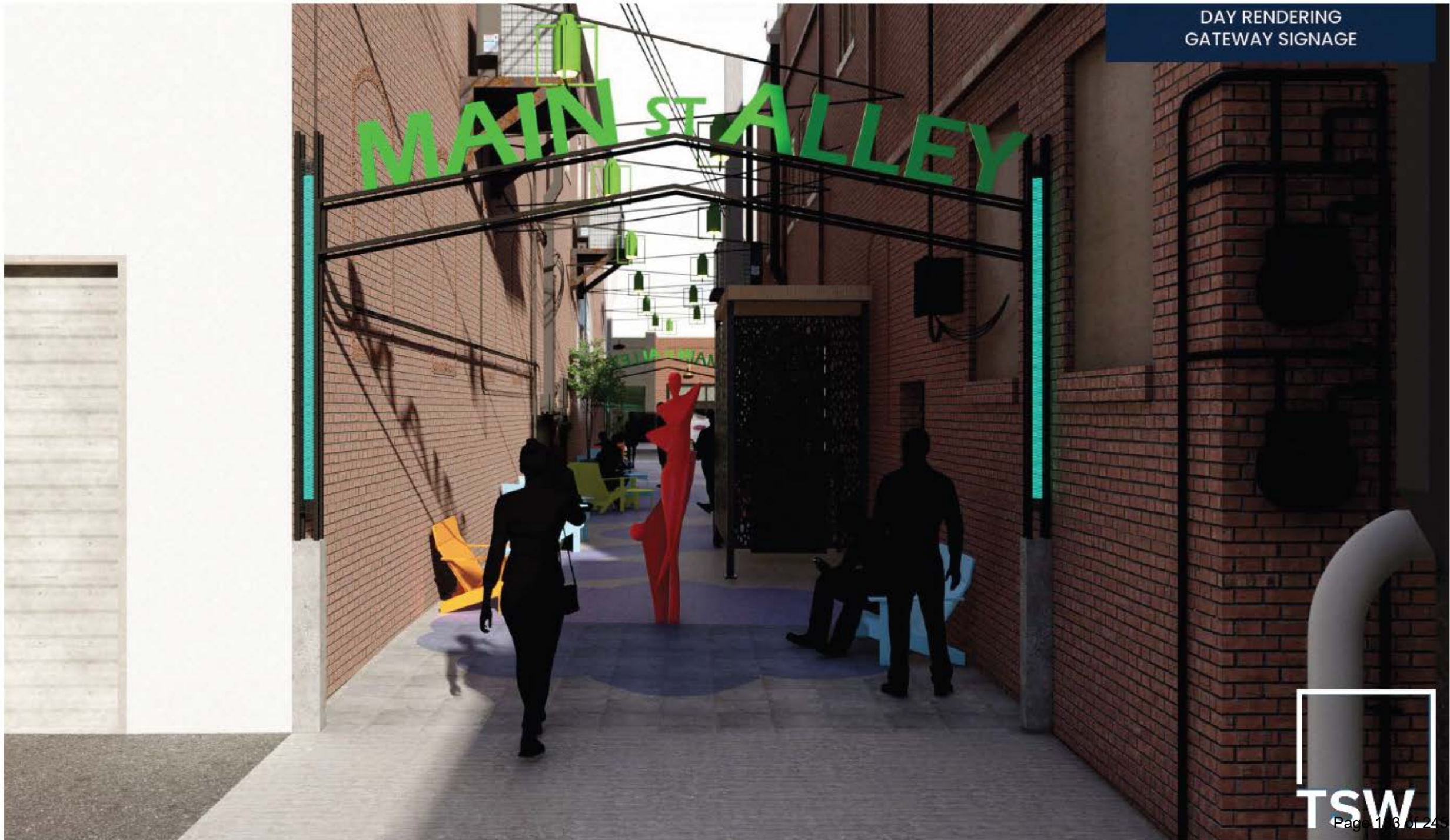


DAY RENDERING  
CATENARY LIGHT + GROUND MURAL

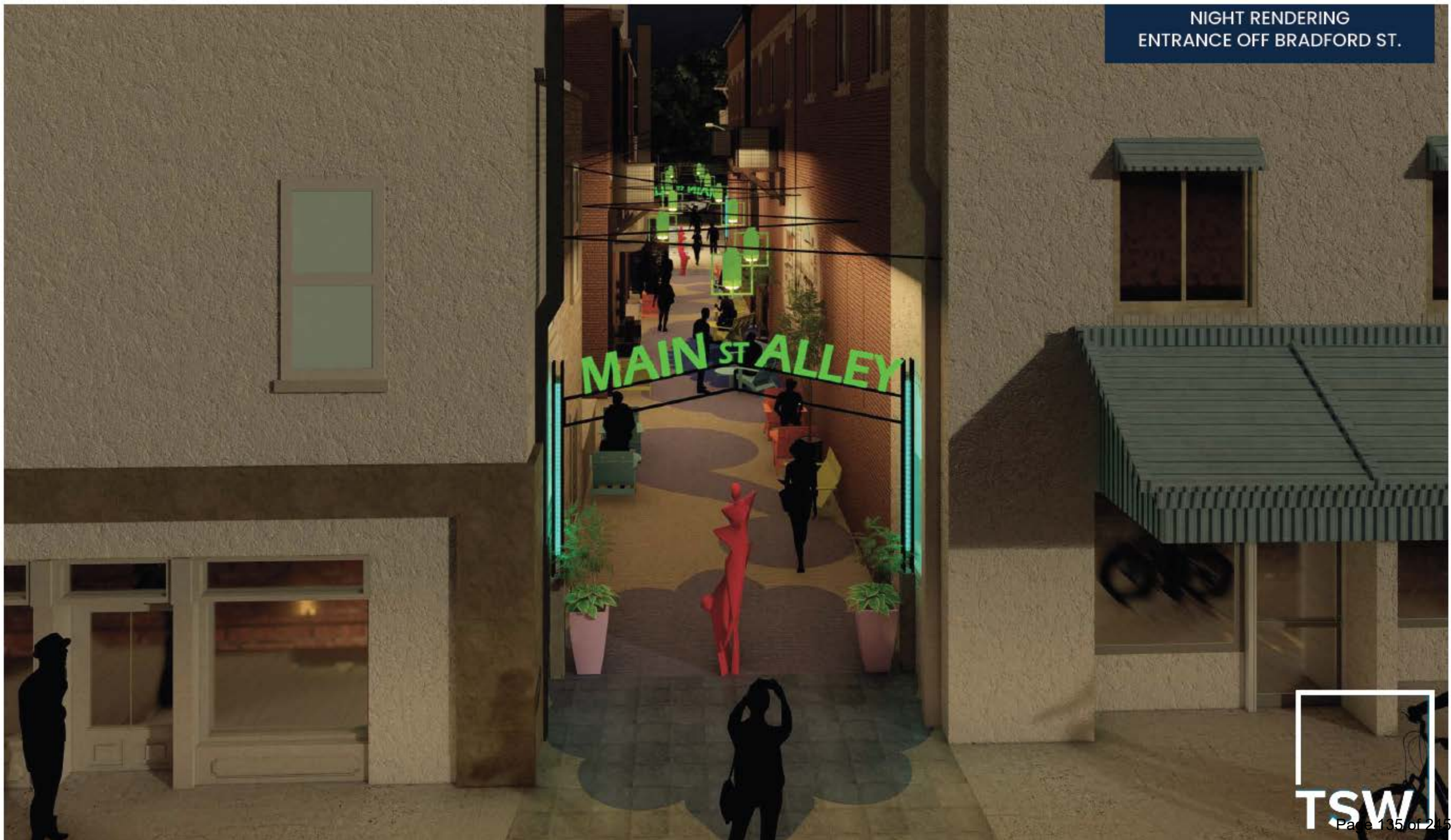




MAIN ST ALLEY







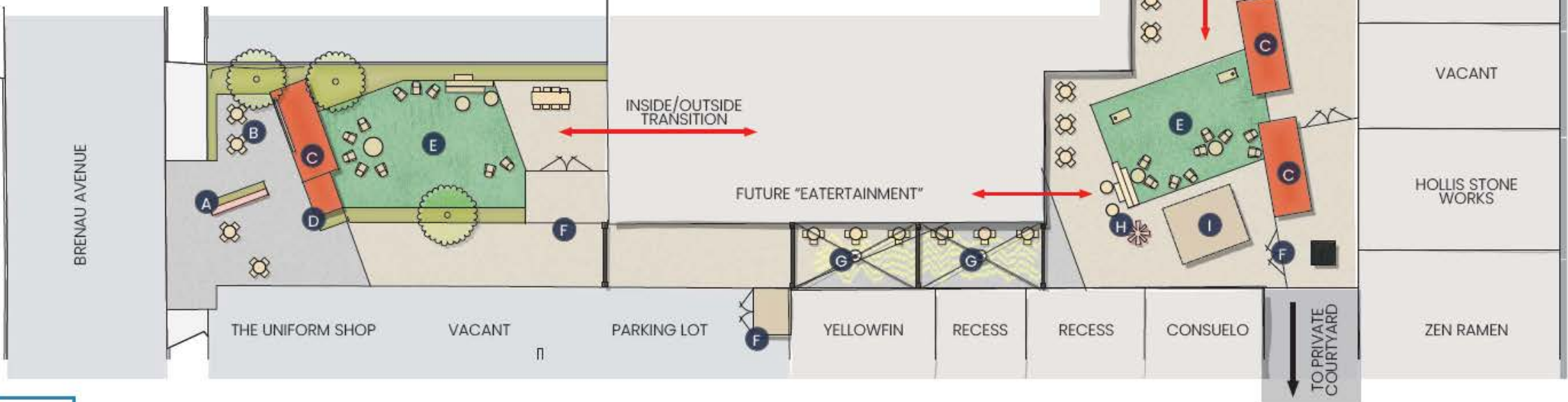
## 4) BRENAU AVE. ALLEY



# 4 BRENAU AVE ALLEY | CONCEPT |

City of Gainesville  
Downtown Alleyways

- A** DOUBLE-SIDED MARQUEE ENTRANCE SIGN
- B** STREETSIDE CAFE PATIO
- C** 20'x8' SHIPPING CONTAINER (QTY. 3)
- D** GATEWAY ENTRANCE TO BEER GARDEN
- E** SYNTHETIC TURF AREA (CORN HORN, FIRE PIT)
- F** ICONIC FENCE CONCEALING BACK OF HOUSE/DUMPSTER
- G** I-BEAM GATEWAYS WITH PROJECTOR LIGHT PENDANT
- H** ICONIC SCULPTURE
- I** TEMPORARY STAGE AREA















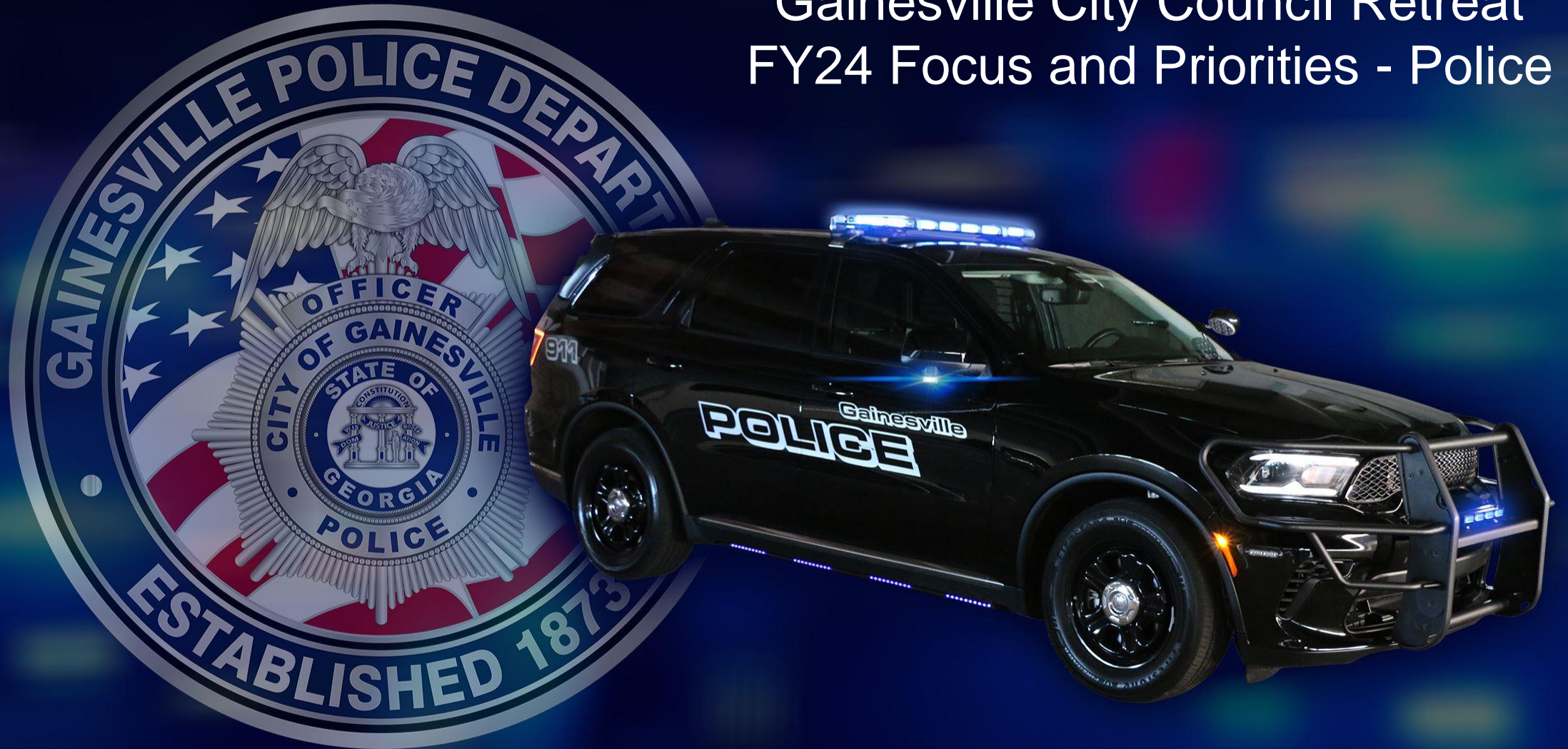


THANK  
YOU!

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QUESTIONS? COMMENTS?

# Gainesville City Council Retreat FY24 Focus and Priorities - Police



# ACCOMPLISHMENTS

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# Hiring / Staffing

- New Recruitment Model (28 Days)
- New Police Academy Model
- New Eligibility Process (MP & Other States)

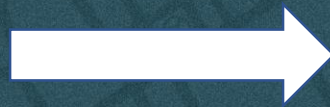


# Law Enforcement Basic Mandate



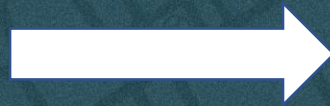
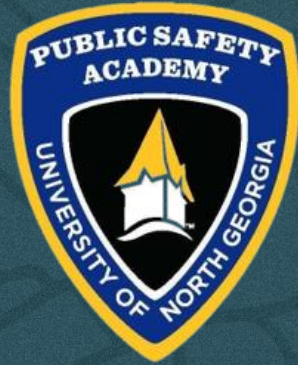
GEORGIA PUBLIC SAFETY  
TRAINING CENTER

Athens, GA



- Lodging for 5 Nights
- 3 Meal per diem
- 10 Week – 408 Hours

# Law Enforcement Basic Mandate



- No Lodging Required
- 1 Meal per diem
- 15 Week – 608 Hours!!

# Cost Savings!

GPSTC – Athens Cost  
\$4,660 per recruit (per diem and lodging)

UNG – Forsyth  
\$1,200 per recruit (per diem)

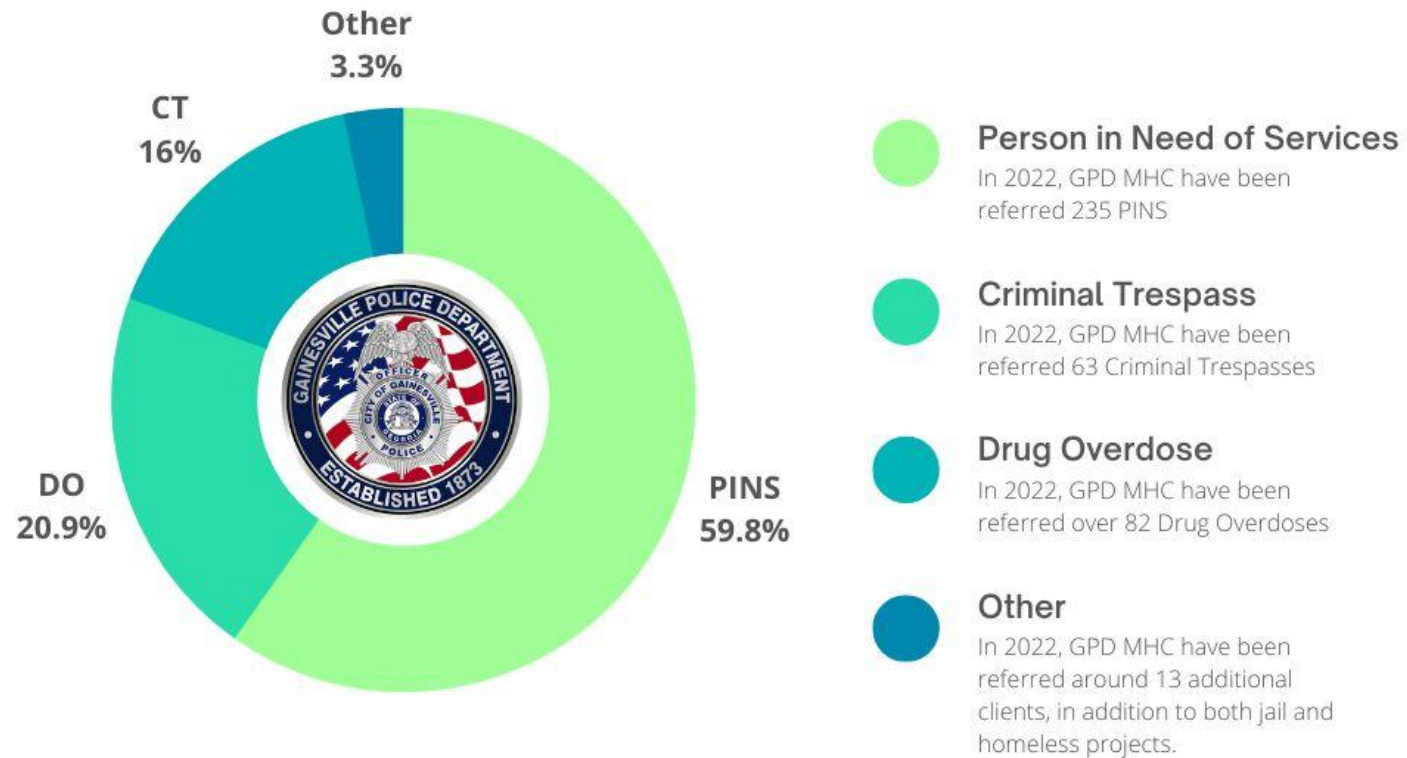
**\$3,460 SAVINGS per recruit**

**\$17,300 SAVINGS per class!!!!!!!**

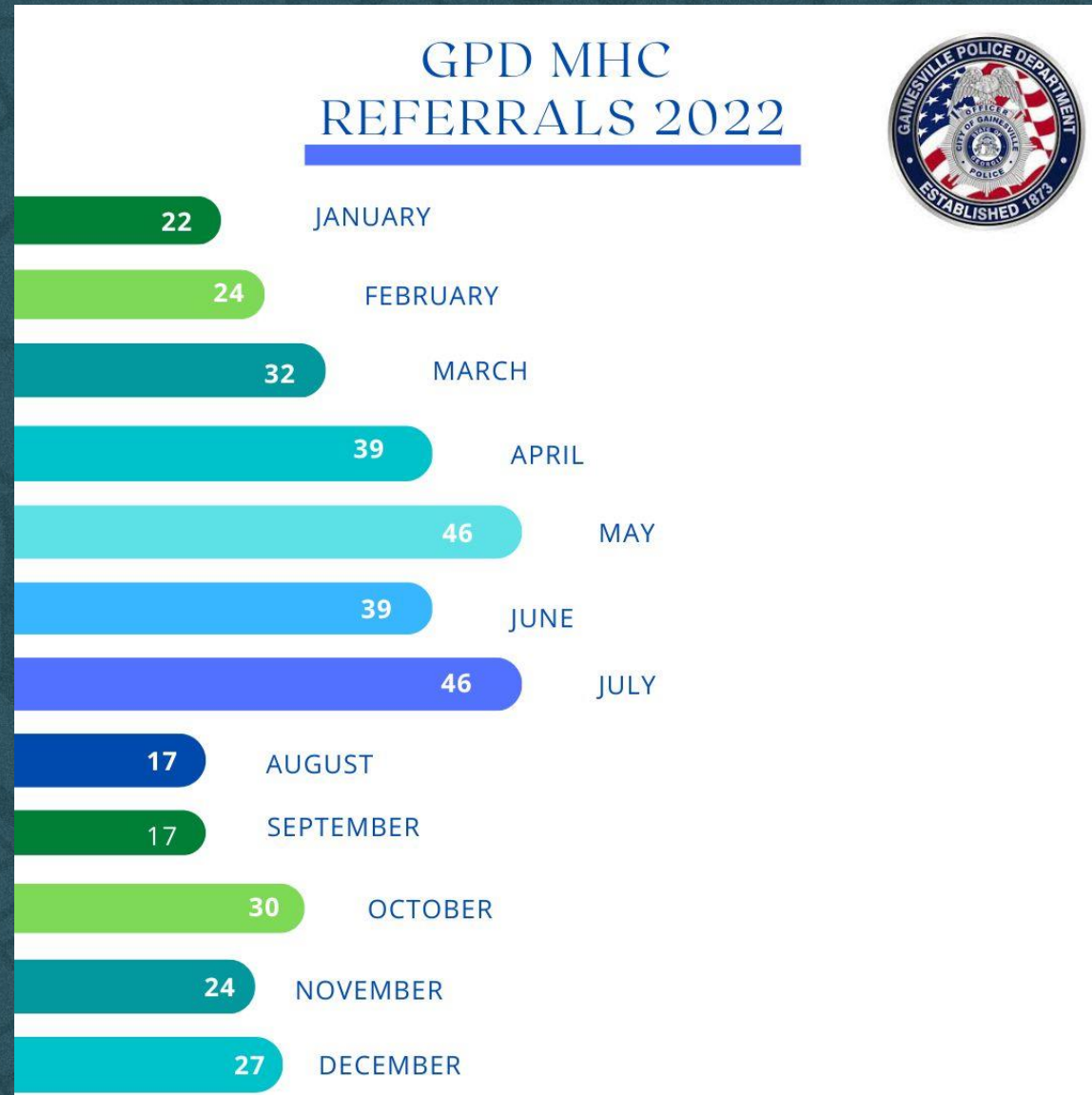


# Mental Health Co-Responder Program

## 2022 GPD MHC Service Counts

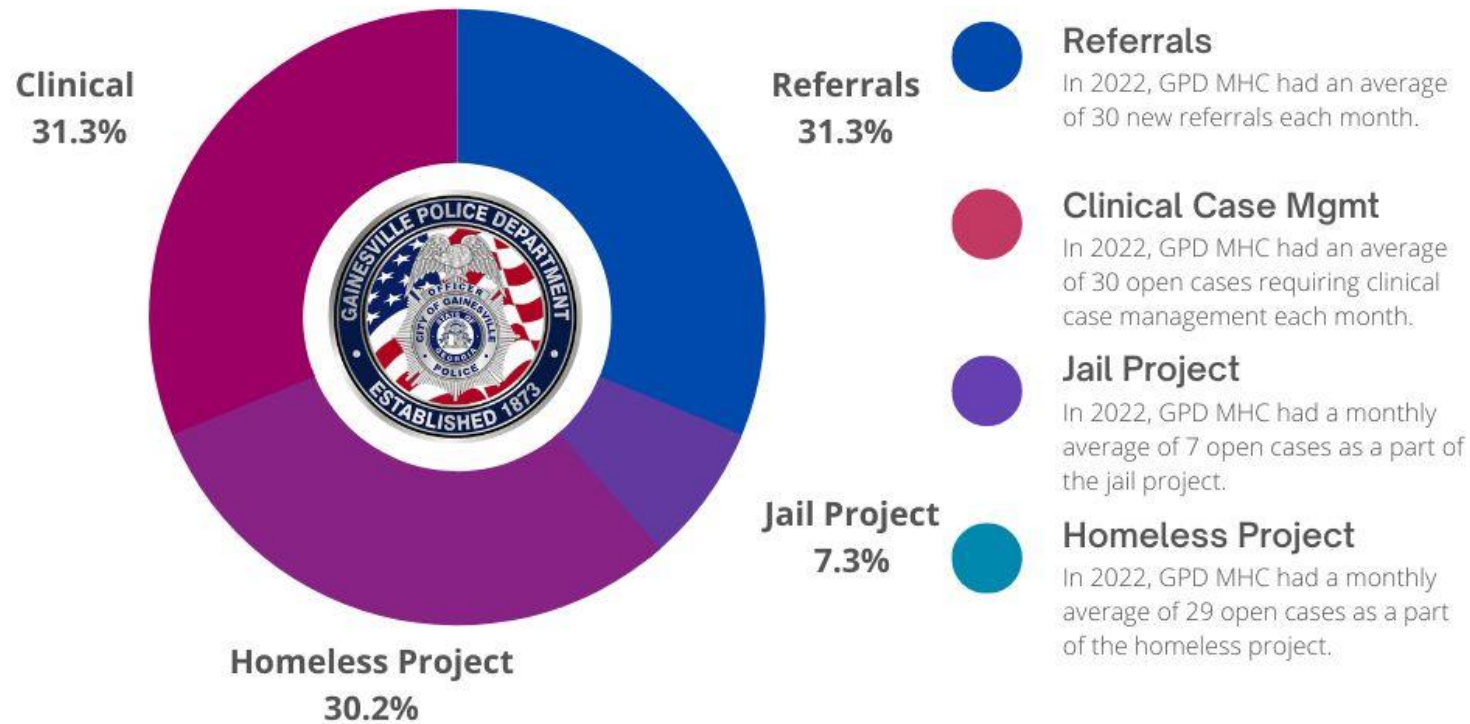


# Mental Health Co-Responder Program



# Mental Health Co-Responder Program

## 2022 GPD MHC Monthly Averages



# Mental Health Co-Responder Program

**PROGRAM  
EXPANSION IS  
INEVITABLE!!!**



# CHALLENGES + OPPORTUNITIES

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# Sentry Safety Sticks Installed in February 2023

(Loading Zones  
and **Yellow** Curbs)

Fines live on  
3/1/2023



**Sentry Safety  
Sticks Installed in  
February 2023**

**Over 300 Violations  
From 2/14/23 –  
3/1/23!!!!**





# Downtown Ambassadors



# Upgraded Security Features

Installation of Emergency Call boxes on South Parking Deck



# Camera Upgrades

The screenshot displays the AXIS License Plate Verifier web application. The interface includes a navigation bar with 'Event log' and 'List management' tabs. A live camera feed shows a rear view of a dark SUV with license plate QYH-790. Below the feed, a 'Latest event' section shows a table with one entry for the detected license plate. To the right, a 'Search event log' section contains a search form and a table listing 20 detected license plates, all marked as 'Denied'.

**Search event log**

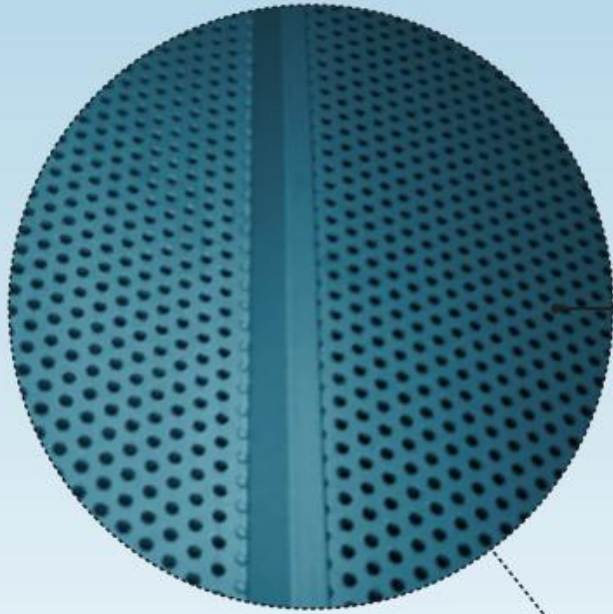
Start time: [ ] End time: [ ] Plate: [ ] ROI: [ ] Direction: [ ] Access: [ ] Search [ ] Live [ ]

Date and time	License plate	ROI	Direction	Access	Image
2023-03-07 10:27:31	QYH790	1	OUT	Denied	
2023-03-07 10:26:00	EIG468	1	OUT	Denied	
2023-03-07 10:19:55	TCU8389	1	OUT	Denied	
2023-03-07 10:19:08	CUQ9222	1	OUT	Denied	
2023-03-07 10:18:43	RNN7812	1	OUT	Denied	
2023-03-07 10:17:12	RZT6647	1	OUT	Denied	
2023-03-07 10:16:24	RYT6192	1	OUT	Denied	
2023-03-07 10:16:19	GV6426N	1	OUT	Denied	
2023-03-07 10:16:14	GV0764L	1	OUT	Denied	
2023-03-07 10:15:28	TCF8526	1	OUT	Denied	
2023-03-07 10:13:40	CSH5161	1	OUT	Denied	
2023-03-07 10:13:21	GV73350	1	OUT	Denied	
2023-03-07 10:12:24	CDY1645	1	OUT	Denied	
2023-03-07 10:11:19	CLM8196	1	OUT	Denied	
2023-03-07 10:08:09	HAE6951	1	OUT	Denied	
2023-03-07 10:06:06	AJD8019	1	OUT	Denied	
2023-03-07 10:06:04	TC07185	1	OUT	Denied	
2023-03-07 10:06:01	9YEE938	1	OUT	Denied	

**Latest event**

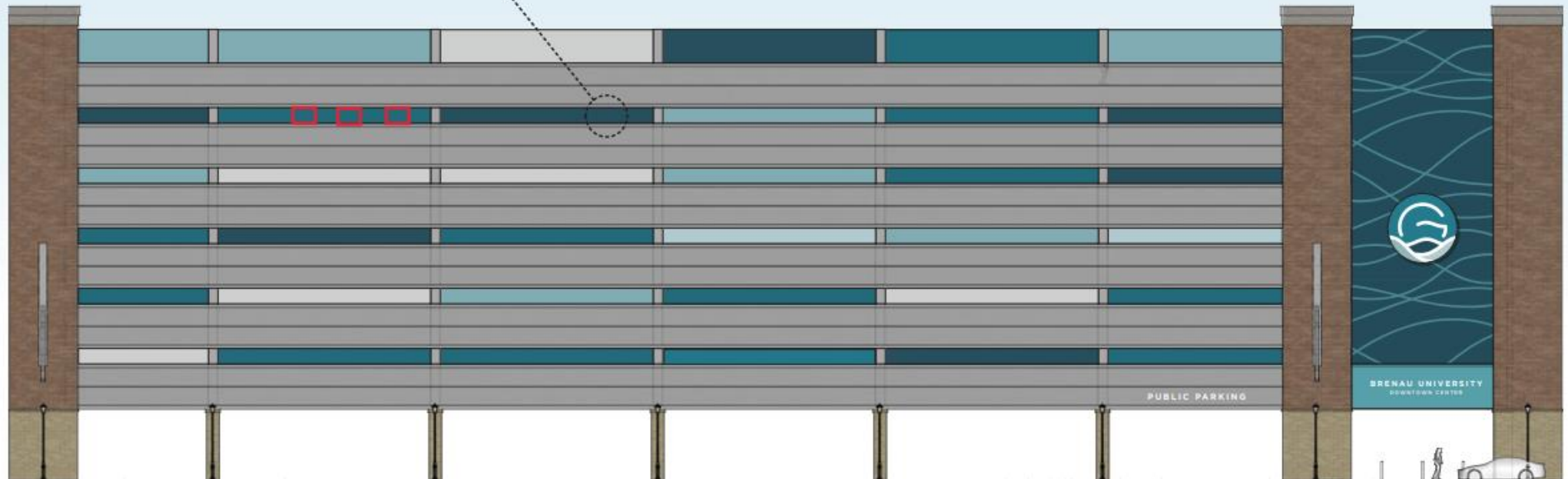
Date and time	License plate	Area of interest	Vehicle direction	Image
2023-03-07 10:27:31	QYH790	1	OUT	<a href="#">Add to list</a>

OPTION 4



PAINTED PERFORATED METAL PANELS

SUPPORT VIEW FROM ROOF OF DECK



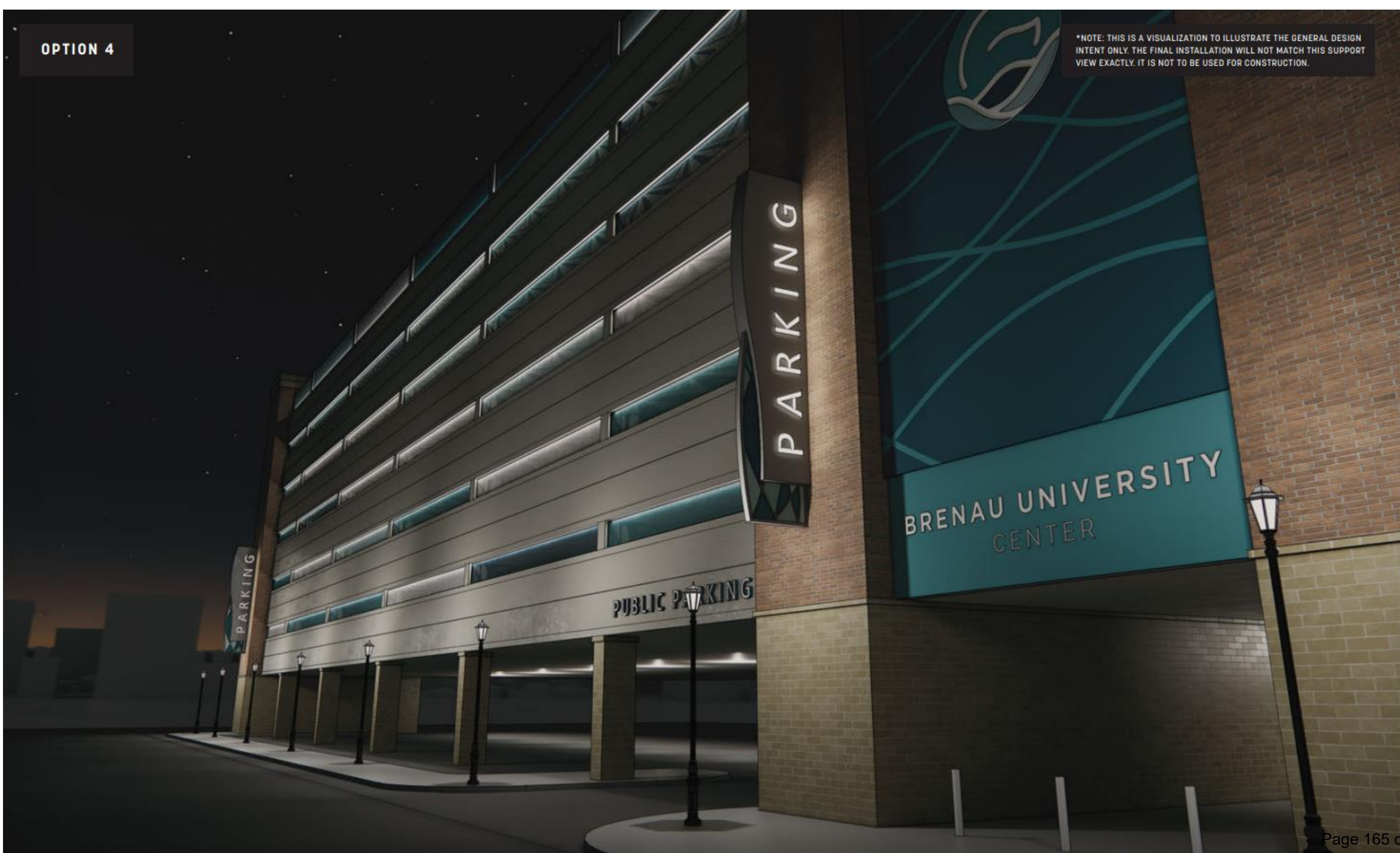
OPTION 4

\*NOTE: THIS IS A VISUALIZATION TO ILLUSTRATE THE GENERAL DESIGN INTENT ONLY. THE FINAL INSTALLATION WILL NOT MATCH THIS SUPPORT VIEW EXACTLY. IT IS NOT TO BE USED FOR CONSTRUCTION.

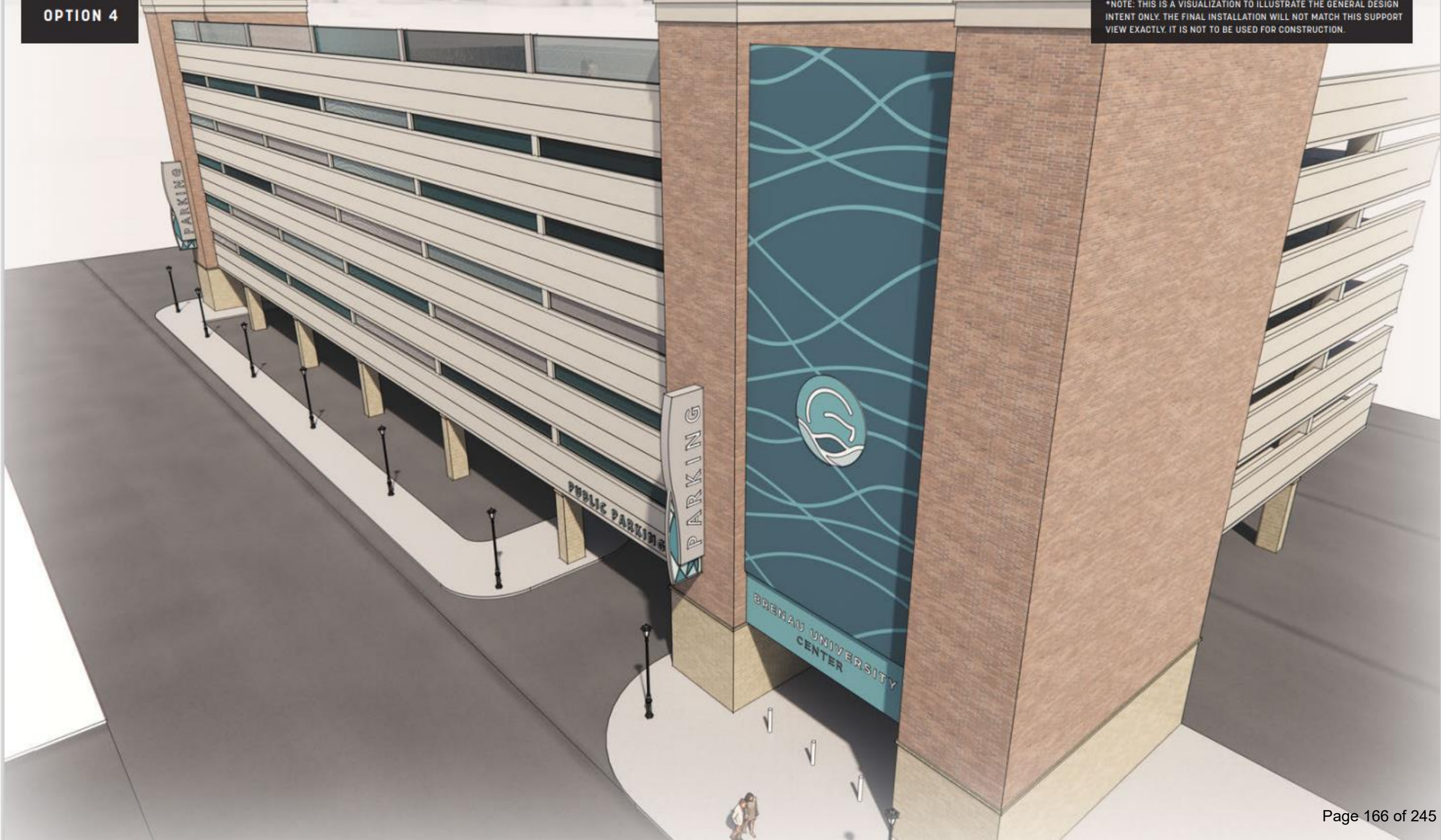


OPTION 4

\*NOTE: THIS IS A VISUALIZATION TO ILLUSTRATE THE GENERAL DESIGN INTENT ONLY. THE FINAL INSTALLATION WILL NOT MATCH THIS SUPPORT VIEW EXACTLY. IT IS NOT TO BE USED FOR CONSTRUCTION.



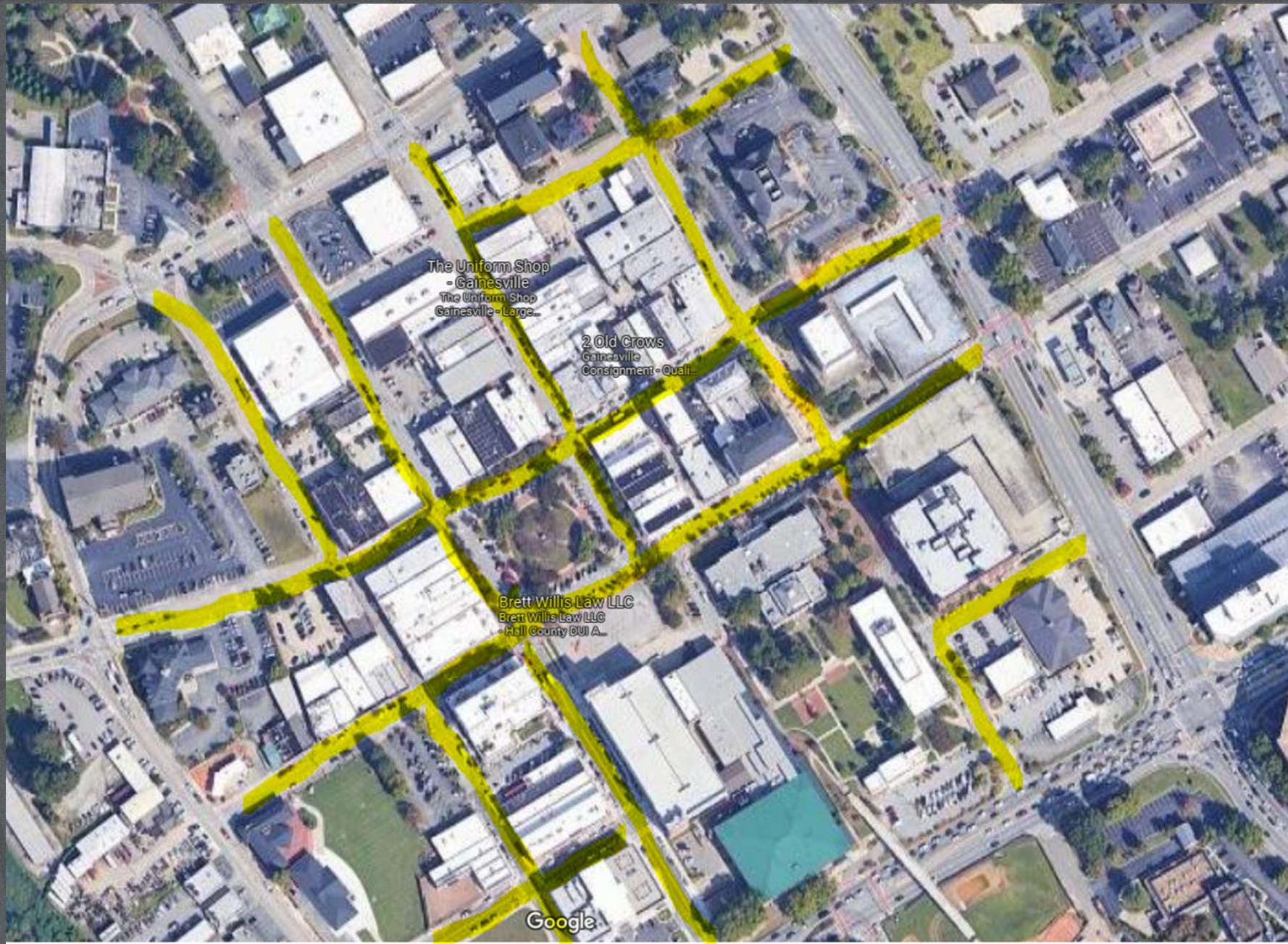
\*NOTE: THIS IS A VISUALIZATION TO ILLUSTRATE THE GENERAL DESIGN INTENT ONLY. THE FINAL INSTALLATION WILL NOT MATCH THIS SUPPORT VIEW EXACTLY. IT IS NOT TO BE USED FOR CONSTRUCTION.



# Additional Downtown Parking Issues...

- 2-Hour Parking on Surface Streets
- Availability / Location of Handicap Spaces
- Enforcement / Technology / Aesthetics







# Parking Kiosk

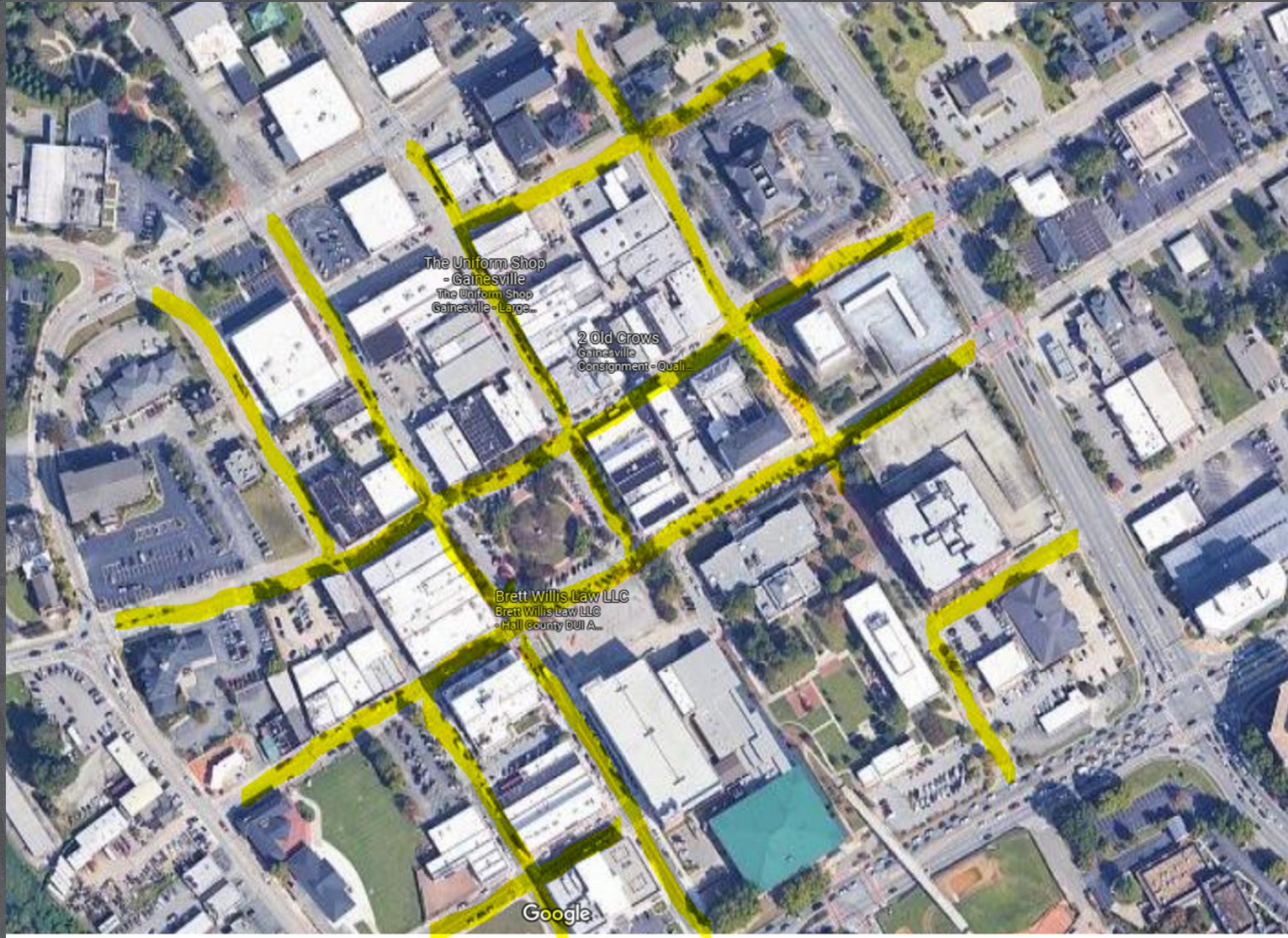


# Parking Kiosk



# Parking Mobile Apps







THANK  
YOU!

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QUESTIONS? COMMENTS?



# Water Resources

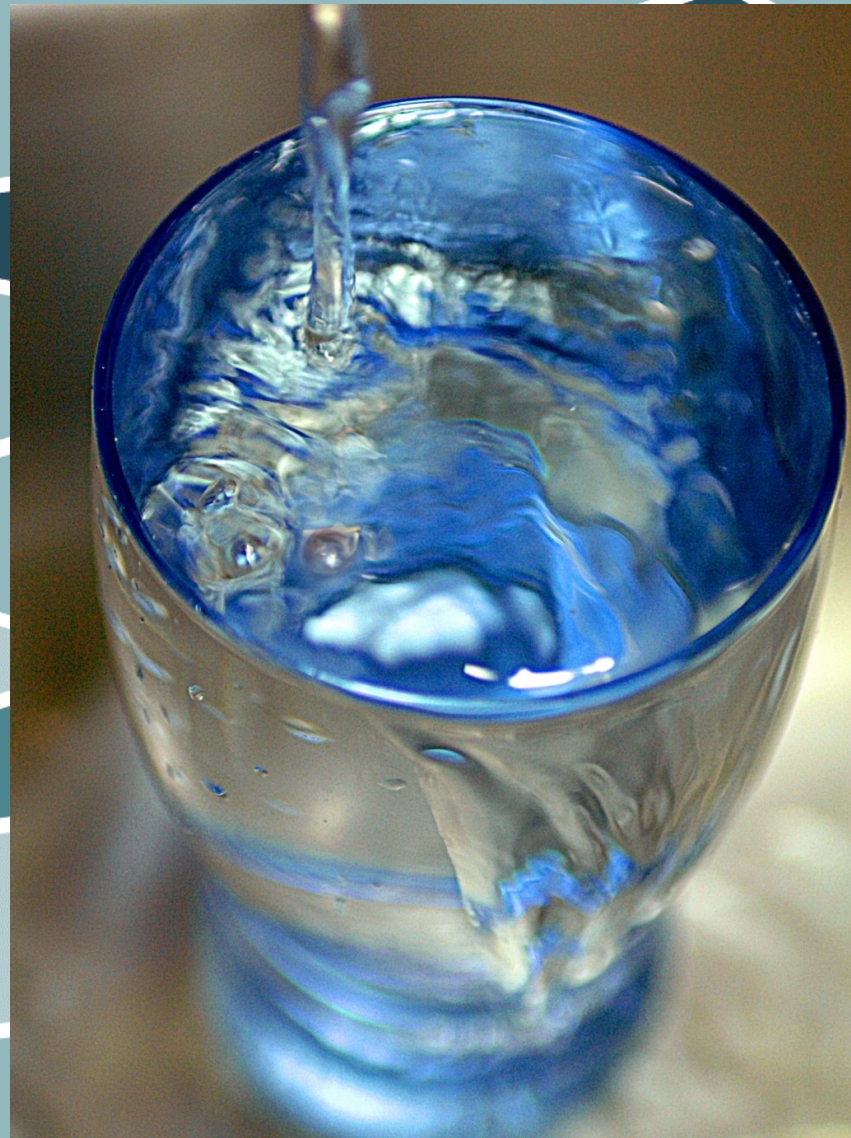
March 2023  
Lanier Islands



# Water Resources

- DWR Business Update
- Project Updates
- Funding Large Capital Projects
- Stormwater





# DWR Business Update



# Overcoming Challenges/New Normal



Workforce



Schedules



Costs



Demand



Drought

Development



Regulations



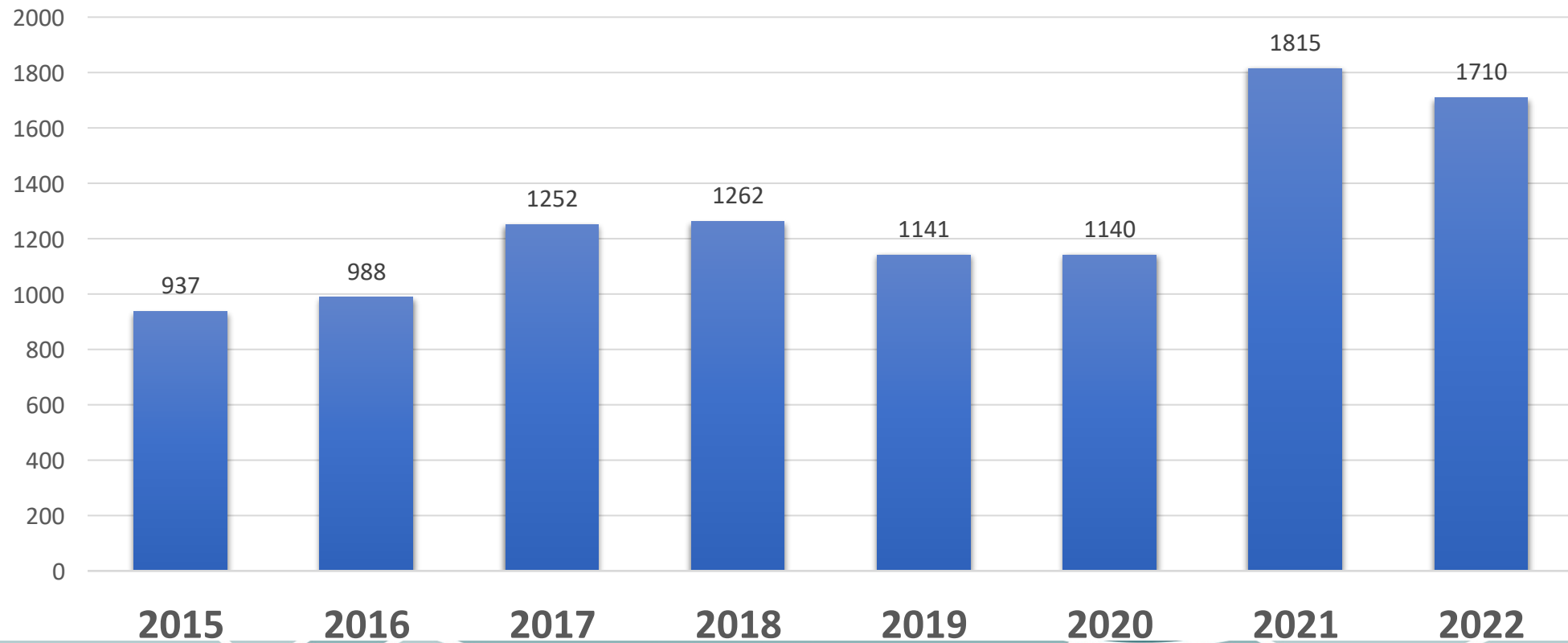
Storms



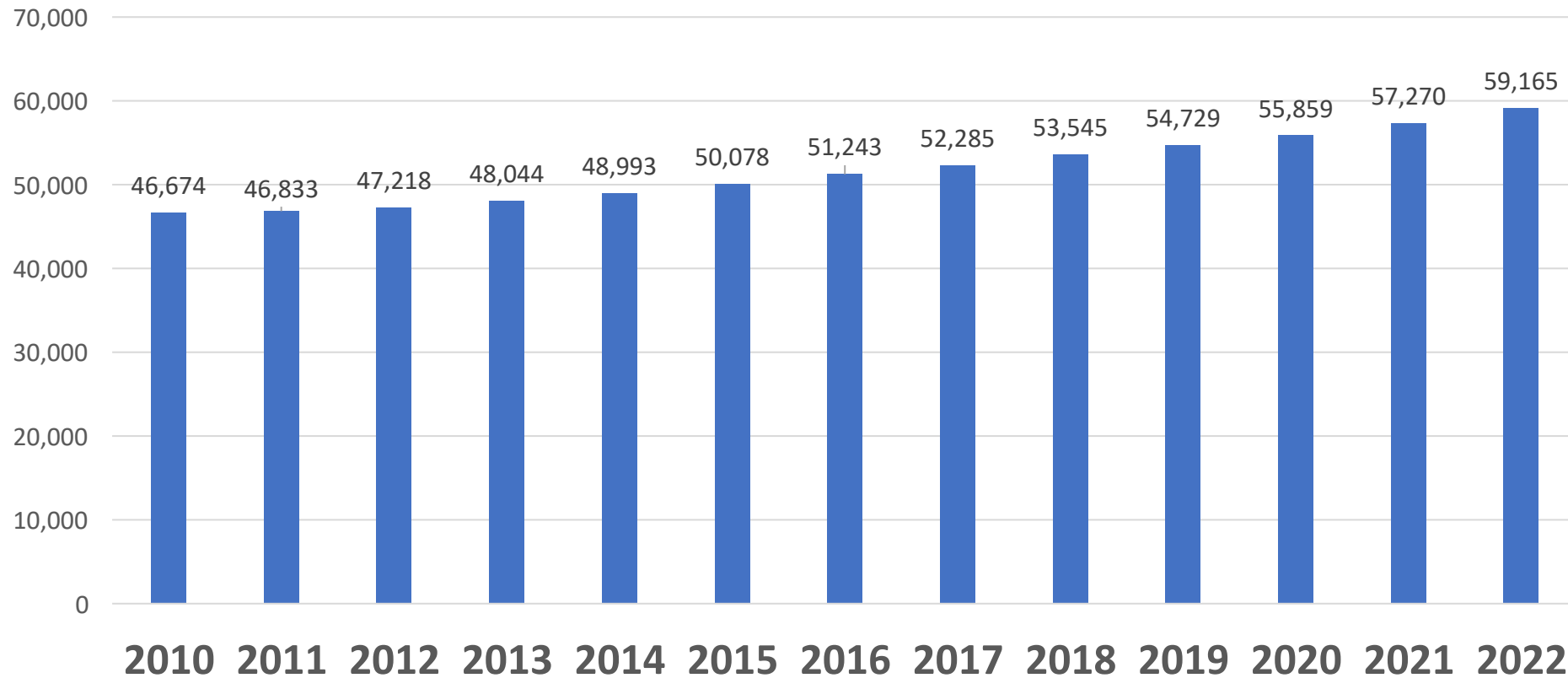
Aging Infrastructure



# Meters Sold

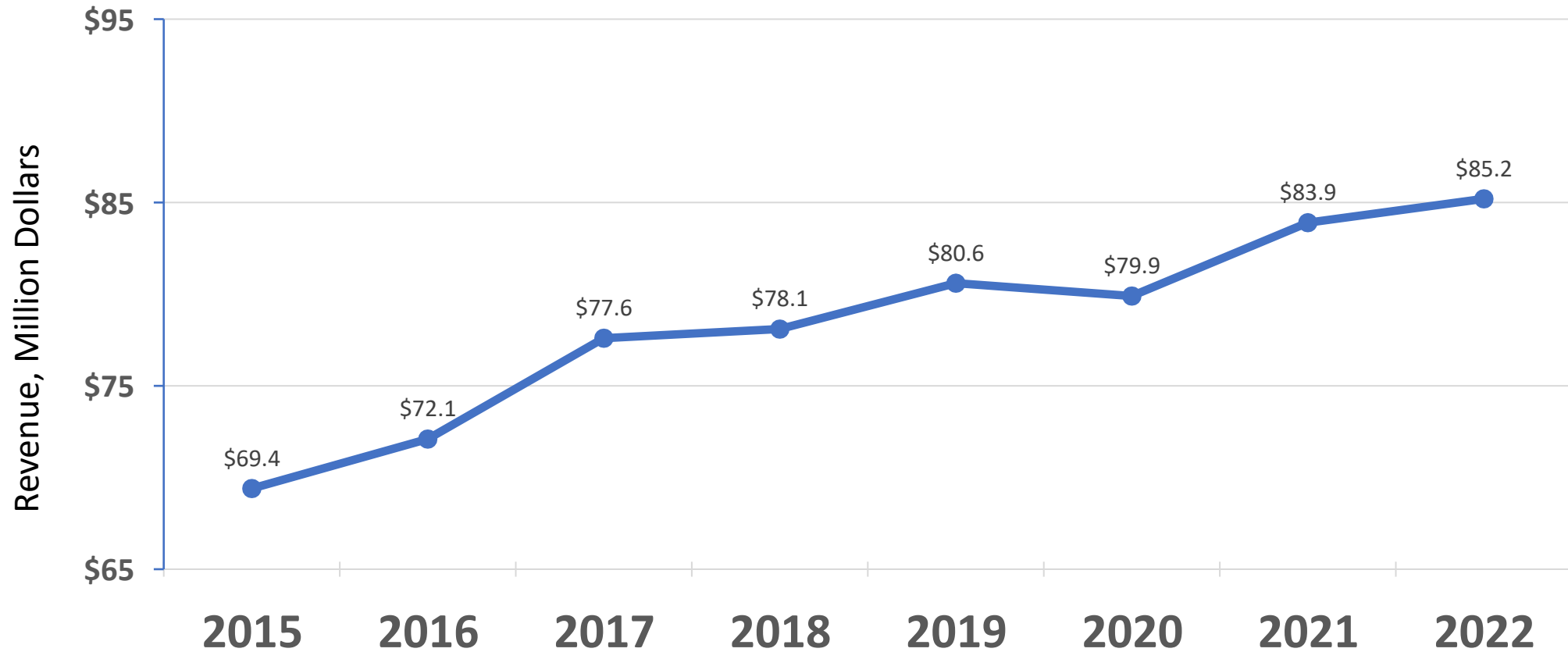


# Active Water Accounts





# DWR Revenue

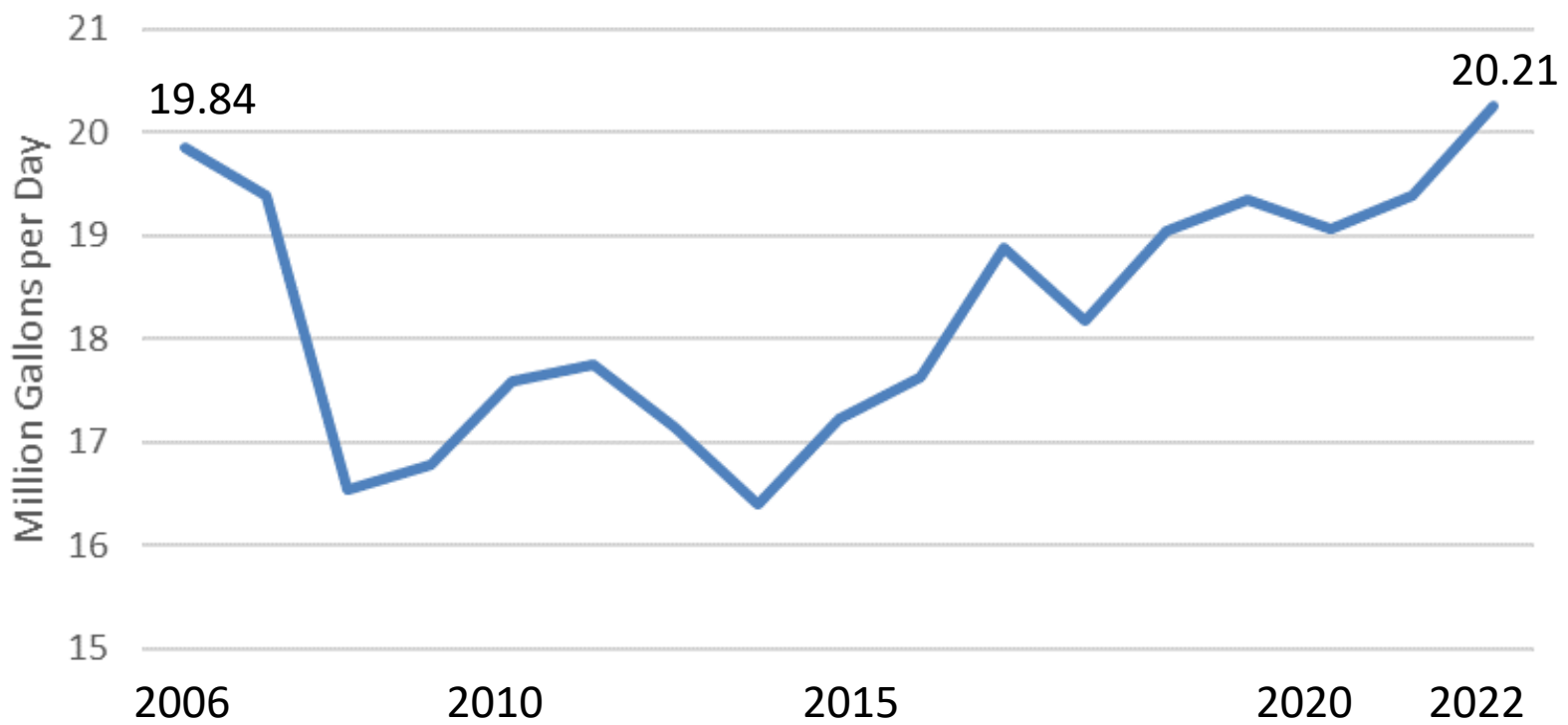




# Water Use

- Highest water use, surpasses 2006
- Over 18,000 more customers

Annual Average Pumped to System  
Gainesville Georgia





# FY 24 Activities – Details Later

- Litigation
- Lead Service Line replacement
- Industrial Pretreatment Surcharges
- Future water supplies
- System upgrades





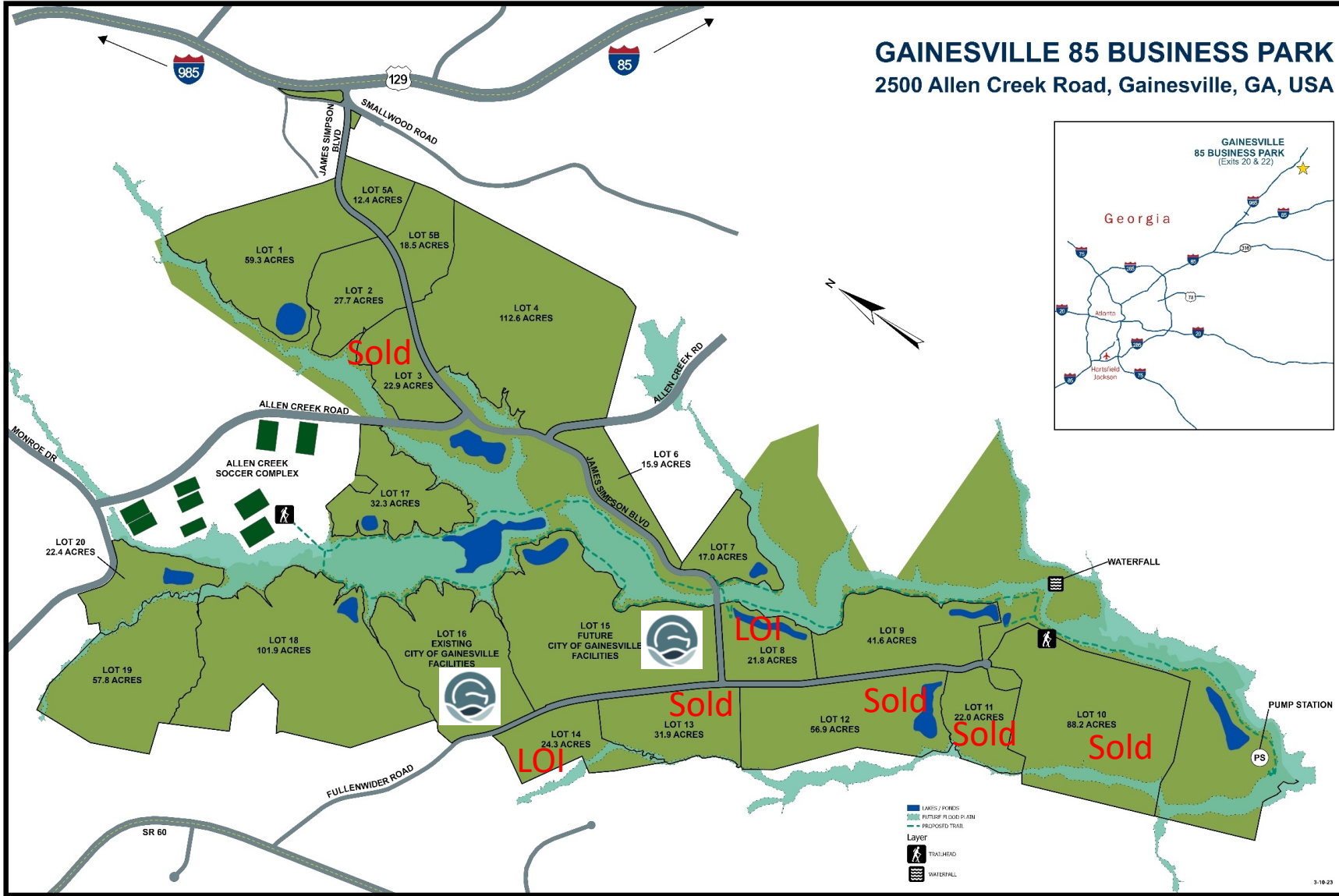
# Project Updates



# Project Updates

- Gainesville 85 Business Park
- Flat Creek Water Reclamation Plant Rebuilding
- Utility Relocations at DOT Projects
- Sewer Expansions

## GAINESVILLE 85 BUSINESS PARK 2500 Allen Creek Road, Gainesville, GA, USA



- Phase 1 & 2 Complete December 2023 Including Sewer Lift Station



- Phase 3 Complete  
December 2024
- \$42+ Million Project



# Flat Creek WRF Rebuilding



- Sludge Dewatering Facility - July 2024 Completion
- \$30+ Million Project
- More Upgrades Coming!



# Flat Creek WRF Rebuilding





# Utility Relocations at DOT Projects



- Green Street Roundabout/Widening
- Bridge Replacement @ Thompson Br. Rd.
- Downey Blvd. @ South Enota



# Sewer Service Expansions

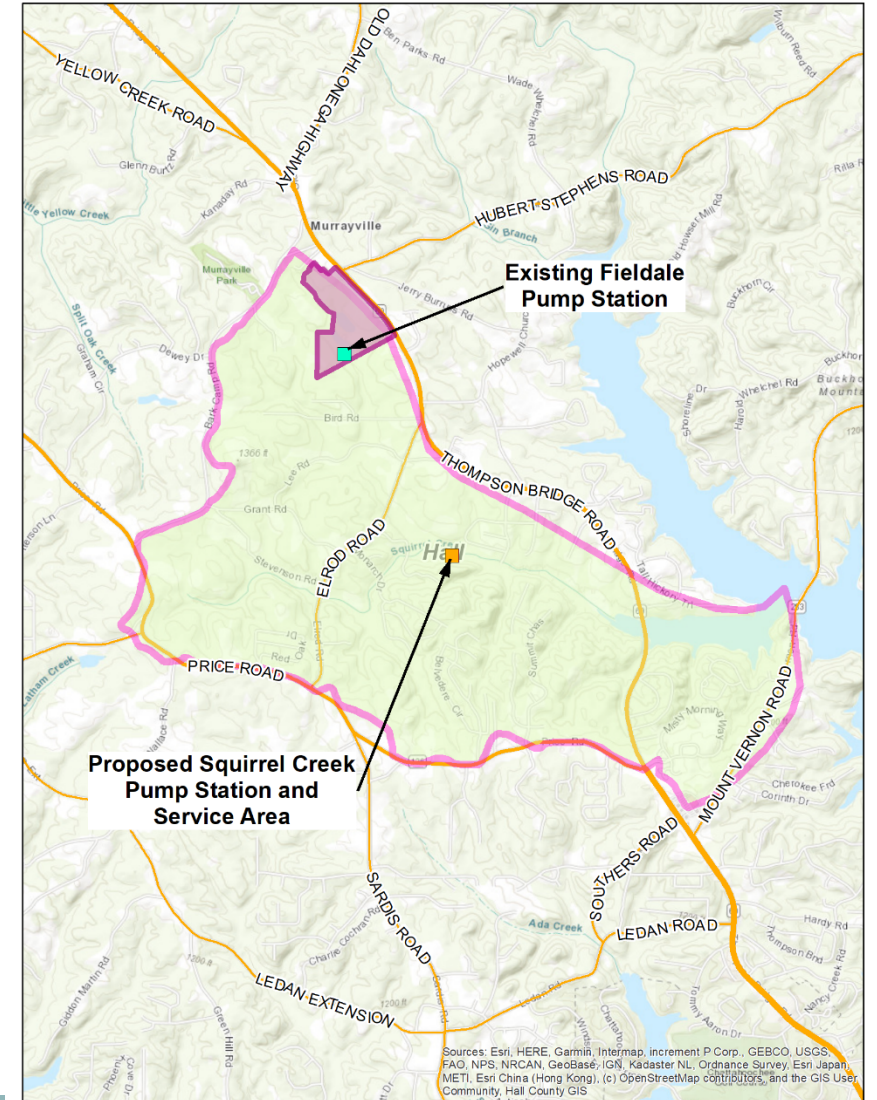


- Gillsville Hwy. Sewer Extension
- March 2024 Completion
- \$20+ Million Project



# North Thompson Bridge Road

- Expanded and relocated sewer lift station will serve additional areas
- Obtaining permissions for survey work
- \$26.3 Million
- 3-5 Year Project





# Funding Large Future Capital Projects



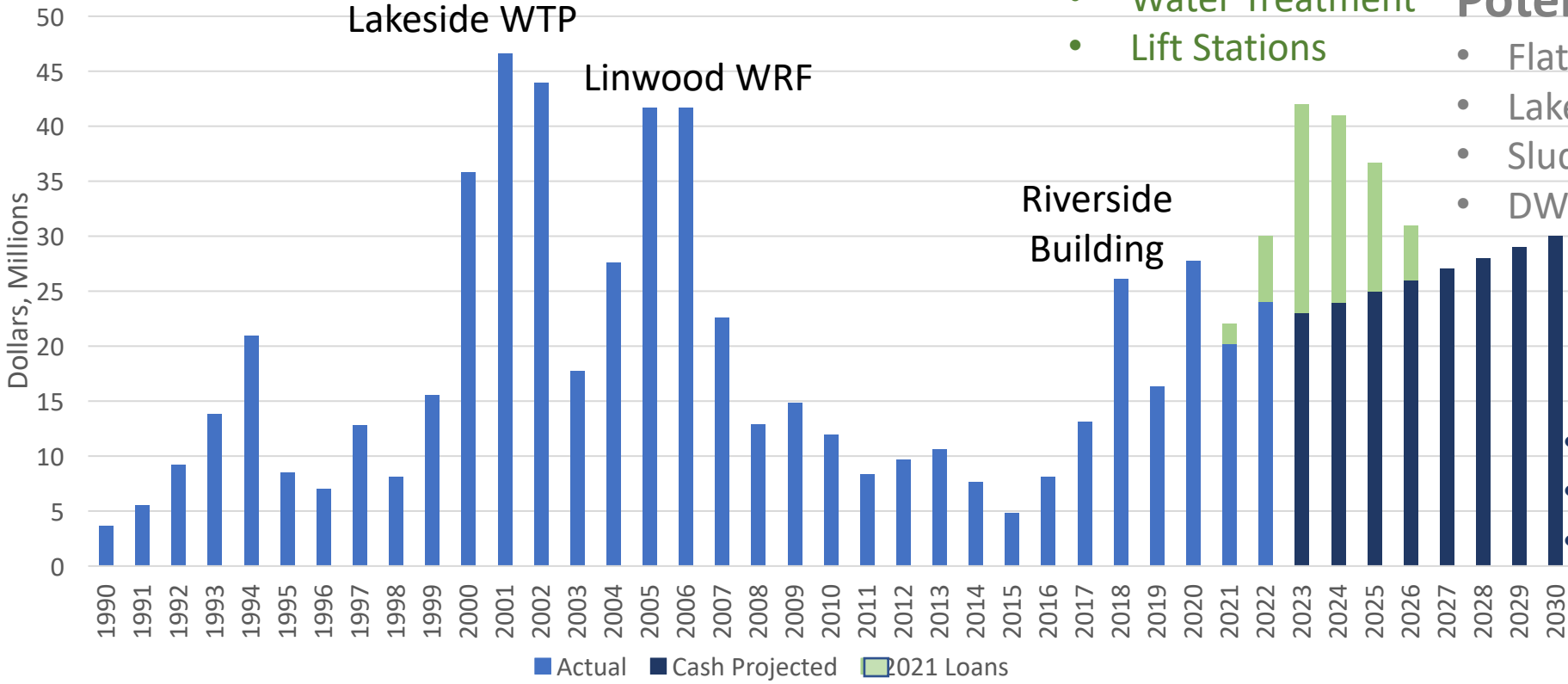
# Capital Project Funding

## 2021 loans:

- Dewatering
- Water Treatment
- Lift Stations

## Potential Future Loans:

- Flat Creek Rebuild
- Lakeside expansion
- Sludge Handling/Processing
- DWR Maintenance move

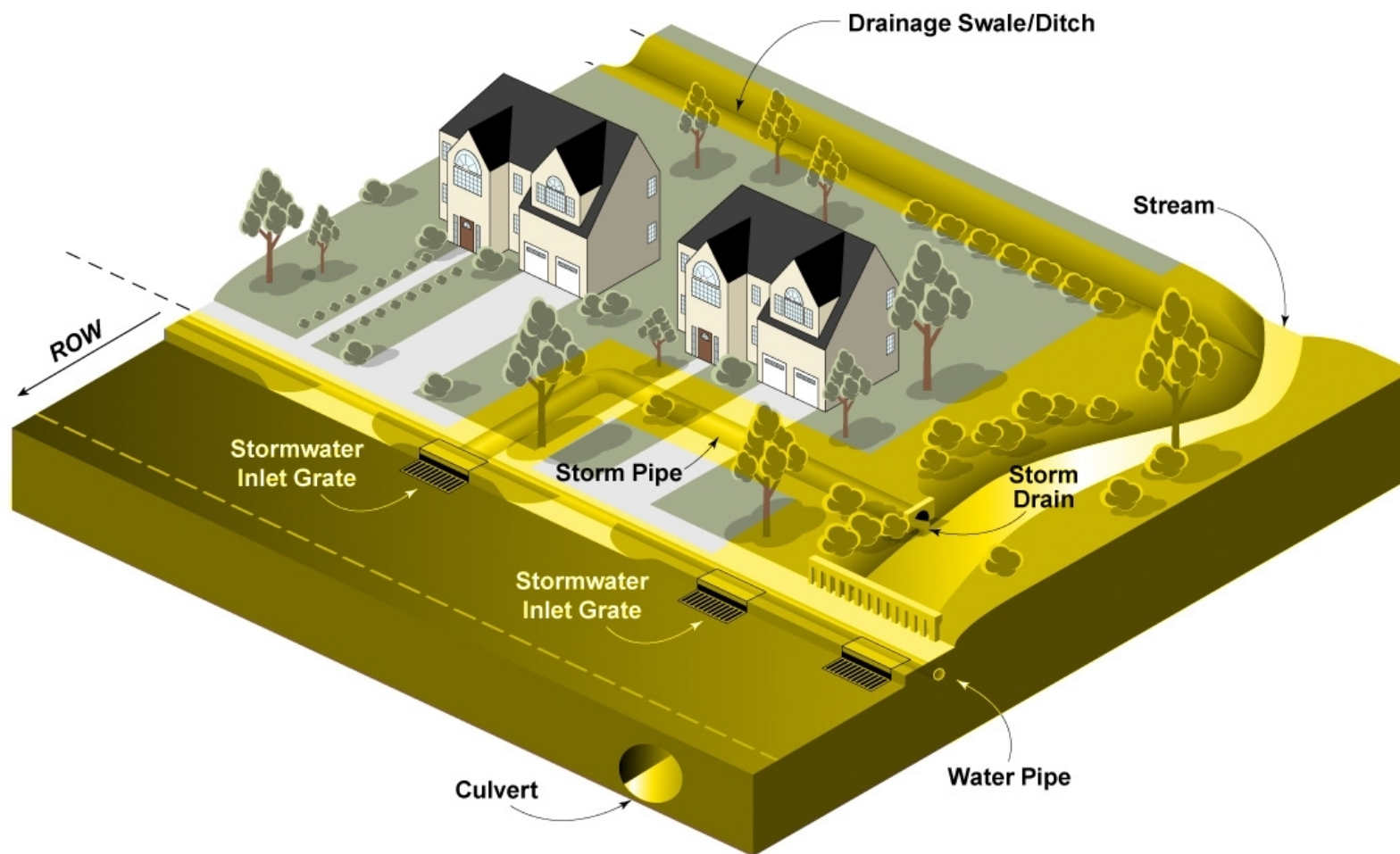


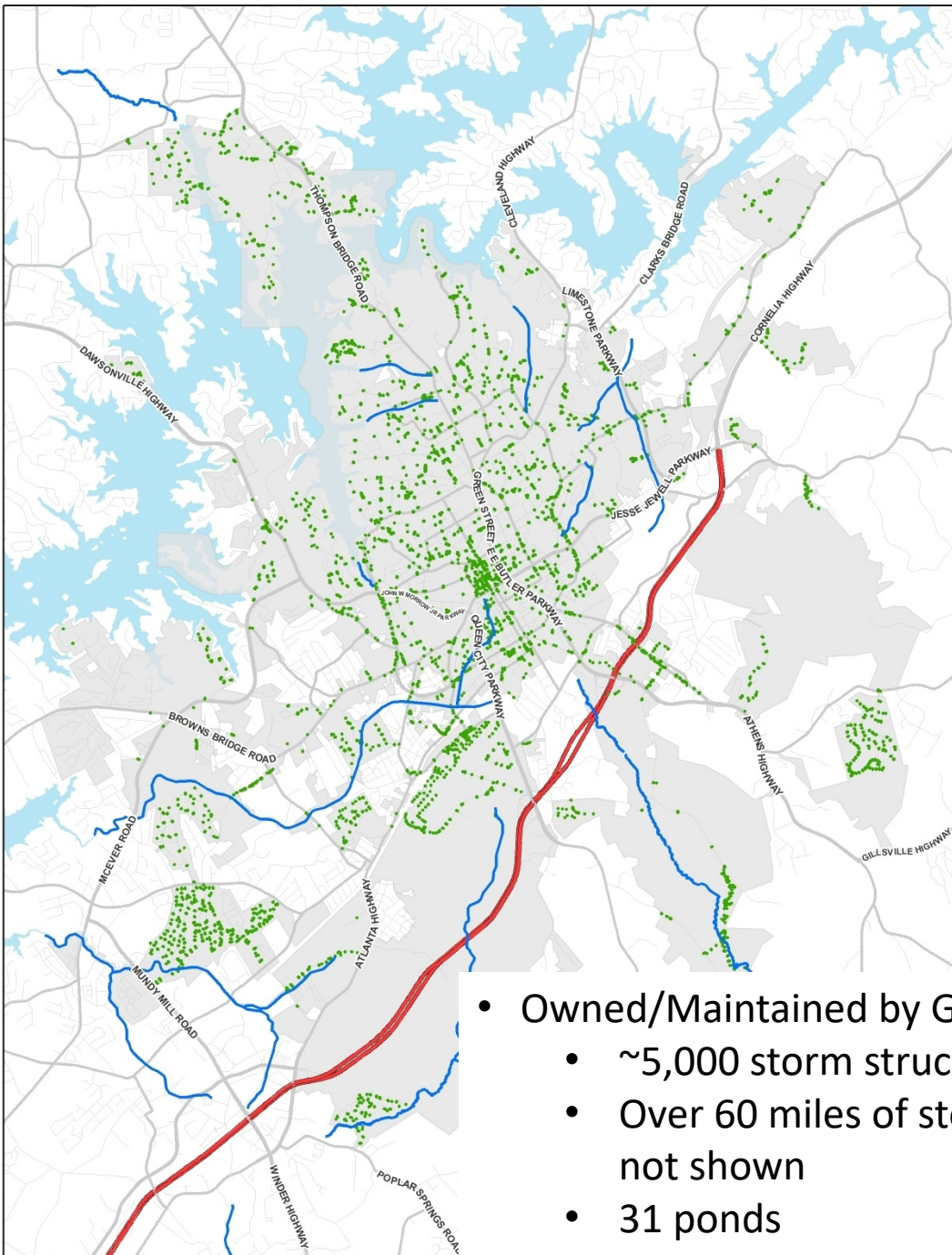
## Cash for "regular" projects:

- Water
- Wastewater
- DOT

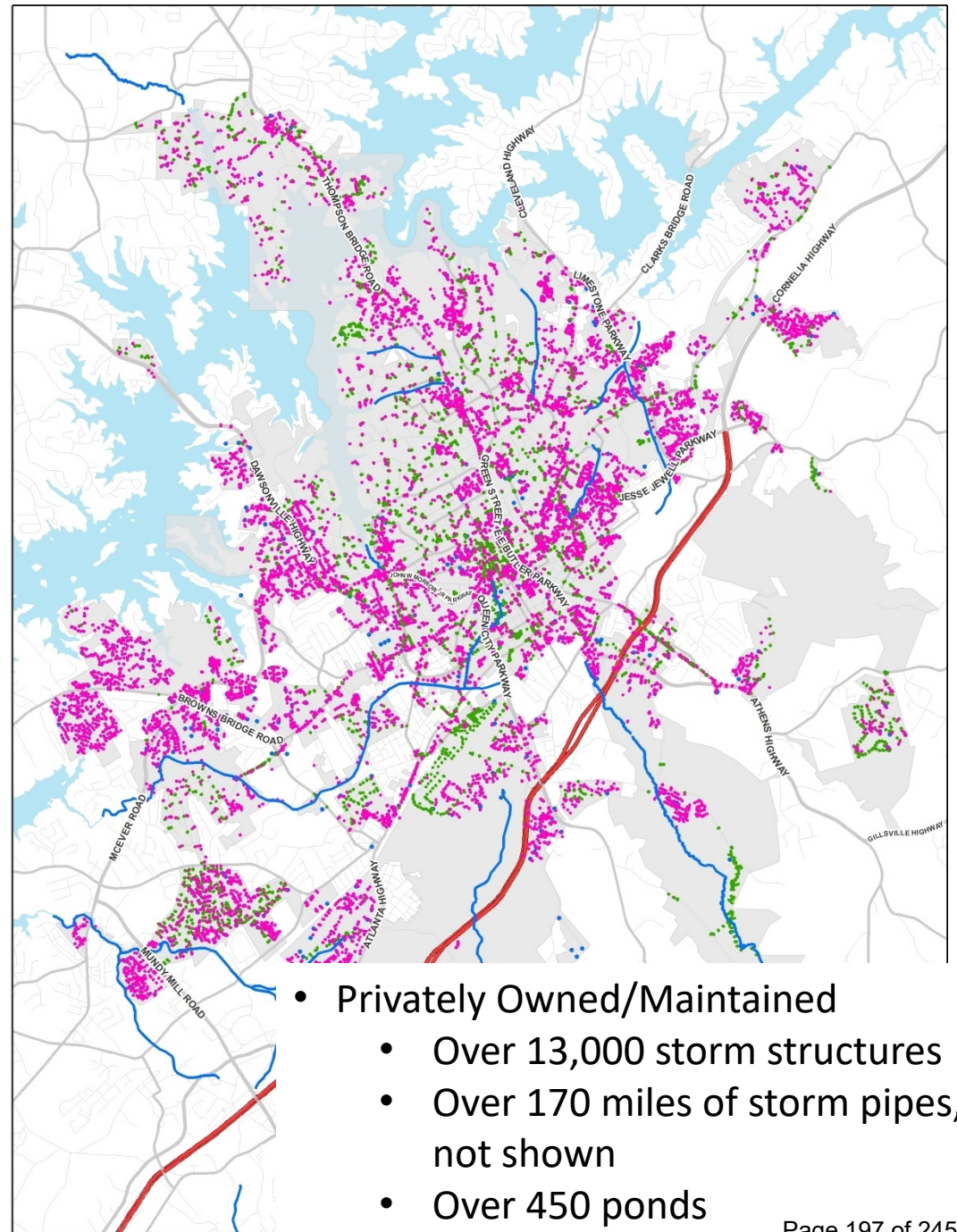


# Stormwater





- Owned/Maintained by Gainesville
  - ~5,000 storm structures
  - Over 60 miles of storm pipes, not shown
  - 31 ponds



- Privately Owned/Maintained
  - Over 13,000 storm structures
  - Over 170 miles of storm pipes, not shown
  - Over 450 ponds



# Current Stormwater Operations

Stormwater Operations	Staffing	Annual Investment	Funding Source
Field operations and maintenance	1 three-man crew	~\$350,000	General Fund
Capital project management	2 to 5 engineers and inspectors part time	~\$500,000	Utilities Enterprise Fund
New development review and inspection	2+ engineers and inspectors	~\$300,000	Utilities Enterprise Fund
Mapping	3 GIS specialists part time	~\$120,000	Utilities Enterprise Fund
Regulatory compliance	1 full time specialist plus others part time	~\$150,000	Utilities Enterprise Fund
Customer service – calls and investigations	2 to 10 engineers, construction techs, and agents part time	~\$300,000	Utilities Enterprise Fund

**Total estimated around ~\$2M/year**



# General Fund Operating Expenses for Stormwater

Fiscal Year	Actual Operating Expenses
2018	\$301,822
2019	\$303,973
2020	\$329,816
2021	\$359,394
2022	\$347,714



# Stormwater Capital Projects Funded by SPLOST

Fiscal Year	Projects Initiated	Estimated Costs
2018	Golf Course. Brenau/Boulevard. Allen Creek Road. Robinhood Trail.	~\$1M
2019	Thompson Place. Wilson Drive. Pine/Industrial. Boone Outfall design.	~\$1M
2020	Forrest Avenue. East Lake Drive. Adair Street Pond. Palmour Drive Ponds. 128 Enota Ave.	~\$1M
2021	Boone Outfall Phase 1 construction. Gardens subdivision. Memorial Drive pipe. Glenwood Roundabout detention.	~\$1M
2022	Calvary Creek Industrial Park pipe. Gardens subdivision. Memorial Drive pipe. Glenwood Roundabout detention.	~\$1M
2023	Gardens subdivision. Memorial Drive pipe. Glenwood Roundabout detention. Purina Drive. MLK Boulevard repair.	~\$1M



## Stormwater Capital Projects Funded by Utility Enterprise Fund

Stormwater Project	Schedule	Estimated Cost
Wilshire Trail	2015-2016	~\$450,000
Parker Pond	2019-2021	~\$4M
Lake Knickerbocker	2017-2020	\$2.7M
Elephant Trail	2017-2018	<\$100,000



# Stormwater Capital Projects Partially Funded by Grants

Stormwater Project	Schedule	Estimated Cost
Pond behind DWR	~2010	\$1.4M
Midtown Greenway Restoration	~2012	\$1.9M
Pond at Shop/Mill	~2016	\$1.4M
Flat Creek Restoration	~2018	\$1.9M



# Possible Stormwater funding sources

- SPLOST
- General Fund
- Water and Sewer Fees
- Grants
- Impervious Service Fees
- Other



# Other Communities

Community	Started	Fee basis	Annual Customer Impact	Annual Revenue
Gwinnett	2011	\$2.46/100 sqft annual	Residential ~\$120 Non-residential ~\$1200	\$30M+
Athens	2005	Multiple tiers based on property size and amount of impervious	Residential ~\$75 Non-residential ~\$900	\$3.5M
Roswell	2011	Multiple tiers based on property size and amount of impervious	Residential ~\$80	~\$3M

*Gainesville proposed in 2015*

*\$1/1000 sqft impervious*

*\$1.5 gross, \$1M after credits*



# Options for Additional Revenue

Fee basis	Customer impact annually	Annual Revenue Generated
Impervious Surface Fee • \$1/1000 sqft	Residential ~\$80+ Non-residential ~\$1,200 to \$6,000 Churches ~\$1,100 to ~\$4,000 Industry and Schools ~\$2,400 to \$24,000	\$1M
Increase to Water and Sewer • Add 1% to water, sewer, ASF	Residential ~\$10 Schools ~\$25,000 Large Industry ~\$75,000	\$730,000
Taxes • 1 mil tax	Varies	\$7M
• 1% sales tax (MOST)	Varies	\$9M



# Loans for Stormwater

- GEFA 1.92% interest now. May be adjusted every 6 months
- Revenue Bond – assume 4.5% interest rate
- Bank loan – assume 5.5% interest rate

- Loan possibilities...
  - \$1M additional revenue per year
  - Would qualify us for an \$8M loan
  - This would fund 2-8 years of capital projects
  - Payback period 20 years



# Near term next steps

- Idea discussions today
- Staff research
- Meet in September to review options





# Water Resources

March 2023  
Lanier Islands

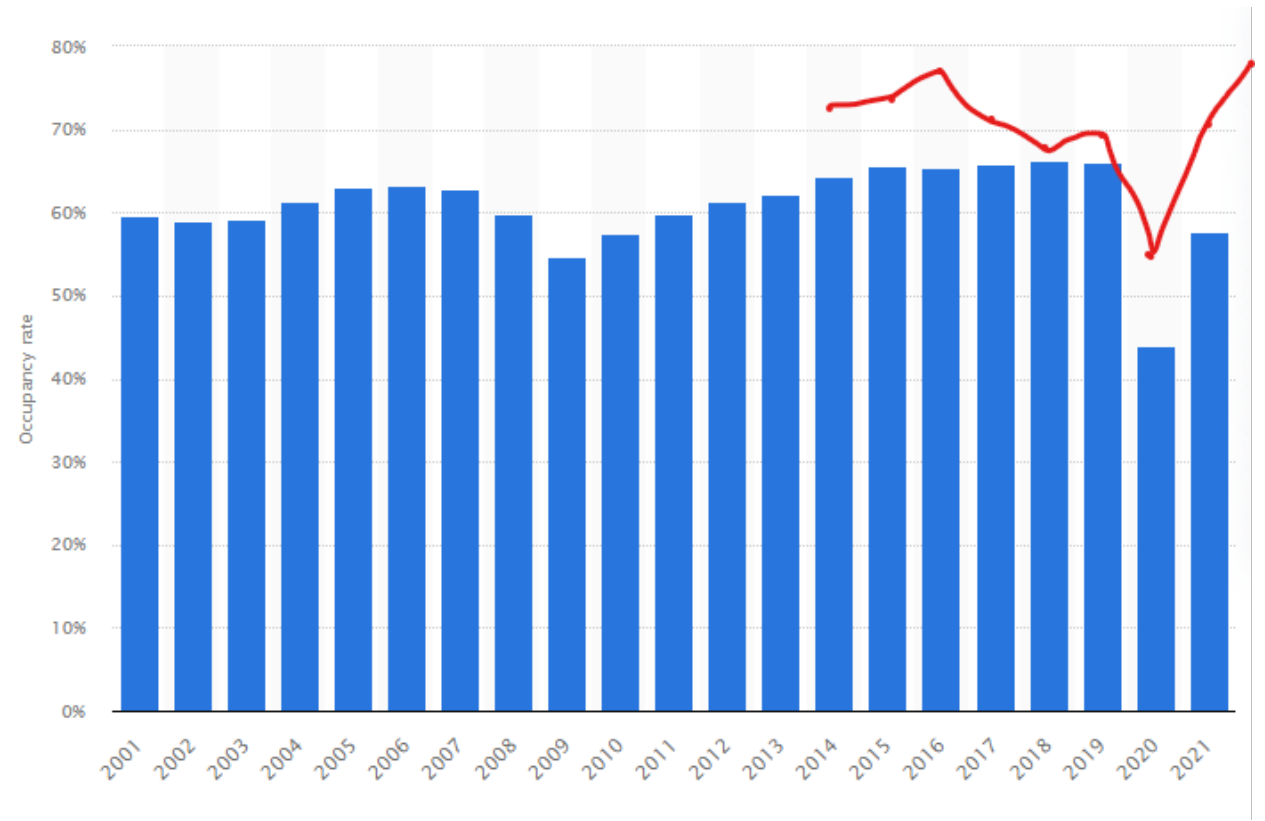
# Tourism

Quality of Life  
Economic Impact  
Community Vitality



# Hotel Market Analysis

- Occupancy Rate Goal 65%
  - Gainesville has been 68%+ for past 9 years (excluding 2020 55%)
  - 2022 was 78%
- 26,000 Unaccommodated Nights
- Upper Midscale Class Hotel would be desirable
- Brands that are viable: Hilton Tempo, Home2, Springhill Suites



- Fam Tour (familiarization tour)
- We are Team GVL Video
- New and Exciting Social Media Content
- Recruitment of New Conferences/Training Meetings
- Creation of Meeting Planners Guide
- Postcard Campaign
- Re-Establish the Ambassador Program

# CONVENTION & VISITORS BUREAU

## initiatives



BUDGET PRIORITY: ECONOMIC DEVELOPMENT | STRATEGIC AREA:



# LAKE LANIER OLYMPIC PARK

## initiatives

- Successfully recruit more event sponsorships
- Create a marketing strategy plan
- Begin process of getting our facilities and grounds ready for the event season and anticipated opening of the Boathouse
- Continue to grow our revenue based on the current events we have scheduled for 2023

# SPORTS ALLIANCE

---

## initiatives

1. Promotion and Recruitment of Sports
2. Advocate for new and improved facilities
3. Advocate for additional athlete housing/accommodations
4. Recognition of the impact of sports
5. Creation of a signature event

**BUDGET PRIORITY: ECONOMIC DEVELOPMENT | STRATEGIC AREA: SOUTH**

**GAINESVILLE**



# MAIN STREET

## initiatives

- Historic Gainesville  
(Downtown, Midland and Green Street)
- Expanding Events to Midland
- Façade Grants
- Safety
- New Connections

BUDGET PRIORITY: ECONOMIC DEVELOPMENT | STRATEGIC AREA: DOWNTOWN

GAINESVILLE



# Projects in Progress





## HISTORIC CITY HALL

- Contractor - Scroggs and Grizzle
- Procurement of materials has begun
- Abatement – 45 days
- Demo – 10 Days
- Renovation - 160 Days
- ADA Ramp and Landscape – 80 Days

Estimated Conclusion – Mid November

- Addition of ADA Ramp
- Updated Restrooms
- Two Meeting Spaces – Up To 130 People Seated
- Catering Kitchen
- Audio Visual
- Incorporation of Existing Historic Elements
- Revenue Generating



# Riverwalk – Phase II

Engraved Brick Pavers – Benches – Public Art



Funded by the Lake Lanier Olympic Park Foundation



 the  
**BOATHOUSE**  
LAKE LANIER OLYMPIC PARK



- Structure Complete - June
- Parking Lot Asphalt - June
- Building Dry In - September
- Substantial Completion – January 2024
- Final Completion – March 2024

# Green Street



# Green Street Park



- Conversation Seating Areas
- Decorative Street Lamps
  - String Lights
- Small Covered Performance Stage



### *Flat Grass Area for Picnic Blanket Seating*

- *Outdoor Games*
- *Shaded Tiered Seating*
- *Small Playground*
- *New Restrooms*
- *Catering Kitchen*
- *Interior Dining Tables*
- *Patio Seating*





## Designated Food Truck Parking with Power Hook-Ups

- Ample Lighting
- Turnaround for ease of Food Truck Exit
- Additional Conversation Seating



## *IMPACT*

### *Community*

- ✓ *Placemaking*
- ✓ *Neighborhood Gathering Spot*
- ✓ *Development of Under-Utilized Park*
- ✓ *Dining / Tailgate Location to Compliment City Park*

### *Tourism*

- ✓ *Venue for Special Events*
- ✓ *Entertainment and unique dining experience for Visitors*

# Planning for the Future



# Thompson Bridge Park

## Current Conditions

- Boat Ramp
  - Single Launch
  - 8x12 dock with no bumpers
- Landscaping
  - Grass Maintenance Inconsistent
  - No other landscaping
- Restrooms
  - Aging
  - Inconsistent Hours
- Hours
  - Closed September 24
  - No Re-Opening Date Announced







Addition to the Water Trail

- Paddle Sports
- Kayak Rentals
  - Kayak Dock
  - Kayak Trail

## GAINESVILLE UPPER LANIER Water Trail

*The Gainesville Upper Lanier Water Trail is a 14 mile section of Lake Lanier and is a continuation of the Upper Chattahoochee River Water Trail. Five lake parks within the City of Gainesville serve as the perfect launch, landing or stopover sites for avid or beginner paddlers. This paddle card provides information on the reverse side pertaining to each park site.*

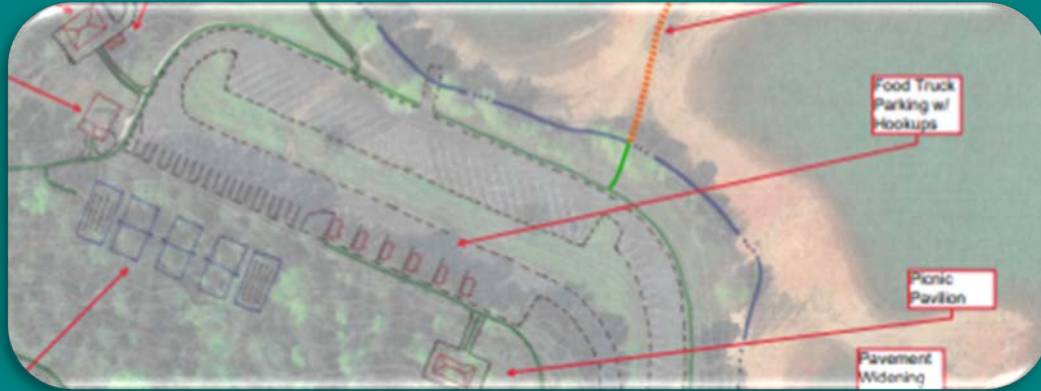
Don Carter State Park  
 Clarks Bridge Park 7  
 Holly Park 8  
 Linwood Nature Preserve  
 Longwood Park 9  
 Lanier Point Park 10

\* PUT IN / TAKE OUT  
 \*MAP NOT TO SCALE

For more information: [www.gainesville.org/watertrail](http://www.gainesville.org/watertrail)

**Gainesville Parks & Recreation**

# Passive Recreation



- Food Truck Slips and Utilities
- Individual Picnic Shelters
- Picnic Pavilions
- Open Field
  - Special Events
  - Pop-Up Recreation



# Sports Recreation



## Multi-Purpose Fields

- Ultimate Frisbee
- Spike Ball
- Grass Volleyball
- Sand Volleyball
- Endless Potential...



# Impact

## Community

- Development of Under-Utilized Park
- Access to the Lake
  - Kayaks
- New Park and Greenspace in North Gainesville
- New Walking Trails
- Year Round Access
- New Community Events

## Tourism

- Attract New Sports Tourism Industries
- The Linger Longer Effect
- Increase in Hotel/Motel Tax
- Access to Lake
  - Enhanced Visitor Experience
  - Group Outings



Lake Party! Bring Your Own Chairs, Umbrellas, Radio and Coolers.

Or.....



...Welcome Aboard the Queen City Barge





- ✓ Stage for DJ or Small Band
- ✓ Outdoor Café Lighting
- ✓ Conversation Seating
- ✓ Tables and Chairs
- ✓ Lounge Chairs

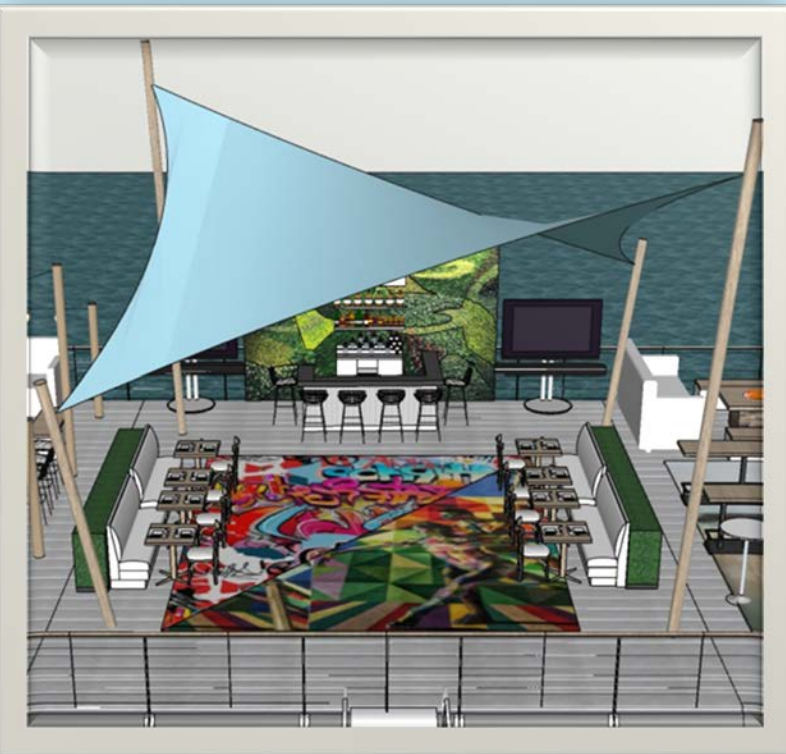
- ✓ Tables and Chairs with Umbrellas
- ✓ Conversation Seating under Pergola
- ✓ High-top Tables
- ✓ Benches with Storage



# Queen City Barge

# Queen City Barge

- ✓ Handicap Accessible Entrance
- ✓ Dining Tables and Chairs
- ✓ Benches with Storage
- ✓ Beverage Service Bar
- ✓ Screens for Sponsor / Event Messages
- ✓ Screens for Sports Events
- ✓ Sun Sails for Shade



- Locations for Events – Longwood Park, Holly Park, Thompson Bridge Park and Lake Lanier Olympic Park
- Food – Could be served via caterer or by Food Truck on land
- Barge would not move during an event
- Structure – 30 x 120 Concrete Deck Pavers
- Low Maintenance (Manpower and cost)
- Revenue Generator

# Queen City Barge



## IMPACT

### Community

- Access to Lake Lanier
- The ONLY Special Event Venue ON Lake Lanier in Gainesville
- Storage – Linwood Park
- Mobility – Pushed by Gainesville Fire Boat

### Tourism

- Unique Dining / Special Event Venue for Conferences and Groups
- Revenue Generator



# Questions and Discussion

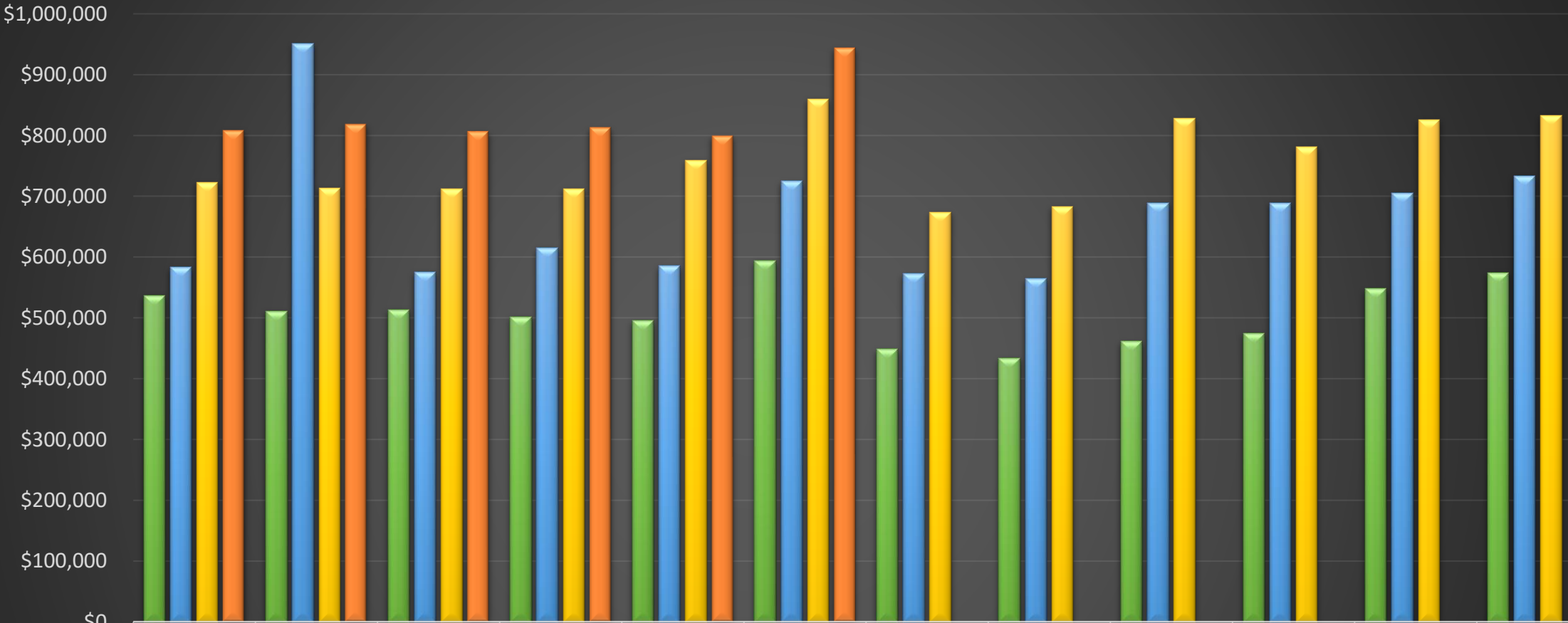




# GAINESVILLE CITY COUNCIL RETREAT

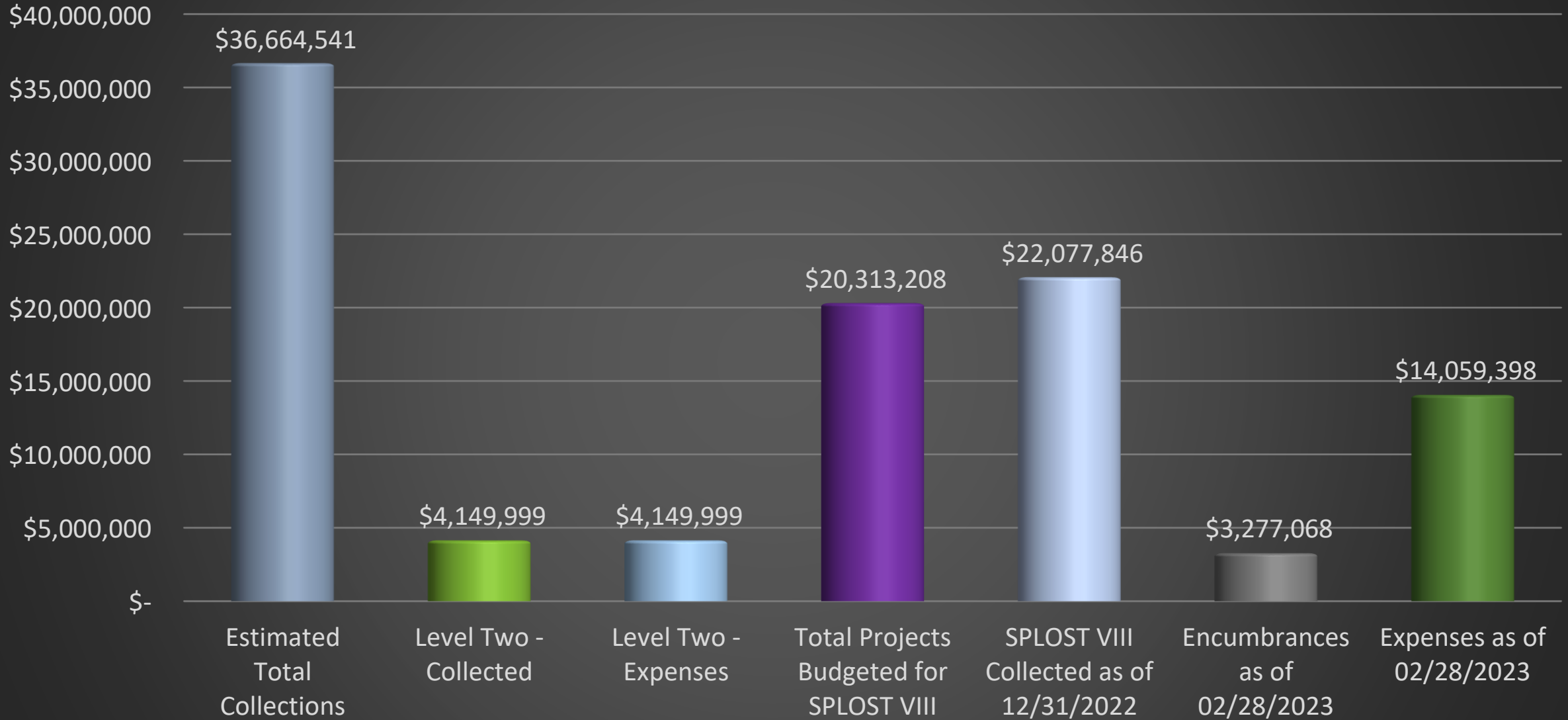
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# SPLOST VII & VIII

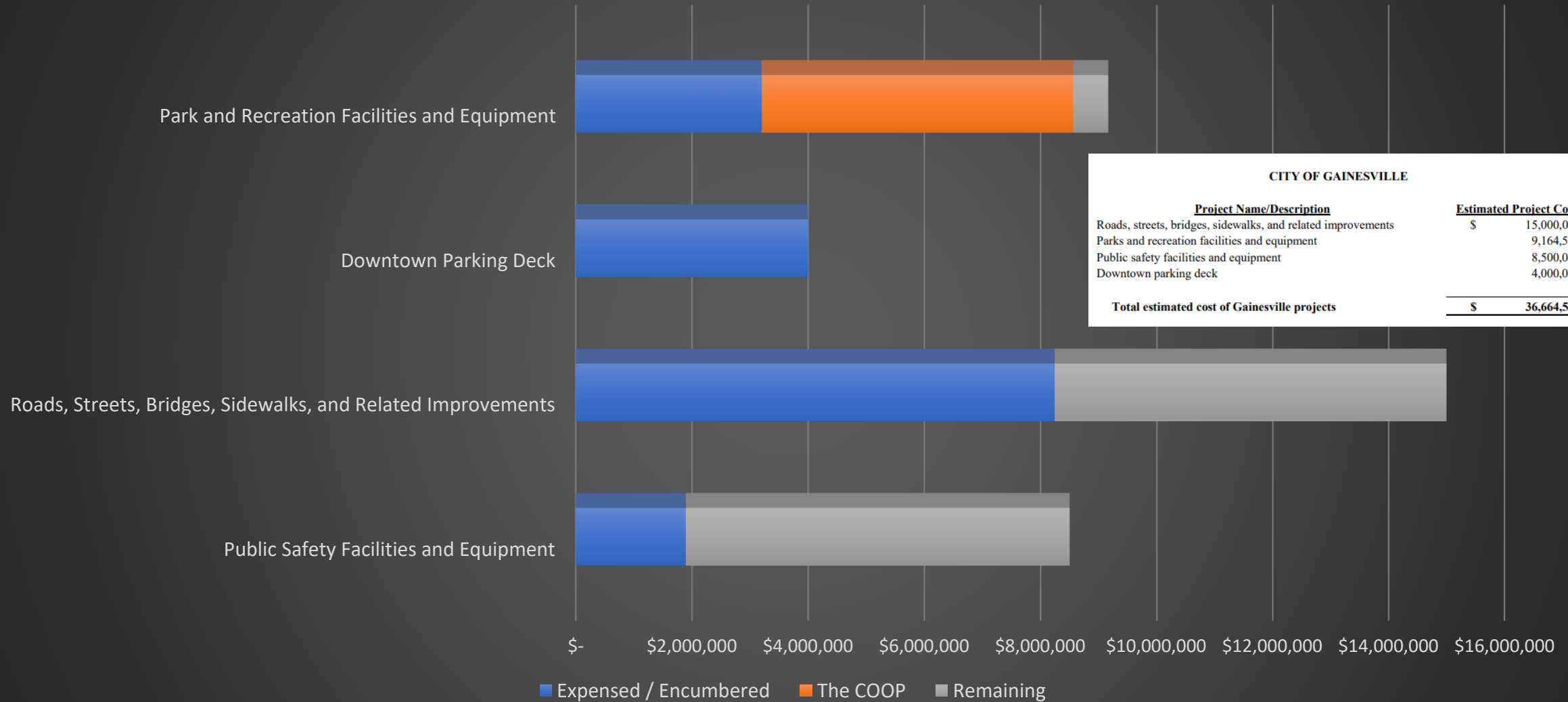


	July	August	September	October	November	December	January	February	March	April	May	June
FY2020 SPLOST VII	\$536,935	\$511,198	\$513,188	\$501,791	\$495,315	\$593,996	\$448,447	\$433,960	\$461,401	\$474,936	\$547,806	\$574,410
FY2021 SPLOST VIII	\$583,433	\$950,741	\$575,538	\$615,071	\$585,533	\$725,030	\$572,074	\$564,488	\$688,406	\$688,956	\$704,855	\$733,488
FY2022 SPLOST VIII	\$722,570	\$713,427	\$711,786	\$712,017	\$759,166	\$859,658	\$673,648	\$682,802	\$827,659	\$781,641	\$826,363	\$832,817
FY2023 SPLOST VIII	\$807,900	\$817,801	\$806,113	\$812,754	\$798,889	\$943,221						

# SPLOST VIII



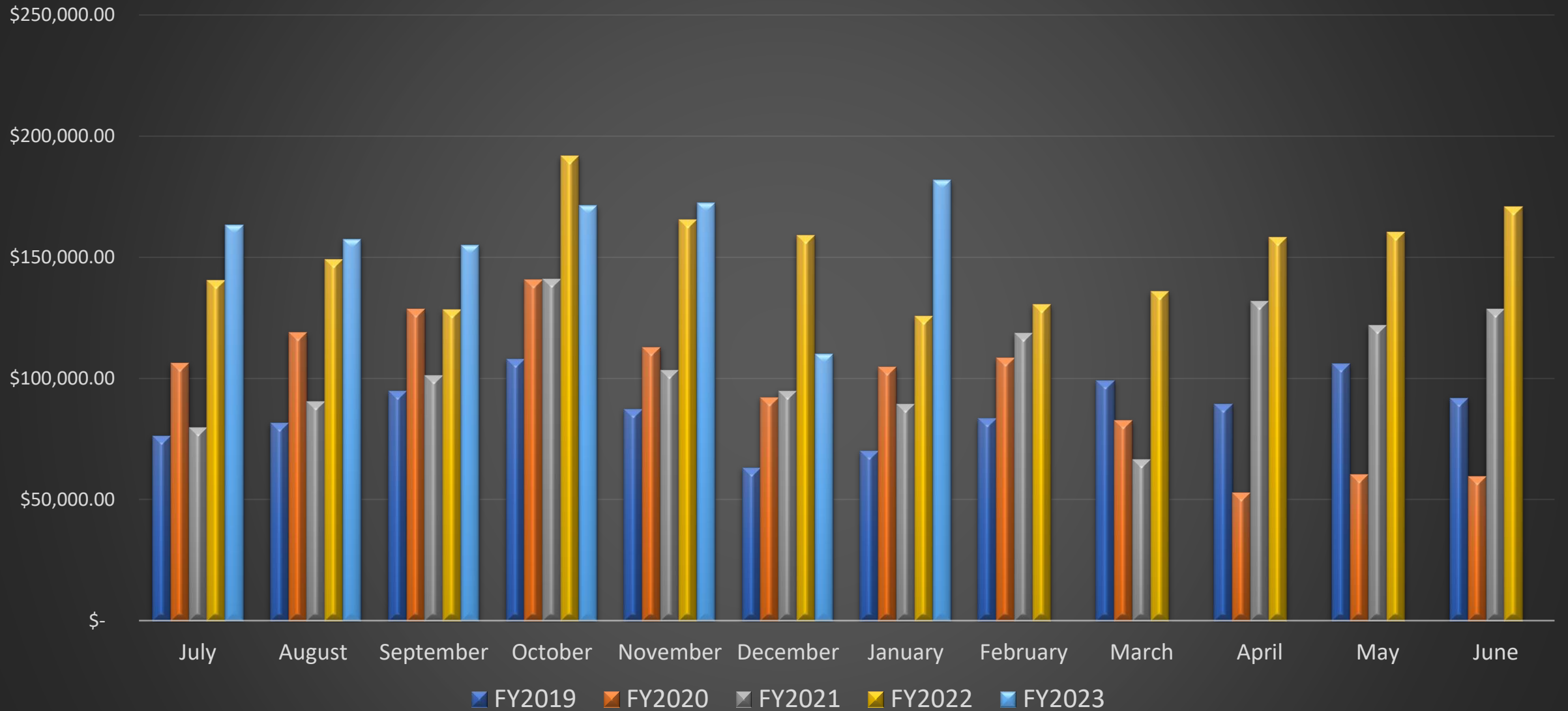
# SPLOST VIII (July 2020 – June 2026) At 42%



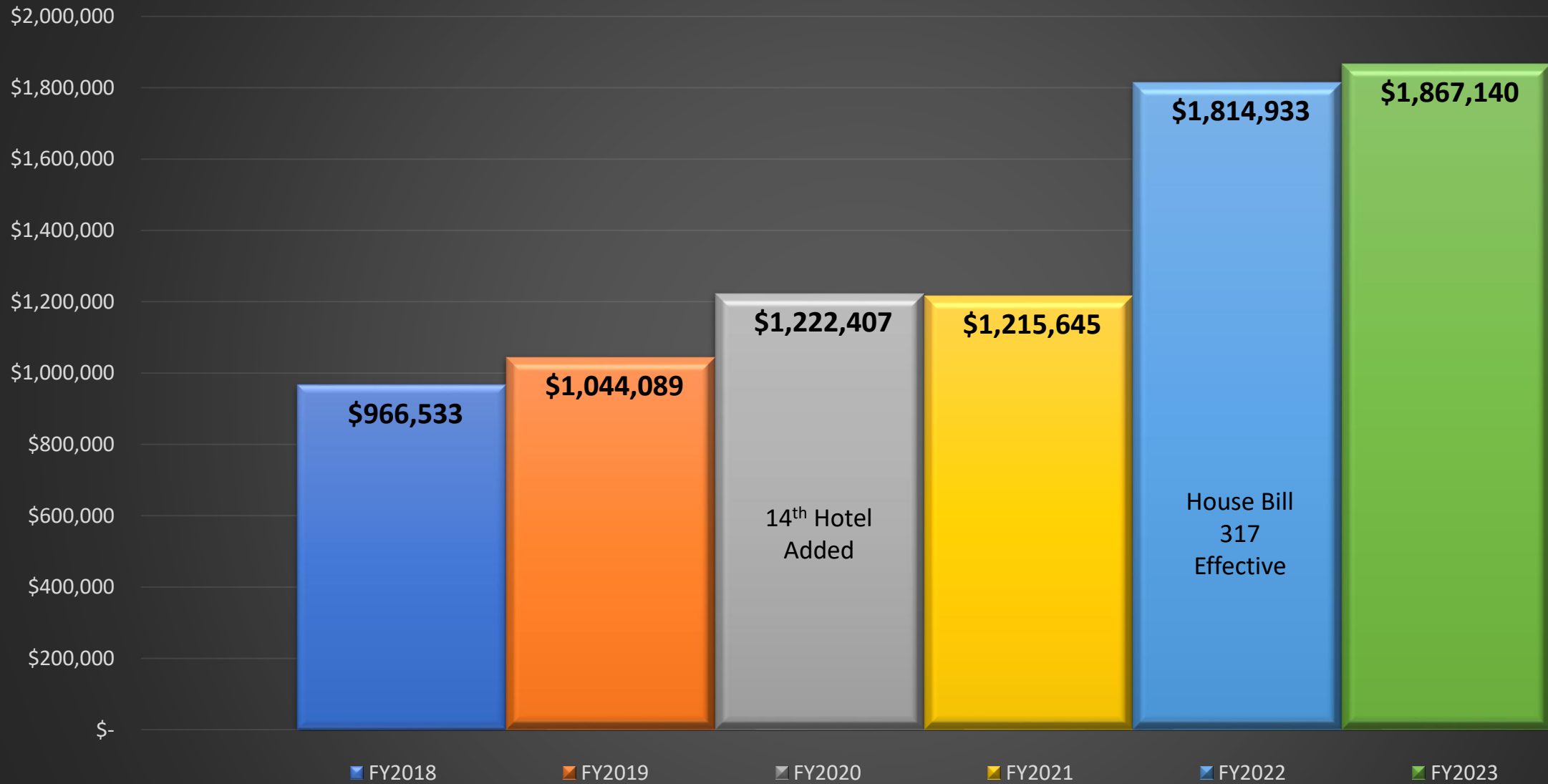
**CITY OF GAINESVILLE**

<u>Project Name/Description</u>	<u>Estimated Project Cost</u>
Roads, streets, bridges, sidewalks, and related improvements	\$ 15,000,000
Parks and recreation facilities and equipment	9,164,541
Public safety facilities and equipment	8,500,000
Downtown parking deck	4,000,000
<b>Total estimated cost of Gainesville projects</b>	<b>\$ 36,664,541</b>

# HOTEL/MOTEL MONTHLY REVENUE COLLECTIONS



# HOTEL/MOTEL ANNUAL REVENUE COLLECTIONS



Tax Year 2021 (Fiscal Year 2022)	Millage Rates
General Fund	0.500
Police Fund	0.500
Debt Service (M&O)	0.510
Fire Fund	1.250
Parks & Recreation	0.896
ARPA Credit	<b>(1.000)</b>
<b>Total</b>	<b>2.656</b>

# Millage Rates

From Fiscal Year 2022 to 2023



Tax Year 2022 (Fiscal Year 2023)	Millage Rates	Change in Rates From Prior Year
General Fund	<b>0.397</b>	(0.103)
Police Fund	<b>0.594</b>	0.094
Debt Service (M&O)	<b>0.510</b>	0.000
Fire Fund	<b>1.259</b>	0.009
Parks & Recreation	<b>0.896</b>	0.000
ARPA Credit	<b>(1.000)</b>	0.000
<b>Total</b>	<b>2.656</b>	<b>(0.000)</b>



THANK  
YOU!

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QUESTIONS? COMMENTS?