

City of Roswell Downtown Development Authority
Regular Meeting Minutes
Tuesday, September 1, 2020
3:30 pm
Video Conference Meeting

Present: Ron Buckley, Trent Perry, Michael Thompson, and David White **Staff:** Elizabeth Hamilton
Guest: Gary Palmer (City Administrator) and Alice Wakefield (Community Dev. Dir.) **Absent:** Tom Smith, Maureen Whatley and Michelle Seger

Call to Order: Meeting called to order by Chairman Perry, at 3:37pm

1. **Approval of the Agenda:** Motion by Buckley to approve the agenda. Second by White. Motion approved unanimously.
2. **Approval of the Minutes from prior meeting(s):**
Motion by Thompson, second by Buckley to approve the 7/29/20 Special Called Meeting Minutes. Motion by Buckley, second by White to approve the 8/4/20 Regular Meeting Minutes. Motion by White, second by Buckley to approve the 8/4/20 Executive Session Meeting Minutes. Motion by White, second by Thompson to approve the 8/19/20 Special Called Meeting Minutes. All motions were approved unanimously for all the meetings.
3. **Treasurer's Report as of 9/1/2020:**
The DDA started the month with \$101,106.34 in cash. Two checks were written (both in the current approved budget) - one for \$1,500 to Hamilton and one for \$200 to our accountant, Cheryl Greenway. Greenway normally bills \$100/month, but she skipped billing us for June. We paid her for two months this past month. Hamilton's \$1,500 check has cleared but Greenway's \$200 check has not yet cleared (as of 8/27). Greenway's office moved in August. The check was sent to her old address and has not yet found its way to her at her new address. The cash balance at Synovus on 9/1/20 is \$99,607.10. The DDA also has five \$50,000 CDs, so the DDA has assets totaling just under \$350,000.
4. **Secretary's Report:**
Perry updated on the status of collecting hard copy files to be placed in archive storage within City Hall. Materials have been collected by Hamilton and the former secretary/treasurer. All relevant hard copy documents will have scans placed in the DDA's drive by Hamilton.
5. **Business/Announcements:**
Parking Study: White went into a detailed recap and status of the efforts into the Parking Study. Five firms applied for the study with the one most favored is Stantec. White explained in detail the Scope of Work and why Stantec fit best. Ref. Exhibit 1A.
The study is budgeted at or below \$25,000, covered by the DDA and estimated completion by January 15, 2021.

Motion by Buckley to approve Stantec to perform the parking Study with the budget not to exceed \$25,000 and contingent that the contract agreement to be reviewed by the DDA's legal counsel, Dan McCrae. Second by Thompson. All approved unanimously.

6. Motion to enter Executive Session for the purpose of discussing Real Estate.

Buckley made a motion at 3:58 pm to go into Executive Session for the purpose of discussing real estate. Second by White. Motion approved unanimously.

Outside of Executive Session, Perry made a motion to amend the motion to approve Stantec to perform the parking Study with the budget not to exceed \$25,000, approving the Scope of Work document and for the contract agreement to be reviewed by the DDA's legal counsel, Dan McCrae.

Motion seconded by Thompson and approved unanimously.

Adjournment. Motion to adjourn by Chairman Perry, Second by Thompson. Motion approved unanimously. Time 4:30 pm.

EXHIBIT 1A

Proposed Downtown Roswell Parking Assessment Scope of Work

PARKING ASSESSMENT GOAL

To increase parking capacity and convenience near and around Downtown Roswell to benefit local businesses, residents and patrons.

BACKGROUND/SOURCE MATERIALS

1. Review prior parking & transportation studies and other economic studies including the City 2035 Comprehensive Plan, Historic Area Town Center/Downtown Plan, The Roswell Retail Study Presentation 2018, Historic District Master Plan, the Livable Centers Initiative Master Plan, Roswell Transportation Master Plan, and the 2017 Roswell Strategic Development Economic Plan (all can be provided by DDA)
2. Review Canton St. area City parking policies and regulations, proposed zoning changes (based on future development plans).
3. Review RDOT plans for the “Gateway Project” (widen Atlanta Street from the river to (roughly) Woodstock Rd.)
4. Initial site visit to meet with representatives from the DDA and any other designated stakeholders to clarify the study’s objectives, confirm the study area, and review the work plan and project schedule.

DEMAND

5. Conduct observations of current parking demand, existing conditions, and capture utilization data of key lots at regular intervals on weekdays and weekends. How often and for how long is parking near or on Canton St. 100% utilized? Which lots are full and when? Include analysis of Canton St. area special events and festivals that affect parking demand (e.g. Alive after Five and the Wine Festival). Where do attendees park for such events? Assess where business employees park and how that affects availability and utilization of public parking. Analyze parking meter data from the City to determine meter utilization and revenue from such meters. Include in the analysis potential parking demand shifts from demographic changes, ride share programs, autonomous vehicles, etc. If possible, quantify how much Lyft and Uber (etc) are used by patrons of Canton St. and how that may change over time. Review any proposed development or redevelopment projects to estimate future parking demand. Assess whether more parking or more accessible parking would positively impact retail and restaurant sales in the Canton Street area. How far will patrons reasonably walk? Also assess to what extent bicycle usage (lack of secure parking) creates issues in downtown Roswell and whether bicycle racks are needed. Review available data to determine where patrons are coming from – e.g. west Roswell, East Roswell, Alpharetta, Cobb County, Sandy Springs, etc. In order to estimate potential peak demand for an average evening (post Coronavirus), it may be necessary to determine each restaurant’s or businesses capacity (based on limits imposed by Roswell’s Fire Marshall)

SUPPLY

6. Conduct an inventory survey of existing parking (public and private) and categorize the supply based on location and cost. Include parking to be available to the public from Southern Post, Canton Place and the boutique hotel adjacent to Southern Post. Also include existing and potential supply available from private owners (churches, restaurants, businesses, etc). Factor in the three lots leased by the City of Roswell and space available by City Hall.
7. The City leases a 71 space surface lot at 1056 Green St. Is there a way to increase utilization of this lot? Solutions could be better lighting, an easement (or easements) to provide more convenient and aesthetic pedestrian access to Canton St., enhancements to Green St/Plum St. (lighting, sidewalks).

8. Assess whether and how existing parking capacity could be more efficiently managed. Would a centralized valet system be feasible or advisable?
9. Assess whether increased utilization of the City parking field adjacent to City Hall is feasible and what would make that a more attractive alternative (shuttles, underground pedestrian tunnel, patron education). What affect will the Gateway Project and proposed HAWK signal (at Elizabeth Way) have on the relative desirability of the City Hall parking deck?
10. Review zoning regulations specific to parking and downtown development to identify current requirements, potential changes, and the impact of maintaining an adequate parking supply.

RECOMMENDATIONS and REPORT

11. Assist in determining the need or location for additional parking, which may include surface lots and/or structured parking.
12. Prepare recommendations for parking best practices in managing curbside and off-street parking. These recommendations will include parking administration, operations, and maintenance practices to assist the DDA with setting the groundwork for an effective parking program to further promote and enhance downtown. Is additional signage needed?
13. Assess ways to enhance Green Street to draw additional businesses and patrons to this area of Downtown Roswell, especially in light of the development of the Southern Post site +boutique hotel + pedestrian crosswalk over Alpharetta Street. Potential improvements: sidewalks, lighting, raised pedestrian crosswalks, aesthetic pedestrian access to Canton Street
14. Assess usage and cost of Duluth's Uber/Lyft subsidies for rides to city center. Is this program successful?
15. Prepare DRAFT report within 4-6 weeks of initial site visit.
16. Revise the DRAFT document and prepare the FINAL report within 1-2 weeks after comments from the DRAFT report are received.
17. Second site visit to present findings.