



**February 1, 2022 9:00 am**

1. Call to Order by Mayor Jonathan McCollar
2. Invocation and Pledge of Allegiance by Councilmember Phil Boyum
3. Recognitions/Public Presentations
  - A) Presentation of a proclamation recognizing February 18<sup>th</sup>, 2022 as Arbor Day.
  - B) Presentation of flag by the Georgia Forestry Commission recognizing the City's participation in the Tree City USA program.
  - C) Presentation by Richard Deal with Lanier, Deal, and Proctor on how the City financially ended Fiscal Year 2021.
4. Public Comments (Agenda Item):
5. Consideration of a Motion to approve the Consent Agenda
  - A) Approval of Minutes
    - a) 01-18-2022 Work Session Minutes
    - b) 01-18-2022 Council Minutes
    - c) 01-18-2022 Executive Session Minutes
  - B) Consideration of a motion to approve the City of Statesboro Fiscal Year 2021 audit.
6. Public Hearing and Consideration of a motion to approve the first reading of **Ordinance 2022-01**: An Ordinance amending the Statesboro Code of Ordinances Chapter 6 Section 6-23 to regulate the licensure and operation of Package Sales.
7. Consideration of a motion to approve the Downtown Master Plan for the City of Statesboro Georgia.
8. Other Business from City Council
9. City Managers Comments
10. Public Comments (General)
11. Consideration of a Motion to enter into Executive Session to discuss “Personnel Matters” “Real Estate” and/or “Potential Litigation” in accordance with O.C.G.A 50-14-3(b)
12. Consideration of a Motion to Adjourn

# CITY OF STATESBORO



## COUNCIL

Phil Boyum, District 1  
Paulette Chavers, District 2  
Venus Mack, District 3  
John Riggs, District 4  
Shari Barr, District 5

Jonathan McCollar, Mayor  
Charles Penny, City Manager  
Leah Harden, City Clerk  
I. Cain Smith, City Attorney

50 EAST MAIN STREET • P.O. BOX 348  
STATESBORO, GEORGIA 30459-0348

**To:** Charles Penny, City Manager  
Jason Boyles, Assistant City Manager

**From:** John Washington, Public Works / Engineering Director

**Date:** January 19th, 2021

**RE:** Arbor Day Proclamation and Tree City USA Recognition

### Recommendation:

The Statesboro Tree Board requests two items on the February 1st, 2022 city council meeting agenda for a proclamation recognizing Arbor Day 2022 in the City of Statesboro and recognition of the City of Statesboro's participation in the Tree City USA program. Tree Board Chairman, Wesley Parker, has requested that members of the Tree Board accept the proclamation and has indicated that Georgia Forestry Urban Forester, Robert Seamans, will present the Mayor and Tree Board with a Tree City USA flag.

### Attachments:

Arbor Day Proclamation

# **A PROCLAMATION BY THE MAYOR AND CITY COUNCIL OF STATESBORO, GEORGIA**

## **ARBOR DAY**

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

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

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

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

**WHEREAS:** trees are a renewable resource giving us paper, wood for our homes, fuel for our fires and countless other wood products, and

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

**WHEREAS:** trees wherever they are planted, are a source of joy and spiritual renewal,

**NOW, THEREFORE I, Jonathan McCollar, Mayor of the City of Statesboro do hereby proclaim February 18<sup>th</sup>, 2022 as**

## **ARBOR DAY**

**In the City of Statesboro, and I urge all citizens to celebrate Arbor Day and to support efforts to protect our trees and woodlands, and**

**FURTHER, I urge all citizens to plant and care for trees to gladden the heart and promote the well-being of this and future generations.**

Dated this 1<sup>st</sup> day of February in the Year 2022

\_\_\_\_\_  
Jonathan McCollar, Mayor

# CITY OF STATESBORO

**COUNCIL**

Phillip A. Boyum  
Paulette Chavers  
Venus Mack  
John C. Riggs  
Shari Barr



Jonathan McCollar, Mayor  
Charles Penny, City Manager  
Leah Harden, City Clerk  
I. Cain Smith, City Attorney

50 EAST MAIN STREET • P.O. BOX 348  
STATESBORO, GEORGIA 30459-0348

**To:** Mr. Charles Penny, City Manager

**From:** Cindy S. West, Finance Director

**Date:** January 25, 2022

**RE:** End of Fiscal Year 2021 Audit Presentation

**Background:** The City of Statesboro is required to have an independent financial audit at the end of each Fiscal Year. Richard Deal, with Lanier, Deal and Proctor, will give an update on how the City financially ended Fiscal Year 2021.

**Budget Impact:** N/A

**Council Person and District:** All

**Attachments:** N/A



# LANIER, DEAL & PROCTOR

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STATESBORO, GEORGIA 30459  
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WILLIAM BLAKE BLOSER, CPA  
TIFFANY D. JENKINS, CPA, CGMA  
RICHARD N. DEAL II, CPA

MEMBERS  
AMERICAN INSTITUTE OF CERTIFIED  
PUBLIC ACCOUNTANTS  
GEORGIA SOCIETY OF CERTIFIED  
PUBLIC ACCOUNTANTS

December 29, 2021

To the City Council  
City of Statesboro, Georgia

We have audited the financial statements of the governmental activities, the business-type activities, the aggregate discretely presented component unit, each major fund, and the aggregate remaining fund information of the City of Statesboro, Georgia for the year ended June 30, 2021. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standard and *Government Auditing Standards* as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated June 3, 2021. Professional standards also require that we communicate to you the following information related to our audit.

## Significant Audit Matters

### *Qualitative Aspects of Accounting Practices*

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by the City of Statesboro, Georgia are described in Note 1 to the financial statements. No new accounting policies were adopted and the application of existing accounting policies was not changed during the year ended June 30, 2021. We noted no transactions entered into by the governmental unit during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected. The most sensitive estimates affecting the financial statements were:

Management's estimate of the liability for claims incurred but not paid as of June 30, 2021 for the employee insurance fund is based on the review of a claims lag report through November, 2021.

Management's estimate of the allowance for uncollectible accounts receivable is based on historical collection rates and an analysis of the collectibility of individual accounts.

### *Other Audit Findings or Issues*

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the governmental unit's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

### Other Matters

We applied certain limited procedures to management's discussion and analysis and the supplementary information on the City's defined benefit plan and OPEB plan, which is required supplementary information (RSI) that supplements the basic financial statements. Our procedures consisted of inquiries of management regarding the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We did not audit the RSI and do not express an opinion or provide any assurance on the RSI.

We were engaged to report on the combining and individual fund financial statements and schedules, schedule of SPLOST expenditures, and schedule of TSPLOST expenditures, which accompany the financial statements but are not RSI. With respect to this supplementary information, we made certain inquiries of management and evaluated the form, content, and methods of preparing the information complies with accounting principles generally accepted in the United States of America, the method of preparing it has not changed from the prior period, and the information is appropriate and complete in relation to our audit of the financial statements. We compared and reconciled the supplementary information to the underlying accounting records used to prepare the financial statements or to the financial statements themselves.

We were not engaged to report on the introductory and statistical sections, which accompany the financial statements but are not RSI. We did not audit or perform other procedures on this other information and we do not express an opinion or provide any assurance on it.

### Restriction on Use

This information is intended solely for the use of the City Council and management of the City of Statesboro, Georgia and is not intended to be and should not be used by anyone other than these specified parties.

Very truly yours,

*Lanier, Deal & Proctor*

Lanier, Deal & Proctor, CPAs



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CITY OF STATESBORO  
WORK SESSION MINUTES  
JANUARY 18, 2022

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Mayor & Council Work Session

50 E. Main St. Statesboro, Ga

3:00 PM

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A Work Session of the Statesboro City Council was held on January 18, 2022 at 3:00 p.m. in the Council Chambers at City Hall, 50 East Main Street. Present was Mayor Jonathan McCollar, Council Members: Phil Boyum, Paulette Chavers, Venus Mack, John Riggs and Shari Barr. Also present was City Clerk Leah Harden, City Attorney Cain Smith, City Manager Charles Penny, Assistant City Manager Jason Boyles and Public Information Officer Layne Phillips.

### **1. Presentation of City 2021 Annual Audit**

Richard Deal with Lanier, Proctor and Deal presented the highlights of the Fiscal Year 2021 City Audit. The City had a 13% increase in total assets and a 21% increase in total liabilities from the previous year. Liabilities include OPEB (other posted employee benefits), pension, and revenue bonds. The City's total net position increased by 12% and there was a 14% decrease in total expenses. Total revenues for governmental activities increased by 21% these revenues include CARES Act funds, TSPLOST, and SPLOST. The General Fund balance represents 54% percent of our annual expenditures and transfers out. This puts the City in a very strong financial position with the general fund. Lastly, Mr. Deal reviewed the net position of SPLOST, TSPLOST, Proprietary Funds, Enterprise Funds, and Internal Service Funds. The bottom line, the City is in a good financial position.

### **2. Everside – Employee Clinic**

Human Resource Director Demetrius Bynes reviewed with Mayor and City Council the finalist for the onsite employee health clinic. Mr. Bynes gave an overview of the City's current vendor Premise Health. Premise Health is located on Brampton Avenue, their office hours are 8 am –5 pm on Tuesdays and Thursdays and they have been the City's provider for 10 years. During that time it was not been taken back to the market for vetting. The process began with the city engaging with NFP our benefits broker to lead the RFP process. After the RFP was released to the public NFP received responses from five vendors. These vendors were then interviewed by city employees. A representative from each department was involved in the interview process. Everside Health was identified as the finalist and they came for a visit in December, meeting with the City Managers, the employee interview team, and department heads.

Councilmember Paulette Chavers asked who the other vendors were that responded and what caliber of employees were on the interview team and did they decide on Everside?

The responses were from Everside, Premise Health, Statesboro Urgent Care, MCR Health, and Target Care. Employees on the interview team were from various levels within the city. In addition to the employee group interviews there was an administration interview group, we took all the information together, verified references and Everside was identified as the finalist. Everside has substantial experience with municipal government employees. They showed the ability and willingness to embrace our vision for the employee clinic. David Young with Everside presented the services Everside will provide to employees. A Nurse Practitioner will be on site for the employees and their families only. We take extra time, the average visit with a primary care physician is 16 minutes we are 28 minutes. In addition we have an afterhours number employees can call and receive care. We are a national company with 350 plus health center across the U.S with 23 health centers in Georgia. The services we offer include primary care, mental health, chronic condition management, wellness



coaching, onsite testing & labs, occupational health, referral management, and pharmacy. We are able to provide a better patient experience because of the additional time spent with each patient, as a result you will see better health outcomes which reduces the costs for the client and patient. We have a mobile app to promote engagement with employees. We also provide reporting into performance metrics for the city.

Councilmember Paulette Chavers asked if this service is in lieu of the insurance plan or does it work in conjunction to the plan?

Mr. Young stated they do not bill insurance the payment for service would come directly from the city.

Councilmember Phil Boyum stated the clinic is a great opportunity for our employees to have quicker access to care with no cost to the employee for the visit. It also enables our employees to have access to more maintenance type care to prevent them from getting sick in the first place, which is less costly and less damaging to the body.

The clinic will be open on Monday, Wednesday, and Thursday from 8 am – 5 pm for a total of 24 hours per week and they will begin services when the build out of the clinic is complete. In the meantime Premise Health has agreed to continue to provide clinic services to city employees.

City Manager Charles Penny stated we like to include our employees in any process we can, to get feedback and taking their comments into consideration when we formalize a final recommendation.

Councilmember Phil Boyum stated that we have a set guideline for bidding and purchasing our employees follow. Sharing those processes during a work session would be appropriate.

### **3. Downtown Master Plan**

TSW project manager Woody Giles presented the final draft of the Downtown Master Plan. The process started with community outreach that included Stakeholder interviews, community workshops, student focus groups, community groups, and property owners. The responses for downtown include restaurants, music venue, green space, more welcoming, and new & renovated housing. Downtown Statesboro is broken down into districts unique to its different areas. The districts include a historic square, the Blue Mile, University-oriented Development, West District, Southern Gateway, and Neighborhood infill. The plan is organized around some big ideas such as infill housing & rehabilitated housing, University oriented development, downtown commons, music/event space, event strategy, boutique hotel, parking improvements, trail extensions, art installations, recreation center, branding & marketing, more restaurants, gateway improvements, historic district, and telling all stories. The action plan document includes interim and long-term projects, responsible parties, a rough order of magnitude and cost, and potential funding sources. The consideration for adoption of this plan will be placed on the agenda for the February 1<sup>st</sup> Council meeting. The downtown master plan is a guide to where we go in the future in our downtown.

### **4. Bulloch Alcohol & Drug Council**

Charlotte Spell with the Bulloch Alcohol & Drug Council presented to Mayor and City Council the history on what the research shows us today and best practices in reducing excessive alcohol use and the negative consequences that can come about as a result of that. Ms. Spell began with a look at some communities that have put additional practices in place such as Brookhaven, Augusta, and Peachtree Corners have increased the distance between package stores. Research shows that when a large number of businesses are selling alcohol within a mile of a college campus there is an increase of underage drinking, sexual assault, and other criminal activities and since we have Georgia Southern University we have to think of the population that's there. Another concern is the number of DUI's that have been spiking here in our city. The CDC put together some recommendations on things local communities can put in place to help reduce harmful alcohol use which includes the regulation of alcohol outlet density, increase alcohol tax, requirement of Dram Shop Liability, limiting days of sales, limit hours of sale, and enhancement of laws prohibiting sales to minors. Some of the benefits to limiting alcohol out density are the reduction of excessive drinking, reduction in crime, reduction in underage drinking, reduction in intimate partner violence and child maltreatment, reduction in suicide and gun violence. Ways to regulate alcohol outlet density would be to require a free standing building, square footage and inventory requirements, limit the merchandise available for sale, enhance distance requirements between stores, and limit the number of licenses.

## **5. Package Store Ordinance and Recommendations**

City Attorney Cain Smith reviewed with Mayor and Council the directives made by Mayor and Council at the December 21<sup>st</sup> work session. In regards to the number of licenses no directive was given to limit the number licenses, square footage and/or inventory requirement no directive was given to mandate minimums on either one. As to proximity to vulnerable establishments, directive was given to follow state regulations without local enhancement. The proximity between package stores no directive was given to increase beyond the 500 yard state regulation. Zoning requirements directive was given to limit to HOC, CR, and CBD zoning districts. For products available for sale directive to follow state regulation without local enhancement. The hours of operation directive was given to limit from 8:00 am – 10:00 pm Monday through Saturday. And no directive was given to limit the stores to freestanding. Mr. Smith also reviewed the alcohol license process, Completed Application submissions include the following, copy of lease or proof of ownership, a floor plan, a proximity map completed by a registered surveyor, and a copy of alcohol liability insurance policy declaration. The application is then reviewed and evaluated by the Fire Department, Police Department, Zoning Department, and the City Attorney. After each department has submitted their comments a sign is posted in front of the establishment giving public notice of the place and time for a meeting of Mayor and Council for consideration of the application seven days prior to the meeting. Some noteworthy items include an Occupational Tax Certificate must be obtained before the issuance of an alcohol license. Licenses are not transferable and must be approved by Mayor and Council at an open meeting of the body. In addition, failure to open a licensed establishment within 45 days of license issuance would result in the forfeiture and/or cancellation of the license. Package stores are unique in that state mandates 500 yards between license establishments, staff recommends issuing a temporary license to applicants to stake their place. The applicant will go through the approval process for the location and criminal background check. The application is then brought before Mayor and Council for approval. What this process does is secure the location from other stores applying for the same license type within the 500 yard distance requirement.

Councilmember Venus Mack stated she thought 45 day window was changed to 60 days.

City Manager Charles Penny stated at the last discussion there was a concern about what would happen with the 45 day requirement, since there is a big investment that would need to be made in order to either renovate or build a building. The outlined process would begin with Council on the front end. If the temporary license is issued the applicant would have 180 days from the date they get that approval to be under construction or renovation of that space. From then they have whatever time it takes to build the building, the 45 days kicks in when the building is finished and a final approval is given to open their business. However if within the original 180 days construction has not begun or substantial renovations begun the applicant would then forfeit that license.

Mayor Jonathan McCollar stated that Councilmember John Riggs was unable to attend today but stated to him that he is uncomfortable with the current ordinance and would like for the first reading to be pushed back. Mayor McCollar also stated that this is a public health matter we need to act responsibly. We need to have a work session that is dedicated to this issue.

Council discussion included limiting the number of licenses and postponing the first reading of the ordinance. In addition it was agreed to have a work session one day next week before the next regularly scheduled Council Meeting.

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Jonathan McCollar, Mayor

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Leah Harden, City Clerk



CITY OF STATESBORO  
COUNCIL MINUTES  
JANUARY 18, 2022

Regular Meeting

50 E. Main St. City Hall Council Chambers

5:30 PM

**1. Call to Order**

At 5:40 pm Mayor Jonathan McCollar called the meeting to order

**2. Invocation and Pledge**

Mayor Pro Tem Shari Barr gave the Invocation and led the Pledge of Allegiance.

**ATTENDANCE**

Attendee Name	Title	Status	Arrived
Jonathan McCollar	Mayor	Present	
Phil Boyum	Councilmember	Present Via Zoom	
Paulette Chavers	Councilmember	Present	
Venus Mack	Councilmember	Present	
John Riggs	Councilmember	Absent	
Shari Barr	Mayor Pro Tem	Present	

Other staff present: City Manager Charles Penny, Assistant City Manager Jason Boyles, Public Information Officer Layne Phillips, City Attorney Cain Smith and City Clerk Leah Harden

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

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

**A) Approval of Minutes**

**a) 01-04-2022 Council Minutes**

A motion was made to approve the consent agenda.

**RESULT:**

Approved (Unanimous)

**MOVER:**

Councilmember Venus Mack

**SECONDER:**

Councilmember Paulette Chavers

**AYES:**

Boyum, Chavers, Mack, Barr

**ABSENT**

Councilmember John Riggs

**5. Public Hearing and Consideration of a motion to approve the first reading of Ordinance 2022-01: An Ordinance amending the Statesboro Code of Ordinances Chapter 6 Section 6-23 to regulate the licensure and operation of Package Sales.**

A Motion was made to table this item until the first meeting in February.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Mayor Pro Tem Shari Barr
<b>SECONDER:</b>	Councilmember Paulette Chavers
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

**6. Public Hearing & Consideration of a Motion to approve application for an alcohol license in accordance with The City of Statesboro alcohol ordinance Sec. 6-13 (a):**

**Mellow Mushroom  
1098 Bermuda Run Rd  
Statesboro, Ga 30458  
Owner: MM Statesboro LLC**

A motion was made to open the public hearing.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Venus Mack
<b>SECONDER:</b>	Councilmember Paulette Chavers
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

No one spoke for or against the request.

A motion was made to close the public hearing.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Mayor Pro Tem Shari Barr
<b>SECONDER:</b>	Councilmember Paulette Chavers
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs



A motion was made to approve the application for an alcohol license in accordance with The City of Statesboro alcohol ordinance Sec. 6-13 (a) for:

Mellow Mushroom  
1098 Bermuda Run Rd  
Statesboro, Ga 30458  
Owner: MM Statesboro LLC

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Mayor Pro Tem Shari Barr
<b>SECONDER:</b>	Councilmember Paulette Chavers
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

**7. Public Hearing and Consideration of a Motion to Approve: APPLICATION SE 21-12-01: TBR, LLC requests a Special Exception at a property located in the R-15 (Single-Family Residential) zoning district in order to allow the placement of a hair salon at 106 S Zetterower Ave.**

A motion was made to open the public hearing.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Venus Mack
<b>SECONDER:</b>	Councilmember Paulette Chavers
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

Hank Meirerhoffer spoke in favor of the request.  
No one spoke against the request.

A motion was made to approve close the public hearing.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Venus Mack
<b>SECONDER:</b>	Councilmember Paulette Chaves
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

A motion was made to approve APPLICATION SE 21-12-01: a Special Exception at a property located in the R-15 (Single-Family Residential) zoning district in order to allow the placement of a hair salon at 106 S Zetterower Ave.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Venus Mack
<b>SECONDER:</b>	Councilmember Paulette Chavers
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

**8. Public Hearing and Consideration of a Motion to Approve: APPLICATION SE 21-12-02: Shaynen Anderson requests a Special Exception at a property located in the CR (Commercial Retail) zoning district in order to place an auto body/mechanic shop at a property located at 216 N Zetterower Ave.**

A motion was made to open the public hearing.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Paulette Chavers
<b>SECONDER:</b>	Councilmember Venus Mack
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

Shaynen Anderson spoke in favor of the request.  
No one spoke against the request.

A motion was made to close the public hearing.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Mayor Pro Tem Shari Barr
<b>SECONDER:</b>	Councilmember Venus Mack
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

A motion was made to approve APPLICATION SE 21-12-02: a Special Exception at a property located in the CR (Commercial Retail) zoning district in order to place an auto body/mechanic shop at a property located at 216 N Zetterower Ave.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Phil Boyum
<b>SECONDER:</b>	Councilmember Venus Mack
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

**9. Consideration of a Motion to approve Resolution 2022-01: A Resolution requesting approval for the Staffing for Adequate Fire and Emergency Response Grant for the City of Statesboro, Georgia.**

A motion was made to approve Resolution 2022-01 approving the Staffing for Adequate Fire and Emergency Response Grant for the City of Statesboro, Georgia.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Venus Mack
<b>SECONDER:</b>	Councilmember Paulette Chavers
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

**10. Consideration of a motion to approve Resolution 2022-02: A Resolution approving application of a Community Home Investment Program (CHIP) Grant to the Georgia Department of Community Affairs and commitment of matching funds"**

A motion was made to approve Resolution 2022-02: approving application of a Community Home Investment Program (CHIP) Grant to the Georgia Department of Community Affairs and commitment of matching funds.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Paulette Chavers
<b>SECONDER:</b>	Mayor Pro Tem Shari Barr
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

**11. Consideration of a motion to accept the recently awarded grant from the Criminal Justice Coordinating Committee (CJCC) in the amount of \$116,640 for the purchase of a new shooting simulator and related equipment.**

A motion was made to accept the recently awarded grant from the Criminal Justice Coordinating Committee (CJCC) in the amount of \$116,640 for the purchase of a new shooting simulator and related equipment.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Paulette Chavers
<b>SECONDER:</b>	Councilmember Venus Mack
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

**12. Consideration of a motion to approve the fourth lease amendment with T-Mobile regarding the Malecki Drive water tower.**

A motion was made to approve the fourth lease amendment with T-Mobile regarding the Makecki Drive water tower.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Paulette Chavers
<b>SECONDER:</b>	Councilmember Venus Mack
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

**13. Consideration of a motion to approve the updated contract with South Georgia Family Medicine Associates PC (John Gerguis M.D.) to serve as the Statesboro Fire Department Physician (also referred to as Statesboro Fire Department Medical Director).**

A motion was made to approve the updated contract with South Georgia Family Medical Associates PC (John Gerguis, M.D.) to serve as the Statesboro Fire Department Physician (also referred to as Statesboro Fire Department Medical Director).

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Paulette Chavers
<b>SECONDER:</b>	Councilmember Venus Mack
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

**14. Consideration of a motion to approve Change Order 1 with Y-Delta, Inc. in the amount of \$20,125.00 for Stillwell Street and Zetterower Ave. Intersection improvements project and authorize the Mayor to execute contract document amendments.**

A motion was made to approve Change Order 1 with Y-Delta, Inc. in the amount of \$20,125.00 for Stillwell Street and Zetterower Ave. intersection improvements project and authorize the Mayor to execute contract document amendments.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Paulette Chavers
<b>SECONDER:</b>	Councilmember Venus Mack
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

**15. Consideration of a motion to authorize the Mayor to execute a Memorandum of Understanding with North Point Real Estate, Inc. for the extension of water and sewer infrastructure to serve property located on Hwy 67, known as the Rushing Tract.**

A motion was made to authorize the Mayor to execute a Memorandum of Understanding with North Point Real Estate, Inc. for the extension of water and sewer infrastructure to serve property located on Hwy 67, known as the Rushing Tract.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Paulette Chavers
<b>SECONDER:</b>	Councilmember Venus Mack
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

**16. Other Business from City Council:**

Mayor Pro Tem Shari Barr deferred to City Manager Charles Penny about an upcoming vaccination clinic.

City Manager Charles Penny stated that the City will be hosting a vaccination clinic on Saturday January 29, 2022 from 8:30 am – 12:30 pm at City Hall. The vaccination clinic held on January 8, 2022 vaccinated 75 individuals and as of today we have 19 gift cards left. We are requesting authorization to purchase 100 additional \$50 gift cards for vaccination incentives. The purchase total for the gift cards is \$5,000 and will be funded from ARPA funds.

A motion was made to authorize the City Manager to purchase an additional 100 \$50 gift cards to for vaccination incentives.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Mayor Pro Tem Shari Barr
<b>SECONDER:</b>	Councilmember Venus Mack
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

### **17. City Managers Comments**

City Manager Charles Penny stated that last year the City sponsored 3 food drives with the food bank and Don Poe has reached out asking the City sponsoring three food drives in 2022. The cost for each food drive is \$1,500.

Mayor McCollar stated he would like to add 2 additional City sponsored food drives for a total of 5 for 2022.

A motion was made to approve the City sponsoring two additional food drives in addition to the three already committed.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Venus Mack
<b>SECONDER:</b>	Councilmember Phil Boyum
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

Mr. Penny stated we will come back with an agreement with the Food Bank at the next Council Meeting.

Mr. Penny updated Mayor and City Council regarding the census data stating that the Coastal Regional Commission determined there has not been a significant amount of shifting since the previous census which mean there is no need for redistricting.

### **18. Public Comments (General): None**

**19. Consideration of a Motion to enter into Executive Session to discuss “Real Estate” and “Personnel Matters” in accordance with O.C.G.A. 50-14-3(b).**

At 6:10 pm a motion was made to enter into Executive Session to discuss “Real Estate” and “Personnel Matters” in accordance with O.C.G.A. 50-14-3(b).

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Mayor Pro Tem Shari Barr
<b>SECONDER:</b>	Councilmember Venus Mack
<b>AYES:</b>	Boyum, Chavers, Barr
<b>ABSENT</b>	Councilmember John Riggs

At 6:32 pm a motion was made to exit Executive Session.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Paulette Chavers
<b>SECONDER:</b>	Councilmember Venus Mack
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

Mayor Jonathan McCollar called the meeting back to order stating a vote was taken in Executive Session to appoint Dannie Bennett and Mykeal Bennett to the Statesboro Youth Commission.

A Motion was made to appoint Dannie Bennett and Mykeal Bennett to the Statesboro Youth Commission.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Venus Mack
<b>SECONDER:</b>	Councilmember Paulette Chavers
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

Before adjournment it was stated that a Council Work Session will be held on Thursday January 27, 2022 at 4:00 pm regarding the Package Store Ordinance.



## 20. Consideration of a Motion to Adjourn

A motion was made to adjourn.

<b>RESULT:</b>	Approved (Unanimous)
<b>MOVER:</b>	Councilmember Venus Mack
<b>SECONDER:</b>	Councilmember Paulette Chavers
<b>AYES:</b>	Boyum, Chavers, Mack, Barr
<b>ABSENT</b>	Councilmember John Riggs

The meeting was adjourned at 6:36 pm.

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Jonathan McCollar, Mayor

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Leah Harden, City Clerk

# CITY OF STATESBORO

## COUNCIL

Phillip A. Boyum  
Paulette Chavers  
Venus Mack  
John C. Riggs  
Shari Barr



Jonathan McCollar, Mayor  
Charles Penny, City Manager  
Leah Harden, City Clerk  
Cain Smith, City Attorney

50 EAST MAIN STREET • P.O. BOX 348  
STATESBORO, GEORGIA 30459-0348

**To:** Charles Penny, City Manager and Leah Harden, City Clerk

**From:** Cain Smith, City Attorney

**Date:** January 28, 2022

**RE:** February 1, 2022 City Council Agenda Items

**Policy Issue:** *First reading of proposed amendment to the Statesboro Code of Ordinances Chapter 6 Section 6-23 to regulate the licensure and operation of Package Stores*

**Recommendation:** N/A

**Background:** *City voters approved referendum to allow for issuance of licenses for package sales of distilled spirits on November 2, 2021. At November 16, 2021 meeting of Mayor and Council directive was made to present version of Section 6-23 reflecting state law at December 21, 2021 work session. Amendment of previously presented Section 6-23 regarding hours of operation, zoning districts, and use of collected tax proceeds was directed at the December work session for presentation at this meeting. These directed amendments are incorporated into attached ordinance amendment as well as consequent directives regarding products for sale, proximity requirements, and minimum square footage from the January 27, 2022 work session which was held following tabling of first reading on January 18, 2022*

**Budget Impact:** Unknown

**Council Person and District:** All

**Attachments:** Proposed version of Section 6-23

Georgia Municipal Association City of Excellence

Telephone: (912) 764-5468 • Fax: (912) 764-4691 • email: [cityhall@statesboroga.net](mailto:cityhall@statesboroga.net)

## Ordinance 2022-01:

### Sec. 6-23 - Retail package sale of distilled spirits for consumption off-premises.

Distilled spirits package sales shall only be permitted in Package Stores which are duly licensed by the city and state to sell distilled spirits by the package and which are devoted exclusively to the sale of alcoholic beverages in the original container for off-premises consumption. Such sales shall be subject to all state and federal laws and regulations as well as the provisions of this Section, which shall supersede any sections of the Statesboro Code of Ordinances to the contrary:

- (a) *Proximity requirements* Package Stores may not be located within 100 yards of any church building, alcoholic treatment center owned and operated by the state or any county or municipal government, or housing authority property; within 200 yards of any school building, educational building, school grounds, or college campus; or within 1,000 yards of an existing Package Store.
- (b) *Hours of operation* Package Stores may be open to public and sell alcoholic beverages from 8:00 A.M. until 10:00 P.M. Monday through Saturday.
- (c) *Display, offer, or sale of products other than distilled spirits* Package Stores may only sell, display, or keep in stock such items permitted pursuant to G.A.C. Rule 560-2-3-.04, except for sales of lottery tickets and provision of check cashing services which shall not be permitted.
- (d) *Open container* Package Store licensee shall not permit and no person shall engage in the breaking of a package containing any alcoholic beverage or the drinking of any alcoholic beverage on the licensed Package Store premises.
- (e) *Building requirements* Ingress and egress shall be provided directly to and only to the exterior of the building in which the Package Store is located and not to any other enclosed part of the building in which it is located. Licensed premises must be at least 3,000 square feet of combined showroom and storage in size.
- (f) *Zoning districts* Package Stores shall only be permitted in the following zoning districts: CR (Commercial Retail), CBD (Central Business District), and HOC (Highway Oriented Commercial).
- (g) *Use of excise tax proceeds* It shall be the stated policy goal of the City of Statesboro that a minimum of fifty percent (50%) of excise tax proceeds collected from Package Stores pursuant to Section 6-21 be allocated to social services contracts with qualified 501(c)(3) nonprofit organizations to provide beneficial youth and other social services to the City of Statesboro and its citizenry.
- (h) *Application Process* Applications for Package Stores shall be subject to staff review, public hearing, and consideration of issuance of a license before Mayor and Council in the manner prescribed in Sections 6-12 and 6-13. Application for a location reservation for a Package Store may be made prior to submission of proof of insurance and/or completion of a fire and safety inspection as required under Section 6-5 by tendering the standard application fee and submitting all other information required under Section 6-5. Consideration of issuance of location reservations shall be before Mayor and Council and include a public hearing. Issuance of a location reservation shall forestall consideration of other Package Store applicants within 1,000 yards of subject site. Location reservations shall be revoked after 180 days if applicant has not obtained all required City building permits and commenced substantial construction/ renovation on the subject property in such time. Location reservations shall further remain valid for 180 days from commencement of construction. In the event grantee fails to obtain a certificate of occupancy in such time the location reservation shall be revoked. City Manager or his/her designee, upon

written petition of location reservation grantee, may extend the location reservation for up to an additional 180 days upon grantee's showing of extenuating circumstances during construction. City Manager shall notify Mayor and Council in the event of such an extension. Consideration of final approval of Package Store licenses may be conducted by Mayor and Council by consent agenda without need for an additional public hearing.

(i) *Employment Regulations:* Package Store licensees shall be subject to all provisions contained in Section 6-10

(j) *Proof of Insurance*

1. *Proof of dram shop insurance.* Applicants seeking a Package Store license shall file with their application a certificate of liquor liability insurance (dram shop), in effect for the license period and issued by an insurer required to be licensed pursuant to state law, providing an annual aggregate policy limit for dram shop insurance of not less than \$1,000,000.00 per policy year with a minimum \$500,000.00 sublimit on assault and battery claims. A 30-day notice of cancellation in favor of the City of Statesboro must be endorsed to the policy and attached to the certificate.
2. *Proof of general liability insurance.* Applicants seeking a Package Store license shall file with their application a certificate of liability insurance, in effect for the license period and issued by an insurer required to be licensed pursuant to state law, providing at least \$1,000,000.00 in commercial general liability insurance coverage. A 30-day notice of cancellation in favor of the City of Statesboro must be endorsed to the policy and attached to the certificate.

Effective Date: March 15, 2022

# CITY OF STATESBORO

## COUNCIL

Phillip A. Boyum, District 1  
Paulette Chavers, District 2  
Venus Mack, District 3  
John Riggs, District 4  
Shari Barr, District 5



Jonathan McCollar, Mayor  
Charles Penny, City Manager  
Leah Harden, City Clerk  
Cain Smith, City Attorney

50 EAST MAIN STREET • P.O. BOX 348  
STATESBORO, GEORGIA 30459-0348

January 20, 2022

**TO:** Charles Penny, City Manager, Jason Boyles, Assistant City Manager and Leah Harden, City Clerk

**FR:** Kathleen Field, Director of Planning and Development

**RE:** February 1, 2022 City Council Agenda Item

---

**Policy Issue:** Proposed Downtown Master Plan

**Background:** In December of 2020, the City contracted with the firm of TSW from Atlanta, Ga to develop an updated Downtown Master Plan for the City. As part of this initiative, analytical studies were also undertaken to examine both the housing and commercial real estate markets and to use them as the basis for the Plan's findings. These documents serve as the appendices to the Plan.

At the January 18, 2022 City Council Workshop Meeting, a draft of the Downtown Master Plan was presented to the City Council for review.

**Recommendation:** Staff recommends approval of the proposed Downtown Master Plan

**Budget Impact:** None

**Council Person and District:** All

**Attachments:** Downtown Master Plan; City Wide Housing Study + Needs Analysis by the Bleakly Advisory Group; and, Commercial Real Estate Market Analysis by the Noel Consulting Group.



# DOWNTOWN STATESBORO MASTER PLAN



PREPARED BY TSW FOR THE CITY OF STATESBORO

**DRAFT** JANUARY 11, 2022







Image courtesy Downtown  
Statesboro Development Authority

## CITY LEADERSHIP

Jonathan McCollar, Mayor  
Shari Barr, Mayor Pro Tem  
Phil Boyum, Council Member District 1  
Paulette Chavers, Council Member District 2  
Venus Mack, Council Member District 3  
John Riggs, Council Member District 4

Charles Penny, City Manager  
Jason Boyles, Assistant City Manager  
Leah Harden, City Clerk  
Cain Smith, City Attorney

## PLANNING TEAM

Kathleen Field, Statesboro Director of Planning & Devt.  
Justin Williams, City of Statesboro Senior Planner  
Elizabeth Burns, City of Statesboro City Planner  
Allen Muldrew, Downtown Statesboro Development Authority

Bill Tunnell, TSW  
Woody Giles, TSW  
Tiffany Moo-Young, TSW  
David Laube, Noell Consulting  
Steven West, Noell Consulting

The citizens of Statesboro who contributed  
their time and ideas to the process!







01

## MASTER PLAN

Big Ideas for the Future of Downtown

7

02

## PLANNING CONTEXT

Public Input, Challenges & Opportunities,  
and Real Estate Market Summary

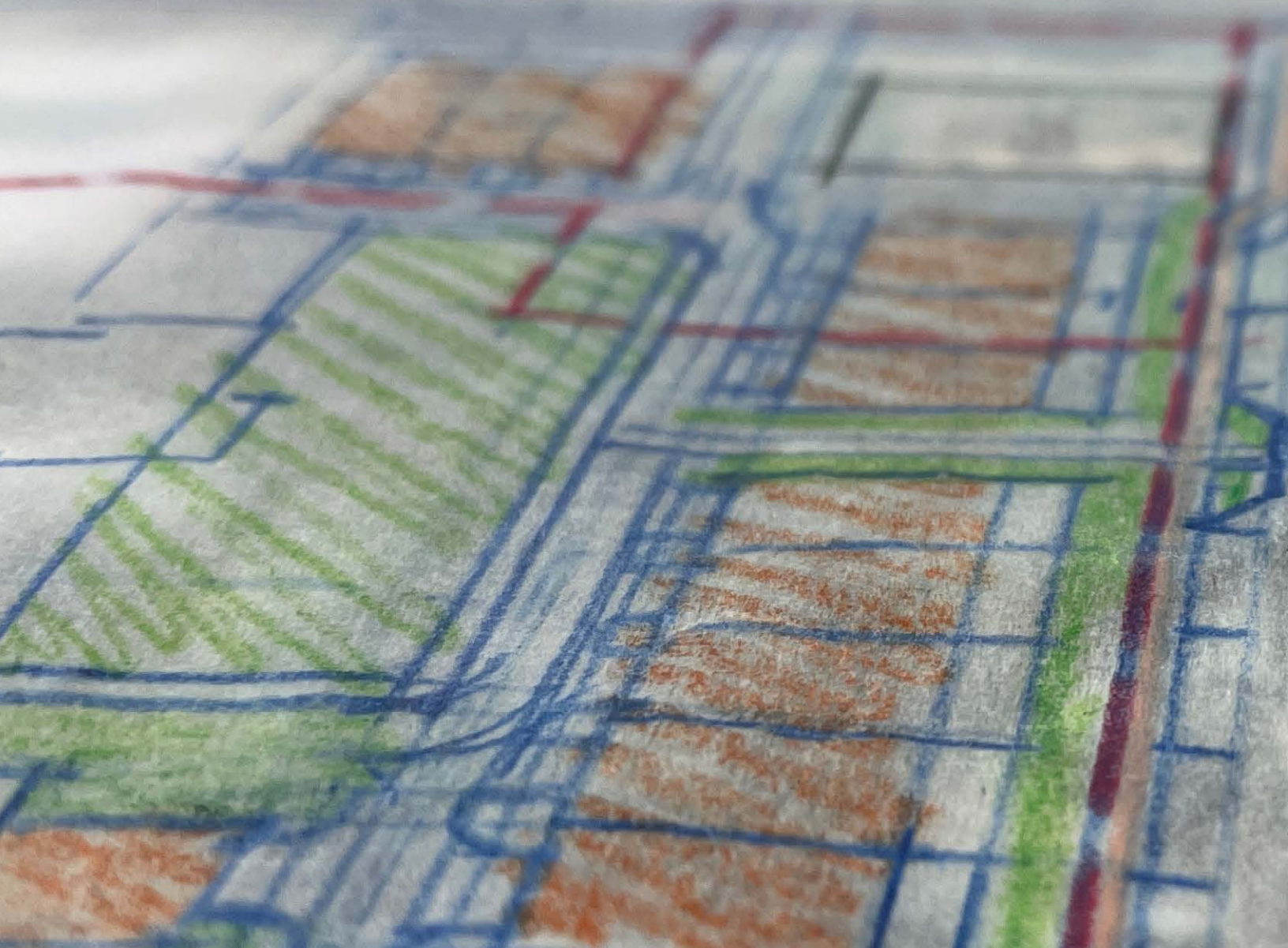
29

03

## ACTION PLAN

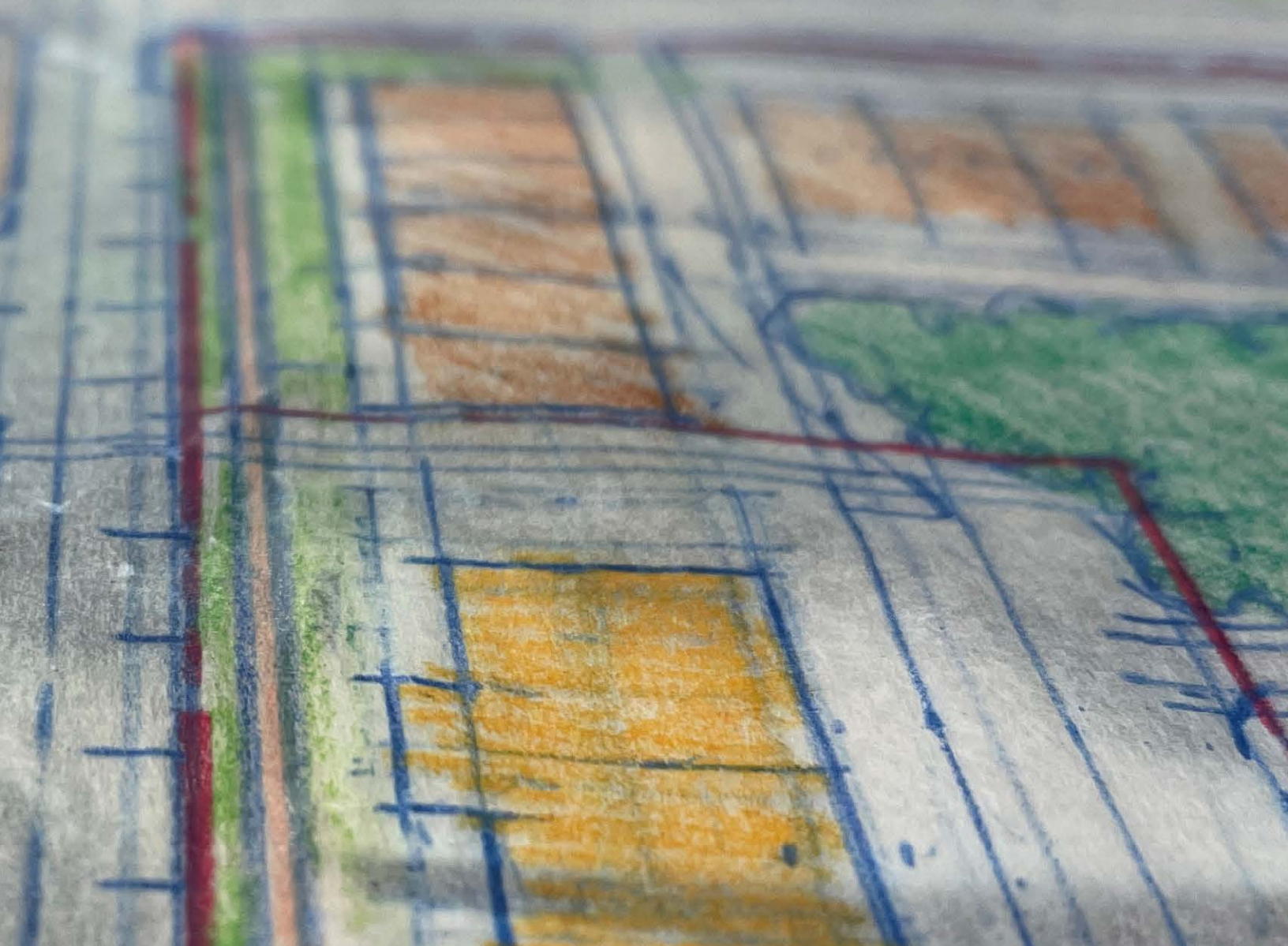
Partnerships, Interim & Long Term Actions

37



# 01





# MASTER PLAN

Big Ideas for the Future of Downtown



# OVERVIEW

The foundation for this Master Plan has been laid by previous plans commissioned in recent years by the City of Statesboro (see page 35). Rather than re-capping these plan conclusions, this document presents recommendations for how Downtown Statesboro can realize its vision through specific targeted improvements, and summarizes strategies for how to implement that vision.

This Master Plan may be thought of as the weaving together of multiple initiatives that, together, present an organizing framework for where, how, and when improvements should occur. Several very promising threads of this downtown fabric are already underway—the Blue Mile, the West District, Georgia Southern’s City Campus, planned South Main Street improvements, and the Blind Willie McTell Trail, among others.

The plan is based on community input (see page 28), conversations with key property owners, public officials, and other decision makers; and a market study (see page 34).

## 15 BIG IDEAS

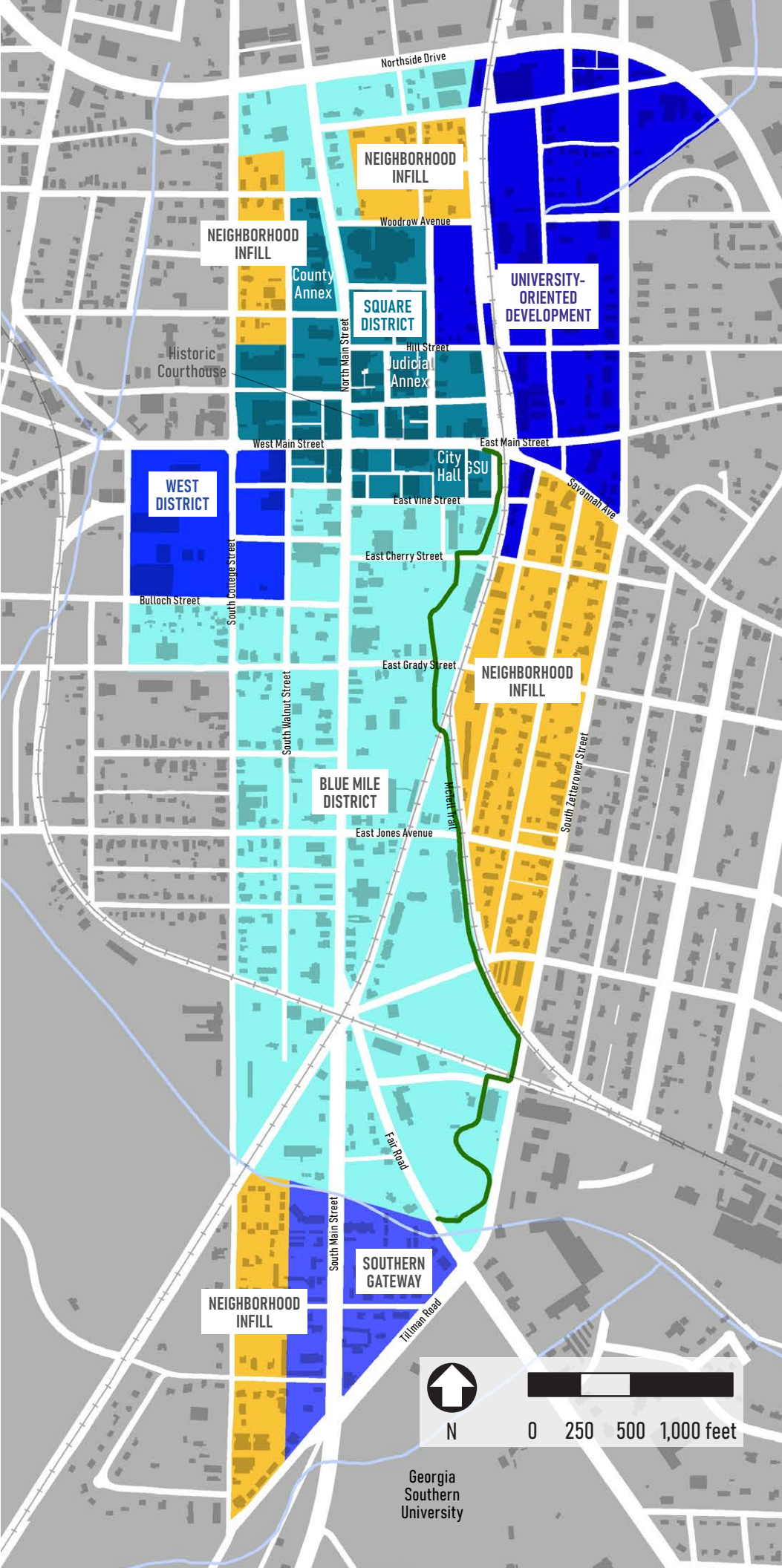
Many steps will need to be taken to bring the vision for downtown to fruition, but Downtown Statesboro’s top priority objectives are organized on the following pages under 15 Big Ideas. These show the more important actions that will help make downtown a vibrant attraction for everyone. Unlike some downtowns, Statesboro does not have a single anchor, and so must use a diverse strategy to revitalize and attract investment.

Several of the Big Ideas include more detailed potential development scenarios for several catalytic sites. These “what if” scenarios are intended as examples of what might be possible, and do not necessarily represent property owner intentions.



Image courtesy Downtown Statesboro Development Authority





# DOWNTOWN DISTRICTS

This map shows the overarching concept that Statesboro's future downtown should be thought of as having distinct districts.

## The Square District

Centered on the historic courthouse, this district should continue to be the main walkable mixed-use center, with important institutional anchors and diverse shopping and dining options.

## The Blue Mile

The central spine of downtown should be the focus for a broad variety of infill development that increases pedestrian activity and helps connect the Square to the University.

## University-Oriented Devt.

This hub, oriented to GSU's City Campus and the McTell Trail, should redevelop industrial properties as housing and support uses (see page 12).

## The West District

This area is anchored by a private development and should cater to growing demand for an updated live/work/play environment.

## Southern Gateway

The entrance into downtown should create a sense of arrival and welcome (see page 23).

## Neighborhood Infill

A mix of appropriate renovations and new construction can add more residents (see page 10).



01



# INFILL & REHABILITATED HOUSING

A key ingredient of successful downtowns is in-town housing appealing to a range of resident profiles and incomes. Currently, Statesboro has very few residential options fitting that description.

There are many properties throughout downtown where such housing could be added in small increments, using a variety of building types that integrate with the downtown fabric, as is already occurring in some places. This kind of infill can take several forms.

- New single-family houses compatible with existing historic houses
- Accessory dwelling units such as garage apartments or in-law suites
- Duplexes, quadruplexes, and other small apartment buildings
- Townhouses (attached row houses)
- Groups of cottages organized around small green spaces

There are also many homes in downtown that are in need of repair. Improvements to these homes should occur in a way that allows existing residents to stay in order to preserve the neighborhood social fabric.



# CATALYTIC DEVELOPMENT SITE

This conceptual plan example shows one potential infill housing site, consisting of two existing downtown blocks. This plan illustrates how valuable historic buildings can be retained, with the remaining block perimeters occupied by a mix of townhomes and small apartment buildings, both with front stoops or porches. Parking lots are located to the rear so as to not be visible from the street, while new sidewalks and street trees improve the sidewalk experience.

The goal of this plan is to increase residential density, at a scale that respects existing buildings, to help create a critical mass of residents that will support downtown businesses, events, and create more activity on the street.



This plan represents one possibility for redevelopment and is for illustrative purposes only. This plan assumes that any future development will occur when willing property owners and developers cooperate with the City of Statesboro and other local partners. It is also assumed that development would occur in phases.





## UNIVERSITY-ORIENTED DEVELOPMENT

Georgia Southern has, in recent years, created an expanding presence in downtown Statesboro. The City Campus, with its Small Business Development Center, Bureau of Business Research and Economic Development, and the Center for Entrepreneurial Learning and Leadership, is evidence of that commitment. Proposed expansions of these facilities will provide meeting space and other community amenities.

While primary academic functions and university housing will remain on the main campus, privately developed housing and mixed-use development could attract graduate students, faculty, and other young professionals to downtown, as well as providing amenities to draw more students to the area.

The area along the railroad east of the Square is ripe for this kind of growth. The McTell Trail, which connects downtown with Georgia Southern's campus, is already home to the City Campus and Eagle Creek Brewing Company, both important assets for college living. Several acres of under-utilized land east of the rail line, some of which is city-owned, is a natural fit for what could be a transformational expansion of City Campus and a northward extension of the Trail.



# CATALYTIC DEVELOPMENT SITE

This conceptual plan shows one possible configuration for a mixed-use development with housing for young professionals. The development's frontage on East Main Street could include student-oriented retail. This block and adjacent blocks could provide a significant quantity of housing that could provide a much-needed resident base to support activity downtown.

This concept also shows the opportunity to take an adjacent block and create a public park with a small event space. This site may have environmental contamination and so would not be a prime site for development, but could be remediated to serve as public space (see page 22). This would also serve as an amenity for the residential development and nearby residents.

Further expansion of this residential fabric could extend to the east, across North Mulberry Street, or to the north across Hill Street, onto surrounding vacant or low-value industrial sites.



This plan represents one possibility for redevelopment and is for illustrative purposes only. This plan assumes that any future development will occur when willing property owners and developers cooperate with the City of Statesboro and other local partners. It is also assumed that development would occur in phases.



## 03

## DOWNTOWN COMMONS



Downtown currently boasts a number of event venues, including The Averitt Center for the Arts and several streets and outdoor spaces that provide green space and accommodate a range of gatherings. However, there is a possibility for a larger flexible outdoor space that could be both a park amenity and event venue.

An ideal location for this use is the block shown on the previous page. This location not only reinforces the Square as a destination, but also serves as a focal green space for Georgia Southern's City Campus and proposed adjacent development. Similar park improvements in other cities, when within easy walking distance of downtown, have proven successful in drawing visitors to bolster local businesses before or after events.

The block currently houses a fueling station and an office building, which could both be relocated to less-valuable nearby sites, freeing up an expansive open space ideally located to be the downtown commons. The southern half of this block, already slated for redevelopment, could be designed to take advantage of this park frontage.



Image courtesy City of Powder Springs



example of downtown gathering space from Braselton, Georgia



# RECREATION CENTER

04



A logical (and needed) anchor is a public or publicly accessible indoor recreation facility. The existing Statesboro Family YMCA, located in a repurposed elementary school a mile to the southeast, serves the existing surrounding neighborhoods, but is not well located to serve the downtown.

A new facility within walking distance of downtown's daytime business community and available to nearby residents, youth, and seniors, could be an important amenity to support future downtown growth and attract regional visitors who would then stay and support downtown businesses. Such a facility, if located adjacent to shared public parking (see page 22), could help to justify the cost of a garage. There are multiple sites within walking distance of the Square that could serve this need. Ideally, this recreation center would include facilities not provided elsewhere, and include community spaces, such as meeting and classrooms.



example recreation center

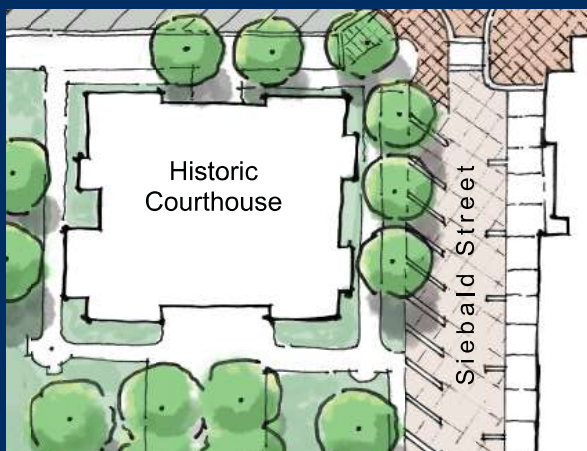


# MUSIC/EVENT SPACES

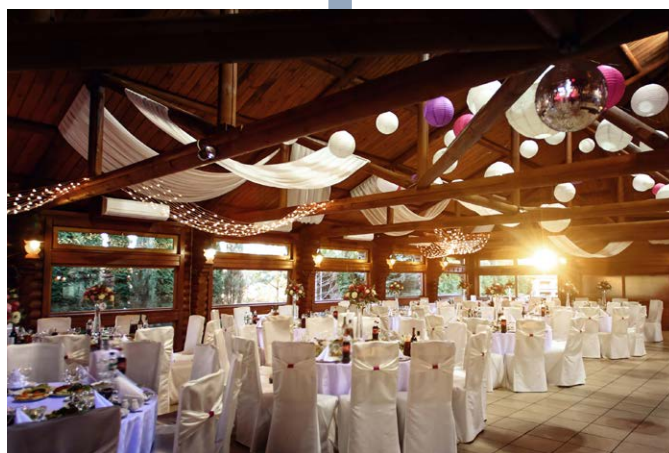
When asked what was missing in downtown, many stakeholders pointed to the absence of a meaningful music scene in Statesboro, one that would build on the city's rich musical history and a growing music industry.

While a potential amphitheater would help support more vibrant nightlife, privately-owned spaces, including dedicated venues as well as restaurants, bars, and coffee shops with small performance areas, will be needed to provide a place for smaller audiences and more frequent performances, perhaps taking cues from other college towns like Athens.

Public spaces should also be improved to accommodate outdoor events, including musical performances, festivals, markets, and more. As recommended in the previous Master Plan, Siebald Street should be improved to better host events on evenings and weekends. Vine Street should also have similar improvements.



## Recommended Public Event Space Locations







All downtowns need successful programming in order to thrive and attract a constant stream of diverse audiences. In this sense, a robust event strategy can serve as an anchor.

Statesboro should work to better understand the demographics of its different audiences (university students, families, and rural residents, to name a few), and build a recurring schedule of diverse events to attract them.

Existing events should be expanded, including the regular Farmers Market, and seasonal events such as the Downtown Getdown. Other existing events on campus or elsewhere in the area could be relocated downtown. And additional events should be added to cover holidays, concerts, art markets, and more.

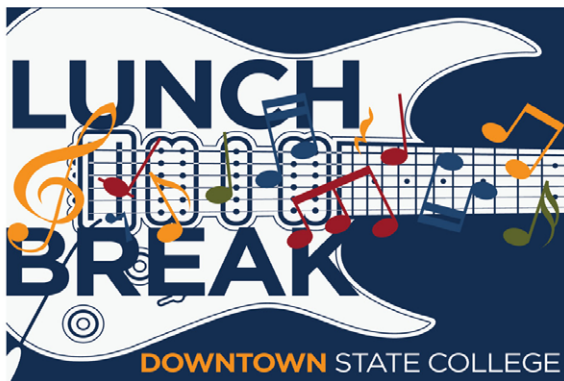


Images courtesy City of Duluth

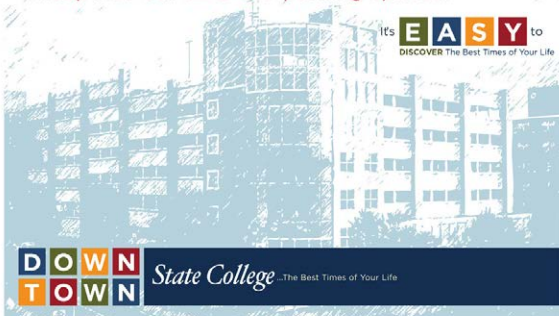


# BRANDING & MARKETING

07



There is nowhere to park downtown....  
except for our **2037** parking spaces.



An important key to successful downtowns is telling the story of what makes a place unique and what it has to offer. In an increasingly competitive world, with more destinations to choose from, this is what is required to become and to remain a destination.

To design and sustain an effective campaign of downtown marketing and promotion requires "all-in" commitment and coordination on the part of the city and its partners.

Downtown Statesboro already has a brand and social media presence. But it needs to hone its identity, refresh its logo, target its various audiences, and understand its relationship to the City and DSDA brand.

Wayfinding signage can not only showcase downtown's brand, but can help visitors find major destinations and where to park. A wayfinding plan should be developed as part of the branding initiative.



Sample images from another city's downtown branding, marketing, and wayfinding materials, courtesy Arnett Muldrow & Assoc.

# MORE RESTAURANTS

08



Restaurants are already a draw for downtown. Having more offerings could draw visitors, students, and others, especially after 5:00 p.m. These could include a mix of informal and more formal “sit-down” restaurants, with a focus on local ownership.

The way to support more food and beverage opportunities is to draw more people to live, work, and play downtown. As downtown’s day and nighttime population grows, this will happen organically. In the near term, an increased emphasis on downtown event programming can include food trucks, pop-ups, and street festivals like the annual Taste of Downtown event.



Another key element in drawing people downtown is providing a place for overnight guests. While there are currently several hotels along the Blue Mile, the market study indicated that downtown could support, and benefit from, a new boutique hotel.

Such a hotel would strengthen downtown as a destination for increased business and leisure, and provide an appealing address for parents of Georgia Southern University students to stay while visiting Statesboro. The market study stressed that this hotel should be located near the Historic Square, easily walkable to area restaurants and retail, preferably with a Main Street address. It would also be most successful if Georgia Southern could help recommend the hotel and its facilities.

This hotel should also include event space for weddings and small conferences, as well as a restaurant and bar. These amenities would further add to downtown's offerings.



Image courtesy Brisbane City Council

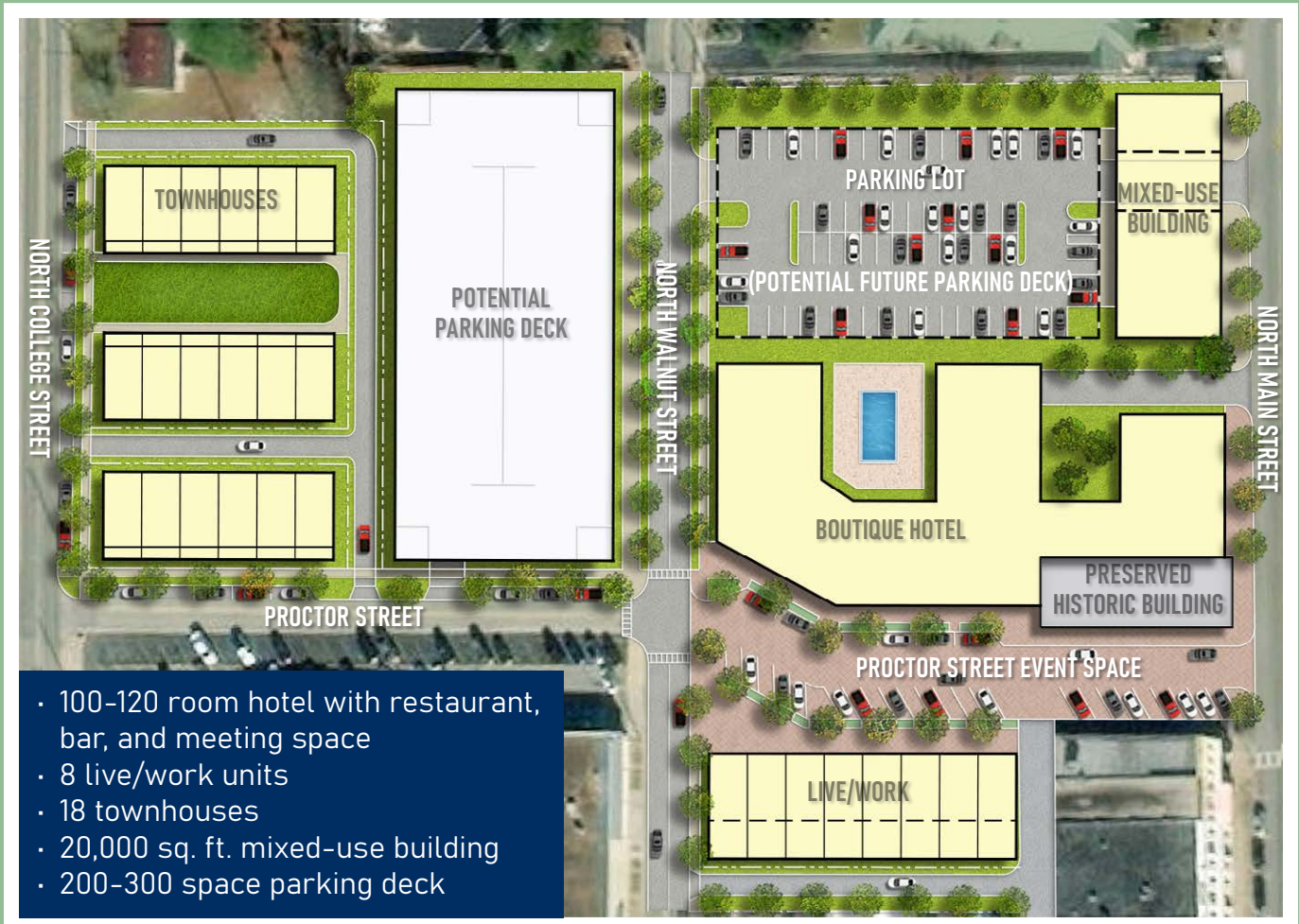


# CATALYTIC DEVELOPMENT SITE

The concept plan below shows an optimum location for a boutique hotel and adjacent redevelopment. The hotel could utilize the existing historic building fronting on North Main Street as an entry lobby, restaurant, and bar. The hotel rooms and event space would be in a new building or buildings. Adjacent properties along Walnut Street offer two options for shared parking to serve both the hotel and general downtown parking needs. Parking lots in the near term could be replaced by parking decks in the long term (see following page).

Importantly, the project could also include the remaking of Proctor Street as an exciting “shared use” street and event plaza, framed on the south side by a row of “brownstone” live/work units. This opportunity to create a new destination environment in the heart of downtown could breath life into existing and future businesses, create a street with activity on both sides, and provide additional event space.

The plan also shows build-out of the western half of the block between Walnut and College Streets as another potential residential infill site, with townhomes fronting along Proctor Street and around a shared “mews” green space.



This plan represents one possibility for redevelopment and is for illustrative purposes only. This plan assumes that any future development will occur when property owners and developers cooperate with the City of Statesboro and other local partners. It is also assumed that development would occur in phases.

# 10

## PARKING IMPROVEMENTS



Downtown Statesboro has many public and private parking lots today, as well as many on-street parking spaces. As the area becomes successful at attracting more people for events and on a daily basis, a new parking strategy will be needed.

Parking improvements should include new signage to guide visitors to parking spaces, new time limits and enforcement to make sure on-street spaces stay available, and in the long term, a public parking deck to serve the highest concentration of activity near the Square. This would make efficient use of valuable land and free up room for more compact and continuous walkable urban development.

A parking deck could also serve as a catalyst to spur private development. Public investment in a shared parking garage is a widely-used tool for downtown revitalization, and its cost could be offset by the increased tax revenues from related development.

### Recommended Parking Deck Locations



Image courtesy Downtown Statesboro Development Authority

## HISTORIC DISTRICT

# 12



Statesboro's historic architecture is a significant and irreplaceable asset for downtown. Several buildings and districts in Downtown Statesboro are listed on the National Register of Historic Places. This designation, however, does not provide protection against demolition or inappropriate alterations to these valuable historic assets.

The creation of a local historic district and historic preservation commission could recognize and protect existing civic buildings and/or private buildings with an appropriate level of regulation.



# GATEWAY IMPROVEMENTS

11



The existing Blue Mile monuments located on South Main Street adjacent to campus provide an impressive gateway to the downtown area. These should be expanded on to create a sense of arrival at the intersection of South Main and Tillman Road, and at the five-point intersection at South Main and Brannen Street.

Additional signage, trees, an arch, decorative crosswalks, and other elements should provide a welcoming impression and connect “town” and “gown.” A grand roundabout at Brannen Street offers an exciting opportunity to replace this problematic intersection with an elegant new civic landmark as part of the gateway to downtown.



13



## TELLING ALL STORIES

Community members shared that Downtown Statesboro has not always been a place where everyone feels welcome, especially people of color. Existing historical markers and monuments tell the stories of only some Statesboro residents.

Telling a more complete history could begin with collecting oral stories and lead to displays, markers, and monuments that better represent all of Statesboro's stories, including those of prominent black leaders, churches, business owners, and citizens.

This effort will not only document local histories, but will help draw broader audiences downtown and ensure its economic success.



Image courtesy Library of Congress

## 14

# TRAIL EXTENSIONS



The existing Willie McTell Trail is an enormous asset for Statesboro. It provides a safe place to walk, encourages exercise, and connects the Square to the Georgia Southern University campus in a short bike or scooter ride.

An extension of the trail's southern end should be constructed to connect the Fair Road Park to Georgia Southern with a short trail segment and enhanced crosswalks. (The cost of a pedestrian bridge would be prohibitive.) Georgia Southern's campus is the largest pedestrian-oriented place in Statesboro and has a huge number of students without cars that could use the trail to exercise or reach downtown businesses and restaurants.

A northern trail extension would provide a safe and direct crossing of East Main Street and allow residents of the proposed university-oriented development (see page 12) to reach campus without driving.

The trail corridor also provides an excellent opportunity as a public space to host events and art installations.

## Northern Trail Extension



## Southern Trail Extension





# ART INSTALLATIONS

15



Image courtesy Ginger Ann Brook

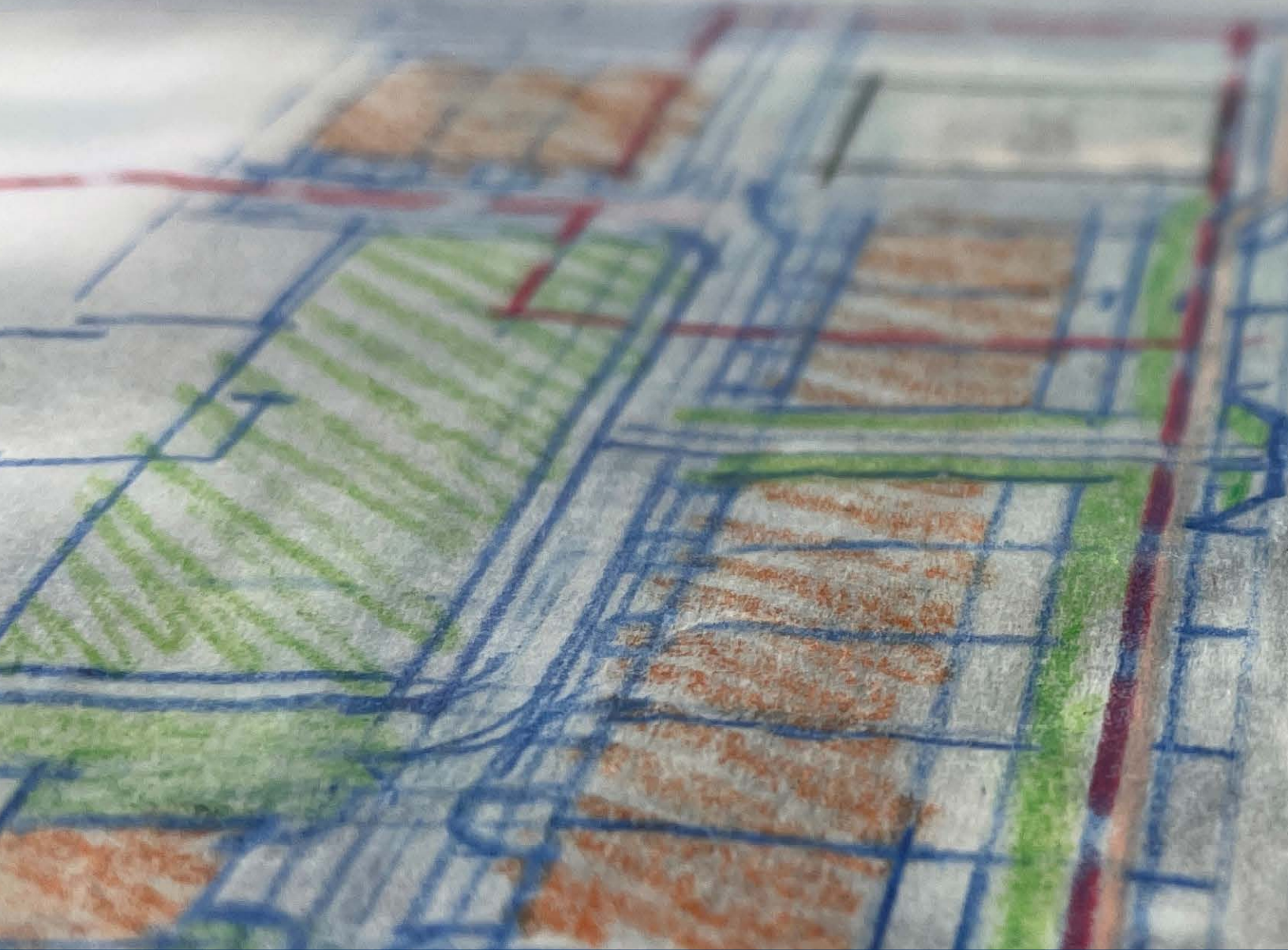


Public art has the unique power to draw people together and create vibrant gathering spaces. An art program should be developed to provide all types of art throughout downtown, but especially in high traffic areas such as along South Main Street and the McTell Trail, where it can dignify the public realm and make walking more appealing.

Sculptures and other semi-permanent installations can be monumental, whimsical, or help tell a story and could be combined with landscape enhancements or pocket parks to turn the walking experience into a sculpture garden or arboretum tour. The proposed Art Park on East Main Street is a significant first step (see page 13).

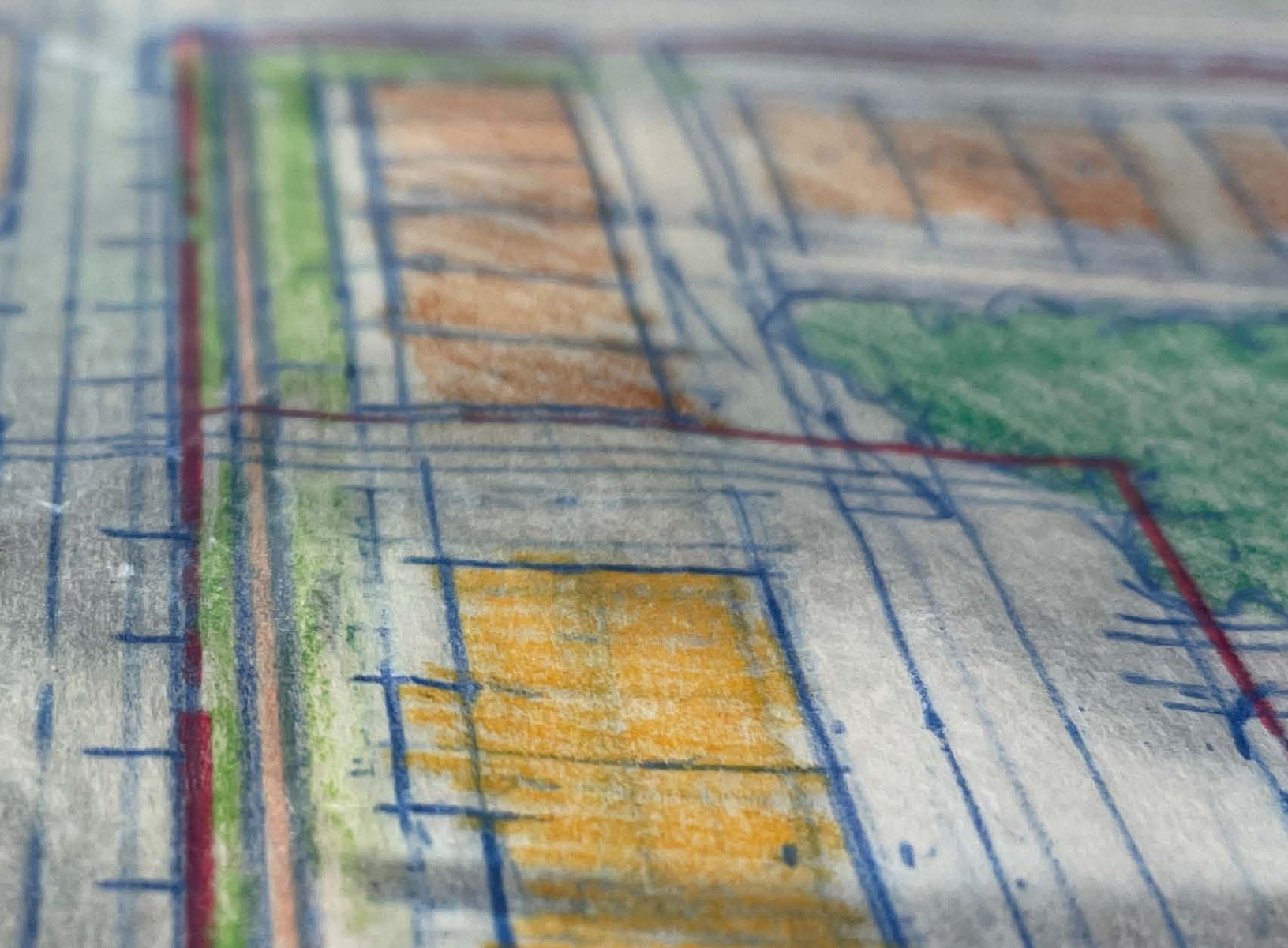
Highly unique art installations can also serve as “Instaworthy” spots that create a draw for tourism, such as the mirrored public restroom shown to the left.

Temporary art, murals, and performance art can also be a low cost, interim solution and provide activity during other events, or give locals an excuse to come downtown.



# 02





# PLANNING CONTEXT

Public Input, Challenges & Opportunities,  
and Real Estate Market Summary

# PUBLIC INPUT



The Downtown Master Plan team conducted a major outreach campaign and received hundreds of comments at our community meetings, by email, phone, text, and via the plan website. Below is a summary of what we heard.

COMMUNITY WORKSHOP POLL:  
WHAT ONE WORD WOULD YOU USE  
TO DESCRIBE DOWNTOWN TODAY?



COMMUNITY WORKSHOP POLL: WHAT ONE  
WORD WOULD YOU USE TO DESCRIBE WHAT IT  
COULD BECOME IN THE FUTURE?



WHAT WOULD YOU LIKE TO SEE MORE OF DOWNTOWN?





# COMMUNITY MEETINGS

## COMMUNITY WORKSHOP

June 08, 2021

Nearly 90 people participated. The workshop began with an introductory presentation on successful downtowns, and included an hour of brainstorming at discussion tables, focused on downtown assets, transportation, housing, green space, and events.



## DRAFT PLAN PRESENTATION

October 25, 2021

More than 80 people attended. A detailed presentation summarized public input received and the initial Big Ideas for downtown. Idea boards allowed the public to provide their input, or they could text in ideas and inspiration photos.

## CITY COUNCIL PRESENTATION

January 18, 2022

Description forthcoming



## OTHER CONVERSATIONS

Summer and Fall 2021

Specific outreach was conducted with groups that were underrepresented at the public meetings above. This included a discussion session at a local church and the Rotary Club, as well as a focus group of Georgia Southern University students. One-on-one interviews were also conducted with select local leaders.



# A WEALTH OF ASSETS

The Master Plan area is the same as the 434-acre Downtown Statesboro Development Authority area. It includes the Blue Mile and the area around the Historic Courthouse Square.

From the Square to Georgia Southern University Campus is only a 20-30 minute walk, or about the same distance as the length of River Street in downtown Savannah.

## Assets

Downtown Statesboro's primary asset is its existing leadership, and the fact that all existing local partners are unified in wanting to see downtown thrive. Other assets include:

- Georgia Southern University's students,

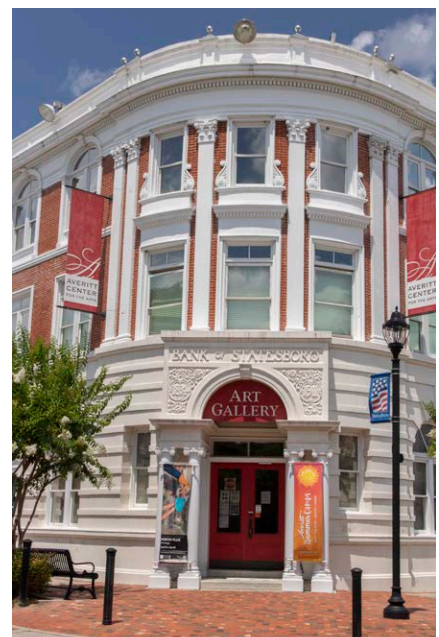
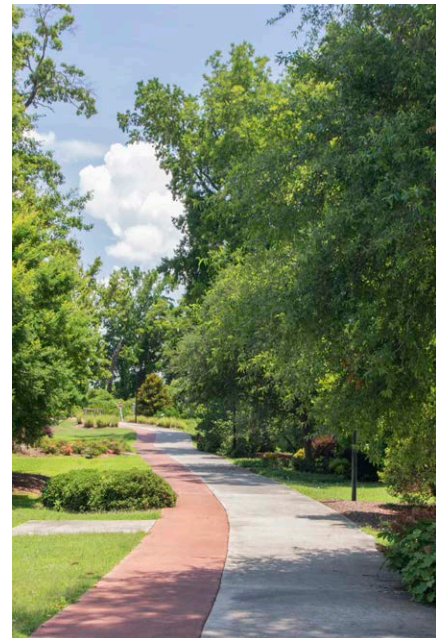
employees, and broader economic impact

- The McTell multi-use trail
- Significant traffic counts
- Historic downtown buildings
- Local businesses and restaurants
- Sites with redevelopment potential
- The existing Tax Allocation District

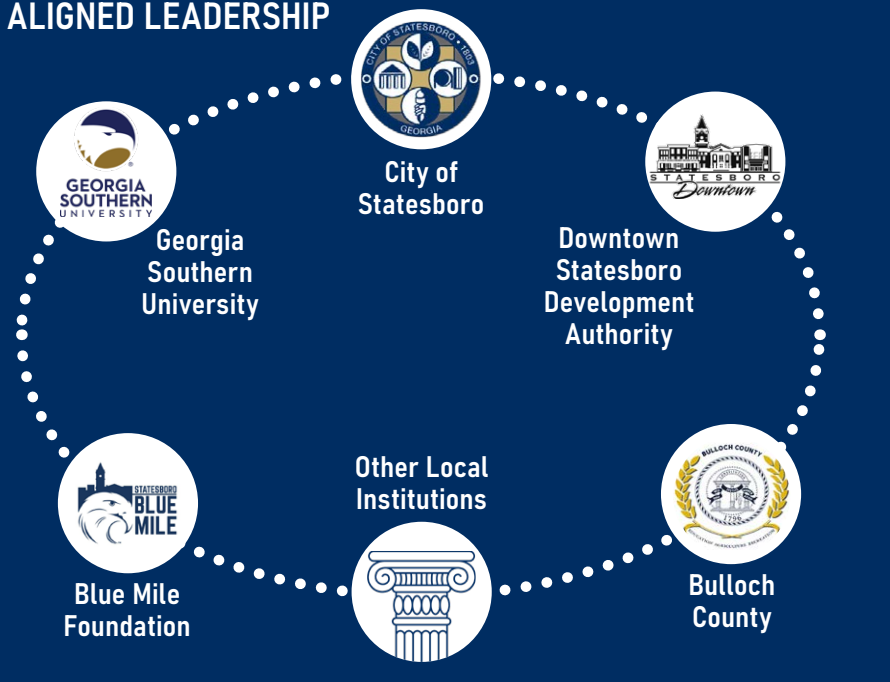
## Recent Efforts

A number of downtown revitalization efforts are already underway or being planned. These include:

- South Main Street improvements
- The West District
- Creek on the Blue Mile
- New downtown businesses
- Proposed transit system



## ALIGNED LEADERSHIP







## Civic Assets

This map shows the significant number of government buildings, community institutions such as churches, and other civic assets. These anchors are important not only for the work they do to enhance downtown, but for the visitors they draw to the area.



# CHALLENGES & OPPORTUNITIES

Every downtown faces a unique set of challenges. While some of these may be long-term barriers, many others present opportunities.

The following list of challenges and opportunities came from the market study, interviews with local stakeholders, and the planning team's professional observations.

- As shown in the market study, low incomes may deter chain businesses
- The lack of a large single anchor means there is no major visitor attraction
- Some legacy property owners may not be ready to redevelop their land
- Low population density means fewer people on evenings and weekends
- Poor sidewalks can make it unpleasant or unsafe for pedestrians
- A number of local stakeholders indicated that they don't feel that downtown is a welcoming place for everyone
- While there is plenty of developable land and vacant or underutilized buildings, there are few larger areas available for major redevelopment



## REGIONAL ACTIVITY NODES

Over recent decades, growth in Statesboro has occurred in several major nodes that now compete with downtown for activity.

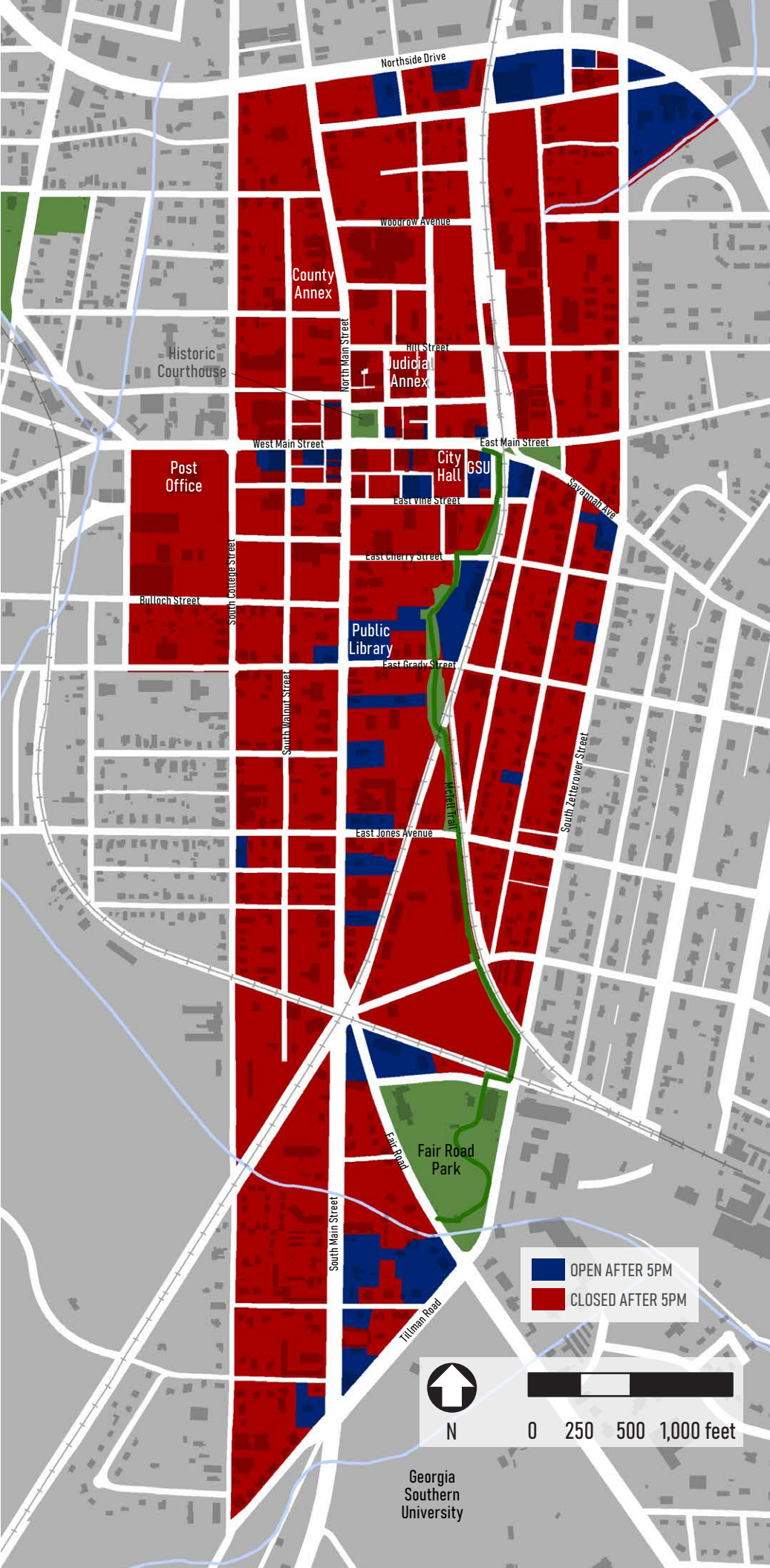
DOWNTOWN

Blue Mile

MALL AREA

GEORGIA SOUTHERN

HOSPITAL



## Activity After 5:00 P.M.

Areas shown in blue on this map represent businesses or other places that are open after 5:00 p.m. Areas shown in red are generally not open in the evening or not open to the public. The significant amount of red, especially around the Square and along Main Street, shows the limited offerings that downtown currently has outside of business hours.



# MARKET ANALYSIS

Two studies were conducted in parallel with the Master Plan effort. The Housing Study and Needs Analysis looked at the existing housing market and future real estate demand.

The Commercial Real Estate Market Analysis looked at future commercial demand based on demographic factors.

Both studies took into account the enormous impact that Georgia

Southern University has on Statesboro's economy and demographics. The full studies are available on the City's website.

The following target markets were considered for the commercial real estate analysis:

- Local residents (within 15-20 minute drive)
- The broader region
- Local employees
- University students
- Visitors



## REAL ESTATE DEMAND



### Housing

Demand for affordable and high-end options, including for students

### Restaurant

Demand for “sit down” restaurants, as well as fast casual and bars



### Other Shops

Demand for bakery, pharmacy, beer/wine, and other retail

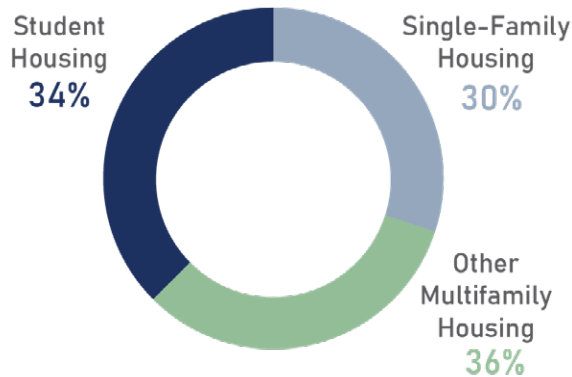
### Hotel

Support for limited service boutique hotel with 100-120 rooms



# STATESBORO QUICK FACTS

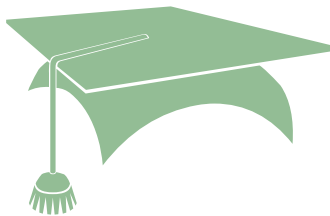
## EXISTING HOUSING UNITS BY TYPE (CITYWIDE)



**\$29,203**  
MEDIAN HOUSEHOLD  
INCOME (CITYWIDE)



**\$984M**



ANNUAL ECONOMIC IMPACT OF  
GEORGIA SOUTHERN UNIVERSITY

**3 OUT OF 4**



STATESBORO RESIDENTS  
ARE UNDER AGE 40

Data sources: KB Advisory Group, U.S. Census Bureau,  
University System of Georgia

## PREVIOUS DOWNTOWN MASTER PLAN

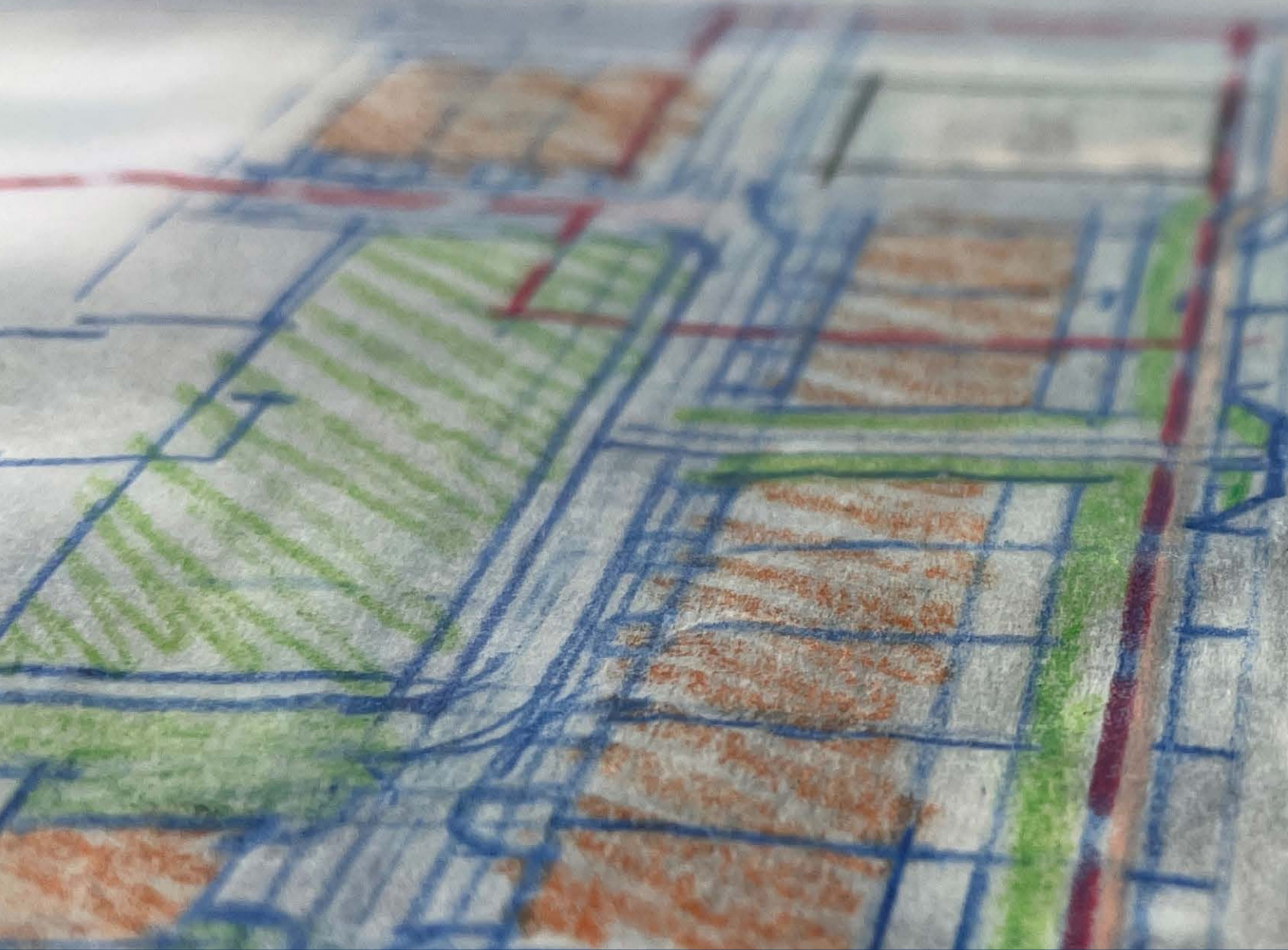
The 2012 plan is the foundation of the current Master Plan and was the result of significant community input. Nearly all of the recommendations of this plan are still relevant and should still be pursued, even if they are not specifically mentioned in this current plan. Major ideas include the following.

- Land use strategy focused on increasing retail, housing, and employment
- Transportation and sidewalk improvements

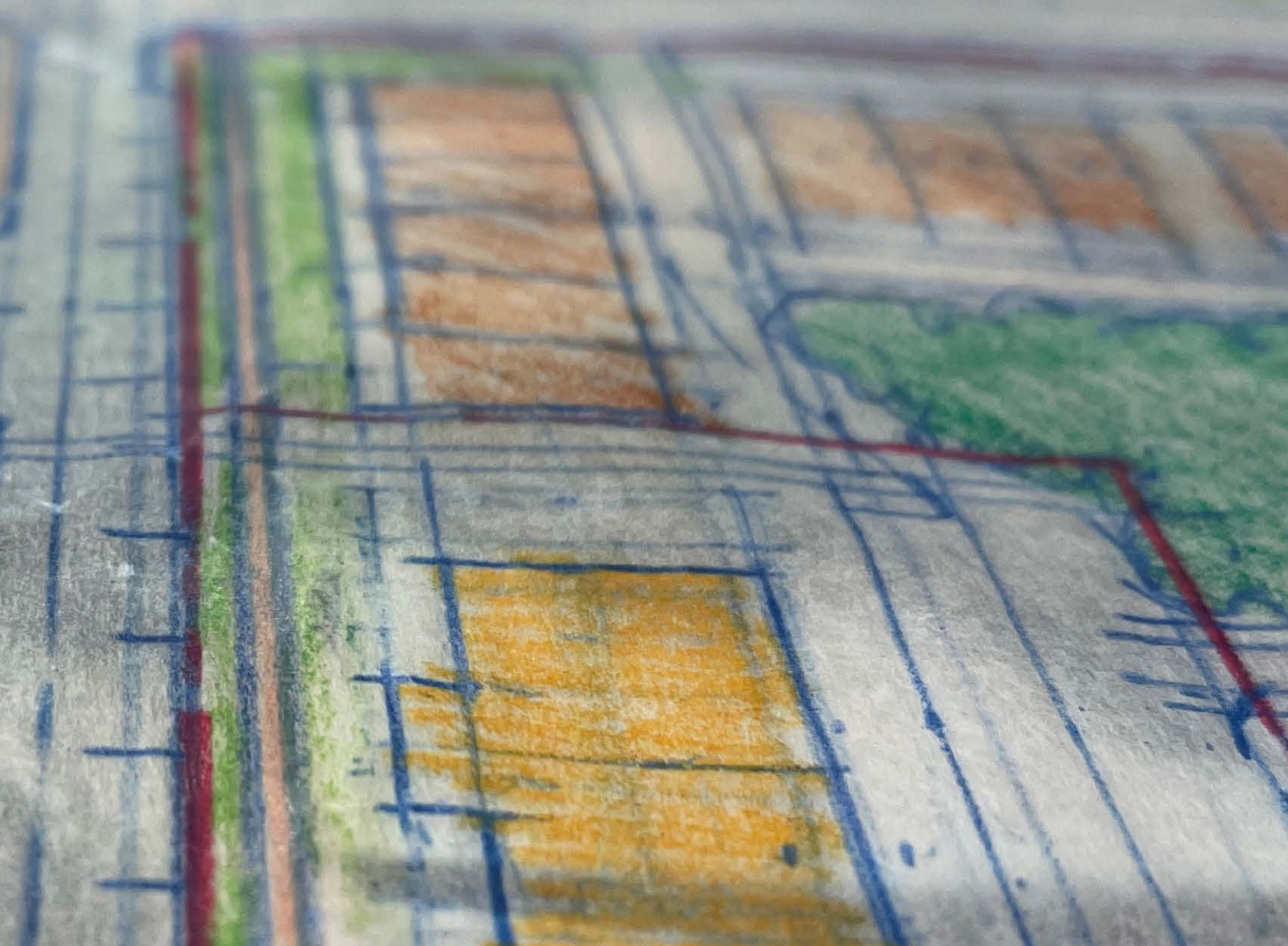
- Public space enhancements including the creation of a signature park
- Focus on working with Georgia Southern and the arts community

The previous Master Plan also conducted a detailed analysis of building condition, streetscape quality, zoning, historic resources, transportation, parking, and more. This evaluation was very helpful in informing this current Master Plan.





# 03



# ACTION PLAN

Partnerships, Interim & Long Term Actions



# IMPLEMENTATION PROJECTS

The ambitious “Big Ideas” for Downtown Statesboro that are outlined in the plan will require the long-term cooperation of the public and private sectors to come to fruition. The following pages list every Big Idea, along with a rough cost estimate, potential funding sources, and a general timeline. Numbers correspond to each project, each of which has a more detailed description above.

Many of these projects will not happen immediately, due to financial or other constraints. For most projects, however, interim steps can be implemented with only modest funding in order to demonstrate a project’s viability. The long-term version of the project will more fully meet the goals and needs of downtown but may require more time and funding.

## INTERIM PROJECT



## LONG-TERM PROJECT





# IMPLEMENTATION PARTNERS

In order for the vision of this Master Plan to become reality, public and private partners must work together. The City of Statesboro and the Downtown Statesboro Development Authority will be involved in most aspects of implementation, but will need to work with the other partners outlined below.

Some projects will need to be funded and implemented by the public sector; others are public/private partnerships or private efforts that require some public sector incentives. Some projects may be led entirely by the private sector.

Ongoing work on these projects will require funding from a variety of sources. Grants and other public funding sources will ensure that the burden for implementation does not fall entirely on local taxpayers.

## CITY & LOCAL GOVERNMENT PARTNERS

- City of Statesboro
- Downtown Statesboro Development Authority
- Bulloch County
- Statesboro-Bulloch County Land Bank Authority

## OTHER PUBLIC SECTOR PARTNERS

- Coastal Regional Commission of Georgia
- State of Georgia
- Federal Government

## OTHER LOCAL INSTITUTIONS

- Georgia Southern University
- Blue Mile Foundation
- Statesboro-Bulloch Chamber of Commerce
- Statesboro Convention & Visitors Bureau
- Local civic & non-profit organizations and churches

## PRIVATE SECTOR PARTNERS

- Developers and investors
- Local property and business owners
- Other local citizens

## INTERIM PROJECT

### 01 Rehabilitated Housing

Work with local property owners and non-profits to renovate existing housing

**Lead by** Private sector, DSDA

**Estimated cost** \$\$

**Funding sources** Private

### 02 University-Oriented Development

Expansion of exiting GSU City Campus with event space

**Lead by** GSU

**Estimated cost** \$\$

**Funding sources** GSU, donors

## LONG-TERM PROJECT

### 01 Infill Housing

Small new housing developments throughout downtown on vacant and underdeveloped land

**Lead by** Private sector, DSDA, Land Bank

**Estimated cost** \$\$\$

**Funding sources** Private

### 02 University-Oriented Development

New mixed-use development with housing oriented toward young professionals

**Lead by** Private sector, DSDA

**Estimated cost** \$\$\$

**Funding sources** Private



### 03 Pocket Park

Create an informal greenspace or dog park on private property

**Lead by** City, DSDA

**Estimated cost** \$\$

**Funding sources** City, DSDA, donors

### 03 Downtown Commons

Acquire land and construct a commons able to hold events

**Lead by** City, County, DSDA

**Estimated cost** \$\$\$

**Funding sources** City, DSDA, SPLOST, TAD, EPD donors

## INTERIM PROJECT

### 04 Recreation Amenities

Install additional recreational amenities along the trail and in small public spaces

**Lead by** City, DSDA

**Estimated cost** \$

**Funding sources** City, DSDA, donors

### 05 Music/Event Indoor Venues

Work with local business owners to repurpose spaces for venues or allow temporary pop-ups

**Lead by** City, DSDA, private sector

**Estimated cost** \$

**Funding sources** City, DSDA, private sector

### 06 Event Marketing

Expand conventional and online marketing of existing downtown events to draw more people

**Lead by** City, DSDA, private sector

**Estimated cost** \$

**Funding sources** City, DSDA, private sector, Hotel/Motel Tax

### 07 Branding & Marketing Study

Hire a consultant to develop a downtown brand and associated marketing materials and plan.

**Lead by** City, DSDA

**Estimated cost** \$

**Funding sources** City, Hotel/Motel Tax

## LONG-TERM PROJECT

### 04 Recreation Center

Construct a public indoor recreation center

**Lead by** City, County, DSDA

**Estimated cost** \$\$\$

**Funding sources** City, DSDA, SPLOST, TAD, donors

### 05 Music/Event Outdoor Spaces

Improve Siebald Street, Vine Street, and Proctor Street to be convertible to temporary event spaces.

**Lead by** City, DSDA

**Estimated cost** \$\$\$

**Funding sources** City, DSDA, TAD, donors

### 06 Event Strategy

Hire a consultant to understand potential audiences and develop an event programming strategy

**Lead by** City, DSDA

**Estimated cost** \$\$

**Funding sources** City, DSDA, Hotel/Motel Tax

### 07 Marketing & Wayfinding

Implement the marketing plan on an ongoing basis, develop wayfinding signage

**Lead by** City, DSDA

**Estimated cost** \$\$

**Funding sources** City, DSDA, Hotel/Motel Tax



## INTERIM PROJECT

### 08 More Restaurants

Increase the number of restaurants in existing and new buildings

**Lead by** Private sector, DSDA

**Estimated cost** \$\$

**Funding sources** Private

### 09 Boutique Hotel Recruitment

Market to desired hotel chains, create an incentive package, and collaborate with Georgia Southern

**Lead by** DSDA

**Estimated cost** \$

**Funding sources** DSDA

### 10 Parking Limits & Meters

Determine which streets should have parking time limits or parking meters, enforce rules

**Lead by** City, DSDA

**Estimated cost** \$

**Funding sources** City

### 11 Gateway Improvements

Paint new crosswalks or intersection markings

**Lead by** City, DSDA, Blue Mile Foundation

**Estimated cost** \$\$

**Funding sources** City, GSU, Blue Mile Foundation

## LONG-TERM PROJECT

(continuation of interim project)

### 09 Boutique Hotel Construction

Construct a boutique hotel, including associated parking

**Lead by** Private sector, City, DSDA

**Estimated cost** \$\$\$

**Funding sources** Private, City, DSDA

### 10 Parking Deck

Acquire land and construct a parking deck near the Square to serve public uses and catalyze private development

**Lead by** City, DSDA

**Estimated cost** \$\$\$

**Funding sources** City, County, DSDA, TAD, SPLOST, Private, Hotel/Motel Tax

### 11 Gateway Signage & Roundabout

Install an arch or additional monumental signage, construct a roundabout

**Lead by** City, DSDA, Blue Mile Foundation

**Estimated cost** \$\$\$

**Funding sources** City, GSU, SPLOST, Blue Mile Foundation, RAISE, Hotel/Motel Tax, STBG TAP

## INTERIM PROJECT

### 12 Historic Resources Survey

Conduct a historic resources survey to determine contributing buildings

**Lead by** City, Bulloch County Historical Society

**Estimated cost** \$\$

**Funding sources** City, U.S. Historic Preservation Fund, Bulloch County Historical Society

## LONG-TERM PROJECT

### 12 Historic District

Write and adopt a local historic preservation ordinance and create a historic preservation commission

**Lead by** City

**Estimated cost** \$\$

**Funding sources** City



image courtesy Georgia Archives, Vanishing Georgia Collection, bul030

### 13 Collect & Share Local Stories

Document and compile local written and oral history, share via a website and social media

**Lead by** City, Bulloch County Historical Society, StoryCorps, local churches

**Estimated cost** \$

**Funding sources** City, Bulloch County Historical Society, private

### 13 Recontextualize Local History

Install permanent displays, markers, and monuments to tell more diverse local stories

**Lead by** City, Bulloch County Historical Society

**Estimated cost** \$\$

**Funding sources** City, Bulloch County Historical Society, Andrew W. Mellon Foundation, Georgia Historical Society, Hotel/Motel Tax



## INTERIM PROJECT

### 14 Trail Signage & Marketing

Install signs on campus and along and near the McTell Trail to indicate how far it is to walk or scooter to important destinations

**Lead by** City, DSDA  
**Estimated cost** \$  
**Funding sources** City, DSDA, GSU

### 15 Temporary Art Installations

Commission and display short-term works of art including murals and performance art

**Lead by** City, DSDA  
**Estimated cost** \$  
**Funding sources** City, DSDA, GSU, donors



## LONG-TERM PROJECT

### 14 Trail Extensions

Extend the McTell Trail south to connect with on-campus trails, and north to connect to the proposed university-oriented devt.

**Lead by** City  
**Estimated cost** \$\$\$  
**Funding sources** City, GSU, TAD, SPLOST, RAISE, STBG, TAP, REBC

### 15 Permanent Art Installations

Install sculptures and other more substantial art

**Lead by** City, DSDA  
**Estimated cost** \$\$\$  
**Funding sources** City, DSDA, GSU, National Endowment for the Arts

## Abbreviations

DSDA	Downtown Statesboro Development Authority
EPD	Georgia Environmental Protection Division
GSU	Georgia Southern University
Land Bank	Statesboro-Bulloch County Land Bank Authority
RAISE	Rebuilding American Infrastructure with Sustainability and Equity
REBC	Georgia Dept. of Transportation - Roadside Enhancement & Beautification Council
SPLOST	Special Purpose Local Option Sales Tax
STBG	U.S. DOT Surface Transportation Block Grant
TAD	Tax Allocation District
TAP	Georgia Department of Transportation - Transportation Alternatives Program
USDA	U.S. Department of Agriculture Rural Development Grant



