



**November 03, 2015 9:00 am**

1. Call to Order by Mayor Jan J. Moore
2. Invocation and Pledge of Allegiance by Councilman Travis Chance
3. Recognitions/Public Presentations
4. Public Comments (Agenda Item):
5. Consideration of a Motion to approve the Consent Agenda
  - A) Approval of Minutes
    - a) 10-20-2015 Council Minutes
  - B) Consideration of a Motion to adopt **Ordinance 2015-10**: The approval of an extension of a ninety (90) day moratorium on accepting applications for zoning permits for permanent consumer fireworks retail sales facilities.
6. Administrative Hearing for alleged alcohol violation as pursuant to the City of Statesboro Alcohol Ordinance: Chapter 6 Sec. 6-159 – Ration of alcoholic/nonalcoholic sales. Should the total sales from food and nonalcoholic beverages reported by any licensee for consumption on the premises not equal those from the sale of all alcoholic beverages for any two reporting periods in any 12-month period, the license may be suspended or revoked by the mayor and city council.
  - A) Farid Gharachorloo/Sepideh Mesri  
Moonshiners  
125 Gata Drive
7. Consideration of **Resolution 2015-43**, pursuant to the COS Grant Policy, to approve submittal of semi-finalist application materials for the America's Best Communities competition. Submittals include a required application, an expenditure plan for the \$100,000 of potential winnings, and a Master Redevelopment Plan for the Blue Mile.
8. Public Hearing and second reading of **Ordinance 2015-06**: An ordinance amending Chapter 18 of the Statesboro Code of Ordinance regarding Temporary Vendors.
9. Consideration of **Resolution 2015-44**, pursuant to the COS Grant Policy, to approve acceptance of the FY 2016 Georgia Council for the Arts Tourism Product Development Grant in the amount of \$15,000 and to authorize the Mayor to execute a contract for the same. In accordance with a previously approved MOU, the City of Statesboro will act as a pass through agency for the Averitt Center for the Arts use of the winnings in construction of the Arts Incubator portion of the Fab Lab and Business Innovation Center.

10. Consideration of a Motion to approve an Inducement Agreement and PILOT Agreement.
11. Discussion on Director of Public Safety Model.
12. Discussion on Elected Official retirement benefits.
13. Discussion of holding a Council meeting at Statesboro High School in the Spring of 2016 and at Georgia Southern University in the Fall of 2016.
14. Other Business from City Council
15. City Managers Comments
16. Public Comments (General)
17. Consideration of a Motion to Adjourn



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**CITY OF STATESBORO  
Council Minutes  
October 20, 2015**

A regular meeting of the Statesboro City Council was held on October 20, 2015 at 5:30 p.m. in the Council Chambers at City Hall. Present were Mayor Jan J. Moore, Council Members: Will Britt, Phil Boyum, John Riggs and Gary Lewis. Also present were Deputy City Manager Robert Cheshire, City Clerk Sue Starling, City Attorney Alvin Leaphart, Director of Engineering and Public Works Jason Boyles and Director of Planning and Development Mandi Cody. Councilman Travis Chance was absent.

The meeting was called to order by Mayor Jan J. Moore

The Invocation was given by DSDA Director Allen Muldrew and Pledge of Allegiance was led by Councilman Gary Lewis

**Recognitions/Public Presentations**

- A) Proclamation for Georgia Retired Educators Day**
- B) Presentation by Parker Engineering regarding storm water and utility improvements made in the Gordon Street area of District 1 pursuant to the City of Statesboro's \$500,000 award of Community Development Block Grant funds.**

Mayor Moore presented the proclamation to Mary Woods, President of the Georgia Retired Educators.

Wesley Parker updated Council on the completion of the Gordon Street district drainage project. He also stated the project was completed under budget and the citizens were saying it was the prettiest street in Statesboro.

**Public Comments (Agenda Item):** None

**Consideration of a Motion to approve the Consent Agenda**

- A) Approval of Minutes**
  - a) 10-06-2015 Council Minutes**
  - b) 10-06-2015 Executive Session Minutes**
- B) Consideration of a motion for the surplus and disposal of a 1997 Ford dump truck in the Public Works & Engineering Department.**
- C) Consideration of a Motion to approve a site access agreement between the City of Statesboro and Verizon Wireless for the purpose of assessing the suitability of the property for its intended use.**

Councilman Riggs made a motion, seconded by Councilman Boyum to approve the consent agenda in its entirety. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

**Public Hearing and first reading of Ordinance 2015-06: An ordinance amending Chapter 18 of the Statesboro Code of Ordinance regarding Temporary Vendors.**

Councilman Riggs made a motion, seconded by Councilman Boyum to open the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

Councilman Britt expressed his concerns with the grandfather clause that was in the proposed ordinance. He did not want the current temporary businesses to have the ability to stay the way they were without having to follow the ordinance as other businesses do. With the comments from Councilman Lewis and Councilman Boyum, they appeared to be in support of the grandfather clause. Carey Melton asked Council regarding the possibility of having a “Food Truck” permit. Council stated, at this time, food trucks were not allowed but may be possible in the future. Councilman Britt made a motion, seconded by Councilman Riggs to close the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote. There was no action taken on Ordinance 2015-06.

**Public Hearing and Consideration of a Motion to approve APPLICATION # RZ 15-09-03: Bill Simmons requests a zoning map amendment for 3.34 acres of property located at 0 Hill Pond Lane from the R-4 (High Density Residential) and CR (Commercial Retail) zoning districts to PUD/CR (Planned Unit Development with Commercial Overlay) zoning district (Tax Parcel # MS74 000198A 030).**

Councilman Riggs made a motion, seconded by Councilman Britt to open the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

John Dotson, representing the applicant, spoke in favor of the request. There were no public comments against the request.

Councilman Riggs made a motion, seconded by Councilman Lewis to close the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

Councilman Riggs made a motion, seconded by Councilman Boyum to approve APPLICATION # RZ 15-09-03: Bill Simmons requests a zoning map amendment for 3.34 acres of property located at 0 Hill Pond Lane from the R-4 (High Density Residential) and CR (Commercial Retail) zoning districts to PUD/CR (Planned Unit Development with Commercial Overlay) zoning district (Tax Parcel # MS74 000198A 030). Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.



**Public Hearing and Consideration of a Motion to approve APPLICATION # RZ 15-09-08: Bill Simmons requests a zoning map amendment for .74 acres of property located at 0 Brampton Avenue from R-4 (High Density Residential) to PUD/CR (Planned Unit Development with Commercial Overlay) zoning district (Tax Parcel # MS74 000198A 021).**

Councilman Riggs made a motion, seconded by Councilman Lewis to open the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

There were no public comments for or against the request.

Councilman Riggs made a motion, seconded by Councilman Boyum to close the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

Councilman Riggs made a motion, seconded by Councilman Lewis to approve APPLICATION # RZ 15-09-08: Bill Simmons requests a zoning map amendment for .74 acres of property located at 0 Brampton Avenue from R-4 (High Density Residential) to PUD/CR (Planned Unit Development with Commercial Overlay) zoning district (Tax Parcel # MS74 000198A 021). Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

**Public Hearing and Consideration of a Motion to approve APPLICATION # V 15-09-02: Bill Simmons requests a variance from Article XIV of the Statesboro Zoning Ordinance to reduce the lot regulations from the required 10 acres to 4.08 acres for the requested PUD (Planned Unit Development) zoning district (Tax Parcel # MS74 000198A 030 and MS74 000198A 021).**

Councilman Riggs made a motion, seconded by Councilman Lewis to open the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

There were no public comments for or against the request.

Councilman Lewis made a motion, seconded by Councilman Riggs to close the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

Councilman Britt made a motion, seconded by Councilman Lewis to approve APPLICATION # V 15-09-02: Bill Simmons requests a variance from Article XIV of the Statesboro Zoning Ordinance to reduce the lot regulations from the required 10 acres to 4.08 acres for the requested PUD (Planned Unit Development) zoning district (Tax Parcel # MS74 000198A 030 and MS74 000198A 021). Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

**Public Hearing and Consideration of a Motion to approve APPLICATION # V 15-09-09: Bill Simmons requests a variance from the buffering requirements when a nonresidential use abuts a residential zoning area as required by Article XXIII of the Statesboro Zoning Ordinance (Tax Parcel # MS74 000198A 030).**

Councilman Riggs made a motion, seconded by Councilman Lewis to open the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

John Dotson, representing the applicant, spoke in favor of the request. There were no other public comments.

Councilman Riggs made a motion, seconded by Councilman Boyum to close the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

Councilman Riggs made a motion, seconded by Councilman Boyum to approve **APPLICATION # V 15-09-09**: Bill Simmons requests a variance from the buffering requirements when a nonresidential use abuts a residential zoning area as required by Article XXIII of the Statesboro Zoning Ordinance (Tax Parcel # MS74 000198A 030). Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

**Public Hearing and Consideration of a Motion to approve APPLICATION # V 15-09-01: Pankaj Patel requests a variance from Article X of the Statesboro Zoning Ordinance to increase the maximum building height from 35' to 60' to construct a hotel (Tax Parcel # MS63 000026 022).**

Councilman Riggs made a motion, seconded by Councilman Lewis to open the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

Councilman Boyum asked questions regarding the hammerhead at the end of the parking lot and the purpose of it. Jeremy Hart, EMC Engineering Firm, stated this was the only way it could be done with the available amount of space. After much discussion, the consensus was not to have the hammerhead in the plans for the parking lot. There were no other public comments.

Councilman Riggs made a motion, seconded by Councilman Lewis to close the Public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

Councilman Riggs made a motion, seconded by Councilman Britt to approve **APPLICATION # V 15-09-01**: Pankaj Patel requests a variance from Article X of the Statesboro Zoning Ordinance to increase the maximum building height from 35' to 60' to construct a hotel (Tax Parcel # MS63 000026 022) with conditions that (1) developer construct American Way pursuant to the City standards and specifications as determined by the City Engineer. Subject property must maintain public access to parking lot for turnaround from American Way at all times; and (2) developer must install a sidewalk on the southern side of American Way. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

**Public Hearing and Consideration of a Motion to approve APPLICATION # V 15-09-07: Pankaj Patel requests a variance from Article XVI to decrease the required parking spaces from 98 to 94 for the referenced hotel (Tax Parcel # MS63 000026 022).**

Councilman Britt made a motion, seconded by Councilman Riggs to open the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

There were no public comments.

Councilman Riggs made a motion, seconded by Councilman Lewis to close the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

Councilman Riggs made a motion, seconded by Councilman Britt to approve **APPLICATION # V 15-09-07**: Pankaj Patel requests a variance from Article XVI to decrease the required parking spaces from 98 to 94 for the referenced hotel (Tax Parcel # MS63 000026 022). Councilman Britt, Riggs and Lewis voted in favor of the motion. The motion carries by a 3-0 vote. Councilman Boyum abstained himself from voting. He stated it would be a conflict of interest as he works for a competing hotel.

**Public Hearing and Consideration of a Motion to approve APPLICATION # SE 15-09-06: Trenton Beard requests a special exception to allow for the utilization of the property located at 606 South Zetterower Avenue as an automotive enhancement services retail use. The subject site is zoned CR (Commercial Retail), which does not permit automotive enhancement services by right (Tax Parcel # S31 000021 003).**

Councilman Britt made a motion, seconded by Councilman Riggs to open the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

Attorney Lovett Bennett, on behalf of the applicant, spoke in favor of the request. Council asked if all the work would be done inside the building, Trenton Beard replied yes. There were no other public comments.

Councilman Britt made a motion, seconded by Councilman Lewis to close the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

Councilman Boyum made a motion, seconded by Councilman Britt to approve **APPLICATION # SE 15-09-06**: Trenton Beard requests a special exception to allow for the utilization of the property located at 606 South Zetterower Avenue as an automotive enhancement services retail use. The subject site is zoned CR (Commercial Retail), which does not permit automotive enhancement services by right (Tax Parcel # S31 000021 003). Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

**Public Hearing and Consideration of a Motion to approve APPLICATION # V 15-09-05: Trenton Beard requests a variance from Article X of the Statesboro Zoning Ordinance to reduce the required side yard setback from 15' to 5' to allow for the proposed addition to be aligned with the existing building (Tax Parcel # S31 000021 003).**

Councilman Riggs made a motion, seconded by Councilman Britt to open the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

Trenton Beard stated he needed the additional space to put more bays inside the shop so that he can use some of the existing space for storage. There were no other public comments.

At 7:05 pm, Councilman Lewis left the meeting.

Councilman Riggs made a motion, seconded by Councilman Boyum to close the public hearing. Councilman Britt, Boyum and Riggs voted in favor of the motion. The motion carries by a 3-0 vote.

Councilman Boyum made a motion, seconded by Councilman Riggs to approve **APPLICATION # V 15-09-05**: Trenton Beard requests a variance from Article X of the Statesboro Zoning Ordinance to reduce the required side yard setback from 15' to 5' to allow for the proposed addition to be aligned with the existing building (Tax Parcel # S31 000021 003).

Councilman Britt, Boyum and Riggs voted in favor of the motion. The motion carries by a 3-0 vote.

**Public Hearing and Consideration of a Motion to approve APPLICATION # V 15-09-04: John Wayne Figg requests a variance from Article IV of the Statesboro Zoning Ordinance to reduce the required accessory structure setback from 10' to 2.5' for the rear and right side setback to allow for an 18' X 24' open front wood and metal shed to be constructed to store recreational vehicles (Tax Parcel # S26 000019 000).**

Councilman Riggs made a motion, seconded by Councilman Boyum to open the public hearing. Councilman Britt, Boyum and Riggs voted in favor of the motion. The motion carries by a 3-0 vote.

John Figg spoke in favor of the request stating her wanted a place to store his recreational vehicles. Mayor Moore asked if the structure would be closed in. He replied it would be closed on three sides. Mayor Moore stated she was concerned the equipment stored inside would be visible to the street. Mr. Figg stated he had no problem with installing a roll up door.

At 7:15 pm, Councilman Lewis returned to the meeting.

Councilman Boyum made a motion, seconded by Councilman Britt to close the public hearing. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

Councilman Boyum made a motion, seconded by Councilman Riggs to approve APPLICATION # V 15-09-04: John Wayne Figg requests a variance from Article IV of the Statesboro Zoning Ordinance to reduce the required accessory structure setback from 10' to 2.5' for the rear and right side setback to allow for an 18' X 24' open front wood and metal shed to be constructed to store recreational vehicles (Tax Parcel # S26 000019 000) with the condition of adding a roll up door to secure the building. Councilman Britt, Boyum Riggs and Lewis voted in favor of the motion. The motion carries by a 4-0 vote.

**Consideration of a Motion to approve a Memorandum of Understanding regarding the Georgia Southern University E-Zone and Innovation Incubator**

Councilman Riggs made a motion, seconded by Councilman Britt to approve a Memorandum of Understanding regarding the Georgia Southern University E-Zone and Innovation Incubator. Councilman Britt, Boyum, Riggs, and Lewis voted in favor of the motion. The motion carried by a 4-0 vote.

### **Other Business from City Council**

Mayor Moore stated there were 53 applicants that applied for the City Manager position. She also stated that approximately 20 applicants will be sent questionnaires.

Mayor Moore also stated the position of Director of Public Safety/Police Chief will be addressed at the next Council meeting. The decision will be made as to which model will be used in the future.

**City Managers Comments:** None

**Public Comments (General)**

- A) Amber Friske request to speak to Council in regards to Fletcher Drive with wildlife, drainage and traffic.**
- B) Ms. Annie Bellinger request to speak with Council regarding the habits in the community**

Ms. Fiske spoke expressing her concerns regarding Fletcher Drive with the drainage problems and no sidewalks. She also talked about the speed limit not being followed as well as a deer crossing sign needs to be placed in the area. She was receptive when speed bumps were mentioned as part of a solution to the speeding on the road.

Ms. Bellinger spoke with Council on fairness. Ms. Bellinger lives on Morris Street and mentioned that she saw Councilman Lewis collaborating with the Funeral Home owner on their street. She also stated she thinks the mini mart owners are dishonest and do not treat everyone fair. She spoke of how she was being treated for a dental problem and later found that she was being treated for the wrong condition.

### **Consideration of a Motion to Adjourn**

Councilman Lewis made a motion, seconded by Councilman Riggs to adjourn the meeting. Councilman Britt, Boyum, Riggs, and Lewis voted in favor of the motion. The motion carried by a 4-0 vote.

The meeting was adjourned at 7:40 pm.

**MORATORIUM ORDINANCE 2015-10  
EXTENDING THE MORATORIUM ADOPTED AUGUST 4, 2015**

**AN ORDINANCE BY THE MAYOR AND CITY COUNCIL FOR THE CITY OF STATESBORO TO PROVIDE FOR THE APPROVAL OF AN EXTENSION OF THE TEMPORARY, NINETY DAY MORATORIUM ON ACCEPTING APPLICATIONS FOR ZONING PERMITS FOR PERMANENT CONSUMER FIREWORKS RETAIL SALES FACILITIES, STORES OR VARIATIONS THEREOF FOR AN ADDITIONAL NINETY DAYS; TO PROVIDE FOR SEVERABILITY; TO BAR THE ACCEPTANCE OF ANY APPLICATIONS FOR ZONING PERMITS FOR PERMANENT CONSUMER FIREWORKS RETAIL SALES FACILITIES, STORES OR VARIATIONS THEREOF DURING THE MORATORIUM TIME PERIOD; TO PROVIDE AN EFFECTIVE DATE; TO REPEAL ALL ORDINANCES AND PARTS OF ORDINANCES IN CONFLICT HERewith; AND FOR OTHER PURPOSES.**

**WHEREAS**, by the Mayor and City Council of the City of Statesboro, Georgia, have been vested with substantial powers, rights and functions to generally regulate the practice, conduct or use of property for the purposes of maintaining health, morals, safety, security, peace, and the general welfare of the City of Statesboro; and

**WHEREAS**, the General Assembly approved House Bill 110 during the 2015 Legislative Session, subsequently signed into law by Governor Nathan Deal, allowing for the sale of consumer fireworks from permanent retail sales facilities, stores and variations thereof, and specifically provides that local governments are allowed to regulate where consumer fireworks are sold through local zoning regulations; and

**WHEREAS**, the Georgia Supreme Court, in the case of *DeKalb County v. Townsend*, 243 Ga. 80 (1979), has held that, “To justify a moratorium, it must appear first, that the interests of the public generally, as distinguished from those of a particular class, require such interference; and second, that the means are reasonably necessary for the accomplishment of the purpose, and not unduly oppressive upon individuals”; and

**WHEREAS**, the Zoning Ordinance of the City of Statesboro, Georgia does not address and never contemplated the sale of consumer fireworks from permanent retail sales facilities, stores and variations thereof because prior to the enactment of House Bill 110 consumer fireworks were contraband throughout the State of Georgia; and

**WHEREAS**, the public safety issues created by permitting the sale of consumer fireworks in all commercial districts is simply unknown at this time, and the Mayor and City Council need additional time determine what zoning district should allow the sale of consumer fireworks; and

**WHEREAS**, the location of permanent retail sales facilities, stores and variations thereof for the sale of consumer fireworks is a novel and strong public safety concern to the public generally and the Mayor and City Council of the City of Statesboro wish to continue to review the City's ordinances pertaining to zoning; and

**WHEREAS**, the Mayor and City Council find that in the interests of the public the enactment and continuance of a moratorium is justified to study the potential impact of such businesses; and

**WHEREAS**, the Mayor and City Council of the City of Statesboro declare that their finding that the interests of the public necessitate the immediate enactment and continuance of a moratorium as set forth herein, for health, safety, morals, and general welfare purposes, and by means which are reasonable and not unduly oppressive; and

**WHEREAS**, the Mayor and City Council of the City of Statesboro are aware that the City of Statesboro's Zoning Code does not presently recognize permanent retail sales facilities, stores and variations thereof for the sale of consumer fireworks, and does not specifically allow for the same in any zoning district; and

**WHEREAS**, the Mayor and City Council of the City of Statesboro believe that a continued moratorium on the acceptance and processing of applications for zoning permit approvals for permanent retail sales facilities, stores and variations thereof for the sale of consumer fireworks will not deny property owners economically viable use of their property and will give city officials the time needed to determine the proper zoning for such businesses;

**WHEREAS**, a resolution adopting such a NINETY (90) day moratorium was previously adopted on August 4, 2015 which allows two (2) extensions of the moratorium for period of time not to exceed 270 days;

**NOW, THEREFORE, BE IT RESOLVED**, by the Mayor and City Council of Statesboro that the problems that gave rise to the original moratorium adopted on August 4, 2015 continue to exist and that progress is being made by the City but that additional time is necessary to adequately address the issues facing the City.

**NOW, THEREFORE**, the City of Statesboro hereby ordains:

**Section 1.**

- (a) A NINETY (90) day moratorium starting from the effective date of this ordinance on the establishment or expansion of any permanent retail sales facilities, stores and variations thereof for the sale of consumer fireworks, whether independent or incidental to or accessory to any other permitted use. As part of this moratorium the City shall not accept or process any applications for zoning permits, certificates of occupancy, occupational tax certificates, or any other City licensing for permanent retail sales facilities, stores and variations thereof for the sale of consumer fireworks. This moratorium shall apply to all

applications currently pending or under review by the City of Statesboro and staff as of the effective date of this ordinance.

- (b) This moratorium shall be effective in the corporate and municipal boundaries of the City of Statesboro.
- (c) The Mayor and City Council may extend the moratorium established by this ordinance one (1) time(s) for a period not to exceed 180 day(s) upon a finding by the Mayor and City Council that the problems that gave rise to the original moratorium continue to exist and that progress is being made by the City but that additional time is necessary to adequately address the issues facing the City.

## **Section 2.**

For purposes of this moratorium “permanent retail sales facilities, stores and variations thereof for the sale of consumer fireworks” is defined as any business premises upon which patrons may purchase consumer fireworks as that term is defined in House Bill 110.

## **Section 3.**

This moratorium has been placed into effect as an emergency measure by the Mayor and City Council as a reasonable measure deemed necessary for the public health, safety, and general welfare of the City and its residents and property owners.

## **Section 4.**

- (a) The Mayor and City Council may authorize exceptions to the moratorium imposed by this ordinance when it finds, based upon substantial competent evidence presented to it, that the deferral of action on an application for a zoning permit or any city issued license for the duration of the moratorium would impose an extraordinary hardship on a landowner or petitioner.
- (b) Any request for an exception from the moratorium imposed by this ordinance shall be filed in writing with the City Manager or designee and shall include the name of the requester, the name and address of the proposed location, the relationship of the requester to the proposed business and location, a recitation of the facts which are alleged to support a claim for an extraordinary hardship, any other information the City Manager deems necessary for the Mayor and City Council to be informed with respect to the request, and shall be signed and notarized.
- (c) At least one public hearing on any request for an exception for an extraordinary hardship under the moratorium shall be held by the Mayor and City Council before the Mayor and City Council may take action on such request.
- (d) When the Mayor and City Council is tasked with reviewing a written application for an exception from the moratorium imposed by this ordinance due to a claim of an



extraordinary hardship they shall consider, at a minimum, the following criteria, but final discretion shall remain with the Mayor and City Council:

- (1) Whether, prior to the effective date of this ordinance, the applicant has received any permits or licenses from the city for such business location; and
- (2) Whether, prior to the effective date of this ordinance, the applicant has made substantial expenditures of money or resources in reliance of those permits or licenses which may have been issued by the city; and
- (3) Whether, prior to the effective date of this ordinance, the applicant has contractual commitments in reliance of those permits or licenses which many have been issued by the city; and
- (4) Whether, prior to the effective date of this ordinance, the applicant has incurred any financial obligations to a lending institution which, despite a thorough review of alternative solutions, the applicant cannot meet those financial obligations unless granted an exemption and the opportunity to conduct business; and
- (5) Whether the moratorium will expose the applicant to substantial monetary liability to third parties or would leave the applicant unable to earn a reasonable return on any investment made on the real property affected by this ordinance; and
- (6) The history and location of the property, including past commercial business uses of the property, if any; and
- (7) Any staff report which may have been created based upon the application for an exemption from the moratorium imposed by this ordinance; and
- (8) Any other criteria the Mayor and City Council deems pertinent to deciding whether such exemption from the moratorium imposed by this ordinance should be granted.

#### **Section 5.**

This moratorium may be terminated by the Mayor and City Council prior to the expiration of NINETY (90) days upon the adoption by the Council of appropriate zoning ordinances.

#### **Section 6.**

All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.

#### **Section 7.**

If any section, clause, sentence or phrase of this ordinance is held to be invalid or unconstitutional by any court of competent jurisdiction, then said holding shall in no way effect the validity of the remaining portions of this ordinance.

**Section 8.**

This ordinance shall become effective immediately upon its adoption by the City Council.

**SO ORDAINED**, this \_\_\_\_ day of \_\_\_\_\_, 2015

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Mayor Jan J. Moore  
City of Statesboro

ATTEST:

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Sue Starling  
Clerk of Council

**Resolution 2015-43: A RESOLUTION REQUESTING APPROVAL FOR SUBMITTAL OF APPLICATION TO THE AMERICA'S BEST COMMUNITITES COMPETITION FOR GRANT FUNDING**

THAT WHEREAS, Frontier Communications, Dish Network, CoBANK, and the Weather Channel have partnered to sponsor the America's Best Communities Competition, and

WHEREAS, the City of Statesboro has partnered with the Averitt Center for the Arts, the Downtown Statesboro Development Authority, the South Main Street Revitalization Committee of the Statesboro Bulloch Chamber of Commerce; and other community partners to submit an initial application to the America's Best Communities (ABC) competition; and

WHEREAS, the partnership application submitted on behalf of the City of Statesboro was selected as a quarter finalist and continued competition toward a \$3 million grand prize; and

WHEREAS, continued advancement as a semi-finalist requires the submission of a ABC Revitalization Submission Form (including projections for budget expenditures for the possible \$100,000 in semi-finalist grant winnings) and an ABC Community Revitalization Plan that reflects the needs and initiatives of community; and

WHEREAS, the Mayor and City Council for the City of Statesboro has identified Highway 301 South, also known as South Main Street, (and affectionately known as the Blue Mile) as an important corridor for economic development, revitalization, and quality of life in Statesboro, Bulloch County, and the region; and

WHEREAS, the Community Revitalization Strategy, the ABC Submission Form, and the expected expenditures budget being submitted for the America's Best Communities competition articulates a vision and strategy of revitalization for the Blue Mile;

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Statesboro, Georgia in regular session assembled this 3rd day of November, 2015, as the governing body for the City of Statesboro, Georgia, that the submittal of semi-finalist materials to the Americas Best Communities competition, is hereby approved.

Approved this 3<sup>rd</sup> day of November, 2015

\_\_\_\_\_  
By: Jan J. Moore, Mayor

\_\_\_\_\_  
Attest: Sue Starling, City Clerk



**COMMUNITY  
REVITALIZATION  
SUBMISSION FORM  
Quarter-Finalist Round**

## TABLE OF CONTENTS

<b>ABOUT THIS DOCUMENT</b> .....	3
<b>SEMI-FINALIST ROUND CRITERIA</b> .....	3
<b>SUBMISSION FORM</b> .....	5
Step 1: Type of Strategy .....	5
Step 2: Community Engagement .....	6
Step 3: Long-term Vision and Strategy .....	7
Step 4: Short-term Tactics .....	8
Step 5: Budget Planning .....	8

## ABOUT THIS DOCUMENT

In addition to the Community Revitalization Plan, this application form challenges the 50 Quarter-Finalists to address the barriers they identified in the previous application form, and asks them to explore their community identities as a way to engage their communities fully in the revitalization process. During this round, we move from collecting baseline community information to launching community action plans.

The Community Revitalization Toolkit highlights several elements necessary for community revitalization. These elements will greatly assist the 50 Quarter-Finalists with the Quarter-Finalist Submission Form.

The purpose of this Prize is to focus on the strengths of communities, to deepen their connections and together increase prosperity in rural communities. The purpose of this submission form is to provide more context and information about your Community Revitalization Plan in order to help the judges evaluate your plan. This will help our judges identify the best revitalization plans to fund and support. It is also an opportunity for even non-winners to reconsider their approach to revitalization and how they engage, organize and mobilize their communities.

Goals for Quarter-Finalists: To create a revitalization plan with your community

It is important to note that this Submission Form builds on the application submitted during the previous Application Round. Please use this document as a working draft. As with the first application, your team will be required to complete the Submission Form online using the Quarter-Finalist portal on the ABC website.

## SEMI-FINALIST ROUND CRITERIA

In the first submission phase, the criteria measured a baseline of information about your community's economic development, vision and impact, context and commitment, and community identity. In this phase, your application will be judged on the action required to transform your community using your revitalization plan. See Judging Criteria below.

From the pool of Quarter-Finalists, up to 15 Semi-Finalists will be selected who scored highest on a 12-point scale, relative to other applicants, based on the following criteria:



COMMUNITY ENGAGEMENT  
(4 POINTS)

Brings together diverse constituents who comprehensively represent the community to contribute to the visioning, planning and implementation processes

LONG-TERM VISION &  
STRATEGY (4 POINTS)

Provides a clear vision for the community's social and economic future, identifying the infrastructure, resources and relationships needed for sustainable community revitalization

SHORT-TERM TACTICS (4 POINTS)

Proposes an 11-month plan that clearly identifies individuals and groups responsible for achieving milestones and creating deliverables



## SUBMISSION FORM

The purpose of this submission form is to serve as a complementary document in support of the Community Revitalization plan that your community intends to fully implement between April 18, 2016 and March 28, 2017. The community should be directly involved at each stage of the revitalization plan and implementation, and a set of processes is necessary to gauge the baseline economic status of the community, understand your progress towards the objectives you will achieve to improve the economy, how you intend to measure your successes and capture your lessons learned.

### Step 1: Type of Strategy

We recognize that economic development strategies can be both low-cost and high-cost undertakings. As such, we'd like to know how you plan to use the \$100,000 over the course of 11 months. Further, you must expound or refine the initiatives outlined in the Application Round.

For us to better understand the type of strategy you're implementing, please select from the options below. Your selection provides us background information and context for your strategy and will not be included in our criteria for selecting Semi-Finalists.

This Revitalization Plan and Funding Model will: *[check all boxes that apply]*

- Pilot a new strategy
- Sustain or provide additional support to an existing strategy
- Support multiple existing strategies



## Step 2: Community Engagement

In the Application Round, you were asked to provide basic information on the context of your community, the partners who are joining you in the revitalization of your community, and above all, the social assets that define your community's identity. The identity of your community is central to engaging and deepening the impact of your revitalization plan. The success of your plan relies fundamentally on the engagement of your community. Share the collaborative and ongoing process you will undertake to engage your community.

### The People and Community:

1. Who in your community will this plan's revitalization efforts support and benefit? [150 words]
2. Your story: Share a story that depicts current successes and challenges of your local community as it relates to the specific beneficiaries. You can also share a story of a specific business owner. [250 words]
3. Your future: Provide a snapshot into the future. What will your community look like in 2017, when this revitalization plan is in implementation? [250 words]
4. What are your tactics for engaging the community members who will benefit? How will they engage their networks? [150 words]
5. How will the engaged community members benefit and how will they contribute? [150 words]

### The Revitalization Team:

1. Please list all of your team members and their roles. Please identify key decision-makers.
2. Who is leading this effort and why? [100 words]
3. What are your tactics for engaging this team? [150 words]
4. How will the team members engage their networks should your community be selected as a Finalist? [250 words]

5. How will you celebrate this initiative with the community, and recognize their participation and dedication? [150 words]
6. Why is this form of celebration best for engaging your community? [100 words]
7. During the revitalization planning process, what emerged as additional types of support your community needs beyond funding to help bring this plan life? [250 words]

### Step 3: Long-term Vision and Strategy

In the Application Round, you were asked to describe the economic challenges your community faces and the ways these challenges have been addressed over the last five years. Further, you were asked to identify the economic indicators for success of these initiatives. In this phase, as you develop a Revitalization Plan and strategy to address one or more of the challenges from the Application Round, please focus on the specific strategy/strategies that address the challenge(s).

1. Please upload your community's revitalization plan. [upload file field]
2. What are the specific challenge(s) your revitalization plan addresses? (Include those from the Application Round and any new challenges that have surfaced.) [150 words]
3. What strategy or strategies will you implement to address these challenges and barriers? Please use the following outline to detail each strategy. [500 words]
  - Goal
  - Strategy: There may be more than one strategy to meet a goal.
  - Objective: There may be more than one objective to meet a given strategy.
  - Tactics: There may be more than one tactic to meet an objective.
  - Resources + Relationships: The people and things you'll need to meet the objectives.
  - Measurement + Outcomes: How you'll measure your success and the outcomes you seek.

4. What assets do you have in your community and how will you position these assets as part of your revitalization plan? [250 words]
5. What will you measure as part of your revitalization plan? [200 words]
  - How will you collect and analyze information and determine your success rates? [250 words]
  - How will you assess the confidence of your team, community engagement and overall marketing efforts? What will be your evaluation process? [300 words]
  - What method will you use to review the project and the key learnings? Provide a method for sharing data with your team members. How will you share this information with the community? [150 words]

#### Step 4: Short-term Tactics

Please upload an implementation plan [a work plan in a format of your choice, e.g., Gantt chart] that outlines each of the tactics, and associated milestones, for implementing the plan and engaging the community throughout the 11-month award period. [file upload field]

#### Step 5: Budget Planning

[A downloadable form is provided for the information below on the Next Steps page of the ABC website. Applicants will upload the form on the Quarter-Finalist portal when complete.]

- Quarter-Finalist Budget Worksheet – Expenditures of Quarter-Finalist Prize [file upload field]
- Semi-Finalist Budget Proposal – for \$100,000 Finalist Prize [file upload field]



## Step 2: Community Engagement

In the Application Round, you were asked to provide basic information on the context of your community, the partners who are joining you in the revitalization of your community, and above all, the social assets that define your community's identity. The identity of your community is central to engaging and deepening the impact of your revitalization plan. The success of your plan relies fundamentally on the engagement of your community. Share the collaborative and ongoing process you will undertake to engage your community.

### **The People and Community:**

#### **1. Who in your community will this plan's revitalization efforts support and benefit? [150 words]**

*By encouraging a renaissance of residential and commercial establishments in a central district connecting our 20,000-student university campus with downtown, this plan supports all who desire the synergy created by opportunities to reside, dine, be entertained, and operate and conduct business downtown. The plan promotes open spaces interspersing a seamless and healthy environment for walking and cycling, enjoying cultural experiences and purchasing fresh products offered by an abundant agribusiness community. It will encourage better housing options for those who desire to reside in a safer, more vibrant atmosphere. Growth in the economic base will encourage job creation and provide better options for the district's residents and for students seeking income during matriculation.*

*Our plan's revitalization efforts will benefit any citizen, business, visitor or student represented by the City of Statesboro, Bulloch County, Chamber of Commerce, Downtown Development Authority, and educational entities including Georgia Southern University, Ogeechee Technical College and East Georgia State College's Statesboro campus.*

#### **2. Your story: Share a story that depicts current successes and challenges of your local community as it relates to the specific beneficiaries. You can also share a story of a specific business owner. [250 words]**

*Our South Main corridor, a main entry into our city and a primary avenue connecting Georgia Southern University's historic entrance to the heart of downtown, had stagnated. Impediments to pedestrian traffic, absence of design standards and commercial and residential lots in alternating and various stages of success or decline made this high profile connector unappealing to eye and foot. It discouraged investors and did not reach potential for enticing citizens, faculty, students and visitors to established amenities including arts, farmer's market, walking trail and retail. A lack of a critical mass of consumers and residents challenged new retail-restaurant growth.*

*Revitalization efforts coalesced at a 2012 community leadership conference. A group representing broad-based interests began meeting monthly to suggest design standards and financial incentives and options, a tax allocation district among them; communicate its vision and invite participation. Today over 20 businesses and organizations have established, relocated to, renovated or removed properties based on plans and financing options/incentives that became available through multiple sources associated with economic development in and around downtown – specifically the corridor that connects our university with historic downtown.*

*One success story is Southern Palace. Established in the late 1990s, this Chinese restaurant was located in a strip mall in a business district populated more by franchise commerce than*



*small, local business. Over 20 years it had built a strong following of residents of Bulloch and contiguous counties as well as university students, yet other businesses in the complex did not enjoy the same consistent success. When the property's owner opted not to renew the few remaining leases the owners retired. In 2014 owners emerged from retirement to re-open in a site abandoned by one franchise restaurant beside second site also recently reinvented as a regional visitors' center/university museum site. During the restaurant's ribbon cutting, a third business owner started inquiring about the momentum— and in July relocated his insurance business to South Main.*

**3. Your future: Provide a snapshot into the future. What will your community look like in 2017, when this revitalization plan is in implementation? [250 words]**

*The heart of our community will be viewed as a destination. It will be designated by an archway denoting the entrance to the "Blue Mile" and decorated by wayfinders and banners encouraging the foot to follow where the eye is enticed. Safe, visually appealing pedestrian venues – both sidewalk and trail - will be populated by a diverse mix of town and gown, young professionals and retirees, families and individuals.*

*The corridor will engender creativity of experience and expression. From opportunities to participate in arts to entrepreneurial forays supported by the existing City Campus' E(ntrepreneur)-Zone, Fabrication Laboratory and Business Innovation center, the center will not be merely passive. It will embrace history and celebrate our stories through markers commemorating locations of historic significance and highlighting "Statesboro Stars," both natives and who chose to study at local educational institutions then reached achievement in the arts, sciences, sports, business and politics.*

*Residential and commercial structures will reflect design standards adopted to offer a seamless flow between restaurants, retailers, residencies that are newly constructed duplexes, revitalized units and renovated homes.*

*The corridor will be punctuated by the blue and white emblematic of our university's colors.*

*The South Main project and America's Best Communities competition have created an intersection of vision and opportunity. By 2017 our entire community will be able to be served there.*

**4. What are your tactics for engaging the community members who will benefit? How will they engage their networks? [150 words]**

*This competition has provided an excellent forum for our continuing program of engagement. Reaching the quarterfinals enabled us to return to civic clubs, board meetings, campus activities and local governmental bodies with updates on revitalization. University student orientations now include a walking tour of the area and invited input and participation, introducing these newcomers to the challenges and opportunities of revitalizing an area for their benefit as well as for full-time citizens. Student groups such as BUILD and DIRT through the Office of Student Leadership and Community Engagement are focusing their projects in the corridor, sprucing up signage, landscaping and even lending skill and muscle to demolition, debris removal and construction projects (<http://www.statesboroherald.com/archives/69128/>).*



*We will continue to lead forums for open discussion among residents, students, business owners and consumers. The curricula of youth and adult leadership classes will include information on the project and invitations to participate. An adult class project will include an "Ask me about the Blue Mile" campaign. A recent youth class project raised funds for the development of a dog park designated to be in the corridor.*

**5. How will the engaged community members benefit and how will they contribute? [150 words]**

*Business will be more vibrant, resulting in job creation and tax base growth – a benefit for citizens, business owners and all who have invested in our community's growth. Consumers will enjoy a broader and deeper range of options for supporting local retailers and restaurants. Professionals in the educational, legal and health arenas will strengthen a hub status which already shields us community in times of national recession and expedites our recovery. Once blighted housing, retail establishments and other sites will enjoy renewal, a benefit to residents, particularly those in lower income brackets, and offer another option to young professionals seeking an atmosphere less-suburban than traditional neighborhoods offer. Streets will be brighter and more populated, ameliorating an environment that invites crime. Importantly, town and gown relationships will be more robust and there will be more opportunities for the university's faculty, staff and students to support local business footsteps away from campus. Top performing students recruited by the university and the parents who are part of campus visits, will be more likely to give top consideration to our university town.*

The Revitalization Team:

**1. Please list all of your team members and their roles. Please identify key decision-makers.**

*An energetic and insightful core group representing public and private interests called the "South Main Revitalization Committee" has become entwined with a similar group of leaders who created and submitted our community's entry in the America's Best Community's competition. Though still in an adolescent stage, the South Main Revitalization Committee's traction and notable early success has become inseparable from the process of this competition. Some individuals overlap these committees while others have skill-sets leading them to contribute more specifically to one. Among these are:*

*Darron Burnette, Immediate Past Chair of Statesboro-Bulloch Chamber of Commerce and President of Sea Island Bank, a prominent business located on the "Blue Mile" corridor. A key decision-maker, Darron is the driver behind the South Main Revitalization Committee.*

*Tan Adams, Area Manager of Georgia Power*

*Tim Chapman, Executive Director of the Averitt Center for the Arts, a growing cultural center for performing arts located downtown. This organization served as lead applicant for our submission.*

*Linda Christy, Executive Director of Habitat for Humanity*

*Mandi Cody, Director of Planning & Development, City of Statesboro*

*Bryan Davis, private developer, Hendley Properties*

*Wendy Denton, Georgia Southern University Assistant Director of Office of student Leadership and Community Engagement*

*Keely Fennell, private developer, Nesmith Construction, and past chair of Chamber of Commerce*

*Dominique Halaby, Director of GSU's City Campus, located on East Main next to City Hall*

*Bob Mikell, Downtown Statesboro Development Authority Board Chair*

*Jan Moore, a key decision maker in her role as Mayor of the City of Statesboro. She is also Ogeechee Technical College's Dean of Students*

*Allen Muldrew, Executive Director, and his staff of Downtown Statesboro Development Authority*

*Phyllis Thompson, President of the Statesboro-Bulloch Chamber of Commerce*

*Brooks Keel, Georgia Southern University President\**



\*Dr. Keel recently accepted the presidency of Augusta University. However, interim President Jean Bartels is aware and highly supportive of continued partnership and of the participation of university departments including City Campus staff and others on this list.

2. Who is leading this effort and why? [100 words]

*As a past chair of the Chamber of Commerce, bank president and member of boards within the university, health and education community, Darron Burnette has led the "Blue Mile" project. To him and other elected and community leaders in our progressive environment, it is obvious that economic and quality of life enhancements are mutually beneficial and fulfilling. The administration of our notable collegiate and technical school presence desire to attract discerning students whose parents and mentors support Statesboro as a prime choice as an education destination. Non-profit organizations, particularly those focused on housing and youths, know the value of attractive and affordable housing with nearby amenities to engage youth in safe, healthy activities.*

3. What are your tactics for engaging this team? [150 words]

*Because this team represents top leadership among the community's most highly engaged members who are key decision makers private and public interests, little prodding is needed. Tactics for engagement need not be numerous. The South Main Revitalization group has met monthly for over two years with agendas and action items presented each month. Additionally, the group break into sub-committees to further projects ranging from establishing the tax allocation district to determining design standards, seeking and fulfilling speaking engagements, maintaining communication with media outlets, and serving as liaisons to university programs and projects. Progress on any facet is communicated at monthly meetings, and action items are assigned – though more accurately are assumed. One team member recently described this working group as the best in which he's ever participated.*

**4. How will the team members engage their networks should your community be selected as a Finalist? [250 words]**

*Our community is not new to fielding winning teams or over-achievement. Back on December 1, 1906, Statesboro's leaders culminated a successful effort to win the nod from the state legislature as the site for a new Agricultural and Mechanical School. In the mid-'80s, and then a college soon to claim research university status, that school took a fledgling football program to the first of six national championship titles - each one catapulting us a to the spotlight of national attention and adding to the momentum of the community as a hub for education, healthcare, retail and agribusiness.*

*Following the example of those who came before, this team will protect the ball in the red-zone and carry it across the finish line into fruition. We will use multiple established tools including press coverage, social media, speaking engagements, booths and signs at downtown 1<sup>st</sup> Fridays, Division 1 sports events, festivals and parades to spread the word about our project and this competition, its sponsors and their goals..*

*This community is primed to know our position and our next steps. Further, as the only community in the state, we can draw upon the support of our legislative delegation and our state's top economic cheerleaders. Governor Nathan Deal is proud Georgia state has been named the "best state for doing business" (Area Development Magazine, Q3/2015), and we will*



*leverage ideas of supporters within the Georgia Chamber of Commerce, whose current president was once himself a student residing in Statesboro, Georgia Department of Community Affairs and Georgia Economic Developers Association.*

**5. How will you celebrate this initiative with the community, and recognize their participation and dedication? [150 words]**

*An opportune moment would be the unveiling of the Blue Mile entrance's decorative archway at an event celebrating our town's birthday (December 19, 1803). All stakeholders and supporters could gather at the head of the corridor for a ceremonious moment and representatives of all groups could participate in pedestrian parade – led by representatives of competition sponsors - - to the heart of the district for a festival of business, art and food on an even grander scale than the established "1<sup>st</sup> Friday" gatherings proximate to our Courthouse Square.*

**6. Why is this form of celebration best for engaging your community? [100 words]**

*This celebration would build on what our community currently values and enjoys while bringing heightened attention and celebration to the project site and the corridor's significant facelift. It would introduce by experience those who have not previously sampled what our vibrant downtown already offers and others who have wandered away, overlooking its progress. It would enable those who have been most closely involved the fulfillment of watching the venue's use and will underscore the victory of community collaboration. Best of all, it could inspire those who have previously stood on the sidelines of leadership to envision and undertake projects of their own – in this community and their own hometowns.*

**7. During the revitalization planning process, what emerged as additional types of support your community needs beyond funding to help bring this plan life? [250 words]**

*Branding, recruitment, retention and an innovative approach to infrastructure needs, complicated both by significant cost and the federal highway status of the north-south streets segment of downtown (U.S. Highway 301), will all require additional support.*

*We will require of existing businesses continued patience, particularly during streetscape and any infrastructure improvements, and buy-in to be able to maintain adherence to design standards and other concepts.*

*We have re-discovered the potential of student engagement and involvement and know we need to further engage university students' ideas, energy and service, ultimately enhancing their home-away-from home experience.*

*We were fortunate to have received the attention and added support from economic development champions such as Georgia Power, whose local and state teams have offered tremendous guidance and assistance with conceptual imagery. Beyond this expertise, a practical application to their participation is their better understanding of our needs and challenges in terms of infrastructure and economic development.*

*This project has provided anew rallying point for city and county officials. County officials proudly recognize that Statesboro is part of Bulloch County and a success for one yields opportunity for the other. We believe results of this effort will be a point of pride for other municipalities who share resources, infrastructure and amenities whether in Blue Mile district, Brooklet, Portal, Register.*



### Step 3: Long-term Vision and Strategy

*In the Application Round, you were asked to describe the economic challenges your community faces and the ways these challenges have been addressed over the last five years. Further, you were asked to identify the economic indicators for success of these initiatives. In this phase, as you develop a Revitalization Plan and strategy to address one or more of the challenges from the Application Round, please focus on the specific strategy/strategies that address the challenge(s).*

*1. Please upload your community's revitalization plan. [upload file field]*

*2. What are the specific challenge(s) your revitalization plan addresses? (Include those from the Application Round and any new challenges that have surfaced.) [150 words]*

The TRUE BLUE Strategy for revitalizing the Blue Mile articulated within the Revitalization plan addresses all of the challenges identified in the initial application round, plus two challenges that have been realized in the planning process. Challenges addressed include the need for a South Main Business Retention and Recruitment Plan; the creation of a South Main Corridor Redevelopment Plan that is replicable along West and North Main Streets (being paid for by quarter finalist winnings); allocation of Tax Allocation resources; creation of a downtown destination point; providing a permanent home for the Farmers Market; improvements in public infrastructure; provision of additional housing opportunities; and making the Blue Mile more livable and connected through green spaces, bike paths, and walking trails. During the planning process, we learned of a perception of a need for public parking and more safety in the area. The strategy also addresses these challenges.

*3. What strategy or strategies will you implement to address these challenges and barriers [500 words]*

- *Goal* • *Strategy: There may be more than one strategy to meet a goal.* • *Objective: There may be more than one objective to meet a given strategy.* • *Tactics: There may be more than one tactic to meet an objective.* • *Resources + Relationships: The people and things you'll need to meet the objectives.* • *Measurement + Outcomes: How you'll measure your success and the outcomes you seek.*

The Strategy to revitalize the Blue Mile is TRUE BLUE!

T is for "The TAD is rad and other funding mechanisms". The goal of this strategy is to identify next steps for implementing the recently adopted Tax Allocation District as a funding mechanism for the area and to identify other funding sources that can be leveraged for investment in the Blue Mile. Objectives will include securing the tax allocation of the Bulloch County Board of Commissioners and the Board of Education; seating an advisory board and allocating funding priorities. Additional objectives will be to identify and secure additional funding sources for investment in the area. R is for "Residential, Retail, and Destination Point development." This element tackles the challenges presented by a declining residential and commercial stock and an abundance of vacant structures in the area. The objective is to redevelop struggling residential and commercial spaces, bring new retail and residential development into the area, and to create destination points and amenities that will inspire people to come into the



5. *What will you measure as part of your revitalization plan? [200 words] • How will you collect and analyze information and determine your success rates? [250 words] • How will you assess the confidence of your team, community engagement and overall marketing efforts? What will be your evaluation process? [300 words] • What method will you use to review the project and the key learnings? Provide a method for sharing data with your team members. How will you share this information with the community? [150 words]*

As part of our Revitalization Plan, we will measure progress in the execution of our TRUE BLUE Strategy through execution of the implementation timeline, continued community engagement and positive comments and expressions of support in social and other media outlets; excitement and participation surrounding Main Street events; economic investments in the area; business retention and expansions; the rehabilitation of commercial and residential buildings; revitalization efforts; and residents and businesses moving into the area or expanding or improving residences and businesses that already call the Blue Mile home.

a. We will collect and analyze information to determine success rates through attendance at Main Street events; community comments and posts; construction values for building permits issued in the area; business licenses issued and renewed; job counts from business license applications; and vacancy rates for both residential and commercial buildings in the area. We will also measure the property tax assessment for the area as compared against three years ago when this effort began; today; and after implementation of elements of the TRUE BLUE strategy.

b. Confidence, community engagement, and marketing efforts will be evaluated through similar methods. Additionally, the responses and continued commitment of the Community Leadership conference, support of partner entities (especially the Bulloch County Board of Commissioners, Bulloch County Board of Education, and Georgia Southern University), and monthly meetings and regular accomplishments of the South Main Street Revitalization Committee will all serve to measure confidence and offer points of evaluation for processes, goals, and refinement of strategy implementation.

c. Currently, we share project key learnings in the monthly team meetings of the South Main Street Revitalization Committee, routine updates at City Council and County Commissioner meetings, broadcast through the Chamber of Commerce and annual updates, review, and re-commitments at the Community Leadership Conference. This information will be shared in public meetings, traditional press outlets, and the continuation of a social media campaign in support of this effort.

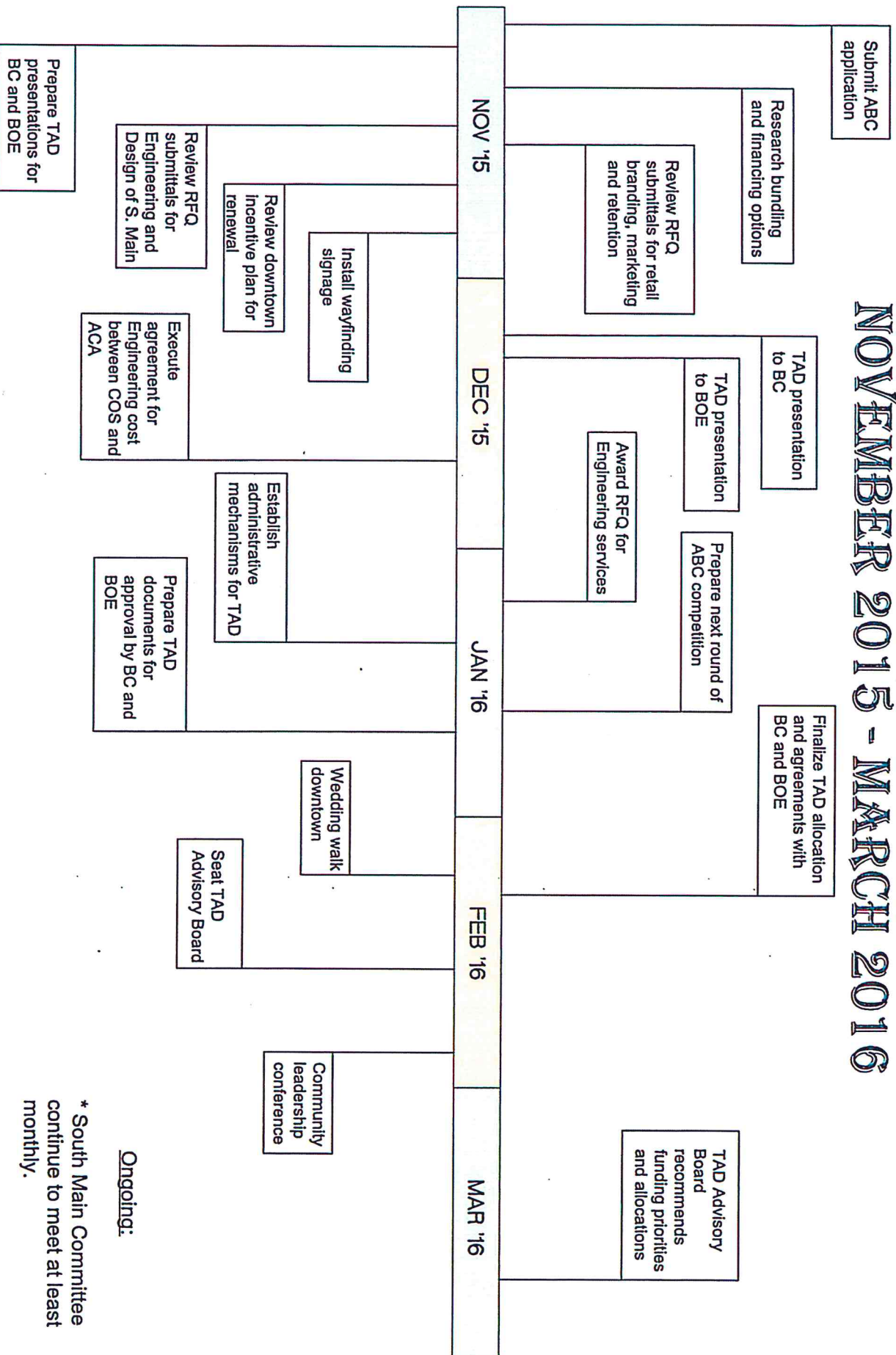
*Step 4: Short-term Tactics Please upload an implementation plan [a work plan in a format of your choice, e.g., Gantt chart] that outlines each of the tactics, and associated milestones, for implementing the plan and engaging the community throughout the 11-month award period. [file upload field]*

*Step 5: Budget Planning [A downloadable form is provided for the information below on the Next Steps page of the ABC website. Applicants will upload the form on the Quarter-Finalist portal when complete.]*

• *Quarter-Finalist Budget Worksheet – Expenditures of Quarter-Finalist Prize [file upload*

# ABC BLUE MILK IMPLEMENTATION

## NOVEMBER 2015 - MARCH 2016



Ongoing:

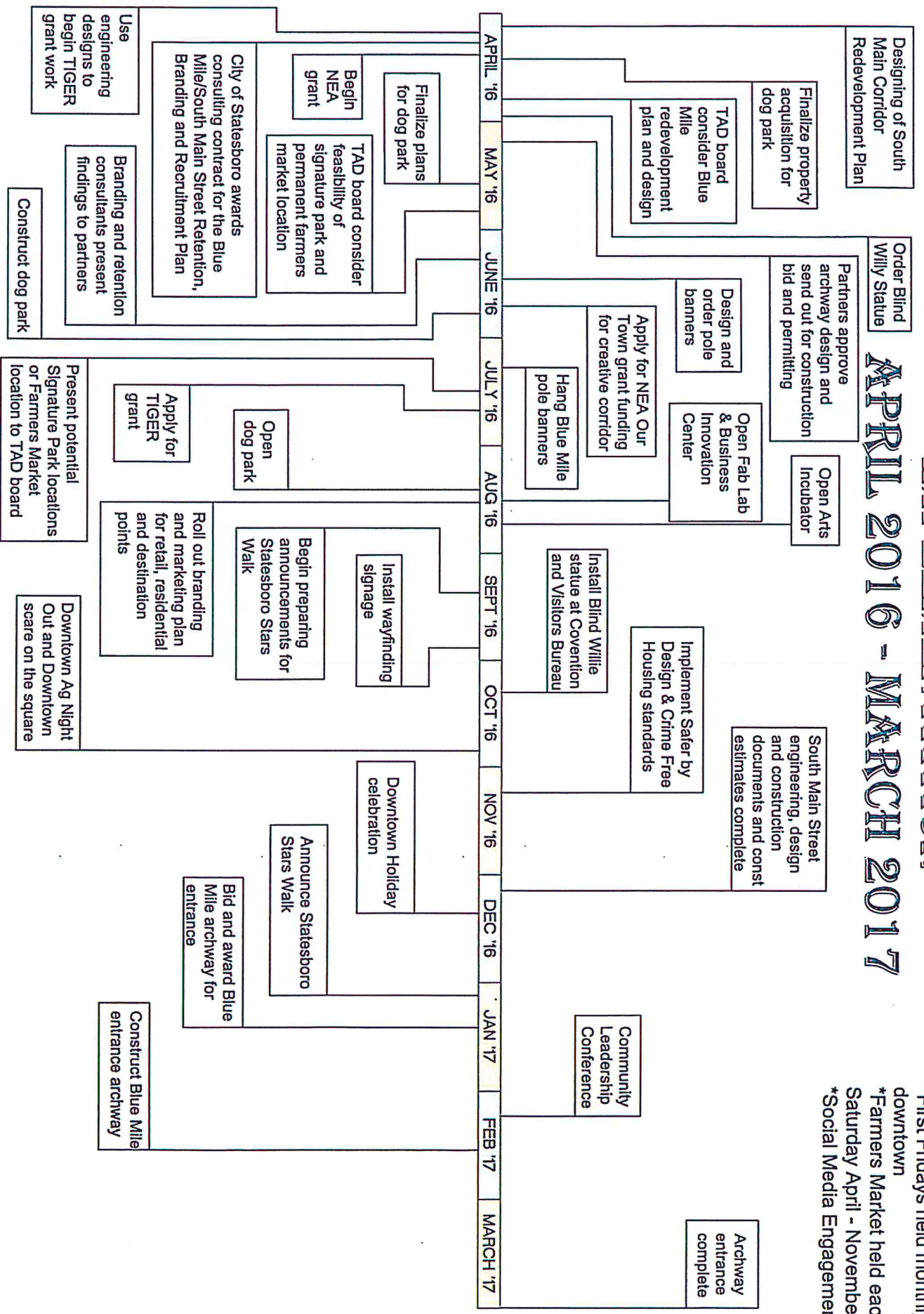
\* South Main Committee continue to meet at least monthly.

\* Social media engagement



# ABC BLUE MILE IMPLEMENTATION

## APRIL 2016 - MARCH 2017



Ongoing:  
 \*South Main Committee to meet at least monthly.  
 \*First Fridays held monthly downtown  
 \*Farmers Market held each Saturday April - November  
 \*Social Media Engagement

	Original Discussion	Current Submission
Entrance Signage	\$ 40,000.00	\$ 35,000.00
Dog park	\$ 25,000.00	\$ 20,000.00
Historical Bench (Blind Willy McTeil)	\$ 15,000.00	\$ 15,000.00
Other benches	\$ 6,000.00	\$ 6,000.00
Decorative trash bins	\$ 12,000.00	\$ 12,000.00
Blue Mile Banners	\$ 7,500.00	\$ 7,500.00
Video Production		\$ 3,000.00
Internet Production		\$ 1,000.00
Total costs	\$ 105,500.00	\$ 98,500.00

**ABC Budget Template  
Budget Summary**

Lead Applicant Organization:	
Lead Applicant Representative:	
Community/City:	

Beginning and Ending dates of funding for this report: \_\_\_\_\_ *Date* TO \_\_\_\_\_ *Date*

Note: Please do not edit items shaded in blue, as they are automatically calculated

		<b>Total Project Budget</b>	
		<b>From:</b>	
		<b>To:</b>	
	Consultants/Subcontracts	\$0	
	Travel	\$0	
	Equipment Purchase	\$28,500	
	Office Expenses	\$0	
	Communications/Publications	\$2,000	
	Conferences/Meetings	\$0	
	Other	\$0	
	<b>GRAND TOTAL</b>	<b>\$30,500</b>	

Total community match funding by source	Status (**)	Total Project Budget	Notes / Comments
ABC			
Your organization			i.e. cash contributions
Other donor #1			
Other donor #2			
Budget surplus / (shortfall)			

Receipts will not be required, but the categories of expenditures need to be complete. No prize funds should be used to pay employees of any organization involved in sponsoring/administering ABC. Funds can be deployed to pay administrative expenses or consultants incurred as a part of ABC process.

\*\* Status terms: Please use these terms to describe the status of funding requests to other funders (add additional description if required)  
*Committed*  
*Requested*  
*Under discussion*  
*Not yet under discussion*



# 'BORO BLUE MILE

WHERE INNOVATION AND  
CREATIVITY COME TOGETHER  
MASTER REDEVELOPMENT PLAN





THE BLUE MILE



**AMERICA'S**  
**BEST COMMUNITIES**  
STATESBORO, GA.

**STATESBORO WAS FOUNDED IN 1803.**



## EXECUTIVE SUMMARY

# WELCOME TO THE BLUE MILE

## *Where Innovation Meets Creativity*

The “Blue Mile” is the struggling one mile stretch of US Highway 301 South (South Main Street) bridging historic downtown Statesboro to the thriving campus of Georgia Southern University. Once a bustling area for locals and passers through alike, this area now suffers from a lack of identity, vitality, character, attractions, and amenities.

However, the Blue Mile serves an important link between Statesboro’s past and its future. With historic downtown Statesboro and a booming Averitt Center for the Arts anchoring one end of the mile and Georgia Southern University, a leading research institution boasting national awards in academics and athletics at the other, this corridor is where innovation and creativity meet to raise Statesboro’s economy on Eagle’s wings.



The Averitt Center for the Arts

## EXECUTIVE SUMMARY

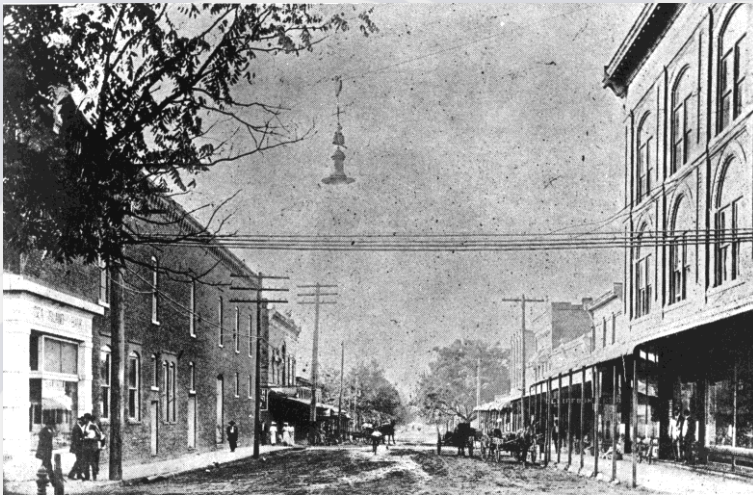
## WELCOME TO THE BLUE MILE

### *Where Innovation Meets Creativity*

Founded in 1803, Statesboro's downtown was built around the railroad tracks, trade, and basic commercial needs of rural Bulloch County and surrounding agricultural economies. Named for Archibald Bulloch, the American Revolutionary, agriculture remains the community's number one industry and top economic driver.

The number two economic driver in the community is the 20,000 plus students of Georgia Southern University. Founded in 1906 as an Agricultural College, today's students and faculty remain true to their heritage while being on the cutting edge of research and development.

The one mile stretch of US Hwy 301 that separates our historic beginnings from our innovative future suffers from lack of investment, and economic and physical decline. **Bridging this town-gown gap with shared economic prosperity is the opportunity of the Blue Mile.**



Early Photograph of Statesboro's Main Street

## THE PLANNING PROCESS

## COMMUNITY PLANS

The City of Statesboro, along with our partners, has engaged in several public planning processes in recent years which have produced a number of land use and visioning plans to address the challenges and opportunities of our community. These include the Bulloch County / City of Statesboro 2035 Long Range Transportation Plan (2009), the Downtown Statesboro Development Authority (DSDA) Master Plan (2011), the City of Statesboro Comprehensive Plan (2009) and 2014, and the Tax Allocation District (TAD) Redevelopment Plan of 2015.



Downtown Plan Town Hall Meeting

The number one request issued by the public in the 2008 transportation plan was for sidewalks, bike lanes, and more pedestrian-oriented connectivity. The plan responds with a number of suggested improvements in the Blue Mile area.

# THE PLANNING PROCESS

## COMMUNITY PLANS

In 2014, the Statesboro City Council adopted a future land use map identifying South Main Street as a “commercial redevelopment area”—an area currently in decline with vacant or underutilized properties—and adopted a finding that “it is the desire of the community to identify this area for redevelopment and investment, thus returning these areas to their intended state of a thriving commercial and/or mixed use area.”

The DSDA Master Planning process involved extensive public outreach through multiple town hall meetings, surveys of downtown retailers, and shoppers, surveys of GSU students, and a market demand study, all specific to the needs, desires and opportunities of our downtown.

The 2015 TAD Redevelopment Plan’s objective is to recommend major development projects that would spur growth in the area and produce an increase in the area’s tax base. Identifies three development projects that, if undertaken, could serve as catalysts for other investment within the Blue Mile area.

Although the Blue Mile is part of all these plans and discussions, the Blue Mile initiative itself was born at the Statesboro / Bulloch County Community Leadership Conference of 2012.

### PLANNING PROCESS TIMELINE

2008-2009	2009	2010	2011
Community meetings: transportation plan	Community meetings: Comprehensive plan adopted	Community meetings, transportation plan, shopper survey conducted, downtown merchant survey	DSDA Master Plan: Downtown Market Survey

2012	2013	2014	2015
Community Leadership Retreat •The Blue Mile is Born	South Main Committee travels to North Augusta, Greenville, and Spartanburg to learn about redevelopment. Continued commitment of community leadership conference	Comprehensive plan updates: Redevelopment plan: BM Stakeholder analysis: TAD placed on voter ballots update at leadership conference	America’s Best Communities Quarter Finalist



## THE PLANNING PROCESS

### SOUTH MAIN STREET REVITALIZATION COMMITTEE

The need to revitalize South Main Street (including the portion affectionately known as the “Blue Mile”) had been recognized as a perennial challenge at the Community Leadership Conference. The Statesboro-Bulloch County Annual Community Leadership Conference brings together local leaders in government, business, education, and nonprofit organizations annually to address the challenges and opportunities facing our community and each year selects a few initiatives to support to move our community in a positive direction.



Committee Members Speaking to Kiwanis Club

In 2012, community leaders established revitalization of the failing corridor as a community priority and participants formed the **South Main Street Revitalization Committee**. This volunteer led, city supported effort is committed to bringing vitality and economic prosperity back to South Main Street. This group is comprised of local business and community leaders; the Chamber of Commerce; Georgia Southern University; Ogeechee Technical College; the Bulloch County Board of Commissioners; the Bulloch County Board of Education; the Downtown Statesboro Development Authority; Habitat for Humanity; private citizens and the City of Statesboro, among others.

## THE PLANNING PROCESS

### SOUTH MAIN STREET REVITALIZATION COMMITTEE

The committee has partnered with GSU classes and property owners to identify the needs and desires of the community in the redevelopment effort. Stakeholder interviews, university student surveys, Blue Mile resident interviews, and meetings with property and business owners along the Mile have abounded.

The Committee soon recognized that revitalizing the area between Georgia Southern University and downtown Statesboro is about so much more than a highway. This is the heart and soul of our community. This is the town gown—where students and residents engage; where our past meets our future.

Although the prominent feature of the space is the one mile stretch of commercial highway that connects the anchors of South Main Street, this important corridor serves as the gateway to downtown; opens the front door to residential neighborhoods; and hosts a number of businesses.



Entrance to Georgia Southern University

## THE PLANNING PROCESS

### SOUTH MAIN STREET REVITALIZATION COMMITTEE

However, it lacks greenspace, public gathering places, unique destination points and amenities to draw residents and visitors to the area. The highway itself is outmoded and not pedestrian friendly. Housing stock is in decline and commercial investment is lagging behind other areas of the City. Therefore, the Committee realized it needed all sectors of the community and a multi-faceted strategy to realize its vision and economic prosperity in the area.

So, it began with a commitment from the community's leaders to bring life back to South Main Street by filling vacant commercial buildings with good tenants and working to abate dilapidated structures.

Then, with the unity of leadership provided by Statesboro's Mayor Jan Moore and then GSU President Brooks Keel, the unifying name of the "Blue Mile" for the highway, business areas, and neighborhoods that connect the blue and white of the Eagles with the blue and white of downtown Statesboro.



Example of the Blue Mile's Need for Revitalization



## BLUE MILE SUCCESSES

## CONFIDENCE IS BUILDING



Statesboro's Weekly Farmers Market

With the work of the Committee, confidence in the area is building. Several new businesses have opened, approximately 80 new residential units have been built, and a number of dilapidated structures have been abated (see the map illustrating some of our recent successes). And the community responded in support in 2014 when taxpayers approved a voter referendum to form a Tax Allocation District (TAD) in the area to provide a revenue stream for public investments and private incentives in and around the Blue Mile.

Additionally, life is returning to the Blue Mile with a number of Main Street events, holiday celebrations, and a weekly farmers market.

Excitedly, Georgia Southern University and the City of Statesboro have also opened GSU's City Campus and Entrepreneurial Zone on East Main Street and we also have begun construction to provide support and to spur entrepreneurial activity a \$1.1 million EDA investment on an adjacent Fabrication Laboratory and Business Innovation Center for an August 2016 opening. And on West Main Street, The Averitt Center for the Arts recently renovated several dilapidated buildings to open a black box theatre; a dance studio and a retail space for local artists to exhibit and sell their products.



BLUE MILE SUCCESSES

## CONFIDENCE IS BUILDING

Despite these strides, challenges remain. Too many vacancies and struggling properties continue to exist on the corridor. Too many businesses are struggling to survive and are closing along its path. Residential structures surrounding the mile are deteriorating and neighborhoods are suffering from decline.

The area lacks walkability and many consider it less attractive than other commercial areas in the city. Additionally, there is no sense of place, no destination points, economic drivers or amenities in the area to inspire investment and bring that much needed sense of connection and “place.”



Emma Kelly Theatre Marquee Advertising  
Scare on the Square Event

# BLUE MILE SUCCESS STORIES



AMERICA'S  
BEST COMMUNITIES  
STATESBORO, GA.

FIRST FRIDAY AG NIGHT OUT



AMERICA'S BEST COMMUNITIES



# BLUE MILE SUCCESS STORIES

Georgia Southern University Business Innovation Group is the institution's physical presence downtown and bronze medal winner of the 2015 International Economic Development Council's Award for Real Estate Reuse and Redevelopment.

2015

INTERNATIONAL ECONOMIC  
DEVELOPMENT COUNCIL  
**EXCELLENCE**  
IN ECONOMIC DEVELOPMENT  
**AWARDS**

**BRONZE**

Real Estate Redevelopment & Reuse



THE PLANNING PROCESS



## THE MASTER REDEVELOPMENT PLAN

The 'Boro Blue Mile Master Redevelopment Plan is informed by and builds upon all of the expert analyses, plans, processes, public input, committee work, and community engagement that brought us to this point in our timeline. It brings together the analysis and recommendations of expertly drawn land use plans, redevelopment plans, and market analysis with the hopes and dreams of citizens, leaders, property owners, students, and businesses into an easy to articulate, easy to execute, comprehensive "go to" implementation strategy that can be utilized by community leaders and concerned citizens alike to guide our way back to economic vitality and prosperity on the Blue Mile.

In Statesboro, we are True Blue—die hard, lifelong enthusiastic supporters of both our city and our Georgia Southern University and their blue and white Eagles, and our strategy for the Blue Mile Master Redevelopment Plan is also True Blue!



The 8 point TRUE BLUE implementation plan addresses and responds to each of the challenges identified in the ABC initial application round. True Blue is an allegiance of support in our community and will now also serve as a rally cry and commitment of enthusiastic support to the corridor, businesses and neighborhoods that bridge our university to our downtown

WE ARE

TRUE BLUE!

THE STRATEGY

In Statesboro, ABC is True Blue!



**TRUE**

- T:** The TAD is Rad & Other Funding Sources
- R:** Residents, Retail & Destination Points
- U:** Unity in Vision & Partnerships
- E:** Enthusiasm, Events & Enjoying the Arts

**BLUE**

- B:** 'Boro Character
- L:** Livability & Safety
- U:** Upgrading Public Spaces
- E:** Economic Development

**WE ARE**

**TRUE BLUE!**

## THE STRATEGY OF THE BLUE MILE IS TRUE BLUE!

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- **T** is for “The TAD is rad and other funding mechanisms”. This arm of the strategy identifies next steps for implementing the recently adopted Tax Allocation District, known as the TAD, as a funding mechanism for the area and identifies other funding sources that can be leveraged for investment in the Blue Mile.
- **R** is for “Residential, Retail, and Destination Point development” in recognition of the need to redevelop existing residential and retail space, draw new retail and residential development into the area, and create destination points and amenities that will inspire people to come into the Blue Mile to live, work, and play.
- **U** is for “Unity in Vision and Partnership.” There is unity in community. The Blue Mile revitalization effort will continue to require the vision, the leadership, and the partnership of citizens and students, politicians and business leaders, nonprofits and educational entities. Everyone is required.
- **E** is for “Enthusiasm, Events, and Enjoy the Arts”. One anchor of the Blue Mile is the highly successful Averitt Center for the Arts celebrating its 10<sup>th</sup> birthday, last year the Averitt Center held \_\_\_ performances; hosted \_\_\_ visitors, and held classes for \_\_\_ participants in everything from chorus, ceramics, drama, painting and project making. Statesboro is a community which enthusiastically supports its Eagles, The Averitt Center for the Arts, and which rallies around all sorts of events from downtown holiday celebrations, weekend farmers markets, Art Center performances and showings, to football games. In order to inspire revitalization and economic prosperity to the Blue Mile, this arm of the strategy will build off of the foundation of our existing events, continue to enhance those offerings, and engage to bring life and community vitality to the Blue Mile.

**WE ARE**

**TRUE BLUE!**



## THE STRATEGY OF THE BLUE MILE IS TRUE BLUE!

- **B** is for Boro Character. Time and again, residents and visitors alike express their admiration for the ambiance and character of historic downtown Statesboro, complimenting the historic buildings, the lovely streetscape, and the sense of welcome they feel in our city. This arm of the strategy will implement development tools and regulations to ensure that this character is maintained and respected as redevelopment comes to the area.
- **L** is for Livability along the Blue Mile. No one wants to live, work, play, or invest resources into a space that is not attractive, cared for, and safe. This arm of the strategy recognizes that and brings implementation tools created to ensure that the Blue Mile is a safe, attractive, and well-maintained area for commercial and residential investment and occupation.
- **U** is for Upgrading the Public Space. The number one revitalization request of stakeholders along the Blue Mile is the beautification of the South Main Street corridor. This arm of the strategy responds to the overwhelming plea of the community to improve the corridor by enhancing the streetscape, burying the utility lines, and creating walkable, pedestrian friendly areas. The second most often expressed request is for more public gathering spaces in parks, amphitheaters, and a permanent home for the Farmers Market.
- **E** is for “Economic Development”. Without appropriate economic development and investment in the area, the vision of the Blue Mile can not be realized. This arm of the strategy is intended to provide tools to identify, attract, and sustain the best entrepreneurial activities, catalyst projects, commercial development, and housing options in the Blue Mile.

WE ARE

TRUE BLUE!



## Blue Mile Stakeholder Preferences



- Amphitheatre/Meeting Place
- Remodel Buildings
- Pavement widened, trees and fountains
- Bridge/Water feature
- Contemporary seating

*Downtown businesses cited the lack of retail concentration and the condition of downtown streets and properties as disadvantages.*



We have to figure out how to get college students to come downtown to eat, hangout, and attend festivities.



## AND THE SURVEY SAYS...

- ✓ One third of student survey respondents report never having visited downtown. Another 1/3 visit only once per month.
- ✓ The development of diverse businesses is the number one thing people would like to see change in downtown.
- ✓ Merchandise needs include women's apparel, books, gifts, hobbies and kitchen goods.
- ✓ The entertainment needs identified include restaurants and live music.
- ✓ Thirty percent of survey respondents would consider living downtown if appropriate options were available.
- ✓ 87.5% of identified stakeholders along the blue mile "strongly support revitalization."

Source: DSDA 2010 Market Analysis

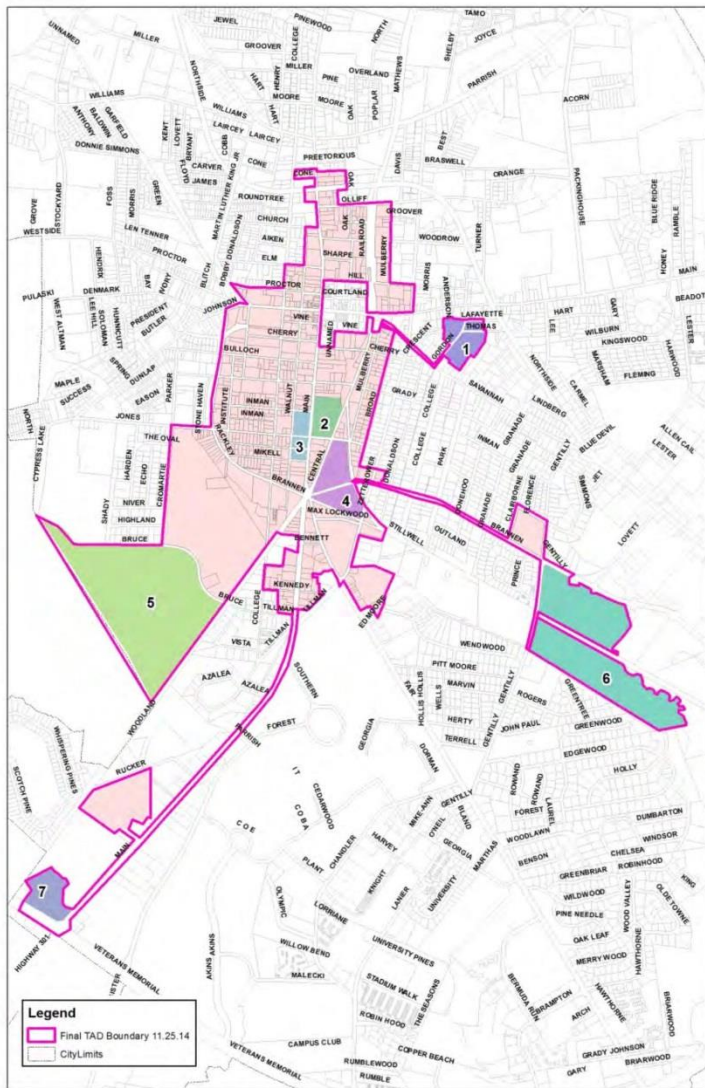
WE ARE

TRUE BLUE!



# THE TAD IS RAD & OTHER FUNDING MECHANISMS

## TAD CATALYST PROJECTS



Source: Bulloch County, BAG

## I. Pursue America's Best Communities Grand Prize!

### E. Determine TAD Funding Priorities for Revenues

- Public Infrastructure
- Public Spaces (i.e. parks, farmers market, amphitheater)
- Private Development incentives

### F. Explore bonds and other financing opportunities

### G. Develop a marketing and outreach plan to seek development opportunities for TAD catalyst projects identified in the redevelopment plan

- All seven sites are either in the Blue Mile or connected to it via a highway or walking trail.

# THE TAD IS RAD & OTHER FUNDING MECHANISMS

## II. Implement and Fund the Tax Allocation District (TAD)

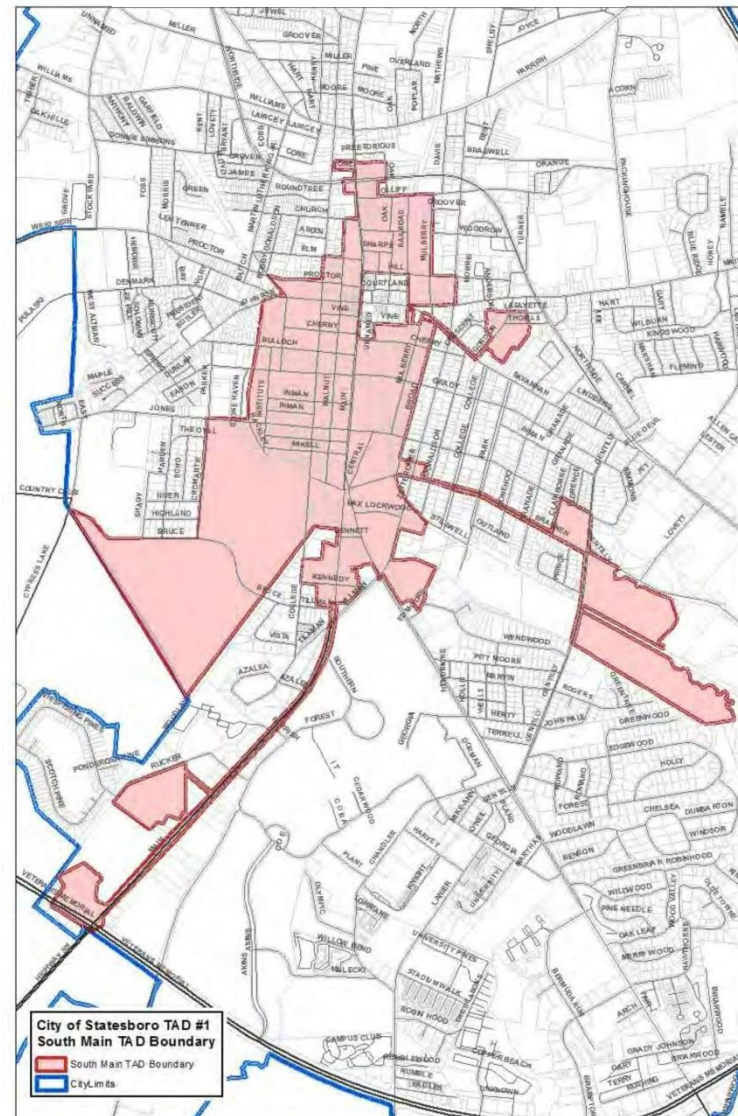
- A. Secure the Allocation of increased property taxes from Bulloch County and the Board of Education to fund TAD priorities.
- B. Establish proper accounting, reporting, disbursement techniques, administration roles, and policies and procedures to administer the TAD.
- C. Determine the composition of advisory boards, judgment boards and staff for the TAD.
- D. Enter into MOU with County and BOE.

### CHALLENGES

- Allocation of TAD proceeds to priorities
- Lack of funding streams
- Lack of experience and comfort in TAD administration



BLUE MILE TAD



Source: BAG, Bulloch County

# THE TAD IS RAD & OTHER FUNDING MECHANISMS

## III. Special-Purpose Local-Option Sales Tax (SPLOST)

- A. Prepare for renewal and possible joint allocation of SPLOST monies into Blue Mile Projects

## IV. Transportation Special-Purpose Local-Option Sales Tax (TSPLOST)

- A. Continue to engage the county, city and state leaders in the passage of TSPLOST options for local transportation funding and necessary corridor improvements.

## VI. Low Income Housing Tax Credit (LIHTC) Program

- A. Support these financing tools for the development of affordable housing in qualifying census blocks.

## V. Seek Additional Funding Opportunities

- A. File TIGER 2016 grant application with the Department of Transportation for the South Main Corridor Redevelopment Project
- B. Research Transportation Enhancement Grant
- C. Research the Community Development Block Grant (CDBG) for College Street area improvements in sidewalks, stormwater drainage and passive parks.
- D. File the 2016 National Endowment for the Arts Our Town funding application to build the “creative corridor” space at the Fabrication Laboratory.
- E. Continuously explore other funding opportunities



The creation of destination points, retail offerings and mixed residential styles and price points are imperative to forming the critical masses and traffic counts that will support a vibrant and supporting neighborhoods in the Blue Mile.

### I. Residential Redevelopment Plan

- Identify and target downtown housing development prospects as shown on downtown residential area focus map.
- Create a mixed income downtown housing opportunities with a proper balance of owner occupied and rental structures
- Continue Partnership with Habitat for Humanity to provide housing opportunities.
- Support DSDA's Homes for Heroes Program to renovate existing housing stock and provide affordable downtown housing options to publicly employed emergency responders.
- Attract developers, investors, and residents to opportunities for new and rehabilitated housing.

## CHALLENGES

- Households have declined in the area 2 percent per year for each of the last 10 years
- Lack of housing options in varying price points and style for cross sections of the community
- Lack of abundant retail offerings
- Lack of amenities, destination points and community gathering places
- Downtown is not a shopping, dining or entertainment destination for GSU students



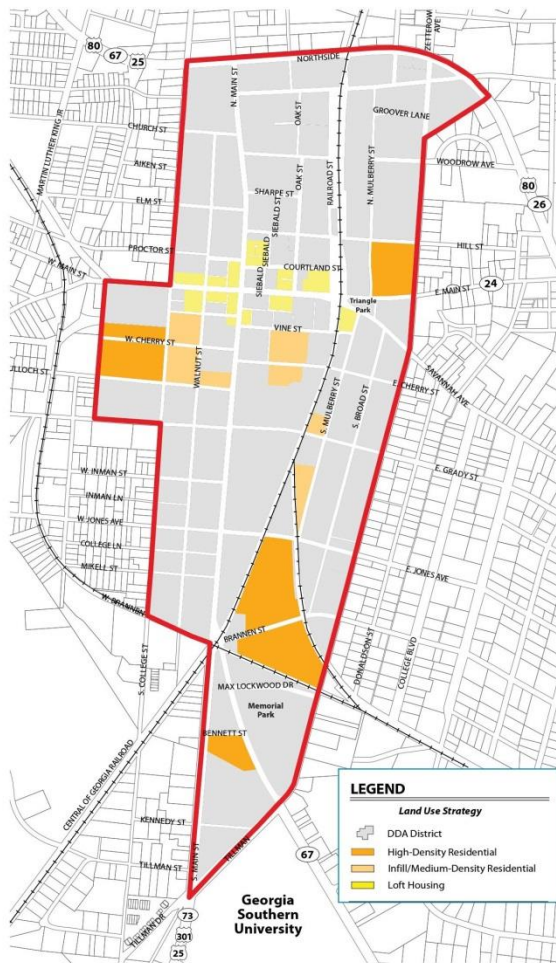


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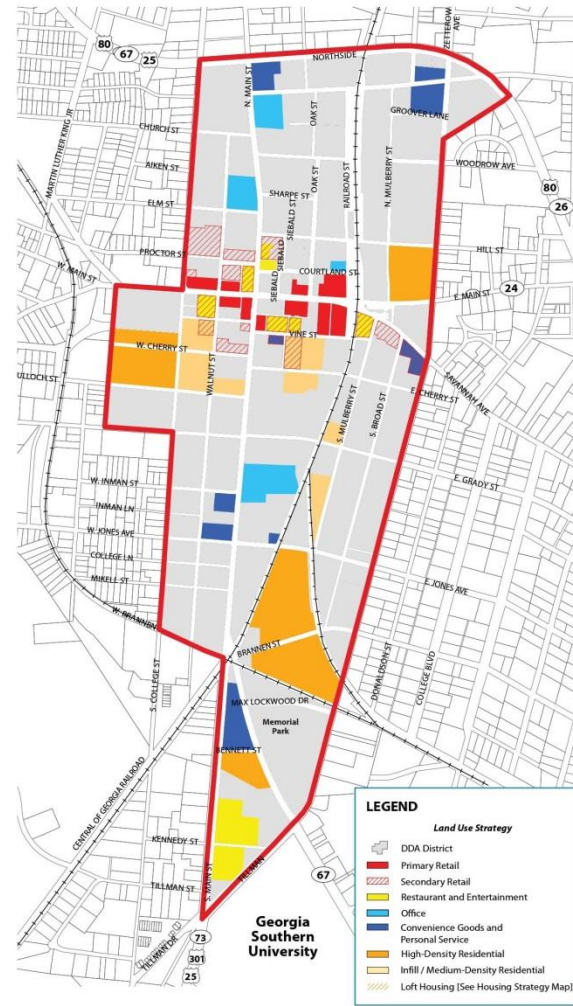
# RETAIL, RESIDENTS & DESTINATIONS

## FOCUS MAP: RESIDENTIAL DEVELOPMENT AREAS

## FOCUS MAP: COMMERCIAL DEVELOPMENT AREAS



Loft Housing, High Density, Infill/Medium Density Focus Areas



Overall Land Use Strategy Focus Areas



## II. Retain, Expand and Strengthen the Existing Business Base

### A. Expand niche retail offerings to bring GSU student shoppers, residents, and visitors to the Blue Mile.

- Hire Branding and Recruitment consultant for the Blue Mile to aggressively broadcast a single unifying message and identity for the area as a shopping and entertainment destination.
- Continue to utilize Retail Strategies' Statesboro market data to provide key market data for prospects.
- Continue to utilize Retail Strategies' Statesboro market data to identify needed commercial offerings and strong prospects for Statesboro and the Blue Mile.

## III. Develop Blue Mile Destination Points to Attract Visitors, Consumers, Residents and Businesses to the Blue Mile

### A. Georgia Grown Trail 301

- The Georgia Grown Agritourism Trail is a Georgia trail to promote agritourism in south Georgia “where there are rules of rural landscape, historic small towns, and abundant agricultural operations.”

### B. Create the Statesboro Stars Walk – A star monument pedestrian path along the Blue Mile honoring past and present residents of Statesboro and their contributions to the world. Examples include Blind Willie McTell, Emma Kelly...

Figure 11: Potential New Supportable Retail Space in the Downtown Statesboro Study Area, 2010 to 2030

Merchandise/Service Category	Supportable New or Rehabbed Retail Space in Study Area (SF)			
	2010	2010-2020	2020-2030	Total
<b>Shoppers Goods</b>				
Apparel	8,369	13,491	20,322	42,182
Home Furnishings	12,085	11,498	16,897	40,479
Home Improvement	11,336	13,086	19,231	43,653
Misc. Specialty Retail	14,140	15,934	23,913	53,988
<b>Subtotal</b>	<b>45,930</b>	<b>54,008</b>	<b>80,364</b>	<b>180,302</b>
<b>Restaurants</b>	<b>32,621</b>	<b>28,982</b>	<b>40,008</b>	<b>101,611</b>
<b>Entertainment</b>		<b>8,623</b>	<b>11,870</b>	<b>20,493</b>
<b>Convenience Goods</b>				
Grocery		17,176	25,147	42,323
Health & Personal Care		3,022	4,425	7,448
<b>Subtotal</b>		<b>20,198</b>	<b>29,572</b>	<b>49,771</b>
<b>Personal Services</b>		<b>10,239</b>	<b>14,768</b>	<b>25,007</b>
<b>Total</b>	<b>78,551</b>	<b>122,051</b>	<b>176,581</b>	<b>377,183</b>

Source: Marketek, Inc.



R:

# RETAIL, RESIDENTS & DESTINATIONS

- C. Determine a location and create a downtown signature park for greenspace, event space and destination gathering points. Utilize designs for Friendship Park and Community Park.
- D. Create the downtown dog park with access from the Visitor's Center.

VISION OF ENTRYWAY OF VISITOR CENTER PARKING LOT



Statesboro Downtown Redevelopment



After a park is developed, it is important to have a plan for the future. This plan should include a schedule for maintenance and a budget for the park. The plan should also include a schedule for the park's future development.



STATESBORO  
STARS WALK

SECTION PERSPECTIVE VIEW

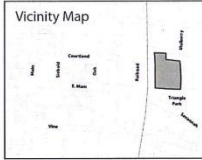


This perspective shows the view from south to north. Each scene is represented in the scene view. The design recommended in this scene is all-in-one design and includes the existing banks and shape the banks accordingly. Features are put at the top side of the bank to add more aesthetic attraction. Trees like water will be placed along the banks and provide shade to people who use the dog park. Vegetation is selected based on their adaptability to the site's climate. Different trees and types of plants are grown to create the diversity of bank habitat. Banks are constructed into the water which give

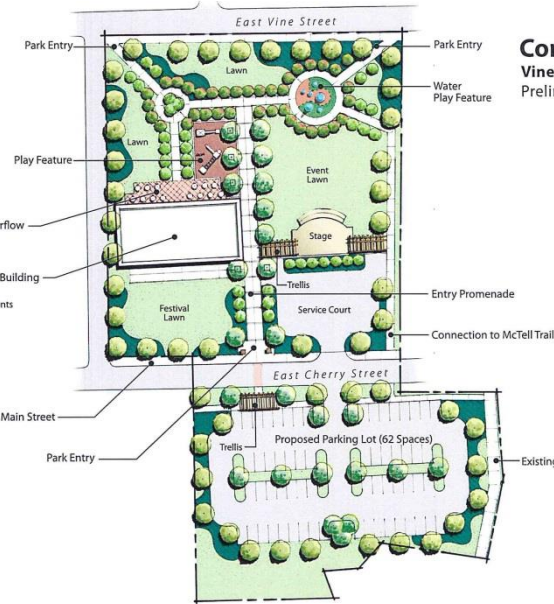
DOG PARK RENDERING

R:

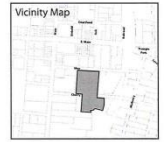
# RETAIL, RESIDENTS & DESTINATIONS



### Friendship Park Preliminary Concept Plan



### Community Park Vine Street Alternative Preliminary Concept Plan



# DOWNTOWN PARKS



# U: UNITY IN VISION, PARTNERSHIPS AND COMMITMENT

I. Continued collaboration and communication between local government, education, nonprofits, university and the business community regarding the Blue Mile vision and True Blue implementation strategy.

II. Continue strengthening the partnership with Habitat for Humanity to encourage mixed-income housing and neighborhood revitalization in the area.

III. Consider the possibilities of the stronger use of the Downtown Statesboro Development Authority's constitutional powers for development.

IV. Continue seeking the support of local lending institutions to support private investment in the area.

- Sea Island Bank 2.99% APR for \$300,000 10-year investment in downtown area.

V. Continue to work with stakeholders and property owners to create renderings and visioning for individual properties to redevelop in accordance with the vision and goals.

VI. Continue monthly meetings of South Main Street Revitalization Committee.

VII. Seek annual commitment of the Bulloch County Community Leadership Conference to maintain the Blue Mile revitalization and its True Blue Implementation Strategy community priority.

## CHALLENGES

- Maintaining momentum and commitment over the long term.
- Bridging the town/gown gap—"We have got to get the GSU students downtown."
- "Develop a master plan that everyone can visualize and support"



Successful implementation of Statesboro's downtown business development program requires strong coordination, consistent communication, and a commitment to a unified vision for a more cohesive district.



*Source: Downtown Market Analysis, 2010*



U:

# UNITY IN VISION, PARTNERSHIPS AND COMMITMENT

WHY IS  
**STATESBORO, GA.**  
AMERICA'S BEST  
COMMUNITY?

*frontier*

dish

 **COBANK**  
COOPERATIVE. CONNECTED. COMMITTED.

 The  
Weather  
Channel

**ANIXTER**

## STEP INTO STATESBORO

The Georgia Southern Office of Leadership and Community Engagement brought over 300 new students down the Blue Mile and into downtown Statesboro to show them what the city has to offer.

Students walked and talked with Statesboro residents; listened to a history of the community; learned about the vibrant offerings of downtown; engaged with community leaders; wandered through the Downtown Farmer's Market and the Averitt Center for the Arts; and experienced the city they currently call home.



E:

## ENTHUSIASM FOR EVENTS AND ENJOY THE ARTS

I. Expand the Averitt Center for the Arts space on East Main Street to create the Center for Arts Education to accommodate expanding programs and space requirements.

II. Create a covered “creative corridor” space between the Fabrication Laboratory and Business Innovation Center and ceramics studio to showcase artist work and hold programming events.

III. Install a Blind Willy McTell photo opportunity on the Blue Mile at the Convention and Visitor’s Bureau.

IV. Continue DSDA First Fridays, City holiday events and weekly farmers market to strengthen community engagement.

“Kudos to all that has been done to develop downtown Statesboro with the wonderful First Friday events, Averitt Center for the Arts, wonderful festivities and farmers market!”

-Downtown Respondent



**BLIND WILLY MCTELL PHOTO STATUE**



- I. Implement the DSDA Design Standards to preserve the 'Boro's physical character.
- II. Work with the Statesboro/Bulloch County Historical Society to identify and preserve significant areas and structures in and around the Blue Mile.
- III. Maintain our community's friendly, small town atmosphere and welcoming attitude.
- IV. Continue the East Main streetscape to South Main Street/Blue Mile—this includes brick paver sidewalks, canopy trees, approved vegetation, and crosswalks with special treatment at selected intersections.
- V. Require streetscape elements and design treatments along primary retail corridors to create identifiable links and transitions to important gateways and activity centers in the Blue Mile and downtown.
  - I. Fundamental requirements include widened sidewalks, high quality paving, landscaped curb extensions, pedestrian scale lighting, furniture, canopy trees, additional landscaping, context sensitive signage and way-finding signage.

- II. Where possible, incorporate the following design elements into the area: sculptures or other public art, lighting to display public art, kiosks and information signs, and safety paving to make pedestrian and bicycle crossings.
- VI. Continue to enhance physical image and properties in the area through property maintenance and abatement of dilapidated structures by adopting a property maintenance code, providing higher levels of enforcement, and funding nuisance abatement programs.

### CHALLENGES

- Statesboro's downtown needs to present itself as a growing and diverse, mixed-use center that is rooted in history, but provides amenities to a modern and technology savvy world.

B:

# 'BORO CHARACTER



**AMERICA'S  
BEST COMMUNITIES**  
STATESBORO, GA.

**KRISTAN FRETWELL**  
MARKETING AND ED., HUNTER CATTLE CO.



STATESBORO, GA.  
BEST COMMUNITIES  
AMERICA'S

MARKETING AND ED., HUNTER CATTLE CO.  
KRISTAN FRETWELL

- I. Implement a crime-free housing program for residential areas around the Blue Mile to improve safety.
- II. Implement Safer through environmental design program for commercial and residential development in the area to improve safety.
- III. Increase walkability through the construction of sidewalks, trails and increased connection of pedestrian amenities.
- IV. Enforce the city's Urban Forest Beautification and Conservation (Tree) ordinance, and the stormwater management ordinance to protect environmental sustainability.

- V. Explore offering public transportation alternatives, including GSU student buses, to the Blue Mile.
- VI. Explore design options to link sidewalks, the S&S Greenway Trail, and Willie McTell Trail to circle the city and provide connectivity and livability.



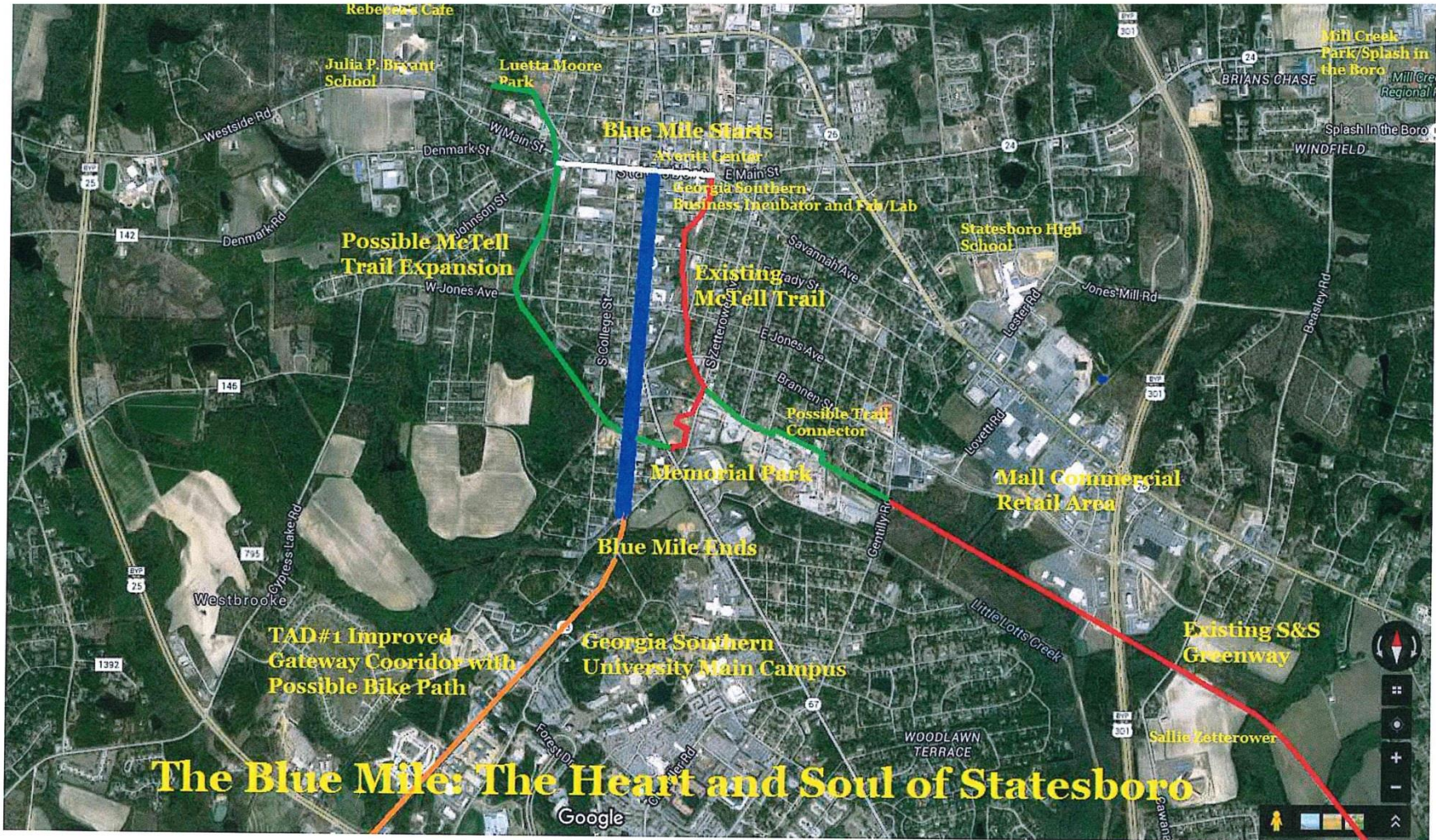
## CHALLENGES



### Stakeholders voiced...

- Safety concerns for the area and the perception of crime.
- Need for sidewalks, trails and pedestrian amenities.





Potential Trail Connectivity



- I. Design and construct “Blue Mile” arch/gateway entrance for installation over South Main Street near the Georgia Southern University campus.
- II. South Main Corridor Redevelopment Plan
  - I. Reconstruct outdated highway orientation of US Highway 301 South to enhance the streetscapes, widen sidewalks, bury unattractive utility lines, and offer street furniture and amenities that are historical in appearance to enhance aesthetics, promote walkability and encourage investment.
  - II. Utilize City of Statesboro lidar data regarding right of way, streetscapes and adjacent properties to identify and measure impact of construction work on adjacent private property
- III. Select engineering and design consultant for South Main Corridor Redevelopment Plan to design needed and desired street and infrastructure improvements.
- IV. Design, estimate, bid and construct corridor improvements



## CHALLENGES



- Acute lack of public parks and gathering spaces
- Pedestrian routes are needed
- Aesthetic upgrades needed
- Infrastructure improvements needed
- Lack of transportation options

IV. Install additional way-finding signage for public parking and important destination points.

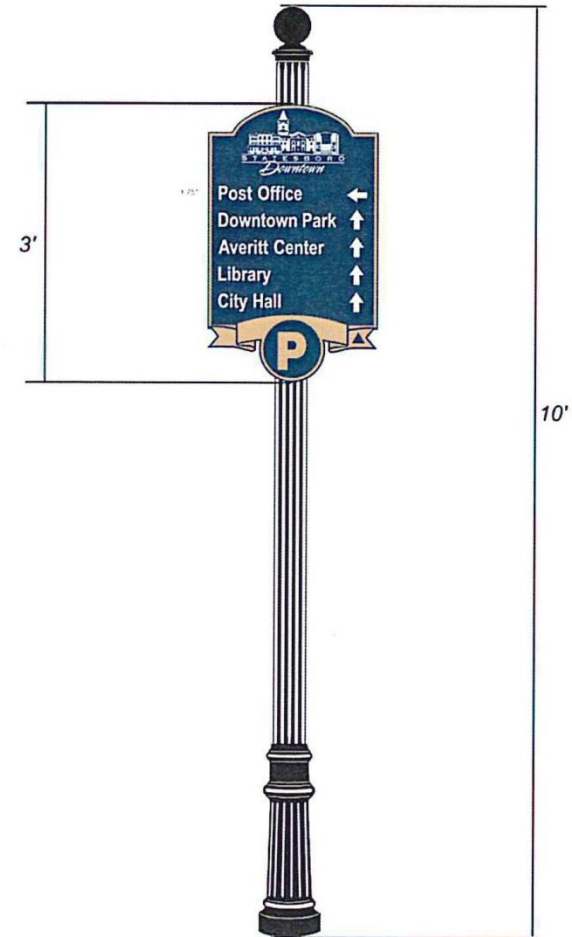
V. Design and install utility pole banner with the Blue Mile logo

VI. Implement Recommendations of the Bulloch County/Statesboro Long Range Transportation Plan in the district

- East Jones Avenue: Upgrade railroad crossing to improve safety and operations
- Zetterower Avenue: Stop sign, pavement markings, and cross bricks needed to upgrade crossing for operational and safety issues
- East Grady Street: Warning device, pavement markers, and further analysis to upgrade crossing for operational and safety

VII. Implement pedestrian streetscape recommendations of DSDA Master Plan:

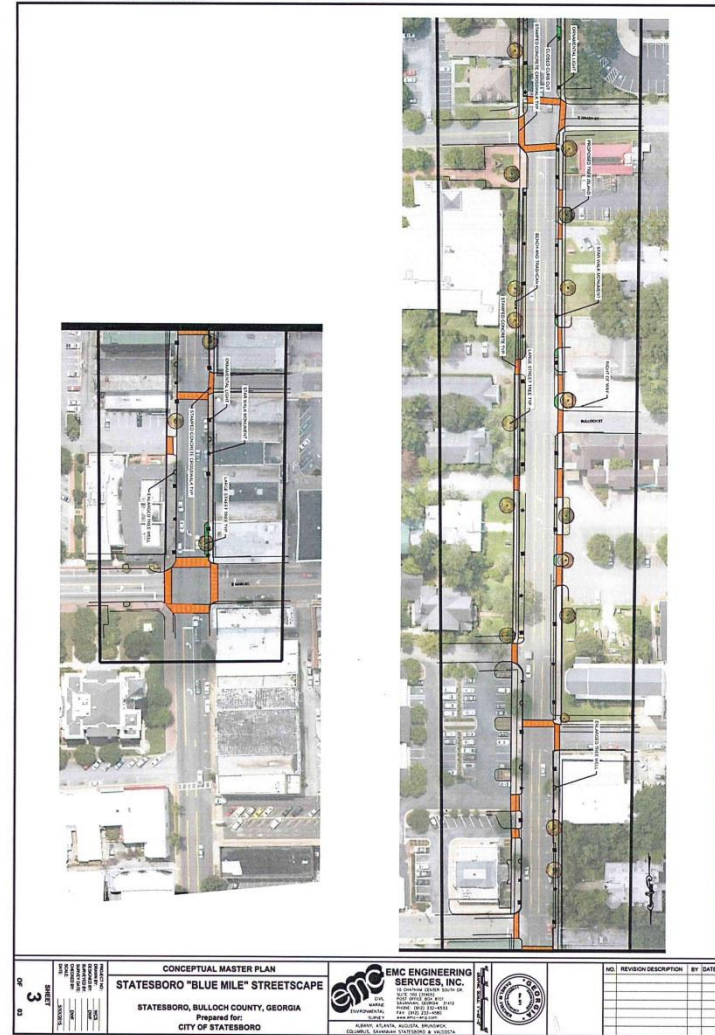
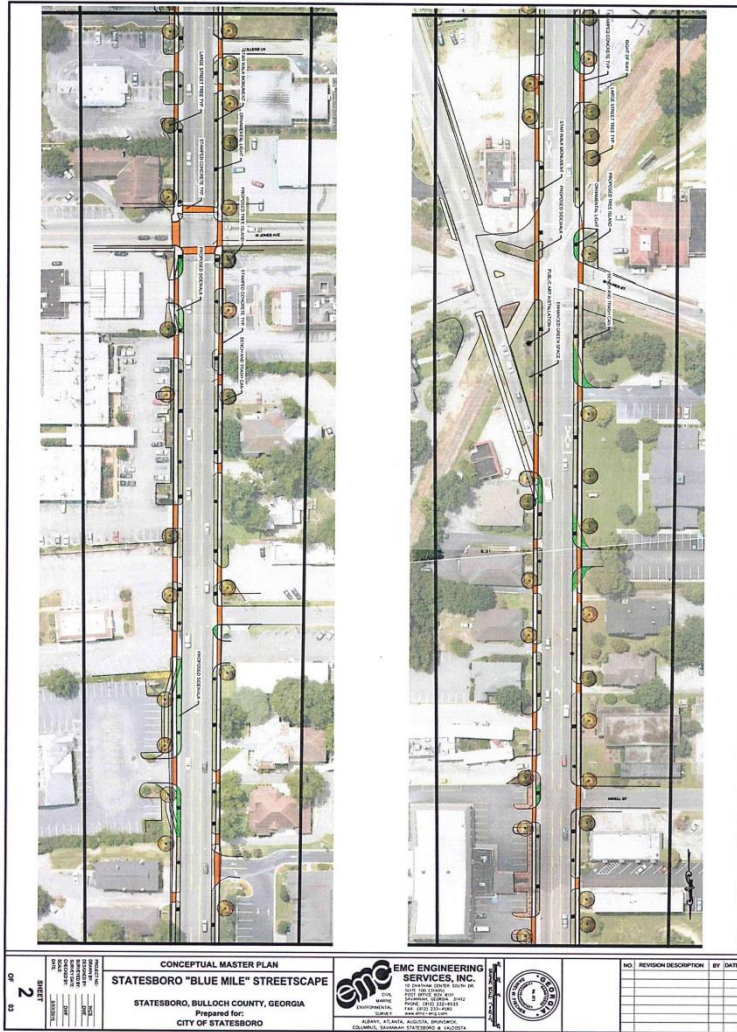
- Grady Street from College Street to Zetterower Avenue
- Jones Avenue from College Street to Zetterower Avenue



WAY-FINDING SIGNAGE CONCEPT

U:

# UPGRADE PUBLIC SPACES



BLUE MILE STREETSCAPE CORRIDOR REDEVELOPMENT PRELIMINARY DESIGN CONCEPT

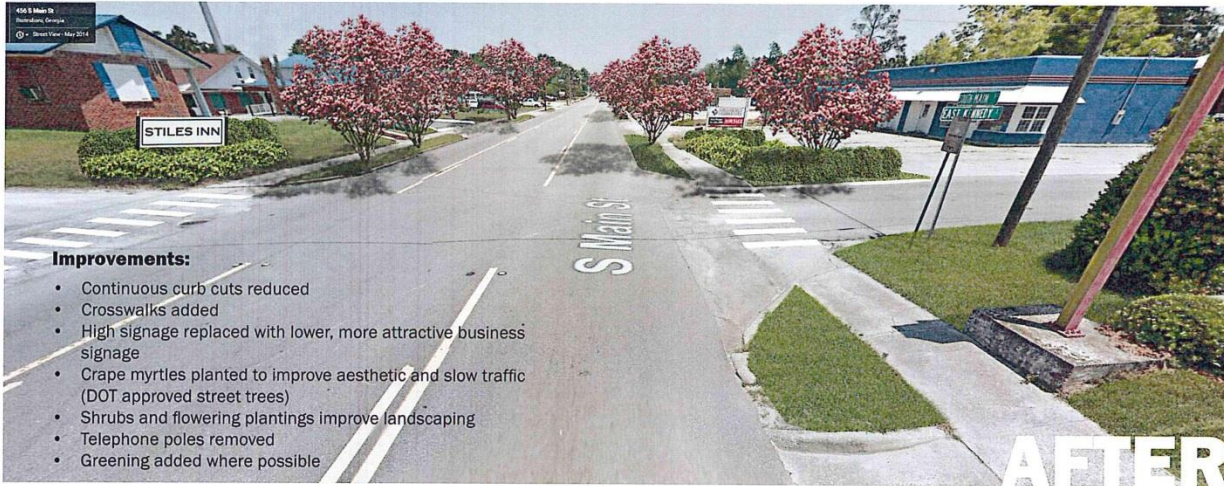




### South Main Street, Statesboro Streetscape Improvements 2

#### Design Concerns:

- Continuous curb cuts and multiple curb cut/entry points are dangerous for pedestrians walking and biking and vehicles turning haphazardly
- No crosswalks
- Unattractive, high business signage
- Overall streetscape aesthetic and landscaping is poor
- Visual clutter with telephone poles
- Business parking lots not connected



#### Improvements:

- Continuous curb cuts reduced
- Crosswalks added
- High signage replaced with lower, more attractive business signage
- Crape myrtles planted to improve aesthetic and slow traffic (DOT approved street trees)
- Shrubs and flowering plantings improve landscaping
- Telephone poles removed
- Greening added where possible

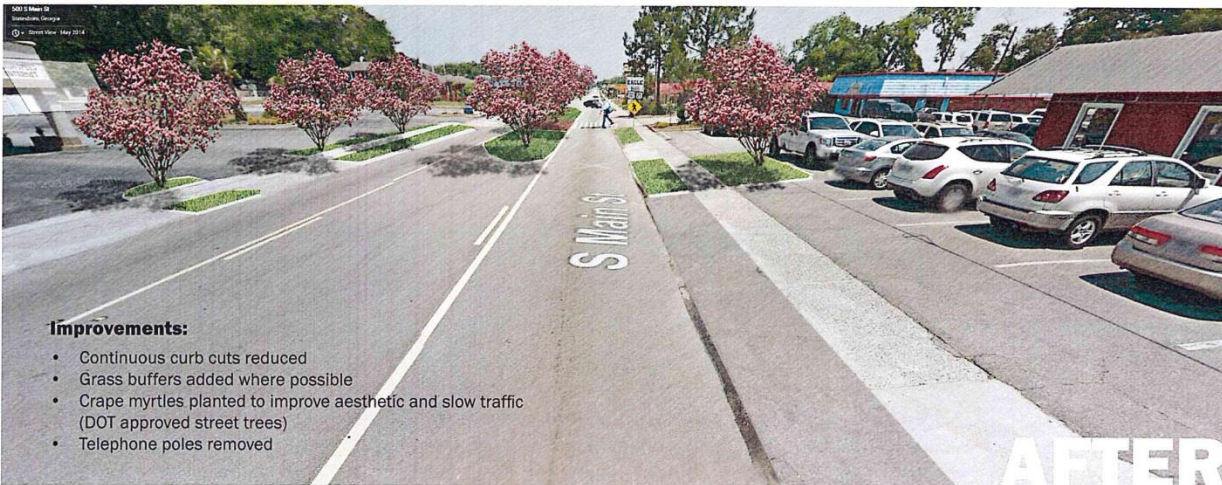


BEFORE

### South Main Street, Statesboro Streetscape Improvements 1

#### Design Concerns:

- Continuous curb cuts are dangerous for pedestrians walking and biking and vehicles turning haphazardly
- No crosswalks
- Irregular/random business signage
- No buffer between street and sidewalk
- Overall streetscape aesthetic is poor
- Visual clutter with telephone poles

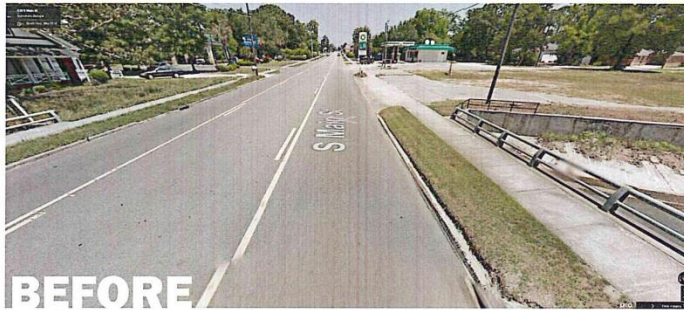


#### Improvements:

- Continuous curb cuts reduced
- Grass buffers added where possible
- Crape myrtles planted to improve aesthetic and slow traffic (DOT approved street trees)
- Telephone poles removed

AFTER





BEFORE

### South Main Street, Statesboro Streetscape Improvements 3

#### Design Concerns:

- Continuous curb cuts and multiple curb cut/entry points are dangerous for pedestrians walking and biking and vehicles turning haphazardly
- Vacant lot needs infill
- No green medians
- Overall streetscape aesthetic is poor
- Visual clutter with telephone poles



AFTER

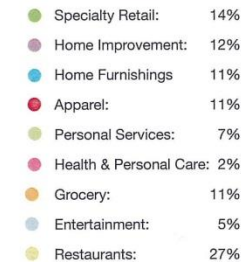
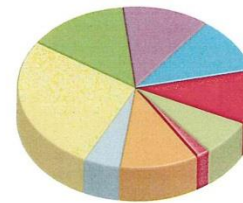
#### Improvements:

- Continuous curb cuts reduced
- Infill in vacant lot
- Median on bridge planted with grass
- Crape myrtles planted to improve aesthetic and slow traffic (DOT approved street trees)
- Telephone poles removed



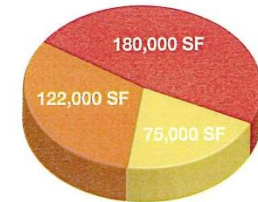
- I. **Encourage, support and assist existing businesses**
  - I. Continue downtown incentives packages to encourage private investment in the area
  - II. Continue DSDA façade grant and low-interest loans to encourage investment, retention and expansion.
- II. **Develop South Main Corridor Retail Recruitment Plan**
  - I. Select a marketing firm to create a marketing and recruitment campaign
  - II. Branding, marketing and recruitment for retail and residential development specially identified and targeted for area.
  - III. Develop a positive image through continuous public relations, sales and marketing activities
  - IV. Aggressively market opportunities to the Statesboro Board of Realtors®, homebuilders and others in the community.
  - V. Encourage residents, businesses, students visitors and area employees to shop downtown
  - VI. Share market analysis and survey results that could reveal new products or services in demand or suggest a need for enhanced marketing with existing businesses.
  - VII. Support “big business” innovation group at City Campus and the other training, education and support services to new and existing business; such as start-up mentoring groups, the Business Development Center and the Small Business Administration.
  - VIII. Organize and activate a Blue Mile brand identity to incorporate in all marketing and development initiatives
- III. Host annual developer’s forum to highlight opportunities in the Blue Mile.

**Distribution of Downtown Retail Space Demand**  
377,000 SF



Overall Downtown Retail Space Demand – 20 year period

**Three-Pronged Downtown Retail Strategy**



Retail Strategy – 20 year period

## CHALLENGES

- Create a sales package for the Blue Mile and its opportunities
- Identify targeted commercial prospects that can successfully locate along the Blue Mile
- Implement a recruitment campaign for targeted businesses and development

III. Target New Businesses to add to the Business Mix and Strengthen the Overall Economic Base.

IV. Complete construction of the Fabrication Laboratory and Business Innovation Center on East Main Street at City Campus.

V. Consider the creation of an innovation zoning district adjacent to the Fabrication Laboratory to support housing, business and entrepreneurial start-up space near the Business Innovation Center.

V. Determine the responsible parties, funding and administration of Blue Mile redevelopment.

- TAD Implementation
- Business Recruitment Activities
- Marketing and Customer Attraction
- Real Estate Product Readiness
- Create and Maintain an Available Property Database

VII. Investment Resources

Encourage continued offerings of private low-interest loans for area businesses, such as Sea Island Bank's 2.99% interest loan for downtown projects.

VIII. Explore possibilities of stronger utilization of Land Bank Authority for redevelopment activities.

VIII. Explore and research possible need/uses for a redevelopment agency.

IX. Explore and research the need for a private development agency for Blue Mile revitalization.

X. Enhance use of social media outlets

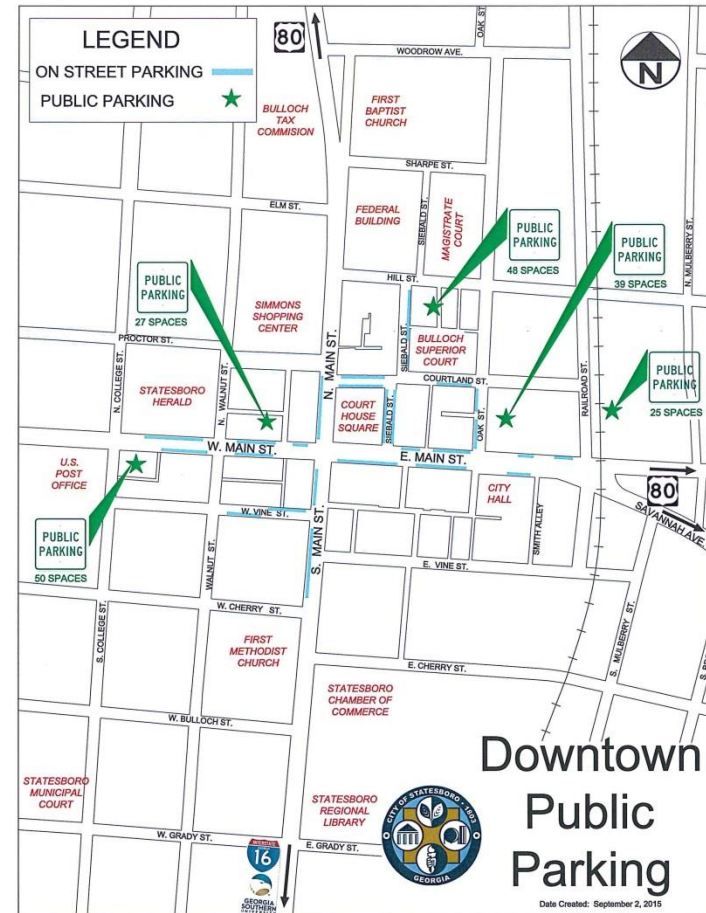
XI. Work with travel writers to share and publicize the Blue Mile



## Publicize Parking Opportunities

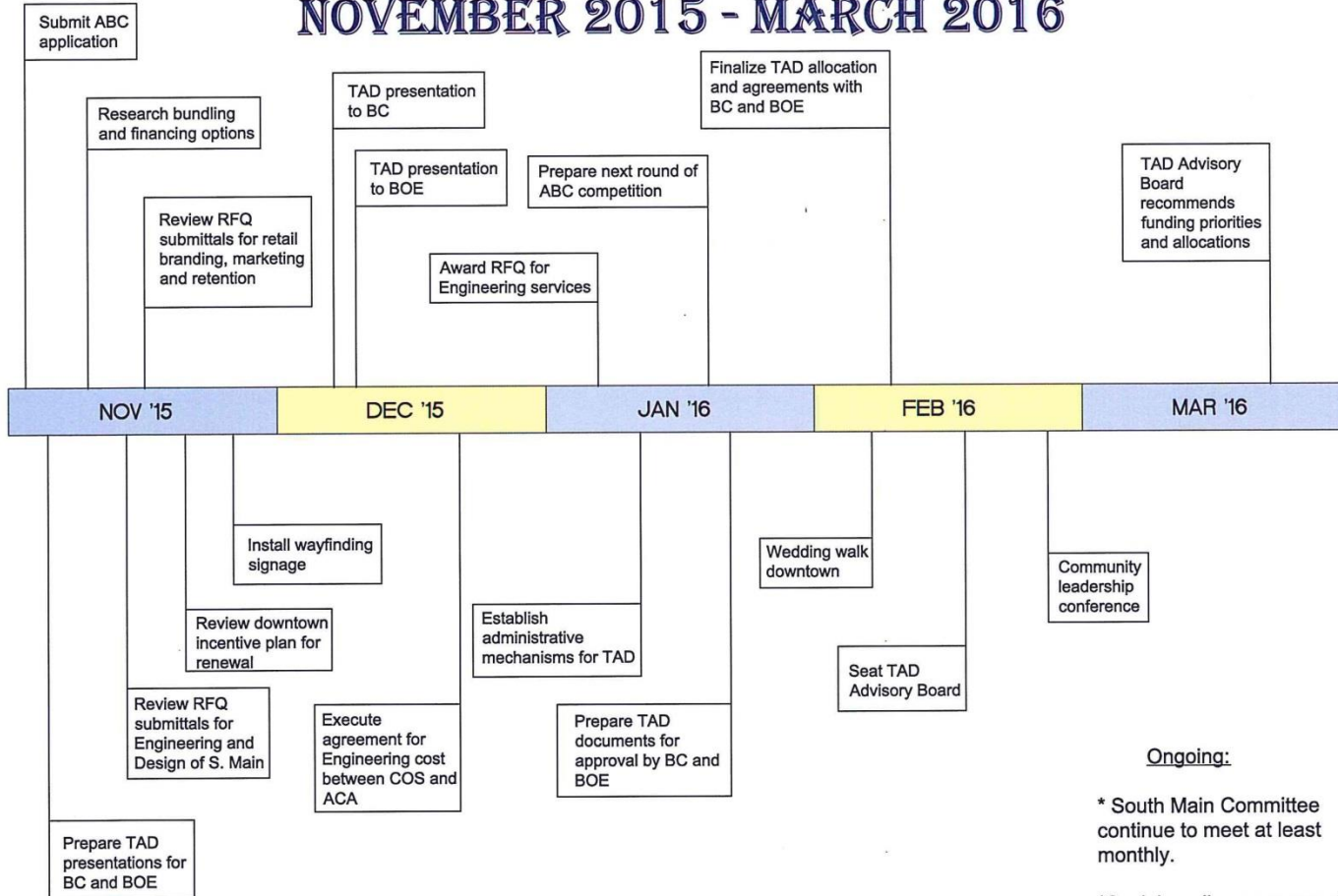
## VIII. Publicize Parking Opportunities

- Parking or the perception of parking difficulties was the number one disadvantage cited by downtown business owners.
- 60% of students think a lack of parking is a drawback to visiting downtown.
- 17% of residents surveyed mentioned a need for parking.
- Create a downtown parking map and widely distribute to overcome negative perception.
- Consider installing way-finding signage to public parking areas.
- Secure parking agreements with businesses and churches in the area to utilize parking spaces after hours for events.



# ABC BLUE MILE IMPLEMENTATION

## NOVEMBER 2015 - MARCH 2016



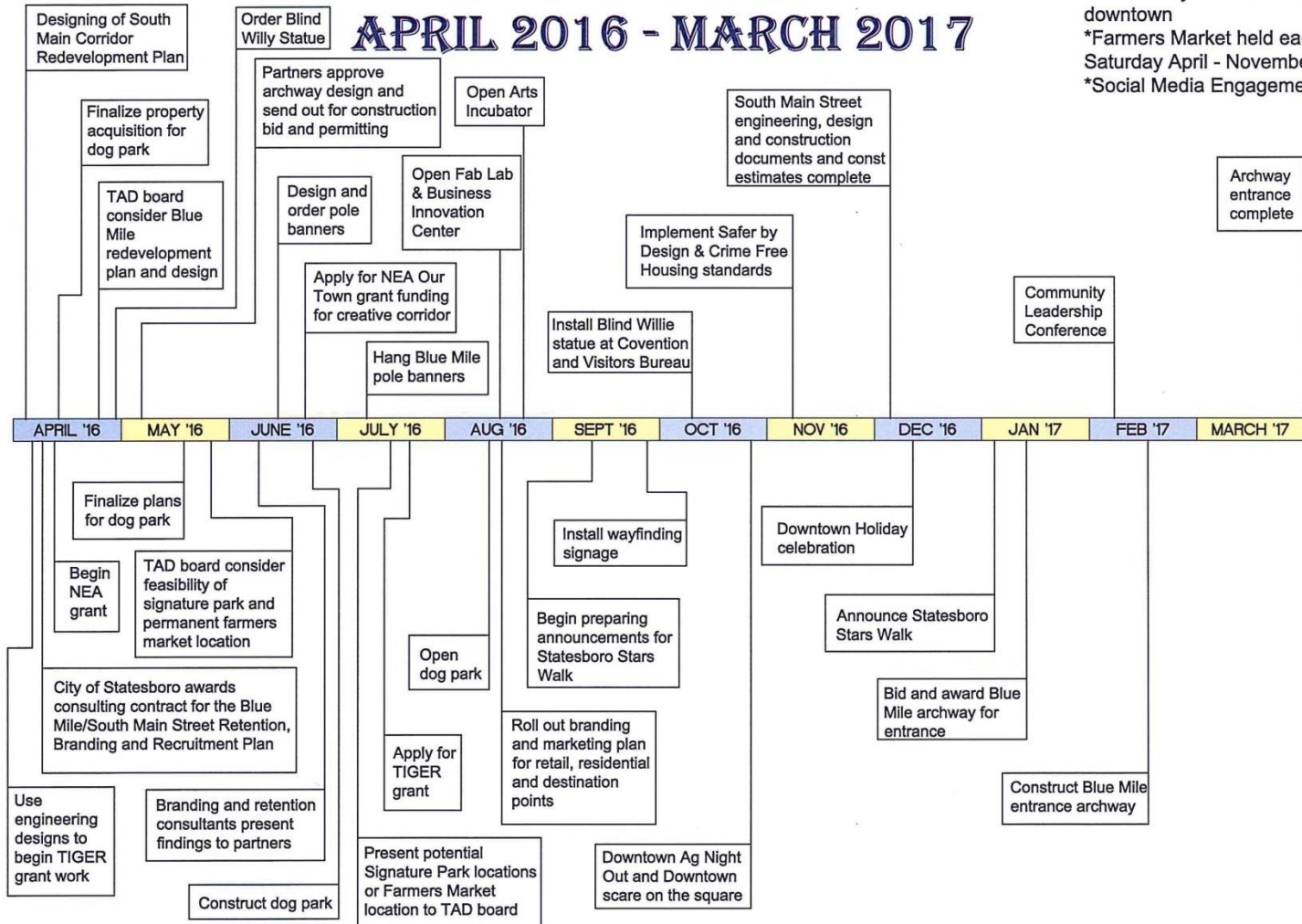
Ongoing:

\* South Main Committee continue to meet at least monthly.

\*Social media engagement

# ABC BLUE MILE IMPLEMENTATION

## APRIL 2016 - MARCH 2017



Ongoing:

- \*South Main Committee to meet at least monthly.
- \*First Fridays held monthly downtown
- \*Farmers Market held each Saturday April - November
- \*Social Media Engagement





**Ordinance 2015-06**

**An Ordinance Amending Chapter Eighteen of the Statesboro Code of Ordinances  
(Temporary Vendors and Transient Merchants)**

**WHEREAS**, the Mayor and City Council have determined there is sufficient reason and need to amend Chapter 18 of the Code of Ordinance, City of Statesboro, Georgia to promote the general welfare of the citizens of Statesboro;

**NOW THEREFORE, BE IT ORDAINED** by the Mayor and City Council of the City of Statesboro, Georgia, in regular session assembled as follows:

Section 1:

Chapter 18 of the Code of Ordinances, City of Statesboro, Georgia is hereby amended by adding the following pertaining to temporary vendors and transient merchants, including garage, yard, and stall sales, temporary businesses, and seasonal sales:

**ARTICLE X. Temporary Vendors and Transient Merchants**

**Sec. 18-285. - Definitions.**

As used herein, the following words or phrases shall have the following meaning:

*Garage sale/yard sale* means the display and offer for sale of any goods, wares or merchandise, on the premises of any residential lot within the city limits of the city, which goods, wares or merchandise are household furnishings or personal possessions of persons residing in the household upon which they are displayed and offered for sale, under circumstances where many such items are displayed upon the premises at the same time, and persons are invited to come upon the premises to view such items for the purpose of sale.

*Nonprofit organization* means a registered 501(c)(3) non-taxable organization or agency.

*Personal property* means property which is owned, utilized, and maintained by an individual or members of his or her own residence and acquired in the normal course of living or in maintaining a residence. It does not include merchandise which was purchased for resale or obtained on consignment.

*Seasonal Sales* shall mean a sale characteristic of a time that recurs or repeats over a year period and are generally associated with an event unique to that time of year. Seasonal Sales may include the Summer Produce Season, Fall Harvest, and Christmas.

*Temporary business* means the sale of goods or services by a person or business being operated out of a vehicle, trailer or tent/other similar temporary structure or in the open air for a specified period of time. A household selling its personal property at the residential location of that household is *not* a temporary business.

*Tent* means a portable shelter consisting of canvas or other material stretched over poles or other like devices attached to stakes or anything suggestive of a portable shelter.

*Transient vendor* means any person, firm or corporation whether as owner, agent or employee that sells, offers or exhibits for sale any goods, wares or services from private premises, but remains at one place for a temporary period only.

**Sec. 18-286. - Temporary business; temporary vendor license and occupation tax certificate required.**

Any person desiring to operate a temporary business within the City shall be required to obtain a Temporary Vendor Permit and shall be subject to all provisions set forth herein. It shall be unlawful for any person, agent, servant or employee of any person to engage in, carry on or conduct a temporary business without having first obtained a permit as provided herein.

**Sec. 18-287. - Garage, yard, or stall sales; temporary vendor license and occupation tax certificate required.**

Any person desiring to sell personal property of every kind and character, not at their own residence, shall obtain a Temporary Vendor Permit and shall be subject to all provisions set forth herein.

- (a.) It shall be unlawful for any person, agent, servant or employee of any person to engage in, carry on or conduct a garage, yard, or stall sale, not at their own residence, without having first obtained a permit as provided herein. All merchandise or items associated with any sale shall be removed immediately at the end of the sale.
- (b.) It shall be unlawful for any person to hold a garage sale except upon premises to which he has the right to possession and of which he is a member of the household. It shall be unlawful to hold a garage sale of longer duration than three consecutive days.
- (c.) Garage/yard sales, where permitted, shall not exceed seventy-two (72) hours for each yard sale. A garage/yard sale on a particular property shall not occur more frequently than four (4) times annually. All merchandise must be the property of those holding the sale and not be purchased for the purpose of resale.

**Sec. 18-288. - Application for temporary vendor permit required.**

Any person required to procure a temporary vendor permit under the provisions of this Article shall submit an application for such permit to the City of Statesboro upon a form to be supplied by the City. The application shall include, but shall not be limited to the following information:

- (a.) Name under which business is to be conducted and the business's state of incorporation;
- (b.) Name of the applicant;
- (c.) Permanent residential address of applicant and length of time at such address;
- (d.) Address where business is to be conducted;
- (e.) Property owner's name, address, telephone number and email address;
- (f.) Written consent of property owner for the use of the property in the nature of that applied for, or his agent and any conditions to lease agreement;
- (g.) Nature of the business;
- (h.) Type of merchandise;

- (i.) Description and number of vehicles and/or tents to be used;
- (j.) Dates and times within which the temporary business or garage, yard or stall sale will be operated;
- (k.) Name and contact information of the person and/or persons who will be in direct charge of conducting the temporary business or garage, yard or stall sale.
- (l.) Site plan clearly demonstrating the property; the layout of any temporary structures; or parking; toilet facilities; ingress/egress; drive lanes; and any other proposed use of area including the division of property into "stalls" or other defined areas.

**Sec. 18-289. - Fees.**

Regulatory fees, administrative fees, and/or application fees for Temporary Vendor Permits shall be levied in accordance with the most recently adopted Schedule of Fees or as otherwise adopted by the City of Statesboro Mayor and City Council.

**Sec. 18-290. - Exemptions.**

The following shall be exempt from the provisions of this Article:

- (a.) Participants in any City or other governmental agency sanctioned event.
- (b.) Any nonprofit organization sanctioned event provided that:
  - (1.) No sale shall last more than two consecutive days.
  - (2.) All merchandise or items associated with any sale shall be removed immediately at the end of the sale.
  - (3.) No more than two events per property, per year, may be held.
- (c.) Any person desiring to sell personal property of their own and at their own residence provided that:
  - (1.) No sale shall last more than two consecutive days.
  - (2.) No more than two sales of own personal property at each own residence within a 30-day period; and no more than four times per year total.
  - (3.) All merchandise or items associated with any sale shall be removed immediately at the end of the sale.

**Sec. 18-291. - Transfer of Temporary Vendor Permit.**

A Temporary Vendor Permit issued hereunder shall not be transferable.

**Sec. 18-292. - Location.**

- (a.) Any Temporary Business which sells its goods or services from more than one location within the City shall submit a separate application for each location and pay a separate fee for each location.



- (b.) Any Business regulated hereunder which moves to another location after the expiration of the temporary period shall obtain a new Temporary Vendor Permit from the City and pay the required fees for such permit.
- (c.) Temporary Vendors may only locate in zones allowing commercial or industrial uses; Temporary Vendors and Transient Merchants shall not locate within the right-of-way.

**Sec. 18-293. - Regulations.**

- (a.) The premises where such Temporary Business is located shall be kept in a clean and sanitary condition.
- (b.) The Temporary vendor shall have sufficient parking on the premises to provide parking for the customers and must not allow parking on the streets or adjoining property. Parking plans and ingress/egress plans must be approved by the City Engineer for safety.
- (c.) The vendor may not sell any goods or services by means of any outcry, sound, speaker or amplifier of any kind.
- (d.) The Temporary Vendor Permit shall be posted in conspicuous location at the Temporary Business site. License shall be shown to any peace officer or agent of the City of Statesboro or State of Georgia requesting it.
- (e.) Any structures or mobile units utilized by the Vendor shall comply with all fire and life safety code provisions and any additional requirements established by the authority having jurisdiction.
- (f.) The vendor shall not be located within any public right of way.
- (g.) Any Temporary Vendor or Transient Merchant required to obtain health permits, bonds, certificates of qualification, certificates of competency, state licensing, zoning approval, fire approval, certificates of occupancy, or other regulatory matter, shall first, before the issuance of a Temporary Vendor Permit or Occupation Tax Certificate, show evidence of such qualification.
- (h.) Any temporary business operating with duration of more than two consecutive days shall provide proper sanitary facilities consisting of one lavatory with running water for each ten thousand square feet of utilized site area. There shall be one or more hose connections to an adequate supply of water for each ten thousand square feet of utilized area and located so that all parts may be serviced by a hose. The Building Official shall approve such facilities.

**Sec . 18-294. Seasonal Sales.**

A person selling only seasonal merchandise associated with the following recognized seasons may qualify for a Seasonal Sales Permit, rather than a Temporary Vendor Permit: Summer Produce Season; Fall Harvest; and Christmas.

- a. For the purposes of this exception to this subsection seasonal merchandise does not include food, produce flowers balloons, and general retail items detailed with holiday accents, decorations, or other accessories.
- b. Seasonal Sales must abide by the same regulations of Temporary Vendors.
- c. Seasonal Sales may be permitted for a period of no more than 45 days immediately surrounding the season for which the permit is applied for.
- d. No Seasonal Sale vendor shall be issued more than two (2) Seasonal Sale Permits per calendar year.
- e. No property site shall be issued more than two (2) Seasonal Sale Permits per calendar year.

**Sec. 18-294. - Signs.**

Any signs erected in conjunction with the operation of a Temporary Business must be permitted in accordance with Statesboro Zoning Ordinance.

**Sec. 18-\_\_\_\_. – Toilet Facilities.**

Any temporary business with a duration of more than two consecutive days shall provide proper sanitary facilities consisting of one lavatory with running water for each ten thousand square feet of utilized site area. There shall be one or more hose connections to an adequate supply of water for each ten thousand square feet of utilized area and located so that all parts may be serviced by a hose.

**Sec. 19-296. - Penalties for operation without a Temporary Vendor Permit.**

Any Temporary Business or Temporary Vendor which operates within the City without first registering with the City and obtaining a Temporary Vendor Permit as provided herein shall be charged with violation of this ordinance. Each day any violation of this article shall continue shall constitute a separate offense.

**Sec. 18-297. - Revocation of a Temporary Vendor Permit.**

Any Temporary Vendor Permit issued to conduct a Temporary Business may be revoked by the City Clerk due to the failure of the vendor, his agent or employees to comply with the provisions herein; fraud, misrepresentation or false statement contained in the application for license; or for any violation of any other ordinance of the City or of any state or federal law.

**Sec. 18-298. - Duration**

Any Temporary Vendor Permit issued to a Temporary Business shall be valid for the dates stated upon the Temporary Vendor Permit or 30 consecutive days, whichever is shorter.

**Sec. 18-299. - Limits of issuance.**

- (a.) No Temporary Vendor or Transient Merchant shall be issued more than three (3) Temporary Vendor Permits per calendar year.

No property site shall be issued more than three Temporary Vendor Permits per calendar year.

(b.)r.

—

**Sec. 18- : Nonconforming vendors and uses**

- (a.) Any Temporary Business or Temporary Vendor in use at the time of passage of this ordinance and having been in operation within the City of Statesboro at a consistent location for the last six (6) months and which does not conform with the regulations of this ordinance at the date of adoption shall be considered a nonconforming Temporary Vendor or Temporary Business. A nonconforming Temporary Business or Temporary Vendor may continue in the same form and fashion, in its present location, but shall be subject to all the other pertinent regulations covering nonconforming Temporary Vendors and Temporary Businesses.**
- (b.) Any structure, alternation, extension, or addition to the Temporary Vendor or Temporary Business shall conform with the regulations of this ordinance and the municipal code of the City of Statesboro.**
- (c.) A nonconforming Temporary Vendor or nonconforming Temporary Business, once discontinued, may be resumed at any time within thirty days (30) from such discontinuance, but not thereafter. The resumption may be of the same class of use but shall not be resumed as a nonconforming use of a lower class.**

**OR**

- (a) Any Temporary Business or Temporary Vendor, as defined by this ordinance, in existence at the time of adoption of this Ordinance which violates or does not conform to the provisions hereof (hereafter, a “re-existing, non-conforming Temporary Business or Temporary Vendor”) shall conform to the provisions of this Ordinance within a period of three (3) years from said adoption of this Ordinance.**
- (b) The City Council may grant an extension of time for continued operation after the conclusion of the amortization grace period if the owner of the pre-existing non –conforming Temporary Business proves that he is unable to recoup his investment in such enterprise by that date. In order to secure an extension of time, the Temporary Business or Temporary Vendor must submit a written request for such extension at least sixty (60) days prior to the expiration of the three year amortization grace period.**

**Sec. 18-300 – 305. - Reserved.**

Section 2. All other sections of the Code of Ordinances, City of Statesboro, Georgia not expressly amended here remain in full force and effect.

Section 3. Should any section, subsection, or provision of this ordinance be rendered invalid by a court of competent jurisdiction, then all other sections, subsections, and provisions of this ordinance shall remain in full force and effect.

Section 4. Except as modified herein, City of Statesboro Code of Ordinances, is hereby reaffirmed and restated. The codifier is hereby granted editorial license to include this



amendment in future supplements of said Code by appropriate section, division, article or chapter.

Section 5. This ordinance shall be and remain in full force and effect from and after its adoption on two separate readings.

\_\_\_\_\_ First Reading: ~~June 2, 2015~~

Second Reading: ~~June 16, 2015~~

The Mayor and City Council of the City of Statesboro, Georgia

\_\_\_\_\_  
By: Jan J. Moore, Mayor

\_\_\_\_\_  
Attest: Sue Starling, City Clerk

DRAFT

**RESOLUTION 2015-44: A RESOLUTION TO ACCEPT THE 2016 GEORGIA COUNCIL FOR THE ARTS TOURISM PRODUCT DEVELOPMENT GRANT**

WHEREAS, on September 1, 2015, the City of Statesboro received a \$15,000 grant award from the Georgia Department of Economic Development Tourism Division and Georgia Council for the Arts; and

WHEREAS, in accordance with a Memorandum of Understanding between the Averitt Center for the Arts and the City of Statesboro, executed on or before June 30, 2015, the City of Statesboro shall act as a pass through agency for the Averitt Center for the Arts Use of the grant funds in construction of the Art Incubator portion of the City of Statesboro Georgia Southern University Fabrication Laboratory and Business Innovation Center; and

WHEREAS, a contract for use of said funds is required to be entered into between the City of Statesboro and the Georgia Council for the Arts, attached hereto and incorporated herein as Exhibit A;

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Statesboro, Georgia in regular session assembled this 3<sup>rd</sup> day of November, 2015, that the City of Statesboro hereby accepts the FY 2016 Tourism Development Product Grant in the amount of \$15,000; and furthermore

BE IT RESOLVED, by the City Council of the City of Statesboro, Georgia that the Mayor is authorized to execute and enter into the required contract as shown on Exhibit A on behalf of the City of Statesboro.

Adopted this 3<sup>rd</sup> day of November, 2015.

CITY OF STATESBORO, GEORGIA

\_\_\_\_\_  
By: Jan J. Moore, Mayor

\_\_\_\_\_  
Attest: Sue Starling, City Clerk



**TOURISM PRODUCT DEVELOPMENT  
FY16 CONTRACT**

Contract made by and between the Georgia Council for the Arts (hereinafter referenced as “GCA”) and

City of Statesboro  
50 East Main Street  
Statesboro, GA 30458

(hereinafter referenced as “GRANTEE”).

GCA receives funds from the National Endowment for the Arts (NEA) to fulfill GCA’s strategic plan. GCA has determined that the GRANTEE’s Tourism Product Development (TPD) program helps to fulfill the following GCA strategic plan goal:

**ECONOMIC DEVELOPMENT:** use the arts to promote Georgia’s economic growth

and so the parties hereto do mutually agree as follows:

**SCOPE OF SERVICES**

GRANTEE agrees to provide leadership for the complete program during the period of September 1, 2015 and June 1, 2016.

GRANTEE agrees that the program shall consist of plumbing for the Averitt Center for the Art’s arts incubator building. If changes need to be made to the project from what is outlined in the application, GRANTEE agrees to notify GCA to ensure that the changes are allowed. Grant funds may not be used for expenses that are not outlined in the TPD expenses portion of the project budget in the application unless the applicant receives written permission from GCA.

If the project is not completed by June 1, 2016 and a final report submitted, or if components of the project are not carried out as outlined in the application, GCA reserves the right to cancel any remaining portion or the award and/or request repayment of any portion of the award that corresponds to the incomplete portion of the project. In addition, the applicant will be ineligible to apply for any grants in FY17 from GCA or the Georgia Department of Economic Development.

## **COMPENSATION OF CONSULTANT**

GRANTEE shall be awarded \$15,000.00 by GCA for the project. GCA shall initiate payment of an official State of Georgia check for 80% of the total award with the submission the Contractor's Request for Reimbursement (CRR), which is at the end of this contract. The final 20% of this compensation will not be available until the Final Report for this contract is received and approved by GCA. The Final Report must be submitted no later than June 1, 2016. Any organization that does not submit the Final Report by that date will have the balance of the award cancelled.

## **CREDIT**

GCA and the NEA must be credited in any published material related to the funded project. GCA and the NEA should be credited in the same manner as other sponsors/funders. Failure to credit GCA and the NEA in material related to the funded project will result in a penalty of 10% of the grant award. (Credit requirements and logos can be found at [www.gaarts.org](http://www.gaarts.org).)

## **EVALUATION**

GRANTEE will provide for GCA approval a Final Report by June 1, 2016 that contains the information outlined in the Final Report Guidelines document attached to this contract.

## **GOVERNING LAW**

This Contract shall be governed in all respects by the laws of the State of Georgia.

## **TERMINATION OF CONTRACT**

GCA may terminate this contract at any time by giving written notice to the Contractor of such termination and specifying the effective date thereof.

## **ENTIRE CONTRACT**

All of the agreements between the parties are included herein, and no warranties either expressed or implied, representations, promises or statements have been made by either party unless endorsed herein in writing and executed in the same manner as this Contract.

IN WITNESS THEREOF, the undersigned do hereby accept the terms and conditions as set forth in the above Contract.



**FOR GRANTEE**

\_\_\_\_\_  
Authorizing Official Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title & Date

FEIN: \_\_\_\_\_

DUNS: \_\_\_\_\_

**FOR GEORGIA COUNCIL FOR  
THE ARTS**

\_\_\_\_\_  
Authorizing Official Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title & Date



**Contractor's Request for Reimbursement (CRR)  
Tourism Product Development (TPD) Agreement**

**Submit this form with the signed contract**

GCA Contract Number: \_\_\_\_\_ (GCA will enter this number)

Name of Organization: City of Statesboro

Mailing Address: 50 East Main Street  
Statesboro, GA 30458

Total Award: \$15,000

Request Amount (80% of award): \$12,000

Signature: \_\_\_\_\_

**FOR GCA USE ONLY**

PO# \_\_\_\_\_ Amt to be paid \_\_\_\_\_

Vendor # \_\_\_\_\_ Balance \_\_\_\_\_

Department: 4293201010

Program: 1461501

Account: 707015

Class: 315

Fund: 10100

Funding Source: 2321

Project: 23201001

Signature \_\_\_\_\_

Date \_\_\_\_\_

## Request for Taxpayer Identification Number and Certification

**Give Form to the  
 requester. Do not  
 send to the IRS.**

<b>Print or type See Specific Instructions on page 2.</b>	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification; check only <b>one</b> of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <b>Note.</b> For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input type="checkbox"/> Other (see instructions) ▶ _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
	5 Address (number, street, and apt. or suite no.)	Requester's name and address (optional)
	6 City, state, and ZIP code	
	7 List account number(s) here (optional)	

<b>Part I Taxpayer Identification Number (TIN)</b>																																																																									
Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> on page 3.  <b>Note.</b> If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="10" style="text-align: center; font-weight: bold;">Social security number</td> </tr> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> <tr> <td colspan="5" style="text-align: center;">-</td> <td colspan="5" style="text-align: center;">-</td> </tr> <tr> <td colspan="10" style="text-align: center; font-weight: bold;">or</td> </tr> <tr> <td colspan="10" style="text-align: center; font-weight: bold;">Employer identification number</td> </tr> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> <tr> <td colspan="5" style="text-align: center;">-</td> <td colspan="5" style="text-align: center;">-</td> </tr> </table>	Social security number																					-					-					or										Employer identification number																					-					-				
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<b>Part II Certification</b>	
Under penalties of perjury, I certify that:	
1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and 3. I am a U.S. citizen or other U.S. person (defined below); and 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.	
<b>Certification instructions.</b> You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.	

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶
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### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/fw9](http://www.irs.gov/fw9).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.*

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.