



# Mayor & Council Work Session

August 19, 2025 at 4:00 P.M



# Agenda

1. Massage Establishments and Salons Ordinance
2. Local Distillery Ordinance
3. Private Street Proposal
4. Brannen Street Corridor Study
5. FLOST Proposed Referendum and Intergovernmental Agreement with Bulloch County
6. Strategic Plan Review



# Massage Establishments and Salon Ordinances



# Massage Establishments

- Statesboro needs a massage establishment ordinance to help prevent illegal activities like prostitution and human trafficking from operating under the guise of legitimate massage therapy businesses.
- The ordinance provides the City with a legal framework to regulate these establishments, ensuring they operate within the law and don't pose a threat to public health and safety.
- This ordinance will allow the City to bring violations in front of the administrative judge. This ordinance will also allow the City to report to the proper State of Georgia authorities about these violations.
- Massage Establishment Ordinances reviewed from Cobb County, Augusta, Kennesaw, and Savannah.
- Our Ordinance will mirror the Cobb County Ordinance which was placed into effect in 2024, due to issues stemming from issues with Massage Establishments.



# Salons Ordinance

- This Ordinance will include Nail and Hair Salons.
- Statesboro needs a salon ordinance for a number of reasons related to public health, safety, and proper business regulation. While the State of Georgia has its own regulations for the cosmetology and barbering professions, a city-level ordinance allows Statesboro to enforce additional rules that are specific to its local community and business environment.
- The ordinance provides the City with a legal framework to regulate these establishments, ensuring they operate within the law and don't pose a threat to public health and safety.
- This ordinance will allow the City to bring violations in front of the administrative judge. This ordinance will also allow the City to report to the proper State of Georgia authorities about these violations.
- While state law sets the baseline for the salon industry, a local ordinance gives the City of Statesboro the necessary tools to regulate the businesses within its city limits, ensuring they operate safely and legally.



**Questions?**



# Local Distillery Ordinance



An investment group desires to construct a distillery, brewery, and restaurant facility in downtown Statesboro. Current local law does not allow for such a set-up, but state law does. The question before Mayor & Council is whether to direct amendment of Chapter 6 to allow for a Local Distillery definition along the same lines as the Local Brewery definition.



### **Current Local Brewery definition, Section 6-3:**

*Local brewery* means an establishment in which beer or malt beverages are manufactured or brewed, subject to the barrel production limitation prescribed in O.C.G.A. § 3-5-36 for retail consumption on the premises and solely in draft form. Local brewery's shall be licensed to sell distilled spirits, beer, malt beverages or wines and derive at least 50 percent of its total annual gross food and beverages sales from the sale of prepared meals, provided, however, that barrels of beer sold to licensed wholesale dealers for distribution to retailers and retail consumption dealers, as authorized pursuant to subparagraph (c) of paragraph (2) of O.C.G.A. § 3-5-36, shall not be used when determining the total annual gross food and beverage sales. Local brewery's shall be considered as "restaurants" for the purposes of [section 6-9](#) and license fee determination. Local brewery's shall not be required to obtain a city issued package license for off premises retail sales of beer and malt beverages produced within the licensed establishment.



**Questions?**



# Private Street Proposal



# Special Services Districts & Private Street Policy- Update

## **Initiation**

The proposed ordinance and policy now sets the minimum threshold at 75% for homeowners to be in favor of creating a Special Service District (SSD) and requesting street improvements.

## **Next Steps**

- Staff will coordinate a public input meeting with the residents to discuss proposed ordinance and private street policy.
- Petition will be provided to the HOA representatives for distribution and collection of signatures from the homeowners.
- The process can only be initiated if the minimum percentage threshold is achieved within the specified 90-day timeframe.



# Special Services Districts & Private Street Policy Update

## Next Steps

- Once the petition has been submitted to the city (minimum percentage threshold has been met) and signatures have been verified by staff, the request will then be presented to Council for consideration.
- Homeowners will be required to pay an application fee to cover the costs of the assessment and any preliminary engineering fees at the time the petition is submitted.
- Consideration of the proposed SSD ordinance will be presented to Council for first and second reading once the initiating petition has been reviewed and signatures validated by staff.
- Once Council moves to adopt a resolution for the creation of the SSD, staff will proceed with subsequent steps to advance the request.



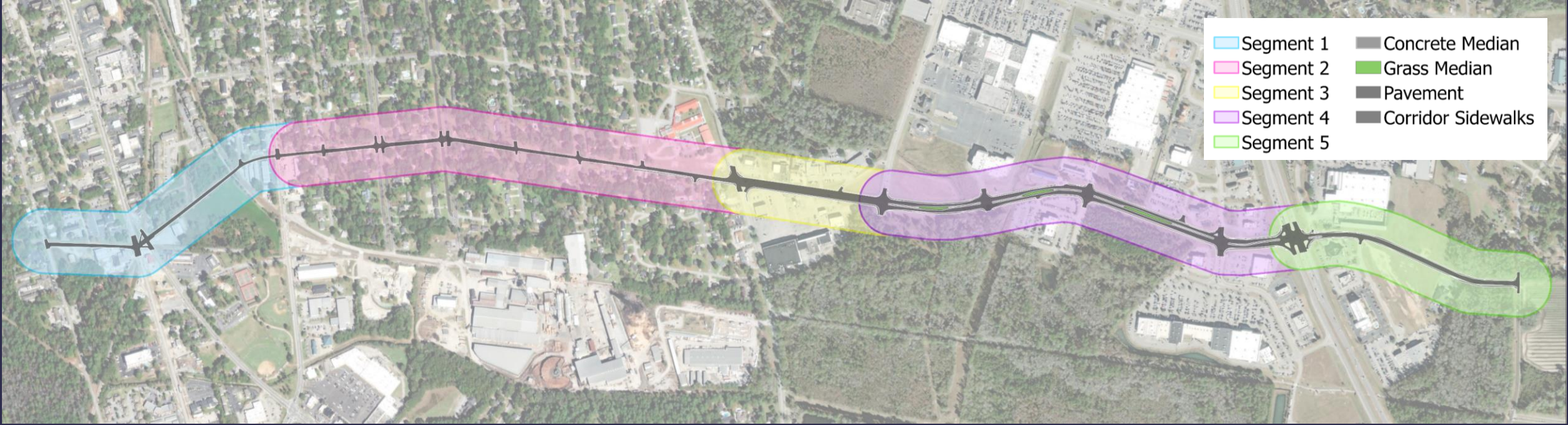
# Special Services Districts & Private Street Policy Update

Questions?



# Brannen St Corridor Study

*City Council Presentation | 8.19.2025*



Study Area

# Public Involvement

- Public Engagement Meeting
  - Thursday, September 26th, 2024
  - Statesboro YMCA
  - At this meeting we introduced the purpose of the study and gathered input on what residents would like to see included in this corridor in the future.
- Survey
  - Community survey to seek input on what residents would like to see included in the corridor in the future.



# Goals and Objectives



## Safety

Ensure the corridor is safe for all users at all times



## Connectivity

Expand and connect the network of bike and pedestrian infrastructure



## Efficiency

Maintain roadway level of service as trip generation grows

# Issues and Challenges

## Segment 1

- Dangerous intersection at S Main St
- No sidewalk or bike lane
- Connection to the Creek on the Blue Mile
- Stormwater drainage
- Limited or no lighting

## Segment 2:

- No sidewalk or bike lane
- Limited right-of-way
- Dangerous intersection at S Zetterower Ave
- No transit connections
- Stormwater drainage
- Preserve neighborhood character
- Limited or no lighting
- Stormwater drainage

## Segment 3:

- No bike lane, limited sidewalks
- Unattractive streetscape
- No transit connections
- Dangerous intersection at Gentilly Rd
- Limited or no lighting

## Segment 4:

- Unattractive streetscape
- Dangerous intersections at Buckhead Dr, Vaden, and Lovett.
- Dangerous pedestrian crossings
- Limited or no lighting

## Segment 5:

- Dangerous intersection at Veterans Memorial Parkway
- Street alignment to accommodate growth and emergency vehicle traffic

# Brannen St. Corridor

DRAFT  
Project Limits  
6/3/2025

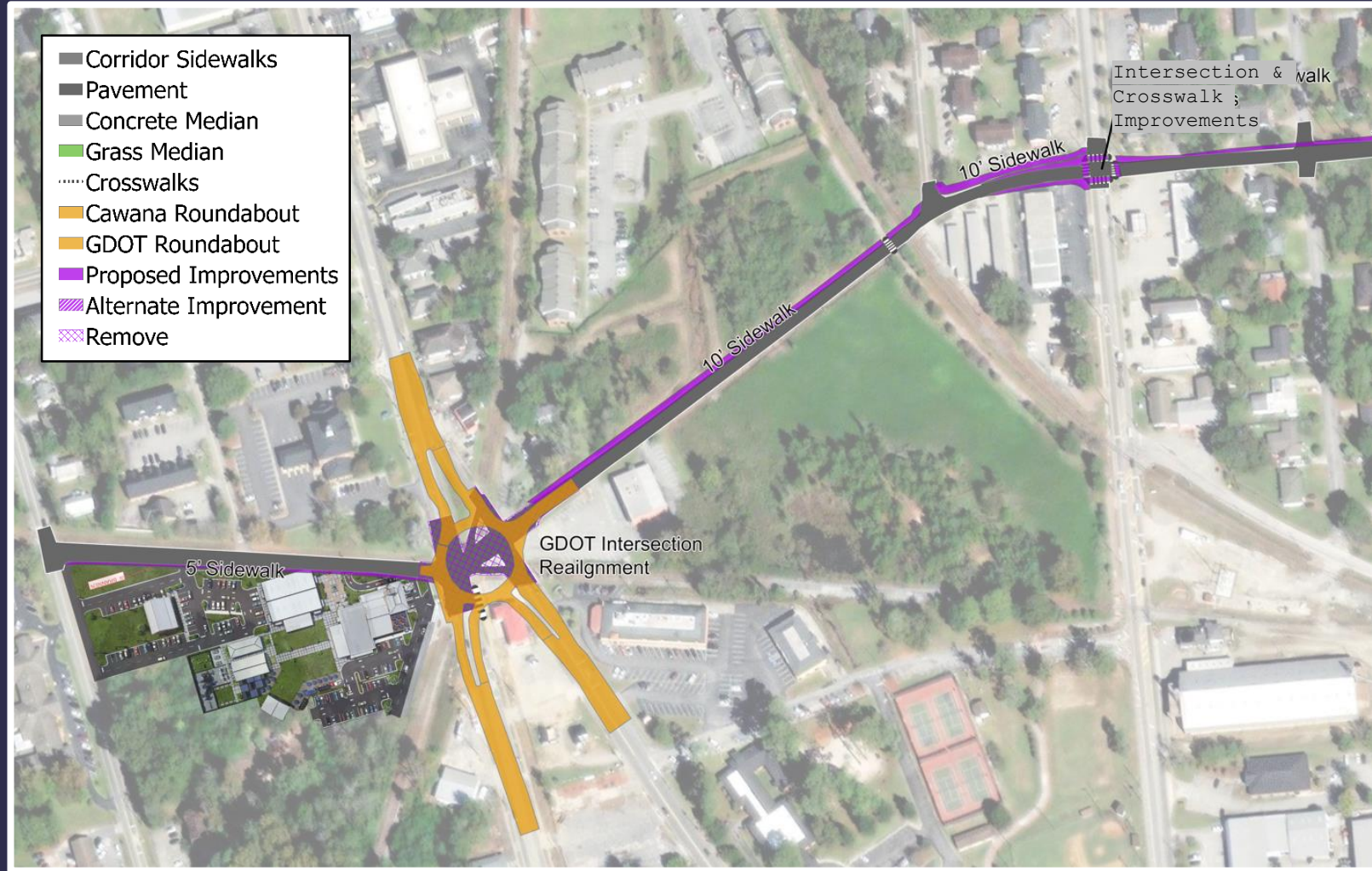
- Corridor Sidewalks
- Pavement
- Concrete Median
- Grass Median
- Crosswalks
- Cawana Roundabout
- GDOT Roundabout
- Proposed Improvements
- Alternate Improvement
- Remove




# Proposed Improvements

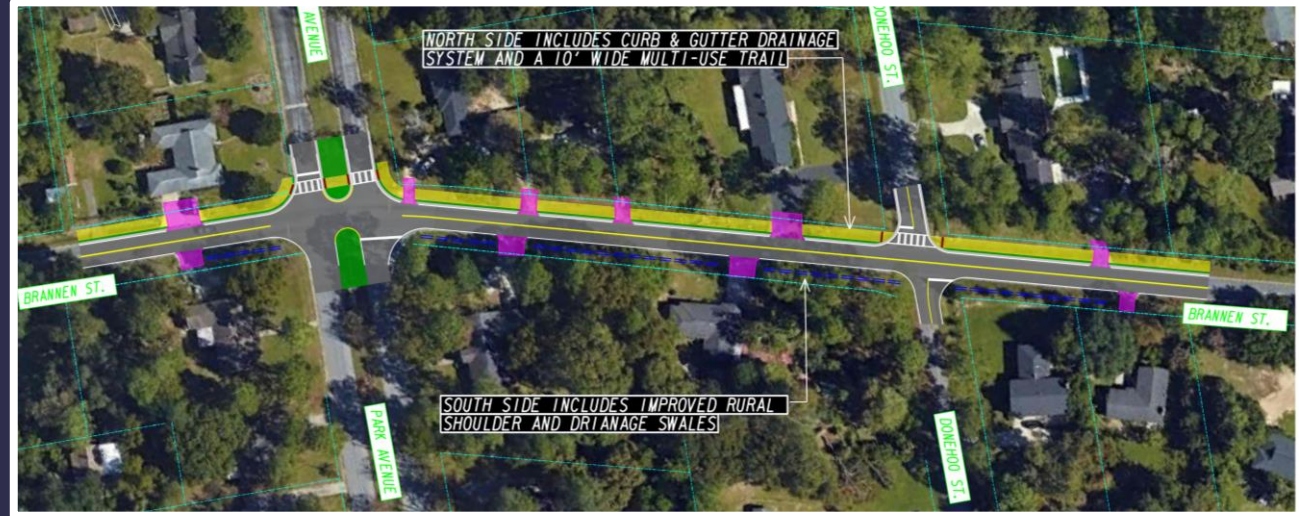
# Segment 1

- Install 5' sidewalk (680 feet) - W. Brannen St from S College St. to S. Main St.
- Install 10' sidewalk (0.93 miles) - North side of Brannen St. from S. Main St. to Lovett Rd.
- Intersection improvements at Brannen St. and S. Zetterower Ave.
- Crosswalk visibility and safety improvements at intersection of Brannen St. and S. Zetterower Ave.



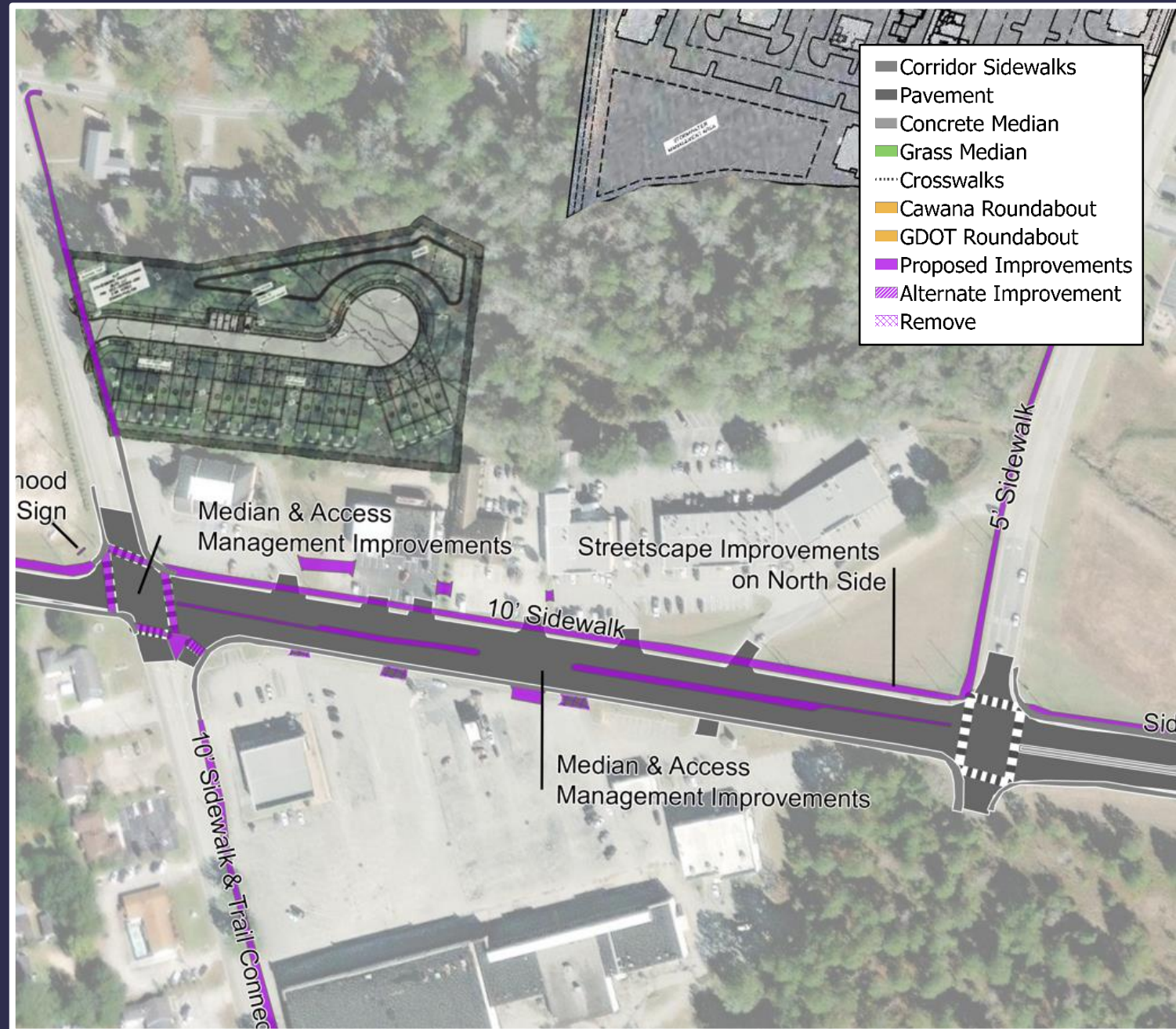
## Segment 2

- Install Traffic Calming Device (speed table) at Intersection of Brannen St. and Park Ave.
  - Install Traffic Calming Device (speed table) at Intersection of Brannen St. and Clairborne Ave.
  - Install bus stop and bus pull-off at Statesboro Family YMCA
  - Install neighborhood entrance and trailhead at Statesboro Family YMCA
  - Crosswalk and pedestrian island visibility and safety improvements at intersection of Brannen St. and Gentilly Rd.
- 
- An aerial photograph showing a street intersection with a crosswalk and a pedestrian island. The image is partially cut off on the right side.



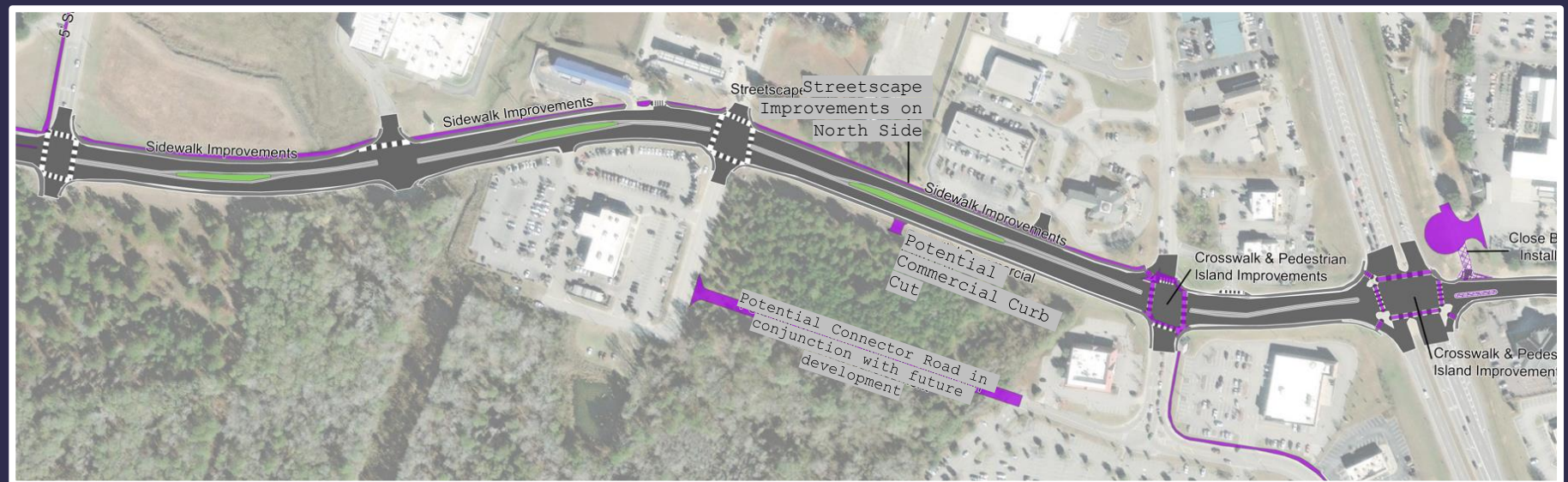
# Segment 3

- Install 5' sidewalk on east side of Gentilly Rd. (480 feet)
- Widen sidewalk to 10' on East side of Gentilly Rd. (0.19 miles)
- Implement median, streetscape, and access management improvements.
- Widen sidewalk to 10' on North side of Brannen St. (0.2 miles)
- Install 5' sidewalk along West side of Lovett Rd. (0.12 miles)
- Consolidate and realign commercial driveways on South side of Brannen St.
- Create inter-parcel access between commercial properties on North side of Brannen St.



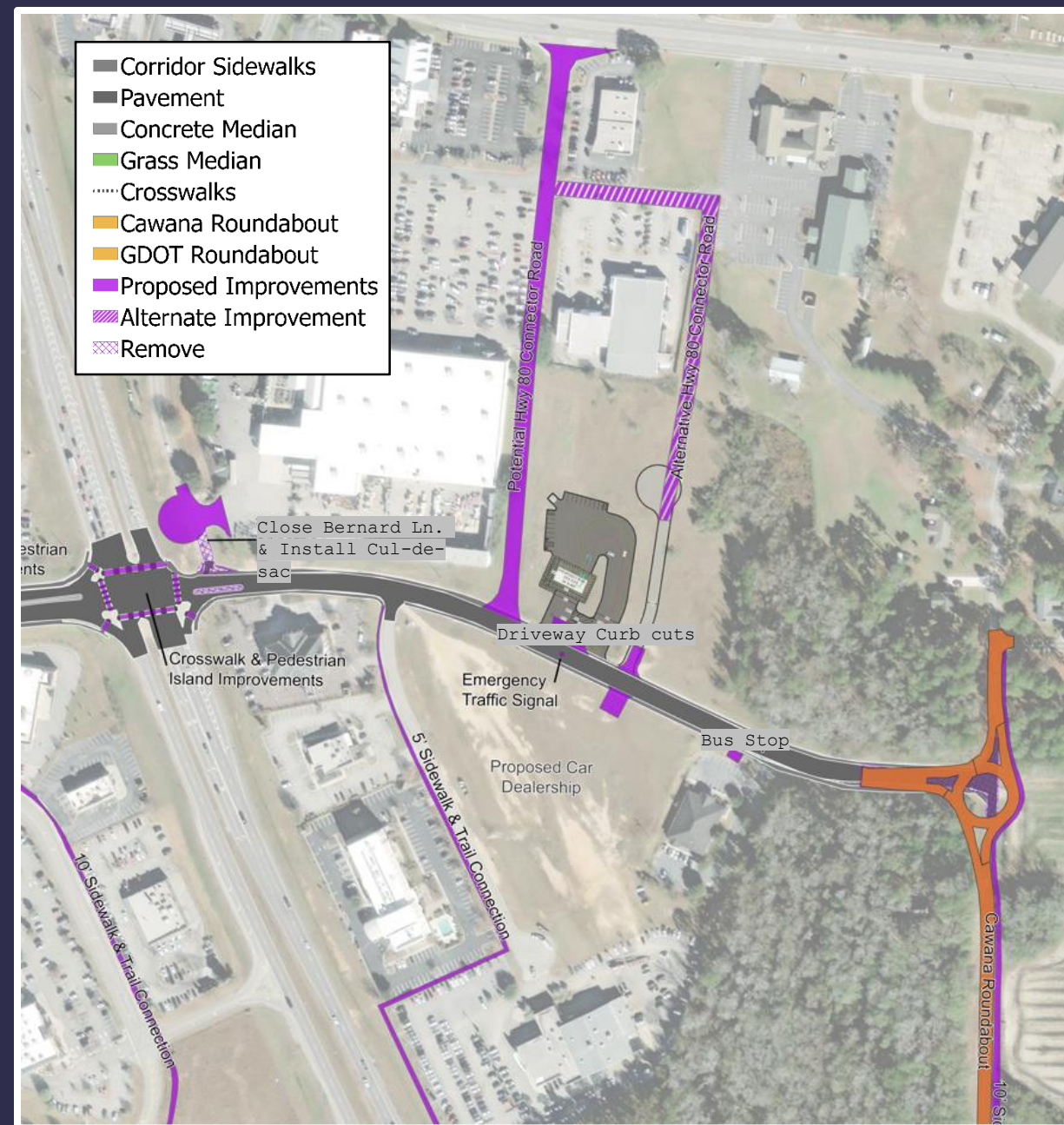
# Segment 4

- Widen sidewalks and install pedestrian barriers on North side of Brannen St.
- Work with future developers to construct a connector road between Vaden Dr. and Henry Blvd.
- Improve crosswalks and pedestrian islands visibility and safety at intersection of Buckhead Dr and Brannen St
- Widen existing sidewalk along East side of Henry Blvd. to connect to S & S Railroadbed Greenway (0.27 miles)
- Improve visibility and safety of crosswalks and pedestrian islands at intersection of Brannen St. and Veterans Memorial Pkwy.
- Facilitate new commercial driveway construction as commercial property on South side develops.
- Install streetscape improvements including landscaping, wayfinding, street furniture, and pedestrian barriers along North side of Brannen St.

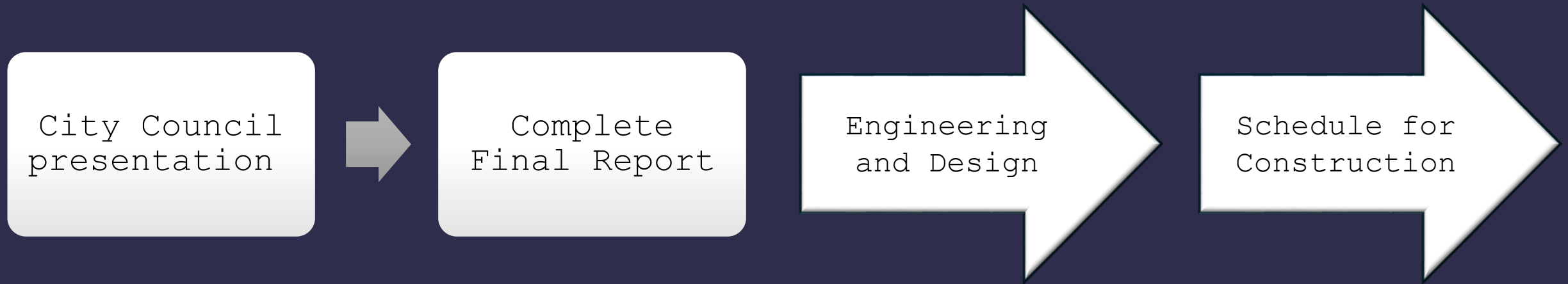


# Segment 5

- Close access to Bernard Ln. from Brannen St.
- Remove median at intersection of Brannen St. and Veterans Memorial Pkwy at Bernard Ln. access
- Install 5' sidewalk to connect S & S Railroadbed Greenway to Brannen St. on East side of Veterans Memorial Pkwy.
- Install connector road between Brannen St. and Northside Dr. East
- Construct new Statesboro Fire Station on North side of Brannen St. and install associated curb cuts aligned with future development on South side of the street.
- Install emergency traffic signal at entrance to new fire station
- Install new bus shelter at existing Social Security Administration bus stop
- Install roundabout at intersection of Brannen St. and Cawana Rd.



# Next Steps





# FLOST Presentation



# Floating Local Option Sales Tax (FLOST)

## Floating Local Option Sales Tax (FLOST): Overview

- Georgia House Bill 581, known as the “Save the Homes Act”, is a state law passed by the General Assembly and approved by Georgia voters in a statewide referendum, in 2024. The law changes several ad valorem tax provisions, establishes a new statewide floating homestead tax exemption, and creates a new sales tax option for local governments.
- These changes can have an impact on the value of property being taxed by the county, city, or school board.
- The bill includes a tax provision that implements a floating tax exemption, or what a property owner would be exempt of paying on their property taxes for all taxing jurisdictions (county, city, or school board).
- The sales tax option provision included in the law allows for the creation of a new sales tax or floating homestead location option sales tax (FLOST) to make up for revenue loss
- due to the new floating homestead exemption.
- The sales tax can only be implemented if the county and all cities opt into the floating homestead exemption and if it is approved by voters in a referendum.



# Floating Local Option Sales Tax (FLOST)

## Key Aspects of FLOST Timeline

- To implement a FLOST, the county and all municipalities must enter into an intergovernmental agreement (IGA), which outlines the rate, duration, distribution of funds, and ballot question. An IGA has been placed on the August 19<sup>th</sup> council agenda for consideration.
- Following the IGA, voters must approve the FLOST through a local referendum. A local referendum will be scheduled for November 2025.
- If FLOST is approved by voters in November (2025), tax collection will start in January 2026.
- Distribution to jurisdictions (county, cities, or school board) will begin July 1, 2027.



# Floating Local Option Sales Tax (FLOST)

## FLOST Allocation Illustration

Jurisdiction	Taxes Levied	% of Total	FLOST Allocation	% Savings
County	\$39,679,108.75	81.17%	\$15,585,597.65	39.28%
Statesboro	\$8,631,190.74	17.66%	\$3,390,254.23	39.28%
Brooklet	\$436,303.57	0.89%	\$171,376.12	39.28%
Portal	\$101,519.46	0.21%	\$39,875.93	39.28%
Register	\$32,831.89	0.07%	\$12,896.07	39.28%
Total	\$48,880,954.40	100%	\$19,200,000.00	

\* The following illustration is based on property taxes levied in calendar year 2024 and an assumption that FLOST was in effect and collected for the entirety of calendar year 2024 with total proceeds of \$19,200,000.00.



# Floating Local Option Sales Tax (FLOST)

**Homestead Exemption & Tax Comparison Table**

Year	Applicant Count	Applied Exemption	Avg Exemption
2023	958	\$1,916,000.00	\$2,000
2024	963	\$1,926,000.00	\$2,000
2025	1030	\$2,060,000.00	\$2,000
2025 (FSW*)	1307	\$12,801,166.00	Variable



# Floating Local Option Sales Tax (FLOST)

Questions?

# Statesboro Strategic Plan 2025

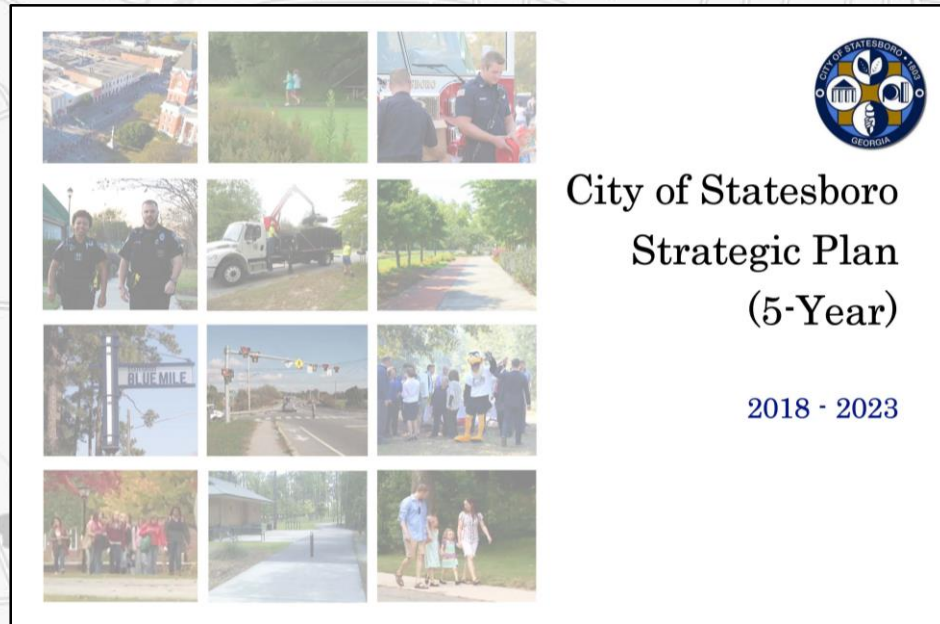
*Council Work Session  
August 19, 2025*

Wincy Poon, GLSP  
*GIS Manager, Coastal Regional Commission*

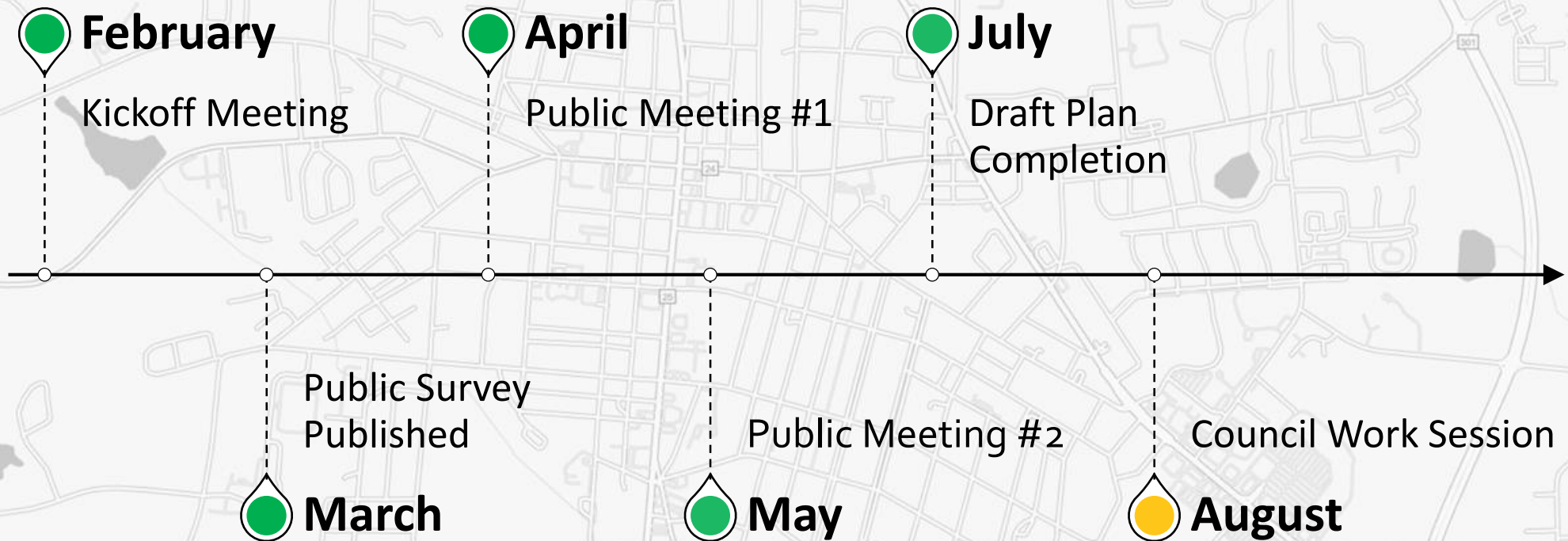


# Introduction

A roadmap for **responsive** and **progressive** public services to enhance **quality of life** for all residents, businesses, and visitors of Statesboro



# Timeline



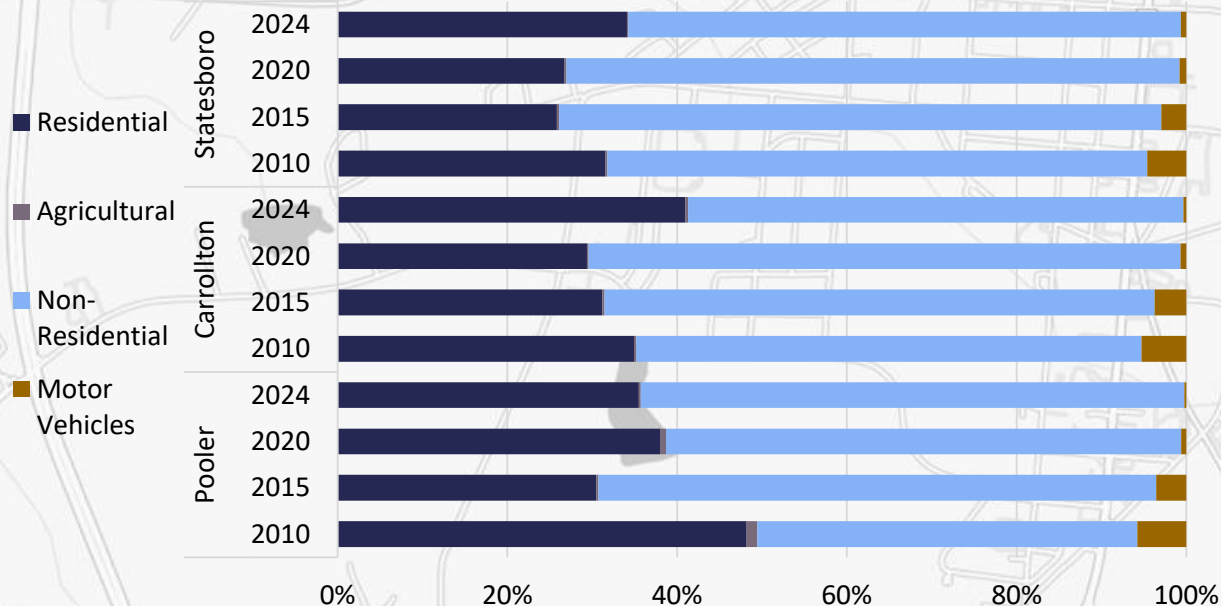
# Plan Components

- Economic & Demographics Overview
- Related Plans & Studies
- Community Priorities & Engagement
- Strengths, Weaknesses, Opportunities, and Threats (S.W.O.T.) Analysis
- Strategic Initiatives
- Financing Alternatives

# Economic & Demographics Overview

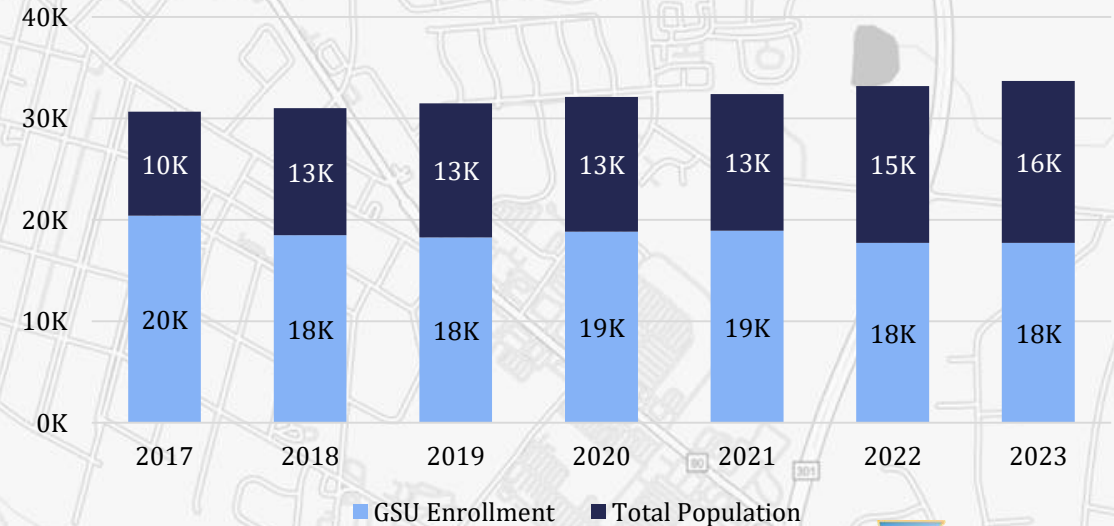
## Economic

- Revenue Sources
- Tax Base Structure
- Property Taxes
- SPLOST

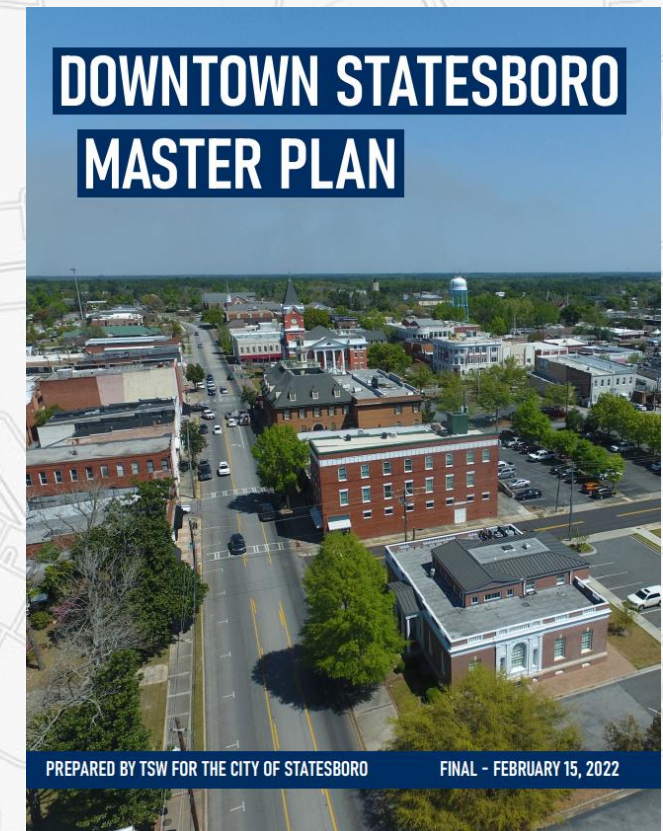
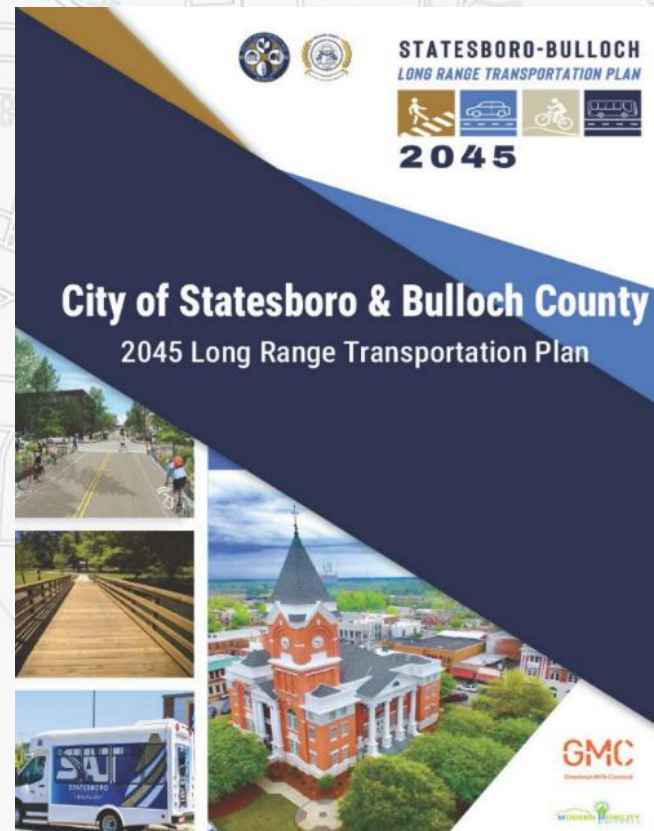


## Demographics

- Past Population
- Population Projection
- Household Income



# Related Plans & Studies



# Community Engagement

Statesboro Strategic Plan 2025 Public Survey

## How well is Statesboro...

▶ Delivering Quality Services Efficiently

▼ Focusing on Residents' Needs & Priorities  
(e.g. living environment, housing, sense of community etc.)

○ — ○ — ○ — ○ — ○  
Very Poor Poor Fair Good Excellent

▼ Focusing on Businesses' Needs & Priorities  
(e.g. economic growth, resources etc.)

○ — ○ — ○ — ○ — ○  
Very Poor Poor Fair Good Excellent

▼ Keeping Residents Informed  
(e.g. emergency alerts, news release etc.)

○ — ○ — ○ — ○ — ○  
Very Poor Poor Fair Good Excellent

▼ Maintaining City Facilities and Infrastructure

< 2 of 7 >



# Community Engagement

Our strategic priorities were shaped by extensive community engagement:

**270**

Survey Responses

**2**

Public Meetings

Input from residents, staff, and stakeholders identified 6 core areas of concern:



Infrastructure



Housing



Public  
Safety



Communication



Collaboration



Public  
Services

# Strategic Initiatives

**Initiatives &  
Action Items**

**Involved  
Staff &  
Agency**

**Financing  
Options**

# Strategic Initiatives

## Infrastructure

- Traffic flow and pedestrian safety
- ADA accessibility
- EV charging stations
- Impact fees for new development

## Public Safety

- Emergency response & infrastructure
- Community engagement & prevention
- Mental health & social services
- Education & workforce development

## Housing

- Rental regulations
- Grant leverage
- Rehabilitation program

# Strategic Initiatives

## Communication

- Upgrade city website
- Utilize GIS tools for public engagement
- Expand social media presence and alert systems

## Cross-Jurisdictional Collaboration

- Formalize coordination with the County
- Establish joint task forces for shared challenges
- Host facilitated workshops to align priorities

## Public Services & Facilities

- Expand trails, greenways, and transit options
- Revitalize underutilized properties
- Protect wetlands and natural greenspaces

# Financing Alternatives

- **SPLOST & TSPLOST** (Special Purpose Local Option Sales Tax)
- **MOST** (Municipal Option Sales Tax)
- **CIDs** (Community Improvement Districts)
- **Development Impact Fees**
- **Grants**
  - CHIP (Community HOME Improvement Program)
  - CDBG (Community Development Block Grant)
  - LIHTC (Low-Income Housing Tax Credit)
  - Rural Workforce Housing Initiatives
  - TAP (Transportation Alternative Program)
  - BUILD (Better Utilizing Investments to Leverage Development)
  - LWCF (Land and Water Conservation Fund)

# Questions?

Email: [planning@crc.ga.gov](mailto:planning@crc.ga.gov)

Aaron Carpenter (*Planning and Assistant Executive Director*)  
Wincy Poon, GISP (*GIS Manager*)