

Mayor & City Council

Workshop Session

~ Agenda ~

City of College Park 3667 Main Street College Park, GA 30337

http://www.collegeparkga.com 404-669-3756 (Main)

> Experience College Park Georgia's Global City

Monday, June 1, 2020

6:00 PM

Council Chambers

- 1. Presentation by the Six West development team on the results of district planning activities conducted through virtual meetings and workshop sessions. See memorandum dated May 28, 2020 from Economic Development Director Artie Jones, III. Also, see attached supporting documentation.
- 2. Consideration to support the College Park Main Street Association (CPMSA) to create a larger outdoor dining atmosphere helping to ensure maximum patronage and safety to Main Street businesses from Princeton Avenue to Yale Avenue in collaboration with committed business owners. Please see memorandum dated May 28, 2020 from Economic Development Director Artie Jones, III. Also, see attached supporting documentation.
- **3.** Presentation by IGNITE College Park Community Oriented Resource Center Project requesting financial support by CEO of Adullam Ministries, Inc. Jamelle McKenzie. See memorandum dated May 27, 2020 from City Manager Terrence R. Moore. Also, see attached PowerPoint presentation.



CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

WORKSHOP AGENDA ITEM

DOC ID: 8130

DATE: May 28, 2020

TO: The Honorable Mayor and Members of City Council

THROUGH: Terrence R. Moore, City Manager

FROM: Artie Jones, Clearly College Park Executive Director

RE: Six West Development District Planning Results

PURPOSE: The Economic Development Department with the City of College Park has just completed district planning activities for the 311 acre Six West development formerly known as the Airport City. At the Monday, June 1, 2020 City Council meeting the Six West development team will provide a presentation to the City Council on the results of the district plan meetings where the citizens had the opportunity to provide real-time feedback on the developments direction moving forward.

REASON: A master plan for the Six West Development was completed on the 311 acre mixed used development. The Six West Development is broken into six distinct districts (Camp Creek, Entertainment, Incremental, Office, Residential, and Retail. The community had the opportunity through a series of virtual interactions to provide feedback on the overall development of the City owned and city master developed project.

RECOMMENDATION: It is recommended that the City Council provide feedback and direction as you deem appropriate.

BACKGROUND: Please see attached information on feedback from the citizens.

COST TO CITY: None

BUDGETED ITEM: N/A

REVENUE TO CITY: None

CITY COUNCIL HEARING DATE: June 1, 2020

CONSIDERATION BY OTHER GOVERNMENT ENTITIES: None

AFFECTED AGENCIES: None

Updated: 5/28/2020 2:04 PM by Rosyline Robinson

RELATIONSHIP TO EXISTING ORDINANCE OR RESOLUTION: None

REQUIRED CHANGES TO WORK PROGRAMS: None

STAFF: Michelle Alexander - Collaborative Firm

Bill de St. Aubin - Sizemore Group Deanna Murphy - Sizemore Group

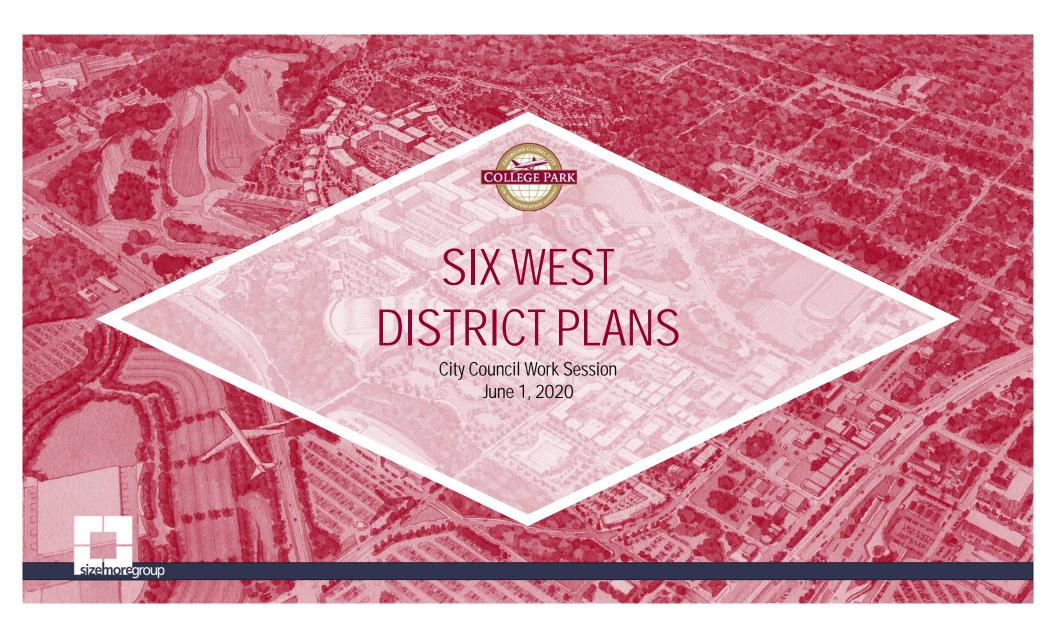
Artie Jones, III - City of College Park Economic Development

ATTACHMENTS:

• CP City Council Presentation June 1 (PPTX)

Review:

- Artie Jones Completed 05/11/2020 10:40 AM
- Rosyline Robinson Completed 05/25/2020 10:56 AM
- Michelle Alexander Pending
- Terrence R. Moore Completed 05/28/2020 2:25 PM
- Mayor & City Council Pending 06/01/2020 6:00 PM



AGENDA

- Project Overview
- Community & Stakeholder Engagement District Plans Update II.
- III.

CITY OF COLLEGE PARK



ARTIE JONES Economic Development Director



MICHELLE ALEXANDER City Planner

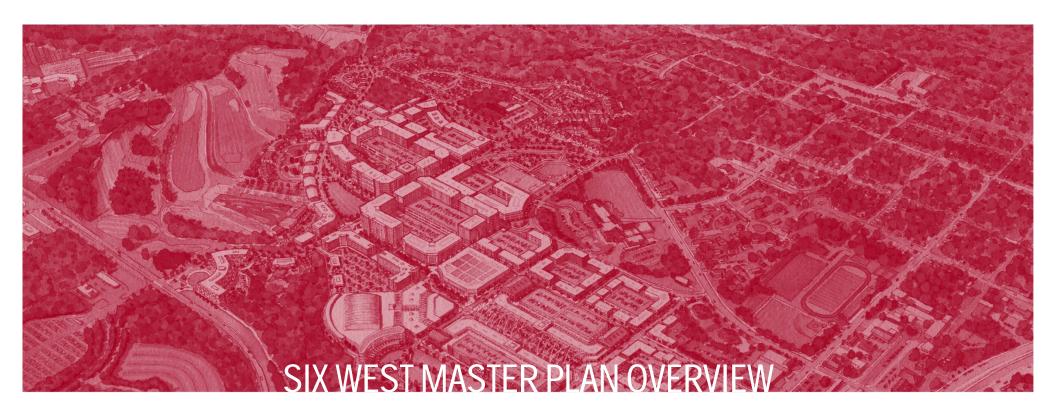
SIZEMORE GROUP



BILL DE ST. AUBIN CEO



DEANNA MURPHY Director of Planning



PROJECT SITE

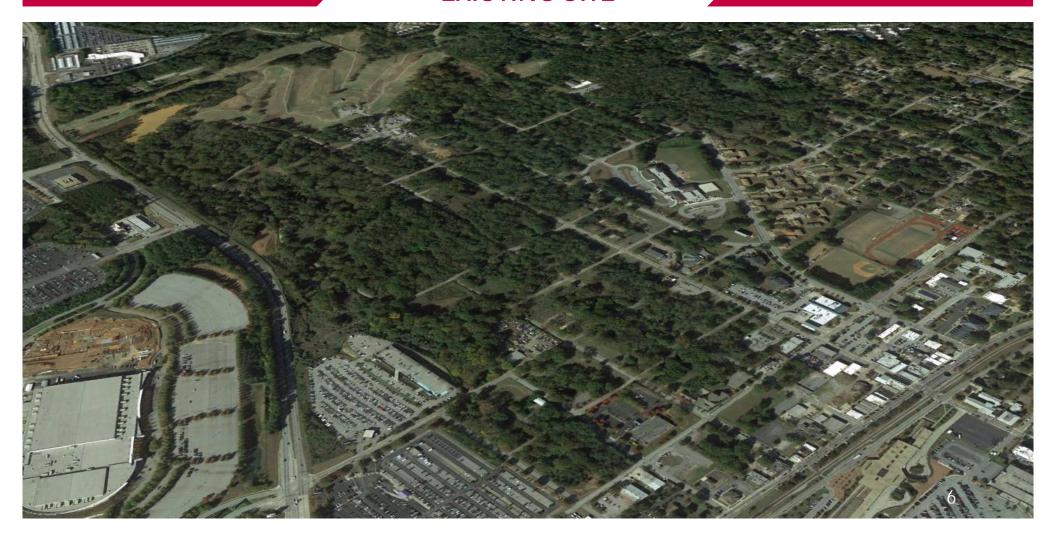


PROJECT VISION

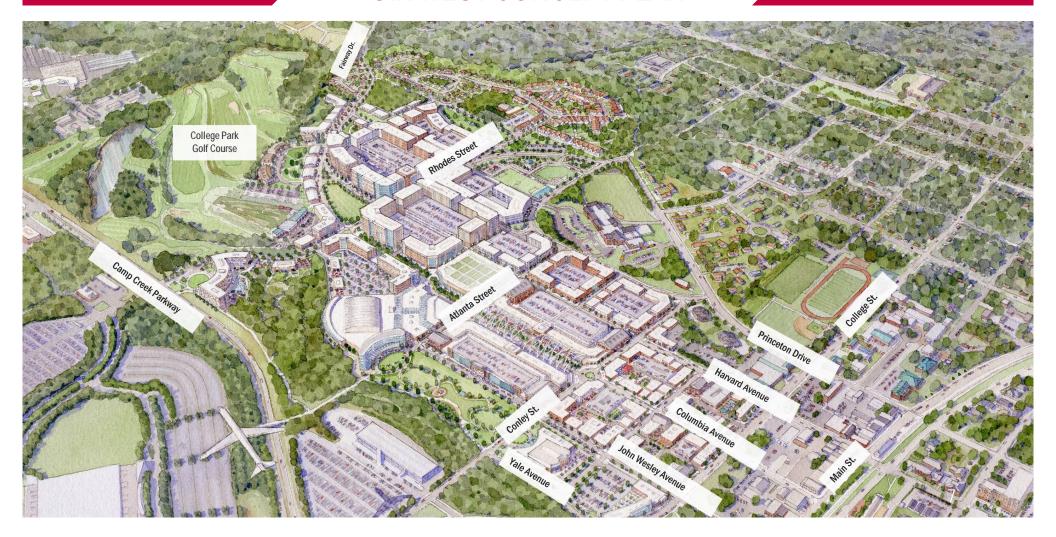
A global destination rooted in diversity, equity, and inclusion easily accessible to all – from local residents to world travelers – a showcase of smart cities and eco-friendly design.



EXISTING SITE



SIX WEST CONCEPT PLAN



SIX WEST CONCEPT PLAN



DISTRICT PLAN PROCESS

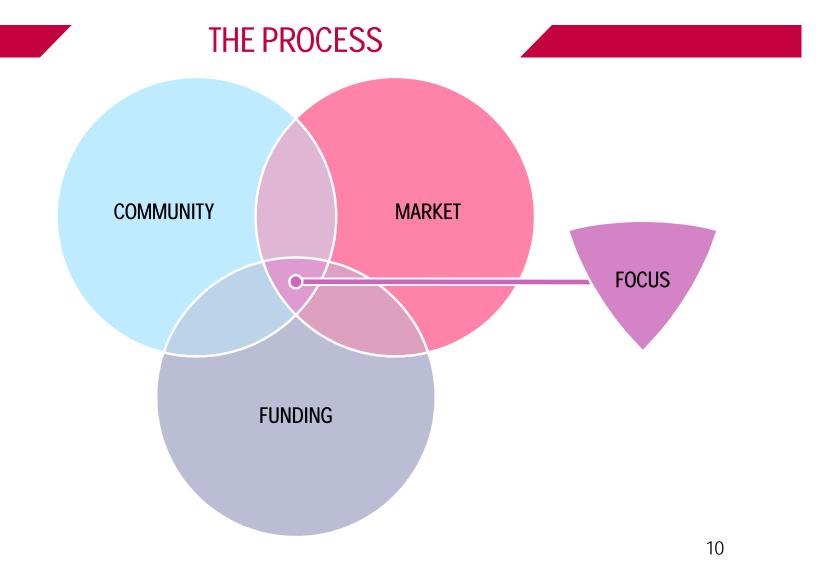




- Develop district level map of existing conditions
- 2 Engage the private sector

- 3 Engage the community
- Develop two to three plan and massing options for approval
- 5 Refine preferred option

- Develop infrastructure scope & funding strategy
- 7 Council approval

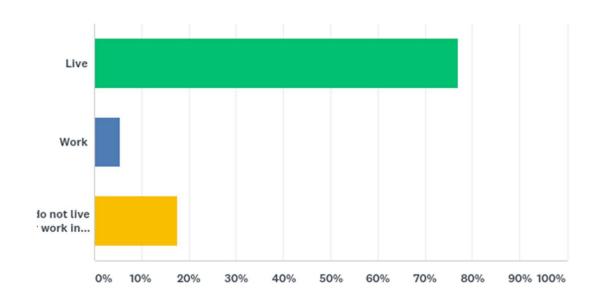




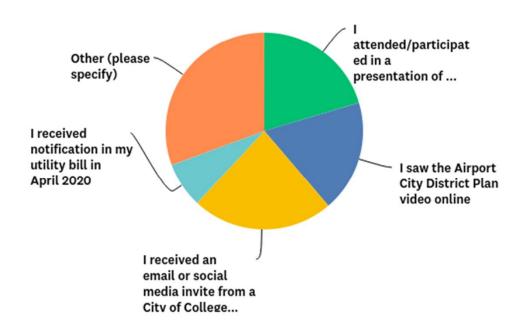
Total Responses: 211

Survey opened: April 11 Survey closes: May 19

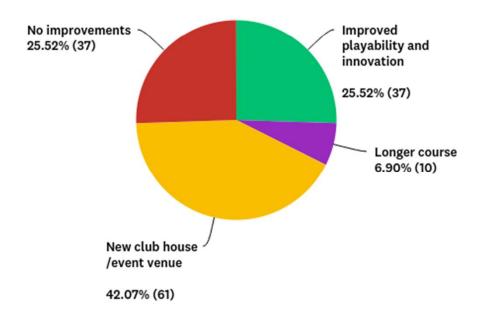
Q1 Do you live or work in the City of College Park?



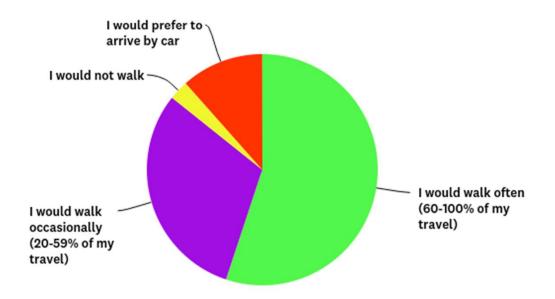
Q2 How did you hear about the SIX WEST (formerly known as Airport City) project?



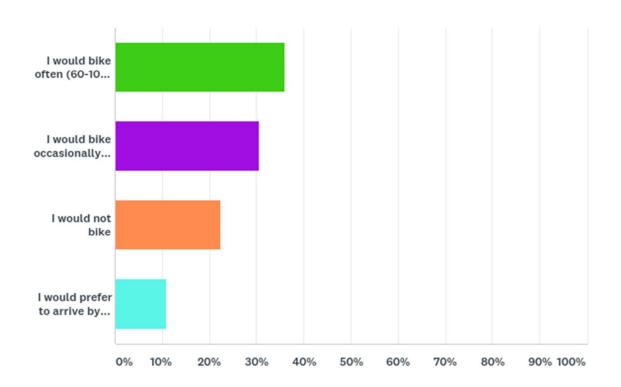
Q7 What improvements would you like to see to the College Park Municipal Golf Course?



Q8 If connected sidewalks and multi-use trails were available, how likely would you be to arrive to Six West by foot?



Q9 If bicycle lanes and trails were available, how likely would you be to arrive to Six West by bicycle?



MAY 5TH LIVE WEBINAR



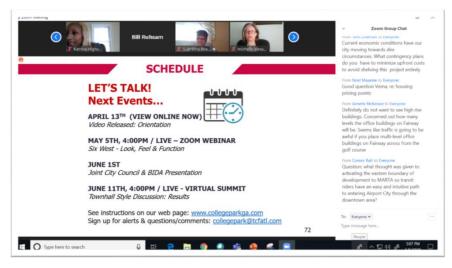
100 people participated live

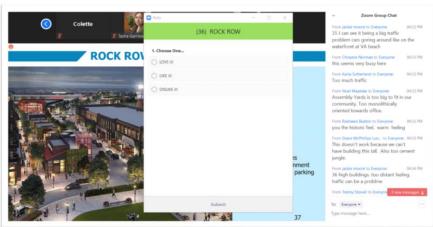


367 Views on the City's Facebook Page



27 Views on the City's YouTube Channel

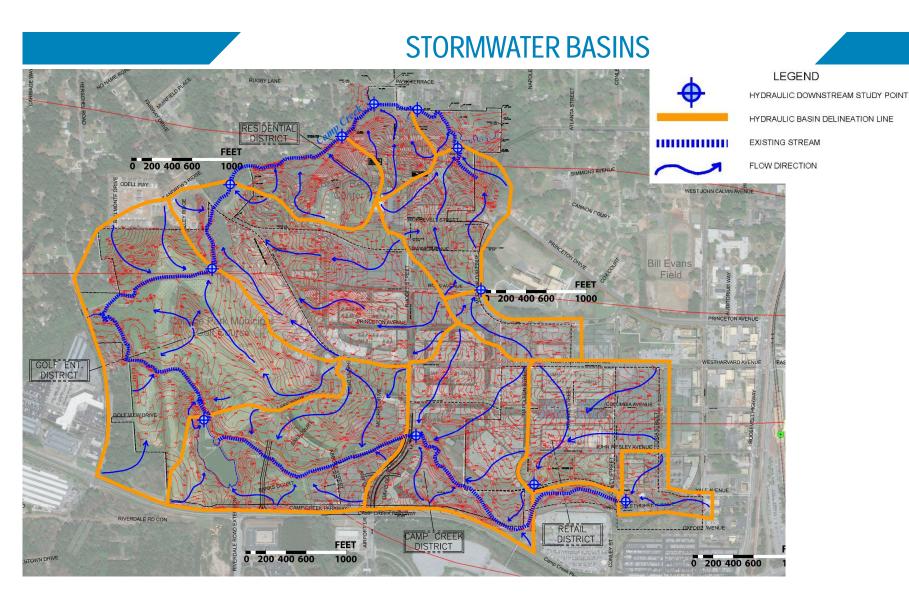




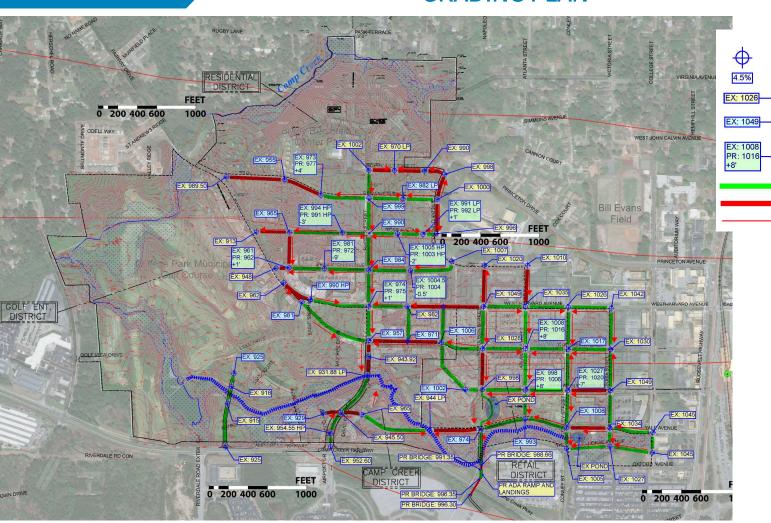
DEVELOPER INTERVIEWS

- 1 Leverage MARTA & Convention Center
- 2 Phase 1 Retail: 200-250k square feet
- 3 Connect development to Downtown/MARTA
- 4 Cultural Destination in Phase 1: cultural center, library, food hall
- 5 Public investment to initiate project: streets, cultural places, parking deck





GRADING PLAN



LEGEND

INTERSECTION ELEVATION MARKER

ROADWAY SEGMENT SLOPE

EXISTING ELEVATION MARKER CONSTRAINED BY EX. FEATURES (EDGE OF PROJECT, PONDS, FEMA FLOODPLAIN, ROADWAY CONNECTIONS)

EXISTING ELEVATION MARKER RECOMENDED TO BE MAINTAINED

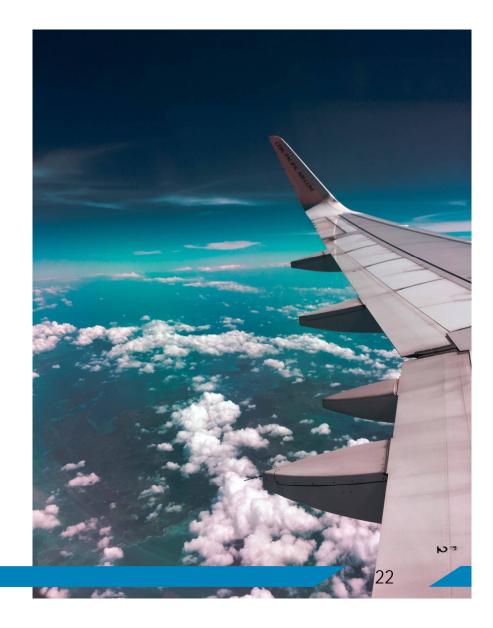
EXISTING AND PROPOSED ELEVATION MARKER FOR REVISED GRADED INTERSECTIONS WITH ELEVATION DELTA INDICATED (+/-)

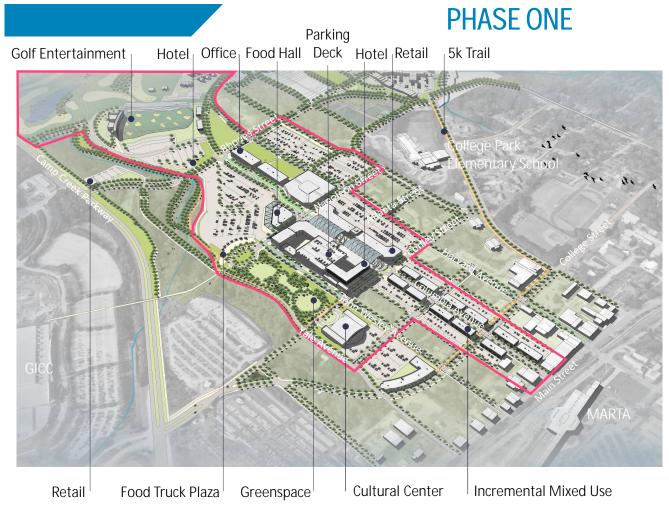
ADA COMPLIANT ROADWAY SEGMENT (0%-5%)

NON-ADA COMPLIANT ROADWAY SEGMENT (>5%)

GRADE SLOPE FLOW DIRECTION

PHASE ONE





PROGRAM

Destination Drivers:
50,000 sf Cultural Center
6 acre Greenspace
Food Truck Plaza
Golf Entertainment Facility
Parking Deck with Rock Climbing Wall
Golf Course Updates
Golf Club Rehab & Event Rentals

Retail:

100,000 sf Storefront Retail 90,000 sf Retail Anchor 10,000 sf Food Hall 8,000 sf Camp Creek Retail

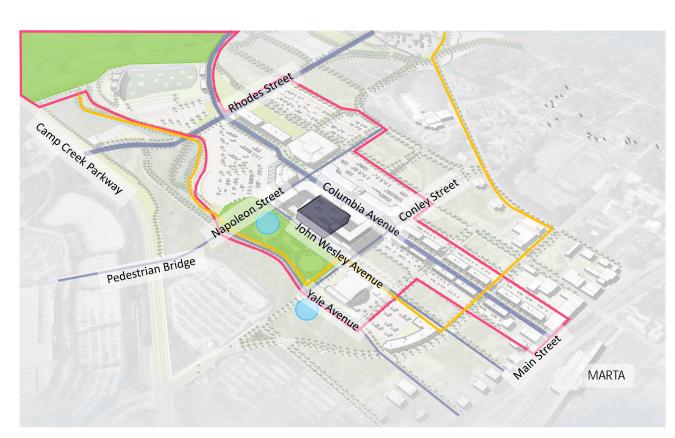
Office:

200,000 sf Office above Retail (Retail District) 200,000 sf Office above Retail (Office District)

Hotel:

150 key hotel120 key boutique hotel

<u>Incremental Commercial Mixed Use:</u> 195,000 sf



INFRASTRUCTURE

Open Space

6 acre Greenspace & Regional Retention Food Truck Plaza Golf Course Updates Cultural Building

Parking

Parking Deck with Rock Climbing Wall Surface lots

Primary Streets

Rhodes Street Columbia Avenue

Secondary Streets

John Wesley Avenue Yale Avenue Napoleon Street Conley Street

Pedestrian Infrastructure

Pedestrian Bridge Sidewalks/streetscapes on streets above 5k Trail





INFRASTRUCTURE

Open Space
6 acre Greenspace
Regional Retention
Food Truck Plaza
Food Hall
Cultural Center
Golf Course Updates

Parking
Parking Deck
Rock Climbing Wall
Surface lots







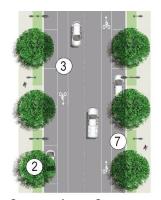


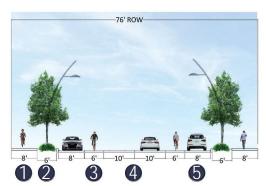


INFRASTRUCTURE

Primary Streets
Rhodes Street
Columbia Avenue

Secondary Streets
John Wesley Avenue
Yale Avenue
Napoleon Street
Conley Street

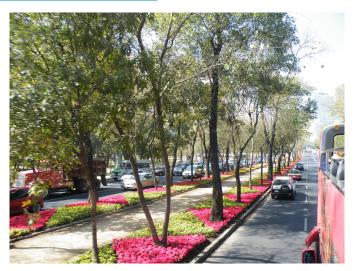




- 1 8-10' sidewalk
- 2 6' landscape strip
- Optional bike lane
- 4 10' drive lanes
- **6** 8' parallel parking lane

Secondary Streets

*Streetscapes to align with Global Gateway Pedestrian Bridge project







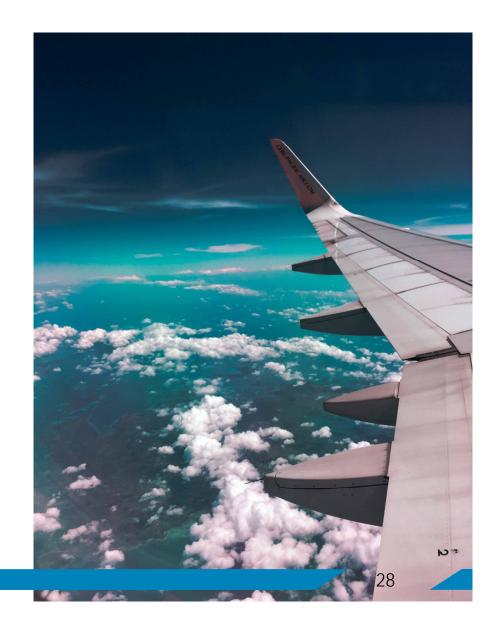


INFRASTRUCTURE

Primary Streets
Rhodes Street
Columbia Avenue

Secondary Streets
John Wesley Avenue
Yale Avenue
Napoleon Street
Conley Street

THE DISTRICTS





PROGRAM

Phase 1:

<u>Destination Drivers:</u>
50,000 sf Cultural Center
6 acre Greenspace
Food Truck Plaza
Parking Deck with Rock Climbing Wall

Retail:

100,000 sf Storefront Retail 90,000 sf Retail Anchor 10,000 sf Food Hall

Office:

200,000 sf Office above Retail

Hotel:

120 key boutique hotel

Phase 2:

Retail:

150,000 sf Liner Retail 100,000 sf Anchor Retail

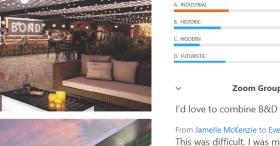
RETAIL DISTRICT PATTERN BOOK











Polls















A. INDUSTRIAL	34%
3. HISTORIC	29%
. MODERN	16%
). FUTURISTIC	32%
~	Zoom Group Chat

Host is sharing poll results

1. Which do you prefer? (Multiple choice)

From Jamelle McKenzie to Everyone:

This was difficult. I was mixed between Historic and Industrial

From Ryan Deep Roots to Everyone:

39 - I like the industrial look but I do like the idea of a futuristic architectural style — thinking "Smart Cities"

From Valaurie Lee to Everyone: LOVE the industrial!!!

From jackie moore to Everyone:

39. can you pick one as a base likei ndustrial and add elements of the others

From Grace McPhillips Lunsford to Everyone:

Because With the global city felling from the airport and the quaint history of CP I'd love to see a mix of the past and the future.

From Kaseem Ladipo to Everyone:

I do like the combo of industrial and futuristic

RETAIL DISTRICT PATTERN BOOK





















STORMWATER PARK & TRAILS











Park

Passive Uses

- Leisure/Seating
- Plane take-off/landing viewing areas
- Natural settings

Active Uses

- Recreation
- Flexible multi-purpose lawns/fields
- Playgrounds

Events: Farmers' markets, festivals, etc. Public art

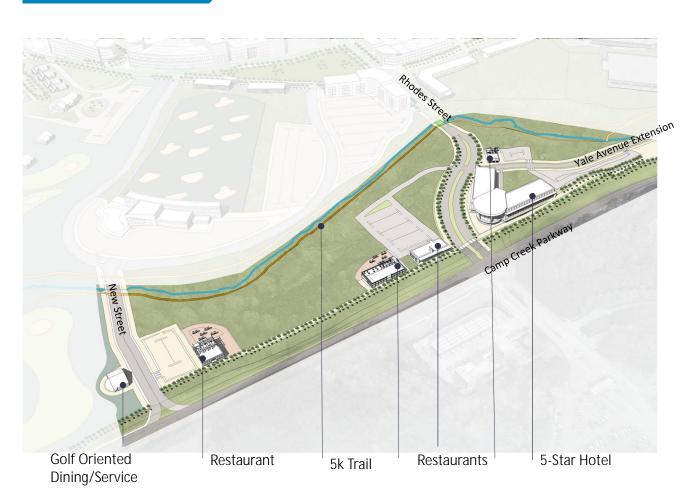
Stormwater management

Trails

Environmentally Sensitive Areas

- Mulch
- Grass
- Aggregate
 Parks and Streets
- Paved

CAMP CREEK DISTRICT



PROGRAM

Phase 1:

Restaurant: 8,000 sf

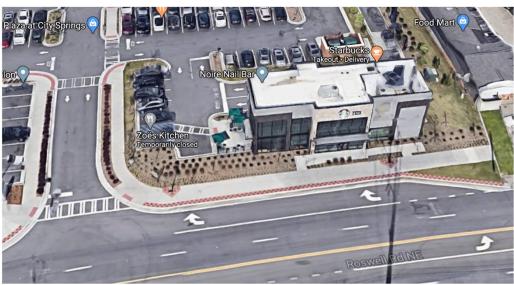
Phase 2:

Restaurant: 20,000 sf

Hotel:

150 key 5-star hotel

CAMP CREEK DISTRICT









INCREMENTAL

Loft office with garage below

Priority Corridor to connect to Downtown



Surface Parking Lots Throughout

PROGRAM

Phase 1:

Commercial Mixed Use: 195,000 sf

- 12,000 sf restaurants
- 100,000 sf office
- 80,000 sf retail

Phase 2:

Commercial Mixed Use: 240,000 sf

- 16,000 sf restaurants
- 120,000 sf office
- 100,000 sf retail

INCREMENTAL DISTRICT PATTERN BOOK













From Kathleen McQueen to Everyone: Industrial ties in the brick of Main St

From Noel Mayeske to Everyone:

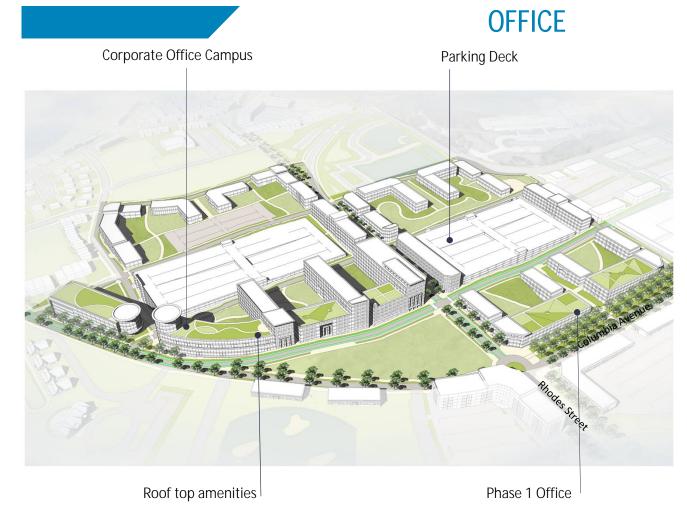
slide 40 - industrial is where a lot of design is going these days. And I think it will weather well with changing styles/tastes in the future too.

From Grace McPhillips Lunsford to Everyone: Agree with Noel

From Chinyere Norman to Everyone: the mixed style has a warm but modern feel

From Bianca Motley Broom to Everyone:

This is a great exercise for the community. So glad everyone is here!



PROGRAM

Phase 1:

Office:

200,000 sf Office

- 8,000 sf Restaurants
- 12,000 sf Retail

Phase 2:

Office:

1,800,000 sf Office

- 16,000 sf Restaurants
- 80,000 sf Retail

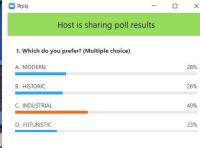
OFFICE DISTRICT PATTERN BOOK





















Slide 40-industrial works well.

From Madugu to Everyone: Agree, build for the future

From Jamelle McKenzie to Everyone: Not really feeling modern here next the residential and golf course

From Kathleen McQueen to Everyone: Industrial ties in the brick of Main St

From Noel Mayeske to Everyone: slide 40 - industrial is where a lot of design is going these days. And I think it will weather well with changing styles/tastes in the future too.

From Grace McPhillips Lunsford to Everyone: Agree with Noel



GOLF ENTERTAINMENT DISTRICT



PROGRAM

Phase 1:

<u>Destination Drivers:</u>
Golf Entertainment Facility
Golf Course Updates
Golf Club Rehab & Event Rentals

Hotel:

150 key hotel

Phase 2:

Retail:

20,000 sf retail

Brewery

Residential:

20+ Estates on Golf Course

GOLF ENTERTAINMENT DISTRICT









Zoom Group Chat

From Grace wicenings consider to everyone.

Hove the Airbnb concept to help make

I love the Airbnb concept to help make it more of a destination venue for events.

From Jamelle McKenzie to Everyone:

I think the Clubhouse should match the style of the homes built on the course

From Noel Mayeske to Everyone:

Golf courses take a lot of space and use tremendous amounts of water, so I think we want to limit any expansion. Also, they won't be used by many folks.

From Grace McPhillips Lunsford to Everyone: Oh Perfect! And just up from the 4H. :) Nice.

From Jamelle McKenzie to Everyone: A for 50

From Noel Mayeske to Everyone:

What I meant about golf - some folks will absolutely use them, as they do now, but many won't or can't.

NEXT STEPS

- Refine concepts based on Mayor and City Council input
- 2 Incorporate details: pocket parks, etc.
- Present draft concepts to Community Thursday, June 11
- 4 Refine concepts
- 5 Cost Estimate Public Investment
- 6 Phase 1 Schedule
- 7 Finalize report and present to City Council for final approval



SCHEDULE

LET'S TALK! Next Events...



JUNE 11TH, 4:00PM / LIVE - VIRTUAL SUMMIT Townhall Style Discussion: Results

See instructions on our web page: www.collegeparkga.com

Sign up for alerts & questions/comments: collegepark@tcfatl.com





CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

WORKSHOP AGENDA ITEM

DOC ID: 8149

DATE: May 28, 2020

TO: The Honorable Mayor and Members of City Council

THROUGH: Terrence R. Moore, City Manager

FROM: Artie Jones, Clearly College Park Executive Director

RE: Re-Imagine/Re-Open Main Street Proposal

PURPOSE: Consideration to support CPMSA to create a larger outdoor dining atmosphere helping to ensure maximum patronage and safety to Main Street businesses from Princeton Avenue to Yale Avenue in collaboration with committed business owners.

REASON: Approval of this request will coincide with CPMSA's vision to support a safe and thriving business district. This project would also align with CPMSA's 2020-2021 Strategic Plans two focus points: forming a unified Main Street design and retail development.

RECOMMENDATION: CPMSA would like to recommend approval of the proposal to move forward with construction of the "CollegeParkLets" sooner than later to increase patronage of Main Street businesses.

BACKGROUND: See attached documents for presentation.

COST TO CITY: TBD

BUDGETED ITEM: No

REVENUE TO CITY: N/A

CITY COUNCIL HEARING DATE: June 1, 2020

CONSIDERATION BY OTHER GOVERNMENT ENTITIES: GDOT

AFFECTED AGENCIES: None

RELATIONSHIP TO EXISTING ORDINANCE OR RESOLUTION: N/A

REQUIRED CHANGES TO WORK PROGRAMS: None

Updated: 5/28/2020 2:20 PM by Rosyline Robinson

STAFF: Renee Coakley, Main Street Manager Artie Jones, III, Economic Development Director

ATTACHMENTS:

- ReImagine_ReOpen Main Street College Park Memo cover for presentation (DOCX)
- College Parklets Presentation (PPTX)

Review:

- Artie Jones Completed 05/26/2020 10:43 AM
- Rosyline Robinson Completed 05/26/2020 4:26 PM
- Jackson MyersCompleted 05/26/2020 5:16 PM
- Mike Mason Pending
- Wade Elmore Pending
- Ferman Williford Completed 05/27/2020 8:43 AM
- Loretta Washington Completed 05/26/2020 4:46 PM
- Terrence R. Moore Completed 05/28/2020 2:26 PM
- Mayor & City Council
 Pending
 06/01/2020 6:00 PM



June 1, 2020

CPMSA 3667 Main Street College Park, GA 30337

Dear College Park Mayor and Council,

Businesses within the College Park Main Street program area have been largely impacted by the COVID-19 pandemic. Small businesses are the backbone to communities and the College Park Main Street Association (CPMSA) has come up with a proposal that may assist with an issue.

Our restaurants mostly remain closed to dine in services due to social distancing measures. In order to adhere to outlined procedures of distancing patrons, the numbers of diners would be in most cases cut in half or less. In our efforts to "Re-Imagine/Re-Open College Park Main Street", the board would like to present the CollegeParklets concept in the presentation to follow. The concept, which came about from a local resident's idea, will repurpose parking spaces in front of businesses to allow restaurants to expand their dining area outdoors while continuing to foster social distancing. This concept, although temporary at its inception, could spur on future forward thinking ideas for our great community and beyond.

CPMSAs vision is to support a safe and thriving business district. In the 2019 MARTA accessibility study, congestion and redesign of the parking from Princeton to John Wesley was noted as an important step to improving Main Street's accessibility and safety to all citizens, businesses, and stakeholders. This concept will also align with the CPMSA strategic plan for 2020 which has two focus points - a unified Main Street design and second retail development.

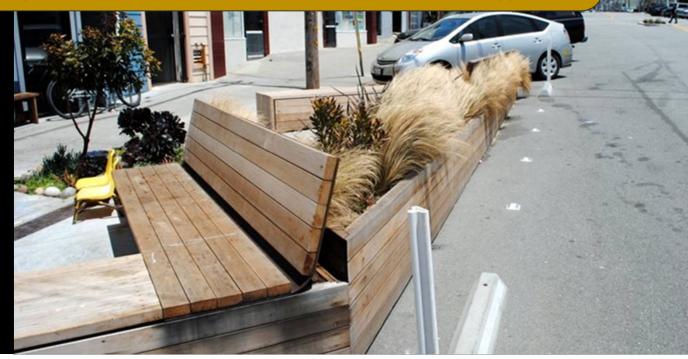
"Re-Imagine/Re-Open College Park Main Street" will create an outdoor dining atmosphere helping to ensure maximum patronage and safety for Main Street Businesses. We also believe that this effort will gather favorable attention from press, help encourage future business development, and create an opportunity to Re-Imagine College Park Main Street where the future includes a large outdoor public environment that reflects the goals of SixWest.

Sincerely,

Julian Nabaa, CPMSA Chair

RE-IMAGINE/ RE-OPEN THE RIGHT OF WAY

- Create safe outdoor environments
- Nurture Community
- Align with Six West
- Pilot Program for future expansion



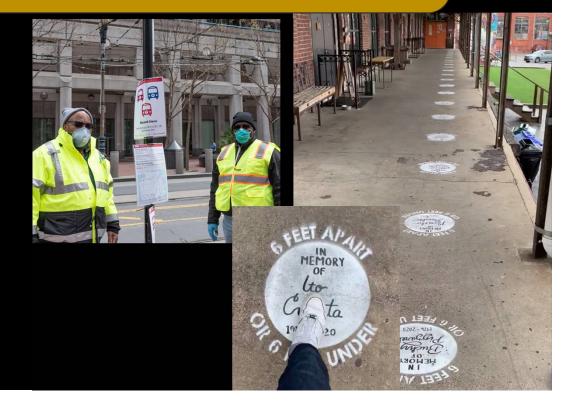
The Space

- Buildout of temporary parklets over 4.5 existing spaces
- Create a no curb environment from restaurants
- Safe re-routed sidewalk for business patrons
- Add lighting and greenery
- Lower speed through Main St.



Community

- Committee Members for facilitation and volunteer organization
- College Park Ambassadors; Volunteers provided with PPE and CPA branded T-shirt or Vest
- College Park Ambassador training for dining protocol
- Memorial Parklet Live Music Friday and Saturday



Align with Six West

- Hire Architect for Design and Engineering
- Materials, lighting and greenery purchased by College Park and built by College Park workers
- Parklets painted and planted by College Park Ambassadors for community building and positive Press event
- Maintenance of College Parklet materials and plants by College Park workers



Pilot Program

- Pilot Program to run Thursday - Sunday for 8 weeks
- Community Safety Officer supported by CP Ambassadors
- Success or failure to determine future expansion



Pilot Program Businesses

- Provisional alcohol ordinance to allow outdoor consumption in the reserved area in front of the business
- Milk and Honey and Virgil's committed to participating
- Businesses will maintain cleanliness and COVID etiquette





RE-IMAGINE/ RE-OPEN THE RIGHT OF WAY

- Budget \$20,000
- CPMSA Commitment
 - Recruit and Train Volunteers
 - Identify and Advise on Future College Parklets
- College Park Commitment
 - Funds
 - Resources
 - Press and Communication



RE-IMAGINE/ RE-OPEN THE RIGHT OF WAY

- College ParkLets get our Businesses back to work
- College ParkLets Improve our Downtown
- College ParkLets Make the Difference







CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

WORKSHOP AGENDA ITEM

DOC ID: 8135

DATE: May 27, 2020

TO: The Honorable Mayor and Members of City Council

FROM: Terrence Moore, City Manager

RE: IGNITE Project Proposal

Presentation by Adullam Ministries, Inc./IGNITE College Park Community Oriented Resource Center Project CEO Jamelle McKenzie requesting funding to continue to effectively and efficiently administer the College Park Resource Center Project.

See attached e-mail dated May 12, 2020 from Ms. McKenzie requesting a presentation to the Mayor and City Council during the June 1, 2020 Workshop Session. Also, see attached PowerPoint presentation prepared by Ms. McKenzie.

Thank you.

ATTACHMENTS:

- FW_ Adullam IGNITE Project Proposal (PDF)
- IGNITE 2020 2021 SHORT Fiscal Year Budget Projection 6 1 2020 (PPTX)

Review:

- Terrence R. Moore Completed 05/25/2020 1:15 PM
- Rosyline Robinson Completed 05/25/2020 1:21 PM
- Althea Philord-Bradley Completed 05/25/2020 6:55 PM
- Terrence R. Moore Completed 05/27/2020 6:38 PM
- Mayor & City Council Pending 06/01/2020 6:00 PM

From: Terrence Moore
To: Rosyline Robinson

Subject: FW: Adullam - IGNITE Project Proposal Date: Tuesday, May 12, 2020 9:42:44 AM

Attachments: IGNITE 2020 2021 Rev Fiscal Year Budget Projection 6 1 2020.pptx

IGNITE 2020 2021 Revised Proposal and 2019 2020 Breakdown.docx

Roz:

For the June 1st workshop meeting.

Thanks.

Terrence

From: Jamelle McKenzie <connect@ignitecentercp.info>

Sent: Tuesday, May 12, 2020 9:11 AM

To: Terrence Moore <tmoore@collegeparkga.com>

Cc: Ambrose Clay <Aclay@collegeparkga.com>; Ken Allen <kallen@collegeparkga.com>

Subject: Adullam - IGNITE Project Proposal

Good morning, Terrence:

I have attached updated documents for Ignite's 2020-2021 Budget year. We have made several adjustments regarding our projects due to the COVID19 pandemic. We understand that the City of College Park is faced with budget cuts at this time and we are appreciative of the opportunity granted us to serve citizens who are in crisis.

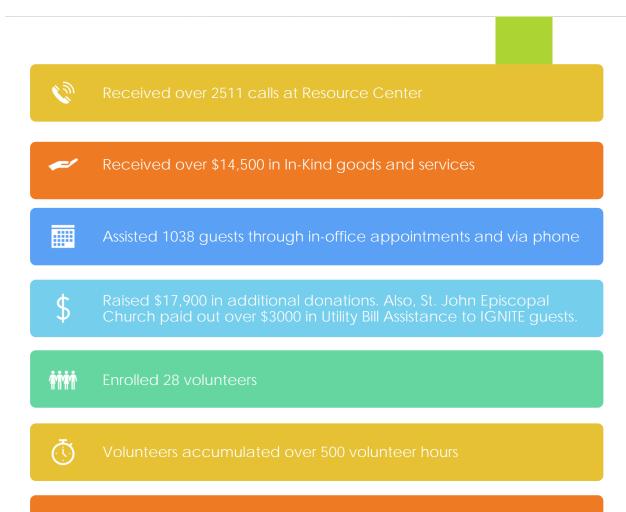
In the proposal we have reduced our funding request of the City from \$60K to \$35K. As per our conversation last week, I am aware that the amount requested is above your anticipated threshold, however, I still wanted to make you and the Council aware of what is needed for us to effectively operate over a twelve-month period.

I look forward to speaking with you at your convenience. Also, please confirm if you would still like for me to present this at the June 1, 2020 City Council Workshop meeting.



2020 – 2021 Budget Projections

11-Month Highlights: July 2019 through May 2020



Established partnerships with 28 organizations

1700

COVID-19 Projects

- Delivered over 2300 meals and grocery orders weekly to College Park Senior Citizens, Families with children and persons with preexisting health conditions.
- Volunteered in conjunction with Goodr, One Talent, Woodward Academy for food deliveries
- Received in-kind and financial donations from Community members to assist with daily food and supply provisions and purchases for College Park residents. (monetary value of funds and items approx. \$4000)
- Assisted individuals with locating utility and housing assistance from partner organizations.

11-MONTH FINANCIAL REPORT July 2019 – May 2020



EXPENSES \$52,068



STAFFING \$30,700



SPACE RENTAL \$6000



SUPPLIES \$4021



PROGRAM OPERATIONS \$11.347



TOTAL INCOME \$52,900 Annual Project GOALS: July 1, 2020 through June 30, 2021



Receive over 5000 calls at Resource Center



Receive over \$20,000 in In-Kind goods and services



Assist 2000 guests through online connections, in-office appointments, and via phone



Raise \$25,000 in donations.



Enroll 30 additional volunteers



Accumulate over 2000 volunteer hours



Establish partnerships with 25 additional organizations

Proposed Workshops & Projects for 2020-21

College Park Community
Grant Program – Grant
determination and
management for nonprofit agencies that assist
residents of College Park

M.E.N. - Men's
Empowerment Network:
Seminars and job training
for men and single
fathers

W.O.W. - Women of Wealth: Seminars for women and girls. Employment preparation services

C.A.S.H. – Creating Assets and Sustainable Households: Financial literacy and educational courses for College Park residents

covid Food - Deliveries of meals and groceries to senior citizens and health compromised populations