



CITY OF FOREST PARK
DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING

Thursday, July 27, 2023 at 5:30 PM
Council Chambers

Website: www.forestparkga.gov
Phone Number: (404) 363.2454

ECONOMIC DEVELOPMENT
745 Forest Parkway
Forest Park, GA 30297

AGENDA

Angelyne Butler, *Chairwoman*
Nachae Jones, *Vice Chairwoman*
Jacklyn Faith, *Member*
Nancy Howard, *Member*
Tre Holland, *Member*
Dhaval Shah, *Member*
Eric Stallings, *Member*

CALL TO ORDER/WELCOME:

ROLL CALL:

APPROVAL OF MINUTES:

1. Approval of July 6, 2023 Meeting Minutes

OLD BUSINESS:

NEW BUSINESS:

2. GA Main Street Application
3. Balloons & Blues Downtown Festival on Main (Hot Air Balloon Festival)
4. Arts & Entertainment District
5. Arts Crosswalks
6. Downtown Beautification

EXECUTIVE SESSION:

(Executive Session may be called for issues concerning Personnel, Litigation or Real Estate)

ADJOURNMENT:

In compliance with the Americans with Disabilities Act, those requiring accommodation for meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 404-366-1555.



CITY OF FOREST PARK
DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING

Thursday, July 06, 2023 at 5:30 PM
Council Chambers

Website: www.forestparkga.gov
Phone Number: (404) 363.2454

ECONOMIC DEVELOPMENT
745 Forest Parkway
Forest Park, GA 30297

MINUTES

Angelyne Butler, *Chairwoman*
Nachae Jones, *Vice Chairwoman*
Jacklyn Faith, *Member*
Nancy Howard, *Member*
Tre Holland, *Member*
Dhaval Shah, *Member*
Eric Stallings, *Member*

CALL TO ORDER/WELCOME:

Vice Chairwoman Nachae Jones called the Downtown Development Authority meeting on July 6, 2023, to order at 5:36pm.

PRESENT:

Angelyne Butler (arrived at 5:49pm)
Nachae Jones
Jacklyn Faith
Nancy Howard (arrived at 5:46pm)
Tre Holland
Eric Stallings

ALSO PRESENT:

Ricky L. Clark, Jr., City Manager
Bobby Jinks, Public Works Director
LaShawn Gardiner, Planning & Community Development Director
Michael Williams, City Attorney
Bruce Abraham, Economic Development Director
Charise Clay, Economic Development Staff Assistant

APPROVAL OF MINUTES:

1. Approval of May 25, 2023 Meeting Minutes

Tre Holland made a motion to approve the May 25, 2023 meeting minutes. Jacklyn Faith seconded the motion. Motion approved unanimously.

OLD BUSINESS:

NEW BUSINESS:

2. 751-771 Main Street Rental Rates & Relocation

Michael Williams, delivered the update:

- The Downtown Development Authority (DDA) recently acquired 751-771 Main Street in a property swap with the Development Authority (DA). Rentals rates for tenants in those units have been \$500 since the property's inception. He recommended that the board consider increasing the rental rates to the market rate to gain the full value of the property.

3. Activation of Main Street

Mr. Clark, delivered the update:

- Based on his observations, there doesn't seem to be a lot of activity on Main Street. He's been working internally to update text amendments for the current Entertainment District within the city, relative to open containers. He also wants to extend the progress to the arts, not just paintings but live music & entertainment. Hopefully this will increase citizens being active on Main Street.

Other Discussion: Botanical Garden En Blanc will be a celebration of the accomplishments within Mr. Clark's first 100 days and the activation of Main Street. All excess proceeds will be reinvested back into the beautification of the Downtown Main Street corridor. Beautification efforts include updating the banners around the city, ensuring that landscaping is constantly happening on Main Street and the complete overhaul of the area by the fountain. The event will take place on August 26. Sponsorships are available.

4. Beautification of Main Street

Mr. Clark, delivered the update:

- The city's Public Works Department isn't currently equipped to handle landscaping. He's been looking for a landscaping company that could manage the landscaping maintenance of the fountain area on Main Street. Once the quotes for landscaping have been received, they will be shared accordingly. The quote on irrigation was received at a price higher than expected, so an alternative solution is being constructed.

5. Arts & Entertainment District

Mr. Clark, delivered the update:

- The city currently has an Arts & Entertainment District that allows for open containers on Main Street. That will be expanded to include art, art activities, and festivals. This will go before the Planning Commission at their August meeting. The idea of an Arts Commission is also included in the expansion of arts & entertainment. The commission will be an appointed board that specializes in art and will assist the city with infusing art and culture into its' fabric.

6. GA Main Street Program

Mr. Clark, delivered the update:

- In order to incentivize businesses coming here, they are looking to participate in the Georgia Main Street Program. Being a standard member of the Main Street Program will be another tool the city can use when marketing itself for redevelopment. Participating in this program would require approval from the city council.

7. DDA Property Landscaping

- Chairwoman Butler wanted the board to consider demolishing a portion of the property they just acquired. She believes this will give investors a blank state when viewing the property. She asked Mr. Clark to gather demolition quotes to present to the board.

EXECUTIVE SESSION:

(Executive Session may be called for issues concerning Personnel, Litigation or Real Estate)

Jacklyn Faith made a motion to end the regular meeting and enter executive session at 6:01pm. Nachae Jones seconded the motion. Motion approved unanimously.

Nachae Jones made a motion to end the executive session at 7:11pm and reconvene the regular meeting. Tre Holland seconded the motion. Motion approved unanimously.

Jacklyn Faith made a motion to resend the offer made to sale the land to DJR Investment Group. Nachae Jones seconded the motion. Motion approved unanimously.

ADJOURNMENT:

Jacklyn Faith made a motion to adjourn the meeting at 7:12pm. Eric Stallings seconded the motion. Motion approved unanimously.

In compliance with the Americans with Disabilities Act, those requiring accommodation for meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 404-366-1555.

TOWN OF ____

RESOLUTION NO. ____

SUPPORTING THE ESTABLISHMENT OF MAINSTREET PROGRAM

WHEREAS, the Town of ____ supports the revitalization and economic re-development of its historic commercial core; and

WHEREAS, the Town of ____ desires to maintain an economically vital and vibrant town center for its residents, visitors and tourists; and

WHEREAS, the Town of ____ sees an economically healthy downtown as one of its critical assets; and

WHEREAS, the Town of ____ realizes that a sustainable town center economy contributes to the community's economic health; and

WHEREAS, the Town of ____ recognizes its traditional commercial core as representing the unique history and culture of our community; and

WHEREAS, the Town of ____ wishes to maintain a livable, walkable town center with opportunities to shop, work, live and discover recreational, cultural and heritage opportunities; and

WHEREAS, the Town of ____ wishes to pursue to investing in enhancing the quality of life for the community's citizens via the implementation of asset-based economic development strategies under the Main Street Approach®; and

WHEREAS, the Town of ____, may leverage technical assistance and other resources through the Georgia Department of Community Affairs Office of Downtown Development to support the economic re-development and revitalization of the ____ Main Street district;

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL, THE GOVERNING BODY OF THE TOWN OF ____ :

1. The Town of ____ agrees to work with the Georgia Department of Community Affairs Office of Downtown Development dedicating resources and financial support as available to create a successful downtown economic development program including strategies

established by the National Main Street Center's Economic Transformation Strategies and the Main Street Approach®.

2. The Town ____ commits to work collaboratively the Georgia Department of Community Affairs, Office of Downtown Development to meet the standards and principles of revitalizing and re-developing the core commercial district of the community as set forth in the annual Memorandum of Understanding (MOU).

3. The term of this resolution shall be deemed effective for the life of an active MOU on file with the Office of Downtown Development, renewed annually, if standards outline in the MOU are met, commencing January 1, 2021.

PASSED, ADOPTED, AND APPROVED this __ day of __, 2020.

TOWN OF _____

(Seal)

/s/ _____
_____, Mayor

Attest:

/s/ _____
_____, Town Clerk



CITY OF
FORESTPARK
CALL FOR ARTISTS
CREATIVE CROSSWALKS

SUMMARY

The City of Forest Park is seeking artists interested in transforming ordinary crosswalks into playful, vibrant, and energetic works of art that will bring a smile to all who see them and encourage motorists to stop for pedestrians using the crosswalk. This project will serve as a point of community pride and encourage thinking about simple public spaces as places to enjoy artwork.

DESCRIPTION

The City of Forest Park is a government entity that follows its Comprehensive Plan and Creative Placemaking Strategy to incorporate public art within the city and become an art destination. This call for artists is part of ongoing projects that are meant to encourage walking and create a safe environment for pedestrians. It will also build on Forest Park's continuing effort to increase public art for economic and community development, as well as enhance tourism.

We invite artists to ignite our imaginations, awaken us to the beauty of our surroundings, and lift up stories that will inspire and motivate people of all ages.

ARTIST ELIGIBILITY

Eligible applicants must be artists aged 18 and over, with at least 1 - 3 years of experience painting murals, crosswalks, or other public artworks (e.g., bike racks, utility boxes, etc.). Artists may bring volunteer(s) or partner with a local school or organization to help with the installation. Applicants must be legal to work in the United States.

LOCATIONS

This project will add crosswalk murals in three (3) heavily traveled locations in the city and will build on Forest Park's continuing effort to increase public art, encouraging visible pedestrian traffic and safety, offering invigorated paths that citizens and visitors can delight in walking and showcasing the extraordinarily rich and diverse tapestry of metro Atlanta artists. The three (3) crosswalk locations are:

1. Intersection of Main Street & College Street
2. Intersection of Main Street & Ash Drive
3. Fountain on Main Street [crosswalk connecting to clock tower]

Artist may submit a design for one or more locations. Each design will be evaluated separately. Up to four (4) designs can be submitted (one for each location).

DESIGN

The proposed artwork must:

- Be an original artwork created by the artist.
- Appropriate for the public and cannot include profanity, nudity, gang symbols, political or religious content, advertisements of any kind, nor anything that may be deemed inappropriate or offensive.
- Be monochromatic or color but should not contain more than six (6) colors.
- Be scaled to cover the length and width of the crosswalk.
- Use an exterior, acrylic latex-based paint followed by a sealant with a non-skid/slip-resistant additive. No oil-based paints will be allowed. A final coat of grip paint is required.

Intersection of Main Street & Lake Drive



Intersection of Main Street & Ash Street



Fountain on Main



All crosswalk designs must accommodate the two thick lines at the top and bottom of the crosswalk, which runs perpendicular to the roadway traffic and the interior vertical lines.

Crosswalk Design Inspirations



BUDGET

The project is funded by the City of Forest Park and has a budget, not to exceed, \$3,200 for each crosswalk. This budget should cover the design and production of the artwork as well as all supplies, materials, insurance, and transportation to and from the work site. Awarded artists will be required to carry \$1M Liability Insurance for the duration of the project.

All payments are made in partial installments, with the first for materials, installation, and labor; the second (and in most cases, final) is upon completion. Payments are issued in installments as listed below:

80/20 with the first being an initial payment to cover project costs, and the second and final installment paid within 30 days of successful project completion.

PROPOSAL REQUIREMENT

Artist submission must include the following materials:

- Title of the work.
- Official Artist Statement. This is about the work, not the person. The artist statement should include a few sentences summarizing the artist's submission and artistic practice and approach. It is usually written in the third person. This will be used for signage, social media, and promotional purposes.
- A one-sentence summary describing the proposed work.
- Contact information for all persons involved in the creation, including name, address, telephone, and email address.
- Biographical information for the principal artist(s)
- A written narrative describing the design. What is the work and what does it mean? **(NOT TO EXCEED 250 WORDS)**.
- Professional Resume (two pages maximum).
- Two Professional References who can speak to an artist's ability to meet deadlines, work with the community, and create innovative work. Please include name, organization, phone number, and email address.
- 2-3 images of previous work (JPEG or PDF) or related projects of recent artworks (not to exceed 1024 x 768 pixels at a minimum of 150 dpi), accompanied by an image list with a description of each work sample.
- Sketch/rendering, showing scale, dimensions, and elevation of the crosswalk design(s)
- Link to Instagram or other online portfolios of work
- Budget detail showing how much is being requested, how the budget will be used, source for materials, and artist's fee.

All applications should be submitted as a single PDF document and emailed to _____. All proposals must be received by _____ **by 5:00 p.m. [EST]** to be eligible for consideration.

SCHEDULE

Publish Call for Artist on _____

Deadline for all artist proposal submissions on _____, by 5:00 p.m. EST

Proposal reviewed and selected by City Staff and _____ early _____

Final designs and artists presented to Forest Park City Council in **late** _____

Selected Artist(s) notified, public announcement and showcase of artists and design **late** _____

Crosswalks completed by late _____

The selected artists will be expected to participate in the showcase of the artist event. This event will allow Forest Park residents to meet the artists and view the crosswalk designs.

Schedule is subject to change.

Typical timeline for crosswalk painting:

(ARTISTS MUST BE AVAILABLE FROM 9 AM TO 5 PM ON DAYS OF PAINTING):

DAY 1

9:00 a.m. - 5:00 p.m. - Road Closed - Artist sketches design onto the crosswalk and painting starts

DAY 2

9:00 a.m. - 5:00 pm - Painting continues, if not finished on day 1.

Road remains closed to allow for drying.

DAY 3

9:00 a.m. - 12:00 p.m. - Application of sealant and grip paint, if not finished on day 2.

Road remains closed to allow for drying.

Accounting for weather, the streets will be closed to vehicular traffic for two-three consecutive days for the artists to complete the artwork and allow for drying time. Additional time needed to complete the work can be arranged if required.

EVALUATION CRITERIA

Proposals will be reviewed by the City of Forest Park staff and the Art Advisory Council. Each proposal submitted will be evaluated on the following criteria:

Artist experience: • Does the artist exhibit excellence as demonstrated by past work and shown in submitted materials? • Does the artist have at least 1-3 years of experience painting murals, crosswalks, or other public artworks?

Concept: • Is the artwork unique and original to the proposing artist? • Is the design visually and conceptually stimulating?

Artistic Merit/Quality • Do the other examples of work submitted to support the artistic merit/quality of the proposal? • How will the design interact with its viewers? Is the subject matter or design relevant and appropriate for this audience?

Feasibility • Is the proposed budget reasonable? • Does the artist have the experience to execute the proposal?

TERMS AND CONDITIONS

By submitting a proposal, the Artist(s) is accepting the following Terms and Conditions, and these terms and conditions shall form the basis of any contract awarded as a result of the publication of this Open Call for Artist:

1. The Artist(s) shall hold harmless the City of Forest Park against any claims, judgments, or liabilities to which they may be subject as a result of any acts or omissions associated with, arising from, or relating to the submission by Artist(s) of a proposal in response to this Open Call for Artist(s) or the performance, installation, or creation of any art or performance arising from the issuance of this open call;
2. The Artist(s) agrees that its status shall be that of an independent contractor, and neither it nor any of its employees or subcontractors is or shall be an agent, servant, or employee of the City of Forest Park;
3. The Artist(s) agrees that the City of Forest Park shall be permitted to use and reproduce images, videos, and where applicable, recordings, of the selected projects for promotional purposes; and that the Artist(s) will sign any document necessary to reflect such permission for use and reproduction;
4. All proposal submissions become the property of the City of Forest Park;
5. The crosswalk art is expected to have a lifespan of approximately 3-5 years without the need for major maintenance until after that time. The City of Forest Park will incur the expense to either

maintain the art or employ other options to address the artwork status at the time such decisions are necessary; and

6. A Federal Work Authorization user identification number included within Form W-9 for taxpayer identification number and certification shall be required, along with a S.A.V.E. affidavit and other required documents.

All terms and conditions will be stipulated in a scope of work to be signed by the selected artist or artist team.

CONTACT PERSON

City of Forest Park