



FAYETTEVILLE CITY COUNCIL

Edward J. Johnson, Jr. Mayor
Scott Stacy, Mayor Pro Tem
Kathaleen Brewer
Paul C. Oddo, Jr.
Harlan Shirley
James B. Williams

STAFF

Ray Gibson, City Manager
Anne Barksdale, City Clerk

MEETING LOCATION

Fayetteville City Hall
Council Chambers
240 South Glynn Street
Fayetteville, Ga. 30214

MEETING TIME
EACH MONTH

1st Thursday 6:00 p.m. -
Voting Work Session
3rd Thursday 7:00 p.m. -
Regular Session

MAYOR AND COUNCIL OFFICE

Fayetteville City Hall
240 South Glynn Street
Fayetteville, Ga. 30214

Phone: 770-461-6029
Fax: 770-460-4238

Web Site:

www.fayetteville-ga.gov

E-Mail Address:

abarksdale@fayetteville-ga.gov

Agenda
Fayetteville City Council
Called Meeting
March 29, 2016
6:00 P.M.

Call to Order

Opening Prayer

The Pledge of Allegiance to the Flag

Approval of Agenda

NEW BUSINESS:

1. Consider Resolution R-4-16: Council Appointments for SPLOST Citizen Advisory Committee. *Presented by Ray Gibson, City Manager*
2. Consider Resolution R-6-16: Approval of Market Analysis for Downtown Master Plan. *Presented by Ray Gibson, City Manager*

EXECUTIVE SESSION:

3. PD Department Assessment: Mr. Frank Rotondo, Executive Director of GA Association Chiefs of Police



CITY OF FAYETTEVILLE

INTEROFFICE MEMORANDUM

TO: Mayor and Council

CC: Alan Jones, Assistant City Manager/Fire Chief
Anne Barksdale, City Clerk

FROM: Ray Gibson, City Manager

DATE: 3/24/16

SUBJECT: R-4-16 - SPLOST Citizen Advisory Committee

As discussed in our Council Work Session March 3rd, we would like to form a “*SPLOST Citizen Advisory Committee*” made up two Council Members, one City resident chosen by the Mayor and each Council member, and myself as the Committee Facilitator. Each appointment will be required to be supported by the majority of the City Council.

The following is a brief overview of the importance of the committee and their overall objectives:

The City of Fayetteville has many infrastructure challenges that need to be addressed with limited funds to do so. As a result, City staff have prepared a list of projects that could be considered if the County was to move forward with the SPLOST ballot in November of 2016. It is also important that other funding sources (millage increase, rate increases, grants etc.) are considered and discussed so that the City has a proactive plan moving forward. There has been an abbreviated list of projects presented to the Mayor and Council that shows infrastructure improvements totaling approximately \$30,000,000.00. The reality is that we have a project list currently that well exceeds this \$30,000,000.00 figure, but again everyone will have their own opinion as to what is important for the City of Fayetteville.

Due to limited funding and time constraints, any list of projects will need to be vetted and prioritized. To this end, the objective of the “*SPLOST Citizen Advisory Committee*” will be to assess each project on the current list and debate its importance for the community as a whole. There may also be new projects brought up by the committee that are not currently shown on the list of projects. The committees’ main objectives are as follows:

- Vetting and prioritizing the community project list dated January 19, 2016; and,
- Identifying funding sources to complete projects. (millage increase, grants, SPLOST, etc.); and,

- Presenting a consensus based prioritized project list to City Council for consideration and approval; and,
- Providing a project list for the SPLOST ballot initiative.

The first meeting of the committee will take place on Monday, April 11th at 6:00 PM at City Hall. The Committee Members to be approved via Resolution R-4-16 are as follows:

SPLOST CITIZEN ADVISORY COMMITTEE

Ray Gibson, City Manager: Facilitator

Harlan Shirley, City Council Member: Council Appointment

Paul Oddo, City Council Member: Council Appointment

Rick Jones, City Resident: Appointed by Scott Stacy

Lauren Panter, City Resident: Appointed by Harlan Shirley

Sandi Schofield, City Resident: Appointed by Kathaleen Brewer

Mickey Edwards, City Resident: Appointed by Paul Oddo

Rich Hoffman, City Resident: Appointed by Jim Williams



City of Fayetteville

240 Glynn Street South • Fayetteville, Georgia 30214
Telephone (770) 461-6029 • Facsimile (770) 460-4238
www.fayetteville-ga.gov



MAYOR
Edward Johnson

COUNCIL
Scott Stacy, Mayor
Pro Tem
Kathleen Brewer
Paul C. Oddo, Jr.,
Harlan Shirley
James B. Williams

CITY MANAGER
Ray Gibson

CITY CLERK
Anne Barksdale

January 19, 2016

Steve Rapson,
County Manager,
Fayette County
140 Stonewall Avenue West
Suite 100
Fayetteville, GA 30214

RE: DRAFT SPLOST LIST FOR THE CITY OF FAYETTEVILLE

Dear Mr. Rapson,

The City of Fayetteville's management team³ has developed a **Draft** SPLOST project list to be considered by the Fayette County Board of Commissioners. Please keep in mind this project list has not been presented to the City Council.

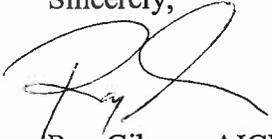
Utilizing the most recent intergovernmental agreement determining the LOST distributions, the City's project list is based on a six-year time period with estimated collections of around \$30 Million.

Project Name	Category	Estimated Cost
New Fire Station 93 – Design and Construction	Fire	\$1,000,000.00
New Fire Department Apparatus (5 New Fire Trucks)	Fire	\$3,000,000.00
New Police Vehicles and IT Equipment	Police	\$1,100,000.00
Road Resurfacing Projects	Transportation	\$3,500,000.00
Hwy Median Landscaping	Transportation	\$1,000,000.00
Pedestrian Trails and Cart Paths	Transportation	\$3,100,000.00
Highway 54/Hospital Bridge	Transportation	\$600,000.00
New Downtown Road Network	Transportation	\$3,500,000.00
Redwine Road/Ramah Road Roundabout	Transportation	\$1,200,000.00
Lafayette Road Extension and Roundabout	Transportation	\$2,000,000.00
Wastewater Plan Upgrades	Water/Wastewater	\$7,500,000.00

Debt Retirement	Water/Wastewater	\$1,500,000.00
City Fiber Optic Network (Government Buildings)	Information Technology	\$1,000,000.00
TOTAL		\$30,000,000.00

Should you have any questions or concerns regarding the list, please contact me at your earliest convenience.

Sincerely,



Ray Gibson, AICP
City Manager

**RESOLUTION
R-4-16**

RESOLUTION OF THE CITY OF FAYETTEVILLE TO APPROVE THE CREATION OF A “SPECIAL LOCAL OPTION SALES TAX (SPLOST) CITIZEN ADVISORY COMMITTEE” TO MAKE PROJECT RECOMMENDATIONS TO THE MAYOR AND COUNCIL FOR A POTENTIAL 2017 FAYETTE COUNTY SPLOST.

WHEREAS, the City of Fayetteville submitted a draft Special Local Option Sales Tax (SPLOST) project list on June 19, 2016; and,

WHEREAS, due to limited funding and time constraints, any list of projects will need to be vetted and prioritized; and,

WHEREAS, the Mayor and Council feels it is in the best interest of the City to create a “SPLOST Advisory Committee” to better vet and prioritize a project list; and,

WHEREAS, the objective of the “*SPLOST Citizen Advisory Committee*” will be to assess each project on the current list and debate its importance for the community as a whole. There may also be new projects brought up by the committee that are not currently shown on the list of projects. The committees’ main objectives are as follows:

- Vetting and prioritizing the community project list dated January 19, 2016; and,
- Identifying funding sources to complete projects. (millage increase, grants, SPLOST, etc.); and,
- Presenting a consensus based prioritized project list to City Council for consideration and approval; and,
- Providing a project list for the SPLOST ballot initiative.

WHEREAS, the Committee will be comprised of a facilitator, two Council Members, and 6 City residents approved by a majority vote of City Council as outlined below:

- Ray Gibson, City Manager:** Facilitator
- Harlan Shirley, City Council Member:** Council Appointment
- Paul Oddo, City Council Member:** Council Appointment
- Rick Jones, City Resident:** Appointed by Scott Stacy
- Lauren Panter, City Resident:** Appointed by Harlan Shirley
- Sandi Schofield, City Resident:** Appointed by Kathaleen Brewer
- Mickey Edwards, City Resident:** Appointed by Paul Oddo
- Rich Hoffman, City Resident:** Appointed by Jim Williams

WHEREAS, the Committee will hold its first meeting on Monday, April 11, 2016 in the Main Conference Meeting Room of the Fayetteville City Hall located at 240 South Glynn Street, Fayetteville, GA 30214.

NOW THEREFORE BE IT RESOLVED, that the Mayor and Council of the City of Fayetteville, Georgia recommends the approval of the creation of the SPLOST Citizen Advisory Committee.

SO RESOLVED this 29th Day of March, 2016.

Edward J. Johnson, Jr., Mayor

Scott Stacy, Mayor Pro Tem

Kathaleen Brewer, Councilmember

Paul C. Oddo Jr., Councilmember

Harlan Shirley, Councilmember

James B. Williams, Councilmember

ATTEST:

Anne Barksdale, City Clerk



CITY OF FAYETTEVILLE

INTEROFFICE MEMORANDUM

TO: Mayor and Council

CC: Alan Jones, Assistant City Manager/Fire Chief
Anne Barksdale, City Clerk

FROM: Ray Gibson, City Manager

DATE: March 24, 2016

SUBJECT: R-6-16 – Market Analysis in Support of Downtown Master Plan

In June of 2015 the City began the process of creating a Downtown Master Plan, and in doing so hired the services of Foley Design Group. The intent of the planning process was to define the roadway system and land uses make-up of the downtown and to define the necessary participation of the City of Fayetteville and Fayette County in redeveloping the downtown area. The process, which is ongoing, has combined previous development studies and development design and input by the City and its stakeholders to help define a plan for traffic and pedestrian circulation that would be best suited for the downtown.

In moving towards the completion of the master planning process it was important that a second study, regarding market analysis, be completed in order to gain an understanding of the market potential and opportunities for a number of land uses that represent candidates for development, including:

- Retail and dining
- Rental apartments
- Office to include medical office
- For-sale small lot single-family detached and condominiums

As a result, the City is recommending the services of Noell Consulting Group out of Atlanta to conduct the market analysis for a fee not to exceed \$24,500.00. As part of this project the staff of Noell will conduct an independent assessment of the greater Fayetteville-area market, placing the Downtown in the context of larger market trends and conditions, and to identify the most appropriate development program for Downtown; one that maximizes potential market appeal as well as value over time. In doing so, they will answer the four questions identified above, and provide a set of recommendations that address:

- Level and timing of the opportunity
- Supportable commercial SF/acres and number of residential units/acres;
- Achievable rents/prices by use and or residential unit type;
- Overall community amenities; and
- Target market audiences by product type;
- Mix of tenant types and/or residential units and unit sizes;
- Achievable levels of absorption and lease-up;
- Other marketing and design considerations impacting opportunities for success;

Given the time constraints regarding the completion of the Downtown Master Plan, the Staff is utilizing the professional services clause of the purchasing procedures in order to get the process moving forward. Noell Consulting Group was also chosen because of their work on the Pinewood Forrest project and the fact they have already collected some of the important data for the area.

Sent via e-mail

March 16, 2016

Mr. Ray Gibson, AICP
City Manager
City of Fayetteville
City Hall
240 South Glynn Street
Fayetteville, GA 30214

1752.00

SUBJECT: Market Analysis in support of the Downtown Fayetteville, GA Master Plan

Dear Ray,

It was a pleasure chatting with you about Fayetteville's desire to get greater market intelligence for your Downtown plan. From our discussions we understand that your team is interested in understanding the depth of market, positioning, and ideal mix of new land uses to prioritize in Downtown in the coming years; a mix that not only takes advantage of market opportunities, but also maximizes the value and impact to the community over time.

Critical to your planning efforts is gaining an understanding of the market potential and opportunities for a number of land uses that represent candidates for development, including:

- Retail and Dining;
- Rental Apartments;
- Office, including Medical Office; and
- For-Sale small lot SFD, THs, and condos

To this, we believe there are four main questions that our market analysis will need to answer; questions that will truly help define these opportunities and development program that best responds to them. These questions are summarized on the following page.

Who are the audiences fueling growth and demand in the market, including local and regional audiences, and how can Downtown best respond to their affordabilities, lifestyles, and expectations?

What is the demand potential for new residential, retail, and office real estate products in the greater Fayetteville market?

Which land uses and product types represent potential opportunities for developing in Downtown?

What development program and market position best respond to market demand and existing and planned supply overall and within each potential product type?

Engagement Objectives

Our objective in this engagement is to conduct an independent assessment of the greater Fayetteville-area market, placing the Downtown in the context of larger market trends and conditions, and to identify the most appropriate development program for Downtown; one that maximizes potential market appeal as well as value over time. In doing so, we will answer the four questions identified above, and provide a set of recommendations that address:

- | | |
|---|--|
| <ul style="list-style-type: none">• Level and timing of the opportunity;• Supportable commercial SF/acres and number of residential units/acres;• Achievable rents/prices by use and or residential unit type;• Overall community amenities; and | <ul style="list-style-type: none">• Target market audiences by product type;• Mix of tenant types and/or residential units and unit sizes;• Achievable levels of absorption and lease-up;• Other marketing and design considerations impacting opportunities for success; |
|---|--|

Our key conclusions and recommendations will be provided in an exhibit package suitable for internal use as well as third-party review.

Scope of Work

The following summarizes the scope of work we will undertake to complete these objectives.

1. Project Inception

In this initial portion of the engagement, we will meet with you and your team to:

- Confirm our goals and understanding of our objectives;
- Confirm timelines of both our efforts and potential development of the property; and
- Identify other key issues that are relevant to our research and analysis process.

We will then visit the Downtown area and place it in the physical context of the market, understanding how it relates to demand sources and competitive supply, and assessing its strengths and challenges for all land uses being examined.

Answering the Major Questions



The bulk of our research and analysis efforts will be spent answering the four key questions identified.

Who are the audiences fueling growth and demand in the market, including local and regional audiences, and how can Downtown best respond to their affordabilities, lifestyles, and expectations?

We always begin with understanding the market audiences driving demand for residential and commercial products in the area; gaining knowledge not only to their demographics, and trends, but to their preferences, lifestyles, and affordabilities. To do this we will:

- Conduct interviews with area leasing agents and brokers to gain insights into who (tenant types or individual household types) are fueling demand for various real estate products in the Primary Market Area (PMA) and understand the demographic compositions of those audiences and their key preferences and motivations relative to renting or purchasing real estate;
- Identify the Primary Market Area by land use, quantify and characterize the key market audiences therein in terms of their incomes, ages, household compositions, types and sizes of employers, and overall levels of historic, current and projected growth;
- Gather information relative to the economic base of the area, including growth of firms in the market supporting office and flex office space.
- Quantify and characterize other market audiences representing potential targets for Downtown, including commuters by the site, employees, university students and faculty/staff, other area workers and visitors to key venues nearby.
- Understand how existing supply may or may not effectively address these market audiences' needs and lifestyles, particularly in proximity to Downtown.

What is the demand potential for new residential, retail, hospitality and office real estate products in the greater Fayetteville market?

Upon understanding market audiences fueling demand for various product types, their demonstrated preferences and potential opportunities to respond to those audiences, we will focus on understanding depth for all commercial and residential product types in the market. To do this we will:

- Examine data for applicable areas to understand historic absorption, current and historic vacancy rates, remaining units/SF still in lease-up on the market, and achieved rent growth. Relate these trends back to macro factors that impact demand, such as employment growth, consumer confidence, etc;
- Estimate demand potential for each use (for-sale and for-rent residential multifamily, retail, and office) in a larger submarket level first (to be determined), with estimates for captures in the Fayetteville area;
- Examine other planned and proposed additions to supply that may compete with the Downtown for tenants/renters/buyers and understand their likely timing, size, etc;



- Assume potential captures of demand Downtown can achieve based on competitive opportunities available in the market;

Which land uses and product types represent potential opportunities for developing in Downtown?

- Assess the key strengths and challenges of various opportunities in Downtown and those of key competitive properties in each land use. Each should be gauged on: visibility, access, adjacent land uses, sense of neighborhood/location, proximity to demand generators, proximity to competitive supply, proximity to restaurants, etc.
- Incorporate this into a product development opportunity matrix based on our conclusions of the driving target markets present, market sizing, and Downtown characteristics, to identify land uses/product types worth pursuing in Downtown, and potential support levels for each use.

What development program and market position best respond to market demand and existing and planned supply overall and within each potential product type?

- Identify and survey key comparable and competitive residential and commercial properties in the market to understand target market demonstrated demand and preferences and how these competitive offerings respond to these audiences. Properties should be surveyed for:

<ul style="list-style-type: none"> • Location • Market position • Sales/lease rates and sizes • Audiences attracted • Vacancy rates • Target market audience motivations and best-performing products 	<ul style="list-style-type: none"> • Size (units/SF offered) • Unit/tenant mixes • Premiums achieved • Achieved absorption/lease-up pace • Amenities and features • Key leasing/selling points
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- Incorporate all of the above into a set of recommendations for Downtown and specific development target area. These recommendations should address:
 - Overall level of opportunity;
 - Target market audiences and appropriate unit/tenant sizes;
 - Development timing and potential phasing;
 - Mix of land uses/product types supportable (units, SF, etc); and
 - Overall development intensities, supportable FAR, and other development parameters.
- Based on the characteristics of the site, target market audience affordabilities, and the performance of competitive offerings, identify the appropriate market position identified Downtown market opportunities and recommend achievable lease rates and prices achievable.

2. Convey the Conclusions and Recommendations



Conduct a meeting with you and your team to review the key conclusions from our research and our recommendations for development, which will be provided in an exhibit package suitable for internal and third-party review.

Terms, Condition and Schedule

The professional fee for the engagement as outlined above is \$24,500 including all expenses.

Additional research and analysis, meetings, and other tasks not outlined above will be billed on a time and expense basis.

The time needed to complete this analysis is eight weeks. That timeframe may vary depending on the timing of your authorization.

We appreciate the opportunity to work with you and add value to your endeavors. Should you have any additional needs or clarifications, please do not hesitate to contact us at your convenience. We look forward to hearing from you in the very near future.

Sincerely,



Todd M. Noell, Principal



David S. Laube, Principal



Accepted and Agreed:

By: _____
Title: _____
Company: _____
Signature: _____
Date: _____



Invoicing

For each billing period, Noell Consulting Group will submit invoices to the Client for professional services and expenses. Amounts invoiced will be in proportion to the services performed during the preceding billing period. Amounts invoiced for reimbursable expenses, consultants' fees and additional services will be based on amounts incurred and services performed through the invoice date.

Payment should be sent to:

Todd M. Noell
Noell Consulting Group
130 Krog Street
Suite Z
Atlanta, Georgia 30307

Invoices are due and payable upon receipt. Interest, at the highest rate permitted under the applicable law, will accrue on all accounts not paid within thirty (30) days of the invoice receipt date and, in addition, Client shall be responsible for all costs and expenses, reasonable attorney's fees, and expenses incurred by Noell Consulting Group in connection with the collection of the overdue accounts of Client. Noell Consulting Group retains the right to suspend engagement efforts and to withhold delivery of the final report pending receipt of any overdue payments.

Acceptance and Expiration

Acceptance of this proposal-agreement is completed upon receipt of one executed copy of the proposal-agreement and the retainer fee specified (if any). If we are not in receipt of a fully executed copy within thirty (30) days from the date thereof, this proposal-agreement shall be of no further force and effect and shall be deemed withdrawn.

Successors and Assigns

This agreement will inure to the benefit of, and be binding on, the successors and assigns of the Client and Noell Consulting Group. However, neither party shall have the right to transfer or assign this agreement without the express written consent of the other party.

Entire Agreement

This letter agreement contains the entire agreement of the parties. No promises or agreements, oral or written, between the parties not contained in this agreement will be of any force or effect.

Amendment

No amendment to this agreement will be effective unless it is in writing and is signed by both parties.



Use of Documents

It is understood by the Consultant that the findings from this engagement ("Report") are the proprietary property of the Client and RTF and that for a period of three years, unless otherwise instructed by the Client and RTF in writing, the Consultant will not make these findings available to any other organization or individual without consent of the Client. It is also understood by the Consultant that the Client will likely present the results of this engagement in various documents, meetings, and reports and thus will likely abstract results from the larger report itself. In doing so, every effort should be made to remain true to the intent of the findings resulting from this engagement, and to note, where applicable, special stipulations or caveats that accompany particular findings.

Termination

Either the Consultant or the Client may terminate this Agreement by giving written notice at least three (3) days prior to the date of termination. In the event of such termination, Client shall pay Consultant for services and reimbursable expenses performed or incurred to the termination date, unless the termination is for cause of a failure on the Consultant's part.

Limiting Conditions

It is understood by the Client that the Consultant can make no guarantees regarding the recommendations resulting from this engagement. There are numerous factors that can impact the accuracy of these recommendations, many of which are outside of the control of the Consultant, including implementation and execution of development, marketing, design, etc.

Consultant recommendations are based on research and analysis conducted during the time of engagement. Real estate and economic markets are cyclical and highly dynamic and thus, recommendations provided in this engagement may be significantly impacted by changes occurring in the market since the time of study. Further, major shocks and changes to economic and real estate markets, particularly given the fluidity and volatility seen in economic and housing markets today, cannot be fully predicted during the course of study. Economic downturns inevitably occur. Their impacts on the real estate market, their timing, and their depth cannot be accurately predicted. The client, therefore, should stay well attuned to changes occurring in the economic and real estate markets and understand how those changes may impact their project.

Finally, while every effort will be made to secure the best data, information, and knowledge to inform analysis, the Consultant cannot guarantee the accuracy of third party data and information sources.

To protect the Client, and to assure that the Consultant's research results will continue to be accepted as objective and impartial by the business community, it is understood that the Consultant's fee for the undertaking of this engagement is in no way dependent upon the specific conclusions reached or the nature of the advice given by Consultant in its Report to the Client.

Governing Law

The laws of Georgia will govern this agreement.



**RESOLUTION
R-6-16**

RESOLUTION OF THE CITY OF FAYETTEVILLE TO APPROVE THE SELECTION OF NOELL CONSULTING GROUP TO PREPARE A MARKET ANALYSIS IN COORDINATION WITH THE CITY OF FAYETTEVILLE'S DOWNTOWN MASTER PLAN.

WHEREAS, the City of Fayetteville, on June 10, 2015, approved the services of Foley Design Group to prepare a Downtown Master Plan; and,

WHEREAS, the Foley Design Group along with City staff have been updating the plan over the last few months as a result of input obtained from town hall meetings; and,

WHEREAS, part of the process in the creation of the Downtown Master Plan is to have a market analysis completed in order to gain an understanding of the market potential and opportunities for a number of land uses that represent candidates for development, including:

- Retail and dining
- Rental apartments
- Office to include medical office
- For-sale small lot single-family detached and condominiums

WHEREAS, the City staff have are recommending the services of Noell Consulting Group out of Atlanta to conduct the market analysis for a fee not to exceed \$24,500.00.

WHEREAS, Noell Consulting Group will conduct an independent assessment of the greater Fayetteville-area market, placing the Downtown in the context of larger market trends and conditions, and to identify the most appropriate development program for Downtown; one that maximizes potential market appeal as well as value over time.

NOW THEREFORE BE IT RESOLVED, that the Mayor and Council of the City of Fayetteville, Georgia recommends the approval of the hiring of Noell Consulting Group to prepare a market analysis in coordination with the City's Downtown Master Plan, based on the proposal submitted hereto as "Exhibit A."

SO RESOLVED this 29th Day of March, 2016.

Edward J. Johnson, Jr., Mayor

Scott Stacy, Mayor Pro Tem

Kathaleen Brewer, Councilmember

Paul C. Oddo Jr., Councilmember

Harlan Shirley, Councilmember

James B. Williams, Councilmember

ATTEST:

Anne Barksdale, City Clerk



CITY OF FAYETTEVILLE

INTEROFFICE MEMORANDUM

TO: Mayor and Council

VIA: Scott Pitts, Police Chief

CC: Alan Jones, Assistant City Manager/Fire Chief

FROM: Ray Gibson, City Manager

DATE: March 24, 2016

SUBJECT: Needs Assessment - PD

Mr. Frank Rotondo, Executive Director of GA Association Chiefs of Police will be present to review and discuss the Needs Assessment for the Fayetteville Police Department.