

ATTACHMENT B

NEEDS & OPPORTUNITIES:

Steering Committee
Worksession Summaries

Notes and Key Points from 3/7 – Natural & Cultural Resources

Attendees: Fred Perriman (Mayor), Karen Roberts (Mainstreet), Jennifer Rosa (CVB), Bob Hughes (Economic development), Judy Senft (Audit/Housing), Robert Trulock (PC), Chip Meyer (BOE), Flynn Clyburn (HPC), Sonny Pennington (CDC), Monica Callahan (Planning Director), Ken Kocher (HPC/CDC staff), Bryce Jaeck (GIS Planner)

1. Experiential tourism is a key to future visits.
2. Better information access to aid tourism
 - adding QR codes to places like cemetery, downtown
 - more guided tours via internet access
 - better information online
3. Continue to grow tourism via athletic tournaments at the schools, rec leagues, and other organizations
4. Develop better hotels, consider increasing height limits, need to ensure fire can still operate as it does now
5. Develop a targeted grant program for Downtown focused on maintenance to help defray costs and prevent downtown from becoming more professionalize
6. Consider some sort of alarm fund for downtown
7. Add a Public Arts Section
8. Development across the bypass may be reasonable possibility in the future
9. Rolling fund for legacy stormwater, given that most of it is downtown
10. On the statement, consider replacing “progressive” with a different term (thoughtful, forward looking, visionary, foresight etc)
11. Likely keep “small town” in vision statement
12. Continue to develop alternative transportation by allowing golf carts and more walking trail construction
13. Continue to develop and support effective greenspace
14. Neighborhood Park development to occur in response to growth, not in advance of possible growth.

Notes and Key Points from 3/9 – Economic Development/Growth

Attendees: Fred Perriman (Mayor), Carrie Peters-Reid (Council Member), Karen Roberts (Mainstreet), Jennifer Rosa (CVB), Bob Hughes (Economic development), Judy Senft (Audit/Housing), Robert Trulock (PC), Flynn Clyburn (HPC), Sonny Pennington (CDC), Nelson Hale (Finance), Julie Speyer (Retail/DDA), Leon Peters (Builder), Monica Callahan (Planning Director), Ken Kocher (HPC/CDC staff), Bryce Jaeck (GIS Planner)

1. Consider more support for CVB
 - More funds
 - Benefits for staff
 - More grant aid
2. For future URAs
 - Consider adding façade program
 - Investigate the possibility of a revolving loan fund or similar program
 - Rewrite corridor regs to help make improvements easier
 - Consider tools to help meet 60/40 impervious surface through mitigation or other options
3. Develop a booster program for the City
4. Research ways into addressing building inventory issues (the general lack of available space)
5. Focus new commercial development at the nodes/intersections of GA 83, where it meets I-20 and splits from 278, retain rest for industrial
6. Consider adding some sort of commercial corridor along Amtico Road, if this is done, City may need to provide signals where it meets the state highways
7. Keeping the remainder of Mary Magnan industrial in terms of zoning and character areas seems appropriate
8. Consider improvements to Pierce Dairy road if the right development prospects will work with the City
9. Support keeping Rooker tract as one piece for future larger sized industrial development (employing 200-500 people)
10. Seek options to provide a parking deck downtown
11. Improve internet downtown, build on earlier success
12. Work with Morgan County to ensure that their offices remain downtown
13. Install electric car charging stations downtown and consider running lines for future stations at DDA projects
14. Improve accessibility in downtown
 - Better ADA spaces
 - Better access to buildings
 - If enough improvements have occurred, use it to market to ADA demographics

Notes and Key Points from 3/10 – Economic Development/Growth

Attendees: Fred Perriman (Mayor), Carrie Peters-Reid (Council Member), David Nunn (City Manager), Karen Roberts (Mainstreet), Jennifer Rosa (CVB), Bob Hughes (Economic development), Judy Senft (Audit/Housing), Robert Trulock (PC), Julie Speyer (Retail/DDA), Flynn Clyburn (HPC), Sonny Pennington (CDC), Brook Pennington (Fire Department), Gene Porter (Fire Marshal), Megan Morris (Morgan County Hospital Authority), Martha Harrell (CSC), Leon Peters (Builder), Chip Meyers (BOE) Monica Callahan (Planning Director), Ken Kocher (HPC/CDC staff), Bryce Jaeck (GIS Planner) [Note – Eric Joyce, Councilmember, sat as member of public]

1. Replace Engine 11 as soon as possible, in dire need of repairs, but given its age parts are unavailable.
2. Fire Department advised a review of residential setbacks
3. New fire station should be added for 1-3 year window
4. One to three part time positions may be needed for fire department to cover tight points in volunteer schedules
5. Improvements for Downtown Fire Safety
 - Review and map existing sprinklers and fire alarm systems
 - Research and find either grants or low interest loans to pay for needed sprinkler and alarm systems downtown
6. Revise codes to ensure hydrants are not covered by overgrowth or high grass.
7. Training center (joint City/County) will need improvements within 1-3 years
8. May need to add 1-2 police in the next three years.
9. City should consider adding an additional crew or expanding current crew to accommodate new parks and continue ROW maintenance
10. More waste receptacles on roads in neighborhoods to encourage keeping the area clean and making area more appealing to walk in
11. Finish the last few meters so they are radio read.
12. Determine Cemetery expansion time frame
13. Research and develop options to provide Madison appropriate Workforce and Affordable Housing.
14. Develop alternative design standards for low use/low service need residential, industrial, and commercial areas
15. Consider ways to establish and support controlled growth without over burdening the quality of services currently provided and provide ways to prevent too much development providing a shock to the City, County, and BOE
16. Consider allowing for secondary “town centers” that provide certain desirable elements such as mixed use and walkability and establishing them far enough away from downtown to protect its character and continued development
17. Consider providing greater density and alternative house sizes under the right circumstances and conditions

Notes and Key Points from 3/16

Attendees: Karen Wibell (CVB), Bob Hughes (Economic development), Flynn Clyburn (HPC), Dr. Cole (BOE), Robert Trulock (P&Z), Smeltzer (Greenspace), Martha Harrell (CSC), Megan Morris (Hospital), Monica Callahan (Planning Director), Ken Kocher (HPC, CDC), Bryce Jaeck (GIS Planner)

[Note – Eric Joyce, Councilmember, sat as member of public]

Items for Character Area Amendments/Changes made

Inside City

1. Change portion of the Pennington property near Cox Road mad Skyline to Traditional Residential – Subdivision
2. Show annexed areas and properly categorize them
3. Add commercial nodes
4. Southside of Amtico between interstate and road should be Commercial not industrial
5. Area next to TK Auto needs to be taken out of the Industrial Character Area
6. Adjust around former hospital site, sort out area for further review
7. Divide Zoo area to reflect split between residential, commercial, and zoo

County Transition Area

1. Mirror County Map when practical
2. Expand Commercial Area down US 441 to Madison Lakes
3. Change Pennington frontage on NW side of bypass to higher level of residential transition
4. Change area along 83/Head Road to higher level of residential transition
5. Check with Morgan County and Bob Hughes to resolve the “Megatract” industrial site south of city
6. Add ROW to Westminster Subdivision
7. Revise area around zoo outside city to reflect likely changes

Notes from the 4/05/2022 Meeting

Attendance: Mayor Perriman, David Nunn (City Manager), Carrie Peters-Reid (Councilmember), Betsy Wagenhauser (Councilmember 5:44 PM), Bob Hughes (Economic Development), Sonny Pennington (CDC), Jennifer Rosa (CVB), Flynn Clyburn (HPC), Phil Smeltzer (Greenspace), Robert Trulock (PC), Karen Robertson (Mainstreet), Leon Peters (builder), Monica Callahan (Planning Director), Bryce Jaeck (GIS Planner) Ken Kocher (HPC, Assistant Clerk – 5:50); plus members of the public including Mary DiLetto, Joe DiLetto, Elizabeth Bell, Mike Conrads, Dr. Eddie Cassio, Diana Cassio, Dr. Meky Cassio, Glenn Eskew and others

The meeting started at 5:30 PM and was held on the second floor of the Visitor Center on 115 East Jefferson Street.

Callahan reviewed the possible amendments to the Character Area Map. She did note the properties in the county transition areas may be adjusted to reflect changes in the county character area map.

Joe DiLetto asked about the youth soccer area, and Callahan indicated where those were reflected.

Callahan and Hughes noted the changed on Fairgrounds Road, shifting from industrial to a commercial character area to allow either multi-family residential or commercial uses on the front.

Nunn and Callahan discussed whether this map reflects the present or future. Callahan indicated this map works to do both. Callahan also noted the map uses streams and property lines.

Callahan raised the question of how change outside of the city would be best reflected.

Nunn indicated that a challenge of annexing residential areas, given their lower property tax contribution compared to their service demand. Callahan agreed this should be considered and is not advocating any annexations. That said, vacant areas next to the city could be backfilled and annexed if to assure proper service for commercial or industrial uses.

Dr. Eddie Cassio raised concerns about residential property growth.

Callahan reviewed earlier population trends for the city. She noted there is some pressure to adjust industrial areas to allow for more residential opportunities.

Peters-Reid noted that housing availability is very limited in the city right now.

Callahan and Hughes noted that many large industrial projects have relatively limited impact on housing stock demand when they are built. Callahan specially noted the excess housing built for Kia in southwest Georgia.

Trulock asked about Kingston (a county development). Hughes indicated it is still under discussion.

Callahan discussed the possibility of demand for big changes near the hospital in terms of residential density.

[Smeltzer left at 6:55 PM]

Joe DiLetto asked where housing for those households working two jobs, making \$85,000 a year and have two kids is going to go.

Callahan indicated that currently the trends do not offer such opportunities.

Callahan asked about the status of Veranda Park. Conrads indicated that last nine have sold to developers and is working on phase II. The lots and houses are definitely not affordable housing given their lot cost and housing costs.

Rosa brought up that Atlanta housing statistics indicate that affordable housing is essentially gone. Callahan noted that Madison and Morgan County are part of the Atlanta Metropolitan Statistical Area.

Clyburn asked about what a starter home would cost.

Peters said around \$220,000, provided a lot could be gotten at a reasonable price.

Joe DiLetto asked why an 80-unit condo development would be seen as a problem. Callahan said that it doesn't fit Madison's earlier and current development patterns.

Wagenhauser asked about what how to find a "between" place from over development and no growth. Callahan suggested looking at number units driving this a concrete way to view the challenge. Other factors such as height or unit types also play hand. Nunn acknowledged that we cannot see the future, but this is a good as we can get.

Callahan discussed changes regarding commercial areas on the Character Area Map. Property between Amtico Road and Interstate 20 have been moved from Industrial to Commercial.

Industrial areas on the Character Area Map were reviewed as well along with service-institutional character areas.

Callahan returned to residential areas. Pennington asked where the different types of housing (house, apartment, duplex and so forth) fit best in the city. Callahan indicated that the traditional residential character area may cover some of them.

Callahan also indicated that the modern subdivision character area is more car based and less grid oriented. She also discussed the development of possible residential zone for low service standards/needs to provide for options similar to East Lane.

Wagenhauser discussed the terms of the update.

Hughes discussed the development of the updated Morgan County Character Map.

The group then discussed housing concerns. Nunn noted the work by Leon Peters on providing work force housing in the City.

Callahan reviewed the Needs and Opportunities work list. She asked the public if they had ideas as what parts of the vision statement meant. What does “small” mean?

Heritage and Tourism was discussed next. Robertson said the City should consider adopting a “City Booster Program” similar to Milledgeville. Also discussed were the possible increase in hotel heights near the interstate and the need for quality lodging, especially in or near downtown.

Bell asked about how to provide security and emergency services on trails as they develop. Rosa mentioned that with more use there would be more eyes on the trails.

Housing availability was discussed next. Pennington raised the question of landbanks. Callahan indicated that could happen and listed several places that have done something like that, such as the Athens Land Bank. Mary DiLetto (a board member with Habitat for Humanity) informed the committee that Habitat for Humanity is limited by the amount of work it can do, its policies and the availability of land at an affordable rate.

Peters described his efforts to build work force housing, or homes that cost around \$225,000 or less. One of the limits is the availability of reasonably priced lots. Callahan asked if he thought he could do a subdivision in the future. Peters indicated that it is something he could do, provided the price was within his approach’s price range.

Callahan then discussed interest from Celia Murray (from the March 28 meeting) in a moratorium on all development to ensure all infrastructure (schools, water, sewer, roads, and city services) will be sufficient in the future.

Bell expressed concern over infill development, and for areas outside of the Historic District to avoid the McMansion concern. She suggested some sort of design guidelines for those areas.

Callahan mentioned that Gainesville did something like that recently to provide general design guidelines, with the adoption of a Community Planning District.

The meeting then adjourned at 7:38 PM.

Notes from the 4/06/2022 Meeting

Attendance: David Nunn (City Manager), Carrie Peters-Reid (Councilmember), Bob Hughes (Economic Development), Jennifer Rosa (CVB), Robert Trulock (PC), Karen Robertson (Mainstreet), Monica Callahan (Planning Director), Bryce Jaeck (GIS Planner) Ken Kocher (HPC, Assistant Clerk); plus members of the public including Elizabeth Bell, Glenn Eskew (entered at 5:48)

The meeting started at 5:31 PM and was held in the Mayor and Council Chamber.

Senft began the discussion about the supply of nursing home beds. Callahan hoped that supply could be added to in the future.

Callahan asked if anyone had questions from the previous day (4/5/2022).

She then reviewed the County Character area map.

The review of the work plan then began. Callahan noted that many tasks labeled as ongoing would be removed as DCA and the NEGRC are requesting jurisdictions focus on specific, achievable goals.

[SEE LIST OF ITEMS AND DATES ATTACHMENT FOR THIS PORTION OF THE MEETING]

The meeting then adjourned at 7:38 PM.

Notes and Key Points from 4/18

Attendees: Fred Perriman (Mayor), Robert Trulock (P&Z), Megan Morris (Hospital), Karen Roberts (Mainstreet), Jennifer Rosa (CVB), Smeltzer (Greenspace), Flynn Clyburn (HPC), Sonny Pennington (CDC), Ashley Hunt (HOC, Realtor) Monica Callahan (Planning Director), Ken Kocher (HPC/CDC staff), Bryce Jaeck (GIS Planner)

Celia Murray (member of public) was present

[Note – Eric Joyce & Betsy Wagenhauser Councilmembers, sat as member of public as well as Phillip Von Hanstein, Morgan County Commissioner]

Start at 5:35

The remaining items on the STWP were discussed. This occupied the bulk of the meeting.
[SEE LIST OF ITEMS AND DATES ATTACHMENT FOR THIS PORTION OF THE MEETING]

Public Comment -

Murray raised traffic concerns. Trucks would be the largest concern.

Adjourn at 7:29

Notes and Key Points from 4/25

Attendees: Fred Perriman (Mayor), Karen Roberts (Mainstreet), Jennifer Rosa (CVB), Robert Trulock (PC), Flynn Clyburn (HPC), Megan Morris (Morgan County Hospital Authority), Leon Peters (Builder – arrived 5:46), Ashley Hunt (Realtor) Monica Callahan (Planning Director), Ken Kocher (HPC/CDC staff), Bryce Jaeck (GIS Planner) [Note – Eric Joyce, Councilmember, sat as member of public]

Start at 5:32

1. General support for housing affordability, needs to research ways to provide affordable/workforce housing. Possibilities include Land Banks, working with Habitat, DDA and other groups.
2. Consider a landbank to prevent affordable residences being bought by investment groups
3. Develop incentives for mixed income/better housing options that reward the effort as compared to the current PRD model which add work/time
4. Research Density Bonuses or other tools to encourage affordable housing.
5. Research Stack Design – a flex of owner/renter mixed housing, consider looking at multi-story stacking
6. Examine ways to reduce the use of hotels being used as housing
7. Beacon Heights would be an ideal model for starter homes (or a similar model)
8. Staff needs to research and provide data on housing costs and chance to amend
9. Housing Commission would look at redoing the employment/housing survey performed a few years ago for current data
10. Pursue an industrial gateway for GA 83 between 278 and I-20
11. Deck has been removed for the URP, parking needs to be reexamined for the Downtown area
12. Better lodging options are needed to grow Madison as a convention destination
13. Improvements to the Jefferson Railroad Crossing are still needed
14. A better distribution of ADA spaces is needed downtown
15. Trulock suggested more planning advice for subdivisions and developments
16. Night Sky lighting should be implemented

The remaining items on the STWP were discussed.

[SEE LIST OF ITEMS AND DATES ATTACHMENT FOR THIS PORTION OF THE MEETING]

Adjourn at 7:19