

**Minutes of the Roswell Downtown Development Authority**  
**January 7, 2014 Regular Meeting**  
**3:30 p.m.**  
**City Hall – Room 220**

**Present:** Chairperson Monica Hagewood, David Lyon, Charles McMillan, Dave Schmit, Lonnie Mimms, Ralph Mills, and Richard Hessler. Also present were DDA Coordinator Anna Braund, and Executive Assistant to City Council Lisa Hines.

The meeting was called to order at 3:40 p.m.

**Approval of the Agenda.** A motion was made by Charles McMillan, seconded by Ralph Mills to approve the agenda. The motion carried unanimously.

**Approval of the Minutes of the 12/3/2013 DDA Meeting.** A motion was made by Richard Hessler, seconded by Charles McMillan to approve the 12/3/2013 DDA Minutes. The motion carried unanimously.

**Treasurer's Report.** Dave Schmit provided the Treasurer's Report. The cash balance through 12/31/2013 is \$214,234.90. The current balance is \$142,000 and \$21,899 has been spent.

**Secretary's Report.** David Lyon noted the recent articles in local publications about the DDA. He suggested maintaining a scrapbook of articles or placing them on the DDA website for public viewing.

**Update on Downtown Development Authority Projects.** Monica Hagewood discussed parking issues on Canton Street noting that Charles McMillan has agreed to reach out to an entity that may be a possible solution to the issue. He will also talk with Councilmember Nancy Diamond and the Canton Street Merchants Association representative Sally Johnson. This proposal includes assistance by the DDA, the merchants and property owners. Discussion included the feasibility of a tax increment district, tenants versus property owners and responsibilities of each.

**Election of Officers.** A motion was made by Lonnie Mimms, seconded by Charles McMillan to delay the elections of officers until the February meeting. Ralph Mills will continue to serve until a replacement is appointed by Mayor and Council.

**Discussion of the City Green Project.** Monica Hagewood, Ralph Mills, and Lonnie Mimms met with Mayor Wood at 3:00 p.m. for a brief overview of the proposed conceptual plan of the City Green project. They reported that Mayor Wood suggested proposing this plan in phases with specific details about each phase.

Discussion continued regarding competition in adjacent jurisdictions relative to leveraging public/private partnerships and developments. The Frazier Street Lennar project will have a positive economic impact on the area surrounding City Hall, Canton Street, leading to the Town

Square. The proposed City Green will provide an open greenspace between City Hall and Canton Street.

There are two work sessions scheduled, Wednesday, January 8 at noon to 2:00 p.m. and Thursday, January 9 at 8:00 a.m. to present the City Green proposals to members of City appointed Boards and Commissions. The momentum of “buy in” by these groups will drive the presentation to Mayor and Council on January 27. Obstacles need to be removed in order for this to be a “first in class” project. Similar projects in Asheville, Greenville, Norcross, Alpharetta, and Woodstock were reviewed. Additional items discussed included:

- Public investment for development and redevelopment
- Zoning regulations – Form Based Code
- Stormwater and design regulations
- Return on investment – prove by example
- Social relativity
- Connectivity between City Hall and Canton Street
- Roswell’s history of developing Canton Street in two phases
- Midtown development and impact on Highway 9
- Oak Street and impact on projects – property owners tend to increase lease rates
- Provide consistency in leadership
- Commitment to vision i.e. Decatur
- DDA initiating City Green project in lieu of political leadership or staff
- Need to phase project – begin with overall design and implement in phases
- Art galleries
- Transition from green space to Canton Street
- Encourage walkability
- Plaza – activities to create sense of place and belonging
- Large building could be up to 24,000 square feet; two stories with retail, commercial, etc.
- Terrace space next to City Hall and Highway 9 – needs to be welcoming and inviting – approximately 120 feet in width; seating wall adjacent to Highway 9 with stairs on either side creates seating area adjacent to plaza space

Comments, thoughts, concerns, and issues regarding plan:

Lonnie Mimms – trees, etc. views of graphic – need 3-D to emphasize; access to Canton Street from parking and structure; transition; 90 degree turns and walkways; need to highlight walkways; need comfortable flow with walkways.

Is it feasible to remove “industrial” looking area of City Hall that contains loading dock, solid waste containers, etc.? This area is noisy and detracting. Could a solid wall or wall that would soundproof be constructed?

Monica Hagewood expressed concern of the walkways – they are dark and uninviting. Need concept for lighting and create places along the way; viability of full crossing across Highway 9 to Canton Street.

Dave Schmit – War Memorial – is working with interested parties and has direction for relocation; connectivity to City Hall parking is needed.

Charles McMillan – activating a space and how to go about it – comparisons to Suwanee and Duluth – the key element is activating the space; 1) commercial – retail, business; 2) public event space – amphitheater; 3) open space – read, eat lunch, self-activated/private, public, or individual

Richard Hessler – addressed location of the proposed buildings; suggested relocating smaller building closer to larger two-story building.

Discussion of Mayor’s comments, City Council versus DDA vision – show entire project or in layers or phases. Phase One could include the greenspace, relocation of the War Memorial, and connectivity to Canton Street; Phase Two could include the amphitheater; Phase Three could be the commercial element. Need to discuss vision oriented versus cost oriented. Keystone development areas and agree about phasing – activate and liberate. Grant funds are proposed for Phase Two (amphitheater). Phase Three would be DDA funded. The green space and relocation of War Memorial is City’s donation to the project. Is there a possibility of Canton Street merchants partnering with green space concept with programmable space? There should be different plans for presentations of City Green – need support of Boards and Commissions prior to the January 27 presentation to Mayor and Council.

Proposed cost - \$4 million without buildings; \$600,000 for amphitheater (proposed grant funded); property is approximately four acres. The main question is should the property be activated or passive. Need public input and vetting which will come after the presentation to Mayor and Council.

The meeting was adjourned at 5:50 p.m.

The next regular scheduled meeting is Tuesday, February 4, 2014.