



Dahlonaga Downtown Development Authority / Main Street Board Agenda

February 04, 2021 8:45 AM

McCullough Council Chambers – City Hall

Zoom Meeting Link

<https://zoom.us/j/98756789489?pwd=RXk1TlA3clMxbklUYnFZV2VZQUVCUT09>

Call to Order

Amendment to the Agenda

Meeting Minutes

Continuing Business

1. Holly Theatre - Progress Update
Bill Schmid, City Manager
2. 147 North Park Street Demolition Discussion
Bill Schmid, City Manager

New Business

3. Applicant for the Dahlonaga Downtown Development Board
Mary Csukas, City Clerk
4. East Main/North Grove Beautification
Bill Schmid, City Manager
5. Ordinance 2021-01 – Regulations for Formula Businesses
Bill Schmid, City Manager
6. Tree City USA
Lucas Cheney, Main Street Project Coordinator

Main Street / DDA Monthly Report

7. DDA/Main Street January 2021
Lucas Cheney, Main Street Project Coordinator
8. DDA / Main Street Program Financials - December 2020
Bill Schmid, City Manager

Announcements from Partner Agencies

- A. City of Dahlonaga
- B. University of North Georgia
- C. Chamber of Commerce/Tourism Office
- D. Historic Preservation Commission
- E. Planning & Zoning Commission
- F. Dahlonaga Downtown Business Association

Adjourn



DDA/MAINSTREET BOARD AGENDA REPORT

DATE: January 30, 2021
TITLE: 147 North Park Street Demolition Discussion
PRESENTED BY: Bill Schmid, City Manager

AGENDA ITEM DESCRIPTION:

Update from the City Manager on action taken by the Council February 1, 2021, to authorize staff to advertise and receive bids for hazardous materials abatement and demolition of the structure at 147 North Park Street. The property has significant land value, but the building is a clear liability with no financially viable options for repurposing it as either a single-story or two-story structure. It is a blight on the neighborhood and poorly represents the community when compared with other City-owned properties. If it was in private hands, code enforcement staff of the City would have required it to be improved, cited it multiple times or threatened with demolition by condemnation, if need be, by now.

HISTORY/PAST ACTION:

The parcel was owned by the City, transferred to the BOE, then purchased by the City from the BOE in 2006. The former school has sat idle since 2015, or earlier. The City Council took bids in 2018 and 2019 for its demolition. Budgets of the city for FY2019-FY2021 have carried this item on the books and represented to the public the building would be demolished. The building continues to attract vandals and deteriorate. Despite effort to attract redevelopment that would retain the building in an improved form, no viable proposals from third party interests have been received.

FINANCIAL IMPACT:

To be determined – roughly \$130,000 from City funds

RECOMMENDATION:

There is no clear public purpose served by retaining the site and its building in its current configuration. Either the building should be fenced and lit to discourage vandalism, entry by unauthorized persons, and reduce risk from threat of injury, or it should be demolished to facilitate the site's redevelopment and use in the short-run as additional parking for the Square area.

SUGGESTED MOTIONS:

I move to support the City's efforts to prepare the site for redevelopment purposes by demolishing the structure at 147 North Park Street.

ATTACHMENTS:

147 N Park Building Demo



RESOLUTIONS & ORDINANCES

DATE: February 1, 2021
TITLE: 147 N Park Building Demo
PRESENTED BY: Bill Schmid, City Manager

AGENDA ITEM DESCRIPTION:

Staff seeks Council confirmation of intent to proceed with hazardous material removal and demolition of the former kindergarten building at 147 N Park. This item was approved as part of the budget in 2019 and has been carried forward into 2020 and this year. Contractor bids were previously secured, but Council chose not to proceed. The site is increasingly the target of vandals and negatively impacts other properties through its neglect. Architectural review of the structure in late 2020 shows it is not feasible for second- or multi-story construction. Repurposing of the single story structure is estimated at \$750,000 or more.

HISTORY/PAST ACTION:

The City built an economical special purpose building as a school which it later gifted to the LC Board of Ed. When it became functionally obsolescent and uneconomical for them to operate the city repurchased it as a possible site for a new City Hall in 2006. It has had limited use since then and has been unoccupied for over five years. Its foundation and walls were not designed or constructed to handle loads of a second floor. Costs of renovation to other use likely exceed the value of the current structure and the value of the structure after renovation. Demolition to facilitate economic redevelopment opportunities was previously considered.

FINANCIAL IMPACT:

Approximately \$130,000 – current bids are not in hand, but \$130,000 is approved in the budget

RECOMMENDATION:

Approval for staff to proceed with bidding for demolition.

SUGGESTED MOTIONS:

I move to approve demolition of the structure at 147 North Park Street to prepare the site for redevelopment.

ATTACHMENTS:

None

The City Council of Dahlonega believes citizen input and specialized skills are valuable assets to the community. All City Residents should consider becoming involved in their City by service on Board or Commission. Applications are accepted throughout the year. Please complete the following and submit it with a resume to mcsukas@dahlonega.gov, by fax to 706-864-4837 or by mail to 465 Riley Road, Dahlonega, GA 30533. Thank you for your interest in serving.

Name:	William "Ryan" Reagin		
Address:	119 Boyd Cir. Unit B		
Phone:	678-858-4367	Email:	*ryan@waldenco.com (3 1/2 years)
Place of Employment:	USPS (city carrier) (12 years)	Occupation:	Walden + Company (Realtor)
Length of Residence in Dahlonega	1998	Years:	22 Months: 6

Board or Commission for which you would like to be considered.

Please note, each of these have different requirements for service, which will be reviewed against your application, training and work experience.

<input checked="" type="checkbox"/> Downtown Development Authority Board	<input type="checkbox"/> Cemetery Committee
<input type="checkbox"/> Historic Preservation Commission Three (3) Year Term	<input type="checkbox"/> Tourism Committee
<input type="checkbox"/> Planning Commission Three (3) Year Term	<input type="checkbox"/> Tree Committee
<input type="checkbox"/> Dahlonega Housing Authority Board	<input type="checkbox"/> General Volunteer Services

Interest & Experience

Why are you interested in serving?	I would love to help & do my part as a long standing community member. Future growth is inevitable but we need to be responsible & thoughtful with our vision & actions.
What specialized training or experience do you have that would of benefit one of the Boards or Commissions:	I moved to Lumpkin in 1998. I have been a city mail carrier in downtown Dahlonega for 12 years. I know the community from residences to the business owners alike. I interact with them on a daily basis. So there is a direct line of communication open which I feel is very important.

(Please turn over to complete the reverse as well)

Professional or Personal References:

	Name	Telephone Number
1.	Ryan Puckett	(770) 540-4524
2.	Wil Maxwell	(706) 429-7829
3.	Sam Norton	(706) 969-3909

If you are a general volunteer for events, festivals, etc. you may be asked to sign a waiver of liability.

If you are appointed to a City of Dahlonega Board or Commission, you may be required to file a Statement of Economic Interests with the City as a condition prior to your appointment. This filing identifies any financial interests you may have with the City of Dahlonega only and if any conflict of interest may exist.

Volunteering for service on a Board or Commission does not guarantee your eventual appointment. Applications on file will be reviewed when vacancies occur, from which the Mayor may review candidates, but the Mayor may, as well, recommend appointments of non-applicants he/she chooses that indicate desirable qualifications and willingness to serve.

Terms & Conditions

I hereby attest that all statements and information provided in this application are true to the best of my knowledge. I understand that I may be interviewed prior to consideration for recommendation by the Mayor, subject to approval by the Council. I hereby agree that if appointed to serve as a member of a City of Dahlonega Board or Commission, I will spend my time, skills, and energy on the mission of the body to which I am appointed including preparation for and attendance at meetings to remain a member in good standing. Furthermore, I agree that, if appointed, my term will be governed by the By-Laws and/or Rules of Procedure of the entity to which I am appointed.

Applicant's Name: William Ryan Reagin

Applicant's Signature: *WR Raj*

Date: 1.28.21



DDA/MAINSTREET BOARD AGENDA REPORT

DATE: January 29, 2021
TITLE: East Main/North Grove Beautification
PRESENTED BY: Bill Schmid, City Manager

AGENDA ITEM DESCRIPTION:

Discussion is sought on what the nature and extent of minor improvements on the Northeast side of the downtown should be in the next year or two. The underlying question is: what can, and should MS/DDA/City do, to what limits and at what expense in the short run, since securing additional Streetscape funds and doing the project would be several years in the making? Then, who should pay what from what source(s)?

HISTORY/PAST ACTION:

The City Master Plan led to federal grant funding which paid for street improvements to S. Chestatee, the Square, and East Main. The City also undertook utility improvements to water, sewer and storm. This work was disruptive, but resulted in better functioning systems and improved aesthetics. Because of COVID and in order to escrow matching funds, the pursuit of similar grant funding is two or more years away. Grant award, design, ROW acquisition and construction add three-four years more. What should be done in the short run?

FINANCIAL IMPACT:

To be determined

RECOMMENDATION:

Board discussion of street furniture (benches, garbage cans, etc.), plantings, parklets, etc. to extend the look and feel of the downtown character.

SUGGESTED MOTIONS:

None at this time

ATTACHMENTS:

NE Quadrant map, NW Quadrant map, SW Quadrant map, SE Quadrant map

"NE Quadrant of Downtown

For MS/DDA Board discussion of beautification projects

Legend



"NW" Quadrant of Downtown

For MS/DDA Board discussion of beautification projects

Legend



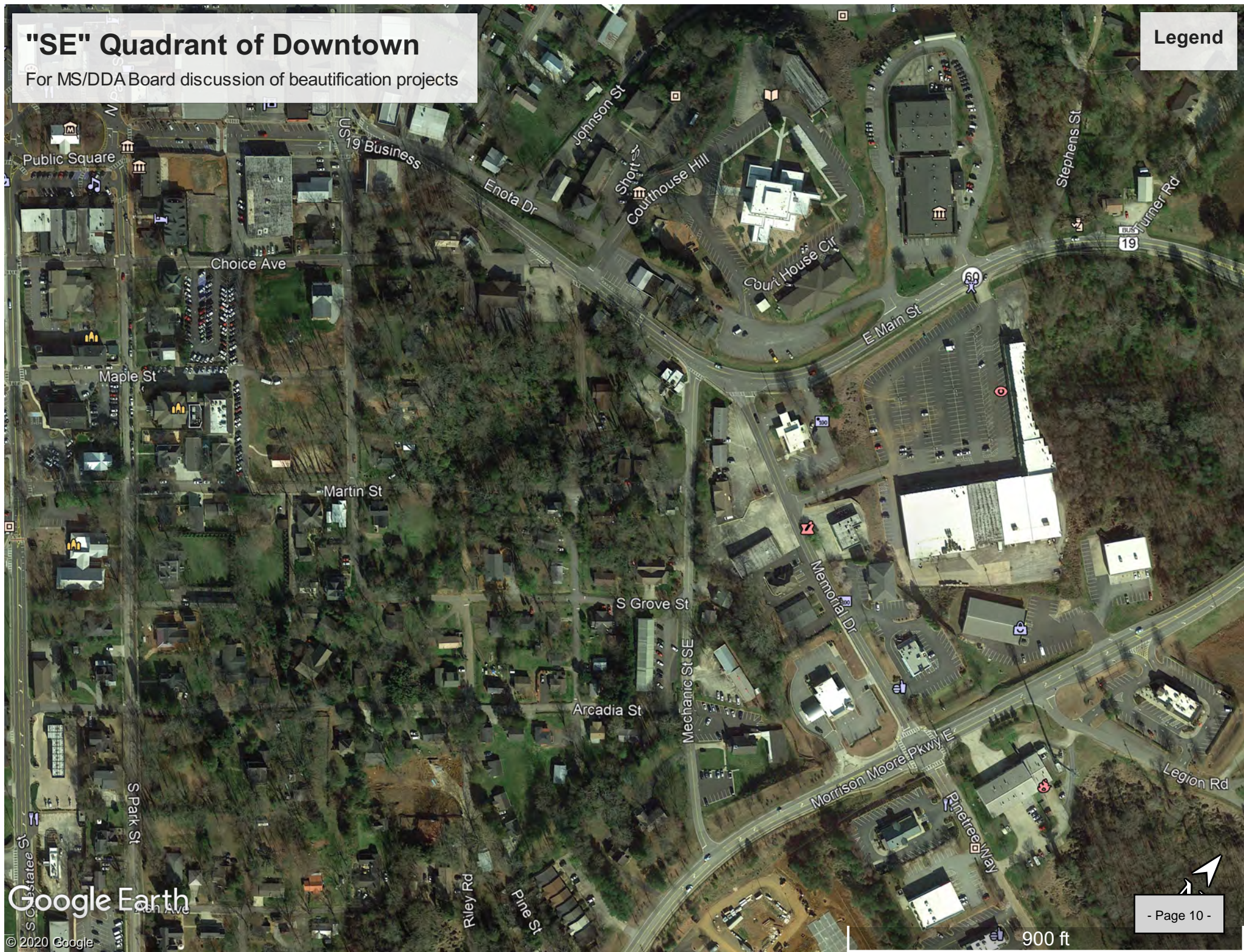
Google Earth

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"SE" Quadrant of Downtown

For MS/DDA Board discussion of beautification projects

Legend



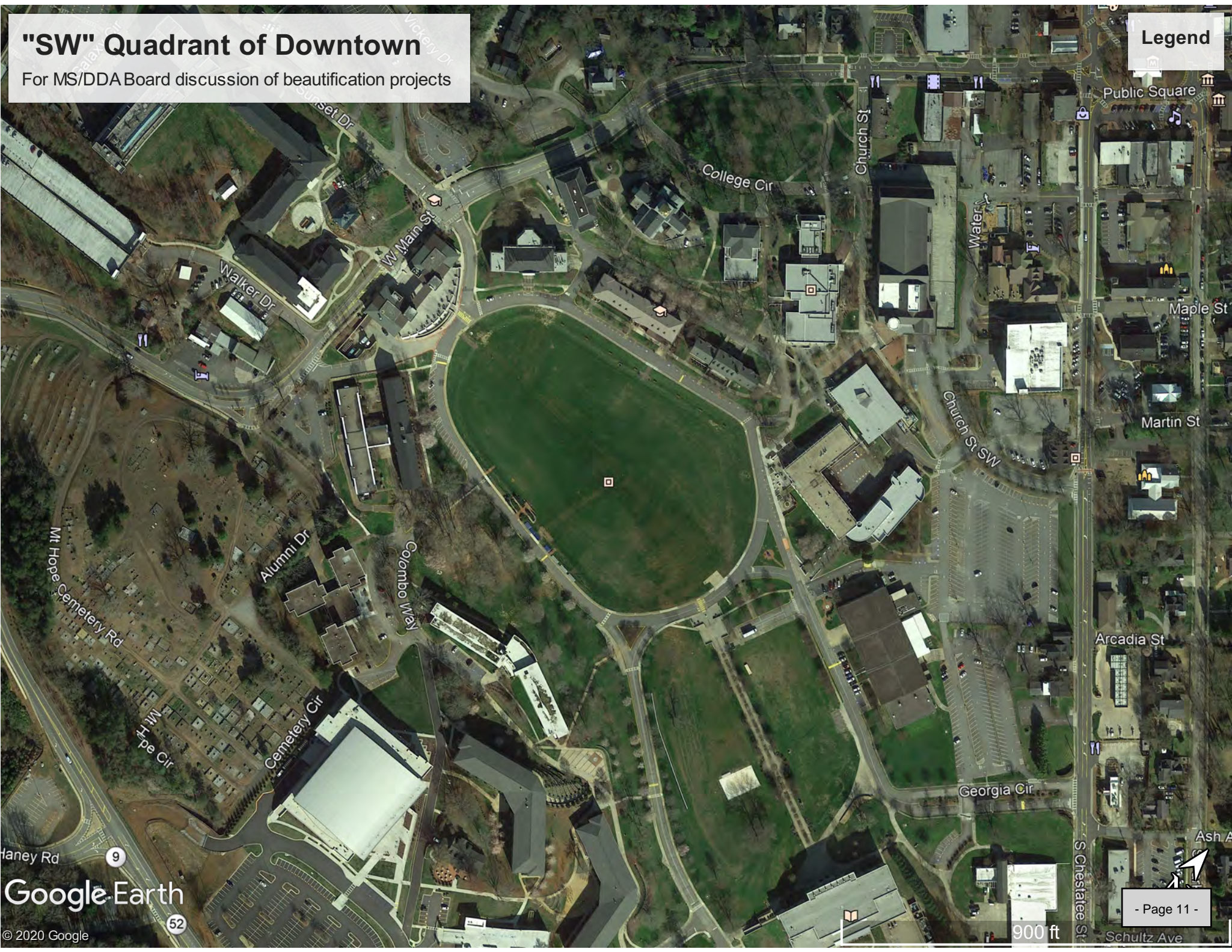
Google Earth

© 2020 Google

"SW" Quadrant of Downtown

For MS/DDA Board discussion of beautification projects

Legend





DDA/MAINSTREET BOARD AGENDA MEMO

DATE: February 1, 2021
TITLE: Ordinance 2021-01 – Regulations for Formula Businesses
PRESENTED BY: Bill Schmid, City Manager

AGENDA ITEM DESCRIPTION:

Discussion of the accompanying document. Staff and the City Attorney have drafted the attached document at the request of various members of the Dahlonaga City Council and comments from downtown business and property owners. It will be discussed in their work session of February 15th, but no action will be taken. The Planning Commission will hear it in March with Council action either later in March or early April. It creates a “conditional use permit” process that requires Council approval for “formula businesses” to locate in the historic B-3 zoning district.

HISTORY/PAST ACTION:

The City has enjoyed a vibrant mix of unique stores in its downtown historic district for several years. Businesses that require very large premises and dedicated parking have tended to locate along or near the by-pass. Over time several communities in the US have adopted formula business/formula restaurant/formula retail or similar regulations to preserve the distinct character of their historic districts. Many of these are tourism-dependent communities similar in many ways to Dahlonaga. Some forms of these regulations in other states go further, but are not suited to Georgia. Our version seeks to legally balance concerns of the community with those of commercial interests.

FINANCIAL IMPACT:

None

RECOMMENDATION:

Review and discuss whether or not the DDA/MS Board wants to take a position in support of, against, or take no position on the question of regulating formula businesses in the manner described by Ordinance 2021-01.

SUGGESTED MOTIONS:

I move the DD/MS Board...

ATTACHMENTS:

Ordinance 2021-01 – Regulation for Formula Businesses

Ordinance 2021-01

(Note: Originally circulated as Ordinance 2020-24)

AN ORDINANCE TO AMEND ORDINANCE 91-9 WHICH APPEARS IN THE CODE OF THE CITY OF DAHLONEGA, GEORGIA, AND MORE PARTICULARLY APPEARS IN THE PUBLICATION OF THE CODE OF THE CITY OF DAHLONEGA, GEORGIA AT: SUBPART B: LAND USE AND LAND DEVELOPMENT, APPENDIX B: ZONING, ARTICLE XVI: B-3 HISTORICAL DISTRICT, SECTION 1607: FORMULA BUSINESS ESTABLISHMENTS.

Short title: "An ordinance to establish regulations for formula businesses."

WHEREAS, the B-3 zoning district primarily surrounds the original Lumpkin County Courthouse constructed in 1836; and

WHEREAS, the former courthouse is now the State of Georgia owned and operated Gold Museum which attracts approximately 25,000 visitors annually; and

WHEREAS, it is important that the qualities of the natural business environment spawned by the historic Gold Museum in the surrounding B-3 District be respected so that the uniqueness of Dahlonega can flourish without inappropriate changes; and

WHEREAS, the City, its DDA and Main Street program have made a long term commitment to an economic development approach based on historic preservation developed and recommended by the National Main Street Center, which has resulted in the City achieving Great American Main Street Award designation, with such designation being shared with only approximately 100 communities in the country and three other cities in Georgia; and

WHEREAS, the success of the City's Main Street program is recognized among the top 20 in the state of Georgia by virtue of its designation as a Georgia Exceptional Main Street (GEMS) community; and

WHEREAS, the six blocks comprising the Public Square (the B-3 Zoning District) create one of the most engaging spaces in any Georgia city, and hold a building, the Gold Museum, that is one of the few in the state outside Savannah to date back to the post-colonial period; and

WHEREAS, unlike other Georgia county seats, Dahlonega's Public Square has architecture that is uniquely derived from the vernacular patterns and folkways that migrated south through the mountain valleys shortly after the War of 1812; and

WHEREAS, it is because of this highly individual context that the B-3 zoning district around the Public Square is considered a very specific design envelope that incorporates shops and other workplaces consistent with the unique character of the City center, the natural byproduct of which is to create a special business ambiance; and

WHEREAS, the Dahlonega B-3 district is one of a very precious few traditional business districts still in existence much as the town was first designed, in which its shops, workplaces, parks and civic facilities co-exist in relative harmony, its streets invite walking and its architectural styles create a sense of timelessness that have contributed to a strong sense of community – a village atmosphere; and

WHEREAS, the B-3 zoning district is for open and inviting retail storefronts that impart a sense of streetscape continuity to pedestrians that enhances the village atmosphere; and

WHEREAS, the City of Dahlonega established its Historic District regulations in the year 1965, and later created an Historic Preservation Commission appointing committee members that represent the perspectives of business operators, property owners, and the residents at large, and charging its members with enhancing the economic and physical characteristics of the business areas of Dahlonega aimed at preserving and enhancing Dahlonega's historical village atmosphere which occurs in the B-3 district; and

WHEREAS, the Downtown Development Authority, pursuant to a lengthy and inclusionary public participatory process, developed the Dahlonega Downtown Master Plan, the purpose of which was to provide a coherent framework to foster a vibrant commercial sector in the City that is economically sound for merchants and property owners, well-balanced in its appeal and aesthetically and environmentally suitable to the small-town, low-density character of the City of Dahlonega's B-3 district; and

WHEREAS, notwithstanding the marketability of a retailer's goods or services or the visual attractiveness of the storefront, an over-abundance of certain kinds of businesses can be counterproductive and otherwise detract from the appeal of the B-3 streetscape fostered by the work of the Historic Preservation Commission, the Downtown Development Authority and the City Council; and

WHEREAS, the addition of formula businesses in the B-3 district, if not monitored and regulated, will serve to frustrate the City's primary goal which is to maintain a unique sense of community and village themes. Specifically the unregulated and unmonitored establishment of formula business uses will unduly limit or eliminate business establishment opportunities for other businesses, many of which tend to be non-traditional or unique, and unduly skew the mix of businesses towards national retailers in lieu of local or regional retailers, thereby decreasing the likelihood of a diversity of retail activity; and

WHEREAS, in light of the foregoing considerations, the City Council has determined that the public welfare of the City's retail, business and tourist based community, as articulated in the previous paragraphs will best be served and advanced by monitoring and regulating the establishment of formula businesses in the B-3 district through the mechanism of special use permits issued by the City Council of the City of Dahlonega.

NOW, THEREFORE, be it ordained, and it is so ordained by the authority of the City Council of Dahlonega, that for purposes of describing the circumstances which warrant the adoption of an ordinance amendment regulating formula businesses, the City Council hereby adopts and makes the findings discussed in the "Whereas" paragraphs above the factual findings of the Council; and further ordains that Subpart B, Appendix B, Article XVI, Section 1607, shall be amended by adding a new section to read as follows:

Sec. 1607 – Formula Business Establishments.

- (1) Definitions. "Formula Business" means a type of commercial business establishment, retail sales or rental activity and retail sales or rental establishment, including restaurants, hotels and motels, which, along with ten (10) or more other establishments, maintains two (2) or more of the following features: (i) standardized array of merchandise or standardized menu; (ii) standard façade; (iii) standardized internal décor or color scheme; (iv) uniform apparel; (v) standardized signage; or (vi) trademark or service mark; provided, however, a "formula business" shall not include an automated, standalone vending machine.
 - (a) "Standardized array of merchandise" means fifty (50%) percent or more of in-stock merchandise from a single distributor bearing uniform markings.

- (b) “Trademark” means a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs that identifies and distinguishes the source of the goods from one party from those of others.
 - (c) “Servicemark” means a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs that identifies and distinguishes the source of a service from one party from those of others.
 - (d) “Décor” means the style of interior furnishings, which may include but is not limited to, style of furniture, wallcoverings or permanent fixtures.
 - (e) “Color scheme” means selection of colors used throughout, such as on the furnishings, permanent fixtures, and wallcoverings, or as used on the façade.
 - (f) “Façade” means the face or front of a building, including awnings, looking onto a street or an open space.
 - (g) “Uniform apparel” means standardized items of clothing including but not limited to standardized aprons, pants, shirts, smocks or dresses, hat, and pins (other than name tags) as well as standardized colors of clothing.
 - (h) “Signage” means a “sign” as defined in Sec. 123-4 of the Code of the City of Dahlonga.
 - (i) “Standardized” does not mean identical but means “substantially the same.”
- (2) Purpose. The purpose of this section is to regulate the location of formula business establishments in order to maintain the village atmosphere, tourist attracting small town character of the B-3 zoning district of the City, the diversity of the community’s unique commercial areas and quality of life for visitors and residents.
- (3) Regulation.
- (a) A formula business may only be established on a site after obtaining a conditional use permit from the City for the operation of that use on such site, subject to the limitations of this section. Change of ownership, by itself, shall not require obtaining a conditional use permit pursuant to this section.
 - (b) In addition to the findings required by Sec. 2608 as a prerequisite to the issuance of a conditional use permit, the City Council shall make all of the following findings prior to the issuance of a conditional use permit for a formula business:
 - i. The establishment is compatible with existing surrounding uses, and has been designed and will be operated in a non-obtrusive manner to preserve the community’s character and ambiance;
 - ii. The establishment is consistent with the City’s comprehensive plan and other adopted planning documents;
 - iii. The establishment will contribute to an appropriate balance of local, regional or national based businesses in the overall community.
- (4) Applicability. This section is in addition to, and not in replacement of, any other regulations set forth elsewhere in this title. In the event of a conflict between the provisions of this section and any other regulations in this title the provisions of this section shall prevail.
- (5) Existing formula retail establishments. Formula business establishments existing and/or permitted for construction on the date of adoption of this ordinance amendment are

nonconforming structures as such are defined and regulated elsewhere in the ordinances and regulations of the City of Dahlonega.

- (6) Burden of proof. In the event the City determines that a permit application or permit subject to this section is for a formula business, the permit applicant or holder bears the burden of proving to the City that the proposed or existing use does not constitute a formula business.

It is so Ordained this ____ day of _____, 2021.

By: _____
Sam Norton, Mayor

Attest: _____
Mary Csukas, City Clerk



WHEREAS, In 1872 J. Sterling Morton proposed to the Nebraska Board of Agriculture that a special day be set aside for the planting of trees, and

WHEREAS, this holiday, called Arbor Day, was first observed with the planting of more than a million trees in Nebraska, and

WHEREAS, Arbor Day is now observed throughout the nation and the world, and

WHEREAS, trees can reduce the erosion of our precious topsoil by wind and water, cut heating and cooling costs, moderate the temperature, clean the air, produce oxygen and provide habitat for wildlife, and

WHEREAS, trees in our city increase property values, enhance the economic vitality of business areas, and beautify our community, and

WHEREAS, trees are a source of joy and spiritual renewal, and

WHEREAS, the City of Dahlenega has been recognized as a Tree City USA by The National Arbor Day Foundation and desires to continue its tree-planting ways,

NOW THEREFORE, I, Sam Norton, Mayor of the City of Dahlenega, do hereby proclaim February 24, 2021 as ARBOR DAY, and I urge all citizens to support efforts to care for our trees and woodlands and to support our city's community forestry program, and

FURTHER, I urge all citizens to plant trees to gladden the hearts and promote the well-being of present and future generations.

Proclaimed this 24th Day of February 2021 by:

Sam Norton, Mayor

City Seal

Attest:

Mary Csukas, City Clerk



MAIN STREET

CITY OF DAHLONEGA DEPARTMENT REPORT

2/4/2021

Report Title: DDA/Main Street January 2021
Report Highlight: Beginning of 2021
Name and Title: Lucas Cheney, Main Street Project Coordinator

Recently Completed:

- Hired two new Dahlonaga Main Street Assistants: Ariel Alexander and Skyler Alexander.
- Submitted annual Georgia Main Street report
- Facilitated Hancock Park rental for the Connectability: Thousand Words event on January 16th

Underway:

- Restructuring the Dahlonaga event permits (Parade, 5k/10k, Hancock Park Rental, Special Event, Demonstration) into one form
- Revising Wayfinding Sign program and program marketing
- Scheduling Arbor Day Observance event for city council
- Completion of Dahlonaga Main Street Work Plan for 2021

Near Term:

- EVENT: Art in the Park, April 17
- EVENT: North Georgia Chamber Symphony Concert, May 8
- Dahlonaga GEMS Certification Presentation, March 24

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 12/31/2020 NORMAL (ABNORMAL)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY				
	DAHLONEGA 2000	800.00	0.00	0.00
	CHARGES FOR SERVICES	200.00	144.00	72.00
	TRANSFERS IN FROM OTHER FUNDS	284,434.00	71,108.49	25.00
TOTAL REVENUES		285,434.00	71,252.49	24.96
	DDA ADMINISTRATION	195,248.00	21,106.09	10.81
	TOURISM	56,472.00	1,539.47	2.73
	DOWNTOWN DEVELOPMENT	33,664.00	1,827.29	5.43
	DAHLONEGA 2000	50.00	0.00	0.00
TOTAL EXPENDITURES		285,434.00	24,472.85	8.57
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:				
TOTAL REVENUES		285,434.00	71,252.49	24.96
TOTAL EXPENDITURES		285,434.00	24,472.85	8.57
NET OF REVENUES & EXPENDITURES		0.00	46,779.64	100.00