

CITY COUNCIL
GIL MCDOUGAL, MAYOR
LESLIE MCPHERSON, MAYOR PRO TEM
SHIRLEY MARCHMAN
MATTHEW MONTAHAN
ANNA MCCOY
DANNY CARTER

City of Villa Rica



CITY MANAGER: TOM BARBER
CITY CLERK: THERESA CAMPBELL
CITY ATTORNEY: C. DAVID MECKLIN

571 W BANKHEAD HWY
VILLA RICA, GA. 30180
770.459.7000 | VILLARICA.ORG

SPECIAL CALLED CITY COUNCIL MEETING AGENDA

Holt-Bishop Justice Center, Municipal Courtroom, 101 Main Street

August 18, 2023 | 5:00 PM

Meeting Call to Order (Mayor Gil McDougal)

Adoption of the Agenda (Mayor Gil McDougal)

A. Governing Body (Mayor Gil McDougal)

1. Public Hearing on Urban Redevelopment Plan (Tommy Ratchford, Murray Barnes Finister LLP)
2. Resolution designating Urban Redevelopment Areas and Urban Redevelopment Plan (Tommy Ratchford, Murray Barnes Finister LLP)
3. Resolution Establishing Urban Redevelopment Agency (Tommy Ratchford, Murray Barnes Finister LLP)
4. Repeal of Moratorium (C. David Mecklin, City Attorney)
5. Appointment of City Members for the Joint Review Committee (C. David Mecklin, City Attorney)

B. Deputy City Manager/CFO (Sarah Andrews)

1. Branding Slogan (Ken Denney, PIO)

Public Comment (We ask that you sign in for Public Comment before the meeting begins. Please state your Name and Address for the record and limit your comments to three minutes.)

C. Adjournment (Mayor Gil McDougal)

URBAN REDEVELOPMENT PLAN

OF THE

CITY OF VILLA RICA, GEORGIA

I. General

This Urban Redevelopment Plan (this “Plan”) was prepared by the City of Villa Rica, Georgia (the “City”) and constitutes an “urban redevelopment plan” within the meaning of Section 36-61-2(24) of the Official Code of Georgia Annotated (“O.C.G.A.”).

The Urban Redevelopment Plan was properly authorized by the Mayor and the City Council of the City (the “City Council”) pursuant to a resolution adopted on August 18, 2023 and in compliance with the Urban Redevelopment Law (O.C.G.A. 36-61-1 *et seq.*), as amended (the “Act”). The Urban Redevelopment Plan is in full force and effect as of that date.

II. Designation of Urban Redevelopment Areas

The Mayor and City Council determined by resolution adopted on August 8, 2023, that conditions on certain tracts of property in multiple separate areas located in the City fit the definition described in O.C.G.A. Section 36-61-2(15) as “pockets of blight.” In a separate resolution adopted on August 18, 2022, the Mayor and City Council designated such areas as “urban redevelopment areas” within the meaning of the Act appropriate for rehabilitation, conservation, redevelopment, or a combination thereof, by urban redevelopment projects. For purposes of this Plan, these urban redevelopment areas are identified as the Urban Redevelopment Areas and are further described in Exhibit A attached hereto.

III. Description of the Urban Redevelopment Project

The Mayor and City Council have identified the following urban redevelopment project for the Urban Redevelopment Areas, which meets the definition of an “urban redevelopment project” pursuant to the Urban Redevelopment Law (the “Urban Redevelopment Project”):

Mirror Lake Connector Project:

- 1) Construct two new, single-lane roads to improve connectivity between the City’s downtown, the Mirror Lake community and Tanner Hospital. The location of the roads is shown in red on the map below. Sections of the travel lanes will be separated by a landscaped median with turn lanes. A roundabout will be constructed at the intersection of the Mirror Lake Connector and Cleghorn Street. Pavement will be striped as needed.
- 2) Both roads will have a walking trail on one side of the road and a golf cart path on the other.

- 3) Install streetlights where needed on the roads.
- 4) Install an adjacent 10-inch water line along each road.
- 5) Install the stormwater system needed for the roads.
- 6) Install at least three creek crossings.

IV. Plan Requirements

This Plan conforms to the general plan for the City as a whole. This Plan identifies the land acquisition, demolition and removal of structures, redevelopment, improvements, and rehabilitation proposed to be carried out in each Urban Redevelopment Area. Neither this Plan nor the Urban Redevelopment Project will require any zoning or planning changes. Any zoning or planning exceptions will be made in accordance with applicable law. The Urban Redevelopment Project will constitute appropriate land uses and will not require the displacement or relocation of any families or businesses. This Plan identifies any changes in land uses. This Plan is consistent with and furthers the City's local objectives respecting appropriate land uses, improved traffic, public transportation, public utilities, recreational and community facilities, and other public improvements, as more fully described below.

IV. Relationship to Local Objective

The Urban Redevelopment Project will not require any zoning or planning change and shall be accomplished in accordance with the City's zoning ordinances, as applicable, unless exceptions are made in accordance with applicable law. The Urban Redevelopment Plan conforms to the general plan for the physical development of the City as a whole (giving due regard to the environs and metropolitan surroundings). The Urban Redevelopment Project will constitute appropriate land uses and will achieve definite local objectives respecting public improvements, namely public safety and other government facilities.

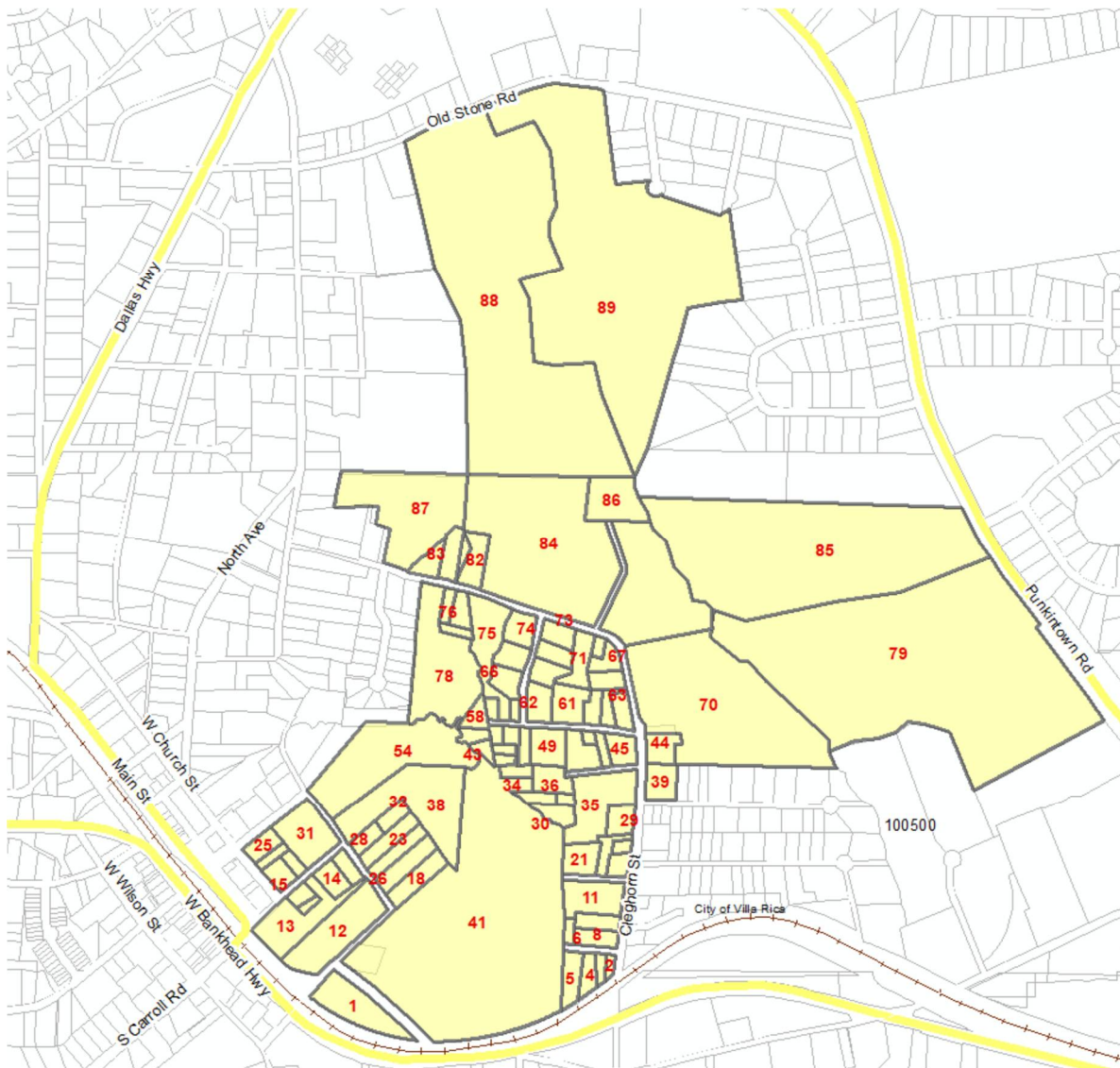
V. Ownership of Urban Redevelopment Project

The Urban Redevelopment Area has been designated as such by the City. The Urban Redevelopment Agency of the City of Villa Rica, Georgia will be the initial owner of each Urban Redevelopment Project and will convey each Urban Redevelopment Project to the City after the completion of the acquisition, renovation, and installation of such Urban Redevelopment Project. The owner of each Urban Redevelopment Project shall retain the right to sell and dispose of such property.

EXHIBIT A

Description of Urban Redevelopment Areas

The Urban Redevelopment Areas comprises multiple separate areas, each of which has been determined to be a “pocket of blight” (as defined in the Urban Redevelopment Law) and each of which displays the presence of conditions or a combination of factors that substantially impairs and arrests the sound growth of the City of Villa Rica. For the purposes of this plan, these areas are coterminous with the East Village TAD as more fully described in the Redevelopment Plan 2020, approved by the Mayor and City Council of the City by that certain resolution adopted on December 8, 2020. This area is illustrated below:



**A RESOLUTION DESIGNATING THE URBAN REDEVELOPMENT AREAS
AND APPROVING AN URBAN REDEVELOPMENT PLAN**

WHEREAS, Chapter 61 of Title 36 of the Official Code of Georgia Annotated, entitled the "Urban Redevelopment Law," as amended (the "Urban Redevelopment Law"), provides that the City of Villa Rica, Georgia (the "City") shall not approve an urban redevelopment plan for an urban redevelopment area unless the Mayor and City Council of the City has (a) determined such area to be a pocket of blight and designated such area as appropriate for an urban redevelopment project, (b) held a public hearing on the urban redevelopment plan (the "Public Hearing") after a public notice (the "Notice") thereof is published in a newspaper having a general circulation in the area of operation of the City and (c) made certain additional findings; and

WHEREAS, after careful study and investigation, the City desires to approve the urban redevelopment plan attached hereto as Exhibit A and entitled "Urban Redevelopment Plan of the City of Villa Rica, Georgia" (the "Urban Redevelopment Plan"); and

WHEREAS, the City published the Notice and held the Public Hearing as required by the Urban Redevelopment Law.

NOW, THEREFORE, BE IT RESOLVED, by the Council of the City of Villa Rica, Georgia, and it is HEREBY RESOLVED that there is hereby found, determined, and declared that the areas shown on Exhibit B (the "Urban Redevelopment Areas") are determined to be pockets of blight by reason of (a) the presence of a predominance of buildings or improvements, whether residential or nonresidential, which are dilapidated, deteriorated, aged, or obsolete; (b) inadequate provision for ventilation, light, air, sanitation and open spaces; (c) unsafe conditions; (d) the existence of conditions which endanger life or property by fire and other cause; and (e)

the predominance of defective or inadequate street layout, all of which substantially impairs or arrests the sound growth of the City, retards the provisions of housing accommodations, or constitutes an economic or social liability and is a menace to the public health, safety, morals, or welfare in its present condition and use.

BE IT FURTHER RESOLVED that because the Urban Redevelopment Areas are pockets of blight, they are hereby designated as appropriate for urban redevelopment projects.

BE IT FURTHER RESOLVED that there is hereby found, determined, and declared that (a) no families will be displaced from the Urban Redevelopment Areas, and therefore no method for relocation of such families need be provided, (b) the Urban Redevelopment Plan conforms to the general plan of the City as a whole, (c) the Urban Redevelopment Plan will afford maximum opportunity, consistent with the sound needs of the City as a whole, for the rehabilitation or redevelopment of the Urban Redevelopment Areas by private development and (d) the Urban Redevelopment Plan constitutes an appropriate part of the City's workable program for utilizing appropriate private and public resources to eliminate and prevent the impairment of the sound growth of the City and to encourage needed urban rehabilitation all as set forth in the Urban Redevelopment Law.

BE IT FURTHER RESOLVED that the Urban Redevelopment Plan and the urban redevelopment project in the Urban Redevelopment Plan are hereby approved.

BE IT FURTHER RESOLVED that this resolution shall be effective immediately upon its adoption.

BE IT FURTHER RESOLVED that any and all resolutions in conflict with this resolution be and the same are hereby repealed.

ADOPTED this 18th day of August, 2023.

CITY COUNCIL

(SEAL)

By: _____
Mayor

Attest:

Clerk

Exhibit A

URBAN REDEVELOPMENT PLAN

OF THE

CITY OF VILLA RICA, GEORGIA

I. General

This Urban Redevelopment Plan (this “Plan”) was prepared by the City of Villa Rica, Georgia (the “City”) and constitutes an “urban redevelopment plan” within the meaning of Section 36-61-2(24) of the Official Code of Georgia Annotated (“O.C.G.A.”).

The Urban Redevelopment Plan was properly authorized by the Mayor and the City Council of the City (the “City Council”) pursuant to a resolution adopted on August 18, 2023 and in compliance with the Urban Redevelopment Law (O.C.G.A. 36-61-1 *et seq.*), as amended (the “Act”). The Urban Redevelopment Plan is in full force and effect as of that date.

II. Designation of Urban Redevelopment Areas

The Mayor and City Council determined by resolution adopted on August 8, 2023, that conditions on certain tracts of property in multiple separate areas located in the City fit the definition described in O.C.G.A. Section 36-61-2(15) as “pockets of blight.” In a separate resolution adopted on August 18, 2023, the Mayor and City Council designated such areas as “urban redevelopment areas” within the meaning of the Act appropriate for rehabilitation, conservation, redevelopment, or a combination thereof, by urban redevelopment projects. For purposes of this Plan, these urban redevelopment areas are identified as the Urban Redevelopment Areas and are further described in Exhibit A attached hereto.

III. Description of the Urban Redevelopment Project

The Mayor and City Council have identified the following urban redevelopment project for the Urban Redevelopment Areas, which meets the definition of an “urban redevelopment project” pursuant to the Urban Redevelopment Law (the “Urban Redevelopment Project”):

Mirror Lake Connector Project:

- 1) Construct two new, single-lane roads to improve connectivity between the City’s downtown, the Mirror Lake community and Tanner Hospital. The location of the roads is shown in red on the map below. Sections of the travel lanes will be separated by a landscaped median with turn lanes. A roundabout will be constructed at the intersection of the Mirror Lake Connector and Cleghorn Street. Pavement will be striped as needed.
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- 3) Install streetlights where needed on the roads.
- 4) Install an adjacent 10-inch water line along each road.
- 5) Install the stormwater system needed for the roads.
- 6) Install at least three creek crossings.

IV. Plan Requirements

This Plan conforms to the general plan for the City as a whole. This Plan identifies the land acquisition, demolition and removal of structures, redevelopment, improvements, and rehabilitation proposed to be carried out in each Urban Redevelopment Area. Neither this Plan nor the Urban Redevelopment Project will require any zoning or planning changes. Any zoning or planning exceptions will be made in accordance with applicable law. The Urban Redevelopment Project will constitute appropriate land uses and will not require the displacement or relocation of any families or businesses. This Plan identifies any changes in land uses. This Plan is consistent with and furthers the City's local objectives respecting appropriate land uses, improved traffic, public transportation, public utilities, recreational and community facilities, and other public improvements, as more fully described below.

IV. Relationship to Local Objective

The Urban Redevelopment Project will not require any zoning or planning change and shall be accomplished in accordance with the City's zoning ordinances, as applicable, unless exceptions are made in accordance with applicable law. The Urban Redevelopment Plan conforms to the general plan for the physical development of the City as a whole (giving due regard to the environs and metropolitan surroundings). The Urban Redevelopment Project will constitute appropriate land uses and will achieve definite local objectives respecting public improvements, namely public safety and other government facilities.

V. Ownership of Urban Redevelopment Project

The Urban Redevelopment Area has been designated as such by the City. The Urban Redevelopment Agency of the City of Villa Rica, Georgia will be the initial owner of each Urban Redevelopment Project and will convey each Urban Redevelopment Project to the City after the completion of the acquisition, renovation, and installation of such Urban Redevelopment Project. The owner of each Urban Redevelopment Project shall retain the right to sell and dispose of such property.

EXHIBIT A

Description of Urban Redevelopment Areas

The Urban Redevelopment Areas comprises multiple separate areas, each of which has been determined to be a “pocket of blight” (as defined in the Urban Redevelopment Law) and each of which displays the presence of conditions or a combination of factors that substantially impairs and arrests the sound growth of the City of Villa Rica. For the purposes of this plan, these areas are coterminous with the East Village TAD as more fully described in the Redevelopment Plan 2020, approved by the Mayor and City Council of the City by that certain resolution adopted on December 8, 2020. This area is illustrated below:

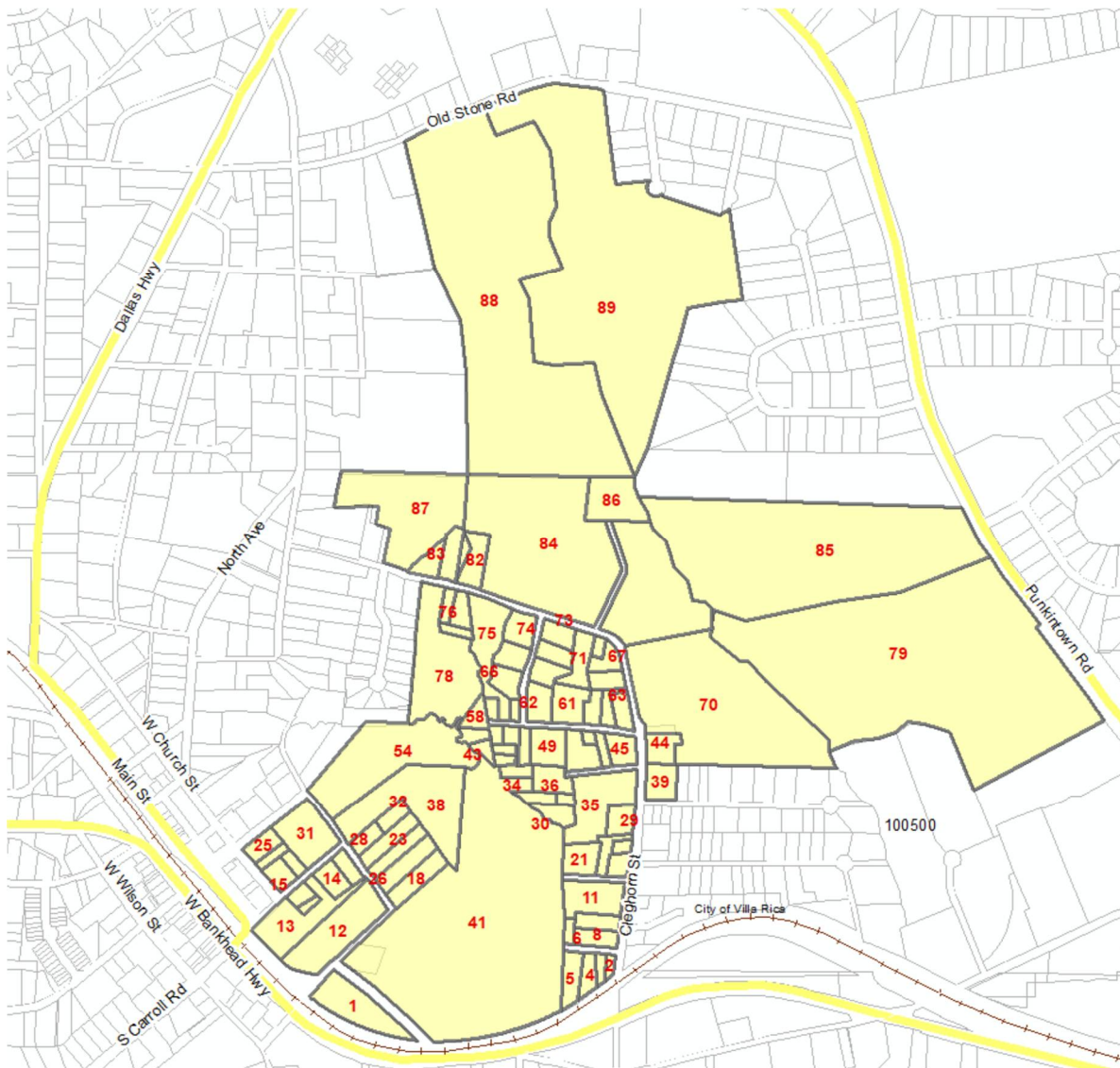
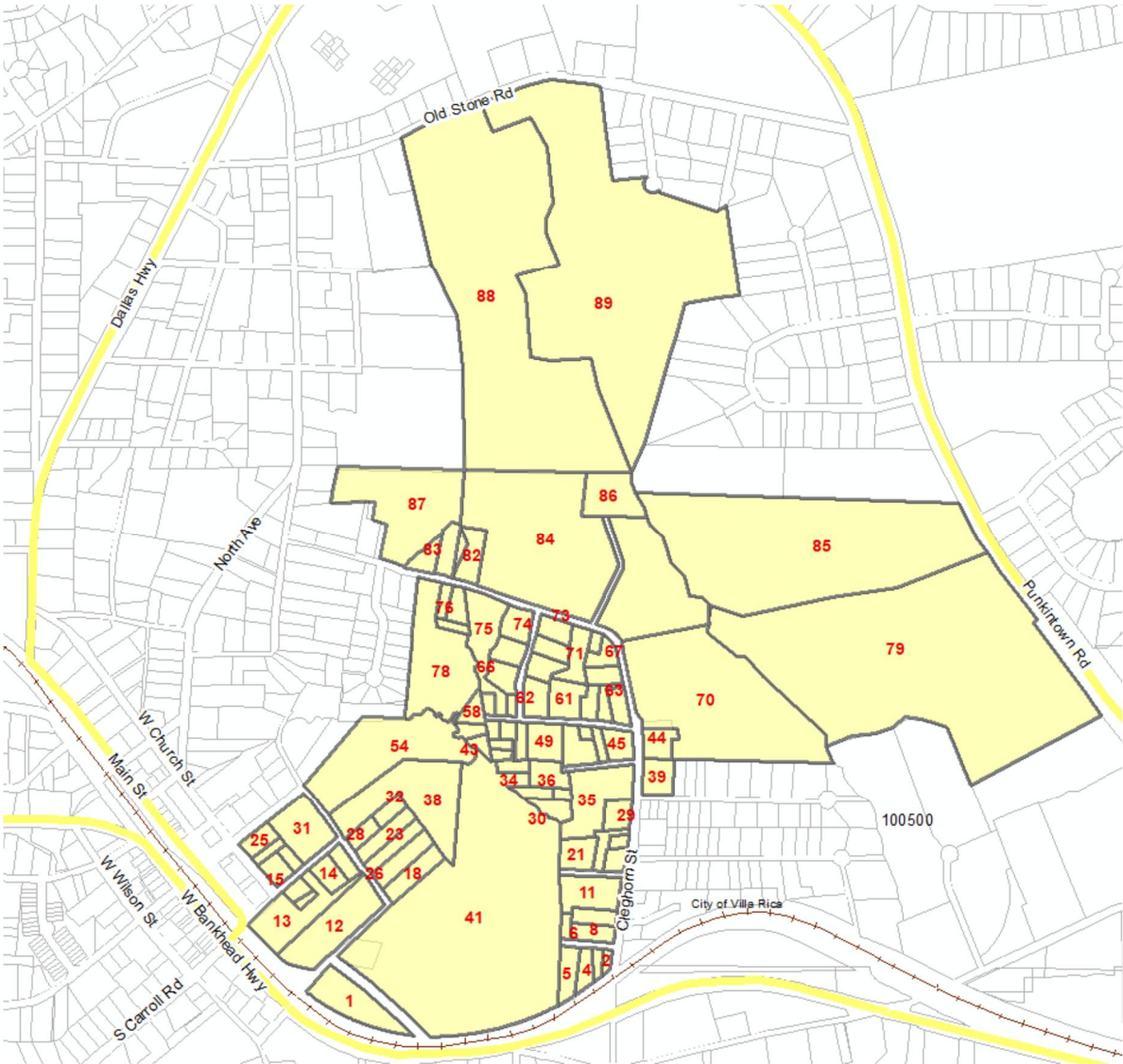


Exhibit B



CITY CLERK'S CERTIFICATE

The undersigned City Clerk to the City Council of the City of Villa Rica, Georgia (the "City Council") DOES HEREBY CERTIFY that the foregoing pages of typewritten matter constitute a true and correct copy of a resolution adopted on August 18, 2023 by the City Council in a meeting duly called and assembled in accordance with applicable laws and with the procedures of the City Council, which meeting was open to the public and at which a quorum was present and acting throughout, and that the original of the foregoing resolution appears of public record in the Minute Book of the City Council, which is in my custody and control.

GIVEN under my hand and the seal of the City Council, this 18th day of August, 2023.

(SEAL)

City Clerk

**A RESOLUTION AUTHORIZING THE URBAN REDEVELOPMENT AGENCY
OF THE CITY OF VILLA RICA, GEORGIA TO TRANSACT BUSINESS AND
EXERCISE POWERS UNDER THE PROVISIONS OF THE URBAN
REDEVELOPMENT LAW**

WHEREAS, Chapter 61 of Title 36 of the Official Code of Georgia Annotated, entitled the “Urban Redevelopment Law,” as amended (the “Urban Redevelopment Law”), created in the City of Villa Rica, Georgia (the “City”) a public body corporate and politic to be known as the “Urban Redevelopment Agency of the City of Villa Rica, Georgia” (the “Agency”); and

WHEREAS, the Urban Redevelopment Law allows the Agency to exercise the “urban redevelopment project powers” (as defined in the Urban Redevelopment Law) provided that the City determines that it is in the public interest for the Agency to exercise such powers; and

WHEREAS, after careful study and investigation, the City desires that the Agency exercise the urban redevelopment project powers.

NOW, THEREFORE, BE IT RESOLVED, by the Council of the City of Villa Rica, Georgia, and it is **HEREBY RESOLVED** that there is hereby found, determined, and declared that it is in the public interest for the Agency to exercise the urban redevelopment project powers, and the City hereby elects to have the Agency exercise the urban redevelopment project powers.

BE IT FURTHER RESOLVED that to the extent required by the Urban Redevelopment Law, the Agency is hereby activated.

BE IT FURTHER RESOLVED that the Board of Commissioners of the Agency shall consist of six members.

BE IT FURTHER RESOLVED that terms of office of the members shall be (a) coterminous with the members' terms of office on the City Council of the City of Villa Rica if the Mayor and City Council members are appointed as the members of the Board of Commissioners of the Agency and (b) three years if the Mayor and City Council members are not appointed as the members of the Board of Commissioners of the Agency (a "Non-City Council Board"); provided, however, in the case of a Non-City Council Board, the terms of office for the initial commissioners shall be staggered so that not more than three terms expire on the same date.

BE IT FURTHER RESOLVED that the Mayor, with the advice and consent of the City Council, hereby appoints the Mayor and the City Council as members of the initial Board of Commissioners of the Agency.

A copy of this resolution is on file with the City Clerk and shall serve as the certificate of appointment required by the Urban Redevelopment Law.

BE IT FURTHER RESOLVED that the Mayor, with the advice and consent of the City Council, hereby appoints _____ as the Chairman and _____ as the Vice Chairman of the Board of Commissioners.

BE IT FURTHER RESOLVED that the City Attorney may also act as the Agency's attorney. If the Agency appoints the City Attorney as its attorney, the City hereby consents to dual representation.

BE IT FURTHER RESOLVED that the Board of Commissioners hereinbefore appointed shall organize itself, carry out its duties and responsibilities, and exercise its powers and prerogatives in accordance with the terms and provisions of the Urban Redevelopment Law as it now exists and as it might hereafter be amended or modified.

BE IT FURTHER RESOLVED that this resolution shall be effective immediately upon its adoption.

BE IT FURTHER RESOLVED that any and all resolutions in conflict with this resolution be and the same are hereby repealed.

ADOPTED this 18th day of August, 2023.

CITY COUNCIL

(SEAL)

By: _____
Mayor

Attest:

Clerk

CITY CLERK'S CERTIFICATE

The undersigned City Clerk to the City Council of the City of Villa Rica, Georgia (the "City Council") DOES HEREBY CERTIFY that the foregoing pages of typewritten matter constitute a true and correct copy of a resolution adopted on August 18, 2023 by the City Council in a meeting duly called and assembled in accordance with applicable laws and with the procedures of the City Council, which meeting was open to the public and at which a quorum was present and acting throughout, and that the original of the foregoing resolution appears of public record in the Minute Book of the City Council, which is in my custody and control.

GIVEN under my hand and the seal of the City Council, this 18th day of August, 2023.

(SEAL)

City Clerk



Agenda Item: _____

CITY OF VILLA RICA

City Council Meeting Agenda Item Cover Sheet

SUBJECT: Repeal of Moratorium

AGENDA DATE: August 18, 2023

DATE PREPARED: August 18, 2023

PREPARED BY: C. David Mecklin, Jr. and Kevin W. Drummond, City Attorneys

AMOUNT: N/A

GL ACCOUNT #: N/A

FUNDING SOURCE: N/A

BUDGETED ITEM? N/A

PURPOSE: The City enacted a temporary moratorium related to the acceptance of applications related to residential development south of I-20 in multi-family or high-density residential development within the City on May 23, 2023. Because the provisions related to the creation of a Joint Review Committee pursuant to the agreement between the City of Villa Rica, the Carroll County School System and Carroll County have now been completed, the temporary moratorium is ready to be lifted.

STAFF RECOMMENDATION: Staff recommends that the Council approve the resolution attached hereto lifting the temporary moratorium.

MOTION: I move to terminate the temporary moratorium on the acceptance of any applications relating to the licensing, zoning for, variances for, building of, expansion of or development of residential development in the City south of I-20 in multi-family or high-density residential development anywhere within the City that was enacted by this Council on May 23, 2023. This repeal of the moratorium is subject to compliance with the joint review process previously enacted by the Council.

RESOLUTION

WHEREAS, the City of Villa Rica enacted a temporary moratorium on the acceptance of applications related to the licensing, zoning for, variances for, building of, expansion of or development of residential development in the City south of I-20 in multi-family or high-density residential development anywhere within the City on or about May 23, 2023; and

WHEREAS, since the imposition of the moratorium, the City has implemented an Ordinance which requires any such applications to be reviewed by a Joint Review Committee established by agreement of the City, the Carroll County School System and Carroll County; and

WHEREAS, the implementation of the Joint Review Committee removes the need for continuance of the moratorium.

NOW THEREFORE, be it hereby resolved by the Mayor and Council of the City of Villa Rica that the temporary moratorium imposed by the City on May 23, 2023 is hereby terminated.

IT IS SO RESOLVED on this _____ day of August, 2023.

Gil McDougal, Mayor

Attest:

Theresa Campbell, City Clerk



Agenda Item: _____

CITY OF VILLA RICA

City Council Meeting Agenda Item Cover Sheet

SUBJECT: Appointment of Initial Representatives to Joint Review Committee

AGENDA DATE: August 18, 2023

DATE PREPARED: August 18, 2023

PREPARED BY: C. David Mecklin, Jr. and Kevin W. Drummond, City Attorneys

AMOUNT: N/A

GL ACCOUNT #: N/A

FUNDING SOURCE: N/A

BUDGETED ITEM? N/A

PURPOSE: Pursuant to the terms of an Ordinance recently enacted by the Mayor and Council, there has been created a Joint Review Committee pursuant to the Agreement between the City, the Carroll County School System and Carroll County related to the Eastside Tax Allocation District. That agreement requires that any applications for residential development south of I-20 in multi-family or high-density residential development anywhere within the City be reviewed by the Joint Review Committee.

Pursuant to the Agreement, the City of Villa Rica will designate two persons to serve on the Joint Review Committee. At this point, the City does not have any formal process in place to select representatives for service on the Joint Review Committee. Until such time as such a process is created, City Staff believes it is advisable to appoint representatives until such time as a more formal process is established within the City.

It is the Staff recommendation that Tom Barber and Sarah Andrews be appointed as the City's initial two representatives to participate upon the Joint Review Committee.

STAFF RECOMMENDATION: Staff recommends that the Council approve the Resolution attached hereto appointing Tom Barber and Sarah Andrews to serve as the City representatives on the Joint Review Committee through December 31, 2023.

MOTION: I move to approve the attached Resolution appointing Tom Barber and Sarah Andrews as the City representatives on the Joint Review Committee through December 31, 2023.



CITY OF VILLA RICA

City Council Meeting Agenda Item Cover Sheet

SUBJECT: Selection of Branding Slogan
AGENDA DATE: 08-18-2023

DATE PREPARED: 08-14-2023
PREPARED BY: Ken Denney, Public Information Officer

AMOUNT: \$0
GL ACCOUNT #: 100-1320-521200
FUNDING SOURCE: General Fund
BUDGETED ITEM? Yes
PUBLIC HEARING: No

PURPOSE: To approve a branding slogan for the City of Villa Rica

BACKGROUND: In December 2022, the City Council authorized the engagement of Rhyme & Reason (R&R) Design of Atlanta to create a logo and related brand marks for the City.

Development of these marketing tools is a necessary first step to produce unified and clear messaging by our City Tourism, Parks, and Community Development departments to promote tourism, recreation, investment, and smart and sustainable growth for our community.

Since being engaged, R&R has been doing extensive field research to develop a slogan, or tagline, that would inform the design of a brand mark capturing the spirit of our city as it is experienced by the residents.

Beginning in late March and through May, we used a well-advertised survey to gauge residents' opinions. In late May, R&R returned an in-depth report on that survey, and between June and July, City Staff and R&R prepared a tagline presentation which ultimately was distributed to council members individually. There have since been two selection rounds, from which the final choice was made.

STAFF RECOMMENDATION: Since the consensus of the research is to maintain the "City of Gold" slogan, we recommend retaining this motto on our logo, but to title our upcoming branding campaign as "Golden Opportunities."

MOTION: I move that the City Council endorse "City of Gold" as the official slogan for the redesigned civic logo and other marks.

Tagline Suggestions Offered by Rhyme & Reason and City Staff

Our Hometown Shines

A Rare Hometown

The Value of Community

Rich in Opportunity

Village Rich in Opportunity

A Village Rich in Opportunity

Gold At Heart

The City of Gold

City of Gold

Golden Opportunity

A Golden Opportunity

Council Member Preferences for Taglines

Round One

- Our Hometown Shines
- A Rare Hometown
- **The Value of Community – 2 Votes**
- Rich in Opportunity
- Village Rich in Opportunity
- A Village Rich in Opportunity
- **Gold At Heart – 1 Vote**
- **The City of Gold – 1.5 Votes**
- City of Gold
- Golden Opportunity (ies?)
- **A Golden Opportunity – 1.5 Votes**

Round Two

- **The Value of Community – 1 Vote**
- Gold at Heart
- Golden Heart
- **The City of Gold – 2.5 Votes**
- **A Golden Opportunity – 2 Votes**